

Broadway Transit Oriented Development Plan

Presented to: Operational Planning &
Infrastructure Committee

3-3-26



Image Source: Cuyahoga County Department of Planning



BROADWAY TOD PLAN

GCRTA Board Committee Meeting | 03.03.2026



Introductions | Project Team



City Architecture Project Lead | City Planning | Urban Design | Redevelopment Scenarios/Concepts



Neighborhood Connections Outreach and Engagement | Focus Groups | Neighborhood Conversations | Coordination



Urban Partners
Market Analysis | Projections | Economic Development Strategy



WSP + Mannik & Smith
Transportation System Planning | Corridor Concepts | Safety Operations | Network Experts



Boulevard Studios
Urban Design | Landscape Architecture

What is TOD?

Transit-Oriented Development promotes transit ridership by locating many people and destinations close together and close to transit, connecting them by safe, convenient, and cheerful walking paths to a frequent transit stop

Features:

- Density • Mix of Land Uses • Less Parking • Buildings Oriented to Pedestrians • Pedestrian and Bicycle Connections to Transit •

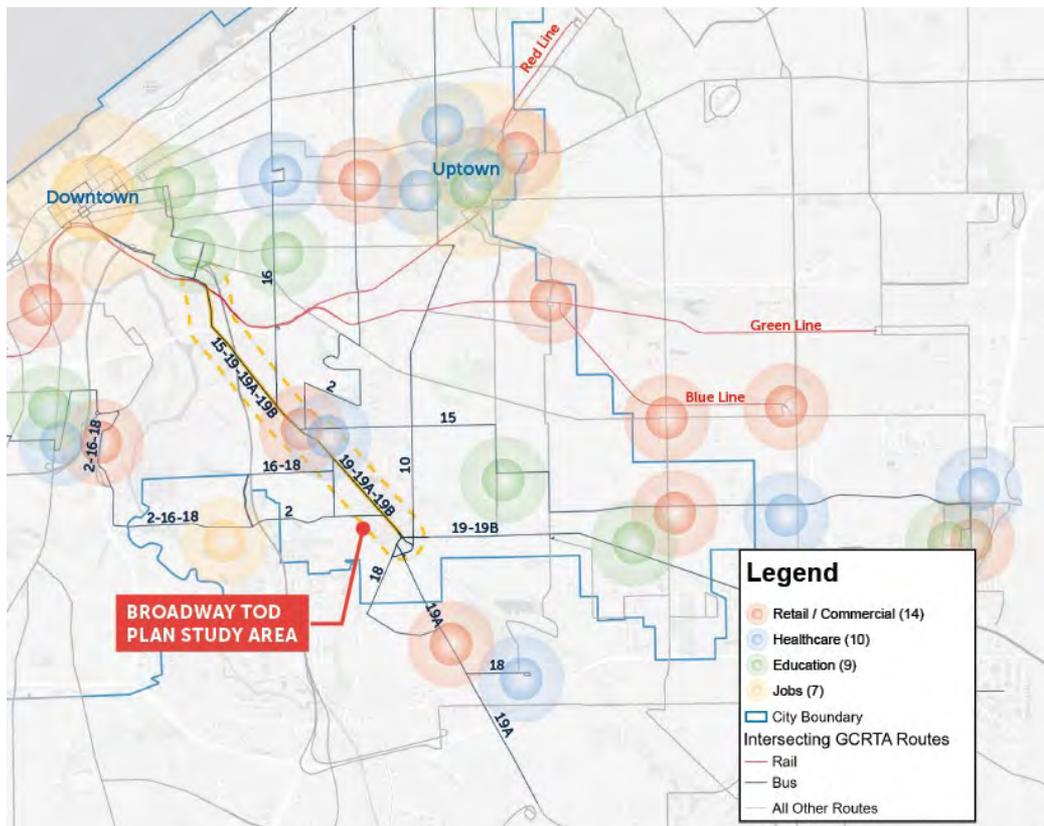
Why TOD?

Benefits include:

- Reduced vehicle crashes
- Increased accessibility
- Uses infrastructure efficiently and shortens travel distances to reduce environmental impacts
- Puts jobs close to people
- Opportunities for active transportation
- Supports existing businesses and attracts new customers
- Increases economic development



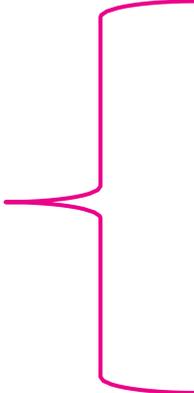
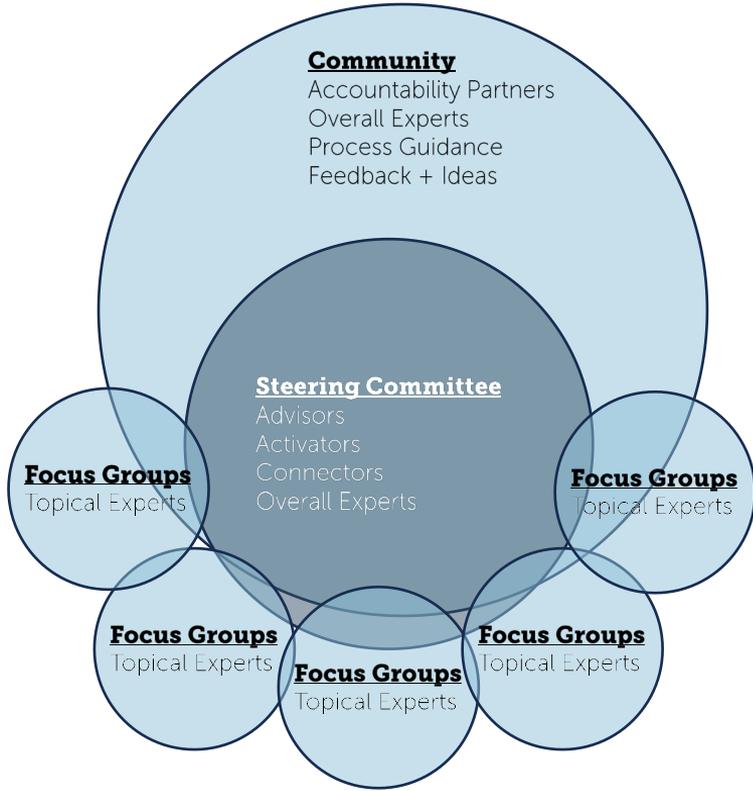
What makes the Broadway Corridor a strong candidate for BRT?



- All-day bus ridership (not just peak hour spikes) with more than 7,100 passenger trips through the corridor per day across 5 bus routes
- Reliability issues along existing routes, with travel times along the corridor varying by 20% or more on some routes
- Clear opportunity for travel time advantage through dedicated lanes, fewer stops, and signal priority
- It presents supportive TOD potential as an underutilized corridor that is well-positioned for reinvestment

Community Engagement

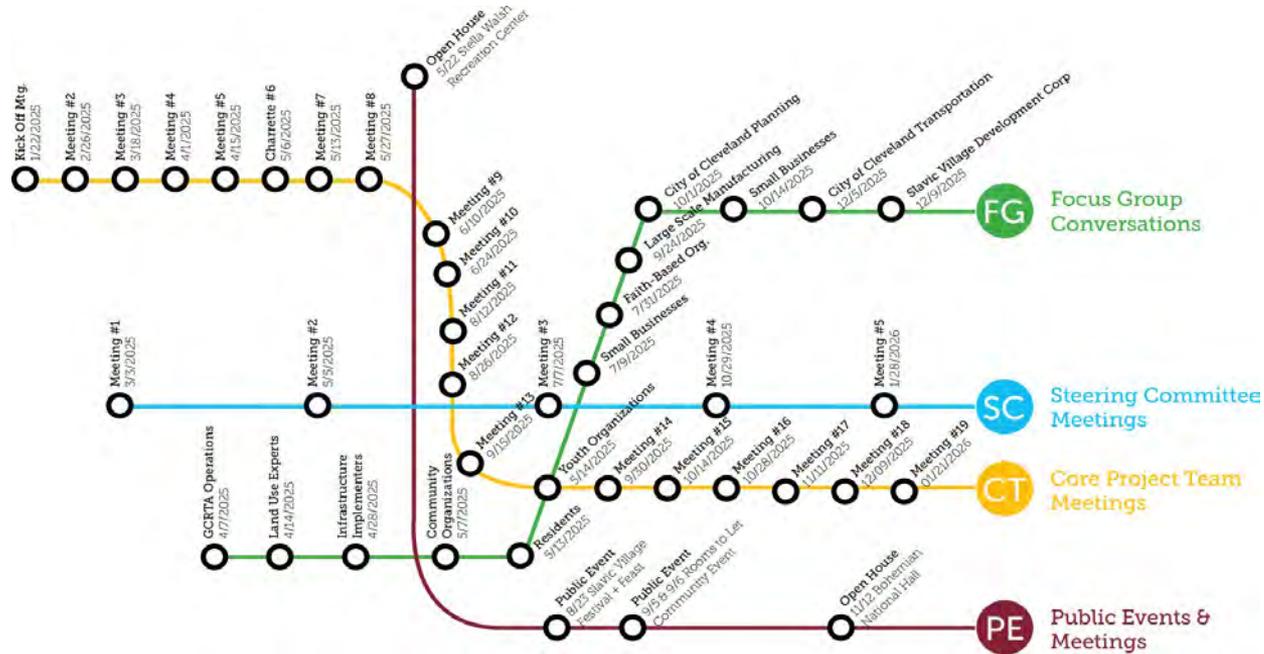
Structure for Work Plan | Layered Expertise



Focus Group Ideas

- Residents
- Community Organizations
- Youth Groups + Organizations
- Local Businesses
- Faith Based Organizations
- Development Community
- Land-Use + Policy Experts
- Infrastructure Implementers

Conversations | Multiple Perspectives

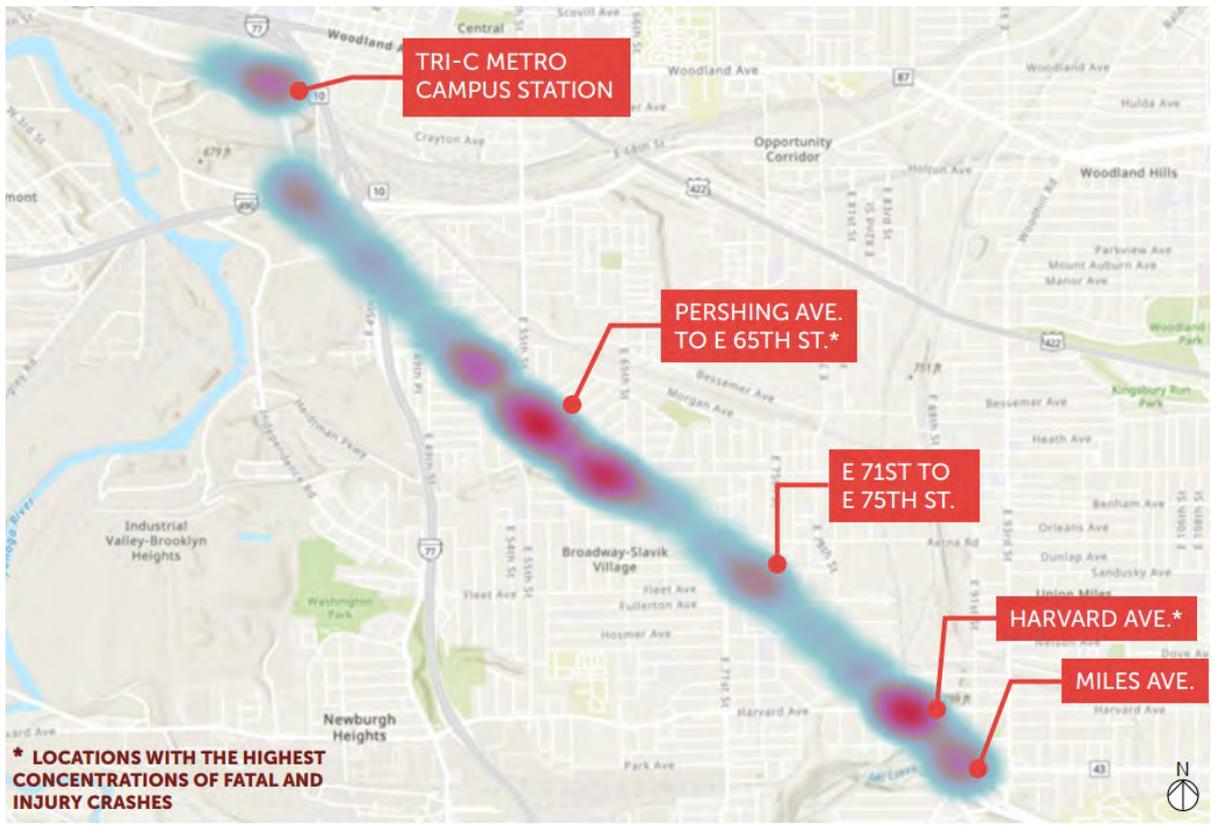


Engagement Events



Transportation Improvement Plan

Broadway TOD | Crashes + Roadway Safety

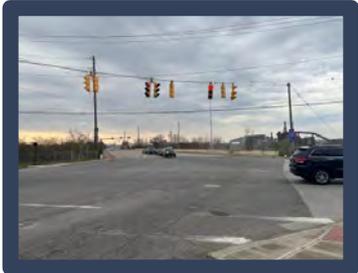


- 540 crashes along Broadway (2021-2024)
- 40% of crashes resulted in injury
- Cleveland's Vision Zero Study shows average speeds along the corridor exceed posted speed limits

Broadway Avenue | Corridor Context Diagram



Cuyahoga Greenways | 2023 RAISE East Side Trails



Mixed-Use District



Narrowed Section



Auto-Focused Portion

Broadway Roadway | Future Roadway Features

DEDICATED BUS LANES



IMPROVED
BUS
SERVICE

BETTER
BICYCLIST
EXPERIENCE

CALMS
TRAFFIC

ENHANCED
BUS STOPS

ON-STREET PARKING + BUMP OUTS



MAINTAINS
PARKING

BETTER
PEDESTRIAN
EXPERIENCE

ENHANCED
BUS STOPS

CALMS
TRAFFIC

EXPANDED PEDESTRIAN ZONE



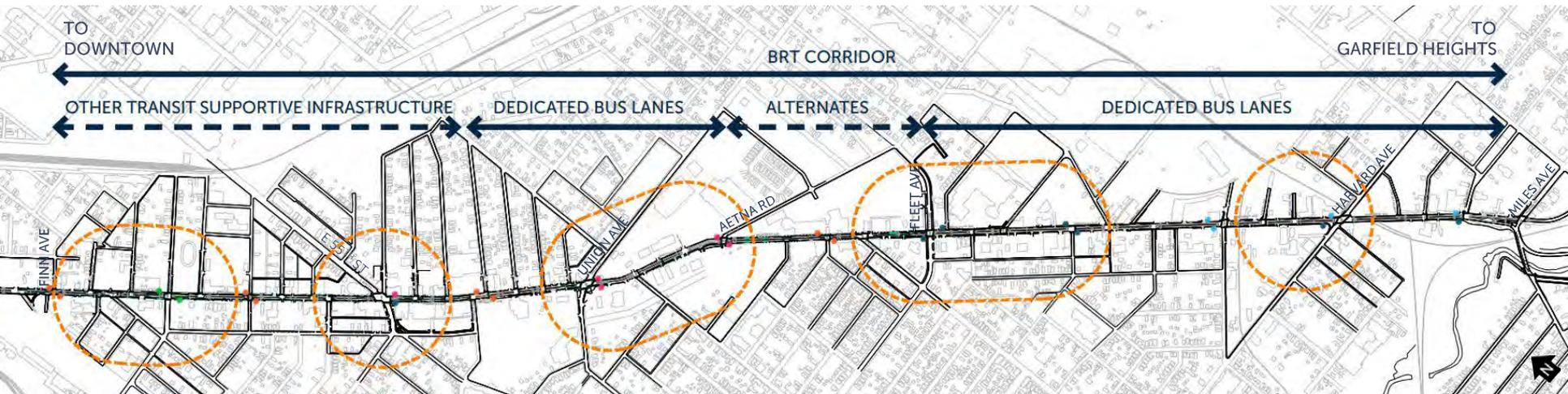
INCREASED
ROADWAY
SAFETY

BETTER
PEDESTRIAN
EXPERIENCE

ENHANCED
BUS STOPS

CALMS
TRAFFIC

Broadway Roadway | Preferred Alternative: Finn to Miles



Station Locations & Consolidations



- SIMPLE - BUS STATION
- NARROW - BUS STATION
- NARROW PLUS - BUS STATION
- STANDARD - BUS STATION
- STANDARD PLUS - BUS STATION

Existing Condition:

- 25 stops
- 712 ft. average distance between stops

Proposed:

- 17 stations
- 1,293 ft. average distance between stops

The Result:

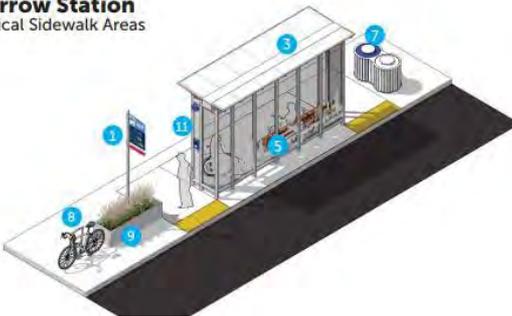
- 30% fewer stops
- 1.8x the distance between stops

Bus Station Type Concepts

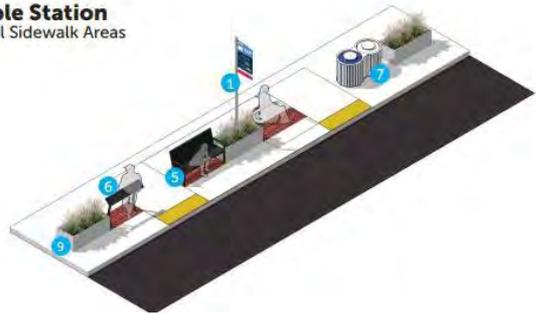
Standard Station
Bumpouts & Widened Sidewalk Areas
• Sidewalks 12'-6"+



Narrow Station
Typical Sidewalk Areas



Simple Station
Typical Sidewalk Areas



Standard Plus Station
Plazas & Expanded Sidewalk Areas
• Sidewalks 12'-6"+
• Adjacent to development sites or public spaces for additional amenities



Narrow Plus Station
Sidewalk Areas Adjacent to Development Sites



KEY COMPONENTS

- 1 Route Sign
- 2 Real-Time Information Kiosk
- 3 Weather-Protected Shelter
- 4 Raised Curb & Boarding
- 5 Bench
- 6 Leaning Rail
- 7 Trash/Recycling Receptacle
- 8 Bike Rack
- 9 Planter
- 10 Shade/Ornamental Trees
- 11 Police Call Box

Transit Improvements

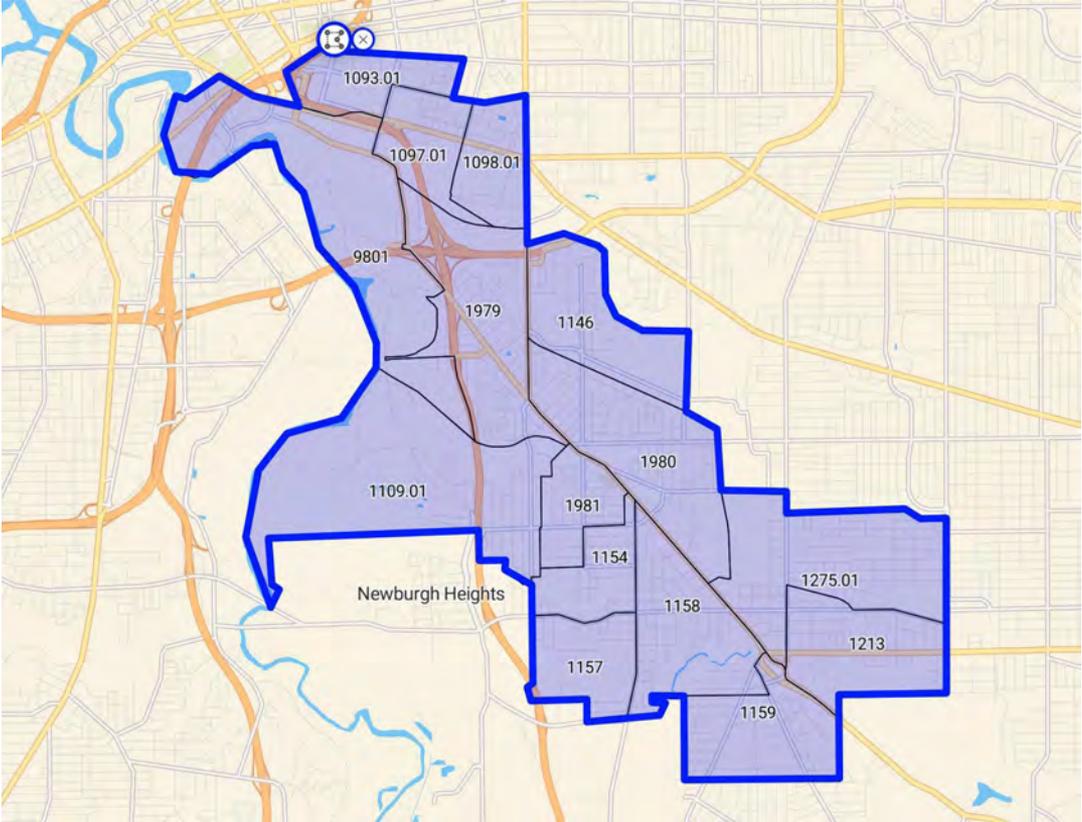
- Dedicated curbside bus lanes over more than half the alignment
- Transit Signal Priority (TSP)
- Reduced number of bus stops
- Far side bus stops
- Curb bump-outs at BRT stations
- Raised boarding at BRT stations (where space permits, approximately 50% of the proposed stations)
- New transit stations to support rider safety and comfort
- The preferred alternative is estimated to cost \$36.9 million to construct in today's dollars

Transit Benefits

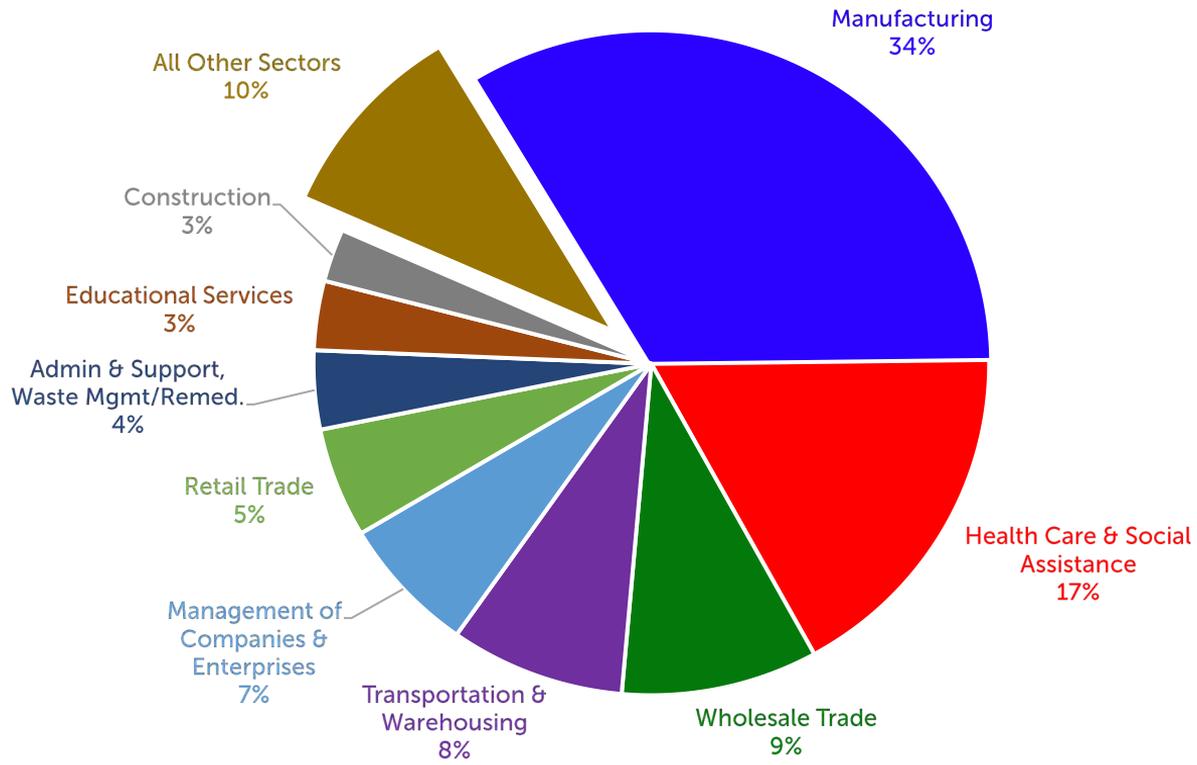
- Increased transit efficiency and reliability
- Improved corridor safety
- Increased ridership
- Improved perceptions of public transportation through new transit waiting environments
- Support for multi-modal travel

Market Analysis

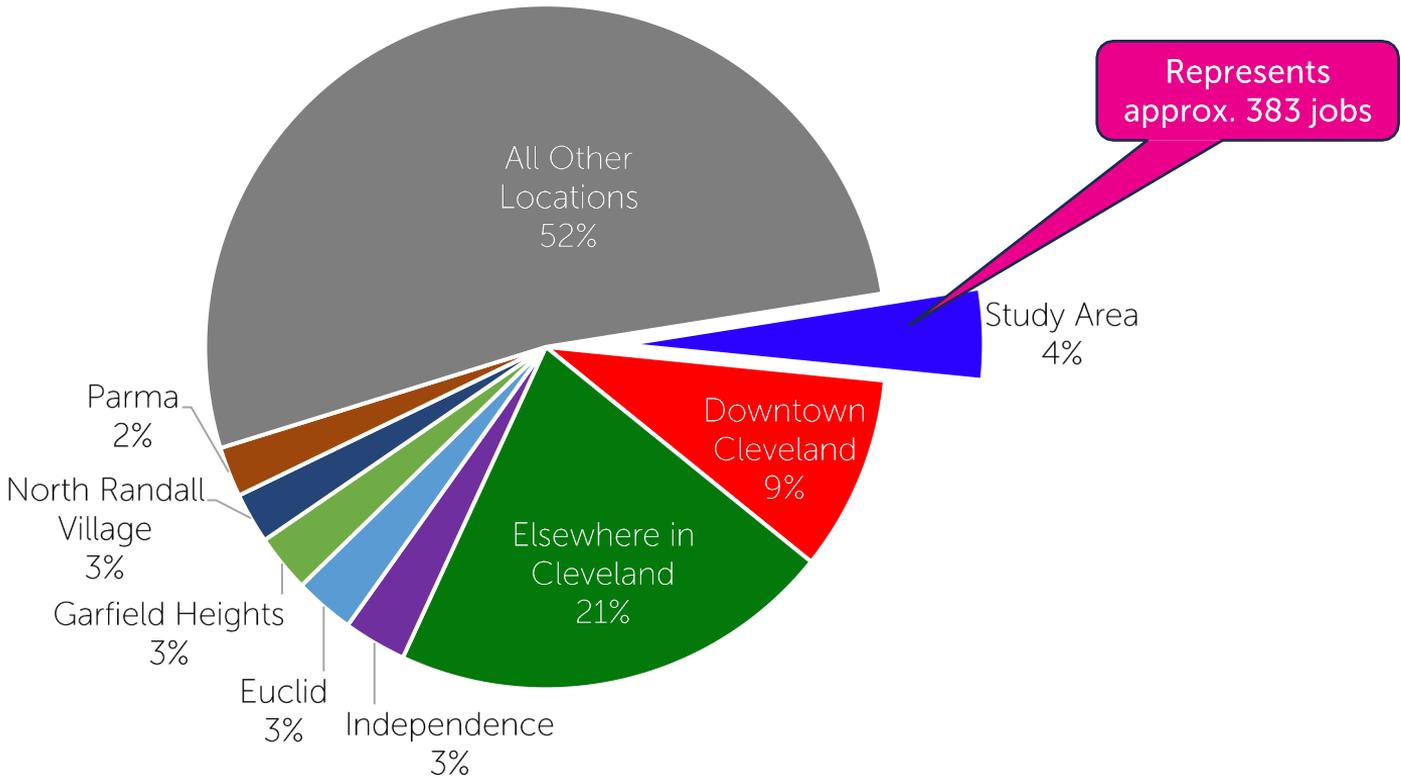
Market Study Area



Top 10 Market Study Area Industry Sectors, 2022 (Total – 11,706 Jobs)



Where Do Market Study Area Residents Work?



Retail Market Impressions | Opportunity Categories for Retail Growth

Dining

- Coffee shop, ice cream shop, juice bar
- Limited full-service restaurants

Clothing and Apparel

- Family clothing store
- Women's clothing store
- Shoe store

Miscellaneous Retail

- Sporting goods store
- Pet supply store
- Hobby/toy and game store

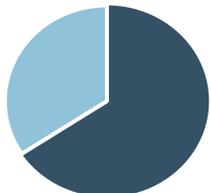
Home Furnishing and Improvement

- Home furnishing store
- Flooring store
- Nursery and garden center

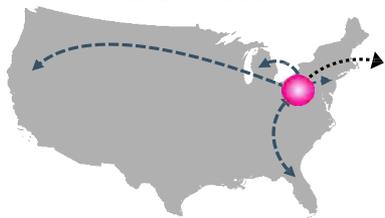
Housing Market Summary | By the Numbers



Median Sales Price



2/3rds of sales are Investors



46% of Investors are from OUTSIDE of Ohio

Notable Home Sales & Rents



Trailside Slavic Village
Median Price: \$175,999
(\$101.38/SF)
5 sales



Single-Family Homes in Millcreek
Median Price: \$223,550
(\$108.94/SF)
46 sales



North Broadway
Rent per SF: \$0.78-\$1.29
High Rent: \$2,100 (5 BR 2,500 SF)
Low Rent: \$700 (1 BR 900 SF)



South Broadway/Slavic Village
Rent per SF: \$0.67-\$1.75
High Rent: \$2,000 (5 BR 1,400 SF)
Low Rent: \$500 (Studio 500 SF)



Union-Miles Park
Rent per SF: \$0.78-\$1.54
High Rent: \$2,000 (5 BR 2,000 SF)
Low Rent: \$500 (Studio 600 SF)

Income-Restricted Units

- 17 income-restricted communities totaling 794 units
- 14 LIHTC properties and 257 HUD Multi-Family units
- Largest affordable community: Elmerge Apartments (138 units)
- Newest community: The Rising at 5115 Broadway (88 units)



Broadway Corridor: Market Reality & Strategic Implications

Market Reality

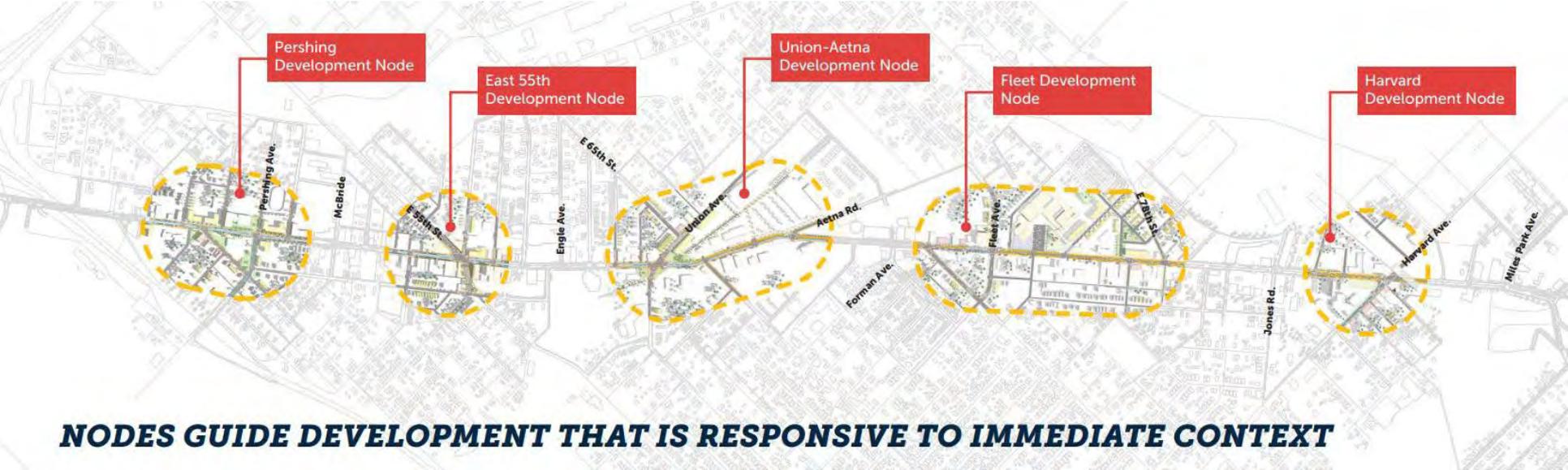
- Home values below replacement cost
- Investor-dominated ownership
- No true market-rate multifamily
- Rents too low to support large new projects

Current Opportunities

- Incremental, infill-scale housing
- Income-restricted or supported rental
- Neighborhood-serving retail
- Reuse of existing storefronts

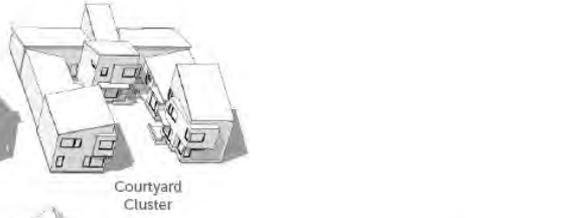
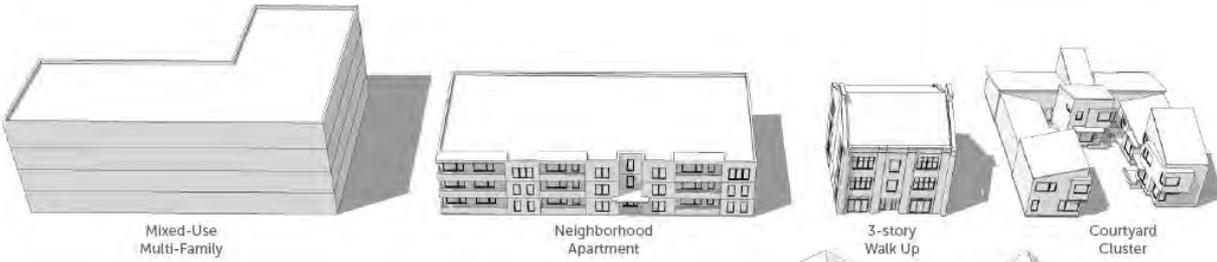
Land Use & Development Plan

Development Nodes

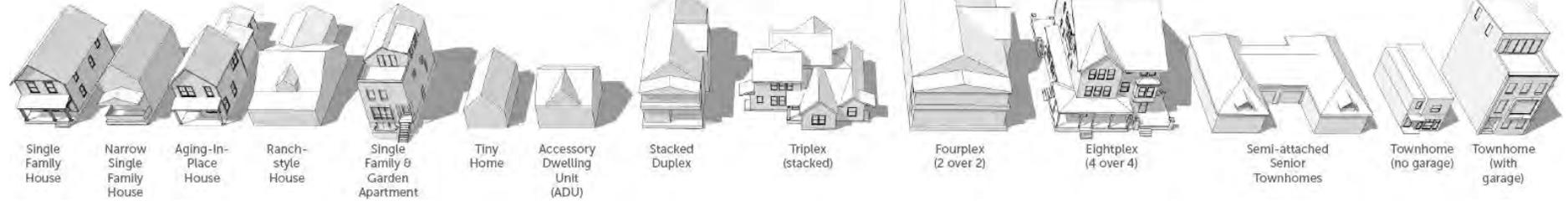


NODES GUIDE DEVELOPMENT THAT IS RESPONSIVE TO IMMEDIATE CONTEXT

Start with Housing | Typology Matrix



MULTI-FAMILY HOUSING TYPES



DETACHED HOUSING TYPES

ATTACHED HOUSING TYPES

Pershing Development Node

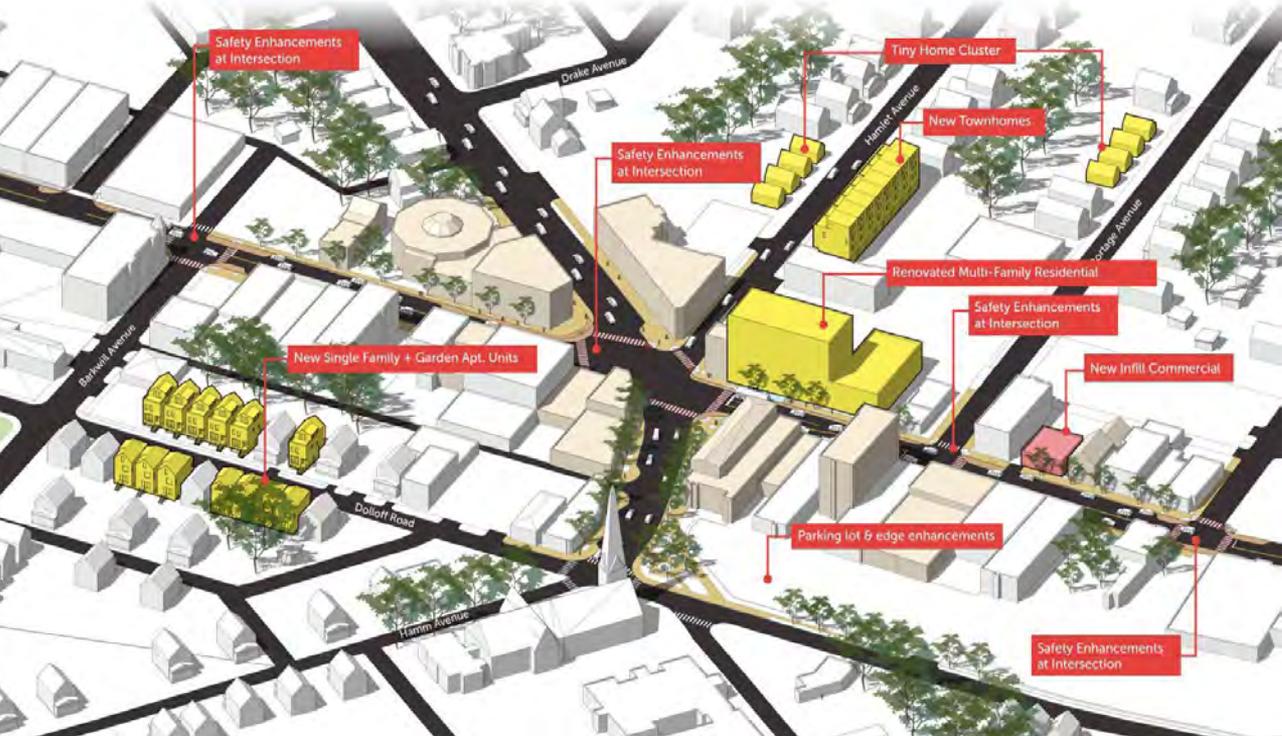


Development Statistics

New Residential – 200+ units
New Commercial – 4,900 sf
New Public Space - 3,250 sf

**A WALKABLE
AND ENGAGING
NEIGHBORHOOD
DISTRICT**

East 55th Development Node

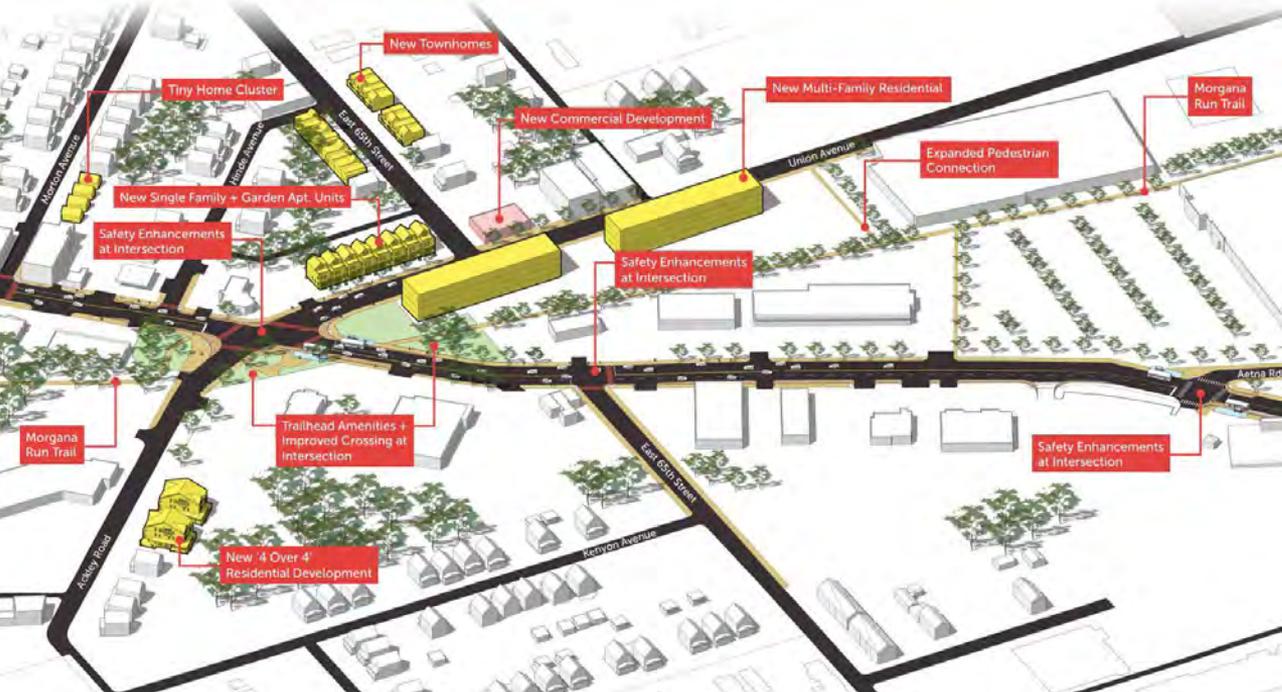


Development Statistics

New Residential – 142 units
New Commercial – 2,300 sf

**BROADWAY'S
DOWNTOWN
DESTINATION:
A PLACE OF
CONNECTION,
HISTORY, AND
ART**

Union-Aetna Development Node

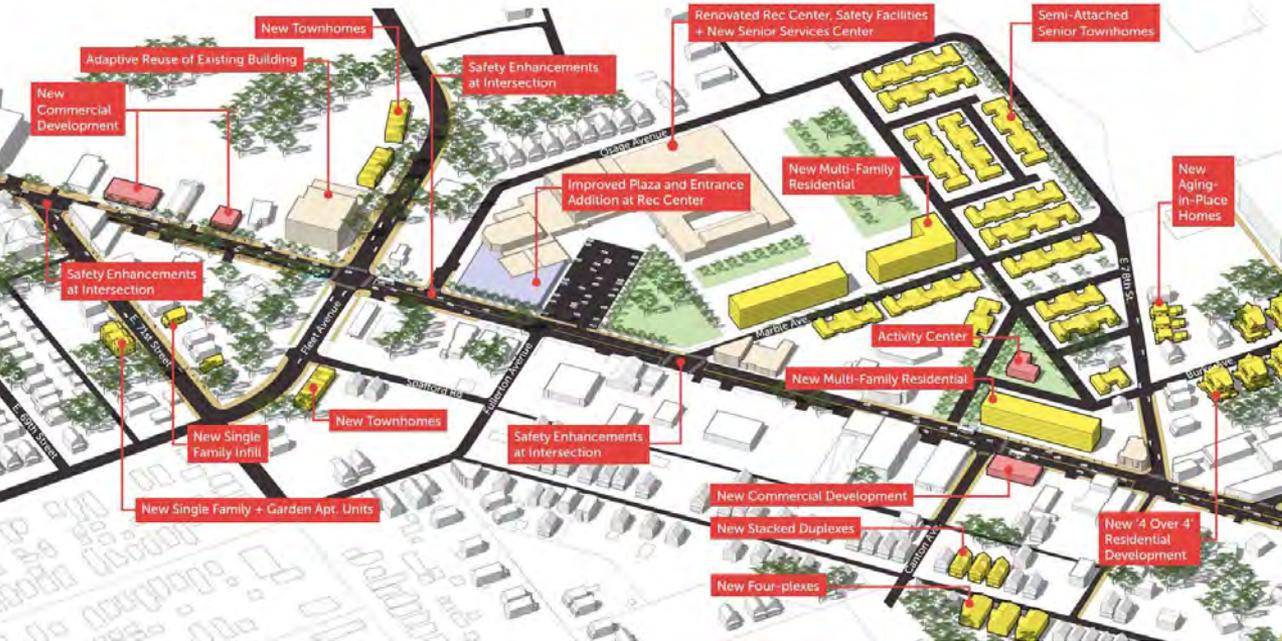


Development Statistics

New Residential – 148 units
New Commercial – 3,800 sf
New Public Space – 5,400 sf

**BROADWAY'S
MULTI-MODAL
CENTER AND
URBAN
TRAILHEAD**

Fleet Development Node



Development Statistics

New Residential – 280+ units
New Commercial – 15,000 sf
New Public Space – 32,600 sf

COMMUNITY SERVICES, UNIQUE SPACES, AND NEW SUPPORTIVE HOUSING OPTIONS COME TOGETHER HERE

Harvard Development Node



Development Statistics

New Residential – 4 units
New Commercial – 13,450 sf
New Public Space – 5,120 sf

A UNIQUE DISTRICT THAT BRINGS TOGETHER LOCAL MAKERS, ARTISTS, AND BUSINESSES IN A KEY GATEWAY LOCATION

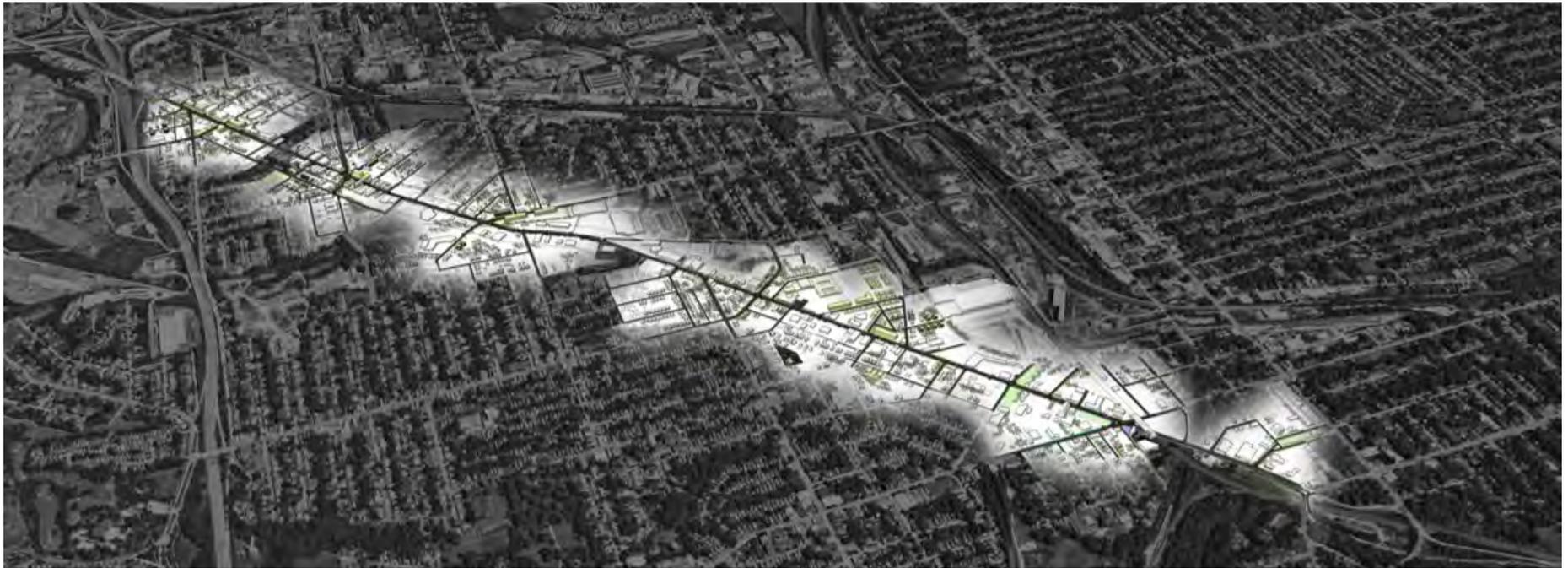
Summary | Recommendations and Next Steps

- Continue coordination with City of Cleveland, Slavic Village Development Corporation and Cleveland Metroparks to align and coordinate multiple initiatives
- Consider safety improvements, quick small-scale initiatives, signage, and branding
- Strengthen existing neighborhood character and stability through renovations, adaptive reuse, and infill housing. Encourage new housing options alongside early streetscape, lighting, and safety improvements.

Summary | Recommendations and Next Steps

- **Presentation to City Planning Commission**
 - Including local Design Review Advisory Committee and Landmarks Commission
- **Transportation**
 - Assemble materials to compete for Small Starts projects (FTA) and solicit partner letters of support for application
 - Continue development of BRT design and detailed engineering with community input
 - Work with City of Cleveland and NOACA to study and implement pedestrian experience and multi-modal safety improvements (lighting, crosswalks, sidewalks, etc.)
 - Research and test improvements to transit efficiency and intersection design
- **Development**
 - Assemble infill development sites with city partners to increase developer interest
 - Work with City of Cleveland as part of the City's recreation plan to reposition Stella Walsh Recreation Center as a catalytic site
 - Stabilize historic buildings and pursue missing commercial uses to address market gaps and maintain availability for adaptive reuse





**BUS RAPID TRANSIT CAN BE A CATALYST FOR FOCUSED
TRANSIT-ORIENTED DEVELOPMENT ALONG THE BROADWAY
CORRIDOR THAT SUPPORTS INCREASED RIDERSHIP, IMPROVED
ACCESS, AND A SUSTAINABLE FUTURE FOR SLAVIC VILLAGE**

Questions