Final Plan Abridged Presentation
Cleveland City Planning Commission
Friday, December 6, 2019
CORE TEAM, CONSULTING TEAM & STEERING COMMITTEE

Core Team:
- MidTown Cleveland, Inc.
- City of Cleveland
- Northeast Ohio Areawide Coordinating Agency (NOACA)

Consulting Team:
- Nelson\Nygaard
- City Architecture
- Guide Studio
- Loukas Engineering

Steering Committee:
- Community Partners
- Businesses
- Institutions
- Residents
- Cleveland City Council
- City Departments
- Public Agency Partners
- MidTown Board Members
CARNEGIE AVENUE TLCI CORRIDOR STUDY - PROJECT FOCUS AREA
PROJECT OBJECTIVES

• Determine the **long-term vision** for Carnegie Avenue

• Assess and **project future traffic flow** of Carnegie Avenue with the completion of Opportunity Corridor

• Analyze and identify **pedestrian improvements** at key intersections and consider infrastructure improvements for other modes

• Identify **economically viable land uses** that are complementary to nearby residential uses and that promote walkability and transit use

• Encourage **north-south connectivity** for residents of Central and Fairfax

• Identify key recommendations for **green infrastructure and equitable development**
02 | Understanding the Corridor
OPEN HOUSE #2
COMMUNITY INPUT

Community Meetings
Meeting #1: January 24, 2019
Meeting #2: April 30, 2019
Meeting #3: August 19, 2019

Steering Committee Meetings
Meeting #1: November 18, 2018
Meeting #2: March 1 & 26, 2019
Meeting #3: July 2, 2019
SURVEY INPUT

What **DESTINATIONS or BUSINESSES** do you currently visit?

- Restaurant/fast food (133)
- Gas station (78)
- I don’t currently stop (72)
- Car wash/auto care (41)
- Other (health care, PNC) (39)
- Personal/business services (30)
- Retail/merchandise (22)
- Entertainment/culture (21)
- Dry cleaner (18)

What **AMENITIES or IMPROVEMENTS** does the corridor need or would attract you to visit?

- Restaurants (185)
- Parks & green space (156)
- Streetscape improvements (152)
- Pedestrian improvements (142)
- Retail options (134)
- Entertainment/culture (99)
- Bicycle enhancements (92)
- Personal/business services (77)
- Transit Improvements (60)
EXISTING LAND USE
EXISTING ZONING
When Opportunity Corridor opens, the projections show minimal change in traffic volumes along Carnegie Avenue.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>30th St.</td>
<td>North of Carnegie Ave.</td>
<td>14,663</td>
<td>9,433</td>
<td>-2.0%</td>
<td>12,743</td>
<td>86.5%</td>
<td>-13.1%</td>
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<td>30th St.</td>
<td>South of Carnegie Ave.</td>
<td>13,034</td>
<td>9,411</td>
<td>-1.5%</td>
<td>11,751</td>
<td>90.1%</td>
<td>-9.8%</td>
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<td>Carnegie Ave.</td>
<td>30th to 36th St.</td>
<td>33,283</td>
<td>30,094</td>
<td>-0.5%</td>
<td>32,233</td>
<td>96.8%</td>
<td>-3.2%</td>
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<td>36th St.</td>
<td>North of Carnegie Ave.</td>
<td>3,114</td>
<td>2,635</td>
<td>-0.8%</td>
<td>2,953</td>
<td>94.8%</td>
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<td>36th St.</td>
<td>South of Carnegie Ave.</td>
<td>1,523</td>
<td>652</td>
<td>-3.8%</td>
<td>1,163</td>
<td>76.3%</td>
<td>-23.7%</td>
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<td>Carnegie Ave.</td>
<td>36th to 40th St.</td>
<td>30,727</td>
<td>28,205</td>
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<td>29,901</td>
<td>97.3%</td>
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<td>40th St.</td>
<td>North of Carnegie Ave.</td>
<td>3,698</td>
<td>2,674</td>
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<td>3,336</td>
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<td>-9.8%</td>
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<td>40th St.</td>
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<td>3,255</td>
<td>2,478</td>
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<td>2,984</td>
<td>91.6%</td>
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<td>40th to 46th St.</td>
<td>28,040</td>
<td>26,338</td>
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<td>46th St.</td>
<td>North of Carnegie Ave.</td>
<td>415</td>
<td>399</td>
<td>-0.2%</td>
<td>410</td>
<td>98.7%</td>
<td>-1.2%</td>
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<td>46th St.</td>
<td>South of Carnegie Ave.</td>
<td>405</td>
<td>378</td>
<td>-0.3%</td>
<td>396</td>
<td>97.8%</td>
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<td>Carnegie Ave.</td>
<td>46th to 55th St.</td>
<td>27,754</td>
<td>26,041</td>
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<td>27,197</td>
<td>97.9%</td>
<td>-2.0%</td>
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<td>North of Carnegie Ave.</td>
<td>11,464</td>
<td>8,350</td>
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<td>55th St.</td>
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<td>Carnegie Ave.</td>
<td>55th to 65th St.</td>
<td>29,750</td>
<td>27,183</td>
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<td>28,908</td>
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<td>-2.8%</td>
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<td>Carnegie Ave.</td>
<td>65th to 71st St.</td>
<td>29,841</td>
<td>27,424</td>
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<td>71st St.</td>
<td>North of Carnegie Ave.</td>
<td>7,325</td>
<td>7,120</td>
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<td>99.1%</td>
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<td>6,315</td>
<td>6,413</td>
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<td>6,346</td>
<td>100.4%</td>
<td>0.5%</td>
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<td>Carnegie Ave.</td>
<td>71st to 79th St.</td>
<td>28,408</td>
<td>27,086</td>
<td>-0.4%</td>
<td>28,648</td>
<td>97.4%</td>
<td>-2.6%</td>
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<td>79th St.</td>
<td>North of Carnegie Ave.</td>
<td>4,881</td>
<td>5,335</td>
<td>0.4%</td>
<td>5,021</td>
<td>102.8%</td>
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<td>79th St.</td>
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<td>3,410</td>
<td>3,853</td>
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<td>103.9%</td>
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<td>79th to 83rd</td>
<td>30,630</td>
<td>28,426</td>
<td>-0.3%</td>
<td>29,911</td>
<td>97.6%</td>
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<td>83rd</td>
<td>North of Carnegie Ave.</td>
<td>8,175</td>
<td>9,741</td>
<td>0.7%</td>
<td>8,787</td>
<td>104.9%</td>
<td>4.9%</td>
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<td>83rd</td>
<td>South of Carnegie Ave.</td>
<td>7,858</td>
<td>8,562</td>
<td>0.4%</td>
<td>8,075</td>
<td>102.7%</td>
<td>2.8%</td>
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<td>Carnegie Ave.</td>
<td>83rd to 89th</td>
<td>29,517</td>
<td>27,319</td>
<td>-0.4%</td>
<td>29,065</td>
<td>97.1%</td>
<td>-2.8%</td>
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<td>89th</td>
<td>North of Carnegie Ave.</td>
<td>8,384</td>
<td>9,638</td>
<td>0.6%</td>
<td>8,764</td>
<td>104.3%</td>
<td>4.5%</td>
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<td>89th</td>
<td>South of Carnegie Ave.</td>
<td>6,182</td>
<td>6,816</td>
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<td>6,656</td>
<td>101.1%</td>
<td>1.1%</td>
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<tr>
<td>Carnegie Ave.</td>
<td>89th to 105th</td>
<td>22,470</td>
<td>20,449</td>
<td>-0.4%</td>
<td>21,806</td>
<td>97.0%</td>
<td>-3.0%</td>
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<tr>
<td>105th</td>
<td>North of Carnegie Ave.</td>
<td>17,889</td>
<td>23,236</td>
<td>1.2%</td>
<td>19,441</td>
<td>108.6%</td>
<td>9.7%</td>
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<tr>
<td>105th</td>
<td>South of Carnegie Ave.</td>
<td>16,173</td>
<td>25,468</td>
<td>2.1%</td>
<td>18,687</td>
<td>113.5%</td>
<td>15.5%</td>
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<tr>
<td>Carnegie Ave.</td>
<td>105th to Stokes Blvd.</td>
<td>21,896</td>
<td>24,755</td>
<td>0.6%</td>
<td>22,768</td>
<td>103.9%</td>
<td>-4.0%</td>
</tr>
</tbody>
</table>
CARNEGIE AVENUE VISION

Carnegie Avenue is a safe, accessible, and vibrant corridor that serves as a “connective tissue” between a unique mix of people, businesses, community assets, and neighborhoods.
ORGANIZING STRATEGIES

Cultivate Neighborhood and Economic Development
- Use infill development opportunities to fill gaps in the urban fabric and make Carnegie a desirable place to be.
- Create a balance between smaller-scale, neighborhood-centered commercial development and larger-scale, auto-oriented development, encouraging and supporting establishment and success of locally owned businesses.
- Celebrate the corridor as a place for creative entrepreneurship through new business models.

Improve Pedestrian Infrastructure & Neighborhood Connections
- Identify key locations along the corridor for enhancing mobility, identity, and development.
- Create stronger / safer connections to surrounding neighborhoods.
- Enhance walkability by prioritizing the pedestrian and supportive public realm amenities & infill development.

Reinforce the Corridor’s Identity and Visual Appeal
- Maintain the eclectic character of the street.
- Beautify the public realm through art, streetscape, and storefront improvements.
- Reinforce Carnegie as the “connective tissue” between people, businesses, and neighborhoods.
**SUMMARY OF RECOMMENDATIONS**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Enhance the streetscape to stitch together and beautify the corridor’s fabric, promote walkability, calm traffic, and create opportunities for unique “pockets” of activity and expression.</td>
</tr>
<tr>
<td>2</td>
<td>Invest in place-defining improvements between E. 65th-E. 69th that build upon the success of the MidTown Tech Park and create transformative mobility and development opportunities.</td>
</tr>
<tr>
<td>3</td>
<td>Reinforce the commercial district centered on E. 77th Street, establishing a pedestrian-oriented commercial core for the Corridor.</td>
</tr>
<tr>
<td>4</td>
<td>Modify existing zoning district code so that it aligns with the new vision for desired development patterns, smart economic growth, and enhanced mobility options.</td>
</tr>
<tr>
<td>5</td>
<td>Redevelop vacant land and buildings using a combination of existing tools and new strategies to meet the current and future needs of the business and residential markets.</td>
</tr>
<tr>
<td>6</td>
<td>Establish the E. 40th and E. 71st Street corridors as north-south bicycle network routes, enhancing them through upcoming capital projects and integrate them into the City’s Bike Plan update.</td>
</tr>
<tr>
<td>7</td>
<td>Implement traffic calming and safety measures at all intersections to reduce crashes, establish gateways, and facilitate safe crossings for all travelers.</td>
</tr>
<tr>
<td>8</td>
<td>Pilot a community circulator that complements RTA service and connects residents to vital assets within the MidTown, Hough, Central, and Fairfax neighborhoods.</td>
</tr>
<tr>
<td>9</td>
<td>Locate a series of “mobility hubs” along the corridor to enhance connections to the broader community.</td>
</tr>
</tbody>
</table>
PLAN RECOMMENDATIONS

Nine key recommendations and actions have been established to achieve the vision and goals outlined previously. These concepts can be implemented in stages over time, beginning with small steps that can set the stage for more dramatic improvements as momentum builds.

1. Enhance the streetscape to stitch together & beautify the corridor’s fabric, promote walkability, calm traffic, and create opportunities for unique “pockets” of activity and expression.
TYPICAL STREETSCAPE ENHANCEMENTS

**Short Term Actions & Safety Enhancements**
- Plant new trees
- Update fencing and parking lot screening
- Install signage, banners and public art
- Enable on-street parking during off-peak hours
- Re-stripe bold pedestrian crosswalks

**Long Term Goals**
- Install landscaped medians + refuge islands
- Add tree pits + landscaping
- Install pedestrian / cyclist amenities, furniture, + enhanced lighting
- Bury overhead utilities
- Consolidate driveways
KEY CONCEPTS AND ACTIONS

2 Invest in place defining improvements between E. 65th and E. 69th that build upon the success of MidTown Tech and create transformative mobility and development opportunities.

3 Reinforce the commercial district centered on E. 77th Street, establishing a pedestrian-oriented commercial core for the Corridor.
**E 65th – E. 69th Street Redevelopment**

**Opportunity:**
- Retain existing business(es)
- Open up ground floor for storefronets, small businesses
- Enhanced pedestrian experience

**Traffic Control:**
- Maintain 2-way traffic
- Create predictable vehicle movements
- Reduce conflict zones

**Enhanced Pedestrian Safety:**
- Pedestrian refuge islands
- High visibility crosswalk striping
E 74TH – E 79TH STREET REDEVELOPMENT PLAN

Redevelopment Site:
• Commercial / Office / Retail
• Mixed-use potential given site size and location

Retain Existing Businesses
• Expand operations, additional storefronts
• Support with on-street parking on E. 77th and Carnegie (during off-peak hours)
• Outdoor dining patios / seating and buried utilities (long term)

Retain Existing Businesses
• Expand operations, additional storefronts
• Support with on-street parking on E. 77th and Carnegie (during off-peak hours)
• Outdoor dining patios / seating and buried utilities (long term)

Enhanced Pedestrian Safety:
• Pedestrian refuge islands
• High visibility crosswalk striping
• RRFB or HAWK signals

Opportunity:
• Restore historic building facades
• Populate vacant storefronts

Right of Way:
• Clean up, repair sidewalks
• Landscaped medians for beautification & traffic calming
• Pedestrian amenities, furniture
• Enhanced lighting

Redevelopment Site:
• Retail / Office development
• On-site parking (in rear)
E 74th – E 79th Street Streetscape Opportunity
E 74th – E 79th Street Redevelopment Plan

Central Kitchen
Souper Market
Cleveland Bagel

Redevelopment Site:
• District Parking (near term)
• Retail / Office (long term)
• Minimum 23,000 sf

Commercial Redevelopment Site
27,000 sf +

Residential Redevelopment Site

Light Industrial / Manufacturing Redevelopment Site with retail storefront at the street
100,000 sf

“Landbank” parcels for future development or adjacent expansion

Reduce curb cuts

Populate vacant building
3,000 sf

Populate vacant storefronts
7,000 sf

Potential for additional storefronts
KEY CONCEPTS AND ACTIONS

Modify existing zoning district code to align with the new vision for desired development patterns, smart economic growth, and enhanced mobility options.

Redevelop vacant land and buildings using a combination of existing tools and new models / strategies to meet the current and future needs of the business and residential markets.
PROPOSED LAND USE ZONES

Industrial

Mixed-use transition

Residential Support
• Build off momentum of neighboring establishments
• “Mixed-Use” as shown here can be any combination of office, retail, and apartments
• Begin to knit together the existing pockets of activity to unify the feel of the corridor
• Provide services & amenities that meet community needs and desires
KEY CONCEPTS AND ACTIONS

Establish the E. 40th and E. 71st Street corridors as north-south bicycle network routes, enhance them through upcoming capital projects and integrate them into the City’s Bike Plan update.

Implement traffic calming & safety measures at all intersections to reduce crashes, establish gateways, and facilitate safe crossings for all travelers.
NEIGHBORHOOD CONNECTIONS
MEDIAN PEDESTRIAN CROSSING OPTIONS

- Application at intersections or mid-block
- Increased visibility for crossing pedestrians
- Allows refuge for slower-moving pedestrians
- Opportunity for landscaping, public art, etc.
KEY CONCEPTS AND ACTIONS TO ACHIEVE THE VISION

Pilot a community circulator that complements RTA service and connects residents to vital assets within the MidTown, Hough, Central, and Fairfax neighborhoods.

Locate a series of “mobility hubs” along the corridor to enhance connections to the broader community.
COMMUNITY CIRCULATOR CONCEPT
Align transportation options and amenities in strategic locations* to foster seamless connections and improve service. Features include:

- Transit stops
- Shelter & seating
- Shared vehicles (bikes, scooters, cars)
- Information (signage, kiosks, printed materials)
- Curbspace for pickup/dropoff

*Not all locations will be amenable to all features.
PLAN PRIORITIZATION

Enhance the streetscape to stitch together & beautify the corridor’s fabric, promote walkability, calm traffic, and create opportunities for unique “pockets” of activity and expression.

Implement traffic calming & safety measures at all intersections to reduce crashes, establish gateways, and facilitate safe crossings for all travelers.

Reinforce the commercial district centered on E. 77th Street, establishing a pedestrian-oriented commercial core for the Corridor

Modify existing zoning district code to align with the new vision for desired development patterns, smart economic growth, and enhanced mobility options.

Apply for 2020 NOACA TLCI Implementation Funding and pursue short term actions immediately
Redevelop vacant land and buildings using a combination of existing tools and new models / strategies to meet the current and future needs of the business and residential markets.

Establish the E. 40th and E. 71st Street corridors as north-south bicycle network routes, enhance them through upcoming capital projects and integrate them into the City’s Bike Plan update.

Invest in place defining improvements between E. 65th and E. 69th that build upon the success of MidTown Tech and create transformative mobility and development opportunities.

Continue exploration and pursue short term actions if aligned with resources.
PLAN PRIORITIZATION

9. Locate a series of “mobility hubs” along the corridor to enhance connections to the broader community.

8. Pilot a community circulator that complements RTA service and connects residents to vital assets within the MidTown, Hough, Central, and Fairfax neighborhoods.

Explore through upcoming planning processes within next five years.
## SHORT AND LONG TERM ACTIONS

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Near-Term Actions</th>
<th>Key Players</th>
<th>Timeline</th>
<th>Cost Range*</th>
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</thead>
<tbody>
<tr>
<td>Enhance the Streetscape</td>
<td>Increase crosswalk visibility by repainting them in the continental style, install HAWB and crosswalk signage at key, non-intersection crossing points</td>
<td>MidTown, Traffic Engineering, City Planning, Streetscape Committee, Capital Projects, adjacent property owners</td>
<td>2020</td>
<td>$ - $$</td>
</tr>
<tr>
<td></td>
<td>Perform deferred maintenance: plant new trees in existing tree pits where missing; clean up trash and overgrown landscaping; repair heaved or broken sidewalks</td>
<td>MidTown, Traffic Engineering, City Planning, Streetscape Committee, Dept of Public Works - Urban Forestry, MidTown 50, Cleveland Tree Coalition</td>
<td>2020 - 2021</td>
<td>$ - $$</td>
</tr>
<tr>
<td></td>
<td>Install signage, banners (and hardware) on existing poles, public art, bike racks and other street furniture</td>
<td>MidTown, Streetscape Committee, Traffic Engineering, City Planning, SAND studio</td>
<td>2020 - 2021</td>
<td>$ - $$</td>
</tr>
<tr>
<td>Invest in place-defining improvements between E. 65th - E. 69th</td>
<td>Confirm location of new crossing at either E. 66th or E. 69th Street</td>
<td>MidTown, City Planning, Traffic Engineering, adjacent property owners</td>
<td>Fall 2019 - Spring 2020</td>
<td>No Capital Cost</td>
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<tr>
<td></td>
<td>Establish redevelopment strategies on either side of E. 69th Street</td>
<td>MidTown, City Planning, BIC, City Council Ward 5</td>
<td>2020</td>
<td>No Capital Cost</td>
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<tr>
<td></td>
<td>Apply for T.L.C. implementation grant to install new crossing and other traffic calming features</td>
<td>MidTown, City Planning, NOACA, Traffic Engineering</td>
<td>Fall 2020</td>
<td>No Capital Cost</td>
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<tr>
<td></td>
<td>Install new street crossing and other traffic calming features</td>
<td>City Planning, Traffic Engineering, Capital Projects</td>
<td>2021</td>
<td>$$</td>
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<tr>
<td></td>
<td>Add streetscape enhancements, including street trees, bike racks, and wayfinding signage</td>
<td>MidTown, Traffic Engineering, City Planning, Streetscape Committee, Dept of Public Works - Urban Forestry</td>
<td>2021</td>
<td>$$</td>
</tr>
</tbody>
</table>

Matrix with near-term actions, key players, timeline, and cost range for all key concepts and actions

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*Cost estimate range: $ = <$50,000, $5 = $50,000 - $100,000, $55 = $150,000+; Additional detail in following section*
THANK YOU!

re•inCarnegie
reconnect • rethink • reinvest

A NEW PLAN FOR CARNEGIE AVENUE
STRENGTHS
• Diversity of business types
• Employment opportunities for residents
• Storied name “Carnegie”
• Many great uses and buildings
• Proximity to downtown and university circle
• Wide street with room for bike lanes / streetscape improvements

WEAKNESSES
• Pedestrian level lighting
• Streetscape conditions need improvement
• Access to places like City Mission, Ohio Guidestone, Cityview is challenging
• Corridor is grey / dull, lacking vibrancy
• Pedestrian connections from transit on Euclid to Carnegie

OPPORTUNITIES
• Space / buildings not in use = Great availability for development
• Create a green gathering space that takes cues from industrial heritage
• Opportunity Corridor @ E. 55th and E. 79th north to Carnegie
• Bring back-of-house production uses to front
• Consider ground floor live/work with residential behind

THREATS
• Parking challenges as retailers build out at food hub
• Current zoning allows / permits ‘undesirable’ / less pedestrian friendly uses
**STRENGTHS**
- Diversity in building stock
- Linkages & connections
- Neighborhood access
- Traffic flows well
- African-American history

**WEAKNESSES**
- Unpleasant pedestrian & bicyclist experience
- Limited ped destinations
- Signalization causes north-south traffic issues
- Lacks vegetation
- North-south ped connectivity

**OPPORTUNITIES**
- Tech & design centers
- N'hood entertainment district
- Multiple housing types
- Trees & landscaping
- Recreation spaces
- Regional bikeway connection

**THREATS**
- “Business as usual,” car-dominated businesses
- Lack of small businesses
- Safety concerns with high car volumes & speeds
- Condition of roadway
- Gentrification