

City of Cleveland

West 25th Corridor / America's Byway Enhancement Plan

Plan Recommendations

Project Team:

Abe Bruckman, AICP. LEED-AP.

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Arkinetics Architecture & Urban Design

Andrew Baqué

Atwell-Hicks Consultants

Project Sponsors / Supporters



The MetroHealth System



West 25th Corridor / America's Byway Plan

as a Strategic Land Use Planning Process:

- Helps Tell the Story: Survey of Cultural and Historic Assets to Preserve.
- Identifies and establishes future links (neighborhood spurs) to the Towpath Trail.
- Promotes streetscape improvement and frontage enhancement projects that support the Scenic Byway
- Encourage upgrades of public transit use areas and the pedestrian realm at key sites
- Suggests collaborative investment strategy within catalytic project redevelopment areas.

Executive Summary



Ohio & Erie Canal National Heritage Corridor Management Plan

Prepared for the
Ohio & Erie Canal Association

June 2000

CanalWay
ohio

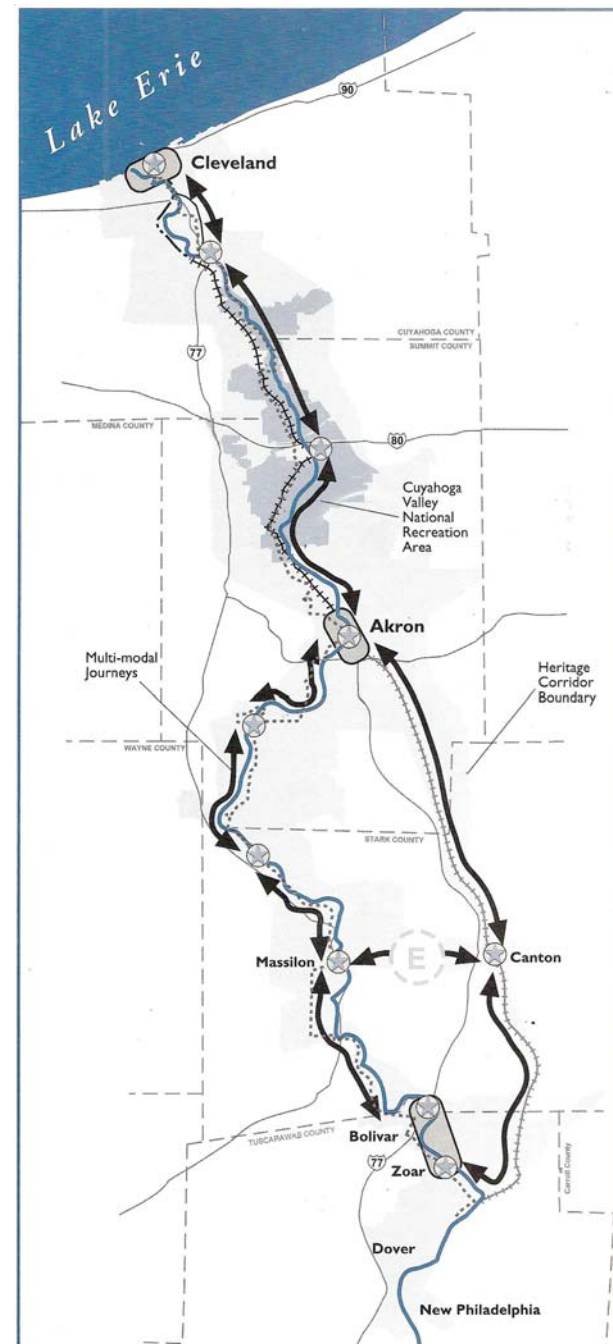


Figure 1

The Plan: Routes to Prosperity

Legend

- Canal Route
- Scenic Byway
- Multi-modal Journeys
- Journey Gateway (not all locations shown)
- CanalWay Center
- Existing Railroad
- Proposed Railroad
- Proposed Electronic Gateway

1.6 Action Agenda

Implementation of the Corridor Management Plan will take place over the next 10 to 20 years. The first six years of the Plan will be critical to increasing the regional constituency and building a track record for implementation projects and activities.

Phase I

Establish Identity (2000-2006)

This six-year Phase builds on existing efforts and goes halfway through the period identified for federal funding. Projects that are underway, such as the Scenic Byway and Towpath Trail, have momentum that will be sustained through this initial phase. Other elements, such as interpretation, are early-action items because they are key to other elements.

Key priorities during this phase would include:

- Continue extension of the Towpath Trail and other core linkages; support other regional trail linkages
- Develop marketing materials and supportive improvements for key journey loops and gateways
- Develop an interpretive prospectus, standards for interpretive exhibits, and a corridor-wide assistance effort for wayside exhibits
- Assist in developing partnerships to scope the three new CanalWay Centers
- Coordinate with the development of the Stark County Electronic Gateway at Sippo Lake
- Initiate cooperative actions with the National Park Service for technical and financial assistance
- Initiate demonstration grants for educational, cultural, and economic programs

The Towpath Trail and its linkages are the spine of the National Heritage Corridor. The Boston Store, in the Cuyahoga Valley National Recreation Area, is a well-used venue for bicyclists and visitors.



Phase II

Pilot Projects that use the Regional Framework (2007-2012)

This phase of the Plan should focus on completion of the physical improvements. It should also be a period in which the OECA makes a concerted effort to establish programs that take advantage of the physical improvements done in Phase I.

Key priorities during this phase would include:

- Complete key linkages that have been defined as the Journey Network
- Expand the connecting trail network
- Market the entire Corridor and its journeys
- Assist the CanalWay Center project partners to complete construction
- Continue coordination with NPS for program involvement
- Develop Corridor-wide programs and mechanisms for their continued operations

Phase III:

The Long Term: A Self-Sustaining Regional Asset

In the long-term, when heritage funds are no longer available, the National Heritage Corridor will retain its designation and prominence, and local entities will be responsible for the stewardship and programming of its key resources. The long-term mission for the OECA would be to develop revenue sources to sustain its operations, to continue marketing the Corridor as a destination, to encourage appropriate development and use, and to insure that local entities maintain the quality of the experience.

Alliances and regional coalitions are critical to the long-term success of the National Heritage Corridor as well as to the accomplishment of short-term projects. In addition, the OECA should pursue a wide range of funding mechanisms, including regional and community-based voluntary support, licensing of CanalWay Ohio products, and state support.

Phase II

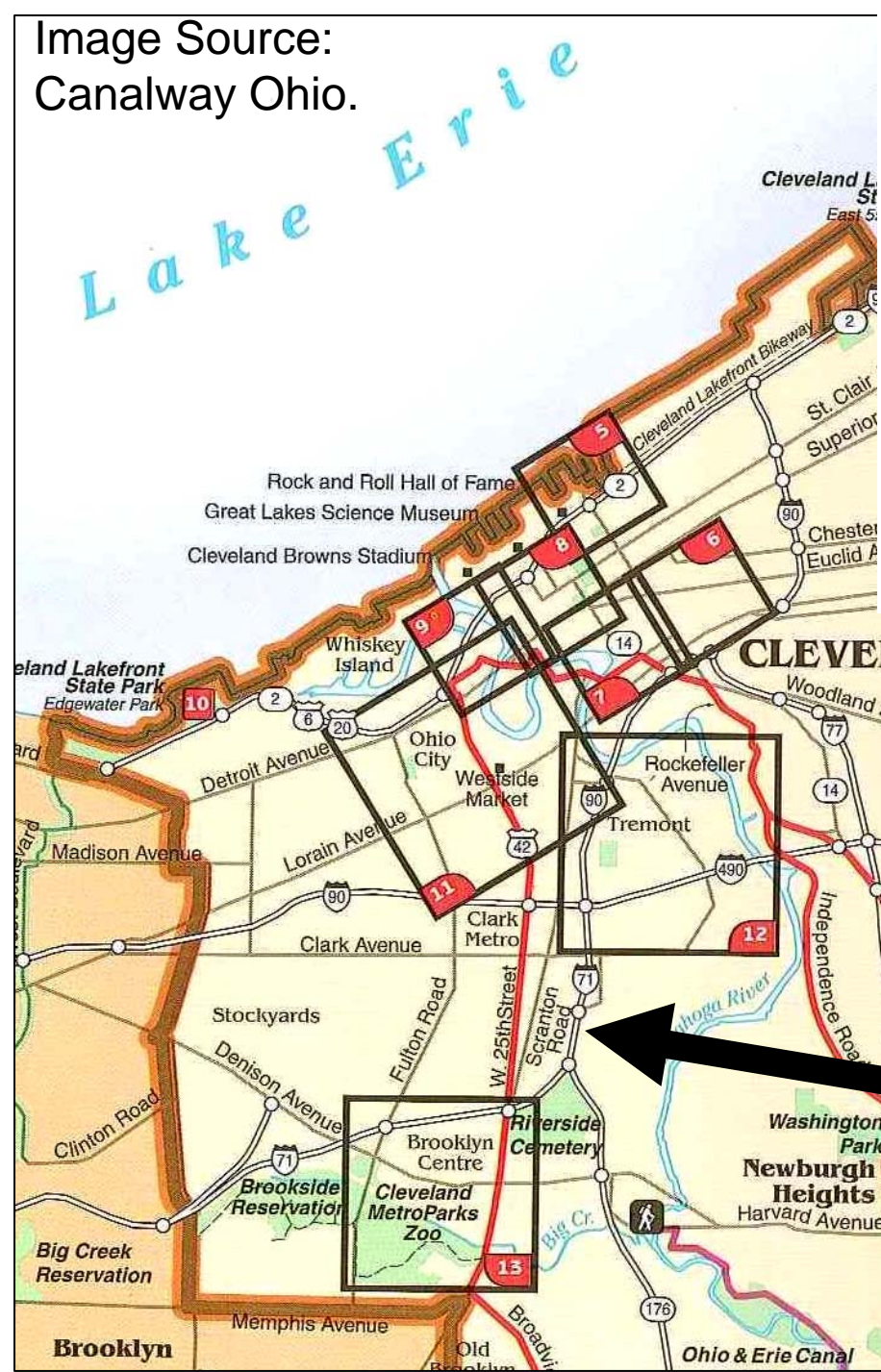
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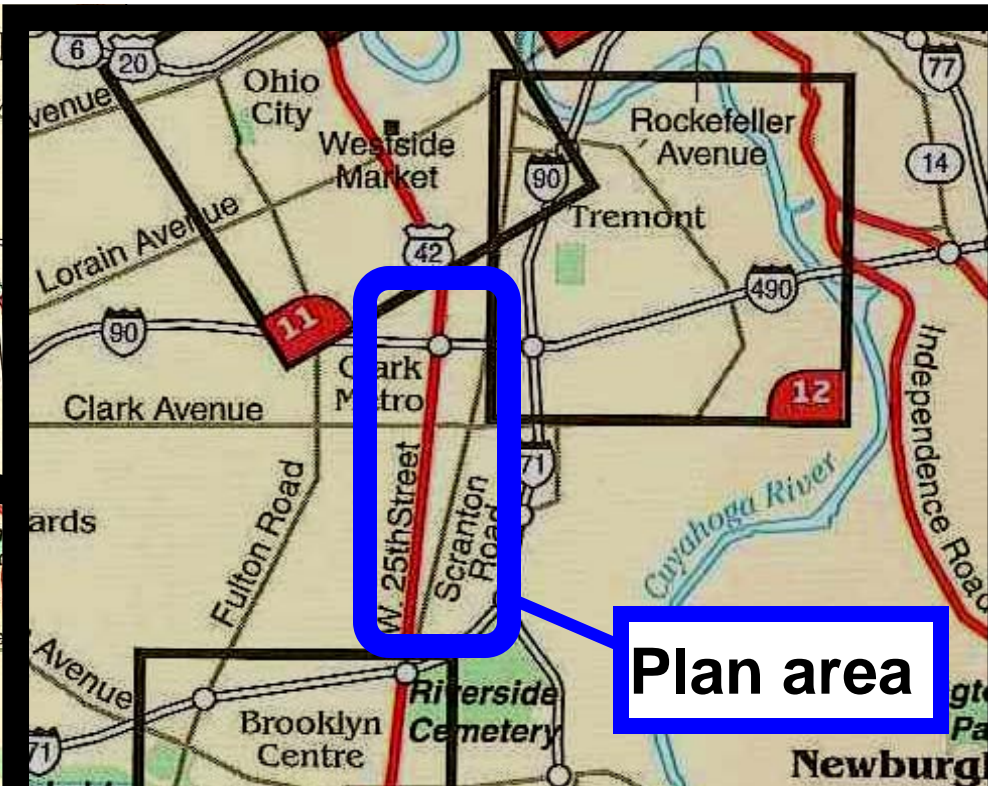
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Image Source:
Canalway Ohio.



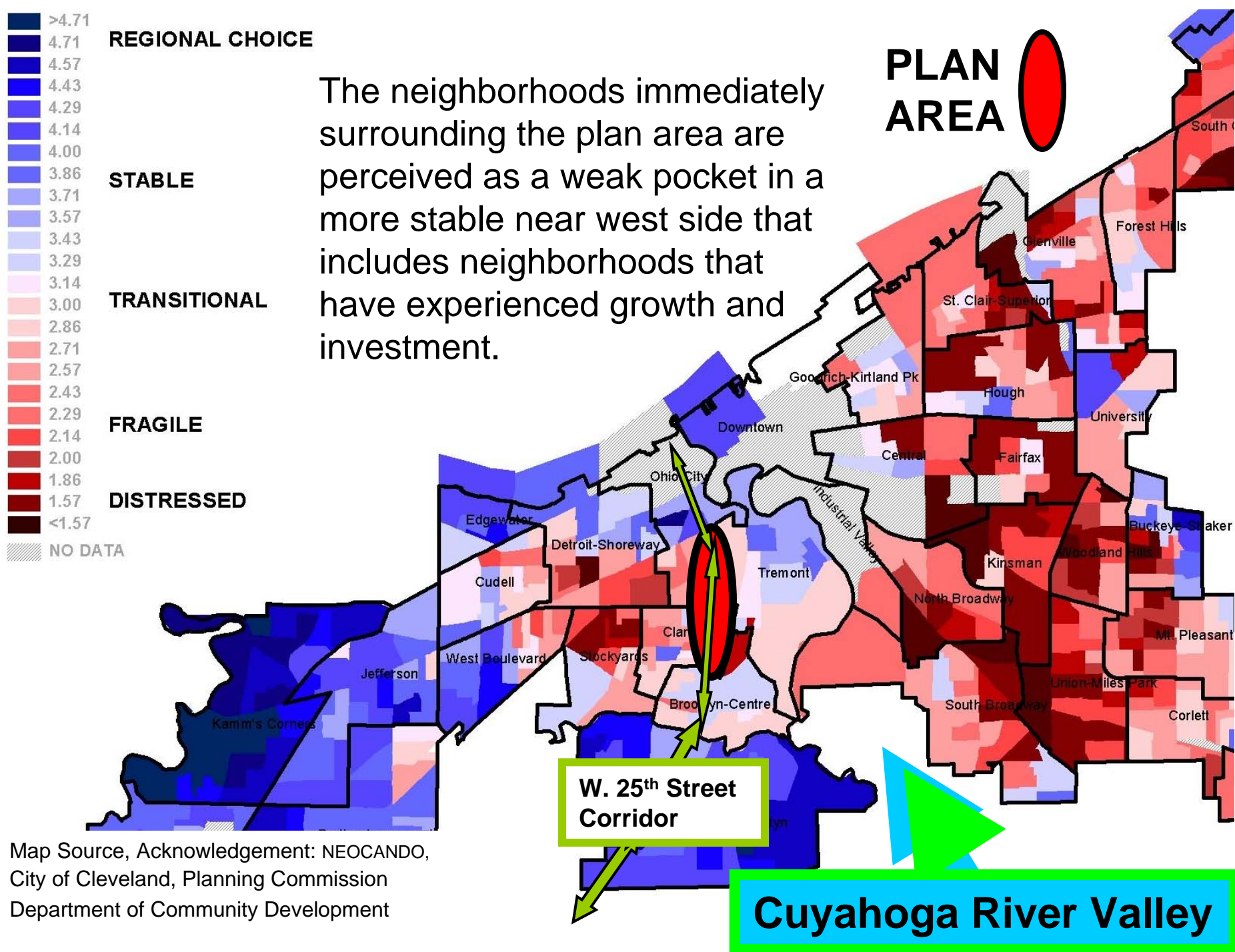
The development of the Scenic Byway System - the Towpath Trail, neighborhood trail spurs, the historic and cultural story that the Byway weaves together, has now been conceptually developed – **except in the Plan area.**



Why is this West 25th Corridor / Byway Plan important?

- **W. 25th is a commuter corridor and “gateway” into City.** Proposed action steps outlined in plan will improve the profile and image of the City of Cleveland.
- **Could benefit adjacent neighborhood areas.** Improvements on the corridor will help adjacent residential streets.
- **Fills a “gap”.** This portion of 25th Street Corridor has not experienced the same level of positive redevelopment as seen to the north and south of Plan study area.

This is the one portion of the Scenic Byway System that has not benefited from prior planning and adopted a program of recommendations related to its status as a portion of the America's Byway System.



2006-07 Strategic Land Use Plan To Help Reshape W. 25th Street

Area covered

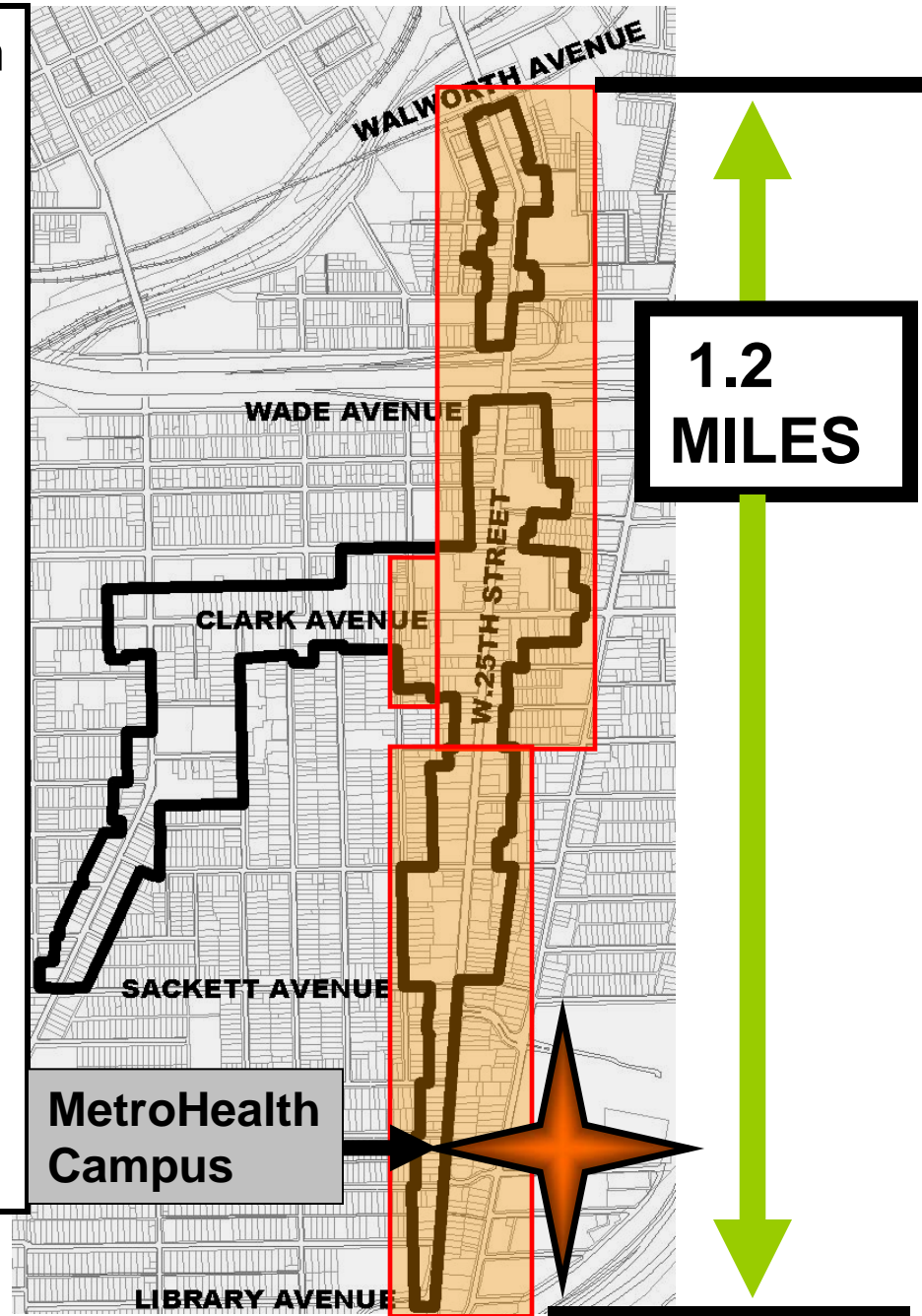


71 acres / 300 land parcels

Approx 180 owners

MAY 2006 – JULY 2007

- Focused planning and development efforts in response to new development challenges.
- A consensus-driven plan, with input from local stakeholders.



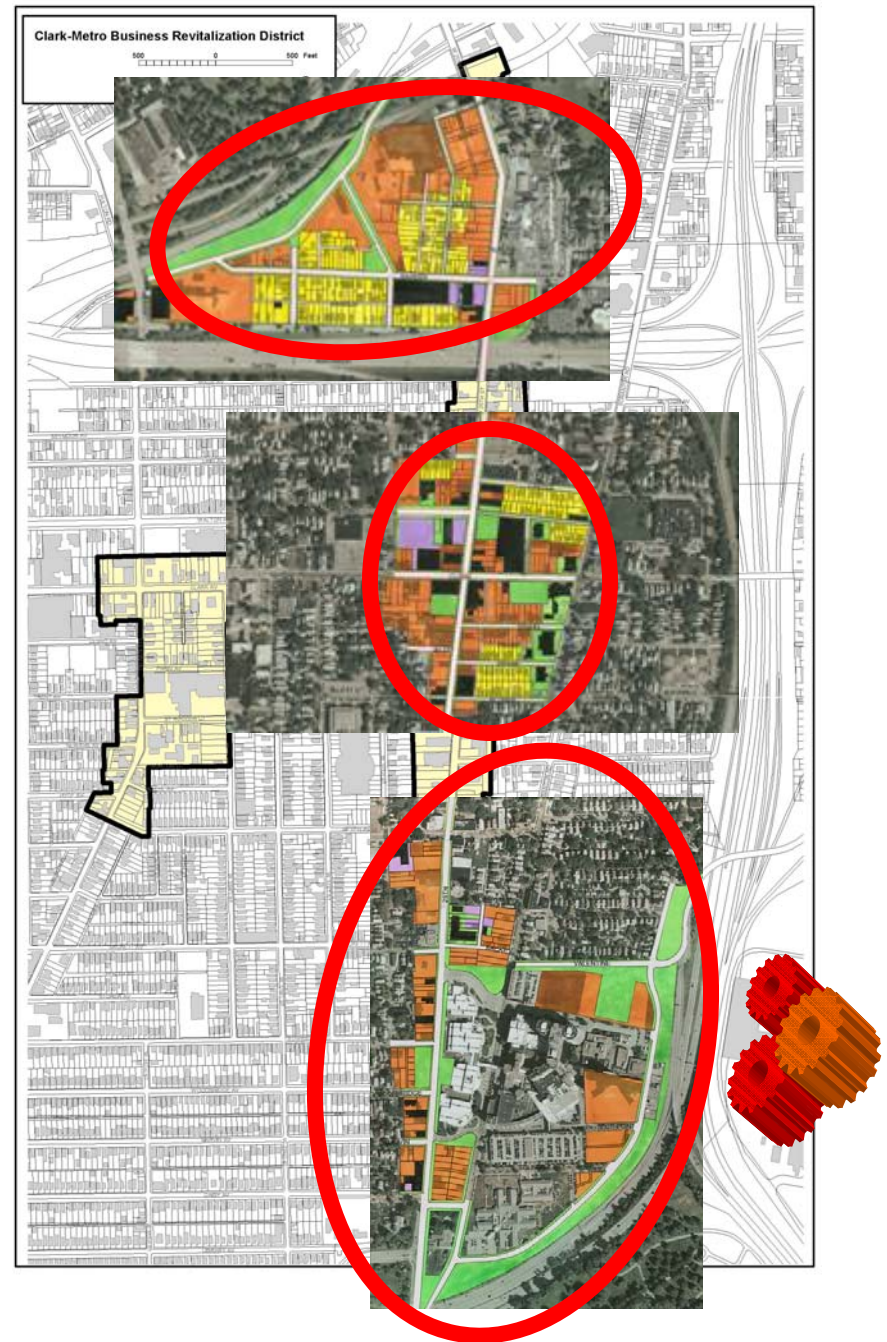
The planning process



The West 25th Street Corridor Plan considers some corridor – length strategies and focuses on

3 CATALYTIC PROJECT INVESTMENT ZONES:

- The development of “THEMES” for each zone based on a consensus approach, with stakeholder input.



A *charrette* – an extended meeting and design session for interested individuals from the entire corridor length plan area, was held in October 2006.

Summary notes from three focus group meetings were brought to the charrette and reviewed by those in attendance.

Quick design concepts and site diagrams, as shown here, were created in order to translate verbal concepts into visual diagrams where design-driven solutions would be created to express the common themes and ideas that had been explored over the course of the previous months.



Chuck Hoven of the Plain Press adding suggestions during the design session.

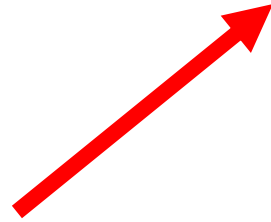
Input from area stakeholders and interested parties was compiled.

Input is summarized / arranged by categories.

Themes – Overall goals and concepts are developed for project.

Planning and Development follows an **Investment Strategy** – which is established using information gathered from all sources.

Community and stakeholder input helps refine development process, and provides other benefits.



CULTURAL CORE

Pedestrian-oriented mixed-use buildings

New public spaces and plazas

History: "Crossroads of Cultures"

Guiding Comments / insights from charrette of October 2006.

- This area could be a microcosm of Cleveland and its history.
- We need to develop with this neighborhood an overall business plan to support small and medium sized businesses.
- We need increased security – and a means to have a business-to-business set of relationships and involvements
- We need more neighborhood cohesiveness
- We need to reduce vacancies
- We could use some form of "Community Relations" presence, perhaps as an intern to focus on helping with outreach and media contacts.
- Our "Public View" is not good right now.
- "Community Morale" is not what it should be.
- Lack of Public Space.
- This part of Clark Metro is like a "*Historic Preserves*" area.
- Youth is an untapped resource here right now for this neighborhood –
 - ✓ Lack of opportunities for youth to be engaged with / in the public.
 - ✓ No programs for such a purpose, and to get them to help, to do good work.
 - ✓ Outreach and public involvement could be accomplished with local youth and participation/guidance from local institutions in and around the Cultural Core area.
- Inviting the community and the outside public at large to multi-cultural events / religious and community events, and special services, to promote the community and develop our sense of *specialness*.
- Local Events need to be developed and implemented for many reasons:
 - To bring in business volume (customers)
 - To attract visitors
 - Perhaps sidewalk events and temporary markets, like *City Fresh*, can help.
- Types of businesses that are here right now do not always complement each other.
- There are two very different set of characteristics to this area, for day and night.

Guiding Comments about scope. Key ingredients to focus on are:

IDENTIFICATION OF KEY STRATEGIC STAKEHOLDERS IN MAIN PLANNING FOCUS AREAS:

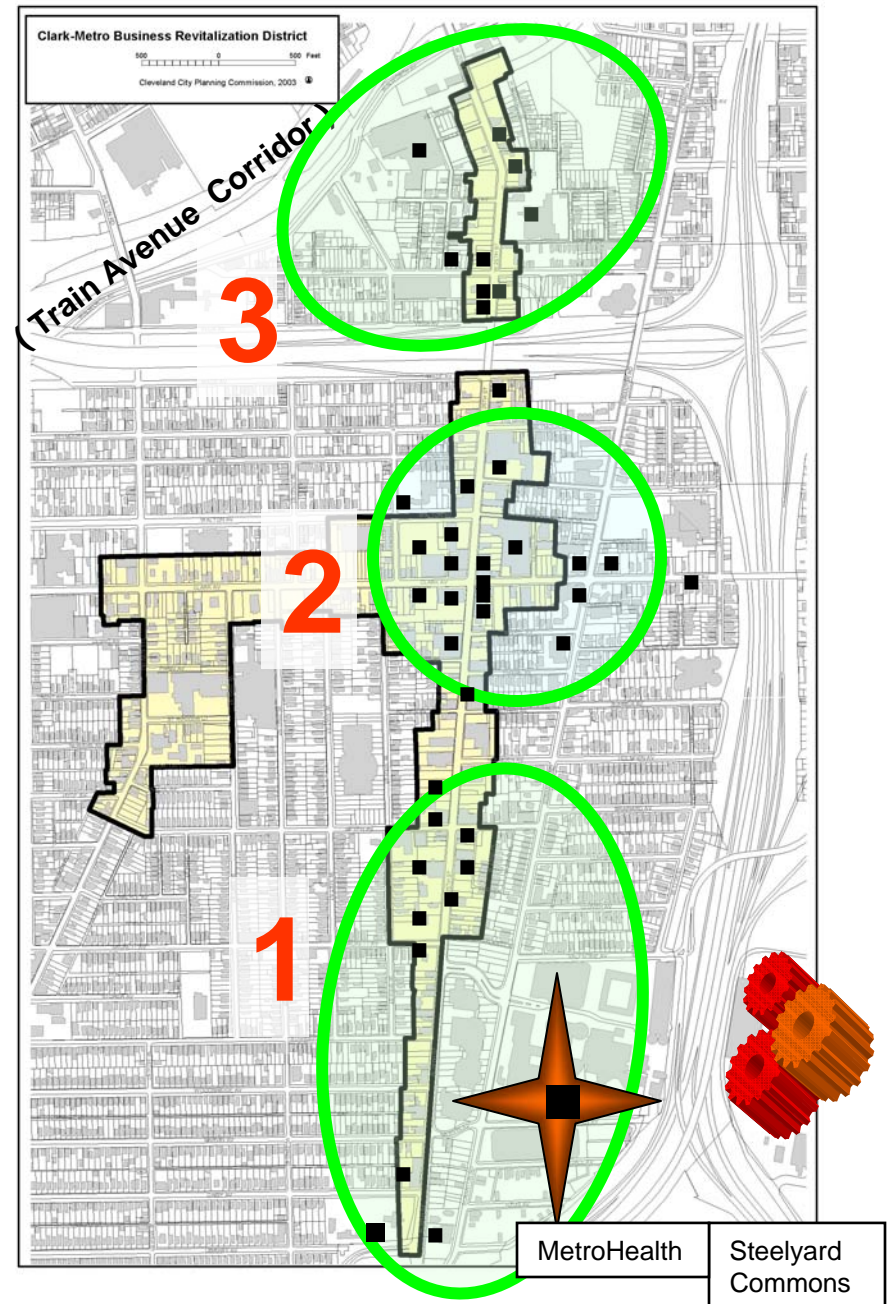
1. METROHEALTH NEIGHBORHOODS
2. CULTURAL CORE
3. FOUNDRY HILL

Participants in process 

Strategic stakeholders hold significant properties or represent major business, cultural, religious, or institutional groups and activity generators within the corridor. Input was gathered through small group meetings and separate interview sessions.

Other agency participation

- | | |
|--|-------------------------|
| ■ Ohio City NWDC | ■ Tremont CDC |
| ■ Ohio Erie Canal Assoc. | ■ Old Brooklyn Dev Corp |
| ■ City Department of Community Development | ■ City Council Ward 15 |
| ■ City Planning Commission | ■ City Council Ward 14 |



Recommendations in Plan

- Corridor-length treatments to support and foster W. 25th as one of America's Byways.
- Identify and establishes future links (neighborhood spurs) to the Towpath Trail.
- Preserve cultural and historic assets. Tell the Byway's story.
- Support the introduction of additional amenities that support the use of public transit and improve the public realm.

Recommendations in Plan

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West 25th Street as a Designated Scenic Byway



The 21st Century City skyline begins to loom above the neighborhood streetscape along this section of the Byway along W. 25th Street.

The City skyline is an asset we should better appreciate, formally recognize, and utilize along streets where such views can help encourage redevelopment.

Recommendation:

Continue program of placing utility lines underground and replacing older street lamps with contemporary model.



Current shot of W. 25th Streetscape, from MetroHealth looking north

Recommended use of streetscape enhancements that can serve as a visual compliment and neutral element to in relation to both historic and contemporary architecture.

Visual integration and relationship between neighborhood scale and City skyline is key.

Street lamps with slim profile on both sides of street will enhance the view and approach into the city center.



Making W. 25th Street – A designated Scenic Byway – Into one of Cleveland's Great Gateway Streets.

Planning and Design Solutions

Reduce the number of streetlamps types from (current) number of eight, to one model.



Streetscape view looking north

Permuting

WOMEN LIKE STEADMAN AND REARER
CHALLENGE THE STATUS QUO
Schedule All Postcard Sales Online

1-877-550-000-4

2347

America's
Byway
↑

The “Big Sky over the Lake” creates an ever changing backdrop from which we can regard our other growing regional asset – the evolving City skyline.

Introducing a single, consistent streetlamp design will help visually connect and unify this portion of the Byway from Brooklyn Centre to Ohio City – and enhance the city skyline view



Corridor-length strategies



GREY TO GREEN

Improve approximately 2900 linear feet
(30% of the corridor within the Plan area) of current
streetscape frontage with new landscape enhancements.

Frontage Landscape Opportunity Sites

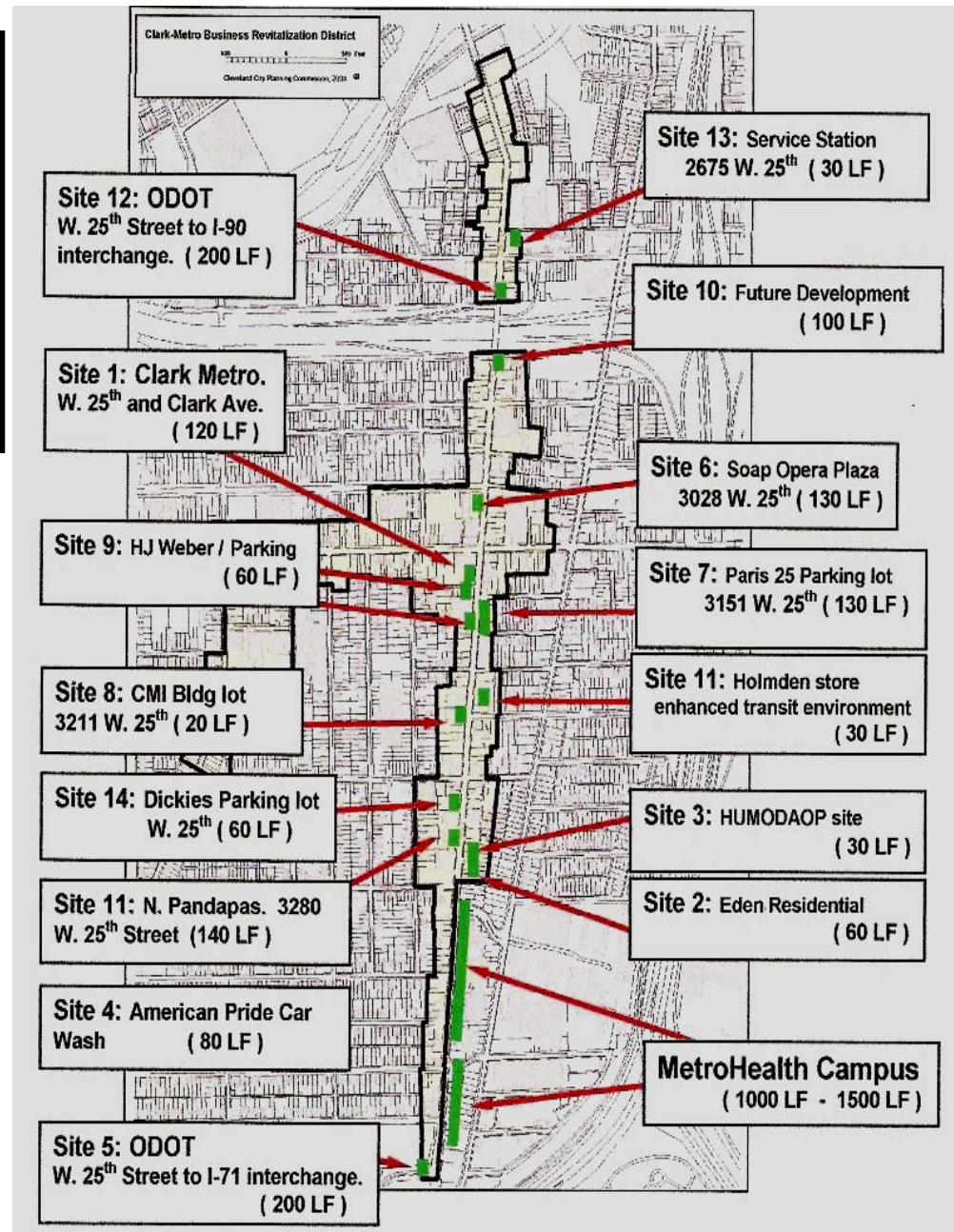
— Total - 2890 Linear Feet

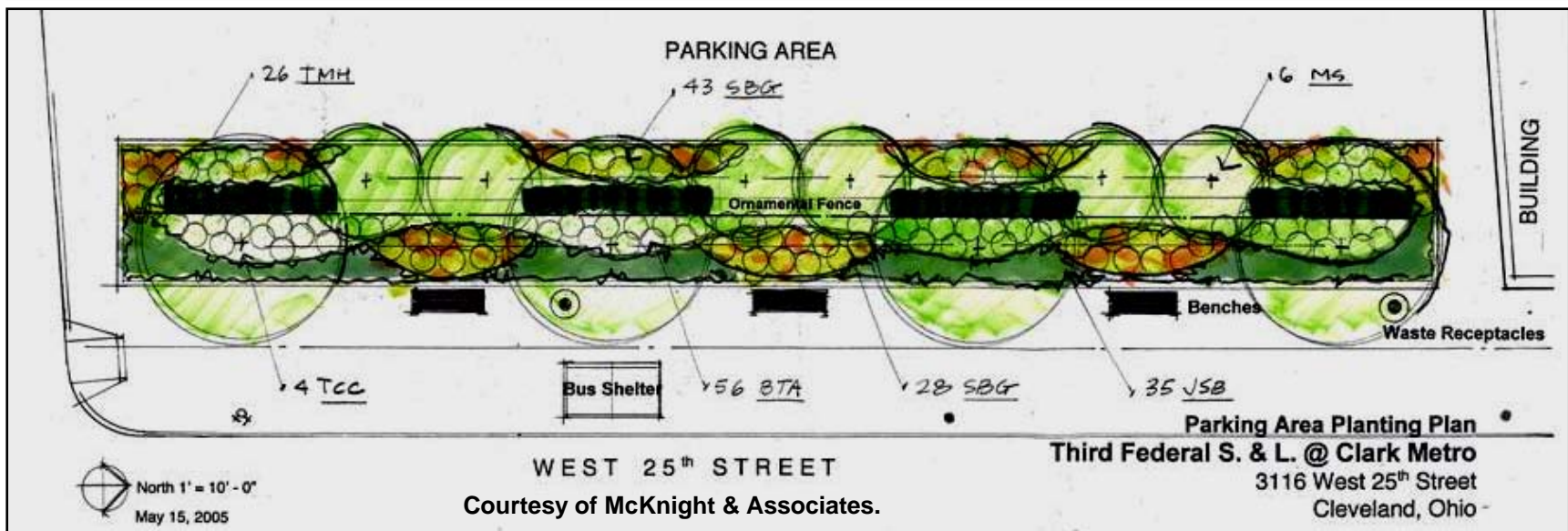
GRAY TO GREEN

(2900 linear feet is 30% of streetscape)

Given the variety of building types, one also has to look for corridor-length treatments, to help define the Byway.

There are many opportunity sites – some small and some large, where enhanced landscape treatments can add up and collectively make a significant difference





A landscape architect was commissioned in 2005 to create a frontage-area landscape plan that could work in a series of components or “modules”, so that it could be introduced at opportunity sites along the Byway.

Enhanced Transit Waiting areas are among the best sites for implementation of new landscape frontage treatments.

Example / Case Study

**Enhanced Transit Waiting Area
– Intersection of West 25th
Street and Clark Avenue.**



Process

- Land donation / site work (Third Federal Bank)
- \$10,000 grant (Parkworks)
- Bus shelter (GCRTA)
- Bike racks (City Cleveland).
- Site maintained by owner.

**Pilot Project – Landscaped
frontage introduced.**

**Streetscape amenities help
screen parking lot and support
enhanced transit waiting area.**



Recommendations in Plan

- Corridor-length treatments to support and foster W. 25th as one of America's Byways.
- Identify and establishes future links (neighborhood spurs) to the Towpath Trail.

Promote a gateway treatment for a neighborhood connector route - from West 25th Street to the Train Avenue Towpath Trail neighborhood spur, via Barber Avenue and West 30th.



Identify / Establish / Strengthen Connections to Towpath Trail.

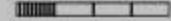
FIGURE 1

TRAIN AVENUE - WALWORTH RUN CORRIDOR PROJECT BOUNDARY

- TRAIN AVENUE CORRIDOR
- TRAIN AVENUE CORRIDOR - ALTERNATE
- TRAIN AVENUE CORRIDOR STUDY AREA
- TOWPATH TRAIL ALIGNMENT

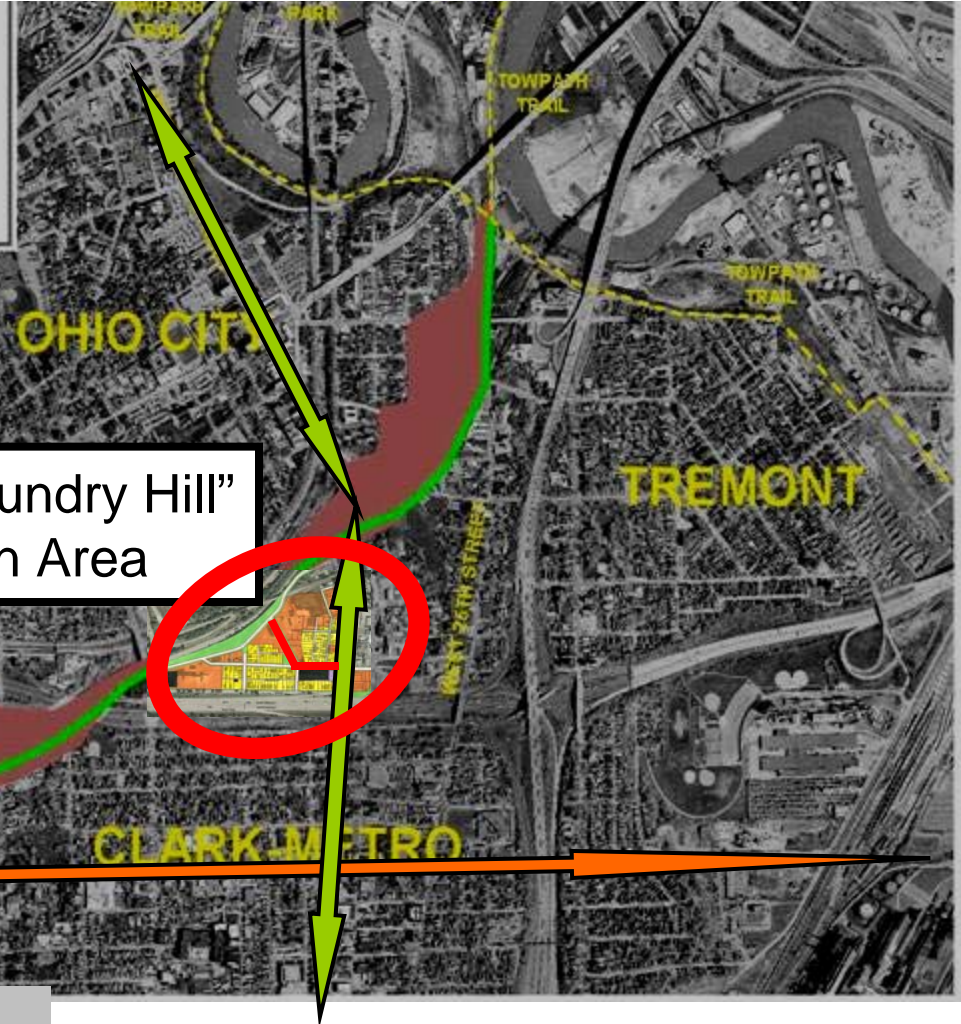


400 0 400 800 1200 Feet



Prepared by: Cleveland City Planning Commission (2005)
Digital Orthophotos: Cuyahoga County Engineer (2002)

The Towpath Trail (seen as a yellow dashed line), and the potential Towpath Trail neighborhood spur along the **Train Avenue Corridor** can connect to West 25th Street and the 'Foundry Hill' neighborhood via W. 30th Street and Barber (red lines in Plan area).

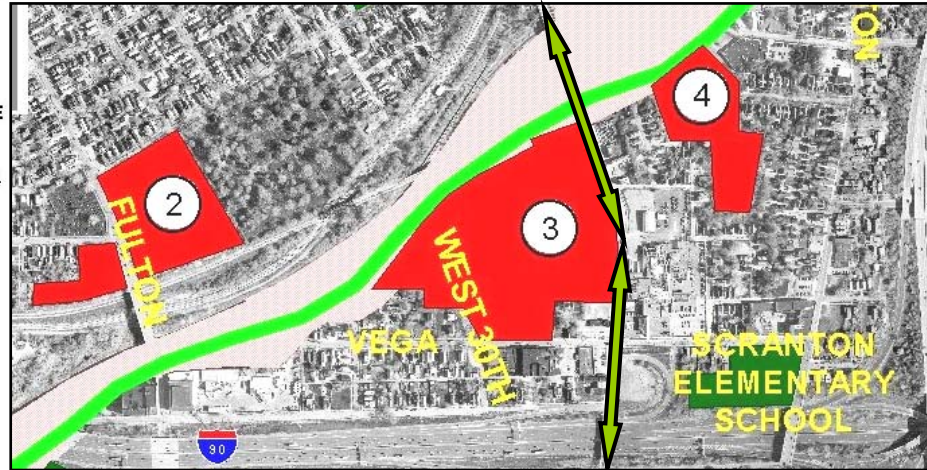


"Foundry Hill"
Plan Area

TRAIN AVENUE - WALWORTH RUN CORRIDOR COMMUNITY ASSETS / DEVELOPMENT OPPORTUNITIES

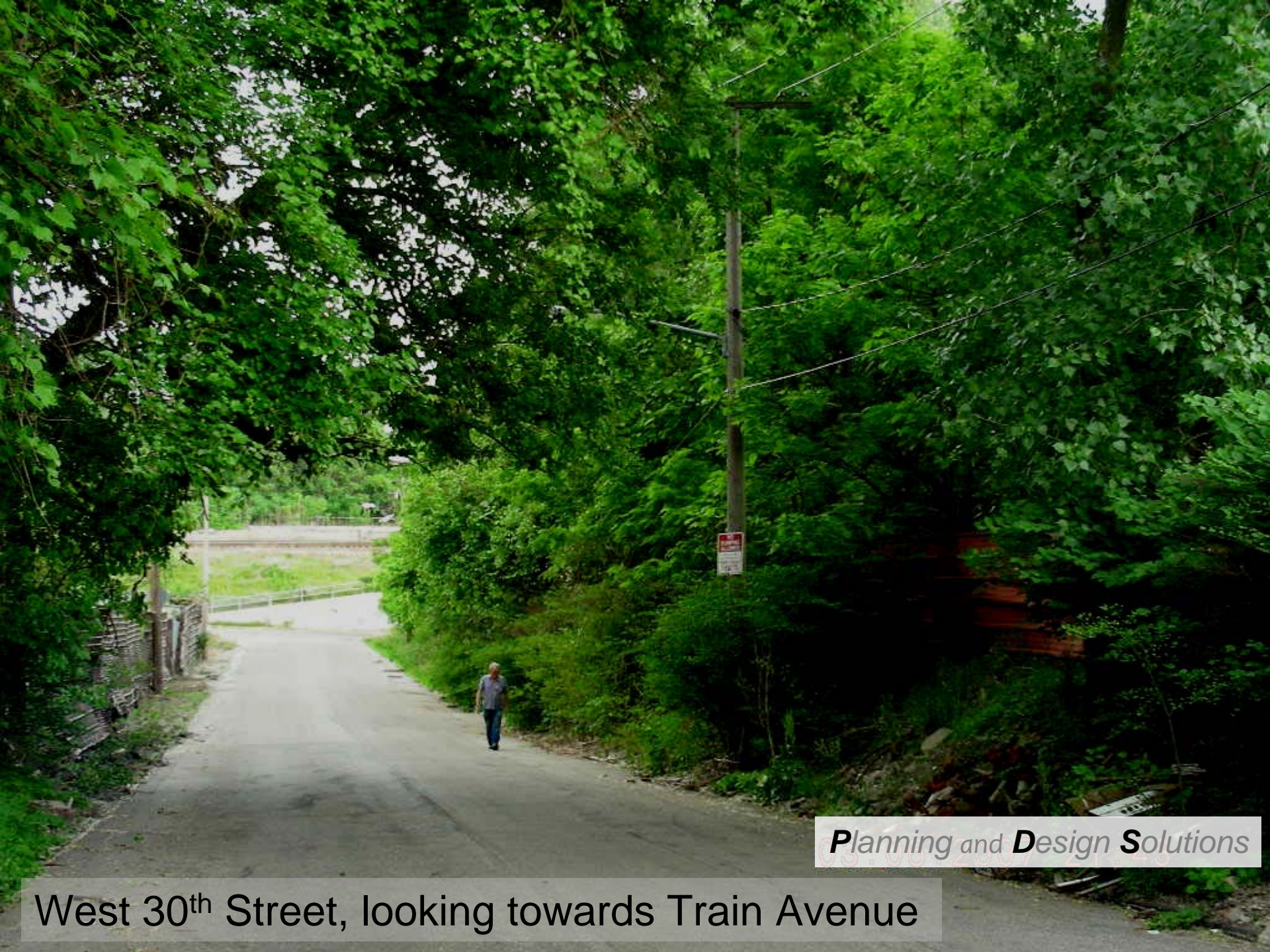
Base slide courtesy of
City Planning Commission

- TRAIN AVENUE CORRIDOR
- TRAIN AVENUE CORRIDOR - ALTERNATE
- TRAIN AVENUE CORRIDOR STUDY AREA
- RESIDENTIAL DEVELOPMENT SITE
- SCHOOL OR PARK



**Proposed link
from Train
Avenue spur
spur to West
25th Street via
West 30th St.**

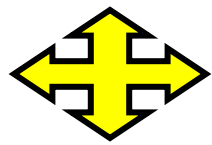




Planning and Design Solutions

West 30th Street, looking towards Train Avenue

**Interpretive
Signage
Directional
signage**



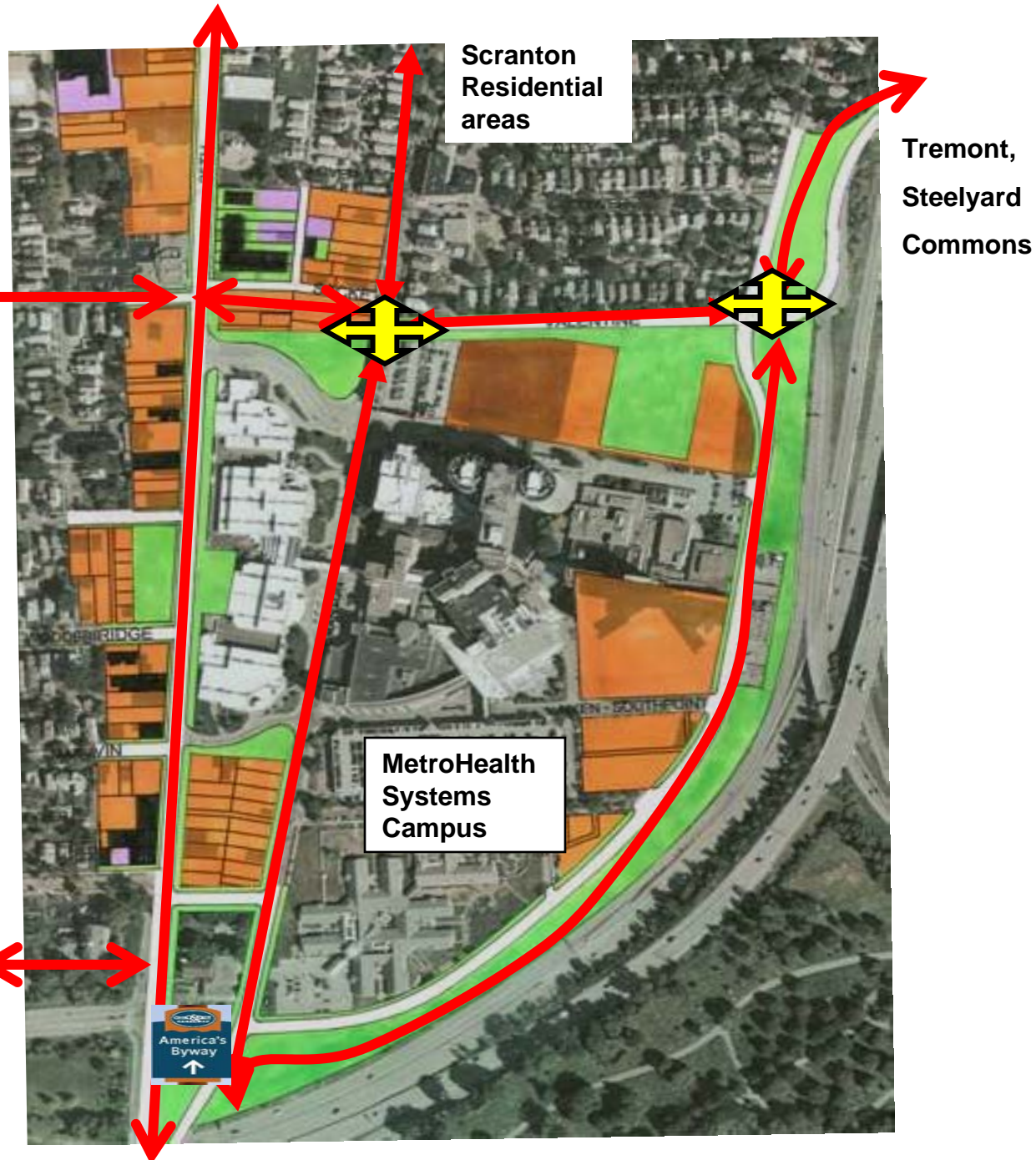
**Proposed
Neighborhood spurs
and bike routes.**



Trail Marker

**Interpretive
Signage Site**

A blue rectangular sign with a white border. At the top is the 'OHIO STATE CANALWAY' logo. Below it, the text 'America's Byway' is written in white. At the bottom is a white upward-pointing arrow.



Detail of MetroHealth area neighborhoods:

Potential Towpath Trail

Neighborhood spur connections

By way of –



1. Scranton Historic District Spur

Scranton Road to Scranton &
Connect to Towpath via Brooklyn Centre to
Harvard spur.



2. Brooklyn Center Spur

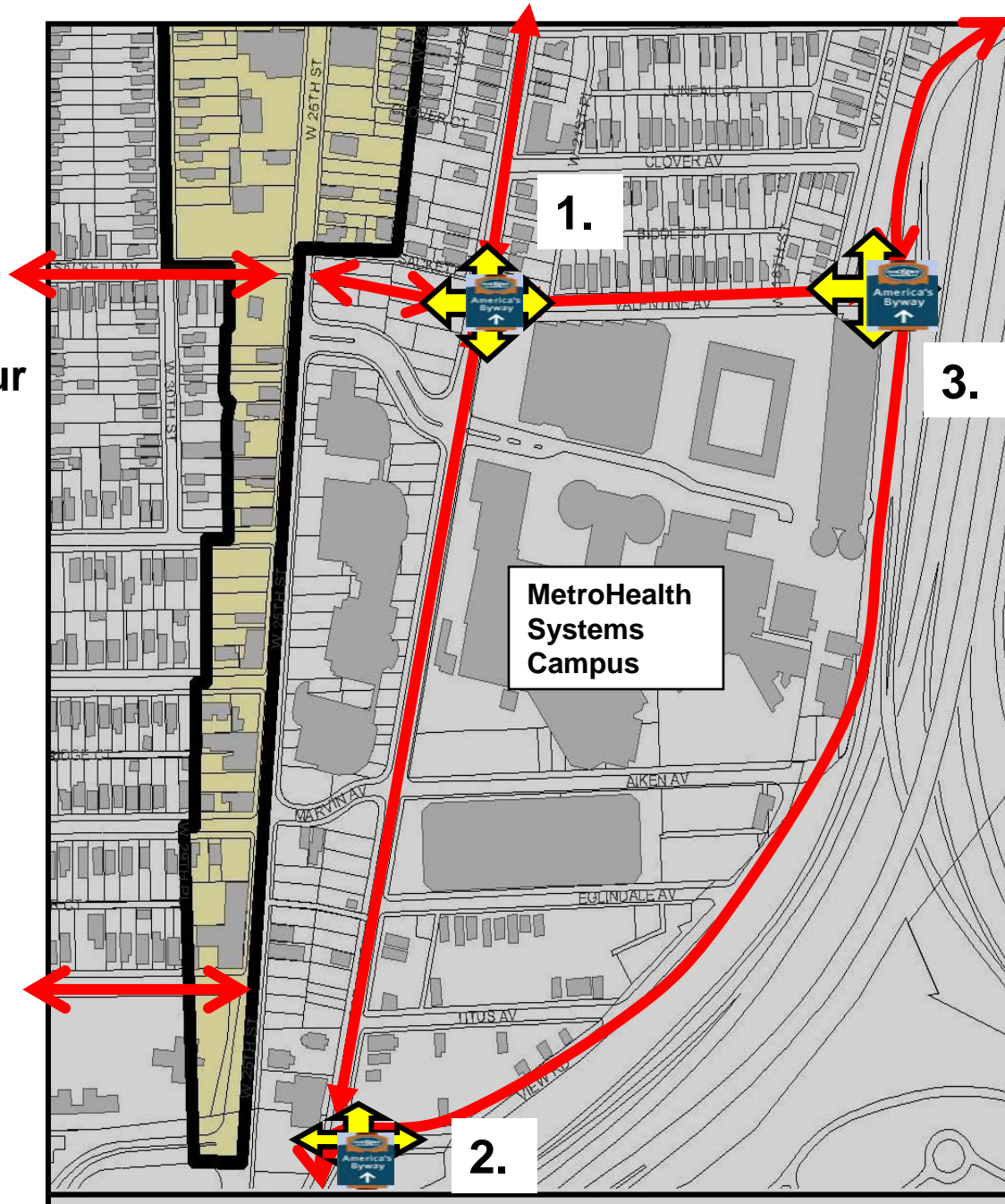
W. 25th Street / Scranton Road merge

Connect to Towpath via Brooklyn Centre to
Harvard spur.



3. Steelyard Spur

View Drive along boundary of Metro campus.
Converted lane of W. 14th flyover bridge –
Connect to Towpath at Steelyard Commons.



Jones Home

Clark Fulton

Proposed Towpath Trail neighborhood spur to connect Clark Fulton / MetroHealth area neighborhoods to Towpath Trail via Brooklyn Centre and Steelyard Commons in Tremont.

W 25TH ST

SCRANTON RD



Brooklyn Centre

VIEW R

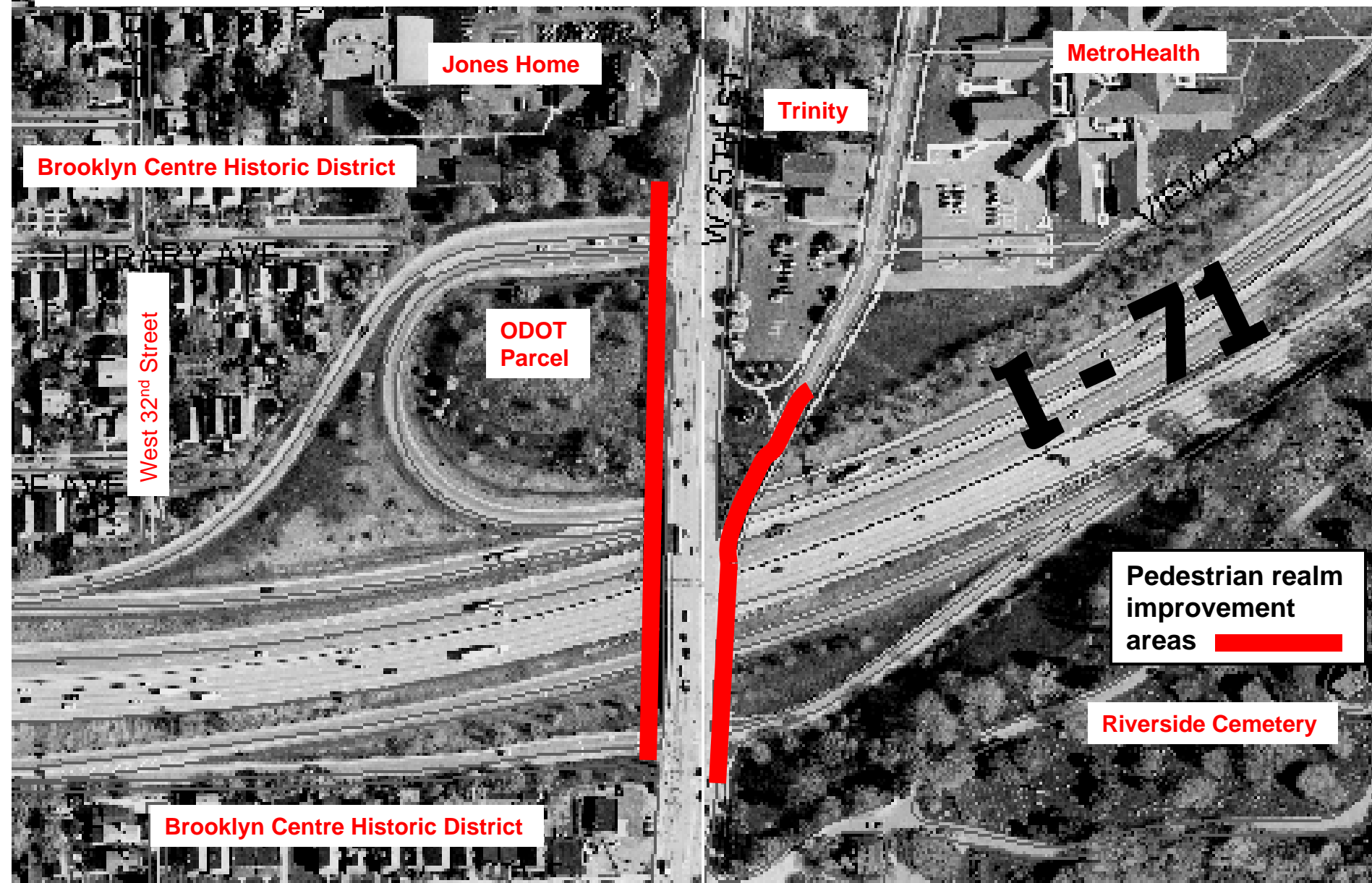
Install Signage Station to help mark trail and help tell the story of MetroHealth neighborhood sites and area.



Next Steps:

Public realm enhancements at traffic “gateway” to campus

Find new design solutions and funding to physically improve pedestrian realm in these important transitional areas between Brooklyn Centre and the MetroHealth Neighborhood areas.



Current conditions



The sidewalk area seen at right, and the crosswalk area at the entry ramp to Interstate 71, are a critical juncture for the continuation of the Towpath Trail neighborhood spur to connect the Brooklyn Centre and Clark Fulton areas, to permit another linkage via the Metro Hospital and Scranton corridors to other parts of the Byway system.

An improved landscape and fencing treatment here would serve to support the status of W. 25th as a scenic byway, and this area as a gateway to the MetroHealth area neighborhoods and the Brooklyn Centre Historic District.

Sites like this can also be used to strengthen gateway identity for adjacent Historic District.



Current Condition

Recommendations in Plan

- Corridor-length treatments to support and foster W. 25th as one of America's Byways.
- Identify and establishes future links (neighborhood spurs) to the Towpath Trail.
- Preserve cultural and historic assets. Tell the Byway's story.

A survey and map was developed to help group some 65 historic and potentially significant buildings and sites – most of which are indicated on this map.

Of those 65, some 39 could be considered endangered (blighted and / or vacant), and some of these structures are unlikely to survive.

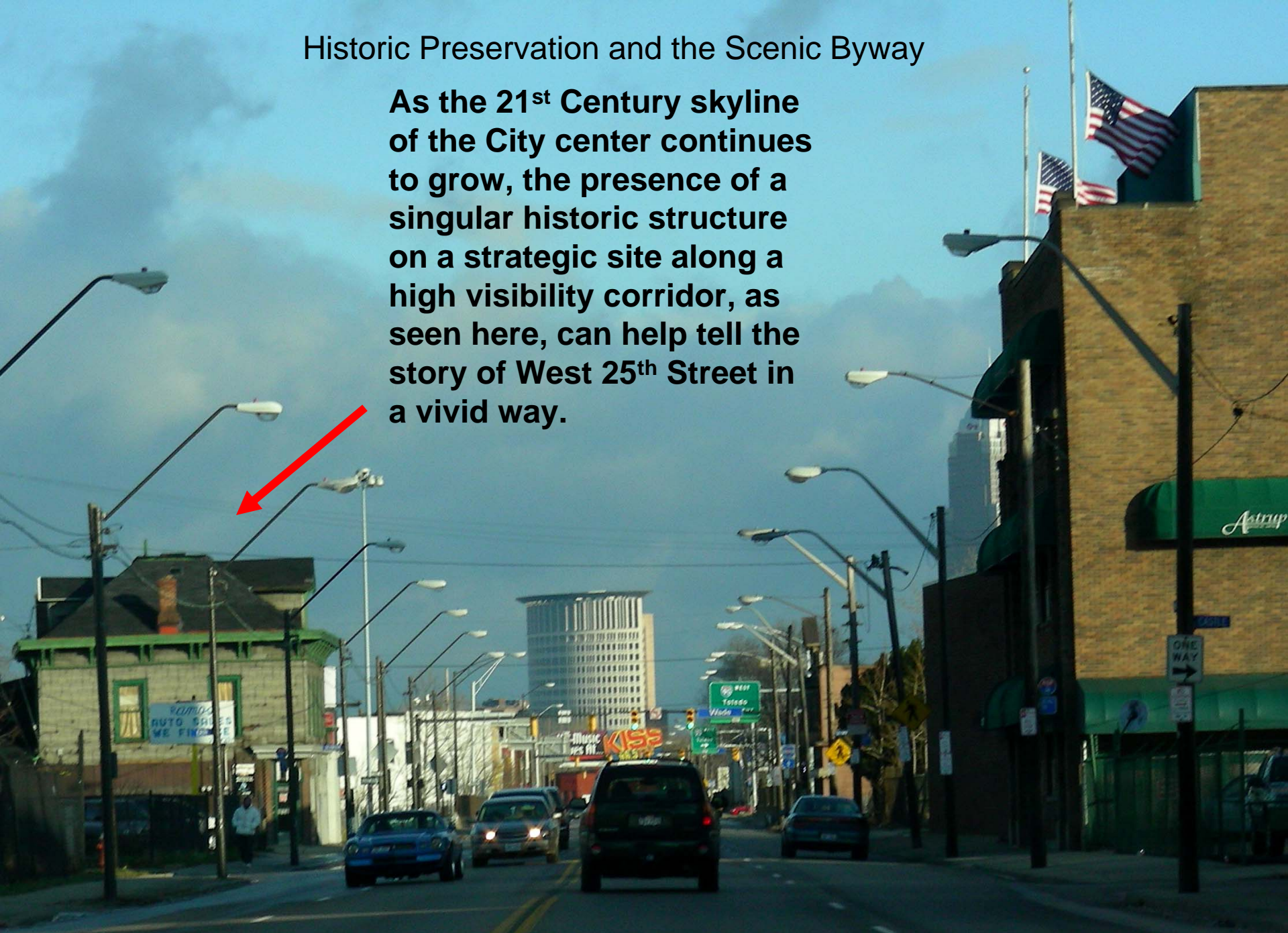
A strategy for promoting historic preservation has to be deftly merged within the context of a larger revitalization strategy.

Survey map: Chris Lucksay,
City of Cleveland
Planning Commission



Historic Preservation and the Scenic Byway

As the 21st Century skyline of the City center continues to grow, the presence of a singular historic structure on a strategic site along a high visibility corridor, as seen here, can help tell the story of West 25th Street in a vivid way.



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City of Cleveland - West 25th Street Corridor Strategic Land Use Plan

Excerpts from

WEST 25TH STREET: A RE-EMERGING TRANSIT ORIENTED DEVELOPMENT CORRIDOR

Corridor-length strategies Small Steps Catalytic Project sites

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West 25th Street as a Re-emerging Transit Oriented Development Corridor

This enhanced transit waiting area was established here to create safer conditions at this key intersection, and to suggest the potential future introduction of other public realm enhancement projects that could help generate reinvestment.



West 25th Street as a Re-emerging Transit Oriented Development Corridor

The enhanced transit area was envisioned as step in a process to transform an underutilized parking lot into a programmed open space that could be used as parking and for open air markets and special events. The space would be further activated by new infill development.

Revitalization like this can be created in phases over time.



Arkinetics
Architecture & Urban Design

West 25th Street as a potential Transit Oriented Development Corridor

25th West St:

**26,000 **
Cars / Day**

**Major Commuter
Route, CBD to
SW Suburbs.**



**MetroHealth
6000+ Employees**

**RTA: 1,636,000*
Riders / Year.**

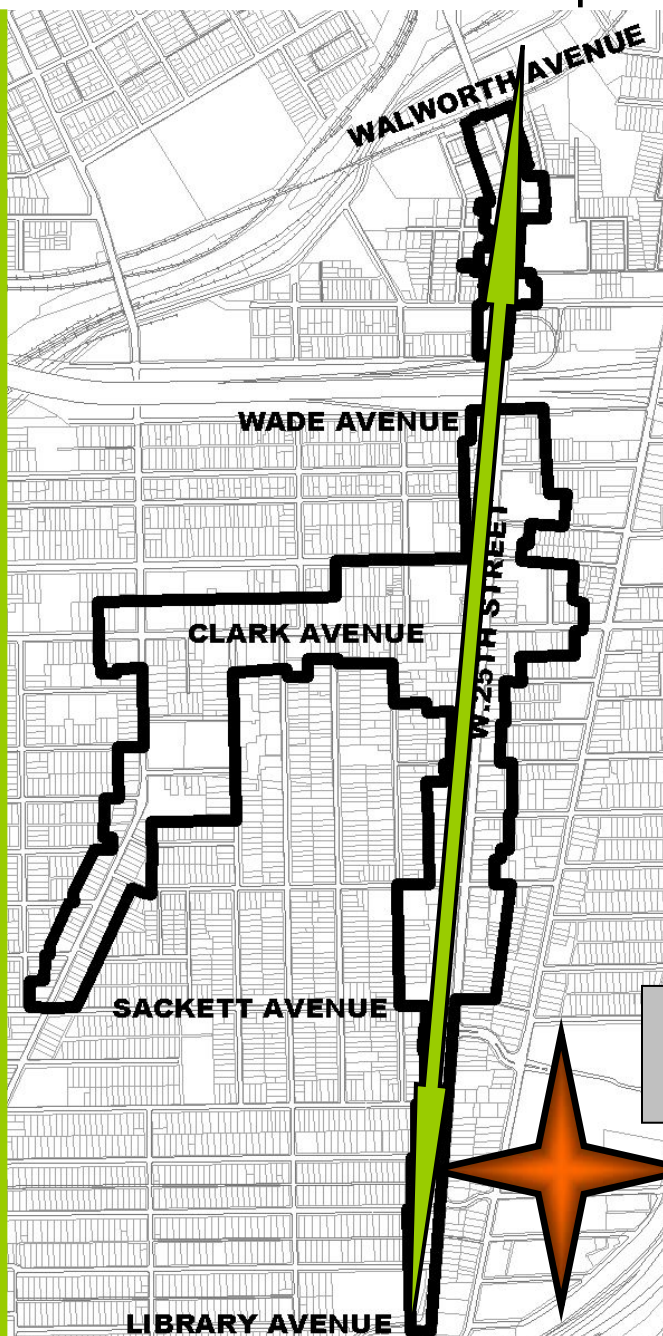
**8th largest route
of 48 main routes in
RTA system.**

*RTA 2003 report

Highway Access:

I-176 I-71 I-90

** Source: Burges & Niple.



**MetroHealth
Campus**

WEST 25TH STREET: A RE-EMERGING TRANSIT ORIENTED DEVELOPMENT CORRIDOR.

Proposed:

4 New Enhanced Transit Waiting Environments

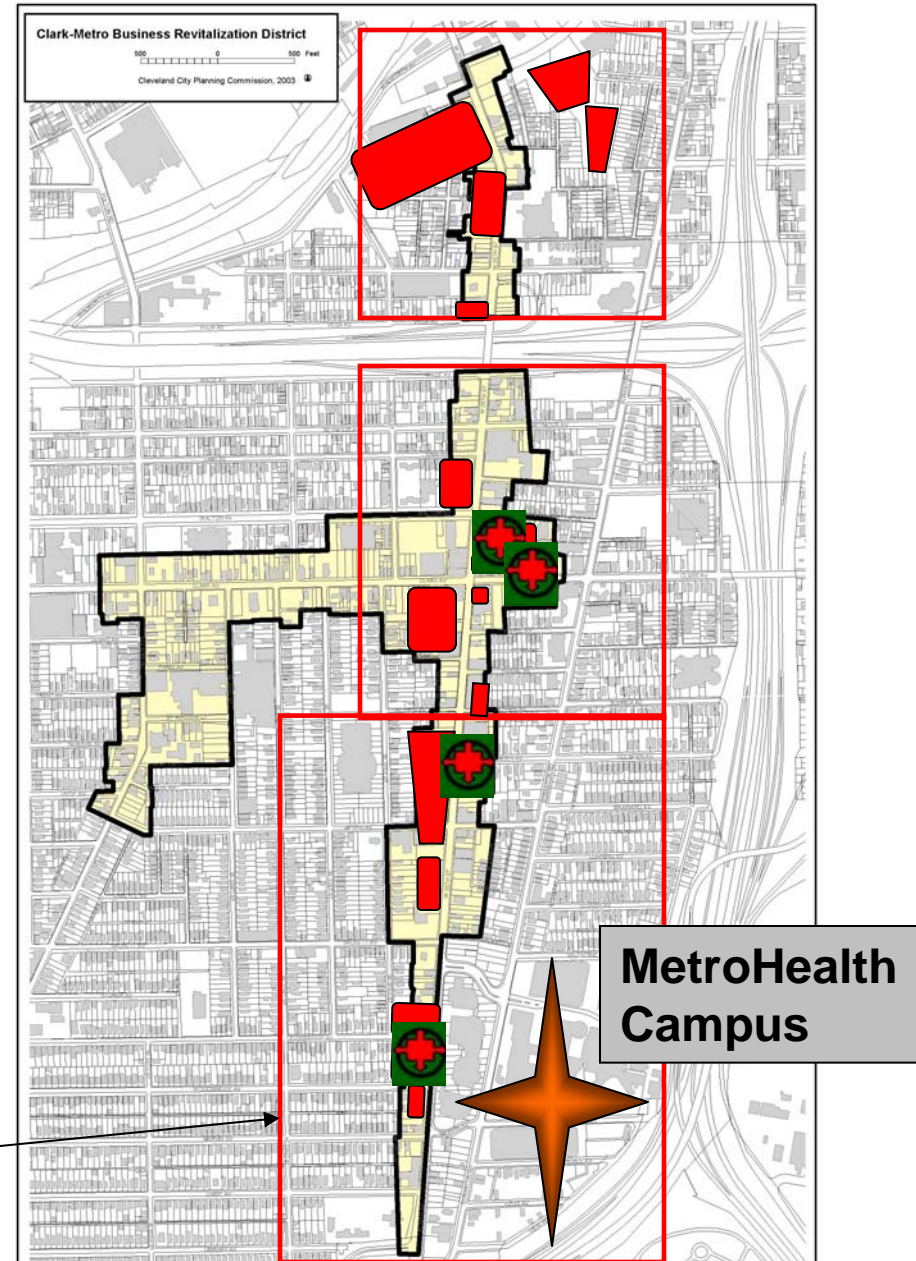
2 on existing sites

2 in tandem with future projects

Opportunity sites for new uses in proximity to convenient transit routes:

Proposed Enhanced Transit Waiting Environment

1/4 mile “pedestrian shed” – the range of convenient walking distance to public transit stops around W. 25th Street and Clark Avenue.



Proposed new enhanced transit waiting environment site:



Jay's Market
3203 West 25th Street.

Existing GCRTA stop, above, and in map view.

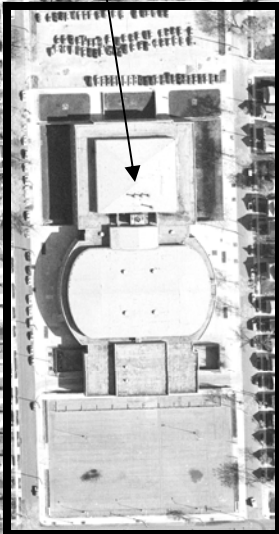
- Large numbers of Lincoln West High School students, and visitors to a nearby medial services center use this stop.
- The convenience store is a stable business in a mid-corridor location.
- Public realm enhancements here, in tandem with RTA shelter amenities, would improve streetscape conditions and help adjacent property owners, some of whom have had long-term vacancies.
- The former Aragon Ballroom, a vacant cultural landmark with an uncertain future, is nearby. It has no parking and future redevelopment could be facilitated by the presence of enhanced transit amenities.

Lincoln West High School
1,500 students

Aragon Ballroom

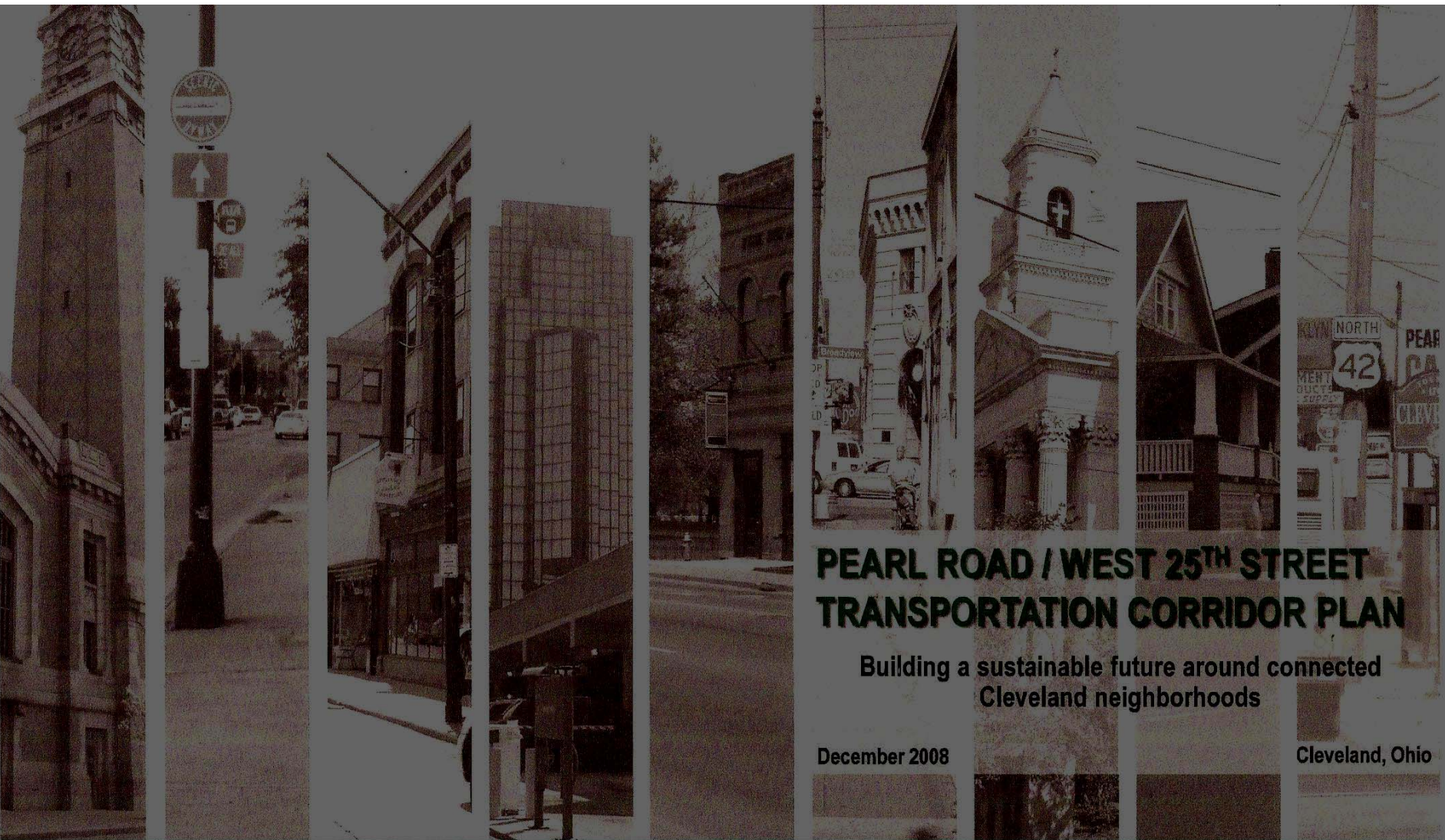
Jay's Market

Medical services Center



Comparison Study:

2008 TLCI Project – Metro District Recommendations



**PEARL ROAD / WEST 25TH STREET
TRANSPORTATION CORRIDOR PLAN**

Building a sustainable future around connected
Cleveland neighborhoods

December 2008

Cleveland, Ohio

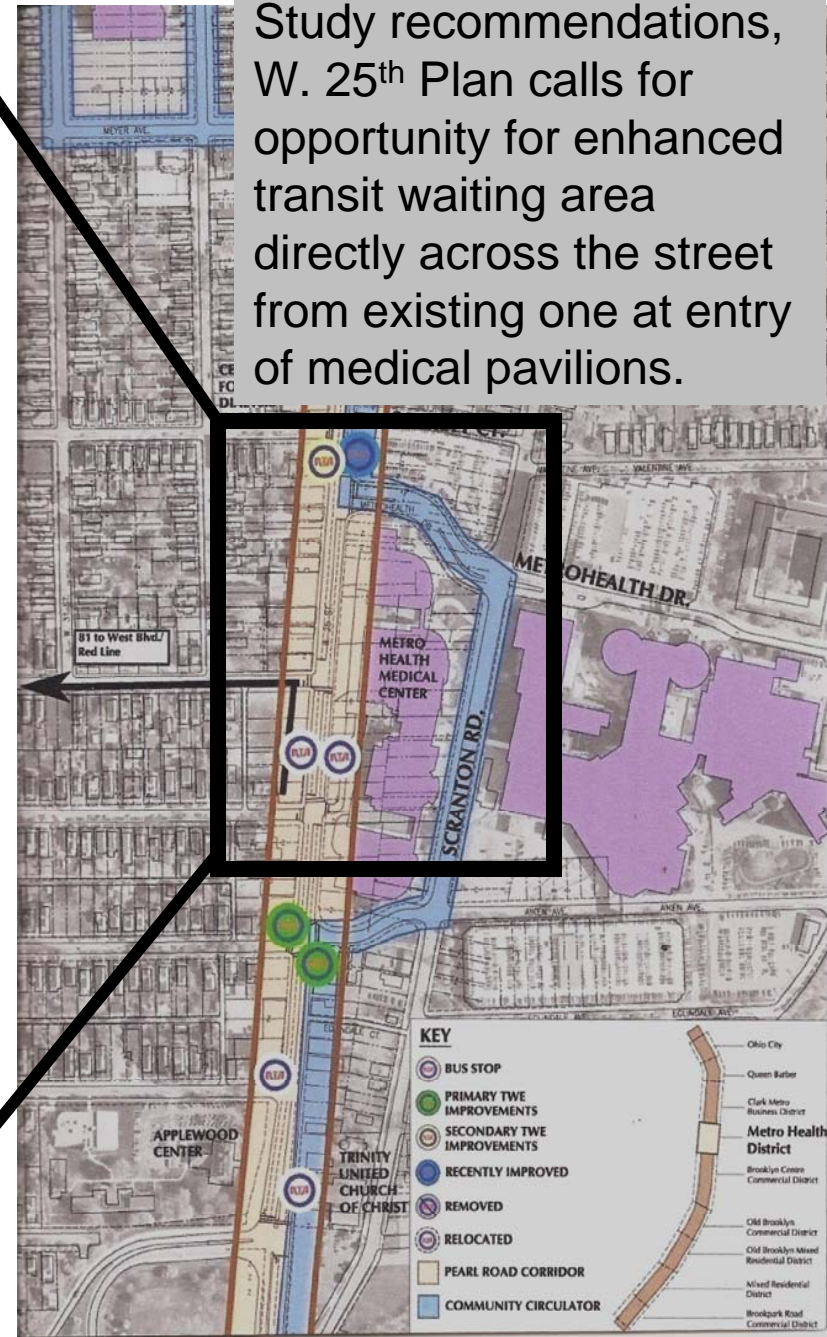
OHIO CITY — QUEEN BARBER — CLARK METRO — BROOKLYN CENTRE — OLD BROOKLYN

Comparison Study: 2008 TLCI Project Recommendations

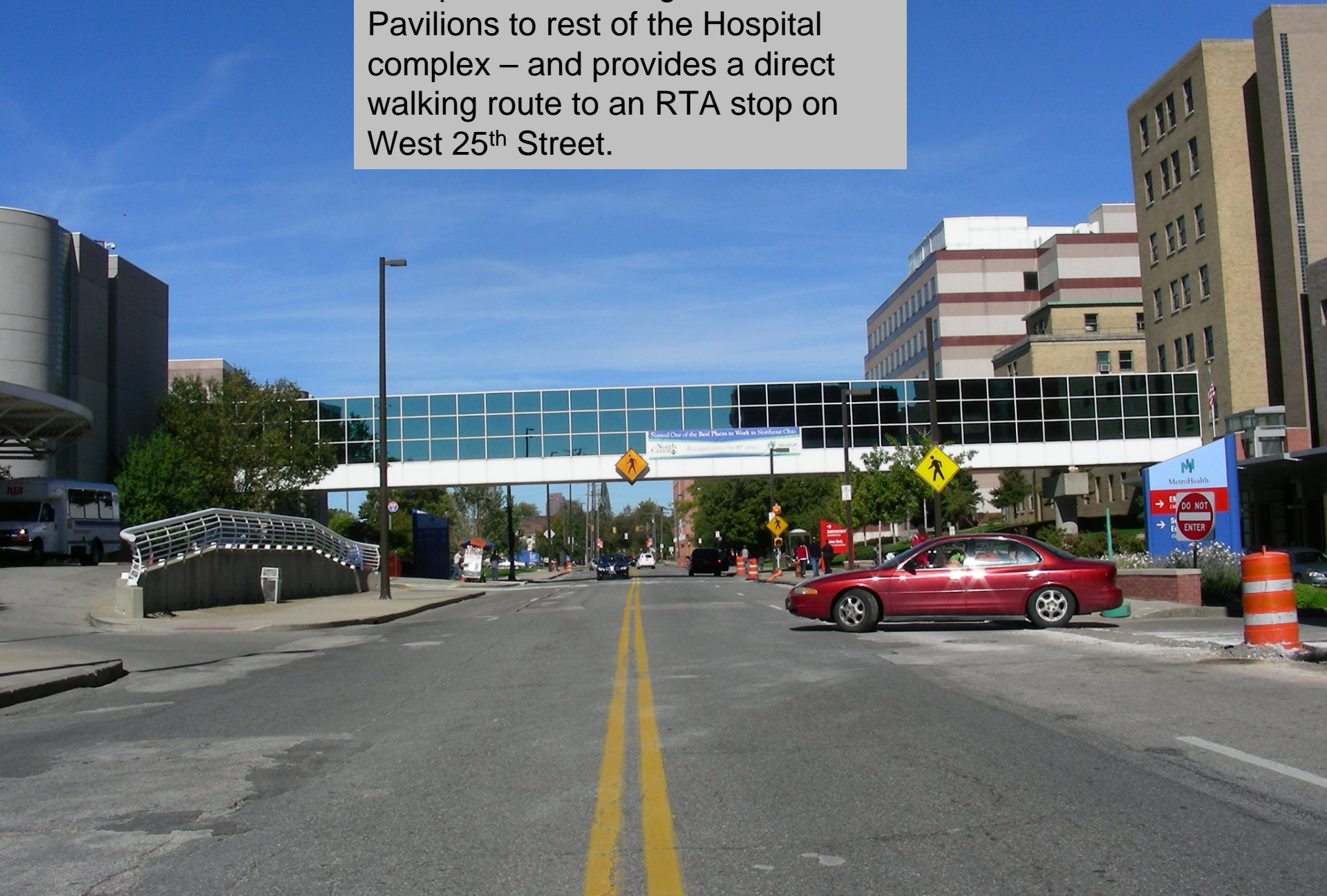
In addition to 2008 TLCI Study recommendations, W. 25th Plan calls for opportunity for enhanced transit waiting area directly across the street from existing one at entry of medical pavilions.



New Enhanced Transit Waiting Environment



This pedestrian bridge connects the Pavilions to rest of the Hospital complex – and provides a direct walking route to an RTA stop on West 25th Street.



WEST 25TH STREET: A RE-EMERGING TRANSIT ORIENTED DEVELOPMENT CORRIDOR.

Proposed

Relocate existing RTA stop on street to new open space site where sufficient space exists to establish enhanced transit waiting area.

Opportunity sites for new development near activity generators along this corridor should be encouraged to amenities that will support transit use.

Pedestrian bridge to main hospital campus

Interior
Atrium
Space

Current Bus Stop



Enhanced Transit

Waiting Environment



Planning and Design Solutions

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OHIO CANAL CORRIDOR