COMMUNITY DESIGN CHARRETTE
BRIGHTON PARK & BROADVIEW BEND

March 10-16, 2023
Kent State University
College of Architecture & Environmental Design
SUPPORTED BY:

NAIOP
COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION
NORTHERN OHIO

ROBERT MASTRIANA
4M COMPANY LLC

BEYOND TYPICALS

KENT STATE UNIVERSITY
CLEVELAND URBAN DESIGN COLLABORATIVE

CAED
college of architecture & environmental design

KENT STATE UNIVERSITY
SPECIAL THANKS:
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.
2-½ DAYS OF INTENSE WORK
EXPERIENCING LOCAL CUISINE!
Community Presentation

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

ALTERNATIVE PATTERNS
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
Raised Crosswalks

- Create safer pedestrian crossings
- Slow traffic

Minimize curb cuts along Broadview

Planters
FUTURE CONSIDERATIONS: CONSECUTIVE ROUNDABOUTS
Former Rite-Aid: Proposed Firehouse Market

- Cooperative Grocery Store
- Community Room
- Mini Health Clinic

Former Fire Department
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
BRANDING & IDENTITY

ADAPTIVE REUSE

SEATING & GREENERY
COMMERCIAL KITCHEN FOR FOOD ENTREPRENEURS

COOKING CLASSES

BRANDING & IDENTITY
BRANDING & IDENTITY

STREET FURNITURE & LIGHTING

BIKE RACKS

RAISED CROSSWALK
BRANDING & SIGNAGE
MURAL & IDENTITY
OUTDOOR SEATING & GREEN SPACE
Traffic Calming
Questions & Discussion
Brighton Park Connections
SECONDARY PARK ENTRANCE

FIREHOUSE MARKET SITE

PROPOSED CROSSWALK IMPROVEMENTS
Problem Identification:
Lack of awareness for Brighton Park

Goal:
Recognition

Objective & Program:
Connection & Access

Design Process:
Masterplan & collages

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

Raise awareness about park and provide engaging programs for interaction.

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

Designs conveyed through layouts communicate ideas in concise and accessible way.
Brighton Park: Trail Connections
Proposed Picnic Area
Pollinator Garden
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
STREET MURAL
PUBLIC ART & COMMUNITY DEDICATION
BRANDING & IDENTITY THROUGHOUT
GREEN BARRIER
Overlook Original Photo & Context
W. 21st Street Original Photo & Context
INCREASED GREENING
CLEAR SIGNAGE
LIGHTING AT ENTRANCES
BRANDING & IDENTITY
Main Entrance Original Photo & Context
Proposed Main Entrance

- New Lighting
- Branding & Identity
- Destination & Landmark
Brighton Park: Overlook Connection

Example Proposal:

LOCK 4 (Park, Day)
Akron, Ohio

LOCK 4 (Park, Night)
Akron, Ohio
NATIVE SPECIES

LIGHTING

PAVED PATH
PROPOSED IMPROVEMENT SITES
PROPOSED CROSSWALK
IMPROVEMENTS

SECONDARY PARK
ENTRANCE

NEIGHBORHOOD TO
PARK TRAIL

ZOO TO TOWPATH TRAIL

OVERLOOK TO
SKATE SLOPE
TRAIL

PROPOSED
IMPROVEMENT SITES

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Brighton Park Connections
Questions & Discussion
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YOU GUAC MY WORLD
	hank you!
cudc@kent.edu
THURSDAY, MAR 14 - 5:30 pm
Pearl Road United Methodist Church, 4200 Pearl Road

COMMUNITY PRESENTATION

BRIGHTON PARK & BROADVIEW BEND