Old Brooklyn
Connecting Cleveland 2020 Citywide Plan - Retail District Strategies

Stockyards
- Establish consolidated retail district centered around K-Mart Plaza along West 65th St between West 67th Pl and West 66th St
- Establish Cleveland Landmarks District on Clark Ave, between West 48th St and West 53rd St.
- Establish design guidelines and BRD for portions of West 65th St, Storer Ave and Denison Ave
- Create identity/directional signage at major neighborhood gateways
- Create infill development strategy for Clark and Denison Aves

Brooklyn Centre
- Consolidate utility poles to create less cluttered streetscape
- Target underutilized properties for mixed-use development Masonic Temple and YMCA building
- Improve deteriorated housing conditions on adjacent side streets.

Old Brooklyn
- Establish restaurant/retail uses adjacent to MetroHealth South campus
- Concentrate retail/develop Pedestrian Retail Overlay District along Pearl Rd from Broadview Rd to Memphis Ave
- Recruit deep discount-style retailers (Marc's, Big Lots, etc.) to serve as retail district anchor
- Narrow Pearl Rd right of way and develop streetscape enhancement plan
- Develop comprehensive parking strategy

Steelyard Commons
- New regional shopping center

Connecting Cleveland 2020 Citywide Plan - Retail District Strategies
Old Brooklyn
Connecting Cleveland 2020 Citywide Plan - Development Opportunities

2.R.9  Broadview Road - retail as part of larger mixed-use redevelopment strategy
2.P.10 Foote Park Expansion – utilize this newly available land to create an additional acre of open space for Foote Park
2.P.15 Bradley Road Landfill – redevelop former landfill property into passive open space that will buffer between residences from industrial and transportation uses
2.P.14 Mayview Ravine Property – preserve natural open space area featuring steep slopes and heavy forestation
2.P.13 Treadway Creek Ravine Greenway – ecological restoration of a 21-acre greenspace and construction of a neighborhood multi-purpose trail connection
2.P.12 Lower Big Creek Area – use this 150-acre area to provide area residents with new accessible open space and a multi-purpose trail
2.H.32 Schaaf Road Nursery Site - townhouse residential new construction
2.H.31 Spring Road Landfill Property - brownfield site clean-up for single- and/or multi-family residential
2.H.30 Oak Park Motel Site - mix of townhouse, mixed-use: residential + retail/office, & multi-family residential new construction
2.H.29 State Rd Site – mixed-use: residential + retail/office
2.E.12 Broadview Road – develop new retail as part of larger mixed-use redevelopment strategy for this area
2.A.10 New Fulton Road Bridge - decorative lighting & banners highlighting Cleveland Metroparks Zoo, construction of new high-level bridge by Cuyahoga County Engineer

Development Opportunities
- Economic Development Opportunities
- Housing Opportunities: Infill/Rehab
- Retail Opportunities
- Recreation Opportunities
- School Opportunities
- Arts Opportunities
Old Brooklyn
Connecting Cleveland 2020 Citywide Plan Land Use

Proposed Land Use - Year 2020
- SINGLE / TWO FAMILY
- MIXED USE: DOWNTOWN
- TOWNHOUSE
- MULTI FAMILY
- MIXED USE: RESIDENTIAL + RETAIL/OFFICE
- MIXED USE: LIVE-WORK
- OFFICE
- RETAIL
- COMMERCIAL SERVICES
- LIGHT INDUSTRY
- HEAVY INDUSTRY
- INSTITUTIONAL
- RECREATION/OPEN SPACE/LANDSCAPE
- TRANSPORTATION / PUBLIC UTILITIES
- PARKING (DOWNTOWN ONLY)
- OLD BROOKLYN BOUNDARY
- WATER