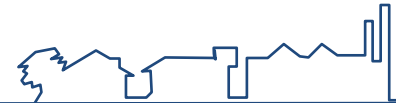




Lorain Avenue Pedestrian Plan



A Transportation for Livable Communities Initiative



JUNE 2013



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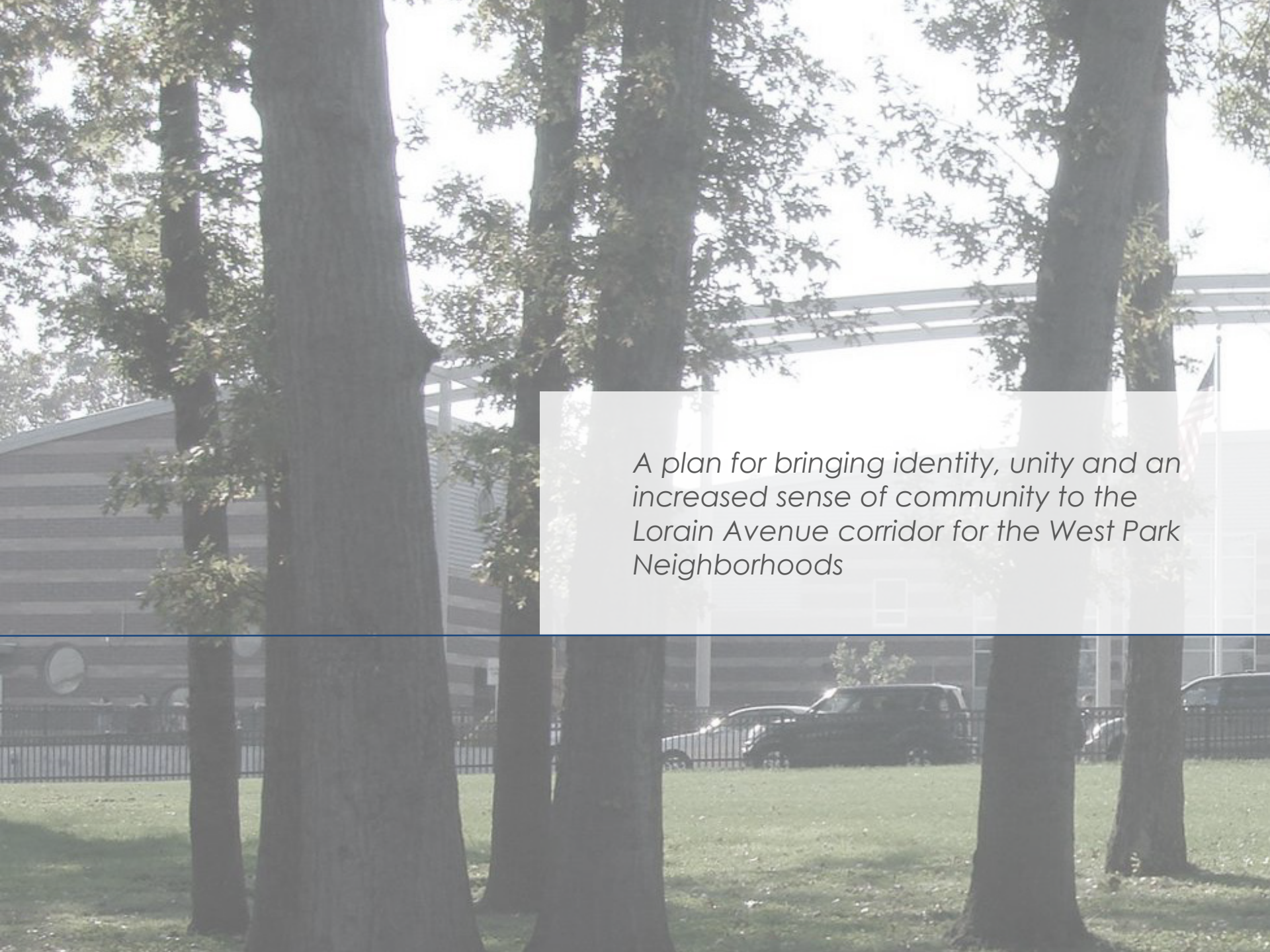
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A plan for bringing identity, unity and an increased sense of community to the Lorain Avenue corridor for the West Park Neighborhoods

Introduction



The Lorain Avenue Corridor

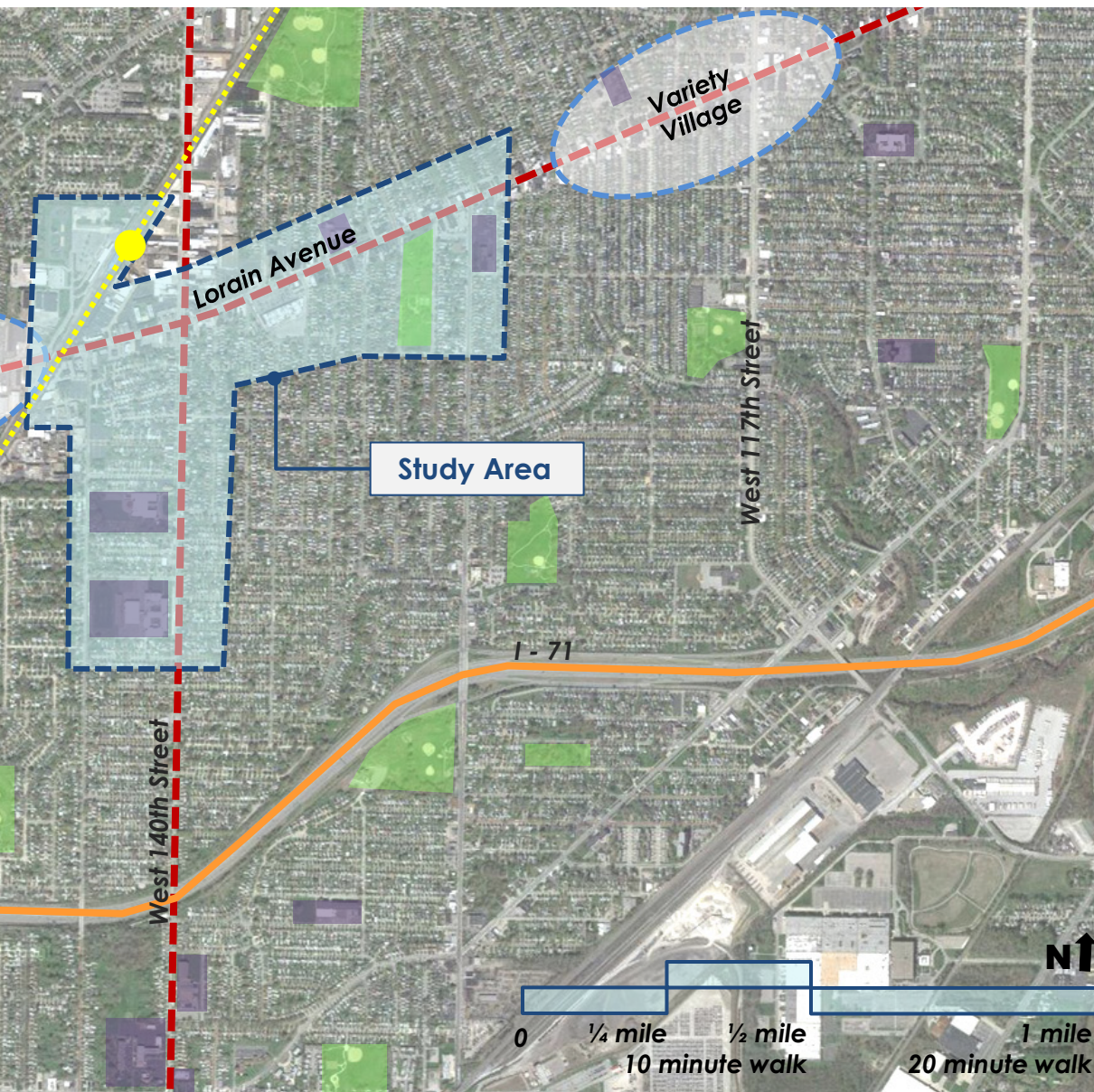
The Lorain Avenue Pedestrian Plan has been conceived as a means of coordinating efforts, emphasizing the West Park Neighborhood's identity and creating a sense of place to the Lorain Avenue corridor. The study area represents an all encompassing urban community, inclusive of the West Park Rapid Transit Station, the West 140th Street gateway, Jefferson Park, a traditional commercial district, retail destinations, stable neighborhoods and top performing schools.

Lorain Avenue is one of the primary corridors through the City of Cleveland's west side, connecting the Downtown Central Business District neighborhoods and surrounding communities. Along its path, the corridor passes through many different districts, commercial centers, and residential enclaves. Decades of change, including development, prosperity and decline, have affected the corridor in different ways, resulting in a wide variety of characteristics along its route. The Lorain Avenue Pedestrian Plan examines and re-imagines approximately one mile of the corridor, defined by the West Park Rapid train lines and West 130th Street. A strengthened corridor can re-establish connections and create stronger linkages within the West Park Neighborhood.

As is so often the case with roadways like this, neighborhood boundaries become blurred, activity areas are dispersed along the miles and changing land use patterns create varying conditions. The communities that existing along Lorain Avenue are undergoing the process of identifying their unique assets and attributes. This plan creates a vision for preserving the assets that have resulted in its success, enhancing the way in which the systems come together and positioning the area for long-term growth and success.



Community Context



The following goals have been used as a guide for analyzing the neighborhood, making decisions and prioritizing initiatives for implementation:

- Create a neighborhood center and transportation hub that unites the community's assets
- Improve pedestrian and bicycle connections and safety
- Strengthen ties to the RTA bus and Rapid lines
- Capitalize on the West 140th Education Corridor investment to help define realizable initiatives
- Beautify the area surrounding West 140th and Lorain

Drawing Key

- Study Area
- Emerging Neighborhood Centers
- Neighborhood Arterial Streets
- Highways
- Rapid Transit Red Line / Stations
- Parks / Green Spaces
- Schools

The Planning Process

The study was funded through a Transportation for Livable Communities Initiative (TLCI) grant, established to prioritize transportation and economic development planning within core urban communities. Linking transportation planning with redevelopment opportunities helps build upon the value of redevelopment opportunities, maximize public and private investments and plays an important role in the region's growth and sustainability.

The Bellaire-Puritas Development Corporation partnered with the City of Cleveland and enlisted the services of City Architecture to apply for and win this competitive grant for federal funding administered by the Northeast Ohio Areawide Coordinating Agency (NOACA). With the attainment of the TLCI grant, Bellaire-Puritas is proactively and strategically planning for the neighborhood's future.

Through the TLCI program, NOACA is able to support planning efforts that promote an enhanced quality of life in urban districts. Throughout the study, transportation concepts are paired with redevelopment opportunities and scenarios with the purpose of envisioning and realizing a sustainable and balanced future for the Lorain Avenue corridor.

Goals of the Transportation for Livable Communities Initiative

The TLCI provides federal funding or technical assistance for the planning of transportation projects that meet the following goals:

- Enhance the **economic viability** of existing communities within the region
- Enhance the region's **quality of life**
- Enhance a community's **identity**
- Foster **compact land use** development/redevelopment
- Facilitate accessibility by **improving the range of transportation choices** by adding or improving pedestrian, transit or bicycle facilities
- Reduce **air and water pollution** through best management practices
- Encourage **fuel and energy conservation**
- Promote a **healthier community** through planning and environmental linkages from an integrated transportation perspective
- Preserve and **enhance open space**
- Assist the **redevelopment of urban core communities**
- Result in projects that can **compete at the regional level for capital funds** through NOACA's regional transportation investment process
- Enhance the **historic, scenic and environmental elements** of the transportation system
- Improve the **safety and efficiency** of the existing transportation system

Continuous interaction, public outreach and community input have all led to a shared-vision plan that outlines a future for the Lorain Avenue corridor within the West Park Neighborhood. Concepts and initiatives are strategically related with the intention to meet the needs of all those involved today and that can adapt to meet changing demands through time.

Throughout the process of developing the planning process summarized within this report, a diverse group of neighborhood residents and stakeholders helped guide the decisions and strategies for the neighborhood's main street. These groups provided insight into the neighborhood's evolution, business growth, real estate trends, residential livability and evaluate alternatives for both public and private investment. Feedback was generated through Steering Committee meetings, community-wide meetings, the tabulations of surveys distributed at a community festival and meetings with the Bellaire-Puritas Development Corporation and City of Cleveland. The feedback received has directly affected the plan's development and will continue to guide the neighborhood's future.



Community Participants

The creation of the Lorain Avenue Pedestrian Plan is a result of participation by many community stakeholders. The following individuals graciously donated their time and energy, serving on the Steering Committee or participating with the planning team:

Bellaire-Puritas Development Corporation

Bryan Gillooly – Executive Director
Melissa Miller – Planning and Safety Coordinator
Lori Ashyk – Grants Coordinator
Rachel Napolitano – Neighborhood Marketing Specialist

City of Cleveland:

Martin Sweeney – Councilman, Ward 18
Robert Brown – Director, City Planning Commission
Thomas Jordan – City Planning Commission
Marty Cader – City Planning Commission



Neighborhood Stakeholders:

Paul Vasko – Vinny's Beverage
Ken Hill – St. Vincent de Paul Church
Jeanne Schuette – Neighborhood Resident
Keith Schuette – Neighborhood Resident

Greater Cleveland Regional Transit Authority:

Maribeth Feke
Valerie Webb

Ohio Department of Transportation:

John Motl
Melissa Bartizal

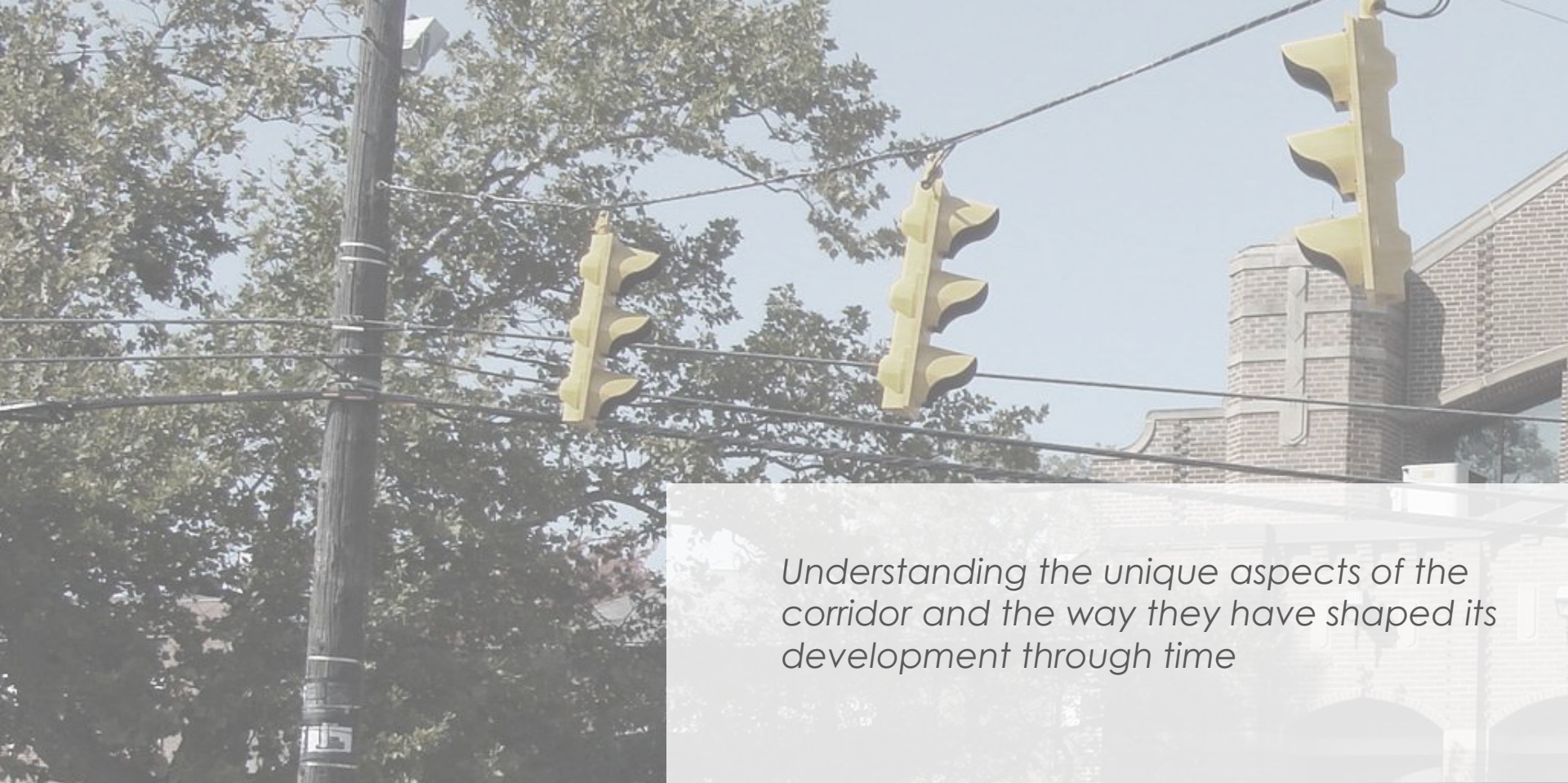
NOACA:

Ryan Noles – TICI Project Manager
Mahmoud Al-Lozi – Principal Planning Engineer

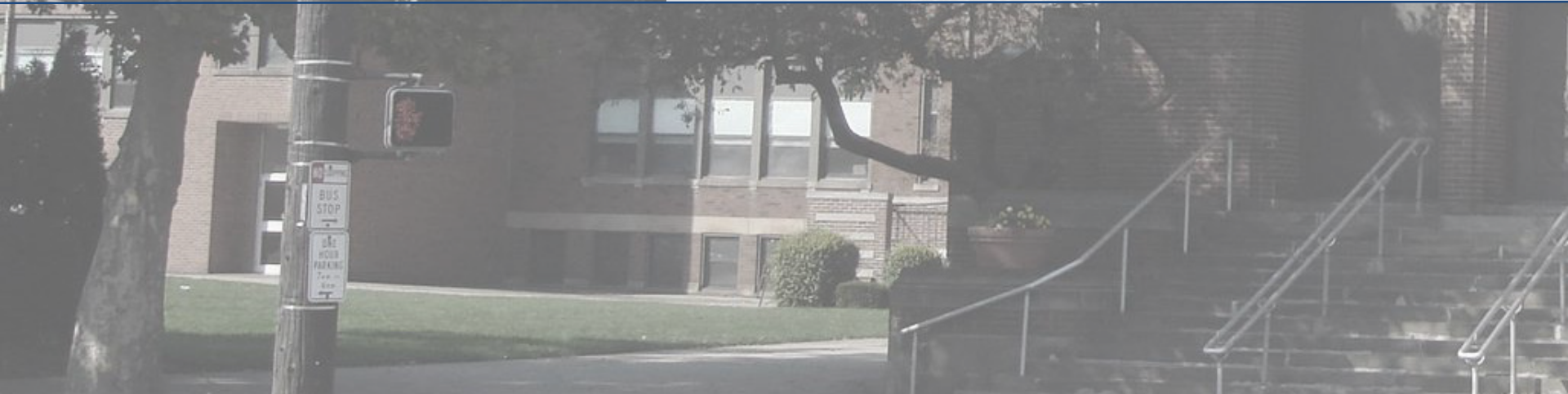
City Architecture:

Paul Volpe
Matt Schmidt
Sukant Bhatnager

A special thank you goes out to all of the community residents that participated in this process through their input at meetings and by completing surveys and to the St. Vincent de Paul parish for hosting the community meetings.



Understanding the unique aspects of the corridor and the way they have shaped its development through time





Analyzing the Neighborhood



Neighborhood Context

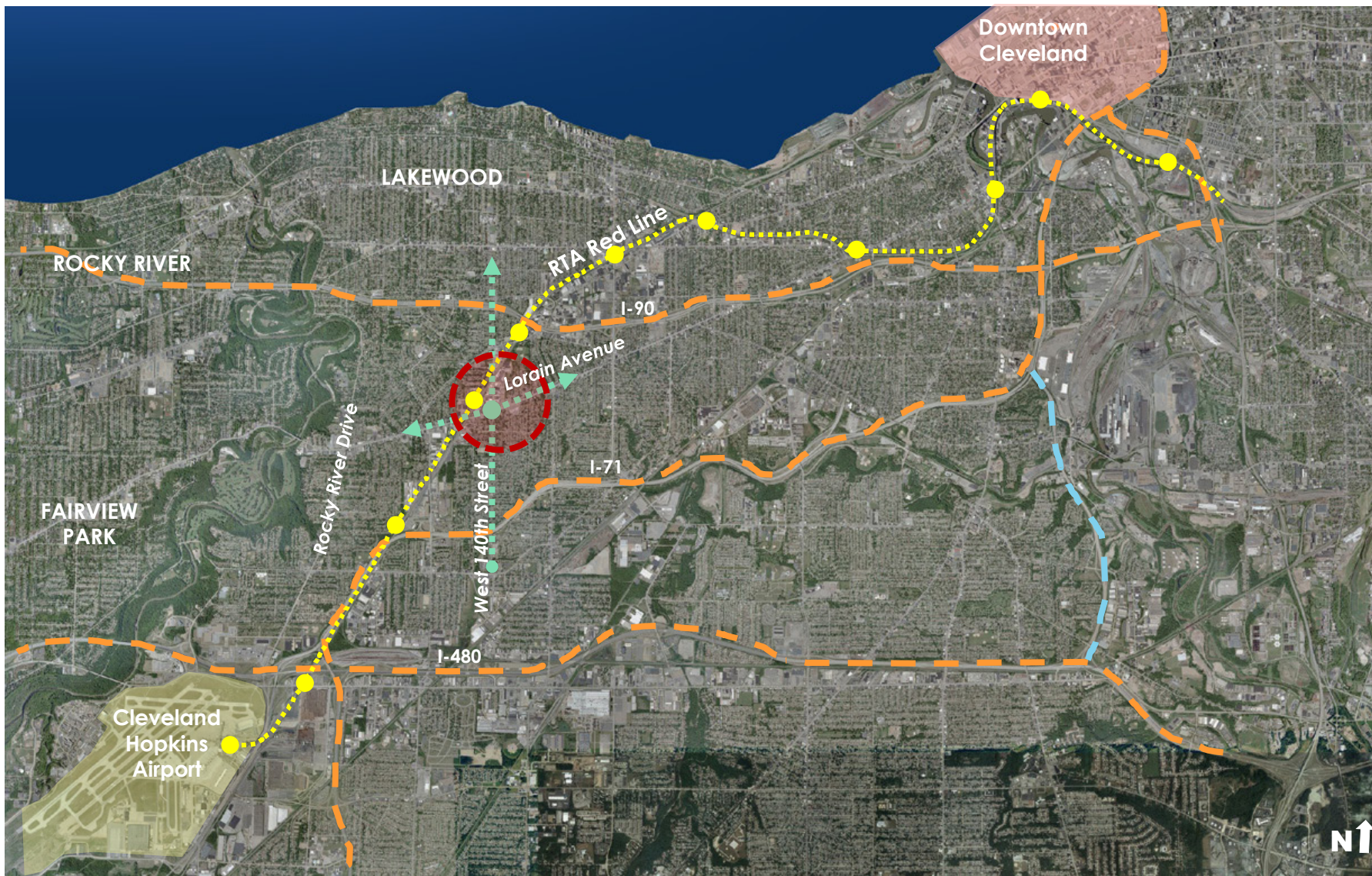
Cleveland's West Park Neighborhood occupies an important place within its surrounding context. The neighborhood is central to the surrounding interstate network, and an integral district within the Greater Cleveland Regional Transit Authority's public transportation network. The proximity and ties to these important routes have brought West Park a great deal of growth and success throughout its evolution.

With the changing atmosphere and the gradual disinvestment that has been seen in many urban neighborhoods, the West Park Neighborhood has remained one of the most stable among Cleveland communities. This is due in many ways to the regional infrastructure that has been constructed surrounding the neighborhood. Industry and corporations have grown around the interstates and the rail lines, building a strong base of employment opportunities throughout the western side of the City of Cleveland and West Park community. In addition, the neighborhood is immediately accessible to Downtown Cleveland, the airport and surrounding suburban communities via both car, bus and light rail. This offers an even greater opportunity for access to jobs, cultural amenities and retailers than many of the other City neighborhoods.

However, the inter-connectedness of this neighborhood goes beyond the transportation network, and includes an array of cultural districts, commercial destinations and recreation areas. The Rocky River Reservation, one of greater Cleveland's premier natural amenities, has multiple access points throughout the West Park Neighborhood, providing residents with access to walking, biking, running and bridal trails, as well as the river and lakefront.

Regional Context

- West Park is a 13 minute drive to Downtown
- The neighborhood is a 6 minute drive to Cleveland Hopkins Airport
- West 140th Street / West 150th / West 130th and Triskett Road provide direct connections between I-90 and I-71
- The West Park RTA Station links the neighborhood to Downtown and the Airport
- The Rocky River Reservation is 10 minutes to the west



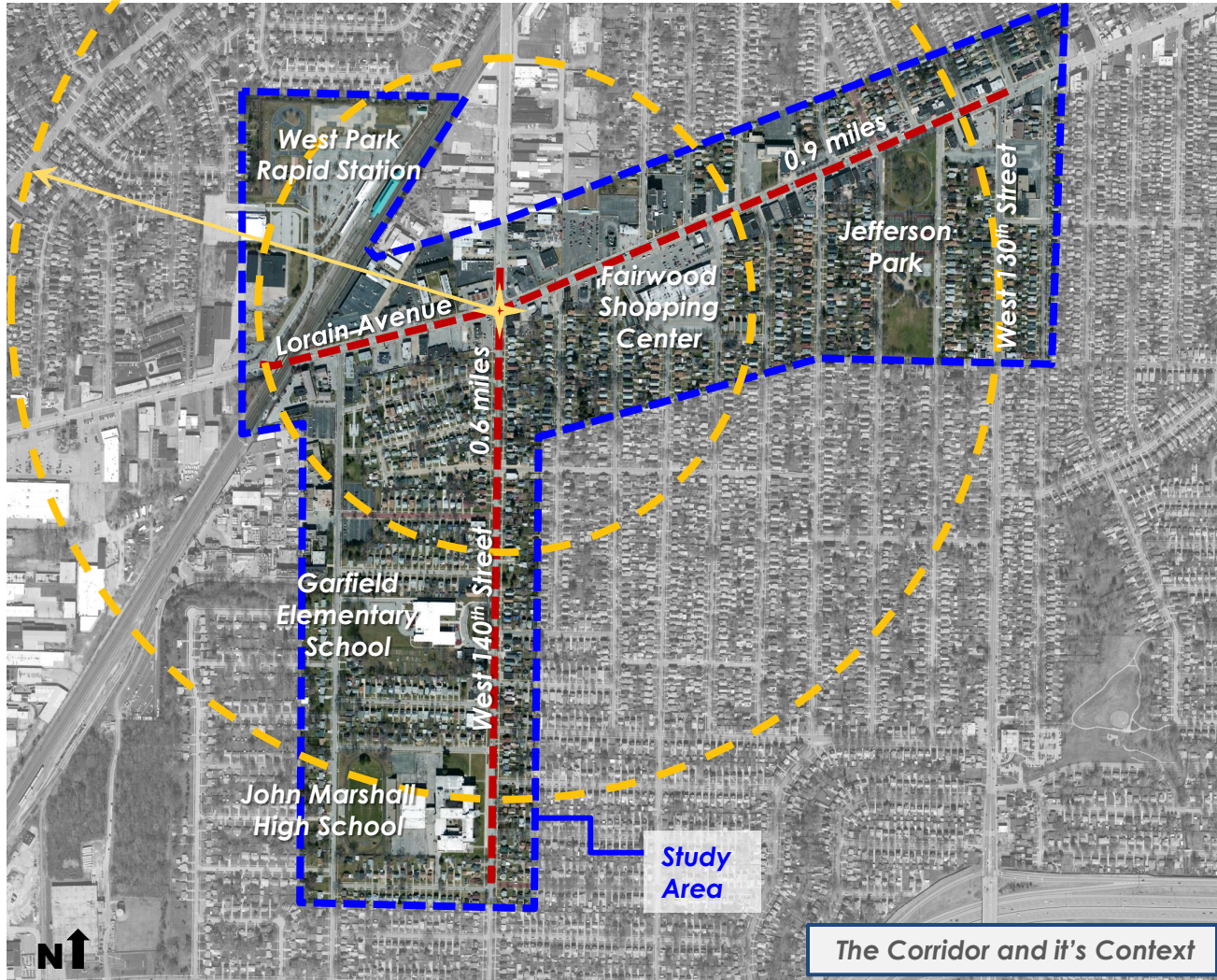
The West Park Neighborhood

The study area for this Transportation for Livable Communities Initiative Plan has a focus around Lorain Avenue's intersection with West 140th Street. Although not the physical center of the neighborhood, West 140th Street is the area's primary linkage to the north and south, providing connections to the surrounding neighborhoods and interstate system. To the south of Lorain Avenue, West 140th Street is taking on a new role and identity within the West Park Neighborhood as its Education Corridor.

The newly constructed Garfield Elementary School and ongoing reconstruction of John Marshall High School create an institutional base within the blocks immediately adjacent to Lorain Avenue. However, the notion of the Education Corridor extends the full length of 140th, connecting south to Artemus Ward Elementary School, Birchwood School and the Rockport Branch of the Cleveland Public Library.

The schools and public institutions that define the neighborhood have an important impact on this study. Students from throughout the community walk to and from these venues every day, in many instances utilizing Lorain Avenue and the public transit lines. John Marshall High School students in particular, coming from a broader geographic region, utilize the bus lines and Red Line Trains via Lorain Avenue.





West Park Neighborhood has consistently been one of the City's most desirable places to live due to its many unique and exciting attributes:

- The public schools are among the highest performing within the district and region
- There is a rich diversity of ethnic and social backgrounds among residents
- Local and unique business development is prioritized
- The neighborhood is becoming known for its commitment to sustainable and green planning
- The largest concentration of jobs outside of Downtown are found throughout West Park
- There have been a very low percentage of foreclosures in comparison to other similar communities
- West Park offers urban living and proximity to amenities, within a family-oriented neighborhood atmosphere

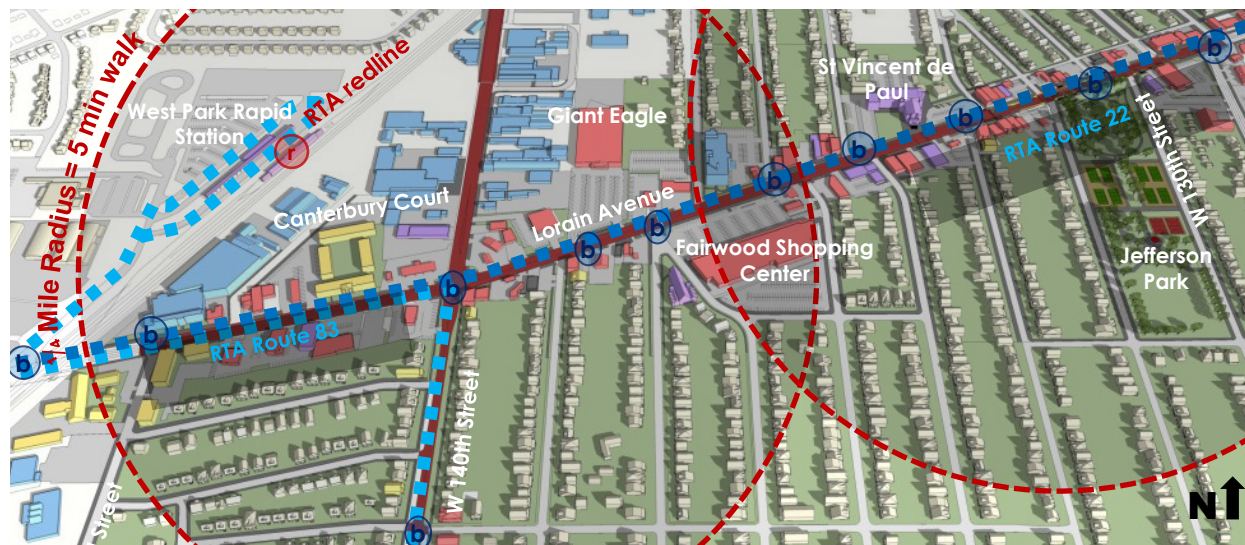
Neighborhood Center

Lorain Avenue as a Neighborhood Center

Lorain Avenue within the study area is composed of a mixture of commercial uses, institutional stakeholders, residential apartments, businesses and public spaces. The corridor contains the wide array of uses that are often desired within other neighborhoods trying to emulate the characteristics that define West Park. Retaining these characteristics is due to the strong population, ethnic influences of residents, good schools and institutional anchors that exist. Amenities like Jefferson Park, grocery stores, St. Vincent de Paul Parish, a drug store and local restaurants all contribute to this stable base that is unified by the public transit network. Lorain Avenue is one of the Transit Authority's heaviest traveled corridors, with multiple bus routes connecting throughout the region.

The West Park Rapid Station, located along the rail lines at the western edge of the district, serves as the central bus transfer station for routes within the area. The public transit lines are true amenities for the residents of West Park, providing alternative transportation opportunities for residents that don't have access to a car for cultural, economic or age-related reasons.

Despite the many benefits to that this mixture of uses has within the neighborhood, there are also challenges and issues that result. Over time, a wide array of development styles have been constructed, disinvestment in select properties has occurred, areas along the right-of-way no longer accommodate pedestrians comfortably or the needs of the automobile have over-taken those of other multi-modal transportation options. Through this plan, the issues that the neighborhood faces will be transformed into opportunities for reinvestment that will support the assets and character of the community.





Neighborhood gateways do not provide a sense of arrival

This is the opportunity to determine the message they should portray



The West Park Station is disconnected from the neighborhood

Public transit connections are an important community asset



Lorain Avenue is a long street with little distinction between neighborhoods.

Through this plan an identity can be defined for the neighborhood



Disparate land uses are located throughout the study area

Identifying redevelopment opportunities can help to bring unity



West 140th Street is becoming an education corridor

These civic assets can better connect with the greater neighborhood



Some properties are not comfortable to walk and bike past

Improvements can demonstrate community values



Issues

➤ Opportunities

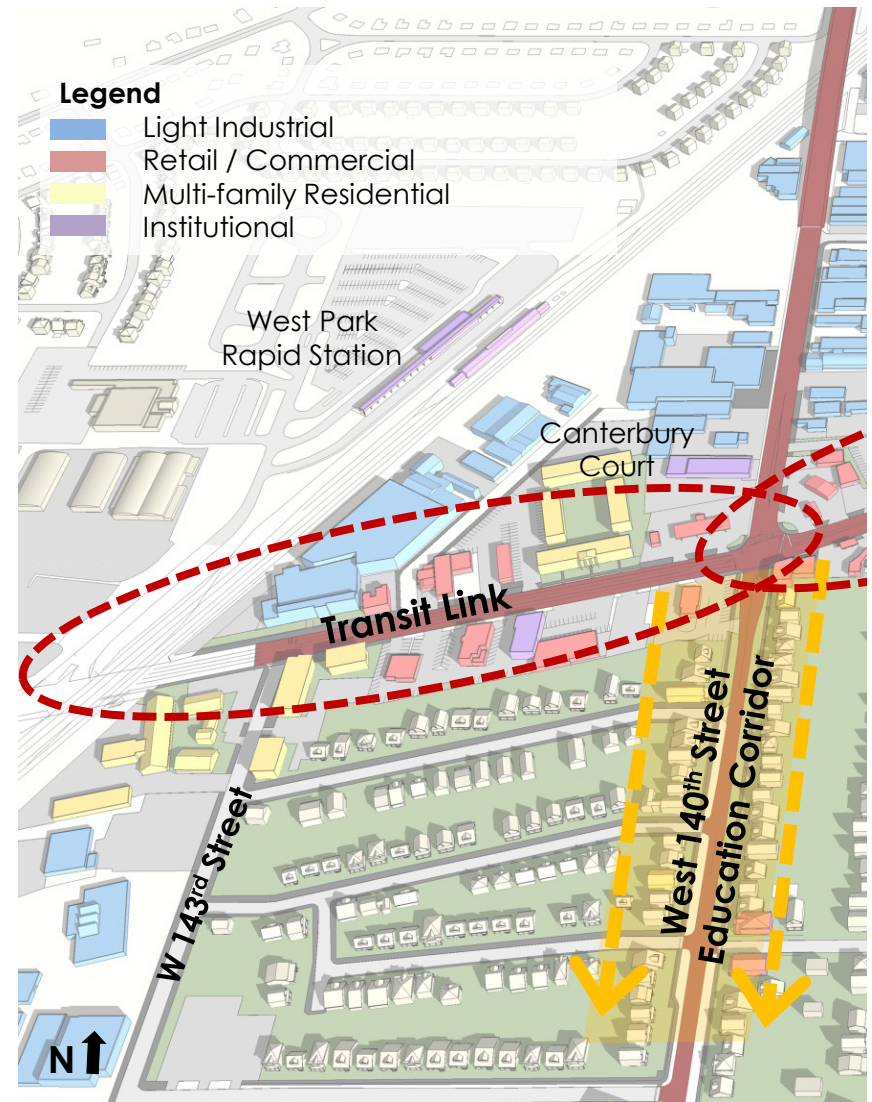
Neighborhood Districts

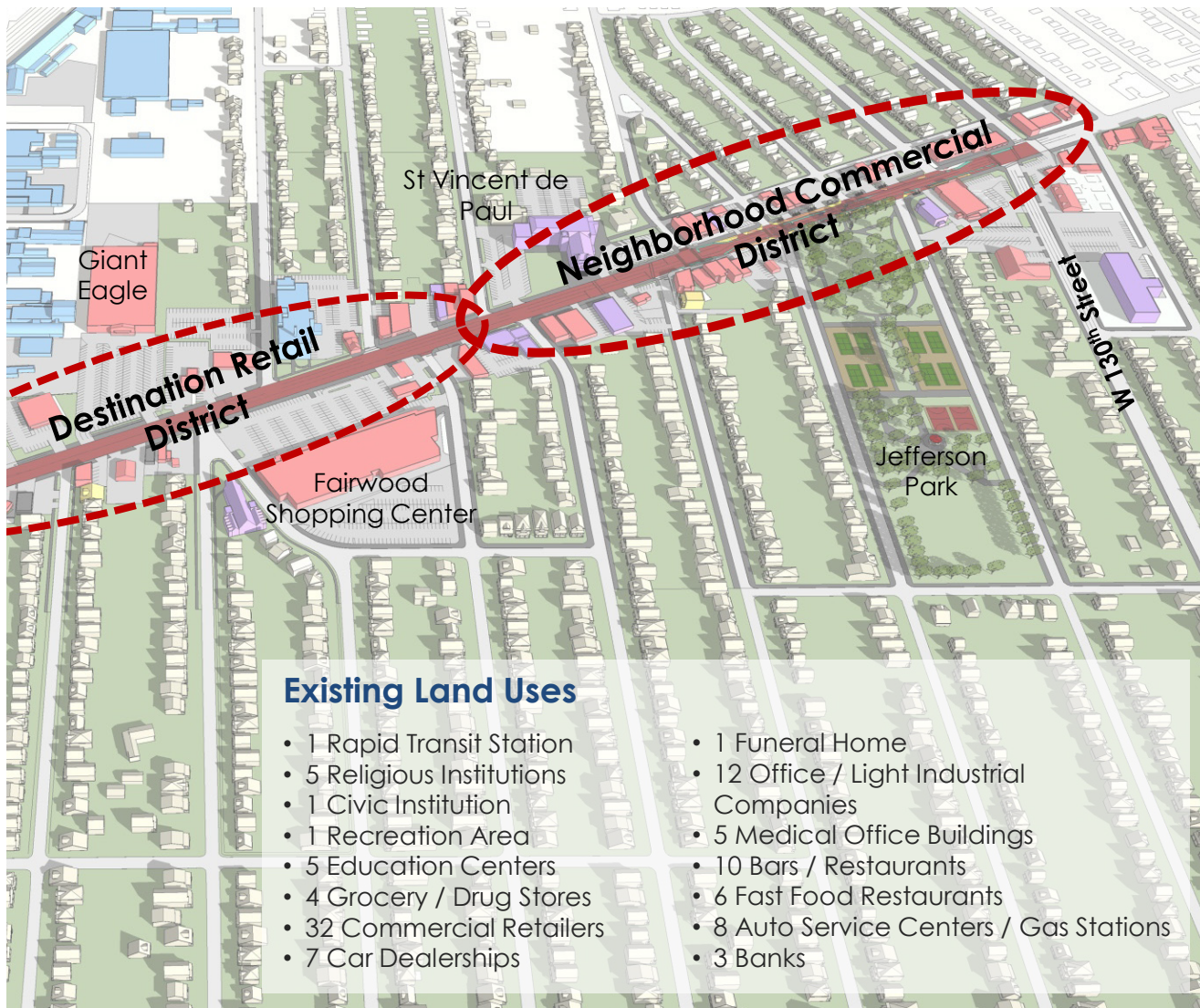
The Lorain Avenue corridor has three distinct districts that emerge when analyzed. Each district is characterized by the way in which buildings relate to the corridor, land uses are organized and how the street functions. The three districts each have their own assets and challenges, and in many ways are representative of the array of conditions that exist along the full length of Lorain Avenue as it passes through the City of Cleveland. The districts include:

The Transit Link – A portion of Lorain Avenue along which disparate uses come together that connects with the railroad corridor and the West Park Rapid Transit Station.

The Destination Retail District – A neighborhood-wide attraction that is characterized by larger-scale retail amenities essential to supporting resident needs.

The Neighborhood Commercial District – The historic, mixed-use neighborhood center that brings together living, shopping, office and recreational uses within a traditional, walkable setting.





The Transit Link

- West Park Rapid Station to West 140th Street
- 0.5 miles long
- Approximately a 10 minutes walk
- Primary transportation options: cars, busses, rapid train

The Destination Retail District

- West 140th Street to West 135th Street
- 0.3 miles long
- Approximately a 6 minutes walk
- Primary transportation options: cars and busses

The Neighborhood Commercial District

- West 135th Street to West 130th Street
- 0.3 miles long
- Approximately a 6 minutes walk
- Primary transportation options: cars, busses and by foot

The Transit Link

At the western edge of the study area, the Transit Link is the most diverse of the three redevelopment districts. These blocks consist of a mixture of commercial plazas, fast food restaurants, gas stations, apartment complexes and an industrial business complex. The majority of these properties were designed and constructed to easily accommodate the automobile. As a result, the district and this portion of the corridor provide few amenities for pedestrians, cyclists or transit riders.

However, despite these patterns, this district is extremely important from a multi-modal transportation standpoint. As the neighborhood's connection to the West Park Rapid Station, there are many residents and students that walk to and from the station, with the potential to increase use through improvements to the district. Students use the Rapid and the Lorain Avenue bus routes to travel to and from the schools on West 140th, while the apartment complexes that exist adjacent to the tracks house families that rely on alternative forms of transportation to access retail, jobs and other amenities.

The streetscape environment itself is dominated by driveways and curb cuts. With some spanning the length of the properties, these long curb cuts create additional areas of conflict between pedestrians, cyclists and cars. Where breaks between driveways exist, heavily used bus stops exist at the corners of both West 140th and West 143rd

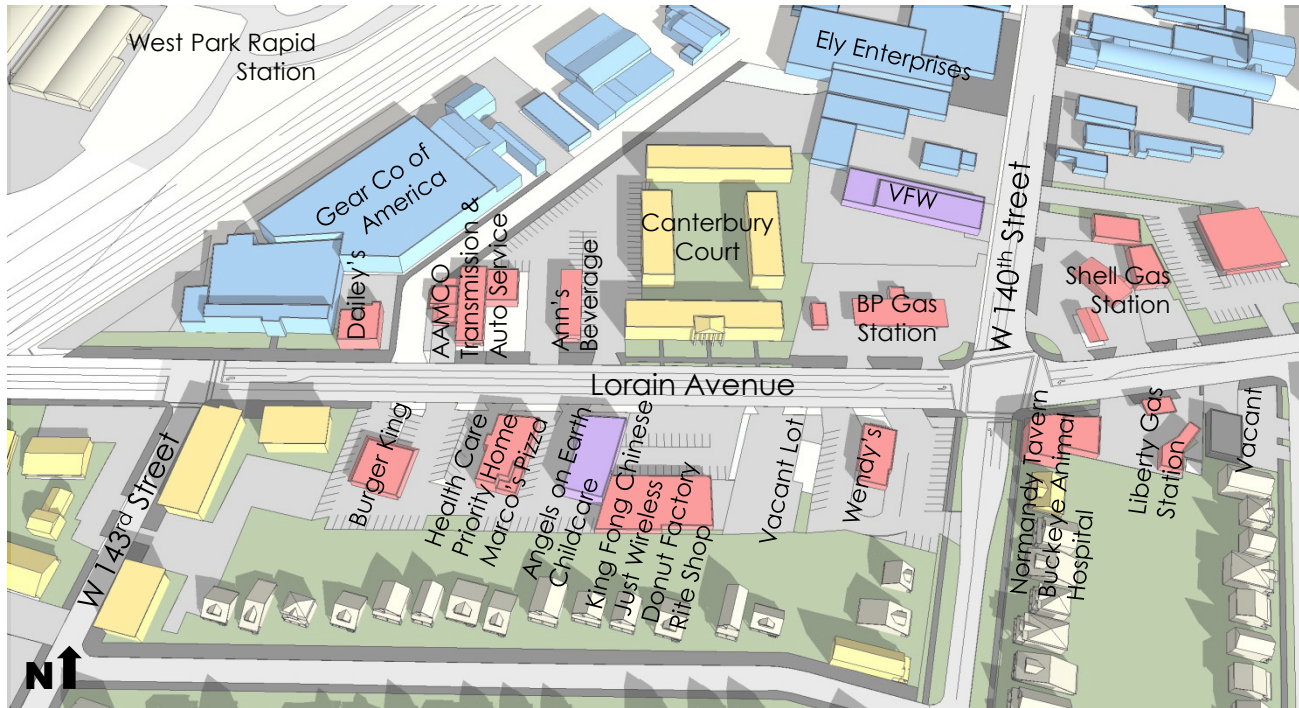
Streets. There are often large numbers of students that gather at these, but there are minimal accommodations provided. Once off the bus, the streetscape itself does little to shelter pedestrians from cars, both on the street and within adjacent parking lots. There are landscaped areas within the district, and with West 140th as a primary gateway into the community the overall character of the district does not represent the values of the surrounding West Park residents.

Elements of a transit-based community are present - efforts should be spent re-connecting the greater neighborhood to the West Park Rapid Station and the West 140th Street Education Corridor.



Planning Objectives

- Emphasize West 140th as a neighborhood gateway
- Balance disparate land uses
- Better define the sidewalk area from that of the roadway
- Minimize the division created by the railroad bridge
- Lessen the impact of parking lots
- Create a multi-modal intersection at West 140th



Land Use Legend

- Light Industrial
- Retail / Commercial
- Multi-family Residential
- Institutional



The Destination Retail District

The destination retail district forms the core of the study area, reaching from the neighborhood's gateway at West 140th Street to West 138th Street. The land uses that dominate this district tend to be larger in scale, having a broader outreach in terms of their customer base. Retailers such as Giant Eagle, Advanced Auto Parts, and the Marc's in Fairwood Plaza are indicative of the character that prevails. Their designs tend to be more auto-oriented in nature, yet are considered to be both community-based and neighborhood-wide amenities. As such, they are supported by a wide range of users and serve the important function of bringing a diverse range of patrons to the study area.

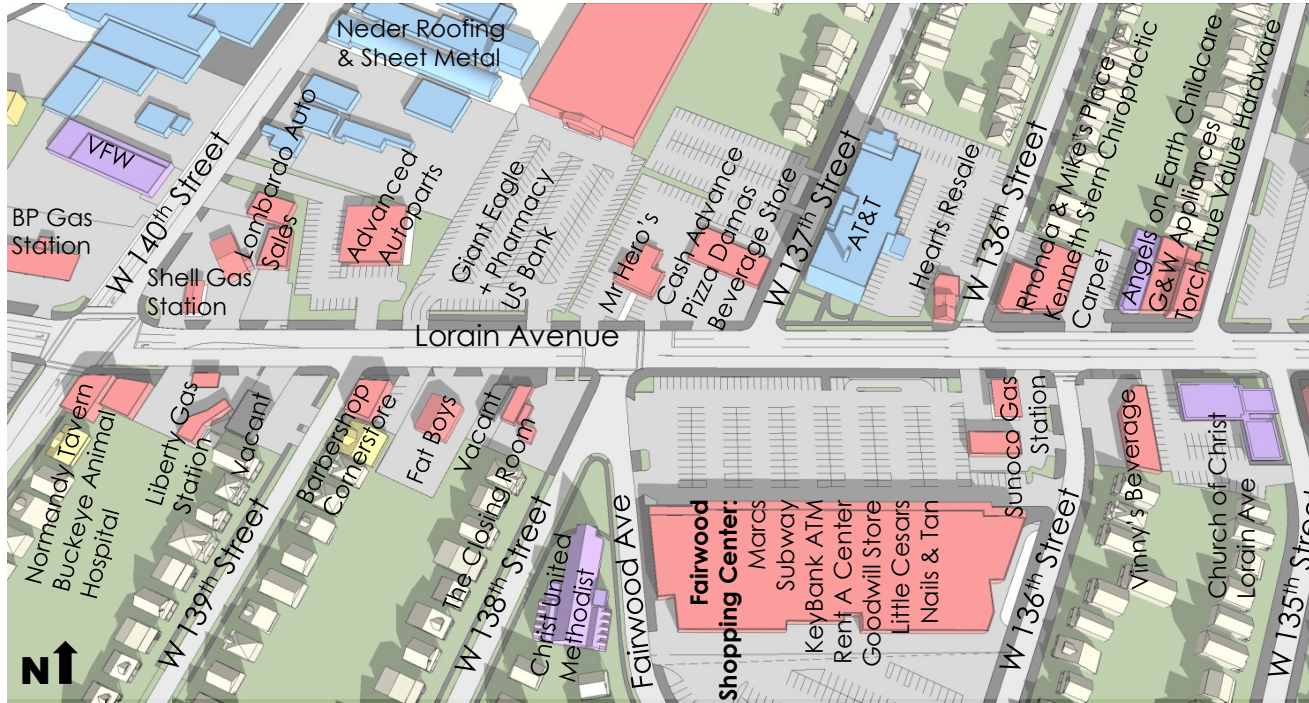
Many of the properties throughout this district were developed during a time period in which the automobile was the prominent form of transportation. Although that is still the case today, contemporary site design within urban neighborhoods such as this prioritizes a stronger balance between the needs of users of all modes of transportation. Despite this shared characteristic with the Transit Link, the Destination Retail District had a stronger pedestrian base, supported by the nature of the uses and retailers that create a stronger tie with the community's needs. Furthermore, the surrounding residential blocks are oriented so that they run perpendicular to Lorain Avenue, resulting a greater number of linkages for residents.

Within the Destination Retail District, there is a need to create a better balance between the uses and amenities that exist and the surrounding community. As a means of ensuring a mutual benefit can be derived, the properties, public spaces and infrastructure network would benefit strongly from greater unification. This would result in an environment that not only serves residents of the surrounding community and greater neighborhood, but would do so in a manner that creates a safe and accessible environment in which to do business.

This segment of Lorain Avenue serves as a retail hub for the greater neighborhood – it would benefit from enhanced continuity and an defined pedestrian experience.



Planning Objectives



- Reconnect this district to the east and west
- Soften the pedestrian environment through landscaping and amenities
- Buffer parking lots from the sidewalks
- Determine a retail strategy that will strengthen the district as a destination
- Eliminate unnecessary curb cuts
- Strengthen ties between the retail and neighborhood blocks

Land Use Legend

- Light Industrial
- Retail / Commercial
- Multi-family Residential
- Institutional



The Neighborhood Commercial District

At the eastern edge of the study area, the Neighborhood Commercial District acts as the civic and community core of the neighborhood. The building fabric that surrounds Lorain Avenue is significantly older than that found within the previous districts. The structures that define the streetscape are constructed so that they front the right-of-way, create a defined edge to the street and include storefronts that activate the public spaces along the sidewalk. Interspersed with these historic, mixed-use buildings are civic institutions such as St. Vincent de Paul Church and Jefferson Park that further define the Neighborhood Commercial District as a mixed-use activity hub.

In places along the corridor, new development has replaced the traditional storefront buildings. This has had a mixed effect on the function of the surrounding street and the atmosphere of the public spaces. A new CVS drug store was constructed on the south side of the street between West 130th and West 132nd Street. Similar to the grocery stores, this drug store creates a neighborhood-wide amenity. However, it was planned and built in a manner that reflects the character of the buildings around it by fronting the sidewalk, incorporating landscaping along the parking lot and bus stop improvements within the block. However, other instances are found in which smaller corner parcels have become used car lots. As they are typically designed with minimal landscaping between the parking lots and sidewalks, they create voids and gaps in the otherwise consistent streetscape.

The Neighborhood Commercial District is the most pedestrian-oriented and inviting within the study area. In many cases, the buildings are set slightly back from the right-of-way, creating wide sidewalks that provide areas that are inviting for walking and waiting for the bus. Despite the sidewalks' ability to support these forms of use, there remain opportunities for improving their character, role and the way in which the buildings and public spaces work together with one another. For example, there are limited instances in which landscaping is integrated into the sidewalk to soften the environment, outside of select restaurant patios there are no gathering spaces along the sidewalks and many of the bus stops do not provide a place for riders to sit while waiting.

The eastern end of the study area retains much of its historic building fabric – through coordinated public and private investment it can be strengthened as a neighborhood center

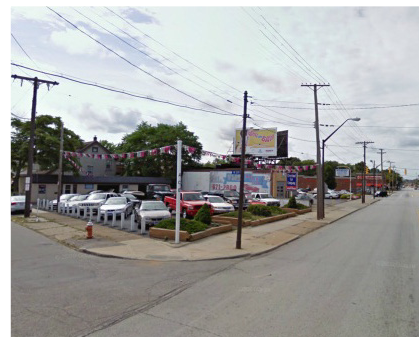
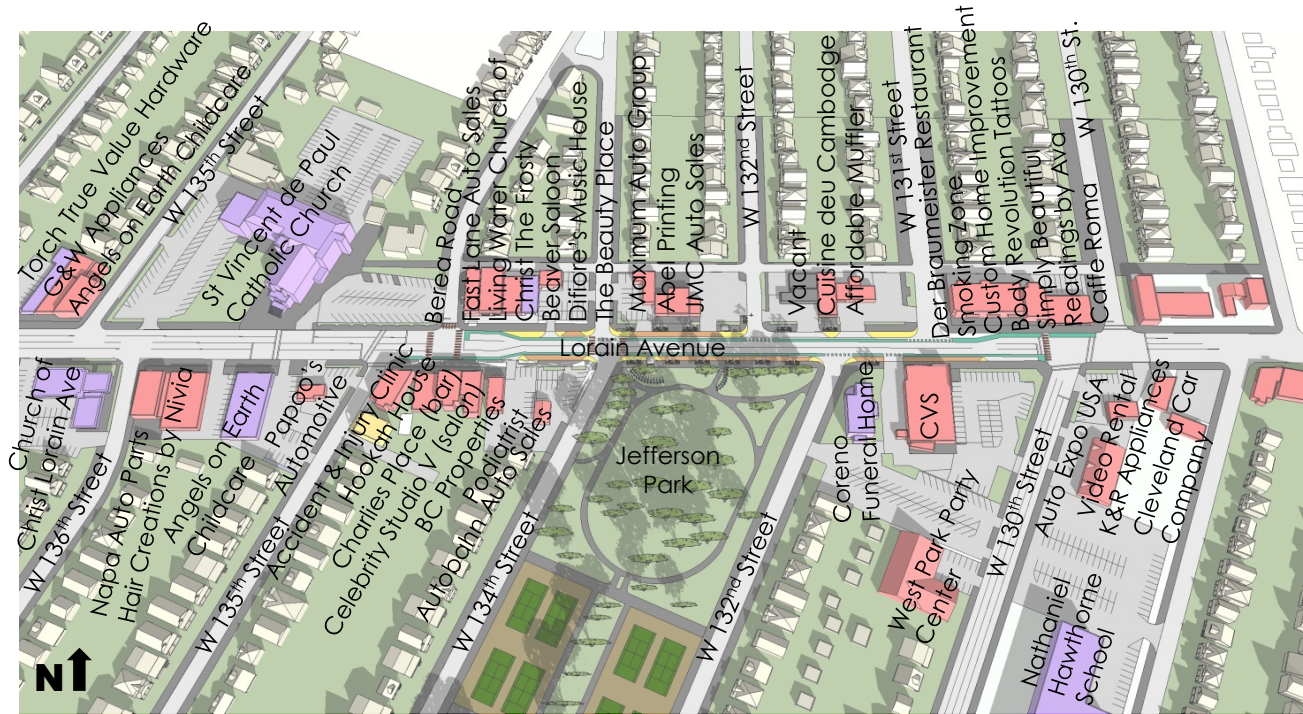


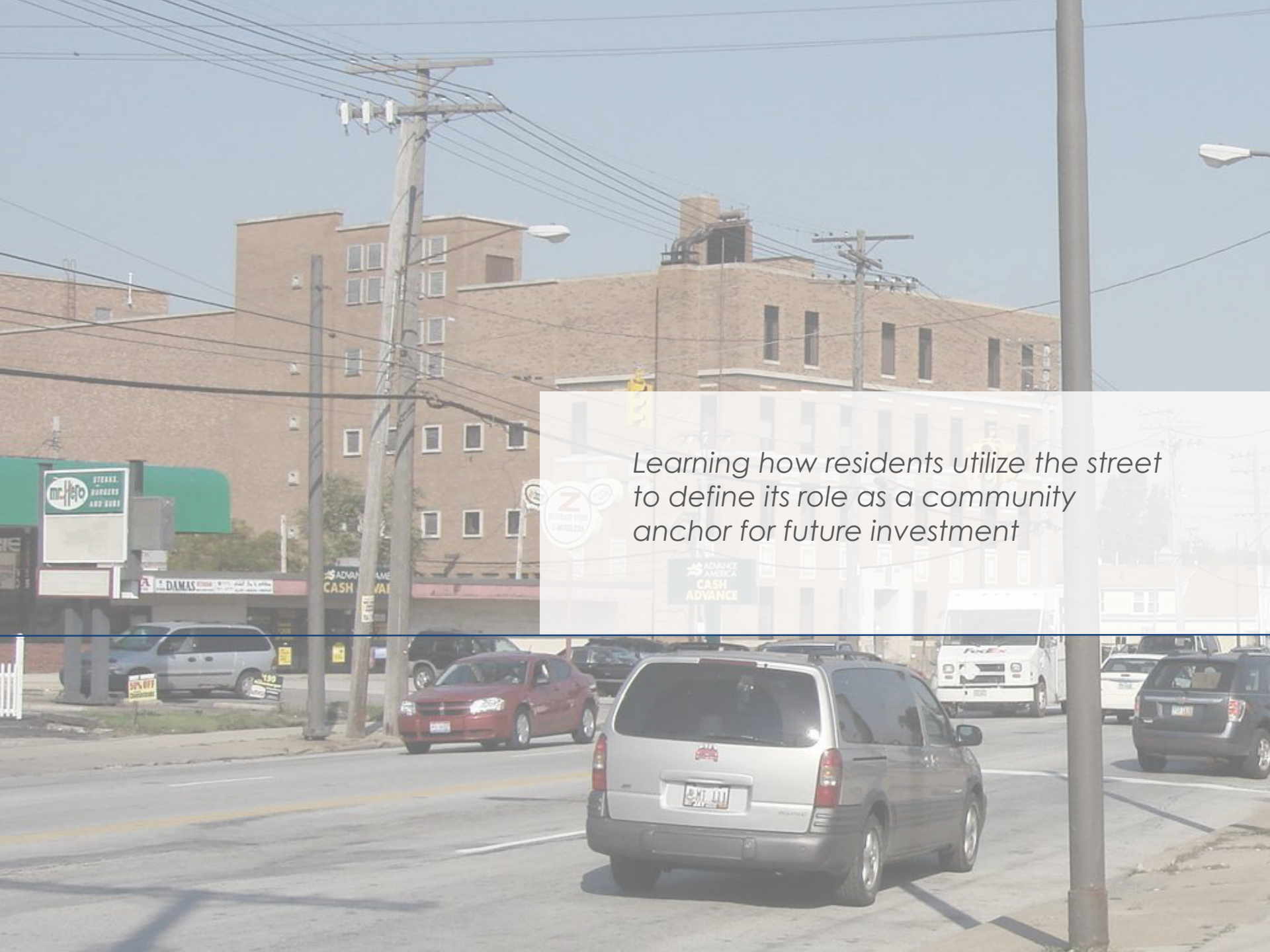
Planning Objectives

- Foster a sense of neighborhood identity as an activity center
- Better utilize land surrounding Jefferson Park to unite it with the Lorain Avenue corridor
- Promote continued storefront renovation programs
- Integrate bicycle safety enhancements
- Envision pedestrian / public transit initiatives that complement the storefront retail
- Enhance heavily used bus stops / linkages to the West Park Station

Land Use Legend

- Retail / Commercial
- Multi-family Residential
- Institutional





Learning how residents utilize the street to define its role as a community anchor for future investment



ADVANCE AMERICA
CASH ADVANCE

Determining Community Values



Neighborhood Survey

As a part of this planning process, and a means of better understanding the best way of affecting change, a survey was developed and distributed to residents. At a community wide Arts Festival held at Jefferson Park, in the heart of the Neighborhood Commercial District, the opportunity was taken to interact with West Park Neighborhood residents to garner opinions and feedback. The Arts Festival created an opportunity to introduce residents to the study, and reach a broader audience than is typically possible within a community meeting. Residents of all ages and backgrounds from across the West Park Neighborhood attended the festival, and participated in the survey process.

The survey was designed to gain input from residents about the neighborhood, the way the street functions and how people use Lorain Avenue and its businesses. In addition, this opportunity was used to interact with residents with children to learn more about their impressions of how the physical environment affects how students travel between home and the schools. This information is important in understanding how to ensure that the West 140th Street Education Corridor remains a true neighborhood asset and integral part of the community.

The following demonstrate a summary of the opinions and feelings of residents that took the survey, and the information that came from them to inform this transportation and redevelopment plan:



Impression of Lorain Avenue in **ONE** word...

- **NEEDS IMPROVEMENT**
- **OUTDATED**
- BUSY
- UNDERUTILIZED
- ACTIVE
- **RUNDOWN**
- AVERAGE
- OVERLOOKED
- CONGESTED
- **BLEAK**
- DIRT
- DECENT
- A MESS
- OLD
- BARS
- **GETTING BETTER**
- BUSY
- UNINVITING
- **DEVELOPING**
- VARIETY
- DIVERSE
- **PRODUCTIVE**

Impression of Lorain Avenue in **TEN** words or less...

- **Needs improvement**, but **plenty of opportunity** for small business
- Interesting mix of small business
- Needs to be cleaner and needs street repair
- **Less than attractive**, has a lot of potential
- It makes me feel **very sad**
- **Convenient** for school, gas, and shopping
- **Poorly maintained** driving lanes and **drab sidewalks/storefronts**
- Great, **walkable**, and attractive
- **Just a by-way** not necessarily a destination

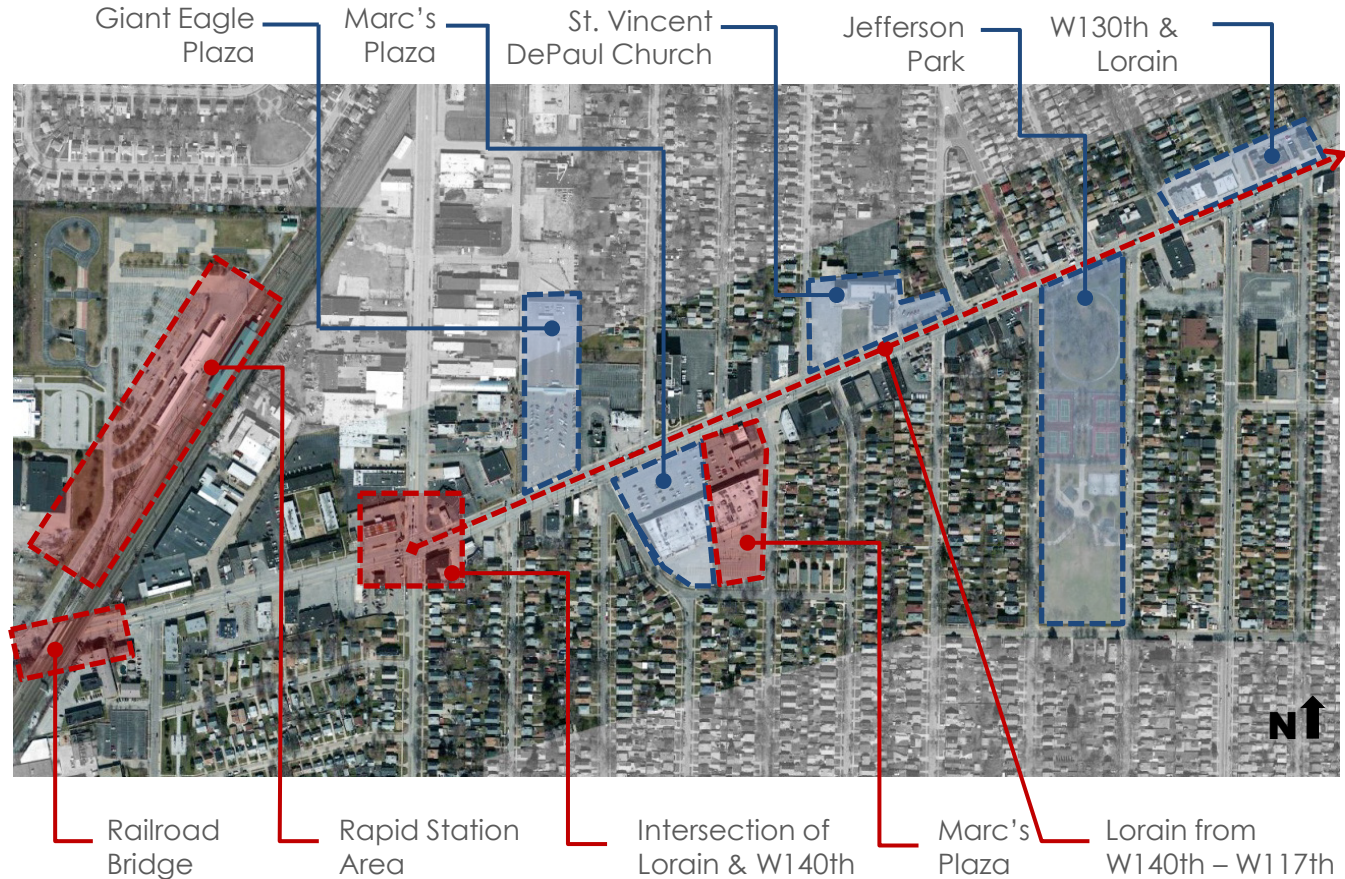
Residents view Lorain Avenue between West 130th and the RTA station as a thoroughfare rather than a destination, but believe in a rejuvenated future.

When asked about their impressions of Lorain Avenue, residents gave a wide array of responses to describe their feelings towards the corridor. However, there were common themes and responses that repeated throughout the different surveys. **Respondents recognized that Lorain Avenue serves as the center of the neighborhood, and that it holds an important role in the future success of the area. However, they believe that the street and its commercial districts are outdated and in need of investment from an aesthetic standpoint.** The optimism of residents prevailed though, as they found the area to be “productive, developing and getting better.”

Assets and Opportunities

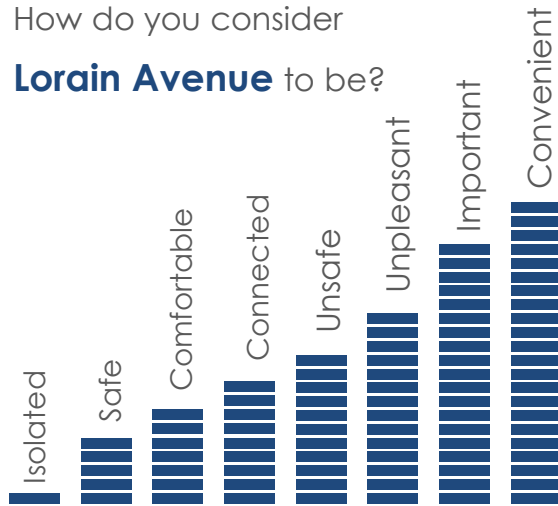
In line with the variety of responses that were received relative to the impressions of Lorain Avenue, when asked to identify the “best” and “worst” places along the street respondents had similarly diverse and in cases conflicting answers. As seen on the adjacent map, the places that were most referenced as the best (seen in blue) are in the eastern districts and the amenities that most affect the day-to-day lives of residents. However, the areas that residents felt were the worst along the corridor (shown in red) were chosen for aesthetic reasons. For example, Fairwood Plaza was identified as both one of the bests and worst places. Residents appreciate the amenities and services that it provides, but do not like the way the property looks and addresses Lorain Avenue

The **Best** of Lorain Avenue

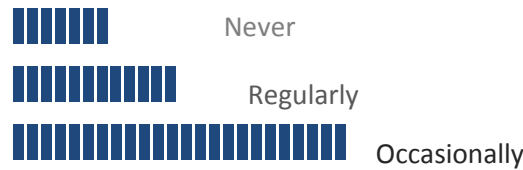


The **Worst** of Lorain Avenue

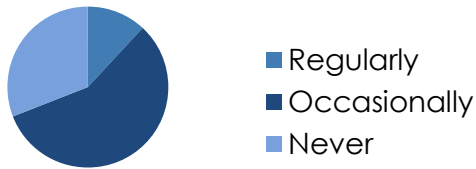
How do you consider
Lorain Avenue to be?



Is traffic a problem around
Lorain Avenue?



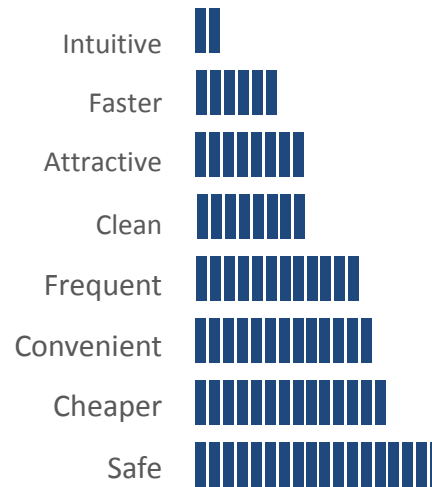
Do you ever... Use Public
Transit along Lorain Avenue



Do you ever... Walk along
Lorain Avenue



Would you... **Utilize Public
Transportation** if it were more...



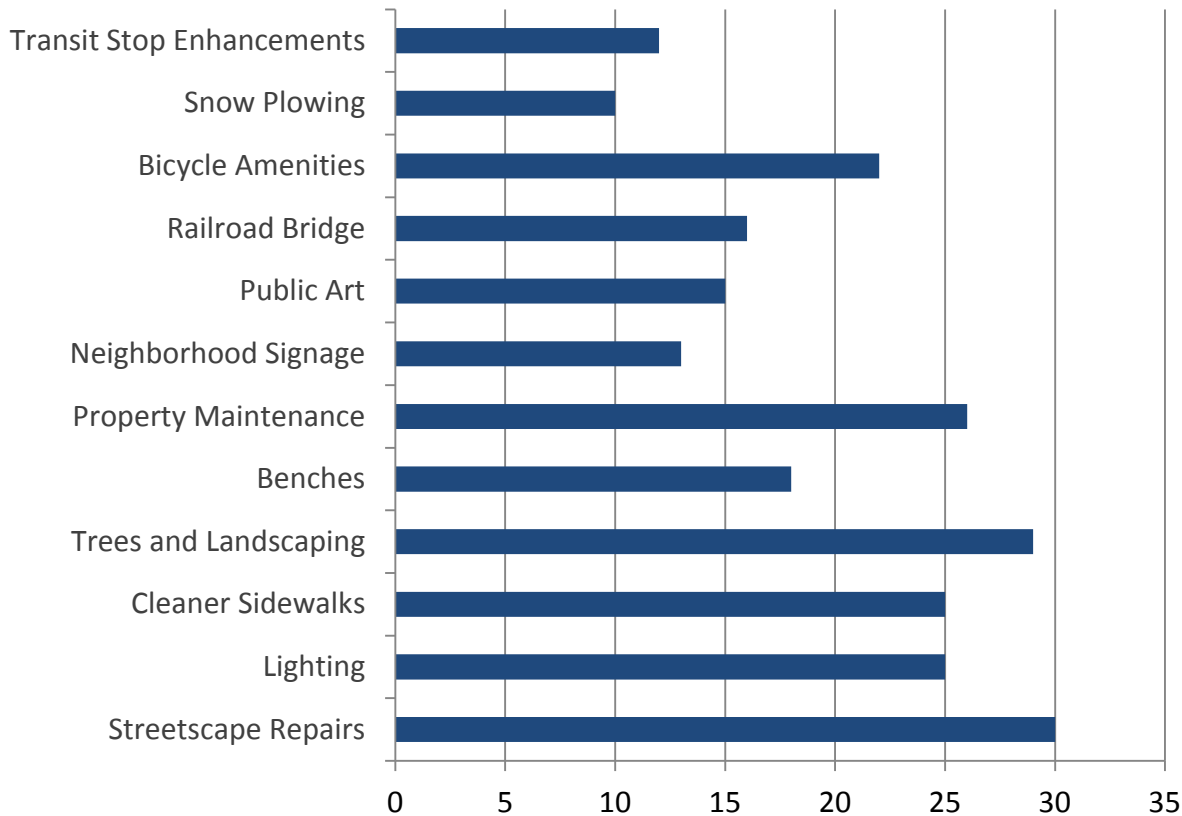
Streetscape and Transportation Choices

Residents at the Arts Festival were posed with a further set of questions regarding the streetscape conditions and how they travel along Lorain. When given a selection of phrases to describe their feelings about the streetscape, the most common answers chosen were that Lorain Avenue is convenient and important. However, these were followed by unpleasant and unsafe, further solidifying the idea that Lorain Avenue is in need of aesthetic improvements to increase its standing within the community.

Most of the respondents don't feel that traffic is a problem, but that the street can get busy at rush hour. When asked if they walk or use public transit often, a greater number of residents that walk through the district. The biggest challenges resident noted in terms of the physical improvements that this plan can address to increase public transit ridership include convenient access and cleanliness of the system.

Ranking preferred streetscape enhancements along the corridor, residents felt that streetscape repairs, landscaping / street trees and property maintenance were the most important. Cleaner sidewalks, bicycle amenities and lighting/ utility pole enhancements were also determined to be a priority by respondents.

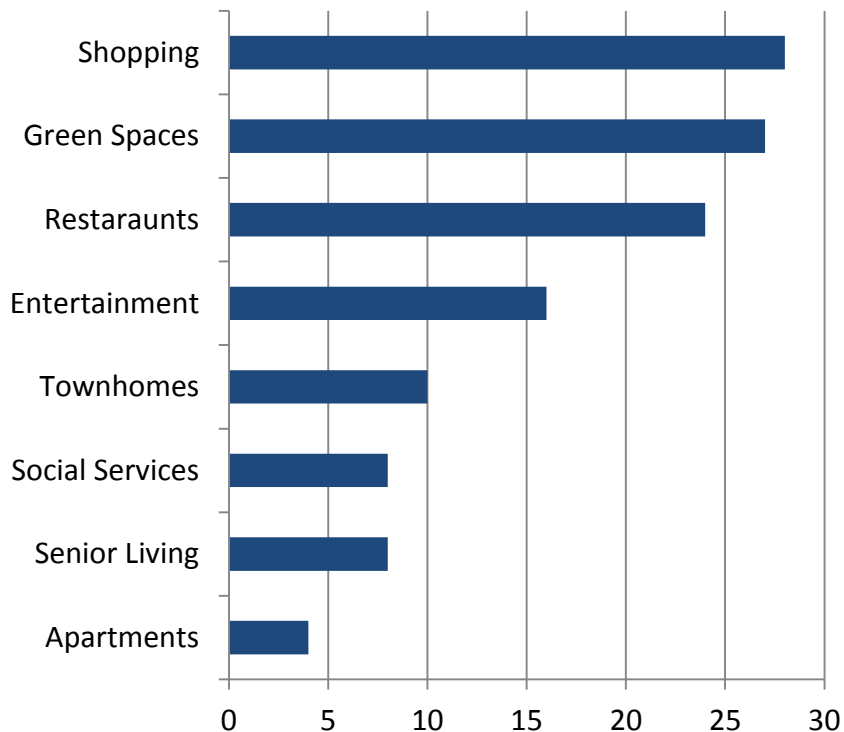
What type of... **Streetscape Improvements** would people like to see along Lorain Avenue?



Additional Comments

- Off-street parking
- Fix sidewalks
- Paint trash cans
- Clean it up – hold businesses responsible
- Additional transit shelters

What type of... **New Uses** would people like to see along Lorain Avenue?



Redevelopment Potential

Integral within the streetscape, and affecting how people use Lorain Avenue, are the private properties that line it. This has to do with both the types of businesses, and the way in which they are deigned. As seen in the preferences portrayed thus far, the uses that are that are most favored by the greatest number of residents are those that provide for the daily needs of the users, and the venues that create a balanced, true neighborhood center. Additional shopping, green / public space uses and restaurants are those that were shown as important to be considered for the plan through the survey.

Additional Comments

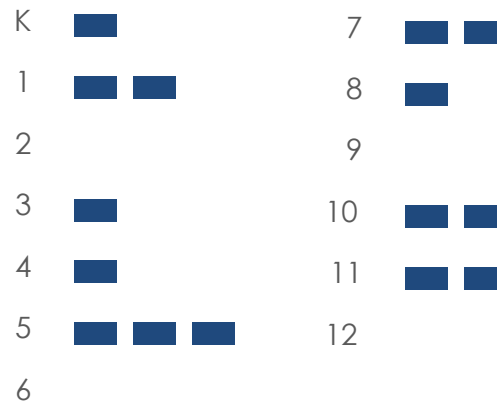
- Parking Lots for Businesses
- Child and Pedestrian Friendly

Access to Schools

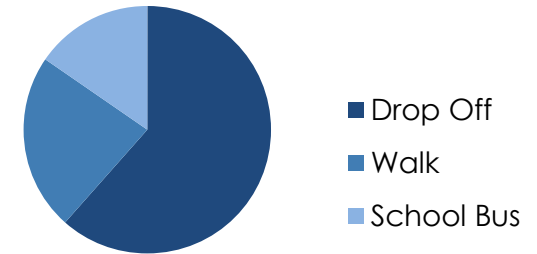
Parents within the West Park Neighborhood were tasked with answering questions relative to the ways in which their children travel to and from school. Of the respondents, the greatest number of parents said that they drop their children off at school in the morning. However, that number decreases in the afternoon where a greater number of students walk and take the school bus home.

Within the morning hours, there were very few respondents that say their children take the bus to school, and none that answered positively for using the Rapid Transit. However, in the afternoon both of these numbers rose. Given the venue through which this survey was distributed – at a neighborhood festival surrounding the Lorain Avenue study area – it is likely that many of the parents whose children utilize the Rapid Transit Trains were not in attendance because they come from a greater distance throughout the neighborhood.

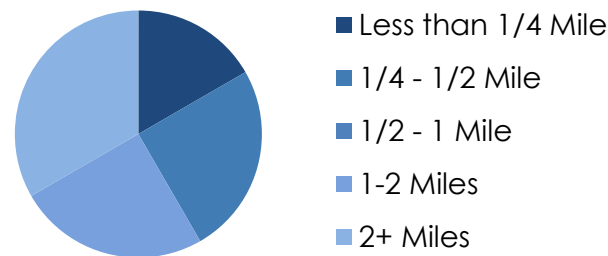
In what Grade are your Children?



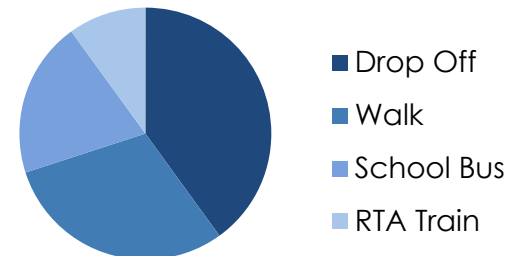
How does your child... Travel to School from Home?



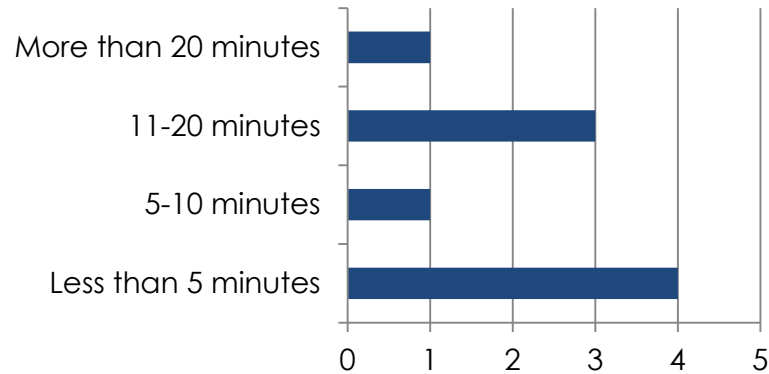
How far does your child Live From School?



How does your child... Travel Home from School?



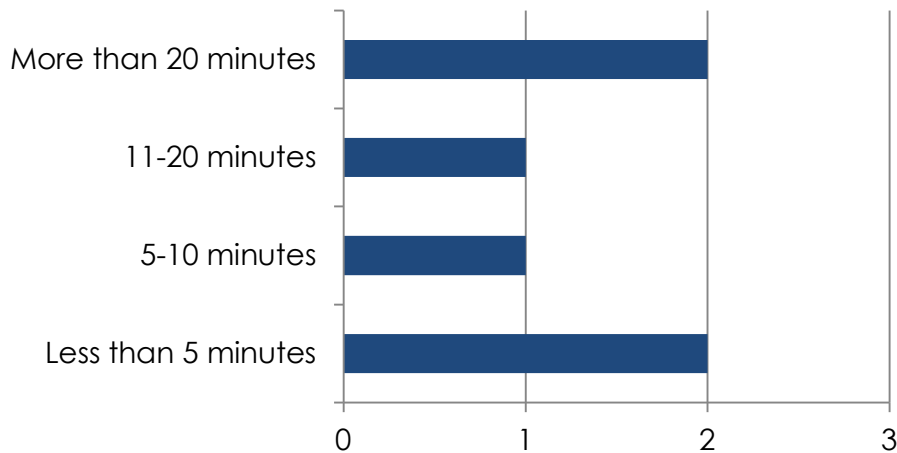
How long does it take to get **To School** from **Home**?



Age at which Parents would let their children walk to school alone

- 15 years old
- Never Alone

How long does it take to get **Home** from **School**?

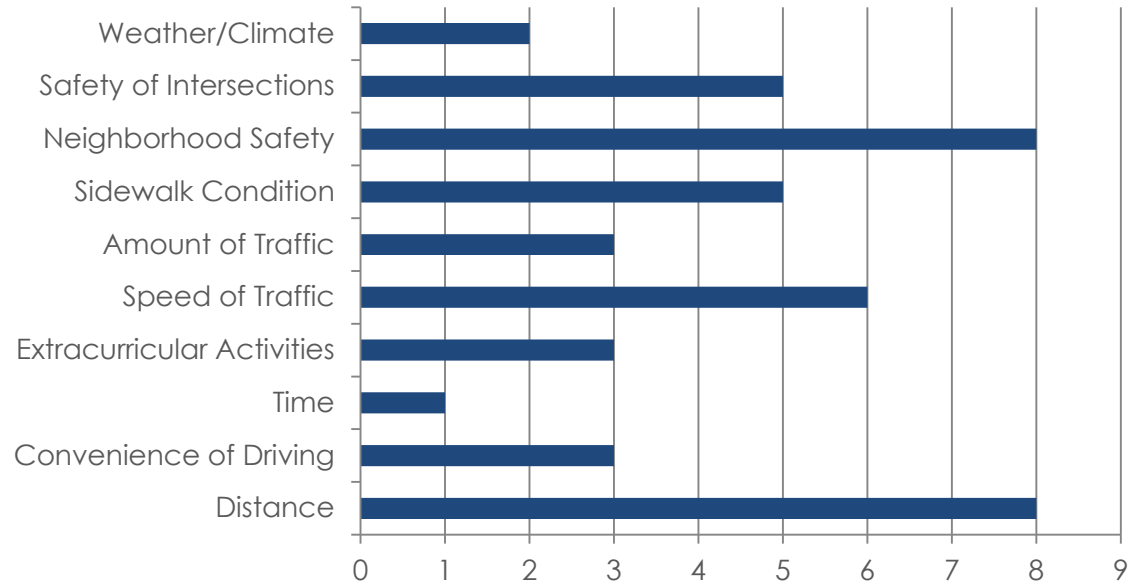


Student Safety Improvements

The most common response from parents when asked if they would let their children walk to and from school alone was if they were over the age of 15. Although distance was a prominent answer when asked what would make them more comfortable allowing their children to walk / bike to school, neighborhood safety, traffic speeds, intersection safety and sidewalk conditions were some of the most common responses as hindrances to this.

However, when asked if they would consider allowing their kids to walk / bike to school if the problems improved, the greatest number of 'yes' responses were in relation to the perception of the neighborhood's safety and that of the intersections. Improving the pedestrian environment along Lorain Avenue will be critical to bridging the gaps between the West 140th Street Education Corridor and the neighborhood's main street assets.

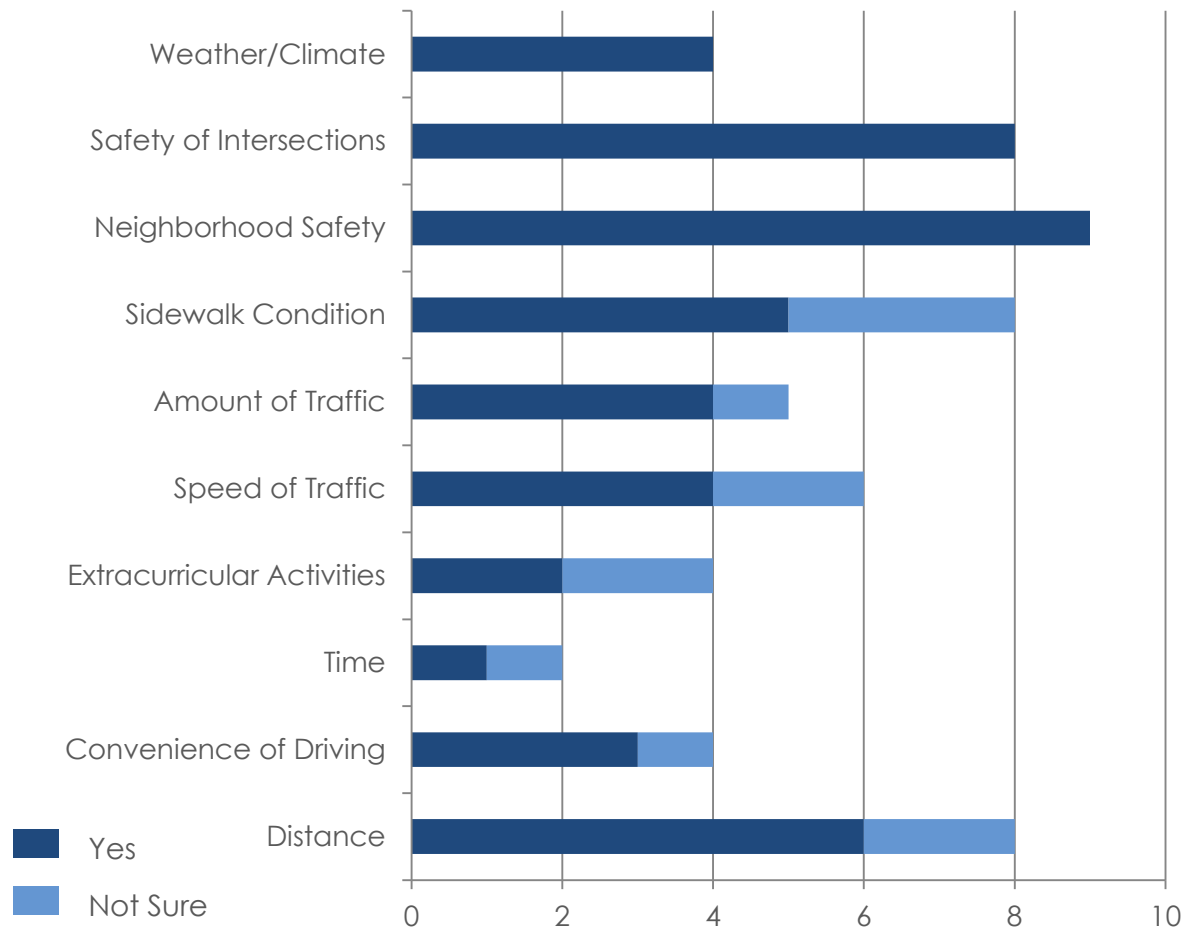
Which of the issues... dictate whether you let your child **Walk / Bike** to school?



Specific places **within the Neighborhood** that Residents feel **Least Comfortable** letting their **children walk / bike**.

- Anywhere they cannot be seen from home
- All through Lorain - due to vehicle speeds
- All Main streets (Puritas, Detroit, Madison, & West), many side streets
- Jefferson Park after school / early night, dusk
- Across the street – even in light
- Vandals, drunks, crack-heads, nasty teens

Would you... let your child **Walk / Bike** to school if the problem were changed or improved?



Specific places **within the Neighborhood** that Residents feel **Most Comfortable** letting their **children walk / bike**.

- Only areas within the parents line of sight
- The parks
- On the parent's street
- Across the street

Multi-Modal Street Design

Multi-Modal Street Design

Investment in public infrastructure demonstrates a broader dedication to preserving and enhancing the neighborhood. This supports the desire of residents to foster the Lorain Avenue commercial corridor as an activity center and the core of the neighborhood's pedestrian activity. Improvements that bolster the multi-modal aspect of the street link amenities, increase safety and can become a catalyst for private investment. However, if investments in a neighborhood's right-of-ways only focus on improving the environment for the automobile, the opposite may occur and the neighborhood will become a place to pass through rather than a destination.

Multi-modal infrastructure design refers to the need for streets, sidewalks and the development that surrounds them to become a place that safely and comfortably accommodates not only car traffic, but also public transit riders, bikers and pedestrians. Design includes both the physical facilities, as well as amenities that support their use such as bike racks, signage, landscaping for shade, benches and trash receptacles. However, in order to ensure that these infrastructure investments are worthwhile, they must blend with the surrounding development to ensure that destinations are created that attract this array of users.

Streetscape Investment Initiatives

Roadway and Sidewalk Improvements

Roadway Striping / Simplify Traffic Patterns / Bike Lanes / Eliminate Curb Cuts / Paint Crosswalks / Define On-street Parking Zones



Landscaping Enhancements

Maximize Planted Areas / Incorporate Green Infrastructure Strategies



Pedestrian Amenities

Benches / Trash Cans / Bike Racks / Signage / Transit Waiting Environments / Jefferson Park / Wayfinding & Directional Signage

Neighborhood Gateways

West 140th Street / Jefferson Park / Railroad Bridge



Parking Lot Screening

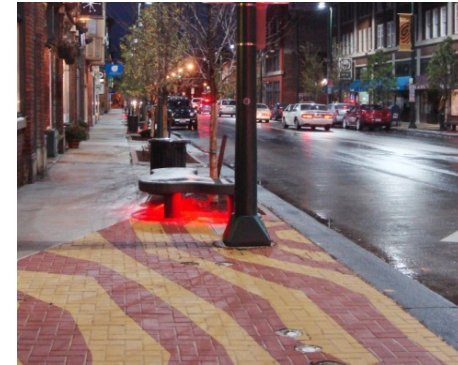
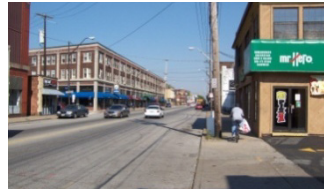
Reduce the Visual Impact of Parking Lots / Adopt Frontage Standards

The concept of creating a multi-modal street experience is one that has taken on an exciting role within the region, utilizing a combination of infrastructure and economic development to identify and leverage activity centers.

Coordinated street and development planning, as promoted through a Transportation for Livable Communities Initiative, has offered many neighborhoods the ability to plan for growth of multiple systems at one time. Access, identity and the accommodation of multiple modes of transportation have all been addressed through infrastructure improvements such as streetscape design, landscaping, bicycle facilities or bus route enhancements. The combination of promoting existing strengths, economic development that builds from them and infrastructure enhancements that link them all together results in strong, cohesive districts with a recognizable identity and sense of place.

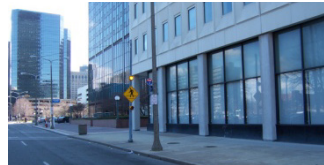
Detroit Avenue -----
↓

Gordon Square Arts District



East 12th Street -----
↓

The Avenue District



Coventry Road -----
↓

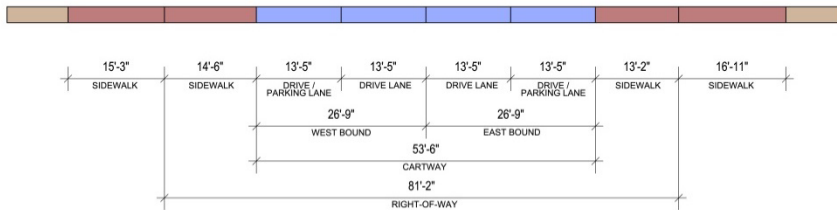
Coventry Village



Strategies for Change



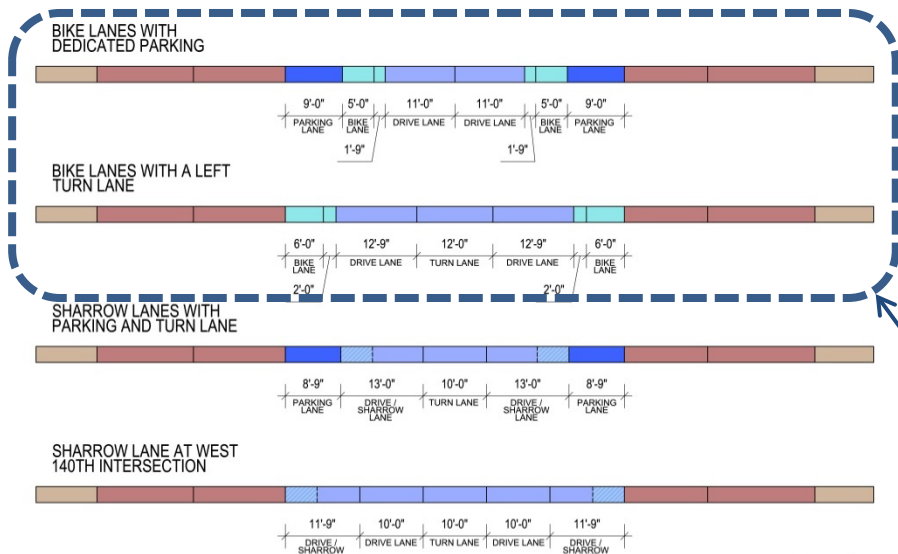
EXISTING LORAIN AVENUE CONFIGURATION



Transportation: Rebalancing Lorain Avenue

In its current configuration, Lorain Avenue functions as a major east-west route for car and GCRTA bus traffic through the west side of Cleveland. The roadway itself is one of the widest within the neighborhood, designed to accommodate cars and the trolley lines that once traveled the corridor. In many other places, roadways have been widened over time, resulting in narrower sidewalks. However, that not being a necessity here due to the already wider street, this portion of Lorain Avenue has retained wider sidewalks than most commercial districts within the City of Cleveland. This asset is further strengthened by the fact that many of the buildings, particularly in the Neighborhood Commercial District where the pedestrian-oriented storefronts occur, are set slightly back from the right-of-way to create over 20' of sidewalk width in some cases.

Despite the room to accommodate different multi-modal users, Lorain Avenue is not designed to integrate these many uses into the right-of-way. The sidewalks provide the opportunity for pedestrian enhancements that define gathering spaces along with coordinated improvements at public transit stops. In addition, the roadway itself has the ability to be rebalanced to better serve multiple transportation options. Knowing that funds for the



Bike lanes have the potential to be integrated along the majority of Lorain Avenue from Ohio City at its eastern end, to the Rocky River Reservation at the City's western boundary.

Redevelopment – Planning for the Future

reconstruction of streets are becoming much more competitive to obtain, the existing curb-to-curb width of the street was studied to see where possibilities exist for future change.

Through the public process, it was demonstrated that bicycle safety is important to residents. Through this plan, Lorain Avenue was analyzed to determine its potential to more safely accommodate cycling given the connections for adults and youth to amenities, other neighborhoods and surrounding multi-modal alternatives. However, despite the desire to better accommodate cyclists, the roadway must continue to preserve the ease of traffic flow, RTA connections and maintain on-street parking to support businesses.

As seen on the diagram to the left, there are multiple ways to rebalance the street and accomplish these goals. Bike lanes are typically found to be the safest for the widest array of riders when they are a part of a greater system. However, there are instances along the street where a dedicated lane may not be possible given the existing traffic volumes and configuration. In order for bike lanes to be truly successful for the West Park Neighborhood, they should become a part of the greater Lorain Avenue corridor as it travels throughout Cleveland's west side neighborhoods.

Redevelopment and infrastructure initiatives must work hand-in-hand in order to effectively dictate change, perception and a sense of place within an urban district. Multi-modal infrastructure investments are not going to accomplish their intended roles without the ability to support them through the land uses that surround them. Furthermore, development considerations go beyond the mere uses, but must take into account the ways in which sites are configured, uses abut one another and densities are distributed.

Based on the feedback obtained through community meetings and the resident survey, the following traits are considered important by the neighborhood to take under consideration:

- Redevelopment should create a greater unity within the commercial district
- It is important to create destinations along the street
- Commercial services should not only include those that are necessary, but should be unique to the neighborhood and cultures that it represents
- Commercial and mixed-use development is preferred
- Housing density should be encouraged to support the West Park Rapid Station
- There is a demonstrated need for senior housing within the greater West Park community
- Parking should be sheltered from where people walk
- Jefferson Park should feel more like a town center



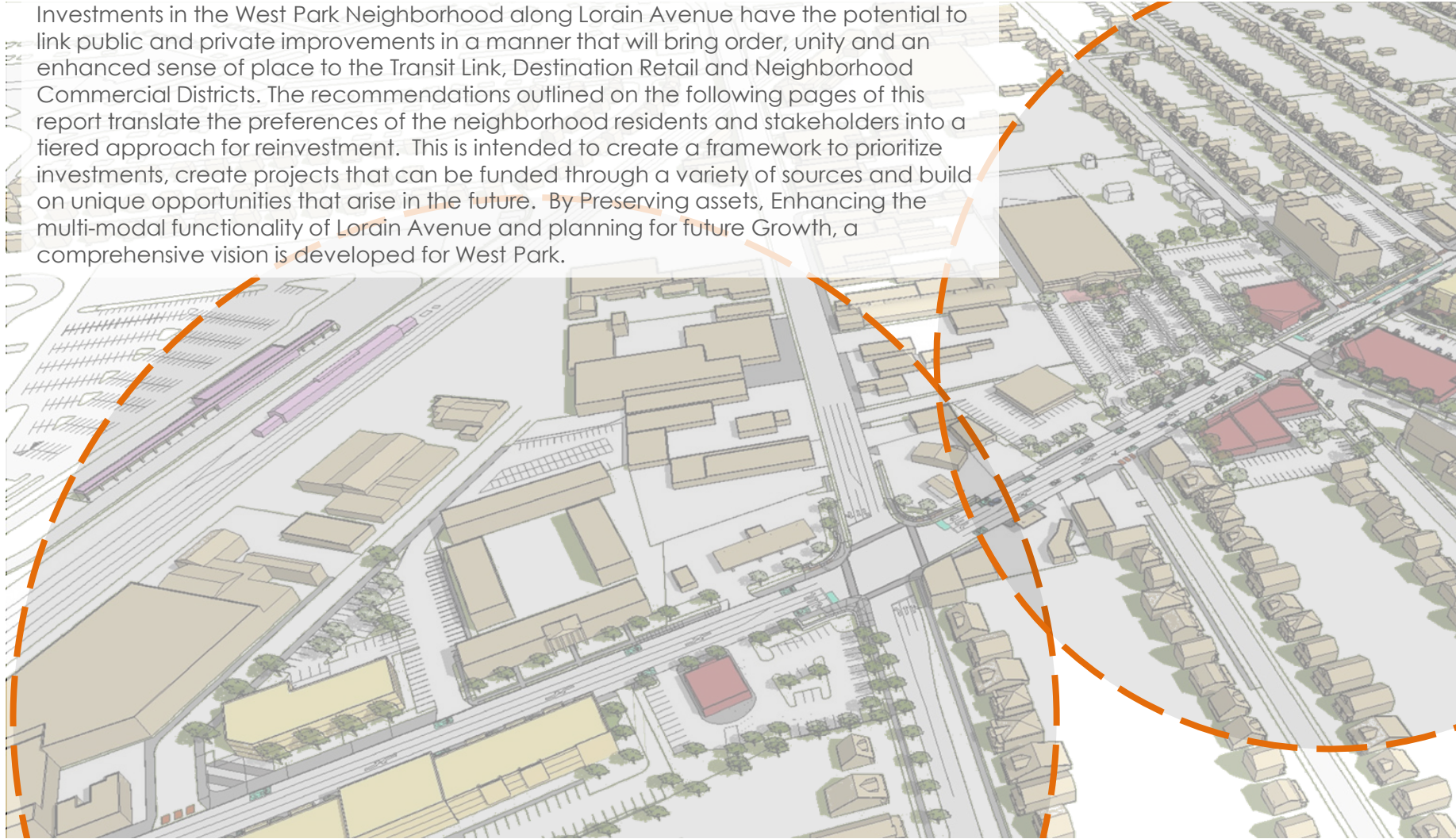
*Strategies to preserve what's important,
enhance existing investments and grow
the neighborhood's future*

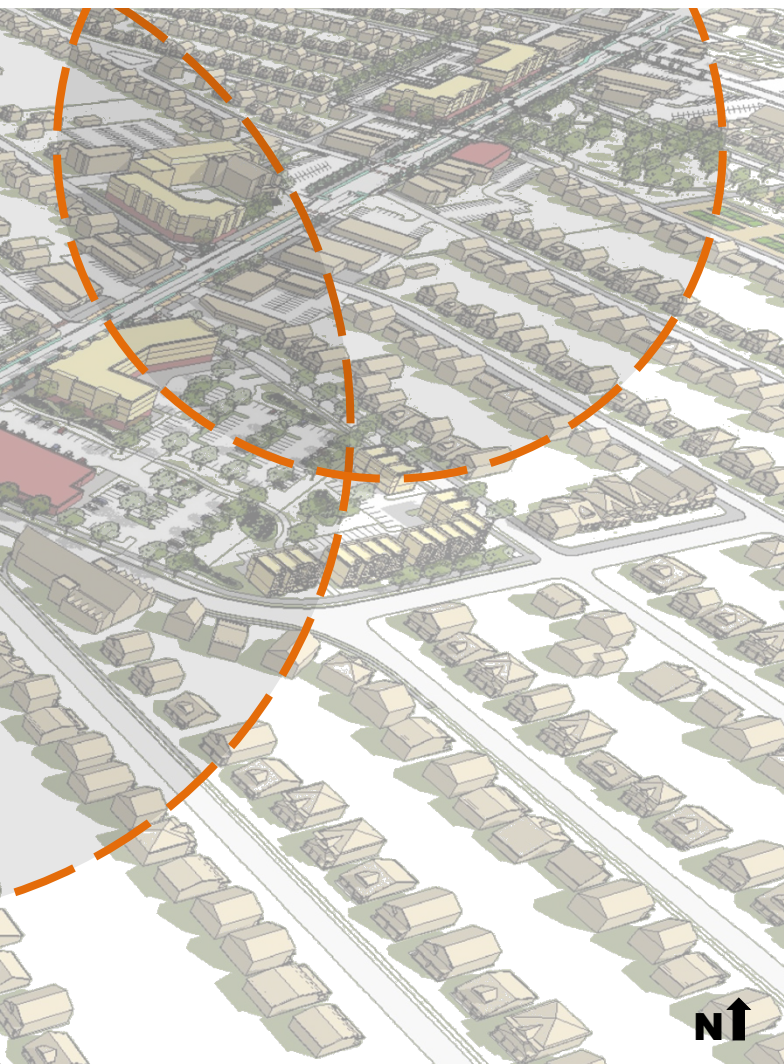
A Walkable Neighborhood Center



Organizing Investments

Investments in the West Park Neighborhood along Lorain Avenue have the potential to link public and private improvements in a manner that will bring order, unity and an enhanced sense of place to the Transit Link, Destination Retail and Neighborhood Commercial Districts. The recommendations outlined on the following pages of this report translate the preferences of the neighborhood residents and stakeholders into a tiered approach for reinvestment. This is intended to create a framework to prioritize investments, create projects that can be funded through a variety of sources and build on unique opportunities that arise in the future. By Preserving assets, Enhancing the multi-modal functionality of Lorain Avenue and planning for future Growth, a comprehensive vision is developed for West Park.





Since implementation is key to the success of a plan, a three-tier approach was developed to organize each of the districts along the Lorain Avenue corridor. The three tiers provide the ability to create hierarchy based on priority, timeline, or redevelopment opportunities that may arise.

Preserve

Maintain important elements and aspects of the West Park Neighborhood that define its identity, stability and character. These are represented by the unique places and features of the corridor that have been identified through the community process and observations that have been made while creating this vision.

Enhance

Determine meaningful near-term improvements to be considered that have the ability to reshape public spaces, improve the multi-modal nature of the infrastructure, coordinate landscaping installations, integrate public art and enrich the ability of the transportation network to best represent the character and quality of the surrounding residential blocks. For each of the three districts, a series of enhancements to the Lorain Avenue right-of-way have been proposed that can occur individually as well as in conjunction with one another or surrounding private investment. Together, they will result in an improved public realm.

Grow

Establish priority areas for redevelopment, desired land uses and redevelopment strategies that will encourage future investments. Within each of the three districts, opportunities have been identified for potential reinvestment based on where consolidated ownership patterns exist, trends observed along the greater corridor and region, or where the possibility exists to eliminate vacancies and breaks in the urban fabric of the neighborhood. Each of the proposals envisioned prioritize balancing redevelopment concepts with efforts that help emphasize Lorain Avenue as a multi-modal corridor rich with opportunities for growth.

Transit Link

Preserve

The two most important aspects of the Transit Link District are the connections to the West Park Rapid Station and the West 140th Street gateway into the neighborhood. Both of these serve two critical purposes, to introduce riders / drivers to the neighborhood and to link the community to the greater region. As both first and last impressions of the West Park Neighborhood, both the Transit Station and the West 140th Gateway can be the focus of enhancements relative to their functionality, aesthetic and pedestrian / bicycle connections.



Enhance

The Transit Link District is the focus of streetscape enhancements that both increase the safety and visual appeal of the pedestrian experience. Replacing oversized curb cuts, some of which line the full frontage of a property, with defined areas and landscaping along the back edge of the sidewalk minimizes and better defines areas where pedestrians and cars may come in contact, while humanizing the experience of walking. As seen on the map to the right, critical to the multi-modal experience within this district is the not only the pedestrian connections between, but the transit stops themselves. With the high number of students that utilize the stops at 140th and 143rd, they have the opportunity to be redesigned to better protect and shelter riders within this auto-dominant district.



Parking Lots Adjacent to Sidewalk

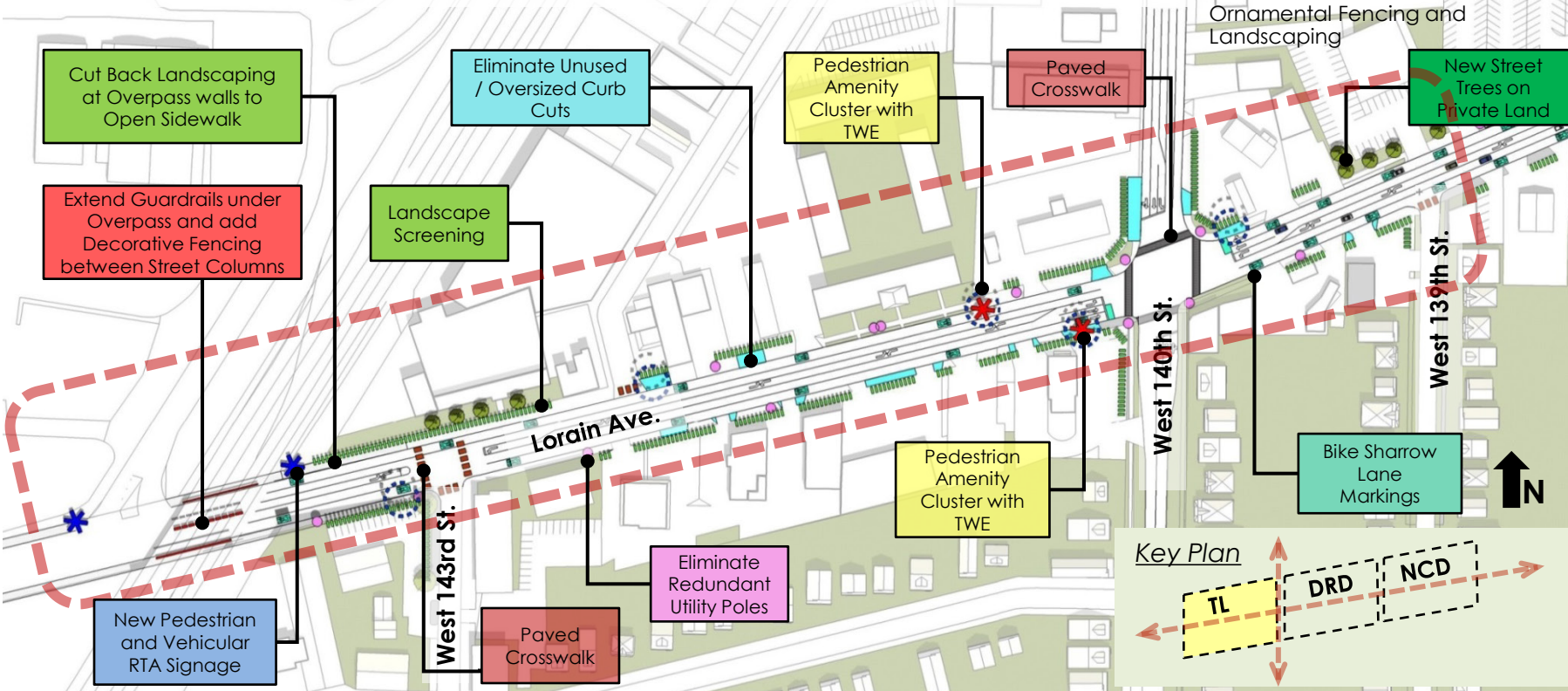


Landscape Screening

Enhancing Streetscape

The West 143rd Street Intersection

With the reconstruction of John Marshall High School, an increasing number of students will use 143rd Street as the link between the Rapid Station and school. Today, many of these students cross Lorain near the railroad overpass, and do not use the crosswalk at 143rd. It is the proposal of this plan that the crosswalks be repaved with colored concrete on both sides of the intersection, not just the east as it is today, in order to be more visible from under the bridge. In conjunction with bus stop enhancements, new RTA Red Line signage programs, expanded public art guard rails at the ends of the bridge and cutting back of the overgrown landscaping, the path students use to walk from the West Park Station to John Marshall High School will become safer and more inviting



Lawns at Residential Properties



Ornamental Fencing and Landscaping



Grow

As discussed previously in this report, the Transit Link District has the most disparate mix of land uses of the three. This has a negative effect on the overall pedestrian experience, while the district remains a critical link for walking between the public transit services and the neighborhood's amenities. The possibilities for outlining growth strategies on the following pages focus on bringing unity to the corridor, while creating an environment that better represents the character of the surrounding residential blocks.

Within the near-term, growth within the Transit Link District is represented by the support and improvement of the existing commercial businesses. As discussed previously, this includes a great deal of visual enhancements to the way in which the public and private realm come together. However, beyond the infrastructure investments discussed previously, there are opportunities to create true gateway signage and landscaping in conjunction with transit waiting environments and curb cut consolidation at the southwest, northwest and northeast corners of the West 140th Street intersection.

Thinking beyond the immediate changes that can take place, there are future possibilities for growth. Given the increasing demand to consolidate retail along mixed-use corridors and the single ownership of properties along the south side of the road, it was determined by the planning team and Steering Committee that the long-term reuse of the retail sites should be considered. Although this plan does not promote their closing in favor of redevelopment, the consideration was given to their future should circumstances change in order to prevent other uses that are not desired by residents from occupying the properties.



Curb Cut Consolidations

Creating a stronger emphasis on how the existing commercial and residential uses along the Lorain Avenue corridor interact with the right-of-way will help to improve multi-modal access to the properties while simultaneously improving their physical and perceptual connection with the surrounding community.



Drawing Key

1. New Crosswalks and Signage at West 143rd Street
2. Sharrow Bike Lane Striping
3. Gateway Signage at West 140th Street
4. Planned Wendy's Reconstruction
5. Curb Cut Consolidation and Parking Lot Screening

Residential Redevelopment

The potential exists through residential redevelopment to change the nature of these blocks, creating true transit-oriented development surrounding the West Park Rapid Station. Building from the popularity of the existing apartment complexes that surround them, these sites would offer additional opportunities for residents that do not rely on a private car to access transportation options while becoming an integral part of the greater West Park Neighborhood.



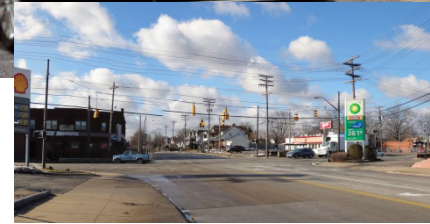
Drawing Key

1. New Crosswalks and Signage at West 143rd Street
2. Sharrow Bike Lane Striping
3. Gateway Signage at West 140th Street
4. Planned Wendy's Reconstruction
5. Curb Cut Consolidation and Parking Lot Screening
6. New Residential Development





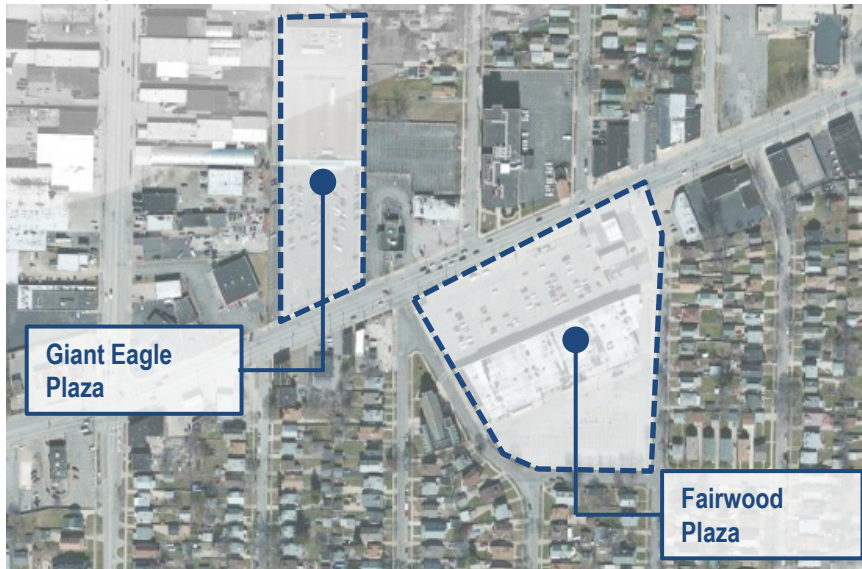
Focused investments in multi-modal infrastructure enhancements will transform the West 140th Street gateway, linking it with the commercial districts to the east, the transit station to the west and the Education Corridor to the south.



Destination Retail District

Preserve

It is the national and regional anchor retailers that both define this district and serve the important role of bringing a wide array of individuals to the Lorain Avenue corridor to shop. These important amenities that meet the daily needs of residents are what must be preserved within the Destination Retail District. In tune with their success, is the high level of public transit service that is offered through Lorain Avenue, and the ease of accessibility that they have via West 140th Street's connections north and south. Maintaining and enhancing the accessibility to a broad range of users will provide the necessary shoppers to sustain these destination retailers amid growing competition.



Enhance

Built primarily to support the automobile, the Destination Retail District shares many of the same enhancement characteristics as the Transit Link. However, within this district additional opportunities for accommodating the bicycle network can be considered. While traffic volumes surrounding the West 140th Street intersection may prohibit changing the configuration of the street, this district offers the possibility to transition from on-street bike markings (sharrows) to physical bike lanes. Pending a further engineering study of the full corridor, the potential exists to create a rebalanced roadway with narrower driving lanes, bike lanes and on-street parking. At major intersections, parking would be temporarily replaced by left turn lanes, but a consistent and safe cycling path could be realized



Wide Street Discourages Bicycling and Walking



On Street Parking and Bike Lanes Reduce Road's Scale

Enhancing Streetscape

Landscaping and Storm Water Run Off

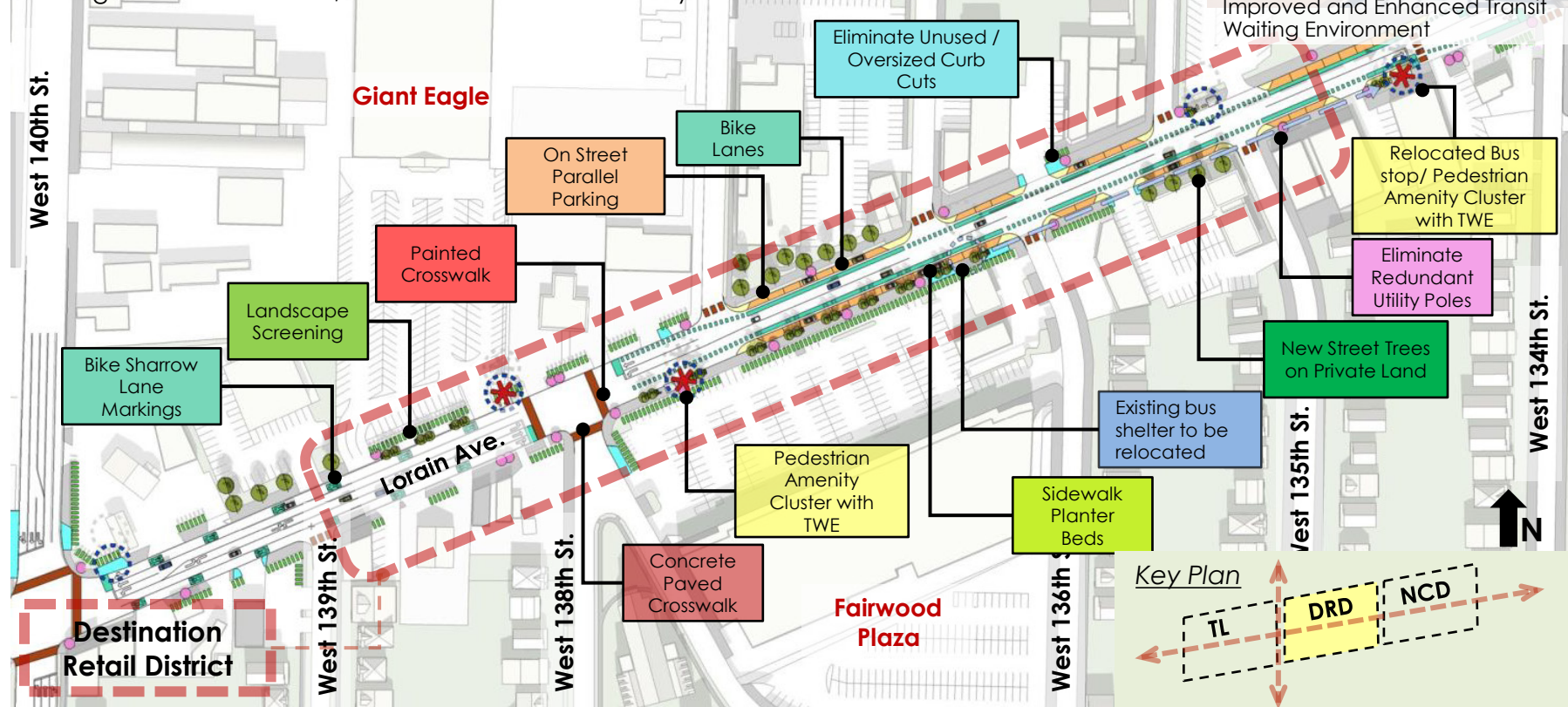
With the wide sidewalks and potential for parking lot screening, the opportunity exists for the City and property owners to incorporate environmentally conscious storm water prevention programs along the streetscape. Within the public right-of-way, new street planters can be built along the existing sidewalks in key pedestrian locations. These can be designed to capture storm water run-off from the roadway, while also sheltering pedestrians from the passing cars and providing shade in the summer months. Parking lot landscape screening areas can become rain gardens or bioswales that would be able to offset increasing sewer district fees for impervious ground area coverage with an aesthetic, functional and economically sound enhancement.



Bus Shelters Encroach Sidewalk Area



Improved and Enhanced Transit Waiting Environment



Grow

Assessing opportunities for growth within the Destination Retail District involve a mixture of vacant and occupied parcels of land. Surrounding the West 138th Street intersection are many of the places that were said to be the most frequently used by neighborhood residents and shoppers from outside the study area. The Giant Eagle and Marc's / Fairwood Shopping Center stores anchor the intersection. However, there are also a series of smaller, individual parcels that surround these, some of which are currently vacant.

Fairwood Shopping Center is the largest privately owned parcel within the study area. Encompassing nearly five and a half acres of land, the property not only includes the building itself, but large parking lots to its north and south. Throughout the decades since its construction, Fairwood has been a strong commercial center serving residents. However, in the recent past there have been an increasing number of vacancies within the center.

Marc's Grocery Store, the anchor tenant at Fairwood, has been the focus of much speculation given the proximity of two other locations that have been recently improved. It is for these reasons that the planning team felt it necessary to consider what may happen to this full city block to prevent it from becoming a vacant hole in an otherwise thriving neighborhood center should its future as a shopping center become uncertain.



Parking Lot Infill

Building from the success of the existing retailers and the streetscape enhancements proposed, the Lorain Avenue corridor can become a more inviting and better connected public place. Transit waiting environments and bike lanes will better support the surrounding Giant Eagle and Fairwood Shopping Center retailers. In addition, the potential exists to reuse the underutilized rear parking lot at Fairwood. The construction of new medium-density townhomes will create a new housing product not available within the surrounding blocks, and strengthen the linkages between neighborhood streets with Lorain Avenue.



Drawing Key

1. New Townhomes on Existing Parking Lot
2. Sharrow Bicycle Striping
3. Bike Lanes and Dedicated On-Street Parking Lanes
4. Parking Lot Screening Enhancements



Out-Parcel Commercial Development

As the multi-modal aspect of the district increases, the West 138th Street intersection will further develop as an activity hub for the neighborhood. As a means of attracting a greater number of shoppers, the potential exists to redevelop underutilized and vacant buildings in a manner that would create out-parcel commercial development for the landlocked Giant Eagle property while strengthening the Fairwood Shopping Center's role as a neighborhood anchor.



Drawing Key

1. New Townhomes on Existing Parking Lot
2. Sharrow Bicycle Striping
3. Bike Lanes and Dedicated On-Street Parking Lanes
4. Parking Lot Screening Enhancements
5. New Pedestrian Link at Giant Eagle
6. Destination Retail Redevelopment at West 138th
7. Outparcel Commercial Development

Example Growth Potential



Partial Reuse of the Fairwood block

Should efforts to enhance and grow the Fairwood Shopping Center not be successful and vacancies rise, this plan has created a vision that begins to define how the remainder of the block could be redeveloped to best represent the desired walkable, multi-modal neighborhood center atmosphere. The possibility exists to retain a portion of Fairwood Shopping Center and renovate the building, while constructing a new larger-scale retail building at the corner of West 138th Street that would accommodate the needs of a contemporary retail tenant.



Mixed-Use Redevelopment of the Block

The complete redevelopment of the Fairwood Shopping Center block represents an opportunity to create a new mixed-use activity center within the West Park Neighborhood. A new multi-family residential building with retail uses on the ground floor would expand the Neighborhood Commercial District into this area, and could include new pedestrian linkages through the block to help increase accessibility. Redevelopment of the Fairwood block and the surrounding properties should encourage new uses to be built adjacent to the right-of-way, provide active street facades, foster pedestrian movements and incorporate properly placed public transit stops into the overall planning.





Bus stop improvements have the ability to create public spaces along the street at locations, such as this area in front of Giant Eagle, in which activity hubs can unite with multi-modal transportation enhancements. Benches, possibly created from the stone art pieces salvaged at John Marshall High School, landscape improvements, bike racks and special paving all help to define these unique locations.





Creating an environment that results in a better transition between private properties and the public right-of-way will link amenities such as Fairwood Shopping Center with the surrounding districts, support existing businesses while encouraging a community in which it is safe to walk and bike along Lorain Avenue.



If the redevelopment of the Fairwood block becomes a necessity in the future, the resulting environment should encourage a mixture of uses with active facades that will extend the characteristics of the Neighborhood Commercial District west to unite with the Destination Retail District in a manner that encourages safe and comfortable pedestrian spaces.

Neighborhood Commercial District

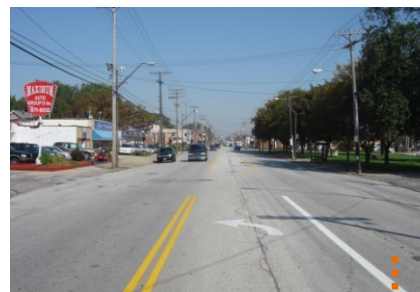
Preserve

This portion of Lorain Avenue, with its historic buildings and mixture of uses, has been identified as the neighborhood center for the study area. It is the unique mixture of storefront businesses, long-standing institutions such as St. Vincent de Paul Church, or Jefferson Park that allow this district to become special to a wide array of users and residents. However, it is not just that these uses exist, but the way in which they inter-relate with one another and the environments that they create between themselves based on how buildings are sited that make the Neighborhood Commercial District special.



Enhance

Streetscape enhancements within this district have been identified to focus primarily on the walkability and bikeability of the blocks. While the plans show the potential to continue dedicated bike lanes along the corridor, the wide sidewalks discussed previously provide the means to enhance the pedestrian environment. Focused investments at priority locations can result in storm water demonstration projects through landscaping, improve the Jefferson Park frontage to unite it with the commercial corridor, create gathering spaces that encourage pedestrian interaction and remove unnecessary utility poles and other forms of urban clutter that all detract from the overall aesthetic of the street.



District Favors Automobile Traffic



Understated Jefferson Park Entrance



Bike Lanes and On Street Parking can Calm Traffic

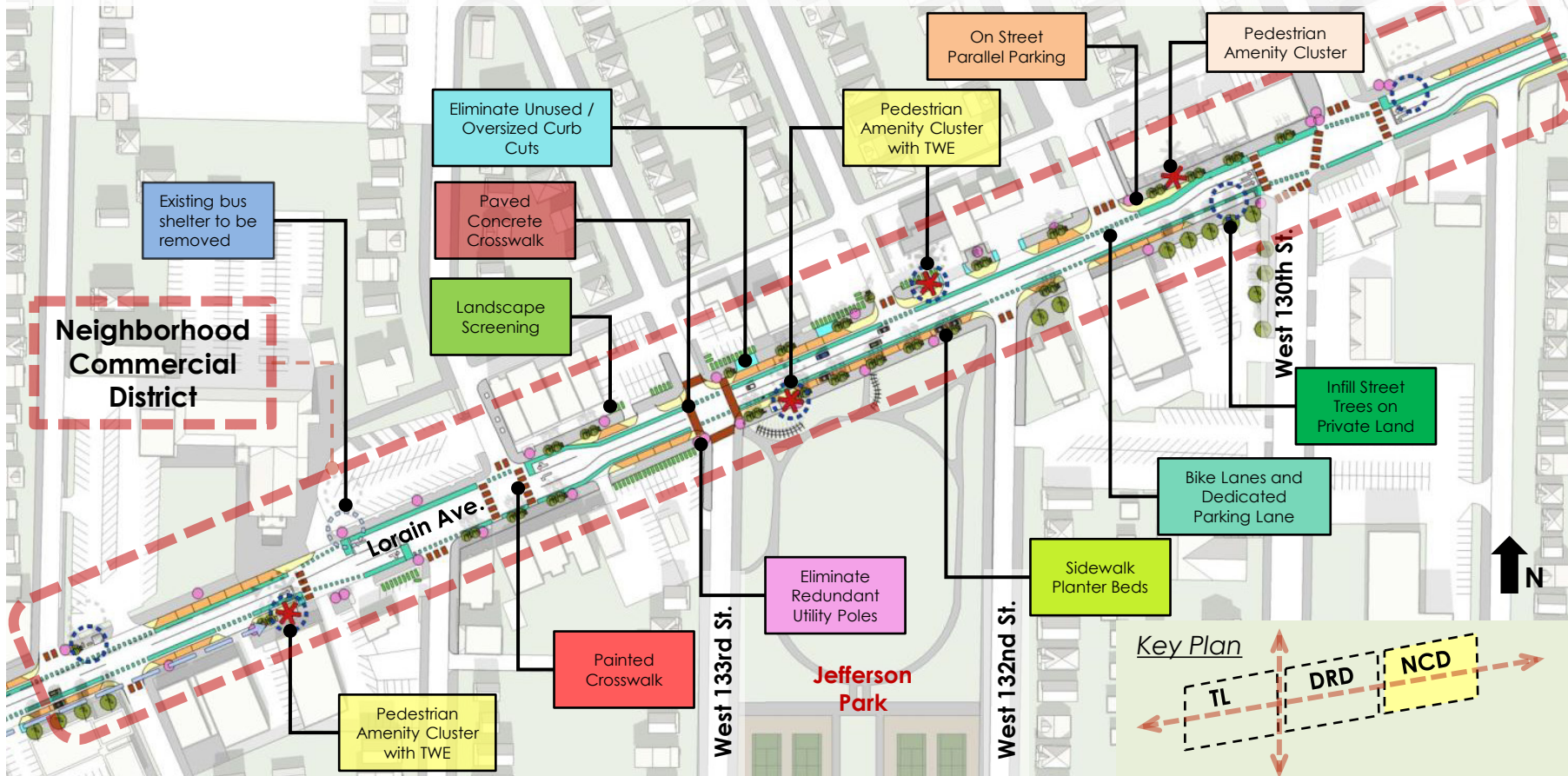


Gateway Element and Signage

Enhancing Streetscape

Pedestrian Amenity Cluster

To foster a stronger pedestrian and walking culture, it is necessary to provide supportive features within the streetscape. It is proposed that along the Neighborhood Commercial District's sidewalks a cluster of benches, bike racks, trash receptacles and landscaping elements be distributed. In some cases this may be at existing bus stops. Key to their success in promoting interaction between residents is locating these areas in the proper places, in front of clusters of businesses where pedestrian activity can be the strongest, or near neighborhood-wide amenities that draw diverse groups of users together.

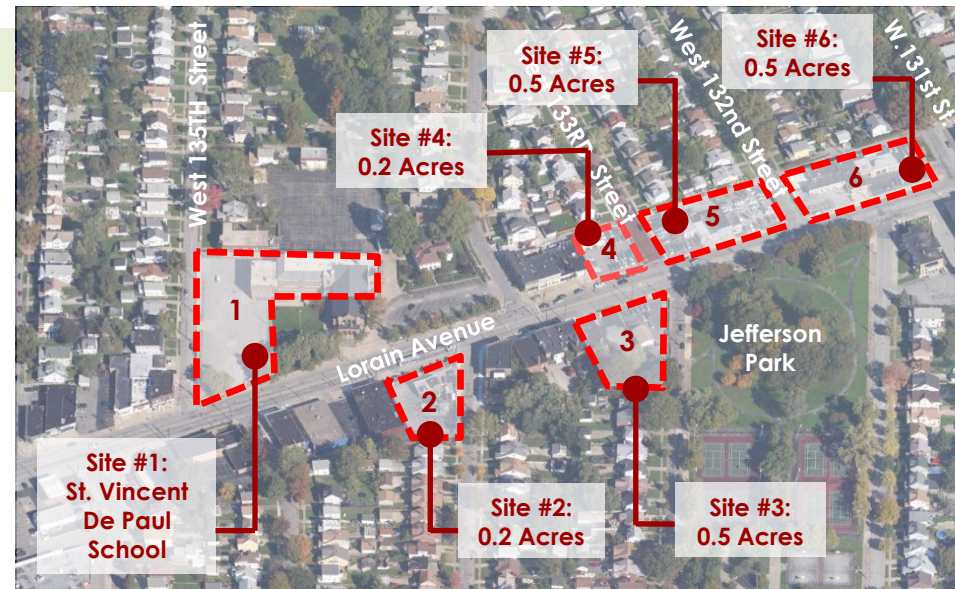


Grow

Within the Neighborhood Commercial District, growth strategies have been developed to ensure that the preservation of its assets is a priority. As discussed previously, this district is defined by the walkable, mixed-use buildings that line the sidewalks. However, there are instances in which this environment has eroded or been degraded through time. These breaks in the continuity of the environment all detract from the pedestrian experience, making what are actually very short distances feel much longer.

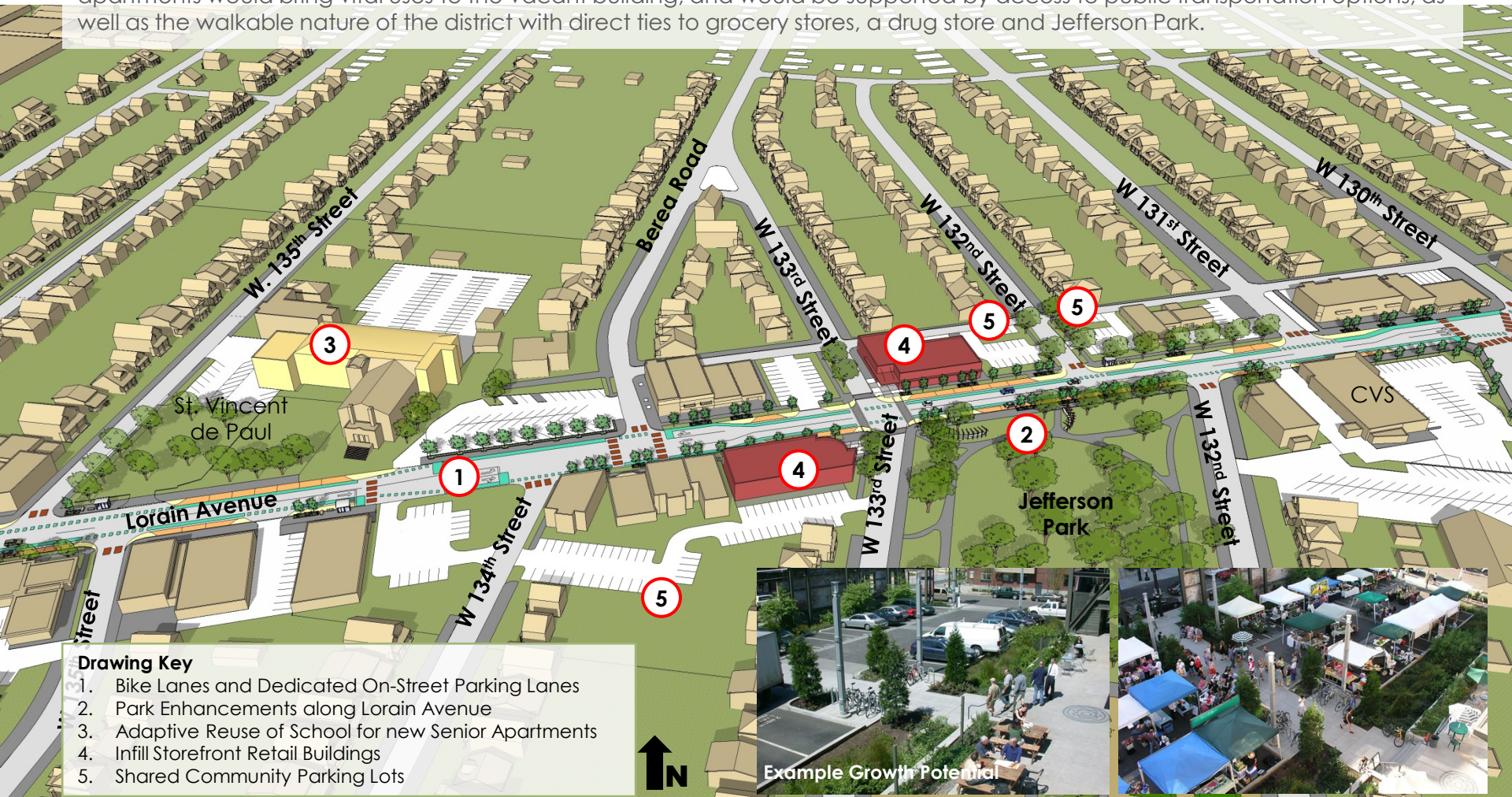
Addressing these breaks is a priority of the strategies for growth that are outlined on the following pages. The properties that have been identified for potential reinvestment are those that are either characterized by vacant buildings, small private parking lots or occupied by used car dealerships. In many cases these parcels are considered too small to accommodate commercial / mixed-use redevelopments on their own, and would require the consolidation of multiple parcels to create a site that would be deemed feasible by developers, as seen at the 130th CVS.

However, growth within this district can also mean creating new uses for existing buildings. As demonstrated at Vinny's Beverage, storefront programs and parking lot enhancements can help unite existing successful businesses. In addition, vacant or underutilized storefronts can target neighborhood-based retailers that will help support surrounding investments. Unique to this district, the St. Vincent de Paul School building will soon become an opportunity to bring new life to an existing amenity. This is the last year that the school will remain open, leaving an



Retail Infill & Community Parking Opportunities

Through the consolidation of parcels that surround Jefferson Park, new commercial buildings and shared community parking lots that would benefit the greater district can be realized. Both new and existing businesses would be supported by the adaptive reuse of the St. Vincent de Paul School as senior housing. Given the demand demonstrated through a market study, new senior apartments would bring vital uses to the vacant building, and would be supported by access to public transportation options, as well as the walkable nature of the district with direct ties to grocery stores, a drug store and Jefferson Park.



Drawing Key

1. Bike Lanes and Dedicated On-Street Parking Lanes
2. Park Enhancements along Lorain Avenue
3. Adaptive Reuse of School for new Senior Apartments
4. Infill Storefront Retail Buildings
5. Shared Community Parking Lots



Mixed-Use Redevelopment

Pending market demand, the potential exists within this district to support a larger vision for future growth. With the expansion of redevelopment sites, a mixed-use neighborhood core can be realized that would transform the area around Jefferson Park into a vibrant community center with retail spaces connecting existing businesses to both sides, and housing above that would overlook the lush landscaping of the park across the street. Should the adaptive reuse of the school building be successful, it is believed that the market exists to support the construction of additional housing on site as well that would not only attract residents of the West Park Neighborhood, but also from the southern suburbs that would like to return to this walkable neighborhood district.



Drawing Key

1. Bike Lanes and Dedicated On-Street Parking Lanes
2. Park Enhancements along Lorain Avenue
3. Adaptive Reuse of School for new Senior Apartments
4. Infill Storefront Retail Buildings
5. Shared Community Parking Lots
6. Expanded Senior Apartments and Retail
7. New Mixed-Use Multi-Family Buildings Overlooking Jefferson Park



Through the inclusion of streetscape and targeted redevelopment initiatives, the pedestrian environment along Lorain Avenue can be transformed into a mixed-use town center that unites residents around housing, retail, education and public spaces.



Coordinated infrastructure investments and private property enhancements will result in a corridor that will promote walking, increase the safety of cyclists, provide places to pause along the street, support existing business development and encourage multi-generational use of Jefferson Park.



Through the preservation of existing assets, enhancements to the multi-modal infrastructure network along Lorain Avenue and the growth of the district through directed redevelopment initiatives, the full character and vitality of this neighborhood center can be realized.



Setting a framework for realizing the investment for a sustainable future along the Lorain Avenue corridor



Moving Forward



The Yield

Coordinated Transportation and Redevelopment Investment

As demonstrated through this plan, there is the potential to invest in the Lorain Avenue corridor in a way that will build from the community's assets and create greater unity among the three distinct districts. The plan proposes methodologies for maintaining the individuality of each, and building from the assets to be preserved. However, it also charts a vision for future investments intended to ensure that the West Park Neighborhood's main street remains a vital and important aspect for the community.

It is not the intention of this plan to prescribe exactly how or what should be built along the street or on private land. However, it is intended to become a guideline for evaluating proposals and directing investment in a manner that will achieve the goals expressed by the community for long-term sustainability. This plan demonstrates the opportunities that are present, and that through focused implementation strategies can become a reality. Within this section of the Lorain Avenue Pedestrian Plan, strategies are outlined on the following pages as they relate to zoning considerations, project funding, public outreach, partnership possibilities, transportation programs, policy considerations and immediate next steps.





\$1M of public place making investment can spur private investment and potentially yield:

- Safer routes to the West Park Transit Station and schools
- A re-imagined West 140th & Lorain Avenue Intersection
- Approx. 250 new Housing Units including senior living options
- Over 97,000 s.f. of retail, restaurants, coffee shops, etc.
- On-street Bike Lanes extending east from 138th Street
- New Crosswalks to calm traffic and increase safety
- 3.0 Acres of new Green Space from parking lot conversion
- New Trees along streets and parking lots
- 40 Bio-Filtration Planters to naturally treat storm water
- Transit Waiting Environments

Zoning Considerations

Zoning Considerations

A critical methodology for addressing land use and site programming control is through zoning considerations. Zoning provides the legal means to designate uses that should be constructed on different parcels, and in some cases can even control the form and locations of buildings within the individual sites. Zoning codes were established to prevent uses that are not compatible from being located adjacent to one another, and to help organize the City's overall composition and neighborhood make up. However, over time development patterns change, the visions and roles of neighborhoods are altered, and zoning codes must be updated to reflect this.

The majority of the Lorain Avenue corridor is zoned today as General Retail and Multi-Family Districts. Overall, these provisions are in line with the future vision for the corridor that has been outlined in the previous sections of this plan. However, there are certain parcels along the street that have been dedicated to other types of uses, some of which may not be in line with what may be best for the neighborhood's sustainable future. It is in these instances that the consideration should be given to change.

Along the north side of Lorain Avenue and surrounding the West 140th Street intersection, seen as blue on the adjacent map, a series of parcels are zoned as Semi-Industry. Given the proximity to the rail line that created

the business and industrial jobs that in turn allowed the neighborhood to grow, this is not surprising to find. However, as the neighborhood has evolved, multi-family housing has been built, and the Rapid Transit line has utilized the rail lines, semi-industrial uses are no longer desired around this important intersection and neighborhood gateway.

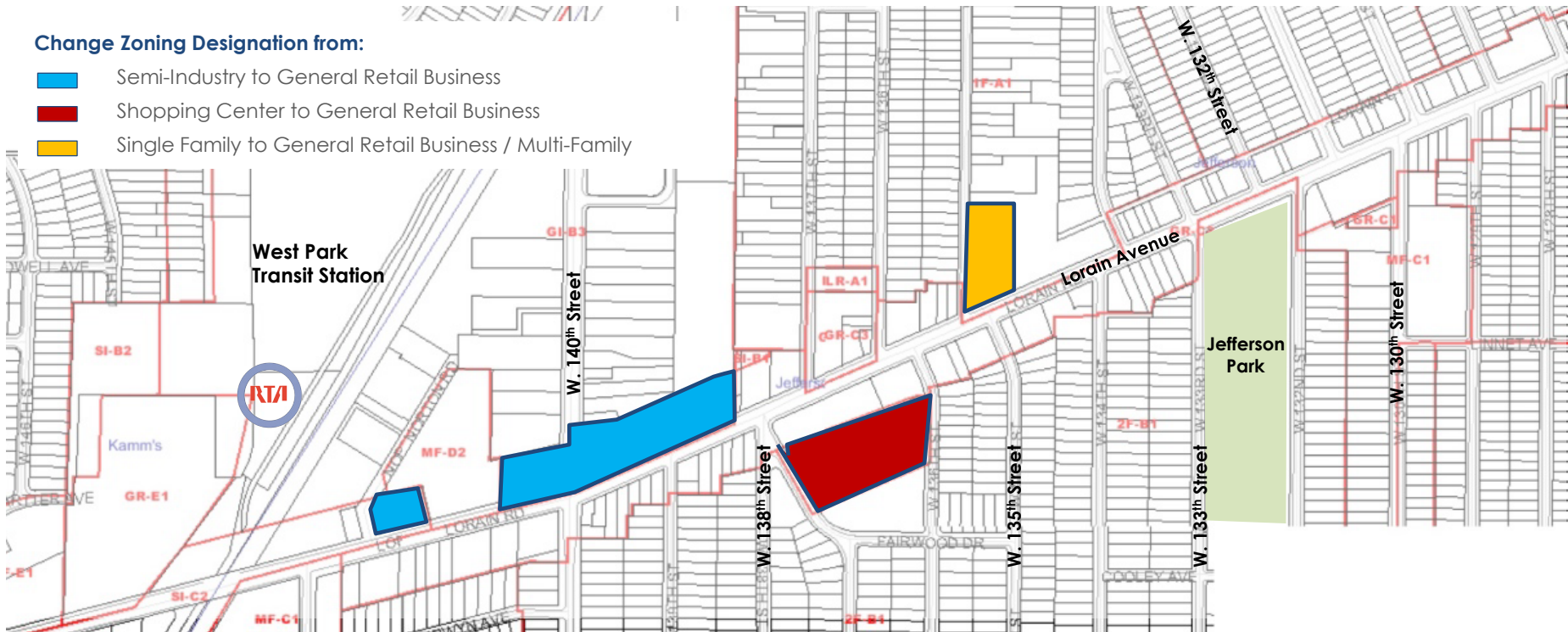
In the only area of the Lorain Avenue corridor not zoned for higher density uses, the St. Vincent de Paul site is included as a part of the Single-Family Residential District that surrounds it. This designation provides for the church and school uses. However, should the school building be repurposed to new uses, the zoning will need to be changed to allow such changes. A similar situation occurs at the Fairwood block, where the northern third of the block is designated General Retail, the middle as a Shopping Center District and the southern third as a part of the Two-Family Residential District around it.

It is the recommendation of this plan to pursue zoning changes for these properties, uniting them with the General Retail District that surrounds them to allow for mixed-use commercial and housing developments as prioritized by the community.



Change Zoning Designation from:

- Semi-Industry to General Retail Business
- Shopping Center to General Retail Business
- Single Family to General Retail Business / Multi-Family



Local Retail Business District Considerations

In order to further meet the desires of the neighborhood residents for the Neighborhood Commercial District, there are two additional options that can be explored for zoning along the corridor. The first would be to change the area from a General Retail Business District to a Local Retail Business District. This change in designation would create less flexibility in terms of the types of businesses that could locate within the district. A Local Retail District would restrict land uses to those that meet the, "business needs of the residents of the locality." This would mean that businesses and retailers that serve as direct amenities for the surrounding community would be allowed.

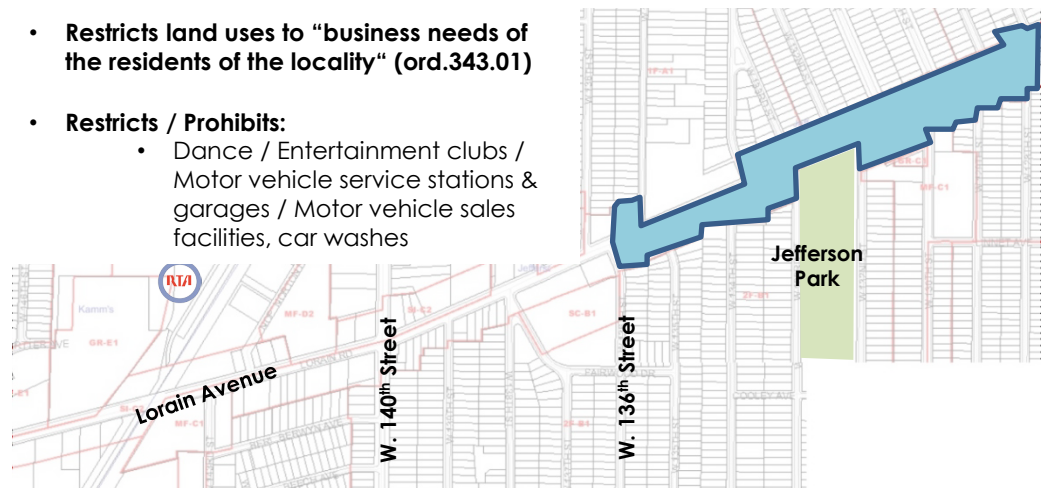
A benefit of this designation would be that such uses as auto related retailers would continue to locate within the Destination Retail District where land is available and they fit more with the context and accessibility of the West 140th Street intersection. Within a Local Retail District the uses that would be allowed would further advance the potential for pedestrian activity along the street, meeting the goals of this plan. As with any zoning change, existing uses would be allowed to remain, even if they are not compliant with the new zoning. However, should they close or a new business take ownership of the property, the new designation would be enforced. This is of particular relevance to this study area as it pertains to the used car dealerships that occupy prime commercial and mixed-use redevelopment opportunities surrounding Jefferson Park.

Pedestrian Retail Overlay District

An additional alternative to aligning development goals for the Neighborhood Commercial District with zoning designations would be to consider a Pedestrian Retail Overlay (PRO) District. This designation does not require a change in the zoning district itself, but acts as an overlay that can be applied to a determined set of blocks and parcels. The PRO District designation has been created to preserve the nature of mixed-use, pedestrian-oriented commercial and shopping districts throughout the City of Cleveland.

The PRO places limits on land uses such as filling and service stations, car washes and the placement of drive-through windows similar to the Local Retail District in an effort to minimize the uses that create potential safety conflicts between pedestrians / cyclists and automobiles. However, the PRO will also prescribe standards that buildings must comply to when being constructed or renovated. How a building is located adjacent to the right-of-way, methodologies for activating the street frontage, locations of building entrances and a reduction in on-site parking requirements are all characteristics of the PRO that have been created to not only preserve both the existing assets that have been identified within the Neighborhood Commercial District, but to ensure that growth retains the character that makes the place special today.

- **Restricts land uses to "business needs of the residents of the locality" (ord.343.01)**
- **Restricts / Prohibits:**
 - Dance / Entertainment clubs / Motor vehicle service stations & garages / Motor vehicle sales facilities, car washes



Infrastructure Cost Analysis

Preliminary cost analyses for the transportation system enhancements allow for a better understanding of the implications that infrastructure investments will entail, and provide the ability to assess linking funding strategies with proposed initiatives. Throughout the different districts along Lorain Avenue, costs are individually analyzed with the intention that initiatives can be addressed one at a time or as a part of a group based on the availability of funding sources, partnerships that may develop between organizations and evolving community priorities.

The cost analysis for the initiatives related to improvements within the right-of-ways include contingency and administrative expenses. These prices have been determined to provide flexibility relative to future cost estimates as detailed designs for the streetscapes are finalized either on their own or as a part of a property's redevelopment. Additionally, preliminary budget estimates have been prepared for the parking lot screening areas outside of the right-of-way that have been identified as enhancements to existing private properties.

When viewing the enhancements outlined within the Lorain Avenue Pedestrian Plan, the cost analyses on the following pages demonstrate that through a relatively modest investment, a large impact can occur to improve public spaces within the district.

Infrastructure Cost Synopsis

For an itemized break down of the initiatives included please see the charts on the following pages.

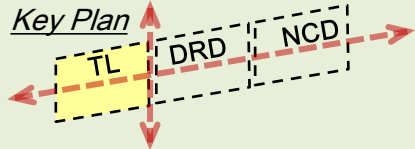
Transit Link	\$213,300
Destination Retail District	\$159,700
Neighborhood Commercial District	\$245,000
Total Infrastructure Cost along Lorain Avenue	\$618,000

Pedestrian Amenity Clusters

	Investment Quantity		Budgeted Cost	=	Anticipated Construction Cost
Neighborhood kiosk	1	x	\$1,500 each	=	\$1,500
John Hay Public Art Benches	2	x	\$2,000 each	=	\$4,000
Waste Receptacle	1	x	\$600 each	=	\$600
Bicycle Rack	1	x	\$700 each	=	\$700
Subtotal					\$6,800

1 Transit Link

(East of Railroad to W139th St.)



Right-of-Way Roadway & Sidewalk Enhancements

	Investment Quantity		Budgeted Cost		Anticipated Construction Cost	SUBTOTAL
Roadway Striping (driving lanes/ turn lanes/ sharrows / bike boxes)	1,620 l.f.	x	\$6/ l.f.	=	\$9,700	
Curb Cuts Eliminated / Narrowed (demo / new sidewalk/ new curb)	6,300 s.f.	x	\$10/ s.f.	=	\$63,000	
Painted Crosswalks @ West 143rd St. & Lorain Ave.	900 s.f.	x	\$4/ s.f.	=	\$3,600	
Painted Crosswalks @ Norton Rd. & Lorain Ave.	400 s.f.	x	\$4/ s.f.	=	\$1,600	
Embossed / Integrally Colored Concrete Crosswalks @ West 140 th St. & Lorain Ave.	2,660 s.f.	x	\$15/ s.f.	=	\$39,900	\$117,800

Landscaping Enhancements - Private Property

Infill Street Trees (in existing lawns along private property)	21	x	\$700 each	=	\$14,700	\$14,700
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Light / Utility Pole Consolidation

Utility poles to be removed	12	x	\$1,500 each	=	\$18,000	\$18,000
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Pedestrian Amenity Cluster

A grouping of John Hay public art benches (2), a waste receptacle, bike rack and neighborhood kiosk.

@ bus stops on Northwest & Southwest corners of West140th St. and Lorain Ave.	2	x	\$6,800 each	=	\$13,600	\$13,600
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Subtotal Streetscape Enhancements – Transit Link

\$164,100

15% Contingency **\$24,600**

15% Design and Engineering Fees **\$24,600**

Total Streetscape Enhancements – Transit Link

\$213,300

Private property Parking lot screening -

10' Deep Landscaped Area (concrete demo,/ soil bed/ street trees/ landscaping)

	Investment Quantity		Budgeted Cost		Anticipated Construction Cost
@ West Terrace Apartments – 250 l.f.	2,500 s.f.	x	\$11/ s.f.	=	\$27,500
@ Burger King, Marcos Pizza, Childcare – 270 l.f.	2,700 s.f.	x	\$11/ s.f.	=	\$29,700
@ Rite Shop – 60 l.f.	600 s.f.	x	\$11/ s.f.	=	\$6,600
@ Liberty Gas Station – 53 l.f.	530 s.f.	x	\$11/ s.f.	=	\$5,800
@ Shell Gas Station – 175 l.f.	1,750 s.f.	x	\$11/ s.f.	=	\$19,200
@ BP Gas Station – 180 l.f.	1,800 s.f.	x	\$11/ s.f.	=	\$19,800
@ Ann's Beverage – 80 l.f.	800 s.f.	x	\$11/ s.f.	=	\$8,800
@ Aamco Transmissions – 57 l.f.	570 s.f.	x	\$11/ s.f.	=	\$6,300

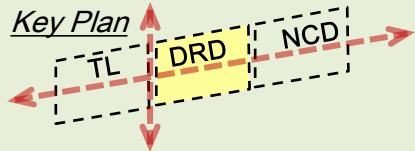
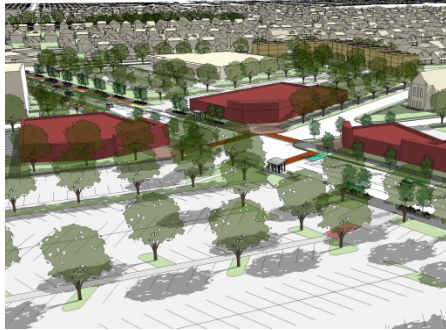
Gateway Garden at West 140th St & Lorain Ave.(enhanced landscaping,/ neighborhood signage within parking lot landscape screening)

@ Southwest Corner/ Wendy's	1	x	\$10,000 each	=	\$10,000
@ Northwest Corner/ BP Gas Station	1	x	\$10,000 each	=	\$10,000
@ Northeast Corner/ Shell Gas Station	1	x	\$10,000 each	=	\$10,000



2 Destination Retail District

(W 139th St. to W 135th St.)



Right-of-Way Roadway & Sidewalk Enhancements

	Investment Quantity		Budgeted Cost		Anticipated Construction Cost	SUBTOTAL
Roadway Striping (driving lanes/ turn lanes/ bike lanes/ parallel parking)	550 l.f.	x	\$8/ l.f.	=	\$4,400	
Roadway Striping (driving lanes/ turn lanes/ sharrows/ bike boxes)	375 l.f.	x	\$6/ l.f.	=	\$2,300	
Curb Cuts Eliminated / Narrowed (demo/ new sidewalk/ new curb)	2,200 s.f.	x	\$10/ s.f.	=	\$22,000	
Painted Crosswalks						
@ West 139 th St. & Lorain Ave.	300 s.f.	x	\$4/ s.f.	=	\$1,200	
@ West 137 th St. & Lorain Ave.	260 s.f.	x	\$4/ s.f.	=	\$1,000	
@ West 136 th St. North & Lorain Ave.	260 s.f.	x	\$4/ s.f.	=	\$1,000	
@ West 136 th St. South & Lorain Ave.	260 s.f.	x	\$4/ s.f.	=	\$1,000	
@ West 135 th St. North & Lorain Ave.	240 s.f.	x	\$4/ s.f.	=	\$1,000	
@ West 135 th St. South & Lorain Ave.	260 s.f.	x	\$4/ s.f.	=	\$1,000	
Embossed / Integrally Colored Concrete Crosswalks @ West 138 th St. & Lorain Ave.	1,400 s.f.	x	\$15/ s.f.	=	\$21,000	\$55,900

Landscaping Enhancements - within public R.O.W

Sidewalk Planters (6'x24' planting bed/ concrete demo/ raised curb/ street trees/ landscaping)	12	X	\$2,000 each	=	\$24,000	\$24,000
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Landscaping Enhancements - Private Property

Infill Street Trees (in existing tree lawns/ landscape beds)	12	x	\$700 each	=	\$8,400	\$8,400
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Light / Utility Pole Consolidation

Utility Poles to be Removed	14	x	\$1,500 each	=	\$21,000	\$21,000
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Pedestrian Amenity Cluster

A grouping of John Marshall public art benches (2), a waste receptacle, bike rack and neighborhood kiosk.

@ bus stops on Northwest & Southeast corners of West138th St. and Lorain Ave.	2	x	\$6,800 each	=	\$13,600	\$13,600
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Subtotal Streetscape Enhancements – Destination Retail District **\$122,900**

15% Contingency \$18,400

15% Design and Engineering Fees \$18,400

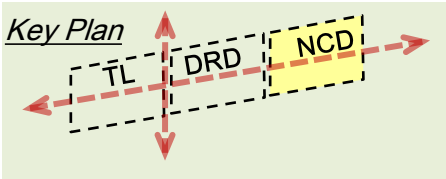
Total Streetscape Enhancements – Destination Retail District **\$159,700**

Private property Parking lot screening -

	Investment Quantity		Budgeted Cost		Anticipated Construction Cost
10' Deep Landscaped Area (concrete demo/ soil bed/ Street trees/ landscaping)					
@ Final Destination Barber Shop & Barham's Product INC. – 14 l.f.	140 s.f.	x	\$11/ s.f.	=	\$5,800
@ Fat Boy's Country Club – 36 l.f.	360 s.f.	x	\$11/ s.f.	=	\$4,000
@ Car Corner– 45 l.f.	450 s.f.	x	\$11/ s.f.	=	\$5,000
@ Marc's – 550 l.f.	5500 s.f.	x	\$11/ s.f.	=	\$60,500
@ Vinny's Beer & Wine/ Laundry – 78 l.f.	780 s.f.	x	\$11/ s.f.	=	\$8,600
@ Angels on Earth 2 Child Care – 30 l.f.	300 s.f.	x	\$11/ s.f.	=	\$3,300
@ Z Berger Store/ Special Pizza/ Damas/ Advance America Cash Advance – 72 l.f.	720 s.f.	x	\$11/ s.f.	=	\$7,900
@ Mr. Hero – 53 l.f.	530s.f.	x	\$11/ s.f.	=	\$5,800
@ Giant Eagle – 130 l.f.	1,300 s.f.	x	\$11/ s.f.	=	\$14,300



3 Neighborhood Commercial District (W 135th St. to W 130th St.)



Right-of-Way Roadway & Sidewalk Enhancements

	Investment Quantity		Budgeted Cost		Anticipated Construction Cost	SUBTOTAL
Roadway Striping (driving lanes/ turn lanes/ bike lanes/ parallel parking)	1,800 l.f.	x	\$8/ l.f.	=	\$14,400	
Curb Cuts Eliminated/ Narrowed (demo/ new sidewalk/ new curb)	1,020 s.f.	x	\$10/ s.f.	=	\$10,200	
Painted Crosswalk						
@ St. Vincent Paul Catholic Church	560 s.f.	x	\$4/ s.f.	=	\$2,200	
@ West 134 th St. & Lorain Ave.	260 s.f.	x	\$4/ s.f.	=	\$1,000	
@Berea Rd. & Lorain Ave.	1,320 s.f.	x	\$4/ s.f.	=	\$5,300	
@ West 132 nd St. north & Lorain Ave.	260 s.f.	x	\$4/ s.f.	=	\$1,000	
@ West 132 nd St. south & Lorain Ave.	240 s.f.	x	\$4/ s.f.	=	\$1000	
@ West 131 st St. north & Lorain Ave.	360 s.f.	x	\$4/ s.f.	=	\$1,400	
@ West 131 st St. south & Lorain Ave.	1,060 s.f.	x	\$4/ s.f.	=	\$4,200	
@ West 130 th St. north & Lorain Ave.	960 s.f.	x	\$4/ s.f.	=	\$3,800	
Embossed/ Integrally Colored Concrete Crosswalks @ West 133 rd St. & Lorain Ave.	1,700 s.f.	x	\$15/ s.f.	=	\$25,500	\$70,000
Landscaping Enhancements - within public R.O.W						
Sidewalk Planters (6'x24' planting bed/ concrete demo/ raised curb/ street trees/ landscaping)	23	x	\$2,000 each	=	\$46,000	\$46,000
Landscaping Enhancements - Private Property						
Infill Street Trees (in existing tree lawns/ landscape beds)	11	x	\$700 each	=	\$7,700	\$7,700
Light / Utility Pole Consolidation						
Utility Poles to be removed	25	x	\$1,500 each	=	\$37,500	\$37,500

Pedestrian Amenity Cluster

Investment Quantity	Budgeted Cost	Anticipated Construction Cost	SUBTOTAL
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A grouping of John Hay public art benches (2), a waste receptacle, bike rack and neighborhood kiosk.

@ bus stop in front of Angels on Earth Child Care	1	x	\$6,800 each	=	\$6,800 each
@ bus stop on southeast corner of West 133 rd St. and Lorain Ave.	1	x	\$6,800 each	=	\$6,800 each
@ bus stop on northwest corner of West 131 th St. & Lorain Ave.	1	x	\$6,800 each	=	\$6,800 each
@ Der Braumeister Restaurant & Market	1	x	\$6,800 each	=	\$6,800 each

\$27,200

Subtotal Streetscape Enhancements – Neighborhood Commercial District

\$188,400

15% Contingency

\$28,300

15% Design and Engineering Fees

\$28,300

Total Streetscape Enhancements – Neighborhood Commercial District

\$245,000

Private property Parking lot screening -

Investment Quantity	Budgeted Cost	Anticipated Construction Cost
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10' Deep Landscaped Area (concrete demo/ soil bed/ Street trees/ landscaping)

@ Papoo's Automotive – 60 l.f.	600 s.f.	x	\$11/ s.f.	=	\$6,600
@ Podiatrist/ Dr. Stanley Beekman – 33 l.f.	330 s.f.	x	\$11/ s.f.	=	\$3,600
@ Auto Clearance Center – 80 l.f.	800 s.f.	X	\$11/ s.f.	=	\$8,800
@ Affordable Muffler– 15 l.f.	150 s.f.	x	\$11/ s.f.	=	\$1,700
@ Auto Sales & Services – 80 l.f.	800 s.f.	x	\$11/ s.f.	=	\$8,800
@ JMC Auto Sales INC. – 50 l.f.	500 s.f.	x	\$11/ s.f.	=	\$5,500



Implementation Strategies

This study is intended to serve as an important tool working toward the realization of a vision for the Lorain Avenue corridor. The plan provides a basis for the preservation of the neighborhood's important assets, the implementation of multi-modal transportation enhancements and redevelopment opportunities that will bring economic growth to this community.

As demonstrated through their support of this planning process, the Bellaire-Puritas Development Corporation, Northeast Ohio Areawide Coordinating Agency, the City of Cleveland and neighborhood stakeholders have embraced the idea of creating a vision that will meet the desires and needs of the neighborhood both today and in the future. The following outlines a series of next steps that can be taken to continue to move the plan forward as they relate to policy considerations, transportation programs, economic development initiatives, partnership opportunities and public outreach:

Policy Considerations

- Present the plan recommendations to the [Cleveland City Planning Commission](#) for adoption.
- Present the plan to [NOACA's Transportation Advisory Committee](#) (NOACA TAC) to ensure that transportation system recommendations are considered for funding sources as they become available.
- Present the plan to the [City of Cleveland Department of Economic Development](#) to create initiatives for business attraction and retention / growth

- Develop sustainable / environmentally friendly standards for site improvements that can capitalize on Lorain Avenue's place within [NEORSD's Green Infrastructure Plan](#)
- Review [zoning implications](#) to ensure that any changes necessary to realize the vision can be applied for, preventing unwanted uses from hindering the plan

Transportation Programs

- Apply for [Transportation Alternatives Funding](#) through NOACA / ODOT for pedestrian, bicycle and roadway safety improvements as a [priority City bike route](#).
- Develop an application to the Greater Cleveland Regional Transit Authority for [Transit Waiting Environment construction](#) along the corridor – prioritizing stops near significant neighborhood destinations, gathering spaces and school routes.
- Dedicate capital improvement budgets for [Public Art](#) – benches from salvaged stone from [John Marshall High School](#)
- Work with the City's Division of Traffic Engineering to further study a [restriping plan](#) for Lorain Avenue to calm traffic and develop bike accommodations.
- Coordinate with the [Department of Public Works](#) regarding its place on the capital improvement list as it pertains to resurfacing.
- Collaborate with the utility companies for the [consolidation and removal of excessive utility poles](#) along Lorain Avenue.
- Capitalize on business / economic development for potential [Ohio Public Works Commission Funds](#) for street repair.

Economic Development Initiatives

- Conduct a **retail / business market analysis** to identify users – particularly neighborhood services and businesses that support residents' needs.
- Create a **marketing / branding campaign** that highlights the stability of the surrounding residential neighborhoods and celebrates the “Main Street” character of Lorain Avenue.
- Establish **preliminary economic development analysis** for priority redevelopment sites to assist in attracting developers and establishing the highest and best use for properties.
- Partner with the Cleveland City Planning Commission and Department of Building and Housing to promote the **renovation and adaptive reuse of buildings / storefront renovations** to eliminate vacancies and increase property values.
- Pursue developers that specialize in **Senior Housing for the St. Vincent de Paul school site** which capitalizes on the known market need.

Partnership Opportunities & Public Outreach

- Continue to **foster strong relationships with existing property owners** to ensure that as properties are sold, close or want to expand, new uses or property consolidation are in line with the goals of the redevelopment plan.
- Establish **street frontage standards** (landscaping, signage, etc.) that can unify the length of the Lorain Avenue corridor.
- Utilize the **Cuyahoga Arts and Culture Grant** to foster continued input into the design of the streetscape and support for the commercial district as a physical and social center for the community.
- Develop a **network of business and community groups** that can collaborate with Bellaire-Puritas to sponsor upkeep, the creation of new green spaces, and event programming that will strengthen the community's tie to the commercial core
- Partner with RTA and Kamm's Corners to pursue funding focused on **improving signage and highlighting pedestrian links** to the West Park Station

Near-Term Enhancement and Growth Strategies

Even as this plan has continued to evolve, there are immediate steps being taken to address the needs and desires expressed by residents through this community process. As a means of continuing the process of investing in the neighborhood, the following next steps are actively occurring to continue to generate momentum:

- Bridge Clean-Up Days were planned for April 25th and 26th. The sidewalks, landscaping, lighting and other components of the railroad overpass were assessed and cleaned, with methodologies determined for continued ownership of maintenance needs.
- Cleveland Public Power has been engaged to work with the City and Bellaire-Puritas Development Corporation to define next steps and funding strategies for the consolidation and elimination of redundant utility poles.
- Lorain Avenue is scheduled to be repaved as a part of the City's Capital Improvement Plan, providing the opportunity to further study the possibility of incorporating bike lanes and sharrow markings along its full length.
- The Northeast Ohio Regional Sewer District is accepting applications for grant programs through which private property owners can construct storm water demonstration projects through landscape enhancements – particularly at parking lots – that will offset run off from paved surfaces.
- Through a Cuyahoga Arts and Culture Grant won by Bellaire-Puritas, a public art process will begin in the summer of 2013 that will study ways of integrating building elements from John Marshall High School into the streetscapes. An interactive website will provide the means to generate ideas and complete a community survey.