Join us! Be a part of creating...

MID TOWN

NEIGHBORHOOD Our Vision

MidTown Neighborhood Vision Plan

This Plan will translate the vision, hopes, dreams, and priorities of MidTown community members into tangible and realistic actions for the next **5 years**.

Objectives:

- Create an identity for MidTown districts and corridors
- Connect the neighborhood physically and socially
- Integrate ongoing community initiatives & partnerships
- Align development & planning efforts into a cohesive whole that reflects a core **commitment to equitable and inclusive growth**

Welcome!

¡Hola!

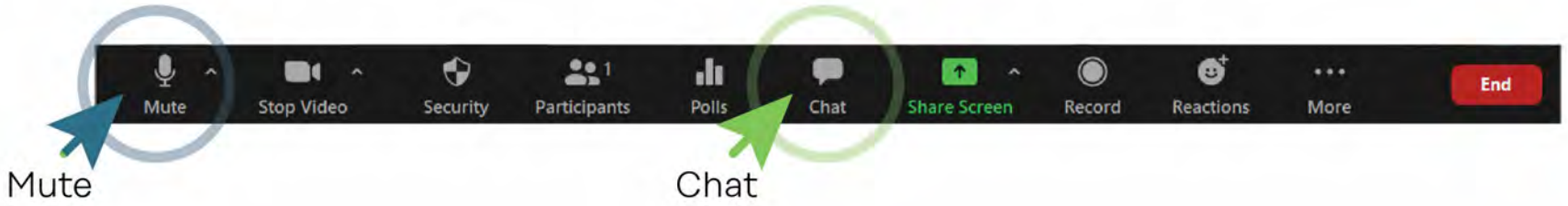
HELLO!

HELLO

my name is

Use the chat box to share your:

Name & Relationship to MidTown

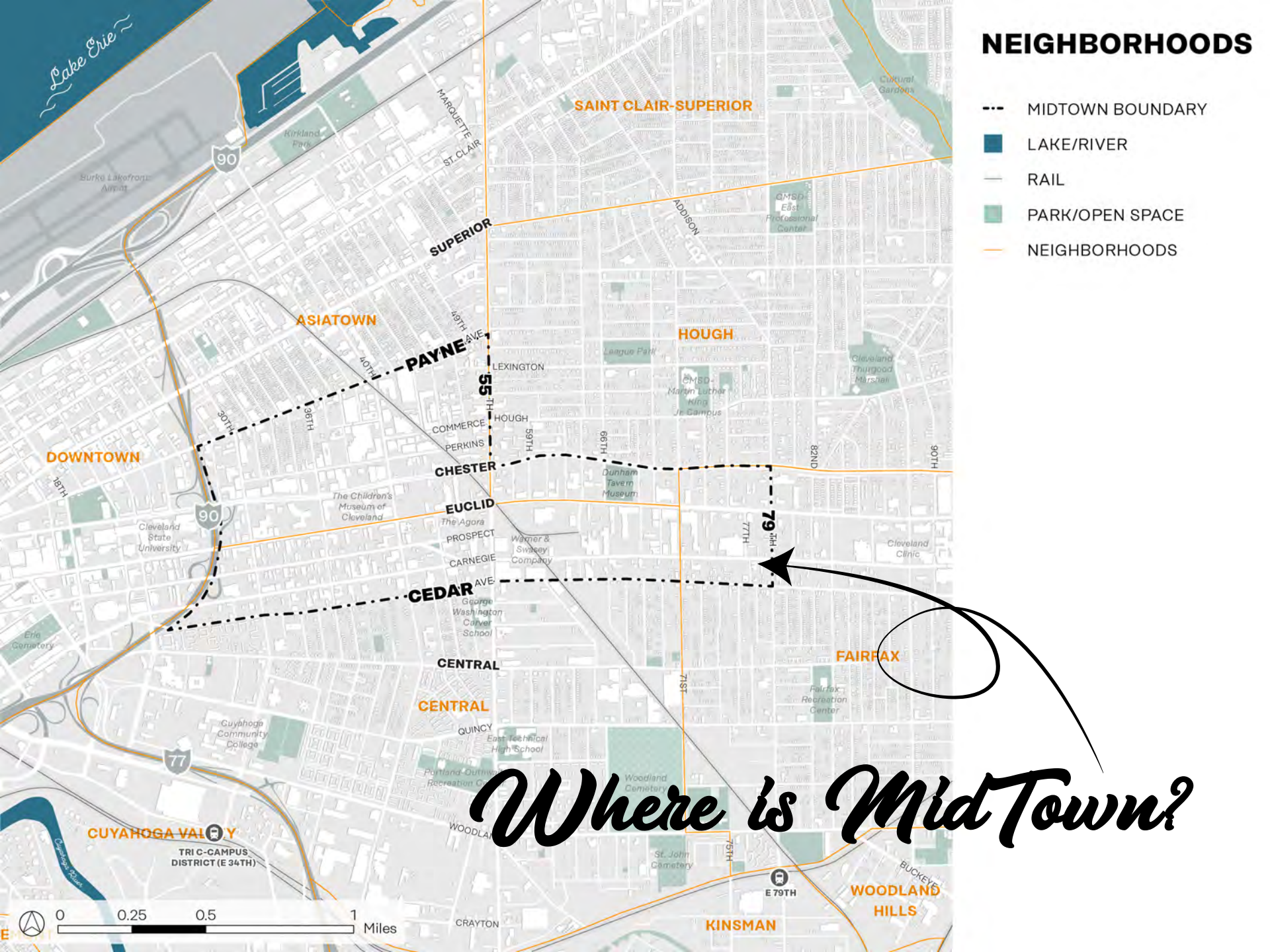


Agenda

Project Introduction

Part 1: History and “Headlines” from the data

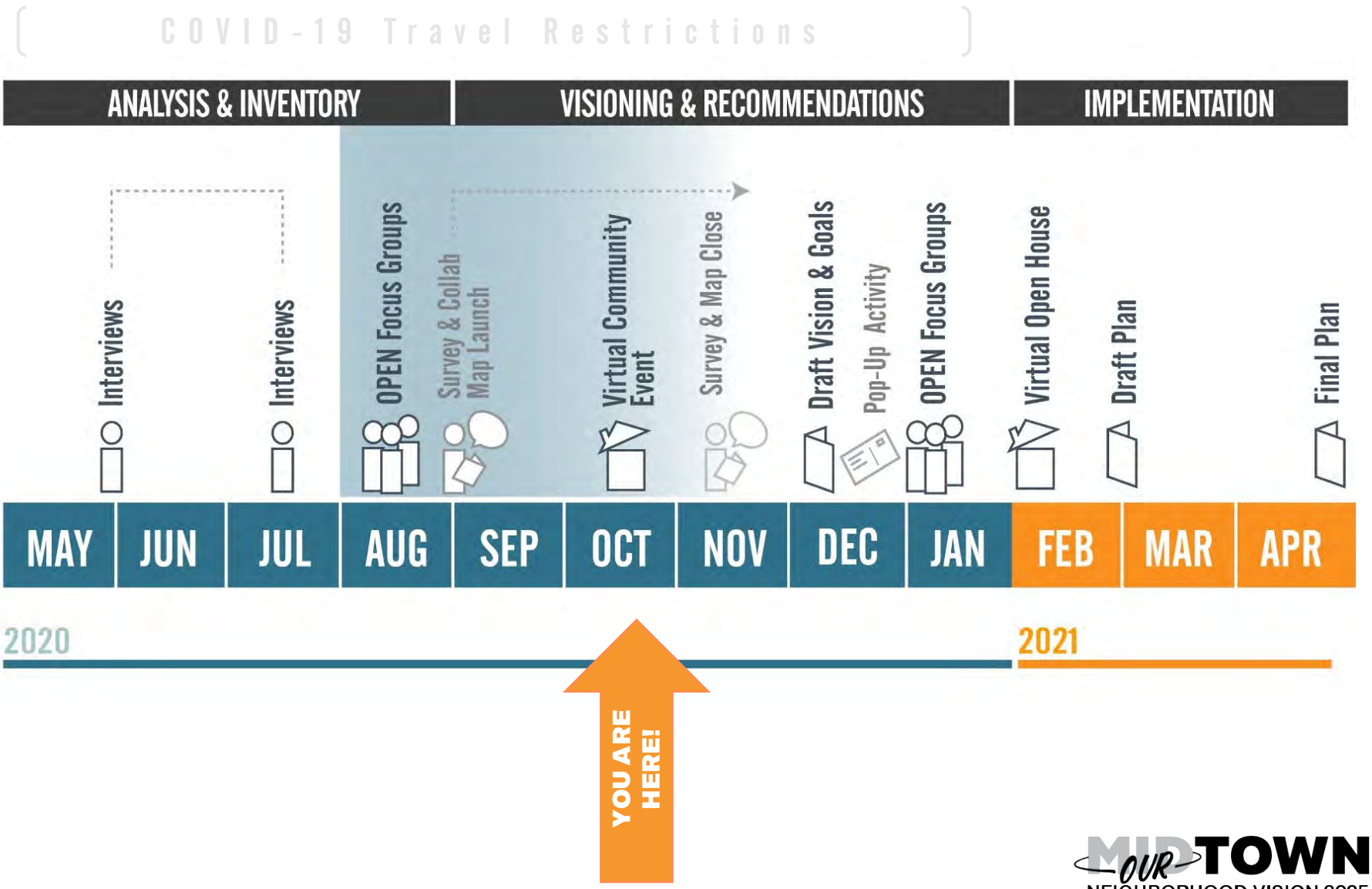
Part 2: Feedback for the future



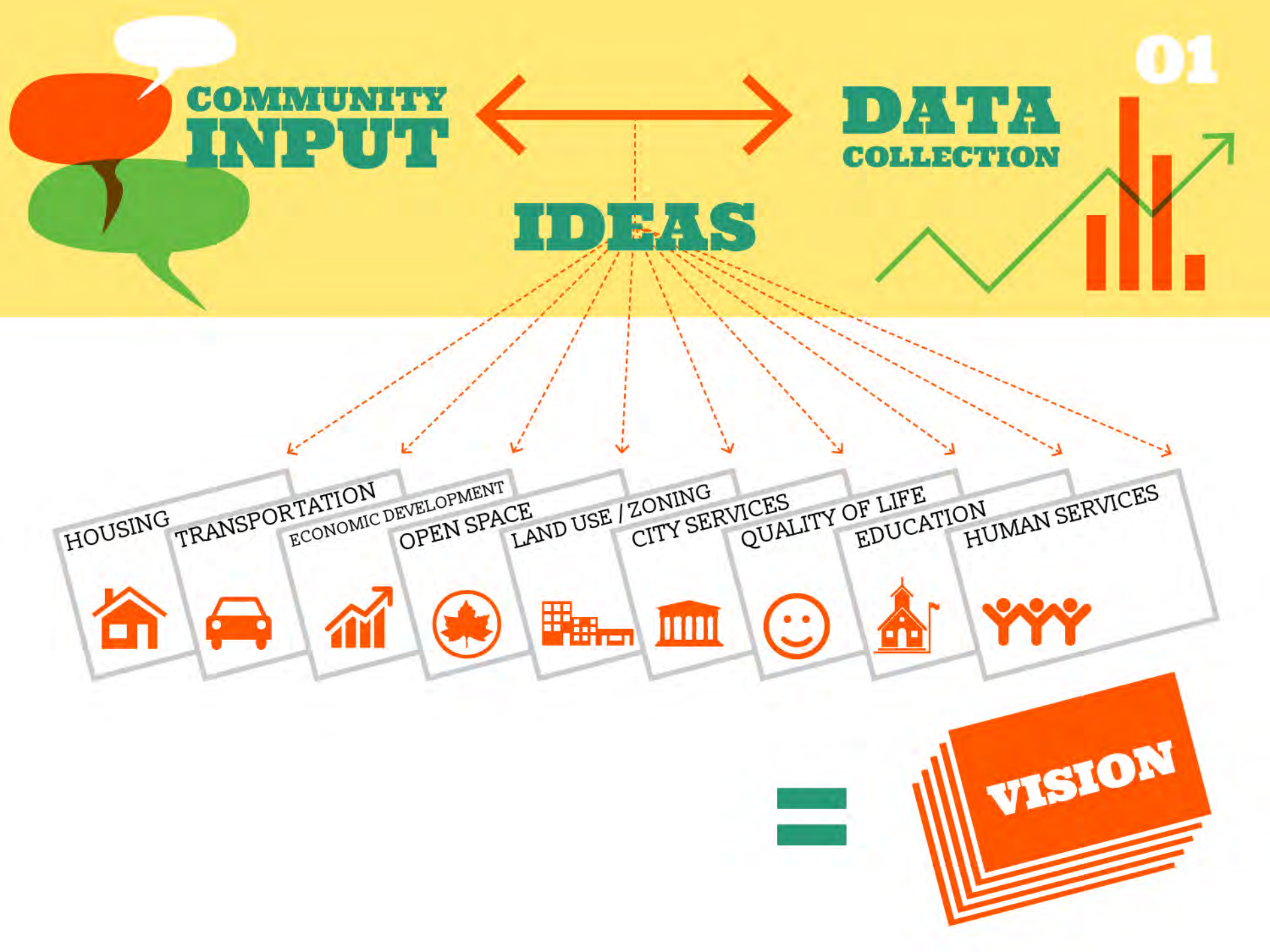
Where is MidTown?

PROJECT ENGAGEMENT

Contact-free participation activities and events



MIDTOWN OUR NEIGHBORHOOD VISION 2025


01
COMMUNITY INPUT
DATA COLLECTION
IDEAS
HOUSING
TRANSPORTATION
ECONOMIC DEVELOPMENT
OPEN SPACE
LAND USE / ZONING
CITY SERVICES
QUALITY OF LIFE
EDUCATION
HUMAN SERVICES
=
VISION

Part 1

MidTown's History

Respecting place and people

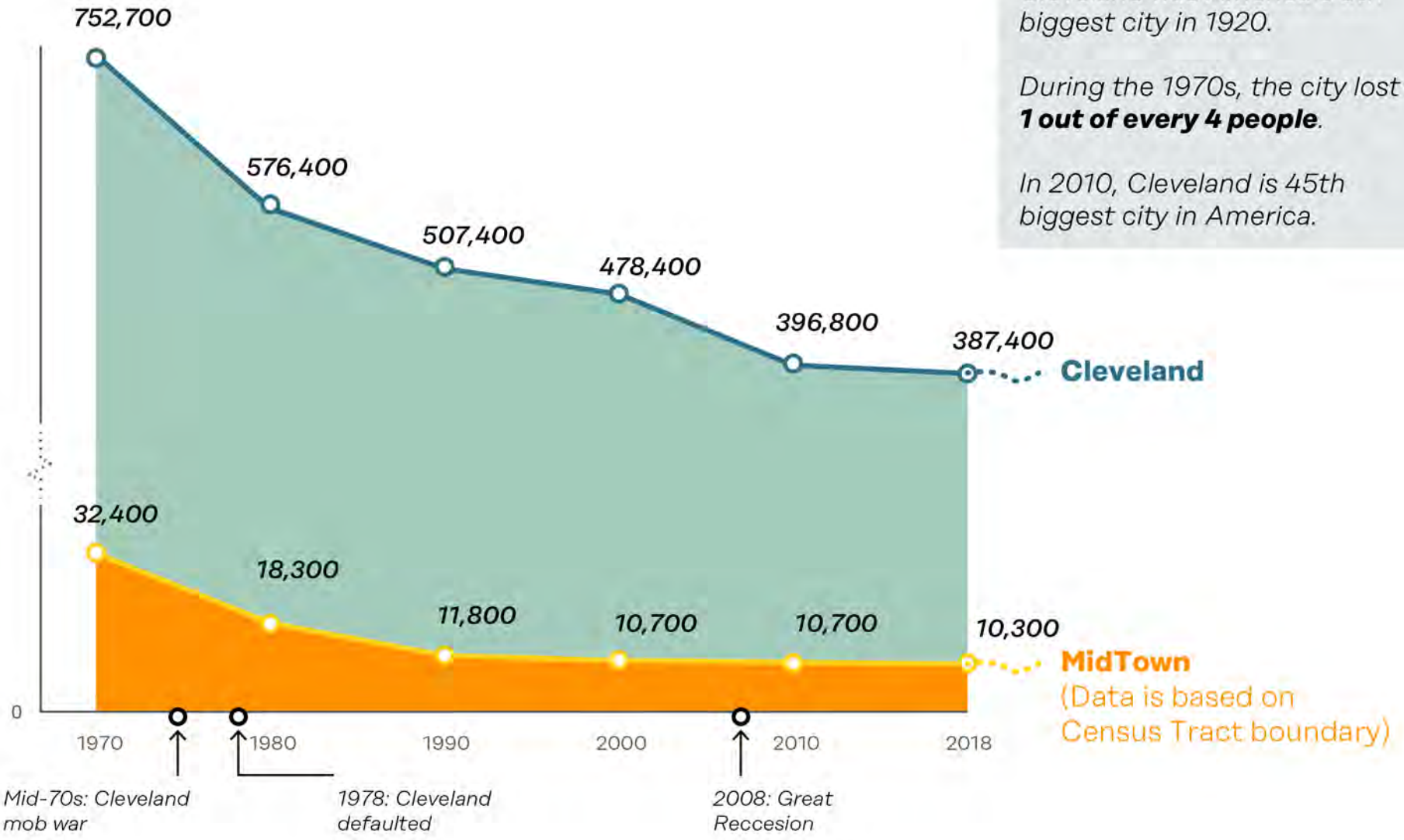
POPULATION OVER TIME

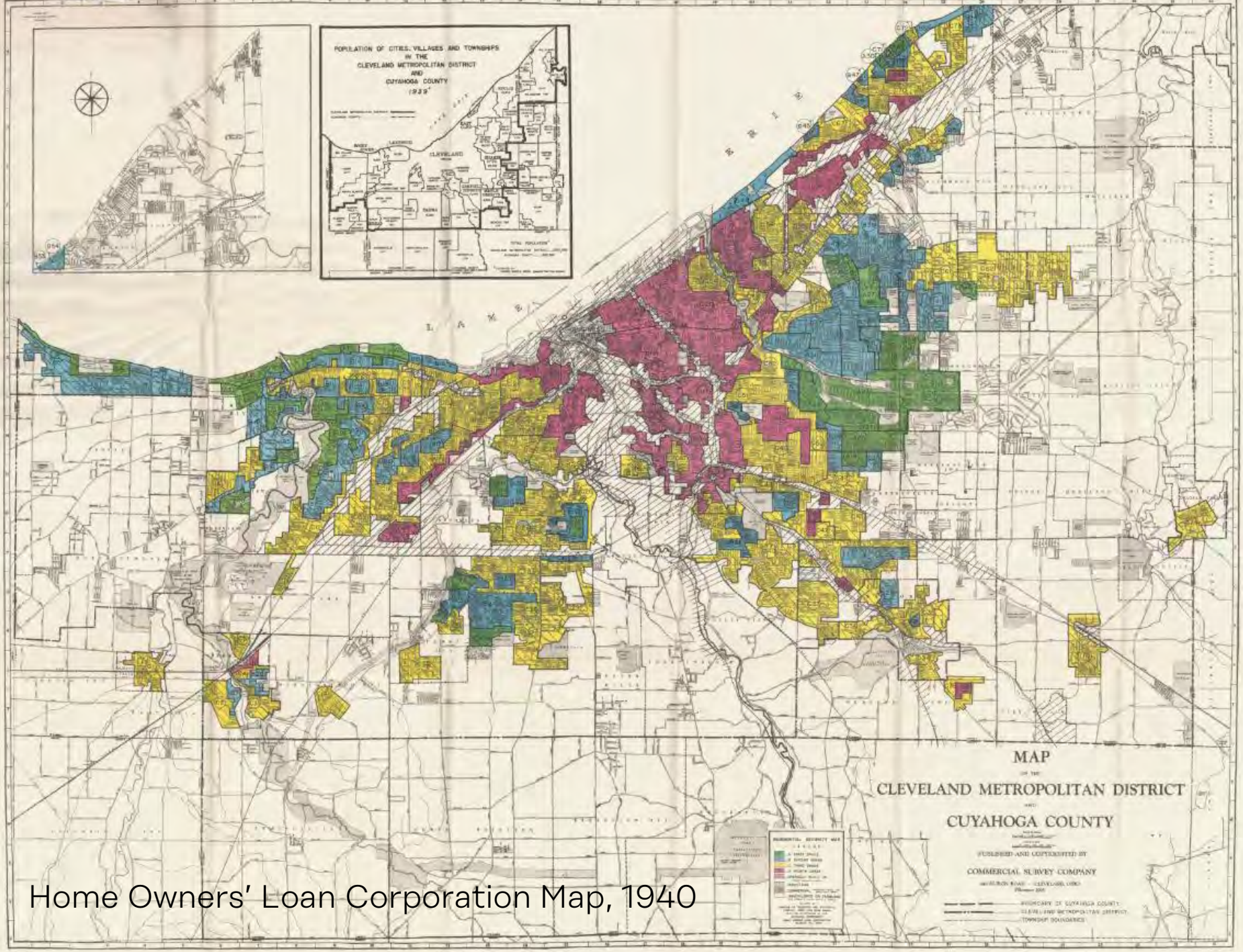
(SOURCE: US CENSUS 1970, 1980, 1990, 2000, 2010, ACS 2018 5-YEAR EST
CITYLAB, "The Wrong Way to Grow a City" and "'Smart Decline' is Dumb")

Cleveland was America's 5th biggest city in 1920.

*During the 1970s, the city lost **1 out of every 4 people**.*

In 2010, Cleveland is 45th biggest city in America.





Home Owners' Loan Corporation Map, 1940

1959

2019
E 55th Street
Chester
Euclid

Millionaire’s Row – 2525 Euclid Ave Avenue

Collaborative Map

Early Feedback and Trends

Part 1

Headlines

What did we learn from the data?

Headline 1:

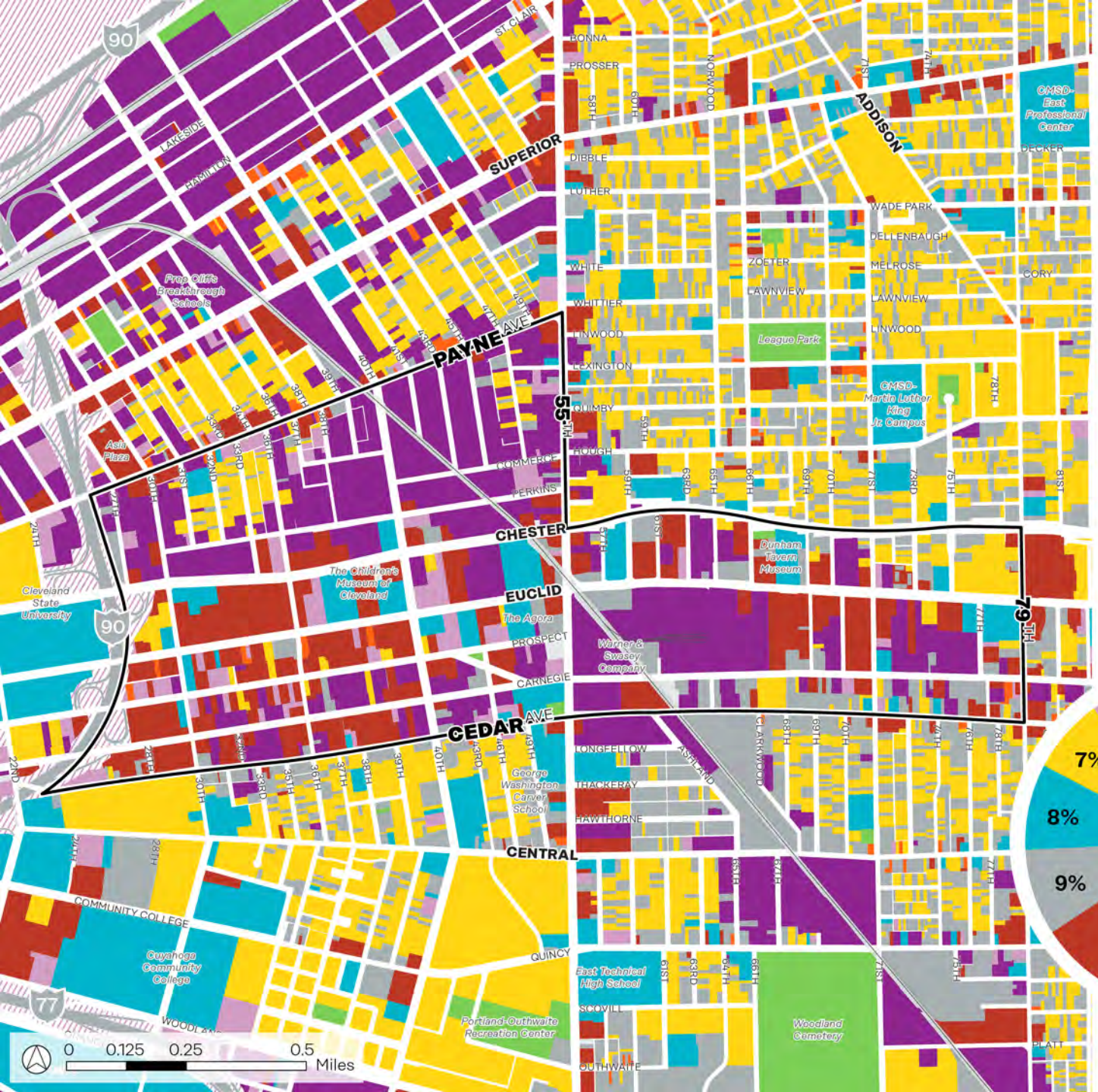
MidTown doesn't have a single identity , it's a patchwork. Because of this, people identify with MidTown in different ways.

Community Perspective:

People are asking... "What does MidTown do for me?"

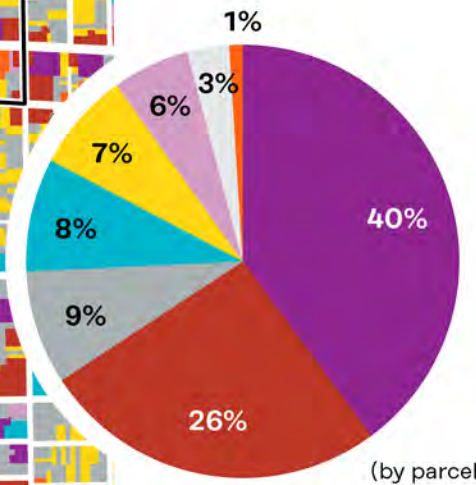
Do you consider yourself a resident of AsiaTown or MidTown? Both?

The business, manufacturing, and Health-Tech communities have different sets of needs.



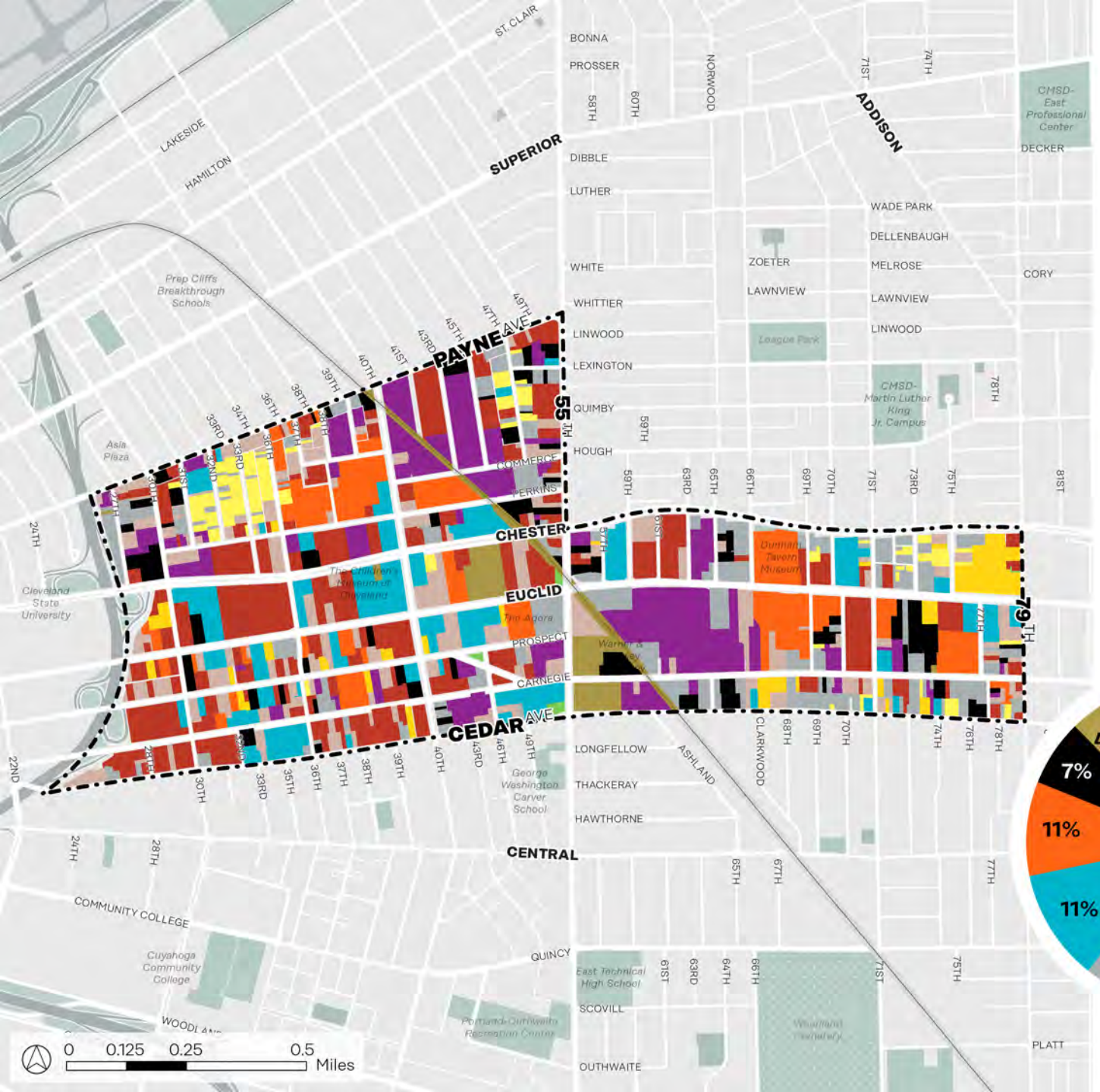
LAND USE

- MIDTOWN BOUNDARY
- RAIL
- RESIDENTIAL
- COMMERCIAL
- MIXED USE
- INDUSTRIAL
- INSTITUTION
- PARKING
- PARK/GARDEN
- TRANSPORTATION
- UTILITIES
- VACANT LAND



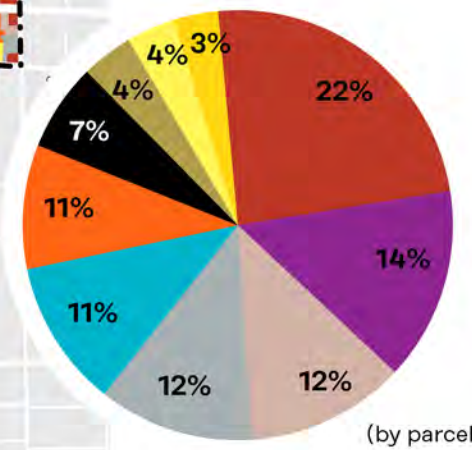
(by parcel area)

(Source: 2019 Parcel data provided by MidTown, Inc., Interface Studio)



LAND USE

- MIDTOWN BOUNDARY
- RAIL
- SINGLE FAMILY
- MULTI FAMILY
- COMMERCIAL
- MIXED USE
- INDUSTRIAL
- INSTITUTION
- PARKING
- PARK/GARDEN
- UTILITIES
- VACANT LAND
- VACANT BUILDING



(by parcel area)

(Source: 2019 Parcel data provided by MidTown, Inc., Interface Studio)

Street banners in AsiaTown

MidTown Tech Hive – Grand Opening

Leo’s Listening Party – at Digital C

ACLU – Cleveland “Justice Is In Our DNA” wheatpaste mural

Headline 2:

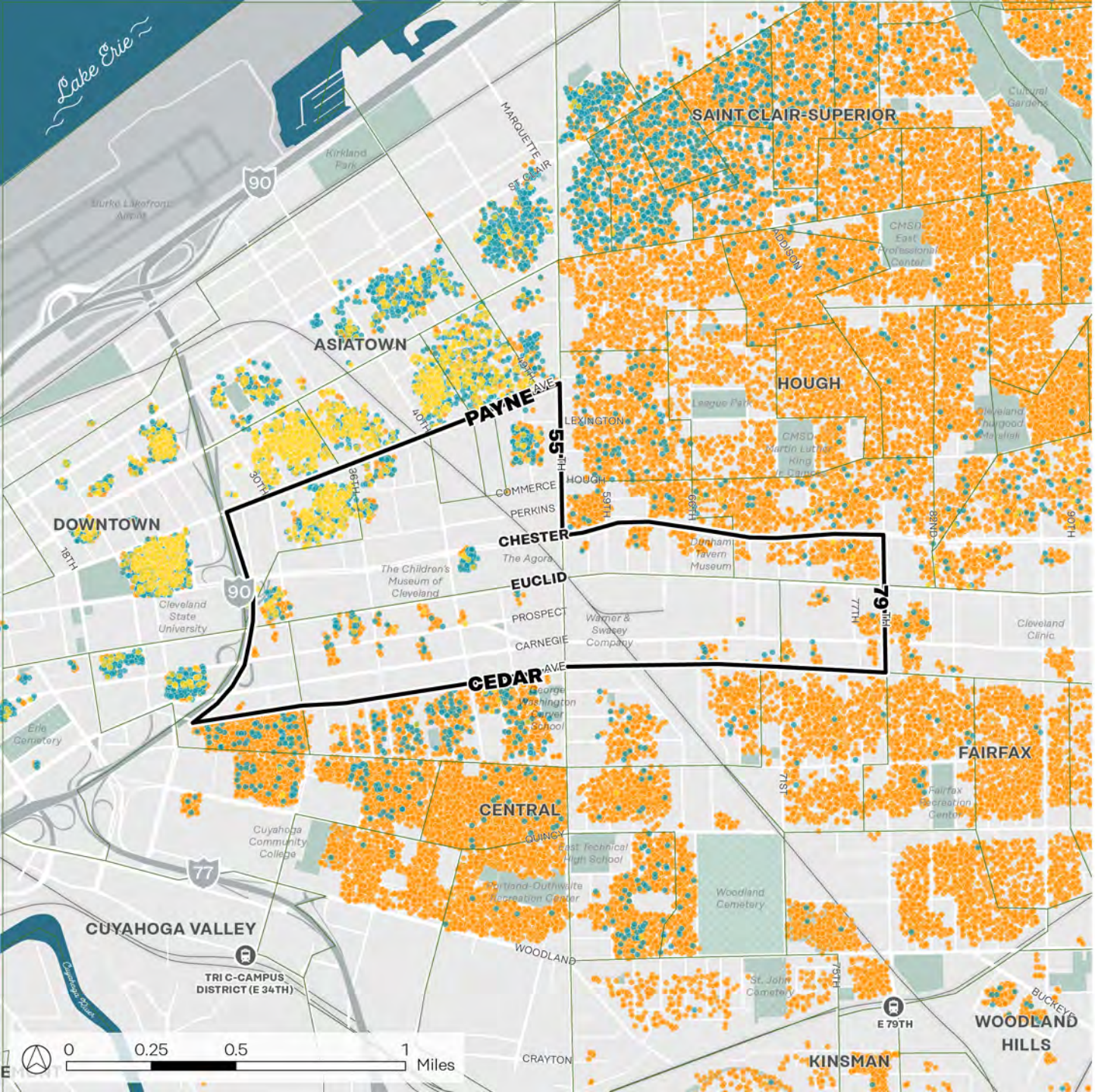
Midtown is the intersection of diverse communities.

Community Perspective:

MidTown doesn't feel like a neighborhood because there aren't any people there.

"How do we connect the Hough neighborhood to the other side of Euclid Avenue?"

Emphasis on arts and celebrating existing community assets.



POPULATION DENSITY BY RACE

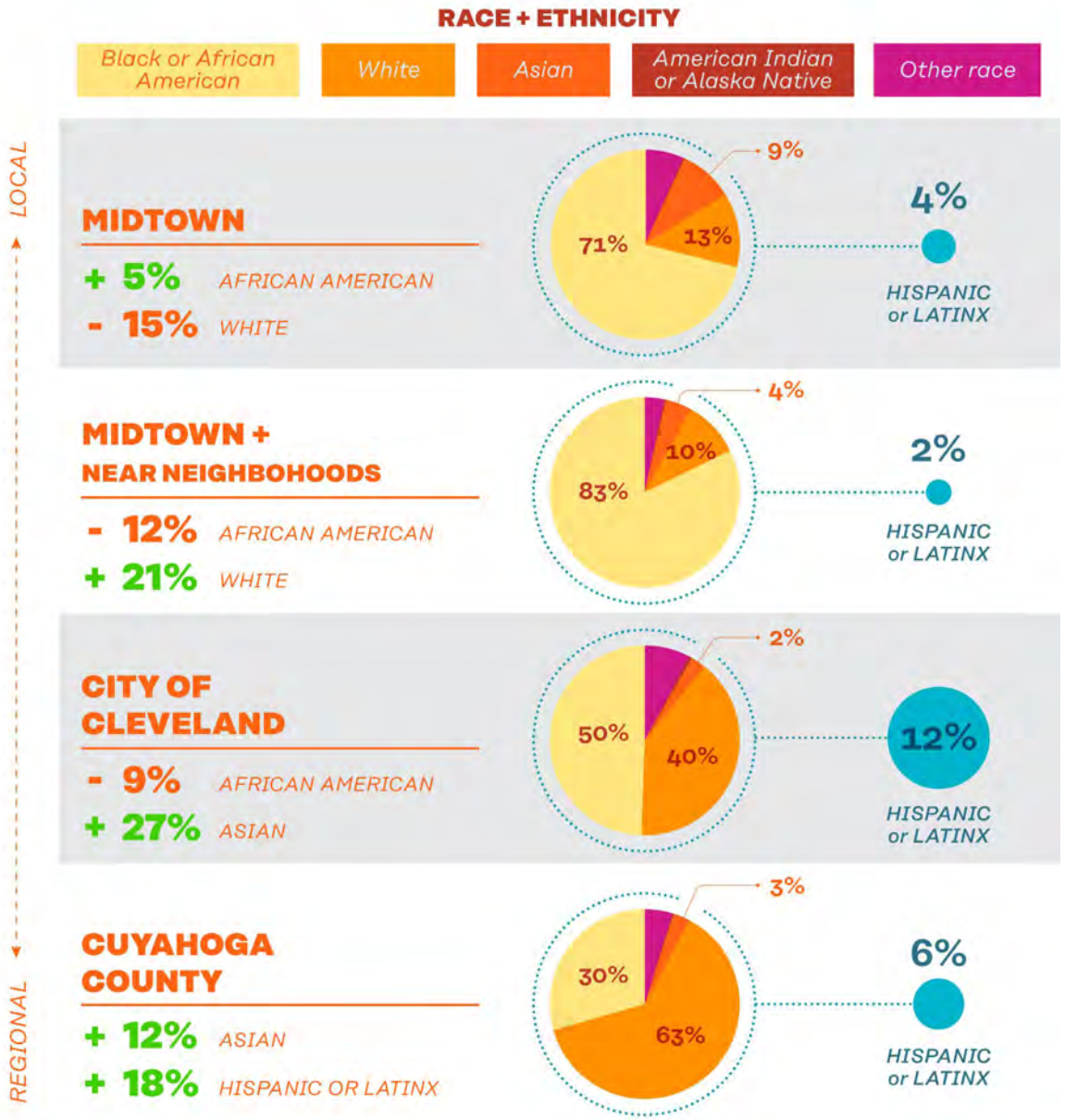
- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- CENSUS BLOCK GROUP
- ASIAN
- BLACK/AFRICAN-AMERICAN
- WHITE

2% *of the population of MidTown and surrounding areas identify as Hispanic or Latinx*

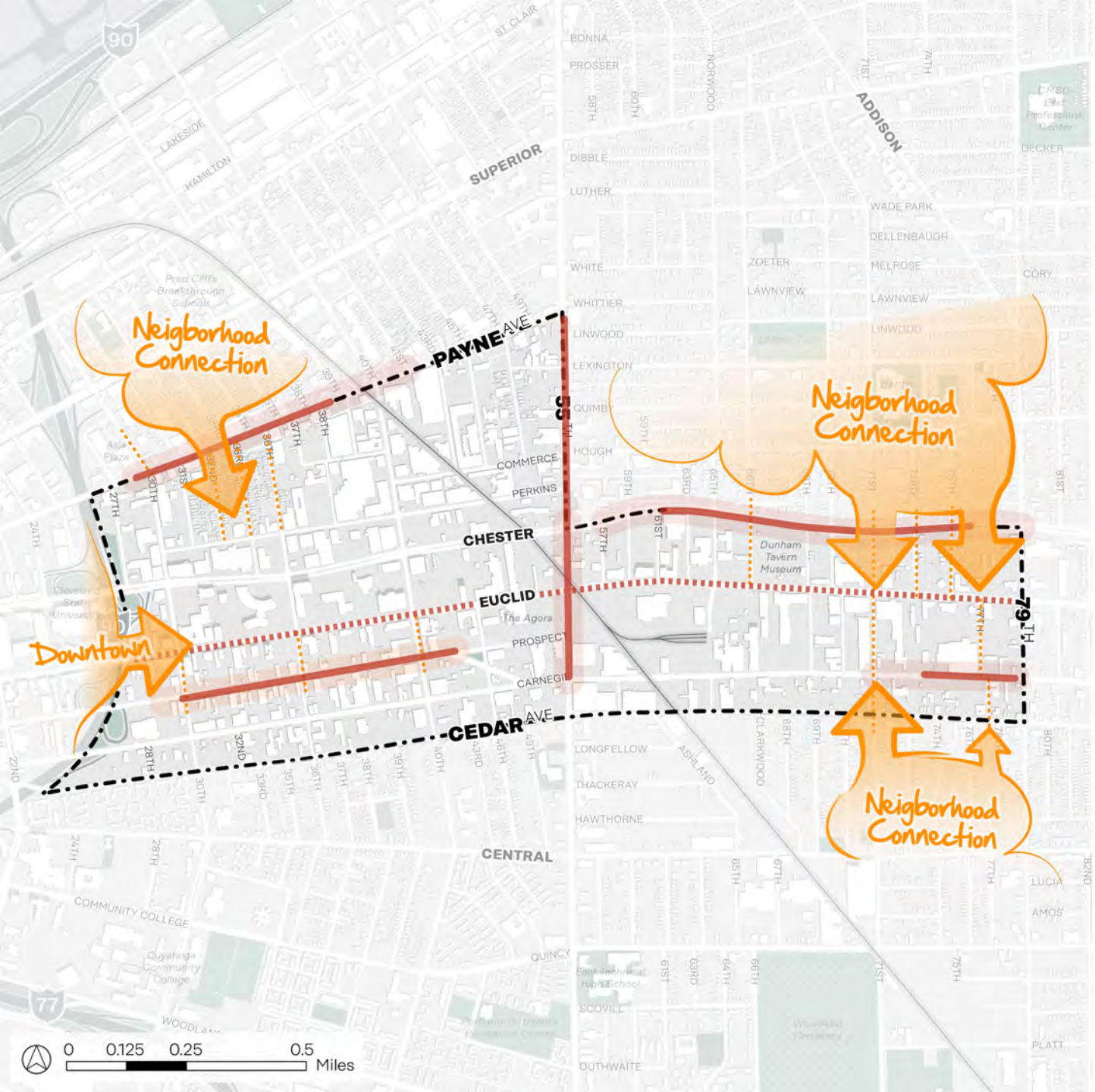
(Source: American Community Survey, 2018 5-yr est.)

DIVERSITY

(SOURCE: U.S. CENSUS ACS 2018 5-YEAR ESTIMATES, U.S. 2010 DECENNIAL CENSUS)



- The population in/around MidTown is majority Black (71%)
- MidTown has a significantly higher proportion of Black and Asian residents than the City or County
- The Asian population in Cleveland is growing



OPPORTUNITY CONNECTIONS

- MIDTOWN BOUNDARY
- RAIL
- PARK/OPEN SPACE
- OPPORTUNITY STREETS
- SIDE STREET CONNECTORS

Headline 3:

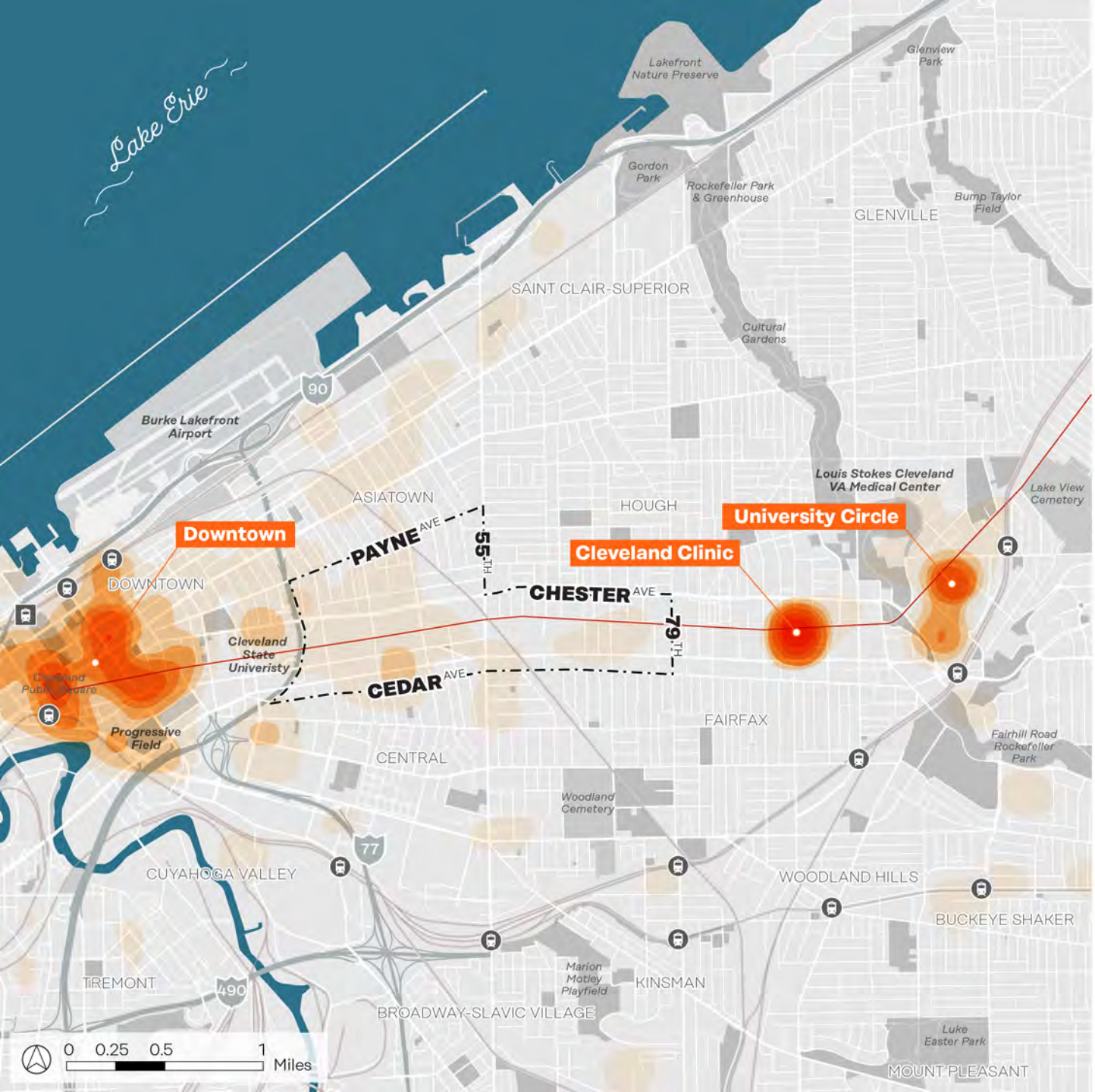
All stakeholders agree that MidTown's location is its' biggest asset.

Community Perspectives:

MidTown is convenient.

Access to the Highway is a huge plus.

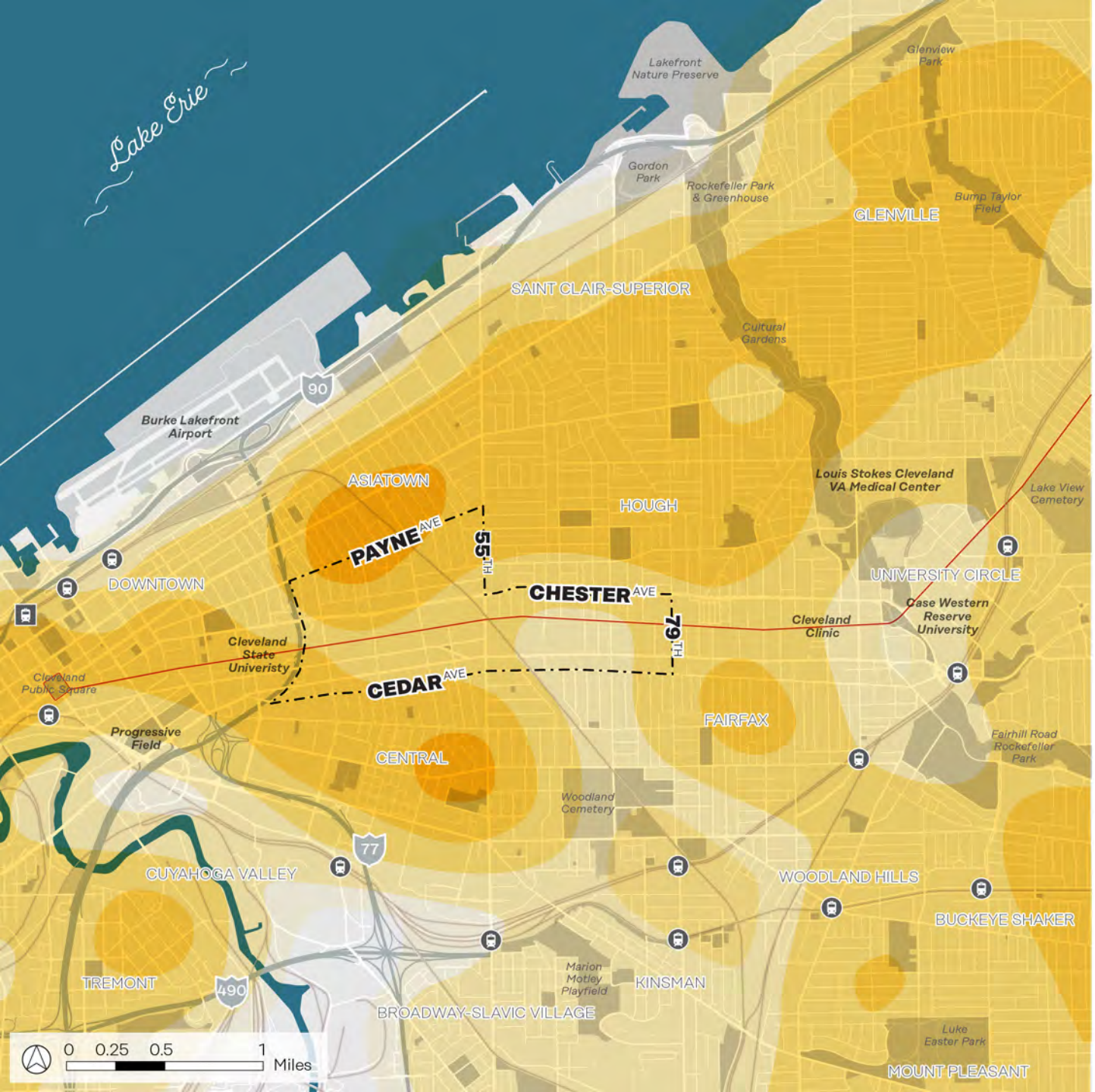
"I can get on the bus at Euclid and get anywhere" – MidTown Resident



JOB DENSITY AROUND MIDTOWN

- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- PARK/OPEN SPACE
- HEALTHLINE
- MORE JOBS
- LESS

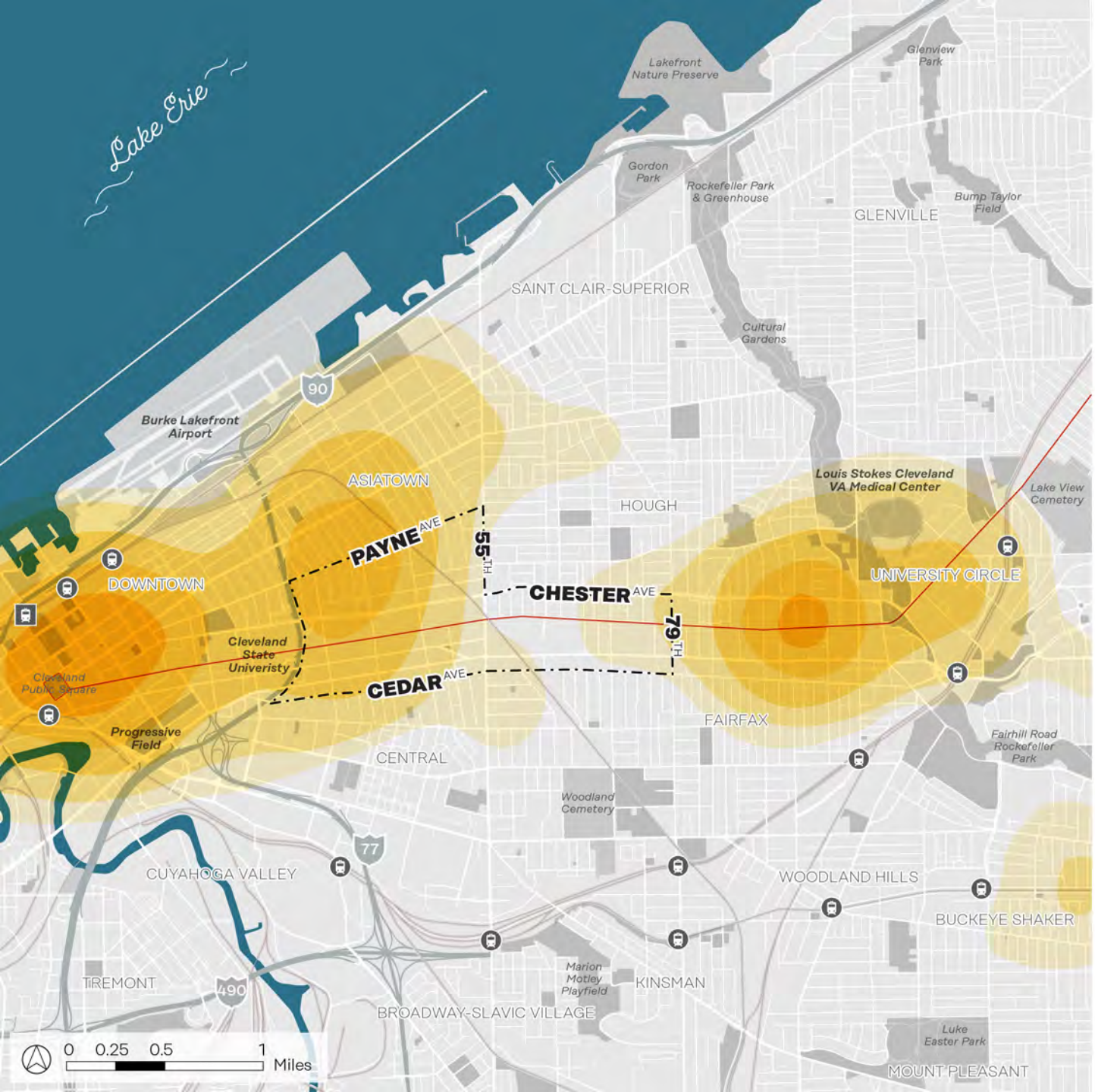
(Source: OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2017)



WHERE MIDTOWN EMPLOYEES LIVE

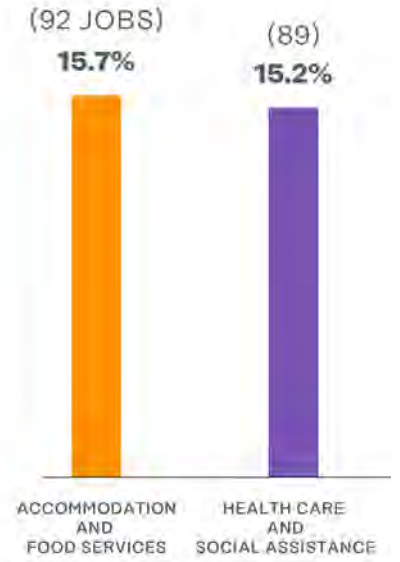
- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- PARK/OPEN SPACE
- HEALTHLINE
- MORE JOBS
- LESS

(Source: OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2017)



WHERE MIDTOWN RESIDENTS WORK

- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- PARK/OPEN SPACE
- HEALTHLINE
- MORE JOBS ↑ LESS



(Source: OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2017)

Headline 4:

There is a need to focus on improving community health outcomes.

Community Perspectives:

"[H]ealth and wellness are major subjects of discussion. If you want to shake hands with someone, talk to them about their health and tell them that you care about them. Now we aren't talking about our differences, we are talking about our similarities. Let's talk about wellness for everyone. Let's find ways to bridge the gap in words and actions." – Hough Resident

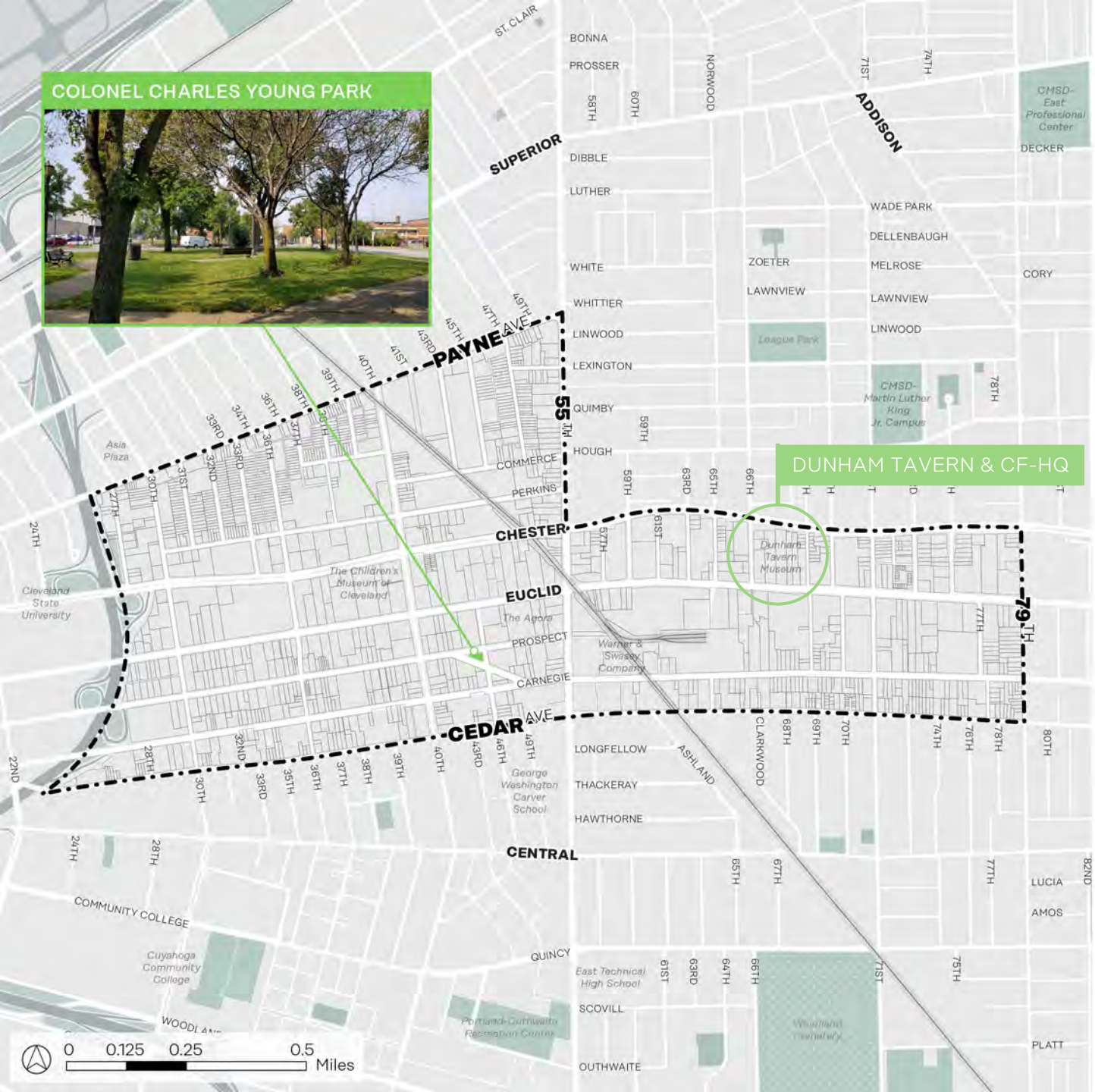
Community Health

MidTown and Near Neighborhoods....

- Are slightly more likely to smoke cigarettes
- Have comparable rates of asthma in adults as City / County
- More likely to be overweight or obese
- More likely to have high blood pressure and diabetes

The infant mortality rate and incidence of children with elevated blood lead levels in the MidTown area is consistent with Cleveland and County rates, however these are above state and national averages.

***MidTown+NN** = Data representing MidTowon and neighborhoods bordering MidTown (Hough, AsiaTown, Central, Fairfax, and St. Claire – Superior)*



OPEN SPACE

MIDTOWN BOUNDARY

RAIL

Midtown has 6.5% tree cover

(Source: 2019 Parcel data provided by MidTown, Inc., Interface Studio)

Dunham Tavern Museum and Grounds

E 69th Street – Community Garden

Headline 5:

MidTown needs to be a pipeline for jobs that are accessible to people in the local area.

Community Perspective:

"I think a good job would bring people back... They have to be invested." – Hough Resident

"A lot of people we work with need a job TODAY."

Even some of the workforce training programs that exist don't prepare graduates with soft skills; life skills."

MIDTOWN TRIVIA!

What was the unemployment rate (%) for MidTown and the surrounding neighborhoods in 2018?

(Hint: The unemployment rate for the Unites States in 2018 was 5%.

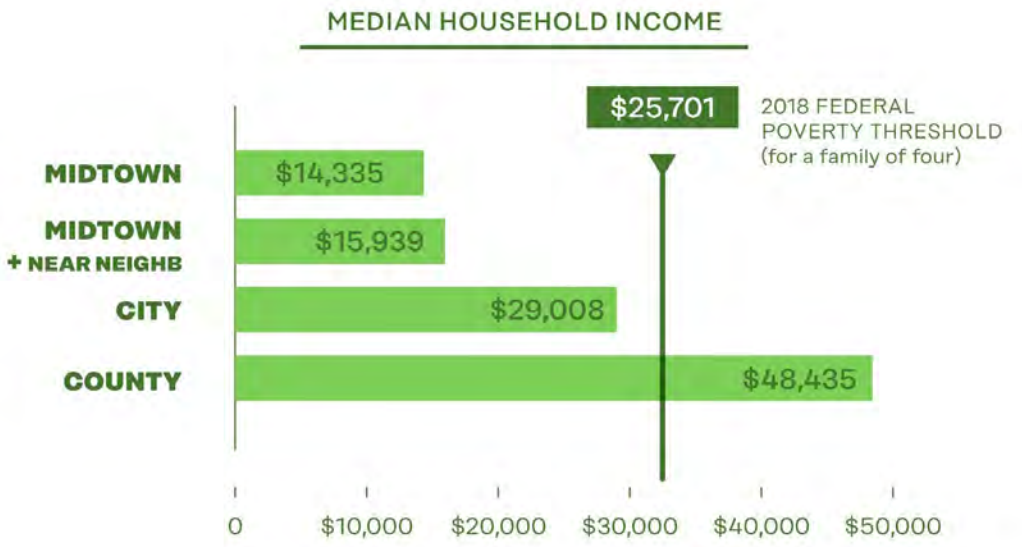
Income and Wealth

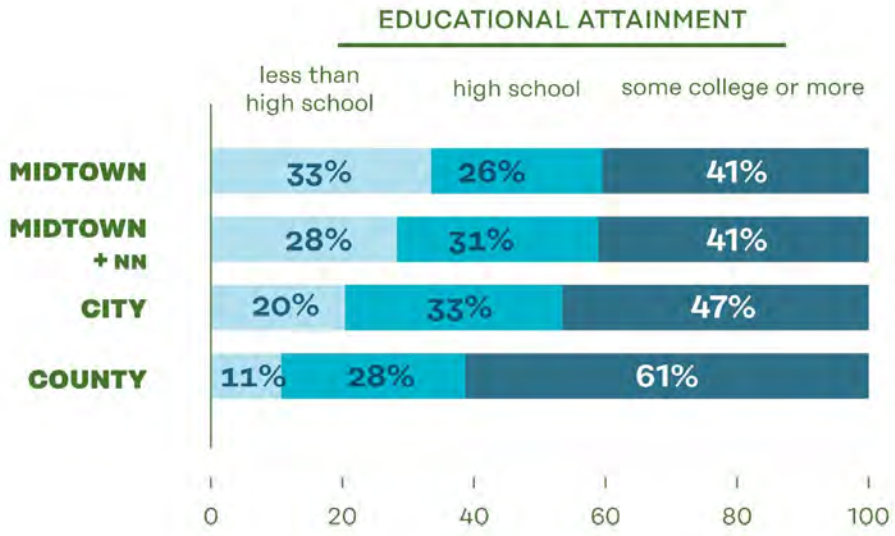
Community Statistics

MidTown households have:

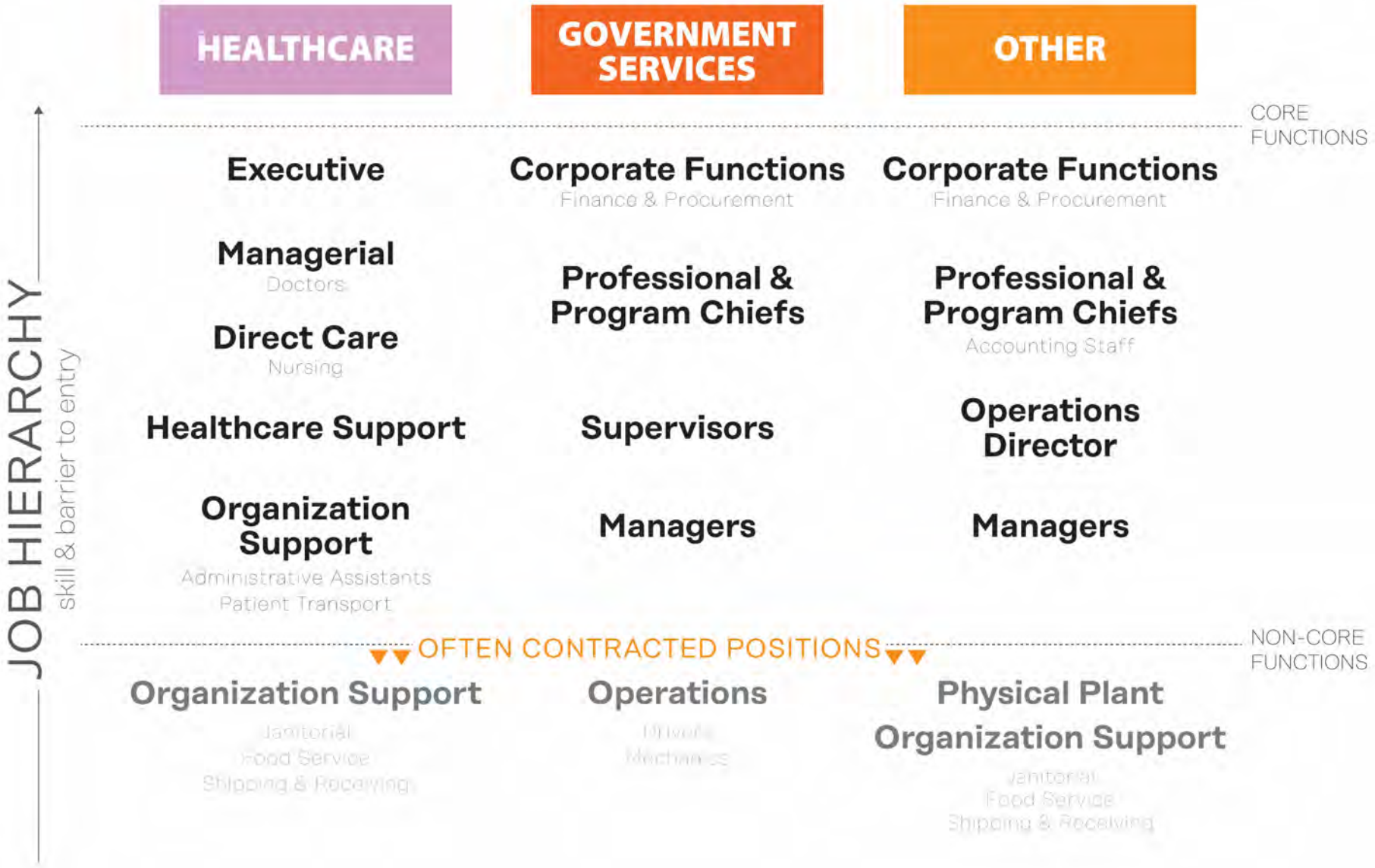
- High unemployment
- Lower median income than surrounding areas, City, County
- Renters are more likely to be cost-burdened
- Lower educational attainment
- Less have access to a car
- A high proportion of non-family households

MidTown+NN = Data representing MidTowon and neighborhoods bordering MidTown (Hough, AsiaTown, Central, Fairfax, and St. Claire – Superior)





Nuance in the Job Pipeline



Headline 6:

MidTown has housing, but it is not the center of any single community.

Community Perspective:

"[Equitable development] means something else now than a decade ago. It has more variety, more colors, more textures."

MidTown isn't a neighborhood because there aren't any people...

OUR MIDTOWN TRIVIA!

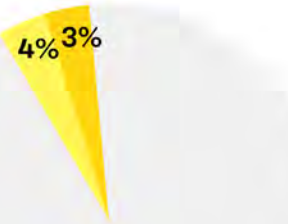
What percentage of MidTown's land area is residential?

(Hint: Residential properties include single family homes, duplex, townhouses, apartments, condos, etc.)

RESIDENTIAL

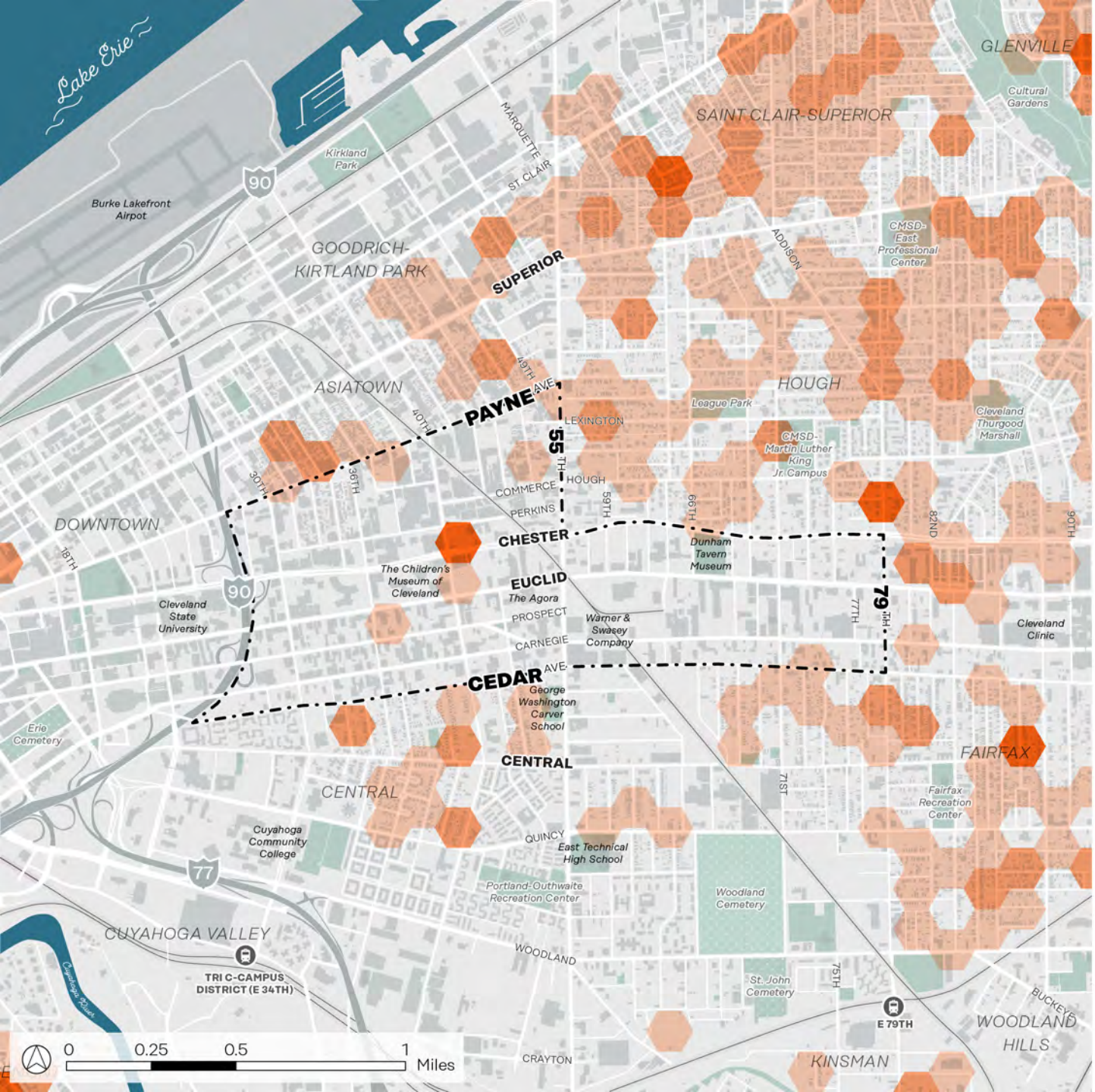
- MIDTOWN BOUNDARY
- RAIL
- SINGLE FAMILY
- MULTI FAMILY

There are 1,165 housing units in Midtown.
+ 75% are apartments



(by parcel area)

(Source: 2019 Parcel data provided by MidTown, Inc., Interface Studio)



RESIDENTIAL PROPERTY SALE, 2019

(SALE AMOUNT >= $1,000)

- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- PARK/OPEN SPACE

SALE COUNT

- 1-2
- 3-5
- 6-9

Midtown has a lower turnover rate than surrounding communities and relatively little inventory of rental and for sale units

(Source: Case Western University shared by MidTown Inc.)

AsiaTown – Residential pocket south of Payne

E 75th Street

Windsor Terrace

One MidTown – Under construction

Headline 7:

There isn't a place that brings people together. { Except Dave's! } There needs to be one, and it needs to be bold.

Community Perspective:

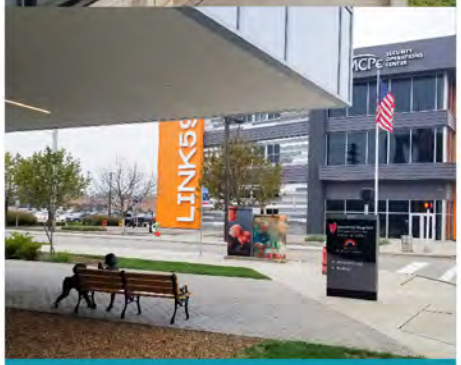
There needs to be space for events and "softer" spaces for people.

"We need space, a safe space that we own and are a part of."

We need to draw young people back.

STREET FRONTAGE

ACTIVE



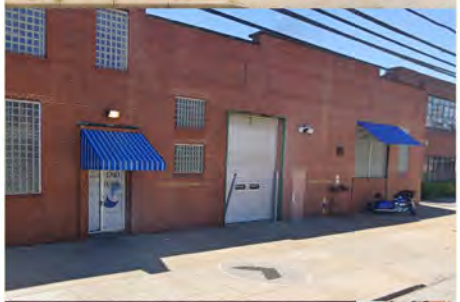
> Main entrance to active uses, often with well-maintained sidewalks (businesses, institutions, parks)

> Excludes deep setback buildings (i.e. gas station entrances)

PRIVATELY ACTIVE

> Main entrance to single family and multi-family homes

SOMEWHAT ACTIVE



> Entrance to active businesses through parking

> Parking lot adjacent to an active use

> Active business entrance with no transparent storefront

> Side of a private residence

INACTIVE

> Vacant lots and vacant buildings (often with boarded-up windows)

> Large parking lots with fences adjacent to non-active/underutilized use

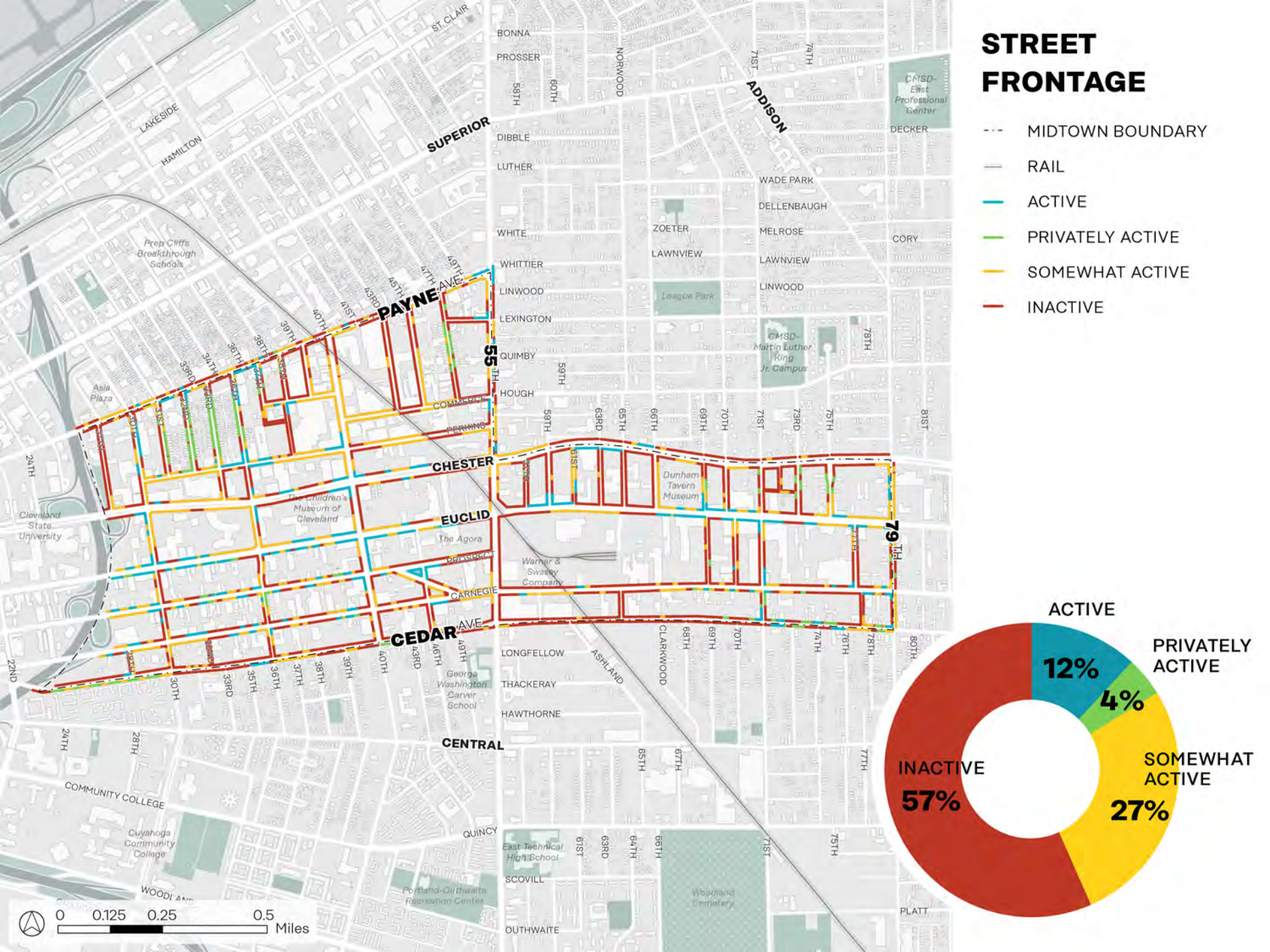
> Blank wall with no windows

> Underutilized parking lots

MIDTOWN TRIVIA!

What percentage of MidTown's street frontage is "Active" today?

(Lots of activity, pleasant and well-maintained)

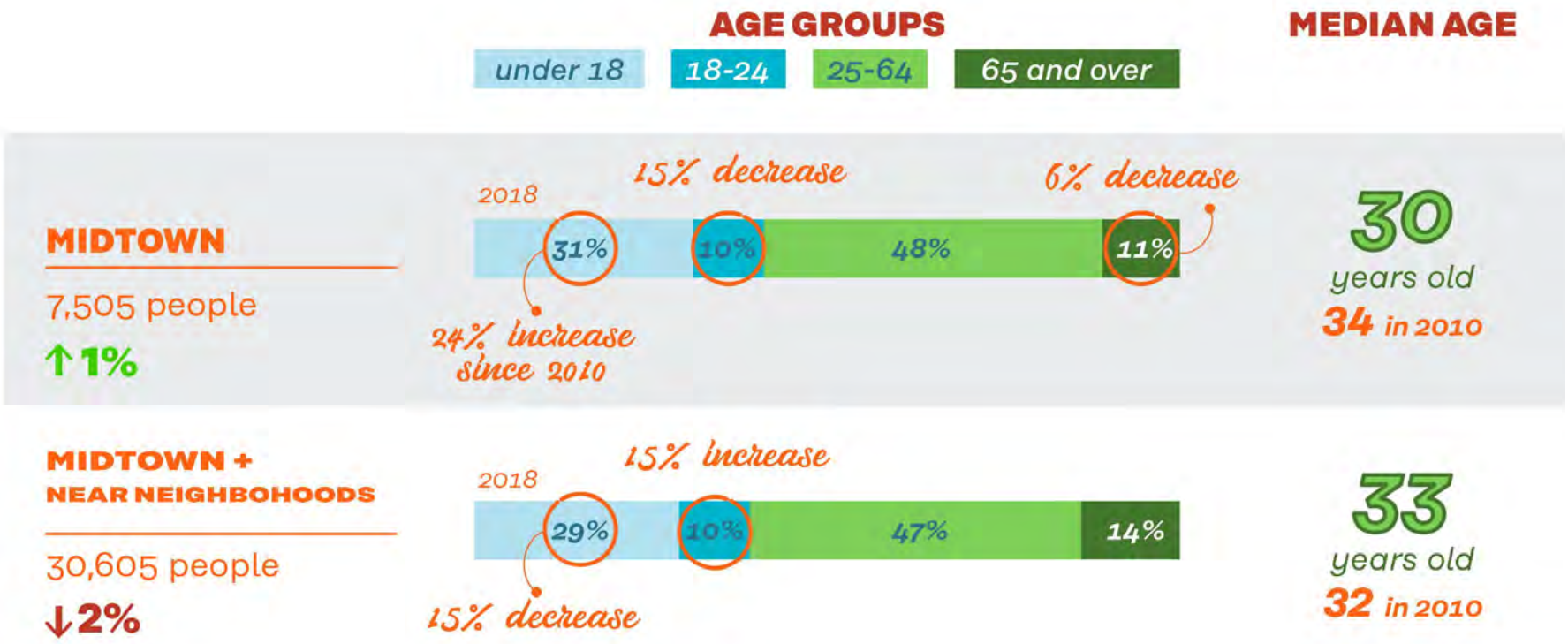

STREET FRONTAGE
MIDTOWN BOUNDARY
RAIL
ACTIVE
PRIVATELY ACTIVE
SOMEWHAT ACTIVE
INACTIVE
ACTIVE
12%
PRIVATELY ACTIVE
4%
SOMEWHAT ACTIVE
27%
INACTIVE
57%
SUPERIOR
ADDISON
PAYNE AVE
CHESTER
EUCLID
CEDAR AVE
CENTRAL
55TH
79TH
ST. CLAIR
BONNA
PROSSER
DIBBLE
LUTHER
WHITE
WHITTIER
LINWOOD
LEXINGTON
QUIMBY
HOUGH
COMMERCE
PERKINS
PROSPECT
CARNEGIE
LONGFELLOW
THACKERAY
HAWTHORNE
QUINCY
SCOVILL
OUTHWAITE
ZOETER
LAWNVIEW
WADE PARK
DELLENBAUGH
MELROSE
CORY
DECKER
LAKESIDE
HAMILTON
ASHLAND
CLARKWOOD
NORWOOD
CMSD-East Professional Center
CMSD-Martin Luther King Jr. Campus
League Park
Prep Cliffs Breakthrough Schools
Asia Plaza
The Children's Museum of Cleveland
Cleveland State University
The Agora
Dunham Tavern Museum
Warner & Swasey Company
George Washington Carver School
COMMUNITY COLLEGE
Cuyahoga Community College
East Technical High School
Portland-Outhwaite Recreation Center
Woodland Cemetery
PLATT
0 0.125 0.25 0.5 Miles

Utility Box Wraps

Banner Signs on Payne

CLEVELAND
WALLS!
a POW! WOW! WORLDWIDE PROGRAM

Population by Age



- MidTown's median age is younger than the surrounding neighborhoods, the City (med. age 36), and County (med. age 40)
- The population under 18 in MidTown has grown 24% from 2010 to 2018, while it has decreased in MidTown+NN, the City, and County.

MidTown+NN *= Data representing MidTowon and neighborhoods bordering MidTown (Hough, AsiaTown, Central, Fairfax, and St. Claire – Superior)*

Headline 8:

MidTown is designed to be a pass-through. It can be redesigned.

Community Perspectives:

It's walkable, but it's not "nice".

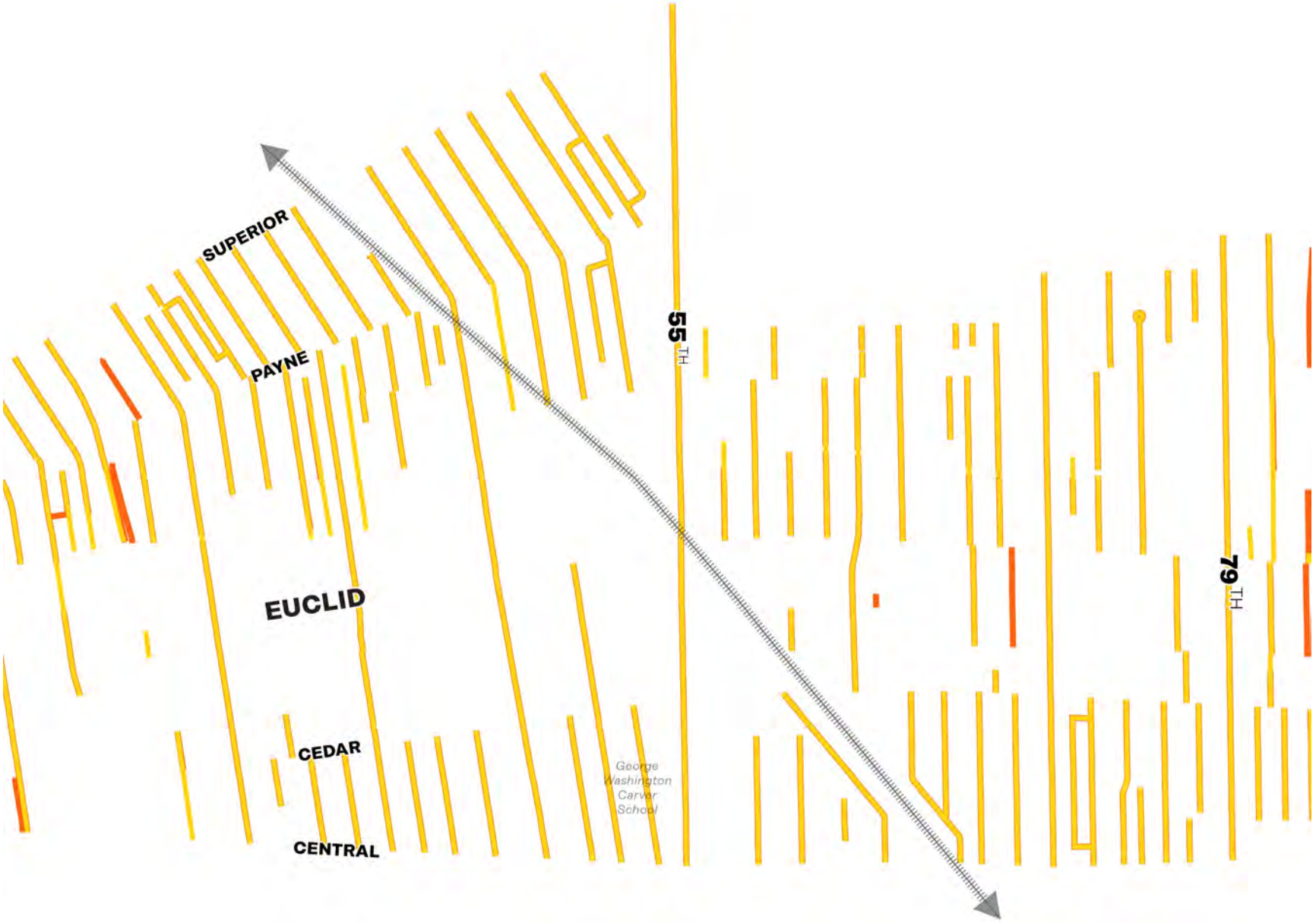
MidTown doesn't feel safe.

Enough about Euclid already!

"I drive those roads every single day. If you drive East-West it's a big freeway. There are only a few points of congestion even in the peak of rush hour."

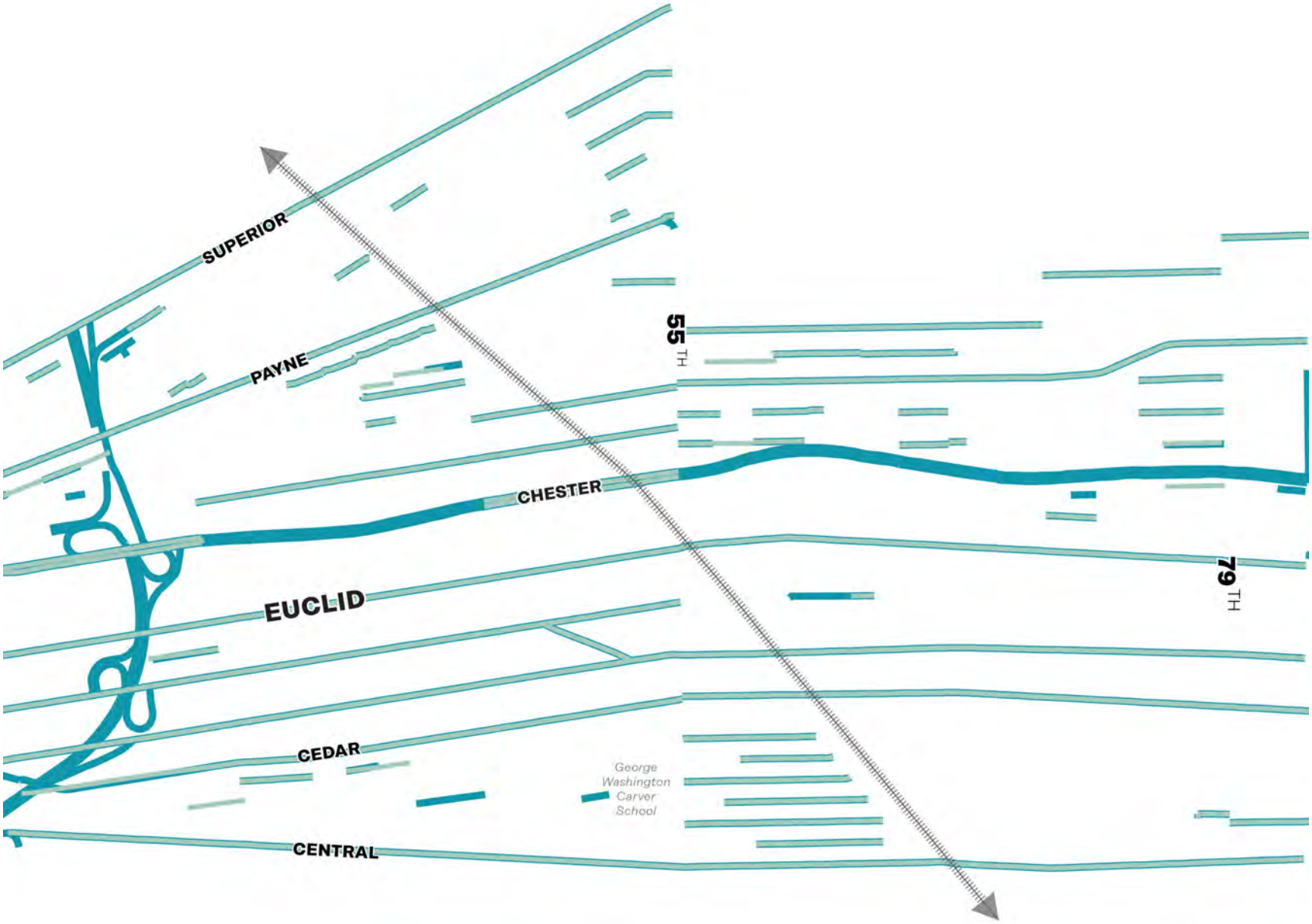
STREET CONNECTIONS

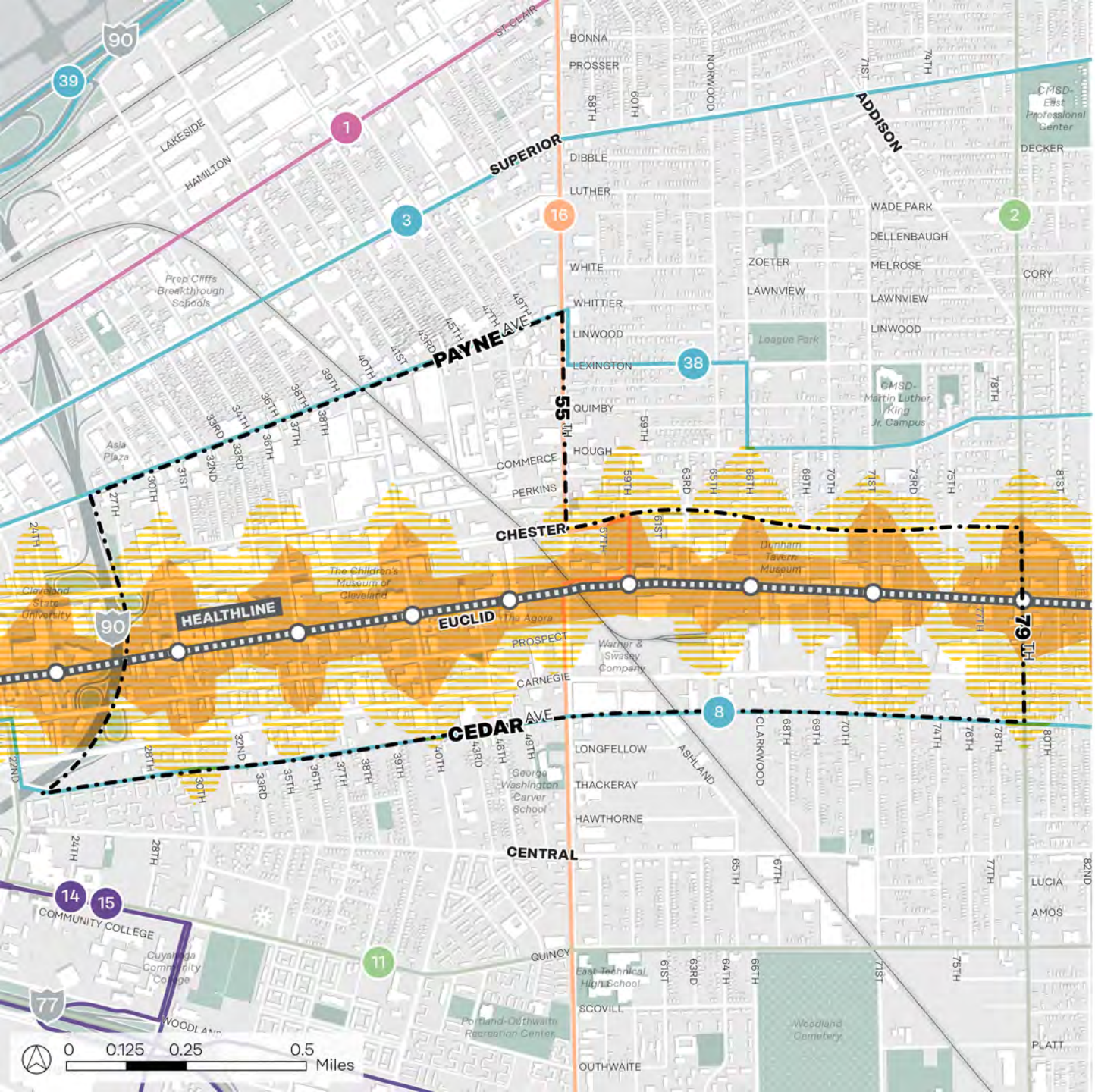
North-South



STREET CONNECTIONS

East - West





PUBLIC TRANSIT & WALKABILITY

- MIDTOWN BOUNDARY
- RAIL
- PARK/OPEN SPACE
- RTA BUS ROUTES
- HEALTHLINE ROUTE (BUS RAPID TRANSIT)

WALKSHED

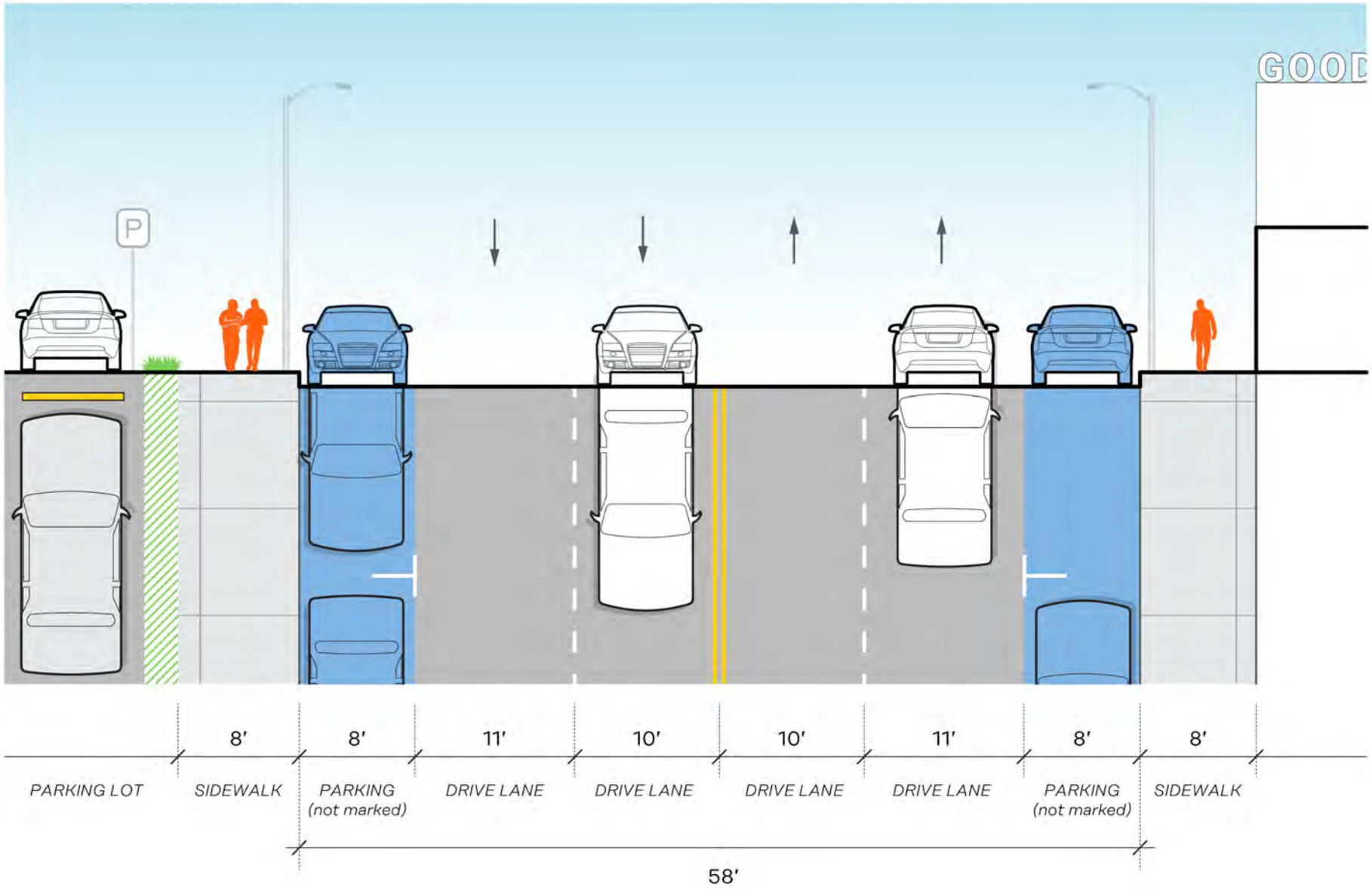
0.125 mi

0.25 mi

Payne Avenue @ 37th

PAYNE AVENUE - Existing Section

Between 30th and 31st



Chester

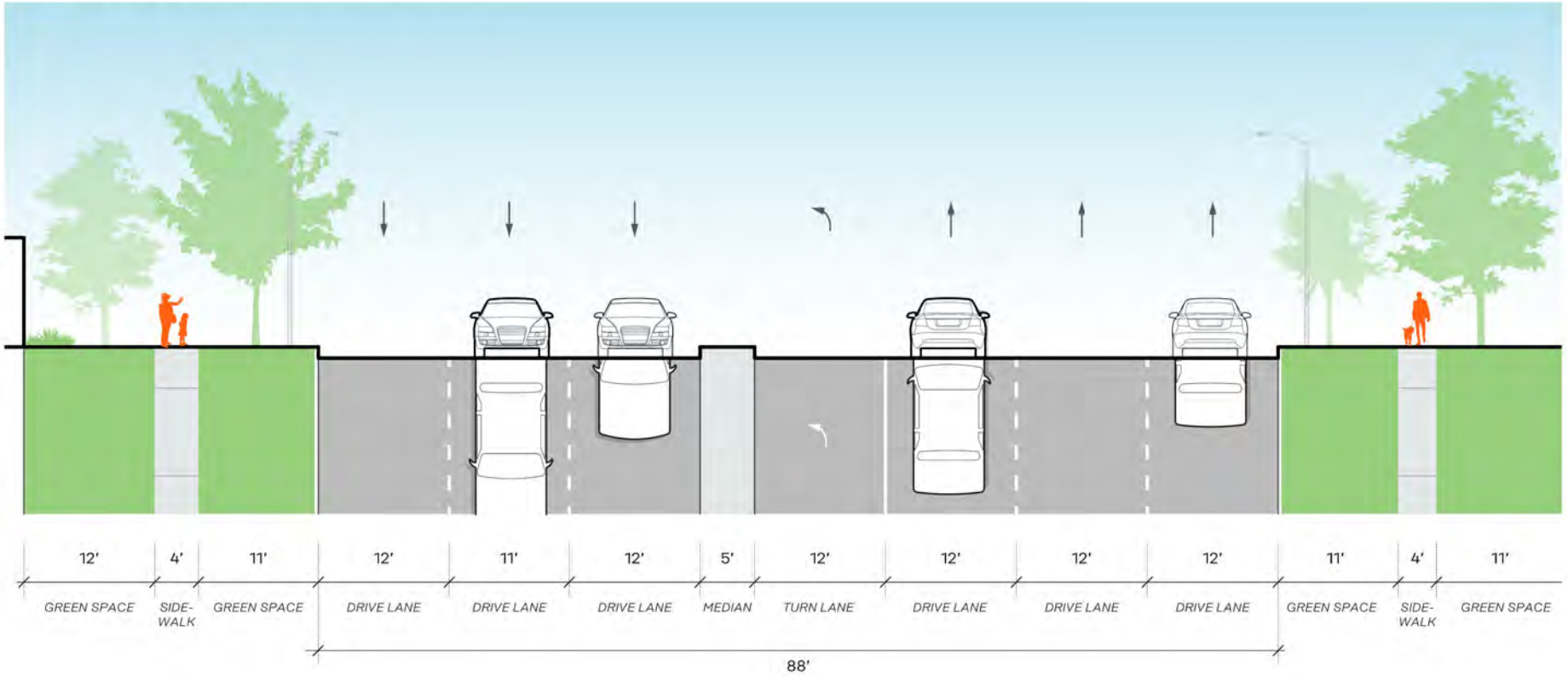
MIDTOWN TRIVIA!

How wide is Chester Avenue today? (near E 74th Street)

(Hint: there are 6 travel lanes)

CHESTER AVENUE - Existing Section

Between 73rd and 75th



E 77th Street

Headlines *Pause!*

1. MidTown doesn't have a single identity , it's a **patchwork**. Because of this, people identify with MidTown in different ways.
2. Midtown is the **intersection** of **diverse** communities.
3. All stakeholders agree that MidTown's **location** is its' biggest asset.
4. There is a need to focus on improving community **health** outcomes.
5. MidTown needs to be a pipeline for **jobs** that are accessible to people in the local area.
6. MidTown has **housing**, but it is not the center of any single community.
7. There isn't a **place** that brings people together. There needs to be one, and it needs to be **bold**.
8. MidTown is **designed** to be a pass-through. It can be redesigned.

Part 2

Vision

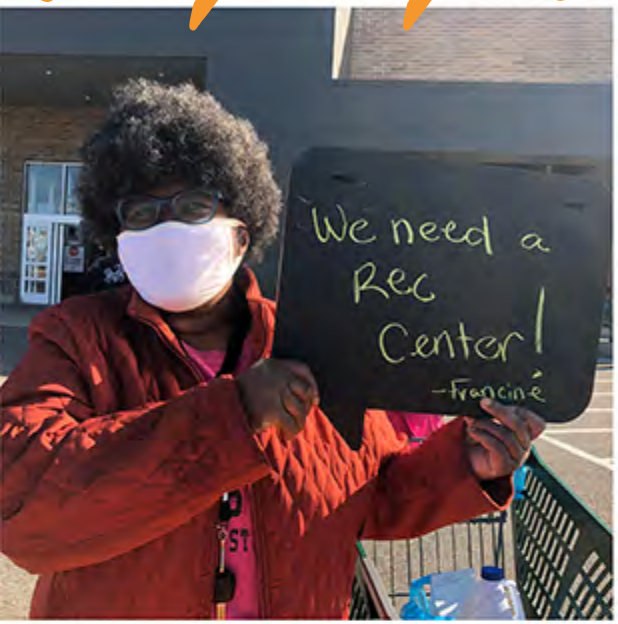
Where do we go from here?

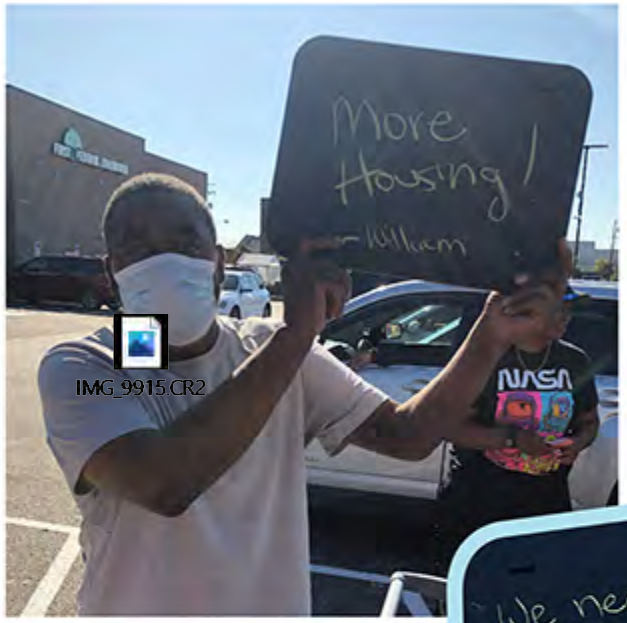
Words & Ideas for the Future

Pick your TOP 3! Or, share an idea we missed.

1. Inclusion or Inclusive
2. A diverse community
3. Celebration of cultures & cultural identity
4. Dynamic or Exciting
5. Feeling "at home"
6. Great place to do business
7. Innovative or Innovation
8. Family-oriented
9. Safe or Safety
10. Accessible or Walkable

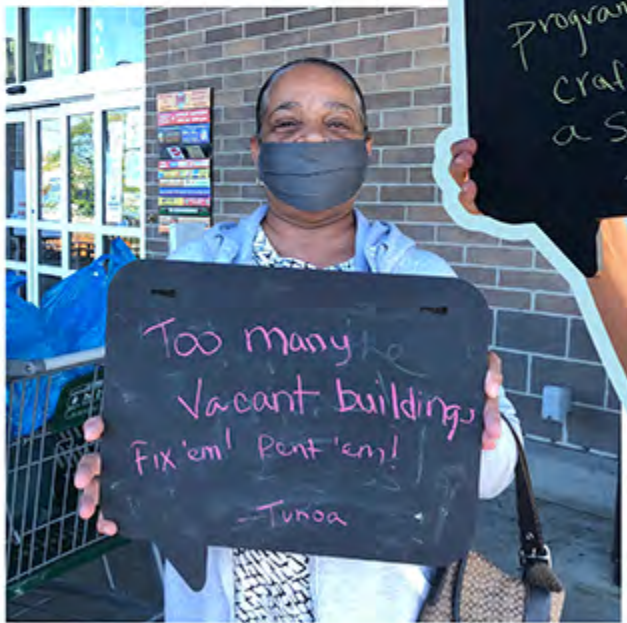
Pop-up Event!


We need a Rec Center!
-Francine


More Housing!
-William
IMG_9915.CR2

Stop the crime! More Jobs!

MORE PARKS!
-DEVIDES


Too many Vacant buildings
Fix 'em! Rent 'em!
-Tunoa

We need Community Programs to teach Crafts & arts in a Shared Space!
-Marietta

Pop-up Event!

Job Training
Michael

Community-
sustained
Environment
Keith B.
LOVED

Places for
Kids &
movie theater
SAmeerah
Chase

New playgrand
with a slide!
-Dawn

Better Streets!
Keep doing
great new things!
-Alicia
NASA

New
Affordable
Housing!
-Raymond

What's your BIG IDEA for MidTown?

Use the chat function to share!

Better streets! Keep doing great new things!

MORE HOUSING DEVELOPMENT AND AFFORDABLE HOUSING

More safety! Cut down crime

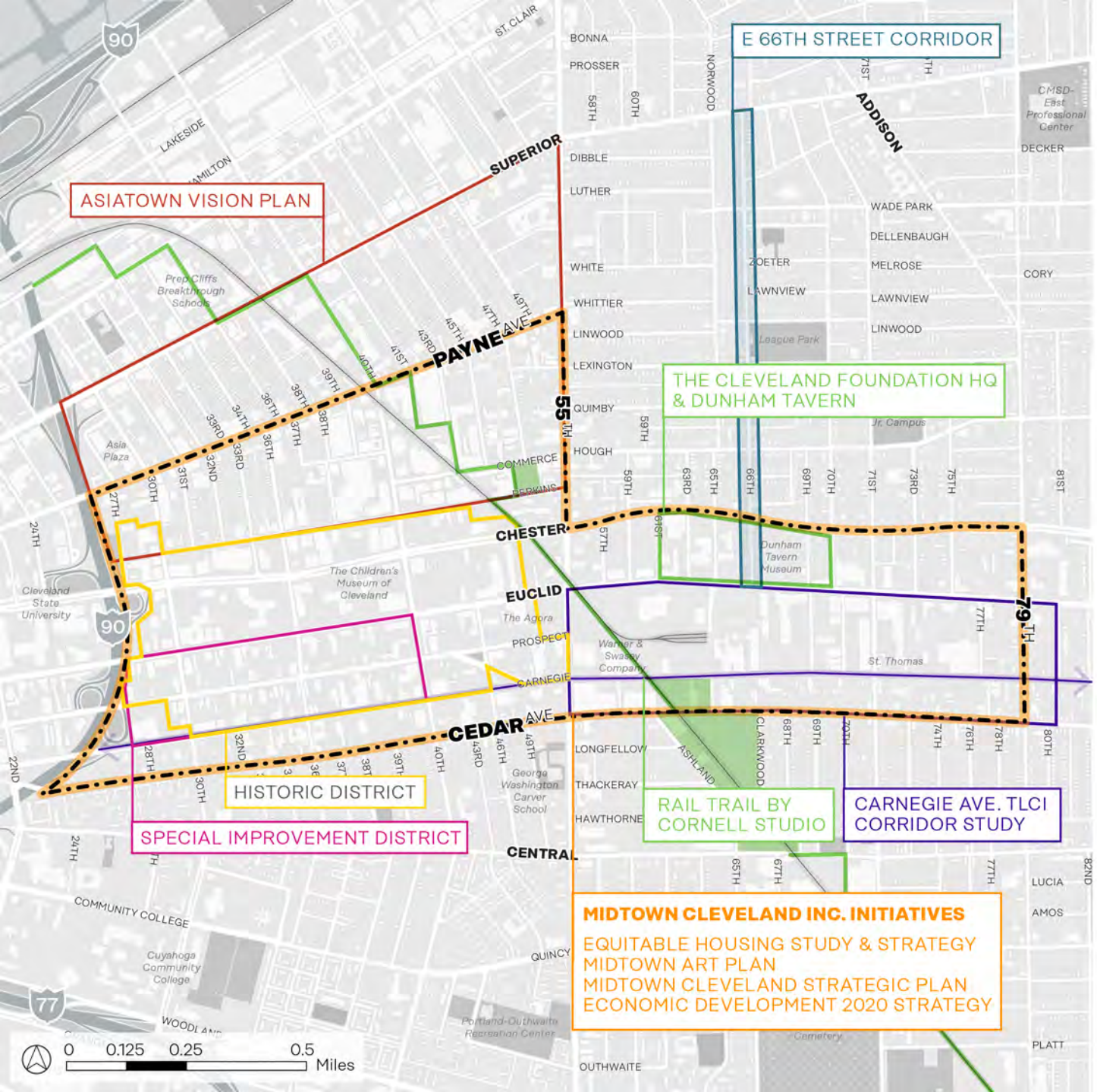
What about landmarks for historical places? Celebrate the historical richness

More food options

PLACES FOR KIDS AND MOVIE THEATERS

Space for my business!

Better law enforcement. More African American representation in police force



COORDINATING PLANS & INITIATIVES

- MIDTOWN BOUNDARY
- RAIL
- PARK/OPEN SPACE

(SOURCE: VARIOUS PLANS PROVIDED BY MIDTOWN INC.)

Thank you!

_INTERFACE STUDIO LLC