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A NEW PLAN FOR CARNEGIE AVENUE

Community Open House 2 Project & Strategy Update

April 30, 2019

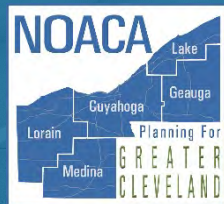


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The background image is a grayscale photograph of a city street intersection. On the right side, there is a large, multi-story brick building. A street sign on a pole in front of the building reads "E. 55 St". In the foreground, a dark-colored pickup truck is driving away from the camera. The street has traffic lights and power lines overhead. The overall scene is an urban environment.

01 | Project Team

02 | Project Overview

03 | Understanding Carnegie Ave

04 | Strategies & Concepts

05 | Open House Goals

06 | Next Steps

01 | Project Team

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A NEW PLAN FOR CARNEGIE AVENUE



CORE TEAM, CONSULTING TEAM & STEERING COMMITTEE

Core Team:

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

Steering Committee:

- Community Partners
- Businesses
- Institutions
- MidTown Board

Consulting Team:

- Nelson\Nygaard
- City Architecture
- Guide Studio
- Loukas Engineering
- Cleveland City Council
- City Departments
- Public Agency Partners
- Residents

TLCI PROGRAM OVERVIEW

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

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A NEW PLAN FOR CARNEGIE AVENUE





CARNEGIE AVENUE TLCI CORRIDOR STUDY - PROJECT FOCUS AREA

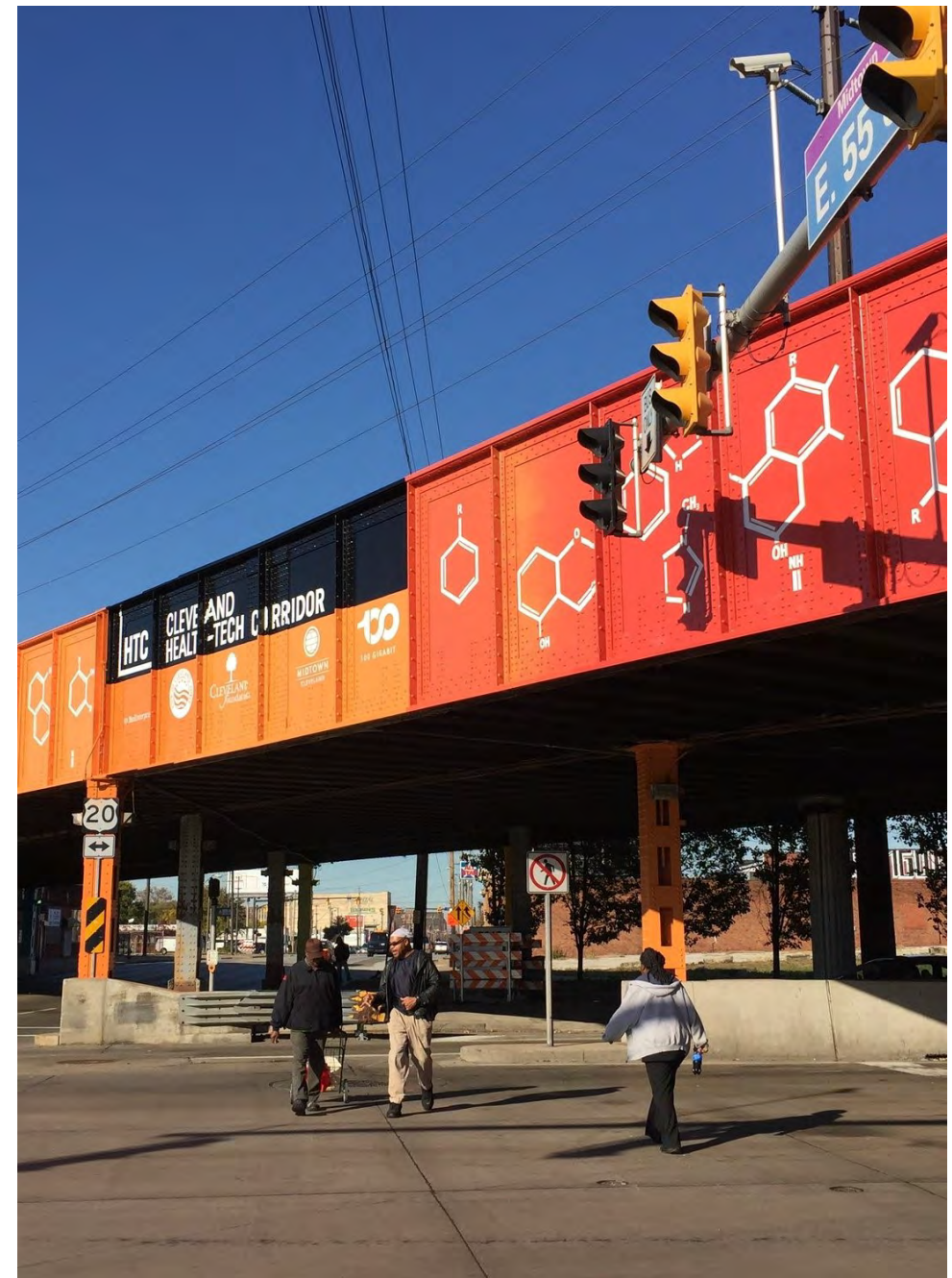
PROJECT GOALS

- 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

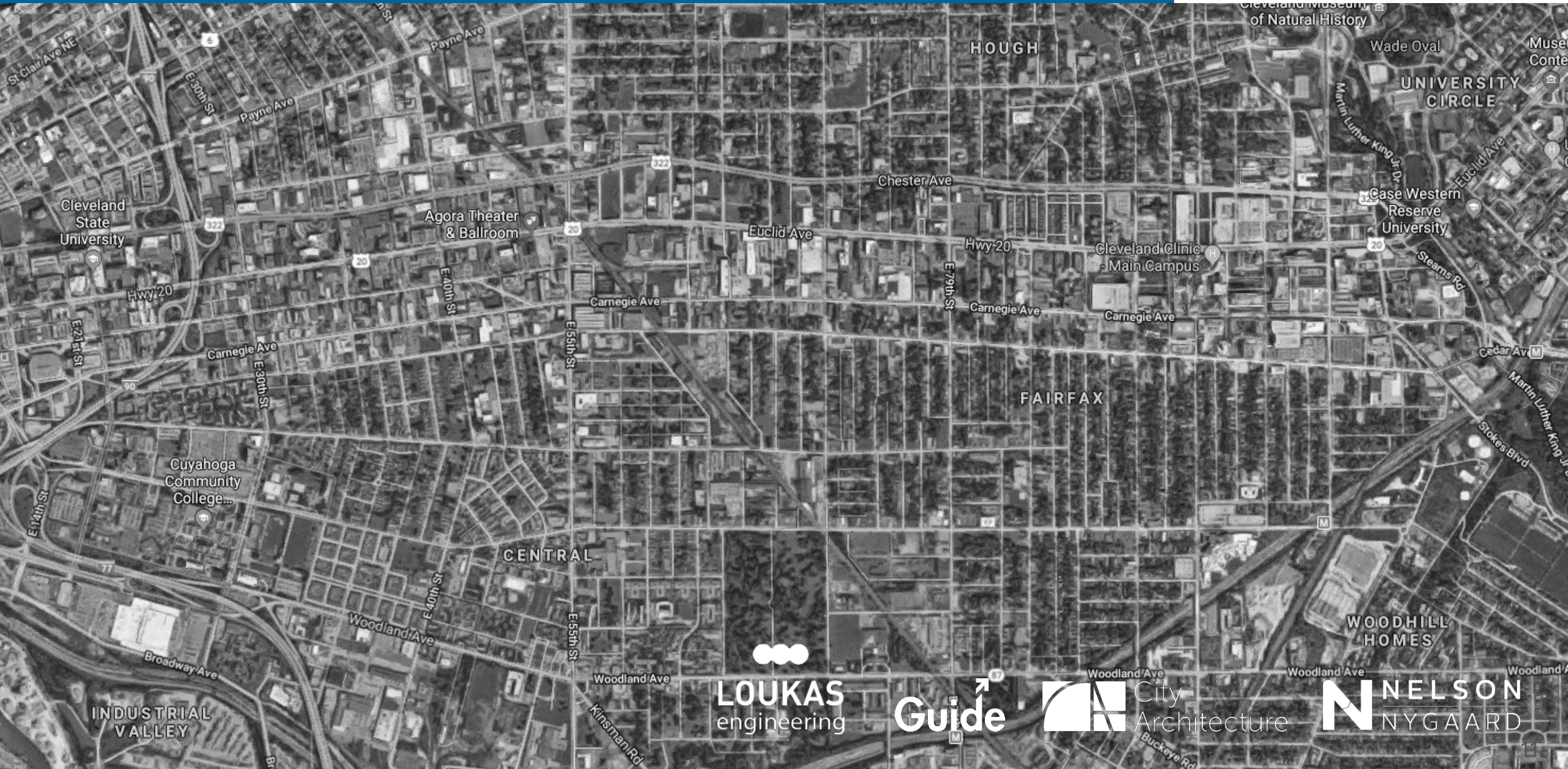
Task	Estimated Duration	Engagement
Project Initiation	October 2018	Core Team
Analysis of Current Conditions	October 2018 – January 2019	Steering Committee 1 Public Meeting 1
Transportation Alternatives Plan	December 2018 – April 2019	Core Team Steering Committee 2 Public Meeting 2
Land Use / Nodal Analysis	November 2018 – April 2019	
Streetscape / Wayfinding Plan	December 2018 – April 2019	
Implementation Plan	April – July 2019	Steering Committee 3 Public Meeting 3
Project Complete	August 2019	

03 | Understanding Carnegie Avenue

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LOUKAS
engineering

Guide

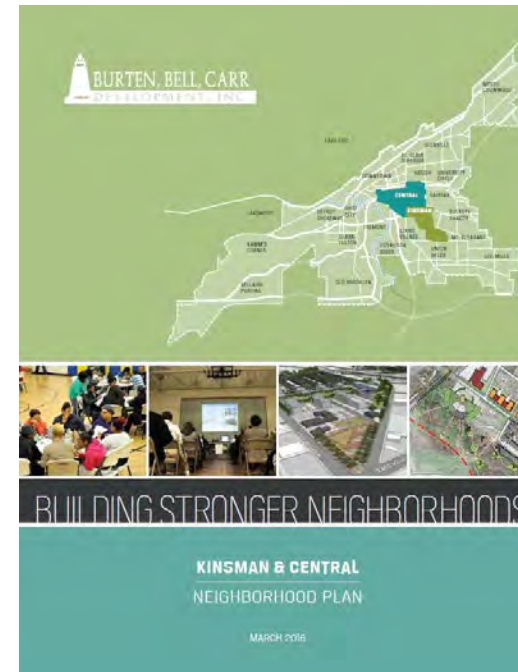
City
Architecture

N NELSON
NYGAARD

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

EAST 55TH & EUCLID AVENUE CROSSROADS STUDY
envisioning the penn square district

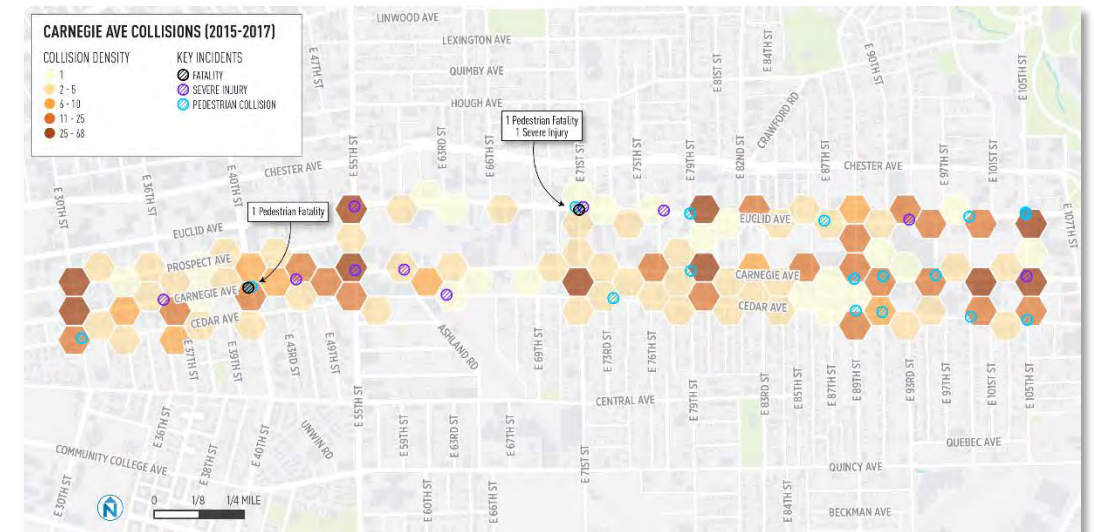
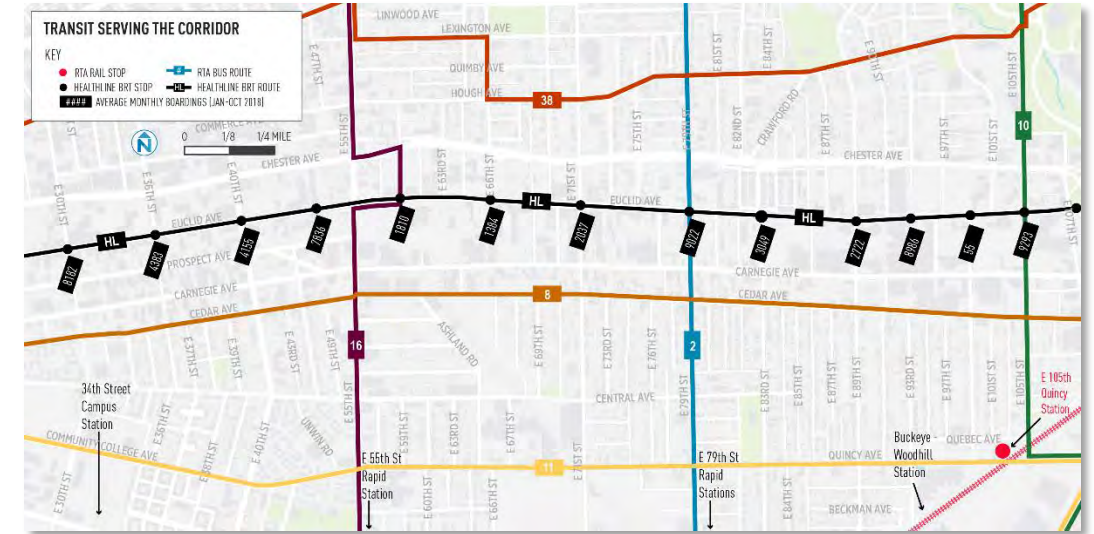
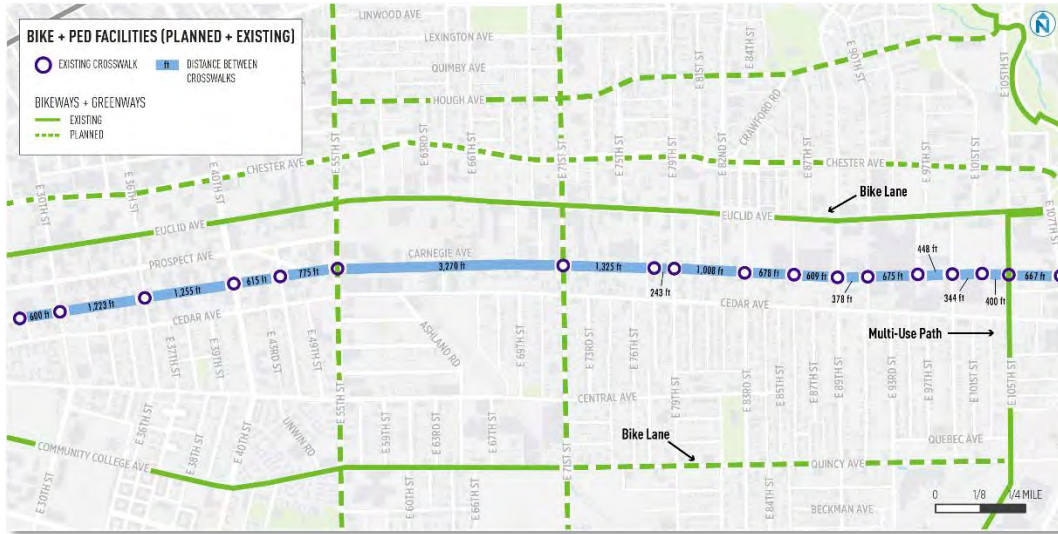


FAIRFAX
STRATEGIC INVESTMENT PLAN
2014-2019
Cleveland, Ohio

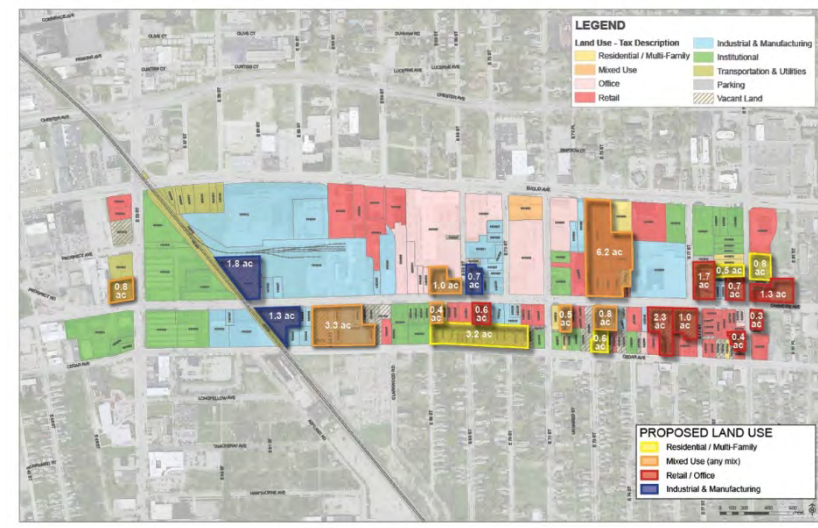
JANUARY 2014



TRANSPORTATION & MOBILITY



LAND USE & DEVELOPMENT



SURVEY INPUT - RESPONSES

Survey Open January 7 – February 8

358 total responses

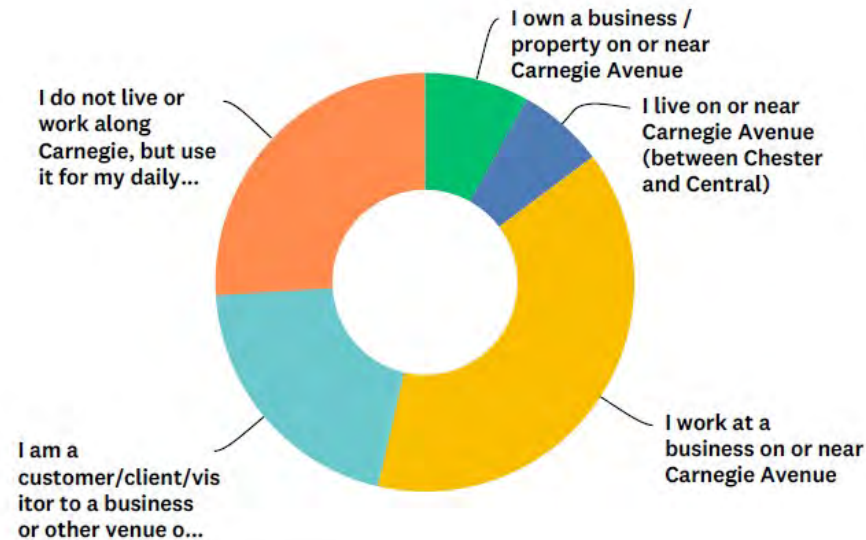
Distributed electronically, with paper copies made available upon request

Shared via Steering Committee and other community partners

Promoted & available at 1/24 Open House

Q1 Please select the statement that is most applicable:

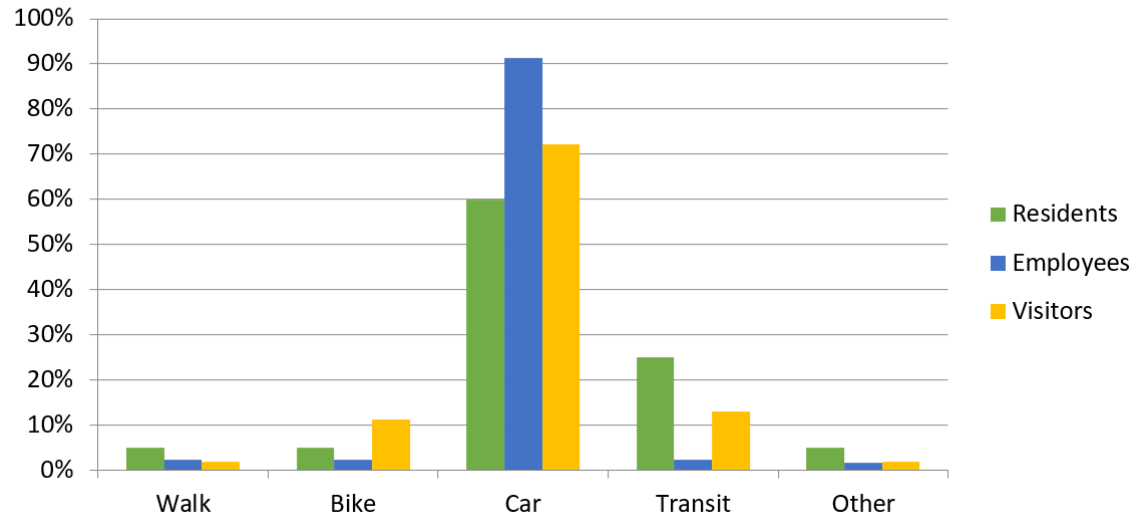
Answered: 358 Skipped: 2



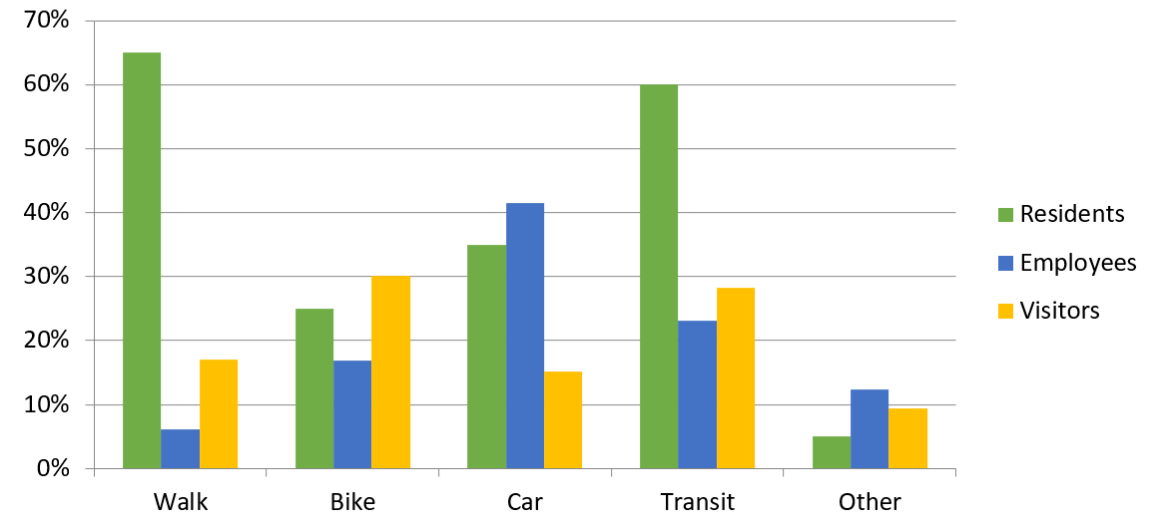
ANSWER CHOICES	RESPONSES	
I own a business / property on or near Carnegie Avenue	8.10%	29
I live on or near Carnegie Avenue (between Chester and Central)	6.70%	24
I work at a business on or near Carnegie Avenue	38.83%	139
I am a customer/client/visitor to a business or other venue on or near Carnegie	20.39%	73
I do not live or work along Carnegie, but use it for my daily commute	25.98%	93
TOTAL		358

SURVEY INPUT – TRAVEL MODE

What mode of transportation do you use the most?



What other modes of transportation do you regularly use?



Top transit routes used:

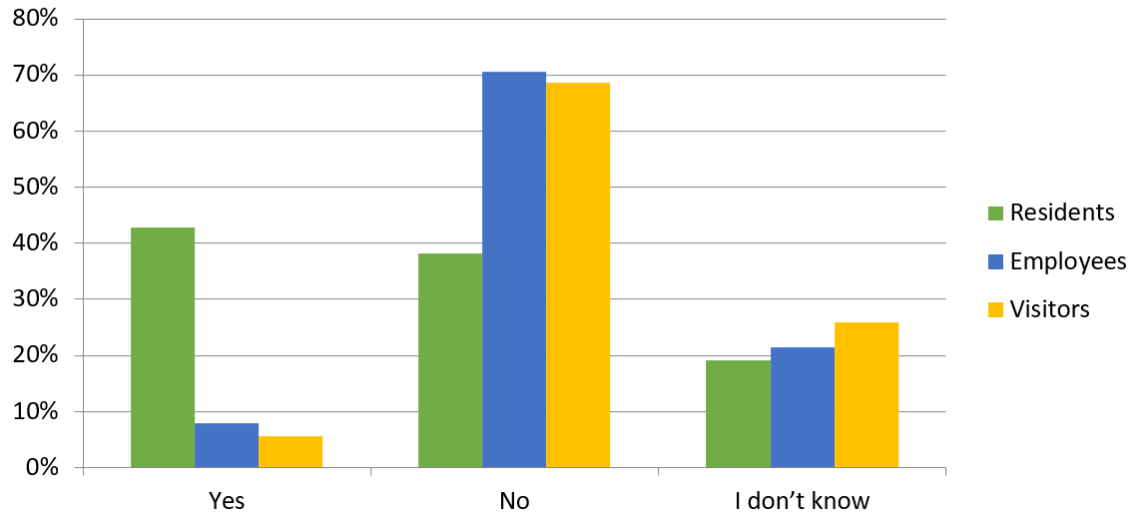
- HealthLine (Euclid) 64
- RTA Rail 34
- Bus #16 (E. 55th) 6
- Bus #8 (Cedar) 4
- Bus #11 (Quincy) 4

“Other” options listed:

- Uber
- Work truck
- Provide-a-Ride

SURVEY INPUT – WALKING & BIKING

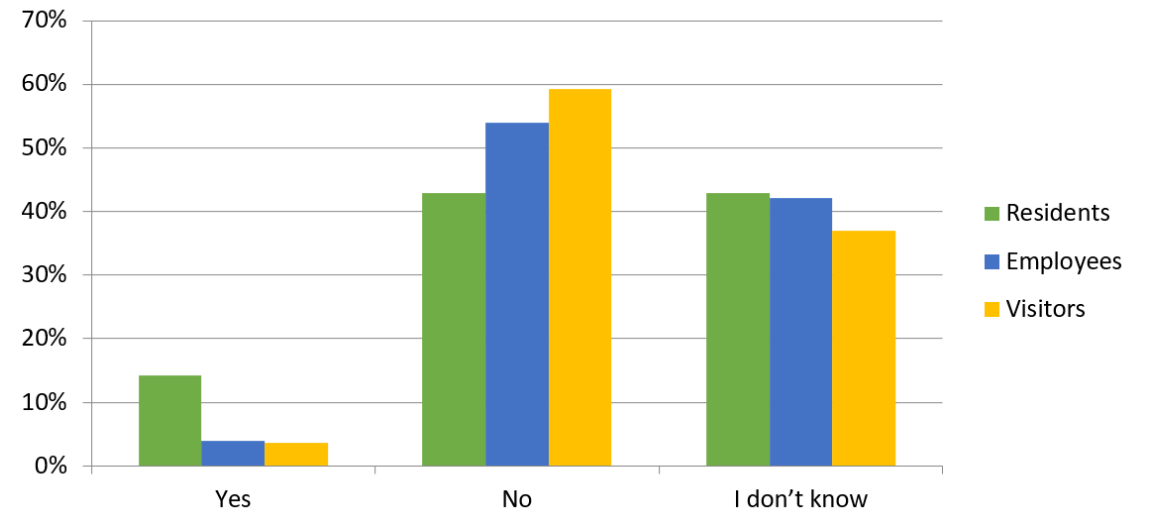
Is Carnegie Avenue a comfortable place to walk?



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!*

Is the Carnegie Avenue Corridor a comfortable place to bicycle?



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

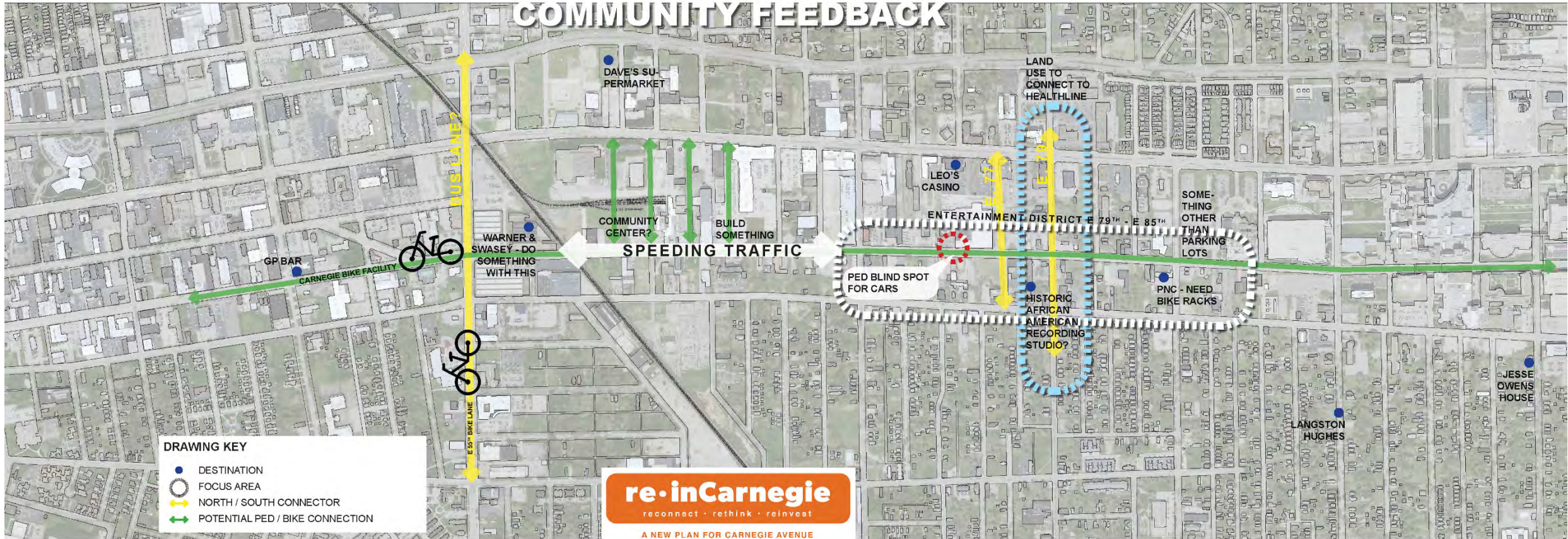
- Unpleasant pedestrian & bicyclist experience
- Limited ped destinations
- Signalization causes north-south traffic issues
- Lacks vegetation
- North-south ped connectivity

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



04 | Strategies & Concepts

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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.

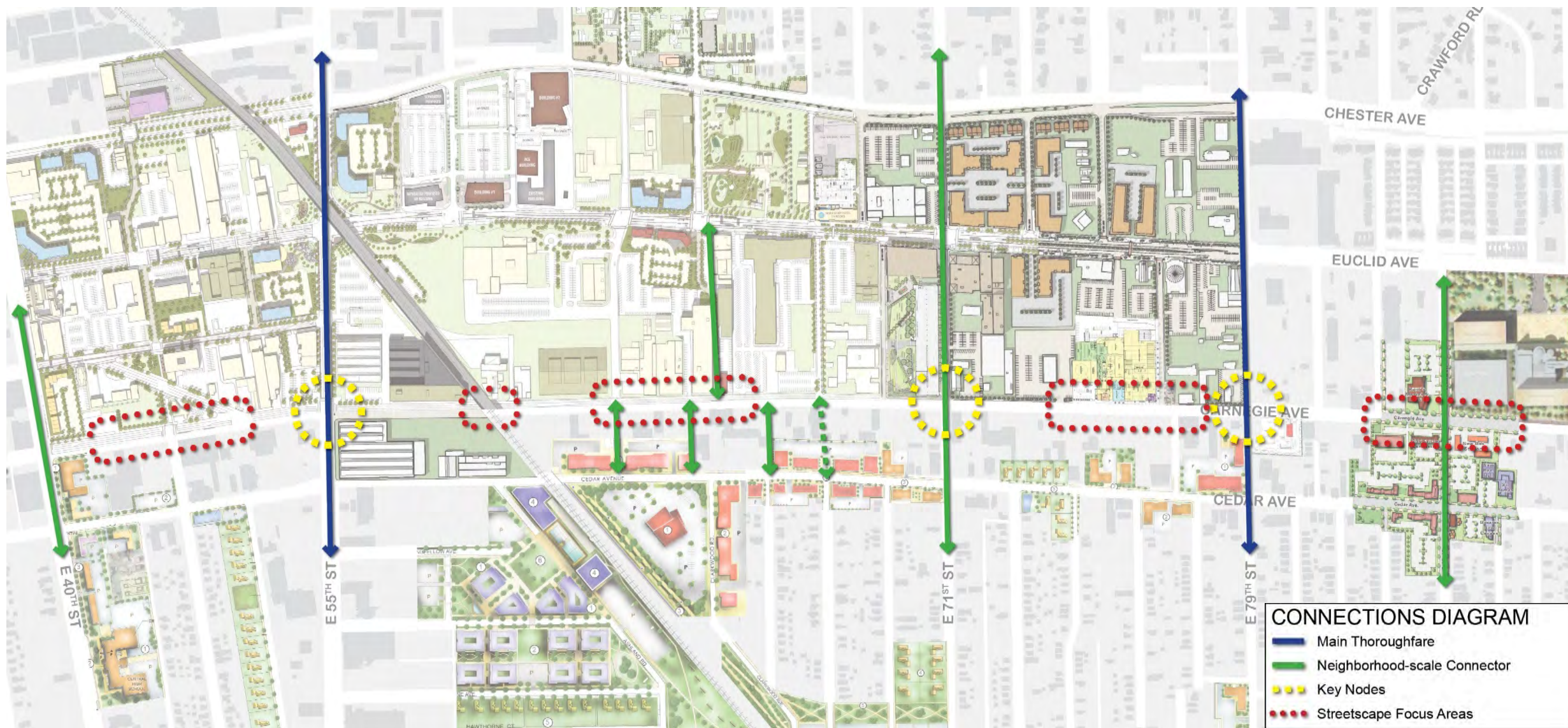


CREATE OR REINFORCE THE CORRIDOR'S IDENTITY AND "SENSE OF PLACE"

- 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



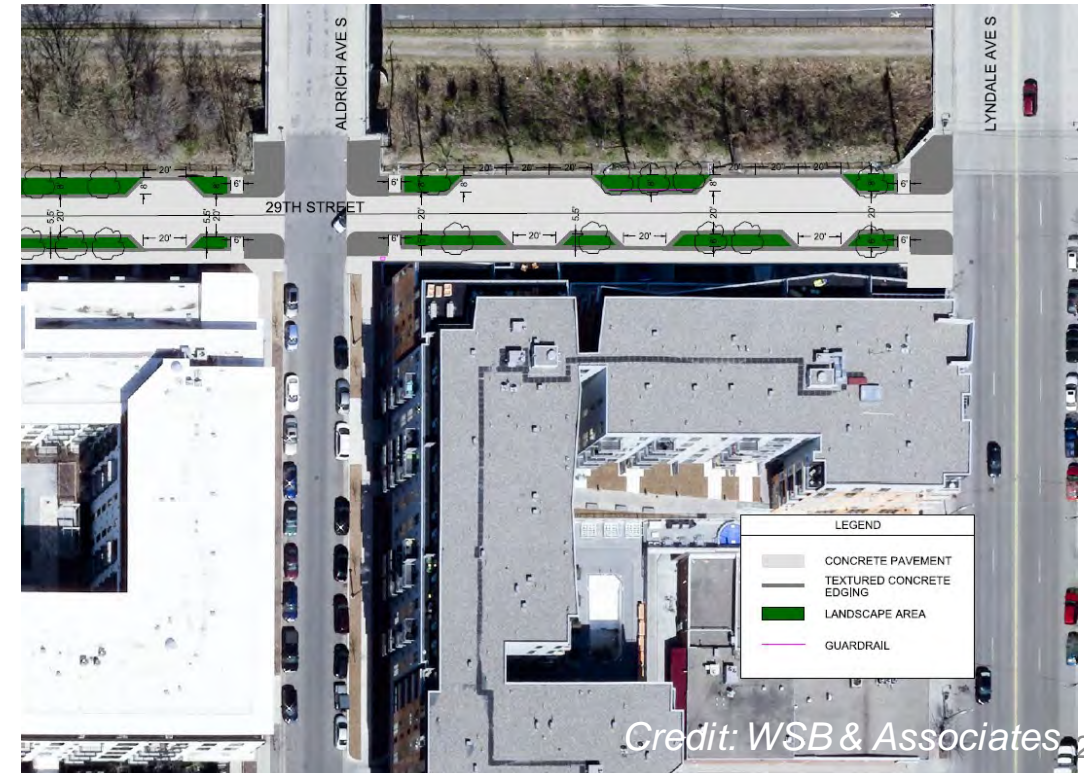
Bell Street, Seattle



Google



29th Street, Minneapolis



Credit: WSB & Associates

PROPOSED LAND USE

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

0 100 200 400 600 Feet

• 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

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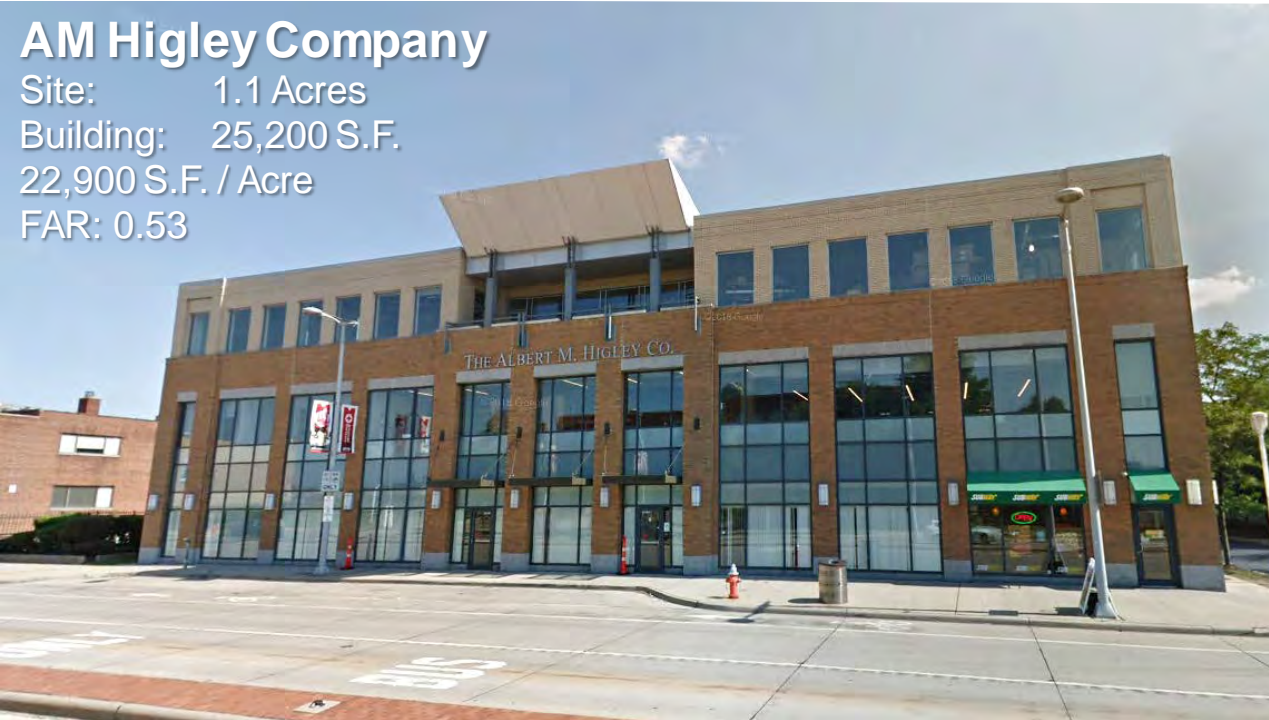
Pierre's Ice Cream

Site: 8.10 Acres
Building: 140,000 S.F.
17,300 S.F. / Acre
FAR: 0.39



AM Higley Company

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



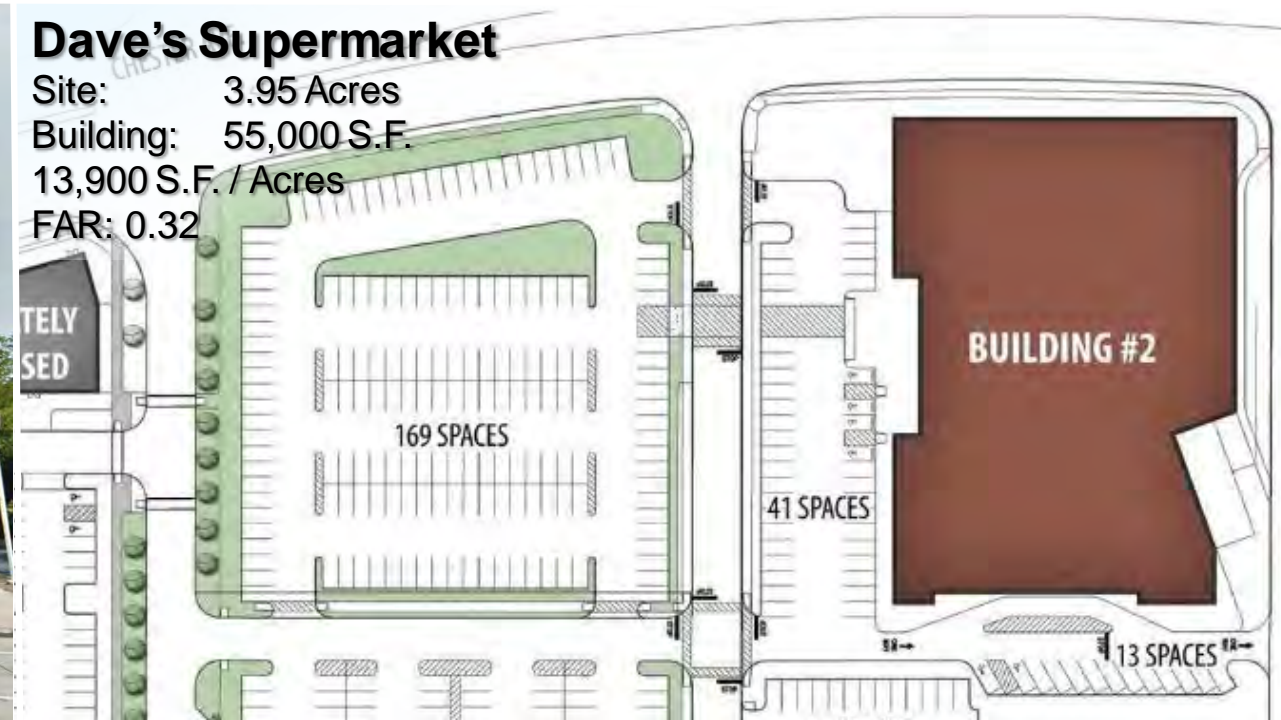
Cleveland Wire Cloth

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

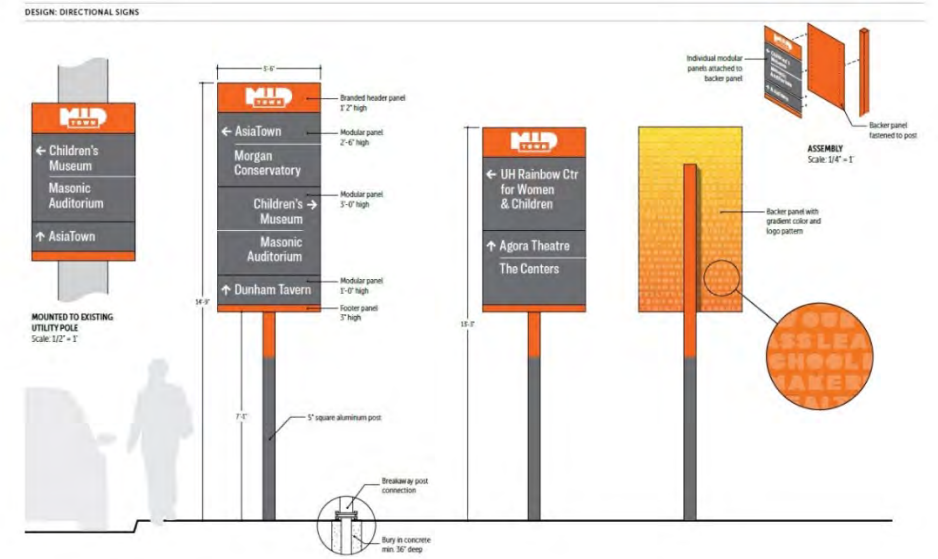


Dave's Supermarket

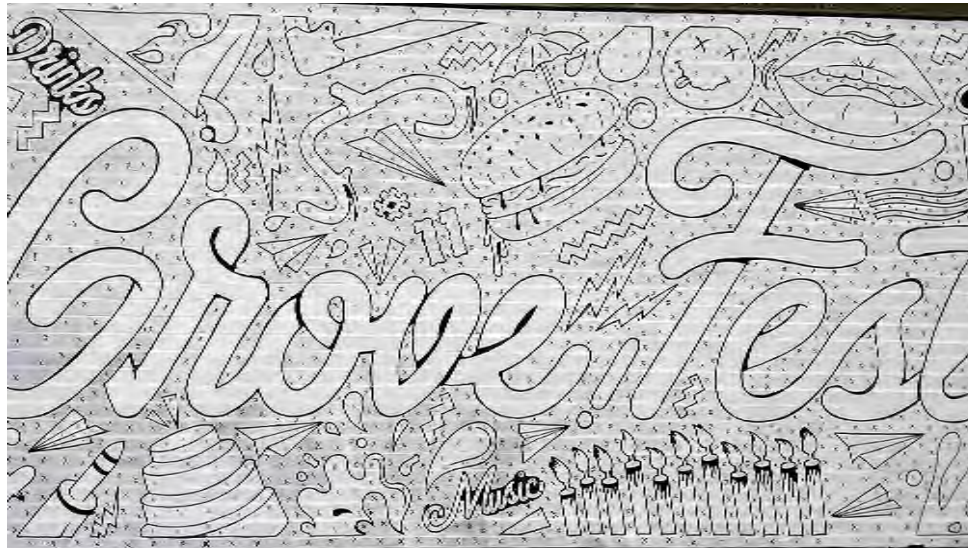
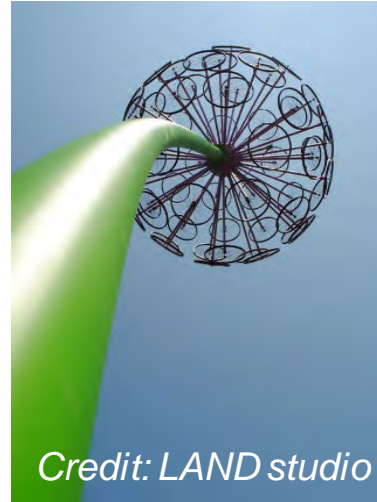
Site: 3.95 Acres
Building: 55,000 S.F.
13,900 S.F. / Acres
FAR: 0.32



WAYFINDING, BRANDING, AND STREETSCAPE ENHANCEMENTS



WAYFINDING, BRANDING, AND STREETSCAPE ENHANCEMENTS



05 | Open House Goals

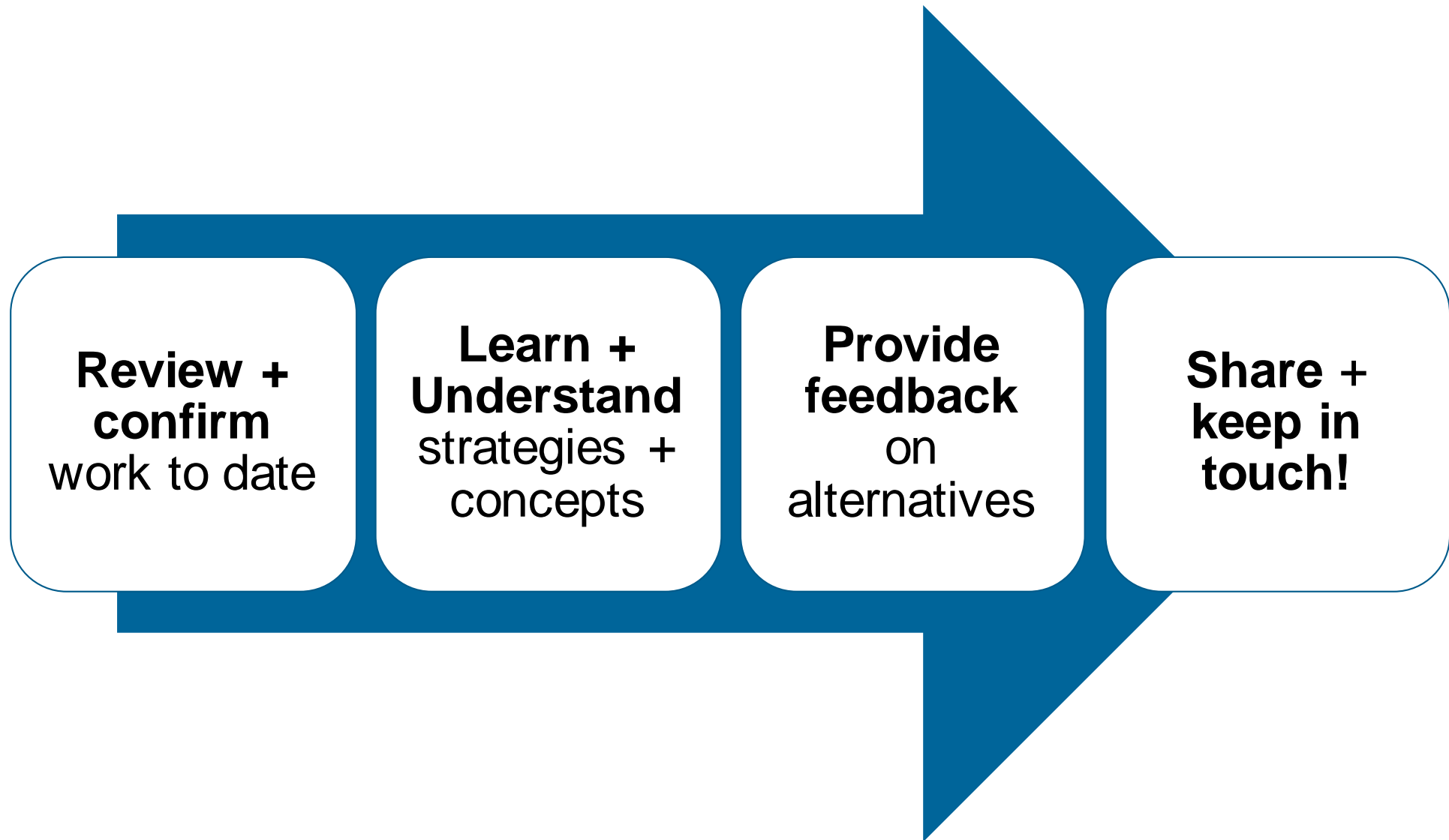
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OPEN HOUSE GOALS & ACTIVITIES



OPEN HOUSE GOALS & ACTIVITIES

Review + Confirm



Learn + Understand



Provide Feedback

Existing Conditions & Opportunities: Maps



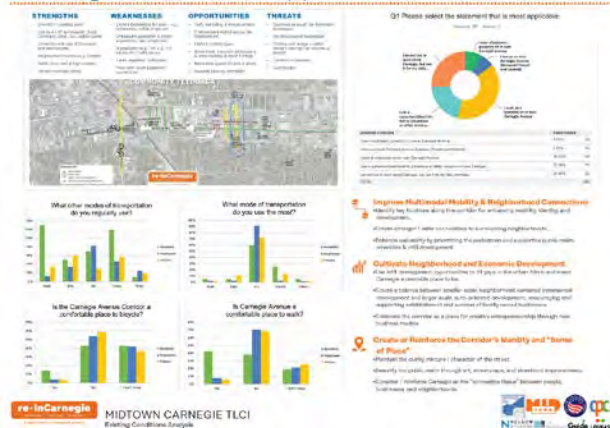
Focus Area: East 55th - East 65th



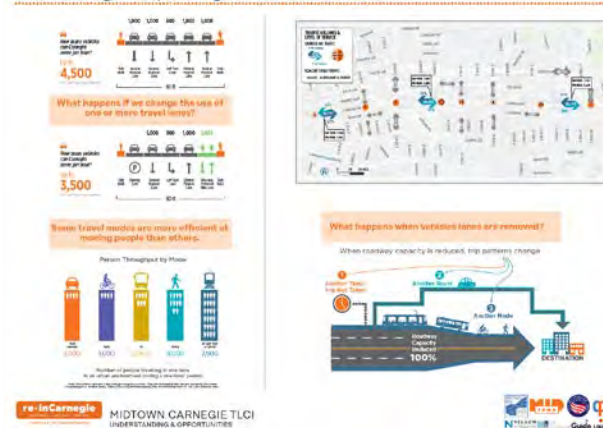
Focus Area: East 55th - East 65th



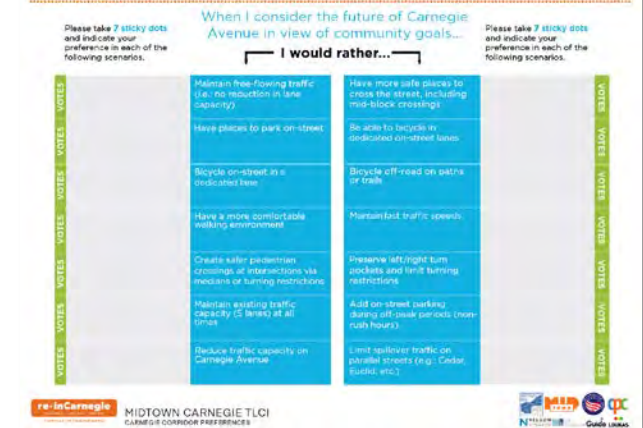
Existing Conditions & Opportunities: Feedback



Roadway Capacity & Alternates



Travel Trade-offs



06 | Next Steps

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NEXT STEPS

Planning for the Future Corridor

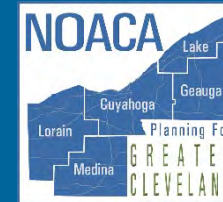
- Strategy Refinement
- Development of Plan Recommendations
- Draft Implementation Plan

Public Engagement – Round 3

- Summer 2019



THANK YOU!



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