

re·inCarnegie

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A NEW PLAN FOR CARNEGIE AVENUE

Final Plan Abridged Presentation

Cleveland City Planning Commission

Friday, December 6, 2019



01 | Project Overview

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A NEW PLAN FOR CARNEGIE AVENUE



CORE TEAM, CONSULTING TEAM & STEERING COMMITTEE

Core Team:

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

Steering Committee:

- Community Partners
- Businesses
- Institutions
- Residents

Consulting Team:

- Nelson\Nygaard
 - City Architecture
 - Guide Studio
 - Loukas Engineering
-
- 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**

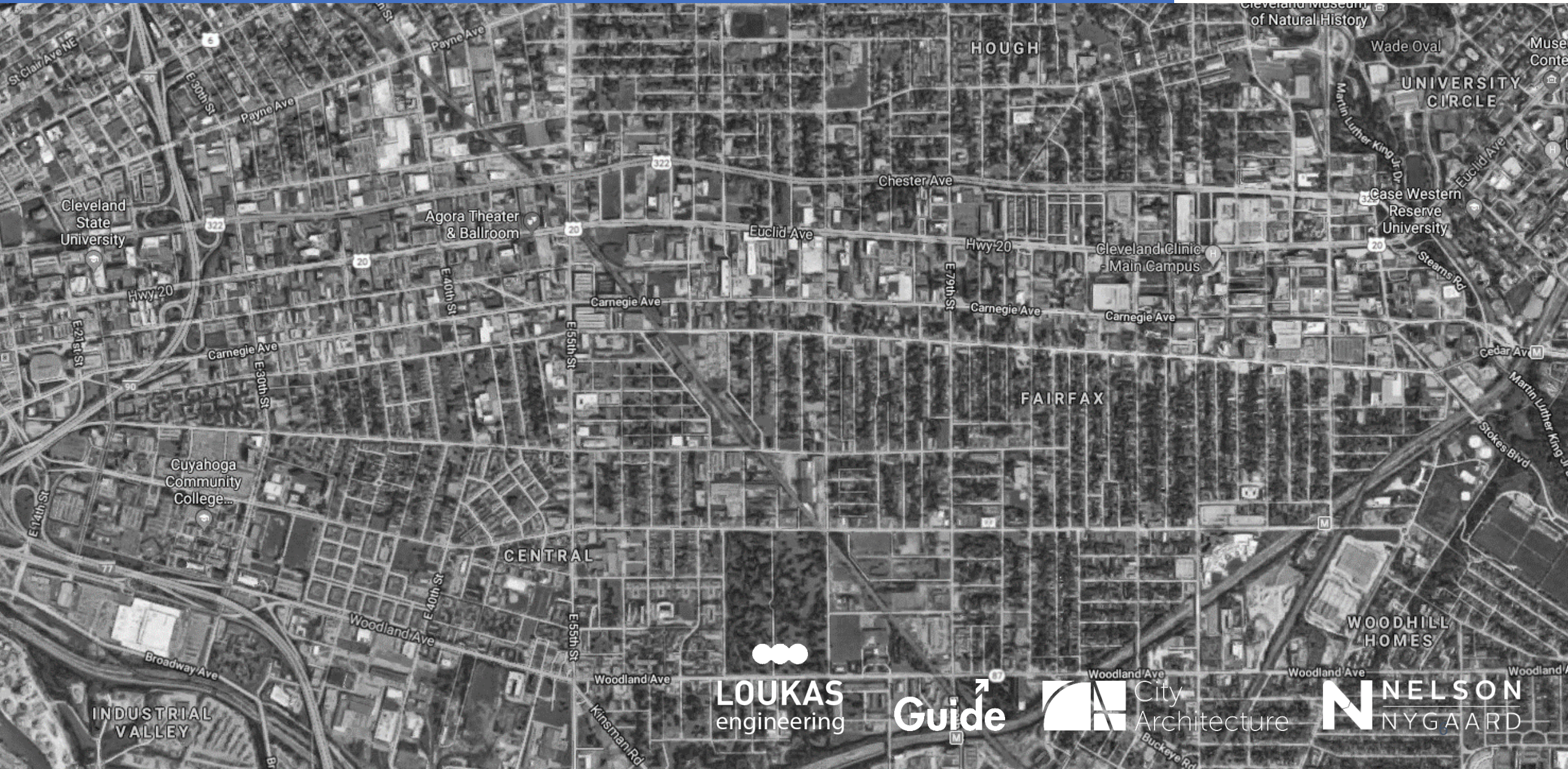


02 | Understanding the Corridor

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A NEW PLAN FOR CARNEGIE AVENUE




LOUKAS
engineering

Guide



City
Architecture

N NELSON
NYGAARD

OPEN HOUSE #2 COMMUNITY INPUT



Travel Trade-offs

When I consider the future of Carnegie Avenue in view of community goals...

Please take 7 sticky dots and indicate your preference in each of the following scenarios.

I would rather...

Maintain free-flowing traffic (i.e. no reduction in lane capacity)	Have more safe places to cross the street, including mid-block crossings
Have places to park on-street	Be able to bicycle in dedicated on-street lanes
Bicycle on-street in a dedicated lane	Bicycle off-road on paths or trails
Have a more comfortable walking environment	Maintain fast traffic speeds
Create safer pedestrian crossings at intersections via medians or turning restrictions	Preserve left/right turn pockets and limit turning restrictions
Maintain existing traffic capacity (5 lanes) at all times	Add on-street parking during off-peak periods (non-rush hours)
Reduce traffic capacity on Carnegie Avenue	Limit spillover traffic on parallel streets (e.g. Cedar, Euclid, etc.)

re-inCarnegie MIDTOWN CARNEGIE TLCI CARNEGIE CORRIDOR PREFERENCES



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

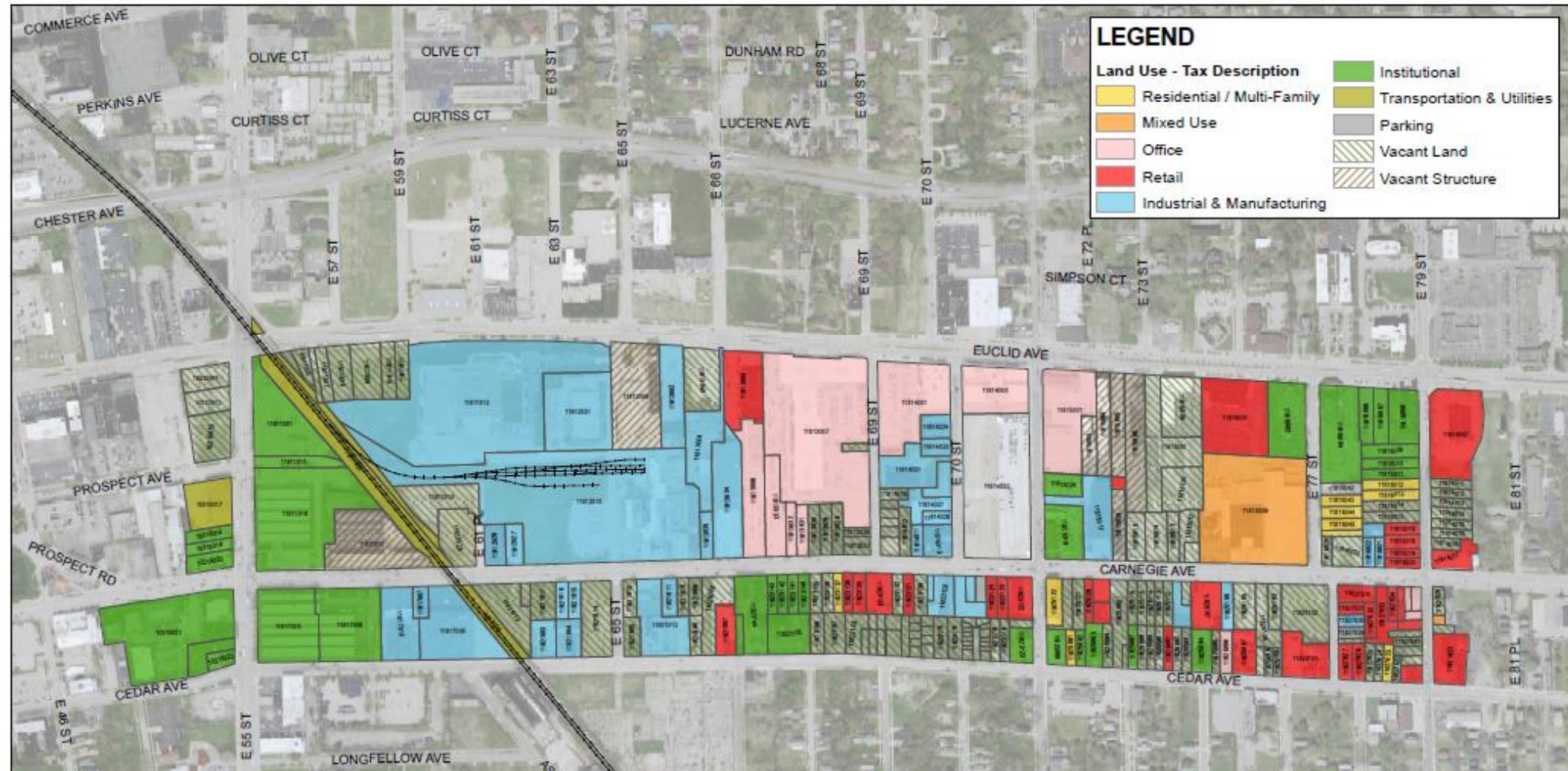
What DESTINATIONS or BUSINESSES do you currently visit?

- 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)

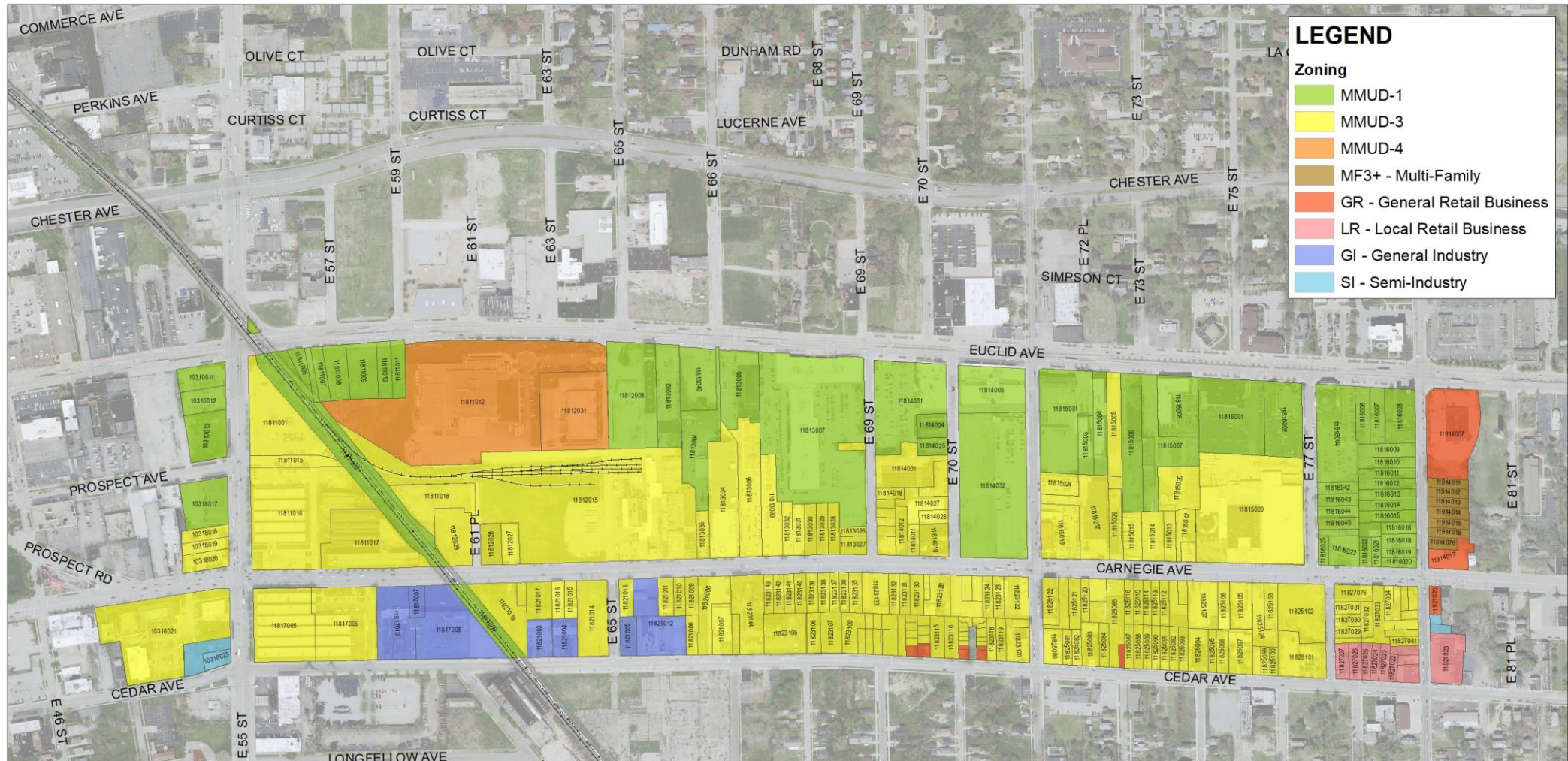
What AMENITIES or IMPROVEMENTS does the corridor need or would attract you to visit?

- **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



TRAFFIC ANALYSIS



TRAFFIC VOLUME PROJECTIONS

Count Roadway	Count Location	2018 Model Data	2040 Model Data	Annual Growth Rate 2018-2040	2025 Projected Volume	2025 Projected Percent Volume	2018-2025 Projected Change
30th St.	North of Carnegie Ave.	14,663	9,433	-2.0%	12,743	86.91%	-13.1%
30th St.	South of Carnegie Ave.	13,034	9,411	-1.5%	11,751	90.16%	-9.8%
Carnegie Ave.	30th to 36th St.	33,283	30,094	-0.5%	32,233	96.85%	-3.2%
36th St.	North of Carnegie Ave.	3,114	2,635	-0.8%	2,953	94.82%	-5.2%
36th St.	South of Carnegie Ave.	1,523	652	-3.8%	1,163	76.34%	-23.7%
Carnegie Ave.	36th to 40th St.	30,727	28,205	-0.4%	29,901	97.31%	-2.7%
40th St.	North of Carnegie Ave.	3,698	2,674	-1.5%	3,336	90.20%	-9.8%
40th St.	South of Carnegie Ave.	3,255	2,478	-1.2%	2,984	91.69%	-8.3%
Carnegie Ave.	40th to 46th St.	28,040	26,338	-0.3%	27,487	98.03%	-2.0%
46th St.	North of Carnegie Ave.	415	399	-0.2%	410	98.76%	-1.2%
46th St.	South of Carnegie Ave.	405	378	-0.3%	396	97.83%	-2.2%
Carnegie Ave.	46th to 55th St.	27,754	26,041	-0.3%	27,197	97.99%	-2.0%
55th St.	North of Carnegie Ave.	11,464	8,350	-1.4%	10,364	90.41%	-9.6%
55th St.	South of Carnegie Ave.	13,140	9,151	-1.6%	11,711	89.13%	-10.9%
Carnegie Ave.	55th to 65th St.	29,750	27,183	-0.4%	28,908	97.17%	-2.8%
Carnegie Ave.	65th to 71st St.	29,841	27,424	-0.4%	29,050	97.35%	-2.7%
71st St.	North of Carnegie Ave.	7,325	7,120	-0.1%	7,259	99.10%	-0.9%
71st St.	South of Carnegie Ave.	6,315	6,413	0.1%	6,346	100.49%	0.5%
Carnegie Ave.	71st to 79th St.	29,408	27,086	-0.4%	28,648	97.42%	-2.6%
79th St.	North of Carnegie Ave.	4,881	5,335	0.4%	5,021	102.87%	2.9%
79th St.	South of Carnegie Ave.	3,410	3,853	0.6%	3,545	103.96%	4.0%
Carnegie Ave.	79th to 83rd	30,630	28,426	-0.3%	29,911	97.65%	-2.3%
83rd	North of Carnegie Ave.	8,375	9,741	0.7%	8,787	104.92%	4.9%
83rd	South of Carnegie Ave.	7,858	8,562	0.4%	8,075	102.77%	2.8%
Carnegie Ave.	83rd to 89th	29,917	27,319	-0.4%	29,065	97.15%	-2.8%
89th	North of Carnegie Ave.	8,384	9,638	0.6%	8,764	104.53%	4.5%
89th	South of Carnegie Ave.	6,582	6,816	0.2%	6,656	101.12%	1.1%
Carnegie Ave.	89th to 105th	22,470	20,449	-0.4%	21,806	97.05%	-3.0%
105th	North of Carnegie Ave.	17,889	23,236	1.2%	19,441	108.68%	8.7%
105th	South of Carnegie Ave.	16,173	25,468	2.1%	18,687	115.54%	15.5%
Carnegie Ave.	105th to Stokes Blvd.	21,896	24,755	0.6%	22,768	103.98%	4.0%

When Opportunity Corridor opens, the projections show minimal change in traffic volumes along Carnegie Avenue.

03 | Plan Vision & Strategies

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A NEW PLAN FOR CARNEGIE AVENUE



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.

04 | Plan Recommendations

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A NEW PLAN FOR CARNEGIE AVENUE



SUMMARY OF RECOMMENDATIONS

- 1 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.
- 2 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.
- 3 Reinforce the commercial district centered on E. 77th Street, establishing a pedestrian-oriented commercial core for the Corridor.
- 4 Modify existing zoning district code so that it aligns with the new vision for desired development patterns, smart economic growth, and enhanced mobility options.
- 5 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.
- 6 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.
- 7 Implement traffic calming and safety measures at all intersections to reduce crashes, establish gateways, and facilitate safe crossings for all travelers.
- 8 Pilot a community circulator that complements RTA service and connects residents to vital assets within the MidTown, Hough, Central, and Fairfax neighborhoods.
- 9 Locate a series of "mobility hubs" along the corridor to enhance connections to the broader community.

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:

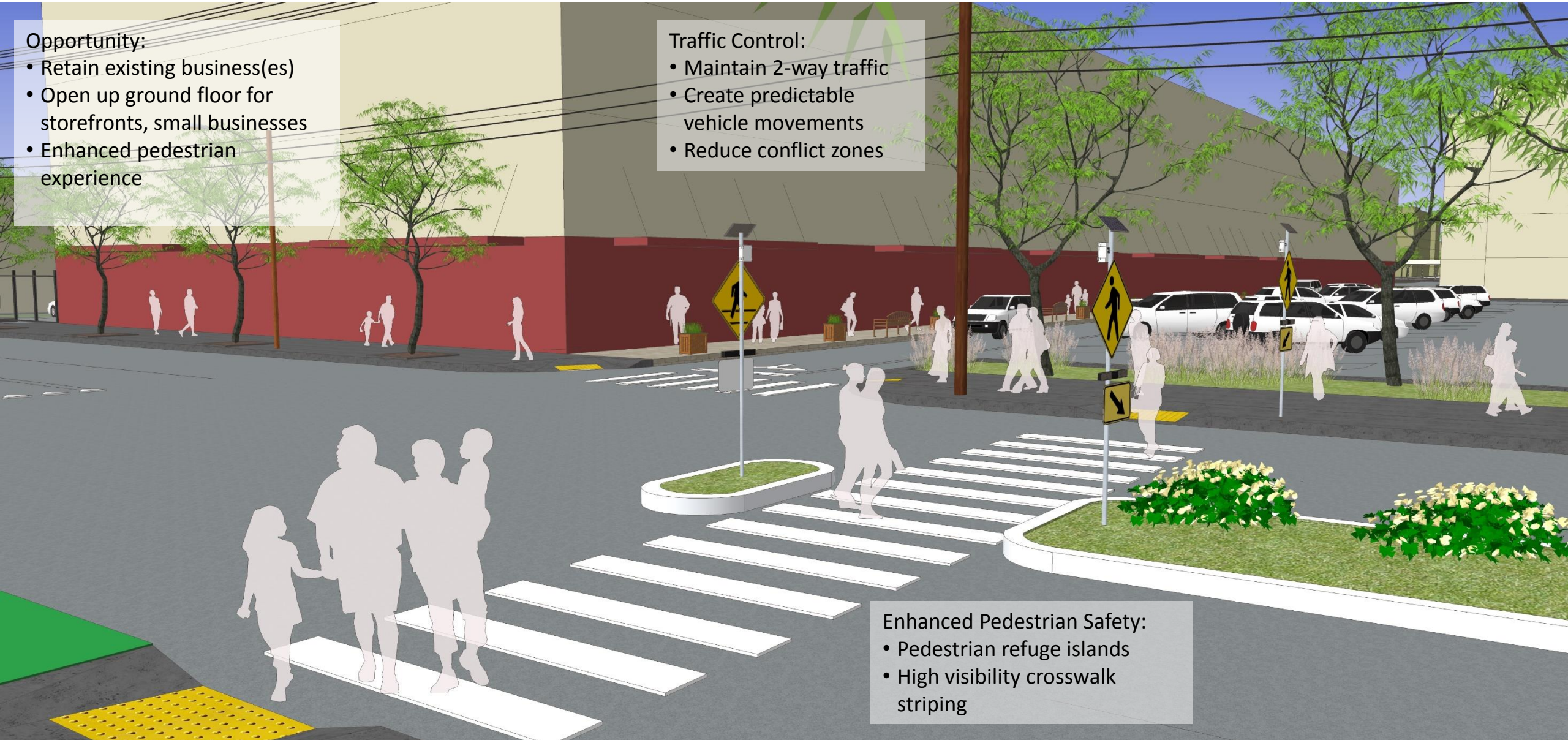
- Retain existing business(es)
- Open up ground floor for storefronts, small businesses
- Enhanced pedestrian experience

Traffic Control:

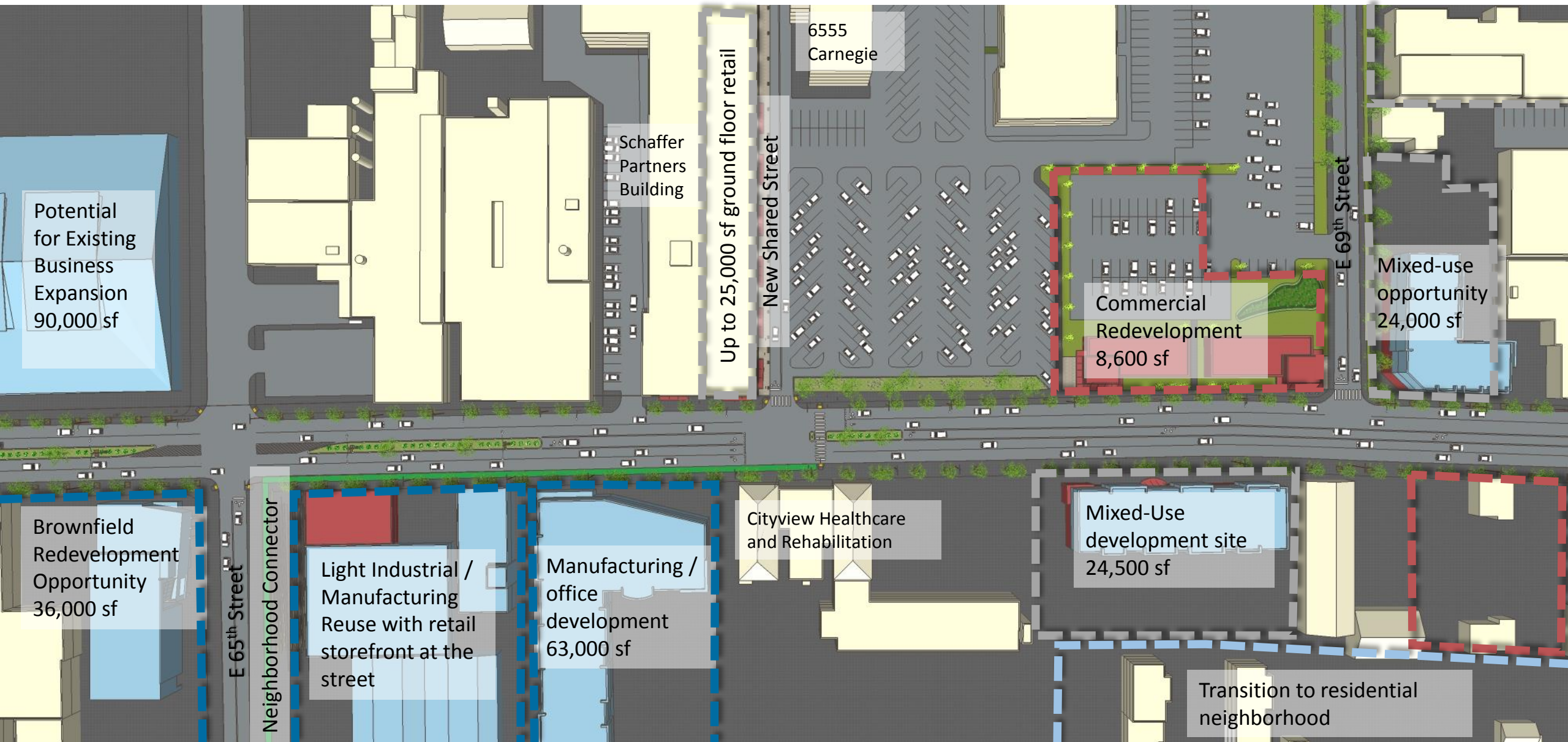
- Maintain 2-way traffic
- Create predictable vehicle movements
- Reduce conflict zones

Enhanced Pedestrian Safety:

- Pedestrian refuge islands
- High visibility crosswalk striping



E 65TH – E 69TH STREET REDEVELOPMENT PLAN



E 74TH – E 79TH STREET REDEVELOPMENT PLAN



Redevelopment Site:

- Retail / Office development
- On-site parking (in rear)

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

Enhanced Pedestrian Safety:

- Pedestrian refuge islands
- High visibility crosswalk striping
- RRFB or HAWK signals

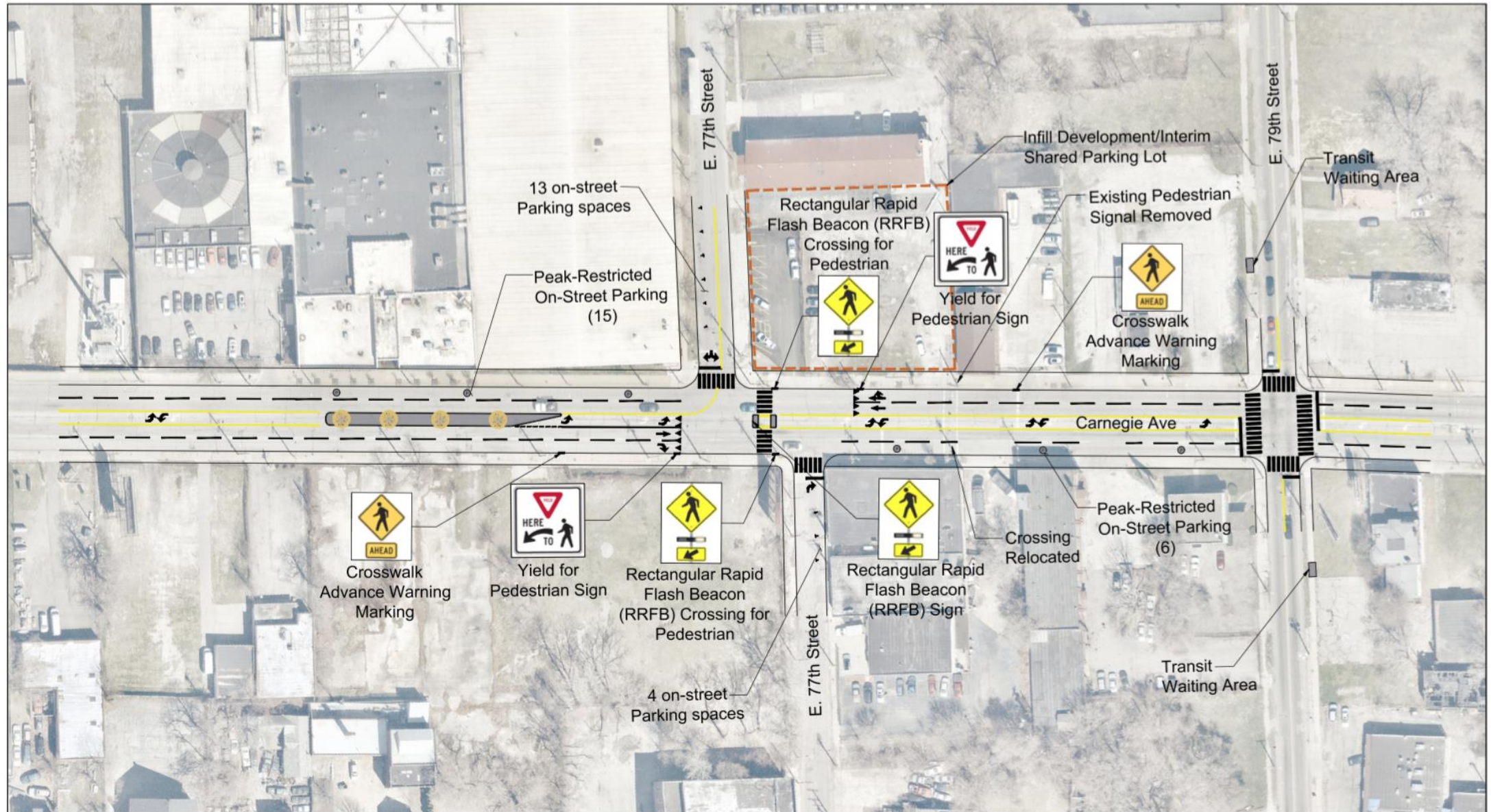
Retain Existing Businesses

- 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)

Redevelopment Site:

- Commercial / Office / Retail
- Mixed-use potential given site size and location

Carnegie Ave Concept Plan - E. 74th Street - E. 79th Street Transportation Enhancements



Legend

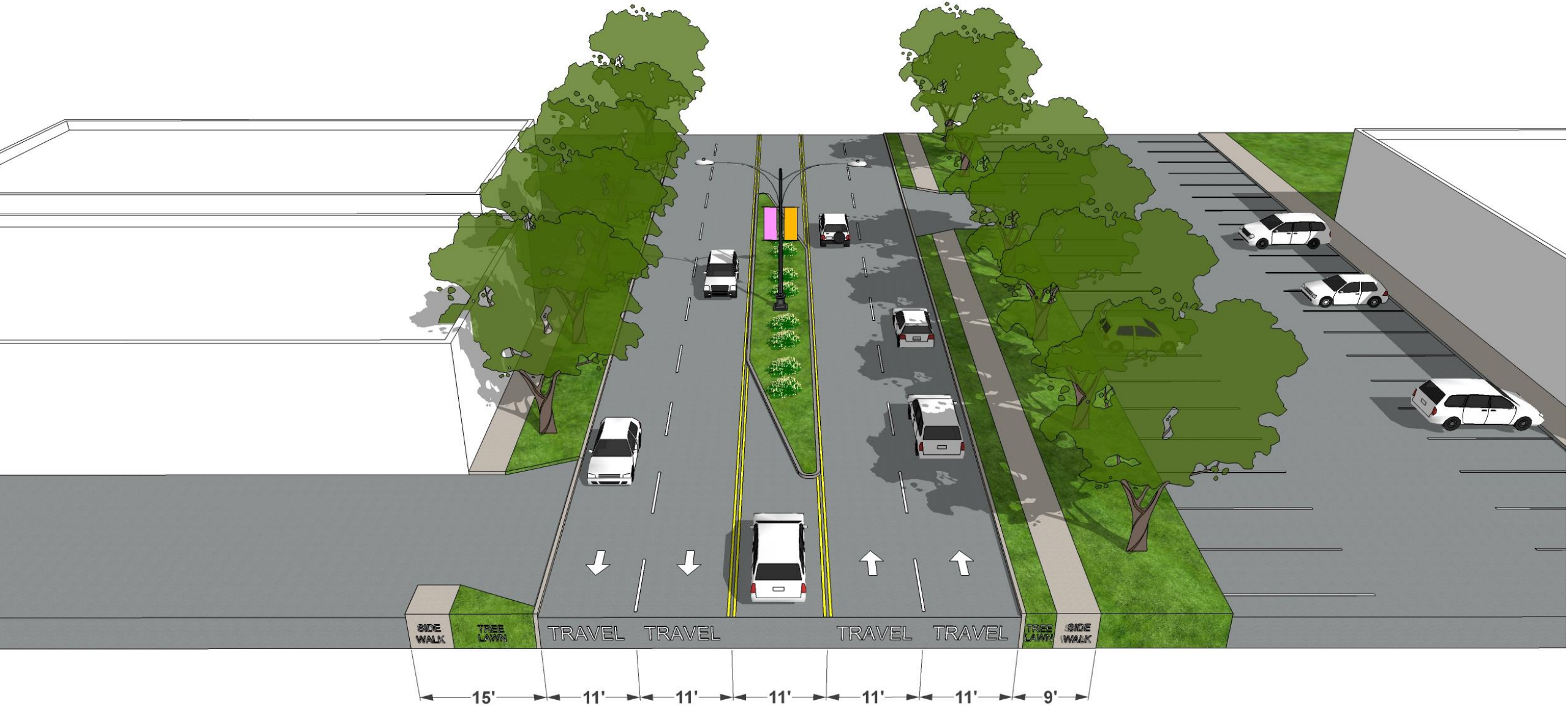
 Median Crosswalks

CONCEPTUAL
NOT FOR CONSTRUCTION

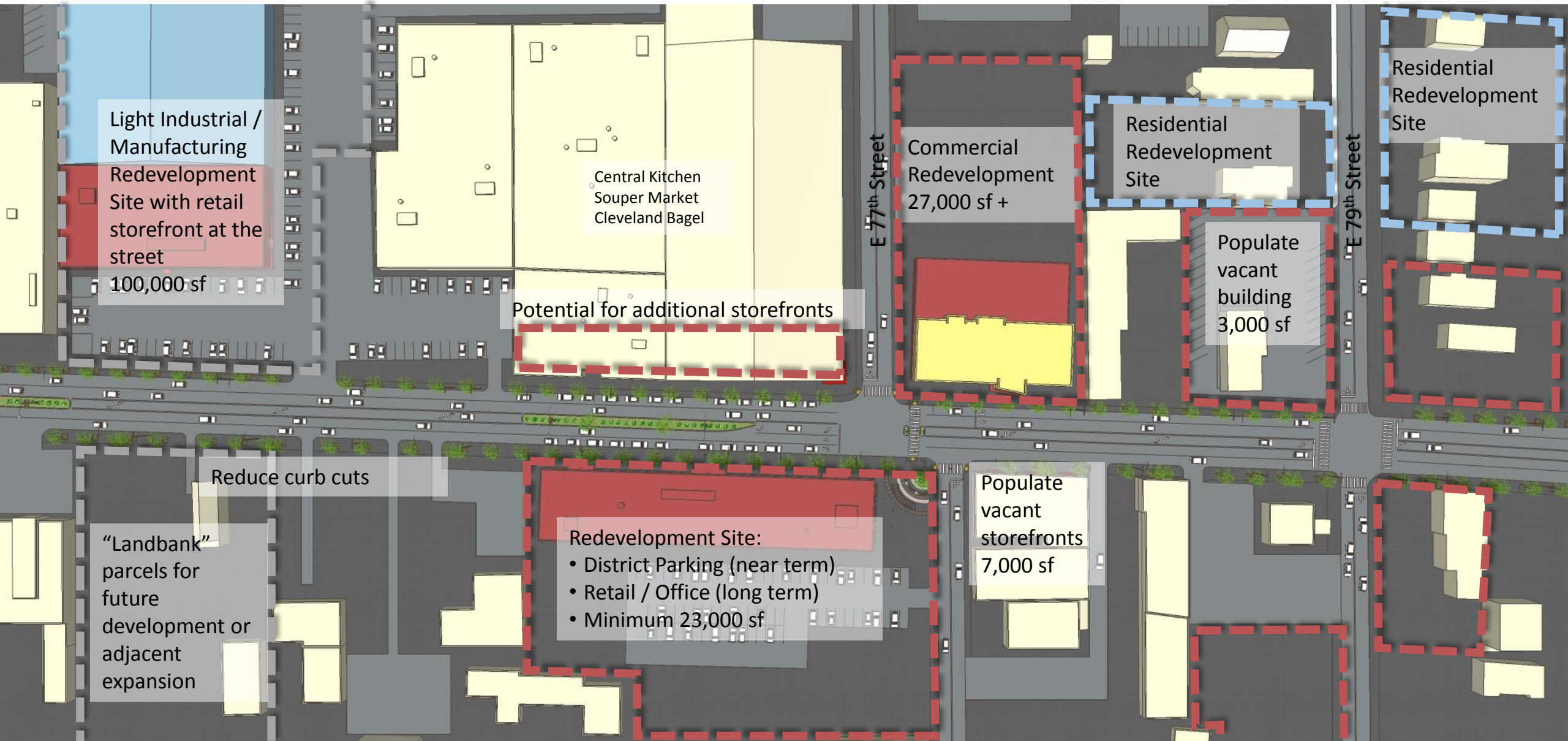
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E 74TH – E 79TH STREET STREETScape OPPORTUNITY



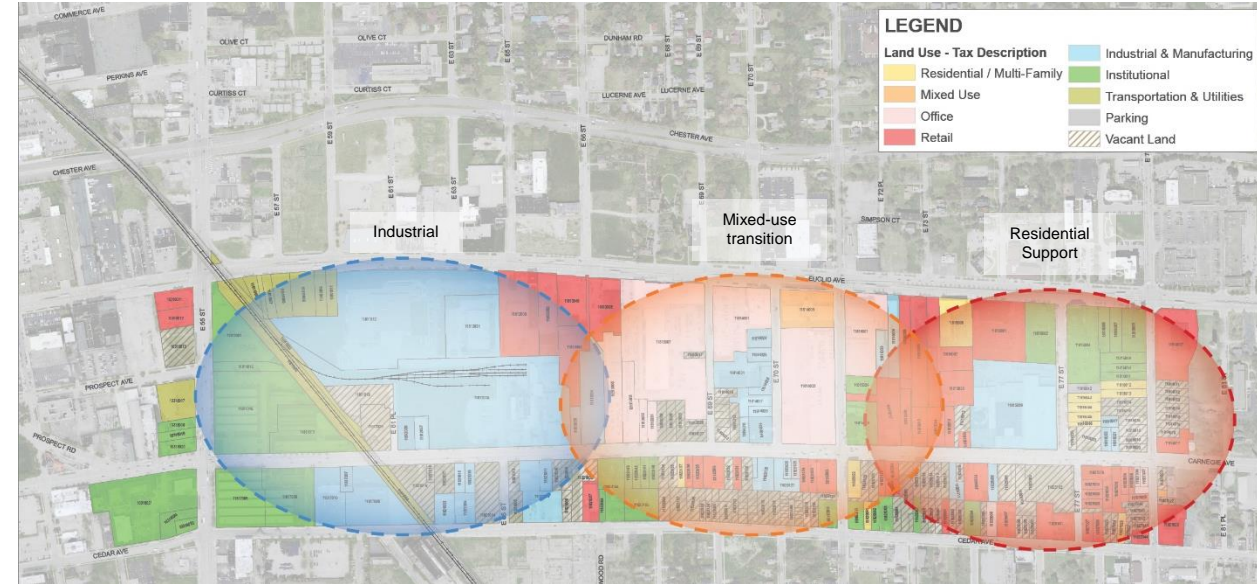
E 74TH – E 79TH STREET REDEVELOPMENT PLAN



KEY CONCEPTS AND ACTIONS

4

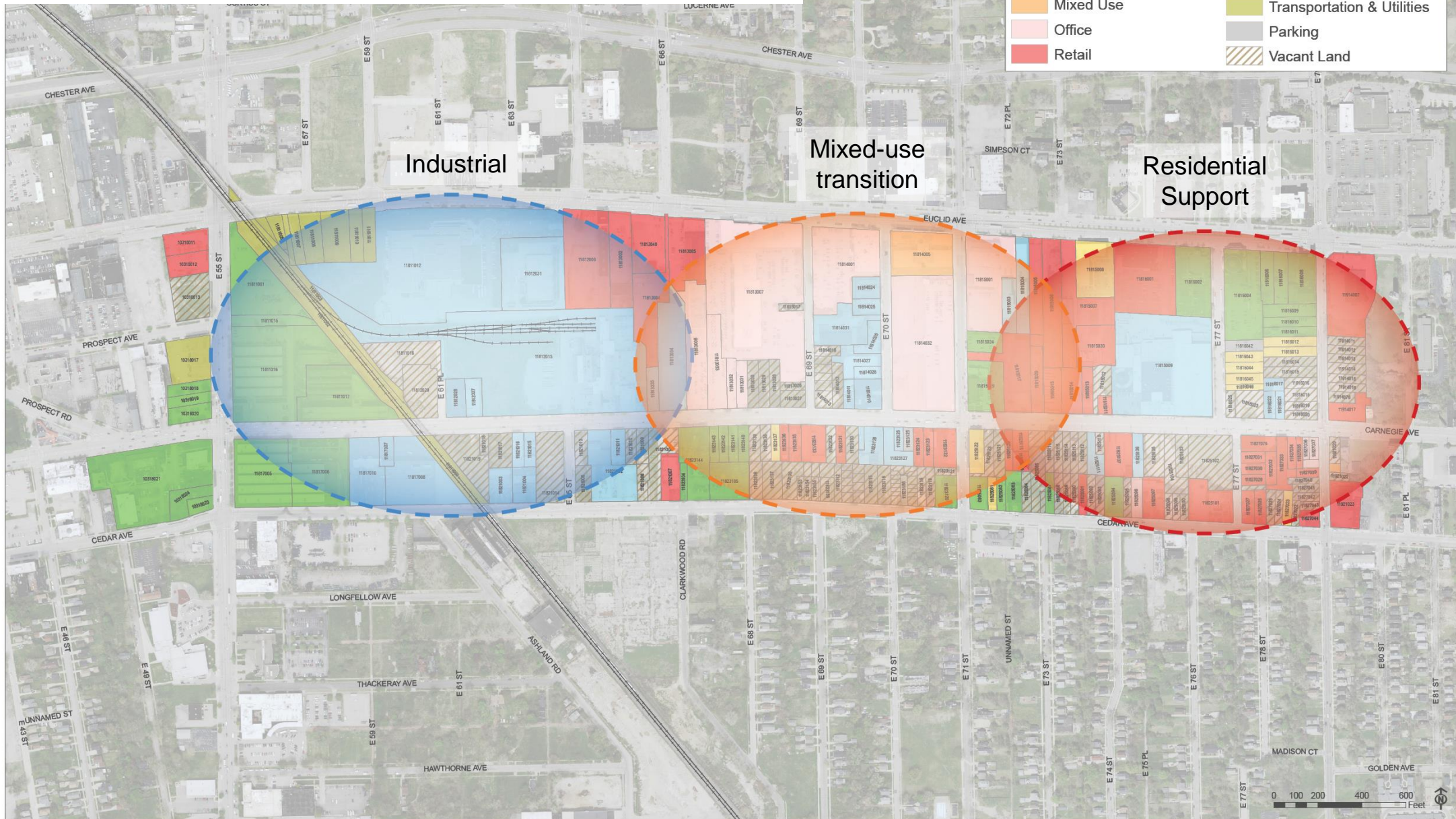
Modify existing zoning district code to align with the new vision for desired development patterns, smart economic growth, and enhanced mobility options.



5

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



PROPOSED LAND USE

LEGEND

Land Use - Tax Description

- Residential / Multi-Family
- Mixed Use
- Office
- Retail
- Industrial & Manufacturing
- Institutional
- Transportation & Utilities
- Parking
- Vacant Land

PROPOSED LAND USE

- Residential / Multi-Family
- Mixed Use (any mix)
- Retail / Office
- Industrial & Manufacturing

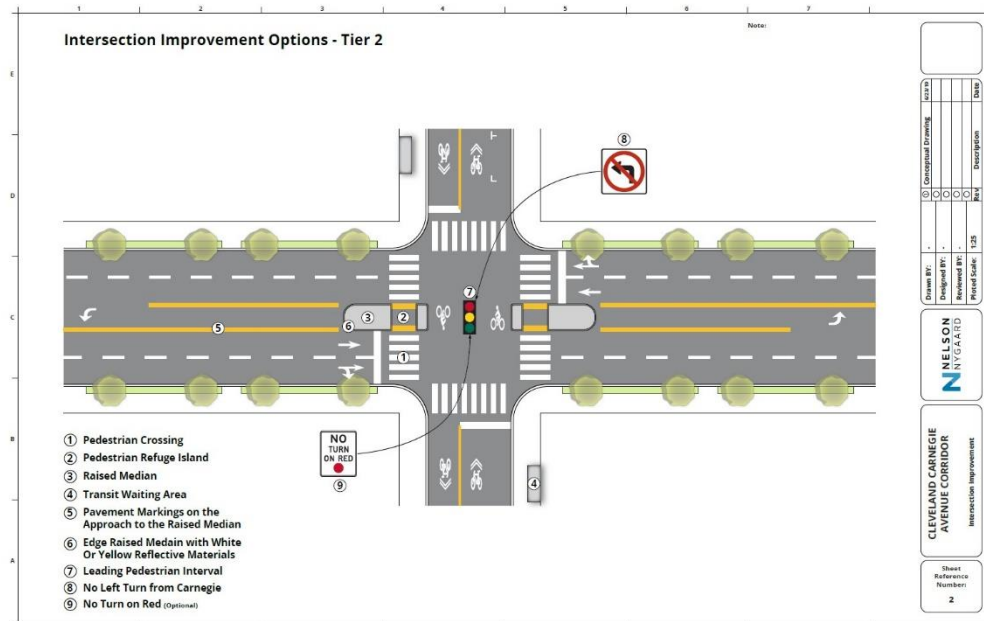
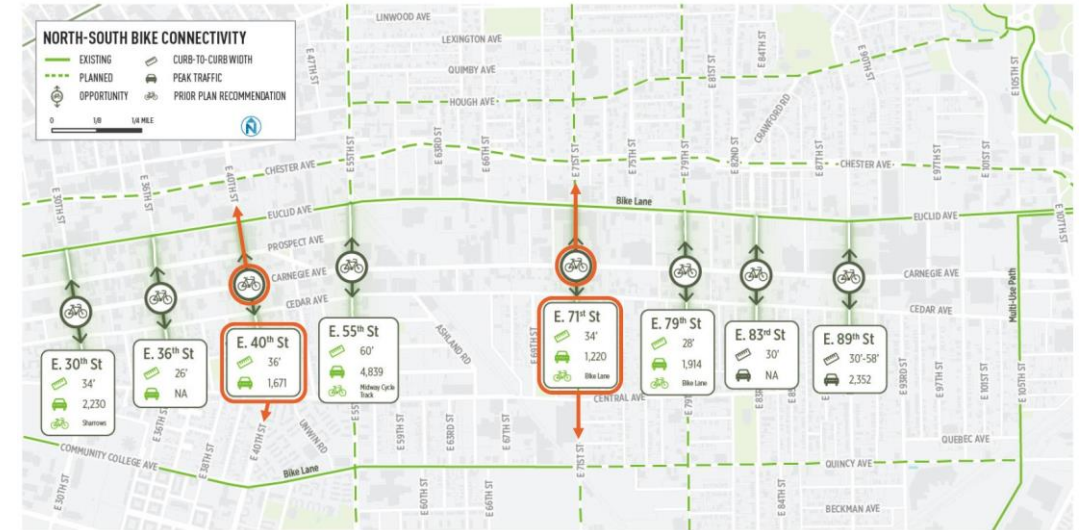
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- Build off momentum of neighboring establishments
- “Mixed-Use” as shown here can be any combination of office, retail, and apartments
- Begin to knit together the existing pockets of activity to unify the feel of the corridor
- Provide services &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

KEY CONCEPTS AND ACTIONS

6

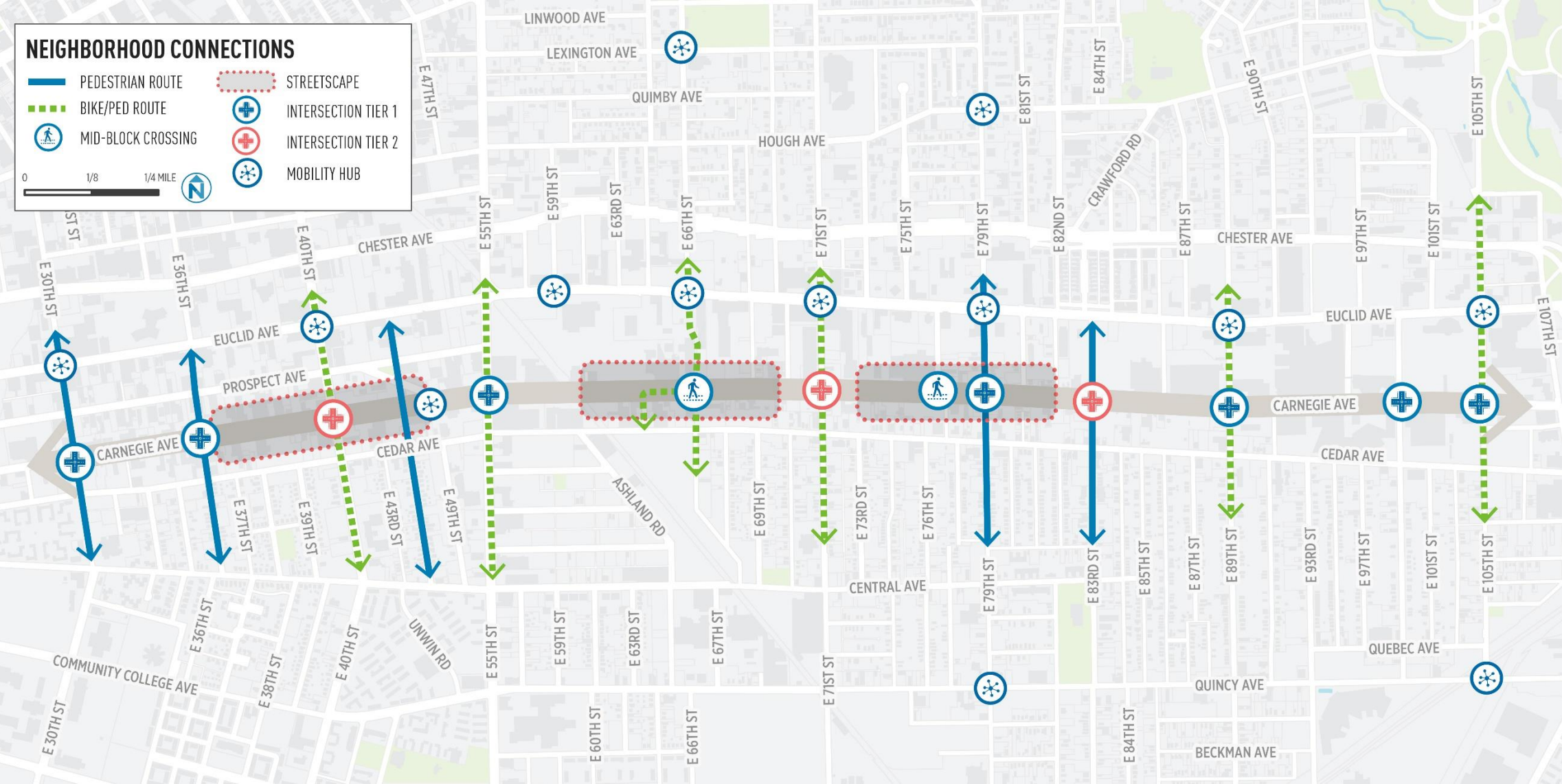
Establish the E. 40th and E. 71st Street corridors as north-south bicycle network routes, enhance them through upcoming capital projects and integrate them into the City's Bike Plan update.



7

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

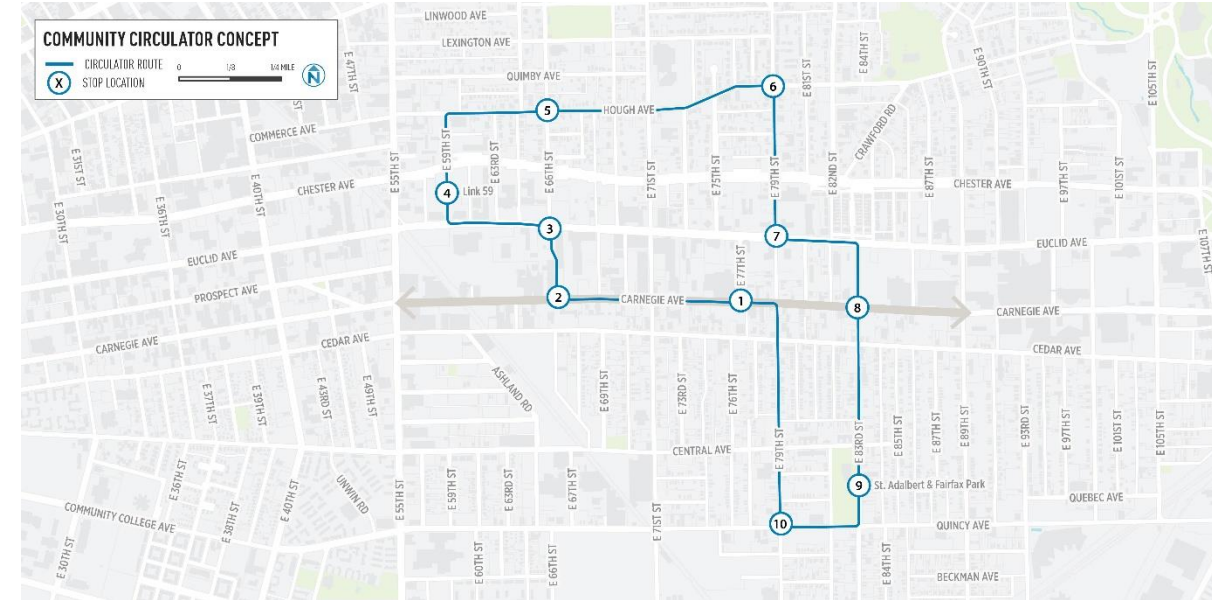
- Application at intersections or mid-block
- Increased visibility for crossing pedestrians
- Allows refuge for slower-moving pedestrians
- Opportunity for landscaping, public art, etc.



KEY CONCEPTS AND ACTIONS TO ACHIEVE THE VISION

8

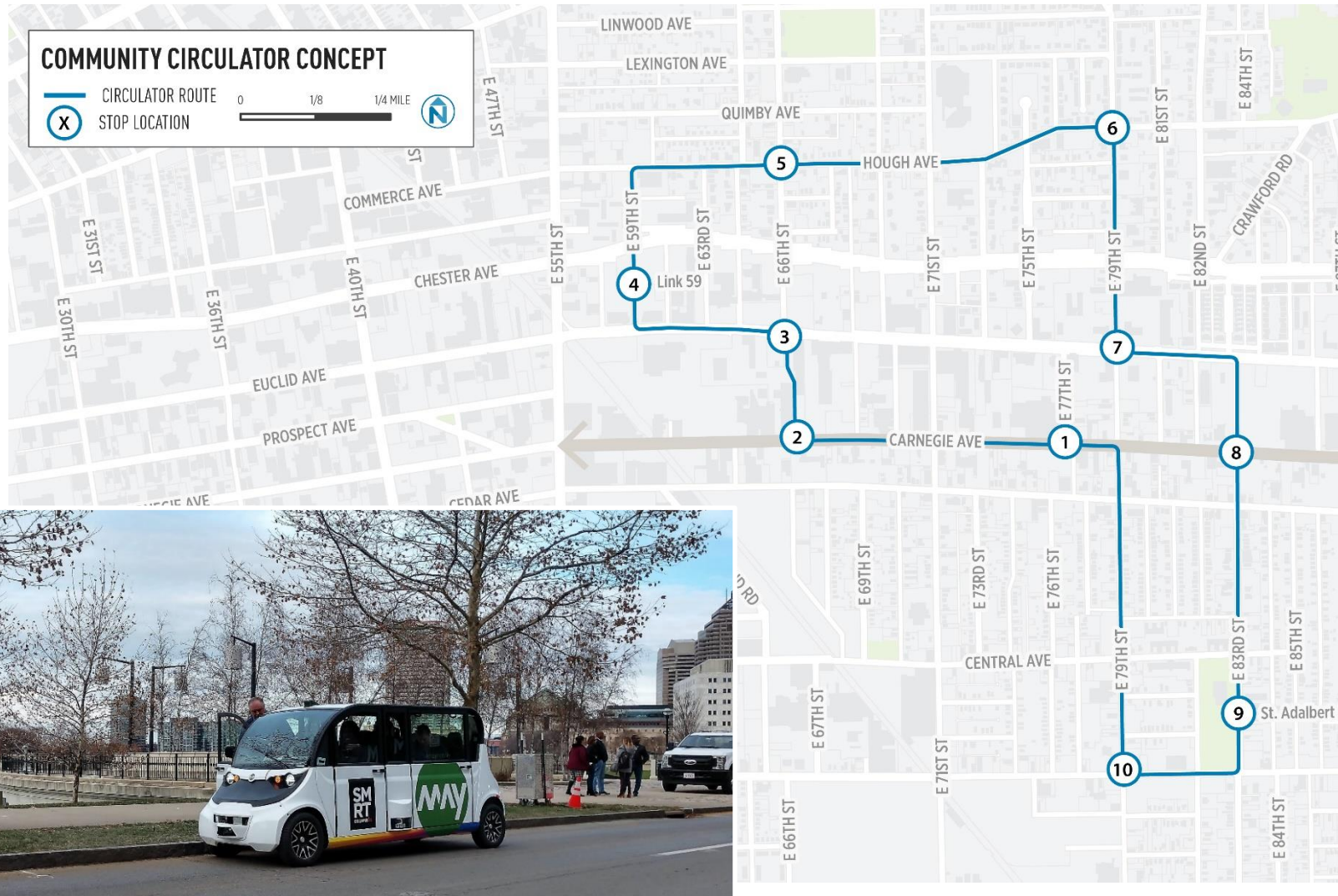
Pilot a community circulator that complements RTA service and connects residents to vital assets within the MidTown, Hough, Central, and Fairfax neighborhoods.



9

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

COMMUNITY CIRCULATOR CONCEPT

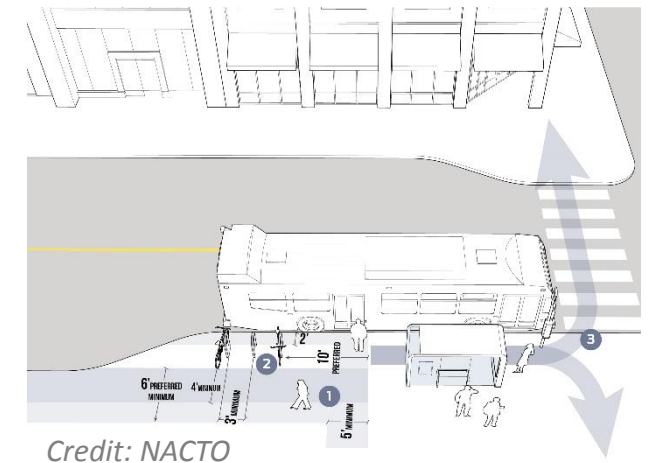


MOBILITY HUBS

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)
- Curb space for pickup/dropoff

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



PLAN PRIORITIZATION

Apply for 2020
NOACA TLCI
Implementation
Funding and
pursue short term
actions
immediately

HIGH PRIORITY

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.

7

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

3

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

4

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

PLAN PRIORITIZATION

Continue exploration and pursue short term actions if aligned with resources

MEDIUM PRIORITY

5

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.

6

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.

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

PLAN PRIORITIZATION

Explore through
upcoming
planning
processes within
next five years

LOW PRIORITY

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.

SHORT AND LONG TERM ACTIONS

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

*Cost estimate range:
 \$ = < \$50,000
 \$\$ = \$50,000 - \$150,000
 \$\$\$ = \$150,000 +
 Additional detail in following section

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

THANK YOU!

re•inCarnegie

reconnect • rethink • reinvest

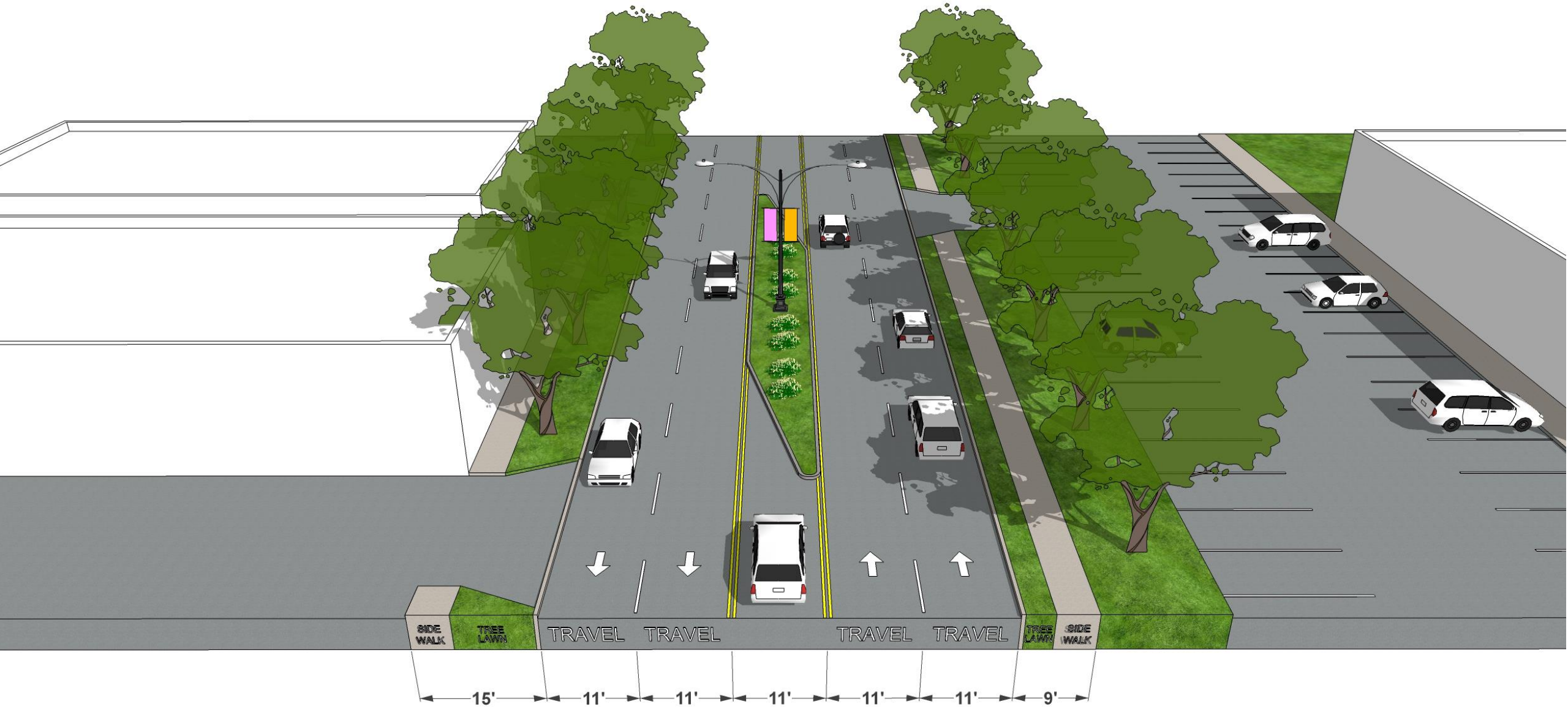
A NEW PLAN FOR CARNEGIE AVENUE

05 | Appendix

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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

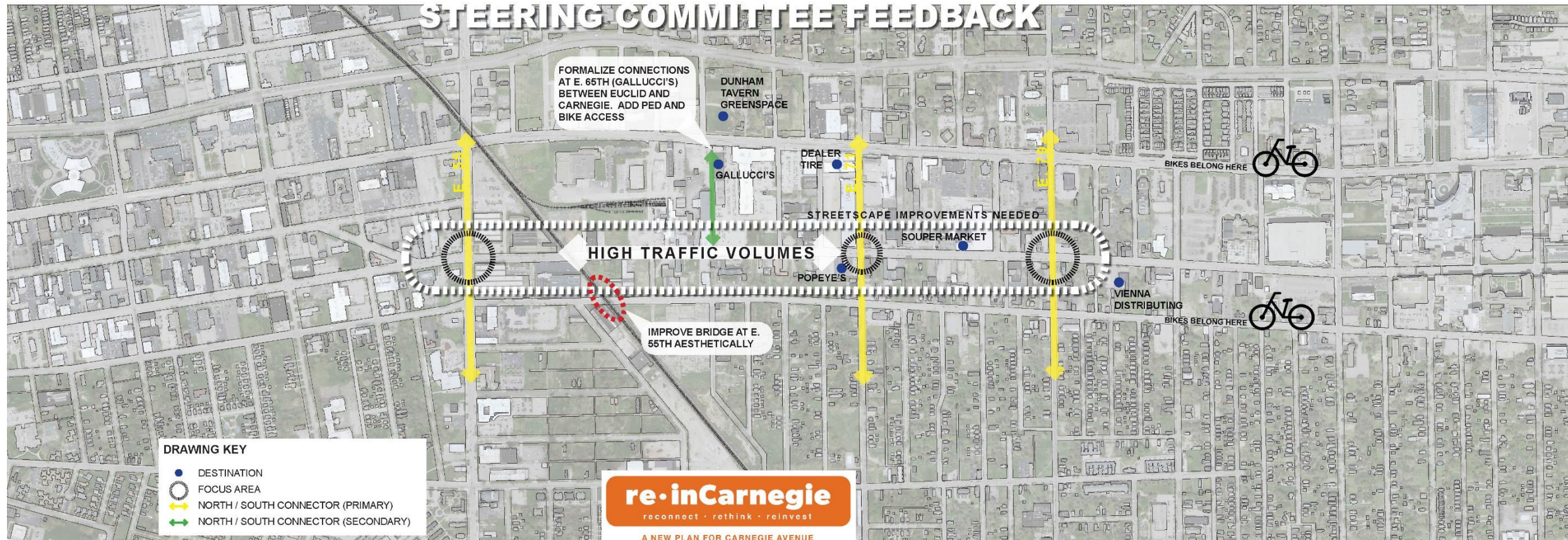
- Pedestrian level lighting
- Streetscape conditions need improvement
- Access to places like City Mission, Ohio Guidestone, Cityview is challenging
- Corridor is grey / dull, lacking vibrancy
- Pedestrian connections from transit on Euclid to Carnegie

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

