Community Open House 2  
Project & Strategy Update  
April 30, 2019
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01 | Project Team
CORE TEAM, CONSULTING TEAM & STEERING COMMITTEE

Core Team:
- MidTown Cleveland
- 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
- MidTown Board
- Cleveland City Council
- City Departments
- Public Agency Partners
- Residents
NOACA’s Transportation for Livable Communities Initiative (TLCI) provides assistance to communities and public agencies for integrated transportation and land use planning and projects that strengthen community livability. The initiative advances the goals of NOACA’s Regional Strategic Plan by:

- Developing transportation projects that provide more travel options
- Promoting reinvestment in underutilized or vacant/abandoned properties
- Supporting economic development
- Ensuring that the benefits of growth and change are available to all community members
- Enhancing regional cohesion
- Providing people with safe and reliable transportation choices
02 | Project Overview
CARNEGIE AVENUE TLCI CORRIDOR STUDY - PROJECT FOCUS AREA
PROJECT GOALS

• Re-envision the corridor’s identity
• Increase transportation options and traffic calming interventions
• Promote health, equity & sustainability
• Support economic development by promoting real estate reinvestment in underutilized or vacant/abandoned properties
• Bring physical and aesthetic cohesion to the corridor
• Develop incremental tasks for implementation within the next 2 – 5 years
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
## Project Timeline

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Understanding Carnegie Avenue

re•inCarnegie
reconnect • rethink • reinvest

A NEW PLAN FOR CARNEGIE AVENUE
PAST PLANNING EFFORTS

• MidTown Cleveland Master Plan
• East 55th & Euclid Crossroads Study
• Cleveland Bikeway Master Plan
• Fairfax Strategic Investment Plan
• East Side Greenway Plan
• Cleveland Complete & Green Streets Typologies Plan

• Kinsman & Central Neighborhood Plan
• Innovation Square Neighborhood Plan
• Thrive 105-93
• MidTown Signage & Wayfinding Plan
TRANSPORTATION & MOBILITY
Survey Open January 7 – February 8

358 total responses

Distributed electronically, with paper copies made available upon request

Shared via Steering Committee and other community partners

Promoted & available at 1/24 Open House
Top transit routes used:
- HealthLine (Euclid) 64
- RTA Rail 34
- Bus #16 (E. 55th) 6
- Bus #8 (Cedar) 4
- Bus #11 (Quincy) 4

“Other” options listed:
- Uber
- Work truck
- Provide-a-Ride
SURVEY INPUT – WALKING & BIKING

Why or why not?

- Speed of traffic
- No buffers from cars
- Infrequent and unsafe crosswalks
- Feels desolate
- No reason to walk here
- Too many curb cuts
- No trees or other streetscape amenities
- Poor lighting
- Safety concerns
- Nice sidewalks!

Why or why not?

- Speed of cars
- Prefer Euclid Avenue
- No bike lanes
- No protection
- Limited connections
- Pot holes
- Not safe
- Geared toward cars
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
ORGANIZING STRATEGIES

Improve Multimodal Mobility & 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.

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.

Create or Reinforce the Corridor’s Identity and “Sense of Place”
- Maintain the quirky mixture / character of the street.
- Beautify the public realm through art, streetscape, and storefront improvements.
- Consider / reinforce Carnegie as the “connective tissue” between people, businesses, and neighborhoods.
IMPROVE MULTIMODAL MOBILITY & NEIGHBORHOOD CONNECTIONS

• Prioritize pedestrians through traffic calming, intersection improvements and streetscapes.

• Look for opportunities to consolidate driveways for to improve pedestrian realm and traffic safety.

• Install medians to create gateways, calm traffic, and facilitate safe pedestrian crossing.

• Identify a mid-block crossing or signal location between E. 65th and E. 69th.

• Identify north-south bikeway routes and facility types to encourage healthy, active transportation.

• Install on-street parking zones to support local businesses and calm traffic in key areas.
CULTIVATE NEIGHBORHOOD AND ECONOMIC DEVELOPMENT

• Encourage businesses to incorporate small retail storefronts into their facilities, especially the food production and packaging uses.

• Balance the mix of neighborhood-oriented retail, industrial spaces, and community uses to create an active 24/7 corridor that feels safe and lively.

• Support existing companies with marketing, expansion, and other needs to sustain anchors and growth.

• Modernize vacant industrial buildings and warehouses to attract and accommodate makers, creatives, and small- to mid-size production companies.

• Consider new industrial models that accommodate flexible, short-term uses.

• Utilize zoning tools to meet plan objectives, in particular at key nodes where redevelopment is expected soon.
CREATE OR REINFORCE THE CORRIDOR’S IDENTITY AND “SENSE OF PLACE”

- Create/enhance amenity and buffer zones to add visual appeal and street furnishings, while creating separation between pedestrian and automobile.
- Add street trees to increase tree canopy, add visual appeal, promote walkability, and calm traffic.
- Improve lighting for pedestrians and at intersections.
- Install wayfinding to assist travelers and increase awareness of neighborhood identity & destinations.
- Continue to curate public art throughout the district.
- Identify opportunities for small parks or gathering spaces to create usable space and facilitate both social and mobility connections.
KEY NODES & 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.
BICYCLE BOULEVARD & MEDIAN REFUGE

- Application at intersections with low north-south volumes
- Calms traffic and promotes ped + bike travel
- Eliminates left turns in all directions and north-south through movements for automobiles
- Opportunity for landscaping, public art, etc.
SHARED STREETS

Bell Street, Seattle

29th Street, Minneapolis

Credit: WSB & Associates
More than 30 acres of vacant land in the core area
Focus infill on these parcels to knit together disjointed nodes of existing activity.
Build off momentum of neighboring establishments
Provide services & amenities that meet community needs and desires
Dave's Supermarket
Site: 3.95 Acres
Building: 55,000 S.F.
13,900 S.F. / Acre
FAR: 0.32

Cleveland Wire Cloth
Site: 2.86 Acres
Building: 88,300 S.F.
31,000 S.F. / Acre
FAR: 0.71

AM Higley Company
Site: 1.1 Acres
Building: 25,200 S.F.
22,900 S.F. / Acre
FAR: 0.53

Pierre’s Ice Cream
Site: 8.10 Acres
Building: 140,000 S.F.
17,300 S.F. / Acre
FAR: 0.39
WAYFINDING, BRANDING, AND STREETSCAPE ENHANCEMENTS
WAYFINDING, BRANDING, AND STREETSCAPE ENHANCEMENTS

Credit: LAND studio

Credit: Rust Wire
05 | Open House Goals
OPEN HOUSE GOALS & ACTIVITIES

- Review + confirm work to date
- Learn + Understand strategies + concepts
- Provide feedback on alternatives
- Share + keep in touch!
OPEN HOUSE GOALS & ACTIVITIES

- Review + Confirm
- Learn + Understand
- Provide Feedback

Existing Conditions & Opportunities: Maps

Focus Area: East 55th - East 65th

Existing Conditions

Focus Area: East 55th - East 65th

Mobility & Connections

Identity, Place-making & Wayfinding

Roadway Capacity & Alternates

Travel Trade-offs
06 | Next Steps
NEXT STEPS

Planning for the Future Corridor

• Strategy Refinement
• Development of Plan Recommendations
• Draft Implementation Plan

Public Engagement – Round 3

• Summer 2019
THANK YOU!