



# BUILDING STRONGER NEIGHBORHOODS

## KINSMAN & CENTRAL NEIGHBORHOOD PLAN

MARCH 2016



## MISSION

TO EMPOWER CITIZENS, AND REVITALIZE BLIGHTED AND UNDERSERVED COMMUNITIES.

## VISION

TO BE A PREMIER COMMUNITY TRANSFORMATION AND CITIZEN EMPOWERMENT ORGANIZATION IN THE UNITED STATES,

**Timothy Tramble**, Executive Director

**Dr. Michael Schoop**, Board President

**Erick Rodriguez**, Report Design Lead

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## PREFACE

At the onset of the planning process, we endeavored to create realistic, workable strategies that are bold, aggressive, progressive, dynamic and sustainable for the short- and long-term. The Neighborhood Plan is consistent with the core values and guiding principles of our Organizational Strategic Plan and affirms our commitment to them. We are eager to work with community stakeholders in charting the direction for reinventing the Lower Kinsman and Central communities. We are committed to transforming the Lower Kinsman and Central neighborhoods into models for stakeholder driven hubs of innovative and equitable asset creation. Guided by community stakeholders, this plan represents our aspirations to develop and effectively execute viable solutions for concentrated poverty and blight. We hope to build a sense of excitement and pride around the plan, developing more grassroots partnerships with residents and other community stakeholders. We have a strong desire to tie physical development with human development. Therefore, as we implement this plan, we will address other spill-over consequences associated with economic disinvestment and poverty such as low workforce participation, low academic achievement, and community health disparities. Through the implementation of this plan, we will continue to serve as a convener, change agent, and resource to the community. We are Burten, Bell, Carr Development, Inc. (BBC).

Reflecting on where we were just eight years ago, Lower Kinsman had not witnessed new real estate development in over forty years. Since then, the work and accomplishments of many community partners have forged a favorable neighborhood identity. While it is never easy to establish new precedents, we realized the need to aim higher, reach further, and muster the same unyielding energy, passion, and commitment that drove the successful implementation of the prior neighborhood master plan completed in 2006. Consistent with our prior work, this plan introduces and welcomes nonconforming ideas vetted through a comprehensive community planning process. The scale of ambition for this 4.4-square-mile area demands creative and bold ideas exceeding conventional community development.

BBC will use this road map for neighborhood revitalization, building upon the real estate development activities in Lower Kinsman and Central within the last ten years. Our goal after planning is to not only build sustainable properties, but to also:

- 1.DEVELOP COMMUNITY ASSETS IN A WAY THAT SUPPORTS ECONOMIC OPPORTUNITY;
- 2.ADDRESS SAFETY WITHIN THE COMMUNITY;
- 3.ENHANCED PERCEPTIONS OF THE NEIGHBORHOODS;
- 4.BUILD THE ECONOMIC VITALITY OF THE NEIGHBORHOOD;
- 5.PROMOTE AND SUPPORT HEALTH & WELLNESS, AND EDUCATION OF OUR COMMUNITY; AND
- 6.BUILD SOCIAL FABRIC.



## PLANNING PROCESS

Burten, Bell, Carr Development, Inc. (BBC) engaged Brown & Associates Consulting Services, Wanix Architects and Ubiquitous Design Studio as planning facilitators. These consultants were charged with developing an extensive community outreach process. Techniques included analyzing solicited feedback, facilitating community meetings, and conducting public engagement activities to support the creation of the Neighborhood Plan for the Central and Kinsman neighborhoods. Brown & Associates Consulting Services carried out all outreach and engagement support services, while Wanix Architects and Ubiquitous Design Studio delivered architectural design services.

BBC leadership and staff advocated that the community engagement process must begin with soliciting the thoughts and opinions of community members residing or working in the Central and Kinsman neighborhoods. The feedback collected from community meetings, feedback message boards, surveys, and interviews with Lower Kinsman and Central community stakeholders were used to inform the elements of the physical improvement plan.

An Advisory Committee comprised of residents, elected officials, and business and community stakeholders from the Lower Kinsman and Central neighborhoods was created to provide guidance and input related to the physical improvement planning and community engagement process. The creation of an Advisory Committee further illustrated BBC's commitment to a bottom-up community engagement process.

Over a nine-month period, Brown & Associates Consulting Services, with the input of the planning team and the approval of the leadership and staff of BBC, completed three key tasks. First, the team conducted informant interviews with key City of Cleveland and community stakeholders to solicit their best thinking about the physical improvements needed in the Central and Lower Kinsman neighborhoods. Second, materials were designed and six information-seeking community meetings (three in Central, three in Lower Kinsman) were facilitated to solicit the thoughts and aspirations of community members. Finally, the team completed a comprehensive analysis of the information received from community meetings, advisory committee meetings, community surveys and key informant interviews to provide the planning team's architects with the information needed to develop several drafts and the final Neighborhood Plan.

The community engagement process was successful because it provided several opportunities for community members and other stakeholder to become involved in the process, offering their thoughts about physical and other community improvements. Those comments were used to develop the plan and are reflected in the final version of the plan.

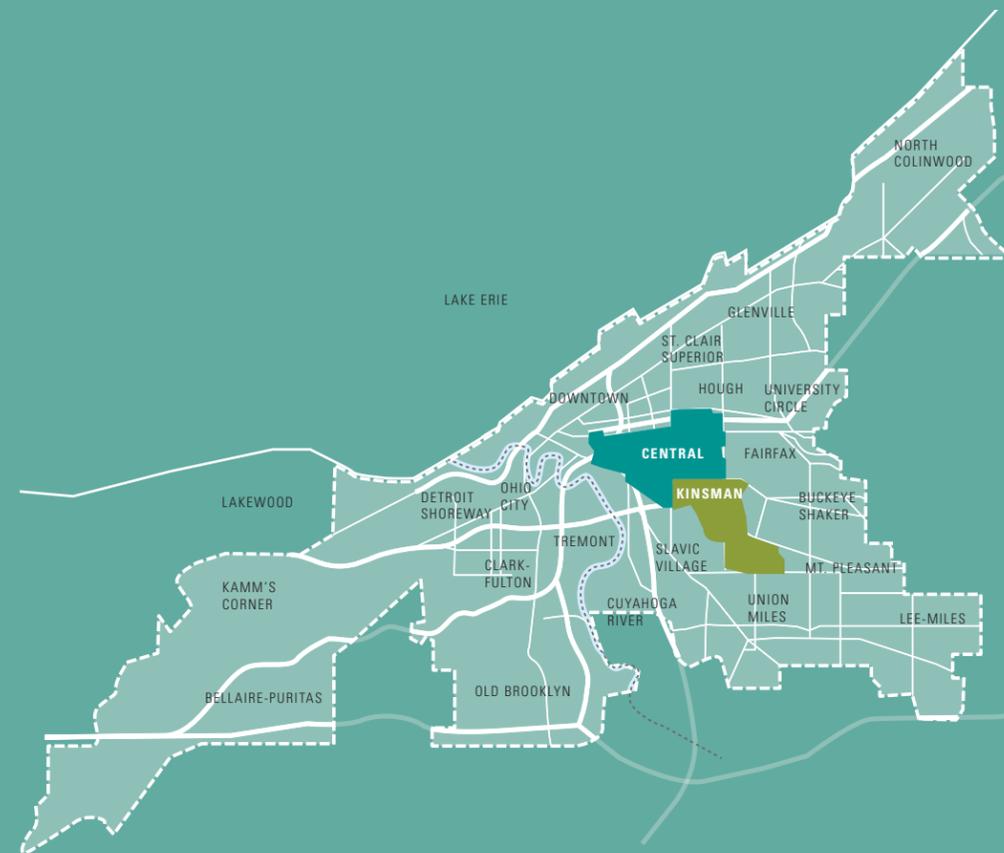
## THE CENTRAL NEIGHBORHOOD PLAN

Two decades ago, the Central neighborhood had Cleveland's most dilapidated, lowest valued housing. Since then, new housing in Central has been developed en masse, resulting in rising housing values among the highest in the city. BBC desires to continue this progression and complete the transformation of the Central community by further growing its residential market. The neighborhood plan looks to create a rich and diverse housing stock with existing single-family homes on residential streets and additional apartments and townhomes lining main streets. All future development will provide the density needed to support abutting retail and commercial nodes for a vibrant, walkable community and stable neighborhood economy.

BBC will build upon the momentum of the thriving housing markets in Central and Downtown while linking existing low- and middle-income residents to the adjacent bustling business districts of Uptown District, Health Tech Corridor, Campus District, Playhouse Square Theater District and the rest of Downtown Cleveland. Millions of dollars have been recently invested within a one-mile radius and enrollment at Cleveland State University and Case Western Reserve University (near Central's eastern border) are at their all-time highest rates. The influx of students and professionals has created a strong demand for viable alternative housing as existing housing costs in those areas are escalating at a rapid rate. Our planned development will satisfy that demand without displacing residents while remediating blight in severely depressed strips of land along our main corridors.

The development of dense housing along the main avenues of the neighborhood will serve as a bridge between the emerging neighborhood of Central and the business districts along its edges. Blight along main streets has long separated and disconnected the neighborhood from economic generators and commercial nodes. This extreme and deeply rooted disconnection has created visible walls of economic disparity, where there are long-standing stable enterprises on one side and long-standing high unemployment on the other.

The successful implementation of past neighborhood plans has revived the interior residential streets in Central. This plan aspires to revitalize the main streets in the community.



# CENTRAL PLAN

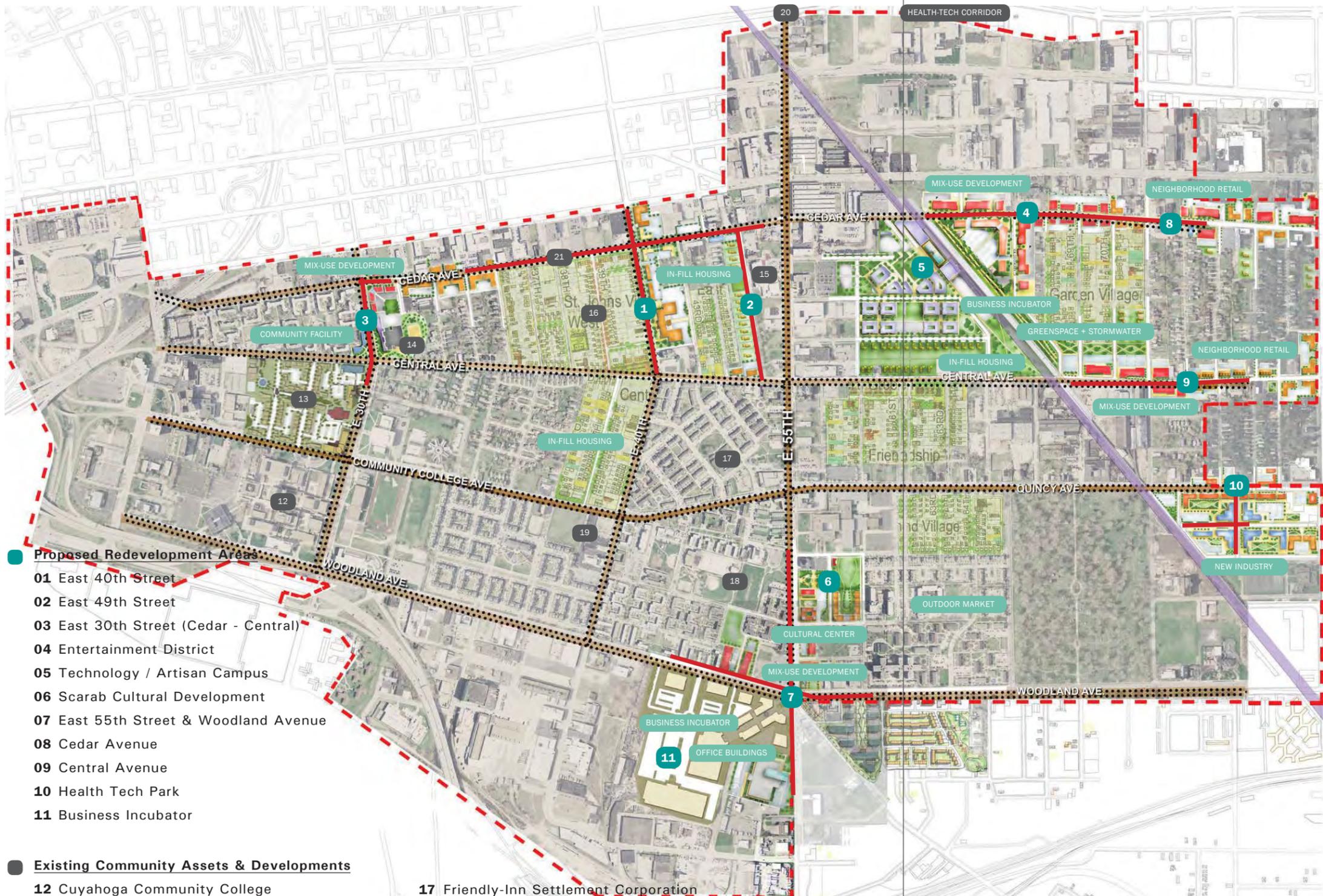


# CENTRAL NEIGHBORHOOD PLAN

## STRATEGIC PROJECTS

With the increased demand for lower-cost market rate housing near downtown, the Central neighborhood is ripe for continued real estate development. Our strategy consists of building needed neighborhood density with multi-family housing, which will in turn build the market for viable retail services and amenities. This housing will be designed for middle class families as lower-cost market rate housing alternatives to downtown apartments and CSU's campus housing, which both maintain occupancy rates at or above ninety-eight percent.

The neighborhood is well positioned to capture the spill-over market of the current inward migration to Downtown Cleveland and nearby business districts by its proximity to these areas, land availability, and its strong single-family housing stock along the side streets. Central is just a 15-minute walk from Playhouse Square and just a 10-minute walk to Cleveland State University. With extremely low vacancy rates in these nearby business districts and the fast-pace escalation of their residential housing costs, the development of Cedar Avenue is the perfect solution to a more affordable housing option. In the process of this revival, the backbone of a neighborhood, its working-class residents, will be replenished. It will surely lay the foundation for commercial development, and retail development, and ultimately will lead to progressive private investment, something that has been lacking in the Central community for decades.



### Proposed Redevelopment Areas

- 01 East 40th Street
- 02 East 49th Street
- 03 East 30th Street (Cedar - Central)
- 04 Entertainment District
- 05 Technology / Artisan Campus
- 06 Scarab Cultural Development
- 07 East 55th Street & Woodland Avenue
- 08 Cedar Avenue
- 09 Central Avenue
- 10 Health Tech Park
- 11 Business Incubator

### Existing Community Assets & Developments

- 12 Cuyahoga Community College
- 13 Central Choice - Cedar Extension
- 14 Marion-Sterling Elementary School
- 15 George Washington Carver Elementary School
- 16 St. Johns Village West
- 17 Friendly-Inn Settlement Corporation
- 18 Lonnie Burten Recreation Center
- 19 Arbor Park Place
- 20 Healthline Bus Rapid Transit
- 21 Cedar Avenue Road Improvements

# 01 EAST 40TH STREET

HOUSING DEVELOPMENT



## EAST 40TH STREET & CEDAR AVENUE

East 40th Street creates an opportunity to attract both young and seasoned professionals who want to live close to Cleveland's economic centers with considerably lower housing costs. High-quality market-rate multi-family housing could facilitate a soft transition and increase circulation between Central, Midtown, and Downtown Cleveland.

Salvaging and repurposing the former Central High School actualizes this opportunity. New townhomes in the vernacular of historic three-story brownstones preserves this historically significant structure. Design features include adding one-half-story entry stairs along the western sandstone façade and double-height living spaces within the interior. The gymnasium could be converted into a state-of-the-art fitness center and spa with the auditorium serving as a community center.

If repurposing the former Central High School is not feasible, homage can still be paid to the Cleveland landmark by creating new townhomes fronting East 40th Street. A portion of the former school's footprint can be used as a method of configuring the units. Also, at the rear of the site, single-family dwellings could complement newer housing built in the last fifteen years on East 43rd Street.

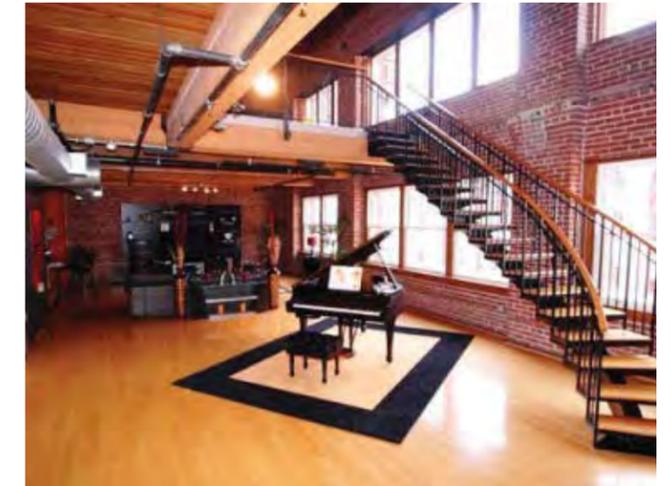
New rowhouses could be developed on the vacant land south of the Gateway Townhomes, located on the southeast corner of Cedar Avenue and East 40th Street. The new homes would be compatible in scale and material to the existing townhomes, but with a distinctive design.



SCHEME 1



View of Central High School. (June 2015)



Scheme 1 - Redeveloping the historic Central High School structure to introduce residential lofts.



SCHEME 2

Townhome buildings designed similar to existing townhomes could anchor both the northeast and southeast corners of Cedar Avenue and East 40th Street as well as the southwest corner of East 43rd Street and Cedar Avenue. These residences could establish a sense of balance and architectural completeness along Cedar Avenue.

Just north of the school conversion would be new townhomes that would be compatible in scale and materiality with the existing townhome development located on the southeast corner of Cedar Avenue and East 40th Street. Also, serving as a bookend to that same existing townhome development project would be another identical structure due east establishing a sense of balance and architectural completeness along Cedar Avenue. This mirroring strategy would be echoed at the northeast corner of Cedar Avenue and East 40th Street.

### KEY

- Multi-Family
- Townhouses
- Single-Family Homes
- Existing Townhouses

# 01 EAST 40TH STREET (CONTINUED)

HOUSING DEVELOPMENT



## EAST 40TH STREET & CARNEGIE AVENUE

The southeast corner of E 40th Street and Carnegie Avenue could be home to the first major residential development on Carnegie Avenue. The busy nature of Carnegie Avenue as a preferred east-west corridor for vehicular travel suggests higher-density mixed-use apartments or condominiums more suitable than single-family homes. The high visibility of the site along Carnegie and its critical location as the gateway to Central, calls for a well-designed structure. Retail or restaurants incorporated into the first floor design could serve residents and visitors.

This project could inspire additional multi-family housing along Carnegie Avenue on repurposed sites.



Street frontage proposed at E40th.

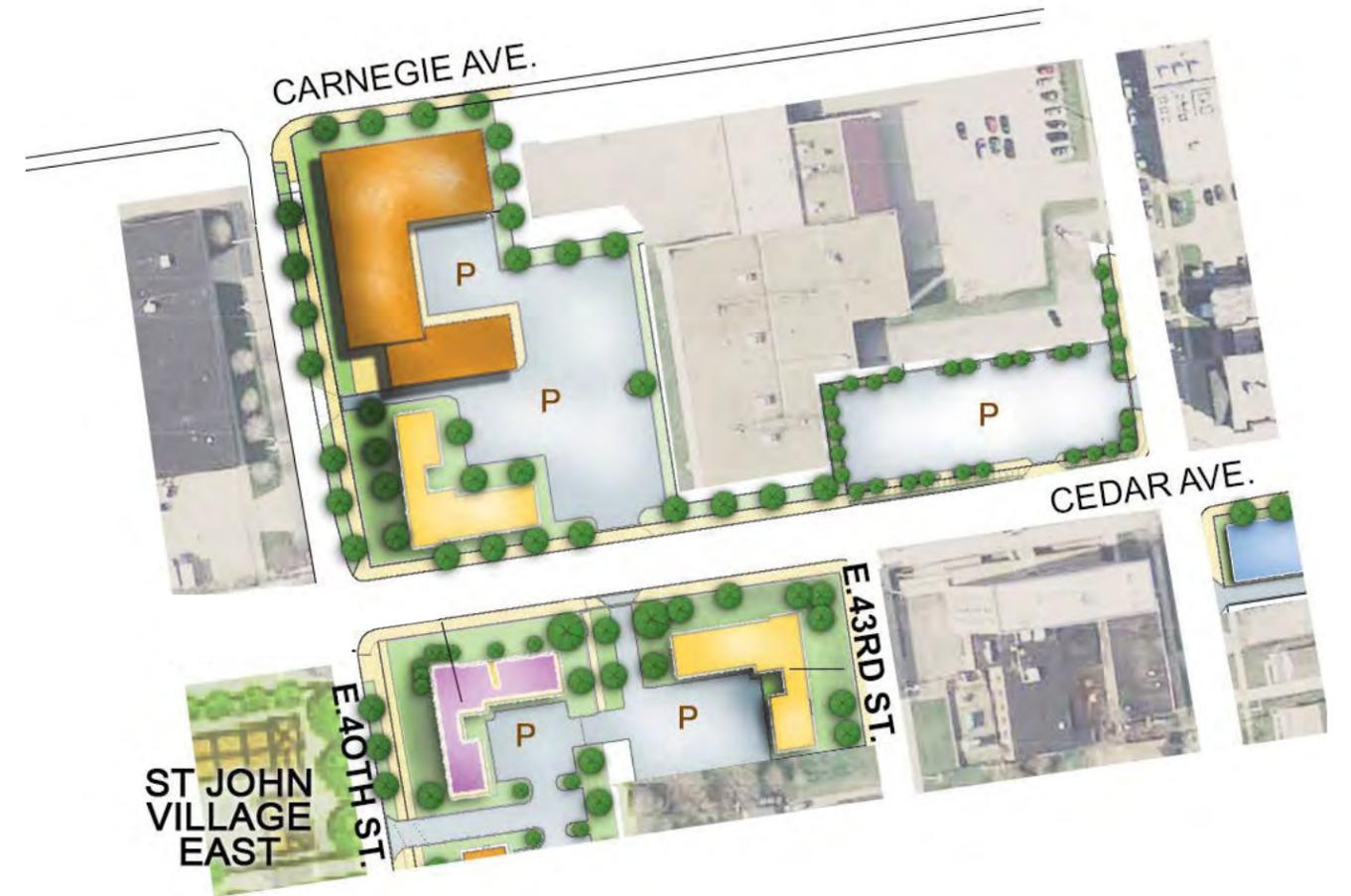


“The Urban Overlay (UO) District is established to foster a high level of design quality and walkability for Cleveland’s urban streets. The UO will do this by preserving and enhancing the architectural character of new and existing buildings, requiring pedestrian-oriented building features and protecting public safety by minimizing conflicts between vehicles and pedestrians.”  
- Cleveland City Planning, § 341.09



“Adding terraces and stoops outside the apartments can make it easier for tenants to sit outdoors, where they can both see and be seen.”

Cisneros, H. (1995). Defensible space: Deterring crime and building community.



Example of urban development that supports a walkable neighborhood. Protected outdoor areas sit slightly elevated from the sidewalk.

KEY

- Multi-Family
- Townhouses
- Single-Family Homes
- Existing Townhouses

## 02 EAST 49TH STREET

INFILL HOUSING

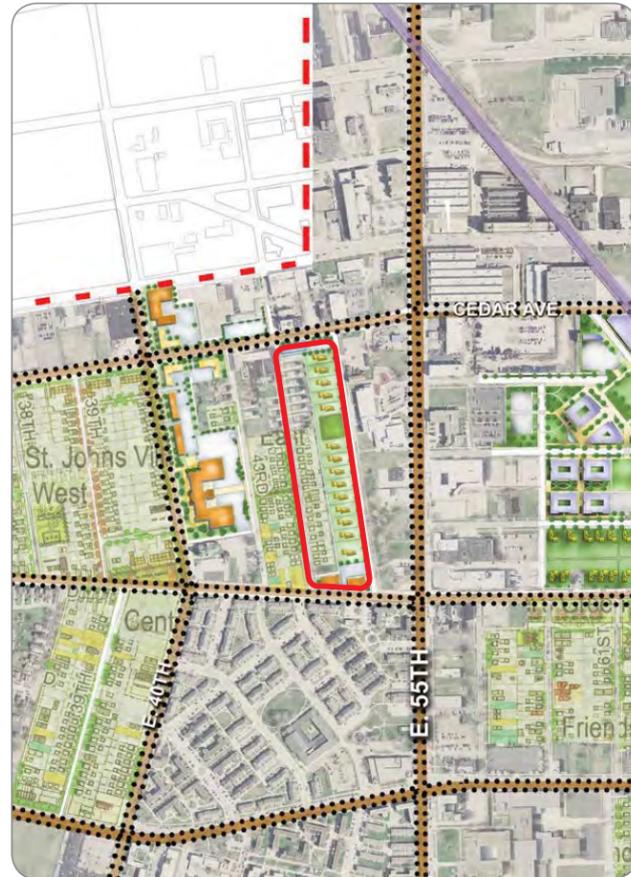


New-construction infill housing could transform East 49th Street between Cedar and Central Avenues into one of Central's most desirable streets. These housing units may appeal to families wanting to enroll their children in George Washington Carver STEM a K-8 school or for families whose kids already attend. These homes would be located directly across the street from George Washington Carver STEM and a short walk away from New Tech East and East Tech High School for students graduating from elementary school.

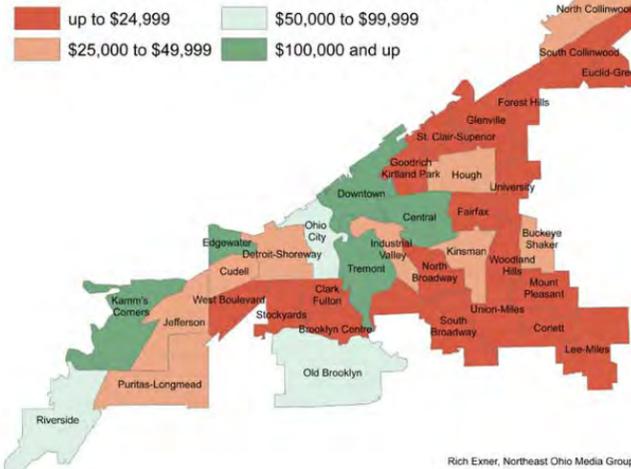
The proximity to East 55th Street and Cedar Avenue also affords parents access to preferred commuting routes.

Townhomes developed along Central Avenue between East 46th and East 49th Streets could take advantage of the prime location, offer a housing product different from single-family homes, and assist in repairing the fabric of Central's main streets.

The existing community garden could be preserved and redesigned to better fit within the context of the plan. The expanded garden can be used to provide a learning opportunity for students, grow fresh fruits and vegetables for neighborhood residents and hunger programs, and afford residents a fun, healthy outdoor activity.



### Median single-family home sales price 2014



In 2014, the median price of single family homes in Central was up to \$109,000 dollars. The neighborhood was among five Cleveland neighborhoods, that sold homes above \$100,000, which included Downtown, Tremont, Edgewater, and Kamm's Corner. Central is also the only eastside neighborhood to reach that sales price.

(Rich Exner, Northeast Ohio Media Group)



#### KEY

- Multi-Family
- Townhouses
- Single-Family Homes
- Existing Townhouses

### 03 EAST 30TH STREET

MIXED USE DEVELOPMENT



The intersection of East 30th Street and Cedar Avenue presents an outstanding development opportunity, especially at the southeast corner.

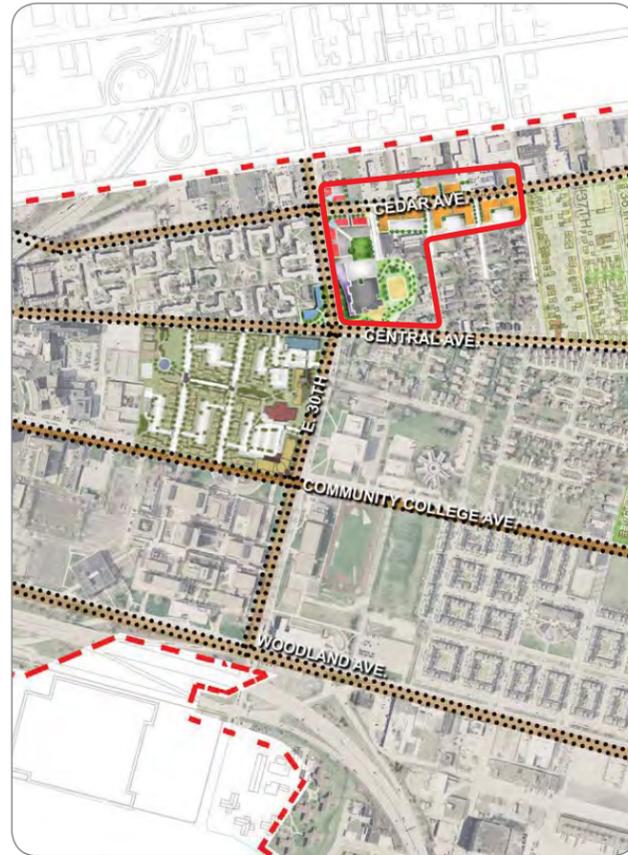
This location has strong multi-modal transportation linkages. Commuters utilize East 30th Street to travel to and from I-77 and I-90, Cuyahoga Community College Metropolitan Campus, Maingate District, Food Terminal District, and Downtown Cleveland. Cedar Avenue carries local traffic and overflow from Carnegie Avenue.

East 30th Street and Cedar Avenue has a WalkScore.com rating of 78 out of 100 ("Very Walkable"). With diverse land uses a short distance away and connectivity to transit most errands can be accomplished on foot. Walkscore.com confirms:

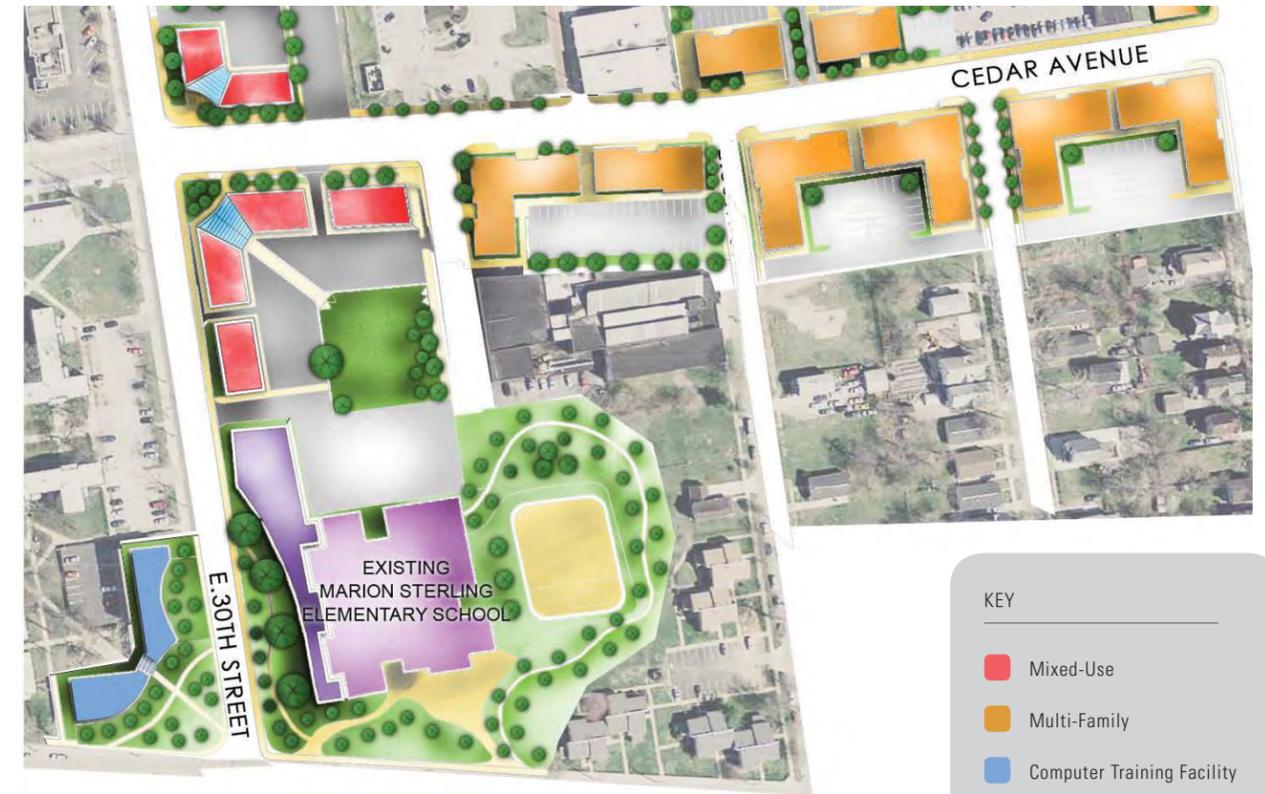
"East 30th Street & Cedar Avenue is a 19-minute walk from the Blue/Green/Waterfront Line Light Rail and the Red Line Heavy Rail at the East 34th station stop. Pedestrians may also easily access nearby parks, including Central Avenue Recreation Center, Grant Park and the Lonnie Burten Recreation Center."

The East 30th Street and Cedar Avenue intersection has two transit waiting environments. The #8 bus line service directly connects transit users to three of Cleveland's fastest growing districts: Public Square, Cleveland State University, and University Circle. Greater Cleveland's Health Line, a national model for bus rapid transit, is just a five-minute walk away.

From East 30th Street & Cedar Avenue, a cyclist could reach Downtown, Playhouse Square, Ohio City, or Tremont in less than twenty minutes.



The proposed development along Cedar Avenue would share similar qualities in scale (two to four stories) to this modern townhome development.



KEY

- Mixed-Use
- Multi-Family
- Computer Training Facility
- New Sterling Library Branch
- Existing School

Mixed-use multi-level development featuring ground-level retail and office, and residential on upper floors could anchor the northeast and southeast corners of Cedar Avenue. The buildings could be brought to the sidewalk, creating a hard urban edge along the thoroughfare. Off-street parking could be situated behind the building and hidden from the view of the street. Ideal end uses include a pharmacy to the north and a full-service grocery store. A strong customer base consisting of new and existing residents from Central; commuters; workers from Downtown Cleveland, Midtown, and Campus District; and, students from Cleveland State University and Cuyahoga Community College could create thriving businesses at this location.

Large-scale multi-family residential structures could also be developed east along Cedar Avenue. The scale of these structures could be compatible with both the new commercial structures to the west, and existing commercial and industrial structures to the north.

Recent plans completed by the Cleveland Public Library (CPL) and Cuyahoga Municipal School District (CMSD) call for replacement of the antiquated Sterling Branch and Marion Sterling Elementary, respectively. Both facilities could be grafted together so the new library and Marion Sterling Elementary School are physically connected to create a new integrated learning ecosystem.

A state-of-the-art computer training facility can be the crown jewel of this development scheme directly across East 30th Street to the west of the newly integrated Library and School. This training facility could sharpen computer skills for residents of all ages. Residents and visitors can gain specialized skills, such as writing code, to begin building careers in the tech industry, further paving the way for future economic growth within the community.



Community Gardening will be promoted as part extension to Marion Sterling.



The intervention at Marion Sterling proposes to create new facilities that promote physical activity.

## 04 ENTERTAINMENT DISTRICT

MICRO-BUSINESS INCUBATOR

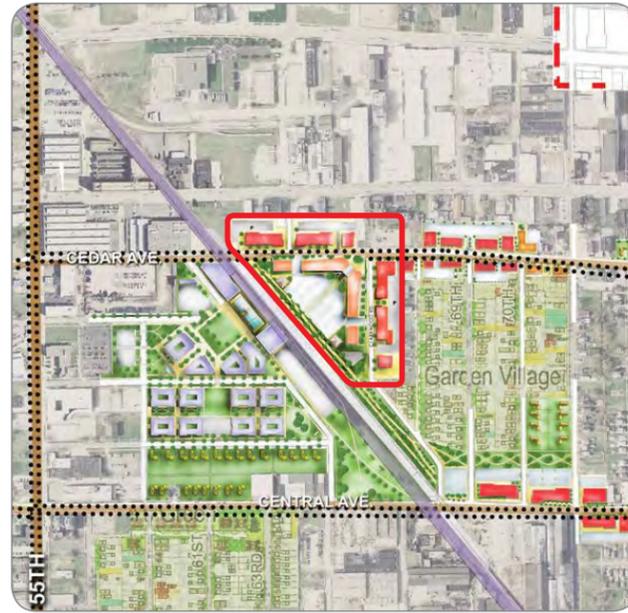


Residents and stakeholders were eager to see businesses that have typically located in suburbs and exurbs, such as Dave and Buster's or Sky Zone, open franchises in the core city in locations accessible to them.

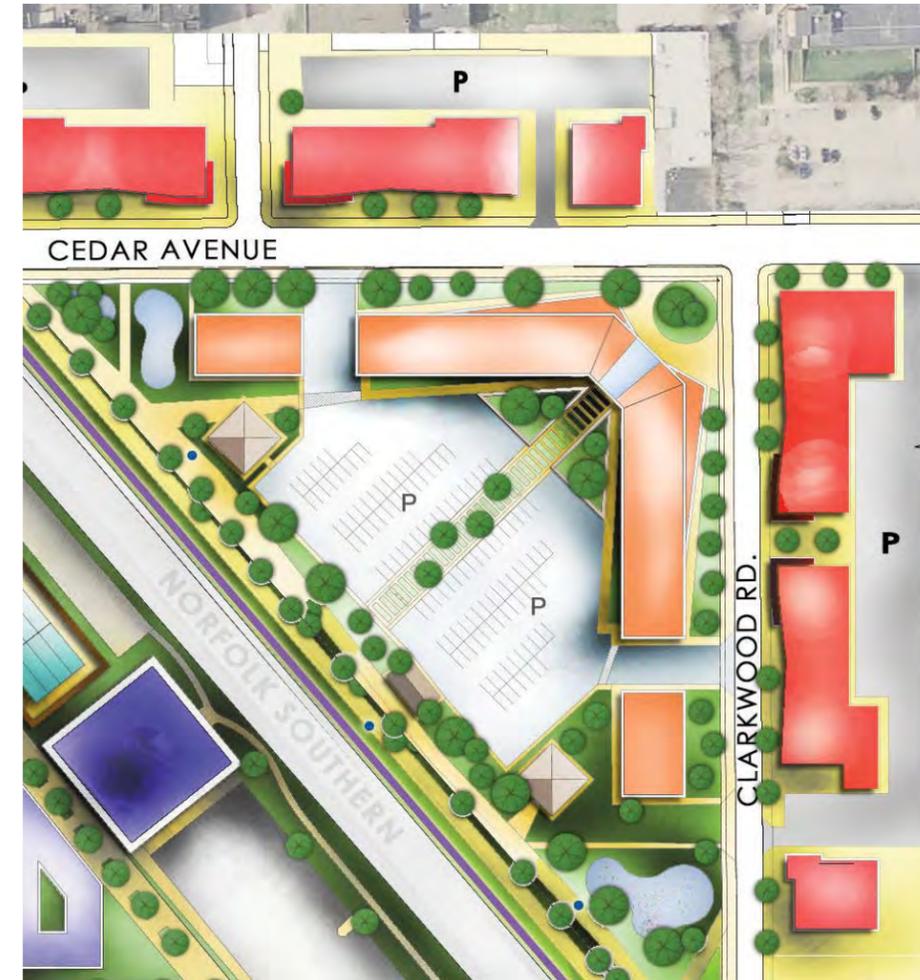
A substantial amount of land and parking would be required to house these destination facilities, which are commonly large in size and attract people from throughout the region.

The 8.76-acre industrial site at 2196 Clarkwood Road could be an adequate site for a regional retail and entertainment center. The site was previously occupied by a TRW Automotive facility, demolished after the company's exodus from the Central neighborhood. Environmental concerns are likely inhibiting development, but the City of Cleveland, Cuyahoga County, State of Ohio, and Environmental Protection Agency may be able to provide resources for assessment and remediation.

The site plan can be urban, with the commercial structure holding the street edges of the property. All surface parking could be internal to the site and obscured from street view to promote walkability and de-emphasize the automobile.



The plan calls for better use of underpasses created by rail lines traversing the neighborhood. Here is an example of using light under a bridge to create a safe walking environment and add visual interest.



KEY

- Mixed-Use
- Large-Scale Retail
- Green Infrastructure
- Artist Colony (See P.25)



## 05 TECHNOLOGY / ARTISAN CAMPUS

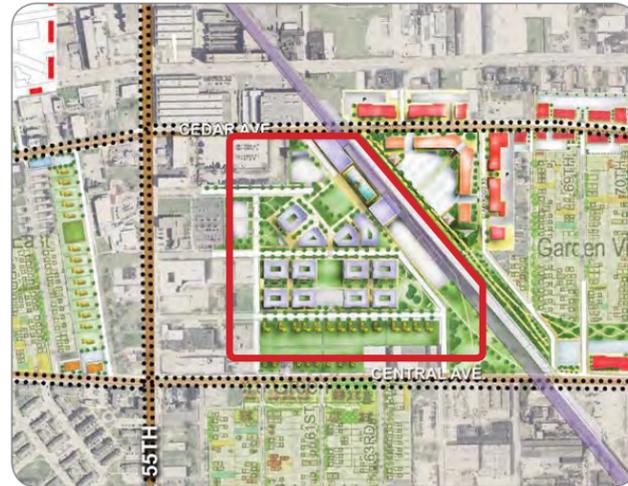
MICRO-BUSINESS INCUBATOR



This plan imagines the area bordered by Cedar and Central Avenues, East 55th Street, and Ashland Road, as a campus for established and startup businesses in the tech sector. The tech sector has experienced considerable growth and continues to gain momentum in Cleveland's Midtown Corridor and across Northeast Ohio. The Central Tech Campus can potentially capture overflow from Midtown and provide low-cost space to entrepreneurs eager to reap the benefits of being located in the Health Tech Corridor, but are priced out of the market. Major synergies can be realized when clustering a variety of tech businesses in a single location.

Additionally, the Central Tech Campus could bring employment opportunities to neighborhood residents, a theme repeated throughout the planning process. Establishing new businesses in the city's core reverses the urban sprawl trend that has been problematic to Northeast Ohio placing jobs in a location much more accessible to low-wage workers, and substantially reducing the transportation barrier to employment.

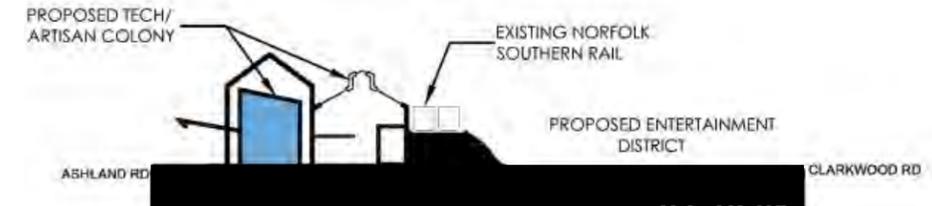
On the Poets Streets, the plan calls for new office buildings to be constructed along Hawthorne and Thackeray Avenues. Courtyards, greenspaces, water features, walkways, and parking can be shared among the tenants of all structures. The former Westinghouse Electric building can potentially be repurposed to become an artisan colony with live-work spaces, studios, apartments, and offices. Residents and tenants occupying upper floors can enjoy uninhibited views of Downtown Cleveland. The space between the north and south Westinghouse buildings can be used as an open-air courtyard. Ruins from the former structure, such as steel girders and masonry, can be incorporated into its design. A café with indoor and outdoor seating could capitalize on the robust daytime population.



Single-family dwellings can be developed between Central and Hawthorne Avenues. These homes can be marketed to employees of the new businesses, as more people are choosing to live closer to where they work.

Public art that portrays the path that thousands of African-Americans took from the South to Cleveland during the Great Migration can be installed along the Norfolk Southern train tracks on the east side of the site.

Neighborhood-scale green infrastructures could be incorporated into the plan as the method of treating stormwater on-site. Stormwater from the rooftop and parking pavement could be diverted from sewers into network of bio-swales and retention basins. Runoff could slowly percolate into the ground and ultimately help Lake Erie and other watersheds be cleaner. North East Ohio Regional Sewer District (NEORS) can help perform a preliminary analysis and review, as well as determine best practices and appropriate design of the stormwater control measures.



KEY

- Artist Colony
- Office Buildings
- Green Infrastructure
- Single-Family Homes



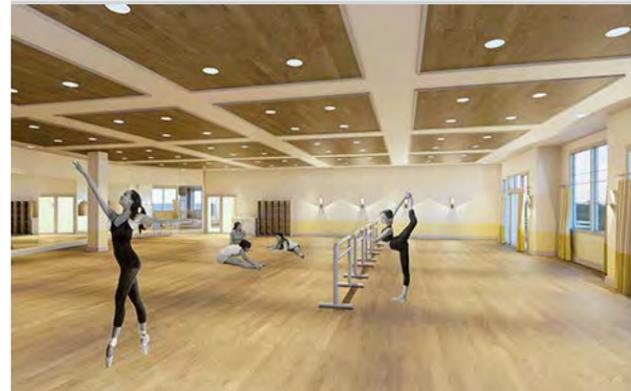
## 06 SCARAB CULTURAL DEVELOPMENTS

NEIGHBORHOOD ART, OUTDOOR MARKET & MIX-USE DEVELOPMENT



The Scarab Cultural Development proposed for the area immediately south of East Tech High School is comprised of four new community assets: a new amphitheater, open-air market, community park, and arts-centric mixed-use development.

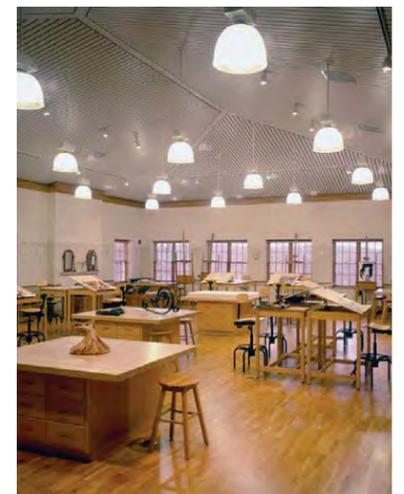
An amphitheater could offer a unique outdoor media venue by combining streetscape elements, surrounding buildings, and a vacant lot. The extensive uninterrupted wall of East Tech High School's auditorium could be used as a screen to project movies and show other media productions. Large audiences can view these productions from a well-manicured lawn on the south side of Scovill Avenue.



At the south end of the amphitheater, infrastructure could be installed to accommodate an open-air farmer's market or flea market. At designated times of the week, the market would create an opportunity to sell fresh produce and offer local vendors a space to sell crafts and homemade goods. Tents and other temporary structures could be used as refreshment stands when events are taking place in the amphitheater area.



A mixed-use development along East 55th Street could offer a combination of housing with street frontage dedicated to the arts, serving as the epicenter of cultural expression in the community with facilities supporting the production of the visual and performing arts. The Scarab Cultural Center could provide a venue to extend programming and extracurricular activities with a special focus in the arts and cultural history for youth.



## 07 EAST 55TH STREET & WOODLAND AVENUE

MIX USE DEVELOPMENT & PUBLIC SPACE



The northeast corner of the intersection of East 55th Street and Woodland Avenue could accommodate market-rate rental housing, addressing an unmet need in the neighborhood. This housing could attract a growing demographic of young professionals, a demographic that has seen considerable growth in recent years. Between 2011 and 2012, the city experienced an influx of young professionals between the ages of twenty-five and thirty-four, estimating an 11% population increase. A combination of new jobs, proximity to the Tri-C Campus, and new housing opportunities can provide residents with the infrastructure to attain new skills, improve their quality of life, and live in a healthier community.

The Reading Triangle Plaza can be built next to the Cleveland Public Library Woodland Branch to provide patrons an outdoor space for reading, programming and events. The community space can be creatively buffered from traffic and noise so that it is intimate, quiet, and peaceful. Lighting, landscaping, street furnishings, and public art can help create an inviting atmosphere.

The five-point intersection is not only one of the most heavily travelled in Cleveland, but also one of the most dangerous in the region. According to the Northeast Ohio Areawide Coordinating Agency, more than 300 car crashes occurred within the intersection between 2010 and 2014. At least one of these crashes was fatal. Short- and long-term improvements should be studied to reduce the incidence of collisions.

Trees, bus shelters, and places to sit could create a safer, more welcoming environment for pedestrians and buffers from the street.



“In its heyday in the late 1950s and early 1960s, the corner of Woodland and East 55th was, in the words of bluesman George Hendricks, “like another city—it was like New York.” Before Leo’s Casino had its storied run as a Motown stronghold on Euclid Avenue, Gleason’s Musical Bar was the anchor of what some called “Cleveland’s Harlem.”

By Adonees Sarrouh via ClevelandHistorical.org



An example mix-use development with minimal setbacks and large openings to create visual interest and encourage activity along the street edge.



### KEY

- Mixed-Use
- Multi-Family
- Reading Triangle Plaza
- Business Incubator



The Reading Triangle Plaza at East 55th would incorporate elements that are welcoming, playful, and for all ages. The image shows a playful landscape developed by STOSS landscape urbanism in Syracuse, New York.

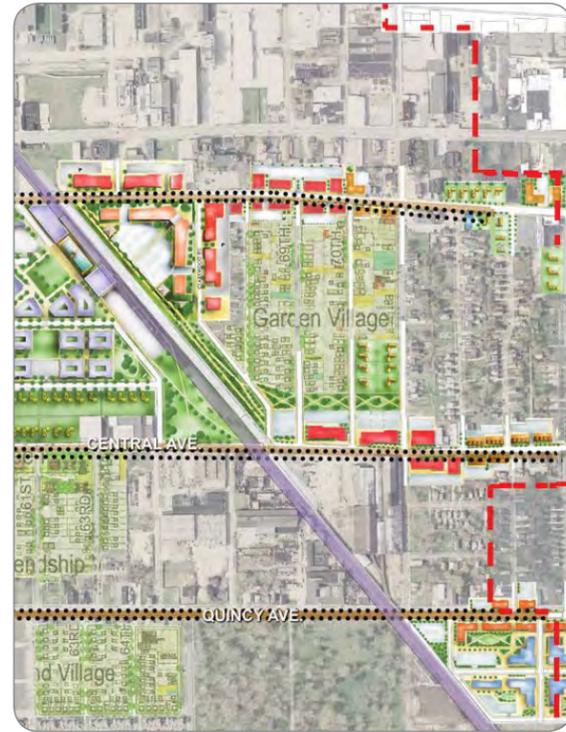
# 08 CEDAR AVENUE

HOUSING DEVELOPMENT



Throughout the planning process, Central residents expressed an interest in restoring Cedar Avenue to its original splendor as a thriving, lively, robust hub of community activity. It was a place where adults went out for a night on the town, listened to live jazz music, and celebrated special occasions with family and friends.

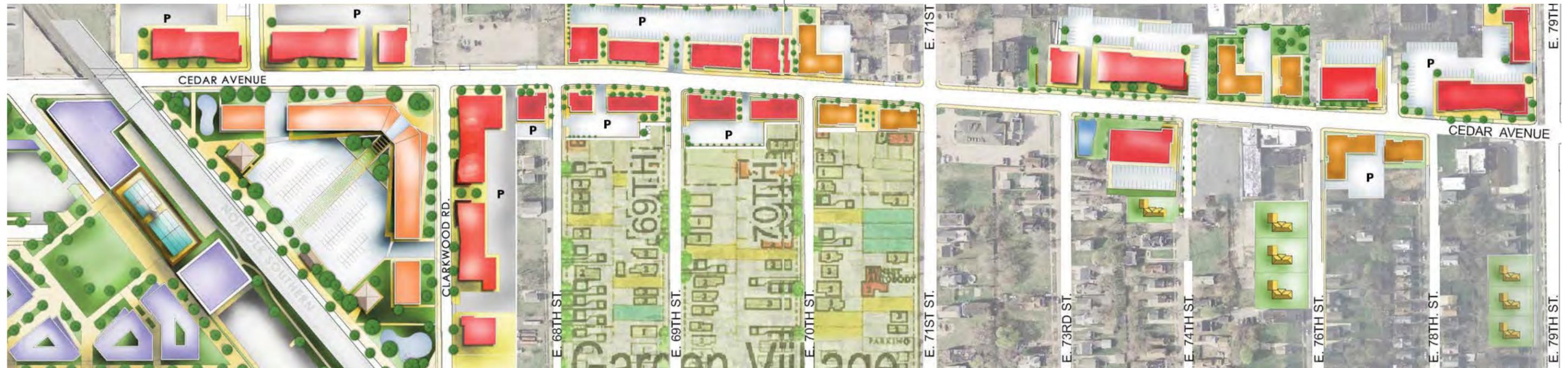
Cedar Avenue between East 55th and East 79th Streets can be cultivated as a traditional main street with a combination of housing and retail to recreate that place that many residents remember so fondly. Three- to four-story mixed-use development near the Clarkwood Rd. intersection could include businesses providing high-quality entertainment, shopping, and dining options on the ground level and apartments or condos on upper floors.



By design, frontages situated along Cedar Avenue with promote walkability and active living. Streetscape amenities such as outdoor seating and canopies will activate the street and encourage pedestrian activity. Places to plant trees may also be incorporated into the sidewalk, as trees provide shade and the desirable environmental benefits for the surrounding neighborhood. The plan would encourage neighborhood retail at approximately every quarter mile to create amenities within walking distance of residential units in close proximity to Cedar Avenue.

Townhomes and detached single-family homes can be developed further east to provide potential buyers with different housing options.

The major advantage to focusing real estate development activity along Cedar Avenue is its close proximity to the Health Tech Corridor. Residents of Cedar Avenue could enjoy access to world-class bus rapid transit service to Downtown Cleveland, Midtown, and University Circle within walking distance. Employees of these major employment hubs could live close to work and reduce their transportation costs and travel times. Similarly, the Midtown Corridor is underserved by retail. Businesses locating along this segment of Cedar Avenue can capitalize on a customer base comprised of people who work at nearby Carnegie and Euclid Avenue businesses, commuters, and neighborhood residents.

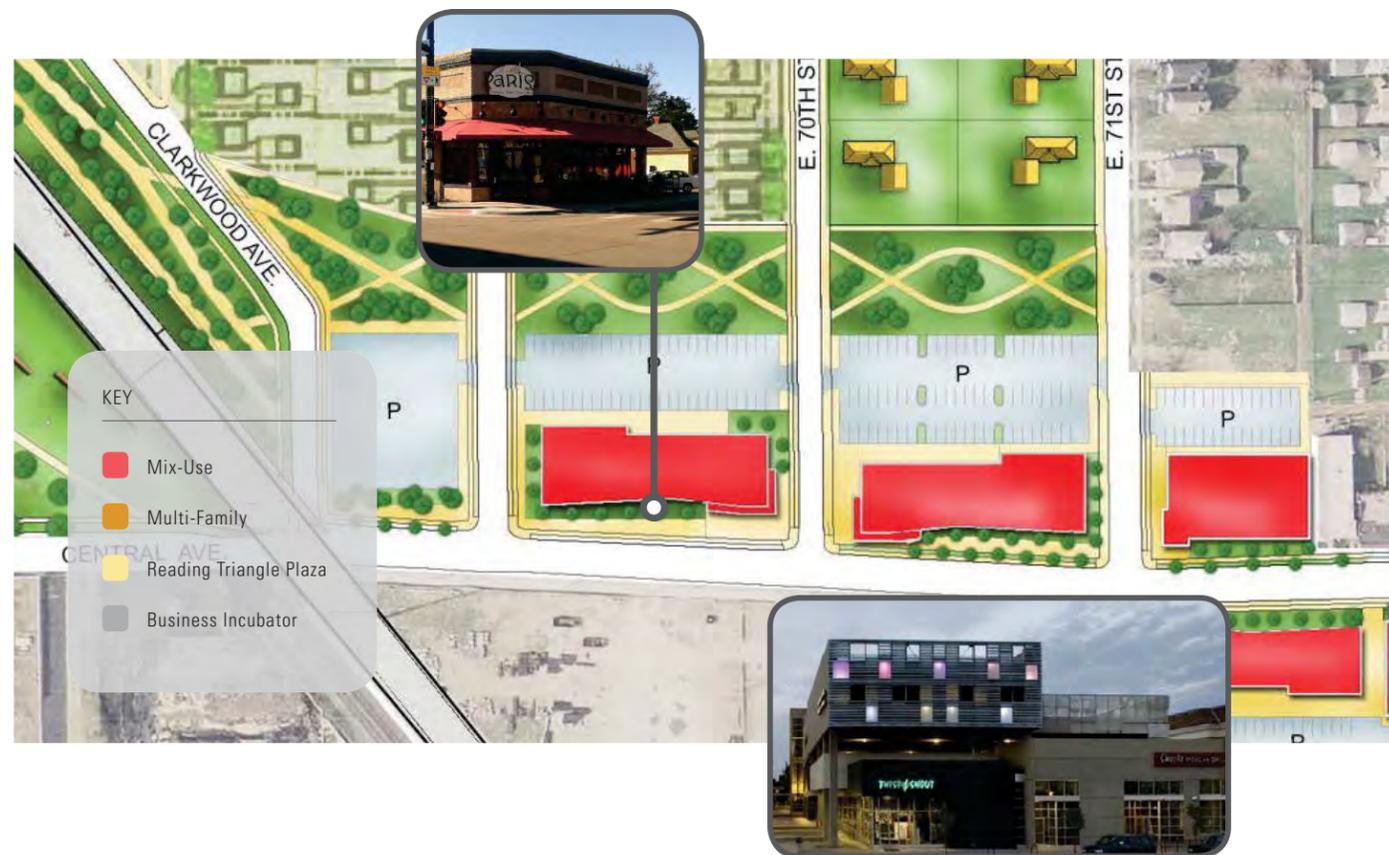
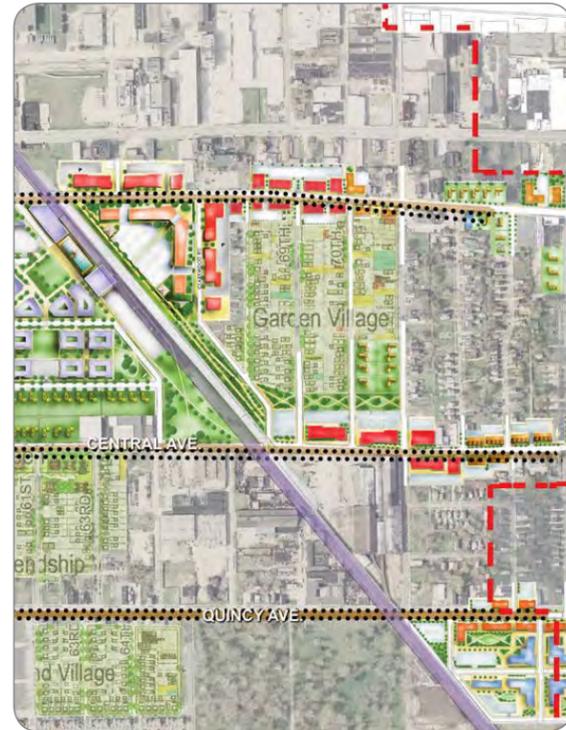


# 09 CENTRAL AVENUE

HOUSING DEVELOPMENT



The intersection of East 71st Street and Central Avenue could become a neighborhood hub for commercial development. Situating buildings along the street with minimal setback restores the fabric of Central Avenue and prioritizes people over cars. Here, smaller-scale businesses that fulfill a need – restaurants, fruit and vegetable markets, and barber and beauty shops – could thrive in this location. These merchants will enjoy a secondary market of employees from nearby industrial facilities.



Single-family homes could be developed on the former Giddings K-8 school site. The scale of the project would attract a critical mass of homebuyers. Graduates of the school may feel a connection to the site and be drawn to the prospect of housing there.

East of East 73rd Street, attached housing compatible with existing townhomes could bring density and design to the streetscape of Upper Central. Townhome condominiums could diversify the types of housing available in Central and attract homebuyers looking for something different from a single-family detached home. A target market could be young professionals.

### CENTRAL AVENUE & EAST 79TH STREET

Residents and stakeholders from both Central and Kinsman have identified housing for senior citizens a substantial need in both communities. To address that need and fulfill a high demand locally, one or more senior apartment buildings can be developed on the large vacant property at the northwest corner of East 79th Street and Central Avenue.

What makes this site ideal for senior housing is that a variety of social service, health, and recreation amenities are within walking distance of the site. This is especially important because a large number of adults age fifty-five or older do not have access to an automobile. Amenities include Quincy Place social service center and Langston Hughes Center, which hosts Senior Outreach Services, and Cleveland Clinic Community Health and Education Center. Additionally, nearby recreation amenities include Fairfax Recreation Center, with an aquatics facility, gymnasium, and weight room; and, the expansive Fairfax Park. Pedestrian treatments and traffic calming measures can make the walk between these amenities safer and more comfortable.

The site is reasonably well served by public transportation. A stop for the #2 bus line is located near the corner of East 79th Street and Central Avenue. The #2 provides direct access to Church Square and Steelyard Commons and connects to the Euclid Avenue Health Line and Red, Green, and Blue rapid transit lines. This stop does not currently possess a bus shelter to protect transit users, especially vulnerable populations, from the elements. The #8 (Cedar Avenue) and #11 (Quincy Avenue) bus lines are less than a quarter-mile from the site and travel directly to Downtown Cleveland, University Circle, St. Vincent Charity Hospital, Cuyahoga Community College, and Shaker Square.



# 10 HEALTH TECH PARK

MIXED USE DEVELOPMENT



The expansive area bordered by East 79th Street to the east, Cleveland Line railroad to the west, and Quincy and Stanton Avenues to the north and south, respectively, can be comprehensively transformed to include medical technical facilities, housing, and retail. The area is comprised of mostly vacant land and abandoned buildings. Two churches and one business are operating within the area.

The area was served by the MetroHealth Kenneth W. Clement Center for Family Health Care, which opened in 1976. The facility would serve residents of Central, Kinsman, and other nearby neighborhoods for slightly less than thirty years. Community members have lamented the loss of the facility, which closed in 2004 and has since remained vacant.



Because of the sheer size of the site and its proximity to the main campus, there is a tremendous opportunity to concentrate businesses that render goods or services to the Cleveland Clinic. Alternatively, the site could accommodate Cleveland Clinic facilities as the institution continues to seek strategic real estate opportunities in the Greater University Circle area. Both concepts coincide with residents and stakeholders' interest in having healthcare options within their own community and enterprises that create employment opportunities.



Continuing the emphasis on the neighborhood's main thoroughfares, the overall plan includes ground-floor retail with housing above on the second floor along Quincy Avenue. This housing will appeal to people who want to live closer to where they work and reduce transportation costs and commuting time. The retail element will serve hundreds of employees, residents, and visitors. Locating buildings adjacent to the public right-of-way will create a cohesive streetscape that is pleasant to travel by any mode of transportation.



Projects along Quincy Avenue will ideally include groundfloor retail and two to three stories of residential units, similar to the project depicted above. (Image by Marvil Way Pty Ltd)



# 11 BUSINESS INCUBATOR

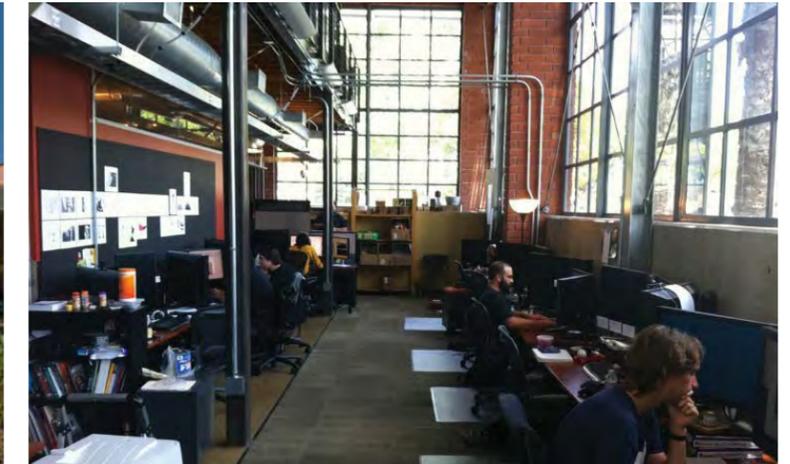
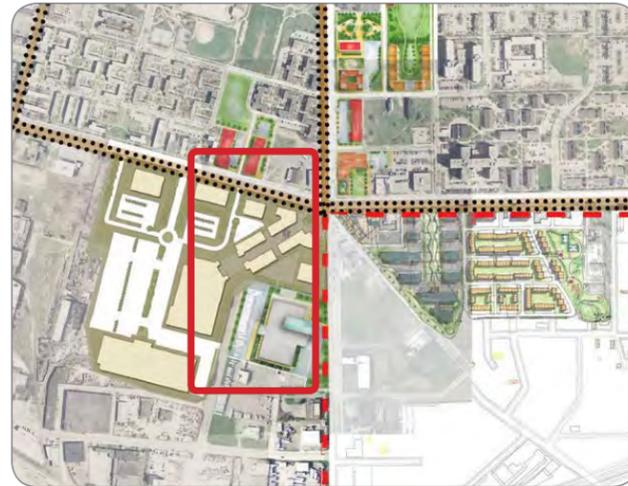
MIXED USE DEVELOPMENT



With its large swaths of vacant land and underutilized buildings, the southwest corner of the intersection of East 55th Street and Woodland Avenue is prime for major redevelopment.

The Ohio Farmers Building at 2700 East 55th Street could be adaptively converted into a state-of-the-art center for technological and business innovation. It could provide temporary office space to start-up businesses and emerging entrepreneurs both from within and outside of the neighborhood, as well as co-working space for members of the workforce who work from home. The advantage of such a facility would be that, since the space is fully furnished, businesses and entrepreneurs could focus substantially more of their resources and capital on creating or developing their product or service. Further, the synergies between participants sharing space could potentially inspire and lead to the birth of revolutionary ideas, all of which originate in the Central neighborhood. The facility also could be used for conferences and meetings, which may be appealing due to its accessible central location and planned development surrounding it.

In response to residents' requests for high-quality destination retail in the neighborhood, the surrounding site could be developed as an urban lifestyle center. The development could combine retail uses, a seasonal outdoor market, a cultural center, a hotel, and possibly some new housing. Unlike many suburban centers, this development could be designed to connect with the surrounding community, with integrated access for public transit, pedestrians, and automobiles.

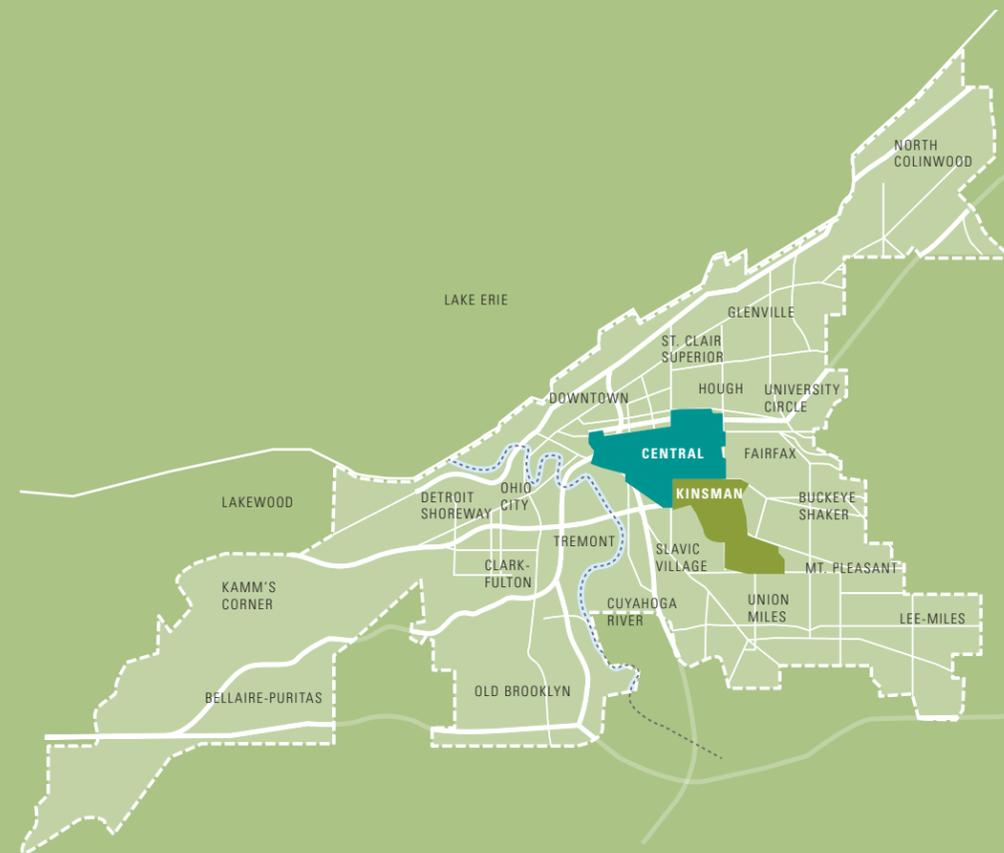


## THE KINSMAN NEIGHBORHOOD PLAN

BBC's strategy is to leverage the neighborhood's competitive location. Kinsman's proximity to job centers, Downtown and University Circle, by way of I-490, and future Opportunity Corridor makes it ideal for regional business. When Opportunity Corridor is completed, the lower section of Kinsman Road will serve as the only location in the city with a direct route to the two largest business districts in the region and the central pathway to southeast suburbs.

Additionally, Kinsman is well served by transit, with two rapid stations along East 79th Street and two major bus routes on Kinsman Road and East 79th Street. This coupled with Lower Kinsman's new, positive neighborhood identity has created momentum for new-age growth. Thematic to this growth is sustainable neighborhood transformation with concentrated elements of urban agriculture, local food production, and a variety of health and wellness activities.

Recently completed revitalization projects such as Bridgeport Café, the Urban Agriculture Innovation Zone, and Green City Growers Greenhouse have distinguished Lower Kinsman among Cleveland neighborhoods and created substantial excitement. The next wave of assets of attraction, like the Nature Center at Kingsbury Run and The Box Spot, will continue attracting more people to the community, increasing its marketability for private investment, and furthering its economic growth.



# KINSMAN PLAN

# KINSMAN NEIGHBORHOOD PLAN

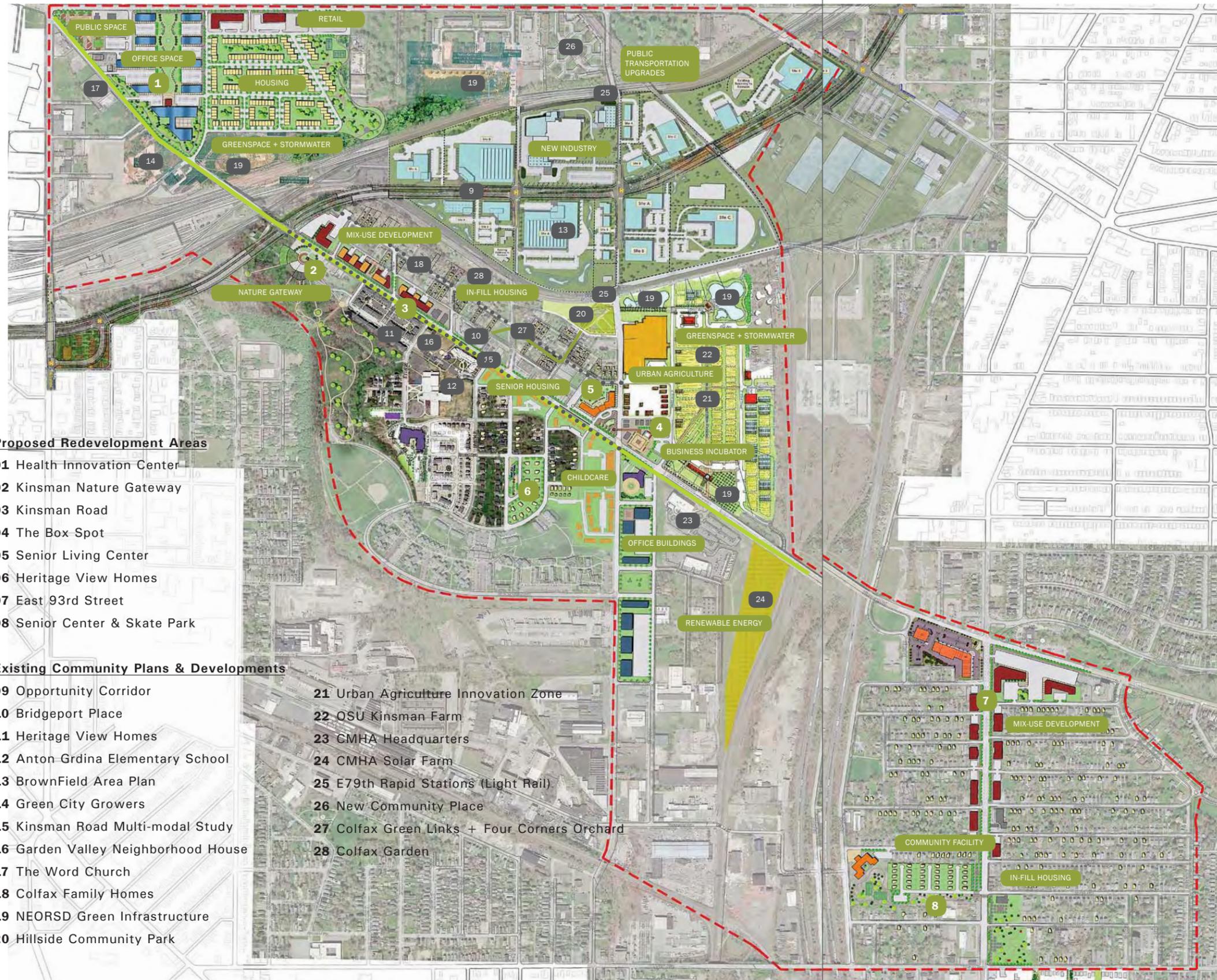
## STRATEGIC PROJECTS

While housing laid the foundation for revival in Central, commercial development will set the stage for revitalization in Lower Kinsman. The transformation strategy also includes a plan to rebuild a progressive housing stock. The goal is to sustain quality living conditions for the poor, aging seniors, and working families. The process has taken flight with the development of Heritage View Homes, the redevelopment of Garden Valley Estates.

As the neighborhood in Cleveland with the highest levels of poverty, proposed housing developments aim to lure and accommodate the working class. The plan supports the advancement of existing families through the creation of economic mobility housing, homes ideal for families with growing income as a result of career growth opportunities. As a result, there is a concerted effort to ensure “opportunity” within the Opportunity Corridor for current residents of the community.

At the core of the plan is the build out of Kinsman Road from E 55th Street to E 93rd Street. The Nature Center will serve as the gateway to the Lower Kinsman neighborhood from Opportunity Corridor. It will also connect the broader community to the untapped asset of Kingsbury Run, a densely vegetated green oasis rich in plant and animal diversity including deer, hawks, rabbits, wild turkeys, and more. The Nature Center presents a learning campus for ecology, biology, earth science, and agriculture – disciplines needed to strengthen STEM education for youth and adults.

The strongly noted entrepreneurial aspirations of residents will be supported in part through The Box Spot concept. Shipping containers will be retrofitted to serve as self-contained offices and retail spaces acting collectively as a commercial node for micro-enterprises.



### Proposed Redevelopment Areas

- 01 Health Innovation Center
- 02 Kinsman Nature Gateway
- 03 Kinsman Road
- 04 The Box Spot
- 05 Senior Living Center
- 06 Heritage View Homes
- 07 East 93rd Street
- 08 Senior Center & Skate Park

### Existing Community Plans & Developments

- 09 Opportunity Corridor
- 10 Bridgeport Place
- 11 Heritage View Homes
- 12 Anton Grdina Elementary School
- 13 BrownField Area Plan
- 14 Green City Growers
- 15 Kinsman Road Multi-modal Study
- 16 Garden Valley Neighborhood House
- 17 The Word Church
- 18 Colfax Family Homes
- 19 NEORS Green Infrastructure
- 20 Hillside Community Park
- 21 Urban Agriculture Innovation Zone
- 22 OSU Kinsman Farm
- 23 CMHA Headquarters
- 24 CMHA Solar Farm
- 25 E79th Rapid Stations (Light Rail)
- 26 New Community Place
- 27 Colfax Green Links + Four Corners Orchard
- 28 Colfax Garden



# 01 HEALTH INNOVATION CENTER

MEDICAL FACILITIES, HOUSING & GREEN INFRASTRUCTURE



With vast amounts of vacant land, the Health Innovation Center could be built in the Beaver neighborhood. The Health Innovation Center would anchor the economic redevelopment of lower eastside neighborhoods with job growth and high-quality healthcare facilities. The clinical services and primary care would help alleviate the health disparities for a low-income population.

New housing is also a critical component of the redevelopment plan. The sites east of the health care campus would create a residential community with approximately 200 townhomes. The dense development is designed to be a resource-efficient reuse of land, reducing project costs, and conserving energy. Additionally, the new townhomes will support demand for public transportation and commercial development.

Moreover, the adjacency to regional transit arterials like Kinsman Road and Woodland will provide direct access to communities in the surrounding areas. The campus will be within walking distance of many households that would benefit from service jobs and entry-level training programs.

A new public space at the five-point intersection will create a vibrant gathering space for the community. The introduction of native vegetation, trees, site furnishings, and improved pedestrian linkages would enhance walkability by buffering residents from the high volume traffic. The proximity to the Woodland Library Branch would offer an inviting space to sit and read. Open spaces could give the surrounding churches and community groups an area to host outdoor events and space that will be highly visible and attract visitors from across the region.



Quality green space is also critical to making the campus and surrounding areas beneficial to the health and well-being of residents. The campus will provide a large central green space and a 30-foot-wide naturalized sidewalk along Kinsman to alleviate the negative effects of impervious surfaces on the street and from parking lots. The naturalized pathway will connect the campus and the adjacent homes to the proposed Woodland Green Infrastructure project. The project is planned to hold 8.1 million gallons of combined sewer overflow (CSO) from entering the lake during major storm events. The greening of these spaces will alleviate both the pollution of the lake, the existing brownfield conditions, and the carbon emissions that affect the quality of air. The valuable green space will be within a 5-minute walking distance of the Nature Center site.



- 1 Outdoor Reading Space
- 2 Office Campus
- 3 Health Innovation Center
- 4 Greenspace Connection
- 5 Townhomes
- 6 Heritage View Homes
- 7 Greenspace Connection between NEORSD Projects



The Cleveland Public Library 150 Community Vision Plan calls for improved pedestrian linkages to the Woodland Library Branch.

(Plans by Cleveland Urban Design Collaborative)



Aerial of the proposed triangular plaza at Woodland Avenue and Kinsman Road. The Health Innovation Campus and residential developments are also shown just beyond the library building.

## 02 GATEWAY TO NATURE

URBAN NEIGHBORHOODS & NATURAL ENVIRONMENTS



The Kingsman Nature Center can transform the undeveloped Kingsbury Run Valley into a thriving ecological landscape that serves communities with a direct link to nature in their backyard.

The Nature Center proposes a new paradigm for the discovery and conservation of nature within urban areas. The network of pathways and facilities would offer the community a range of recreational opportunities and educational programming, emphasizing the regional significance of watersheds, wildlife, trees, and the impacts of a changing climate. This facility would sit atop the valley connected by a network of pathways between it, the neighborhood streets, and the natural surroundings. The proposed facility would incorporate ecological building practices and strategic design interventions to enhance the experience of the natural ecosystem. The nature center will harness unique opportunities to collaborate with artist, ecologist, and community residents alike to frame a new relationship between urban and natural surroundings.

The vision requires qualified expertise and management to make this one of a kind facility a reality. For over a century, the Cleveland Metroparks has become one of the premier nature preserves across the country and would be the ideal partner. The Metroparks has a proven track record of creating high-quality centers, anchoring the network of parks that many identify as the "Emerald Necklace." Through these facilities, the Cleveland Metroparks has created highly interactive and inspiring indoor-outdoor learning environments that encourage healthy lifestyles, community identity, and restoration of natural ecosystems. The accessibility of the proposed Kingsman nature facility would mitigate the transportation barriers for visiting Metroparks for residents that primarily rely on transit.

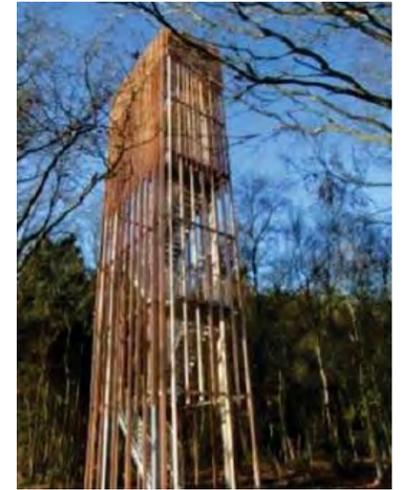


Map showing the location of the proposed Kingsman nature center relative to other Metropark facilities.

● Existing ● Proposed



The schematic site plan above shows the potential for community access to Kingsbury Run. The plan highlights potential connections between existing and proposed development sites.



### 03 KINSMAN ROAD

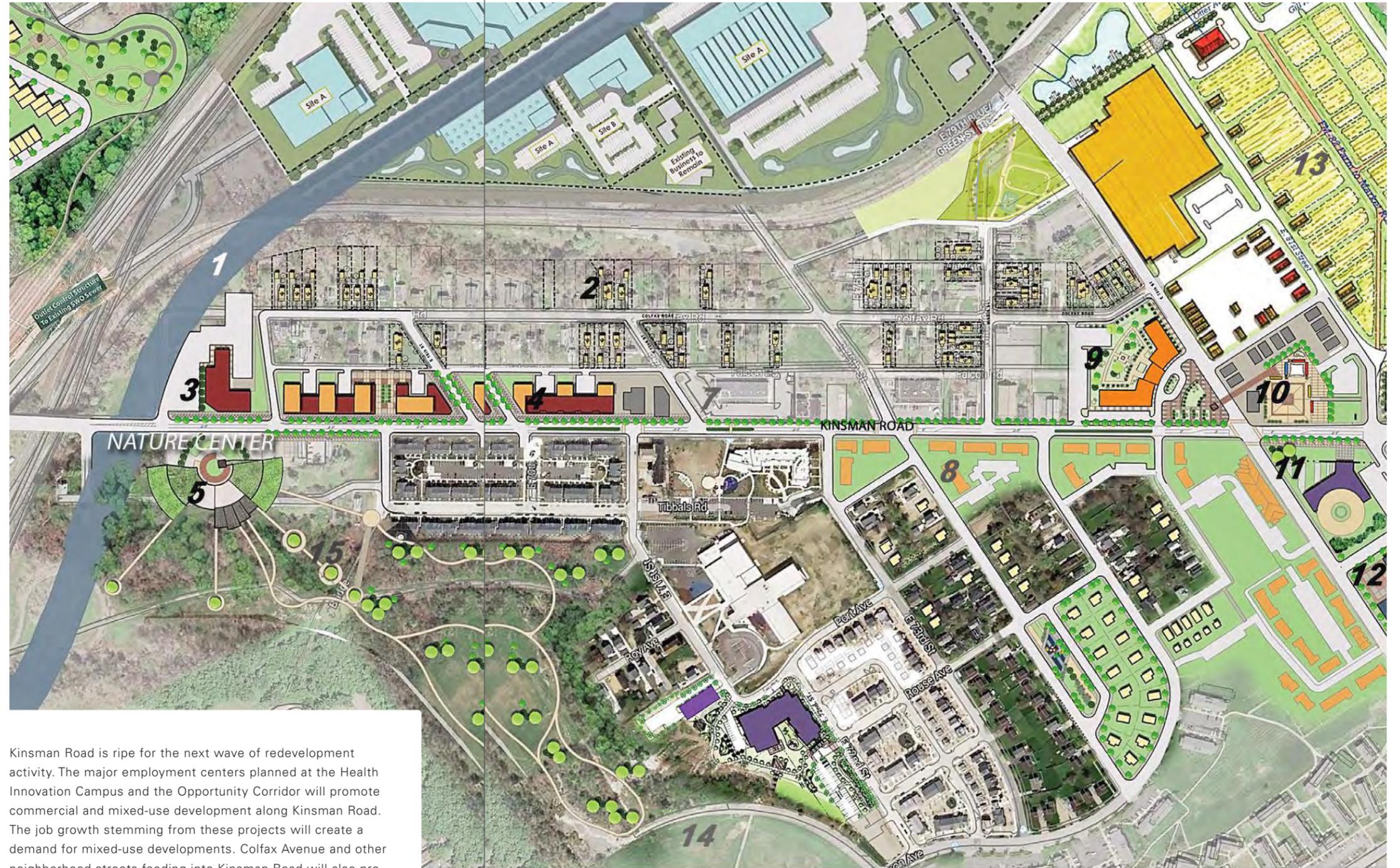
CONNECTING COMMUNITY ASSETS



Kinsman Road remains the most important thoroughfare in the neighborhood with its namesake. Over the last decade, millions of dollars has been invested in redevelopment projects including Bridgeport Place, Green City Growers Greenhouse, the Urban Agriculture Innovation Zone, Cuyahoga Metropolitan Housing Authority, and Heritage View Homes.

Bridgeport Place has become a hub of community connectivity along Kinsman Road. As the first major development in over 40 years, the project strategically addresses the needs for quality gathering space, educational programming, and neighborhood retail. Within the last decade, the project has been used to build a robust core of on-site amenities to serve the community. The creation of spaces like Bridgeport Café, the Cleveland Public Library Garden Valley Branch, and CornUcopia Place (a community teaching kitchen) are enabling residents to live healthier lifestyles and feel a part of a vibrant community. However, a new building is not a comprehensive solution. The development is part of a network of projects and programs that extend beyond the building and promote connectivity between the places where people live, work, and play.

The Heritage View Homes redevelopment of Garden Valley Estates by CMHA, is a \$100 million project that replaced approximately 628 units of the antiquated public housing with 350 new townhomes, apartment units, and single-family homes. In 2011, BBC worked with the Evergreen Cooperatives to conduct a land assembly and development of a ten-acre site for the social enterprise Green City Growers, a commercial hydroponic green house that cultivates fresh lettuce and creates quality paying local jobs in the neighborhood. As a whole, the physical redevelopment has been strategically aligned to serve residents most basic needs of accessing quality homes, new jobs, and healthy foods.



Kinsman Road is ripe for the next wave of redevelopment activity. The major employment centers planned at the Health Innovation Campus and the Opportunity Corridor will promote commercial and mixed-use development along Kinsman Road. The job growth stemming from these projects will create a demand for mixed-use developments. Colfax Avenue and other neighborhood streets feeding into Kinsman Road will also promote economic diversity that will sustain the creation of new grocery stores, restaurants, and financial services. The density of the development and well-design streetscape will generate an active urban lifestyle in the area and also increase safety and create an inviting place for residents.

- 2 In-Fill Housing
- 3 Retail
- 4 Mixed Use Development
- 5 Nature Center
- 7 Bridgeport Place
- 8 Heritage View Homes - Phase II
- 9 Senior Living Center
- 10 Box Spot
- 12 Office / Light Industry
- 13 Urban Agriculture Innovation Zone
- 14 Recreational Area
- 15 Sideway Bridge

# 04 OPPORTUNITY CORRIDOR

## NEW INFRASTRUCTURE

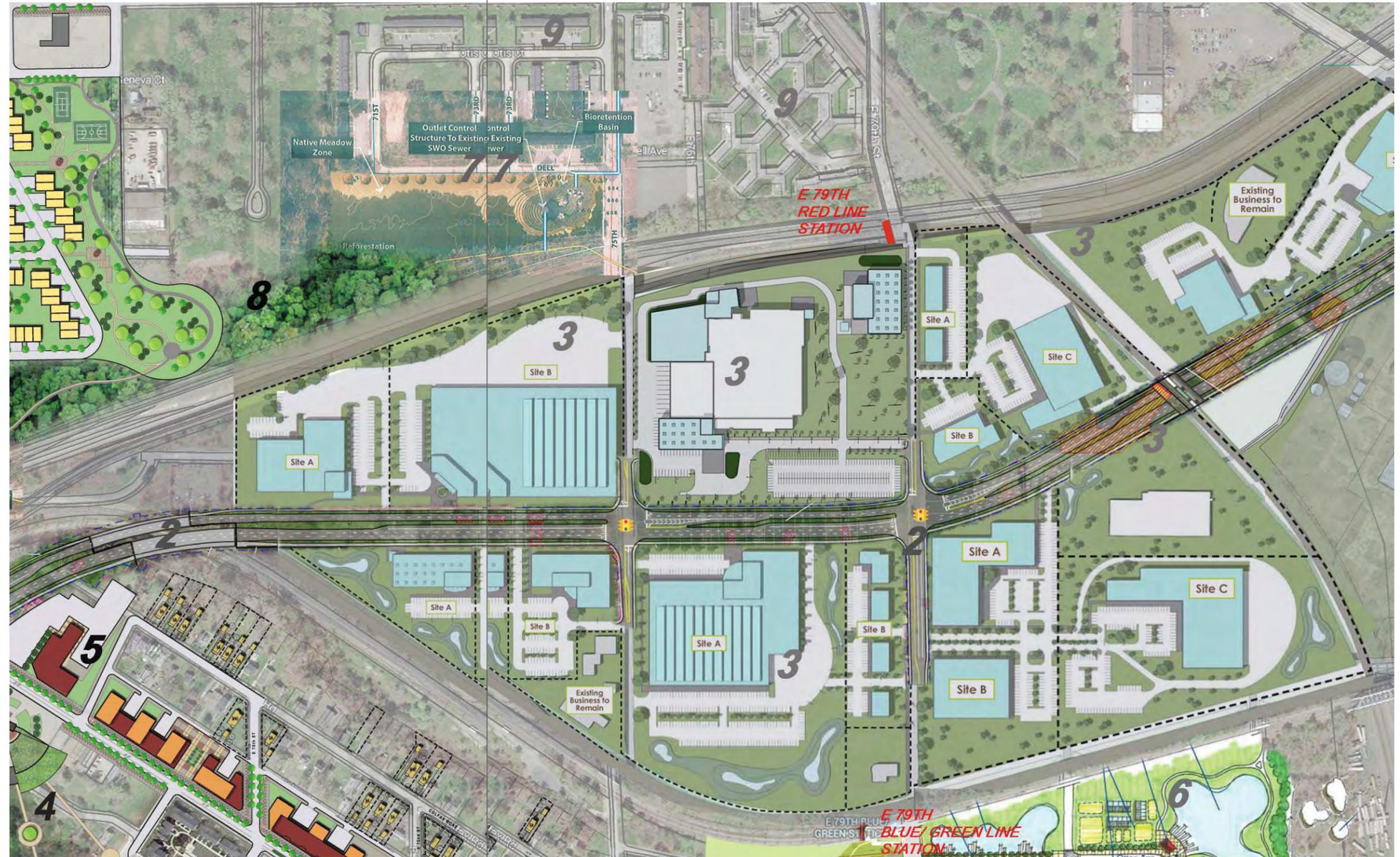


Opportunity Corridor, a \$331 million transportation project initiated by Greater Cleveland Partnership, Ohio Department of Transportation, and the City of Cleveland that will connect I-490 to University Circle, is anticipated to be completed in 2019.

This plan adopts the Opportunity Corridor Brownfields Areawide Plan, which was completed in March 2013. The City of Cleveland received a grant from the US Environmental Protection Agency to assess current conditions of the land adjacent to the Opportunity Corridor and guide future development decisions. As part of the study, Allegro Realty Advisors was retained to conduct a land use analysis. City Architecture would provide a visual context for potential development scenarios.

Community outreach and engagement were the core of the planning process. Meetings with an advisory committee comprised of representatives from the neighborhood, local businesses, nonprofit organizations, institutions, and other stakeholder groups and the public helped planners understand concerns and needs of the community.

Along the corridor, stakeholders expressed an interest in organizing tracts of land into "superblocks," each of which could accommodate light industry or commercial development that provide neighborhood residents with meaningful employment.



- 2 Opportunity Corridor
- 3 Large Commercial Parcels
- 4 Nature Center
- 5 Commercial Development
- 6 Urban Agriculture Innovation Zone
- 7 NEORS Green Infrastructure
- 8 Greenspace Connection between NEORS Projects
- 9 New Community Apartments

## 05 THE BOX SPOT

MICRO-BUSINESS INCUBATOR



A proposed array of shipping containers can serve the purpose of revitalizing underutilized land, providing low-cost entry-level space to entrepreneurs, and bring shopping and services to the community.

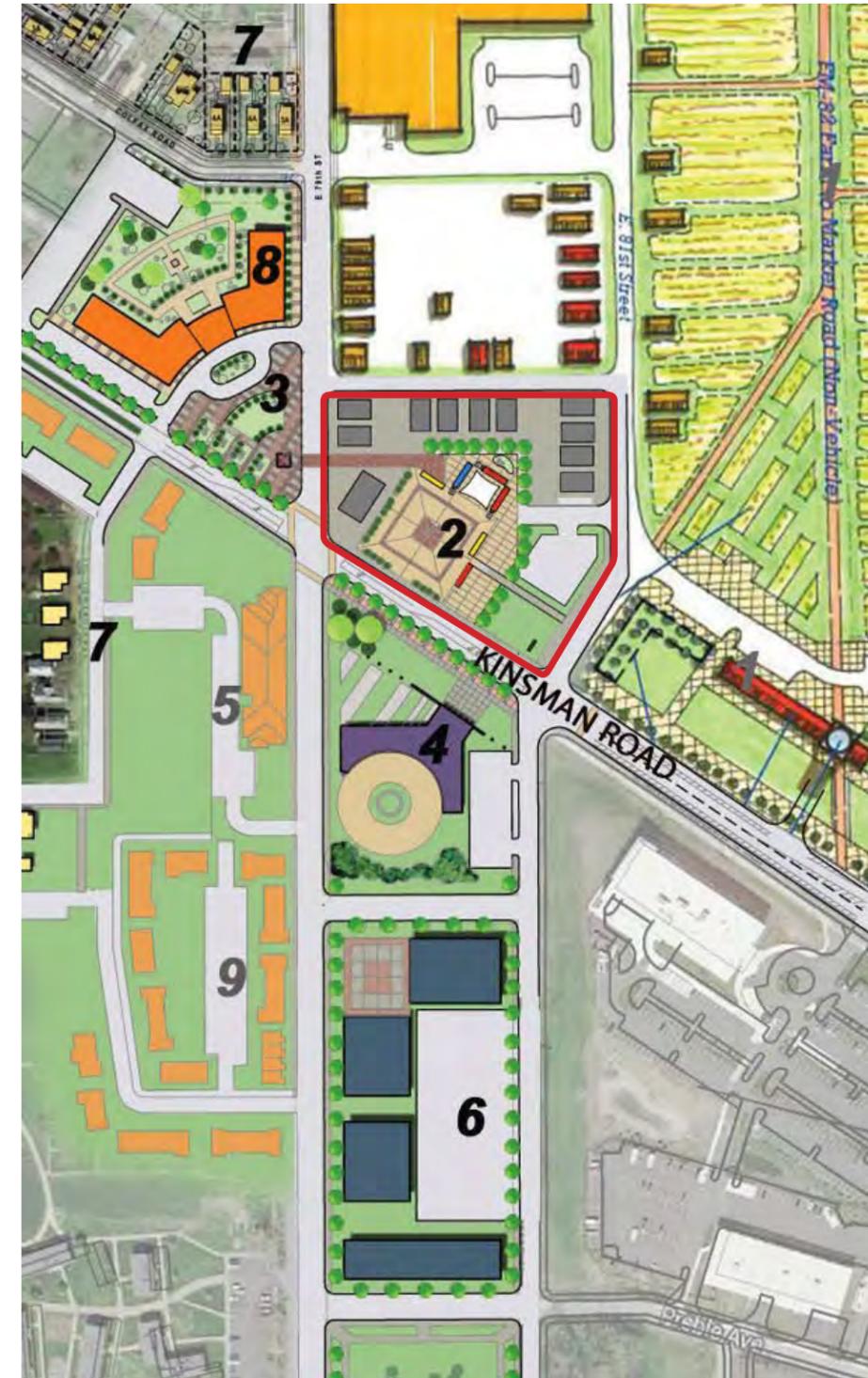
The Box Spot will consist of a series of recycled shipping containers arranged as an open-air market within a newly created community space. The containers will be retrofitted as shops and kitchens for entrepreneurs to sell their wares or provide services. The Box Spot would function like a shopping center, where a number of diverse businesses clustered in a single site could create a shopping destination for customers.

As small business incubators, shipping containers can provide an affordable alternative to bricks and mortar establishments, with lower rent, operating costs, and expensive tenant build out. Starting a business is easier for neighborhood residents when barriers to entry are lowered.

As these small businesses become established, they may choose to remain close to their market and assume other newly created permanent retail space located along commercial corridors of the neighborhood.



A schematic birds eye view of the box park development.



- 2 Box Spot Development
- 3 Public Plaza
- 4 Daycare Center
- 5 Apartment Building
- 6 Offices and Light Industry
- 7 In-Fill Housing
- 8 Senior Living Center
- 9 Heritage View Homes IV



## 06 SENIOR LIVING CENTER

HOUSING DEVELOPMENT



East 79th Street and Kinsman Road has potential to be the key intersection of the Kinsman neighborhood.

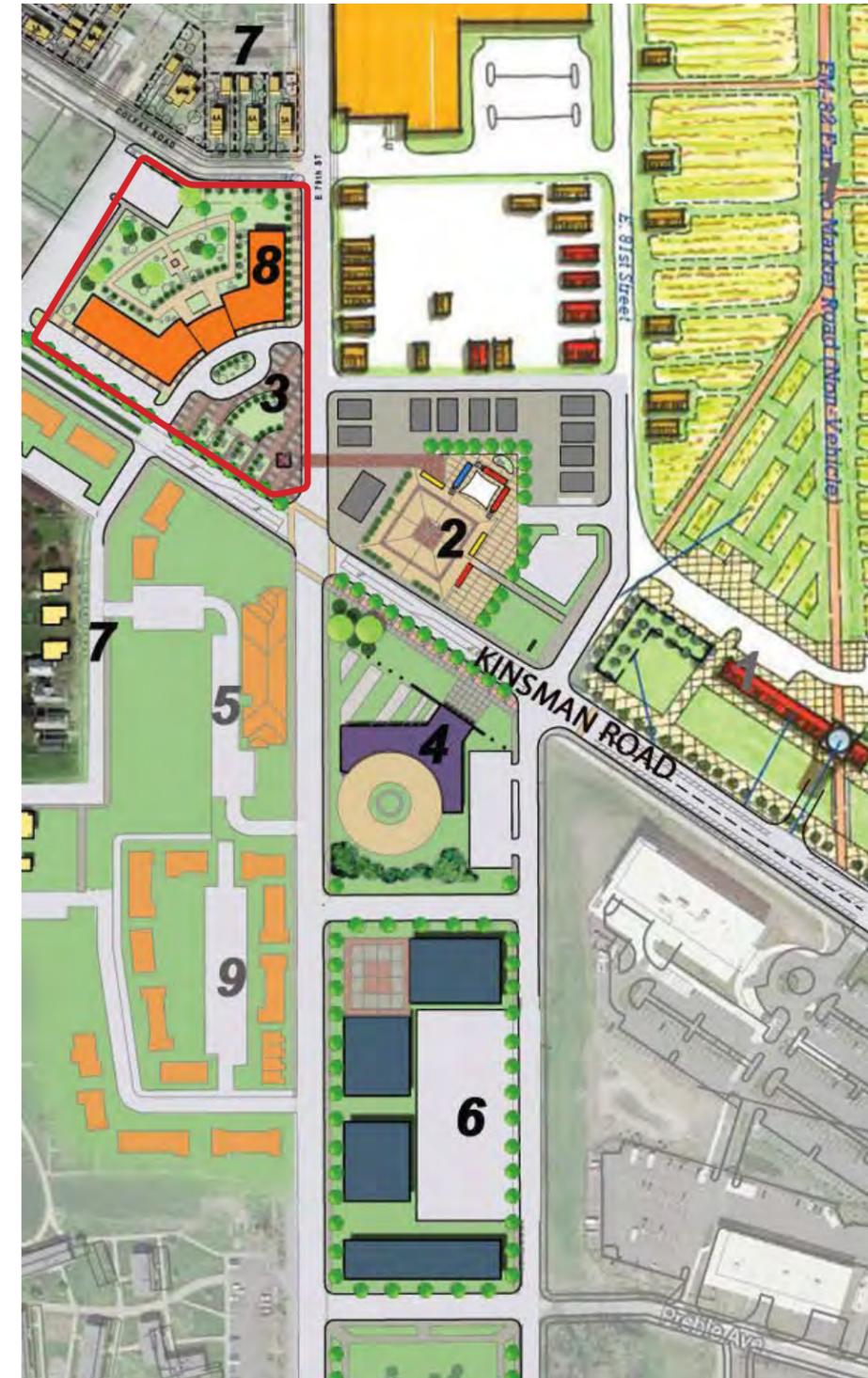
The northwest corner is a large vacant lot utilized as a parking and special event space by St. Paul Missionary Baptist Church, located across the street. Directly to the north, a junkyard had been operating illegally. Together, these sites allow for development of considerable scale to occur.

Affordable housing for low-income senior citizens has been identified by the community as an ideal reuse for these properties. A multi-family building with forty to sixty apartments could take advantage of the transit-rich location, which is served by the Greater Cleveland RTA Blue and Green Lines, as well as the #2 and #14 bus routes. Resources, both local and national, may be available for Transit Oriented Development (TOD). The ground floor could be used for space for senior health or social services, a pharmacy, retail, or a social enterprise.

Additionally, the City of Cleveland and other partners are studying possible transportation improvements to East 79th Street. These improvements should accommodate all forms of transportation, making walking, biking, driving, and taking transit easier and safer. Improvements need not be limited to on-road treatments, but could also include wider sidewalks, trees to buffer pedestrians from vehicular traffic, crosswalks, bus shelters, and bicycle infrastructure.



A schematic design for the proposed Senior Housing Development site at the corner of E79th and Kinsman Rd.



- 2 Box Spot Development
- 3 Public Plaza
- 4 Daycare Center
- 5 Apartment Building
- 6 Offices and Light Industry
- 7 In-Fill Housing
- 8 Senior Living Center
- 9 Heritage View Homes IV



## 07 HERITAGE VIEW HOMES

HOUSING DEVELOPMENT



Cleveland Metropolitan School District (CMSD) constructed the new Anton Grdina School in 2011 on land at East 71st Street and Port Avenue, which the district received in a swap with Cuyahoga Metropolitan Housing Authority (CMHA). The previous school building located at East 77th Street and Charles Carr Place was razed by CMSD, and the 3.5-acre parcel was deeded to CMHA in return for the new school site.

Infill single-family housing can be developed on the site of the former Anton Grdina School, as well as the vacant land scattered throughout the immediate area. This housing will restore the fabric of the neighborhood and knit a cohesive community.

A children's playground can be woven into the neighborhood to give children from existing single-family homes, Heritage View, Rainbow Terrace, and new homes a fun place to play. Being situated in the middle of residential development not only allows parents to watch children from their front porches, but also conveys the importance of physical activity and community space for all ages.



Garden Valley Estates (2010) - View prior to demolition.



Heritage View Homes (2011)



- 1 Apartment Buildings
- 2 Heritage View Homes
- 3 In-Fill Housing
- 4 Children's Playground
- 5 Single Family Homes



## 08 EAST 93RD STREET

MIXED USE DEVELOPMENT



East 93rd Street functions as the main street and commercial corridor of the Kinsman-Union neighborhood.

The southwest corner of East 93rd Street and Kinsman Road is slated for Kingsbury Crossings. The project could contain ground-floor retail that fulfills community needs and office space on the second floor. A similar, yet complimentary development could be built directly across East 93rd Street, effectively creating a destination for shopping and commerce.

Smaller-scale mixed-use buildings are proposed along E 93rd Street to restore the streetscape to how it may have looked historically. Retail and offices could occupy the ground-level and could be sized to accommodate a variety of businesses, including emerging entrepreneurs from the neighborhood. Apartments or offices could be situated on the floor(s) above. When done in scale, this development could be transformative for Kinsman-Union, changing E 93rd Street into a walkable urban district in which people live, work, shop, spend leisure time, and are entertained.

Further study should be performed to determine how East 93rd Street can be improved for all multi-modal transportation options. The street seems to have excess capacity that can be used to widen sidewalks and tree lawns, install bike facilities, or incorporate on-street parking. Traffic calming measures can potentially slow traffic and encourage motorists to patronize businesses along the corridor.

New scattered-site infill housing could replace vacant lots in the neighborhood. A variety of housing types can afford exciting new living opportunities to a larger market of families. Demonstration projects, such as housing constructed using recycled shipping container, could potentially thrive here.



- 1 Mixed Use: Retail/Office
- 2 Mixed Use: Retail/Multi-Family
- 3 Vibrant and Green Streets (See P.39)
- 4 In-Fill Housing
- 5 Mixed Use: Retail/Office (Kingsbury Crossings)

# 09 SENIOR CENTER & SKATE PARK

COMMUNITY RECREATION / SINGLE FAMILY HOMES



The expansive vacant site located between Laisy Avenue to the north, St. Catherine Avenue to the south, and East 88th and 93rd Streets to the west and east, respectively, has been both a liability and an opportunity for decades. While the site is one of the largest tracts of developable land in the city, past industrial uses have left the site with environmental contamination that has hindered redevelopment potential. Resources must be made available to offset the extremely high cost of cleaning up the site so that it can be effectively revitalized for purposes that benefit the community.

Community residents and stakeholders were particularly excited about two options for the site.

The first option reimagines the site as a campus for active and passive recreation, with a community center, sports courts, and meandering walking trails. Locating a senior housing facility at the rear of the site could afford senior citizens premier access to these amenities and encourage active and healthy living.

Participants in the planning process were interested in incorporating space for sports and recreation activities that inner-city youth do not typically have the opportunity to experience. As such, a skate park has been planned for the area along East 93rd Street between Heath and Union Avenues. However, this land could be dedicated to almost any alternative sport that could build neighborhood residents' exposure to and appreciation of activities that may be new to them.

The plan also includes a sunken outdoor park adjacent to the existing Cleveland Public Library Union Branch. The space could be used to reading and community events.



The second alternative calls for single-family housing to be developed on the site along a street that could either remain private or become part of the city's grid. Multi-family or attached housing could be built up to the street to restore the streetscape and create a consistent building frontage along East 93rd Street.

Both options call for enhanced connections to Carol McClendon Park. Currently, the park is somewhat secluded and can be accessed from East 93rd Street (via Beacon Avenue) or East 98th Street. Incorporating mid-block trails from Union Avenue could bring awareness to the park and boost usage of it, encourage walking and biking, and reutilize vacant land. Wayfinding signage can also attract people to the park.

East 88th Street is a hard edge of the Kinsman-Union neighborhood that needs attention. A portion of the road surface was recently replaced to better accommodate truck traffic between Bessemer and Union Avenues and divert it from residential streets. However, the project did not take into account the streetscape nor street design. Large trees, vegetation, sound walls, and fences, as well as the presence of trash and overgrown weeds, make the street feel very isolated and unsafe. Rather than costly capital improvements, simple green and pedestrian treatments as well as property maintenance may improve East 88th Street.



Senior Center Development Approach + Skate Park

- 1 Senior Living Center
- 2 In-Fill Housing
- 3 New Park
- 4 Carol McClerton Park
- 5 Single Family Homes
- 6 Enhanced Pedestrian Network



Housing Development Approach



# 10 PUBLIC TRANSPORTATION

## NEIGHBORHOOD MOBILITY



Emergency Call Box



Bike Share and Repair Station



Example 1 is a bus stop on Kinsman Rd with laminated graphics identifying the neighborhood.

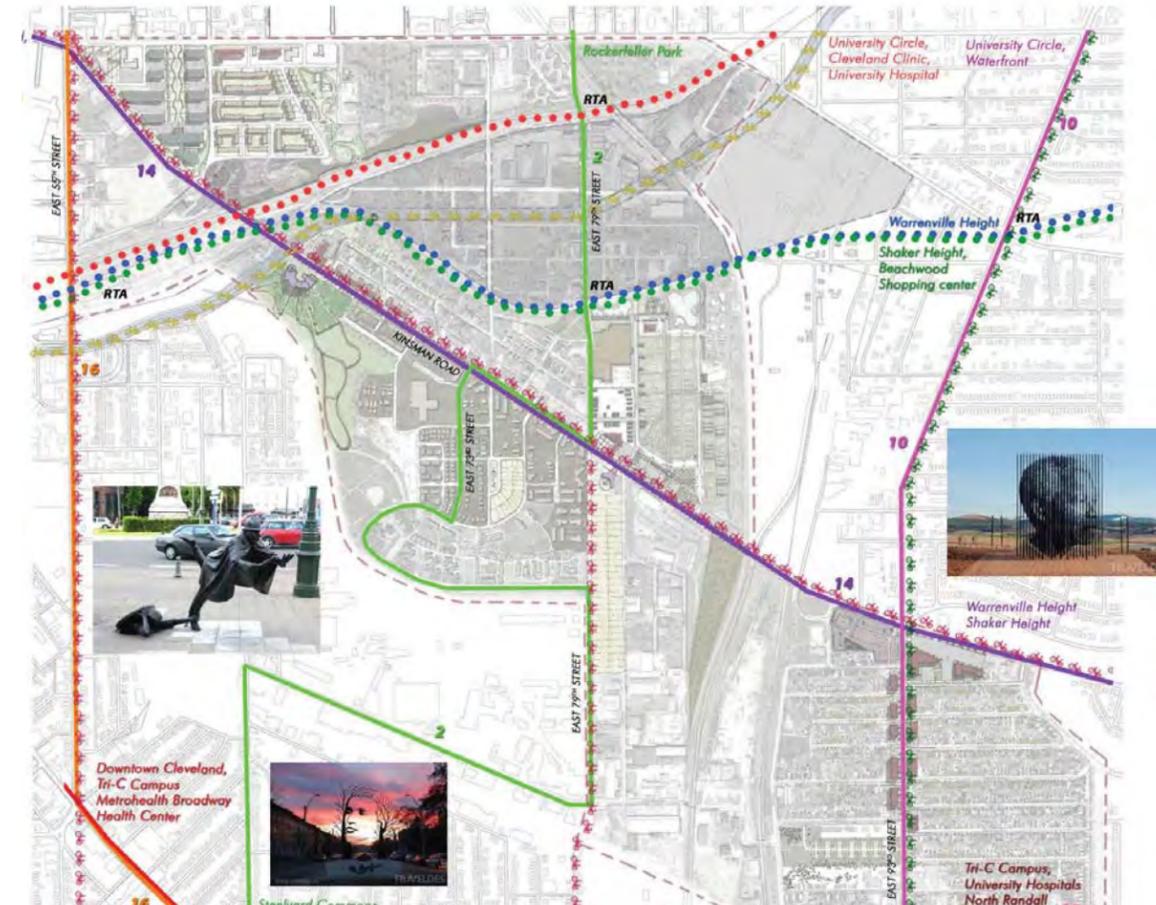
Public transportation is a high priority for Kinsman residents. Approximately 53% of Kinsman's workers do not have access to a vehicle, according to American Community Survey five-year estimates from 2012. These residents instead rely on bus and rapid transit service to travel to work or school, run errands, or visit friends and family.

Kinsman is reasonably well served by public transportation. Red, Blue, and Green rapid transit stations are located along East 79th Street. The #2, #10, and #14 bus routes traverse East 79th Street, East 93rd Street, and Kinsman Road, respectively. As the neighborhood is redeveloped, use of bus and rapid service will increase. Woodland Avenue does not have bus service east of E 55th Street, but could potentially fill a gap in service in the future.

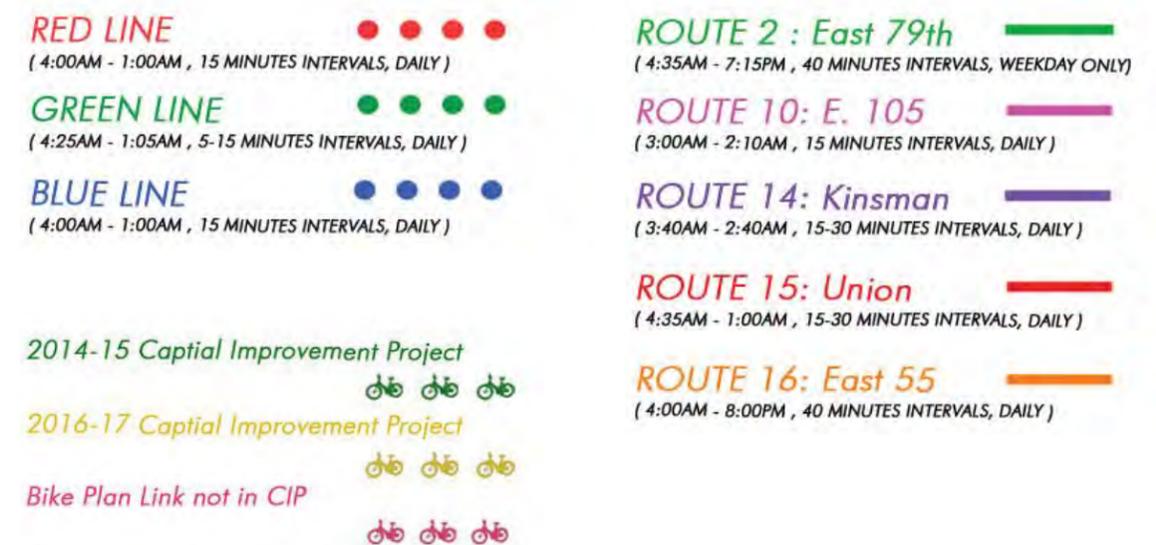
The Greater Cleveland Regional Transit Authority (RTA) considered closing the E 34th and E 79th Street rapid stations in 2014, citing low ridership counts and high cost of rebuilding the stations to comply with an Americans with Disabilities Act mandate. Community members urged RTA to invest in the rapid stations, as it has renovated most of its other rapid stations throughout the county. Eliminating or decreasing service will jeopardize the livelihood of low-income families living in the community, especially those who depend on it to fulfill their transportation needs.

The East 34th and East 79th Street rapid stations have potential to leverage future major redevelopment, including equitable transit-oriented housing and mixed-use developments. They will connect people to anticipated economic development along the Opportunity Corridor.

Residents and stakeholders should continue to pursue opportunities to attract resources to create transit amenities that improve walkability and establish safe waiting environments. Transit strategies for Kinsman can include the installation of emergency call boxes, additional lighting, and neighborhood wayfinding signs and maps. The implementation of these strategies would expand and enrich the impact of projects like Hillside Community Park and the neighborhood Transit Waiting Environments. By creating a unified language of elements, the public transportation stops will serve to promote neighborhood identity and create an inviting space where commuters feel safe. The ability to travel safely between home and a transit stop will also significantly impact the perception of safety. BBC should continue to improve the linkages between the community and transit stops.



The plan delineates all major bus and rail lines that serve the Kinsman neighborhood. A series of conceptual vignettes for art interventions are proposed for major transit stops.



# 11 VIBRANT & SAFE STREETS



Streetscape design is important to the visual image and experience of a community. It connects assets of attraction and creates an enriched environment for travelers of all modes. It evokes feeling and creates a sense of place.

Quality streets and sidewalks are essential to making the Central and Kinsman neighborhoods feel safe, vibrant, and well connected. The Complete and Green Streets ordinance should guide the future transformation of major arterials in the neighborhood including Kinsman Road, East 93rd Street, E 55th Street, East 79th Street, among others. Adopted by the city in 2011, the city defines these streets as follows:

“They are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work.”

BBC has worked with the City of Cleveland and Western Reserve Land Conservancy in recent years to plant hundreds street trees in Central and Kinsman, the neighborhoods with the least robust tree canopies. However, ideal tree locations are limited because some streets do not have large enough tree lawns, and others (i.e., Kinsman Road and Woodland Avenue) lack a tree lawn entirely. As roads in the community are redesigned, trees should be included in plans. Opportunities to plant trees should continue to be explored, as trees possess a plethora of environmental, economic, and aesthetic benefits to urban neighborhoods.

Kinsman residents have expressed the importance of bright, well-maintained street lighting to improve safety.



E93rd Street 59' wide  
Existing Configuration: 4 lanes; 11'+18.5' lane widths.



Kinsman Road 39' wide  
Existing Configuration: 2 lanes; 19.5' lane width.



Improve Tree Canopy



Bike Share Program



Pedestrian Crossing Islands



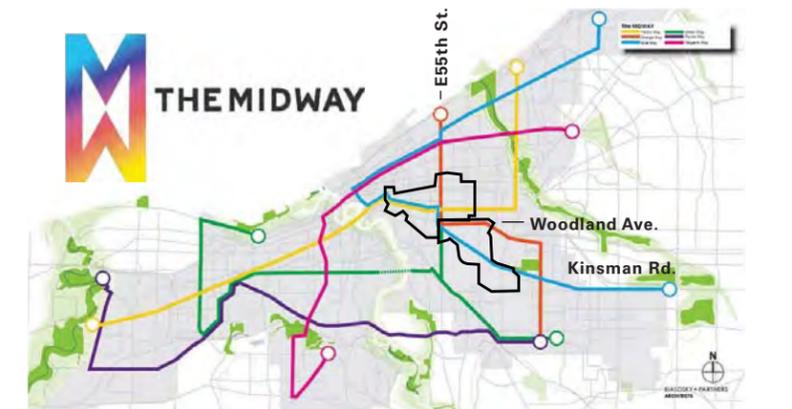
Bike Path Branding



Improved Lighting



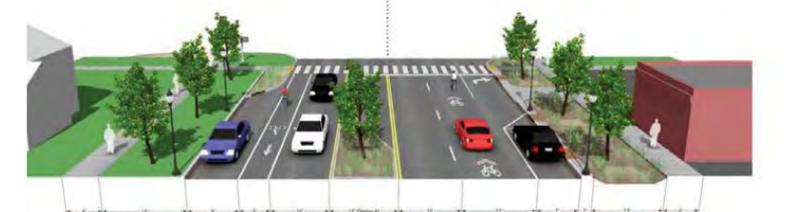
The Midway: An innovative proposal to appropriate the excess capacity left by the trolley network to create 50-70 miles of dedicated cycle track that would connect downtown, to neighborhoods, and the MetroParks. East 55th is the only street in the neighborhood plan that could support the street section depicted above (without parking). Alternative street sections would be considered for Kinsman Road and Woodland Avenue.



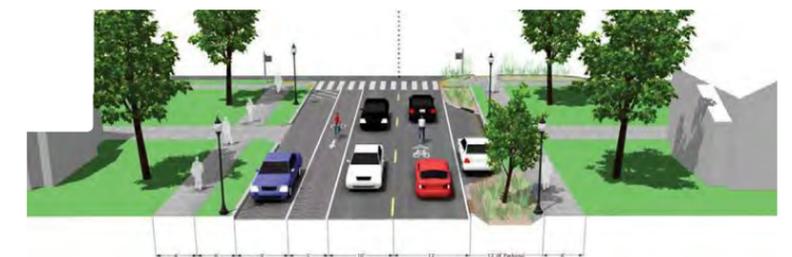
Cleveland Complete and Green Streets: The plan will use the following strategies to calm traffic, improve walkability and safety, achieve stormwater runoff reductions, and promote alternative modes of transit.

- Lane reduction: 3-4 lanes \* / 2 Lanes\*\*
- Target speed: 25mph
- High-visibility crosswalks
- Pedestrian-scaled street lighting
- Accessible Pedestrian Signals
- ADA compliant curb ramps and sidewalks
- Street trees
- Native and/or drought tolerant plantings
- Reduced impervious surfaces
- Parking, one side of street\*\*
- Bike lanes
- Bulbouts with bioretention
- Mid-block bioretention bulbouts (may include mid-block pedestrian crossings)

The plan calls for a combination of these improvements to be applied along the following neighborhood streets:



\*Large, Neighborhood Street - East 55th Street (~55') & East 93rd Street (~55')



\*\*Medium, Neighborhood Street - Kinsman Road (~38') & Woodland Avenue (~48')

## ACKNOWLEDGEMENTS



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 Cleveland Central Promise Neighborhood  
 Friendly Inn Settlement House, Inc.  
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 Cleveland Planning Department  
 Anton Grdina Elementary School  
 George Washington Carver Elementary School  
 Cleveland Public Library  
 Dave's Supermarket

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 Dave's Supermarket  
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# APPENDIX

## CAFE INPUT LIST

### Recreational Improvements

- Play Areas
- Exercise areas
- Community activity Spaces
- Basketball Court
- Rec. center
- New parent Program
- Sick Child respite
- Basketball League
- Boys & Girls Club
- Music Program
- Shopping Trips
- Walking Clubs
- Senior Group Walk Club
- Stop The Violence Walk travel clubs
- Camp Club
- Reading Program for adults & Children
- Animal Museum
- Sensory Gardens

### Reduce Crime & Increase Safety

- Street lightings
- Street traffic
- Open Spaces
- Emergency 911 Phones
- Block Watch
- More Resident Involvement
- Marked crosswalks
- More Trash Cans
- Mental health needs
- Cameras by bus stops
- Fix street lights
- Unity Program
- More jobs
- More crime alarms
- Stake outs
- Street Sweeps
- Mental health supports
- Increase partnership with schools
- More program for CMHA partner
- Anger management workshop

### Employment & Business Development opportunities

- Local Jobs
- Attractive business development
- Young fathers program
- Young mother program
- More resident participation
- Community involvement
- Resume workshops
- Investment towards employment
- Youth internships with local business
- Self-esteem value programs
- More daycares
- Volunteers
- Abounded buildings down
- More summer jobs
- Redevelopment
- Newsletter exposure
- Vendor expose to neighborhood
- Volunteer pick up trash day
- Block watch signs visibly now
- Exercise classes/weight loss program
- Diabetic classes
- Free vegetable garden
- Support neighborhood house
- Business plan writing workshop
- Volunteer job coaches
- Self-artists paid training All ages
- Grocery stores with health options

### The Types of Common Area

- Walkable Streets
- Green Spaces
- Mini Parks
- Gardens
- Parks
- Rta
- Wayside Water Station
- Community Gardens
- Roof top Café's
- Rebuild Damaged Houses
- Fix streets

The following information was collected using a set of community feedback boards over a period of several weeks. The boards were placed at various community facilities to gather thoughts about physical and other community improvements to help shape the Neighborhood Plans.

## UNION INPUT LIST

### Recreational Improvements

- Play Areas
- Exercise Areas
- Community Activity Spaces
- Boys & girls Club
- After school programs
- Quality Community centers

### Reduce Crime & Increase Safety

- Street lighting
- Street Traffic
- Open Spaces
- More police Patrols, but with good /Better cops
- Block Watchers
- Clean up your yard to start with
- More Crime officers
- Less traffic

### Employment & Business Development opportunities

- Local Jobs
- Attractive Business Development
- Drug store
- Stores that Cater to small Business- Office max
- Better advertisements of resources
- Removal of state liquor Stores
- Enforces Restrictions on Tobacco sales

### The Types of Common Area

- Walkable streets
- Green spaces
- Mini parks
- Less potholes
- Plant perennials on every vacant lot to beautify empty lots, or rock gardens
- Get rid of vacant houses

### Types of housing options

- Home ownership
- Affordable rental housing
- Mixed use retail
- Lower prices or donate empty lots to home owners

BUILDING STRONGER NEIGHBORHOODS

