

Strategies for Opportunity Sites

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Identifying strategies to be pursued is important in order to establish an overall starting point of action, but putting theory into practice through specific applications in key locations throughout the neighborhoods is a fundamental next step in achieving the goals of the Master Plan.

Toward that end, a number of strategic sites were identified that warranted further evaluation. These areas were considered to be prime sites for detailed study because of their prominent locations within the community and potential for improvement and/or redevelopment opportunities. In some cases, an evaluation was conducted for multiple parcels as a “focus area”, while in other cases detailed studies were conducted on individual parcels, or “opportunity sites”.

Evaluations and policy recommendations for some of the focus areas/opportunity sites were the subject of studies being conducted concurrently: areas in and adjacent to the Lower Big Creek Valley were studied as part of the 2008 Lower Big Creek Greenway Restoration and Redevelopment Plan, while four commercial nodes along Pearl Road were evaluated as part of the Pearl Road/W 25th Street Corridor Plan.

Since a number of opportunity sites are concentrated in the Old Brooklyn Downtown area, and some of

the recommendations apply to the downtown area as a whole, the Old Brooklyn Downtown is listed as a focus area.

Focus Areas/ Opportunity Sites

- A. State/Pearl Triangle
- B. Fulton/Memphis Shopping Area
- C. Old Brooklyn “Downtown” Focus Area
- D. Pearl, from Wildlife Way to State
- E. Broadview, from Pearl to Valley
- F. Pearl, Brooklyn Centre Downtown
- G. Former Memphis School
- H. Henninger Land Fill
- I. Lower Big Creek Valley
- J. Harvard/Jennings Area
- K. Pearl/Oak Park Area
- L. Pearl/Brookpark Area
- M. Broadview/Brookpark Area
- N. Brookpark, from Broadview to Ridge

This chapter describes each of the Focus Areas/Opportunity Sites and recommends actions within these areas that will make each more socially, physically and economically vibrant and welcoming neighborhood places. Detailed evaluations and maps of each area are included in Appendix C.

A. State/Pearl Triangle

The Pearl/State Triangle Opportunity Site is located in the southern end of the Old Brooklyn Downtown District just south of the Pearl/Broadview Intersection.

The Pearl/State Triangle area is a critical location in the Downtown Area. It is highly visible and has many valuable community services located within it, including the South Brooklyn Branch of the Cleveland Public Library, Our Lady of Good Counsel Church and a number of independent businesses.

Redevelopment of the State/Pearl Triangle area is discussed in detail in the Pearl Road/W 25th Street TLCI Corridor Plan. The Corridor Plan notes that this area of about 10 acres, with frontage on two major streets, Pearl and State, “has the largest potential for redevelopment” along the Pearl Road corridor.

The Corridor Plan recommends redeveloping the Triangle in phases, with a mix of uses including higher density residential, limited retail and an expanded library, and provides a conceptual sketch of the building layout and guidelines on supportable dwelling units and retail floor area. The following strategies are a summary of the Corridor Plan recommendations for the proposed redevelopment with additional recommendations that arose from the Master Plan process.

Phase One – Redevelop area north of RTA garage to provide for expanded library, YMCA, community center, and other supporting uses.

▲ Relocate automotive repair shops currently located between library and RTA garage to create a 2.5-acre development site. Encourage auto repair services in locations closer to I-480.

▲ Promote expanded Library:

- Orient building towards the street and an inviting human scale design
- Design with Health and Wellness focus and meeting/conference room to partner with MetroHealth.
- Provide community green space.

▲ Promote construction of new retail building.

Phase Two. Redevelop the 5-acre RTA garage site to provide new higher density residential units.

▲ Encourage higher density residential development, including elderly apartments to take advantage of the numerous bus routes, proximity to Senior Health and Wellness Center, retail/services and other community facilities.

▲ Rezone area to prohibit commercial services and warehousing/industrial uses from this area, north of Our Lady of Good Council.

▲ In the interim, explore the possibility of using the GCRTA Bus Garage as incubation space to foster business start-ups.

B. Fulton/Memphis Shopping Area

The Fulton Memphis focus area is located on Fulton Road between Memphis and Park. It includes the Memphis Fulton Shopping Center (built in 1969) and Vollick's Bi-Rite (built in 1956) on the east side of Fulton Road and on the west side of Fulton Road are Fulton Plaza (built in 1955), Discount Drug Mart (built in 1964), and Dollar Bank (built in 1979).

This area includes six parcels (owned by four entities) and encompasses 11.1 acres. Land uses on the site and the surrounding parcels are primarily retail, commercial services, office, and residential uses, while zoning is shopping center, local retail business, and multi-family.

The site is very walkable and is near shopping, services, recreational opportunities (Cleveland Metroparks Brookside Reservation and Cleveland Metroparks Zoo, and Estabrook Recreation Center), senior-related services, adjacent to or within a short commute of major employment centers, and is surrounded by stable neighborhoods. It has good access, both to major thoroughfares, as well as to several highways, and has access to public transportation.

Most of the properties are well maintained, though some could benefit from minor site improvements to the parking lots, signage, and landscaping. The vision for this area should focus more on how the Memphis/Fulton intersection and adjacent properties could be transformed given the synergies of this location, which suggest redeveloping the site for

innovative mixed uses, with a focus that capitalizes on health and wellness issues and recreational opportunities. The following policies could be extended to parcels south of Memphis Avenue in order to create a cohesive environment in a larger area.

Short-term/Minor Improvements

▲ Install streetscape improvements in the Memphis/Fulton intersection area.

▲ East Side of Fulton Road: Install improvements to all parking areas (new paving, installation of wheel stops, striping). Explore ways to improve ingress/egress and circulation.

▲ West Side of Fulton Road:

- Install improvements to all parking areas (new paving, installation of wheel stops, striping). Explore ways to improve ingress/egress and circulation.
- Explore parking lot sharing between selected businesses.
- Remove large pole signs and replace with ground signs.
- Update storefront designs/signage, particularly at Unique Thrift and Discount Drug Mart.

▲ Improve landscaping and lighting on both sides of the street.

Commercial Infill: Add new commercial space on a portion of the parking lots located between Unique Thrift and Discount Drug Mart. Install improvements for existing commercial, as discussed above.

Consolidate Commercial Uses /Develop New Housing

▲ East Side of Fulton Road. There are two options for the east side of Fulton Road:

- Relocate grocery store to other space in the shopping center, demolish current building, and build new low-rise senior assisted housing units (with services) in its place, or
- Reconstruct the grocery store on the first floor of a new building with senior housing units above.

▲ West Side of Fulton Road, consolidate commercial establishments by relocating the bank and the drug store closer to Memphis Avenue. Rezone the land for townhouse condominiums, extend Shadyside Avenue through to Fulton Road, and redevelop the area for townhouses.

Redevelop Area with Mixed Use Development and Senior Housing.

Redevelop the entire area for mixed use, low-rise buildings, with commercial and service establishments on the first floor and loft housing on the second and third floors. Additional housing development should be targeted for senior citizens.

Old Brooklyn “Downtown”

A collection of historic commercial and office buildings at the intersection of Pearl and Broadview Roads anchors the center of the Old Brooklyn Downtown district. The Downtown area radiates out from there such that the northern point of the district is formed by the intersection of Pearl Road and Wildlife Way, at the southern edge of the Brooklyn-Brighton Bridge and the Lower Big Creek Valley. The area extends east to include the Henninger landfill, then southeast to include the retail/commercial area along Broadview Road south to the intersection of Broadview and Valley Road. The southern edge of the district is formed by Leopold Avenue which is also the base of the Pearl/State triangle. The western edge of the district is the edge of the commercial properties that front on Pearl Road.

The recommendations for the Old Brooklyn Downtown District encompass both those that are broader in nature and apply to the entirety of the Downtown area described above, as well as recommendations that are targeted towards specific Opportunity Sites within the Downtown District. These specific sites possess significant opportunities and challenges such that they warrant their own set of specific recommendations. These sub-focus areas include the Pearl State Triangle; the Pearl/Broadview Intersection; the Henninger Landfill; and the Broadview Road commercial services/residential mix area. These areas and their recommendations will be described in greater detail below.

C. Old Brooklyn “Downtown” Focus Area

A number of Opportunity Sites are concentrated in the Old Brooklyn Downtown district, each with its own set of recommendations based on its location within the district. Yet, in order to meet the larger goal of creating a destination location within the neighborhood, the following recommendations apply to the overall Old Brooklyn Downtown District.

▲ Establish a comprehensive marketing program to promote the downtown area as a destination utilizing a common treatment plan and incorporate the MetroParks Zoo into the identity of the Downtown.

Elements to be addressed include:

- Landscaping
- Street signs
- Compatible architecture
- Outdoor seating
- Trash receptacles
- Banners

Ways to incorporate a Zoo theme include:

- Create parking meters with animal designs
- Partner with local schools to create a program where students paint murals on the sides of buildings featuring the Zoo: i.e., jungle/forest murals, various animals or special events hosted by the MetroParks Zoo.

- Incorporate other types of public art to expand the animals/zoo theme throughout the area.

▲ Establish a Business Improvement District to ensure that all properties are part of a common theme and common maintenance program in order to improve the aesthetics, safety and cleanliness of the area. See Chapter 5, Goal 5 for a detailed discussion.

▲ Locate automotive-oriented uses at the edge of the Downtown District. Auto-oriented uses such as gas stations and drive-thru restaurants should be located in areas that will not interfere with pedestrian oriented uses.

- Suitable locations are at the edges of the primary retail node to ensure that driveways to auto-oriented sites do not interfere with pedestrian traffic.
- Apply pedestrian overlay zoning to the primary downtown area in order to preclude new gas stations and drive-thrus.

▲ Promote residential and office uses on second floor spaces of retail buildings.

▲ Promote townhouses/multi-family residential. Encourage new residential options through the development of townhouses and multi-family developments in select locations surrounding the downtown. Given the District’s proximity to the Lower Big Creek and plans to restore and redevelop the Greenway, the proposed construction of new

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trails, the number of bus routes that travel along Pearl Road and the presence of the MetroHealth Senior Health and Wellness Center, this area is a prime location for increased housing density.

In addition to the State/Pearl Road Triangle, use the concept of transit-oriented development in areas abutting retail/community facilities in the Old Brooklyn Downtown area: potential locations include the west side of Pearl Road between Memphis Ave and Henritze Rd, the west side of W 24th Street where current housing conditions warrant redevelopment and several locations along Broadview Road.

▲ Bury utility lines along the length of Pearl Road and Broadview Road to improve aesthetics and walkability, whenever there is reconstruction of the roadway or when a redevelopment project is proposed.

▲ Establish a senior-friendly housing rehab program and target units that are within a five-minute walking distance (1/4 mile radius) of the downtown district. See Goal 3 in Chapter 5 for detailed discussion.

D. Pearl, Wildlife Way to State Rd

This area represents the heart of the Old Brooklyn Downtown District in many ways. It is the entranceway into the Old Brooklyn neighborhood from the north and serves as the neighborhood “downtown with its dense mix of uses, compact street-level design, and many buildings of historic value”. The 2007 opening of MetroHealth’s Senior Health and

Wellness Center in the former Deaconess Hospital has added to the street-level activity, which was already significant due to the convergence of several mass transit routes and goods and services offered here.

The primary goal for this area is to strengthen the retail core of the Old Brooklyn Downtown, centered around the Pearl Road/Broadview Road intersection where traffic volumes are greatest. Physical improvements to the Pearl Road traffic lanes and sidewalks, and opportunities for redevelopment in this area are discussed in detail in the Pearl Road Corridor Plan. The Corridor Plan’s recommendations ultimately help to achieve this goal. Additional strategies were developed during the Master Plan process.

▲ Concentrate existing/new businesses in this downtown area to ensure a critical mass of convenience retail and restaurants. A number of strategies discussed in Chapter 5 are applicable to this location.

- Encourage business opportunities in this area, as recommended in Goal 6 in Chapter 5.
- Recruit new businesses as recommended in Goal 4 in Chapter 5.
- Encourage retail uses that foster a pedestrian shopping environment.
- Encourage retail uses, offices and services that meet the needs of seniors and families – work with the Senior Wellness Center and area churches on target products and establishments.

- Work with experienced developers and entrepreneurs to identify key characteristics needed to attract new businesses – conduct business seminars to offer educational services to people desiring to start small businesses.
- Promote residential and office uses on the second floors.

▲ Foster a pedestrian-oriented environment:

- Adopt the Pedestrian Retail Overlay District in this area, which will require all new construction to have buildings located near the sidewalk with parking located to the side or rear. Applying this zoning district designation will ensure that pedestrian obstructions are minimized.
- Extend W 33rd from Devonshire across Broadview Road and north until it meets Henninger Road.
- Relocate auto-oriented commercial and industrial businesses to areas outside this retail/pedestrian-oriented area.

▲ Create a destination public space in this area to provide a community gathering space. See Goal 4 in Chapter 5 for more discussion on public spaces. The space should be at least 20,000 square feet in area, and located with frontage on Pearl Road between Broadview Road and State Road.

▲ Improve Wildlife Way intersection with Pearl Road.

E. Broadview, Pearl to Valley

Broadview Road is one of the main arterials in the Old Brooklyn neighborhood, connecting the eastern side of the neighborhood to the Old Brooklyn Downtown area. This area extends from the primary retail node created by Broadview's intersection with Pearl Road southeasterly to Valley Road. This section of Broadview Road is characterized by a mix of uses including small offices, commercial, and residential.

This area is also characterized by a variety of building types and is not dominated by retail buildings located close to the street.

▲ New retail construction in these areas should not occur at the expense of redevelopment/rehab in the core area due to need to strengthen the core first.

▲ Encourage a mix of retail/office buildings and multifamily uses in the areas between the primary retail node and Valley Road.

- Buildings could include offices or residential above street level retail.
- If residential-only buildings are developed, buildings should be situated close to street, same as for retail.

▲ Redevelop parcels with structures that are in poor condition or that do not architecturally contribute to the area instead of rehabilitating the structures.

F. Pearl, Brooklyn Centre Downtown

The Pearl Road corridor in Brooklyn Centre acts as the northern gateway between the two neighborhoods. The northern-most edge of the Brooklyn Centre downtown area is formed by Interstate 71, while the southern boundary is the Lower Big Creek Valley. The area is characterized by a mix of office, commercial and light industrial uses, many of which are newer structures compared to the rest of Brooklyn Centre.

Pearl Road through Brooklyn Centre downtown is predominantly a pedestrian-oriented, walkable environment that has retained some of its original urban building fabric. However, the stretch of Pearl Road south of Garden Avenue has a more “suburban feel.” Most of the buildings along this segment were built after 1950 and are set back from the street in a typical suburban manner with parking in front of the buildings. Although there is quite a bit of foot traffic in this area, the current building pattern is automobile-dominated and somewhat unfriendly to pedestrians.

A pedestrian-oriented streetscape is especially important here due to the neighborhood’s reliance on mass transit, and its proximity to major employment centers such as MetroHealth Hospital and community amenities such as the Cleveland Metroparks Zoo. There are a few historically significant structures that remain as anchors in this area, including the Masonic Building at the corner of Garden and Pearl Roads. The Masonic Building is an

example of rehabilitation that is consistent with the desired urban pedestrian-friendly street pattern. Many opportunities exist in this area to connect the centers of employment, commercial attractions, and transit hubs using the remaining historic characteristics as a starting point. Furthermore, the now vacant YMCA building overlooking the Lower Big Creek Valley is a prime space for redevelopment and reuse.

Streetscape Activities

- ▲ Remove excess utility poles
- ▲ Make set-backs, sidewalks, and landscaping visually consistent
 - Work with business owners and property owners at Pearl-Denison intersection to create presence at the sidewalk-level, including improvements to landscaping and signage and marketing at a pedestrian-scale.
 - Work with business owners throughout the focus area to landscape near the sidewalk in order to “hide” parking lots or unattractive uses.
- ▲ Encourage façade enhancements of existing single-story commercial buildings to improve the street-level experience.
- ▲ Adopt the pedestrian-oriented overlay district in the area along Pearl Road north of Selzer Avenue.

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▲ Redesign and reorient bus stops to appear safer and more welcoming

▲ Reduce presence of billboards, where appropriate.

Infill Development

▲ Promote retail uses on all corners of the Pearl-Denison intersection as redevelopment occurs.

▲ Encourage automotive repair shops currently located near the intersection of Pearl Road and Denison Avenue to less prominent retail/pedestrian-oriented areas.

▲ Encourage reoccupancy of the YMCA Building.

▲ New construction should be located at or near the sidewalk on commercially-zoned vacant land in order to reinforce a pedestrian environment:

- Corner lot of the southeast corner of Pearl-Denison intersection
- Corner lot at Pearl Road and Selzer Avenue.

Placemaking Activities

▲ Celebrate the distinction of Brooklyn Centre and Old Brooklyn neighborhoods by enhancing the Brooklyn-Brighton Bridge. Create a “gateway between communities” through the installation of a permanent structure such as an archway spanning each side of the Bridge and installing attractive and colorful banners along the length of the Bridge.

▲ Enhance the presence of architecturally and historically significant structures through appropriate restoration.

- Masonic Building
- Browns Bowling Lanes

G. Former Memphis School Site

The 2.4-acre parcel, former site of Memphis Elementary School, is located on Memphis Avenue, and W.41st Street. It is located in a dense residential area that is dominated by single and two-family houses. The school building was demolished in 2007 and the site was cleared. This amount of clean, open land in such a dense neighborhood presents several opportunities of great potential that will serve the greater community.

There are three options for the redevelopment of the Memphis School site:

▲ Residential development that is designed for a niche group, to create a “village” utilizing unique architecture.

▲ Establish a neighborhood park/playground for the Memphis neighborhood.

▲ Urban farm/community garden: Use the cleared site of the former Memphis School as agriculturally productive land to be worked by households in the Memphis Road residential area.

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- A community garden/city farm could be either a temporary or long-term use depending on community goals and market.
- Work with Ben Franklin community garden and OSU Extension - Contact Summer Sprout, OSU for guidance and funds.
- Provide open space connection north to the Zoo as link to the Valley.

H. Henninger Landfill Site

The Henninger Landfill site is located at the northern tip of the Downtown Old Brooklyn focus area, just at the ridge of the Lower Big Creek Valley, almost directly east of the MetroParks Zoo entrance. The Henninger Landfill is no longer in operation, and the now vacant land presents wonderful opportunities in linking recreational amenities in the area and maximizing views looking across the Lower Big Creek Valley. The recently completed Lower Big Creek Greenway Redevelopment and Restoration Plan puts forth two different recreation scenarios for the Henninger site: one that accommodates active recreational activities and the other meant for passive recreation and ecological restoration. Either way, the Henninger site represents a unique opportunity for outdoor enjoyment and open space that is rare amidst such dense urban neighborhoods as Old Brooklyn and Brooklyn Centre.

Redevelopment options for the Henninger Landfill site are discussed in detail in the Lower Big Creek

Greenway Redevelopment and Restoration Plan. Two redevelopment options are proposed, pending an environmental assessment of the site to determine the types of uses that are suitable. Additional strategies include:

- ▲ Establish a visitor center in this location.
- ▲ Relocate nearby industrial uses.
- ▲ Promote offices and multi-family condos and/or townhouses adjacent to and near the site, along Henninger and W 24th Streets to increase the density and provide support for nearby retail.

I. Lower Big Creek Valley

The Lower Big Creek Greenway Redevelopment and Restoration Plan includes a number of recommendations for environmental remediation and land reuse.

- ▲ Construct trail connectors through the Lower Big Creek Valley.
- ▲ Establish a riparian zone and enhanced floodplain to allow for storage of storm water in specific locations along the Lower Big Creek.
 - Maintain a minimum buffer area along the Creek, where appropriate.
 - Encourage/require businesses to relocate fences, paving, and outdoor storage areas to be outside the riparian zone.

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▲ Relocate selected industrial uses from environmentally sensitive land areas in the Valley.

▲ Establish a camping facility on the north side of the Lower Big Creek, north of the CSX tracks, west of Jennings Road.

J. Harvard/Jennings Area

The Harvard Jennings area was studied as part of the Lower Big Creek Greenway Redevelopment and Restoration Plan. This area encompasses the parcels that are widely known as the Harshaw Chemical Site. The Greenway Plan includes a schematic illustrating the potential redevelopment of existing buildings, as well as the following recommendations.

▲ Promote adaptive reuse of the selected existing buildings, including using one of the buildings as a station for the Cuyahoga Scenic Railway.

▲ Restore portions of the site to native meadow.

K. Pearl/Oakpark Area

The Pearl/Oakpark area is located on Pearl Road between Oakpark and Archmere Avenues. It includes the Oakpark Motel and Oakpark Coin Laundry at the north end; Oakpark Auto Sales office and lot, as well as a much older structure to the rear; the Old Brooklyn Food Market, a single-family house and a two-family house.

The area includes 8 parcels (owned by 5 entities) and encompasses 2.6 acres, with about 485 feet of frontage along Pearl Road. The age of the existing structures vary considerably. The motel was built in 1956. The auto sales office, built in 1966, and the building to the rear, which was originally listed on a 1920's Sanborn Map as an Artstone Works and a fruit juice factory, was probably built pre-1920. The market was built in 1976, while the homes were built in 1900 and 1947. Most of the homes in the surrounding neighborhood were built in the 1910's through the 1930's. Land uses for the site and nearby Pearl Road are primarily various types of retail, automotive, and residential uses, while zoning is local retail and semi-industrial.

The site is very walkable and is near shopping, services, and recreational opportunities. It has good access, both to major thoroughfares, as well as to several highways, and has access to public transportation. Traffic volume on this portion of Pearl Road is much lighter than portions to the north, with 1999 traffic counts showing about 9,500 vehicles for a 12-hour period.

The Pearl Road/W. 25th Street TLCI Corridor Plan noted that land uses along this portion of Pearl Road are more residential, but the right-of-way is much wider here than further north. The recommendation was to narrow the road in this area to give the area a more pedestrian feel. Another issue of concern was the disinvestment in the housing stock, which was more prevalent along Oakpark Avenue than on surrounding streets. It may be that the physical

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conditions of the motel and the transient nature of its customers discourage adjacent owners from investing in their homes.

In the short-term, property owners should be encouraged to make various exterior improvements. For the long-term, one appropriate redevelopment option would be the construction of low-rise apartments or townhouse condominiums. A culverted stream under the property could be daylighted and potentially incorporated into a new development. An alternative is to daylight the stream and use the entire motel site for open space.

Short - term aesthetic improvements.

▲ Encourage current owners to undertake moderate exterior improvements, such as:

- Façade improvements and landscaping
- New signage (removal of large pole signs and replacement with ground sign)
- Parking lot improvements (new paving, installation of wheel stops, striping)
- Landscaping and lighting improvements

▲ Consider changing the zoning for the Oakpark Auto Sales parcel from Semi-Industrial to a classification that is more compatible with other neighborhood classifications.

Long - term redevelopment

▲ For the long-term, if the properties become available, encourage redevelopment of the parcels for

low-rise housing, such as multi-family apartment units or townhouse condominiums, in conformance with the future land use recommendations found in **Connecting Cleveland 2020 Plan.**

▲ Another option would be to daylight the culverted portions of Stickney Creek and utilize the area for open space.

Implement Recommendations in the TLCI Study

Encourage the implementation of the Transportation for Livable Communities Initiative (TLCI) Study, completed by City Architecture in 2008. For this portion of Pearl Road, the study recommends narrowing the size of the lanes, as well as reducing the number of lanes on Pearl Road, increasing the width of the tree lawns, and perhaps adding bike lanes and/or on-street parking. These changes will help give this area a more pedestrian feel and make it more conducive for new residential redevelopment.

L. Pearl/Brookpark Area

L.1. Pearlbrook Shopping Center, At Brookpark and Pearl

This late 1940's shopping center, located at the northwest corner of Brookpark and Pearl Roads, benefits from its location on arterial roads with high intersection traffic volume, visibility from I-480 expressway, availability of mass transit, and an on-site bus shelter. The building, with 86,000 square feet, is a prominent feature at this gateway intersection into Cleveland. The parcel is divided into commercial and industrial zoning classifications.

The property is maintained, with a uniform façade design installed about 20 to 30 years ago. The property owner, Visconsi Companies, has proposed a new façade design, as well as parking lot enhancements. Additional improvements that should be considered include a parking area lighting upgrade and conversion of several pole signs to ground-mounted signs.

Property Owner – Proposed Improvement Plans

▲ Building: Storefront renovations may include façade refacing, roofline modifications, removal of continuous canopy, and awning installation.

▲ Front parking area:

- Install landscaped islands at end of parking rows.
- Improve pedestrian and vehicular safety by installing landscaping and removing several parking spaces on Brookpark Road frontage.

- Improve pedestrian and vehicular safety by installing landscaping on each side of the Charter One Bank ATM island on Pearl Road frontage.
- Restripe parking lot to slightly narrow parking stall width. Total parking spaces will increase from about 238 to 247.

Additional Recommendations

▲ Rezone the entire parcel to the General Retail Business zoning classification in order to reinforce the future of the parcel as a retail center.

▲ Upgrade parking lot lighting.

▲ Change existing pole sign with shopping center name on Pearl Road frontage to a ground-mounted sign.

▲ Change existing pole sign on Brookpark Road frontage to a ground-mounted sign or have it removed.

L.2. Pearl Plaza, North of Pearlbrook Shopping Center

This late 1940's building, originally a department store, is situated at a right angle to the Pearlbrook Shopping Center. Although the two buildings share parking and have the appearance of functioning as a single retail setting, Pearl Plaza is on its own parcel and is separately owned. This building, with 76,500 square feet, includes a high tower as part of its design, making it the most prominent structure in the

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vicinity. The parcel is divided into commercial and industrial zoning classifications.

A number of factors detract from the curb appeal and aesthetics of the building, including inconsistently renovated storefront designs, as well as tenant signage that is poorly maintained, poorly designed, and oversized. The parking area on the north side of the building is deteriorated, lacks landscaping, has no lighting, and is cluttered with pole signs.

Of the two properties, the Pearlbrook Shopping Center reflects a much higher concern with architectural design, coordinated signage, and overall aesthetics. In comparison, Pearl Plaza has a haphazard appearance, and its owner should undertake building and site improvements to match the level of design attention at Pearlbrook. This visual difference will be even more apparent, and perhaps detrimental to retail sales at Pearlbrook, when Visconsi Companies implements their renovation plan.

▲ Rezone the entire parcel to the General Retail Business zoning classification in order to reinforce the future of the building as a retail location.

▲ Explore the potential of uniting both properties under a single owner.

▲ Update storefronts to create matching designs with large glass windows.

▲ Update signage to create coordinated designs for the building, which should also be compatible with the Pearlbrook Shopping Center.

- Update and change existing pole sign with tenant roster to a ground-mounted sign.
- Remove existing pole signs and possibly replace with a ground-mounted sign.

▲ Upgrade parking area on north side of building (new paving, installation of wheel stops, lighting, striping, landscaping).

▲ Remove billboard at northeast corner of property.

M. Broadview/Brookpark Area

Brookview Shopping Center, At Brookpark and Broadview

This early 1950's shopping center, located at the northwest corner of Brookpark and Broadview Roads, benefits from its location on arterial roads with high intersection traffic volume, direct access to I-480 with an interchange at Broadview Road, visibility from I-480, and availability of mass transit. This building, with 77,000 square feet, is a prominent feature at this gateway intersection into Cleveland.

The building itself is situated at the rear of the property, with all customer parking in front. A number of factors detract from the curb appeal and aesthetics of the shopping center, including inconsistently renovated and architecturally obsolete storefront designs, as well as a deteriorated parking lot devoid of landscaping. The parking area is sized about 45% above modern parking standards. In addition, the parcel is divided into two different industrial zoning classifications.

▲ Rezone the entire parcel to the Semi-Industry zoning classification in order to redirect future development toward light industrial/flex space in case the site loses its viability as a retail center.

▲ Update storefronts to create matching designs with large glass windows.

▲ Upgrade all parking areas (new paving, installation of wheel stops, striping). Adding the recommended

landscaping will reduce the number of parking spaces. However, with approximately 335 (4.4 spaces per 1,000 square feet of retail) current parking spaces, it is possible to eliminate some spaces and still provide a reasonable number to meet customer needs.

- Remove southernmost row of angled parking abutting sidewalk (about 45 spaces) and replace with landscaping.
- Install landscaping at end of each row of angled parking that is unusable for parking. Consider expanding these landscaped islands by incorporating one adjacent parking space (loss of eight spaces total).
- Redesign parking spaces and add landscaping at the restaurant at the southeast corner of the site.
- Update parking lot lighting.

▲ Relocate and redesign US Bank ATM island installation.

▲ Remove two existing pole signs.

▲ Remove billboard at northeast corner of property (billboard faces south toward Brookpark Road).

N. Brookpark, from Broadview to Ridge

Brookpark Road is not only the southern edge of the Old Brooklyn neighborhood, but also is the dividing line between the cities of Cleveland and Parma. The assets of the two-mile length of Brookpark Road in Old Brooklyn include proximity to highway access, availability of mass transit, and road capacity capable of handling car and truck traffic without impacting residential neighborhoods. Over the years, traffic volumes on Brookpark Road have declined, due to the construction of Interstate 480, which is located less than 1,000 feet north of and parallel to Brookpark Road.

Sections of the road however, suffer from an obsolete arrangement of parcels and buildings due to the early 20th century development as lumber yards, coal yards, construction yards, and manufacturing facilities with rail access. In addition, each parcel is divided into two different industrial zoning classifications. Currently, some clusters of buildings have significant vacancy rates and/or underutilized space.

The goal, which aligns with the *Connecting Cleveland – 2020 Citywide Plan*, is to significantly increase property value, employment, and tax revenue by creating quality light industrial/flex space development. This type of redevelopment could result in approximately a four-fold increase in property value and create six to ten jobs per acre.

▲ Rezone selected parcels or groups of parcels completely to the Semi-Industry zoning classification in order to direct future development toward the desired outcome of light industrial/flex space.