25Connects/Conecta

Presentation to Operational, Planning and Infrastructure Committee

August 10, 2021
25Connects/Conecta-Why did we do it?

• No Board Action required
• 25Connects
• Priority Corridor
• Funded by FTA TOD Pilot Planning Funds
25Connects/Conecta- What did it do?

• Created baseline for next phase of engineering
  – Preserved Right-of-Way
  – Established concept level lane & station placement
  – Engaged Community & Stakeholder
  – Consistent with City-wide/neighborhood plans
  – Leverages MetroHealth & other Developments
25Connects/Conecta- What did it do?

- Developed TOD development tools for future projects
  - Financing Tools
  - Conceptual TOD Developments along the corridor
- Produced first bi-lingual planning study in GCRTA’s history
- Established new level of engagement for GCRTA
A TRANSIT-ORIENTED DEVELOPMENT PLAN FOR W. 25TH CORRIDOR

PRESENTATION TO:
THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY
BOARD OF TRUSTEES
OPERATIONS PLANNING AND INFRASTRUCTURE COMMITTEE

AUGUST 10, 2021

PREPARED BY

Stantec

25CONNECTS.COM
25CONECTA.COM
MEETING AGENDA

1. PROJECT HISTORY
2. WHO WE ARE
3. COMMUNITY STAKEHOLDERS
4. PURPOSE
5. WHAT WE HEARD
6. ZONING REVIEW AND POLICY
7. MARKET & FINANCE PLAN
8. BRT DEVELOPMENT
9. CONCLUSION & NEXT STEPS
PROJECT HISTORY
PROJECT HISTORY

2018  2019  2020  2021  2022  2023  2024  2025  2026

- INITIAL BRT REPORT
- 25 CONNECTS
- BRT PRELIMINARY ENGINEERING & DESIGN
- BRT CONSTRUCTION
- WE ARE HERE
HOW WE ARE
WHO WE ARE

Stantec

PRINCIPAL, PROJECT DIRECTOR
DAVID DOON, FAIA

PROJECT MANAGER
CRAIG SKLEANAR, AICP

SENIOR PRINCIPAL
RALPH DENISCO

SENIOR ASSOCIATE
RHONDA BELL, ENV SP

URBAN DESIGNER
AICHA LAKHASSASS

PRINCIPAL, PBS CLIENT SOLUTIONS
BRETT SHERMAN

seventh hill

ENGAGEMENT STRATEGY LEAD
DAVID JURCA

ETHNOGRAPHIC RESEARCH
ROBERTA DUARTE AREKO CONSULTING

COMMUNICATION DESIGN
JACINDA WALKER DESIGNEXPLORR

STREET TEAM LEADER
DIANE HOWARD

STREET TEAM LEADER
SONIA MATIS
COMMUNITY STAKEHOLDERS
COMMUNITY STAKEHOLDERS

› City of Cleveland
› Metrohealth Systems
› Bike Cleveland
› Cuyahoga Metropolitan Housing Authority (CMHA)
› Cleveland Neighborhood Progress
› Land Studio
› Cuyahoga County, OH
› Detroit Shoreway
› Old Brooklyn - Cleveland
› Greater Cleveland Partnership
› Northeast Ohio - Hispanic Center for Economic Development
› Cleveland Lutheran Hospital
› Metro West
› Cleveland Metroparks
› Ohio City
› Ohio Department of Transportation
› Northeast Ohio Areawide Coordinating Agency
› Ward 14 Council Representative Jasmin Santana
› Sixth City + Cycles
› Cleveland Public Theatre
› The Young Latino Network
› Esperanza
› Platform Beer Co.
› Cleveland Public Library
› Tremont West Development Corporation
PURPOSE
THE PURPOSE IS TO PREPARE THE W. 25TH STREET CORRIDOR FOR DESIGN OF AN FTA ELIGIBLE BUS RAPID TRANSIT PROJECT THAT PRESERVES THE CORRIDOR FOR TRANSIT AND TRANSIT-ORIENTED DEVELOPMENT MAXIMIZING THE BENEFITS OF TOD WITH THE AID OF KEY STAKEHOLDERS LIKE THE CITY OF CLEVELAND, CDC’S, AND THE DIVERSE POPULATION RESIDING ALONG THE CORRIDOR.
**PLAN COMPONENTS**

**BRT DEVELOPMENT**
1. Ridership
2. Operations
3. Parking
4. Biking & Pedestrians

**MARKET & FINANCE PLAN**
1. Market Conditions
2. Finance Toolkit

**ZONING REVIEW & POLICY**
1. Zoning Review
2. Zoning Recommendations
   - Approval Process
   - Zoning/Design Regulations

**WHAT WE HEARD**
1. Outreach - involve entire population
2. Design preferences of customers and the population
3. Safety
WHAT WE HEARD
WHAT WE HEARD

TARGETS & RESULTS

TARGETS

- 2,200 ITEMS TO DISTRIBUTE
- 440 PARTICIPANTS TO INVOLVE
- 21 EVENTS (7 PER PHASE) TO ORGANIZE
- 44,000 IMPRESSIONS TO COLLECT

RESULTS

- 2,500 DISTRIBUTED ITEMS
- 772 INVOLVED PARTICIPANTS
- 22 ORGANIZED EVENTS
- 65,387 COLLECTED IMPRESSIONS
WHAT WE HEARD

PUBLIC ENGAGEMENT RESULTS

1 TRANSIT
› Prioritize comfort and reliability
› Provide culturally relevant identity and service
› Improve safety by design.

2 USE AND BUILT FORM
› Collaborate with local retail to better serve riders.
› Focus on affordability and cultural identity.
› Remove barriers for equitable access.

3 ECONOMIC DEVELOPMENT
› Create TOD with actions to address displacement.
› Support local businesses eager to grow.
› Target investments to increase street level activities.

4 PARKS AND RECREATION
› Implement programs to welcome community members.
› Provide more green spaces of different sizes.
› Integrate design features to serve all mobility needs.
MARKET & FINANCE PLAN
MARKET & FINANCE PLAN

OBJECTIVES

› Update existing market conditions reports
› Identify three unique development geographic areas along corridor
› Create a specific toolkit of TOD financing tools to be used as a guide for future development projects
MARKET & FINANCE PLAN

RECOMMENDATIONS

1. **FINANCIAL PROGRAMS**
   - Establish a program to help individuals purchase lower cost homes in Clark Fulton and Brooklyn Centre.

2. **COORDINATING COUNCIL**
   - Establish a Near Westside coordinating council of Community Development Corporations.

3. **FUNDING**
   - Create a funding mechanism to assist in financing TOD developments along the 25Connects corridor.

4. **CLEARINGHOUSE**
   - Establish a clearinghouse within the City of Cleveland, Department of Economic Development with access to all current and applicable public sector incentives available for TOD.
ZONING REVIEW & POLICY
ZONING REVIEW & POLICY

KEY FINDINGS

› Identify barriers to TOD:
  • Zoning Code
  • Review of application process for development
  • Examine variances issued along corridor (2015-2019)
**ZONING REVIEW & POLICY**

**APPROVAL PROCESS RECOMMENDATIONS**

1. Early Consultation
2. Simplify the Process

**ZONING/DESIGN REGULATION RECOMMENDATIONS**

1. Develop a New TOD Overlay
2. Streamline the Conditional Uses
3. Be Clear About Density
4. Eliminate Alley Closures and Prioritize Alley Improvements
5. Provide Wiggle Room for Setbacks
6. Concentrate Retail Areas
BRT DEVELOPMENT
**BRT DEVELOPMENT**

**OPERATIONS**
- Achieved FTA guideway requirements
- Recommended ROW segments that are peak hour and 24/7 dedicated bus lanes
- Identified areas along the corridor where width constraints require decisions on vehicle traffic versus BRT operations
- Recommended increasing the building setbacks to protect the ROW, support BRT Station locations, and create better walkability.

**Oppotunities and Constraints - BRT Guideways**

<table>
<thead>
<tr>
<th>Proposed BRT Bus Stops</th>
<th>Existing Bus Stops/Not Part of BRT</th>
<th>BRT Guideways</th>
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<tbody>
<tr>
<td>NORTHBOUND</td>
<td>NORTHBOUND</td>
<td>24/7 DEDICATED LANES</td>
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<td>SOUTHBOUND</td>
<td>SOUTHBOUND</td>
<td>PEAK HOUR DEDICATED LANES</td>
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**24/7 vs Peak Hour Dedicated Lanes**

- **24/7 Dedicated Lanes**
- **Peak Hour Dedicated Lanes**

- Achieved FTA guideway requirements
- Recommended ROW segments that are peak hour and 24/7 dedicated bus lanes
- Identified areas along the corridor where width constraints require decisions on vehicle traffic versus BRT operations
- Recommended increasing the building setbacks to protect the ROW, support BRT Station locations, and create better walkability.
5 BRT STATION TYPOLOGIES

EXAMPLE OF A STATION TYPOLOGY FOR 25 CONNECTS: PREFERRED STATION

4 OTHER TYPOLOGIES

- REGULAR STATION
- NARROW STATION
- CONSTRANDED STATION
- CYCLE TRACK STATION
- SPECIAL STATION *recently upgraded
BRT DEVELOPMENT

TOD ASSUMPTIONS

› Parking Requirements
  • 1 stall per unit maximum
  • 0.15 stall per unit visitor parking
  • No parking required for ground floor or retail under 25,000 sqft

› Local market opportunity considerations
  • Density
  • Affordability
  • Displacement Mitigation
  • Typologies of Housing

› BRT OPERATIONS
  • Platform Placement
  • Setbacks that might be required in certain areas
BRT DEVELOPMENT

TOD BUILDING TYPOLOGIES

- TOWNHOMES
- MULTIFAMILY RESIDENTIAL
- MIXED-USE (RETAIL + RESIDENTIAL)
- STACKED FLATS
- OFFICE BUILDING
- MIXED-USE (RETAIL + OFFICE + RESIDENTIAL)
BRT DEVELOPMENT
TOD - FRANKLIN STATION

DEVELOPMENT BREAKDOWN

389 UNITS 921 SPACES

- RESIDENTIAL
- RETAIL
- OFFICE
- ABOVE-GROUND GARAGE
- BELOW-GROUND GARAGE

URBAN DESIGN STRATEGY

FRANKLIN TOD 3D DIAGRAM

- TYPE 1: TOWNHOMES
- TYPE 2: STACKED FLATS
- TYPE 3: RESIDENTIAL BUILDING
- TYPE 4: OFFICE BUILDING
- TYPE 5: MIXED-USE (RET.+RES.)
- TYPE 6: MIXED-USE (RET.+OFF.+RES.)
- PARKING
- TOD PROJECT
- BRT STATION
Proposed Irishtown Bend Park

Groundfloor retail

5 ft to 10 ft setback to provide additional area for sidewalks and cafes

Insert street trees where possible

Corridor tree alignment

Urban lighting

Proposed Franklin BRT northbound stop

Protected bike lane

BRT development

BRT guideway
CONCLUSION & NEXT STEPS
CONCLUSION & NEXT STEPS

- **Formalize a new development review process along transit priority corridors** (City of Cleveland and GCRTA)
- **Identify existing proposed development applications that might benefit from review by GCRTA along the W. 25 Street Corridor** (City of Cleveland and GCRTA)
- **Initiate updates to the zoning code and land use planning policy to support TOD along the corridor** (City of Cleveland)
- **Develop an Equitable TOD playbook that will integrate specific approaches to mitigate displacement while supporting new development within the corridor and across the city.** (City of Cleveland & GCRTA)
- **Initiate the Preliminary Engineering work for the MetroHealth BRT.** (GCRTA)
- **FTA Small Starts Initiation** (GCRTA)
25Connects/Conecta - What’s Next?

• Approval of City Planning Commission - October 15, 2021
• Progression into Next Phase of Engineering of Project - 2022
  – Preliminary Engineering & Design
  – Environmental Clearances
  – Cost Estimation
  – Funded in 2022 GCRTA Capital Budget
• Entrance into FTA Small Start Project Funding Pipeline
No Action Required
Questions?