



VISION FOR THE VALLEY

A TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE PLANNING STUDY

Adopted - July 16, 2021



SPONSORED BY:



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City of Cleveland
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Consultant Team

OHM Advisors
Agency Landscape +
Planning
TranSystems
City Architecture
Guide Studio
Synergy

Steering Committee

MST Meaghan Barnaby
Kelly Coffman
Freddy Collier Jr.
Steven Elliott
LT William Fitzgerald
Melinda Gigante
Jim Haviland
Sara Maier
Anthony Santora
Andrew Stahlke
Linda Sternheimer
Tom Yablonsky
Robert Zadkovich

ABS America
Allied #76
American Steamship
AmeriTool & Die
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Authority
Cleveland Neighborhood Progress
Cleveland Public Power
Cleveland Rowing Foundation
Cleveland Water Alliance
Columbus Shipping
C-Port Maritime
CSX
Cushman & Wakefield
Cuyahoga Area of Concern
Organization

Stakeholder Organizations

Cuyahoga Concrete/Osborne/
Cuyahoga Materials
Cuyahoga County Council
Cuyahoga County Department of
Planning
Cuyahoga County Department of
Public Works
Cuyahoga River Restoration
Cuyahoga Soil & Water Conservation
District
Destination Cleveland
Downtown Cleveland Alliance
Downtown Cleveland Residents
Association
Environmental Health Watch
Environmental Protection Agency
EnviroScience, Inc.
ESSROC
Famicos Foundation
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Fish and Wildlife Services
Flats East Bank Marketing
Flats Forward
Flats Industrial
FMT
Gallagher Insurance
Geis Companies
Gillespie
Great Lakes Towing
Greater Cleveland Aquarium
Greater Cleveland Regional Transit
Authority
GreenCityBlueLake Institute
Gund Foundation
Halvorsen Boiler Company
Hemingway Developers
Historic Gateway & Warehouse
District
Hoopples
HydroChemPSC
Inland Waters of Ohio
Interlake
Irishtown Bend Block Club
J.C. Murray
Jack Entertainment
Jacobs Investments
Jacobs/Nautica
John G Johnson
Jroc Development
K & D
Kent State Center for Urban Design
Collaborative
Krill Construction
Lafarge
Lake Carriers Association
Lake Erie Waterkeeper
LAND Studio
Leff Electric
Lolly the Trolley
Lower Lakes/Grand River
Marathon Ashland
McKeil Marine
MetroHealth Hospital
Mid Continent Coal & Coke
Middle Port Terminal - Shelly Liquid
N.R.P. Group
National Parks Service
Norfolk Southern

North American Marine
Northeast Ohio Areawide
Coordinating Agency
Northeast Ohio Hispanic Business
Center
Northeast Ohio Regional Sewer
District
Ohio City Bike Co-Op
Ohio City Block Club Groups
Ohio City Inc.
Ohio Department of Natural
Resources
Ohio Department of Transportation -
District 12
Ohio Environmental Council
Old Brooklyn
Ontario Stone
Park Maintenance
Partners Environmental Consulting,
Inc.
Phaster
Plotz
Polsteam
Port of Cleveland
Precision Straightening
Purvis Marine Limited
Radiolink Communications
Rock Ventures LLC
Samsel Supply
Sand Products
Sante Marine
Seamen's Service
Share the River
Sherwin Williams
Slavic Village
Sperry Marine
Spliethoff
St. Malachi Center
St. Mary Cement
Stella Maris
Synergy
Team NEO
The Foundry Rowing and Community
Sailing Center
The Office of the Mayor of the City of
Cleveland
The Wolstein Group
TPI Efficiency
Tracer Specialties
Tremont West
Trident Marine Corp
Trust for Public Land
United States Coast Guard
Universal Oil
USACE (US Army Core of Engineers)
Village of Cuyahoga Heights
Village of Newburgh Heights
Wagenborg
Waid's Rainbow Rentals
Waterfront District Block Club
West Creek Conservancy
Wolstein Group
World Shipping Inc

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NOACA's Commitment to Racial Equity in Planning

The NOACA Board of Directors adopted the Agency's Statement on Injustice and Inequity at its June 26, 2020 Special Board Meeting. The statement reads:

NOACA serves 2.1 million racially, ethnically and socioeconomically diverse people across a five county region in Northeast Ohio. Recent events of civil unrest underscore that racial justice remains a prominent issue yet to be fully addressed, but absolutely necessary in order to achieve an equitable society. The NOACA Board of Directors is aware of the consequences of historic racism and its legacy that has resulted in systemic racism, which is defined as a form of racism, intentional or unintentional, that is embedded as normal practice within society. Consistent with NOACA's guiding mission and values, we are committed to doing our part to eradicate racism. We commit to justice and equity, taking a stand against the ongoing impacts of racism in our region and across the country. We unequivocally condemn racism, injustice and inequality.

Although NOACA has made advances toward achieving equity in its planning and resource allocation and has realized some success through the process of continuous improvement and best practices, to eradicate racism and its negative effects on our communities of color, we are committed to exploring, listening and learning to further address the impacts that racism may have in decision making and organizational practices. We are committed to understanding, evaluating and measuring how our policies and actions impact equity in our region. We will continue to embrace diversity, strive for equity, and seek inclusion in all our efforts; and, we will ensure that these actions remain explicit values that are always reflected as a core component of our work. We will commit to creating a Subcommittee of the Policy Committee and develop a plan to ensure racial equity is embedded in all of our work.

NOACA recognizes the historically inequitable results of transportation planning in Northeast Ohio and throughout the country, particularly the development of the highway system, which have facilitated and heightened racially segregated communities and disparate outcomes relative to mobility and access to opportunity. We are aware that there are still inequity implications across the region and nation. We will seek to better understand the root causes of racial disparities linked to transportation and the environment, such as development patterns, and promote a deeper awareness of their correlations, with the goal of eliminating them. We will be more comprehensive in our planning scope, focusing on the relationship of transportation and environmental planning to housing, land use, economic development and health outcomes. We intend to achieve planning solutions that are not only highly equitable but also help correct structural problems that perpetuate racial inequity.

NOACA is committed to being a leader in transforming our region into one where equity is achieved by creating access to opportunity through transportation and environmental planning, focusing on inclusive practices that empower all citizens in our region. We will apply an equity lens, with a specific focus on racial equity, to the important work that we do, and we will do it with intentionality and transparency. The resulting economic and social outcomes will create a healthier and more prosperous Northeast Ohio region for all.





01 | EXECUTIVE SUMMARY



ONE RIVER. ONE VISION. ONE CLEVELAND.

The Cuyahoga River is one of our region's primary defining resources, and the reason the City of Cleveland exists today. As the saying goes, "Geography is destiny." The river was why Moses Cleavland first settled this area and why the Ohio & Erie Canal was located in Cleveland. This location and water access led to the City's rapid growth, including establishing significant industry and commerce, which eventually elevated Cleveland to the fifth largest city in the United States. However, industry and commerce also led to rampant pollution, creating conditions for the 1969 Cuyahoga River fire. This painful moment in the City's history, helped fan the flames of the environmental movement, driving the eventual creation of the Environmental Protection Agency, the Clean Water Act, and the Clean Air Act.

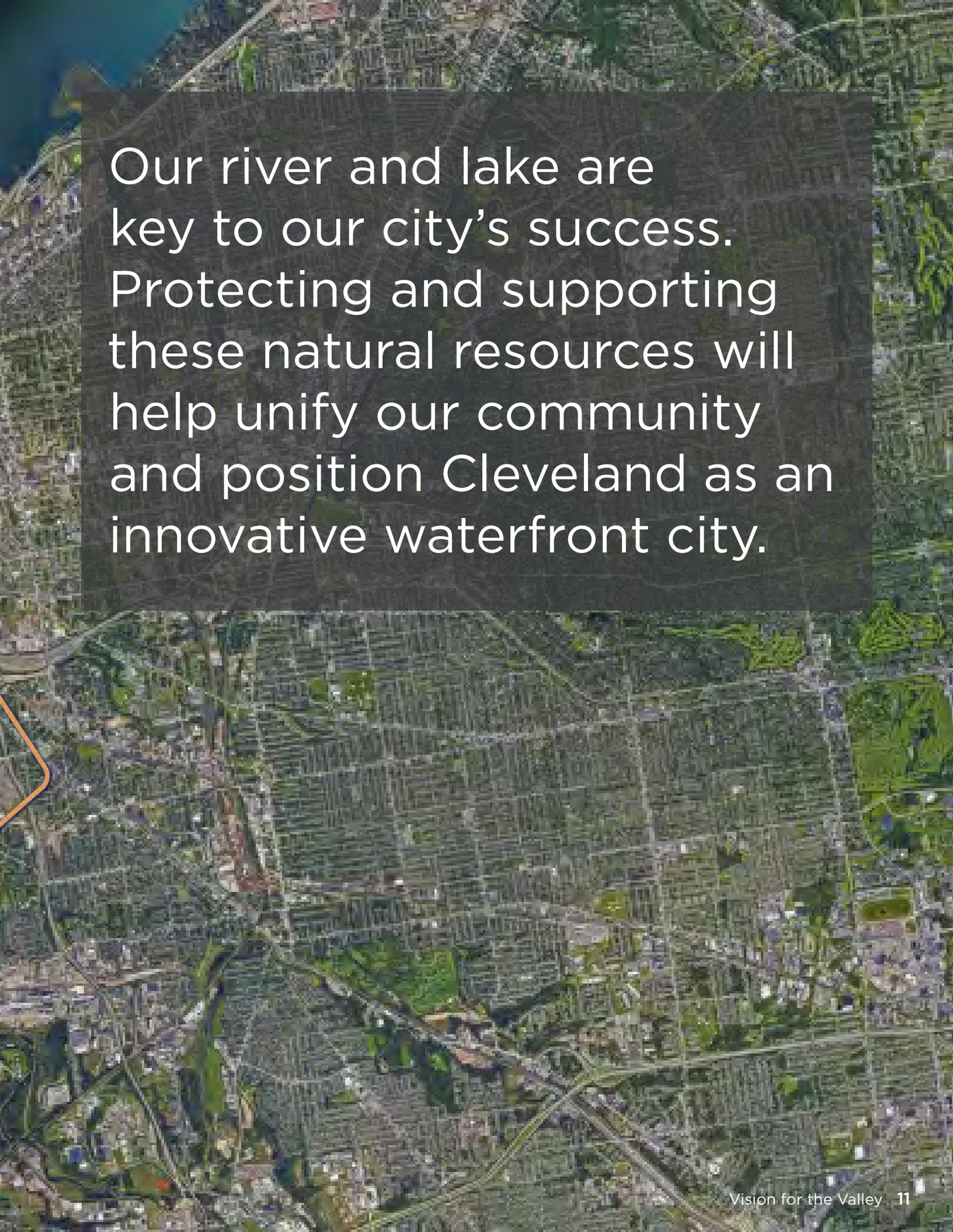
The Cuyahoga River Valley continues to experience a unique renaissance, one that spans across industry, development, environment, and public spaces. The Port of Cleveland and the industrial businesses along the riverfront continue to evolve and thrive, generating a local and regional economic impact of over \$3 billion dollars with new opportunities emerging. There has been significant investment over the last 15 years in residential, commercial, and entertainment developments which have transformed vacant historical buildings and underutilized properties. The environmental health of both the river and the valley have drastically improved due to the ongoing efforts of a myriad of partners including conservancies, neighborhood groups, local and federal agencies, and local government. Access to and public spaces around the river have also improved. Multi-use paths, trails, and parks have been implemented and continue to be planned, providing the community with critical greenspace. Recreational use on the river itself has increased in the form of rowing foundations, paddle boarding, kayaking, and other means. The river has also been designated as a state water trail.

As we imagine the future of the Cuyahoga River Valley, we see a dynamic urban landscape that continues to be a leader in industry and commercial shipping, an innovator of multi-use development, an example of environmental stewardship, and a continued driver of the development of publicly accessible spaces and trails both on land and in the water. We envision strong leadership from individuals, businesses, and public agencies that prioritize the goal of creating a healthier, more equitable, and more sustainable future for the river valley and Cleveland.

Together, we are crafting **One River** for all by creating **One Vision** to unite behind to build **One Cleveland**.

CLEVELAND IS A DUAL WATERFRONT CITY.



An aerial photograph of Cleveland, Ohio, showing the city's grid, the Cuyahoga River, and Lake Erie. The text is overlaid on a dark, semi-transparent rectangular box in the upper left quadrant.

Our river and lake are key to our city's success. Protecting and supporting these natural resources will help unify our community and position Cleveland as an innovative waterfront city.

Planning Process

This comprehensive study of the Cuyahoga River Valley is a Northeast Ohio Areawide Coordinating Agency (NOACA) Transportation for Livable Communities Initiative (TLCI) led by the City of Cleveland, Cleveland Metroparks, the Port of Cleveland, and Flats Forward with a cross section of community, business, and agency stakeholders to realize a unifying vision that addresses transportation (maritime and land), land use, public spaces, and other key components. The study comes at a time where there has been a growing local, regional, and national interest in the river valley. This vision plan begins to set the course for how investments and energies should be focused both now and in the future.

Developing the Vision for the Valley plan involved a five-phase approach which spanned a twelve-month period.



PHASE III:
**RECOMMENDATIONS
DEVELOPMENT**



The analysis & organization of Phase II into the beginnings of the Plan.

- Preliminary Recommendations
- Stakeholder & Steering Committee Meetings
- Community Event

PHASE IV:
**RECOMMENDATIONS
REFINEMENT**



The refinement of the Plan and critical review of each strategy.

- Recommendation Refinement
- Stakeholder & Steering Committee Meetings & Review
- Draft Report
- Community Event

PHASE V:
**REPORT &
PRESENTATION**



The final delivery of the report and presentation of the final Plan.

- Steering Committee Review of Second Draft
- Virtual Community Event
- Final Report Creation
- Planning Commission Presentation

Who Was Involved

The One Team (Local Agencies/ Organizations + Consultant Team)

The Vision for the Valley study was led through a collaborative approach by a group of local agencies/organizations and national consultants working together with the purpose of creating a comprehensive vision for the river valley. The group was referred to as The One Team during the planning process, to demonstrate each member's dedication to the vision, purpose, and one another.

During the process, the planning team met frequently with the steering committee, stakeholders, and community, engaging with each group in a multitude of mediums. Site walks, design charrettes, focus groups, open houses, one-on-one interviews, virtual presentations and meetings, and correspondence through social media are a quick summary of the methods utilized. The project process is detailed in the summary diagram to the right which shows the process steps, parties involved, and results. A more detailed outline and explanation of the interactions is available in the Appendix.

ONE TEAM



Stakeholders

Bringing a critical voice and perspective to the conversation around the current condition and future of the Cuyahoga River Valley, the One Team invited a robust list of stakeholders to take part in the planning process. Developers, business and landowners, area organizations and agencies, and commercial shipping captains were invited and participated in design charrettes, meetings, surveys, open houses, and interviews. This ensured that the voices of all stakeholders were heard as part of the planning process.

Community

The public was engaged through a multitude of mediums during the planning process including in-person events, online surveys, virtual engagement, and social media. Through these in-person, online, and virtual interactions, hundreds of community members provided their input. Throughout the process, the One Team hosted a project website and social media platforms which were the landing sites for information, news, and announcements concerning the planning process. The One Team also involved the list of stakeholders to help spread any news and/or announcements related to the planning process through their individual networks. A more detailed explanation of the community engagement and perspectives is shared in the Understanding the Context chapter and in the Appendix.



The One Team pictured at the Cleveland Script Sign within the district.



Cleveland City Planning Director Freddy Collier Jr., addressing the stakeholders.

Our Approach

Creating a comprehensive vision for the river valley meant breaking down traditional divisions between agencies, organizations, businesses, and community members to find a common purpose. A common purpose which all stakeholders of the river can rally behind and worked towards. Our approach was multi-faceted and included discovery, engagement, listening, and best practices. In each phase of our approach, we evaluated our methods to ensure that we were engaging and listening to all the associated members in the river valley area.

How is the Plan Organized

The Vision for the Valley plan is structured to guide growth and decision-making for future initiatives for the next thirty years. The plan document includes a summary of the discovery, analysis, and engagement conducted as well as the vision framework which includes the purpose lens, plan components, principles, initiatives, and strategies. The plan also highlights priority focus areas. These elements of the plan were developed together with the stakeholders and community.

Study Area

The Vision for the Valley study area is an 8-mile stretch of the Cuyahoga River starting at the mouth of Lake Erie and extending south to Harvard Avenue, and extending approximately one mile on each side of the riverbanks. The 8-mile stretch of the study area has unique characteristics, which the project team identified and used to break it into four districts to organize analysis and recommendations. Each district has a distinct identity and contributes to the varied nature of the river experience. The four districts are: The Flats, The Peninsulas, The Industrial Valley, and The Steelyards.

Vision Framework

The framework was created by combining the existing conditions analysis, feedback from the community and stakeholders, along with best practices. Five primary plan components were identified during the process and establish the organizing element of the plan. In each of the plan components are principles, initiatives, and strategies. The principles were formed to guide planning decisions and support the purpose lens. The initiatives are the methods outlined to achieve the principles and the strategies are the specific projects, policies, or programs for each initiative. The framework is outlined further in the Vision Framework and Valley Wide Recommendations chapters.

Purpose Lens

Purpose refocuses the question of “What are we doing” to “Why are we doing it”. What motivates people most is the mission and vision behind what you do – not the bells and whistles of what you offer. Purpose holds an emotional connection that is difficult to measure but powerfully impacts how people connect with your community. Purpose is what is sincerely believed as the reason for the existence of a place. Clarity of purpose aligns and unites people to a shared belief and drives them to engage, support, and advocate for a place. The purpose lens is the north star and aligning statement uniting all elements of the project. The purpose lens is outlined further in the Vision Framework chapter.

The Vision Framework Breakdown:

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Principles

28

Initiatives

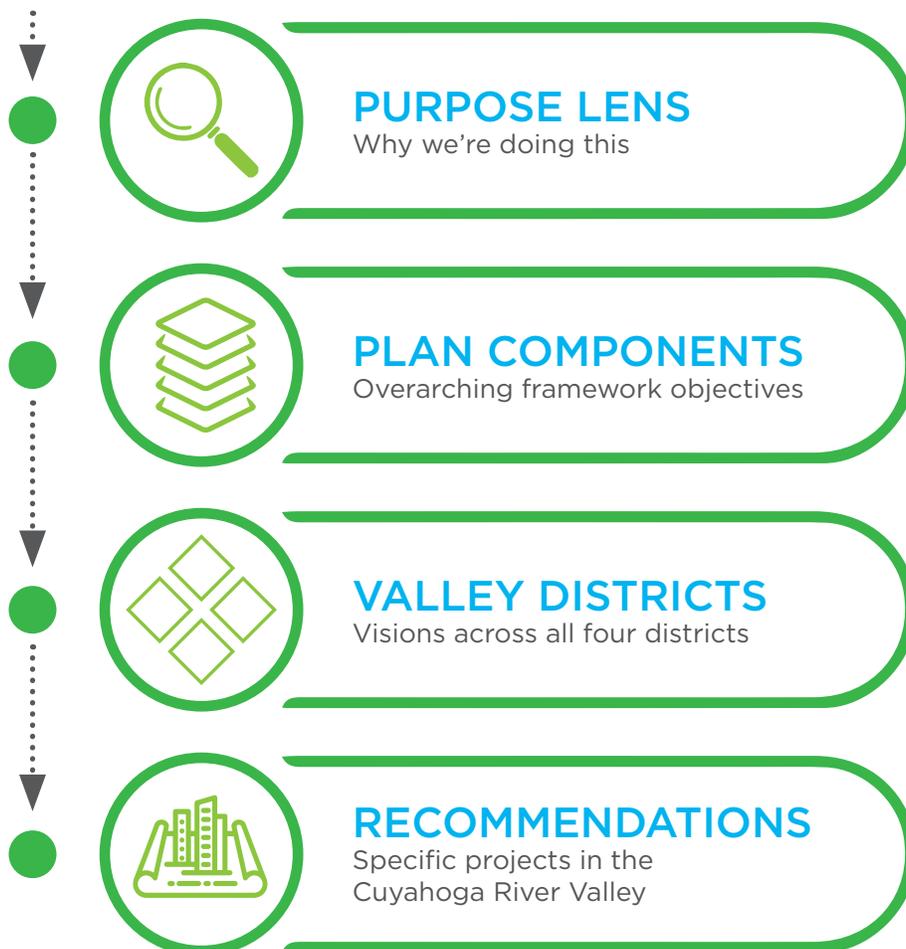
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Strategies

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High Priority
Strategies

THE VISION FRAMEWORK



A purpose-drive plan, built on the foundation of equity and inclusion

The Purpose of this Cuyahoga River Valley plan is **to support and protect our river and lake so these natural resources can continue to positively shape our community and position Cleveland as an innovative and unified waterfront city.** In this plan, we have outlined key principles, initiatives, and strategies that describe how we will achieve this purpose to achieve our overall vision.

This means that attention and focus on directives, initiatives, and projects must start with solutions that promote equity and inclusion for all the members of our community that have historically been denied access and resources or experienced prejudice and been ignored. Cleveland is a rich and diverse community, and that diversity has not always been considered or celebrated. This Vision will change that.



Foundation: Equity and Inclusion

With the belief that our riverfront and lakefront shape our City and community comes the opportunity to use these resources to heal past inequities to access, and safe, healthy engagement with our river and lake.



Protect the Health and Safety of Our Waterway

Focused efforts on protecting the health and safety of our waterways, so that they can continue to meaningfully contribute to our lives through commerce, recreation, and general well-being.



Modernize the River, Port and Land Infrastructure

Modernize the infrastructure surrounding the river, the port, and the land within the river valley - through both commercial and recreational uses - to contribute to the economic vitality of our community.



Build Awareness of the River and River Valley

Establish programs that build awareness of our river and river valley through access, communication, and education for all. The river and lake will be supported and protected when people understand their importance.

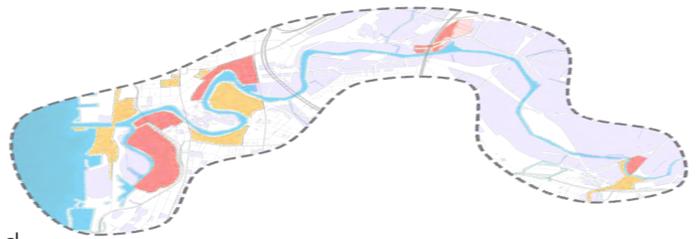


**Our riverfront
and lakefront
shape our
city and our
community.**



LAND USE

Land use is the foundation of the plan, as it defines how development and activities are organized to create a 'place'. Land use within the valley has a long and storied history, but over the last few decades a shift has occurred where dormant and abandoned warehouses and industrial sites are being re-imagined into mixed use developments. All the while, existing industrial sites continue to be the backbone of the valley, with new industries emerging alongside.



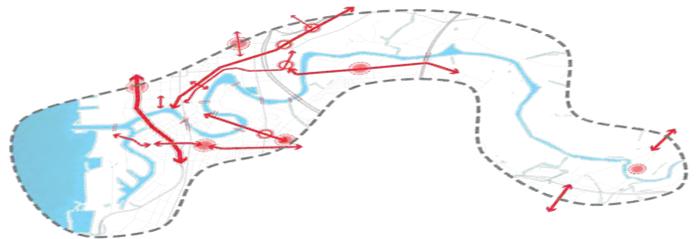
Key initiatives and strategies include:

- Continued development of the neighborhoods by offering a full spectrum of housing options, while maintaining and integrating with the industrial uses of the valley
- Establishing design guidelines which maintain the fabric of the valley and updating the zoning code to allow for the unique mix of land uses
- Creation of a partnership which could manage and fund improvements, operations, and maintenance of public infrastructure. The recommendations also include concept plans for four focus areas identified in the planning process.



MOBILITY & CONNECTIVITY

Movement throughout the river valley is critical and complex. All modes of transportation both on land and river are active, however these modes are not fully integrated and connected to one another. The goal is to improve the river valley's internal connectivity as well as connections to adjacent neighborhoods, creating a complete river corridor.



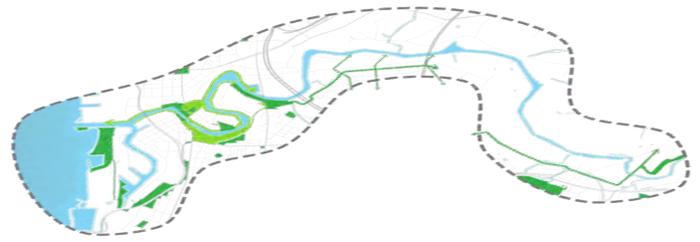
Key initiatives and strategies include:

- Infrastructure improvements to several corridors within the valley for all modes including Main Avenue, Canal Road, West 3rd Street, Center Street, Columbus Road, and Independence Road
- Continuing implementation of the planned and proposed trail paths to complete the network and improve access to and through the river
- Maintaining the river as a commercial engine, while also allowing for the increased use of the river for recreational boating which includes improved safety measures, communication methods, and establishment of safe harbors and launch points along the river's edge



PUBLIC SPACE

As development along the riverfront continues to increase, the need to maintain public access to the river and public space becomes increasingly necessary. An accessible riverfront for all benefits the entire regional community. These spaces provide recreation, places to gather and socialize, and can function as world-class spaces that bring people, history, industry and the river together.



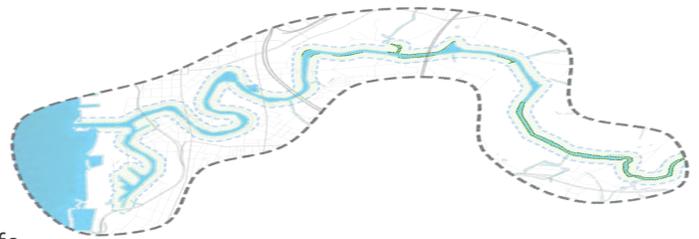
Key initiatives and strategies include:

- The creation of iconic riverfront open spaces and signature parks, which take advantage of the perceived constraints of the river and design distinct places which invite members of the neighborhood and surrounding community together
- Year-round activation of these spaces, even during the winter months, to ensure a living and breathing riverfront. Building on the existing public art installations and continuing to tell the story and history of the river valley and its surrounding community



ENVIRONMENT & NATURE

Just as the Ohio and Erie Canalway has been repurposed as a place for immersion in nature just outside of the city limits, where possible, urban shorelines on the Cuyahoga are reimagined as riverside slopes that support native plantings and restored wildlife habitats. A softer edge condition will support threatened native species along the river and restore important hydrologic and ecological function of the river.



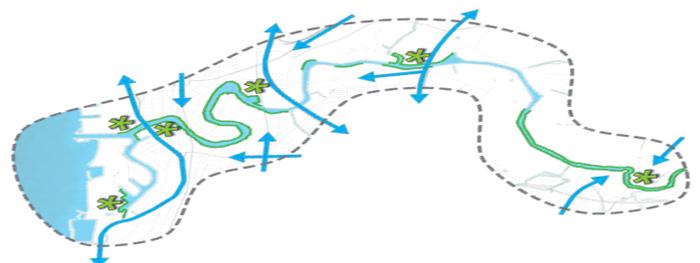
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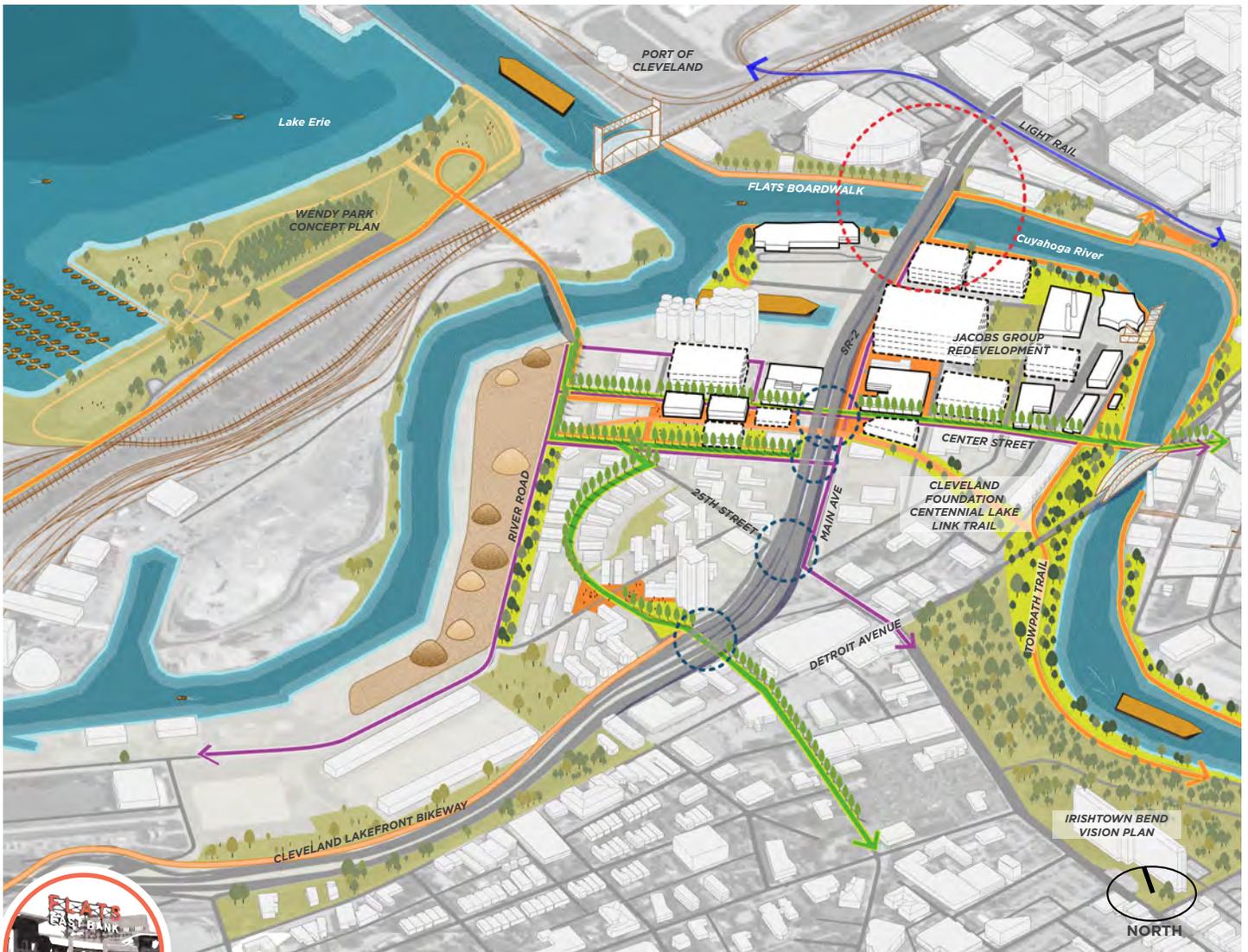
- Cultivating river stewards who can enhance the landscape's ecosystem, shoreline conditions, and approach to river water quality
- Create new fish habitats which can aide in the improvement of the water quality of the river and establish shoreline restoration projects to provide habitats for native flora and fauna to improve air quality
- Developing pilot projects for softening river edges where bulkheading is not required



BRAND & MARKETING

The Cuyahoga River Valley is an essential part of Cleveland's brand identity and is the reasoning for the city's founding and the resource which gave rise to the vital industries which put Cleveland on the map, creating a natural connection to the world through its maritime function. As a waterfront city, the working portion of the river is ours to protect through thoughtful programming that is equitable in access and use, solid policy, and focused funding. In supporting the vision for the valley, we need to shift the perceptions associated with the river and river valley. Communicate a common vision to the entire community. Provide consistent representation of the image of the city as well as the river/river valley. Build awareness of Cleveland's position as a waterfront city – locally, regionally, and beyond. Shed unfavorable stereotypes that will make the river/riverfront more appealing and welcoming for all.





See pages 150-151 for the full plan details

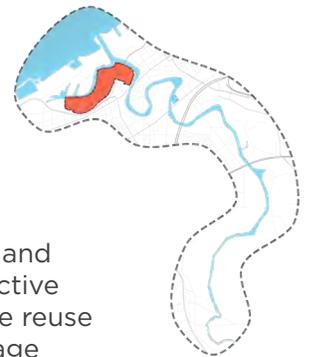


FLATS Old River Channel Concept

Connect Communities to Riverfront Destinations

Located at the confluence of downtown Cleveland to the east of the Cuyahoga River and the Industrial Flats to the west of the Old River Channel, this focus area hosts a productive river channel, anchor industrial and commercial uses, and the combination of adaptive reuse and new mixed use developments. This area represents a timely opportunity to leverage development interest, recent investment, and industrial businesses into a connected series of communities that embrace the river.

The concept plan looks to preserve Lakeview Terrace as an affordable and desirable place to live and provide new mixed-income options along Center Street and Elm Avenue with incentives for new developments to include retail and other community needs. Improvements to the transportation network are also envisioned by improving access to trails, public spaces, and the river, along with enhancements and improved safety for pedestrians, cyclists, motorists, and truckers. This also includes improving the connection between Lakeview Terrace and the Ohio City neighborhood. Celebrating the industrial heritage through public art, in addition to the continued partnership with local organizations and developers, can increase riverfront festivals, markets, and other types of public events.





See pages 156-157 for the full plan details

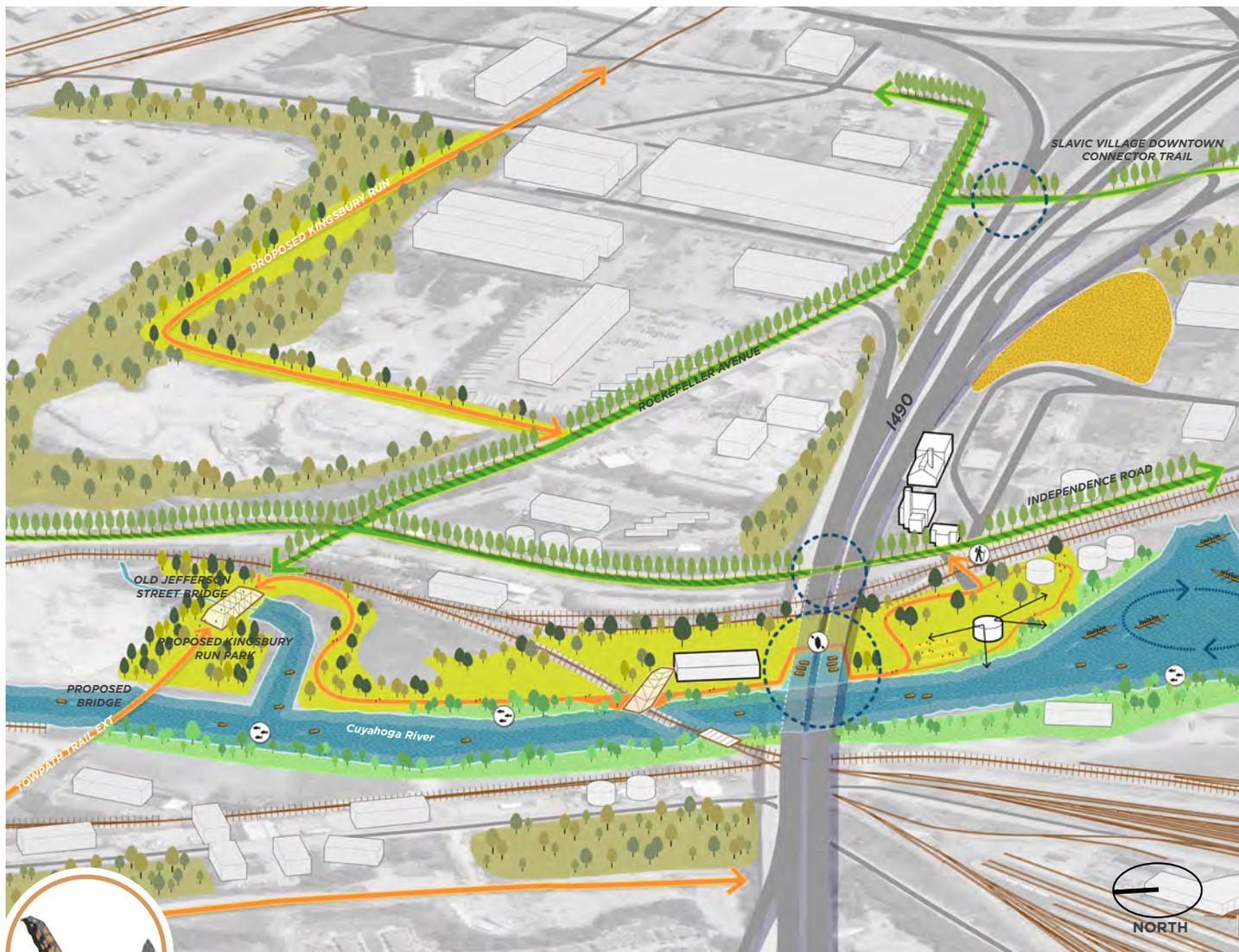
PENINSULAS

Collision Bend Concept

Spur New Development of Public Space and Business

Below the fast-paced edge of Downtown, but at grade with the river's edge and offering spectacular views to the river and its west banks, this focus area has been a sleeping giant. The concept plan re-imagines this expansive land by articulating and physically connecting the space back to downtown at West Third Street, Huron Road, and Bolivar Road with a gentle sloped landscape which offers a place to sit and experience other public realm attributes. This area transitions into a riverfront park, providing trail connections, scenic rail attractions, public art, and riverfront access with unencumbered views to Scranton Peninsula.

A safe harbor and marina are proposed just south of Eagle Road Bridge providing recreational boaters access to docking and expanding habitats for fish and other wildlife. The existing riverfront edge along Collision Bend is re-imagined with additional habitats and native river plantings which will help enhance water quality and support stormwater management. Improved connectivity to all modes would occur along Canal Road, West 3rd Street, and Stones Levee to improve access and capacity for new and infill developments along each of the corridors. The increased development capacity will also increase visits to both sides of the river along this stretch.



See pages 162-163 for the full plan details

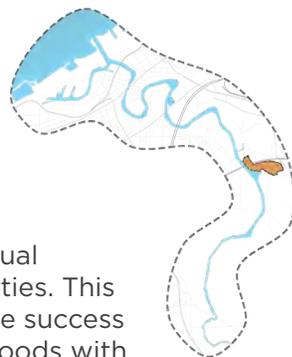


INDUSTRIAL VALLEY Jefferson Link Concept

Balance Active Industrial Uses with Public Access

Today, Jefferson Link plays host for the starting line of the Head of the Cuyahoga annual rowing regatta, drawing crowds to the river turnaround just south of industrial properties. This site also offers opportunities to connect east side neighborhoods to the riverfront. The success of this space to support large recreational events and its position between neighborhoods with limited access to and across the river showcase the potential of this district to be a unique destination.

This focus area offers a pilot opportunity to transform former industrial properties into community destinations which remediate and reconnect surrounding neighborhoods to a recreation space and to the riverfront. The focus area concept includes transforming brownfields and former industrial facilities into bio-remediation pilot programs, renovating buildings into community spaces, and transforming decommissioned tanks into recreational storage facilities. Improvements to Independence Road, and creating trail spurs down to the river, improves the connectivity of the space back to the neighborhoods, while also creating a new access point to the Cuyahoga River.





See pages 168-169 for the full plan details



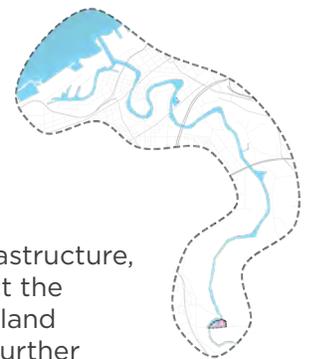
STEELYARDS

Big Creek Gateway Concept

Reinvest in Waterways for Habitat and Recreation

The Big Creek Gateway is a bookend for waterfront industries and back of house infrastructure, and one of the valley's best kept natural secrets. While plans are underway to connect the Ohio & Erie Canal Towpath Trail with the Big Creek Trail, Brighton Park, and the Cleveland Metroparks Zoo, there is also an opportunity to leverage these planned investments further by bringing more people to this part of the river to discover and learn more about the natural history and function of the river and its watershed.

This focus area reveals a hidden gem to connect residents and visitors to a thriving ecological destination and provides an escape from the urban environment to nature. This area, along both sides of the river, has publicly accessible as well as privately-owned riverfront properties. This presents an opportunity for land owners to work together to steward restoration efforts and replant native riparian landscapes along the river to manage stormwater, improve water quality and enhance the natural beauty of the River Valley. The area also provides an opportunity to develop a recreational boat launch point, away from the federal shipping channel, allowing access for kayaks, canoes, and other man-powered water crafts.







02 | UNDERSTANDING THE CONTEXT



PROJECT OUTREACH

ONE RIVER. ONE VISION. THOUSANDS OF VOICES.

The One Team employed a variety of public engagement strategies, tools, and events throughout the planning process. It was imperative to the team that a strong and robust mix of perspectives were heard from all the user types from within, surrounding, and beyond the river valley. In order for the plan to truly embody One River, One Vision, it was critical to hear as many voices as possible. This provided an opportunity to hear from residents, stakeholders, businesses, and neighborhoods along the river valley who have been historically overlooked.

It must be acknowledged that on two separate occasions the approach to community engagement had to be re-evaluated in order to ensure authentic connections were made. The first of which came after our first round of engagement, where multiple sessions held at locations adjacent to the river's edge revealed that the black community felt excluded or unwelcome in the river valley. In response, additional sessions were held within economically and racially diverse settings across the city, to ensure a well-rounded perspective was obtained. The onset of the COVID-19 pandemic, paired with the largest human rights activist movement in the world's history sparked by the murders of Ahmaud Arbery, Breonna Taylor, George Floyd, and countless other black citizens across the nation caused an additional moment of pause. The planning process was being approached with good intentions, using the right buzz words of inclusion and equity, but an examination of if these virtues were truly being demonstrated in the actions of the One Team was necessary. This time of self-reflection and evaluation extended beyond the coordination of technology for virtual meetings, forcing each of the members of the One Team to examine their inner self. and commitment to equity and inclusion not only in this project but in their day to day life.

In total, the planning process included 22 unique community meetings, 7 stakeholder/steering committee meetings, 3 public open houses, and a virtual community series to outline the draft plan, inclusive of over 1000 in-person and virtual attendees. In addition to the in-person interactions and attendance, additional outreach through the project's digital outreach campaign provided opportunities for residents and stakeholders to interact with the One Team. This effort included an interactive project website, social media platforms, live surveys and polls, interactive maps, geo-spatial feedback platforms, and a 360-degree interactive drone flight of the study area.

Community & Stakeholder Perspectives

A variety of outreach methods were used to effectively engage stakeholders and the public in the planning process, as summarized below.

1000+
meeting
participants

social
media

interactive
website map
feedback

22
Community
Meetings

discovery
+ design
charrettes

4
Stakeholder
Meetings

live audience
smartphone surveys

one-on-one
stakeholder
interviews



10 
**Months of
Engagement**

**“train the trainer”
workshops**

**Sustainable
Cleveland
Summit
Expo**

**VR
drone
tours** 

**online
community
survey**

**in-person
local
outreach**

3 **Open
Houses** 

**Virtual
community
meeting**

6 **Virtual
Office
Hours**

2 **Video
Presentations**





What We Heard

Different Perspectives

Through the robust mix of outreach and community engagement strategies utilized in the creation of this plan, it was discovered that there are many different perspectives, ideas, and concerns both shared, as well as uniquely believed, among users of the Cuyahoga River Valley.

The following text is a summary of what we found throughout our engagement, organized by who we heard it from.

Steering Committee + Stakeholders

Through our engagement with members of the steering committee and our stakeholder group, many had similar concerns as it pertained to the Cuyahoga River Valley. River safety concerns relating to navigation for commercial and recreational users, shoreline/bulkhead safety, maintenance, bridge operations, and communication were widely discussed. Stakeholders also spoke heavily about developing a vision for underutilized lands in the valley, creating a synergy between the land side uses and the river, all the while being able to maintain the industrial uses which drive the economy in the river valley. Improving the interconnectivity between all the modes of transportation was a key topic of discussion.

Looking both at the past of the river valley and forward at the long term sustainability, improvements to the health of the river ecosystem and surrounding land uses become apparent, if we want to continue enjoying the benefits, from all perspectives, of the river. Lastly, elevating Cleveland as a true waterfront city and embracing the fact that we have a riverfront was a key message with the steering committee and stakeholders. This includes not only raising the awareness of the river and its surroundings, but also establish connections to everyone, so all can enjoy the offerings of the river valley.

RIVER SAFETY

- Address safe passage/no docking zones along the river for recreational boat users. The existing signage is not visible and the verbiage is confusing to the average river user.
- Establish safe harbors and public marina's for motorized recreational boats to be able to dock, without disrupting the operations and schedules of the commercial ship vessels.
- Existing bridge operations should be modernized to better serve the marine and landside users, establishing clear lines of communication.



SYNERGY & VISION FOR LAND USES

- Develop a vision for the vacant or underutilized lands within the river valley. Land uses should be contextual and appropriate with the surroundings, but also forward thinking.
- Establish and improve the integration of industrial land uses with residential, commercial, and recreational uses within the valley.
- Enact public space along the perimeter of the river's edge. The space should be contiguous and offer both programmed and passive activities.
- Form synergy between the land uses along the riverfront and recreational water users. This can be in the form of docking zones, safe harbors, or public marinas.

- Improve the connections to the GCRTA Waterfront Line and Stations in the River Valley. The West 3rd Street and Settler's Landing stations are underutilized, but could see increased volumes with improved infrastructure connecting them to destinations in the river valley. The Waterfront Line can also be the link the lakefront, specifically North Coast Harbor.
- Identify areas for safe docking, public marina's and safe harbors to promote the safe use of the river for motorized and non-motorized recreational river users.

INTERCONNECTIVITY IN THE RIVER VALLEY

- Improve the overall access to the river through roadways and trails but also through public spaces for pedestrians.
- Trucking routes are established within the river valley, however, the signage for those routes can be improved in some areas and needs to be enforced.
- Complete streets should be implemented along corridors where it makes the most sense (i.e. providing critical links) but in all other cases, ensuring safe passage for pedestrians, bicyclists, and motorists is a priority even if it means separating the users.
- Expand the options for crossing the river at points where there are no bridges. In cases where bridges are present, ensure that passage is available for all mode users.



Stakeholders during a group session.

HEALTH & VITALITY

- In areas where possible, naturalizing and greening spaces should be implemented to help mitigate the pollution effects from the surrounding land and river uses.
- Along the river, fish habitats should be considered to improve the river's ecosystem and provide relief to the bulkhead system.
- Public spaces should be implemented throughout the river valley, connecting to or expanding upon existing spaces or establishing new spaces. These areas can be a mixture of programmed and passive spaces.

ONE RIVER FOR ALL

- Build awareness that Cleveland has another waterfront in the form of the Cuyahoga River.
- Celebrate the industrial heritage and character of the river valley through public art.
- Improve the signage and wayfinding within the river valley and along the perimeter to assist individuals on how they can get to and through the valley.
- Build and maintain a healthy mix of uses which provide opportunities for all to experience, live, work, or play within the river valley.

Industry Partners + Stakeholders

Overall, the marine industrial users had similar concerns as many of the stakeholders for the project area. Overall river safety concerns included navigational safety, shoreline/bulkhead safety and maintenance, bridge operations and small watercraft situational awareness concerns. Commercial users were also concerned about the lack of law enforcement or overall management for the Cuyahoga River. Several stated there was a harbor master in the past, however that position is no longer active in the region.

During interviews with several maritime business industries, there were concerns that regional business economic impacts were not being utilized or reviewed as part of this study. The commercial entities want to protect their investments and are concerned about too much recreational use being the main focus of our planning efforts. They are also concerned about who is making the decisions regarding recreational uses and request that economic impacts or regional impacts be evaluated for commercial users to leverage their overall impacts on the region. Overall, many of the industry partners noted several areas they feel could be better addressed to increase the safety of the river.

ENFORCEMENT OF EXISTING REGULATIONS

- There is a lack of enforcement throughout the river valley
- The primary agency responsible for Maritime Law Enforcement is the United States Coast Guard, however, they are reluctant to send assets into the river for patrols because the Norfolk Southern (NS) rail bridge could lower and trap response vessels in the river.
- There are volunteer organizations that routinely patrol the river, however they lack the legal authority and jurisdiction to effectively enforce rules and regulations.
- Overall waterway safety & security can be greatly improved if dedicated law enforcement vessels and personnel are stationed within the river area.



Stakeholders participating in the discovery charrette.

BRIDGE OPERATIONS

- The existing bridge operations should be modernized to better serve the marine and landside customers.
- The current operations utilize a VHF radio and/or cell phone where ship operators call ahead and schedule a bridge opening. The bridge tender will open/close the bridge, then drive to the next bridge and open/close the next bridge. This system continues until the ship reaches its destination.
- Depending on traffic, weather, and other factors, numerous delays can be expected. This has a dramatic effect on the efficiency of the maritime transportation network.

BULKHEAD CONDITION AND OVERALL AUTHORITY FOR RIVER RELATED PROJECTS.

- The condition of the bulkheads are a concern. Several bulkheads are in dire condition with no funds available for maintenance or rehabilitation.
- The U.S. Army Corps of Engineers (USACE) has overall permitting authority and is responsible for the navigation channel, however they are reluctant to fund berth/bulkheads with Federal funding.
- The Port of Cleveland has some oversight and management of the river bulkheads, but the Port is not funded for any repairs and has little to no capital to repair the infrastructure.

ENVIRONMENTAL PROTECTION.

- Many of the industrial users want the river to remain clean and environmentally protected.
- Additional efforts to clean the river through trash removal efforts, local nonprofit educational efforts, and even continued small vessel trash removal throughout the river is supported and applauded.



Steering Committee members during the study area tour.

Residents + Larger Community

14 events held over the course of 5 months provided a substantial level of input from the diverse neighborhoods that the river valley connects. While these conversations were held in various settings, the thoughts and opinions shared were, in many cases, very similar. Event day participants frequently expressed a desire to enhance access to the riverfront, stating that there is a lack of clarity with getting down to the river's edge. Many expressed their appreciation for the continued improvements that have occurred, such as the additional phases of the Towpath trail. Connection to the riverfront was also described as being socially fractured as participants detailed a lack of activities that attract families and children as well as individuals expressing feelings of being unwelcome due to race or ethnicity. Perception of the water quality by many is thought to be poor or unclear, and the community expressed additional concerns that extend beyond the cleanliness of the water such as the dangers of novice recreational waterway users sharing the river with large freighters. Collectively, there is awareness of the unique asset the City of Cleveland possesses in the Cuyahoga River by the greater community, however the community's relationship with the water has been recognized as needing strengthen.

CONNECTIVITY

- 'Finish the Towpath trail!' or 'When will the towpath be completed?' were common statements made by individuals immediately upon their arrival to these events
- There is a desire for more programming to create a regional draw to the river, especially for families and children. There was also popularity for fishing expressed, which yields another way the river can be used by all ages.
- Respondents here felt disconnected from the lake and expressed a sentiment of being left out of previous engagement and discussion. With these people in particular, having smaller scale, intimate ways to engage is essential for people to feel more valued, listened to and connected with.
- Many respondents had a total disconnect from the lake. This disconnect results from past disengagement. Of those interested, there was much excitement around the opportunities for future use.
- New and targeted marketing, educational opportunities, and programming can all be used to achieve this. A desire was also expressed to study on-street parking availability to help ensure better riverfront access.



ACCESS

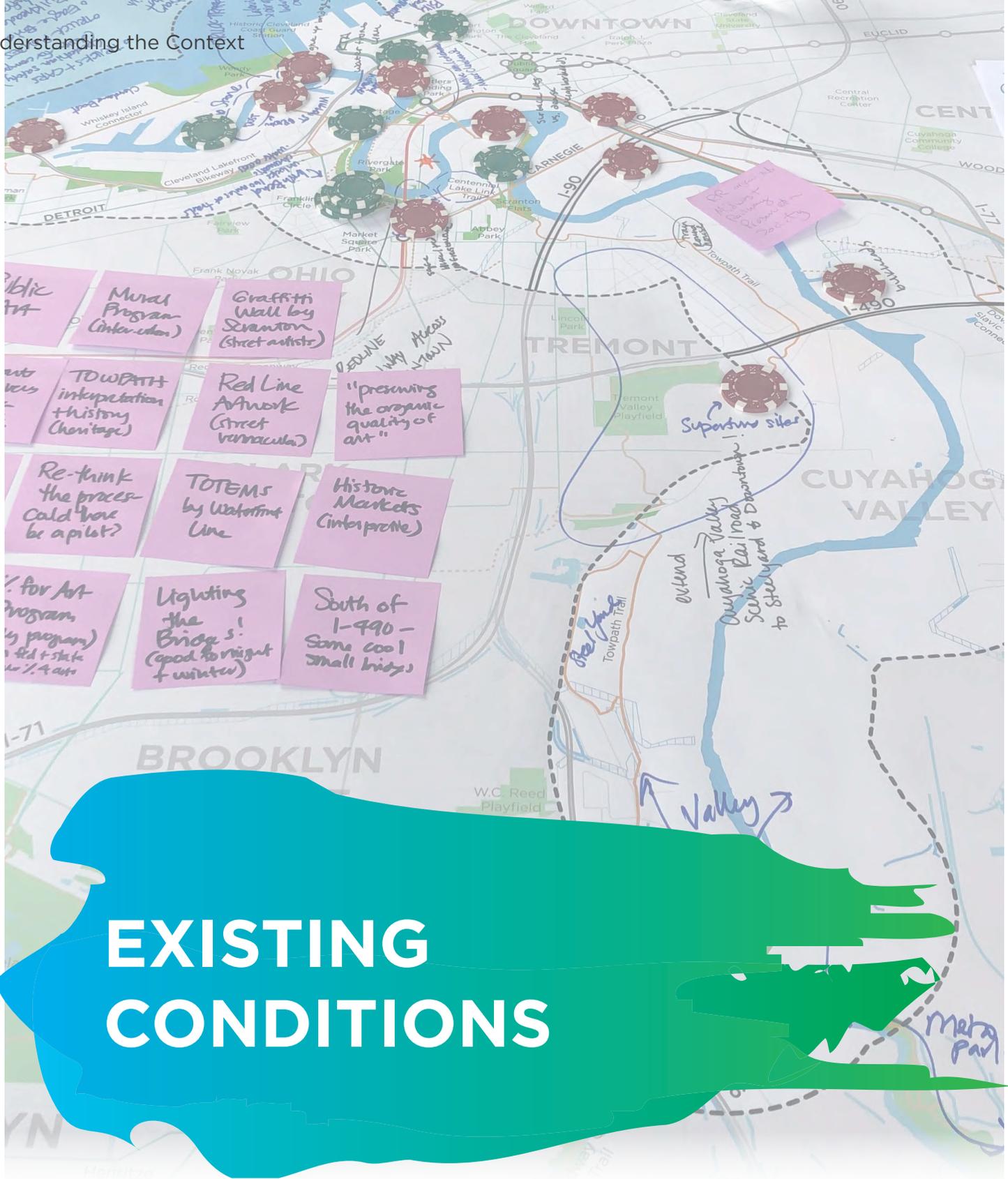
- It became clear among minority event participants that there is a feeling of being not welcomed along the riverfront, which has led to them historically limiting their interaction with the waterway.
- Multiple people expressed the need for kayak and paddle sport access points along the river and waterfront. These were deemed to be popular recreational activities, but more access was desired to both enter and exit the river for water sports and recreation.
- Birders also enjoy the area and take advantage of its growing trail network. Recreational opportunities should be expanded to better serve all users, since this aspect of the river was expressed to be a large draw and strength.

BEAUTY

- Several participants also stated that a naturally occurring environment is lacking in the areas directly adjacent to the waterway. Requests were made to make development decisions that would allow the natural species to return along the river's edge, in hopes of improving the health of the water and altering water quality perception.
- There was a general consensus that water quality is much better than what is used to be, but that there is still room for improvement. Respondents also wished to see more recycled and compostable materials used by any restaurants and establishments located in close proximity to the river.
- Respondents expressed a strong focus toward ensuring clean, naturalized, non-developed spaces along the riverfront. There is a desire to leave the area for wildlife habitats and native plantings.

SAFETY

- A desire for education related to safety measures that should be followed for those using the river with personal watercrafts was communicated. Consistent messaging around waterway safety and quality likely needs to be incorporated in the final recommendations due to the volume of concerns that were raised around these topics.
- Due to nearby industry, there is a concern about dust and pollution, both in regard to air and water quality. Respondents wanted to see more environmental remediation and a decrease in pollution for them to enjoy the natural environment.



WHAT DID WE LEARN?

The consultant team performed an in-depth analysis on existing conditions within the study area. This included an assessment of land use, land mobility, water mobility, community, public realm, public art, access, and environment. The team also created a comprehensive communication plan for the river valley for use during the planning process and post the completion of the plan. Through this analysis and the input from the public and stakeholders during this phase, key themes emerged which guided the team in crafting the plan framework for the Cuyahoga River Valley.



Overview

During the early phases of the planning process, the project team conducted a stakeholder design charrette, community and stakeholder online surveys, and a series of community events where participants engaged in several activities. These activities were integral to the planning process to ensure the plan was rooted in the values and aspirations of the community, including stakeholders. Participants of the activities helped to identify strengths, weaknesses, and opportunities within the study area. Members of the One Team also went through a similar exercise.

The project team then summarized the results from all the groups and identified the emerging themes (components). These themes (components) were land use, land mobility, water mobility, community and character, public realm and access, public art, environment, and communications. The project team performed an analysis within these eight plan components, detailed in the overviews, key takeaways, and analyses in this section. Additional maps are in the Appendix.

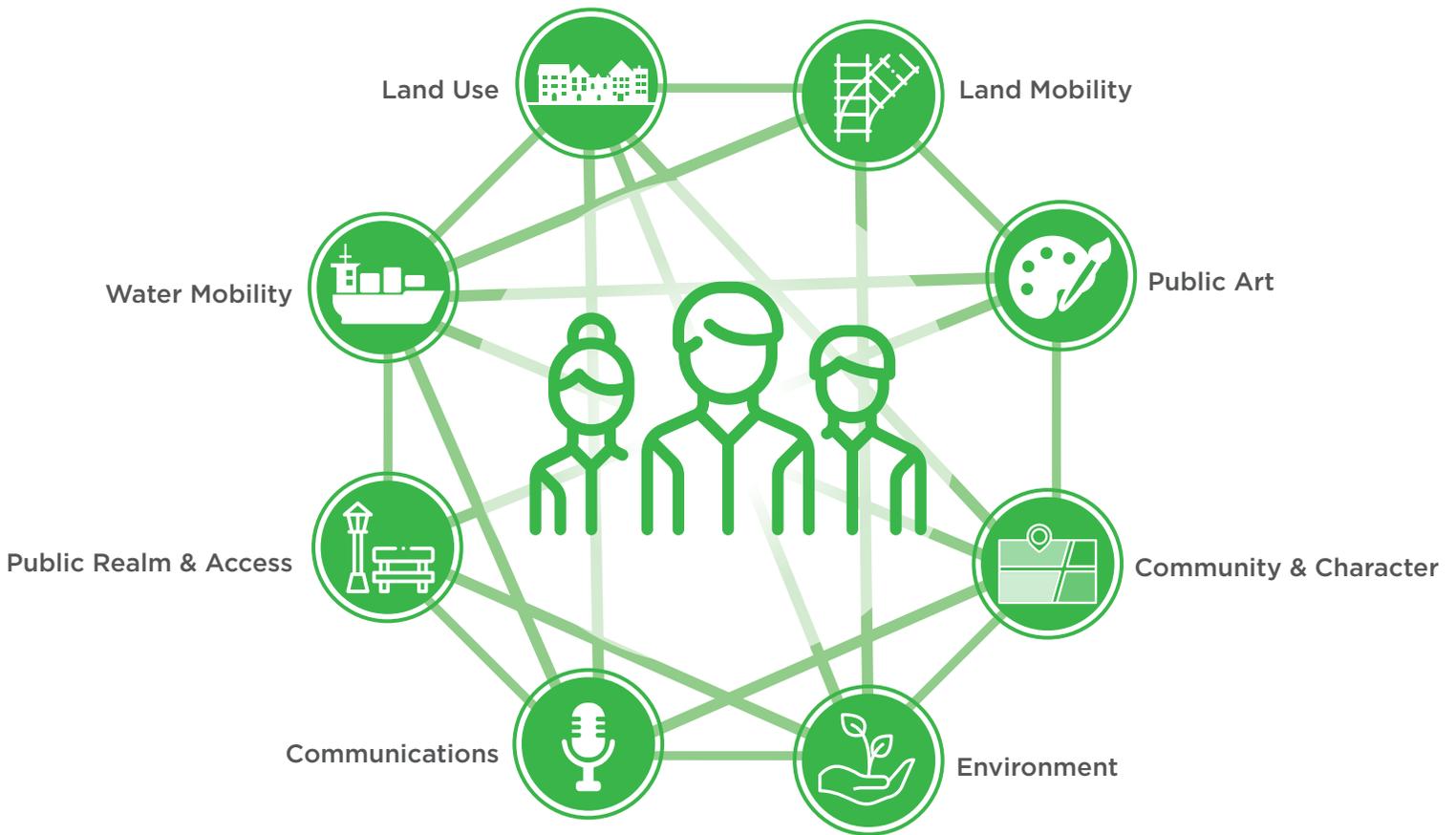
Quick Facts:

The Cuyahoga River valley is a major economic generator for the City and home to a variety of residents, businesses, jobs, and recreational opportunities. This unique blend creates the appeal to the river valley to live, work and play in.



One of the focus group breakout sessions evaluating the initial plan components.

The Eight Key Themes (components):



Cuyahoga River Valley Quick Facts :



(Source: Urban Footprint & Port of Cleveland)

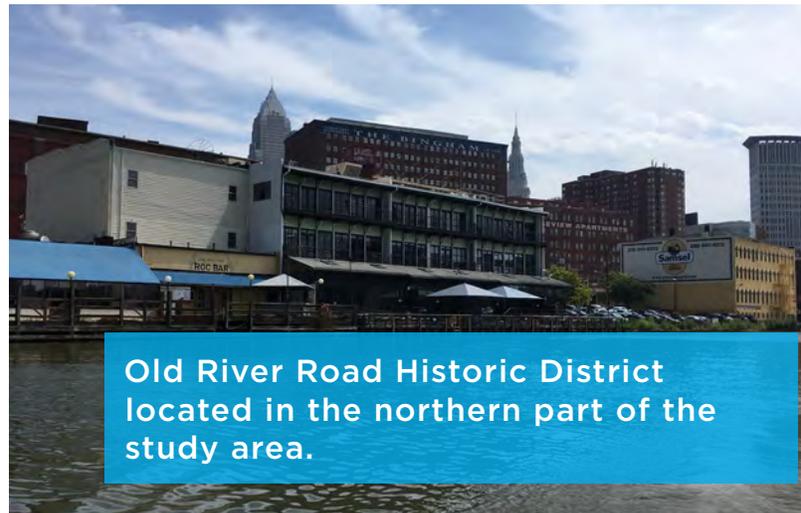


Land Use

Overview

Since the founding of the City of Cleveland, the Cuyahoga River valley has served as the City's geographic center and catalyst for economic growth, connecting local commerce to national and international trade markets. The river valley has continued to be industry focused. However, changes in the economy have resulted in several businesses relocating or closing. In addition, a mix of new land uses and development have emerged such as housing, commercial, entertainment, trails, and parks, which often conflict with industrial land uses. This conflict has become an increasingly large hurdle in past development projects and on-going development efforts. Moving forward, the coexistence of these two groups is critical to the continued growth and success of the river valley.

It was also important to analyze the highest and best use of all existing properties to determine the long range vision for the river valley. There are several locations in the river valley, which are underutilized and may be able to provide a higher value both in the short and long term. Future development and redevelopment should also create better connections to the surrounding neighborhoods along the river valley. Development projects have sprung up in the Downtown Warehouse District and Gateway District, Ohio City, Tremont, and Old Brooklyn. However, the connection to the river valley is lacking. Moving forward, it will be key to create a river culture that maintains the industrial core and is balanced with a diversity of uses that complement and elevate the river valley.



Old River Road Historic District located in the northern part of the study area.

Key Takeaways (Land Use)

- Maintain the industrial heritage/character while developing a new mix of uses.
- Create opportunities for existing businesses and landowners while attracting new businesses.
- Mend the “conflict” between the varying businesses and landowners.
- Identify areas that can be converted to a more natural setting, improving environmental quality.
- Develop a vision for underutilized areas.
- Create a synergy between the land side uses and the river; the water should be the destination.
- Connect the river valley to the surrounding neighborhoods.

The river valley largely consisted of docks, warehouses, lumber yards, manufacturers, steel plants, and other industrial type uses, fueled by the rail lines and the river. Over time, however, those companies and businesses closed their doors. The former warehouses have been slowly converted into new mixed use buildings consisting of offices, retail, and housing. Other industrial sites have either been converted into new building types or remain clear for surface parking lot. The majority of the industrial sites in the northern section of the river valley have seen reuse or redevelopment of their buildings and sites into mixed use types, while the southern half of the valley largely remains active in industrial, warehousing, and other manufacturing type uses.

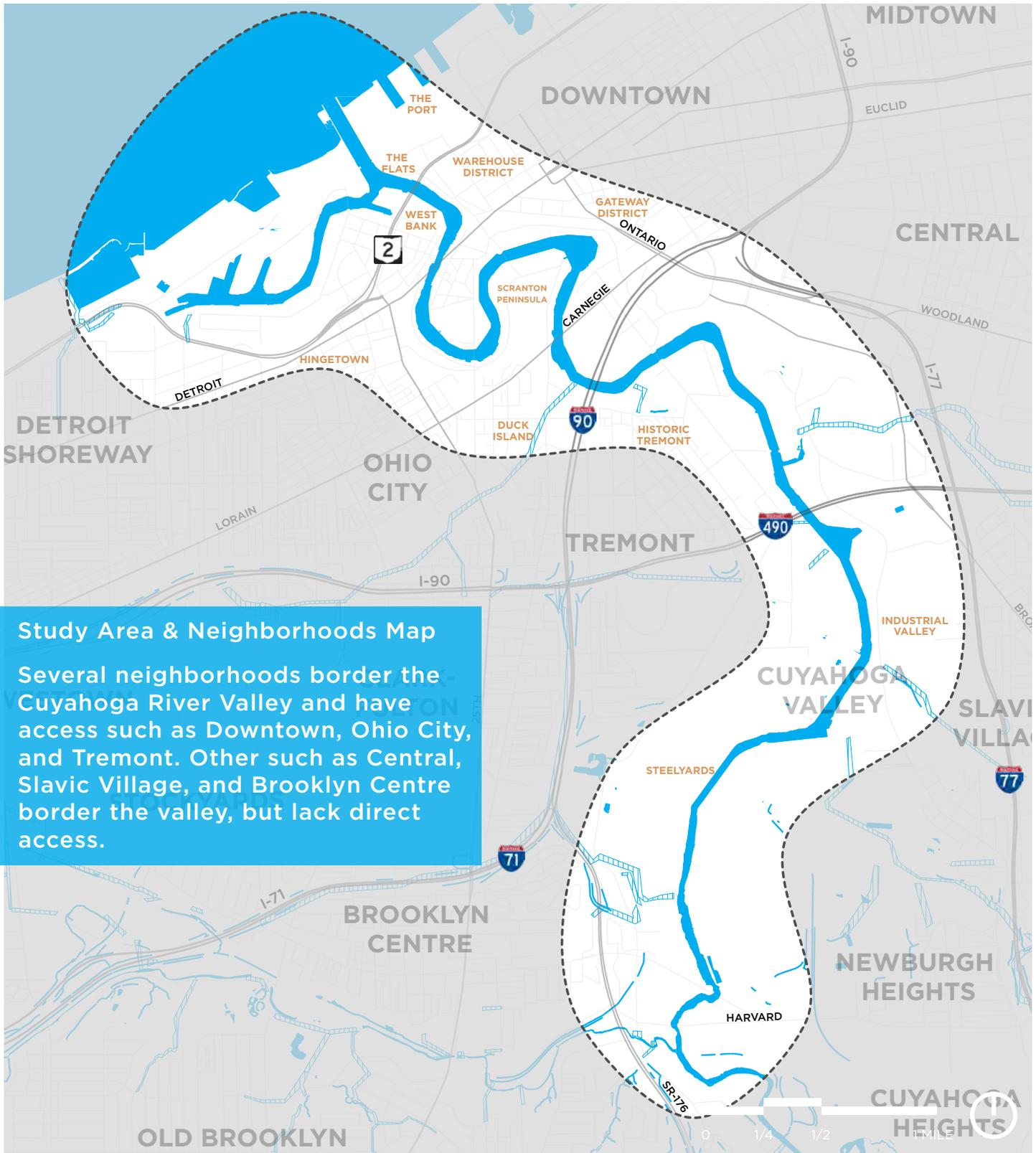
There are very few vacant land parcels within the study area, which focuses any future development on the redevelopment of existing buildings. While the majority of the land is being utilized, there are still a number of parcels which could be used for a higher or better use, with respect to commercial, residential, and industrial uses. It is important to recognize the river's attraction for living, recreation, and industry, and ensure a healthy and sustainable balance of all uses.

Zoning within the river valley remains the same as it has in years past either general industry or unrestricted industry. Some of the newer development sites have been rezoned into a residential, commercial, or mixed use type district. Updating the zoning within the study area to clearly reflect the areas desired for redevelopment and those to be maintained for industrial and manufacturing uses should be a priority.

FOCUS GROUP CONVERSATION EXCERPTS

- The area around the Lakeview Terrace Housing needs to be better connected to the river, the flats west bank area, and Ohio City neighborhood.
- Zoning within the river valley needs to be updated, including a river setback ordinance to maintain river access for all peoples.
- The area known as Collision Bend has opportunity for mixed use and park space development.
- The area at the southern end of the study area, near the Harvard Avenue and Jennings Road intersection, should be re-examined to improve connection to the river and connectivity back to the surrounding neighborhoods.





Study Area & Neighborhoods Map

Several neighborhoods border the Cuyahoga River Valley and have access such as Downtown, Ohio City, and Tremont. Other such as Central, Slavic Village, and Brooklyn Centre border the valley, but lack direct access.



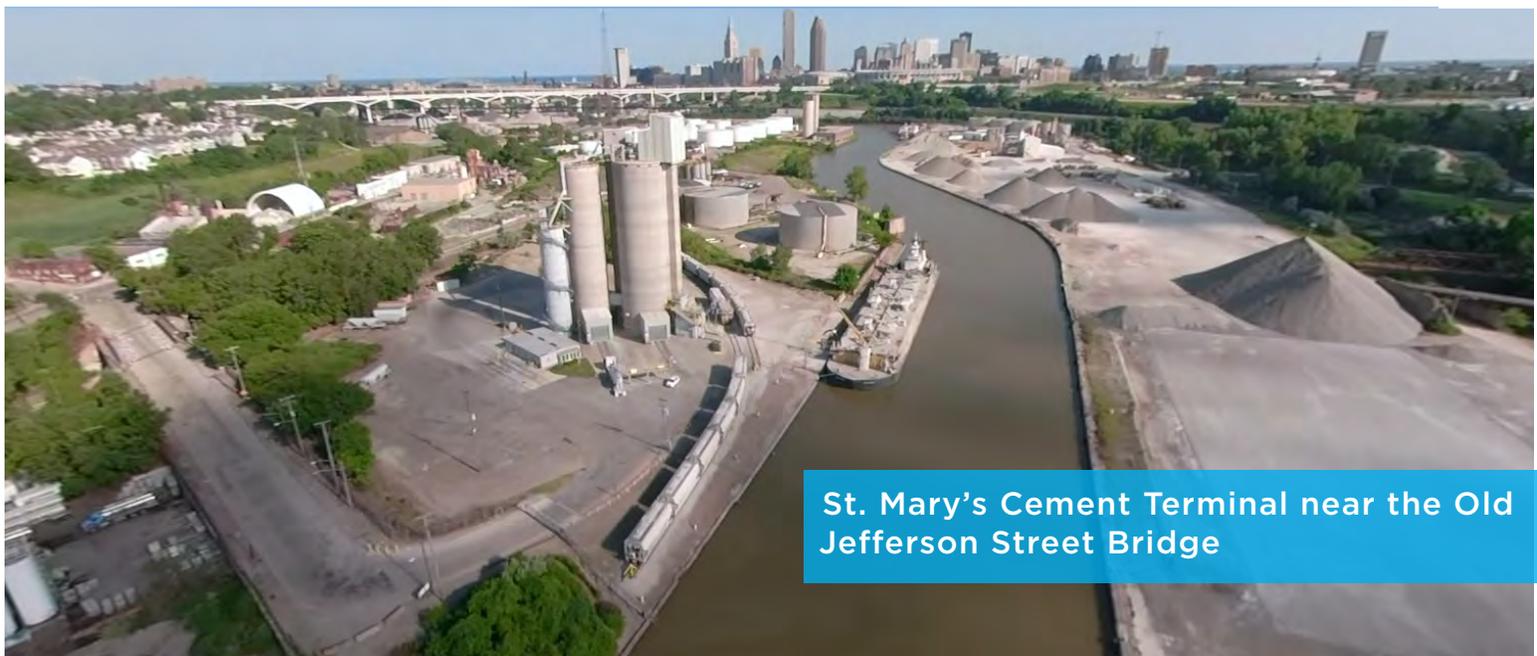
The Stonebridge Apartments in the Flats West Bank



Flats East Bank mixed-use development in the northern part.



ArcelorMittal steel mill located on the eastern edge of the river.



St. Mary's Cement Terminal near the Old Jefferson Street Bridge

Land Mobility



Overview

The themes surrounding the topic of land mobility in the Cuyahoga River Valley included both existing problems and long-term challenges toward balancing user groups and travel modes with differing interests and often conflicting purposes for their trips. The area was the mainstay of old industrial uses that are a vital economic driver to the region, competing against increasing redevelopment, drawing tourists and recreational users to the riverfront.

Mobility within the river valley is critical but limited in some areas within the study area. Much of the current road infrastructure is aging, with gaps existing between the various modes of transportation (car, bike, and public transit), thereby creating a discontinuous and confusing land transportation network. Roadways are bisected by the river/river bridges, railroads cross roadways at-grade, and limited opportunities exist for pedestrians and bicyclists to access the riverfront or cross the river with ease.

Although not contiguous, pedestrian, bicyclists, motorist, and public transit users have networks and access within the river valley. Pavement conditions are relatively poor, especially on key corridors such as Center Street, Canal Road, and West 3rd Street. These corridors are critical links to businesses and destinations within the river valley. Improvements have been implemented on other corridors such as Columbus Road, Jennings Road, and East 9th Street Extension which improve the connectivity to and through the river valley.

Several prominent trails traverse the study area including the Ohio & Erie Canal Towpath Trail, Lake Link Trail, and the Cleveland Foundation Centennial Trail, with extensions and linkages either planned or under construction. The Greater Cleveland Regional Transit Authority's rapid transit lines have stops both within the study area and around the periphery. While most of the transit stops are located in the norther portion (Settler's Landing, Flats East Bank, and W.25th-Ohio City), the E. 34th/Tri-C Campus

Key Takeaways (Land Mobility)

- Turn challenges and constraints into opportunities - look for ways to leverage existing topography, buildings, etc. to enhance the ground transportation network (i.e. work within the context of what already exists).
- Embrace industrial (gritty) heritage (i.e. recognize that trucks and noise will continue to exist and must co-exist with passenger vehicles, bicyclists and pedestrians) - conflicts between recreational and commercial users do and will continue to occur.
- Identify zones by potential development types (to separate industrial truck- and rail-oriented uses from residential and office/commercial uses). The zones can facilitate identification of truck routes in certain areas where access to industrial uses is necessary.
- Recognize that existing topography (e.g. steep grades) prevents or limits certain user groups from accessing areas by foot (particularly the elderly and those with mobility challenges).
- Better interconnectivity between modes is necessary to leverage certain infrastructure already in place, such as underutilized RTA rail lines. Improved wayfinding signage can facilitate connections between the river corridor and nearby areas, such as the public square.
- Improve bicycle and pedestrian access to and across the river.
- Increase or create continuous access to the riverfront. Consider a continuous boardwalk along the river.
- There were numerous concerns with existing bridges (e.g. maintenance, deterioration, safety, utilization) as well as poor condition of roads.

Station is located on the eastern edge, but lacks connection to the river valley.

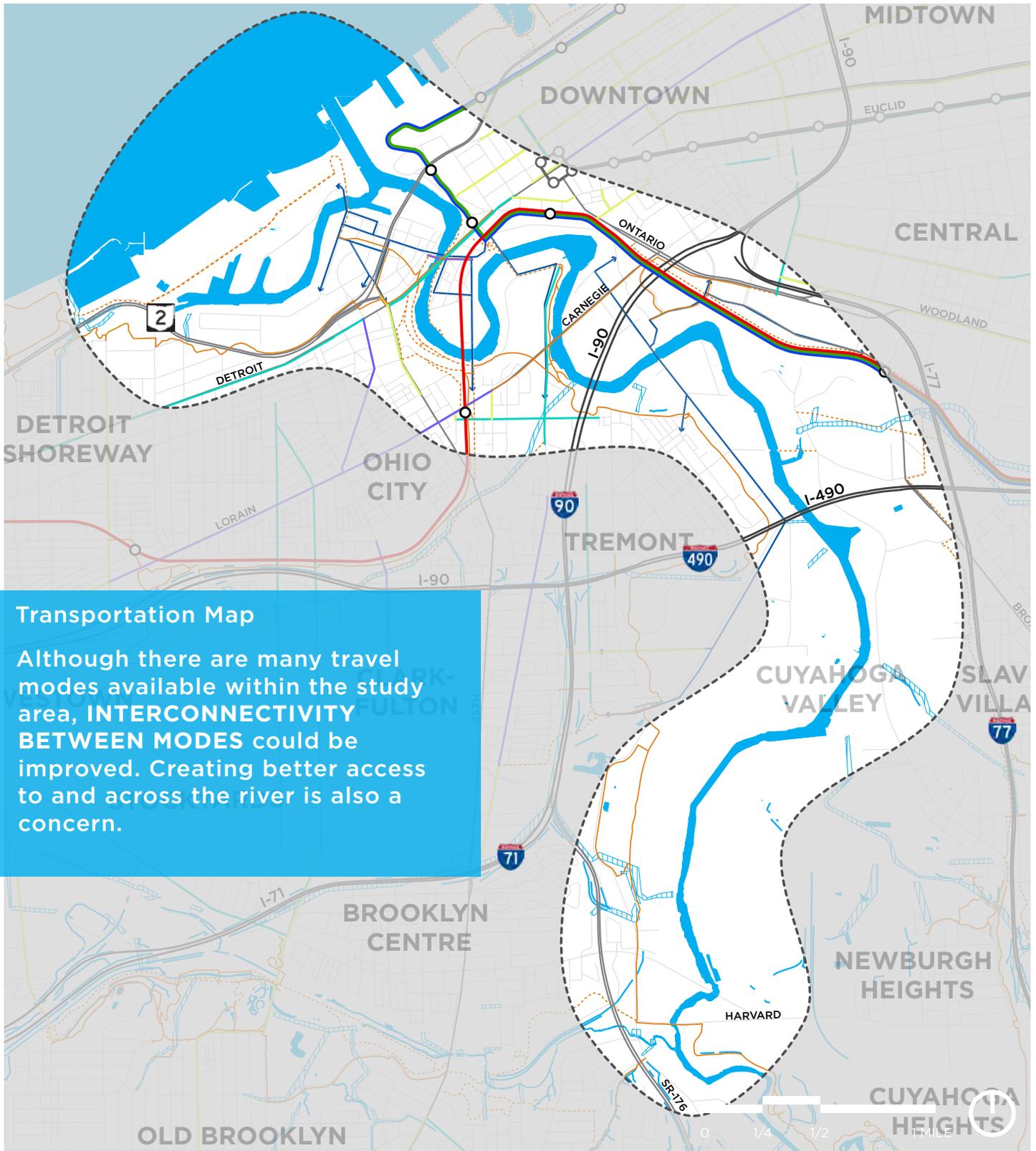
In the study area, there are 16 bridges which provide access to the river valley and across the Cuyahoga River. Of those 16 bridges, only five of those bridges provide access to all modes of transportation (pedestrian, bus, bike, and car). There are several bridges, such as Eagle Avenue Bridge, which are inactive and others which provide access to one mode of transportation such as rail or transit. The bridge known as the “Iron Curtain” (The Norfolk Southern “NS” Bridge) located at the northern most point of the study area, is the most critical of all the bridges as it dictates the ability for water based transportation to enter and exit the river valley.

Tables 1-4 found in the Appendix show the 2020 and 2040 average daily traffic (ADT) volume comparisons by the identified regions of the study area. The ADT estimates have been obtained from NOACA’s Travel Forecasting Model and represent forecasted changes in traffic demand over a 20-year planning horizon. The tables are color-coded based on the level of service (LOS) performance, with green shading indicating a better LOS (C or better) and yellow indicating LOS D. This information created a base for the project team to work from when developing plan recommendations, which are outlined later in this report.

FOCUS GROUP CONVERSATION EXCERPTS

- Improve the interconnectivity between the various modes of transportation in the river valley.
- Ensure the completion of the planned and proposed trails.
- Bridge operations and their condition need to be improved and examined.
- Establish a continuous river boardwalk.





Transportation Map

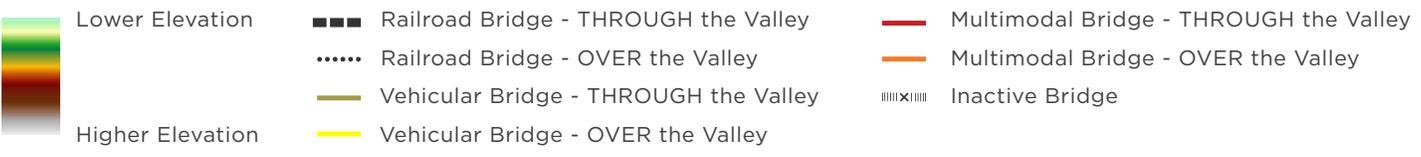
Although there are many travel modes available within the study area, **INTERCONNECTIVITY BETWEEN MODES** could be improved. Creating better access to and across the river is also a concern.

- Healthline BRT
- Rapid Transit Line
- Trail
- Future Trail
- Bike Lane
- Rapid Transit Station
- Freight Truck Routes



Bridges & Topography Map

The bridges within the river valley provide critical links over and through the valley. With roughly 16 **BRIDGES** in the river valley, only five of the bridges provide access to all modes of travel (pedestrian, bike, car, and bus). A few of the bridges provide access for rail only and the Eagle Avenue Bridge is inactive. The Norfolk Southern (NS) “Iron Curtain” bridge, at the northern point of the river valley, is the most critical for waterway access.





Water Mobility

Overview

Transportation on the river is vital to the economy, both for businesses and recreation. The Cuyahoga River is unique in that it is both a federal shipping channel and a state designated recreational water trail. Approximately 700-900 commercial vessels transit the river on an annual basis. Recreational boating and river activity (rowing, kayaking, paddleboarding, etc.) have significantly increased over the last ten years. Safety between the two user groups is a major issue, as many recreational river users are unaware of rules, regulations, and safety measures in place.

The United States Coast Guard created passing zones along the river to provide refuge for recreational river users while a commercial vessel is coming down the river. They also established no docking zones along the river edges, where the greatest safety risk is present while those commercial vessels are traversing the river. While these zones are known by some river users, messaging needs to be improved

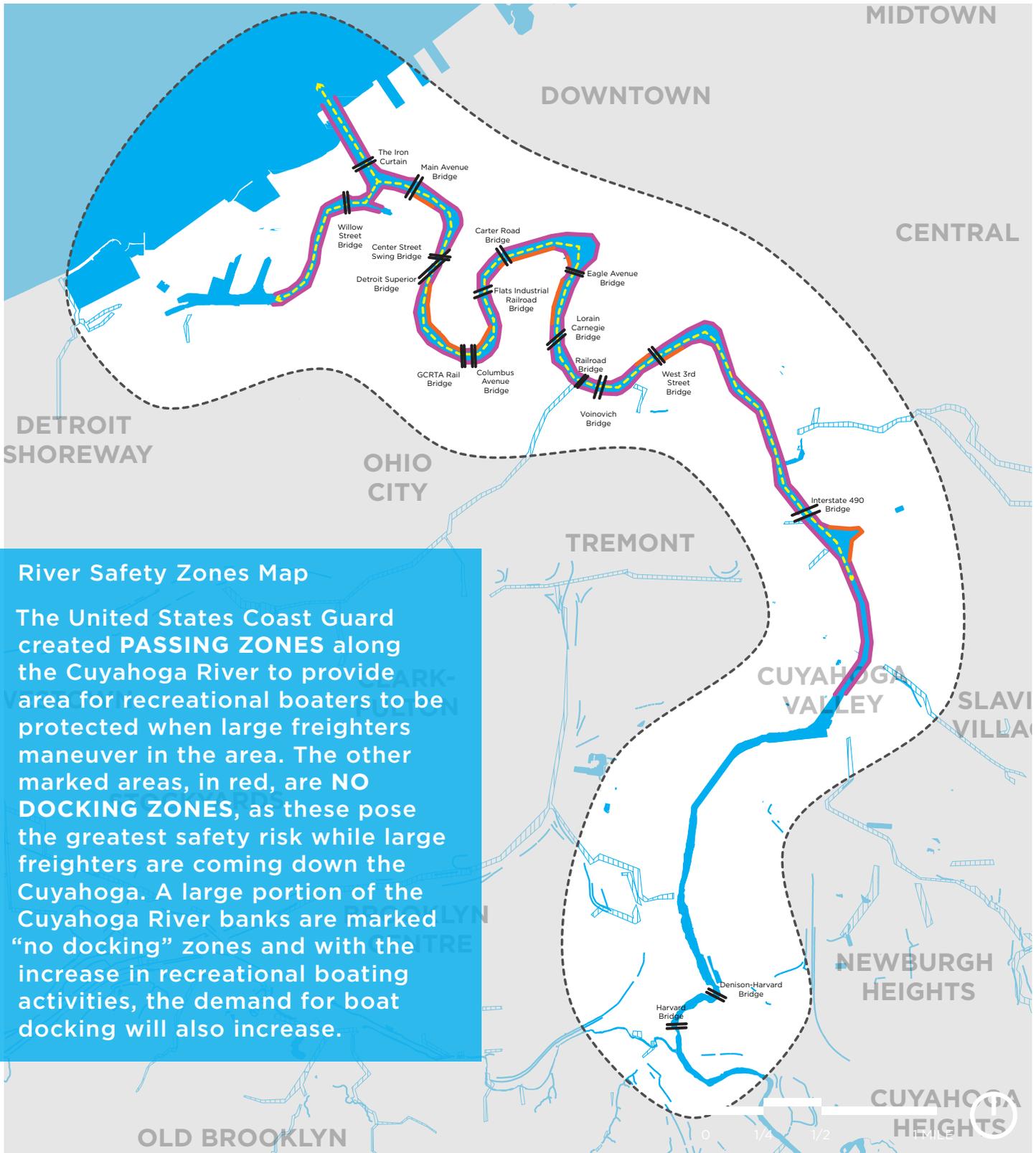
for the more casual river user. As recreational river activity continues to increase, providing additional safety measures, including locations to access the river, will be necessary.

FOCUS GROUP CONVERSATION EXCERPTS

- Critical to maintain (and increase) the commercial shipping traffic on the river.
- Improved safety for all river users through signage and communication at river entry points.
- While there are some river entry points for recreational users, there is a desire to increase and enhance those entry points.
- Clear communication with bridge operations. Currently, those operations are unknown to the general public.
- Shore stabilization and bulkhead conditions are a concern.

Key Takeaways (Water Mobility)

- Norfolk Southern (NS) Bridge remaining up/open when not in use. Several remedies are currently being discussed and infrastructure changes could provide a more permanent remedy for long term growth and sustainability.
- Consistent ladders or other means for escape from the water are needed along the waterway. Several people indicated that kayakers and paddleboards have no means to exit the river when there are no nearby river access points.
- There is no authority or police agency with a regular presence on the river. USCG will not patrol the area because the NS Bridge could lower and restrict their ability to respond to other areas. During the peak season, the river is extremely crowded with recreational users, with no enforcement presence to manage them.
- Bridge tenders are slow and cumbersome with bridge operations. Only one tender is on duty at any given time, and bridge openings must be called or made in advance.
- The federal shipping channel of the Cuyahoga River is maintained by the U.S. Army Corps of Engineers, and dredging is an ongoing effort. Multiple shoreline failures are evident along the river. Stabilization efforts are needed in those areas to prevent the river valley from eroding into the river channel.
- The recreational area of the river should have boat moorings/docks for boating traffic. There is very limited access for the boating public.



River Safety Zones Map

The United States Coast Guard created **PASSING ZONES** along the Cuyahoga River to provide area for recreational boaters to be protected when large freighters maneuver in the area. The other marked areas, in red, are **NO DOCKING ZONES**, as these pose the greatest safety risk while large freighters are coming down the Cuyahoga. A large portion of the Cuyahoga River banks are marked “no docking” zones and with the increase in recreational boating activities, the demand for boat docking will also increase.

- Safety Zone
- No Docking Zone
- Federal Shipping Channel
- Bridge



Community Character

Overview

For over 200 years, the Cuyahoga River Valley has been Cleveland's central corridor of commerce, promoting industry and economic growth. At the same time, the river and its waterfront have been limited from becoming a central public space for enjoyment by people within the city and across the region. Today, however, the valley is changing, as more residents and visitors are drawn to the river. With ongoing expansion of nearby parks and trails as well as recent major mixed-use developments in The Flats, the river's public realm is showing potential to activate the city in a new way. The Cuyahoga River Valley represents an opportunity to create a central gathering and recreational space for all Clevelanders, connecting east and west neighborhoods and promoting ecological health, while still balancing commercial needs. Design, connectivity, and character of the river's public spaces will directly impact the vitality of the valley and its residents for years to come.

Character Zones

Though united by the Cuyahoga's waters, the eight miles of the Vision for the Valley study area have unique characteristics, which can be categorized into four zones. Each zone has a distinct identity and contributes to the varied nature of the Cuyahoga River Valley experience. There are four main character zones along the river:

1. The Flats is a vibrant downtown neighborhood home to a wide variety of riverfront restaurants and entertainment venues.
2. The Peninsulas, defined by the Cuyahoga's unique river bends, is a zone of great transition and potential, with many upcoming park and trail improvements.
3. The Industrial Valley is an exclusively industrial zone with limited public access points to the river, yet it covers the majority of the study area.
4. The Steelyards is an industrial stretch of the river that is transitioning to other uses.

THE FLATS

The Flats is the northernmost character zone at the point where the Cuyahoga River meets Lake Erie. It is geographically defined by its low-lying elevation, in comparison to the rest of the City. As the historical birthplace of the City of Cleveland and the only river zone in Downtown, the Flats has transformed into a vibrant, mixed use area. Home to a wide variety of riverfront restaurants and entertainment venues, the Flats draws visitors from across the region. Moreover, the recent development of large, multi-family apartment and condominium buildings has rapidly expanded the residential population. As a result, there is a local, energized demand for public spaces along the riverfront. However, many residents and stakeholders from outside the Flats perceive the zone as an expensive enclave that is not welcoming to families as most public spaces are semi-private and revolve around alcohol consumption.

FOCUS GROUP CONVERSATION EXCERPTS

- The Flats has new development, old industrial, and historic bridges and buildings.
- The unique character of the Flats makes it an attractive place to be.
- People from all over are inspired when they are in the Flats.
- The Flats maritime and river experience is unique to the City and an exciting place to be.

THE PENINSULAS

The Peninsulas, defined by the Cuyahoga's unique river bends, is a character zone of great transition and potential. Recent and upcoming trail improvements in the zone are linking multiple trails to one another and thus positioning the Peninsulas to become a central gathering space for the city. Further multi-million federal and regional park investments in the Peninsulas, such as Rivergate Park and Irishtown Bend Park, will exponentially expand

the amount of accessible green space for Clevelanders to enjoy. On the development side, a series of proposed residential and mixed-use projects will also transform this formerly industrial zone into an attractive, human-scaled neighborhood. However, this zone is also home to many vacant parcels and underutilized surface parking lots. The re-use of these riverfront parcels will be key to truly unlocking the public space potential of the Cuyahoga.

FOCUS GROUP CONVERSATION EXCERPTS

- Public realm and landscape is at times not present.
- Interstate 90 is a large, immovable obstacle to becoming a waterfront city.

The Industrial Valley

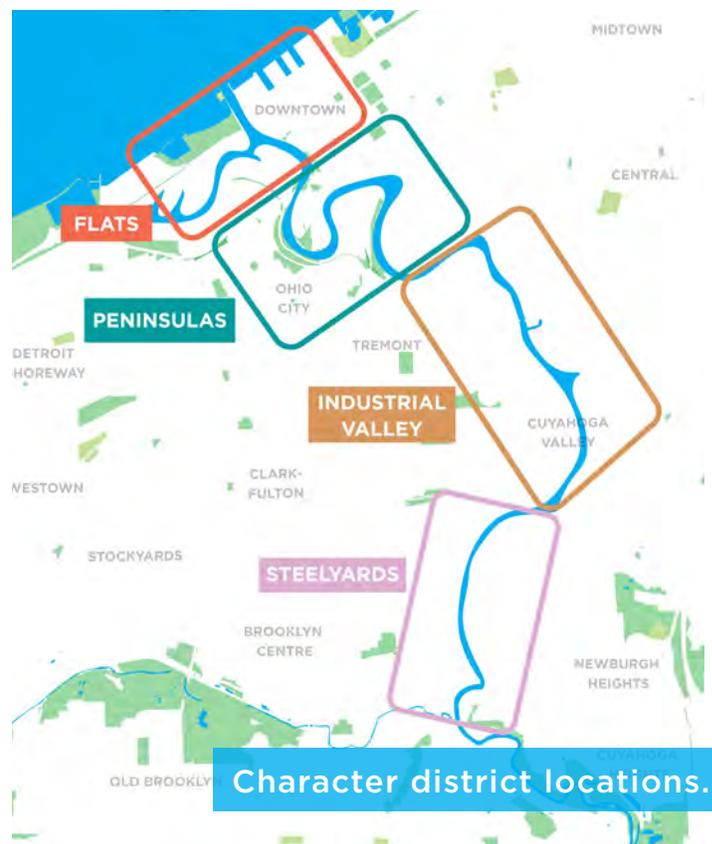
South of Interstate 90, the river valley transitions to an exclusively industrial zone dominated by cement, petroleum, and steelmaking companies. Although the Industrial Valley geographically represents the largest character zone of the study area, in the public imagination, it represents only a small portion of the Cuyahoga Valley as there are limited public access points to the river. The cacophony of sounds and smells fills the atmosphere and creates a sensory barrier that drives people from the zone’s few public spaces. Despite these challenges, there are a number of abandoned buildings and brownfield sites that could be reused and offer the potential to integrate public spaces through the form of industrial heritage parks that celebrate Cleveland’s industrial past.

FOCUS GROUP CONVERSATION EXCERPTS

- Rational balance of industry versus parks, opportunities for small places for respite and relaxation.
- Challenge: Diversity of uses, balance of industry and recreation.
- In Downtown, there are residents. However, farther south along the river there are also industries.
- Maybe the neighborhoods along the river should be redefined as “river neighborhoods”. The further south you go, the more likely that neighborhoods are to latch on to that identity as a river neighborhood.

The Steelyards

At the southern most end of the river valley is the Steelyards character zone. Defined at the northern end by the Burke Branch tributary and at the southern end by Harvard Avenue, the Steelyards covers an industrial stretch of the river that is closed to commercial river traffic. Despite the cluster of railroads and warehouses, this zone is an area transitioning from its industrial past. Recent investments in interpretive public art pieces along the Towpath Trail are attracting active and recreational users from across the region and the Steelyard Commons shopping center, opened in 2007, is also drawing thousands of people to shop and linger in the local public realm. Furthermore, given this zone’s non-maritime nature, this part of the river has seen large gains in ecological restoration and it supports significant numbers of fish, birds, and other species. Building on these investments and gains, there is an opportunity to reorient the Steelyards into a landscaped zone that achieves environmental and public space goals reminiscent of the protected river stretches farther upstream.



The Cuyahoga Valley Community

DEMOGRAPHICS

The Cuyahoga has been called home by humans for years; supporting large communities of Mississippian, Fort Ancient, Iroquois, and Algonquian nations over the centuries. Then, in the 1800s, population growth boomed along the banks of the river, when white Americans and European immigrants settled in the river valley. Over the years, though, as the river industrialized and the city suburbanized, people fled the river and population fell in nearby neighborhoods. Fast-forward to the twenty-first century, however, and the Cuyahoga community is growing once again. As of 2017, the residential population of block groups that overlap with the study area is an estimated 34,000 people. With multiple, large-scale housing developments having since been opened in the Flats and in the Peninsulas, and many more housing developments in the works, the residential population is expected to exceed 40,000 within the next decade.

Given the distinct character zones along the river, the study area also has distinct demographic profiles. The majority of recent population growth has been concentrated at the northern end of the valley in the Flats and the Peninsulas with all the northernmost census tracts growing by at least 25% between 2010 and 2017 (see Figure 1-20). In fact, one Census Tract nearly doubled in size from roughly 1,500 to 3,000 residents during that time period. On the other hand, census tracts at the southern end of the valley have seen continued population decline and one census tract in the Industrial Valley has no residents at all. Despite this rapid population growth at the northern end of the river valley, however, the Flats and the Peninsulas still have plenty of room to grow as they have some of the lowest population densities in the city.

Similar to many other American downtowns, the census tracts in and near Cleveland's Downtown have seen an influx of wealthier residents with certain census tracts' median household income jumping by over \$20,000 simply between 2010 and 2017 (see Figure 1-22 and 1-23). Although the City of Cleveland's annual median household income sits at about \$26,000, the census tract that covers the East Bank of the Flats is now the wealthiest in the city with an annual median household income of approximately \$78,000.

While the rest of Cleveland has continued to see declines in its population density and income, the neighborhoods in and near the Flats and the Peninsulas have seen a densification of people and

wealth. Planning for this new demographic reality and designing public spaces that respect the past, yet honor the present, is essential to supporting the vitality of the river valley.

FOCUS GROUP CONVERSATION EXCERPTS

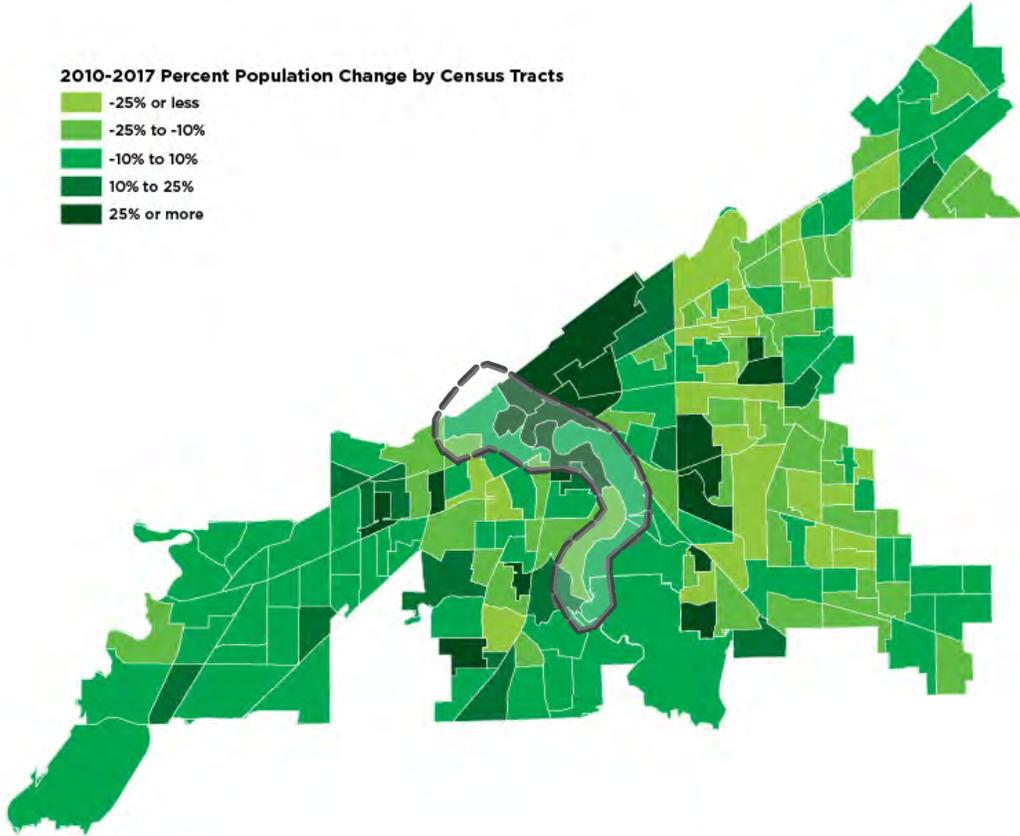
- I hear from some of the residents who live down here, the issue is the walkability. Traversing with cars. Also, the over-populated look of The Flats. It's more of a bar scene rather than we're just hanging out enjoying the river; more like a park.
- The river is a transitory space. A person is not there to live there for a long period of time.
- Challenge: residents who live nearby – air quality issues (CMHA).
- Disparities among types of housing (public versus luxury).



Air Products & Chemicals Company located along the Towpath Trail in the Industrial Valley district.

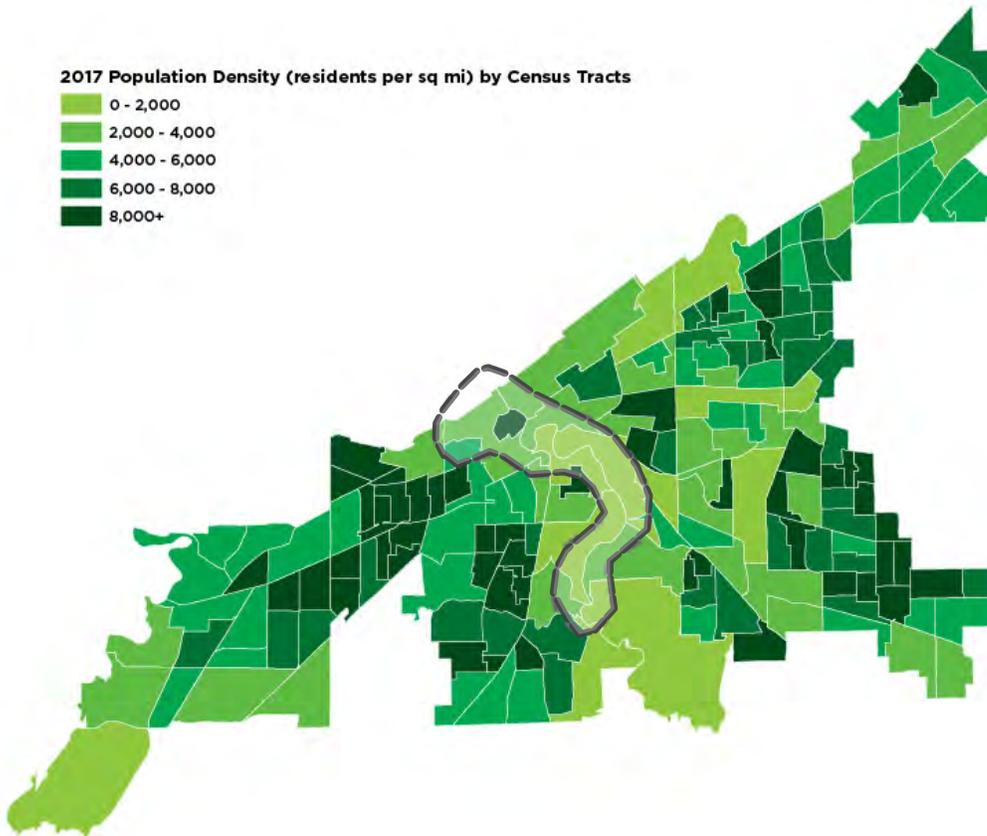
2010-2017 Percent Population Change by Census Tracts

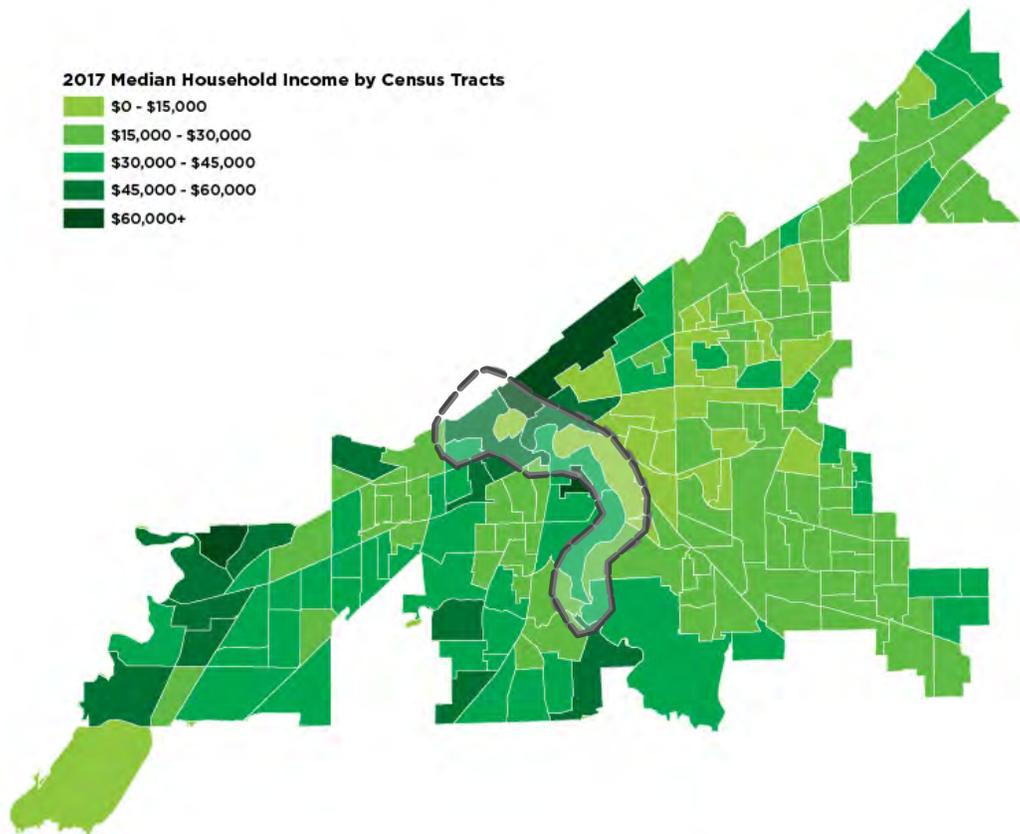
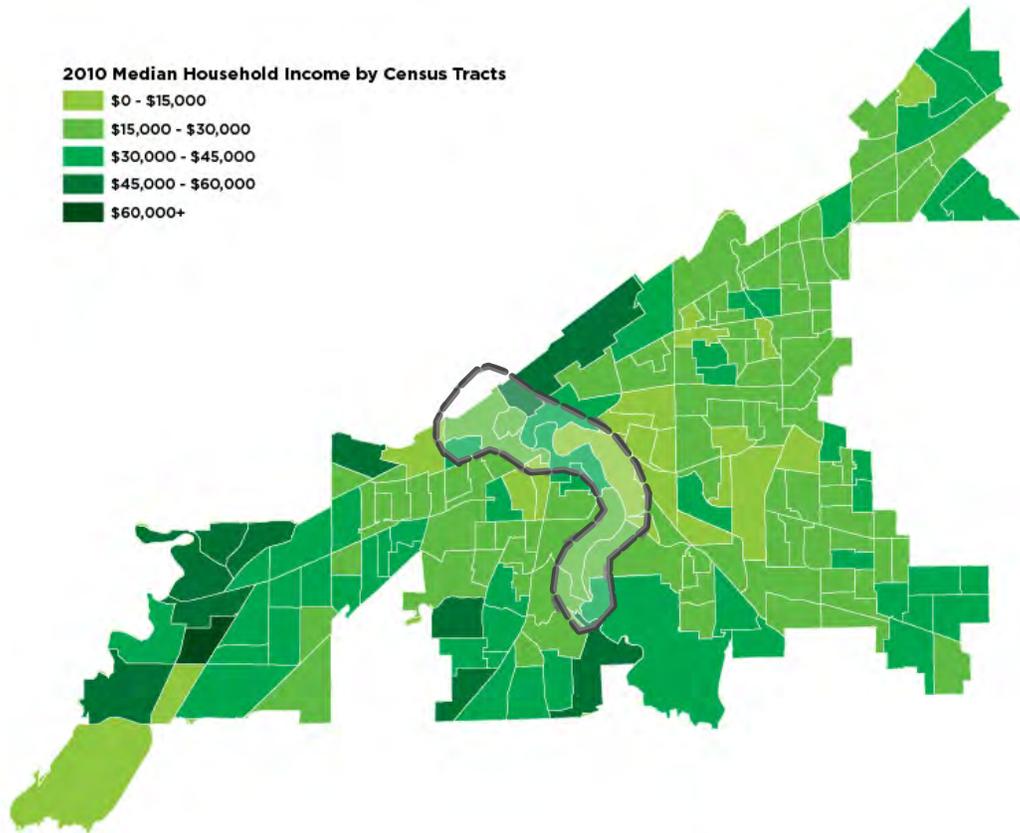
- 25% or less
- 25% to -10%
- 10% to 10%
- 10% to 25%
- 25% or more



2017 Population Density (residents per sq mi) by Census Tracts

- 0 - 2,000
- 2,000 - 4,000
- 4,000 - 6,000
- 6,000 - 8,000
- 8,000+





Public Realm & Access



Topography

Within the City of Cleveland, the Cuyahoga River is nestled within a narrow, steep valley. At its greatest vertical depth, the river lies 60 to 125 feet, or up to roughly 10 stories, below the average elevation of the city. From a public realm perspective, this stark topography creates both great opportunities and challenges. The valley's beautiful viewsheds in and out of the river have fascinated people for centuries. For example, the dramatic views of Cleveland's Downtown skyline from the Tremont cliffside from Abbey Avenue, draw visitors from across the region. However, this topographical difference also creates challenges as public access down into the river valley is physically difficult and, at some points, requires switchbacks to facilitate smooth connectivity for bicyclists, pedestrians, and other users. Moreover, the river's low elevation in comparison to the mouth of Lake Erie results in relatively slow-moving waters through the study area. In fact, a unit of water takes 10 days to travel the 8 miles of the river in the study area.

FOCUS GROUP CONVERSATION EXCERPTS:

- Unique places for destinations and views with bridges and elevation changes
- The vision sheds need to be protected

Ownership

Land ownership patterns pose a challenge for the public to access the riverfront. Within the study area, the vast majority of land parcels are privately owned for either industrial or residential uses. As a result, there are only a few access points at which residents and visitors are able to walk up to the river, and even fewer points at which recreational boaters are allowed to enter the water itself. This handful of disconnected access points stifles the river's public realm and prevents the creation of a vibrant waterfront culture in the city. Moreover, the lack of public access points also poses major safety risks as recreational boaters are forced to crowd into only specific stretches of the river; leading to congestion and increased conflicts with larger, maritime ships rather than recreational traffic being dispersed throughout the river valley. Fortunately, the long stretches of vacant or under-utilized parcels, such as the many riverfront surface parking lots, provide an opportunity to re-imagine public space along the Cuyahoga.

FOCUS GROUP CONVERSATION EXCERPTS:

- Lighting up the Flats neighborhood in general would help to encourage more nighttime activity. Outside of the Flats East Bank development, it still feels a bit unsafe at night because of the lack of light.
- Challenge: Property owners willing to participate in vision - sell or rehab long vacant properties. Value of land.

Only a few access points allow residents and visitors to walk up to the river, and even fewer points at which recreational boaters are allowed to enter the water.

The re-use of underutilized riverfront parcels will be key to truly unlocking the public space potential of the Cuyahoga.

The Cuyahoga's bridges should be celebrated as part of the river's public realm strategy and heritage-based tourism.



Public Art

Overview

Even though each of these four character zones are clearly distinct from one another, the use of public art is a strong theme found across all of the zones. Whether it is the colorful murals of The Flats or the interpretive art pieces in the Peninsulas, art is a connecting agent for the Cuyahoga. In fact, several historical bridges are themselves exemplary pieces of public art and should be celebrated as part of the river's public realm strategy and heritage-based tourism. These bridges are uniquely Cleveland and have the potential to draw residents and visitors to the river as historic gathering spaces, rather than as simply transitory spaces to cross the valley.

A major challenge to enlivening the city's public art culture is the multiple permits required for the public art approval process. As a result, much of the sanctioned public art is of a sanitized style that does not fully reflect the artistic expression of Cleveland's art community. For instance, spaces like the Abbey Road bridge where grassroots artists could create large murals are instead painted white by the city, which then are tagged over and instill an unsafe atmosphere. Moving forward, simplifying the public art permitting process can help preserve and promote Cleveland's local art scene.

FOCUS GROUP CONVERSATION EXCERPTS

- History - tell the story of the river recovery through public art.
- The wall by Branson that's famous in Cleveland that street artists paint. There have been grumblings about white-washing the space and then it's painted over. The City of Cleveland's regulations for public art do not allow for these not illegal, but street-inspired art. There needs to be a way to preserve the organic art of these places. We need to find the balance of the art that has defined the geography for a long time without forcing it into a theme.
- It's hard to go through the approval process of the city, which deters artists. As a result, we get this very narrow type of art.
- Under the Abbey Road bridge it's painted white and it gets tagged all the time. That place should be open to street art so that it doesn't become this unsafe space.
- More diversity in the public art; possibly allow the public to create art in an organized setting.
- Destination CLE has been looking to add

a Lakefront Bikeway. We should use these bikeways as opportunities for public art. A linear collection of public art.

- The City of Cleveland has a capital improvement arts fund, but if there were state or federal funds that could be used for public art it would be helpful. We need to figure out how to leverage these funds for public art.
- Any pieces of art that are striking?
- The totems at Rivergate Park.
- There are a couple historic markers near Steelyards and another along the trail in Scranton Flats.
- By The Foundry, there's a City of Cleveland looking area that calls the area the Center of Gravity of Cleveland. It's by the big silos.
- Lighting up the bridges farther up the river would be beautiful, especially in the winter.

Simplifying the permitting process can help preserve and promote public art and the artistic expression of Cleveland's artist community.



Cleveland Unity Walk installation located by the Settler's Landing RTA Station .



The jackknife bridge on the west bank of the flats which could be illuminated as public art.



River viewing spot on the Towpath Trail at Scranton Flats with historic signage.

Key Takeaways (Community Character, Public Realm & Access, and Public Art)

- Within the study area, there are four character zones along the river: The Flats, The Peninsulas, the Industrial Valley, and the Steelyards. These zones have emerged based on their unique characteristics and identity.
- Within the study area, the vast majority of land parcels are privately owned for either industrial or residential uses. As a result, there are only a few access points at which residents and visitors are able to walk up to the river, and even fewer points at which recreational boaters are allowed to enter the water itself.
- The Cuyahoga's bridges are uniquely Cleveland and are exemplary pieces of the river's public art; thus, they should be celebrated as part of the river's public realm strategy and heritage-based tourism.
- There are long stretches of vacant or under-utilized parcels, such as the many riverfront surface parking lots or abandoned industrial buildings. The re-use of these riverfront parcels will be key to truly unlocking the public space potential of the Cuyahoga.
- Much of the existing open space either has limited access or lacks functional public amenities. Re-envisioning these open spaces as comfortable places for people to linger can help the city to once again enjoy the riverfront.
- A major challenge to enlivening the city's public art culture is the confusing permitting process; simplifying it can help preserve and promote the artistic expression of Cleveland's artist community.



Environment

Water Quality

As manufacturing and industrial activity arose on the banks of the Cuyahoga, the river became increasingly afflicted by the plight of hazardous pollution. By the time the river famously caught fire on June 22, 1969, the river had already burned a dozen times and the water quality was so poor that there were no fish, birds, or life in it for decades. However, the 1969 fire spurred then Cleveland Mayor Carl Stokes to bring national public awareness to the toxic levels of water quality and to spark restoration action.

The Cuyahoga's deplorable ecological health helped spur the modern environmental movement, and was a major impetus for the Clean Water Act of 1972. With the passage of the Great Lakes Water Quality Agreement in 1987, the Cuyahoga River was designated one of 43 contaminated sites, and has been closely monitored and regulated through a Remedial Action Plan and several Beneficial Use Impairments. Since then, the river has seen a dramatic reduction in the discharge of toxic chemicals and sewage and water quality is finally rising above its legacy of contamination. In fact, the river's health has improved so much that the river now supports approximately 70 species of fish, such as hogsuckers and spotfin shiners, and dozens of species of birds, including great blue herons and double crested cormorants.

The Cuyhoga's ecological transformation over the past few decades is truly extraordinary. As Jane Goodman of the Cuyahoga River Restoration once stated, "We had become the poster river for everything that could go wrong with a river. Now we're a poster river for everything that can go right. It's the Lazarus river—it came back from death." Through well-designed public art and public spaces, this environmental success story is an opportunity to celebrate the river and draw greater tourism to the region.

Even as people are once again spending time in the river's public realm, pollution still exceeds national standards, and restoration efforts must continue to ensure the river's water quality returns to healthy levels. For example, although the Ohio Environmental Protection Agency declared that fish caught in the river are safe to eat as of March 2019, consuming more than one fish a month is discouraged because of elevated concentrations of mercury and polychlorinated biphenyls. Continued major sources of pollution to the Cuyahoga

come from combined sewer overflows (CSOs), urban runoff, municipal discharges, and industrial discharges. Reducing this pollution and improving the water's quality will help attract more people to fish, boat, and enjoy the river.

FOCUS GROUP CONVERSATION EXCERPTS:

- The industry in the marina once dumped a bunch of chlorinated chemicals that killed all the fish.
- Major water quality issues.
- Improve water quality; bird habitat
- Safe and free of past contamination.

Water pollution still exceeds national standards and restoration efforts must continue to ensure the river's water quality returns to healthy levels so more people are attracted to fish, boat, and enjoy the river.



Fish habitats along the river.

Air Quality

In addition to the health of the river, the health of nearby residents has also been greatly affected by the decades of heavy industrial activity. Throughout the study area, there are multiple sources of toxic air pollution: cargo ships, railroads, truck corridors, interstate highways, steel-making, concrete production, and other industrial activities. These point and non-point sources emit a variety of harmful matter including: carbon monoxide, black carbon, nitrous oxide, ozone, and particulates. These air pollutants lead to increased rates of respiratory, cardiovascular, and developmental diseases as well as elevated levels of cancer among residents, especially low-income and minority residents who often live closest to these polluting facilities. For instance, residents of the Lakeview Terrace public housing project are disproportionately exposed to dust and particulate matter released from the nearby Ontario Stone industrial site.

Besides simply the health effects of this air pollution, it also has a chilling effect on the riverfront's public realm. The regular poor air quality advisories discourage residents and visitors from spending time outdoors, which nullifies public activation efforts. Moreover, many of these toxic particles fall and deposit on neighboring communities, pollute the soils, and convert public spaces into unhealthy places. For example, in 2013, Clark Field in the Tremont neighborhood was declared a Superfund site by the United States Environmental Protection Agency because of the high concentrations of lead, arsenic, and other carcinogens that were found in the soil; since then, the park has been closed to the public and unusable as an open space. Therefore, reducing air pollution in the Cuyahoga River Valley directly helps ensure that all residents can safely enjoy the river's public spaces.

FOCUS GROUP CONVERSATION EXCERPTS

- Challenge: residents who live nearby – air quality issues (CMHA).
- Post health and safety sanitations protection.
- Challenges: keeping river healthy.

There are multiple sources of toxic air pollution which harm the health of residents, especially low-income and minority, and prevent the full enjoyment of the river's public spaces.

The recovery of the river ecosystem and health and vitality of the riverfront public spaces are dependent on coordinated efforts to stabilize riverbanks and bulkheads.

River Infrastructure

As a working and recreational river, the Cuyahoga is a complex system that supports maritime ships, recreational boaters, and wildlife alike. However, this careful balance is at risk from the river's aging infrastructure. The bulkheads, or retaining walls that hold back the banks of the river are significantly deteriorated and, along some stretches of the river, at risk of imminent collapse. Any serious failure could obstruct maritime commerce for weeks, and eliminate a critical habitat for birds, fish, and other species. Also, the risk of bulkhead collapse discourages developers from building housing and commercial projects along the riverfront. Although bulkheads are supposed to be managed by riverfront property owners, the owners are often unaware this responsibility or ignore maintaining the bulkheads. Additionally, there is a lack of enforcement from the public sector. Fortunately, the Vision for the Valley planning effort is an opportunity for the region to stabilize the riverbanks throughout the study area as a single project rather than on a project by project basis. A coordinated effort to stabilize riverbanks and bulkheads is essential to the future recovery of the river ecosystem including the health and vitality of riverfront public spaces.

FOCUS GROUP CONVERSATION EXCERPTS

- This whole area is known for its bridges.
- That's actually an international statistic. There are more bridges here per square mile than anywhere else.
- Opportunity to rebuild bulkheads to support natural ecosystems, recreational access.
- Ownership and maintenance of bulkheads.
- Equity: physical, ecological, social.
- The bulkheads are the land owners' sidewalks!
- Bulkheads at Irishtown Bend have been there for over 100 years. Some of them are very decayed and barely holding themselves together. It's an enormous economic cost.

Open Space

The Cuyahoga's parks and open spaces are a cherished part of the river experience. Within the study area, there are 228 acres of open space; nearly all of which are located north of Interstate 90. These open spaces can be roughly categorized into three types: parks, civic, and limited-access. Parks are traditional urban green spaces that include a variety of amenities such as: benches, restrooms, shade, play areas, and water fountains. Along the river, examples include Rivergate Park and Wendy Park. The Civic category are open spaces that have slightly less greenery or are typically public plazas and schools. Within the study area, examples include Market Square Park, Ohio City Farms, and Flats East Bank.

Limited Access is a broad category of open spaces that are currently difficult to reach or have very limited greenery such as surface parking lots, cemeteries, contaminated sites, and highway medians. Along the river, examples include Riverside Cemetery, Irishtown Bend, and Clark Field. As a result, Limited Access open spaces are sparsely used by residents and visitors alike. Re-envisioning all of these open spaces as comfortable places for people to linger can help the city to once again enjoy the riverfront.

FOCUS GROUP CONVERSATION EXCERPTS

- Most parks in Cleveland are not great for kids. They don't tend to have interesting landscape and art that inspires children and families.
- We need a park that puts the city in the context of why it's there in the first place; Canal Basin Park.
- One thing about that is the amount of park space that will happen in the next two years. With Irishtown Bend park. If I'm not mistaken, it's going to be the largest park in Downtown.
- That's why balance it so important. Balancing the recreational opportunities, go down into the river and enjoy the parks, yet also still finding ways to maintain the commerce.
- Good balance of types of venues (bars/ restaurants, parks, outdoor areas, etc)

Trails

Cleveland's growing trail network, especially the Towpath Trail, Centennial Trail, the future Red Line Greenway, and the future Whiskey Island connector are popular public corridors supporting Clevelanders in reaching the Cuyahoga. Although this trail network is currently disjointed, recent

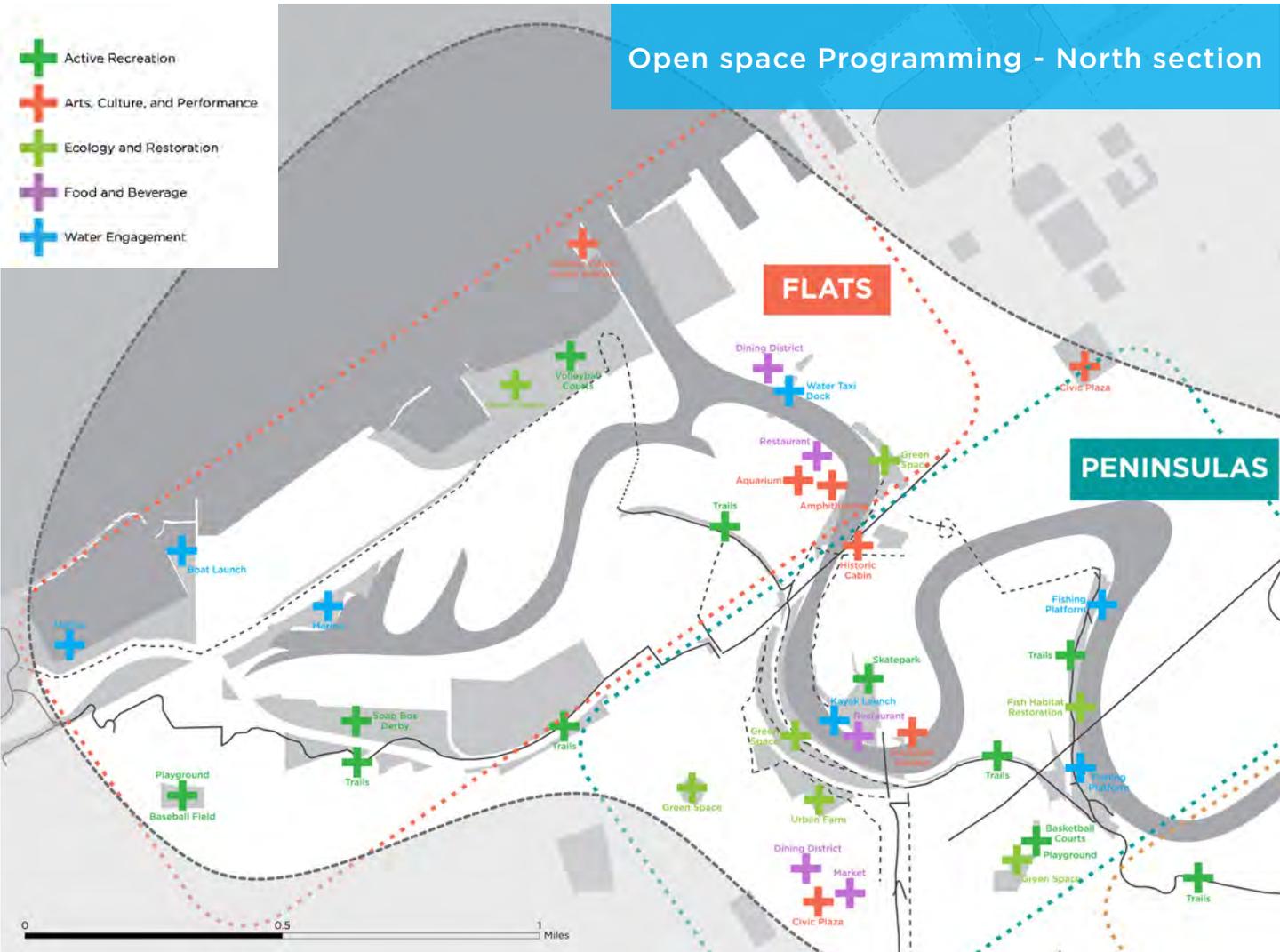
federal grants will increase connectivity near the river and will assist with additional funding for adjoining open space improvements. Leveraging the existing and proposed trails is essential to the river's public realm strategy.

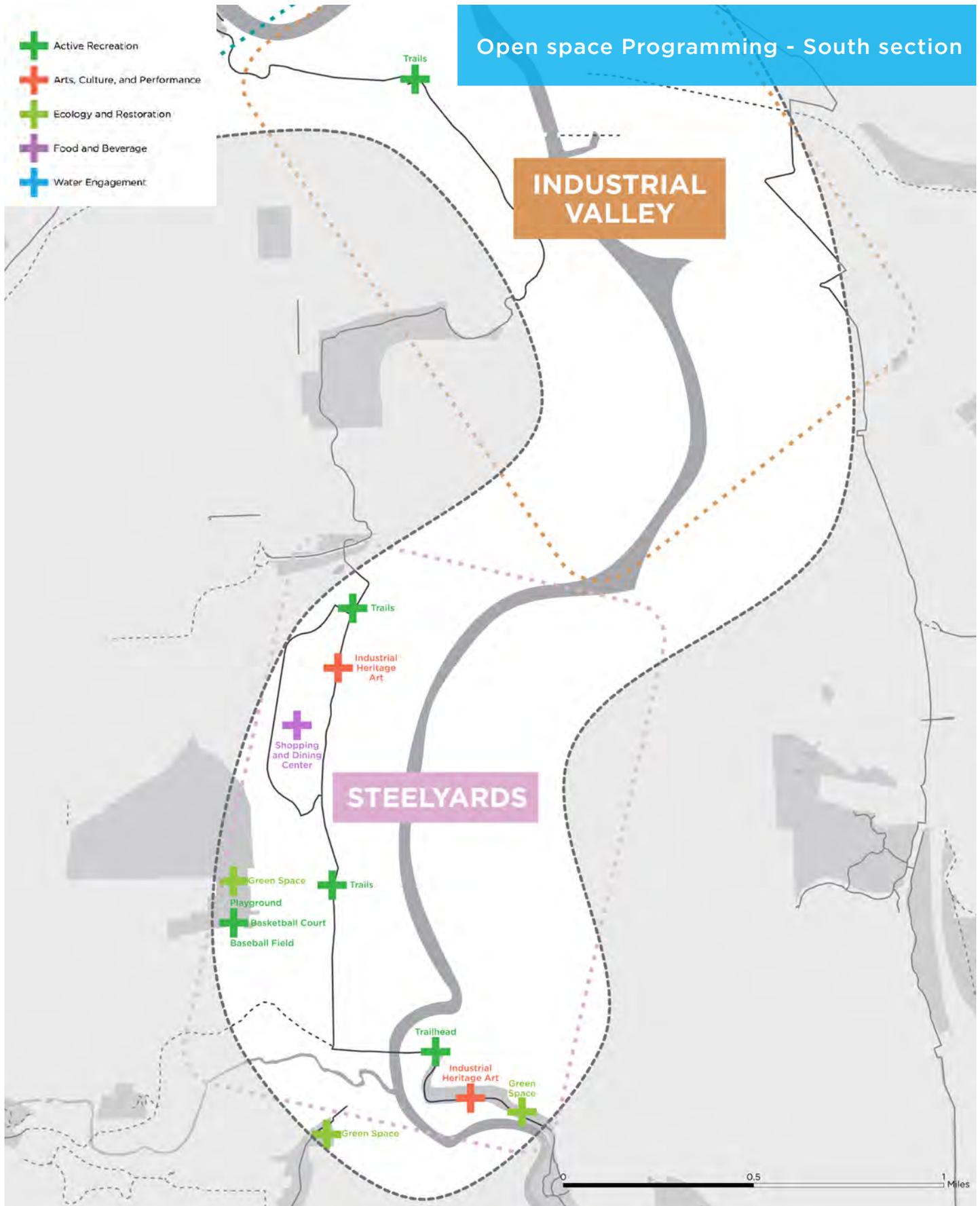
FOCUS GROUP CONVERSATION EXCERPTS

- Public art all along the trail. The spaces between the bulkheads and the trails are great opportunities for murals. I'll put all my green chips in that.
- The North Coast Harbor is an opportunity to extend the harbor. Build out the harbor to create boardwalks and trails along the lakefront to allow more public access.
- Recreation and more practical forms of transportation. The trails and good planning can allow for scooters.



Heritage Park located on Columbus Peninsula





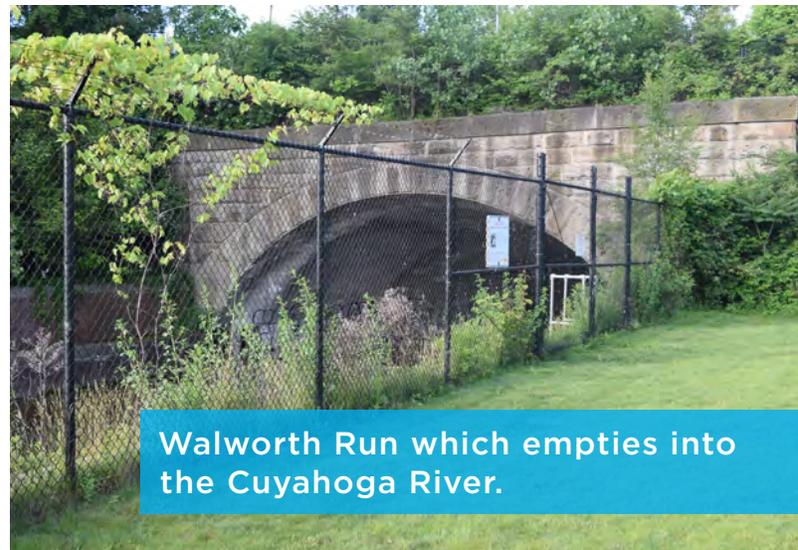
Adapting to Change

As the city restores and strengthens the riverbanks for commercial and recreational purposes, it must also plan for the external stressors placed on the river system from climate change. Warmer air temperatures from climate change cause the atmosphere to hold more moisture, which then leads to greater and more frequent rainfall. According to the United States Global Climate Research Program, the amount of precipitation from extreme storms in the Great Lakes region is projected to increase by 7-8% by the 2030s and by 9-12% by the 2050s. As a result, the increased water volume falling into and flowing through the Cuyahoga River Watershed, paired with the slow-moving nature of the river in the study area, will lead to increased extreme flooding events, especially in the low-lying Flats neighborhood.

In fact, higher than usual water levels in the Cuyahoga and in Lake Erie are already creating challenges for navigating the river. During the summer of 2019, the Lake's water level rose to about 30 inches above normal which submerged docks and prevented small water craft from naturally bypassing beneath the river's bridges, which then led to a snowball effect of greater congestion on the river and greater demand on the river's bridges. Therefore, preparing the river's public spaces to manage these greater volumes of water is necessary to promote a resilient riverfront public realm.

FOCUS GROUP CONVERSATION EXCERPTS

- The bridge is about a foot or a foot and a half above the lake water level. The water level has significantly increased over time. Before, smaller boats were able to easily move under the bridge. However, this is no longer the case.



Key Takeaways (Environment)

- Though the health of the river has significantly improved since the 1960s, water pollution still exceeds national standards and restoration efforts must continue to ensure the river's water quality returns to healthy levels so that more people are attracted to fish, boat, and enjoy the river.
- Throughout the study area, there are multiple sources of toxic air pollution that harm the health of residents, especially low-income and minority residents, and prevent citizens' full enjoyment of the river's public spaces.
- The recovery of the river ecosystem and vitality of riverfront public spaces are dependent on coordinated efforts to stabilize riverbanks and bulkheads.
- Higher-than-average water levels in Lake Erie are posing challenges to navigating the river as those levels create conflicts with existing bridges.



Communications Plan

Overview

A Communications Plan provided practical recommendations and outlines for an action plan that supports communication by the One Team to the Steering Committee, Stakeholders, and the general public for the duration of the project. Participation by the constituents in discovery research through engagement activities and surveys, as well as their overall support, was critical to the plan development. The communication plan contained best practices for communicating with the specific groups that are invested, either personally or professionally, in the current and future state of the river valley. These tactics helped in building awareness around opportunities to engage as well as providing updates about the planning process so participants can see how their input is being utilized. The planning process is supported by a detailed checklist of monthly communication to align specific milestones with communication efforts.

Project Communication Plan Objectives

DIRECT THE MESSAGE

- Statement of intention for this project and the engagements that we are conducting
- Select and manage modes and methods of communication throughout the process
- Recruit influencers to help control and distribute the narrative

CONSISTENT COMMUNICATION

- One Team is on the same page with communications
- Keep team engaged throughout the process

ACTIVE ENGAGEMENT

- Making sure all audiences are being represented
- Ensure stakeholders are aware of their responsibilities to this process
- Stakeholders leave engagements with a plan of action
- Keeping communications fluid in various phases and with various forms of media

PROJECT PURPOSE - WHAT ARE WE WORKING TOWARDS?

A working project purpose statement was created to help the entire team understand why we are doing this and have adaptable language available so the One Team can speak to the project in a consistent fashion. This statement, along with Key Messages, serves as guidance for all communications for the duration of the project: One River For All: Elevating Cleveland as a true waterfront City.

PROJECT TOOLS

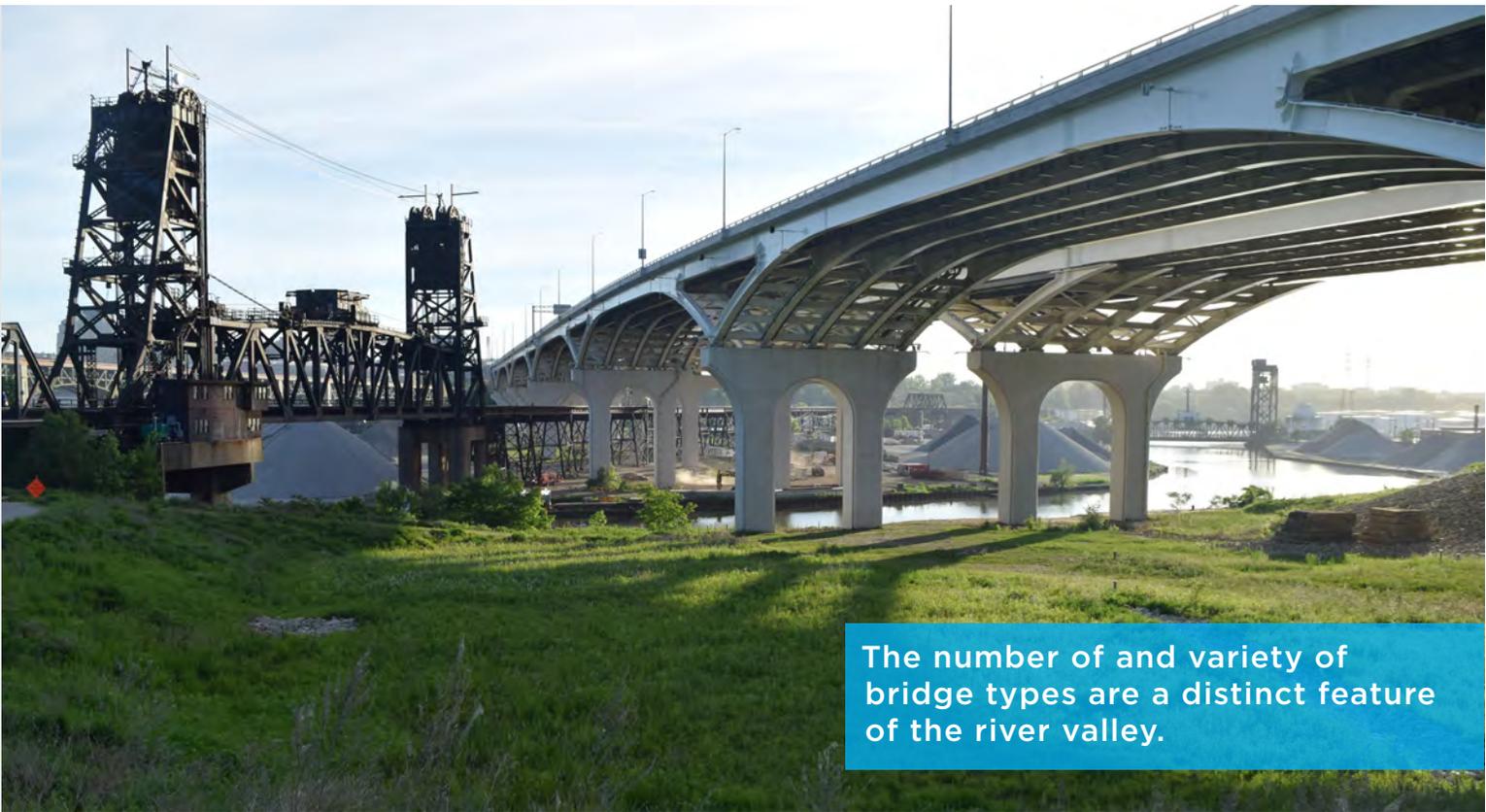
A variety of communications tools were utilized for outreach efforts during the project. These include a project website, email communications/distribution, stakeholder eNewsletter, steering committee/stakeholder toolkit with guidance for email, social media use, etc.

AUDIENCE PERSONAS

Four audience personas were identified and outlined to help the One Team understand who they were speaking to, not only for the communications of the project but for the development of the plan. Personas outline each audience group's motivation, attributes, and how to reach them. The four audience groups that were profiled include:

- Businesses and Industry
- Maritime organizations
- Residents
- Developers

The majority of these audiences will also serve as the focus groups for branding and marketing strategies for the river valley.



The number of and variety of bridge types are a distinct feature of the river valley.



Destination Cleveland's Wayfinding Signage on the Towpath Trailhead.





03 | VISION FRAMEWORK

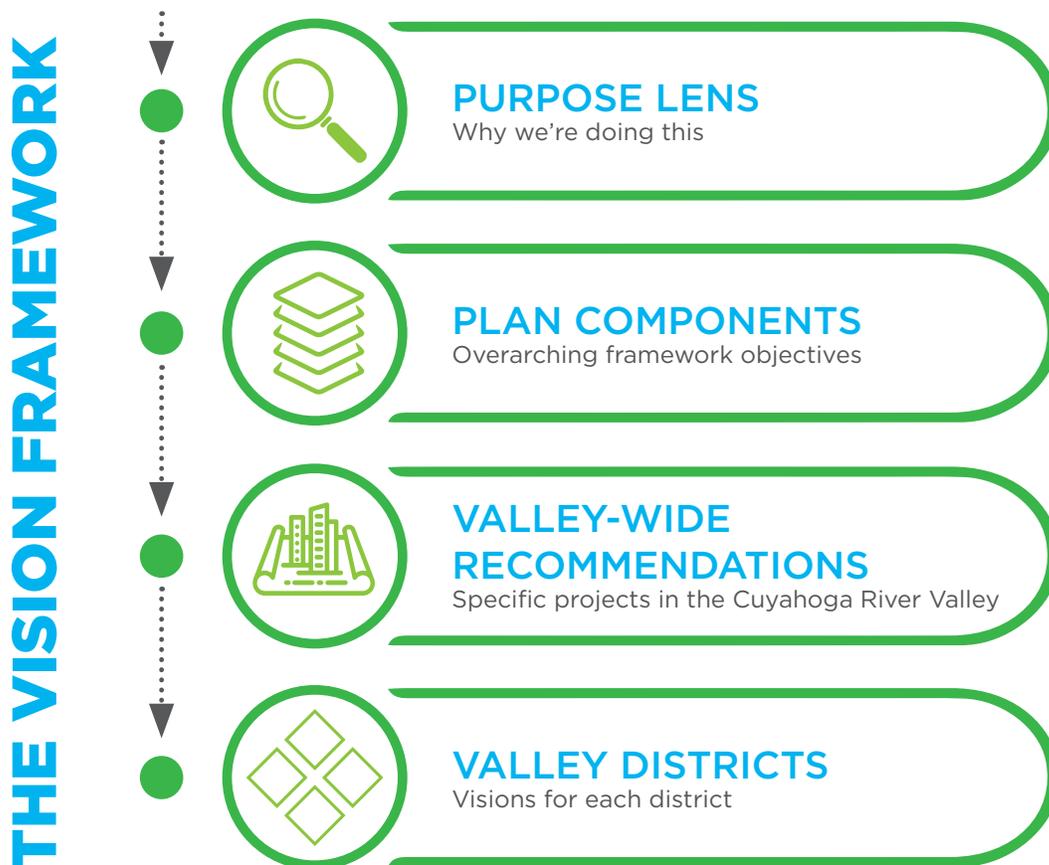
Overview

The plan is guided by the purpose lens, which was crafted through community and stakeholder outreach. The purpose lens was built on the foundation of equity and inclusion and aligns the framework to support and protect our river and lake so these natural resources can continue to positively shape our community and position Cleveland as an innovative and unified waterfront city.

The plan components are one of the organizing elements of the framework and summarize the key themes which emerged during the planning process. Each component has a vision statement which embodies the aspiration and aligns the recommendations. The other organizing element were the valley districts (The Flats, The Peninsulas, The Industrial Valley, and The Steelyards). The study area contains unique characteristics and each district has a distinct identity which contributes to the varied nature of the river experience.

The recommendations are the set of principles, initiatives, strategies, and priority strategies developed for each plan component. These were developed together with the stakeholders and community, and will help to guide decision-making throughout the planning and implementation process.

The following sections outline the purpose lens and plan components in greater detail. Chapter 4 details the specific recommendations for the entire river valley, organized by the plan components. Chapter 5 outlines the focus area plans for each of the Valley Districts.





A Vision Shared By All

For a community to work towards a Vision together, that Vision must first be communicated clearly and often and establish a clear purpose with actions that people can follow to help achieve that Vision. Purpose is the unique benefit that is brought to the world — for the betterment of humankind. Clarity of Purpose for an organization, plan, or place aligns and unites your audiences to a shared belief and drives them to engage, support and advocate for your cause. And with that understanding comes a belief that this Vision can be achieved.

Purpose Driven Plan - Built on the Foundation of Equity and Inclusion

The Purpose of this Cuyahoga River Valley plan is to support and protect our river and lake so these natural resources can equitably and inclusively shape the future of our urban community and position Cleveland as an innovative and unified waterfront city.

This means that attention and focus on directives, initiatives and projects must start with solutions that

promote equity and inclusion for all the members of our community that have historically been denied access, resources, prejudiced and ignored. Cleveland is a rich and diverse community, and that diversity has not always been considered or celebrated. This Vision will change that.

Equity seeks to ensure fair treatment, equality of opportunity, and fairness in access to information and resources **for all**. We believe this is only possible in an environment built on respect and dignity.

Inclusion builds a culture of belonging by actively inviting the contribution and participation of **all people**.

Diversity is the representation of all our varied identities and differences (race, ethnicity, gender, disability, sexual orientation, gender identity, national origin, tribe, caste, socio-economic status, thinking and communication styles, etc.), collectively and as individuals.

(the Ford Foundation for Social Justice)



**Our riverfront
and lakefront
shape our
city and our
community.**

WHY, HOW = NOW WHAT?

The **Purpose Lens** (WHY) was developed to help your organization articulate your purpose, beyond your mission.

Your Purpose is your Value Proposition to your residents, stakeholders, and visitors, regarding the type of experience and opportunities they can expect from the Cuyahoga River Valley.

It is a powerful tool that can stand as the foundation for your vision, as well as a decision making tool for projects, programming initiatives, and physical changes to your environment.

The WHY and HOWs helped our team in organizing and developing the Valley-wide recommendations (WHAT) found in this Vision. As you move forward with the recommendations and guidance outlined in this plan, a very simple set of questions can be employed to help ensure the projects that you engage in continue to support the Purpose.

Decision Making Tool: Taking Action

When determining Reasons to Take Action (or not) on specific recommendations, you can identify several pro and con statements by asking yourself:

1. Does the project/initiative ring true with or support your Purpose/WHY?
2. Does the project/initiative fit in with the 3 HOW's?
3. How long do you think it will take you to see a Return On Investment (ROI)?
4. How long do you think it will take you to see a Return On your Purpose (ROP)?

Purpose Lens

We believe that our riverfront and lakefront shape our City and our community

The Purpose of this Cuyahoga River Valley plan is to **support and protect our river and lake so these natural resources can equitably and inclusively shape the future of our urban community and position Cleveland as an innovative and unified waterfront city.** In this plan, we have outlined key principles, initiatives and strategies that describe How we will achieve this Purpose to achieve our overall Vision.



Foundation: Equity and Inclusion

With the belief that our riverfront and lakefront shape our city and community comes the opportunity to use these resources to heal past inequities to access and safe, healthy engagement with our river and lake.



Protect the Health and Safety of Our Waterway

Focus efforts on protecting the health and safety of our waterways, so that they can continue to meaningfully contribute to our lives through commerce, recreation, and general well-being.



Modernize the River, Port and Land Infrastructure

Modernize the infrastructure surrounding the river, the port, and the land within the river valley for both commercial and recreational use to contribute to the economic vitality of our community.



Build Awareness of the River and River Valley

Establish programs that build awareness of our river and river valley through access, communication, and education for all. The river and lake will be supported and protected when people understand why its important to them.



The Plan Components

Through an extensive community outreach process and a series of meetings and design charrettes with the One Team, Steering Committee, and Stakeholders, the planning process initially identified eight key plan components. Those components were land use, land mobility, water mobility, community character, public realm and access, public art, environment, and communications. These components represented the emerging themes that the project team heard during the initial phases of the planning process.

As the team continued to investigate, the plan components were refined into five key components: land use, mobility and connectivity, environment and nature, public space, and brand and marketing. The five were created out of the combining, integrating, and re-evaluation of the initial eight components. The community character component was especially strong, so much so that its principles, initiatives, and strategies are integrated into each of the plan components.

The Plan Components:



LAND USE

A diverse mix of land uses will create a variety of economic, ecological and social opportunities that celebrate the past, present, and future.



MOBILITY & CONNECTIVITY

The Valley will fully connect to adjacent neighborhoods, the City, and the World through a variety of modes of transportation.



PUBLIC SPACE

A variety of public spaces throughout the Valley will connect people, economy, the river, and the City.



ENVIRONMENT & NATURE

A thriving natural environment will be recognized as a national model for environmental restoration.



BRAND & MARKETING

Consistent use of communication tools and best practices will build awareness, drive action, and create personal connection to the River Valley for the city and community.

Recommendations

The five components of the framework have principles, initiatives, strategies, and priority strategies organized within each of them. These comprise the recommendations of the plan.

Principles are simple, aspirational statements about each plan component that describe a desired outcome or future condition. In the framework, vision statements were created which summarized the principles under each plan component.

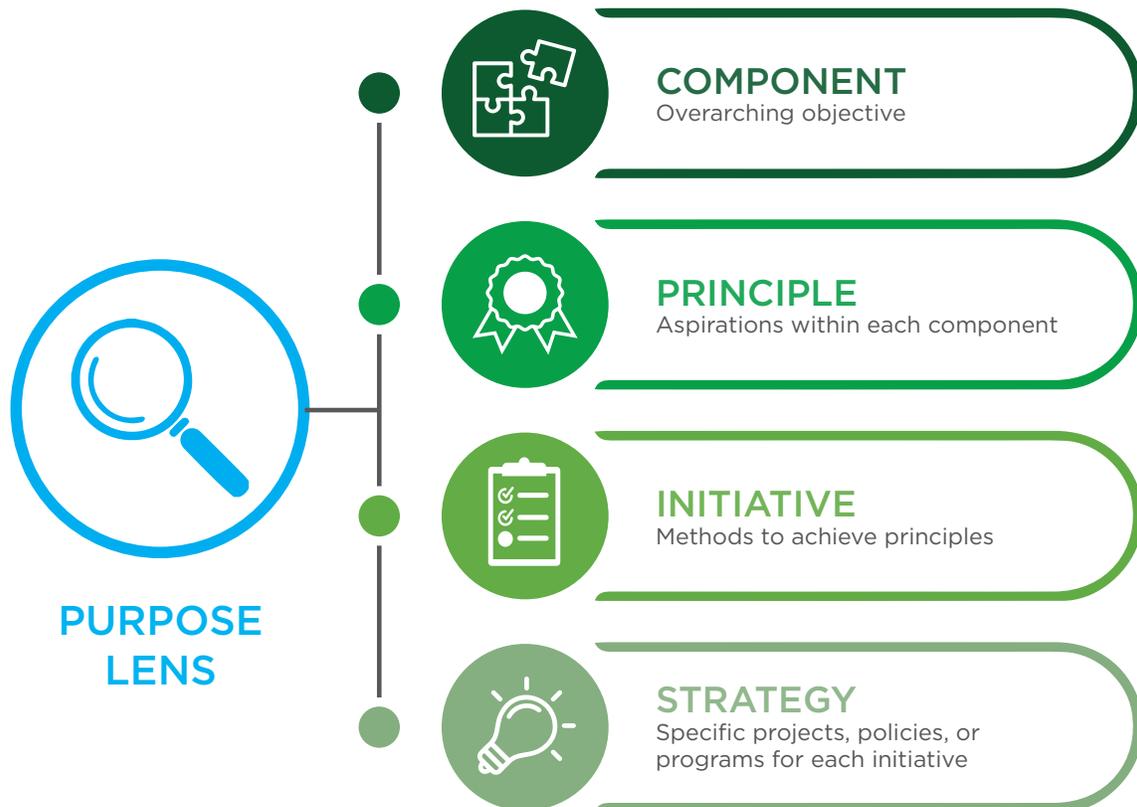
Initiatives are methods to achieve the principles.

Strategies are specific projects, programs, or policies that drive the implementation of the initiatives. The strategies are transformational and **prioritized** for short-term implementation.

The purpose lens, *we believe that our riverfront and lakefront shape our City and our community*, ties the plan framework together. This ensures that the principles, initiatives, and strategies which were developed for each plan component support the purpose of this Vision for the Valley plan to support and protect our river and lake so these natural resources can continue to positively shape our community and position Cleveland as an innovative and unified waterfront city.

This also means that the principles, initiatives and strategies incorporate solutions which promote equity and inclusion for all the members of our community.

The previous page gives a summary of the five plan components and their vision statements. In Chapter 4, valley-wide recommendations, each of the plan components are outlined along with their associated principles, initiatives, and strategies as it relates to the purpose lens. In Chapter 6, implementation strategies, the plan components are organized with their strategies and associated timeframe, priority, and next steps.





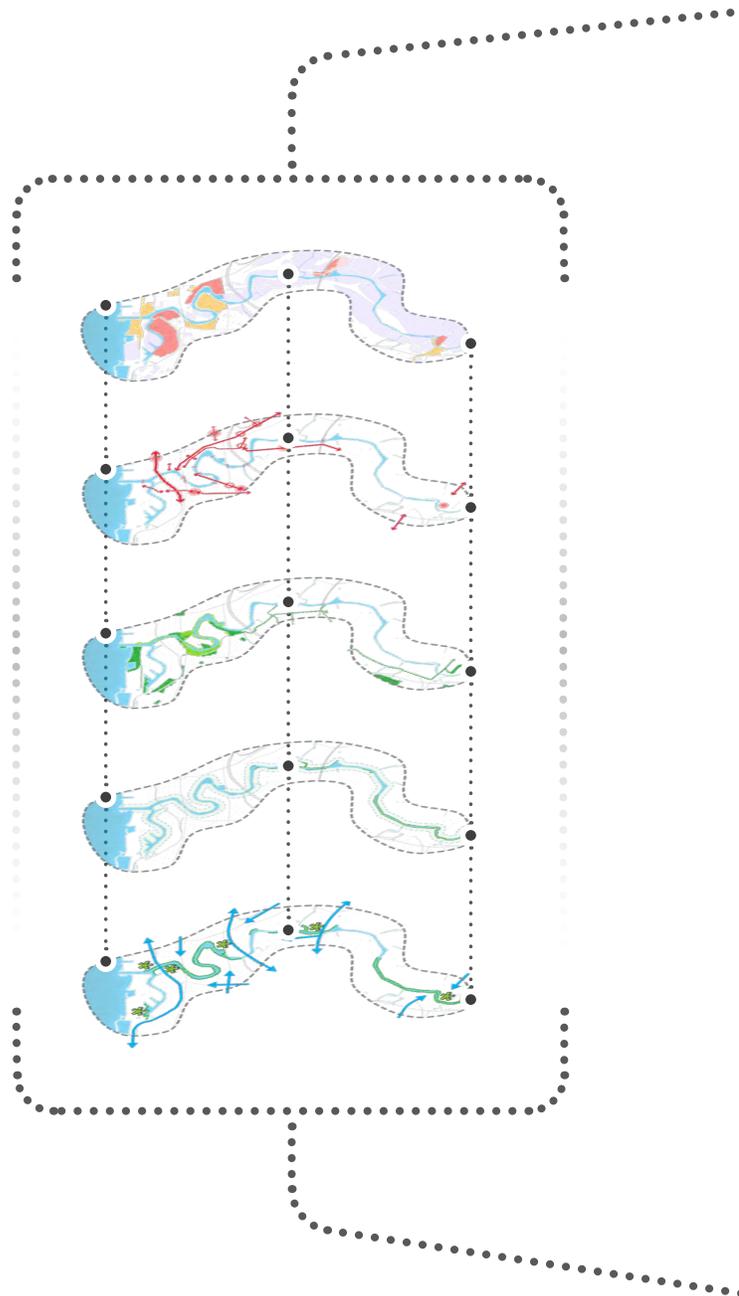


04 | VALLEY-WIDE RECOMMENDATIONS

The Vision for the Valley

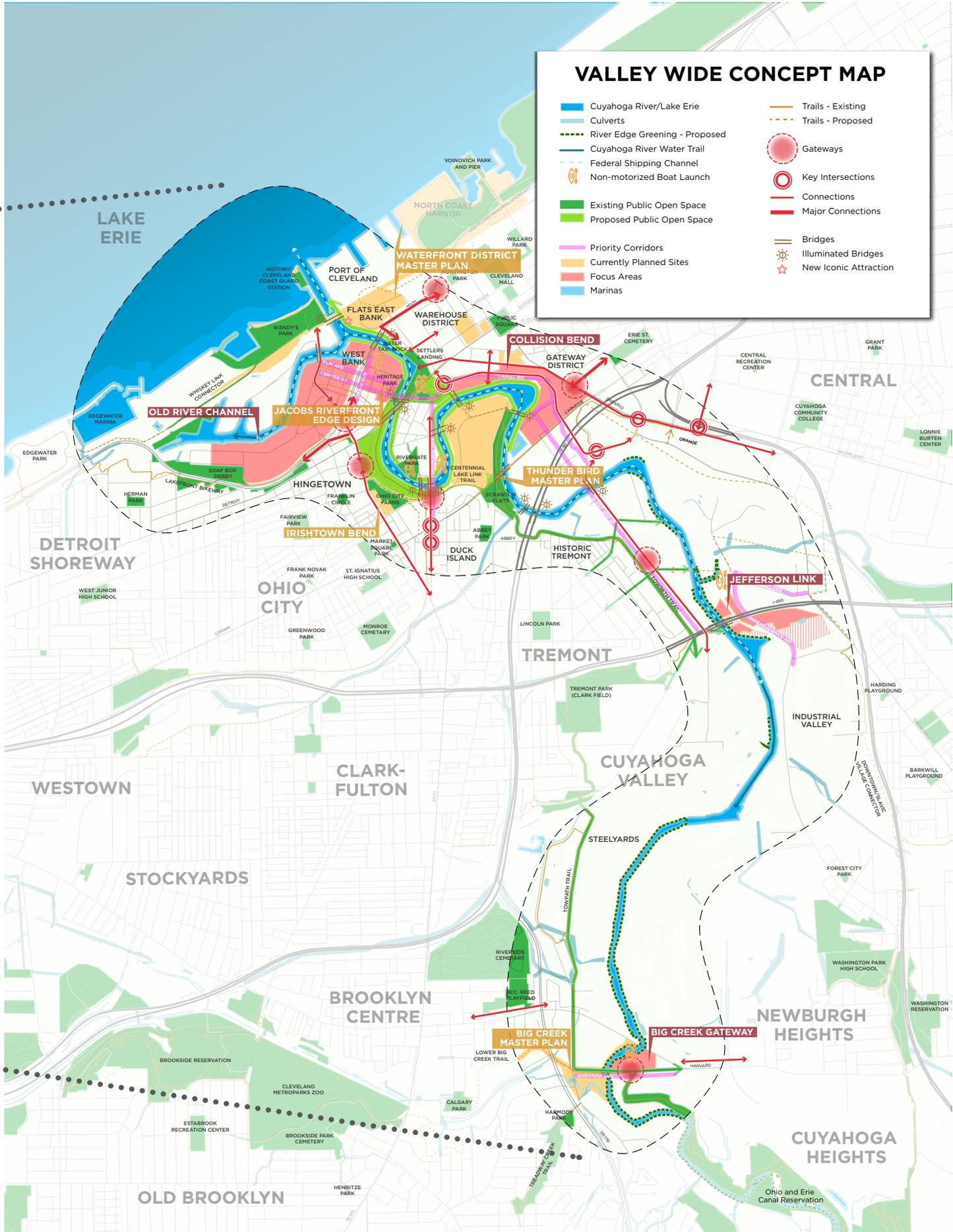
The Valley-wide recommendations include high level initiatives and strategies such as assessing vacant or underutilized properties, continuing efforts in environmental mitigation, celebrating and embracing the industrial heritage of the valley through public art, and building awareness of the river and river valley. Other more specific recommendations include improving the mobility and connectivity of users through corridor enhancements on Canal Road, Center Street, and West 3rd street; the implementation of a continuous river boardwalk and greenway on both sides of the river to improve access and public space; and improving the safety of river users (both commercial and recreational) through directional, regulatory, and educational signage along with the upgraded communication system.

The following sections break down the recommendations by the five plan components and highlight some of the key initiatives and strategies.



VALLEY WIDE CONCEPT MAP

- █ Cuyahoga River/Lake Erie
- █ Culverts
- - - River Edge Greening - Proposed
- █ Cuyahoga River Water Trail
- - - Federal Shipping Channel
- Non-motorized Boat Launch
- █ Existing Public Open Space
- █ Proposed Public Open Space
- █ Priority Corridors
- █ Currently Planned Sites
- █ Focus Areas
- █ Marinas
- Trails - Existing
- - - Trails - Proposed
- Gateways
- Key Intersections
- Connections
- Major Connections
- Bridges
- ⚡ Illuminated Bridges
- ★ New Iconic Attraction



Land Use

Historically the land use pattern in the valley led to an increasing disconnect between the industrial businesses and the adjacent neighborhoods and downtown, except for the Flats district. As a result of that disconnect, there are areas of the valley which have long been ignored or even forgotten. Over the last decade, a renewed interest has begun in reinvesting in these areas. Adjacent neighborhoods along the river valley are also planning how to better integrate their residents into the river valley. With renewed interest and investment comes the recognition to integrate with existing businesses and residents. Finding harmony between these two groups creates a truly diverse tapestry of land uses.

Existing Conditions Key Findings:

01 Maintain the industrial heritage/character while developing a new mix of uses. There is a shift in how land is being used in the valley. New infill development, changing industry, and a renewed interest in being ‘connected’ to the river is evolving a new tapestry of land uses that has a greater mix/diversity. This mix is creating new economic opportunities, and challenges related to blending with older heavy industrial land use types.

02 Connect the river valley to the surrounding neighborhoods. Historically the land use pattern in the Valley led to a disconnect between the industrial activity, and the downtown and adjacent neighborhoods. Today there is a new interest and trend to create new connections through land use and development policies.

03 Create a synergy between the land side uses and the river; the water should be the destination. Today, the river is buzzing with new activity along the waterfront. This includes entertainment and recreation activities. As the valley is developed, promoting and creating these connections will continue to add to the social and economic resiliency.

04 Grow the economy through a balanced approach. Create opportunities for existing businesses and landowners while attracting new businesses. Seek to develop a vision for underutilized areas and mend the “conflict” between the varying stakeholders.

Engagement Key Findings:

01 Being Green and SMART* is a priority. There was a consistent message from the community on how land should be used now and in the future. Keep green, make it SMART*. In simple terms the community (public and private alike) generally are in alignment that the valley should be a model for being environmentally sustainable and innovative in how land use is planned, connected, and developed.

**SMART: Using information and communication technologies to increase operational efficiency, share information with the public, and improve citizen welfare.*

02 Equitable connections are key. Similar to the existing conditions key findings, the public also identified and supported the need to connect the Valley to the adjoining neighborhoods and districts. This was/is especially true for neighborhoods and populations who historically have not had access to or a reason to go and enjoy the Valley.

03 Hold everyone accountable and collectively build the future. This includes both existing businesses and landowners in addition to future stakeholders of the river valley.

04 Build on and complement the momentum growing within the river valley with the proposed plans and projects.



A DIVERSE MIX OF LAND USES WILL CREATE A VARIETY OF ECONOMIC, ECOLOGICAL AND SOCIAL OPPORTUNITIES THAT CELEBRATE THE PAST, PRESENT, AND FUTURE



FOUNDATION: Equity and Inclusion

With the belief that our riverfront and lakefront shape our City and community comes the opportunity to rethink how our land use decisions impact or support Cleveland's ability to access and safely enjoy the valley. The Land Use Vision and supporting principles clearly outline and establish a new direction to ensure access, equity, and economic and social resilience are at the forefront of land use and development decisions.



Protect the Health and Safety of our Waterways

The health and safety of the waterways is a topic considered and woven into the vision and principles. This is demonstrated in the nod to the ecological element of the vision statement, as well as the principles which speak to planning to highest and best use, including environmental sustainability. A common coalition as outlined in the principles would also support environmental resiliency through regulation and monitoring.



Modernize the Valley Infrastructure

An important aspect of this plan component, as well as other components, is to enhance the infrastructure in the valley. A key element of this are the many bridges along the river, as well as developing SMART communication tools for recreational boaters and commercial shipping activities.



Build Awareness of the River and River Valley

One of the key elements to a successful and thriving river valley is ensuring the 'story' of the Valley is told. In essence, establishing clear communication strategies about the valley such as special programs and events, development opportunities, and most importantly personal experiences. The recommendations in this section all work to create a revitalized valley that will generate new stories that need to be told to attract and retain residents, visitors, and investment.



Rivergate Park on Columbus Peninsula where Merwin's Wharf, Crooked River Skatepark and the Cleveland Rowing Foundation are located.

FRAMEWORK KEY

Principles - Simple, aspirational statements about each Plan Component that describe a desired outcome or future condition.

Initiatives - Methods to achieve the principles.

Strategies - Projects, programs, or policies that drive the implementation of the initiatives. Strategies are **transformational** and **prioritized** (Easy Wins, Short-Term, Mid-Term, Long-Term; Priority)

1. LAND USE RECOMMENDATIONS



PRINCIPLE 1.1: Neighborhoods and the working waterfront in each district are thriving and at an equilibrium.

INITIATIVE 1.1.1: Balance water-dependent industrial uses with opportunities for safe, public access and recreational amenities at the river's edge in the Industrial and Steelyards Districts.

Strategy	Purpose
1.1.1.1: Develop the properties in the Jefferson Link focus area, on the east side of the river.	
1.1.1.2: Develop the properties on the west side of the river at the Big Creek focus area.	
1.1.1.3: Ensure efficient and well-maintained trucking routes to support the industrial economy.	
1.1.1.4: Support the future operations of industrial and commercial uses in the Steelyards District.	
1.1.1.5: Assess underutilized industrial parcels for potential additional public access to the river.	

PURPOSE KEY



FOUNDATION:
Equity and
Inclusion



Protect the
Health and
Safety of our
Waterways



Modernize
the Valley
Infrastructure



Build Awareness
of the River and
River Valley

PRINCIPLE 1.2: Development areas are planned to their highest and best use strengthening the social, economic, and environmental fabric of the Valley.

INITIATIVE 1.2.1: Ensure developments is of the highest quality and is contextually sensitive to the surrounding urban/community fabric.

Strategy	Purpose
1.2.1.1: Create design guidelines for that support and promote the vision for the districts in the Valley, including a percentage of developed land to remain for trails and public access.	
1.2.1.2: Update the zoning code to allow for a balance mix of uses as outlined in the Plan, specifically the focus area districts.	

INITIATIVE 1.2.2: Promote mixed-use infill or redevelopment along the river.

Strategy	Purpose
1.2.2.1: Redevelop Collision Bend and Sherwin Williams property as a key mixed-use destination that 1)connects the River to downtown and entertainment venues, and 2)creates a publicly-accessible plaza and open space along the river.	
1.2.2.2: Infill the West Bank of the Flats District.	
1.2.2.3: Develop the Columbus Peninsula with new uses that complement the existing recreational activities and connect to the River and adjoining parks space.	
1.2.2.4: Develop Scranton Peninsula.	

INITIATIVE 1.2.3: Support the relocation of industrial uses north of I-90 that are interested in relocating.

Strategy	Purpose
1.2.3.1: Work with existing industries north of I-90 to integrate with new development, regarding public health, safety, and welfare.	

PRINCIPLE 1.3: A full spectrum of housing options serves all populations.

INITIATIVE 1.3.1: Promote policies that incentive mixed-income housing.

Strategy	Purpose
<p>1.3.1.1: Encourage a mix of adaptive re-use projects and new developments that benefit from historic preservation and low-income housing tax credits.</p>	
<p>1.3.1.2: Preserve Lakeview Terrace area as an affordable and desirable place to live, and integrate new mixed-income options.</p>	

PRINCIPLE 1.4: A common authority supports, manages, and grows the Valley.

INITIATIVE 1.4.1: Coordinate the development, operations, and management of the Valley through a common authority.

Strategy	Purpose
<p>1.4.1.1: Establish the Cuyahoga Valley Coalition (CVC) to manage funding, improvements, operations, and maintenance of public infrastructure.</p>	
<p>1.4.1.2: Create a common process where the CVC reviews and provides guidance on a variety of land use and infrastructure to review land use and development proposals.</p>	



Promote mixed use infill and re-development along the riverfront which links to the adjacent neighborhoods and downtown.

Key Initiatives and Strategies

A series of priority initiatives have been identified with the land use component. These initiatives should receive the highest focus and priority when implementing the plan. The following narratives more clearly outlines each of the priority initiatives.

Develop public space at the on the east side of the river.

This initiative was identified as a top priority due to land providing needed public and green space 'down river', the need to implement creative environmental mitigation techniques, and interest from the property owner at the time to explore new land uses on the historic industrial site.

This area is more clearly outlined in the priority project area section, Jefferson Link. This area is envisioned as a place where industry and the environment and public spaces coexist with a new focus on clean industry and targeted environmental restoration. This includes new pedestrian connections, boat access, and enhanced ecological zones among the existing industry.

Integration of development.

Throughout the river valley, there are opportunities to redevelop vacant or underutilized parcels, or rehab abandoned buildings/warehouses. These developments should enhance the neighborhood and embrace the history and surrounding industry. These opportunities exist in the northern section of the study area with concept plans shown for the Old River Channel and Collision Bend areas.

Develop public space on the west side of the river.

Big Creek Gateway is another priority project area. In this area there are specific strategies to further advance the project purpose by creating a safe and healthy river, and being inclusive by creating new opportunities for all to connect to the Valley. This is recommended in the form of passive recreation among environmental restoration, as well as boat access to the river, and improvements to the motorized and non-motorized transportation infrastructure (complete streets).

Create design guidelines and zoning code update to support and promote the vision.

One of the keys to implementing the plan is ensuring the recommendations are codified, and standards are in place to promote good land stewardship and support a robust Valley economy. This applies to two of the priority initiatives.

A key focus of the code and standards development should be on working with land owners and developers to create a buffer along the river where possible to promote connectivity, and serve as a bio-remediation/retention area.

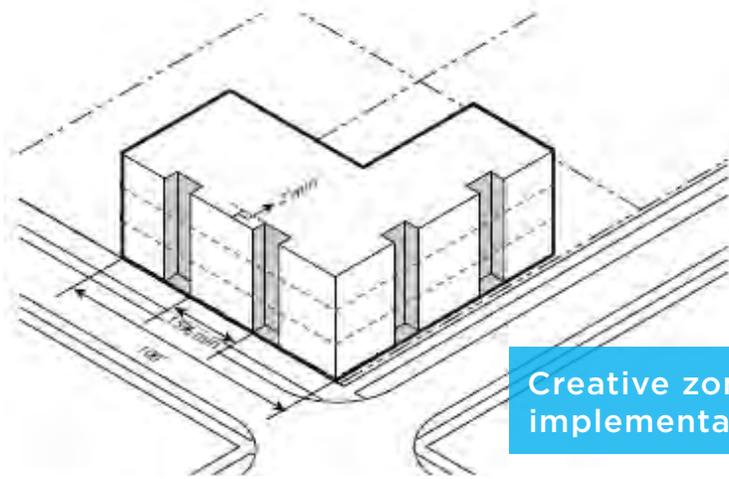
Another focus of the code development should be on allowing for a greater mix of uses in the Valley than what was traditional permissible. This applies to all the priority project areas, specifically Collision Bend and the Old River Channel.

Lakeview Terrace area as an affordable and desirable place to live.

Lakeview Terrace is one of the earliest examples of affordable housing in the country, and it has been an important housing asset in Cleveland for many decades. However, this area has aged and is in need of repair and an overall revitalization to upgrade the units, provide better connectivity, improve environmental conditions, and better orient the project withing the surrounding context. The vision for this area is to be more integrated into the City, balanced with additional market rate housing, affordable housing options and enhanced connectivity to the river and transportation options. Additional new housing units may increase traffic on West 25th Street and Detroit Avenue; this potential impact should be studied during the planning phase of Lakeview Terrace.

Establish the Cuyahoga Valley Partnership (CVP) to manage funding, improvements, operations, and maintenance of public infrastructure.

The partnership is an important first step to guide implementation of the plan. It may be the highest priority initiative in the plan, as it sets the foundation for many of the programs, policies, or projects, outlined herein. A common authority or partnership is needed to help oversee, regulate, fund, and maintain many of the Valley infrastructure improvements and operations (e.g. bridge operations, communication, river safety, bulkheads, environmental monitoring and restoration, etc.).



Creative zoning and development standards to guide implementation of the vision.



Building rehabilitation or underutilized parcel opportunities along Center Street.



Development opportunities along West 3rd Street in Collision Bend.



Lakeview Terrace today located in the Flats West Bank.

Mobility & Connectivity

The divide between industrial, recreational, and resident users of the river valley become evident early, making a key priority to create a balance for the user groups and travel modes. The current infrastructure is aging, with gaps existing between various travel modes. Roadways are bisected by the river and bridges, railroads crossing at grades and limited opportunities for pedestrians. The Cuyahoga River is a federal chipping channel with approximately 700-900 commercial vessels navigating the winding river on an annual basis. Incidents between the large vessels and personal water crafts are frequent and will continue to increase due to the lack of safety measures. Bridge operations were another tenacious point for all users. Bridge tenders are slow and cumbersome with their operations, with only one tender on duty at any given time and openings having to made in advance. In addition, there is little to no communication to the common user when the bridges will be raised and lowered.

River safety was a high priority for stakeholders and recreational river users. Both groups noted the lack of law enforcement and overall management for the river, in addition to the lack of infrastructure to aide in the safety measures. The commercial entities want to protect their investments, as the river is an economic engine for the city and region, and our concerned with increased recreational usage. Similarly, recreational users want to enjoy the river but do so in a safe manner. This balance is needed on the land side as the different modes of transportation (truck, automobile, bike, transit, and pedestrian) integrate together.

Existing Conditions Key Findings:

- 01 Interconnectivity between modes within the River Valley can improve significantly, creating better access to and across the river.

- 02 The River Valley bridges (and their operations) play a critical role in the movement and access in and out of the River Valley. Providing convenient and safe access for all modes is key.

- 03 Improvements to the operations of the NS Bridge (Iron Curtain) is critical for water access for both industrial and recreational boaters.

- 04 The safe (passing) and no docking zones along the riverfront need more awareness and clear signage for boaters. In addition, there needs to be more areas for boat docking to provide safe options for recreational boaters.

Engagement Key Findings:

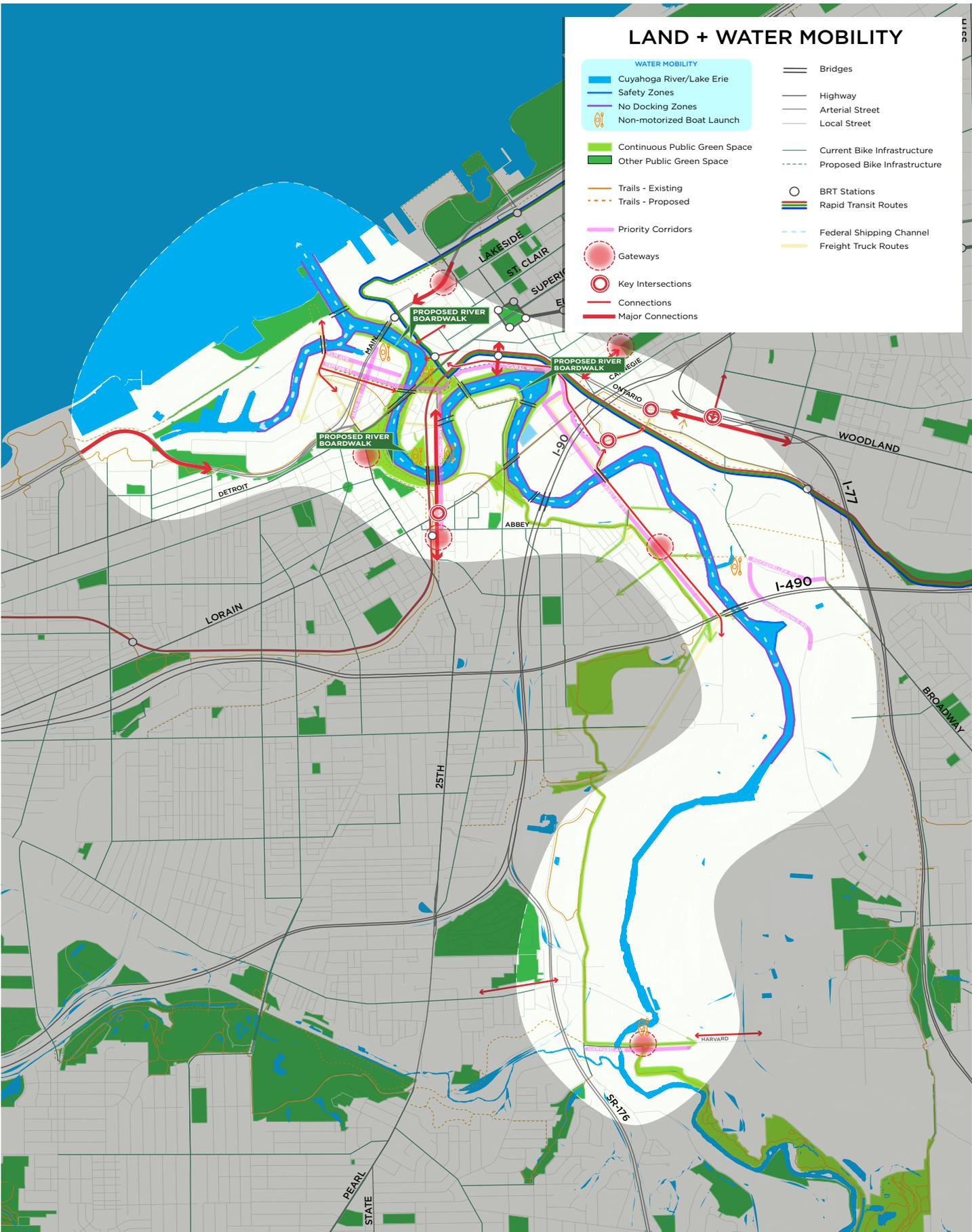
- 01 There is a growing desire to use the river for more recreational boating activities (kayaking, paddle boarding, rowing, etc.) however, identifying launch locations, safe travel and navigating the river with the industrial traffic hinder increased activity.

- 02 Improve the interconnectivity between the existing modes (auto, bike, transit) within the valley. RTA rail lines and stations are underutilized, while the trail infrastructure is robust, the last mile connections to businesses and attractions is lacking.

- 03 Improvements to the existing bridges including maintenance, deterioration, safety and utilization.

- 04 Better definition of where trucking routes is within the road system.

- 05 Embrace the industrial heritage and the co-existence of trucks, vehicles, bicyclists, and pedestrians in a safe and manageable way.



LAND + WATER MOBILITY

- | | |
|-----------------------|-------------------------------|
| WATER MOBILITY | |
| | Cuyahoga River/Lake Erie |
| | Safety Zones |
| | No Docking Zones |
| | Non-motorized Boat Launch |
| | Continuous Public Green Space |
| | Other Public Green Space |
| | Trails - Existing |
| | Trails - Proposed |
| | Priority Corridors |
| | Gateways |
| | Key Intersections |
| | Connections |
| | Major Connections |
| | Bridges |
| | Highway |
| | Arterial Street |
| | Local Street |
| | Current Bike Infrastructure |
| | Proposed Bike Infrastructure |
| | BRT Stations |
| | Rapid Transit Routes |
| | Federal Shipping Channel |
| | Freight Truck Routes |

THE VALLEY WILL FULLY CONNECT TO ADJACENT NEIGHBORHOODS, THE CITY, AND THE WORLD THROUGH A VARIETY OF MODES OF TRANSPORTATION.



FOUNDATION: Equity and Inclusion

The majority of the riverfront houses industrial business whose operations require boat/river access. These users are vital to drive our local and regional economy. However, there is a disproportionately small amount of riverfront available to the public. The principles seek to create a healthier balance between river users both on land and water, understanding the importance the access has for each user with respect to our community. Each user has clearly defined goal; access to and through the river for business or enjoyment. Additional initiatives outline methods to extend river access to neighborhoods and populations who currently do not have access.



Protect the Health and Safety of our Waterways

The impact that the river has to our commerce, recreation and overall well-being is substantial. It is critical that we protect the river in order that all groups can continue to benefit from its existence. The principles and initiatives seek to establish methods and strategies where commerce can still flourish within a healthy, sustainable environment. Additional strategies outline how land infrastructure can help promote the well-being of the user groups who live, work and play within the river valley.



Modernize the Valley Infrastructure

The infrastructure around the river is in varying stages of disrepair and as such, hinders the efficiency and growth of the river valley commercially and recreationally. Updating the surrounding infrastructure (roads, bridges, bulkheads, safe harbors) and establishing smart technologies (bridge operations, mobile apps, signage/wayfinding) aide current users and promote future uses within the river valley which are not being realized as a result. This allows the valley to contribute further to the economic vitality of the city and region.



Build Awareness of the River and River Valley

Through enhancements of the various modes of transportation into and through the river valley, the visibility increases. More users will become familiar with the offerings and potential that is contained within the river valley. Enhancing the mobility and safety also brings comfort to recreational users who feel confident in exploring the area, without hindering the efficiency and flow of the industrial business's operations. The increased recognition, through those enhancements, of the industrial business reveal their importance to the economy in addition to the public's desire to interact with the river will builds respect and appreciation between the groups.



The American Courage traveling down the Cuyahoga River near the Scranton Peninsula and the Towpath Trail.

2. MOBILITY & CONNECTIVITY RECOMMENDATIONS



PRINCIPLE 2.1: The Valley is multi-modally connected internally, to adjacent neighborhoods, and to Lake Erie.

INITIATIVE 2.1.1: Improve the safety, clarity, efficiency, and mode balance of the transportation network within the Valley, so the Cuyahoga serves as a “Complete River” corridor.

Strategy	Purpose
2.1.1.1: Maintain, enhance, and direct use of trucking & freight routes. Coordinate active transportation facilities with these routes on-land (Center St., W. 3rd St., and Canal Rd.)	
2.1.1.2: Improve connections to the RTA Waterfront Line and transit stations through safe non-motorized connections in and around Collision Bend.	
2.1.1.3: Maintain and protect the federal shipping channel for commercial vessels.	
2.1.1.4: Develop river setbacks and easements for public access and pedestrian connections. (See Public Space Principle #1)	
2.1.1.5: Provide additional water taxi routes along the river.	
2.1.1.6: Continue to work with the rail industry to maintain access to the Valley and Lake Erie by minimizing bridge obstructions, especially during weekends to ensure safe recreational boat and coast guard access.	
2.1.1.7: Improve road surface infrastructure for appropriate transportation modes on key corridors: Main Ave., Canal Rd., W. 3rd St., Stones Levee St., Independence Rd., and Center St.	

PURPOSE KEY



FOUNDATION:
Equity and
Inclusion



Protect the
Health and
Safety of our
Waterways



Modernize
the Valley
Infrastructure



Build Awareness
of the River and
River Valley

INITIATIVE 2.1.2: Improve the safety, clarity, efficiency, and mode balance of the transportation network to adjacent neighborhoods.	
Strategy	Purpose
2.1.2.1: Create underpass improvements to the Main Avenue East bridge to enhance connectivity across the River for non-motorized transit.	   
2.1.2.2: Create bike and pedestrian enhancements along Superior Avenue.	   
2.1.2.3: Support the implementation of the Kingsbury Run Trail.	   
2.1.2.4: Support the implementation of the Harvard Avenue connector trail.	   
2.1.2.5: Support the implementation of the Big Creek Connector and link to Treadway Creek Trail to better connect Old Brooklyn and Brooklyn Centre to the Valley.	   
2.1.2.6: Create an active transportation connection to neighborhoods east of the river, via Slavic Village Downtown Connector.	   
2.1.2.7: Enhance the existing lower level infrastructure on the Detroit Superior Bridge to create a non-motorized connection.	   
2.1.2.8: Improve linkages between the east and west sides of the river, either through enhanced bridges or new bridges.	   
INITIATIVE 2.1.3: Improve connections from the riverfront to the lakefront.	
Strategy	Purpose
2.1.3.1: Create an active transportation connection to North Coast Harbor.	   
2.1.3.2: Create a visual connection to the Lake from the Valley through an iconic observation feature.	   
INITIATIVE 2.1.4: Create safe and memorable pedestrian experiences.	
Strategy	Purpose
2.1.4.1: Create/extend the river front boardwalk from the Flats south through Canal Basin Park and beyond to Collision Bend. (see 3.1.1.1)	   

MOBILITY & CONNECTIVITY CONTINUED

PRINCIPLE 2.2: Communication infrastructure for all transportation modes makes travel clear and safe.

INITIATIVE 2.2.1: Improve communication for all river users to increase awareness of maritime traffic patterns and schedules.

Strategy	Purpose
2.2.1.1: Create a maritime communications system that clearly communicates information to all river users and terrestrial travelers.	   
2.2.1.2: Integrate maritime traffic patterns and schedules into a common mobile platform (Google, Waze, etc.) for more efficient and safer water travel.	   

INITIATIVE 2.2.2: Create a wayfinding and signage system for all Valley users.

Strategy	Purpose
2.2.2.1: Create on-land wayfinding signage and gateway treatments that connect residents and visitors to the Valley.	   
2.2.2.2: Create directional, regulatory, and educational signage for recreational River users. Include docking/no docking, recreational refuge zone, and emergency egress signage.	   
2.2.2.3: Clearly identify and sign designated truck routes.	   

PRINCIPLE 2.3: Maritime traffic flows freely, with reliable and efficient bridge operations.

INITIATIVE 2.3.1: Improve land and water mobility operations.

Strategy	Purpose
2.3.1.1: Continue to work with Norfolk Southern to manage impacts from the “Iron Curtain” Bridge operations to minimize disruption of maritime traffic.	   
2.3.1.2: Implement centralized, remote control ops system for movable bridges.	   

PRINCIPLE 2.4: Commercial and recreational watercraft operate safely.

INITIATIVE 2.4.1: Develop adequate recreational infrastructure.

Strategy	Purpose
<p>2.4.1.1: Establish additional safe docking and public marinas at key locations in the Valley, such as Collision Bend, Canal Basin Park, and West Bank.</p>	
<p>2.4.1.2: Create new non-motorized boat launch areas; consider Flats East Bank, West Bank, Canal Basin Park, Thunderbird, Cleveland Rowing Foundation, Jefferson Link, and Big Creek as potential sites.</p>	
<p>2.4.1.3: Provide adequate emergency egress points.</p>	
<p>2.4.1.4: Establish policing strategies dedicated to enforcing existing rules and regulations, for river safety.</p>	

PRINCIPLE 2.5: Bulkheads are well-maintained.

INITIATIVE 2.5.1: Create bulkhead management strategy.

Strategy	Purpose
<p>2.5.1.1: Evaluate the condition of all river bulkheads, and create a capital improvement plan based on safety and economic impacts.</p>	

Key Initiatives and Strategies

The goal of the Cuyahoga River Valley is to be connected to adjacent neighborhoods, the city, and the World through a variety of modes of transportation starts with the implementation of initiatives and strategies to improve the mobility systems to provide safe, reliable, and efficient travel.

A Complete River Corridor

Improving the safety, clarity, efficiency, and mode balance in the valley transportation network begins with understanding the current conditions and needs of the adjacent land uses. Truck and freight routes have been established linking corridors to key areas of land where industry is present. Upgrading the infrastructure on those corridors for heavy truck usage will ensure the long-term vitality of those industries. Signing those routes provides clarity on the type of transportation expected for other users.

Several corridors within the valley were identified during the process as needing further enhancements in order to support efficient travel and the surrounding land uses. Those corridors include: Main Avenue, Canal Road, Elm Avenue, Center Street, Columbus Road, West 3rd Street, Stones Levee Road, Rockefeller Avenue, Independence Road, and Harvard Avenue. These enhancements include improved roadways, pedestrian walkways, lighting, crosswalk and intersection treatments, and in some cases bike infrastructure.

The GCRTA Waterfront Line has two stations within the study area, Settler's Landing and West 3rd Street. Enhancing the connections to the stations through pedestrian paths, crosswalks, and intersection treatments will improve the ability to connect with and through the river valley assets.

Connecting to Adjacent Neighborhoods & Lakefront

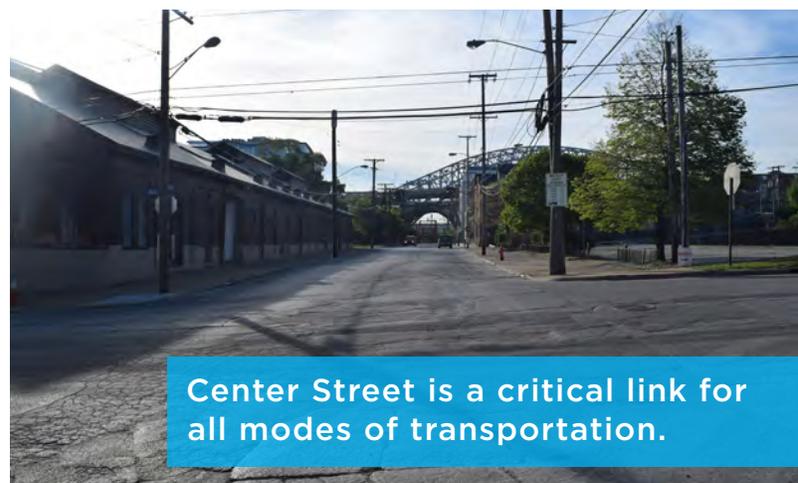
There are several existing trails as well as bike infrastructure which are implemented and establish connections to adjacent neighborhoods and surrounding communities. The Ohio & Erie Canal Towpath Trail is part of a larger statewide trail network, which traverses through the river valley and culminates in Canal Basin Park and Lake Erie.

Previous plans call for additional future connections from adjacent neighborhoods such as the Harvard Avenue Connector Trail (Village of Cuyahoga Heights, Village of Newburgh Heights, East Side of the City of Cleveland), The Big Creek Connector (Old Brooklyn and Brooklyn-Centre Neighborhoods), and the Downtown-Slavic Village Connector Trail (Slavic Village Neighborhood). Each of these trails provides critical access to neighborhoods and populations who do not currently have access to the river valley.

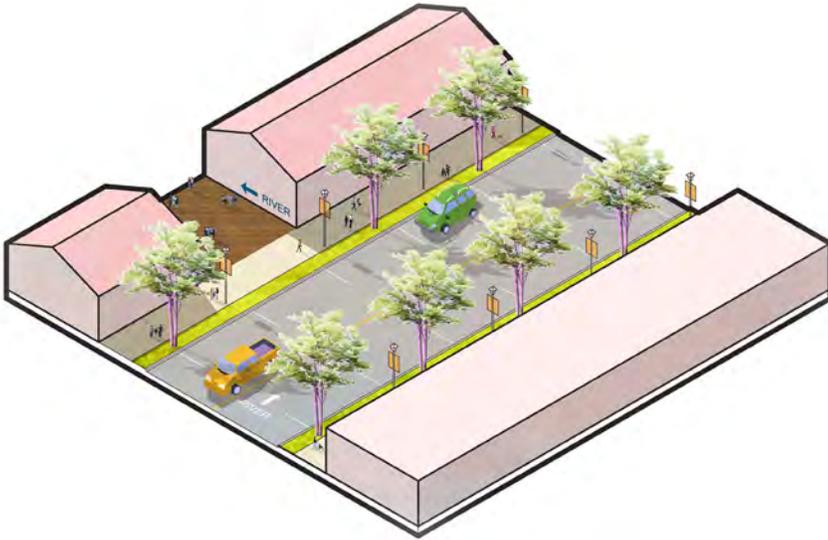
Center Street is a critical corridor for trucks, cars, bicyclists, and pedestrians as it spans across the river. In the case of Center Street, implementing a complete street would provide connections for all modes of transportation allowing users to safely and reliably use the corridor. For other corridors within the study area, implementing appropriate infrastructure improvements such as protected bike lanes, landscaped edges, adequate lane widths for trucking routes, safe crosswalks, and signage would improve the safety for the respected modes of travel and further enhance connectivity.

Connecting the river to the lakefront is also important in realizing Cleveland as a waterfront City. In the Flats district, connecting sidewalk and bike infrastructure to the planned Wendy Park Bridge provides critical lakefront access. Additionally, implementing an iconic observation feature within the Flats East Bank district provides a visual connection to the lake.

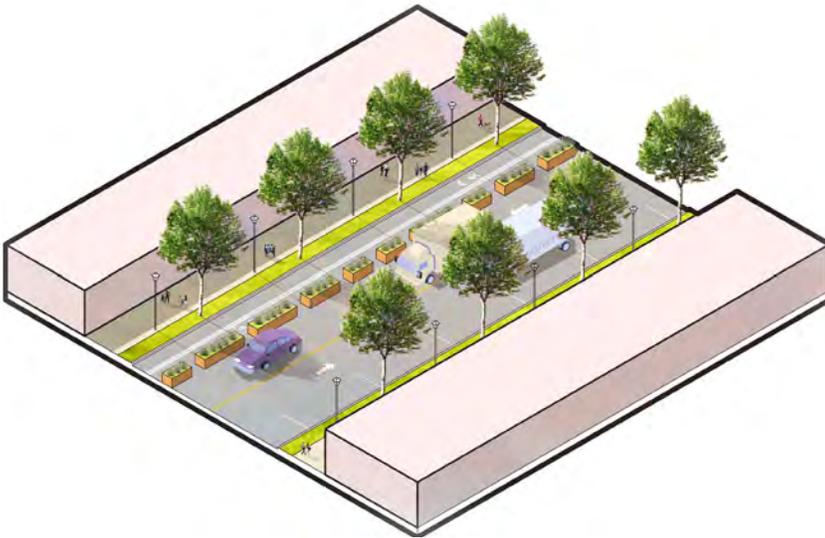
Refer to the traffic analysis in the appendix to confirm whether priority connector roads' Level of Service is anticipated to reach an unacceptable level, due to potential development traffic impacts.



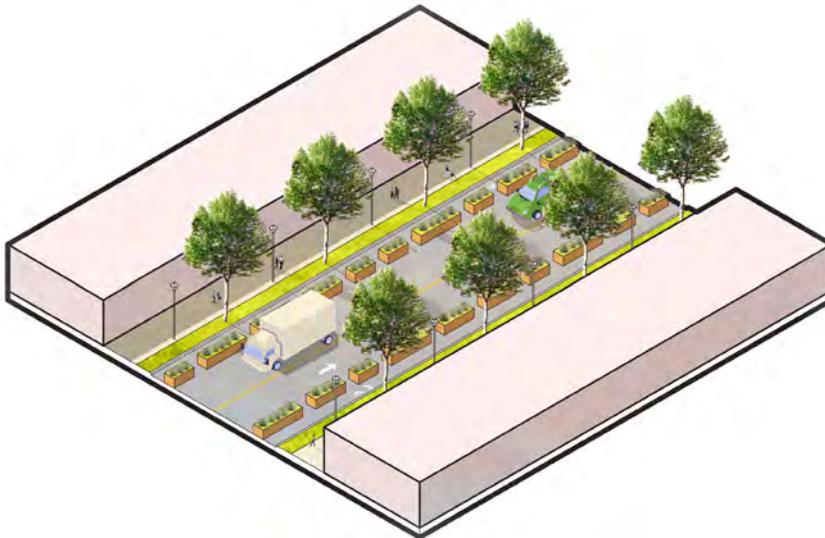
Corridor Improvement Alternatives:



Simple and Effective: Provide clearly marked on-street parking, with a landscape buffer along the street edge, lighting, and signage for pedestrians. Keep the streets low speed and low stress to allow for bikes and cars to share the road.



Two-way cycle track along one street edge allows for on-street parking to remain, while also providing a clearly defined and buffered bike infrastructure on heavy truck routes.



Buffered bike lanes can delineate a safe bike zone while providing a buffer to pedestrians on a truck route where connections for all modes are critical.

Federal Shipping Channel and A Recreational Water Trail

A unique quality of the Cuyahoga River is that it is both a federal shipping channel and a state designated recreational water trail, bringing together two different user groups on the river. This offers both challenges and opportunities. Through the renaissance of land uses within the River Valley comes the increased desire for recreational water usage. However, adequate recreational infrastructure needs to be in place to do so in a safe and efficient manner. Establishing safe docking and public marinas at key locations along the valley provides river users access to key destinations and locations, while also providing clearance for commercial shipping vessels. Collision Bend, Canal Basin Park, and the Flats West Bank offer these locations for recreational boat users. Non-motorized river users, such as kayakers, paddleboarders, rowers, etc., require launch areas in locations which are compliant with federal shipping requirements and provide users safe access. Flats East Bank, Flats West Bank, Canal Basin Park, Thunderbird, Cleveland Rowing Foundation, The Foundry Rowing and Community Center, Zaclon, and Big Creek offer potential boat launch areas.

In addition to adding safe harbors, public marinas, and boat launch areas, river safety measures need to be properly established and enforced. The creation of a river policing authority who can help the United State Coast Guard in enforcing the existing rules and regulations can ensure the safety and well-being of all river users. Adequate emergency egress points along the river should be implemented and communicated to river users.

The Cuyahoga River serves as a federal shipping channel, and is designated as a state water trail and an American Heritage River.

Clear Communication for All Users

As the Cuyahoga River becomes more active with commercial and recreational users, improving communications is critical to maintain safety and efficiency. Creating a maritime communications system which clearly communicates information to all river users in a variety of platforms ensures that any river user, regardless of experience level, understands proper procedures and safety measures. Integrating existing maritime traffic patterns, schedules, and communications into common mobile platforms such as Google Maps or Waze would further safe boating practices on the river.

Clear wayfinding and signage for all users further connects residents, visitors, businesses, etc. to the valley. Identification of trucking routes, trail and bike routes, destinations, and parks make it clear where and how to get to a desired location. These systems are present in the Flats and the Peninsulas districts, however continuing the signage within those districts and the remaining river valley are needed. In the river, creating directional, regulatory, and educational signage aides boat users in knowing where they should be in the river. These types of signs should also be located in the safe harbors, public marinas, and boat launch areas to clearly communicate safety measures and regulations when navigating the river. Clearly marked docking/no docking, recreational refuge zone, and emergency egress signage should be incorporated. These efforts should be coordinated with the Cuyahoga River Safety Task Force.



The growing popularity of rowing has increased the amount of recreational river traffic.



LAND MOBILITY

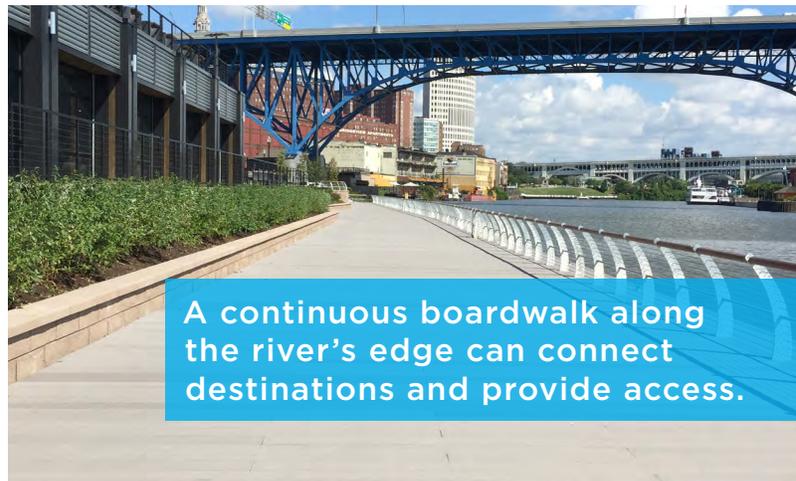
- Trails - Existing
- - - Trails - Proposed
- Priority Corridors
- Gateways
- Key Intersections
- Connections
- Major Connections
- Highway
- Arterial Street
- Local Street
- == Bridges
- Current Bike Lanes
- BRT Stations
- Rapid Transit Routes
- Freight Truck Routes

River Boardwalk

The Cuyahoga River has an opportunity to better connect all the various destinations, attractions, businesses, and public spaces through a continuous boardwalk along the river's edge. In areas along the riverfront where there is currently no development to the edge, a river setback ordinance should be enacted creating an easement along the riverfront for public access/pedestrian connections. In areas of conflict, discussions should commence on what options are available to continue the boardwalk. Discussion of whether the boardwalk can go out into the river without disrupting the federal shipping channel or whether it needs to move inland should occur. Moments where the boardwalk moves inland can create opportunities for co-locating land uses which supplement the boardwalk such as restaurants or other forms of retail. Providing access to the river and is a key principle and foundational piece.

Bulkhead Infrastructure Management

For the Cuyahoga River, bulkheads are a critical piece of infrastructure which provides opportunity both on land and water. Evaluation of the bulkhead conditions has been completed in certain areas but is still necessary along the remaining parts of the river valley study area. This evaluation report becomes the capital improvement plan considering the safety and economic impacts of the surrounding land and water. Furthermore, a bulkhead management strategy should be established so the cost of the infrastructure can be shared amongst key stakeholders and agencies, rather than placing the sole burden on a single entity. Creative, sustainable, and ecologically conscious methods for the bulkheads are discussed in the Environment/Nature section of this report.



A continuous boardwalk along the river's edge can connect destinations and provide access.



Evaluation of the bulkhead conditions is needed in certain areas along the study area.



Signage will help identify safe zones while commercial vessels are traversing the river.



Traffic Analysis

Traffic volumes have been tabulated to show potential “hot spots” within the Vision for the Valley study area where changes in the surrounding development could worsen roadway conditions in the future. Baseline information has been based on existing roadway configurations and projected 2040 average daily traffic (ADT) volume estimates derived from current and forecasted typical daily and peak period traffic volumes using the NOACA Travel Forecasting Model. Within the context of this traffic analysis discussion, all references to the ADT acronym are intended to imply “24-hour traffic demand.” It should be noted that the traffic volumes generated by the NOACA’s Travel Forecasting Model represent the traffic demand on a given segment of the roadway network (i.e, the number of vehicles that desire to travel from point A to point B along a given roadway). In addition to the NOACA traffic data, supplemental daily trip estimates were forecasted for four redevelopment areas with the potential to contribute additional traffic to nearby roadways within the study area (Lakeview Terrace, Flats West Bank, Collision Bend, and Scranton Peninsula). This development information was combined with the baseline traffic data to generate revised 2040 traffic volume estimates along the roadways most directly impacted by redevelopment. Fundamentally, the 2040 daily estimates formed the basis of the traffic data set used for generating peak hour estimates, where the peak hour represents the single hour of a typical day with the highest traffic demand. While information for both daily and peak hour conditions is presented throughout this section, greater significance is placed on the peak hour results, which depicts a worst-case condition as all other hours of the day will generally experience lesser traffic demand. Thus, the 2040 ADT volumes were converted to peak hour estimates by assuming

10% of the ADT occurs during the peak hour. Level of service (LOS) and percent capacity were computed for each roadway segment, split out by the identified regions in the study area, for both the 2040 ADT and peak hour conditions. For additional reference, a comparison of 2020 ADT and 2040 ADT volume projections is included in the Appendix, beginning on page 304.

Comparisons of the 2040 data sets (both with and without redevelopment) have been generated for the purpose of showing the impact additional site development traffic may have on the capacity and operation of nearby roadways. The Institute of Transportation Engineers’ (ITE) Trip Generation Manual was used to estimate the site trips generated by the proposed land uses at each of the redevelopment areas based on the assumed land uses shown in Table 1. The following ITE land use codes were used to estimate the additional site trips generated by the redevelopment:

- Retail - 820
- Restaurant - 932
- Office - 710
- Hotel - 310
- Residential - 221

Because of the mixed-use nature of the identified redevelopment areas, a 15% reduction for internal trip capture was applied to the trip estimates. Additionally, based on data provided in the ITE Trip Generation Handbook, a 30% pass-by trip reduction was applied to retail trips and a 40% pass-by trip reduction was used for restaurants.

Area	Retail (sq. ft.)	Restaurant (sq. ft.)	Office (sq. ft.)	Hotel (rooms)	Residential (units)
Lakeview Terrace	N/A	N/A	N/A	N/A	1,300
Flats West Bank	N/A	30,000	20,000	N/A	650
Collision Bend	50,000	50,000	80,000	300	1,250
Scranton Peninsula	3,500	50,000	40,000	N/A	1,500

Table 1: Proposed Redevelopment Areas



Carter Road Bridge, located in the Peninsula district, is one of the roadways which would see a level of service increase due to development.

Tables 6-9 located in the Appendix (beginning on page 312) summarize and compare the percent capacity and level of service (LOS) that each roadway segment is operating at based on the tabulated traffic volumes. The percent capacity and LOS determinations for the 2040 ADTs are based on thresholds determined from the Transportation Research Board's Highway Capacity Manual and published by the Mid-Ohio Regional Planning Commission (MORPC) and are intended to depict projected reserve capacity available to support traffic demand increases associated with future redevelopment efforts in the Vision for the Valley study area. Similarly, the peak hour capacity and LOS results were derived using the Florida Department of Transportation's (FDOT) Quality/Level of Service Handbook lookup tables which are also based on the Highway Capacity Manual. The proportion of daily traffic in the peak hour has been assumed to be 10% of the higher ADT value (either 2040 ADT or 2040 ADT with redevelopment).

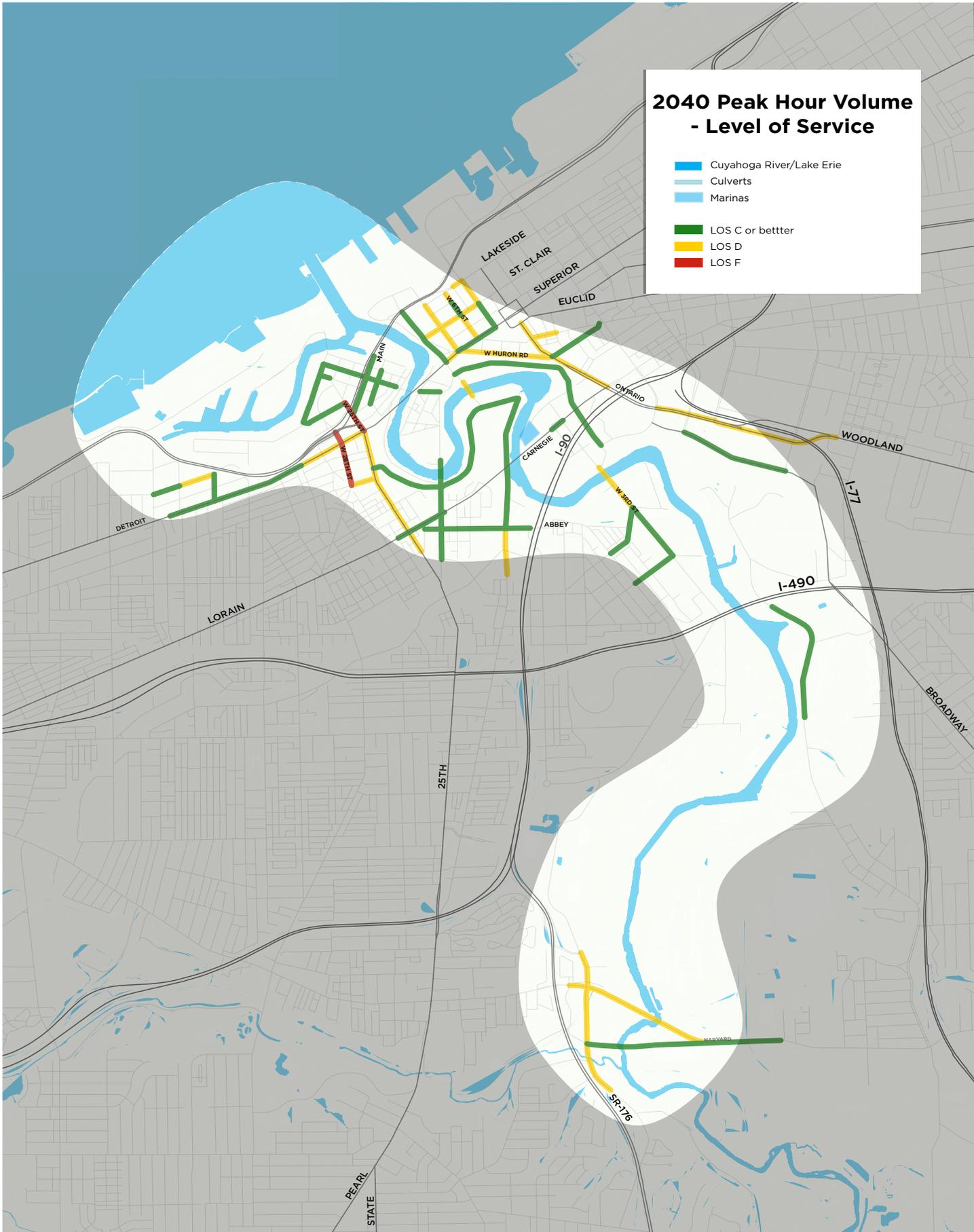
Entries in Tables 6-9 located in the Appendix (beginning on page 312) are color-coded based on the LOS performance, with green shading indicating a better LOS (C or better), yellow indicating LOS D, orange for LOS E and red indicating LOS F. Additionally, locations at or above 85% capacity for their projected LOS grade are noted in red text.

Four roadway segments on W. 25th and W. 28th streets are projected to experience LOS F during daily peak periods by 2040, with all other locations functioning at LOS D or better during peak periods of traffic demand. While site redevelopment is also projected to increase 24-hour daily traffic demand on a number of roadways, no roadway segments are projected to operate at worse than LOS D. Only three are anticipated to experience a reduction in daily level of service from LOS C or better to LOS D. In general, the current roadway network, from a motorized vehicle standpoint, is anticipated to operate at an acceptable level for most hours of the day to support the anticipated level of redevelopment outlined in Table 1 on the previous page. Shifts in mode choice over this planning horizon to year 2040 may influence vehicular travel demand over time; for example, through enhancements to bicycle and pedestrian infrastructure in the study area, an increase in active transportation may reduce motor vehicle demand on the roadways.

While the Appendix summarizes the LOS results for both the daily and peak hour conditions, to emphasize operation conditions during the period of highest traffic demand, the map on the following page solely illustrates the 2040 peak hour results. The green shading indicates a better LOS (C or better), yellow indicates LOS D, orange representing LOS E and red indicates LOS F.

2040 Peak Hour Volume - Level of Service

- Cuyahoga River/Lake Erie
- Culverts
- Marinas
- LOS C or better
- LOS D
- LOS F



Public Space

Today more than ever, more residents and visitors are drawn to the river. It should come as no surprise that all stakeholders engaged in this process had something to say about access to the river and opportunities to include all people as part of the design and programming of these very important public spaces.

Existing river access, underused or vacant post-industrial waterfronts, and multiple riverfront owners currently limit opportunities to expand access and create a barrier to improving connectivity and increasing gathering spaces on the river. We learned in conversations with many neighborhoods along the river that access is also exclusive to new developments and feels private even when those investments are intended to be accessible to everyone. We also know that land owners and riverfront stakeholders want to improve the riverfront in a way that balances the needs of their industries or activities with an opportunity to provide public access to everyone. Public art can play a vital role in creating a cohesive riverfront identity by providing a sense of place.

Existing Conditions Key Findings:

- 01 Limited river access: Within the study area, the vast majority of land parcels are privately owned for either industrial or residential uses. As a result, there are only a few access points at which residents and visitors are able to walk up to the river, and even fewer points at which recreational boaters are allowed to enter the water itself.
- 02 Public space potential: There are long stretches of vacant or under-utilized parcels, such as the many riverfront surface parking lots or abandoned industrial buildings. The re-use of these riverfront parcels will be key to truly unlocking the public space potential of the Cuyahoga.
- 03 Public art obstacles: A major challenge to enlivening the city's public art culture is the confusing permitting process; simplifying it can help preserve and promote the artistic expression of Cleveland's artist community.
- 04 Open space activation: Many existing open spaces have limited access or lack functional public amenities. Re-envisioning these open spaces as comfortable places for people to linger can help the city to once again enjoy the riverfront.

Engagement Key Findings:

- 01 Difficult to access the river: The land and neighborhoods that provide the most public access (roads and most recently trails) to the river lie in the Flats which does not feature clear road grids or clear sight lines to the river and the direction where you are going. The natural curve of the river and industry/development along the river block views.
- 02 Riverfront spaces are exclusive: Riverfront open spaces designed for public use are still exclusive and many people do not feel welcomed there.
- 03 Inconsistent awareness: Many would like to improve awareness of the river, river valley, and lake, especially pertaining to audiences who are not engaged with those waterfronts today.
- 04 Programming opportunity: There is no clear destination or visitor draw along the river yet, and programming could be a way to bring together family-friendly programming and other unique ways to engage people of all ages and backgrounds.



A VARIETY OF PUBLIC SPACES THROUGHOUT THE VALLEY WILL CONNECT PEOPLE, ECONOMY, THE RIVER, AND THE CITY.



FOUNDATION: Equity and Inclusion

To avoid pitfalls in the design and programming of public spaces that are accessible and inclusive to everyone, a robust community process needs to be part of all projects and plan efforts. There is a need for an ongoing conversation with stakeholders over public space management to ensure that design and programming evolves to meet changing community needs and gaps in service.



Protect the Health and Safety of our Waterways

Safe connections to and into our waterways require commitment to provide safe open spaces and a hierarchy of connections from communities to riverfront destinations. A comprehensive public space strategy should prioritize different modes of travel to ensure safety within the public realm.



Modernize the Valley Infrastructure

Public art has the potential to better connect people to the river. Public art that is sensitive to the historic legacy and future potential of the riverfront will adaptively reuse elements and structures along the river to tell meaningful stories about Cleveland's past, express the identity of the river and its diverse character, and create a lasting experience for visitors.



Build Awareness of the River and River Valley

Successful public spaces within the valley are designed to support a wide range of programs and are not just well-designed spaces with breathtaking views. These spaces will be programmed year-round to draw people to the riverfront and create a sense of place unique to the region.



Settler's Landing Park located along the eastern side of the riverfront, just south of Flats East Bank.

3. PUBLIC SPACE RECOMMENDATIONS



PRINCIPLE 3.1: The riverfront functions as a world-class public space that brings people, history, the river, and industry together.

INITIATIVE 3.1.1: Develop continuous riverfront public space in the Flats and the peninsula that is iconic, fun, memorable, authentic, unique, and celebrates Cleveland’s history.

Strategy	Purpose
3.1.1.1: Implement a continuous boardwalk or public greenway on both sides of the river.	
3.1.1.2: Develop Canal Basin Park as an cultural heritage park.	
3.1.1.3: Implement Irishtown Bend Park.	

INITIATIVE 3.1.2: Create physical pedestrian connections between natural spaces, parks, surrounding neighborhoods, and the river.

Strategy	Purpose
3.1.2.1: Create a series of pedestrian walkways between Rocket Mortgage Field House, Progressive Field, and future redevelopment at Collision Bend.	
3.1.2.2: Create unique pedestrian connections between the riverfront and Public Square.	
3.1.2.3: Enhance the Towpath Trail south of Quigley Road, with additional street trees, lighting, site furnishings, and maintenance.	
3.1.2.4: Develop public river access at the Jefferson Link and Big Creek Gateway focus areas.	

PURPOSE KEY



FOUNDATION:
Equity and
Inclusion



Protect the
Health and
Safety of our
Waterways



Modernize
the Valley
Infrastructure



Build Awareness
of the River and
River Valley

INITIATIVE 3.1.3: Activate the riverfront year-round with local programming and events for all.

Strategy	Purpose
3.1.3.1: Create a central events calendar for the public, for the Cuyahoga Valley Coalition service area.	   
3.1.3.2: Partner with local organizations and developers to increase riverfront festivals, fairs, and markets.	   
3.1.3.3: Create additional historical programming.	   
3.1.3.4: Implement a wayfinding and signage plan that includes interpretive markers and signage.	   

PRINCIPLE 3.2: A robust program of public art creates a meaningful and unique experiences in the Valley.

INITIATIVE 3.2.1: Use the existing infrastructure as a backdrop for public art.

Strategy	Purpose
3.2.1.1: Highlight the bridges throughout the river valley with murals, temporary artwork, and restored/additional creative lighting.	   
3.2.1.2: Create a monumental structure, or re-purpose existing structure, to celebrate Cleveland's industrial history.	   

INITIATIVE 3.2.2: Clarify and simplify the existing public art permitting process.

Strategy	Purpose
3.2.2.1: Review and revise the existing municipal code to encourage more opportunities for temporary and permanent public art.	   
3.2.2.2: Require future development in the Valley to include public art as a component of the project.	   

INITIATIVE 3.2.3: Incorporate story-telling into new art investments on public land.

Strategy	Purpose
3.2.3.1: Capture the history and future of the river through art that educates about or increases awareness around river health and industrial health.	   

Key Initiatives and Strategies

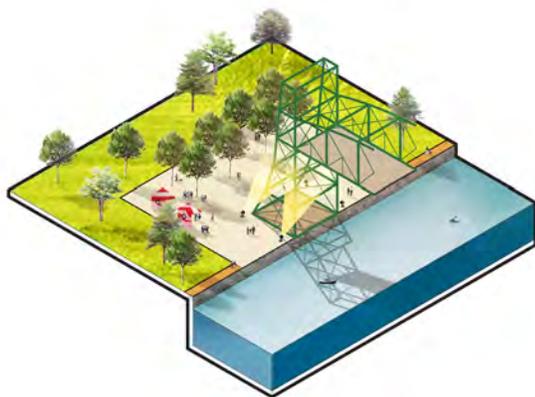
Design and programming are keys to a successful and vibrant riverfront public realm. The focus on design in this section is on the spaces between buildings - of parks, open spaces and plazas, streetscapes, and public art - that combined will create vibrant spaces for all to enjoy.

Iconic Gathering Spaces

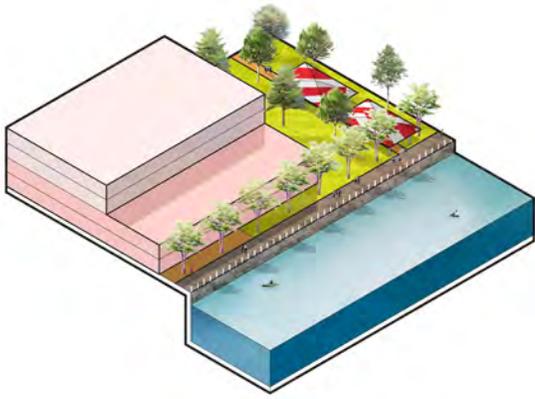
Iconic riverfront open spaces and signature parks come in all shapes and sizes. Along the Cuyahoga River, opportunities to integrate open spaces vary greatly from river bend to river bend. These iconic gathering spaces are envisioned as opportunities to design distinct spaces alongside communities to ensure those spaces will be used by the neighborhoods that surround them and are designed to be safe and welcoming to all.

From open lawns with sweeping views of the river and downtown to overlooks where people can gather for concerts and festivals to play spaces that interrupt the natural function of the river as an educational tool for the next generation of river stewards - the community was full of ideas for what these open spaces could do support their neighborhoods and families. These open spaces will provide something for everyone to enjoy and increase the riverfront's role as a destination and economic engine.

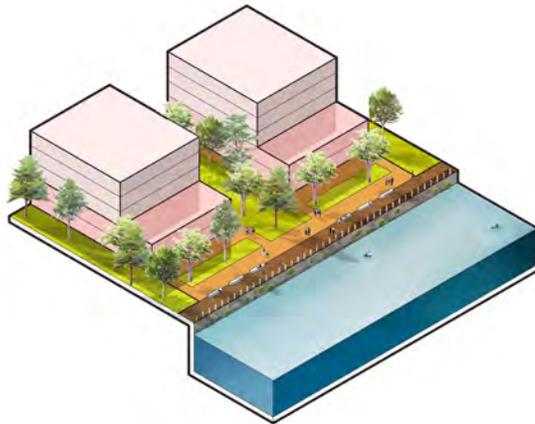
Connecting existing and planned ground floor retail to these riverfront destinations and regional trail assets is a simple strategy to create more river attractions. The diagrams on the next page highlight a few ways that riverfront open spaces can support development behind it while still preserving the riverfront for public use. As new development comes online, these synergies between built landscapes and new mixed use destinations can support a diversity of river-centric experiences.



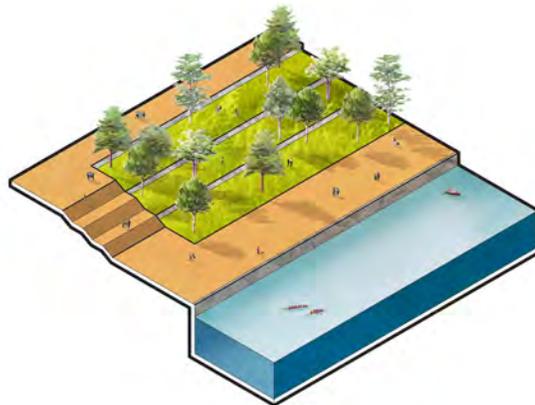
Programmable Iconic Open Spaces with Public Art highlight and interpret the river's unique history. Places for play and for gathering are designed to support persons of all ages and gatherings large and small.



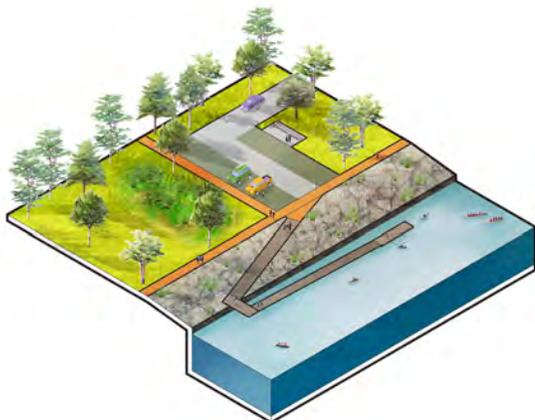
Tree Lined Boardwalks provide shaded connections between open spaces and unencumbered views to the riverfront.



Widened Boardwalks with Activated Ground Floors wrapping developments along the river can enhance the pedestrian experience and drive economic development. Stepping back building heights will help to democratize views and provide daylighting to otherwise shaded areas.



Terraced Public Space encourages connectivity between downtown and the river's edge. These terraces will need to be accessible for people of all abilities.



Kayak Launches and Trail Connections need to consider accessibility - parking should be as close to the launch as possible and be ample enough for vehicles to navigate trailers or for trail users to have a place to park for the day.

Connected Riverfront

The Cuyahoga riverfront is envisioned as a connected riverfront underpinned by a gradient of activities and spaces - building from the most urban condition to the most natural. Where the river ties into the urban, hard scape condition near the Downtown, stadiums and Tower City, and across the river in the western Flats, the riverfront will be mostly plaza and a more developed water's edge. As the trails and open spaces along the river move upstream and south, they will transition from highly urban to an industrial wild environment, where the Towpath Trail and active industries operate in parallel. Finally, the valley terminates into a more naturalistic condition and connects into the Chesapeake & Ohio Canal, with a softer, gradually sloped water's edge and native plantings.

Implementing the continuous trails and boardwalks along the river's edges on both sides of the river is no small feat. Leveraging and connecting to the successfully implemented boardwalk on the east side of the river in the Flats will initiate a sequence of phased open space moves. The implementation of these connected riverfront trails are also very dependent on the successful design and construction of the iconic, yet flexible open spaces up and down the river - from Canal Basin Park and Irishtown Bend to the community-focused riverfront park at Zaclon Link (see Chapter Five), and the proposed nature preserve land at the Big Creek Gateway (see Chapter Five).

Year-round Activation

The region experiences the full range of seasonal fluctuations, weather patterns and temperature changes. To ensure that the riverfront thrives year-round, a coordinated effort to program open spaces and districts along the river needs to be made between public organizations, the City, and private developers or land owners with vested interest in bringing more people to the riverfront.

This can be accomplished through a central events calendar that everyone can contribute to and highlight activities and events along various parts of the river. Also, programs do not need to just be temporary festivals, fairs, or markets. Historic programming like interpretive signage, public art installations, and shoreline restoration pilots are other ways to engage visitors with the river year-round.

Protect View Corridors

Easily navigable pedestrian connections with clear views from Downtown to the river's edge are critical to the success of a riverfront.

The unique topography of the east side of the river provides many important views of the riverfront, river, and communities across the river. In places like Collision Bend, physical access should include a mix of types to serve all access needs including stairs, ramps, and paths to strengthen the riverfront connection. For more information about how this plan seeks to preserve and enhance important view corridors, see the Collision Bend section of Chapter 5.

Expand Public Art on the Riverfront

Great public art enhances and defines its surroundings, generating a sense of place and an expression of cultural identity. To ensure public art is successful and to demonstrate its priority to the city, it must commit to a high standard of quality. Additionally, there needs to be a clear path to implementation that is free of barriers and unnecessary red tape.

There are many existing structures that are remnants of a past industry that once thrived along the river. Each of these structures has a story to tell. Public art can be instrumental in communicating the river's rich history and calling attention to these places along the river as gateways and landmarks. The Vision for the Valley plan proposes thoughtful public art projects on and under the many bridges that span the Cuyahoga River, including to the Old Jefferson Street Bridge (which is no longer functional) and Main Avenue Viaduct.

Designs of public art and of public spaces will pull from the diverse mix of materials found in each of the river's character zones, interpreting them in contemporary and creative ways that reinforce the role of the river in the vitality of the city and its legacy. The re-purposing of oil tanks as public art installations and viewing platforms, like those proposed at the Zaclon Link in Chapter 5, will create a deeper historical connection for visitors, forming an appreciation for the river's future potential as a shared recreational and industrial corridor.

Temporary installations that do not impact industry functions but encourage community engagement can reinforce positive relationships and community stewardship with private businesses.



Illuminated bridges create visual landmarks along the river and reconnect people to the river as a shared asset.

Known as the 'Rainbow Swash', the untitled artwork by Corita Kent highlights a functioning energy storage facility as a gateway into the City of Boston along a busy highway.



Environment & Nature

Cleveland’s ecological shoreline and river health transformation continues to change the face of the city and reverse decades of pollution and environmental degradation. Partnering with property owners and community stakeholders along the river’s edge, the Vision for the Valley will continue its work to transform the riverfront in places appropriate for habitat restoration, balanced with armoring of important river edges for river supported or dependent uses. Building on discussions during the planning process, there is a need to advance the conversations started by the many stakeholders aware of the river’s potential for environmental health, economic vitality, and social equity.

The key findings below identify all of the ways the conversation about river health and stewardship of environmental resources within the river’s watershed have refocused the conversation around a balanced approach for recreation, industry, connectivity, and environment.

Existing Conditions Key Findings:

- 01 River health: Though the health of the river has significantly improved since the 1960s, water pollution still exceeds national standards and restoration efforts must continue to ensure the river’s water quality returns to healthy levels so that more people are attracted to fish, boat, and enjoy the river.

- 02 Clean air and water: Throughout the study area, there are multiple sources of toxic air pollution that harm the health of residents, especially low-income and minority residents, and prevent the full enjoyment of the river’s public spaces.

- 03 River ecosystem recovery: The recovery of the river ecosystem and health and vitality of riverfront public spaces are dependent on coordinated efforts to stabilize riverbanks and bulkheads.

- 04 Resilience: Increased extreme flooding events in the Cuyahoga River Watershed and the larger Lake Erie Basin are posing challenges to navigating the river as higher than usual water levels create conflicts with existing bridges.

Engagement Key Findings:

- 01 Challenging water recreation: The water level has significantly increased over time, which is impacting water recreation and functions that are low-lying on the river. Before, smaller boats were able to easily get under the bridge, but that is no longer possible in many areas on the river.

- 02 Model for environmental change: Many want to continue to be on the forefront of solving environmental/ecological problems as related to the synergy of our natural and industrial environment.

- 03 Perception of river health: People still talk about the burning river and think the river is as volatile as it was when it burned.

- 04 Lack of environmental awareness: There is perception that a lack of education regarding what has been done, status of what is now, and expectations for the future and what is being done to get there are getting in the way of real environmental change.



ENVIROMENT & NATURE

- Cuyahoga River/Lake Erie
- Culverts
- Marinas
- Existing Public Open Space
- Proposed Public Open Space
- General Enviromental Restoration
- River Edge Greening - Proposed

A THRIVING NATURAL ENVIRONMENT WILL BE RECOGNIZED AS A NATIONAL MODEL FOR ENVIRONMENTAL RESTORATION.



FOUNDATION: Equity and Inclusion

Clean air and water are fundamental to the evolution of the Cuyahoga and the health of the communities that exist along its banks. Measures to restore shorelines with native landscapes and reintroduce native wildlife to the valley will support ongoing efforts to clean the river and provide a place everyone can use and benefit from. Foresting the banks of the river also has the potential to sequester carbon and clean the air for everyone who lives, works, or visits the region.



Protect the Health and Safety of our Waterways

Protecting the health and safety of the Cuyahoga River starts with a vision for the future of the river and clear, implementable projects and policies to ensure everyone understands their role in stewarding its restoration and quality. The Vision for the Valley aspires for not just a clean river, but a national model for a sustainable and resilient watershed.



Modernize the Valley Infrastructure

Infrastructure on the river can provide the necessary functions of an active, working waterfront while also restoring hydrological function and reducing the impacts of past, current, and future uses on the river's health.



Build Awareness of the River and River Valley

Once the most polluted river in the United States, the Cuyahoga is now at a place where users can fish and boat. Most people familiar with the river's past still perceive the river as polluted and see the river as an eyesore that cuts through the city. The Vision for the Valley plan seeks to build awareness of the river as a healthy, ecological resource for the community and instill pride and stewardship among visitors and residents to continue its restoration.



The Port of Cleveland's "JETSAM" picking up and cleaning debris along the Cuyahoga River.

4. ENVIRONMENT & NATURE RECOMMENDATIONS



PRINCIPLE 4.1: The Valley is recognized as a national model for sustainable and resilient industrial river stewardship and environmental restoration.

INITIATIVE 4.1.1: Incentive private landowners and industries to take on environmentally-beneficial practices, on land and at the river's edge.

Strategy	Purpose
4.1.1.1: Provide additional guidance and/or funding for stormwater pilots and green infrastructure projects on privately-owned land.	
4.1.1.2: Create an environmental overlay along the river valley with stronger stormwater requirements and impervious surface percentages.	
4.1.1.3: Consider tax incentives for sustainably-developed and managed projects on privately-owned land.	
4.1.1.4: Clean up legacy environmental issues within the river valley	

INITIATIVE 4.1.2: Continue working with private land owners to create pilot projects for natural resource reclamation and conservation.

Strategy	Purpose
4.1.2.1: Restore native riparian landscapes along the riverfront to manage stormwater runoff, improve water quality, and improve the aesthetic quality of the River Valley.	
4.1.2.2: Regularly maintain invasive species at the river's edge and along public trails.	
4.1.2.3: Develop funding opportunities for local teams or businesses to compete in implementing innovative reclamation and conservation projects.	

PURPOSE KEY



FOUNDATION:
Equity and
Inclusion



Protect the
Health and
Safety of our
Waterways



Modernize
the Valley
Infrastructure



Build Awareness
of the River and
River Valley

INITIATIVE 4.1.3: Restore fish habitat along entire shipping channel.

Strategy	Purpose
<p>4.1.3.1: Encourage future development along the river to include best practices in creating fish and aquatic wildlife habitat space.</p>	

INITIATIVE 4.1.4: Improve air and water quality.

Strategy	Purpose
<p>4.1.4.1: Work with federal and state agencies, including the EPA, to ensure that businesses are meeting federal industry standards for emission and particulates.</p>	
<p>4.1.4.2: Using municipal energy and environmental benchmarking, require existing facilities and new developments to meet specified standards for resilience and energy use.</p>	
<p>4.1.4.3: Implement a program to collect and share water quality and river health metrics, to broadcast the ecological health and biodiversity of the River.</p>	

PRINCIPLE 4.2: Residents, businesses, and visitors are proud of the ecological health of the River.

INITIATIVE 4.2.1: Empower residents and business owners with a sense of place and ownership of the River.

Strategy	Purpose
<p>4.2.1.1: Tell a story of river stewardship and environmental restoration of the river through educational programming and interpretive signage.</p>	
<p>4.2.1.2: Create opportunities for nonprofits and schools to develop and run natural resource programming and events specific to the River Valley.</p>	
<p>4.2.1.3: Provide guidance and educational resources to property owners regarding riverfront property maintenance and impacts of climate change (for example, flooding,).</p>	

Key Initiatives and Strategies

The health and abundance of certain fish and other wildlife species that are native to the Cuyahoga River watershed help us to understand the entire ecosystem's health. Known as indicator species, these fish populations are affected by past and present human use of the river and surrounding watershed. Investments in cleaning the river and piloting shoreline restoration projects and fish habitats by public agencies and private landowners have all contributed to growing populations of native fish that were depleted during the 1800s and into the mid-1900s.

Note that priority initiatives that are part of the Focus Area Plans will be discussed and referred to in the following Chapter.

Cultivate River Stewards

The many land owners on the Cuyahoga River have a unique capacity to steward and enhance the landscape's ecosystem, shoreline conditions, and approach to river water quality. Ensuring that these owners have vested interests in stewarding the river's health in support of their own activities keeps the plan in the hands of those who are vested in the river's success for many decades. This means that decisions made as part of the plan's implementation need to engage the diverse stakeholder group who have shepherded the river's success up to this point and instill pride in the river's success.

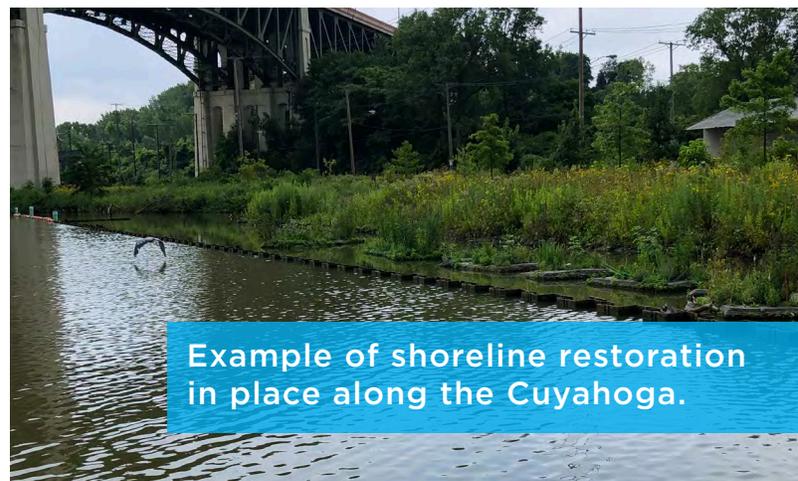
Create New Fish Habitat and Improve Air and Water Quality

Seeing fish in the Cuyahoga River is synonymous with strengthened water quality and policies that have worked to reduce water and air pollution across the region.

Today, the fish in the Cuyahoga River have been approved as 'safe for consumption' by the Environmental Protection Agency, and the state of Ohio continues to support funding for water quality projects that clean up toxic algae in the river and Lake Erie. The Vision for the Valley builds on this momentum by identifying opportunities for new fish habitats and shoreline restoration projects provide habitats for native flora and fauna. This

plan also expresses the importance of sharing the strides made to clean the watershed with the public to combat perceptions of river pollution and increase awareness of what the river can offer to communities that surround it.

Where riverfront land uses are not river dependent, do not need bulkheads to support operations, the plan proposes shoreline restoration pilots that incentivize land owners to work with the City, the County, and active environmental organizations to chart a path towards increasing soft edges along the river, especially south of what is currently navigable by boat.



Create future river stewards with interpretive signage and activities that educate people, young and old, about the natural function of the river and ways visitors or residents can do their part to keep the Cuyahoga clean.



Phytoremediation of former industrial sites will help to 're-green' the riverfront and strengthen connections to communities currently cut off to the river and clean the soils of harmful contaminants.

Pilot shoreline remediation and restoration projects can remove invasive species and replace them with native plantings to support fish and bird habitat.



Brand & Marketing

A brand platform, is the set of associations that people make with your place, community or organization. When building awareness or managing brand for a place, it is critical to understand these associations. Brand helps to shape these associations in a positive way and will be the foundation of how we position the River Valley in the eyes, minds, and hearts of your community.

To build you brand platform, we look at understanding:

- **Target Audiences:** Who needs to know about the Cuyahoga River Valley. Each audience identified has a different need, understanding, attitude and behavior when it associates with the river/river valley. When you understand these differences, it will make your communications clear, concise and powerful.
- **Distinct Advantages:** What we promote, elevate and evolve. Distinct advantages are a grouping of characteristics that provide a unique value that clearly separates our river/river valley from the competition.
- **End Benefits:** Value and Promise. This is what will ultimately attract people to the river/river valley.
- **Perceptions:** Where we focus our messaging. Perception is the special result of an audience's experiences with your brand. In this case, the river/river valley. It's highly pivotal to a marketing/communication strategy as it's often what elevates a place into a brand.



River/River Valley Positioning

A positioning strategy identifies important key areas/characteristics of your place/community and identifies ways to concentrate on and excel in those areas. This is the foundation of your image or brand and can support your Vision. Positioning is the first step for all branding, placemaking, and communication work and is necessary for you to articulate your authentic story.

For the residents and businesses of Cleveland, the Cuyahoga River Valley is a multifaceted

TARGET AUDIENCES

PLACE

environment, functioning as both an economic engine and natural oasis in our urban landscape.

DISTINCT ADVANTAGES

Always a catalyst for growth, the Cuyahoga River connects our community to each other and the

REASON TO BELIEVE

world. A healthy and well-planned river/riverfront supports Cleveland's position as an

innovative and unified waterfront city with opportunity and access for all.

END BENEFIT

Target Audiences

Who we need to talk to

PRIMARY

Cuyahoga River Valley Residents

These are the residents of the neighborhoods that fall within and just adjacent to the study area. These residents have the opportunity to engage with the Cuyahoga River Valley with more regularity but may lack the understanding and awareness of what is there for them.

- **Demographics:** All Ages (children, adults, families, seniors, etc.), socio-economically and racially diverse
- **What Are They Doing:** Shopping/dining, healthy lifestyle (walking, jogging, cycling, dog walking, kayaking), Social Gathering
- **What They Desire:** Safety and health (public and environmental), access to the river, free, family-friendly programming, passive recreation opportunities, connectivity to their neighborhoods, opportunities to engage with nature, equity in public use of spaces, less disparity in housing options

Business Base

The businesses of the Cuyahoga River Valley are as diverse as the terrain, people, and topography. These business owners, operators, and entrepreneurs understand the distinct advantages the Cuyahoga River Valley offers, and that they can be leveraged to encourage and sustain economic vitality for the city and themselves.

- **Demographics:** Heavy and light Industry - reliant on transportation along the river and or water for facility uses, maritime businesses, entertainment and retail, Developers
- **What Are They Doing:** Reliant of roads and river for the transportation of goods/materials via roads and river, developing land and infrastructure
- **What They Desire:** Safety and health, access to the river, transport/freight that runs smoothly and is uninterrupted, good relationship with the City, protection of business enterprise

SECONDARY

Maritime Managers

Protect the interests of the Business Base but relate to the needs of the Regional Recreators in their relationship with the River and Lake. They view the River as a commercial corridor that is critical for business. Functionality and safety that protects people and the flow of products and materials are their chief focus.

- **Demographics:** Professional and civil organizations that operate, monitor and protect active waterways
- **What Are They Doing:** Operate/Manage transport watercraft, monitor and protect active waterways from land or watercraft
- **What They Desire:** Safety; educating the public on safe shared use of our active waterway; uninterrupted flow of traffic (commercial or recreational)

Regional Recreators

These are people who would engage with the Cuyahoga River Valley for the purpose of recreation and entertainment. Visitors to the City of Cleveland would fall into this category. They are seeking out social engagement, day trip (or longer opportunities) and would come from the Northeast Ohio region and beyond.

- **Demographics:** 25-55 (adults, some families; empty-nesters.); Upper and Middle Income
- **What Are They Doing:** Shopping/Dining, Healthy Lifestyle (walking, jogging, cycling, boating, kayaking), Social Gathering
- **What They Desire:** Safety and health; access to the river; free, passive recreation opportunities; opportunities to engage with nature; social events, exploration

Distinct Advantages

What we promise, elevate, & evolve

The Cuyahoga River Valley is a natural oasis in our industrial/urban landscape

Our river and lake is a valuable part of the natural ecosystem in our region. The topography of the river is unique (Crooked River) and lends itself to how our city and neighborhoods were shaped.

The Cuyahoga River Valley is a multifaceted, shared use environment.

The river valley is a complete community featuring industrial businesses (national, international, local, entrepreneurial, connections to our Great Lake and beyond), recreation (multipurpose trail, water trail, boating, fishing, connection to our Great Lake), entertainment (old and new architecture, transit access, boat access, mixed-use dining, venue, hospitality, destination-oriented) and unique Cleveland neighborhoods (Flats, Ohio City, Tremont, Detroit Shoreway, Downtown, Central, Brooklyn Centre, Old Brooklyn, Newburgh Heights, Broadway-Slavic Village) born out of their location and relationship with the river.

The Cuyahoga River Valley is an economic champion for our City.

It is the epicenter of our City's history - how it was formed, and how industry was able to establish successful purchase here. Our unique maritime freight system is still critical for the industry that remains in the River Valley, and the ability for shared use allows for a diverse economy within the River Valley.

End Benefits

Value & Promise

The essential driver for attraction and action is a stated value and a promise kept. This is the key communication that allows your audiences to know what is in it for them.

For the Cuyahoga River Valley, this plan promises: Equitable and inclusive use of our river, river valley, and lakefront. This can be achieved via:

- Our working port and river coexisting in harmony with people to support economic vitality for our region.
- Where public access is allowed, the engagement with the river valley includes opportunities for all the people of Cleveland regardless of economic status, race, and abilities.
- And that this access allows for the enjoyment of this natural oasis to enhance our lives.



Photos courtesy of downtowncleveland.com and sharetheriver.com

Perceptions

Where we focus our messaging

These examples of key messages are focused on shifting perceptions. While initially aspirational, these perceptions align with the principles, initiatives and strategies identified in the plan.

From **Burning River** :: to **Environmental Champion**

The pollution found in our river was no different than the pollution found in many of the working rivers that were/are the economic center to cities in the United States. Cleveland and the Cuyahoga River led the charge in the creation of the Clean Water Act and the EPA. Designated as one of 43 Area's of Concern in the United States under the 1987 Great Lakes Water Quality Agreement, the Cuyahoga River has made strides to transform from an environmentally degraded natural resource into a living, revitalized asset to the Great Lakes region. We continue the work needed to ensure that the Cuyahoga River Valley provides a safe and healthy habitat for nature and people.



From **Unsafe** :: to **We Want You Here**

Unsafe can mean many things: Unsafe conditions on the river; unsafe environmental conditions where I live; feeling unwanted or excluded; feeling unheard and unacknowledged. We can't deny that the history of our river and waterfront has overtly and inadvertently made the environment feel unsafe for people. However, our community has come together in many different ways to create equity in the use of our Cuyahoga River Valley, inclusive public access, and opportunity to create and support the future of Cleveland as a Waterfront City.



From **For Other People** :: to **Something For Everyone**

What is unique about our Cuyahoga River Valley is that it is home to so many uses and habitats that continue to evolve, reinvent and thrive. Our Flats remain home to businesses, industry, entertainment, and people — it is a true community. Our river is a natural oasis for those neighboring residents and those who visit. All these uses have the ability to connect and engage people with our city and with each other.



Photos courtesy of sharetheriver.com, [Ohio History](http://OhioHistory.org), [Cleveland State University](http://ClevelandStateUniversity.org), rivernetwork.org, [Davis Aerospace & Maritime High School](http://DavisAerospaceMaritimeHighSchool.org)

CONSISTENT USE OF COMMUNICATION TOOLS AND BEST PRACTICES WILL BUILD AWARENESS, DRIVE ACTION, AND CREATE PERSONAL CONNECTION TO THE RIVER VALLEY FOR THE CITY AND COMMUNITY.



FOUNDATION: Equity and Inclusion

It was discovered during community outreach efforts that there is both a lack of awareness of and lack of access to public assets. Clear and consistent communication that meets our audiences where they are will be necessary to promote and encourage engagement with the river/river valley by people who have been historically under-served and ignored. This means identifying and utilizing both traditional and non-traditional methods of communication to make sure access is offered to all.



Protect the Health and Safety of our Waterways

The river/river valley is a multifaceted environment that coexists as a working Port and a natural and recreational oasis for residents and visitors. Consistent educational communications that deliver information about plans and initiatives, call attention to shared communication avenues for safe engagement with the river/river valley, and inspire stewardship and conservation will continue to promote the health and safety of our waterways.



Modernize the Valley Infrastructure

Create a marketing communications framework to mobilize the stakeholders to support the implementation of the plan and participate in the activation of the valley corridor in ways that align with the vision.



Build Awareness of the River and River Valley

Aside from using the brand platform to create an awareness campaign, it is important to build an army of brand champions (community stakeholders) who can spearhead communication and collaboration efforts to share and realize the vision through the promotion of activities, programs, and assets as well as plan progress.



The Columbus Road Bridge raised, with Downtown Cleveland in the background.

Marketing

Marketing communications is the means of conveying messages about the Cuyahoga River Valley, either directly or indirectly, to your audiences with the intention to persuade them to develop land, build and maintain businesses, live, work, recreate, and support the health and safety of the river/river valley.

The following recommendations will be the foundation for communications about the river/river valley giving your audience a trusted voice in what is happening, what is being offered, and how they can safely engage with the river.

Awareness Campaign (Priority)

- **What it is:** A continuous communication effort for the projects and initiatives that are actively being implemented. An awareness campaign is a sustained marketing effort to communicate what your institution or organization stands for—not your products or services. An awareness campaign will help the local stakeholders, community members, and the City “talk” positively about what is happening with the river/riverfront. [Example: Sustainable Cleveland 2019]
- **What it is not:** A brand for the Cuyahoga River Valley. The river/river Valley is an essential part of Cleveland’s image and brand. Bolstering the river’s image through consistent communication around the work being done to improve the river/river valley supports Cleveland’s image and because of this close tie-in, a separate brand may cause confusion or separation.
- **The awareness campaign itself should be branded for ease of recognition.** This includes:
 - Naming and/or tagline
 - Logo/Identity Mark
 - Brand-use Guidelines
 - Including voice/tone instructions
 - Social Media guidelines
 - Communications Materials/Templates
 - Vision Brochure
 - Presentation Templates
 - Digital Hub (shared website)

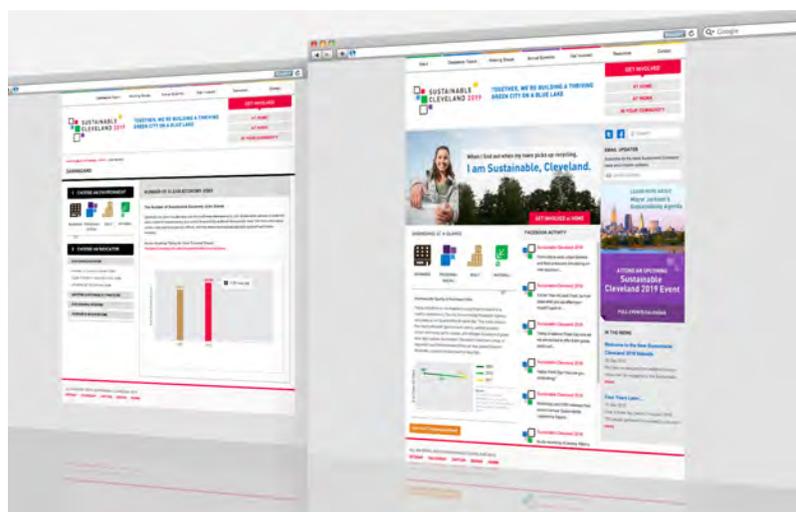
EXAMPLE: Sustainable Cleveland



Sustainable Cleveland is an example of a branded awareness campaign that became a movement for the City of Cleveland.



Communication materials were branded, well designed and professionally maintained.



Communications Management

While it is important that there is a singular image, voice, and message that becomes the brand associated with river/river valley communications, it is critical that the ongoing messaging, promotion, and distribution of information associated with the river/river valley is the responsibility of a singular entity.

This entity will monitor, collaborate and manage communications about the river/river valley, protect the brand campaign assets, and coordinate information and communications distributed by stakeholders. This entity may be:

- An existing stakeholder that has the bandwidth (tools and people) to manage communications. This entity would still be guided by the directions of a coalition made up of other community stakeholders. Funding (grant or coalition support) would be required to support the extra efforts associated with the river valley.
- A newly formed coalition that is representative of the stakeholders of the river/river valley — it is recommended that a communications manager be hired to handle the day-to-day communications management. Funding would be provided by the members of the coalition for this position and ongoing communications efforts.

Campaign Communications & Marketing Plan

While this document contains the foundation of your brand and marketing/communication strategy, a campaign will require a plan that outlines the marketing/communications tactics, budget, and schedule that will be used over a period of time to help build awareness and reach audiences. Typical Marketing/Communications Plans layout activities over 1 - 3 years.

To execute on a Communications and Marketing Plan, the following campaign items should be developed:

- Communications Management
- Digital Hub (Website)
- Logo/Identity



Active example: The Great Miami Riverway Coalition is made up of Riverway stakeholders — communities and institutions that strategically and financially support the mission and purpose of the Great Miami Riverway. (top: Coalition members; bottom: annual summit)

Activities and tactics recommended:

- Communications/editorial calendar and responsibilities matrix: this will help organize and distribute communications around events, programs, and initiatives
- Social media engagement schedule
- Shared communications guide (for community stakeholders)
- Programming schedule of events and initiatives related to the Vision Plan and/or river/river valley
- Content capture/asset library to collect images, video, stories for use in ongoing communications
- Creation of templates, tools, and resources at the ready to implement the plan
- Budget and identification of funding resources

Campaign in the environment

Communications do not have to be left to digital or print forms only. The Cuyahoga River Valley has prime real estate to present the awareness campaign to people navigate the river, roads, and trails.

- Communications can be “Did You Know” or “Why Should I Care” style interpretive signs/art for trail users



Interpretive/informational signs can be artistic and representative of the nature and context of a place. Using materials that were/are manufactured or available in the river valley.

- Communications can be transformed into public art to present new projects, call attention to features, recognition for the businesses, recognition for the river



The City of Cleveland has a precedent for using large scale building and structural murals to create landmarks and activate places. Public art murals can be implemented on infrastructure along the river. With guidance from the City, murals can also be an artistic way for businesses to identify their presence in the river valley. Above are examples of murals currently found in Cleveland. Courtesy of clevelandtraveler.com/cleveland-mural-guide/



Interpretive/informational signs along the Cleveland Lakefront Bikeway.





River crews working on bridge infrastructure from the river, showcasing how the Cuyahoga is a working and active riverfront.

5. BRAND & MARKETING RECOMMENDATIONS



PRINCIPLE 5.1: Cleveland is recognized locally and nationally as a waterfront city.

INITIATIVE 5.1.1: Create an awareness campaign that celebrates the river and lakefronts.

Strategy	Purpose
5.1.1.1: Define the unique advantages of the river and lake waterfronts in comparison to others around the country.	
5.1.1.2: Identify positive and negative perceptions around the river and the connected lakefront. Focus brand strategy on those perceptions that can be leveraged or overcome.	
5.1.1.3: Continue to develop and evolve key audience personas to shape messaging and communication methods.	
5.1.1.4: Identify how the positioning of the riverfront and lakefront align/affect the City of Cleveland's positioning and marketing.	

INITIATIVE 5.1.2: Create a marketing communications framework to mobilize the stakeholders to support the implementation of the plan and participate in the activation of the Valley corridor in ways that align with the Vision.

Strategy	Purpose
5.1.2.1: Create a coalition of stakeholders who can spearhead communication and collaboration efforts to share and realize the Vision.	
5.1.2.2: Build awareness of the value and benefits of the river valley through the promotion of activities, programs and assets as well as plan progress.	
5.1.2.3: Continue to support Destination Cleveland's initiatives promoting trails and parks for regional and national tourism.	

PURPOSE KEY



FOUNDATION:
Equity and
Inclusion



Protect the
Health and
Safety of our
Waterways



Modernize
the Valley
Infrastructure



Build Awareness
of the River and
River Valley

5.1.2.4: Build a brand beyond the Vision for the Valley study area that encompasses the regional and national attractions provided by the Cuyahoga Valley National Park, Ohio and Erie Canal National Heritage Area, Cuyahoga Water Trail, Lake Erie Water Trail, Towpath Trail and Ohio to Erie Trail, Cuyahoga Valley Scenic Railway, Lake Erie Coastal Ohio Trail, and Cleveland Metroparks Lakefront Reservation.







05 | THE VALLEY DISTRICTS

THE FLATS

The Flats is the northernmost district at the point where the Cuyahoga River meets Lake Erie. It is geographically defined by its low-lying elevation, in comparison to the rest of the City. As the historical birthplace of the City of Cleveland and the only river district in Downtown, the Flats has transformed into a vibrant, mixed-use area. Home to a wide variety of riverfront restaurants and entertainment venues, The Flats draws visitors from across the region. Recently, there has been an increase in the development of large, multi-family apartment and condominium buildings, expanding the residential population. As a result, there is a local, energized demand for public spaces along the riverfront. The Flats West Bank area is also home to existing industrial businesses that are fully operational and dependent on their direct access to the river. This area also boasts the largest real estate interest for new development and historic rehabilitation of old warehouse buildings.

INDUSTRIAL VALLEY

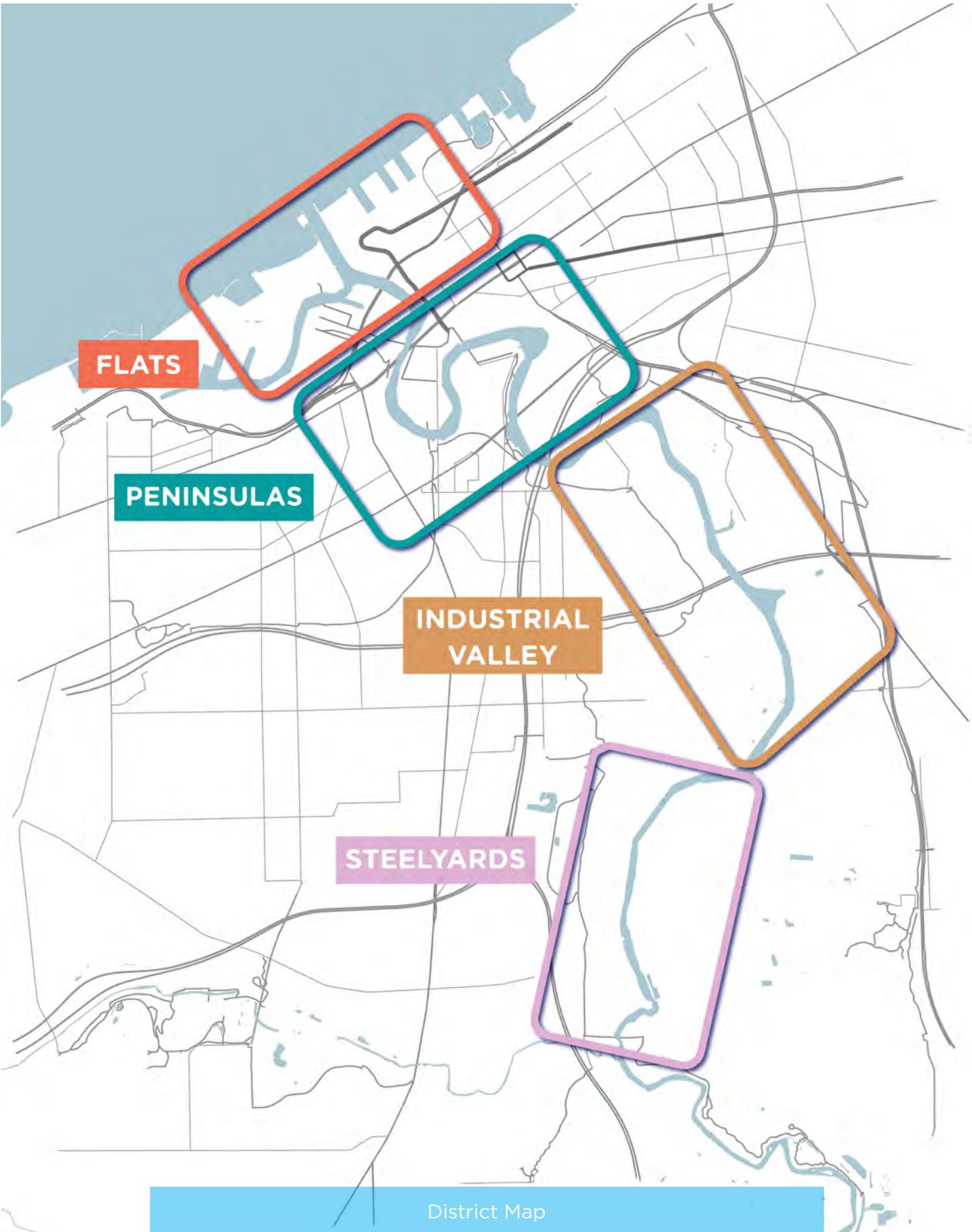
Just south of The Innerbelt Bridge, the river valley transitions to an exclusively industrial zone dominated by cement, petroleum, and steelmaking companies. The area represents the current economic engine of the area. Despite being the largest geographical area of the four districts, it represents only a small portion of the Cuyahoga Valley as there are limited public access points to the river. Despite the challenges, there are several abandoned buildings and brownfield sites that offer opportunity to integrate public spaces which provide access to the river and form an industrial heritage park which celebrates Cleveland's industrial past and present.

THE PENINSULAS

The Peninsulas, defined by the Cuyahoga's unique river bends, is a district of great transition and potential. Recent and upcoming trail improvements within the district are linking multiple trails to one another and positioning the Peninsulas to become a key central gathering space for the city. Further multi-million dollar federal and regional park investments within the district, such as Canal Basin Park and Irishtown Bend, will exponentially expand the amount of accessible green space for Clevelanders to enjoy. On the development side, a series of proposed residential and mixed-use projects will also transform this former industrial zone into an attractive, human-scaled development. This area is also home to several new developments such as Merwin's Wharf, Rivergate Park, and The Foundry Sailing and Community Center, which are increasing the access to the river itself. There are also many vacant parcels and underutilized surface parking lots along the riverfront and inland which can be re-imagined to further unlock the potential of the river valley.

STEELYARDS

At the southernmost end of the study area is the Steelyards district. Defined at the north end by the Burke Branch tributary and at the southern end by Harvard Avenue, the Steelyards covers an industrial stretch of the river that is closed to commercial river traffic, but still experienced by recreational users such as kayakers or paddle boarders. The area is a cluster of railroads and warehouses, with transitional properties beginning to emerge such as Steelyard Commons. Those recent investments have been spurred by the Towpath Trail traversing through the district area and drawing users and visitors from across the region. Given the area's non-maritime nature, this part of the river has seen large gains in ecological restoration, and it supports significant numbers of fish, birds, and other species. It can also serve as the gateway to parks and trails to the south. Building on these investments and ecological gains, there is opportunity to reorient the district into a landscaped zone that achieves environmental and public space goals reminiscent of the protected river stretches further upstream.



FLATS

PENINSULAS

**INDUSTRIAL
VALLEY**

STEELYARDS

District Map



Focus Areas

The Vision for the Valley lands a comprehensive framework that proposes a balance of policies and projects to revitalize, preserve, and reinvest in places along the Cuyahoga River. Within each valley district, there are opportunities to create a network of spaces and places that serve the diverse needs of the riverfront, its industries, and users that benefit the entire community. In this section, the plan applies plan components and priority projects to individual districts

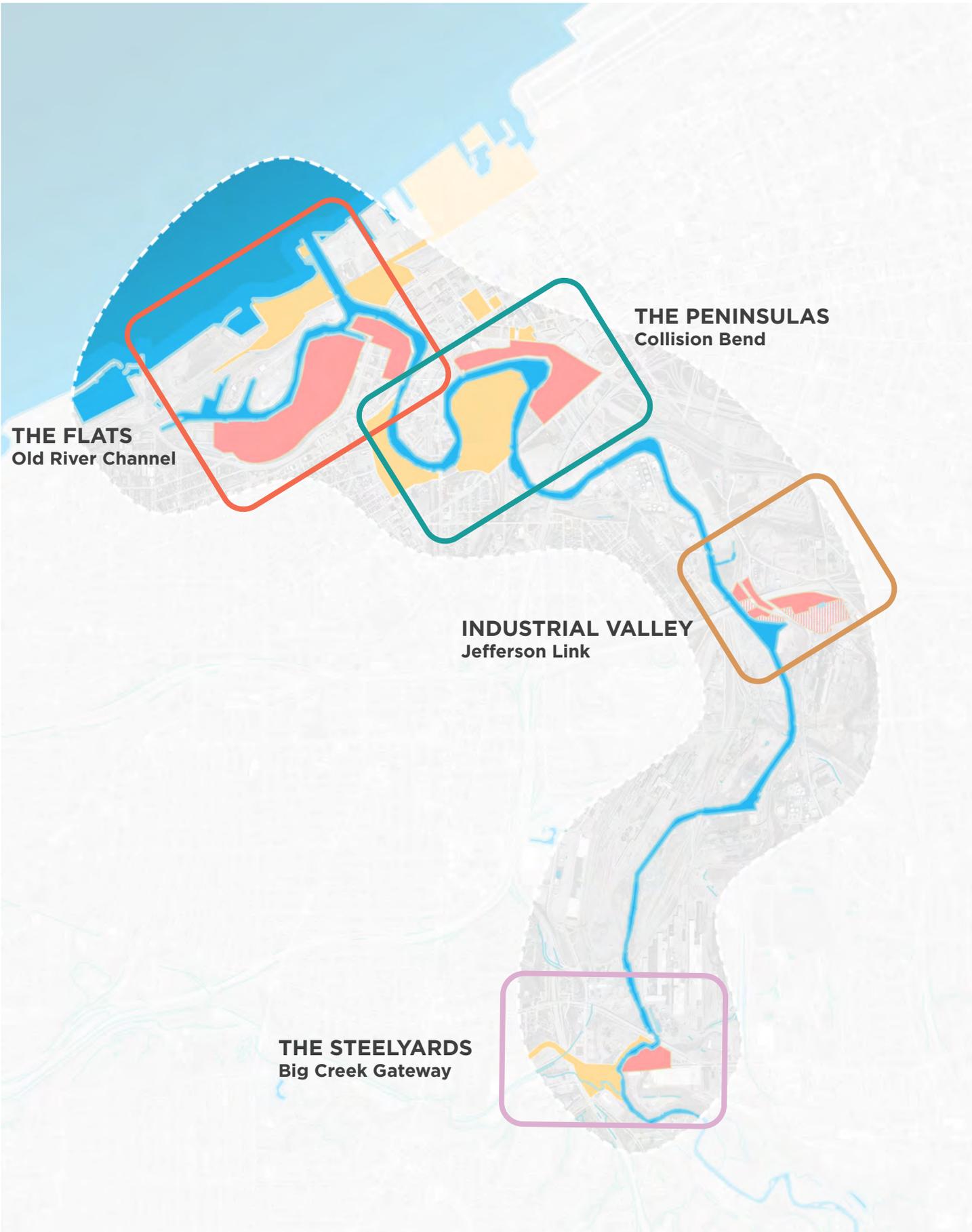
The Flats - Old River Channel

Peninsulas - Collision Bend

Industrial Valley - Jefferson Link

Steelyards - Big Creek Gateway

Many of the proposed ideas identified within each of the districts were directly taken from the Vision Plan's many conversations with community members and key stakeholders, in person and online. The following section expresses potential futures for the four districts and identifies how individual projects proposed for each district tie directly back to community feedback. All of the districts consider connections and other relationships to ongoing projects or plans already underway within the district. Where possible, examples of successful riverfront investments are shared to inspire and demonstrate the potential futures for each district.



THE FLATS
Old River Channel

THE PENINSULAS
Collision Bend

INDUSTRIAL VALLEY
Jefferson Link

THE STEELYARDS
Big Creek Gateway



THE FLATS

OLD RIVER CHANNEL

A quickly changing waterfront has created unintended barriers for existing communities and industries that have cultivated the river's identity here for decades. The Old River Channel District's uninviting streets and disconnected open spaces will be stitched together into a unified series of plazas, streetscapes, and open spaces.

Located at the confluence of downtown Cleveland to the east of the Cuyahoga River and the Industrial Flats to the west is the Old River Channel. This district is nestled along a productive river channel that hosts not only anchor industrial and commercial uses but also historic residential complexes and new mixed use developments seeking to connect The Flats neighborhood to the bustling economic engine that is Downtown Cleveland. This district presents a timely opportunity to leverage development interest and recent investment into a connected series of communities that embrace the river as a destination rather than a barrier.

The recommendations within this district are driven by community inputs of the current functions of The Flats district. Throughout the engagement process, participants consistently asked for increased access to the waterfront, safe, multi-modal connections within the district and to Downtown, and a balance of the various industries in this area with existing housing and new development, much of which is already underway.

The resulting district is one that will maintain clear connections for residents and visitors between residential zones, commercial corridors, and the riverfront. Investments in vital trucking routes to protect pedestrians and industry activity will include street and streetscape improvements, clear wayfinding, and widened lanes to ensure trucks have appropriate access to the industries along the channel. District interventions will be strengthened by planned investments including Wendy Park and pedestrian bridge connections over the river channel to Lakeview Terrace and



potential new developments along Center Street and Elm Avenue. Creating pedestrian connections across the river from new infill projects like the planned Jacobs redevelopment and vision plan for Irishtown Bend to the east side of the Cuyahoga River will be resolved through under-bridge connections along the Main Street and Detroit Avenue bridges. The pedestrian bridge from west to east along Main Street will land at the recently completed river boardwalk, abutting cultural and civic destinations in the Flats District and potentially driving new boardwalk connections south to Settler's Landing and Canal Basin Park.

The network of new connections on either side of the river, regular open spaces with shade trees and riverfront plantings, and flexible plazas on the river and embedded in historically significant communities will tie together new and old amenities to create places everyone can enjoy.



CASE STUDY - Granville Island (Vancouver, British Columbia):

Granville Island is a peninsula and entertainment destination in Vancouver that is located across a large creek body from the Downtown. Once a manufacturing district, Granville Island's dense industrial operations were mostly destroyed by a large fire in 1953. The Canadian government purchased the area and converted the remaining buildings into a public market and partnered with cultural and academic institutions to move their own operations to the district. The Island is heralded for its public waterfront and diverse mix of uses and amenities.



PLANS UNDERWAY

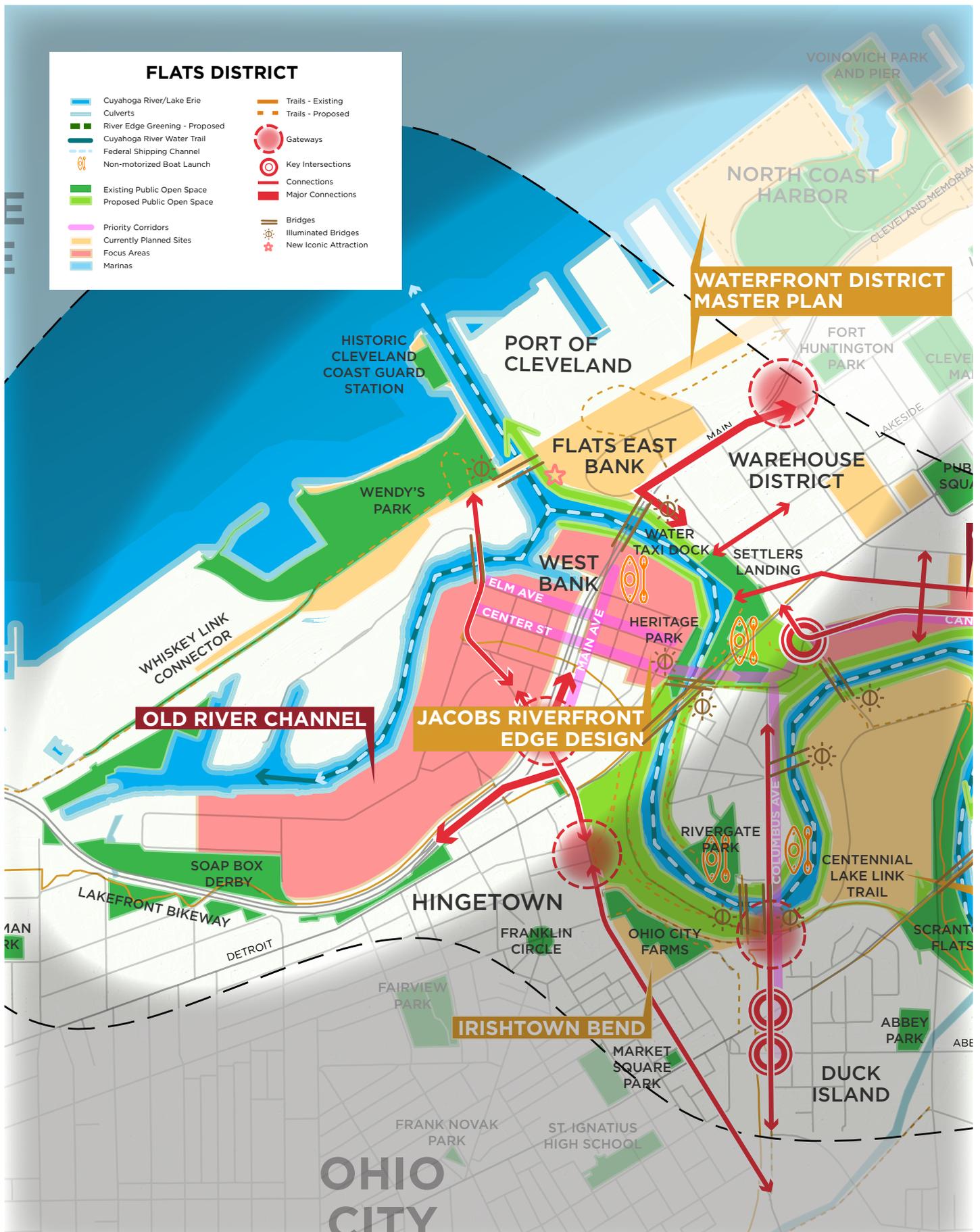
This project aligns with:

- 2018 Irishtown Bend Vision Plan
- Canal Basin Park Plan
- 2014 Cleveland Waterfront District Plan
- Flats East and West Bank Plans
- 2018 Flats Forward Wayfinding Program
- Jacobs Riverfront Master Plan
- Wendy Park Plans
- CMHA Lakeview Terrace Plans

Irishtown Bend Vision Plan, 2018

FLATS DISTRICT

- | | |
|--|---|
|  Cuyahoga River/Lake Erie |  Trails - Existing |
|  Culverts |  Trails - Proposed |
|  River Edge Greening - Proposed |  Gateways |
|  Cuyahoga River Water Trail |  Key Intersections |
|  Federal Shipping Channel |  Connections |
|  Non-motorized Boat Launch |  Major Connections |
|  Existing Public Open Space |  Bridges |
|  Proposed Public Open Space |  Illuminated Bridges |
|  Priority Corridors |  New Iconic Attraction |
|  Currently Planned Sites | |
|  Focus Areas | |
|  Marinas | |



WATERFRONT DISTRICT MASTER PLAN

OLD RIVER CHANNEL

JACOBS RIVERFRONT EDGE DESIGN

IRISHTOWN BEND

OHIO CITY

OLD RIVER CHANNEL

INITIATIVES INFORMED BY COMMUNITY FEEDBACK

Increase points of access to the water for residents and visitors.

1. Preserve Lakeview Terrace property as an affordable and desirable place to live and provide new mixed-income options.
2. Infill the West Bank of the Flats District.
3. Incentivize developers to allocate a percentage of large-scale projects to include a local artist.
4. Partner with local organizations and developers to increase riverfront festivals and markets.
5. Earmark funds from Great Lakes Water Authority for water quality initiatives and education.
6. Host events and work with partner organizations throughout the Valley to support continued awareness of ongoing efforts.

Improve interconnectivity and infrastructure for diverse modes of transportation.

7. Coordinate and include connections to Towpath and surrounding neighborhood in the Irishtown Bend project and to Detroit Avenue path.
8. Automate bridge operations from a central location.

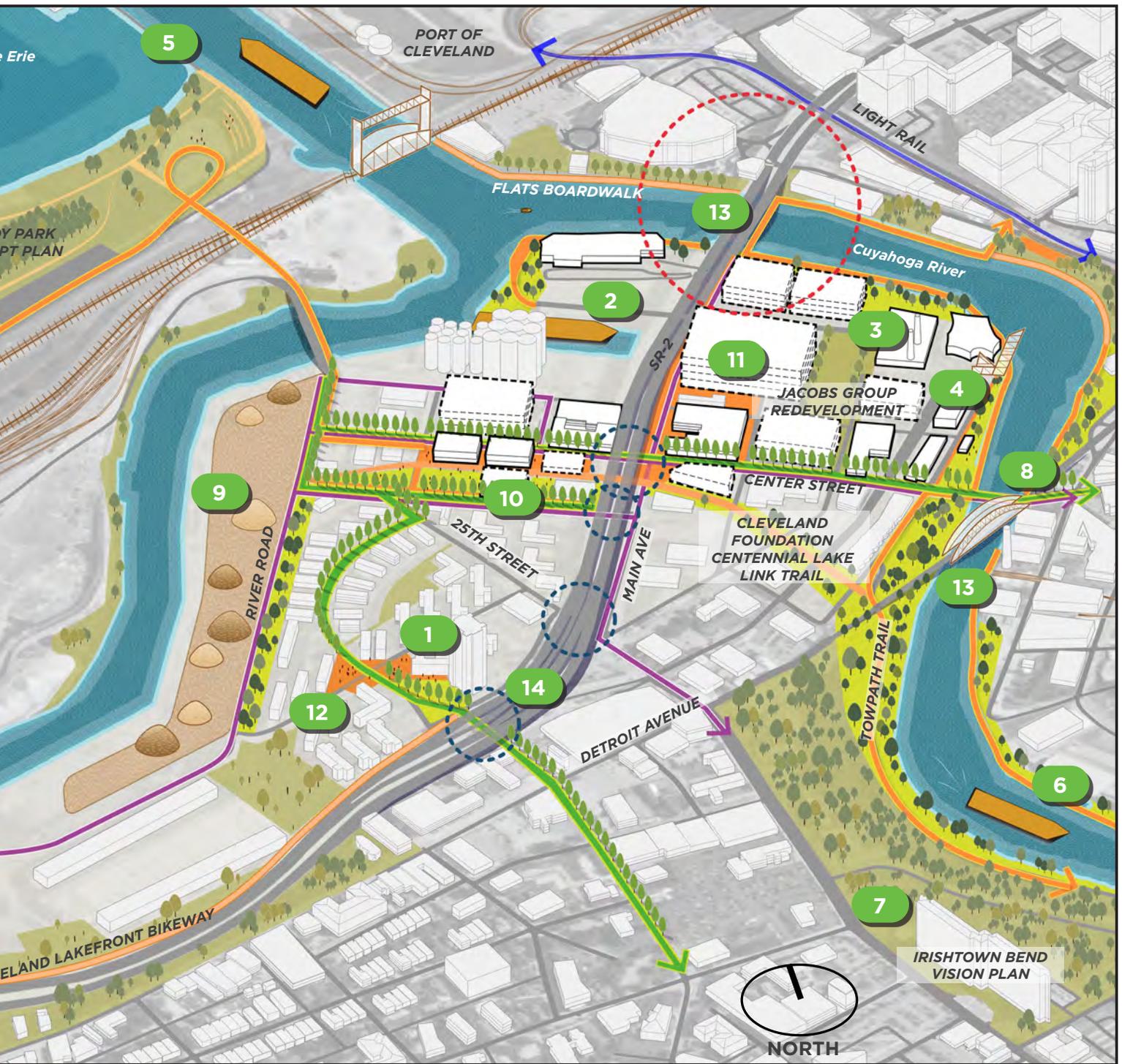
Maintain industry and ship traffic but integrate it into other uses.

9. Integrate public art to activate industrial sites.
10. Create a series of overlay districts that support the voluntary relocation of industrial uses, encourage affordable housing, and access to nature.
11. Incentivize new developments to include essential retail that provides for community need.

Crooked river, bridges, lack of street grid make navigating the river valley difficult.

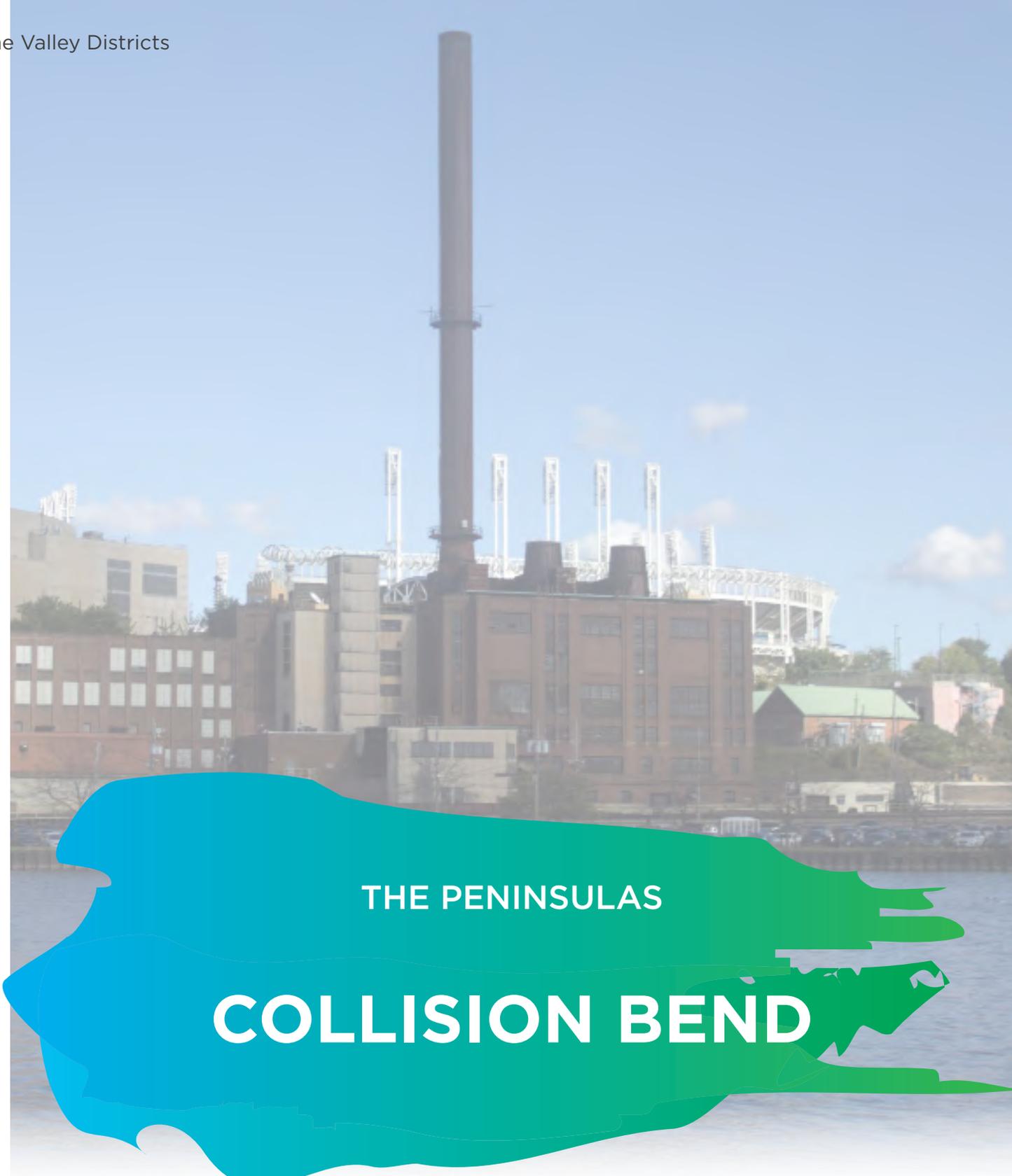
12. Upgrade sidewalks, parks, and other public facilities to meet ADA standards.
13. Implement iconic bridge pedestrian underpasses.
14. Create better connectivity between the Lakeview Terrace residences and the Ohio City Neighborhood. Any new housing units or development in the Flats West Bank may increase traffic on West 25th Street and Detroit Avenue; this potential impact should be studied during the planning phase of any proposed development.





LEGEND

- Gateway
- Underpass Activation
- Complete Streets Improvements
- Existing Pedestrian & Bike Trails
- Pedestrian & Bike Improvements
- Existing Trucking Routes
- Light Rail Line
- New/Enhanced Green Space
- Existing Green Space, or Previously Planned
- Activated Plaza
- Potential Redevelopment
- Anchor Building/Adaptive Reuse
- Existing Buildings



THE PENINSULAS

COLLISION BEND

A wall and steep drop between city and waterfront will be navigated by new sloped landscapes and buildings that frame view corridors to open space activities and the river below. Reuse of parking lots to a connected waterfront space and dense urban development can offer new ways for everyone to live, work, and play next to the Cuyahoga River.

Today, the experiences of Canal Road and Huron Road feel like part of two different cities. Canal Road, while at grade with the river's edge and therefore physically connected to the river and its resources, is surrounded by overflow parking serving the cultural institutions and employment centers of Downtown Cleveland. Huron Road is at grade with the Downtown, high above the river and affords spectacular long views to the river and its west banks, though fast moving traffic and a walled pedestrian edge are missed opportunities for engaging the Downtown with its riverfront.

Re-imagining this remarkable expanse of developable land can begin by articulating the important view corridors from West Third Street, Huron Road, and Bolivar Road. From these view corridors, the landscape will gently slope to the waterfront and can be designed to support different functional landscapes to support ground floor uses, public art, places to sit, and other public realm experiences. Four to six story development is proposed to stretch from Carter Road and the eastern edge of Canal Basin Park to Carnegie Avenue with a generous shoreline setback. The vision for the district will connect existing trail networks, scenic rail attractions, and provide programming and unencumbered views to new developments on Scranton Peninsula.

Canal Road will be expanded and enhanced to support all modes of transportation - trucks, cars, bicycles, and pedestrians. Connecting mixed use developments, Canal Road's streetscapes are envisioned to capture stormwater and provide shady spaces for visitors to enjoy year round.

A safe harbor and marina is proposed at the southernmost edge of this district along Carnegie



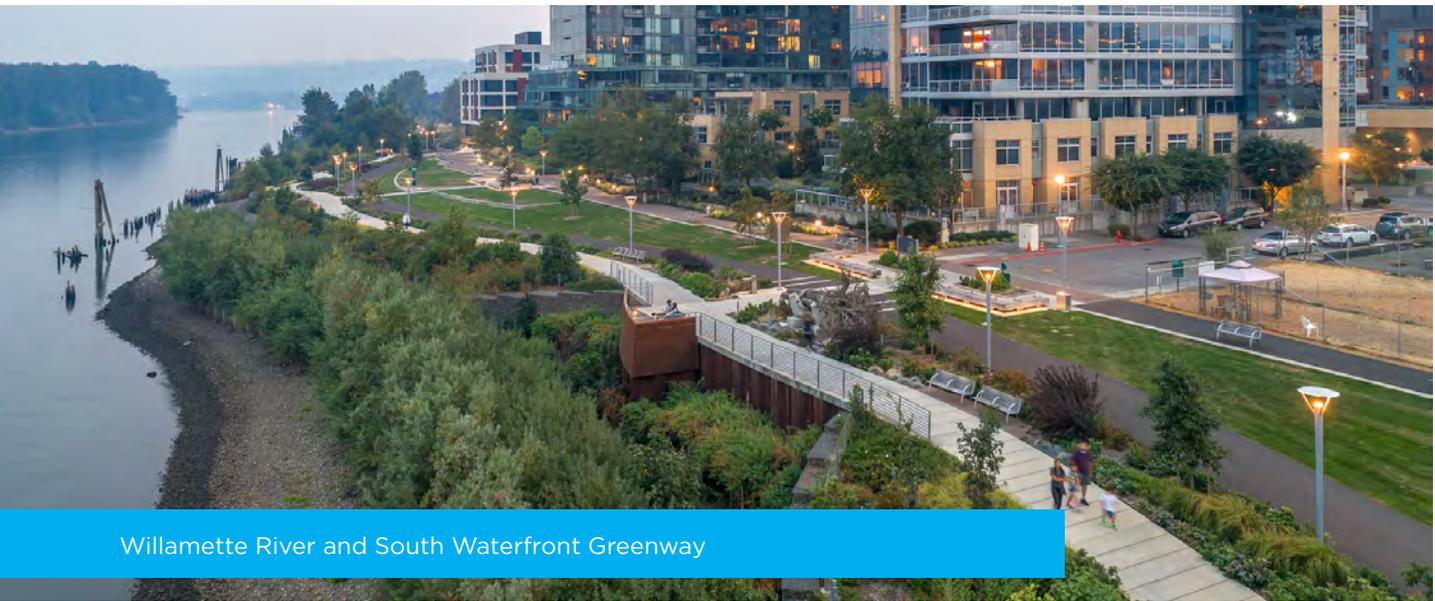
View of the riverfront property on Collision Bend from Stones Levee pedestrian bridge.



The Canal Road corridor with views back up to Downtown along Ontario Street.

Avenue to provide places for boats to dock during sporting events or for year round storage of watercrafts that regularly use the lake and river. The protected harbor will be designed to provide habitats to fish and other wildlife. The existing riverfront edge along Collision Bend is reimagined with additional habitats for fish and native river plantings, which will in turn help to enhance water quality and support stormwater management.

Increased development capacity will also increase visits to both sides of the river along this stretch. In an effort to support already congested bridges, the plan recommends further traffic and feasibility studies of the Eagle Road Bridge, Columbus Road Bridge, and Hope Memorial Bridge. Canal, Carter, and Scranton Roads appear to have adequate capacity to accept additional vehicle volumes. All other major downtown corridors are estimated to function at a Level of Service D or better.



Willamette River and South Waterfront Greenway

CASE STUDY - Portland South Waterfront (Portland, Oregon):

South of Downtown Portland, industrial sites have been reclaimed for mixed use development to support the rapidly growing city. The development of sites along the Willamette were setback from the river by a 200 foot public recreation zone, funded in part by adjacent private development. East-west connections to the river that afforded views of Mount Hood were preserved as important public space corridors and balanced development with recreation and landscape restoration. The shoreline trail is bisected by open spaces that afford new ways to enjoy the river and be outdoors. Trail signage interprets the region's rich Native American and industrial logging and ship building heritage.

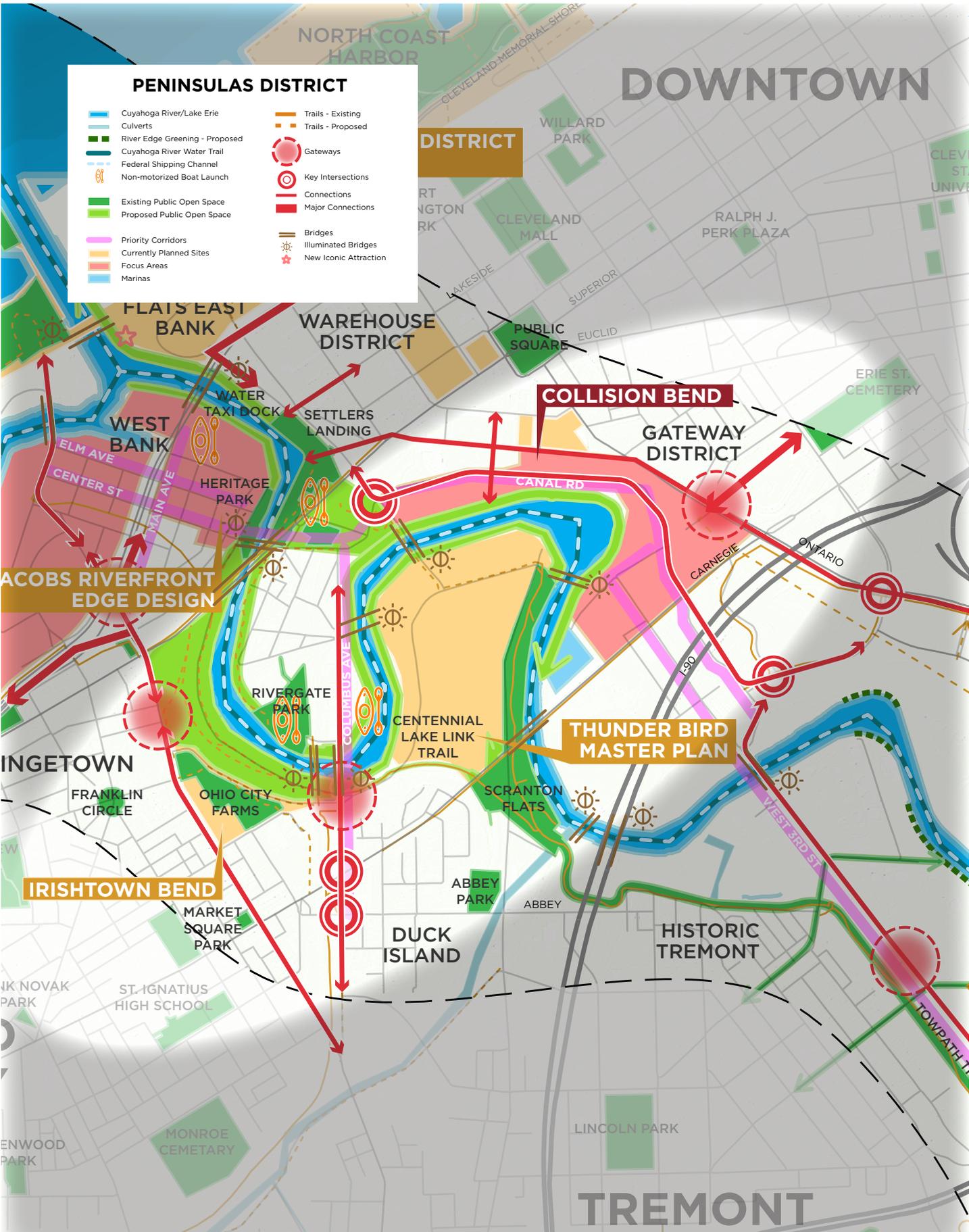


Thunderbird Master Plan, 2017

PLANS UNDERWAY

This project aligns with:

- Scranton Peninsula Project and Thunderbird Master Plan
- Canal Basin Park Framework Plan and Concept Plans
- Jacobs Riverfront Master Plan
- Huron Road Greenway Concept
- Tower City Development
- Flats South District Plan



COLLISION BEND

INITIATIVES INFORMED BY COMMUNITY FEEDBACK

Programming for individuals and groups is needed.

1. Encourage a mix of free and paid outdoor events.
2. Establish additional safe docking and public marinas at key locations in the Valley, such as Collision Bend, Canal Basin Park, and West Bank.

There is no clear destination/visitor draw.

3. Redevelop Collision Bend and Sherwin Williams property as a key mixed-use destination that 1) connects the River to downtown and entertainment venues, and 2) creates publicly-accessible spaces along the river.
4. Update zoning code to entice appropriate development and regulate parking.
5. Regularly maintain invasive species at the river's edge and along public trails.
6. Integrate fish habitat and kayak launches.

Streets are neither car nor pedestrian friendly.

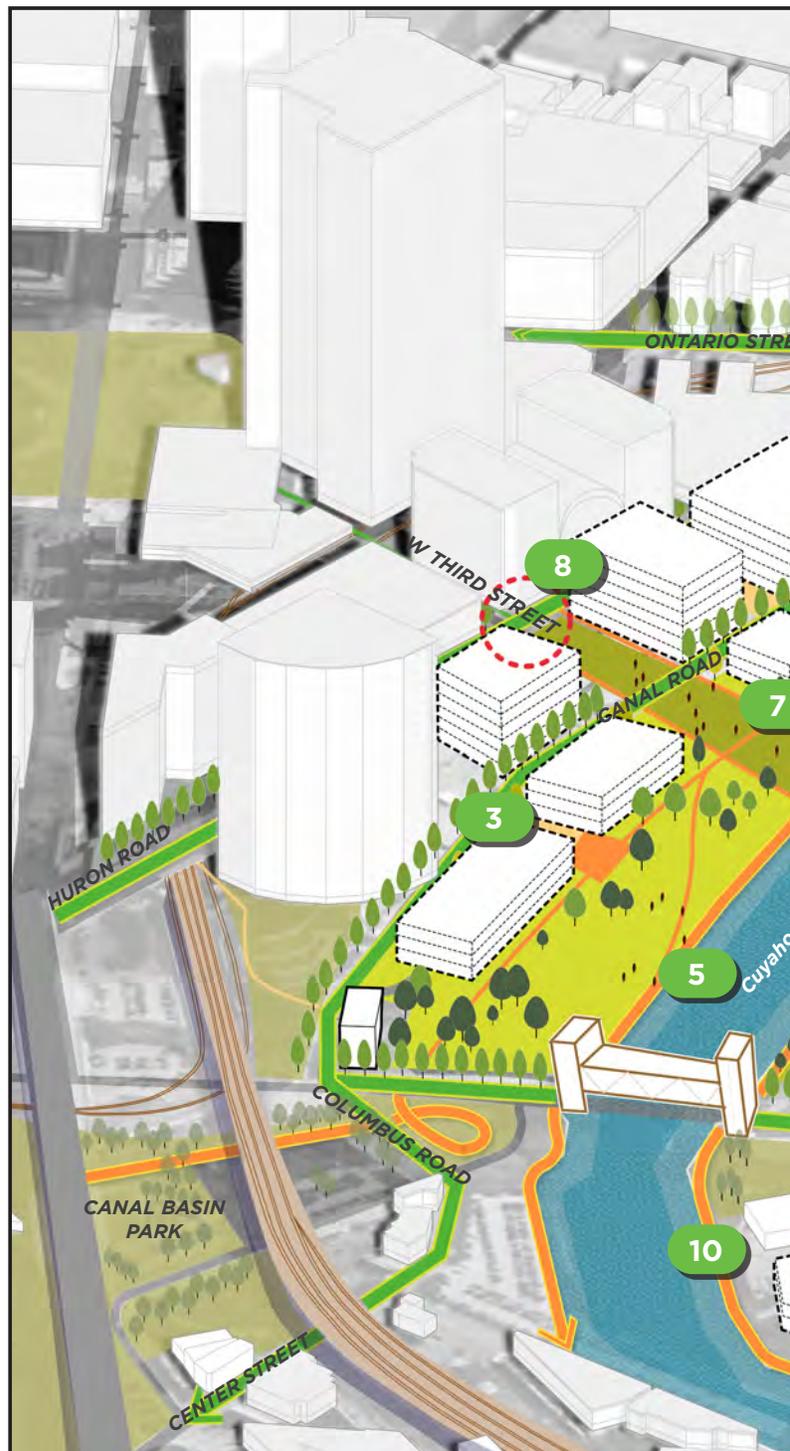
7. Create pedestrian connections between the river and downtown, via the Collision Bend Development.
8. Create a series of pedestrian walkways between Rocket Mortgage Field House, Progressive Field, and future redevelopment at Collision Bend.

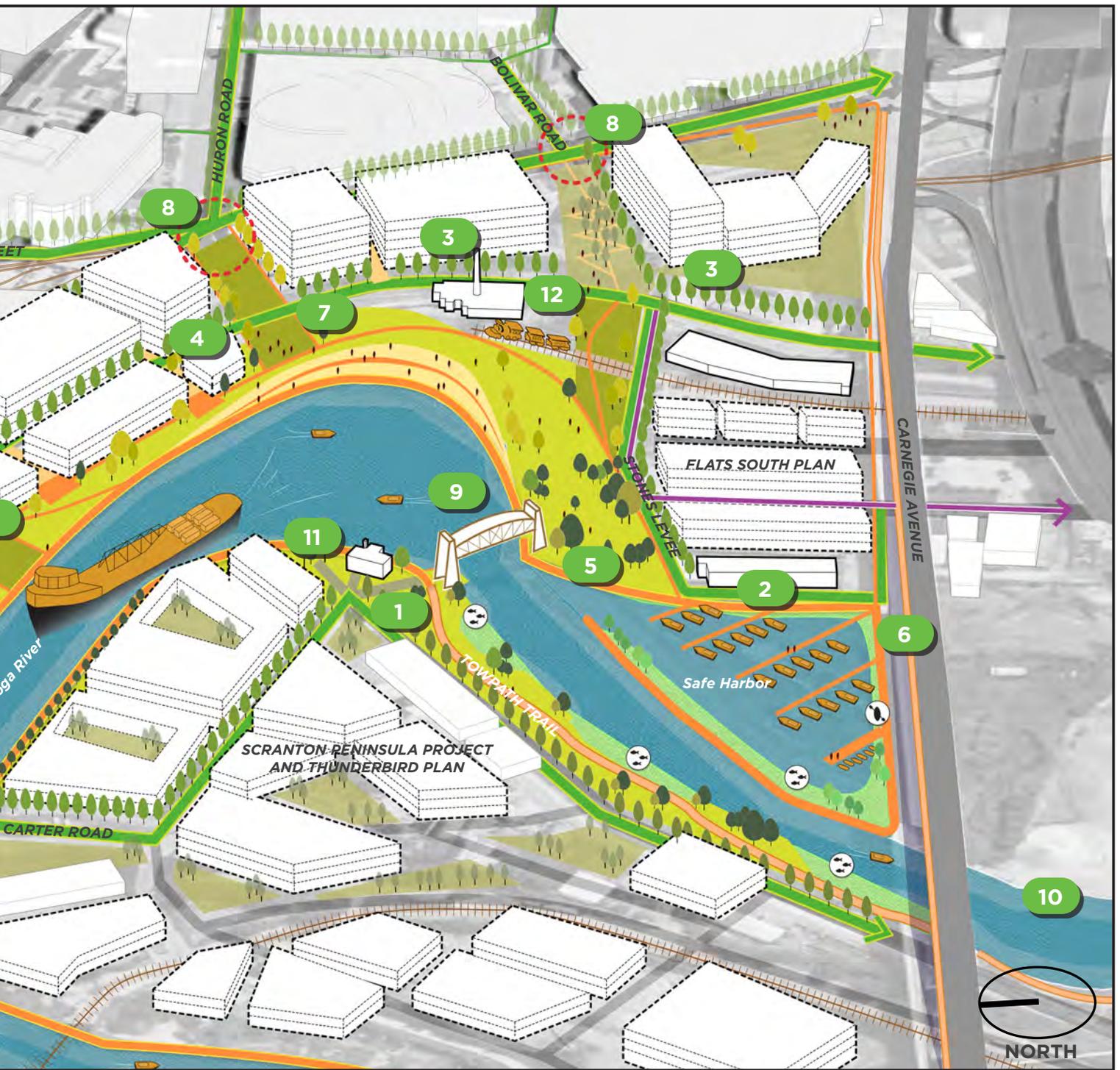
Bridge operations need improvement.

9. Improve Eagle Road Bridge for pedestrian connections. (*currently non-operable*)

There is a lack of education regarding what has been done, status of what is now, and expectations for the future and what is being done to get there.

10. Create directional, regulatory, and educational signage for recreational river users. Include docking/no docking, recreational refuge zone, and emergency egress signage.
11. Celebrate river restoration through public art.
12. Extend Cuyahoga Valley Scenic RR Line.

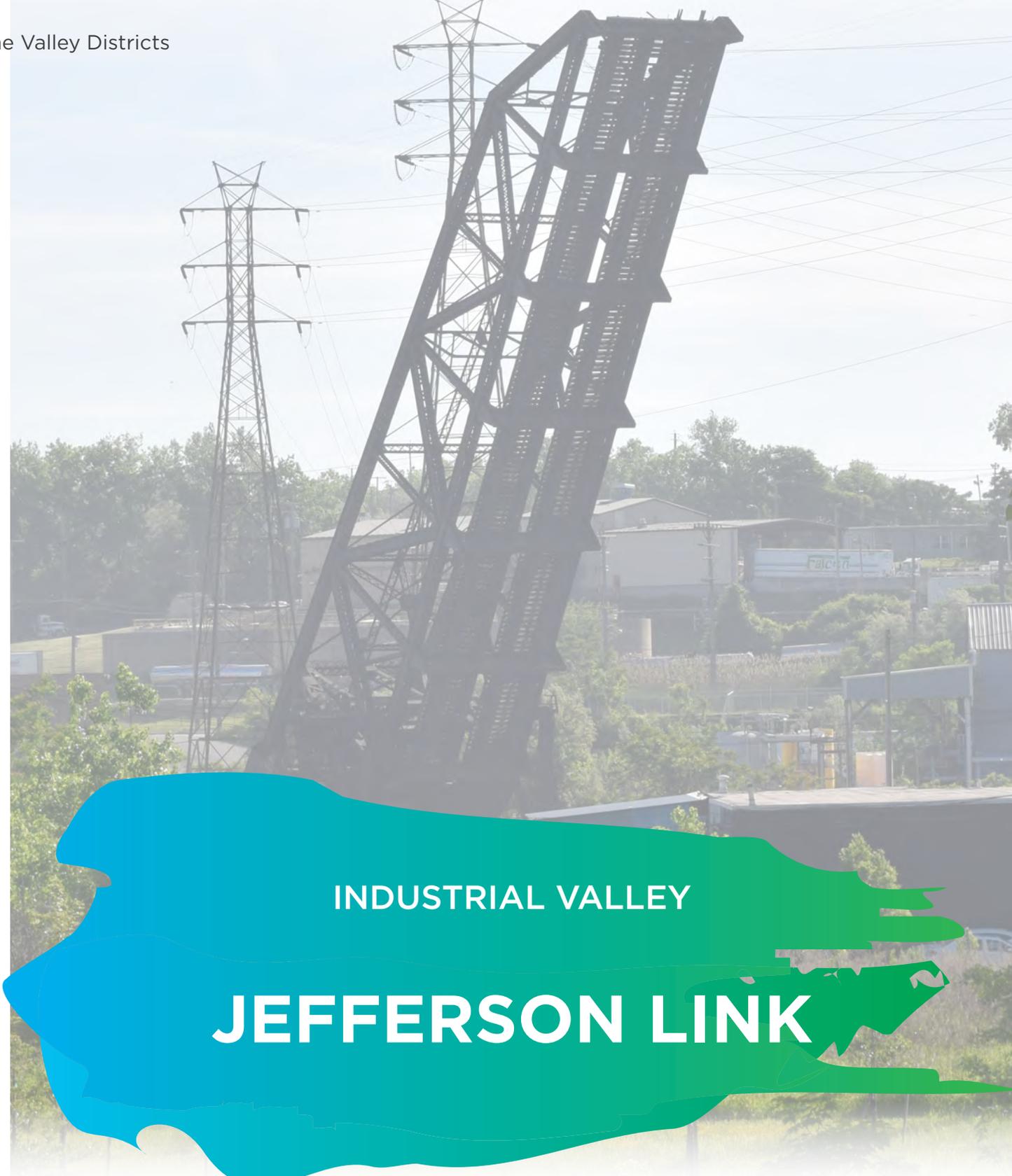




LEGEND

-  Gateway
-  Complete Streets Improvements
-  Existing Pedestrian & Bike Trails
-  Pedestrian & Bike Improvements
-  Existing Trucking Routes
-  New/Enhanced Green Space
-  Existing Green Space, or Previously Planned

-  Activated Plaza
-  Potential Redevelopment
-  Anchor Building/Adaptive Reuse
-  Existing Buildings
-  Paddling Put-In
-  Fish Habitat
-  Enhanced Ecological Zone



INDUSTRIAL VALLEY

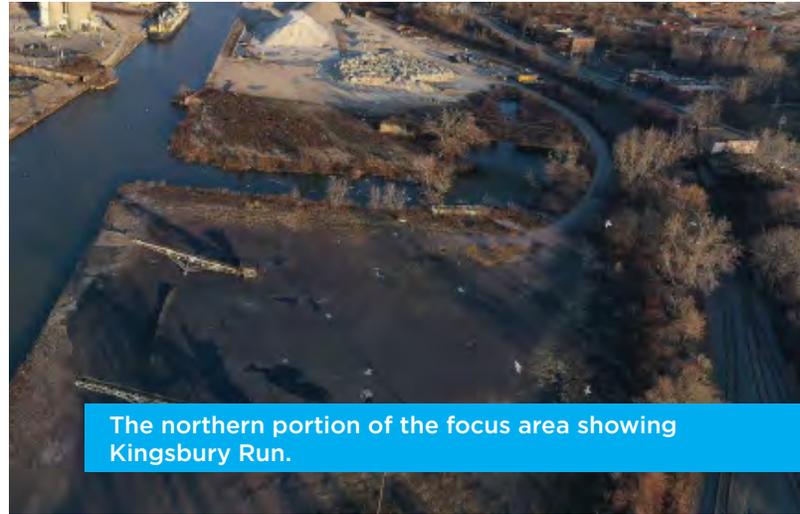
JEFFERSON LINK

A pilot for transforming former industrial properties to community destinations, the Jefferson Link will be remediated and reconnected to surrounding neighborhoods to provide a much needed recreation space. Investments in the water's edge will encourage a mix of recreation opportunities and adaptively reused structures can support community gatherings and serve as river beacons.

Today, Jefferson Link plays host for the starting line of the Head of the Cuyahoga annual rowing regatta, drawing crowds to the river turnaround just south of the Jefferson former industrial properties along the narrow stretch of riverfront road. The site is also at the center of fast moving highway interchanges and rail right-of-ways that connect the site to the region, yet separate it from abutting Central, Garden Valley, North Broadway, and Tremont neighborhoods.

The success of this space to support large recreational events and its position between several neighborhoods with limited access to and across the river showcase the potential of this district to be a distinct destination. On the east side of the river between the Old Jefferson Street Bridge and Dille Avenue, brownfields and former industrial facilities can give way to bio-remediation pilot programs, renovated buildings and decommissioned tanks can be reused as community spaces and recreation storage, and the riverfront will be revitalized as a space for community togetherness.

Investments to the Jefferson Link District will include street improvements along Independence Street including separate bike facilities alongside this important trucking route that will link into a new river connection between the Old Jefferson Trail and recently completed upgrades to the Towpath Trail on the west side of the river. The land between Independence Road and the riverfront will be cleared of invasive species and



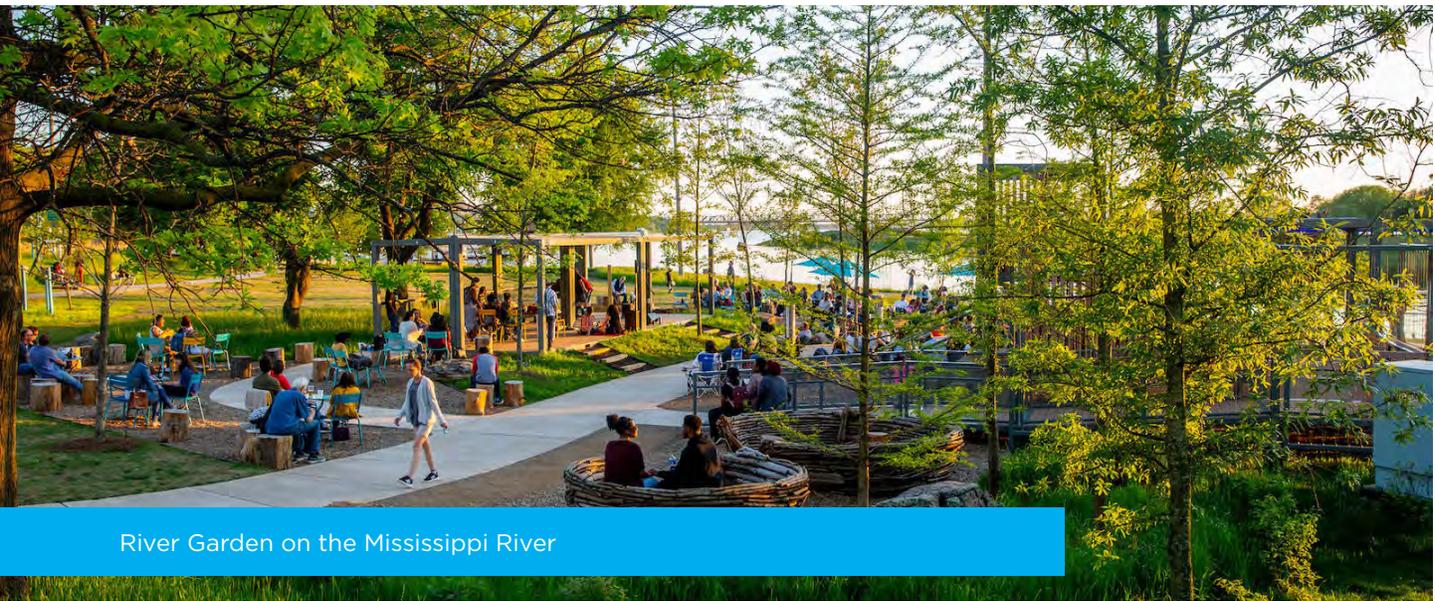
The northern portion of the focus area showing Kingsbury Run.



Riverfronts to support fish habitat and control erosion.

replaced with park spaces and lush native river buffers to clean water and frame views to river spectacles like large scale river-based events to more informal activities.

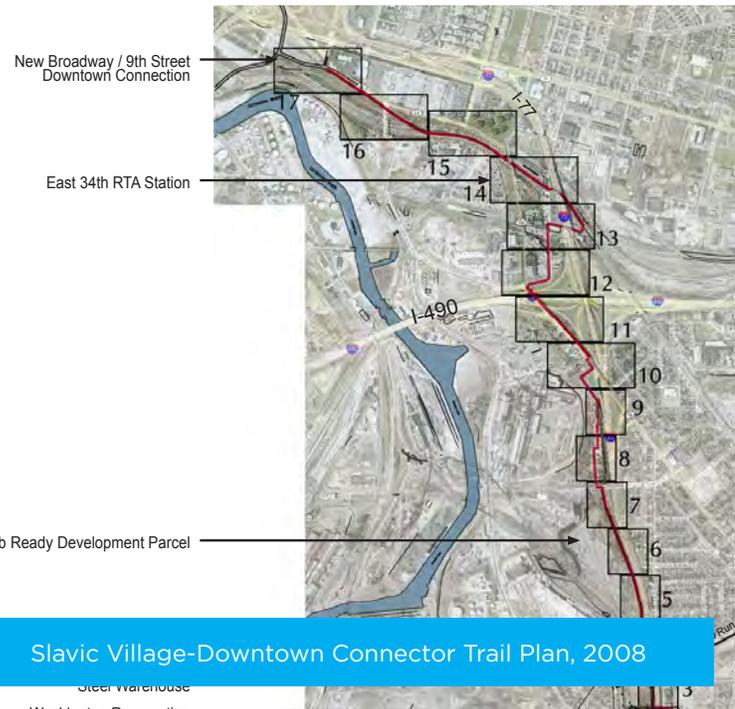
Improvements to the Jefferson property and streetscapes that connect through the district can encourage reuse or redevelopment of vacant lands that surround this area and generate more activity along Independence Road and further north and south along the river. These spaces will need to be rezoned to appropriately plan for development interest. Similarly, the conservation of low lying lands that drain to the river will require policy action to ensure any new development does not negate their function.



River Garden on the Mississippi River

CASE STUDY - River Garden (Memphis, Tennessee):

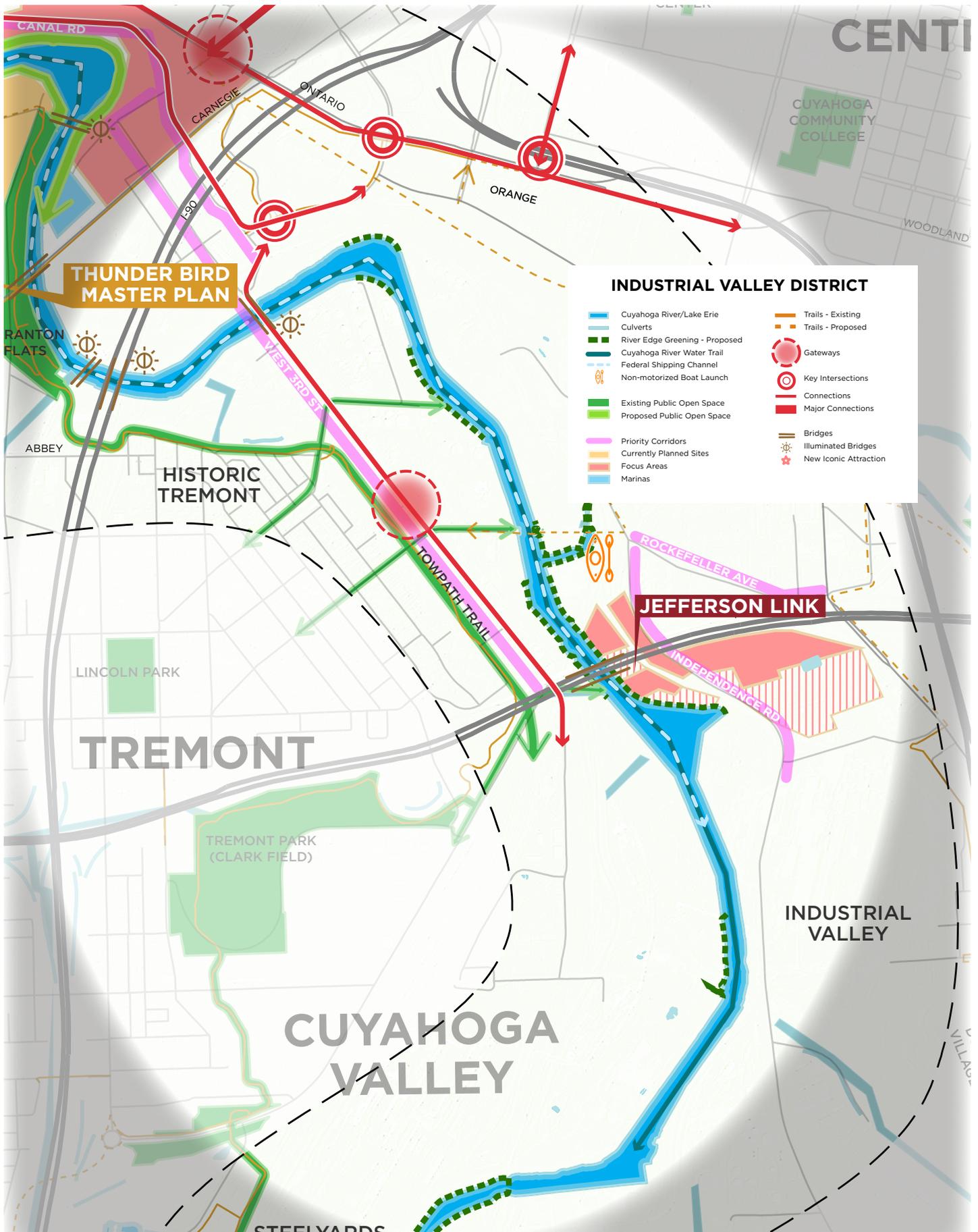
River Garden is a one-acre park along the Mississippi River that was recently renovated to feature a mix of community focused amenities including nature play structures, a dining pavilion, swings, a coffee shop, and a kayak launch. The park is at the center of a five mile River Line multi-modal trail that connects the Mississippi River north to south and connects the park to several neighborhoods adjacent to the river.



PLANS UNDERWAY

This project aligns with:

- Slavic Village-Downtown Connector Trail
- Towpath Trail
- Kingsbury Run TLCI Plan



JEFFERSON LINK

INITIATIVES INFORMED BY COMMUNITY FEEDBACK

Increase safety and safe-use awareness for all users. It was setup for industrial freight movement and hasn't adapted to people movement.

1. Create separated bike facilities on key roads linked to a new river connection across the rail.*
2. Ensure efficient and well-maintained trucking routes to and respect for existing industrial operations. Based on the traffic capacity analysis, Independence Road provides a good opportunity for complete streets improvements.
3. Plan for increased industrial and commercial uses in the Steelyards District with appropriately designed roadways to support large commercial truck operations and flexible spaces for loading or staging.

Improve awareness of the river, river valley, lake, and its uses as it pertains to particular audiences.

4. Provide additional guidance and/or funding for stormwater pilots and green infrastructure projects on privately-owned land.
5. Identify community ambassadors who can serve as a conduit between important planning milestones and their neighborhood.

Maintain industrial character and synergy between land side uses and the river uses, and share and build from the river's history.

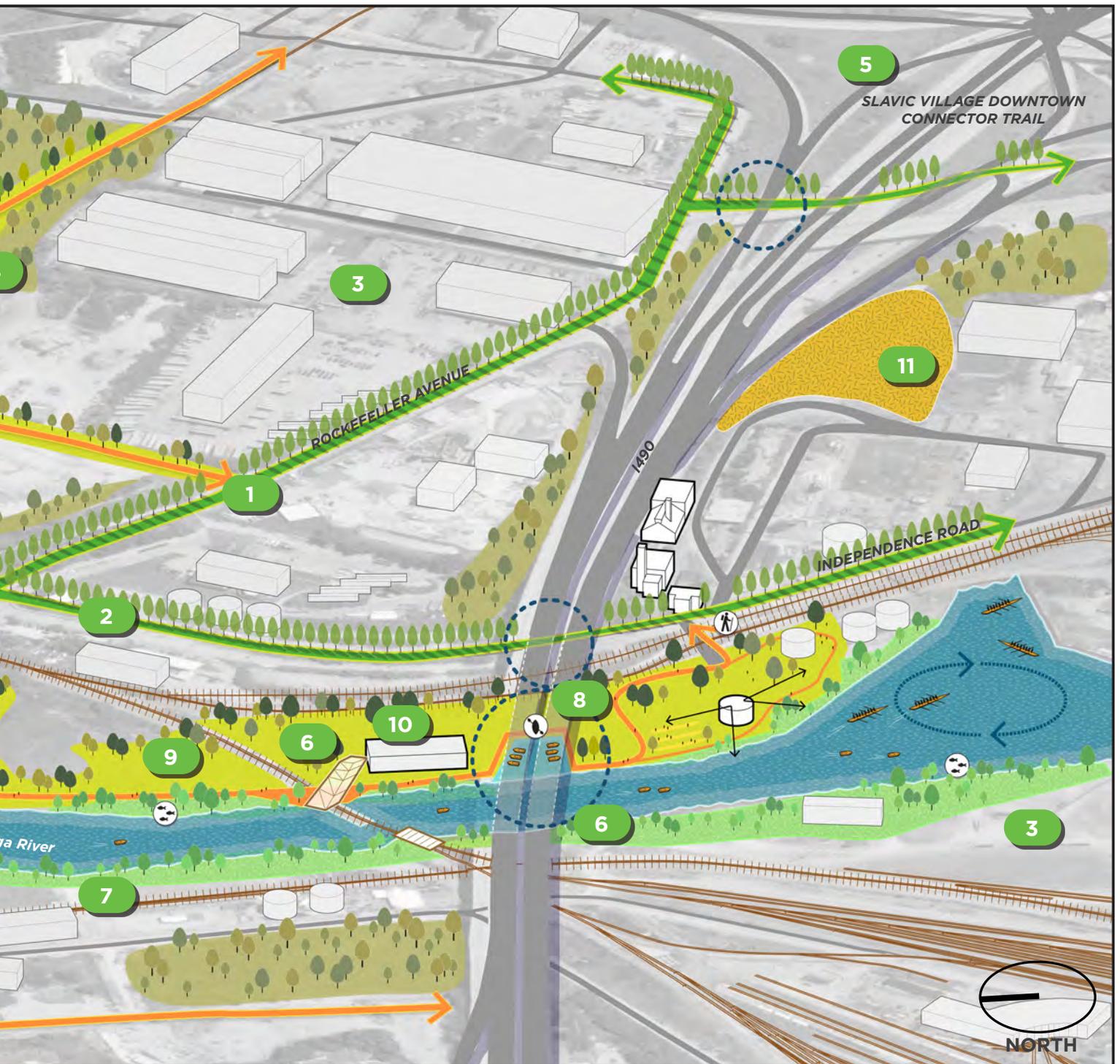
6. Light up the Jack-Knife Bridge and create a public space at its landing and along entire length of the shipping channel.
7. Protect riverfront conditions of waterfront dependent on industries.

Lack of clearly-designated passive public spaces.

8. Develop public river access space.
9. Develop public space at the Jefferson property, on the east side of the river.
10. Create a kayak storage and rental facility to expand river recreation resources.
11. Pilot brownfield remediation projects.

*Note: a new bike/pedestrian bridge would need to provide 97 feet of clearance per US Coast Guard guidance; this will result in a large footprint requirement on both sides of the river.

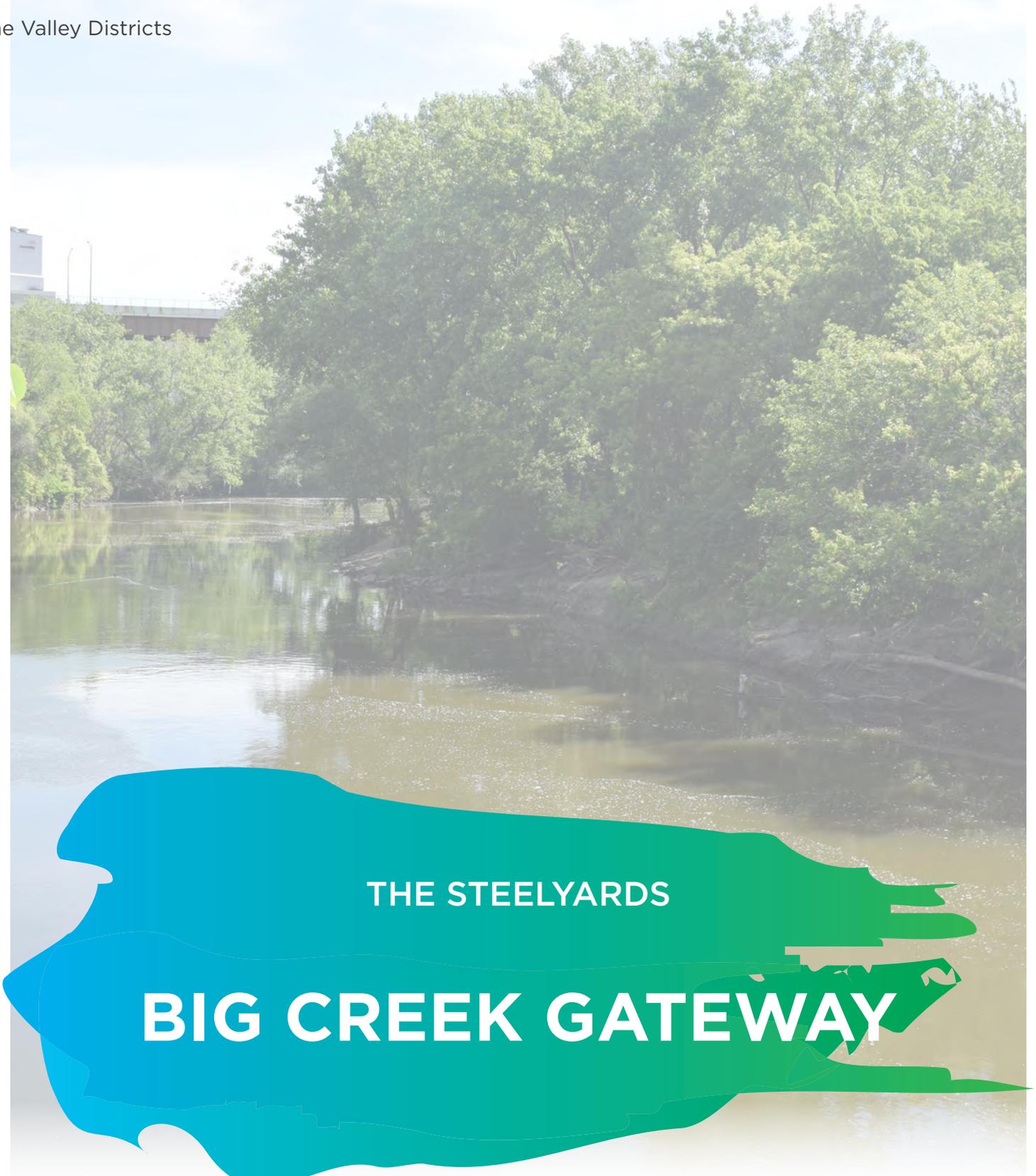




LEGEND

-  Underpass Activation
-  Complete Streets Improvements
-  Existing Pedestrian & Bike Trails
-  Pedestrian & Bike Improvements
-  Existing Trucking Routes
-  New/Enhanced Green Space
-  Existing Green Space, or Previously Planned

-  Activated Plaza
-  Anchor Building/Adaptive Reuse
-  Existing Buildings
-  Paddling Put-In
-  Fish Habitat
-  Hiking Path
-  Bio-remediation
-  Enhanced Ecological Zone



THE STEELYARDS

BIG CREEK GATEWAY

A hidden confluence of several tributaries, trails, and neighborhoods far removed from the rest of the City of Cleveland are envisioned to connect visitors across the region to this thriving ecological destination and provide an escape from the urban to the wild.

Both sides of the Cuyahoga River between I-490 and Harvard Avenue have long served businesses seeking inexpensive land values to support commercial and industrial functions being pushed out of the city limits. Railway crossings cross the midpoint of the Steelyards district and eliminate water-dependent navigation in support of rail and truck mobility. Those industrial lands below the railway that bisects the river are buffered by overgrown soft, natural edges of invasive and natural plant species that are teeming with aquatic and terrestrial wildlife.

The Big Creek Gateway is a bookend for waterfront industries and back of house infrastructure and one of the valley's best kept natural secrets. Plans are underway to connect the Ohio & Erie Canal reservation, a trail system and protected open space across the river, to the Towpath Trail and along Big Creek to communities west of the river, Brighton Park, and the Cleveland Metroparks Zoo. The Big Creek Gateway is re-envisioned to leverage planned efforts by local and state governments and bring more people to this part of the river to discover and learn more about the natural history and function of the river and its watershed.

To increase access and increase use of this district, trail heads will need to be enhanced with additional parking and amenities to support river access for kayaks, canoes, and other man-powered watercrafts, hikers, bicyclists, and birdwatchers. A public boat launch is proposed for the Cande Livery and will include interpretive signage about the site's history and the 1969 fire.

Along both sides of the river on publicly accessible and privately owned riverfronts, environmental restoration efforts will include



The Ohio & Erie Canal Towpath Trail along Harvard Avenue.



Existing image of the proposed land to implement a small boat launch into the river.

replanting native riparian landscapes to manage stormwater, improve water quality, and enhance the natural beauty of the river valley.

Beyond physical interventions at this site, there are opportunities for partnerships with research groups, academic institutions, and public organizations to create fish and other wildlife habitats and pilot brownfield remediation projects on formerly industrial lands.



CASE STUDY - Chambers Grove (Duluth, Minnesota):

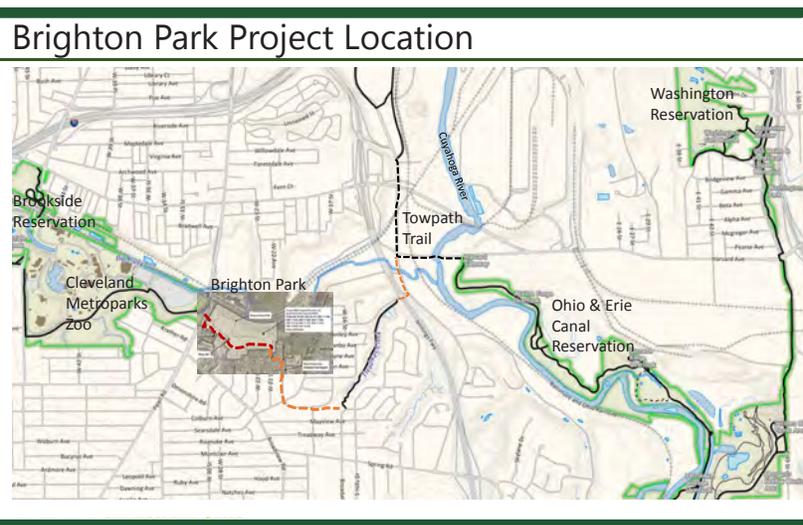
Chambers Grove is a reach of the St. Louis River that is designated as a critical spawning area for Lake Superior migratory fish species including lake sturgeon, walleye, and longnose sucker. In 2012, after a flood devastated an adjacent riverfront park, river conservationists used the recovery project to also restore shoreline and improve spawning habitat for critical fish species, integrate habitat restoration into park improvements, and provide interpretive and educational signage to share the role of the reach in protecting important native wildlife species.



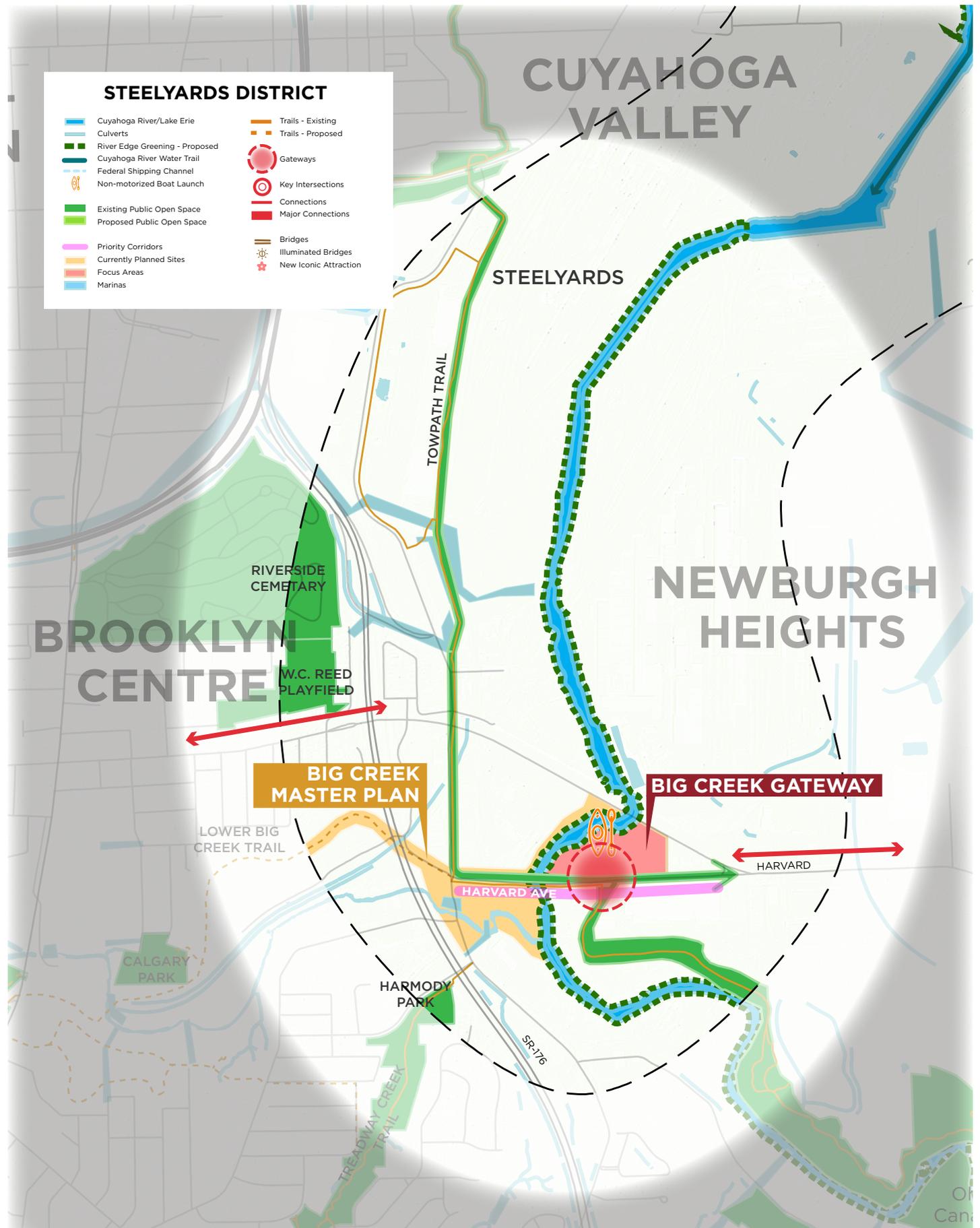
PLANS UNDERWAY

This project aligns with:

- Brighton Park Trail Construction
- Big Creek Trail & Master Plan Study
- Cuyahoga Greenways Plan
- Harvard Avenue Connector Trail
- Ohio & Erie Canal Towpath Trail



Brighton Park Trail Construction, 2020



STEELYARDS DISTRICT

	Cuyahoga River/Lake Erie		Trails - Existing
	Culverts		Trails - Proposed
	River Edge Greening - Proposed		Gateways
	Cuyahoga River Water Trail		Key Intersections
	Federal Shipping Channel		Connections
	Non-motorized Boat Launch		Major Connections
	Existing Public Open Space		Bridges
	Proposed Public Open Space		Illuminated Bridges
	Priority Corridors		New Iconic Attraction
	Currently Planned Sites		
	Focus Areas		
	Marinas		

CUYAHOGA VALLEY

STEELYARDS

NEWBURGH HEIGHTS

BROOKLYN CENTRE

RIVERSIDE CEMETARY

W.C. REED PLAYFIELD

BIG CREEK MASTER PLAN

BIG CREEK GATEWAY

LOWER BIG CREEK TRAIL

HARVARD

HARVARD AVE

CALGARY PARK

HARMODY PARK

SR-176

TREADWAY CREEK TRAIL

Or
Can

BIG CREEK GATEWAY

INITIATIVES INFORMED BY COMMUNITY FEEDBACK

Maintain/increase green space and nature throughout the river valley.

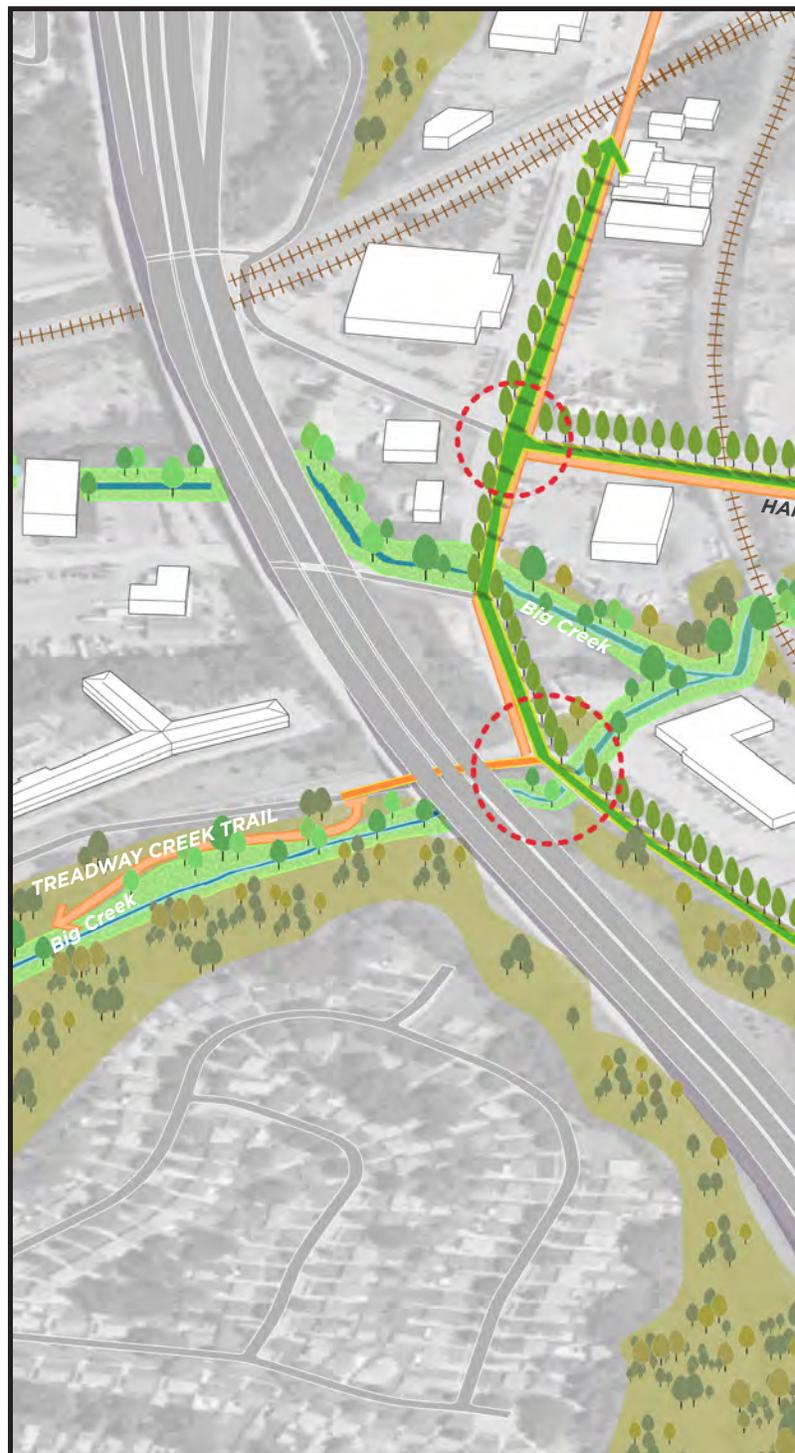
1. Develop public river access spaces at Cande Livery. Interpret site of 1969 fire.
2. Develop public space at the Big Creek interface with the Cuyahoga, on the west side of the river.

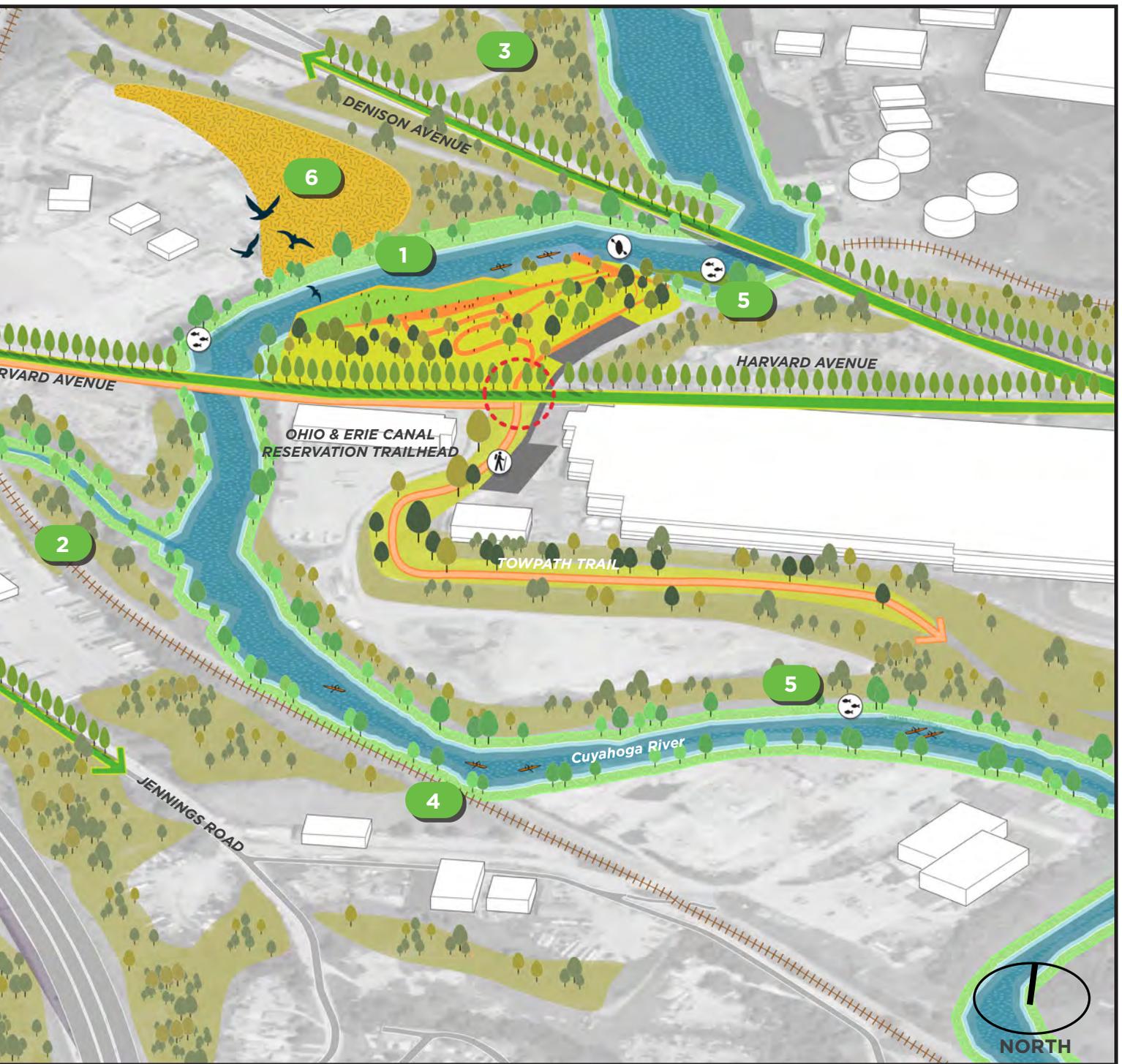
Provide habitats for native plants and animals, especially marine animals. Increase points of access to the water for residents and visitors.

3. Evaluate the condition of all river bulkheads and create a capital improvement plan for them based on conditions and economic impacts.

Natural aging and erosion of river banks. Restoration, water quality improvement, and environmental remediation still needed.

4. Restore native riparian landscapes along the riverfront to manage stormwater runoff, improve water quality, and improve the aesthetic quality of the River Valley.
5. Develop master plan for fish habitat coordination with existing and proposed uses, habitat connectivity, funding, implementation, and maintenance.
6. Pilot brownfield remediation projects like phytoremediation in former Harshaw Chemical Site





LEGEND

- | | | | |
|--|---|--|--------------------------|
| | Gateway | | Existing Buildings |
| | Complete Streets Improvements | | Paddling Put-In |
| | Existing Pedestrian & Bike Trails | | Trailhead |
| | Pedestrian & Bike Improvements | | Fish Habitat |
| | New/Enhanced Green Space | | Bio-remediation |
| | Existing Green Space, or Previously Planned | | Enhanced Ecological Zone |
| | Activated Plaza | | |





06 | IMPLEMENTATION STRATEGIES

The Framework

The framework was created by combining the existing conditions analysis, feedback from the community and stakeholders, along with best practices. It is organized by the five plan components. Under each of the plan components are the strategies, which are the specific projects, policies, or programs to achieve the principles and initiatives.

Associated with each strategy is a priority, timeframe, and next steps. The priorities of low, medium and high are subjective and relative to one another, based on project team, stakeholder, and public input. The timeframes are organized by short term (1-3 years), mid term (4-6 years), long term (7+ years), and ongoing. The next steps column begins to outline the immediate tasks that can be undertaken by the client team, stakeholders, and other interested organizations,

agencies, and parties.

The development of public private partnerships are increasingly being used as a creative method to leverage public sector stability and funding to help realize private sector development. The public sector and private sector establish their roles in a particular project to realize the maximum benefit for each. This can take shape in the form of the public sector financing the cost of infrastructure improvements, signing a long term tenant or land lease, coming together to co-sponsor state or federal grant programs, or developing creating methods to mitigate the private investors risk.

The following table outlines the strategies listed in Chapter 4, Valley-Wide Recommendations. A separate table lists additional recommendations from each focus area in Chapter 5, The Valley Districts.

KEY	
Priority	<p>LOW Low Priority</p> <p>MEDIUM Medium Priority</p> <p>HIGH High Priority</p>
Timeframe	<p>S Short Term (1 - 3 years)</p> <p>M Mid Term (4 - 6 years)</p> <p>L Long Term (7+ years)</p> <p>O Ongoing</p>

VALLEY-WIDE RECOMMENDATIONS

1. LAND USE

Strategy	Priority	Timeframe	Next Steps
1.1.1.1: Develop the properties in the Jefferson Link focus area, on the east side of the river.	HIGH	M / L	<ul style="list-style-type: none"> » Conduct a detailed area plan » Identify project partners » Identify funding sources
1.1.1.2: Develop the properties on the west side of the river at the Big Creek focus area.	HIGH	M / L	<ul style="list-style-type: none"> » Conduct a detailed area plan » Identify project partners » Identify funding sources
1.1.1.3: Ensure efficient and well-maintained trucking routes to support the industrial economy.	MEDIUM	O	<ul style="list-style-type: none"> » Implement past studies as needed/ appropriate » Regularly assess roadway conditions and operations
1.1.1.4: Support the future operations of industrial and commercial uses in the Steelyards District.	LOW/ MEDIUM	O	<ul style="list-style-type: none"> » Prioritize operations as part of future plans and studies » Maintain and improve roads and bulkheads in the area
1.1.1.5: Assess underutilized industrial parcels for potential additional public access to the river.	LOW	O	<ul style="list-style-type: none"> » Identify underutilized parcels in addition to what is outlined within this plan » Conduct a highest and best use study for each parcel
1.2.1.1: Create design guidelines for that support and promote the vision for the districts in the Valley, including a percentage of developed land to remain for trails and public access.	HIGH	S	<ul style="list-style-type: none"> » Develop guidelines » Adopt guidelines » Train Planning Commission and staff
1.2.1.2: Update the zoning code to allow for a balance mix of uses as outlined in the Plan, specifically the focus area districts.	HIGH	S	<ul style="list-style-type: none"> » Develop code language/district(s) » Adopt code » Train Planning Commission and staff
1.2.2.1: Redevelop Collision Bend and Sherwin Williams property as a key mixed-use destination that 1) connects the River to downtown and entertainment venues, and 2) creates a publicly-accessible plaza and open space along the river.	MEDIUM	S	<ul style="list-style-type: none"> » Conduct area plan and preliminary engineering study » Identify project partners » Identify, apply and secure funding for public improvements » Perform traffic analysis
1.2.2.2: Infill the West Bank of the Flats District.	LOW	O	<ul style="list-style-type: none"> » Conduct/implement area plans » Identify project partners » Identify, apply and secure funding for public improvements
1.2.2.3: Develop the Columbus Peninsula with new uses that complement the existing recreational activities and connect to the River and adjoining parks space.	NA/PS	O	<ul style="list-style-type: none"> » Promote/prioritize public/capital improvements to support development in these areas » Perform traffic analysis

LAND USE CONTINUED			
Strategy	Priority	Timeframe	Next Steps
1.2.2.4: Develop Scranton Peninsula.	<i>NA/PS</i>		<ul style="list-style-type: none"> » Promote/prioritize public/capital improvements to support development in these areas » Perform traffic analysis
1.2.3.1: Work with existing industries north of I-90 to integrate with new development, regarding public health, safety, and welfare.	MEDIUM		<ul style="list-style-type: none"> » To be determined
1.3.1.1: Encourage a mix of adaptive re-use projects and new developments that benefit from historic preservation and low-income housing tax credits.	LOW		<ul style="list-style-type: none"> » Identify sites/buildings that qualify for tax credits » Align sites/buildings to other developments in the Valley and the Plan
1.3.1.2 Preserve Lakeview Terrace area as an affordable and desirable place to live, and integrate new mixed-income options.	HIGH		<ul style="list-style-type: none"> » Create an area plan and redevelopment strategy » Seek project partners/developers to facilitate redevelopment » Identify and apply for funding for environmental and public realm improvements » Perform traffic analysis
1.4.1.1: Establish the Cuyahoga Valley Coalition (CVC) to manage funding, improvements, operations, and maintenance of public infrastructure.	HIGH		<ul style="list-style-type: none"> » Identify partners and lead management entity » Conduct investigation/formation meetings with partners » Create the entity
1.4.1.2: Create a common process where the CVC reviews and provides guidance on a variety of land use and infrastructure to review land use and development proposals.	MEDIUM		<ul style="list-style-type: none"> » To be determined (outcome of 1.4.1.1)

2. MOBILITY & CONNECTIVITY

Strategy	Priority	Timeframe	Next Steps
2.1.1.1: Maintain, enhance, and direct use of trucking & freight routes. Coordinate active transportation facilities with these routes on-land (Center St., W. 3rd St., and Canal Rd.)	MEDIUM	S	<ul style="list-style-type: none"> » Update/install signage as needed appropriate » Prioritize improvements in and around Collision Bend » Conduct preliminary engineering study for improvements to 3rd Street and Canal Road » Perform traffic analysis
2.1.1.2: Improve connections to the RTA Waterfront Line and transit stations through safe non-motorized connections in and around Collision Bend.	MEDIUM	S	<ul style="list-style-type: none"> » Create an area plan for the Collision Bend area » Create non-motorized connectivity plan for this area, and identify connections to Tower City » Work with public and private entities to create new connections
2.1.1.3: Maintain and protect the federal shipping channel for commercial vessels.	HIGH	O	<ul style="list-style-type: none"> » Repair failing infrastructure in concert with other plan strategies » Identify and install safe harbors for recreational vessels » Install river communication systems for all river users
2.1.1.4: Develop river setbacks and easements for public access and pedestrian connections. (See Public Space Principle #1)	HIGH	O	<ul style="list-style-type: none"> » Work with existing businesses to rehabilitate and provide access along the waterfront » Work with developers as part of new construction to maintain waterfront access
2.1.1.5: Provide additional water taxi routes along the river.	MEDIUM	M	<ul style="list-style-type: none"> » Create a water taxi plan » Create a SID to support the development of future water taxis
2.1.1.6: Continue to work with the rail industry to maintain access to the Valley and Lake Erie by minimizing bridge obstructions, especially during weekends to ensure safe recreational boat and coast guard access.	HIGH	O	<ul style="list-style-type: none"> » Integrate rail operators into/as part of the Cuyahoga Valley Coalition
2.1.1.7: Improve road surface infrastructure for appropriate transportation modes on key corridors: Main Ave., Canal Rd., W. 3rd St., Stones Levee St., Independence Rd., and Center St.	MEDIUM	L	<ul style="list-style-type: none"> » Incorporate improved bike and pedestrian facilities when corridors are rehabilitated » Study multi-modal needs and improvements » Perform traffic analysis
2.1.2.1: Create underpass improvements to the Main Avenue East bridge to enhance connectivity across the River for non-motorized transit.	MEDIUM	S	<ul style="list-style-type: none"> » Identify funding sources and secure funding for implementing Downtown Cleveland Alliance's Main Avenue Connector » Implement proposed design

Implementation Strategies

MOBILITY & CONNECTIVITY CONTINUED			
Strategy	Priority	Timeframe	Next Steps
2.1.2.2: Create bike and pedestrian enhancements along Superior Avenue.	MEDIUM	M	<ul style="list-style-type: none"> » Align project partners » Identify funding sources and secure funding for implementing proposed enhancements » Design and implement concept(s)
2.1.2.3: Support the implementation of the Kingsbury Run Trail.	MEDIUM	M	<ul style="list-style-type: none"> » Align project partners » Identify funding sources and secure funding for implementing proposed enhancements » Design and implement concept(s)
2.1.2.4: Support the implementation of the Harvard Avenue connector trail.	MEDIUM	M	<ul style="list-style-type: none"> » Align project partners » Identify funding sources and secure funding for implementing proposed enhancements » Design and implement concept(s)
2.1.2.5: Support the implementation of the Big Creek Connector and link to Treadway Creek Trail to better connect Old Brooklyn and Brooklyn Centre to the Valley.	MEDIUM	M	<ul style="list-style-type: none"> » Align project partners » Identify funding sources and secure funding for implementing proposed enhancements » Design and implement concept(s)
2.1.2.6: Create an active transportation connection to neighborhoods east of the river, via Slavic Village Downtown Connector.	MEDIUM	M	<ul style="list-style-type: none"> » Study appropriate connection alignments between the river and the Slavic Village Downtown Connector » Identify funding sources and project partners
2.1.2.7: Enhance the existing lower level infrastructure on the Detroit Superior Bridge to create a non-motorized connection.	MEDIUM	M	<ul style="list-style-type: none"> » Determine preferred concept: Iconic, riverbank-to-riverbank pedestrian underpass or concept proposed in Veterans Memorial Bridge Bicycle and Pedestrian Improvement Plan TLCI. » Identify funding sources and secure funding for implementing proposed enhancements » Design and implement concept(s)
2.1.2.8: Improve linkages between the east and west sides of the river, either through enhanced bridges or new bridges.	MEDIUM	M	<ul style="list-style-type: none"> » Identify priority cross-river linkage, to focus resources. » Perform feasibility and preliminary engineering study. » Identify funding sources.
2.1.3.1: Create an active transportation connection to North Coast Harbor.	MEDIUM	M	<ul style="list-style-type: none"> » Identify lead organization » Perform feasibility study for alignment » Acquire R.O.W. as needed
2.1.3.2: Create a visual connection to the Lake from the Valley through an iconic observation feature.	MEDIUM	L	<ul style="list-style-type: none"> » Identify location as part of future development, in Flats or Old River Channel » Develop RFP for design » Identify funding sources

MOBILITY & CONNECTIVITY CONTINUED

Strategy	Priority	Timeframe	Next Steps
2.1.4.1: Create/extend the river front boardwalk from the Flats south through Canal Basin Park and beyond to Collision Bend. (see 3.1.1.1)	HIGH	S	» Work with property owners of future developments to integrate boardwalk into future design
2.2.1.1: Create a maritime communications system that clearly communicates information to all river users and terrestrial travelers.	HIGH	S	» Establish Cuyahoga Valley Coalition » Study feasibility, design, and implementation of system » Determine funding sources
2.2.1.2: Integrate maritime traffic patterns and schedules into a common mobile platform (Google, Waze, etc.) for more efficient and safer water travel.	MEDIUM	S	» Identify communication platforms » Determine suitability » Select and design platform/application
2.2.2.1: Create on-land wayfinding signage and gateway treatments that connect residents and visitors to the Valley.	MEDIUM	S	» Develop wayfinding system
2.2.2.2: Create directional, regulatory, and educational signage for recreational River users. Include docking/no docking, recreational refuge zone, and emergency egress signage.	HIGH	S	» Establish Cuyahoga Valley Coalition » Create water-related signage plan
2.2.2.3: Clearly identify and sign designated truck routes.	MEDIUM	S	» Confirm truck routes » Create signage plan » Install signage
2.3.1.1: Continue to work with Norfolk Southern to manage impacts from the "Iron Curtain" Bridge operations to minimize disruption of maritime traffic.	MEDIUM	O	» Establish Cuyahoga Valley Coalition » Maintain open communication with Norfolk Southern » Integrate into river communications system
2.3.1.2: Implement centralized, remote control ops system for movable bridges.	HIGH	M	» Create bridge operations plan » Identify preferred SMART bridge operation platform » Implement system
2.4.1.1: Establish additional safe docking and public marinas at key locations in the Valley, such as Collision Bend, Canal Basin Park, and West Bank.	MEDIUM	L	» Create safe harbor master plan » Identify public-private partnerships
2.4.1.2: Create new non-motorized boat launch areas; consider Flats East Bank, West Bank, Canal Basin Park, Thunderbird, Cleveland Rowing Foundation, Jefferson Link, and Big Creek as potential sites.	MEDIUM	M	» Apply for funding through project partners » Construct water access infrastructure, at key locations within each focus area"
2.4.1.3: Provide adequate emergency egress points.	MEDIUM	S	» Create emergency access plan » Identify public-private partnerships » Construct access points
2.4.1.4: Establish policing strategies dedicated to enforcing existing rules and regulations, for river safety.	MEDIUM	S	» Establish Cuyahoga Valley Coalition » Establish river safety plan, including policing strategies and responsible party(ies) » Implement plan and promote river safety education
2.5.1.1: Evaluate the condition of all river bulkheads, and create a capital improvement plan based on safety and economic impacts.	HIGH	S	» Establish Cuyahoga Valley Coalition » Continue evaluation commenced by Port of Cleveland. Apply for federal funding and create economic development tools to fund infrastructure improvements (e.g., SID, TIF.)

3. PUBLIC SPACE

Strategy	Priority	Timeframe	Next Steps
3.1.1.1: Implement a continuous boardwalk or public greenway on both sides of the river.	HIGH	L	<ul style="list-style-type: none"> » Work with developers and public entities to preserve riverfront access as permitted by federal regulations. » Create toolkit to incentivize private development to maintain access.
3.1.1.2: Develop Canal Basin Park as an cultural heritage park.	MEDIUM	M	<ul style="list-style-type: none"> » Use existing master plan as guideline for incremental implementation.
3.1.1.3: Implement Irishtown Bend Park.	MEDIUM	M	<ul style="list-style-type: none"> » Use existing master plan as guideline for incremental implementation.
3.1.2.1: Create a series of pedestrian walkways between Rocket Mortgage Field House, Progressive Field, and future redevelopment at Collision Bend.	MEDIUM	L	<ul style="list-style-type: none"> » Create detailed area plan » Apply for funding with focus on mobility elements (EDA grant) » Conduct preliminary design
3.1.2.2: Create unique pedestrian connections between the riverfront and Public Square.	LOW	L	<ul style="list-style-type: none"> » Integrate connections into related planning studies (Ontario Street study)
3.1.2.3: Enhance the Towpath Trail south of Quigley Road, with additional street trees, lighting, site furnishings, and maintenance.	LOW	M	<ul style="list-style-type: none"> » Determine project partners » Create Towpath Trail improvements plan » Secure enhancement dollars
3.1.2.4: Develop public river access at the Jefferson Link and Big Creek Gateway focus areas.	HIGH	M	<ul style="list-style-type: none"> » Apply for funding through project partners » Construct water access infrastructure, at key locations within each focus area
3.1.3.1: Create a central events calendar for the public, for the Cuyahoga Valley Coalition service area.	MEDIUM	S	<ul style="list-style-type: none"> » Identify responsible party (Flats Forward) » Responsible party to raise awareness of its calendar and share event information with related Greater Cleveland parties » See Brand and Marketing strategies
3.1.3.2: Partner with local organizations and developers to increase riverfront festivals, fairs, and markets.	MEDIUM	O	<ul style="list-style-type: none"> » Create long term vision for riverfront activities, based on current conditions and planned developments » Develop and launch top priority annual event » See Brand and Marketing strategies
3.1.3.3: Create additional historical programming.	LOW	O	<ul style="list-style-type: none"> » Develop river valley guide and story book » Determine appropriate programming and signage guidelines » Implement pilot program or signage » See Brand and Marketing strategies

PUBLIC SPACE CONTINUED

Strategy	Priority	Timeframe	Next Steps
<p>3.1.3.4: Implement a wayfinding and signage plan that includes interpretive markers and signage.</p>	<p>MEDIUM</p>	<p>S</p>	<ul style="list-style-type: none"> » Develop wayfinding and signage plan for river valley » Coordinate with river valley guide and story book » Install signage » See Brand and Marketing strategies
<p>3.2.1.1: Highlight the bridges throughout the river valley with murals, temporary artwork, and restored/additional creative lighting.</p>	<p>MEDIUM</p>	<p>M</p>	<ul style="list-style-type: none"> » Identify pilot project for Cleveland Memorial Shoreway or Hope Memorial bridge » Work with local agencies to determine implementation plan » Develop local funding streams (SID, TIF, or New Community Authority)
<p>3.2.1.2: Create a monumental structure, or re-purpose existing structure, to celebrate Cleveland’s industrial history.</p>	<p>MEDIUM</p>	<p>M</p>	<ul style="list-style-type: none"> » Restore the Hulett Ore Unloader
<p>3.2.2.1: Review and revise the existing municipal code to encourage more opportunities for temporary and permanent public art.</p>	<p>HIGH</p>	<p>S</p>	<ul style="list-style-type: none"> » Research other cities’ public art permitting process (Philadelphia, Chicago, Cincinnati, Miami, Grand Rapids) » Develop draft legislation » Present to City Council for approval
<p>3.2.2.2: Require future development in the Valley to include public art as a component of the project.</p>	<p>MEDIUM</p>	<p>S</p>	<ul style="list-style-type: none"> » Integrate public art standards into existing zoning code. » Promote public art installations as part of marketing and branding strategy.
<p>3.2.3.1: Capture the history and future of the river through art that educates about or increases awareness around river health and industrial health.</p>	<p>LOW</p>	<p>M</p>	<ul style="list-style-type: none"> » Develop master river storyboard, for immediate and long term art installations » Raise funds for immediate art installations » Make international call for artists to design and implement immediate art

4. ENVIRONMENT & NATURE

Strategy	Priority	Timeframe	Next Steps
4.1.1.1: Provide additional guidance and/or funding for stormwater pilots and green infrastructure projects on privately-owned land.	LOW	M	<ul style="list-style-type: none"> » Approach NEORSD, Cuyahoga Soil & Water Conservation District, and Ohio EPA, regarding custom funding specific for Cuyahoga River » Direct green infrastructure education programs to property owners
4.1.1.2: Create an environmental overlay along the river valley with stronger stormwater requirements and impervious surface percentages.	MEDIUM	M	<ul style="list-style-type: none"> » Research other entities' ezones (Portland, OR; Crystal River, FL; State of Maine) » Create overlay plan » Discuss overlay ordinance with property owners and political representatives
4.1.1.3: Consider tax incentives for sustainably-developed and managed projects on privately-owned land.	MEDIUM	M	<ul style="list-style-type: none"> » Study similar tax incentives » Discuss with property owners and political representatives » Include in ezone overlay ordinance
4.1.1.4: Clean up legacy environmental issues within the river valley	HIGH	O	<ul style="list-style-type: none"> » Prioritize cleanup sites, relative to federal and state lists and local restoration and redevelopment plans » Assemble and align project partners with cleanup goals » Secure funding
4.1.2.1: Restore native riparian landscapes along the riverfront to manage stormwater runoff, improve water quality, and improve the aesthetic quality of the River Valley.	HIGH	O	<ul style="list-style-type: none"> » prioritized target projects » Assemble project partners and secure funding » Implement first target project
4.1.2.2: Regularly maintain invasive species at the river's edge and along public trails.	MEDIUM	O	<ul style="list-style-type: none"> » Identify responsible parties » Secure regular funding for regular species management
4.1.2.3: Develop funding opportunities for local teams or businesses to compete in implementing innovative reclamation and conservation projects.	LOW	O	<ul style="list-style-type: none"> » Consult with Cleveland Water Alliance (CWA) on similar initiatives and potential for partnership » Secure funding for, develop, and run pilot "Cuyahoga Hack" competition
4.1.3.1: Encourage future development along the river to include best practices in creating fish and aquatic wildlife habitat space.	MEDIUM	O	<ul style="list-style-type: none"> » Develop fish habitat master plan » Include fish habitat requirement in environmental overlay (Strategy 4.1.1.2)

ENVIRONMENT & NATURE CONTINUED

Strategy	Priority	Timeframe	Next Steps
<p>4.1.4.1: Work with federal and state agencies, including the EPA, to ensure that businesses are meeting federal industry standards for emission and particulates.</p>	<p>HIGH</p>	<p>O</p>	<ul style="list-style-type: none"> » Identify responsible party » Consider integrating monitoring with ezone overlay ordinance
<p>4.1.4.2: Using municipal energy and environmental benchmarking, require existing facilities and new developments to meet specified standards for resilience and energy use.</p>	<p>MEDIUM</p>	<p>M</p>	<ul style="list-style-type: none"> » Study similar municipal benchmarking » Discuss with property owners and political representatives » Include in ezone overlay ordinance
<p>4.1.4.3: Implement a program to collect and share water quality and river health metrics, to broadcast the ecological health and biodiversity of the River.</p>	<p>MEDIUM</p>	<p>S</p>	<ul style="list-style-type: none"> » Assess current monitoring practices » Design program with local entities (NEORS, CWA, Cuyahoga Area of Concern Advisory Committee) » Secure funding for program - consider ezone overlay SID
<p>4.2.1.1: Tell a story of river stewardship and environmental restoration of the river through educational programming and interpretive signage.</p>	<p>MEDIUM</p>	<p>O</p>	<ul style="list-style-type: none"> » Develop river valley guide and story book » Determine appropriate programming and signage guidelines » Implement pilot program or signage
<p>4.2.1.2: Create opportunities for nonprofits and schools to develop and run natural resource programming and events specific to the River Valley.</p>	<p>MEDIUM</p>	<p>O</p>	<ul style="list-style-type: none"> » Identify strategy partners (CMSD, The Foundry, Cleveland Metroparks, West Creek Conservancy) » Determine (3) target programs and/or events » Execute top target, as pilot
<p>4.2.1.3: Provide guidance and educational resources to property owners regarding riverfront property maintenance and impacts of climate change (for example, flooding,).</p>	<p>MEDIUM</p>	<p>S</p>	<ul style="list-style-type: none"> » Assemble resource package » Include as part of ezone overlay strategy activities

5. BRAND & MARKETING

Strategy	Priority	Timeframe	Next Steps
5.1.1.1: Define the unique advantages of the river and lake waterfronts in comparison to others around the country.			» Completed. Contained in the Master Plan
5.1.1.2: Identify positive and negative perceptions around the river and the connected lakefront. Focus brand strategy on those perceptions that can be leveraged or overcome.			» Completed. Contained in the Master Plan
5.1.1.3: Continue to develop and evolve key audience personas to shape messaging and communication methods.			» Completed. Contained in the Master Plan
5.1.1.4: Identify how the positioning of the riverfront and lakefront align/affect the City of Cleveland's positioning and marketing.	HIGH	S	» Pair with Strategy 5.1.2.1
5.1.2.1: Create a coalition of stakeholders who can spearhead communication and collaboration efforts to share and realize the Vision.	HIGH	S	<ul style="list-style-type: none"> » Establish a steering committee and hire coordinator » Recruit diverse community stakeholders and convene coalition » Develop initial funding structure and additional plans for fund raising » Develop an Action Plan with feasible and appropriate goals, objectives and strategies » Pair with Strategy 5.1.2.2
5.1.2.2: Build awareness of the value and benefits of the river valley through the promotion of activities, programs and assets as well as plan progress.	MEDIUM	M	<ul style="list-style-type: none"> » Communications and Marketing Plan Development » Plan to be executed by Coalition and/or Key Stakeholders
5.1.2.3: Continue to support Destination Cleveland's initiatives promoting trails and parks for regional and national tourism.	MEDIUM	M	» Pair with Strategy 5.1.2.2
5.1.2.4: Build a brand beyond the Vision for the Valley study area that encompasses the regional and national attractions provided by the Cuyahoga Valley National Park, Ohio and Erie Canal National Heritage Area, Cuyahoga Water Trail, Lake Erie Water Trail, Towpath Trail and Ohio to Erie Trail, Cuyahoga Valley Scenic Railway, Lake Erie Coastal Ohio Trail, and Cleveland Metroparks Lakefront Reservation.	HIGH	S	<ul style="list-style-type: none"> » Build an Awareness Campaign » This includes the development a Name, Logo » Key Messages and Communications Toolkit » Develop shared Communication Hub (website)

FOCUS AREA RECOMMENDATIONS

6. OLD RIVER CHANNEL

Strategy	Priority	Timeframe	Next Steps
6.1: Preserve Lakeview Terrace property as an affordable and desirable place to live and provide new mixed-income options..	HIGH	M	<ul style="list-style-type: none"> » Develop neighborhood integration master plan » Determine funding and implementation strategy » Perform traffic analysis
6.2: Infill the West Bank of the Flats District.	MEDIUM	L	<ul style="list-style-type: none"> » Flats Forward and City of Cleveland collaborate with developers on strategy to execute development master plan » Perform traffic analysis
6.3: Incentivize developers to allocate a percentage of large-scale projects to include a local artist.	MEDIUM	M	<ul style="list-style-type: none"> » Flats Forward and City council collaborate to pass incentive legislation to require private developments dedicate a percentage of project value to public art. Consider public art overlay district.
6.4: Partner with local organizations and developers to increase riverfront festivals and markets.	HIGH	O	<ul style="list-style-type: none"> » Flats Forward partner with City of Cleveland, Cleveland Metroparks, and other organizations to drive festivals and markets
6.5: Earmark funds from Great Lakes Water Authority for water quality initiatives and education.	MEDIUM	O	<ul style="list-style-type: none"> » City of Cleveland, NEORS, Cuyahoga Soil & Water Conservation District, and watershed conservancy districts partner for earmarks
6.6: Host events and work with partner organizations throughout the Valley to support continued awareness of ongoing efforts.	MEDIUM	O	<ul style="list-style-type: none"> » Flats Forward partner with City of Cleveland, Cleveland Metroparks, and other organizations to drive festivals and markets
6.7: Coordinate and include connections to Towpath and surrounding neighborhood in the Irishtown Bend project and to Detroit Avenue path.	MEDIUM	M	<ul style="list-style-type: none"> » Ohio City Inc., City of Cleveland, Cleveland Metroparks, and LAND Studio complete Irishtown Bend plan implementation
6.8: Automate bridge operations from a central location.	HIGH	M	<ul style="list-style-type: none"> » City of Cleveland implement recommendations from City of Cleveland Bridge Automation study
6.9: Integrate public art to activate industrial sites.	LOW	O	<ul style="list-style-type: none"> » Flats Forward, City of Cleveland, and LAND Studio collaborate with industry owners to find willing partners. » Determine funding strategies for the art.
6.10: Create a series of overlay districts that support the voluntary relocation of industrial uses, encourage affordable housing, and access to nature.	MEDIUM	M	<ul style="list-style-type: none"> » Flats Forward and City Council to research and develop legislation for overlay district(s).

OLD RIVER CHANNEL CONTINUED			
Strategy	Priority	Timeframe	Next Steps
<p>6.12 Upgrade sidewalks, parks, and other public facilities to meet ADA standards.</p>	<p>HIGH</p>	<p>S</p>	<ul style="list-style-type: none"> » Perform inventory of remaining non-compliant public facilities » Secure funding for upgrades » Design and bid out facility improvements not scheduled to be upgraded as part of other planned projects. "
<p>6.13 Implement iconic bridge pedestrian underpass.</p>	<p>MEDIUM</p>	<p>M</p>	<ul style="list-style-type: none"> » Perform concept design » Develop funding and implementation strategy"
<p>6.14 Create better connectivity between the Lakeview Terrace residences and the Ohio City Neighborhood.</p>	<p>HIGH</p>	<p>L</p>	<ul style="list-style-type: none"> » Perform feasibility study to improve physical connections on south and east sides of Lakeview Terrace » Perform traffic analysis

7. COLLISION BEND

Strategy	Priority	Timeframe	Next Steps
7.1: Encourage a mix of free and paid outdoor events.	HIGH	O	» Flats Forward partner with City of Cleveland, Cleveland Metroparks, and other organizations to drive events
7.2: Establish additional safe docking and public marinas at key locations in the Valley, such as Collision Bend, Canal Basin Park, and West Bank.	MEDIUM	M	» Perform safe harbor feasibility and cost study » Identify implementation partners
7.3: Redevelop Collision Bend and Sherwin Williams property as a key mixed-use destination that 1) connects the River to downtown and entertainment venues, and 2) creates publicly-accessible spaces along the river.	HIGH	L	» Flats Forward and City of Cleveland collaborate with developers to finalize master plans and create strategy to implement them » Perform traffic analysis
7.4: Update zoning code to entice appropriate development and regulate parking.	HIGH	S	» Planning Commission, city council, and Flats Forward collaborate to determine preferred code updates
7.5: Regularly maintain invasive species at the river's edge and along public trails.	LOW	O	» Identify party(ies) responsible for vegetation management » Identify funding source for ongoing maintenance
7.6: Integrate fish habitat and kayak launches.	MEDIUM	M	» Develop upland and aquatic remediation and restoration master plan for entire shipping channel, in tandem with bulkhead assessment » Identify pilot project, funding, implementation, and maintenance strategies
7.7: Create pedestrian connections between the river and downtown, via the Collision Bend Development.	HIGH	L	» Flats Forward and City of Cleveland collaborate with developers to finalize master plans and create strategy to implement them
7.8: Create a series of pedestrian walkways between Rocket Mortgage Field House, Progressive Field, and future redevelopment at Collision Bend.	HIGH	L	» Flats Forward and City of Cleveland collaborate with developers to finalize master plans and create strategy to implement them
7.9: Improve Eagle Road Bridge for pedestrian connections. (currently non-operable)	MEDIUM	M	» Perform feasibility study, including costs, funding, and implementation strategies
7.10: Create directional, regulatory, and educational signage for recreational river users. Include docking/no docking, recreational refuge zone, and emergency egress signage.	HIGH	S	» Develop supplement to the Flats Forward Wayfinding Program, dated 9/2016, detailing river signage, cost, and implementation strategies
7.11: Celebrate river restoration through public art.	MEDIUM	M	» Develop supplement to the Flats Forward Wayfinding Program, dated 9/2016, for Cuyahoga Valley public art master plan
7.12: Extend Cuyahoga Valley Scenic RR Line.	HIGH	M	» Perform feasibility study, including costs, funding, and implementation strategies

8. JEFFERSON LINK

Strategy	Priority	Timeframe	Next Steps
8.1 Create separated bike facilities on key roads linked to a new river connection across the rail.	MEDIUM	L	<ul style="list-style-type: none"> » Perform feasibility and cost study for connection between proposed Slavic Village Connector and the Towpath Trail.
8.2 Ensure efficient and well-maintained trucking routes to and respect for existing industrial operations.	HIGH	M	<ul style="list-style-type: none"> » Perform truck route infrastructure audit, including existing conditions, recommended improvements, cost, and funding and implementation strategies. » Perform traffic analysis
8.3 Plan for increased industrial and commercial uses in the Steelyards District with appropriately designed roadways to support large commercial truck operations and flexible spaces for loading or staging.	HIGH	M	<ul style="list-style-type: none"> » Perform truck route infrastructure audit, including existing conditions, recommended improvements, cost, and funding and implementation strategies.
8.4 Provide additional guidance and/or funding for stormwater pilots and green infrastructure projects on privately-owned land.	MEDIUM	O	<ul style="list-style-type: none"> » Partner with entities with existing programs directed toward this recommendation, including NEORS, Cuyahoga Soil & Water Conservation District, and watershed conservancy groups.
8.5 Identify community ambassadors who can serve as a conduit between important planning milestones and their neighborhood.	HIGH	S O	<ul style="list-style-type: none"> » Identify target planning milestones » Identify priority neighborhoods to begin Neighborhood Ambassador Program in » Identify funding source(s) for program - Commence program"
8.6 Light up the Jack-Knife Bridge and create a public space at its landing and along entire length of the shipping channel.	MEDIUM	M	<ul style="list-style-type: none"> » Develop concept and implementation plan to reinstate the Flats bridge lighting program » Determine funding for installation and ongoing maintenance » Identify entity responsible for maintenance
8.7 Protect riverfront conditions of waterfront-dependent industries.	HIGH	M	<ul style="list-style-type: none"> » Establish Cuyahoga Valley Coalition, or identify other party responsible for bulkhead management » Perform river-wide bulkhead assessment, where not previously completed, in tandem with upland and aquatic remediation and restoration master plan » Develop implementation plan, maintenance program, and funding strategy
8.8 Develop public river access space.	HIGH	S	<ul style="list-style-type: none"> » Create detailed concept plan, cost estimate, and implementation plan
8.9 Develop public space at the Jefferson property, on the east side of the river.	HIGH	S	<ul style="list-style-type: none"> » Create detailed concept plan, cost estimate, and implementation plan
8.10 Create a kayak storage and rental facility to expand river recreation resources.	HIGH	S	<ul style="list-style-type: none"> » Create detailed concept plan, cost estimate, and implementation plan
8.11 Pilot brownfield remediation projects.	MEDIUM	M	<ul style="list-style-type: none"> » Develop concept plan to identify locations of and methods for remediation » Identify funding sources and implementation strategies

9. BIG CREEK GATEWAY

Strategy	Priority	Timeframe	Next Steps
<p>9.1 Create separated bike facilities on key roads linked to a new river connection across the rail.</p>	HIGH	M	<ul style="list-style-type: none"> » Discuss potential site improvements with property owner. » Develop feasibility and concept plan, with costs and implementation strategies
<p>9.2 Ensure efficient and well-maintained trucking routes to and respect for existing industrial operations.</p>	MEDIUM	M	<ul style="list-style-type: none"> » Discuss potential site improvements with property owner. » Develop feasibility and concept plan, with costs and implementation strategies » Perform traffic analysis
<p>9.3 Plan for increased industrial and commercial uses in the Steelyards District with appropriately designed roadways to support large commercial truck operations and flexible spaces for loading or staging.</p>	HIGH	S	<ul style="list-style-type: none"> » Establish Cuyahoga Valley Coalition, or identify other party responsible for bulkhead management » Perform river-wide bulkhead assessment, where not previously completed, in tandem with upland and aquatic remediation and restoration master plan » Develop implementation plan, maintenance program, and funding strategy
<p>9.4 Provide additional guidance and/or funding for stormwater pilots and green infrastructure projects on privately-owned land.</p>	HIGH	S	<ul style="list-style-type: none"> » Develop upland and aquatic remediation and restoration master plan for entire shipping channel, in tandem with bulkhead assessment » Identify pilot project, funding, implementation, and maintenance strategies
<p>9.5 Identify community ambassadors who can serve as a conduit between important planning milestones and their neighborhood.</p>	HIGH	S	<ul style="list-style-type: none"> » Develop upland and aquatic remediation and restoration master plan for entire shipping channel, in tandem with bulkhead assessment » Identify pilot project, funding, implementation, and maintenance strategies
<p>9.6 Light up the Jack-Knife Bridge and create a public space at its landing and along entire length of the shipping channel.</p>	HIGH	S	<ul style="list-style-type: none"> » Develop upland and aquatic remediation and restoration master plan for entire shipping channel, in tandem with bulkhead assessment » Identify pilot project, funding, implementation, and maintenance strategies

Infrastructure Unit Costs

The following unit costs can assist in the development of a conceptual-level cost estimate for infrastructure-related improvements.

ITEM	ESTIMATED COST	UNITS	SIZE	MATERIAL
Roadway				
(2) 12' lane with curb & gutter	\$225.00	per lineal foot	9"	Concrete
(3) 12' lane with curb & gutter	\$300.00	per lineal foot	9"	Concrete
(4) 12' lane with curb & gutter	\$325.00	per lineal foot	9"	Concrete
Lighting				
Decorative, pedestrian	\$10,000.00	per pole	10'-20'	Metal
Conventional, vehicular	\$8,000.00	per pole	30'	Metal
Storm Sewer Line	\$165.00	per lineal foot	18"	Concrete
Water Line	\$250.00	per lineal foot	8"	Ductile Iron
Sanitary Line	\$120.00	per lineal foot	8"	PVC
Sidewalk	\$7.00	per square foot		Concrete
Active Transportation				
Trail	\$25.00	per square foot		Asphalt
Bike lane pavement marking	\$12.00	per lineal foot		Paint
Protected bike lane pavement marking	\$17.00	per lineal foot		Paint
Streetscape - 5' paver amenity strip, shade trees, benches and receptacles	\$360	per lineal foot of one side of street		
Bulkhead	\$3,200.00	per lineal foot		
Safe Harbor	\$69,000.00	per slip		
Bridge Automation				
With Remote Operations Command Center	\$433,300.00	per bridge		
Without Remote Operations Command Center	\$183,000.00	per bridge		

FUNDING RESOURCES

The following funding sources apply to many of the varied recommendations in the Plan. The descriptions will provide a starting point for determining financial support for implementation. Information is courtesy of NOACA, <https://www.noaca.org/tools-resources/resources/funding-resources>.

<p>50/50 Program:</p> <p>The 50/50 Program funds county road and bridge improvements in Cuyahoga County. It allows for the inclusion of bike or pedestrian improvements if it is in tandem with a roadway resurfacing.</p>	<p>Funding Source: Cuyahoga County Department of Public Works</p> <p>Match: 50%</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Road, Bridge, Safety Bikeways, Pedestrian</p> <p>Website: http://publicworks.cuyahogacounty.us/</p>
<p>Advanced Transportation and Congestion Management Technologies Deployment Initiative:</p> <p>This program provides competitive grants for the development of model deployment sites for large scale installation and operation of advanced transportation technologies to improve safety, efficiency, system performance, and infrastructure return on investment. Some of the eligible activities include: advanced traveler information systems, advanced transportation management systems, advanced public transportation systems, advanced safety systems including vehicle-to-vehicle and other collision avoidance technologies, transportation system performance data collection, analysis and dissemination systems, and advanced mobility and access technologies, such as dynamic ridesharing and informaiton systems to support human services for elderly and disabled individuals.</p>	<p>Funding Source: Federal Highway Administration</p> <p>Match: 50%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Research/Academic Institutions</p> <p>Project Category: Road, Bridge, Safety Traffic Signal Upgrade, Transit Capital, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management, Transit Center Facility, Bikeways Pedestrian</p> <p>Website: https://www.fhwa.dot.gov/fastact/factsheets/advtranscongmgmtfs.cfm</p>
<p>CEAO - Federal Programs:</p> <p>CEAO homepage for all Federal programs. Provides descriptions and information on the County Surface Transportation program (CSTP), Local Bridge Program (LBR), & the Highway Safety Improvement Program (HSIP).</p>	<p>Funding Source: County Engineers Association of Ohio (CEAO)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Road, Bridge, Safety Bikeways, Pedestrian</p> <p>Website: http://www.ceao.org/aws/CEAO/pt/sp/cstpprograms</p>
<p>Clean Ohio Fund - Green Space Conservation Program:</p> <p>This Ohio program helps to fund preservation of open spaces, sensitive ecological areas, and stream corridors. Grant recipients agree to maintain the properties in perpetuity so that they can be enjoyed and cherished for generations to come.</p>	<p>Funding Source: Ohio Public Works Commission (OPWC)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Bikeways, Pedestrian, Planning, Storm Water Improvement Natural Habitat, Preservation & Restoration, Resilience Efforts</p> <p>Website: https://development.ohio.gov/cleanohio/greenspaceconservation/</p>

FUNDING RESOURCES CONTINUED

<p>Clean Ohio Trails Fund:</p> <p>This Ohio program works to improve outdoor recreational opportunities by funding trails for outdoor pursuits including land acquisition of all kinds. Special emphasis is given to projects that: Are consistent with the statewide trail plan; Complete regional trail systems and links to the state wide trail plan; Links population centers with outdoor recreation areas and facilities; Involve the purchase of rail lines linked to the statewide trail plan; preserves antural corridors; and Pvoide links in urvban areas to support commuter access and provide economic benefit.</p>	<p>Funding Source: Ohio Department of Natural Resources (ODNR)</p> <p>Match: 25%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Metroparks, Port Authorities, Non-ProfitsProject</p> <p>Project Category: Bikeways, Pedestrian</p> <p>Website: https://development.ohio.gov/cleanohio/RecreationalTrails/</p>
<p>Community Development Block Grant:</p> <p>Federal funding through Housing and Urban Development (HUD) for public facilities: road resurfacing, crosswalks, street lights, traffic/pedestrian signals, barrier removal for handicap accessibility (e.g., sidewalks, curb ramps), and street furniture. The annual CDBG appropriation is allocated between states and local jurisdictions called “non-entitlement” and “entitlement” communities respectively. Entitlement communities are comprised of central cities of Metropolitan Statistical Areas (MSAs); metropolitan cities with populations of at least 50,000; and qualified urban counties with a population of 200,000 or more (excluding the populations of entitlement cities). States distribute CDBG funds to non-entitlement localities not qualified as entitlement communities. Check HUD’s, County’s, or City’s website to see if funding is eligible in your location.</p>	<p>Funding Source: US Department of Housing and Urban Development (HUD)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Road, Bridge, Safety Bikeways, Pedestrian</p> <p>Website: https://www.hud.gov/program_offices/spm/gmomgmt/grantsinfo</p>
<p>Community Grants, Loans, Bonds and Tax Credits:</p> <p>The Community Services Division of the ODSA works to build safe neighborhoods, vibrant downtowns, and reliable infrastructure to support job creation. It prov ides support of these goals through a variety of outright awards, loans, bonds, and/or tax credits that include, but not limited to, Community Development Block Grants and Infrastructure Grant Funds to local government applicants for both economic development loan and public infrastructure projects.</p>	<p>Funding Source: Ohio Development Services Agency (ODSA)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Road, Bridge, Bikeways, Road, Pedestrian, Storm Water Improvement, Sewer Construction, Wastewater Treatment Plant Improvements, Community Water System Improvements, Natural Habitat Preservation & Restoration</p> <p>Website: https://development.ohio.gov/cs/cs_grantsloansbonds.htm</p>
<p>Congestion Mitigation and Air Quality Improvement Program:</p> <p>Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds can only be used for projects that help reduce traffic congestion and improve air quality. In the NOACA region, these funds may be used for traffic signal upgrade projects, bus replacements, bike facilities, intelligent transportation system improvements, transit center and Park-N-Ride construction – and for conducting NOACA’s Air Quality Program.</p>	<p>Funding Source: Northeast Ohio Areawide Coordinating Agency (NOACA)</p> <p>Match: 0-20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Research or Academic Institutions, School Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Transit Center Facility, Bikeways, Pedestrian, Planning, Freight</p> <p>Website: https://www.noaca.org/community-assistance-center/funding-programs/congestion-mitigation-air-quality-program</p>

<p>Coordinating Council on Access and Mobility Initiatives (CAAM):</p> <p>CAAM provides funding to improve the availability, accessibility, and efficiency of transportations with programs including United We Ride, Mobility Services for All Americans, Verterans Transportation Community Living Initiative, and the Transit & Health Access Initiative.</p>	<p>Funding Source: Federal Transit Administration</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships Transit, Agencies Port Authorities</p> <p>Project Category: Safety, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management</p> <p>Website: https://www.transit.dot.gov/ccam/about/initiatives</p>
<p>County Highway Safety Program:</p> <p>The County Safety Program provides funds to counties, through the County Engineers, for safety related improvements, on county maintained roadways. The County Engineers Association of Ohio (CEAO) serves as program manager for project selection and administration.</p>	<p>Funding Source: County Engineers Association of Ohio (CEAO)</p> <p>Match: 0-20%</p> <p>Eligible Applicants: Counties</p> <p>Project Category: Road, Safety, Traffic Signal Update, Planning</p> <p>Website: http://www.ceao.org/aws/CEAO/pt/sp/home_page</p>
<p>County Local Bridge Program:</p> <p>The County Local Bridge Program provides funds to counties, through the County Engineers Association of Ohio (CEAO), for bridge rehabilitation or replacement projects on county maintained roadways. The CEAO serves as program manager for project selection and administration.</p>	<p>Funding Source: County Engineers Association of Ohio (CEAO)</p> <p>Match: 5-20%</p> <p>Eligible Applicants: Counties</p> <p>Project Category: Bridge, Safety</p> <p>Website: http://www.ceao.org/aws/CEAO/pt/sp/home_page</p>
<p>Enhanced Mobility for Seniors and Individuals With Disabilities (Section 5310) Program-Cleveland Urbanized Area:</p> <p>The Enhanced Mobility for Seniors and Individuals with Disabilities (Section 5310) program provides capital and operating grants to assist private non-profit corporations and public agencies who offer coordinated transportation services that are planned, designed, and carried out to meet the needs of seniors and individuals with disabilities in the Cleveland Urbanized area.</p>	<p>Funding Source: Northeast Ohio Areawide Coordinating Agency (NOACA)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Non-Profits</p> <p>Project Category: Transit Capital,Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment Mobility, Management, Transit Operating, Pedestrian</p> <p>Website: https://www.noaca.org/community-assistance-center/funding-programs/enhanced-mobility-section-5310-program</p>

FUNDING RESOURCES CONTINUED

<p>Enhanced Mobility for Seniors and Individuals With Disabilities (Section 5310) Program-Small Urbanized and Rural Areas:</p> <p>The Enhanced Mobility for Seniors and Individuals with Disabilities (Section 5310) program provides capital and operating grants to assist private non-profit corporations and public agencies who offer coordinated transportation services that are planned, designed, and carried out to meet the needs of seniors and individuals with disabilities in Small Urbanized and Rural areas.</p>	<p>Funding Source: Ohio Department of Transportation</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Non-Profits</p> <p>Project Category: Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management, Transit Operating, Pedestrian</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/Transit/Pages/Specialized.aspx</p>
<p>FTA - Current Grant Programs:</p> <p>FTA grants homepage provides information on all current FTA competitive and formula grant award programs. These funding sources each have specific requirements, funding cycles and awards processes that can be reviewed at each programs home page.</p>	<p>Funding Source: Federal Transit Administration (FTA)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Port Authorities, Sewer Districts, Research or Academic Institutions, School Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management, Transit Center Facility, Transit Operation, Bikeways, Pedestrian, Pedestrian Safety Program, Planning, Freight, Resilience Efforts</p> <p>Website: https://www.transit.dot.gov/grants</p>
<p>Grants.gov:</p> <p>Grants.gov homepage provides a centralized location for all current Federal Agency funding opportunities. Provides resources and guidance on how to search and apply for any applicable Federal awards.</p>	<p>Funding Source: Federal Government</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Research or Academic Institutions, School Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management, Transit Center Facility, Transit Operating, Bikeways, Pedestrian, Bike Safety Program, Helmets, Pedestrian Safety Program, Planning, Freight, Nutrient Reduction, Dredged Material, Storm Water Improvement, Sewer Construction, Wastewater Treatment Plant Improvements, Community Water System Improvements, Community Water System Improvements, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://www.grants.gov/</p>

<p>Highway Funding</p> <p>FHWA homepage provides information on highway and bridge funding programs.</p>	<p>Funding Source: Federal Highway Administration (FHWA)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships Transit, Agencies Port Authorities</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Vehicles, Mobility Management, Transit Center Facility, Bikeways, Pedestrian, Bike Safety Program, Pedestrian Safety Program, Planning, Freight, Storm Water Improvement, Resilience Efforts</p> <p>Website: https://www.fhwa.dot.gov/resources/topics/funding.cfm</p>
<p>Highway Safety Improvement Program:</p> <p>Funds from this program can be used to make improvements on any public roadway, including but not limited to intersection and curve realignment, rumble stripe and cable barrier installation, driver education and enforcement, and upgrades to signals, pavement markings, or guardrails.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: 0-10%</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Bikeways, Pedestrian</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/ProgramManagement/HighwaySafety/HSIP/Pages/default.aspx</p>
<p>Infrastructure for Rebuilding America (INFRA) Grant Program:</p> <p>The INFRA Grants program provides dedicated, discretionary funding for projects that address critical issues facing our nation’s highways and bridges. INFRA grants will support the Administration’s commitment to fixing our nation’s crumbling infrastructure by creating opportunities for all levels of government and the private sector to fund infrastructure, using innovative approaches to improve the necessary processes for building significant projects, and increasing accountability for the projects that are built.</p>	<p>Funding Source: United States Department of Transportation (USDOT)</p> <p>Match: 40%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Intelligent Transportation Systems, Transit Center Facility, Bikeways, Pedestrian, Freight, Storm Water Improvement, Resilience Efforts</p> <p>Website: https://www.transportation.gov/buildamerica/financing/infra-grants/infrastructure-rebuilding-america</p>

FUNDING RESOURCES CONTINUED

<p>Lake Erie Protection Fund:</p> <p>This program provides grants to fund on-the-ground projects aimed at protecting, preserving and restoring Lake Erie or its tributary watersheds. Projects must assist in implementing the 2016 Lake Erie Protection and Restoration Plan.</p>	<p>Funding Source: Ohio Environmental Protection Agency (OEPA)</p> <p>Match: 25%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, School Districts, Non-Profits</p> <p>Project Category: Nutrient Reduction, Dredged Material, Storm Water, Improvement, Sewer Construction, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://lakeerie.ohio.gov/LakeErieProtectionFund.aspx</p>
<p>Local Major Bridge Program:</p> <p>The Local Major Bridge Program provides Federal funds to counties and municipalities for bridge replacement or major bridge rehabilitation projects. A Local Major Bridge is defined as a moveable bridge or a bridge having a deck area greater than 35,000 square feet. ODOT will provide up to 80% of eligible costs for construction and construction engineering only. There is a maximum of \$20,000,000 per project. Currently there are 57 bridges identified statewide as Local Major Bridges. To be eligible for funds, projects must have a General Appraisal of 4 or less or legally posted for load restriction. The project must also be open to vehicular traffic and structurally deficient..</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Bridge, Safety</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/LocalPrograms/Pages/LocalFundingOpportunities.aspx</p>
<p>Local Transportation Improvement Program:</p> <p>State funding available for roadway and bridge projects. Counties, cities, villages and townships may apply for these funds.</p>	<p>Funding Source: Ohio Public Works Commission (OPWC)</p> <p>Match: 0%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Port Authorities, Sewer Districts</p> <p>Project Category: Road, Bridge, Storm Water Improvement, Sewer Construction</p> <p>Website: https://pwc.ohio.gov/Programs/All-OPWC-Funding-Programs#56413-local-transportation-improvement</p>
<p>Municipal Bridge Program:</p> <p>Provides federal funds to municipal corporations and Regional Transit Authorities for bridge replacement or bridge rehabilitation projects.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies</p> <p>Project Category: Bridge, Safety</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/LocalPrograms/Pages/LocalFundingOpportunities.aspx</p>

<p>National Fish and Wildlife Foundation:</p> <p>This program benefits wildlife and water quality in the Great Lakes basin. Projects must work to improve stream habitats, coastal wetland habitats, aquatic connectivity, green stormwater infrastructure, or water quality in the Great Lakes and its tributaries.</p>	<p>Funding Source: Sustain Our Great Lakes</p> <p>Match: 25%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, School Districts, Non-Profits</p> <p>Project Category: Bridge, Nutrient Reduction, Storm Water Improvement, Sewer Construction, Community Water System Improvements, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://www.nfwf.org/programs/sustain-our-great-lakes-program</p>
<p>ODOT - Local Programs Funding:</p> <p>ODOT - Office of Planning Local Funding Opportunities homepage. Provides descriptions and links to each program including the Small Cities, Municipal Bridges, Transportation Alternatives, Safety Funding, Local Major Bridge, Credit Bridge and MetroParks programs.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Research or Academic Institutions</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Bikeways, Pedestrian, Bike Safety Program, Storm Water Improvement</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/LocalPrograms/Pages/LocalFundingOpportunities.aspx</p>
<p>ODOT - Division of Planning Administered Funding Programs:</p> <p>Homepage for all ODOT - Division of Planning Administered Federal Funding Programs including transit. Provides descriptions and links to all current funding programs homepages.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities, Research or Academic Institutions, School Districts</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management, Transit Center Facility, Transit Operation, Bikeways, Pedestrian, Bike Safety Program, Helmets, Pedestrian Safety Program, Planning, Freight</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/New/Pages/Funding.aspx</p>

FUNDING RESOURCES CONTINUED

<p>ODOT - Program Resource Guide:</p> <p>The Ohio Department of Transportation (ODOT) Program Resource Guide is intended to provide a “one-stop shopping” document to ODOT’s constituents –local governments, transportation advocacy groups, planning organizations and Ohio’s citizens. This resource demonstrates several funding programs.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, School Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/ Software, Communications Equipment, Mobility Management, Transit Center Facility, Transit Operating, Bikeways, Pedestrian, Bike Safety Program, Helmets, Pedestrian, Bike Safety Program, Helmets, Pedestrian, Safety Plan, Planning, Freight, Nutrient Reduction, Dredged Material, Storm Water Improvement, Sewer Construction, Community Water System Improvements, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: http://www.dot.state.oh.us/Divisions/Planning/LocalPrograms/Documents/ProgramResourceGuide.pdf</p>
<p>ODNR Coastal and Estuarine Land Conservation:</p> <p>This program provides funds to purchase significant coastal and estuarine lands within Ohio’s Lake Erie Watershed, as well as conservation easements on such lands.</p>	<p>Funding Source: Ohio Department of Natural Resources (ODNR)</p> <p>Match: 50%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Metroparks, Port Authorities, Sewer Districts</p> <p>Project Category: Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://ohiodnr.gov/wps/portal/gov/odnr/discover-and-learn/safety-conservation/about-odnr/coastal-management</p>
<p>ODNR Coastal Management Assistance Grants:</p> <p>This programs provides funding for habitat restoration, coastal land acquisition, water quality, coastal planning, public access, education/ outreach, research, and data collection.</p>	<p>Funding Source: Ohio Department of Natural Resources (ODNR)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Research or Academic Institutions, Non-Profits</p> <p>Project Category: Planning, Nutrient Reduction, Storm Water Improvement, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://ohiodnr.gov/wps/portal/gov/odnr/discover-and-learn/safety-conservation/about-odnr/coastal-management</p>

<p>ODNR Land and Water Conservation Fund:</p> <p>This program provides funding for the acquisition, development, and rehabilitation of recreational areas.</p>	<p>Funding Source: Ohio Department of Natural Resources (ODNR)</p> <p>Match: 50%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts</p> <p>Project Category: Bikeways, Pedestrian, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://ohiodnr.gov/wps/portal/gov/odnr/discover-and-learn/safety-conservation/about-odnr/real-estate</p>
<p>ODNR Natureworks Grants:</p> <p>This program provides funding for the acquisition, development, and rehabilitation of recreational areas.</p>	<p>Funding Source: Ohio Department of Natural Resources (ODNR)</p> <p>Match: 25%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts</p> <p>Project Category: Bikeways, Pedestrian, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://ohiodnr.gov/wps/portal/gov/odnr/discover-and-learn/safety-conservation/about-odnr/real-estate</p>
<p>ODNR Recreational Trails Program:</p> <p>This program provides funds for the development of urban trail linkages, trailhead & trailside facilities, acquisition of easements & property, development & construction of new trails, improving access for people with disabilities, and environment & safety education programs related to trails.</p>	<p>Funding Source: Ohio Department of Natural Resources (ODNR)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Non-Profits</p> <p>Project Category: Bikeways, Pedestrian, Bike Safety Program, Pedestrian Safety Program, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://ohiodnr.gov/wps/portal/gov/odnr/discover-and-learn/safety-conservation/about-odnr/real-estate</p>
<p>ODSA Community and Economic Development Programs:</p> <p>The link is the central site for the four Office of Community Development administered programs - the (1) Community Development Program, (2) Community Development Corporation Economic Development Program, (3) Economic Development Loan and Public Infrastructure Grant Program, and the (4) Residential Public Infrastructure Grant program.</p>	<p>Funding Source: Ohio Development Services Agency (ODSA)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Sewer Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Bikeways, Pedestrian, Pedestrian Safety Program, Planning, Storm Water Improvement, Sewer Construction, Wastewater Treatment Plant Improvements, Community Water System Improvements</p> <p>Website: https://www.development.ohio.gov/cs/cs_edcgrantee.htm</p>

FUNDING RESOURCES CONTINUED

<p>OEPA - Financial Assistance Programs:</p> <p>OEPA financial assistance homepage houses information on all grant programs. Provides descriptions and links to each program including the Alternative Fuel Vehicle Conversion, Clean Water Act, Community Recycling and Litter Prevention, Diesel Emissions Reduction, Brownfield Technical Assistance, Harmful Algal Blooms, Home Sewage Treatment Systems, Lake Erie Protection, Mosquito Control, Ohio Environmental Education, Recycling Market Development, Scrap Tire, Surface Water Improvement, Targeted Brownfield Assessment, Water Pollution Control, Water Resource Restoration, Water Supply and Drinking Water Assistance, and Volkswagen Mitigation programs.</p>	<p>Funding Source: Ohio Environmental Protection Agency (OEPA)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Research or Academic Institutions, School Districts</p> <p>Project Category: Vehicles, Nutrient Reduction, Dredged Material, Storm Water Improvements, Sewer Construction, Wastewater Treatment Plant Improvements, Community Water System Improvements, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://epa.ohio.gov/Do-Business/Get-Help/Financial-Assistance</p>
<p>OEPA Water Resource Restoration Sponsor Program:</p> <p>This program provides funding through the EPA for stream and wetland restoration and preservation.</p>	<p>Funding Source: Ohio Environmental Protection Agency (OEPA)</p> <p>Match: N/A</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Metroparks, Port Authorities, Sewer Districts, Non-Profits</p> <p>Project Category: Storm Water Improvement, Community Water System Improvements, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://epa.ohio.gov/default/wrrsp</p>
<p>Ohio State Infrastructure Bank (SIB):</p> <p>The State Infrastructure Bank provides loans to fund highway, rail, transit, intermodal, and other transportation facilities and projects. Projects must produce revenue to amortize debt and also contribute to the connectivity of Ohio's transportation system and further its goals (such as corridor completion, economic development, competitiveness in a global economy, and quality of life).</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: N/A</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Port Authorities</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Transit Center Facility, Bikeways, Pedestrian, Freight</p> <p>Website: http://www.dot.state.oh.us/Divisions/Finance/Pages/StateInfrastructureBank.aspx</p>
<p>Ohio Traffic Safety Office:</p> <p>This grant program provides funding to be used for projects such as traffic safety education, enforcement, and engineering. Funds are used based on problem identification to reduce fatal and injury crashes.</p>	<p>Funding Source: Ohio State Highway Patrol - Safety Office</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Research or Academic Institutions, School Districts</p> <p>Project Category: Safety</p> <p>Website: https://ohiohighwaysafetyoffice.ohio.gov/index.aspx#gsc.tab=0</p>

<p>Pilot Program for Transit-Oriented Development Planning (Section 5309):</p> <p>This program provides funding to local communities to integrate land use & transportation planning. Projects must examine ways to improve economic development and ridership while fostering connectivity and accessibility.</p>	<p>Funding Source: Federal Transit Administration (FTA)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Port Authorities</p> <p>Project Category: Road, Bridge, Safety, Transit Capital, Transit Center Facility, Transit Operating, Bikeways, Pedestrian, Planning</p> <p>Website: https://www.transit.dot.gov/TODPilot</p>
<p>Public Transportation Innovation (Section 5312):</p> <p>This program provides funding to develop innovative products and services assisting transit agencies in better meeting the needs of their customers.</p>	<p>Funding Source: Federal Transit Administration (FTA)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Port Authorities, Research or Academic Institutions, Non- Profits</p> <p>Project Category: Intelligent Transportation Systems, Computer Hardware/Software Communications, Equipment, Mobility Management</p> <p>Website: https://www.transit.dot.gov/funding/grants/public-transportation-innovation-5312</p>
<p>State and Community Highway Safety Grant Program (Section 402):</p> <p>The State and Community Highway Safety Grant Program provides grants to states to improve driver behavior and reduce deaths and injuries from motor vehicle-related crashes.</p>	<p>Funding Source: Ohio Traffic Safety Office</p> <p>Match: N/A</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Port Authorities, School Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Bike Safety Program, Helmets, Pedestrian Safety Program, Planning</p> <p>Website: https://ohiohighwaysafetyoffice.ohio.gov/index.aspx#gsc.tab=0</p>
<p>State Capital Improvement Program:</p> <p>The State Capital Improvement Program provides funding for road and other infrastructure improvements. Eligible projects are for improvements to roads, bridges, culverts, water supply systems, wastewater systems, storm water collection systems, and solid waste disposal facilities.</p>	<p>Funding Source: Ohio Public Works Commission (OPWC)</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Port Authorities, Sewer Districts</p> <p>Project Category: Road, Bridge, Storm Water Improvement, Sewer Construction, Wastewater Treatment Plant Improvements, Community Water System Improvements</p> <p>Website: https://pwc.ohio.gov/Programs/All-OPWC-Funding-Programs#56412-state-capital-improvement</p>

FUNDING RESOURCES CONTINUED

<p>State of Good Repair (5337):</p> <p>This program provides funding for maintenance, replacement, and rehabilitation of existing high-intensity fixed guideway and high-intensity motorbus systems to maintain a state of good repair.</p>	<p>Funding Source: Federal Transit Administration (FTA)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Port Authorities</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Intelligent Transportation Systems, Computer Hardware/Software, Transit Center Facility, Planning</p> <p>Website: https://www.transit.dot.gov/funding/grants/state-good-repair-grants-5337</p>
<p>Surface Transportation Block Grant Program:</p> <p>The Surface Transportation Block Grant program (STBG) provides flexible funding that may be used by states and localities for projects to preserve and improve the conditions and performance on any Federal-aid highway, bridge and tunnel projects on any public road, pedestrian and bicycle infrastructure, and transit capital projects, including intercity bus terminals.</p>	<p>Funding Source: Northeast Ohio Areawide Coordinating Agency (NOACA)</p> <p>Match: 0-20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment, Mobility Management, Transit Center Facility, Bikeways, Pedestrian, Planning</p> <p>Website: https://www.noaca.org/community-assistance-center/funding-programs</p>
<p>Technical Assistance & Standards Development (5314a):</p> <p>This program provides funding for technical assistance programs and activities that improve the management and delivery of public transportation and development of the transit industry workforce.</p>	<p>Funding Source: Federal Transit Administration (FTA)</p> <p>Match: 20%</p> <p>Eligible Applicants: Transit Agencies</p> <p>Project Category: Transit Capital, Transit Operating</p> <p>Website: https://www.transit.dot.gov/funding/grants/technical-assistance-standards-development-5314a</p>
<p>The People for Bikes Community Grant Program:</p> <p>PeopleForBikes Community Grant Program supports bicycle infrastructure projects and targeted advocacy initiatives that make it easier and safer for people of all ages and abilities to ride.</p>	<p>Funding Source: People for Bikes and Bike Industry Partners</p> <p>Match: 50%+</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, Non-Profits</p> <p>Project Category: Road, Bridge, Bikeways</p> <p>Website: http://peopleforbikes.org/grant-guidelines/</p>

<p>Transportation Alternatives:</p> <p>The Transportation Alternatives Set-Aside authorizes funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities such as historic preservation and vegetation management, and environmental mitigation related to storm water and habitat connectivity; recreational trail projects; Safe Routes to School projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former divided highways.</p>	<p>Funding Source: Northeast Ohio Areawide Coordinating Agency (NOACA)</p> <p>Match: 0-20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Intelligent Transportation Systems, Transit Center Facility, Bikeways, Pedestrian, Planning, Storm Water Improvement, Natural Habitat Preservation and Restoration</p> <p>Website: https://www.noaca.org/community-assistance-center/funding-programs</p>
<p>Transportation for Livable Communities Initiative (TLCI):</p> <p>NOACA's Transportation for Livable Communities Initiative (TLCI) provides assistance to communities and public agencies for transportation planning studies and capital projects that promote TLCI program livability objectives and NOACA goals.</p>	<p>Funding Source: Northeast Ohio Areawide Coordinating Agency (NOACA)</p> <p>Match: 0-20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts</p> <p>Project Category: Road, Bridge, Safety, Traffic Signal Upgrade, Transit Capital, Transit Center Facility, Bikeways, Pedestrian, Planning</p> <p>Website: https://www.noaca.org/community-assistance-center/funding-programs/transportation-for-livable-communities-initiative-tlci</p>
<p>Transportation Review Advisory Council:</p> <p>The Transportation Review Advisory Council (TRAC) was established to help the Ohio Department of Transportation develop and modify a project selection process and which approves funding for the development of and construction of the Major New Capacity Program. The major new capacity project selection process operates under the purview of TRAC. Projects must be greater than \$12 million which increase the capacity of a transportation facility or reduce congestion.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/ Townships, Transit Agencies, Port Authorities</p> <p>Project Category: Road, Bridge, Transit Capital, Intelligent Transportation Systems, Transit Center Facility</p> <p>Website: http://www.dot.state.oh.us/trac/Pages/TRAC-Application.aspx</p>
<p>Urban Paving Program:</p> <p>The ODOT Urban Paving Program provides funds to cities for surface treatment and resurfacing projects located on State and U.S. Routes within city corporation limits. Eligible projects are those that have a Pavement Condition Rating (PCR) of 55 or worse according to ODOT's Pavement Condition Rating System.</p>	<p>Funding Source: Ohio Department of Transportation (ODOT)</p> <p>Match: 20%</p> <p>Eligible Applicants: Counties, Municipalities/Townships</p> <p>Project Category: Road, Bridge</p> <p>Website: https://www.transportation.ohio.gov/wps/portal/gov/odot/programs/program-resource-guide/urban-paving</p>

FUNDING RESOURCES CONTINUED

<p>Urbanized Area Formula Grants (Section 5307):</p> <p>The Urbanized Area Formula Funding program provides funds to urbanized areas (50,000+ population) and to governors for transit capital and operating assistance in urbanized areas and for transportation-related planning.</p>	<p>Funding Source: Federal Transit Administration (FTA)</p> <p>Match: 10%/20%/50%</p> <p>Eligible Applicants: Counties, Municipalities/Townships Transit Agencies</p> <p>Project Category: Safety, Transit Capital, Vehicles, Intelligent Transportation Systems, Computer Hardware/Software, Communications Equipment Mobility, Management, Transit Center Facility, Transit Operating, Planning</p> <p>Website: https://www.transit.dot.gov/funding/grants/urbanized-area-formula-grants-5307</p>
<p>U.S. Economic Development Administration Programs:</p> <p>The US EDA works to establish a foundation of sustainable job growth and durable economies through innovation and regional collaboration. They provide economic development assistance to communities experiencing economic distress and help position them for economic prosperity and resiliency.</p>	<p>Funding Source: United States Economic Development Administration</p> <p>Match: varies</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Research or Academic Institutions</p> <p>Project Category: Road, Bridge, Storm Water Improvement, Sewer Construction, Natural Habitat Preservation and Restoration</p> <p>Website: https://www.eda.gov/programs/eda-programs/</p>
<p>Water Pollution Control Loan Fund (WPCLF):</p> <p>This program provides financial and technical assistance to public or private applicants for planning, design, and construction of projects that protect or improve the quality of Ohio's water resources.</p>	<p>Funding Source: Ohio Environmental Protection Agency (OEPA)</p> <p>Match: N/A</p> <p>Eligible Applicants: Counties, Municipalities/Townships, Transit Agencies, Metroparks, Port Authorities, Sewer Districts, School Districts, Non-Profits</p> <p>Project Category: Planning, Storm Water Improvement, Sewer Construction, Wastewater Treatment Plant Improvement, Natural Habitat Preservation and Restoration, Resilience Efforts</p> <p>Website: https://epa.ohio.gov/default.aspx?ofa#169544614-contacts</p>

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07 | APPENDIX

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- Engagement Timeline - p. 220**
- Steering Committee Meeting 1 - p. 234**
- Steering Committee Meeting 2 - p. 240**
- Steering Committee Meeting 3 - p. 246**
- Steering Committee Meeting 4 - p. 257**
- Steering Committee Meeting 5 - p. 265**
- Community Survey Results - p. 274**
- Positioning Survey Results - p. 289**
- Traffic Analysis - p. 304**

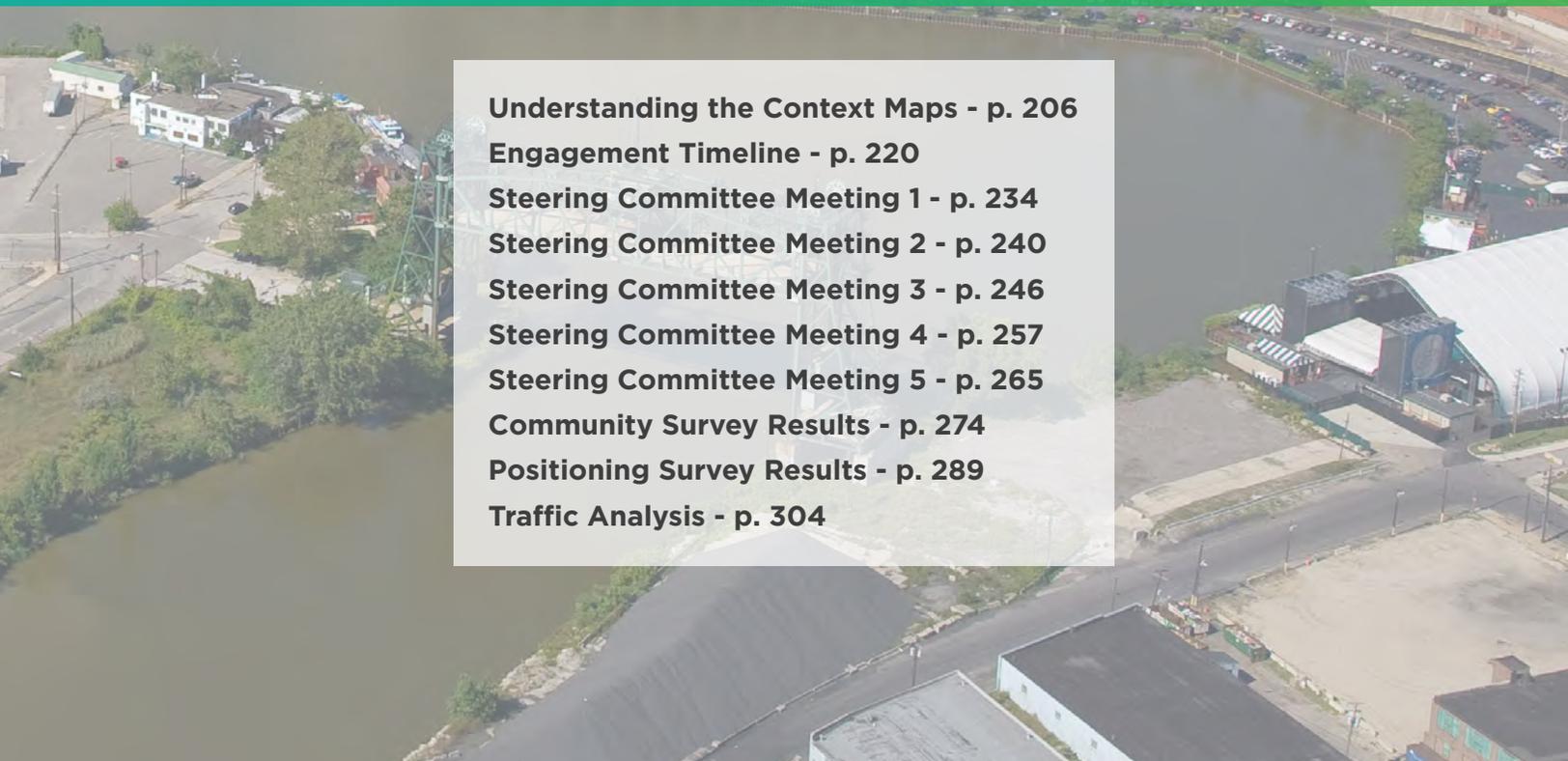


FIGURE 7-1: EXISTING LAND USE

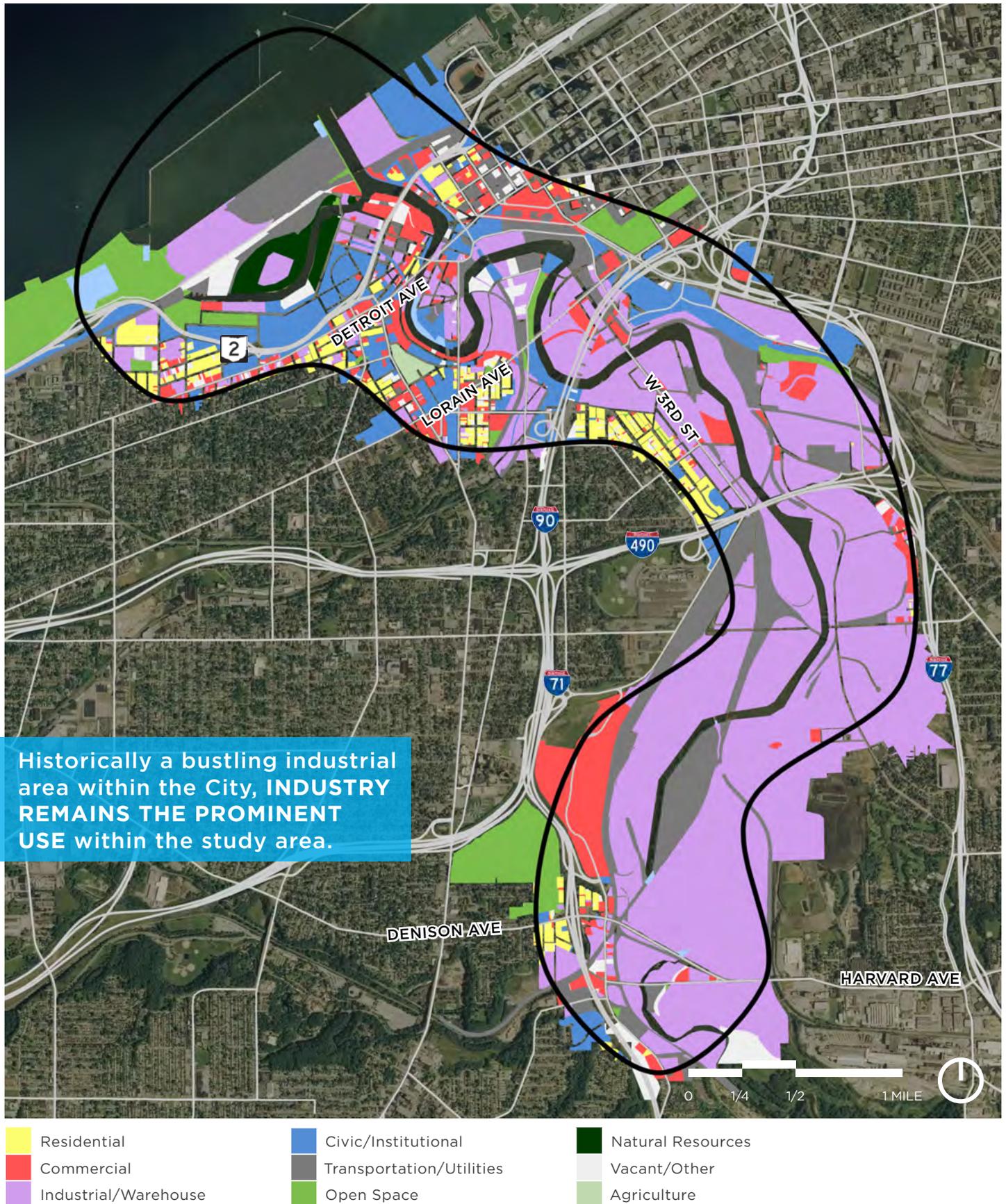


FIGURE 7-2: PUBLICLY OWNED PROPERTY

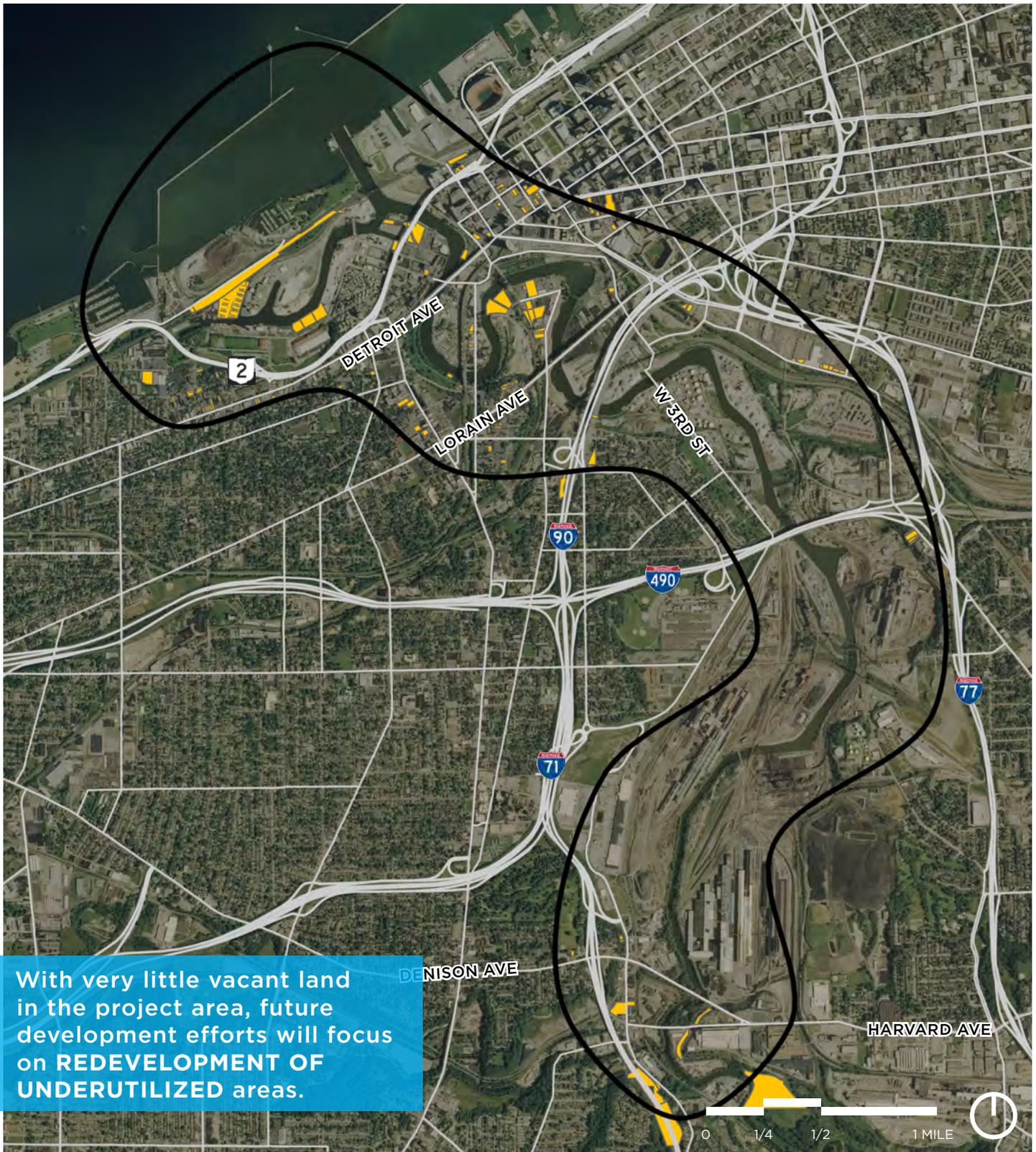


 Publicly Owned Property

FIGURE 7-3: EXISTING ZONING - PERMITTED USE

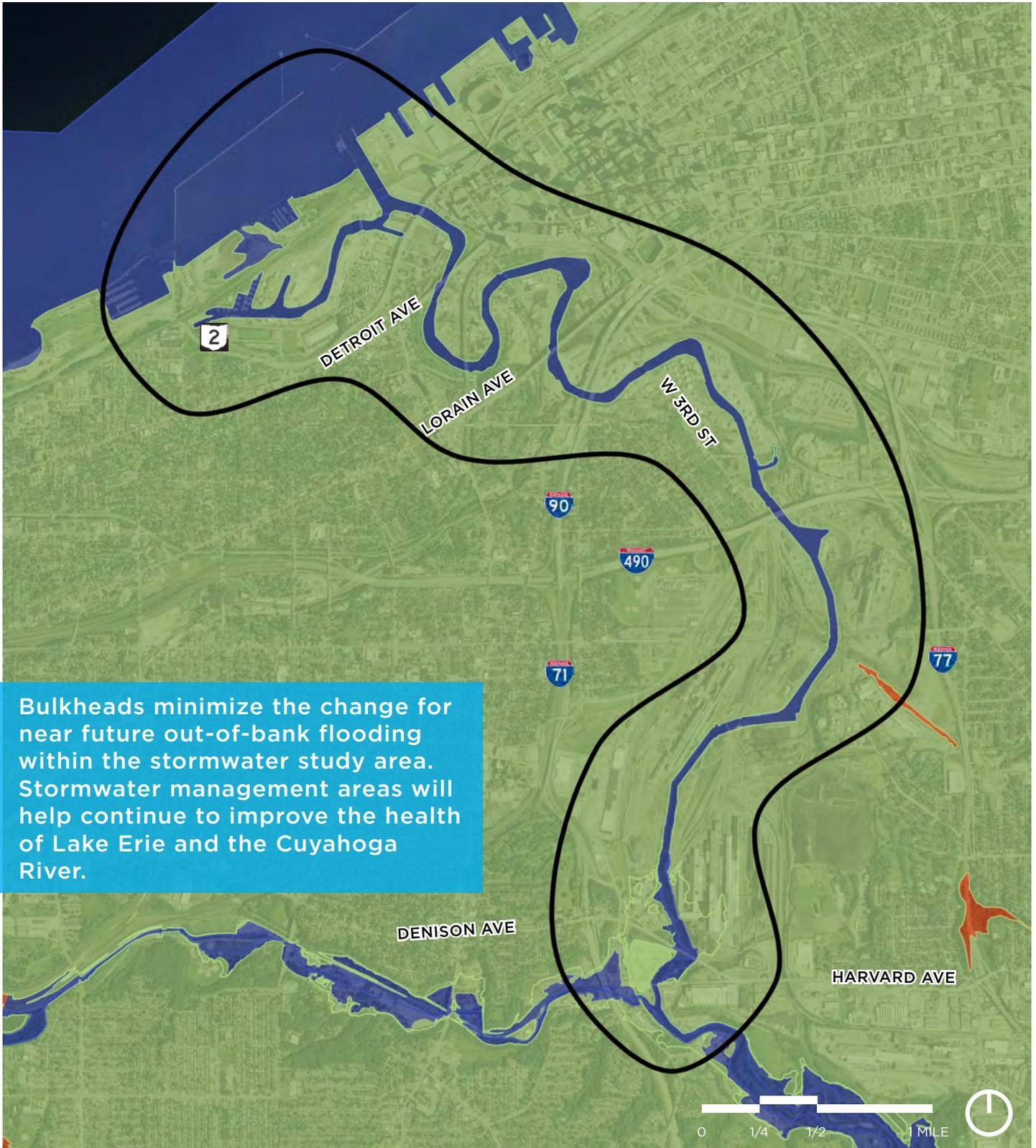


FIGURE 7-4: VACANT PARCELS



 Vacant

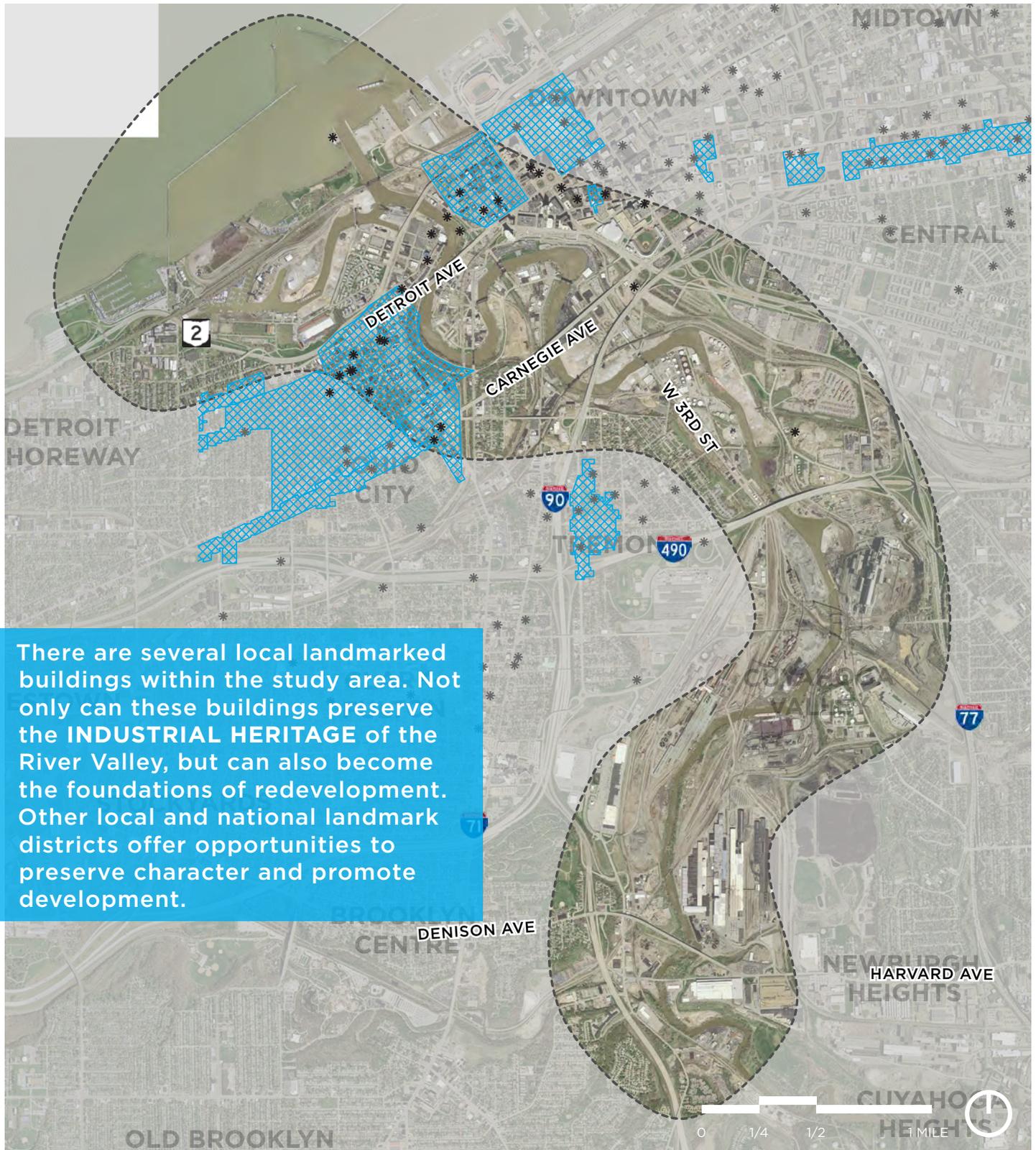
FIGURE 7-5: FLOOD HAZARD AREAS



Bulkheads minimize the change for near future out-of-bank flooding within the stormwater study area. Stormwater management areas will help continue to improve the health of Lake Erie and the Cuyahoga River.

- X - Area of Minimal Flood Hazard
- A - Areas with 1% Annual Chance of Flooding
- AE - Base Floodplain Elevation

FIGURE 7-6: HISTORIC DISTRICTS AND LANDMARKED BUILDINGS

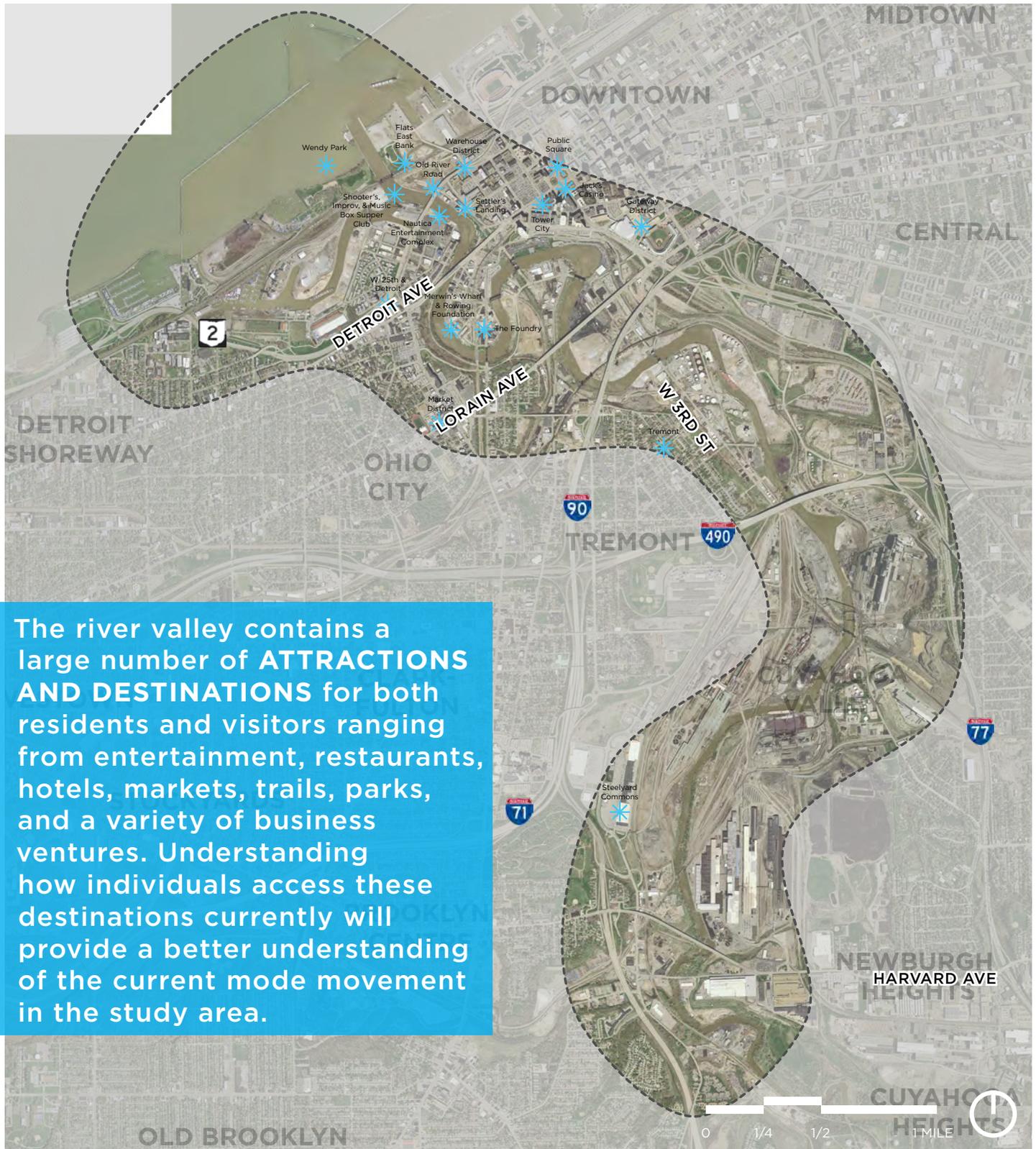


There are several local landmarked buildings within the study area. Not only can these buildings preserve the **INDUSTRIAL HERITAGE** of the River Valley, but can also become the foundations of redevelopment. Other local and national landmark districts offer opportunities to preserve character and promote development.

- Historic District
- Landmarked Building

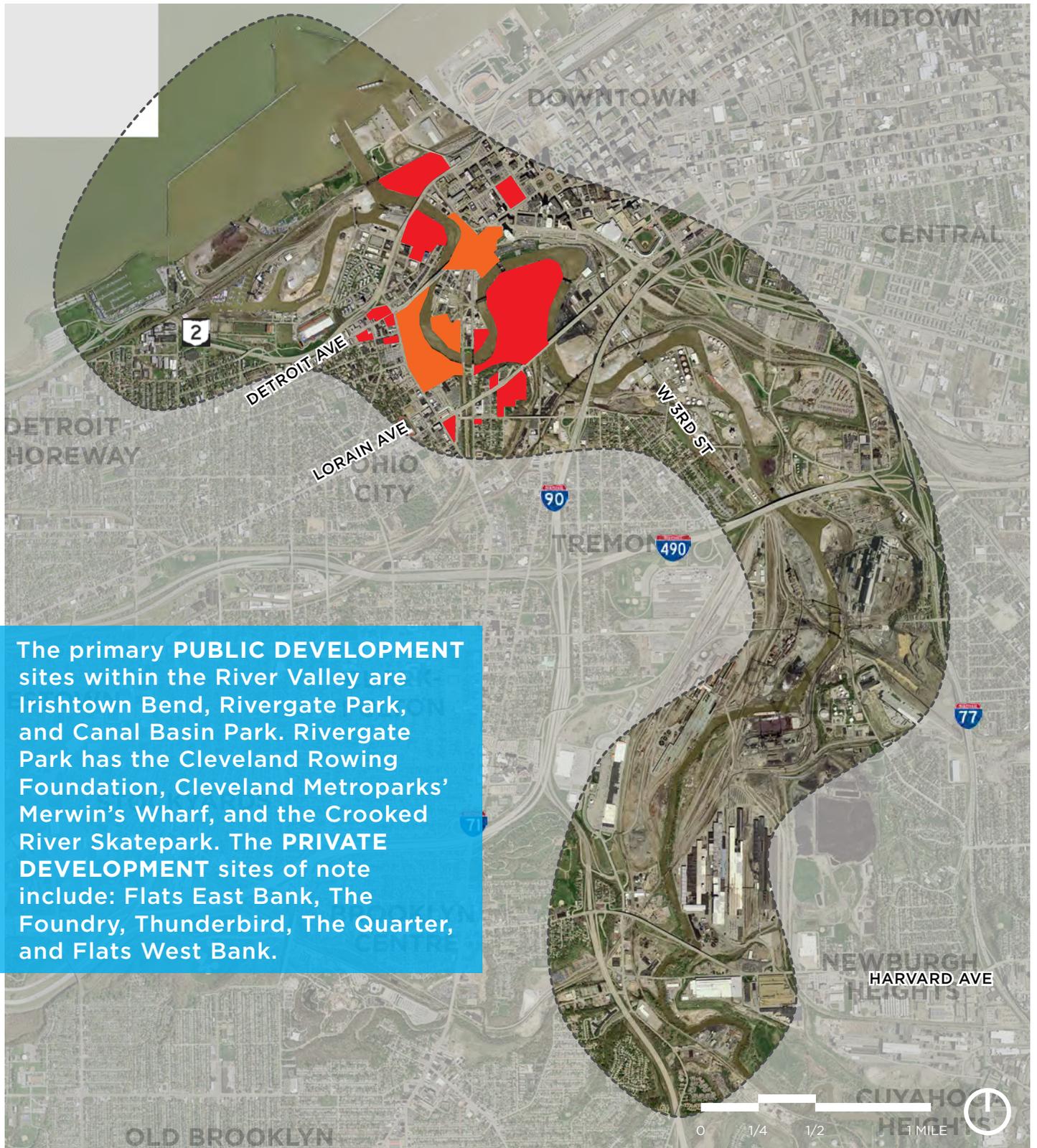
*Note: Historic Districts and Landmarked Buildings as of July 2019.

FIGURE 7-7: KEY ATTRACTIONS AND DESTINATIONS



* Key Attractions/Destination

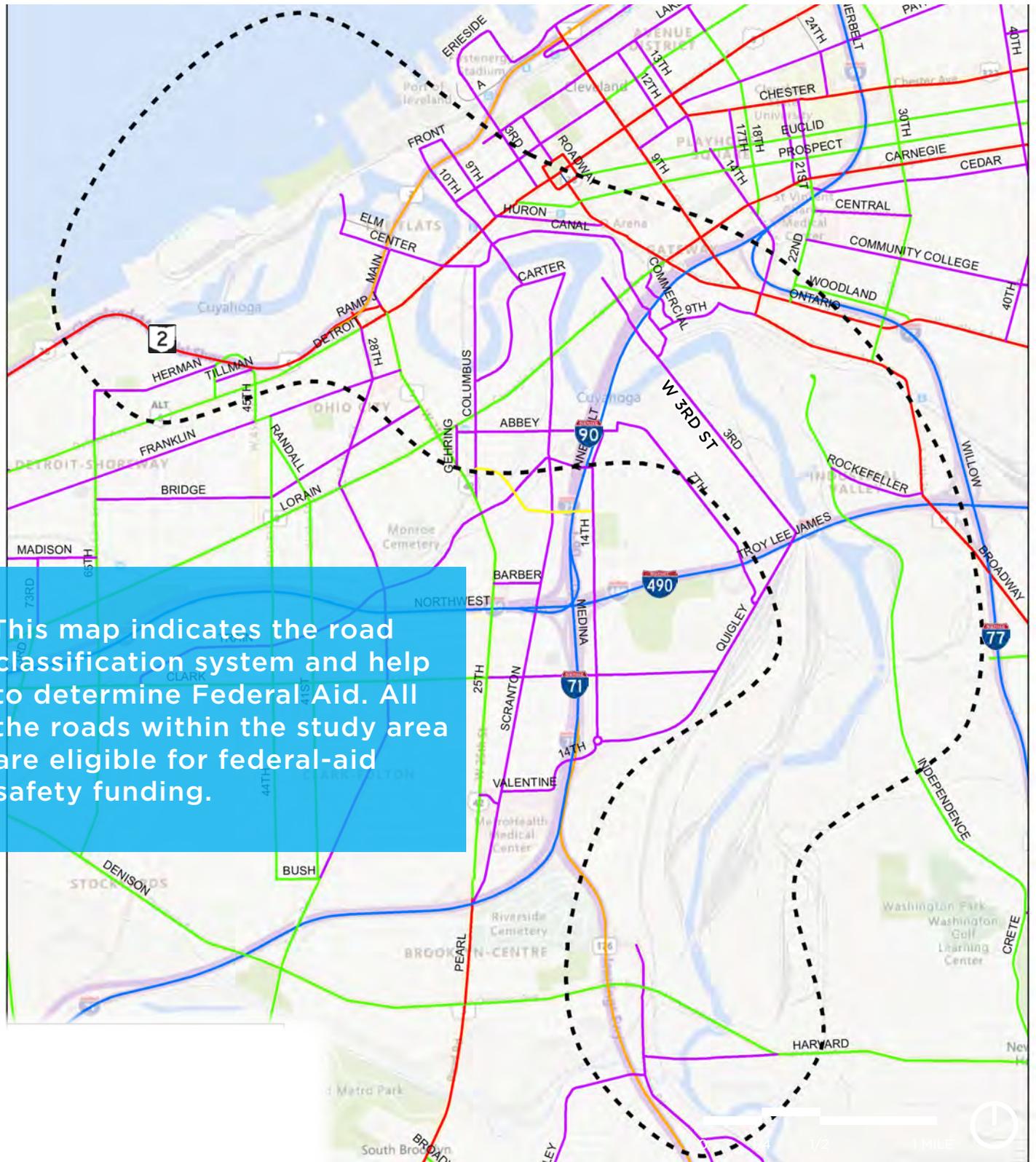
FIGURE 7-8: PUBLIC AND PRIVATE DEVELOPMENTS



- Public Development
- Private Development

*Note: Historic Districts and Landmarked Buildings as of July 2019.

FIGURE 7-9: FUNCTIONAL ROAD CLASSIFICATION



This map indicates the road classification system and help to determine Federal Aid. All the roads within the study area are eligible for federal-aid safety funding.

- | | |
|---|--|
| 1 (Interstate) | 5 (Major Collector) |
| 2 (Other Freeway/Expressway) | 6 (Minor Collector) |
| 3 (Other Principal Arterial) | 7 (Local Road) |
| 4 (Minor Arterial) | |

FIGURE 7-10: CRASH DENSITY

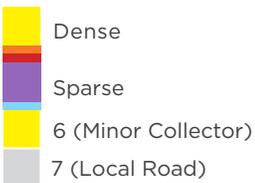
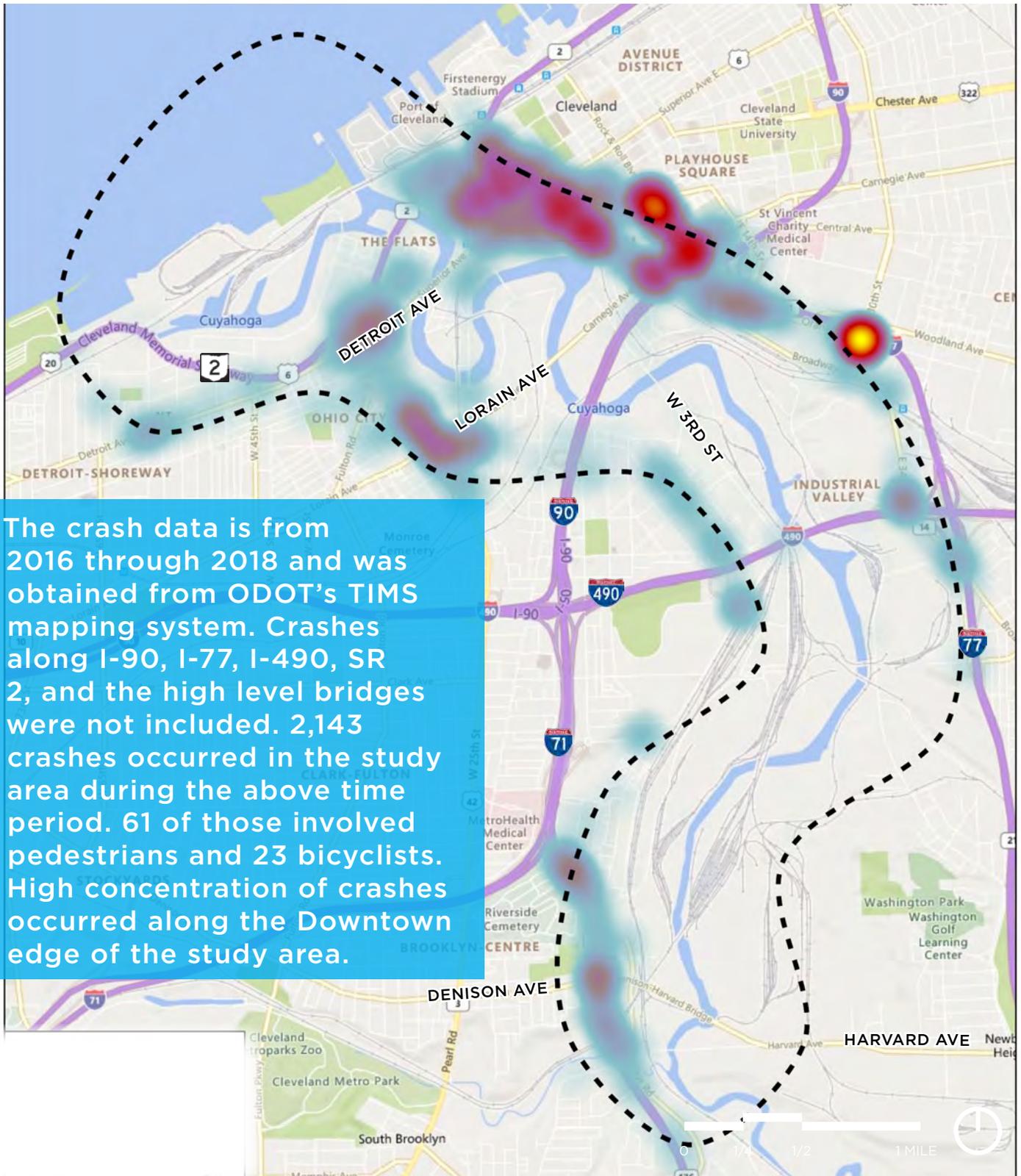
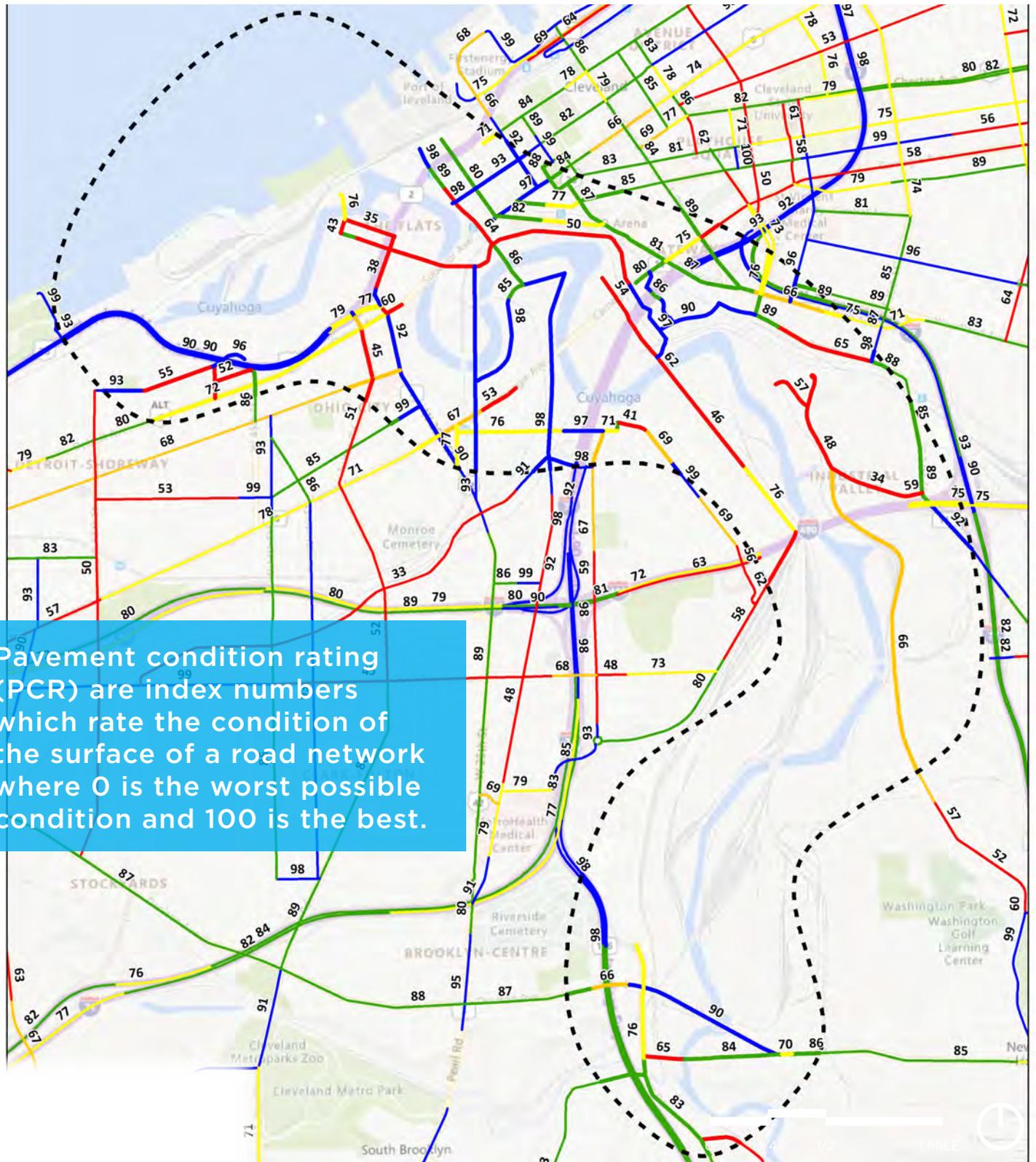


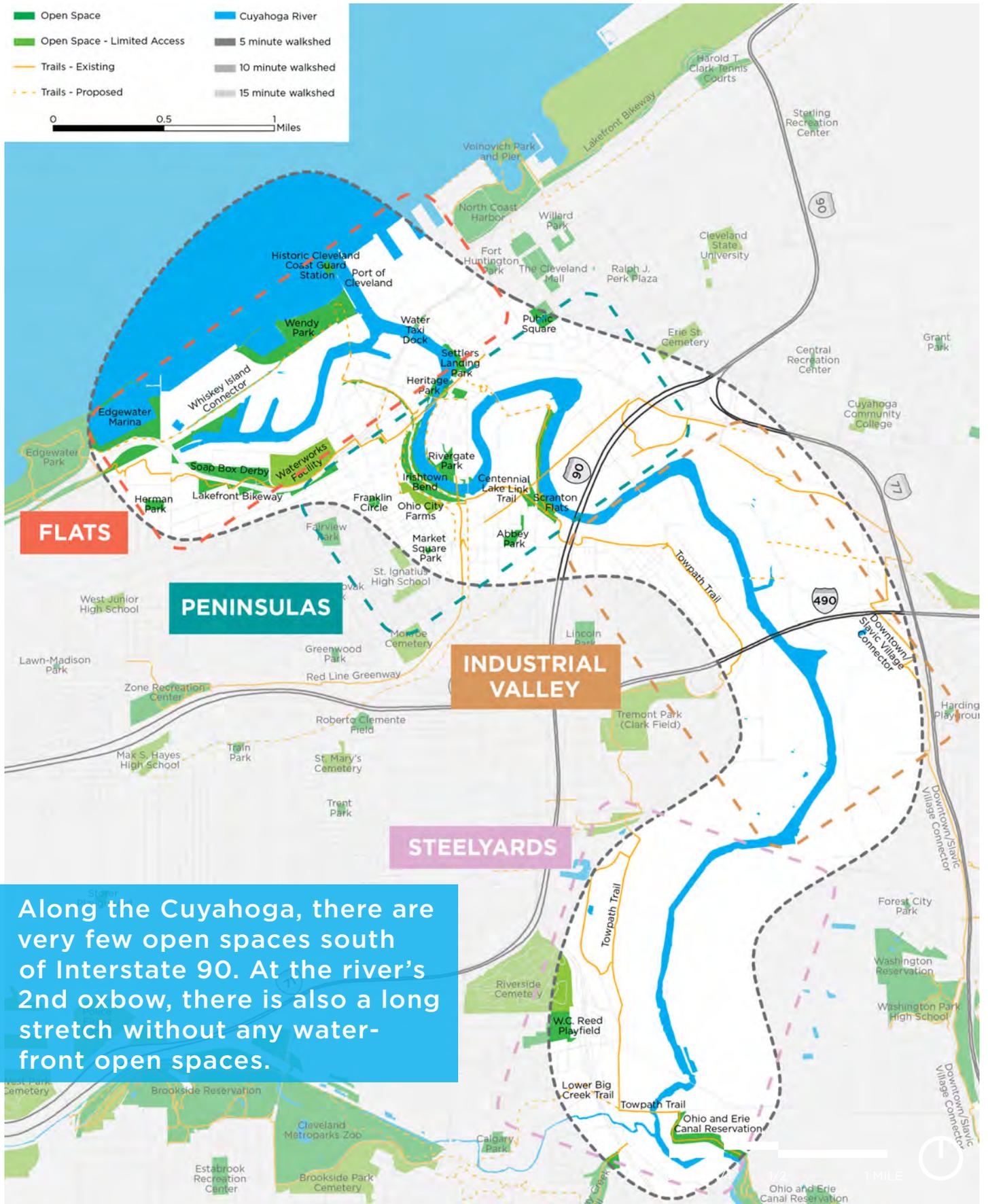
FIGURE 7-11: PAVEMENT CONDITION RATINGS



Pavement condition rating (PCR) are index numbers which rate the condition of the surface of a road network where 0 is the worst possible condition and 100 is the best.

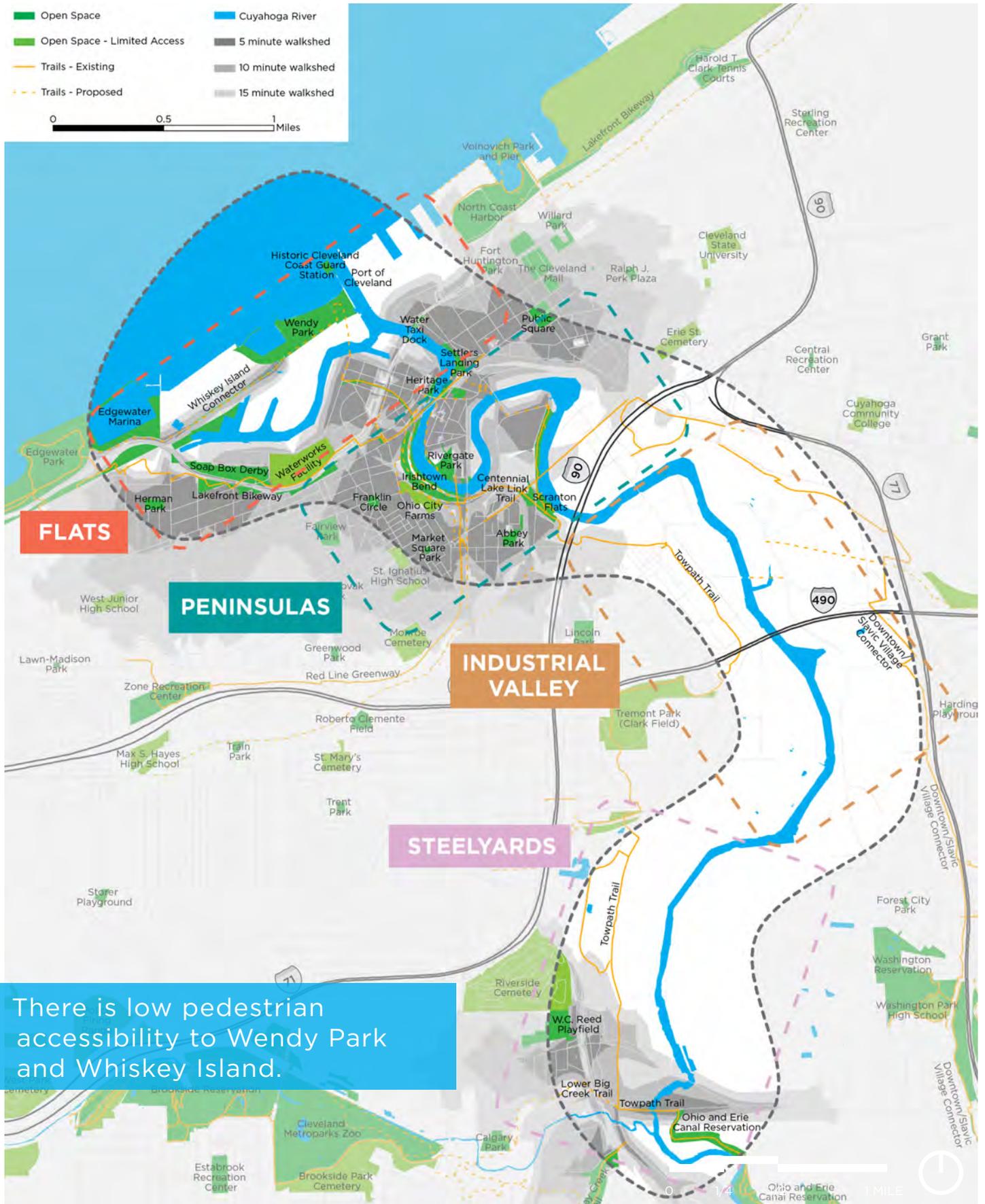
- 27 - 65
- 66 - 69
- 70 - 79
- 80 - 89
- 90 - 100

FIGURE 7-12: OPEN SPACE



Along the Cuyahoga, there are very few open spaces south of Interstate 90. At the river's 2nd oxbow, there is also a long stretch without any waterfront open spaces.

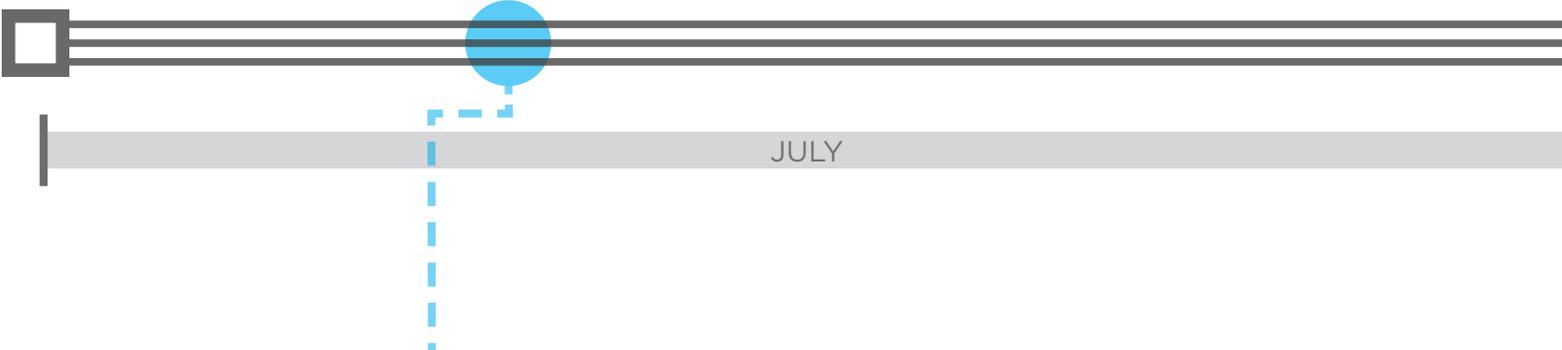
FIGURE 7-13: OPEN SPACE WALKSHEDS



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Engagement Timeline

2019

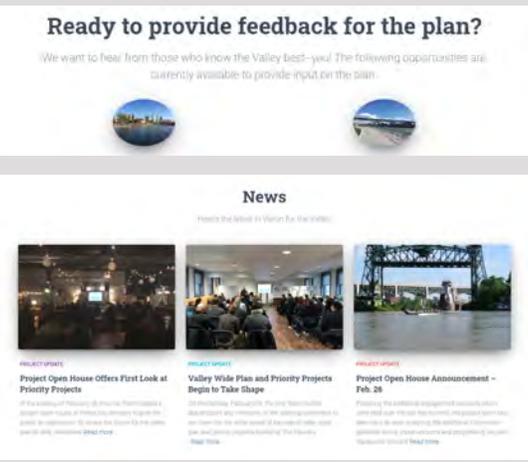


A project website, VisionfortheValleyCLE.com, was created to be the home page for everything related to the Vision for the Valley study. The website contained information regarding the project's history, planning process, the client and consultant team information, and a resource hub for all the materials shared with the stakeholders and the community during meetings and events.

A news section of the project website kept individuals up to date with all things related to the project. Articles were posted announcing upcoming meetings, events and interactions with the project team along with summaries of those events.

The website also contained several public survey's that were released throughout the project's timeline (What's Your Vision?, Community Survey, and Positioning Survey). These surveys helped the project team gain additional insight and perspective from the community and stakeholders who may not have been able to participate in the physical events.

The project also had a social media account on Twitter (@VFTV_CLE) which mirrored the updates posted on the website and provided another medium for individuals to reach out to the project team and share real time updates of the project.



JULY



7/29/2019 - PRESENT

Vision for the Valley 4

ONLINE DRONE FLIGHT + INTERACTIVE ONLINE WEBMAP

YouTube

The project team flew a drone along the entirety of the 7-mile long study area which captured a full 360 degree experience of the river valley. This footage was shared on the project website, separated into 5 sections, to give a different perspective to the viewer.

In addition to the drone footage, an interactive GIS map was also made available for the public to share more specific comments and feedback. Users were able to place comments relating to the various aspects of the plan on exact locations to better indicate to the project team where their comments were in relation too. The interactive map also provided users information about current land uses, zoning, and other basic parcel data.

The data and feedback received in this section of the project website was integrated into the findings and recommendations of the Vision for the Valley plan.

Public Input
Land Use

Scott Aylesworth

Comment:
Can we show Heritage park some love and integrate it a little more into the fabric of the valley? Right now it kind of seems like a forgotten parcel of land.

Edited on 9/26/19 at 11:47 AM

Zoom to

2019

JULY

AUGUST

7/29/2019 - 7/30/2019



DISCOVERY CHARRETTE + STAKEHOLDER & STEERING COMMITTEE MEETING 1

60+ stakeholders attended and participated in a two-day discovery charrette session.

The One Team hosted a two-day discovery charrette session with the members of the steering committee and invited stakeholders. Hosted by Windows on the River, over 60 attendees of the charrette were presented an overview of the project, information regarding the planning process and invited to participate in a variety of exercises and activities which included discussing what their top 3 challenges and opportunities the river valley were facing or were possible, and then engaging in a storyboard mapping activity which asked attendees to locate on the map where those challenges and opportunities were. This began to illustrate areas where stakeholders were in alignment.

The steering committee also took part in a tour of the project study area by car, foot, and river. The group could experience the various sections of the study area and discuss the challenges and opportunities present. The river tour was led by Cleveland Metroparks Historian Doug Kusak on the eLCee2 water taxi, who gave the team additional perspective relating to the history of the river and surrounding valley.

The two-day session provided a foundational base for the project team, steering committee and stakeholders to build from and use going into the first round of community engagement.

ACTIVITY BREAK-DOWN

Ice Breaker:

Share a story about your connection with the Cuyahoga River.

Top 3 Challenges & Opportunities:

What do you feel are the top 3 challenges facing the Cuyahoga River Valley? What do you feel are the top 3 opportunities possible for the Cuyahoga River Valley?

Storyboard Mapping:

On the print out of the project area map, place your poker chips on areas of opportunity and challenges.

SEPTEMBER

9/03/2019 - 9/07/2019



LOCAL OUTREACH COMMUNITY ENGAGEMENT ROUND 1

150+ local residents were reached through this interactions phase.

- Public Square - 9/3/19
- Riverview Welcome Center - 9/5/19
- Flats East Bank - 9/7/19
- Merwin's Wharf - 9/7/19
- Market Square Plaza - 9/7/19
- Steelyard Commons - 9/7/19

Over the course of a week, the One Team held community engagement events at six locations within the Vision for the Valley study area. Conversations were held with over 150 individuals made up of residents, employees, commuters, and visitors from the region and across the country, each adding their own personal perspectives to this process. Promotion leading up to event day(s) allowed for potential attendees to set aside time to be present, while the selection of accessible and primarily outdoor locations allowed for individuals who may have been previously unaware to participate as well. Each of these locations attracted different types of audiences with diverse backgrounds and perspective. However, among this sizeable group of interactions the following themes consistently emerged: Connectivity, Access, Beauty, Safety, and Productivity.

ACTIVITY BREAK-DOWN

Strengths & Weaknesses Sticky Notes:

Write on a sticky note what you believe are the strengths and weaknesses of the Cuyahoga Riverfront and place them on the display board.

Vision for the Valley Dot Voting:

Place a dot next to the image(s) that most aligns with your vision for the valley.

Community Survey:

A survey was administered (smart phone, tablet, and in a paper-format) asking a variety of questions related to the Riverfront.

2019

OCTOBER

10/8/2019 - 10/9/2019



VISIONING CHARETTE + STAKEHOLDER MEETING 2 / STEERING MEETING 3

70+ stakeholders attended and participated in the visioning charette.

The One Team hosted invited stakeholders and members of the steering committee back together for a visioning charette hosted at The Foundry Community Rowing and Sailing Center. The purpose of the charette was to update attendees on where the project was to date, discuss the preliminary plan framework and begin to brainstorm together. The One Team presented results from the two-day discovery charette, the online community survey, the interactive project map, and the first round of community engagement.

The draft plan framework was revealed which combined public input, existing conditions analysis and knowledge of best practices into a set of plan recommendations which were broken into six plan components: land use, mobility, public space, environment & nature, community, and brand & marketing. Under each of the plan components were related principles, initiatives and strategies.

After the reveal, the attendees were broken into three groups where the plan components were reviewed and discussed in more detail. Attendees came back together to report back the feedback and dialogue within each of the groups. The session provided feedback to the One Team and started to refine the plan components, principles, initiatives and strategies.

ACTIVITY BREAK-DOWN

Project Overview Presentation:

Project team presented public input results and existing conditions analysis.

Draft Plan Framework Reveal:

Outlining the six plan components, principles, initiatives and strategies.

Group Sessions:

Attendees reviewed and discussed the plan framework for each component in more detail.

OCTOBER

10/16/2019



SUSTAINABLE CLEVELAND SUMMIT

COMMUNITY ENGAGEMENT EVENT 2

15+ attendees in breakout group for the summit.

The project team participated and facilitated a breakout topic group at the 11th annual Cleveland Sustainability Summit. Over 500 residents, local businesses, and sustainability leaders from all walks of life participated in the City's continuing effort to develop a thriving and resilient Cleveland region.

The breakout group were asked the question, "What's our vision for the Cuyahoga River Valley in Cleveland" and participated in a brainstorming effort outlining various ideas and concepts that were envisioned for the river valley. The group then reported back at the end of the summit to the entire group of attendees their concepts and ideas. These results, feedback and dialogues were recorded and integrated into plan framework.

ACTIVITY BREAK-DOWN

What's Best & What's Better:

Participants indicated what is best and what can be better in the River Valley.

Big Idea Brainstorm:

Participants selected two of the ideas posted during the previous activity, and began to expand upon them by building a vision and a project example.

Engagement Timeline

2019

NOVEMBER

11/26/2019



ACTIVITY BREAK-DOWN

Sample Presentation:

The project team shared a base presentation to be used at local events which outlines the planning process, engagement results to date, and initial plan framework.

Engagement Activities Toolkit:

A variety of activities were outlined and explained that could be used based on the type of community event. These included: What I Love/What Needs Improvement, Storyboard Mapping, Big Idea Card, What Is Your Vision Activity Board.

25+ community and agency members attended the workshop.

The project team participated and facilitated a breakout topic group at the 11th annual Cleveland Sustainability Summit. Over 500 residents, local businesses, and sustainability leaders from all walks of life participated in the City's continuing effort to develop a thriving and resilient Cleveland region.

The breakout group were asked the question, "What's our vision for the Cuyahoga River Valley in Cleveland" and participated in a brainstorming effort outlining various ideas and concepts that were envisioned for the river valley. The group then reported back at the end of the summit to the entire group of attendees their concepts and ideas. These results, feedback and dialogues were recorded and integrated into plan framework.

DECEMBER



MORE LOCAL OUTREACH COMMUNITY ENGAGEMENT ROUND 2

Local residents were reached through this interactions phase.

- Winterfest at Public Square - 11/30/19
- Rice Library - 12/3/19
- Hughes & Memorial Nottingham Libraries - 12/4/19 & 12/5/19
- Slavic Village HoliDazzle - 12/6/19
- Canalway Center - 12/7/19 & 12/10/19
- Gordon Square Wintertide - 12/14/19
- Lakeview Terrace - 12/16/19
- Woodland & MLK Brand Libraries - 1/30/20

The Vision for the Valley study area extends across several neighborhoods, in order to provide a allow for a more well represented segment of the community to participate in the engagement process, a second round of a engagement that included 8 additional events hosted by the Cleveland Metroparks and the City of Cleveland Planning Commission was conducted from November 2019 to January 2020. In efforts to maximized participation, events were held at Cleveland Public Libraries on the city's eastside and also in conjunction with well attended festivals like Winterfest, Slavic Village HoliDazzle, and Gordon Square Wintertide.

ACTIVITY BREAK-DOWN

What I Love & What Needs Improvement:

Identify on a board what you love about the river valley or what you feel needs improvement by placing a sticky note next to an image or the study area map.

Big Idea Card:

On a card, write down your one big idea or vision for the valley.

What Is Your Vision Activity Board:

Place a dot next to the image that best associates with your vision for the valley.

JANUARY

2/26/2020



STAKEHOLDER MEETING 3
+ STEERING COMMITTEE MEETING 4

70+ stakeholders attended and participated in the meeting.

In February 2020, the One Team invited stakeholders and members of the steering committee back to The Foundry Community Rowing and Sailing Center for the initial reveal of the overall valley wide plan and priority projects. The meeting outlined the results of the additional engagement outreach in addition to updates to the plan framework based on those results.

The overall valley wide plan and priority projects within each of the valley districts were presented and described to the group. In order to gather more specific feedback, stakeholders self-selected which of the plan districts groups they wanted to join in order to dive deeper into the perspective district and priority plan. Stakeholders provided comments and feedback, indicating aspects of the proposed plans they liked, disliked and further pieces and spaces to investigate.

Those comments were collected and summarized by the project team to be integrated into revisions and updates to the plans and priority projects.

ACTIVITY BREAK-DOWN

Project Overview Presentation:

Project team presented the additional engagement results and updates to the plan framework.

Draft Plan Districts & Priority Projects:

Revealed the draft plan districts and the four priority project concepts.

Group Sessions:

Attendees reviewed and discussed the plan districts and priority project concepts for each district.

FEBRUARY

2/26/2020



PROJECT OPEN HOUSE COMMUNITY EVENT ROUND 3

125+ local residents and stakeholders attended the open house.

In February 2020, the One team hosted a project open house at Forest City Brewery to give the public an opportunity to review the Vision for the Valley plan to date. Attendees were able to view each of the priority projects, overall valley wide plan, and the plan framework while also being able to provide their comments and feedback for each aspect. The One Team gave a small, informal presentation during the open house that provided a general overview of the project so attendees could have additional insight into the projects planning process.

Feedback, insights, and comments were recorded by the project team and integrated into the next round of edits and refinements to the valley wide plan, priority projects and plan framework.

ACTIVITY BREAK-DOWN

Project Overview Presentation :

Project team gave a brief project overview about the process, engagement, and feedback to date.

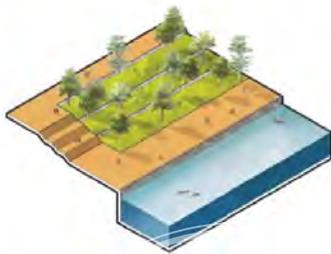
Project & Discussion Boards:

Large printouts of the overall valley wide plan, plan districts and priority projects were placed throughout the hall, with boards to place comments on sticky notes.

2020

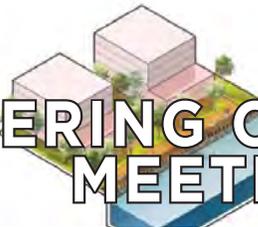
MARCH

Valley Recommendations



TERRACED PUBLIC SPACE ENCOURAGES CONNECTIVITY BETWEEN DOWNTOWN AND THE RIVER'S EDGE. THESE TERRACES WILL NEED TO BE ACCESSIBLE FOR PEOPLE OF ALL ABILITIES.

WIDENING PUBLIC SPACE ALONG THE RIVER EXPERIENCE AND BRINGING BACK BUSINESS TO THESE VIEWS AND USE SHADED AREAS.



STEERING COMMITTEE MEETING 5

3/23/2020



Zoom Ground Rules

MEETING AGENDA

Stakeholder Meeting & Project Open House Review:

Project team presented the feedback and results of the two meetings to the steering committee.

Draft Plan Review:

The project team went through the layout and organization of the final report, as well as reviewed the plan components principles, initiatives and strategies.

Final Community Event:

Discussed and selected the method for the final community event.

Member of the One Team and steering committee attended and participated, virtually, in the meeting.

In March 2020, the One Team and steering committee met virtually due to the COVID-19 pandemic and social distancing guidelines that were in place for the State of Ohio. The meeting outlined what the team heard and the results of both the third stakeholder meeting and the project open house. In addition, the project team started to go through a first draft of the project report, specifically discussing the concept plans for the four focus areas and reviewing the plan component principles, initiatives, and priority strategies.

The group then discussed how the One Team wanted to precede with respect to the final community event to reveal the draft plan. The goal was to maintain momentum, community confidence, and facilitate an open and transparent conversation to as many stakeholders and residents as possible. A few options were presented and discussed, with the One Team choosing to conduct a virtual meeting to present the updates to the stakeholders and the public.

JULY

7/22/2020 - 8/14/2020

Virtual Community Meetings

VIRTUAL COMMUNITY MEETING

COMMUNITY EVENT ROUND 4

What is Vision
In part I, the One Team will give to the study. The team members a framework, the purpose lens, and the process including the community and engagement, what did we hear and what learned. *Pre-recorded*

Part I
July 22, 2020

The Vision
In Part II, the One Team will outline the plan framework in more detail. Owners will hear of the plans valley wide recommendations, key focus areas, and next steps towards the implementation of the plan. *Pre-recorded*

Part II
July 29, 2020

Virtual Office Hours
August 3 - August 14

Virtual Office Hours
Members of the One Team will make themselves available to answer questions and provide additional details on the various aspects of the plan during virtual office hours. *Check the project website for specific times and topics.*

How To Access:

Computer/Tablet
Go to: visionforthevalley.com/virtual-meetings
Access professional services 24/7 access

Mobile
Take a photo of the QR Code below

Social Media
facebook.com/VisionfortheValley @VFTF

EVENT BREAKDOWN

Two-Part Pre-recorded Presentation:

Part I spoke to the background of the study, team members involved, plan framework, purpose lens, and the community and stakeholder engagement and feedback. Part II highlighted the valley wide recommendations, key focus areas, and next steps.

Virtual Office Hours:

Six virtual office hours were held over two weeks, with each event focusing on a particular aspect of the Vision for the Valley plan.

Beginning on July 22, 2020, the One Team hosted a virtual community meeting spanning four weeks, hosted through the project website and Facebook page.

The first two weeks included the release of two pre-recorded presentations by members of the One Team where the draft plan was revealed and discussed, while the last two weeks featured a series of virtual office hours where members of the One Team would make themselves available to answer questions and discuss the draft plan in more detail.

The event was shared and advertised through social media platforms, stakeholder e-newsletters, project partner’s websites, newspaper articles, and radio.

2020

JULY

7/22/2020 & 7/29/2020

03 OVERALL OUTREACH
Project Outreach



**PART ONE & TWO:
PRESENTATIONS**
VIRTUAL COMMUNITY MEETING



PRESENTATION AGENDAS

Part I:

Project team presented the feedback and results of the two meetings to the steering committee.

Part II:

The project team went through the layout and organization of the final report, as well as reviewed the plan components principles, initiatives and strategies.

Part I of the presentation, titled “What is Vision for the Valley?”, was released on the project website on July 22, 2020. This presentation gave the background to the study, the team members involved, the plan framework, the purpose lends, and the planning process including the community and stakeholder engagement; what did we hear and what did we learn.

Part II of the presentation, titled “The Vision”, was released on the project website on July 29, 2020. In this part, the One Team outlined the plan framework in more detail. Viewers heard of the plans valley wide recommendations, key focus areas, and next steps towards the implementation of the plan.

Viewers of both presentations were able to submit their questions and comments to the project team through the website. These questions were raised and addressed during the virtual office hours.

AUGUST

VIRTUAL OFFICE HOURS VIRTUAL COMMUNITY MEETING

Local residents, stakeholders, community members, and visitors of the Cuyahoga River Valley participated in a series of virtual office hours.

Following the release of the two part presentation videos, members of the One Team made themselves available for a series of virtual office hours beginning on August 3, 2020 and concluding on August 13, 2020. Each session lasted for two hours and included a brief overview of the topic for that particular session, followed by a questions and answers period.

The sessions will be conducted through a webinar platform, where individuals registered and signed on to participate. These sessions were also simulcast through Facebook Live via the project's page, where community members could also participate in. Each of the video sessions were recorded and posted on both the project website and the project's Facebook page for individuals to view and still submit questions and comments to the project team.

SESSION SCHEDULE

- **SESSION #1 - LAND USE & FOCUS AREAS (8/3)**
- **SESSION #2 - LAND USE & FOCUS AREAS (8/5)**
- **SESSION #3 - PURPOSE LENS, ENGAGEMENT, AND PLAN FRAMEWORK (8/10)**
- **SESSION #4 - MOBILITY & CONNECTIVITY (8/11)**
- **SESSION #5 - PUBLIC SPACE, ENVIRONMENT, AND BRANDING (8/12)**
- **SESSION #6 - OPEN FORUM (8/13)**



STEERING COMMITTEE MEETING # 1

DAY ONE - JULY 29, 2019

WINDOWS ON THE RIVER

8:00am - 12:00pm - Steering Committee

8:00 - 8:10 : Introductions

8:10 - 8:20 : Project Introduction and Overview (Scope, Schedule, Website, Process, Goals and Outcomes)

8:20 - 8:50 : Issues and Opportunities Exercise

8:50 - 9:15 : Top Five Themes Discussion

9:15 - 9:45 : Storyboard Map Activity

10:00 - 11:45 : Land Tour

12:00 - 1:00: Lunchtime (Lunches provided for Steering Committee Members)

1:00pm - 5:00pm - Stakeholders & Steering Committee

1:00 - 1:10 : Project Introduction and Overview (Scope, Schedule, Website, Process, Goals and Outcomes)

1:10 - 1:20 : Communications & Relationships

1:20 - 2:45: Concurrent Focus Group Breakout Session #1 (Focus Group A, Focus Group B, Focus Group C)

1:20 - 1:30 : Introductions/Ice Breaker

1:30 - 1:50 : Issues and Opportunities Exercise

1:50 - 2:15 : Top Five Themes Discussion

2:15 - 2:45 : Storyboard Map Activity

2:45 - 3:00 : Break

3:00 - 4:45: Concurrent Focus Group Breakout Session #2 (Focus Group A, Focus Group B, Focus Group C)

3:00 - 3:10 : Introductions/Ice Breaker

3:10 - 3:40 : Issues and Opportunities Exercise

3:40 - 4:15 : Top Five Themes Discussion

4:15 - 4:45 : Storyboard Map Activity

5:00: End of Day One

AGENDA

VISION FOR THE VALLEY



STEERING COMMITTEE MEETING # 1

DAY TWO - JULY 30, 2019

WINDOWS ON THE RIVER

9:00am - 12:00pm - Steering Committee

9:00 - 11:00 : Water Tour

11:00 - 11:50 : Water Tour Observations & Day One Recap

12:00 - 1:00: Lunchtime

1:00pm - 3:00pm - Stakeholders & Steering Committee

1:00 - 1:10 : Project Introduction and Overview (Scope, Schedule, Website, Process, Goals and Outcomes)

1:10 - 1:20 : Communications & Relationships

1:20 - 2:45: Concurrent Focus Group Breakout Session #3 (Focus Group A, Focus Group B, Focus Group C)

1:20 - 1:30 : Introductions/Ice Breaker

1:30 - 1:50 : Issues and Opportunities Exercise

1:50 - 2:15 : Top Five Themes Discussion

2:15 - 2:45 : Storyboard Map Activity

3:00: End of Day

FOCUS GROUP A

CONNECTIVITY,
RIVER SAFETY &
LAND USE

FOCUS GROUP B

PUBLIC ART &
PUBLIC SPACES

FOCUS GROUP C

UNIFIED VISION,
PUBLIC ENGAGEMENT,
BRANDING & MARKETING



SIGN IN

Stakeholder Group Design Charette

NAME:

EMAIL:

1. Mike Lawell
mwlawell@aol.com
2. Monica Moore
monica.moore@laprairiegroup.com
3. Lemire Stovel
redlinesreenway@gmail.com
4. New Ferguson
dferguson@phostar.org
5. Robert J. Fodkovich
rjz@thegreatlakesgroup.com
6. ~~Justin Zick~~
JZick@ClevelandPartners.com
7. Matt Zone
mzone@clevelandcitycouncil.org
8. Tiffany Graham Charkotky
tgraham@land-studio.org
9. Scott Aylesworth
SCOTT.AYLESWORTH@HETA.IL.CAN
10. KHAUD HAWTHORNE
khaudhawthorne@tremontwest.org
11. Jacob VanSick
jacob@bikedevlab.org
12. Jeffrey T. Verespj
jeff@addbrooklyn.com

SIGN IN

Stakeholder Group Design Charette



NAME:

EMAIL:

13. NARAN BEKFOR

NBEKFOR@CLEVELAND.ORG

14. Colley Mersmann

omersmann@city.cleveland.oh.us

15. Jim McKnight

jmcknight@city.cleveland.oh.us

16. Ashley Shaw

ashaw@ohiocity.org

17. NORM PROSKA

HOOPLOSO@SBCGLOBAL.NET

18.

19.

20.

21.

22.

23.

24.

SIGN IN

Stakeholder Group Design Charette



NAME:	EMAIL:
37. Jim Donovan	fdonovan@culbypartners.com
38. Gino DeLup	GINODELUP@ACKFIREDEPARTMENT.COM
39. Maribeth Zete	mfeke@gceta.org
40. Libby Bocarross	Libby_Bocarross@earthlink.net
41. Elaine Price	elprice@cuyahogacounty.us
42. Karl Bruns	KBRUNES@CityCleveland.Oh.US
43. Marcy Vanderburg	MARCY-VANDERBURG@GMAIL.COM
44. MAREKA FIELDS	mfields@city.cleveland.oh.us
45. Jim Sheehan	Jim@OhioCityCycles.org
46. Paul Eitel	paul@nauticaflats.com
47. KJAYNE MORRISSELL	KMORRISSELL@COLUMBIANONLINE.ORG
48.	

SIGN IN

Stakeholder Group Design Charette



NAME:

EMAIL:

49. Thomas Rayburn

Rayburn@learships.com

50. Matt Moss

moss@city.cleveland.ohio

51. MICHAEL MEARS

MMEARS@CUYAHOGACOUNTY.OH

52. Joel Wimbiscus

jwimbiscus@land-studio.org

53. Mike Samsel

msamsel@samselSupply.com

54. Amy Snell

asnell@gcra.org

55. Courtney Whitman

CourtneyWhitman@gcra.org

56. Matt Schmitt

matt.schmitt@tpl.org

57. Dan D'Agnese

dan@biosem.com

58.

59.

60.

STEERING COMMITTEE MEETING 2



meeting minutes

Steering Committee Meeting #2

Meeting Date: September 11, 2019

Notes Date: September 12, 2019

Location: Growth Opportunity Partners, 6001 Euclid Avenue, #120

Desired outcomes/objectives: Review progress to date. Discuss public engagement and key findings. Discuss and agree upon preliminary plan framework.

Meeting facilitator: Matt Hils (OHM)

Attendees:In-Person:

Anthony Santora	City of Cleveland Planning Commission
Matt Hils	OHM
Arthur Schmidt	OHM
Linda Sternheimer	Port of Cleveland
Sara Maier	Cleveland Metroparks
Juleian Curtis	City Architecture
Alex Pesta	City Architecture
Andrew Stahlke	Northeast Ohio Areawide Coordinating Agency (NOACA)
Freddy Collier	City of Cleveland Planning Commission
Cathy Fromet	Guide Studio
Kelly Coffman	Cleveland Metroparks
Rachel Talton	Synergy
Robert Zadkovich	Flats Forward

On the Phone:

Gina Ford	Agency Landscape + Planning
Rhiannon Sinclair	Agency Landscape + Planning
Jim Dubea	Transystems
Aaron Grilliot	Transystems

Notes:

1. Introduction, by Director Collier:
 - a. Community Engagement highlights from past week
 - b. Need to start creating conditions for investment, now
 - i. Special Improvement District for bulkheading, infrastructure and safety is in discussion
 - ii. Decision making is happening in real time
 - iii. What we are doing matters, its timely
 - c. Consider “No-build” areas, to take pressure off bulkhead issues
 - d. Strong public perception that the river is still unclean. Finish the towpath, but a recognition of the progress made over the past 50 years can create a strong tie-in to the results of the VFTV plan.



2. Presentation by Arthur Schmidt (Attached)

3. Community Engagement

- a. Push online interactive map
- b. There was a doubling of social media followers during and following community events
- c. Continue to increase and push engagement now that a following is building
- d. Still missing CMHA apartment resident perspective
- e. There were multiple input exercises at the event
- f. Videos carried strong stories
- g. Strong public perception is that the river is still dirty – even though significantly better than 50 years ago, visually dirty, and this impacts how people engage (or don't) with the river.
 - i. The messaging narrative must communicate the valley's history, past progress made, and future needs and goals, and must also manage the public's expectations (the river will never look like a clear, mountain stream – Matt's editorial.)
- h. Connectivity and access was common thread
- i. Strong desire for more natural areas and open space along riverfront. Beauty, both manmade and natural – clean up the river and shoreline more, but let it be wild (restorative, natural and connective)
- j. Safety on land and water critical
- k. River valley must stay productive from an economic impact standpoint. One of project goals is to increase productivity.
- l. Strike a balance of nature, industry and development
- m. Preserve and enhance the views
- n. People of color/lower to middle income: "This place is not for me, I can't afford (even though its free.)"
 - i. When asked if they want to have a place there, some did, some didn't know.
 - ii. Identify the assets that will create connectivity and equity
- o. Cathy heard similar messages in Tremont during the Towpath Trail development that individuals did not feel a connection to the space. Important messaging of how these developments do benefit the individuals who feel left out.
- p. Who invests the time and resources needed to promote the valley as a Place for All?
- q. The Foundry and its programming is a strong positive force in bridging the gap between underprivileged populations and their full engagement with the river. The river valley needs more organizations like this.
- r. CMP offered to bring Breakfast on the Trail and/or Breakfast on the Water to Lakeview and Riverview residents, and do it on the water near water taxi station to allow folks to engage with the river.
- s. Those who do feel welcome: "When will the trail be completed? When will the river be cleaned up? Who is managing safety?"



- t. The Foundry and its programming is a strong positive force in bridging the gap between underprivileged populations and their full engagement with the river. The river valley needs more organizations like this.
- u. The Foundry has asked for boards in their space
 - i. **Action Item (after-meeting request; advise if OK): City Architecture provide boards to the Foundry, for exhibiting.**
- v. Quality interactions better rather than quantity. Messaging that the river is not for me. Lifting up assets, informational signs that can lift up the existing assets. Wayfinding and signage that speaks to plans that were implemented as a result of the planning effort (e.g., Portland, Toronto)
- w. Lessons learned from CE1: postcard take away to remind participants to stay engaged, take survey (QR code,) and go to the website. Employ interns, to pull people into the booth and/or take survey. Give interns small incentives.
- x. **Action Item (Sara): Talk with Jim Kastelic about CSU APA Students engaging with the project. After-meeting follow up: Six students are interested in volunteering.**
- y. Additional (beyond original project scope) outreach needed:
 - i. Next weekend: Cleveland Metroparks Centennial 5k Race (Merwin's -7:30am-11:30am)
 - 1. **Action Item (CMP; supplemented after the meeting with follow up from Sara): Set up and run table. Additional volunteers are welcome. CA to provide "outreach kit"?**
 - 2. **Additional Action Items: Port/Linda to provide coloring books for kids. Tablet to run surveys?**
 - ii. 9-27: Head of the Cuyahoga Rowing Regatta (7:30am – 4:30pm)
 - 1. **Action Item (CMP; supplemented after the meeting with follow up from Sara): CA will set up the tent near the Foundry on the morning by around ~6-7am). Sara will staff it in the morning from 7am-noon. Can someone cover the afternoon shift?**
 - 2. **Additional Action Items: Additional OneTeam members are needed to train and accompany CSU student volunteers, so they can better learn from the experience. Design and print "I took the survey" stickers (with QR code)?**
 - iii. Additional meeting to connect with:
 - 1. CDC Executive Directors (and board?) - Ohio City, Tremont, Detroit Shoreway, Flats Forward, Warehouse District, Old Brooklyn
 - 2. CMHA / Lakeview and Riverview Apartments Director and key individuals (Kristie Groves, Director of Resident Services)
 - 3. Councilpersons
 - 4. Destination Cleveland (after-the-meeting recommendation from OHM)



5. What is the simple, standard agenda, message, presentation, and desired outcome?
 6. **Action Item: Guide Studio to develop one-page Information Packet (“what’s in it for me?”), email language, social, web by 9/19.**
 7. **Action Item: Determine date and location. (After-the-meeting supplement: The Port can host the meeting at its offices on September 24 or 27.)**
- iv. CPC Staff additional outreach meetings (6)
 1. Director Collier to determine locations and venues
 2. City Architecture to assist CPC staff with running the meetings
 3. The Downtown Resident Group will be covered with CPC staff outreach
 - v. Ongoing engagement is expected to:
 1. Unearth nuances / add depth
 2. Affirm current themes
 3. Build trust, responsibility, and accountability
4. Business/Industry
 - a. Continue engagement.
 - b. Tap Robert Zadkovich for his network, to better engage the industrial stakeholders.
 - c. How do we create jobs and deliver better physical access to jobs in the valley?
 - d. How do we better define vacant land? Drill down to County Auditor data to determine what is truly vacant and useable in the future.
 - e. Any restoration along the river must be land-side, not river-side (outside the Federal Shipping Channel)
 5. Shared responsibility to monitor and manage river cleanliness and health and messaging: Cuyahoga River RAP, NEORS, Cuyahoga County Soil & Water, Watershed conservation groups.
 6. Don’t lose the focus on the southern portion of the study area and the lack of current access... Old Brooklyn, Newburg / Cuyahoga Heights, etc... heard this as well through the outreach.
 7. History and context – overcoming issues and misconceptions (burning river, EPA)
 - a. Communicate everything that has been done, everything that still needs to be done (why we plan)
 8. The preliminary Framework outline was presented and discussed. See attached boards for Steering Committee’s comments.
 - a. Safety and Industrial uses may have been lost in the plan components. Adding sub-categories under each plan component to expand upon it – 4-5 word modifiers
 9. Steering Committee #3: Spell agenda out clearly, so stakeholders stay engaged.



10. Approximate Schedule for near-term events:

- a. Sept. 14: CMP 5k race
- b. Sept. 21: Head of the Cuyahoga
- c. Sept. 24 or 27: CDC / CMHA / Councilpersons / Destination Cleveland Outreach Meeting
- d. Sept. 23 – Sept. 1: CPC Staff additional outreach meetings
- e. Oct. 8 & 9: SC3 / Stakeholder Meeting and OneTeam / Consultant Team Vision Workshop

Minutes Attachments:

1. Sign in sheet
2. Presentation
3. Preliminary framework input boards
4. Final Phase 1 summary report (separate attachment)

Please review these minutes, and provide comments within (7) calendar days, after which the minutes will be considered complete.

SIGN IN

Steering Committee Meeting #2
September 11, 2019



NAME:

EMAIL:

1. FREDDY COLLIER JR.

collier@cityofcleveland.oh.us

2. Robert Zaskovich

RJZ@TheGreatLakesGroup.com

3. MATT HILS

MATT.HILS@OKM-ADVISORS.COM

4. Kelly Coffman

kbc@ClevelandMetroparks.com

5. Andrew Stahlke

astahlke@mpo.noaca.org

6. Linda Sternheimer

Linda.Sternheimer@~~City~~PortofCleveland.com

7. Sara Maier

Sbm@clevelandmetroparks.com

8. Cathy Fromet

cathy@guidestudio.com

9. Julian Gunn

julian@cityarch.com

10. Alex Pesta

Alex@cityarch.com

11. Rachel Taton

rtaton@synergylegalny.com

12.

STEERING COMMITTEE MEETING 3

meeting minutes



Vision Charette & Steering Committee Meeting #3

Meeting Date: October 8, 2019Notes Date: October 15, 2019Location: The Foundry, 1831 Columbus Road

Desired outcomes/objectives: Review progress to date. Discuss public engagement and key findings. Present the preliminary plan framework. Brainstorm additional principles, initiatives, and strategies with stakeholders. Review meeting with steering committee members. Outline next steps.

Meeting facilitator: OHM Advisors

Attendees:

Vision Charette: See Sign-in Sheet for the Vision Charette with the Stakeholders (Attached) Note: Not all attendees signed in.

October 8 – Steering Committee #3 Meeting:

Anthony Santora	City of Cleveland Planning Commission
Matt Hils	OHM Advisors
Arthur Schmidt	OHM Advisors
Aaron Domini	OHM Advisors
Linda Sternheimer	Port of Cleveland
Sara Maier	Cleveland Metroparks
Juleian Curtis	City Architecture
Andrew Stahlke	Northeast Ohio Areawide Coordinating Agency (NOACA)
Freddy Collier	City of Cleveland Planning Commission
Cathy Fromet	Guide Studio
Kelly Coffman	Cleveland Metroparks
Rachel Talton	Synergy
Gina Ford	Agency Landscape + Planning
Jim Dubea	Transystems
Al Biehl	Transystems
Kat Suing	OHM Advisors
Chelsea Beytas	Northeast Ohio Areawide Coordinating Agency (NOACA)
Nickol Calhoun	City of Cleveland Planning Commission

Notes:

1. Introduction, by Director Collier:
 - a. Welcomes and thanks the stakeholders for their continued participation in the planning process.
 - b. Highlights some of the community events which took place previously.
2. Introduction and Welcome to The Foundry by CEO Peter Anagnostos
3. Presentation (**Attached**) by Aaron Domini with Juleian Curtis and Gina Ford assisting in specific segments.
4. Stakeholder Break Out Groups:
 - a. Stakeholders were divided into three breakout groups, Land Use & Mobility, Public Space & Environment, and Community & Marketing, to go more in depth with the plan framework.

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CLEVELAND OHIO 44103

T 216.865.1335

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5. Regroup and Report Out led by Dr. Rachel Talton:
 - a. The stakeholders reconvened and nominated a speaker for each of the groups to give their top 3-4 takeaways.
 - b. Land Use & Mobility (Group #1):
 - i. Parking is still a critical need to the continued development of the area, but this also speaks to the need to increase active transportation options to offset the parking need.
 - ii. Need common ownership/leadership; The creation of new entity that is built around creative financing and creates a benefit for all involved.
 - iii. Capital Improvements Plan for the River Valley.
 - iv. Safety and Fun.
 - c. Public Space & Environment (Group #2):
 - i. Growing the River – blur boundaries of the bank, connect outward and along.
 - ii. Celebrate what we have – bridges, infrastructure, etc.
 - iii. Create cohesion – physical, symbolic, and governance.
 - iv. Education – more than signage – “A River Community” (generational change and youth)
 - d. Community & Marketing (Group #3):
 - i. Inclusive Community – regardless of race and abilities.
 - ii. Purpose – an inclusive and equitable project for the City of Cleveland.
 - iii. Accountability and Follow-thru.
 - iv. Make it Real.
6. Stakeholders were dismissed, while members of the Steering Committee took a lunch break.
 - a. Stakeholders were invited to the OHM Advisors office the following day, if they wanted to speak more with the One Team.
 - b. Stakeholders were also informed of the project’s participation at the City of Cleveland Sustainability Summit on October 16.
7. Steering Committee Meeting
 - a. Aaron Domini kicked off the afternoon portion of the day, asking the group to give their thoughts on how the morning went with the stakeholders.
 - i. The group was pleased with the attendance and participation of the stakeholders within each of the groups.
 - b. Conversation was had amongst all members of the group centering around community/stakeholder outreach, equity and inclusion. Summarized takeaways from the conversation:
 - i. Train the Trainer Workshop
 1. Invite representatives from the Community Development Corporations (CDCs), Councilpersons, Cleveland Planning Department Staff, Metroparks Staff and other selected key stakeholders to a training session to aide in the facilitation of additional community outreach within each group service areas.
 2. Workshop should be conducted by mid-November 2019.
 3. A template to summarize feedback from these engagement efforts will be developed to assist in the integration of the feedback for the plan.
 - ii. Connecting with the Industrial Businesses
 1. Design and facilitate a conversation with industrial business owners who have yet to participate to better understand their goals and objectives.
 2. Flats Forward and Lake Carriers were two organizations to reach out to in assistance of these facilitated conversations.
 3. The Port of Cleveland and the US Coast Guard can also assist in identifying opportunities where the industrial landowners gathering together to meet.
 4. Jim Dubea and Dr. Rachel Talton will collaborate on an approach to facilitate these conversations with the maritime stakeholders.



Design Workshop

Meeting Date: October 9, 2019

Notes Date: October 15, 2019

Location: OHM Advisors Office, 6001 Euclid Avenue, #130

Desired outcomes/objectives: Review and discuss the feedback from the Visioning Charette. Edit and expand upon the plan framework. Outline and agree to next steps.

Meeting facilitator: OHM Advisors

Attendees:

In-Person:

Anthony Santora	City of Cleveland Planning Commission
Matt Hils	OHM Advisors
Arthur Schmidt	OHM Advisors
Nichole Calhoun	City of Cleveland Planning Commission
Sara Maier	Cleveland Metroparks
Alex Pesta	City Architecture
Juleian Curtis	City Architecture
Andrew Stahlke	Northeast Ohio Areawide Coordinating Agency (NOACA)
Freddy Collier	City of Cleveland Planning Commission
Cathy Fromet	Guide Studio
Rachel Talton	Synergy
Gina Ford	Agency Landscape + Planning
Jim Dubea	Transystems
Al Biehl	Transystems

Video:

Aaron Domini	OHM Advisors
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Notes:

1. Introduction, by Matt Hils, welcoming everyone to the office and the workshop.
2. Presentation by Cathy Fromet in relation to the overall outreach.
 - a. The questions raised during the presentation were:
 - i. what does the outreach look-like and how do people know and understand that this is valuable to them.
 - ii. Attempting to answer The WHY.
 - iii. What is our Purpose Lens – why we do it and how we deliver it
 - iv. How do we measure the recommendations against this purpose
 - b. The conversation shifted to the topic of diversity, equity and inclusion. (the desire to make this the most diverse, equitable and inclusive project in Cleveland)
 - i. Defining Diversity:
 1. Uses: residential, commercial, industrial, transportation (bike, freight, boat, pedestrian, automotive, transit, etc.)
 2. User Groups: Non-profit, City/Government, etc.
 3. People
 4. Race
 5. Gender
 6. Religion
 7. Education



8. Social economical
 9. Ethnicity
 10. Ability (physical/mental)
 11. Beliefs
 - ii. Defining Equity:
 1. Based on circumstances and needs, not necessarily treating everyone the same.
 - iii. Defining Inclusion:
 1. Appreciation of every individual exactly where they are.
 2. Acceptance/appreciation of the individuality
 - c. The conversation then shifted to the plan framework.
 - i. The working port and river need to be protected as it is the economic engine of the city and region.
 - ii. The people's needs must fit within the industrial needs.
 - iii. We need to acknowledge what is wrong first and build to how it will be addressed.
 - iv. This needs to be a living document that drives action forward; A tool that helps to shape policies, investments, and resources.
 - v. The public will demand reality of this project.
 - vi. Selecting places to invest or drive development towards, needs to be decided through and based on an equity lens.
 - vii. There will be individuals that are not going to want to be a part of this equity conversation. How much of this to we temper or is it completely explicit and run the risk of losing people.
3. Plan Components
- a. The group discussed which elements within each of the plan components could be areas of focus moving forward.
 - b. Land Use – Opportunity Areas
 - i. Tower City/Collision Bend
 - ii. Lake View Terrace Reinvestment
 - iii. West Bank Gaps (zoning for future investment)
 - iv. Settler's Landing
 - v. Old River Road Corridor
 - c. Mobility
 - i. Critical truck routes
 - ii. Pedestrian realm
 - iii. Trail system (the last mile)
 - iv. Transit stations
 - v. All elements at the same time in harmony
 - vi. Proper spacing for river access points
 - d. Public Space
 - i. Public space as a system
 - ii. A green space for inclusion
 - iii. Water trail designation (access points)
 - iv. Settlers landing
 - e. Community
 - i. Programming with community in mind
 - ii. Establishing responsibilities
 - f. Environment and Nature
 - i. Sustainability and ecology as a way of offsetting costs.
 - ii. New approach to bulkhead
 - g. Brand and Marketing
 - i. Demonstrate value of public space

Appendix

VFTV SCM #3 Minutes
10-15-19
Minutes Page 5 of 5
(Attachment pages not counted)



4. Action Items/Next Steps
 - a. **Train the Trainor meeting**
 - b. **Industrial group outreach**
 - c. **Edits to the plan framework**

Minutes Attachments:

1. Sign in sheets
2. SCM Presentation
3. Break out group comment boards
4. Preliminary plan framework document

Please review these minutes, and provide comments within (7) calendar days, after which the minutes will be considered complete.



SIGN IN

Stakeholder Meeting

October 8, 2019

NAME:

EMAIL:

1. Tom Rowburn
TomRowburn@caships.com
2. Rachid Zoghbi
rzoghbi@Clevelandcypc.com
3. Elaine Price
on file County Plan,
4. Jim Sheehan
on file Ohio City Bicycle Co-op
5. Ashley Shaw
ashaw@ohiocity.org
6. Cavi Morales
cmorales@clevelandn.org
7. Jeffrey Marsmann
Jmarsmann@city.cleveland.oh.us
- 8.
- 9.
- 10.
- 11.
- 12.



SIGN IN

Stakeholder Meeting

October 8, 2019

	NAME:	EMAIL:
25.	Stephan Lore	store@cleverfor.org
26.	Tim Breda	tsidge@cavalcountyparktrails.com
27.	Chelsea Beytes	cbeytes@mpo.noaa.org
28.	Melinda McQuitt	melindamcquitt@gmail.com
29.	Kelly Loftman	kloft@clevelandmetroparks.com
30.	THOMAS STARINSKY	tstarinsky@wmehorse-district.org
31.	Rosemary Mudry	rosemarym@oldbrooklyn.com
32.	Drew Ferguson	dferguson@PHASTAR.ORG
33.	Robert Zadkovich	rjz@thegreatlakesgroup.com
34.	Joel Winbiscus	jwinbiscus@land-studio.org
35.	Udo Steinhilber	Udo.Steinhilber@PortofCleveland.com
36.		

SIGN IN

Stakeholder Meeting

October 8, 2019



NAME:

EMAIL:

37. Julie Goodman

goodmanj@cuyahogriver.org

38. Gina Fad

gina@agencyfp.com

39. Richard Fetter

~~Richard.Fetter@VCImentos.com~~

40. Michael Reder

Mrider@city.cleveland.oh.us

41. Sara Mauer

Sbm@landandmetroparks.com

42. Aaron Pechoto

apechota@nrgy.com

43. Jim Donavan

Adonova@Clevelandpark.com

44. MICHAEL MEARS

MMEAR@CUYAHOGACOUNTY.US

45. John Gonzalez (on behalf of Jacqueline Mohammed)

gonzalezj@ncorrd.org

46. Maribeth Feka

mfeke@greta.org

47. Summer Paris

summer.paris@arcobioital.com

48. Libby Boccarisse

Libby-Boccarisse@carjill.com



SIGN IN

Stakeholder Meeting

October 8, 2019

NAME:

EMAIL:

- 49. Amy Snell asmell@gerta.org
- 50. SCOTT AYLESWORTH SCOTT.AYLESWORTH@HOTMAIL.COM
- 51. MATT HILS MATT.HILS@OHM-ADVISORS.COM
- 52. Cathy Fromet cathy@guidestudio.com
- 53. JIM DUBEA JADUBEA@TRANSYSTEMS.COM
- 54. Bill Fitzgerald William.J.Fitzgerald@uscg.mil
- 55. John Zamparo JZAMPARO@PARTNERS.EDU.COM
- 56. Andrew Stahlke astahlke@mpo.noaa.org
- 57. Alex Pestk Alex@cityaoh.com
- 58. Fred Collier fcollier@city.cleveland.oh.us
- 59. Nigel Calhoun ncalhoun@city.cleveland.oh.us
- 60. JUVENAL CUPANS julian@cityaoh.com

SIGN IN

October 9, 2019



NAME:

EMAIL:

1. FREDT Collier DA. fredcollier@cityofcleveland.org
2. Andrew Stahlke astahlke@n.p.o.nwca.org
3. Alex Foster alex@cityofcleveland.org
4. Julian Curtis julian@cityofcleveland.org
5. Al Biehl albiehl@transystems.com
6. JIM DUBEK JADUBEK@TRANSYSTEMS.COM
7. Anthony Santora asantora@cityofcleveland.org
8. Rachel Tanton rtanton@synergyloyalty.com
9. MATT HILS MATT.HILS@DITM-ADVISORS.COM
10. Cathy Fromet cathy@quidestudio.com
11. Sara Maier smaier@clevelandmetroparts.com
12. Nicole Calhoun Ncalhoun@cityofcleveland.org



SIGN IN

October 9, 2019

NAME:

EMAIL:

13. Gina Ford
14. ARTHUR SCHMIDT

gina@agencylp.com
arthur.schmidt@chm-advisors.com

15.

16.

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meeting minutes

Steering Committee Meeting #4 (SCM4) and Project Open House

Meeting Date: February 26, 2020

Notes Date: March 11, 2020

Location: SCM4: The Foundry, 1831 Columbus Rd. Open House: Forest City Brewery, 2135 Columbus Rd

Desired outcomes/objectives: Review past progress (Analysis, Engagement Feedback, Plan Framework,) present the purpose lens, and reveal preliminary district plans and priority projects. Outline next steps.

Meeting facilitator: OHM Advisors

Attendees: See Sign-in Sheet for SCM4 (Attached.) Approximately 120 people attended the project open house.

Steering Committee Meeting #4 Notes:

1. Welcome from Foundry President, Peter Anagnostos
2. Welcome and introduction from Director Collier, Cleveland City Planning Commission
3. Meeting introduction from Aaron Domini, OHM Advisors
4. Presentation (Attached)
 - a. Project overview & summary of engagement, by Aaron
 - b. Positioning statement, by Arthur Schmidt, OHM Advisors
 - i. Impromptu user group self-assignment by attendees, by raising hands
 1. Business/Industry: 10+/-
 2. Developer/Residential: 4+/-
 3. City: 8+/-
 4. Infrastructure: 4+/-
 - ii. Mentimeter survey, to gather additional input for development of the Purpose Lens
 - c. Plan Framework, by Aaron. (Copies of the updated plan framework were made available, and are attached.)
 - d. District Plans & Priority Projects by Rhiannon Sinclair, Agency Landscape + Planning
 - i. The project area is very large, and experienced by many, in different ways
 - ii. Old River Channel: Preserving key places for everyone.
 1. Ontario Stone (OS) comments on concept plan: Stockpiles are limestone not salt, the entire area is used 24/7, homeland security is a factor, and OS is managing air quality per EPA standards.
 - iii. Peninsulas: Connectivity, development, giving ownership back to the public.
 - iv. Industrial and Steelyard districts: Preserve active industrial uses, restore river edges where previous industrial uses are no longer river-dependent, and provide public access.
 1. Director Collier:
 - a. Need map showing parcel ownership and land use types in final deliverable.
 - b. Ensure proposed green spaces are publicly-accessible for community connectivity
 2. Industrial stakeholder comments:
 - a. Improve industrial properties
 - b. Dredging activities need to be recognized



- v. Canalway Partners comment: Connect riverfront to lakefront by transitioning one of GCRTA's waterfront lines to all purpose trail
- 5. Small Group Session:
 - a. Attendees self-selected participation in three breakout groups focused on the priority projects: Old River Channel, Collision Bend, and the Zaclon Turnaround & Big Creek Junction.
 - b. Groups reconvened to report out on discussion. Comments on the plans and a summary of the comments are both attached to these minutes.

Project Open House Notes:

- 1. A public open house was held at the Forest City Brewery, 5:00 – 8:00.
- 2. OHM presented the project (same presentation as at SCM4.)
- 3. OneTeam members stood at project display board stations, to facilitate discussion with meeting participants and assist in noting comments on the boards.
- 4. Comments on the boards and a summary of the comments are both attached to these minutes.

Minutes Attachments:

- 1. SCM4 agenda
- 2. SCM4 sign in sheets
- 3. Open House flyer
- 4. SCM4 and Open House presentation (separate attachment)
- 5. SCM4 and Open House display boards (separate attachment)
- 6. SCM4 break out group comments (separate attachment)
- 7. Open House participant comments on display boards (separate attachment)
- 8. Summary of SCM4 and Open House comments
- 9. Updated plan framework document

Please review these minutes, and provide comments within (7) calendar days, after which the minutes will be considered complete.

AGENDA

VISION FOR THE VALLEY



STEERING COMMITTEE & STAKEHOLDERS MEETING #4 FEBRUARY 26, 2020

MEETING OBJECTIVE:

Engage participants for feedback on the updated Plan Framework, priority project plans, and priority strategies. Begin developing preliminary plan recommendations.

ARRIVAL & SIGN-IN (8:30 - 9:00 AM)

PRESENTATION (9:00 - 9:30 AM)

- Summary of engagement
 - Public
 - Maritime / Industry / Business
- Brand Platform Draft
 - Positioning
 - Audience Persona Definitions
 - Distinct Advantages
 - End Benefits
 - DRAFT Positioning Statement
 - Purpose
 - Belief/Why Statement
 - How/Action Statements
- Plan component summary (key findings)
- Draft reveal of priority projects

SMALL GROUP WORK (9:30 -10:30 AM)

In small groups, break out into table work to discuss priority project plans, updated framework, and priority strategy boards.

REPORT OUT (10:30 - 11:00 AM)

BREAK (11:00 - 11:10 AM)

STEERING COMMITTEE DISCUSSION (11:10 - 11:40 AM)

WRAP UP, QUESTIONS, COMMENTS



SIGN IN

Stakeholder Committee Meeting

February 26, 2020

NAME:

EMAIL:

GROUP:

1. MATT HILF, ARTHUR SCHMIDT, RHIANNON SINGLAHA DM+AGENCY
2. KACI BRUNDES Cleveland Landmarks
3. Mike Lawell mwLawell@aol.com ArcelorMittal
4. BRIAN Lebowitz Brian.Lebowitz@vcimentos.com ST MARKS CENTER
5. Steve Holland steve.holland@dnr.ohio.gov ODNR
6. Colley Wersmann cwersmann@city.cleveland.oh.us CPC
7. Jenn Grieser jmg2@clevelandnetreparks.com CMP
8. TIM HAVILAND jhaviland@flatforward.org FLATS FORWARD
9. FRED SZABO FSABO@CITY.CLEVELAND.OH.US SAFETY DEPT.
10. Matt Schmidt schmidt@cmha.net CMHA
11. Mike Samsel msamsel@samselSupply.com Samsel Supply
12. Kevin Kayle kevin.kayle@dnr.state.oh.us ODNR-wildlife

SIGN IN

Stakeholder Committee Meeting February 26, 2020



NAME:	EMAIL:	GROUP:
13. Freddy Collins	freddyc@city.cleveland.oh.us	
14. Molly Farris	mollyf@clevelandcitycouncil.org	C
15. Jacob Vonsicke	jacob@biketoleveland.org	
16. David Jiras	davej@omnisonline.com	Omnisonline
17. MARY CIEREBIEJ	mcierbiej@teamneo.org	C
18. Daniel D'Agnese	dan@brorem.com	C
19. THOMAS STARINSKY	tstarinsky@wauhatchydistrict.org	A
20. Tim Rich	rich@canalproperties.com thor@thesilverline.com	AB
21. Aaron Pechota	apechota@nrggroup.com	B
22. Fred Roberts	fred-roberts@clevelandwater.com	All
23. WAYNE MORAN	WMORAN@CLEVELANDSNP.ORG	CNP/ALL
24. Robert Zaskovich	rjz@thegreatlakesgroup.com	A/FishForward



SIGN IN

Stakeholder Committee Meeting February 26, 2020

NAME:	EMAIL:	GROUP:
25. CHRISTOPHER AUMANN	caumann@slavicville.org	B C
26. ZEW FERGUSON	dferguson@phistar.org	A/B
27. ERIC MACK	emack@cuyahoga-county.us	A/B
28. MIRA CARDENAS	Mira@canalwaypartners.com	A/B
29. PAUL ESTEL	paul@nauticaflats.com	
30. ANDREW STAHLKE	astahlke@mpa.noraa.org	C/D
31. SARA MAIER	sbm@ohioandmetroparks.com	A/B
32. TERRY SCHWARTZ	tschwartz@kent.edu	B
33. JENNY RODRIGUEZ	JRODRIGUEZ@BRADES.US	B
34. JOE GOODMAN	goodmenj@cuyahogafiver.org	B
35. ANDRÉ CATO	boekingANDREcato@gmail.com	B
36. LENNIE STORER	reblin@greenway@ohio.gov	B

SIGN IN

Stakeholder Committee Meeting

February 26, 2020



NAME:

EMAIL:

GROUP:

- | NAME | EMAIL | GROUP |
|-------------------------|-------------------------------------|-------|
| 37. Andrea Irland | Andrea-Irland@np.s.gov | B? |
| 38. Dava Payne | dpayne@cia.edu | B |
| 39. Erika Amielowski | erikac@slaviavillage.org | C |
| 40. Nichol Calhoun | ncalhoun@city.cleveland.oh.us | A |
| 41. Noam Phorak | noam@ globalnet | B |
| 42. Nailah Ingram | n Ingram@bbdevelopment.org | C |
| 43. Kirk Luns | clevelandrowing@gmail.com | A |
| 44. Max Herzog | mherzog@clewa.org | A |
| 45. Linda Steinherr | Linda.Steinherr@PortofCleveland.com | |
| 46. Elaine Price | eprice@cuyahoga-county-us | B |
| 47. Jacqueline Muhammed | Muhammadi@neorsd.org | B |
| 48. Annal Belsito | hbelsito@destinationcle.org | A |



SIGN IN

Stakeholder Committee Meeting

February 26, 2020

	NAME:	EMAIL:	GROUP:
49.	Kelly Coffman	kbc@clevelandsuburbs.org	D
50.	Jim Sheehan	Jim@OhioCityLycrs.org	B/C
51.	Marka Fields	mfields@city.cleveland.oh.us	A
52.	Joel Wimbiscus	jwimbiscus@land-studio.org	B
53.	Stephen Lee	slee@electro.org	
54.	Ashley Snow	ashaw@oniosociety.org	A
55.	Tom Jablonsky	tyjablonsky@downtowncleveland.com	A/B
56.	KARLEEN LASSEN	KLASSEN@TRK OF C.ORG	
57.	Susan Infell	sinfell@cuyahogacounty.us	
58.			
59.			
60.			



meeting minutes

Steering Committee Meeting #5 (SCM5)

Meeting Date: March 23, 2020

Notes Date: March 31, 2020

Location: Virtual Zoom Meeting

Desired outcomes/objectives: Review outcomes and feedback from the project open house, present the draft plan and discuss next steps related to engagement with the project.

Meeting facilitators: OHM Advisors

Attendees:

- MH Matt Hils (Host)
- AD Aaron Domini
- AS Andrew Stahlke
- B Brie
- 📞 12162170202
- 📞 14406791235
- AL Agency Landscape + Planning
- G gina
- 📍 Guide Studio
- J Jim
- JC Juleian Curtis
- L Leah
- L Isterneheimer
- MF Marka Fields
- M Matthew
- NC Nickol Calhoun
- R RachelT
- S sbm
- TY Tom Y
- XY Xi Yang
- K Kelly



Notes:

1. Presentation (Attached)
 - a. Project overview & summary of engagement, by Aaron
 - b. Positioning statement, by Arthur Schmidt, OHM Advisors
 - i. Impromptu user group self-assignment by attendees, by raising hands
 1. Business/Industry: 10+/-
2. **Project Overview** *Matt Hils*
 - a. We are in between phase 3 and 4. Recommendations continue to be revised.
3. **Project Open House Summary** *Aaron Domini*
 - a. Positive feedback received; 135 total attendees; 2/26/2020.
 - b. Public appreciated the change of setting (Forest City Brewery).
 - c. Attendee input came up with several key findings for each district area.
4. **Plan & Report Approach** *Matt Hils, Arthur Schmidt, Gina Ford*
 - a. Overview of current **general report progress**, different sections.
 - i. Kelly Coffman Comment: general comment about maps... change trails to be more bold line types to make them stand out.
 - ii. Andrew Stahlke Comment: in terms of chapter flow, moving from plan components to districts is jarring; go to Valley-Wide first, then zoom into districts.
 - b. Gina Ford began to give an overview of the **maps** that Agency has made but decided to try to re-call into the web call due to internet connection issues.
 - c. Arthur Schmidt began to go over **Framework Priorities** broken down into 6 priority strategies per category, starting with **Land Use**.
 - i. Andrew Stahlke Comment: explain why these areas are priorities in case public wants to know why we consider these statements priority (is it because they connect, etc.).
 1. Arthur Schmidt Response: we will have a section explaining the priority selection criteria.
 - ii. Andrew Stahlke Comment: clarify mixed-Income priority under Land Use.
 1. Arthur Schmidt Response: in the context of the report, it is clearer.
 - d. Arthur Schmidt went over **Mobility & Connectivity** Priority Strategies.
 - i. Andrew Stahlke Comment: there should be a priority statement that references access to the lakefront & riverfront.
 1. Aaron Domini Response: this topic is covered in multiple other statements, however it wasn't chosen as a priority, although this is a good time to assess which should be priorities.
 2. Nickol Calhoun Response: we need to clarify which areas are "no-go zones" for trucks.
 3. Arthur Schmidt Response: all statements are important, but we need to be strategic about which ones are priorities and which are normal.
 - ii. Sarah Maier Comment: Mobility & Connectivity priority strategy 1.1.1.8 (maritime communication) is vague and needs to be clarified further.
 - iii. Jim Haviland Comment: are we tying the recommendation for maritime communication to the existing initiatives & recommendations for establishing maritime communication Methods?
 1. Arthur Schmidt Response: Yes, part of the challenge we are assessing is how to get those Methods out to the public for those less aware.
 - e. Arthur Schmidt went over **Public Space** Priority Strategies.
 - i. Fred Collier Comment: prioritize the use of greenspace as public space buffer between different land uses.



- ii. Fred Collier Comment: require certain open space or setbacks in specified zones areas we've identified to give us latitude and creativity in making sure certain investments don't come up to the water edge & preserve that space for public realm.
 - 1. Aaron Domini's Note for OHM: check to see if past city ordinance regarding setbacks is in place in Valley or not. If it is, make sure this is mentioned in education/enforcement sections of report.
- iii. Kelly Coffman Comment: referring to 1.1.1.12, expand the language to not just talk about the compliments of Big Creek but also Harvard Avenue and loosen up the language due to constraints.
 - 1. Arthur Schmidt Response: that statement is specifically highlighting those areas of opportunity, not to say that those are the only opportunity areas.
- f. Arthur Schmidt went over **Community & Inclusion** Priority Strategies.
 - i. Fred Collier Comment: market to populations and leverage programming to diverse population; make sure this is very intentional and in our vision; don't let it be a vague cliché; equity must be a forefront, actionable and
 - 1. Cathy Fromet Response: agree, it must be clear and we must begin positioning this with more education and engagement to increase the understanding and awareness level of the public for what is happening in the river valley (there are major gaps currently); there must be a branded communication campaign, but it won't reach everybody without strategic programming for outreach to ensure everyone is reached.
 - 2. Rachel Talton Response: agree, and happy to work with you to ensure that it's throughout the process, however this piece can perhaps be broad.
 - ii. Nickol Calhoun Comment: we must define equity and be intentional with its use; Cleveland has a firm history in racism and we must call that out, and understand that in this report and in this plan, all races are invited; specifically, letting people know there is a path to the waterfront & that we have strategically created paths specifically for them; we need to tell the community WHY we are doing these intentional things; this is why we don't have people living in Collinwood coming in. We must lean into this.
 - 1. Cathy Fromet Response: agree, this must be in our Vision, as well as in our branding & marketing strategy. If everyone agrees that it must be more direct, and less implied, we can do that.
 - 2. Gina Ford Response: we need to ensure there is a "lens" of equity among everything we do; we need to make this apparent and blatant in report.
- g. Arthur Schmidt went over **Environment & Nature** Priority Strategies.
 - i. Fred Collier Comment: locating tributaries and analyzing their potential for daylighting the streams as a way of connecting neighborhoods in an environmentally friendly approach was a great recommendation & it needs to be at the top. Make this a priority statement.
 - ii. Kelly Coffman Comment: build off existing work and reference existing recommendations and plans; don't re-invent the wheel. Reference these existing things in the report.
 - iii. Fred Collier Comment: maybe we have a section called Innovation and put in some more out-of-the-box ideas for how to infuse technology to help the advancement of some of our missions (like equity, environment, programming). We need to kick off this conversation.
 - 1. Aaron Domini Response: there is some Mention of the "Smart River", and we can include some case studies in the Area-Wide section of the report. Innovation and "smart river" ideas need explored more, and we will do that.



- Not sure if it will be in the priorities section of the framework, but it will be in the Area-Wide section.
2. Arthur Schmidt Response: we do have a couple strategies in the framework that Mention “smart river” and technology innovation.
- h. Arthur Schmidt went over the **Brand & Marketing** Priority Strategies.
 - i. Cathy Fromet Comment: it might be interesting to highlight how this section will reference back to other sections and help implement other parts of the plan.
 - i. Gina Ford went over the district oblique maps & current status of **Old River Channel**.
 - i. Many chat comments from everyone saying that they really like these graphics.
 - ii. Arthur Schmidt Comment: we are very focused on the interaction of trucking routes & ensuring trucks are sticking to the routes.
 - j. Gina Ford went over the district oblique maps & current state of **Collision Bend**.
 - i. Jim Haviland Comment: may be helpful to call out land ownership & there is some truck rerouting that might benefit this plan with a particular landowner who is actively examining the possibility. Should I connect you with them? On the topic of large-scale development, there are 3 property owners who own the majority of this land, and if they were brought together, there could be a great conversation about moving forward with this.
 1. Arthur Schmidt Response: this would be great; we don’t want anyone to think that this plan is about moving anyone out; this could be a great case study to show a balance & harmony between different land uses.
 2. Gina Ford Response: Circulation can be strategic & benefit everyone if everyone is brought to the table. This can be good for a wide variety of users.
 - ii. Fred Collier Comment: With response to graphic representation, is there any way to reference back to recommendations? Example: the step down at collision bend where people can move down to the river...being able to show an example of something like that being done, or a cross-section of what it would look like, would be great. The graphic is nice but its very high level. Example photos would help demonstrate specific components of this so a lay person can understand it, and it is not so conceptual. Going back to Andrew’s comments, it is important that we get to a level of specificity (example: truck mobility) well what does a street like that actually look like? Give us specifics. What are we building? This type of direction is necessary. We don’t need engineering drawings, but we need more specific direction.
 1. Gina Ford Response: you’re hitting on a great point. We are very aware of this. We created another set of drawings that we don’t have in here that shows examples of what a great truck street looks like, etc., what does a setback look like? Etc., etc. Tying these to this graphic is important and we are working on it.
 2. Arthur Schmidt Response: We have “chunk” vignettes we’ll tie in.
 - k. Gina Ford went over the district oblique maps & current state of **Zaclon Link**.
 - i. Comment: in all oblique drawings, we need road names & existing trails to be called out more prominently.
 - l. Gina Ford went over the district oblique maps & current state of **Big Creek Junction**.
 - i. Fred Collier Comment: this area is very valuable; this area is a great opportunity to connect to surrounding communities; this greenspace will be very important; this type of investment will go a long way.
5. **Next Steps** *Aaron Domini*
- a. Engagement...Where do we go from here?
 - Option 1: we pause project
 - Option 2: we conduct a virtual Meeting to present updates to stakeholders/public



- i. Fred Collier Comment: we will have to adapt to this new reality; everyone has a smartphone; we will have to be creative, if we decide to go with virtual outreach.
 - ii. Comment: people without access have a great opportunity to gain access right now due to the situation of the quarantine & newly available resources.
 - iii. Fred Collier Comment: We can MEET people at their current level (at their current level of access) but also EMPOWER communities (lift up those communities to give them that access). What we learn today will be a precedent for all of us in future projects.
 - iv. Linda Sternheimer Comment: fluidity is important; mental bandwidth is something we need to remember too. This is a mentally stressful time. People may not want to engage due to the realities of the outbreak and world right now.
 - v. General consensus among many parties that we should go with Option 2 and be creative.
- b. Aaron Domini proposed the consultant team coming up with an engagement proposal in a week for everyone.
 - c. Aaron Domini requested 2 weeks (**April 3rd**) for the consultant team to produce a more refined report draft. Steering Committee will then have 2 weeks to read and submit feedback (**April 17th**)

Meeting Concluded at 11:35am

Minutes Attachments:

1. SCM5 agenda
2. SCM5 Zoom Chat Log
3. SCM5 presentation

Please review these minutes, and provide comments within (7) calendar days, after which the minutes will be considered complete.

AGENDA

VISION FOR THE VALLEY



STEERING COMMITTEE MEETING #5 MARCH 23, 2020 - 9:30-11:30

MEETING OBJECTIVE:

Check in on project progress. Present plan & report approach, focus area updates, and framework priorities.
Discuss Community Event #4 options.

CALL IN (9:30 - 9:35)

WELCOME AND ZOOM GROUND RULES (9:35 - 9:40)

PROJECT OVERVIEW (9:40 - 9:45)

REVIEW OUTCOMES OF PUBLIC MEETING (9:45 - 9:55)

PLAN & REPORT APPROACH (9:55 - 11:05)

- Executive Summary & Introduction
- Understanding the Context
- The Vision Framework, including:
 - Purpose, Belief, and Positioning Statements (Guide Studio)
- Valley Districts, including:
 - Focus Area Plan updates (Agency)
- Valley-wide Recommendations, including:
 - Brand and Marketing overview (Guide Studio)
- Implementation - Framework Priorities
- Appendix

DISCUSS COMMUNITY EVENT #4 OPTIONS (11:05 - 11:20)

NEXT STEPS (11:20 - 11:30)

Vision for the Valley

Steering Committee Meeting #5

Chat Log

From Isterzheimer to Everyone: 10:00 AM i am going to drop off for a 10am meeting. I will return when I can.

From Matt Hils to Everyone: 10:01 AM ok thank you

From Andrew Stahlke to Everyone: 10:03 AM gina sounds great to me

From Arthur Schmidt to Everyone: 10:03 AM Ok. It could be just a few people

From sbm to Everyone: 10:03 AM i can hear gina just fine

From Nickol Calhoun to Everyone: 10:04 AM Sounds like Matrix

From Guide Studio to Everyone: 10:04 AM yes

From sbm to Everyone: 10:13 AM I can't get myself off mute since I disappeared from the boxes on the right. Anyways, I think 1.1.1.8 is super vague. Also, agree with Andrew about confusion on headings and needing more trail and multimodal connections.

From Aaron Domini to Everyone: 10:14 AM Not every strategy is a priority. So as a group we need to be strategic as to what we identify is a priority. These are the items that need to be focused on first and at the highest level.

From fred to Everyone: 10:16 AM agreed, specificity with respect to certain priorities key!

From Aaron Domini to Everyone: 10:26 AM good comments Jim! This was actually talked about extensively with the coast guard and this priority is really reinforcing existing plans and initiatives. Freddy capturing what you said we will integrate/mention using public space and green space as a buffer in strategic areas. Art's dog Buckeye!

From Guide Studio to Everyone: 10:28 AM This ties into the Brand and Marketing Recommendations

From Aaron Domini to Everyone: 10:29 AM good comment Freddy. I don't have the matrix up but this is in the Vision statement for the section. We need to be sure there is a priority strategy on programming for all

From Arthur Schmidt to Everyone: 10:31 AM We have strategies that talk about programming, but not highlighted as priority so we will look over those strategies.

From Nickol Calhoun to Everyone: 10:33 AM Our inception must be intentionally set against the past racial divides

From fred to Everyone: 10:33 AM it must be evidenced in every section

From Arthur Schmidt to Everyone: 10:37 AM New screen share is up. You should all see the screen now. let us know if you do not.

From Aaron Domini to Everyone: 10:38 AM Nicole we heard you mention calling out or making note of connections to areas that were previously not connected to the Valley, and also making sure we make note of inclusion in the inclusion section but also making sure inclusion is not just in this section but in the whole document

From Nickol Calhoun to Everyone: 10:38 AM Yes

From Aaron Domini to Everyone: 10:41 AM great

From Nickol Calhoun to Everyone: 10:41 AM Blatant is a necessity at this time

Appendix

Vision for the Valley
SCM5 Chat Log
Page 2 of 2

From Arthur Schmidt to Everyone: 10:42 AM Agreed Nickol

From Aaron Domini to Everyone: 10:44 AM Good point Freddy. This is something that has come up but has not made it in here.

From Kelly to Everyone: 10:45 AM Can we refer to work conducted by NEORSD and Cuyahoga River Area of Concern? The daylighting needs to be based in science and existing conditions

From Aaron Domini to Everyone: 10:46 AM I think roughly mapping these will be a great step to showing where and how these connections can happen!

From Arthur Schmidt to Everyone: 10:47 AM Good point for the mapping.

From Aaron Domini to Everyone: 10:52 AM you sound great Gina

From Kelly to Everyone: 10:53 AM Yes! These look good, thanks

From Andrew Stahlke to Everyone: 10:53 AM agreed

From Arthur Schmidt to Everyone: 10:53 AM Gine: You can also reference the vignettes which were created as well...

From sbm to Everyone: 10:53 AM this is great

From Isternheimer to Everyone: 10:55 AM I am back

From Arthur Schmidt to Everyone: 10:57 AM Hi Linda!

From sbm to Everyone: 10:59 AM The existing/planned trails aren't showing and I think that is confusing. Thanks!

From Isternheimer to Everyone: 11:09 AM please make sure graphic shows how the concept works with infrastructure like bulkheads

From Kelly to Everyone: 11:13 AM Love ideas but important to show crossing @ Jeff Ave required new bridge \$

From Arthur Schmidt to Everyone: 11:14 AM We will show the bulkhead integration and yes we talk about Jefferson Bridge Kelly. We are also looking at the Kingsbury Run TLCI as part of that Zaclon priority area.

From Andrew Stahlke to Everyone: 11:16 AM reiterating sara's comment I think it would be helpful to find a way to show existing trails and bikeways (e.g. the trail going across the river along Harvard Rd.

From fred to Everyone: 11:16 AM Also, This relates to the initial target zone around the lakeview estates and nautica We must make certain that we creatively overcome infrastructure that has traditionally served as a barrier that disconnects people from the river and surrounding neighborhoods. be sure we include the recommendation to punch through the Route 2/Main avenue bridge underpass connecting lakeview to ohio city. This will help create connections from nautica, to lakeview estates, and ohio city. seeing this area as a connected grid

From Arthur Schmidt to Everyone: 11:16 AM Agreed Andrew. We will improve that throughout.

From Kelly to Everyone: 11:16 AM I like these Big Creek / Harvard ideas but important to manage public expectation due to TIMELINES here due to environmental contamination. I'd also advocate for more of a gateway to the natural valley

From Andrew Stahlke to Everyone: 11:17 AM Thanks, Arthur. Overall appreciate the updates to these images!

From Arthur Schmidt to Everyone: 11:17 AM Good comment Kelly

From sbm to Everyone: 11:17 AM CM will connect with OHM after on suggestions for the existing vs. proposed trails and complete streets since these are not reading clearly.

From Arthur Schmidt to Everyone: 11:18 AM Sounds good Sara.

From Juleian Curtis to Everyone: 11:19 AM don't want to detract from graphics or make too busy, but do roadway names make sense to incorporate in images to orient viewer?

From Arthur Schmidt to Everyone: 11:19 AM Good point Juleian

From Isterheimer to Everyone: 11:19 AM I think so Juleian.

From Arthur Schmidt to Everyone: 11:20 AM Those were both so good!!!

From sbm to Everyone: 11:22 AM I think there will be longterm concerns about large public meetings beyond a stay-at-home order being lifted. We will likely all need to adapt our processes and be more creative as Freddy is suggesting

From Kat Suing to Everyone: 11:22 AM On the topic of equitable outreach, it isn't just about access to smartphones, internet, etc... but also digital literacy.

From Nickol Calhoun to Everyone: 11:24 AM Can we do BOTH

From Arthur Schmidt to Everyone: 11:24 AM I think we can, just making sure we think through it all

From sbm to Everyone: 11:25 AM I think both in the longterm, but we're talking about the schedule for the next two months, which will preclude public meetings. I think pausing the project will not change the situation much. I like Juleian's comments about the extension of access.

From Guide Studio to Everyone: 11:26 AM I think this becomes a programmatic recommendation. This is a long term plan. That means there is a lot of future opportunities to thoughtfully connect.

From Arthur Schmidt to Everyone: 11:26 AM All really good comments

From Guide Studio to Everyone: 11:27 AM Yes! Freddie

From Nickol Calhoun to Everyone: 11:28 AM Can we use FB to host community forums?

From Guide Studio to Everyone: 11:28 AM Nickel, I was thinking the same thing

From Arthur Schmidt to Everyone: 11:28 AM Yes we can.

From Guide Studio to Everyone: 11:28 AM Nickol - sorry!

From Isterheimer to Everyone: 11:28 AM trying to raise my hand

From Arthur Schmidt to Everyone: 11:29 AM We have some options and tools to use, just want to be sure those tools reach everyone I see you Linda and Andrew. One moment.

From Andrew Stahlke to Everyone: 11:29 AM i like everything i'm hearing. we will need to always keep in mind that for public engagement (as opposed to a concert), two-way communication and interaction is key.

From Guide Studio to Everyone: 11:29 AM Thank you team. I have to head to another "meeting"

From Andrew Stahlke to Everyone: 11:30 AM also, i'll be following up with NOACA/ODOT about project engagement requirements and how we are adapting.

From Arthur Schmidt to Everyone: 11:30 AM Thank you Andrew

From sbm to Everyone: 11:31 AM I want to hear from Linda first before we wrap, please

From Kelly to Everyone: 11:31 AM Please allow time for additional steering committee comments before your pending updates. and I'd like to hear from Linda too

From Arthur Schmidt to Everyone: 11:31 AM Yes Kelly.

From Nickol Calhoun to Everyone: 11:32 AM could this be a part of looking to the better future

COMMUNITY SURVEY RESULTS

Vision for the Valley - Community Survey

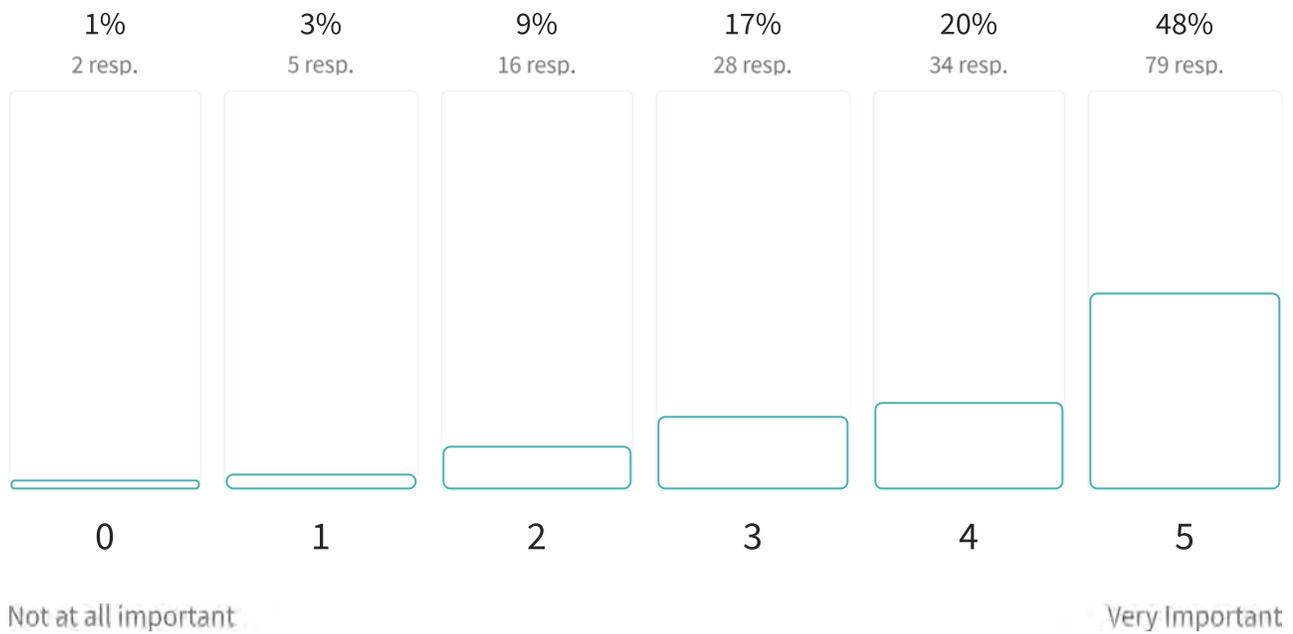
164 responses

As it relates to the riverfront, please choose the level of importance each of these statements has to you.

Better access to the Cuyahoga River for water-related recreational activities.

164 out of 164 answered

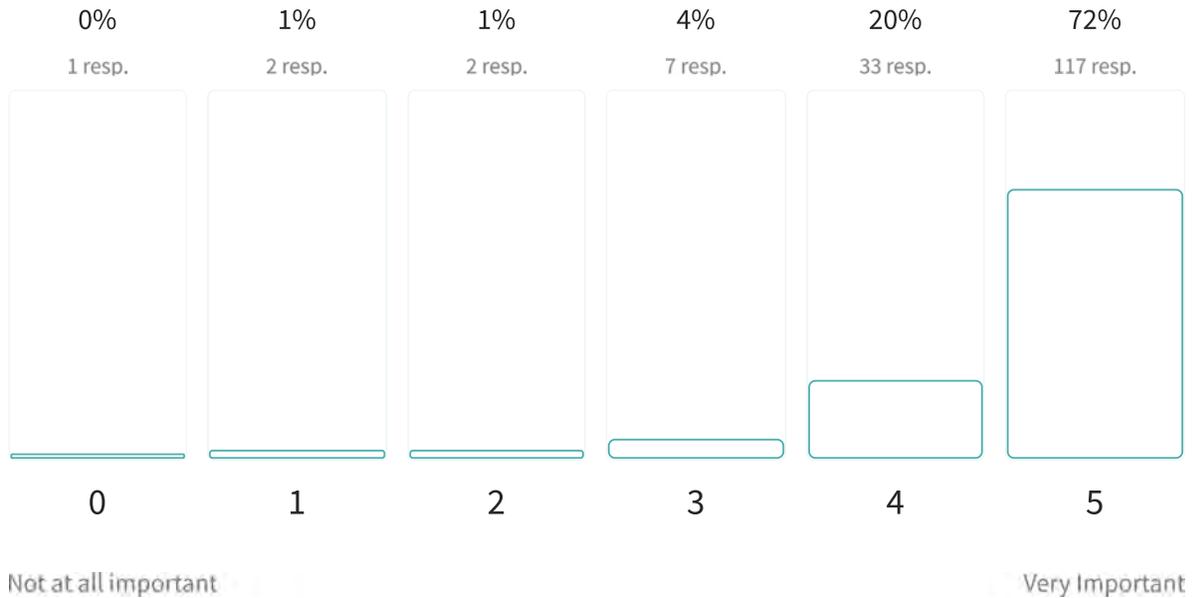
4.0 Average rating



Improved infrastructure, such as roadways, accessible pedestrian paths, and trails, that allow for multiple transportation types.

162 out of 164 answered

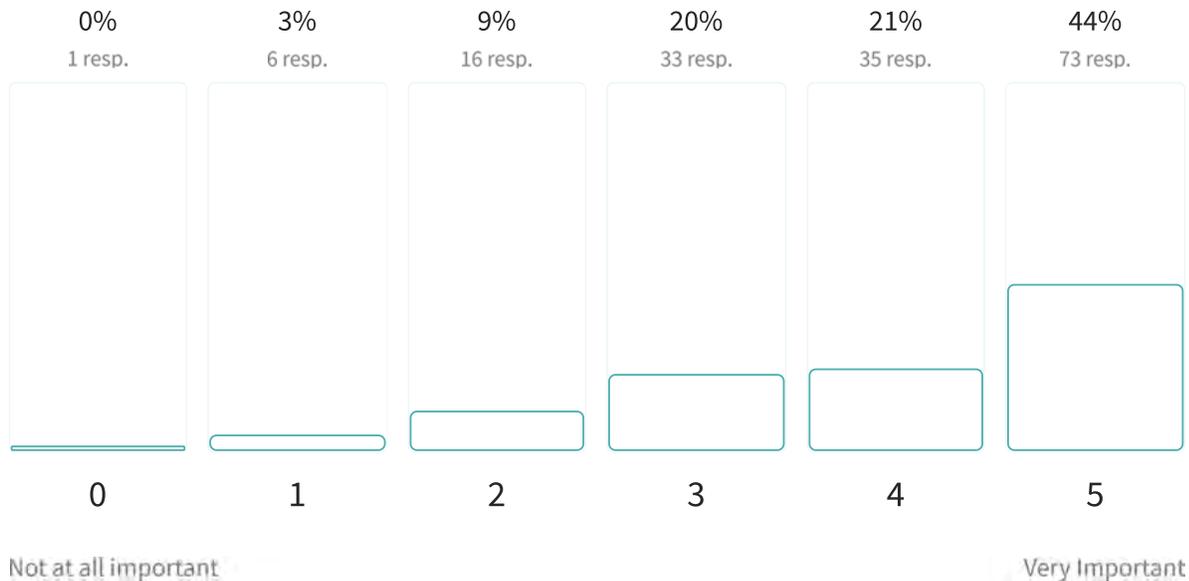
4.6 Average rating



Clearly defined wayfinding or signage that directs visitors to amenities and areas of interest.

164 out of 164 answered

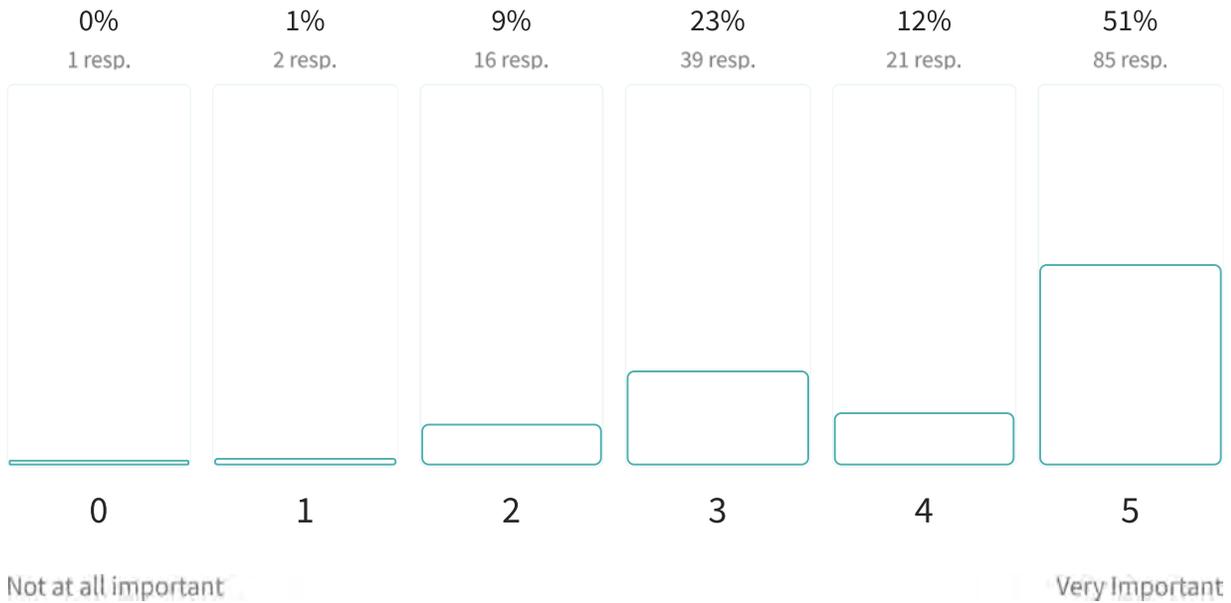
3.9 Average rating



Improved feeling of safety.

164 out of 164 answered

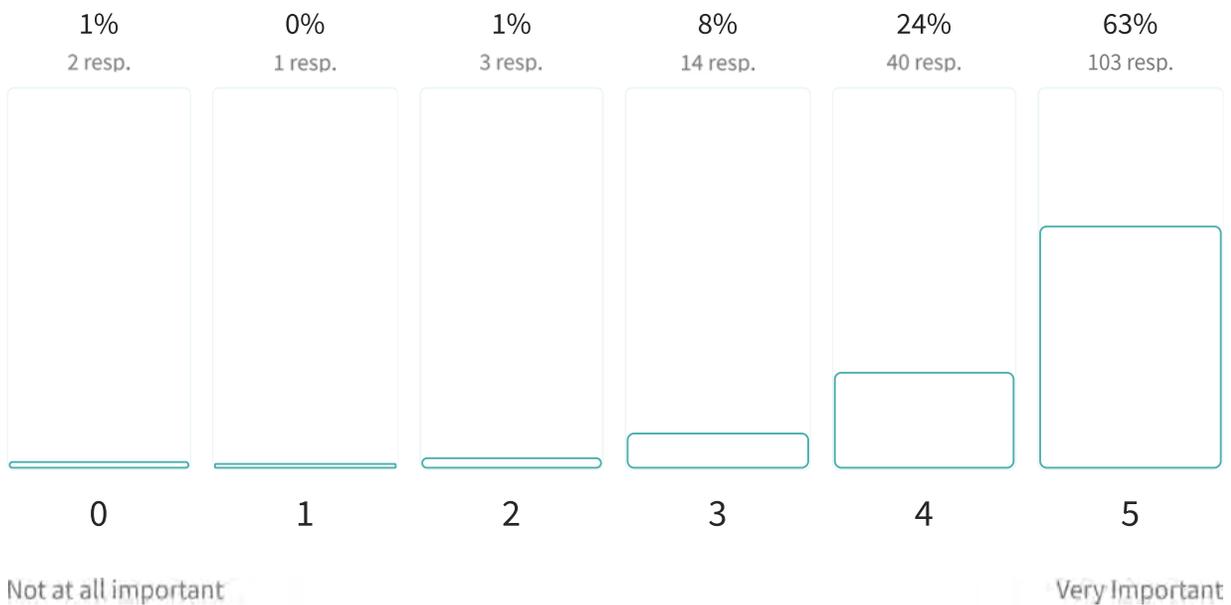
4.0 Average rating



Increase in park space and trails along the river.

163 out of 164 answered

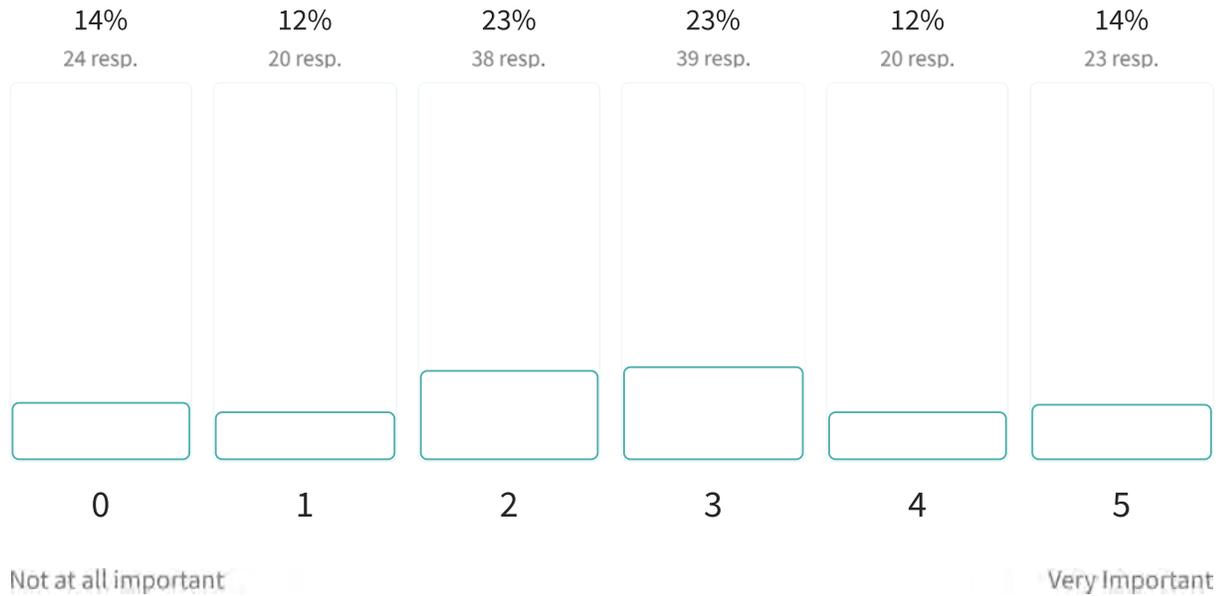
4.4 Average rating



New housing options adjacent to the river.

164 out of 164 answered

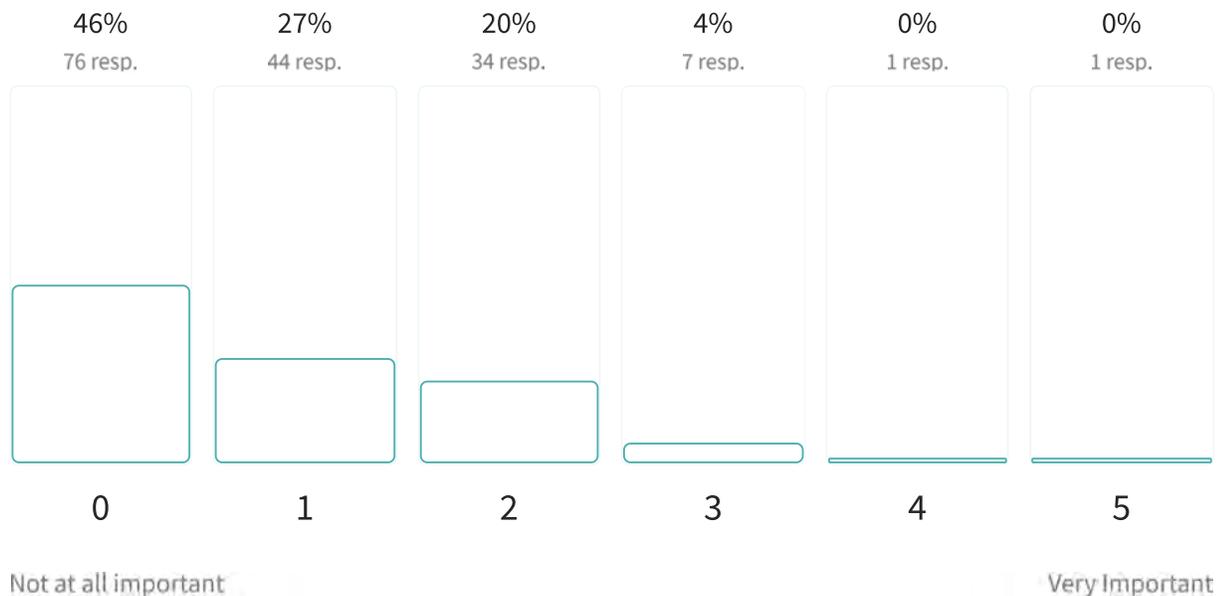
2.5 Average rating



The riverfront should be reserved for primarily industrial uses.

163 out of 164 answered

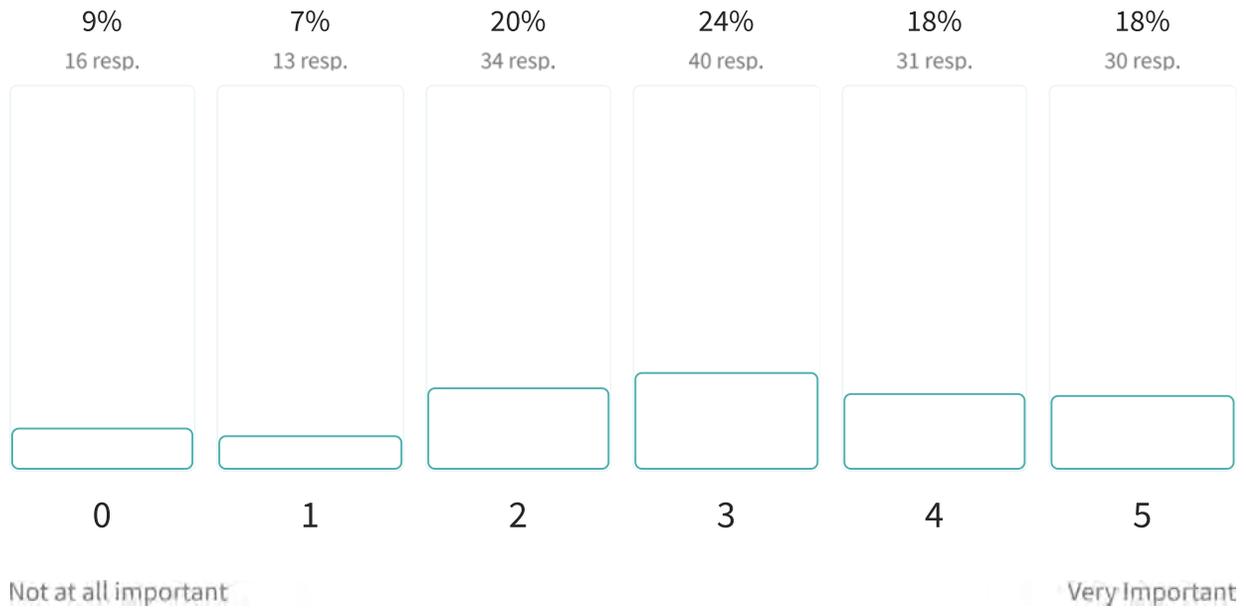
0.9 Average rating



Increase in retail/commercial activity, such as shopping, dining, and entertainment.

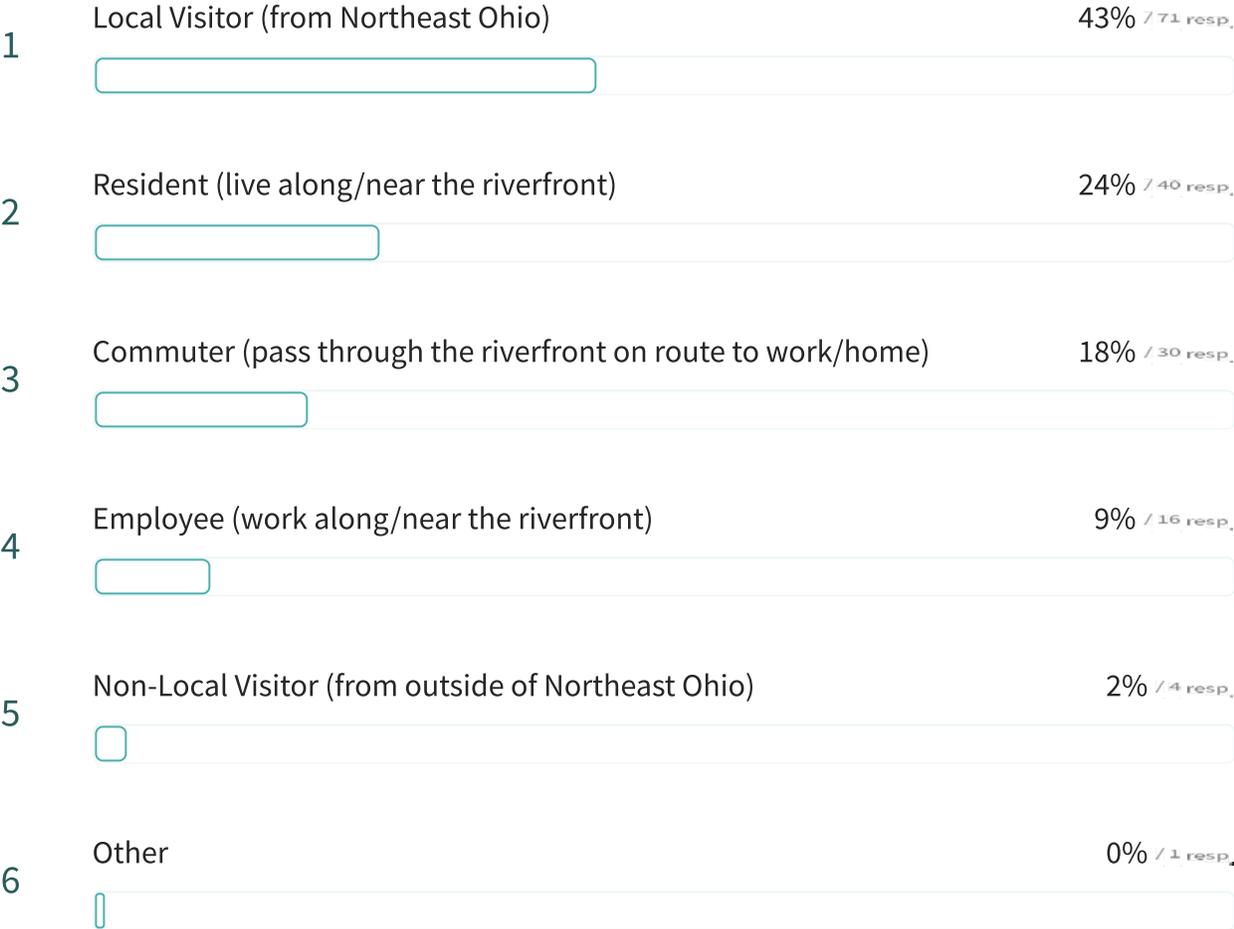
164 out of 164 answered

2.9 Average rating



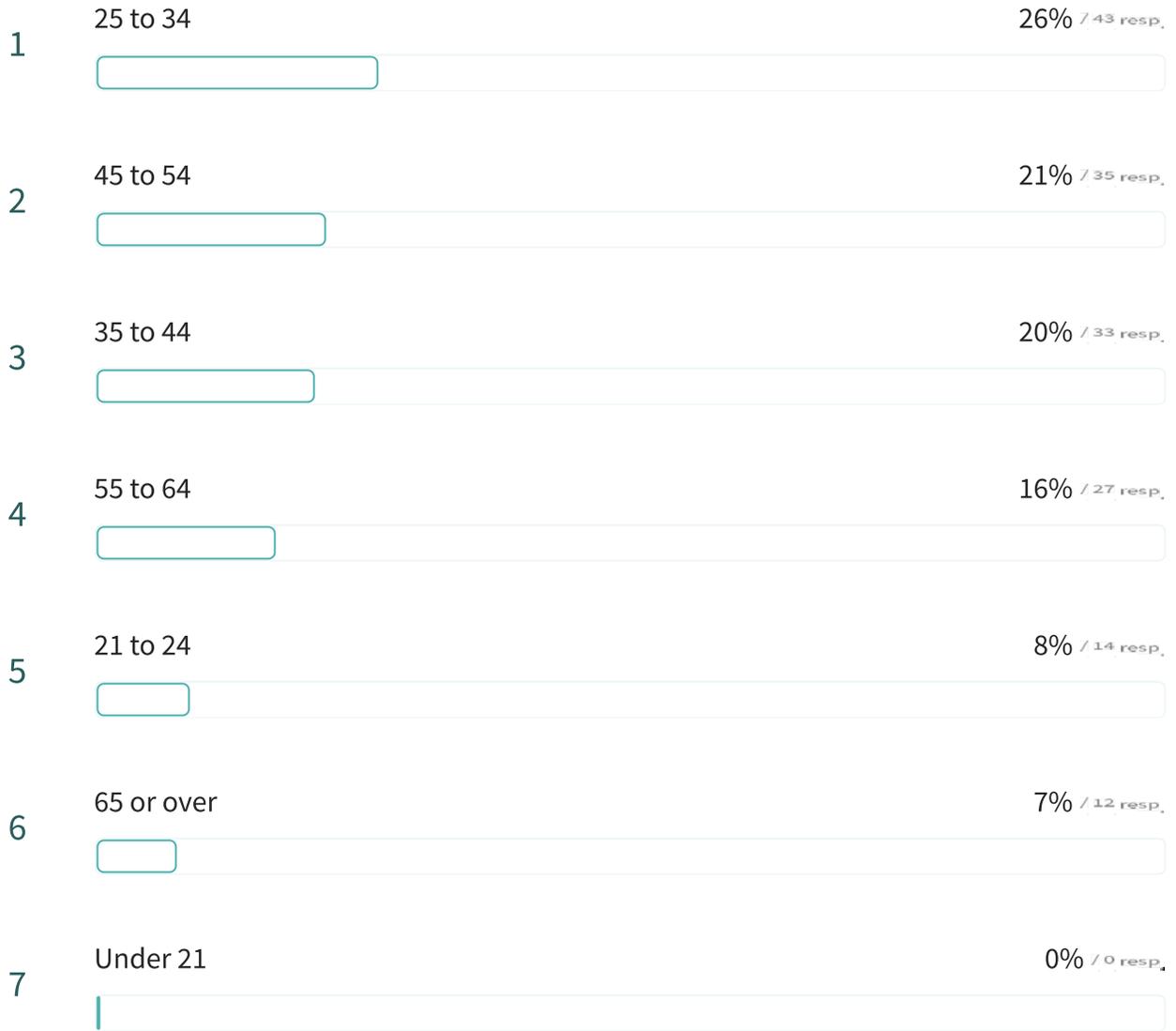
How would best identify your relationship with the riverfront? (choose one)

162 out of 164 answered



Which category best describes your age group? (choose one)

164 out of 164 answered



***Describe your Vision for the Valley!* Think BIG about what the Valley could be in the coming decade for residents, workers, and visitors.**

Continuous riverfront trail/boardwalk from Lake Erie to the I-90 bridges.

More access points and rest points for recreational users.

Form coalition of riverfront property owners to advocate for government funds for bulkhead repair. Failing bulkheads are large deterrent to development on existing sites.

Connect downtown to river near Collision Bend.

Support existing development plans like Canal Basin Park and Irishtown Bend.

Greenspace

More green space, banks protected from erosion, the public understanding the ecology of the area

A natural valley that provides access to all and that Right of Way access for all is prioritize over individual property rites.

My vision for the valley would be to connect the residents of Cleveland back to the water front. This can be done through a parks/trail system and physical development. The access should be for everyone.

A green and well connected area with vibrant retail nodes spaced conveniently along the corridor. The environmental problems in the valley have been addressed and cleaned up. Industry still functions well but it has a smaller footprint.

A swath of green that includes multi purpose trails, picnic tables/areas with kayak in/out access, benches, hydration stations, restroom facilities, outdoor showers, playgrounds, poop bag stations, well lit for evening / late night use.

move away from the post-industrial wasteland

World class recreation (biking, trail network, fishing, kayaking), multi-modal, dense mixed-income housing, increased access to public transit, both sides of river feel connected. My biggest aspiration is that this project can find ways to connect the city to Cuyahoga Valley National Park via the river and the train. It's such an asset but inaccessible to residents who don't drive. It's also a huge missed / underutilized opportunity for tourism.

clean it up and stop being stupid thinking that paddle boarders can coexist on the river with freighters. the rowers seem to have their act together with the Cleveland Rowing Foundations safety manual, but i am amazed as i look out my office window at the stupidity of the paddle boarders. why are you encouraging them to be on the river?

I would love for it to replicate what's seen in Europe. Paris is doing great things along the Seine with lots of bike/walk/run trails, pop-up cafes (complete with alcohol), public restrooms, pocket parks. Frankfurt also has a similar set-up along the river but more organic since people use it for picnics and can bring in their own alcohol and food but also have stands available for purchasing. Hamburg has great water-play areas for families.

On a closer-to-home front, Chicago is also revitalizing their riverscape and making it more accessible. I love the small playground, access points to rent kayaks/SUP and have a drink after.

a variety of opportunities to access and take advantage of the river - have Cleveland be known for its river and riverfront (not just the lake)

Remove the asphalt plant and turn this space into a desirable place to live/work/eat

I see the valley as a place for recreation, entertainment and shopping. The Cuyahoga River offers unique opportunities for parks, pedestrians and paddlers. The river provides a beautiful backdrop for shops, housing and other forms of entertainment.

A recreational and modern economic engine that enables all to experience the river. Whether it is just to walk, shop, eat, or wander.

Accesible, attractive, Informative, Safe, & Fun

A clean, inviting, social area that can help bring life back to the city.

I believe that a mixed use approach is always the most sustainable for the long term economic health of any area including the Valley. It is a relatively unknown gem that is enjoyed but few people and can be so more for Cleveland and NEO. Mixed use includes jobs including some manufacturing, housing for a range of incomes, entertainment and dining and because it's a body of water, recreation. As all of this is planned it needs to be remembered that the river is also navigable and thus the large vessels need to be accommodated. It's not such a tall order . . . is it?

Take a look at Milwaukee and what they've done with the area around their river.

Greenspace with connections (non-motorized) to shopping, neighborhoods and adjacent greenspaces.

The Valley should be a protected space everyone can enjoy. I think there should be some space for commercial activity but the entirety of this resource should not be a commodity to enjoy by only those who can afford to enjoy it. Cleveland has a population with vast socioeconomic ties and this should also play in to how the space is used. Although I previously answered that the riverfront being reserved for primarily industrial uses is very low in importance--I think it is important to recognize the long history the waterfront has with the industrial activity in Cleveland. However, it is also important to recognize the ecological damage heavy industrialization has done to this resource. We should also use this knowledge to prevent over-developing the waterfront with commercial and residential projects.

I think a balance of mix use should be the goal for this area. Although some more expensive amenities should be incorporated there should be a way to make this area more affordable as well. If there is to be retail, perhaps find a way to incorporate more affordable retail meant to sustain living, not just shopping. I think it is important to recognize the only grocery store downtown is a Heinen's and although they have a wide selection of products and it is in a more central location, it is not entirely reasonable in terms of pricing--so perhaps a more affordable grocery store, such as a Dave's or an Aldi or even a Giant Eagle would be a good idea.

In addition, attempting to maintain as much of the built environment and having creative plans for adaptive reuse is important. Cleveland should be proud of our history, including the history of the riverfront.

I also would like to see incorporated green space in this area--if possible particularly along the eastern side of the river. Currently the larger parks in the area are Edgewater--which can be difficult to get to from downtown without car or bus, and MLK Drive which is quite a distance from Downtown. This type of development is also ecologically friendly and could serve as a buffer in some ways to further protect the watery resource.

In terms of living, I think a mix of types and prices should be available if any is built. More recently I've seen a number of "Luxury" apartment developments occurring in the Downtown area, which is fine, except not everyone can afford luxury. The young professional usually could not afford this type of housing, nor could a number of people who recently lived or live in Cleveland. Gentrification has been an issue throughout multiple areas of Cleveland--lets not make the Valley one of them.

A focal point for the Greater Cleveland area along with the lakefront

I envision a river such as the one in Chicago. We need much more development along the river, as well as simple ways to access both sides (not the ferry). I would ideally love to see high rise development. Right now it is very spotty with where you can even go, and needs to feel much more connected.

The Cuyahoga valley has such a great mix of business and industry, food and entertainment, recreation and residential development, there's even a decent amount of parking, a rapid line, water taxis and bike trails. The only thing missing is some carnival rides!

The valley has the potential to be a hub of activity for Cleveland. There's a huge opportunity to promote recreational activities (both on and off of the water!) that will do a lot to give the city a feeling of liveliness that it often lacks. It would be great to embrace the iconic bridges and make them a focal point of the Vision.

Mixed-use is so important here, as well as giving residents and visitors transportation options.

Parks, recreation, nature, history, access to the water

Preserve the natural areas & protect them from development!

I'd like a comprehensive bike and walkway network that connects adjacent neighborhoods, east and west, to the riverfront. It is the force that divides our city and could be the force that connects it. Key to this are things to draw people in - greenery but also things to do, recreational activities (kayak launches and boat rentals, bike shares, cross country skiing), dining, and perhaps a metroparks or CMA satellite museum for colder months. I want a protected bike path that I could hop on from Detroit Shoreway and get all the way to the east side of the flats!
walkable infill housing and mixed use oriented to public riverside access and better connections across the river and to Whiskey Island and other neighborhoods
Other cities do a tremendous job of making the river the focal point of their city. Milwaukee is a prime example of a city basing its outdoor life around the river during the summer months, despite also having access to and location on a Great Lake.
The river valley has the ability to be the spine of the city and connect not only east and west Cleveland, but Residential, Commercial and Industrial uses.
Beautiful park land
preservation/improvement of areas for wildlife and hiking. Cleveland has lots of vacant housing and retail -- we don't need to build new buildings in an area with significant natural potential
Making it accessible to all people for recreation and enrichment. And by protecting natural areas for trees, plants and animal life. Use more clean energy for industry and commerce. Provide for recycling on the streets & in parks. Limit or remove single-use plastic items from stores & concession stands. Use solar panel for streets, trails and pathways lighting. Provide signage, lighting and emergency call boxes for the safety of all.
I'd like to see it more accessible to ACTUAL residents of Cleveland. Providing reasonably priced apartments, extension of public transportation, and a landmark destination that rivals Chicago's Navy Pier, Houston's Riverwalk, or San Francisco's Wharf. We are much older than most of those cities but could never grasp how to develop urban space.
The Cuyahoga River Valley will be a thriving mix of homes, businesses, parks, and public areas. The waterfront will be the focal point of the community, with bike, pedestrian, and transit links to neighborhoods and greater Cleveland area. The Valley will be a favorite destination accessible to all local and regional residents. It will be known nationally as an example of sustainable and equitable redevelopment and environmental recovery.
Maximize recreational and entertainment options in the valley. A much safer version of the 90's Flats with more public mooring options for recreational boaters would be great.
I'd like to see the Cuyahoga River valley as both functional and vibrant 24 hours a day.
The Cuyahoga Valley needs more protected green space adjacent to the river. There should be a good trail network and connections to the nearby neighborhoods. A well signed water trail would also be a great asset!
Utilize our beautiful natural resources, namely the river and waterfront, in ways to improve our community. Access to nature and greenspace is vital. Rethink industrial use of these spaces.
It should be an attraction for recreation and entertainment; a draw that builds on this unique environmental and historical element of Cleveland. Something that young people would want to move to Cleveland to enjoy and share.
Dense, walkable, bikeable, Transit-oriented mixed use with Canal Basin Park and Irish Town Bend Park as thr primary green spaces.
Conveyor belt system that brings kayaks down to the waterfront level from places like the parking lots near the W 25 St Station/future construction area. Sure, it's one off and new, but I think it is good to study the unique and strange possibilities.
I would love to see a mix of paths, residential & retail. I want to spend at least the next 5 years in this area and these would all be very exciting to have!!
Fly fishing in the CVNP
As natural as possible, but safe for hikers, cyclists, and non-motor craft (canoes, kayaks, rowboats, etc.)
Keep it clean, safe and unspoiled as possible. Cuyahoga is already over built with retail, housing, etc. we have a rare chance to bring some nature back... without asphalt trails and refreshment stands

The riverfront should be a destination area for locals and visitors that include all forms of recreation, dining, relaxing with easy access and ample, convenient parking. I would like to see several access points for kayaking/canoeing along the river and lakefront. These access points should include kayak/canoe launch ramps for ease and safe put ins. Let's not waste this opportunity to add a vibrant, beautiful lakefront, river valley to a city that has show it can reinvent itself as it changes the narrative from a tired, industrial, river burning city to a vibrant, tech-savvy, foodie beautiful city to live in or visit.
An overall theme of recreation needs to be developed from the mouth of the Cuyahoga through the National Park. Cleveland
A natural space where wildlife can flourish and visitors from the nearby city can relax and enjoy the beauty of the Cuyahoga River.
A multi-use environmentally conscious recreational area.
Clean, mixed use, trails, water access, entertainment
A nature preserve with hiking, biking, walking, running (e.g., multiuse) trails, with access from the adjacent communities. No need for 19th-20th century industry along the river any more.
Mixed purpose area that is easily accessible with parking. Clean and safe. Various activities that are tied to the area including walking, biking, kayaking, can be free or small charge. Some restaurants and entertainment. But definitely take advantage of our beautiful river.
Please leave it as natural as possible. Shopping and entertainment and housing will bring too many people and it will become unenjoyable.
Increase in trails (dirt, gravel, grass all fine!) for recreation along the river, similar to our unique and outstanding metropark system. Shared usage of river in area of interest seems to be fine as is. There seems to be a good blend of individual recreation, organized recreation/entertainment, and commercial use in recent years. Restaurants and housing are nice but do not rush to overbuild luxury apartments and overpriced restaurants and microbreweries.
A dining and entertainment district with plenty of trails for pedestrian access
More boat docking and mooring. Alternate option for entrance that doesn't have to deal with train. Entertainment and park space along the way
Safe, all-purpose paths
Biking trails/hiking trails!!!
Connection of the bike trail from Akron to Cleveland
Nature + recreation 80%
Mixed use destination for people of all ages and abilities. A place that is safe for everyone to live, work and play. Where industry, recreation and residents can coexist in harmony.
More continuous public access along both banks of the river. Think Merwin's Wharf: restaurant patrons have a clear view of the river, but the riverfront is accessible to everyone, not just patrons.
Site seeing, retail area for residents and tourists
Lots of green space. I don't mean excessively manicured parks, but true green spaces with lots of trees and just a smattering of trails and perhaps a playground for families
It would be great if there is better access to the river with trails.
Access from towpath trail to Whiskey Island and for the Love of God, please get Harvard rd trailhead to Steel yard Commons access finished. It is a death trap for 2 freaking Summers. Fools!
We recently visited Chicago, and the degree of access to the lake (Michigan) and the river going through the city is really great. Any move in that direction should be to our advantage. Housing that decreases that should be limited unless there is public access allowed still. Restaurants and shopping along the area that does not limit access makes sense. I hope the trend in this direction continues.
The boardwalk NEEDS to be extended from the East Bank development all the way past Merwin's Wharf. MultiPurpose trails along the river, dense housing. Plenty of spots in this city for industry that has no need to be on the water.
Mixed-use neighborhood with uninterrupted public access to the waterfront on both sides (including connections across).

A place to feel safe in and a great aspect on scenery to the eyes of young to old
I traveled the C&O from DC to Cumberland. The O&E Canal plus the OTET can help not just Cleveland but every town around the trail all the way to Cincinnati. It will bring in a whole new group of tourists. Locally, development obviously helps everyone. People need to feel safe. Being honest, project housing scares people, especially tourists. We live by this beautiful great lake. We need to embrace it.
I think the valley will become a recreational hub for our residents. A place where they can escape the hustle and bustle of the city to enjoy the serene tranquility of nature. In addition to an increase in visitors the appeal to set down roots, both personal through residences and professional through businesses will also increase.
Clean, healthy, accessible for all and not focused on commerce but nature, learning about the environment and fitness.
Keep and protect the natural environment, with access to environmentally friendly (businesses that respect our earth) not more shops, no tattoo joints, no fast food, no industry. We need to realize our earth is on life support, and we need to change our ways to support our planet. Maybe have some educational resources on our connection with our planet earth to bring awareness, before it is too late. For instance, why do you think cancer is on the rise? It is about the environment, not economy.
My big idea is pretty flippin' big. I believe we should build The Heart of Cleveland, a monument in the shape of a photorealistic heart the size of the Eiffel Tower. I believe it would work best near the north side of 490 west of the Broadway exit. It would be a tribute to the Cleveland Clinic, and to Cleveland's role in heart health for the world. It would overlook the city from a nice distance and be very accessible to travelers.
As much public space as possible. The river belongs to everyone, not just the rich and business owners
Accessibility and activating the riverfront. Look at neighboring examples like Pittsburgh, Columbus and Chicago who have utilized the water to drive engagement, tourism, economic development and recreation. It is one of our biggest assets and we let big business and lame ducks monopolize it
cleaner, more accessible, more active, and accentuate its natural beauty (or, rather, uncover/promote it)
The commercial uses are of utmost importance (shipping), but would like to see a combination of industrial, recreational, educational, and housing available. The region's done such a great job cleaning up the river, we should all take advantage. Recently took the Goodtime III for the first time and found the trip on the river fascinating. We should be exploiting the river for tourism also. If nothing else, would love parks and walkways.
Lots of parks. Local industry. Walkable. Innovation.
A new center of activity, pride, and a symbol of how far we've come since it caught fire. New parks, new mixed-use development, more access and activity.
The Valley should be mixed-use, dependent on the location. The current build-up of the flats is an example of a good use, but should not be replicated necessarily along the entirety of the river. Areas of public access, such as along Scranton are a must along with areas with parks and activities. I believe the combination of these types of development create the most complete and worthwhile experience. The ability to eat, play, drink, live, or relax all in one space allows for continued use of the river over time.
We need to get rid of Burke lakefront airport! Aside from the airshow, it is wasted opportunity for economic growth and could be a showcase location for the city. The river has many great options for entertainment but offers hardly anything for boating dockage. More docks for day boaters to allow for a day in the area. As a boater, I can't ever solidify plans to tie off for dinner because there's hardly anywhere to go which means you're losing lots of revenue from me and the whole boating community.

I imagine it to be very similar to San Antonio. You can start upriver, and bar hop, shop - either by foot on an ongoing path, or by a water taxi that goes up and down river, as opposed to across to West and East - down to the end of the river in the Flats.

I also imagine more docking options for boaters and kayaks. A "drive through" on the water would be really cool. Like a Swenson's where you pull up with your car, and you are serviced with food and drinks at your window - but for water traffic. Even more docking at Nautica would be great - people could come to concerts by boat and hop on and hop off.

Increase access for public recreation, but don't lose the gritty industrial character - I don't want more of the Flats East Bank here. I love biking along working industrial sites, it's a completely unique urban experience right in the heart of our city!

The river, trails and multi-modal transportation options are a great getaway for residents living and working downtown to escape the city life and enjoy The Forest City "Cleveland."

The Valley should be one of the centerpieces Cleveland and should be connected to neighborhoods, starting downtown, with a path above it at W. 25th, above the new Irishtown Bend park, that crosses both the Detroit-Superior Bridge to West Huron Road, and the Lorain-Carnegie Bridge to Ontario Street downtown.

A real self-sustaining safe community that is also a destination for family-oriented activities, not a place for 20-something year old partiers, like the east bank is currently with all of the "hipster" bars and dance places.

"wider trails" and "open area stopping points" to reduce and produce less conflict of types of people movement....of hikers, walkers, bikers, wildlife watchers, groups of people, photographers, etc.

creating continuous access for pedestrians and bikes along the river, with programming available for development also activating the riverfront

Improved access to the lake

The valley should be like a "village" - containing all of the elements (excluding vehicles, where practical). Homes, shops, ped/bike corridors, perhaps even B&Bs, and of course restaurants, historic points of interest, green space for resting, contemplation, etc. A place where people can not only exercise but also mingle.

Continuing to build off of the success of the Flats is important. Go look at some other cities (even Pittsburgh and Milwaukee) and see what they've done around their rivers and waterfronts. Then the key to making it all work is making people feel safe while they're there.

I want it to be a greenbelt that allows residents to escape the city while protecting our waterways. A shining example would be the greenbelt along the Boise River in Boise, ID.

Pedestrian centric, more diverse housing stock

I envision people having the option to sit and relax by the river, watching freighters, paddle boarders and boats go by. They will be enjoying restaurants, entertainment and shopping. They can easily walk from the place to place via boardwalk. In the evening they will be mesmerized by bridges as they light up at night (maybe even a light show of sorts) We should emphasize the historical importance of the area, kind of a nature meets industry draw that will include future Canal Basin Park. There should be walking history tours within the footprint of the river valley. We can tell the interesting story of Cleveland's past and present. I think it is fascinating that we will have a 100 plus mile historic Towpath Trail that the mules would use to pull canal boats on as they transported goods in the Ohio & Erie Canal era days. We can tell the story of industry and railroads and the re-birth of a river that once burned. We should indicate the start of the Towpath is in Cleveland. The tourism opportunities will only grow for Cleveland as we recognize this regional asset. I envision a visitor/History center within the footprint and ongoing programming to engage local residents and out of town visitors. I see a ready made park opportunity with future Canal Basin Park that is not only feasible but includes historical purpose and will be national draw and regional economic driver.

Complete streets with safer pedestrian and bicycle experiences.

I think it's important to have a continuous path along the river so for instance one could walk for merwin's Wharf up to Canal Basin Park. Whatever little green space there is should be preserved and expanded I'm not interested in more development along the River's Edge with its additional concrete and cars. The short section of Trail along the Scranton Flats is ideal it would be pretty nice to have the Eagle Street Bridge working again, that was a good connector with downtown.

Since Cleveland has a focus on health care, I see a need for research into drowning prevention and care. EMS could offer classes for other emergency first responders from around the country. Metro, UH, etc. could lead in research for care of drowning victims, both cold and warm water drowning. Develop new technology and equipment to help search for drowning victims. As we increase the use of our water resources, we should be prepared to save lives and helps others be prepared as well.

Significant mixed use development with tall buildings and beautiful green space.

More parks along the river, an inviting place where people want to spend time, easier river crossings for pedestrians

Mixed use...clean industry, recreation, food, entertainment, housing, with an eye toward respecting nature

No buildings could do justice to this iconic location. The valley should become the city's premier park. It could provide access to the river, the lake, and could become a central meeting place for Clevelanders east and west.

All great cities have large, iconic green spaces in central locations, and this is Cleveland's chance to join that club.

The valley should be a gathering place for all people. not industry or residential a natural / people place. More nature less noise.

A destination for everyone.

lots of green space and parks but also trails and easily accessible paths that allow you to easily access the retail and dining amenities the river offers.

Limit streets and parking - no sense wasting valuable riverfront space on car storage. All the actual frontage to the river should be public, with boardwalks, trails, river-based activities, etc. Tons of biking and transit options with easy access to Downtown (that one might be hard!) Also, market housing said come with either public housing or subsidized housing via Enterprise or CHN or some such so that the river is ****everyone****.

Parks and trails allow all city residents and visitors the opportunity to enjoy our river. I think we should control development that restricts access to the water. It is a public resource and should be enjoyed by everyone. If the city wants to develop parcels along the river, public access and green space development should always be a part of any project.

A boardwalk should snake along the side of the cuyahoga river along the three peninsulas closest to the mouth of the river. And we should set design standards that specify what those boardwalks and various amenities look like so that when they are completed it feels cohesive.

Better connections to downtown, more accessibility, more mixed-use development, emphasis on more/better public transportation to get there.

Arts space - innovative outdoor and seasonal art galleries. Farmers and flea markets. Breweries. Cafes. Bookstores. Mixed-use and mixed-rate housing/retail buildings built out of existing warehouses.

Green space for leisure and to protect the environment, native species

Accessible and safe for water-based leisure activities: rowing, canoe, kayak, SUP, sailing

I want it to be mistaken for a European city with gathering spaces!

The Cuyahoga River is where the original settlers of the city of Cleaveland planted their roots. And yet, Settlers' Landing has largely been devoid of people for decades, outside of a few peak entertainment hours. The situation is vastly worse further upstream. The City needs to reconnect with the River as move into the next half century from 2019 to 2069. We need a cohesive, interconnected, protected multimodal transportation and recreation system. But, more than that, the riverfront should not just be a one-off destination for recreation. It should be a place that people can live, work, mingle, and exercise, all while enjoying the interface of Cleveland's industrial past and the revived ecology of the River.

Valley should relate the stories of settlement and development - highlight role of river valley in Cleveland's industrial age (1870 - 1920) - a time when human ingenuity and invention was fueled with the energy of immigrants fleeing hardships at home and chasing unlimited opportunities in America.

It would be great if there could be a river walk along the banks of the river for people to bike/walk along the river.
High level bridge at Clark Pershing- switch back at Old Denison to CONNECT to Metroparks Zoo and Old Brooklyn-Centre neighborhood
improve water quality, winter activities and paddle board and kayak launching
I would like to see more clearly marked bike trail information - when to park to use the trails.
Rope swings, slides, fishing, swimming, kayaking, waterfront dining, trails, docks, canals, a beach club
A real neighborhood, where people live, eat, play, connected to other parts of town
Equitable green space
I would love to see a riverfront with million dollar condos and upscale shopping such as Gucci Fendi and Polo with supermarket and a restaurant that will attract people to that spot such as a Rainforest caf��.
Key asset to local residents that also serves as a regionally and nationally recognized hub of outdoor recreation, environmental stewardship, waterfront redevelopment, and outdoor recreation.

Vision for the Valley - Positioning Survey

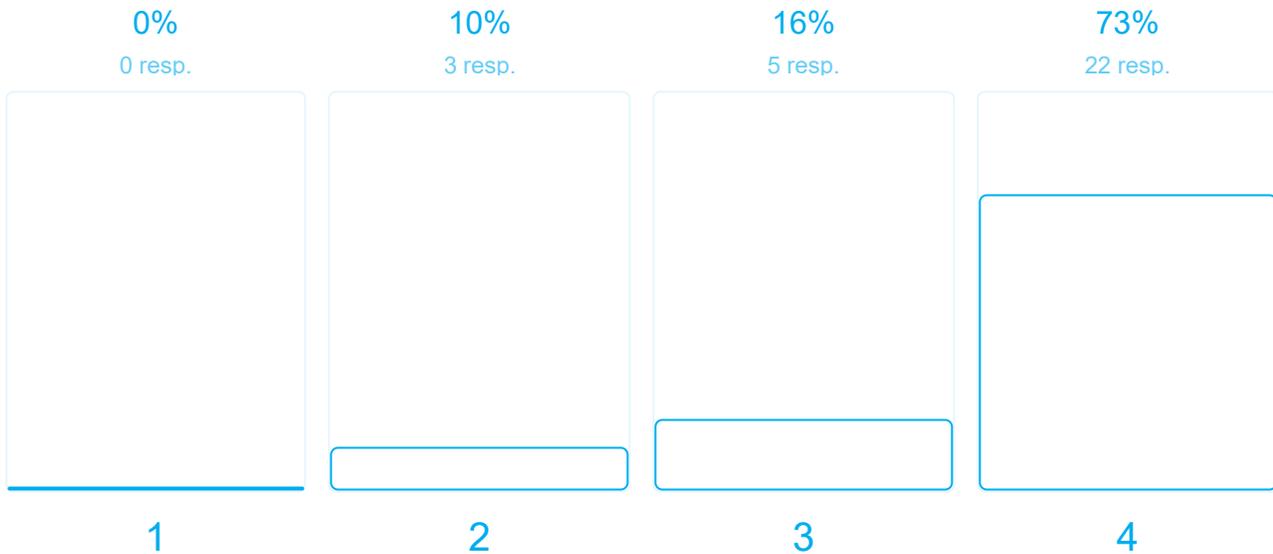
30 responses

What does the Cuyahoga River Valley have to offer? How would you rate these advantages? (Please rank the following options in order of importance. 4 stars being the most important and 1 star being the least) .

The River Valley is a Natural Oasis in and Industrial/Urban Landscape

30 out of 30 answered

★ 3.6 Average rating



The River Valley is a Complete Community

30 out of 30 answered

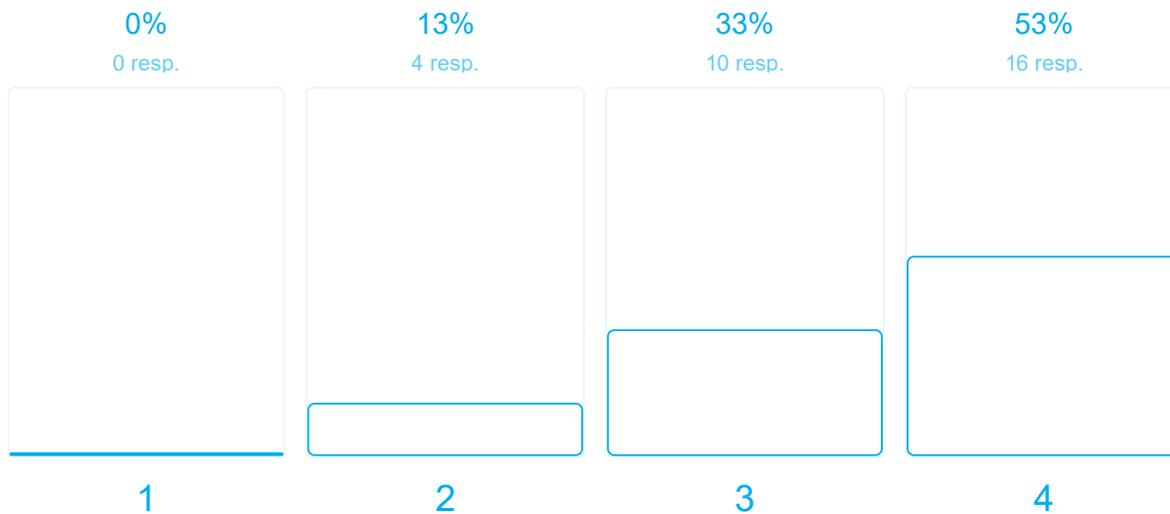
★ 2.4 Average rating



The River Valley is a Multi-Use/purpose Environment

30 out of 30 answered

★ 3.4 Average rating



The River Valley is an Economic Champion for our City

30 out of 30 answered

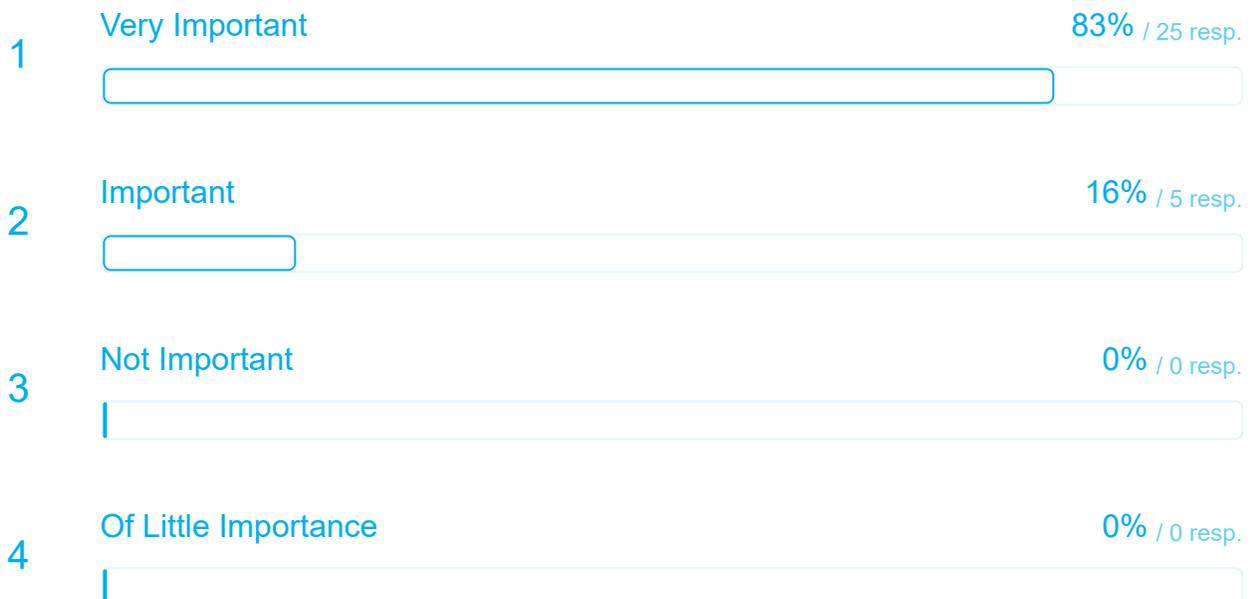
★ 3.1 Average rating



How important are the following Cuyahoga Valley attributes? (Rank: Not Important, Of Little Importance, Important, Very Important)

Healthy natural environment

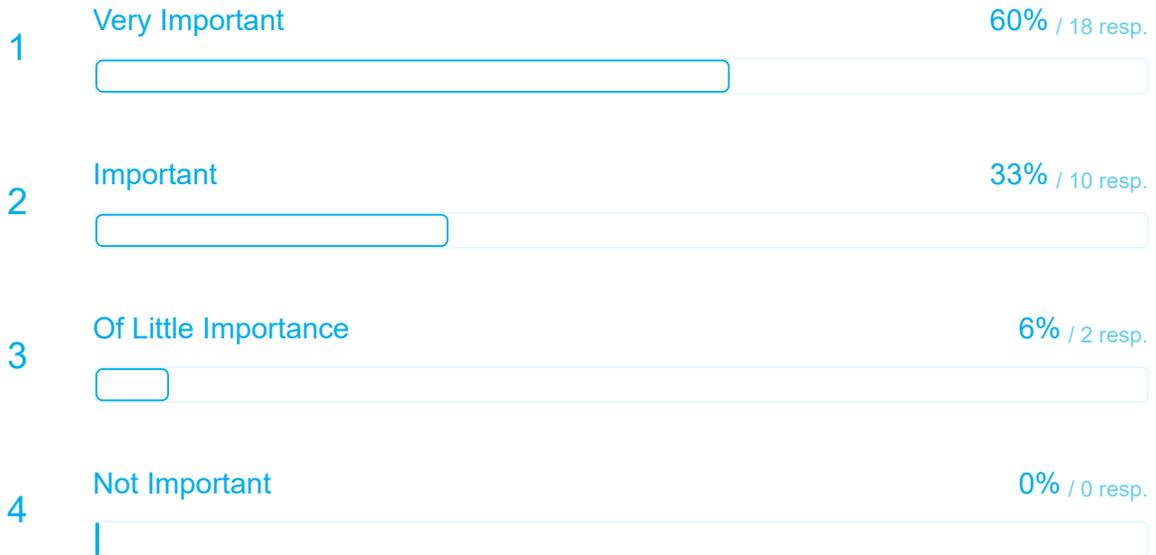
30 out of 30 answered



Appendix

Safety

30 out of 30 answered



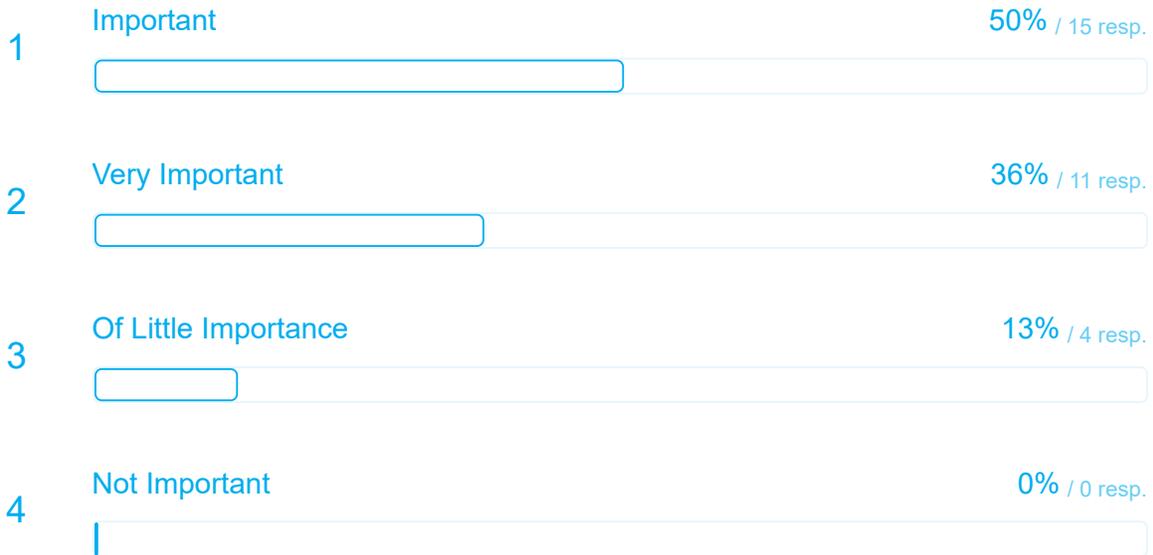
Easy to get around

30 out of 30 answered



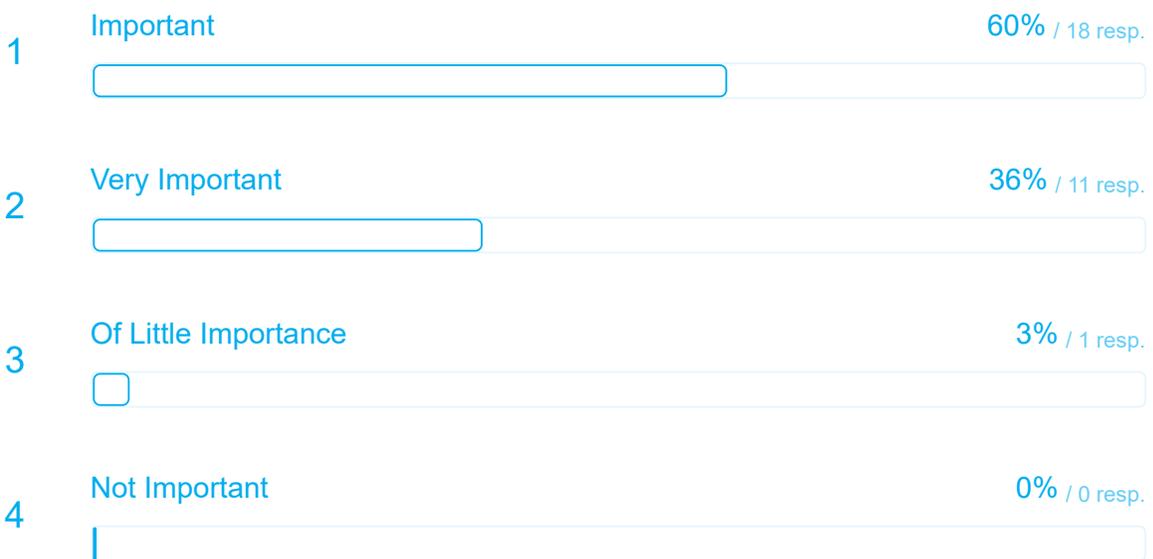
History

30 out of 30 answered



Recreation on the river

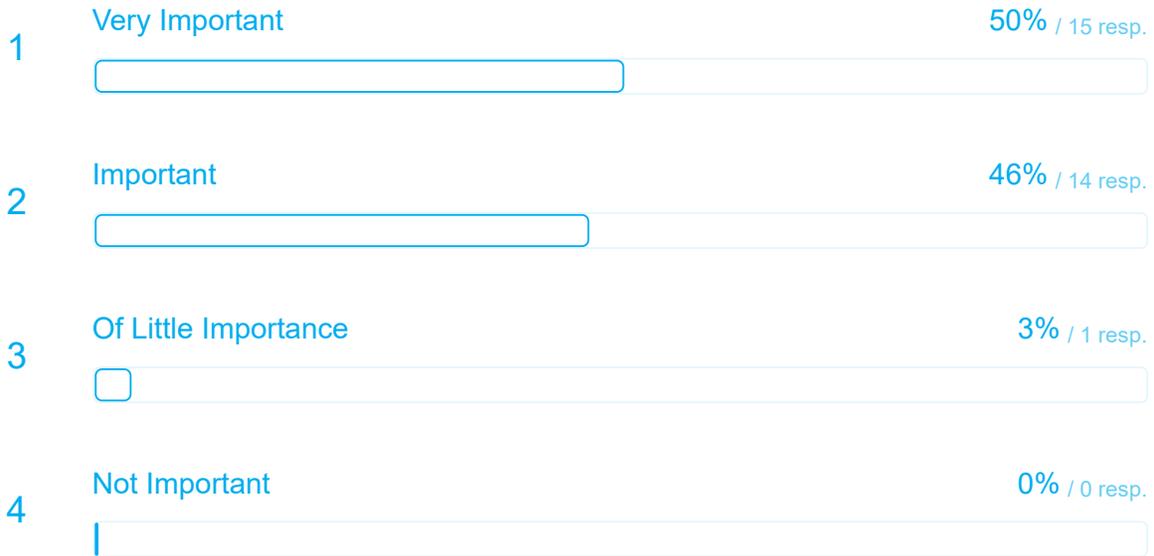
30 out of 30 answered



Appendix

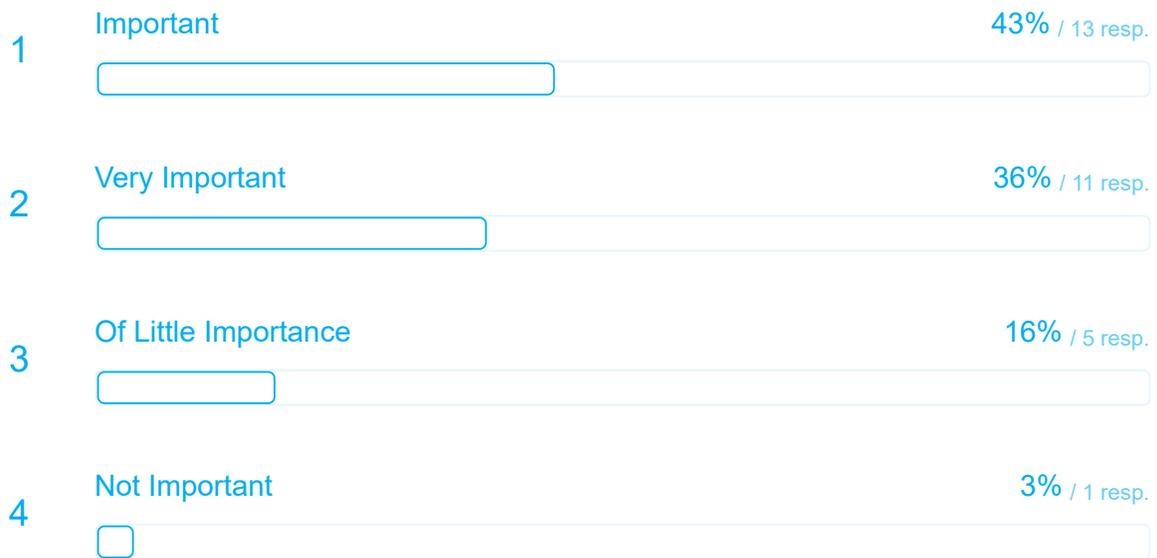
Recreation on land

30 out of 30 answered



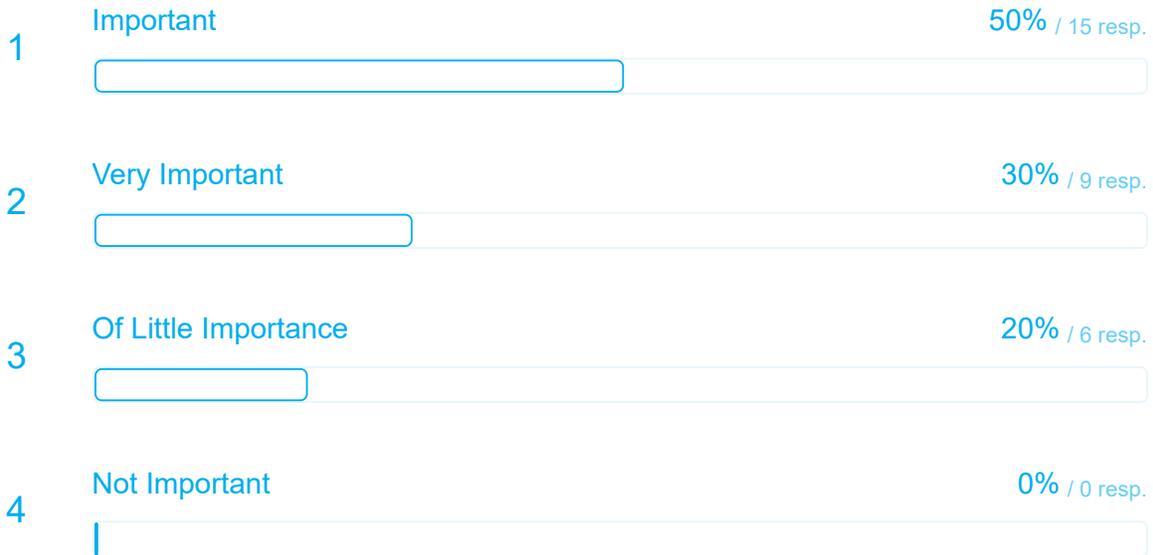
Commerce on the river

30 out of 30 answered



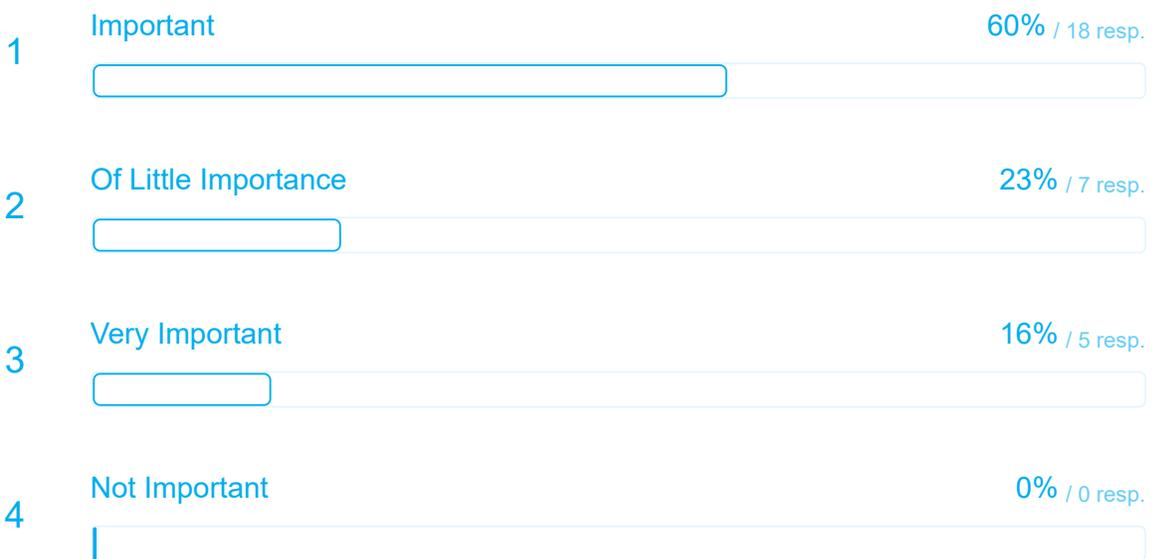
Commerce on land

30 out of 30 answered



Variety of businesses

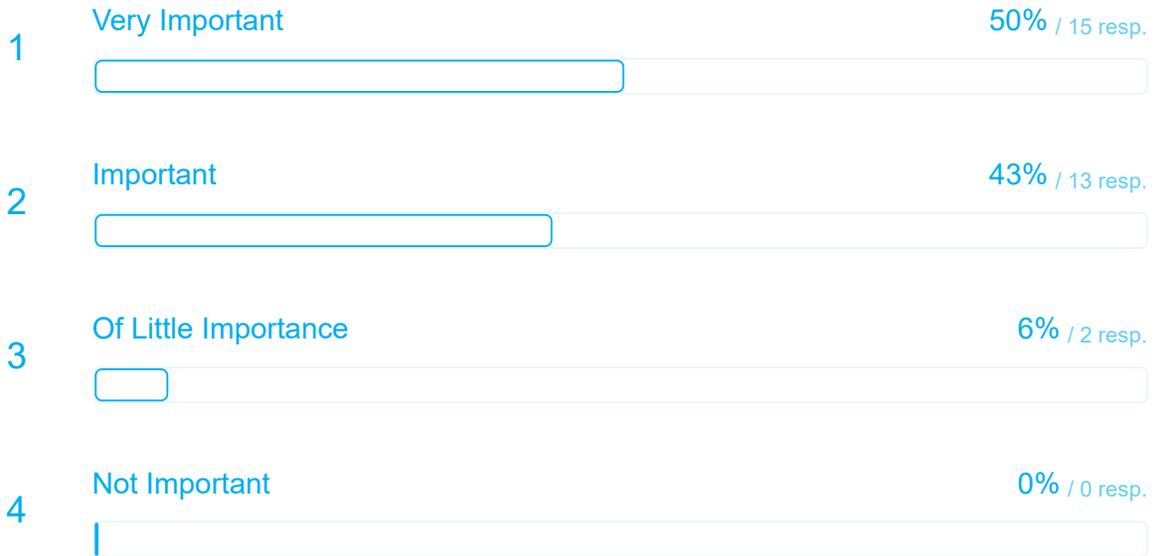
30 out of 30 answered



Appendix

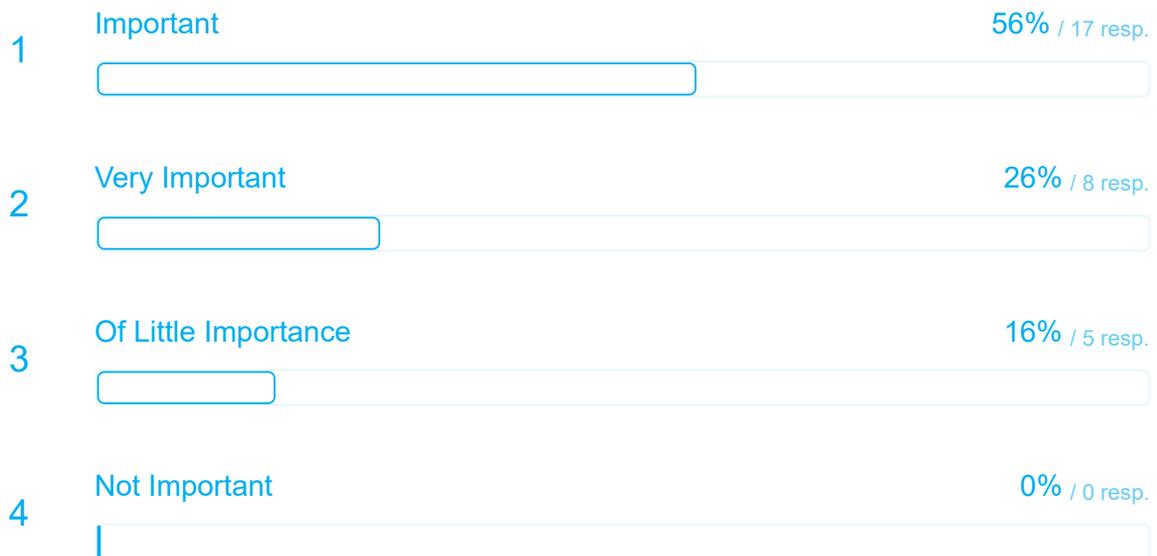
Access to water

30 out of 30 answered



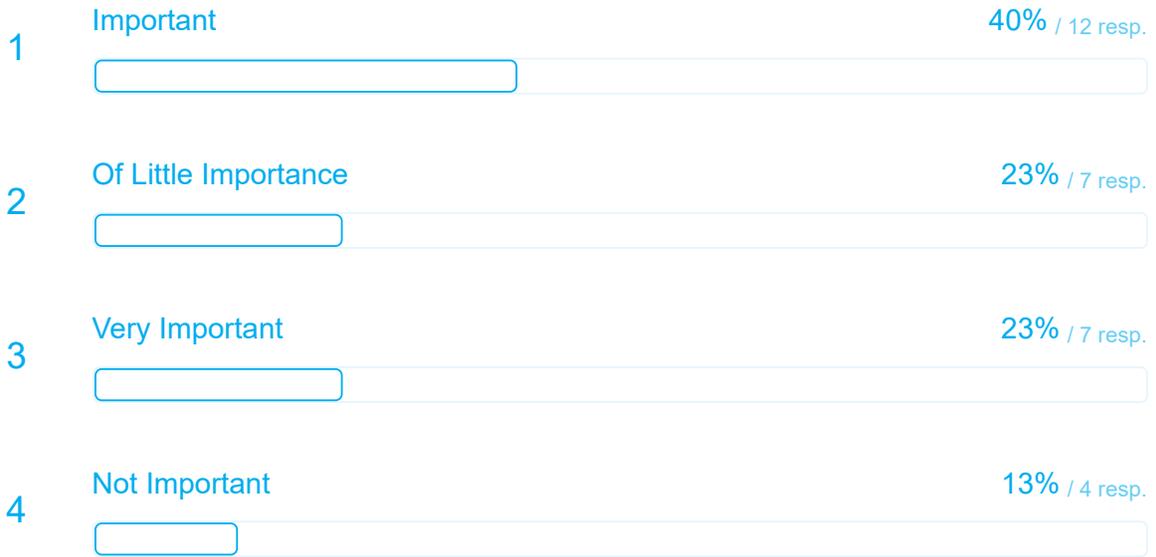
Opportunities to work in the Cuyahoga River Valley

30 out of 30 answered



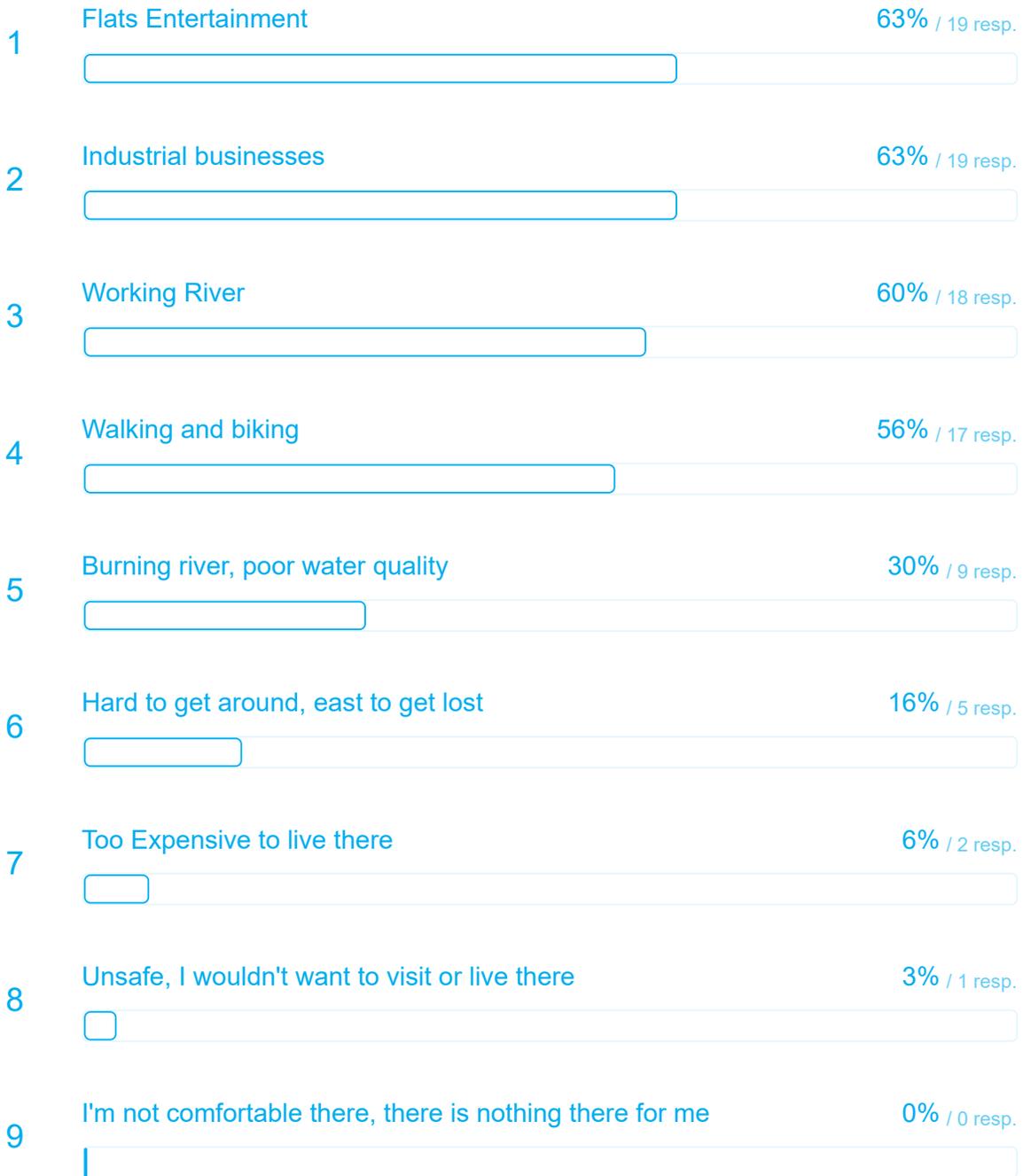
Opportunities to live in the Cuyahoga River Valley

30 out of 30 answered



When you think of the Cuyahoga River Valley, what comes to mind first?

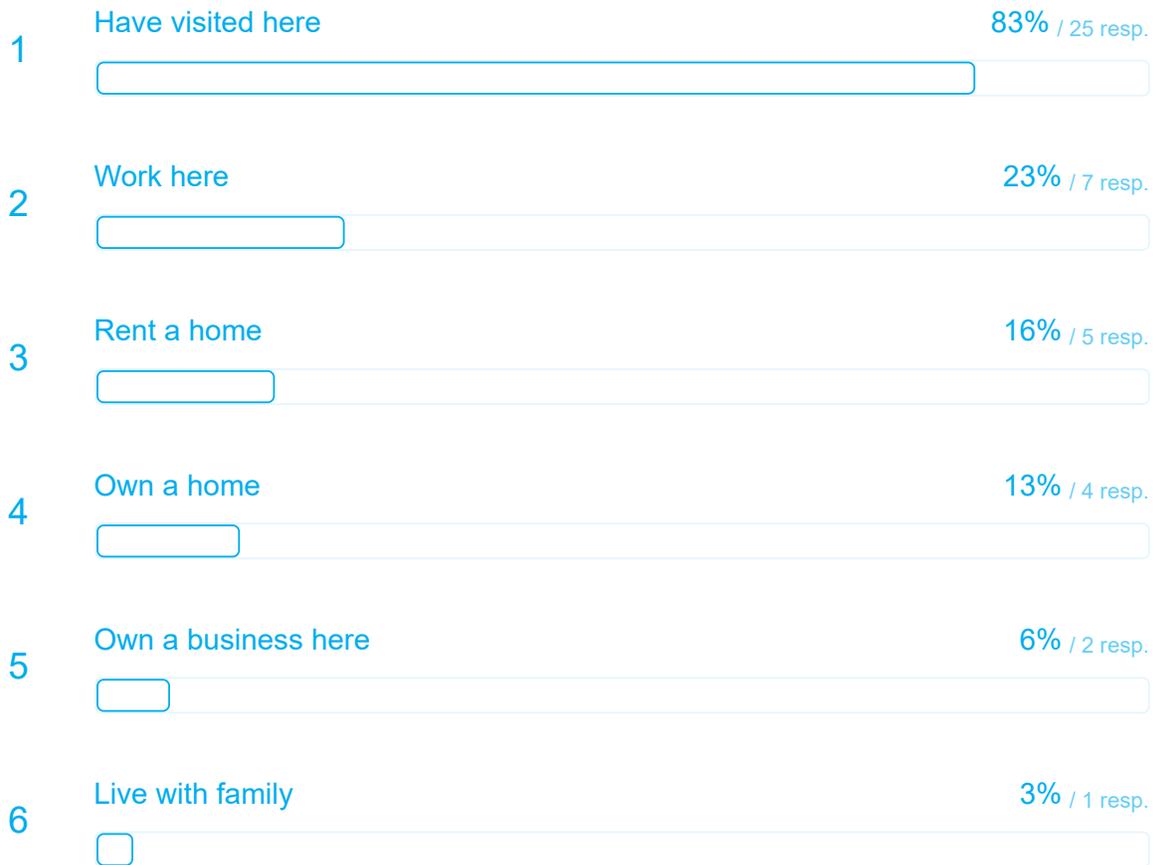
30 out of 30 answered



Based on your top three (3) from the previous question, provide any further comments below.
I would like to see more integrated areas for entertainment, recreation. Somewhat scattered now.
It's great for recreation, but always cautious of the health impacts, smell, smog from industry, depending on wind direction and air quality alerts
Signage for walking and biking is poor.
I thin there is an increasingly great mix of uses in the valley and on the river. Rowing past a 700 foot long freighter at sunset is an amazing experience!
Serious action still needs to be taken to significantly improve the water quality, rebuild/replace bulkheads along the river for both recreational and commercial use of the river, AND large investments along the entire valley to increase public park space and access.
I don't necessarily think of the "burning river" but just current poor water quality. I don't have too much of a problem getting around but I spend a lot of time in the flats (not just the entertainment district). I think keeping industrial commerce on the river is very important - need to find a way to harmonize industry,
As a resident of the Flats West bank, "underutilized space" and "giant economic opportunity" primarily
A dirty, industrial, working river. Unfriendly to residential or commercial
The area has ebbed and flowed--from industrial powerhouse, to environmental disaster, rebirth, small death and now reborn again. With some modifications, it can be a complete community, as long as all stakeholders agree to share the space in a sustainable manner.
Link in big creek to the zoo and tie in calgary aprk
I always get lost in the flats but love biking there betweenness east I enjoy the abandoned insfrasturcture and wildness and formerly affordable rents for the bike coop, parade warehouse.and west side.
It is a slow process of transformation
The era of the flats being an engine of commerce is over. There is a ton of demand for people moving closer to downtown. The location is perfect for live/work development
Cuyahoga River is a great natural resource.
I have loved this crooked river since I was a child and want to see it become a healthy, safe waterway that offers both commercial and recreational opportunities. I think recognizing and preserving its history is vital for generations to come so that people can feel the same connection to the river that I felt as a child and throughout my life. I would love to live along the river one day, but can't afford the current (and limited)
I would like to see a bike park or pump track along the river, not a skatepark. A place where people on bikes can take their kids to use the pump track.
Clearly the valley is emerging and improving, but it still remains a difficult area to navigate with heavy should be made safe and inviting for all users
I think primarily of the East Bank, and then remember that the Nautica Complex is on the West Bank. Engagement on the West Bank would be beneficial
I would like more mapping to show how to get to various green areas along the river for recreation. Also having safety buttons along it so that I could go there alone.

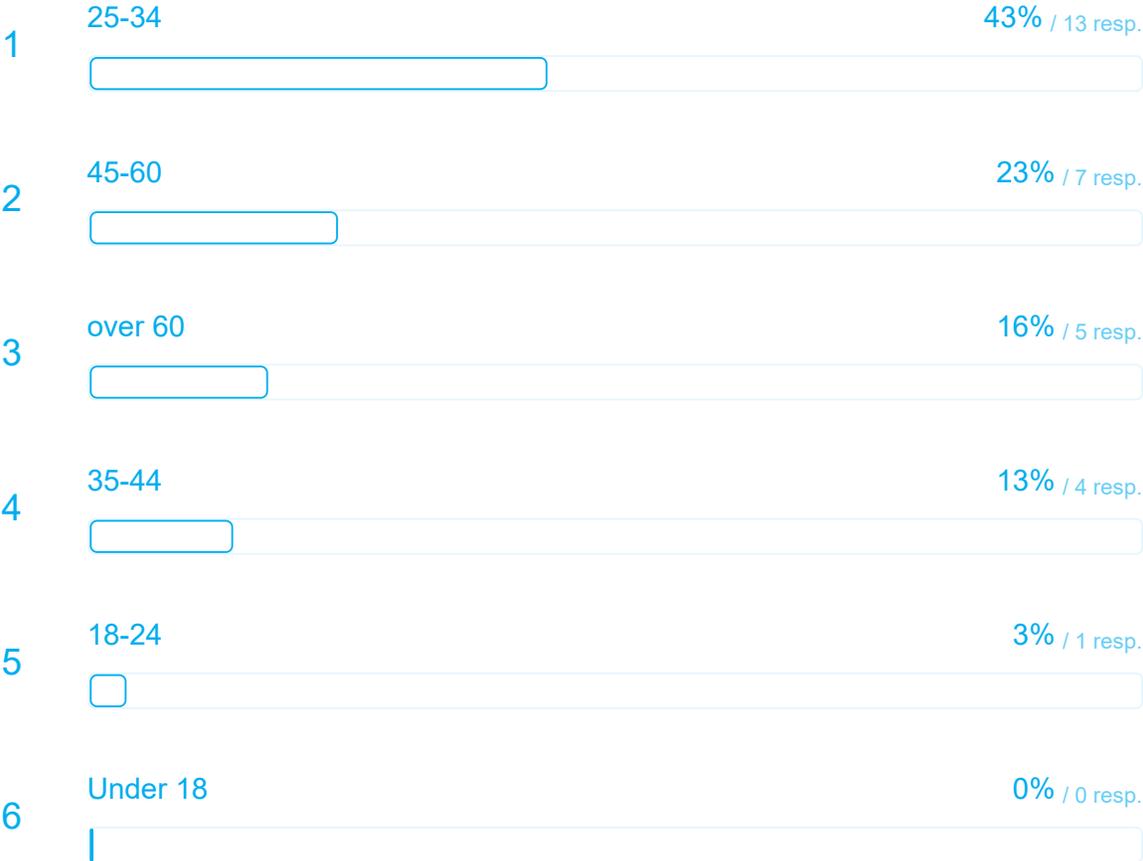
What is your relationship to the Cuyahoga River Valley?

30 out of 30 answered



Select an age range:

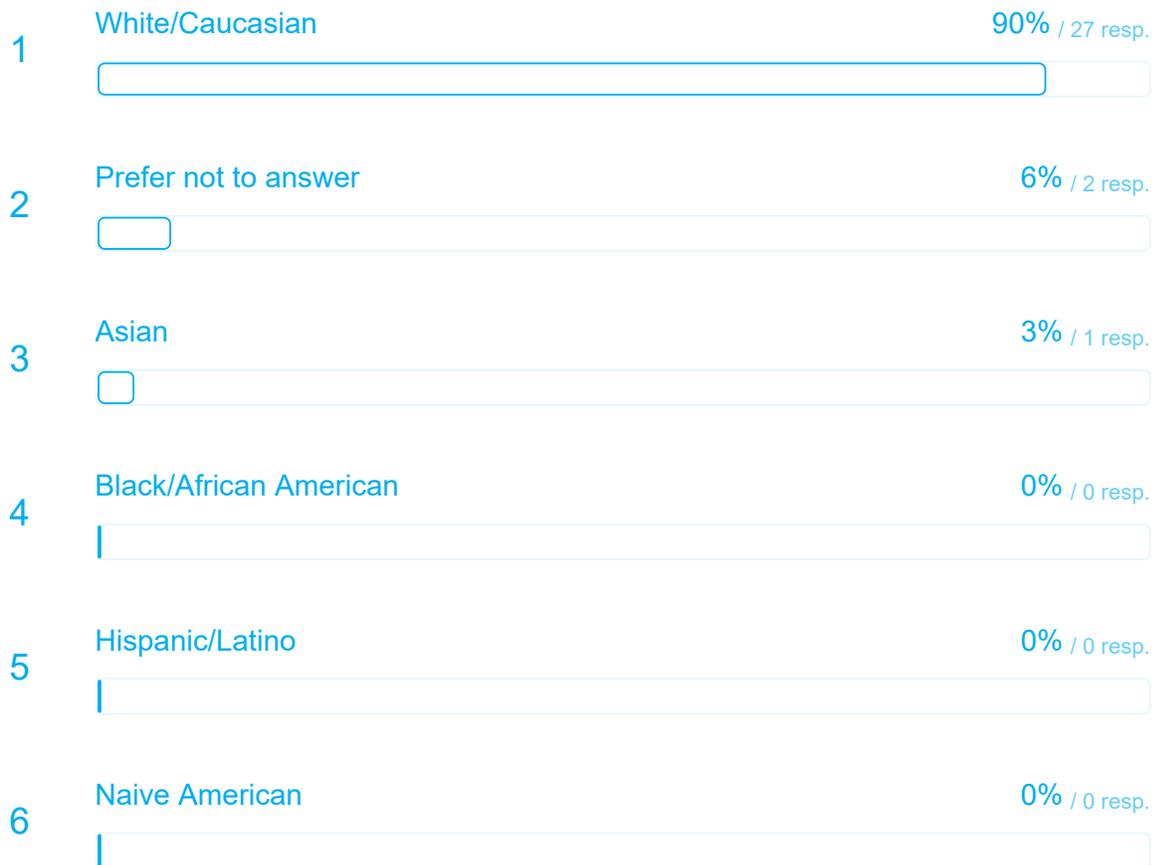
30 out of 30 answered



Appendix

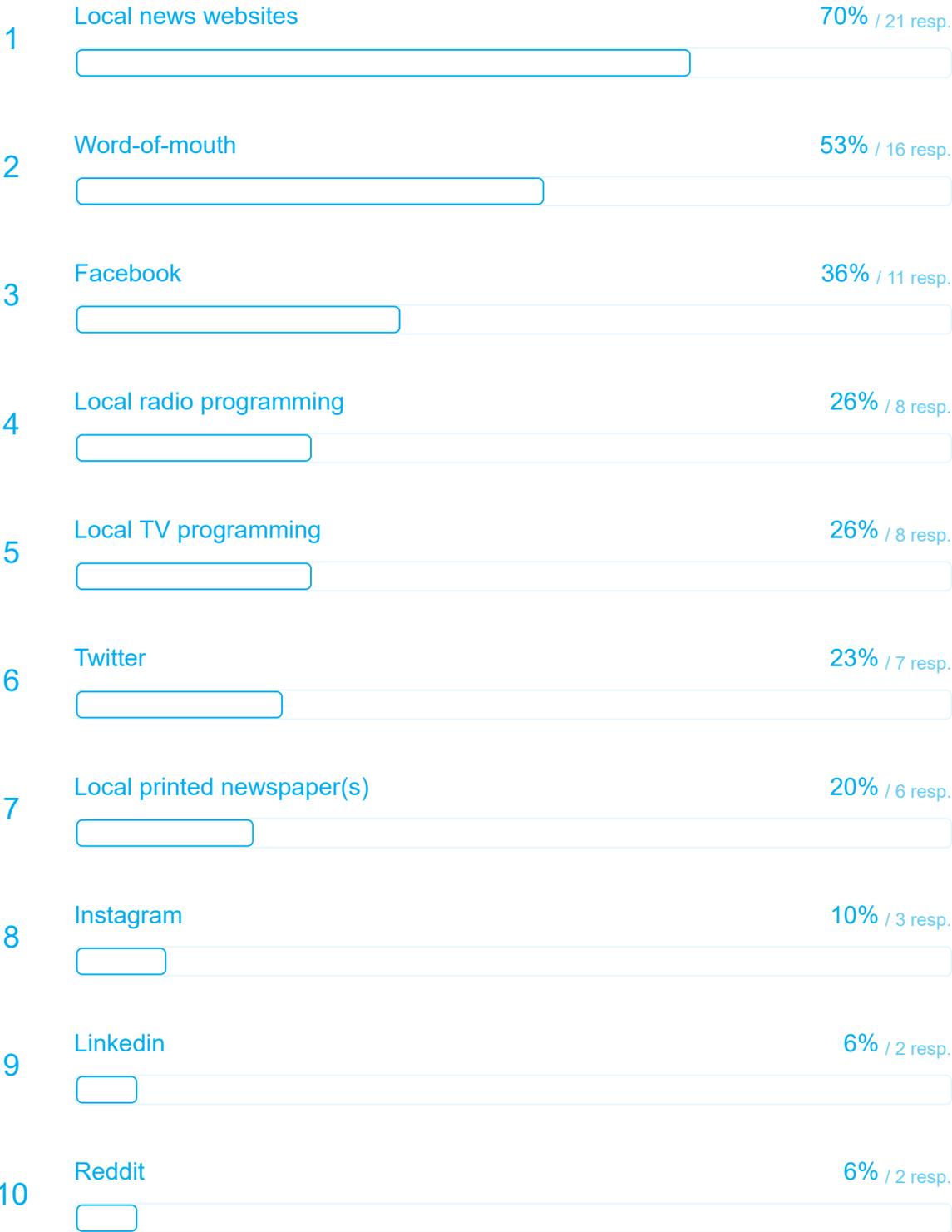
Identify your ethnicity

30 out of 30 answered



Where do you get most of your news and information?

30 out of 30 answered



TRAFFIC ANALYSIS

Tables 1-4 show the 2020 and 2040 average daily traffic (ADT) volume comparisons by the identified regions in the study area. The ADT estimates have been derived from NOACA's Travel Forecasting Model and represent forecasted changes in traffic demand over a 20-year planning horizon. The same LOS and color coding criteria has been applied to these tables as was used in Tables 6-9. Cells are color-coded based on the LOS performance, with green shading indicating a

better LOS (C or better) and yellow indicating LOS D. Locations at or above 85% capacity for their projected LOS grade are noted in red text. The percent capacity and LOS determination are based on thresholds determined by the Transportation Research Board's Highway Capacity Manual and published the Mid-Ohio Regional Planning Commission (MORPC) and are intended to depict projected reserve capacity available to support potential future development/redevelopment efforts in the Vision for the Valley study area.

TABLE 1: LOS FOR ROADS IN THE FLATS

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
Detroit Avenue:			
West of W. 54th Street	2	2,436 ADT LOS C or better (24%)	1,976 ADT LOS C or better (20%)
Between W. 54th Street and W. 49th Street	2	4,069 ADT LOS C or better (41%)	3,185 ADT LOS C or better (32%)
Between W. 49th Street and W. 45th Street	2	4,056 ADT LOS C or better (41%)	3,403 ADT LOS C or better (34%)
Between W. 45th Street and W. 38th Street	2	3,886 ADT LOS C or better (39%)	3,302 ADT LOS C or better (33%)
Between W. 38th Street and W. 32nd Street	2	3,356 ADT LOS C or better (34%)	2,750 ADT LOS C or better (28%)
Between W. 32nd Street and W. 28th Street	2	4,324 ADT LOS C or better (43%)	3,754 ADT LOS C or better (38%)
Between W. 28th Street and W. 25th Street	3	5,524 ADT LOS C or better (55%)	5,609 ADT LOS C or better (56%)
Herman Ave:			
West of W. 54th Street	1	2,917 ADT LOS C or better (29%)	2,535 ADT LOS C or better (25%)
Between W. 54th Street and W. 49th Street	1	3,652 ADT LOS C or better (37%)	3,319 ADT LOS C or better (33%)
W. 49th Street	2	566 ADT LOS C or better (6%)	420 ADT LOS C or better (4%)
W. 28th Street	3	12,974 ADT LOS D (86%)	11,866 ADT LOS D (79%)
W. 25th Street:			
Between Division Avenue and Cleveland Memorial Shoreway ramp	3	5,382 ADT LOS C or better (54%)	5,040 ADT LOS C or better (50%)
Between Cleveland Memorial Shoreway ramp and Detroit Avenue	5	14,497 ADT LOS C or better (72%)	13,386 ADT LOS C or better (67%)

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
Division Avenue:			
Between River Road and W. 28th Street	2	722 ADT LOS C or better (7%)	446 ADT LOS C or better (4%)
Between W. 28th Street and parking lot	2	462 ADT LOS C or better (5%)	278 ADT LOS C or better (3%)
Between parking lot W. 25th Street	2	981 ADT LOS C or better (10%)	873 ADT LOS C or better (9%)
River Road:			
Between Division Avenue and W. 25th Street	2	710 ADT LOS C or better (7%)	444 ADT LOS C or better (4%)
Between W. 25th Street and Center Street	2	587 ADT LOS C or better (6%)	359 ADT LOS C or better (4%)
Main Avenue:			
Between W. 25th Street and Center Street	4	3,298 ADT LOS C or better (16%)	3,205 ADT LOS C or better (16%)
North of Center Street	3	1,470 AD TLOS C or better (15%)	1,506 ADT LOS C or better (15%)
Winslow Avenue	2	63 ADT LOS C or better (1%)	88 ADT LOS C or better (1%)
Center Street:			
West of Main Avenue	2	859 ADT LOS C or better (9%)	590 ADT LOS C or better (6%)
Between Main Avenue and Winslow Avenue	2	1,460 ADT LOS C or better (15%)	1,374 ADT LOS C or better (14%)
Between Winslow Avenue and Superior Avenue	2	1,394 ADT LOS C or better (14%)	1,473 ADT LOS C or better (15%)
Lakeside Avenue	5	18,318 ADT LOS C or better (92%)	17,328 ADT LOS C or better (87%)
St. Clair Avenue:			
Between W. 10th Street and W. 9th Street	2	7,261 ADT LOS C or better (73%)	6,688 ADT LOS C or better (67%)
Between W. 9th Street and W. 6th Street	4	8,453 AD LOS C or better (42%)	10,184 ADT LOS C or better (51%)
Between W. 6th Street and W. 3rd Street	5	10,634 ADT LOS C or better (53%)	12,002 ADT LOS C or better (60%)
Superior Avenue:			
West of W. 9th Street/Huron Road	4	19,577 ADT LOS C or better (98%)	17,803 ADT LOS C or better (89%)
Between W. 9th Street/Huron Road and W. 6th Street	5	7,931 ADT LOS C or better (40%)	7,844 ADT LOS C or better (39%)
Between W. 6th Street and parking lot	7	9,389 ADT LOS C or better (31%)	9,008 ADT LOS C or better (30%)
Between parking lot and W. 3rd Street	7	6,795 ADT LOS C or better (23%)	6,363 ADT LOS C or better (21%)
Robert Lockwood Drive	2	2,760 ADT LOS C or better (28%)	2,607 ADT LOS C or better (26%)
W. 10th Street	2	2,188 ADT LOS C or better (22%)	1,967 ADT LOS C or better (20%)

Appendix

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
W. 9th Street:			
Between Lakeside Avenue and Johnson Court	3	5,168 ADT LOS C or better (52%)	7,205 ADT LOS C or better (72%)
Between Johnson Court and St. Claire Avenue	4	11,197 ADT LOS C or better (56%)	16,528 ADT LOS C or better (83%)
Between St. Claire Avenue and Superior Avenue	5	13,847 ADT LOS C or better (69%)	16,935 ADT LOS C or better (85%)
W. 6th Street:			
Between Lakeside Avenue and Johnson Court	3	7,294 ADT LOS C or better (73%)	7,026 ADT LOS C or better (70%)
Between Johnson Court and parking lot	3	4,098 ADT LOS C or better (41%)	3,463 ADT LOS C or better (35%)
Between parking lot and St. Claire Avenue	3	4,776 ADT LOS C or better (48%)	4,281 ADT LOS C or better (43%)
Between St. Claire Avenue and Superior Avenue	3	5,176 ADT LOS C or better (52%)	5,711 ADT LOS C or better (57%)
W. 3rd Street:			
Between Lakeside Avenue and St. Claire Avenue	4	9,699 ADT LOS C or better (48%)	9,545 ADT LOS C or better (48%)
Between St. Claire Avenue and Superior Avenue	4	6,258 ADT LOS C or better (31%)	6,294 ADT LOS C or better (31%)

TABLE 2: LOS FOR ROADS IN THE PENINSULA

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
Prospect Avenue:	3	6,602 ADT LOS C or better (66%)	6,412 ADT LOS C or better (64%)
W. Huron Road:			
Between Superior Avenue and W. 3rd Street	6	18,533 ADT LOS C or better (62%)	19,383 ADT LOS C or better (65%)
Between W. 3rd Street and W. 2nd Street	6	14,842 ADT LOS C or better (47%)	16,268 ADT LOS C or better (54%)
Between W. 2nd Street and Ontario Street	6	19,287 ADT LOS C or better (64%)	20,307 ADT LOS C or better (68%)
Between Ontario Street and E. 6th Street	5	8,463 ADT LOS C or better (42%)	9,521 ADT LOS C or better (48%)
Between E. 6th Street and Prospect Avenue	4	7,733 ADT LOS C or better (39%)	7,736 ADT LOS C or better (39%)
Center Street	2	1,610 ADT LOS C or better (16%)	1,513 ADT LOS C or better (15%)
Canal Road	2	1,356 AD TLOS C or better (14%)	1,229 ADT LOS C or better (12%)
Ontario Street:			
Between Euclid Avenue and Prospect Avenue	4	11,163 ADT LOS C or better (56%)	11,138 ADT LOS C or better (56%)
Between Prospect Avenue and Huron Road	6	18,174 ADT LOS C or better (61%)	18,039 ADT LOS C or better (60%)
Between Huron Road and Eagle Avenue	7	32,502 ADT LOS D (72%)	32,494 ADT LOS D (72%)

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
Between Eagle Avenue and Carnegie Avenue	9*	38,759 ADT LOS D (86%)	38,722 ADT LOS D (86%)
W. 28th Street	2	12,479 ADT LOS D (83%)	12,203 ADT LOS D (81%)
W. 25th Street:			
Between Detroit Avenue and Church Avenue	5	12,120 ADT LOS C or better (61%)	11,638 ADT LOS C or better (58%)
Between Church Avenue and Franklin Avenue	4	13,777 ADT LOS C or better (69%)	12,346 ADT LOS C or better (62%)
Between Franklin Avenue and Vestry Avenue	5	12,540 ADT LOS C or better (63%)	11,033 ADT LOS C or better (55%)
Between Vestry Avenue and Bridge Avenue	5	11,947 ADT LOS C or better (60%)	10,192 ADT LOS C or better (51%)
Between Bridge Avenue and Carroll Avenue	4	6,349 ADT LOS C or better (32%)	5,773 ADT LOS C or better (29%)
Between Carroll Avenue and Lorain Avenue	3	5,591 ADT LOS C or better (56%)	5,074 ADT LOS C or better (51%)
Between Lorain Avenue and Gehring Street	3	3,794 ADT LOS C or better (38%)	3,543 ADT LOS C or better (35%)
Franklin Boulevard	2	6,224 ADT LOS C or better (62%)	5,875 ADT LOS C or better (59%)
Franklin Avenue	2	1,364 ADT LOS C or better (14%)	1,412 ADT LOS C or better (14%)
Columbus Road:			
North of Franklin Avenue/Carter Road	2	1,769 ADT LOS C or better (18%)	1,469 ADT LOS C or better (15%)
Between Franklin Avenue/Carter Road and Abbey Avenue	2	3,193 ADT LOS C or better (32%)	3,018 ADT LOS C or better (30%)
Between Abbey Avenue and Willey Avenue	2	3,675 ADT LOS C or better (37%)	3,287 ADT LOS C or better (33%)
Carter Road bridge	2	2,396 ADT LOS C or better (24%)	2,267 ADT LOS C or better (23%)
Carter Road:			
Between Columbus Road and Carter Road bridge	2	207 ADT LOS C or better (2%)	240 ADT LOS C or better (2%)
Between Carter Road bridge and Scranton Road	2	2,258 ADT LOS C or better (23%)	2,092 ADT LOS C or better (21%)
Lorain Avenue:			
West of W. 25th Street	4	4,175 ADT LOS C or better (21%)	3,279 ADT LOS C or better (16%)
Between W. 25th Street and Gehring Street	5	6,085 ADT LOS C or better (30%)	4,929 ADT LOS C or better (25%)
East of Gehring Street	5	8,697 ADT LOS C or better (43%)	6,409 ADT LOS C or better (32%)
West of W. 3rd Street	4	8,756 ADT LOS C or better (44%)	6,449 ADT LOS C or better (32%)
Abbey Avenue:			
Between Gehring Street and Columbus Road	3	2,346 ADT LOS C or better (23%)	2,240 ADT LOS C or better (22%)
Between Columbus Road and W. 20th Street	3	1,937 ADT LOS C or better (19%)	1,839 ADT LOS C or better (18%)

Appendix

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
Between W. 20th Street and W. 14th Street	2	1,694 ADT LOS C or better (17%)	1,668 ADT LOS C or better (17%)
Scranton Road:			
South of Carter Road	2	2,390 ADT LOS C or better (24%)	2,217 ADT LOS C or better (22%)
South of Abbey Avenue	2	3,005 ADT LOS C or better (30%)	2,552 ADT LOS C or better (26%)

*LOS evaluated based on a 6/7-lane roadway; actual performance maybe better based on the increased number of lanes

TABLE 3: LOS FOR ROADS IN THE INDUSTRIAL VALLEY

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
W. 3rd Street:			
Between Canal Road and Literary Road	2	4,002 ADT LOS C or better (40%)	3,333 ADT LOS C or better (33%)
Between Literary Road and Jefferson Avenue	2	1,087 ADT LOS C or better (11%)	910 ADT LOS C or better (9%)
Literary Road:			
Between W. 7th Street and W. 5th Street	2	2,503 ADT LOS C or better (25%)	2,123 ADT LOS C or better (21%)
Between W. 5th Street and W. 3rd Street	2	2,933 ADT LOS C or better (29%)	2,443 ADT LOS C or better (24%)
Jefferson Avenue	2	1,501 ADT LOS C or better (15%)	1,432 ADT LOS C or better (14%)
Orange Avenue:			
Between Ontario Street and E. 14th Street	8*	31,054 ADT LOS D (69%)	22,818 ADT LOS C or better (76%)
Between E. 14th Street and E. 22nd Street	7	25,441 ADT LOS C or better (85%)	22,567 ADT LOS C or better (75%)
Between E. 22nd Street and Woodland Avenue	6	20,584 ADT LOS C or better (69%)	16,839 ADT LOS C or better (56%)
Broadway Avenue:			
Between E. 14th Street and US Post Office	4	2,198 ADT LOS C or better (11%)	1,276 ADT LOS C or better (6%)
Between US Post Office and E. 30th Street	4	2,771 ADT LOS C or better (14%)	2,020 ADT LOS C or better (10%)
Independence Road	2	297 ADT LOS C or better (3%)	295 ADT LOS C or better (3%)

*LOS evaluated based on a 6/7-lane roadway; actual performance maybe better based on the increased number of lanes

TABLE 4: LOS FOR ROADS IN THE STEELYARDS

ROAD NAME	# OF LANES	2020 ADT LOS (% CAPACITY)	2040 ADT LOS (% CAPACITY)
Jennings Road:			
Between the Jennings Freeway ramps and Denison-Harvard Branch	3	5,976 ADT LOS C or better (60%)	5,867 AD TLOS C or better (59%)
Between Denison-Harvard Branch and Harvard Avenue	2	6,563 ADT LOS C or better (66%)	6,546 ADT LOS C or better (65%)
South of Harvard Avenue	3	8,422 ADT LOS C or better (84%)	7,774 ADT LOS C or better (78%)
Denison Avenue	4	15,047 ADT LOS C or better (75%)	13,923 ADT LOS C or better (70%)
Denison-Harvard Branch	4	13,853 ADT LOS C or better (69%)	11,009 ADT LOS C or better (55%)
Harvard Avenue:			
Between Jennings Road and Dennison Avenue	2	4,256 ADT LOS C or better (43%)	3,006 ADT LOS C or better (30%)
East of Dennison Avenue	4	9,080 ADT LOS C or better (45%)	7,236 ADT LOS C or better (36%)

Traffic volumes have been tabulated to show potential “hot spots” within the Vision for the Valley study area where changes in the surrounding development could worsen roadway conditions in the future. Baseline information has been based on existing roadway configurations and projected 2040 average daily traffic (ADT) volume estimates derived from current and forecasted typical daily and peak period traffic volumes using the NOACA Travel Forecasting Model. Within the context of this traffic analysis discussion, all references to the ADT acronym are intended to imply “24-hour traffic demand.” It should be noted that the traffic volumes generated by the NOACA’s Travel Forecasting Model represent the traffic demand on a given segment of the roadway network (i.e, the number of vehicles that desire to travel from point A to point B along a given roadway). In addition to the NOACA traffic data, supplemental daily trip estimates were forecasted for four redevelopment areas with the potential to contribute additional traffic to nearby roadways within the study area (Lakeview Terrace, Flats West Bank, Collision Bend, and Scranton Peninsula). This development information was combined with the baseline traffic data to generate revised 2040 traffic volume estimates along the roadways most directly impacted by redevelopment. Fundamentally, the 2040 daily estimates formed the basis of the traffic data set used for generating peak hour estimates, where the peak hour represents the single hour of a typical day with the highest traffic demand. While information for both daily and peak hour conditions is presented throughout this section, greater significance is placed on the peak hour results, which depicts a worst-case condition as all other hours of the day will generally experience lesser traffic demand. Thus, the 2040 ADT volumes were converted to peak hour estimates by assuming 10% of the ADT occurs during the peak hour. Level of service (LOS) and percent capacity were computed for each roadway segment, split out by the identified regions in the study area, for both the 2040 ADT and peak hour conditions. For reference, a comparison of NOACA’s 2020 ADT and 2040 ADT volume projections are included on the previous pages (Tables 1-4).

TABLE 5: PROPOSED REDEVELOPMENT AREAS

Area	Retail (sq. ft.)	Restaurant (sq. ft.)	Office (sq. ft.)	Hotel (rooms)	Residential (units)
Lakeview Terrace	N/A	N/A	N/A	N/A	1,300
Flats West Bank	N/A	30,000	20,000	N/A	650
Collision Bend	50,000	50,000	80,000	300	1,250
Scranton Peninsula	3,500	50,000	40,000	N/A	1,500

Comparisons of the 2040 data sets (both with and without redevelopment) have been generated for the purpose of showing the impact additional site development traffic may have on the capacity and operation of nearby roadways. The Institute of Transportation Engineers’ (ITE) Trip Generation Manual was used to estimate the site trips generated by the proposed land uses at each of the redevelopment areas based on the assumed land uses shown in Table 1. The following ITE land use codes were used to estimate the additional site trips generated by the redevelopment:

- *RETAIL - 820*
- *RESTAURANT - 932*
- *OFFICE - 710*
- *HOTEL - 310*
- *RESIDENTIAL - 221*

Because of the mixed-use nature of the identified redevelopment areas, a 15% reduction for internal trip capture was applied to the trip estimates. Additionally, based on data provided in the ITE Trip Generation Handbook, a 30% pass-by trip reduction was applied to retail trips and a 40% pass-by trip reduction was used for restaurants.

Tables 6-9 summarize and compare the percent capacity and level of service (LOS) that each roadway segment is operating at based on the tabulated traffic volumes. The percent capacity and LOS determinations for the 2040 ADTs are based on thresholds determined from the Transportation Research Board's Highway Capacity Manual and published by the Mid-Ohio Regional Planning Commission (MORPC) and are intended to depict projected reserve capacity available to support traffic demand increases associated with future redevelopment efforts in the Vision for the Valley study area. Similarly, the peak hour capacity and LOS results were derived using the Florida Department of Transportation's (FDOT) Quality/Level of Service Handbook lookup tables which are also based on the Highway Capacity Manual. The proportion of daily traffic in the peak hour has been assumed to be 10% of the higher ADT value (either 2040 ADT or 2040 ADT with redevelopment).

Entries in Tables 6-9 are color-coded based on the LOS performance, with green shading indicating a better LOS (C or better), yellow indicating LOS D, orange for LOS E and red indicating LOS F. Additionally, locations at or above 85% capacity for their projected LOS grade are noted in red text.

While redevelopment will increase daily traffic volumes on a number of roadways, no locations are projected to operate at worse than LOS D and only three roadway segments are anticipated to experience a reduction in daily level of service, from LOS C or better to LOS D, as a result of the increased trip-making associated with the site redevelopment areas on an ADT basis. Moreover, in terms of peak hour operating conditions, four roadway segments on 25th and 28th streets are projected to experience LOS F by 2040, with all other locations functioning at LOS D or better during peak periods of traffic demand. In general,

the current roadway network, from a motorized vehicle standpoint, is anticipated to operate at an acceptable level for most hours of the day to support the anticipated level of redevelopment outlined in Table 1 on the previous page. Shifts in mode choice over this planning horizon to year 2040 may influence vehicular travel demand over time; for example, through enhancements to bicycle and pedestrian infrastructure in the study area, an increase in active transportation may reduce motor vehicle demand on the roadways.

Appendix

TABLE 6: 2040 LOS COMPARISON FOR ROADS IN THE FLATS

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
Detroit Avenue:				
West of W. 54th Street	2	1,976 ADT LOS C or better (20%)	Negligible change.	198 vehicles LOS C or better (38%)
Between W. 54th Street and W. 49th Street	2	3,185 ADT LOS C or better (32%)	Negligible change.	319 vehicles LOS C or better (60%)
Between W. 49th Street and W. 45th Street	2	3,403 ADT LOS C or better (34%)	Negligible change.	340 vehicles LOS C or better (64%)
Between W. 45th Street and W. 38th Street	2	3,302 ADT LOS C or better (33%)	Negligible change.	330 vehicles LOS C or better (63%)
Between W. 38th Street and W. 32nd Street	2	2,750 ADT LOS C or better (28%)	Negligible change.	275 vehicles LOS C or better (52%)
Between W. 32nd Street and W. 28th Street	2	3,754 ADT LOS C or better (38%)	6,131 ADT LOS C or better (61%)	613 vehicles LOS D (58%)
Between W. 28th Street and W. 25th Street	3	5,609 ADT LOS C or better (56%)	7,392 ADT LOS C or better (74%)	739 vehicles LOS D (65%)
Herman Ave:				
West of W. 54th Street	1	2,535 ADT LOS C or better (25%)	Negligible change.	254 vehicles LOS C or better (92%)
Between W. 54th Street and W. 49th Street	1	3,319 ADT LOS C or better (33%)	Negligible change.	332 vehicles LOS D (59%)
W. 49th Street	2	420 ADT LOS C or better (4%)	Negligible change.	42 vehicles LOS C or better (9%)
W. 28th Street	3	11,866 ADT LOS D (79%)	12,460 ADT LOS D (83%)	1,246 vehicles LOS F
W. 25th Street:				
Between Division Avenue and Cleveland Memorial Shoreway ramp	3	5,040 ADT LOS C or better (50%)	14,547 ADT LOS D (97%)	1,455 vehicles LOS F
Between Cleveland Memorial Shoreway ramp and Detroit Avenue	5	13,386 ADT LOS C or better (67%)	22,893 ADT LOS D (65%)	2,289 vehicles LOS F

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
Division Avenue:				
Between River Road and W. 28th Street	2	446 ADT LOS C or better (4%)	743 ADT LOS C or better (7%)	74 vehicles LOS C or better (14%)
Between W. 28th Street and parking lot	2	278 ADT LOS C or better (3%)	3,112 ADT LOS C or better (31%)	311 vehicles LOS C or better (59%)
Between parking lot W. 25th Street	2	873 ADT LOS C or better (9%)	3,707 ADT LOS C or better (37%)	371 vehicles LOS C or better (70%)
River Road:				
Between Division Avenue and W. 25th Street	2	444 ADT LOS C or better (4%)	741 ADT LOS C or better (7%)	74 vehicles LOS C or better (14%)
Between W. 25th Street and Center Street	2	359 ADT LOS C or better (4%)	656 ADT LOS C or better (7%)	66 vehicles LOS C or better (13%)
Main Avenue:				
Between W. 25th Street and Center Street	4	3,205 ADT LOS C or better (16%)	6,085 ADT LOS C or better (30%)	609 vehicles LOS C or better (72%)
North of Center Street	3	1,506 ADT LOS C or better (15%)	4,386 ADT LOS C or better (44%)	439 vehicles LOS C or better (83%)
Winslow Avenue	2	88 ADT LOS C or better (1%)	1,048 ADT LOS C or better (10%)	105 vehicles LOS C or better (20%)
Center Street:				
West of Main Avenue	2	590 ADT LOS C or better (6%)	1,778 ADT LOS C or better (18%)	178 vehicles LOS C or better (34%)
Between Main Avenue and Winslow Avenue	2	1,374 ADT LOS C or better (14%)	2,562 ADT LOS C or better (26%)	256 vehicles LOS C or better (48%)
Between Winslow Avenue and Superior Avenue	2	1,473 ADT LOS C or better (15%)	2,661 ADT LOS C or better (27%)	266 vehicles LOS C or better (50%)
Lakeside Avenue	5	17,328 ADT LOS C or better (87%)	Negligible change.	1,733 vehicles LOS D (70%)
St. Clair Avenue:				
Between W. 10th Street and W. 9th Street	2	6,688 ADT LOS C or better (67%)	Negligible change.	669 vehicles LOS D (63%)
Between W. 9th Street and W. 6th Street	4	10,184 ADT LOS C or better (51%)	Negligible change.	1,018 vehicles LOS D (54%)
Between W. 6th Street and W. 3rd Street	5	12,002 ADT LOS C or better (60%)	Negligible change.	1,200 vehicles LOS D (48%)
Superior Avenue:				
West of W. 9th Street/Huron Road	4	17,803 ADT LOS C or better (89%)	18,051 ADT LOS C or better (90%)	1,805 vehicles LOS D (82%)
Between W. 9th Street/Huron Road and W. 6th Street	5	7,844 ADT LOS C or better (39%)	8,584 ADT LOS C or better (43%)	858 vehicles LOS C or better (87%)
Between W. 6th Street and parking lot	7	9,008 ADT LOS C or better (30%)	Negligible change.	901 vehicles LOS C or better (45%)
Between parking lot and W. 3rd Street	7	6,363 ADT LOS C or better (21%)	Negligible change.	636 vehicles LOS C or better (32%)
Robert Lockwood Drive	2	2,607 ADT LOS C or better (26%)	3,100 ADT LOS C or better (31%)	310 vehicles LOS C or better (59%)
W. 10th Street	2	1,967 ADT LOS C or better (20%)	Negligible change.	197 vehicles LOS C or better (37%)

Appendix

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
W. 9th Street:				
Between Lakeside Avenue and Johnson Court	3	7,205 ADT LOS C or better (72%)	Negligible change.	721 vehicles LOS D (68%)
Between Johnson Court and St. Claire Avenue	4	16,528 ADT LOS C or better (83%)	Negligible change.	1,653 vehicles LOS D (87%)
Between St. Claire Avenue and Superior Avenue	5	16,935 ADT LOS C or better (85%)	Negligible change.	1,694 vehicles LOS D (89%)
W. 6th Street:				
Between Lakeside Avenue and Johnson Court	3	7,026 ADT LOS C or better (70%)	Negligible change.	703 vehicles LOS D (66%)
Between Johnson Court and parking lot	3	3,463 ADT LOS C or better (35%)	Negligible change.	346 vehicles LOS C or better(66%)
Between parking lot and St. Claire Avenue	3	4,281 ADT LOS C or better (43%)	Negligible change.	428 vehicles LOS C or better (81%)
Between St. Claire Avenue and Superior Avenue	3	5,711 ADT LOS C or better (57%)	Negligible change.	571 vehicles LOS D (66%)
W. 3rd Street:				
Between Lakeside Avenue and St. Claire Avenue	4	9,545 ADT LOS C or better (48%)	Negligible change.	955 vehicles LOS D (50%)
Between St. Claire Avenue and Superior Avenue	4	6,294 ADT LOS C or better (31%)	Negligible change.	629 vehicles LOS C or better(56%)

TABLE 7: 2040 LOS COMPARISON FOR ROADS IN THE PENINSULA

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
Prospect Avenue:	3	6,412 ADT LOS C or better (64%)	Negligible change.	641 vehicles LOS D (60%)
W. Huron Road:				
Between Superior Avenue and W. 3rd Street	6	19,383 ADT LOS C or better (65%)	25,061 ADT LOS C or better (84%)	2,506 vehicles LOS D (66%)
Between W. 3rd Street and W. 2nd Street	6	16,268 ADT LOS C or better (54%)	21,946 ADT LOS C or better (73%)	2,195 vehicles LOS D (75%)
Between W. 2nd Street and Ontario Street	6	20,307 ADT LOS C or better (68%)	25,985 ADT LOS C or better (87%)	2,599 vehicles LOS D (83%)
Between Ontario Street and E. 6th Street	5	9,521 ADT LOS C or better (48%)	10,261 ADT LOS C or better (51%)	1,026 vehicles LOS C or better (92%)
Between E. 6th Street and Prospect Avenue	4	7,736 ADT LOS C or better (39%)	8,476 ADT LOS C or better (42%)	848 vehicles LOS C or better(100%)
Center Street	2	1,513 ADT LOS C or better (15%)	2,987 ADT LOS C or better (30%)	299 vehicles LOS C or better (57%)
Canal Road	2	1,229 ADT LOS C or better (12%)	5,180 ADT LOS C or better (52%)	518 vehicles LOS C or better (98%)
Ontario Street:				
Between Euclid Avenue and Prospect Avenue	4	11,138 ADT LOS C or better (56%)	11,633 ADT LOS C or better (58%)	1,163 vehicles LOS D (50%)
Between Prospect Avenue and Huron Road	6	18,039 ADT LOS C or better (60%)	18,534 ADT LOS C or better (62%)	1,853 vehicles LOS D (55%)
Between Huron Road and Eagle Avenue	7	32,494 ADT LOS D (72%)	36,195 ADT LOS D (80%)	3,620 vehicles LOS D (85%)

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
Between Eagle Avenue and Carnegie Avenue	9*	38,722 ADT LOS D (86%)	42,423 ADT LOS D (94%)	4,242 vehicles LOS D (74%)
W. 28th Street	2	12,203 ADT LOS D (81%)	Negligible change.	1,220 vehicles LOS F
W. 25th Street:				
Between Detroit Avenue and Church Avenue	5	11,638 ADT LOS C or better (58%)	16,986 ADT LOS C or better (85%)	1,699 vehicles LOS D (73%)
Between Church Avenue and Franklin Avenue	4	12,346 ADT LOS C or better (62%)	17,694 ADT LOS C or better (88%)	1,769 vehicles LOS D (81%)
Between Franklin Avenue and Vestry Avenue	5	11,033 ADT LOS C or better (55%)	16,381 ADT LOS C or better (82%)	1,638 vehicles LOS D (75%)
Between Vestry Avenue and Bridge Avenue	5	10,192 ADT LOS C or better (51%)	15,540 ADT LOS C or better (78%)	1,554 vehicles LOS D (56%)
Between Bridge Avenue and Carroll Avenue	4	5,773 ADT LOS C or better (29%)	11,121 ADT LOS C or better (56%)	1,112 vehicles LOS D (51%)
Between Carroll Avenue and Lorain Avenue	3	5,074 ADT LOS C or better (51%)	10,422 ADT LOS D (69%)	1,042 vehicles LOS D (98%)
Between Lorain Avenue and Gehring Street	3	3,543 ADT LOS C or better (35%)	8,297 ADT LOS C or better (83%)	830 vehicles LOS D (78%)
Franklin Boulevard	2	5,875 ADT LOS C or better (59%)	Negligible change.	588 vehicles LOS D (68%)
Franklin Avenue	2	1,412 ADT LOS C or better (14%)	Negligible change.	141 vehicles LOS C or better (27%)
Columbus Road:				
North of Franklin Avenue/Carter Road	2	1,469 ADT LOS C or better (15%)	4,026 ADT LOS C or better (40%)	403 vehicles LOS C or better (76%)
Between Franklin Avenue/Carter Road and Abbey Avenue	2	3,018 ADT LOS C or better (30%)	5,278 ADT LOS C or better (53%)	528 vehicles LOS C or better (100%)
Between Abbey Avenue and Willey Avenue	2	3,287 ADT LOS C or better (33%)	4,266 ADT LOS C or better (43%)	427 vehicles LOS C or better (81%)
Carter Road bridge	2	2,267 ADT LOS C or better (23%)	9,136 ADT LOS C or better (91%)	914 vehicles LOS D (86%)
Carter Road:				
Between Columbus Road and Carter Road bridge	2	240 ADT LOS C or better (2%)	3,182 ADT LOS C or better (32%)	318 vehicles LOS C or better (60%)
Between Carter Road bridge and Scranton Road	2	2,092 ADT LOS C or better (21%)	5,041 ADT LOS C or better (50%)	504 vehicles LOS C or better (95%)
Lorain Avenue:				
West of W. 25th Street	4	3,279 ADT LOS C or better (16%)	Negligible change.	328 vehicles LOS C or better (33%)
Between W. 25th Street and Gehring Street	5	4,929 ADT LOS C or better (25%)	5,424 ADT LOS C or better (27%)	542 vehicles LOS C or better (44%)
East of Gehring Street	5	6,409 ADT LOS C or better (32%)	6,904 ADT LOS C or better (35%)	690 vehicles LOS C or better (55%)
West of W. 3rd Street	4	6,449 ADT LOS C or better (32%)	6,944 ADT LOS C or better (35%)	694 vehicles LOS C or better (71%)

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
Abbey Avenue:				
Between Gehring Street and Columbus Road	3	2,240 ADT LOS C or better (22%)	Negligible change.	224 vehicles LOS C or better(42%)
Between Columbus Road and W. 20th Street	3	1,839 ADT LOS C or better (18%)	Negligible change.	184 vehicles LOS C or better(35%)
Between W. 20th Street and W. 14th Street	2	1,668 ADT LOS C or better (17%)	Negligible change.	167 vehicles LOS C or better(32%)
Scranton Road:				
South of Carter Road	2	2,217 ADT LOS C or better (22%)	5,166 ADT LOS C or better (52%)	517 vehicles LOS C or better(98%)
South of Abbey Avenue	2	2,552 ADT LOS C or better (26%)	5,501 ADT LOS C or better (55%)	550 vehicles LOS D (52%)

*LOS evaluated based on a 6/7-lane roadway; actual performance maybe better based on the increased number of lanes

TABLE 8: 2040 LOS COMPARISON FOR ROADS IN THE INDUSTRIAL VALLEY

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
W. 3rd Street:				
Between Canal Road and Literary Road	2	3,333 ADT LOS C or better (33%)	6,299 ADT LOS C or better (63%)	630 vehicles LOS D (59%)
Between Literary Road and Jefferson Avenue	2	910 ADT LOS C or better (9%)	3,136 ADT LOS C or better (31%)	314 vehicles LOS C or better (59%)
Literary Road:				
Between W. 7th Street and W. 5th Street	2	2,123 ADT LOS C or better (21%)	Negligible change.	212 vehicles LOS C or better (40%)
Between W. 5th Street and W. 3rd Street	2	2,443 ADT LOS C or better (24%)	Negligible change.	244 vehicles LOS C or better (46%)
Jefferson Avenue	2	1,432 ADT LOS C or better (14%)	Negligible change.	143 vehicles LOS C or better (27%)
Orange Avenue:				
Between Ontario Street and E. 14th Street	8*	22,818 ADT LOS C or better (76%)	Negligible change.	2,282 vehicles LOS D (50%)
Between E. 14th Street and E. 22nd Street	7	22,567 ADT LOS C or better (75%)	Negligible change.	2,257 vehicles LOS D (67%)
Between E. 22nd Street and Woodland Avenue	6	16,839 ADT LOS C or better (56%)	Negligible change.	1,684 vehicles LOS D (50%)
Broadway Avenue:				
Between E. 14th Street and US Post Office	4	1,276 ADT LOS C or better (6%)	Negligible change.	128 vehicles LOS C or better (13%)
Between US Post Office and E. 30th Street	4	2,020 ADT LOS C or better (10%)	Negligible change.	202 vehicles LOS C or better (21%)
Independence Road	2	295 ADT LOS C or better (3%)	Negligible change.	30 vehicles LOS C or better (6%)

*LOS evaluated based on a 6/7-lane roadway; actual performance maybe better based on the increased number of lanes

TABLE 9: 2040 LOS COMPARISON FOR ROADS IN THE STEELYARDS

ROAD NAME	# OF LANES	2040 ADT LOS (% CAPACITY)	2040 ADT W/REDEVELOPMENT LOS (% CAPACITY)	2040 PEAK HOUR VOLUME LOS (% CAPACITY)
Jennings Road:				
Between the Jennings Freeway ramps and Denison-Harvard Branch	3	5,867 ADT LOS C or better (59%)	Negligible change.	587 vehicles LOS D (68%)
Between Denison-Harvard Branch and Harvard Avenue	2	6,546 ADT LOS C or better (65%)	Negligible change.	655 vehicles LOS D (62%)
South of Harvard Avenue	3	7,774 ADT LOS C or better (78%)	Negligible change.	777 vehicles LOS D (90%)
Denison Avenue	4	13,923 ADT LOS C or better (70%)	Negligible change.	1,392 vehicles LOS D (73%)
Denison-Harvard Branch	4	11,009 ADT LOS C or better (55%)	Negligible change.	1,101 vehicles LOS D (58%)
Harvard Avenue:				
Between Jennings Road and Dennison Avenue	2	3,006 ADT LOS C or better (30%)	Negligible change.	301 vehicles LOS C or better (57%)
East of Dennison Avenue	4	7,236 ADT LOS C or better (36%)	Negligible change.	724 vehicles LOS C or better (85%)