

COMMUNITY DESIGN CHARRETTE BRIGHTON PARK & BROADVIEW BEND



March 10-16, 2023

Kent State University

College of Architecture & Environmental Design

SUPPORTED BY:



ROBERT MASTRIANA
4M COMPANY LLC

BEYOND
TYPICALS



SPECIAL THANKS:



Western Reserve
Land Conservancy

land • people • community

CHARRETTE FOCUS

- Brighton Park, a new green space established and operated by Cleveland Metroparks on the site of the former Heninger Landfill on Pearl Road.
- Broadview Bend, a mixed use district that turns the corner from Pearl Road to Broadview Road.
- New infrastructure investments, development opportunities, and public amenities.

CHARRETTE GOALS

- Making the neighborhood safer and more appealing for pedestrians and bicyclists.
- Creating gateways and connections into Brighton Park from Broadview and Pearl Roads.
- Identifying businesses and amenities that will enhance the neighborhood.

CHARRETTE GOALS

- Exploring connections to larger green space networks (the Towpath Trail and Brookside Reservation, and the zoo).
- Developing branding and neighborhood identity strategies for the Broadview Bend.

STAKEHOLDER INTERVIEWS



2-½ DAYS OF INTENSE WORK



EXPERIENCING LOCAL CUISINE!



JACK FROST DONUTS



TAKING A CLOSER LOOK



Community Presentation

1. Neighborhood Identity
2. Traffic Calming
3. Brighton Park Connections



Neighborhood Identity

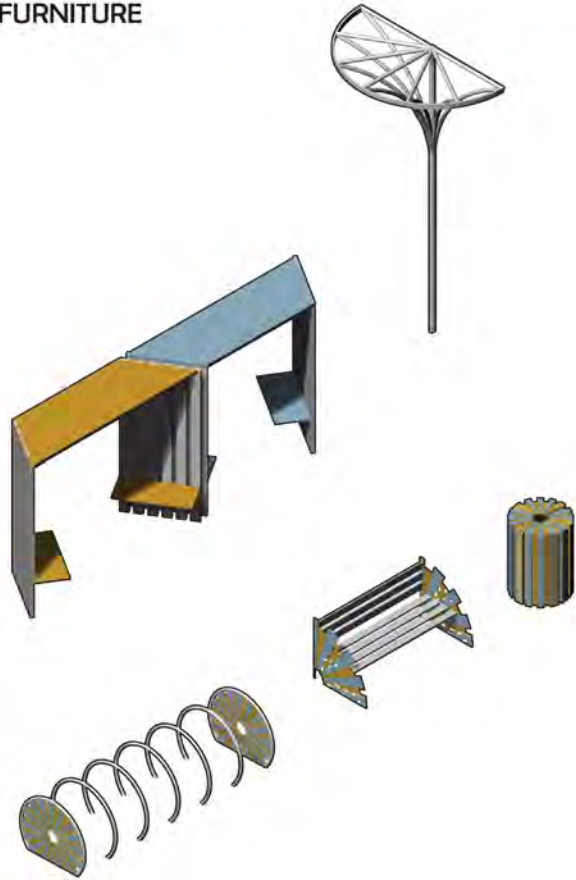
LOGO



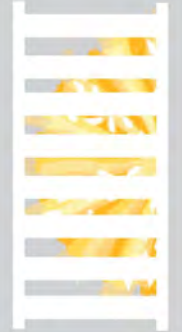
COLOR SCHEME



STREET FURNITURE



CROSSWALK PATTERNS



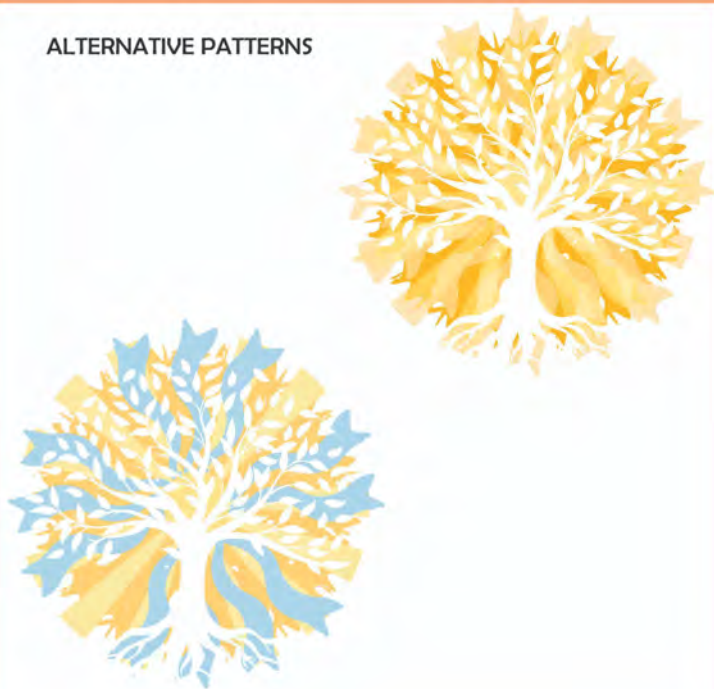
STREET FURNITURE



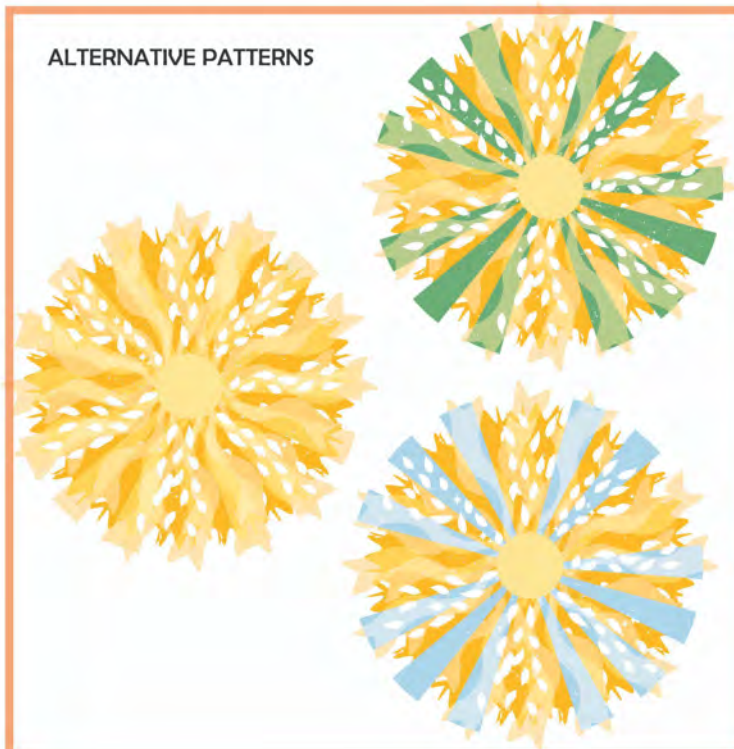
STREET FURNITURE



ALTERNATIVE PATTERNS



ALTERNATIVE PATTERNS





PEDESTRIAN WAY FINDING



VEHICULAR WAY FINDING





Broadview

NO TURN ON RED

ARIE PEAR CENT

brooklyn DENTAL GROUP

MAY USE FULL LANE

PEARL ST SWINGS & TRUST

Pearl

Broadview

4172

© 2013



Old Brooklyn Community Park



Outdoor Reading Room

Pearl Rd Interchange and Market



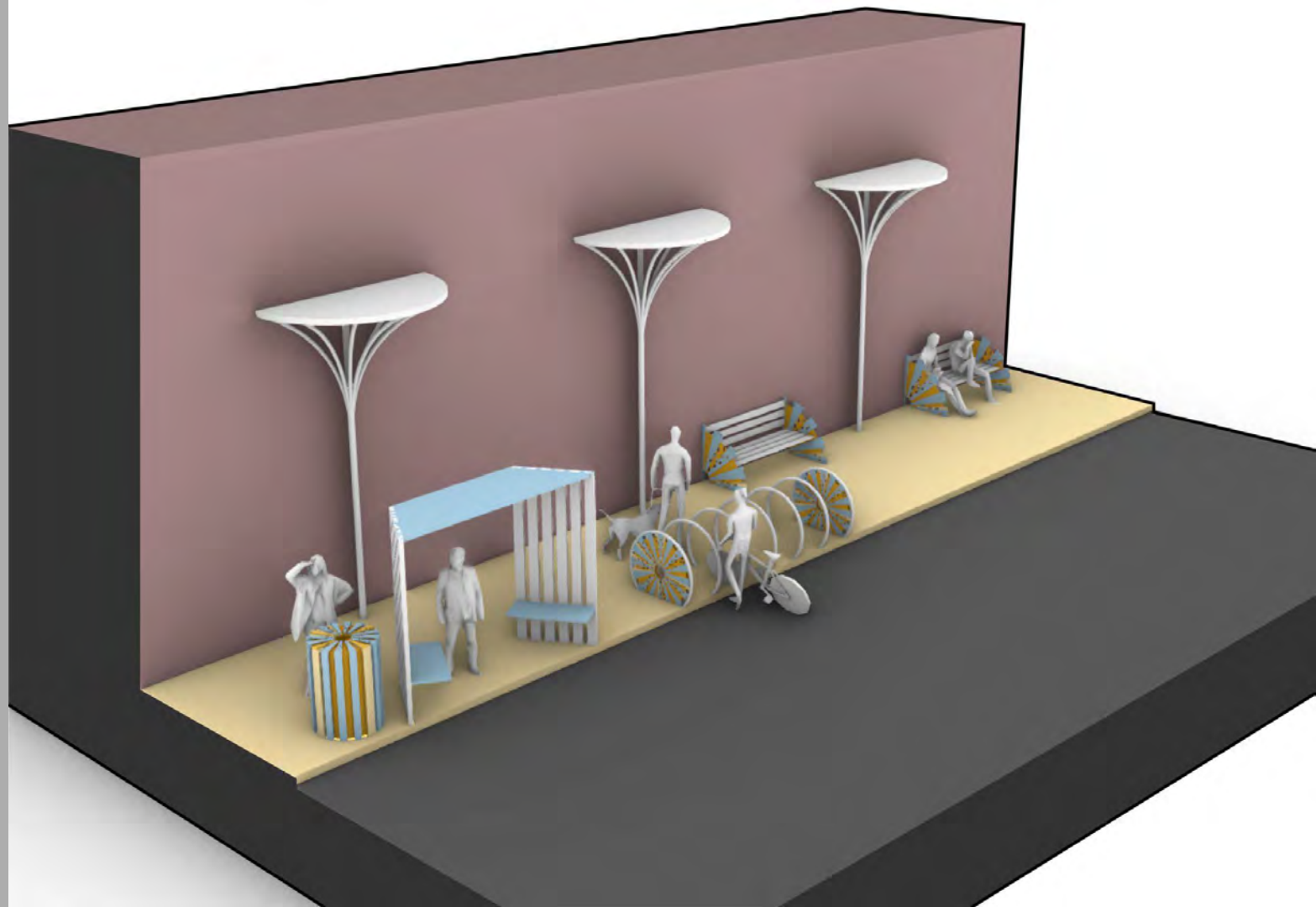
Pearl Rd

Broadview Rd



W.C. Sullivan





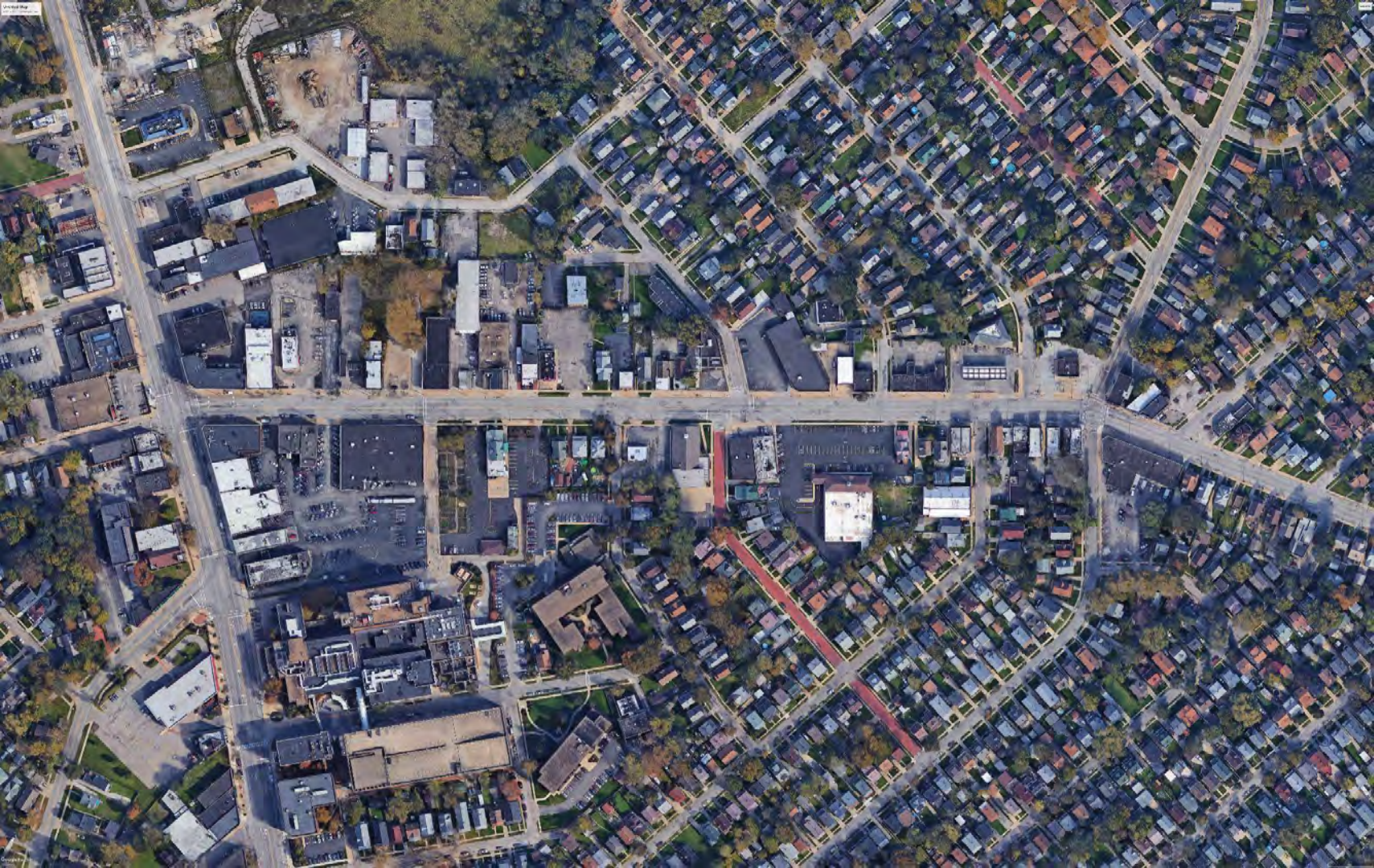


Neighborhood Identity Questions & Discussion



Traffic Calming

Improve safety and aesthetic of street
Enhance vitality of commercial area





**EXISTING
CONDITIONS**

Proposed Traffic Calming Measures

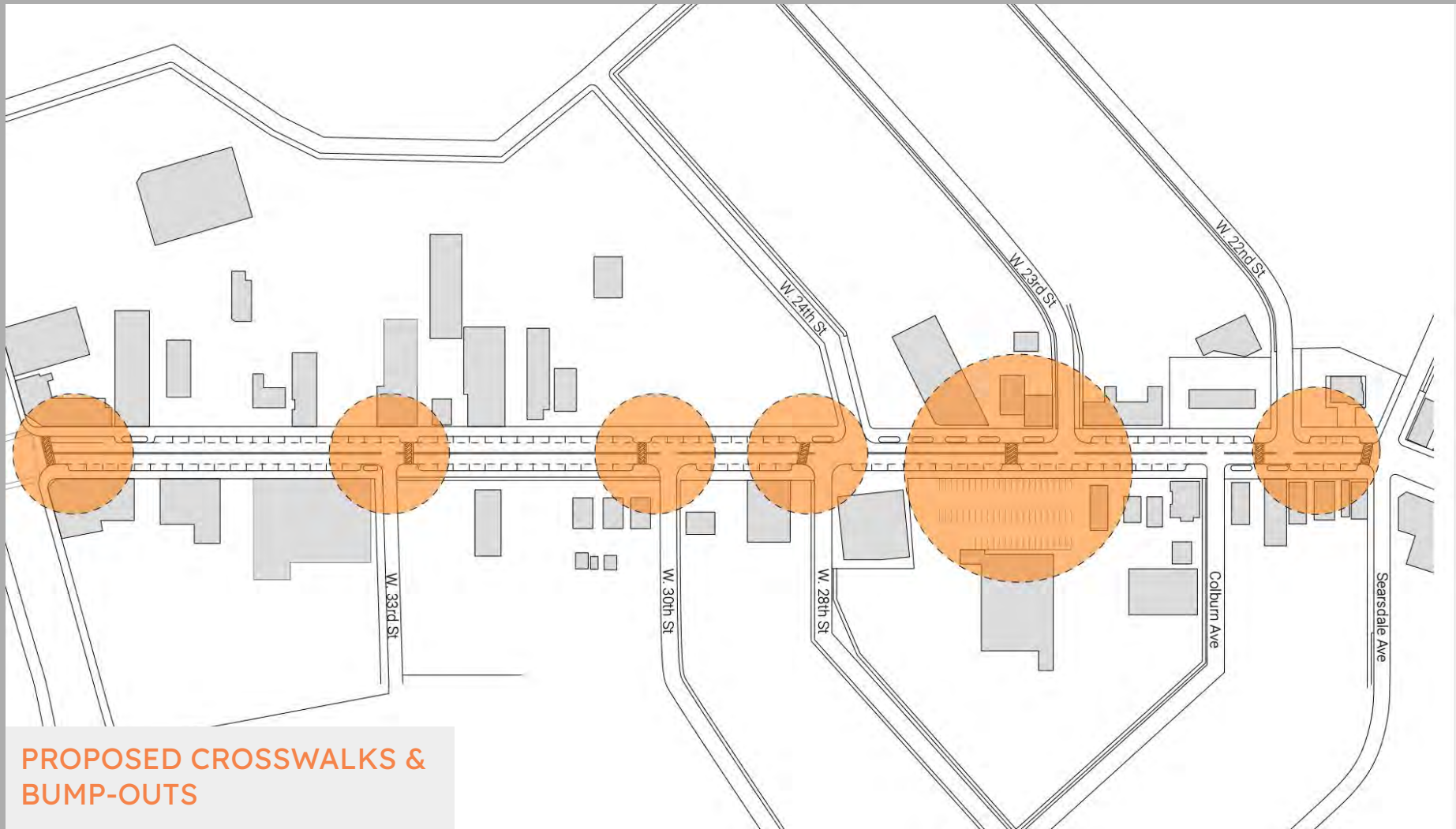
Aid to help create a “gateway” to neighborhood and park entrances



Sidewalk bump-outs

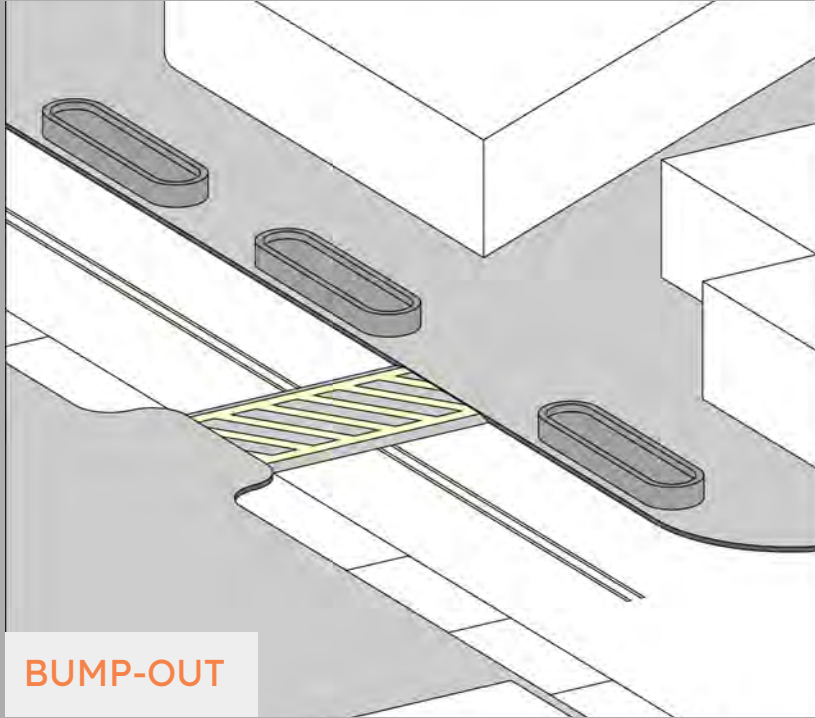
- Shorten curb to curb crossing distance
- Increase pedestrian visibility
- Slow vehicle turns





PROPOSED CROSSWALKS & BUMP-OUTS







**FUTURE CONSIDERATIONS:
CONSECUTIVE ROUNDABOUTS**



FORMER FIRE
DEPARTMENT

FORMER
RITE AID



FORMER FIRE
DEPARTMENT

FORMER
RITE AID



What is a co-op?

A cooperative (co-op) is a business or organization owned by and operated for the benefit of those using its services.

An elected board of directors runs the co-op and hires day-to-day management, while members control the direction of the co-op through their voting power.

Profits and earnings generated by the co-op are distributed amongst the members, and people can become a member of the co-op by purchasing a share.

Anyone can shop at a food co-op—you don't have to be a member. If you choose to become a member by paying the co-op's dues, you'll have a say in how the co-op is run and may get discounts on certain products. Each co-op decides its dues, but there's usually a flat rate for a lifetime membership. If there is a surplus profit at the end of the year, you could get a dividend.



Gem City Market Dayton, Ohio

- Community-owned and operated
- Affordable, quality kitchen staples
- Fresh produce, meats, and dairy
- Specialty and organic products
- Fresh deli sandwiches, salads, entrees



INTEAID PHARMACY



Firehouse Market

Clinic

FRESH

Firehouse Market
WE OWN IT!
FIREHOUSEMARKET.COM

BRANDING &
IDENTITY

ADAPTIVE REUSE

SEATING &
GREENERY





C.F.D.

THE BELMONT
FIRE DEPARTMENT
1879

Community
Kitchen

C.F.D.

OLD
BROOKLYN
CLEVELAND

Firehouse
Market
WE OWN IT!
FIREHOUSEMARKET.COM



COMMERCIAL
KITCHEN FOR
FOOD
ENTREPRENEURS

Community
Kitchen

BRANDING
& IDENTITY

COOKING
CLASSES

OLD
BROOKLYN
CLEVELAND

Firehouse
Market
WE OWN IT!
FIREHOUSEMARKET.COM







An architectural rendering of a city street scene. On the left is a two-story building with light-colored horizontal siding and a dark roof. To its right is a red brick building with a bay window and some peeling paint. Further right is a white building with a sign for 'Benji's Pizzeria' and the phone number '739'. In the foreground, there is a raised crosswalk with yellow and blue geometric patterns. A modern street furniture set includes a long, light blue modular bench, several green planters with small plants, and four tall, thin, white light poles with curved tops. People are shown walking and sitting on the bench. The sky is blue with scattered white clouds.

**BRANDING
& IDENTITY**

**STREET FURNITURE
& LIGHTING**

BIKE RACKS

**RAISED
CROSSWALK**

Broadview

NO STOPPING
BUS STOP
← →

SUBWAY

SUBWAY





Broadview

OLD BROOKLYN
COMMUNITY
PARK
↑

CLEVELAND METROPOLITAN
BRIGHTON
PARK
↑

OUTDOOR
READING
ROOM
↑

SUBWAY

SUBWAY



Broadview

BRANDING & SIGNAGE

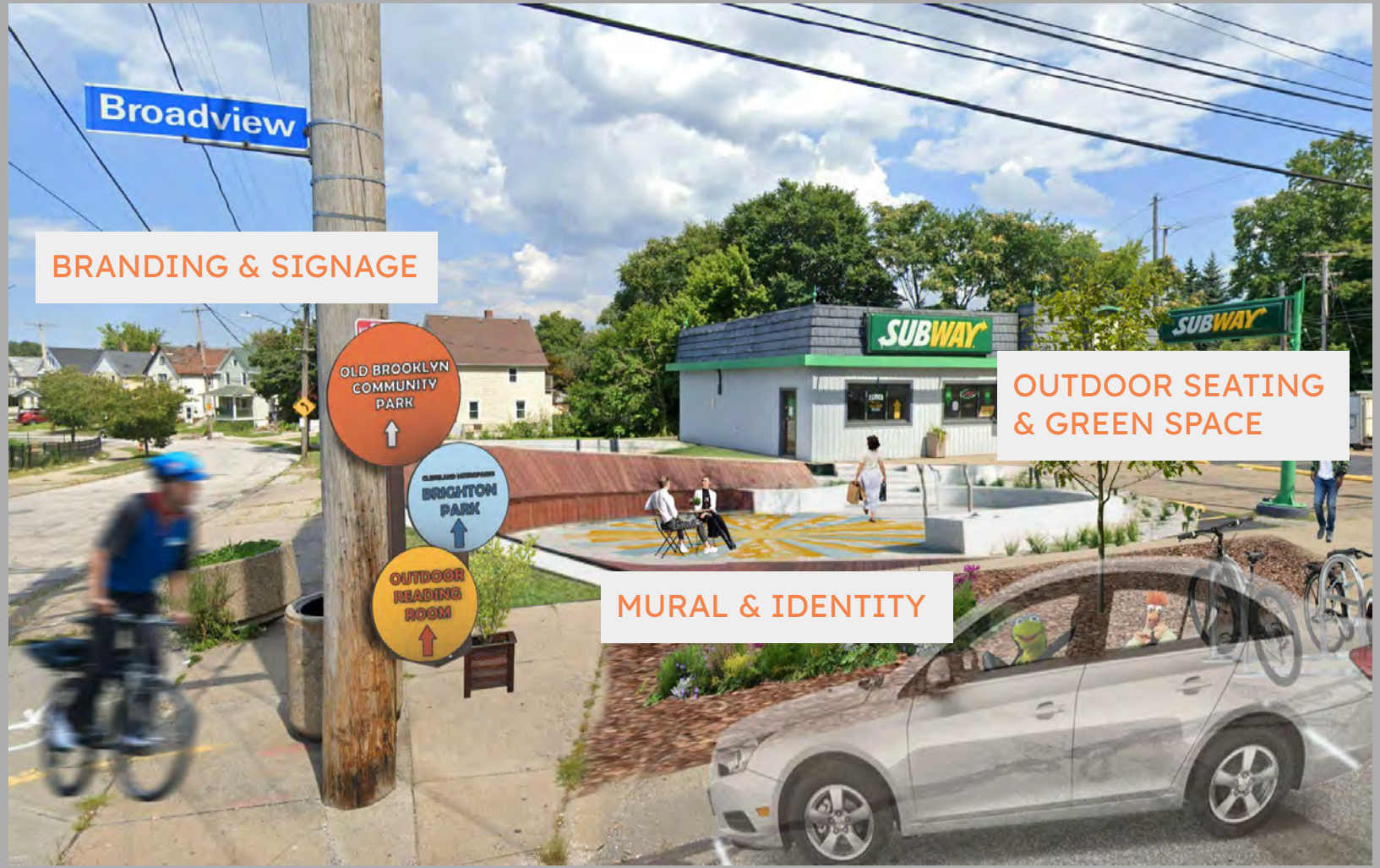
OLD BROOKLYN
COMMUNITY
PARK
↑

CLEVELAND METROPOLITAN
BRIGHTON
PARK
↑

OUTDOOR
READING
ROOM
↑

OUTDOOR SEATING
& GREEN SPACE

MURAL & IDENTITY





Traffic Calming Questions & Discussion



Brighton Park Connections

FIREHOUSE
MARKET SITE

SECONDARY PARK
ENTRANCE

PROPOSED CROSSWALK
IMPROVEMENTS



BRIGHTON PARK AERIAL



Process

Problem Identification:
Lack of awareness for Brighton Park

After walking around the neighborhood, it is difficult to find Brighton Park as many of the entrances are hidden within residential area.

↓
Goal:
Recognition

Raise awareness about park and provide engaging programs for interaction.

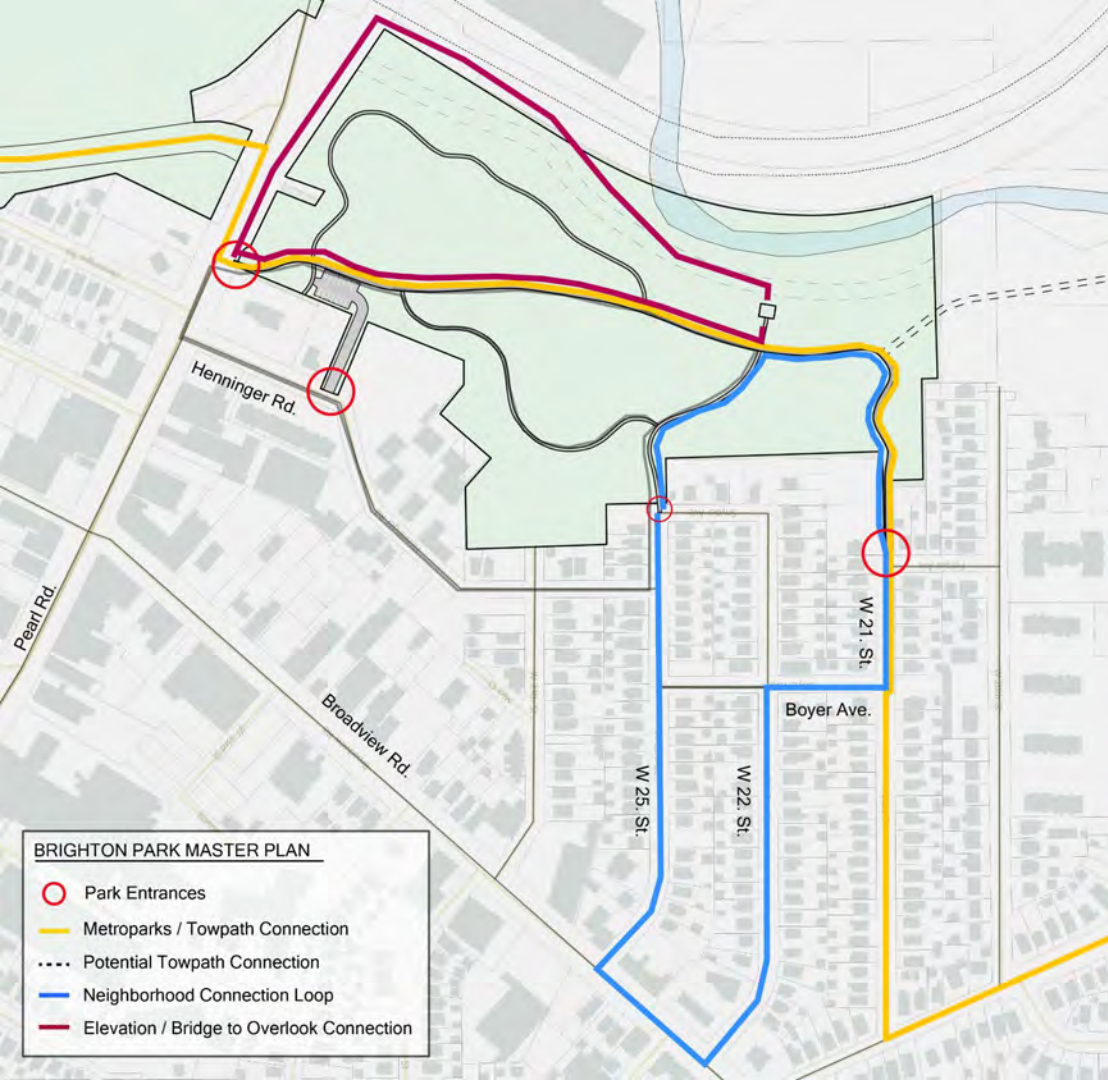
↓
Objective & Program :
Connection & Access

Connect park to surrounding **neighborhood**, different **elevations**, **nature**, **parking**, and **people** would benefit from area by making access points more visible and attractive.

↓
Design Process:
Masterplan & collages

Designs conveyed through layouts communicate ideas in concise and accessible way.

Brighton Park: Trail Connections



Proposed Picnic Area







SEATING

BRANDING & IDENTITY

ACCESSIBILITY



Pollinator Garden



BRANDING
& IDENTITY

NATIVE
PLANTS

STREET
FURNITURE

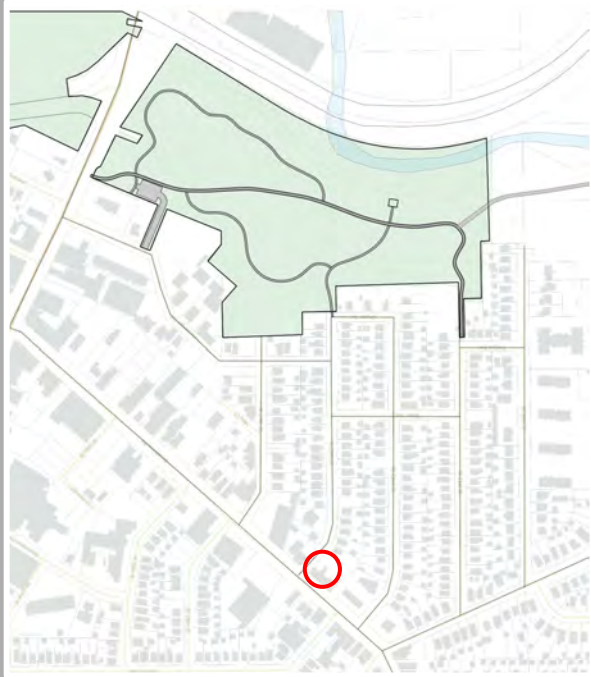


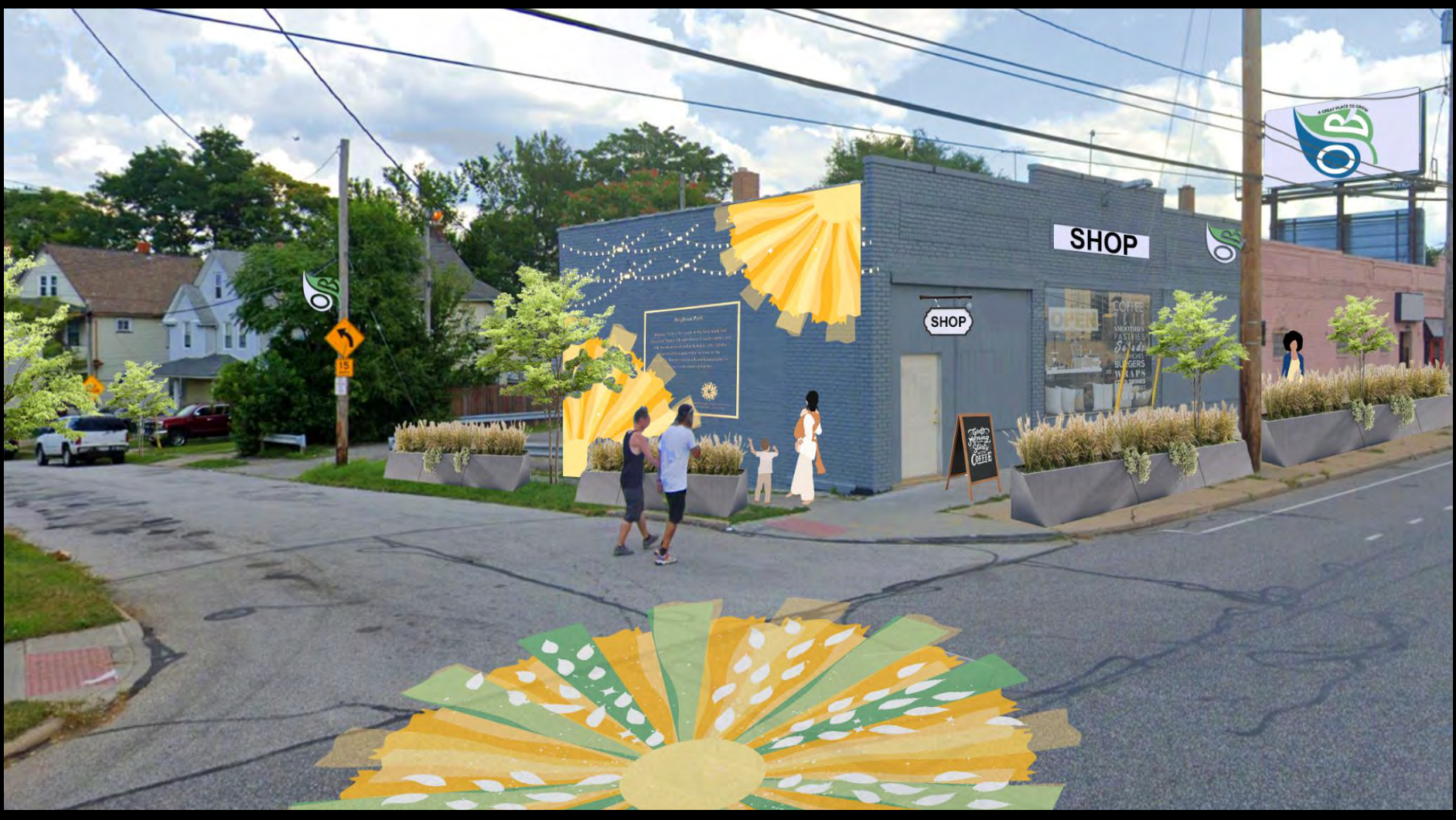


Park Path Intervention

Within Brighton Park, providing spaces to break up the trail with planters and picnic tables is a great way to increase interaction within the park and community.

W. 23rd & Broadview





SHOP

SHOP

Fresh Organic Cheese

A STREET PLACE TO GROW

133

Original Post
The sun is a symbol of life and energy. It is the source of light and heat, and it is essential for the growth of plants and animals. The sun is also a symbol of hope and optimism, and it is often used to represent a bright future.

COFFEE
SMOOTHIES
FRESHLY BAKED
BURGERS
Waffles
Ice Cream

PUBLIC ART & COMMUNITY DEDICATION

BRANDING & IDENTITY THROUGHOUT

STREET MURAL

GREEN BARRIER



Overlook Original Photo & Context





Overlook



**STREET
FURNITURE**

**EXPANDED
OVERLOOK
ACCESS**

W. 21st Street Original Photo & Context

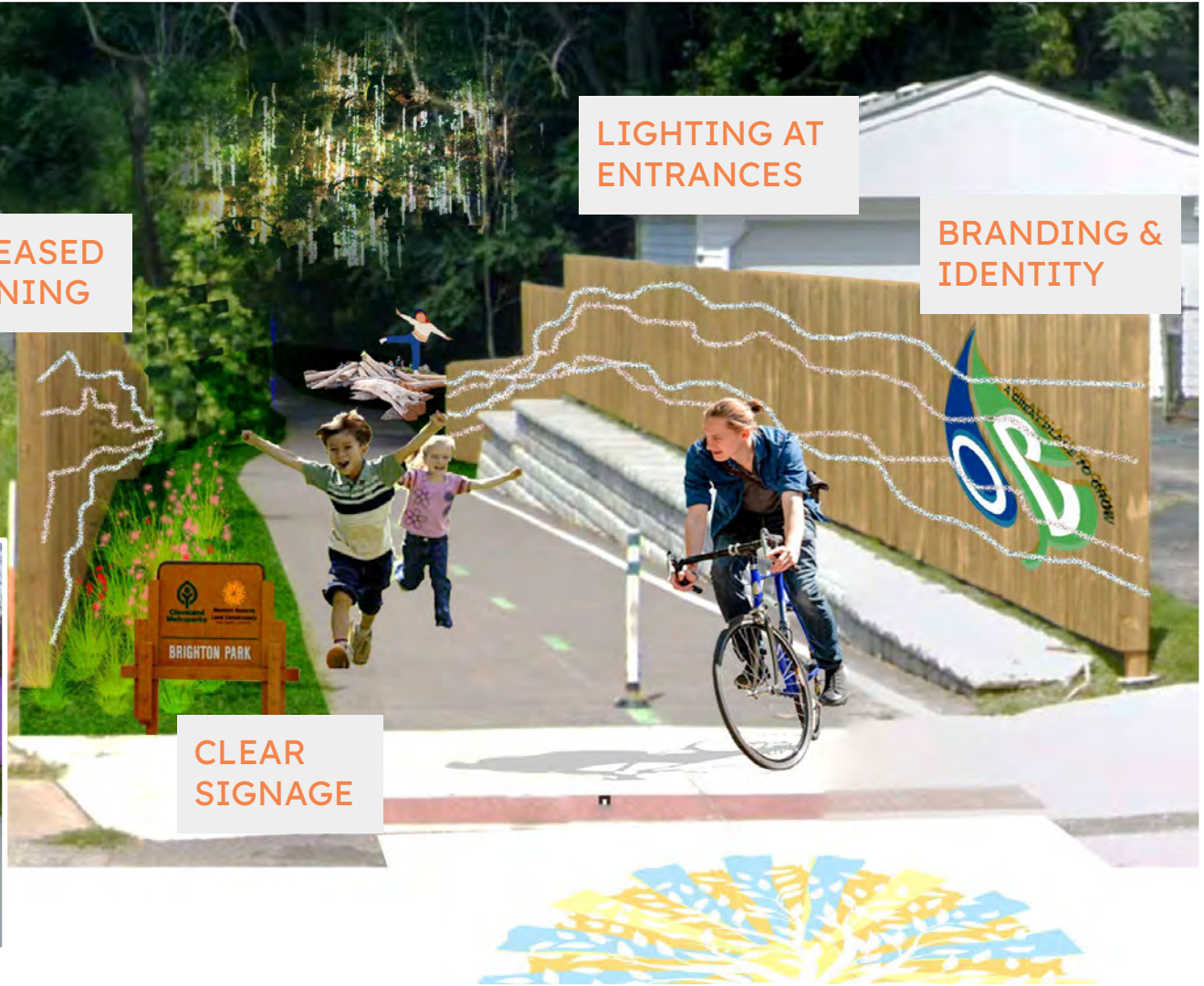




INCREASED
GREENING

LIGHTING AT
ENTRANCES

BRANDING &
IDENTITY



CLEAR
SIGNAGE

Main Entrance Original Photo & Context



Proposed Main Entrance



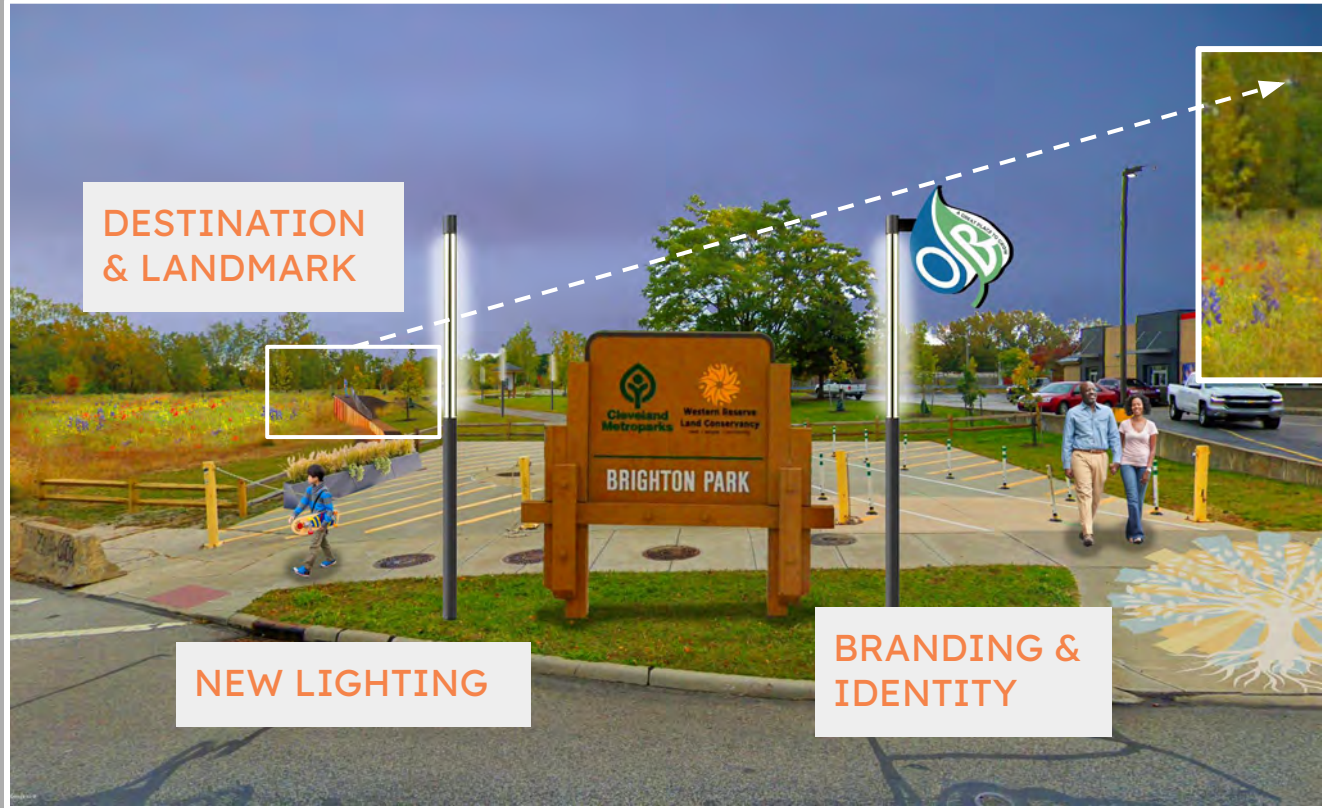
Proposed Main Entrance

DESTINATION
& LANDMARK

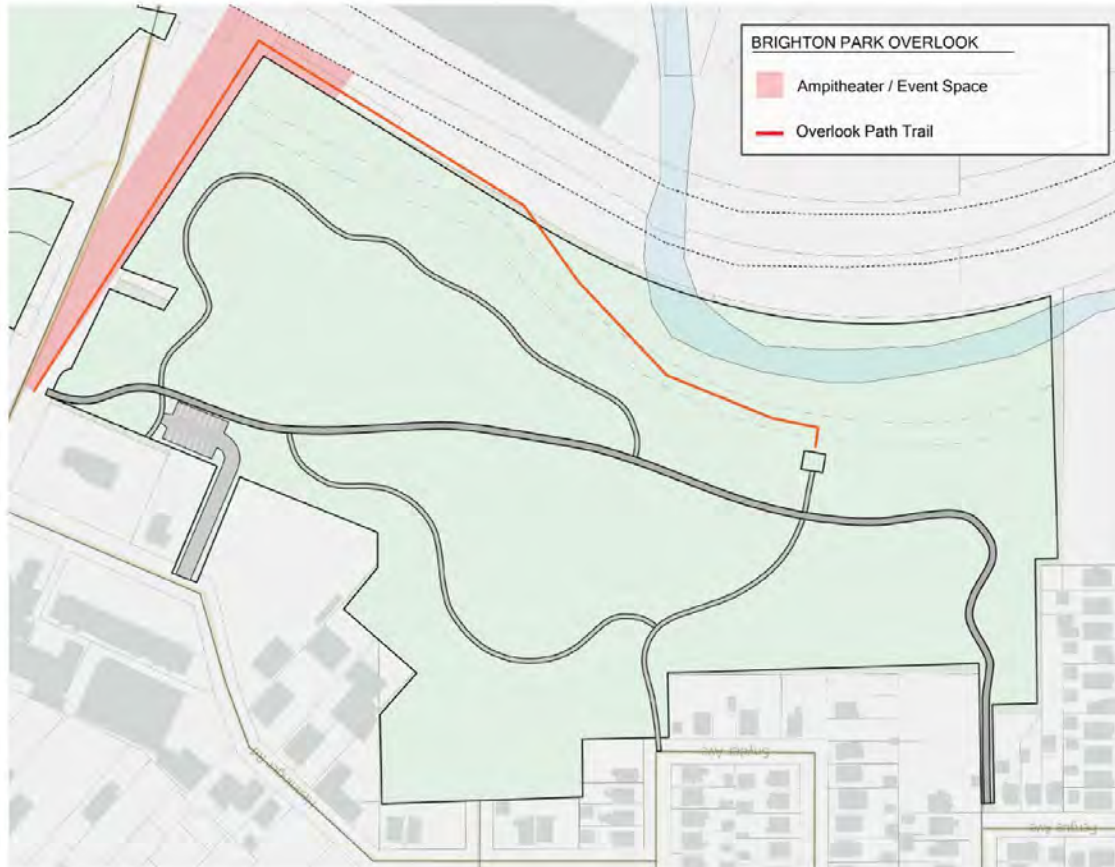


NEW LIGHTING

BRANDING &
IDENTITY



Brighton Park: Overlook Connection



Example Proposal:

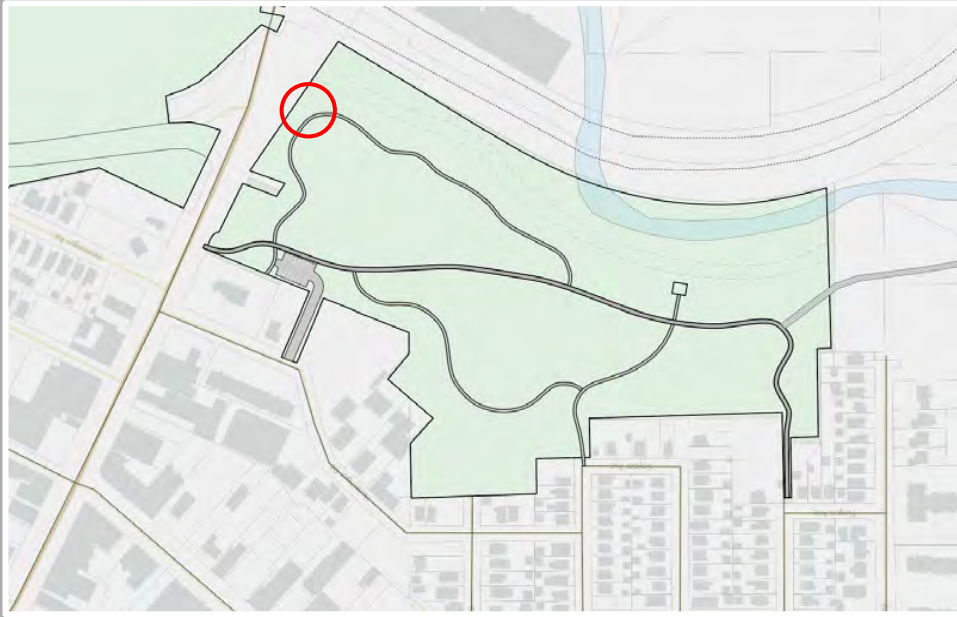


LOCK 4 (Park, Day)
Akron, Ohio



LOCK 4 (Park, Night)
Akron, Ohio

Skate Slope Original Photo & Context





NATIVE
SPECIES

PAVED PATH

LIGHTING

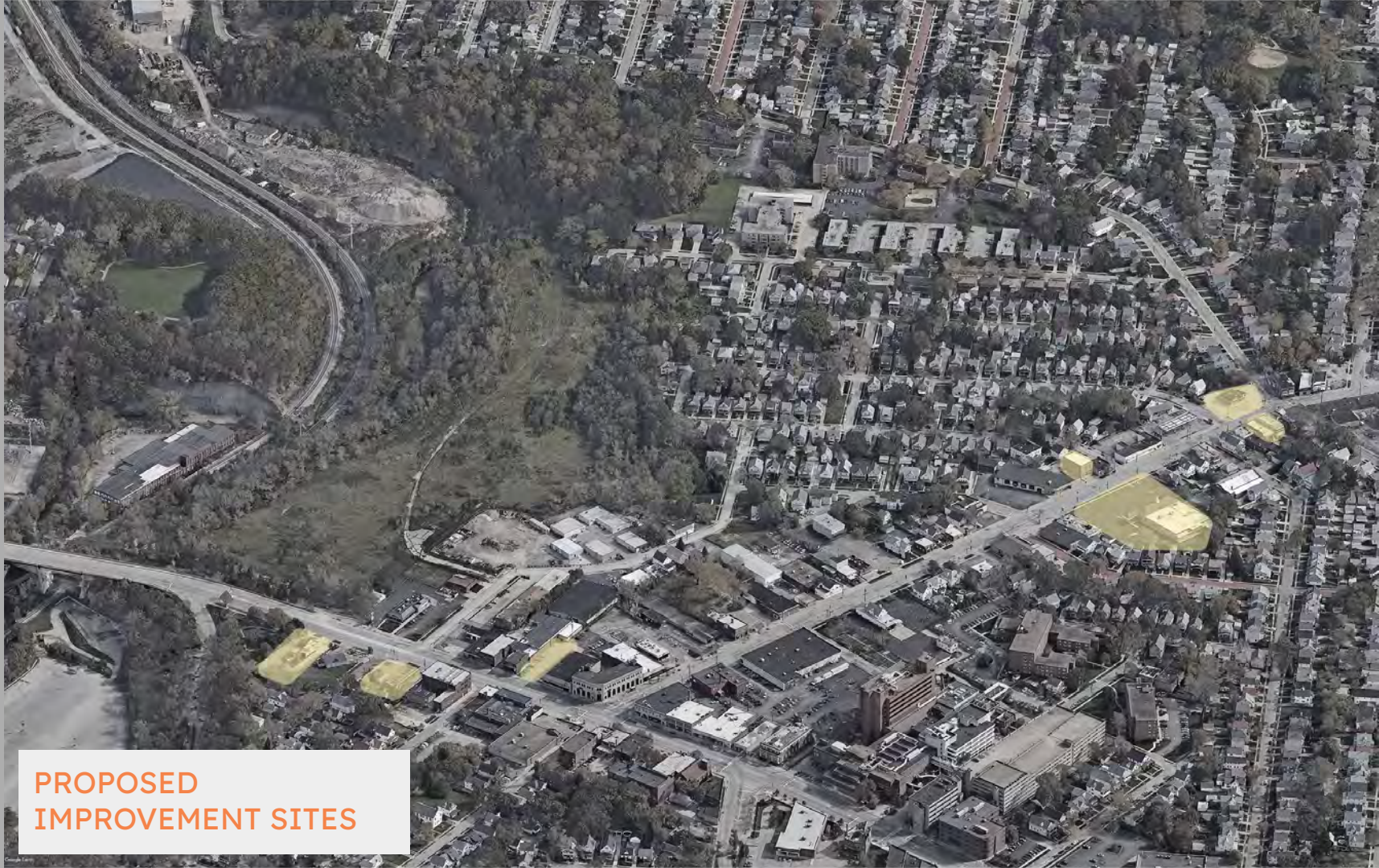




ZOO TO TOWPATH TRAIL

OVERLOOK TO
SKATE SLOPE
TRAIL

NEIGHBORHOOD TO
PARK TRAIL



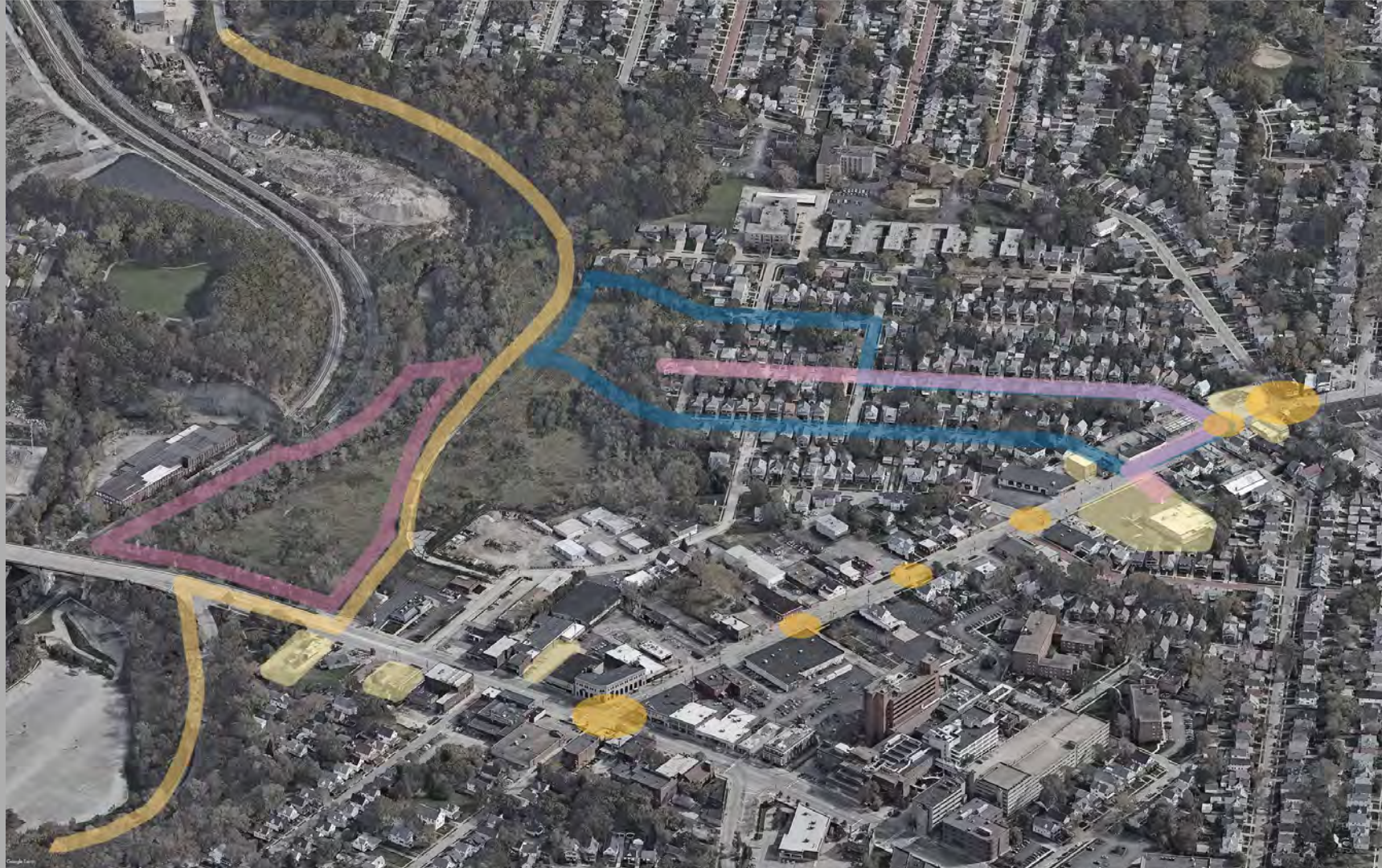
**PROPOSED
IMPROVEMENT SITES**

An aerial photograph of a city area, likely near a park. A pink line highlights a path that starts in a residential neighborhood, runs east, and then turns south. A white text box with orange text is overlaid on the image. The background shows a mix of residential houses, commercial buildings, and green spaces. A large body of water is visible on the left side of the image.

SECONDARY PARK
ENTRANCE



**PROPOSED CROSSWALK
IMPROVEMENTS**



ZOO TO TOWPATH TRAIL

NEIGHBORHOOD TO
PARK TRAIL

OVERLOOK TO
SKATE SLOPE
TRAIL

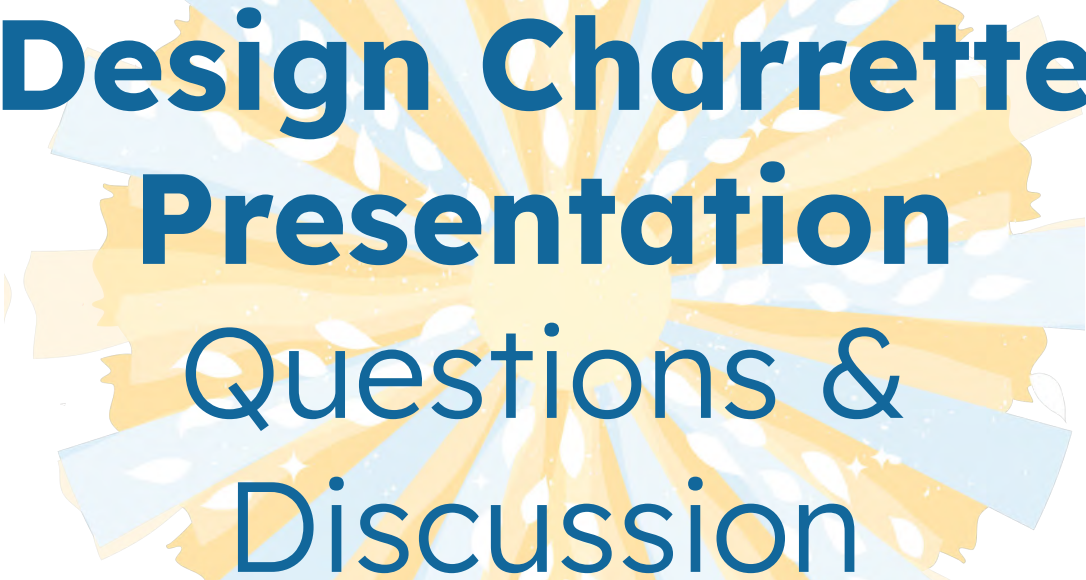
SECONDARY PARK
ENTRANCE

PROPOSED CROSSWALK
IMPROVEMENTS

PROPOSED
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Brighton Park
Connections
Questions &
Discussion

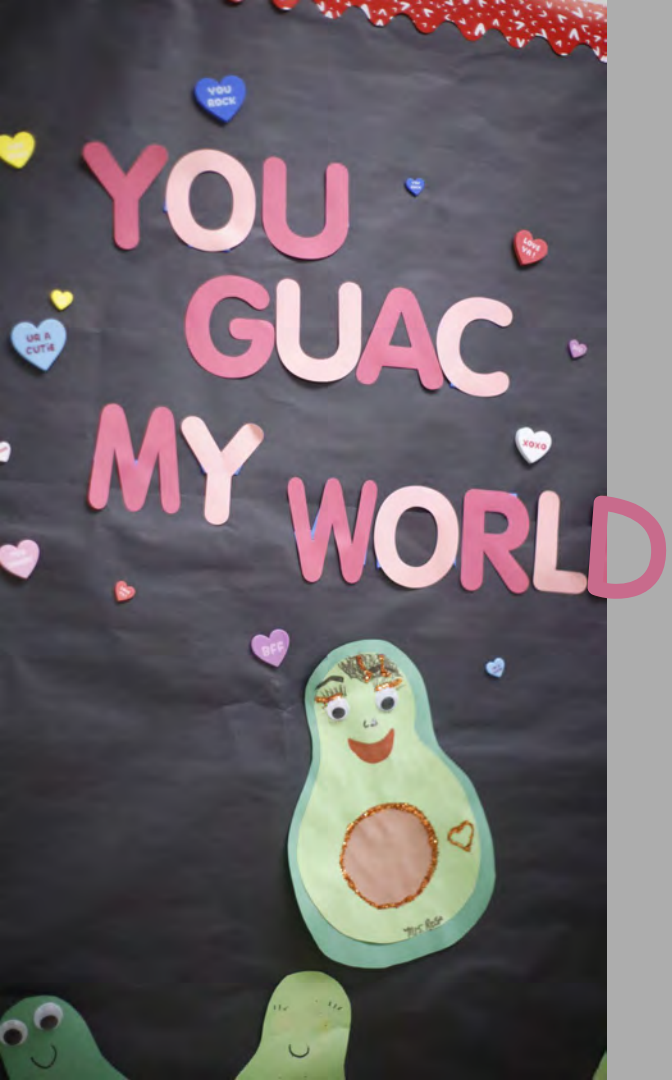


Design Charrette
Presentation
Questions &
Discussion

BRANDING & IDENTITY

TRAFFIC CALMING

**BRIGHTON PARK
CONNECTIONS**



thank you!

cudc@kent.edu

BRIGHTON PARK & BROADVIEW BEND

COMMUNITY PRESENTATION

THURSDAY, MAR 14 - 5:30 pm

Pearl Road United Methodist Church, 4200 Pearl Road