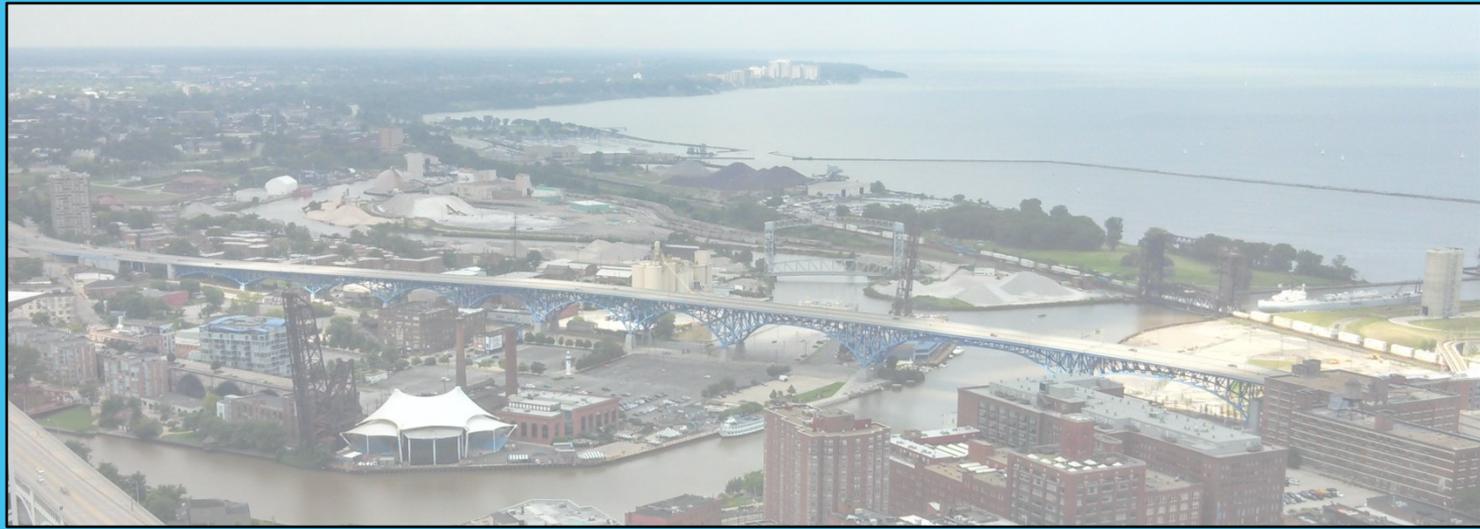


# 2014 FLATS FORWARD FRAMEWORK PLAN



PLANNING PROCESS OVERVIEW SEPTEMBER 25, 2014

# CREATION OF THE FLATS FORWARD ORGANIZATION

## Flats Forward Board of Directors Objectives:

- 1) Create a new or expanded organization that can convene, collaborate and coordinate
- 2) Hire an experienced, visionary leader to serve as the head of the Flats Forward effort
- 3) Establish an advisory board to guide the work of the new organization and its leader
- 4) Continuously **engage the public** in the planning and implementation of projects and initiatives that support the revitalization of the Flats
- 5) Create a **master/land-use plan** that outlines and **prioritizes key projects** and highlights opportunities for and barriers to success.



FLATS FORWARD

# ANTICIPATED OUTCOMES

## Why We Need a Plan:

- Flats Forward was established in 2012 as a guiding organization for potential redevelopment opportunities in the Flats, representing the various stakeholders as a unified voice
- Through stakeholder engagement, the need for a framework plan was identified as a key priority to provide an **guiding document**
- A Flats Forward Framework plan will **synthesize primary projects** and planning efforts of Flats stakeholders
- Recommendations will include proposed development, zoning considerations and key infrastructure investments on land and water



FLATS FORWARD

# PLANNING PROCESS

## UNDERSTAND & INVESTIGATE

APRIL - MAY

Tasks

Process

REDISCOVER

- Examine The Flats' role in the region
- Identify important characteristics about the study area
- Understand all user groups and their needs
- Study the roadway network, potential improvements and the community's goals
- Organize and understand the many initiatives that are ongoing / planned

- Reviewed and analyzed existing conditions and program for the development of the plan
- Conducted series of targeted stakeholder meetings / public outreach

## PRESERVE & ENHANCE

JUNE

CHALLENGE

COLLABORATE

- Create a framework plan that considers multiple corridors, enhances connections and takes advantage of underutilized land
- Establish goals / objectives that are reflective of the planning process and responsive to feedback
- Set a framework for The Flats that can be used to make future decisions

- Identified key planning objectives
- Established roadway typologies and
- Developed a connections strategies plan

## ENVISION & IMPLEMENT

JULY

TRANSFORM

- Outline roadway reconfiguration options that provide safe travel for pedestrians, cyclists, automobiles, and trucks
- Ensure incremental improvements are organized to maximize value and impact

- Produce a complete Community Framework Plan and a Land Use Strategy that relates to the City of Cleveland's 2020 Citywide Land Use Plan
- Prepare a final report and presentation materials to be used for the review with the general public

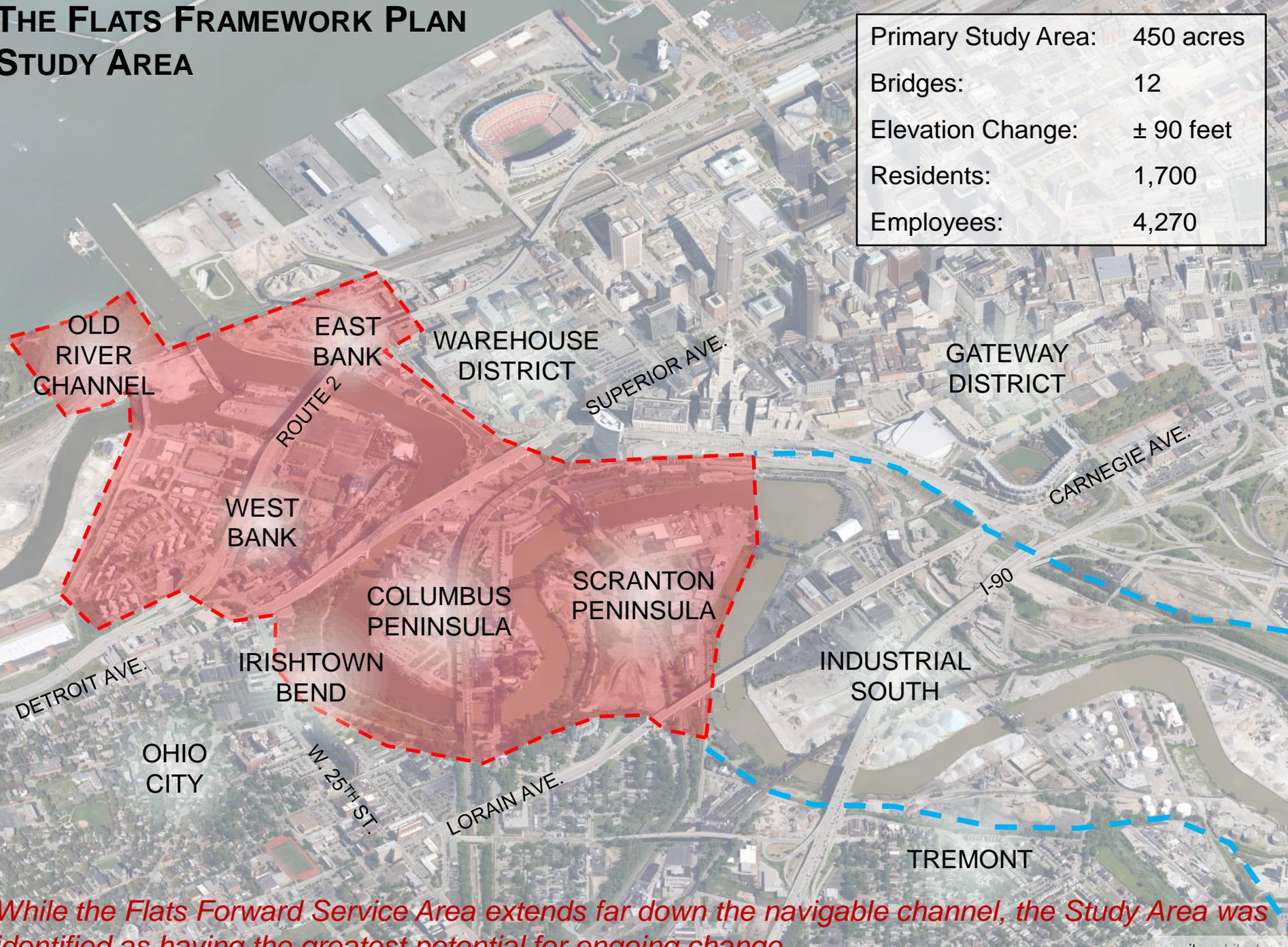
AUGUST

Final Presentation and Report Preparation

# THE FLATS FRAMEWORK PLAN

## STUDY AREA

Primary Study Area:	450 acres
Bridges:	12
Elevation Change:	± 90 feet
Residents:	1,700
Employees:	4,270

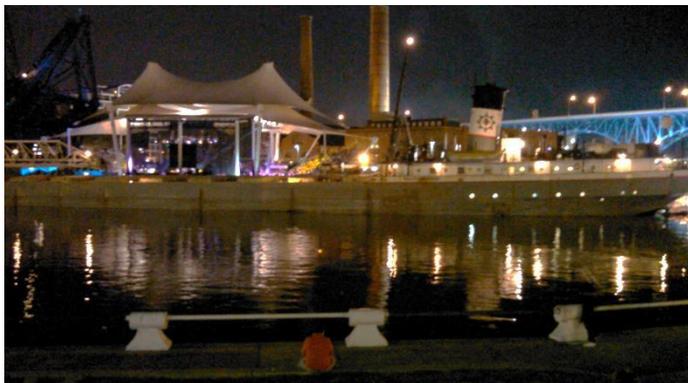


*While the Flats Forward Service Area extends far down the navigable channel, the Study Area was identified as having the greatest potential for ongoing change.*



## SURROUNDING INFLUENCES

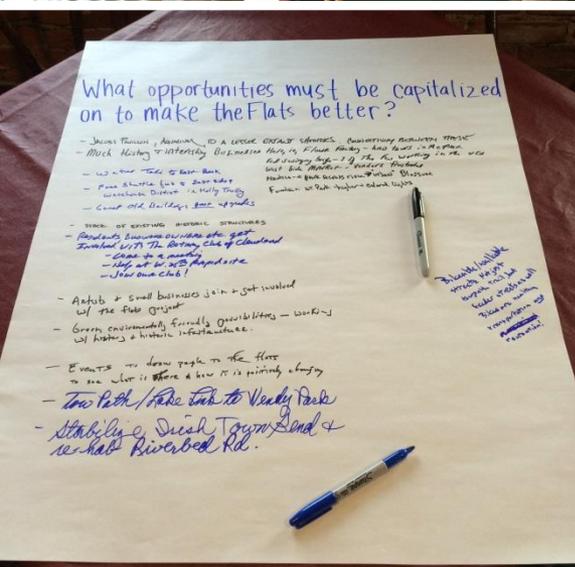
- \$4.5 billion have been invested in Downtown Development since 2010
- 6 new hotels are under development
- Over 95% of downtown housing is occupied with nearly 12,000 residents, with anticipated growth to 15,000 by 2015
- Nearby Ohio City, Detroit Shoreway, Tremont, Warehouse District neighborhoods are thriving
- Increased shipping traffic in and out of the Port of Cleveland
- MetroParks and The Trust for Public Land have developed several plans for parks and trails along the Cuyahoga Valley Corridor that runs through the Flats, some of which are funded



## WHY DEVELOP A PLAN FOR THE FLATS?

- Maximize value of waterfront property and multiple types of access
- Take full advantage of being centrally located
- Historical significance – the birthplace of Cleveland
- Emerging mixed-use neighborhood that can develop in a sustainable manner
- Well-established industry that is vital to the city's economy
- High demand for downtown residential spaces
- Expanding multipurpose trail network can bring new types of visitors

The Flats are a critical part of Cleveland's history and demonstrate immense opportunity for future growth



# FINDINGS & QUESTIONS

Stakeholders Said:

*“Trucks and the general public have issues locating the few entry ways into the Flats, as well as finding the highways when it is time to leave.”*

- What can we do to improve wayfinding?
- How can we enhance connections & visitors’ experiences?

*“Riverfront is a huge asset that feels underused.”*

- Currently has limited accessibility to the public
- Develop both active and passive activities

*“We need and demand public transit access.”*

- 1,000+ employees already in the area
- Parking will be greatly reduced after the completion of Canal Basin Park
- Would greatly reduce need for parking and potentially allow property to be re-imagined

# EMERGING PLANNING OBJECTIVES

## 1. DEVELOP BRAND & IMAGE

- What is The Flats role in its neighborhood, city, region?
- How do we preserve the unique industrial nature and maintain the Cuyahoga River as an active shipping channel?
- What do The Flats want to be?

## 2. ENHANCE ACCESSIBILITY

- How can we make it easier for visitors to find The Flats?
- What improvements will help people navigate through The Flats?
- What can we do to take full advantage of the riverfront as a commercial & entertainment asset?

## 3. DESIGNATE POTENTIAL LAND USES

- What is the best way to determine the locations and types of redevelopment?
- How do we integrate new uses to take advantage of market trends?
- Where can complementary uses and attractions be added to extend visits and support residents?

## 4. IMPROVE INFRASTRUCTURE & CONNECTIONS

- What actions can we take to upgrade the physical network within The Flats?
- How might the roadway network be organized to accommodate different types of traffic?

# DEVELOP “BRAND” & IMAGE

PROMOTE UNIQUENESS OF THE FLATS’ HERITAGE & CHARACTER

MAINTAIN THE HISTORICAL SIGNIFICANCE / ASPECTS THAT MAKE THE FLATS  
UNIQUELY “CLEVELAND”

REACTIVATE THE CUYAHOGA RIVER AS AN ENTERTAINMENT VENUE WHILE  
IMPROVING IT’S ABILITY TO FUNCTION AS AN ECONOMIC ASSET

IMPROVE PERCEPTION OF SAFETY

GENERATE NEW BUSINESS, ACTIVITIES & USES

IRISH TOWN BEND: EARLY RESIDENCES OF THE FLATS



1830s

1800s

THRIVING INDUSTRY



1900s

1850s



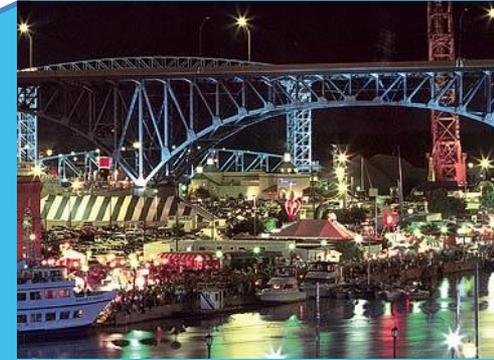
RAILROADS BROUGHT FREIGHT BEGINNING IN THE 1850S



SHIPPING CONTINUES TO BE A VITAL PART OF CLEVELAND'S ECONOMY

1960s

1980s



ENTERTAINMENT DISTRICT

THIS IS WHERE WE'VE BEEN. WHERE ARE WE GOING?



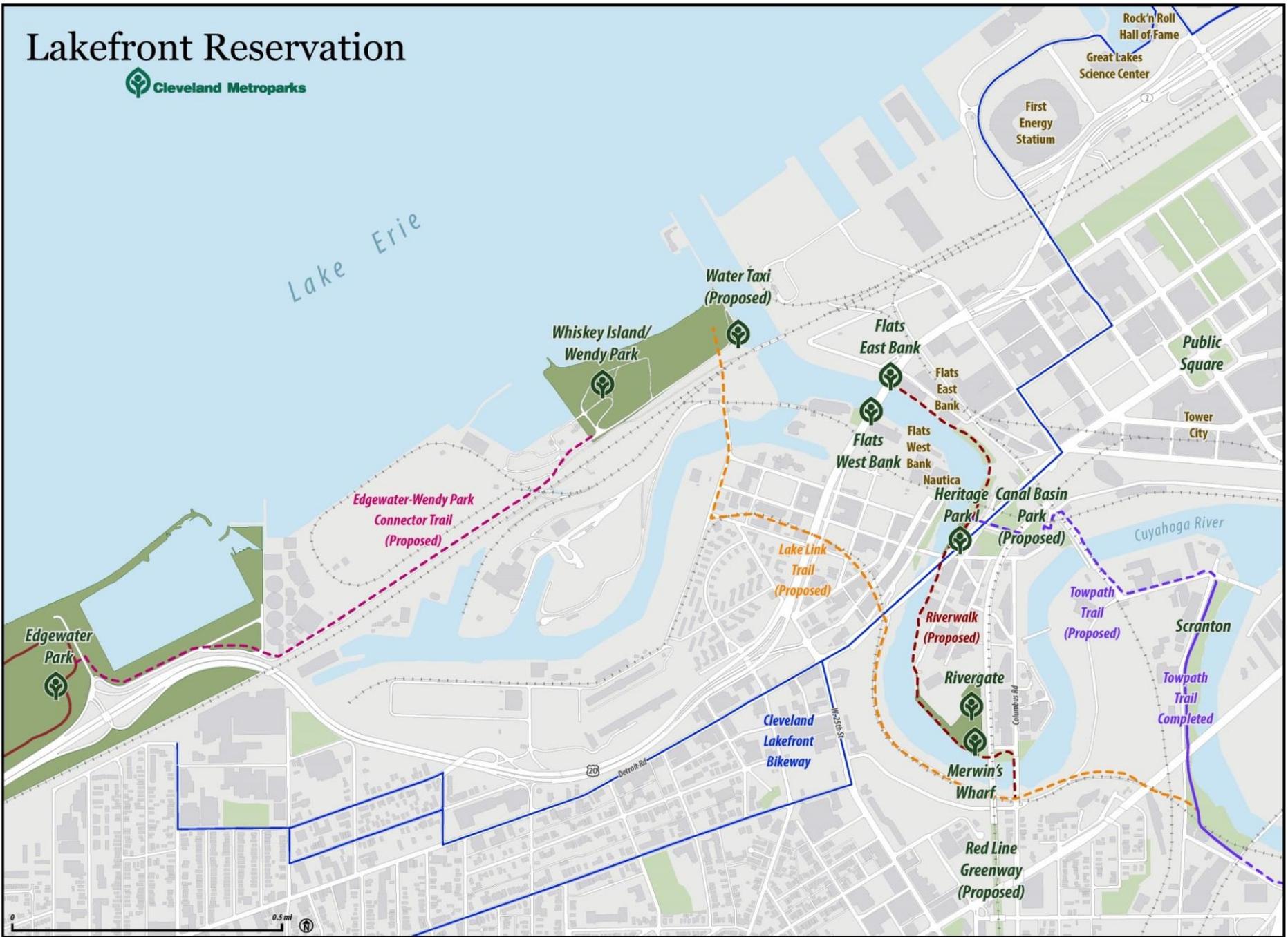
OHIO & ERIE CANAL INCREASED LAKE SHIPPING

# INFLUENCING THE FLATS CHARACTER

EXISTING STAKEHOLDER PLANS AND ONGOING INITIATIVES



# Lakefront Reservation



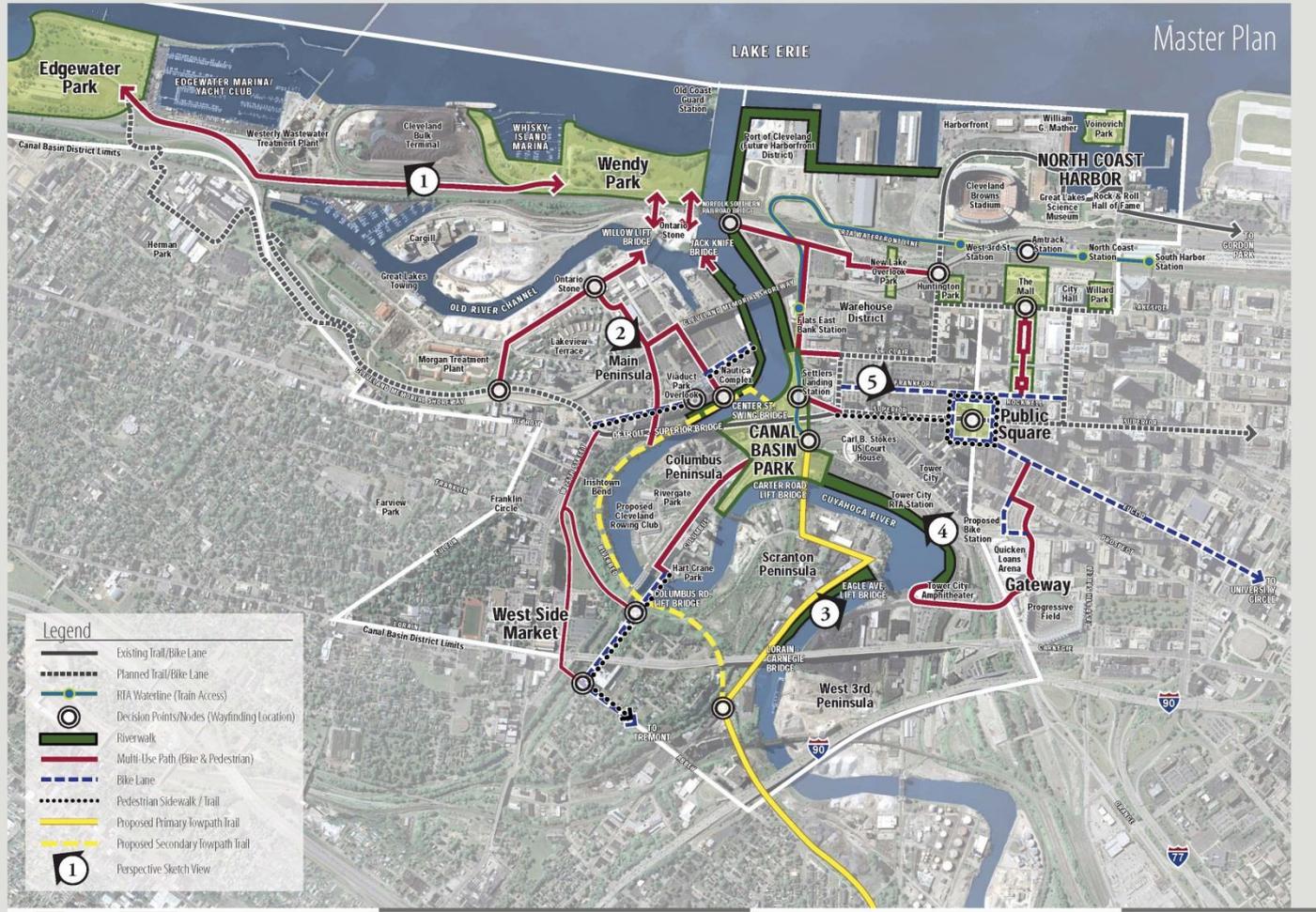


CITY OF CLEVELAND  
Mayor Frank G. Jackson



## Guiding Principles

- Emphasize Canal Basin Park as a primary destination/hub.
- Establish a linkage hierarchy with the Towpath Trail as the primary trail.
- Integrate and connect surrounding attractions/destinations.
- Encourage/facilitate local neighborhood links and related regional systems to the primary system.
- Prioritize the "family" experience as the primary target bike user.
- Emphasize the historic significance.
- Establish dedicated off-street bicycle and pedestrian path systems, wherever possible.
- Establish links to complementary transit modes, including the GC RTA rail and bus transit and the proposed Cuyahoga Valley Scenic Railroad.
- Separate incompatible transit modes for improved safety and user experience.
- Integrate a network of support amenities (bike rentals, lockers).
- Establish the system as a model of sustainable design.
- Base design decisions on an implementation strategy that maximizes flexibility, cost effectiveness and ease of phasing.



Legend	
	Existing Trail/Bike Lane
	Planned Trail/Bike Lane
	RTA Waterline (Train Access)
	Decision Points/Nodes (Wayfinding location)
	Riverwalk
	Multi-Use Path (Bike & Pedestrian)
	Bike Lane
	Pedestrian Sidewalk / Trail
	Proposed Primary Towpath Trail
	Proposed Secondary Towpath Trail
	Perspective Sketch View



# CANAL BASIN DISTRICT PLAN

TRAIL HEAD FOR THE TOWPATH & LINKAGE TRAILS - COMPLETION IN 2017

# DOWNTOWN DOG PARK

A COMMUNITY DOG PARK IN #DTCLE

We're raising funds to create nearly 4,500 square feet of fenced space at the base of West Superior Avenue for your furry friends to enjoy - complete with waste receptacles and seating for humans. Our goal is to raise \$10,000 from the Downtown dog-loving community, which DCA will match, dollar-for-dollar, to make this project a reality.



# THE FLATS IN THE NEWS

MOMENTUM IS CAPTURING THE MEDIA'S ATTENTION. WHAT IMAGE IS BEING PORTRAYED?

## Cleveland Metroparks adds a lakefront jewel: Whiskey Island (slideshow)



By James Ewinger, The Plain Dealer  
Follow on Twitter  
on May 05, 2014 at 3:54 PM, updated May 06, 2014 at

## Cleveland Metroparks considers fixing Coast Guard station (live coverage)



## Could Cleveland Metroparks be Coast Guard Station's lifesaver?

By James Ewinger, The Plain Dealer  
Follow on Twitter  
on May 29, 2014 at 11:00 AM, updated May 29, 2014 at 11:00 AM

## Cleveland's bicentennial project to light Flats bridges: Whatever happened to ...?

By Tom Feran, The Plain Dealer  
Email the author  
on June 25, 2012 at 5:45 AM, updated June 25, 2012 at 7:42 AM

"Whatever happened to ...?" is a updating some of the most news interesting local stories covered in Dealer. Have a suggestion on a story we should update? Send

## Happy Hour: Music Box on West Bank of Cleveland Flats opens doors, rolls out Happy Hour 7 days a week



## Cleveland Metroparks opens Merwin's Wharf -- a full-service eatery-bar where industry and greenery make for a stellar view



## Cleveland Foundation gives \$5-million boost to Lake Link Trail



Parks for People Program  
The Lake Link Trail  
Lakefront Connections Plan

- Centennial Connections**
- Lake Link Trail
  - Wendy Park Pedestrian Bridge
  - Wendy Park Trail Connections
  - Trailhead

"In my view, that 30 acres [of Irishtown Bend] is one of the most important linchpins to further development in the downtown area, and it's near Ohio City, which we all know is booming."

Course of the Lake Link Trail to the lakefront. (Trust for Public Land)

By James Ewinger, The Plain Dealer

Print

## CRAIN'S CLEVELAND BUSINESS

WWW.CRAINSCLEVELAND.COM

### CUYAHOGA RIVER

## Value runs deep

Nearly 45 years after its most infamous fire, waterway serves as shipping channel, recreation hub and much more

By DAN SMIGLER  
dsmigler@crain.com

June 22 marks the 45th anniversary of the Cuyahoga River's most famous fire — its 13th, actually — which many credit with sparking the U.S. environmental movement and the nation's Clean Water Act.

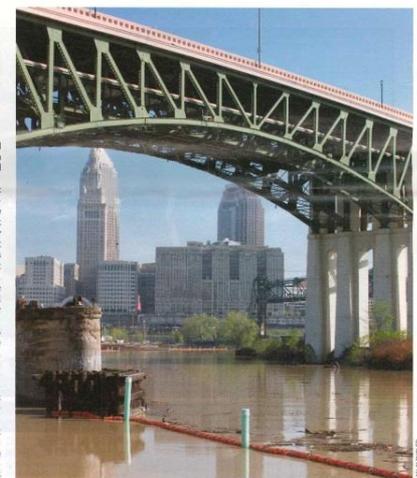
cost \$360,000," he added, shaking his head with the disbelief of someone who had known the neighborhood for a long time and could recall its bad old days.

The lower part of the river is the area most people think of when they think of the Cuyahoga, and it's arguably the most important part. It's not only the part that trendy Tremonters and other West Side residents pay to view, it's also the part of the river that serves as a shipping channel, will run through new upscale developments in the Flats and which, increasingly is used for recreation.

It needs some work, but it's not in as bad of shape as some might think, said Jim White, director of sustainable infrastructure at the Cleveland-Cuyahoga County Port Authority and his boss, Port Authority president and CEO

William Friedman. "As part of our strategic planning, the Port Authority invested in an underwater digital assessment of the entire river channel," White said.

See VALUE Page 28



ned by

Print

PHOTOGRAPHER

# MOVING FORWARD

*Setting a framework for next steps*

## STUDY

- Conduct a market analysis to better understand target markets
- Sell and market the waterfront experience as unique

## MAINTAIN

- Establish partnerships to clean up and maintain appearance of streets, sidewalks and tree lawns

## DEVELOP A COHESIVE “FLATS BRAND”

- Old River Channel • East Bank • West Bank • Columbus Peninsula • Scranton Peninsula • Industrial South
- Capture the character and promote what makes The Flats special

***All of these components define “The Flats” and should be considered and marketed as a complete package...***



# ACCESS



IMPROVE WAYFINDING IN AND AROUND FLATS

ACTIVATE THE SHORELINE WITH MEMORABLE EXPERIENCES

ENHANCE ACCESS TO & VISIBILITY OF THE WATER FOR ALL USERS

PROVIDE AND ENCOURAGE PUBLIC TRANSPORTATION USE

# REGIONAL ANALYSIS: CONNECTIONS PLAN



## Roadway Network Typologies:

- - - = Highway Regional Connector
- - - = Arterial District Connector
- = Neighborhood Link

## Lakefront Connections:

- ★ = Pedestrian / Bicycle Path  
(West 65<sup>th</sup>, West 76<sup>th</sup>, Lake Avenue)
- ★ = Full Service Intersection (West 73<sup>rd</sup>)

# REGIONAL ANALYSIS: NAVIGABLE CHANNEL



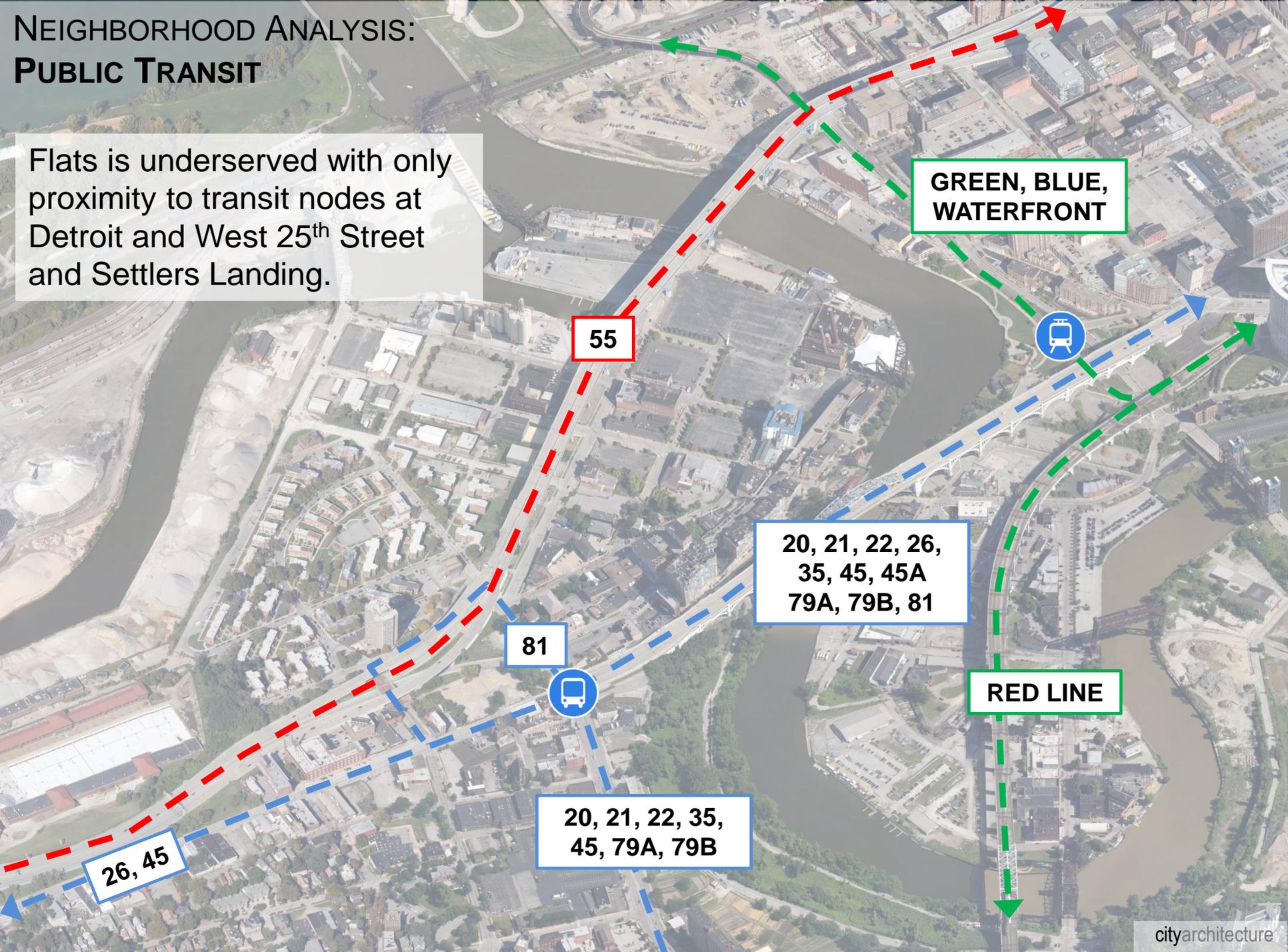
As a functioning shipping channel, the Cuyahoga River is vital to the Flats' Industrial Economic Base. It's use as a recreation and entertainment destination must be balanced with necessary ongoing maintenance of bulkheads and dredging.

cityarchitecture



# NEIGHBORHOOD ANALYSIS: PUBLIC TRANSIT

Flats is underserved with only proximity to transit nodes at Detroit and West 25<sup>th</sup> Street and Settlers Landing.



55

GREEN, BLUE,  
WATERFRONT

20, 21, 22, 26,  
35, 45, 45A  
79A, 79B, 81

81

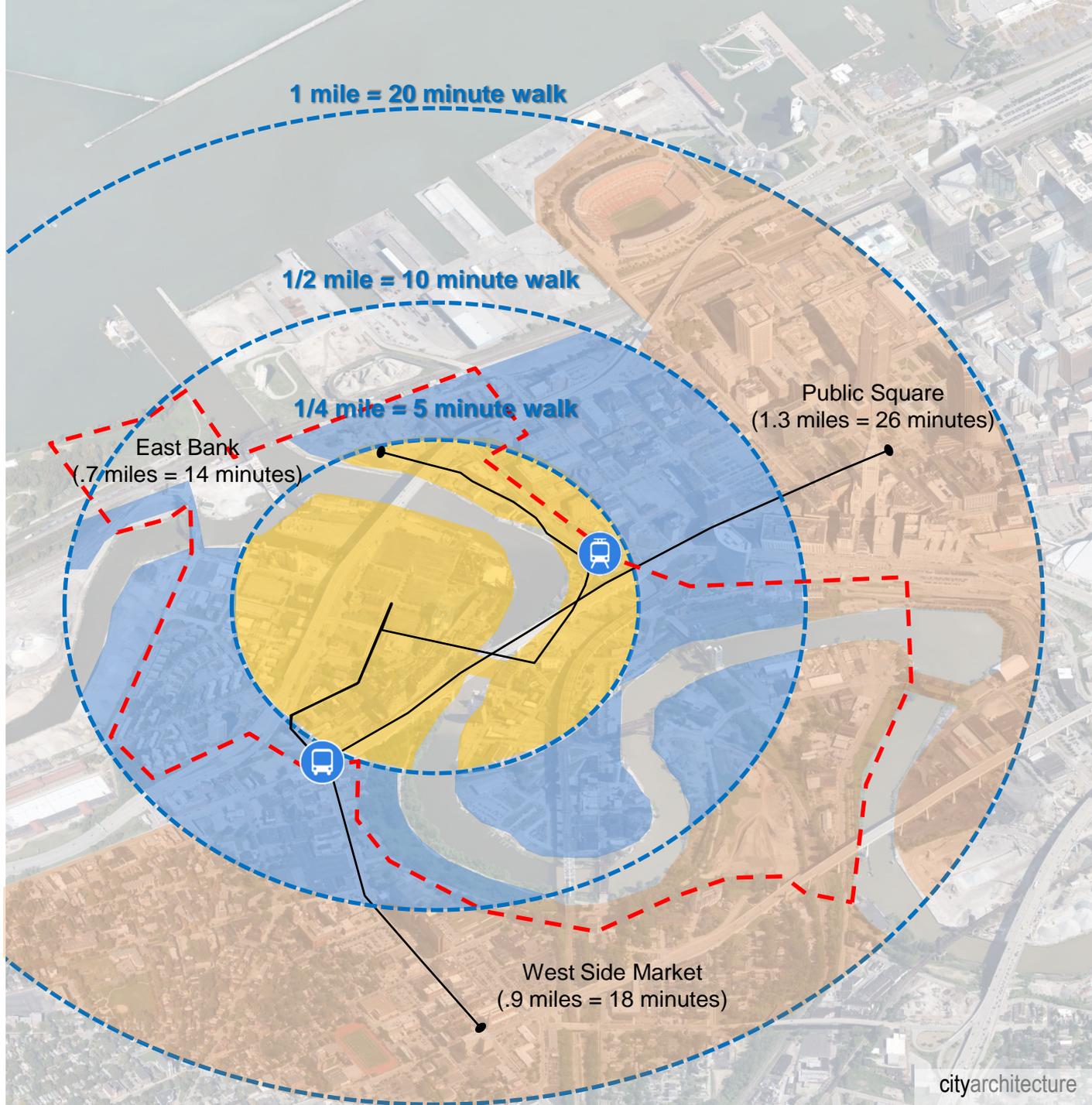
RED LINE

26, 45

20, 21, 22, 35,  
45, 79A, 79B

# DISTRICT ANALYSIS: PEDESTRIAN CONNECTIVITY

- Direct connections to neighboring districts and attractions are limited to the north and east
- Walk distances are increased by approximately 1/2 mile to cross Detroit Superior Bridge
- Direct connections are strongest to Ohio City / Market District / Gordon Square



# MOVING FORWARD

*Setting a framework for next steps*



## WAYFINDING

- Increase wayfinding on both the macro and micro levels.
- Identify surrounding “decision points” where signage for The Flats may be integrated
- Add new signs throughout the city to direct people into The Flats and how to reach their destination once they arrive.



## WATERFRONT

- Expand existing park space, promenades, boardwalks, places to engage the water.
- Implement both active and passive recreational areas.
- Educate users on safe practices.



## PUBLIC TRANSPORTATION

- Engage GCRTA to establish a public transit route that regularly circulates to places people are going within The Flats



***A successful future of The Flats relies on attracting people, expanding access to the waterfront and improving users' experiences...***

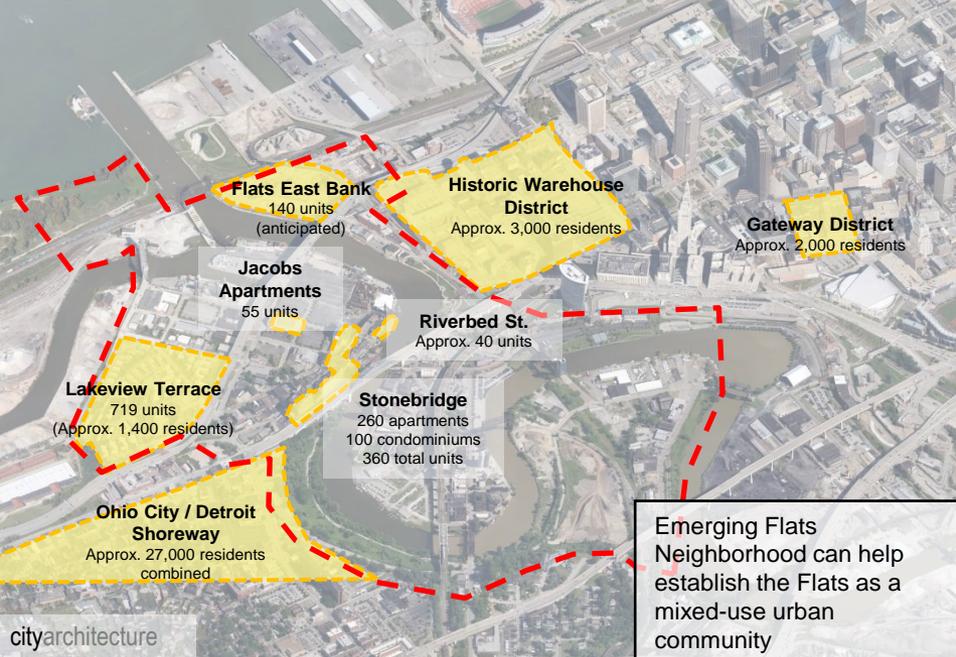
# LAND USE

MAINTAIN EXISTING INDUSTRIAL, RESIDENTIAL AND COMMERCIAL USES THAT ARE THRIVING & SUSTAINABLE

IDENTIFY UNDERUTILIZED AREAS WHERE NEW USES WOULD BE BENEFICIAL TO THE FLATS IMAGE & ECONOMY

INFUSE STREETS, BUILDINGS AND PUBLIC SPACES THAT CREATE A BALANCED NEIGHBORHOOD

# Neighborhood Analysis: Residential Development



Nautica Apartments



Riverbed Street Development



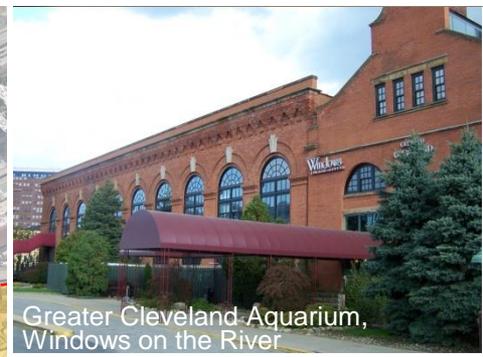
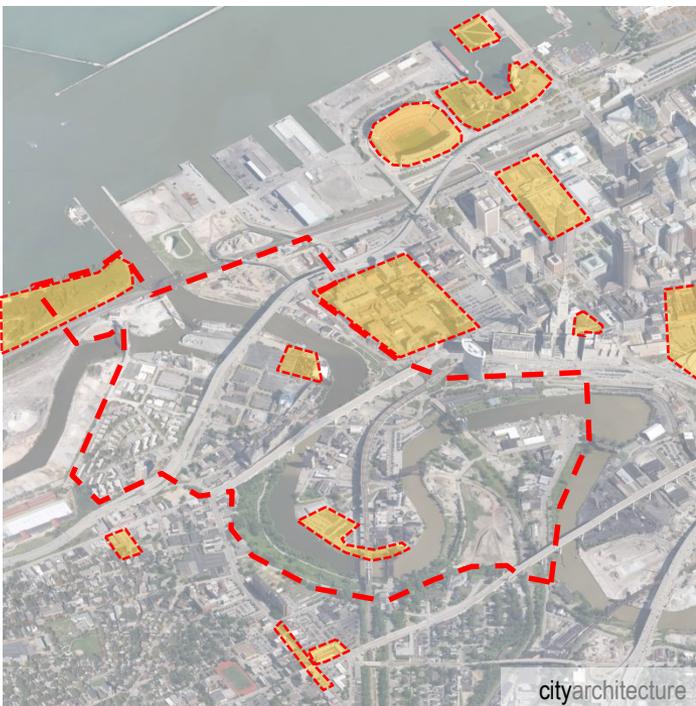
Flats East Bank



Stonebridge Development at Viaduct

# District Analysis: Major Activity Generators

- Greater Cleveland Aquarium
- Jacob's Pavilion at Nautica
- Voinovich Bicentennial Park
- Cleveland Rock Hall
- Great Lakes Science Center
- Cleveland Medical Mart and Convention Center
- West 9th Street Entertainment District
- Cleveland Gateway District
- Horseshoe Casino Cleveland
- West Side Market
- West 25th Street Market District
- Hingetown
- Rowing Club
- Wendy Park at Whiskey Island



Greater Cleveland Aquarium, Windows on the River



Nautica Queen



Jacobs Pavilion

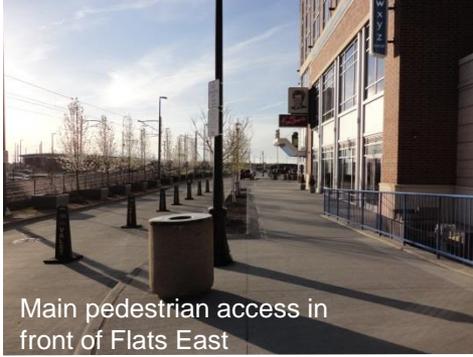


Rowing Clubs

# Neighborhood Analysis: Retail / Commercial Options



The Flats' retail and commercial options are minimal, disconnected and unrelated



Main pedestrian access in front of Flats East



McCarthy's Downtown



Nautica Café, Windows on the River



Harbor Inn

# District Analysis: Public Spaces

- Flats East Bank Park
- Heritage Park / Canal Basin
- Settler's Landing Park
- Public Square / Mall
- Voinovich Bicentennial Park
- River Gate Park & Proposed Skate Park
- Market Square Park
- Wendy Park at Whiskey Island
- Edgewater Park
- Cuyahoga River Urban Habitat Restoration
- **Surrounding public spaces have limited waterfront access and are disconnected**
- **Neighborhood-scaled green spaces can help redefine the Flats**



Wendy Park entrance



Canal Basin Park



West Bank Boardwalk

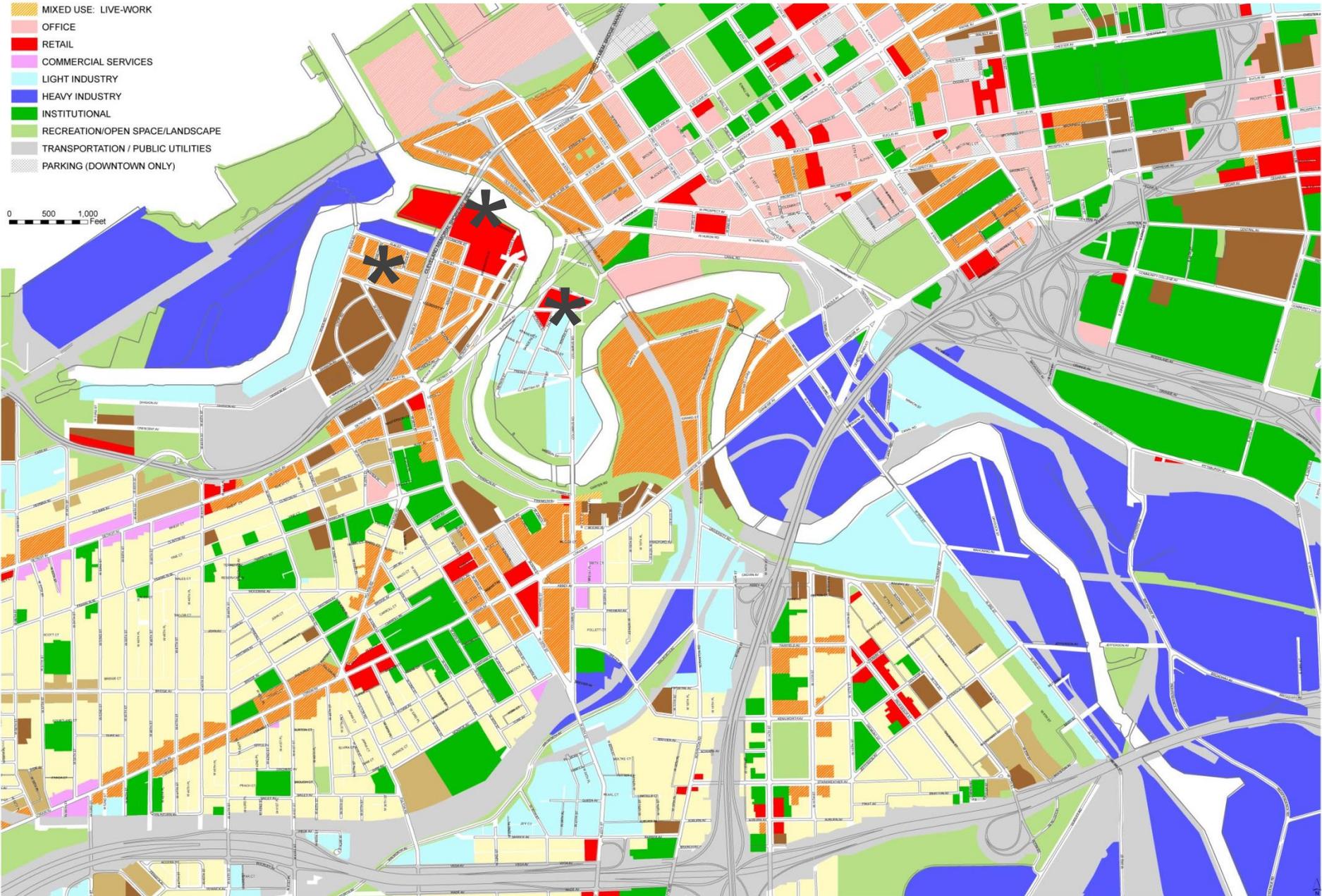


Looking south along new towpath trail

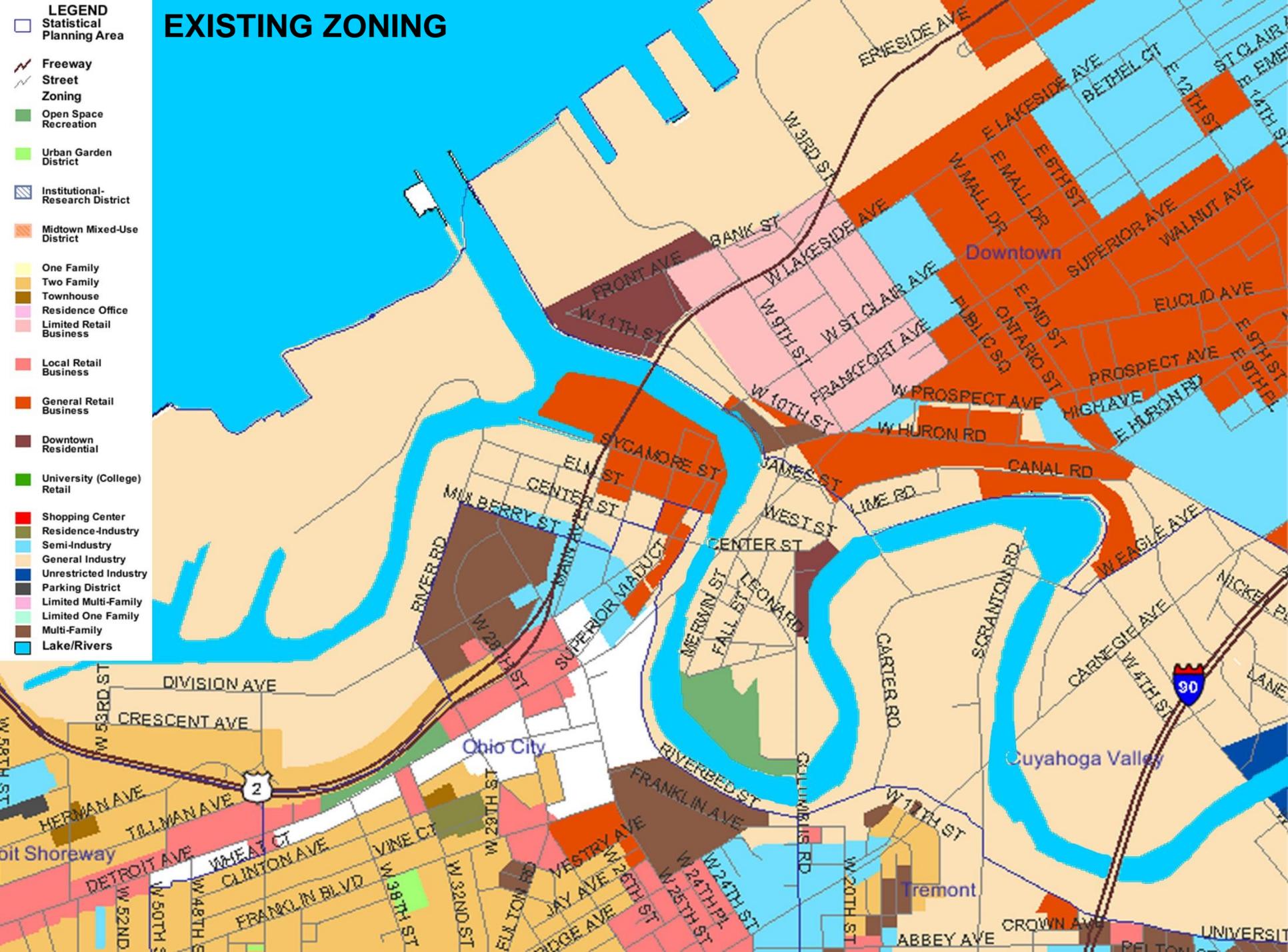
# CONNECTING CLEVELAND 2020 CITYWIDE PLAN PROPOSED LAND USE

- SINGLE / TWO FAMILY
- MIXED USE: DOWNTOWN
- TOWNHOUSE
- MULTI FAMILY
- MIXED USE: RESIDENTIAL + RETAIL/OFFICE
- MIXED USE: LIVE-WORK
- OFFICE
- RETAIL
- COMMERCIAL SERVICES
- LIGHT INDUSTRY
- HEAVY INDUSTRY
- INSTITUTIONAL
- RECREATION/OPEN SPACE/LANDSCAPE
- TRANSPORTATION / PUBLIC UTILITIES
- PARKING (DOWNTOWN ONLY)

0 500 1,000 Feet



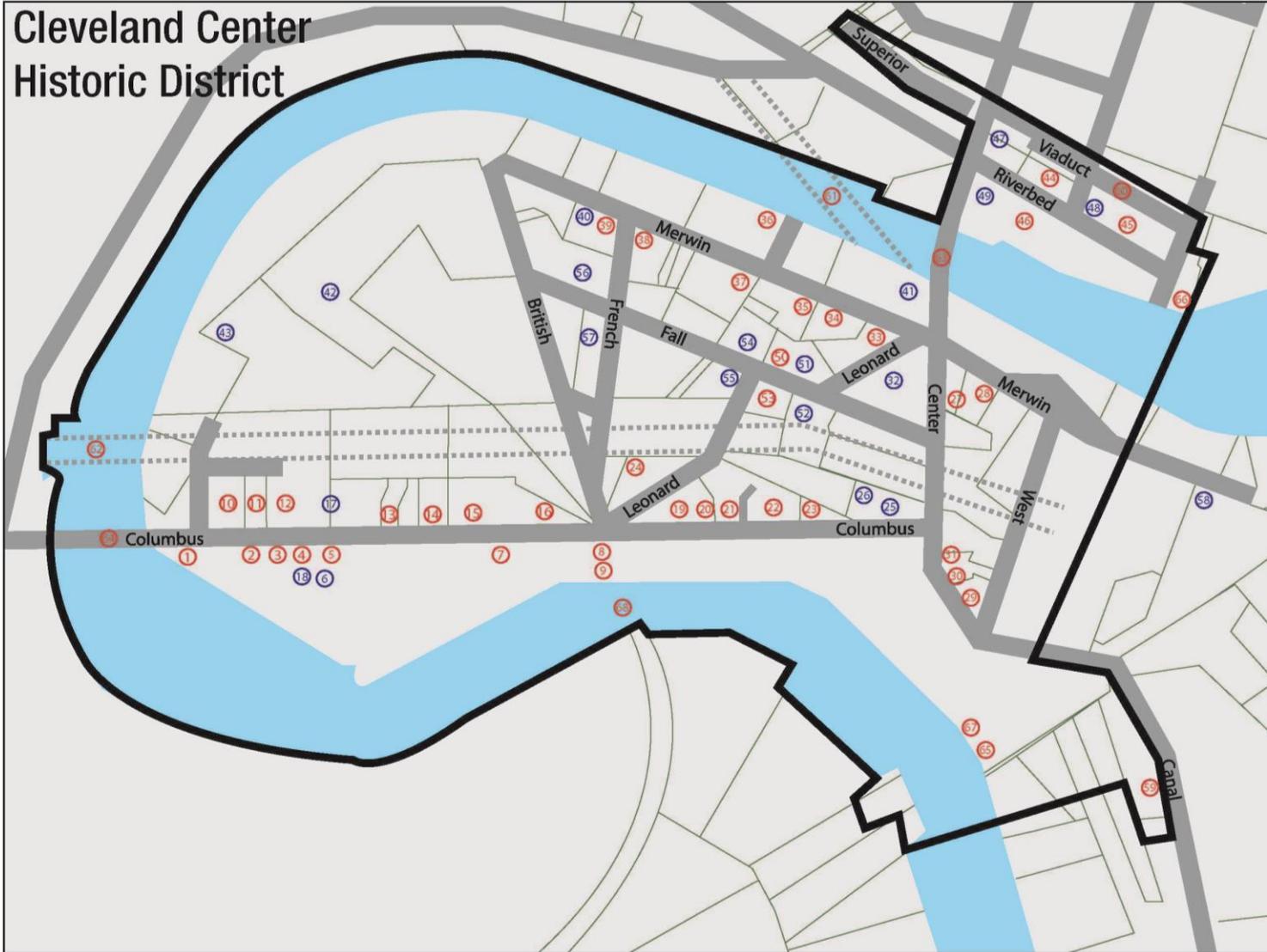
# EXISTING ZONING



# CLEVELAND CENTRE HISTORIC DISTRICT

COLUMBUS ROAD PENINSULA & SECTIONS OF WEST BANK NOW  
ARE A HISTORIC DISTRICT; NOW TAX-CREDIT ELIGIBLE.

Cleveland Center  
Historic District

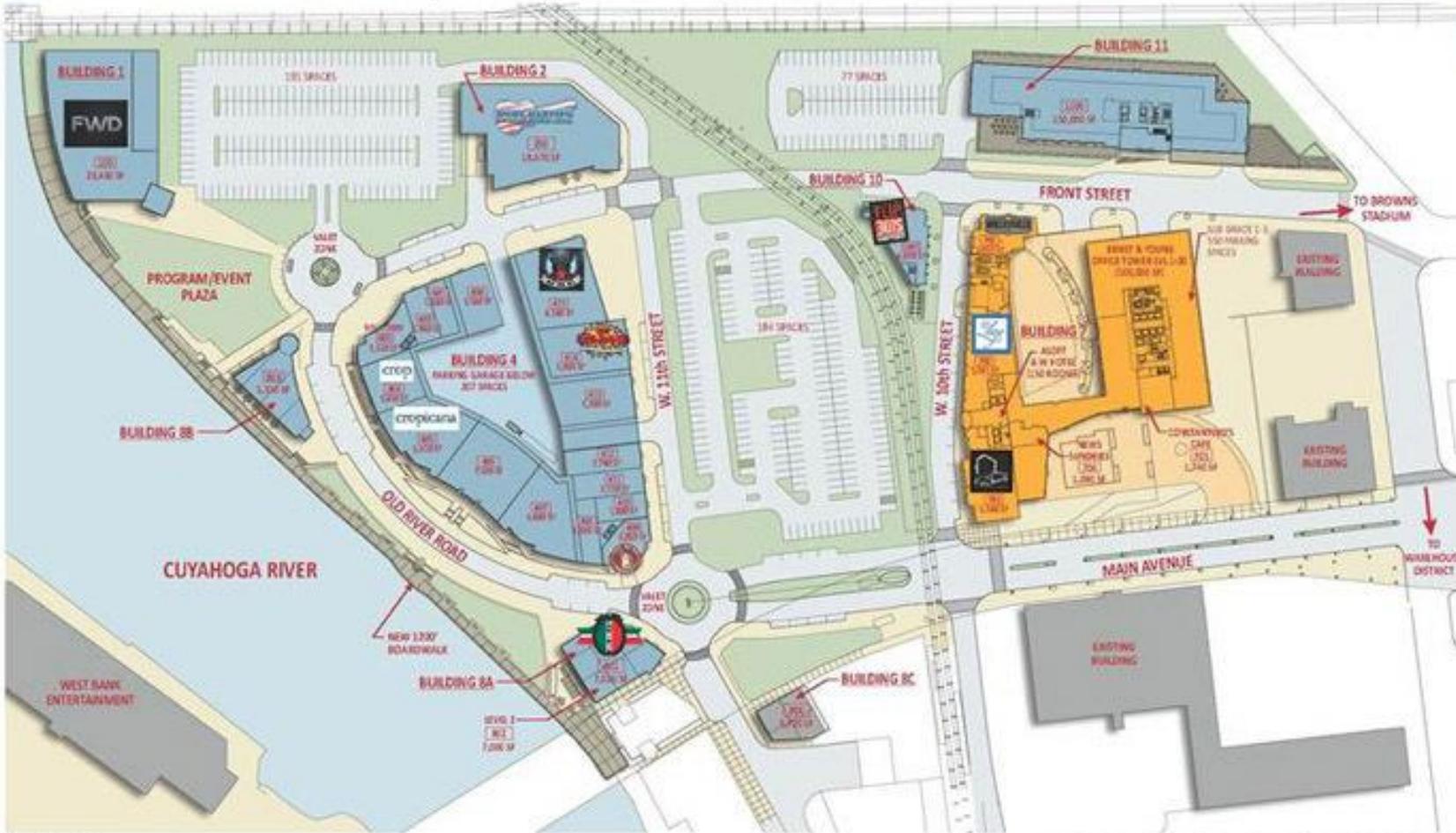


Contributing	Non-Contributing
1	1857 Columbus
2	1841-1843 Columbus
3	1831 Columbus
4	1829 Columbus
5	1815 Columbus
6	1815 Columbus (rear)
7	1771 Columbus
8	1757 Columbus
9	1757 Columbus
10	1852 Columbus
11	1850 Columbus
12	1844-1848 Columbus
13	1840 Columbus
14	1822-1826 Columbus
15	1780-1800 Columbus
16	1778 Columbus
17	1840-1844 Columbus
18	1829 Columbus
19	1740 Columbus
20	1738 Columbus
21	1738 Columbus
22	1720 Columbus
23	1700 Columbus
24	1678 Leonard
25	1690 Columbus
26	1690 Columbus (rear)
27	1114 Center
28	1575 Merwin
29	1646 Columbus
30	1664 Columbus
31	1672 Columbus
32	1101 Center
33	1605 Merwin
34	1615 Merwin
35	1635 Merwin
36	1646-1656 Merwin
37	1645 Merwin
38	1669 Merwin
39	1681 Merwin
40	1691 Merwin
41	1600 Merwin
42	Parks Department Building A
43	Parks Department Building B
44	1284 Riverbed
45	1250-1252 Riverbed
46	1283 Riverbed
47	2018 Center
48	1268-1272 Riverbed
49	yellow brick substation
50	1636 Fall
51	1628 Fall
52	1611 Fall
53	1639 Fall
54	1640 Fall
55	1659 Fall
56	1720 Fall
57	1045 French
58	Lorenzo Carter Cabin
59	828 Canal
60	Old Superior Viaduct
61	Detroit Superior High Level bridge
62	Cleveland Union Terminal Viaduct
63	Center St Swing bridge
64	Columbus Road Lift bridge
65	Carter Road lift bridge
66	Baltimore & Ohio Railroad bridge
67	NYC RR Main Line lift bridge
68	Flats Industrial RR lift bridge

# INFLUENCING THE FLATS CHARACTER

EXISTING STAKEHOLDER PLANS AND ONGOING INITIATIVES

## FLATS EAST BANK | CLEVELAND, OH



- FLATS EAST BANK CLEVELAND**  
Retail Leasing Plan
- Building One**  
One-story retail entertainment  
GLA: 25,660 sf
  - Building Two**  
One-story retail entertainment  
GLA: 18,500 sf
  - Building Three**  
One-story retail entertainment  
GLA: 18,500 sf
  - Building Four**  
Six-story residential above retail and parking  
Retail GLA: 60,480 sf
  - Building Five**  
One-story retail entertainment  
GLA: 18,500 sf
  - Building Six**  
One-story retail entertainment  
GLA: 18,500 sf
  - Building Seven**  
Twenty three-story office tower, 150 rooms Aloft hotel, and parking  
Retail GLA: 16,701 sf
  - 8a. Building 8A**  
Two-story entertainment  
GLA: 14,020 sf
  - 8b. Building 8b**  
Two-story entertainment  
GLA: 5,550 sf
  - 8c. Building 8c**  
One-story entertainment  
GLA: 3,720 sf
  - Building Ten**  
One-story entertainment  
GLA: 4,070 sf
  - Building Eleven**  
Proposed site  
GLA: +/- 150,000 sf
- Phase II
  - Phase I
  - Boardwalk

FULL BUILD LEASING PLAN

Joe Mannino  
1138 W. 9th Street  
Cleveland, Ohio 44113  
p. 216-514-8700 ext. 108 c. 216-577-3276  
jmannino@fairmountproperties.com  
www.fairmountproperties.com

# INFRASTRUCTURE & CONNECTIONS

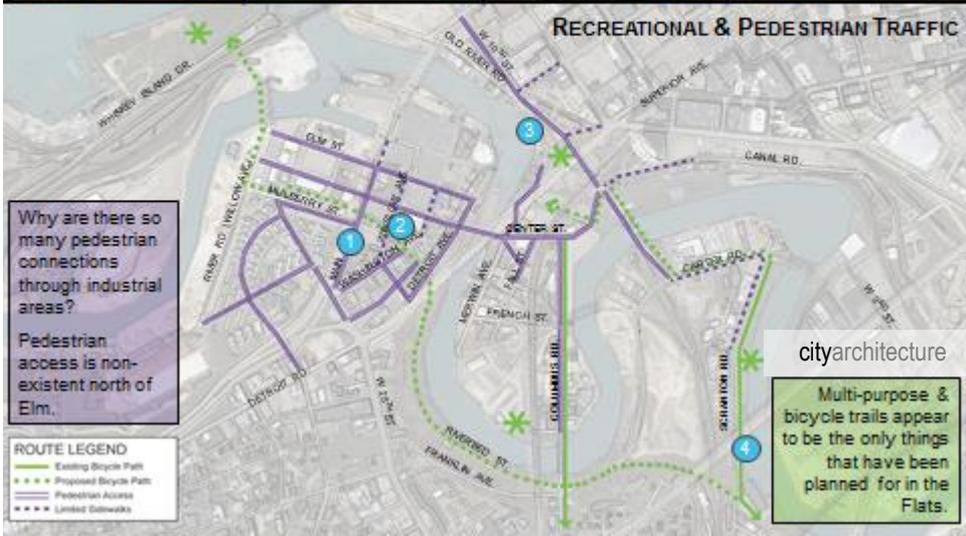
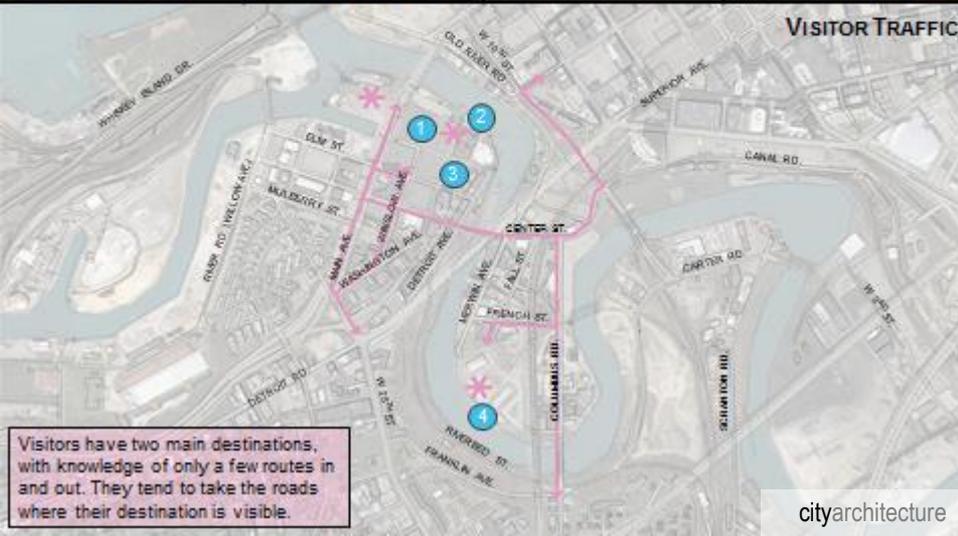
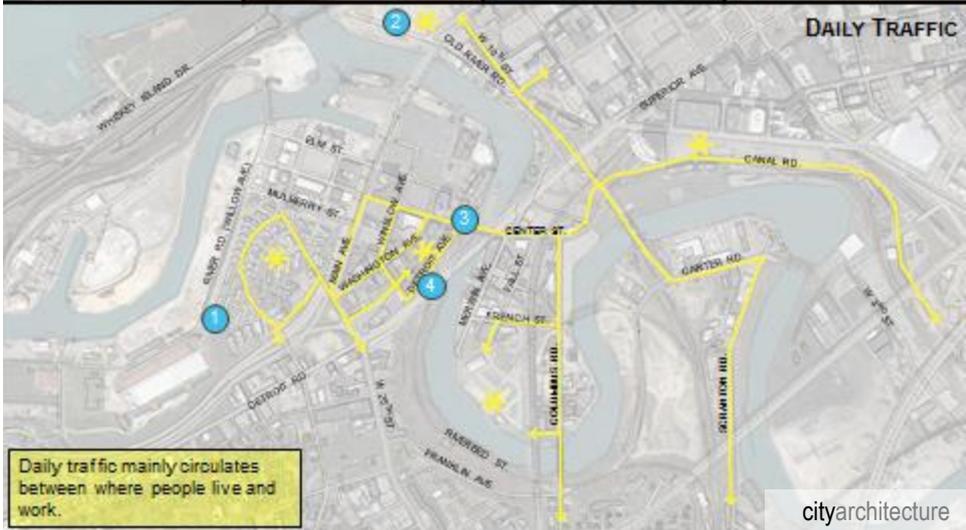
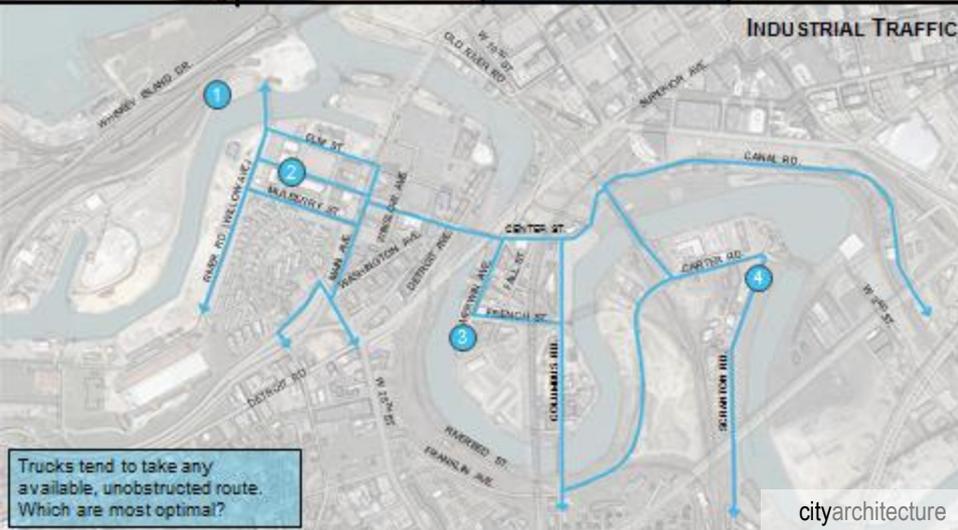
MAINTAIN THE CUYAHOGA RIVER AS A MAJOR TRANSPORTATION ARTERY

ESTABLISH A LOGICAL ROADWAY NETWORK THAT IMPROVES SAFE TRAFFIC FLOW

DIRECT VARIOUS USERS TO USE APPROPRIATE STREETS

INSTALL STREET LIGHTING AND OTHER STREETScape ELEMENTS TO INCREASE A SENSE OF SAFETY, VISIBILITY AND WALKABILITY

IDENTIFY ROUTES AND THEIR PRIMARY AND SECONDARY USES





1. Willow Ave. bridge



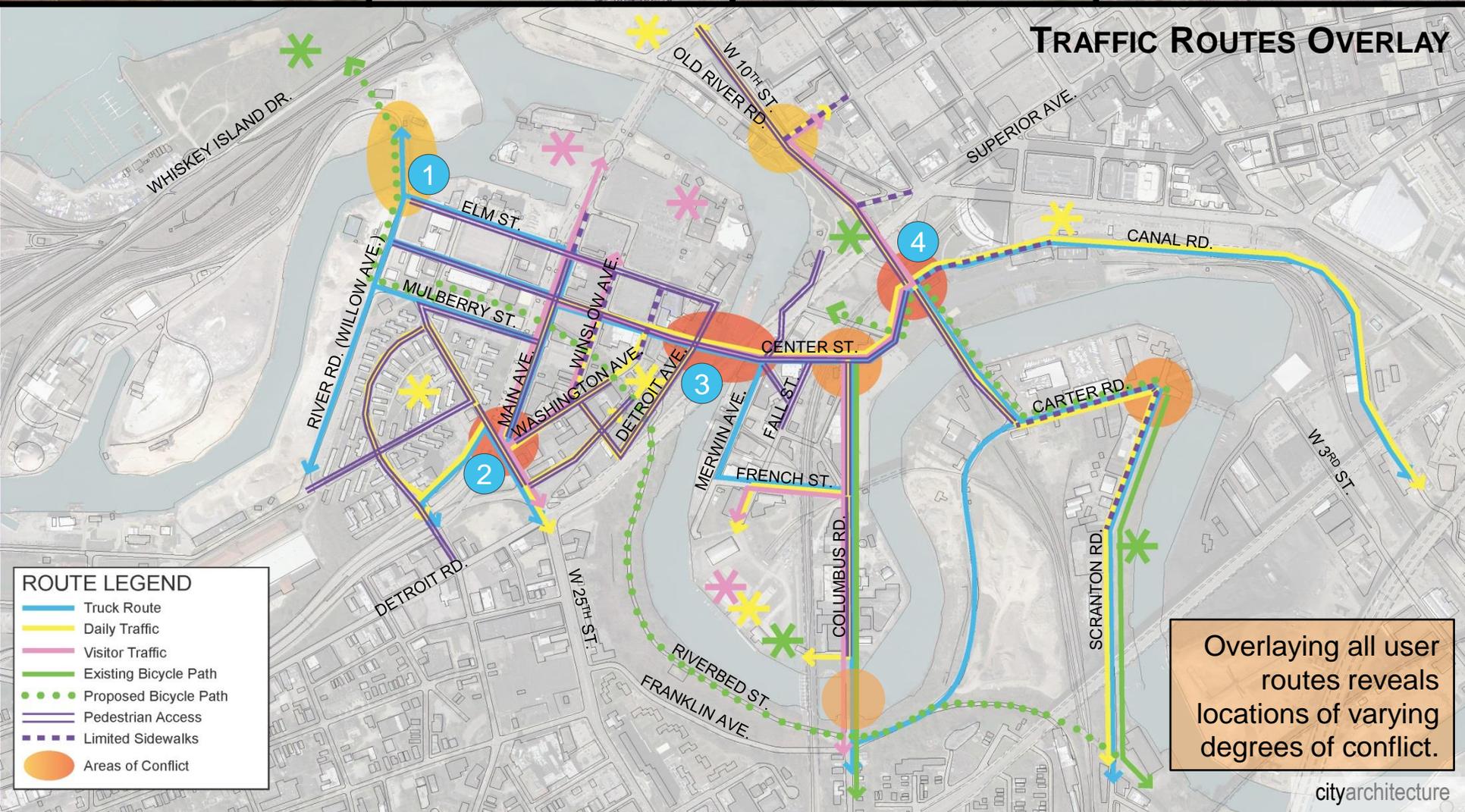
2. W. 25th St and Main Ave



3. Center St. Bridge



4. Carter, Center and Canal Roads



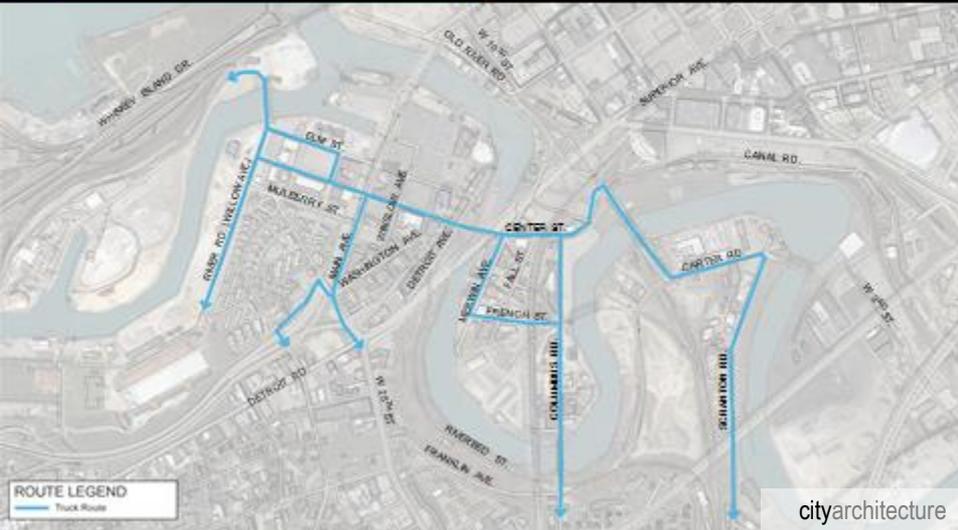


# FINDINGS & QUESTIONS

- Considering the various traffic flow routes and types individually helps us understand how the roads are used
  - Where are areas of concern or conflict between types of traffic and how might they be addressed?
  - How can routes be identified to better manage flow throughout The Flats?
  - Which routes should be primarily used for industrial, visitor, resident, daily, pedestrian or bicycle travel?
  - How can each of those uses “intersect” safely?
- Roadways can be reconfigured to best accommodate and promote their desired use and travel type
  - What attributes make for a good “industrial route”?
  - Where does on-street parking belong – to serve existing demand and anticipate future redevelopment?
  - How can bicycle traffic be integrated and help transition off-street / dedicated paths to a shared roadway?

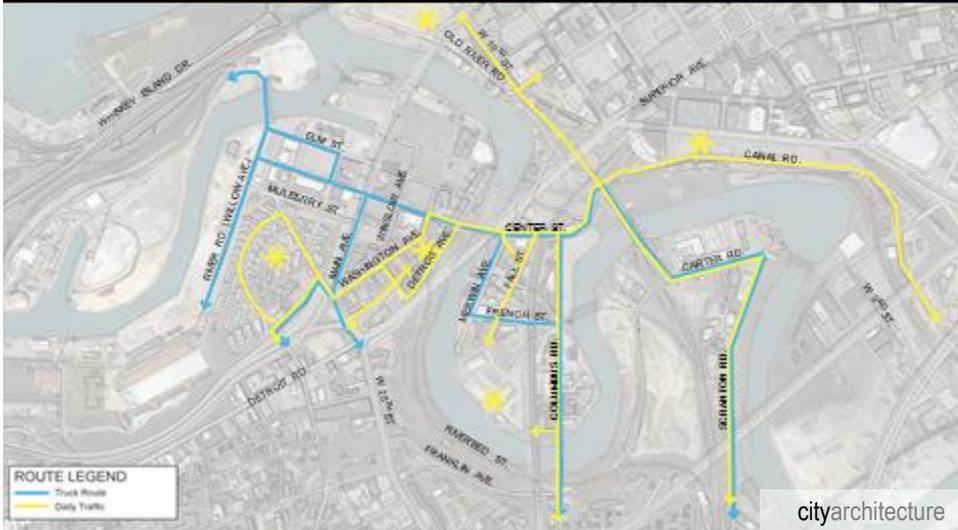
## PROPOSED TRUCK ROUTES

There are certain roads trucks must take to transport their loads. Using this as the basis for redistributing traffic, we can easily see which roads will be heavily trafficked and which are available for alternative uses. Starting with the industrial traffic is also symbolic of how industry has been long established as the primary function of The Flats and how it has been built up over time.



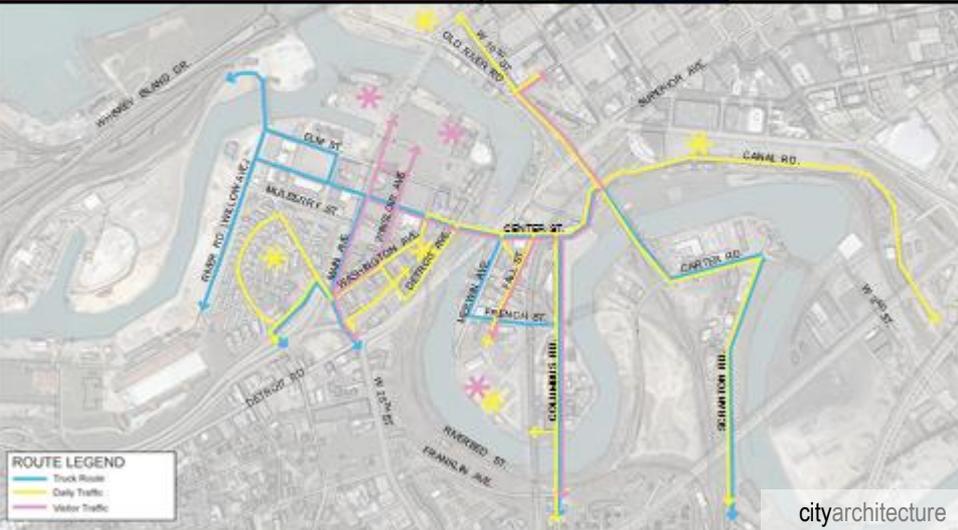
## PROPOSED DAILY TRAFFIC ROUTES

People who live and work in The Flats are considered the daily users. They are the most familiar with the area and are familiar and comfortable navigating the area. While there is a fair amount of overlap between them and the trucks, they are the users that can be pulled off of the main routes whenever possible and redirected along smaller, more neighborhood-scale streets.



## PROPOSED VISITOR TRAFFIC ROUTES

Understanding where the visitors are going and when special events are taking place is important to figuring out where they fit in among The Flats' traffic. Especially when considering that many of these people are driving in from places across the region, they will gravitate towards the straightest, most direct routes...



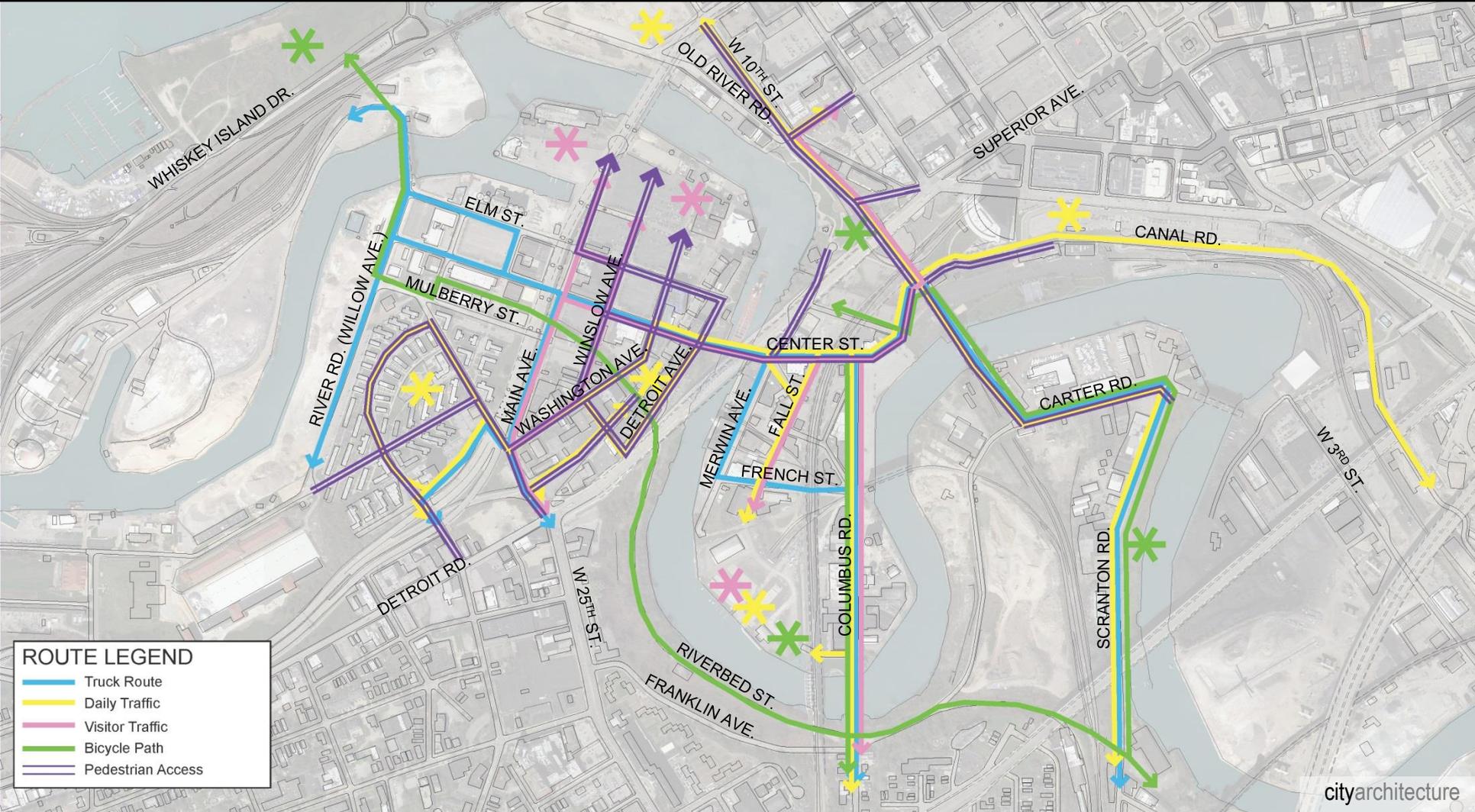
## PROPOSED BICYCLE PATHS

It seems that multi-purpose and bicycle trails have been the most comprehensively planned out element in The Flats. With the recent acquisitions of land by the MetroParks and The Trust for Public Land, greenspace connections have been increasing...



# PROPOSED PEDESTRIAN ACCESS

Our analysis showed that there were many underutilized sidewalks in industrial areas where pedestrians were few and far between. There are also several underserved attraction and event locations that should have comfortably walkable access. By focusing resources on select areas instead of the broader number of streets, we can create a quality pedestrian experience.



# ROADWAY CLASSIFICATIONS

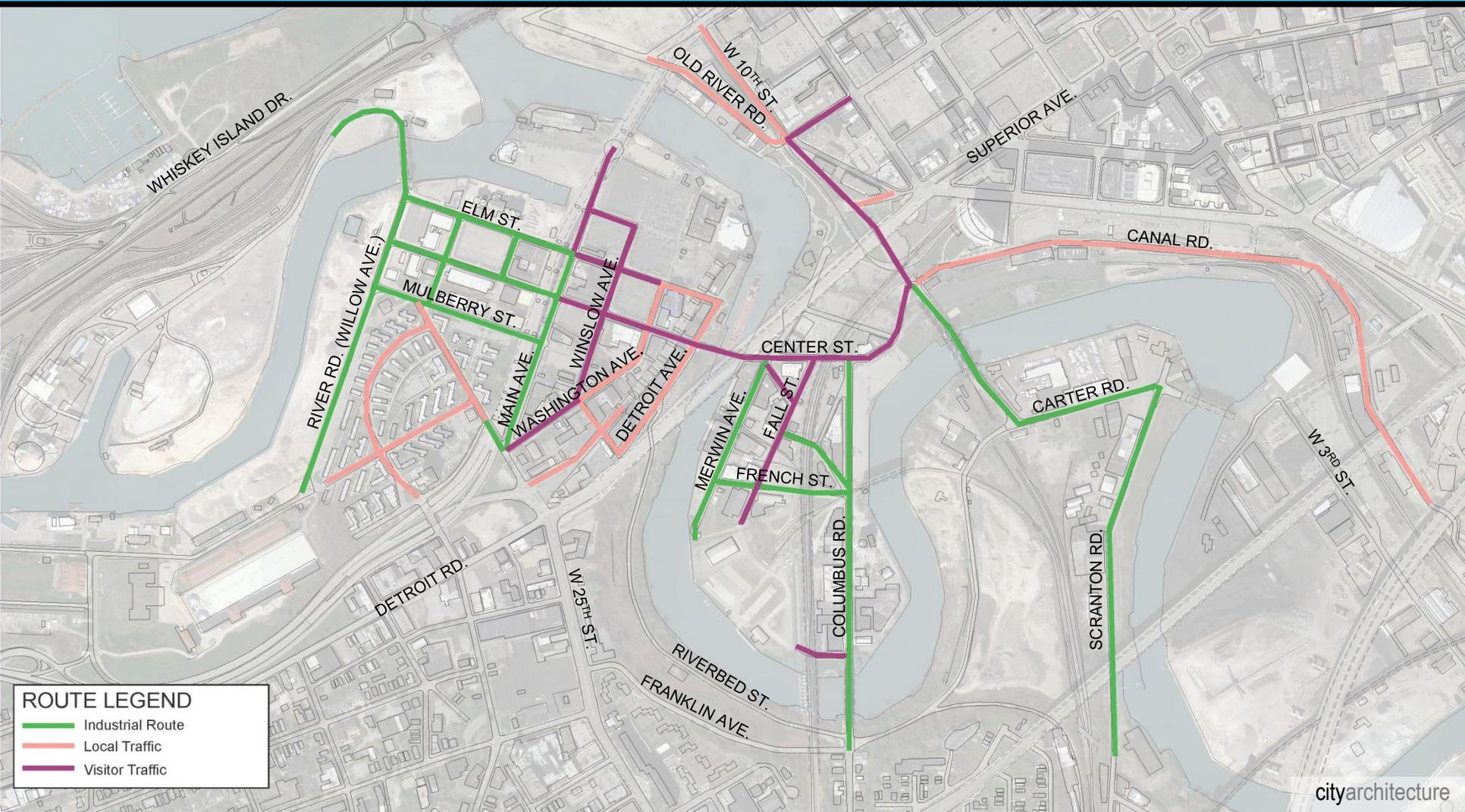
*Establishing Typologies Based on Usage and Travel Type*

Road	Primary Use	Secondary Use	Proposed Road Type
Center Street (west of Main)	Truck / Shipping	-	INDUSTRIAL
Elm Street (west of Main)	Truck / Shipping	-	INDUSTRIAL
Eugene Ct.	Truck / Shipping	-	INDUSTRIAL
French Street	Truck / Shipping	-	INDUSTRIAL
Hemlock Avenue	Truck / Shipping	-	INDUSTRIAL
Merwin Street	Truck / Shipping	-	INDUSTRIAL
Mulberry Street	Truck / Shipping	-	INDUSTRIAL
Spruce Avenue	Truck / Shipping	-	INDUSTRIAL
River Road / Willow Avenue	Truck / Shipping	Resident / Employee	INDUSTRIAL
Scranton Road	Truck / Shipping	Resident / Employee	INDUSTRIAL
Columbus Road	Truck / Shipping	Resident / Employee	*In Progress
Carter Road	Truck / Shipping	Bicycle	*Towpath Extension
Main Avenue	Truck / Shipping	Event / Destination	A + B
Winslow Avenue	Event / Destination	Pedestrian	VISITOR
Elm Street (east of Main)	Event / Destination	Pedestrian	VISITOR
Canal Road	Resident / Employee	Event / Destination	VISITOR
Center Street (east of Main)	Resident / Employee	Event / Destination	VISITOR
Fall Street	Resident / Employee	Event / Destination	VISITOR
Robert Lockwood	Resident / Employee	Event / Destination	VISITOR
Old River Road	Resident / Employee	Event / Destination	LOCAL
West 10th Street	Resident / Employee	Pedestrian	LOCAL
West Superior Avenue	Resident / Employee	Pedestrian	LOCAL
Detroit Avenue	Resident / Employee	Pedestrian	LOCAL
Washington Avenue	Resident / Employee	Pedestrian	LOCAL
Superior Viaduct	Resident / Employee	Pedestrian	LOCAL

# COMPLETE ROAD TYPE NETWORK

Through a series of meetings and surveys, stakeholders identified roadways and traffic as a key issue in The Flats, specifically regarding the intermingling of different users and keeping everyone safe. Their feedback determined that a complete street network is needed. Existing conditions, including topographic changes and limited bridge connections pose challenges for the area. Since infrastructure is limited, it is critical

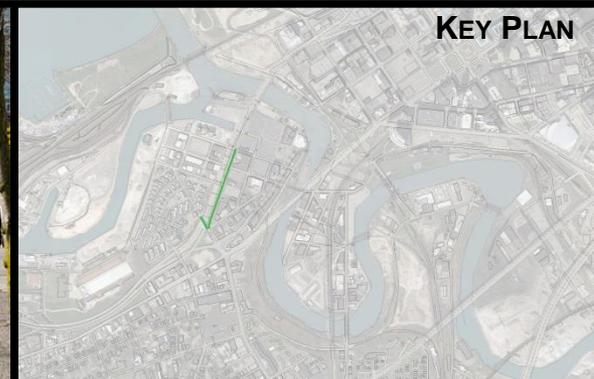
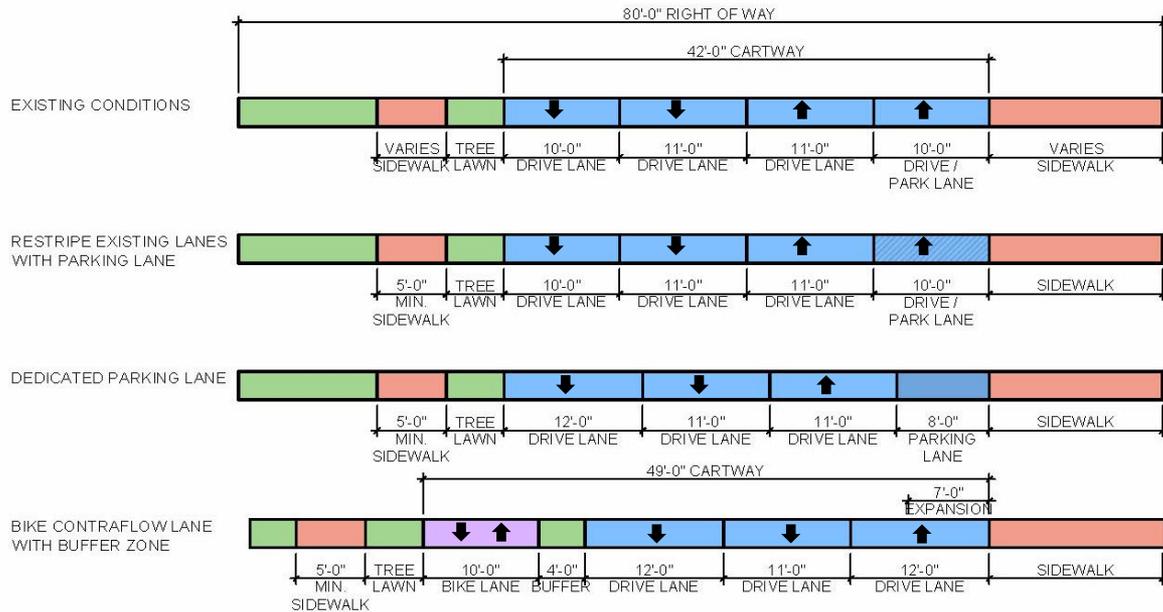
to maintain a balance between the industrial economy and promoting the potential for mixed-use development. This desire lead to developing plans for directing users onto different streets when possible and allowing for multi-modal connectors when users are coming together. Ultimately, this network of roadway types will act as a framework that helps determine future land uses for The Flats.





## MAIN AVENUE

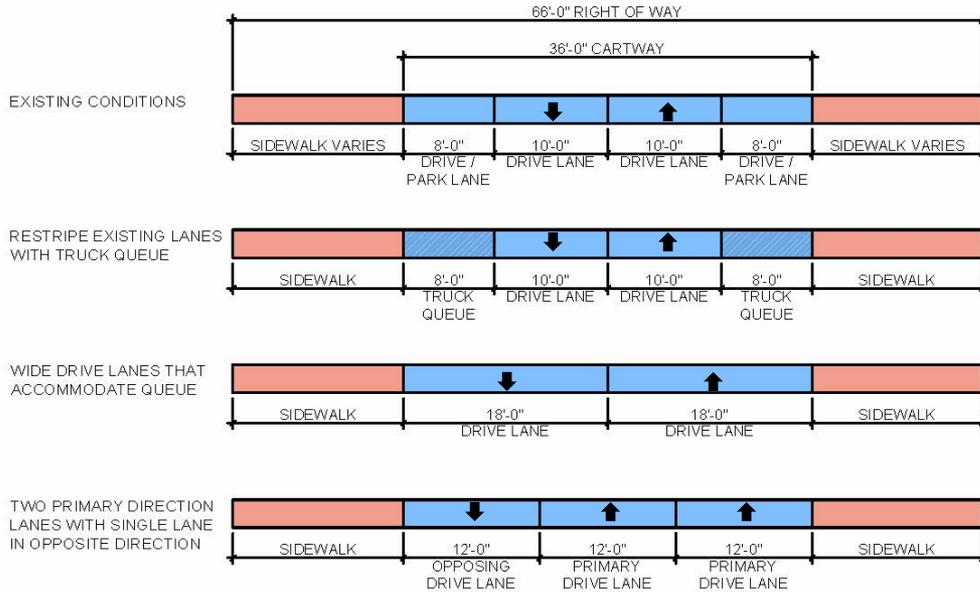
- Widest road in The Flats
- Gateway into the West Bank
- Currently used by all traffic types as a result of being the central artery on the west bank
- Development is limited to eastern side of the road
- Major connection to Route 2 and Ohio City
- Future use should be focused towards industrial traffic, with the bulk of visitors arriving during non-peak hours



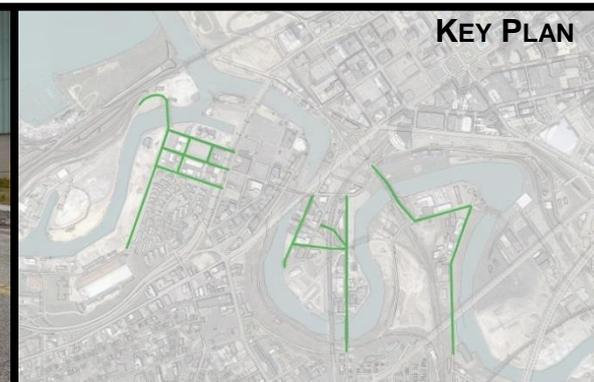


# INDUSTRIAL

- Some roads on the West Bank and Columbus Peninsula should be focused towards industrial users
- Most residents and visitors will not have a need to use these streets
- Wide lanes are needed to accommodate large vehicles
- Proposals include options for truck queue lanes and focused traffic direction to reduce congestion on these and surrounding roadways



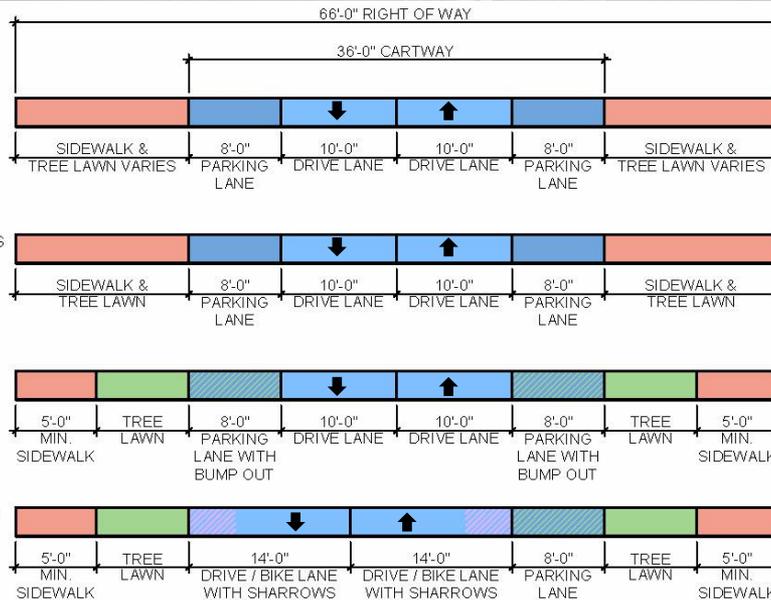
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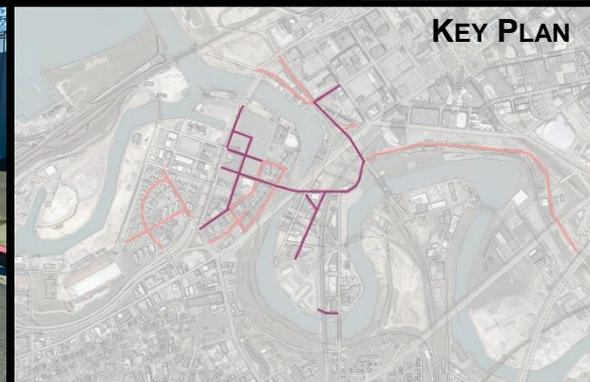


## LOCAL & VISITOR

- Maintaining some on-street parking in The Flats is important, especially along residential roads
- Some streets will have a more multi-modal scheme that accommodates bicycles
- Wider, more open lane configurations will be more attractive and comfortable for visitors to pass through
- Residential-focused streets will have a quieter, calmer layout



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# MOVING FORWARD

*Setting a framework for next steps*

## PRIORITIZE

- River infrastructure needs & ongoing improvements
- Determine which streets / routes are most critical to advancing The Flats
- Create partnerships / coalitions to better organize and approach the City of Cleveland, NOACA, Cuyahoga County for funding

## PLAN

- Prioritize an overall street improvement strategy / timeline based on current conditions, usage and potential redevelopment opportunities

## FUND

- Identify funding sources and establish a budget for infrastructure improvements
- Determine what public – private partnerships can be formed to spur investments

***Investing in an organized and coordinated roadway network has the ability to create safe routes and improve conditions simultaneously...***



# RECOMMENDED NEXT STEPS FOR THE CREATION OF A COMPREHENSIVE FLATS FORWARD MASTER PLAN:

1. Designate and adopt Roadway Typologies to guide future improvements  
(Meet with City officials, Department of Engineering / Traffic, NOACA, etc.)
2. Identify and apply for additional funding for planning efforts  
(NOACA – Transportation for Livable Communities Initiative [TLCI], USEPA – Brownfields Area-Wide Planning, etc.)
3. Engage with a marketing / branding firm  
(Determine marketing message, logo, signage types / locations)
4. Determine market demand and potential land uses through an Economic Study of the entire Flats Forward “service area”  
(Hire a market analysis firm or engage Cleveland State University to investigate regional demand, opportunities, target markets, etc.)