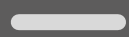




BRUNSWICK
HILLS TOWNSHIP
Comprehensive Plan



2026

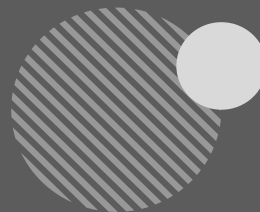


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ACKNOWLEDGMENTS

The preparation of the Comprehensive Plan was made possible through a dedicated Comprehensive Plan Steering Committee composed of Township officials, board/ commission members, and volunteer residents.

Project Steering Committee

The Township Board of Trustees

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Former Trustee Trica Murphy

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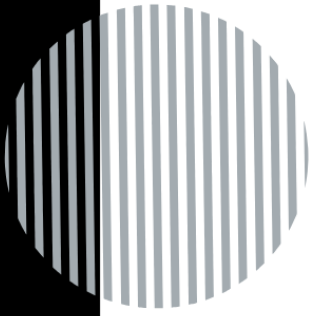
ADOPTION

On February 10th 2026, the Brunswick Hills Township Board of Trustees formally adopted the Brunswick Hills Township Comprehensive Plan by resolution. This resolution signifies the Township's official support for the plan and commitment to its implementation (*see resolution in the Appendices*). By adopting the plan, the Township Board of Trustees affirms that the plan's vision, goals, and recommendations will serve as an important guide for local decision-making.

Township officials will use this Comprehensive Plan as a policy foundation when evaluating zoning changes, development proposals, infrastructure investments, and other actions. The resolution of adoption establishes this plan as the Township's blueprint for future growth, ensuring that development and conservation efforts align with the community's long-term vision.

The Comprehensive Plan was prepared with assistance from:





Chapter One

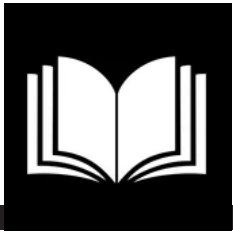
INTRODUCTION

USING THE PLAN

What is a Comprehensive Plan?

A Comprehensive Plan is a long-range policy guide for Brunswick Hills Township's future growth and development. It is not a zoning law or regulation, but rather a framework that Township officials, boards, and residents can reference to inform decisions. In practical terms, the plan serves several important functions for Township governance and community stakeholders:

- **Policy Guide for Decisions:** Township Trustees, the Zoning Commission, and the Board of Zoning Appeals should consult the plan when making decisions about land use, zoning amendments, or development proposals. The plan's maps and policies help determine whether a proposed change fits the community's vision and goals.
- **Community Vision and Blueprint:** The plan lays out a unified vision for how the Township should evolve over the next 10–20 years. By following this blueprint, Township leaders can make incremental decisions that consistently move toward the desired future scenario, rather than making one-off decisions in a vacuum.
- **Coordination:** The Comprehensive Plan helps coordinate efforts between various agencies and jurisdictions. It informs Medina County officials, neighboring cities/Townships, school districts, and other stakeholders about Brunswick Hills Township's priorities. This coordination is important for issues that cross political boundaries.
- **Implementation and Updates:** The plan includes an implementation section (action steps, timelines, and funding opportunities) to turn ideas into reality. Township officials should use those recommendations in budgeting and work plans. The Comprehensive Plan is meant to be a "living document" that the Township revisits and updates periodically (typically every 5-10 years or as needed).



WHAT THE DOCUMENT CONTAINS

This document identifies a future vision for Brunswick Hills Township and includes a playbook of projects and strategies that will help the Township realize its vision. The plan will function as a decision-making guide for the Township's elected and appointed officials. The project's steering committee assisted with gathering input to identify key issues and devise strategies to address them.

The **Context and Principles** include demographic information from the Census; a description of the planning process; and the vision, goals, and guiding principles of the plan.

Two **Focus Areas** were developed as targeted areas for the plan: Quality of Life and Transportation/Infrastructure. This section includes objectives and priority action steps for each focus area.

The **Implementation Tools** provide details on how the Township can set this plan into motion. This section includes details on partners, cost, and potential funding sources for all of the priority action steps.

Appendices include supporting information for the plan including additional recommendations details, and a public outreach summary.



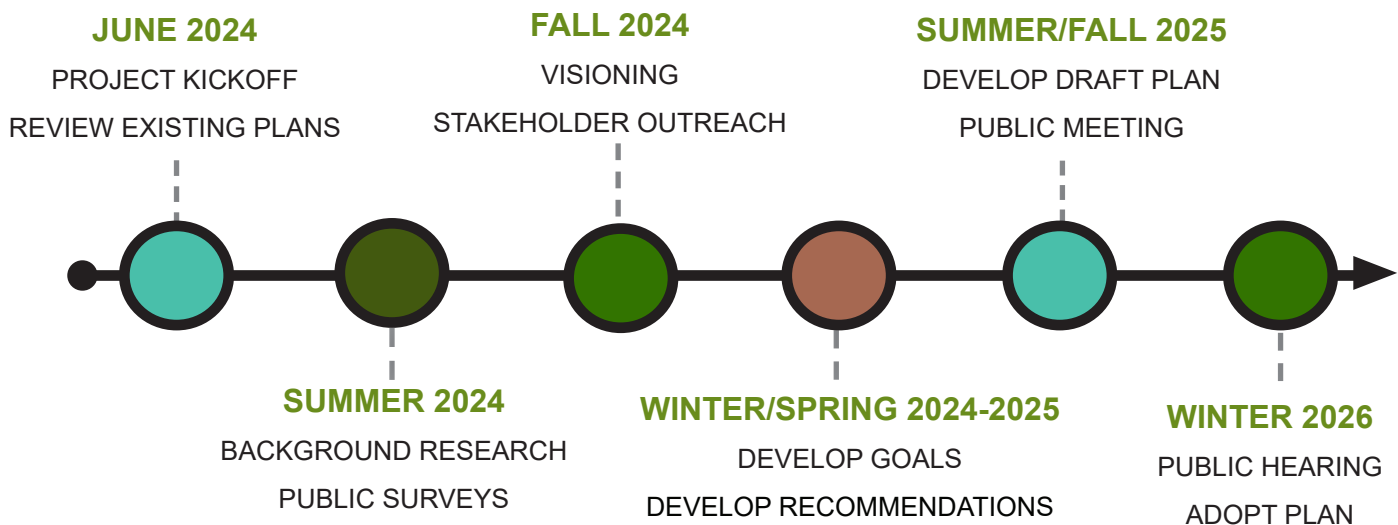


Brunswick Hills Township staff, elected and appointed officials, community stakeholders, and the general public collaborated on this update to the Comprehensive Plan with support from Mackin Engineering & Consultants. The planning process began with background research, including mapping and an analysis of demographic trends.

Community outreach efforts started with the identification of key stakeholders, followed by the launch of an online survey and interviews with stakeholders to gather input on priorities for the plan. Based on this feedback, the consultant team worked with the Steering Committee to define key focus areas, establish a vision, set goals, and draft objectives tailored to what was identified as high priorities.

From there, action items were developed for each focus area and were presented at a public meeting. The planning process concluded with a public review of the draft plan, a formal public hearing, and adoption by Township officials.

TIMELINE OF MILESTONES





RELEVANT PLANS & STUDIES

Previous studies were reviewed and examined as part of the planning process to identify any relevant recommendations or data that could be incorporated into the Comprehensive Plan update. This review helped ensure that past findings and insights were considered, allowing for a more informed and strategic approach to planning.

Brunswick Hills Township Comprehensive Land Use Plan (2005)

The 2005 plan was developed with extensive community participation and guidance from a Comprehensive Plan Committee appointed by the Township Trustees. Key components of the 2005 plan included the analysis of existing conditions, formulation of a community vision, and development of a preferred land use plan with accompanying implementation strategies. Notably, the plan emphasized the importance of preserving the Township's rural character while accommodating growth, and it recommended aggressively pursuing planned development methods to achieve this balance.

Brunswick Hills Township Zoning Resolution (2021)

As part of the Comprehensive Plan update, the Brunswick Hills Township Zoning Resolution, effective December 23, 2021, was thoroughly reviewed to ensure alignment with the Township's development objectives. This resolution outlines regulations governing land use, building structures, and zoning districts within the Township. By examining these regulations, the planning team ensured that the Comprehensive Plan's recommendations were consistent with existing zoning laws, facilitating a cohesive approach to future development and land use planning.



Medina County Comprehensive Economic Development Strategy (2019–2023)

This County-wide strategy outlines economic development priorities and initiatives that could impact Brunswick Hills Township. Understanding these strategies can help align local planning efforts with broader economic goals.

Northeast Ohio Areawide Coordinating Agency - An Equitable Plan for Northeast Ohio (2021)

This long-range plan re-imagines the region's transportation systems to ensure equitable access and mobility, enhancing residents' participation in the economy and quality of life. By examining eNEO2050, Brunswick Hills Township gained valuable insights into regional transportation and environmental planning initiatives, enabling alignment of local strategies with broader equity-focused goals.

Neighboring Municipal Comprehensive Plans

In updating Brunswick Hills Township's Comprehensive Plan, the Comprehensive Plans of neighboring municipalities—such as the City of Brunswick, the City of Medina, and Medina Township—were reviewed to provide valuable context on regional planning efforts, infrastructure developments, and policy directions that may influence or complement the Township's planning initiatives.



PUBLIC & STAKEHOLDER OUTREACH

Throughout the planning process, there were multiple opportunities for public engagement. The Steering Committee held regular meetings that were open to the public, where they reviewed research findings, discussed community input, and worked on drafting the plan's components.

Survey

A community-wide survey was launched—available online and promoted to all residents—to collect feedback on priorities, concerns, and ideas for the future of Brunswick Hills Township. The survey invited participants to share what they value most about the community, what they would change, and their vision for the Township's long-term growth and preservation.

More than 450 residents completed the survey, representing roughly 6% of the Township's adult population (based on an estimated 8,000 residents over the age of 18). This strong level of participation provided valuable insight into community opinions on development, preservation, Township services, and overall quality of life. A detailed summary of the survey findings is included in the Appendices.

Stakeholders

The Steering Committee compiled a list of stakeholders who could offer valuable insights and perspectives on the plan. These individuals included representatives from various agencies and organizations, as well as long-standing business owners and community leaders. The primary objective of gathering stakeholder input was to help the Township better understand and prioritize local issues, while developing practical, well-informed strategies to address them. These stakeholders can also serve as partners in implementing a variety of recommendations.

Public Meeting

On September 30th, 2025 Brunswick Hills Township hosted a public meeting to present the draft recommendations and gather community feedback. Residents were encouraged to share their perspectives, ask questions, and voice any concerns about the proposed recommendations. The meeting provided an open forum for discussion, ensuring that community input was incorporated into the final recommendations. This engagement was a key part of the planning process, helping to refine strategies and align them with the needs and priorities of Township residents.



Public Hearing and Adoption

Brunswick Hills Township hosted a formal public hearing to give residents and stakeholders another opportunity to share their opinions on the draft document. During this hearing, attendees were able to provide input directly to Township officials, ensuring that community voices were heard before final decisions were made. After carefully reviewing and analyzing all comments received, the Township Board of Trustees formally adopted the Comprehensive Plan by resolution, marking the culmination of a transparent and inclusive planning process.

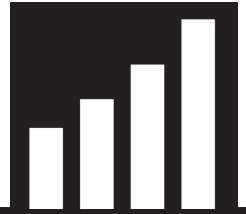


September 30th, 2025 Public Meeting



Chapter Two

CONTEXT & PRINCIPLES



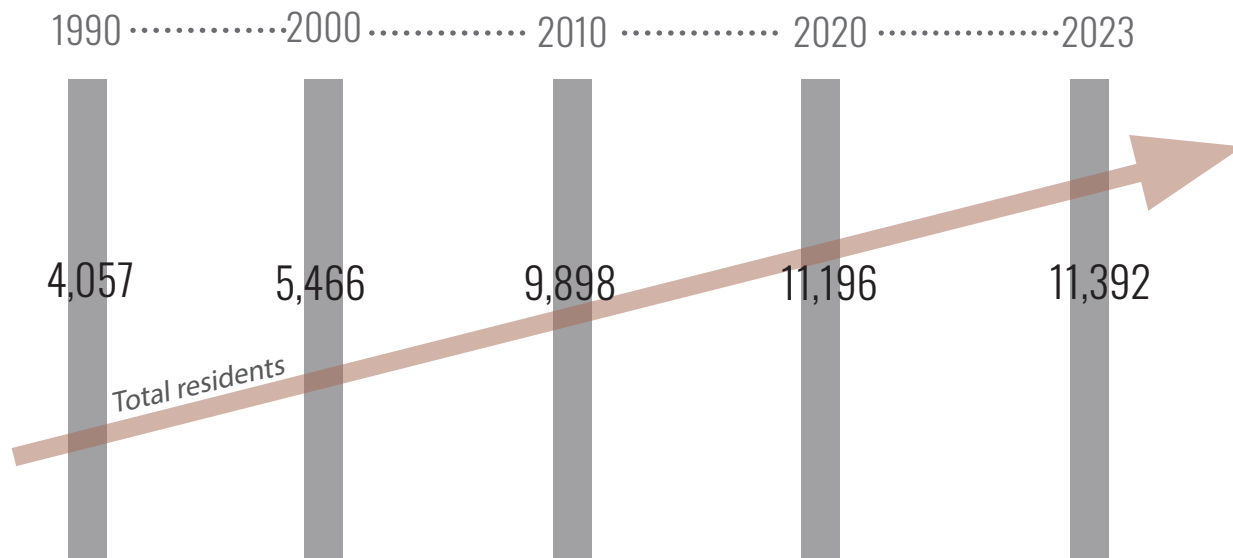
DEMOGRAPHIC SNAPSHOT

Brunswick Hills Township is a historically rural community situated in northern Medina County, on the edge of Greater Cleveland's suburban growth. The Township covers roughly 12 square miles and borders the Cities of Brunswick & Strongsville and other neighboring Townships (Hinckley, Granger, Medina, York, Liverpool, Columbia, and Strongsville). As of the 2020 Decennial Census and 2023 American Community Survey estimates, the Township's population primarily consists of older adults, with a median age higher than the national average, highlighting its appeal as a quiet, retirement-friendly community.

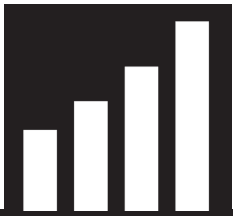
According to the United States Census Bureau, Brunswick Hills Township had a population of 11,196 in 2020. This reflects a 13.1% increase from the 2010 census, which recorded 9,898 residents.

Township Population

Over the past few decades, Brunswick Hills Township has experienced rapid population growth, transforming it from a sparsely populated rural area into a more populous semi-rural community. The Township's population nearly doubled from 5,466 residents in 2000 to 9,898 in 2010 – an increase of 81%. This growth far outpaced Medina County's overall growth rate (approximately 14% increase from 2000 to 2010), highlighting the strong development pressure on the Township as suburbanization from the Cleveland metro area extends outward. Despite a loss of some land to annexation by the City of Brunswick in the 2000s, Brunswick Hills Township continued to attract new residents at a high rate.



*Source: U.S. Census Bureau, American Community Survey (ACS)



Brunswick Hills Township's history is rooted in its agricultural landscapes, open space, and strong sense of community identity. For much of its early history, the Township was defined by farming and rural homesteads, with growth occurring at a modest pace. As surrounding communities expanded in the post-World War II era, Brunswick Hills began experiencing development pressures that gradually introduced suburban housing and new roadway connections. This shift created new opportunities while also reinforcing the community's desire to maintain its rural character and independence.

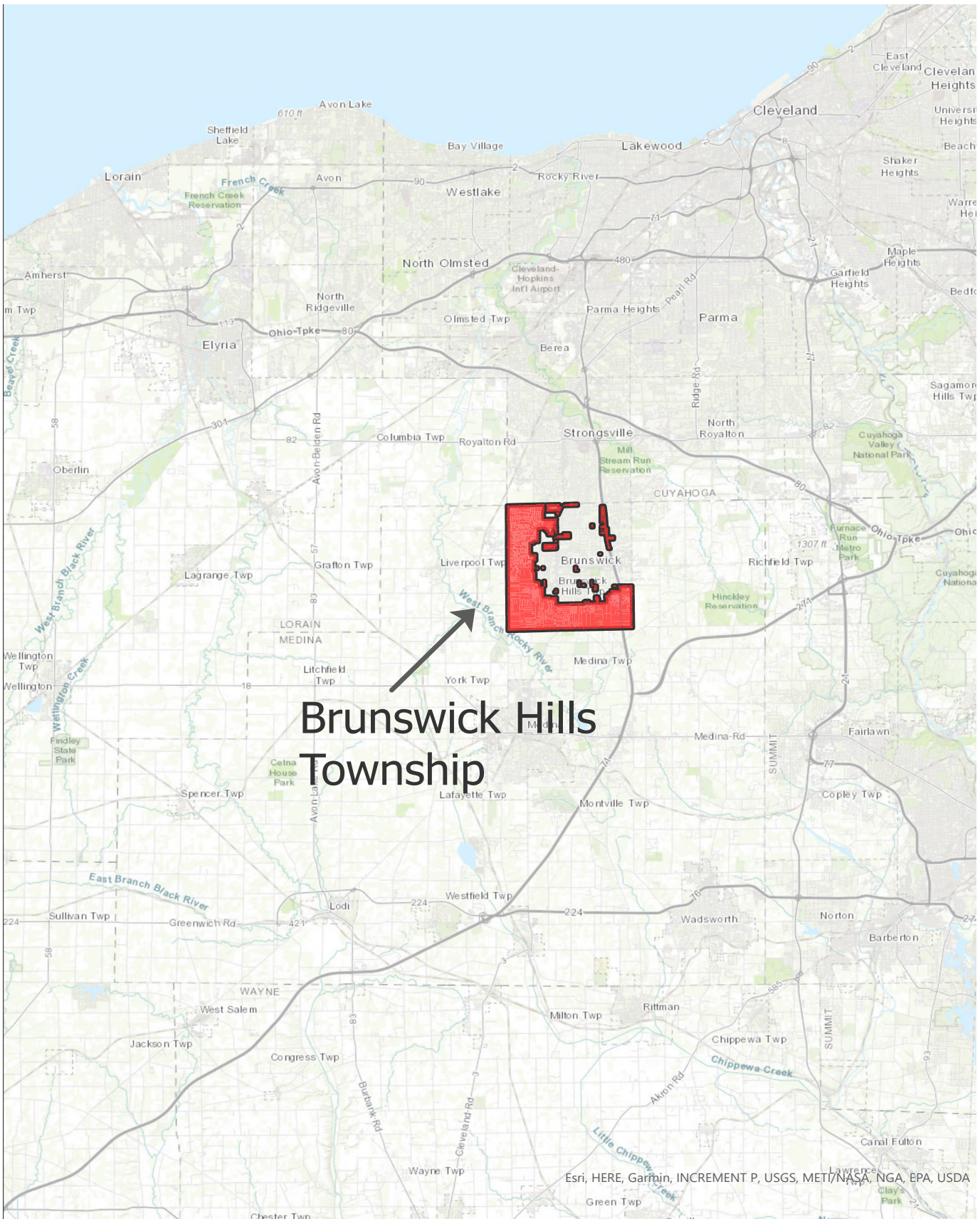
Over time, these regional growth pressures also raised questions about Township boundaries and governance. Annexation has been a recurring challenge, as portions of the Township have historically shifted jurisdiction due to development and utility service arrangements. While annexation has been part of the Township's past, it remains an important consideration for the future, influencing how Brunswick Hills plans for growth and coordinates with its neighbors.

Acknowledging annexation challenges at the outset of this plan provides important context. It helps explain why strategies related to land use, infrastructure, and utilities are framed not only around growth management but also around maintaining the Township's identity and boundaries. By recognizing these dynamics up front, the plan sets the stage for later recommendations that encourage collaboration, proactive planning, and agreements that balance township needs with regional realities.

Looking ahead, the Township's goal is to preserve its sense of place while navigating these pressures in a constructive way. Cooperative agreements, thoughtful land use policies, and strong communication with neighboring jurisdictions will all serve as tools for managing annexation challenges. In this way, Brunswick Hills Township can continue to shape its own future while participating in the broader growth of the region on terms that respect its history and community values.

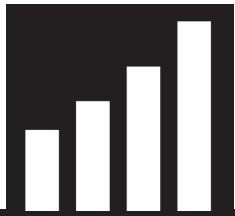


Map 1: Reference Map



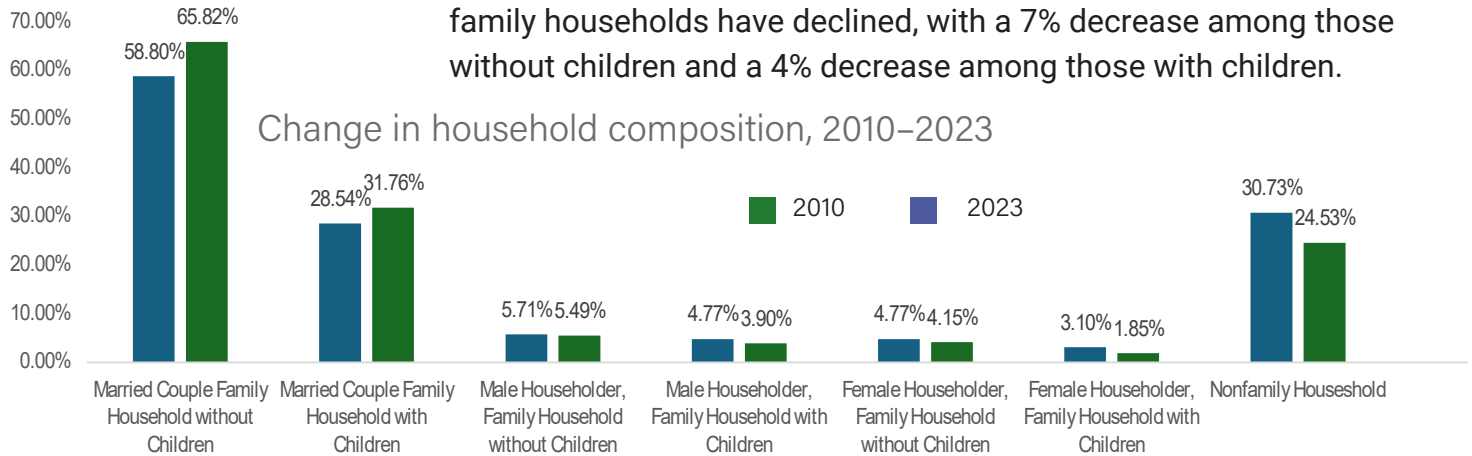
**Brunswick Hills
Township**

Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, NGA, EPA, USDA



Household Type

Household numbers have grown over the past decade, leading to notable shifts in household composition. Non-family households, which include individuals living alone and unrelated people sharing a residence, have increased by 6%. In contrast, married couple family households have declined, with a 7% decrease among those without children and a 4% decrease among those with children.



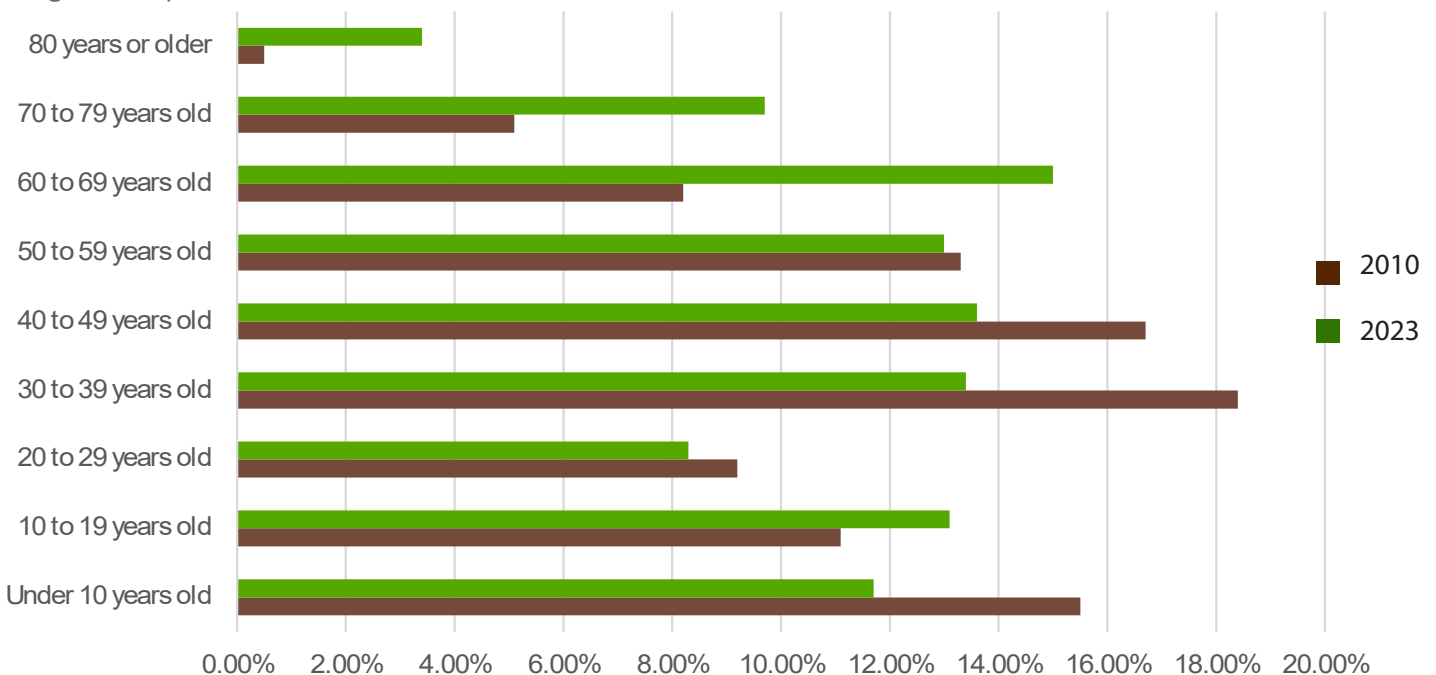
Age

*Source: U.S. Census Bureau, American Community Survey (ACS)

Over the past decade, Brunswick Hills Township’s age distribution has shifted, with a 14.3% increase in residents aged 60 and older, a slight decline of 3.8% in the population under 10 years old, and a 9.3% rise in working-age residents (20 to 59 years). As a result, the Township’s median age has grown from 37.3 in 2010 to 42.9 in 2023.

Brunswick Hills Township’s median age of 42.9 is slightly younger than Medina County’s median age of 43.9.

Age composition, 2010–2023



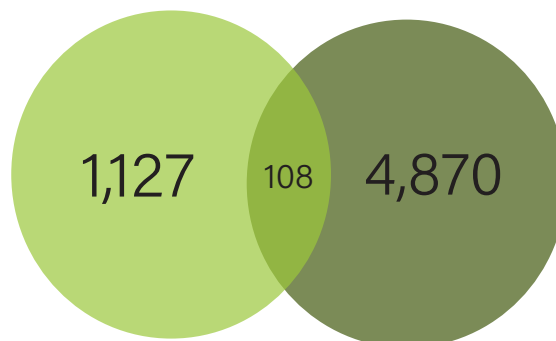


Employment Trends

The diagram on the right illustrates the daily movement of people commuting into and out of Brunswick Hills Township for work.

According to 2023 census estimates, Brunswick Hills Township had a total of 1,235 jobs. The largest employment sectors included Health Care and Social Assistance (19.6%), Construction (14.7%), Retail Trade (13.3%), and Professional, Scientific, and Technical Services (10.5%).

The Township’s workforce is highly educated, with 92.2% of residents aged 25 and older having at least a high school diploma and 31.5% holding a bachelor’s degree or higher.



- 1,127 - Employed in Brunswick Hills; Live outside
- 108 - Employed & Live in Brunswick Hills
- 4,870 - Live in Brunswick Hills; Employed outside

Strongest sectors:

Health Care and Social Assistance Construction, Retail Trade, & Professional, Scientific, and Technical Services

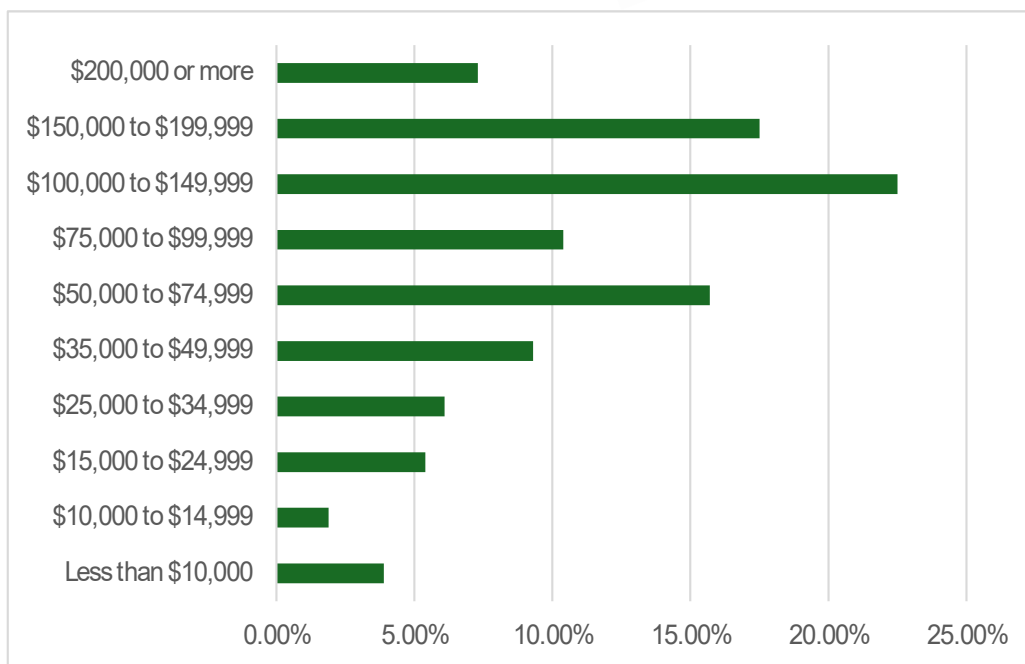


Income

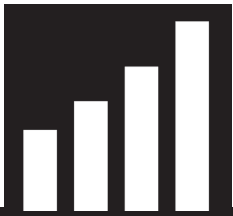
Nearly one-fourth (22.5%) of households in Brunswick Hills Township have an annual income between \$100,000 and \$149,999, as shown in the diagram on the right. Additionally, 11.2% of households earn less than \$25,000, while over 47.3% have incomes exceeding \$100,000.

In 2023, the median household income in Brunswick Hills Township was \$94,911, notably higher than the Medina County median of \$89,647.

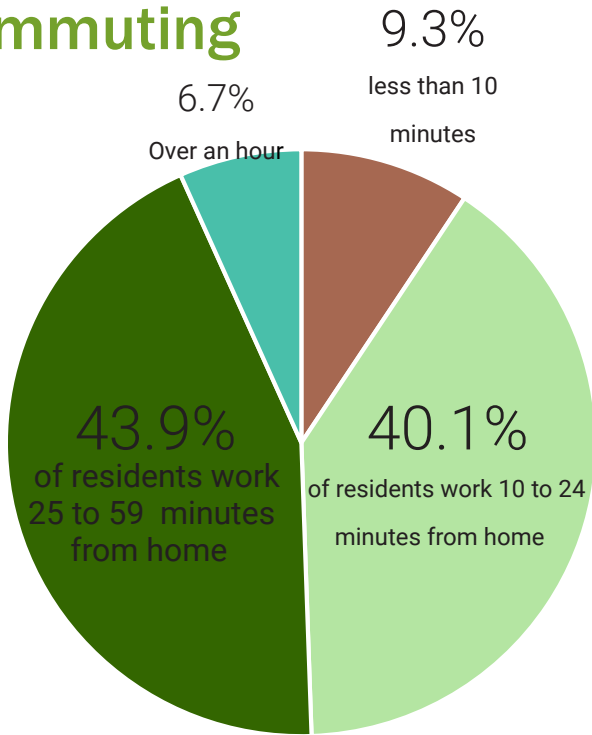
Households by income level, 2023



*Source: U.S. Census Bureau, American Community Survey (ACS)



Commuting



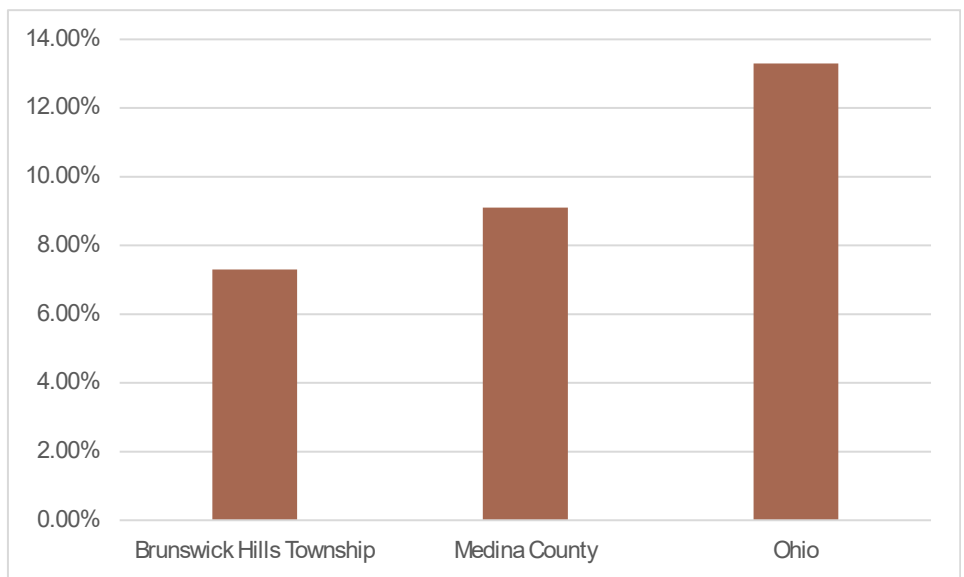
Brunswick Hills Township workers scatter to a variety of destinations across the region. Brunswick Hills Township is close to occupation hubs which include Brunswick City, Cleveland and other assorted smaller areas within the region.

Commuting is relatively quick for the 49.4% of Brunswick Hills Township workers who travel 0 to 24 minutes from work to home. Conversely, about 50.6% of workers travel more than 25 minutes for work, of which only 6.7% travel more than an hour.

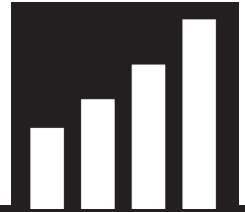
Poverty

Poverty levels have increased 4.7 percentage points over the last decade from 2.6% in 2012 to 7.3% in 2023.

However, according to the 2023 Census, Brunswick Hills Township's poverty levels are overall lower than both Medina County (9.1%) and State of Ohio (13.3%).



*Source: U.S. Census Bureau, American Community Survey (ACS)



Housing Trends

In 2023, the Census Bureau estimated a total of 4,375 housing units in Brunswick Hills Township, reflecting an increase of 472 units from the 3,903 recorded in 2010. This net growth accounts for newly constructed single-family and multi-unit homes, offset by any losses due to demolition, abandonment, or conversion.

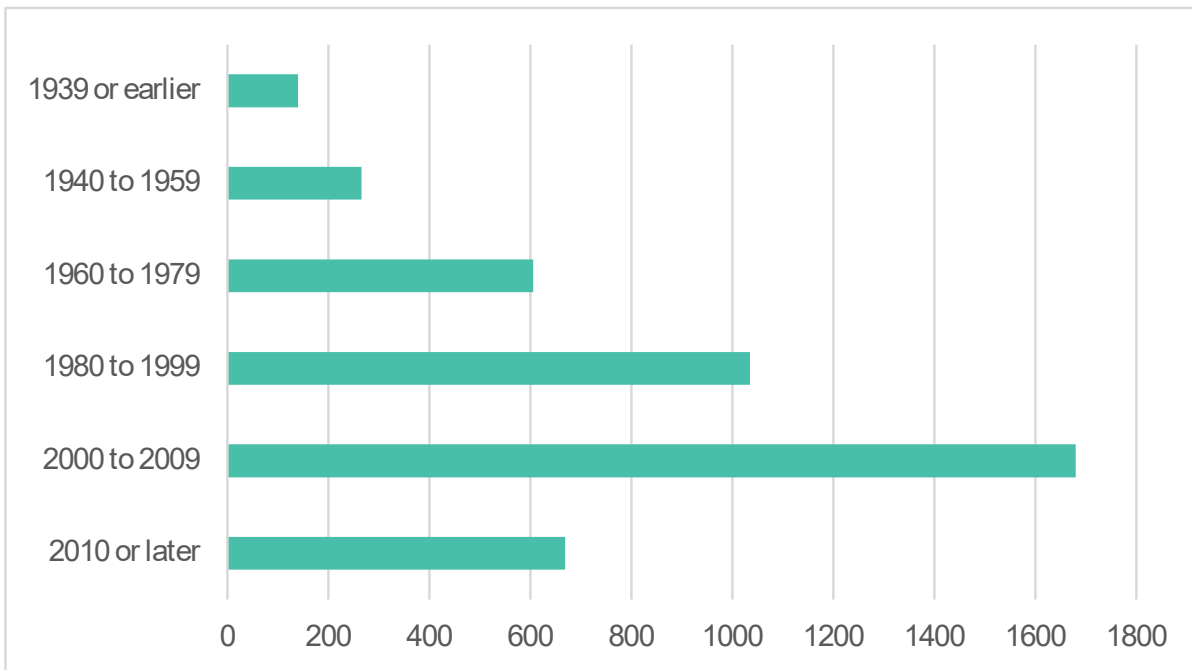


82.9% of Brunswick Hills Township's homes are **owner-occupied.**

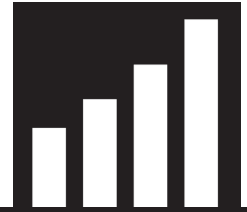
This has decreased from 2010, when the rate was 86.2%.

As illustrated in the graph below, the housing market in Brunswick Hills Township experienced steady growth, peaking between 2000 and 2009, reflecting the population surge of the early 2000s.

Year Structures Built



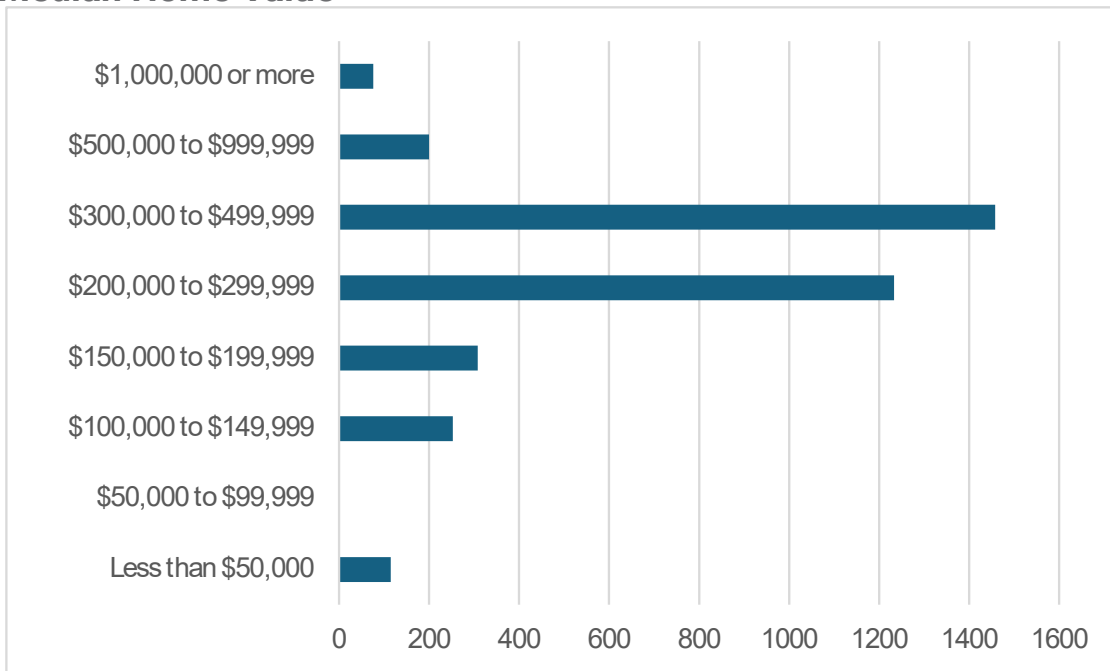
*Source: U.S. Census Bureau, American Community Survey (ACS)



Housing Affordability

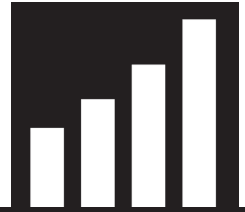
According to 2023 Census Bureau estimates, the majority of homes in Brunswick Hills Township fall within the mid-value range. Roughly 74% of owner-occupied homes were valued between \$200,000 and \$499,999, making this the dominant price bracket in the community. Another 7.6% of homes were valued over \$500,000, representing the Township’s higher-end housing stock. The median home value was approximately \$294,600, which is lower than the County median of around \$324,700, but higher than the State average of \$239,900.

Median Home Value



*Source: U.S. Census Bureau, American Community Survey (ACS)

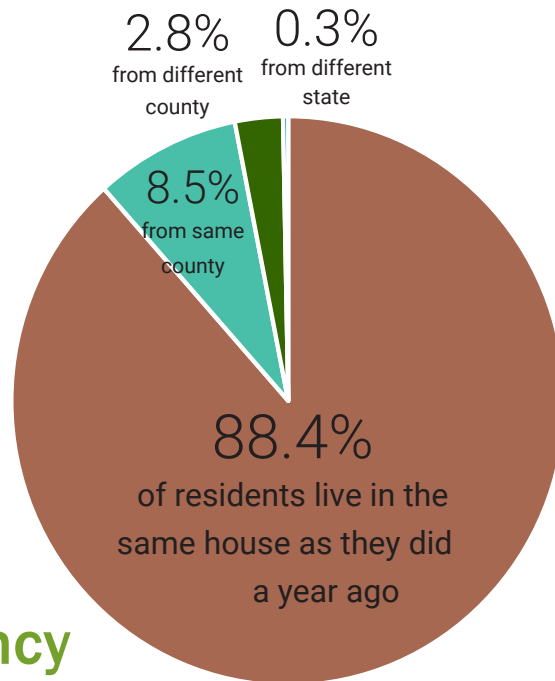
Rental housing makes up a small share of Brunswick Hills Township’s housing stock, with 734 occupied rental units reported in 2023. Rents are concentrated in the moderate price ranges, with 276 units (38%) renting for \$500–\$999 per month and 175 units (24%) renting for \$1,000–\$1,499. A significant portion, 241 units (33%), fall in the \$1,500–\$1,999 range, while only a handful exceed \$2,000 per month. The median gross rent was \$1,369, which is relatively affordable compared to many neighboring suburban markets, but still presents challenges for lower-income households.



Mobility

Brunswick Hills Township’s residential stability is evident in the share of residents who remained in their homes in 2023: 88.4%. The rate of those in the same home is slightly lower than in Medina County, which was 91%.

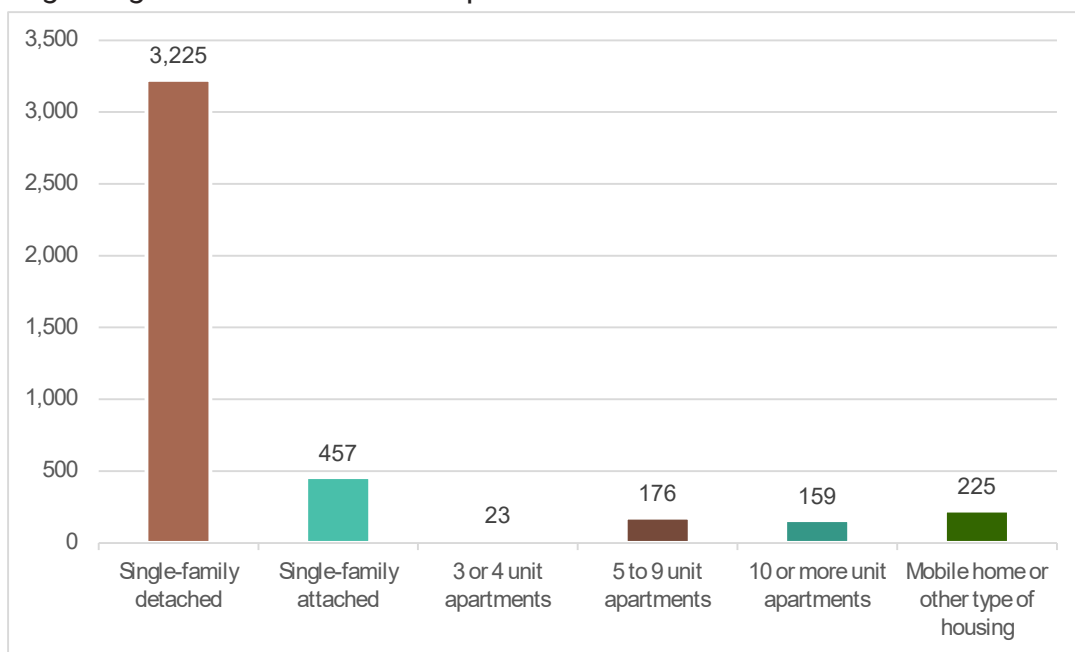
During the same year, 8.5% moved in from elsewhere within Medina County, 2.8% moved in from a different county and 0.3% moved from a different state or country.



Housing Type and Occupancy

Brunswick Hills Township remains primarily a community of single-family detached homes, which make up nearly three-quarters (73.4%) of the housing stock. Single-family attached units, such as townhomes, provide some diversity in housing types, with an estimated 457 units in 2023.

Vacancy data provides further insight into local housing dynamics. Of the Township’s 4,396 total housing units, only 123 were reported as vacant in 2023—a relatively modest rate. Vacancies are tied to several factors, including homes for rent or for sale, units that have been rented or sold but not yet occupied, and those used seasonally or recreationally. A smaller portion of units fall into the “other” category, often signaling abandonment or disrepair.



*Source: U.S. Census Bureau, American Community Survey (ACS)

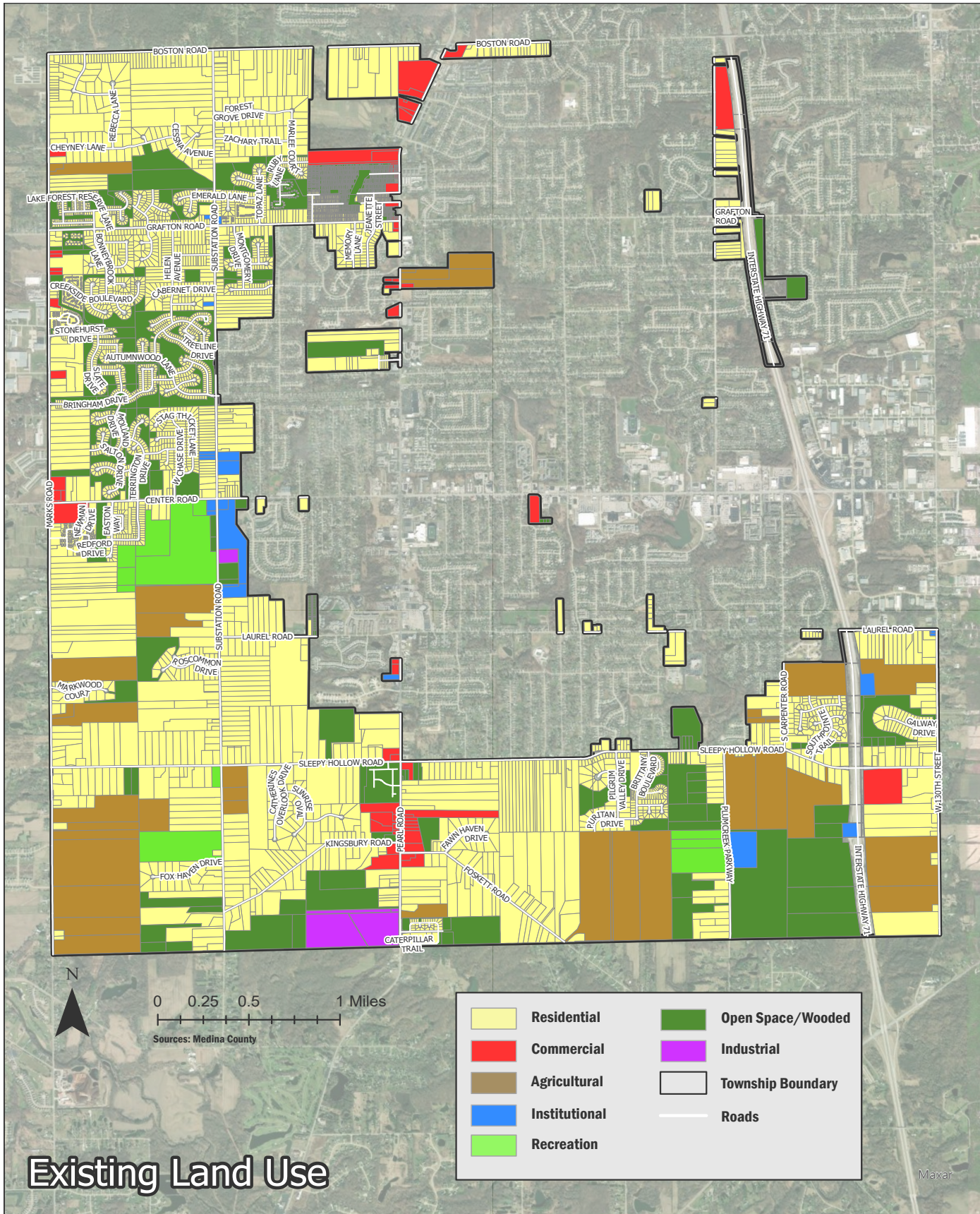


EXISTING LAND USE

The existing land use inventory was developed using Medina County land cover data and refined through field visits and Steering Committee input. It provides a snapshot of how land is currently used across the Township. See the Existing Land Use Map on page 25 for a visual layout of these categories.

- **Residential (60.34%):** Includes single-family detached, two-family, and multi-family housing; this is the predominant land use and defines the Township's suburban-rural character.
- **Commercial (3.14%):** Concentrated primarily along Pearl Road and in scattered business areas, serving local and regional retail and service needs.
- **Agriculture (15.06%):** Covers active farming operations and related agricultural uses, reflecting the Township's strong agricultural heritage and contributing to its rural landscape.
- **Institutional (1.16%):** Includes civic, governmental, religious, and community facilities that provide essential public and cultural services.
- **Recreation (4.40%):** Dedicated parks, trails, sports fields, and other recreational amenities that enhance residents' quality of life.
- **Open Space/Wooded (14.82%):** Consists of intact forested areas, fragmented woodland stands, and open fields, supporting environmental quality, stormwater management, and recreation opportunities.
- **Industrial (1.08%):** Encompasses light manufacturing and heavy industry uses, representing a small but important component of the Township's economic base.

Map 2: Existing Land Use



Existing Land Use

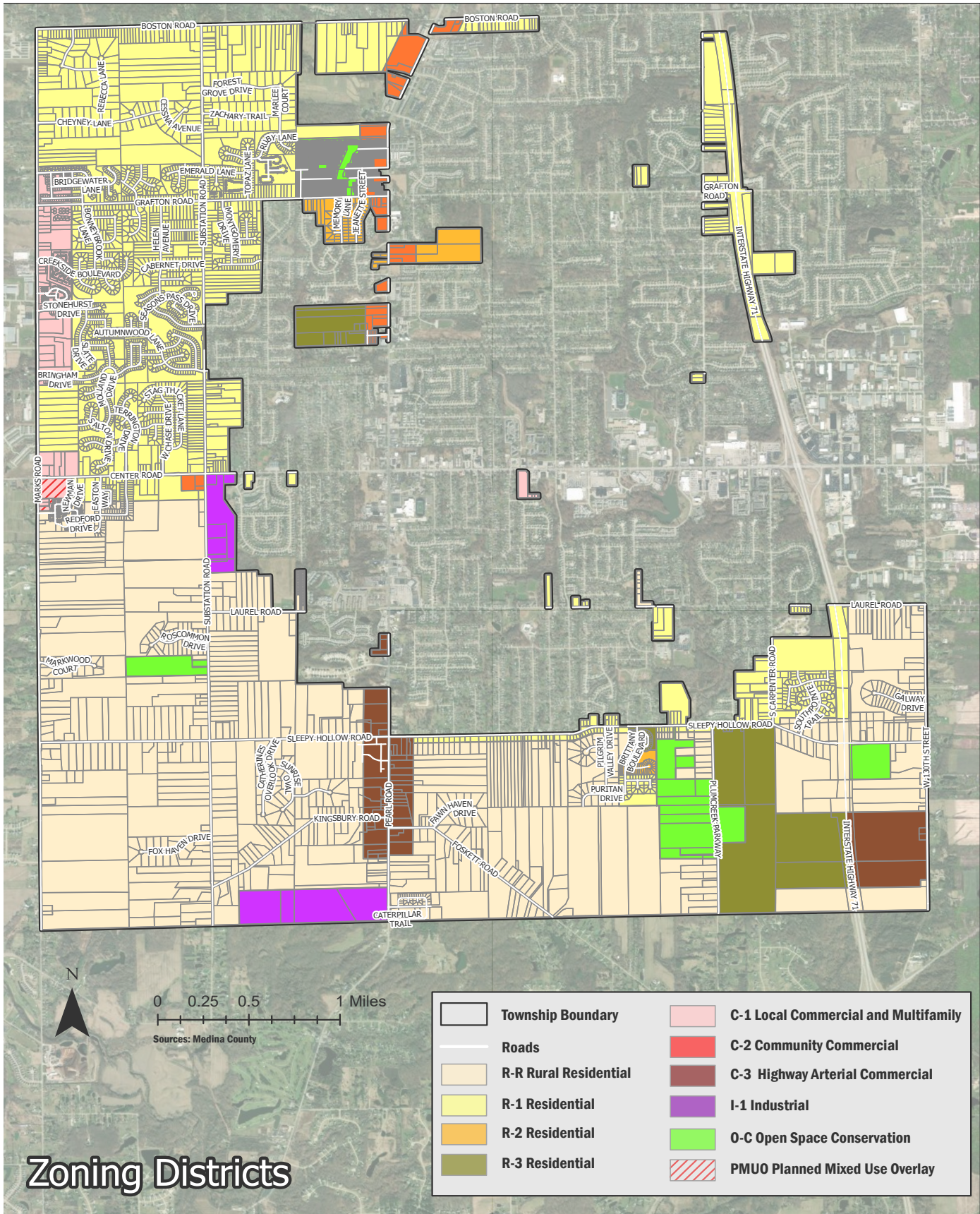


EXISTING ZONING

Zoning Resolutions are legal instruments that define specific land use categories and establish standards for development within those categories. They are designed to implement the policies set forth in the Comprehensive Plan by regulating aspects such as the types of permissible land uses, building heights, densities, and setbacks. The Township's zoning framework consists of nine districts and two overlays, which are illustrated on the zoning map on page 27.

- **R-R Rural Residential:** Allows low-density single-family homes on large lots to maintain the Township's rural character.
- **R-1 Residential:** Allows low-density single-family homes in areas suitable for suburban-style development.
- **R-2 Residential:** Allows single-family and two-family homes at moderate densities.
- **R-3 Residential:** Allows a range of housing types at moderate to higher densities in appropriate locations.
- **C-1 Local Commercial:** Supports small-scale retail and personal services intended to serve nearby residents.
- **C-2 Community Commercial:** Provides a mix of commercial uses serving a broader community market area.
- **C-3 Highway Arterial Commercial:** Accommodates larger commercial uses requiring significant building and parking areas along major corridors.
- **I-1 Industrial:** Provides space for manufacturing, warehousing, distribution, research, and repair operations, separated from residential areas.
- **O-C Open Space Conservation:** Protects natural features and environmentally sensitive areas such as floodplains, wetlands, and scenic landscapes.
- **Conservation Development Overlay:** Provides an optional alternative to R-R development that allows flexible lot layouts while maintaining the same overall density, in order to preserve open space, protect natural features, and maintain rural character.
- **Planned Mixed-Use Overlay:** Allows a coordinated mix of residential and commercial uses under a unified development plan. The Overlay encourages walkable, well-designed projects that provide appropriate transitions to nearby residential areas and support expanded economic development opportunities.

Map 3: Existing Zoning





VISION & GOALS

A successful planning process begins with a clear vision that embodies the community's core values, aspirations, and priorities. In developing the Comprehensive Plan update, input from citizens, leaders, and stakeholders—gathered through work sessions, meetings, and surveys—was instrumental in shaping this vision. This vision serves as the foundation for the plan's focus areas and recommendations. Moving forward, it should function as a benchmark for evaluating proposed community projects and initiatives by asking, "Does this contribute to the vision?"

The vision centers on the Township's unique assets, which define its character and make it a desirable place to live and visit. These assets are crucial for maintaining vibrant neighborhoods, attracting customers to local businesses, and providing a workforce for the Township's industries and institutions. Recognizing the importance of these assets, the community is committed to their stewardship and reinvestment, actively working to enhance, promote, and capitalize on them.





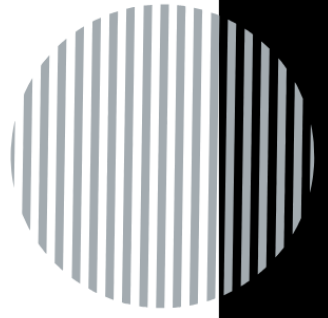
VISION STATEMENT

“Brunswick Hills Township envisions to preserve its rural character and small-town charm while fostering responsible growth that supports great community, recreation, and business opportunities for a harmonious future.”

FOCUS AREA GOALS

Quality of Life: Brunswick Hills Township strives to cultivate a vibrant, sustainable, and inclusive community by enhancing quality of life, delivering exceptional public services, and expanding cultural and recreational opportunities.

Transportation / Infrastructure: Brunswick Hills Township aims to proactively invest in modern, reliable infrastructure and transportation systems that enhance residents’ quality of life, improve mobility, support strategic land use, and preserve the community’s natural character.



Chapter Three

PRIORITY FOCUS AREAS



FOCUS AREAS & RECOMMENDATIONS

This chapter highlights two core focus areas—Quality of Life and Transportation / Infrastructure—that are critical to achieving Brunswick Hills Township’s vision for the future. Each focus area includes a goal statement that sets the overall direction, followed by a series of priority objectives and actions developed through the planning process. These objectives reflect the community’s values and priorities identified through public input, stakeholder discussions, and technical analysis, ensuring that the plan is grounded in both resident perspectives and practical considerations for long-term growth.

To make the plan actionable, each priority objective is supported by specific implementation steps, labeled as Action 1.1, 1.2, and so forth. These detailed actions provide clear guidance for how the township, its partners, and community members can work together to achieve meaningful progress. Collectively, the goals, objectives, and actions create a comprehensive roadmap for enhancing everyday quality of life, improving mobility and connectivity within and beyond the township, and making targeted investments in infrastructure that promote sustainable development. By aligning community vision with tangible next steps, this chapter lays out a strategic path forward for Brunswick Hills Township.

Recommendations marked with the “Priority” icon reflect themes that received the strongest support across the public input session, community survey responses, and stakeholder discussions. This designation highlights where participants expressed heightened interest or urgency, but is not intended to represent a Township-wide vote or mandate. Rather, it indicates areas of shared emphasis that can help guide future decision-making as resources allow.





QUALITY OF LIFE

Brunswick Hills Township's Quality of Life is rooted in its rural charm, welcoming neighborhoods, and strong sense of community identity. Residents value the balance of quiet, natural surroundings with proximity to regional amenities, making the Township a desirable place to live for families, retirees, and newcomers alike. Public feedback emphasized the importance of protecting open space, farmland, and scenic landscapes, while also expanding recreational opportunities and creating spaces where people can gather, celebrate, and connect. Together, these priorities reflect a vision that honors the Township's heritage while investing in features that enrich everyday life.

A high quality of life is also measured by how connected and engaged residents feel. Effective communication, accessible services, and opportunities to participate in civic life help build trust and foster a sense of belonging. Expanding recreational, cultural, and social opportunities can strengthen community bonds, while promoting volunteerism and diverse activities ensures that residents of all ages and backgrounds feel included. At the same time, enhancing the Township's identity through branding and marketing efforts will showcase its strengths to a broader audience and reinforce local pride.

Finally, sustaining and improving quality of life requires careful stewardship of growth and development. Preserving green space and farmland, encouraging thoughtful commercial investment, and maintaining high standards for land use all contribute to a community that is both resilient and distinctive. By planning intentionally and balancing preservation with progress, Brunswick Hills Township can continue to be a community where residents enjoy not only a safe and attractive environment, but also the social and cultural richness that makes a place feel like home.





OBJECTIVE

01

Expand and promote community engagement through a broader and more diverse range of events and activities.

Brunswick Hills Township thrives when residents have ample opportunities to come together. Expanding community events is important for strengthening social bonds and township pride, especially as the population grows and new residents move in. With a median age above the national average, many residents are older adults, so a variety of events – from family-friendly festivals to senior activities – will ensure all ages feel included.

ACTION 1.1: Organize a community day to cultivate community pride.

- Creating an annual “Brunswick Hills Community Day” in partnership with local businesses, churches, and organizations will celebrate the Township’s identity and bring neighbors together. Many townships hold such festivals as a best practice to boost civic pride and support local vendors. This event can showcase local talent, food, and history, helping long-time and new residents alike feel connected and proud of their community.

ACTION 1.2: Expand and diversify community events to reach a broader audience.

- By introducing new events like ethnic food festivals, cultural performances, heritage celebrations, or seasonal gatherings, the Township can appeal to a wider range of interests (*See Appendices for additional community event options*). Offering a diverse lineup of activities throughout the year ensures that younger families, seniors, and everyone in between can find something engaging. Communities that diversify their events often see higher participation and strengthened social cohesion, as more residents find opportunities to get involved.

ACTION 1.3: Foster community volunteer opportunities for local projects.

- Establishing more volunteer programs (such as park clean-ups, “adopt-a-spot” beautification, or event committees) will allow residents to actively contribute to local improvements. Providing these outlets for volunteerism taps into the strong community spirit and gives people a personal stake in township projects. This approach benefits both volunteers – who gain a sense of purpose and belonging – and the Township, which gains helping hands for community initiatives.



OBJECTIVE

02

Enhance communication with residents by implementing diverse and accessible methods to share information, solicit feedback, and foster engagement.

Transparent, two-way communication is critical in a fast-growing community. As Brunswick Hills Township has welcomed many new residents in recent years, it faces the challenge of keeping everyone informed – from tech-savvy young families to long-time older residents who may prefer traditional media. A multi-channel communications strategy will ensure that residents of all ages and preferences stay up-to-date on Township news. By improving communication, the Township can increase public awareness of initiatives, build trust, and encourage more resident input in local decision-making.

ACTION 2.1: Develop a multi-channel communication strategy to reach all demographics.

- The Township should leverage a mix of platforms – an updated website, social media (Facebook, Nextdoor, etc.), email newsletters, and traditional mailings or notice boards – to disseminate information. Using multiple channels is a best practice to maximize outreach; for example, important announcements could be posted online and mailed in print so that both younger online audiences and older residents without internet are informed. A coordinated communication plan will ensure no group is left out and that residents consistently hear about Township services, meetings, and events.

ACTION 2.2: Collaborate on a “Welcome to Brunswick Hills” packet for new residents.

- In partnership with local realtors, community groups, and civic organizations, the Township can create a welcome packet for newcomers. This packet would introduce new residents to key information – Township services, trash and recycling schedules, park locations, school and library contacts, local businesses, and ways to get involved in the community. Providing a friendly welcome packet is a best practice to help new residents feel connected quickly and encourages them to engage in community life from the start.



ACTION 2.3: Create and maintain a Township newsletter to strengthen resident outreach.

- Developing a dedicated Township newsletter—distributed both in print and digital formats—will serve as a consistent, centralized source of information for residents. The newsletter can highlight Township initiatives, provide updates on infrastructure or zoning projects, promote community events, and recognize local achievements. A quarterly printed edition could be mailed to all households, while a digital version would be posted on the Township website and social-media channels. Establishing a regular publication schedule ensures transparency and engagement by sharing progress, celebrating community successes, and giving residents a reliable way to stay informed about Township activities.



Miami Township Newsletter

These examples demonstrate how multi-channel outreach builds transparency, strengthens trust, and helps residents—new and long-time alike—stay engaged in community life. Brunswick Hills Township can adapt similar practices to match its own needs and capacity.

Key Insight: Examples from Other Townships:

Several Ohio townships have adopted layered communication strategies that Brunswick Hills can look to as models:

- **Orange Township (Delaware County):** Produces a quarterly printed newsletter for all households, paired with weekly e-news blasts to keep residents consistently informed.
- **Miami Township (Clermont County):** Distributes a “Welcome to the Township” packet through realtors, ensuring new residents quickly connect with services and community resources.
- **Austintown Township (Mahoning County):** Combines active social media channels with a detailed website calendar so residents always know about meetings, events, and township services.



OBJECTIVE **03** Expand community greenspace and outdoor recreation opportunities in ways that support the Township's rural character and meet residents' needs.

Brunswick Hills Township has a strong rural identity defined by open landscapes, natural features, and scenic views. While the Township does not operate its own parks system, residents value access to outdoor spaces for walking, gathering, and enjoying nature. By supporting greenspace preservation and coordinating with regional recreation partners, the Township can enhance opportunities for outdoor enjoyment without establishing or maintaining a municipal park system. This approach allows the Township to maintain its rural character while responding to community desires for increased access to natural and recreational open space.

ACTION 3.1: Collaborate with Medina County Park District to expand outdoor recreation opportunities and trail connectivity.

- The Township should work closely with the Medina County Park District to improve and expand nearby park facilities. This partnership could include co-developing new amenities (such as additional playgrounds or nature programs at existing parks) and coordinating on greenway projects such as the Plum Creek Greenway (*see additional information about Medina County Parks on Page 37*).

ACTION 3.2: Incorporate community greenspace into the design of the future Township Facility.

- As the Township begins planning for the future Township Facility site, the design should incorporate usable public greenspace—such as open lawn areas, walking paths, native landscaping, seating areas, and informal gathering spaces. Integrating accessible greenspace at this location will provide a welcoming civic setting that reflects the Township's rural character and offers residents a central place to connect, relax, and enjoy the outdoors.



Medina County Park System

Princess Ledges

Princess Ledges Nature Preserve offers a striking reminder of the region’s geological history, with dramatic sandstone outcroppings stretching more than 1,100 feet across forested terrain. The preserve is heavily wooded and supports a diverse mix of flora and fauna, including mature oak and tulip poplar trees, wildflowers, and spring-fed wetlands. A short network of trails, including the 0.54-mile “Ledge Trail,” allows visitors to get close views of the ledges and the surrounding forest, though steep terrain limits universal accessibility.

Historically, the land that became Princess Ledges was subdivided in the 1920s for summer cottages, but development was hindered by the underlying sandstone—an irony that ultimately helped preserve the landscape. The park district gradually acquired parcels over decades, assembling the current preserve.



Plum Creek Park & Plum Creek Greenway

Plum Creek Park is a transformed landscape: what was once the Brunswick Township landfill has become one of Medina County’s largest and most versatile parks, spanning nearly 294 acres with walking trails, ponds, picnic areas, playgrounds, and accessible facilities. Two fishing ponds, shelters (open-air and enclosed), restrooms, and paved trails are among the amenities supporting recreation across seasons.

Connected to the park is the Plum Creek Greenway, a multi-mile paved trail system developed in phases in collaboration with the City of Brunswick. As of June 2025, the entire Greenway is open, linking Plum Creek Park to Brunswick Lake through crossings, bridges, and connectors that navigate Laurel Road and adjacent properties. The trail is fully accessible, encouraging walking, biking, and connectivity between neighborhoods and regional destinations.





OBJECTIVE **04** Preserve agricultural land, greenspace, and the Township's rural character while supporting thoughtful land use decisions.

Brunswick Hills Township's rural character—defined by its open fields, farms, woodlands, and scenic views—continues to be one of the community's defining features. These landscapes contribute to the Township's identity, provide visual relief from nearby suburban development, and reinforce the small-town, countryside atmosphere that residents value. While much of the Township has already been developed or subdivided, there remain properties and natural areas that play an important role in shaping how the community looks and feels. Protecting these remaining open areas helps preserve wildlife habitat, scenic viewsheds, and the overall sense of place. Preservation of rural character has been a consistent priority in the Township, including in previous planning efforts. Continuing to support voluntary land conservation, encouraging thoughtful site design, and ensuring development regulations reflect the Township's rural values will help maintain this character over time.

ACTION 4.1: Promote the use of conservation easements to protect farmland and green space.

- The Township should encourage landowners to consider conservation easements, which legally restrict future development on their property to preserve it as open space or agricultural land. Partnering with regional land conservancies or state farmland preservation programs can provide funding and expertise for these easements. By expanding outreach about these tools, this can help willing farmers and landowners safeguard the Township's green fabric for future generations.

ACTION 4.2: Review Township development regulations to ensure they continue to support rural character and natural feature preservation.

- The Township should periodically review its zoning and subdivision regulations to ensure they continue to support rural character and respect natural features. This includes encouraging site layouts that preserve existing tree stands, natural drainage patterns, and scenic views, and ensuring that new development is designed in a way that fits the Township's established character. The focus is on thoughtful site planning and conservation-minded design, not on altering densities, changing lot sizes, or mandating specific development forms. *(Sample open space zoning language is included in the Appendices for reference).*



ACTION 4.3: Maintain land use regulations that support agricultural operations and agritourism, and improve public awareness.

- Agricultural uses and agritourism are already permitted and protected under Ohio law. The Township should continue to ensure that zoning regulations remain clear, consistent, and supportive of agricultural operations allowed by the state. In addition, the Township can help increase awareness and understanding of these rights by sharing information with residents, new property owners, and local businesses about what types of agricultural and agritourism activities are permitted. Outreach may include website resources, informational brochures, or periodic discussions with the agricultural community. By promoting communication and education, the Township can help reduce misunderstandings, support local farm operations, and address land use concerns collaboratively as they arise.

ACTION 4.4: Partner with agricultural preservation organizations for funding and education.

- The need to collaborate with Medina County agencies and land conservation groups to access resources is vital for protecting the remaining farmland. This could include joining forces to seek grants (such as state farmland preservation grants or federal USDA programs) that help purchase development rights or establish agricultural districts. Additionally, Brunswick Hills Township can host workshops or distribute materials to educate local farmers and landowners about the financial incentives and technical assistance available for farmland preservation. By serving as a connector to these programs, the Township helps landowners make informed decisions that benefit both their interests and the community's long-term vision of green preservation.

Example Partnerships & Programs

Several Ohio townships have adopted layered communication strategies that Brunswick Hills Township can look to as models:

1. **Medina County Farmland Preservation Program:** The County has partnered with the Ohio Department of Agriculture's (ODA) Office of Farmland Preservation to permanently protect farmland by purchasing agricultural easements.
2. **Western Reserve Land Conservancy:** This regional nonprofit works in Medina County to conserve farmland and open space.
3. **Ohio Department of Agriculture's Clean Ohio Agricultural Easement Purchase Program (AEPP):** Provides funding to purchase development rights from willing landowners.
4. **USDA Natural Resources Conservation Service (NRCS) – Agricultural Conservation Easement Program (ACEP):** Offers federal funding to protect agricultural lands and wetlands.



OBJECTIVE

05

Strengthen the Township's community image and brand by promoting its unique assets through strategic marketing and engagement.

Brunswick Hills Township is a dispersed community without a traditional downtown, which can make establishing a clear shared identity more challenging. However, the Township's rural landscapes, close-knit neighborhoods, and local businesses are key strengths that contribute to its character and quality of life. While the Township is not seeking to attract additional residential growth, there is value in supporting and strengthening existing commercial establishments and promoting the positive aspects of the community. By improving communication and highlighting what makes the Township unique, the Township can reinforce local pride, support responsible business investment, and maintain the small-scale, rural character that residents value.

ACTION 5.1: Enhance communication and outreach to support existing local businesses.

- The Township will strengthen its support for local businesses by enhancing its existing communication efforts rather than creating a new or formal economic development program. This includes using current platforms—such as the Township website, newsletters, social media, and bulletin boards—to share updates on business services, business milestones, community partnerships, and local events. These outreach efforts may also include periodic positive storytellings or articles that reflect the Township's rural character and quality of life—to reinforce awareness of Brunswick Hills as a supportive place for small businesses. Enhancing communication in this way builds on the Township's existing multi-channel communication strategy and helps foster a stronger connection between the Township, its businesses, and the broader community.

ACTION 5.2: Maintain an up-to-date, user-friendly Township website and social media presence.

- Brunswick Hills Township should maintain a user-friendly online presence that serves as a central hub for communication and community identity. A redesigned, mobile-friendly website with clear service information and regularly updated news, events, and meeting notices should be supported by active social media engagement. Together, these tools will strengthen transparency, highlight community achievements, and build on the engagement actions outlined in Objective 2.



ACTION 5.3: Co-market local attractions and events through partnerships.

- The Township will seek partnerships with local businesses, neighboring communities, and tourism organizations to jointly promote Brunswick Hills Townships' attractions. For example, collaborating with the Medina County visitors bureau or nearby City of Brunswick on marketing materials could direct more people to Township parks, farm markets, or community events (*See examples in Appendices*). The Township can also invite local businesses to sponsor or advertise at Township events, creating a mutually beneficial cycle of publicity. Such co-marketing efforts extend the reach of the Township's messaging and embed the Brunswick Hills brand into larger regional narratives, encouraging visitors and economic activity.

ACTION 5.4: Gather feedback from residents on community image improvements.

- As part of refining its branding efforts, the Township will actively listen to residents' perceptions of Brunswick Hills Township and ideas for enhancing community image. This could involve simple surveys or focus groups asking what residents feel are the Township's greatest strengths, weaknesses, and untapped opportunities. By understanding how locals view their community, Township leaders can adjust marketing messages or initiate improvements. Engaging the public in evaluating the Township's image ensures that branding efforts ring true and that community pride is genuinely reflected in how Brunswick Hills Township presents itself.





OBJECTIVE

06

Review and update the Township’s zoning resolution to align with the Comprehensive Plan, and strengthen enforcement and customer service in zoning processes.

Zoning is one of the primary tools for implementing the community’s vision. To realize the goals of this Comprehensive Plan, Brunswick Hills Township must ensure its zoning regulations are up-to-date, consistent with plan recommendations, and easy for everyone to understand. The Township’s zoning code was last updated in late 2021; since then, new priorities have emerged (such as those in this 2025 Plan), and there have been some changes in state/federal laws. A thorough review will identify any needed amendments – for example, to permit certain new uses or development styles encouraged by this Plan, or to tighten rules that protect rural character.

Equally important is how the zoning code is administered: clear enforcement and a user-friendly permit process will make the regulations more effective and gain public confidence. Residents and businesses alike benefit when zoning rules are applied fairly and when it’s straightforward to obtain permits for desirable projects. By modernizing its zoning resolution and procedures, Brunswick Hills Township can better guide growth in line with community goals while also being open to quality development.

ACTION 6.1: Assess and adjust zoning regulations for consistency with plan goals.

- Brunswick Hills Township has begun reviewing its zoning resolution to ensure that it remains aligned with the goals and values outlined in the Comprehensive Plan. This review process is essential to protecting the Township’s rural character, managing future development in a thoughtful way, and ensuring that zoning decisions remain consistent and predictable. As the community continues to evolve, periodic updates will help reinforce the qualities residents value most—such as open space, orderly growth, and neighborhood integrity. The intent is to strengthen the zoning framework so it provides a clear foundation for decision-making, supports long-term goals, and reflects the shared vision for the Township’s future.

**ACTION 6.2: Promote zoning education and implement a fair compliance strategy.**

- The Township should prioritize education as the foundation of effective zoning. Residents, business owners, and developers should be made aware of zoning rules, processes, and the reasons behind them through accessible materials, outreach, and communication. This helps build understanding, encourages voluntary compliance, and reduces confusion or unintentional violations. Once education efforts are well established, the Township can support these efforts with consistent, even-handed enforcement to address persistent or willful noncompliance. This two-step approach—education first, followed by enforcement when needed—will help protect the Township’s land use goals while maintaining fairness and transparency in zoning practices.

ACTION 6.3: Streamline the zoning permit application process with user-friendly tools.

- Brunswick Hills Township should evaluate its zoning permit and approval processes to identify opportunities for simplification and improved usability. Making zoning procedures more understandable and user-friendly helps residents and businesses navigate requirements without unnecessary delays or confusion. This may include clarifying application materials, improving guidance documents, and enhancing communication with applicants. The goal is to reduce administrative burdens while maintaining compliance with zoning standards. Streamlining these processes not only supports better customer service but also fosters greater transparency and trust in how land use decisions are made.



OBJECTIVE **07** Support reinvestment and growth in existing commercial corridors to strengthen and support the local economy.

Brunswick Hills Township will focus its economic development efforts within areas already zoned for commercial use—especially along Pearl Road—without expanding into rural lands or greenspaces. The priority is to attract small-scale, high-quality businesses that align with the community’s character and enhance residents’ quality of life. This includes supporting local entrepreneurship and encouraging unique, independently owned establishments that reflect the Township’s identity. With only a limited portion of land currently available for commercial use, revitalizing underused properties is key to maximizing potential. New businesses not only improve services for residents but also contribute to the Township’s fiscal health. By targeting appropriate business types and maintaining design standards that respect the rural-small town feel, Brunswick Hills Township can grow its economy in a way that reflects community values and avoids the downsides of overdevelopment.

ACTION 7.1: Collaborate with economic development partners to promote opportunities along Pearl Road.

- The Township will look to work with groups such as the Medina County Economic Development Corporation, local Chambers of Commerce, and strategic consultants like Retail Strategies to highlight existing commercial areas as investment-ready. These efforts may include shared marketing, site promotion, business recruitment outreach, and participating in regional development initiatives that bring visibility to the Township’s strengths.



ACTION 7.2: Support reinvestment and redevelopment of underutilized commercial properties.

- Rather than creating new commercial zones, the Township will concentrate on reinvestment within its existing commercial areas. This includes encouraging the reuse of vacant or underutilized properties and promoting thoughtful infill development that strengthens the character of established corridors. The Township will engage with property owners and prospective businesses to understand opportunities and challenges, helping guide appropriate redevelopment that aligns with community goals. To support this effort, zoning and permitting processes may be evaluated and refined to improve clarity, reduce unnecessary delays, and streamline approvals for projects that reflect the Township’s desired scale and identity. The overarching objective is to attract businesses that serve residents’ needs while preserving the Township’s rural and small-town atmosphere.

ACTION 7.3: Connect small businesses to external resources and funding opportunities.

- The Township can help local entrepreneurs and small businesses access state, county, and regional programs that support business growth—such as grants, technical assistance, and revitalization funding. By facilitating these connections and advocating on behalf of its commercial areas, the Township can encourage investment without providing direct financial subsidies. This approach reduces barriers for businesses while reinforcing the Township’s identity and long-term economic resilience.

Insights for Leveraging Grants & Incentives

1. **County-Level Tools:** Medina County Economic Development Corporation (MCEDC) maintains a network of small business resources, including low-interest loan programs and site selection assistance. Medina County also has participated in Community Reinvestment Area (CRA) tax abatements, which could be promoted to businesses willing to reinvest in older buildings or vacant sites.
2. **State-Level Incentives (Ohio):** The Ohio Department of Development offers programs such as the Ohio Small Business Development Centers (SBDC), Minority Business Direct Loan Program, and Ohio Enterprise Zone Program. The Ohio Main Street Program, coordinated by Heritage Ohio, provides technical assistance and sometimes funding for downtown and commercial corridor revitalization.
3. **Regional/Niche Opportunities:** The Appalachian Regional Commission (ARC) and JobsOhio occasionally fund pilot projects for rural economic growth, business incubators, and agritourism. While not always township-specific, Brunswick Hills Township can advocate for inclusion in regional initiatives.



OBJECTIVE **08** Maintain appropriate public safety service levels as the community evolves.

Brunswick Hills Township residents consistently value strong Police, Fire, and EMS services. Over the past two decades, the Township's population has more than doubled, while public safety staffing levels and facility capacities have not increased at the same pace. As a result, call volumes, service demands, and operational pressures have continued to rise. Ensuring that public safety departments are adequately staffed and equipped will be essential to maintaining consistent response times and service expectations. Proactive planning, interagency coordination, and continued community engagement will help the Township ensure that emergency services remain effective, resilient, and responsive to community needs.

ACTION 8.1: Develop a long-term staffing and recruitment strategy.

- Township should evaluate current personnel levels and anticipated future service needs to maintain appropriate staffing for Police, Fire, and EMS services. As service demands evolve—whether due to increases in call volume, changes in incident types, training requirements, or community expectations—staffing must remain aligned with operational needs. A proactive staffing and recruitment approach can help avoid service gaps and reduce strain on existing personnel. This strategy may include outreach to regional training academies, high schools, and career programs to build a recruitment pipeline; partnering with surrounding jurisdictions to share best practices; and supporting internal career development and succession planning to retain experienced staff. In addition, the Township should regularly review response-time data, shift workloads, and scheduling models to ensure resources are deployed efficiently. By taking a forward-looking approach to staffing and recruitment, the Township can maintain effective emergency response and continue the strong public safety service that residents value.



ACTION 8.2: Pursue state and federal funding for facilities, vehicles, and equipment.

- The Township should continue actively pursuing grants and external funding sources such as FEMA's Assistance to Firefighters (AFG), SAFER, and the U.S. Department of Justice COPS program. These funding opportunities can support staffing, facility improvements, training needs, and equipment replacement—particularly for high-cost assets such as fire apparatus and communication systems. Because emergency vehicles and capital equipment now require significant investment and often have multi-year procurement timelines, securing outside funding is increasingly important for maintaining readiness and avoiding unexpected budget impacts. In addition, grant funding can help address facility limitations by supporting planning, design, or phased renovations when needed. Establishing a consistent grant application schedule, maintaining up-to-date equipment inventories, and coordinating with County emergency management agencies or regional grant specialists can strengthen competitiveness for available funding.

ACTION 8.3: Continue community outreach and public engagement efforts.

- The Township's Police and Fire Departments have built strong relationships with the community and are recognized for their approachable, professional, and service-oriented presence. Their ongoing efforts to engage with residents, be visible in the community, and provide education on safety and preparedness have contributed to a high level of trust and confidence in public safety services. Continuing to support and thoughtfully expand these outreach efforts—when resources allow—will help maintain this positive connection, encourage public awareness of safety practices, and reinforce the strong partnership between first responders and the community. Building on what is already working well will ensure that residents continue to feel informed, supported, and connected to their public safety providers.





OBJECTIVE **Support and promote the Township's rural heritage and community history.**

09

Brunswick Hills Township's identity is strongly shaped by its agricultural roots, rural landscapes, and long-standing community institutions. These elements are more than familiar sights—they reflect the Township's history, community values, and way of life. Residents consistently express that the rural atmosphere and historical heritage are among the qualities they value most, distinguishing Brunswick Hills Township from more urbanized or suburbanized areas nearby. Preserving these cultural and visual characteristics helps maintain the sense of place that residents associate with home. Supporting heritage awareness and preservation efforts can strengthen community identity, foster intergenerational connections, and ensure that the stories, landscapes, and traditions important to Brunswick Hills continue to be recognized and appreciated in the future.

ACTION 9.1: Explore establishing a local heritage or historic preservation advisory committee.

- The Township should consider forming a volunteer advisory committee to help identify historically significant sites, buildings, and cultural assets within the community. This group would operate in an advisory role only—similar to other Township boards—by offering recommendations, gathering information, and promoting awareness, not by regulating private property. The committee could also serve as a resource for residents interested in local history or preservation-related projects.

What Would a Local Heritage Advisory Committee Do?

A Local Heritage or Historic Preservation Advisory Committee would be volunteer-based and serve in an advisory and educational role only. It would not regulate private property or require additional Township staff. Instead, it would help the community recognize, document, and celebrate historically meaningful places and stories. Common Activities in Other Townships Include:

- Collecting and sharing local history, photos, maps, or oral stories
- Identifying historically significant farmsteads, schoolhouses, churches, or community gathering places
- Advising on heritage-themed signage, markers, or public art
- Supporting community heritage events or recognition programs



ACTION 9.2: Integrate local history into community gateways, signage, and public spaces.

- Incorporating historical interpretation into Township gateways, public signage, and civic spaces can help visually express the community's heritage and reinforce its identity in everyday places. These features may highlight early settlement patterns, agricultural traditions, significant roadways, long-standing community gathering places, or important local families and institutions. Interpretive elements could include informational markers, public art, heritage-themed landscaping, or digital features. Collaboration with local historians, artists, students, and community organizations can help ensure that the information is accurate, relevant, and reflective of the stories residents consider meaningful. Integrating these touches into the built environment allows both residents and visitors to recognize and appreciate the Township's history as part of daily experience—not just in formal events or archives.

ACTION 9.3: Continue to promote and support community heritage events and storytelling initiatives.

- The Township can help promote or collaborate with partners to support heritage-related programming such as seasonal community events, oral history projects, school-based storytelling activities, and archival photo collections. These initiatives do not require the Township to run or staff new programs; rather, the Township can serve as a connector, helping local organizations, schools, churches, and historical groups share and coordinate their efforts. Heritage programming provides opportunities for long-time residents to share memories, working knowledge of the land, and family stories, while also helping newer residents understand the Township's cultural foundations and traditions. Celebrating personal stories, significant places, and collective milestones reinforces a shared identity—one rooted in the agricultural heritage and rural character that residents consistently say they value most.





TRANSPORTATION / INFRASTRUCTURE

Transportation and infrastructure together form the foundation of Brunswick Hills Township’s quality of life, mobility, and long-term growth. As a largely residential community, the Township depends on safe, reliable connections to surrounding municipalities, community assets, and regional highways, as well as modern utility systems that support both current residents and future development. Residents have consistently emphasized the need to improve roadway conditions, reduce congestion, and enhance safety for drivers, pedestrians, and cyclists—highlighting the importance of a transportation network that serves diverse users and evolving community needs.

These priorities mirror broader infrastructure challenges, including aging systems, connection gaps, and areas where services need to be expanded or modernized. Increasing traffic volumes along key corridors such as Route 303 and Pearl Road have intensified concerns about safety and efficiency, while limited pedestrian and bicycle infrastructure affects mobility for youth, seniors, and residents seeking healthier travel options. Addressing these issues requires strategic planning that balances daily maintenance with long-term improvements and ensures infrastructure investments support community growth while protecting rural character, farmland, and natural resources.

Moving forward, Brunswick Hills Township must take a coordinated approach to upgrading roads, utilities, pedestrian and bicycle networks, and other critical systems. Collaboration with regional, county, and state partners will be essential, given that many utilities and transportation improvements span multiple jurisdictions. This section outlines strategies to improve reliability, strengthen connectivity, and incorporate modern, resilient designs that can adapt to future needs—ensuring Brunswick Hills Township remains safe, connected, efficient, and sustainable well into the future.





OBJECTIVE 01 **Proactively manage traffic growth and relieve congestion on key roadways through targeted upgrades, better traffic control, and regional coordination.**

As Brunswick Hills Township and surrounding areas have grown, traffic volumes have risen on key corridors like Pearl Road (US-42), Center Road (SR-303), and other arterials. Rush-hour bottlenecks affect both residents and regional commuters, and congestion will only worsen without action. By studying current traffic patterns and planning improvements now, the Township can stay ahead of the curve—preventing small back-ups from becoming bigger problems.

Proactive congestion management will mean shorter, more predictable travel times, less cut-through traffic in neighborhoods, and improved safety on main roads. It will also benefit local businesses by keeping key corridors accessible. Because many transportation challenges cross municipal boundaries, Brunswick Hills Township will coordinate with county and regional agencies to ensure projects align with broader mobility and economic growth plans.

ACTION 1.1: Improve traffic safety and flow through collaboration with regional partners.

- The Township should continue work closely with agencies like ODOT, NOACA, Medina County, and neighboring communities to address key traffic and safety concerns on major corridors and minor corridors through the Township. Priorities may include upgrading outdated signals, improving intersections, adjusting timing for better flow, and identifying targeted safety enhancements. Regular coordination will help ensure that local needs are reflected in regional transportation planning and funding opportunities. By maintaining open communication and supporting shared solutions, Brunswick Hills can improve mobility and roadway safety without taking on full responsibility for large-scale infrastructure upgrades.



OBJECTIVE

02

Implement measures to reduce speeding on residential and Township roads, enhancing safety and neighborhood quality of life.

While major roads carry heavy traffic, the Township must also ensure that its local streets remain safe and welcoming for residents. Concerns have been raised about drivers exceeding speed limits in subdivisions and on township roads, creating hazards for children, pedestrians, and cyclists. This recommendation focuses on traffic calming strategies and stronger enforcement to slow vehicles where people live. Slower speeds are proven to reduce both the likelihood of crashes and their severity, making neighborhoods safer and more comfortable. By designing roads for appropriate travel speeds and maintaining consistent enforcement, Brunswick Hills Township can protect its neighborhoods as walkable, family-friendly environments where safety comes first.

ACTION 2.1: Identify high-speed corridors and install traffic calming features.

- The Township will work with residents and transportation partners to pinpoint roads with frequent speeding issues and introduce traffic-calming features where appropriate. These may include speed humps, narrowed lanes, signage, or intersection improvements that encourage safer driving behavior. Solutions will be tailored to each area's context, with input from emergency services and property owners. This action supports a safer, more livable roadway network that reflects the community's expectations for neighborhood safety.

ACTION 2.2: Promote road safety through public education and proactive design.

- Rather than relying solely on enforcement, the Township will prioritize road safety campaigns that inform residents about responsible driving and speeding risks. Messaging could be shared through Township communications, events, or school outreach. At the same time, roadway design will play a central role in slowing traffic—such as installing visual cues that alert drivers they're entering a residential area. Combining education with thoughtful design helps create long-term culture change around safe driving in Brunswick Hills.



By the Numbers: Traffic in Brunswick Hills Township

Traffic Growth: Daily traffic counts on Pearl Road (US-42) have more than doubled since the early 2000s, reflecting both local growth and regional commuting patterns.

Regional Role: Center Road (SR-303) is a key east–west connector linking I-71 and surrounding cities, carrying thousands of vehicles daily.

Local Impact: Residents report major traffic on roads like Boston Rd, Substation Rd, and Marks Rd as drivers seek to avoid congestion on major corridors.

Future Pressure: With new development in the City, Strongsville, and Medina, traffic volumes in the Township are projected to rise steadily over the next decade.

Regional Context

I-71 Corridor Pressure: The I-71 corridor between Strongsville and Brunswick is one of the busiest stretches in Northeast Ohio. ODOT and NOACA have identified it as a priority area for congestion management and safety improvements, given heavy commuter traffic between Medina County, Cuyahoga County, and Cleveland’s job centers.

ODOT’s Role: ODOT District 3 oversees Pearl Road (US-42) and Center Road (SR-303), both of which serve as state routes and carry regional traffic. This means improvements often require ODOT coordination and eligibility for state funding.

NOACA Initiatives: NOACA manages federal transportation dollars for the region. Current initiatives include the Congestion Management Process (CMP) and Transportation Improvement Program (TIP), which prioritize projects that improve traffic flow, safety, and multimodal options.

Regional Growth Patterns: Development in Brunswick, Strongsville, and Medina adds to traffic volumes that spill into Brunswick Hills. New subdivisions, retail centers, and industrial sites in neighboring jurisdictions push more vehicles onto shared corridors like Pearl Rd and Center Rd. Without coordination, fixes in one community may simply shift congestion into another.

Best Practices Nearby:

- Strongsville has implemented adaptive traffic signal systems along Pearl Rd, reducing wait times and improving corridor flow.
- Medina has used corridor studies to prioritize intersection upgrades and successfully secured NOACA funding.
- Wadsworth partnered with ODOT to widen and improve high-traffic state routes while adding turn lanes for safety.



OBJECTIVE

03

Improve access to public transportation and promote awareness of available transit services to reduce dependence on personal vehicles.

As a semi-rural community, Brunswick Hills Township is not heavily served by public transit, and most residents rely on cars for daily travel. However, providing alternatives to driving is important for those who cannot drive (such as seniors, youth, or disabled residents) and to offer a measure of mobility independence for the community. Currently, Medina County Public Transit (MCPT) operates on-demand and limited fixed-route services in the area, and the Greater Cleveland RTA has routes in adjacent communities. Many residents may not know about these options or how to use them. By boosting awareness and coordinating to possibly expand transit coverage, the Township can make transit a more viable option. Even if only a modest share of people use it, transit access can be a lifeline for some and can reduce traffic by taking a few cars off the road. Furthermore, promoting transit aligns with regional goals of equitable transportation access and serves Brunswick Hills' older population – in a community with many retirees, transit can help those who no longer drive remain connected to shopping, medical appointments, and social activities. This recommendation aims to integrate Brunswick Hills into the broader transit network so that residents are not isolated by lack of a car.

ACTION 3.1: Increase public awareness of Medina County Public Transit (MCPT) and RTA offerings.

- The Township should actively disseminate information about available transit services, schedules, and how to use them. This can be done by developing a “Transportation Options” page on the Township website that compiles transit route maps, dial-a-ride phone numbers, fare information, and links to MCPT and RTA resources. The Township could also include transit brochures or a summary in the welcome packet for new residents and have occasional social media posts like “Did you know MCPT offers trips to Medina Hospital? Here’s how to schedule a ride.” By normalizing and explaining transit, the Township can overcome misconceptions and make residents aware that alternatives to driving do exist. This is especially helpful for seniors – for example, ensuring they know about MCPT’s senior shuttle services or RTA’s park-and-ride options can improve their mobility and reduce isolation.



ACTION 3.2: Work with transit providers and residents to identify service gaps and expansion opportunities.

- The Township should open a dialogue with MCPT and RTA to discuss the community's needs and how transit service might be enhanced. The Township can facilitate surveys or public meetings to collect input on where transit is lacking. Armed with this information, the Township and MCPT can explore feasible expansions, such as additional demand-response hours, a van serving a senior apartment complex, or coordination with RTA if a route extension is possible near the Township border. Any improvements will depend on demand and funding, but by being proactive and collaborative, the Township positions itself to take advantage of any future transit grants or pilot programs aimed at rural mobility.

ACTION 3.3: Maintain an active Township presence in regional transit and transportation planning forums.

- There needs to be regular participation in bodies like NOACA committees and the Medina County Public Transit Advisory Board. By having a seat at the table, the Township can advocate for local transit needs and stay informed about upcoming initiatives (such as county plans for on-demand microtransit or changes in RTA commuter bus routes). Active engagement also allows the Township to form partnerships with nearby communities to support transit. For example, if Brunswick City or Medina Township sees a need for a new bus route that could also serve Brunswick Hills Township residents, the Township's voice could help make it happen. In essence, this action ensures the Township isn't an "afterthought" in transit planning – instead, it becomes an equal stakeholder working to improve mobility options for its citizens.





OBJECTIVE

04

Develop a comprehensive network of sidewalks, trails, and on-street bicycle/pedestrian connections to enhance community mobility and walkability.

In keeping with the Township's goals for quality of life and public health, improving walkability remains an important objective. While many areas were originally developed without sidewalks or bike routes due to the Township's rural character, community expectations have shifted toward safer, more connected mobility options. Rather than directly funding infrastructure, the Township's role should focus on identifying gaps in pedestrian and bicycle connections and collaborating with appropriate partners—such as developers, the County, or grant agencies—to address them. This approach allows Brunswick Hills to guide future improvements without placing the financial burden solely on Township resources. By helping prioritize strategic linkages near public facilities or community areas, the Township can support a more walkable, connected environment while preserving its rural identity.

ACTION 4.1: Work with strategic partners to create a township-wide sidewalk and trail inventory to pinpoint gaps.

- There is a need to map all existing sidewalks, bike paths, and trail segments to see where continuous connections are lacking. This inventory will highlight, for example, if a sidewalk suddenly ends on a busy road, or if two neighborhoods are back-to-back but have no footpath between them. By combining the map with data on pedestrian usage and safety (like where people currently walk in the road shoulder), the Township can prioritize new installations that would have the most impact.

ACTION 4.2: Partner with Medina County and neighboring municipalities to expand greenways and multi-use trails.

- Some of the most enjoyable walking/biking opportunities come from trails that extend beyond local boundaries. The Township should collaborate with Medina County Park District and adjacent communities to link into broader trail networks. A key example is supporting the continued extension of the Plum Creek Greenway trail system through the Township, eventually connecting into trails of the City of Brunswick or Medina Township. Another opportunity might be coordinating with Hinckley or Strongsville if there are plans to create bike routes that could cross into the Township. By coordinating trail planning regionally, Brunswick Hills Township can leverage external funding and ensure that its local trails don't dead-end at the Township line.



ACTION 4.3: Work with developers and HOAs to establish walking path connections between neighborhoods and amenities.

- As new subdivisions are built, Brunswick Hills Township should work with property owners and developers to create pedestrian pathways that connect to nearby neighborhoods or public sites. In existing areas, the Township can work with HOAs or landowners to create small footpath easements—such as linking two adjacent cul-de-sacs—to reduce walking distances. These micro-connections knit together otherwise isolated housing pods and make it easier to reach Township amenities. Many suburbs have successfully pursued similar linkages, often with HOA support once the benefits, like safer routes for children, are clear.

ACTION 4.4: Establish and expand dedicated bike lanes and paved shoulders.

- To promote safe cycling and walking, the Township should incorporate bike lanes or widened shoulders into future roadway projects. For example, collector roads connecting neighborhoods to parks and schools can include striped bike lanes during resurfacing (*See Appendices for examples*). On rural roads where sidewalks are impractical, paved shoulders or side paths can provide safer space for walkers and cyclists. Brunswick Hills Township will also coordinate with Medina County to ensure county road projects include “Complete Streets” elements—designing roads for all users, not just cars. Over time, this will create a network of bike-friendly routes that allow both casual and experienced riders to reach major destinations or ride for recreation without safety concerns. Expanding cycling infrastructure also supports broader health, sustainability, and transportation goals by reducing reliance on short car trips.





OBJECTIVE 05 **Ensure transportation planning aligns with community growth and secure necessary funding for long-term improvements.**

This objective is about the process behind all the Township's transportation initiatives – making sure there is a plan to implement them and money to pay for them. Brunswick Hills Township is committed to proactively planning its transportation future, rather than reacting to problems after they become severe. By integrating transportation needs into land use decisions (so that new development pays its fair share or is sited where infrastructure can support it), the Township can avoid straining the road network. Moreover, many of the projects envisioned – from sidewalks to road widenings – will require funding beyond what the Township's regular budget can cover. Thus, pursuing external funding (state/federal grants, regional funds, or private partnerships) is critical.

Brunswick Hills Township has the advantage of being part of a growing region, which can make it competitive for grants aimed at improving capacity and safety in fast-developing areas. The Township will also explore innovative funding like public-private partnerships for certain projects (for example, a developer contributing to a new traffic signal that will serve its development). Ultimately, this ensures that the ambitious transportation goals have a clear path to realization, through careful planning and aggressive pursuit of funding opportunities. It underscores that good transportation policy goes hand-in-hand with good land use planning and fiscal responsibility.

ACTION 5.1: Coordinate closely with ODOT, NOACA, and Medina County on long-range transportation plans.

- The Township will actively engage in regional transportation planning efforts to make sure Brunswick Hills' projected growth and project needs are reflected in those plans. For instance, NOACA's long-range plan (e.g., eNEO2050) and ODOT's State Transportation Improvement Program are updated periodically – Brunswick Hills Township should provide data and input so that things like intersection upgrades or new sidewalks in the Township are on the radar. When regional models are run to forecast traffic, the Township will verify that anticipated local developments are included. This alignment means that when funding is allocated, Brunswick Hills projects have a better chance of scoring high because they meet documented regional needs. It also prevents scenarios where a development in the Township outpaces road capacity because it wasn't accounted for in wider plans. In short, constant communication and data-sharing with higher-level agencies will synchronize local and regional objectives.



ACTION 5.2: Pursue state and federal transportation grants to support infrastructure improvements.

- Brunswick Hills Township should aggressively seek outside funding for its transportation priorities. There are numerous grant programs available: for example, Ohio’s Small Cities program or ODOT safety grants could fund road and intersection upgrades; federal programs (through NOACA) can fund sidewalks, bike facilities, and transit enhancements, especially if tied to safety or air quality improvements. The Township can prepare grant applications for projects like a new sidewalk along a county road or a roundabout at a dangerous intersection, leveraging the planning work (traffic studies, designs) done earlier. Having “shovel-ready” projects and demonstrated community support (from public input) will strengthen these applications. The Township may also seek funding through the Ohio Public Works Commission for multi-modal projects or apply for federal Safe Streets and Roads for All (SS4A) funds if safety is a key benefit. By tapping these external sources, Brunswick Hills can implement major improvements at a fraction of local cost, stretching township dollars further.

ACTION 5.3: Explore public-private partnerships for key transportation projects.

- In some cases, the Township can collaborate with private entities to finance infrastructure that benefits both the public and private interests. One example could be requiring a large new residential development to help fund the expansion of an adjacent road or the installation of a traffic signal at its entrance – the developer gains improved access for its buyers, while the public gains a safer road intersection.



OBJECTIVE

06

Ensure safe, well-maintained roads that support mobility, prevent deterioration, and meet the Township's growth needs.

Roads are the arteries of Brunswick Hills Township, essential for daily travel, emergency access, and local commerce. The Township's Service Department is responsible for maintaining over 35 miles of Township-owned roads, while county and state roads that run through the community are maintained by Medina County or ODOT. Keeping Township roads in good condition remains a core responsibility—smooth, well-maintained local streets enhance safety, reduce vehicle wear-and-tear, and reflect positively on community quality. As traffic volumes increase with continued growth, it becomes even more important for the Township to maintain a proactive approach to local road upkeep.

This objective focuses on planning ahead for the roadways within the Township's control—scheduling routine maintenance that extends pavement life, budgeting for improvements where local traffic patterns are changing, and coordinating with county and state partners on any necessary enhancements to their road networks. By taking this cooperative and forward-looking approach, the Township can ensure its local roadways remain safe and reliable while advocating effectively for improvements on higher-level corridors. Overall, continued investment in the Township's local road network—paired with strategic collaboration on County and state routes—strengthens safety, convenience, and long-term growth management.

ACTION 6.1: Improve the Township's Road Maintenance Plan with a detailed inventory and prioritization system.

- The Township should build upon its existing road maintenance schedule by conducting a thorough condition inventory of all Township roads. Using an established rating system, each road segment will be evaluated for cracks, potholes, drainage issues, etc. This data-driven approach allows the Service Department to rank roads by condition and prioritize them for repair or resurfacing based on need, traffic volume, and safety considerations. By having a clear, up-to-date maintenance plan, the Township can allocate its budget more effectively and communicate to residents when their roads will be addressed. It also helps coordinate with the County Engineer on any overlapping responsibilities or opportunities to coordinate with County projects for cost savings.



ACTION 6.2: Establish a Comprehensive Preventative Maintenance & Capital Improvement Program (CIP).

- Brunswick Hills Township will strengthen its road management strategy by pairing routine preventative maintenance with a long-range Capital Improvement Program. Preventative maintenance—such as regular crack sealing, timely pothole repair, asphalt patching, and periodic surface treatments like chip seal—helps extend pavement life, reduce long-term costs, and maintain consistently safe road conditions. These activities will be scheduled on a recurring cycle based on pavement age and condition, allowing the Township to address minor issues before they become costly repairs.

At the same time, the Township will develop a 5- to 10-year Capital Improvement Program to plan for larger roadway upgrades, such as widening, intersection improvements, new turn lanes, or realignments that enhance safety. Each project will include estimated costs, potential funding sources, and a projected timeline, and will be aligned with land use and growth trends to ensure infrastructure keeps pace with development. By combining proactive maintenance with long-term capital planning, the Township can manage its roadway network more efficiently, save taxpayer dollars, and provide residents with safer, more reliable roads.

The Value of a Capital Improvement Program (CIP)

A CIP is a planning and budgeting tool that helps communities identify, prioritize, and schedule major infrastructure investments over a 5–10 year period. Rather than reacting to problems as they arise, a CIP allows Brunswick Hills to take a proactive, long-term approach to funding and implementation. It connects the community's goals—such as expanding sewer lines, upgrading stormwater systems, or improving broadband—to a realistic financial plan that outlines when and how projects will be completed. By linking projects with available funding sources (local revenues, county partnerships, grants, or bonds), the CIP provides transparency to residents, ensures accountability, and makes the Township more competitive for outside funding.



ACTION 6.3: Continue to coordinate with the Medina County Engineer and ODOT for aligned improvements and funding partnerships.

- Many roads in and around Brunswick Hills fall under county or state jurisdiction, and even for Township-maintained roads, outside funding, coordination, and technical expertise can be invaluable. The Township should continue to maintain close collaboration with the Medina County Highway Engineer's Office and ODOT District staff to synchronize maintenance schedules, project priorities, and long-term plans. For example, if the County is repaving a roadway that extends into Brunswick Hills, the Township can coordinate to apply similar improvements to its segment, creating a seamless driving experience. Likewise, when ODOT upgrades a state-route intersection near the Township boundary, local officials can ensure connecting Township roads are prepared for new traffic patterns or design standards. This level of cooperation not only improves efficiency and reduces duplication of effort but also opens the door to joint funding opportunities, such as multi-jurisdictional grant applications, cost-sharing agreements, and partnerships that can make large improvements more financially feasible and beneficial for all parties involved.





OBJECTIVE **07** Enhance community identity and aesthetics through attractive gateway signage and landscaping at Township entrances.

Visitors and residents alike often don't realize when they've entered Brunswick Hills Township, given the lack of clear markers at jurisdictional boundaries. By creating distinctive gateway signs and features at key entry points, the Township can foster a stronger sense of place and pride. These gateways (for example, a "Welcome to Brunswick Hills Township" sign accompanied by landscaping or public art) will signal to people that they are in a unique community with its own identity, not just a blur between neighboring cities and townships. This has several benefits: it reinforces local branding efforts, helps newcomers and delivery drivers know they've arrived, and can even have a traffic calming effect as drivers notice the signage and potentially slow down.

Additionally, well-designed gateways contribute to the rural aesthetic by potentially incorporating natural or historic elements reflective of the Township – they can be an expression of the Township's character (such as using stone or wood materials, or referencing agricultural heritage). This also includes directional signage inside the Township guiding people to parks, trailheads, historic sites, or community facilities, which improves navigation and showcases community assets.

ACTION 7.1: Design and install welcoming gateway signs at key entrances.

- The Township should identify major entry points into the Township (such as Pearl Road, Center Road, Substation Road, and Sleepy Hollow Road) and create distinctive gateway signs to welcome residents and visitors. The design process will incorporate community input and local character—such as natural stone, wood, or imagery of hills and farmland—to ensure the signs reflect the Township's rural identity. To maximize visibility, the Township will secure necessary easements or permits from property owners and coordinate with County/State agencies. Landscaping, lighting, and seasonal plantings will be added around each gateway to enhance appeal, and a clear maintenance plan will ensure these entry points remain tidy and inviting. Partnerships with community groups or sponsorships from local businesses may also be pursued to help maintain and beautify these areas.



ACTION 7.2: Incorporate local history and character into gateway and wayfinding design.

- To strengthen community identity, gateways and wayfinding signs will include elements that highlight the Township’s heritage and natural features—such as founding dates, agricultural themes, or native plant landscaping. Local artists and craftsmen may be invited to contribute unique touches like custom stonework or metalwork. Smaller wayfinding signs will also be installed throughout the Township to guide visitors to key destinations such as Plum Creek Park, the Township Hall, or historic churches. These will be designed to complement the gateway style, ensuring a consistent brand identity across all signage. By blending history, art, and function, the signage system will both orient visitors and tell the story of Brunswick Hills.

ACTION 7.3: Establish ongoing upkeep and community partnerships for signage.

- A gateway or wayfinding system is only effective if it remains attractive and functional over time. The Township should set up a maintenance program that covers landscaping care, lighting upkeep, and repairs from weather or wear. Volunteer groups, civic organizations, or adopt-a-sign sponsorship programs could be enlisted to share responsibility for planting and upkeep, building community pride. Through this ongoing stewardship, Brunswick Hills will ensure that its entrances and destinations consistently reflect a welcoming, well-cared-for image—sending the message that the Township values both residents and visitors alike.





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Chapter Four

IMPLEMENTATION PLAN



OVERALL IMPLEMENTATION

Successful implementation of the Comprehensive Plan will depend on an ongoing commitment from Brunswick Hills Township. This commitment involves establishing clear oversight, maintaining accountability, and aligning Township policies and budgets with the priorities outlined in this document.

- **Designated Oversight:** The Township should designate the Zoning Commission, or another appropriate body, to oversee the implementation process. While this group will not carry out individual tasks, it will be responsible for tracking progress, identifying priority actions, and coordinating with Township Trustees and staff. Their role is to ensure that the Plan remains a living document, guiding decisions and investments over time.
- **Annual Review and Reporting:** The designated group should conduct an annual review of the Comprehensive Plan's implementation. This review should document actions taken during the past year, assess progress toward the Plan's Vision and Goals, and recommend adjustments where necessary. These updates should be compiled as appendices to the Plan, creating a continuous and transparent record of progress that can be referenced in future decision-making.
- **Integration with Township Budgeting:** Priority implementation projects identified in the Plan should be incorporated into Township budget discussions. By ensuring these projects are presented well in advance, Trustees and staff can review them thoroughly and allocate resources appropriately. Aligning the Township's annual budget with the Plan's priorities will help transform recommendations into tangible outcomes.
- **Zoning Consistency:** Finally, the Township's zoning resolution should be updated to ensure consistency with the Comprehensive Plan. Specific zoning tools and regulatory updates identified in this chapter will provide the mechanisms needed to achieve the Plan's goals. Aligning land use regulations with the Township's vision ensures that future growth and development reinforce, rather than undermine, the community's long-term priorities.



IMPLEMENTATION MATRIX

The Implementation Matrix is a practical management tool that organizes and consolidates all of the Township’s priority recommendations into a single, accessible framework. For each action item, the Matrix identifies the potential partners, estimated timelines, estimated cost (if any) funding sources, and performance indicators. This level of detail ensures that the Comprehensive Plan is not just aspirational but actionable—providing a roadmap that Township Trustees, the Zoning Commission, staff, and community partners can use to guide day-to-day decision-making.

By centralizing this information, the Matrix creates a clear reference point for stakeholders. Township officials can use it to align policies and annual budgets with strategic priorities, while community organizations, local businesses, and residents can see where their involvement and resources can have the greatest impact. The Matrix also highlights key dependencies between projects, helping leaders anticipate challenges, allocate resources effectively, and pursue opportunities for collaboration. This structure improves accountability by setting benchmarks that can be tracked and reported on over time, ensuring that progress toward the Vision and Goals remains visible and measurable.

For Brunswick Hills Township, the Implementation Matrix is more than an administrative checklist—it is the backbone of the Township’s long-term growth management strategy. It ensures that preservation of rural character, infrastructure investment, quality of life improvements, and economic development initiatives are advanced in a coordinated and deliberate manner.

Finally, to support ease of use, a Key for acronyms and abbreviations used throughout the Matrix is provided on page 77. This reference helps ensure clarity for Township leaders, residents, and outside partners alike as they engage with the document.

Quality of Life

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 01: Expand and promote community engagement through a broader and more diverse range of events and activities.				
ACTION 1.1: Organize a community day to cultivate community pride.	Medium Term (3-6 years)	Medinda County Parks; Local Businesses & Churches; Medina County Visitors Bureau; Chamber of Commerce.	\$10k–\$35k/yr (sponsorships can offset); Staff time.	MC; CDBG; CVB
ACTION 1.2: Expand and diversify community events to reach a broader audience.	Short (pilot within 12 months); Ongoing.	Libraries; Cultural/Heritage Groups; Faith Groups; Senior Services; Food trucks/Vendors.	\$5k–\$25k/yr + staff time (programming, permits).	Sponsorships; CVB; OAC
ACTION 1.3: Foster community volunteer opportunities for local projects.	Short (1 to 3 years); Ongoing.	HOAs; Scouts; schools; service clubs; Keep Ohio Beautiful; Medina County Solid Waste District.	Staff Time	N/A
OBJECTIVE 02: Enhance communication with residents by implementing diverse and accessible methods to share information, solicit feedback, and foster engagement.				
ACTION 2.1: Develop a multi-channel communication strategy to reach all demographics.	Short (1-3 years)	Township Departments; Administrator; IT/web vendor; ; Brunswick School District	\$5k–\$20k (website refresh, templates); staff time.	General Fund; ARPA; Civic tech mini-grants
ACTION 2.2: Collaborate on a “Welcome to Brunswick Hills” packet for new residents.	Short (1-3 years)	Realtors; Chambers of Commerce; Utilities; Medina County Agencies.	Staff time for digital; \$1k–\$5k/yr for printed materials.	Ads/sponsorships; Local Businesses; GF
ACTION 2.3: Create and maintain a Township newsletter to strengthen resident outreach.	Short (1-3 years); Ongoing (quarterly print; monthly e-news).	USPS (Every Door Direct Mail); Local Print Shops; Township Departments; Residents	Print/mail \$3k–\$10k/issue; e-news platform \$0–\$1k/yr; staff time.	GF; sponsorship ads; Medina Co. CVB (for special events issues)

Quality of Life

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 03: Expand community greenspace and outdoor recreation opportunities in ways that support the Township's rural character and meet residents' needs.				
ACTION 3.1: Collaborate with Medina County Park District to expand outdoor recreation opportunities and trail connectivity.	Short-Term and Ongoing	Medina County Park District; Adjacent Municipalities; Property Owners; County Transportation Agencies.	Staff Time	ODNR ; Clean Ohio Trails; LWCF; NOACA TAP & CMAQ; developer easements; donations
ACTION 3.2: Incorporate community greenspace into the design of the future Township Facility.	Short Term (planning./ design) - Medium Term (Development).	Medina County Park District (advisory role), Medina County Soil & Water Conservation District (native landscape guidance), Local Civic Organizations, Local Landscaping & Design Firms, Eagle Scout / Student Project Partnerships	Cost tied to facility planning (integrated into site planning/ phasing)	ODNR Land/Water Conservation Fund; Clean Ohio Green; Community Volunteer Stewardship
OBJECTIVE 04: Preserve agricultural land, greenspace, and the Township's rural character while supporting thoughtful land use decisions.				
ACTION 4.1: Promote the use of conservation easements to protect farmland and green space.	Short-Term & Ongoing	Local landowners/farmers; Western Reserve Land Conservancy; Medina County SWCD; ODA Farmland Preservation; NRCS.	Staff Time	N/A
ACTION 4.2: Review Township development regulations to ensure they continue to support rural character and natural feature preservation.	Short-Term Review (1–3 years) with Ongoing updates as needed	Township Zoning Commission; Zoning Inspector; Medina County Planning.	Staff Time	N/A
ACTION 4.3: Maintain land use regulations that support agricultural operations and agritourism, and improve public awareness.	Short-Term & Ongoing	Ohio Dept. of Ag (agr. agencies); Medina County Health (for farm events); local agribusinesses/ landowners; Chamber.	Optional printed materials: \$200–\$1,000 depending on format	ODA agritourism support grants; USDA Rural Business Dev.
ACTION 4.4: Partner with agricultural preservation organizations for funding and education.	Short; Ongoing (annual workshops).	DA; USDA NRCS; land trusts (WRLC); Medina County; OSU Extension.	Staff Time	ODA/NRCS programs; Clean Ohio Green Space

Quality of Life

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 05: Strengthen the Township's community image and brand by promoting its unique assets through strategic marketing and engagement.				
ACTION 5.1: Enhance communication and outreach to support existing local businesses.	Short-Term Implementation (within 6–12 months) and Ongoing	Township Trustees; Chamber/CVB; Local business owners and business associations; Medina County Economic Development Corporation Ohio Small Business Development Center	Staff Time; Optional Promotional Materials: \$200–\$1,000 annually (if printing, signage, or spotlight graphics are created)	Medina Co. CVB
ACTION 5.2: Maintain an up-to-date, user-friendly Township website and social media presence.	Short; then Ongoing updates.	IT/web vendor; Township departments	\$10k–\$40k (website rebuild) + \$1k–\$5k/yr maintenance; staff time.	GF; ARPA residuals
ACTION 5.3 Co-market local attractions and events through partnerships.	Short; Ongoing (annual co-op ads, events).	City of Brunswick; Medina Co. CVB; Medina County Parks; local businesses.	Staff time; joint media buys (variable).	VB co-op programs;
ACTION 5.4: Gather feedback from residents on community image improvements.	Ongoing	Local Residents; HOAs	Staff Time	N/A

Quality of Life

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 06: Review and update the Township’s zoning resolution to align with the Comprehensive Plan, and strengthen enforcement and customer service in zoning processes.				
ACTION 6.1: Assess and adjust zoning regulations for consistency with plan goals.	Short (1-3 years)	Township Zoning Commission; Zoning Inspector; Legal Counsel; Planning Consultant	\$30k–\$60k (scope-dependent code rewrite).	NOACA TLC; County Planning Aid
ACTION 6.2: Promote zoning education and implement a fair compliance strategy.	Short Term (begin within 1 year) & Ongoing	Township Zoning Department (staff); Township Trustees; Residents; Business Owners	Staff Time	N/A (focus on education/outreach)
ACTION 6.3: Streamline the zoning permit application process with user-friendly tools.	Short (1-3 years)	IT Dept; vendor; all Relevant departments (Zoning, Road, Fire).	\$2k–\$10k/yr (software); Staff Time.	GF; ARPA; e-government mini-grants
OBJECTIVE 07: Support reinvestment and growth in existing commercial corridors to strengthen and support the local economy.				
ACTION 7.1: Collaborate with economic development partners to promote opportunities along Pearl Road.	Short-Term (within 1 year) & Ongoing	Medina County Economic Development Corp; Chamber of Commerce; strategic consultants (e.g. Retail Strategies)	Staff Time; Minor Marketing Costs; Dependent on Consultant	Medina County; GF
ACTION 7.2: Support reinvestment and redevelopment of underutilized commercial properties.	Medium-Term (3–6 years)	Property Owners; Medina County Economic Development Corp; Local Developers/Contractors	Staff Time; Costs vary by Project	State/County grants (e.g. CDBG); Private Investment
ACTION 7.3 Connect small businesses to external resources and funding opportunities.	Short-Term (1–2 years) & Ongoing	Ohio Small Business Development Center; Medina County Economic Development Corp; Chamber of Commerce	Staff Time	N/A (facilitating use of external programs)

Quality of Life

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 08: Maintain appropriate public safety service levels as the community evolves.				
ACTION 8.1: Develop a long-term staffing and recruitment strategy.	Short (plan); Medium (hire)	Township Police/Fire Departments; Local academies, OPOTA, Fire Marshal, schools, career centers	~\$60–80K/hire; Township share under grants: ~\$15K–\$20K/year per hire	SAFER, COPS Hiring, state responder grants,
ACTION 8.2: Pursue state and federal funding for facilities, vehicles, and equipment.	Short (apply); Medium (buy/build); Long (large projects)	Township Police/Fire Departments; FEMA; USDA; Medina EMA; Ohio State Fire Marshal	Staff Time; \$40K–\$1M+ per asset; 0.5–1 FTE or \$5K–\$15K for grants	AFG, SAFER, USDA, VFA, local capital funds
ACTION 8.3: Continue community outreach and public engagement efforts.	Ongoing	Township Police/Fire Departments; Medina County; Local Businesses; Local Orgs; Residnets	Staff Time	DOJ COPS grants, EMPG, local sponsors/fundraisers
OBJECTIVE 09: Support and promote the Township's rural heritage and community history.				
ACTION 9.1: Explore establishing a local heritage or historic preservation advisory committee	Short-Term (6–12 months to explore formation; ongoing if adopted)	Interested residents; Brunswick Area & Medina County Historical Society; Local Churches; Local orgs	Staff Time	N/A
ACTION 9.2: Integrate local history into community gateways, signage, and public spaces	Short (site screening) - Medium (acquisition/design).	Brunswick Area & Medina County Historical Society; Local artists; Local Students; Local farms or Property Owners	Roughly \$10K–\$40K for design and initial signage phase (plus staff time)	Ohio Humanities Council; Ohio History Connection; Medina County Arts & Culture
ACTION 9.3 Continue to promote and support community heritage events and storytelling initiatives.	Short-Term and Ongoing	Brunswick Area & Medina County Historical Society; Local churches and civic groups; Veterans Groups, Senior Organizations	Staff Tme	In-kind partnerships (local volunteers contribute content, stories, programs)

Transportation / Infrastructure

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 01: Proactively manage traffic growth and relieve congestion on key roadways through targeted upgrades, better traffic control, and regional coordination.				
ACTION 1.1: Improve traffic safety and flow through collaboration with regional partners.	Short Term (initiate planning); Medium-Long (phased projects)	Medina County Engineer's Office; ODOT District 3; NOACA (regional MPO); Neighboring Jurisdictions	Costs vary by Project	NOACA safety grants; ODOT safety funds; GF (match)
OBJECTIVE 02: Implement measures to reduce speeding on residential and Township roads, enhancing safety and neighborhood quality of life.				
ACTION 2.1: Identify high-speed corridors and install traffic calming features.	Short Term (1–3 years)	Township Road/ Service Dept; Medina County Engineer	~\$10K–\$50K for calming measures (signage, speed humps) per site	State safety Grants; County Road Funds
ACTION 2.2 Promote road safety through public education and proactive design.	Short Term & Ongoing	Brunswick Hills Police Department; Medina County Sheriff; Road Department	Staff time (education campaigns)	N/A (integrated into safety programs)
OBJECTIVE 03: Improve access to public transportation and promote awareness of available transit services to reduce dependence on personal vehicles.				
ACTION 3.1: Increase public awareness of Medina County Public Transit (MCPT) and RTA offerings.	Short Term (launch outreach within 1 year) & Ongoing	MCPT; RTA; Residents; Social Service Agencies	~\$1K–\$5K for marketing materials (flyers, digital ads); Staff Time	MCPT outreach funds; RTA support
ACTION 3.2: Work with transit providers and residents to identify service gaps and expansion opportunities.	Medium-Term (3–6 years)	MCPT; RTA; Local Residents; Medina County Commissioners	\$15K–\$30K for transit service study (if consulting)	ODOT/ FTA Grants; NOACA Technical Assistance
ACTION 3.3: Maintain an active Township presence in regional transit and transportation planning forums.	Ongoing	Township Representatives; NOACA; Medina County; Regional Transit Alliances	Staff Time (attendance at meetings)	N/A (coordination effort)

Transportation / Infrastructure

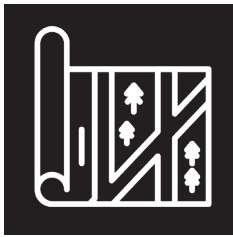
RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 04: Develop a comprehensive network of sidewalks, trails, and on street bicycle/pedestrian connections to enhance community mobility and walkability.				
ACTION 4.1: Work with strategic partners to create a township-wide sidewalk and trail inventory to pinpoint gaps.	Short Term (map audit within 1–2 years)	Service Dept; Medina County Planning Dept (GIS);	\$10K–\$20K (if using consultant or GIS support)	NOACA TLCI grant; Ohio Walk/Bike grants
ACTION 4.2: Partner with Medina County and neighboring municipalities to expand greenways and multi-use trails.	Medium Term (3–6 years)	Medina County Park District; Adjacent Jurisdictions; NOACA	\$50K+ per mile (planning & easements) – highly variable by project	NOACA (TAP) Grants; Clean Ohio Trails Funds
ACTION 4.3: Work with developers and HOAs to establish walking path connections between neighborhoods and amenities.	Ongoing (as development occurs)	Township Zoning Commission/Dept; Local Developers; HOAS	Cost borne by developers through development requirements	N/A (developer responsibility via subdivision regulations)
ACTION 4.4: Establish and expand dedicated bike lanes and paved shoulders.	Long Term (10+ years, phased)	ODOT; Medina County Engineer; NOACA	\$50K+ per mile of bike lane (varies by road width); integrated into road rehab projects	NOACA CMAQ Grants; ODOT Funds; STBG
OBJECTIVE 05: Ensure transportation planning aligns with community growth and secure necessary funding for long-term improvements.				
ACTION 5.1: Coordinate closely with ODOT, NOACA, and Medina County on long-range transportation plans.	Ongoing	ODOT; NOACA; Medina County Engineer; Regional Transportation Planners	Staff time (data sharing, attending planning meetings)	N/A
ACTION 5.2: Pursue state and federal transportation grants to support infrastructure improvements.	Short Term (apply in next funding cycles); Ongoing	Township Departments; Medina County Engineer	Staff Time (grant applications)	ODOT grants; NOACA funds; USDOT grants
ACTION 5.3: Explore public-private partnerships for key transportation projects.	Long Term (10+ years, phased)	Local Developers; Medina County Engineer	Staff Time (Negotiations)	N/A (case-by-case partnership agreements)

Transportation / Infrastructure

RECOMMENDATION	TIMEFRAME	POTENTIAL PARTNERS	ESTIMATED COST	FUNDING SOURCE
OBJECTIVE 06: Ensure safe, well-maintained roads that support mobility, prevent deterioration, and meet the Township's growth needs.				
ACTION 6.1: Improve the Township's Road Maintenance Plan with a detailed inventory and prioritization system.	Short; update Ongoing (every 2–3 yrs).	Service Dept; Medina Co. Engineer; consultant.	\$15k–\$60k.	OPWC; GF.
ACTION 6.2 Establish a Comprehensive Preventative Maintenance & Capital Improvement Program (CIP).	Short (adopt CIP) - Ongoing updates.	Township Departments; Fiscal Officer; Medina Co. Engineer.	\$150k–\$500k/yr (scale-dependent).	PWC; OPWC; NOACA STBG; bonds (if needed)
ACTION 6.3: Coordinate with the Medina County Engineer and ODOT for aligned improvements and funding partnerships.	Ongoing	Medina Co. Engineer; ODOT.	Staff Time	N/A
OBJECTIVE 07: Enhance community identity and aesthetics through attractive gateway signage and landscaping at Township entrances.				
ACTION 7.1: Design and install welcoming gateway signs at key entrances.	Short (design) - Medium (install).	County/ODOT (ROW permits); property owners; landscape contractors; local artists.	\$25k–\$75k per gateway (sign, lighting, landscaping).	CVB (visitor branding)
ACTION 7.2: Incorporate local history and character into gateway and wayfinding design.	Medium (plan and rollout).	Medina County Historical Society; artists; Medina Co. Park District; fabrication vendors.	\$40k–\$150k (design + initial signage phase).	Arts/ cultural grants; CVB; GF
ACTION 7.3: Establish ongoing upkeep and community partnerships for signage.	Ongoing	Service Dept; civic groups (Garden Clubs, Scouts); sign sponsors.	\$2k–\$8k per gateway/yr; staff time.	Sponsor

ACRONYM TABLE

Acronym	Full Name	Description
GF	General Fund	Township would cover the cost directly from its regular operating budget, instead of relying on external grants or special revenue sources.
MC	Medina County	Provides countywide services such as planning, engineering, utilities, parks, and transit that support township initiatives.
MCOEDC	Medina County Office of Economic Development Corporation	Works with communities and businesses to retain, expand, and attract employers.
MCPT	Medina County Public Transit	Operates countywide bus services, including demand-response and fixed-route transit.
MC SWCD	Medina County Soil & Water Conservation District	Provides technical assistance to landowners and local governments on soil, water, and conservation practices.
CVB	Medina County Convention & Visitors Bureau	Promotes tourism, events, and community branding to attract visitors.
WRLC	Western Reserve Land Conservancy	Regional nonprofit that helps conserve farmland, open space, and natural areas.
NOACA	Northeast Ohio Areawide Coordinating	The metropolitan planning organization (MPO) for Northeast Ohio, managing regional transportation and air quality planning and funding.
TLCI	Transportation for Livable Communities Initiative	NOACA grant program that funds local transportation, land use, and community design studies.
Team NEO	Team Northeast Ohio	Regional economic development network aligned with JobsOhio to attract and grow businesses.
SBDC	Small Business Development Center	Provides technical assistance, training, and resources to small businesses.
ODNR	Ohio Department of Natural Resources	Manages state parks, nature preserves, and grant programs for outdoor recreation and conservation.
OAC	Ohio Arts Council	Provides grants to support arts, cultural programming, and performances.
ODA	Ohio Department of Agriculture	Administers farmland preservation and agritourism programs.
CDBG	Community Development Block Grant	HUD program for housing, infrastructure, and public service projects (administered locally by counties).
Clean Ohio	Clean Ohio Fund	State grant program for green space conservation, farmland preservation, and recreational trails.
CMAQ	Congestion Mitigation & Air Quality Program	FHWA program supporting traffic flow, transit, and multimodal projects that reduce emissions.
TAP	Transportation Alternatives Program	FHWA program for trails, sidewalks, and bike/pedestrian improvements.
ACEP	Agricultural Conservation Easement Program	USDA program for farmland and wetland conservation easements.
AEPP	Agricultural Easement Purchase Program	ODA program for preserving Ohio farmland.
STBG	Surface Transportation Block Grant	FHWA flexible funding for local transportation projects.
OPWC	Ohio Public Works Commission	Provides grants and loans to local governments for roads, bridges, water, sewer, and stormwater projects.



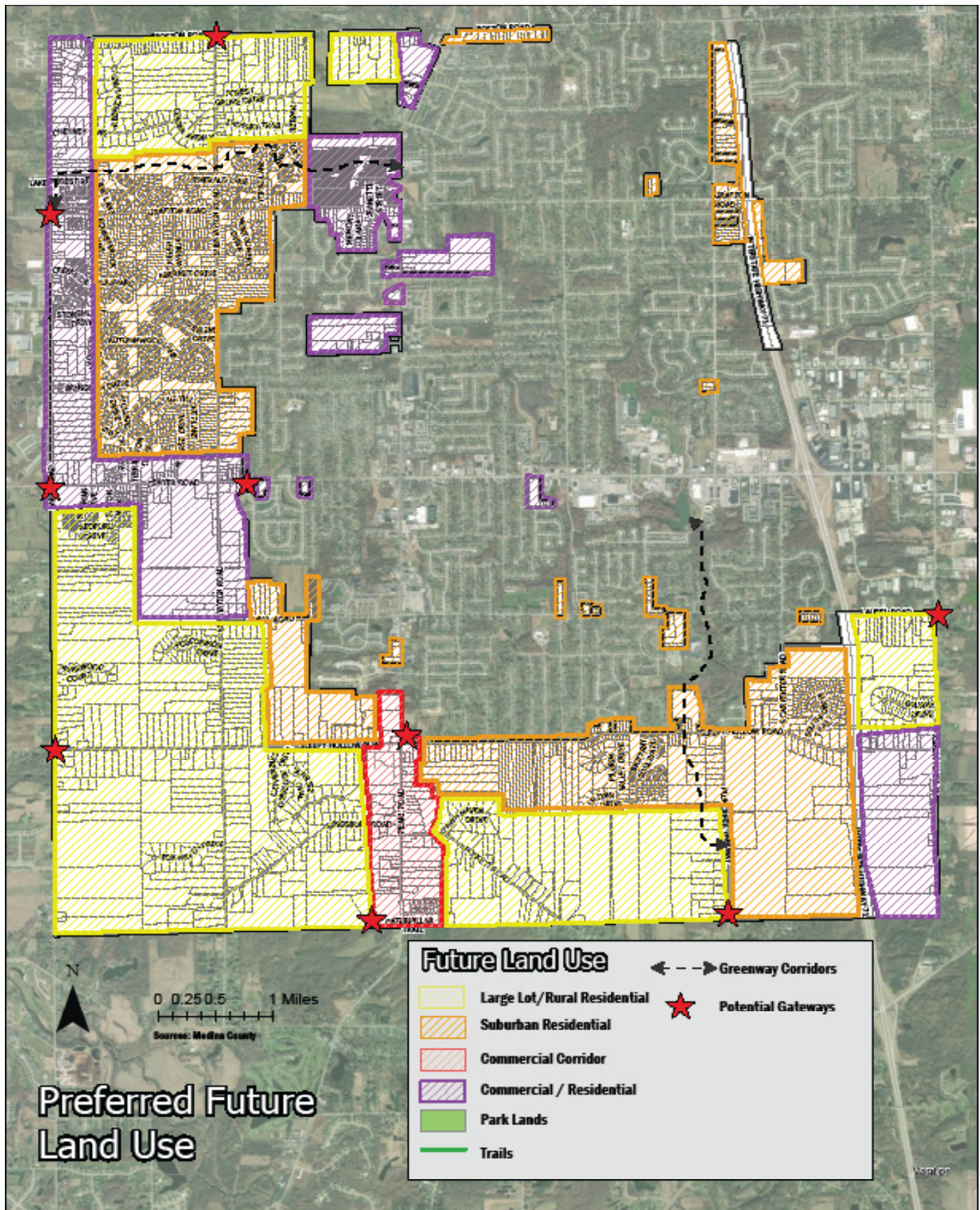
PREFERRED FUTURE LAND USE

Brunswick Hills Township's Preferred Future Land Use highlights strategic opportunities to guide growth, preservation, and community investment. Shown on the Preferred Future Land Use (Map 4), these areas illustrate both current land use patterns and the desired development vision, focusing attention on where rural residential, suburban residential, commercial corridors, or mixed-use development can best serve the Township. Unlike zoning regulations, this map is advisory—it reflects community input and planning analysis to identify where preservation, enhancement, or carefully managed growth should occur in order to align with the Township's vision and character.

As a growing suburban-rural community, Brunswick Hills will experience change gradually. Some areas may not immediately reflect long-term aspirations, but transitions will occur incrementally through redevelopment, infrastructure extensions, and market demand. This phased approach ensures that growth enhances the Township's identity while preserving farmland, open space, and natural features. Careful stewardship of land use change will maintain the community's rural character, even as new development responds to modern needs.

The map also highlights greenway corridors and gateway improvements as central priorities. Greenways focus on environmentally sensitive areas and stream corridors, creating opportunities for trails, recreation, and habitat protection while linking neighborhoods and parks. Gateways mark the Township's entry points—such as along Pearl, Center, Boston, and Substation Roads—and should be enhanced with signage, landscaping, and design features that define a strong sense of arrival. By focusing growth, recreation, preservation, and visual identity in these areas, Brunswick Hills can direct resources toward projects with the greatest impact, ensuring sustainable development and a stronger quality of life for residents.

Map 4: Preferred Future Land Use





The Preferred Future Land Use Map provides a framework for how Brunswick Hills Township should grow and evolve over time. Its purpose is to illustrate the desired mix of residential, commercial, mixed-use, and open space areas in a way that balances new development with the preservation of rural character and natural resources. By outlining where different types of uses are most appropriate, the map serves as a guide for Township leaders, property owners, and residents to make informed decisions that align with the community's long-term vision.

Large Lot Rural Residential (Yellow)

- The Rural Residential areas are designed to preserve Brunswick Hills Township's agricultural heritage, natural landscapes, and scenic character. They encompass farmland, woodlots, wetlands, and large-lot housing that maintain the Township's open and rural feel. These areas are defined by low-density residential development—typically featuring one- to two-acre minimum lot sizes—and often rely on private wells and septic systems that naturally limit higher-intensity growth. Maintaining these areas protects groundwater recharge zones, prevents suburban sprawl, and safeguards the Township's rural identity. They also provide a transition between suburban neighborhoods and active agricultural operations, helping reduce conflicts between residents and working farms while supporting property values, wildlife habitat, and natural stormwater management.
- Future development within these districts should remain minimal and carefully managed to maintain their intended character. New subdivisions should adhere to large-lot standards or utilize conservation design, where homes are clustered on smaller portions of land in exchange for permanently preserved open space. To ensure lasting protection of these landscapes, the Township should reinforce these standards through zoning, subdivision regulations, and partnerships with local land conservancies or farmland preservation programs.





Suburban Residential (Orange)

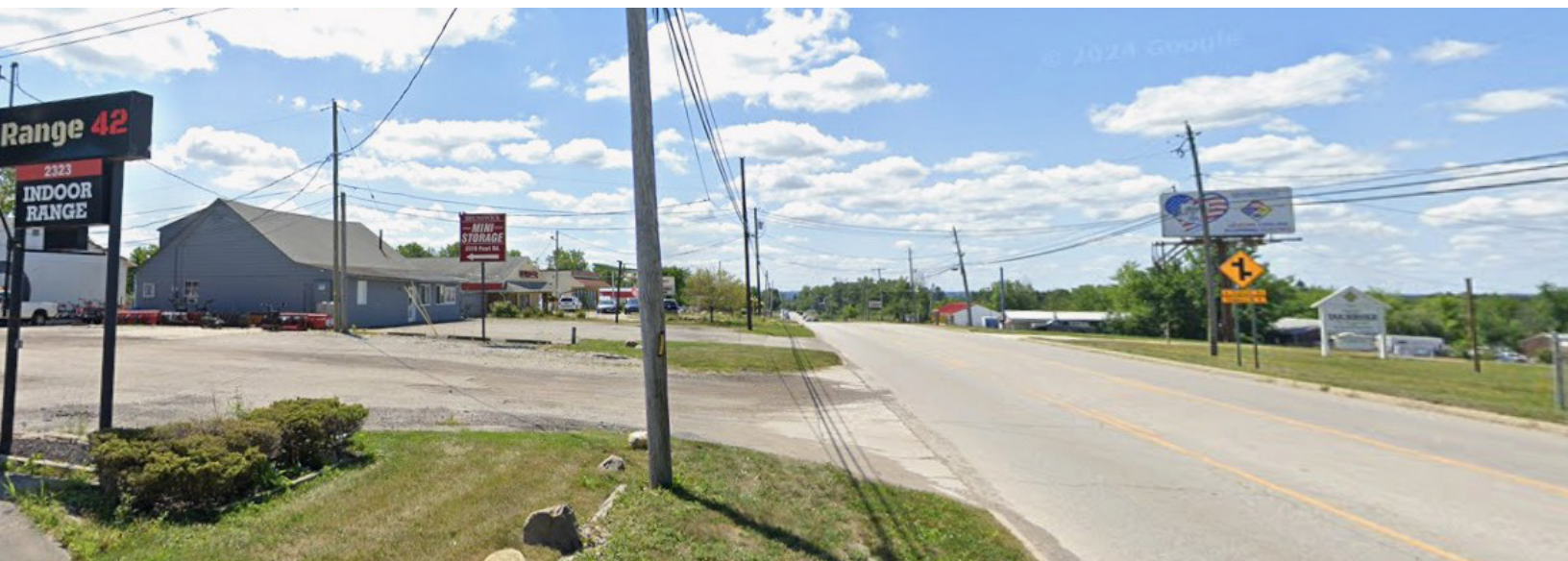
- Suburban Residential areas represent Brunswick Hills' growing neighborhoods, providing housing options for families, young professionals, and seniors. These areas typically include single-family subdivisions, cul-de-sacs, and some multi-family or attached housing, often supported by paved roads and, in some cases, water or sewer service
- Suburban Residential areas are critical for meeting housing demand and offering lifestyle options beyond large rural lots. They allow the Township to attract and retain residents at different stages of life while ensuring more efficient use of infrastructure. Well-designed suburban neighborhoods enhance quality of life by offering sidewalks, parks, and community connections. These areas also support schools and local businesses by concentrating population near key services.
- New suburban neighborhoods should emphasize connectivity—with sidewalks, trails, and multiple access points linking subdivisions to one another and to parks or commercial areas. Housing diversity is encouraged: while single-family homes will remain the primary use, patio homes, duplexes, or townhomes can be incorporated to meet demand for aging residents downsizing or younger residents seeking starter homes. Thoughtful landscaping, open space preservation, and integration with adjacent land uses will ensure suburban areas remain attractive and sustainable.





Commercial Corridor (Red)

- The Commercial Corridor is focused along Pearl Road (U.S. Route 42), the Township's primary business district and most visible transportation corridor. It is home to retail, restaurants, offices, and services that meet local and regional needs. Because of its visibility and economic role, the corridor is a key driver of tax revenue, jobs, and community identity.
- A vibrant commercial corridor reduces the need for residents to leave the Township for shopping and dining, supports local businesses, and generates revenue for infrastructure and services. Improving the corridor also enhances Brunswick Hills' image, since Pearl Road is the first impression many visitors and commuters encounter. The corridor's success benefits both residents and the Township by creating a more self-sufficient and economically resilient community.
- Redevelopment along Pearl Road should emphasize design quality and functionality. This includes landscaping, updated signage, building façade improvements, and access management strategies (such as shared driveways or service roads) to reduce congestion. Over time, older or underutilized sites can be redeveloped into more modern, attractive, and efficient business centers. The Township should also explore mixed-use nodes along the corridor where residential and commercial uses can blend to create walkable destinations.





Commercial and Residential (Purple)

- These areas are envisioned as flexible districts where housing, small-scale retail, offices, and community services coexist in a coordinated, compact pattern. They act as transition zones between purely residential neighborhoods and more intense commercial corridors, providing opportunities for walkable, people-oriented places that bring daily needs closer to residents.
- These areas diversify both the housing stock and the Township's economic base. They provide housing options for young professionals, empty nesters, and seniors seeking alternatives to single-family homes, while also supporting local businesses. By allowing small-scale retail and residential to share space, these areas reduce car trips, encourage community interaction, and foster a village-like feel. Benefits include greater housing choice, stronger local businesses, and enhanced community identity.
- Commercial/Residential development in Brunswick Hills Township may take the form of neighborhood plazas with upper-floor apartments or surrounding residential units, live/work townhomes, or compact clusters of housing with corner retail. Successful examples from other communities often feature walkable streetscapes, outdoor gathering spaces, and shared parking areas. These areas must be carefully designed with buffers to protect nearby single-family neighborhoods while promoting vibrancy and activity. Over time, these areas can become community hubs, offering both convenience and character within the Township.





Gateways (Stars)

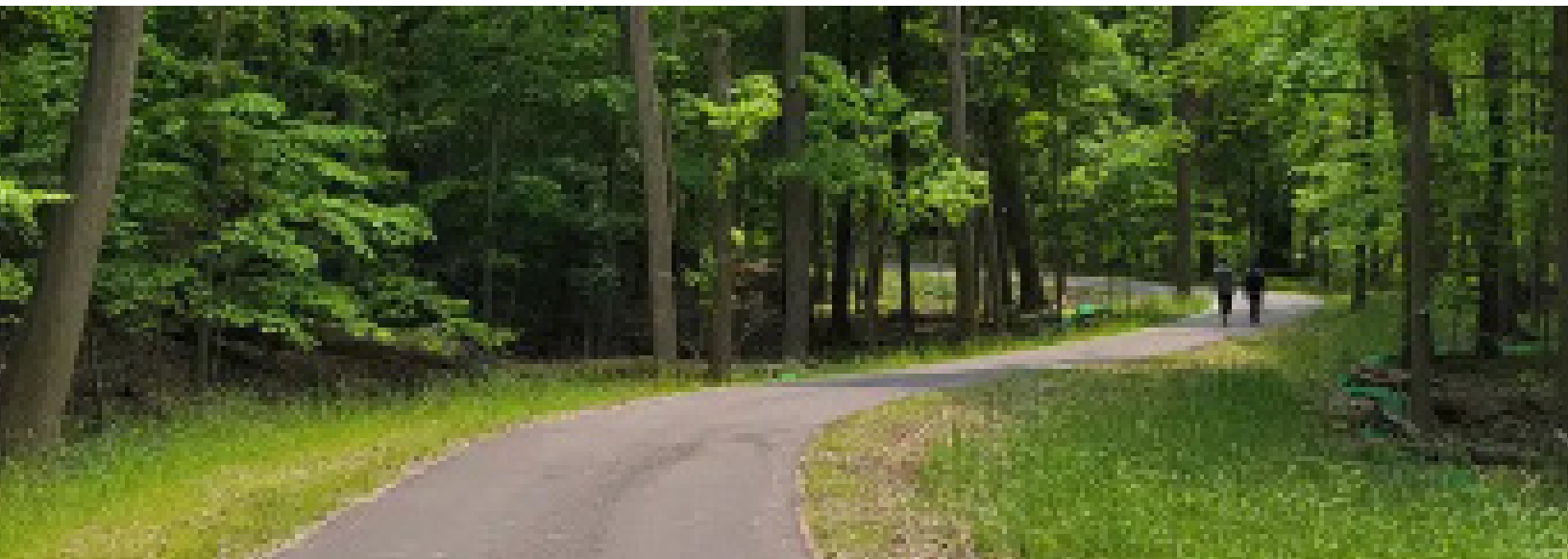
- Gateways are the welcoming thresholds into Brunswick Hills Township—distinctive entry points that shape first impressions for residents, commuters, and visitors alike. These areas serve as visual markers that communicate community pride and identity through coordinated design elements such as signage, landscaping, lighting, and streetscape improvements. By creating consistent, attractive entrances, Brunswick Hills can project a unified image that reflects its small-town character and growing vitality.
- This directly builds upon Objective 5 of the Infrastructure chapter, which emphasizes the development of vibrant and welcoming signage at key community entry points. Well-designed gateways along major routes—such as Pearl Road, Center Road, and Boston Road—can incorporate distinctive Township branding, natural stone or brick features, native plantings, and tasteful lighting to ensure visibility and year-round appeal. These improvements not only provide a sense of arrival but also signal to motorists and pedestrians that they are entering a cohesive and cared-for community.
- Beyond visual impact, gateways can serve functional and placemaking roles. Many communities enhance their entrances with pocket parks, small plazas, or trailheads, creating gathering spots that invite people to stop and engage. The Township could take a similar approach by integrating its gateway improvements with greenway and streetscape enhancements, strengthening both connectivity and community identity. Over time, these efforts will create memorable, high-quality entrances that celebrate Brunswick Hills’ rural charm, its neighborhoods, and its welcoming spirit—marking the Township as a destination in its own right.





Greenway Corridors (Dotted Line)

- Greenway Corridors form the natural and recreational framework of Brunswick Hills Township's open space network. These linear landscapes follow creeks, wooded areas, and natural drainageways to create continuous green connections between neighborhoods, parks, and key community destinations such as Plum Creek Park. They help preserve scenic views, protect sensitive environmental features, and provide opportunities for walking, biking, and enjoying nature close to home.
- A key component of this network is the Plum Creek Greenway Corridor, which should continue to be supported, expanded, and connected to nearby parks, schools, and neighborhoods. Strengthening this corridor will not only enhance recreation and mobility but also protect valuable riparian areas that contribute to the Township's natural beauty and ecological health.
- Beyond Plum Creek, the Township can explore establishing additional greenway linkages—such as a corridor from Princess Ledges through the surrounding open spaces and residential developments. This would provide safer, more convenient pedestrian and bicycle access between parks, subdivisions, and other community amenities. By integrating trail easements or shared-use paths into future development, Brunswick Hills Township can gradually build a connected Township-wide greenway system that blends recreation, conservation, and community identity.





Chapter Five

APPENDICES



ADDITIONAL RECOMMENDATION DETAILS

Additional Event Opportunities

January

- Winterfest (snow necessary)
- bonfire, sleddings, snow sculptures, s'mores, carriage rides
- Winter picnic in a park

February

- Valentines Day
- Black History Month
- National Bird Feeding Month - winter bird hike, education on best bird feeding methods for winter

March

- St. Patrick's Day
- Community Clean-Up Day
- Cultural Food Festival

April

- Easter Egg Hunt/Flashlight Egg Hunt
- Easter Bunny Walk
- First Day of Trout - OH Fish Commission presentation

May

- Mother's Day Activities
- Garden Planting - warm weather crops
- Memorial Day

June

- Flag Day
- Beginning of Summer - water related activities
- National Fishing Day (Fishing Tournaments)

July

- Summer picnic in a park
- Parks & Recreation Month
- Christmas in July

August

- Geocaching - utilize local businesses or points of interest in the City
- Back to School

September

- Labor Day
- National Grandparents Day

October

- Halloween Party
- Haunted Walk
- Costume Contests

November

- Veterans Day
- Friendsgiving - potluck
- Diwali Celebration (note: this holiday changes depending on the lunar month)
- Warm Clothing Drive

December

- Holiday Light Scavenger Hunt
- Hanukkah Celebration
- Kwanzaa Festival



Similar Development Regulations

Open space requirements are an essential tool for maintaining community character, protecting natural resources, and ensuring that growth occurs in a sustainable, visually appealing way. By setting clear standards in zoning and subdivision codes—such as requiring a percentage of total site area to remain as permanent green space or allowing cluster design options—communities can balance development with land preservation. These policies not only conserve farmland, woodlands, and scenic views but also reduce infrastructure costs, enhance property values, and protect water quality and wildlife habitat. Brunswick Hills Township can draw from several Ohio examples that successfully combine open-space preservation with flexible, market-viable design.

Geauga County Model Township Zoning Resolution – Provides template language for “public or private open space” within planned residential and conservation developments. It defines standards for open-space size, ownership, and long-term maintenance, giving townships a ready framework to adapt.

Montville Township (Medina County) – Requires new residential developments to preserve natural features and integrate usable open space. The Township’s zoning text links minimum open-space ratios to density bonuses in conservation subdivisions, encouraging preservation without reducing development potential.

Clearcreek Township (Warren County) – Uses an “Open Space Rural Residence (OSR-1)” district to protect rural landscapes while permitting low-density housing. The zoning code mandates permanent conservation easements and establishes specific design criteria for clustering homes around shared green areas.

Medina County Subdivision Regulations – Promote open-space preservation, tree retention, and the inclusion of green corridors in all major subdivisions. These standards reinforce rural character and help implement the county’s broader greenway and watershed protection goals.

Brunswick Hills Township can draw from these Ohio examples to craft open-space standards that fit its rural character and growth objectives. By combining a large-lot baseline (one- to two-acre minimums) with cluster or conservation design options, the Township can preserve scenic landscapes, protect sensitive natural areas, and provide meaningful green connections between neighborhoods. Incorporating clear requirements for open-space ratios, ownership, and long-term maintenance—modeled on successful local precedents—will ensure that new development supports the Township’s vision for balanced, sustainable growth.



Marketing Programs or Ideas

The following “programs” could be developed and promoted through the Brunswick marketing strategy:

Green Gateways Program - Enhance the Township’s entrances with landscaped gateway features that incorporate native plants, natural stone, and interpretive signage highlighting Brunswick Hills’ rural heritage, parks, and trail system.

Healthy Living and Trails Program - Capitalize on the Township’s expanding trail and park network (like Plum Creek and Princess Ledges) by marketing a wellness brand around recreation, health, and nature. Events such as “Walk Brunswick Hills Week,” guided nature hikes, or family-friendly fitness challenges could spotlight Township amenities while promoting local businesses.

Heritage & Agritourism Program - Leverage the Township’s semi-rural roots by highlighting local farms, orchards, or markets through seasonal events like harvest festivals, farm-to-table dinners, or “Open Farm Days.” Market these activities as part of a broader agritourism experience that pairs with nearby parks and natural attractions.

Creative Commons Program - Encourage temporary and flexible use of Township-owned land, vacant storefronts, or public gathering spots for community-building. This could include weekend “pop-up” artisan markets, food truck rallies, maker spaces, or outdoor performances.



Barn-N-Bunk Farm Market; Trenton, OH



Plum Creek Greenway; Brunswick, OH



Pop-up Markets; Noble County, OH



Bike Lane Designs

BIKE FACILITIES

Trails & Side Paths
Off-road facilities intended exclusively for bicycles and pedestrians. The majority of trails and side paths accommodate both user groups, so cyclists should expect slower-moving persons.

Bike Lanes
Bike Lanes are distinguished from motor vehicle traffic by a single white line. Direction of travel is indicated by arrows marking the lane.

Routes and Sharrows
Bike routes are typically identified with signs, while a sharrow is a bicycle symbol paired with a double chevron marked onto the pavement. Routes and sharrows both remind motorists to expect cyclists on the road.

Recommended Rides
Roads without designated bike infrastructure, but are low speed and primarily residential. The recommended rides are designed for beginner cyclists and connect to many local destinations.

SHARING THE TRAIL

DON'T BIKE DISTRACTED. Avoid using headphones and always be aware of others, especially dogs and children.

DON'T SPEED THROUGH CROSSINGS. Always slow down and remember that people walking have the right of way.

KEEP TO THE RIGHT. Yield to people walking when passing and slow down when the trail is busy.

ALERT OTHERS WHEN PASSING. Sound a bell or call out when approaching people walking or biking more slowly. Pass safely on the left.

"Passing on your left."

SHARING THE ROAD

Bike lanes are **ONE WAY**. Travel in the direction of traffic.

Don't ZIG-ZAG in/out of traffic. Ride in a straight line.

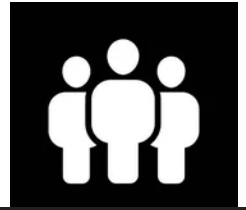
Avoid the **DOOR ZONE**. Ride at least 3 feet from parked cars.

Be alert for transitions from Bike Lanes to general use lanes.

On sidewalks, watch for cars entering or exiting driveways and parking lots, and walk bike in crowded areas.

Turn left either:
1. as a car would, or
2. stay to the right, stop in front of the lane in the direction you want to go, and cross with the next light.

This graphic provides a clear, easy-to-follow guide on how to safely bike, share trails, and navigate roads. It highlights different types of bike facilities—such as trails, side paths, lanes, and sharrows—so riders know what to expect in various settings. Safety reminders emphasize the importance of staying alert, yielding to pedestrians, slowing at crossings, and avoiding distractions. On the road, cyclists are advised to ride in the direction of traffic, avoid weaving between cars, watch for parked car doors, and use clear signals when turning. Overall, the guide promotes safe, predictable, and respectful biking behavior to keep cyclists, drivers, and pedestrians safe.



PUBLIC OUTREACH

To maximize participation from Township residents, stakeholders, and other interested parties, Brunswick Hills Township used multiple outreach methods throughout the planning process. These efforts ensured a broad range of voices shaped the Comprehensive Plan.

Appointed Steering Committee

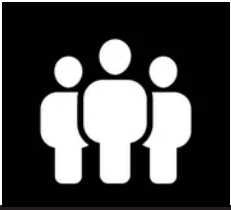
- The consultant team held regular meetings with the Steering Committee to review draft materials, provide feedback, and guide outreach efforts. The committee's input was instrumental in aligning the plan with community values and priorities. These sessions were held as open to the public and had several residents participate throughout the process.

Stakeholders

- Key stakeholders were interviewed and surveyed to capture local expertise and perspectives. Participants included Township officials, County representatives, realtors, agricultural business owners, social service providers, and community organizations. Stakeholders highlighted Brunswick Hills' strongest assets—its rural character, agriculture, small-town charm, greenspace, and history—while also pointing to challenges such as traffic congestion, speeding, overdevelopment, pedestrian safety, and the need for agricultural-friendly zoning and expanded recreational opportunities.

Public Survey

- An initial public survey was released in 2024 and generated over 450 responses—a strong turnout that reflected deep community interest.
- Respondents were overwhelmingly homeowners (92.7%), with most living in single-family homes. Survey participants identified the Township's top strengths as community safety, police and fire services, housing quality, community image, and access to groceries. Weaknesses included traffic flow and safety, pedestrian/bike safety, limited restaurants and shopping, and lack of public transportation.
- Residents ranked water access and availability (87.9% important/very important) and greenspace and rural atmosphere (over 86% important/very important) as critical values.



Public Survey

- The top changes residents wanted to see were addressing traffic problems, limiting overdevelopment, preserving greenspace, improving walkability and recreation, and strengthening communication with residents. Favorite community features included the Township’s rural small-town feel, police/fire/EMS, greenspace, proximity to regional amenities, no city taxes, and the people themselves.

Public Input Session

- A public input session featured a “money exercise,” where participants allocated resources to rank priorities. High-priority actions included improving traffic safety, maintaining rural character, preserving greenspace, enhancing communication, expanding parks and recreation, and addressing zoning and development concerns. Residents were also asked to give comments on the future vision of the Township and for any changes to the Preferred Future Land Use Map.



RESOLUTION

RESOLUTION TO ESTABLISH THE COMPREHENSIVE PLAN FOR BRUNSWICK HILLS TOWNSHIP

NO. 27-2026

WHEREAS, Brunswick Hills Township has a Comprehensive Plan dated November, 2025;

WHEREAS, Brunswick Hills Township organize a committee to update the plan starting in 2024;

WHEREAS, the Township has provided public input sessions regarding the update to the comprehensive plan; and

WHEREAS, the Zoning Commission of Brunswick Hills Township have recommended approval of a new comprehensive plan.

BE IT THEREFORE RESOLVED THAT Brunswick Hills Township shall adopt the new Comprehensive Plans dated 2026 and prepared with assistance by Mackin Engineering and Consulting as of the date this resolution is approved by the Board of Trustees.

Thomas DeCastra offered and moved for adoption of Resolution 27-2026. Duly seconded
Ryan Nixon

Adopted this 10th day of February 2026.

Voting:

R. Nixon YES T. DeCastra YES T. Destro YES

Ryan Nixon

Tony Destro

Thomas
DeCastra

Certified by:

Bob Roksandich, Fiscal Officer