

W. 25th Street Corridor Initiative



Prepared for

Cleveland City Planning Commission
City Hall, Room 501
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MetroHealth
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by



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W. 25th Street Corridor Initiative

final draft report

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EXECUTIVE SUMMARY

The West 25th Street Corridor Initiative is a collaborative planning effort for West 25th Street. The goal of this initiative is to build on the area's existing assets, in particular those represented by west side anchor institutions (both for-profit and nonprofit) and to catalyze the revitalization of the corridor and its adjacent neighborhoods. The initiative included the following organizations:

- Cleveland City Planning Commission
- MetroHealth
- Neighborhood Progress, Inc.
- Cleveland City Council
- Ohio City Inc.
- Detroit-Shoreway Community Development Organization
- Old Brooklyn Community Development Corporation
- Tremont West Development Corporation
- Stockyard, Clark-Fulton & Brooklyn Centre Community Development Office
- The Northeast Ohio Hispanic Chamber of Commerce
- Greater Cleveland Regional Transit Authority
- Ohio Department of Transportation
- Additional local stakeholders

This initiative is an effort to identify and leverage development opportunities along West 25th Street based on current plans and proposed investments, particularly around the MetroHealth campus and other key nodes along the corridor.

This report summarizes the recommendations for physical development in the corridor, developed by Kent State University's Cleveland Urban Design Collaborative and Little Jacket Inc.; the economic development issues are summarized in a separate report, prepared by the Democracy Collaborative.

ADVISORY COMMITTEES

The recommendations for real estate development, infrastructure investments, and public realm improvements described in this report were developed with the input of two subcommittees of the West 25th Street Corridor Initiative:

Infrastructure/Public Improvements/Transit

Subcommittee: This sub-committee reviewed existing infrastructure plans for the West 25th Street Corridor and developed strategies to obtain commitments for implementation of the preferred plans. The subcommittee was also tasked with

Infrastructure/Public Improvements/Transit Subcommittee:

CHAIRS

Maribeth Feke, Director of Programming and Planning, Greater Cleveland Regional Transit Authority

Eric Wobser, Director, Ohio City Inc.

MEMBERS

Sheri Dozier, Neighborhood Progress, Inc.

George Cantor, Cleveland City Planning Commission

Adam Stalder, Stockyard-Clark Fulton-Brooklyn Centre Community Development Office

Tim Donovan, Ohio Canal Corridor

John Motl, Ohio Department of Transportation - District 12

Tom Collins, Old Brooklyn CDC

Kristen Trolio, Tremont West Development Corp

Sammy Catania, Tremont West Development Corp

Joe Shafran, Paran Management

Bonnie Teeuwen/Nichole English, Cuyahoga County Executive Administration

integrating infrastructure plans with MetroHealth Systems' campus redevelopment and the future expansion of anchor employers in the corridor.

Real Estate Development and Land Use

Subcommittee: This sub-committee identified real estate development and new business opportunities around the MetroHealth campus and at other nodes along the W. 25th Corridor and worked with the CUDC to develop conceptual plans and land use strategies described in this report.

Real Estate Development and Land Use Subcommittee:

CHAIRS

Bob Brown, Director, Cleveland City Planning Commission

Jeff Ramsey, Director, Detroit Shoreway Community Development Organization

MEMBERS

Jim Kastelic, Cleveland Metroparks

Nancy Desmond, Cleveland Metroparks

Adam Stalder, Stockyard-Clark Fulton-Brooklyn Centre Community Development Office

Trevor Hunt, Cleveland City Planning Commission

Eric Lutz, Sotre Properties

Dan Brady, Cuyahoga County Council - Ward 3

Robyn Sandys, Old Brooklyn CDC

George Cantor, Cleveland City Planning Commission

Tom McNair, Ohio City Inc.

Sammy Catania, Tremont West Development Corp

Rick Mayer, Metro Health Systems

George Pimentel, Northeast Ohio Hispanic Chamber of Commerce

Wayne Mortensen, Neighborhood Progress, Inc.

PROCESS

The planning process began by assembling all of the recent plans for the West 25th Street corridor and consolidating them into a composite map. These plans included:

- Big-Box Centers and Neighborhood Business Districts (2006)
- Brooklyn Center Walkability Report (2008)
- Canal Basin District Plan (2009)
- Connecting Cleveland 2020 - Citywide Plan, District 2
- Cleveland Gateway - Scranton Peninsula Redevelopment Plan (2003)
- Cleveland Innerbelt Plan
- Cleveland Metroparks Strategic Plan (2011)
- Cleveland Waterfront District Plan (2004)
- Lower Big Creek Greenway Redevelopment and Restoration Plan (2008)
- Memphis Fulton Streetscape Plan (2010)
- Ohio City Vision/Market Square Plan (2011)
- Old Brooklyn/Brooklyn Centre Neighborhood Master Plan (2009)
- Pearl Road Corridor Study (2005)
- Pearl Road / West 25th Street Transportation Corridor Plan (2009)
- Regional Bicycle Transportation Plan (2008)
- Road Safety Audit: W. 25th and Clark (2011)
- Train Avenue Greenway Plan (2006)
- Tremont Pedestrian and Bicycle Linkages (2010)
- West 25th Byway Improvement Plan (2001)
- West 25th Corridor / America's Byway Enhancement Plan (2003)
- Steelyard Commons Plan (2005)
- Pearl Rd. Transportation Study (2008)

This process identified areas of overlap and conflict between various plans and highlighted key development opportunities in the corridor.

The project team next surveyed existing conditions which impact development potential in the corridor, including traffic volumes, circulation, and parking, along with existing amenities and barriers for pedestrians, bicyclists, and transit riders. The team mapped current land use and zoning, building conditions, vacant and underutilized sites, historic and culturally significant structures/sites, and the location of existing signage and wayfinding elements. All of this information provided the basis for discussions with the Infrastructure and Real Estate Subcommittees, and also with over 20 stakeholders who were interviewed over two months in the early phases of the planning process.

Based on input from the subcommittee members and neighborhood stakeholders, preliminary design and development concepts were prepared in the categories of Real Estate and Land Use, Infrastructure, and Branding. These concepts were revised and expanded with the input of subcommittees and the full advisory committee for the initiative. The recommendations of this planning process will be discussed and prioritized at a series of community meetings before being adopted by the Community Development Corporations involved in the process and by the City of Cleveland.

PROJECT TEAM

The project team for the physical development of the corridor included the **Kent State University Cleveland Urban Design Collaborative** and **Little Jacket, Inc.** The **Democracy Collaborative** worked on community wealth building and economic development strategies for the corridor.



PLAN STRUCTURE

Plan recommendations are organized into three inter-related categories:

1. Real Estate and Land Use – including new construction, rehabilitation of existing buildings, and holding strategies for vacant sites. This section describes development and redevelopment projects for specific sites, and also identifies properties in the corridor that offer opportunities for future development, although a specific new use or development configuration has not yet been determined. This section also documents public space opportunities.
2. Infrastructure – investments and improvements to roads, crosswalks, sidewalks, transit stops, and bicycle amenities. This section outlines proposed streetscape improvements and bridge enhancements, particularly for bridge over I-71 that will be re-built in the near future.
3. Branding and Identity – strategies for beautifying and tying together the corridor as a whole, while reinforcing the existing of individual segments.

REAL ESTATE & LAND USE

*Development /
Redevelopment Projects*

Development Potential

Public Space Opportunities



Development / Redevelopment Projects

Specific projects that are currently under construction or in the planning stages

A. *Lutheran Hospital Expansion*

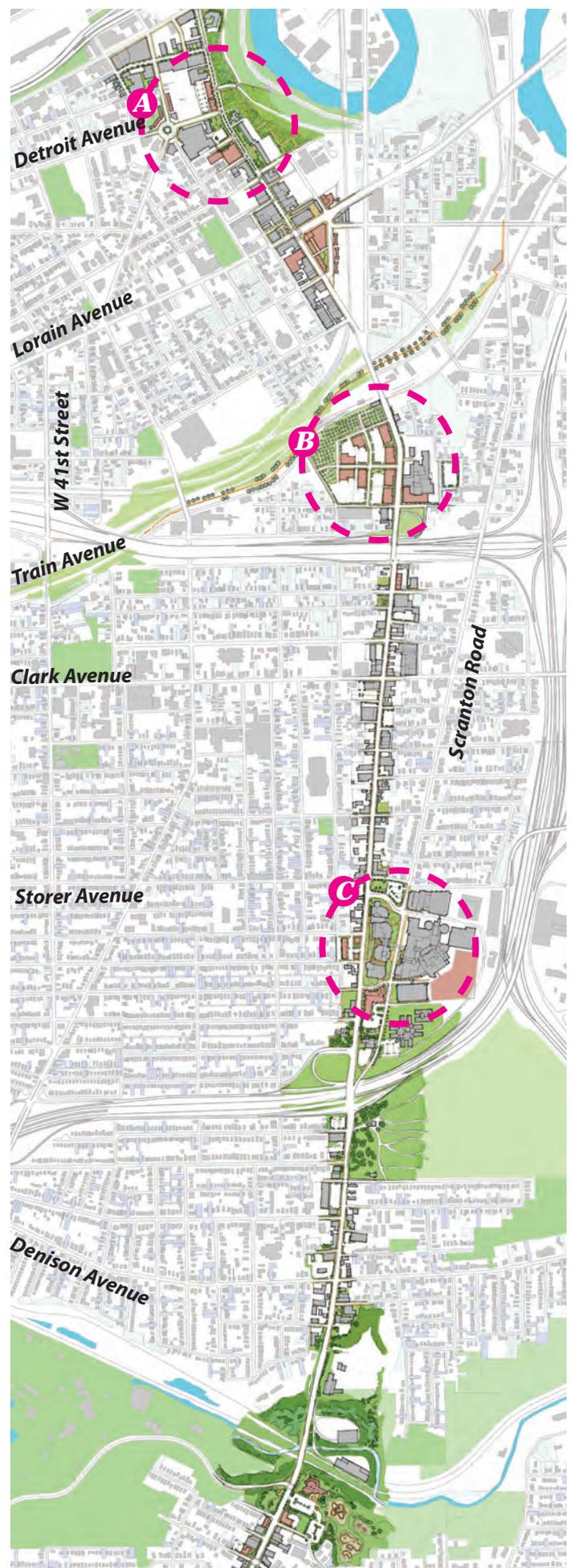
- New parking structure
- Healing garden

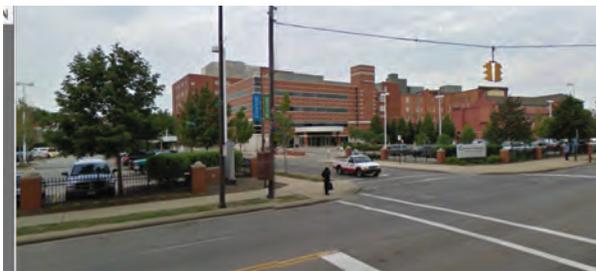
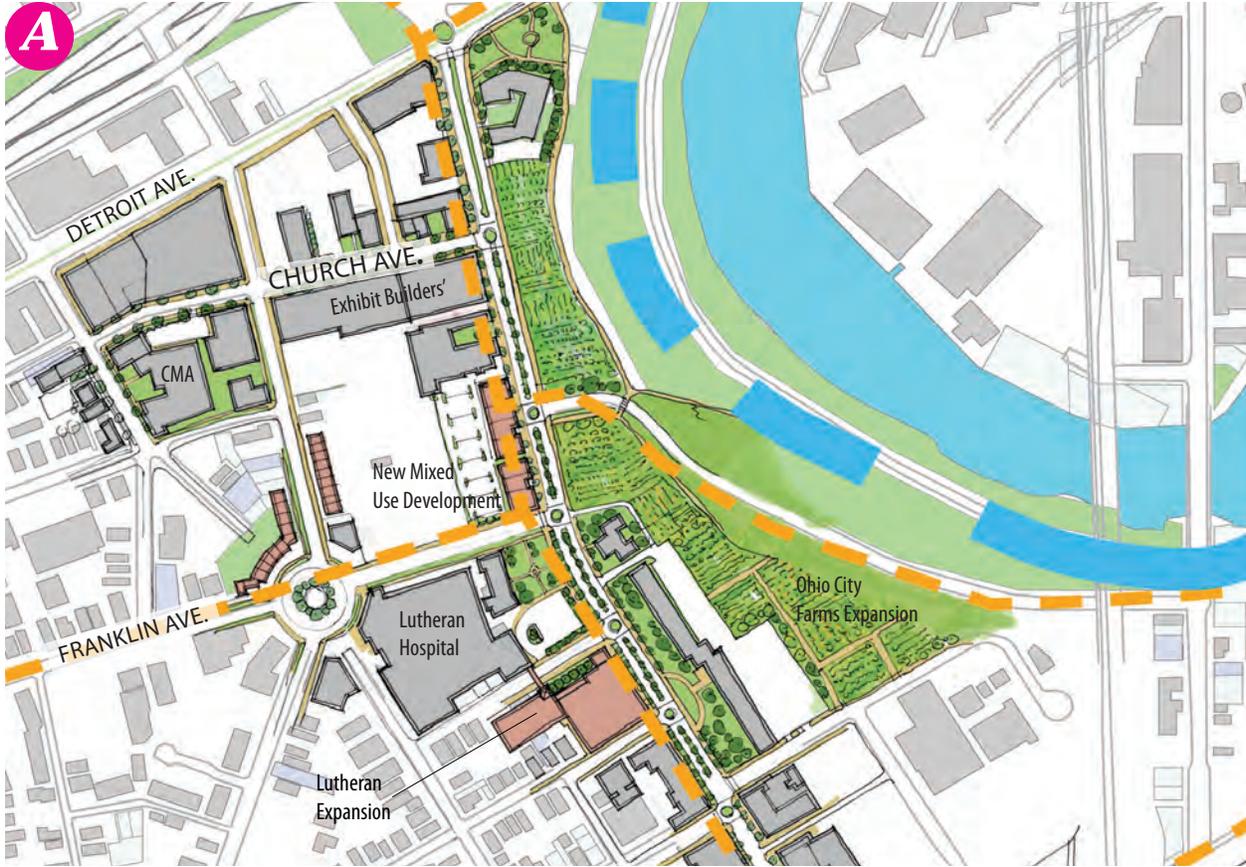
B. *Nestle expansion/addition*

- Major addition
- Parking expansion
- Consolidation of operations on east side of West 25th Street

C. *MetroHealth Area redevelopment Wong site development*

- MetroHealth Campus redevelopment
- Sequential demolition and reconstruction of hospital buildings
- More prominent main entrance, better engagement between hospital campus and West 25th Street
- Possible hotel or wellness center near I-71 ramp
- Mixed use development across from MetroHealth (Wong site)

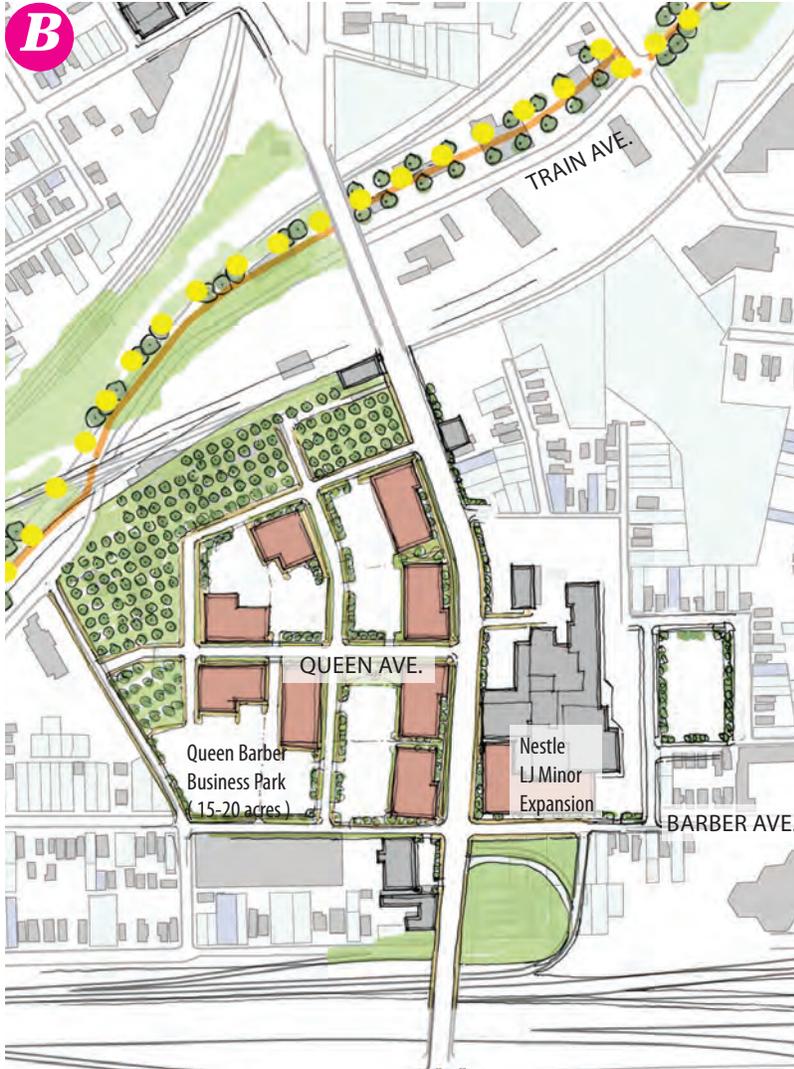




Lutheran Hospital

A.
Lutheran Hospital Expansion

The hospital expansion will be directly to the south of the existing hospital block. It is likely that Emergency Services will be relocated in the new building, with a bridge to connect the two buildings. The specific form and other details of the new building have not been determined. The parking lot will be relocated across the street; there is other parking throughout the neighborhood and the hospital is accessed from these area by circulator buses. Plans also include a healing garden.

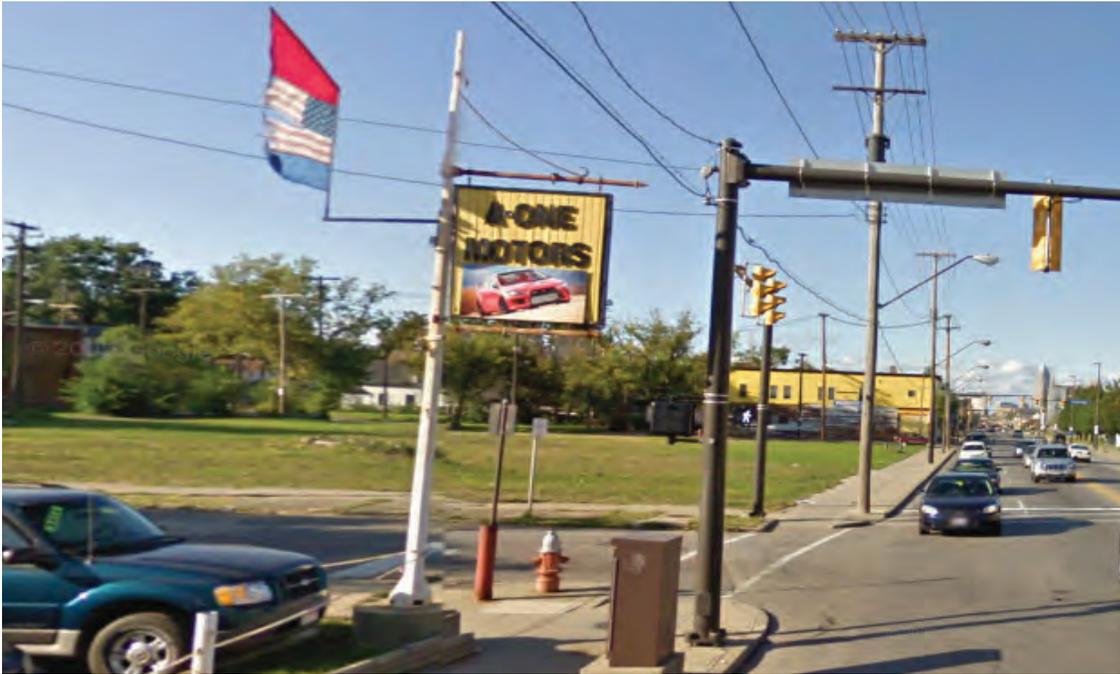


Nestle LJ Minor Expansion - Illustration

B.
Nestle expansion/addition

Nestle/LJ Minor is constructing a major addition onto the south side of its existing building and has acquired property to the east of the existing building in order to provide an on-site surface parking lot for employees. Nestle owns a property directly across West 25th Street from its current facility, but the company is not interested in expanding west of West 25th Street, preferring to consolidate operations on the east side of the street.





Development site across from MetroHealth (Wong site)

C. MetroHealth Area redevelopment Wong site development

MetroHealth is in the midst of a strategic planning process, as a prelude to the preparation of a master development plan, leading to a complete redevelopment of existing facilities. MetroHealth will sequentially demolish existing structures and replace with new structures. The number of buildings and the need for structured parking will decrease. The goal is to increase the degree of engagement between hospital buildings and West 25th Street.

The site of the existing Behavioral Health Care building will be the first location for new construction on the MetroHealth campus. The intention is to open up the site around the new building and make it more visible from West 25th Street and the freeway. The reconfigured MetroHealth campus will also make the main entrance to the hospital clearer and more prominent.

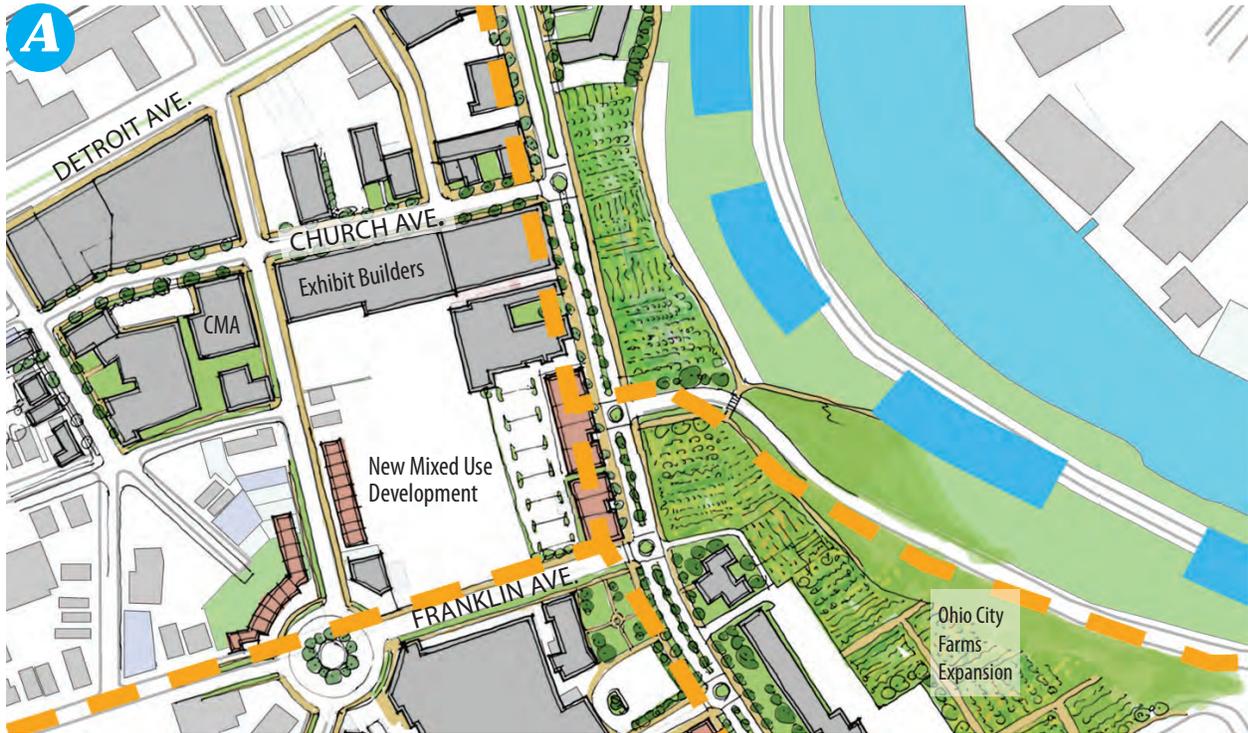
The site immediately across West 25th Street (the Wong site) is a prime opportunity to develop housing, retail, and commercial uses that will serve the MetroHealth community and the surrounding neighborhood.

Development Potential

Buildings or sites in the corridor that offer future development potential

- A.**
Church Avenue & Exhibit Builders building
- B.**
Market Plaza
- C.**
Queen Barber Business Park
- D.**
Mixed use development at:
- *W 25th & Seymour Avenue*
 - *Trivantage*
 - *Aragon Ballroom*
 - *Warehouse building*
- E.**
Hotel or Wellness Center near MetroHealth/I-71
- F.**
*Masonic Temple building
Former YMCA*
- G.**
Mixed use development near Zoo & Lower Big Creek
- H.**
*Old Brooklyn Downtown area
Krather, Gildor, US Bank buildings
RTA parking garage site*





Church Avenue

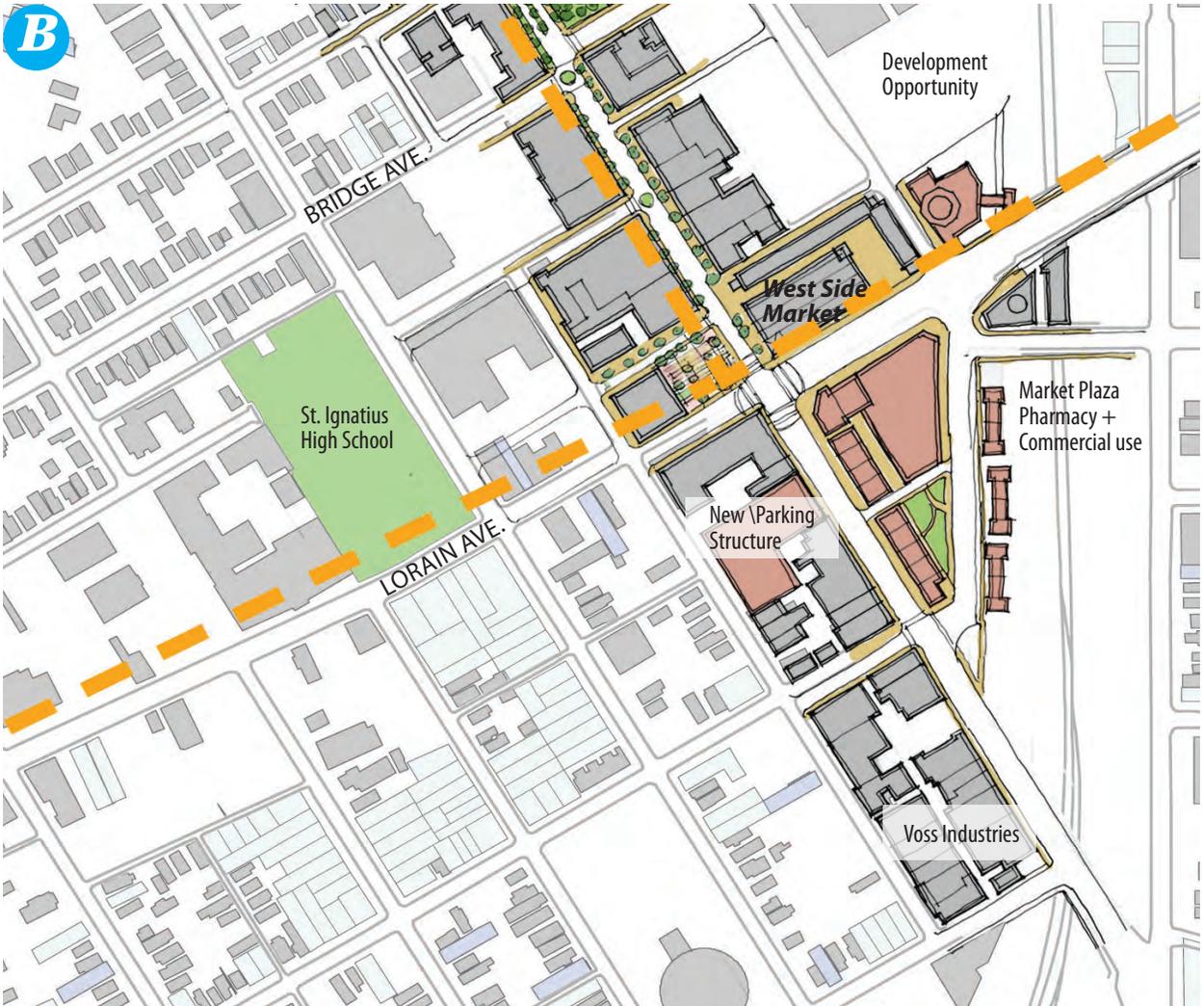


Cleveland Museum of Art's west side location

A.
Church Avenue & Exhibit Builders building

Church Avenue and West 29th Street have heightened development potential, anchored by the new Cleveland Museum of Art satellite facility that is planned for the area. The Exhibit Builders building on Church Avenue and West 25th Street has the potential to be redeveloped as 67 apartments with ground floor retail space.

Ohio City Farms may expand on unstable land on the east side of West 25th between Detroit Avenue and Bridge. This would create a green entrance to the food-oriented section of West 25th Street.



B.
Market Plaza

Market Plaza is an automobile-oriented shopping strip in a prime location on West 25th Street, across from the Westside Market and adjacent to the West 25th Street RTA station.

Short-term strategy:

- Enhance the edge of the parking lot with landscaping improvements, to make the site more pedestrian-friendly.
- Add wayfinding elements to better link the RTA station to West 25th Street.
- Work with property owner to better coordinate signage and storefront appearance for tenants in the plaza.

Long-term strategy:

- Redevelop site for new pedestrian-friendly retail at the sidewalk edge and a parking structure.

Market Plaza



Market Plaza



Example of wayfinding/public art elements



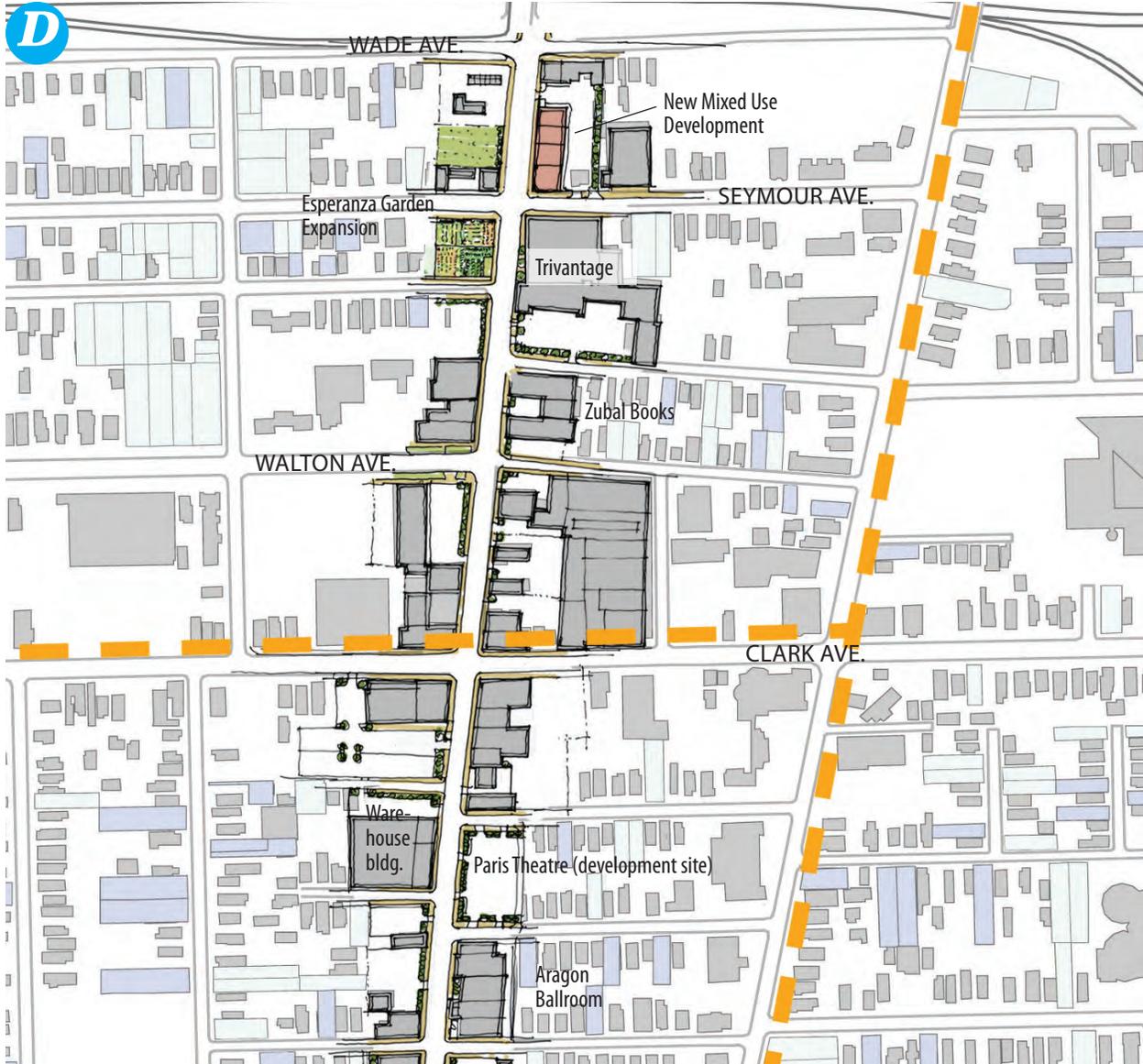
Example of pedestrian path alternatives





C.
Queen Barber Business Park

The land on the west side of West 25th Street, across from Nestle/LJ Miner, could be redeveloped as a 15-20 acre business park or industrial incubator. Small trees or patterned ground cover plantings could be used as a landscape holding strategy; these plant materials could be transplanted in the right-of-way when the open site is developed. Business parks are moving in the direction of being more embedded in neighborhoods rather than being in isolated areas. The site offers access to lunch options in Tremont and Ohio City, as well as connections to Train Avenue and the Towpath Trail.



- D.**
Mixed use development at:
- *W 25th & Seymour Avenue*
 - *Trivantage*
 - *Aragon Ballroom*
 - *Warehouse building*

With the departure of Trivantage, the company’s current property and nearby land holdings could be consolidated into a development site. Property at the northeast corner of Seymour and West 25th Street could become a small mixed use development project with retail storefronts and housing above. The demolition of the former Paris Theatre opens up a site that can provide parking for the historic Aragon Ballroom; this increases the marketability of the Aragon Ballroom to prospective tenants, and possibly a Hispanic social club. A vacant Trivantage warehouse building across the from the Paris Theatre site could also be part of a future development project.

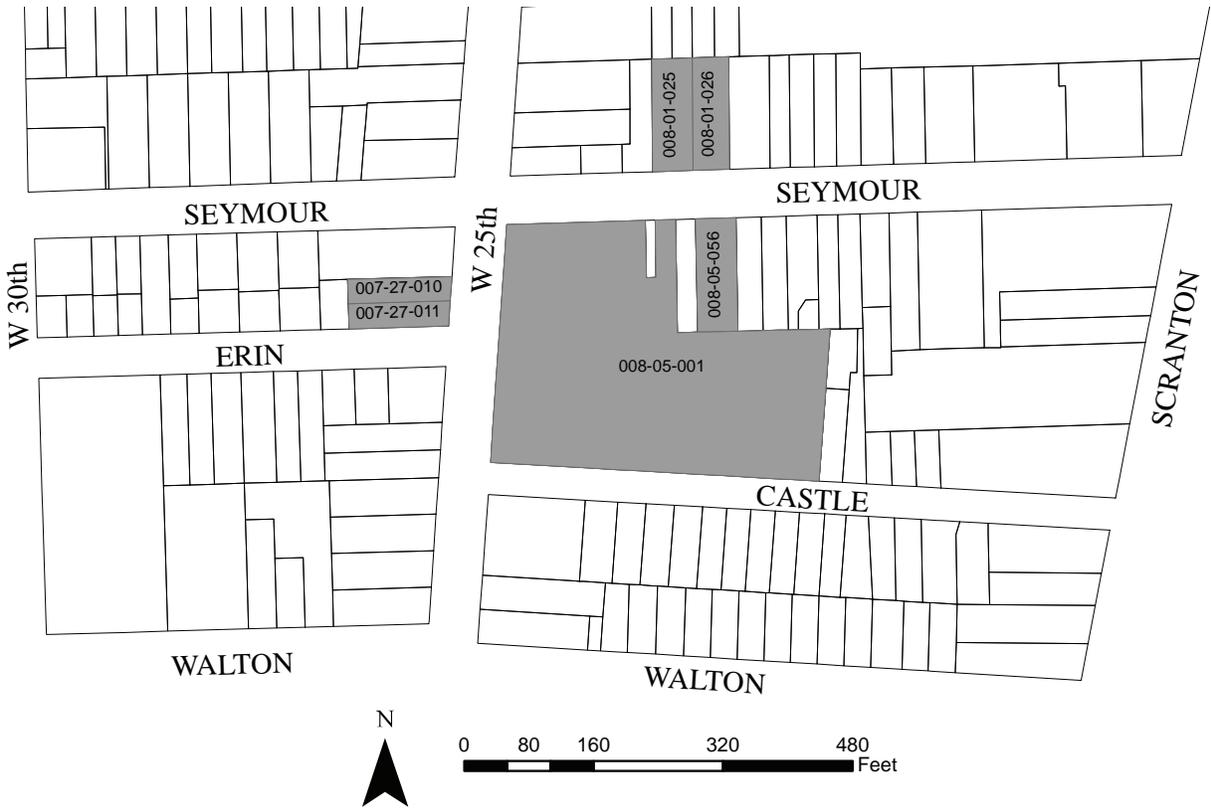


Aragon Ballroom



Esperanza garden

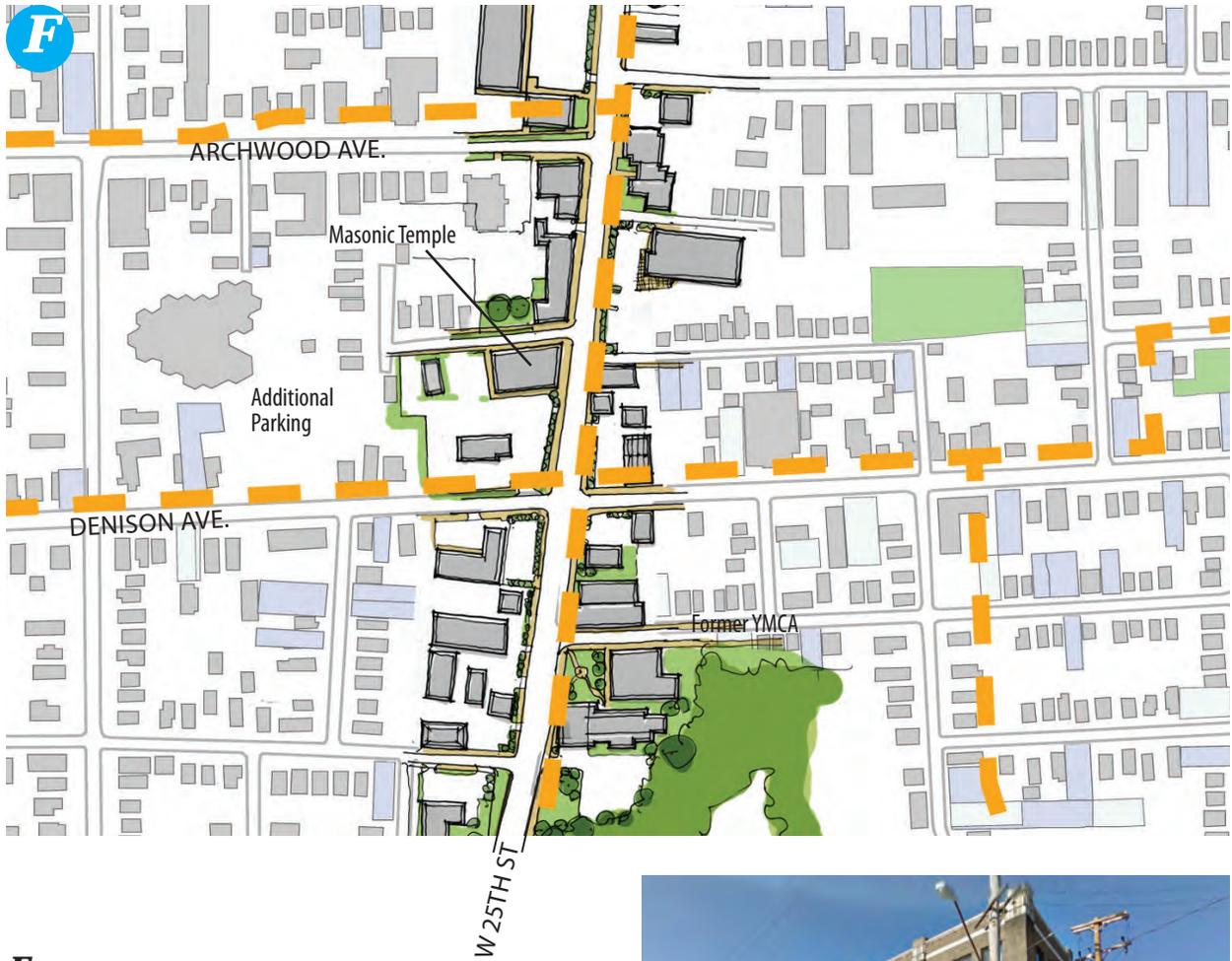
Trivantage site and additional properties owned by Trivantage





E.
MetroHealth Area redevelopment
Hotel or Wellness Center

There is an opportunity for a hotel or wellness center at the southern edge of the MetroHealth campus, near the I-71 ramp, if market conditions support this.



F.
Masonic Temple building
Former YMCA

The former Masonic Temple could be redeveloped as live/work housing with a ground floor gallery, with a parking area expanded into an adjacent site. The former YMCA building is another redevelopment opportunity.



Former Masonic Temple



Former YMCA



G.
Mixed use development near Zoo & Lower Big Creek

The Henninger landfill site could be remediated and redeveloped as an adventure sports complex, including a camp ground, climbing and BMX facilities, a skate park, and other uses.



Broadview intersection



Pearl Road TLCI (2009)





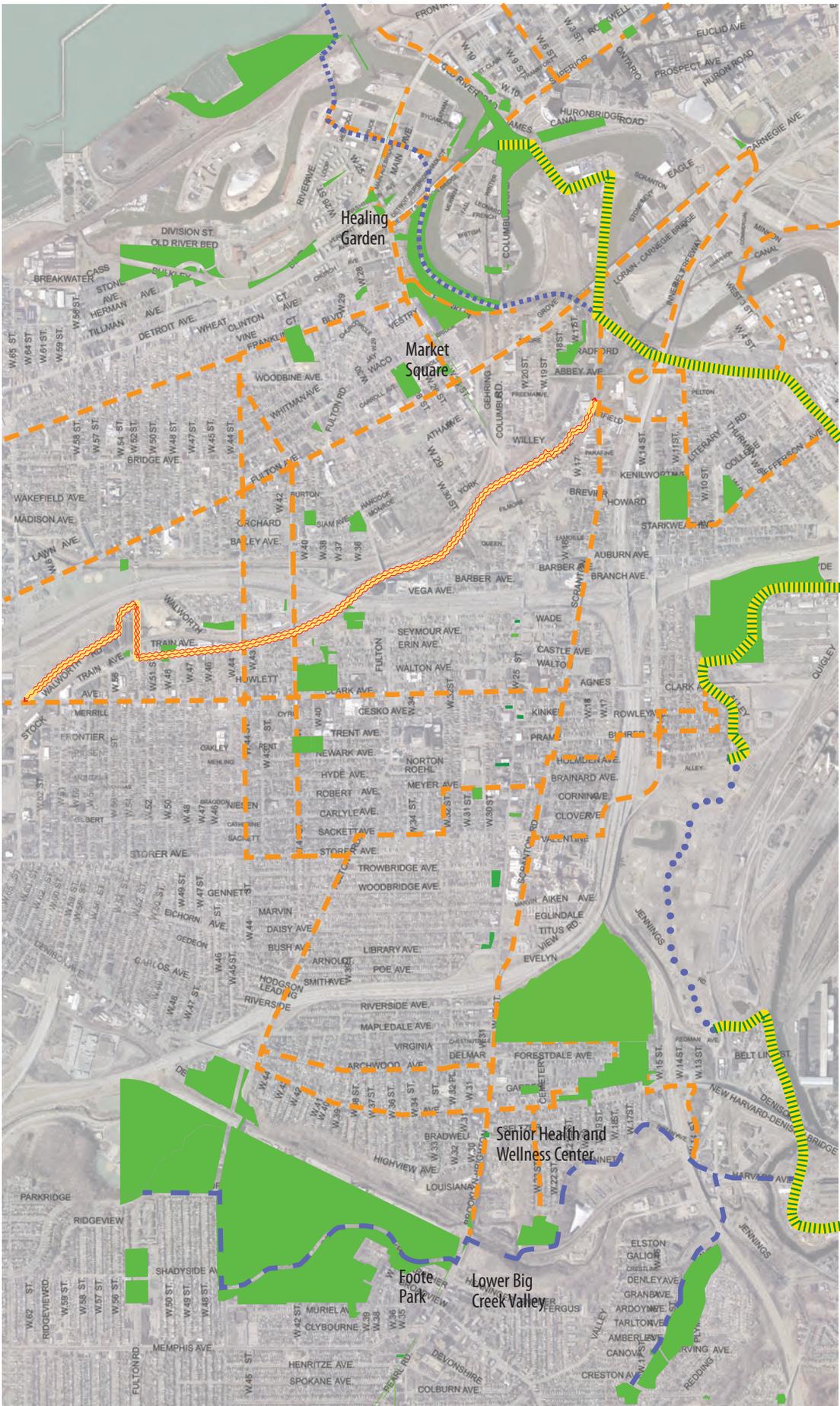
H.
Old Brooklyn Downtown area
Krathier, Gildor, US Bank Buildings
RTA parking garage site

Existing small businesses in this area are difficult to sustain. Commercial vacancy is over 50 % in this area. Marketing efforts can promote the advantages of the neighborhood—proximity to the zoo and convenient freeway access. There are sites which have the potential for new construction and also buildings, like the Krathier, Gildor, and US Bank buildings, which can be rehabilitated for new uses.

Public Space Opportunities

Opportunities for new public spaces and green space improvements in the West 25th Street corridor include:

- ***Healing Garden at Lutheran Hospital***
- ***Market Square Reconstruction***
- ***Lower Big Creek Valley Plan***
- ***Foote Park @ the Zoo entrance***
- ***Potential park at Pearl Road (Senior Health & Wellness facility)***



LEGEND

 Green Space

 Train Avenue Greenway Path

 Neighborhood Connectors

 Proposed - Neighborhood Connector Trail Project

 Steelyards Common Loop

 Lake Link Trail

 Towpath Trail

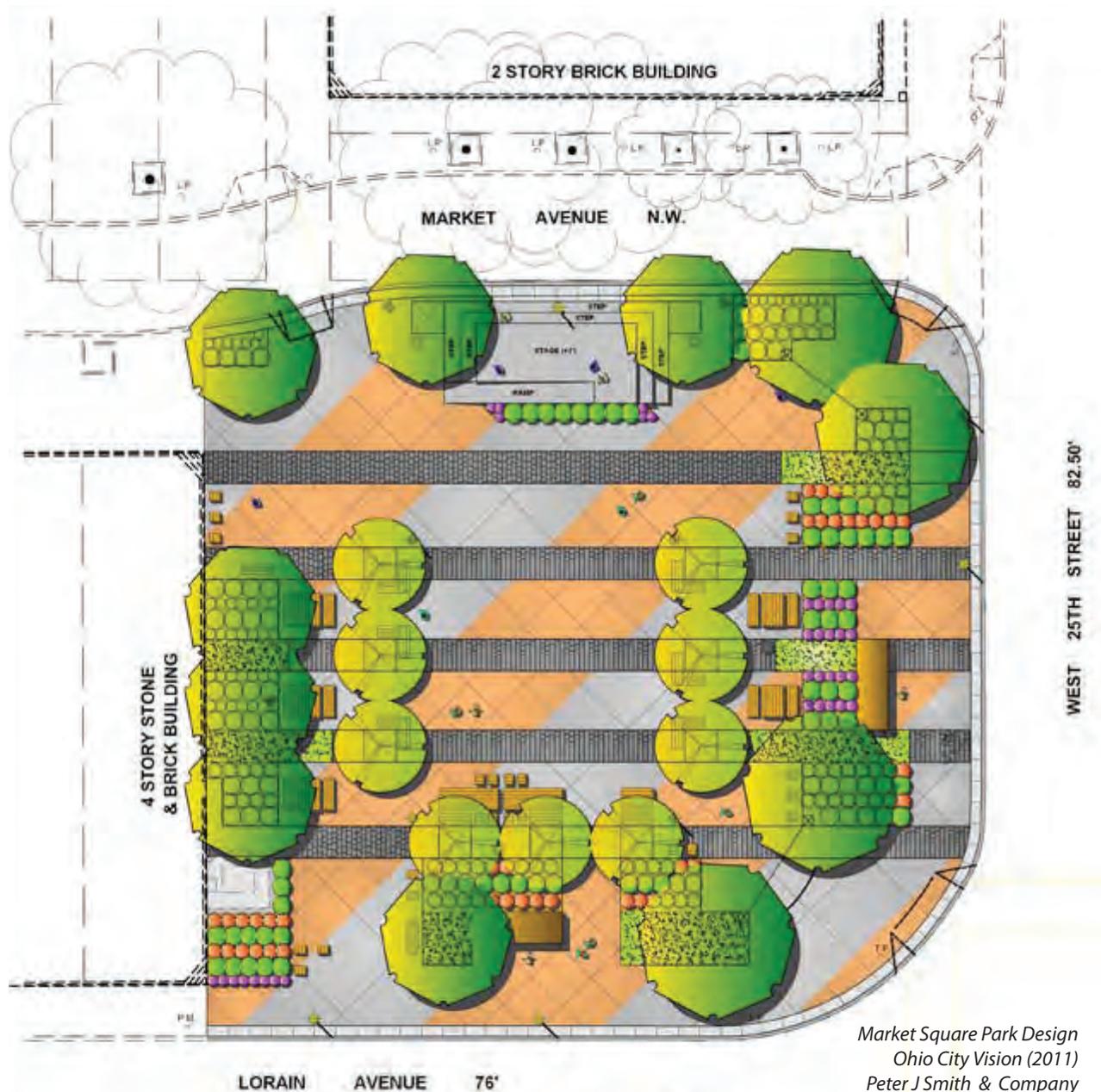
**Market Square reconstruction
Foote Park at the Zoo entrance
Park at Pearl Road (Senior Health & Wellness Center)**

Market Square Park at West 25th Street and Lorain Avenue has been redesigned and reconstructed to provide a prominent green space in a pedestrian-oriented area directly across from the Westside Market.

A design concept has been developed for improvements to Foote Park to increase the

visibility and use of this green space near the entrance to the zoo.

An underutilized parking lot along Pearl Road, in front of the Senior Health and Wellness Center, offers an opportunity to create a new publicly accessible green space.





*Concept for Foote Park improvements
Pearl Road TLCI (2009)
City Architecture*

Underutilized parking lot next to the Senior Health & Wellness Center

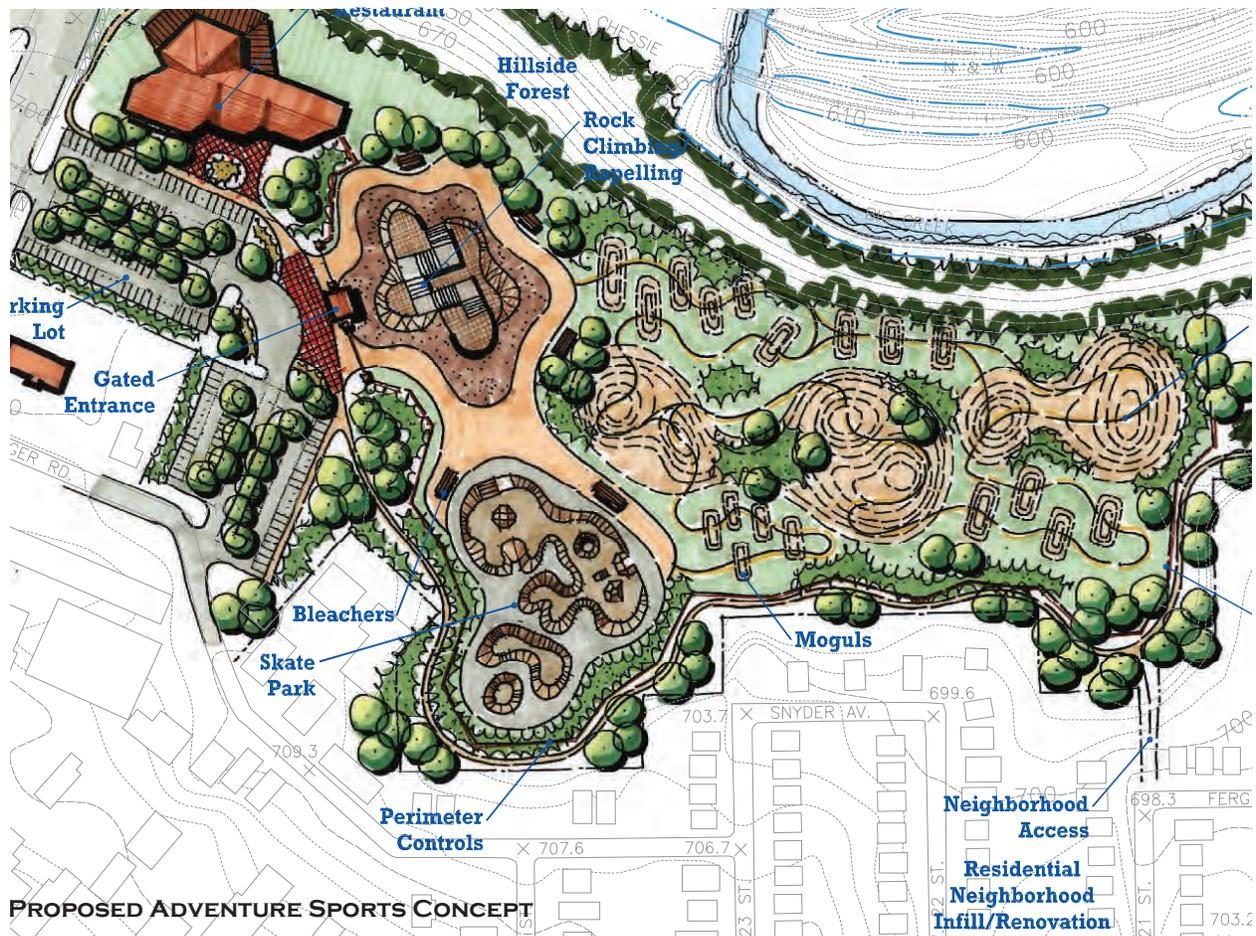


Lower Big Creek Valley Plan

The Lower Big Creek Valley Plan recommends the environmental remediation of the Henninger landfill site and Brookside Auto Parts for the development of facilities for adventure sports such as rock climbing, BMX racing, camping, and skateboarding.

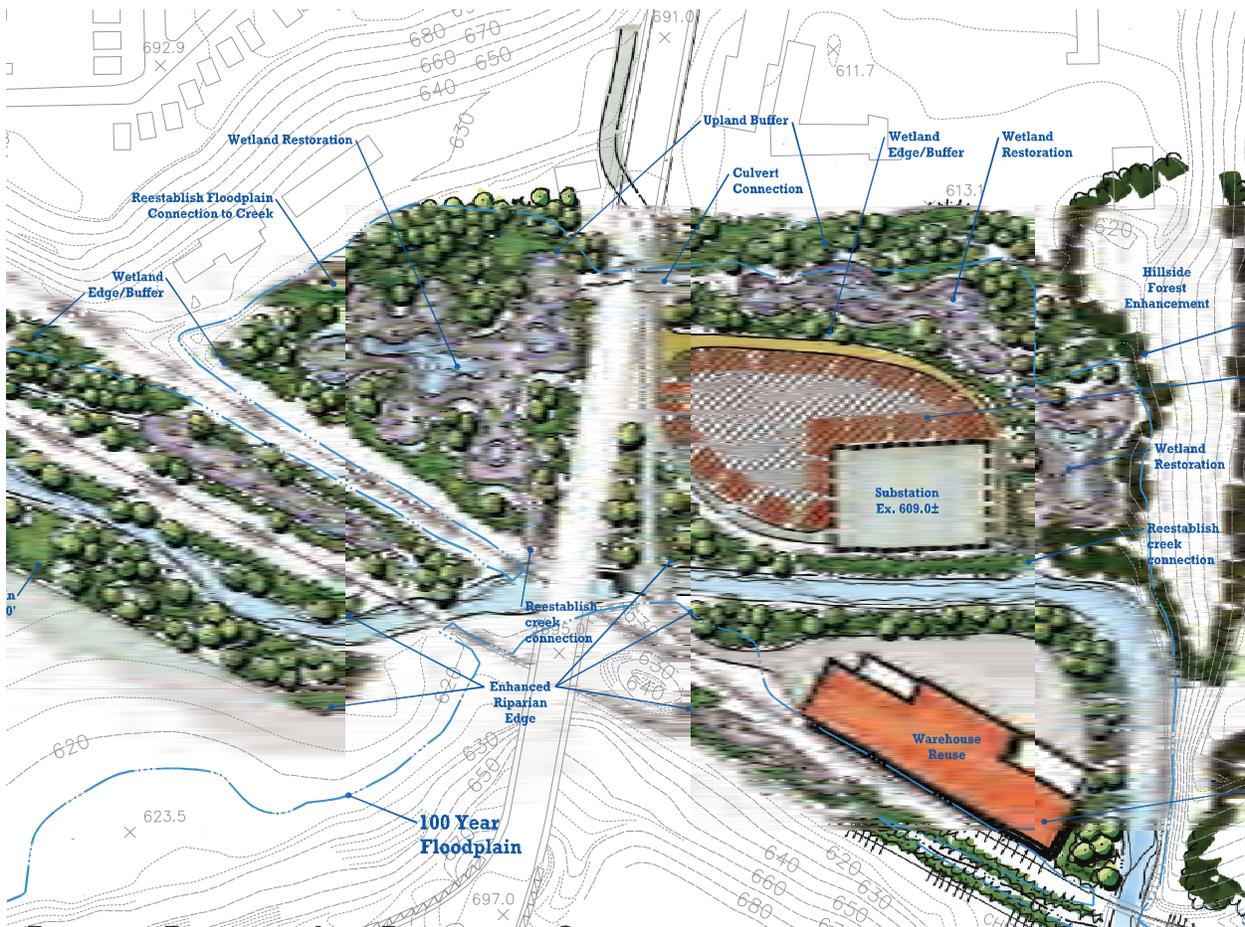


Henninger Landfill (2008)



Floyd Browne Group and
Schmitt Copeland Parker Stevens (2008)

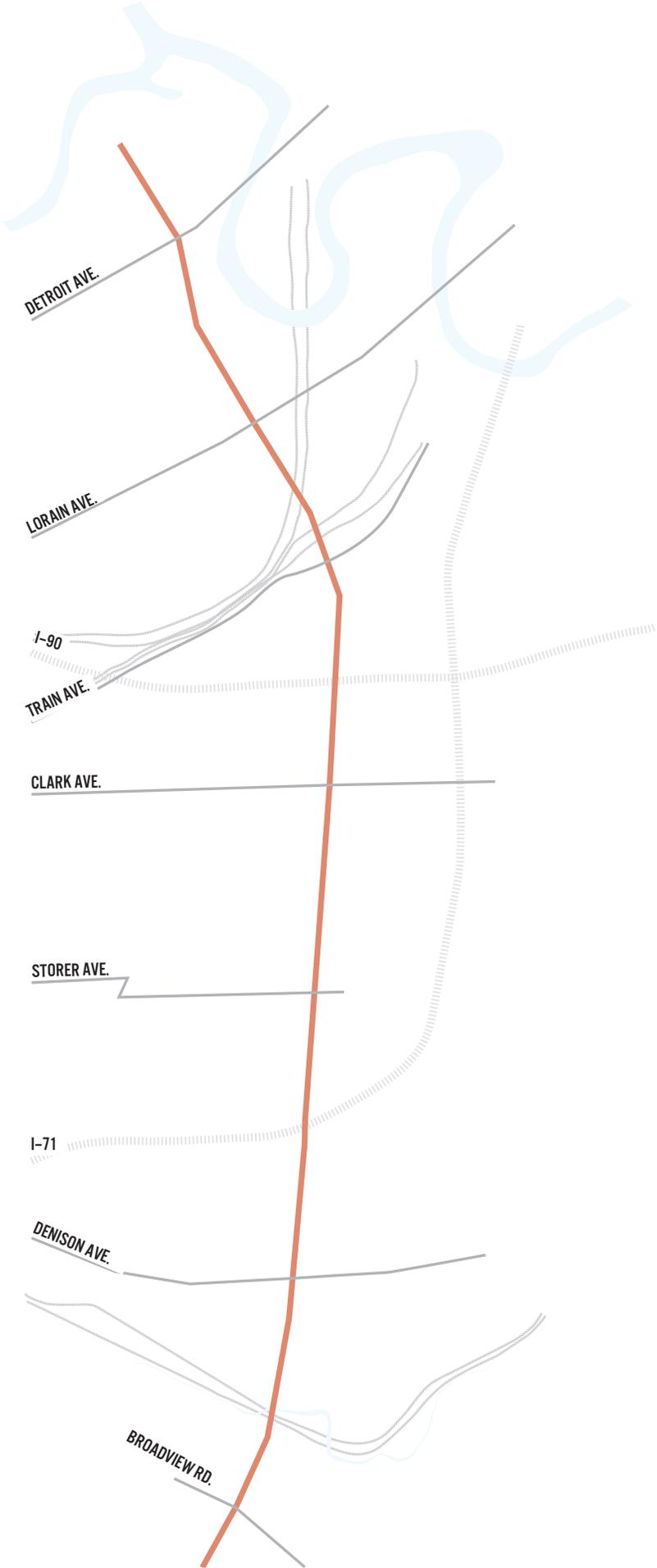
Brookside Auto Parts; Lower Big Creek Greenway Redevelopment & Restoration Plan (2008)



Floyd Browne Group and Schmitt Copeland Parker Stevens (2008)

INFRASTRUCTURE / PUBLIC IMPROVEMENTS/ TRANSIT

- Street Improvements*
- Overpass Bridges*
- Transit Waiting
Environments*
- Bike Connections*



W 25TH ST ZONES

ZONE 1

Ohio City

ZONE 2

Nestletown

ZONE 3

Clark - Fulton

ZONE 4

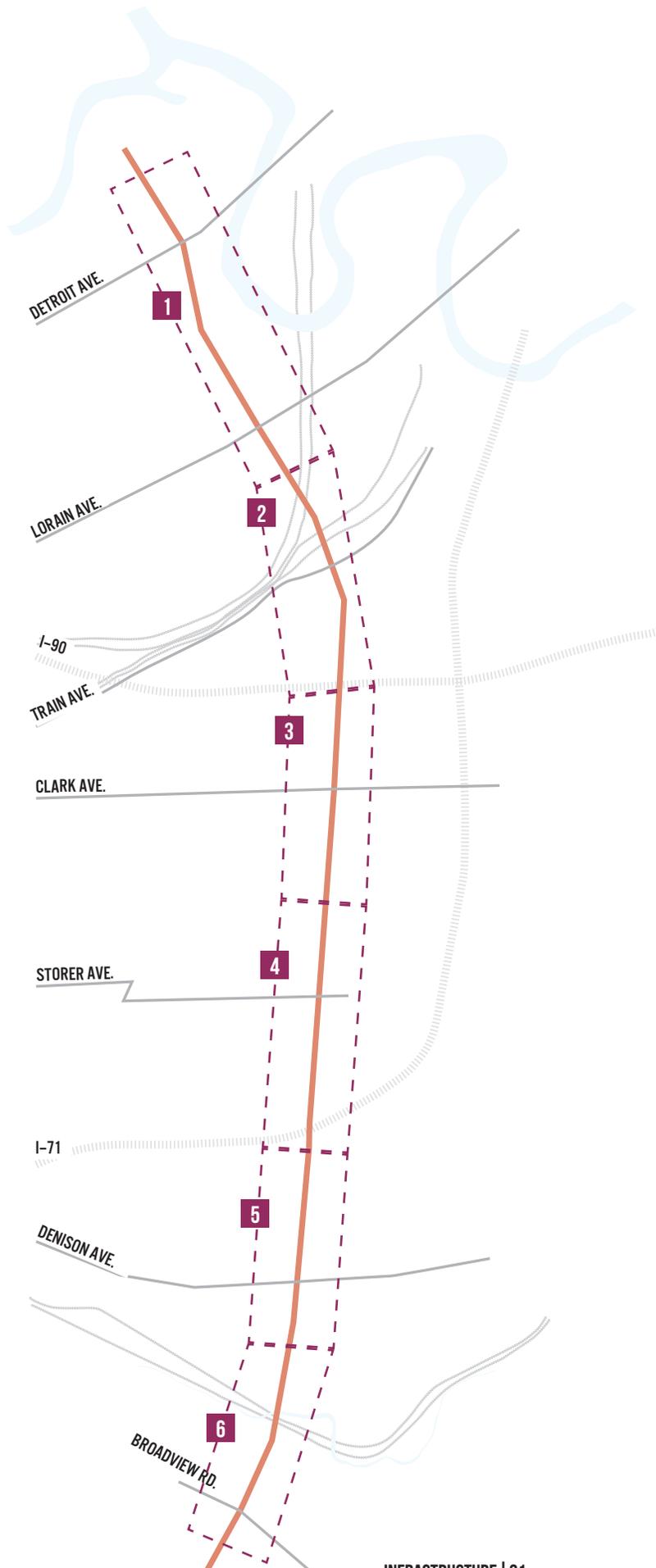
MetroHealth / I-71

ZONE 5

Brooklyn Center

ZONE 6

Metroparks Zoo / Old Brooklyn



ZONE 1

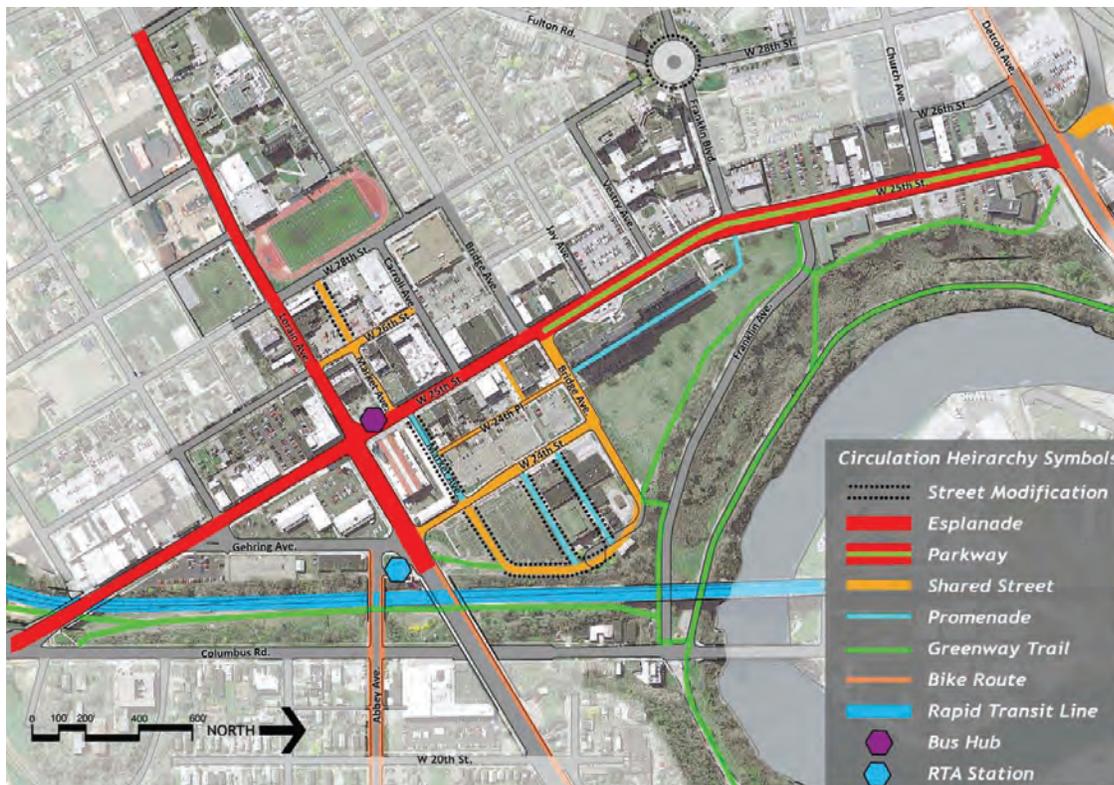
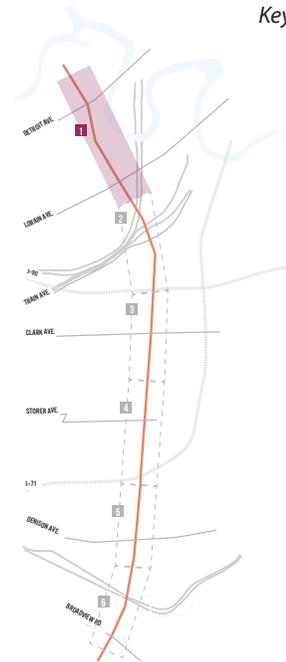
Ohio City



Street Improvements

Proposed street improvements for Zone 1 include a bike lane, adjacent to a parking lane on both sides of the street, along with streetscape plantings and tree wells designed to capture stormwater runoff.

Key



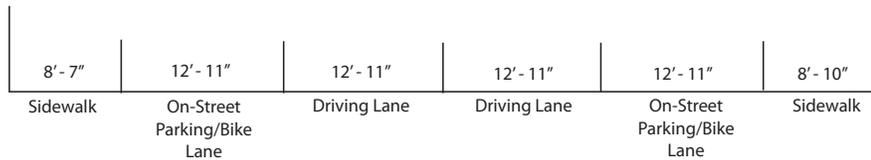
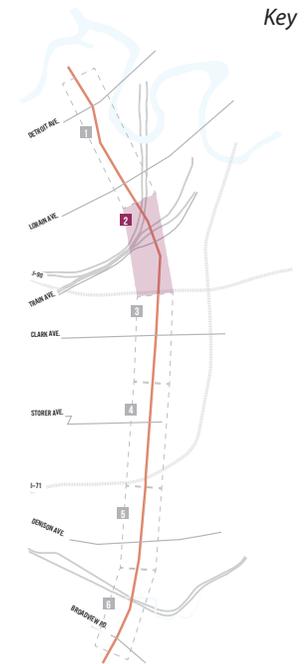
Ohio City Vision 2009
Intermodal Urban Design & Wayfinding for the Market District

ZONE 2

Nestletown

Street Improvements

Proposed street improvements in Zone 2 include on-street parking combined with a bike lane and street trees where the right-of-way width will accommodate this.

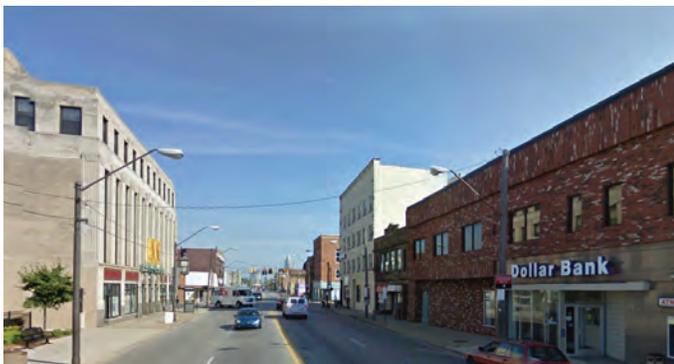
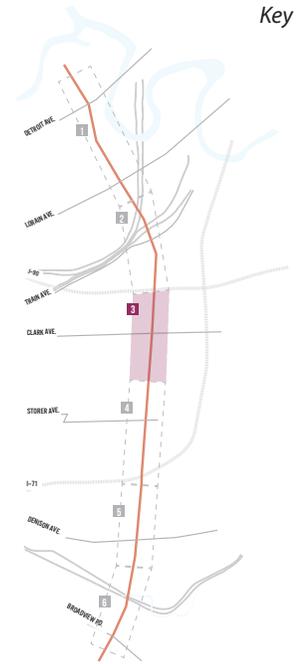


ZONE 3

Clark - Fulton

Street Improvements

Proposed street improvements in Zone 3 include on-street parking combined with a bike lane and street trees where the right-of-way width will accommodate this, along with sidewalk planters in areas where the right-of-way is too narrow for street trees.

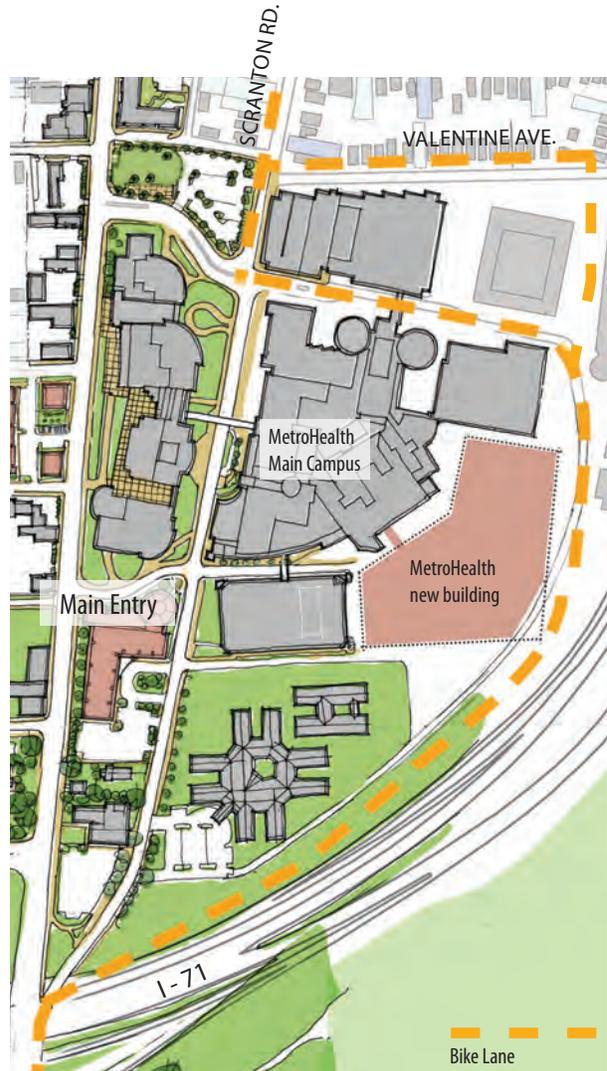
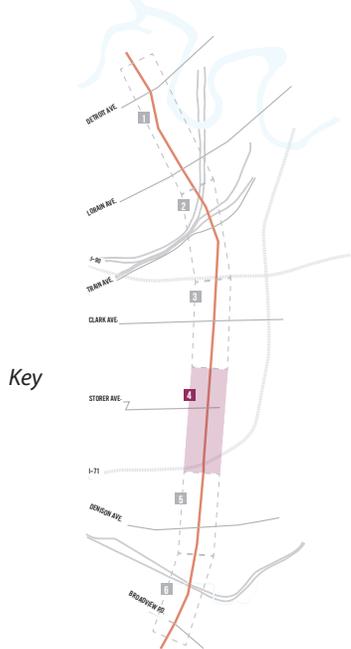


ZONE 4

MetroHealth / I-71

Street Improvements

Proposed street improvements in Zone 4 include on-street parking combined with a bike lane and sidewalk planters, with enhanced transit waiting environments near the MetroHealth campus where RTA ridership is high.



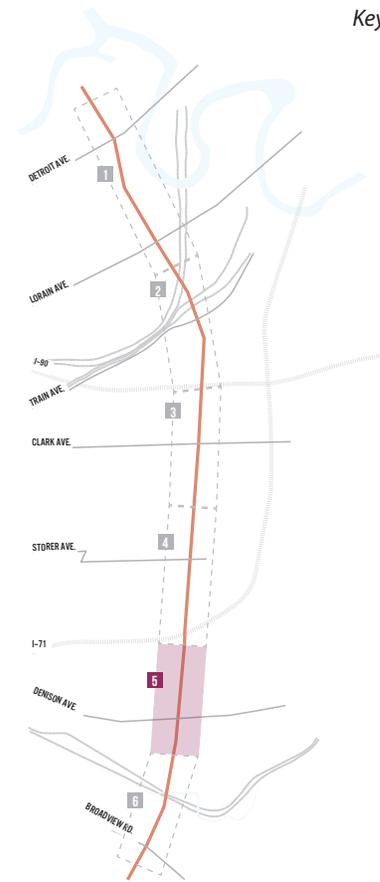
ZONE 5

Brooklyn Center

Street Improvements

Street improvements in Zone 5 include on-street parking combined with a bike lane, historic lighting, seating, and street trees.

Key

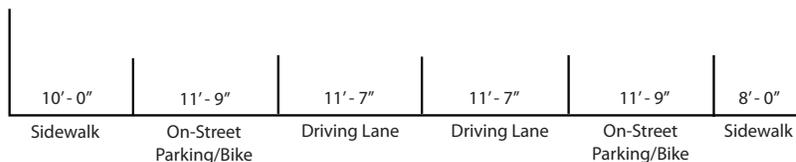
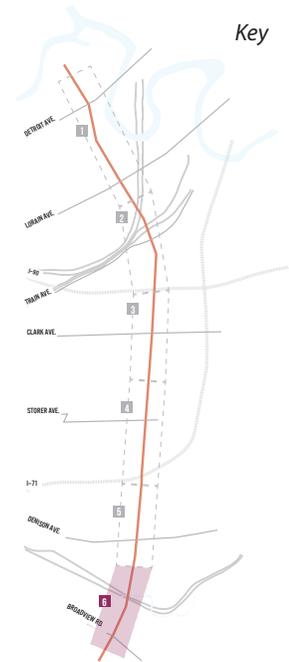


ZONE 6

Metroparks Zoo / Old Brooklyn

Street Improvements

Street improvements in Zone 5 include on-street parking combined with a bike lane, historic lighting, seating, and street trees.



Overpass Bridges

The West 25th Street corridor has five overpass bridges that currently undermine the pedestrian experience and create perceived barriers between different segments of the corridor. The I-71 bridge is scheduled for reconstruction and this project offers an opportunity to set a new standard for bridge enhancements that can later be implemented throughout the corridor, to create a sense of continuity.



RTA + RAIL LINES | 252 LINEAR FT

Ohio City

TRAIN AVE + RTA | 685 LINEAR FT

Ohio City

I-90 | 222 LINEAR FT

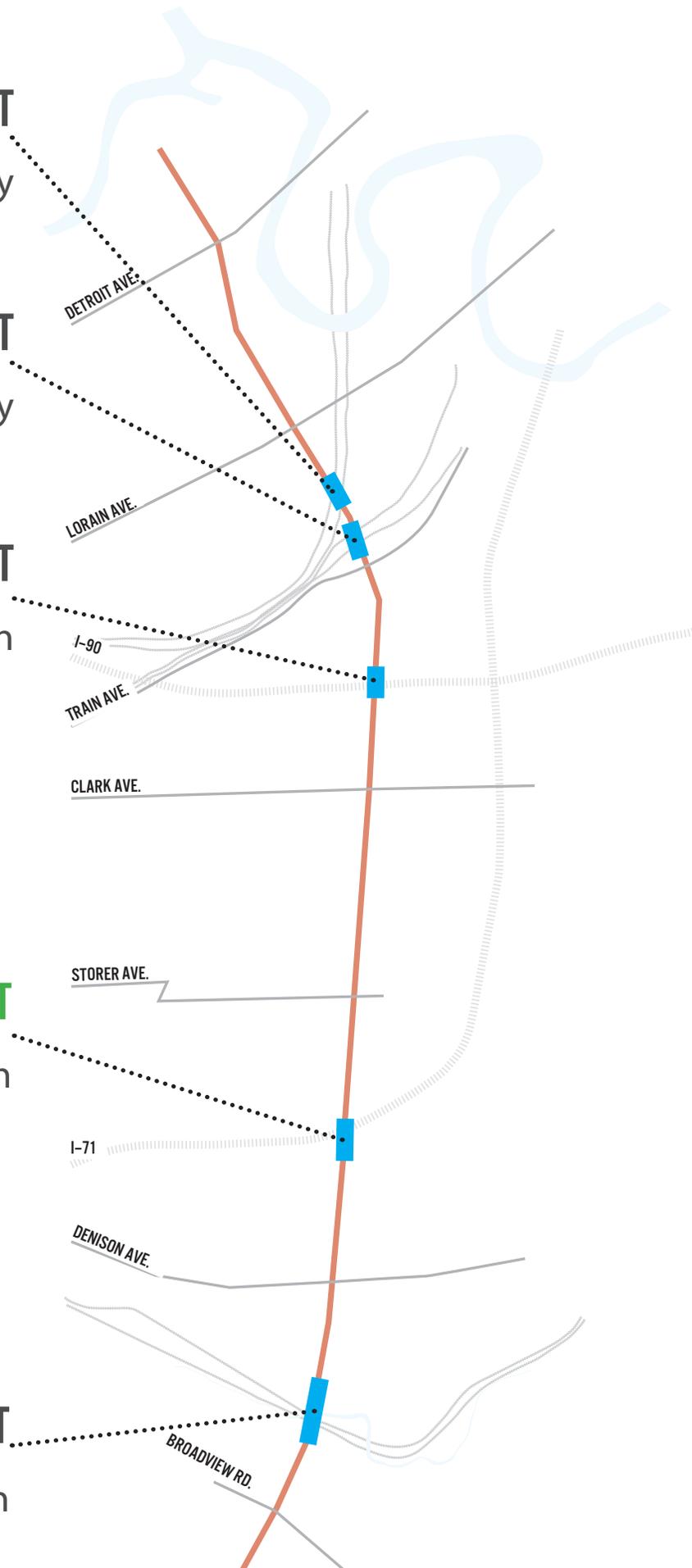
Nestletown

I-71 | 352 LINEAR FT

MetroHealth

**BROOKLYN BRIGHTON BRIDGE |
1714 LINEAR FT**

Metroparks Zoo / Old Brooklyn

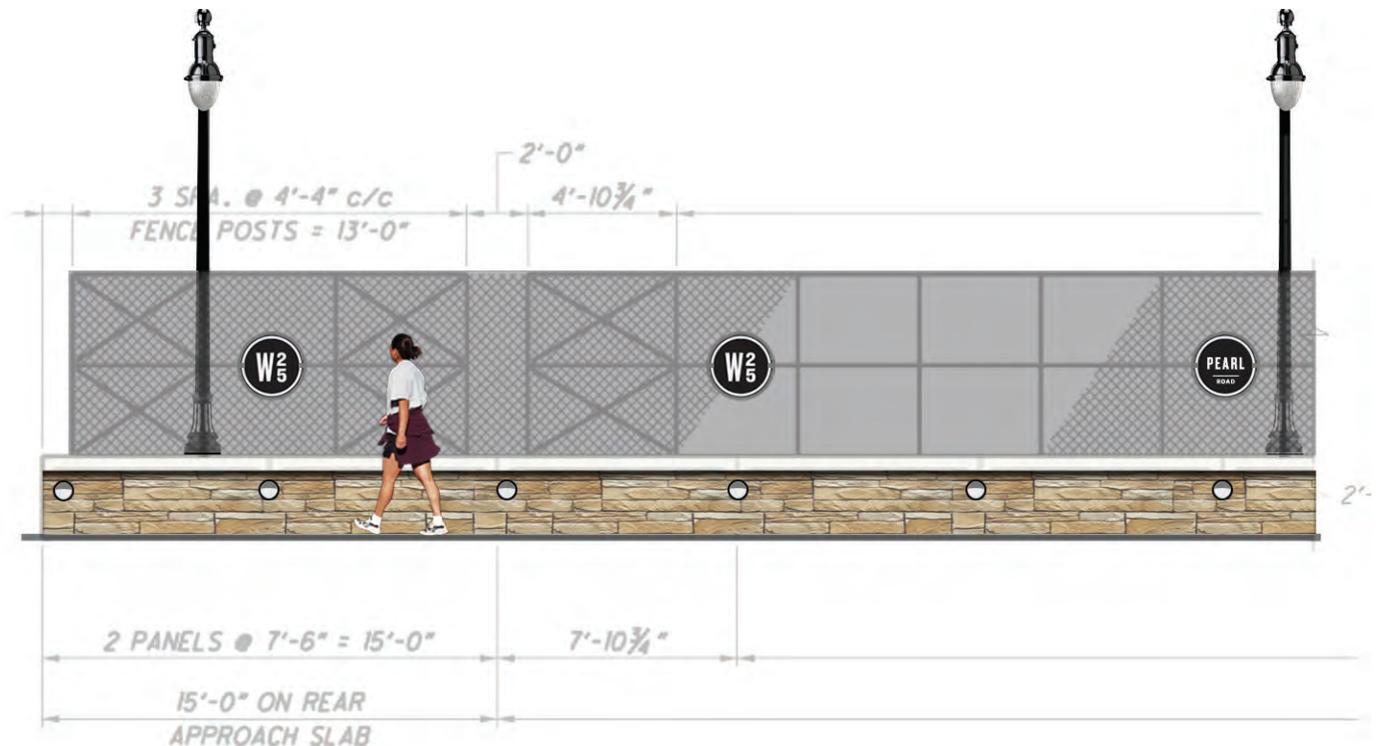
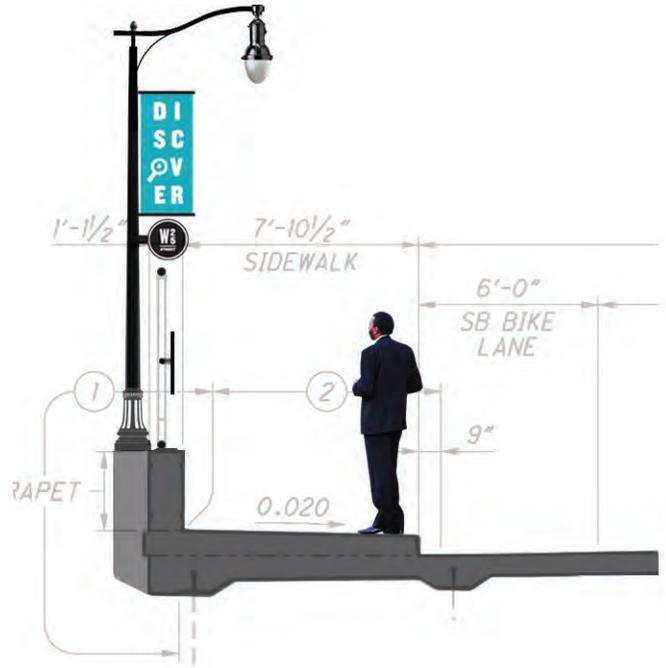


I-71 Bridge

Lighting, banners, medallion signage, and a decorative texture for the parapet wall on the reconstructed I-71 bridge will reinforce the identity of the West 25th Street corridor along one of its more anonymous segments and improve the experience of the bridge for pedestrians and bicyclists.

Components

- decorative lighting at each fence post
- w 25 branding medallion attached to fence
- low-level lighting embedded in the parapet wall
- parapet texture—stamped concrete to resemble stone work
- banners and medallion on street lights



I-71 Bridge

existing



proposed



Transit Waiting Environments

West 25th Street is a priority corridor for the GCRTA. There is high transit ridership in the corridor, particularly at major destinations like the Westside Market, the West 25th Street Transit Station, MetroHealth, and the Zoo. Some key bus stops that should be targeted for Transit Waiting Environment (TWE) enhancements include:

- Ohio City / Market District
- Clark/Fulton
- MetroHealth
- Brooklyn Center



Market Square, Ohio City



Market Plaza, Ohio City



Urban Farm, Clark Fulton



MetroHealth



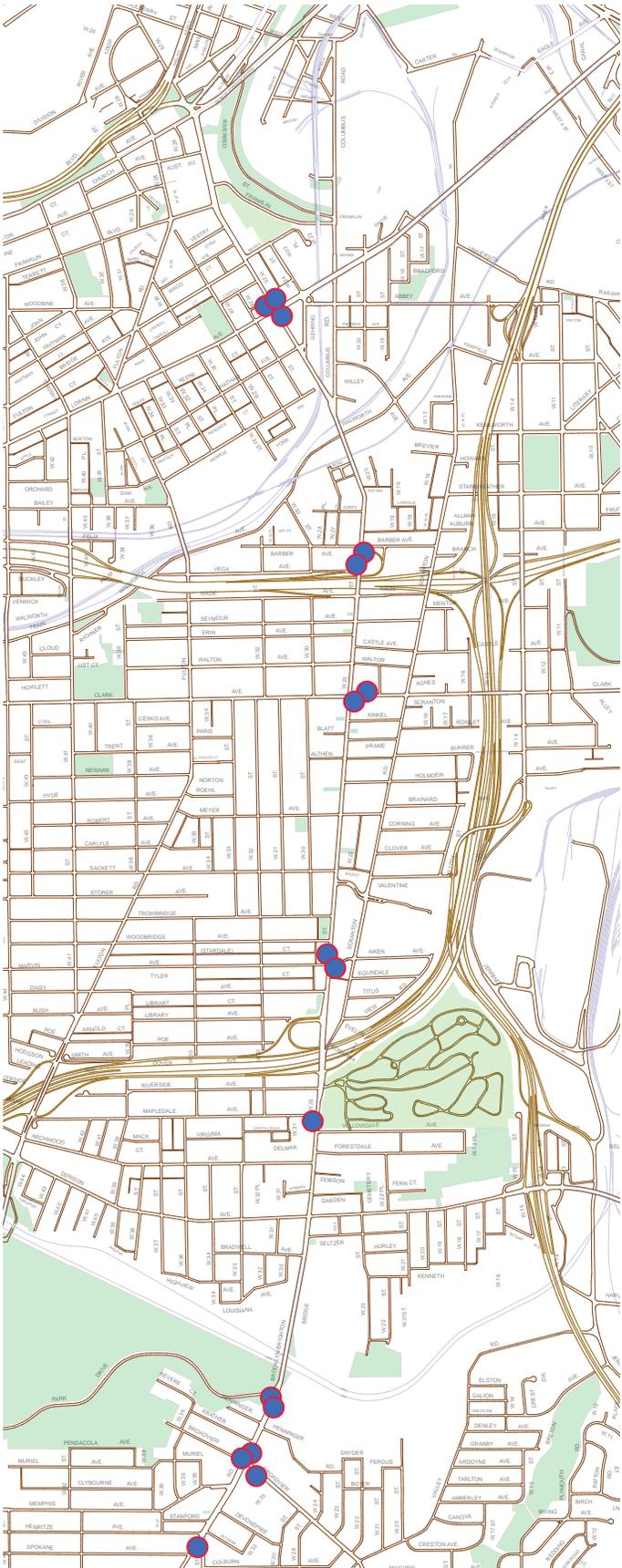
Clark Fulton



Clark Fulton



MetroHealth Medical Center District



Proposed locations for enhanced Transit Waiting Environments

Transit Waiting Environments TWE

Ohio City

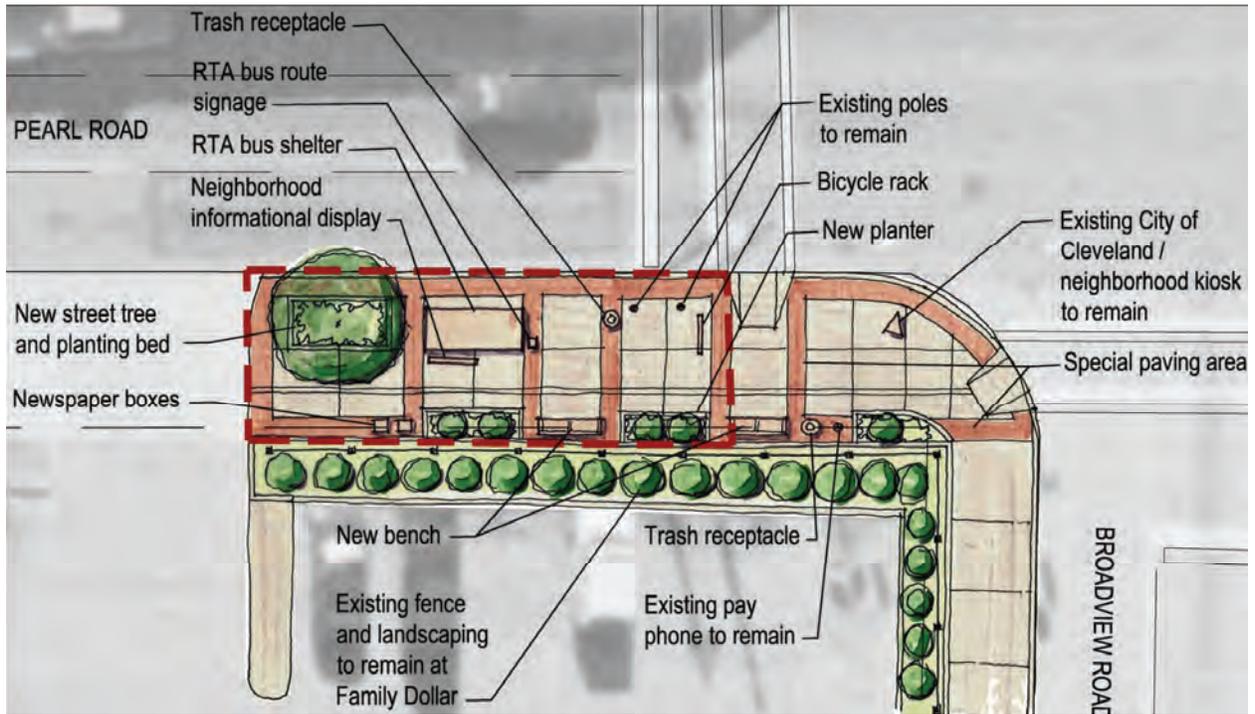


Ohio City Vision (2011)
Peter J Smith & Company

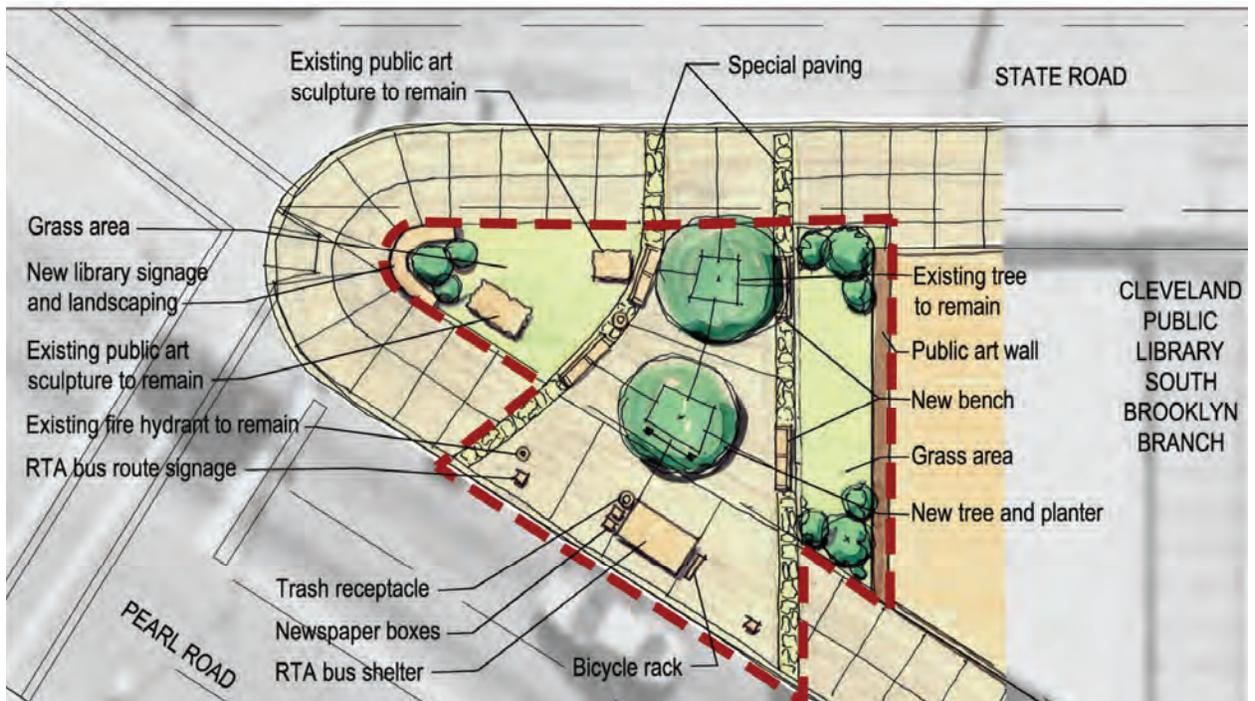


Pearl Road TLCI (2009)
CityArchitecture

Old Brooklyn



Pearl Road TLCI 2009



Pearl Road TLCI (2009)
CityArchitecture

Transit Waiting Environments TWE

Clark Fulton TWE

Clark Fulton has two transit waiting sites. Riders congregate at the southeast corner of the intersection, in front of a new salon. It may be possible to add seating that is cantilevered from the building facade, or to move the stop to the north across Clark where there is more room for a bus stop and seating. There is the southwest corner of the intersection. The sidewalk here is fairly wide and has parking and planting behind it. It also functions as an informal gathering area for the community, so a trellis structure in this location can shelter transit users and provide a focal point for neighborhood activity.



Clark Fulton (southeast corner)



Clark Fulton (southwest corner)

Proposed seating and trellis



Transit Waiting Environments TWE

Metrohealth TWE

The MetroHealth Transit Waiting Environment should accommodate a wide range of users since the hospital serves people of all ages from all over the city and beyond. Given the MetroHealth focus on health and wellbeing and the availability of some additional space at this location, stormwater management practices such as swales and appropriate landscaping can be implemented to enhance the function and experience of the TWE.

Bus shelters can be designed to reinforce the hospital's MetroHealthy theme and promote exercise and healthy living while people wait for the bus.



Brooklyn Center TWE

The Brooklyn Center TWE can also reinforce the theme of active living with bike racks and other amenities in front of the Riverside Cemetery, near entry points to the bike path and trail system.



Existing

Proposed Reading Garden @ Cleveland Public Library



Bike amenities at Riverside Cemetery

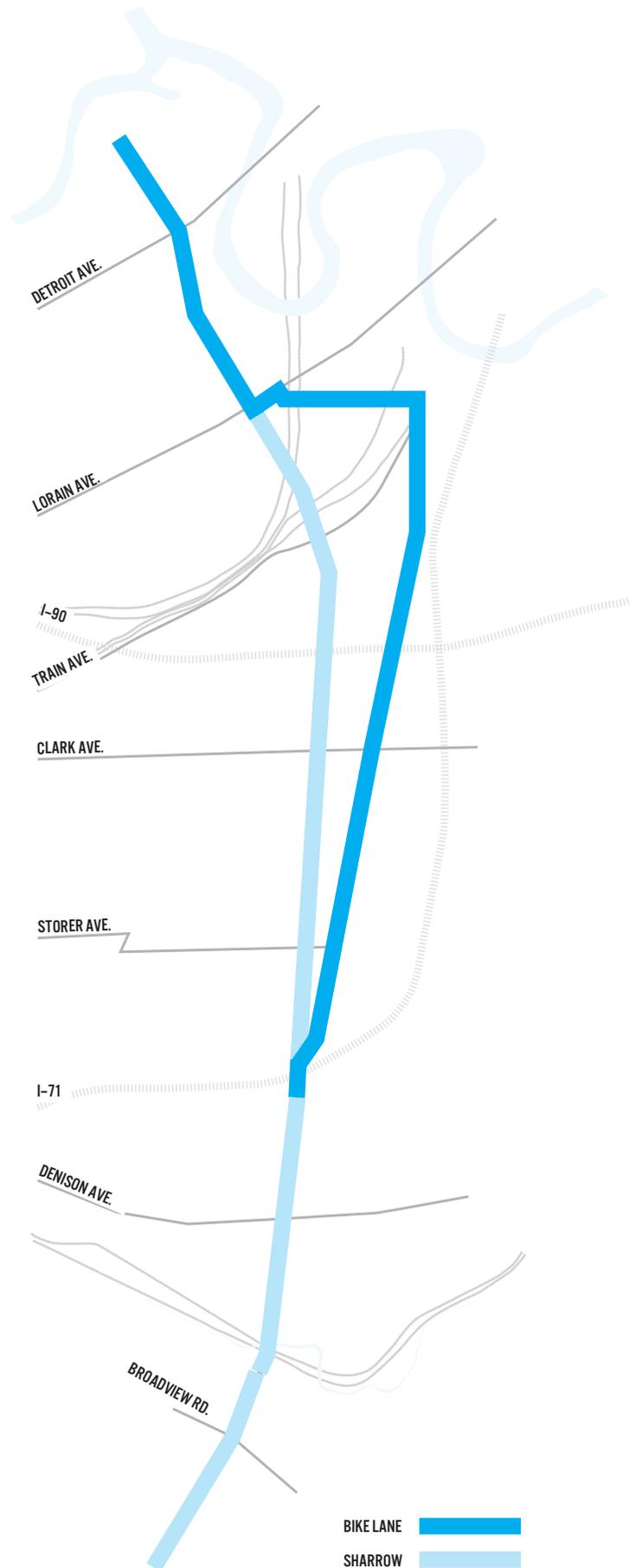
Bike Connections

Bike lanes & sharrows along the corridor

Bicycling can be encouraged through sharrows on West 25th Street and a designated bike route on Scranton Road, with connections into Tremont and Ohio City.



Existing sharrows in Old Brooklyn



Bike Connections

Towpath / Treadway Creek / Riverside to Metrohealth

The Scranton ramp from West 25th Street, north of Riverside Cemetery, could provide a bicycle and pedestrian only link to the MetroHealth Campus and the Towpath Trail. Scranton also offers access to Tremont and the Train Avenue corridor.



Bike connections

Scranton Road Bike Lane



Existing

Proposed



BRANDING & IDENTITY

Unifying Strategy

Corridor Stamp and Medallion

West 25th Street has many identities, images, and brands, representing the diversity of residents, businesses, and land uses in the corridor. Various segments of the street are identified with different neighborhoods and organizations, many of which have “branded” their part of the street banners, signage, or other features. Rather than applying another identity on top of all of the things already in place in the corridor, this plan outlines a strategy for unifying the corridor in subtle ways, and reinforcing the many identities that contribute to the vibrancy of the corridor.

One unifying strategy is a simple stamp and medallion design that can be attached to trash cans and benches, suspended below existing banners, stamped in the pavement, and used in marketing campaigns and promotional efforts. The “Cleveland Made Here” brand, designed by design team partner Little Jacket, can be adapted to include Pearl Road and to reflect the varying uses in the corridor.

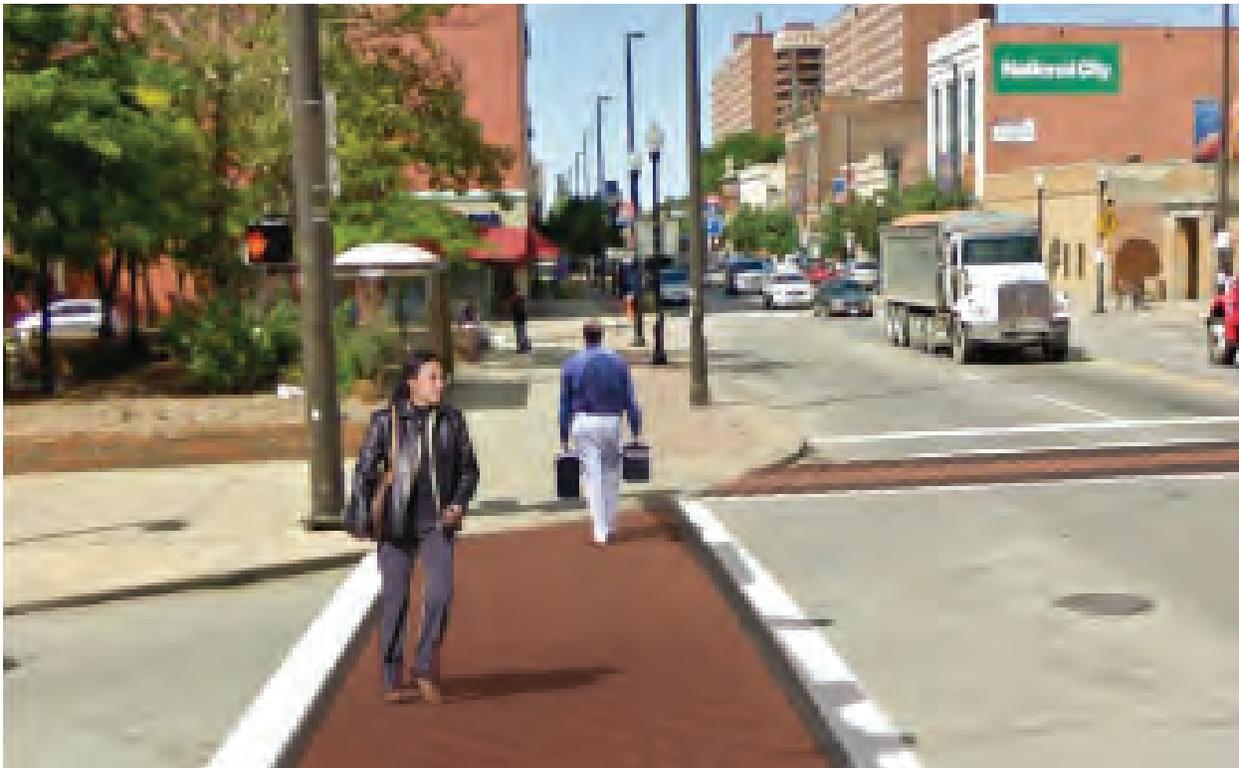




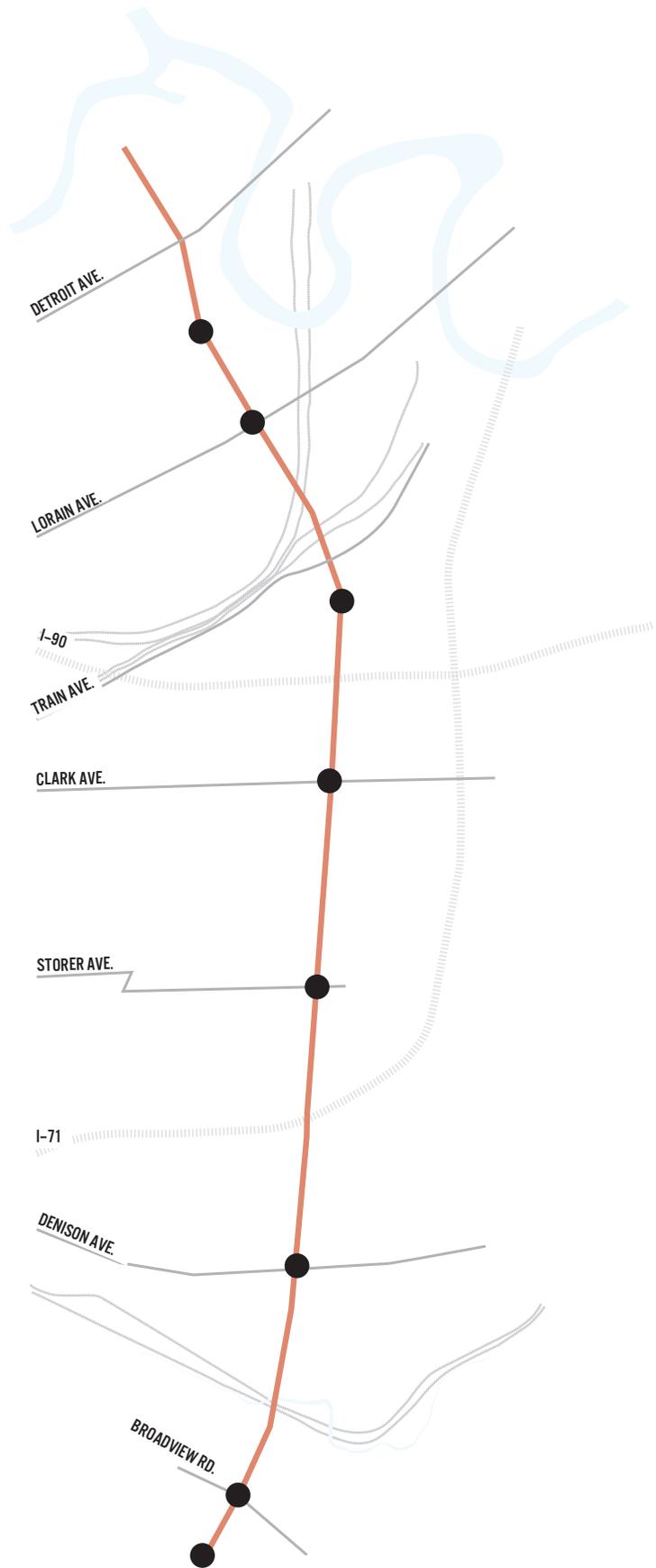
Unifying Strategy

Crosswalks

A second unifying strategy, recommended by subcommittee members during a brainstorming session, is to develop a distinctive and consistent crosswalk condition that is used throughout the corridor. A red painted crosswalk, for example, would provide a unifying character for the corridor.



Locations of Key Crosswalks



Unifying Strategy

Bike Amenities Overlay

Similarly, a consistent bike rack style used throughout the corridor would help tie the many segments of the street together in a shared commitment to supporting bicycling.

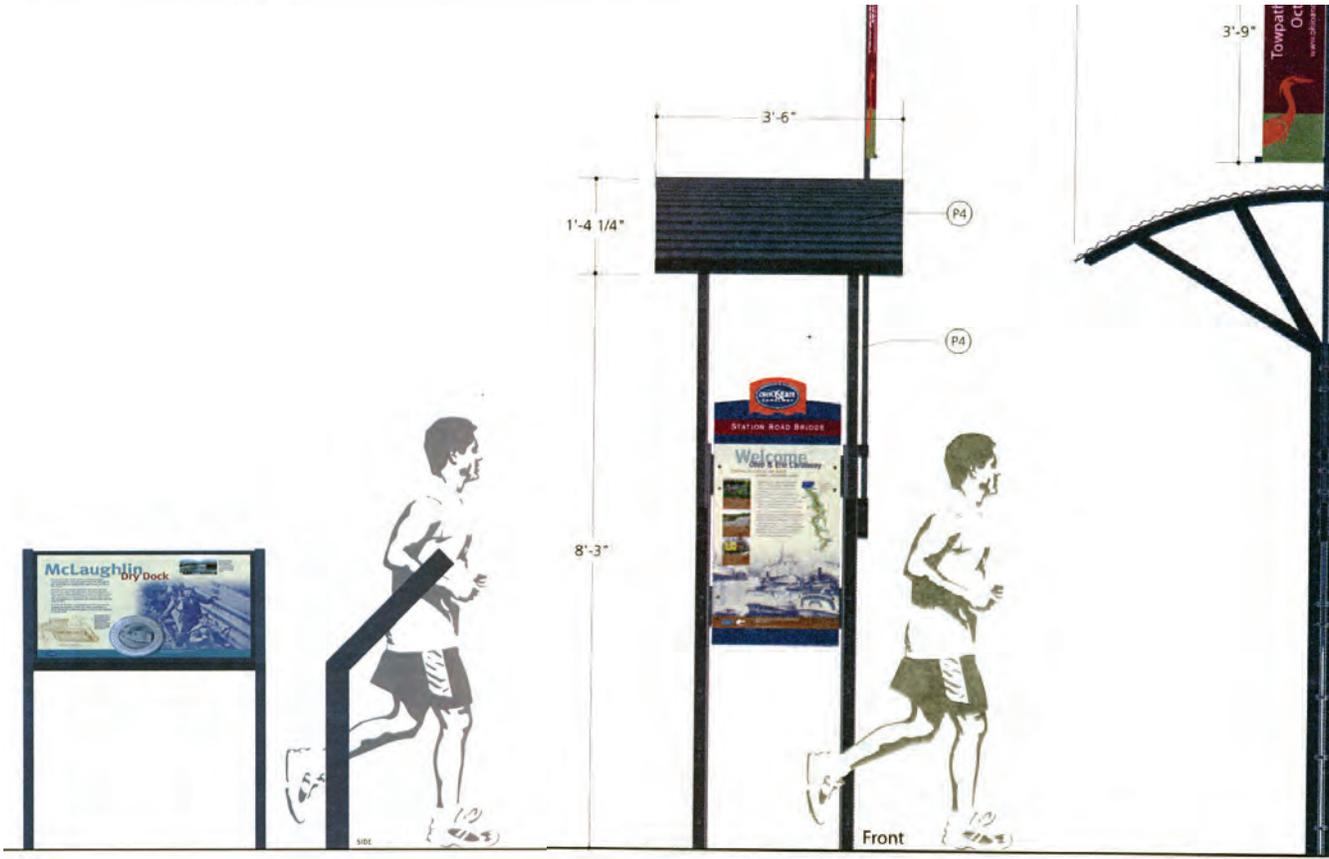


Unifying Strategy



Ohio & Erie Canalway

A shared identity for West 25th Street as a scenic byway for the Ohio & Erie Canalway can be expressed at different scales throughout the corridor.



BRANDING & IDENTITY

Identity Components

In addition to unifying the street, a branding and identity strategy can celebrate the variations between different segments of the street. These variations can be expressed through all of the components listed below:

Vacant Property Edge

Parking Lot Edge

Blank Building Facades

Right Of Way - Tree Lawn/Street Trees

Green Screening

Street Furniture

- *Trash Cans*
- *Seating*
- *Planters*

Banners

Sidewalk

Crosswalks

Information Kiosk

Public Art

Unique Building Detail

Unique Landscape Detail

Segments of the corridor have overlapping identities and this can be used to draw people beyond their predetermined destinations to explore more of the corridor. Bicyclists traveling across the Lorain Carnegie Bridge, for example, could be pulled south by banners or other identity features to discover the historic Riverside Cemetery or the Train Avenue Corridor. Zoo visitors might be enticed to explore old Brooklyn and Brooklyn Center. MetroHealth visitors might discover a new lunch spot or enjoy a nearby community garden. There are as many variations on this theme and many opportunities to make new discoveries and connections in the West 25th Street corridor.

Identity Components

Market District/Ohio City Food (production, consumption & processing)

Street Furniture

- Trash Cans
- Seating
- Planters

Banners

Sidewalk

Crosswalks

Information Kiosk

Public Art



*Ohio City Vision (2011)
Peter J Smith & Company*



Identity Components

Blank Building Facades / Public Art

Blank building facades can be used to tell a story in sequence as one travels north or south along West 25th Street. For example, a series of food-related murals can lead people to the Westside Market, and animal-themed murals draw them toward the zoo. A sequence of health-related murals can subtly reinforce the presence of Metro-Health in the hospital segment and faces of the neighborhood can tell a story about those who lived in along West 25th Street in the past and those who live here now.



Southbound



Southbound





Northbound

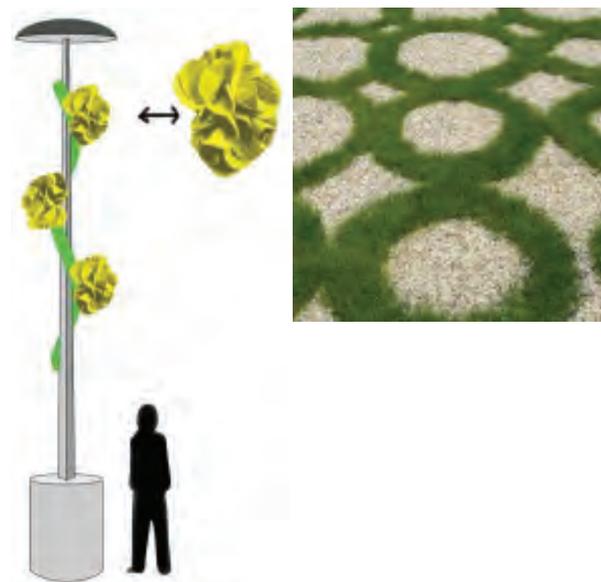
Northbound

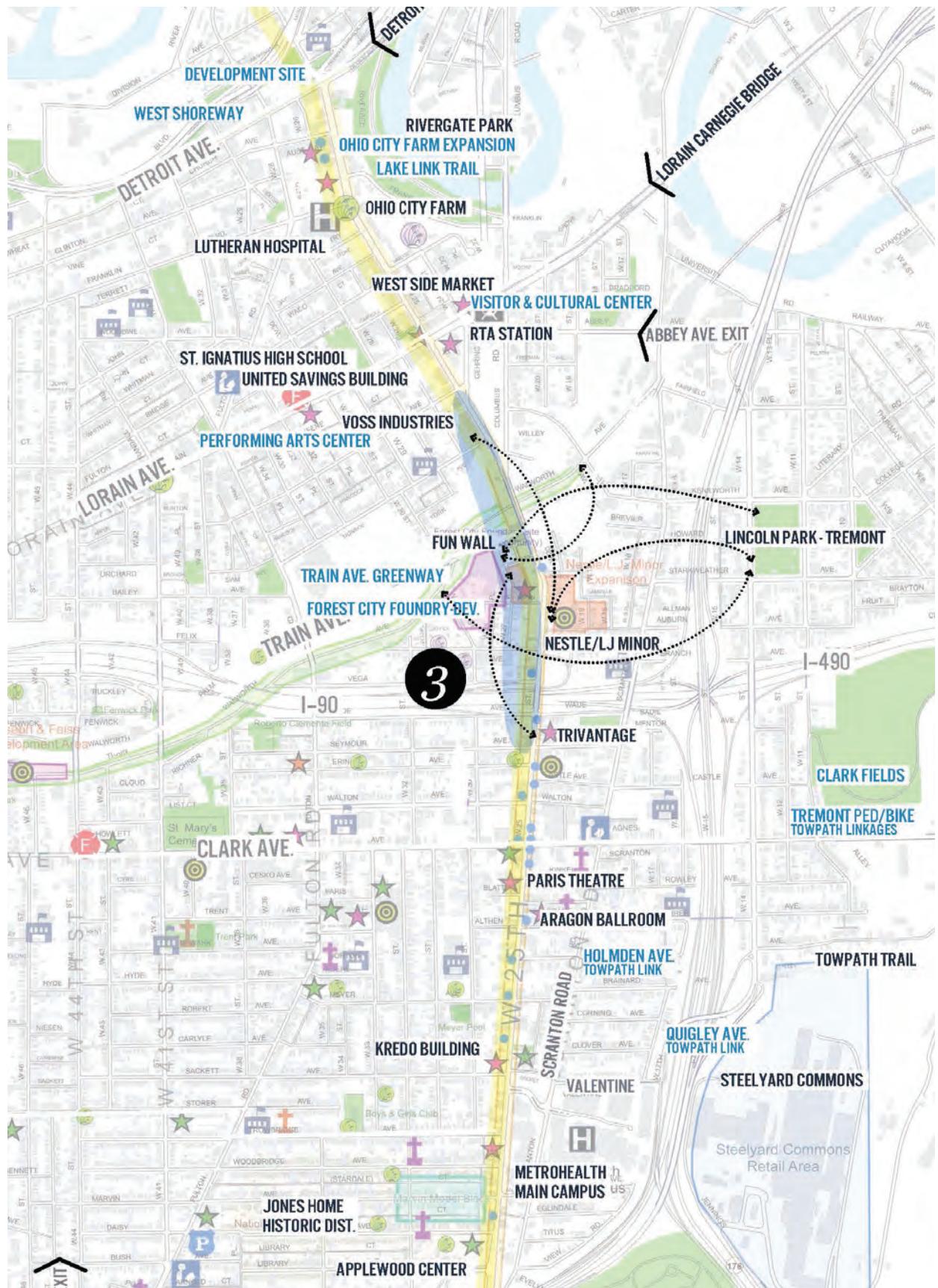


Identity Components

Industrial Segment Voss to Trivantage

Consistent treatments for parking lot edges that abut the street; high-impact, low maintenance public art; and consistent standards for monument and building signage will establish an appearance of safety and economic success in the industrial and commercial areas of the West 25th Street corridor.

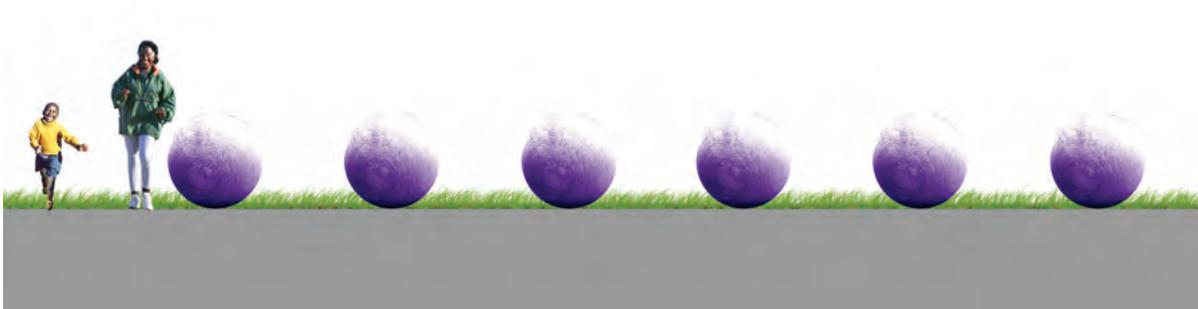


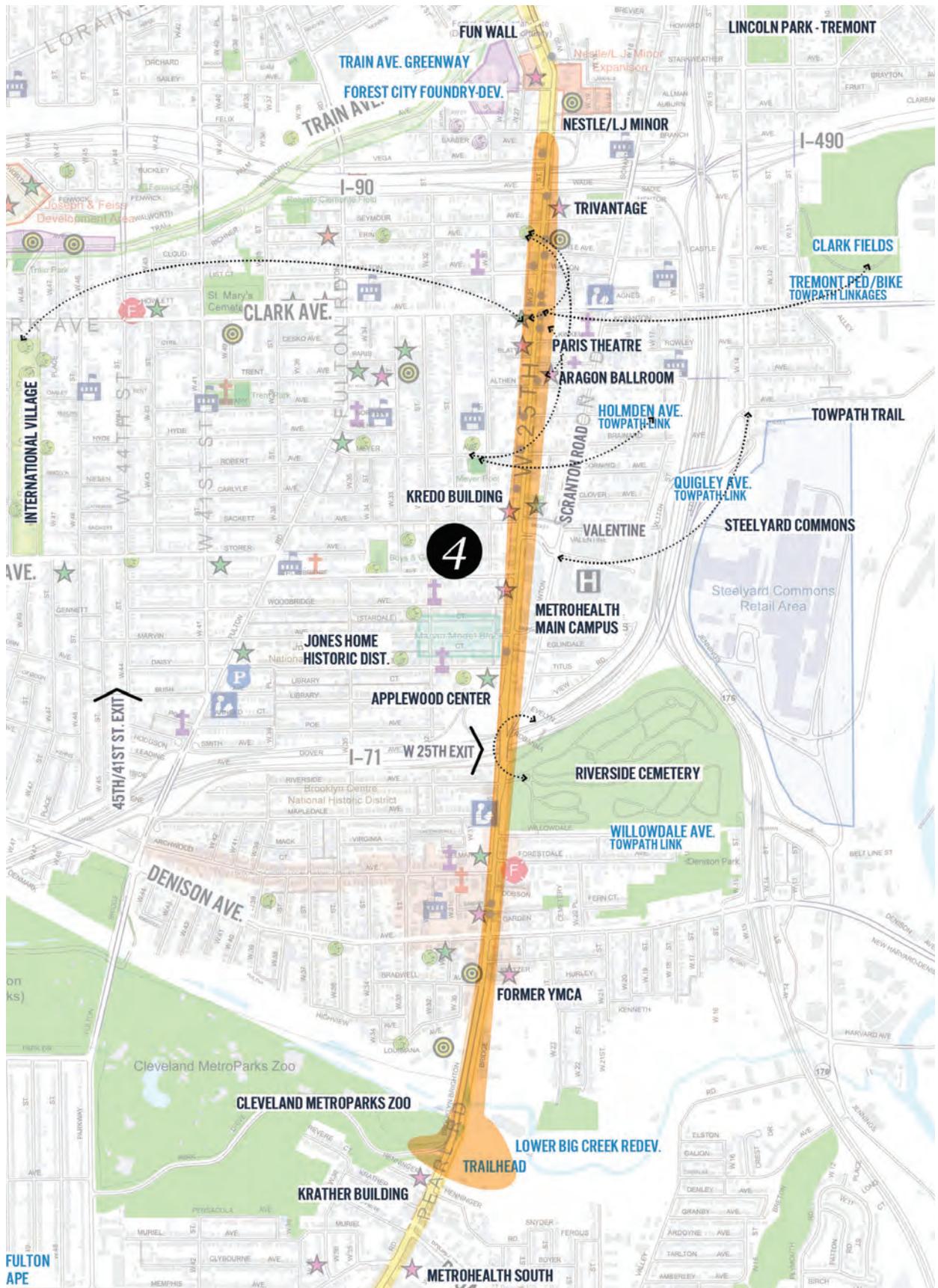


Identity Components

Green Screening I-90 to Brooklyn Brighton Bridge

Consistent treatments for vacant properties, and especially the street-facing edge of vacant properties, serve as a holding strategy for vacant sites awaiting redevelopment. These treatments may consist of fencing, trees, or durable bollards and art features.





Identity Components

Green Screening I-90 to Brooklyn Brighton Bridge

Vegetation and art elements soften the experience of the corridor and provide a welcome distraction that makes gaps in development along the corridor less noticeable.



Identity Components

***Hispanic Community/International Village
International Village to Clark Fields &
Caribe Grocery to Aragon Ballroom***

Murals depicting community residents and bilingual signage will enable members of the thriving Hispanic community along West 25th Street to assert their identity and give the corridor an international flavor.





Identity Components

Historic District theme
Brooklyn Centre Historic District,
Jones Home Historic District,
Old Brooklyn (To Brookpark)

The character of historic districts along West 25th Street can be reinforced with street furniture, seating, planters, street lights, building signage, and the preservation/rehabilitation of historic buildings.





PRIORITIES FOR IMPLEMENTATION