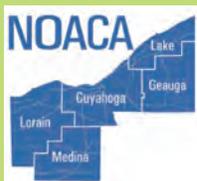


East 79th Street Corridor Study

a transportation for livable communities initiative



cpc cleveland
city planning
commission

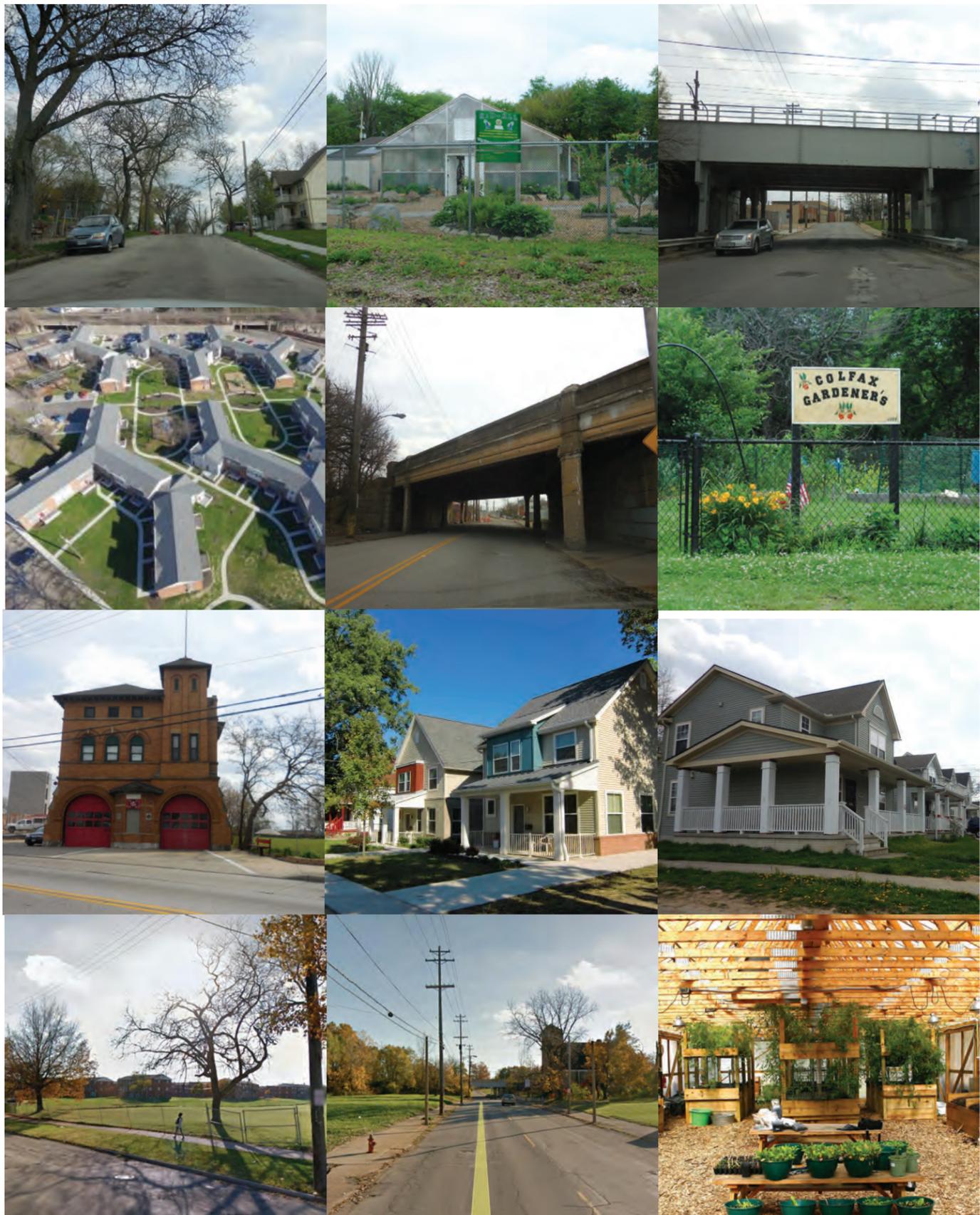


**City
Architecture**



**PARSONS
BRINCKERHOFF**

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Introduction

purpose of study / project background

This study was funded through a Transportation for Livable Communities Initiative grant, established to provide linked transportation and economic development planning within core communities that play an important role in the region's equitable growth and sustainability.

The City of Cleveland enlisted the services of City Architecture and Parsons Brinkerhoff to develop a plan for the East 79th Street corridor that would promote focused development and infrastructure improvements to support neighborhood growth, and increased ridership for the corridor's two transit stations.

The Opportunity Corridor roadway project will bring new traffic to the neighborhood, and with it, new opportunities for investment and redevelopment. Recent planning studies have explored the impact of the new roadway, but this study is focused on neighborhood initiatives along East 79th Street, exploring ways to support the needs and priorities of the residents here.

This is an area that has seen a significant amount of planning in recent years, but this planning has not focused on the corridor's transit assets. The intent of this initiative is to build upon these studies with a focused look at opportunities along the East 79th Street corridor. The potential exists to transform this area, which has experienced significant disinvestment and abandonment, into a sustainable mixed-use district that supports and adds vitality to its surrounding neighborhoods.

To communicate the process undertaken by the East 79th Street Corridor Study team, this planning document addresses:

- the community engagement process utilized to gather an understanding of community needs and priorities
- physical analysis of the study area and its infrastructure to understand constraints and opportunities
- a range of conceptual design considerations to explore possibilities for redevelopment
- suggested infrastructure initiatives to support walkability, bikeability and increased transit use

tlci planning objectives

- Promote reinvestment in under-utilized or vacant / abandoned properties through development concepts supported by multimodal transportation systems.
- Support economic development through place-based transportation and land use recommendations, and connect these proposals with existing assets and investments.
- Develop transportation projects that provide more travel options through complete streets and context sensitive solutions, increasing user safety and supporting positive public health impacts.
- Ensure that the benefits and burdens of growth, change and transportation projects are distributed equitably by integrating accessibility and environmental justice into projects.
- Enhance regional cohesion by supporting collaboration between regional and community partners.

- an understanding of transit-oriented development standards and their potential for their application to this project planning area
- implementation strategies for priority projects
- budget analysis to consider the cost implications of a range of key projects
- development guidelines to guide the details of project implementation

project planning objectives

The project study area is centered on the East 79th Street corridor and is defined by Woodland Avenue to the north and Garden Valley Road to the south, with a particular focus on the areas in close proximity to the transit stations. It is approximately .95 miles in length.

In addition to the planning objectives identified through the TLCI process, the project includes the following goals to activate and redefine the East 79th Street corridor:

- consider land for immediate and long-term development
- tap into hyper-local marketplace
- create, guide and regulate standardized measures to ensure high quality
- utilize transit stations as assets
- position community as a recognizable leader in sustainable development and urban agriculture / distribution
- collaborate with partner stakeholders
- plan for transactions
- build a community identity

All of these considerations have influenced the development of a corridor plan that is intended to serve as a visionary and flexible tool for the neighborhood and City.



Project study area

neighborhood planning context and initiatives

A significant amount of recent planning work and projects have begun to create positive momentum in the neighborhood, including:

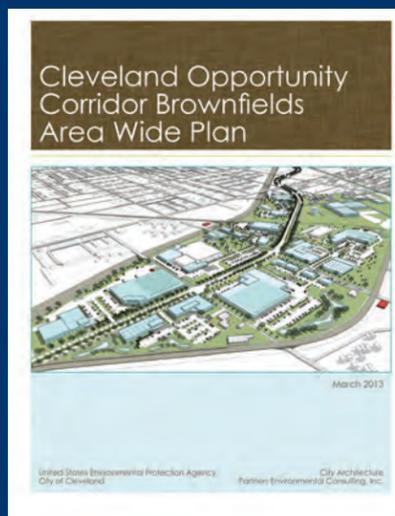
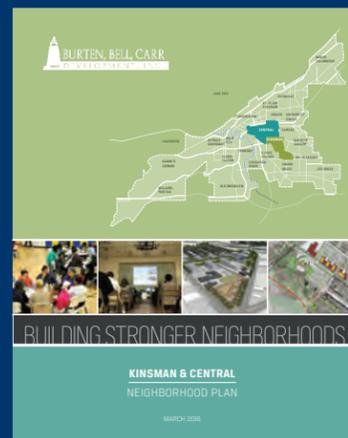
Kinsman & Central Neighborhood Plan - 2016 *Burten, Bell, Carr*

The district's community development corporation, Burten Bell Carr (BBC) conducted a neighborhood master plan process, culminating into a comprehensive document. The planning team referenced this document, ensuring its underlying principles (notably, creating a centralized job center) are reflected in the TLCI Plan. While nuances are considered, the core objectives remain consistent between the East 79th TLCI and the BBC plan.

Cleveland Opportunity Corridor Brownfields Area Wide Plan

Adopted in 2013, the Brownfields Area Wide Plan was led by the City of Cleveland's Planning and Economic Development Departments. The plan was funded by the USEPA as a pilot program. Much of the land area consists of former industrial uses. Their abandonment has left suspected brownfield properties.

neighborhood initiatives



Redevelopment strategies focus on creating larger sites for light industry, logistics and warehousing uses. This was borne from robust community outreach, identifying job creation as the number one priority.

Cuyahoga Metropolitan Housing Authority

The Cuyahoga Metropolitan Housing Authority has made numerous investments in and around the planning area through the development of its headquarters facility there in 2011, as well as housing and infrastructure initiatives for the Heritage View neighborhood.

Rid-All Green Partnership & Urban Agriculture Zone

Both initiatives have creatively repositioned vacant land to provide agriculture, education and entrepreneurship opportunities in the district. The TLCI plan examines how they can be emphasized and enhanced to create a viable food hub.

Northeast Regional Sewer District Green Infrastructure

Multiple green infrastructure initiatives have been implemented by the Sewer District in compliance with their consent decree to reduce combined sewer overflows. The result are parks and greenspaces that complement the built environment.

project process / community involvement

Significant attention was given throughout this process to ensure that the community's concerns and aspirations were identified and addressed. A series of community meetings and surveys provided numerous opportunities for community members to participate in the planning process.

The project also included a wide range of stakeholder involvement, including community organizations, local business owners, community partners and neighborhood leadership, to develop a series of recommendations that truly reflect the range of community needs. As a part of developing community-based solutions for the East 79th Street Corridor, a series of surveys were created to help reach a greater number of community members and stakeholders. A copy of each survey is included in the appendix to this report. Surveys addressed issues such as neighborhood needs, station details and public transportation options.

Project information stations were set up at Garden Valley Neighborhood House, Rainbow Terrace Apartments and New Community Apartments, and feedback boards were provided at neighborhood events. Individual surveys with additional opportunities

community / stakeholder meeting schedule

- Stakeholder Meeting #1 - April 28, 2016
- Community Meeting #1 - July 7, 2016
- Stakeholder Meeting #2 - October 27, 2016
- Community Meeting #2 - November 3, 2016
- Final Community Review - May 25, 2017

for detail were included at these locations, allowing participants to address additional needs and concerns in more detail.

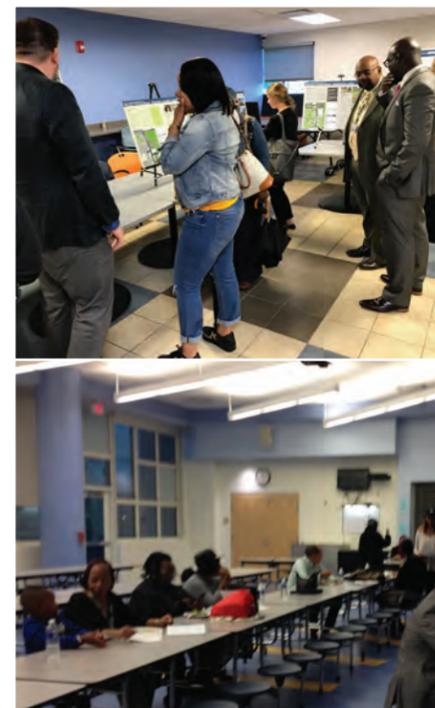
In addition to the surveys undertaken with neighborhood residents, the team sought to understand the needs of a primary employer within the community. The Cuyahoga Metropolitan Housing Authority represents a major stakeholder with over 600 employees located at the headquarters and additional staff accessing the facility on a regular basis. The organization can have a tremendous impact on potential resources within the community and along the corridor, so feedback was sought through a series of employees surveys and focus groups.



project steering committee

In addition to community involvement, the project was guided by a steering committee, made up of representatives from a range of community organizations. This group participated in review meetings and provided input into the development of the plan. The project team is thankful for their involvement.

- Phyllis Cleveland, Cleveland City Council
- Fred Collier Jr., Director, Cleveland Planning Commission
- Kim Scott, Cleveland Planning Commission



- Marka Fields, Cleveland Planning Commission
- Arthur Schmidt, Cleveland Planning Commission
- Tim Tramble, Burten Bell Carr
- Ryan Noles, NOACA
- Maribeth Feke, GCRTA
- John Orlando Jr., Orlando Baking Company
- David Short, ODOT – District 12
- Kim Foreman, Environmental Health Watch
- Bridgette Smith, Rainbow Terrace
- Calley Mersmann, Cleveland Safe Routes to School
- James Greene, City of Cleveland
- Terrence Thompkins, CMHA
- Kevin Alin, The Fund
- Erika Bell, Tri-C Metro
- David Wilson, Land Studio
- Kim Colich, NEORS
- Symeon Deloach, New Community Place Apartments
- Veronica Brown, New Community Place Apartments
- Jacquie Gillon, Western Reserve Land Conservancy
- Juleian Curtis, CMHA
- Marie Wimberly, Vitenza Group
- Jan Ridgeway, Garden Valley Neighborhood House
- Jeffrey Patterson, CMHA
- Angela Maxwell, CMHA

transactions

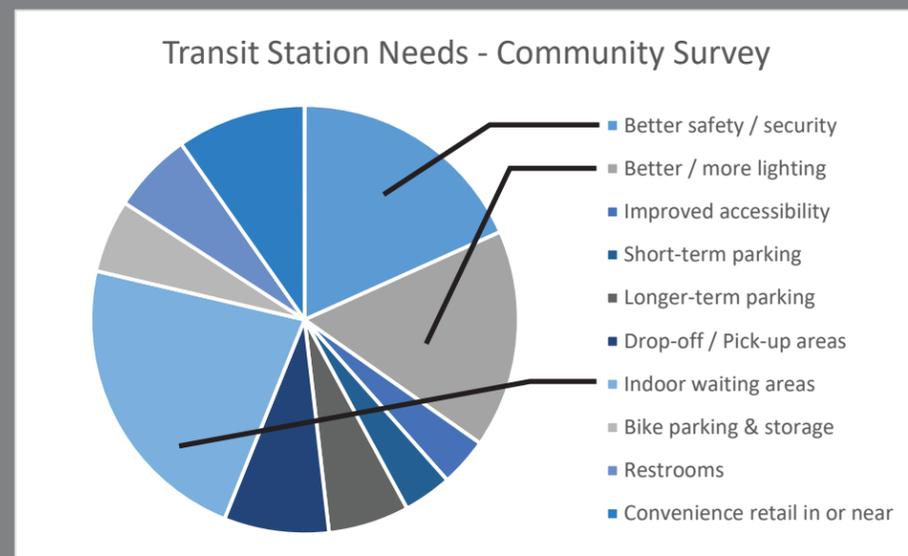
Throughout the process the planning team has been guided by the idea of transactions. Public input in the process made it clear that there is a strong desire to see immediate change. While some initiatives described in this plan will take years to become reality, the intent has been to create a vision for the corridor that inspires immediate action. As a result, we have considered specific connections, partnerships, activities and/or catalytic actions that are key to building momentum, and influencing further development. Transactions can be physical, social or programmatic in nature.

survey results - community feedback

Primary themes heard from the community focused on the need for the corridor to feel safer and more walkable. Many noted the related detail that the corridor is very dark - contributing to perceptions of an unsafe area, especially when paired with the large amount of vacant and underutilized land along the length of the project area.

These themes were echoed in response to questions pertaining to the use of the Rapid stations. Efforts to improve usability and ridership should focus on concerns of safety, lighting and cleanliness, while also providing facilities that support rider comfort and convenience - indoor waiting areas, drop-off/pick-up areas, improved accessibility and convenience retail in or adjacent to stations.

The overall needs expressed by the community were focused on improving access to day-to-day needs. Many expressed the need for safe recreational/fitness facilities for the community, to provide options for improved health as well as organized activities for neighborhood children and young people. Neighborhood service-type retail, a grocery store, additional restaurant options (both healthy and fast food), a bank and laundromat can help to meet the needs of residents closer to their homes, creating a more convenient and supportive neighborhood.



How would you describe the East 79th Street Corridor?

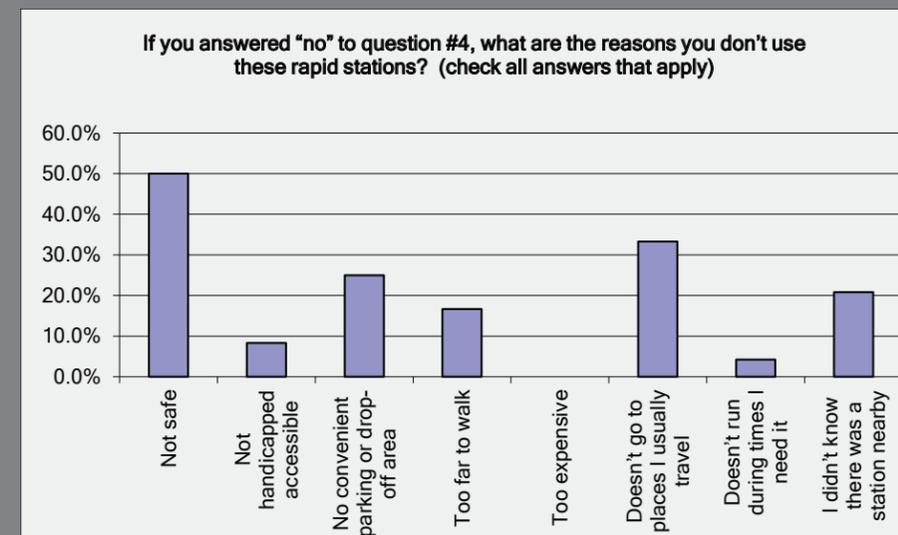
Top 3 responses

1. Unsafe (85% of respondents)
2. Dark
3. Busy

What new uses would you like to see along the East 79th Street Corridor?

Top 5 responses

1. Recreational/Fitness Facilities
2. Services/ Neighborhood Retail
3. Grocery store
4. Restaurants
5. Banks / Laundromat/ Dry Cleaner (tie)



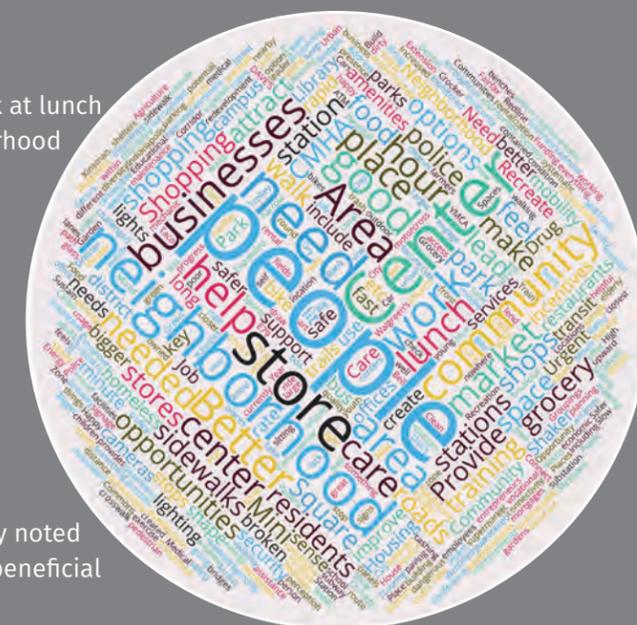
89.3%

of respondents would increase their usage of neighborhood rapid lines if safety (and perceived safety) were improved.

- better lighting - 78.6%
- cleanliness - 78.6%
- shopping near stations - 53.6%
- cultural opportunities near stations - 39.3%

CMHA focus group emerging themes

- Safety is a key concern and factor: Many employees who walk at lunch would walk more and would like to shop / stay in the neighborhood if they felt the area was safer
- Updated and maintained basic amenities are needed - improved streets and sidewalks, lighting (roadway and pedestrian), security cameras
- Comments were made that an investment in the transit stations would show residents that people care about and believe in the neighborhood's revitalization and worth
- Employees would shop here if there were more options. Many noted that they have to run errands during the day, and it would be beneficial to do that close to work.
- Restaurants and other food options became primary "wants" for employees
- Employees liked the idea of recreation options, including walking trails and a health/fitness center



Context

physical and social characteristics

An extensive amount of physical analysis was undertaken on the corridor and immediate surroundings to understand the patterns, features and conditions that impact redevelopment potential.

Land Use

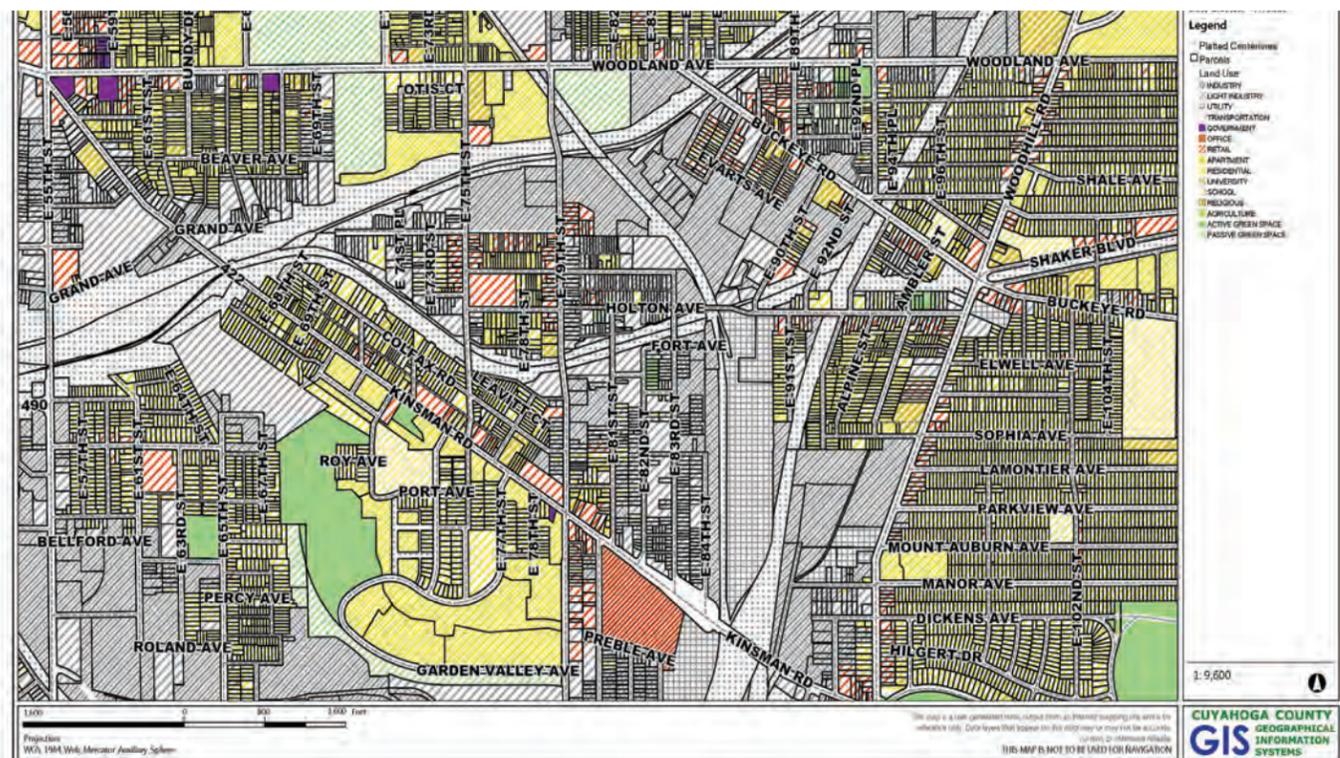
Primary land uses within the planning area include a mix of industry, light industry, transportation, retail, multi-family and single-family housing. This mixture is complementary to the uses being considered as part of a new vision for the corridor.

A look at current land uses reveal how they have evolved over time. Between the transit lines, parcels that were previously used as residential (by location and parcel size) show current uses of industry, light industry and commercial, setting the stage for redevelopment opportunities.

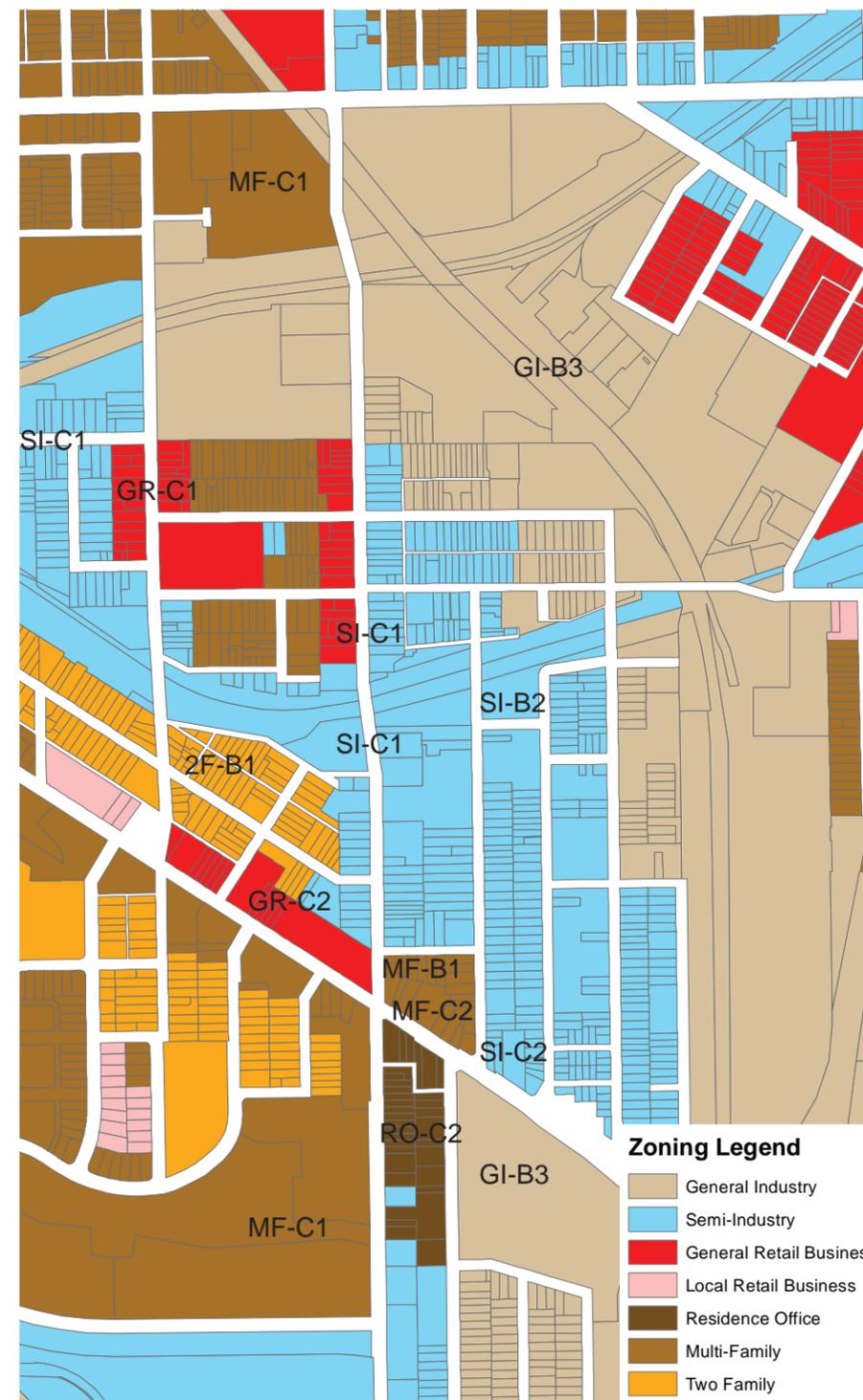
The neighborhood has seen significant investments in new, affordable housing in recent years through the Heritage View and New Community developments. Anton Grdina Elementary School was rebuilt in 2011. In 2012, Burten, Bell, Carr (community development corporation) developed a signature

community project that includes the Bridgeport Cafe, CornUcopia Place, community space and learning kitchen, an ATM, a Cleveland public library and the development corporation's offices.

Recent office and industrial growth includes the construction of the Cuyahoga Metropolitan Housing Authority's Headquarters campus and expansion projects at the Orlando Baking Company's headquarters. Specific investments are further discussed in the following pages, demonstrating the importance of this redevelopment plan to leverage past and planning investments in both the private and public sectors.



Planning area land use



Planning area zoning

Zoning

The East 79th Street corridor and surrounding neighborhood is reflective of traditional urban industrial zoning - with small single family lots adjacent to industrial properties.

Attention must be given to ensuring that the corridor's zoning is brought into line with the neighborhood's development goals. Along the East 79th Street corridor, land is zoned General Industry (GI-B3), Semi-industry (SI-C1), General Retail Business (GR-C2), Multi-Family and Residence Office (RO-C2).

Both B and C area districts allow a maximum gross floor area of 1/2 of the lot area. A height district of 1 allows a maximum building height of 35', while a height district of 2 allows a maximum building height of 60'.

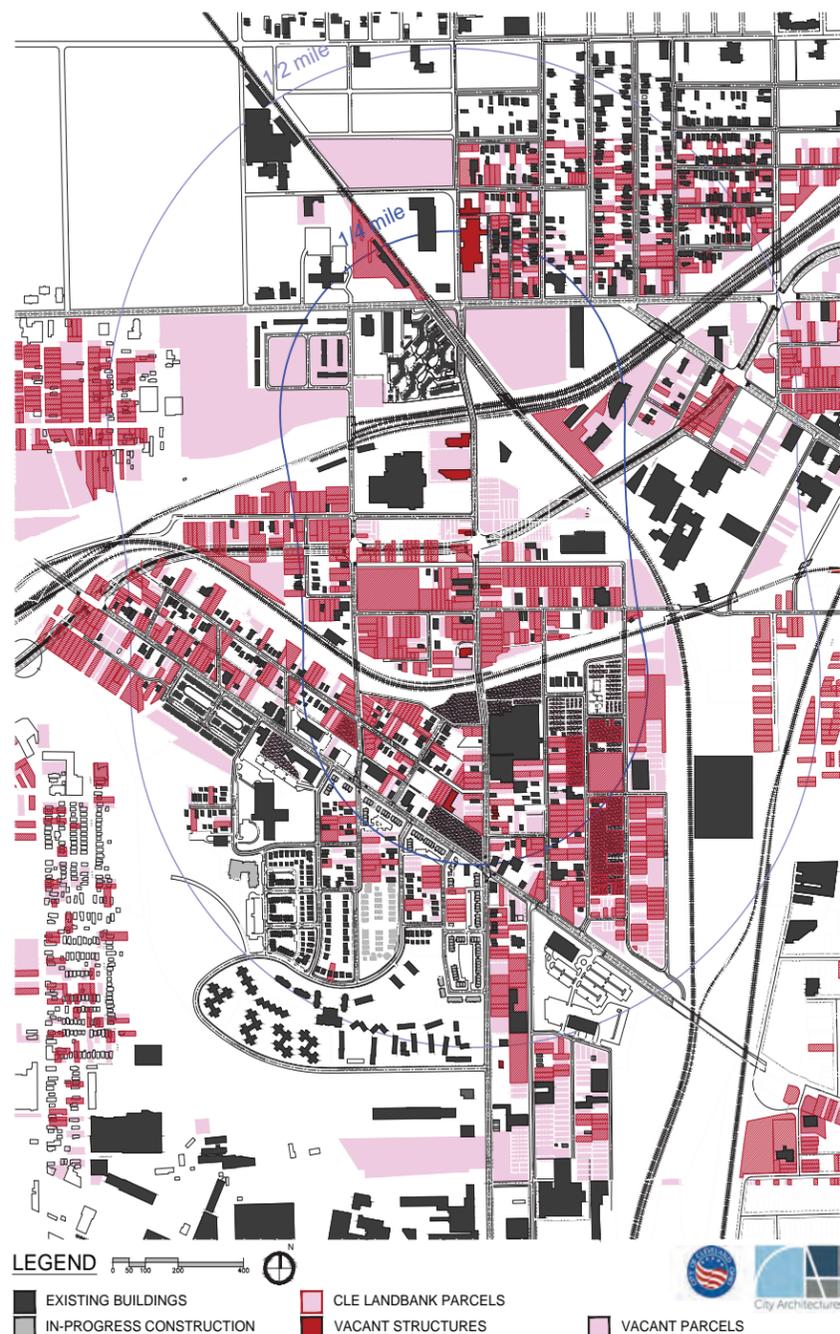
Current height and area designations are in conflict with the goals of transit oriented development, which favors denser, multi-story development with higher Floor Area Ratios. This must be updated to create transit-supportive development patterns.

This district would be well-served as a test location for the City's form-based code.

Vacancy

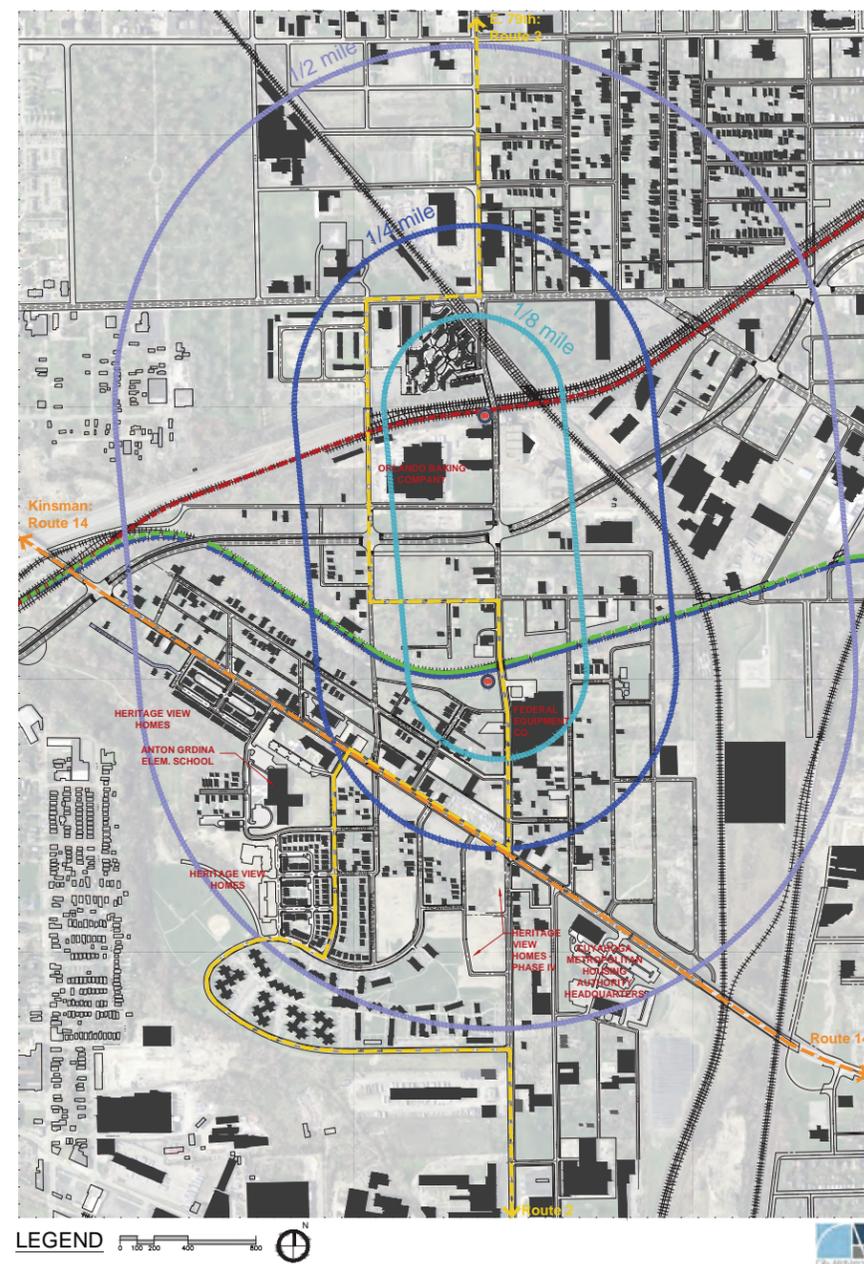
As industrial uses have left the neighborhood, they have created a patchwork of disinvestment that has impacted surrounding residential blocks in negative ways. The loss of larger industrial uses and subsequent loss of neighborhood cohesion has created a situation in which this primary north-south corridor is lined with large tracts of vacant land and/or buildings. While this has resulted in an environment that feels empty and somewhat desolate, it has provided the corridor with a unique advantage - large portions of land that can promote redevelopment on a near-term schedule.

An important consideration in the analysis of vacant land and redevelopment scenarios is the fact that some existing uses remain. From homes to churches, these stakeholders have maintained their commitment to the area and must be respected. Community-based redevelopment recognizes the importance of these properties and searches for ways to incorporate their owners in a new vision. Individual conversations must be undertaken with each property holder to understand long-term goals, and a phased plan should be developed that takes these into consideration.



EAST 79TH STREET TLCI STUDY: CLE LANDBANK OWNERSHIP

Planning area vacant land and ownership analysis



EAST 79TH STREET TLCI STUDY: EXISTING CONDITIONS

Planning area transportation systems and travel distances

Transportation Systems

The reality is that the neighborhood and corridor are fairly well-served by existing transportation systems.

Two Rapid Transit lines (Blue-Green Line and Red Line) pass through the neighborhood with stations on East 79th Street. These lines provide important links to downtown, the airport, University Circle and eastern suburbs, connecting the neighborhood to job centers and regional assets.

The Route 2 bus travels north-south on East 79th, connecting the neighborhood to the Euclid Avenue Health Line to the north, the Broadway neighborhood and Steelyard Commons to the south.

Woodland Avenue and Kinsman Road provide widely-traveled links to neighborhoods and communities to the east, as well as I-77, I-90, I-490 and downtown to the west.

The Opportunity Corridor will provide an important connection to the businesses and institutions of University Circle, while creating a new gateway to the community for the many commuters who will be using it.

Currently lacking, however, is a strong bicycle network and a safe, accessible pedestrian network to connect the neighborhoods to these transportation assets.

Neighborhood Demographics

The planning area falls into the Census Tracts 1141, 1143 and 1145.01.

Combined numbers from the 2013 American Community Survey show a planning area population of 4,066, with 8% over the age of 65 and 51% under the age of 25. By individual census tract, 1143 has the largest percentage of young people with 69% below the age of 25, and 1% above the age of 65. In comparison to this area, Cuyahoga County's numbers show 31% of the population under the age of 25, and 16% of the population over 65 years of age. These numbers support community convictions that more activities and opportunities are needed for young people throughout this district, as they represent significantly higher numbers than other areas.

Median household income levels are also telling of the need to create more opportunities for jobs and job training. Cuyahoga County's median household income in 2013 was \$43,804, compared to the following median incomes for the census tracts within the project area:

- Census Tract 1141 = \$12,426
- Census Tract 1143 = \$7,730
- Census Tract 1145.01 = \$16,648

The figures emphasize the importance of affordable



Planning area census tracts

transportation options and connectivity within the neighborhood to provide access to job opportunities and supportive services.

stakeholders / corridor influences

The East 79th Street Corridor has the benefit of a small number of businesses and stakeholders who have continued to invest, despite a general climate of disinvestment in their surroundings.

The Cuyahoga Metropolitan Housing Authority's headquarters, employing approximately 400 people on campus, is located 0.17 miles from the East 79th and Kinsman intersection. The Authority's choice to invest in the neighborhood must be leveraged to attract additional investments. Additionally, CMHA's investment in the multiple phase Heritage View estate has repositioned land as a connected neighborhood. Supportive services, retail options and social programming can be attracted to help bolster the district's offerings, working towards creating a complete neighborhood for its residents.

Other investments include the recently completed Orlando Baking Company expansion on Grand Avenue, located at the midpoint of the East 79th Street corridor. Orlando's investment furthers their commitment to the location - essentially taking a calculated risk on the Opportunity Corridor's future development. Discussions with Orlando representatives and City of Cleveland Planning have identified future expansion areas.



Orlando Bakery campus

These investments are accounted for in the TLCI, encouraging sound urban design and site planning principles. While the exact programming and uses for these spaces have not been finalized, discussions have identified an opportunity to create a retail component that could serve the neighborhood's need. Orlando's investment has also guided the planning efforts - notably recognizing a chance to expand the area's food production and distribution capacity.

Other private land holders were interviewed as an integral component of the planning process. The planning team has offered confidentiality for stakeholders, per their request, due to the nature of their business. However, it can be stated with certainty that significant investments have occurred in several facilities and that those businesses have indicated a desire to remain along or in proximity to the corridor and study area. They have also offered future partnership "transactions" - working

in conjunction with the City to ensure their investments are consistent with the "bigger picture". As a result, this plan aims to identify specific transactions that can occur to spur those partnerships.

The recent renovation of the New Community Apartments has improved living conditions for this important development, which is within a 3 block (1/4 mile) walk to the Red Line Rapid station.

The Greater Cleveland Regional Transit Authority (GCRTA) issued a station conditions report in 2015. That report notes the low ridership of both rapid stations in the study area, and the need to increase ridership (likely through increased density and development). GCRTA has committed to upgrading their existing stations to meet current ADA requirements. It is anticipated that both stations will benefit from investments in the near future.

RTA stations

The East 79th Street corridor boasts the unusual benefit of two transit stations within .4 miles of one another – the Red Line station to the north, and the Blue-Green Line station to the south. Ridership numbers for these stations are extremely low, despite the fact that only 28% of neighborhood residents own a car.

The current locations and configurations of the stations contribute to their lack of use. Neither is ADA accessible, and both are perceived as unsafe by the community due to lack of visibility and connection to the street.

The Red Line station sits in a valley, and is accessed from a stairway on a bridge. No elevator is available. Visibility into the station area is limited, and heavy vegetation along the hillsides adjacent to the station leave it feeling very isolated. Little protection from the elements is provided for those waiting at the station, and there is not a drop-off or pick-up area in proximity. A single bike rack is located along the bridge near the stairway.

The Blue-Green Line station sits above street level in an area where the tracks are raised. A single staircase goes up to the platform. No elevator is available. The station is surrounded by vacant land, with



Entry to Red Line station from East 79th Street bridge

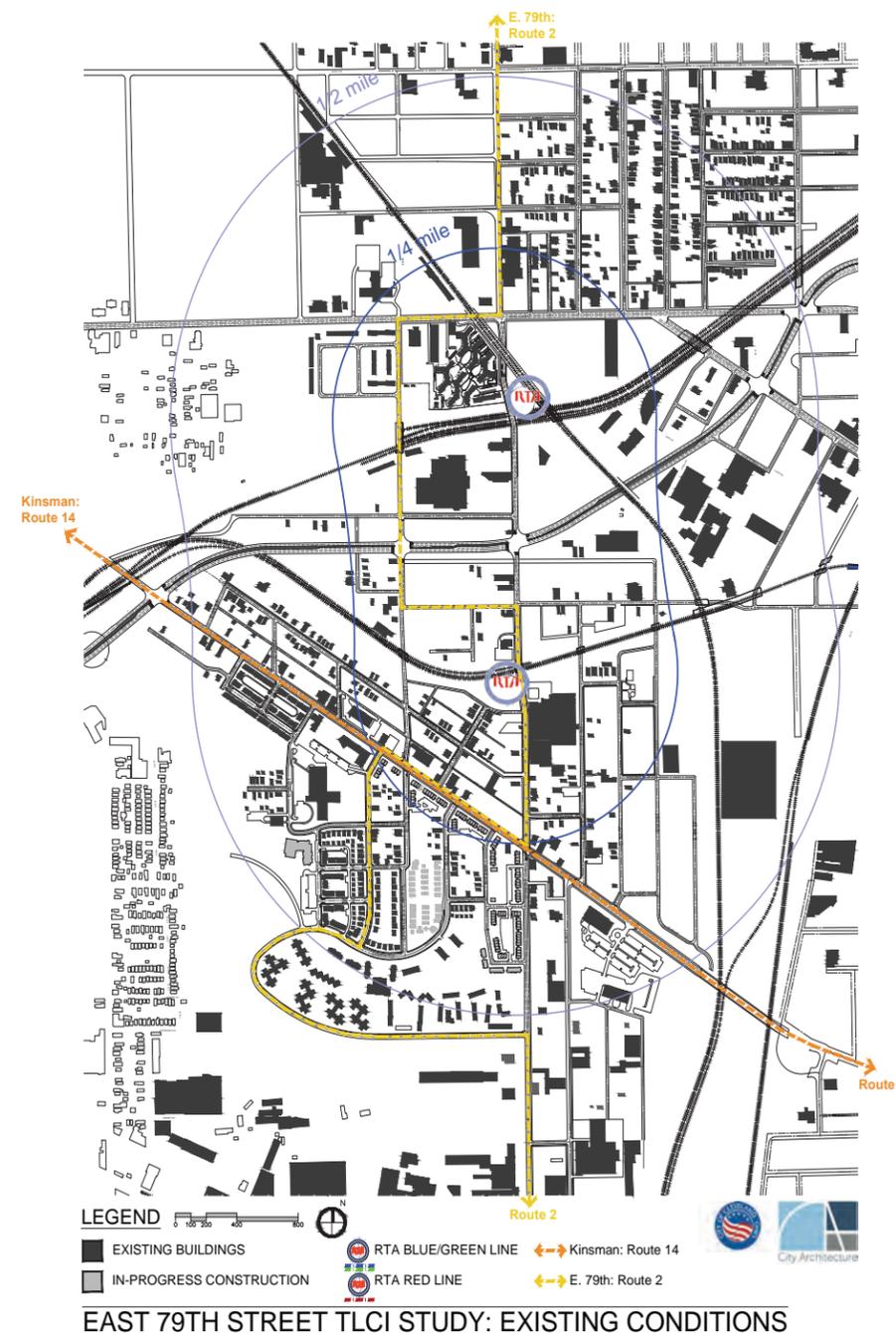


Entry to Blue-Green Line station

no other amenities nearby. While visibility is better at this station, it still feels isolated. Little protection from the elements is provided for waiting at the station, and there is not a drop-off or pick-up area in proximity. The community has developed some park space along the hillside, but more is needed to make this feel like a safe and active place.

Many residents have noted that the conditions of the stations prevent

them from using them on a regular basis, creating a downward spiral – as ridership worsens, there is less incentive to improve the stations. As the stations continue to decline, fewer people choose to ride transit in the neighborhood. Before these stations are lost to a self-fulfilling prophecy, an intervention is needed.



EAST 79TH STREET TLCI STUDY: EXISTING CONDITIONS

Transit facilities and station proximities

This plan is focused on providing a vision that supports increased ridership and neighborhood use – a vision for a new type of neighborhood transit node.

To support these stations a combination of investments must be made. Physical improvements must be made to the stations themselves, to provide access for all, physical comfort/shelter while waiting and improved lighting and security measures. Stronger connections to the surrounding neighborhood and an improved network of paths, roads and public transportation options to get those who want to use the stations to them are needed. Finally, a new approach to development around the stations must provide the combination of density, neighborhood draws and anchors to encourage greater use of the transportation systems.

A concentrated attempt must be made at supporting these stations with significantly improved ridership, so that these potentially tremendous assets are not taken off-line, further severing the community from access to jobs, services and daily needs.

infrastructure initiatives

The focus of this study is developing a plan for land use and future development in the E. 79th Street corridor that is supportive of increased transit use at the two RTA stations on E.79th Street. Infrastructure and connectivity are key elements to achieving this goal.

This study was prompted, in part, by a 2015 study where RTA considered alternative approaches to providing transit service to the

areas surrounding the two transit stations on E. 79th Street; the combined Blue/Green and Red Line Stations. The two stations on E. 79th Street, together with the one on E. 34th Street, are antiquated and in a poor state of repair, and are due for upgrades to meet the requirements of the Americans with Disabilities Act of 1990 (ADA) at a cost of more than \$5 million at each station. The stations serve the lowest number of riders of all stations on RTA's rail system, barely more than 100 passenger boardings per day, fewer than use many RTA bus stops. RTA's 2015 study analyzed the

potential for a combination of bus service and facility improvements to functionally replace the stations that might allow RTA to close the two stations and avoid the significant cost of reconstructing and upgrading them. The study found, however, that for many of the trips currently served by the stations, there was no practical way to provide similar, or better, transit service for the largely transit-dependent residents of the neighborhood using bus alternatives. In addition, there was a significant public and political outcry against closing the stations, which residents and political leaders considered

important neighborhood assets and a part of the neighborhood identity. Ultimately, RTA agreed to keep the stations open and are in the process of arranging for their reconstruction. However, RTA and the City of Cleveland agreed to analyze changes to surrounding land use and development to encourage increased future ridership at the station. This study is a key element of that effort.

The purpose of the study was to:

- Identify ways to get people to and from E. 79th Street stations, safely and conveniently
- Encourage all transportation modes, with an emphasis on transit (rail and bus) and non-motorized (pedestrian and bicycle) modes.
- Develop improvements to the roadway cross section of E. 79th Street to make it exemplary of a “complete street” that promotes all transportation modes including transit and non-motorized modes.
- Create improvements to the street and streetscape that discourage crime and promote the perception of safety and reduce the fear of crime along 79th Street and in the surrounding area.



Figure 1: Opportunity Corridor Improvements. Source: ODOT (http://www.dot.state.oh.us/projects/ClevelandUrbanCoreProjects/OpportunityCorridor/NewsandInformation/PublishingImages/201Preferred_Alternative.jpg)

Opportunity Corridor

The most important variable in the future of the E. 79th Street area around the two rail stations is the Opportunity Corridor roadway project. The Opportunity Corridor is new roadway connecting I-490 to University Circle on a new roadway alignment that extends from E. 55th Street to E. 105th Street at Quincy Avenue. Improvements to E. 105th Street from Quincy north to north of Chester Avenue also comprise portions of the project. The three primary needs to be met by the Opportunity Corridor include, not

only improving the links between University Circle and the Interstate Highway system, but also improving roadway linkages and promoting economic development for the neighborhoods through which the corridor passes. Figure 1 above shows the Opportunity Corridor alignments and proposed improvements.

The process of developing the Opportunity Corridor project began in 2004, and environmental and funding approval was completed in 2014. The improvements have been constructed in three phases that began in 2015. The three sections are shown in Figure 2.



Red Line station entrance, Source: Green City Blue Lake

Opportunity Corridor (cont'd)

The third section of the Opportunity Corridor alignment, the segment that connects I-490 to Quincy Avenue, crosses E. 79th Street almost exactly halfway between the two E. 79th Street RTA Rapid Stations. Figure 3 shows the relationship between the Opportunity Corridor alignment and the two RTA Rapid Stations.

The Opportunity Corridor's intersection with E. 79th Street is one of only six access points to the corridor between E. 55th Street and Quincy, and the segments between E. 79th Street and the next intersection are the longest in the corridor's alignment. The Opportunity Corridor will drastically change both traffic and development patterns on E. 79th Street in the segment between Woodland and Kinsman Roads, and most likely to both the north and south of this area. While traffic volumes and impacts are not precisely known, traffic volumes are expected to increase dramatically compared to current levels, both due to increased vehicle traffic to and from the corridor using E. 79th Street as an access point, and due to traffic generated by new development that the improved access will attract to the area. Thousands of daily vehicle trips that now use Woodland, Cedar, Carnegie, Chester and other east-west roads to complete their trips between I-490 and University



Figure 2: Opportunity Corridor Construction Sections. Section 1 is scheduled for completion in Fall 2017; Section 2 in Fall 2018. Section 3, which crosses E. 79th Street between the two RTA rail transit stations, is set to begin construction in 2017, with completion in 2021. Source: ODOT (<http://www.dot.state.oh.us/projects/ClevelandUrbanCoreProjects/OpportunityCorridor/NewsandInformation/Pages/Construction-Sections.aspx>)

Circle will shift their trips to the Opportunity Corridor, bringing thousands of additional trips through the area. Potential future bus service may further increase the number of people passing through the area on a daily basis. The Opportunity Corridor will improve the access and visibility to E. 79th Street, greatly increasing the attractiveness and value of the area as a development site and increasing visibility and public awareness of assets already in the neighborhood, including the two Rapid stations.

The challenge facing transportation

and land use planners is to ensure that the Opportunity Corridor is configured to do more than simply connect University Circle to the highway network. The intersection of the East 79th Street corridor with the Opportunity Corridor can be a catalyst for neighborhood investment, an area comprised of vacant land and increasingly sparse population, benefiting from new traffic. Creating livable and sustainable spaces that serve current residents can attract new visitors and future residents to the area. The two RTA rapid stations offer an opportunity to contribute to this

livability, by providing an alternative to auto travel and an anchor for various types of development that would benefit from both high quality auto and transit access. The stations also can act as an impetus to avoid promoting the auto-oriented, low-density form of development that is the default form in areas where auto access is suddenly improved,

property values are weak, and vacant land is relatively plentiful. The ultimate goal is to create a transportation network and land development pattern that leverages the benefits of both Opportunity Corridor and the RTA stations, and that support the roadway and transit investments being made in the area, to attract high quality, mixed use

development that both benefits existing residents and workers and attracts new residents, new jobs and new opportunities to the area.



Figure 3: Opportunity Corridor and public transit relationships

Transit Oriented Development

basic principles

To ensure that the RTA stations remain a viable component of the neighborhood's transportation options, an approach that utilizes transit oriented development standards has served as the basis for the physical development of this plan. Transit oriented development is defined by the Florida Department of Transportation as "moderate to high density, mixed-use, and walkable developments designed to facilitate transit and accommodate multiple modes of transportation. It incorporates features such as interconnected street networks, bicycle and pedestrian facilities, and street-oriented site design, to encourage transit ridership. This form of development optimizes use of the transit network and maximizes pedestrian accessibility. Successful TOD provides a mix of land uses and densities that create a convenient, interesting and vibrant community." ¹

The principles applied to this planning effort include:

- the incorporation of residential, commercial and job densities that support increased transit use
- the creation of a safe and comfortable pedestrian network between the surrounding neighborhood and transit stations
- the development of a corridor that supports a mix of uses to serve a range of community needs in a compact location, including retail, office, residential and public space
- the consideration of accessibility in pedestrian routes and transit stations
- a de-emphasis of the automobile, with a greater focus on pedestrian, bicycle and transit routes
- the development of a lively and vibrant corridor that supports and promotes daytime and evening activity

tod scorecard

The transportation planning firm Nelson Nygaard has developed a set of transit oriented development standards with a TOD scorecard that can be utilized to rate transit centers / transit station areas. The planning team used this set of standards to understand the current rating for the Red Line and Blue-Green Line stations along the corridor.

In analysis that included the presence and condition of walking facilities (crosswalks, shelter, frontage), bike facilities, mixture of uses, density and compact development patterns, the area scored 21 out of 100 possible points. Less than 55 points is considered a failure for TOD. Opportunity exists to improve this rating significantly.



¹: Source - Florida Department of Transportation, Transit Oriented Development Design Guidelines, 2009

considerations, opportunities, challenges for transit oriented development

Transit oriented development is typically focused on a 1/4 mile to 1/2 mile radius around a transit station or transit center. This represents the distance that most people are willing to walk - 5-10 minutes. This study has focused on development opportunities located within a 1/4 mile radius of both the Red Line and Blue-Green Line stations, creating a focused corridor for more intensive, transit supportive development patterns.

The significant amount of vacant and publicly-held land within this corridor provides a unique opportunity to consider new development patterns, setting the stage to consider the increased density, infrastructure changes and related details that will support transit oriented development.

A particular challenge to meeting generally-held TOD standards in this area is the presence of large industrial parcels. These are committed stakeholders who have invested in the neighborhood, but the nature of their site build-out and location of their properties limit the ability to fully achieve TOD goals. An important goal is to work with these stakeholders to find ways to build upon the critical job density they provide, while addressing physical characteristics.



density analysis

The planning team has generated a set of development goals based on standard T.O.D. principles for land within the core transit zone. The approach is slightly less aggressive than typical standards for a T3 transect (a moderately dense urban neighborhood with rail and bus service), because this particular area incorporates an existing industrial base that skews density calculations, and limits some types of redevelopment potential. Our analysis includes the following project area density goals, along with goals for more typical T3 districts in red³ below:

Overall densities:

Minimum residential density -

Proposed - 15 units/acre

Preferred - 5-30 units/acre

Population density -

Proposed - 30 persons/acre

Preferred - 15-80 persons/acre

Employment density -

Proposed - 20 jobs/acre

Preferred - 5-40 jobs/acre

Development intensity:

Floor Area Ratio (FAR) -

Proposed - 1.5-3.0

Preferred - 2.0-3.0

Minimum lot coverage -

Proposed - 40%

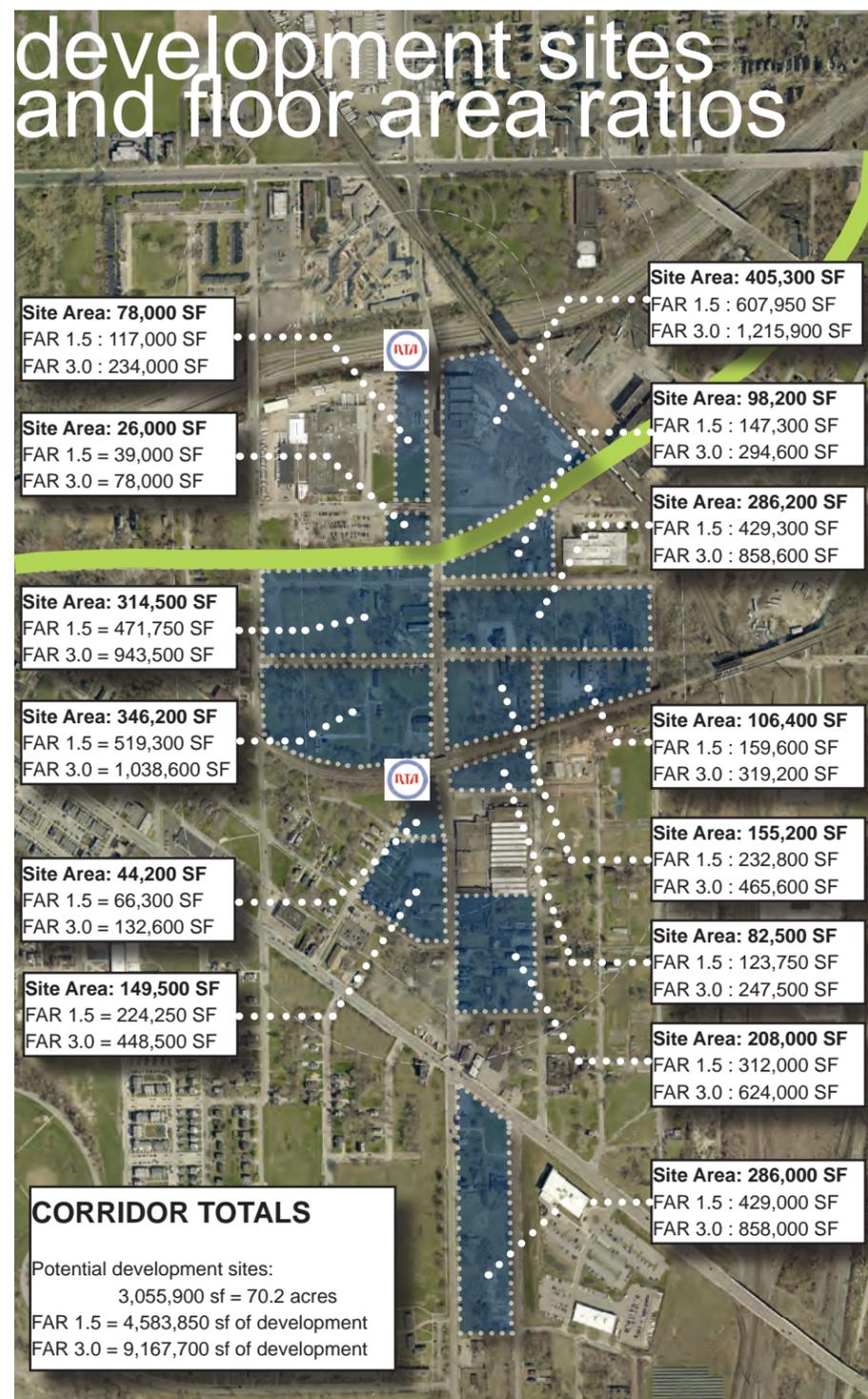
Preferred - 80%

- Minimum street frontage (along East

79th Street) -

Proposed - 60%

Preferred - (80%)



3: Source - Florida Department of Transportation, Transit Oriented Development Design Guidelines, 2009

Minimum building height -

Proposed - 2 stories

Preferred - 3 stories

Build-to line - within 15' of R.O.W.

Parking:

Maximum residential parking -

Proposed - 2 spaces/unit

Preferred - 2 spaces/unit

Maximum commercial parking -

Proposed - 4 spaces/1,000 sf

Preferred - 3 spaces/1,000 sf

Mixed use:

Minimum hours of significant activity-

Proposed - 12

Preferred - 14

Average job to housing ratio -

Proposed - 1 job - 1 dwelling unit

Preferred - 1 job - 1 dwelling unit

Mix of uses - 40% residential/60% non-residential

floor area ratios

Floor area ratio (FAR) is defined as the ratio between a building's total floor area, and the total area of its zoning lot.⁴

A floor area ratio of 1.0 indicates that the floor area equals the lot area. A larger FAR indicates a more dense development pattern, typically found in urban locations or transit nodes.

The floor area ratios identified as density goals for this corridor reflect a moderately aggressive build-out, with multi-story buildings.

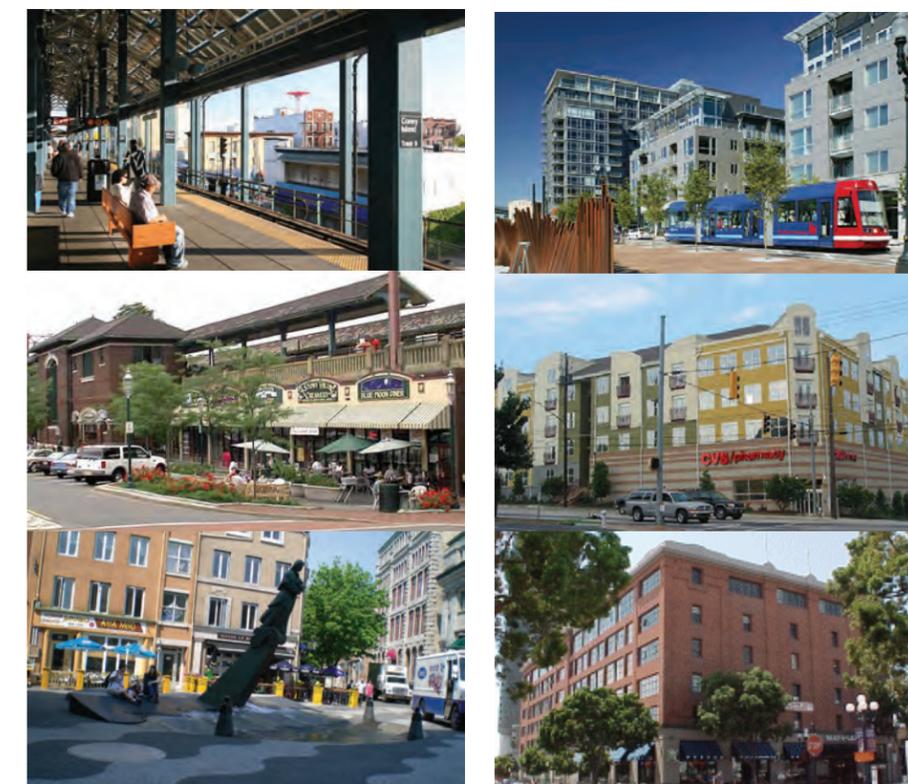
4: Source - www.nyc.gov/glossary/definitions

development framework

The East 79th Street Corridor provides a unique opportunity for redevelopment in the City of Cleveland, as a widely traveled corridor, accessible by public transportation, with over 70 acres of land available for potential new uses.

Using the minimum density goals established for the project, a transit oriented development approach to the corridor has the potential to result in over 4 million sf of new residential, commercial, institutional and community-based uses.

Critical to the area's success at pursuing this approach is the reconsideration of typical neighborhood development patterns to a more compact and walkable district, the de-emphasis of the automobile and the establishment of an infrastructure network that emphasizes transit, pedestrian and bicycle access, and the identification of development partners that recognize the value and potential of a dense, neighborhood hub.



Examples of transit oriented development

Infrastructure

corridor infrastructure recommendations

The form of the redevelopment has as its goal to make the area feel like a neighborhood, with the area around the two RTA stations, Kinsman Road and the Opportunity Corridor creating a neighborhood center. To that end, the infrastructure in the area should incorporate the following features:

- On-street parking, which calms traffic, adds to parking supply and shapes the character of E. 79th Street as a neighborhood street, as opposed to a high capacity roadway or highway entrance ramp.
- Parking lots should be located behind buildings, rather than beside or behind them, to provide, to the extent possible, a continuous and uniform setback at or near the sidewalk line and proximate to the street, to foster an urban or semi-urban atmosphere.
- Driveways should both be few and relatively narrow to benefit pedestrian conditions and to increase the volume of on-street parking spaces.
- Building entrances should be oriented to the sidewalk and street, rather than to side or rear parking lots. This fosters connectivity between the street and development, benefits those who access the building via walking or public transit, and provides “eyes on the street” to promote safety and security along E. 79th Street.
- Bicycle facilities should be developed where possible along E.79th Street to further promote a neighborhood feel and to expand the range of transportation options in the area.
- The two transit stations should be major focal points of the corridor, and infrastructure improvements should support access and promote the visibility and attractiveness of the station.
- Station facilities and signage should be highly visible from along the corridor so those traveling both in vehicles and on-foot are aware of the presence of the station from a considerable distance. Sight lines between stations and key surrounding developments and intersections should be preserved to the extent possible.
- The corridor should have a complete, well-lighted sidewalk network throughout.
- Entrances to buildings adjacent to the stations should be oriented to the station as well as the street, and walls facing or surrounding the stations should be, to the extent possible, comprised of windows, outdoor activities or other activated space, as opposed to vacant or unactivated space or blank walls.
- Direct pedestrian paths should connect adjacent buildings, housing developments, neighborhoods and commercial-industrial developments to provide pedestrians with safe, convenient and direct access to the stations and to bus stops along the corridor.
- Bus stops at rapid stations should be located as near as possible to the station entrances, and station amenities (shelters, benches, lighting, signage) should encompass adjacent bus stops to the extent possible.
- Signalized cross walks, mid-block if necessary, should allow transit customers to cross E. 79th Street safely at the stations.
- Bus stops at locations other than the rapid stations should be located as near as possible to the intersections to take advantage of crosswalks and associated safety amenities.
- Roadways at bus stops should include concrete bus stop pads and other special roadway and sidewalk treatments to benefit transit customers and operations.
- Curb ramps should be installed at all intersections to assist disabled pedestrians and those pushing strollers and carts.
- Curb radii should be minimized to reduce pedestrian walk distance and to further calm traffic.
- Multi-use paths passing through the area should be connected to the sidewalk network and to bus stops and rapid stations.

It should be noted that future development in the corridor should be of sufficient density, mix and orientation to constitute transit-oriented development (TOD) and to promote use of the rapid stations and other transit assets in the corridor. TOD consists, at minimum, of buildings and building entrances oriented to the street and/or to transit stops and stations and minimized or relocated parking. Ideally, population and employment density exceeding 25 persons plus jobs per acre, floor-area ratios (FAR) of around 2.0, and ground floor space dominated by retail or public uses, surrounded by a mix of primarily residential and office uses, would predominate in the area within 500-1,000 feet of the station and within 1-3 blocks of the E. 79th Street corridor.

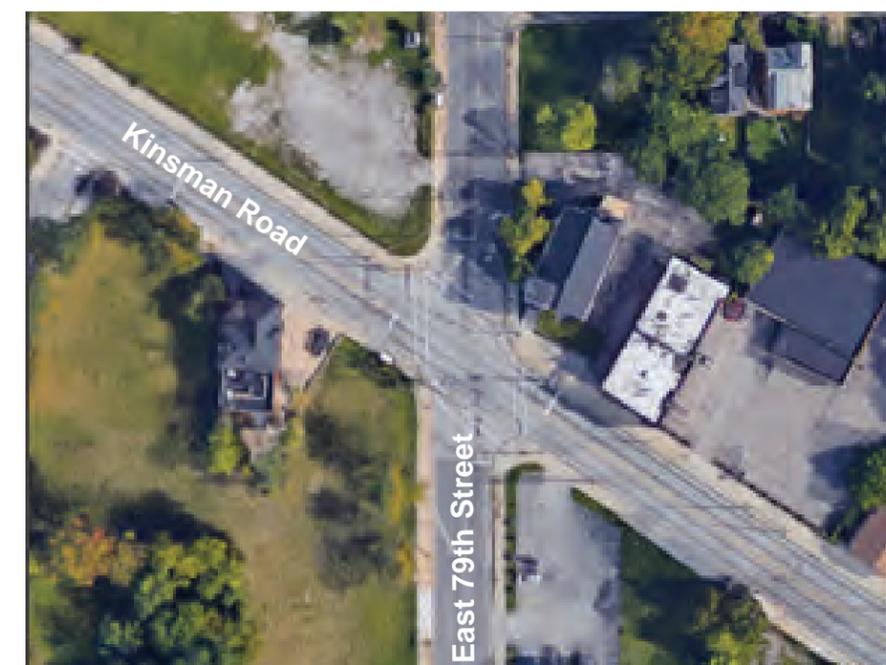
During the plan development process, the “feel” of the E.79th Street corridor and Kinsman Road were discussed and, with their current configurations, identified as barriers to walkability. Although a traffic study was not conducted, there may be opportunities to initiate traffic calming measures to improve the livability characteristics of the corridor. In addition to the recommendations discussed below, the intersection of E.79th Street and Kinsman Road should be addressed with the specific objective of improving walkability across both streets to improve pedestrian

access to points within the corridor and particularly to the Cuyahoga Municipal Housing Authority (CMHA) office building. The two streets intersect at a skew which increases pedestrian crossing distances when crosswalks are aligned with the sidewalks, as with the current configuration. Realigning the crosswalks so they are perpendicular to the curb will shorten crossing distances and reduce pedestrian exposure to vehicles. Additionally, the crosswalks could be painted in the ladder style to increase their visual presence. In accordance with ADA standards and good practice, curb ramps should be provided for each crosswalk and pedestrian heads with countdown timers should be installed.

traffic volumes and traffic calming

E.79th Street:

Within the study area, E.79th Street is striped with two wide travel lanes. This type of configuration, particularly on a long, straight road, encourages vehicle speed. Although traffic volume data is not available, and any current data collection would be affected by the road closure associated with the reconstruction of the bridge between Woodland and Grand Avenues, it would be reasonable to reconfigure the roadway in a manner to eliminate the wide travel lanes. With the construction of Opportunity Corridor on the near horizon, traffic volume impacts to the E.79th Street corridor are unknown. However,



Intersection of East 79th and Kinsman

this could be viewed as a prime opportunity to configure the corridor as it should be to accommodate both the neighborhood and the anticipated vehicular traffic. With a width of roughly 40 ft, it is narrow to accommodate four travel lanes and that configuration would not serve the neighborhood. It would be better to configure the E.79th Street corridor with two travel lanes (one northbound and one southbound) with the remaining space available for use as a center turn lane, bike lanes, on street parking, or a combination, based on available roadway width. Modification of the corridor prior to the opening of Opportunity Corridor may help control the volume of traffic attracted to the corridor and it would help enforce appropriate vehicle speeds.

Kinsman Road:

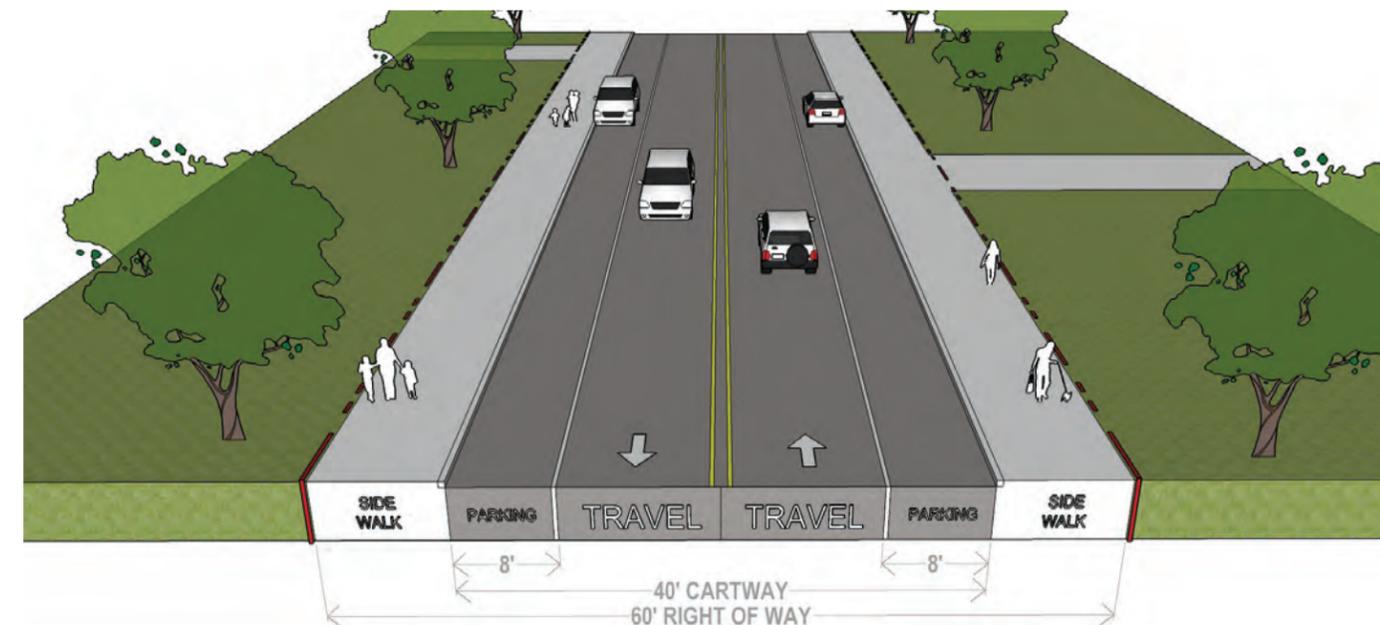
Like E.79th Street, Kinsman Road is roughly 40 ft wide and striped with two wide travel lanes; on-street parking is permitted and is observed at various locations near E.79th Street. Additionally, drivers create two travel lanes in each direction where they are not blocked by parked vehicles. This creates an auto-dominant feel to the corridor. Kinsman Road is designated as US 422 and as such, is part of the Ohio Department of Transportation's (ODOT) Traffic Management Information System (TIMS) data tracking program that reports Average Daily Traffic (ADT) volume data. The nearest reported volumes are on Kinsman east of Martin Luther King Jr. Drive, with just under 16,000 vehicles per day recorded in

2016. This location is approximately 1.4 miles east of the E.79th Street intersection, so traffic volumes in the vicinity may vary somewhat but the reported volume can be used as a guide to the relative traffic volume on Kinsman Road near E.79th Street. As a general rule, roads carrying traffic volumes less than or equal to 15,000 vehicles per day can easily be reconfigured from four-lane roadways to three-lane roadways without problematic impacts to operational capacity. Roadways with traffic volumes between 15,000 and 20,000 vehicles per day may also be converted but should be studied to understand operational impacts. With the construction of Opportunity Corridor, traffic volumes on Kinsman Road may decrease. Kinsman Road should be monitored and studied, as appropriate, for conversion to a three lane section. Such a conversion would be of significant benefit to the neighborhood and to the area surrounding the E.79th Street corridor, with a measurable positive impact on the area's walkability and livability.



paths and connections plan

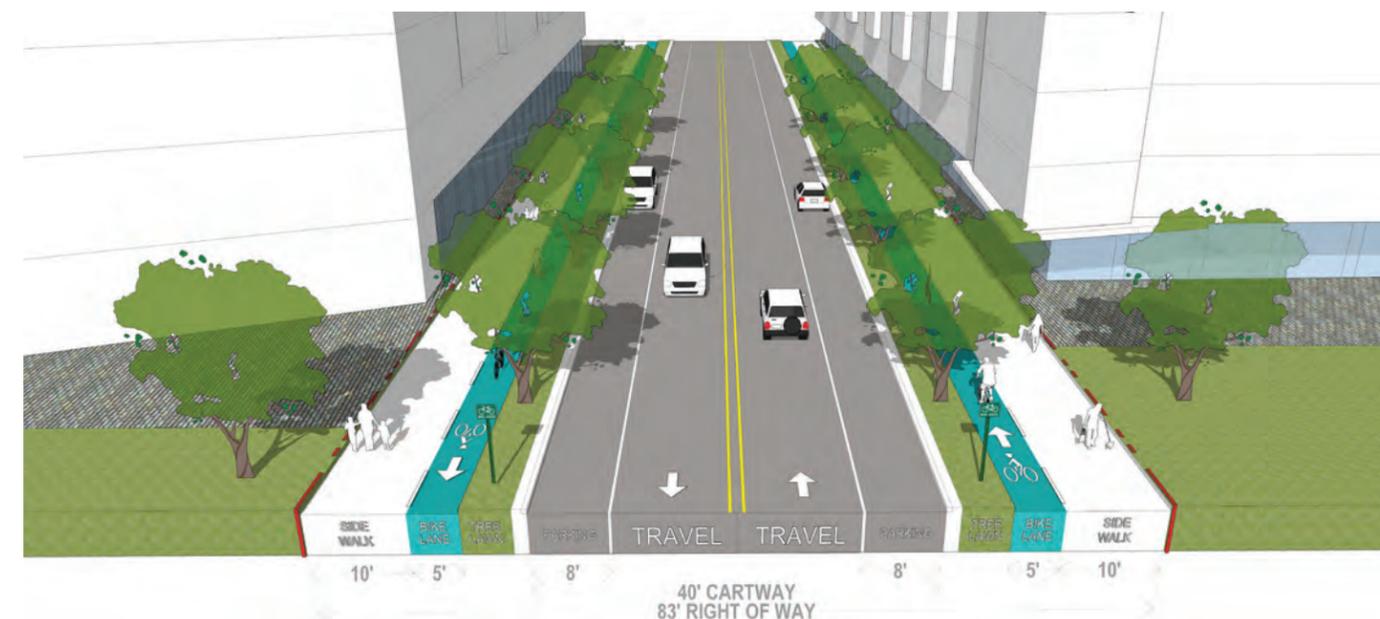
Numerous bicycle and pedestrian paths have been proposed around the edges of the neighborhood. To support project goals of improved connectivity, a series of neighborhood paths have been proposed to connect neighborhood streets and activity centers with the greater transportation network.



Existing East 79th Street right-of-way configuration.

right-of-way considerations

The team explored several options for the development of a configuration for the East 79th Street right-of-way that could help to support increased pedestrian and bicycle movement, while accommodating traffic needs. The current configuration is a 60' right-of-way with a 10' sidewalk on either side of a 40' wide cartway, accommodating two driving lanes and two driving/on-street parking lanes. The unique vacancy patterns along the corridor enabled the planning team to consider widening the right-of-way through this area to 80' to accommodate two 12' travel lanes, two 8' dedicated on-street parking lanes, and a 20' wide sidewalk configuration on each side of the street that accommodates street trees and a combined bike lane (5') and sidewalk (10').



Proposed East 79th Street right-of-way configuration.

Rethinking the Corridor

identifying community needs / priorities

To resonate with the citizens of this community, it is critical that changes to the East 79th Street Corridor include components that are ‘by the neighborhood’ and ‘for the neighborhood.’ It can’t feel like a mixed-use corridor dropped in from the suburbs. Development must include a combination of neighborhood-owned businesses, community services, and recreation opportunities paired with distinctive and beautiful elements to support neighborhood identity to make the corridor a successful one.

Redevelopment needs to be held to a higher standard - one that is considerate of scale, relationships to the street, accessibility and walkability. The corridor needs to function as a true town center, with places that are meaningful and helpful to the community - not the standard fast food, dollar store and wireless store combinations that so often make up the bulk of retail in urban neighborhoods.

This community merits a complete place, with businesses, services and amenities that add value and convenience to day-to-day life, while supporting healthy growth.

community priorities

- Improved sense of safety through better lighting, more patrols, more activity along the corridor
- Better, healthier, more equitable food choices
- A focus on local business development “by the people, for the people”
- More activities for young people

city priorities

- A focus on job development, and the creation of employment opportunities at all levels - Core Job Zone
- Development that supports the transit stations within the neighborhood
- Initiatives that position the community for positive and sustainable growth
- Projects that support community health

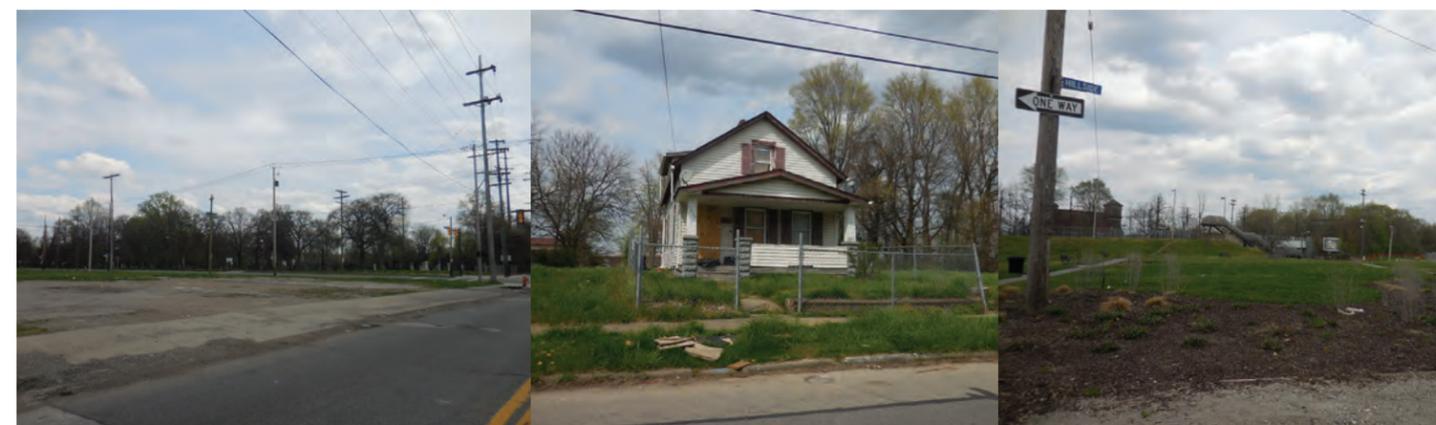
identifying city needs / priorities

The City recognizes that a new vision is needed for this area. If the transit stations are to have any hope of being saved for the long-term, the area around them must function very differently. A solution that provides limited infrastructure improvements and minor infill will leave the community in a similar position it finds itself in today.

We can no longer afford to develop improvements that help our urban neighborhoods ‘just get by.’ Large segments of our population are marginalized, and we have to change this. The City’s vision for this area is bigger than improvements. It’s bigger than creating a pleasant pass-through on the Opportunity Corridor. It’s bigger than business as usual.

The vision for East 79th Street is one of equity and opportunity; a community that takes a leadership role in fostering growth, partnerships and services. A leadership role in engaging young and old in partnership to make this a better place for all.

The concepts described on the following pages represent our approach to capturing the ideas of both groups to create a place that is healthy, unique and positioned to thrive into the future.



initial design schemes

An initial round of design schemes explored different ways to address the community's and City's aspirations for the corridor. One thing that ran through all of the schemes was the desire to think big; asking the questions:

- How can this corridor redefine the way that people think about the Kinsman neighborhood?
- What needs to be in place to make this a great place to live, work and play?
- How can we position this neighborhood to be a leader in development, or technology, or culture, or livability, or all of the above?

While this plan must be grounded in reality to assure that implementation follows its completion, it must also inspire the region, the City and the community to take on the hard work that is needed to make it a reality.

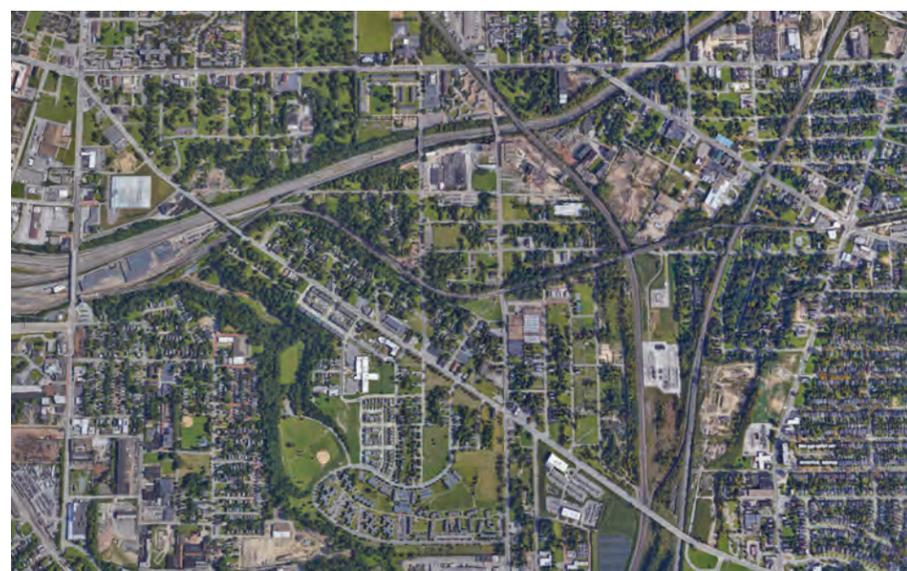
A wide range of ideas and design concepts were considered and tested, at community and Steering Committee meetings. These opportunities for feedback provided

the planning team with additional considerations and new ideas.

Are these concepts bold? Yes. Are they optimistic? Sure. Ideas demonstrated on the following pages reflect the assertion that if we do not aspire to big ideas, we can't expect them to happen. The planning team believes that big ideas are needed to create the energy that will drive the incremental changes.

Design concepts on the following pages reflect a number of initial sketch ideas to explore potential uses, scales and development approaches for the corridor. These approaches were reviewed and further refined based on comments from the community.

The final version of the plan is intended to be flexible in nature,



providing the framework needed to meet the goals of the community, while recognizing that changing economic and development environments will impact what ultimately gets built here.

districts

To more fully understand the range of possibilities that exist for this .95 mile corridor, we have broken it down into four districts. Each has a distinct character and set of physical relationships that influence its redevelopment.

The following pages provide multiple schemes and numerous ideas for each of the districts, exploring scale, accessibility, mixture of uses and development potential.

district 1

is defined by Woodland to the north and the Opportunity Corridor to the south. It contains St. Joseph Cemetery, New Community Apartments, major rail lines and RTA's Red Line station.

district 2

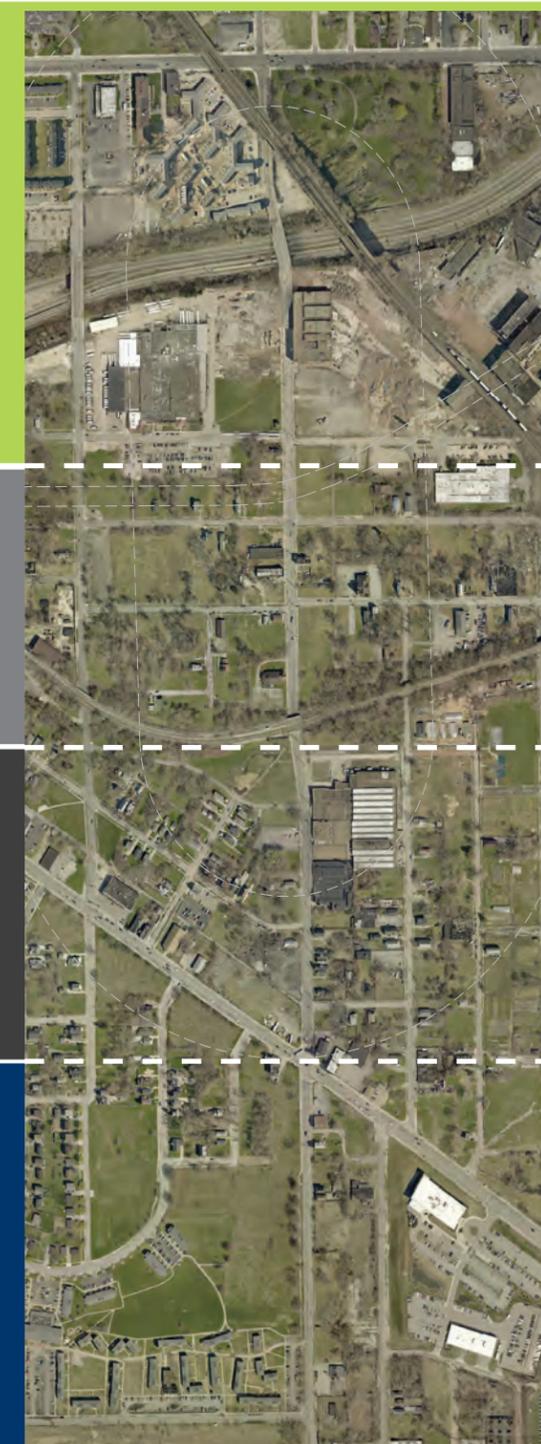
is bound by the Opportunity Corridor to the north and the Blue-Green Line tracks to the south. It represents a key gateway from the new roadway, and includes the greatest amount of vacant land.

district 3

is defined by the Blue-Green Line tracks to the north and Kinsman Road to the south. It includes the Blue-Green Line station and industrial uses, as well as links to agricultural uses and core housing.

district 4

is defined by Kinsman Road to the north and Garden Valley Road to the south. It sits between the newly developed Heritage View neighborhood and the Cuyahoga Metropolitan Housing Authority's headquarters campus.

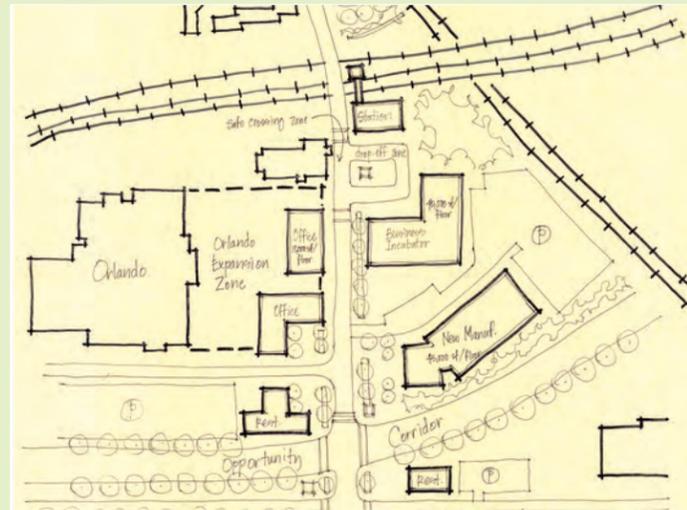


district 1

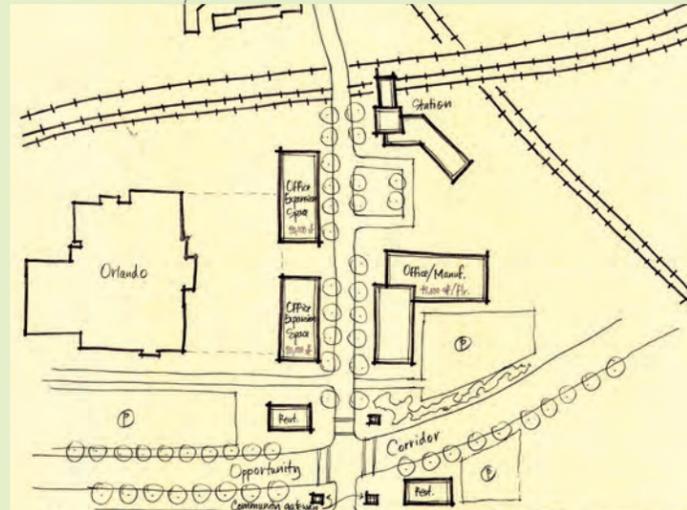
This district has a strong industrial and business focus. Although the New Community housing development and the St. Joseph Cemetery form the northern edge of the area, it is anchored by long-time neighborhood institution Orlando Baking Company. Concepts for the district allow for future expansions of Orlando facilities, while envisioning a range of complementary, business-focused uses. These include a sustainable technologies campus and training center, high-tech park and ride facilities for University Circle commuters traveling on the Opportunity Corridor, big box retail, business incubator space and a culinary incubator with a restaurant.

Reconfigured transit station options have been considered, with short term parking, drop-off/pick-up area, expanded waiting area, convenience store and elevator access to tracks. Community gateway elements are envisioned as a combination of signage and light sculptures that create a visual connection along the length of the corridor.

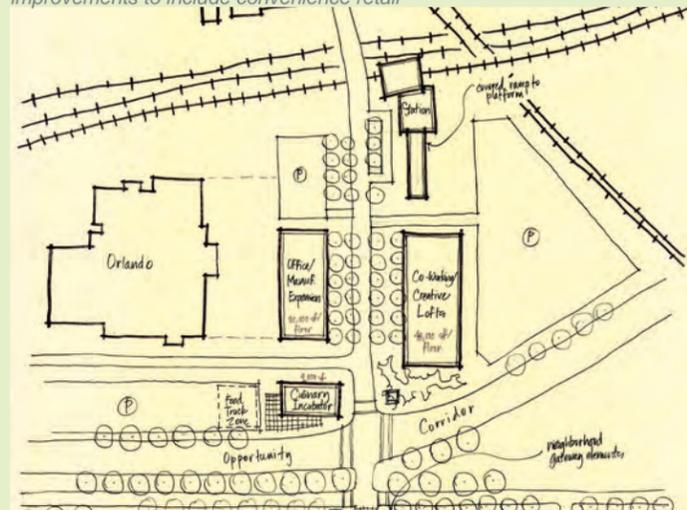
Infrastructure concepts include enhanced crosswalk areas at key locations, on-street parking, expanded sidewalks and protected bike lanes. Enhanced street lighting is considered throughout this district, with additional focus on lighting at the Red Line station.



District 1: Office / manufacturing with business incubator, restaurants and Red Line station expansion.



District 1: Office / manufacturing expansion with Red Line station improvements to include convenience retail



District 1: Business start-up zone with co-working/creative lofts, culinary incubator space, office expansion and Red Line station improvements

district 2

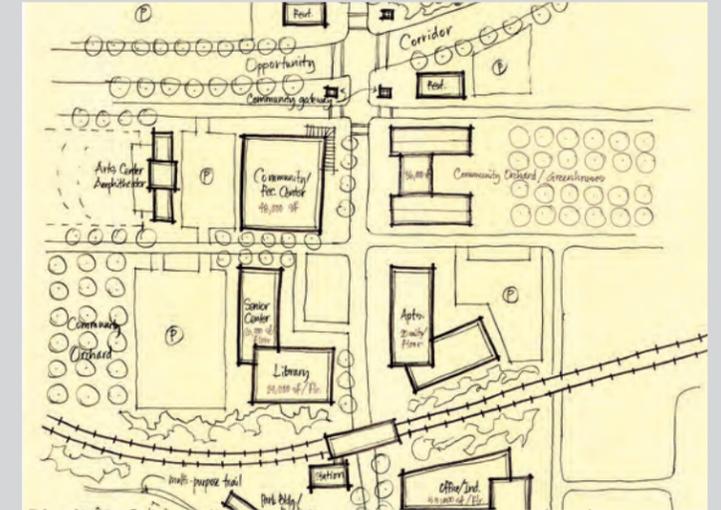
With its concentrated parcels of vacant land, this district provides the greatest opportunity for transformative redevelopment. Concepts for the district consider a wide range of potential uses. A focus on civic uses includes the creation of a central park lined with recreational and cultural activities. A theater, art playground, public pool/aquatics center, library, senior center, and community recreation center are explored as options.

Concepts for housing in this district include affordable and market rate condos/flats, senior apartments and townhomes for seniors caring for grandchildren. These are located adjacent to a senior/community center, library park space and recreational amenities for easy access.

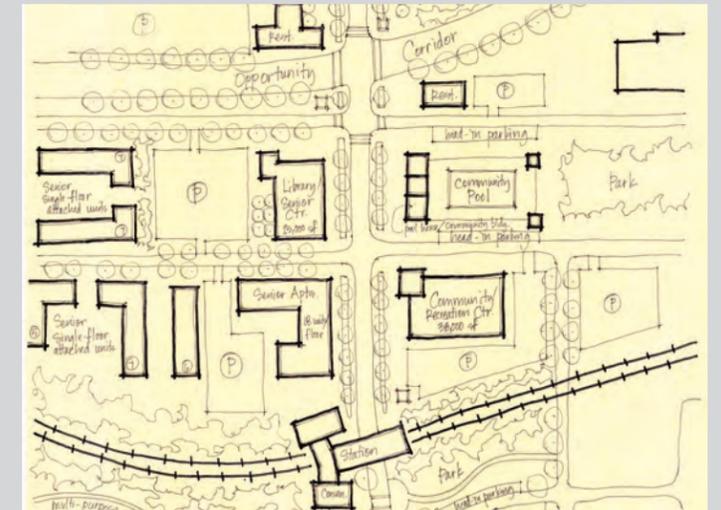
Retail concepts in this district include smaller convenience retail and services (laundromat/dry cleaner, coffee shop, clothing shops, bank, etc.), with space for local entrepreneurs, restaurants and professionals (doctors, accountants, etc.) in the mix.

Light sculptures continue down the corridor in key locations along the district, highlighting pocket parks and important nodes.

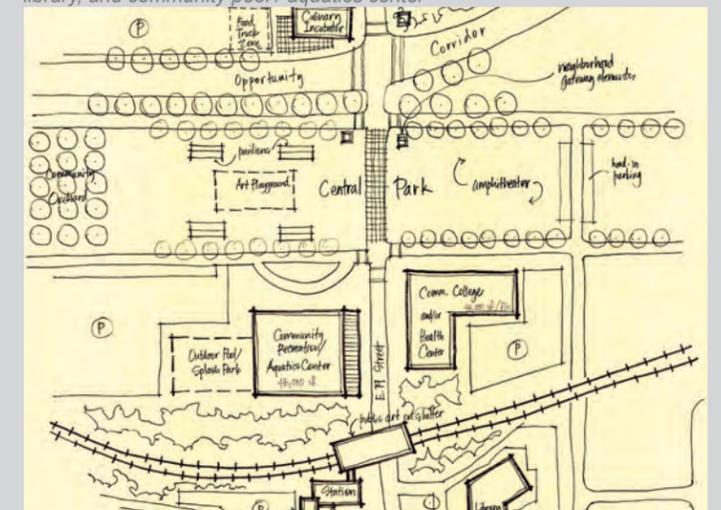
Infrastructure concepts include enhanced crosswalk areas at key locations, on-street parking, expanded sidewalks and protected bike lanes. Enhanced street lighting and street trees are considered throughout this district.



District 2: Community arts center, recreational center and senior center with library, orchard / greenhouse agricultural center and apartments



District 2: Senior and intergenerational housing options, community center, library, and community pool / aquatics center



District 2: Central park with art playground, community/aquatics center and community college space.

district 3

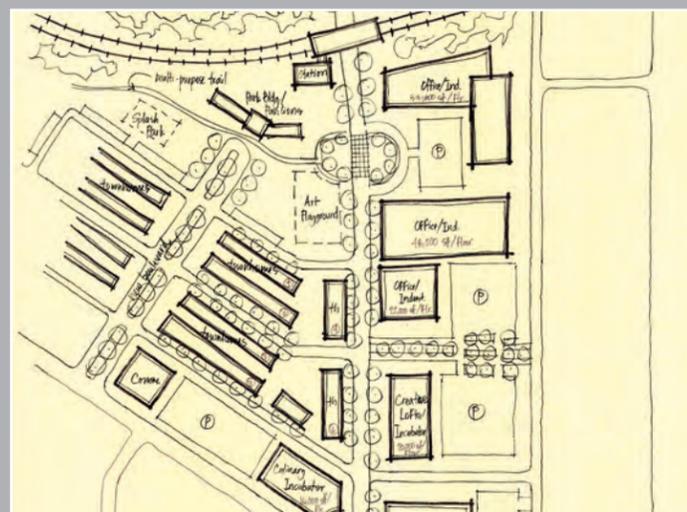
This district reflects a stronger residential focus. While the Federal Equipment campus provides an industrial presence, residential and agricultural uses influence the character of this part of the corridor. Concepts for this district considered neighborhood-scale uses to address community priorities as well as new residential to build support initiatives on surrounding streets. Options for senior housing and a faith campus were explored at the southern end of the district, along Kinsman, as well as the potential location of a neighborhood-scale grocery store or drug store.

Studies for this district included different approaches for the Federal Equipment campus – one that explored relocation to a different site along the corridor, with new uses in its place, an option that includes repurposing the street frontage for neighborhood retail uses, and the option of leaving the facility intact, with new uses around it.

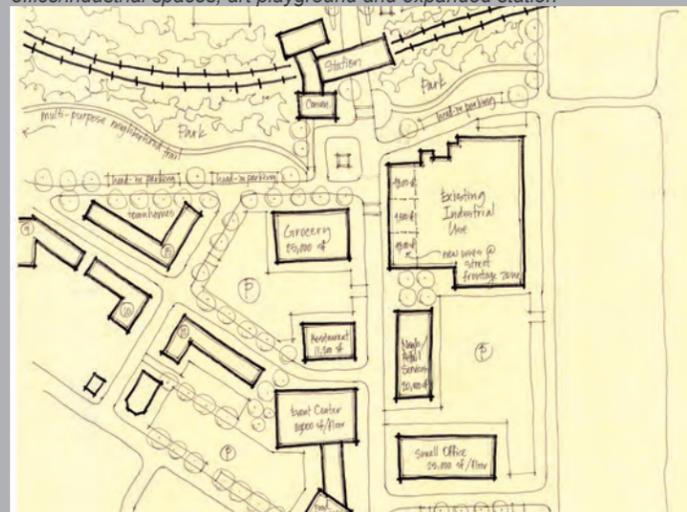
Residential concepts for the area include higher density housing near the Blue-Green Line station, including apartment/condo buildings and townhomes. A senior housing concept is considered, building on the Burton, Bell, Carr masterplan.

Light sculptures continue down the corridor in key locations along the district, providing additional lighting at park spaces and important nodes like the Kinsman Road intersection.

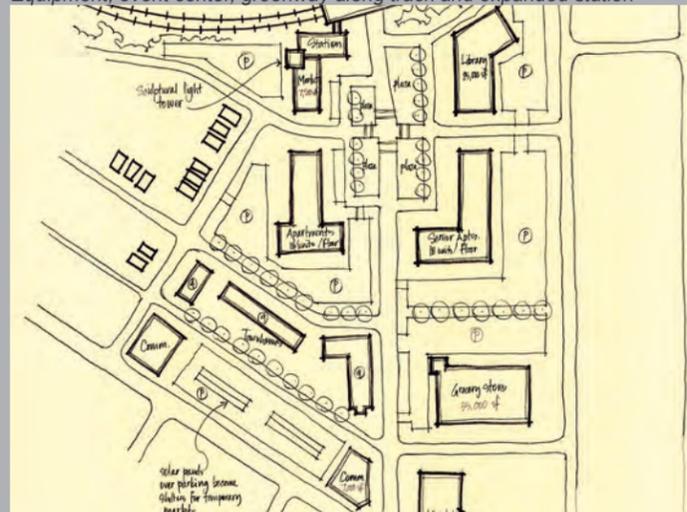
Infrastructure concepts include enhanced crosswalk areas at key locations, on-street parking, expanded sidewalks and protected bike lanes. Enhanced street lighting and street trees are considered throughout this district.



District 3: Grocery store, culinary incubator, creative lofts, infill townhomes, office/industrial spaces, art playground and expanded station



District 3: Neighborhood retail and commercial uses, storefronts at Federal Equipment, event center, greenway along track and expanded station



District 3: Expanded station with market, library, apartments, townhomes, a grocery store and neighborhood commercial with a central plaza at station

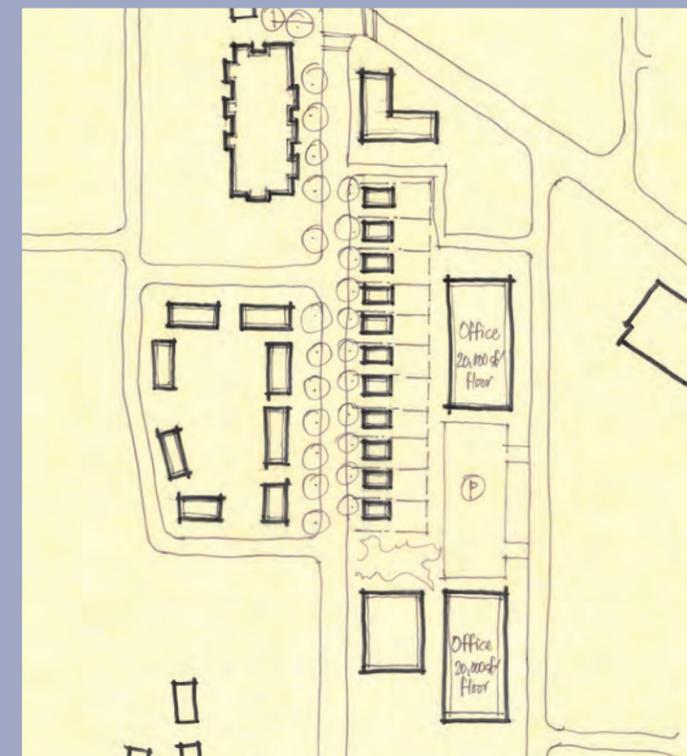
district 4

The district south of Kinsman is not directly connected to the transit stations at the core of this planning study, but it serves as an important link along the corridor to Rainbow Terrace Estates and Heritage View Homes. Underutilized land in this section provides an opportunity to create a more cohesive district, building south from the important East 79th and Kinsman intersection.

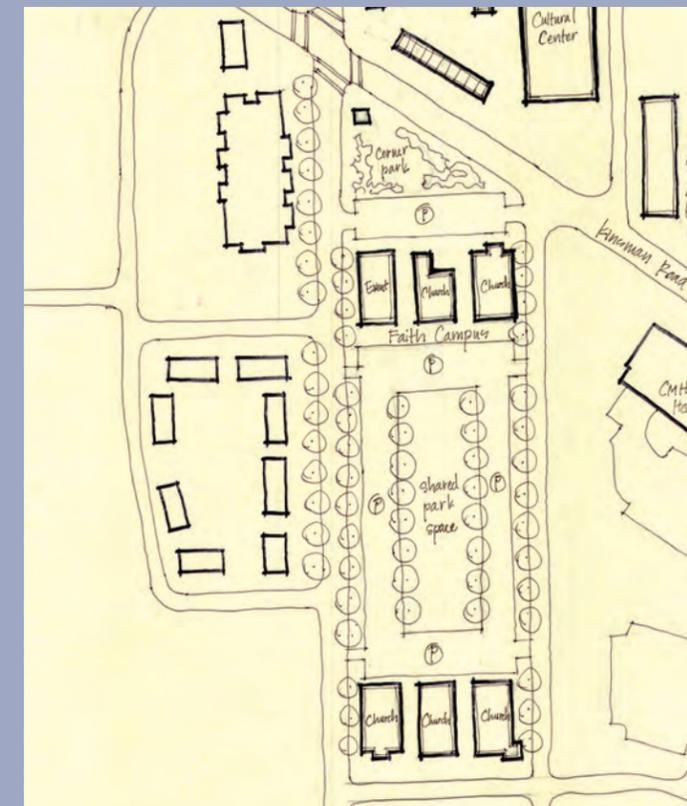
Studies for this district included new single-family homes, office space to complement the CMHA headquarters building and create a professional district, a community arts center and the creation of a faith campus with shared parking, public space and services. A pocket park is envisioned at the southeast corner of East 79th and Kinsman.

Infrastructure improvements envisioned for the area include the continuation of roadway concepts for east 79th Street, such as on-street parking, bike paths and enhanced crosswalks at key intersections. Street trees line both sides of East 79th Street, providing shade, beauty and natural speed reduction.

Improved lighting is considered throughout, with a light sculpture at the southeast corner of East 79th and Kinsman.



District 4: Single family infill, townhomes and apartments with offices and neighborhood retail.



District 4: Apartments, townhomes, corner park with faith campus and expanded urban agricultural center

corridor vision

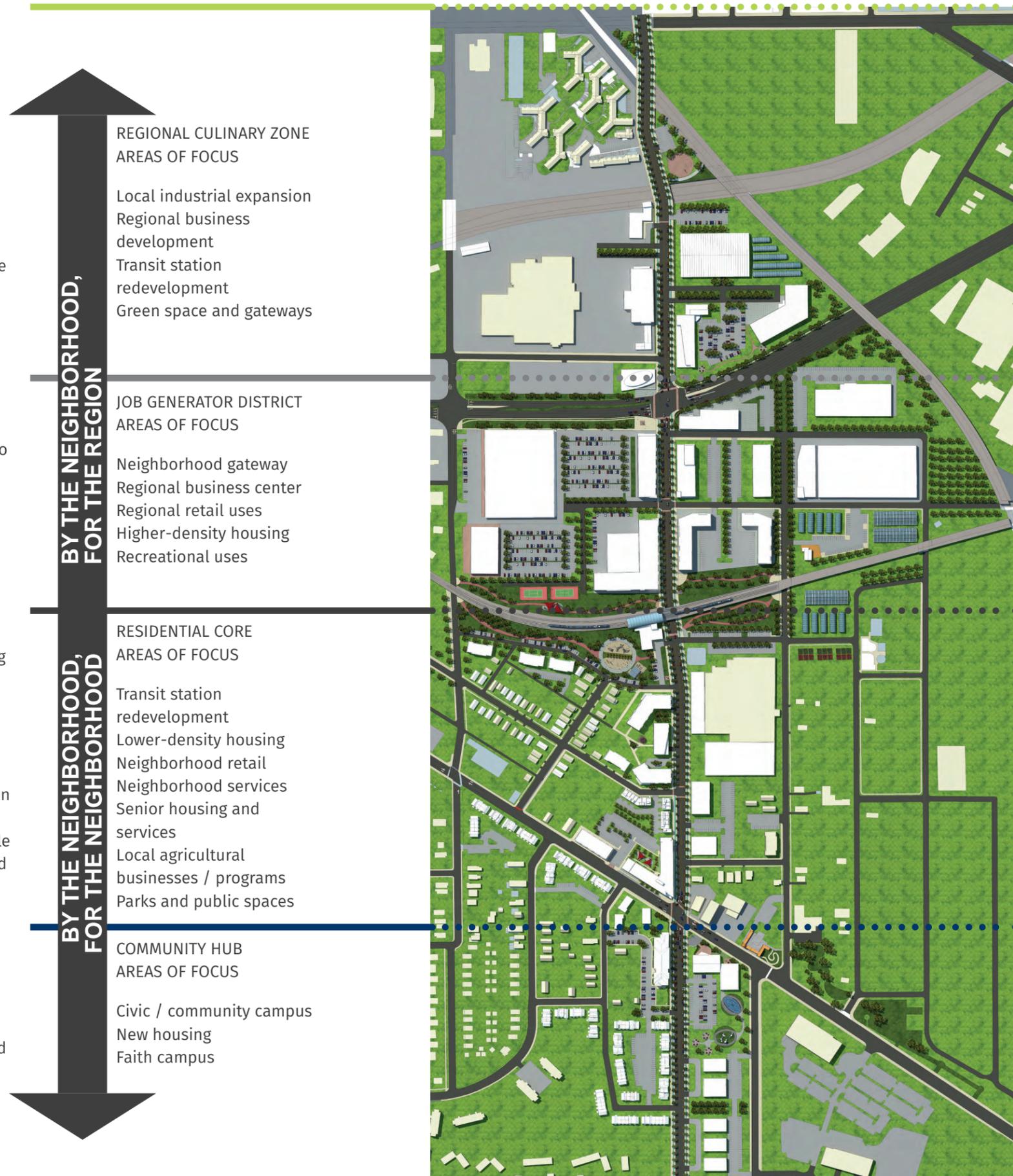
The following pages provide a detailed vision for the future of the East 79th Street Corridor. Building from previous plans, concepts developed through the planning process, approaches to infrastructure and an understanding of the importance of transit oriented development, this plan is reflective of a wide range of voices and influences.

It became clear throughout the planning process that this project needed to address two primary issues - the needs of the community for improved services and amenities, and the opportunity for the area to play a larger, regional role through the development of the Opportunity Corridor. This led to the idea of two types of focus along East 79th Street. Projects developed “By the neighborhood, for the neighborhood” are representative of smaller scale development, focused on meeting immediate community needs - locally-run businesses, incubator spaces, neighborhood centers, etc. Projects developed “By the neighborhood, for the region” are larger-scale developments aimed to take advantage of increased traffic through the area with more regionally-focused uses and job centers.

To better understand the details that have gone into this nearly one-mile long planning area, we have provided an in-depth look at each of the districts. Projects and key transactions are identified, with additional details for a priority project in each district. The priority project represents a catalytic transaction that will influence and support further development.

Additionally, within each area we have identified targeted land uses, key urban design elements, signature place-making concepts and catalytic actions to help guide public and private investments. Each section also includes example photographs and imagery to demonstrate initial ideas of scale, site layout and density.

Much of the community discussion centered on how projects will get done, once a vision for the corridor has been established. Concerns about “not settling for typical urban neighborhood development patterns” and the need to ensure quality businesses, construction, etc. were clearly articulated. To address these concerns, the vision for the corridor is followed by a series of development guidelines, identifying a framework for achieving the quality and character desired by the community.



a plan that builds

This vision for the East 79th Street corridor builds upon concepts explored in Burten Bell Carr’s 2016 Kinsman and Central Neighborhood Plan, as well as the Opportunity Corridor Brownfield Area Development Plan.

The planning team recognizes that Burten Bell Carr sought a significant amount of community input in the development of the neighborhood plan, and that some of the concepts explored in the plan for this area are already underway. Concepts for a container park for small, local business development, single family infill housing, green space development, urban agriculture and senior housing are important components of a strong vision for the corridor.

The Opportunity Corridor Brownfield Area Development Plan recommends a combination of industrial and office uses around the future East 79th and Opportunity Corridor intersection.

The vision for the East 79th Street corridor begins with these general components, and adds a layer of higher-density, transit oriented development to build a vibrant, mixed-use environment along the street. The goal is to find a way to tie together the work of neighborhood planning efforts in a manner that is seamless, taking advantage of the tremendous opportunities that exist here while meeting the needs of the community.

REGIONAL CULINARY ZONE

Redevelopment concepts for this district focus on the creation of a regional agricultural hub and the support of additional regional business and industry. It is an approach aimed at supporting uses that are here with infrastructure improvements and increased access.

Redevelopment of the Red Line station will serve residents and businesses with increased accessibility and convenience.

New green spaces are envisioned along the corridor, beginning with the northern gateway at Woodland Avenue. These are linked by a new street layout that includes expanded sidewalks and bike lanes.

The regional food hub interfaces with community needs in the development of a culinary business incubator and marketplace - providing a space for the sale of locally-grown and locally-produced food, while expanding the availability of healthy options for residents.



KEY TRANSACTIONS

Remediate and consolidate primary brownfield site in this district, so that it is shovel-ready for development.

Identify and support expansion needs for Orlando Baking Company. Assist with property acquisition if needed.

Work with the Greater Cleveland Regional Transit Authority to assist in property acquisition for Red Line station improvements and expansion.

TARGETED LAND USES

- A** Corporate expansion
- B** New office / industrial
- C** Industrial agriculture
- D** Culinary business incubator / market

URBAN DESIGN

- E** Buildings create street edge
- F** 'Complete street' design
- G** Expanded Rapid station site
- H** Multi-story buildings for density

SIGNATURE PLACE-MAKING CONCEPTS

- I** Gateway signage
- J** Light sculpture
- K** Integrated bike path
- L** Terraced pocket park

CATALYTIC ACTIONS

- M** Opportunity Corridor construction
- N** Red Line station reconstruction
- O** Land acquisition to support Orlando expansion needs
- P** Land acquisition / remediation for regional food hub site



project approach

catalytic project (transaction) - REGIONAL CULINARY ZONE

A regional food hub

The East 79th Street and Opportunity Corridor intersection could provide an excellent location for an east side food hub. The USDA describes food hubs as:

"... businesses or organizations that connect producers with buyers by offering a suite of production, distribution, and marketing services. It's an innovative business model that allows farmers of all sizes to meet the growing consumer demand for fresh, local food by gaining entry into commercial and larger volume markets such as grocery stores, hospitals and schools."

The East 79th Street corridor is well-situated with convenient highway access and good proximity to hospitals, local colleges, downtown restaurants, and other potential customers, as well as connections to local growing operations (Urban Ag Zone, and Rid-All Farm) and food-based businesses.

A collection and distribution facility could provide a range of new food industry employment options for the neighborhood in farming, food handling, food production, delivery, marketing and more. Interim land uses for vacant and underutilized

land could include greenhouses, orchards, and high-tunnels to produce high-quality, specialty crops for distribution through the hub. The presence of these growing facilities can also support a culinary incubator space and local market to provide fresh, healthy options for neighborhood residents. The facility will have excellent visibility along the Opportunity Corridor, and great accessibility



JOB GENERATOR DISTRICT

The vision for this area is the most development-intensive of all the districts. As the primary gateway between the neighborhood and the Opportunity Corridor, it will serve as both a job center and an activity center.

Larger-scale commercial opportunities include more regionally-focused tenants, with the consideration of a big-box use. East 79th is lined with mixed-use buildings that include shops and restaurants on the first floor, and office and

residential uses on upper floors.

Larger-scale residential buildings bring apartments and condominiums to the area, providing additional activity through the day and evening.

A greenway wraps the train tracks at the southern end of the district, and links recreational uses such as athletic courts and a youth center, while creating a green link between urban agriculture to the south and the food hub to the north.



KEY TRANSACTIONS

Consolidate parcels to create priority development-ready sites.

Update zoning to support transit oriented development - form-based code

Work with CPP to develop an energy-efficient neighborhood lighting pilot project.

Commission district signage and identification study / construction

TARGETED LAND USES

- A** Office/industrial
- B** Commercial/retail
- C** High-density residential
- D** Community & public space
- E** Urban agriculture

URBAN DESIGN

- F** Buildings create strong street edge
- G** 'Complete street' design
- H** Opportunity Corridor gateway intersection
- I** Multi-story mixed-use buildings

SIGNATURE PLACE-MAKING CONCEPTS

- J** Gateway signage
- K** Light sculptures along path
- L** Integrated bike path
- M** Linear greenway

CATALYTIC ACTIONS

- N** Opportunity Corridor construction
- O** Land acquisition & reconfiguration to create development parcels
- P** Greenway plan
- Q** Youth center development

project approach



catalytic project (transaction) - JOB GENERATOR DISTRICT

A neighborhood gateway

The land that sits between the Opportunity Corridor and Blue-Green Line provides the greatest opportunity for a more dense, transit-supportive development pattern. Mixed-use buildings line the street, providing a strong edge and sense of arrival. This is where a combination of higher-density housing, business and commercial uses come together in 3-5 story buildings, to create a walkable and convenient neighborhood.



Neighborhood services, larger-scale retail, restaurants and amenities are anticipated to serve residents, area employees, transit riders and commuters who travel the Opportunity Corridor. This is envisioned as an active area with a mix of daytime and nighttime uses.

Iconic elements that include community art, neighborhood signage and sculptural light elements signal arrival to a dynamic and unique district.



RESIDENTIAL CORE

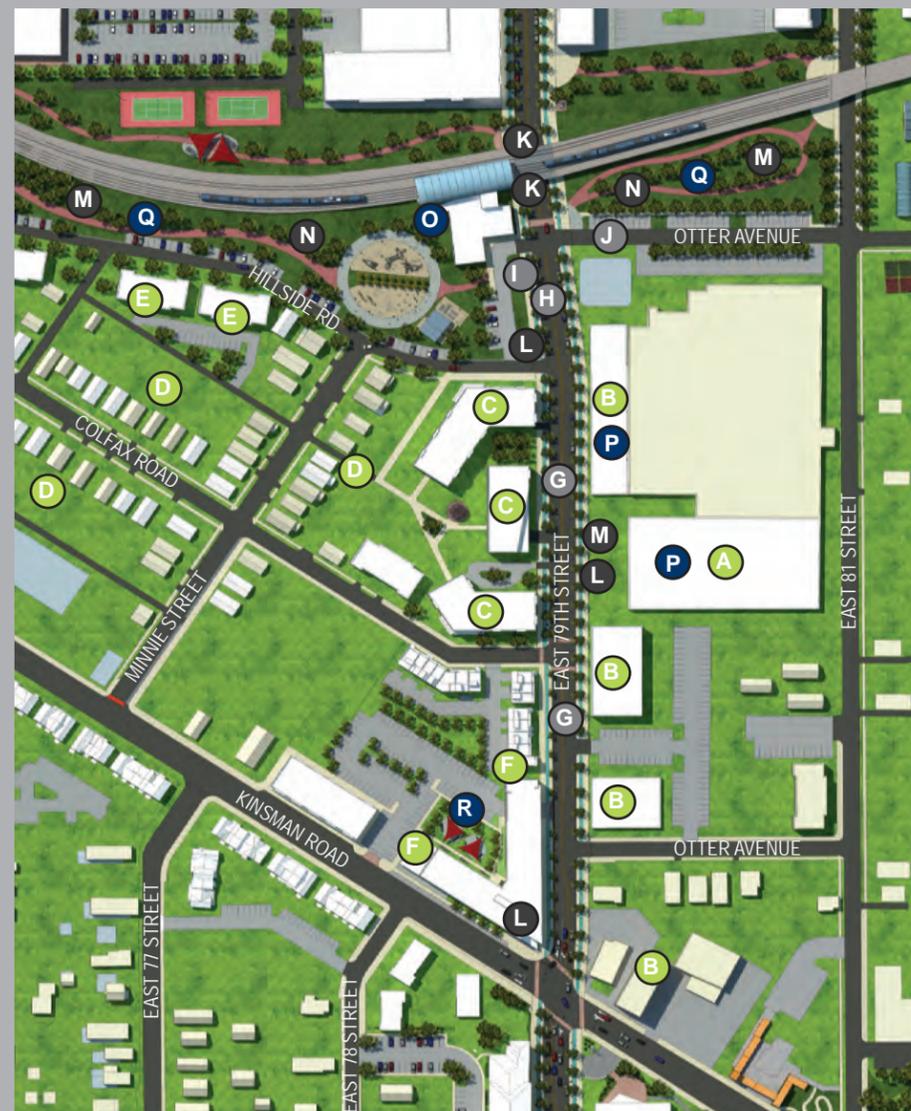
A redeveloped Blue-Green Line station forms an important anchor to this district's redevelopment. Increased accessibility, convenience retail and a drop-off/pick-up area increase the station's usability. Projects at the Kinsman Road intersection also play a key role in communicating the corridor's character as a community-supporting and engaging place.

The district builds off infill housing initiatives to bring more life and activity to the area. A senior housing facility and new apartments/condominiums are envisioned for

frontage along the corridor.

To meet community needs, a range of small-scale commercial uses and neighborhood services are envisioned for this area. These include local restaurants and coffee shops, a building for medical and professional offices, galleries, a laundromat, a drug store or small market,

Green infrastructure plays a key role in tying this area together through an interconnected set of neighborhood pathways, parks, agricultural areas and greenspace.



KEY TRANSACTIONS

Work with an interested commercial property owner in land swap for expanded redevelopment opportunity.

Develop community greenway and expanded park space adjacent to rail lines.

Work with the Greater Cleveland Regional Transit Authority to assist in property acquisition for Blue-Green Line station improvements and expansion.

TARGETED LAND USES

- A** Corporate expansion
- B** Neighborhood commercial
- C** Apartments / condominiums
- D** Single-family infill
- E** Townhomes
- F** Senior housing

URBAN DESIGN

- G** Buildings create street edge
- H** 'Complete street' design
- I** Expanded Rapid station site
- J** Extended Otter Avenue

SIGNATURE PLACE-MAKING CONCEPTS

- K** Bridge art
- L** Light sculpture
- M** Integrated bike path
- N** Linear greenway

CATALYTIC ACTIONS

- O** Blue-Green Line station reconstruction
- P** Commercial land swap & facade improvements
- Q** Greenway development
- R** Senior development

project approach



catalytic project (transaction) - RESIDENTIAL CORE

A greenway

The community has expressed interest in the creation of more safe and convenient paths throughout the neighborhood, opportunities for exercise, and improved recreational offerings, including parks and playgrounds. Strips of land adjacent to the Blue-Green Line tracks on both sides of East 79th Street provide excellent opportunities for the development of green/recreational infrastructure.

The redeveloped station provides an important anchor of activity, and the greenway provides accessible links between the neighborhood and the station.

A well-lighted multi-purpose walking and biking trail will connect all spaces, providing a convenient fitness option for residents and area employees. Along the trail, a range of active and passive recreational facilities include playgrounds, fitness activities, picnic areas, gardens and athletic courts.

New development adjacent to these areas will provide 'eyes on the parks', increasing safety and usability. A care and maintenance program must be developed for these areas to ensure that they continue to serve as community assets.



COMMUNITY HUB

The East 79th Street and Kinsman Road intersection represents a critical spot for the neighborhood to come together. To support this concept, an exciting mix of community-focused uses is located here.

This intersection includes a concept for a container park as developed by Burten Bell Carr. This project will provide small incubator space for start-up retail businesses in refurbished shipping containers. New senior and affordable housing fill the northwest and southwest corners of the intersection, with a public plaza

to the north. The southeast corner features a community campus that groups a mix of services and amenities in an inviting place where the community can gather.

Additional housing and a faith campus provide uses that activate the street south of Kinsman. The faith campus is a new concept that provides individual church structures, with the opportunity to share parking, site amenities, banquet space and maintenance. It is intended to remove some of the financial burdens that many

churches face today, while allowing them to expand the services provided to their communities.

KEY TRANSACTIONS

Create partnerships with community organizations and sponsorship opportunities to develop community hub space.

Support container park to create local business opportunities.



TARGETED LAND USES

- A** Container park
- B** Community center / hub
- C** Apartments
- D** Townhomes
- E** Faith campus
- F** Public space / amenities / green infrastructure

URBAN DESIGN

- G** Buildings create street edge
- H** 'Complete street' design
- I** Corner plazas
- J** Intersection improvements

SIGNATURE PLACE-MAKING CONCEPTS

- K** Light sculpture
- L** Public art in corner plazas
- M** Integrated bike path

CATALYTIC ACTIONS

- N** Land acquisition for community center/node development
- O** Kinsman Road traffic calming

project approach



catalytic project (transaction) - COMMUNITY HUB

A community hub

The community has expressed the need for a range of supportive programs that have the potential of being grouped into a single facility. Think of this as a new type of community center – not necessarily recreation-based, but focused on the whole person.

Uses include computer labs for educational programs, spaces for youth activities, a business center (with meeting space, copiers, printers, etc.), a bank with financial programs, arts programming and display areas, a coffee shop and neighborhood-run café, health and fitness facilities and family programming.

This is envisioned as a place that brings the community together - a vibrant, active place where the focus is on opportunities for positive growth and support. The center should include a combination of public and private funding, to enable it to provide a broad range of quality programming.

Located at the busy intersection of East 79th Street and Kinsman Road, the facility will be easily accessible to the neighborhood while serving as a visible and programmatically critical anchor.



TOD scorecard - before

As mentioned previously, the corridor's current development patterns fail to achieve transit oriented development standards as delineated in the Nelson Nygaard TOD Scorecard system. This takes into consideration the presence of walking and cycling facilities, connections and block layout, transit accessibility, mixture of uses and density. These measures are used to determine whether an area will support transit usage.

As noted below, the area's current strengths are the presence of the stations, affordable housing, and some off-street parking to support ridership.

E. 79 St Blue-Green Line Station - Kinsman, Cleveland, OH

CATEGORY	MAXIMUM POINTS	DATA	SCORE	CATEGORY	MAXIMUM POINTS	DATA	SCORE					
WALK	1.1 Walkways	Percentage of block frontage with safe, wheelchair-accessible walkways.	3	<95%	0	MIX	5.1 Complementary Uses	Residential and non-residential uses combined within same or adjacent blocks.	10	90% Residential	1	
	1.2 Crosswalks	Percentage of intersections with safe, wheelchair-accessible crosswalks in all directions.	3	<90%	0		5.2 Fresh Food	Percentage of buildings that are within 500 meters radius of an existing, or planned, source of fresh food.	1	100%	1	
	1.3 Visually Active Frontage	Percentage of walkway segments with visual connection to interior building activity.	6	<50%	0		5.3 Affordable Housing	Percentage of residential units provided as affordable housing.	4	>20%	4	
	1.4 Physically Permeable Frontage	Percentage of block frontage with visual connection to interior building activity.	2	<50%	0			15	Mix Score:	6		
	1.5 Shade & Shelter	Percentage of walkway segments that incorporate adequate shade or shelter element.	1	<75%	0			15	Walk Score:	0		
			15									
CYCLE	2.1 Cycle Network	Percentage of total street segments with safe cycling conditions.	2	0%	0	DENSIFY	6.1 Land Use Density	Average density in comparison to local conditions.	15	>5% VACANT	0	
	2.2 Cycle Parking at Transit Stations	Secure multi-space parking facilities are provided at all high-capacity transit stations.	1	No	0			15	Density Score:	0		
	2.3 Cycle Parking at Buildings	Percentage of buildings that provide secure cycle parking.	1	<25%	0		COMPACT	7.1 Urban Site	Number of sides of the development adjoining existing built-up sites.	10	<60% sites utilized	0
	2.4 Cycle Access in Buildings	Buildings allow interior access for cycles and cycle storage within tenant-controlled spaces.	1	<25%	0			7.2 Transit Options	Numbers of stations on different transit lines that are accessible within walking distance.	5	Bus, Rail	5
			5			15	Compact Score:	5				
CONNECT	3.1 Small Blocks	Length of the longest block (long side).	10	>500'	0	SHIFT	8.1 Off-Street Parking	Total off-street area dedicated to parking as a percentage of total land area.	10	<10%	10	
	3.2 Prioritized Connectivity	Ratio of pedestrian intersections to motor vehicle intersections.	5	0:34	0		8.2 Driveway Density	Average number of driveways per 100 meters of block frontage.	2	>2	0	
				15			8.3 Roadway Area	Total road area used for motor vehicle travel and on-street parking as percentage of total land area.	8	>20%	0	
						20	Shift Score:	10				
TRANSIT	REQUIRED 4.1 Walk Distance to Transit	Walk distance (meters) to the nearest transit station.	Yes	REQUIRED			100	Total Points:	21			
									TOD: <55, Fail			



TOD scorecard source: Nelson Nygaard

TOD scorecard - after

A comparison of the proposed corridor plan using the same scorecard system shows a dramatic increase in transit supportive details, resulting in a potential bronze rating, with a score of 55 points.

The plan reflects notable improvements in the pedestrian and bicycle network, mixture of uses and neighborhood density. Development guidelines as provided in the following section are important to ensuring that the built environment is reflective of the TOD goals addressed through this process.

E. 79 St Blue-Green Line Station - Kinsman, Cleveland, OH

CATEGORY	MAXIMUM POINTS	DATA	SCORE	CATEGORY	MAXIMUM POINTS	DATA	SCORE					
WALK	1.1 Walkways	Percentage of block frontage with safe, wheelchair-accessible walkways.	3	>95%	2	MIX	5.1 Complementary Uses	Residential and non-residential uses combined within same or adjacent blocks.	10	40% Residential	10	
	1.2 Crosswalks	Percentage of intersections with safe, wheelchair-accessible crosswalks in all directions.	3	100%	3		5.2 Fresh Food	Percentage of buildings that are within 500 meters radius of an existing, or planned, source of fresh food.	1	100%	1	
	1.3 Visually Active Frontage	Percentage of walkway segments with visual connection to interior building activity.	6	>80%	4		5.3 Affordable Housing	Percentage of residential units provided as affordable housing.	4	>20%	4	
	1.4 Physically Permeable Frontage	Percentage of block frontage with visual connection to interior building activity.	2	%	1			15	Mix Score:	15		
	1.5 Shade & Shelter	Percentage of walkway segments that incorporate adequate shade or shelter element.	1	<75%	1			15	Walk Score:	11		
			15									
CYCLE	2.1 Cycle Network	Percentage of total street segments with safe cycling conditions.	2	0%	2	DENSIFY	6.1 Land Use Density	Average density in comparison to local conditions.	15	<5% below baseline	7	
	2.2 Cycle Parking at Transit Stations	Secure multi-space parking facilities are provided at all high-capacity transit stations.	1	Yes	1			15	Density Score:	7		
	2.3 Cycle Parking at Buildings	Percentage of buildings that provide secure cycle parking.	1	>95%	1		COMPACT	7.1 Urban Site	Number of sides of the development adjoining existing built-up sites.	10	90%	6
	2.4 Cycle Access in Buildings	Buildings allow interior access for cycles and cycle storage within tenant-controlled spaces.	1	<25%	0			7.2 Transit Options	Numbers of stations on different transit lines that are accessible within walking distance.	5	Bus, Rail	5
			5			15	Compact Score:	11				
CONNECT	3.1 Small Blocks	Length of the longest block (long side).	10	>500'	0	SHIFT	8.1 Off-Street Parking	Total off-street area dedicated to parking as a percentage of total land area.	10	20%	4	
	3.2 Prioritized Connectivity	Ratio of pedestrian intersections to motor vehicle intersections.	5	0:60	1		8.2 Driveway Density	Average number of driveways per 100 meters of block frontage.	2	<2	2	
				15			8.3 Roadway Area	Total road area used for motor vehicle travel and on-street parking as percentage of total land area.	8	>20%	0	
						20	Shift Score:	6				
TRANSIT	REQUIRED 4.1 Walk Distance to Transit	Walk distance (meters) to the nearest transit station.	Yes	REQUIRED			100	Total Points:	55			
									TOD: 55, Bronze			



design / development guidelines

As development opportunities arise for the East 79th Street Corridor, it is critically important that a series of basic standards guide development and be regulated. This area would be a good candidate for the City to pilot a form-based code district. In the meantime, these guidelines consider physical characteristics, functionality and design character to promote high-quality building, site and infrastructure development. To support the vision of an innovative neighborhood transit hub, the City and the community must have the tools to attract and guide development

building location and design

site layout

1. Buildings shall be located so that the primary facade sits along the primary corridor, adjacent to the right-of-way to reinforce the street edge. A minimum height of 2 stories is required, with 3-5 stories preferred.
2. Buildings should be oriented to take advantage of southern exposure when possible, to support sustainability standards.
3. Buildings must cover a minimum of 40% of the lot, with a FAR goal of 1.5.

setbacks

1. Buildings shall be located at or near the right-of-way line along primary corridors. A setback of 10-15' is allowable to accommodate outdoor dining, display and/or landscape areas.

frontage

1. The main facade of a building shall occur along the primary corridor. If not located along a primary corridor, a building's main facade shall face the adjacent street. Main facades shall not face a side or rear lot line.
2. A minimum street frontage of 60% is required.

building entrances

1. The primary business entrance shall be located along the primary corridor. A secondary entrance may be located off a rear or side parking lot. If the building is not located along a primary corridor, its primary entrance should face the street on which it is located.

materials

1. Buildings shall be constructed of durable materials, with contextual detailing.



streets

sidewalks

1. Sidewalks must be provided along all primary corridors and side streets.
2. Sidewalks shall be a minimum of 5' in width along side streets, and a minimum of 10' in width along the primary corridor.
3. Sidewalks must be maintained to ensure even surfaces for wheelchair accessibility.
4. Obstructions within the sidewalk area shall be minimized. Signage, lighting, landscaping and street furniture shall occur outside of a minimum 5' wide unobstructed walking area.

on-street parking

1. On-street parking shall be provided wherever it can be safely accommodated, to minimize the need for surface parking lots.
2. Head-in on-street parking may be provided adjacent to park and greenspace areas, along side streets.

bike lanes

1. Protected bike lanes or off-road paths shall be provided along primary corridors. Lanes shall be a minimum of 5' in width.
2. On-street bike lanes shall be provided along side streets, with appropriate signage and lane markings.

crosswalks

1. Crosswalks shall be highly visible, ladder style (painted) or decorative paving, and shall delineate all pedestrian crossing zones at intersections along the primary corridor.
2. Crossing signals shall be timed to accommodate walking speeds of the elderly and children, and shall include audible signals for the visually-impaired.
3. Curb ramps at crossing areas shall conform to standards for accessibility.

curb cuts

1. Curb cuts along the main corridors are discouraged. Parking lot and driveway entrances shall be located off side streets.
2. Curb cuts should be sized to accommodate the minimum width needed for entry /exit points, and shall not exceed this width.



design / development guidelines

transit

accessible routes

1. Transit stops within the district shall be provided in locations that are fully accessible to all.

transit waiting environments

1. Transit waiting environments along the primary corridor (and along side streets when possible) shall include facilities to provide shelter from the elements, adequate lighting, route identification and schedules, trash receptacles and seating.
2. Facilities shall be maintained to ensure a safe environment.



parking requirements and locations

parking maximums

1. Commercial parking shall not exceed 4 spaces per 1,000 sf.
2. Residential parking shall not exceed 2 spaces per unit.

on-street parking

1. Dedicated on-street parking shall be provided on the main corridor and on side streets.

shared parking

1. Shared parking is encouraged wherever possible.

surface parking lot location

1. Surface parking lots shall be located to the rear of buildings.
2. Side parking lots may be permitted if they do not exceed 60' in width and if they do not compromise lot frontage requirements. Side parking lots must be screened with a combination of decorative fencing and landscaping.

structured parking location

1. Structured parking must occur to the rear of a building. Access should be provided off side streets.

street trees / landscaping

spacing

1. Street trees shall be spaced at 30' on center along the primary corridor.
2. Tree spacing along side streets should not exceed 40' on center.

maintenance

1. A maintenance program shall be developed for street trees within the district, to maintain tree health and replace trees when necessary.

recommended species

1. Tree species that are tolerant of urban conditions (salt, pollution, drought, etc.) shall be utilized.
2. Species that provide seasonal color and interest are recommended.

site lighting standards

types

1. Streets shall incorporate roadway lighting and pedestrian lighting.
2. Buildings are encouraged to utilize decorative lighting.
3. Parks and public spaces shall incorporate safe lighting levels along paths.
4. Fixtures shall conform to Dark Sky standards while maintaining adequate light levels.
5. Energy efficient fixtures shall be used.

locations

1. Pedestrian scale street lights shall be placed at 60' intervals along the primary corridor.

signage

types

1. District wayfinding signage is strongly encouraged.
2. Building mounted signs shall be oriented to the pedestrian. Signs shall be proportional to the location and facade on which they are mounted. Cabinet-style illuminated signs are not allowed. Pin-mounted letters and graphic elements are preferred, with backlighting or mounted spotlights.
3. Ground signs shall not exceed 6' in height, and shall be constructed of materials that reflect the architecture and design details of the associated building.



Implementation strategies

The development of a TLCI plan such as this really represents the starting point. Once an overall vision for the corridor has been agreed upon, the real work begins.

We have explored various initiatives as a part of this study, and this section includes the identification of priorities along with a time line for their implementation, Projects or project components are grouped into one of three categories:

Immediate projects are efforts that can and should get started right away. They are also projects that have a quicker turn-around time for more immediate results and momentum-building.

Near term projects can be completed in 2-5 years. They will take additional coordination and planning to accomplish. please note that some of these items require “front-end” planning, engineering, advocacy and other activities that must be considered as part of their implementation timeline. Infrastructure improvements’ timelines often include substantial work to secure funding. These efforts, combined with construction, should be comprehensively considered when scheduling for this plan’s progress.

Longer-term projects will most likely take more than five years to complete. They include larger-scale infrastructure or construction projects. As above, these initiatives will require long-term planning and funding sources. It is likely that partnerships will be required to complete most long-term efforts. Ongoing collaborations with GCRTA, ODOT, BBC, CMHA and individual stakeholders will be paramount for this plan’s execution.

This implementation information is provided to help ensure that this planning document serves as a resource that inspires action.

Objectives and indicators - transactions

Once the next round of implementation work gets underway, it is critical to maintain momentum. The plan’s recommendations include establishing a set of criteria / metrics aimed to answer two primary questions: how can we determine if initiatives are leading the East 79th Street corridor and the neighborhood in the right direction? What are the ways that we can judge success?

The planning team has identified a list of key objectives and indicators that can help to determine the effectiveness of the objectives described herein. We have broken these into social, physical and programmatic indicators.

social

Increased transit usage - 200% increase within next 5 years

Increased neighborhood employment rates

Increased median income within all census tracts

Decreased crime

Increased involvement in agricultural programs (adult and youth)

Connections to surrounding agricultural communities

Increased health levels - access to healthier food, exercise

Masterplan for providing / enhancing social services network

Neighborhood identity program in place

Leveraging of the dormant market potential of existing stakeholders, resulting in increased spending within the neighborhood

Increased citizen comfort within the neighborhood environment resulting in increased walking and biking

physical

Property analysis and consolidation strategy in place to support development adjacent to Opportunity Corridor + priority projects

Identification of key parcels for priority projects

Zoning updates to support TOD principles

Partnerships with existing stakeholders to acquire or swap land to meet expansion needs (Federal Equipment)

Consolidated land to support RTA station reconstruction / expansion

Expanded agricultural area / facilities

Increased investment in local properties

New opportunities for fitness/ exercise within 3 years
enhanced walking path
new bike path
indoor fitness center

programmatic

Formalization of a Core Job Zone program

Engage a team of community partners for community hub development.

Community art initiatives underway for bridge painting, murals, signage and light tower design.

Development of a youth activities focus team

Development of new local businesses

Expanded block watch and community policing initiatives

Expanded property maintenance programs

Project phasing

The City and community's vision for the East 79th Street TCLI is a compelling one that aims to reconstruct a portion of the neighborhood in a manner that is authentic, supportive and unique. The potential exists to transform this place into a thriving neighborhood that serves the needs of residents, commuters and visitors, but strategic change must occur at many levels and scales to make this a reality.

Implementation of a corridor redevelopment project of this magnitude is complex, and must be addressed in phases. It will require strategic project timing, the management of budget resources to maximize returns on investment and maintain momentum, and regular community engagement to continue to build stakeholder and resident support. Some key neighborhood projects are already underway, emphasizing the need to ensure identified design and development standards are met while maintaining momentum.

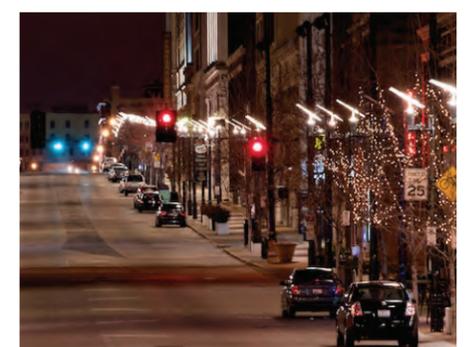
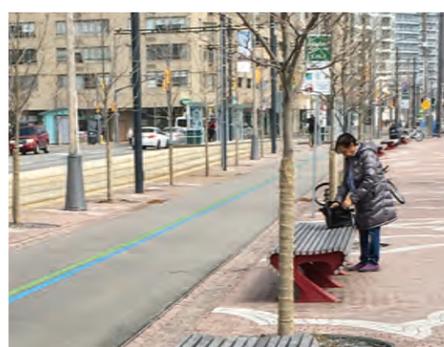
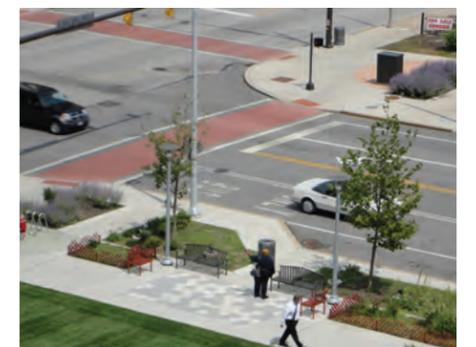
The team has identified an implementation strategy for this corridor initiative that organizes project elements into phases. Along with the general timing that is indicated, we have provided cost categories for budget planning purposes, and potential project partners and funding sources. We have also identified the priority projects/initiatives within each time frame that represent the most critical components of building the vision. Some initiatives appear in multiple phases (i.e. immediate transit station improvements in lighting, landscaping and visibility are envisioned to build to needed longer term station reconstruction as usage improves).



budget estimate categories

Project initiatives have been assessed using the cost categories below to provide a general idea of budget impact.

less than \$10,000 -	\$
\$10,000 - \$50,000 -	\$\$
\$50,000 - \$100,000 -	\$\$\$
\$100,000 - \$500,000 -	\$\$\$\$
\$500,000+ -	\$\$\$\$\$



Project phasing - short-term / immediate steps

Project momentum is critical for long term success. A number of immediate neighborhood needs can begin to be addressed while setting the stage for longer term improvements.

Light fixture initiatives (\$\$\$\$) – Streetlight repair/enhancement, LED streetlights, pedestrian-scale lights, solar lighting, signature light sculptures (local artist)
Funding / partnerships: Program with GE (test location), Energy Efficiency and Conservation Block Grant Program, ESPC – purchasing approach

Immediate transit station improvements (\$\$) – trim trees / landscaping, install cameras & police call boxes, add lighting, improve visibility/approach under bridge
Funding / partnerships: Greater Cleveland Regional Transit Authority, public private partnership

Security (\$\$) - Cameras, call box, increased lighting
Funding / partnerships: Public Safety Partnerships, Community Policing Grants

Land acquisition / consolidation / rezoning (\$\$\$\$\$) – Identify/package key parcels, work with existing stakeholders to accommodate/support expansion, include land swap for Federal Equipment project.
Funding / partnerships: City of Cleveland, Cuyahoga County Land Bank

Community market development (\$\$\$\$) - Near-term sales location for locally-grown produce and locally-produced food
Funding / partnerships: Rid-All, Orlando, Miceli's, local farms, Cleveland Clinic

Intersection improvements at East 79th and Kinsman (\$\$\$\$)– lighting, signage, signalization upgrades, improved crosswalks, landscaping, art, TWE improvements
Funding / partnerships: TLCI Implementation Grants

Parks and recreation plan (\$\$\$\$)– develop an additional series of small but visible play areas, athletic facilities, etc. to meet immediate recreational needs
Funding / partnerships: KaBOOM!, Landscape Structures Grant Guide, local companies

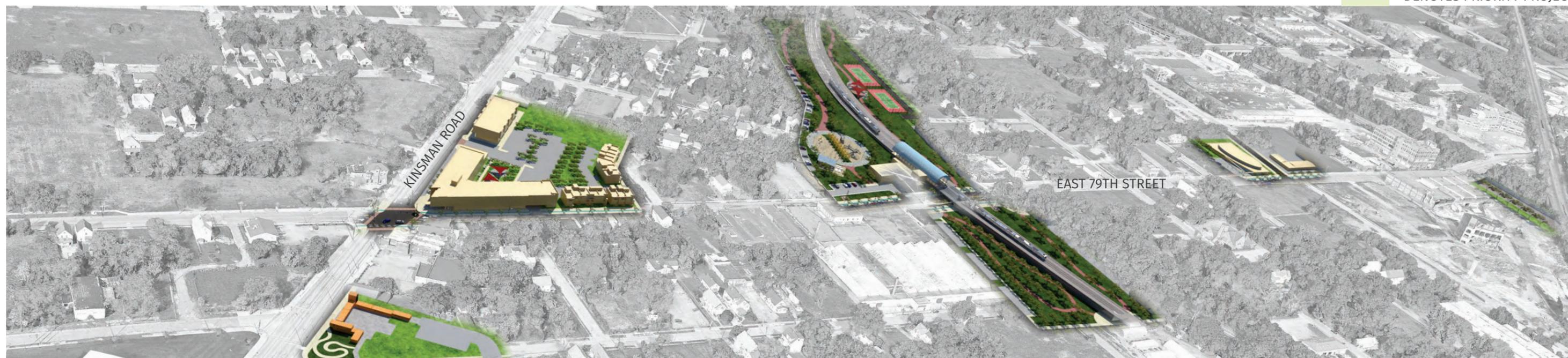
Formalize paths & connections plan (\$\$) – Re-route bus lines, improved preferred walking routes, create off-road options, connect the estates
Funding / partnerships: Safe Routes to School, LANDstudio

Senior housing and support facilities (\$\$\$\$) - Opportunities to provide activities for seniors within the neighborhood (classes, health and fitness programming, services)
Funding / partnerships: AARP Foundation Grants Program, Transportation for Elderly Persons Grant, The Harry and Jeanette Weinberg Foundation

Community identity campaign (\$\$) – history, heritage, boundaries, name, marketing, signage
Funding / partnerships: BBC, donated services from a marketing firm

Formalize development and design standards (\$\$) – build-to lines, density requirements, parking management, signage, materials, development types – preferred businesses
Funding / partnerships: City of Cleveland

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Project phasing - near term / intermediate steps

Addressing more complex immediate needs and setting the stage for longer term improvements

Transit station reconstruction (Blue-Green Line) (\$\$\$\$\$) - The Blue-Green Line station requires redesign to improve safety and accessibility. Consideration should be given to partnering with a local company(ies) whose employees are served by the transit to help fund improvements.
Funding / partnerships: Greater Cleveland Regional Transit Authority, corporate sponsorships, developer contributions, Tax Increment Financing, CMAQ funding through USDOT's FAST Act

East 79th Street streetscape and bike lane project (\$\$\$\$\$) - Change the nature of the corridor to serve as a model for neighborhood traffic calming and complete streets, while setting the stage for longer-term development.
Funding / partnerships: NOACA Implementation Grant, Tax Increment Financing

Community hub (\$\$\$\$\$) - Facility to accommodate educational programs, coffee shop, health and fitness programs, recreational features, cultural facilities
Funding / partnerships: City of Cleveland, Cleveland Clinic, Metrohealth, local financial institutions

Opportunity Corridor neighborhood gateway (\$\$\$) - Identify uses, design elements, character of Opportunity Corridor as it connects with the neighborhood.
Funding / partnerships: LANDstudio, public private partnerships

Update zoning / City regulations to support redevelopment efforts (\$\$) - Consider form-based zoning, green overlay zoning, update height and area limitations to allow transit oriented development patterns

Street trees (\$\$\$) - Green East 79th Street with low-maintenance trees and plants
Funding / partnerships: Western Reserve Land Conservancy - Reforest our City re-grant program, UDC program

Retail development plan (\$\$) - Develop a plan for neighborhood and regional retail along the street. Identify square footage needs and appropriate parcels.
Funding / partnerships: Burten, Bell, Carr, Greater Cleveland Partnership

Expansion of urban agricultural facilities (\$\$\$) - Continue to support initiatives to develop greenhouses and other growing areas.
Funding / partnerships: USDA Farm Service Agency, National Sustainable Agriculture Foundation

New housing development - single family and townhomes (\$\$\$\$\$) - Neighborhood infill sites to address housing gaps along adjacent streets, and provide additional affordable and market-rate housing options.
Funding / partnerships: Burten, Bell, Carr, Cleveland Housing Network, Cleveland Neighborhood Progress

Job training / entrepreneurial / incubator center (\$\$\$\$\$) - develop a hub with services, education, transportation, support (daycare, GED, financial literacy, bank, etc.), as well as a business incubation strategy, identifying potential locations and services
Funding / partnerships: Public/private partnership, Federal Employment & Training Administration, Workforce Development Grants

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Project phasing - long term / final steps

This phase includes the projects that will require a longer term effort - reconstruction projects and larger-scale development.

Transit station reconstruction (Red Line) (\$\$\$\$\$) - The more complex of the two transit stations along the street, the Red Line station requires considerable redesign to improve safety and accessibility. Consideration should be given to partnering with a local company(ies) whose employees are served by the transit to help fund improvements.
Funding / partnerships: Greater Cleveland Regional Transit Authority, corporate sponsorships, developer contributions, Tax Increment Financing, CMAQ funding through USDOT's FAST Act

Regional food hub development (\$\$\$\$\$) - Build from the initial food and culinary incubator spaces to create additional opportunities for food-based businesses. This location is well-situated to serve local hospitals, universities and restaurants. This initiative should also include the development of a more permanent local foods marketplace.
Funding / partnerships: Ohio New Markets Tax Credit Program, USDA grants, local university agriculture or culinary programs

New housing development - multifamily and mixed-use buildings (\$\$\$\$\$) - Large scale buildings along corridor and near transit stations, critical for the creation of a Transit Oriented Development District. These buildings will most likely be tied to larger scale development along the corridor.
Funding / partnerships: Community Reinvestment Area Tax Credits, Ohio New Market Tax Credit Program, Affordable Housing Tax Credits

Federal Equipment expansion / reconfiguration (\$\$\$\$) - Long term improvements to the Federal Equipment facility should support business growth while providing facade improvements and possible small-scale commercial spaces along East 79th Street.

Funding / partnerships: Ohio Brownfield Fund, Ohio Capital Access Program, Ohio New Markets Tax Credit Program

Orlando campus expansion (\$\$\$\$\$) - The Orlando Baking Company has been a long-term stakeholder and employer within the neighborhood. It is critical to support any of the company's expansion needs at this location.

Funding / partnerships: Ohio Brownfield Fund, Ohio Capital Access Program, Ohio New Markets Tax Credit Program

Faith campus development (\$\$\$\$) - The creation of shared space for multiple congregations - a campus that would allow a cooperative approach to site development, parking, maintenance, etc.

Funding / partnerships: Small to medium-sized neighborhood churches interested in collaborating, Greater Cleveland Congregations

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A community vision

As the City of Cleveland looks to transform neighborhoods through leveraged public and private investments, a strategic approach to the East 79th Street Corridor can be catalytic for Cleveland's East Side. Combining critical infrastructure investments, neighborhood services and economic development efforts at both the neighborhood and regional scale, this project can transform the lives of citizens who have experienced systematic disinvestment and inequity.

The focus on providing equitable opportunities through improved access and sustainable solutions is needed. **The dual approach of “by the neighborhood, for the neighborhood” and “by the neighborhood, for the region” provides a strong foundation from which to move forward, serving existing residents while expanding the East 79th Street Corridor’s positive impact.**

