



# CITY OF BROOKLYN

## What is the ISSUE 3 Zoning Amendment on the May 2nd ballot?

Voting **YES** to **Issue 3** would approve new  
Planned Unit Development zoning in Brooklyn.  
This is **NOT** a tax increase.

**What is a Planned Unit Development?** A Planned Unit Development is a specific type of zoning law that promotes flexibility in design with different types of structures. It takes advantage of large-scale site planning by efficiently using land and facilitates, creating more economical arrangements of buildings, circulation systems, land uses and utilities. The Planned Unit Development preserves, to the greatest extent possible, existing landscape features and amenities and utilizes them in a harmonious fashion.

**Key issues important to the city through the planning process:**

- ✓ Preserving park space
- ✓ Keeping Brooklyn's small town feel
- ✓ Attracting buyers to our community with new businesses, shopping and housing options
- ✓ Creating new sources of revenue
- ✓ Making Brooklyn competitive among other cities
- ✓ Guaranteeing a robust process for public input

**What are the benefits of a mixed-use area?** Offering Class A modern commercial spaces to businesses, creating more efficient government buildings, increasing property value for residents, generating new school tax revenue, and keeping city taxes down while still offering the same service levels are all important benefits.



(All pictures are conceptual and not actual or proposed designs.)

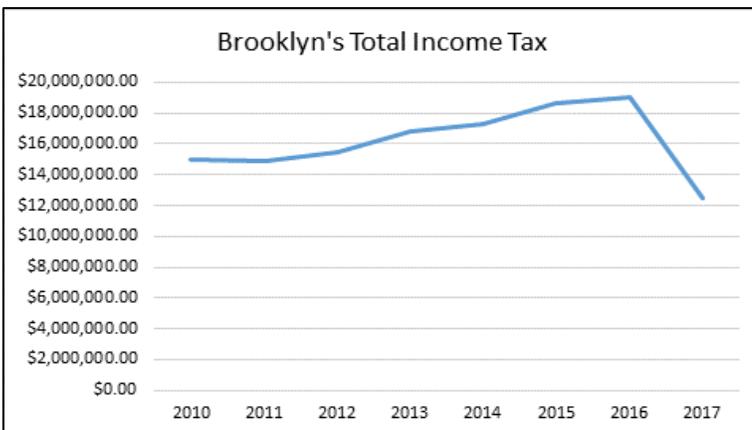
**If I support the Planned Unit Development zoning change, is this a vote for a City Center project I've heard about?** The Planned Unit Development zoning issue just allows the city to continue the conversation regarding the proposed City Center and opens the idea of mixed-use development in our community.

The City Center concept was re-introduced in 2016 when City Council authorized the Mayor to sign a contract with Geis Companies to look at preliminary planning. The City Center will still need to go through a public vetting process to become a reality. The Planned Unit Development may be used elsewhere like the former American Greetings property as well.

**Why is the city proposing a Planned Unit Development?**

- **Significant revenue decline.** Brooklyn lost approximately \$6.1 million in revenue with the departure of American Greetings. This loss equates to the salaries of 64 full-time employees or two thirds of all current full-time staff.
- **Need Class A Office space.** The city has no Class A commercial space to offer businesses. This space is a need for one of our major businesses looking to move. This is also necessary to stay competitive with other communities.
- **Housing options.** This zoning offers market-rate home ownership opportunities. Young professionals and empty-nesters are looking for low-maintenance housing options.

## Brooklyn Needs New Sources of Income Tax Revenue



- The chart represents the loss of American Greetings' municipal income tax revenue.
- 95% of Brooklyn's income taxes originate from the businesses that operate here.
- Less than 5% of the municipal income taxes originate from the residents who live here and work elsewhere.
- Income taxes make up approximately 75% of Brooklyn's total revenue.

## What Will a Planned Unit Development Create?

- ✓ **DOES** create new sources of revenue for the city.
- ✓ **DOES** increase the total park space of Brooklyn Memorial Park.
- ✓ **DOES** preserve Brooklyn's small town feel.
- ✓ **DOES** attract private business investment.
- ✓ **DOES** help to increase overall property value.
- ✓ **DOES** make Brooklyn competitive for business re-location.

- **WILL NOT** create more taxes for residents. The city can use tax increment financing and general obligation bonds to finance a project.
- **WILL NOT** allow high-rise buildings.
- **WILL NOT** permit any buildings to exceed 75 feet under the PUD zoning.
- **WILL NOT** eliminate Memorial Park.
- **WILL NOT** include the sale of Brooklyn's public land.

**INSIDE:**  
YOUR ISSUE 3 GUIDE

## Learn More about Planned Unit Developments!

Learn more about PUD zoning and have your questions answered at these community meetings:

- **Thursday, March 23<sup>rd</sup> at noon**
- **Tuesday, March 28<sup>th</sup> at 6 p.m.**
- **Tuesday, April 4<sup>th</sup> at 6 p.m.**
- **Wednesday, April 19<sup>th</sup> at 6 p.m.**

If you cannot attend and have questions, please view the informational video on the City's cable channel, website ([www.brooklynohio.gov](http://www.brooklynohio.gov)) or Facebook page; or contact Economic Development Director Andi Udris at 216-635-4289 or [audris@brooklynohio.gov](mailto:audris@brooklynohio.gov).

All public meetings will be held at the Brooklyn Community Center, 7727 Memphis Avenue.