

City of Berea



June, 2000

Strategic Master Plan

CHAPTER 1

COMMUNITY GOALS

Goals describe the overall views of a community. As broad-based ideals, desires, and aspirations; community goals form the basic framework and starting point for the preparation of the *Berea Strategic Master Plan*. Goals also act as a guide for public policy decisions that will need to be made by the Mayor, City Council, the Planning Commission, and the City's various zoning, economic development and service departments. Community goals may also be useful to courts of law in helping to determine whether local public policies and regulations are consistent and fair.

Community goals should be considered throughout the Master Plan, including the section of the Master Plan that lays out the Final Development Plan. In fact, the final development plan's recommendations and policy decisions should be and will be based upon the framework provided by the community goals contained within this chapter. Thus, community goals provide a means of concentrating the focus and intent of the Master Plan Committee and the City's planning consultants on addressing the problems and opportunities contained within each of the City's goals.

Based upon a work session held on March 25th, 1999, by the City of Berea's Master Plan Committee (see *Appendix A*), a set of community strengths and weaknesses was developed. Following this work session, a set of community goals has been developed for inclusion within the Master Plan. These goals, which are listed below, relate directly to the most highly ranked statements as determined by the Master Plan Committee when it evaluated the City's strengths and weaknesses:

- ✓ Encourage the development of new housing within the city, particularly **up-scale housing**.
- ✓ Support and promote the continued presence of **Baldwin-Wallace College** within the community.
- ✓ Preserve the **small-town environment and character** that is unique to Berea.
- ✓ Explore ways to develop greater civic unity and the development of a **community consensus** on the future development and redevelopment of the community.
- ✓ Support the **Berea City School District** in their quest to maintain top quality public education within the community.
- ✓ Find ways to **reduce traffic and noise** caused by trains, automobiles and airplanes within the City.
- ✓ Encourage the development of **quality small-scale retail businesses** within the community.
- ✓ **Improve the appearance of the City** especially at its **major entrance ways or gateways**.

- ✓ Retain the City's **high quality of life** especially as it relates to its **safety and character (flavor)**.
- ✓ Find ways to encourage the **continued responsiveness and approachability of public officials within the community**.
- ✓ Explore new opportunities for **local economic development and expansion of the tax base**.
- ✓ **Preserve and maintain the high quality of parks and recreational amenities** within the community, including the current system of municipal, county and Metroparks facilities.
- ✓ Provide for the **expansion of community meeting room space**.

CHAPTER 2

DEMOGRAPHICS AND CURRENT TRENDS

INTRODUCTION

The development of Berea's Strategic Master Plan is based on a thorough understanding of the City's key demographic trends. Therefore, this chapter presents a review of Berea's population—including its growth and decline, population forecasts, and age composition. This chapter also examines enrollment statistics for the Berea City School District and Baldwin-Wallace College, and the community's household, housing, building permit, and municipal finance characteristics. In several instances, comparisons are made between Berea and Cuyahoga County as a whole.

POPULATION GROWTH AND DECLINE

According to official census counts conducted by the United States Census Bureau, the City of Berea's population reached its historic high point in 1970 with a population count of 22,396 in that year. Since that time, the City's population has been steadily declining and in the year 1998 had an estimated population of only 18,380.

Table 2.1 illustrates this loss in population, as well as the declining population of Cuyahoga County. While population loss for both Berea and Cuyahoga County was the greatest between 1970 and 1980 at 12.9% each, this decline has slowed significantly since then and was only 3.5% for Berea and 2.2% for the County between the years 1990 and 1998. *Figure 2.1* illustrates these changes graphically.

Figure 2.2 illustrates the net migration flow between Cuyahoga County and adjacent counties between 1993 and 1994. During this period, Cuyahoga County experienced a net loss of more than 7,000 residents, while all of the adjoining counties experienced a net growth in terms of migration in and out of Cuyahoga County. Medina County underwent the greatest amount of this type of growth during that year, with a net gain of more than 1,700 new residents coming from Cuyahoga County.

Figure 2.3 illustrates changes in population for individual communities within Cuyahoga County between 1990 and 1994. The vast majority of the communities located along the perimeter of the County experienced growth during this time period, while those located in the interior portions of the County lost population. As indicated on the map, Berea experienced a population loss of between 1.1% to 5% from 1990 to 1994.

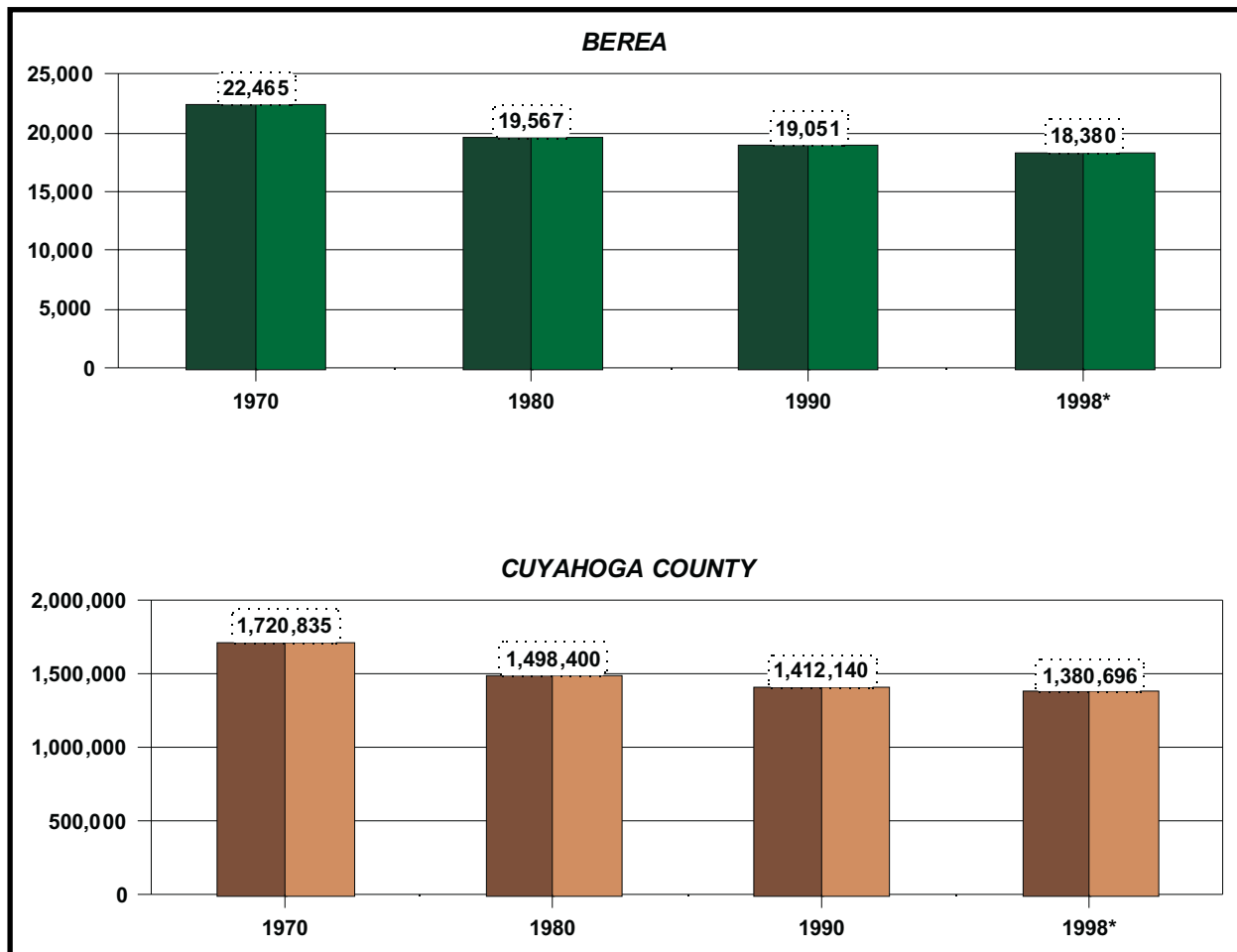
POPULATION FORECASTS

Based upon current trends, the City of Berea's population is expected to continue to decline for the next twenty years. Due to several interrelated factors, including the fact that the average number of persons per household have continued to decline for the last thirty years, the City has few vacant parcels available for new residential development, and that annexation of nearby township territory for future residential development is becoming much harder to achieve, **the City's projected population for the year 2020 will range between 15,200 to**

Table 2.1, Population and Growth Rates Compared: City of Berea and Cuyahoga County

Year	City of Berea			Cuyahoga County		
	Population	Number Change	Percent Change	Population	Number Change	Percent Change
1970	22,465	-	-	1,720,835	-	-
1980	19,567	-2,898.0	-12.9%	1,498,400	-222,435.0	-12.9%
1990	19,051	-516.0	-2.6%	1,412,140	-86,260.0	-5.8%
1998*	18,380 *	-671.0	-3.5%	1,380,696 *	-31,444.0	-2.2%

Figure 2.1, Population and Growth Rates Compared: City of Berea and Cuyahoga County



*Denotes that population count is an estimate only.

SOURCES: U.S. Bureau of the Census, Census of the Population, 1970-1990; Ohio Department of Development; Ohio Data User Center.

Figure 2.2, Migration Flow Between Cuyahoga County and Adjacent Counties, 1993-1994

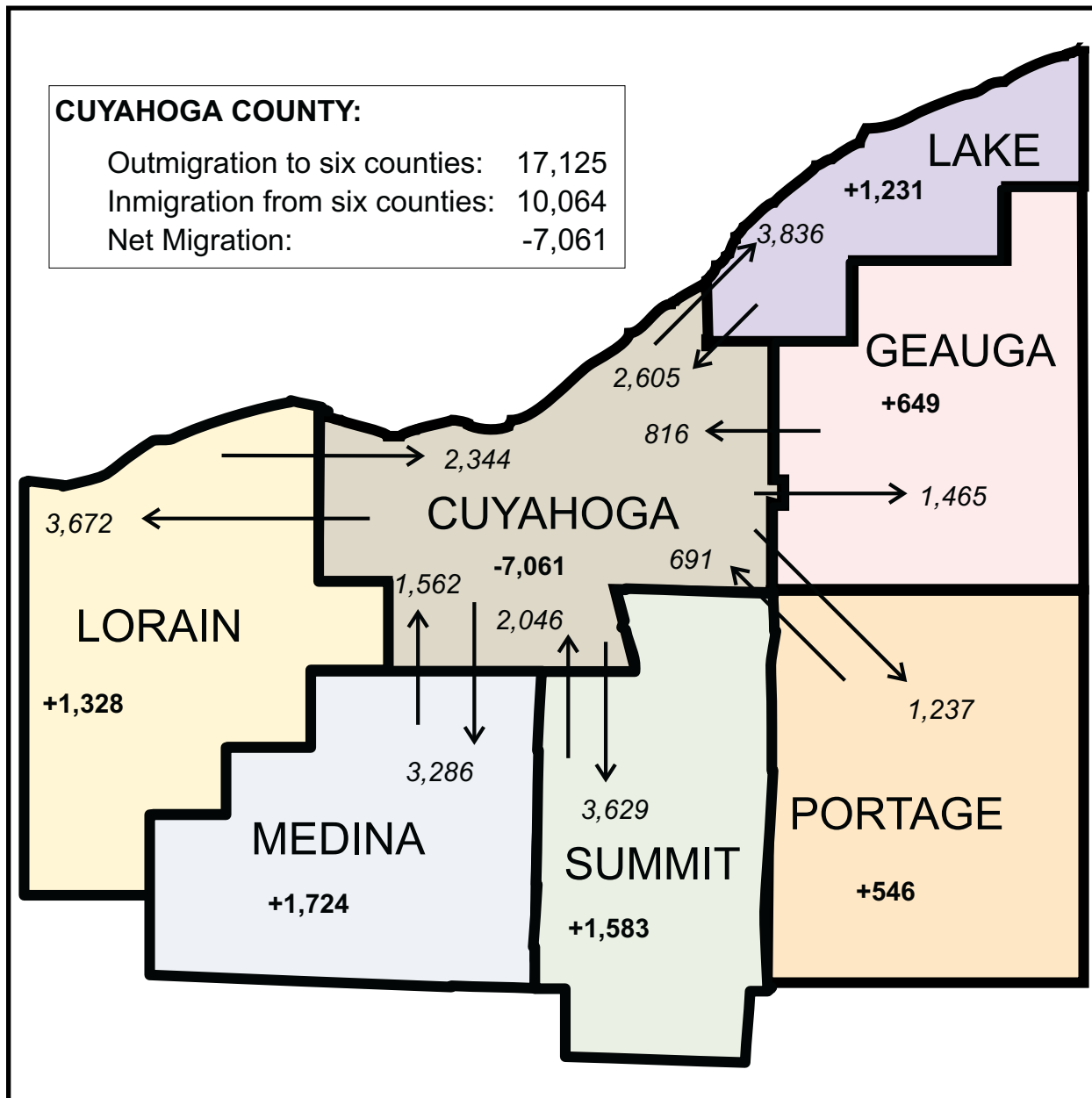
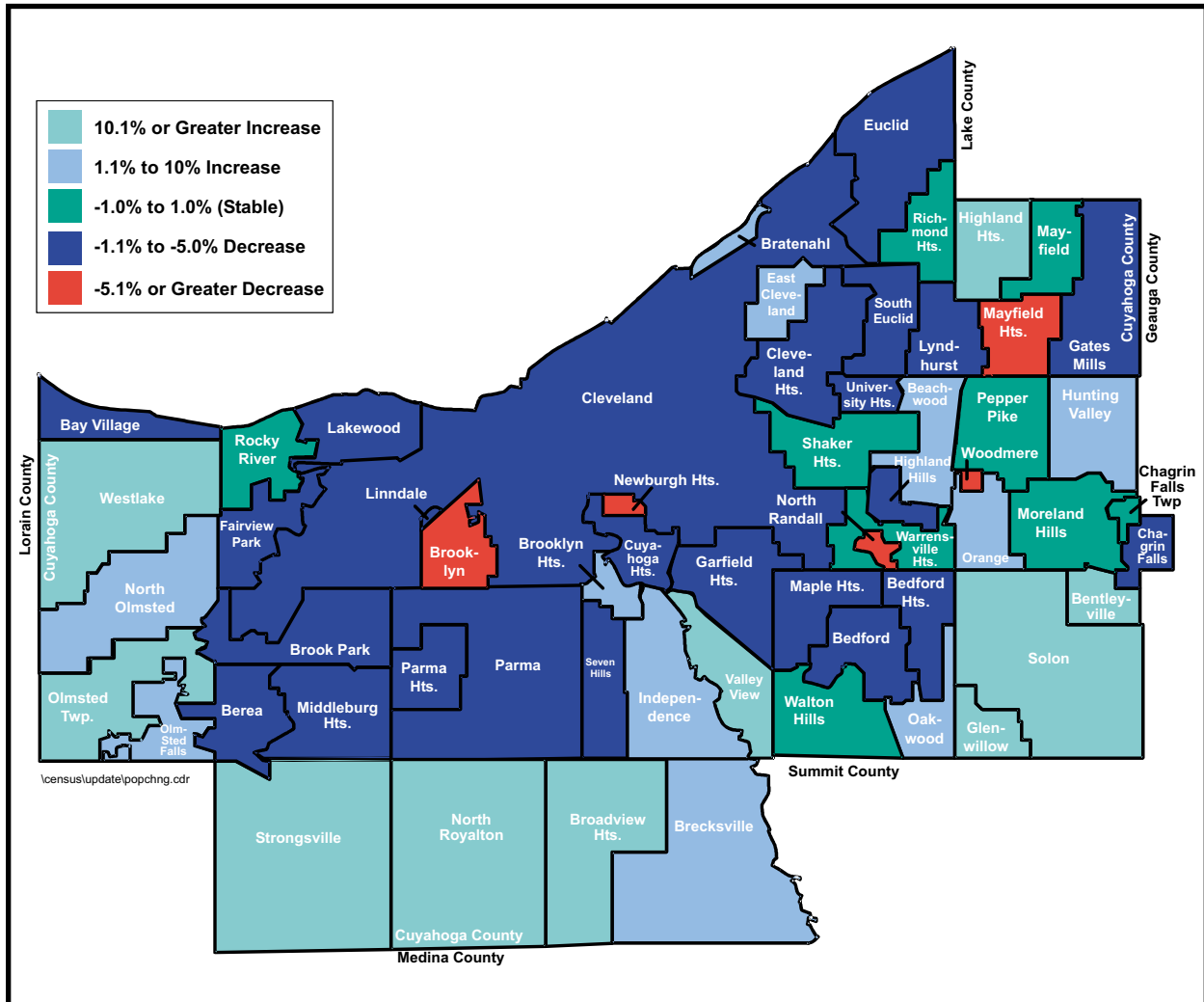


Figure 2.3, Cuyahoga County Population Change, 1990-1994

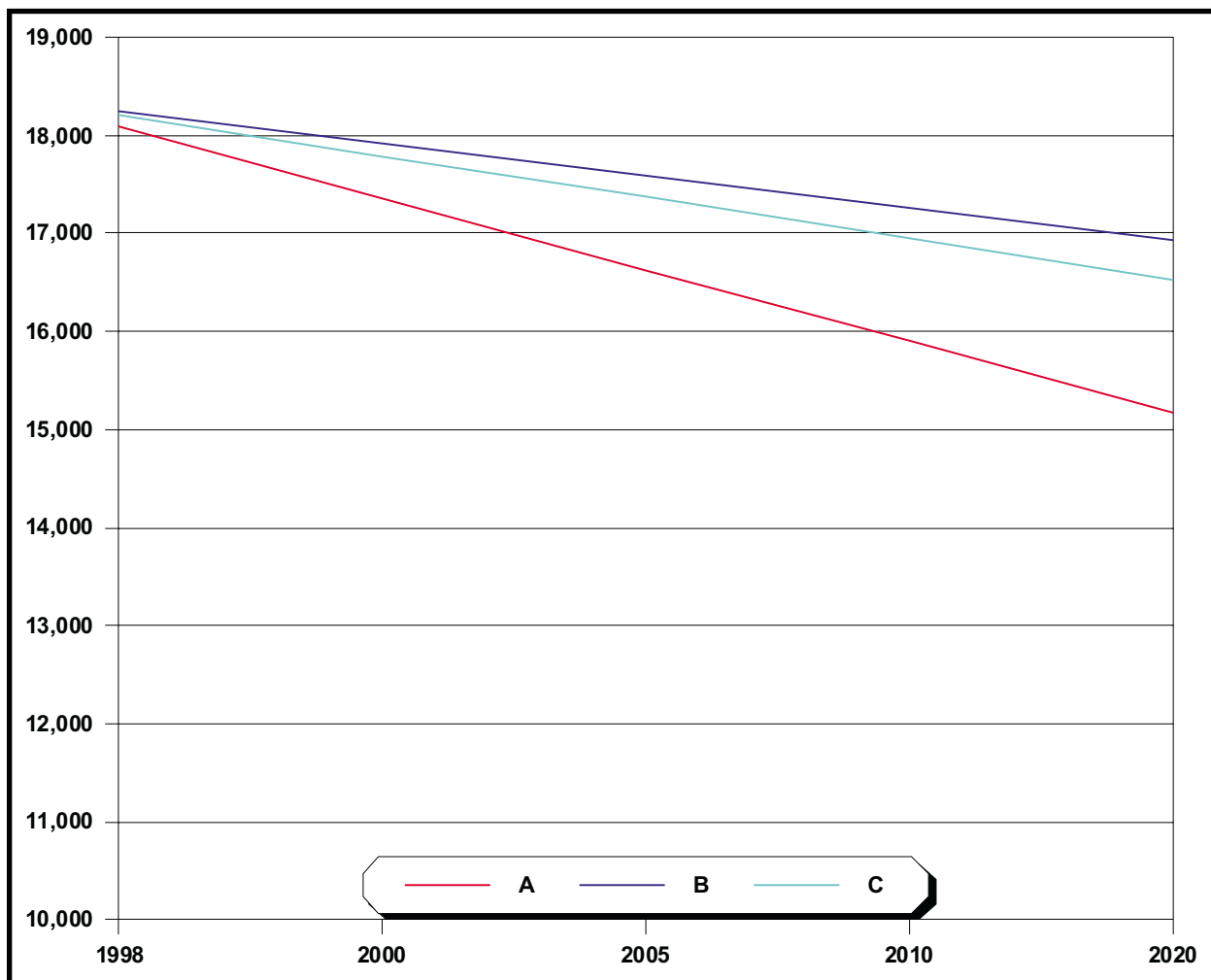


SOURCE: U.S. Bureau of the Census

Table 2.2, Population Projections and Percent Change in Projected Growth, 1998-2020, City of Berea

Population Projection Methodology	Year 2000	Year 2005	Year 2010	Year 2015	Year 2020
A*	18,088	17,358	16,628	15,898	15,168
B*	18,248	17,918	17,588	17,258	16,928
C*	18,212	17,792	17,372	16,952	16,532

Figure 2.4, Population Projections and Percent Change in Projected Growth, 1998-2020, City of Berea



***Methodology:** The above population projections are based upon straight line extensions from various base line periods. **Methodology A** assumes that the average population change (loss) that occurred within Berea from **1970 through 1998** will continue through to the year 2020. **Methodology B** assumes that the average population loss that occurred from **1980-1998** will continue to the year 2020, and **Methodology C** assumes that the average population loss that occurred from **1990-1998** will continue to the year 2020. All three population projections further assume that the City's present political boundaries will not change and that the amount of residentially zoned land that is vacant will not change significantly.

SOURCE: Cuyahoga County Planning Commission

16,900. These projections represent an overall decline of 8 to 17% in the City's population if all of the above mentioned factors continue for the next twenty years. **Table 2.2 and Figure 2.4** illustrate these population projections.

AGE COMPOSITION

The population of Berea is older than it was in 1970. **Table 2.3** identifies Berea's population, by age group and by decade since 1970. While the largest single portion of the population was categorized as *Children 19 and Under* in both 1970 and 1990, the percentage of population in this group has decreased from 41.1% to 27.2%, over the two decades, respectively. Conversely, Berea's elderly population (categorized as the *55 and Over* group in **Table 2.3**) has seen a significant increase in its share of the population as it has grown from 13.2% of the City's population in 1970, to 22.2% by 1990.

Translated into actual numbers, the City's *55 and Over* category has increased from a population of 2,964 in the year 1970, to 4,230 in the year 1990. According to **Table 2.3** **this elderly population age group is the only age group in the City of Berea that actually realized an increase in population from 1970 to 1990.** Berea's population was also more evenly distributed across the age groups in 1990 than it was in 1970, in that individual age group percentages ranged from 22.2% (*55 and Over*) to 27.2% (*Children 19 and Under*), while the population age groups ranged in 1970 from 13.2% (*55 and Over*) to 41.1% (*Children 19 and Under*).

These age composition trends are similar for Cuyahoga County as a whole over the same period of time as the youngest age group declined significantly from 36.4% in 1970 to only 26.6% in 1990, while the County's elderly population group (*55 and Over*) saw a significant increase from just under 20% in 1970, to 25.4% in 1990. Overall the range of population by age groups also narrowed for Cuyahoga County from 1970 to 1990. In 1970, the population ranged by age group from only 19.3% (for *the 20 to 34* age group) to 36.4% (for *Children 19 and Under*). By 1990 the gaps in all four age groups were much smaller and ranged from 23.6% (the *20 to 34* age group) to 26.6% for the largest age group (*Children 19 and Under*). **Figure 2.5** illustrates these trends for both Berea and Cuyahoga County.

The increase in the age of the population of both Berea and Cuyahoga County is also observed in the increase in median age, identified in **Table 2.4** and **Figure 2.6**. The median age in 1990 of a Cuyahoga County resident was 34.9, while the median age during the same time frame for a Berea resident was only 32.8. However, when compared over time from 1970 to 1990, the overall increase in median age was greater for Berea residents at 8.2 years than for Cuyahoga County which only had a 5.2 year increase.

SCHOOLS

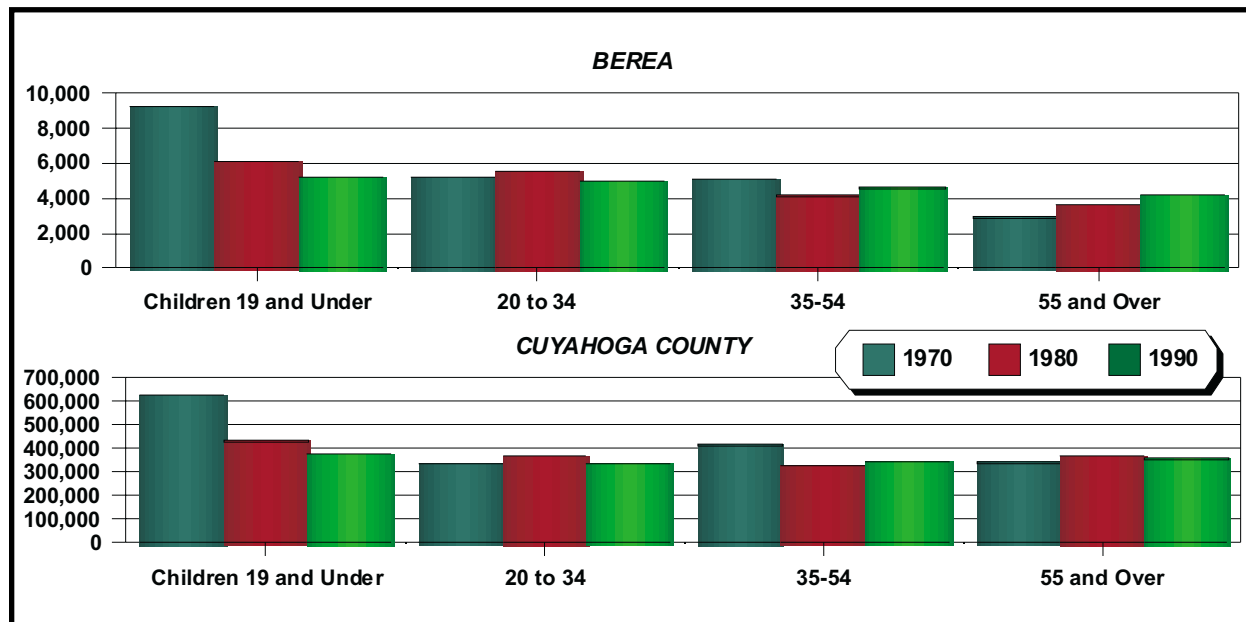
Enrollment in the Berea Public School District has declined more than 32% since 1978. **Table 2.5** and **Figure 2.7** illustrate enrollment data for individual school years from 1978 through

Table 2.3, Population by Age Group, 1970-1990, City of Berea and Cuyahoga County

BEREA						
Age Group	1970		1980		1990	
	Total Number	%	Total Number	%	Total Number	%
Children 19 and Under	9,231	41.1%	6,082	31.1%	5,173	27.2%
20 to 34	5,217	23.2%	5,592	28.6%	5,030	26.4%
35-54	5,053	22.5%	4,245	21.7%	4,618	24.2%
55 and Over	2,964	13.2%	3,648	18.6%	4,230	22.2%
TOTAL	22,465	100.0%	19,567	100.0%	19,051	100.0%

CUYAHOGA COUNTY						
Age Group	1970		1980		1990	
	Total Number	%	Total Number	%	Total Number	%
Children 19 and Under	625,784	36.4%	438,519	29.3%	375,601	26.6%
20 to 34	332,816	19.3%	366,220	24.4%	332,719	23.6%
35-54	420,332	24.4%	324,182	21.6%	344,558	24.4%
55 and Over	341,903	19.9%	369,479	24.7%	359,262	25.4%
TOTAL	1,720,835	100.0%	1,498,400	100.0%	1,412,140	100.0%

Figure 2.5, Population by Age Group, 1970-1990, City of Berea and Cuyahoga County



SOURCE: U.S. Bureau of the Census, Census of the Population, 1970-1990

Table 2.4, Median Age Comparison, 1970-1990, City of Berea and Cuyahoga County

Year	City of Berea	Cuyahoga County
1970	24.6	29.7
1980	29.0	32.4
1990	32.8	34.9
Overall Change from 1970-1990	+8.2 Years	5.2 Years

Figure 2.6, Median Age Comparison, 1970-1990, City of Berea and Cuyahoga County

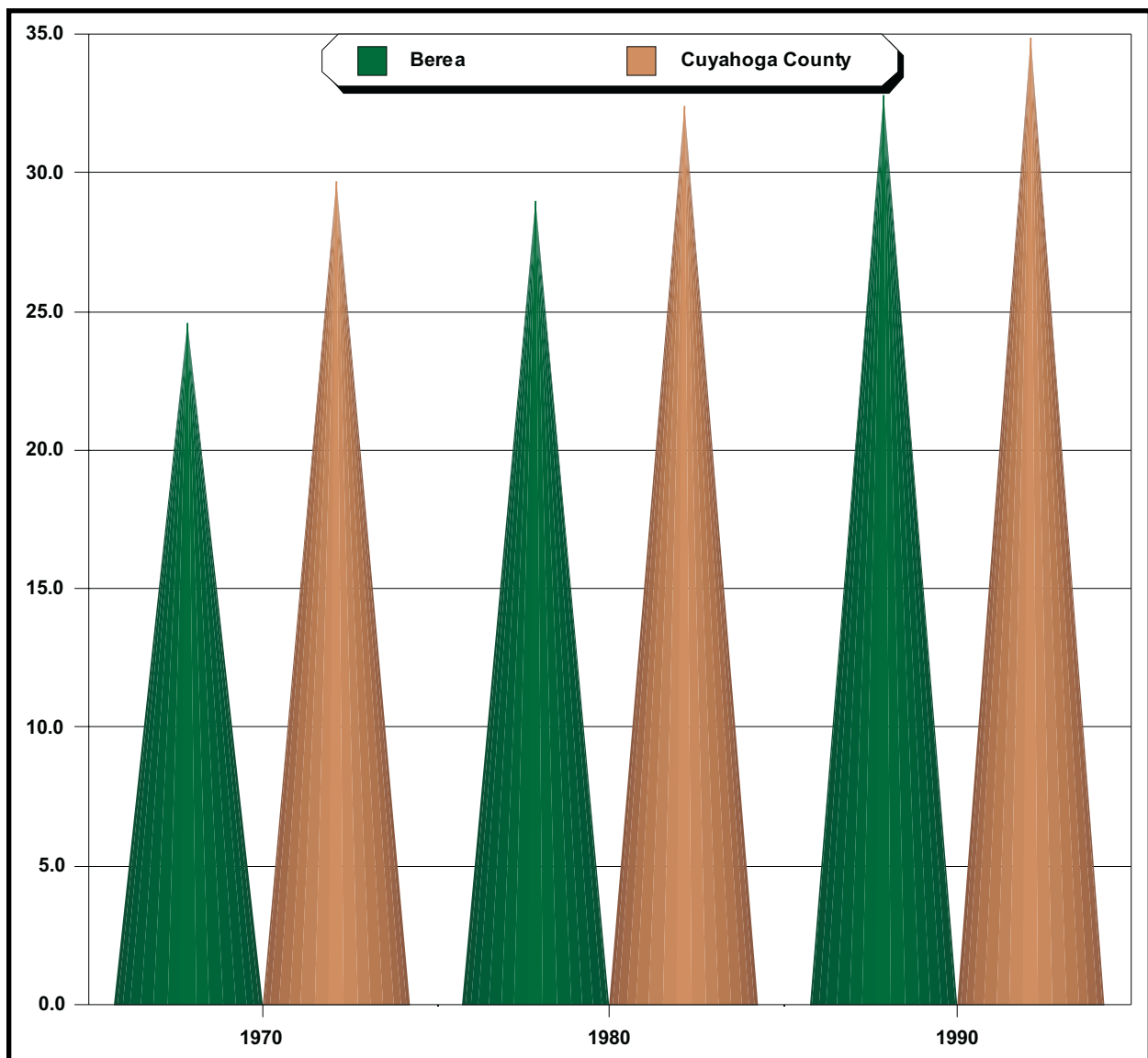
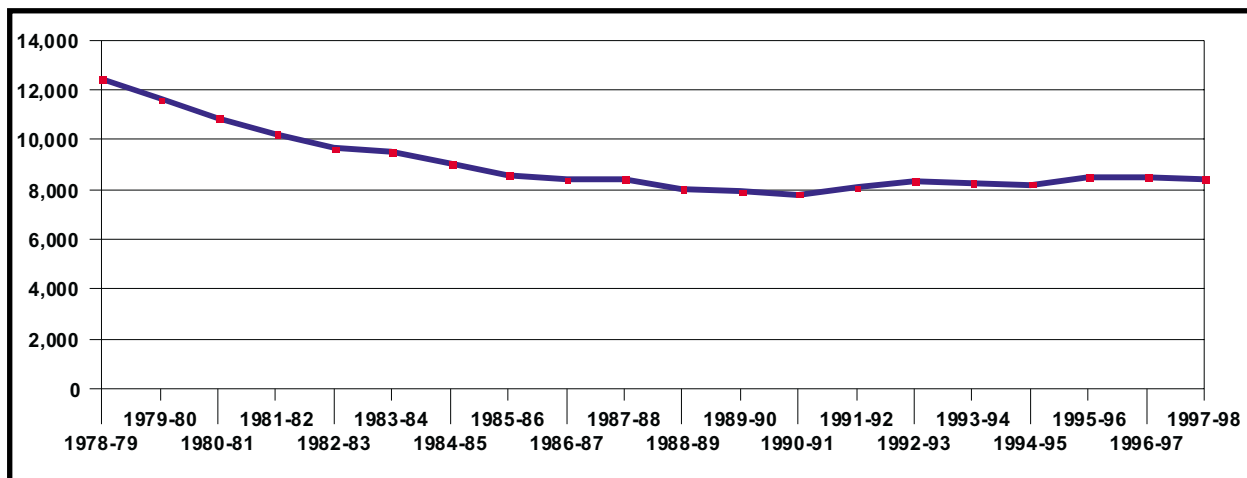


Table 2.5, Public School Enrollment Over 20 Years, Grades 1-12

Year	Total Enrollment	Change in Enrollment from Previous Year	Percentage Change
1978-1979	12,473		
1979-1980	11,653	-820	-6.57%
1980-1981	10,918	-735	-6.31%
1981-1982	10,281	-637	-5.83%
1982-1983	9,686	-595	-5.79%
1983-1984	9,540	-146	-1.51%
1984-1985	9,075	-465	-4.87%
1985-1986	8,622	-453	-4.99%
1986-1987	8,420	-202	-2.34%
1987-1988	8,465	45	0.53%
1988-1989	8,064	-401	-4.74%
1989-1990	7,939	-125	-1.55%
1990-1991	7,845	-94	-1.18%
1991-1992	8,100	255	3.25%
1992-1993	8,357	257	3.17%
1993-1994	8,306	-51	-0.61%
1994-1995	8,241	-65	-0.78%
1995-1996	8,529	288	3.49%
1996-1997	8,532	3	0.04%
1997-1998	8,463	-69	-0.81%

1978-1998	Student Enrollment	Overall Percent Change
1979	12,473	
1998	8,463	
Difference:	-4,010	-32.15%

Figure 2.7, Public School Enrollment Over 20 Years, Grades 1-12



SOURCE: Ohio Department of Education, Division of Information Management Services: Public Enrollment for School Years 1978/1979-1997/1998.

1998. This overall decrease in enrollment could be partly attributed to the sharp decrease in the sector of the population aged nineteen and under between 1970 and 1990 (see *Table 2.3*).

Enrollment during the 1978-1979 school year was 12,473 and 8,463 during the 1997-1998 school year. The year during which the enrollment was at its lowest was the 1990-1991 school year, in which there were 7,845 students enrolled in the Berea public schools. Since that low point, the public school district has experienced a sizeable increase in enrollment of over 600 students.

Conversely, the enrollment at Baldwin Wallace College has increased substantially over the same time period that the Berea School Districts has realized a major enrollment decline. Overall Baldwin Wallace's enrollment has increased by 32.9% from 1978 to 1998. The enrollment during the 1978-1979 school year was 3,407 and grew to 4,528 by the 1997-1998 school year. This data is listed in *Table 2.6* and illustrated in *Figure 2.8*. Growth did not occur between each school year, as the enrollment was at its peak during the 1989-1990 school year, when there were 4,863 students enrolled at Baldwin Wallace College.

Partly as a consequence of this increased enrollment as well as an increased desire of students to live on or near the College's campus, Baldwin-Wallace College currently is building a new residence hall within the City that will house over 130 students. This new residence hall is the first to be built from the ground up since the 1980's.

HOUSEHOLDS AND HOUSING

Despite the decrease in population in both Berea and Cuyahoga County between 1970 and 1990 (*Table 2.1*), there have been increases in household totals for both the City and County. The increase in total number of households was 12.2% in Berea over this two decade period, while the increase was more modest in Cuyahoga County, at 1.6%. These figures are identified in *Table 2.7* and *Figure 2.9*. While there has been an increase each decade in Berea of household totals, ranging from 6,270 in 1970 to 7,036 in 1990, the total number of households in Cuyahoga County increased from 554,239 in 1970 to 563,478 in 1980, and then decreased to 563,243 in 1990.

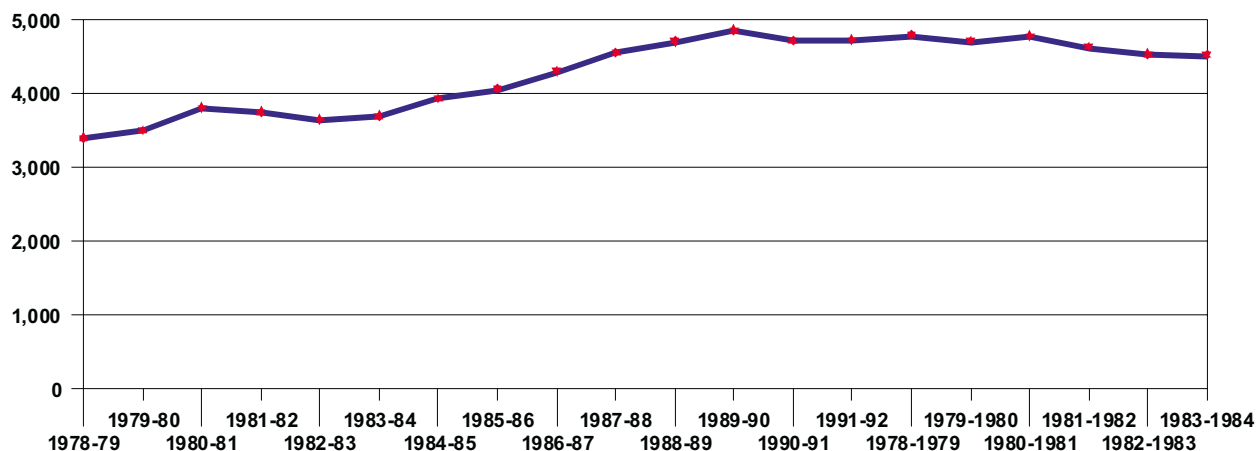
An explanation for the increase in household totals, despite the decrease in population totals is that the average number of persons per household has decreased each decade since 1970. *Table 2.8* and *Figure 2.10* illustrate this information for both Berea and Cuyahoga County. This reduction can be attributed to a reduction in the number of children being born into traditional families, the rise in the divorce rate, and, consequently, in the number of single-parent households.

While household sizes were comparable in Berea and Cuyahoga County in 1990 (there were 2.45 persons per household in Berea and 2.46 persons per household in Cuyahoga County in 1990), there has been a more dramatic decrease in persons per household in Berea (25.8% decrease since 1970), than during the same period in Cuyahoga County which showed only a 19.6% decrease. In 1970 the City of Berea had an average of 3.30 persons per household com-

Table 2.6, Baldwin Wallace College Total Enrollment Figures, 1979-1998

Year	Totals	Difference from Previous Year	Percentage Change from Previous Year
1978-1979	3,407		
1979-1980	3,505	98	2.88%
1980-1981	3,815	310	8.84%
1981-1982	3,755	-60	-1.57%
1982-1983	3,651	-104	-2.77%
1983-1984	3,702	51	1.40%
1984-1985	3,938	236	6.37%
1985-1986	4,070	132	3.35%
1986-1987	4,308	238	5.85%
1987-1988	4,563	255	5.92%
1988-1989	4,713	150	3.29%
1989-1990	4,863	150	3.18%
1990-1991	4,721	-142	-2.92%
1991-1992	4,736	15	0.32%
1992-1993	4,795	59	1.25%
1993-1994	4,716	-79	-1.65%
1994-1995	4,789	73	1.55%
1995-1996	4,635	-154	-3.22%
1996-1997	4,540	-95	-2.05%
1997-1998	4,528	-12	-0.26%
1979-1998	Student Enrollment Totals	Difference From 1979-1998	Overall Percentage Change For the Last 20 Years
1979	3,407		
1998	4,528		
		1,121	32.90%

Figure 2.8, Baldwin Wallace College Total Enrollment Figures, 1979-1998

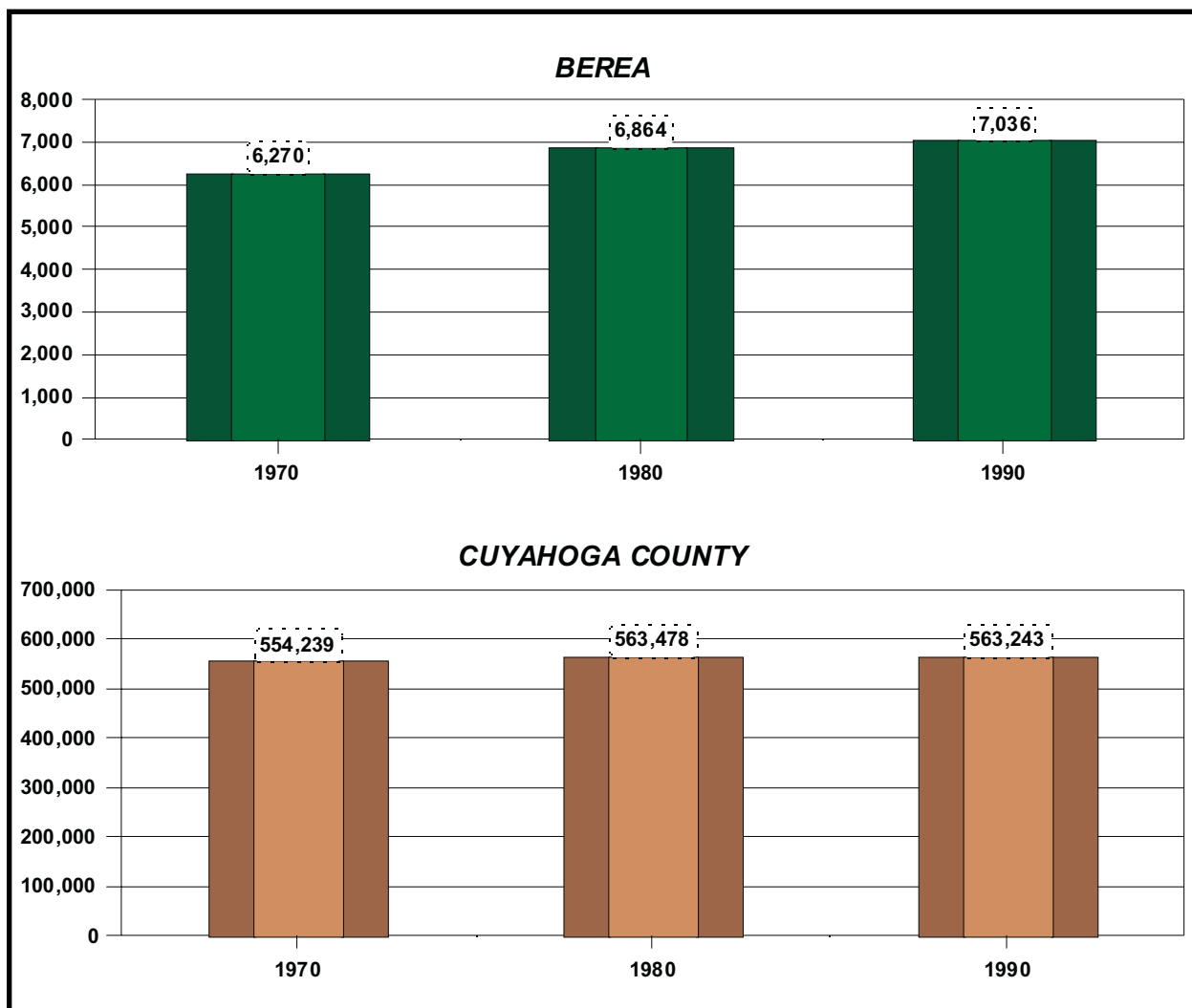


SOURCE: Baldwin Wallace College, Office of the Dean of Enrollment Services

Table 2.7, Number of Households Compared, City of Berea and Cuyahoga County, 1970-1990

Year	City of Berea	Cuyahoga County
1970	6,270	554,239
1980	6,864	563,478
1990	7,036	563,243
Overall Change From 1970-1990	+766 or +12.2% Increase	+9,004 or +1.6% Increase

Figure 2.9, Number of Households Compared, City of Berea and Cuyahoga County, 1970-1990

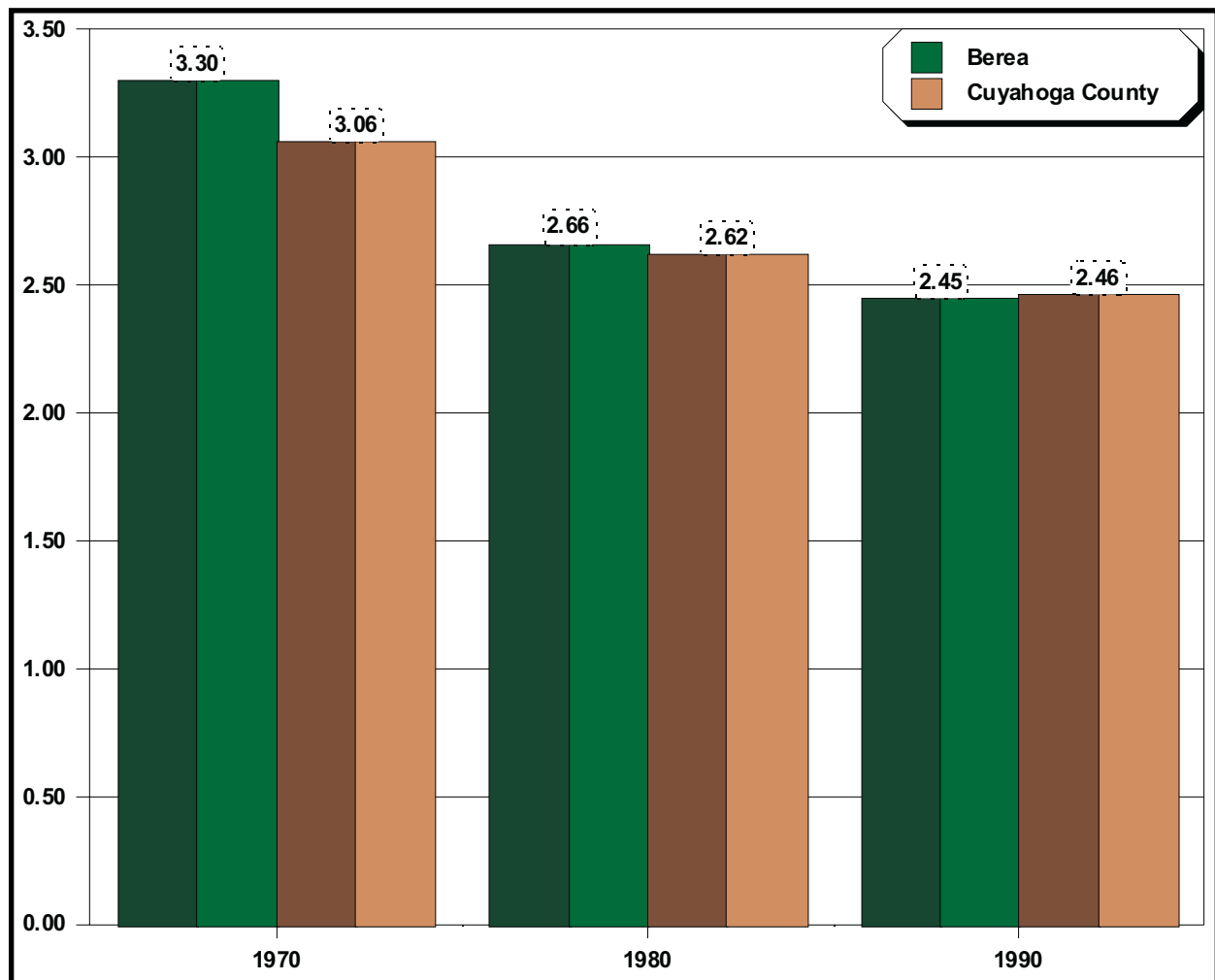


SOURCE: U.S. Census of Population and Housing

Table 2.8, Number of Persons per Household, City of Berea and Cuyahoga County, 1970-1990

Year	City of Berea	Cuyahoga County
1970	3.30	3.06
1980	2.66	2.62
1990	2.45	2.46
Overall Change From 1970-1990	-0.85 or -25.8% Decrease	-0.60 or -19.6% Decrease

Figure 2.10, Number of Persons per Household, City of Berea and Cuyahoga County, 1970-1990

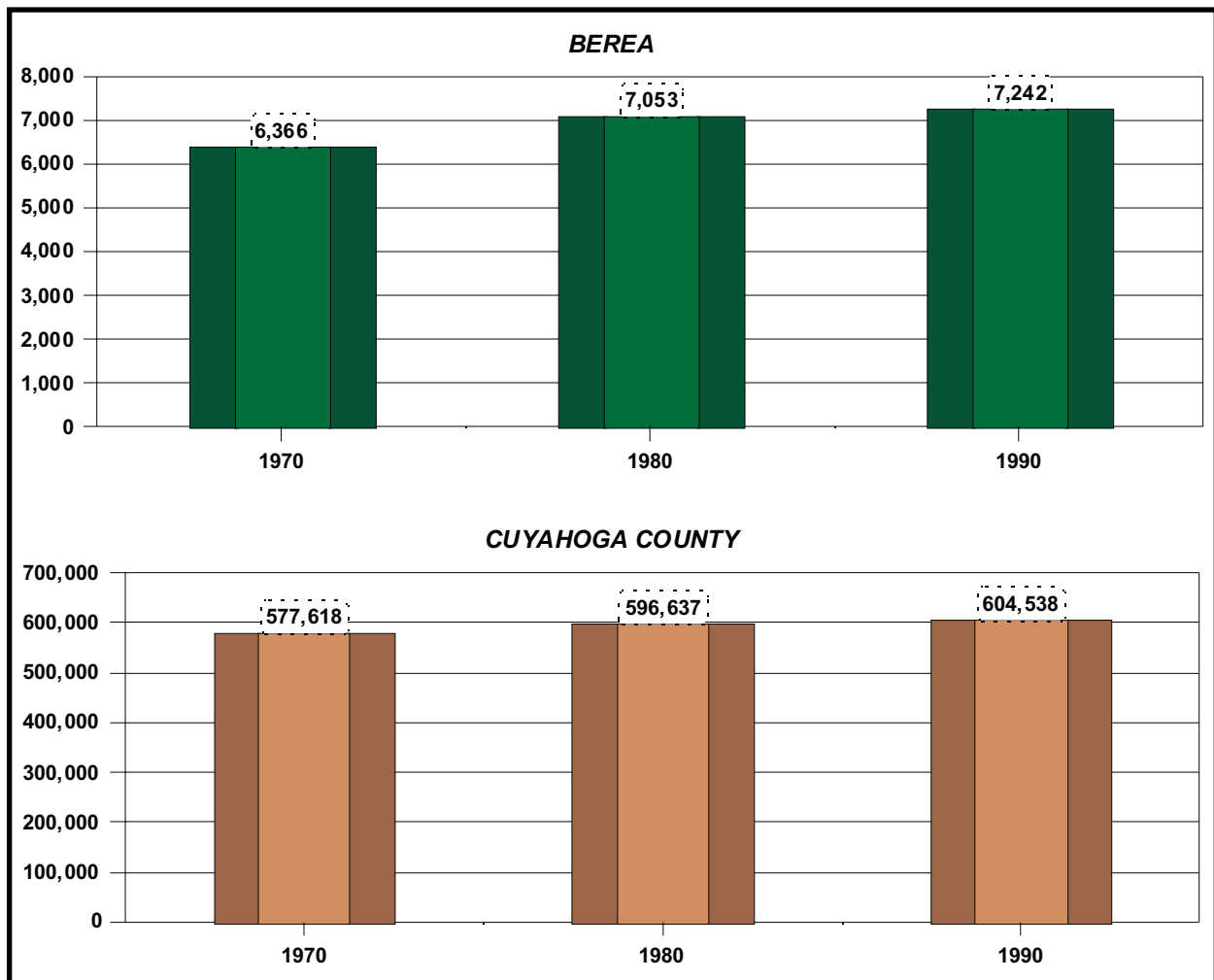


SOURCE: U.S. Census of Population and Housing

Table 2.9, Total Number of Housing Units, City of Berea and Cuyahoga County, 1970-1990

Year	City of Berea	Cuyahoga County
1970	6,366	577,618
1980	7,053	596,637
1990	7,242	604,538
Overall Change From 1970-1990	+876 or +13.8% Increase	+26,920 or +4.7% Increase

Figure 2.11, Total Number of Housing Units, City of Berea and Cuyahoga County, 1970-1990



SOURCE: U.S. Census of Population and Housing

pared to only 3.06 persons per household for all of Cuyahoga County. Thus, the overall decline in the number of persons per household has been more noticeable within the City of Berea than for the balance of Cuyahoga County with the biggest drop occurring both within the City of Berea and Cuyahoga County between the years 1970 and 1980 (see **Table 2.8** and **Figure 2.10**).

Part of the reason why the average number of persons per household dropped so substantially from 1970 to 1980 may be attributable to the fact that the total number of housing units in Berea increased by nearly 11% or 687 units. In addition, the City of Berea had a greater percentage increase for the total number of housing units between 1970 and 1990 (13.8%) than did Cuyahoga County during that same period of time (4.7%). **Table 2.9** and **Figure 2.11** illustrate this data, which is derived from Census reports. The total number of housing units in Berea grew by 876, from 6,366 in 1970 to 7,242 in 1990.

AGE OF HOUSING STOCK

Census data reflects that the age of Berea's housing stock is starting to show its age. According to **Table 2.10**, nearly 30% of the City's existing housing stock was built prior to 1950 and is therefore 50 or more years old. An additional 53% of the existing housing stock was built between the years 1950-1969 and is therefore most likely facing the need for periodic repair and maintenance and remodeling/upgrading. Of the City's remaining 17% of the total housing stock, most (approximately 10% of the City's total existing housing) was built between the years 1970-1979 and just under 7% of the total housing stock has been built in the most recent period from 1980-1998.

Table 2.10, Age of Housing Stock, City of Berea

	1939 or Earlier	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1998
Total	1,363	816	2,032	1,949	757	325	189
Percent of Total	18.3%	11.0%	27.3%	26.2%	10.2%	4.4%	2.5%

SOURCE: Census of Housing and Berea City Building Department Reports (1990-1998)

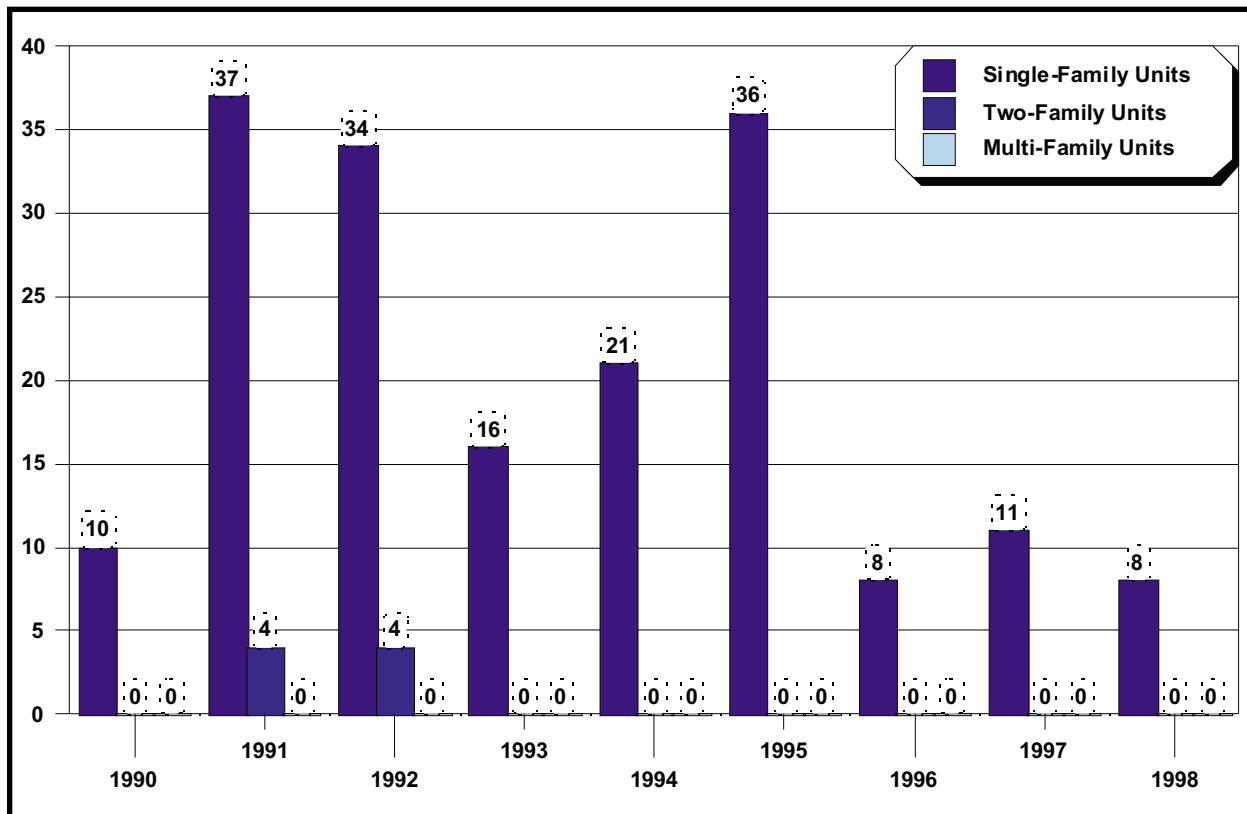
BUILDING PERMIT DATA

Data provided by the City of Berea Building Department indicates that there were building permits issued for an additional 181 single-family and 8 additional two-family units between 1990 and 1998. There were no permits issued for any multi-family units. **Table 2.11** and **Figure 2.12** identify this data by year and housing type. While there were twenty single-family permits issued per year on average, the most permits were issued in 1991 (37 homes) and the least were issued in 1996 and 1998 (8 homes each year). The average single-family home value during this nine year time period, according to building permit estimated valuations, was \$116,531. There were only two years during which there were any two-family units permits issued: 1991 and 1992. The average value of the two-family units, according to the building permits, was \$123,500.

Table 2.11, Residential Building Permits, 1990-1998, (New Construction Only)

Year	Single-Family Units			Two-Family Units			Multi-Family Units		
	# of Permits	Total Permit Value	Average Value	# of Permits	Total Permit Value	Average Value	# of Permits	Total Permit Value	Average Value
1990	10	\$1,273,000	\$127,300	0	-	-	0	-	-
1991	37	\$4,073,614	\$110,098	4	\$498,000	\$124,500	0	-	-
1992	34	\$3,263,703	\$95,991	4	\$490,000	\$122,500	0	-	-
1993	16	\$1,579,900	\$98,744	0	-	-	0	-	-
1994	21	\$2,153,646	\$102,555	0	-	-	0	-	-
1995	36	\$5,136,955	\$142,693	0	-	-	0	-	-
1996	8	\$1,006,735	\$125,842	0	-	-	0	-	-
1997	11	\$1,518,250	\$138,023	0	-	-	0	-	-
1998	8	\$1,086,300	\$135,788	0	-	-	0	0	0
TOTALS	181 20/yr average	\$21,092,103	\$116,531	8	\$988,000	\$123,500	0	0	0

Figure 2.12, Residential Building Permits, 1990-1998, (New Construction Only)

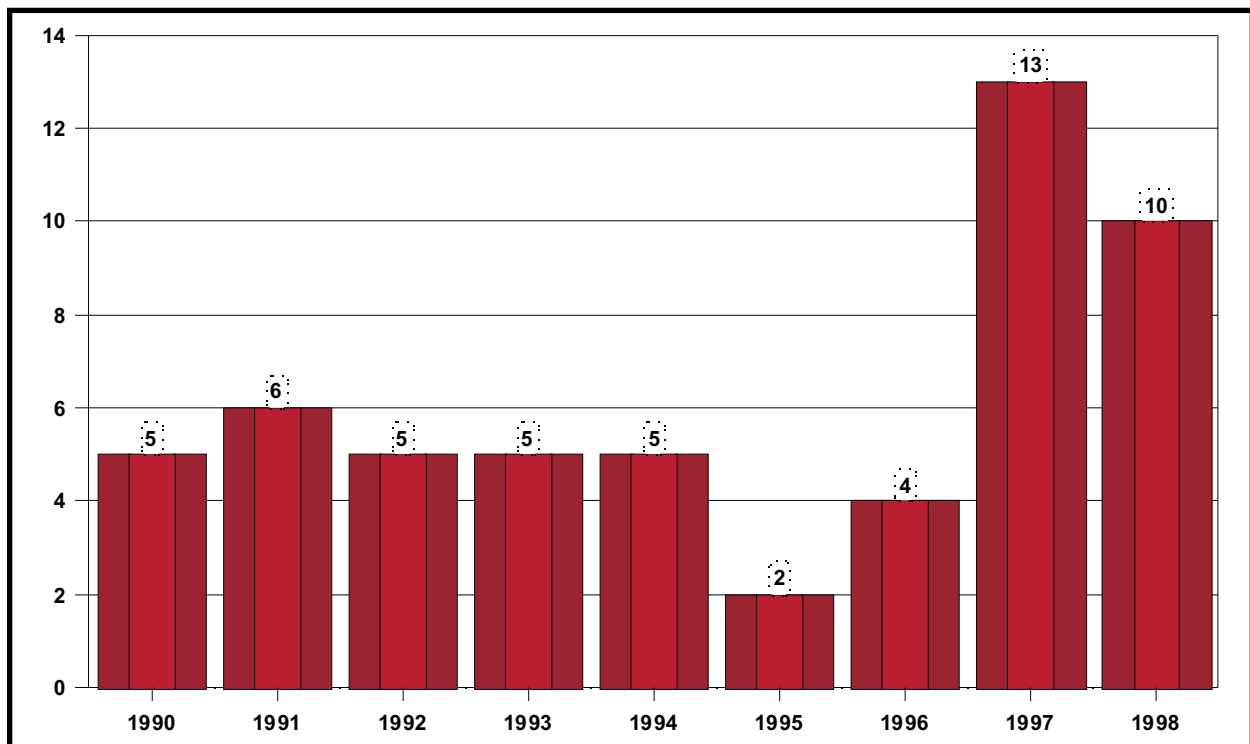


SOURCE: City of Berea Building Department's Annual Building Department Report (Years 1990-1998)

Table 2.12, Commercial and Industrial Building Permits, 1989-1998, City of Berea, (New Construction Only)

Year	Number of Permits	Estimated Valuations
1989	0	\$0
1990	5	\$1,507,000
1991	6	\$5,812,000
1992	5	\$1,690,000
1993	5	\$757,000
1994	5	\$5,631,253
1995	2	\$900,000
1996	4	\$7,970,000
1997	13	\$7,436,000
1998	10	\$15,300,000
TOTAL	55	\$47,003,253
Annual Average	5.5	\$854,605 / project

Figure 2.13, Commercial and Industrial Building Permits, 1989-1998, City of Berea, (New Construction Only)



SOURCE: City of Berea Building Department

An average of 5.5 building permits were issued per year for newly-constructed commercial and industrial projects between 1989 and 1998. **Table 2.12** and **Figure 2.13** identify this information, acquired from the City of Berea Building Department. While there was a total of 55 permits issued during this time, the busiest years for new commercial and industrial construction were 1997 and 1998 when a total of 23 new commercial/industrial permits were issued for a combined estimated valuation of nearly \$23,000,000. Overall, the ten year total from 1989-1998 for the estimated valuation of these projects was approximately \$47 million, while the average annual estimated valuation per project was \$854,605.

CITY FINANCES

The City of Berea Finance Department provided municipal financial information. Included in this data are revenue receipts for 1997. **Table 2.13** and **Figure 2.14** identify this information in terms of total receipts and individual revenue categories. The total amount of revenue received by the City during this year was approximately \$15 million. The largest portion of the revenue was generated by *municipal income tax* (\$6.4 million, 42.6%). *Property taxes* generated the second largest portion (\$3.1 million, 21.0%), and *intergovernmental* revenues provided the third greatest portion (\$2.6 million, 17.5%). Other major sources of City revenue include *other income* which generated the fourth largest portion (\$2.0 million, 13.4%), and *finer and forfeitures*, which generated \$841,592 or 5.6% of the City's total revenue sources.

Municipal revenues from 1993 to 1997 are listed in **Table 2.14** in which additional revenue categories are identified. Overall, revenues have increased 23.3% over the five-year period, from \$12.2 million in 1993 to \$15.0 million in 1997. The greatest growth occurred in 1994 and 1995 in which increases were 9.5% and 10.5% greater than the previous year's collections, respectively.

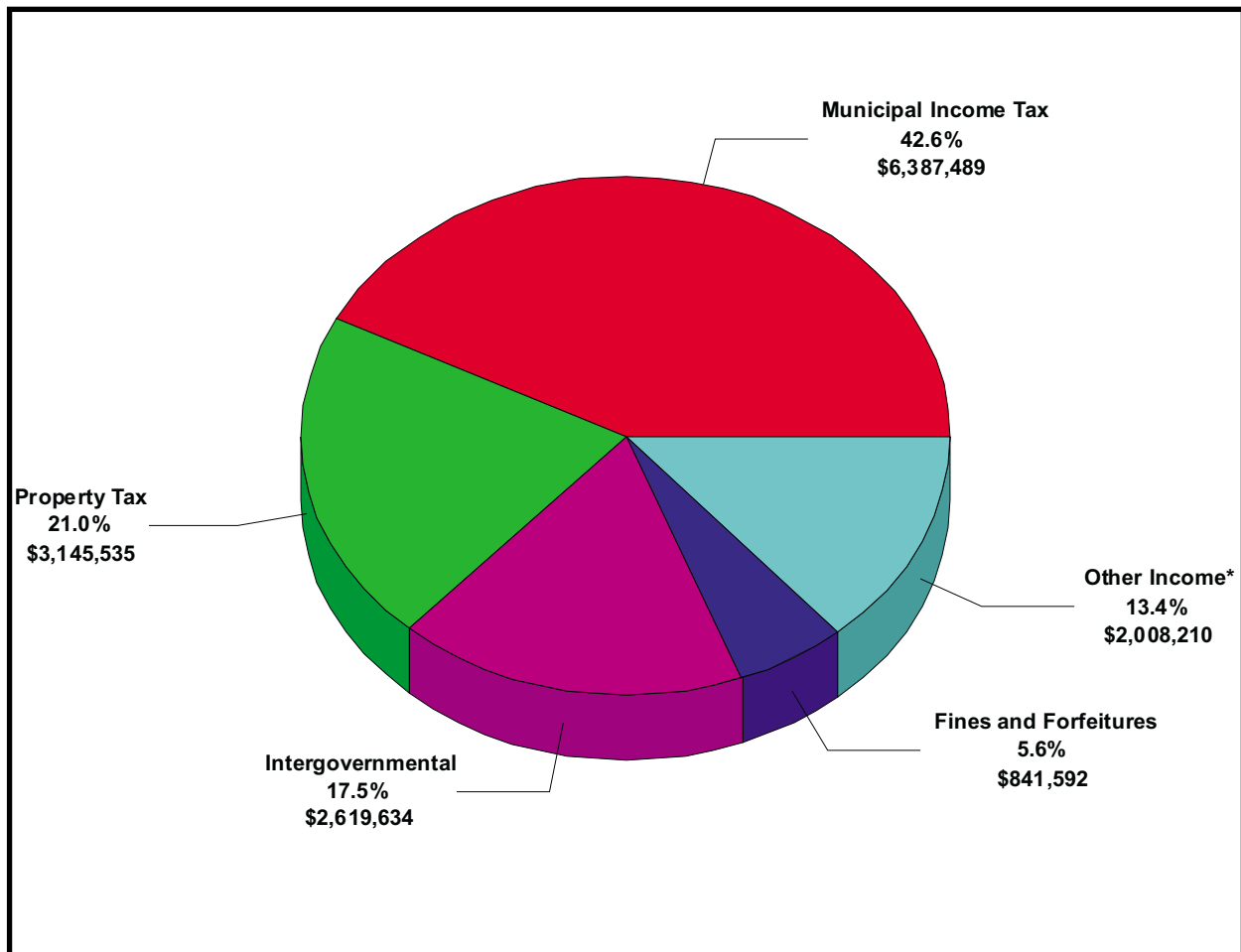
Additional income tax data is identified in **Table 2.15** and **Figure 2.15**. Annual income tax collections grew nearly 90% between 1988 and 1998, from \$3.6 million in 1988 to \$6.8 million in 1998. One of the reasons for this dramatic increase was the initial move to Berea by the Cleveland Browns training facilities. Another reason for the growth in receipts was the fact that the income tax rate increased from 1.5% in 1992 to 2.0% in 1993, when income tax receipts increased 26.6% between these two years. The income tax receipts only decreased twice: between 1988 and 1989, and also between 1996 and 1997. The loss in 1997 can be attributed to the temporary loss of the Cleveland Browns. A noticeable increase in income tax collections can be expected after the return of the Browns to Berea in 1999.

The 1998 voted tax rate for real property for Berea is 94.8 mills. This rate ranks in the middle of all the voted tax rates for all of the communities in Cuyahoga County. **Figure 2.16** illustrates these tax rates.

Table 2.13, 1997 Revenues, City of Berea

Revenue Category	Amount	Percentage
Municipal Income Tax	\$6,387,489	42.6%
Property Tax	\$3,145,535	21.0%
Intergovernmental	\$2,619,634	17.5%
Fines and Forfeitures	\$841,592	5.6%
Other Income*	\$2,008,210	13.4%
TOTAL	\$15,002,460	100.0%

Figure 2.14, 1997 Revenues, City of Berea



*Other income includes: municipal charges for services (user fees), licenses, permits, investment income, refunds and reimbursements, special assessments, and other miscellaneous income and taxes.

SOURCE: City of Berea 1997 General Purpose Financial Statement

Table 2.14, Overall Revenues by Category, City of Berea, 1993-1997

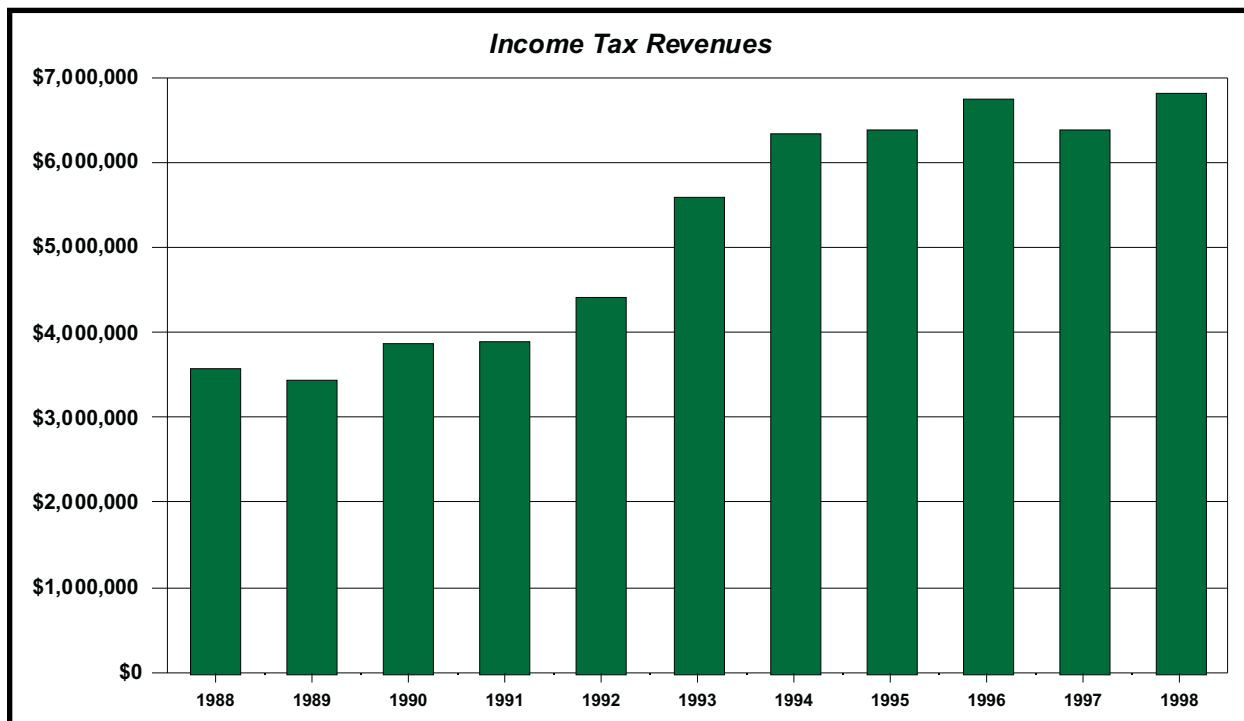
Categories	1993 Total		1994 Total		1995 Total		1996 Total		1997 Totals
Property Taxes	\$3,654,905		\$3,604,327		\$4,001,354		\$4,067,327		\$3,145,535
Municipal Income Taxes	\$5,582,670		\$6,338,457		\$6,393,223		\$6,749,133		\$6,387,489
Other Local Taxes	\$131,872		\$176,658		\$150,901		\$161,292		\$158,759
Intergovernmental	\$1,219,463		\$1,215,515		\$1,801,488		\$1,836,165		\$2,619,634
Charges for Services	\$112,125		\$264,629		\$260,728		\$199,837		\$408,463
Fees, Licenses and Permits	\$146,767		\$159,646		\$176,115		\$123,739		\$226,246
Fines and Forfeitures	\$681,754		\$785,945		\$747,453		\$704,616		\$841,592
Investment Income	\$107,112		\$229,575		\$194,619		\$174,313		\$223,202
Refunds and Reimbursements	\$0		\$0		\$78,380		\$156,336		\$498,891
Special Assessments	\$340,730		\$367,600		\$376,382		\$403,961		\$472,850
Other/Miscellaneous	\$189,946		\$178,289		\$536,610		\$281,240		\$19,799
TOTAL	\$12,167,344	9.5%	\$13,320,641	10.5%	\$14,717,253	1.0%	\$14,857,959	1.0%	\$15,002,460

SOURCE: City of Berea Department of Finance

Table 2.15, Annual Income Tax Collections, 1988-1998

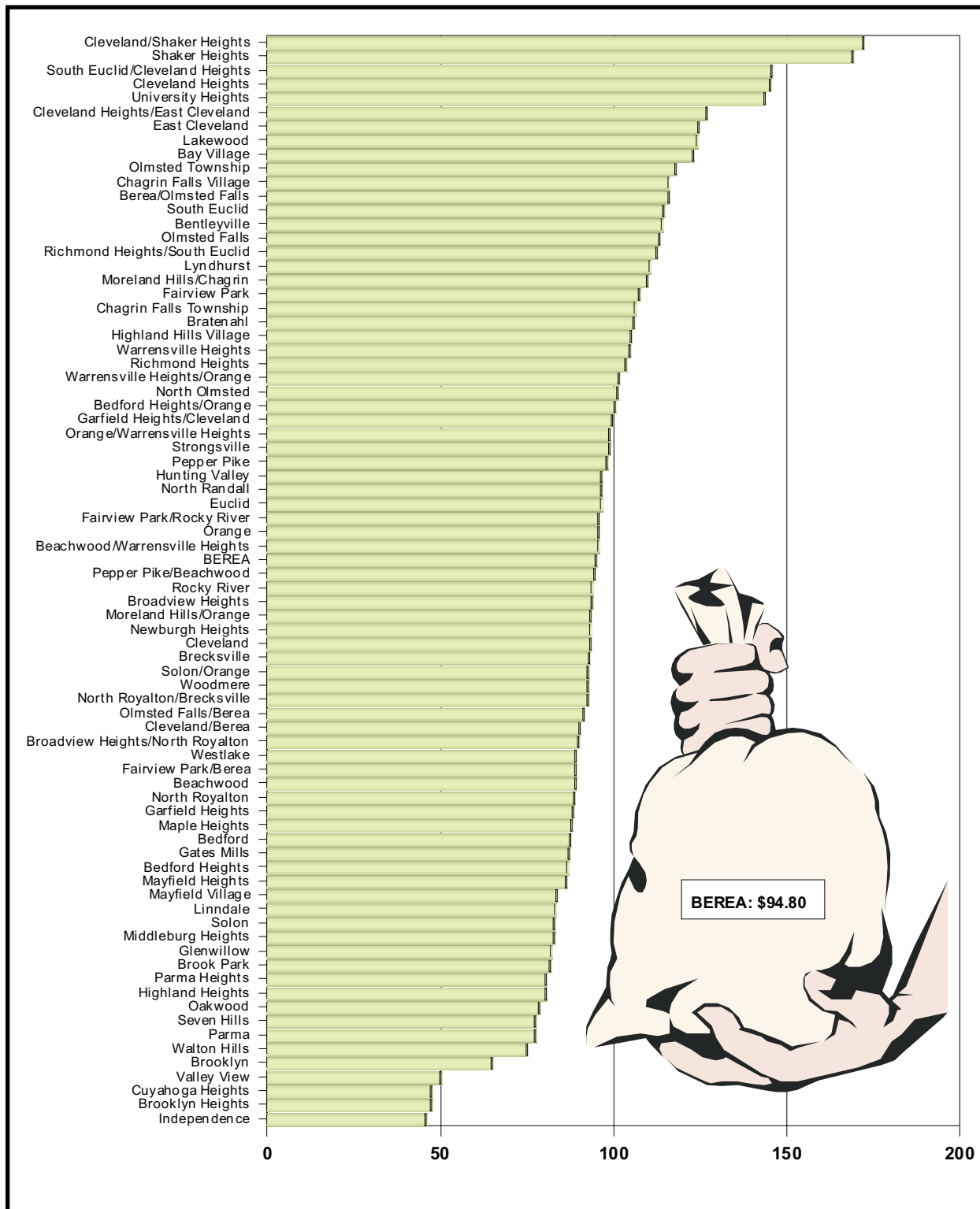
Year	Income Tax Revenue	Amount Change	Percent Change	Local Income Tax Rate
1988	\$3,584,334	-	-	1.50%
1989	\$3,444,401	-\$139,933	-3.9%	1.50%
1990	\$3,867,154	\$422,753	12.3%	1.50%
1991	\$3,880,083	\$12,929	0.3%	1.50%
1992	\$4,410,115	\$530,032	13.7%	1.50%
1993	\$5,582,670	\$1,172,555	26.6%	2.00%
1994	\$6,338,457	\$755,787	13.5%	2.00%
1995	\$6,393,223	\$54,766	0.9%	2.00%
1996	\$6,749,193	\$355,911	5.6%	2.00%
1997	\$6,387,489	-\$361,645	-5.4%	2.00%
1998	\$6,808,840	\$421,351	6.6%	2.00%

Figure 2.15, Annual Income Tax Collections, 1988-1998



SOURCE: City of Berea Department of Finance

Figure 2.16, 1998 Voted Tax Rates in Cuyahoga County for All Purposes



CHAPTER 3

EXISTING LAND USE

INTRODUCTION

This chapter contains an analysis of the 1999 land use inventory as well as a comparison between this data and historical land use data. The 1999 inventory contains a breakdown of the City's total acreage into various land use categories. The historical analysis examines the changes in the ratio between developed and undeveloped land that has occurred since 1950.

The information contained in this chapter will be utilized in formulating the *Final Development Plan* portion of this *Master Plan*. The identification of existing land use patterns as well as the locations of vacant land will provide a basis in determining the direction of future development. Additionally, areas with minimal development potential, such as recreation land and tax exempt parcels, are also shown.

LAND USE INVENTORY

There are approximately 3,479 acres of land contained within the City of Berea's borders. The dispersal of land uses is illustrated in *Map 3.1*. The 1999 data was gathered on a parcel-level basis, initially from the Cuyahoga County Auditor records, and subsequently verified through field surveys.

The vast majority of the land (93.2%) is currently developed, while only 6.8% is undeveloped. This is a significant change since 1950, when 37.5% of the land was developed and 62.5% was undeveloped. Undeveloped land includes only vacant parcels. *Figure 3.1* identifies the various developed and undeveloped percentages for selected years since 1950.

The current percentage of developed land (93.2%) has increased somewhat since 1980, when approximately 83.0% of the land was developed. Much of the development in Berea occurred in the decades immediately following 1950, during the post World War II migration of population from the inner "urban core" to suburban areas on the outer edges of the county, including Berea.

LAND USE DISTRIBUTION

Table 3.1 identifies the various categories used in classifying land use types. Acreage amounts and percentages are listed for each of these categories. *Figure 3.2* illustrates the percentage distribution of these land use categories.

Residential uses occupy the greatest amount of land by major land use category (42.4%). Within the residential category, the **single-family residential uses predominate** (38.3%), while there are nearly equal amounts of land devoted to two-three family (2.0%) and multi-family (2.1%) residential uses. While these use types are dispersed throughout the City, most of the City's high-rise multi-family residential uses are concentrated near the City's historic downtown center.

Map 3.1, 1999 City of Berea Land Use

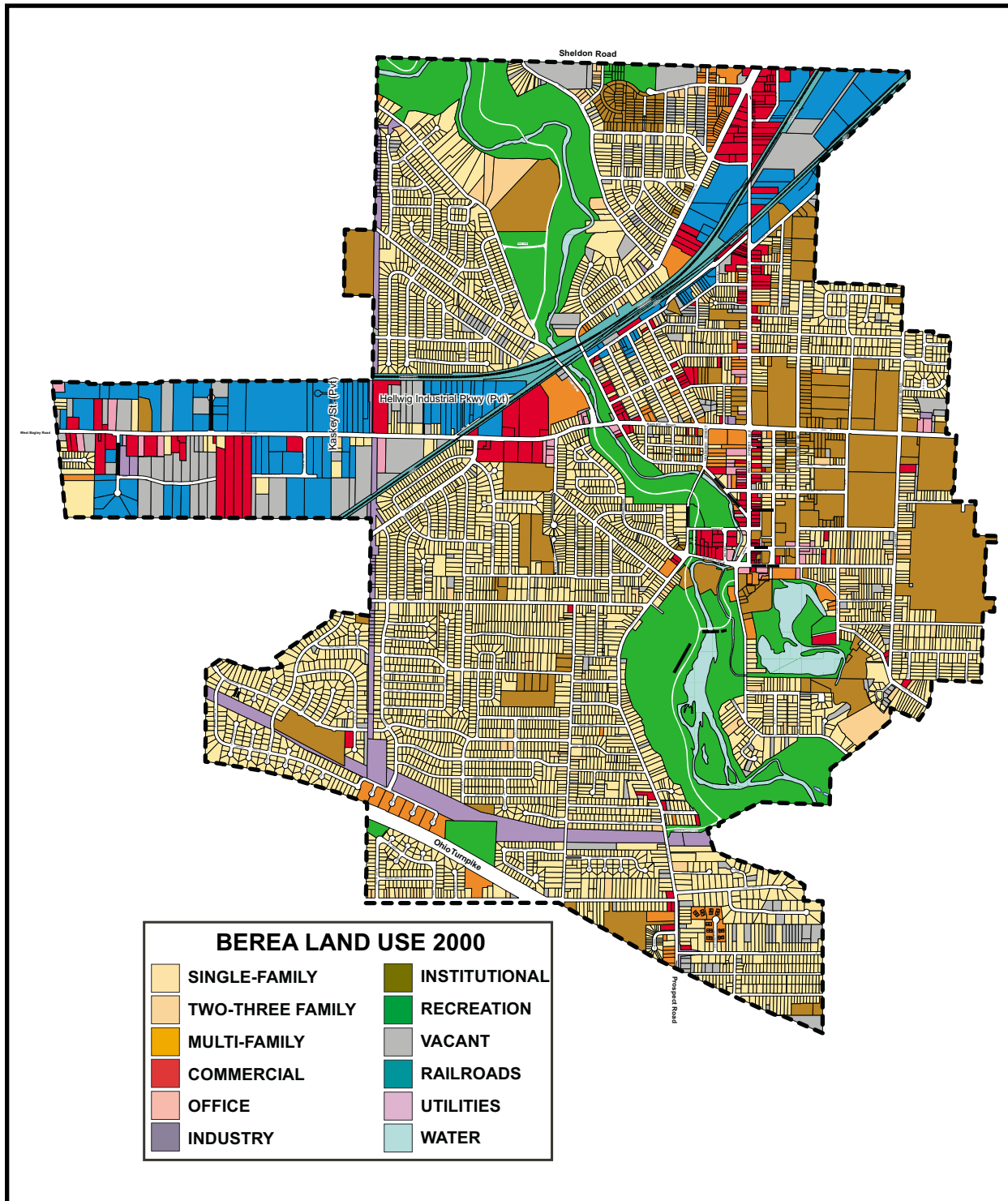


Figure 3.1, Developed and Undeveloped Land Within Berea: 1950, 1980, 1999

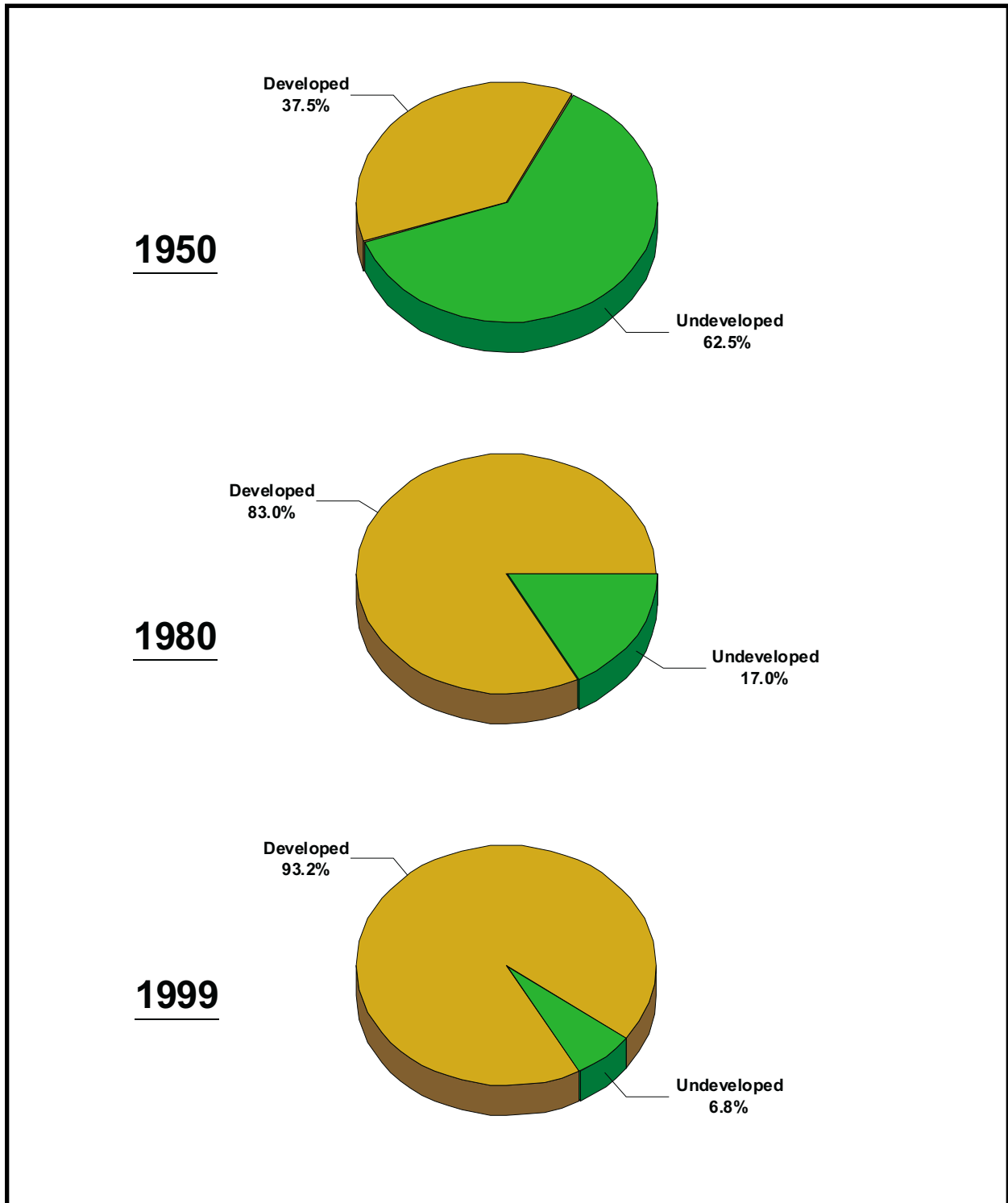
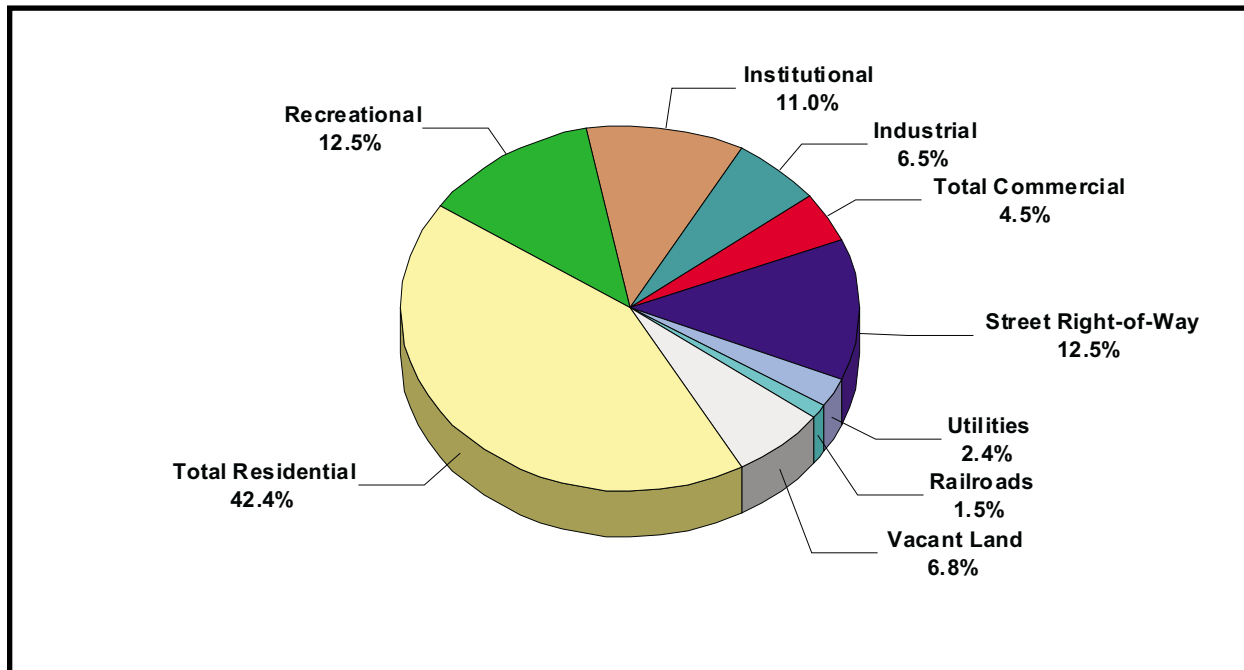


Table 3.1, City of Berea 1999 Land Use

Land Use Category	1999 Acreage	1999 Percentage of Total
Residential		
Single-Family	1,331	38.3%
Two-Three Family	71	2.0%
Multi-Family	72	2.1%
Total Residential	1,474	42.4%
Recreational	434	12.5%
Institutional	383	11.0%
Industrial	226	6.5%
Commercial		
Retail	136	3.9%
Office	21	0.6%
Total Commercial	157	4.5%
Street Right-of-Way	436	12.5%
Utilities	82	2.4%
Railroads	51	1.5%
Vacant Land	236	6.8%
TOTAL	3,479	100.0%

Figure 3.2 , City of Berea 1999 Land Use



Street rights-of-way comprise the second-largest land use category (12.5%). Roadways include all major and minor streets as well as the Ohio Turnpike.

The third-largest land use type in terms of overall acreage is **recreational land**. Approximately 12.5% of the City's land is devoted to this type of use. As indicated in the *Public Facilities* chapter, the Metroparks land is the greatest contributor to this land use category. The City actually contains part of two Metroparks reservations—the Mill Stream Run Reservation of the Metroparks occupies the southern half of the City, while the Rocky River Reservation occupies the northern half of the City. These two park reservations of the Metroparks meet each other by Bagley Road in the center of the City and basically follow the path of the Rocky River as it runs through the entire community.

Institutional land, which comprises 11.0% of the City, is the fourth-largest land use type in terms of acreage. This category consists of uses such as schools, city hall, the fire station, churches, the Cleveland Browns Training Facility, the Cuyahoga County Fairgrounds, and Baldwin-Wallace College.

Vacant land, consisting of undeveloped parcels, occupies 6.8% of the overall land. The greatest concentration of this land use type is found along the West Bagley Road corridor. There are, however, numerous vacant parcels of varying sizes dispersed throughout the entire community.

Parcels containing **industrial uses** occupy the next largest portion of the City's land (6.5%). Virtually all of the industrial uses are located along the West Bagley Road corridor, Depot Street, and in the north end. Much of the early industrial development located in close proximity to the railroad tracks that run through the northern half of the City.

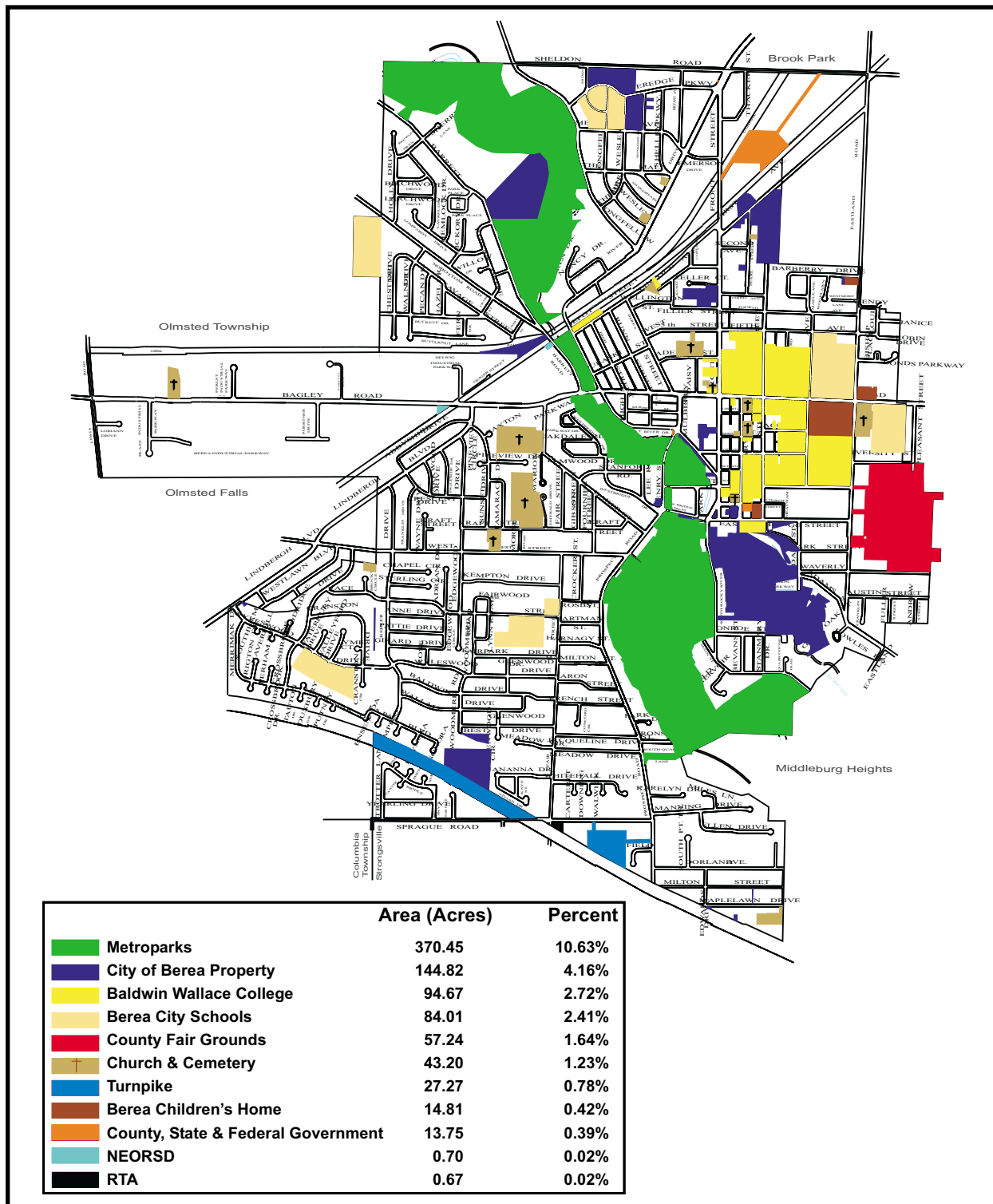
Commercial uses represent the next largest land use type in terms of overall acreage. Approximately 4.5% of Berea's land is used as either **commercial retail** or **commercial office** uses. Commercial retail uses occupies approximately 3.9%, while commercial office uses comprise only 0.6% of the City's land. The vast majority of these land use types are located along Front Street and Bagley Road and comprise the City's main retail shopping districts: Berea Square Plaza and West Valley Plaza on Bagley Road, Riverpark Centre just west of the Downtown Triangle and the Old Historic Downtown. Chapter 4 contains a complete inventory and analysis of the City's commercial establishments as they existed in late 1999.

Utilities and **railroads** are the final two land use categories. Utility uses occupy 2.4% of the overall land area, while railroad rights-of-way occupy 1.5%. As previously noted, much of the City's industrial development has occurred along rail lines.

TAX EXEMPT PROPERTIES

A number of the land use categories identified in the previous section contain parcels that are *tax-exempt* and, thus, do not pay any property or real estate taxes to the City, the Berea City School District, Cleveland Metroparks or other local governmental service providers. **Map 3.2**

Map 3.2, City of Berea Tax Exempt and/or Publicly-Owned Land



identifies the locations of these parcels as well as what tax exempt entity currently owns each tax exempt parcel. The map and accompanying data were prepared by Berea's City Engineer in July of 1997.

The overall amount of land that is currently tax-exempt is 851.6 acres or approximately 25% of the net land area of the City not including public right-of-ways. If public rights-of-ways are included, then the percentage of tax exempt land increases to 1,287.6 acres or 37% of the total land area within the City.

Examples of tax exempt entities include Cleveland Metroparks, City and School District-owned parcels, Baldwin-Wallace College, churches, cemeteries, the Ohio Turnpike and parcels owned by the county, state, or federal government. The Cleveland Metroparks occupies the greatest portion of this tax exempt land with over 370 acres within the City of Berea. Chapter 5 of this plan examines in further detail the land holdings of the City of Berea, the school district and other public entities such as the Metroparks.

VACANT LAND INVENTORY

An inventory of the vacant commercially-zoned and industrially-zoned parcels was conducted in 1999. Cuyahoga County Auditor information was used as a basis and was subsequently updated through field surveys. *Map 3.3* identifies the location of these parcels as well as their present zoning. *Table 3.2* identifies the individual parcels.

There are approximately 86 acres of vacant land currently zoned for either commercial or industrial uses. While the vast majority (about 64 acres) of this vacant land is clustered along the West Bagley Road Corridor and is zoned for industrial uses, there are two parcels within this area that are zoned for commercial uses (see *Map 3.4*). The remaining 22 acres of vacant industrial and commercially zoned parcels are scattered throughout the City, but are primarily located within the City's older commercial and industrial districts along Front and Depot Streets.

The single-largest vacant parcel (14.51 acres) that is zoned for non residential purposes is owned by Cuyahoga County and is located in the northern end of the City, between the rail lines. This site has been proposed for various future uses including light industry as well as for a rail/transit stop.

It is important to realize that Berea's supply of vacant industrial and commercial land is rapidly dwindling. For example, within the last five years the West Bagley Road Corridor has seen a substantial amount of vacant land converted to new light industrial and office uses. This conversion of vacant land has occurred not only on both sides of Bagley Road, but also along newly constructed industrial streets which intersect with West Bagley Road such as Perlet Industrial Parkway, Blaze Industrial Parkway, Poertner Drive and Berea Industrial Drive. If the current industrial and commercial building pace continues, final build out of vacant lands along the West Bagley Road Corridor can be expected sometime within the next ten years.

Map 3.3, Vacant Industrial/Commercial Land Inventory, Citywide

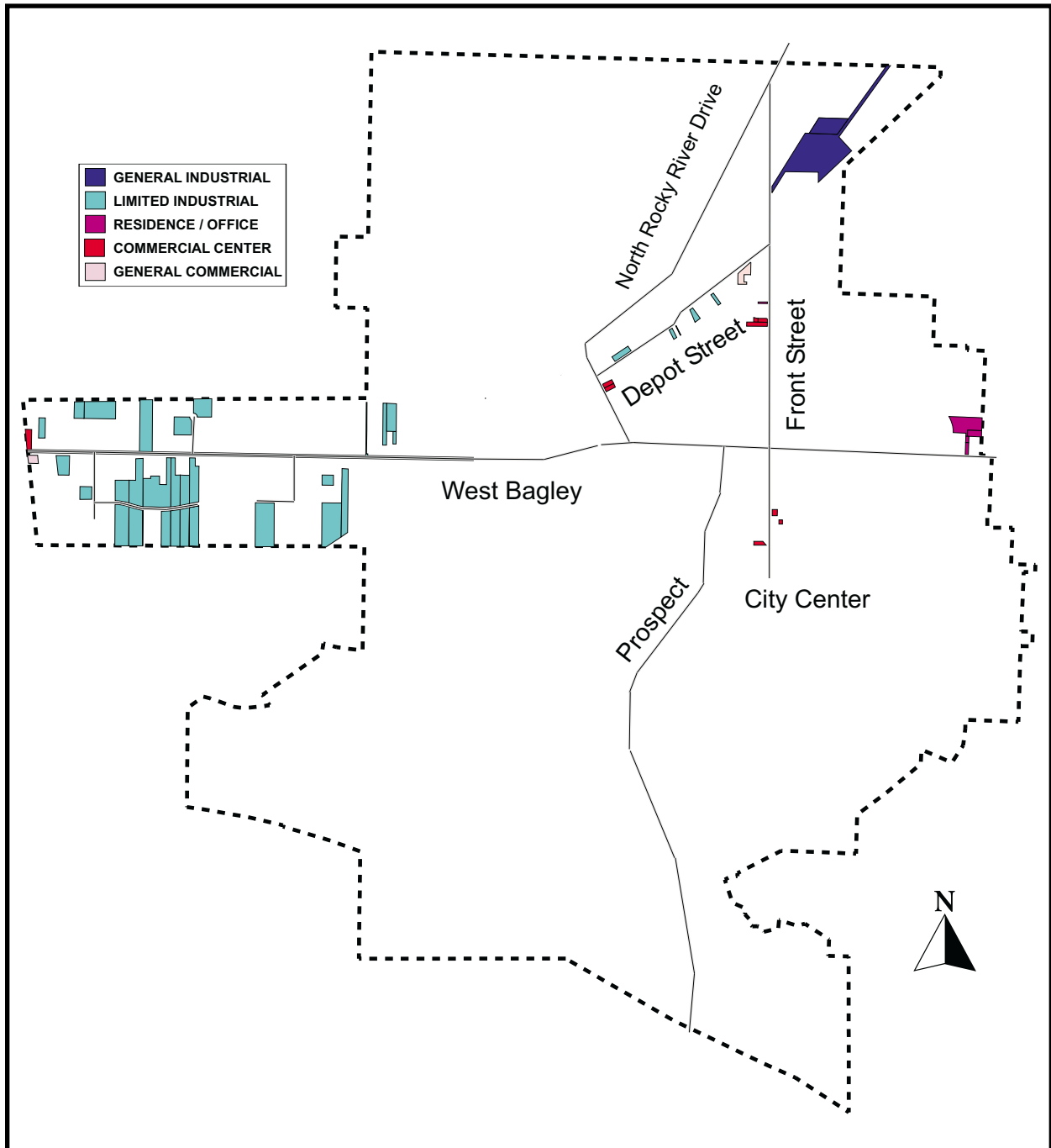
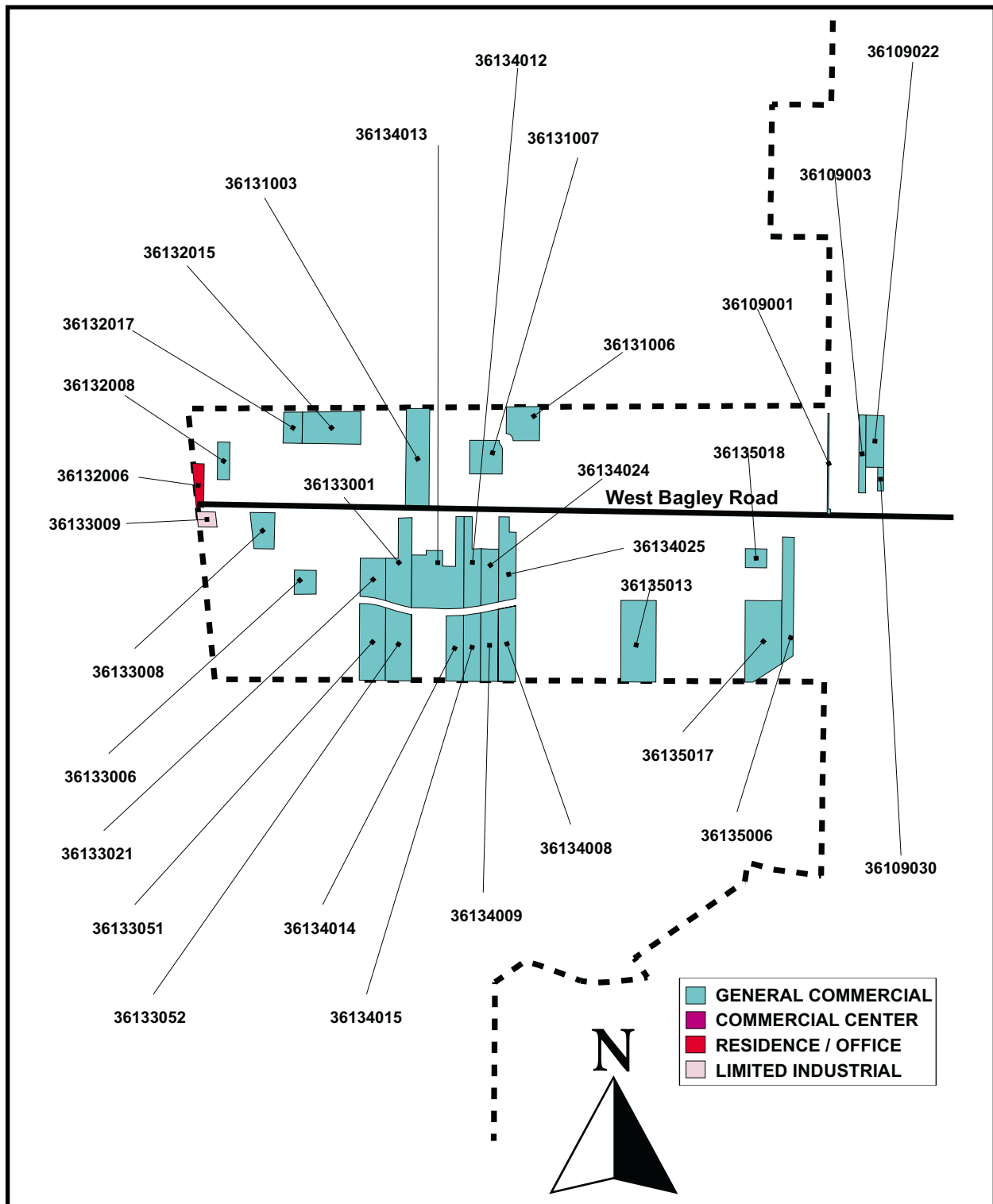


Table 3.2, City of Berea Vacant Industrial/Commercial Land Inventory

LOCATION	OWNER	LOT ACRES	ZONING	PPN
North and Central City Areas	Area Subtotal	22.69		
Depot St	Baldwin-Wallace College	0.63	Limited Industrial	362 06 024
Sheldon Rd (Rear)	The Board of County Commissioners	14.51	General Industrial	362 07 002
140 Sheldon Rd (Rear)	Self Service Mini Storage	3.1	General Industrial	362 07 011
358 N Rocky River Dr	Private Owner *	0.25	Commercial Center	362 08 068
N Rocky River Dr	Private Owner *	0.25	Commercial Center	362 08 067
Depot St	Private Owner *	0.04	Limited Industrial	362 12 005
Depot St	Private Owner *	0.21	Limited Industrial	362 12 003
Lincoln Ave	Gerard Properties, Inc.	0.22	Limited Industrial	362 12 019
Lincoln Ave	Baldwin-Wallace College	0.38	Limited Industrial	362 12 010
469 Front St	City of Berea	0.50	Commercial Center	362 13 054
Front St	Private Owner *	0.08	Residential Office	362 14 040
Zeller Ct	City of Berea	0.10	Commercial Center	362 14 046
Zeller Ct	City of Berea	0.21	Commercial Center	362 14 045
E. Bagley Rd	Private Owner *	0.11	Residential Office	362 23 014
E. Bagley Rd	Private Owner *	0.86	Residential Office	362 23 018
E. Bagley Rd	Private Owner *	0.51	Residential Office	362 23 019
E. Bagley Rd	Private Owner *	0.22	Residential Office	362 23 020
North Rocky River Drive	City of Berea	0.24	Commercial Center	364 09 009
168 Front St	Private Owner *	0.19	Commercial Center	364 05 016
W Grand St	Private Owner *	0.08	Commercial Center	364 11 037
West Bagley Road Corridor	Area Subtotal	63.52		
W Bagley Rd at CEI easement	Private Owner *	0.25	Limited Industrial	361 09 001
622 W Bagley Rd	A & F Machine Products Co	1.17	Limited Industrial	361 09 003
W Bagley Rd (Rear)	A & F Machine Products Co	1.55	Limited Industrial **	361 09 022
W Bagley Rd Rear	Private Owner *	0.23	Limited Industrial	361 09 030
W Bagley R, near cemetery	Private Owner *	3.95	Limited Industrial	361 31 003
Perlet Industrial Pkwy	Pelret Building Co	1.84	Limited Industrial	361 31 006
Perlet Industrial Pkwy	Pelret Building Co	1.80	Limited Industrial	361 31 007
1500 W Bagley Rd	Private Owner *	0.91	Commercial Center	361 32 006
Bagley Rear	Private Owner *	0.77	Limited Industrial	361 32 008
7993 Lewis Rd	Leehi Partnership	3.13	Limited Industrial	361 32 015
8059 Lewis Rd	Private Owner *	0.98	Limited Industrial	361 32 017
Berea Industrial Pky	Private Owner *	1.65	Limited Industrial	361 33 001
Blaze Industrial Pkwy	Private Owner *	1.00	Limited Industrial	361 33 006
1433 W Bagley Rd	Private Owner *	1.60	Limited Industrial	361 33 008
W Bagley Rd	Private Owner *	0.46	General Commercial	361 33 009
1231 W Bagley Rd	Private Owner *	1.70	Limited Industrial	361 33 021
Berea Industrial Pky	Private Owner *	3.30	Limited Industrial	361 33 051
Berea Industrial Pky	Private Owner *	3.00	Limited Industrial	361 33 052
1073 W Bagley Rd	Private Owner *	2.23	Limited Industrial	361 34 008
W Bagley Rd	Private Owner *	2.20	Limited Industrial	361 34 009
W Bagley Rd	Medina Supply Co	2.10	Limited Industrial	361 34 012
W Bagley Rd	Medina Supply Co	4.95	Limited Industrial	361 34 013
24545 Blaze Industrial Pkwy	Private Owner *	2.00	Limited Industrial	361 34 014
24545 Blaze Industrial Pkwy	Private Owner *	1.96	Limited Industrial	361 34 015
Berea Industrial Pky	Private Owner *	1.64	Limited Industrial	361 34 024
Berea Industrial Pky	Private Owner *	2.26	Limited Industrial	361 34 025
711 W Bagley Rd (Rear)	Private Owner *	2.84	Limited Industrial	361 35 006
Berea Industrial Pkwy	F.J.R. Properties, LTD	4.93	Limited Industrial	361 35 013
W Bagley Rd (Rear)	Private Owner *	6.45	Limited Industrial	361 35 017
W Bagley Rd	Private Owner *	0.67	Limited Industrial	361 35 018
	CITY TOTAL ACRES	86.21		

*Names of private property owners have been withheld but are available through County Auditor records

Map 3.4, Vacant Parcels Zoned for Office, Commercial or Industrial Use, West Bagley Road Corridor



CHAPTER 4

COMMERCIAL/ INDUSTRIAL MARKET ANALYSIS

INTRODUCTION

This chapter is composed of four parts. The first part contains an **inventory** of existing and vacant **retail and local office floor space** located in Berea. A local retail commercial inventory is useful as a means of identifying the various retail commercial tenants located in Berea at a particular point in time. It is a “snap shot” of which individual businesses currently exist and a sorting of those businesses by commercial categories. As such this inventory identifies the major contributors to Berea’s retail tax base.

The second part of this chapter is a **commercial market analysis**. This information is valuable in assessing the adequacy of the existing supply of retail businesses within the City of Berea in terms of meeting the goods and service needs of its residents. This commercial market analysis also examines the geographic proximity of retail centers outside Berea that may be contributing to sales leakage of certain retail goods and services.

The third part of this chapter inventories the City’s **industrial establishments** and separates them by major industrial classifications. This part of the chapter is also a “snap shot” and can expect to change as new industrial construction proceeds especially along the West Bagley Road Corridor. Another pending change that is likely to affect the City’s current list of industrial establishments are the planned improvements to North Front Street which may force the relocation or closing of several industrial establishments where new underpasses are proposed at existing grade level railroad crossings.

The fourth part of this chapter consists of an **inventory of new commercial and industrial development occurring** both within Berea and the surrounding communities of Brook Park, Middleburg Heights, Olmsted Falls and Strongsville within the **past five years**. This portion of the chapter compares and analyzes the new construction of commercial and industrial activity within Berea with the amount of new commercial and industrial construction in these same surrounding communities.

RETAIL COMMERCIAL INVENTORY

An inventory of the commercial retail and local office space within Berea was conducted in the spring of 1999 and updated in the fall of the same year. Information gathered consists of tenant name, commercial type, and floor space. **Table 4.1** includes a summary of this inventory (the full inventory is found in *Appendix C*) in which floor space totals for commercial categories and subcategories are listed. Comparable data gathered for a 1970 publication by the Regional Planning Commission (*Cuyahoga County 1990: Retail Business Patterns*) is shown as well.

As indicated in **Table 4.1**, the commercial inventory from 1999 contains 970,927 square feet of floor space. This total is up 44% from 1970, when there were approximately 674,000 square feet of comparable floor space. The commercial category containing the single largest amount of floor space is the *Convenience Goods and Services* category in which there are 358,377 square feet of floor space, or 37% of the total. Business types in this category include establishments such as supermarkets, restaurants, drug stores, gift shops, barber and beauty shops, and

Table 4.1, Berea Commercial Inventory: 1970, 1999

Type of Establishment	1999 Building Floor Area	% of Grand Total	1970 Building Floor Area	% of Grand Total
CONVENIENCE GOODS AND SERVICES				
Supermarkets	108,306			
Other Food	29,023			
Food Service	110,001			
Drugs	10,000			
Other Convenience Goods	58,172			
Convenience Services	42,875			
SUBTOTAL	358,377	36.9%	197,000	29.2%
SHOPPING GOODS AND SERVICES				
Department Stores	0			
Other General Merchandise	30,853			
Clothing and Shoes	1,344			
Other Shopping Goods	25,754			
Furniture	14,584			
SUBTOTAL	72,535	7.5%	82,000	12.2%
AUTOMOBILE SALES, PARTS, AND SERVICE				
New Auto Sales/Leases	137,261			
Used Auto Sales	3,285			
Auto Parts Sales	23,982			
Auto Repair	67,787			
Gas Stations	15,972			
SUBTOTAL	248,287	25.6%	132,000	19.6%
COMMERCIAL AMUSEMENTS				
Enclosed Amusements	28,000			
Social Halls	20,650			
Outdoor Amusements	1,200			
SUBTOTAL	49,850	5.1%	100,000	14.8%
OTHER RETAIL				
Hotels, etc.	0			
Funeral Homes	14,661			
Animal Hospitals	9,100			
Training Schools	12,604			
Business Services	8,535			
Unidentified	0			
SUBTOTAL	44,900	4.6%	25,000	3.7%
VACANT				
Existing Vacant	32,158			
Incomplete Vacant	26,500			
SUBTOTAL	58,658	6.0%	18,000	2.7%
OFFICE SPACE				
Local Office	138,320			
SUBTOTAL	138,320	14.2%	120,000	17.8%
GRAND TOTAL	970,927	100%	674,000	100%

dry cleaners. The greatest single contributors to this category are the Giant Eagle supermarket in the Riverpark Centre Shopping Center and the recently completed Tops Supermarket in West Valley Plaza.

The *Automobile Sales, Parts, and Service* commercial category, the second-largest sector of the commercial inventory, is comprised of businesses including new and used car dealerships, auto parts sales and service establishments, and gas stations. There are 248,287 square feet of building floor space, comprising approximately 25% of the inventory. This floor space total is up 88% since 1970, when this portion of the inventory was still the second-largest. More than half of this space (55%) is comprised of the New Auto Sales/Leases type of establishments.

Local Office comprises the third largest category in the inventory with a total of 138,320 square feet. This category includes establishments such as banks, finance companies, insurance, real estate, law and medical offices, and professional service establishments such as engineering and surveying companies, tax and management consultants, and health clinics. In 1970 this local office category accounted for 120,000 square feet or 17.8% of the City's total commercial retail square footage. By 1999, this category had grown by nearly 19,000 square feet, but its share of the City's total commercial retail had shrunk to 14.2%.

The *Shopping Goods and Services* category includes establishments such as department stores, apparel and clothing stores, sporting goods, furniture, and electronics stores. These types of businesses occupy 72,535 square feet of floor space, or a little over 7% of the inventory. This is the fourth-largest portion of the inventory. The total amount of floor space has decreased almost 13% since 1970 when Berea had 82,000 square feet of retail space in this category. Currently, there are no department stores or large discount stores located in Berea.

The *Vacant* category, which consists of existing vacant and incomplete vacant (retail space which is still under construction) commercial square footage, comprises the fifth-largest portion of the retail inventory. As of November 30th, 1999, the City had 58,658 square feet of commercial building space within this category. The two-story 25,000 square foot medical building, which is nearing completion on Front Street where the old Berea Theater was once located, accounts for nearly half of the total amount of square footage within the *Vacant* category. Significant other contributors to this category include the former locations of two CVS Pharmacy stores at Berea Square Plaza and Riverpark Centre which were vacated in July of 1999 and which together account for a total of 17,100 or 29% of the total square footage in this *Vacant* category.

The second-smallest portion of the inventory is comprised of businesses in the *Commercial Amusements* category. The 49,850 square feet of building floor space represents approximately 5% of the overall inventory. Businesses such as movie theaters, bowling alleys, social halls, and outdoor amusements like miniature golf are included in this category. The single-greatest contributor to this category is the Berea Family Bowling Center adjacent to the Berea Recreation Center on Front Street, which contains 28,000 square feet of floor space. There was 100,000 square feet of this type of floor space in the 1970 inventory. The recent demolition of the Berea Theater has contributed to the significant decrease in this type of floor space.

Businesses classified as *Other Retail* are categorized in this smallest portion of the inventory. Establishments such as hotels, funeral homes, animal hospitals, dance studios and business service providers are grouped into this category. There is 44,900 square feet of building space comprising nearly 5% of the overall inventory. There is a variety of businesses in Berea grouped in this category, however, absent from the inventory are any hotels or motels.

COMMERCIAL MARKET ANALYSIS

Figure 4.1 illustrates the proportional differences between the commercial retail mix that is presently found in Berea as compared to all of the other suburban communities outside of Cleveland within Cuyahoga County. The primary differences between Berea and the other suburban communities are as follows:

- A. Berea has a significantly smaller percentage of square footage devoted to *Shopping Goods and Services* (only 7.5% for Berea but 34 % for the County's other suburban communities);
- B. Berea also has a smaller percentage of square footage devoted to *Other Retail* (5%) compared to 9% for the County's other suburban communities;
- C. Berea has a higher percentage of retail devoted to *Convenience Goods and Services* (37% for Berea,) compared to only 27% for the County's other suburban communities); and
- D. Berea also has a higher share of *Automobiles Sales, Parts and Service* (25.5% in Berea) compared to only 11% in the County's other suburban communities).

These differences in the retail distribution between Berea and the Suburban Cuyahoga County totals are further documented and quantified by examining **supply and demand ratios** that assess Berea's commercial floor space in terms of meeting the goods and services needs of Berea's residents. The means used in conducting this type of analysis includes comparisons between estimates of Berea's annual anticipated household spending patterns and the annual sales generated by the retail establishments identified in the commercial inventory. Theoretically, if the current supply of retail establishments is sufficient, then the retail sales generated should at least equal or surpass the anticipated average expenditures of the residents.

Table 4.2 identifies this process. Estimates for both annual retail sales and annual household spending patterns are shown. Column 2 lists the actual existing floor space totals derived from the *Retail Commercial Inventory*. These figures are multiplied by annual sales per square foot figures (Column 6), resulting in estimates of the annual sales of the establishments within each category (Column 7). Column 3 identifies the total number of households in Berea in 1990. This total is multiplied by estimated annual sales per household for each of the categories (Column 4), resulting in the approximate annual sales potential of all the households in Berea, for each of the commercial categories (Column 5). The final step compares the estimates for total annual sales (Column 7) to the total annual household sales potential (Column 5), resulting in either "sales capture" or "sales leakage" (Column 8). *Sales capture* occurs when the retail sales of the establishments exceed the residents' anticipated average expenditures, indicating

Figure 4.1, Berea and Suburban Counties Retail

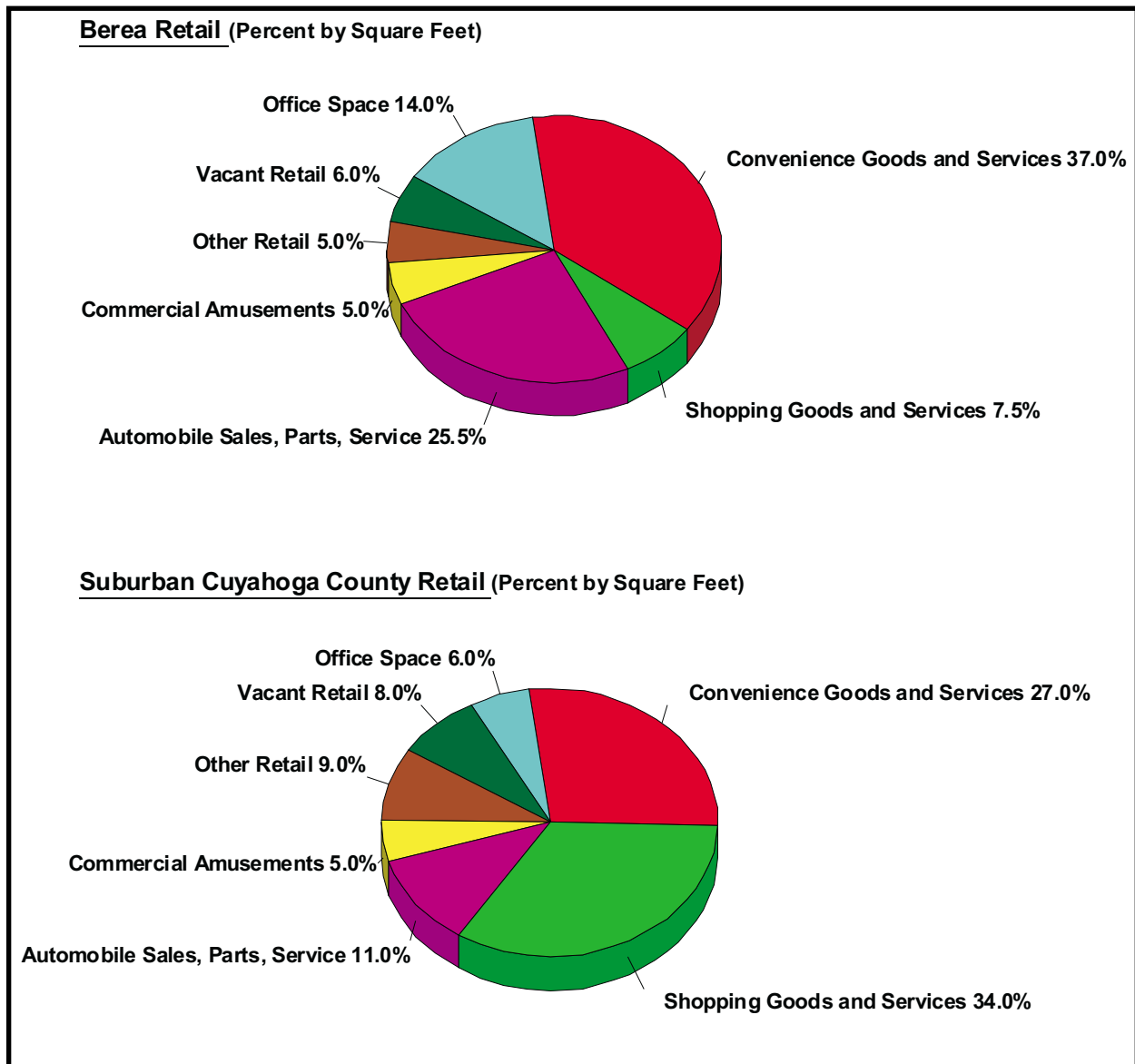


Table 4.2, Berea Commercial Inventory: Retail Sales Capture and Leakage

1	2	3	4	5	6	7	8
Retail Category	1999 Floor Space	Total Households	Sales/ Household/ Year	Total Annual Sales Potential	National Median Sales per Square Foot	Total Annual Sales	Sales Capture/ (Leakage)
Convenience	358,377	7,036	\$7,669	\$53,959,084	\$203.44	\$72,908,217	\$18,949,133
Shopping	72,535	7,036	\$5,645	\$39,718,220	\$184.85	\$13,408,095	-\$26,310,125
Auto	248,287	7,036	\$7,513	\$52,861,468	\$243.27	\$60,400,778	\$7,539,310
Amusements	49,850	7,036	\$1,932	\$13,593,552	\$58.71	\$2,926,694	-\$10,666,859
Other Retail	44,900	7,036	\$1,479	\$10,406,244	\$163.30	\$7,332,170	-\$3,074,074
Total *	773,949		\$24,238	\$170,538,568		\$156,975,954	-\$13,562,614

*Total floor space does not include vacant or local office space

SOURCE (by column):

- 2 = 1999 Berea Commercial Inventory
- 3 = 1990 Census
- 4 = U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey, 1996 (adjusted to 1997 using Consumer Price Index)
- 5 = Column 3 x Column 4
- 6 = Dollars and Cents of U.S. Shopping Centers, ULI-Washington, 1997
- 7 = Column 2 x Column 6
- 8 = Column 7 - Column 5

that the commercial sector has not only met the needs of its residents, but is drawing customers from beyond its borders. *Sales leakage* occurs when the residents' shopping needs are **not met** within the community and they must go elsewhere to purchase goods or services. Under this scenario, total annual sales are actually less than total annual sales potential.

The sales capture and leakage identified in **Table 4.2** is translated into actual floor space in **Table 4.3**. The capture or leakage dollar amounts from Column 8 of **Table 4.3** are divided by sales per square foot of each retail type to arrive upon a floor space total. This represents either a floor space surplus or deficit.

Overall, **the retail supply in Berea is not serving the needs of the residents**, as indicated in **Table 4.2**. The *Total* of Column 8 indicates that Berea residents are spending more than \$13 million for goods and services elsewhere.

Examination of individual categories indicates that, while there is *sales leakage* in three of the five retail categories, there are two retail categories which are estimated to be experiencing *sales capture*. Establishments classified as *Convenience Goods and Services* are capturing the most non-resident sales dollars (\$18.9 million), while those businesses classified as *Automobile Sales, Parts, and Service* are drawing an excess of \$7.5 million dollars in sales.

The greatest *sales leakage* is occurring in the *Shopping Goods and Services* category (\$26.4 million). This means that Berea residents are most likely shopping in other communities in or-

Table 4.3, Berea Commercial Inventory: Floor Space Surpluses/Deficits

1 Retail Category	2 Sales Capture / (Leakage)	3 National Median Sales per Square Foot	4 Overall Surplus/(Deficit) in Building Square Feet
Convenience	18,949,133	\$203.44	93,144
Shopping	-26,310,125	\$184.85	-142,332
Auto	7,539,310	\$243.27	30,992
Amusements	-10,666,859	\$58.71	-181,687
Other Retail	-3,074,074	\$163.30	-18,825
Total	-\$13,562,614		-218,709

SOURCE (by column):

2 = Column 8 of Table 1

3 = *Dollars and Cents of Shopping Centers*, ULI-Washington, 1997

4 = Column 2/Column 3

der to purchase items such as clothing, sporting goods, furniture, and electronics. Sales leakage is also occurring in the *Commercial Amusements* category (\$10.7 million). Consequently, Berea residents are visiting other communities to go to the movies, to work-out at a gym, or to visit a golf course. The final category in which residents are spending income elsewhere is *Other Retail*. Establishments included in this grouping are animal hospitals, funeral homes, and business service establishments such as copy and office supply centers.

Map 4.1 illustrates the location of at least some of the *probable* shopping destinations where Berea residents are spending money *outside of the City* to purchase goods and services identified in this sales leakage analysis. Within a three mile radius of the center of Berea are located two community shopping centers-Middleburg Towne Square and Kmart Plaza-that offer a variety of retail goods and services. In addition, within a short distance outside this three mile radius from the center of Berea there are two super regional shopping centers (South Park Center and Great Northern Mall) as well as a regional shopping center (Southland) that draw Berea residents to shop outside their City limits.

In light of the results of this commercial market analysis, there are a number of types of establishments that the City could focus on attracting as a means of both diversifying the commercial base and meeting the goods and service needs of the residents. The following list, while not exhaustive, identifies a variety of these retail types by retail category as well as examples of the recommended businesses (these examples are for illustrative purposes only):

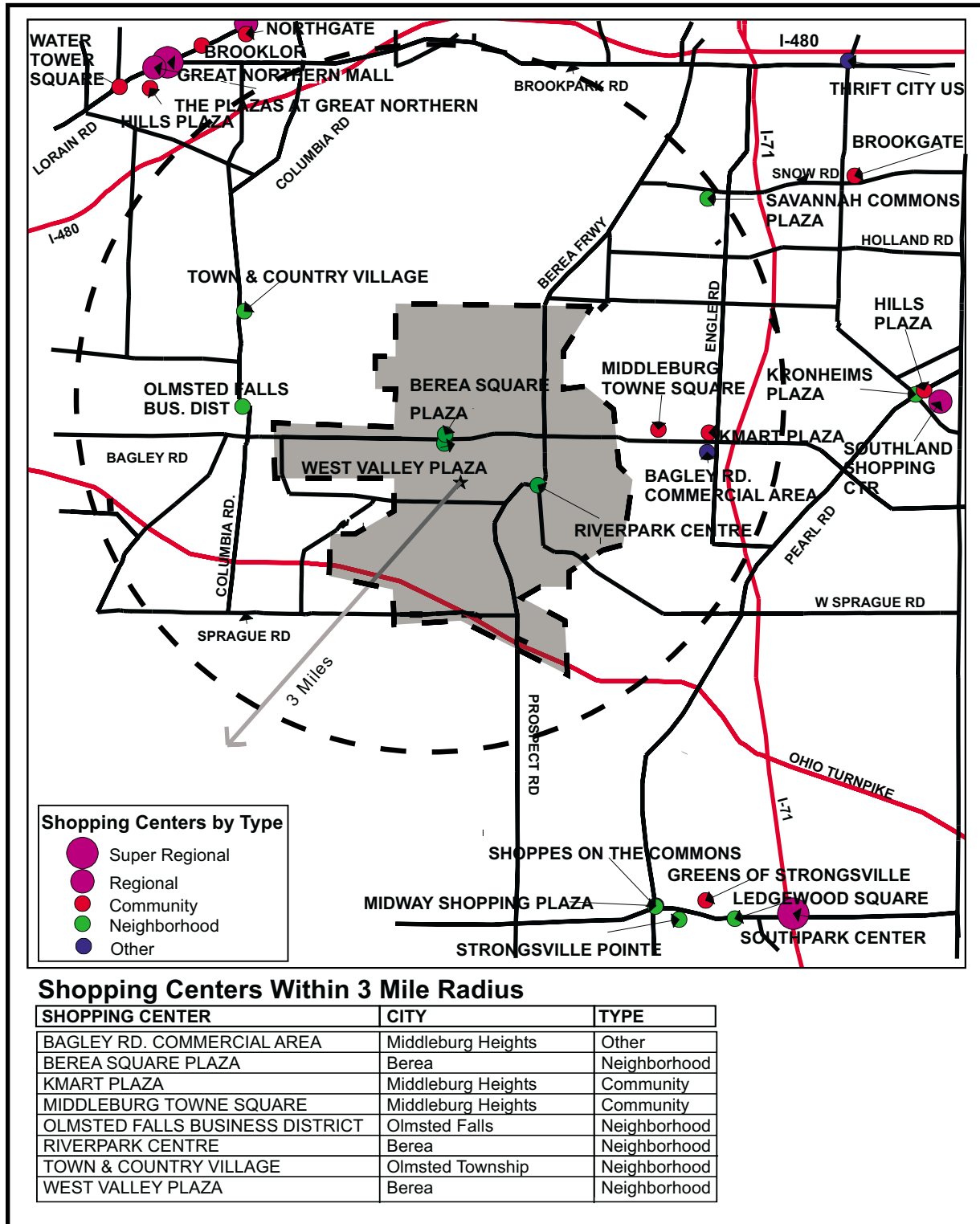
Convenience Goods and Services

- ✓ Large-scale book store (e.g., Borders, Barnes and Noble)
- ✓ Hardware store (e.g., Home Depot, Ace Hardware or True Value Hardware)

Shopping Goods and Services

- ✓ Computer hardware and software (ideally located near the Baldwin Wallace campus).

Map 4.1, Shopping Centers Within a 3-Mile Radius



- ✓ Electronics store (e.g., Best Buy, Circuit City)
- ✓ Specialty clothing providing items such as outdoor apparel and other athletic wear (e.g., Geiger's)
- ✓ Clothing stores found in larger strip centers (e.g., Old Navy, T.J. Maxx, The Gap)
- ✓ Bicycle equipment and service (ideally located near Metroparks access)
- ✓ High end music store catering to high school and college music students (e.g., Guitar Center, Lentene's)
- ✓ Quality furniture store (e.g., Brewster and Stroud or Arhaus Furniture)
- ✓ Family/baby apparel (e.g., USA Baby)
- ✓ Shoe store (e.g., Payless Shoes, Famous Footwear)
- ✓ Junior/Discount Department Store (e.g., Target)
- ✓ Wireless phone and pager sales and service (e.g., AirTouch, GTE Wireless)

Commercial Amusements

- ✓ Movie theater (Cedar Lee-type which specializes in showing independent and/or foreign films and other features not commonly shown at national chain movie houses).
- ✓ Reception center
- ✓ Health club
- ✓ Billiard parlor

Other Retail

- ✓ Office supply store (e.g., Office Max, Office Depot)
- ✓ Hotels with banquet and meeting rooms
- ✓ Extended stay hotel

The addition of the above mentioned retail types would assist in lessening the current *sales leakage* occurring in the identified retail categories. Additionally, the development of new retail types in those categories currently experiencing *sales capture* will not only add variety to the options available to residents, but will attract consumers from outside of the community.

INDUSTRIAL INVENTORY

The total amount of floor space contained within the industrial inventory is nearly double that of the commercial inventory. **Table 4.4** summarizes this inventory, while a complete inventory is located in *Appendix D*.

As illustrated in the table, there is more than 1.9 million square feet of building floor space dedicated to industrial uses, including vacant industrial space. These uses are located mainly in the north and west ends of the City, along Depot and Front Streets and the West Bagley Road Corridor (see **Map 4.2**).

The largest industrial category, *Manufacturing, Assembly, and Associated Warehouse Uses*, consists of over 1.5 million square feet of space, or nearly 80% of the inventory. There is a wide variety of industrial businesses in this category whose floor space range from establishments with just over 1,000 square feet (e.g., Airwork, Inc., FSI North America and LCM Associates)

Table 4.4, Berea Industrial Inventory: 1999

Type of Industry	1999 Building Floor Area	% of Total
Manufacturing, Assembly, and Associated Warehouse Uses	1,517,770	79.7%
Distribution, Wholesale, Construction, and Associated Uses	327,152	17.2%
Vacant Industrial Space	59,236	3.1%
TOTAL	1,904,158	100%

to companies with over 100,000 square feet such as the Hansen Coupling Division of the Tuthill Corporation (108,938) and the Penton Press Inc (240,674).

The *Distribution, Wholesale, Construction, and Associated Uses* category contains approximately 17%, or just over 327,000 square feet of the floor space in the industrial inventory. Smaller tenants, those occupying less than 2,000 square feet of floor space include Hodan Associates, Safeguard Business Systems and Westview Electric Corporation. The largest tenant in this category is Nic Sand, Inc., which occupies 108,000 square feet of building area that fronts on Sheldon Road.

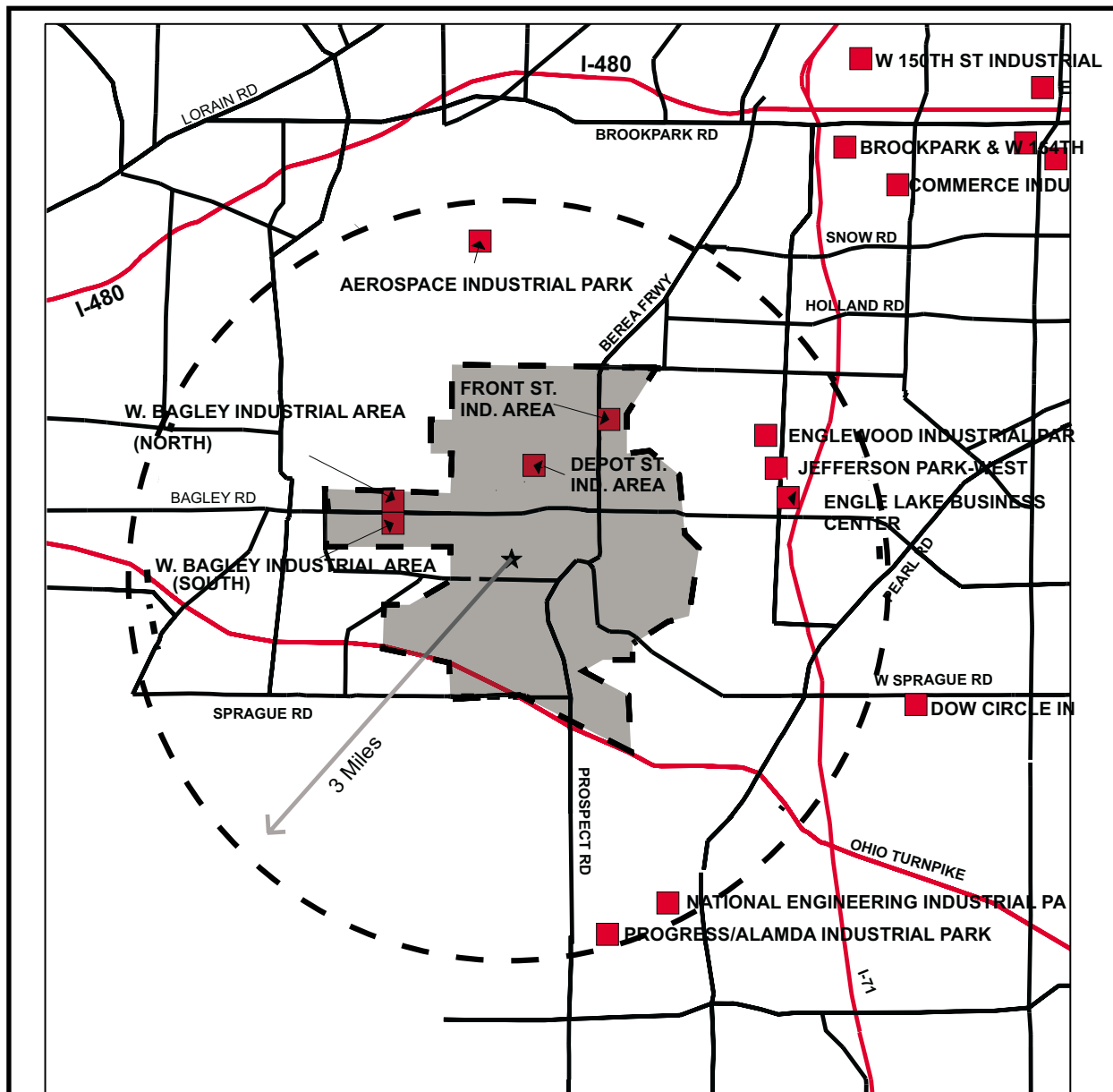
The third category of industrial space, *Vacant Industrial Space*, occupies the smallest portion of this inventory. Currently, there is approximately 60,000 square feet, or 3% of the inventory, contained in this category. Individual vacant building spaces range from approximately 1,000 square feet at 682 West Bagley Road to more than 16,000 square feet at 200-220 Depot Street. Partly as a result of the City's low vacancy rate for industrial building space, Berea has experienced a sizeable increase in recent years in the construction of new industrial development (see the discussion in the following section of this chapter).

NEW COMMERCIAL AND INDUSTRIAL DEVELOPMENT

Table 4.5 identifies both the total number of building permits issued and the estimated construction valuation for new commercial and industrial developments occurring in Berea and selected surrounding communities for the five year period from 1994 through 1998. The other communities identified are: Strongsville, Middleburg Heights, Brook Park, and Olmsted Falls. In total, there were 139 building permits issued, totaling \$418.7 million in construction valuation.

In **Berea** there have been 32 permits issued during this time with a total estimated valuation of \$30.8 million. This represents 23% of the total permits issued and 7% of the total construction valuation. As shown in **Table 4.5**, most of this new construction within Berea has been for **industrial buildings** with 22 of its 32 permits issued for this industrial category. The majority of this new industrial construction activity occurred within the **West Bagley Road Corridor** where the City's new industrial park is rapidly expanding. Berea's industrial permit total ties with Strongsville for the most number of industrial permits issued of the five communities inventoried.

Map 4.2, Industrial Parks Within 3-Mile Radius



Industrial Parks Within 3 Mile Radius

NAME	ADDRESS	CITY	ACRES
ENGLE LAKE BUSINESS CENTER	ENGLE RD (E) ROSEBOUGH (W)	MIDDLEBURG HTS.	33
ENGLEWOOD INDUSTRIAL PARK	ENGLEWOOD DR OFF ENGLE RD	MIDDLEBURG HTS.	140
JEFFERSON PARK-WEST	ENGLE/BAGLEY/JEFFERSON	MIDDLEBURG HTS.	160
AEROSPACE INDUSTRIAL PARK	I-X CENTER (W) CEDAR POINT RD (S)	BROOK PARK	280
W. BAGLEY INDUSTRIAL PARK (NORTH)	W. BAGLEY RD.	BEREA	90
W. BAGLEY INDUSTRIAL PARK (SOUTH)	W. BAGLEY RD.	BEREA	145

The community which issued the greatest number of commercial and industrial building permits during this period was **Strongsville**, in which 56 permits were issued (\$170.8 million construction valuation). Undoubtedly, the high number of new retail commercial building permits was due in large part to the construction in 1995 and 1996 of the new 1,422,775 square foot **South Park Mall** in Strongsville.

Table 4.5, Commercial and Industrial Building Permit Activity: 1994-1998, Berea and Nearby Communities

	Commercial Retail Sales and Services	Office	Industrial	Total
Berea				
# Permits	6	4	22	32
Construction Valuation	\$5,845,000	\$7,575,000	\$17,336,000	\$30,756,000
Strongsville				
# Permits	23	11	22	56
Construction Valuation	\$88,495,371	\$37,949,000	\$44,328,352	\$170,772,723
Middleburg Heights				
# Permits	11	12	2	25
Construction Valuation	\$22,807,158	\$12,684,870	\$1,264,500	\$36,756,528
Brook Park				
# Permits	12	4	8	24
Construction Valuation	\$12,828,000	\$7,675,000	\$159,073,500	\$179,576,500
Olmsted Falls				
# Permits	1	1	0	2
Construction Valuation	\$400,000	\$400,000	\$0	\$800,000

The community in which the construction valuation was greatest was **Brook Park** (\$179.6 million, 24 permits). This high valuation total is due mostly to the extensive building and capital costs involved in the expansion of the **Ford Motor Company** located within Brook Park in recent years. In fact, over 87% of the construction value for Brook Park's industrial permits issued during the five year period inventoried can be directly attributed to the construction of Ford's Engine Plant #2 and its new aluminum plant on Engle Road.

Middleburg Heights had a total of 25 permits issued during this same time period with 23 of these 25 permits being for either retail or office buildings. Included in this total was the construction in 1995 and 1996 of **Middleburg Towne Square**, a 120,000 square feet community shopping center within a half mile of Berea's eastern border along Bagley Road (see *Map 4.1*). This retail center features several national chain retailers including a twelve screen Regal Cinema complex, a Cookers Restaurant and Sears Hardware.

A major reason for this high percentage of retail and office buildings in Middleburg Heights is the City's proximity and direct access to I-71 at Bagley Road. This locational advantage provides a prime location for retail commercial establishments that cater to the automotive, shopping goods and services, and convenience needs of the general public. While the total construction value of new commercial and industrial building in Middleburg Heights was the closest to Berea's, it still exceeded Berea's total construction value by \$6,000,000.

Olmsted Falls had the least number of new commercial and industrial building permits with only two permits issued which totaled only \$800,000 in new construction, the lowest construction valuation of the four communities surveyed. This City's lack of any direct freeway access to the interstate system appears to have placed it at a locational disadvantage for commercial and industrial growth when compared to the other communities surveyed.

CONCLUSION

Berea's unique location, which includes not only being the home of Baldwin-Wallace College but also includes having direct nearby access to the IX Center, Cleveland Hopkins International Airport, and interstates 480 and 71, provides the City with the opportunity to attract additional retail commercial and industrial development. Berea has the same opportunity to benefit from nearby highway interchanges and regional growth generators that surrounding communities such as Brook Park, Middleburg Heights and Strongsville are realizing if vacant land or previously developed land is redeveloped for new commercial and/or industrial development.

Nevertheless, in keeping with the overall goals of this master plan, it is important that the City not forsake its many small retail businesses at the expense of attracting newer large-scale commercial establishments. Conversely, it is important that the City of Berea preserve its unique small-town character and charm, without forsaking the opportunity to continue to expand its economic and commercial base.

CHAPTER 5

PUBLIC FACILITY AND INFRASTRUCTURE ANALYSIS

INTRODUCTION

Berea residents currently enjoy many public amenities including good schools and excellent municipal services such as full-time police and fire protection, its own water supply and distribution system, its own building department, and several other offices essential for the smooth running of local government. In addition, Berea has extensive recreation programs, its own recreation center and a substantial portion of Cleveland Metroparks within its municipal limits.

In order to assess the adequacy of community facilities, programs and infrastructure for the future, a thorough understanding of the present availability of these facilities is required. This chapter will examine the following subjects in order to take a closer look at the adequacy of the City's current public facilities and infrastructure (roads, bridges, water and sewer lines, and wastewater treatment plant):

1. An inventory and assessment of the *parks and recreation* options available in Berea
2. An inventory of *City-owned* lands
3. An inventory of *School-owned* sites
4. An inventory and assessment of the City's *public facilities*
5. An inventory and assessment of the City's *infrastructure*
6. A discussion of proposed options for extending *RTA Rail into Berea*

Thus, it is the intent that this chapter not only serves as a readily-available resource of information on existing public facilities within the City, but also that this chapter establishes specific goals and recommendations for improving public facilities and infrastructure within Berea.

I. PARKS AND RECREATION

This section identifies the various parks and recreation facilities available in Berea, assesses the adequacy of these facilities in terms of comparisons with national standards, and identifies recreation needs in terms of parkland and facilities. This section also assesses the current condition of all outdoor recreational facilities within the City and lists various improvements to recreational facilities that are either in the planning or construction stages of development.

Parks And Recreation Administration

The Berea Recreation Department oversees the City's parks and recreation facilities and programs. There are four full-time employees and 120 part-time employees. The annual budget for this department is \$800,000. While there is no recreation planning board, the Recreation Department coordinates efforts with different community organizations as a means of obtaining input regarding planning efforts.

National Standards For Parks And Recreation

As indicated in the *Land Use* chapter (Chapter 3), there are 434 acres of land in Berea used for recreational purposes. Approximately 324 acres of this land is located within two Cleveland Metroparks Reservations (Mill Stream Run and Rocky River Reservations) while approximately 53 acres are comprised of City-owned land and another 57 acres are located at the

County Fairgrounds. The National Recreation and Park Association (NRPA) sets standards for parkland acreage per 1,000 persons. This standard, which ranges from 6.25 to 10.5 acres per 1,000 persons was established in 1987 and is utilized as a means of assessing community recreation needs. Based upon the Census Bureau's most recent (1998) population estimates for the City of Berea of 18,380, City residents enjoy nearly 24 acres of recreational land per 1,000 residents or more than twice the maximum amount recommended by the NRPA.

In addition to acreage standards, the NRPA recommends that communities have diversity in park types. There are four types of parks: 2-3 acre *mini parks* which often substitute for backyards in dense urban areas; 5-10 acre *neighborhood parks* which provide for active children's play and passive adult recreation; 20-100 acre *community parks* which serve from 10,000 to 50,000 people and provide a variety of activities for all ages; and *regional parks* which serve the metropolitan area.

There is diversity among the different parks available to Berea residents. There is one mini park (John Mucklo Playground), two neighborhood parks (Dora Lee Payne and Lou Groza Parks), one community park (Coe Lake/Community Pool), and one regional park (Metroparks Reservations). The Berea Recreation Center provides indoor recreational opportunities, as well. In addition to these City-owned facilities are the outdoor recreation amenities found at the five public schools and Baldwin Wallace College. All of these park and recreation amenities are addressed more fully in the next section.

Additional to the parks and recreation land are the 57 acres located in Berea's portion of the Cuyahoga County Fairgrounds. There is a wide variety of scheduled events at the Fairgrounds throughout the year. Events drawing large numbers of visitors include: The Berea City Club Rib Burn Off in May (75,000 people), the Grindstone Festival in July (50,000 people), and the Cuyahoga County Fair in August (200,000 people). Other events and trade shows occur intermittently as well, such as dog training classes that take place every Monday evening throughout the year.

Types Of Facilities Currently Available In Berea

Table 5.1 identifies the recreational facilities currently available for Berea residents' use located within the City's parks and recreation facilities, Berea Schools, and Baldwin Wallace College. In addition, NRPA standards for each type of facility are indicated, as applied to the 1998 Berea population estimate.

A similar assessment was conducted in the 1994 Comprehensive Plan. One of the more notable needs identified in that Plan was that of an indoor recreation facility. This need has been met since that time. The Berea Recreation Center, which provides a variety of indoor recreation facilities and is included in the following table, was completed in June, 1995.

As **Table 5.1** indicates, there are numerous recreational facilities available for Berea residents. There is an adequate number of facilities in terms of meeting national standards for nearly all facility types.

Table 5.1, Inventory of Recreational Facilities in Berea

Type of Facility	Number Available in City Parks	Number Available at Schools	Number Available at Other Sites	NRPA Standards for Berea	Deficit (-) or Surplus (+) According to NRPA Standards	
Baseball/Softball Fields	4	4	1	(1/5,000)	4	+5
Basketball Courts	4	8	0	(1/5,000)	4	+8
Football Field/Track	0	2	1	(1/20,000)	1	+2
Volleyball Courts	0*	0	0	(1/5,000)	4	-4
Tennis/Racquetball Court	0	9	4	(1/2,000)	9	+4
Swimming Pools	2**	0	1***	(1/20,000)	1	+2
Practice Field (field hockey)	0	5	0	(1/20,000)	1	+4
Playgrounds	4	4	0	(1/5,000)	4	+4
Indoor Gymnasium (multiple recreation courts)	1	8	0	(1/10,000)	2	+7
Recreation Center	1	--	--	(1/30,000)	1	0
Picnic Pavilion Areas	4	0	0	--	--	--
Recreation - horseshoe pits, whirlyball, etc.		(paved play areas)				
Weight/Exercise Rooms	1	0	0	--	--	--
Community Meeting Rooms	3	(misc. classrooms, auditoriums, etc.)	0	--	--	--
Golf/Batting Cages	0*	0	0	--	--	--
Sauna/Whirlpool Room	1	0	0	--	--	--
Gameroom	1	0	0	--	--	--

*Both volleyball courts and batting cages are proposed additions for Lou Groza Park

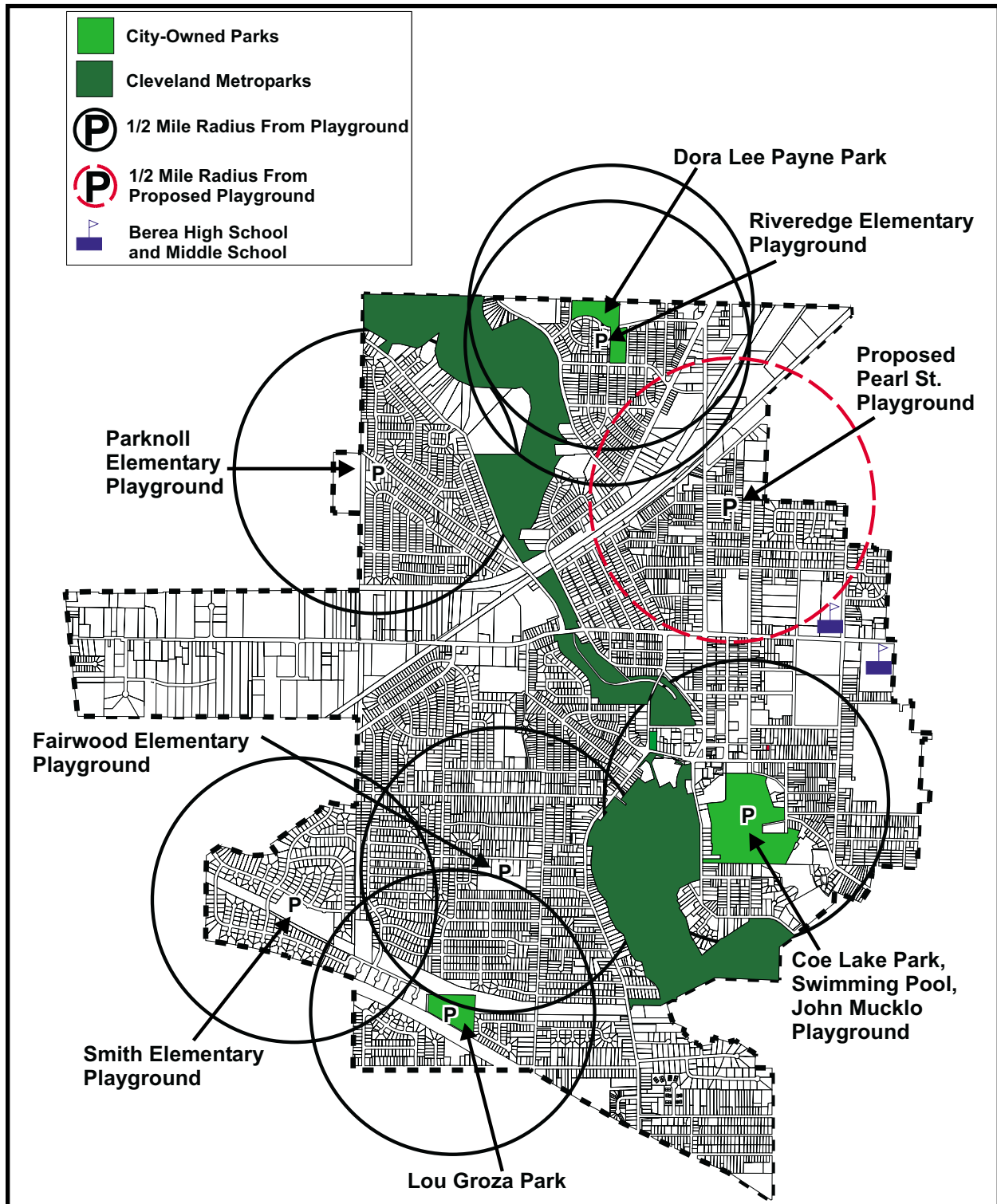
**One of the pools is a year-round swimming pool at the Recreation Center

***Baldwin Wallace College's indoor swimming pool is available for Berea's senior citizens

Additionally, while there are no volleyball courts or batting cages currently found in the City, a grant from the Ohio Department of Natural Resources will fund the construction of both batting cages and volleyball courts, as well as a concession stand and restrooms at Lou Groza Park. When completed, this project will add to the diversity of recreational facilities available to residents.

While there is an adequate number of playgrounds in terms of needs based upon the population, the 1994 Plan indicated a need for increased access to playgrounds so that children need not walk more than a half-mile to a neighborhood playground. *Map 5.1* illustrates both City-owned parks and the Metroparks as well as both City and School playgrounds with corresponding half-mile radii. As the map illustrates, with the proposed construction of the new Pearl Street Neighborhood Park later this year (2000), only the western Bagley Road Corridor and the southeastern portions of the City are under-served in terms of playgrounds within a half-mile walk.

Map 5.1, City of Berea Parks and Playgrounds



In addition to adding new playgrounds in these areas, the Berea Recreation Director indicated there is a need to include fields for youth programs and an expansion of the indoor recreation facility to allow for added programming opportunities.

There are recreation opportunities available at Coe Lake including boat rentals. Weekly band concerts occur at the gazebo as well as rental of the gazebo for special occasions, such as weddings and photos.

As indicated in *Table 5.1*, there are a number of facilities available at the Berea schools for use by residents. In addition to the outdoor options, there is a variety of opportunities for residents to utilize indoor school facilities, such as gymnasiums, auditoriums, and classrooms. There are eleven buildings within the Berea School District located within Berea, Middleburg Heights and Brook Park. Organized groups can utilize the various facilities in these schools. *Table 5.1* highlights those located within the schools in Berea. While there are eight indoor gymnasiums, there are also two auditoriums (one each at the High School and Junior High), and various meeting rooms and classrooms that can be reserved. These groups include Berea Recreation-sponsored groups, Boy/Girl Scouts, and adult education. There are various fees charged by the Berea School District for use of these facilities.

Recreational opportunities located at Baldwin Wallace College are included in the table ("Other Sites"). While there is a recreation center located at the College, it is not available for general use by Berea residents. However, the pool at the college's recreation facility is used for "senior swims." The tennis courts and ballfield are also available for use. The football field is utilized by the Berea High School football team and band. Additionally, the college sponsors camps for young people.

The Berea Summer Theater is also located at Baldwin Wallace College. There are two performance facilities, one seating 330 and the other seating 550 people. While the theater celebrated its 40th anniversary in 1996, recently the College President announced that due to declining revenues and increased costs, the theater will not open for the year 2000.

The Cleveland Metroparks provide numerous additional recreational opportunities for residents which are not depicted in *Table 5.1*. Included in these options are picnic shelters, all-purpose-trails, and Wallace Lake, in which visitors can swim in the summer months. Also in the Metroparks is the Music Mound area and amphitheater, which is presently underutilized. The Cleveland Metroparks has identified this area for future improvements including rehabilitation of this area's landscaping and restrooms as well as promoting its use.

Condition Survey Of Recreational Facilities

The Cuyahoga County Planning Commission conducted a survey of community recreation departments in 1992 as part of the Urban Parks and Recreation Recovery Action Plan. The Plan inventoried and surveyed the condition of existing recreational facilities in the County, outlined inadequacies in the provision of services, developed goals for the provision of recreation, prioritized facilities for rehabilitation, and developed a series of actions to answer needs and goals.

This information was updated for Berea in 1999 and the first quarter of the year 2000 through a field survey which inventoried and indicated the condition of outdoor facilities, playground equipment, and supplemental facilities. The condition of indoor recreation was not part of the survey. Facilities were recorded as one of the following:

Excellent Condition: the facility or equipment was new or nearly new.

Minor Repairs Needed: the facility or equipment was useable; however, minor repairs, such as painting and cleaning, were needed.

Moderate Repairs Needed: the facility was still useable, but some moderate repair is necessary. Such repairs included replacement of a part of the equipment, or the repair or patching of base materials, such as playground base material, courts, or parking areas.

Major Repair or Replacement Required: the facility or equipment was unuseable in its present condition. Fields, courts, and other base materials were inadequate or unsafe. Equipment was broken or dangerous.

The results of the 1999/2000 survey of parks and recreation in Berea are found in **Table 5.2**. Several of the parks had facilities rated in the *excellent condition* category. In addition, the table indicates that there are no recreation sites for which *major repairs* were deemed necessary. The vast majority of repair needs indicated were for *minor repairs*. For the most part, these repairs include regular maintenance such as painting and cleaning, and would not include the replacement of equipment. There were three items listed as needing *moderate repair*. These were the Berea Community Pool, the basketball hoops at Dora Lee Payne Park, and the Bike Racks at River Edge School. While these facilities would require more extensive (and expensive) repair work than facilities being classified as needing minor repair, actual replacement of these facilities has to date **not** been recommended.

New Construction And Planned Recreational Improvements

There have been extensive improvements occurring at Coe Lake in recent years. The gazebo was constructed in the early 1990's. More recent construction that was completed in the Fall of 1999 includes a pedestrian bridge, a boardwalk along the lake which ties into a fishing pier and deck, a plaza overlook, and a canoe launch. Additional improvements have occurred at the adjacent Berea Community Pool in which the pool house has been remodeled both inside and out, including new indoor facilities. There is also a new picnic pavilion, the construction cost of which is being shared with the Kiwanis. In addition, a new Ohio Historical Marker was dedicated at Coe Lake in April, 1999 commemorating the lake area as the former site of historic Berea sandstone quarries.

Relocation of the City's skateboard park from Coe Lake to a site adjacent to the water treatment plant off of South Rocky River Drive, which is in close proximity to the City's police and fire departments, has also been proposed. The park will occupy about 7,000 square feet of space and is being funded by both a federal grant and an endowment made to the City by the National Football League.

Table 5.2, Condition of Facilities

Site	Excellent Condition	Minor Repair	Moderate Repair	Major Repair	Comments
City Facilities					
Berea Community Pool	Restrooms, picnic pavilion, picnic tables and poolhouse	Benches, bike racks	Pool		Shares parking with Coe Lake and Mucklo Playground; poolhouse interior/exterior was remodeled in 1999
Coe Lake	Picnic pavilion, gazebo, boardwalk, fishing pier, canoe launch				Shares parking with Community Pool and Mucklo Playground
Dora Lee Payne Park	Basketball hoops, jungle gym and soccer fields	Small open field, score board, bleachers, swing set, restrooms, picnic pavilion (no tables, grills)	Basketball hoops		
John Mucklo Playground		Swing set, picnic tables, bike racks, parking lots			
Lou Groza Park Ballfield	Jungle gym	Softball field, small open field, swing set, teeter totter, tires wings, picnic tables, bike racks, parking lots, restrooms			CEI easement runs through the north side of the park.
School Facilities					
Berea High School		Baseball field, football field, jogging track, long benches, bleachers, parking lots			Parking lot has limited handicapped access
Fairwood School		Soccer field, small open field, basketball hoops, metal monkeybars, chin-up bars, overhead bars, balance beam, bench, paved play area, parking lots			
Frederick Roehm Junior High School		Football field, small open field, basketball hoops, jogging track, bleachers, paved play area, bike racks, parking lots, ball field			
Park Knoll Elementary		Base material, softball, field, basketball hoops, swing set, metal monkey bars, chin-up bars, overhead bars, paved play area, tetherball, benches, parking lots, soccer fields			
River Edge School		Softball field, basketball hoops, swing set, wooden jungle gym, paved play area	Bike racks		
Vivian Smith Elementary		Soccer field, basketball hoops, jungle gym, tennis courts (2), paved play area, swings, tables			

SOURCE: Cuyahoga County Planning Commission Field Surveys 1999 and 2000 and Berea Recreation Department

Also proposed is the development of a new park on Pearl Street between Second and Third Avenues. The project is estimated to cost approximately \$15,000 and is expected to be completed by the summer of 2000. Preliminary plans include trees, a play surface, a play structure, and a four-seat swing set. This park will provide recreation opportunities not available to residents in this portion of Berea.

The Cleveland Metroparks provided information regarding recent improvements that have been made by the Metroparks in Berea's Mill Stream Run Reservation. These include:

- ✓ Ongoing dredging of Baldwin Lake
- ✓ Installation of a new dam control gate at the north end of Baldwin Lake
- ✓ Replacement of the river ford near Eastland Road
- ✓ Installation of new restrooms serving the Music Mound facility
- ✓ Resurfacing of the parking lot at Baldwin Lake on North Quarry Lane
- ✓ Construction of a paved all-purpose trail along North Quarry Lane connecting the Berea business district to Valley Parkway for non-vehicular traffic
- ✓ Construction of an all-purpose trail along Barrett Road connecting the Rocky River Reservation to the Mill Stream Run Reservation

Community Facilities For Older Adults

There are a variety of programs available through the City's recreation facilities as well as in the form of senior assistance. Exercise programs available to seniors include weight room instruction, and water and arthritis classes. Jitney services are available to transport seniors to the facilities where these senior activities are offered, as well as to provide transportation for medical appointments and shopping. Also provided is snow removal for senior citizens during the winter months.

The continuation of these services as well as the providing for additional senior services and facilities will be important for the future, as the population of Berea is aging, as evidenced in the demographics portion of this Plan (Chapter 2). As indicated in that chapter, while approximately 13% of Berea's population was in the *55 and Over* age group in 1970, more than 22% of the population was in that age group in 1990. This percentage of seniors within Berea is expected to continue to rise and could reach 25% by the year 2000 and over 30% by the year 2020.

Recommendations For Meeting Current And Future Parks And Recreation Needs And Goals

The Berea Recreation Department has indicated that parks and recreational needs include additional fields for youth programs as well as the expansion of the indoor recreation facility for additional programs.

The Cleveland Metroparks published a master plan in March 1995 which included a component identifying recommendations for each of the Metroparks' thirteen reservations (*Metroparks 2000: Conserving Our National Heritage, Reservation Concept Value Plans*). The recommendations are divided into five different subcategories: conservation, education, recreation, infrastructure improvements, and land protection. Recommendations for the Mill Stream Run Reservation contained within Berea involve Chiprock Gorge and the quarry. These are:

Chiprock Gorge

Education:

- ✓ Provide interpretive graphics to define significance of quarry sites.

Recreation:

- ✓ Develop primary trailhead at Center Street parking lot, adjacent to shopping center;
- ✓ Relocate bridle trail from Lee Road to Bridge Street to increase safety of bridle trail users.

Infrastructure Improvements:

- ✓ Provide retaining wall stabilization along Canyon Drive.

Quarry

Conservation:

- ✓ Manage Baldwin Lake by developing off-river marsh areas, to preserve and promote the wetland and waterfowl component of the lake. (Includes improving aesthetics and limiting use of western shoreline; removing on-street parking; removing picnic tables from northern part of lake; and providing tree enhancement program and shoreline stabilization.)

Recreation:

- ✓ Redevelop Wallace Lake with new parking and entry, an additional shelterhouse, a wading pool, new fishing and boating opportunities and a half-mile all-purpose-trail loop around the Wallace Lake area to increase accessibility. Replace existing North Quarry shelterhouse with a larger one.
- ✓ Relocate existing all-purpose-trail away from shoreline of Baldwin Lane
- ✓ Redesign South Quarry Picnic Area (entry, parking, etc.) to increase picnic opportunities.

- ✓ Expand current usage of YMCA Cabin to include group picnicking and camping. Remove remaining interurban infrastructure.
- ✓ Provide an all-purpose-trail extension to Rocky River Drive and East Bridge Street in Berea (approximately .4 mile).
- ✓ Expand Music Mound Picnic Area by utilizing current dredge site for picnic area, locating small-sized shelterhouses in proximity to eastern shoreline of Baldwin Lake, providing modern vault restrooms, utilizing upper lot for controlled parking (with gates), and providing additional trail and viewing opportunities.
- ✓ Improve Music Mound Amphitheater Area by replacing existing rest rooms, promoting amphitheater for group use, rehabilitating landscaping and stonework, improving existing utilities, improving signage and locating a crosswalk to improve safety of pedestrians.

Infrastructure Improvements:

- ✓ Add fire protection, sewage, and electrical improvements for all buildings within the Wallace Lake and Music Mound areas.
- ✓ Provide structural repairs to Humpback Bridge.
- ✓ Remove existing toilets and replace with modern vault rest rooms at Music Mound.

Barrett Road

Recreation:

- ✓ Increase safety of Barrett Road sledding hill by improving its design, increasing its capacity, and improving its parking.
- ✓ Improve Berea Falls Scenic Overlook by adding graphic displays, handicap access, and a secondary trailhead. Study feasibility of providing additional viewing areas.
- ✓ Extend all-purpose-trail to Bagley Road (approximately .3 mile).
- ✓ Redevelop intersection at Barrett Road and Valley Parkway.

Land Protection:

- ✓ Conserve remaining upland east of NoBottom Road (approximately 313 acres).
- ✓ Conserve land surrounding the existing Berea Treatment Plant (approximately 14 acres).
- ✓ Conserve remaining land west of Berea Falls to preserve scenic views (approximately 9 acres).

II. INVENTORY OF CITY-OWNED LANDS

Excluding the street rights-of-way, the City of Berea owns approximately 3.3% of the overall acreage identified in the *Land Use* chapter (114.3 acres of 3,479 total acres). **Table 5.3** and **Figure 5.1** identify the land use categories comprising the overall quantity of City-owned land.

The single-largest type of City-owned land is that used for parks and recreation purposes, which occupies 51 acres or 44.9%. Land used for other City functions including the city hall complex, the fire station, and the city services garage, combined, utilize 21.1% of City-owned land. The Cleveland Browns Training Facilities, the only municipally-owned land used for private purposes, occupies 10.9% of City-owned land. Approximately 9.4% of the land the City owns is vacant. Utilities on land owned by Berea occupy 9.0%. Finally, miscellaneous other parcels occupy 4.7% of City-owned land.

III. INVENTORY OF SCHOOL-OWNED LANDS

The Berea School District owns more than 85 acres of land within the City of Berea. **Table 5.4** identifies the allocation of this land.

Facilities comprising this land consist of the Berea High School, Roehm Middle School, four elementary schools, the Berea Schools Administration Building, and the bus and maintenance garage. Berea High School, located on East Bagley Road, occupies the greatest portion of this land (22.3 acres), while Roehm Middle School occupies 14.6 acres on Pleasant Avenue. The four elementary schools, combined, occupy 41.5 acres. The School District's Administration Building is located upon two acres along Fair Street, and the bus and maintenance garage on Riveredge Parkway utilizes 5.3 acres of land.

IV. PUBLIC FACILITIES

City Hall

The Berea City Hall, located in the Berea Commons, was built in 1965 and is presently 35 years old. The current use of this facility is restricted due to space constraints. Difficulties are frequently encountered, for example, when either the City Council Chambers or the Mayor's Conference Room are used for larger meetings. General storage and office space is cramped as well.

City Hall offices are located on three floors. The basement contains various administrative offices such as the Building and Engineering Departments, the Service Director's office and various meeting rooms; the ground or main floor contains the Mayor's Office, City Council Chambers and the City's Law and Finance Offices; and the upper or second floor contains the Berea Municipal Court.

According to the City's Service Director there is a need for a 30% to 50% increase in overall office space as a means of ameliorating these challenges. The *Final Development Plan* portion of

Table 5.3, Summary of City-Owned Land

Land Use	Acreage	% of Total
Parks and Recreation	51.26	44.9%
City Services Garage	22.34	19.5%
Cleveland Browns Training Facilities	12.47	10.9%
Vacant	10.72	9.4%
Utilities	10.25	9.0%
Other	5.41	4.7%
Fire Station	0.95	0.8%
City Hall Complex	0.88	0.8%
Total Acreage	114.28	100.0%

Figure 5.1, Summary of City-Owned Land

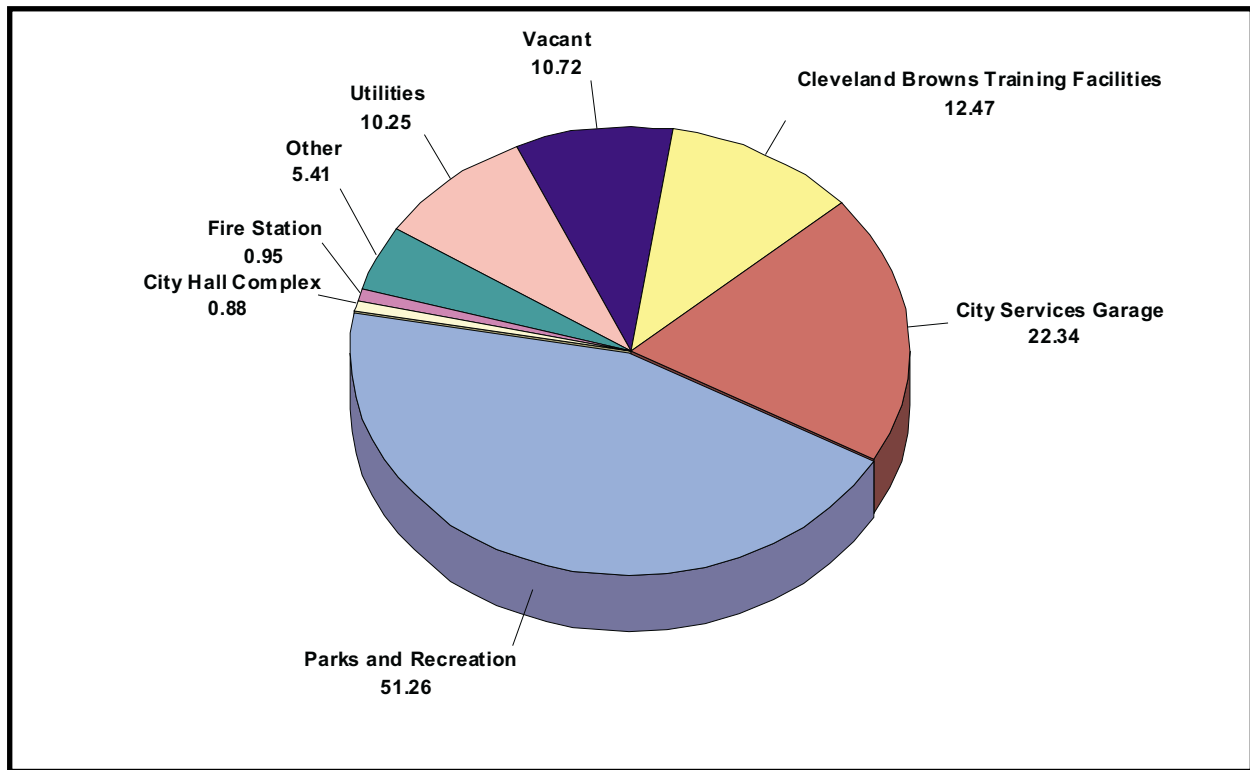


Table 5.4, Summary of Berea Board of Education Properties Within the City of Berea

Parcel Number	Address	Current Use	Acres
362-21-001	165 East Bagley Road	Berea High School	22.3
364-16-022	7220 Pleasant Avenue	Roehm Middle School	14.6
363-29-026	191 Race Street	Fairwood Elementary	9.6
363-28-034	Race Street West of Fairwood Elementary	Elementary School Playground	0.9
361-03-182	499 Nobottom Road	Parknoll Elementary	13.1
361-21-002	224 Emerson Avenue	Riveredge Elementary	5.0
364-35-009	535 Wyleswood Drive	Smith Elementary	12.8
363-29-021	390 Fair Street	Administration Building	2.0
361-20-014	235 Riveredge Parkway	Bus and Maintenance Garage	5.3
Total Acreage			85.6

this *Master Plan* addresses the need to consider the potential expansion of these City Hall facilities.

Police Station

The Police Department is housed in the oldest portion of the City Hall Complex which was built in 1950. Similar to the rest of City Hall, the functions of the Police Department are limited by space restraints. The electrical system is not sufficient for the department's computer and communication needs. There is inadequate off-street parking for police cruisers. Additionally, the lack of secured, enclosed parking for the Police behind City Hall and the Police Station have resulted in vandalism to police cars as well as slower emergency response time in the winter due to ice and snow build up on windows. The Police Chief has indicated a need to develop an enclosed private or semi-private off-street parking area with a minimum of 24 spaces to accommodate the department's present fleet of vehicles. This type of facility would free up existing garage space to be used for additional equipment storage.

In addition, there are potential dangers due to the lack of a separate facility for prisoners and any subsequent contact that may occur between the prisoners and the public or City Hall employees in the common spaces in the lobby and elevator. The current jail space is inadequate. There are only five cells for male prisoners and one cell for female prisoners. There are no long-term holding facilities, and prisoners, therefore must go to either the Cuyahoga County Jail or to the Huron County Jail in Norwalk.

Fire Station

The Berea Fire Station was built in 1970 and is still in good to excellent condition. According to the Insurance Services Offices, Inc., a national insurance rating firm, the City's community fire insurance rating is average (5). There is an overall need for additional space for both equipment and personnel. Current space restrictions prevent the accommodating of female fire fighters. Equipment storage needs include providing for temporary storage of a hazardous materials vehicle. The City has recently purchased 0.21 acres of land directly to the north of the

fire station which will permit future expansion. An issue to be addressed is whether the historic home on this additional parcel should be preserved, demolished, or moved to another location.

In addition to the above concerns, the Fire Department has certain equipment needs. Both its 1979 pumper and its 1979 squad car need to be replaced.

Water Treatment Plant

Berea has had its own water treatment system since 1834. The existing Berea Water Treatment Plant was completed in 1984 and is in good to excellent condition. The water supply is normally the East Branch of the Rocky River, except during the winter when Coe Lake is utilized due to the fact that seepage of winter road salt into the East Branch of the Rocky River causes chloride levels in the river to become too elevated for drinking water purposes. The present water rates are about one-quarter of the City of Cleveland's rates.

Presently, the Treatment Plant has an excess of capacity. The water plant can treat up to four million gallons per day, while the current average daily demand is at 2.5 to 2.7 million gallons per day. The excess capacity allows for potential population growth as well as expansion of service to neighboring areas. The storage capacity is 2 million gallons. Two new pump stations were constructed in 1999 as a means of boosting water pressure from 60 psi to 80 psi.

Public Library

The Berea Branch of the Cuyahoga County Public Library is located adjacent to the Berea City Hall Complex. The library was renovated and expanded during the years 1988 and 1989. The average number of library visitors each day ranges from 350 to 400 and the average annual circulation is 450,000. Increased usage of the library has resulted from the addition of new computers as well as the popularity of CD's, tapes, and videos. The parking for the library is the municipal lot in the rear of the facility which is shared by City Hall employees, and visitors to both Coe Lake and the municipal pool.

The existing space within the Library is limited but there is no planned expansion of the facility. Library staff are currently making efforts to create additional space by rearranging library materials.

V. INFRASTRUCTURE: INVENTORY AND ASSESSMENT

Infrastructure within a community pertains to all the public and semi-public facilities and services that are vital and necessary to sustain residential, commercial and industrial development. Examples of community facilities and services that are considered crucial elements of infrastructure and which are examined within this section of the master plan are the City's street and road system, bridges, culverts, the City's water supply and treatment systems, and water and sewer (storm and sanitary) lines.

City Infrastructure Inventory

Table 5.5 identifies the infrastructure for which the City is responsible. The data in the table was compiled by the City's Engineer in September of 1999 for use by the Ohio Public Works Commission. Included is information regarding quantities of particular infrastructure components the City maintains, the condition of each component, and estimated dollar amounts for either complete replacement or repair. The City Engineer has estimated that the complete replacement of all these systems would exceed \$294.8 million, while the overall repair of all of these infrastructure components would cost over \$115.6 million.

The condition ranking found in **Table 5.5** examines each infrastructure component on the basis of whether the component is in an excellent, good, fair, poor or critical condition. The following definitions taken from the *Application Manual* prepared by the District One Public Works Integrating Committee further explains the above rating condition terms:

Excellent: Infrastructure unit requires little or no maintenance to maintain integrity.

Good: Infrastructure unit requires extensive maintenance to maintain its integrity.

Fair: Infrastructure unit requires minor rehabilitation to maintain its integrity.

Poor: Infrastructure requires standard rehabilitation to maintain its integrity.

Critical: Infrastructure requires complete reconstruction and no part of the existing facility is salvageable or requires extensive rehabilitation to maintain its integrity. Examples of how this definition would be applied are as follows:

- ✓ **Road:** Complete pavement replacement is required.
- ✓ **Bridge:** No part of the bridge is salvageable and the complete replacement of the bridge is required.
- ✓ **Underground infrastructure (water and sewer lines):** System is functionally inadequate (too small).

As indicated in the table, the City of Berea maintains 82.6 miles of roads. The City Engineer has indicated that more than 60% of these roadway miles are in either *excellent* or *good* condition (51 miles). Of the remaining mileage 20 miles have been rated as being in a *fair* condition, 10.1 road miles are in a *poor* condition, and 1.5 miles have been rated as in a *critical*.

The overall condition of the City's bridges and culverts is not as high as the City's roadways. Not counting County bridges such as the Bagley Road Bridge that was just repaired and resurfaced during the summer of 1999, the City of Berea is currently responsible for five bridges. While two of these five bridges are rated in a *good to excellent* condition, two other bridges are rated only in a *fair* condition and one bridge is rated in a *poor* condition. Several of the City's culverts are also of concern since 10 (4%) of the City's total number of culverts were rated as being in a *critical* condition and another 72 (28.8%) were rated in a *poor* condition.

Table 5.5, 1999 Berea City Infrastructure Inventory

Infrastructure Component	Total	Excellent	Good	Fair	Poor	Critical	Replacement Cost	Repair Cost
Roads	82.6 miles	11.0	40.0	20.0	10.1	1.5	\$167,375,000	\$52,100,000
Bridges	5	1	1	2	1	0	\$9,750,000	\$1,435,000
Culverts	250	18	50	100	72	10	\$11,100,000	\$3,050,000
Water Supply Systems	1 facility	0	1	0	0	0	\$14,500,000	\$5,675,000
Water Distribution	314,300,000 linear feet	35,000,000	71,000,000	67,500,000	86,000,000	54,800,000	\$26,750,000	\$15,425,000
Wastewater Systems	0	na	na	na	na	na	na	na
Wastewater Collection	300,350,000 linear feet	45,052,000	30,035,000	105,122,000	75,088,000	45,053,000	\$37,800,000	\$19,775,000
Stormwater Collection	257,370,000 linear feet	25,739,000	38,603,000	128,686,000	38,603,000	25,739,000	\$27,550,000	\$18,175,000
Solid Waste Disposal	na	na	na	na	na	na	na	na
Totals							\$294,825,000	\$115,635,000

While the City does not maintain any wastewater treatment systems, it does have its own water supply and distribution system. The City's water supply system has been rated as being in a *good* condition. As noted earlier in this chapter, the City's water distribution system has been recently upgraded with the construction of two new pump stations that will increase water pressure throughout the City from 60 psi to 80 psi. In addition the City's water treatment plant has a substantial amount of excess capacity that could be used to treat additional water some-time within the future.

The City maintains both wastewater and stormwater collection systems, both of which are in varying conditions. Approximately 15% of the wastewater collection lines are in *excellent* condition, 10% are in *good* condition, 35% are in *fair* condition, 25% are in *poor* condition, and 15% are in *critical* condition. In terms of the stormwater collection lines, 10% are in *excellent* condition, 15% are in *good* condition, 50% are in *fair* condition, 15% are in *poor* condition, and 10% are in *critical* condition.

Berea's Five Year Capital Improvement Plan has also been compiled by the City Engineer for the Ohio Public Works Commission. **Table 5.6** lists this data by project and by year. Figures for the first two years identified (1998 and 1999) represent actual spending on capital projects during the past two years while those listed for the remaining five years illustrate projected capital improvement costs.

In 1998 the most expensive capital improvement was the completion of the Barrett Road Underpass and Nobottom Road Reconstruction joint project that cost a total of \$6,347,823. Other capital improvement projects completed in 1998 and 1999 included several local road improvements including the construction of the second and third phases of the Berea Industrial Parkway, which runs parallel and south of West Bagley Road; the repair and resurfacing of the Bagley Road Bridge that crosses the East Branch of the Rocky River near the center of Berea, and the completion of various recreational, walkway and pier improvement projects to Coe Lake Park.

Table 5.6, Berea Five Year Capital Improvement Plan

Project Description	1998	1999	2000	2001	2002	2003	2004	TOTAL
ROAD CONSTRUCTION								
Arden Ave. pavement replacement	\$74,379							\$74,379
Annual crack sealing project	\$104,500	\$50,000						\$154,500
1998 Rejuvenating project	\$21,572							\$21,572
Misc. overlay projects	\$231,755	\$529,512	\$693,000	\$660,500	\$633,400	\$917,500	\$608,100	\$4,273,767
Beech St. curb replacement	\$16,250							\$16,250
Bevans St. overlay & storm sewer project		\$48,200						\$48,200
Hamilton overlay & stormwater sewer project		\$40,000						\$40,000
Harnagy overlay & storm sewer project		\$32,900						\$32,900
Monroe St. overlay & storm sewer project		\$70,200						\$70,200
Bevans, Monroe & Stanmary sidewalk replacement		\$85,100						\$85,100
Barrett Road Resurfacing		\$250,000						\$250,000
Bagley Road Bridge Repairs		\$145,443						\$145,443
MAJOR ROADWAY & CONSTRUCTION/RAILROAD PROJECTS								
Bagley Rd. grade separations				\$17,300,000				\$17,300,000
Front St. grade separations				\$30,000,000				\$30,000,000
Front St. widening project							\$11,600,000	\$11,600,000
Eastland Rd. & railroad bridge					\$12,000,000			\$12,000,000
Traffic signalization project				\$2,000,000				\$2,000,000
Riverside Dr. improvements		\$340,108						\$340,108
Berea Industrial Parkway II	\$310,186							\$310,186
Berea Industrial Parkway III	\$645,203							\$645,203
Barrett Rd. underpass & road construction	\$6,347,823							\$6,347,823
SANITARY SEWER PROJECTS								
Southern Sanitary Sewer Project Phase I	\$853,494							\$853,494
Southern Sanitary Sewer Project Phase II		\$685,824						\$685,824
WATER DEPARTMENT PROJECTS								
Bevans, Stanmary, Monroe & SRRD Waterline Ph. 1		\$215,435						\$215,435
Bevans, Stanmary, Monroe & SRRD Waterline Ph. 2		\$32,065						\$32,065
Booster Pump Station Phase I		\$289,934						\$289,934
Booster Pump Station Phase II		\$130,000						\$130,000
Coe Lake Aeration Fountain		\$29,500						\$29,500
Eastland Rd. watermain replacement project					\$391,000			\$391,000
Water valve replacement program			\$70,000					\$70,000
Water line replacement program			\$65,000					\$65,000
RECREATION DEPARTMENT PROJECTS								
Coe Lake improvements	\$298,736	\$620,000						\$918,736
Northend recreation project	\$412,062							\$412,062
Groza Field			\$176,000					\$176,000
City Garden Pedestrian Bridges		\$100,000						\$100,000
Totals	\$9,315,960	\$3,694,221	\$1,004,000	\$49,960,500	\$13,024,400	\$917,500	\$12,208,100	\$90,124,681

As illustrated in the table, there is a wide range of *proposed capital expenditures*. While proposed total spending is in excess of \$77.1 million dollars for the entire five year period from 2000 through 2004, more than half of that amount is expected to be incurred in 2001 with the construction of two railway underpasses (Front Street and West Bagley Road) that will cost an estimated \$47.3 million and an additional \$2 million to be spent the same year on citywide traffic signalization. An additional major capital improvement project, which is now slated for the year 2006, is the reconstruction and widening of Eastland Road and the railroad bridge that crosses over Eastland Road on the north end of the City. This project has an estimated price tag of \$12 million but will be paid out of County rather than City funds. The proposed widening of Front Street from Bagley Road north to Sheldon Road has an estimated cost of \$11.6 million and is now slated to begin in the year 2004.

Traffic

The City of Berea Police Department prepares annual data regarding traffic accident locations. *Map 5.2* and *Map 5.3* illustrate these locations for the years 1991 and 1998, respectively. *Table 5.7* compares summaries of the traffic accident data illustrated in the previous maps.

Overall, traffic accidents in Berea increased nearly 33% between 1991 and 1998 from a total of 95 to 126 annual accidents. Traffic accidents increased 25% in the North End, while they decreased 57% along Front, First and Depot Streets. Accidents along the Bagley Road corridor increased substantially: by 12% West of Mulberry Street and by more than 73% east of Mulberry Street. There was no change in the traffic accidents on the South Side of town. There was a 200% increase in traffic accidents in the balance of the City from 1991 to 1998, increasing from 8 to 24 accidents between these years.

Related to the overall increase in vehicle accidents in recent years is an overall increase in traffic volumes. *Table 5.8* identifies historic traffic count data at various intersections throughout Berea. The data was collected by the Cuyahoga County Engineer during various recent years. For the most part, overall traffic counts have increased over time.

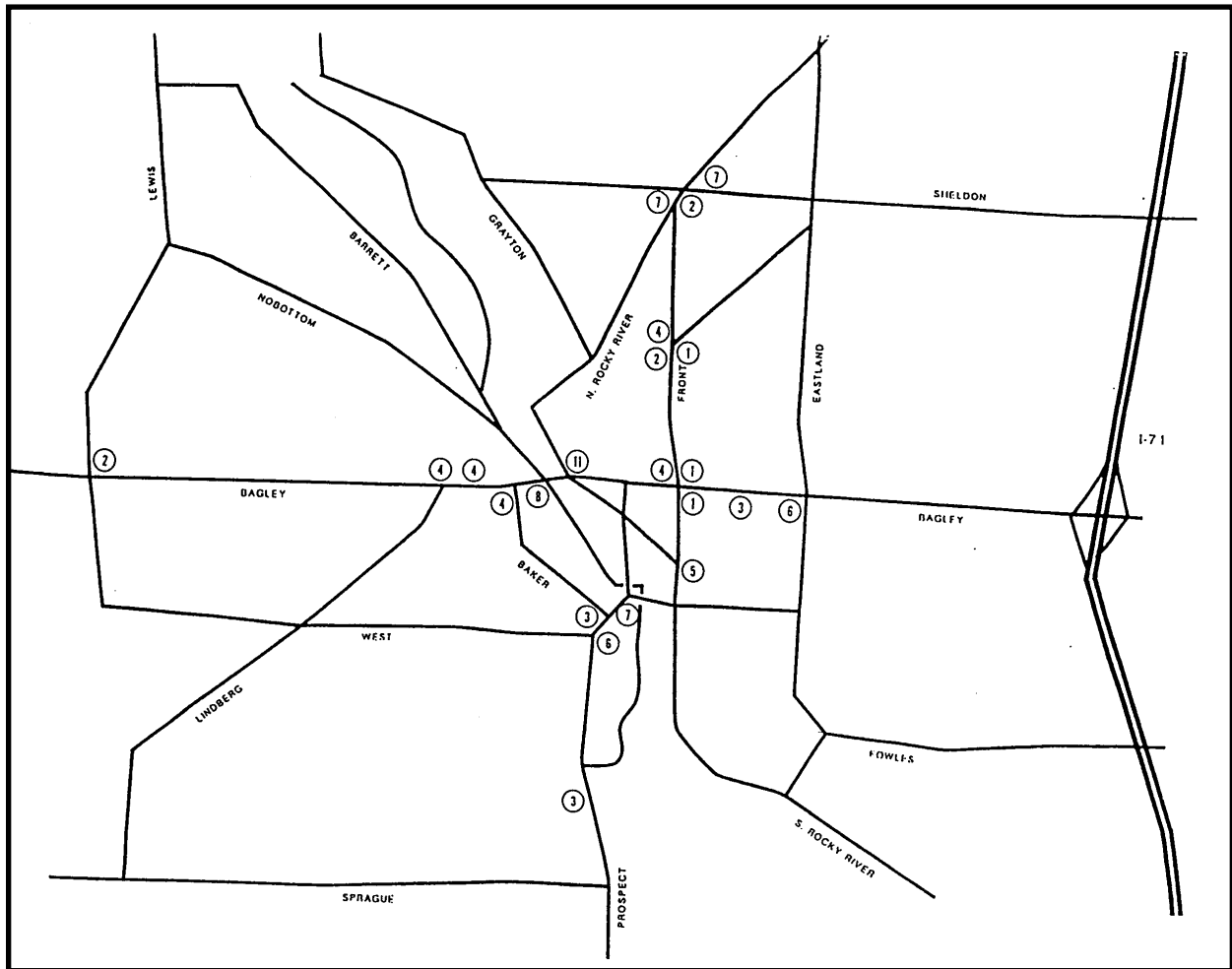
Table 5.8 and *Map 5.4* illustrate traffic volume data gathered by the Cuyahoga County Engineer for ranges of years between 1988 and 1998. Data from both the table and the map indicate that the intersection experiencing the greatest traffic volumes is the Front Street and Bagley Road intersection with an average of over 37,000 motor vehicles passing through this intersection each day. The intersection with the second greatest traffic volume is the Bagley Road and North Rocky River Drive intersection with an average daily traffic(ADT) count of 33,302. Close behind these two intersections in terms of traffic is the Airport Freeway (Front Street) and Sheldon Road intersection with an ADT of 32,696.

In terms of percentage change, four of the eight intersections studied had over a 23% increase in traffic during the time period from 1988-1998. These intersections with their percentage increases in ADT in parentheses are as follows:

- ✓ Airport Freeway (Front Street) and Sheldon Road (26.4%)
- ✓ Front Street and North Rocky River Drive (25%)
- ✓ Bagley and Lewis Roads (24.2%)
- ✓ Front Street and Bagley Road (23.3%)

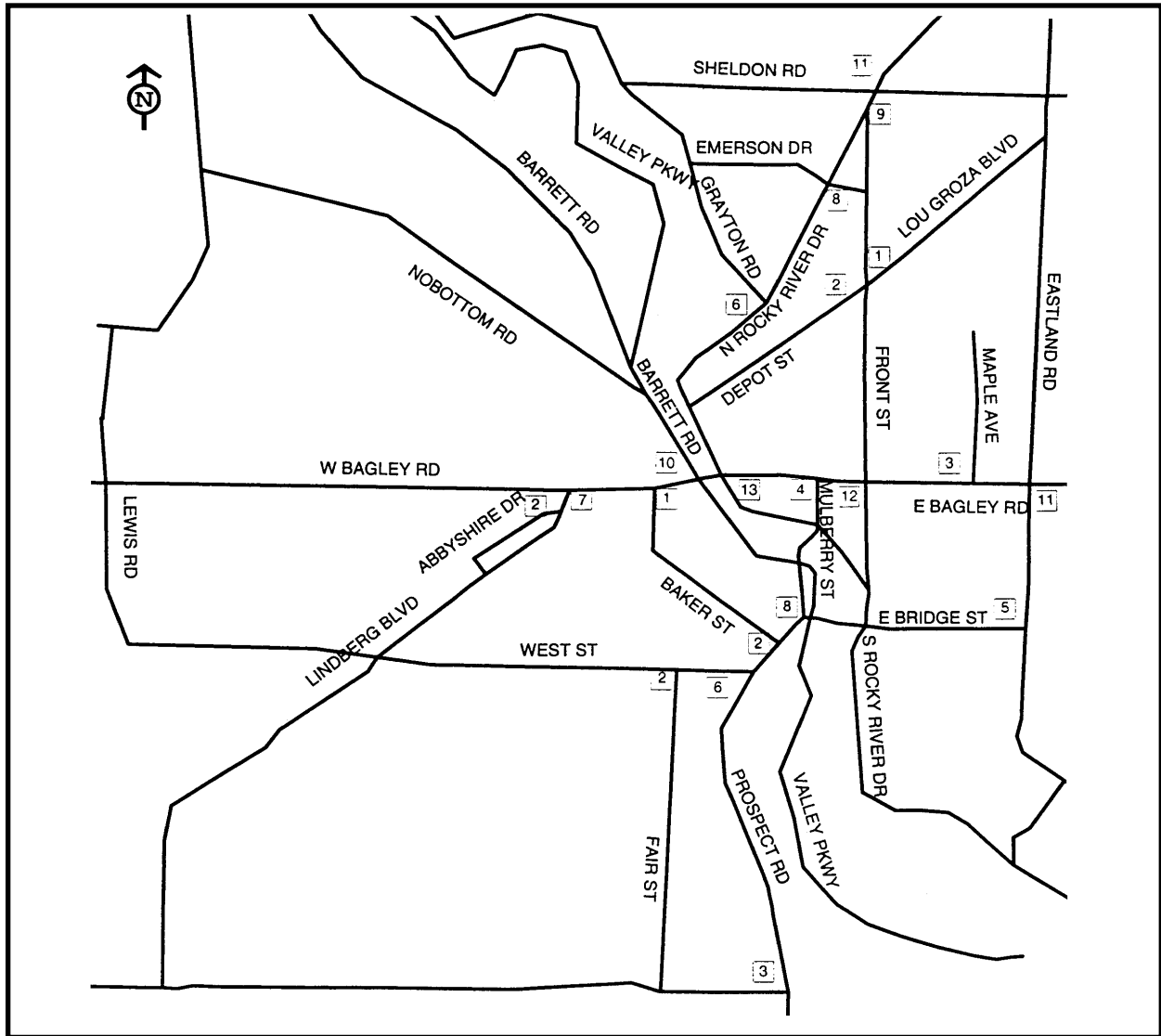
In comparing all of the intersections illustrated, the Front and Church Streets intersection has experienced the least amount of traffic volumes and is one of only two of the eight intersections identified that have experienced an **overall loss** in traffic volumes, for the range of years identified. With the recent construction of new residential townhouses and the proposed construction of two new commercial buildings immediately west of the historic triangle in Berea's downtown district, it is anticipated that this intersection will also soon see an increase in motor vehicle traffic.

Map 5.2, Berea Traffic Accident Locations: 1991



SOURCE: Berea City Police Department

Map 5.3, Berea Traffic Accident Locations: 1998



SOURCE: Berea City Police Department

Table 5.7, Comparison of Traffic Accident Data: 1991 and 1998

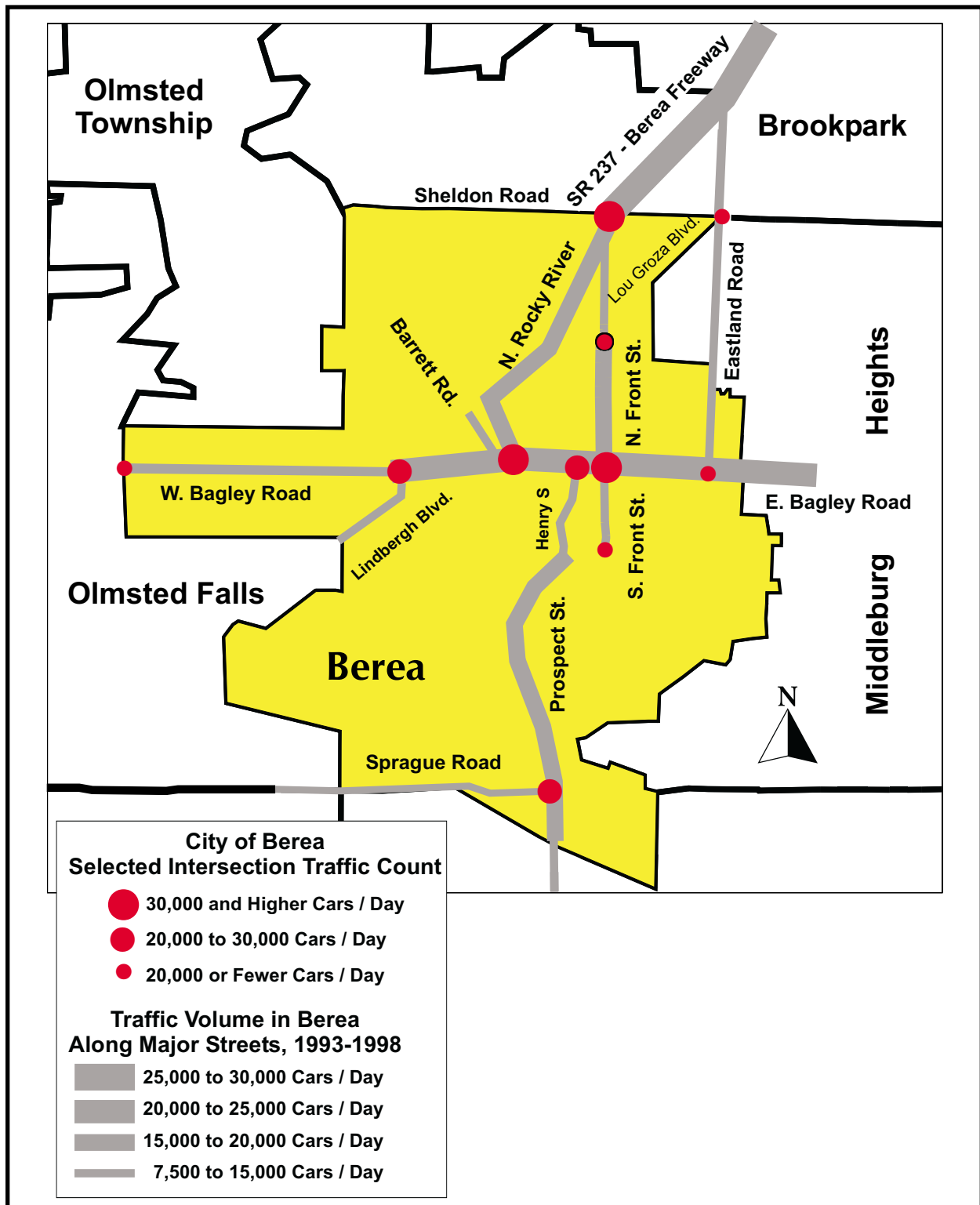
Intersection	1991	1998	% Change
North Side			
North End (Front, North Rocky River Drive & Sheldon Roads)	16	20	25.0%
Front, First & Depot Streets	7	3	-57.1%
Bagley Road Corridor			
West of Mulberry Street	33	37	12.1%
East of Mulberry Street	15	26	73.3%
South Side			
Prospect Street from East Bridge to West Street	16	16	0.0%
Balance of City	8	24	200.0%
TOTALS	95	126	32.6%

Table 5.8, Historic Traffic Counts at Selected Intersections

Intersection	Volume	Volume	Volume	Change	% Change
NORTH END					
Airport Freeway and Sheldon Roads	1988	1993	1998	6,820	26.4%
	25,876	29,257	32,696		
Front Street and North Rocky River Drive	1988	1991	1998	5,395	25.0%
	21,584	26,858	26,979		
EAST END					
Bagley and Eastland Roads	1985	1988	1992	-2,612	-8.8%
	29,687	28,715	27,075		
SOUTH END					
Prospect and Bagley Roads	1987	1994	1997	1,181	6.2%
	18,938	19,694	20,119		
Bagley and Lewis Roads	1984	1988	1991	2,860	24.2%
	11,836	13,161	14,696		
CENTER					
Front Street and Bagley Road	1988	1991	1997	7,004	23.3%
	30,117	27,731	37,121		
Bagley Road and North Rocky River Drive	1988	1992	1997	1,715	5.4%
	31,587	31,521	33,302		
Front Street and Church Street	1963	1967	1985	-1,477	-12.3%
	11,963	10,343	10,486		

*Data is from the Cuyahoga County Engineer and is for varying years depending on when surveys were conducted

Map 5.4, Selected Intersection Traffic Count



Other areas of the City that are developing are also expected to see an increase in traffic in the future. For example, traffic along the West Bagley Road Corridor can be expected to increase as additional industrial and commercial development in this area becomes a reality.

Trac Funding Application

In April of 1999, the City of Berea submitted to the North East Ohio Areawide Coordinating Agency (NOACA) a Transportation Review Advisory Council (TRAC) Funding Application for the construction of three railroad grade separations within Berea. The proposed railroad grade separations would separate motor vehicle traffic along Front Street and Bagley Roads from three different existing grade level railroad crossings along Front Street and West Bagley Road. By late summer of 1999, the City had received word from NOACA that this TRAC application project not only was recommended to be approved by NOACA, but that this project had NOACA's highest approval rating of all the projects being considered for funding under the TRAC program. To date, funding approval of this project by the State of Ohio is still pending.

The scope of the work identified within this project is extensive. Included is one grade separation on Bagley Road, two grade separations on Front Street (State Route 237), and a proposed 1.1 mile reconstruction and widening of Front Street to four lanes. In addition, the Front Street and Rocky River Drive intersection will be reconfigured. Additional intersections to be relocated or reconstructed include: Depot Street, Lou Groza Boulevard, Emerson Drive, Adelbert Street, W. 5th Street, Fourth Avenue, Filler Avenue, Third Avenue, Zeller Court, Lincoln Avenue, Second Avenue, Thacker Street, and Riveredge Parkway. The project also includes the construction of two railroad bridges.

Included in the roadway improvements are the following:

- ✓ New concrete pavement, underdrain
- ✓ Driveways, curb ramps, fencing and sidewalks
- ✓ Storm drainage system, catch basins, manholes
- ✓ New sanitary sewers, manholes, and a pump station
- ✓ Water main replacement
- ✓ Landscaping
- ✓ Traffic signalization, traffic safety signs and pavement markings
- ✓ Maintenance of traffic, including temporary runarounds for facilities
- ✓ Highway lighting
- ✓ Retaining walls
- ✓ Right-of-way acquisition

Table 5.9 and **Table 5.10** identify the properties affected by the major realignment and railway improvement portions of the project.

If implemented, the rail underpass project and Front and Depot Streets realignment will affect twelve businesses, with approximately one-half of them needing to move as a result. For example, the Medina Supply Company will be relocating along the West Bagley Road Corridor. In

Table 5.9, Properties Affected by Proposed Underpass & Front Street Realignment

Name	Address	Type of Business	Will Business Need to Move?	Parcel Number
Barrett Machine Co.	665 Front St.	Machine shop	yes	362-06-001
Williams Ford	739 Front St.	New car sales & service	no, but Front St. access changed	362-02-009
Colelectable Cards Shop	667 Front St.	Collectibles	yes	362-06-001
Medina Supply Co.	661 Front St.	Manufacturers concrete products	yes	362-06-002
Dearborn Inc.	670 Front St.	Machine shop	no	362-07-009
				362-07-004
Bill's Trucks	698 Front St.	Truck rental	no	362-07-003
Price and James Heating	666 Front St.	Heating/cooling contractor	no	362-07-005
Estabrook Corp.	660 Front St.	Manufacturers mechanical	no	362-07-006
Froggy's	667 Front St.	Bar & grill	yes	362-07-007
Berea Hardware Store	730 Front St.	Commercial; hardware retail	not yet determined	362-03-003
Convenient Store	581 Front St.	Commercial; retail	yes, Depot St. realignment	362-14-032
				362-14-026
Safe & Sound	563 Front St.	Auto service	yes, Depot St. realignment	362-14-025
				362-14-028

Table 5.10, Properties Affected by Proposed Realignment of Front Street/North Rocky River Drive

Name	Address	Type of Business	Will Business Need to Move?	Parcel Number
Citgo Service Station	825 Front St.	Commercial; gas station full service	yes	362-02-001
Culinary Capers, Barber Shop, TV Repair Shop	819-821 North Rocky River Dr.	Commercial; retail store	no, but traffic volume will be reduced	361-24-015
Dairy Mart	823 North Rocky River Dr.	Commercial; retail store	no, but traffic volume will be reduced; some parking may be lost in road realignment	361-24-037

addition, Williams Ford and possibly Berea Hardware will have their accesses to their businesses changed.

Fewer businesses will be affected by the realignment of Front Street and Rocky River Drive. Of the three businesses affected, only one (Citgo Service Station) will need to move. The other two businesses will experience reduced traffic volume, and one of the businesses (Dairy Mart) may lose some parking due to the realignment.

While no official construction schedule has been established to date, it is anticipated that construction of the railroad underpasses along Front Street will begin in the spring of next year (2001) and is likely to last for two years. During this two year time while construction is ongoing on Front Street, it will be important for the City to keep alternative north-south traffic routes such as North Rocky River Drive and Eastland Road open to handle the expected heavy increases in current traffic volumes.

VI. PROPOSED RTA RAIL EXTENSION

In the summer and fall of 1999, the Greater Cleveland Regional Transit Authority (RTA) conducted a Major Investment Study (MIS) examining a potential Rapid Transit Red Line extension from Cleveland Hopkins Airport, to the I-X Center, and into Berea. RTA indicated that the purpose of the MIS was “to reach local agreement on a transportation investment strategy that improves travel in the SR 237 Corridor and stimulates economic development near Cleveland Hopkins International Airport, the I-X Center and adjacent suburbs.”

As indicated, the MIS included the examination of a number of Red Line rail extension options. These include:

- ✓ **A4/Aerial Skyway:** This route would involve the development of a new rail station at the airport to service an elevated rail line, and would extend to the I-X Center, which would also contain a new rail station.
- ✓ **B4/Downtown Berea:** This rail option would run from the Airport, to the I-X Center, then into Berea along Front Street into the Berea Triangle with stops at Lou Groza Boulevard, Fifth Street, Bagley Road, and Grand Street.
- ✓ **B4a/North Berea:** This alternative includes the extension from the Airport to the I-X Center, then parallel to the Berea Freeway, ending in Berea’s North End at Front Street and Sheldon Road.
- ✓ **B4b/North Berea:** This alternative features a transit line route extension and station placements that are identical to the B4a option. The only difference between alternatives B4a and B4b is that B4b would deploy a broader feeder bus network that would be used to facilitate access to the new RTA commuter rail stations from nearby areas.
- ✓ **C4/Olmsted Falls:** This Red Line extension option includes a stop at the I-X Center, travels into Berea parallel to the Berea Freeway, following the northern Conrail tracks through the City which then head to the west parallel to West Bagley Road, ending at Fitch Road in Olmsted Falls.
- ✓ **C5/Sprague Road:** This alternative is similar to C4, except that it follows the southern Conrail tracks and ends at Sprague Road, south of the Ohio Turnpike.
- ✓ **C5a/Bagley Road:** This alternative follows a route also similar to that taken by the C4 alternative, but ends at West Bagley Road near the locations of the Berea Square and West Valley Shopping Plazas. *RTA has indicated that this is the preferred alternative.*

In addition to an examination of the rail extension, the MIS included a Transportation System Management (TSM) alternative, which would include a “Browns’ Town Trolley”, park-and-ride facilities, improved bus service and transit centers. This alternative included the

addition of four new bus routes serving the southwest region. While the Browns Town Trolley would run along streets such as Front Street and Bagley Road, the new bus line affecting Berea would run along Bagley Road.

To date no decision has been made as to which transit option, if any, will be built; however, a formal review on RTA's draft environmental impact statement has now been initiated. At the conclusion of these formal procedural requirements, NOACA's Governing Board will select one of the alternatives as its local preferred investment strategy which will be submitted to the Federal Transportation Agency for funding.

An optimistic date for construction of one of the rail alternatives to be completed is five to seven years after the date that the Federal Transportation Agency issues its funding approval for the project. If the non-rail and less costly TSM alternative is chosen, the time line for completion is much shorter, with some elements of the TSM alternative, such as improved bus service, being implemented within one year of funding approval by the federal government.

CHAPTER 6

DELINEATION AND DESCRIPTION OF FOCUS AREAS

INTRODUCTION

This chapter delineates and describes five different geographic areas within the City (see *Map 6-1*) that have been described as “**focus areas**”. A “**focus area**” is an area within the City of special interest to public officials, land owners, merchants and residents because of its potential for new development or redevelopment. Data from the previous chapters of this master plan, as well as input from the City’s Master Plan Committee, have been utilized in the delineation of these five focus areas which are listed below:

- ✓ The North Front Street Corridor
- ✓ The South Front Street Corridor
- ✓ The Central Bagley Road Corridor
- ✓ The West Bagley Road Corridor
- ✓ Depot Street

The balance of this chapter is a description of each of the focus areas, including their approximate size, location, existing zoning and land uses, and current development issues. In addition, each focus area contains a development impact analysis that evaluates the likely impacts of various new development or redevelopment options.

FOCUS AREA A: NORTH FRONT STREET

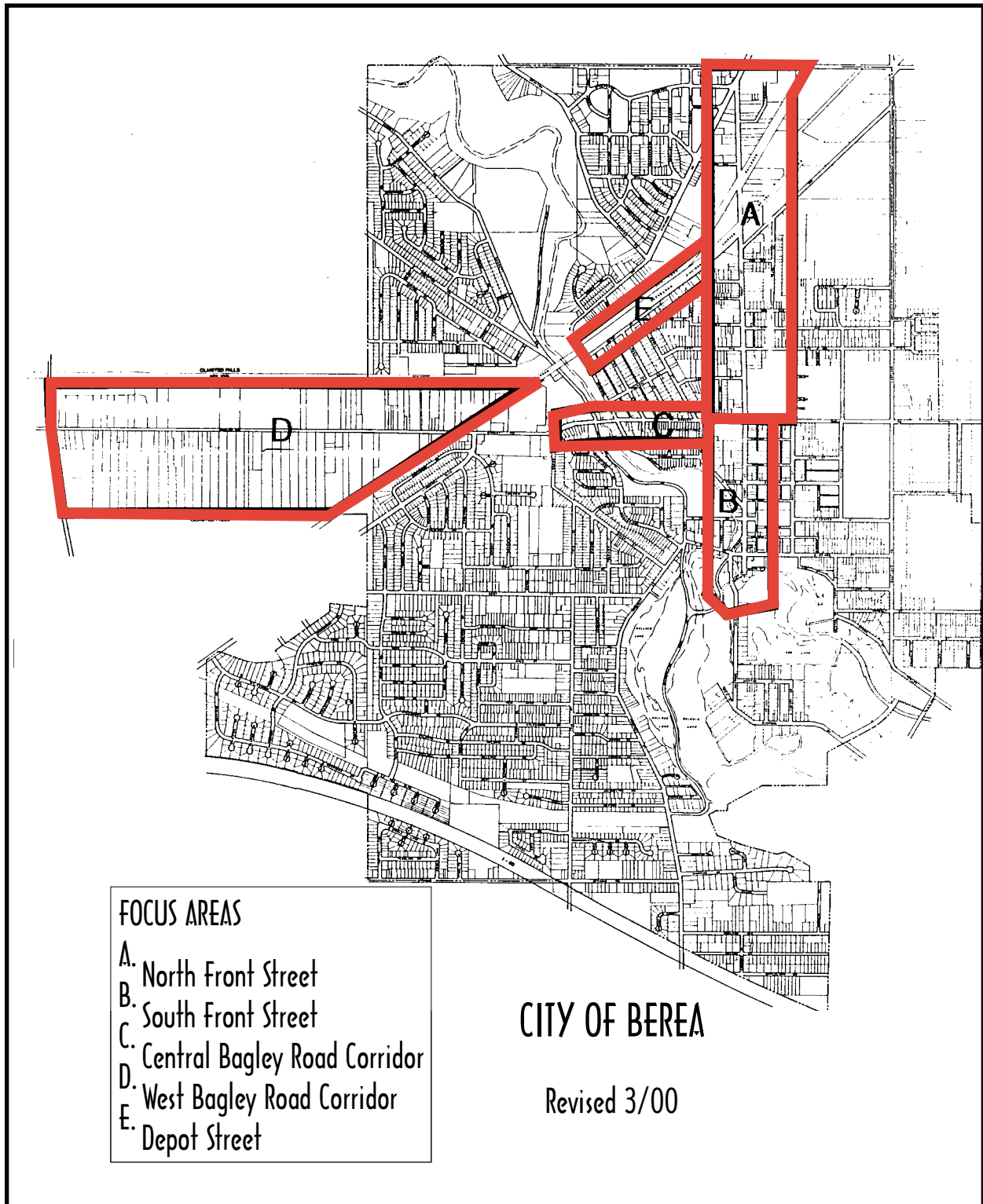
General Description

Focus Area A, North Front Street, includes the approximate 1.2 mile portion of Front Street extending from Berea’s northern corporation line by Sheldon Road, south to Bagley Road as well as the surrounding and abutting properties. This portion of Front Street serves as the northern gateway into and out of Berea and has an average motor vehicle count of nearly 32,700 per day.

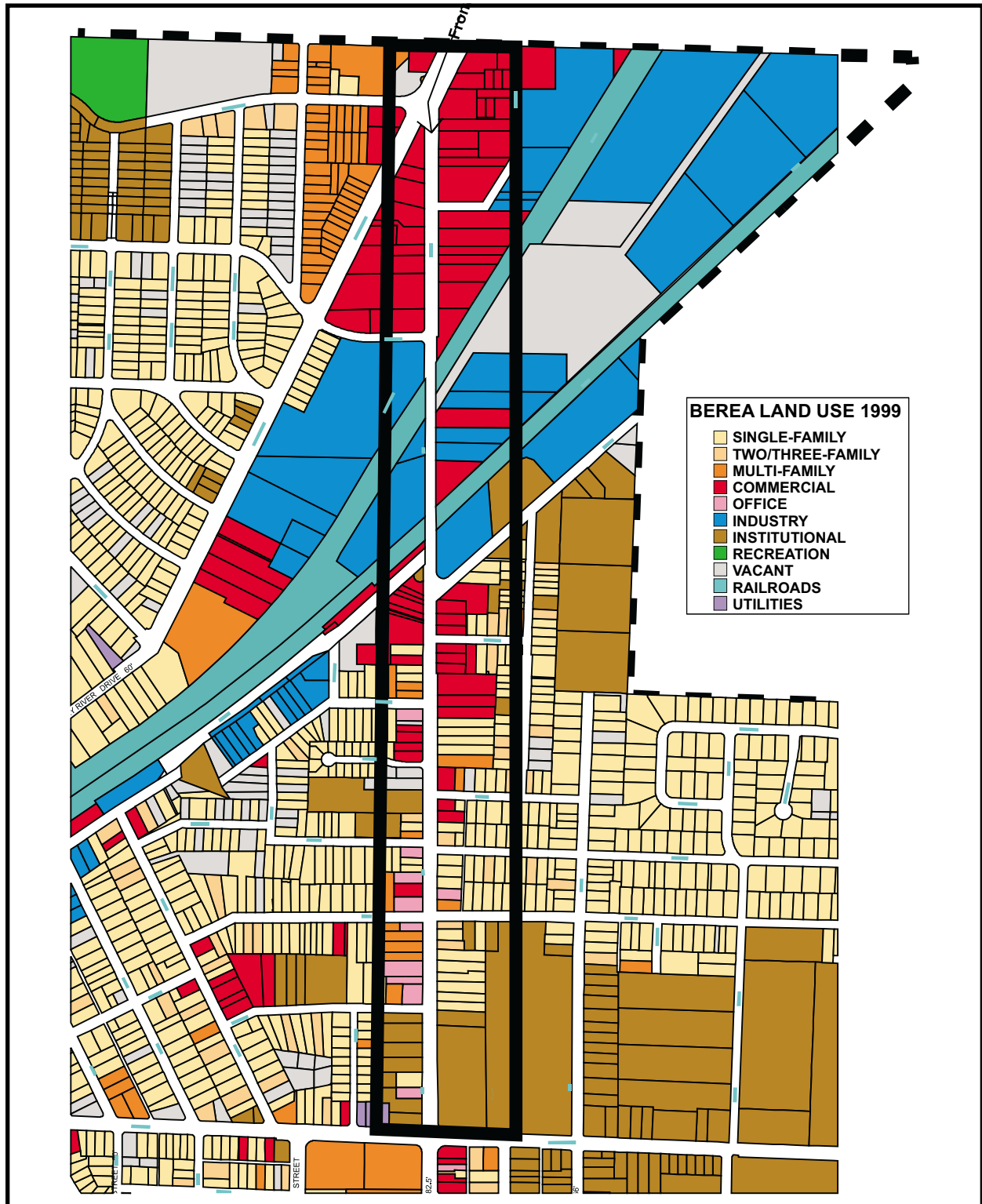
This focus area also contains a wide variety of land uses including commercial offices and retail businesses, industrial factories and warehouses, outdoor storage of building supplies, two major railroad crossings with multiple sets of railroad tracks, institutional uses, and a mixture of single-family, two-family and multi-family residential uses (see *Map 6-2*). Commercial retail uses, including two major car dealerships, dominate the north end of the Front Street Corridor which lies north of the railroad tracks. Moving further to the south, light industrial uses with extensive outdoor storage surround the two separate railroad crossings, and a mix of commercial, office, and residential uses are found along the southern half of the corridor. Additionally, Baldwin Wallace College and the City’s Recreation Center, two institutional uses, are located at the southern end.

Reflecting this broad mix of existing land uses, there are currently eight different zoning classifications located along this portion of Front Street (General Commercial, Commercial Center, Limited Industrial, General Industrial, Residence Office, Neighborhood Commercial, Standard Single Family Residential/B District, and Multiple Family/Medium Density). *Map 6-3* illustrates this mixture of zoning districts along the Front Street Corridor.

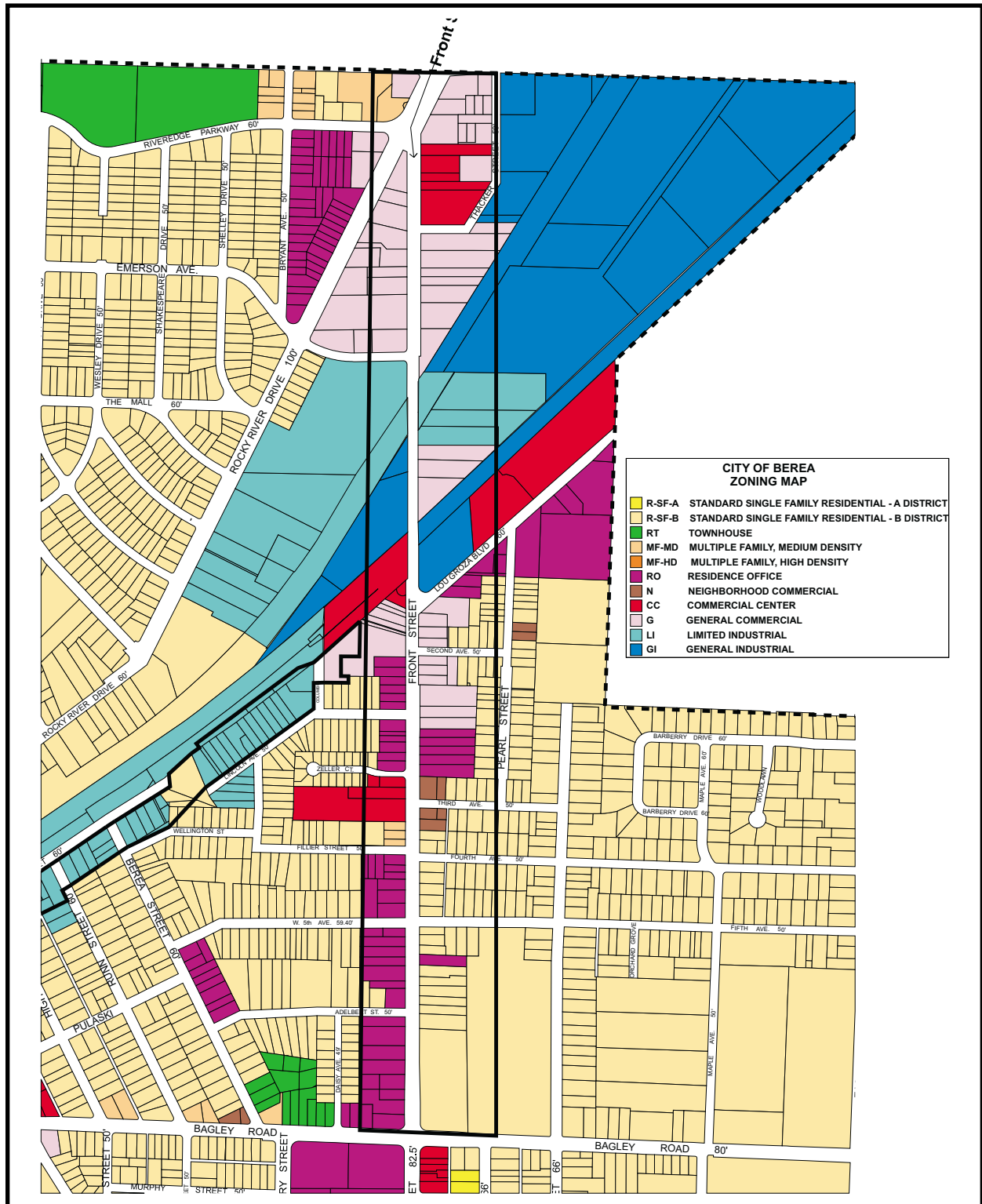
Map 6-1, City of Berea Focus Areas



Map 6-2, Focus Area A: Existing Land Use



Map 6-3, Focus Area A: Existing Zoning



Because of the size and complexity of this corridor, this focus area has been split into three sub-areas for a more thorough analysis of current issues and alternative analyses of various re-development options. The following sections identify development issues and impact analyses for sub-areas A-1, A-2 and A-3 or the northern, central and southern areas respectively of Focus Area A.

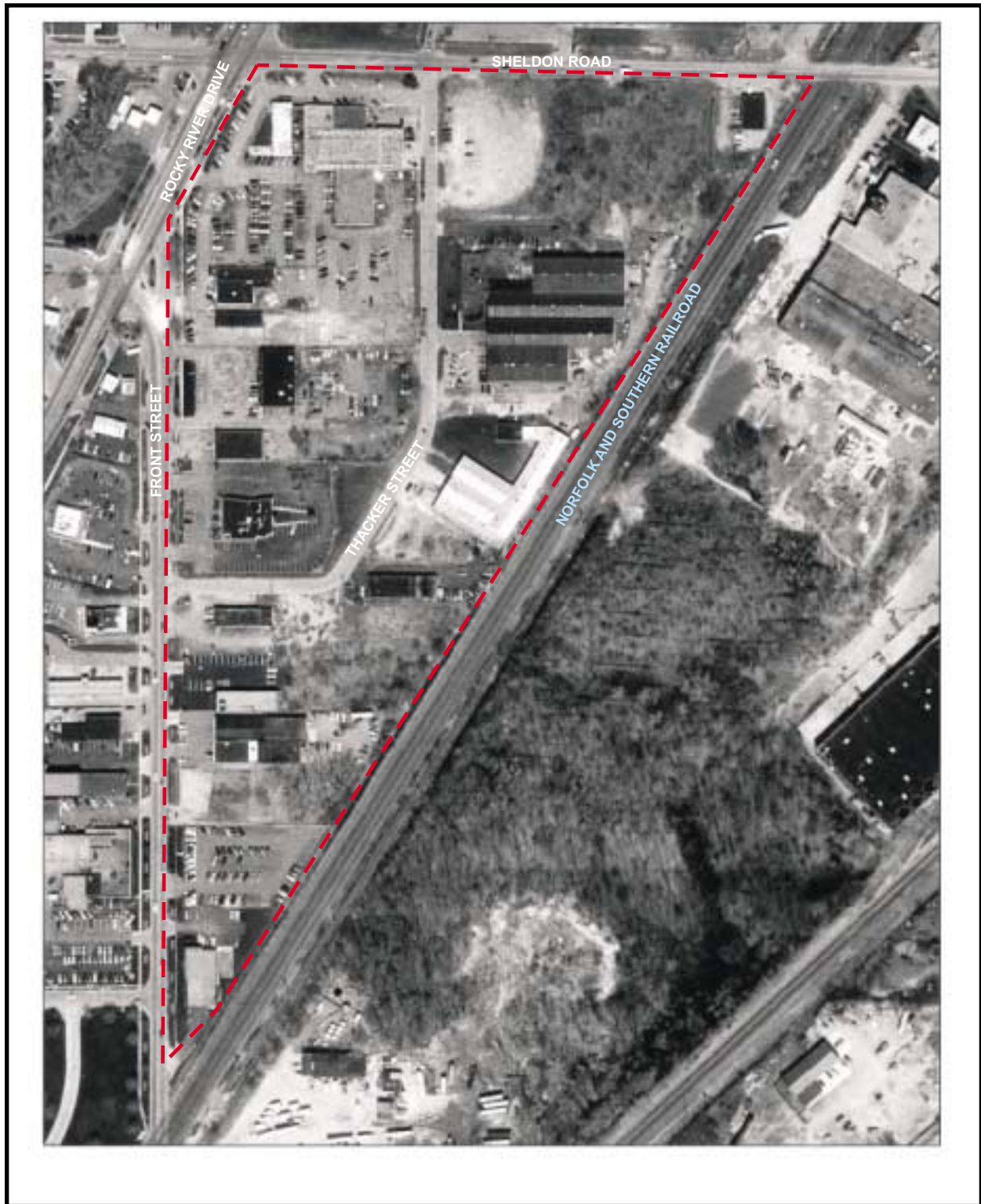
Development/Redevelopment Issues for Sub-Area A-1

The area within sub-area A-1 is shown in *Map 6-4* as an aerial photograph and basically extends from Sheldon Road on the City's northern corporation limit south along Front Street to the first set of railroad tracks that are presently owned by the Norfolk and Southern Railroad. The eastern boundary of this sub-area also consists of this same set of railroad tracks which extends in a northeast to southwest direction to form the hypotenuse of a triangle as it connects Sheldon Road with Front Street. This focus sub-area also includes all of Thacker Street, which is a local connector road that contains several small industrial businesses on its eastern side.

Major development/redevelopment issues for this focus sub-area are as follows:

- ✓ This is the **main entrance way or gateway** into the City. However, the City's attractive ground plantings and monuments are difficult to access by pedestrians and are hard to view by passing motorists due to heavy traffic volumes and their obscure locations.
- ✓ This portion of the focus area has **extremely high traffic volumes** (an average of nearly 32,700 vehicles per day per the Cuyahoga County Engineer's 1998 count) and is second only to Bagley Road in terms of traffic accidents.
- ✓ This sub-area is **pedestrian unfriendly** due to the wide pavement widths, the confusing configuration of the existing intersections, the lack of pedestrian crosswalks, and the high traffic volumes.
- ✓ Existing **business and institutional signage within this sub-area is excessive and lacks any cohesion or consistency.**
- ✓ This portion of the focus area seems to be **dominated by two large automobile dealerships** that serve as Berea's version of the Bedford Auto Mile with a large number of parked cars and trucks in off-street parking lots clearly visible to passing motorists and pedestrians.
- ✓ **Landscaping and buffer elements** in this sub-area especially near the northern gateway where Front Street joins Sheldon Road, North Rocky River Drive and Riveredge Parkway **could be more attractive and effective.**
- ✓ The City is proposing to **widen Front Street to 4 lanes** from Berea's northern corporation line south to Bagley Road.

Map 6-4, Focus Sub-Area A-1



- ✓ The widening of Front Street and the reconfiguration of the North Rocky River Drive, Riveredge Parkway and Front Street intersection will enable the City to **establish an improved and expanded gateway and green space leading into the City.**

Alternative Analyses For Sub-Area A-1

Three different development options were examined for the approximately 20 acre site located within sub-area A-1. As listed in *Table 6-1*, Alternative 1 envisioned two story offices being built on this site. Alternative 2 proposed that this area be developed with a 50/50 split of retail businesses and hotels. The third alternative examined the possibility that this sub-area would be developed with a combination of retail businesses, hotels and two story offices.

As *Table 6-1* indicates, the all office option (Alternative 1) would generate the greatest amount of tax revenue in terms of property and income taxes (estimated to be \$1,548,512 per year for the City of Berea) as well as yield the highest net fiscal impact (\$754,703) after subtracting expected increases in municipal expenditures from anticipated city tax revenues. The second best option in terms of tax revenue generation and net fiscal impact would be Alternative 3, the office, retail commercial and hotel mix option. Alternative 3 would generate an estimated \$1,072,004 annual increase in property, income and hotel bed taxes for the City of Berea and create a net fiscal impact of \$573,625. The third best option, Alternative 2, would also substantially increase the annual amount of taxes (\$752,162) being returned to the City of Berea in comparison to the site's existing conditions, but would be considerably less than the best option, Alternative 1. Currently, the site's existing conditions generate only \$256,684 per year in property and income taxes, which after subtracting for public expenditures for the site, results in an estimated annual net fiscal impact of only \$104,088.

In terms of motor vehicle traffic, *Table 6-2* indicates that Alternative 2 would generate the most traffic—over 10,500 new vehicle trips per day, while the all office alternative (Alternative 1) would generate the least amount of new traffic—about 5,100 new vehicle trips per day. Current development conditions indicate that only 3,440 vehicles per day utilize this portion of Front Street.

Meanwhile, the land use compatibility scores indicate that there would be a tie between the three alternatives being studied and that all three development options would improve slightly the land use compatibility of this sub-area from the existing use conditions. In addition, each alternative's overall consistency with the goals of the Master Plan reveals there would be no significant differences among the proposed three development options.

Development/Redevelopment Issues For Sub-Area A-2

This area within sub-area A is shown on the aerial photograph (see *Map 6-5*) as extending along both sides of Front Street from the Norfolk and Southern railroad tracks on the north to the CSX Railroad tracks on the south. This focus sub-area also takes in the area between the railroad tracks to the east of Front Street that extends northward to Sheldon Road.

Table 6-1, Focus Sub-Area A-1: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Office (2-Stories)	Retail/Hotel Mix (50/50 Split)**	Office/Retail/Hotel Mix***
Development Acreage	19.7	19.7	19.7
Square Footage of Site	858,132	858,132	858,132
Estimated Floor Area	514,879	429,067	458,905
Potential Value of Site	\$38,144,105	\$28,753,888	\$31,977,277
Assessed Value (35%)	\$13,350,437	\$10,063,860	\$11,192,047
Annual Property Tax Value			
City	\$198,800	\$149,860	\$166,659
School	\$536,384	\$404,338	\$449,666
County	\$165,979	\$125,119	\$139,145
Library/Metroparks	\$36,572	\$27,568	\$30,659
Annual Income & Bed Tax Generation			
Local Bed Tax (3%)	na	\$277,166	\$186,413
Total Estimated New Employees	1,545	586	907
Estimated Annual Employee Income	\$43,680	\$27,742	\$27,742/ret/hotel; \$43,680
Total City Income Tax for Berea	\$1,349,712	\$325,136	\$718,932
Annual Revenue			
All Tax Revenue	\$2,287,447	\$1,309,187	\$1,691,474
City Revenue	\$1,548,512	\$752,162	\$1,072,004
Annual City Expenditures			
Share of Municipal Service Costs	\$793,809	\$301,082	\$498,379
Net Fiscal Impact for City	\$754,703	\$451,080	\$573,625

**There is an estimated 107,811 square feet of commercial retail space and 320,166 square feet of motel space, or 452 rooms.

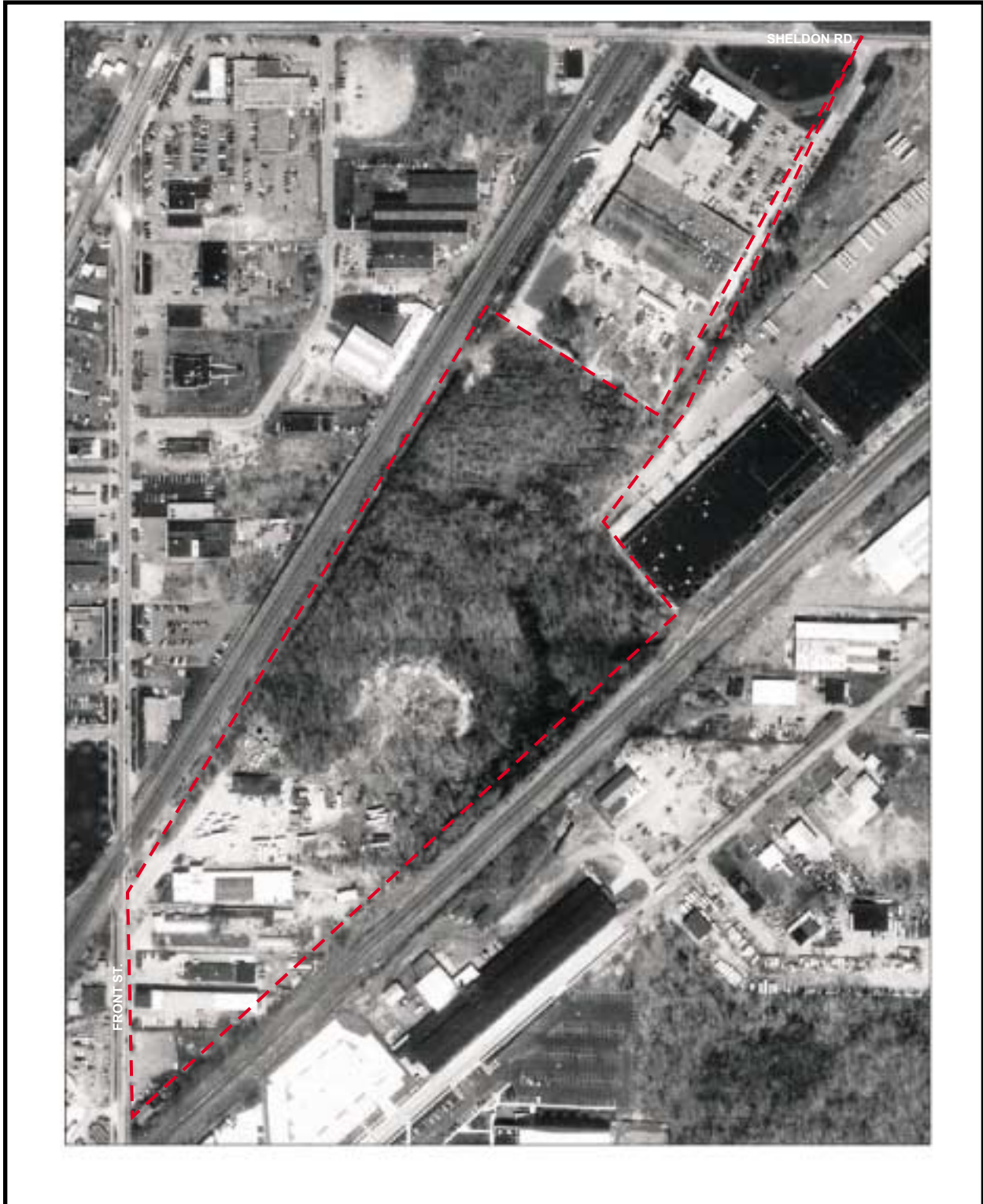
***There is an estimated 70,785 square feet of retail space, 215,622 square feet of motel space (304 rooms) and 172,498 square feet of office space.

Table 6-2, Focus Sub-Area A-1: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Office (2-Stories)	Retail/Hotel Mix (50/50 Split)	Office/Retail/Hotel Mix
Vehicle Trips			
Avg. Trips per 1,000 sq. ft. Retail	na	40.67	40.67
Avg. Trips per Hotel Room	na	8.23	8.23
Avg. Trips per Office Employee	3.32	na	3.32
Total Trips per Weekday	5,129	10,574	7,097
Environmental			
Sewage Flow (gallons/day)	68,633	55,028	50,649
Water Consumption (gallons/day)	79,806	56,628	53,946
Solid Waste (tons/day)	1.5	0.6	0.9
Expected Impact of Proposed Development on Adjoining Land Uses*			
NORTH (Sheldon Road/Retail Commercial/Airport & I-X Center)	+	+	+
SOUTH (Norfolk & Southern Railroad)	0	0	0
EAST (Norfolk & Southern Railroad)	0	0	0
WEST (Front Street/Retail Commercial)	+	+	+
TOTAL	+2	+2	+2
Expected Impact of Adjoining Land Uses on Proposed Development*			
NORTH (Sheldon Road/Retail Commercial/Airport & I-X Center)	+	+	+
SOUTH (Norfolk & Southern Railroad)	0	0	0
EAST (Norfolk & Southern Railroad)	0	0	0
WEST (Front Street/Retail Commercial)	+	+	+
TOTAL	+2	+2	+2
COMPOSITE SCORE	+4	+4	+4
Compatibility			
Compatibility with the Goals of the Master Plan	Would expand the City's economic base, create additional jobs, and improve the appearance and image of the City at its northern gateway.	Would expand the City's economic base, create additional jobs, and improve the appearance and image of the City at its northern gateway.	Would expand the City's economic base, create additional jobs and improve the appearance and image of the City at its northern gateway.

*Key to impact symbols: "+" = positive impact; "-" = negative impact; "0" = neutral or little impact

Map 6-5, Focus Sub-Area A-2



Within this sub-area lies approximately 18 acres of land that represents the largest contiguous area of vacant or undeveloped land left within the City of Berea. The non-vacant area within this sub-area has been developed for primarily industrial and commercial purposes with the lands along the west side of Front Street being used for extensive outdoor storage of concrete blocks and other building supply materials.

Major development/redevelopment issues for this focus sub-area are:

- ✓ This sub-area is dominated by **conflicts along Front Street between increased motor vehicular traffic and rail traffic at the two grade level rail crossings**. The increased frequency of train crossings has resulted in more lengthy traffic delays for motorists as they wait for the train traffic to clear crossing areas.
- ✓ The sub-area **contains mixed land uses-primarily industrial and marginal commercial business uses with unattractive building facades and large outdoor storage areas containing building supplies, trailers and other vehicles**.
- ✓ The City has initiated a major public works project to **construct two new underpasses** for North Front Street that, once completed, will eliminate the existing grade level rail crossings.
- ✓ The City has also developed plans to **widen to 4 lanes the entire portion of Front Street from Berea's corporation line south to Bagley Road**
- ✓ The **Greater Cleveland Regional Transit Authority (RTA)** has recommended that a **new rail station** be built within this focus sub-area to accommodate passengers riding a proposed extension of the RTA Red Line Rapid Transit or trolley to Berea along North Front Street.
- ✓ Similarly, **the Ohio Rail Development Commission** is looking at the possibility of constructing a **commuter passenger rail station** on the east side of North Front Street in the area between the existing two sets of railroad tracks (Norfolk and Southern and the CSX Railroads). This passenger rail train would provide direct service for commuters and others interested in traveling from Cleveland to Columbus and back.

Alternative Analyses For Sub-Area A-2

For this portion of the North Front Street focus area, two different development options have been examined. Alternative 1 examined the potential impacts if approximately 22 acres of this area would be developed for industrial uses including warehousing and manufacturing uses. Alternative 2 assumed that this sub-area would be developed for transit-oriented development (TOD) which would include a five acre passenger rail station and off-street parking area that could be used for accommodating either the RTA Red Line system or the Ohio Rail Development Commission's commuter rail system, or a combination rail transit intermodal facility for both passenger rail systems. In addition, Alternative 2 would also allow over 91,000 square feet for new retail space and nearly 220,000 square feet for two story office buildings.

As **Table 6-3** indicates, the expected annual tax revenues and net fiscal impact for both alternatives are fairly even, with the all industrial option (Alternative 1) generating slightly higher net fiscal impact (approximately \$32,000 per year) over the mixed use and transit oriented development option (Alternative 2). This difference in the anticipated fiscal impact between the two proposed options is small enough to basically indicate that either development alternative from a fiscal impact standpoint would be beneficial and that market demand could be a more important factor in determining whether this area should be developed for industrial uses or instead for mixed uses including a rail transit station.

Table 6-3, Focus Sub-Area A-2: Fiscal Impact Analysis

	Alternative 1	Alternative 2
	Industrial	TOD (with retail and office mix)*
Development Acreage	21.8	21.8
Square Footage of Site	949,608	949,608
Estimated Floor Area	379,843	311,018
Potential Value of Site	\$16,336,410	\$22,558,163
Assessed Value (35%)	\$5,717,743	\$7,895,357
Annual Property Tax Value		
City	\$85,142	\$117,569
School	\$229,723	\$317,214
County	\$71,086	\$98,159
Library/Metroparks	\$15,663	\$21,628
Annual Income Tax Generation		
Total Estimated New Employees	760	887
Estimated Annual Employee Income	\$46,124	\$27,742/ret; \$43,680/ofc
Total City Income Tax for Berea	\$700,796	\$701,887
Annual Revenue		
All Tax Revenue	\$1,102,410	\$1,256,457
City Revenue	\$785,938	\$819,456
Annual City Expenditures		
Share of Municipal Service Costs	\$390,482	\$455,734
Net Fiscal Impact for City	\$395,456	\$363,722

*This alternative contains 91,476 square feet of retail space and 219,542 square feet of office space (2-story), plus five acres for Commuter Rail (CC) station and parking.

Nevertheless, it is in reviewing the physical impacts (**Table 6-4**) that significant differences between the two development options appear. The TOD alternative would generate well over twice as much motor vehicle traffic as the all industrial (Alternative 1) option. Total average daily traffic for the TOD alternative would be expected to generate 5,905 trips per day as opposed to only 2,295 for the all industrial alternative. Water and sewer consumption, however, would be much greater for the all industrial option (Alternative 1).

In terms of overall land use compatibility, Alternative 2, the TOD and mixed use option, would be much preferable with a positive composite score of +6. The all industrial alternative would

not adversely impact nearby uses, since much of this area is already industrial and is bounded by the two sets of railroad crossings, but instead would have little impact on these neighboring uses and therefore, have a positive composite score of only +1.

Table 6-4, Focus Sub-Area A-2: Physical Impact Analysis

	Alternative 1	Alternative 2
	Industrial	TOD (With Retail and Office Mix)*
Vehicle Trips		
Avg. Trips per 1,000 sq. ft. Retail	na	40.67
Avg. Trips per Office Employee	na	3.32
Avg. Trips per Light Industrial Employee	3.02	na
Total Trips per Weekday	2,295	5,905
Environmental		
Sewage Flow (gallons/day)	98,040	25,898
Water Consumption (gallons/day)	114,000	30,114
Solid Waste (tons/day)	1.0	0.9
Expected Impact of Proposed Development on Adjoining Land Uses*		
NORTH (Sheldon Road/Retail Commercial/ Airport & I-X Center)	0	+
SOUTH (CSX Railroad)	0	0
EAST (CSX Railroad)	0	0
WEST (Front Street/Norfolk and Southern RR)	0	+
TOTAL	0	+2
Expected Impact of Adjoining Land Uses on Proposed Development*		
NORTH (Sheldon Road/Retail Commercial/ Airport & I-X Center)	+	+
SOUTH (CSX Railroad)	0	+
EAST (CSX Railroad)	0	+
WEST (Front Street/Norfolk and Southern RR)	0	+
TOTAL	+1	+4
COMPOSITE SCORE	+1	+6
Compatibility		
Compatibility with the Goals of the Master Plan	Would expand the City's tax base and create additional jobs.	Would expand the City's tax base, create additional jobs and could encourage the development of quality small-scale retail businesses by the City's proposed commuter/RTA train station.

*Key to impact symbols: "+" = positive impact; "-" = negative impact; "0" = neutral or little impact

Lastly, in terms of meeting the overall goals of the master plan, the TOD and mixed use option would not only expand the City's tax base and increase employment, but would also encourage the creation of new retail businesses along the north end of the Front Street Corridor that could cater to transit users as they approach or depart from the proposed passenger train or Red Line station.

Development/Redevelopment Issues For Sub-Area A-3

The area within sub-area A-3 is shown as an aerial photograph as *Map 6-6* and extends southward along Front Street from the southern set of railroad tracks now owned by the CSX Railroad to the intersection of Front Street and Bagley Road in the center of Berea. This focus sub-area contains a wide variety of land uses and zoning districts that range from single-family residential to commercial and industrial uses adjacent to the CSX rail tracks. The largest landowner within this focus area is Baldwin-Wallace College which owns several large parcels of land primarily on the east side of Front Street, south of Fifth Avenue that contain class room buildings and offices. On the west side of Front Street, north of Fillier Street is located the City of Berea's Recreation Center.

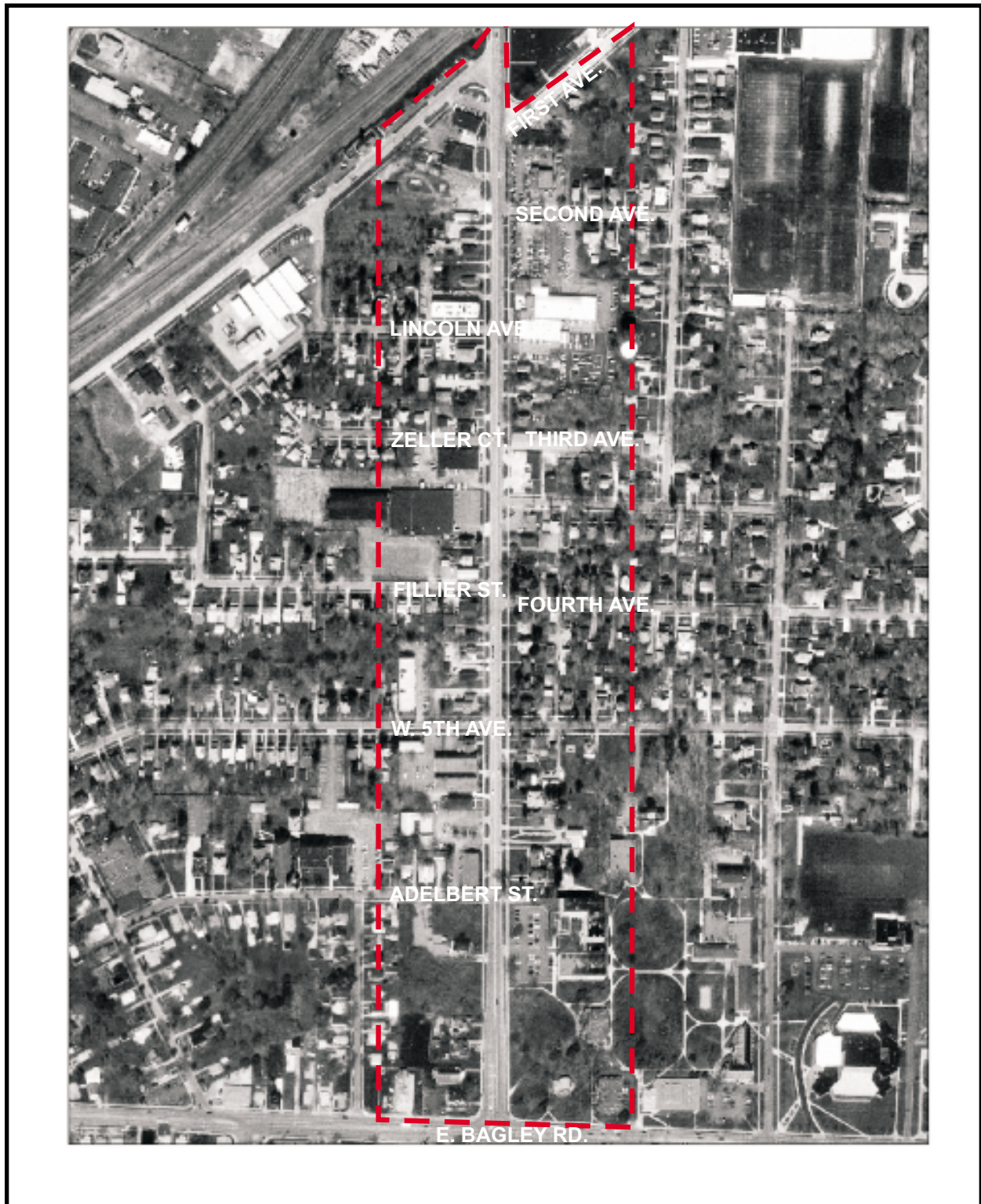
The major development/redevelopment issues for focus sub-area A-3 are:

- ✓ There is a need to examine **the wide variety of land uses and zoning classifications** (8 different land uses within 7 different zoning classifications) within this sub-area.
- ✓ The **possible loss of the Merrick Chevrolet automobile dealership** on the east side of Front Street from Lou Groza Boulevard south to area across the street from Lincoln Avenue could make this portion of Front Street available for **new commercial development opportunities**.
- ✓ The City has developed plans that would **realign the intersection of Depot and Front Streets** so as to eliminate the street jog with Front Street and Lou Groza Boulevard.
- ✓ **The return of the Cleveland Browns to Berea** not only is attracting **visitors** to the City to see the Browns training camp facilities, but also is proving to be a **boon to City finances** resulting in large increase in the City's income tax revenues.
- ✓ The many **historic older homes** present along Front Street **need to be preserved**.
- ✓ There is a need to **maintain a safe pedestrian environment**, especially for children traveling to and from the City's Recreation Center that are crossing Front Street by Third Avenue.

Alternative Analyses For Sub-Area A-3

Four development options have been examined for sub-area A-3, the southern portion of the North Front Street focus area. Alternative 1 would allow medium density residential dwelling

Map 6-6, Focus Sub-Area A-3



units at a maximum density of 17.4 units per acre. Alternative 2 would allow single-family residential dwelling units at a maximum density of 6.7 units per acre. Alternative 3 would allow one-two story office buildings, and Alternative 4 would allow retail commercial development.

The fiscal impact portion of this alternatives analysis, shown in **Table 6-5** indicates clearly that the one-two story office development would generate the most tax revenue for the City-over \$1.4 million and the best net fiscal impact (+\$630,160). Meanwhile, the two residential options, Alternatives 1 and 2, would generate the least amount of tax revenue and, in fact, would end up costing the City in terms of net fiscal impact over \$500,000 for the multi-family residential option and nearly \$200,000 for the single-family residential option. Alternative 4, retail development would be less profitable for the City than the one-two story offices option, but would still generate a net fiscal impact for the City of \$205,880.

Nevertheless, in terms of physical development impacts (**Table 6-6**), the residential alternatives would seem to be less intrusive. The average daily traffic of both residential options are only a small fraction of what could be expected if the sub-area is developed for office or retail type development. One-two story offices would generate 4,744 average daily trips during the weekday, while commercial retail uses would generate over twice this amount or 10,762 new trips per day. Single family development would generate the least amount of traffic (only 1,560 vehicle trips per day) while multi-family development would be close to double this amount at 2,788 vehicle trips per day.

Overall, all four development alternatives would have a positive impact in terms of land use compatibility within this sub-area, although the multi-family residential development would be slightly more compatible than the other development options. While the office and retail alternatives would strengthen the City's tax base and generate new jobs, the residential options (Alternatives 1 and 2) also would have their benefits by preserving the small town character and charm of Berea and perhaps expanding housing choices through the construction of new housing.

FOCUS AREA B: SOUTH FRONT STREET

General Description

The portion of Front Street south of Bagley Road, approximately .4 mile in length, comprises Focus Area B. The 7.3 acre Berea City Hall/municipal complex is also included in this focus area. In addition to City offices, there is a mix of land uses including multi-family residential at the northern end, and a combination of office and commercial retail uses, including the historic buildings located in the town center (see **Map 6-7**). There are three types of zoning classifications (see **Map 6-8**) comprising the parcels with frontage on this portion of Front Street (Commercial Center, Residence Office, and General Commercial).

In stark contrast to the high traffic volumes along Front Street north of Bagley Road, the area of Front Street south of Bagley Road is relatively sparsely traveled and quiet. Portions of this stretch of Front Street with its wide pavement width comprising four lanes of traffic and

Table 6-5, Focus Sub-Area A-3: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
	Multi-Family Residential (Medium Density)	Single-Family Residential	1- 2 Story Offices	Retail
Development Acreage	24.3	24.3	24.3	24.3
Square Footage of Site	1,058,508	1,058,508	1,058,508	1,058,508
Estimated Floor Area/Number of Residential Units	423	163	476,329	264,627
Potential Value of Site	\$19,542,822	\$22,650,305	\$35,860,518	\$16,650,489
Assessed Value (35%)	\$6,839,988	\$7,927,607	\$12,551,181	\$5,827,671
Annual Property Tax Value				
City	\$94,930	\$110,025	\$186,898	\$86,779
School	\$202,021	\$234,144	\$504,272	\$234,140
County	\$78,062	\$90,475	\$156,042	\$72,452
Library/Metroparks	\$17,260	\$20,005	\$34,382	\$15,964
Annual Income Tax Generation				
New Residents	846	399	na	na
Total Estimated New Employees	na	na	1,429	661
Estimated Annual Employee Income	\$46,595	\$46,595	\$43,680	\$27,742
Total City Income Tax for Berea	\$104,855	\$40,405	\$1,248,374	\$366,749
Annual Revenue				
All Tax Revenue	\$497,128	\$495,054	\$2,129,969	\$776,084
City Revenue	\$199,785	\$150,430	\$1,435,272	\$453,528
Annual City and School District Expenditures				
Share of Municipal Service Costs	\$725,868	\$342,321	\$805,112	\$247,648
New Public School Aged Children	13	130	na	na
Expenditure per Public School Pupil	\$7,742	\$7,742	na	na
Public School District Expenditures	\$100,646	\$1,006,460	na	na
Net Fiscal Impact for City	-\$526,083	-\$191,891	\$630,160	\$205,880

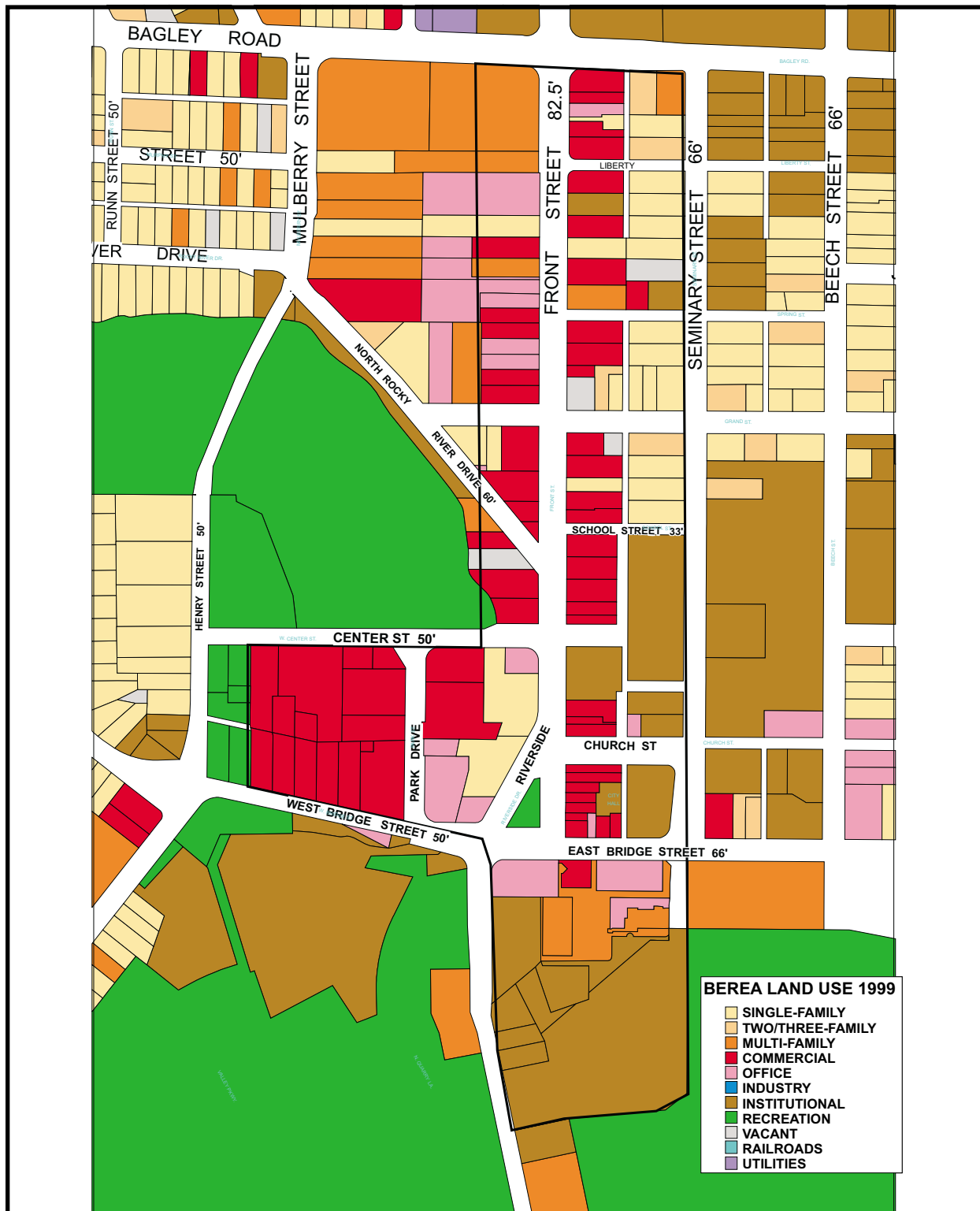
* The total acreage for this site does not include the parcels occupied by Baldwin Wallace College or the Berea Recreation Center.

Table 6.6. Focus Sub-Area A-3: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
	Multi-Family Residential (Medium Density)	Single-Family Residential	1-2 Story Offices	Retail
Vehicle Trips				
Avg. Trips per 1,000 sq. ft. Retail	na	na	na	40.67
Avg. Trips per Single-Family Residential Unit	na	9.57	na	na
Avg. Trips per Multi-Family Residential Unit	6.59	na	na	na
Avg. Trips per Office Employee	na	na	3.32	na
Total Trips per Weekday	2,788	1,560	4,744	10,762
Environmental				
Sewage Flow (gallons/day)	126,900	65,200	38,097	24,123
Water Consumption (gallons/day)	63,450	39,900	44,299	28,050
Solid Waste (tons/day)	1.5	0.7	1.4	0.7
Expected Impact of Proposed Development on Adjoining Land Uses (On East Side of Front Street)*				
NORTH (CSX and NS Railroads)	0	0	0	0
SOUTH (Bagley Road)	+	+	+	+
EAST (Single-Family Residential and Institutional)	+	+	0	0
WEST (Front Street and Mixed Retail/Office Use)	0	0	-	-
TOTAL	+2	+2	0	0
Expected Impact of Adjoining Land Uses on Proposed Development (On East Side of Front Street)*				
NORTH (CSX and NS Railroads)	0	0	0	0
SOUTH (Bagley Road)	+	+	+	+
EAST (Single-Family Residential and Institutional)	+	+	0	+
WEST (Front Street and Mixed Retail/Office Use)	0	-	+	+
TOTAL	+2	+1	+2	+3
COMPOSITE SCORE (for east side of Front St.)	+4	+3	+2	+3
Expected Impact of Proposed Development on Adjoining Land Uses (On West Side of Front Street)*				
NORTH (CSX and NS Railroads)	0	0	0	0
SOUTH (Bagley Road)	+	+	+	+
EAST (Single-Family Residential and Institutional)	+	+	+	+
WEST (Front Street and Mixed Retail/Office Use)	0	+	0	-
TOTAL	+2	+3	+2	+1
Expected Impact of of Adjoining Land Uses on Proposed Development (On West Side of Front Street)*				
NORTH (CSX and NS Railroads)	0	0	0	0
SOUTH (Bagley Road)	+	+	+	+
EAST (Single-Family Residential and Institutional)	+	-	+	+
WEST (Front Street and Mixed Retail/Office Use)	0	+	0	+
TOTAL	+2	+1	+2	+3
COMPOSITE SCORE	+4	+4	+4	+4
OVERALL COMPOSITE SCORE	+8	+7	+6	+7
Compatibility				
Compatibility with the Goals of the Master Plan	Follows recommendations of the 1994 Master Plan and offers the opportunity for the development of new housing	Preserves the small town character of Berea and existing residential neighborhoods	Strengthens the tax base and creates additional jobs.	Strengthens the tax base and creates additional jobs.

*Key to impact symbols: "+" = positive impact; "-" = negative impact; "0" = neutral or little impact

Map 6-7, Focus Area B: Existing Land Use



on-street parking, grassed tree lawns with mature and deciduous trees, and older homes and converted retail shops on lots with shallow front yard setbacks, gives the downtown portion of Berea the appearance of stately, historic elegance. The City's small park, known as the Triangle, located in the heart of the historic downtown business district also makes this portion of Berea a special and unique place.

Unfortunately, some of the more modern redevelopment efforts of this area have ignored these historic and traditional elements of building placement and design with incompatible architectural features, obtrusive commercial signage and even large alterations in building setback standards. All of these more modern elements have had the unfortunate effect of detracting from the overall appearance of the downtown area with the result being that newer development has created a downtown that lacks, in part, a consistent architectural design or theme.

To better examine the issues and development impacts for this important area, the focus area has been separated into two different sub-areas. The first sub-area to be examined covers the Front Street Corridor from Bagley Road south to Center Street. (see *Map 6-9*). The second sub-area (B-2) takes in the balance of the Front Street Corridor south to Bridge Street and the Berea Commons, the Triangle and City Hall complex and the Riverpark Centre shopping district to the west of Front Street (see *Map 6-10*).

Development/Redevelopment Issues For Sub-Area B-1

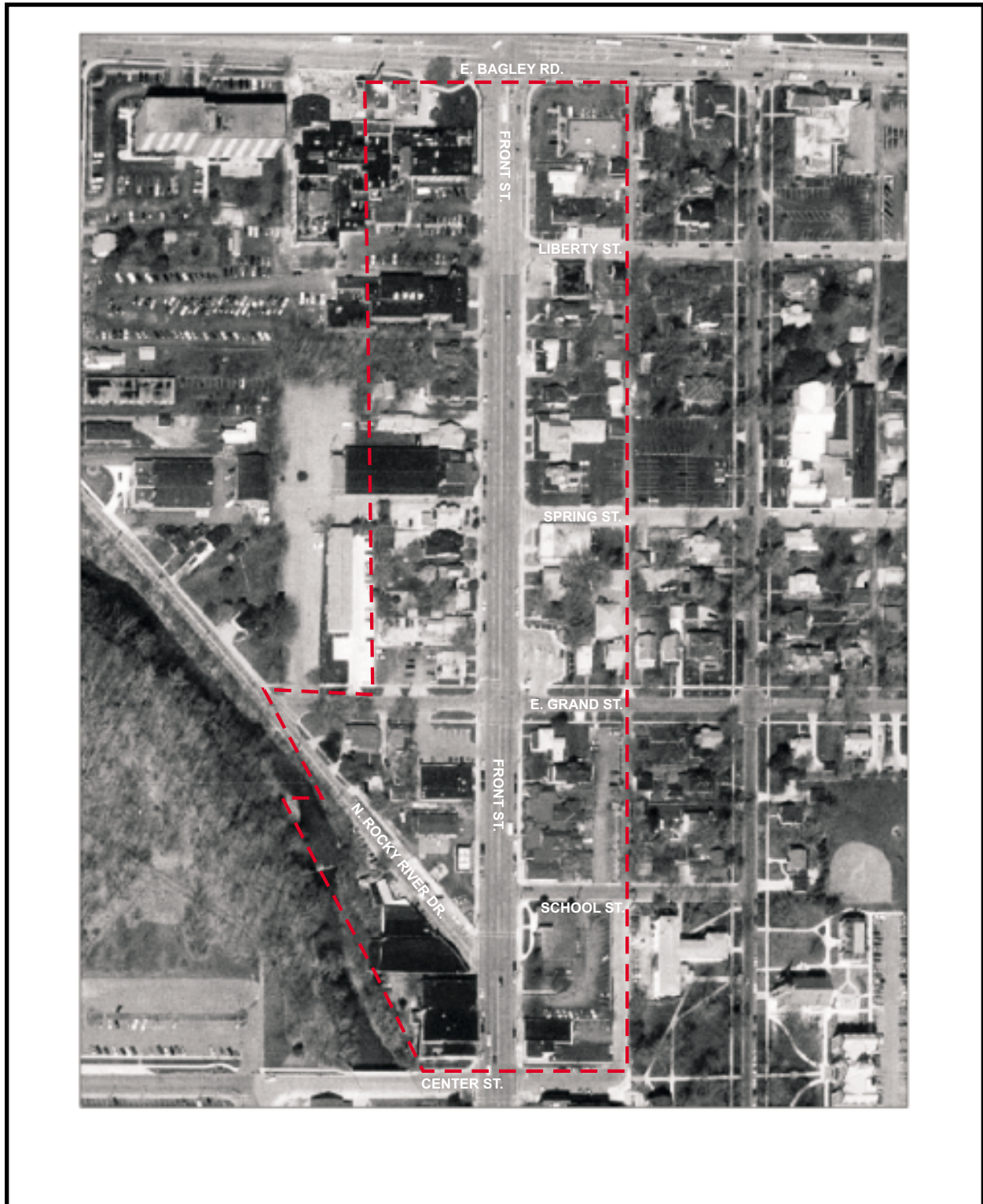
The major issues concerning this sub-area include the following:

- ✓ **A lack of required traffic volumes** to support the City's historic downtown retail development.
- ✓ The presence of several **older homes that have been converted to commercial uses**.
- ✓ The **building setback of the new medical building is too far back from Front Street** and actually creates a gap in the building setback pattern along this section of Front Street.
- ✓ Little continuity in **signage and building architecture**.
- ✓ The need to **preserve the downtown district's struggling commercial retail businesses**.

Alternative Analyses For Sub-Area B-1

The alternative analyses for this portion of the south Front Street area that extends from Bagley Road south to Center Street looks at three different options. Alternative 1 examines an all retail option that would allow this portion of Front Street to develop exclusively for commercial retail businesses. Alternative 2 would allow only one-two story offices with no retail uses. Alternative 3 would be a mix of retail commercial uses and one-two story offices.

Map 6-9, Focus Sub-Area B-1



Map 6-10, Focus Sub-Area B-2

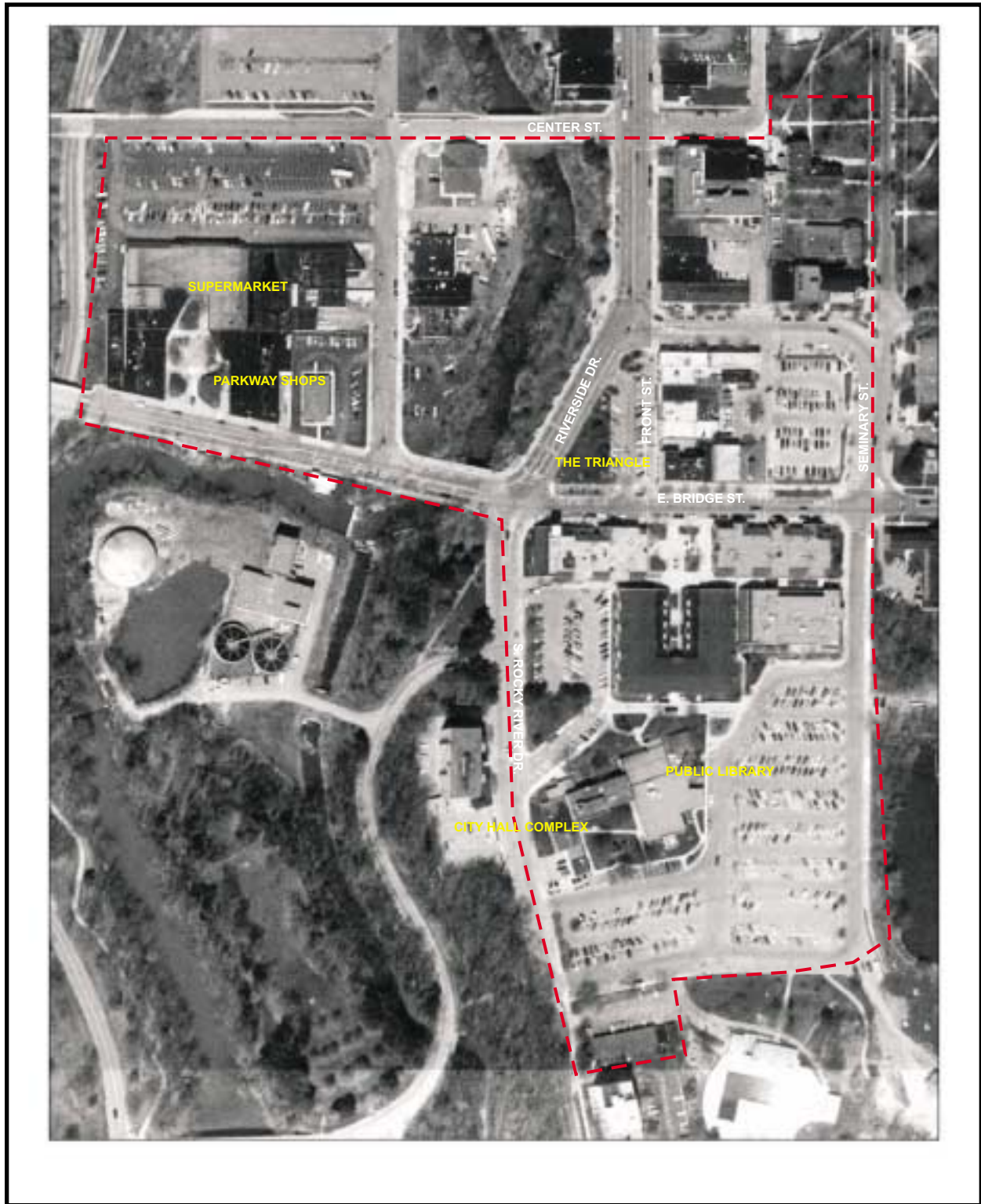


Table 6-7 indicates that from a fiscal impact standpoint, Alternative 2, the all office option, would generate the most tax money and the highest net fiscal impact (approximately \$337,600) for the City. While the other two options would also generate positive fiscal impacts for the City, Alternative 2 would generate in excess of \$80,000 more than the next closest option which would be Alternative 3—the office and retail mix scenario.

Table 6-7, Focus Sub-Area B-1: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Retail	1-2 Story Offices	Office and Retail Mix*
Development Acreage	11.7	11.7	11.7
Square Footage of Site	509,652	509,652	509,652
Estimated Floor Area	127,413	229,343	216,602
Potential Value of Site	\$8,016,902	\$17,266,176	\$15,335,491
Assessed Value (35%)	\$2,805,916	\$6,043,161	\$5,367,422
Annual Property Tax Value			
City	\$41,783	\$89,988	\$79,926
School	\$112,734	\$242,798	\$215,648
County	\$34,884	\$75,131	\$66,730
Library/Metroparks	\$7,686	\$16,554	\$14,703
Annual Income Tax Generation			
Total Estimated New Employees	319	688	618
Estimated Annual Employee Income	\$27,742	\$43,680	\$43,680/ofc; \$27,742/ret
Total City Income Tax for Berea	\$176,735	\$601,063	\$489,202
Annual Revenue			
All Tax Revenue	\$373,822	\$1,025,535	\$866,210
City Revenue	\$218,517	\$691,051	\$569,128
Annual City Expenditures			
Share of Municipal Service Costs	\$163,900	\$353,489	\$317,524
Net Fiscal Impact for City	\$54,617	\$337,562	\$251,604

*Alternative 3 contains 63,707 square feet of commercial retail space and 152,895 square feet of 2-story office space.

In terms of increasing traffic (**Table 6-8**), the development impact analysis indicates that Alternative 1 would generate the most traffic—over 5,000 new motor vehicle trips per day, while the all office option (Alternative 2) would generate the least amount of traffic—about 2,300 new motor vehicle trips per week day.

A review of land use impacts indicates that all three possible alternatives would be very compatible with existing uses within this portion of Front Street. Each development option would score a perfect +8 for land use compatibility on each side of Front Street.

Table 6-8 also indicates that each development option would have positive benefits as they relate to the goals of this strategic master plan. While office development would generate the most number of new jobs and expand the City's tax base, the all retail alternative would en-

Table 6-8, Focus Sub-Area B-1: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Retail	1-2 Story Offices	Office and Retail Mix
Vehicle Trips			
Avg. Trips per 1,000 sq. ft. Retail	40.67	na	40.67
Avg. Trips per Office Employee	na	3.32	3.32
Total Trips per Weekday	5,182	2,284	4,115
Environmental			
Sewage Flow (gallons/day)	11,615	18,343	18,036
Water Consumption (gallons/day)	13,506	21,329	20,972
Solid Waste (tons/day)	0.3	0.7	0.6
Expected Impact of Proposed Development on Adjoining Land Uses (on East Side of Front Street)*			
NORTH (Bagley Road)	+	+	+
SOUTH (Center Street and the Downtown Center)	+	+	+
EAST (Baldwin Wallace College)	+	+	+
WEST (Front Street/Retail Commercial)	+	+	+
TOTAL	+4	+4	+4
Expected Impact of Adjoining Land Uses on Proposed Development (on East Side of Front Street)*			
NORTH (Bagley Road)	+	+	+
SOUTH (Center Street and the Downtown Center)	+	+	+
EAST (Baldwin Wallace College)	+	+	+
WEST (Front Street/Retail Commercial)	+	+	+
TOTAL	+4	+4	+4
COMPOSITE SCORE (East Side of Front Street)	+8	+8	+8
Expected Impact of Proposed Development on Adjoining Land Uses (on West Side of Front Street)*			
NORTH (Bagley Road)	+	+	+
SOUTH (Center Street and the Downtown Center)	+	+	+
EAST (Front Street/Retail Commercial/Offices)	+	+	+
WEST (Rocky River, Mixed Retail, Office, MF Residential)	+	+	+
TOTAL	+4	+4	+4
Expected Impact of Adjoining Land Uses on Proposed Development (on West Side of Front Street)*			
NORTH (Bagley Road)	+	+	+
SOUTH (Center Street and the Downtown Center)	+	+	+
EAST (Front Street/Retail Commercial/Offices)	+	+	+
WEST (Rocky River, Mixed Retail, Office, MF Residential)	+	+	+
TOTAL	+4	+4	+4
COMPOSITE SCORE (West Side of Front Street)	+8	+8	+8
Compatibility			
Compatibility with the Goals of the Master Plan	Would encourage the modest expansion of the Downtown commercial area to allow quality small-scale retail businesses.	Would expand the City's tax base at the expense of converting small scale retail uses to offices.	Would allow a modest expansion of the City's downtown commercial area to allow quality small-scale retail businesses.

*Key to impact symbols: "+" = positive impact; "-" = negative impact; "0" = neutral or little impact

courage the downtown commercial area to expand northward along Front Street up to the busy Bagley Road and Front Street intersection. Alternative 3 would allow the benefits of both of the other two options as well as allow property owners the flexibility to convert their existing uses to either offices or retail businesses depending upon market conditions and local needs.

Development/Redevelopment Issues For Sub-Area B-2

This sub-area takes in downtown Berea's historic central business district including the Triangle, the Berea Commons, the City Hall complex and Riverpark Centre Shopping Center which includes one of the City's two major supermarkets (Giant Eagle) as well as the adjacent smaller retail stores commonly referred to as the Parkway Shops as shown in *Map 6-10*. The challenges facing this area include all of the issues mentioned in sub-area B-1 as well as the following three issues:

- ✓ **The cramped and outdated condition** of City Hall for expanding municipal office needs
- ✓ **The preservation and rejuvenation of Berea's historic downtown business district.**
- ✓ **The possible loss of the downtown area's major supermarket and the increasing vacancies within the adjoining Parkway shops.**

Alternative Analyses For Sub-Area B-2

As indicated in *Table 6-9*, four different alternatives have been examined for this sub-area of Focus Area B. Alternative 1 would restrict all new development within this area to be retail only. Alternative 2 would restrict all new development to be only two story office buildings. Alternative 3 would allow only high density multi-family residential uses and Alternative 4 would allow a mixture of all three of these uses.

From a fiscal impact standpoint, the least favorable option would be Alternative 3—the all multi-family residential scenario. This alternative would generate a major annual net tax loss to the City of more than \$911,000 since the expected increase in tax revenues would be more than offset by a need to expand City services to the projected 1,450 new residents living in downtown Berea. Alternative 4, the mixed use option, would also generate a negative net fiscal impact but at a much lower amount of only \$17,800 per year. As determined in other focus area analyses, the all office option, Alternative 2, would generate the most new tax revenues and the most favorable net fiscal impact for the City with over \$1,304,000 in new tax revenues and a net fiscal impact of nearly \$636,000 per year. Alternative 1, the all retail option, also would generate a positive net fiscal impact for the City, but at a much lower level—\$77,800 per year.

A review of the traffic impacts for each development alternative (*Table 6-10*) indicates that there is not a large difference in projected new traffic for any of the four options. While the all retail option would generate the most new traffic (about 7,300 trips) within this area of the City, the overall difference between this alternative and the alternative with the lowest estimate

Table 6-9, Focus Sub-Area B-2: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
	Retail	Office	High Density Multi-Family Residential	Mix of Retail, Office, High Density MF Residential*
Development Acreage	16.6	16.6	16.6	16.6
Square Footage of Site	723,096	723,096	723,096	723,096
Estimated Floor Area/Number of Residential Units	180,774	433,858	723 units	204,877 sf; 241 units
Potential Value of Site	\$11,374,408	\$32,141,733	\$30,886,401	\$24,790,309
Assessed Value (35%)	\$3,981,043	\$11,249,607	\$10,810,240	\$8,676,608
Annual Property Tax Value				
City	\$59,281	\$167,517	\$150,032	\$125,556
School	\$159,947	\$451,979	\$319,283	\$310,267
County	\$49,494	\$139,861	\$123,373	\$104,198
Library/Metroparks	\$10,906	\$30,817	\$27,279	\$22,991
Annual Income Tax Generation				
New Residents	na	na	1,446	482
Total Estimated New Employees	452	1,302	na	585
Estimated Annual Employee/Household Income	\$27,742	\$43,680	\$46,595	\$27,742/ret; \$43,680/ofc
Total City Income Tax for Berea	\$250,788	\$1,137,427	\$179,221	\$570,796
Annual Revenue				
All Tax Revenue	\$530,416	\$1,927,601	\$799,188	\$1,133,808
City Revenue	\$310,069	\$1,304,944	\$329,253	\$696,352
Annual City and School District Expenditures				
Share of Municipal Service Costs	\$232,234	\$668,957	\$1,240,668	\$714,125
New Public School Aged Children	na	na	24	8
Expenditure per Public School Pupil	na	na	\$7,742	\$7,742
Public School District Expenditures	na	na	\$185,808	\$61,936
Net Fiscal Impact for City	\$77,835	\$635,987	-\$911,415	-\$17,773

*Alternative 4 contains 60,258 square feet of commercial floor space and 144,619 square feet of 2-story office space.

of expected new traffic (Alternative 2) is only about 3,000 vehicle trips per day. Alternative 4, the mixed use option, would have the second highest projected vehicle trips with an estimated 5,489 trips per day.

Table 6-10 also indicates that there would be little difference in overall land use compatibility between the four different development alternatives evaluated. While Alternatives 3 and 4 would have the highest land use compatibility scores (+7), Alternatives 1 and 2 would be closely behind at +6. These high positive scores for land use impacts indicate that all four options considered would be acceptable to this portion of the South Front Street Focus Area.

In terms of overall compatibility with the goals of this strategic master plan, only Alternative 3, the all residential option, would have a negative impact. This option is seen to have a negative impact on the future expansion of downtown retail business by absorbing existing downtown storefronts and converting them to multi-family residential use. The remaining three options are seen as allowing commercial expansion of the downtown area through the construction of

Table 6-10, Focus Sub-Area B-2: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
	Retail	Office	High Density Multi-Family Residential	Mix of Retail, Office, High Density MF Residential
Vehicle Trips				
Avg. Trips per 1,000 sq. ft. Retail	40.67	na	na	40.67
Avg. Trips per Office Employee	na	3.32	na	3.32
Avg. Trips per Multi-Family Residential Unit	na	na	6.63	6.63
Total Trips per Weekday	7,352	4,323	4,793	5,489
Environmental				
Sewage Flow (gallons/day)	16,479	34,700	216,900	89,360
Water Consumption (gallons/day)	19,162	40,349	54,225	37,912
Solid Waste (tons/day)	0.5	1.3	2.5	1.4
Expected Impact of Proposed Development on Adjoining Land Uses*				
NORTH (Front Street and Mixed Use Corridor)	+	+	+	+
SOUTH (Park and Institutional)	0	0	0	0
EAST (Park and Baldwin Wallace)	+	+	+	+
WEST (Riverpark Center and Metroparks)	+	+	+	+
TOTAL	+3	+3	+3	+3
Expected Impact of Adjoining Land Uses on Proposed Development*				
NORTH (Front Street and Mixed Use Corridor)	+	+	+	+
SOUTH (Park and Institutional)	0	0	+	+
EAST (Park and Baldwin Wallace)	+	+	+	+
WEST (Riverpark Center and Metroparks)	+	+	+	+
TOTAL	+3	+3	+4	+4
COMPOSITE SCORE	+6	+6	+7	+7
Compatibility				
Compatibility with the Goals of the Master Plan	Would preserve the City's Downtown Business District.	Would preserve the City's Downtown Business District and improve the City's tax base.	Would adversely affect the City's tax base and shrink the Downtown Commercial Retail District.	Could encourage the development of new upscale housing with an overall mixture of office and retail uses.

*Key to impact symbols: "+" = positive impact; "-" = negative impact; "0" = neutral or little impact

new retail and/or office development that would in turn have a positive impact on the tax base of the City.

FOCUS AREA C: CENTRAL BAGLEY ROAD CORRIDOR

General Description

The portion of Bagley Road between Daisy Avenue and Baker Street comprises Focus Area C. This corridor is approximately 0.6 mile in length and contains a mixture of land uses. While residential uses predominate, there are intermittent commercial uses, including the new CVS Pharmacy on the northeast corner of Bagley Road and Rocky River Drive. Despite its short length, there are seven different zoning categories constituting the focus area (Residence Office, Standard Single Family Residential/B District, General Commercial, Townhouse, Multiple Family/Medium Density, Neighborhood Commercial, and Commercial Center).

This corridor serves as a linkage between the major institutional and commercial uses along Front Street and those further west on West Bagley Road. Current traffic along this section of Bagley Road is quite heavy with the Cuyahoga County Engineer estimating that traffic ranges from 20,000-30,000 vehicles per day (See *Map 5.4*). There is the potential to redevelop at least a portion of Focus Area C for retail, office, or multi-family uses. This development would be more compatible with the surrounding high traffic volumes along Bagley Road and the close proximity to Baldwin Wallace College to the east and the two shopping centers, West Valley Plaza and the Berea Square Plaza, further to the west.

Development/Redevelopment Issues For Focus Area C

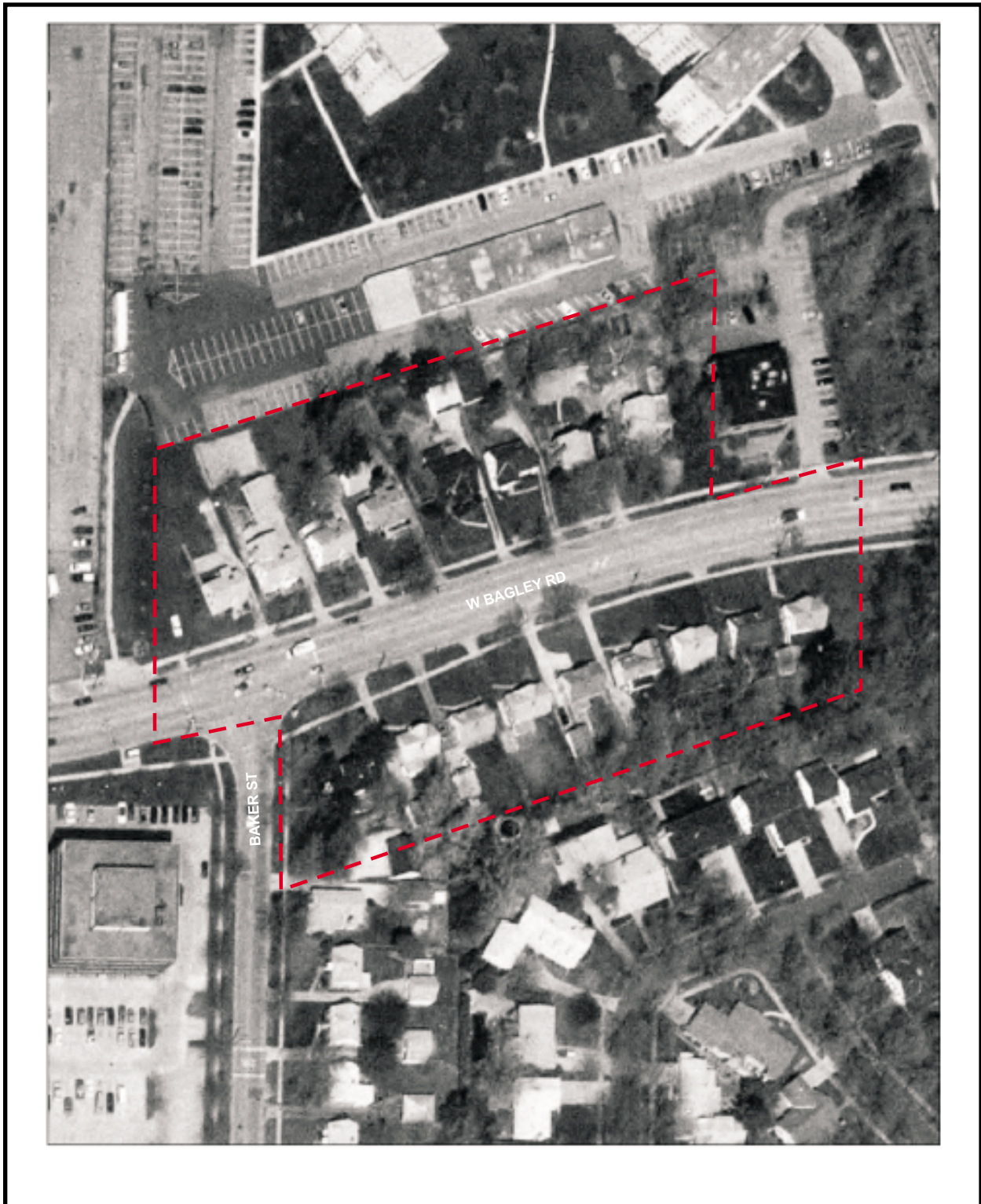
The development and redevelopment issues for Focus Area C are as follows:

- ✓ This portion of Bagley Road is a major arterial and carries a high volume of traffic.
- ✓ This area's single-family residential zoning and land uses are incompatible with the existing high levels of traffic along Bagley Road.
- ✓ Except for North Rocky River Drive adjoining residential areas to the north and south need to be protected from non-residential encroachment.
- ✓ The lots that front Bagley Road between Daisy Avenue and North Rocky River Drive have extremely shallow depths.

Sub-Area Analyses For Focus Area C

In order to more precisely determine appropriate redevelopment of this focus area, two sub-areas have been established. Sub-area C-1 examines alternative development options along

Map 6-11, Focus Sub-Area C-1



Bagley Road between Barrett Road and Baker Street (see *Map 6-11*) Sub-area C-2 examines alternative development options along Bagley Road between Daisy Avenue and the new CVS Pharmacy just east of North Rocky River Drive (see *Map 6-12*).

Alternatives Analysis For Focus Sub-Area C-1

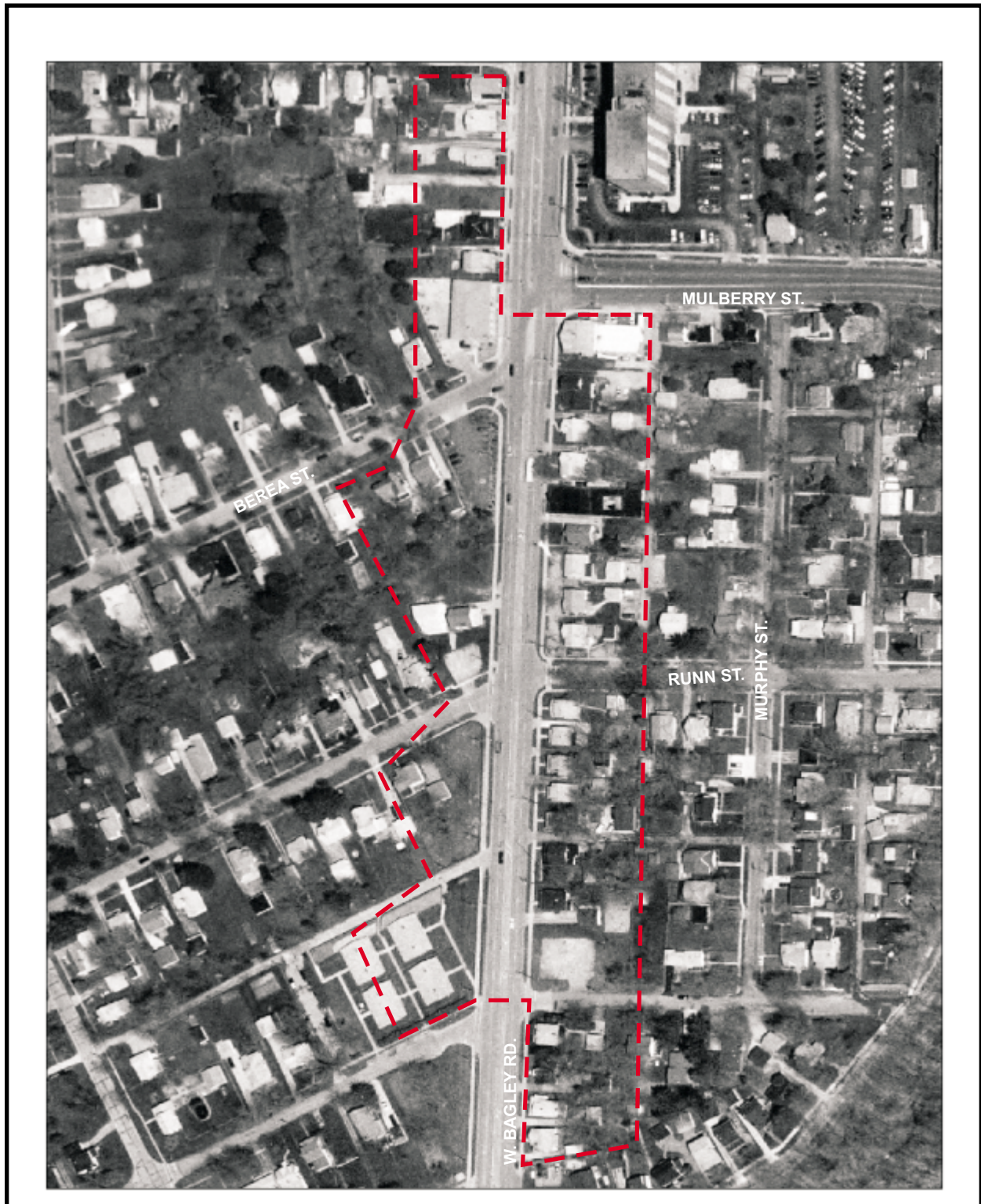
Four alternative options have been considered for sub-area C-1 as listed in *Table 6-11*. Alternative 1 examined existing conditions which consist of 17 single-family dwellings. Alternative 2 considered the potential outcomes if this area was developed exclusively for retail commercial uses. Alternative 3 examined if this area was developed only for two story local office buildings and Alternative 4 considered if this same sub-focus area was developed for multi-family residential townhouses.

Table 6-11, Focus Sub-Area C-1: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
	Existing Conditions (Single-Family)*	Commercial Retail	2-Story Office	Multi-Family Residential Townhouse
Development Acreage	3.3	3.3	3.3	3.3
Square Footage of Site	143,748	143,748	143,748	143,748
Estimated Floor Area/Number of Residential Units	17	35,937	86,249	23
Potential Value of Site	\$1,461,168	\$2,261,777	\$6,389,636	\$3,779,380
Assessed Value (35%)	\$511,409	\$791,622	\$2,236,373	\$1,322,783
Annual Property Tax Value				
City	\$7,098	\$11,788	\$33,302	\$18,358
School	\$15,104	\$31,805	\$89,851	\$39,069
County	\$5,836	\$59,842	\$27,804	\$15,096
Library/Metroparks	\$1,291	\$2,169	\$6,126	\$3,338
Annual Income Tax Generation				
Residents	41	na	na	47
Total Estimated New Employees	na	89	258	na
Estimated Annual Employee/Household Income	\$46,595	\$27,742	\$43,680	\$46,595
Total City Income Tax for Berea	\$4,214	\$49,381	\$225,389	\$5,701
Annual Revenue				
All Tax Revenue	\$33,543	\$104,985	\$382,472	\$81,562
City Revenue	\$11,312	\$61,169	\$258,691	\$24,059
Annual City and School District Expenditures				
Share of Municipal Service Costs	\$35,178	\$45,727	\$132,558	\$40,326
New Public School Aged Children	13	na	na	1
Expenditure per Public School Pupil	\$7,742	na	na	\$7,742
Public School District Expenditures	\$100,646	na	na	\$7,742
Net Fiscal Impact for City	-\$23,866	\$15,442	\$126,133	-\$16,267

*The site's existing conditions consist of 17 single-family residences.

Map 6-12, Focus Sub-Area C-2



In terms of the fiscal impact analysis, the two story office buildings would generate the most favorable net fiscal impact for the City (over \$126,000 per year in tax revenues after deducting for anticipated municipal service costs) and the existing 17 single-family residential uses are resulting in an estimated negative net fiscal impact to the City of nearly \$24,000 per year.

In terms of physical and land use impacts (*Table 6-12*), the office development scenario would also be the best as anticipated daily traffic for this option would only be 857 vehicle trips and the land use compatibility score of +9 is considerably better than the next highly rated alternative which would be for commercial retail (Alternative 2). Proof that the existing single-family uses are poorly suited for this portion of West Bagley Road is the low land use compatibility rating that this option received of +1.

When compared to the overall goals of this strategic master plan, the office option would expand the City's economic base and create jobs. Meanwhile, Alternative 4, the multi-family residential townhouses, would create new opportunities for the City to build new up-scale housing. Alternative 2 would encourage the expansion of new small-scale retail development. The continuation of Alternative 1, the existing conditions, unfortunately does not address any of the City's strategic goals and is, in fact, in conflict with the high traffic volumes along Bagley Road and the overall commercialization expected to continue to occur along this portion of the Corridor.

Alternatives Analysis For Focus Sub-Area C-2

Table 6-13 identifies the three development alternatives considered for this sub-area and the projected fiscal impacts of these alternatives. Alternative 1 proposes development of the sub-area for commercial retail uses approximating a total of 70,785 square feet of floor space. One- to two-story office development is proposed for Alternative 2, in which 169,884 square feet of floor space has been estimated. Lastly, Alternative 3 involves the development of 113 medium density, multi-family residential units.

The alternative generating the greatest tax revenue, as identified in *Table 6-13*, is that which proposes office development (Alternative 2) in which approximately \$510,000 in property and income tax revenue could be generated, resulting in a net fiscal gain for Berea of nearly \$249,000. Taxes arising from the commercial retail development (Alternative 1) would be the second-greatest, approximating \$121,000, and would result in a net financial gain of approximately \$30,000 for the City. Taxes generated by the multi-family residential development, approximately \$53,000, would be exceeded by municipal expenditures by more than \$140,000.

The physical impacts of these development alternatives, as shown in *Table 6-14*, would include the greatest amount of traffic being generated by the commercial retail alternative, in which an estimated 2,879 vehicles would be generated per weekday. Office and multi-family residential uses would generate fewer vehicles, or, 1,692 and 746 vehicles, respectively, per weekday.

The multi-family residential alternative (Alternative 3) has the greatest land use compatibility with adjacent uses with a composite score of +5. This alternative would also result in the devel-

Table 6-12, Focus Sub-Area C-1: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
	Existing Conditions (Single-Family)	Commercial Retail	2-Story Office	Multi-Family Residential Townhouse
Vehicle Trips				
Avg. Trips per 1,000 sq. ft. Retail	na	40.67	na	na
Avg. Trips per Office Employee	na	na	3.32	na
Avg. Trips per Multi-Family Residential Unit	9.57	na	na	6.59
Total Trips per Weekday	163	1,462	857	135
Environmental				
Sewage Flow (gallons/day)	6,800	3,276	6,898	6,900
Water Consumption (gallons/day)	4,165	3,809	8,021	3,525
Solid Waste (tons/day)	0.1	0.1	0.3	0.1
Expected Impact of Proposed Development on Adjoining Land Uses (on North Side of Bagley Road)*				
NORTH (Multi-Family Apartments)	0	+	+	+
SOUTH (West Bagley Road)	0	-	-	0
EAST (Office Building)	0	+	+	0
WEST (Service Station)	0	+	+	0
TOTAL	0	+2	+2	+1
Expected Impact of Adjoining Land Uses on Proposed Development (on North Side of Bagley Road)*				
NORTH (Multi-Family Apartments)	0	+	+	+
SOUTH (West Bagley Road)	-	+	+	0
EAST (Office Building)	0	+	+	0
WEST (Service Station)	0	+	+	0
TOTAL	-1	+4	+4	+1
NORTH SIDE COMPOSITE SCORE	-1	+6	+6	+2
Expected Impact of Proposed Development on Adjoining Land Uses (on South Side of Bagley Road)*				
NORTH (Bagley Road)	0	-	-	0
SOUTH (Single-Family Residential)	+	-	0	+
EAST (Metroparks)	0	0	0	0
WEST (Baker Street and Office Building)	0	+	+	0
TOTAL	+1	-1	0	+1
Expected Impact of Adjoining Land Uses on Proposed Development (on South Side of Bagley Road)*				
NORTH (Bagley Road)	-	+	+	0
SOUTH (Single-Family Residential)	+	-	0	+
EAST (Metroparks)	+	+	+	+
WEST (Baker Street and Office Building)	0	0	+	0
TOTAL	+1	+1	+3	+2
SOUTH SIDE COMPOSITE SCORE	+2	0	+3	+3
TOTAL COMPOSITE SCORE	+1	+6	+9	+5
Compatibility				
Compatibility with the Goals of the Master Plan	Preserves existing residential neighborhood and small town environment.	Would encourage the expansion of quality small-scale retail businesses.	Would expand the City's economic base and create additional jobs.	Provides an opportunity for the City to encourage new up-scale housing.

*Key to impact symbols: "+" = positive impact; "-" = negative impact; "0" = neutral or little impact

Table 6-13, Focus Sub-Area C-2: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Commercial Retail	1 - 2 Story Offices	Medium Density Multi-Family Residential
Development Acreage	6.5	6.5	6.5
Square Footage of Site	283,140	283,140	283,140
Estimated Floor Area/Number of Residential Units	70,785	169,884	113
Potential Value of Site	\$4,453,835	\$12,585,618	\$5,227,492
Assessed Value (35%)	\$1,558,842	\$4,404,966	\$1,829,622
Annual Property Tax Value			
City	\$23,213	\$65,594	\$25,393
School	\$62,630	\$176,980	\$54,038
County	\$19,380	\$54,765	\$20,881
Library/Metroparks	\$4,270	\$12,067	\$4,617
Annual Income Tax Generation			
Residents	na	na	227
Total Estimated New Employees	177	510	na
Estimated Annual Employee/Household Income	\$27,742	\$43,680	\$46,595
Total City Income Tax for Berea	\$98,186	\$445,232	\$28,075
Annual Revenue			
All Tax Revenue	\$207,679	\$754,637	\$133,004
City Revenue	\$121,398	\$510,826	\$53,468
Annual City and School District Expenditures			
Share of Municipal Service Costs	\$90,941	\$262,034	\$194,347
New Public School Aged Children	na	na	3
Expenditure per Public School Pupil	na	na	\$7,742
Public School District Expenditures	na	na	\$23,226
Net Fiscal Impact for City	\$30,457	\$248,792	-\$140,879

Table 6-14, Focus Sub-Area C-2: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Commercial Retail	1 - 2 Story Offices	Medium Density Multi-Family Residential
Vehicle Trips			
Avg. Trips per 1,000 sq. ft. Retail	40.67	na	na
Avg. Trips per Office Employee	na	3.32	na
Avg. Trips per Multi-Family Residential Unit	na	na	6.59
Total Trips per Weekday	2,879	1,692	746
Environmental			
Sewage Flow (gallons/day)	6,453	13,587	33,977
Water Consumption (gallons/day)	7,503	15,799	16,988
Solid Waste (tons/day)	0.2	0.5	0.4
Expected Impact of Proposed Development on Adjoining Land Uses (on North Side of Bagley Road)*			
NORTH (Single-Family Residential)	-	0	0
SOUTH (West Bagley Road)	-	-	0
EAST (Daisy Avenue and Utility)	0	0	0
WEST (CVS Pharmacy)	+	+	+
TOTAL	-1	0	+1
Expected Impact of Adjoining Land Uses on Proposed Development (on North Side of Bagley Road)*			
NORTH (Single-Family Residential)	+	0	+
SOUTH (West Bagley Road)	+	+	0
EAST (Daisy Avenue and Utility)	0	0	0
WEST (CVS Pharmacy)	+	+	+
TOTAL	+3	+2	+2
NORTH SIDE COMPOSITE SCORE	+2	+2	+3
Expected Impact of Proposed Development on Adjoining Land Uses (on South Side of Bagley Road)*			
NORTH (Bagley Road)	-	-	0
SOUTH (Single-Family Residential)	-	0	0
EAST (Mulberry Avenue and Hi-Rise Apts.)	0	0	0
WEST (Service Station)	+	+	+
TOTAL	-1	0	+1
Expected Impact of Adjoining Land Uses on Proposed Development (on South Side of Bagley Road)*			
NORTH (Bagley Road)	+	+	0
SOUTH (Single-Family Residential)	+	0	+
EAST (Mulberry Avenue and Hi-Rise Apts.)	+	0	0
WEST (Service Station)	0	0	0
TOTAL	+3	+1	+1
SOUTH SIDE COMPOSITE SCORE	+2	+1	+2
TOTAL COMPOSITE SCORE	+4	+3	+5
Compatibility			
Compatibility with the Goals of the Master Plan	Could encourage the expansion of quality small-scale retail businesses.	Would expand the City's economic tax base and create additional jobs.	Would expand the development of new housing within the City and follow the recommendations of the 1994 Master Plan.

*Key to impact symbols: "+" = positive impact, "-" = negative impact, "0" = neutral or little impact

opment of new housing within Berea as well as follow recommendations made in the 1994 Master Plan. Alternative 1, commercial retail, has the next greatest land use compatibility composite score of +4. In addition, it would provide an opportunity for the development of high quality small-scale retail establishments. Lastly, the office use alternative (Alternative 2) would result in an overall land use compatibility composite score of +3 and would allow for expansion of the City's tax base and creation of jobs.

FOCUS AREA D: WEST BAGLEY ROAD CORRIDOR

General Description

Focus Area D consists of the portion of West Bagley Road bounded by the Berea Corporation Line to the west and the railroad tracks to the east (CSX Railroad) and north (Norfolk and Southern Railroad). Its length is approximately 1.3 miles. As shown in *Map 6-13*, light industrial development, much of it new, is the most common land use. There is also vacant land, a cemetery (St. Mary's of the Falls) and several parcels with commercial office and retail development. In the middle of this focus area on the south side of West Bagley Road lies an outdoor golf driving range.

Five different zoning classifications are found in the focus area (Standard Single Family Residential/B District, Residence Office, Limited Industrial, Commercial Center, and General Commercial). These current zoning districts are shown in *Map 6-14*.

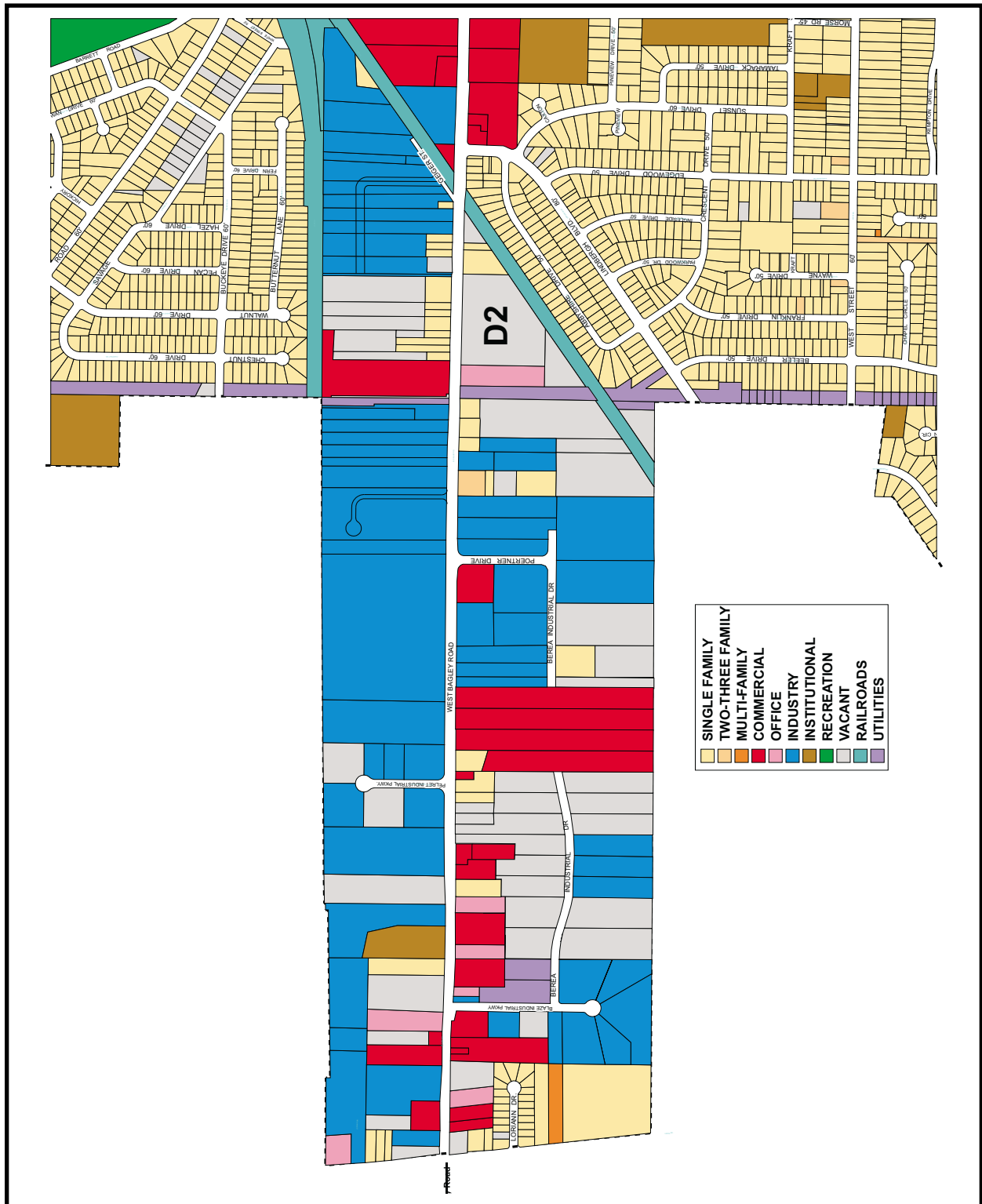
Major development/redevelopment issues for this focus area are as follows:

- ✓ This is the location of the greatest supply of vacant, industrially-zoned parcels, which are in diminishing supply city-wide due to recent developments.
- ✓ There are opportunities for significant tax base enhancement to the City's budget resulting from potential development of vacant parcels for light industrial uses.
- ✓ There is the possibility that RTA could extend its Red Line, which currently terminates at Cleveland Hopkins International Airport, south to the West Bagley Road Corridor following existing rail lines owned by Norfolk and Southern and the CSX railroads.
- ✓ The Berea Industrial Parkway has yet to be connected due to the presence of a golf driving range on the south side of West Bagley Road.

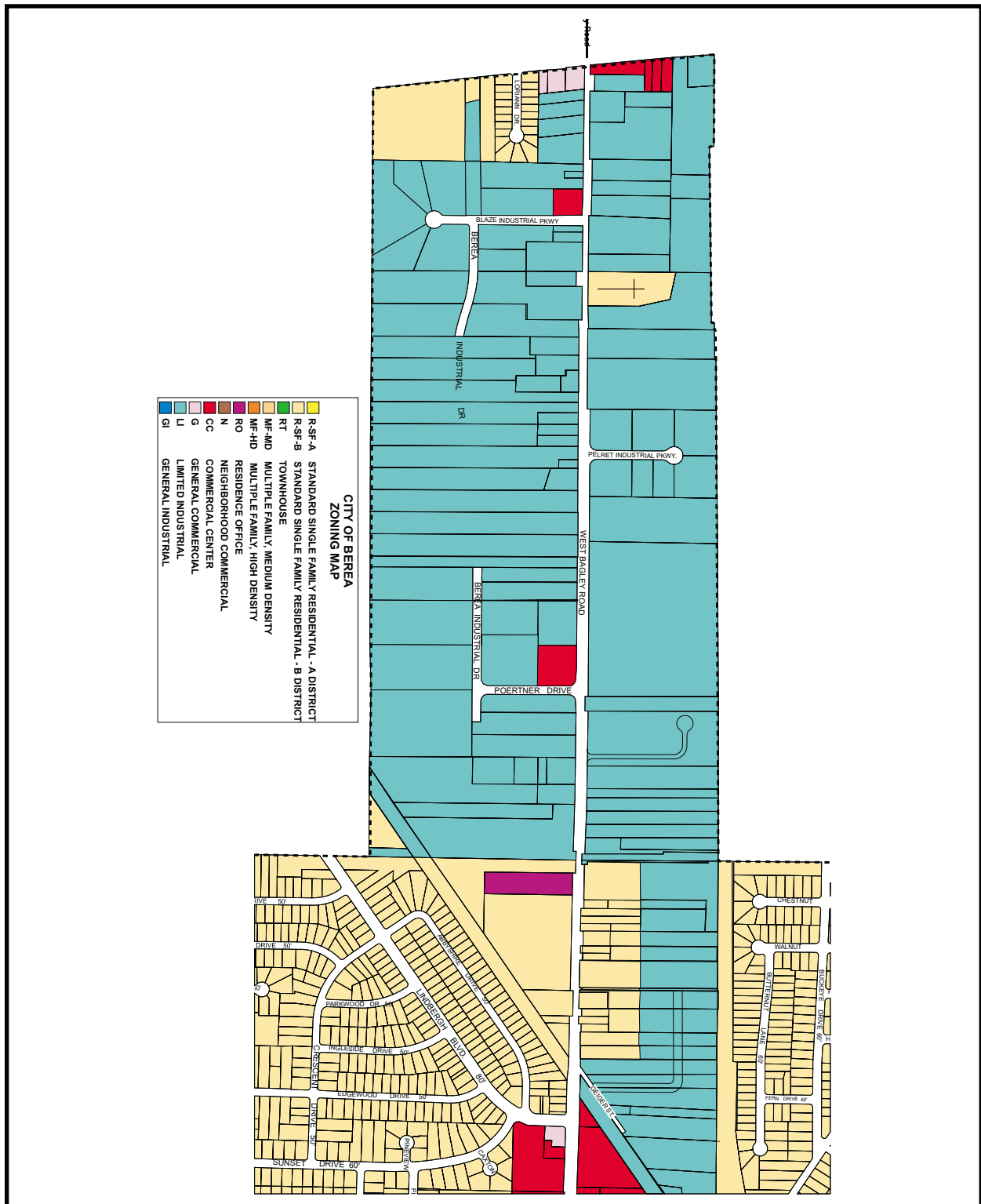
Sub-Focus Area Analysis

In order to conduct a more thorough analysis of potential new development, Focus Area D has been split into two smaller sub-focus areas. Sub-area D-1 covers all of the vacant land within the focus area except for the two vacant parcels of land on the south side of West Bagley Road

Map 6-13, Focus Area D: Existing Land Use



Map 6-14, Focus Area D: Existing Zoning



that directly abut the CSX Railroad tracks. These two parcels, which have a combined acreage of just under 11 acres, comprise all of sub-focus area D-2 and are shown in *Map 6-13*.

Alternatives Analysis For Focus Sub-Area D-1

There are three different development alternatives shown in *Table 6-15* that have been reviewed for the 74-acre sub-area D-1. Alternative 1 comprises light industrial uses, which could include nearly 1.3 million square feet of light industrial floor space. Alternative 2 includes the development of more than 1.9 million square feet of floor space contained in 2-story office uses. Alternative 3 consists of more than 800,000 square feet of commercial retail development.

Table 6-15, Focus Sub-Area D-1: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Light Industrial	2 Story Offices	Commercial Retail
Development Acreage	73.6	73.6	73.6
Square Footage of Site	3,206,016	3,206,016	3,206,016
Estimated Floor Area	1,282,406	1,923,610	801,504
Potential Value of Site	\$55,154,118	\$142,507,926	\$50,431,111
Assessed Value (35%)	\$19,303,941	\$49,877,774	\$17,650,889
Annual Property Tax Value			
City	\$287,453	\$742,724	\$262,837
School	\$775,580	\$2,003,953	\$709,165
County	\$239,996	\$620,104	\$219,444
Library/Metroparks	\$52,880	\$136,633	\$48,352
Annual Income Tax Generation			
Total Estimated New Employees	2,565	5,771	2,004
Estimated Annual Employee Income	\$46,124	\$43,680	\$27,742
Total City Income Tax for Berea	\$2,365,989	\$5,041,396	\$1,111,766
Annual Revenue			
All Tax Revenue	\$3,721,897	\$8,544,811	\$2,351,565
City Revenue	\$2,653,441	\$5,784,120	\$1,374,603
Annual City Expenditures			
Share of Municipal Service Costs	\$1,317,878	\$2,965,096	\$1,029,640
Net Fiscal Impact for City	\$1,335,563	\$2,819,024	\$344,963

In terms of fiscal projections, it is estimated that the City would realize a gain for each of the three alternatives. As is common for development impact review of these three types of land uses, office developments typically result in the greatest fiscal impact for a community, followed by that of light industrial, and commercial retail developments. Specifically, the City could potentially realize a gain of more than \$2.8 million dollars from the development of 2-story offices (Alternative 2). If the area were to be completely developed for light industrial uses (Alternative 1), the potential fiscal gain for the City could potentially reach \$1.3 million.

Finally, development of the entire area for commercial retail uses (Alternative 3) could result in revenues of approximately \$344,000.

Table 6-16 illustrates the potential physical impacts of these development alternatives. Commercial retail development would result in the greatest amount of weekday traffic for the area, with an estimated 32,597 vehicles per weekday. The office alternative would result in the second-greatest amount of traffic, or approximately 19,159 vehicles per weekday. The alternative that would generate the least amount of traffic, light industrial uses, would generate 7,746 vehicles per weekday.

In terms of land use compatibility, it is clear that the development of light industrial uses in this corridor would result in the greatest compatibility with surrounding uses in that it received a total composite score of +12. The evaluation of land use compatibility for the other development alternatives results in a total composite score of 0 for each alternative. In addition, the complete development of the focus area for light industrial uses would result in enhancement of the City's tax base as well as in creation of new jobs. The development of the focus area for office uses would have similar tax base and job creation results. However, the commercial retail uses are inconsistent with the goals of the Master Plan and would result in the generation of traffic more than four times greater than that of the light industrial alternative.

Alternatives Analysis For Focus Sub-Area D-2

Three development alternatives were also considered for this sub-area and are identified in **Table 6-17**. Alternative 1 consists of development of the acreage for light industrial uses approximating 188,000 square feet of floor space. Alternative 2 proposes the development of nearly 118,000 square feet of commercial retail floor space. Alternative 3 consists of transit-oriented-development (TOD), which includes a retail and office mix, and five acres dedicated to a transit stop.

The alternative that would result in the greatest amount of estimated fiscal gain for the community is light industrial (Alternative 1), which is projected to generate a net financial gain of more than \$196,000. The TOD option (Alternative 3) would potentially contribute the second-greatest amount of revenue for Berea, or approximately \$124,000. The commercial retail development option (Alternative 2) would generate the least amount of revenue to the City's budget—approximately \$50,000.

Table 6-18 identifies estimates for various physical impacts resulting from the three development alternatives. The alternative that would generate the greatest amount of weekday traffic would be the commercial retail alternative, potentially generating 4,783 vehicles per weekday. The TOD alternative, the second-greatest traffic generator, would generate an estimated 2,038 vehicles per weekday. The alternative generating the fewest cars would be the light industrial alternative, with an estimated weekday vehicle generation of 1,137.

The alternative having the greatest land use compatibility with surrounding uses is the TOD alternative, which resulted in a composite score of +7. This alternative would result in tax base expansion as well as in the development of small-scale retail businesses located adjacent to a

Table 6-16, Focus Sub-Area D-1: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Light Industrial	2 Story Offices	Commercial Retail
Vehicle Trips			
Avg. Trips per 1,000 sq. ft. Retail	na	na	40.67
Avg. Trips per Office Employee	na	3.32	na
Avg. Trips per Light Industrial Employee	3.02	na	na
Total Trips per Weekday	7,746	19,159	32,597
Environmental			
Sewage Flow (gallons/day)	330,861	153,850	73,065
Water Consumption (gallons/day)	384,722	178,896	84,959
Solid Waste (tons/day)	3.5	5.8	2.0
Expected Impact of Proposed Development on Adjoining Land Uses (on North Side of Bagley Road) *			
NORTH (Railroad)	+	0	0
SOUTH (West Bagley Road)	0	-	-
WEST (Light Industrial)	+	0	0
EAST (Light Industrial)	+	0	0
TOTAL	+3	-1	-1
Expected Impact of Adjoining Land Uses on Proposed Development (on North Side of Bagley Road)*			
NORTH (Railroad)	+	0	0
SOUTH (West Bagley Road)	+	+	+
WEST (Light Industrial)	+	0	0
EAST (Light Industrial)	+	0	0
TOTAL	+4	+1	+1
NORTH SIDE COMPOSITE SCORE	+7	0	0
Expected Impact of Proposed Development on Adjoining Land Uses (on South Side of Bagley Road) *			
NORTH (West Bagley Road)	0	-	-
SOUTH (Vacant)	0	0	0
WEST (Light Industrial)	+	0	0
EAST (Light Industrial)	+	0	0
TOTAL	+2	-1	-1
Expected Impact of Adjoining Land Uses on Proposed Development (on South Side of Bagley Road)*			
NORTH (West Bagley Road)	+	+	+
SOUTH (Vacant)	0	0	0
WEST (Light Industrial)	+	0	0
EAST (Light Industrial)	+	0	0
TOTAL	+3	+1	+1
SOUTH SIDE COMPOSITE SCORE	+5	0	0
TOTAL COMPOSITE SCORE	+12	0	0
Compatibility			
Compatibility with the Goals of the Master Plan	Would expand the City's tax base and create new jobs.	Would expand the City's tax base and create new jobs.	Is not consistent with the goals of the Master Plan and would generate over four times the amount of traffic as the light industrial alternative.

*Key to impact symbols: "+" = positive impact, "-" = negative impact, "0" = neutral or little impact

Table 6-17, Focus Sub-Area D-2: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Light Industrial	Commercial Retail	TOD (with retail and office mix)
Development Acreage	10.8	10.8	10.8
Square Footage of Site	470,448	470,448	470,448
Estimated Floor Area	188,179	117,612	107,375
Potential Value of Site	\$8,093,267	\$7,400,217	\$7,602,189
Assessed Value (35%)	\$2,832,644	\$2,590,076	\$2,660,766
Annual Property Tax Value			
City	\$42,181	\$38,569	\$39,621
School	\$113,808	\$104,062	\$106,902
County	\$35,217	\$32,201	\$33,080
Library/Metroparks	\$7,760	\$7,095	\$7,289
Annual Income Tax Generation			
Total Estimated New Employees	376	294	306
Estimated Annual Employee Income	\$46,124	\$27,742	\$27,742/ret; \$43,680/ofc
Total City Income Tax for Berea	\$347,183	\$163,140	\$242,140
Annual Revenue			
All Tax Revenue	\$546,148	\$345,067	\$429,032
City Revenue	\$389,364	\$201,708	\$281,761
Annual City Expenditures			
Share of Municipal Service Costs	\$193,186	\$151,055	\$157,221
Net Fiscal Impact for City	\$196,178	\$50,653	\$124,540

* The potential value of the site for Alternative 3 excludes the 5 acres dedicated to the transit stop.

Table 6-18, Focus Sub-Area D-2: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Light Industrial	Commercial Retail	TOD (with retail and office mix)
Vehicle Trips			
Avg. Trips per 1,000 sq. ft. Retail	na	40.67	40.67
Avg. Trips per Office Employee	na	na	3.32
Avg. Trips per Light Industrial Employee	3.02	na	na
Total Trips per Weekday	1,137	4,783	2,038
Environmental			
Sewage Flow (gallons/day)	48,550	10,722	8,941
Water Consumption (gallons/day)	56,464	12,467	10,396
Solid Waste (tons/day)	0.5	0.3	0.3
Expected Impact of Proposed Development on Adjoining Land Uses*			
NORTH (West Bagley Road)	0	-	0
SOUTH (Railroad)	+	0	+
WEST (Office Building)	0	+	+
EAST (Railroad)	+	0	+
TOTAL	+2	0	+3
Expected Impact of Adjoining Land Uses on Proposed Development*			
NORTH (West Bagley Road)	+	+	+
SOUTH (Railroad)	+	0	+
WEST (Office Building)	0	+	+
EAST (Railroad)	+	0	+
TOTAL	+3	+2	+4
COMPOSITE SCORE	+5	+2	+7
Compatibility			
Compatibility with the Goals of the Master Plan	Would expand the City's tax base and create new jobs.	Would generate over three times the amount of traffic than Alternative 1 would generate with only a modest impact on expanding the tax base.	Would allow some expansion of tax base and could result in new small-scale retail businesses by transit center/rail station.

*Key to impact symbols: "+" = positive impact, "-" = negative impact, "0" = neutral or little impact

transit center. The light industrial development alternative would also be compatible with surrounding uses in that it has a composite score of +5. Similar to sub-area D-1, an outcome of this alternative would be tax base enhancement and job creation. Commercial retail development is compatible as well, though to a lesser degree, with a composite score of +2. Traffic generation for this commercial retail alternative would be the most significant of the three alternatives while the impact on the tax base would be modest.

FOCUS AREA E: DEPOT STREET

General Description

Nearly the full length (.3 mile) of the south side of Depot Street constitutes Focus Area E, as illustrated in *Maps 6-15* and *6-16*. While light industrial land uses predominate, there are also commercial and residential uses.

While most of the current zoning of the parcels fronting Depot Street is in the Limited Industrial District, a few of these parcels are currently zoned either for Standard Single Family Residential B District or near Front Street for the Commercial Center District. *Map 6-17* shows the existing zoning for both sides of Depot Street as well as for the adjoining neighborhood.

The potential for redevelopment of the nonconforming uses will be examined in addition to the effect of additional light industrial development on the residential neighborhood to the south and the potential need for buffering between the adjoining land uses.

Major development/redevelopment issues for this focus area are as follows:

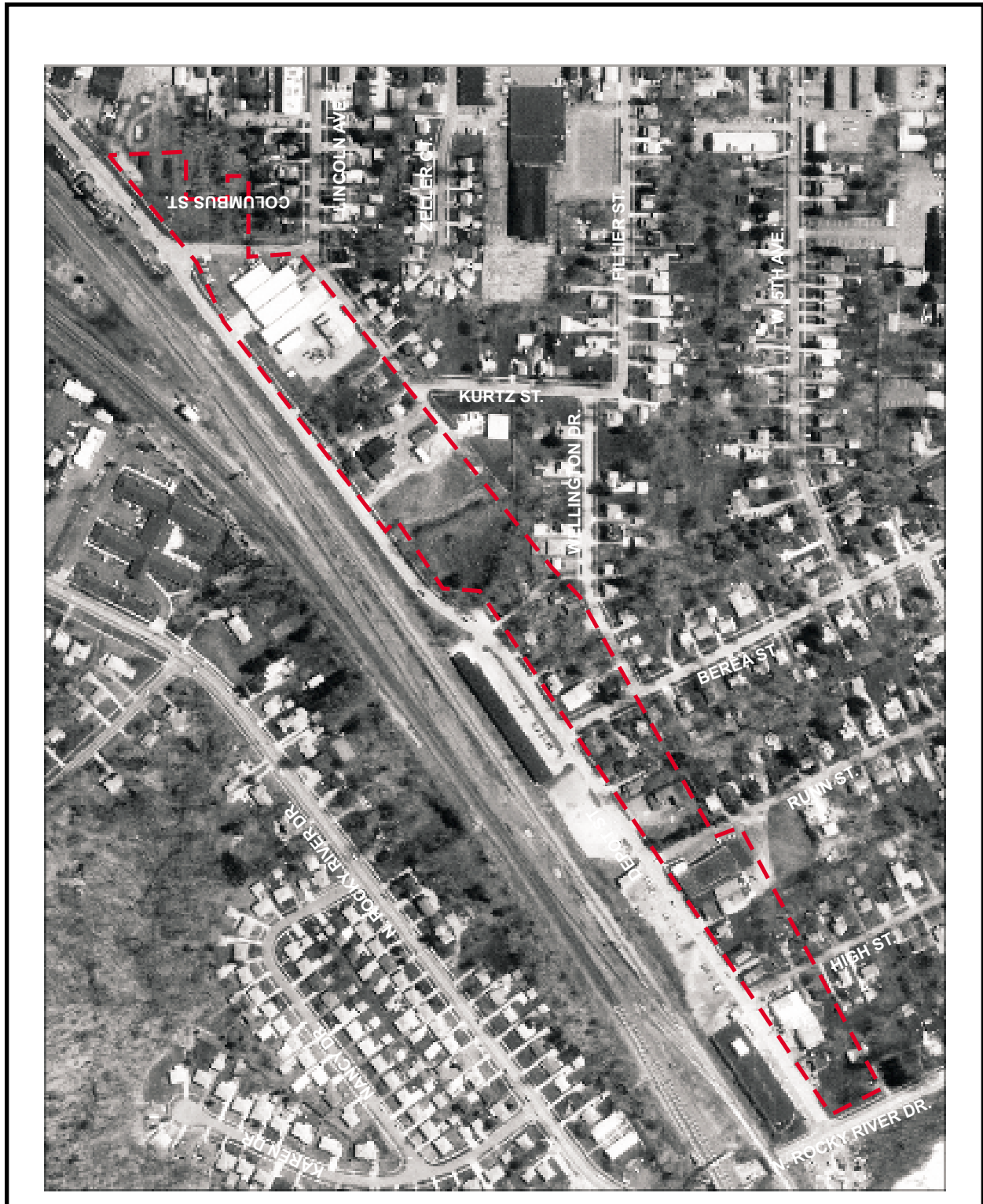
- ✓ The combination of the predominating light industrial land uses with the potential for additional development of this type due to existing zoning creates concerns regarding encroachment into the adjacent residential areas to the south.
- ✓ There is noticeable vacant space in existing warehouse buildings.

Alternative Analyses For Focus Area E

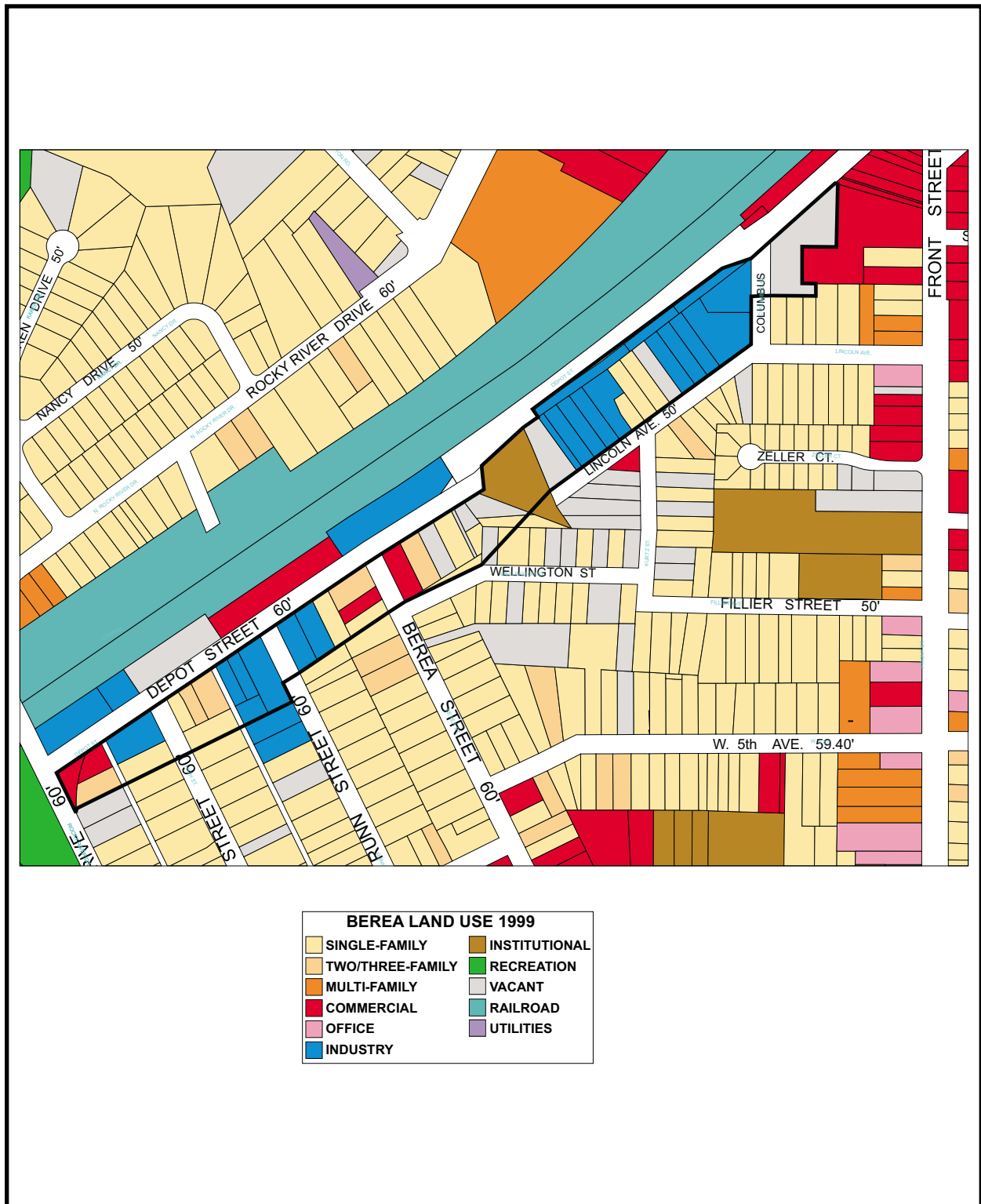
Alternatives for this focus area include continued development of existing uses and examining other land use types that may be more compatible with the adjoining residential neighborhood. These alternatives are identified in *Table 6-19*. Alternative 1 estimates the impacts should the focus area be fully developed for light industrial uses, resulting in approximately 203,000 square feet of light industrial floor space. Alternative 2 includes the development of the focus area for 2-story office uses, comprising approximately 305,000 square feet of floor space. Alternative 3 proposes the development of 78 medium density, single-family residential units.

As indicated in the table, the two nonresidential development alternatives would result in a net positive financial gain, while the residential option would result in a net negative fiscal impact for the City. Specifically, the office development alternative (Alternative 2) would potentially

Map 6-15, Aerial Map of Focus Area E



Map 6-16, Focus Area E: Existing Land Use



Map 6-17, Focus Area E: Existing Zoning

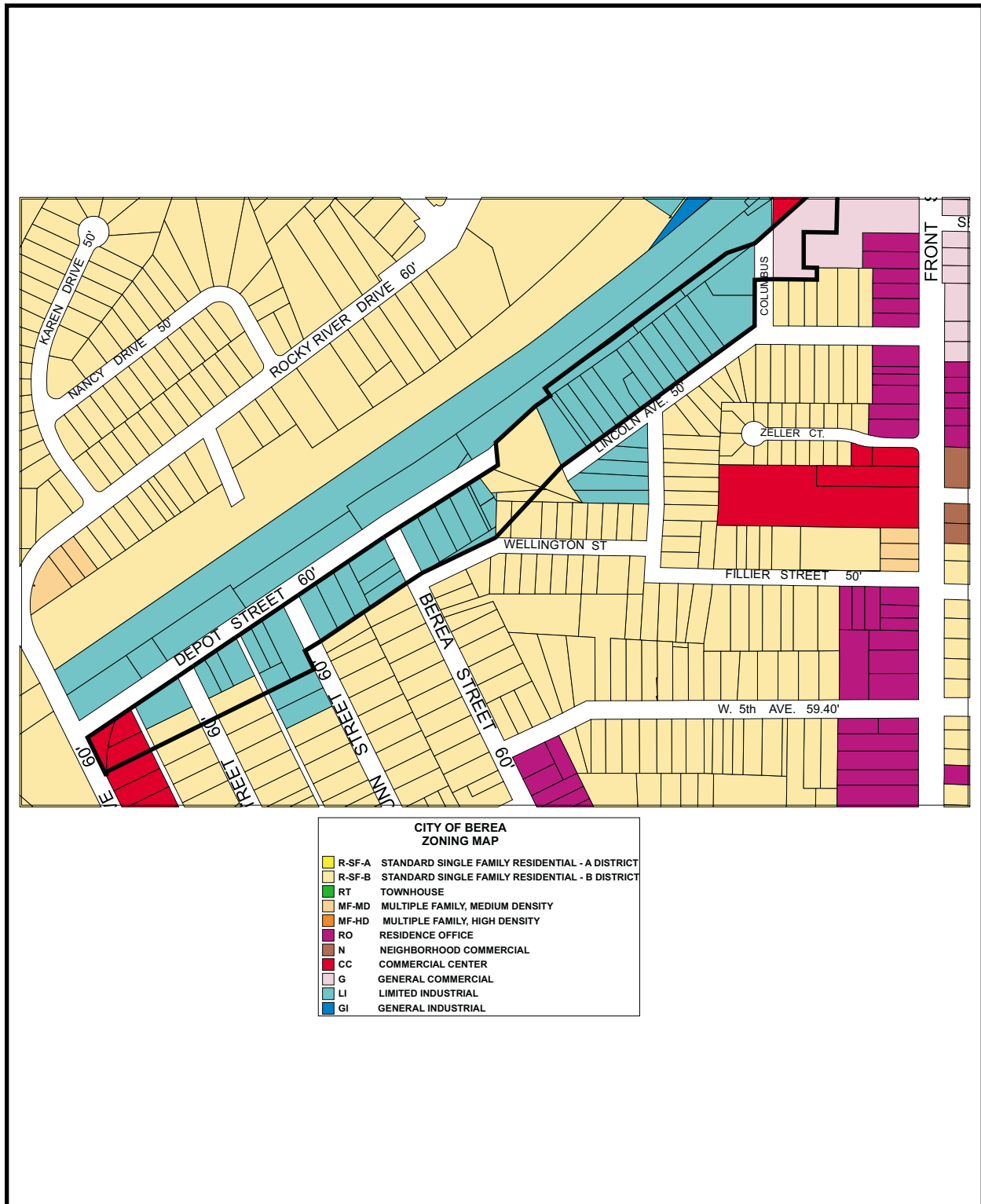


Table 6-19, Focus Area E: Fiscal Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Light Industrial	2-Story Office	Medium Density Single-Family Residential
Development Acreage	11.7	11.7	11.7
Square Footage of Site	509,652	509,652	509,652
Estimated Floor Area/Number of Residential Units	203,861	305,791	78
Potential Value of Site	\$8,767,706	\$22,654,113	\$10,905,702
Assessed Value (35%)	\$3,068,697	\$7,928,940	\$3,816,996
Annual Property Tax Value			
City	\$45,696	\$118,069	\$52,975
School	\$123,292	\$318,563	\$112,736
County	\$38,152	\$98,576	\$43,562
Library/Metroparks	\$8,406	\$21,720	\$9,632
Annual Income Tax Generation			
Residents	na	na	192
Total Estimated New Employees	408	917	na
Estimated Annual Employee/Household Income	\$46,124	\$43,680	\$46,595
Total City Income Tax for Berea	\$376,115	\$801,418	\$19,436
Annual Revenue			
All Tax Revenue	\$591,660	\$1,358,346	\$238,341
City Revenue	\$421,811	\$919,486	\$72,411
Annual City and School District Expenditures			
Share of Municipal Service Costs	\$209,627	\$471,147	\$164,821
New Public School Aged Children	na	na	62
Expenditure per Public School Pupil	na	na	\$7,742
Public School District Expenditures	na	na	\$480,004
Net Fiscal Impact for City	\$212,184	\$448,339	-\$92,410

generate the greatest amount of revenue for Berea, or approximately \$448,000. The light industrial alternative (Alternative 1) would generate a lesser amount of revenue, or about \$212,000. In contrast, the single-family residential development (Alternative 3) would potentially result in a net negative fiscal impact on the City, in which the City's expenditures would exceed its revenues by roughly \$92,000 each year.

Table 6-20 highlights estimates for the physical impacts of the three development alternatives. Development of the focus area for 2-story offices would result in the potential generation of 3,046 vehicles per weekday, while light industrial development would generate 1,231 overall vehicles per weekday. The residential alternative would generate far fewer vehicles along Depot Street, or approximately 750 vehicles per weekday.

The composite land use compatibility would be greatest with the development of office uses, which has a score of +3. This office alternative would also result in expansion of the tax base and the creation of new jobs. The second most compatible alternative, having a composite score of +2, would be the single-family residential development alternative. This residential development would also create new housing opportunities within Berea. Continued development of the focus area for light industrial uses would result in a composite land use compatibil-

Table 6-20, Focus Area E: Physical Impact Analysis

	Alternative 1	Alternative 2	Alternative 3
	Light Industrial	2-Story Office	Medium Density Single-Family Residential
Vehicle Trips			
Avg. Trips per 1,000 sq. ft. Retail	3.02	na	na
Avg. Trips per Office Employee	na	3.32	na
Avg. Trips per Light Industrial Employee	na	na	9.57
Total Trips per Weekday	1,231	3,046	750
Environmental			
Sewage Flow (gallons/day)	52,596	24,457	31,363
Water Consumption (gallons/day)	61,158	28,439	19,210
Solid Waste (tons/day)	0.6	0.9	0.3
Expected Impact of Proposed Development on Adjoining Land Uses*			
NORTH (Depot Street and Industrial)	+	0	0
SOUTH (Single-Family Residential)	-	0	+
WEST (North Rocky River Drive)	0	0	0
EAST (Retail)	0	+	+
TOTAL	0	+1	+2
Expected Impact of Adjoining Land Uses on Proposed Development*			
NORTH (Depot Street and Industrial)	+	+	-
SOUTH (Single-Family Residential)	-	0	+
WEST (North Rocky River Drive)	0	0	0
EAST (Retail)	0	+	0
TOTAL	0	+2	0
COMPOSITE SCORE	0	+3	+2
Compatibility			
Compatibility with the Goals of the Master Plan	Would expand the tax base and create new jobs.	Would expand the tax base and create new jobs.	Would create new housing within the City.

*Key to impact symbols: "+" = positive impact, "-" = negative impact, "0" = neutral or little impact

ity score of 0, although it would result in the expansion of the community's tax base as well as the creation of new jobs.

CHAPTER 7

FINAL DEVELOPMENT PLAN

Introduction

This chapter incorporates all of the previous information and analysis conducted in previous chapters of this document into a final development plan that recommends future land use and development policies and actions for the City of Berea to follow. In preparing these recommendations careful attention has been given to the comments of many public officials and citizens, especially members of the Berea Master Plan Committee.

The first section of this chapter lists the city-wide community goals that were developed early in the master planning process by the Berea Master Plan Committee and that were explained in detail in Chapter 1. Following each city-wide community goal are several policy recommendations that the City is encouraged to follow to help address or carry forward the agreed upon community goals.

The second section of this chapter gives a more detailed set of recommendations to follow for each of the five focus areas outlined in Chapter 6. For each focus area and sub-focus area, specific recommendations are stated in a text format followed by a map of the focus area showing the specific locations where the various planning recommendations should best be placed.

The third section of this chapter is a fold out city-wide map, which shows the recommended pattern of future land uses and new streets for the entire City. This city-wide future land use map (*Map 7.7*) gives the reader an overall picture of how various neighborhoods within the City are recommended to be developed in relation to the rest of the City.

Final Development Plan Overview

In general, the final development plan represents Berea's desire to **balance future economic development with the preservation and protection of its small town environment and high quality of life**. The plan accommodates both of these goals by recommending that certain areas of the City, such as the West Bagley Road Corridor and the portion of Front Street north of Lou Groza Boulevard, can be further developed or redeveloped for additional commercial and industrial development that will expand the community's economic base **without destroying or endangering Berea's historic and small town charm**.

In addition, the plan makes numerous recommendations that, if followed, will enhance Berea's uniqueness as a community that appreciates its numerous cultural, recreational and historic resources. These recommendations include promoting and supporting the presence of the City's major cultural institutions such as **Baldwin-Wallace College** and the **Cleveland Metroparks** as well as upgrading the City's numerous recreational facilities, the rejuvenation of Berea's historic downtown and the preservation of the numerous century homes within the City.

Several of the recommendations also address **aesthetics and the beautification** of areas of the City likely to be visited by residents and non residents alike as they enter and leave the main roads and **gateways** to Berea. Included in this category is the **widening and beautification of**

Front Street with a landscaped central boulevard and the extension of turn-of-the century street lighting.

The plan also addresses **residential development** in two ways. First, the plan recognizes the need for the City to encourage the construction of new housing by recommending that existing single-family homes fronting on major arterials such as West Bagley Road should be redeveloped as up-scale multi-family housing including townhouses and cluster homes. Secondly, the plan calls for the City to assist homeowners in preserving, protecting and maintaining their residential neighborhoods and aging housing stock throughout other areas of the City.

City-Wide Community Goals and Recommendations

The following city-wide goals and recommendations relate directly to addressing the community's strengths and weaknesses as determined by the Berea Master Plan Committee when it evaluated the City during the course of the City's strategic master planning process (see Appendix A for a complete list of the city's strengths and weaknesses). The goals are listed for each category first and are preceded with the check symbol (✓). The strategic plan's recommendations to implement each community goal follow each goal statement.

- ✓ Encourage the development of new housing within the city, particularly **up-scale housing**.
 - A. Examine the potential to redevelop existing single-family housing along West Bagley Road between Daisy Avenue and Baker Street as up-scale multi-family housing, including townhouses and cluster homes.
 - B. Identify vacant, residentially-zoned parcels within the city that could be developed for new residential uses.
- ✓ Support and promote the continued presence of **Baldwin-Wallace College** within the community.
 - A. Explore ways to help promote the continued operation of the Berea Summer Theater.
 - B. Develop in conjunction with Baldwin-Wallace new roadside signage at the major gateways to the City that lists Baldwin-Wallace College and indicates the general direction where the College is located.
 - C. Work with the College to establish a Baldwin-Wallace Welcome Weekend for parents and students of Baldwin-Wallace College as well as for B-W faculty and alumni that would enable these groups to receive special discounts and promotions from local participating merchants within Berea.

- D. Encourage the College and the City to work together to develop a new decorative lighting scheme that will both improve campus safety as well as enhance the appearance of the Baldwin-Wallace campus during the nighttime.
 - E. Encourage Baldwin-Wallace College to open an out reach center in the historic downtown area of the City that could sell Baldwin-Wallace clothing, text books, souvenirs, and other items for its students, faculty and visitors to the school's campus.
- ✓ Preserve the **small-town environment and character** that is unique to Berea.
- A. Create a *transitional zoning district* to be applied to North Front Street that would preserve and enhance Berea's small-town character.
 - B. Promote a mixture of land uses in the downtown core in order to cultivate the vitality of the district.
 - C. Encourage the preservation of *historic commercial buildings* within the City's historic downtown center and surrounding areas.
 - D. Encourage the preservation and restoration of *historic residential dwellings*, especially century homes, within the City.
 - E. Encourage pedestrian oriented streetscape and development design within the City's historic downtown area.
- ✓ Explore ways to develop greater **civic unity** and the development of a **community consensus** on the future development and redevelopment of the community.
- A. Review and adopt the draft Master Plan as the development guide for the City for the next 5 to 10 years.
 - B. Support the organization of various commissions and committees that would provide oversight and guidance for new development and historic preservation projects and the implementation of the recommendations within this Strategic Master Plan.
- ✓ Support the **Berea City School District** in its quest to maintain top quality public education within the community.
- A. Encourage the preservation and redevelopment of quality residential neighborhoods as a means of attracting new families.
 - B. Support new nonresidential development, especially in the north end of the City and along the West Bagley Road corridor that would boost the community's tax base and school district revenues.

- ✓ Find ways to **reduce traffic and noise** caused by trains, automobiles and airplanes within the City.
 - A. Widen Front Street to accommodate four lanes of motor vehicular traffic from the City's north end at Sheldon Road south to Bagley Road.
 - B. Promote and encourage the construction of the Front Street and West Bagley Road **underpasses** where the current grade level railroad crossings currently exist so as to eliminate delays and safety concerns due to increased train traffic at these crossings.
 - C. Work with both the CSX and the Norfolk Southern Railroads to create **quiet zones** within the City with time of day restrictions on the blowing of train horns. In addition, the City should work with the railroads to secure sound insulation for existing residential homes within close proximity to the existing railroad tracks.
 - D. Oppose present efforts by the RTA and the Ohio Rail Development Commission to construct transit and /or passenger rail station facilities within the City but support future efforts to extend mass transit facilities to surrounding communities as long as these facilities reduce traffic congestion and improve access to nearby regional facilities.
 - E. Practice vigilance and oppose any proposed expansion of Cleveland Hopkins International Airport that would generate additional noise levels on existing residential neighborhoods within the City of Berea.
- ✓ Encourage the development of **quality small-scale retail businesses** within the community.
 - A. Coordinate with community merchants to identify new retail market niches that will occupy existing vacant retail spaces.
 - B. Develop off-street parking opportunities in the downtown district that will encourage the patronage of small-scale retail businesses.
 - C. Encourage the downtown merchants to intensify their marketing efforts with coupon books, a *Buy in Berea* campaign and special community events programming.
 - D. Promote Cuyahoga County's *Storefront Renovation Program* among local merchants and commercial property owners.
- ✓ Improve the appearance of the City especially at its **major entrance ways** or **gateways**.

- A. Redevelop the City's northern gateway by installing an expanded landscaped entranceway for motorists to view as they travel southbound into Berea along State Route 237. This recommendation would also involve implementing the reconfiguration of the Front Street, Riveredge Parkway and North Rocky River Drive intersection at the north end of the City. This would provide the needed land area to increase the size of this landscaped entranceway to allow a more attractive setting for the placement of the City's grindstone monument and locational directional signage to the City's major attractions such as:
 1. Baldwin-Wallace College
 2. The Cleveland Browns Training Camp
 3. The Metroparks trail head
 4. City Hall
 5. Berea's Central Business District
 6. County Fairgrounds

 - B. Continue to maintain smaller planter and/or monument welcome signs at the other major gateways to the City at:
 1. East Bagley Road at the Middleburg Heights/Berea Corporation Line

 2. West Bagley Road and Lewis Road at the City's western boundary with Olmsted Falls

 3. The City's southern boundary with Strongsville along Prospect Road.

 4. Lindbergh Boulevard at the City's boundary with Olmsted Falls.

 5. Eastland Road at the City's boundary with Middleburg Heights.
- ✓ Retain the City's **high quality of life** especially as it relates to its **safety and character (flavor)**.
- A. Maintain and enhance access to community amenities, including adding a pedestrian crosswalk for visitors to the Berea Recreation Center.

 - B. Implement the railroad grade separation and underpass projects along Front Street and Bagley Road.
- ✓ Find ways to encourage the **continued responsiveness and approachability of public officials within the community**.

- A. Encourage public participation at public meetings.
 - B. In addition to increased access to the Mayor, have an annual State of the City day where citizens can provide suggestions to all local office-holders to improve the City.
- ✓ Explore new opportunities for **local economic development** and **expansion of the tax base**.
- A. Fully develop the West Bagley Road Corridor and interior vacant lots for industrial and office use.
 - B. Examine the feasibility of creating a Joint Economic Development District with Olmsted Township to allow for expanded economic development in neighboring portions that would allow Berea to tax the income of Township residents within the JEDD in return for the construction of needed road and utility improvements, the expansion of the Bagley Road industrial area and the cessation of annexation efforts.
 - C. Aggressively market the north end of the City, especially along Front Street as far south as the Merrick Chevrolet property by Lou Groza Boulevard as a *regional commercial retail and service center* that would be ideal for the location of quality hotels and at least one conference center that would be minutes away from major regional facilities, such as:
 - 1. Cleveland Hopkins International Airport
 - 2. The IX Center
 - 3. Baldwin-Wallace College
 - 4. The Cleveland Browns Training Center in Berea
 - D. Investigate the feasibility of Berea enacting a local bed tax after the City successfully attracts one or more quality hotels to locate within Berea.
- ✓ Preserve and maintain the high quality of **parks and recreational amenities** within the community, including the current system of municipal, county and Metroparks facilities.
- A. Construct the proposed new neighborhood park located on Pearl Street in the northeastern portion of the City to satisfy the need for a neighborhood park within this area.
 - B. Expand the recreational programs at the Berea Recreation Center with an emphasis on adult fitness and athletic programming.
 - C. Develop an ongoing capital improvements program and budgeting process that can be used to repair and maintain the City's existing parks, playgrounds and recreational facilities.

- D. Promote a closer working relationship with the Cleveland Metroparks to ensure local input and implementation of the many planned improvements to the two Metroparks reservations discussed in Chapter 5 of this strategic master plan.
 - E. Encourage joint usage of recreational facilities within the Berea public schools and City parks to expand the availability of these facilities to local residents of all ages.
 - F. Work with Cuyahoga County officials in the preservation and upgrading of the County Fairgrounds at its present location within Berea and Middleburg Heights by addressing the rehabilitation and overall appearance of deteriorated buildings and entrance ways, unpaved driveways and off-street parking areas and other facilities needing attention.
 - G. Support the efforts of the newly formed Berea Bicycle Committee to develop a *city-wide bikeway plan* that will safely connect existing and planned Metroparks bikeways to common bicycle destinations such as local schools and recreational facilities, the Baldwin-Wallace campus, and existing shopping centers. As a part of this plan, an educational component that stresses bicycle safety and the rights and responsibilities between bicyclists and motorists needs to be conducted.
- ✓ Provide for the **expansion of community meeting room space.**
- A. Investigate moving the Municipal Court from the second floor of City Hall to another building in the downtown area so as to free up space in City Hall for additional meeting room and government office space.
 - B. Investigate the possibility of utilizing the auditorium of either the High School or Baldwin-Wallace College for large public hearings that would exceed meeting room space in City Hall.

Introduction to Focus Area Recommendations

In addition to determining city-wide goals and recommendations, the *Berea Strategic Master Plan* has examined five main focus areas and several sub-focus study areas within the City for detailed study and planning. These five focus areas and their accompanying sub-focus areas are discussed in detail in Chapter 6 and are listed below:

- ✓ Focus Area A: The North Front Street Corridor
 - A-1 Northern Sub-Focus Area
 - A-2 Central Sub-Focus Area
 - A-3 Southern Sub-Focus Area

- ✓ Focus Area B: The South Front Street Corridor
 - B-1 Northern Sub-Focus Area from Bagley Road to Center Street

 - B-2 Southern Sub-Focus Area from Center Street south to the Berea Commons, Riverpark Centre Shopping Center and the Triangle

- ✓ Focus Area C: The Central Bagley Corridor
 - C-1 Sub-Focus Area from Barrett Road west to Baker Street
 - C-2 Sub-Focus Area from Daisy Avenue west to North Rocky River Drive

- ✓ Focus Area D: The West Bagley Road Corridor

- ✓ Focus Area E: Depot Street

The following sections list the final development plan's recommendations for each one of the above focus areas and sub-focus areas. Each focus area also contains a map of the focus area which indicates the general location where various recommendations are proposed to take place.

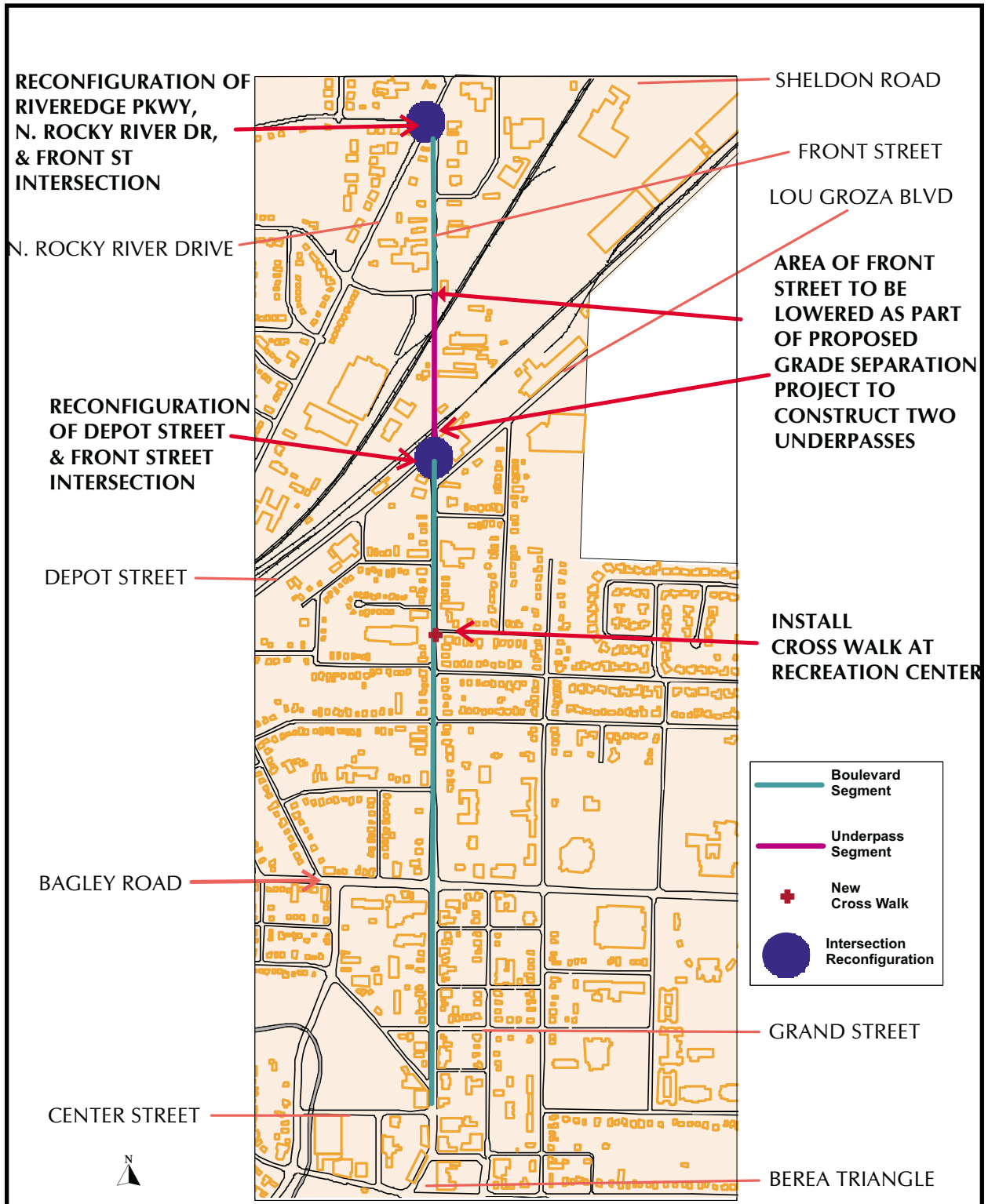
Recommendations for Focus Area A: The North Front Street Corridor

Maps 7.1 and 7.2 highlight the major road and safety improvements that the *Berea Strategic Master Plan* supports for the Front Street Corridor. The two most important components in upgrading the safety and aesthetics of the North Front Street Corridor are as follows:

- ✓ Facilitate the construction of the **two proposed railroad grade separation underpasses along North Front Street** to eliminate the growing number of traffic delays and potential motor vehicular/train collisions caused by the increase in train traffic at these two grade level railroad crossings.

- ✓ **Widen the pavement of Front Street to allow for the inclusion of a landscaped boulevard in its center median** that would extend from near the northern terminus of Front Street by Sheldon Road, south to at least Bagley Road. *Figure 7.1* illustrates how the center median could appear using historic street lights similar to the street lighting that was recently installed around Berea's downtown triangle. A combination of historic street lighting and low lying landscaping such as grass, flowers and bushes along the center median of Front Street would increase the attractiveness of this major corridor that runs through the middle of the community.

Map 7.1, Major Improvements Plan for the Front Street Corridor



Map 7.2, Focus Area A, North Front Street Corridor Area

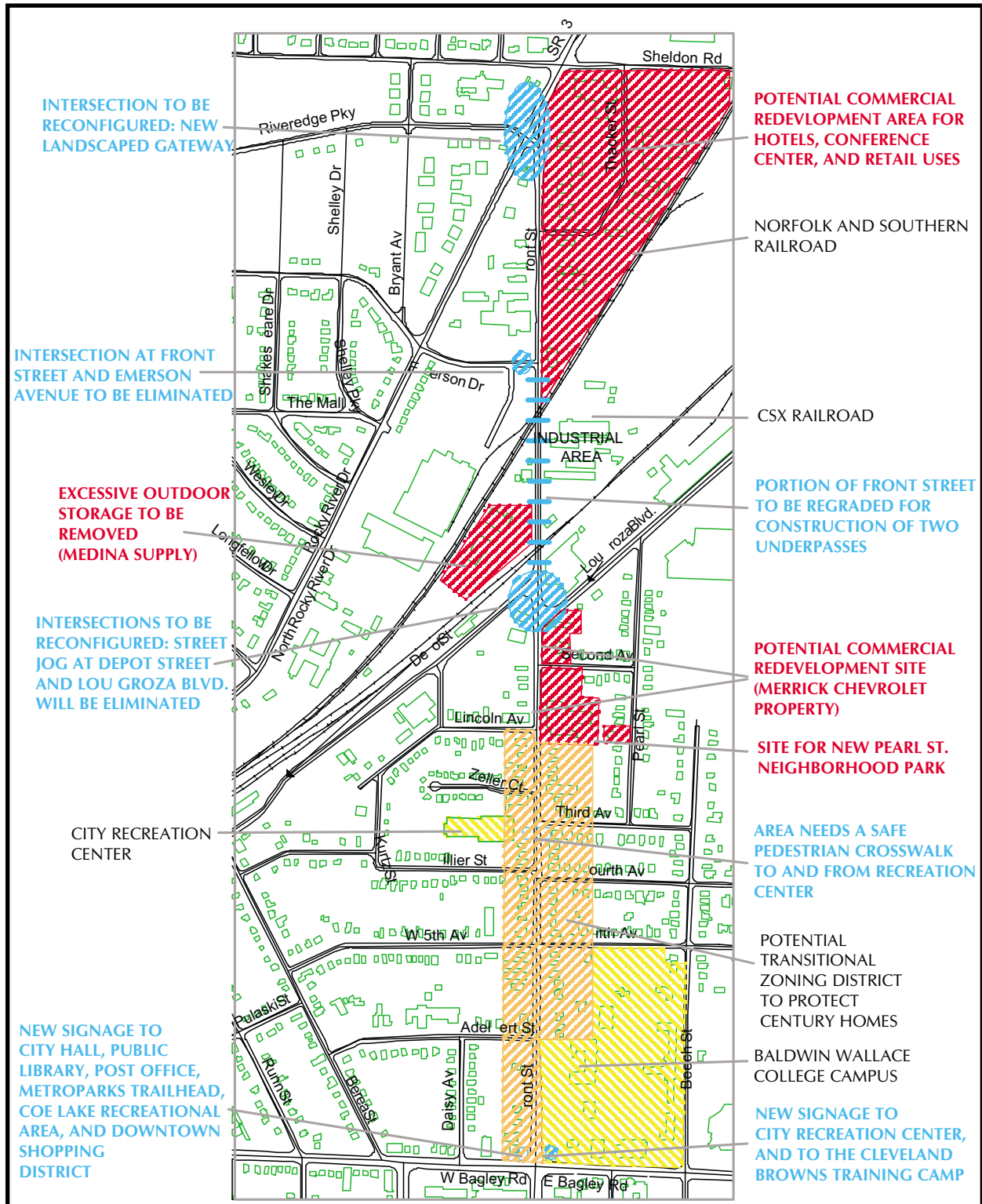
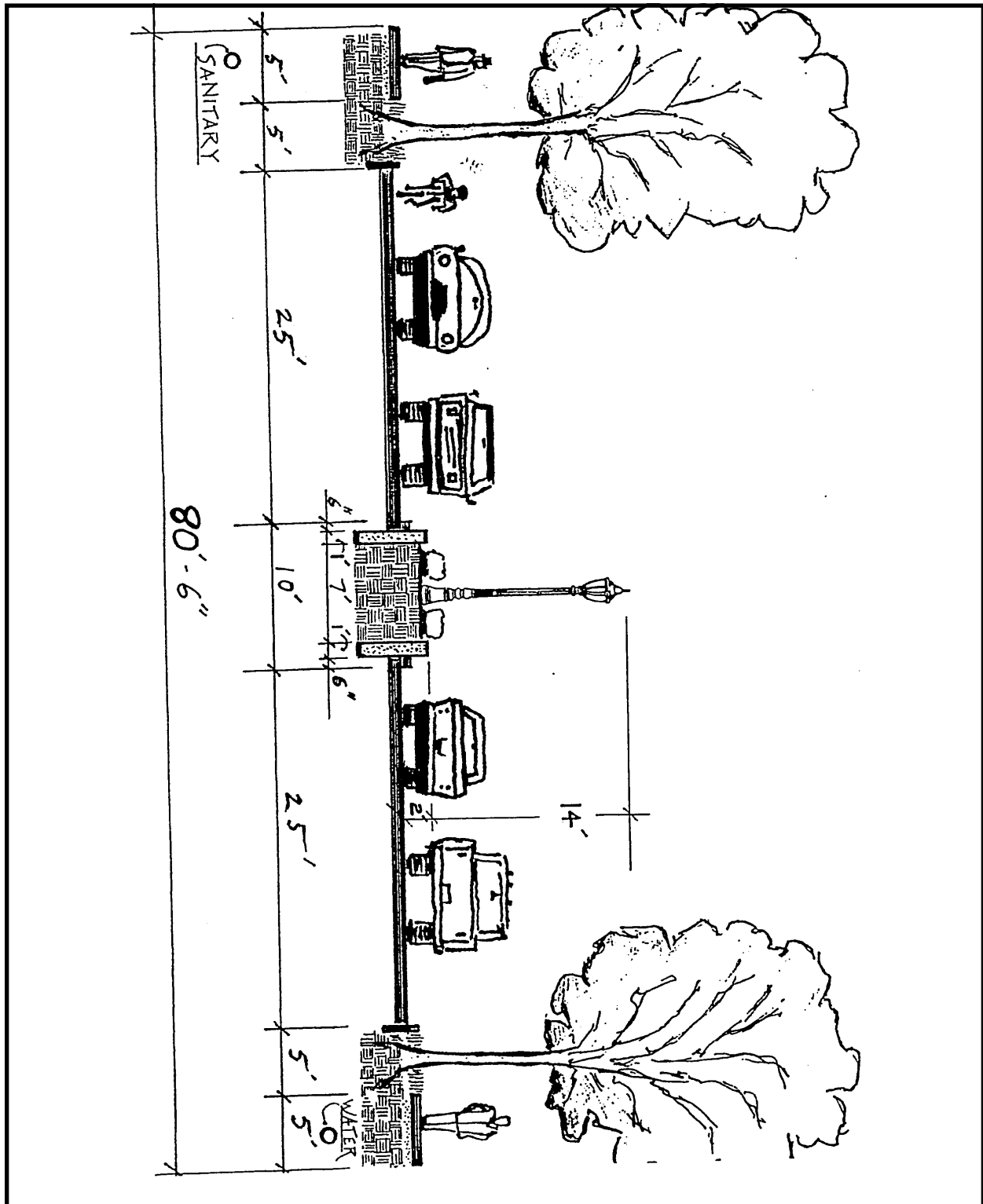


Figure 7.1, Cross Section for Proposed Boulevard Treatment of Front Street



Other Recommendations for Sub-Focus Area A-1 (The Northern-most section of North Front Street)

- ✓ Support the development of **regional mixed-uses** including two to three story offices and a better mix of retail uses including quality hotels that would feature meeting rooms, a conference center and retail shops that will better utilize this area's proximity to major regional transportation and entertainment facilities such as Cleveland Hopkins Airport and the IX Center.
- ✓ Support the **reconfiguration of the northern gateway to the City where Front Street, Riveredge Parkway and North Rocky River Drive all converge** by eliminating any direct access to Front Street from Riveredge Parkway on the west and the realignment of the North Rocky River Drive and Front Street intersection to allow **greater green space for a more attractive entranceway to the City** (see *Figure 7.2*).

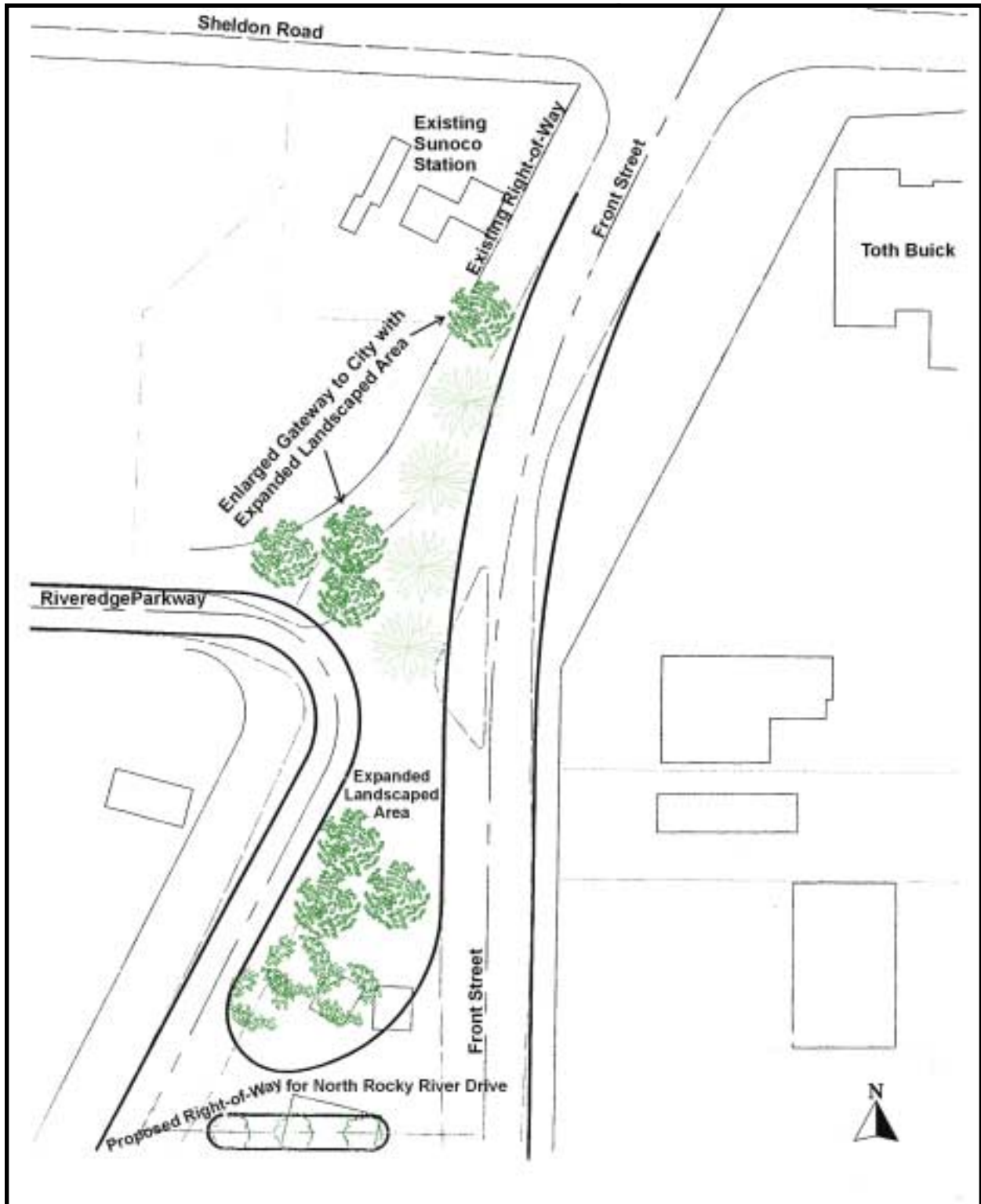
Other Recommendations for Sub-Focus Area A-2 (The area between the two sets of railroad crossings)

- ✓ Work with existing businesses and industries located within this area by either allowing them to stay at their present locations or by assisting them in finding alternative sites within the City to relocate.
- ✓ Improve the aesthetics of this area by requiring new development to meet **landscaped buffering requirements** and the **elimination of outdoor storage areas**.
- ✓ Encourage the development of vacant land within this sub-area to be developed for **industrial and light industrial uses**.
- ✓ **Oppose present efforts** by the RTA and the Ohio Rail Development Commission **to construct transit and/or passenger rail station facilities** within this area.
- ✓ Investigate the possibility of constructing a **new industrial road** that would intersect with Front Street in order to provide better access to existing and future businesses locating in this area.

Other Recommendations for Sub-Focus Area A-3 (The portion of the North Front Street Corridor that extends from Lou Groza Boulevard South to Bagley Road)

- ✓ Explore the feasibility of **redeveloping the land that is presently occupied by Merrick Chevrolet as a retail area** that could feature a **first class hotel and conference center** with rooms for meetings and receptions and a **Cleveland Browns team shop** featuring Browns apparel and souvenirs that could take advantage of this intersection's close proximity to the Cleveland Browns Training Camp facilities.

Figure 7.2, Proposed Reconfiguration of the Front Street & Riveredge Parkway/North Rocky River Drive Intersection



- ✓ Allow for a **combination of single-family and two-family residential uses as well as office, and retail uses as long as architectural and signage controls are established to help preserve the historic heritage of the Front Street corridor south of Lincoln Avenue.**
- ✓ Establish the development of a **transitional zoning classification** in order to preserve and enhance the character of existing historic homes.
- ✓ Investigate the feasibility of either installing **historic street lights and/or a grass landscaped strip with small bushes and flowers** in the proposed center median of Front Street (see *Figure 7.1*).
- ✓ Create a **safe pedestrian crossing by the City Recreation Center** so that adults and children can safely cross Front Street (see *Map 7.1*).
- ✓ Work with business owners and residents to develop a **road diversion plan** while the Front Street Corridor undergoes widening and reconstruction.
- ✓ Support the construction of the proposed **new neighborhood park on adjoining Pearl Street.**
- ✓ Erect **informational signs** at the **northwest corner of the Front Street and Bagley Road intersection** to show the direction to City Hall, the public library, Coe Lake Recreational Area, the downtown central business district, Southwest Hospital and the County Fairgrounds.
- ✓ Erect **informational signs at the northeast corner of Front Street and Bagley Road** to show the direction to the City Recreation Center and the Cleveland Browns Training Center.

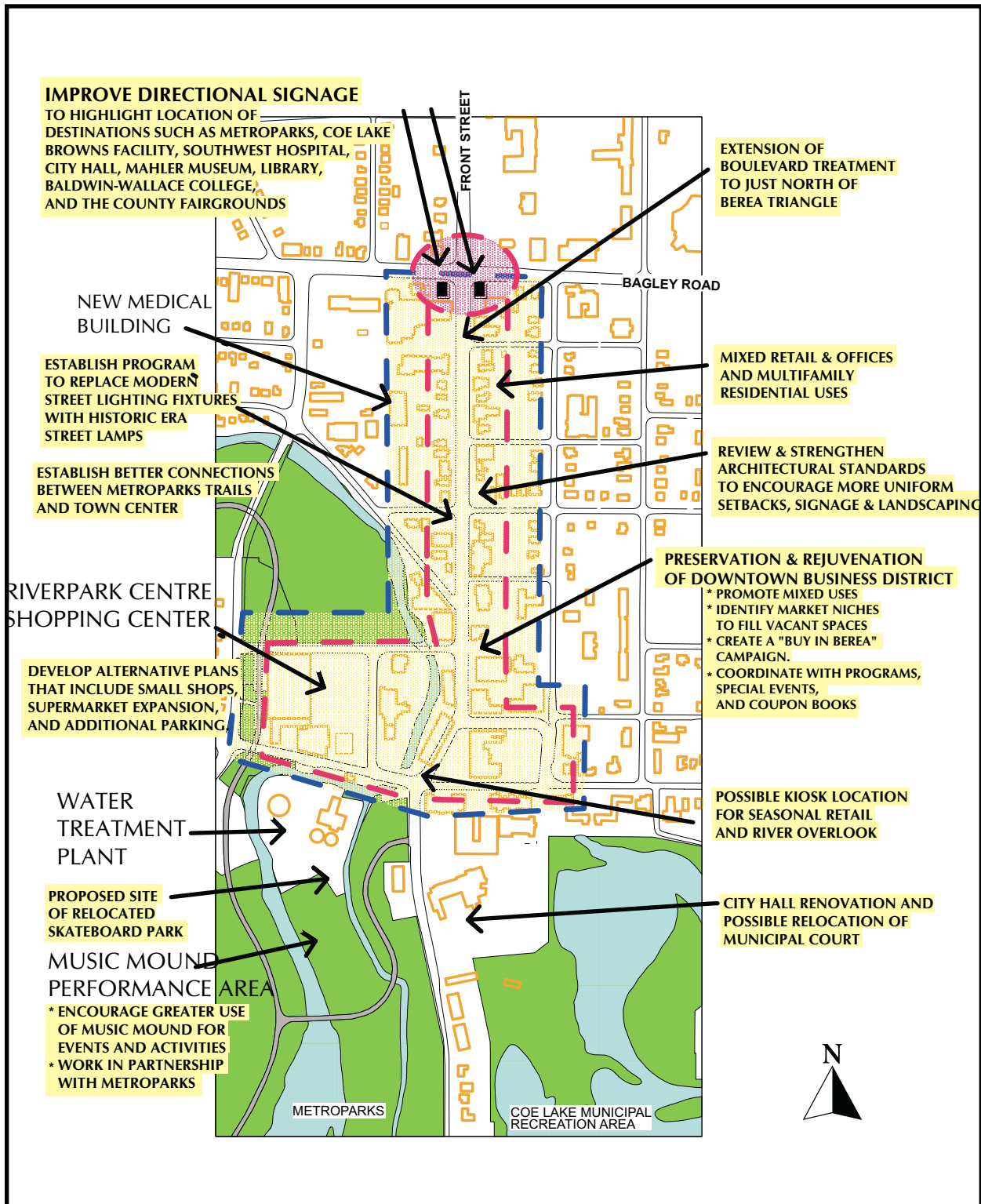
Recommendations for Focus Area B (South Front Street)

The recommendations for the historic South Front Street area which covers all of Focus Area B are illustrated on *Map 7.3* and are further explained in the bullet points listed below for sub-focus areas B-1 and B-2.

Sub-Focus Area B-1 (from Bagley Road south to Center Street):

- ✓ Encourage a **mix of office and retail uses** in this section of Front Street with residential uses also being allowed on the second and third floors of commercial buildings.
- ✓ Use the commercial market analysis within the City's Master Plan to determine appropriate **new retail uses** that could be attracted to this section of the City such as

Map 7.3, Focus Area B, South Front Street Master Plan Recommendations

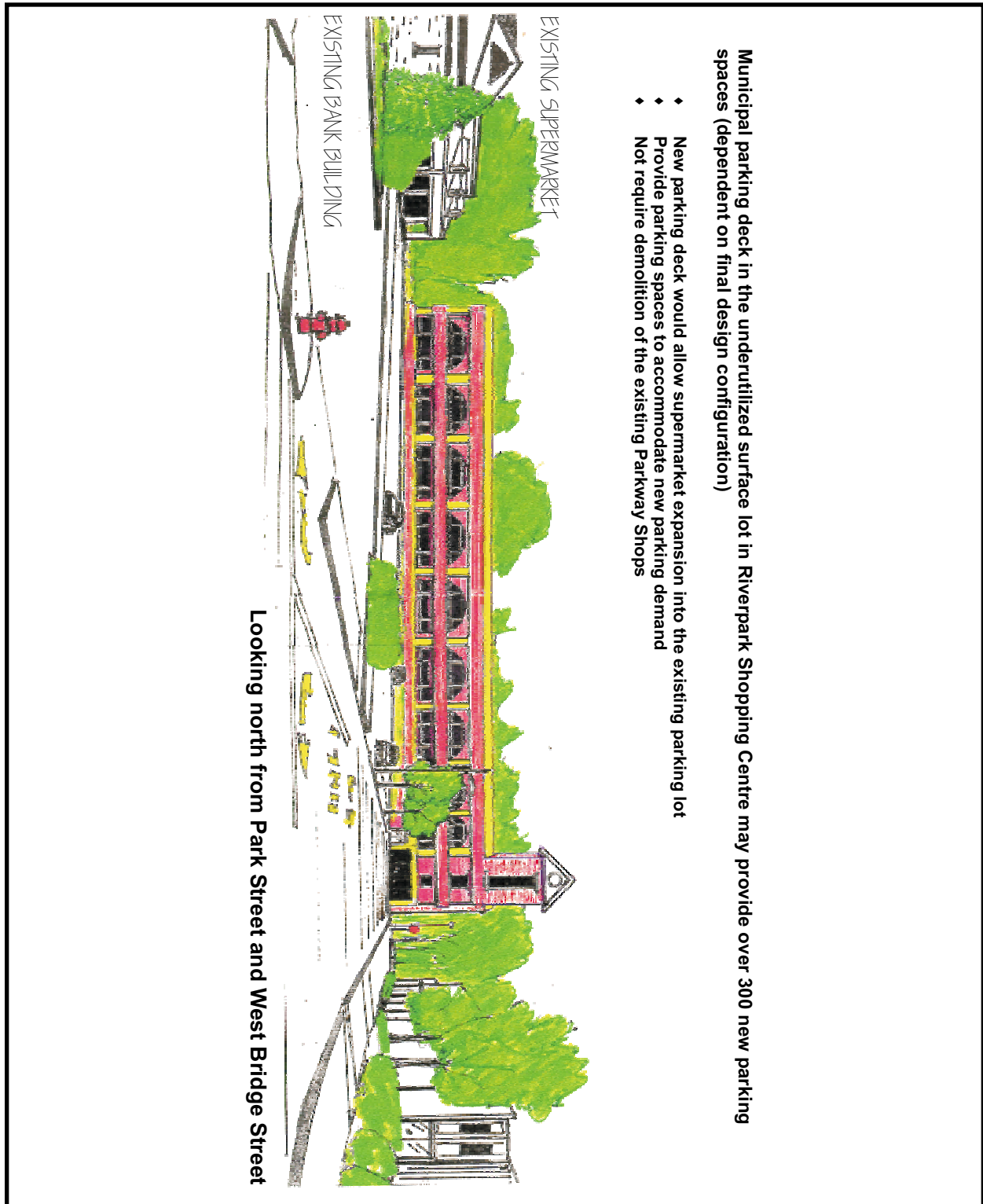


- apparel, computer, electronics and furniture stores, and quality sit-down restaurants.
- ✓ Extend the **boulevard treatment of Front Street** down to just north of the Center Street.
 - ✓ Improve the **directional signage** at the southeast and southwest intersections of Bagley and Front Streets to highlight the general locations of major institutional facilities such as Baldwin-Wallace College, City Hall, public library, Coe Lake recreational area, Metroparks Parkway, the County Fairgrounds, Southwest Hospital and the Cleveland Browns Training Camp.
 - ✓ Review and **strengthen architectural standards** to encourage more uniform building setbacks, signage and landscaping.

Sub Focus Area B-2 (Front Street from Center Street south to Berea’s Historic Downtown Core including the Berea Triangle, Riverpark Centre Shopping District and the Berea Commons)

- ✓ Promote and allow a **wide mixture of land uses**, including residential townhouses, multi-family apartments, offices and retail stores and shops.
- ✓ Encourage merchants to **identify new retail market niches** to occupy vacant retail spaces.
- ✓ **Work with officials from Baldwin-Wallace College and the local Berea Chamber of Commerce to rejuvenate the downtown business district with special events programming, coupon books** and a “Buy in Berea” campaign that will help support existing downtown businesses.
- ✓ Work with current landlords to **more aggressively market the Parkway Shops** (Riverpark Centre Shopping Center) for commercial retail uses that will eliminate the growing number of vacancies in this neighborhood shopping center.
- ✓ Consider constructing a **two to three story parking garage** on the **Metroparks property** located on the north side of Center Street to ease expected increased needs for off-street parking in this area (see *Figure 7.3*).
- ✓ Consider making the downtown area a **special zoning district** that would have its own separate off-street parking and signage standards, architectural standards and zero lot line front building setbacks.
- ✓ Expand the City’s program of replacing modern street lighting fixtures with **historic era street lamps** from the Triangle to Center Street and west to include the Riverpark Centre Shopping Center.

Figure 7.3, Future Alternative Development Plan, Proposed Municipal Parking Deck



- ✓ Establish **better connections between nearby trails** within the Cleveland Metroparks to **Berea's historic downtown center**.
- ✓ Investigate the possibility of **moving the Municipal Court** from the second floor of City Hall to another building in the downtown area in order to free up space in City Hall for additional meeting rooms and local government office space.
- ✓ Investigate the feasibility of **building a second story above the portion of City Hall presently occupied by the Police Department** in order to allow room for that department to expand.

Recommendations for Focus Area C: The Central Bagley Road Corridor

As illustrated in *Map 7.4*, the following are the development recommendations for Focus Area C:

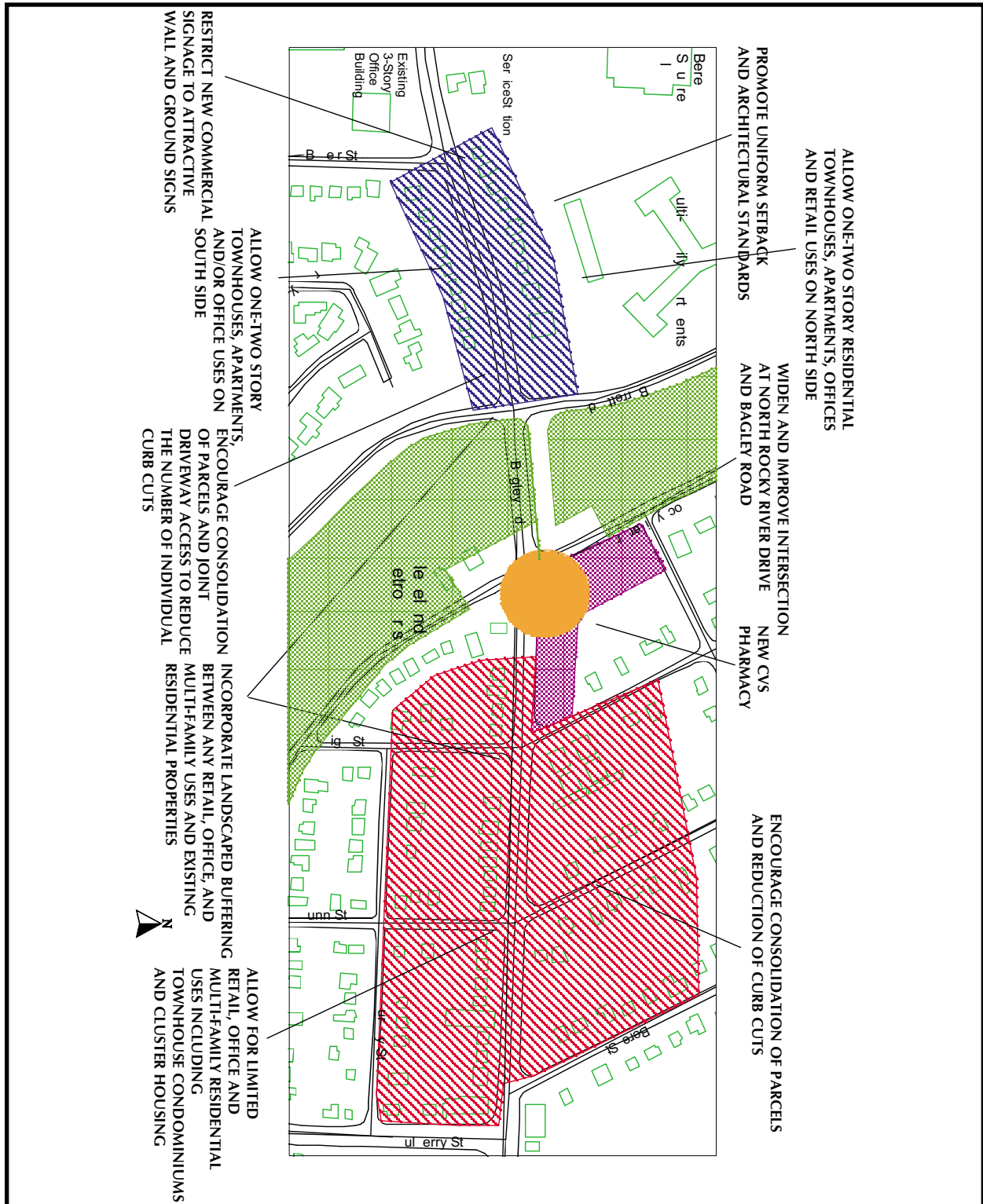
Focus Sub-Area C-1: The Bagley Road Corridor from Barrett Road west to Baker Street

- ✓ Allow **one- to two-story residential townhouses, apartments and/or office uses on the south side of Bagley Road**.
- ✓ Allow **a mix of one to two story residential townhouses, apartments, offices and retail uses on the north side of Bagley Road**.
- ✓ Encourage the **consolidation of parcels and joint driveway access** to reduce the number of individual curb cuts in this area.
- ✓ **Restrict new commercial signage** to allow only attractively landscaped ground signs and/or wall signs. Prohibit pole and roof signs, banners and flashing lights.
- ✓ Promote **uniform setback and architectural standards** in this area.
- ✓ Incorporate **landscaped buffering** between any retail, office, or multi-family uses and existing residential properties.

Focus Sub-Area C-2: The Central Bagley Road Corridor from Daisy Avenue West to North Rocky River Drive

- ✓ **Redevelop this area to allow a mix of multi-family residential, office and limited small-scale retail uses** which would be designed to be compatible with adjoining residential neighborhoods.
- ✓ Encourage the **consolidation of parcels and the reduction of curb cuts** directly onto Bagley Road due to existing high traffic volume problems.

Map 7.4, Focus Area C, Bagley Road Corridor, Recommendations



- ✓ Incorporate **landscaped buffering** between any retail, office and multi-family uses and existing residential properties.
- ✓ **Restrict new commercial signage** to allow only attractively landscaped ground signs and/or wall signs. Prohibit pole and roof signs, banners and flashing lights.

Recommendations for Focus Area D: The West Bagley Road Corridor

The recommendations for the heavily industrialized West Bagley Road Corridor are shown in *Map 7.5* and further elaborated below:

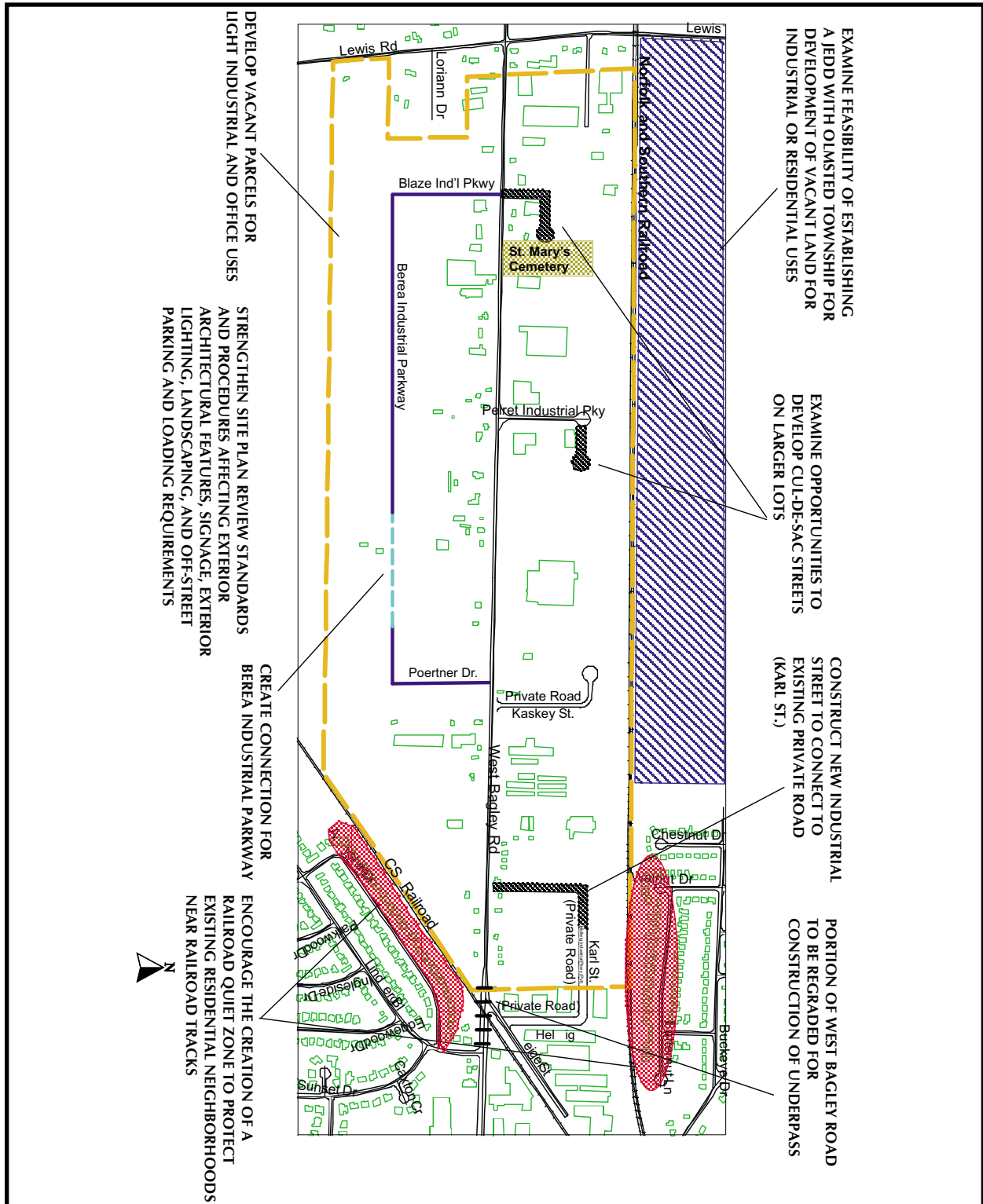
- ✓ Develop vacant parcels within this focus area for **light industrial and office uses**.
- ✓ Examine opportunities to **extend local industrial streets and create additional cul-de-sac streets** on larger vacant or underdeveloped lots to enhance future industrial development opportunities.
- ✓ **Connect both ends of the Berea Industrial Parkway that dead-end** at the golf driving range property so as to create a single through street that will encourage additional industrial development and provide alternative access points for fire and safety personnel.
- ✓ **Strengthen site plan review standards and procedures** by establishing tougher standards for review of exterior architectural features, signage, exterior lighting, landscaping requirements and off-street parking and loading requirements.
- ✓ Examine the feasibility of working with Olmsted Township to **establish a Joint Economic Development District (JEDD)** for the undeveloped areas north of the Berea Corridor north of the City Limits that could be developed for either industrial or new residential uses.
- ✓ Work with the Federal Rail Administration and the CSX and Norfolk and Southern Railroads in establishing **quiet zones** for the nearby residential neighborhoods that border the railroad tracks.
- ✓ Implement the pending **grade separation project** for an underpass where West Bagley Road crosses the CSX Railroad tracks.

Recommendations for Focus Area E: Depot Street

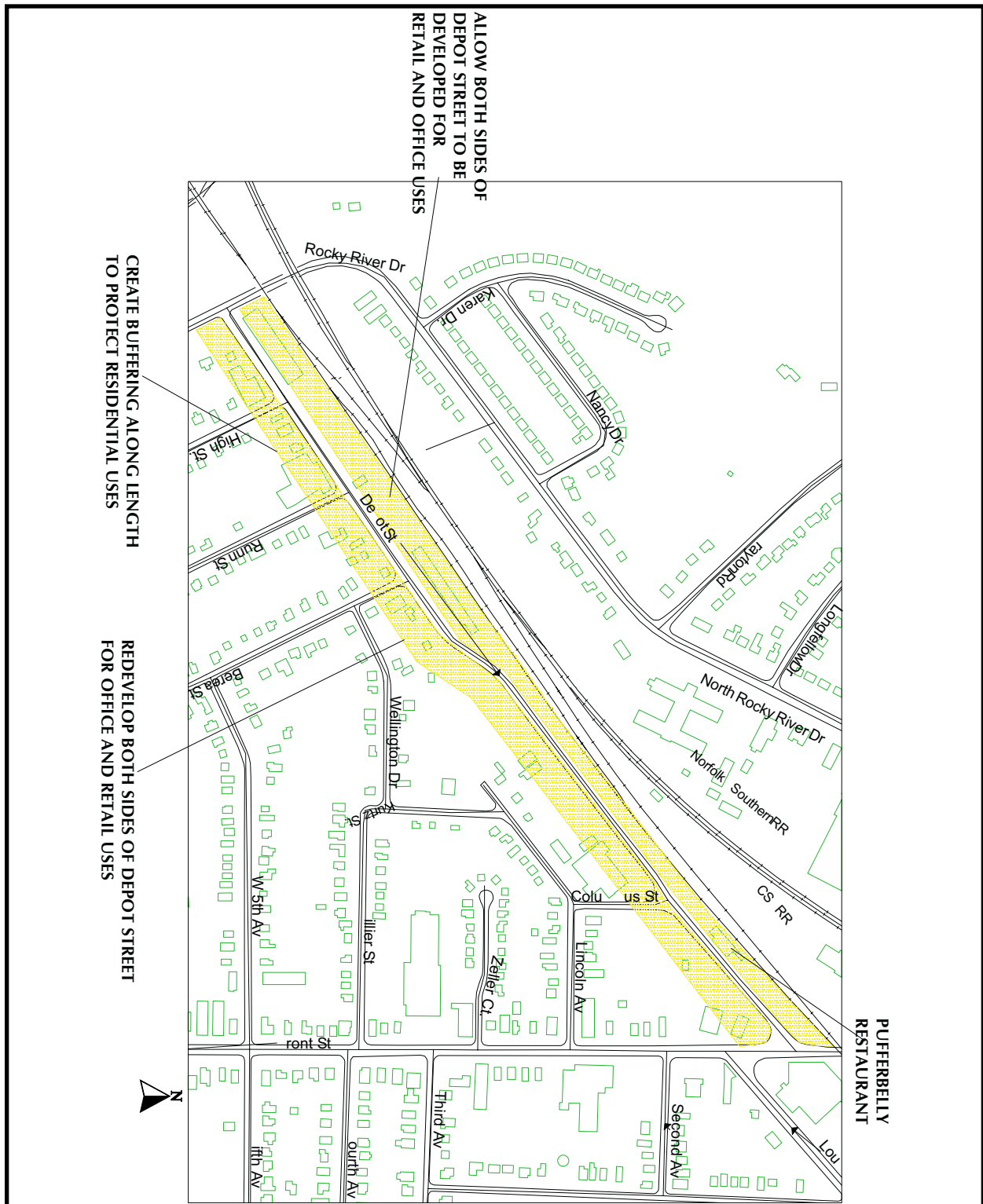
As illustrated in *Map 7.6*, the following are the recommendations for this focus area:

- ✓ Encourage **retail and office uses on both sides of Depot Street**.
- ✓ Direct new **light industrial uses to the West Bagley Road Corridor**.
- ✓ Require non residential landowners to install **landscaped buffering to protect adjoining residential uses** that are located south of Depot Street.

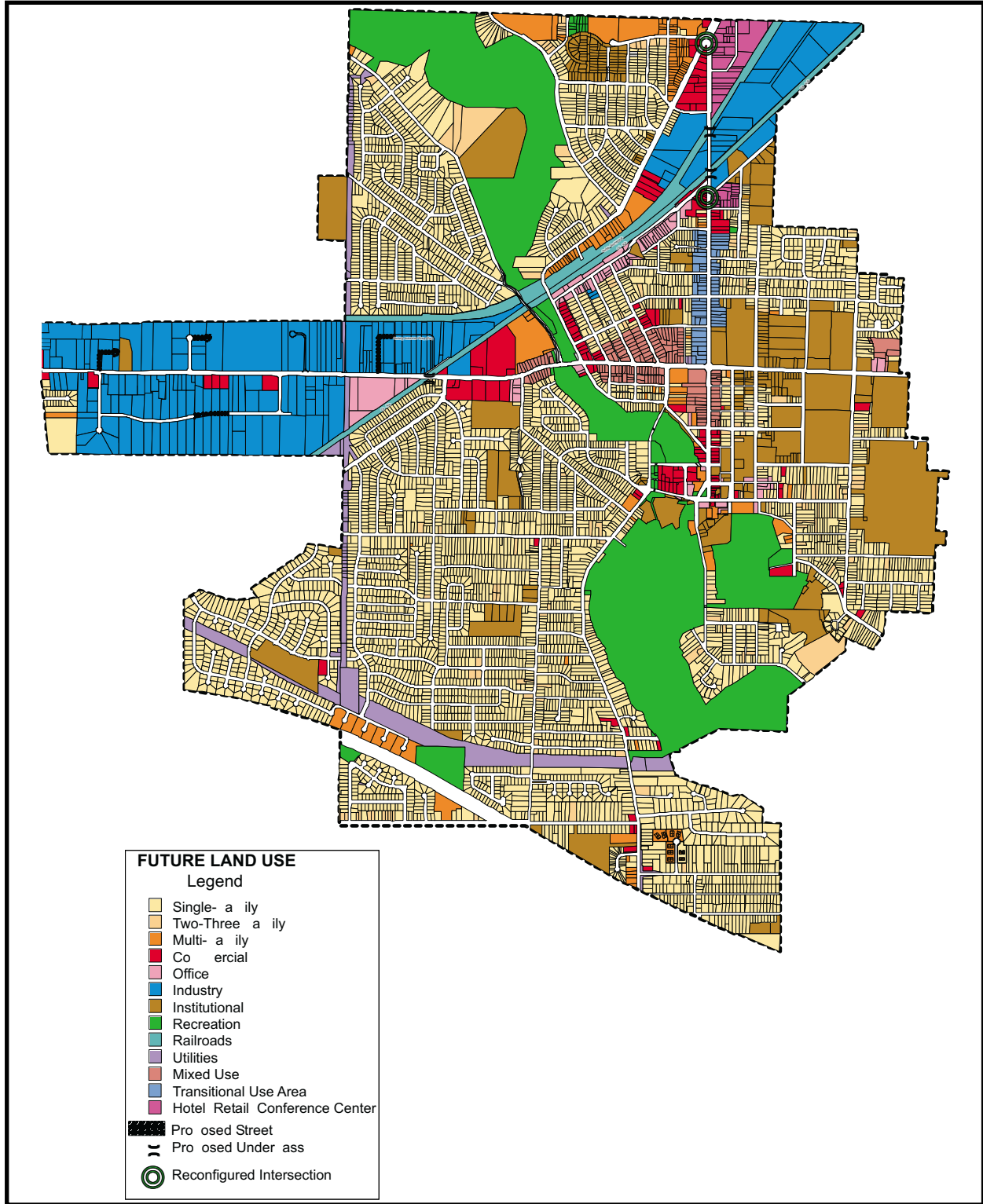
Map 7.5, Focua Area D, West Bagley Road Corridor, Recommendations



Map 7.6, Focus Area E, Depot Street, Recommendations



Map 7.7, Final Development Plan



CHAPTER 8

IMPLEMENTATION STRATEGIES

Introduction

This final chapter of the *Berea Strategic Master Plan* discusses how to best implement or carry out the broad goals outlined in Chapter 1 and the more specific recommendations found in the previously described final development plan (Chapter 7). It is important to realize that the City's Master Plan, by itself, will not bring about the recommendations contained in this document. Rather, it will take a concentrated, coordinated and cooperative effort by local officials, residents, landowners, and the business community to implement the *Berea Strategic Master Plan*.

In order to properly channel this joint effort, it is necessary to identify specific strategies or actions that the City should follow so as to effectuate this Strategic Master Plan. The following then are recommended strategies and action steps to be taken to bring about the implementation of this Strategic Master Plan.

Local Review and Formal Adoption of the Strategic Master Plan

The Strategic Master Plan should be distributed to city officials for their study and review. At a minimum, all members of the Master Plan Committee, City Council, the City Planning Commission, the Mayor's Office and affected department heads should receive a copy of the Plan and have an opportunity to review it.

Following this general review period in which changes to the Plan may occur, the City Council, upon receiving a favorable review should formally adopt the Plan as a policy and programming guide to shape the future development and redevelopment of the City. This step is important because it gives the Plan further public legitimacy. Appendix E contains a sample ordinance that could be used by City Council in adopting the Strategic Master Plan.

Publication and Distribution of the Adopted Strategic Master Plan

The City's Strategic Master Plan is basically a document that contains a coordinated set of advisory proposals. Its effectiveness depends on the extent to which it is seen, read, understood, used and respected. A plan that cannot be seen can hardly be persuasive. For these reasons, enough summary copies of the final adopted Strategic Master Plan should be published to reach every important city official as well as the public library, the schools within the City (including Baldwin-Wallace College), various business and civic groups, and the major landowners within the City. The objective of this implementation strategy is to provide enough summary copies of the *Berea Strategic Master Plan* to satisfy everyone with an interest in the future development of the community.

Zoning Text Amendments

Following the adoption, publication and general distribution of the Strategic Master Plan; it is important that the City begin updating its *Planning and Zoning Code* and other sections of its

codified ordinances so that it becomes consistent with the goals, objectives and key development recommendations found in the Strategic Master Plan. Currently the City has a contract with the Cuyahoga County Planning Commission to review and update its zoning regulations so that the key recommendations within this Strategic Master Plan can be implemented. It is important that this work is completed and that the City adopts the necessary changes to its planning and zoning codes so that the following key development recommendations are implemented:

- A. ***Creation of a Transitional Use District:*** The purpose for creating this new zoning district classification is to allow certain areas within the City that are presently still being utilized for single-family homes along major arterial roads to either remain as single-family homes or to be converted to non-residential uses such as professional offices and small scale retail uses *provided that the residential character of the exteriors of these buildings is not altered.* Special consideration in the creation of this transitional use district will need to be given to reviewing exterior signage, lighting and off-street parking and loading regulations as well as, of course, exterior architectural controls to ensure that any permitted change of use complies with the basic intent of preserving and protecting the residential and historic character of the properties within this district. The creation of this new zoning district is especially important for the portion of Front Street that runs from Lincoln Avenue south to Bagley Road which contains several historic and stately homes that directly front on Front Street.
- B. ***Creation of a New Regional Commercial Use District:*** The purpose for creating a new commercial zoning district would be to allow for the introduction of selected *regional commercial uses* that Berea presently does not have that would be located close to heavily traveled major thoroughfares and freeways such as State Route 237 (Airport Freeway). These uses would be allowed only in areas within the City that are easily accessible to the region's other major regional attractions such as nearby Cleveland Hopkins International Airport and the IX Center.

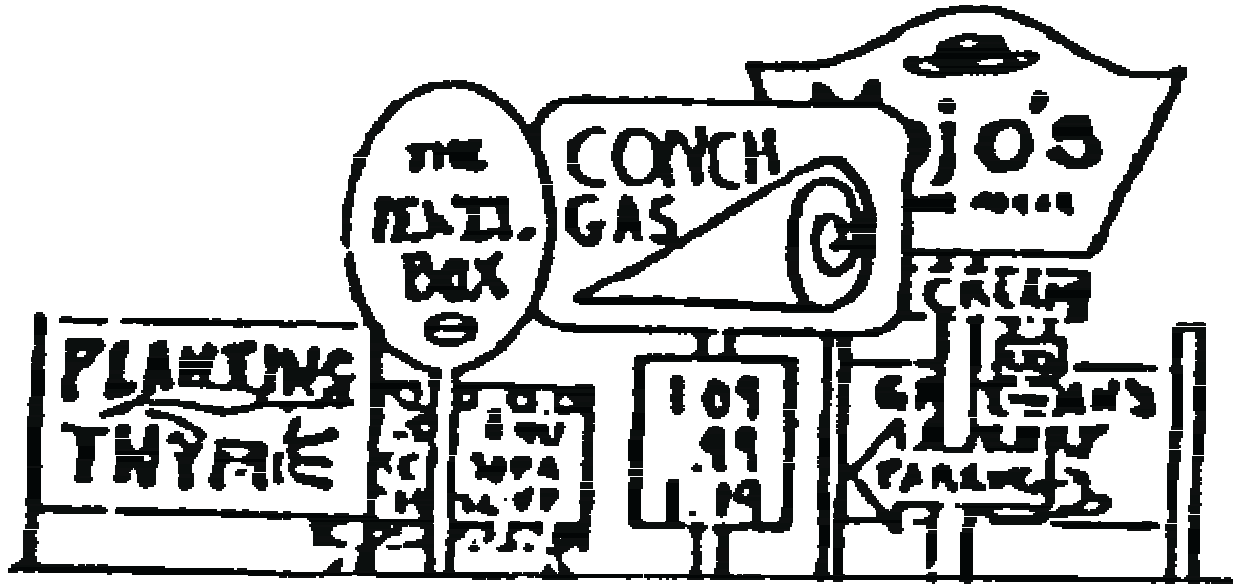
This new zoning district would be intended to provide for a limited mixture of commercial land uses such as quality hotels, conference and convention centers, quality sit-down restaurants, in-door movie theaters and multi-story office buildings that would meet the needs of travelers and visitors to Berea and the greater Cleveland area. Therefore, the list of permitted uses in this proposed zoning district would be much more selective than the City's existing commercial use districts and would exclude most of the uses permitted in the City's existing neighborhood, central commercial and general commercial zoning districts.

Moreover, in establishing such a district, high design and site plan review standards would need to be prepared to ensure that the permitted commercial uses are not only attractive but also planned in conjunction with one another to ensure that these new uses do not contribute to additional traffic congestion and safety hazards in areas already burdened with high traffic

Figure 8.1, Signage

AVOID

Too many, too large signs like these are confusing and hard for a customer to read



Credit: "Village Signs", Chapter 4, *Village Planning Handbook*. Bucks County Planning Commission, 1989 in *Signs of the Times: Creative Ideas for Signage in Hudson Valley*.

Figure 8.2, Signage

PREFERRED

Signs should be kept to a human scale. Coordinated signage, such as a Shopping center, is easier for a customer to read, takes up less space, and costs less



Credit: "Community Design Guidelines" in *Guide to Land Development*, Tug Hill Commission, 1989

Figure 8.3, Parking

PREFERRED

Parking behind buildings improves the visual quality of the road and commercial areas, while shared access improves traffic circulation.

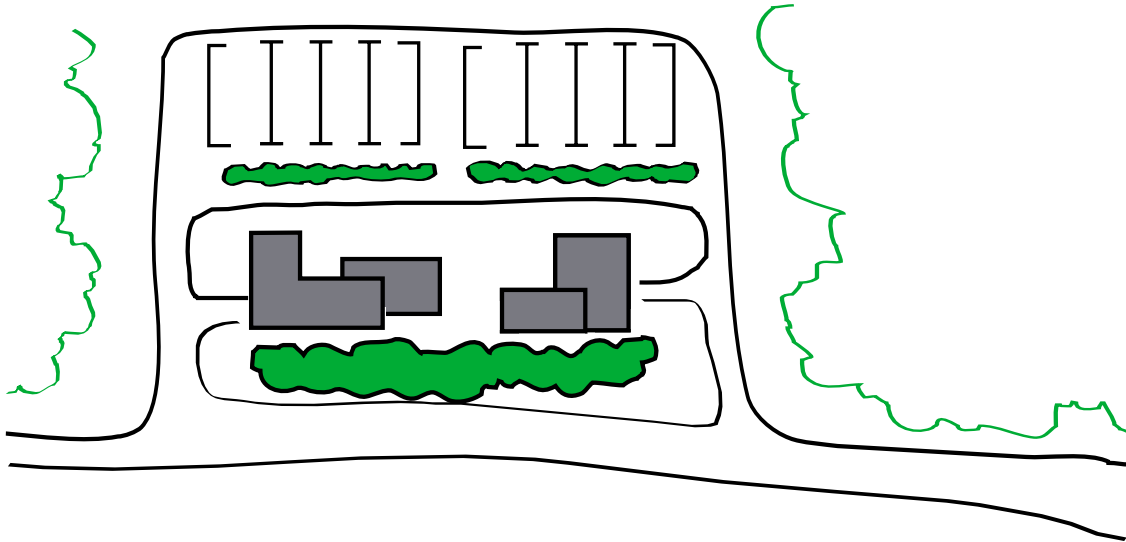
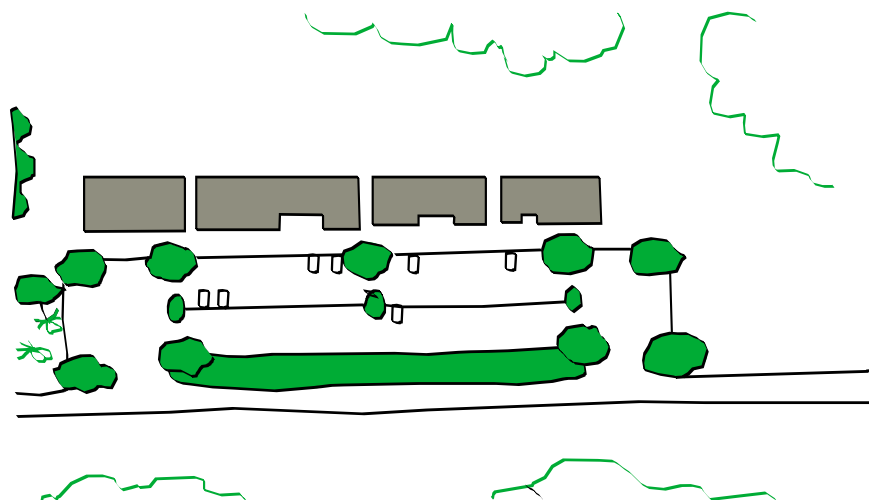


Figure 8.4, Parking

ACCEPTABLE

Where it is not possible to put parking in back of the building, landscaping and vegetation in the front of a site can help to screen parking. Shared access of two entry/exit points for multiple buildings also improves traffic safety.



Credit: "Community Design Guidelines" in *Guide to Land Development*, Tug Hill Commission, 1989

volumes. Joint curb cuts, stronger restrictions on the use of pole signs, pennants and banners, the placement of off-street parking and loading facilities either to the sides or rear of properties and an increased emphasis on landscaped buffers should all be encouraged (see *Figures 8-1 through 8-4*).

- C. *The updating and strengthening of architectural design and planning review standards* to ensure that all new construction within the City meets basic guidelines relating to compatibility with surrounding buildings and uses. These guidelines should address consistency with building setbacks, the proposed size and height of proposed buildings, the materials, colors and general design of the exteriors of all proposed buildings, tougher sign regulations that reduce or eliminate the use of pole and roof signs, banners and pennants; and an increased awareness of the need for attractive landscaped buffers around the perimeter of all proposed buildings, parking areas and lot lines (see *Figures 8-1 and 8-4*).
- D. *Pedestrian and bicycling safety* should be further assured by requiring that new development must consider the needs of pedestrians, bus riders and bicyclists in addition to motor vehicles entering and exiting a site. For example, new development should require the inclusion of sidewalks in front of all new or renovated buildings as well as the construction of walkways and crosswalks that will provide for the safety and convenience of pedestrians between public streets, parking areas and building entrances. Major retail shopping areas such as shopping centers and institutional uses such as parks, schools, and other public buildings should also include bicycle racks and bus shelters to accommodate people who choose to not use a private automobile to arrive or depart from a site. In addition, the City should wherever feasible work with property owners, developers and the Cleveland Metroparks in trying to link up existing and planned all purpose trails and bikeways with new and existing shopping centers, schools, parks and recreation areas within the City of Berea.
- E. A comprehensive review of the balance of the City's zoning code, including its **residential districts** should be done to attract a higher quality and greater diversity of residential development. Included in such a review should be the development of a **residential cluster zoning district** that would allow new residential development on smaller building lots as well as **zero side lot lines**. Additions such as these would help the City to achieve one of its primary housing goals-to *encourage the construction of new housing with the City, especially up-scale housing*.
- F. In addition to the above zoning code revisions and additions, the City should review the balance of its *Planning and Zoning Code* to facilitate the eventual elimination of **non-conforming uses** and non-compatible development patterns within the City. In addition, the **enforcement provisions** of the zoning code should be examined to determine if steps can be taken to ensure greater compliance with the code.

Zoning Map Changes

In addition to updating the planning and zoning text, the City's zoning map should be changed to reflect the recommendations found within the final development plan. In particular the following areas discussed in Chapter 7 (the Final Development Plan) will need to have zoning map changes made to be consistent with the recommendations of this master plan:

- A. The east side of North Front Street (Focus Area A) from Sheldon Road, south to the Norfolk & Southern Railroad tracks should be rezoned from its current General Commercial and Commercial Center zoning district classifications to the plan's proposed new Regional Commercial Use District.
- B. The commercially zoned parcels that are on the east side of North Front Street between the CSX and Norfolk & Southern railroad tracks should be rezoned from their current General Commercial Zoning District to the City's existing General Industrial Zoning District.
- C. The Merrick Chevrolet parcels on the east side of North Front Street between Lou Groza Boulevard and Second Avenue should be rezoned from their current General Commercial and Residence-Office zoning district classifications to the plan's new Regional Commercial Use District.
- D. All of the parcels on both sides of North Front Street between Lincoln Avenue and Bagley Road except for the parcels occupied by the Berea Recreation Center and Baldwin-Wallace College should be rezoned from their current zoning to the master plan's proposed new Transitional Use Zoning District.
- E. The parcels of land within Focus Area C on both sides of Bagley Road between Daisy Avenue and the commercial properties at the corner of Bagley Road and North Rocky River Drive should be rezoned from their current residentially zoning to the City's Residence-Office (R-O) Zoning District.
- F. Also within Focus Area C the residentially zoned parcels fronting West Bagley Road between Baker Street and Barrett Road should be rezoned to the City's Residence Office (RO) Zoning District.
- G. The residentially zoned land that fronts along the West Bagley Road Corridor (Focus Area D) between the CSX railroad tracks and the old City Corporation Line to the west should be rezoned to the City's Limited Industrial Zoning District to allow for the construction of corporate office buildings.
- H. The parcels in Focus Area E along both sides of Depot Street from North Rocky River Drive east to Columbus Street should be rezoned from Limited Industrial (LI) to the City's Residence Office (R0) Zoning District.
- I. The parcels fronting on the south side of North Rocky River Drive, which back up to the Norfolk & Southern Railroad tracks and that are currently

zoned for single family use (Standard Single Family Residential B Zoning District), should be rezoned to the Multiple-Family Medium Density (MF-MD) Zoning District.

Strategies to Preserve Berea's Small Town Charm and Character

There are several strategies that the City should consider in order for the City to achieve its goal of preserving its small town charm and character as well as its high quality of life. The following programs and actions are basic steps which the City can initiate and manage to preserve its natural and manmade environment.

- A. ***Continuation of Exterior Property Maintenance Code.*** It is important that the City continue to enforce its **exterior property maintenance code**. The City's current exterior property maintenance program covers both residential as well as nonresidential properties and has been in affect since 1988. The purpose of this code is to help assure stable property values for City's neighborhoods by requiring property owners or managers to correct "...obvious visual problems which may occasion incipient blighting conditions within the City."

Since the City's rate of new construction starts for residential housing units has tapered off in recent years, and since nearly 83% of the City's existing housing stock was originally built before 1970 and is now at least 30 years old, it is especially important that the City encourage its residential property owners to preserve and take care of their aging, residential structures. Similarly, the exterior property conditions of the City's commercial and industrial areas-including its historic downtown commercial district, which dates back to the turn of the century, also need to be properly maintained. The City's current exterior property maintenance code enables the City to pinpoint where properties are not being properly maintained and to require within a reasonable time that the property owner or manager comply with the City's building department orders to fix up their property or face misdemeanor charges.

- B. ***Enactment of Point of Sale and Lease Inspection Program.*** In addition to its exterior property maintenance code, the City of Berea should consider enacting a **point of sale and lease inspection program** for all residential and nonresidential buildings within the City. Such an inspection program could require that every residential as well as nonresidential building be inspected and meet certain basic standards before the property could be transferred, leased or sold to new occupants. Furthermore, these point of sale and lease inspections could include both *exterior property conditions* including yard and outside building maintenance issues that are currently covered within the City's exterior property maintenance code *as well as interior building conditions, such as plumbing and heating systems, electrical wiring and the repair of damaged flooring, walls and ceilings.*

Currently within Cuyahoga County several inner ring suburbs, including Cleveland Heights, Euclid, Garfield Heights, Lakewood and Maple Heights have enacted point of sale inspection programs for their residential properties. Like Berea, all of these communities have the majority of their housing units built prior to 1960 and have initiated their point of sale inspection programs to ensure that the quality of these aging residential units meet basic housing code and exterior property maintenance standards to curb potential neighborhood blight. A point of sale inspection program may be enacted by Berea's City Council with the passage of an ordinance after consultation with the Mayor and the City's Building Department on establishing appropriate minimum interior building condition standards.

- C. ***Promotion of Low Interest Loan Programs to Upgrade Existing Housing.*** In order to assist homeowners in meeting housing and property code standards, the City should promote and publicize the various housing assistance programs that are available to its residents. Currently, there are two publicly funded low interest loan programs that are explained below which are available to assist homeowners in fixing up their own residential properties. The City of Berea should encourage its homeowners to take full advantage of these home improvement programs by publicizing them through the local newspapers, community newsletters, the community cable TV channel, and the City's own internet web site. In addition, literature explaining these programs should be readily available from the City's Community Development and Building Departments to homeowners who have been ordered to make housing repairs due to City inspections.

For homeowners who are classified as having a low to moderate income, the Cuyahoga County's Community Development Department offers low interest loans through its *Housing Rehabilitation Loan Program*. This program offers loans at below-market interest rates to homeowners who meet *program qualifications*. *The loans are available for one-to four-family houses as long as the owner occupies one of these units.* The City should encourage those homeowners who need financial assistance in order to comply with property maintenance and housing code requirements to apply for this type of low interest loan through the Cuyahoga County's Community Development Office.

In addition to the above loan program available which is only available to those homeowners who meet income limits, the Cuyahoga County Treasurer's Office established last year (1999) a new loan program, called the *Home Enhancement Loan Program*, that is available to all homeowners within Berea as well as to homeowners within 24 other communities within Cuyahoga County. This program allows 3% below-market rate interest loans for up to a maximum term of 5 years for home maintenance, repair and improvement to homeowners as long as the fair market value of their one or two family residence does not exceed \$250,000. Permitted home improvement and/or repair work eligible for this program include remodeling, additions, garage, sidewalk and driveway repair, landscaping, and work necessary for complying with the City's building code. Homeowners

who are interested in applying for this program should directly contact local participating banks or the Cuyahoga County Treasurer's Office.

D. ***Promotion of Existing Tax Incentive Programs to Improve and Repair Properties, Promote Economic Development and Maintain the Tax Base.***

Incentive programs such as the *Community Reinvestment Act* that encourages homeowners and businesses to renovate and improve their properties by **not taxing real property improvements** are additional tools that the City should use to encourage property owners to upgrade both residential and nonresidential properties within Berea. For example, the *Community Reinvestment Act* will encourage the maintenance and remodeling of the aging residential homes, including historic structures, throughout the City. The program will also help to ensure that businesses within Berea remain competitive with other businesses outside the City and *encourage their retention and expansion within Berea.*

The *Community Reinvestment Act* may also be used in conjunction with the City's current *Enterprise Zone* legislation to *assist existing businesses to modernize and expand, and thereby help ensure the stabilization and growth of the City's tax base* which are also important goals of this Strategic Master Plan. Currently, the City's *Enterprise Zone* covers the northern two-thirds of the City and allows the City to abate both personal and real property taxes on new investments for a maximum time period of ten years in return for each new business agreeing to create a certain number of new jobs within the community.

The City can encourage widespread participation in these programs by distributing information about the program through direct mailings to homeowners and businesses, public service announcements on cable TV channels, and/or local newspaper announcements as well as its web site on the internet. Local departments such as the building, service, and community development offices can also help distribute information about the program during the course of their day-to-day operations with city residents and businesses.

E. ***Enactment of New Legislation that Temporarily Waives Municipal Building Permit Fees.***

Similar to the neighboring city of Brook Park, Berea could enact new legislation that would temporarily waive the cost of obtaining a building permit to homeowners willing to undertake home improvement projects. It is important to realize that the fee waiver would not eliminate the need for a homeowner to obtain a building permit prior to initiating any home improvement project such as building an addition, patio, deck or porch to an existing home; replacing roofs, windows, doors, sidewalks, driveways; or installing new electrical, plumbing, heating or cooling fixtures. Nor would the building permit fee waiver eliminate the actual building inspection by the City. Nevertheless, the enactment of the building permit fee waiver could encourage some homeowners to undertake home improvement projects that might not be undertaken if the homeowner had to pay the regular permit fees.

- F. ***Enactment of New Legislation to Restrict the Destruction or Exterior Modification of Historic Properties.*** While recent legislation passed by the City Council has indicated that the City's intent is to preserve historic structures within the City, currently the City of Berea does not have any actual regulations or restrictions on the alteration or destruction of historic properties within its boundaries. Recently it has been estimated by the Berea Historical Society that there are at least 100 residential properties within Berea that are at least 100 years old and still standing. While no estimate has been made of commercial structures, several of the commercial buildings in the City's historic downtown date back to the 1920's or earlier and define Berea's unique community character.

To help better protect these historic structures, the City Council should investigate adopting new local design review regulations that are consistent with the United States Secretary of the Interior's Standards for Rehabilitation of Historic Structures. Such local design regulations could require owners of all buildings that are at least 75 years old or have some other historical significance to apply for a City permit to either demolish or modify the exterior of any such building *prior to any demolition or alteration being undertaken*. Under these new design guidelines, the issuance of building and zoning permits, and the approval of site plans and rezonings of properties with historic structures would be tied to whether a property owner agreed to preserve and maintain the historic integrity of the buildings on the site. The adoption of this historic preservation ordinance should apply to both public and privately owned properties.

- G. ***Adoption of a new Transitional Zoning District.*** As explained in the previous section describing recommended zoning Code amendments, the development and adoption of a new transitional zoning district will help preserve the exteriors of historic buildings while allowing the actual uses within the buildings to be modified.

With adoption of these new transitional zoning districts, areas of the City which have a concentration of historic structures, such as Front Street between Lincoln Avenue and Bagley Road will be able to better preserve their historic residential structures while allowing the properties to be used for either residential or commercial uses.

Beautification and Streetscaping Programs

In order to further strengthen its main commercial areas as well as to better promote Berea as an attractive community to live in and to visit, the City needs to continue its initiative to beautify its major arterials such as the Front Street, North Rocky River Drive and Bagley Road corridors. Not only should the City give attention to upgrading and maintaining the attractiveness of each of its six existing entrance areas (gateways), but it should also implement the boulevard and widening plan for Front Street as described in Chapter 7. In addition, the City should assist commercial businesses within Berea in securing loans, and technical assistance in up-

Figure 8-5, Storefront Renovation Alternative



EXISTING



PROPOSED

Future storefront renovations should include compatible building facades, signage and landscaping improvements.

grading the appearance of their storefronts and premises. Specific implementation steps for a city-wide beautification and streetscape program that the City should follow are as follows:

Gateway Signage

At each of the six entrances to the City where the City already has its grindstone monument and “Welcome to Berea” sign, attention should be given to upgrading the attractiveness of these gateways. Each gateway monument should be sandblasted clean and attractively landscaped with flowers, shrubs or other ground plantings. The multitude of small institutional signs for various civic groups and churches that presently surround the grindstone monument at the City’s north end along Front Street and North Rocky River Drive are difficult to read and should be removed. To further develop detailed plans and ideas to upgrade the appearance of each of the City’s major gateway entrances, the City should enlist the services of its newly formed Beautification and Image Committee as well as a professional landscape architect.

In addition to the above recommendations, regular maintenance of these gateway entrances should be conducted to ensure that they remain free of any litter, graffiti or weeds. Dead plant materials should be replaced with new plantings at least once a year. In order to assist in the maintenance of these sites, the City could institute a program that would encourage citizen volunteers or non-profit groups such as the chamber of commerce, schools, the local service or garden clubs to “adopt a City Gateway” for a period of two or three years at a time.

Private Storefront Renovation and Beautification Projects

Private storefront renovation and beautification projects, such as shown in *Figure 8-5*, promote the overall attractiveness of the City’s commercial areas. These types of private projects are also two of the best ways to promote the image of the City for future generations as well as to help ensure a continuing viable community business district. City officials should encourage business property owners to contact the Cuyahoga County Department of Community Development for information on applying for eligible loans and grants to improve their commercial storefronts (signage and building facades) and to beautify their properties with additional landscaping.

Other sources of help in terms of providing technical assistance for landscaping are the Northeast Ohio Urban Design Center and the non-profit organization known as Parkworks, Ohio. Parkworks, Ohio (formerly Clean-Land, Ohio) has published two separate booklets on how commercial property owners may effectively landscape their parking and non-parking areas to visually enhance their properties.

Strengthening Public/Private Partnerships

Many of the recommendations within the *Berea Strategic Master Plan* depend upon the City strengthening its relations with private sector groups such as Baldwin Wallace College, the Cleveland Browns, the local Chamber of Commerce, and individual merchants and private developers within Berea. It will be important that the Mayor and his administrative team reach out to members of these and other private groups within the City and communicate the major

goals and strategies of this Master Plan. Wherever possible, the City should encourage engaging in partnerships with developers and other private groups in promoting and implementing these goals and strategies.

The successful development of the recently built Riverside Gardens mixed use complex across from the downtown Triangle is an example of how the City can assist private developers in acquiring land and splitting certain development costs in order to encourage private developers to construct projects that meet the City's goals and objectives. The details of this public-private partnership between the City and the private developer included the sale of City-owned land along the east bank of the East Branch of the Rocky River to the private developer for only \$1.00 and the payment by the City of nearly \$440,000 for certain public improvements to the site including reconstruction of the public road fronting the site, and the installation of utilities, parking, and lighting facilities. The City also paid for the installation of a public walkway network that provides a safe and scenic connection from the new mixed use complex and the downtown Triangle on the east bank of the river to the nearby shops and offices on the west bank of the river. In return for all of this City assistance, the private developers have constructed 12 residential townhouse units and have plans to construct an adjacent new commercial building to help the City revive its historic downtown.

Other public-private partnerships within the City may not be as involved from the standpoint of new infrastructure or cost, but should also be undertaken. For example, the City should establish a stronger communication network with the key stakeholders of the community, including business and property owners, Baldwin-Wallace College, the Cleveland Browns and the Chamber of Commerce. Additional committees may need to be established that will develop the details on how to implement some or all of the recommendations relating to the marketing and business development of Berea's downtown business district and North Front Street.

Holding exploratory discussions with the administration of Baldwin-Wallace College, the local Chamber of Commerce and the City could prove fruitful in developing ways for the College and downtown merchants to mutually assist each other. Likewise the City should also try to involve the major stakeholders including Baldwin-Wallace College, the Chamber of Commerce and the Cleveland Browns in its efforts to redefine the North Front Street area as a prime location for regional commercial development that could provide hotel and meeting room space for visitors to Baldwin-Wallace College, the Browns Training Camp facilities or any of the surrounding nearby attractions such as the IX Convention Center in neighboring Brook Park.

Intergovernmental Coordination and Involvement

The successful implementation of a number of the recommendations found in the final development plan depend upon obtaining resources and/or public policy support that are outside the direct control of the City. For example, the creation of rail quiet zones for various residential neighborhoods within Berea will depend upon the City working with other neighboring communities in convincing the Federal Rail Administration that it should adopt noise restrictions for the two railroads that bisect Berea-CSX and the Norfolk & Southern Railroads. Likewise,

the support of NOACA will be necessary to persuade the Greater Cleveland Regional Transit Authority (RTA) that it should drop its plans to establish up to two rapid transit stations within Berea and instead concentrate on providing rail service to other communities within the South-west suburbs of Cleveland such as neighboring Brook Park and/or Middleburg Heights. Similarly, the City will have to work with other neighboring communities as well as NOACA to ensure that the City of Cleveland's plans for the expansion of Cleveland Hopkins International Airport does not negatively impact upon the residences and businesses within Berea.

Moreover, the City's continual involvement with the *State of Ohio's Transportation Review Advisory Council (TRAC)* will be important in deciding the fate of needed public highway projects such as the widening of Front Street that will improve the accessibility and traffic capacity of the entire north end of Berea. For obtaining funding for other infrastructure projects involving the improvement of the City's less traveled roads, bridges and water and sewer lines; the City should continue to apply to the *County's Issue 2 (DOPWIC) Committee*. Over the last five years the City has been awarded at least three major Issue 2 grants, including over \$726,000 for the reconstruction of Barrett and Nobottom Roads, \$695,000 for the resurfacing of Clark and Waverly Streets, and most recently (year 2000) nearly \$300,000 for new water and sanitary sewer lines to Front Street and North Rocky River Drive and new water lines for West Grand Street.

An additional regional board which the City should be working closely with is the *Cleveland Metroparks*, which as outlined in Chapter 5 of this document, has extensive plans to upgrade their two park reservations that lie within Berea. For example, the planned improvements to the Metroparks' Music Mound Area, the extension of the Metroparks' all purpose trail and the expanded development of the Metroparks trail head by the parking area just north of Center Street near the city's historic downtown will all have important impacts on the city's residents and downtown merchants. The active involvement of the City as well as its citizens and merchants in the planning and review of these projects should lead to improved planning and better coordination with the goals of this master plan. In particular, the City's recently established Bicycle Committee as well as representatives of the Mayor's Office and City Council should develop a dialogue with the Metroparks not only on how to improve bicycle safety within the Berea portion of the Metroparks, but also on how best to develop new bikeway connectors that could tie existing and planned bikeways within the Metroparks to municipal parks, schools, the Baldwin-Wallace College campus and community shopping centers within the City.

For all of these reasons, the City of Berea should continue to actively and forcefully pursue the objectives of this Strategic Master Plan with county, regional, state and federal agencies. The first step in pursuing these objectives is for the City to monitor various federal, state and county funding sources to best determine which funding programs should be utilized for needed community projects. A partial list of these funding sources and programs is listed in Appendix F.

In addition, the City should encourage the active involvement of its own citizens and public officials, including both elected and appointed officials in attending and participating in public programs, seminars and workshops that will further aid in the general understanding of urban

issues and the ultimate implementation of the goals and objectives of this Strategic Master Plan. Many excellent ideas can be generated by citizens and public officials becoming familiar with the success stories of other communities and then modifying them to fit the special conditions found within Berea.

Assignment of City Coordinator to direct the Implementation of the Master Plan

In order to ensure progress towards implementing this Master Plan, the City should designate an individual at City Hall who will be the primary leader for coordinating several of the implementation activities listed within this chapter. This person would serve as a liaison between developers, businesses, the local chamber of commerce, funding agencies, City Council and the City's administrative offices, boards and commissions including the Mayor's Office, the Planning Commission and the Board of Zoning Appeals.

Not only should this person be knowledgeable about various public funding sources, but he or she should ideally be able to coordinate all of the essential elements of this Strategic Master Plan, including zoning text and map changes, park and recreation development, streetscape improvements, storefront renovations and the need for future economic and community development. In addition, this person should serve as the primary contact responsible for overseeing the distribution and adoption of the Strategic Master Plan.

Periodic Review of the Master Plan

Implementation should not be considered the final step in the city's master planning process. The Strategic Master Plan should not only serve as a guide for making future development decisions, but it also should be part of a *continuous planning process*. For example, it is erroneous to view this Master Plan as a "one shot project that is engraved in stone" or is unchangeable. In actuality, there is a need to regularly review the plan and make revisions to it as local and regional conditions change. Changing economic, technological and social conditions such as a sharp upturn or downturn in the local economy, changing consumer shopping patterns or a change in housing style preferences could affect the assumptions and conditions that have formed the basis for this Strategic Master Plan.

Increasingly, communities are finding that an **annual review** conducted by the Mayor and City department heads of the Strategic Master Plan's key goals, objectives and development plan recommendations is the best way to ensure that these components are translated into implementation programs that are a part of the City's annual budget. Thus, such an annual review can be an effective way to ensure that the City's planned programs and activities are consistent with the Strategic Master Plan's goals and objectives and that the development plan recommendations outlined in Chapter 7 are actually carried out. In addition, an annual review of the Master Plan may also point out the need for deferring or modifying certain recommendations of the plan if community conditions significantly change or if the policy and implementation steps outlined within the Master Plan are no longer feasible due to budgetary considerations or program funding changes.

In general, a **complete review of the *Berea Strategic Master Plan* should be performed every five to ten years** to determine what changes to the Master Plan are warranted. This review should also consider the input of the citizens of Berea possibly through the use of town meetings, questionnaires, surveys, and /or the formation of a citizen task force. In addition to involving City Council, the Planning Commission and the Mayor, the City should invite participation in this complete review and update of the Master Plan from local business, community and charitable groups such as the local chamber of commerce, school district, Baldwin-Wallace College and church and other civic organizations. Once the master plan review committee has been formulated, the committee should not only strive to prepare a new master plan that considers current trends and realities, but more importantly, the committee should develop a master plan that truly represents a **collective vision** of what the future of Berea *should be*.