Greater Cleveland Regional Transit Authority



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

Greater Cleveland Regional Transit Authority



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 FORW. 25 TH CORRIDOR

PRESENTATION TO:

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

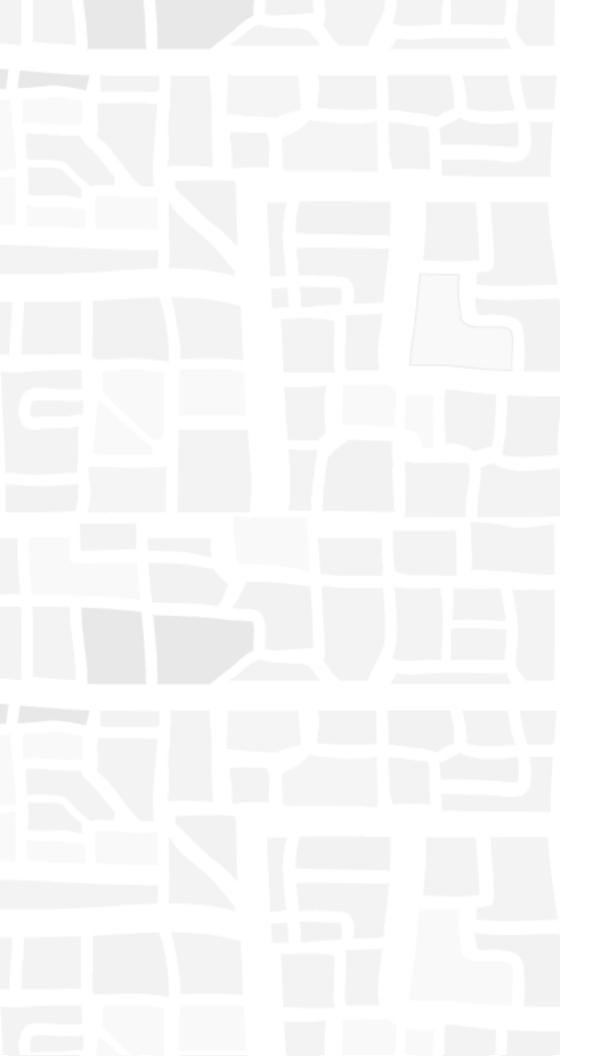
AUGUST 10,2021

PREPARED BY

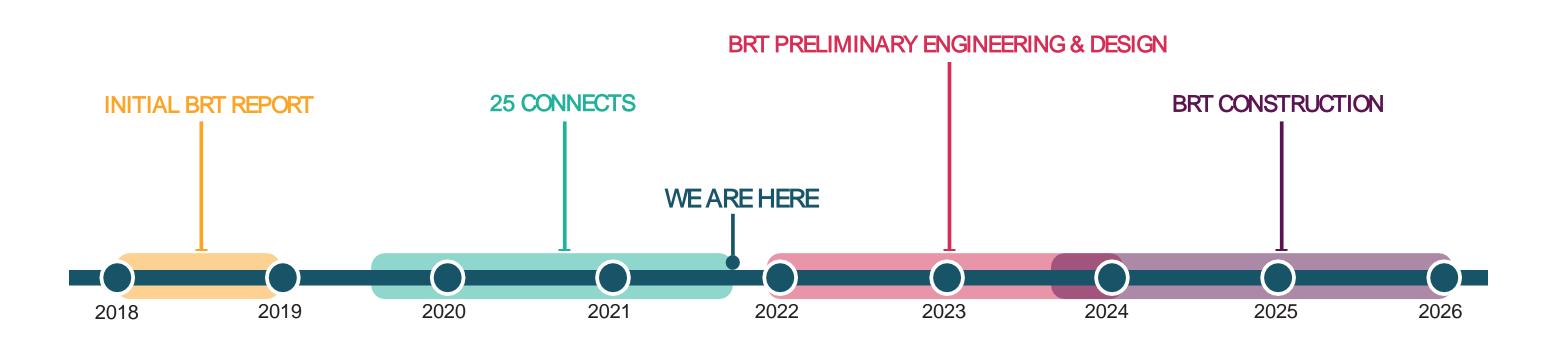


25CONNECTS.COM 25CONECTA.COM





- **MEETING AGENDA PROJECT HISTORY**
- 1
- 2 WHO WEARE
- 3 COMMUNITY STAKEHOLDERS
- PURPOSE 4
 - WHATWEHEARD
- 6 ZONING REVIEW AND POLICY
- 7 MARKET & FINANCE PLAN
- 8 BRT DEVELOPMENT
- CONCLUSION & NEXT STEPS 9





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STREET TEAM LEADER DIANE HOWARD



STREET TEAM LEADER SONIA MATIS





COMMUNICATION DESIGN JACINDA WALKER DESIGNEXPLORR



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 Ecnomic Development
- Cleveland Lutheran Hospital
- Metro West
- Cleveland Metroparks
- > Ohio City
- > Ohio Department of Transportation
- › Northeast Ohio Areawide **Coordinating Agency**

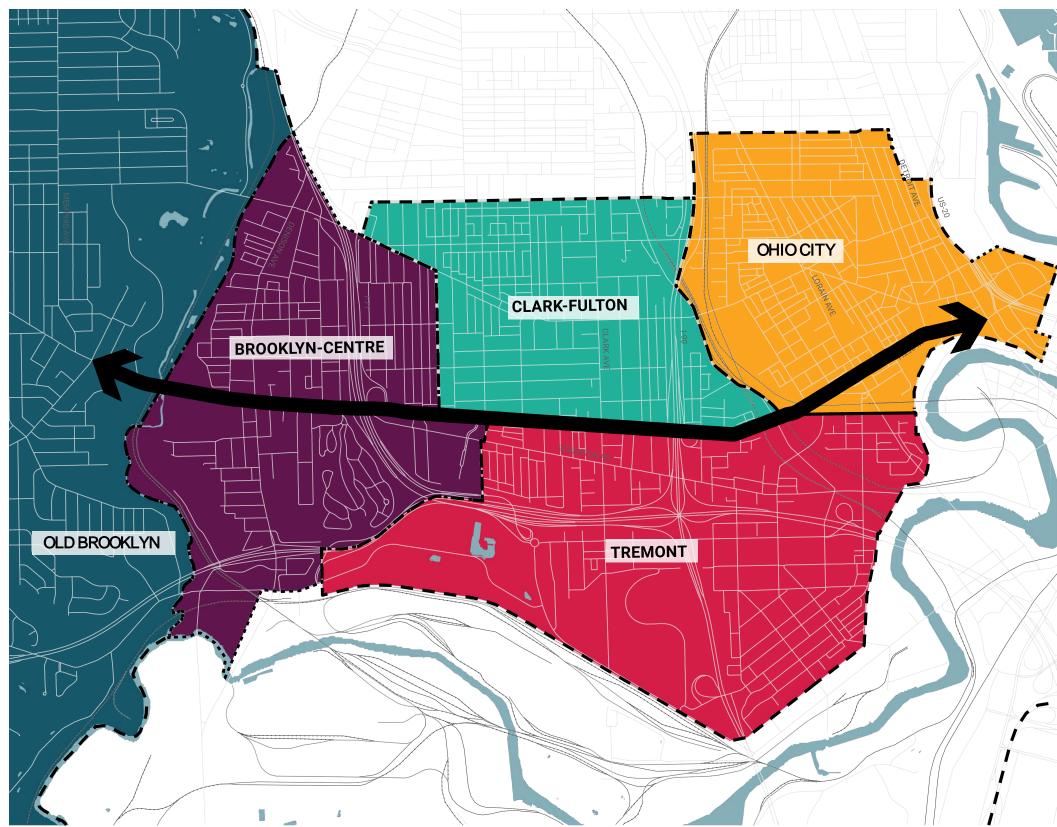
- Jasmin Santana
- Sixth City + Cycles
- Cleveland Pubic Theatre
- The Young Latino Network
- > Esperanza
- > Platform Beer Co.
- Cleveland Public Library
- > Tremont West Development Corporation

› Ward 14 Council Representative



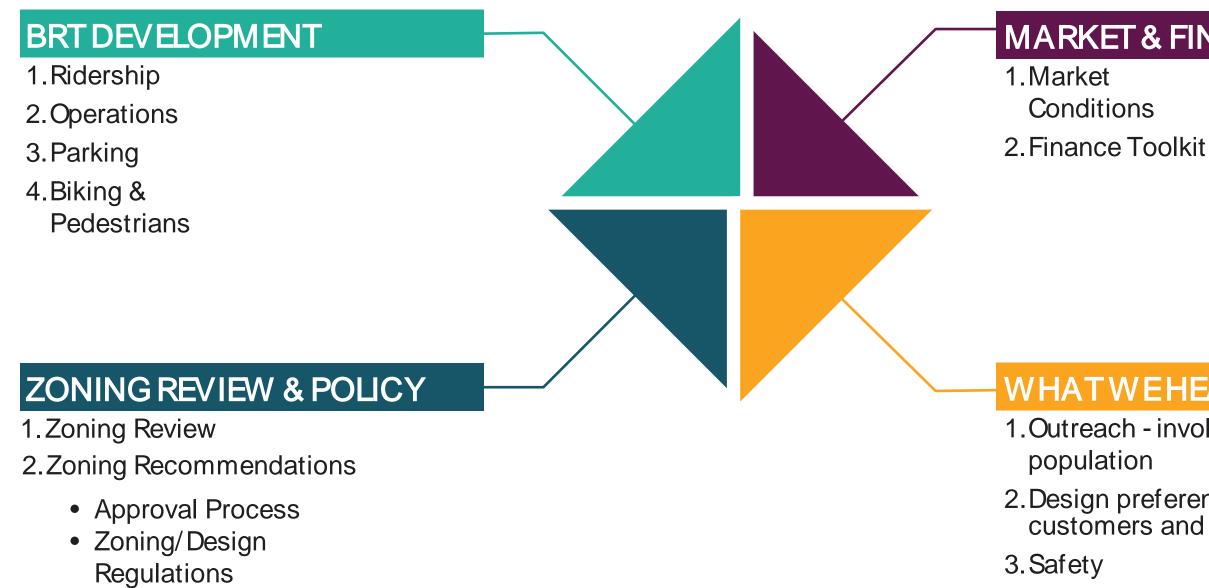
PURPOSE

THE PURPOSE IS TO PREPARE THE W. 25 TH 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



MARKET & FINANCEPLAN

WHATWEHEARD

1. Outreach - involve entire

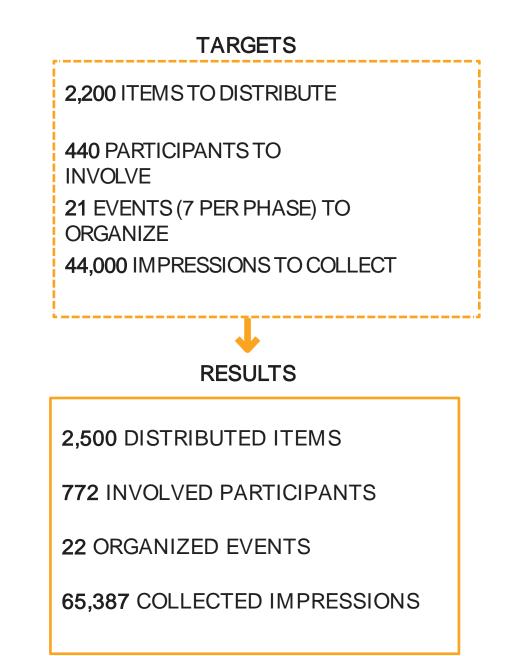
2. Design preferences of customers and the population



WHATWEHEARD

WHATWEHEARD

TARGETS & RESULTS



Bilingual postards We distributed 2,500 items to reach 5% of the entire corridor We held 21 events, seven for atinx events Public Virtual Mtgs each phase We engaged 772 participants which is 332 more people than we planned Station Design Survey BRT Priorities Survey 1.0 Stakeholder Virtual Mtgs **Mobile tours** Las Dos Fronteras event User Experience (UX) walks Public Virtual Mtgs

Social media ads **ebsite** Email Campaigns User Experience (UX) walks

We got 65k impressions, from all around the corridor



PUBLIC ENGAGEMENT RESULTS



TRANSIT

- > Prioritize comfort and reliability
- > Provide culturally relevant identity and service
- > Improve safety by design.



USE AND BUILT FORM

- > Collaborate with local retail to better serve riders.
- > Focus on affordability and cultural identity.
- > Remove barriers for equitable access.



B ECONOMIC DEVELOPMENT

- Create TOD with actions to address displacement.
- > Support local businesses eager to grow.
- > Target investments to increase street level activities.

PARKS AND RECREATION

- > Implement programs to welcome community members.
- > Provide more green spaces of different sizes.
- > Integrate design features to serve all mobility needs.

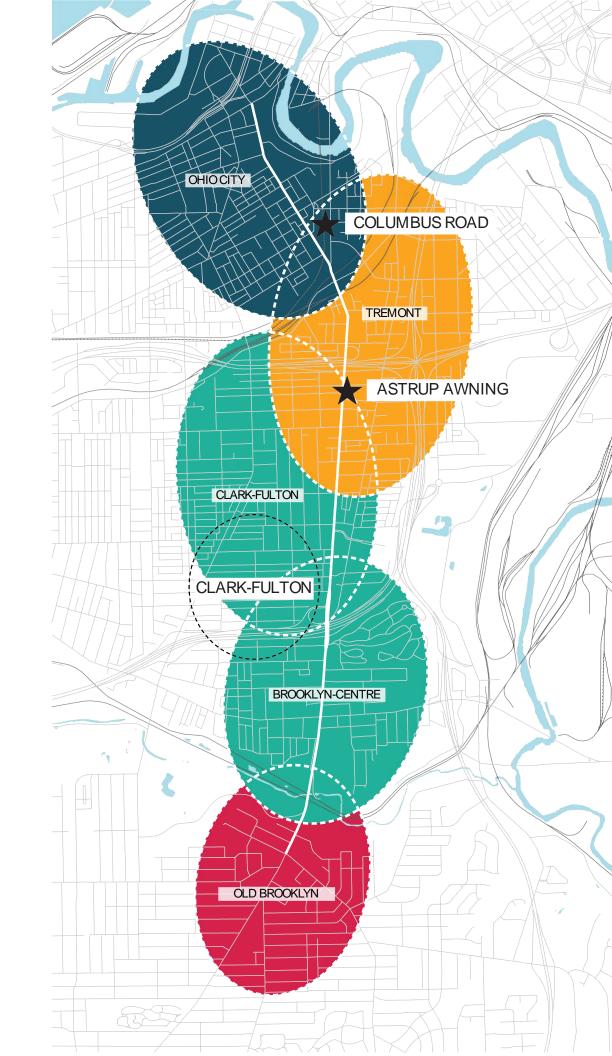




OOOOOOOOOOOOO MARKET & FINANCE PLAN

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



RECOMMENDATIONS



 Establish a program to help individuals purchase lower cost homes in Clark Fulton and Brooklyn Centre.



 > Establish a Near Westside coordinating council of Community Development Corporations.



 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.

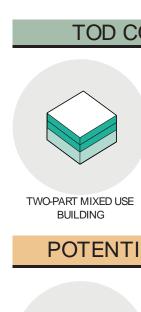


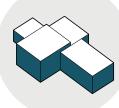
ZONING REVIEW & POLICY

OOOOOOOOOOO ZONING REVIEW & POLICY

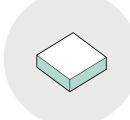
KEY FINDINGS

- Identify barriers to TOD :
 - Zoning Code
 - Review of application process for development
 - Examine variances issued along corridor (2015-2019)

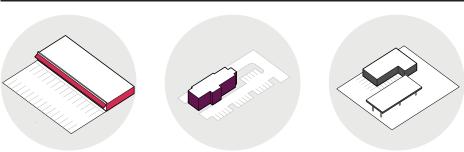




INSTITUTIONAL BUILDING



ONE-STORY COMMERCIAL BUILDING

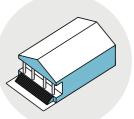


STRIP MALL

TOD CONTRIBUTING BUILT FORM

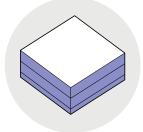






CIVIC BUILDING

POTENTIAL OPPORTUNITIES FOR TOD



INDUSTRIAL BUILDING



VACANTLO





NON TOD CONTRIBUTING BUILT FORM

AUTO-ORIENTED COMMERCIAL BUILDING AUTO RELATED USE



ZONING REVIEW & POLICY

APPROVAL PROCESS RECOMMENDATIONS





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

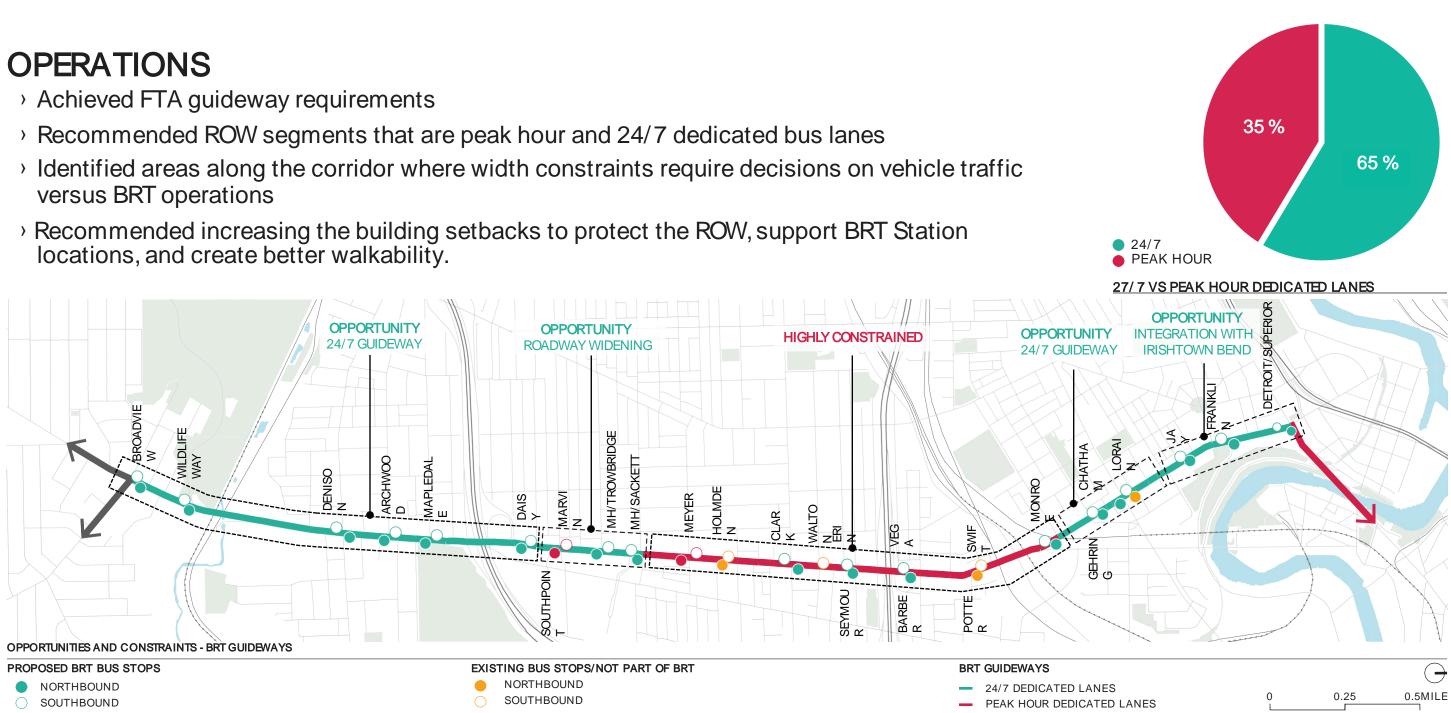




OOOOO®O BRTDEVELOPMENT

BRT DEVELOPMENT

- versus BRT operations
- locations, and create better walkability.



- NORTHBOUND ALTERNATIVE
- SOUTHBOUND ALTERNATIVE



\bigcap **BRT DEVELOPMENT**

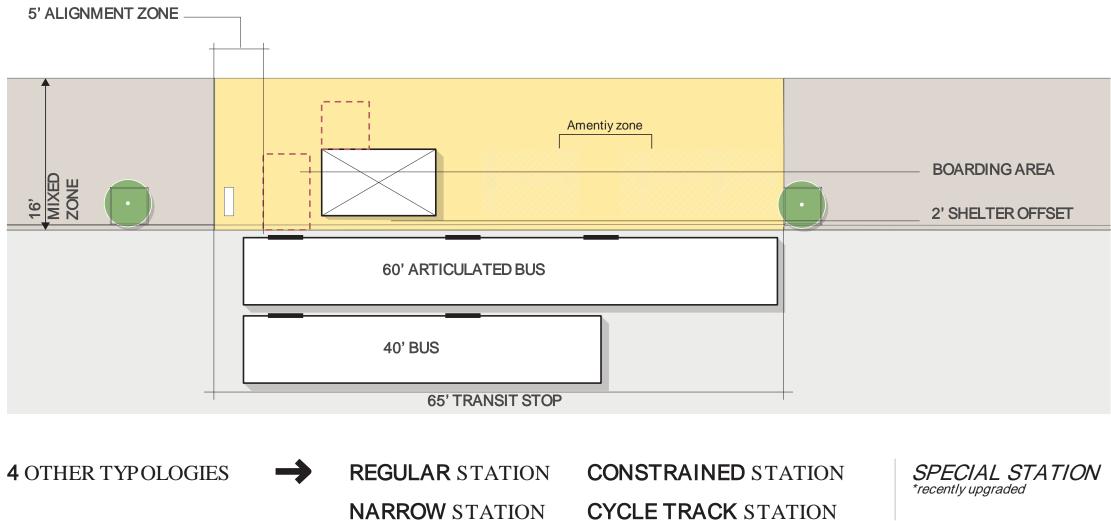


- NORTHBOUND ALTERNATIVE
- SOUTHBOUND ALTERNATIVE



5 BRT STATION TYPOLOGIES

EXAMPLE OF A STATION TYPOLOGY FOR 25 CONNECTS : PREFERRED STATION





BRT DEVELOPMENT

TODASSUMPTIONS



- > 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

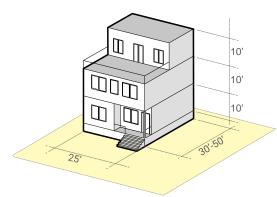
- Platform Placement
- Setbacks that might be required in certain areas



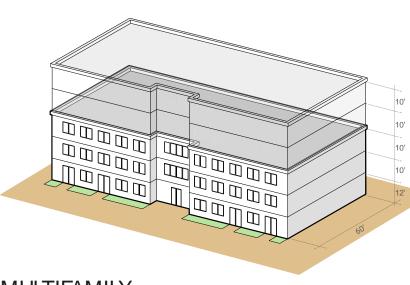


BRT DEVELOPMENT

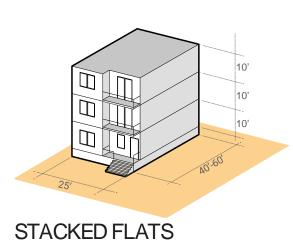
TOD BUILDING TYPOLOGIES



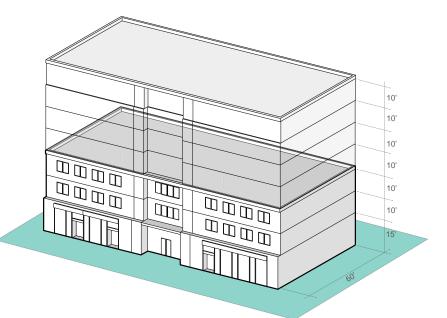
TOWNHOMES

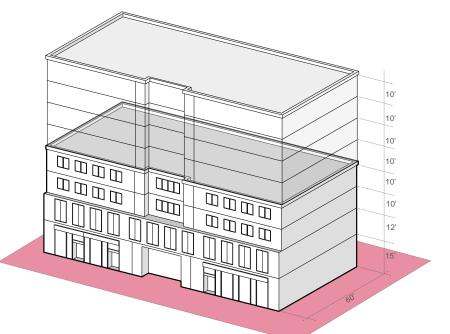


MULTIFAMILY RESIDENTIAL



12 12 12 **OFFICE BUILDING**



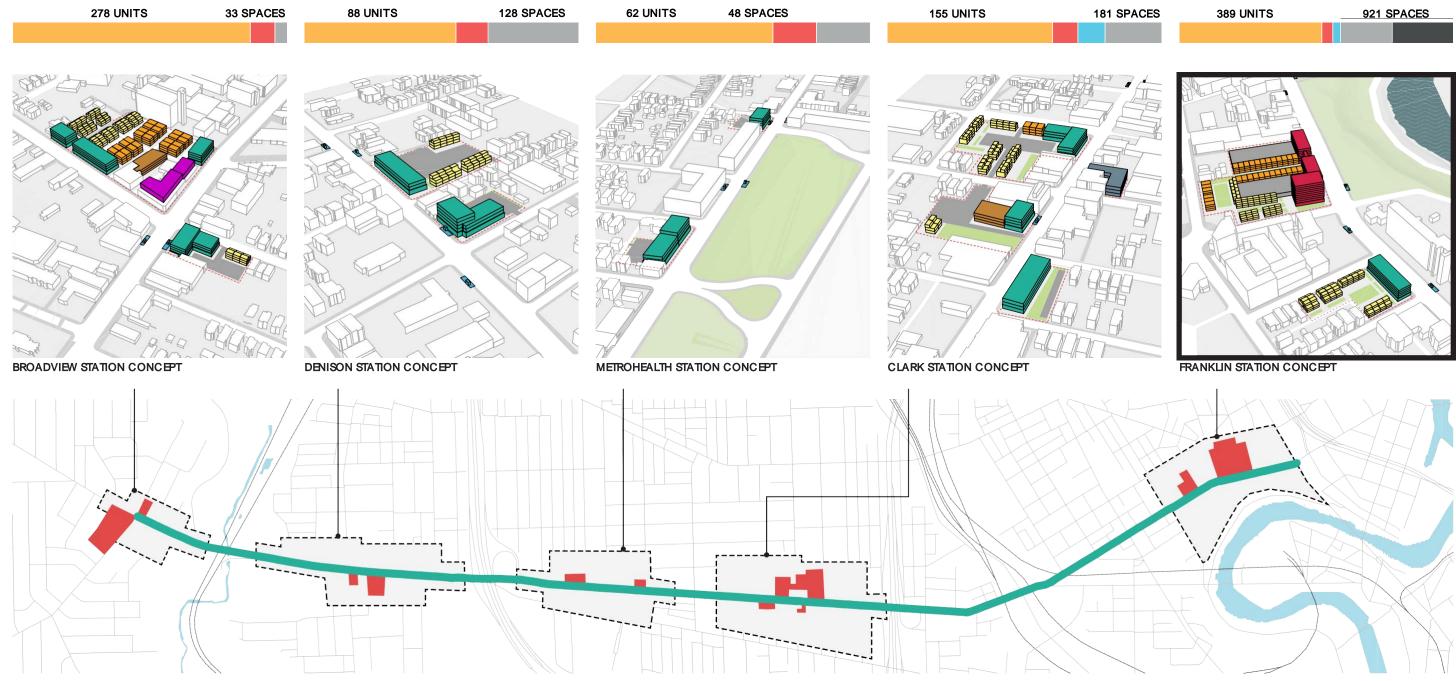




MIXED-USE (RETAIL + OFFICE + RESIDENTIAL)

MIXED-USE (RETAIL + RESIDENTIAL)

) **BRT DEVELOPMENT**



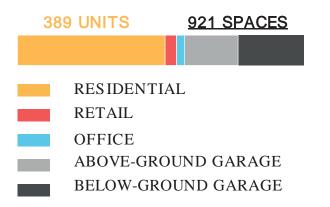




BRT DEVELOPMENT

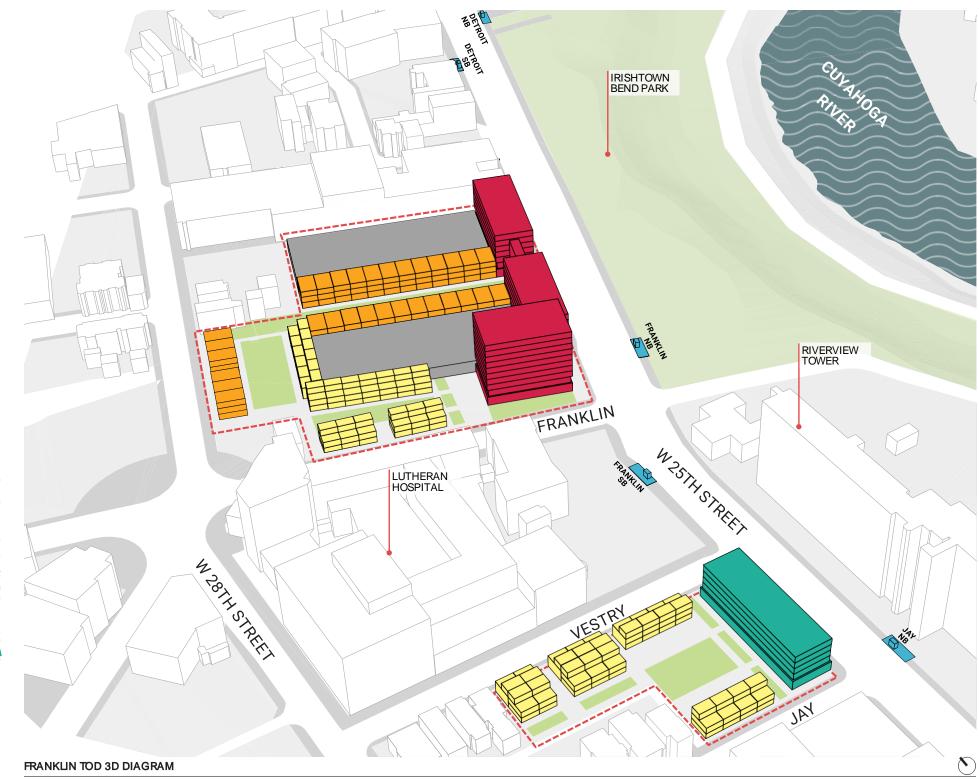
TOD - FRANKLIN STATION

DEVELOPMENT BREAKDOWN



URBAN DESIGN STRATEGY





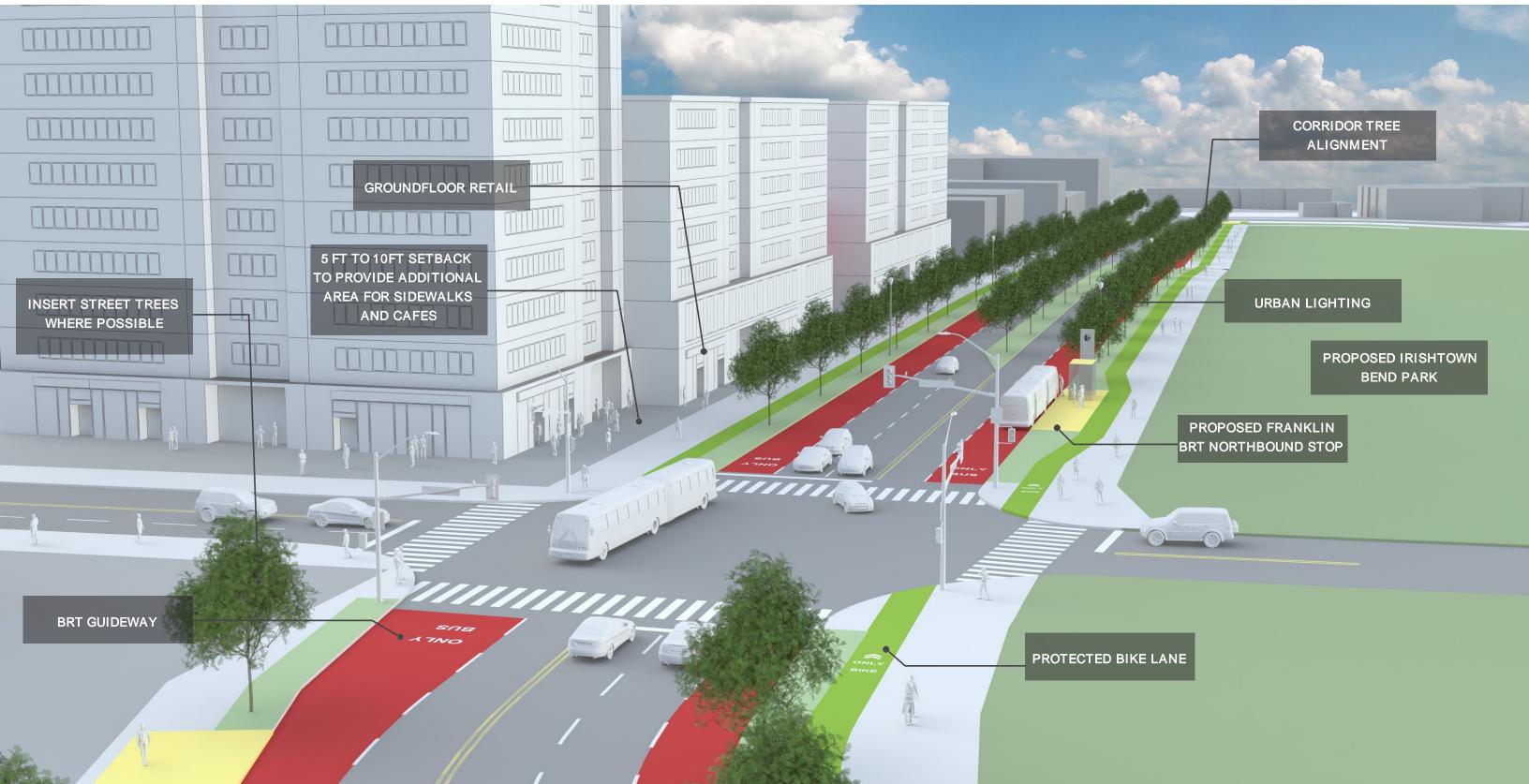
TYPE 1: TOWNHOMES TYPE 2: STACKED FLATS

- 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



BRT DEVELOPMENT



OOOOOOOOO CONCLUSION & NEXT STEPS

— _	

Formalize a new development review process along transit priority corridors (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)

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Identify existing proposed development applications that might benefit from review by GCRTA along the W. 25 Street Corridor (City of Cleveland and GCRTA) Continue dialog with community on transit, housing and economic development needs. (GCRTA)

 Facilitate community consensus as details on BRT design and implementation are developed





evelop an Equitable TOD aybook that will integrate ecific approaches to mitigate splacement while supporting w development within the rridor and across the city. (City 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



Greater Cleveland Regional Transit Authority



No Action Required

Greater Cleveland Regional Transit Authority



Questions ?