

Join us! Be a part of creating...



Our Vision

NEIGHBORHOOD

Welcome!
iHola!

HELLO!

HELLO
my name is

Use the chat box to share your:

Name & Relationship to MidTown



HOW to
REALIZE
NEIGHBORHOOD
Our Vision
for
MIDTOWN

Part 1:

Project Background
& Engagement

Part 2:

Our Vision

Part 3:

Goals & Strategies

Part 1

Project Background & Engagement

What did we learn from the data?



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



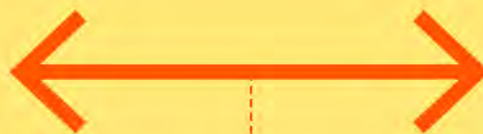
MidTown Neighborhood Vision Plan

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:

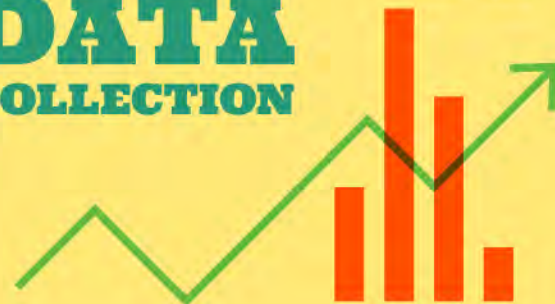
- Create an identity for MidTown districts and corridors
- Connect the neighborhood physically and socially
- Integrate ongoing community initiatives & partnerships
- Align development & planning efforts into a cohesive whole that reflects a core **commitment to equitable and inclusive growth**

**COMMUNITY
INPUT**



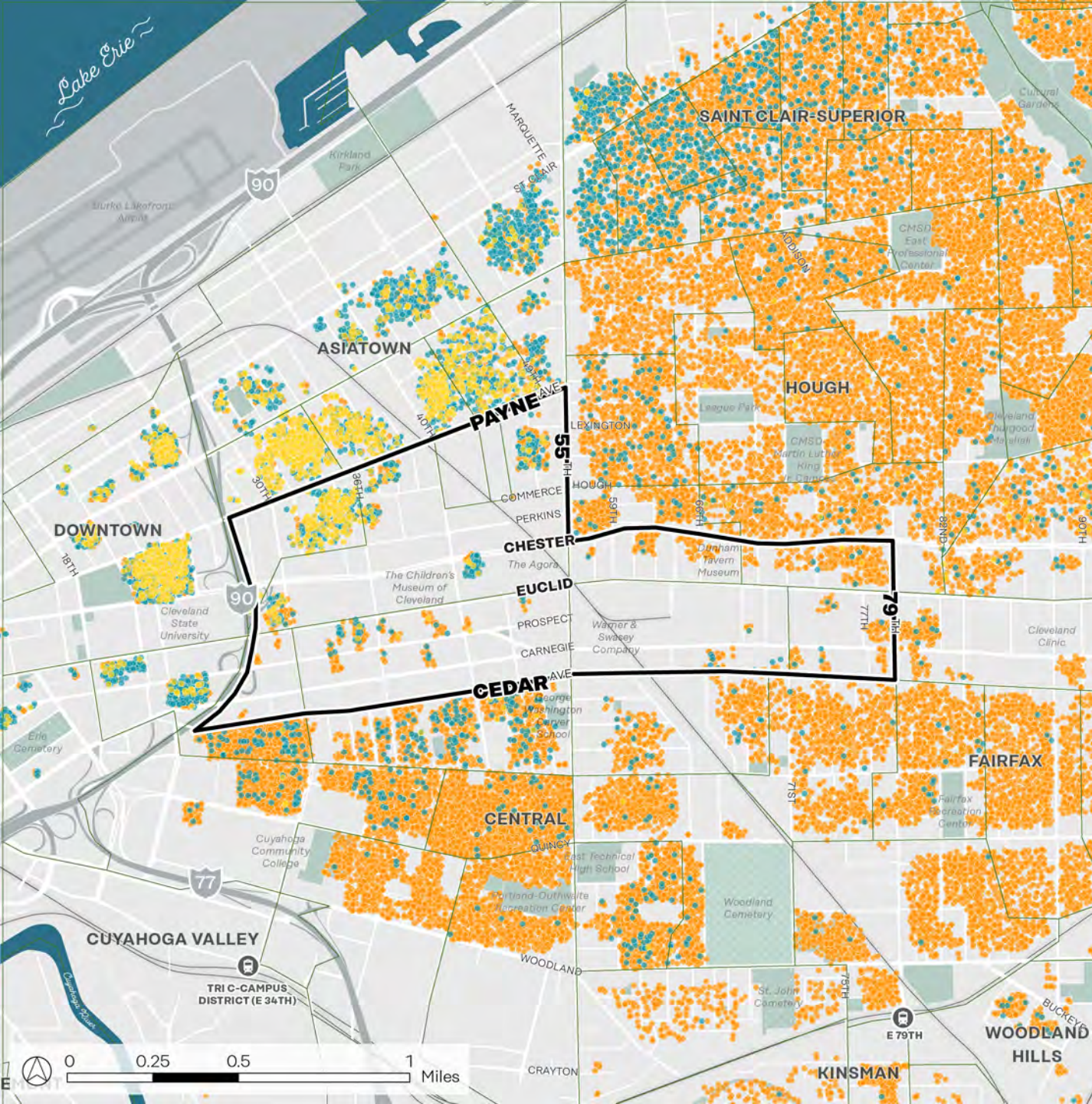
**DATA
COLLECTION**

01



IDEAS



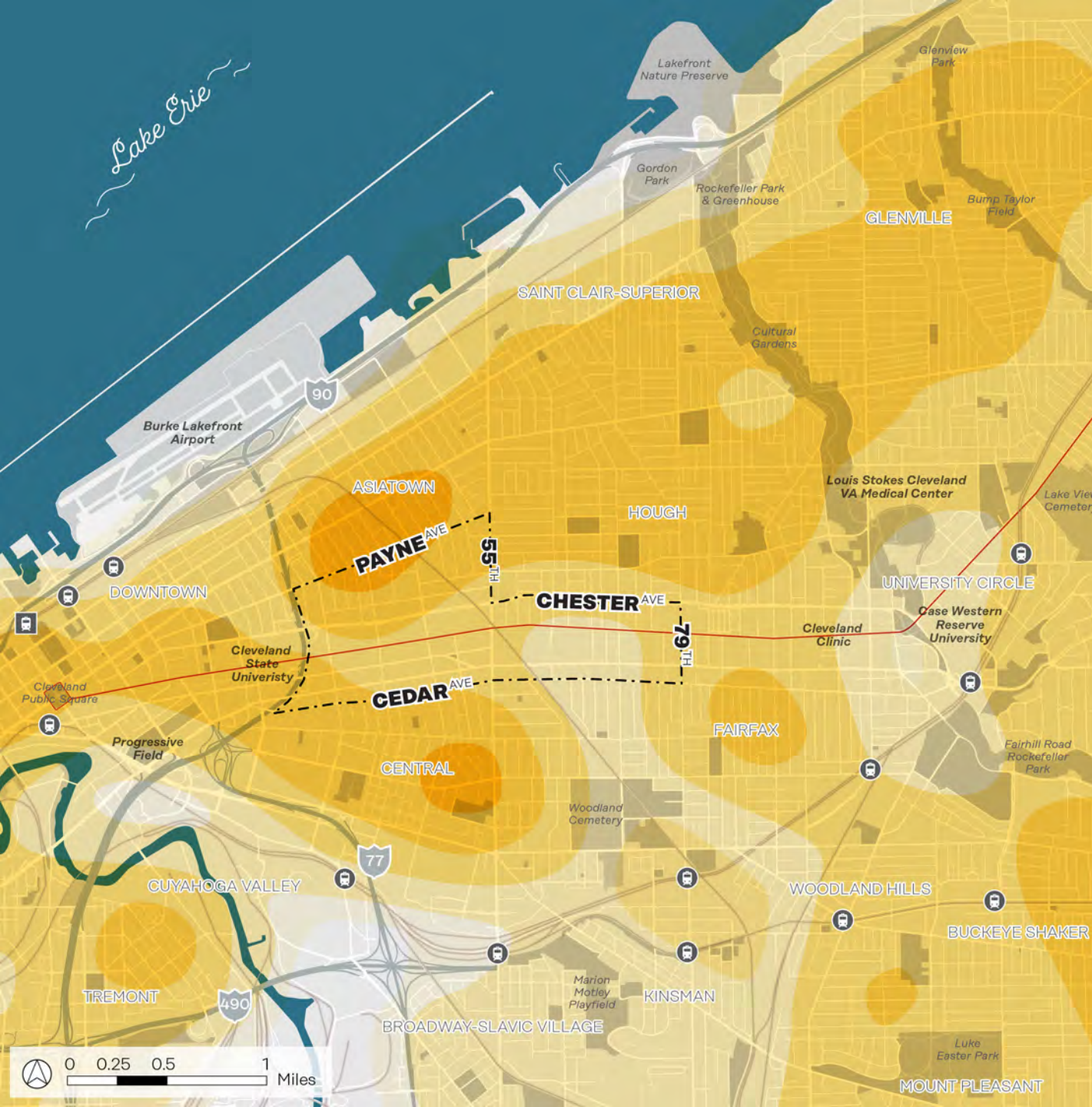


POPULATION DENSITY BY RACE

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

- MidTown doesn't have a single identity, it's a **patchwork**. Because of this, people identify with MidTown in different ways.
- Midtown is the **intersection** of **diverse** communities.
- MidTown has **housing**, but it is not the center of any single community.

WHERE MIDTOWN EMPLOYEES LIVE



- All stakeholders agree that MidTown's **location** is its' biggest asset.
- MidTown needs to be a pipeline for **jobs** that are accessible to people in the local area.

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

COLONEL CHARLES YOUNG PARK



DUNHAM TAVERN GROUNDS + TCF HQ

OPEN SPACE

- MIDTOWN BOUNDARY
- RAIL

- There is a need to focus on improving community **health** outcomes.
- There isn't a place that brings people together. There needs to be one, and it needs to be **bold**.

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

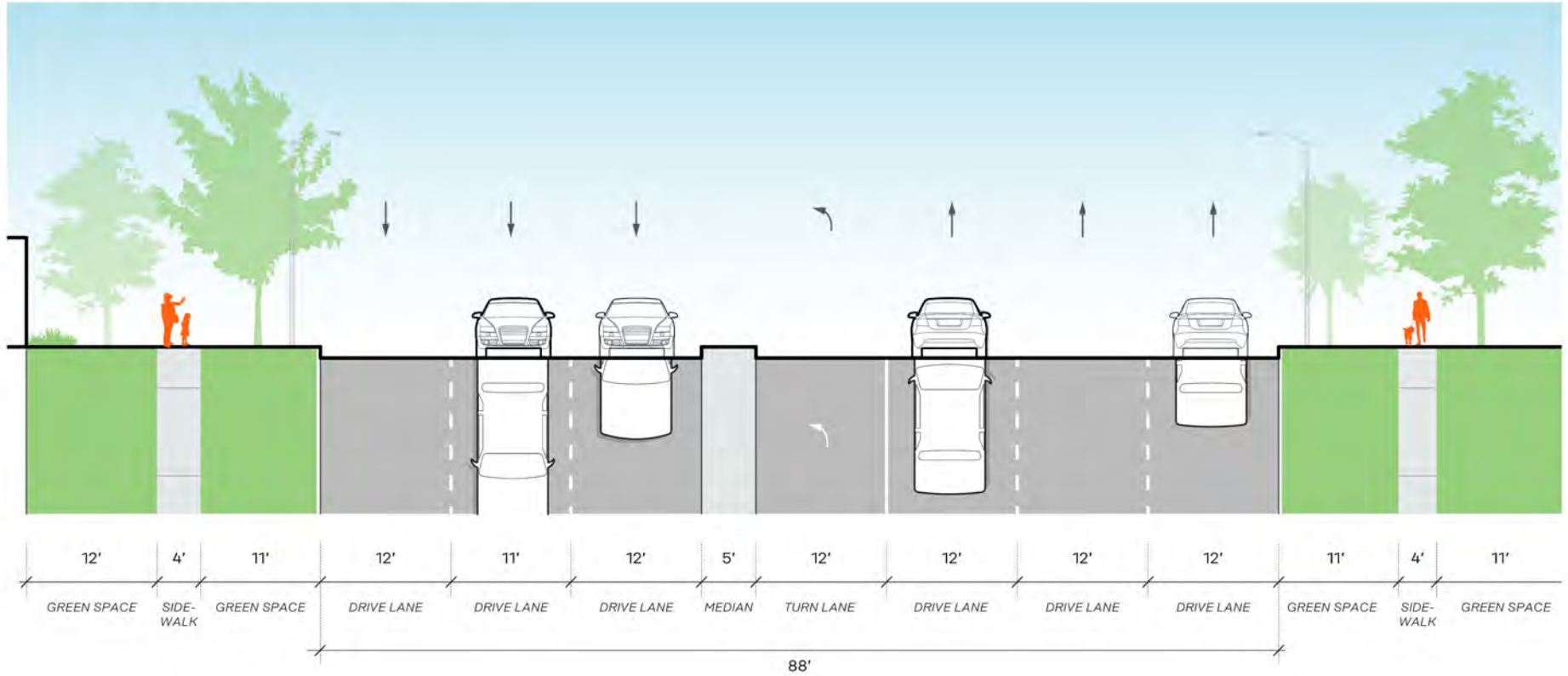


- There isn't a place that brings people together. There needs to be one, and it needs to be **bold**.

Leo's Listening Party – at Digital C

CHESTER AVENUE - Existing Section

Between 73rd and 75th



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

PUBLIC TRANSIT & WALKABILITY

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

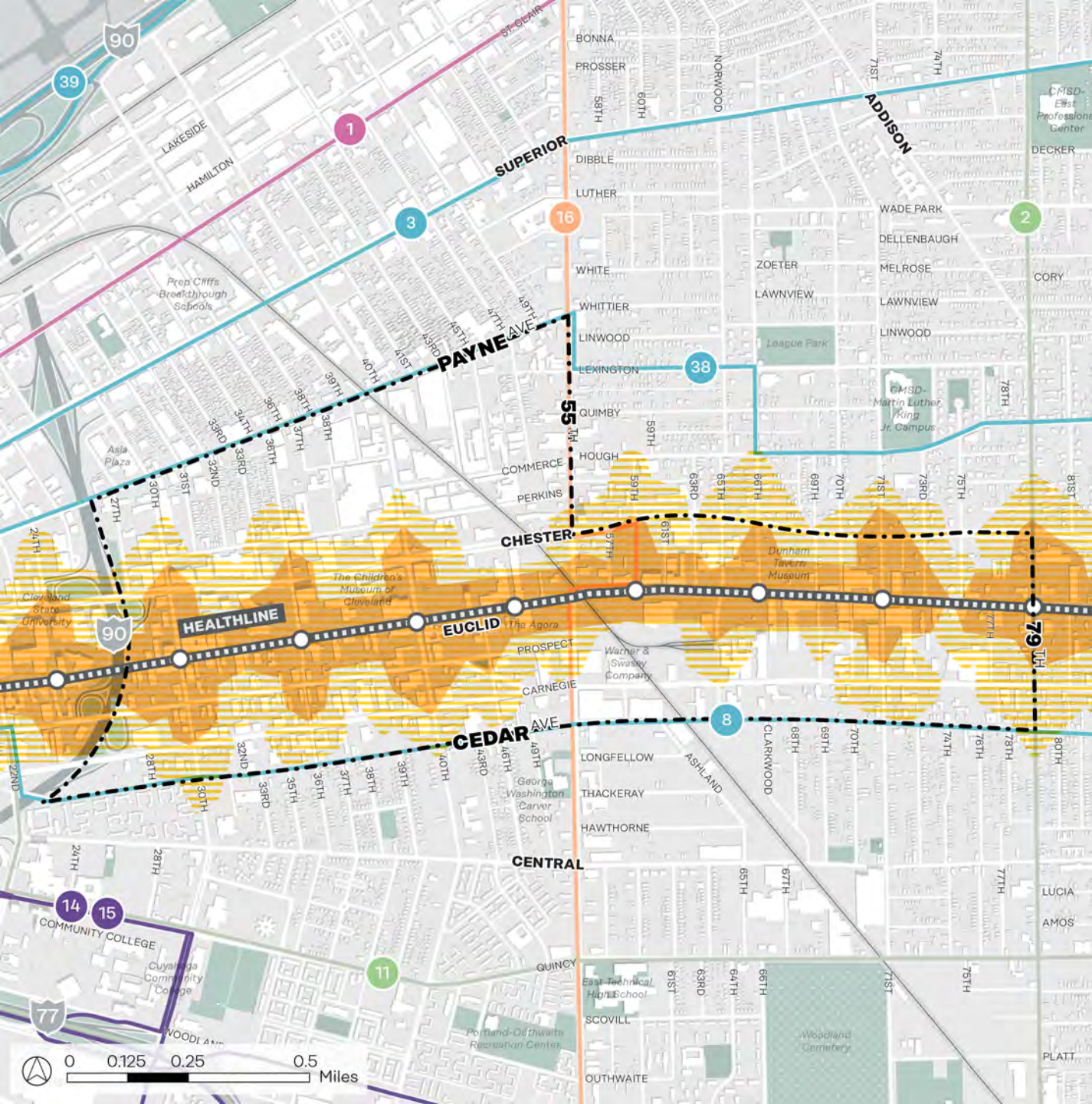
WALKSHED

0.125 mi



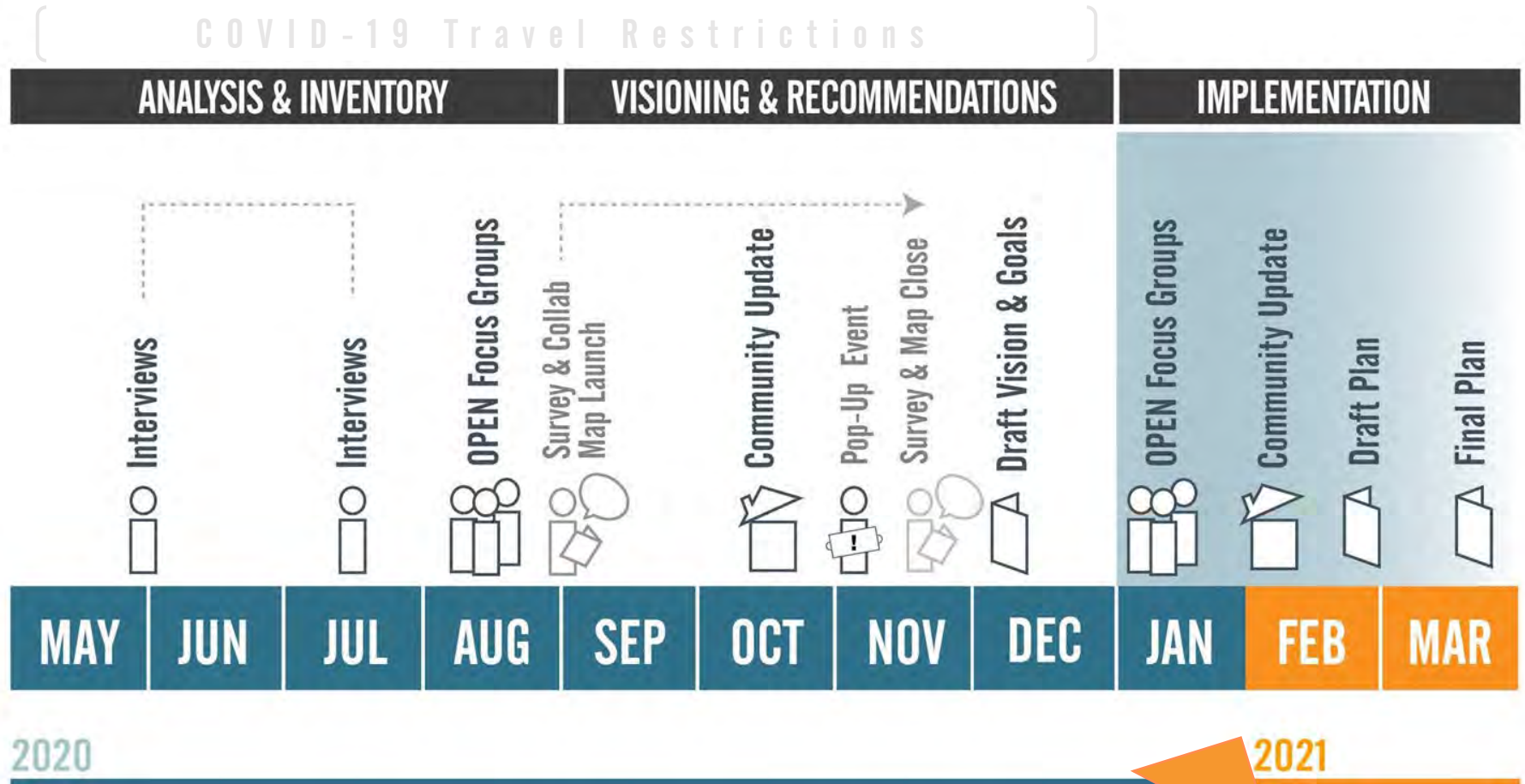
0.25 mi

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



PROJECT ENGAGEMENT

Contact-free participation activities and events



Project Engagement *Success!*

We've connected with members of the MidTown community through...

165+ Community Surveys completed

100+ comments added to our online map

94 people took part in Fall small group discussions about MidTown

25 interviews with residents, employees, business owners, artists and more

38 participants at our first Community Update event

107 signed up for round two small group discussions

LIKES AND DISLIKES

(SOURCE: INTERFACE STUDIO SURVEY, 2020)

“What I like most about MidTown is ...”

the people

the location

Residents said:

MY NEIGHBORS or SENSE OF COMMUNITY	31%
IT'S CONVENIENT	21%
IT'S EASY TO COMMUTE	20%
THE LOCAL VIBE	20%

Workers said:

EASY ACCESS TO DOWNTOWN & UC	47%
IT'S EASY TO PARK	46%
IT'S CLOSE TO HOME	27%



*Workers' likes mostly relate to **convenience**, while residents' focus on **people and culture**.*

MidTown residents and workers have similar concerns about the neighborhood.

Residents said:

I HAVE CONCERNS ABOUT PUBLIC SAFETY	36%
THE LACK OF STORES/BUSINESSES	33%
THE AREA DOES NOT LOOK CLEAN AND ATTRACTIVE	19%

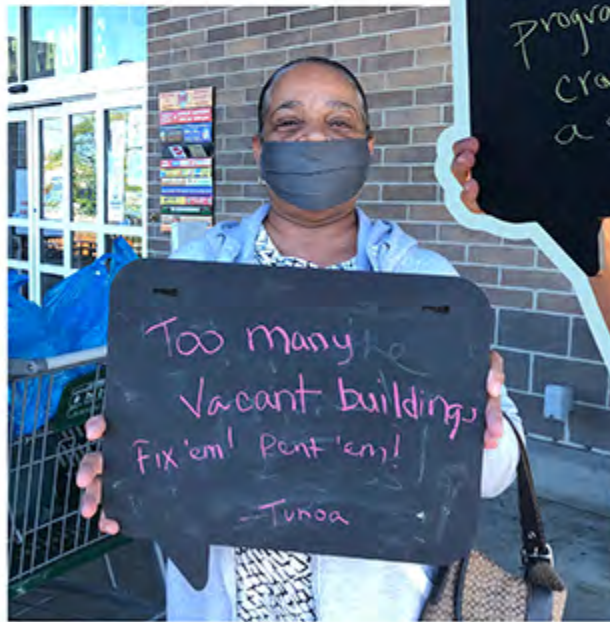
Workers said:

I HAVE CONCERNS ABOUT PUBLIC SAFETY	44%
THE AREA DOES NOT LOOK CLEAN AND ATTRACTIVE	33%
THE LACK OF LUNCH OPTIONS	37%



Residents rely on MidTown's businesses for everyday services and errands, while workers are more concerned about lunch options than retail businesses.

Pop-up Event!



Part 2

NEIGHBORHOOD
Our Vision

NEIGHBORHOOD *Our Vision*

The MidTown Neighborhood is at the intersection of several neighborhoods - AsiaTown, Hough, Central, Fairfax, and Downtown. Home to a wide variety of individuals, industries, and organizations, the MidTown community benefits from the connectedness of its stakeholders, physically and socially. MidTown's location, supportive business community and unique programming **connect people with job opportunities, helps us to retain a diverse mix of businesses, and create inclusive pathways for growth.**

The MidTown Neighborhood is a place for connection, belonging, and the joyful celebration of the patchwork of cultures and communities that make up MidTown. In MidTown, prosperity is reinvested in the community, equity and inclusion are fundamental expectations, and innovation helps families realize the opportunities promised to generations before them.

MidTown **residents are involved and empowered** to be self-sufficient and drive change in the neighborhood. Our many voices are amplified in public spaces and the streets are alive with activity. People of all backgrounds find wellness and healing, lifted by a network of purpose-driven partners. Now and in the future, there is a place for everyone in MidTown.

MidTown Neighborhood Vision Plan

Goals

To achieve our vision, we will:

GOAL

**Create places,
programs, and
spaces that
welcome everyone**

GOAL

**Grow MidTown's
Business Community
& the Innovation
District**

GOAL

**Amplify
Midtown's
Identity & History**

GOAL

**Grow as a
complete
Neighborhood**

GOAL

**Create an
environment that
supports Personal
Health, Wellness &
Safety**

GOAL

**Pursue Social
Equity & Economic
Prosperity for All**

Goal

**Create places, programs, and
spaces that welcome everyone**

Goal

Create places, programs, and spaces that welcome everyone

Strategies:

- **More Art and Color!**
- **Elevate Black and Asian creative voices**
- **Create community gathering spaces**
- **Restore and Grow MidTown's Green Infrastructure**



**CLEVELAND
WALLS!**

a POW! WOW! WORLDWIDE PROGRAM



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



Create Community Gathering Spaces

PLAY



PLAYGROUND



SPORTS



GAMES



EXPLORE



DANCE



CLASSES



NATURE



GARDEN



PICNIC



BREAK



STRETCH



EAT

GATHER



SHARE MEALS



PARTY



CELEBRATE



ENTERTAIN



COLLABORATE



SHOP

NATURE

CELEBRATE

BREAK

ADDIS

OPEN SPACE

CMSSD-
East
Professional
Center

- MIDTOWN BOUNDARY
- RAIL
- PLAY
- RECHARGE
- GATHER

WALK

COLLABORATE

PLAYGROUND

GAMES

GARDEN

SHOP

SHARE MEALS

MUSIC

EVENTS

EAT

STRETCH

BREAK

PAYNE AVE

55TH

CHESTER

EUCLID

CEDAR AVE

79TH

The Children's
Museum of
Cleveland

The Agora

Warner &
Swasey
Company

Dunham
Tavern
Museum

King
Jr. Campus

Asia
Plaza

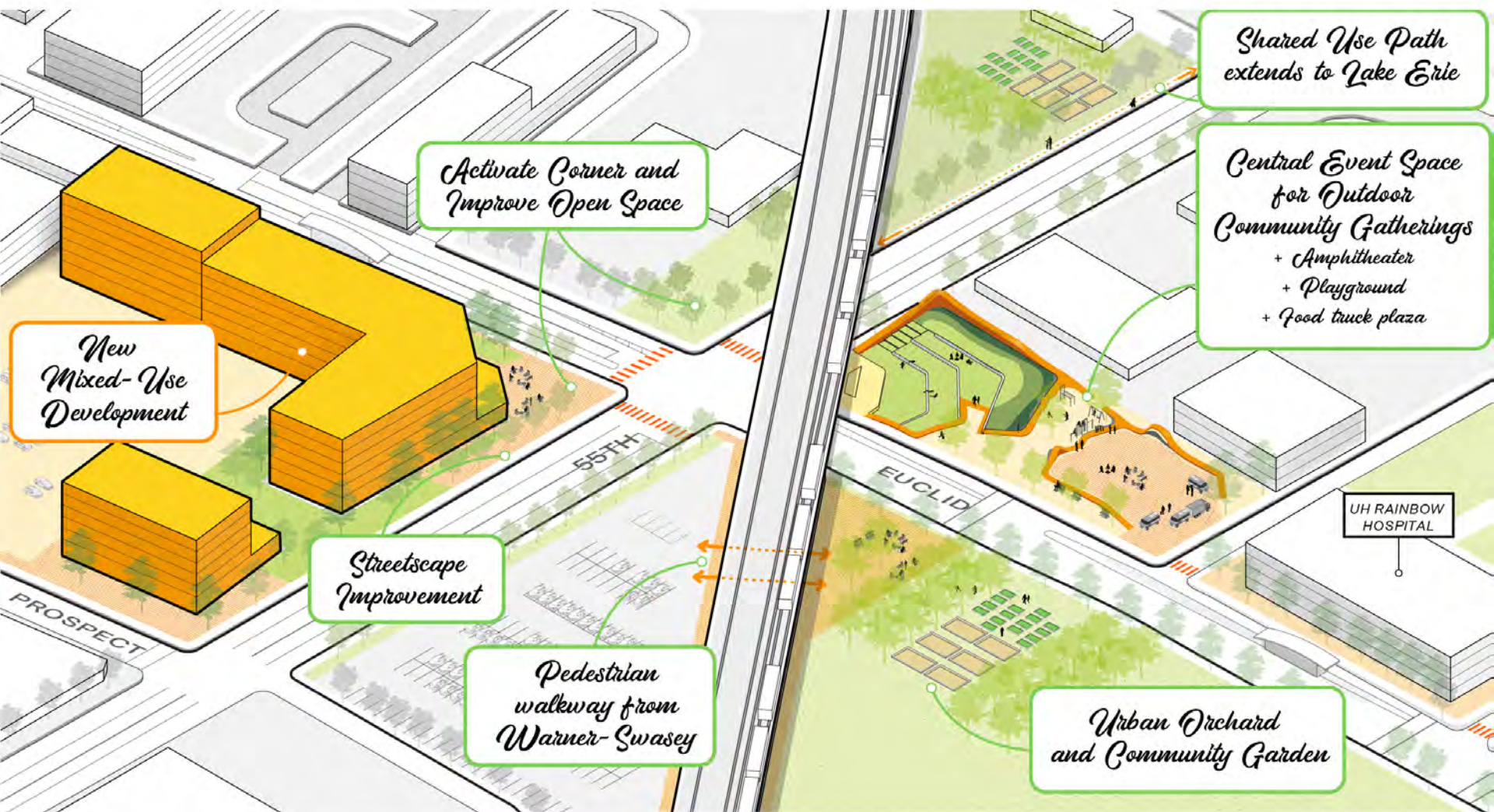
Cleveland
State
University

Cuyahoga
Community
College

East Technical
High School

Woodland
Cemetery

Euclid at E 55th Street (looking northwest)



Goal

**Grow MidTown's Business
Community & the Innovation
District**

Goal

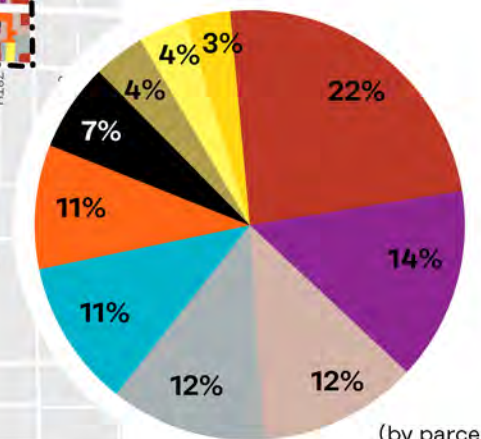
Grow MidTown's Business Community & the Innovation District

Strategies:

- **Promote clear expectations for new development**
- **Celebrate local businesses**
- **Build out the Innovation District**

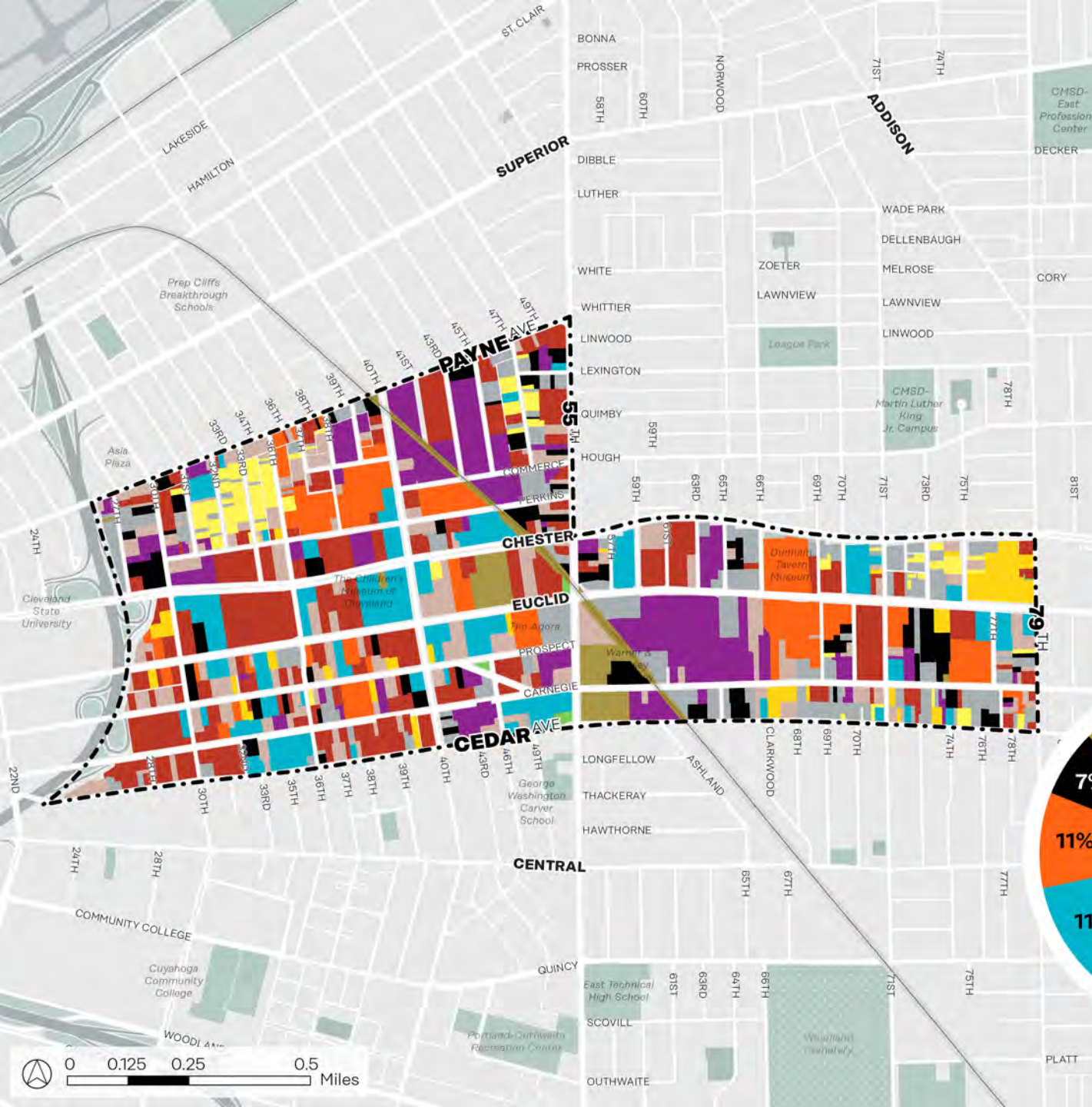
LAND USE

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



(by parcel area)

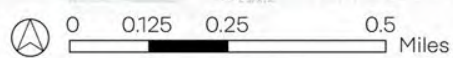
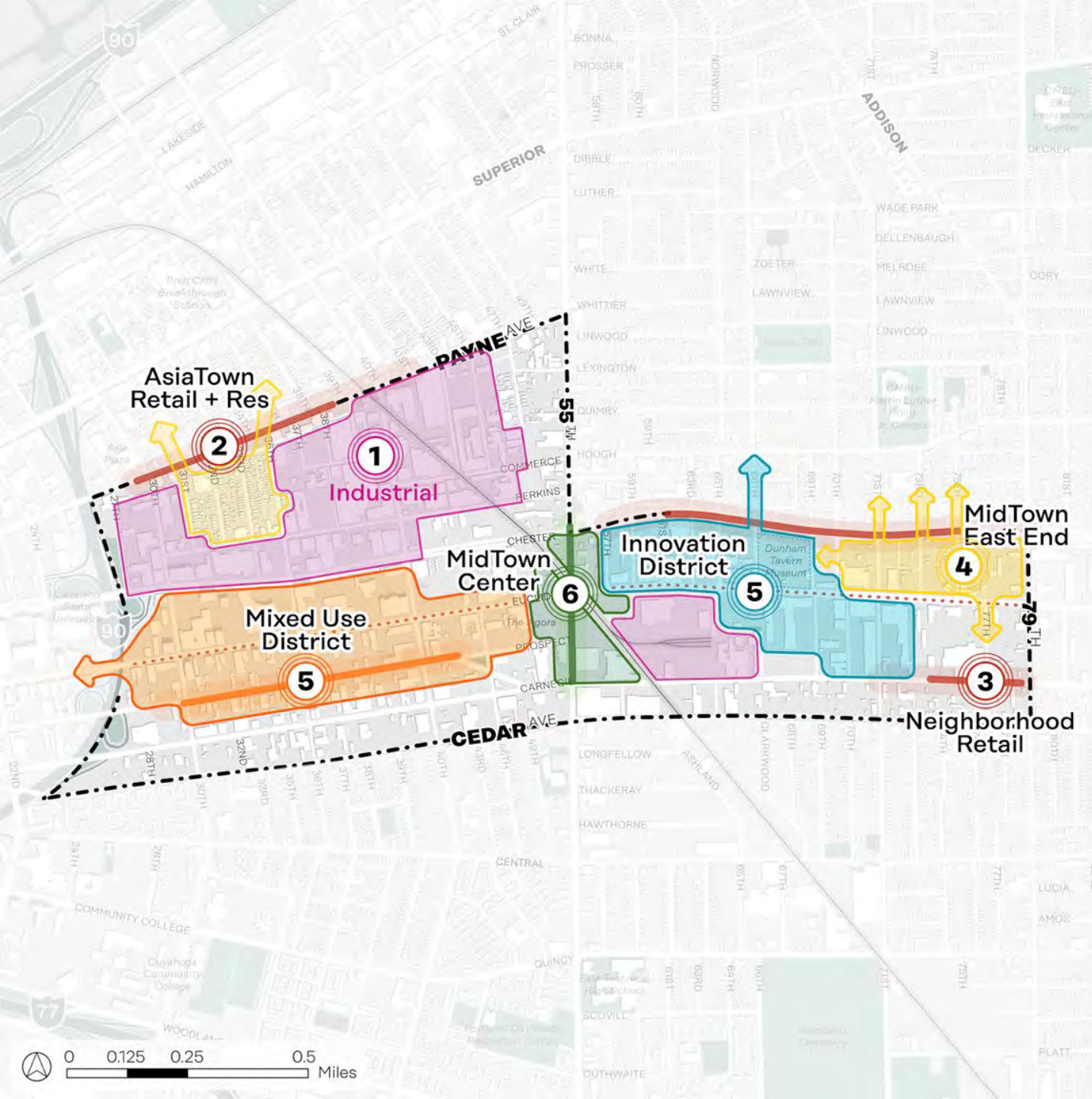
(Source: 2019 Parcel data provided by MidTown, Inc., Interface Studio)



0 0.125 0.25 0.5 Miles

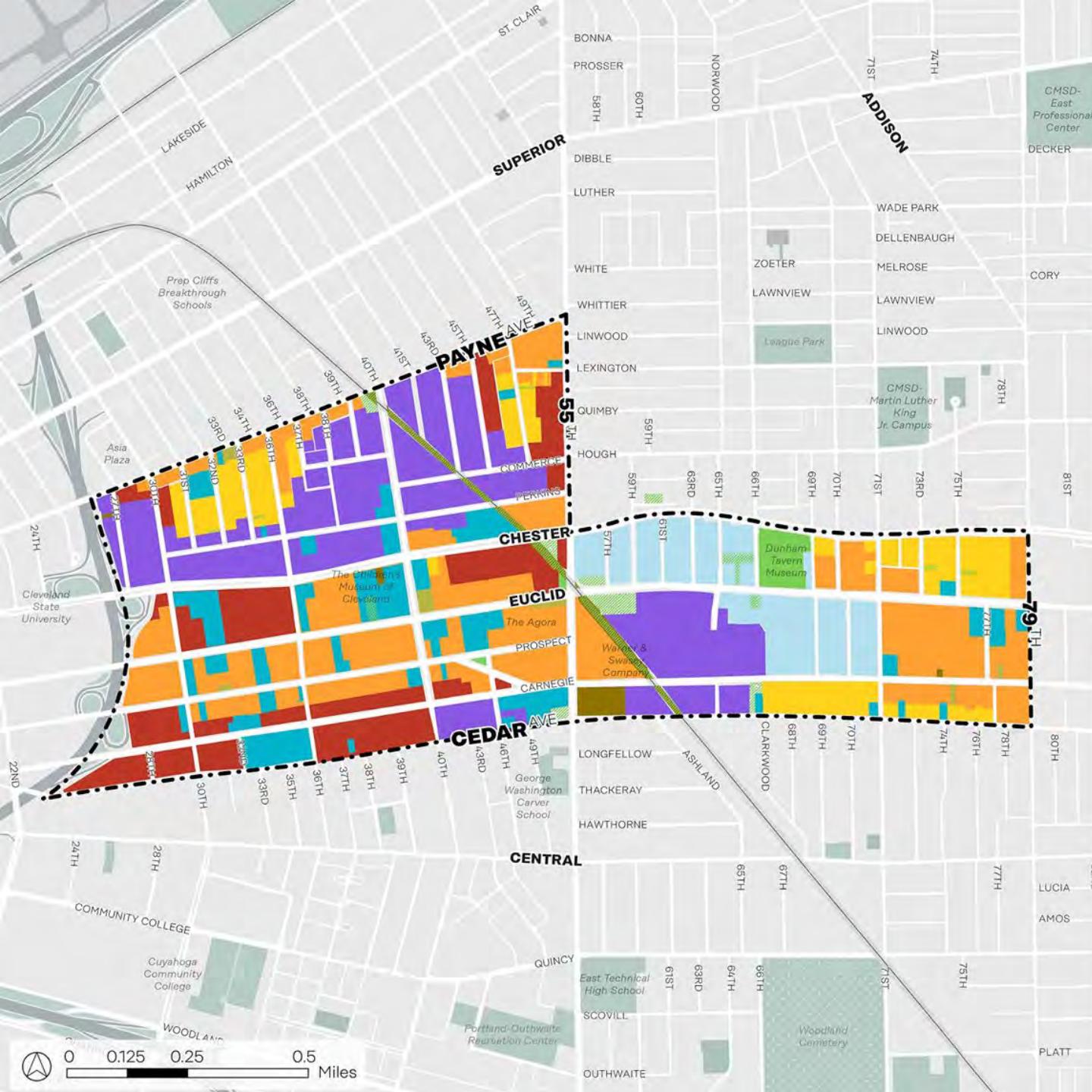
OPPORTUNITY AREAS

- MIDTOWN BOUNDARY
- RAIL
- PARK/OPEN SPACE
- OPPORTUNITY AREA



LAND USE

- MIDTOWN BOUNDARY
- RAIL
- RESIDENTIAL
- COMMERCIAL
- MIXED USE
- MIXED USE - IND / COM
- INSTITUTIONAL (Existing)
- INNOVATION DISTRICT
- OPEN SPACE - Potential
- OPEN SPACE - Existing
- UTILITIES

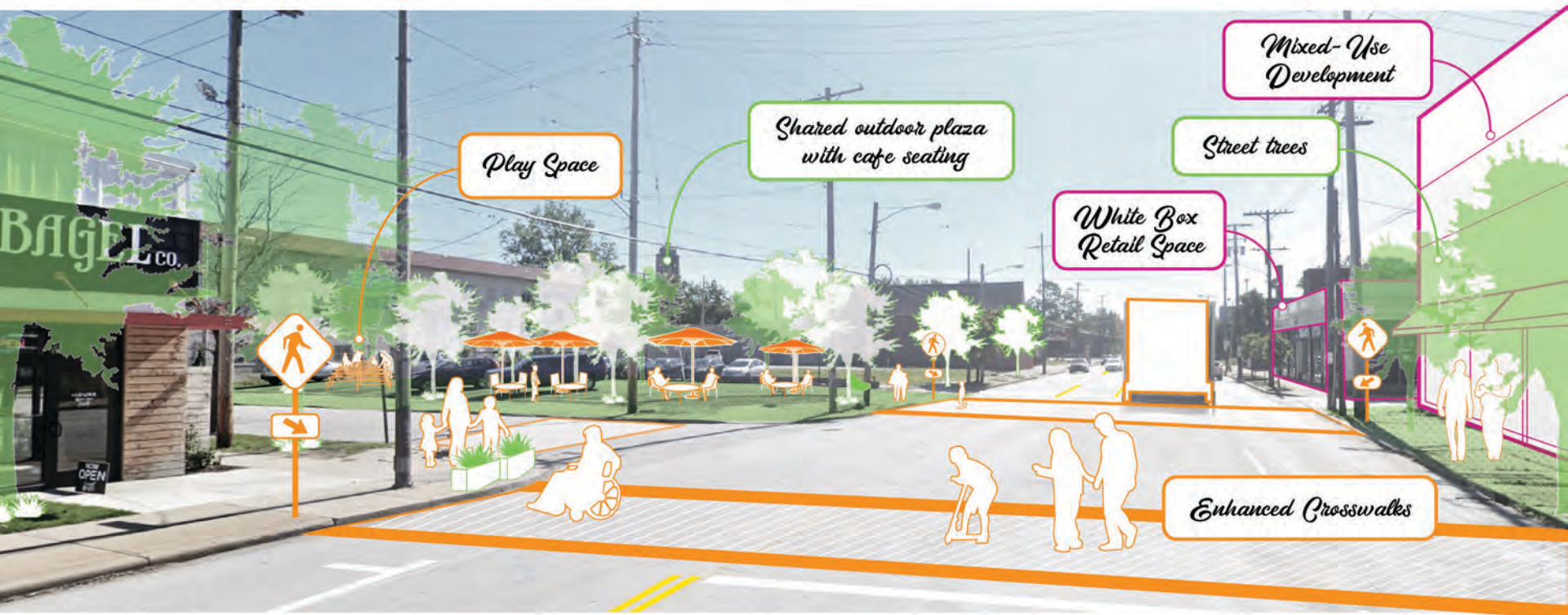


(Source: 2019 Parcel data provided by MidTown, Inc., Interface Studio)

Carnegie near E 77th Street (looking east)

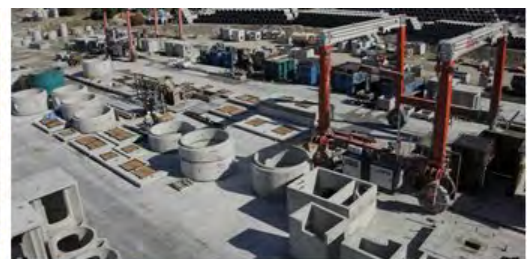


Carnegie near E 77th Street (looking east)



MidTown is home to 70 stakeholders in the nonprofit, advocacy, direct service, social services and support stakeholders...

Adoption Network Cleveland	DigitalC	NewBridge Cleveland Center
AIDS Task Force	Domestic Violence and Advocacy Center	North East Ohio Neighborhood Health Services
America Scores Cleveland	Dunham Tavern Museum	North Shore AFL-CIO
American Civil Liberties Union	ECDI	North Star
American Red Cross	Epilepsy Association	Northeast Ohio Coalition for the Homeless
Asian Services in Action, Inc.	Fair Housing Research & Advocacy Center	Ohio Guidestone (Berea Children's Home & Family Services)
Better Business Bureau, Inc.	Fund for our Economic Future	Ohio Organizing Project (AFT)
Big Brothers, Big Sisters of Greater Cleveland	Greater Cleveland Community Shares	Oriana House
Birthing Beautiful Communities	Greater Cleveland Neighborhood Centers Association	Passages
Catholic Charities Diocese of Cleveland	Greater Cleveland Volunteers	PNC Fairfax Connection
Center for Families and Children	Green Ribbon Coalition	Policy Matters Ohio
Children's Hunger Alliance	Housing Research & Advocacy Center	PolicyBridge
Children's Museum of Cleveland	Invictus High School	Positive Education Program
CHN Housing Partners	JumpStart	Progressive Arts Alliance
City Mission	Kidney Foundation of Ohio	Recovery Resources
Cleveland Building & Construction Trades Council	Kids Book Bank	RET-3
Cleveland Christian Home	Laborers Local 310	Salvation Army
Cleveland Eye Bank / Eversight	Local 18 Operating Engineers	Shoes and Clothes For Kids
Cleveland Housing Network	MAGNET	The Phillis Wheatley Association
Cleveland Kids in Need	Medwish	UH Rainbow Center for Women & Children
Cleveland Opera Theater	MidTown Learning Farm	Urban League of Greater Cleveland
Cleveland Restoration Society	Neighborhood Assistance Corporation of America	Vocational Guidance Services
Community Action Against Addiction	Neighborhood Connections	YWCA of Cleveland
Dancing Wheels		



Event / Networking Ideas *Live Poll!*

What are some events you might be interested in?

- Science and Industry Expo
- Tours of local Manufacturers
- Outdoor concert series
- Outdoor theater or movie night
- Business to Business Networking
- Non-Profit / Social Support Org Connections
- Financial Literacy classes
- Programs for kids
- Job Fair
- Community Mural Painting or Art Creation
- Local sports / recreational activities (youth & adults)
- Neighborhood history tours
- Local Restaurant Expo

Goal

Amplify Midtown's Identity & History

Goal

Amplify Midtown's Identity & History

Strategies:

- **Be a hub of Black history, entrepreneurship, and celebration in Cleveland**
- **Upgrade Payne as the center of Asiatown**
- **Preserve legacy buildings**



Leo's Listening Party – at Digital C

MidTown Inc. Ongoing Programs & Events





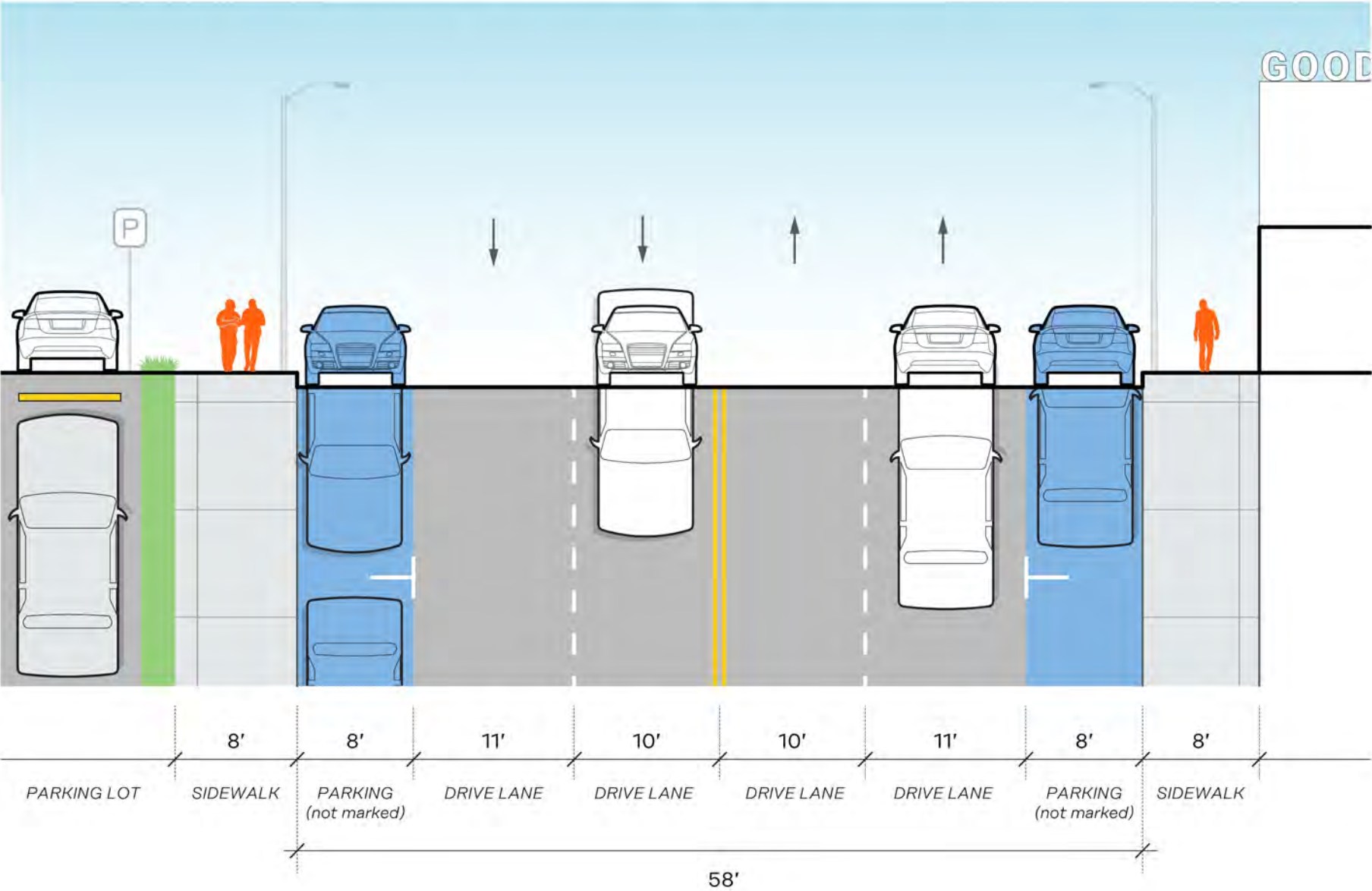
Utility Box Wraps



Banner Signs on Payne

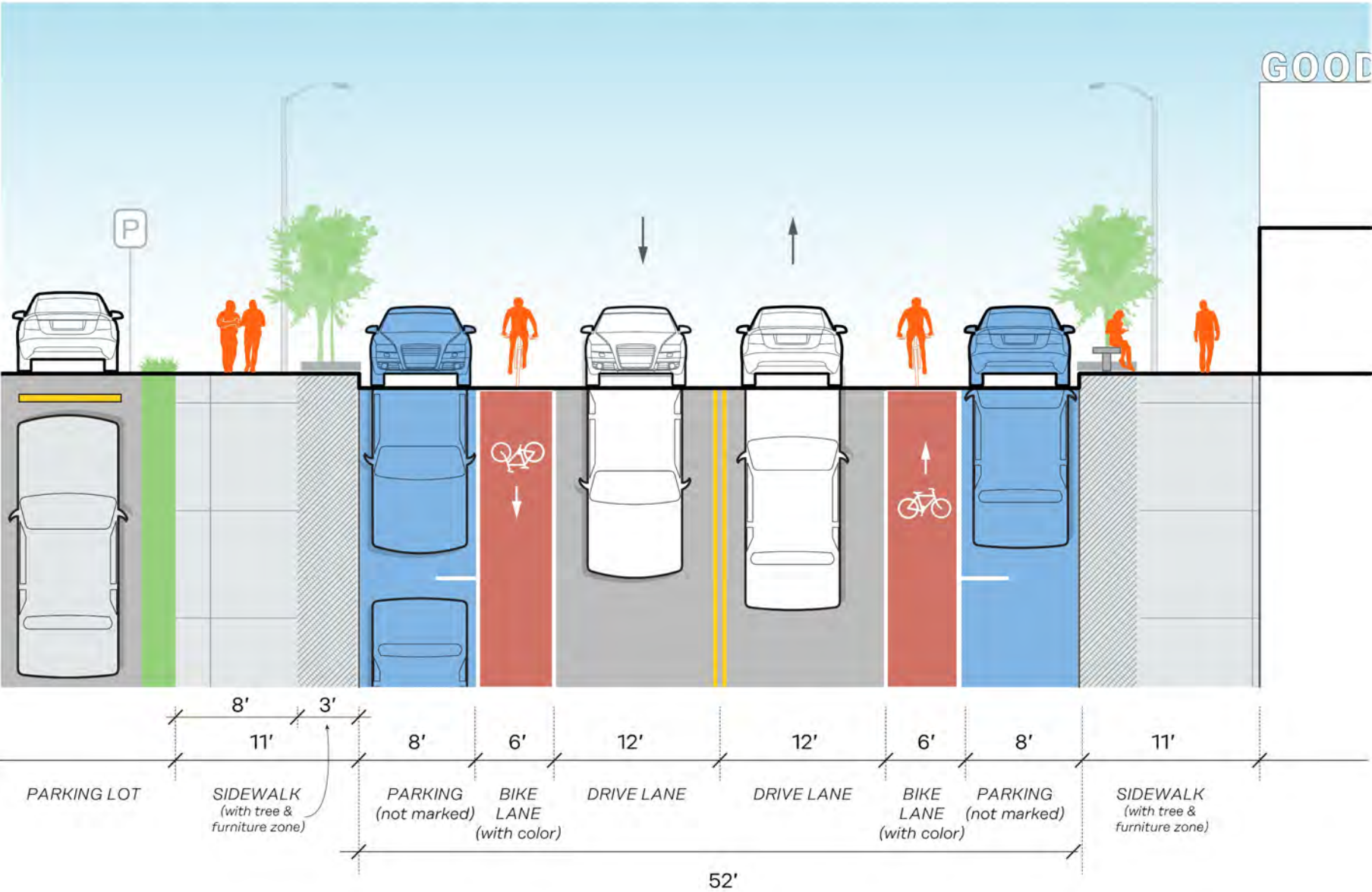
PAYNE AVENUE - Existing Section

Representative Section between E 30th Street - E 31st Street



PAYNE AVENUE - Proposed Section

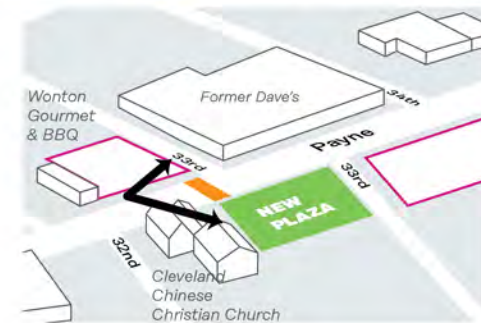
Representative Section between E 30th Street - E 31st Street



Payne Avenue near E 33rd Street (looking East)



Payne Avenue near E 33rd Street (looking East)



Goal

**Grow as a complete
Neighborhood**

Goal

Grow as a complete Neighborhood

Strategies:

- **Reduce housing stress**
- **Mitigate blight, vacancy, and environmental health issues**
- **Strategically invest in new housing**
- **Connect neighbors, block by block**

Maintain Affordability

Providing equitable housing solutions is going to require programmatic innovation in addition to developer set-aside requirements



**Developing a
Rehab Financing
Program**
to support Naturally
Occurring Affordable
Housing (NOAH)



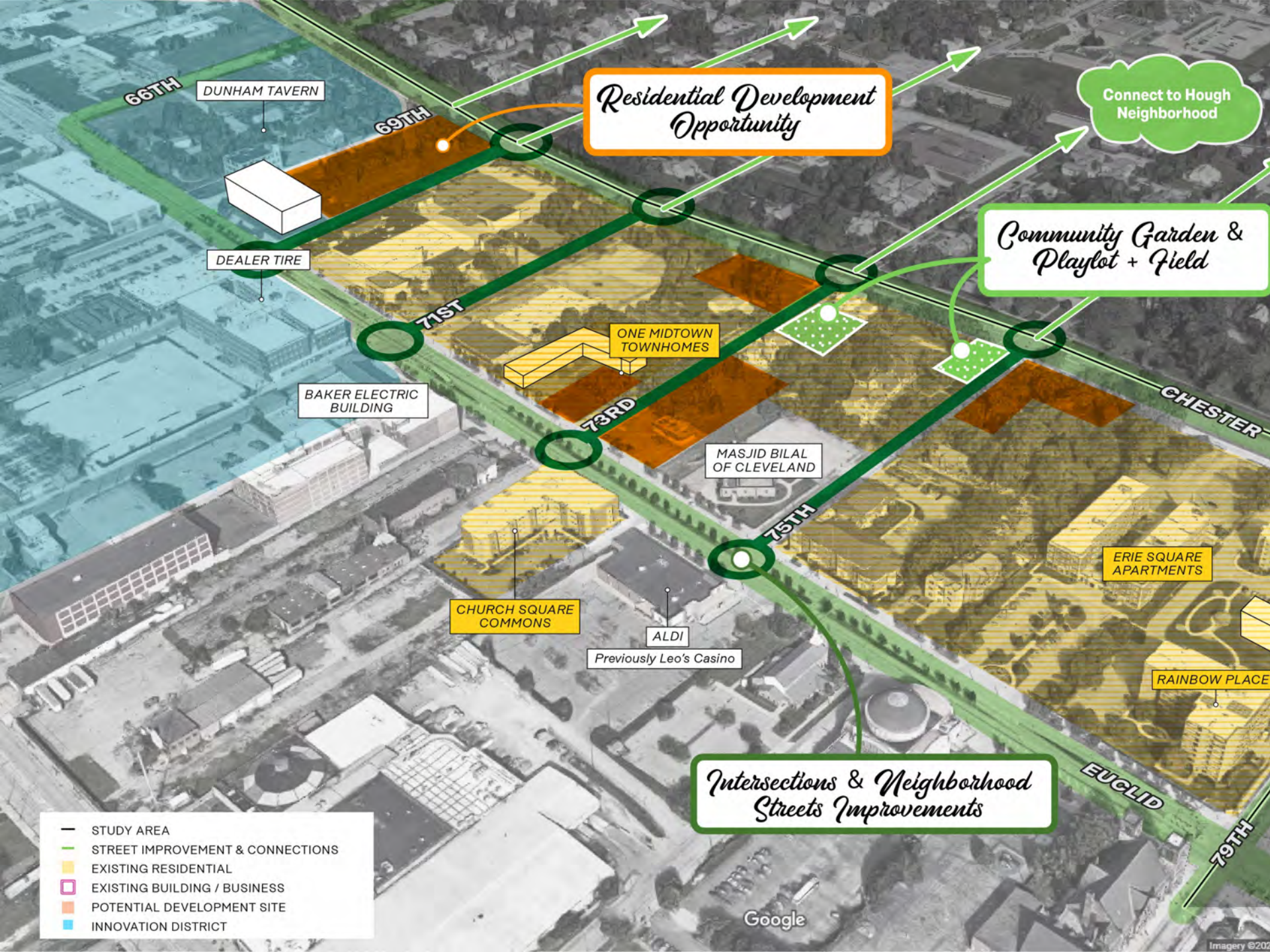
**Creating
Pathways to
Ownership &
Sustainable
Affordability**



**Consider
specialty
housing models**
to address unique
family conditions



**Support new
affordable
housing**
but beware of
unintended
consequences...



Residential Development Opportunity

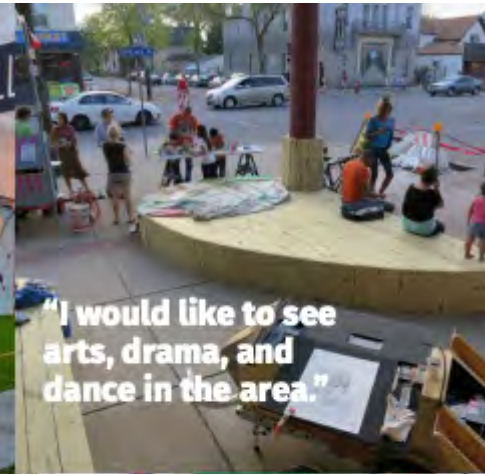
Connect to Hough Neighborhood

Community Garden & Playlot + Field

Intersections & Neighborhood Streets Improvements

- STUDY AREA
- STREET IMPROVEMENT & CONNECTIONS
- EXISTING RESIDENTIAL
- EXISTING BUILDING / BUSINESS
- POTENTIAL DEVELOPMENT SITE
- INNOVATION DISTRICT

E 66th Street Project Update



Goal

**Create an environment that
supports Personal Health,
Wellness & Safety**

Goal

Create an environment that supports Personal Health, Wellness & Safety

Strategies:

- **Help residents reach their health goals**
- **Build youth resilience**
- **Dismantle the barriers; heal the wounds**
- **Restore and Grow MidTown's Green Infrastructure**
- **Improve neighborhood safety**

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 is home to 70 stakeholders in the nonprofit, advocacy, direct service, social services and support stakeholders...

Adoption Network Cleveland
AIDS Task Force
America Scores Cleveland
American Civil Liberties Union
American Red Cross
Asian Services in Action, Inc.
Better Business Bureau, Inc.
Big Brothers, Big Sisters of Greater Cleveland
Birthing Beautiful Communities
Catholic Charities Diocese of Cleveland
Center for Families and Children
Children's Hunger Alliance
Children's Museum of Cleveland
CHN Housing Partners
City Mission
Cleveland Building & Construction Trades Council
Cleveland Christian Home
Cleveland Eye Bank / Eversight
Cleveland Housing Network
Cleveland Kids in Need
Cleveland Opera Theater
Cleveland Restoration Society
Community Action Against Addiction
Dancing Wheels

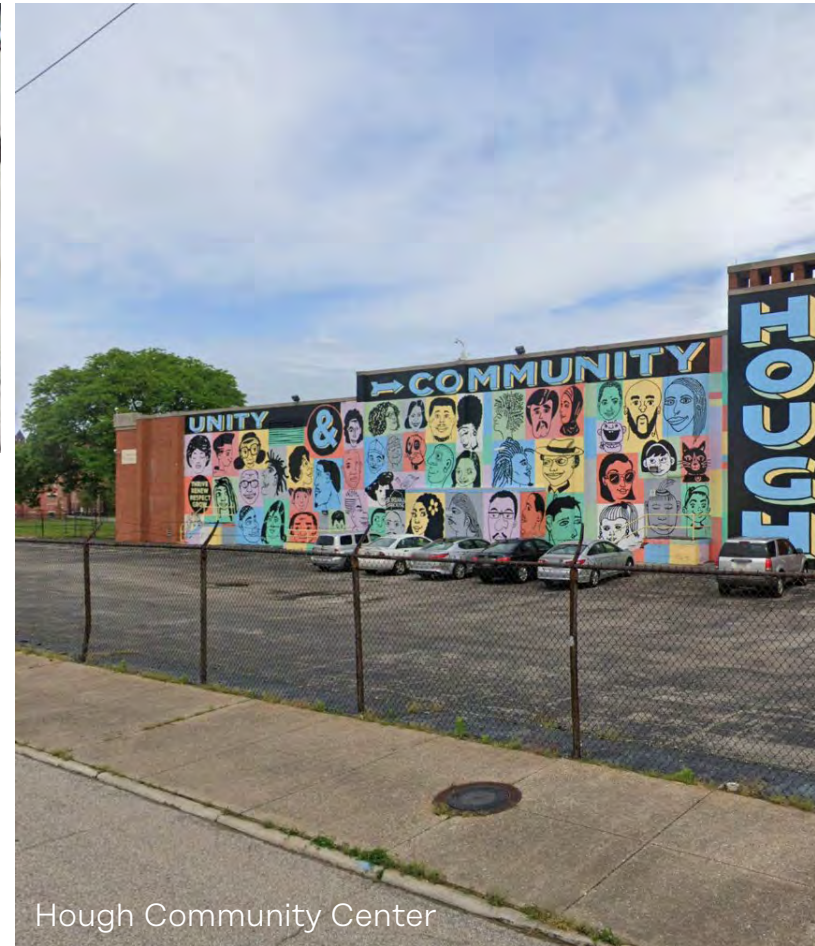
DigitalC
Domestic Violence and Advocacy Center
Dunham Tavern Museum
ECDI
Epilepsy Association
Fair Housing Research & Advocacy Center
Fund for our Economic Future
Greater Cleveland Community Shares
Greater Cleveland Neighborhood Centers Association
Greater Cleveland Volunteers
Green Ribbon Coalition
Housing Research & Advocacy Center
Invictus High School
JumpStart
Kidney Foundation of Ohio
Kids Book Bank
Laborers Local 310
Local 18 Operating Engineers
MAGNET
Medwish
MidTown Learning Farm
Neighborhood Assistance Corporation of America
Neighborhood Connections

NewBridge Cleveland Center
North East Ohio Neighborhood Health Services
North Shore AFL-CIO
North Star
Northeast Ohio Coalition for the Homeless
Ohio Guidestone (Berea Children's Home & Family Services)
Ohio Organizing Project (AFT)
Oriana House
Passages
PNC Fairfax Connection
Policy Matters Ohio
PolicyBridge
Positive Education Program
Progressive Arts Alliance
Recovery Resources
RET-3
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Shoes and Clothes For Kids
The Phillis Wheatley Association
UH Rainbow Center for Women & Children
Urban League of Greater Cleveland
Vocational Guidance Services
YWCA of Cleveland

Youth Programs



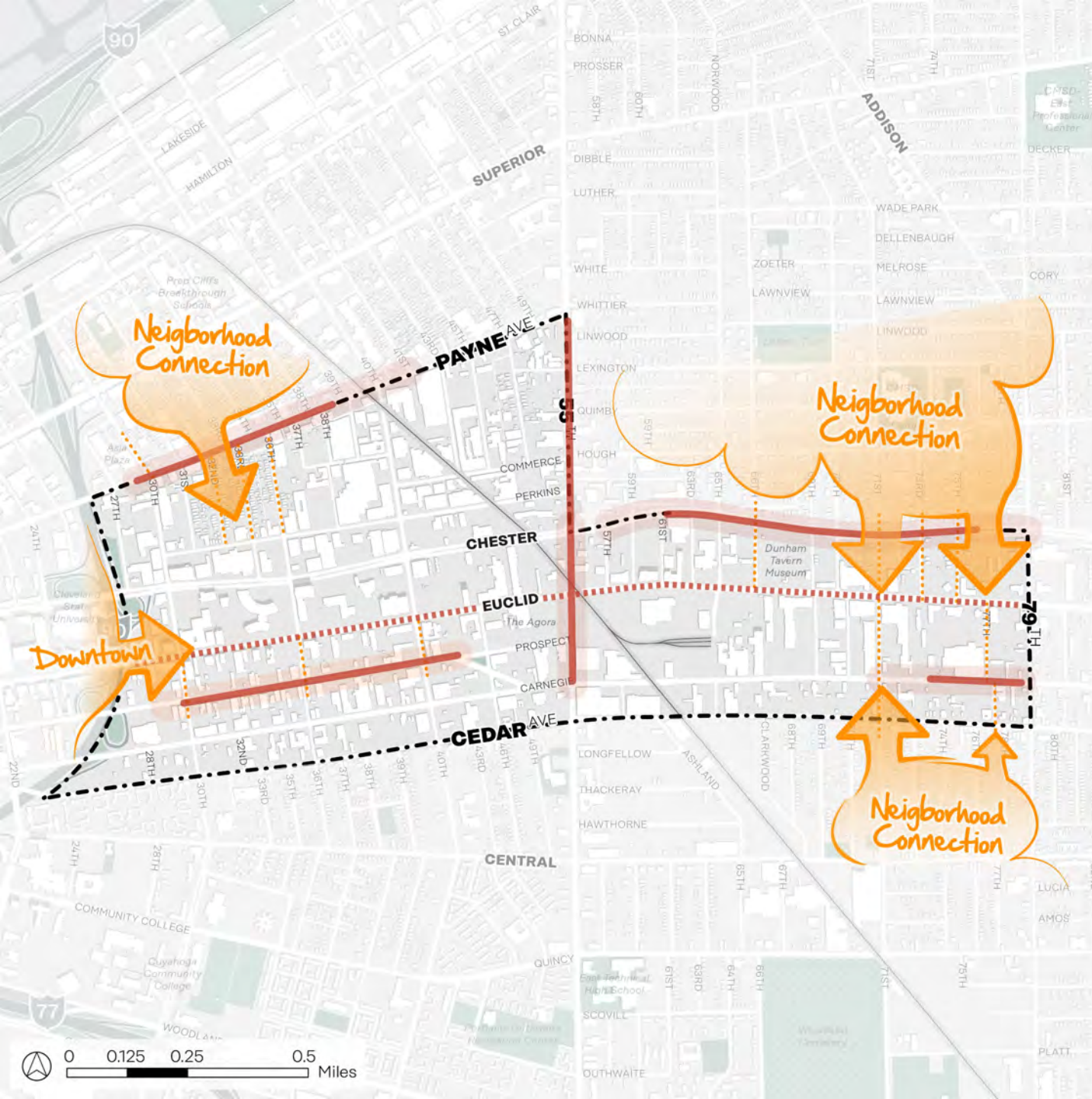
Design LAB School Building



Hough Community Center

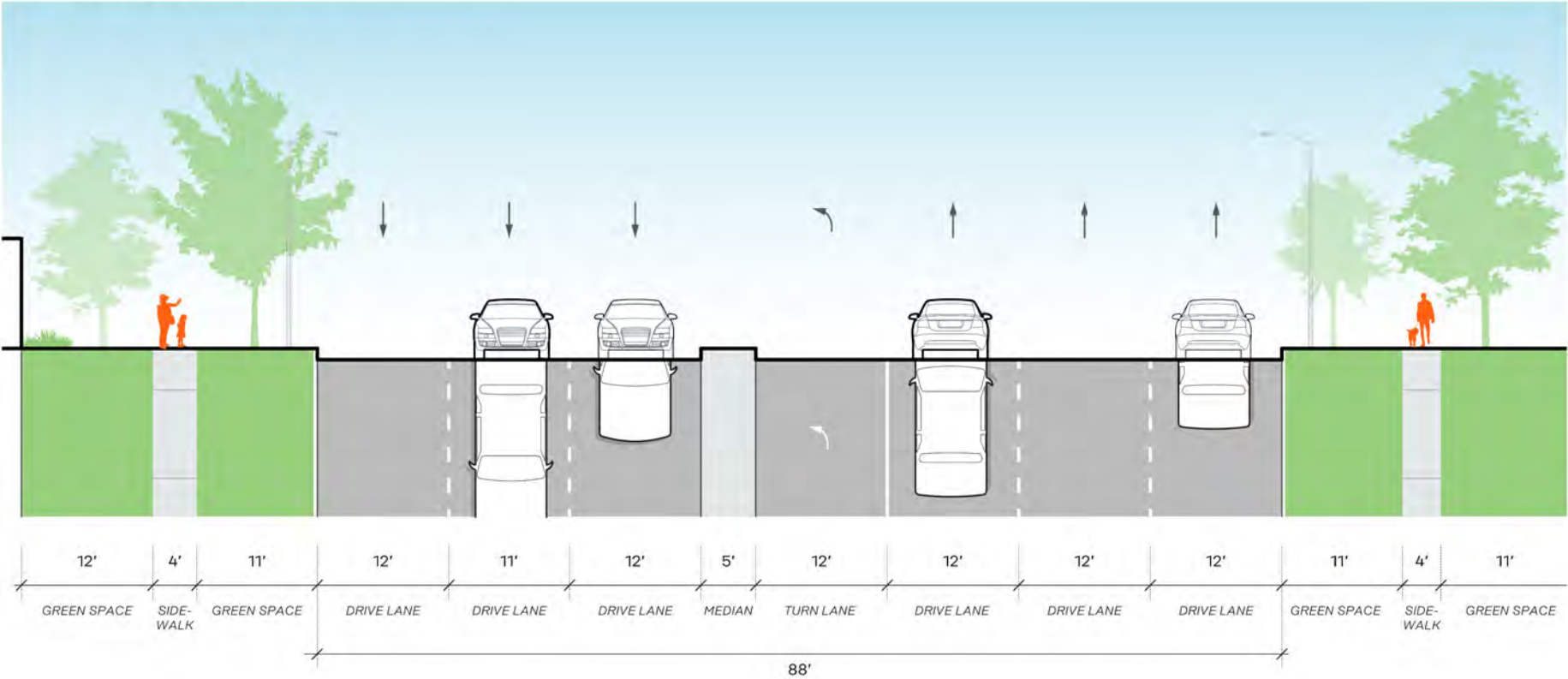
OPPORTUNITY CONNECTIONS

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



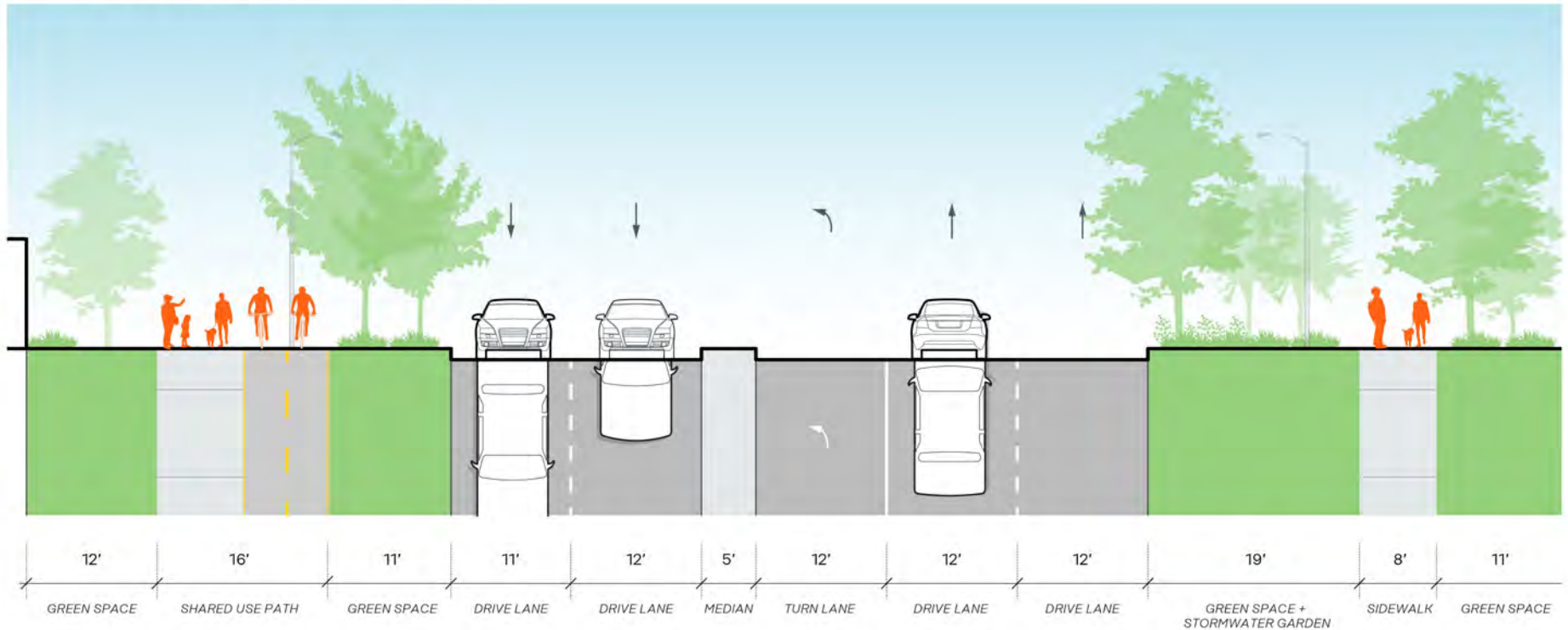
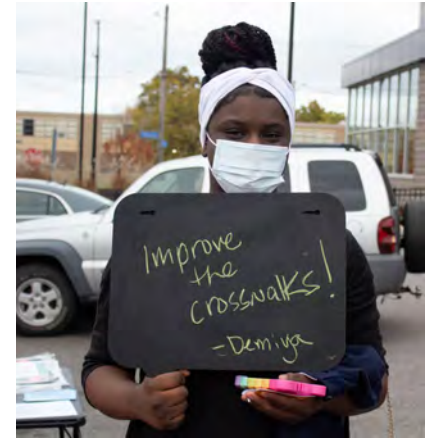
CHESTER AVENUE - Existing Section

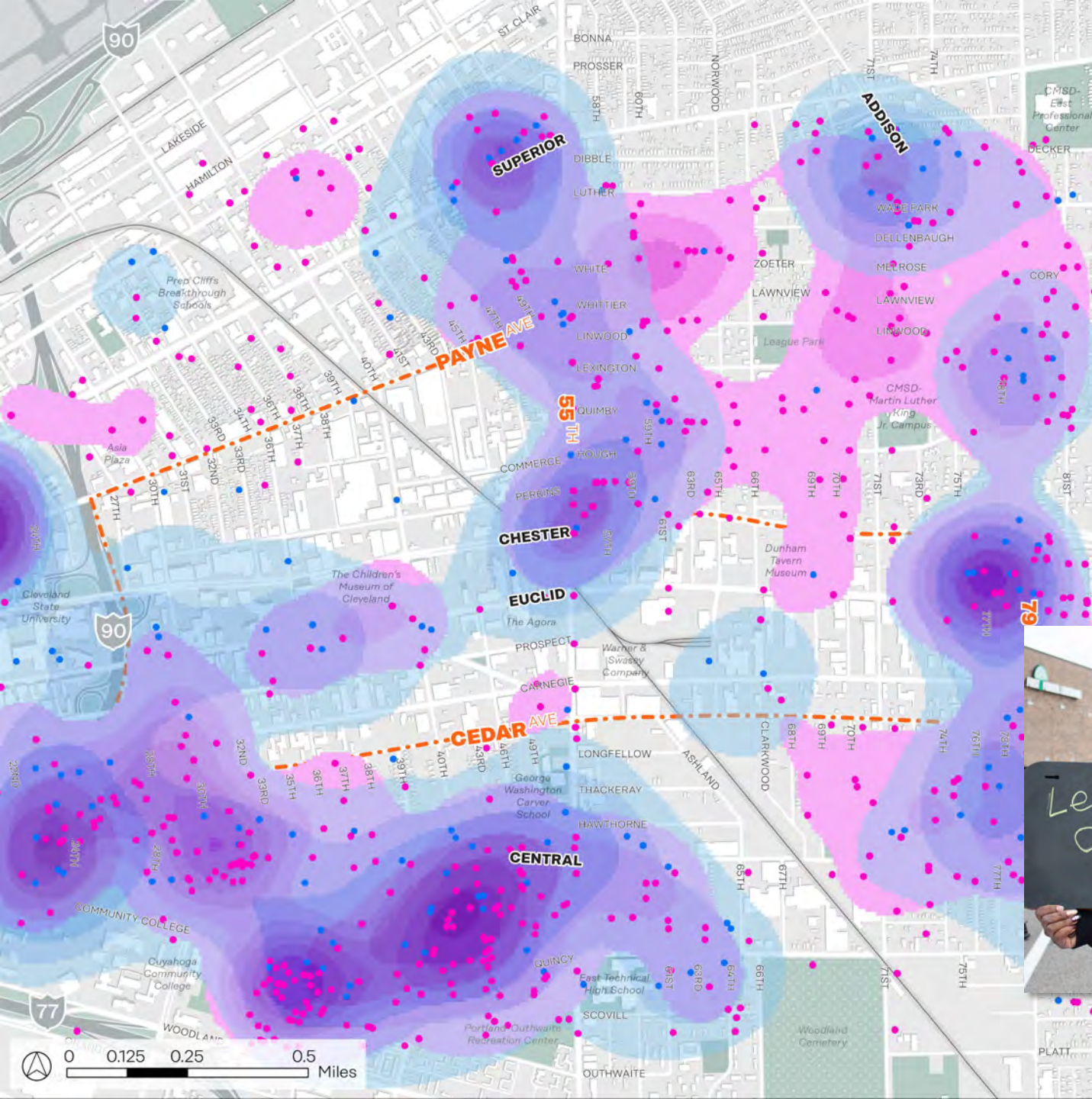
Between 73rd and 75th



CHESTER AVENUE - Proposed Section

Between 73rd and 75th





(Source: Cleveland GIS, Cleveland Public Safety CAD Calls for Service, from July 28, 2020 to Jan 20, 2021.)

MidTown Ambassadors

Program Examples:

- *Ohio City Ambassador Services*
- *University Circle Hospitality Ambassadors*
- *Downtown Cleveland Alliance Clean & Safe Ambassadors*

What could they do?

- *Clean & Maintain*
- *Safety Patrol*
- *Visitor Assistance*
- *Peace / Off-Duty Law Enforcement contact*
- *Help for the Homeless*



Goal

**Pursue Social Equity & Economic
Prosperity for All**

Goal

Pursue Social Equity & Economic Prosperity for All

Strategies:

- **Get Work Ready**
- **Build youth resilience**

Promoting Key Job Training Programs Through Collaborative Outreach Grant

- MidTown, Burton Bell Carr, and MetroWest are partnering with Towards Employment to set up a hotline that will connect jobseekers to training opportunities and support services/funding opportunities
- Pilot program with 2 other projects in Akron and Canton.
 - Short term goal: Place at least 80 Black/Latinx NEOhians in job training programs
 - Long-term goal: Learning opportunity on how to increase meaningful and effective connections between CDCs and workforce providers
- Outreach/marketing strategies will include direct mail, social/digital, & press release
 - Also possible- radio spot, grocery bag inserts (marketing strategy currently being finalized)



Towards Employment

HOW to
REALIZE
NEIGHBORHOOD
Our Vision
for
MIDTOWN

1 Vision

6 Goals

20 Strategies

20 Strategies

1. **Promote clear expectations for new development**
2. **More Art and Color!**
3. **Be a hub of Black history, entrepreneurship, and celebration in Cleveland**
4. **Elevate Black and Asian creative voices**
5. **Connect neighbors, block by block**
6. **Create community gathering spaces**
7. **Upgrade Payne as the center of Asiatown**
8. **Preserve legacy buildings**
9. **Strategically invest in new housing**
10. **Reduce housing stress**
11. **Mitigate blight, vacancy, and environmental health issues**
12. **Improve neighborhood safety**
13. **Help residents reach their health goals**
14. **Dismantle the barriers; heal the wounds**
15. **Restore and Grow MidTown's Green Infrastructure**
16. **Build youth resilience**
17. **Celebrate local businesses**
18. **Build out the Innovation District**
19. **Get Work Ready**
20. **TBD!**

Of the 20 strategies - Choose the 3 that are most important to you for the future of Midtown:

Live Poll!

1. **Development** - by guiding what specifically is built in Midtown
2. **Art** - with more color and an emphasis on elevating Black and Asian creative voices
3. **Community** - creating new gathering spaces, connecting neighbors and improving resident health
4. **Identity** - by preserving buildings, becoming a hub of Black history and entrepreneurship and celebrating Asiatown along Payne Avenue
5. **Connection** - by dismantling the barriers that divide and redesigning key streets like Chester and 55th.
6. **Housing** - through protecting existing affordable housing and creating new mixed-income housing
7. **Safety** - by reducing blight and addressing crime
8. **Jobs** - by getting work ready, bringing new businesses and celebrating existing businesses in Midtown

Thank you!

_INTERFACE STUDIO LLC