

# IRISHTOWN GREENWAY

[ Connecting the region to its waterfront using the LakeLink™ Trail ]



## *A Strategic Plan for the FLATS WEST BANK*

**Cleveland, OH**

**May 5, 2014**

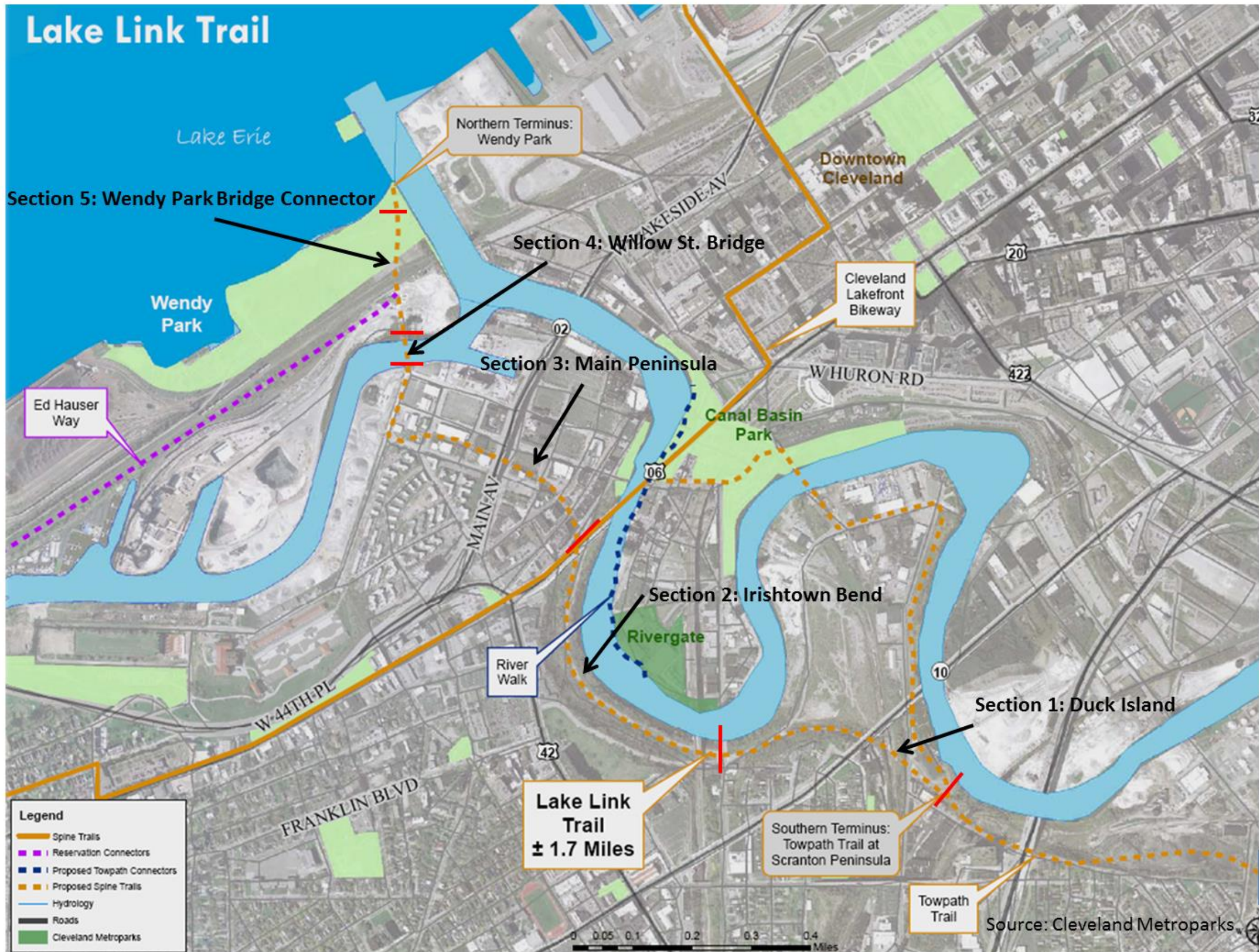


# Urban Studies 611—Spring 2014

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# Irishtown Greenway

## ***A Strategic Plan for the FLATS WEST BANK***

- ***Connecting the region to its waterfront using the LakeLink™ Trail***
  - **EMBRACE**
    - the Historic Character of the Flats
    - the Future Potential of the Area
    - the Flat's Existing and New Stakeholders
  - **RESTORE**
    - and Unite a Diverse Local Community
    - the Vitality of the Neighborhood
    - use to the Old Corridors
  - **ENHANCE**
    - and Promote a Healthy Ecology and Healthy Lifestyles
    - and Educate on the Historic Significance of the Flats
    - and Develop a Distinct Experience

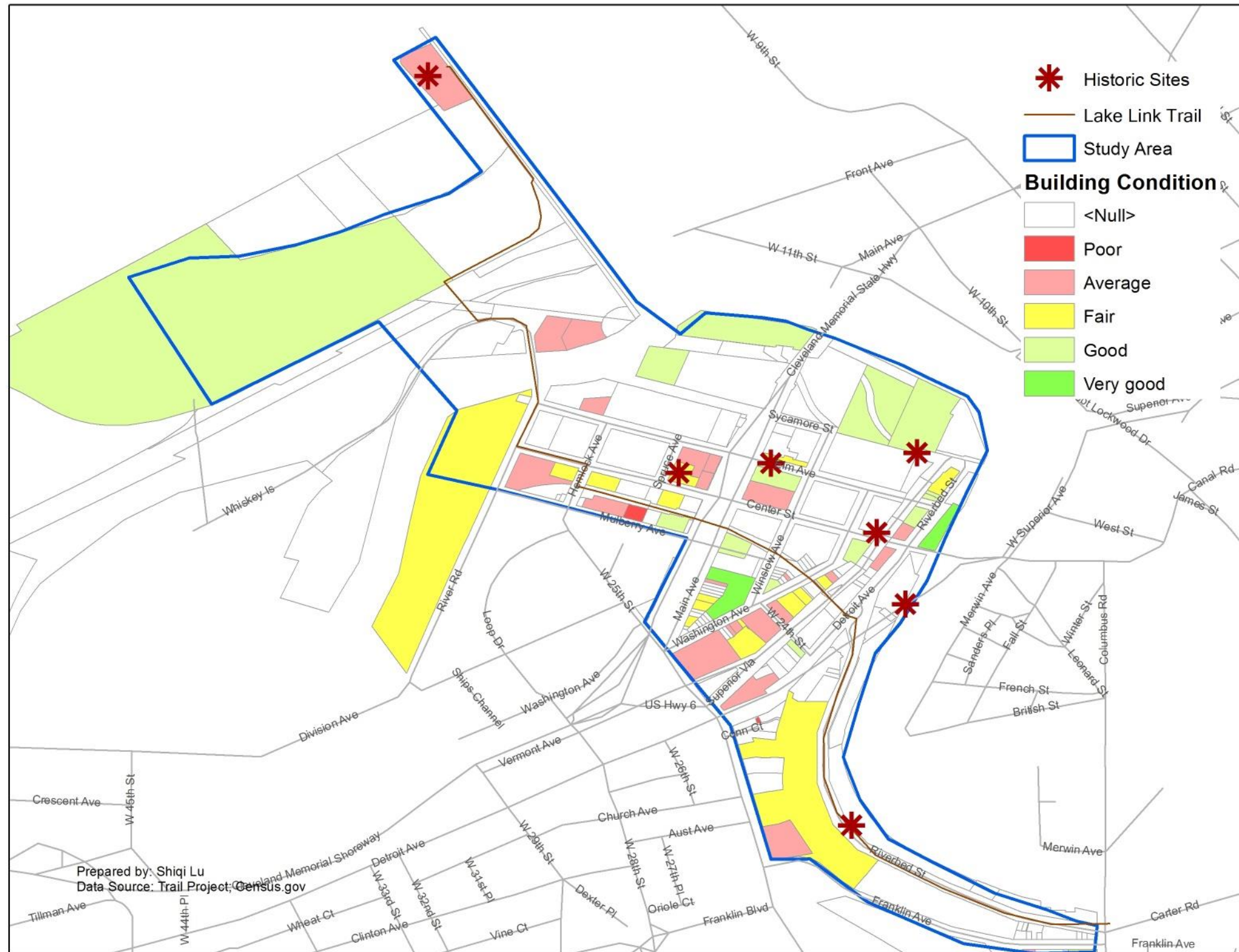
# HISTORICAL PERSPECTIVE





Source: Larry Hamel-Lambert/The Plain Dealer file. An aerial view taken in 2000 shows how the Cuyahoga River cuts a sharp curve below the geologically unstable Irishtown slope.

# Historic Sites



# Irishtown Greenway

## BACKGROUND RESEARCH

- ***Existing Conditions***
  - Physical and Natural Conditions
  - Regulatory Conditions
  - Socio-Economic Conditions
- ***Review of Academic Literature***
- ***Case Studies***



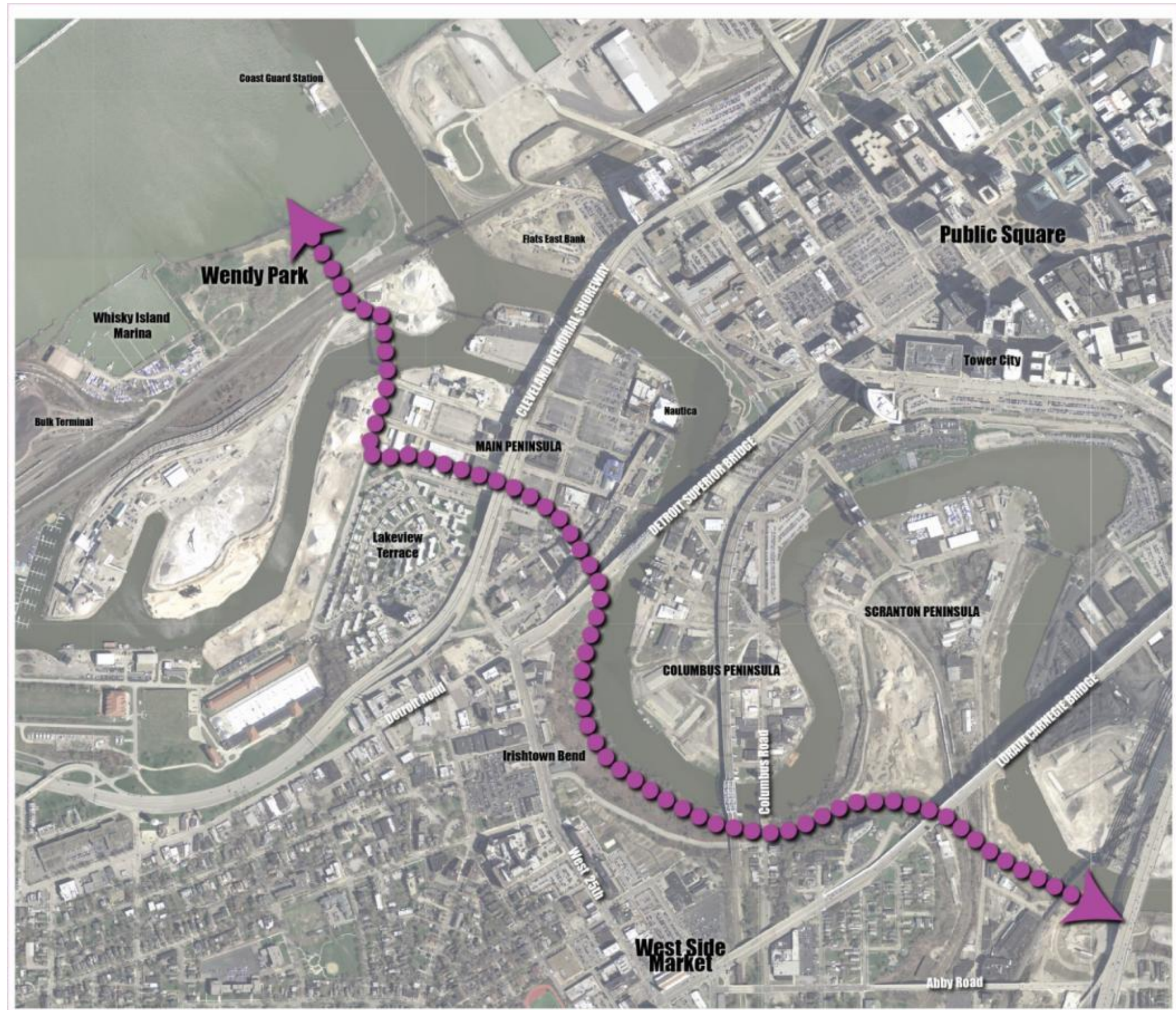
An aerial photograph of a river system, likely the Colorado River, showing a dam structure in the upper center. A large rectangular area is outlined in the lower half of the image, indicating a study area. The river flows from the top left towards the bottom right, with several meanders and a large reservoir or lake area in the center. The surrounding landscape is a mix of urban development and natural terrain.

**BACKGROUND RESEARCH—Physical & Natural Conditions**

**Dion Harris  
Darrick Matthews  
Michael Mears  
Ann Thompson**

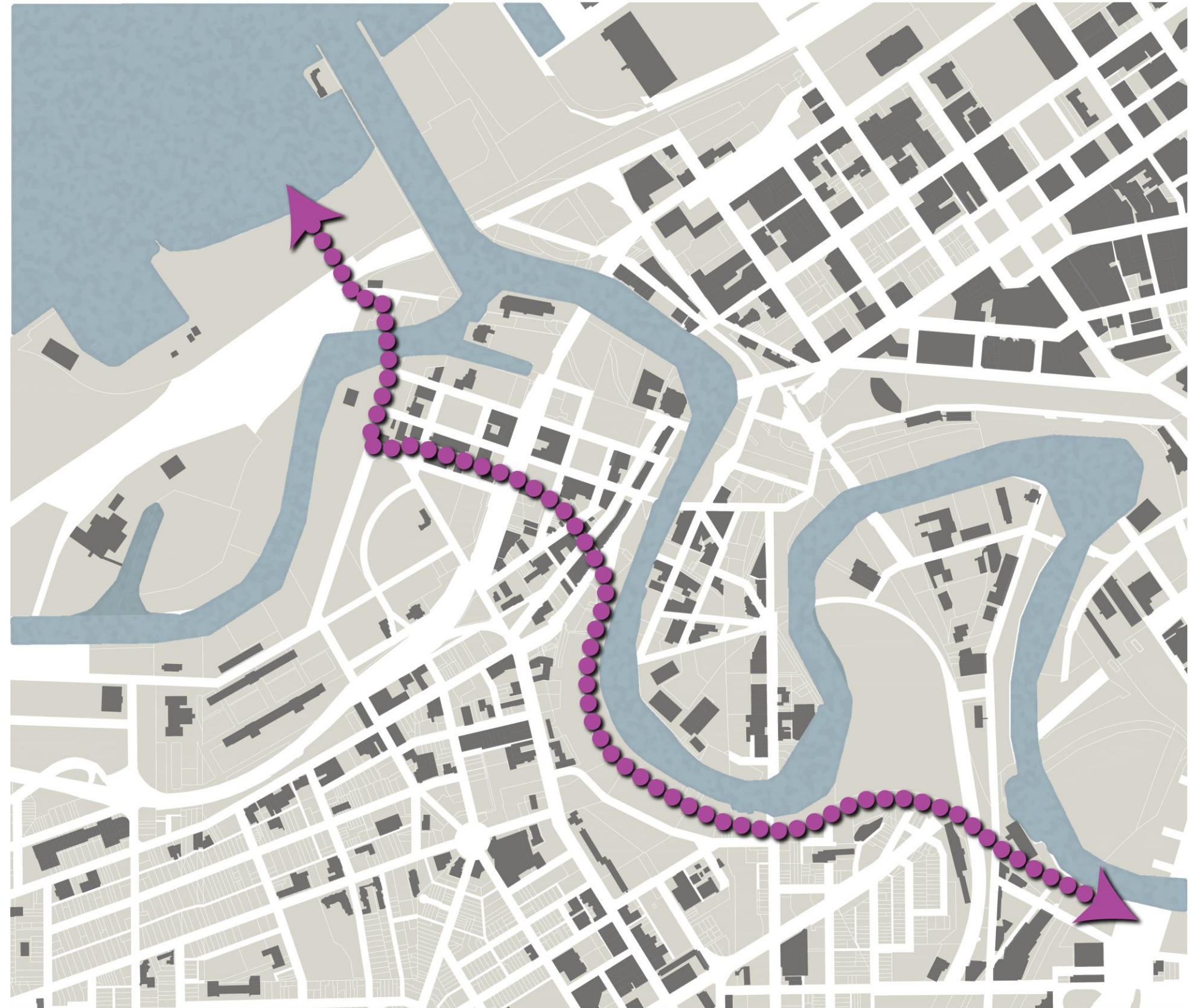
# Lake Link Trail Corridor – Location/Context

- The Proposed Trail Corridor travels along vacated Road and Railroad Corridors on the west bank of Cuyahoga River through 3 River Peninsulas.
  - Irishtown Bend**  
(Columbus Ave. to Detroit Ave.)
  - Main Peninsula**  
(Detroit Ave. to River Rd.)
  - Whiskey Island**  
(River Road to Wendy Park)
- Approximately 9,000 ft long (1.7) miles in length from Towpath connection.



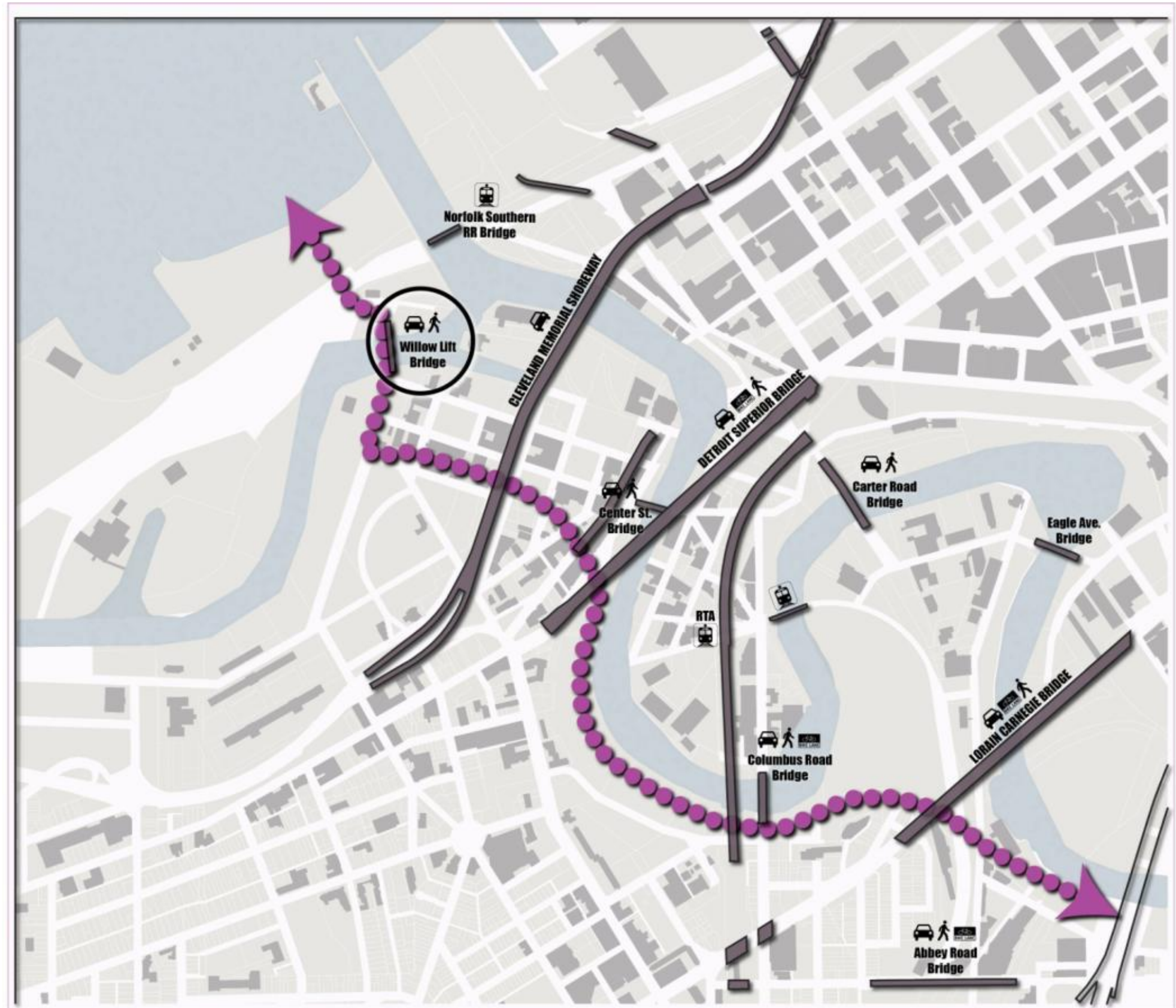
# Existing Infrastructure – Figure Ground & Block Diagram

- Low Density Building Layout
- Few Areas where corridor is directly adjacent to Existing Buildings.
- Fragmented Spaces and Street Corridors
- Grid Block/Street Layout – Interrupted by Bridge Corridors
- Wide Roadway Corridors– Avg. 60' ROW.
- Uniform Blocks Shape/sizes provide good Development Opportunities



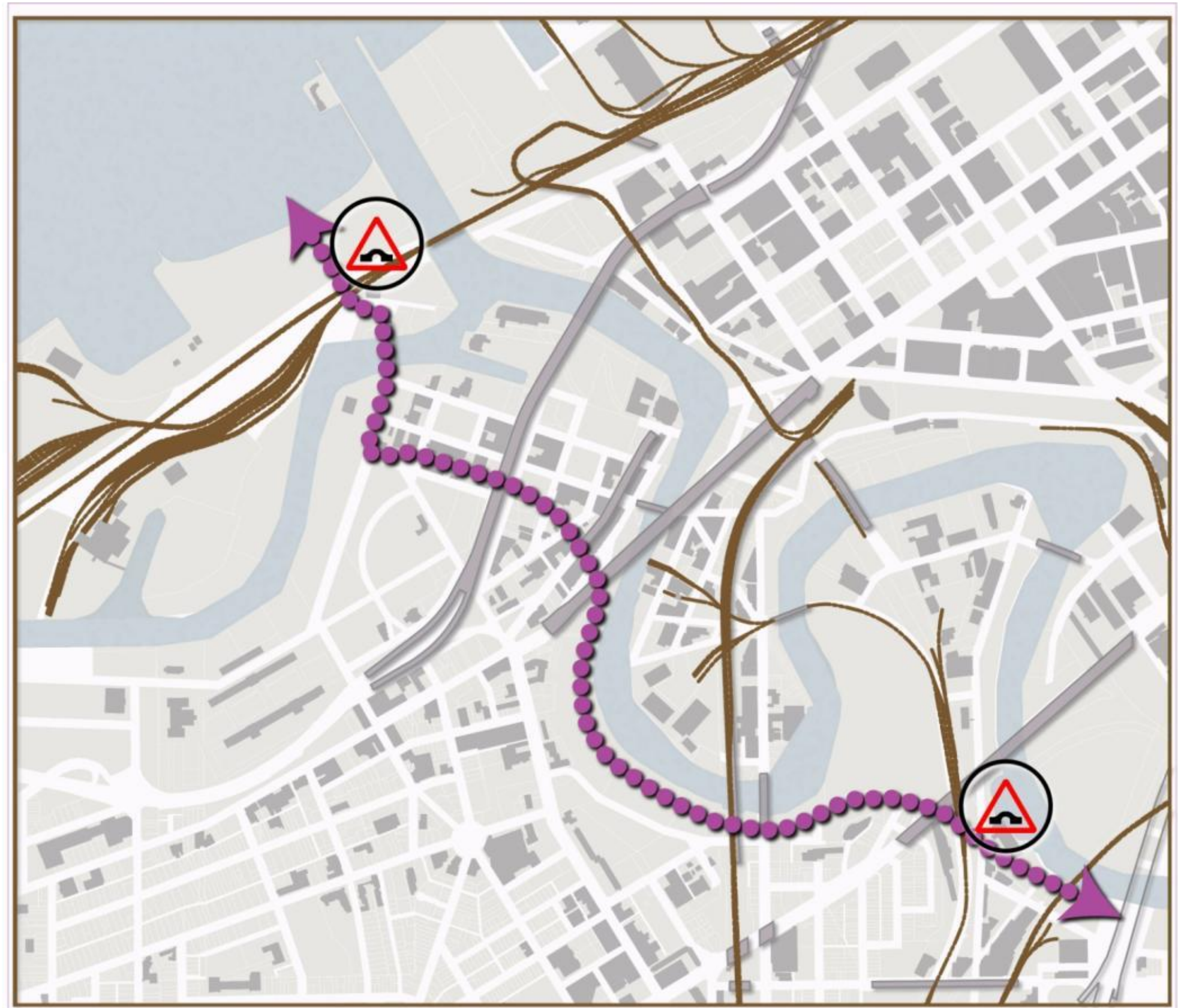
# Existing Infrastructure – Bridges

- Various Types
  - Vehicular Only
  - Vehicular-Pedestrian
  - Vehicular-Pedestrian-Bike
  - Rail Only



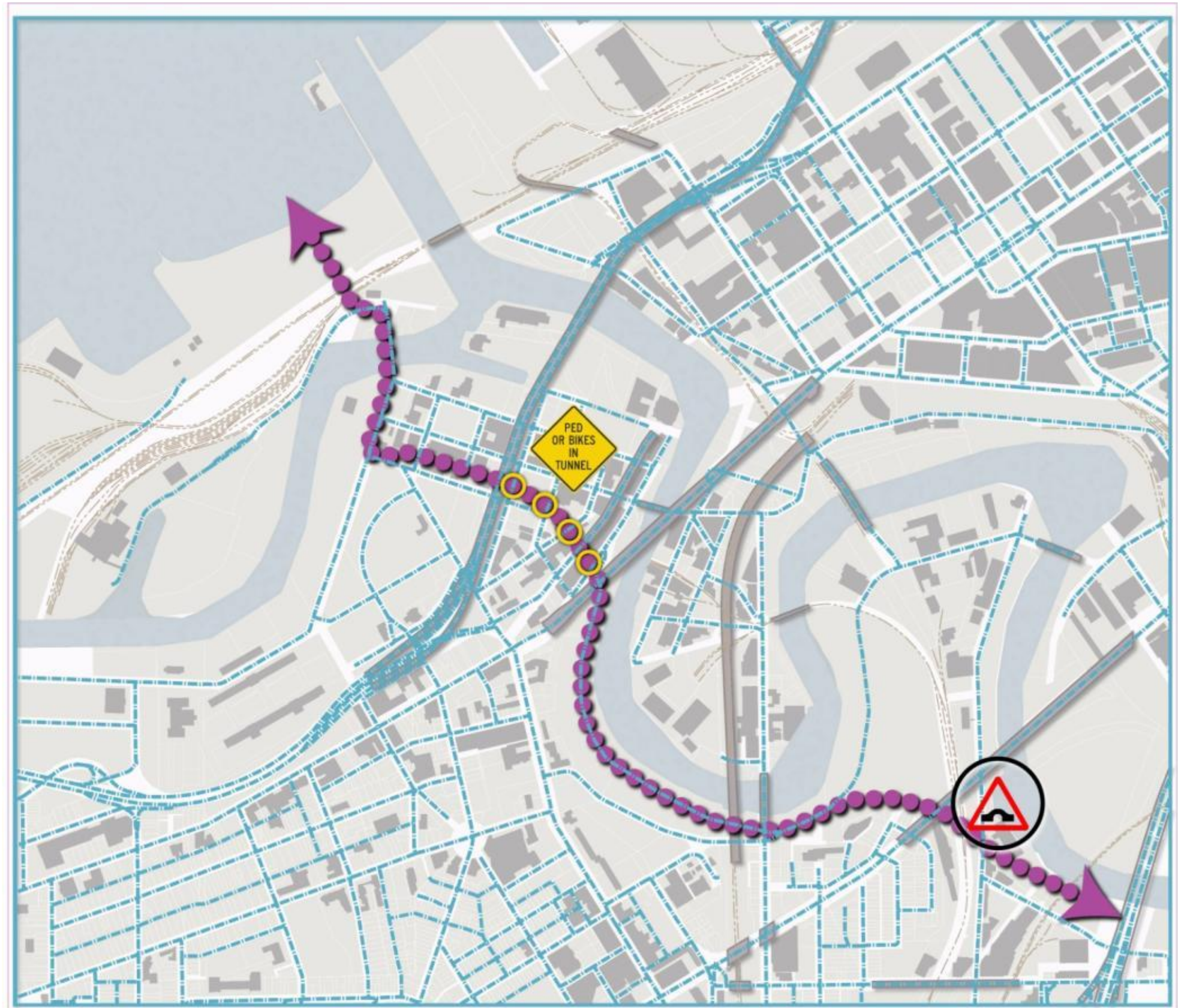
# Existing Infrastructure – Rail

- Rail Line Pedestrian Barriers at Beginning and End of Corridor
- No Direct Access Across Scranton Peninsula
- No Direct Access to Wendy Park



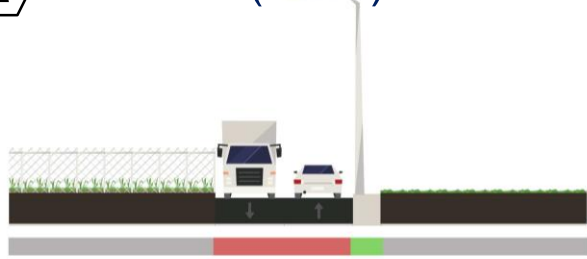
# Existing Infrastructure – Roads/Trail Corridor

- Corridor runs mostly parallel to roadways in most section as opposed to perpendicular.
- Good Vehicular Access/Visibility
- Pedestrian Circulation/Safety along Roadways is Limited/Poor
- Tunnels in West Bank Section limit Pedestrian & Vehicular Conflicts.

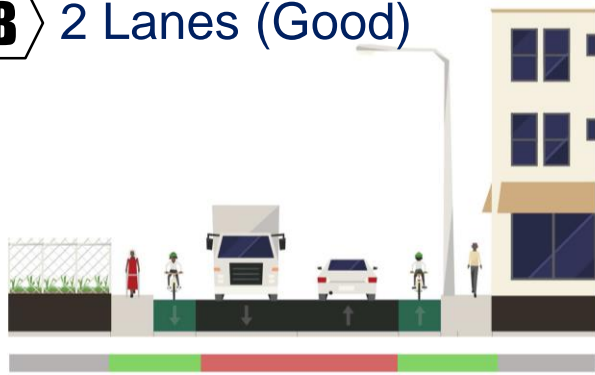


# Existing Infrastructure – Road Types and Condition

**A** 2 Lanes (Poor)



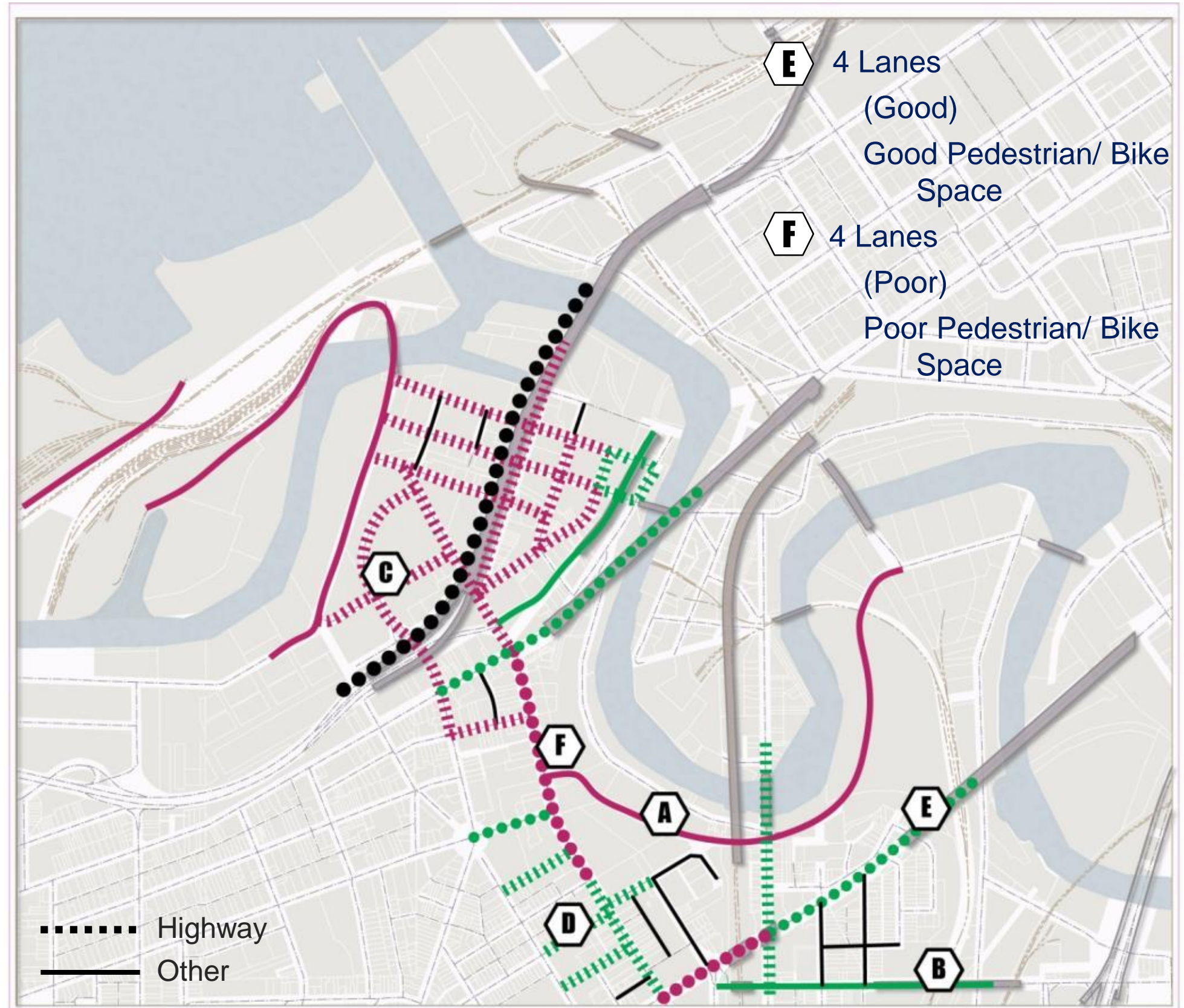
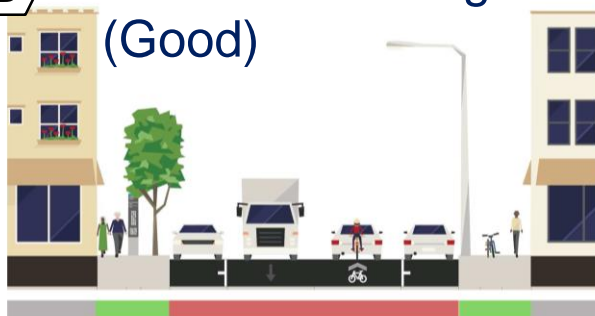
**B** 2 Lanes (Good)



**C** 2 Lanes w/Parking (Poor)



**D** 2 Lanes w/ Parking (Good)



# Existing Transportation – Traffic Routes

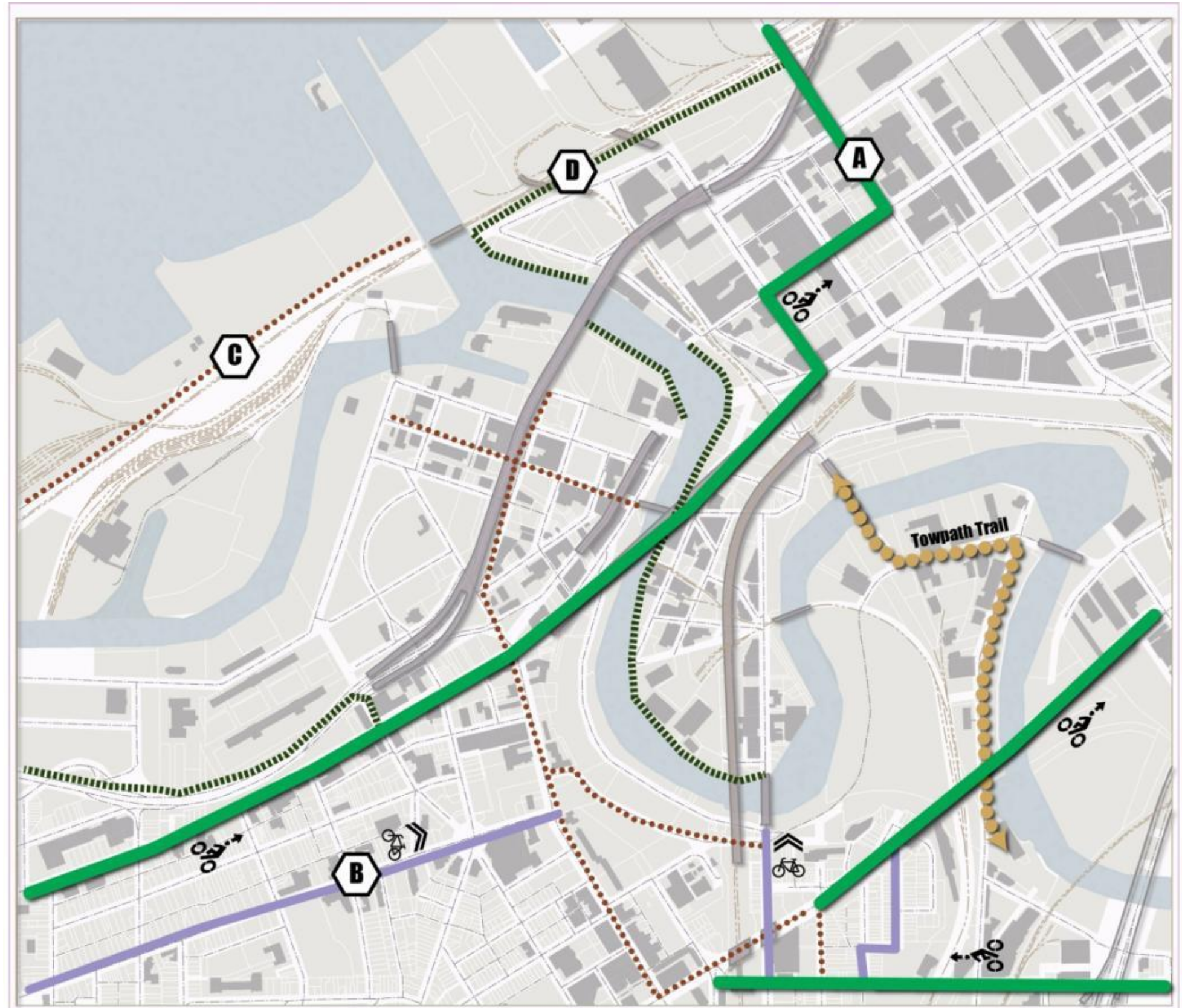
- Data from NOACA
  - Average Daily Counts
- Mostly Truck Traffic on West Bank, Willow Lift Bridge, and Columbus
- High Accessibility - Varying Road Types
- Road Types Hierarchy
  - Freeway/Expressway
  - Principal Arterial
  - Minor Arterial
  - Connector
- Tunnels Prevent Pedestrian/Vehicular Conflict in some areas





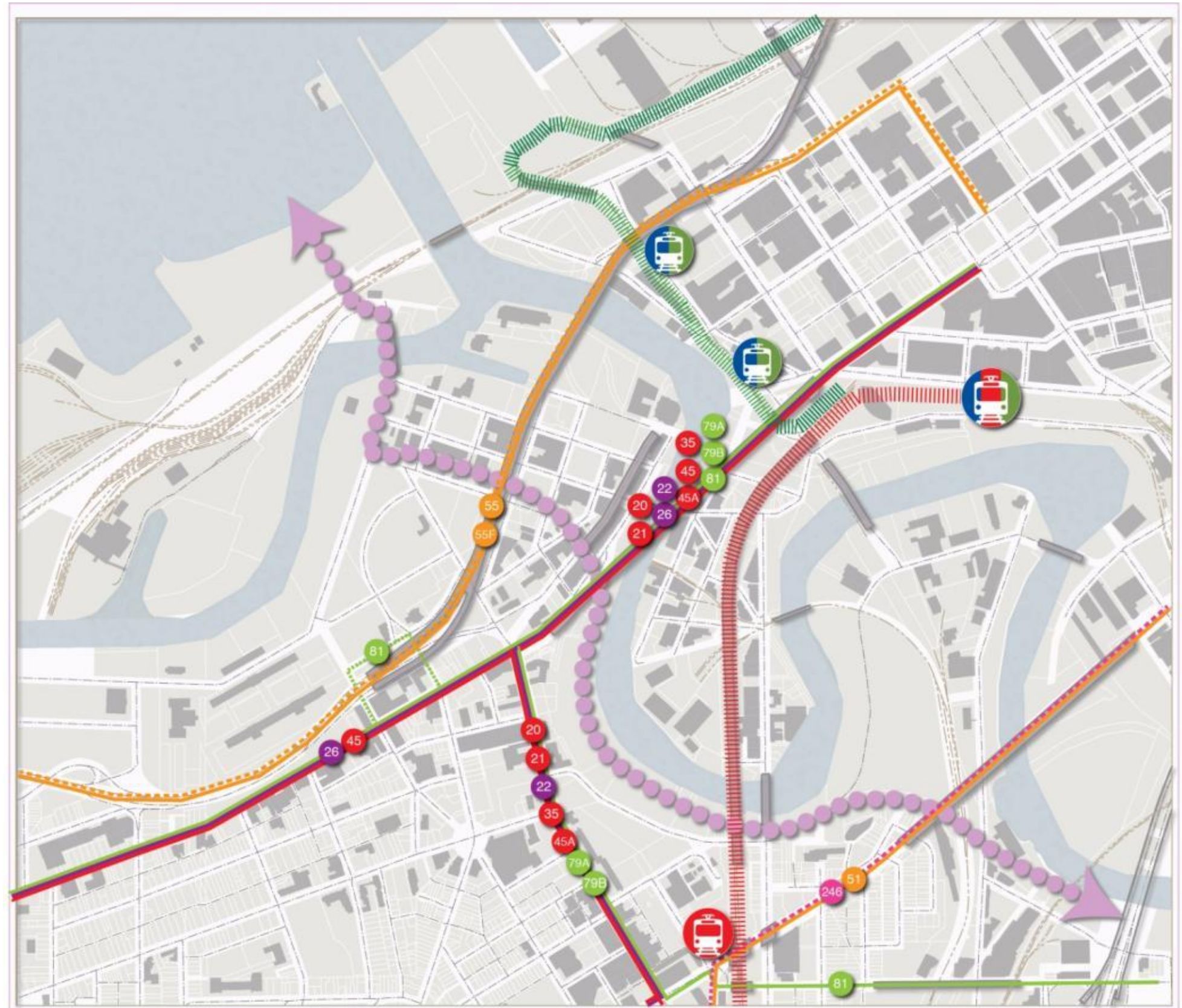
# Existing Transportation – Bike Routes

- A** – Dedicated Bike Lane
- B** – Bike Route Sharrows
- C** – On Road
  - No Sharrows
  - Neighborhood Connector
- D** – Proposed Bike Lane
  - On or Off Street



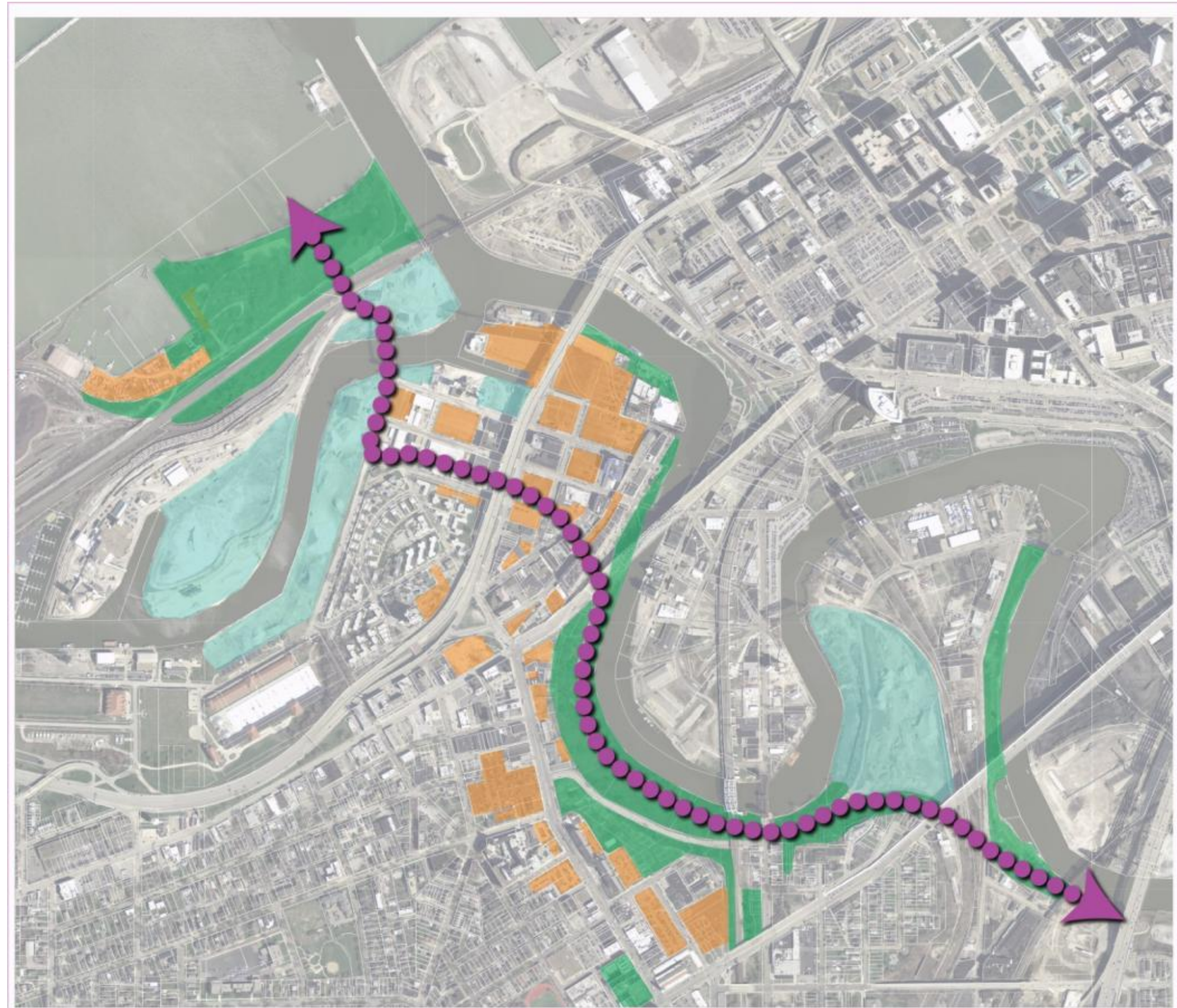
# Existing Transportation – Public Transit Routes

- Zero or Limited Direct Access to Trail.
- Higher Bus Access Along Detroit and West 25<sup>th</sup>
- Corner of West 25<sup>th</sup>/Detroit and West 25<sup>th</sup>/Lorain - Best Bus Access to Corridor
- W. 25/Ohio City and Tower City the two closest Red Line stops to trail.
- 2 Blue/Green Line Stops East Bank of the Flats
- No Trolley Access
- Healthline Access - Public Square



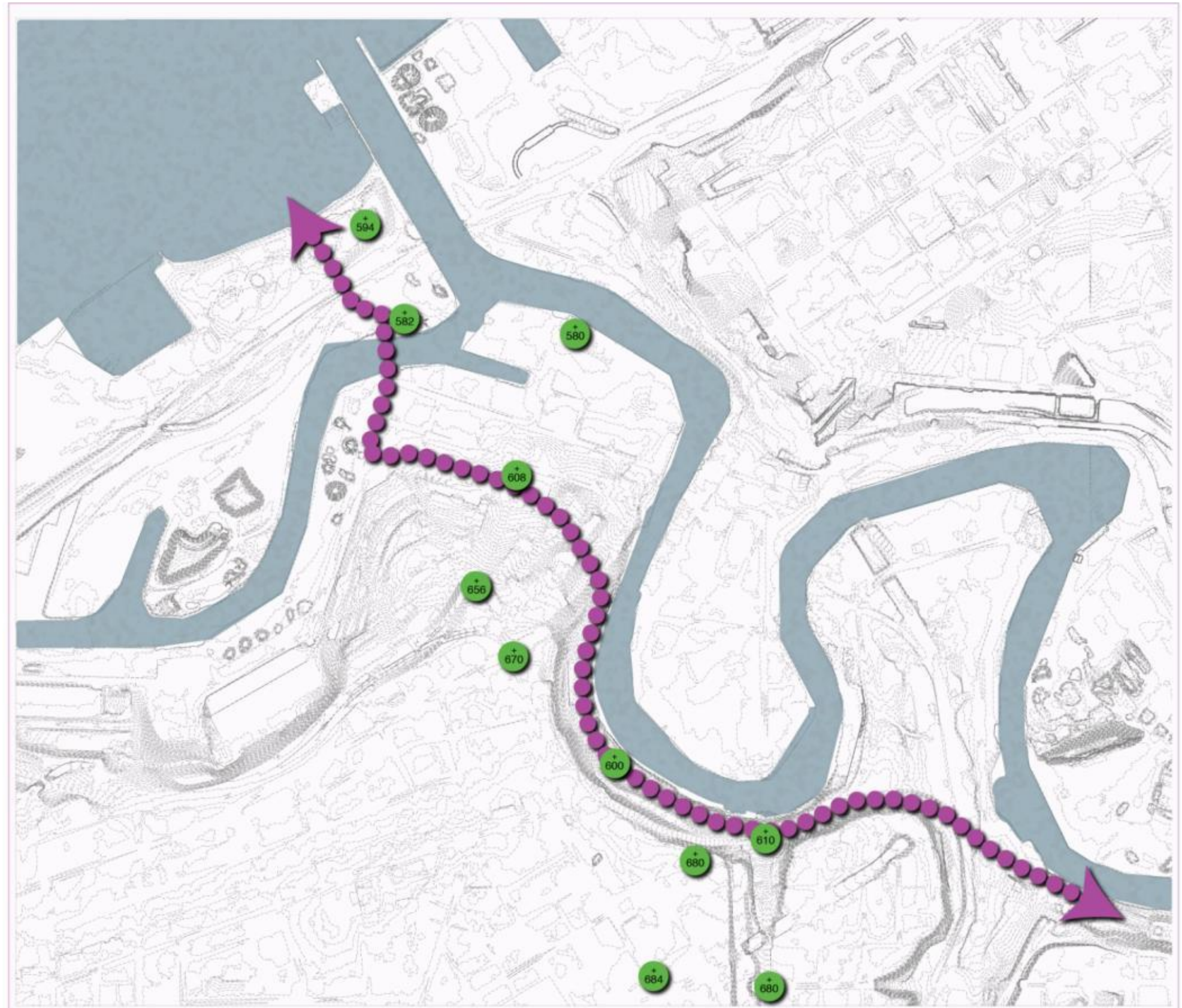
# Existing Conditions – Impervious Cover

- Majority of Site is Impervious
  - Buildings
  - Parking (Orange)
  - Industrial/Storage (Teal)
- Limited Open Space and Vegetation Cover (Green)



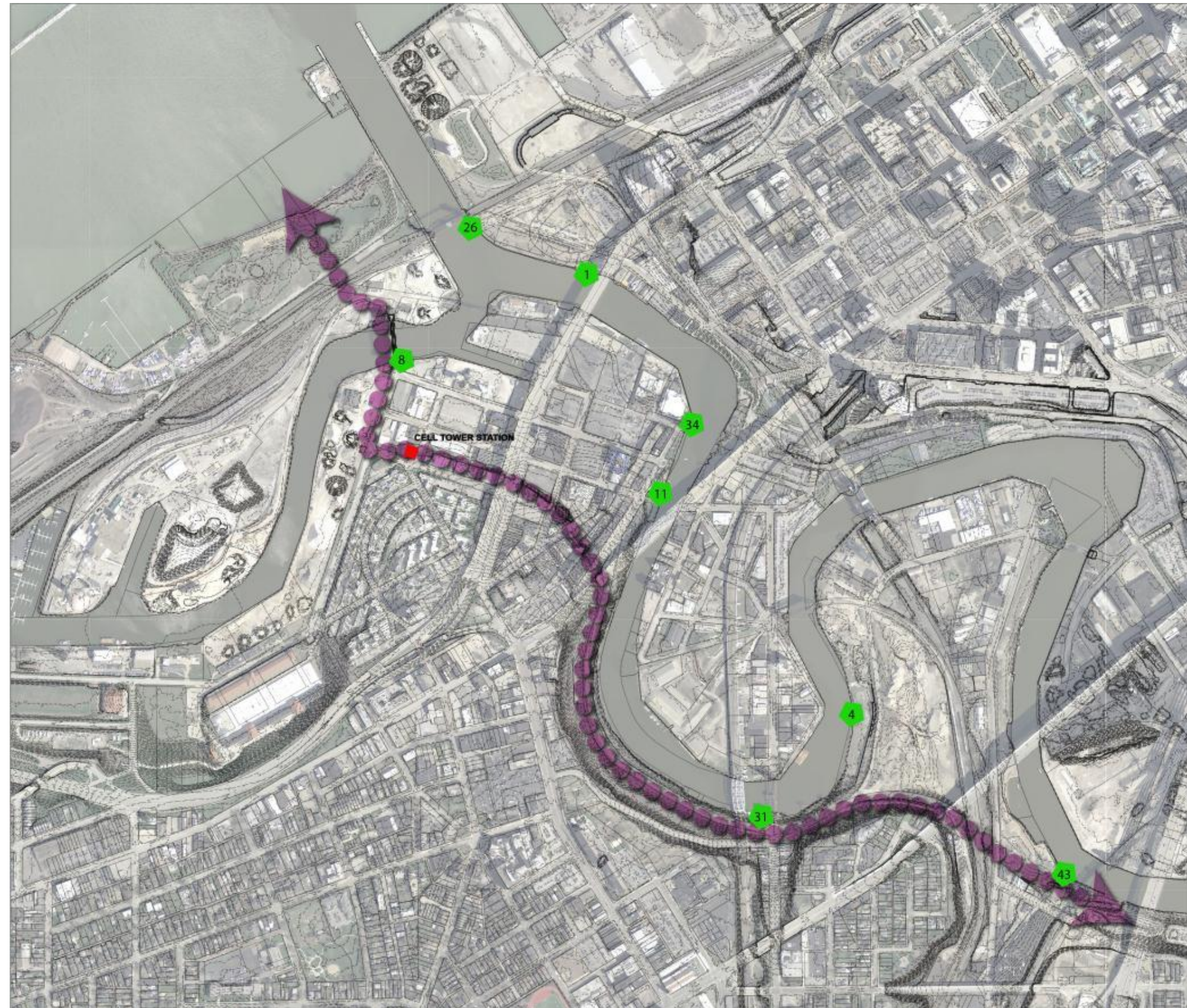
# Existing Conditions – Topography

- Significant Grade Change Outside Corridor  
- Barrier to Entry/Exit  
-Barrier to Adjacent Neighborhoods
- Grade Change Along Corridor - Barrier to Safe Views in/out
- 80' average Grade change to and from the trail corridor



# Existing Conditions – Environmental

- **Brownfields**
  - Soils within 50 feet of the river considered associate brownfield and unsafe.
  - Projected trail corridor designated as registered brownfield - OEPA.
- **Erosion**
  - Irishtown Bend sliding 6 inches to 18 inches per year– OEPA
- **Water Quality**
  - Cuyahoga River very poor, but improving significantly.
  - Low Dissolved Oxygen (D.O.)
  - Aquatic life - poor to very poor at 16 test sites along northern 5 miles of the Cuyahoga River.
- **Combined Sewer Outfalls (CSO)**
  - Combined systems at occurrences of heavy rainfall.
  - Fecal coliform - exceed the safety guidelines (1000/100).
- **Cell Tower**
  - High Frequency Microwaves



An aerial photograph of a city, likely Los Angeles, showing a winding river (the Los Angeles River) and a large industrial facility (the Los Angeles Convention Center) in the center. The image is in grayscale and has a dark, semi-transparent overlay.

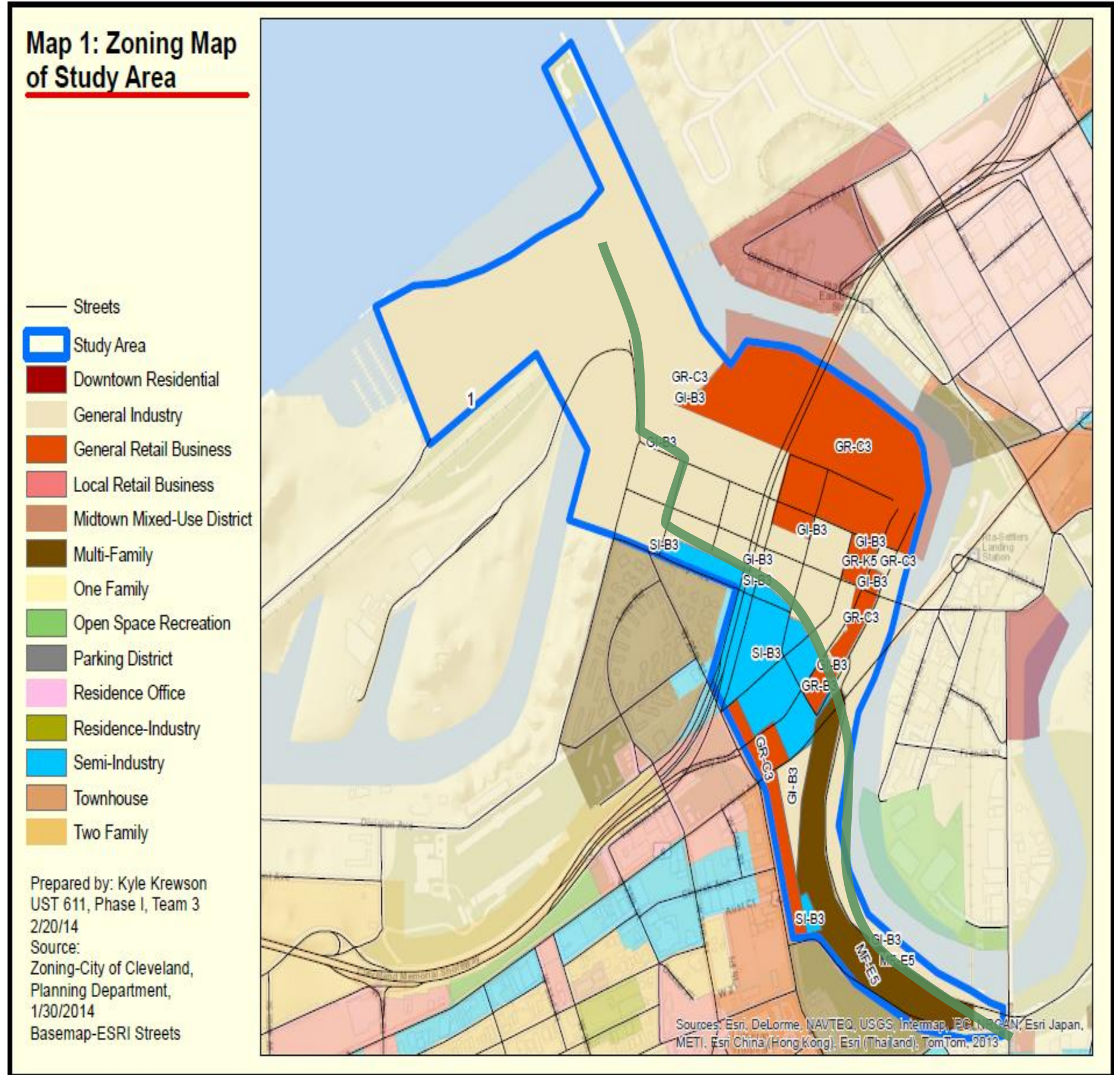
**BACKGROUND RESEARCH—Regulatory Conditions**

An aerial photograph of a city, likely Los Angeles, showing a winding river (the Los Angeles River) and a large industrial facility (the Los Angeles Convention Center) in the center. The image is in grayscale and has a dark, semi-transparent overlay.

**Kyle Krewson  
Nikki Glazer  
Juleian Curtis**

# Current Zoning

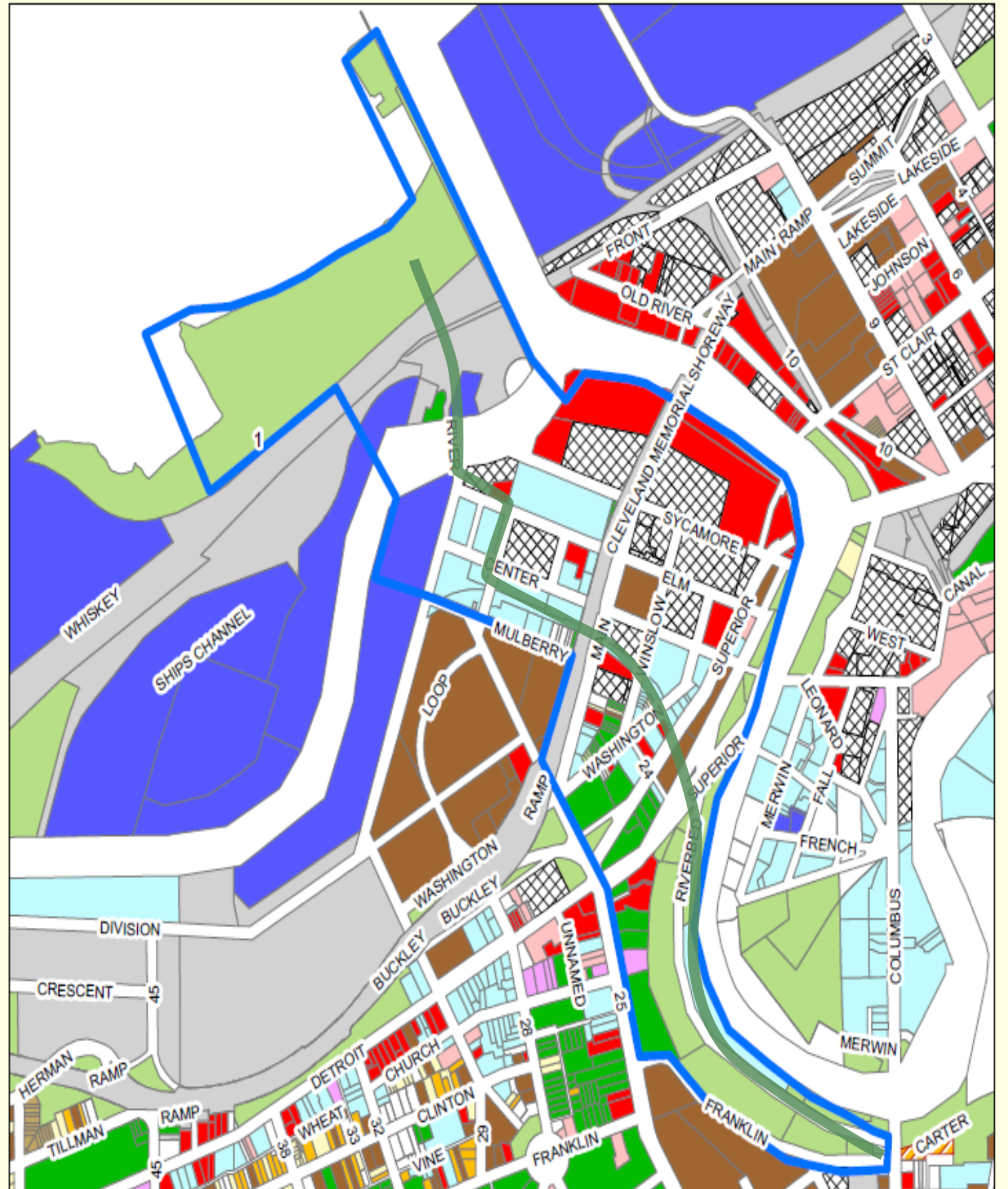
Zoning Code	Use District
MF-E5	Multi-Family
GR-B3	General Retail Business
GR-C3	General Retail Business
GR-K5	General Retail Business
SI-B3	Semi-Industry
GI-B3	General Industry



# Land Use

- Retail
- Commercial Parking
- Light Industry
- Heavy Industry
- Transportation/Public Utilities
- Single Family
- Multi-Family
- Institutional
- Vacant Land
- Recreation/Open Space/Landscape
- Commercial Services

**Map 2:  
Land Use 2005**



Prepared by: Kyle Krewson  
 UST 611, Phase I, Team 3  
 2/27/14  
 Source:  
 Land Use - City of Cleveland,  
 Planning Department, 2005



# Windshield Survey

- Developed numeric system for each block within study area
- Classified usage of the land
- Identified blocks that contained a portion of land that we determined was underutilized



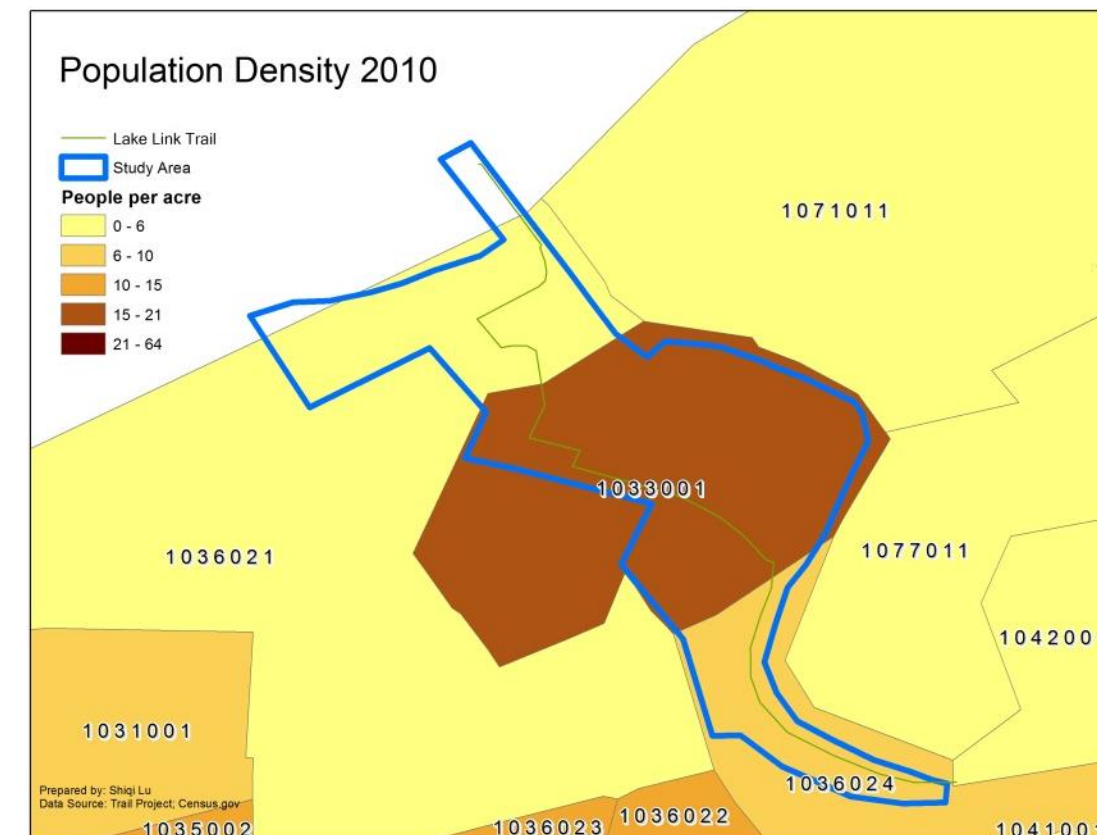
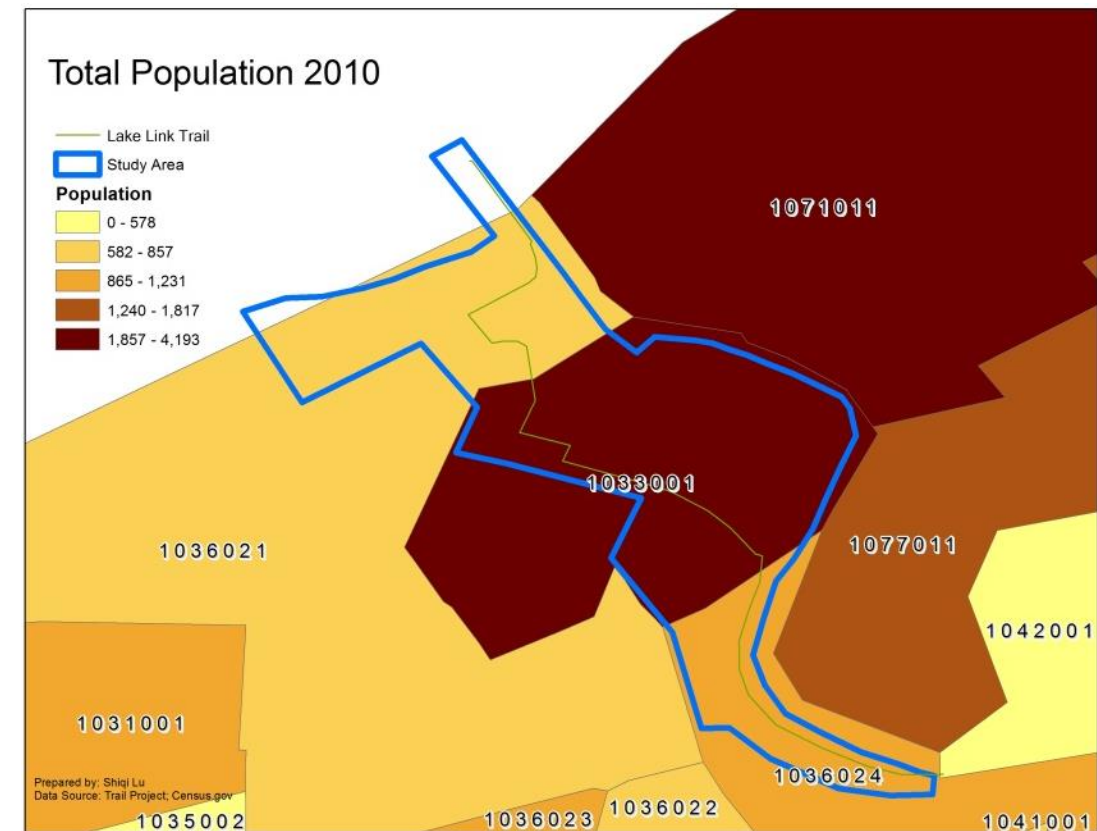
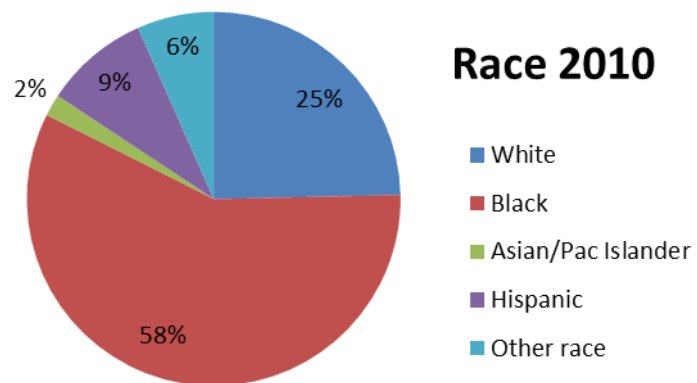
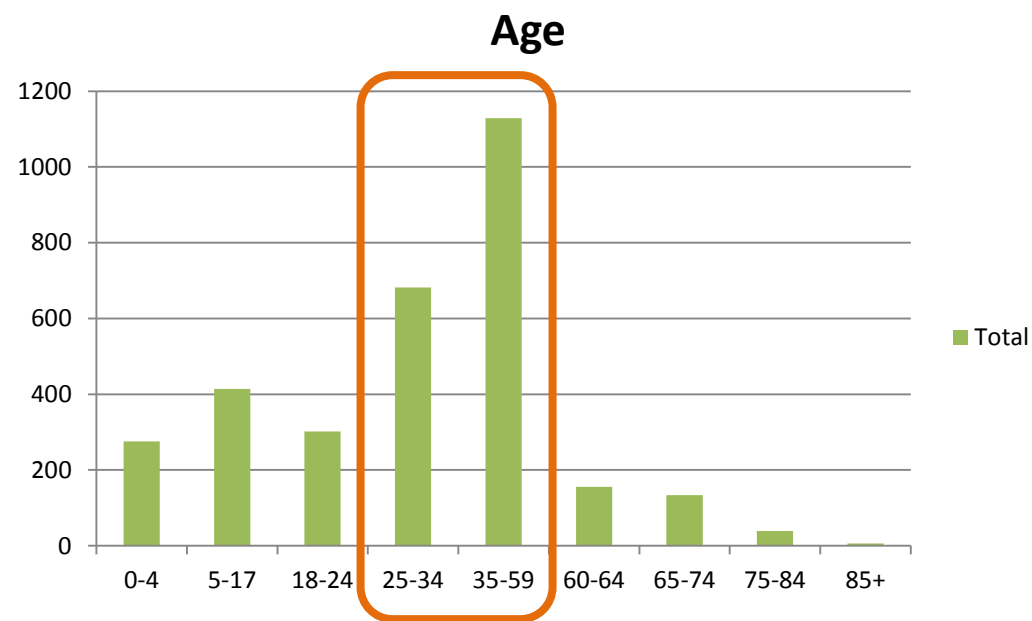
# BACKGROUND RESEARCH—Socio-Economic Conditions

Shiqi Lu  
Stephen Sump



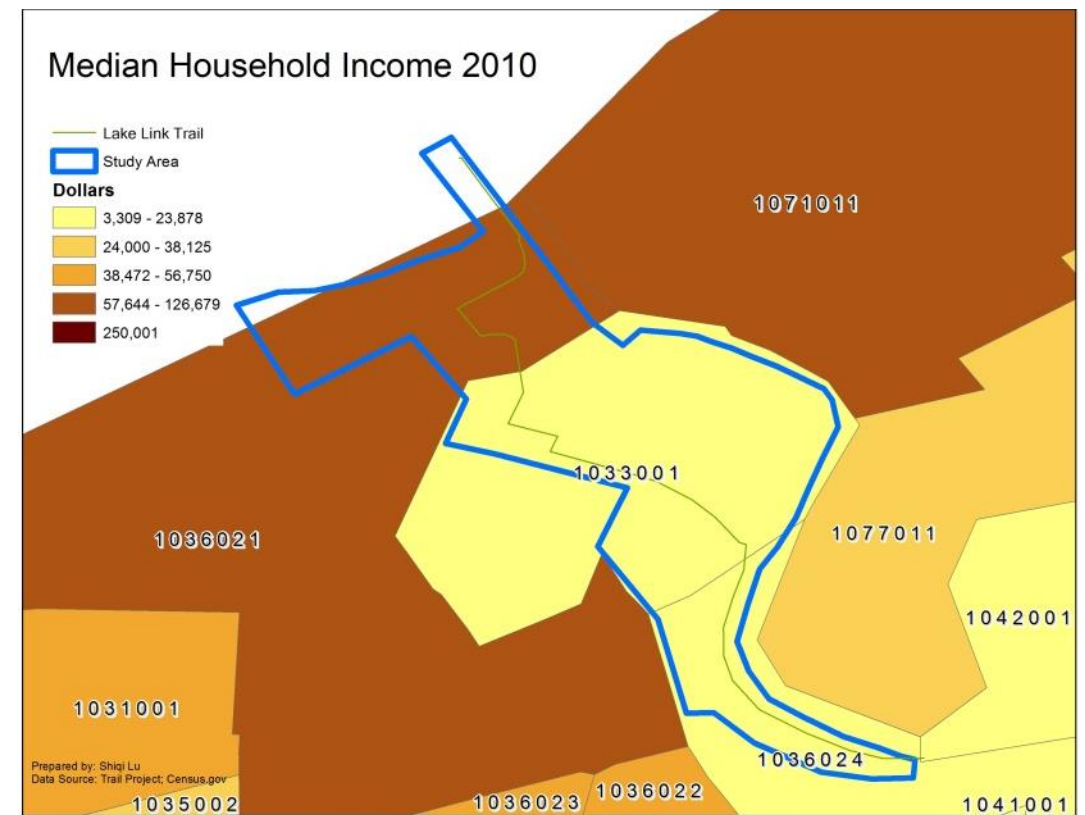
# Demographics

- 3291 people in the target area in 2012
- Middle-aged group is around 60% of total population

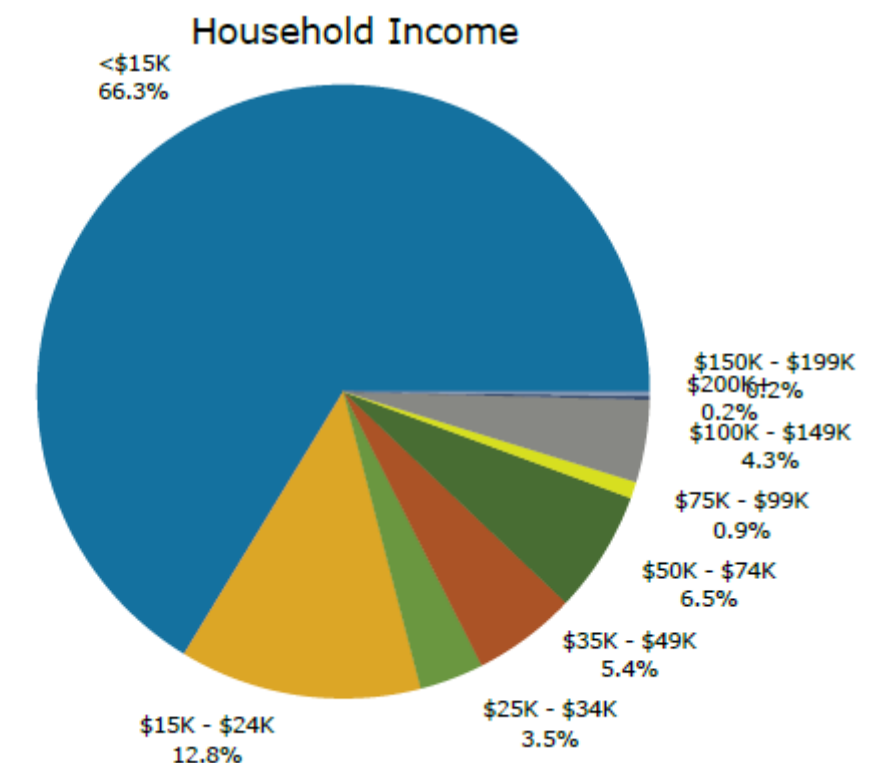


# Income and Employment

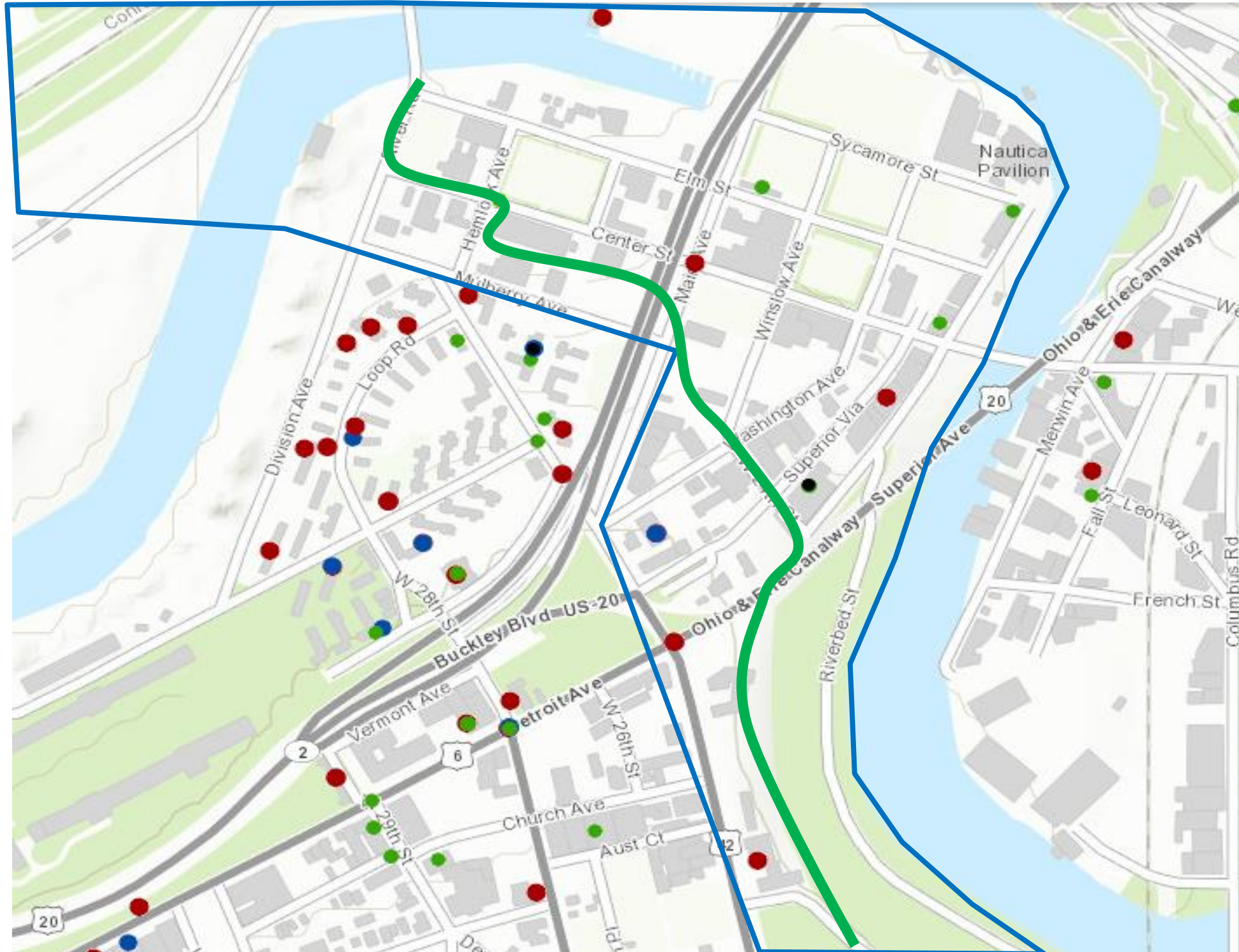
- Median household income around \$13,000 a year
- Three largest occupations:  
Health care & social assistance  
Executive, admin. & manager  
Service



Block Group	Persons aged 16 + worked	Full-time/full year	Full-time/part year	Part-time/full year	Part-time/part year
1033.00-1	668	343	112	116	97
1036.02-4	298	156	57	20	65
<b>Total</b>	<b>966</b>	<b>499</b>	<b>169</b>	<b>136</b>	<b>162</b>
<b>Percent</b>	<b>31%</b>	<b>16%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>



# Crime



Crime in Last 90 Days

- Assault
- Violation
- Theft
- Other

# Commuting Style

- About 30% people don't have a vehicle
- Driving is the dominant commuting type
- Only 6% use public transportation and 2% walk

Block Group	Drove to work	Public transportation	Other means to work	Walked to work	Work at home	No vehicle available
1033.00-1	373	114	0	54	25	375
1036.02-4	166	32	0	0	11	485
<b>Total</b>	539	146	0	54	36	860
<b>Percent</b>	24%	6%	0%	2%	2%	<b>27%</b>



© 2011 K2 Architecture

## BACKGROUND RESEARCH—Academic Literature/Case Studies



Andrew Lang  
Caylen Payne  
Dean Ibsen  
Matthew Moss  
Scott Schirg

# Trails in Academic Literature

- Trails and Economic Development
  - Rail Revitalization vs. Trail Conversion
    - Spiky World—Bike Trail Attracts Visitors
    - Flat World—Short Line Rail Keeps Goods Flowing
  - Who Lives Close to Trails?
    - 40+, College Degree, No Kids
    - Bike Use Increases with Age



# Trails in Academic Literature

- Trails, Greenways and Property Values
  - Greenways have positive or neutral effect
  - Proximity to public housing may be neutral
    - Work with CMHA on further market analysis
    - Consider opportunities for new housing development



*Photo courtesy of CMHA*

# Trails in Academic Literature

- Trail Development and the Environment
  - Pre-development remediation
    - Anticipate residual contamination along rail lines
    - Assess and remediate
  - Post-development benefits
    - Trails provide clean transportation
    - Greenways slow soil erosion, filter contamination

# Trails in Academic Literature

- Trail Users—Safety, Security and Aesthetics
  - Survey Techniques
    - Users’ ‘Sense of Place’
    - Feelings of Safety, Security
    - Response to Aesthetics
  - Civic Environmentalism
    - Deliberative democracy
    - Volunteerism
    - Professional Expertise



(A)



(B)



(C)

Source: Chon & Shafer, 2009—Images used to measure “likability.”

# Case Studies

## Detroit - Riverwalk and the Dequindre Cut

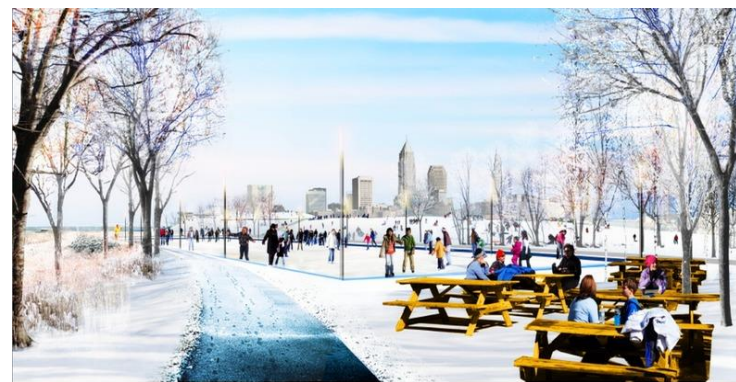
- Private, Public and Non-Profit partnership led by the Detroit River Front Conservancy
- \$121 million of the \$140 million dollar goal has been raised, with at least \$75 million raised by private foundations and corporations
- The 1.5 mile Dequindre Cut features a repurposed below-grade rail line featuring a 20 feet width with separate lanes for bicycles and pedestrians



# Whiskey Island

## LAND Studio

- Current plan to be completed in four phases
- Suggests Cleveland Metroparks take control of Wendy Park from county
- Build on existing amenities while adding others
- Provide for sufficient parking



# Ohio City

- Master Plan for Transit Oriented Development released by Ohio City Inc.
- Vision of an expanded Ohio City Farm
- Trails/pathways connecting the LakeLink™ Trail and Redline Greenway

Greenway Trail Section



Greenway Trail Plan



# Duck Island

- A neighborhood plan created by the Cleveland Urban Design Collaborative
- Prepared for Tremont West Development Corporation



Stormwater Capture



Hillside Linkage



An aerial photograph of a city, likely New Orleans, showing a river and a large rectangular area outlined in black. The image is in grayscale and has a dark, semi-transparent overlay. The river flows through the city, and the outlined area covers a significant portion of the urban landscape. The text "SURVEYS AND INTERVIEWS" is centered at the top of the image.

# SURVEYS AND INTERVIEWS

**Nikki Glazer  
Caylen Payne  
Stephen Sump**



# Introduction

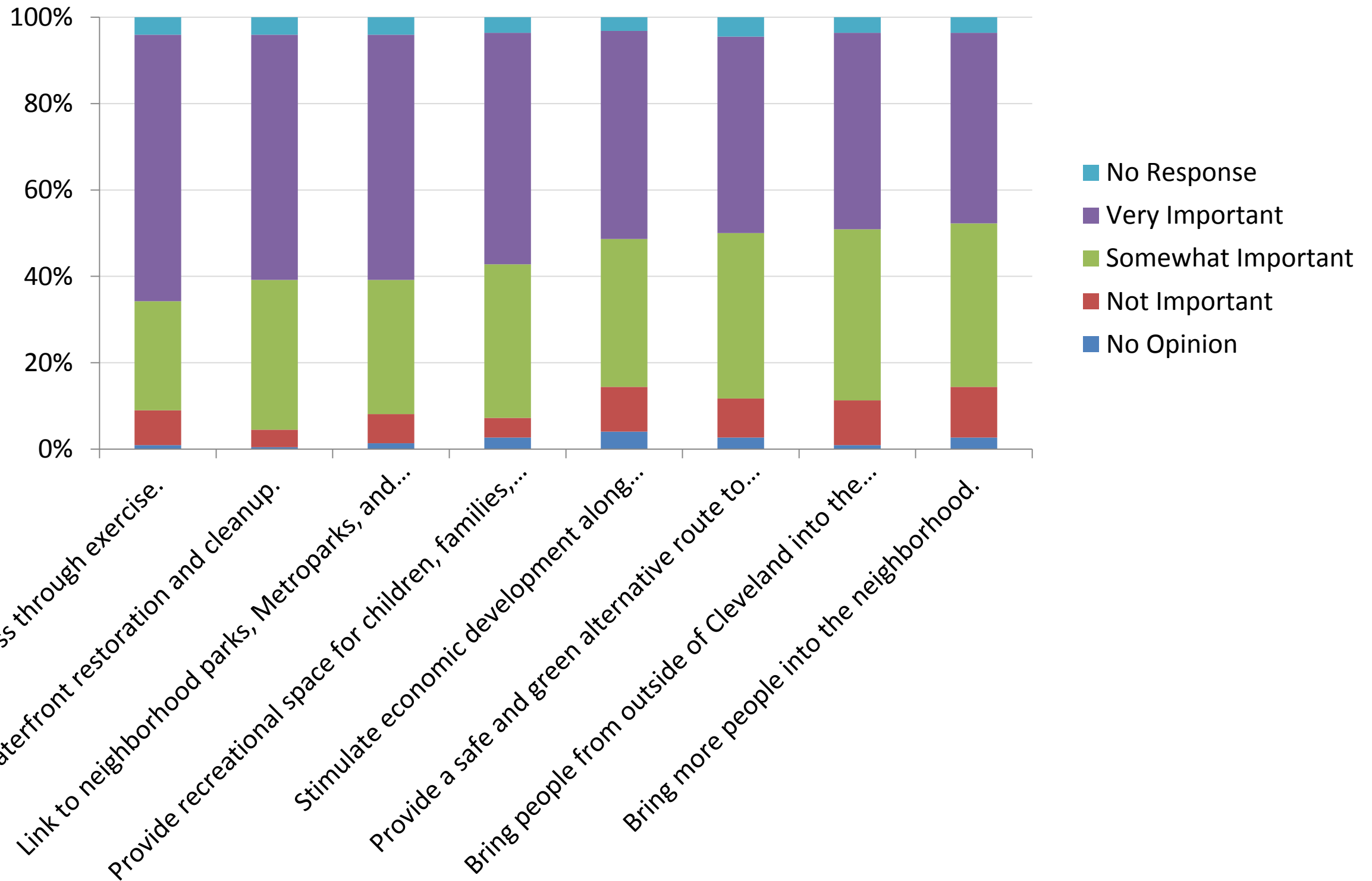
## Survey Methods Followed Internal Review Board Protocols

- Primary Stakeholder Interviews
  - Over 20 people contacted
    - 17 Respondents
  - Questions included:
    - Perceptions of proposed trail
    - Possible benefits to the Flats
    - Need for infrastructure improvement
    - Desired amenities along trail
    - Specific economic benefits
- West Side Market Patron Surveys
  - Familiarity with various Cleveland recreational opportunities
  - Fitness activities engaged in and possible use of LakeLink™ Trail
  - Importance of potential benefits from the trail
  - Importance and Perception of:
    - Amenities
    - Safety
    - Nearby development possibilities
  - Demographics

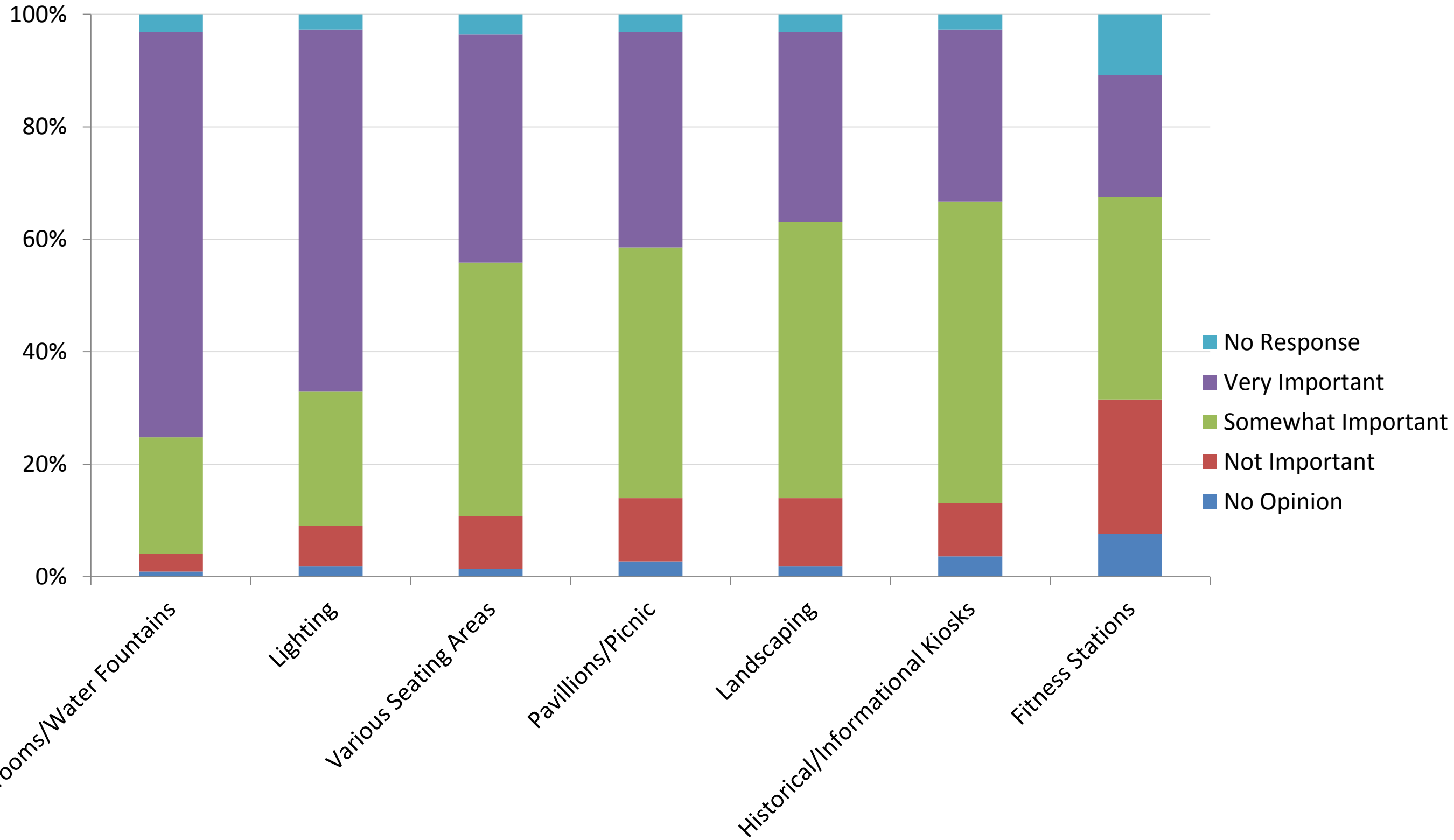
# Survey Analysis

- 222 total respondents
- 171 were familiar with the Towpath Trail
  - 61% of 171 visited at least once in the last 12 months
- 166 were familiar with Whiskey Island
- 123 were familiar with Wendy Park
- 66% accessed trails by car
- Respondents were willing to travel 11.1 miles to trails

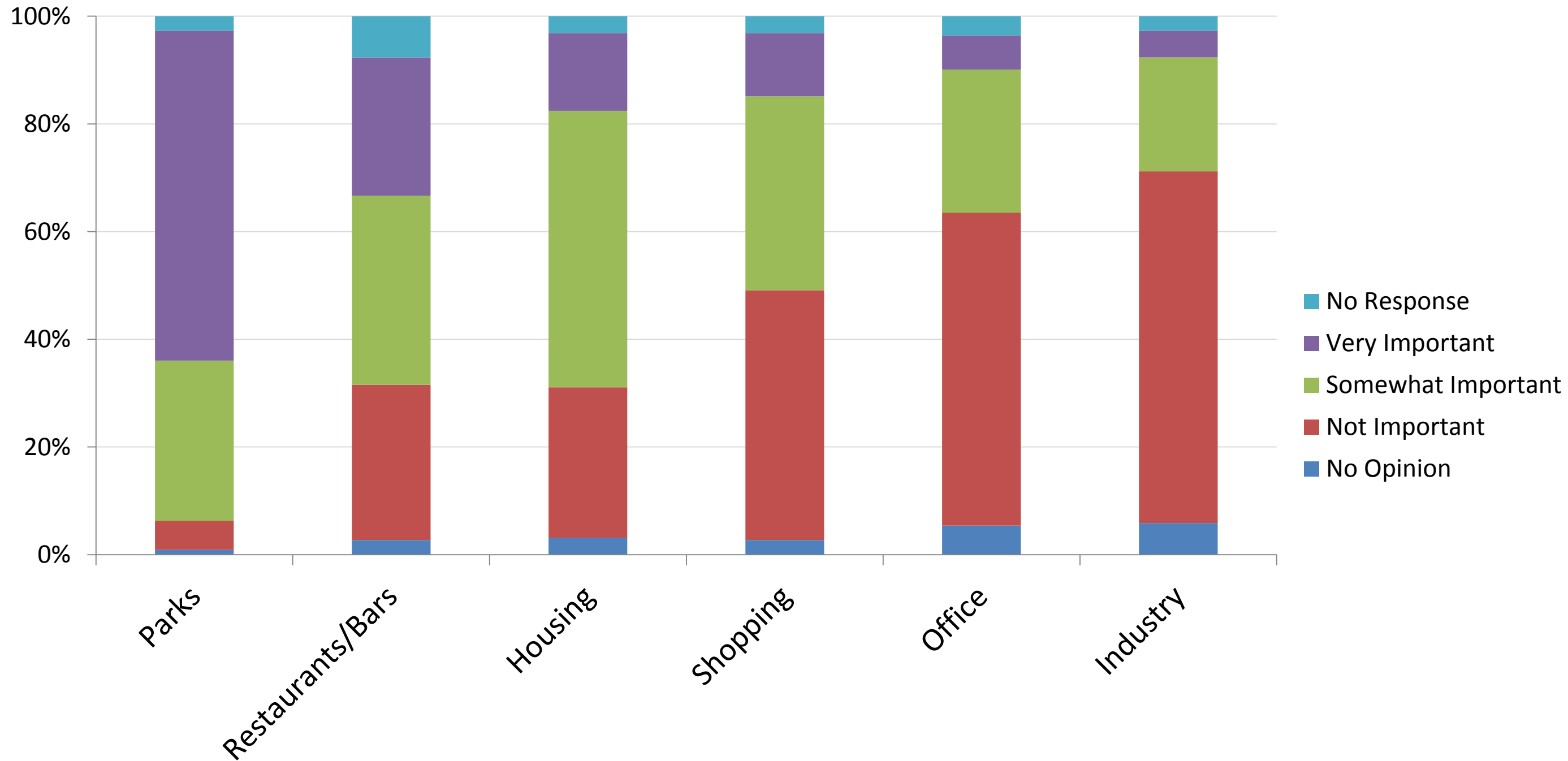
# Important Potential Benefits



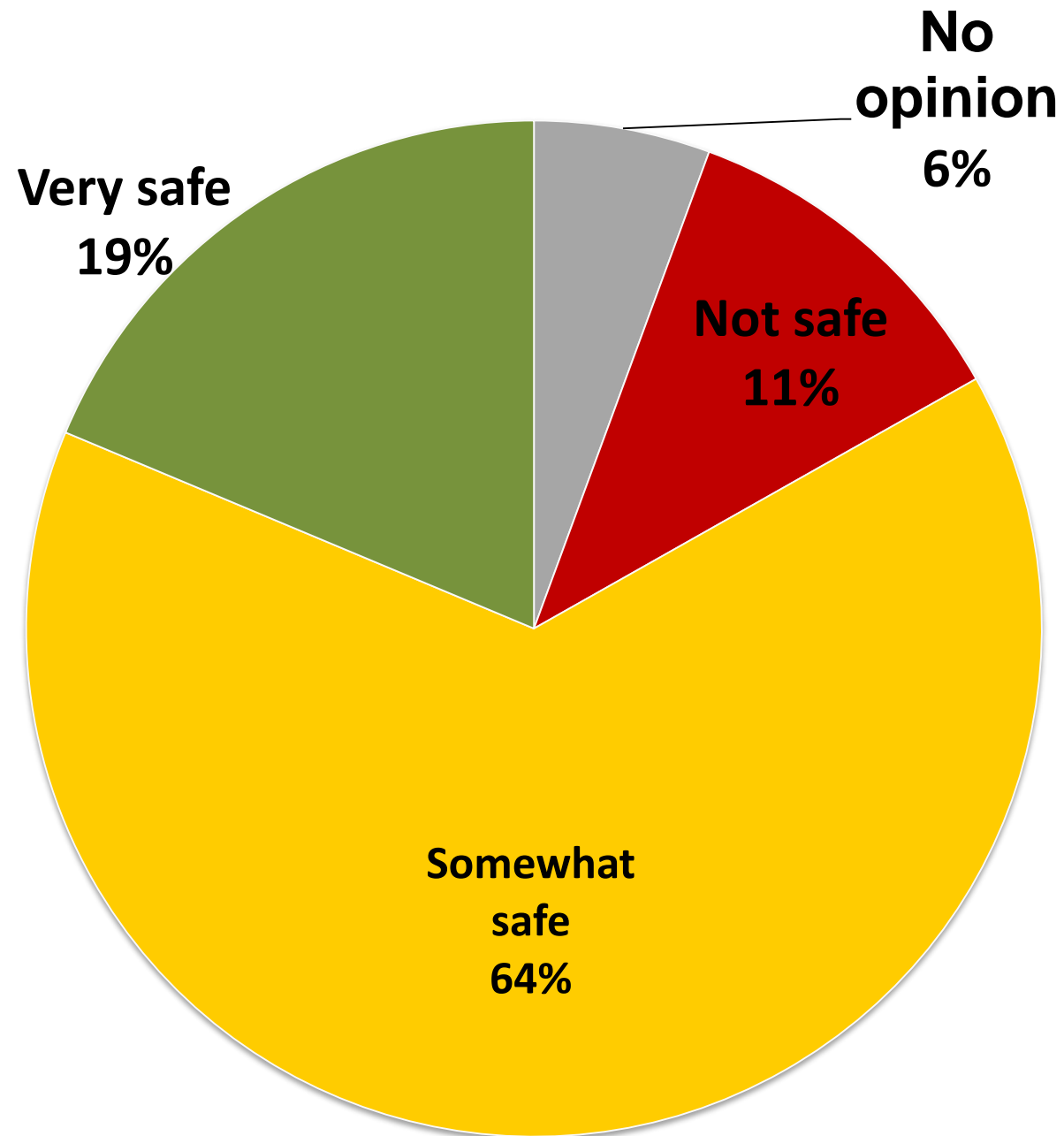
# Important Trail Amenities



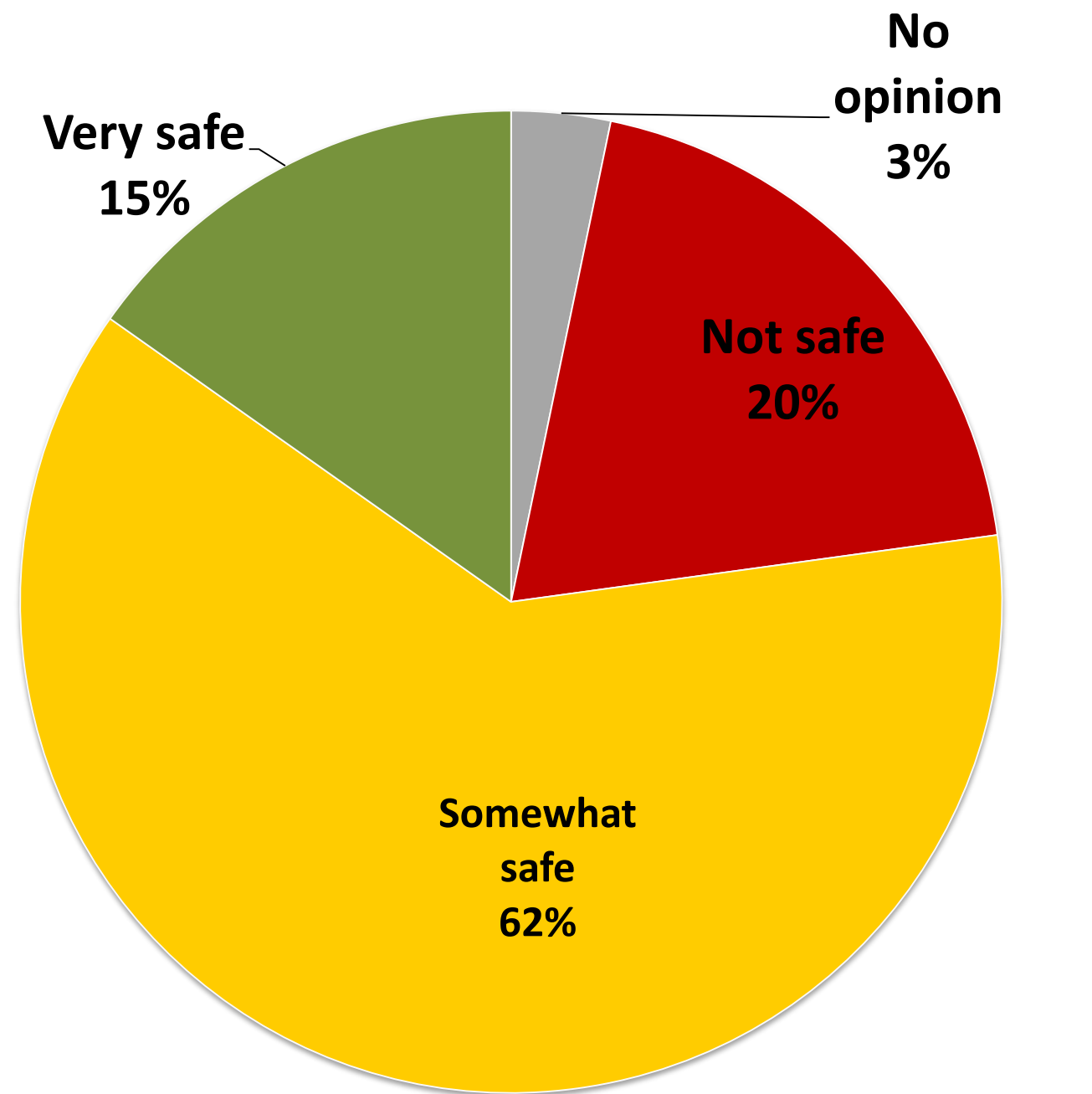
# Important Land Use Development



# Current Perceptions of Safety

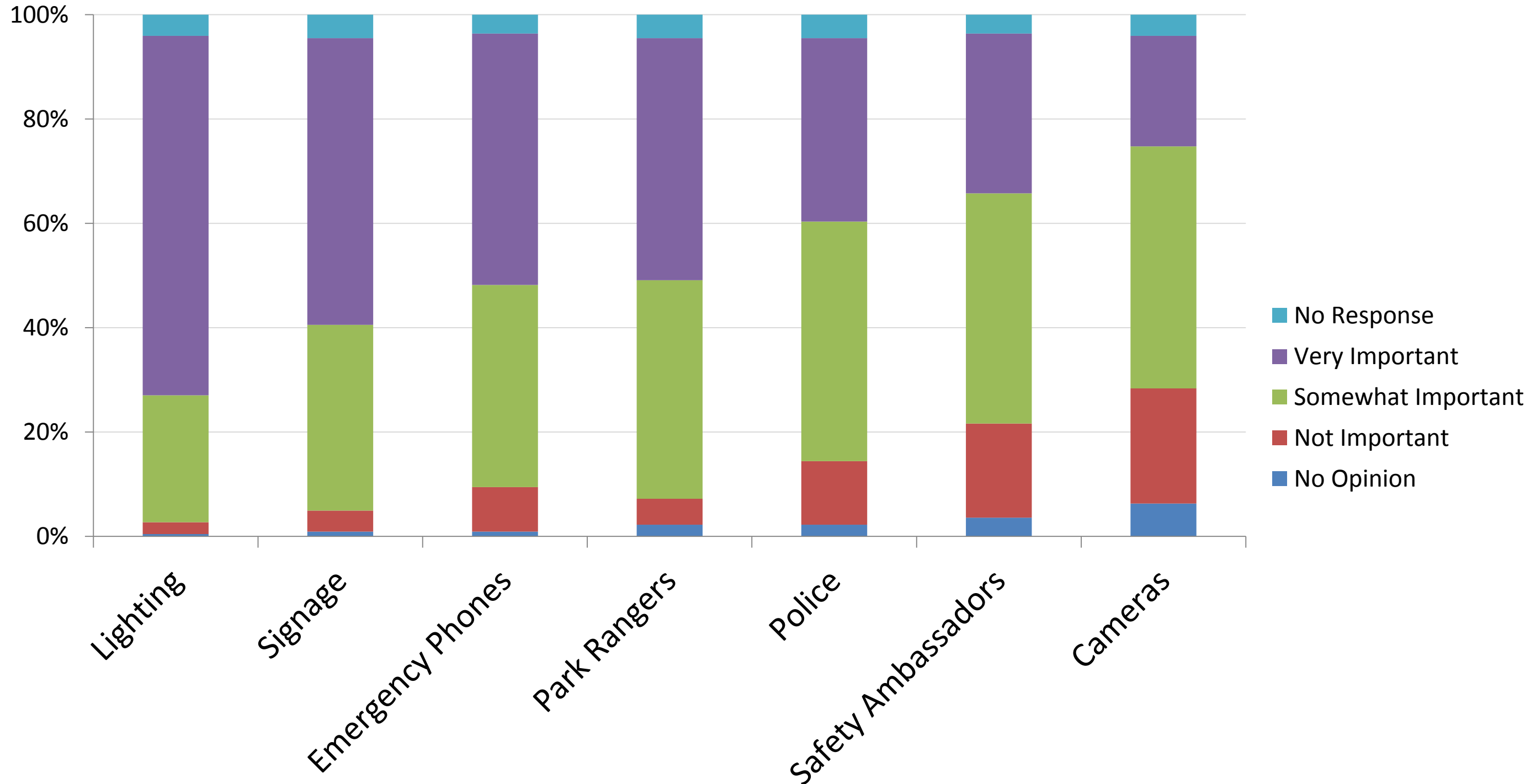


**Total male respondents: 107**



**Total female respondents: 92**

# Trail Safety Precautions



# Demographics

- 51% had a Bachelor's Degree or higher
- 51% were between ages 18-39
- Race
  - 67% White/Caucasian
  - 9% Black/African American
  - 15% declined to answer
- Demographics are more comparable to Cleveland MSA than Cleveland City
  - 66 respondents from Cleveland
  - 100 respondents from outside Cleveland



# Stakeholder Interviews

## Analysis of Responses

- **Perceptions of Trail**
  - Were very aware of Trail
  - Provides great recreational opportunity
  - Connects and provides access to Wendy Park and the Cuyahoga River
  - Serves as an asset for nearby CMHA residents

# Stakeholder Interviews Continued

- **Potential Benefits of Trail**
  - Increases foot-traffic
  - Connects disparate parts of the Flats
  - Provides potential for more housing
  - Brings in people from outside the city

# Stakeholder Interviews Continued

- **Need for Infrastructure Improvements**
  - Roads, sidewalks, and bicycle infrastructure
  - Consistent branding, signage, and way-finding
  - Separation of vehicular and pedestrian/bicycle traffic
  - Opportunity for environmental remediation

# Stakeholder Interviews Continued

- **Desired Amenities**

- Signage/way-finding
- Good lighting
- Historical interpretations
- Family friendly activities and amenities
  - Picnic areas, parks, green- space
- Bicycle infrastructure
- Art/Cultural programming



# Stakeholder Interviews Continued

- **Economic Benefits**
  - Vital connector for the area
  - Transformational project
  - Excited about potential trail opportunities
  - Increased foot traffic
  - Complement the success of the Flats East Bank

# Irishtown Greenway

## Recommendations

- Proposals for
  - Greenway and Amenities
  - Redevelopment Opportunities
  - Marketing, Branding, and Promotion



**RECOMMENDATIONS — Greenway and Amenities**



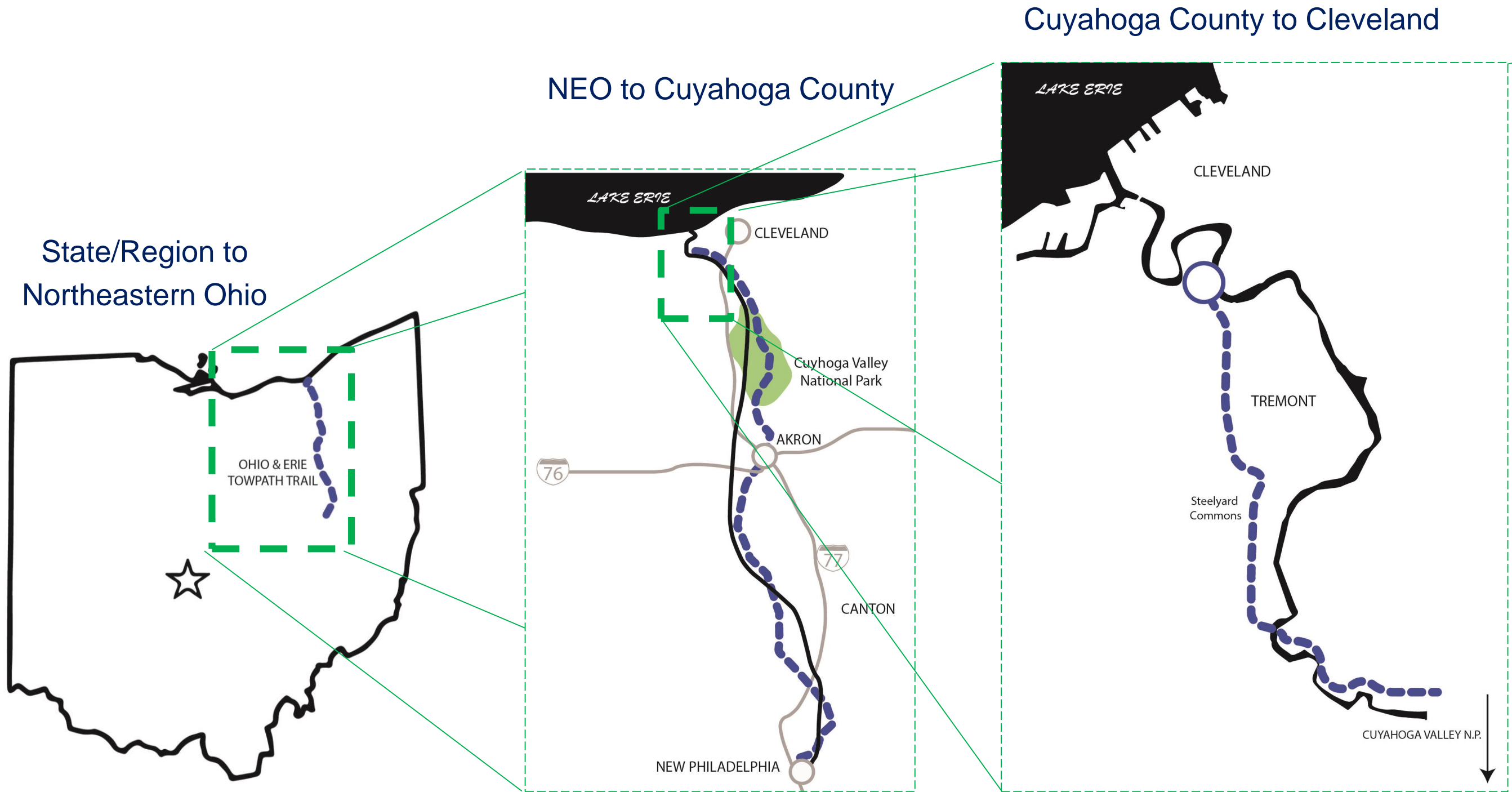
**Dion Harris  
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Caylen Payne  
Stephen Sump**

# Greenway Design Overview

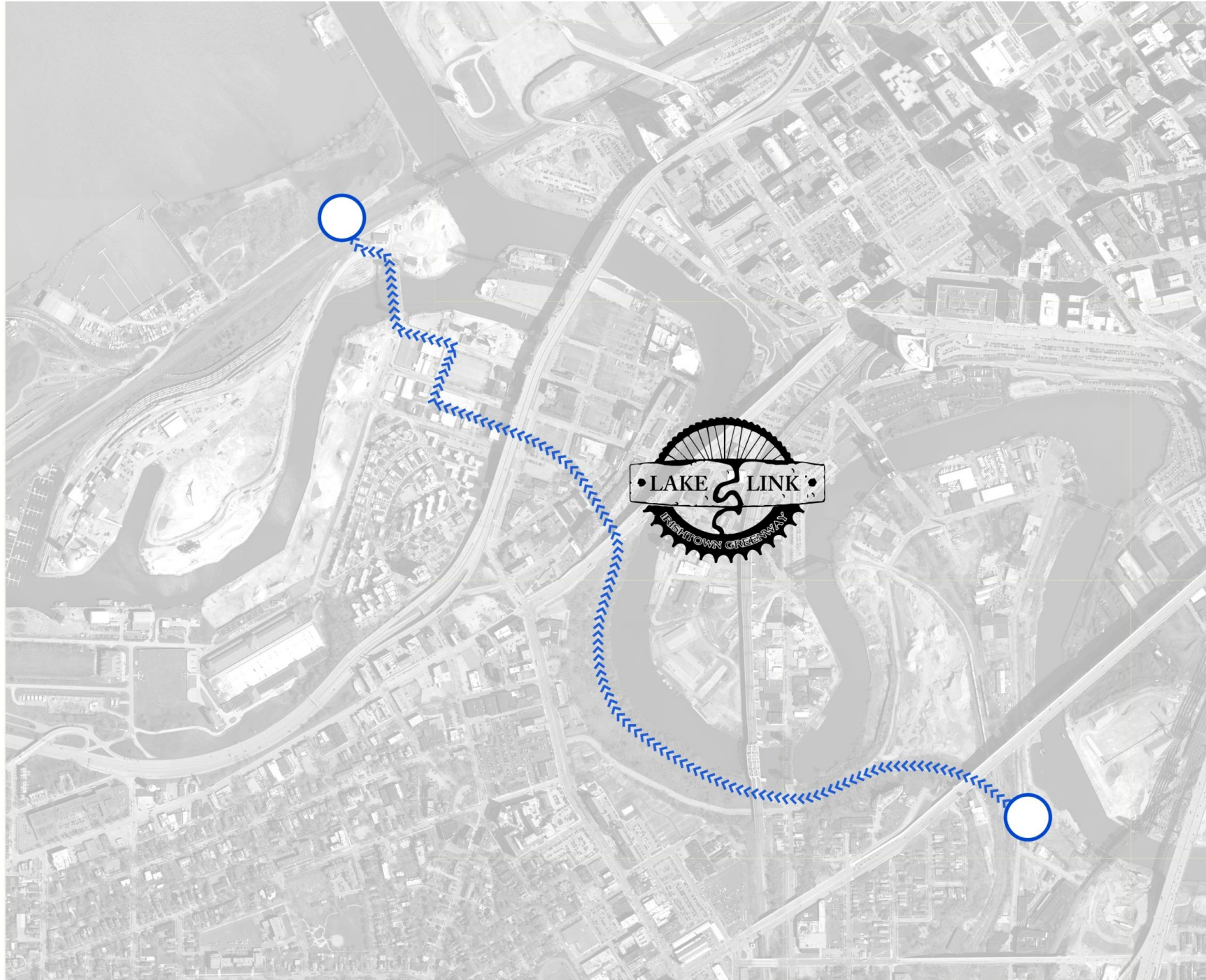
- **Goals & Objectives**
  - Connect, Enhance, Embrace, Restore
- **Diagrams & Design Intent**
- **Design Detail**
  - River
  - Urban
  - Lake
- **Strategic Design Elements**
  - Lighting
  - Seating
  - Way finding
- **Next Steps**
  - Phasing
  - Conclusion



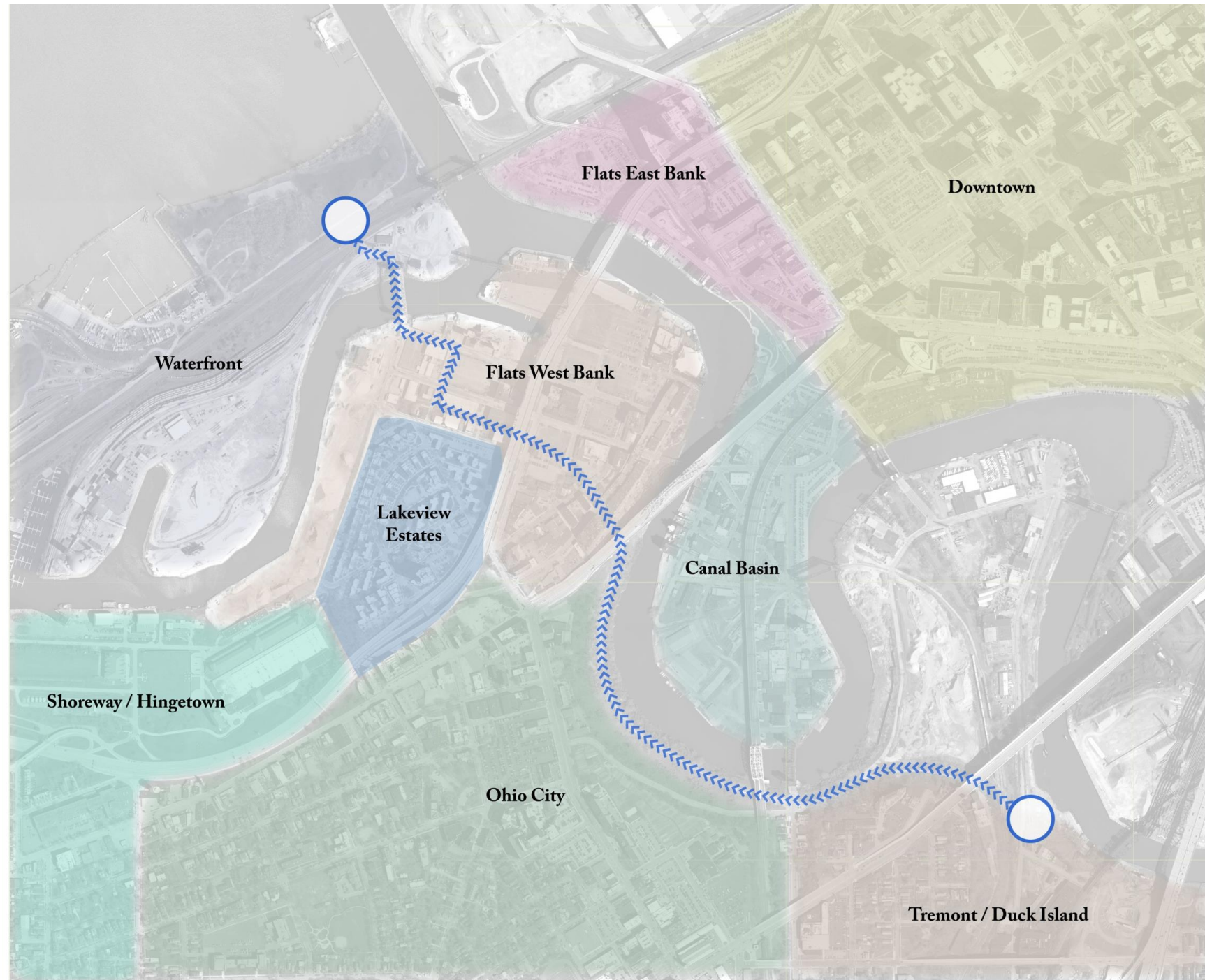
# Connect – Towpath Trail System - Context



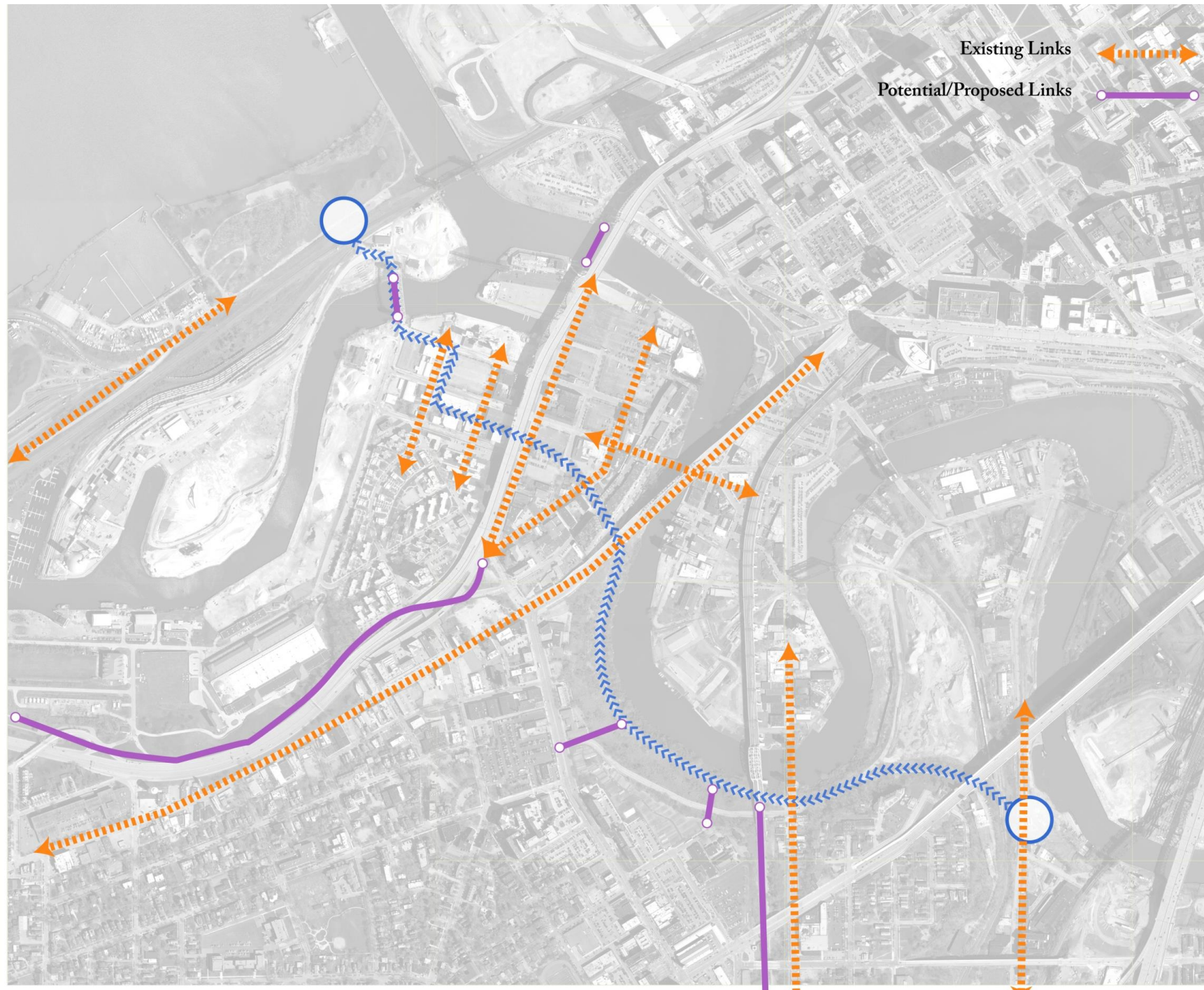
# Connect – Cleveland to Lake



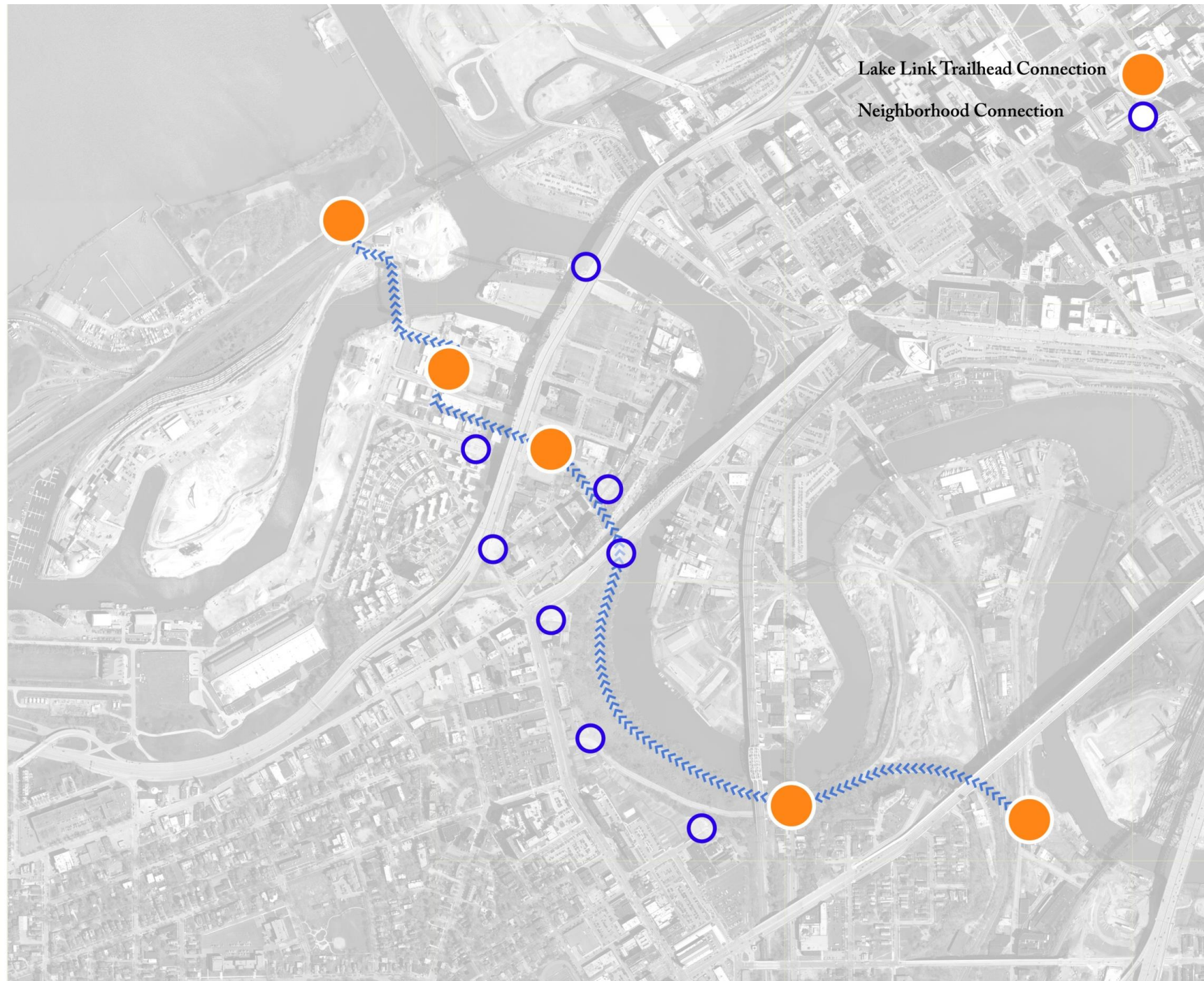
# Connect – Trail to Neighborhoods



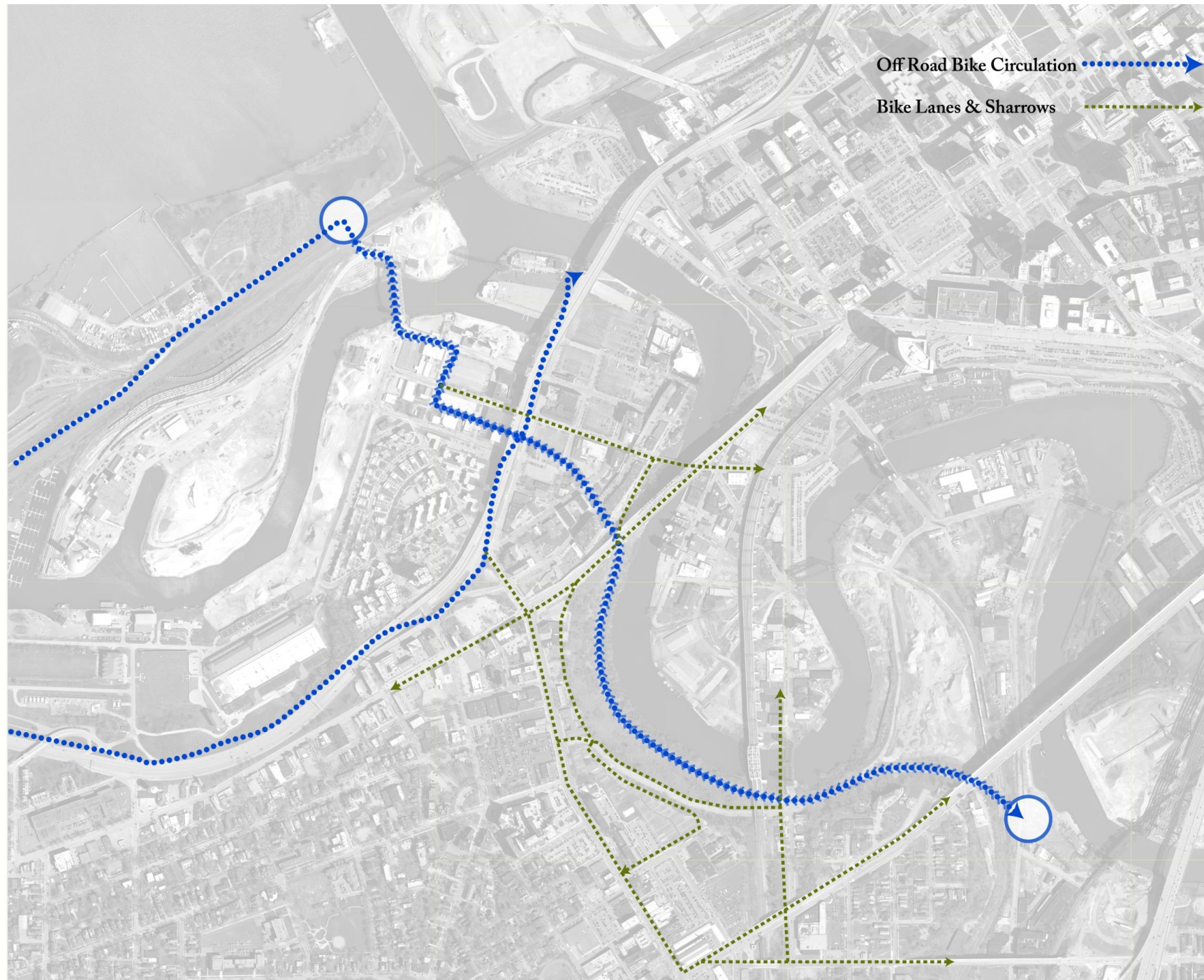
# Connect – Identify Links



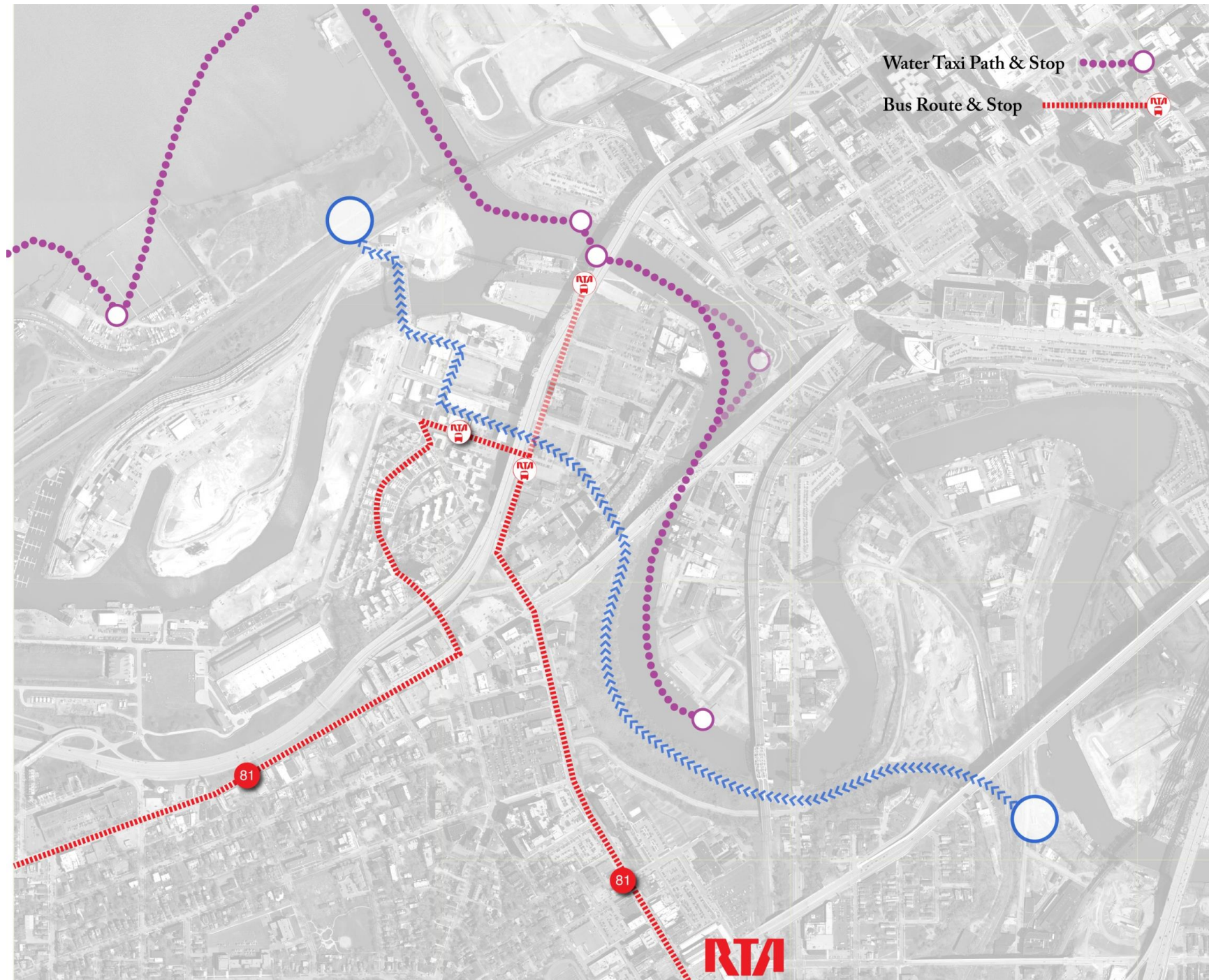
# Connect – Gateways and Trail Access



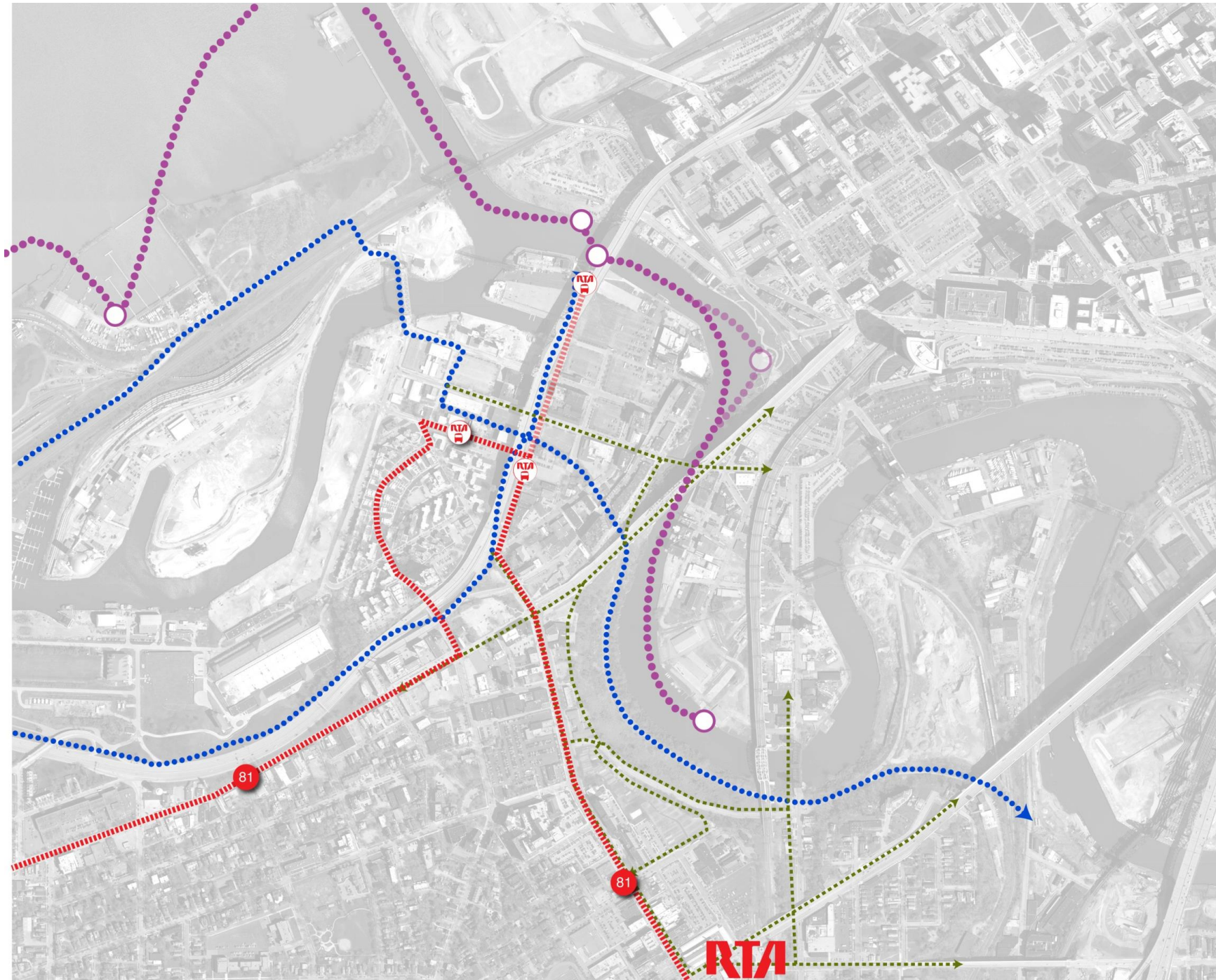
# Connect – Improve Bike Access



# Connect – Increase Transit Access

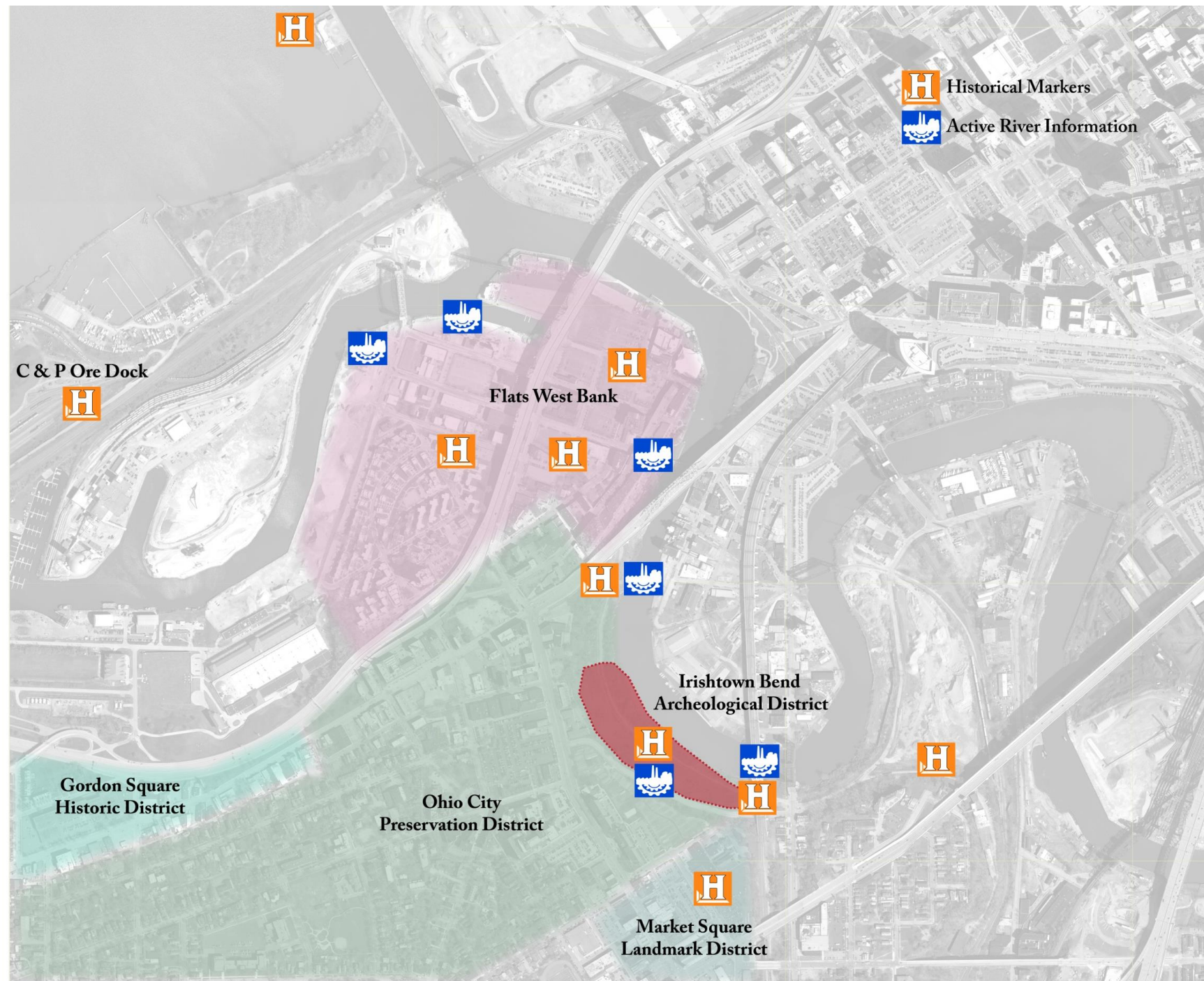


# Create – A Linked Neighborhood Network

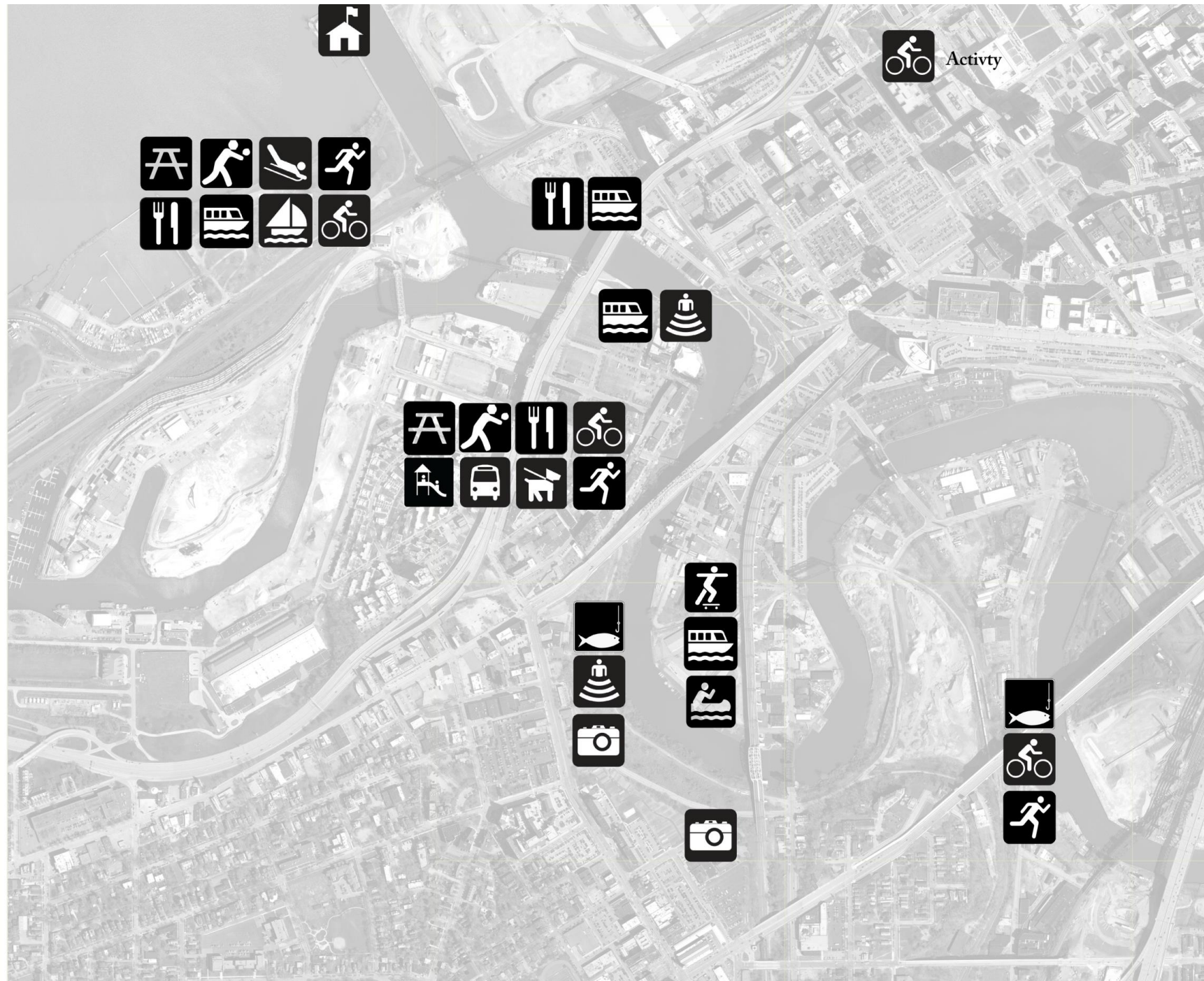




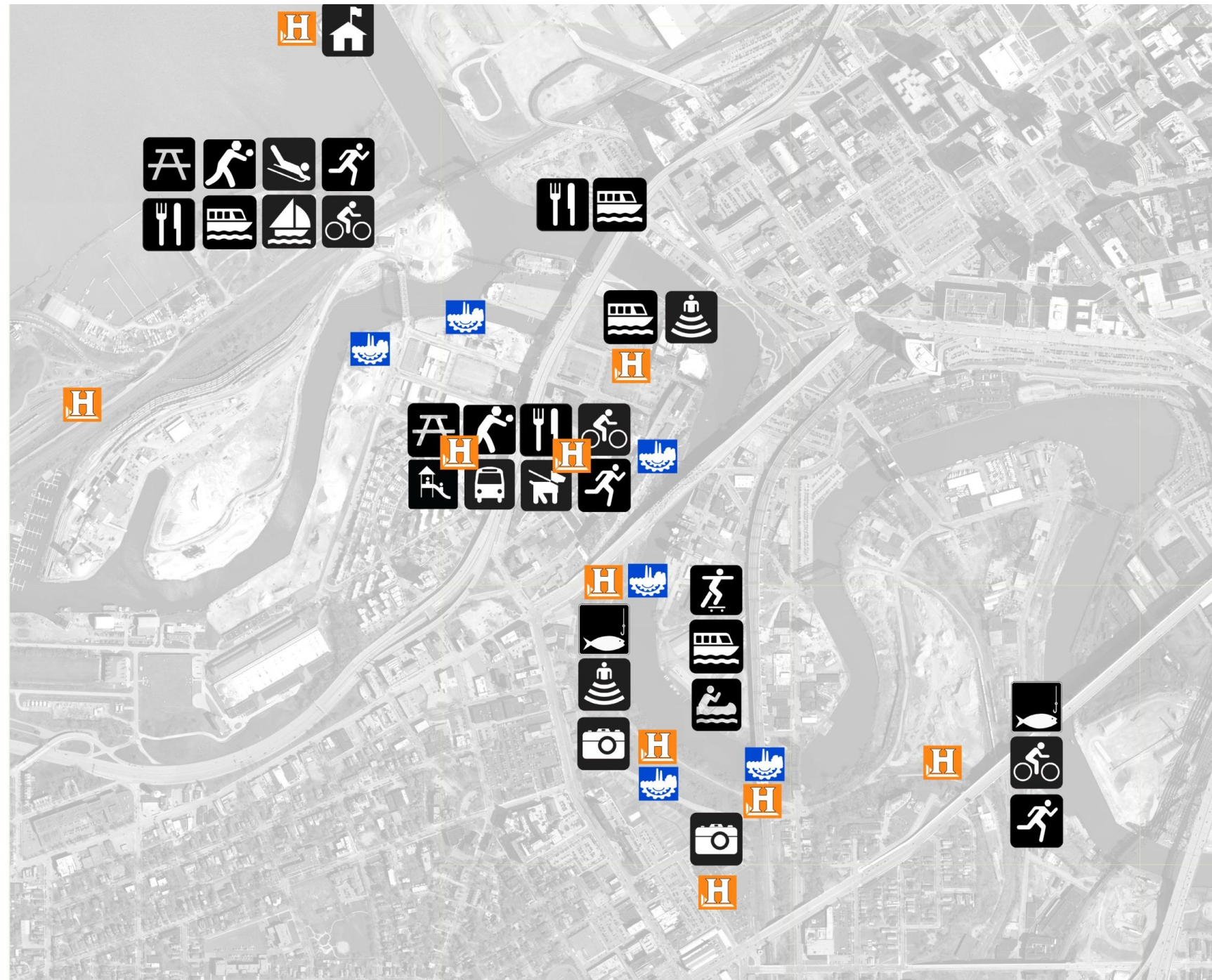
# Embrace – Historical & Current Use



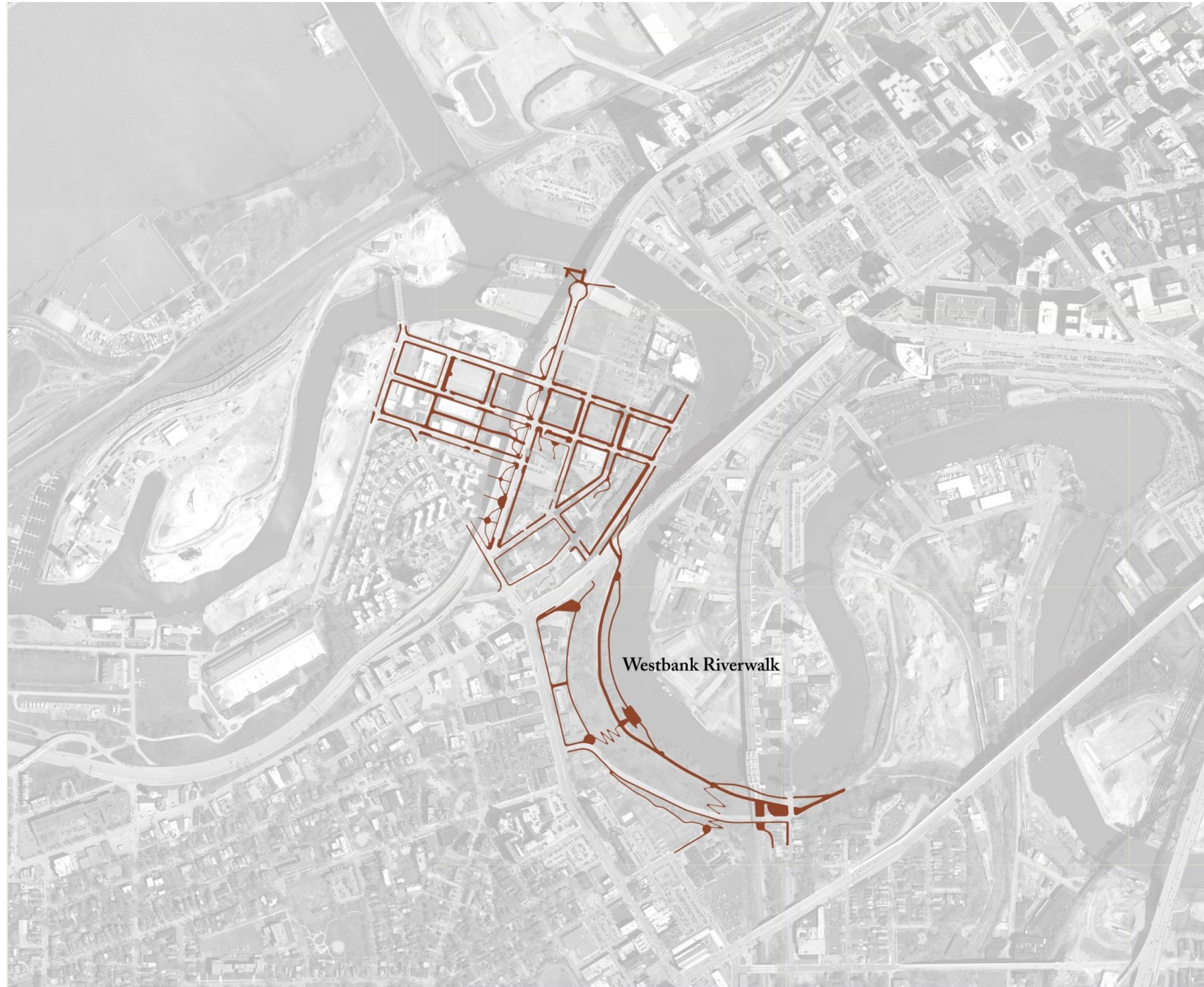
# Embrace – Multiple Activities & Users



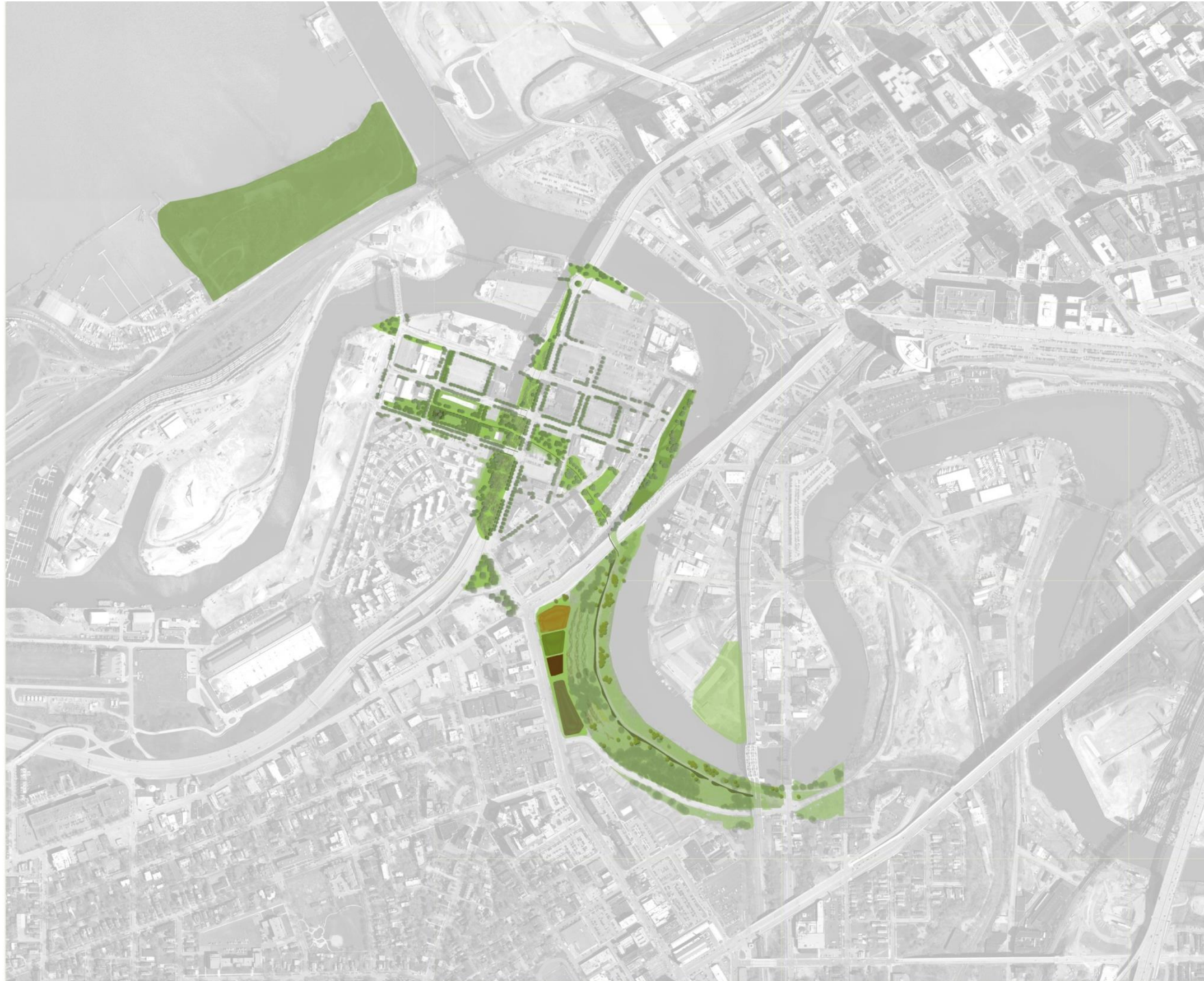
# Create – An Amenity For Entire Community



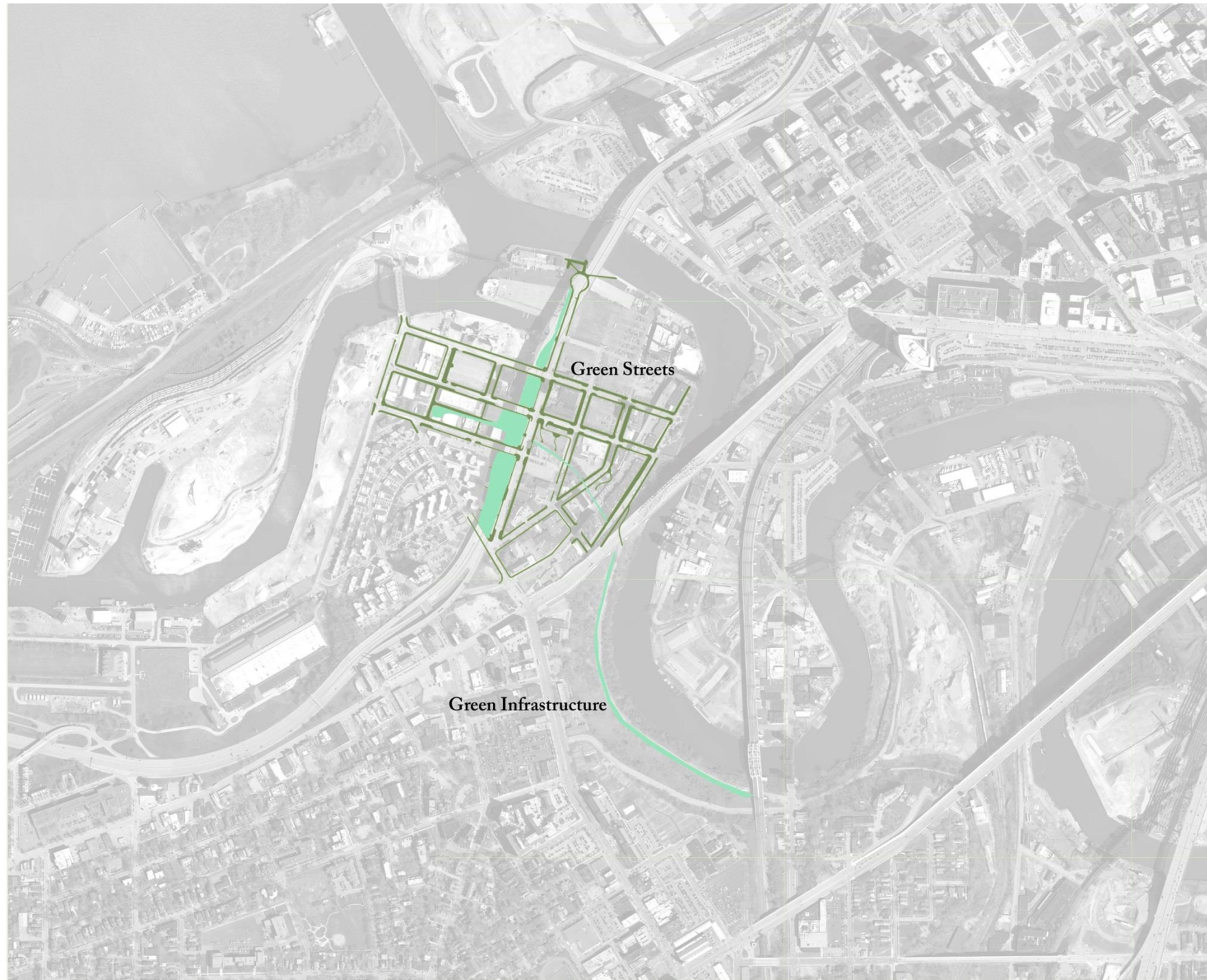
# Enhance – Pedestrian Connections & River Access



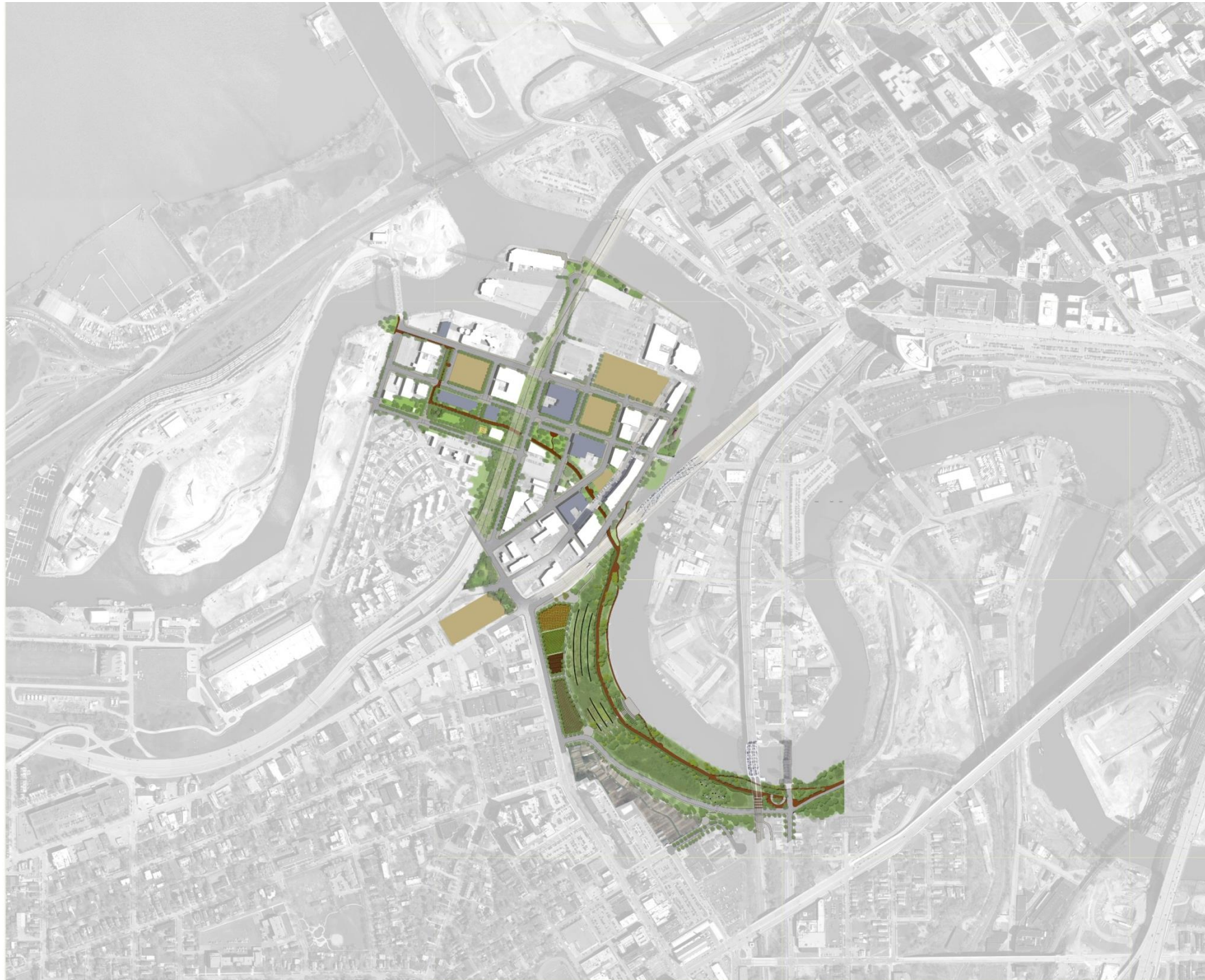
# Enhance – Openspace & Tree Canopy



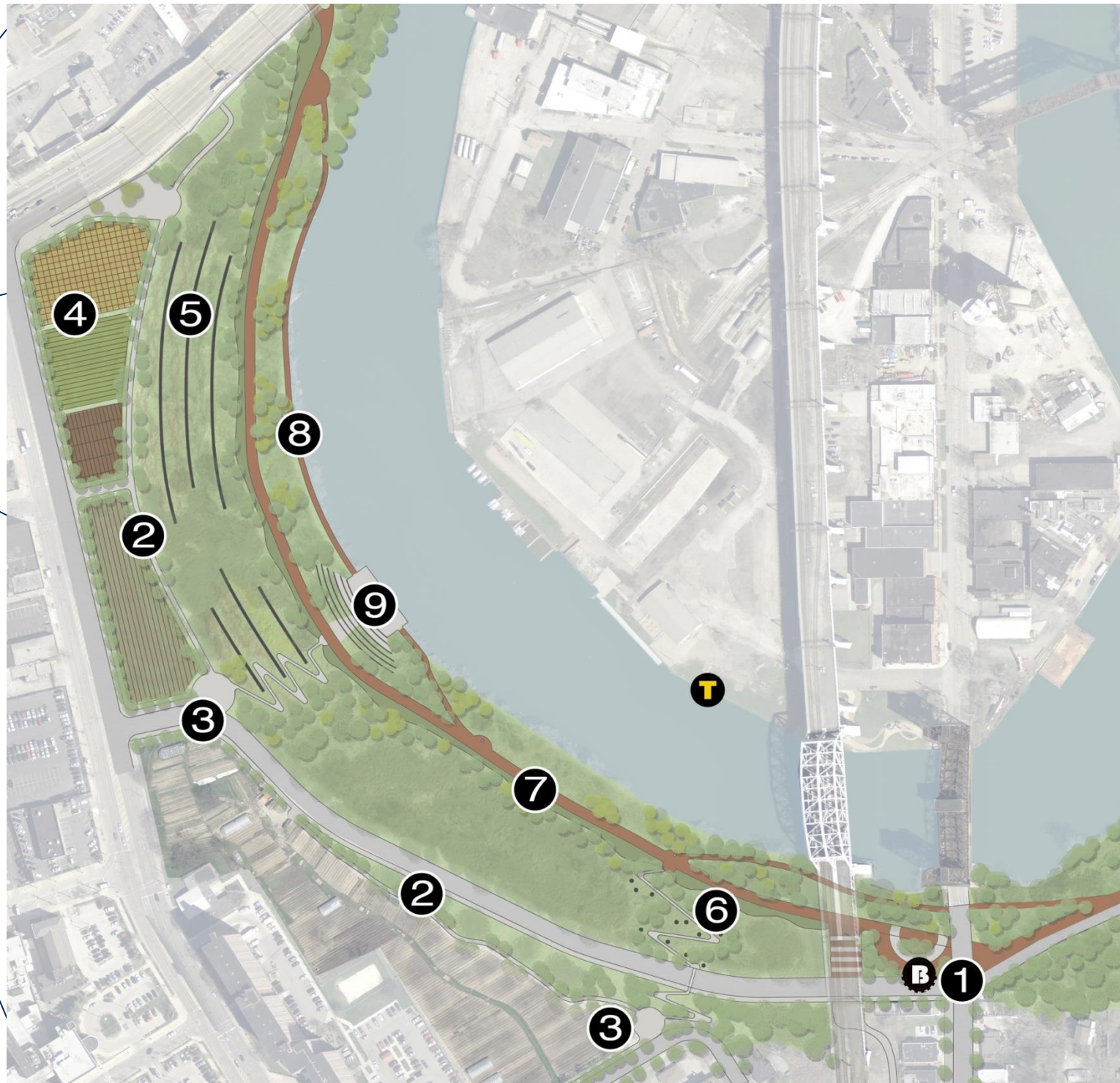
# Enhance – Stormwater Management



# Create – Irishtown Greenway



# Design Detail – River Section



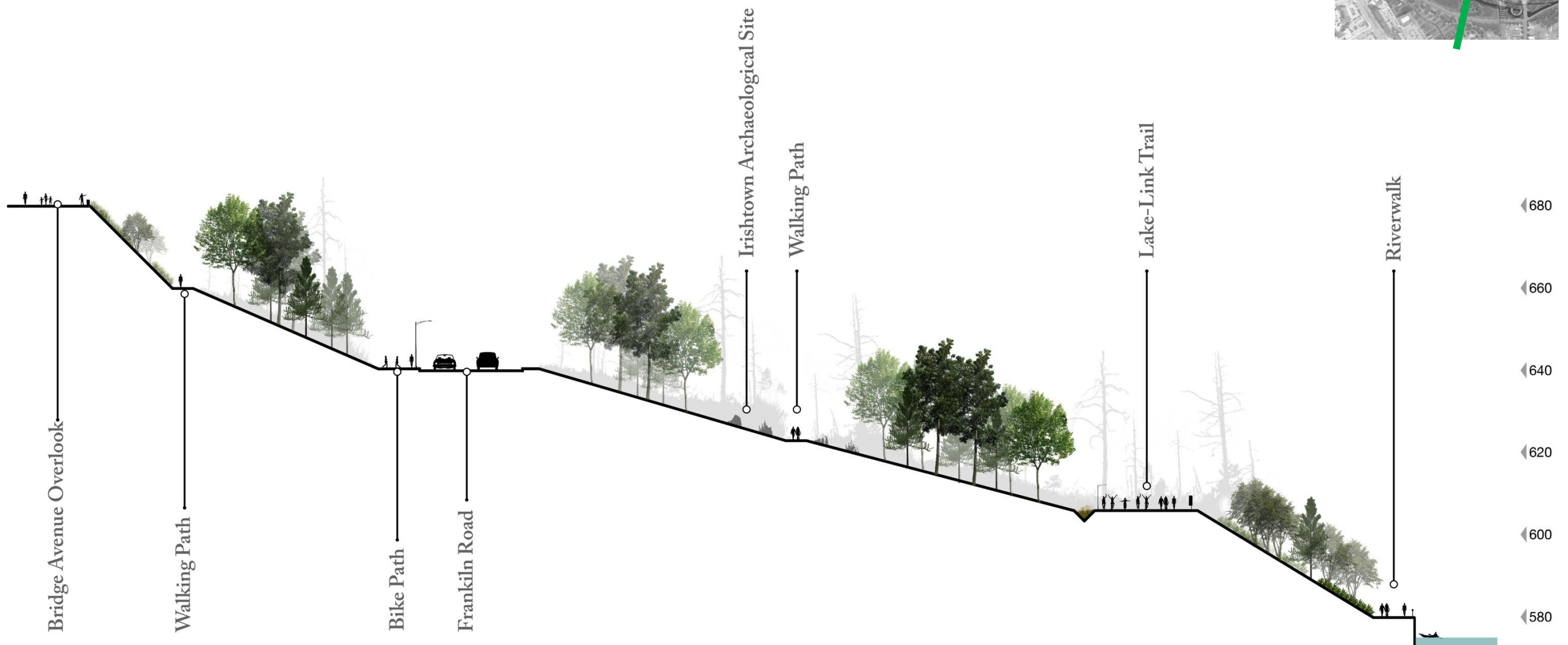
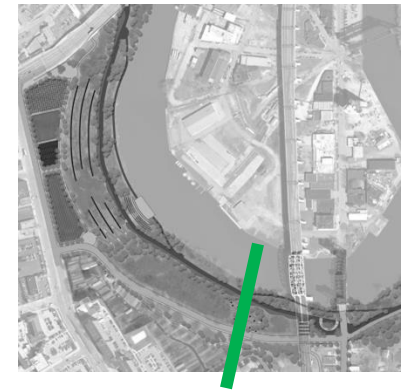
## Key Elements

1. Columbus Trailhead  
-BIKE SHARE
2. Franklin Road Bike Connection
3. Downtown Overlook
4. Ohio City Farm Expansion
5. Terraces  
-SLOPE STABILIZATION
6. Irishtown Archeological Walk/Exhibit
7. Lake Link Trail
8. Riverwalk
9. Landslide Amphitheater



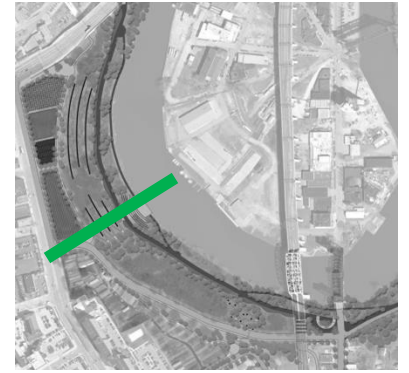
# River – Site Section

Key Map

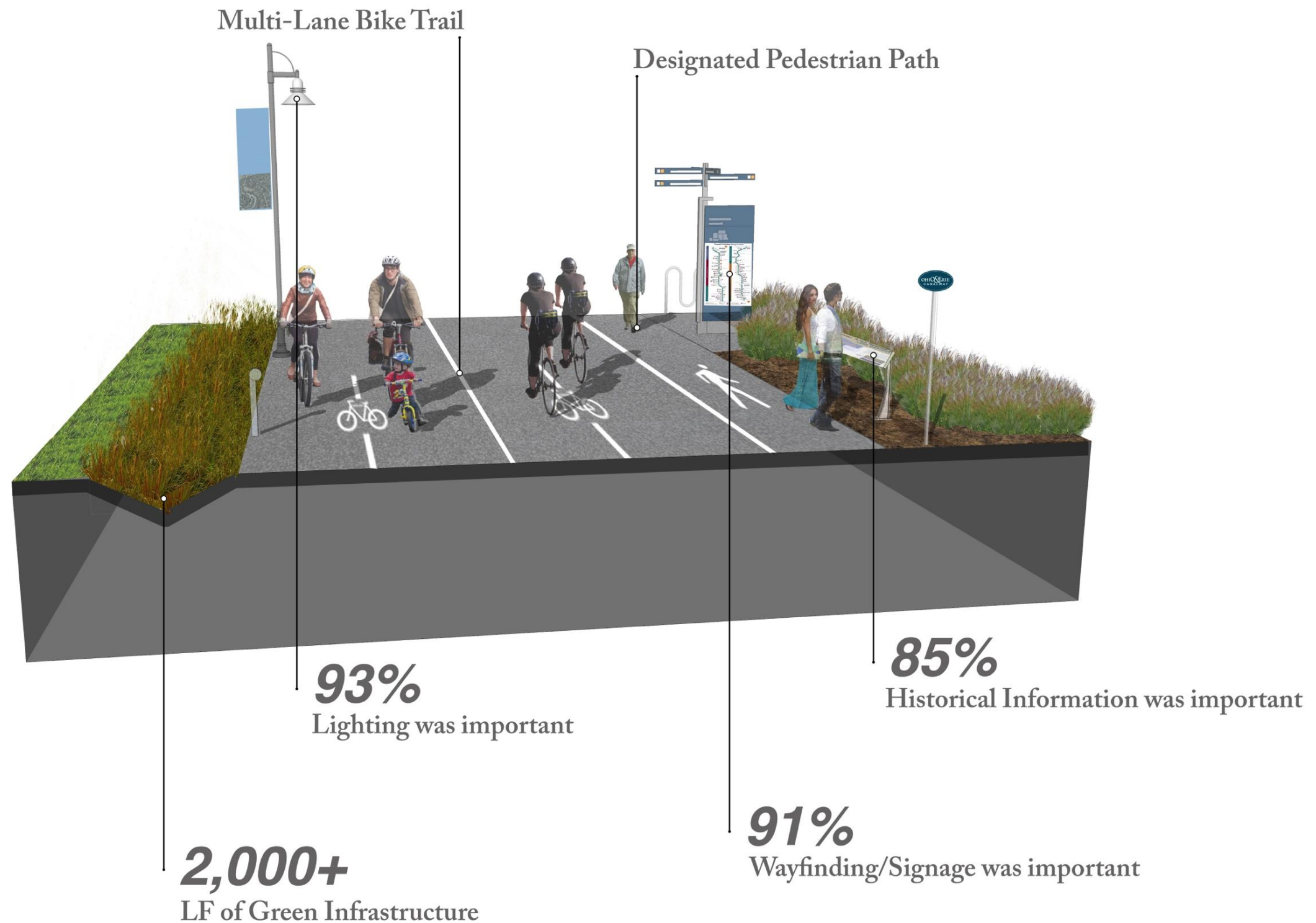


# River – Site Section

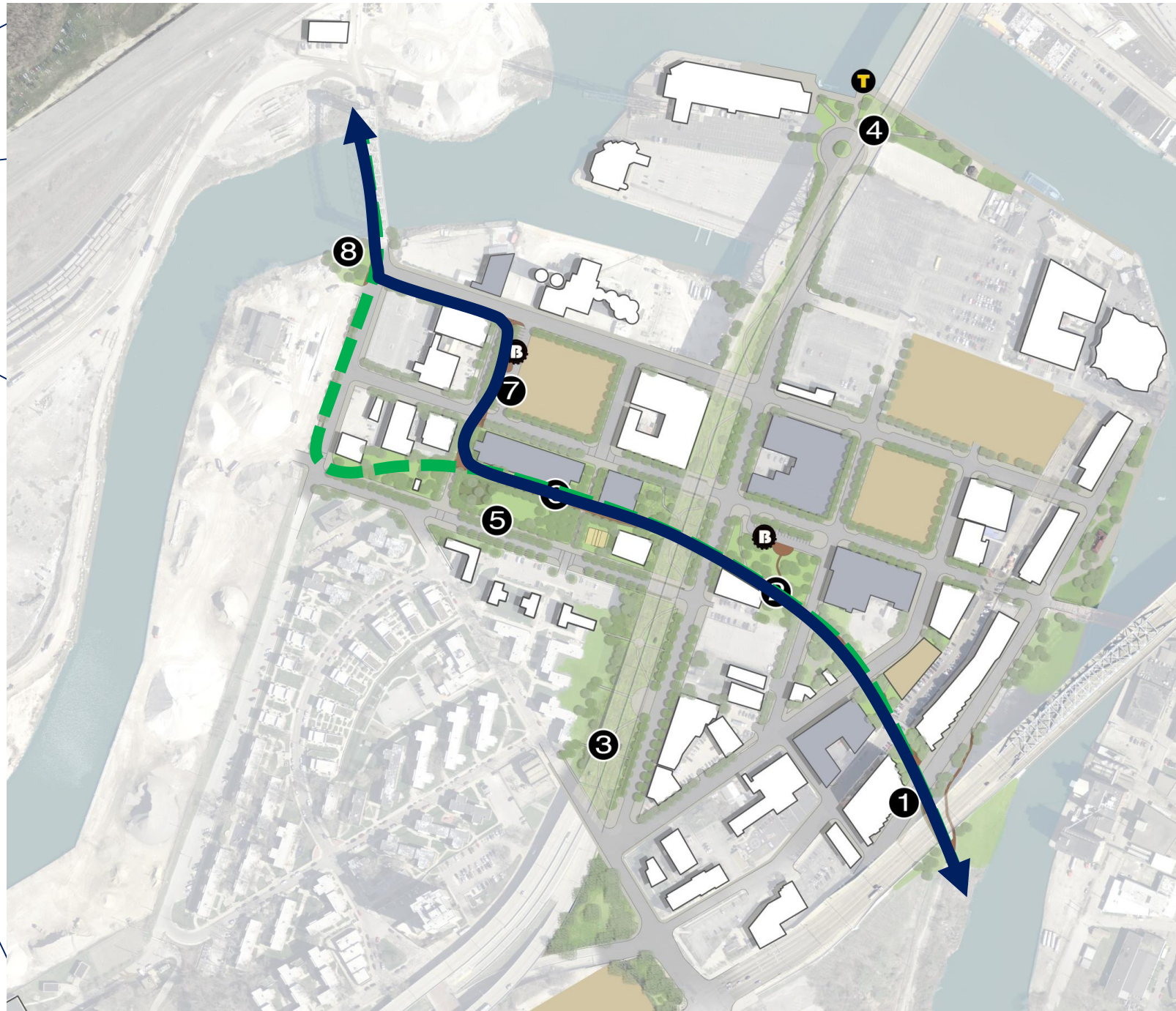
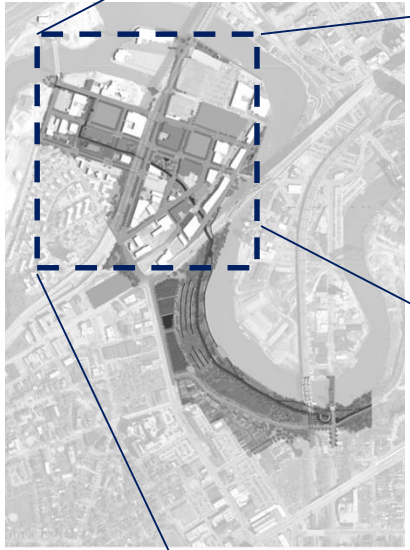
Key Map



# River – Trail Detail



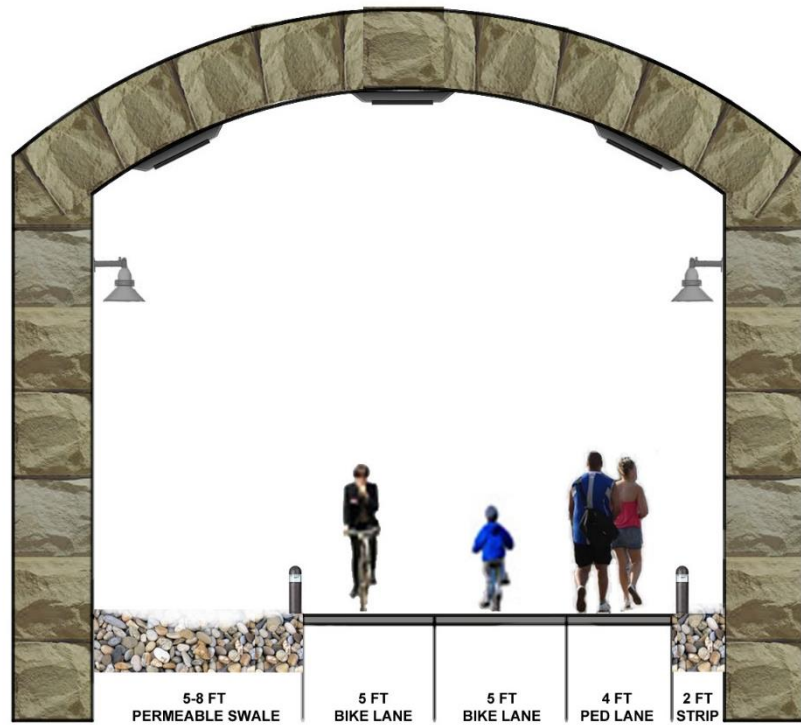
# Design Detail – Urban Section



## Key Elements

1. Old Rail Tunnel
2. Trailhead - Pocket Park  
-BIKE SHARE
3. Shoreway Green  
Infrastructure Park
4. Main St. Link to  
Riverwalk – East Bank  
-WATER TAXI STOP
5. Neighborhood Park
6. Lake Link – ‘Street’
7. Trailhead – Wendy Park  
Parking – BIKE SHARE
8. Wendy Park Connection

# Urban – Trail Typologies



# Urban – Trail Detail

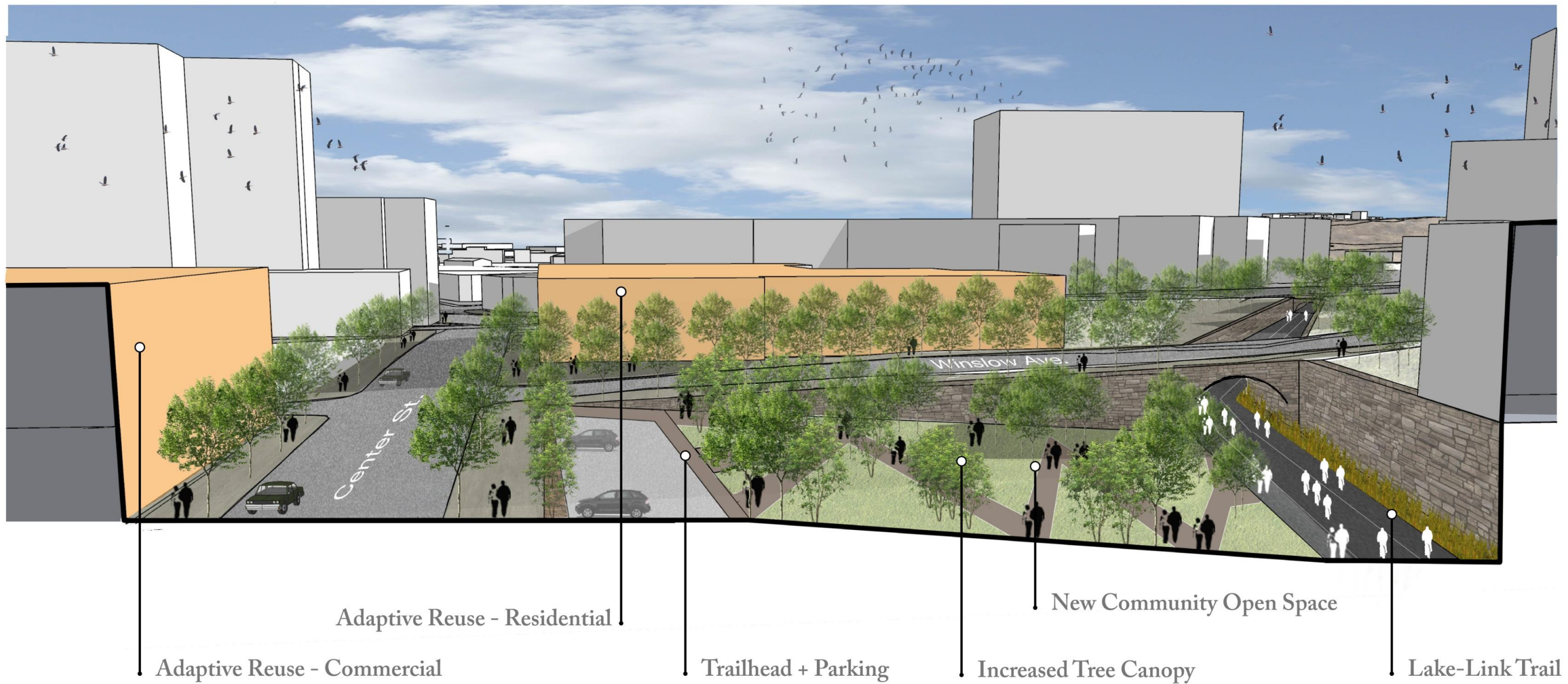
Key Map



- Bio-Swale
- Pedestrian Lighting
- Neighborhood Signage
- Tunnel Lighting
- Public Art

# Urban – Site Section

Key Map



# Urban – Trail Detail

Key Map



Stormwater Treated On-Site

New Community Open Space

Lake-Link Trail

Adaptive Reuse - Studio Space

Permerable Pavements



# Design Intent – Lake Section

- Access
- Greenspace
- Lake Erie
- History



# Design Detail – Lake Section

- New Pedestrian and Bicycle connections
- Refurbished Coast Guard Station
- Design Continuity



# Strategic Design Elements

## – Trail Lighting



- Typical trail lighting to include street lamps, path lighting, and ground/seat wall lighting where possible

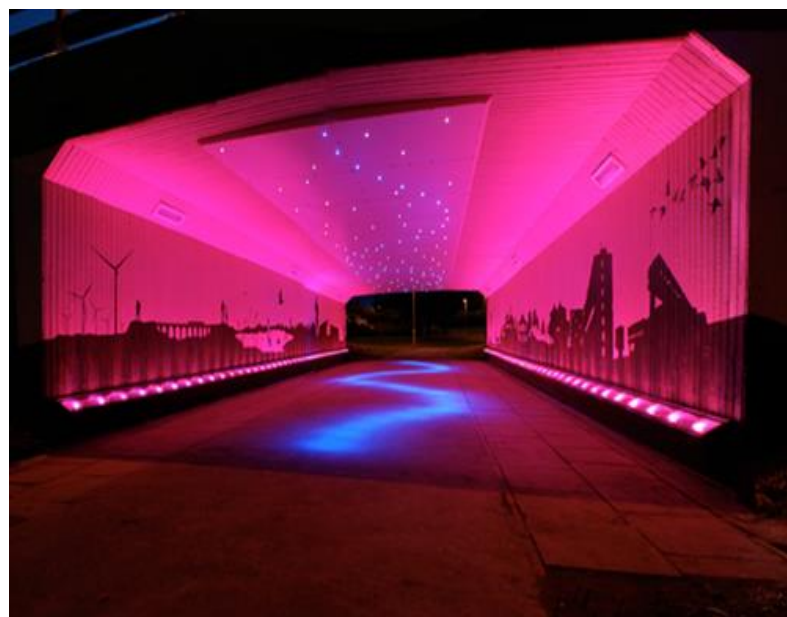
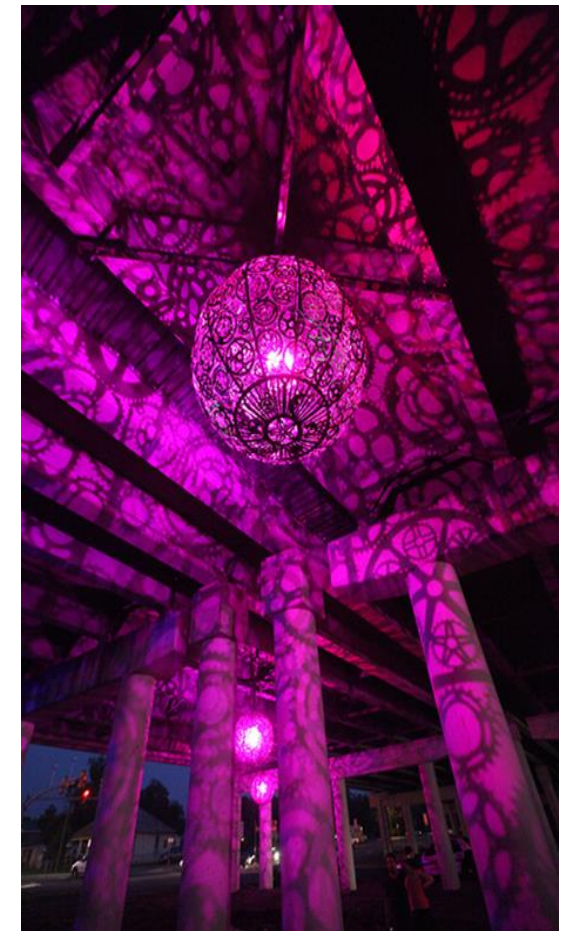


# Strategic Design Elements

## – Key Lighting



- Lighting will also be used to highlight certain elements of the trail or to identify unique areas
  - Overpasses
  - Tunnels
  - Gateways
- Serve dual purpose of aesthetics and safety
- Recommended to incorporate Cleveland typologies and seek assistance from area artists



# Strategic Design Elements

## – Trail Seating



- Typical seating types/designs will be found throughout the trail
- Will incorporate benches and seating walls where possible
- Seating walls can be made out of existing materials found on the trail
  - Trailhead at main could reuse the stone wall removed for sloping

# Strategic Design Elements

## – Seating



- Certain sections of the trail will use unique seating options, giving the space its own definition
- Also provide different seating options that are interactive

# Strategic Design Elements

## – Facilities



- Trailheads and key gateways will have features to help trail users
  - Informational kiosks
  - Water fountains that are canine friendly
  - Bathrooms
- Where applicable, screening will be used to add privacy or enhance parking lots



# Strategic Design Elements

## – Signage





# Next Steps – Phasing



## 1. Make a Statement

Bridge to Wendy  
Bridge Over Scranton

## 2. Make the Connection

Build the Trail

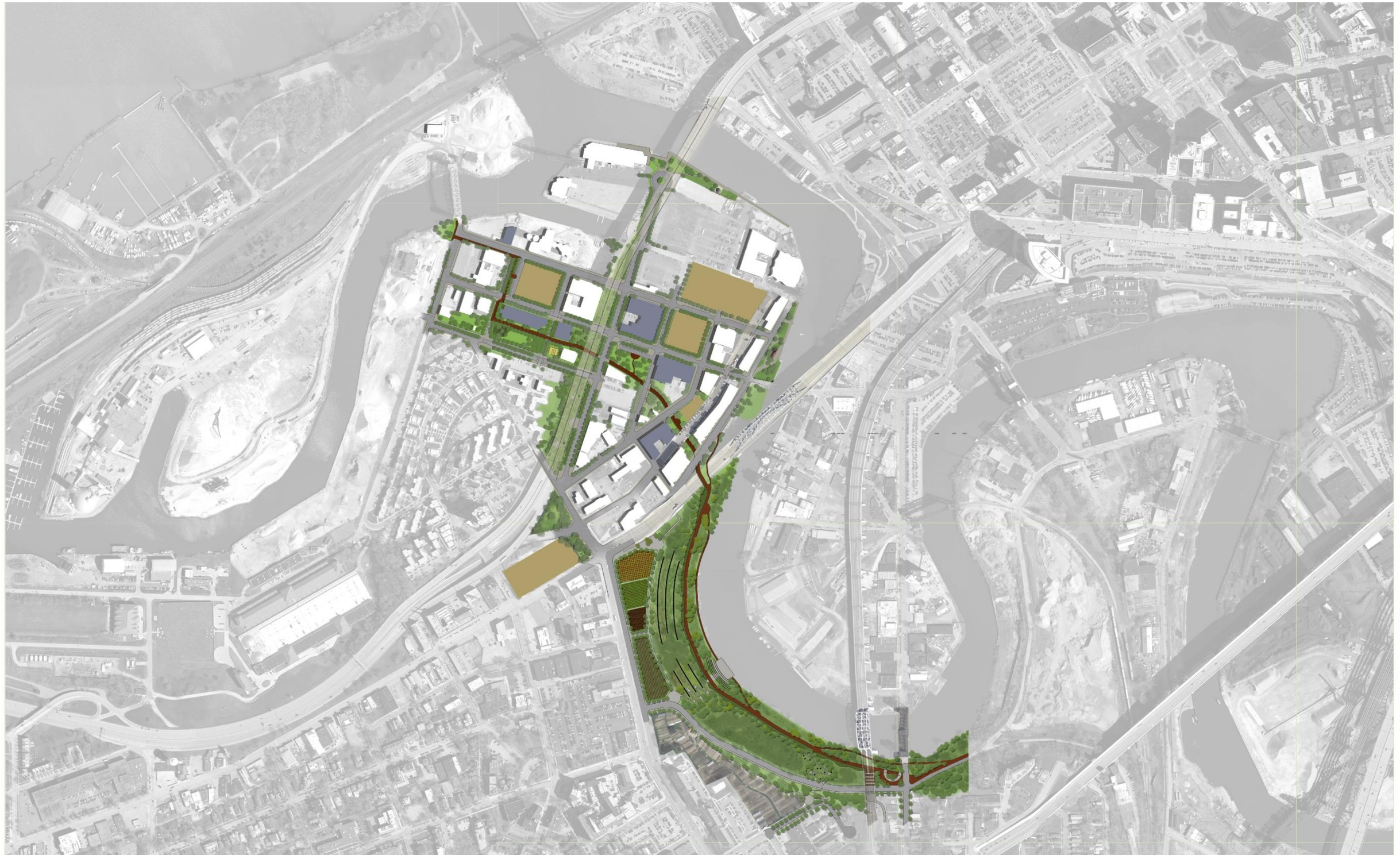
## 3. Fill in the Gaps

Add Parks & Trailheads

## 4. Connect to the River

Add Westbank Riverwalk

# Restore – A Sense of Place



An aerial photograph of a city, likely San Francisco, showing a river winding through the urban landscape. A large, irregularly shaped area in the center of the city is highlighted with a thick red border, indicating a specific zone of interest for redevelopment. The surrounding city is densely packed with buildings and streets.

## RECOMMENDATIONS — Redevelopment Opportunities

**Nikki Glazer**  
**Dean Ibsen**  
**Kyle Krewson**  
**Shiqi Lu**  
**Matthew Moss**  
**Scott Schirg**

# Development Proposals - Overview

- **Site Conditions**
- **Market Overview**
- **Market Demand**
- **Highest-Best Use**
- **Site Selection Criteria**
- **Development Recommendations**
  - Tenk Building
  - Spaces Building
  - The Hulett
  - W. 25<sup>th</sup> and Detroit
  - Retail Adjacent to Trailhead
- **Future Plans & Design Guidelines**

# Site Conditions & Market Overview

- **Approximately 86 Acres**
  - 15 acres along trail right-of-way
- **Industrial Zoning, Aged Buildings**
- **Comparable Sub-Markets**
  - Downtown
  - Ohio City
- **Both Have Low Vacancy, Active Development**
- **Market Rate and Affordable**

# Market Demand

- **City TOD Study: Potential For 14,000–18,000 Residential Units in PMA**
- **DCA Quarter Updates: >94% Occupancy for 11 Quarters**

<b>Comparable Rents</b>			
<b>Project</b>	<b>1BR/1BA (Sq. Ft.)</b>	<b>Monthly Rent</b>	<b>Price per Sq. Ft.</b>
Mariner's Watch	633	\$1,160	\$1.83
Residences at Stonebridge	1,000	\$1,100	\$1.11
Westside Community House	750	\$1,185	\$1.58
Federal Knitting Mills	950	\$1,387	\$1.46
West 58th Lofts	850	\$1,207	\$1.42
<b>Project Rent/Size Potential</b>	<b>837</b>	<b>\$1,208</b>	<b>\$1.48</b>

# Highest & Best Use

- **11 land uses analyzed**
- **23 different site attributes**
- **5 point scale (-2 to 2)**
- **Top Uses**
  - Mixed-Use Development
  - Rental Housing/Condos
  - Retail/Bar/Restaurant

Site Attributes	Super-market	Convenience Store	Retail/Bar/Entertainment	Rental Housing	Condo	Warehouse/Light industrial	Public Space	Office	Parking (Open Lot)	Hotel	Mixed-Use
Visibility/Views	1	1	1	1	1	0	1	1	-1	1	1
Auto Traffic	1	1	1	1	1	1	1	1	1	1	2
Adequate Parking	0	2	2	2	2	2	2	2	2	2	2
Pedestrian Access	1	1	1	1	1	1	1	1	1	1	1
Highway Access	1	1	1	2	2	1	2	2	1	1	2
Rapid/Bus	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1
Freight Rail	0	0	0	0	0	1	0	0	0	0	0
River Access	0	0	0	2	2	2	2	0	0	0	2
Under Bridge	0	0	0	0	0	0	0	0	0	0	0
Noise level	0	0	0	-1	-1	0	0	-2	0	-1	-1
Resident Base	1	1	1	1	1	0	1	1	0	0	1
Day time use	2	2	1	1	1	2	1	2	1	1	2
Brownfield	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2
Infrastructure	-2	-1	1	2	2	2	-1	1	1	1	2
Zoning	2	2	2	2	2	2	2	2	2	2	2
Condition of Parcel	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1
Size of Parcel	-2	1	2	2	2	2	2	2	2	2	2
Compatibility to Structure	-2	-2	1	2	2	2	-1	1	1	1	1
Future Expansion	-2	0	2	2	2	1	1	1	0	1	2
Competition	-2	1	1	1	1	-1	1	-1	-2	1	1
Market Window	0	0	2	2	2	0	2	-2	-2	1	2
Value of Land	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1
Building Tax Base	2	1	2	2	2	2	0	2	0	2	2
<b>Totals</b>	-4	6	<b>16</b>	<b>20</b>	<b>20</b>	15	12	9	2	12	<b>21</b>



# Site Selection Criteria for Phased Development

## Phase I Criteria:

1. Existing Functional Use Index
2. Sites in Close Proximity to Trail to leverage Trail Oriented Development Amenities
3. Sites that will create vibrancy and life to the trail in order to allow for natural surveillance



Source: Perkins & Will, Minneapolis Midtown Greenway

# Site Selection Criteria for Phased Development

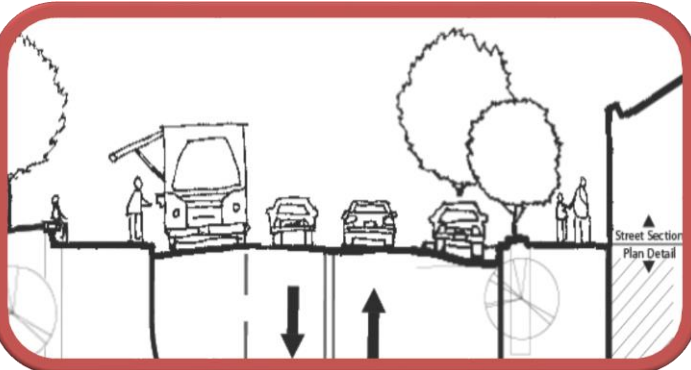
## Phase II Criteria:

1. Critical Mass Achieved
2. Develop Vacant and Underutilized Land



Source: Downtown Cleveland Alliance

# Phase I: Development Sites



Rehab: Retail



Rehab: Light Industrial  
(not shown on map)



Rehab: Spaces Building



Rehab: The Lofts at Tenk Manufacturing

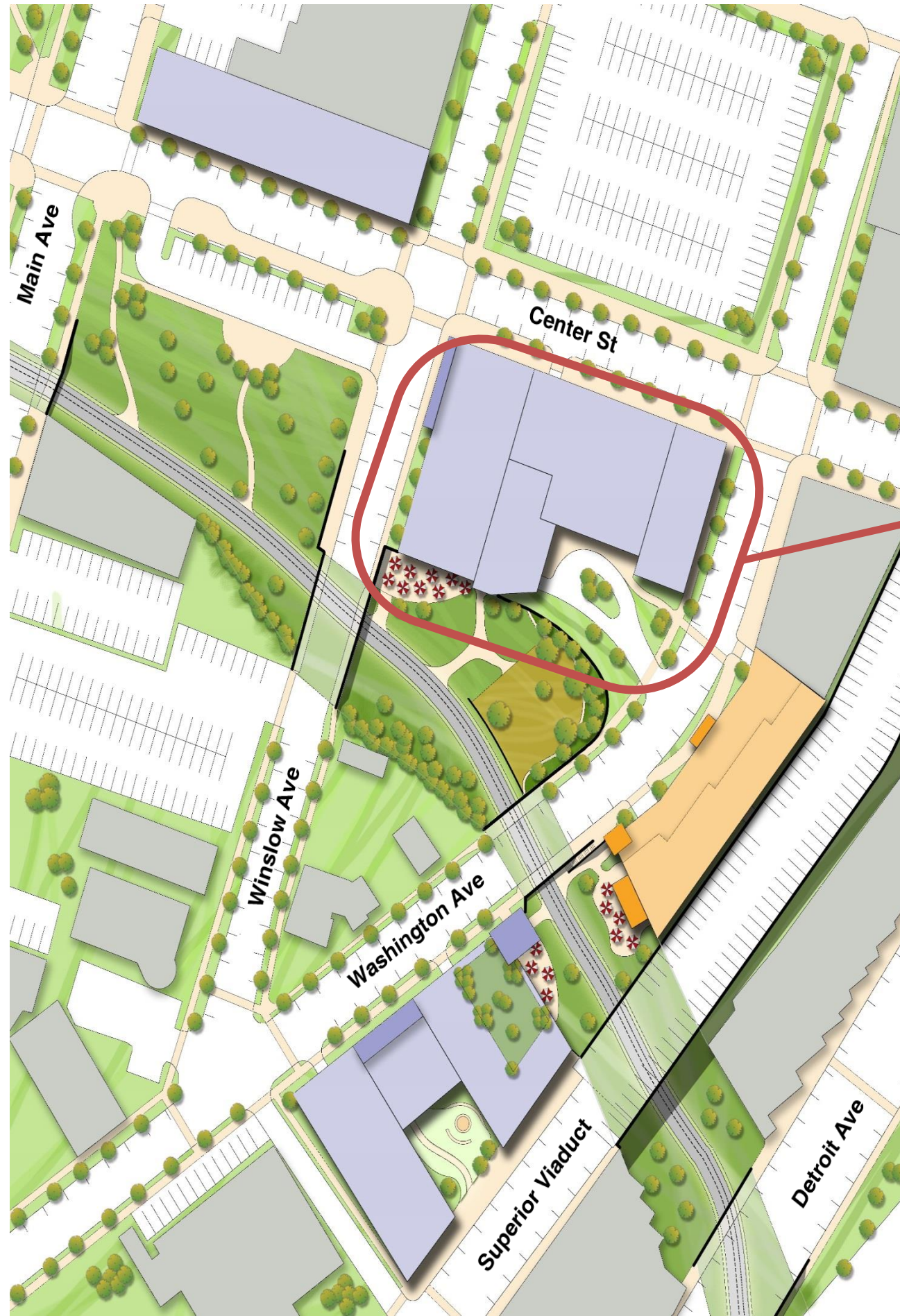


New: The Hulett Luxury Apartments



New: W. 25<sup>th</sup> Site  
(not shown on map)

# Phase I: Development Sites



**Rehab: The Lofts at Tenk Manufacturing**

# The Lofts at Tenk Manufacturing

- **55 Loft-style apartments**
  - 1 & 2 bedrooms
  - Market rate
- **“Underpass Pub”**
  - 2 story restaurant
  - Trail connections
- **New green space**
  - Dog park
  - Entrance to/from Tenk



# The Lofts at Tenk Manufacturing



# Spaces Building

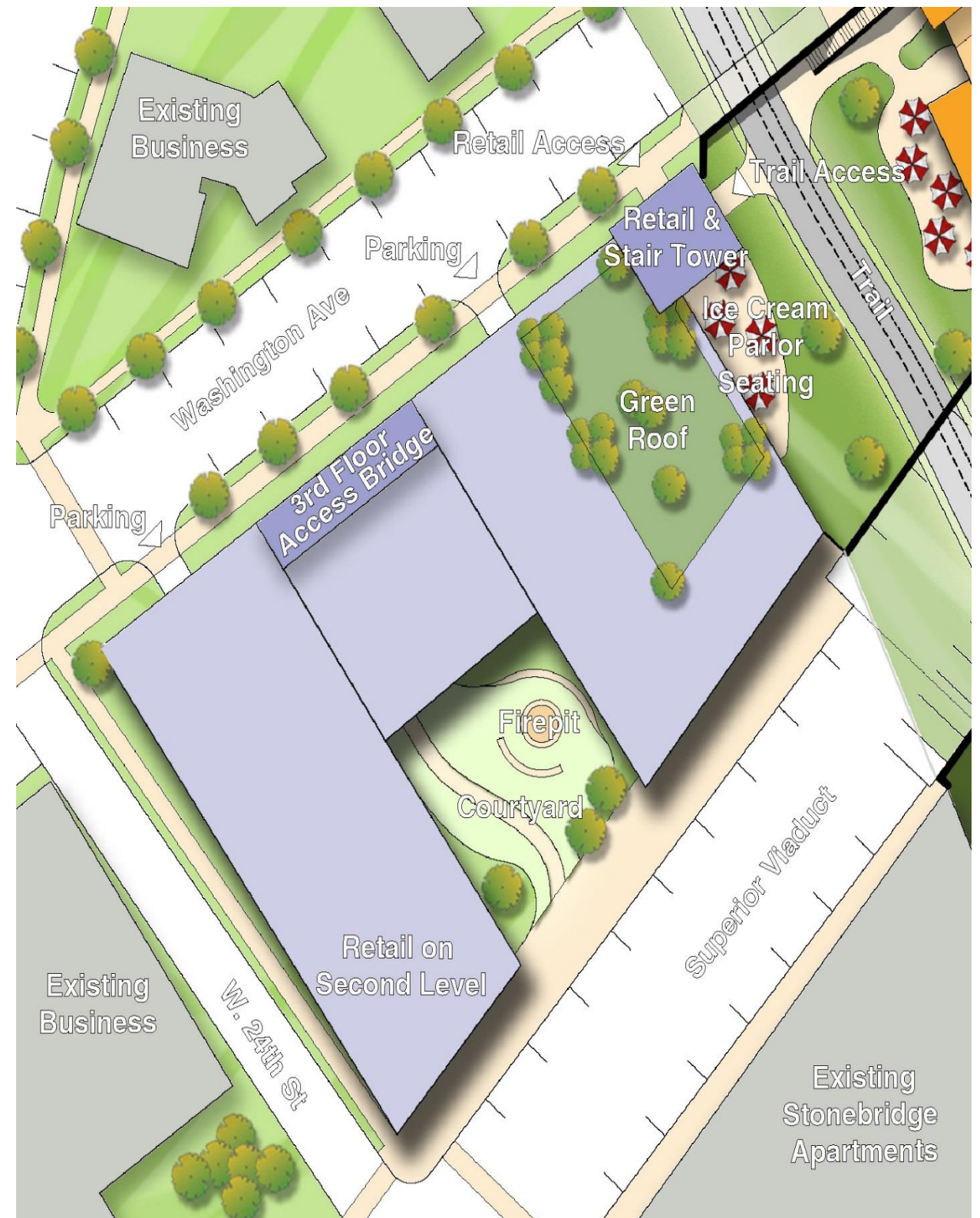


**Rehab: Spaces Building**



# Spaces Building

- Three existing buildings consisting of 4, 2, & 5 stories
- New retail space and stair tower providing access to trail
- Retail on second level off of Superior Viaduct
- Green roof w/ community garden, and courtyard with fire pit
- 94,000 GSF
- 56 Units





# The Hulett



**New: The Hulett  
Luxury Apartments**

# The Hulett

- 8 Levels Above Grade, 1 Below Grade
- Lower level opens up to trail
  - Community Room
  - Shared Picnic Areas
  - Indoor Bicycle Parking Facility
- Tenant Access at Trail Level, Washington Ave, and Superior Viaduct
- 100,000 GSF
- 55 Residential Units



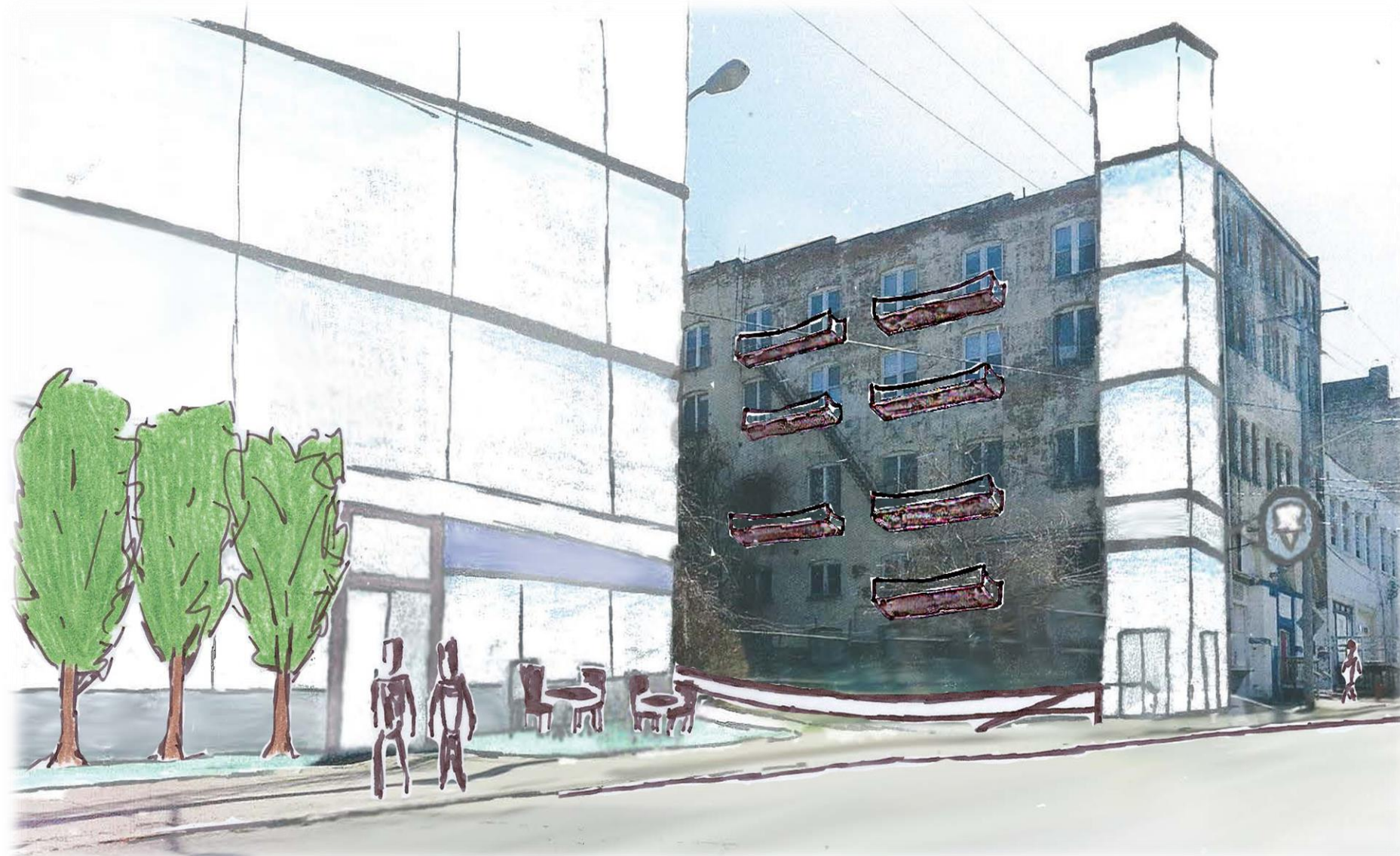
# Spaces Building and The Hulett: Intersection at the Trail



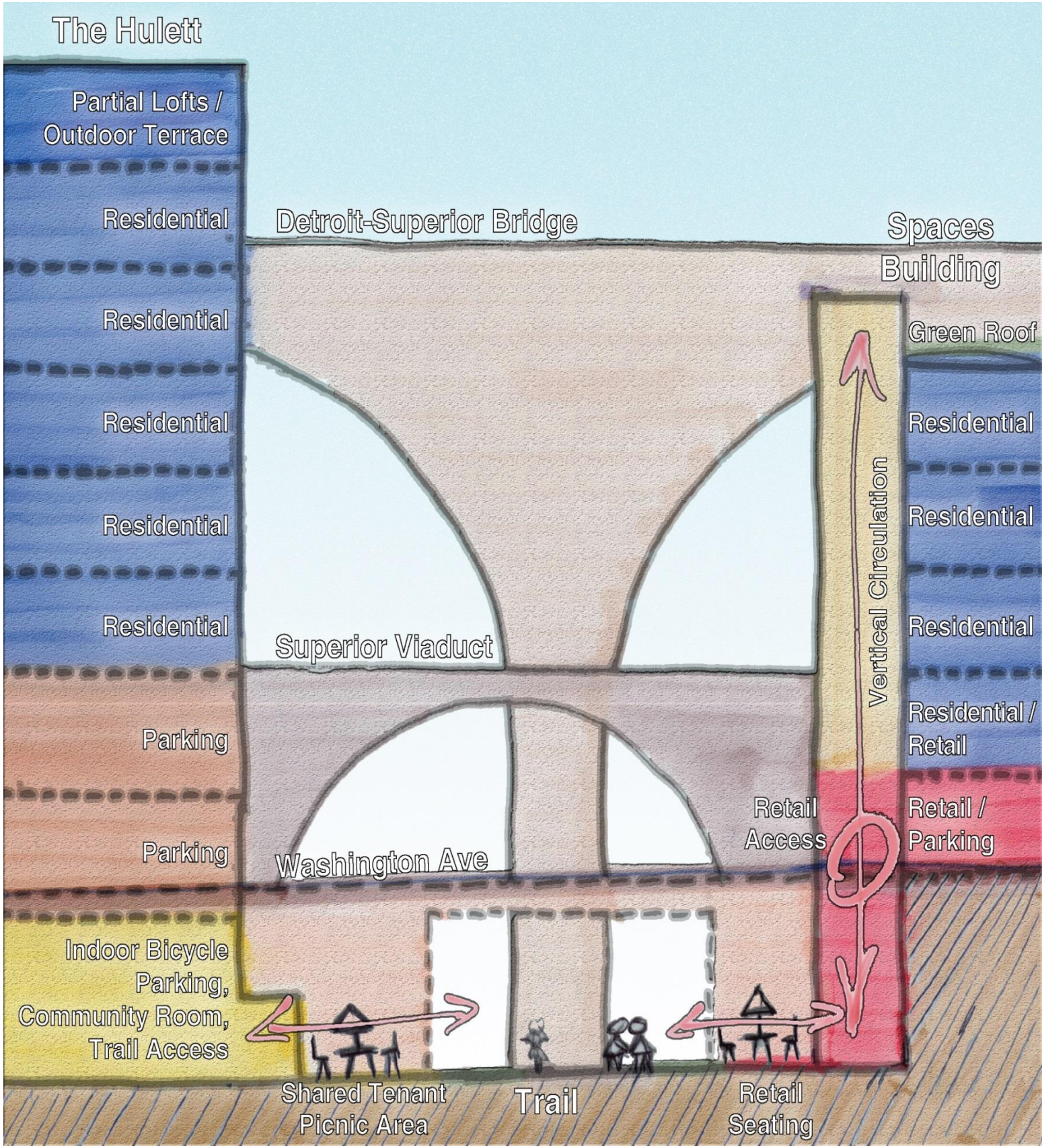
# Perspective Along Washington Looking South

## The Hulett

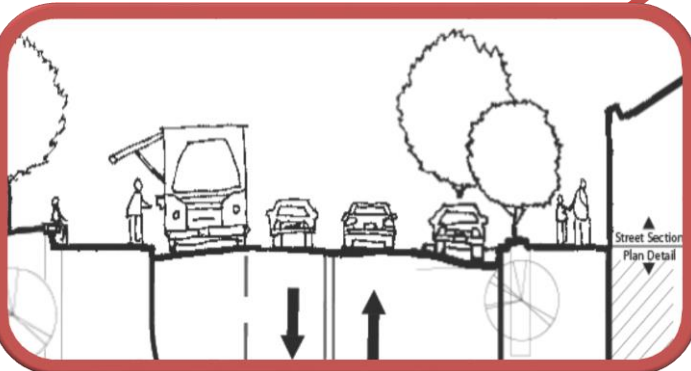
## Spaces Building



# Building Section Through The Hulett & Spaces Building



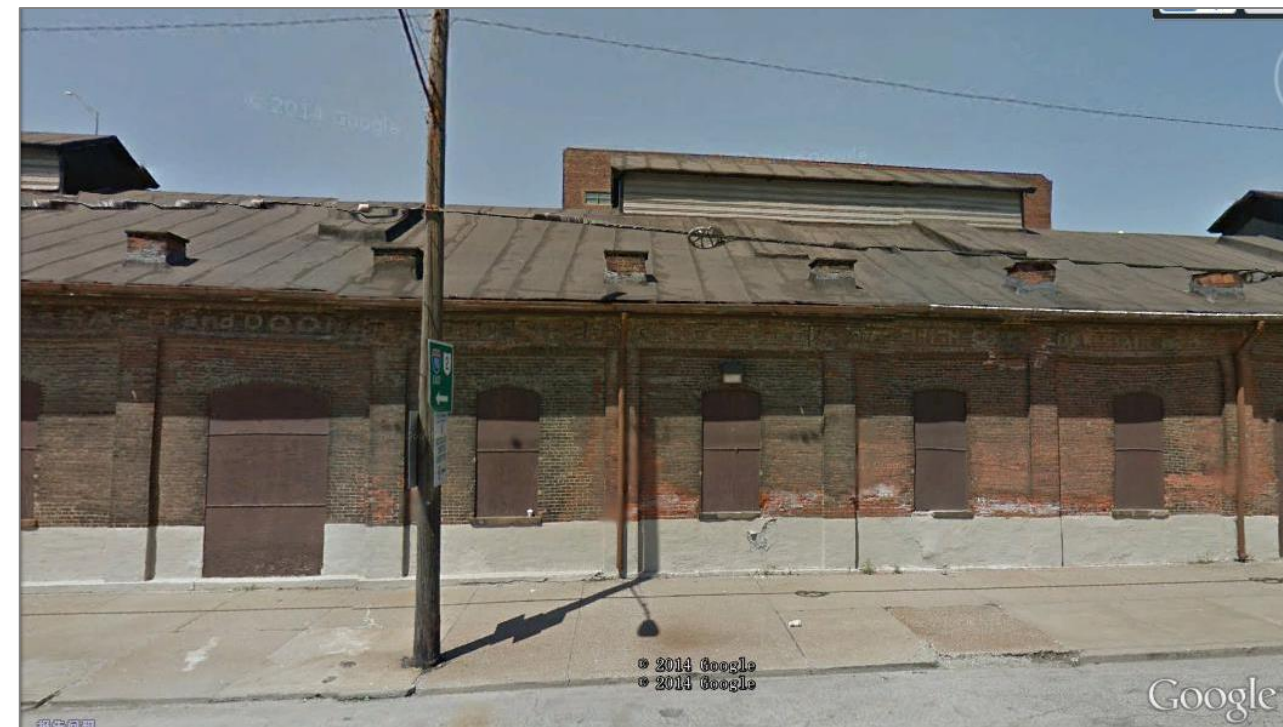
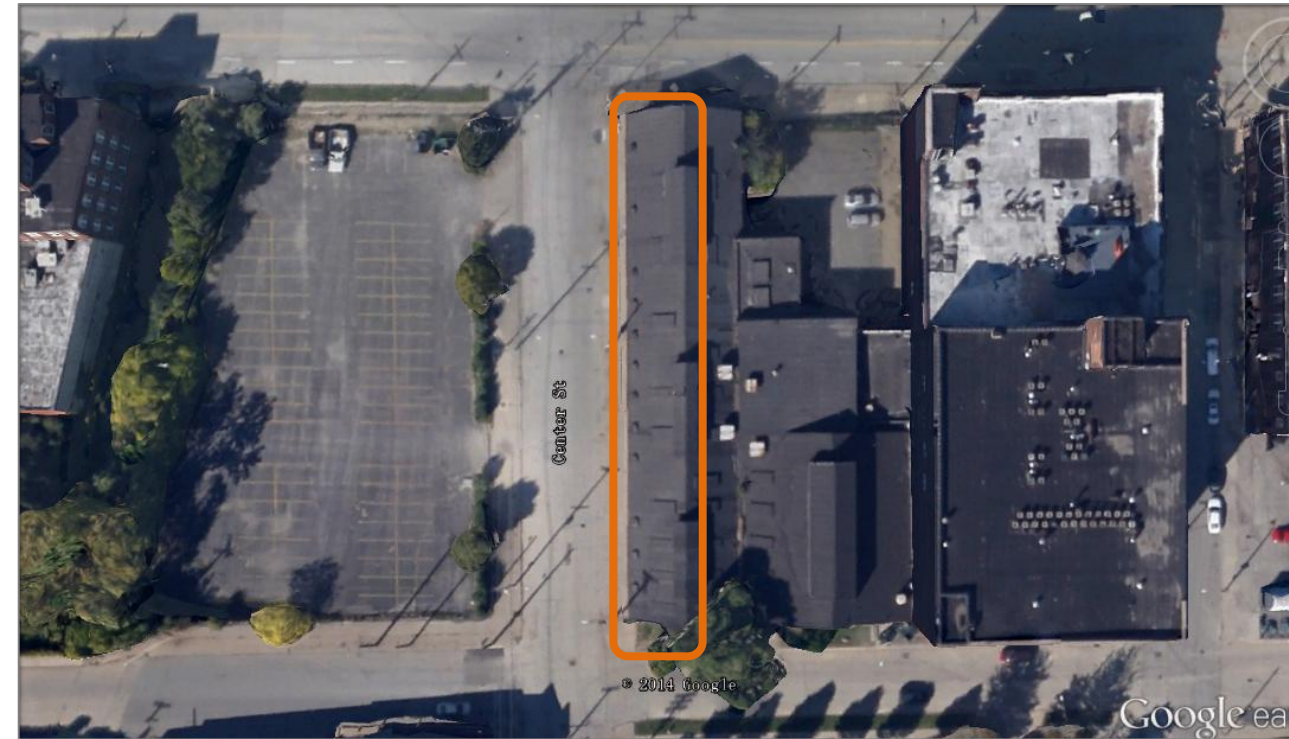
# Phase I: Development Sites



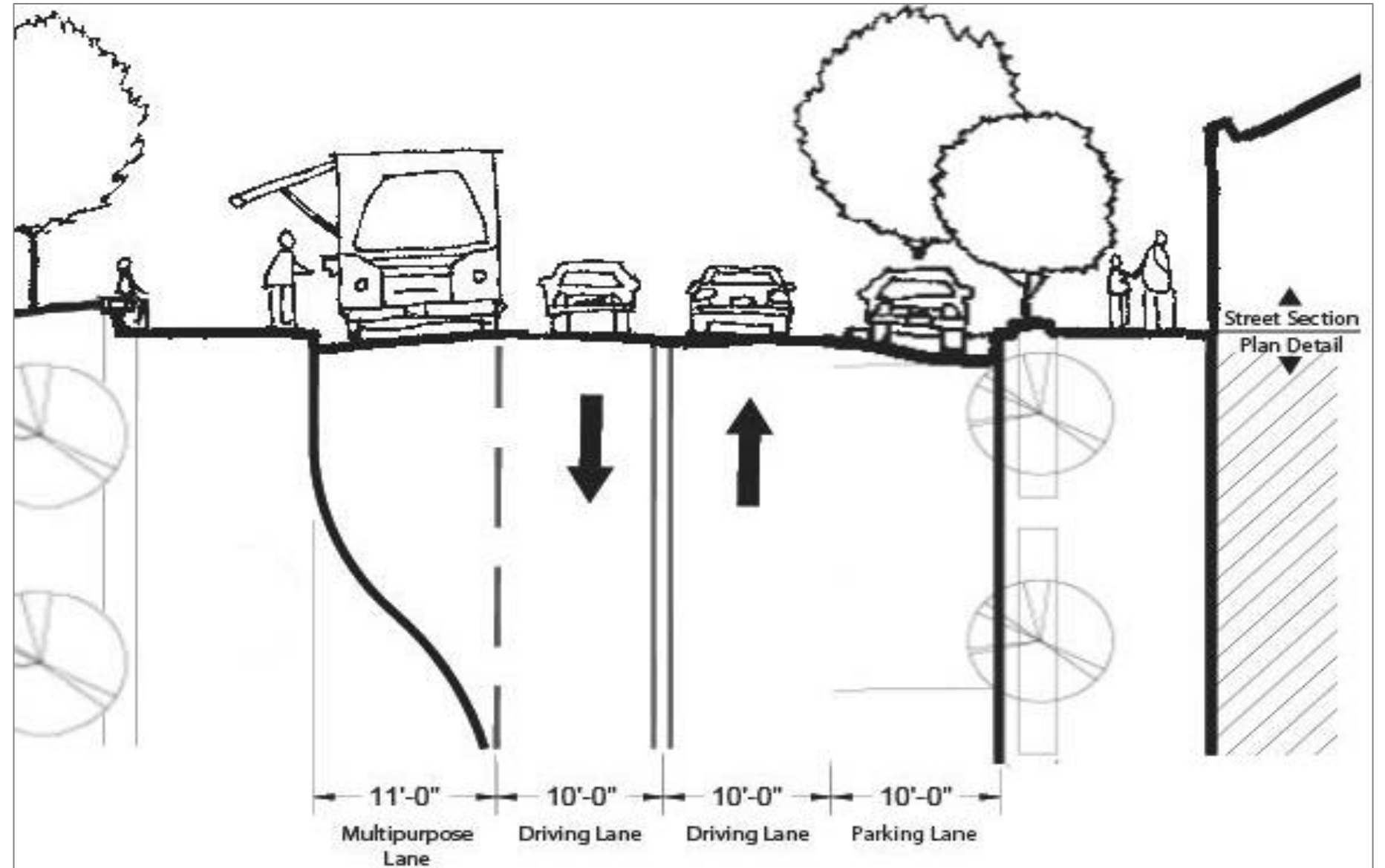
Rehab: Retail

# New Bike Shack Adjacent to Trailhead

- **Existing Condition**
  - 2220 Center St
  - 12,000 sq. feet
  - One story, brick warehouse
- **Proposed Development**
  - Bike shop with repair & rental services
  - Small retails like Juice Bar, Coffee Shop, etc.



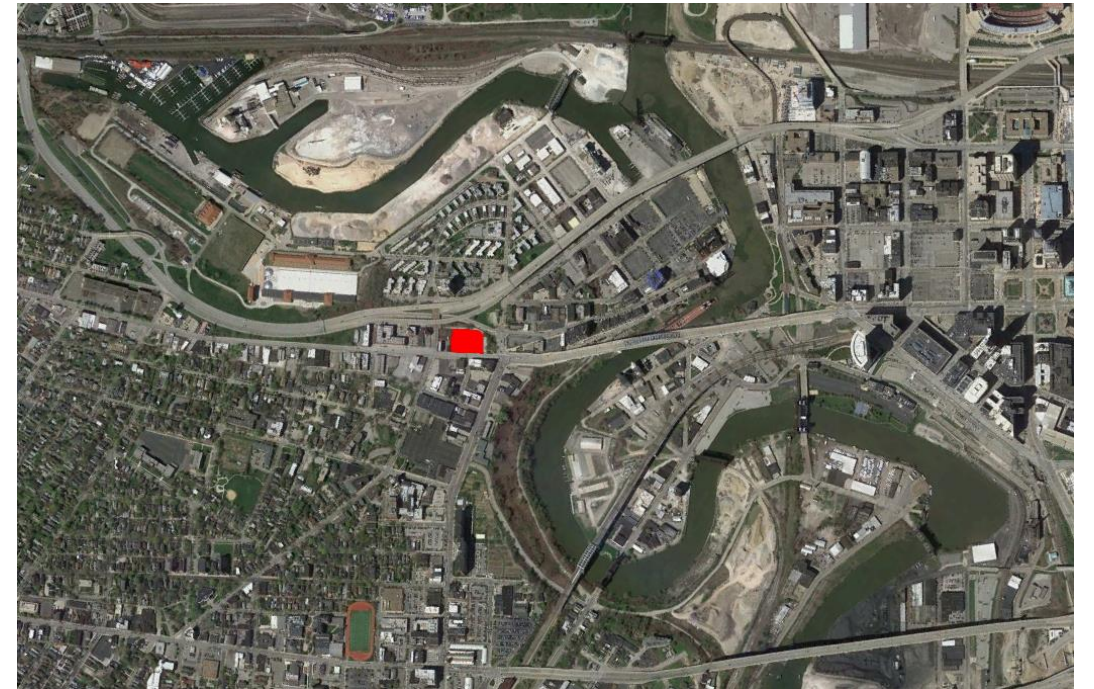
# Street Section





# Detroit Avenue & W. 25<sup>th</sup> Street

- **Location:** 2516-2600 Detroit Avenue at the corner of West 25<sup>th</sup> Street in the Ohio City neighborhood
- **Size of Lot:** 5 parcels measuring 52,705 s/f (1.21 acres)
- **Current Use / Condition:** Surface parking lot in good shape
- **Zoned:** Local Retail Business
- **NOACA Traffic Count:** 18,650 daily



# Detroit Avenue & W. 25<sup>th</sup> Street

- **Project Type:** Mixed-Use Development
- **80,000 s/f build-out (4 floors residential + ground floor retail)**
- **57 Residential Units (3 sizes)**
  - Smaller, dense units with modern amenities
  - 1 bedroom / 1 bath (500 s/f, 650 s/f) 2 bedroom / 1 bath (1,110 s/f)  
Rent range of \$875 to \$1,815
- **Ground Floor Retail**
  - 16,000 s/f
  - 4 tenants at 4,000 s/f each
- **Ample Residential & Retail Parking**
  - 1:1 ratio



# Phase 2 Overview

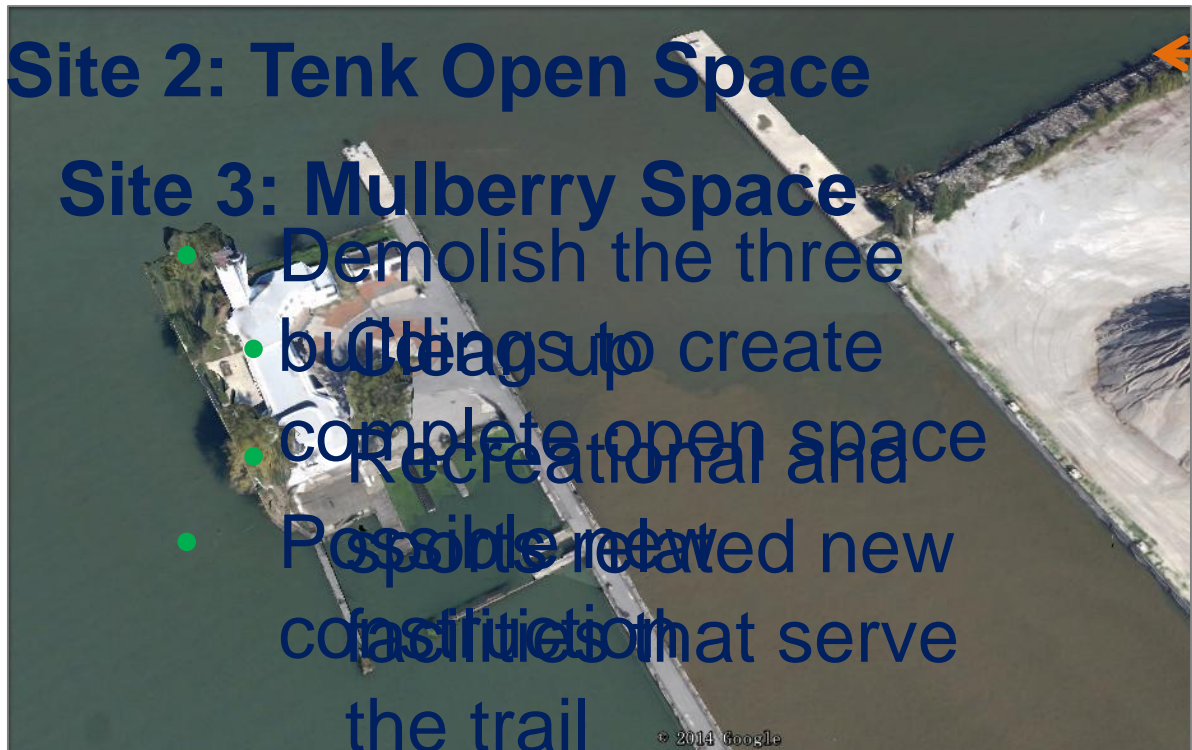


# Phase 2 Redevelopment Conceptual Plan

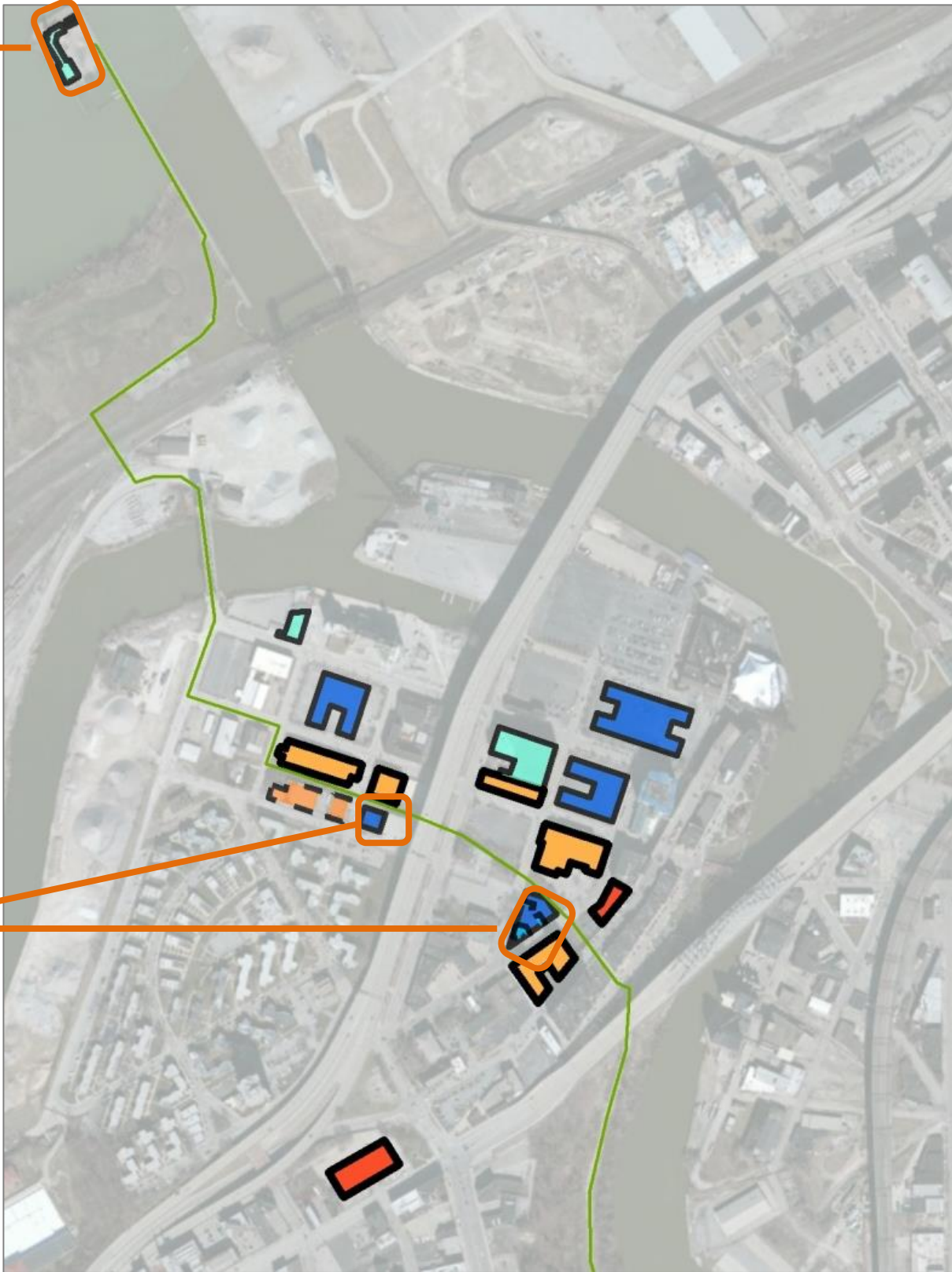
**Site 2: Tenk Open Space**

**Site 3: Mulberry Space**

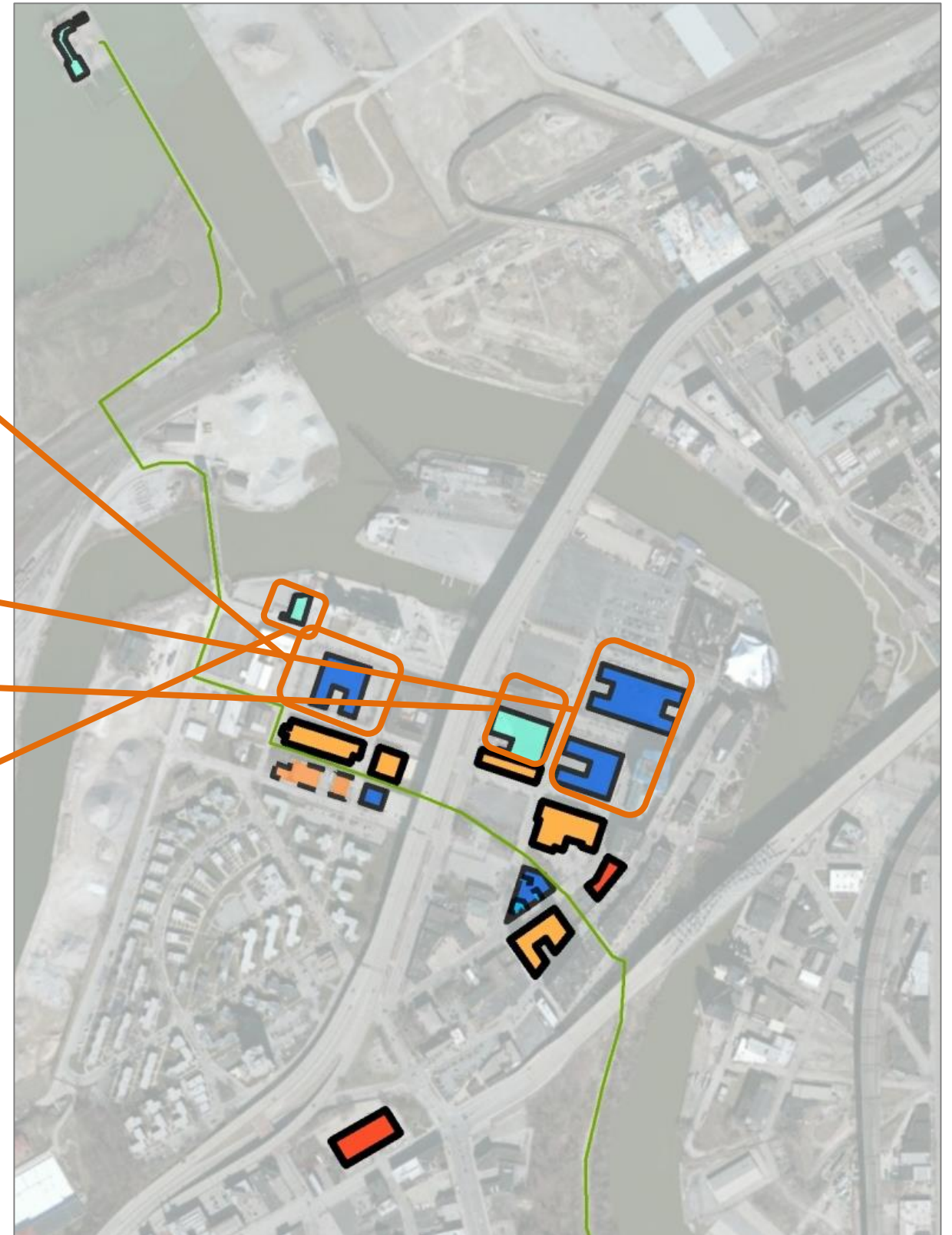
- Demolish the three buildings to create complete open space
- Recreational and sports related new construction that serve the trail



**Site 4: Coast Court**



# Phase 2 Redevelopment Conceptual Plan



# Design Guidelines

## Flats/Oxbow District

- Cleveland Design Ordinance
  - Compatibility in scale, material
  - Representative of area's architecture and environmental qualities
  - Consider diversity, individuality
- Flats/Oxbow Urban Design Guidelines
  - View Corridors
  - Height Limit—115'
  - Architectural Elements

Woodland Avenue and West Side Railroad Powerhouse  
Listed in the National Register (Nautica)



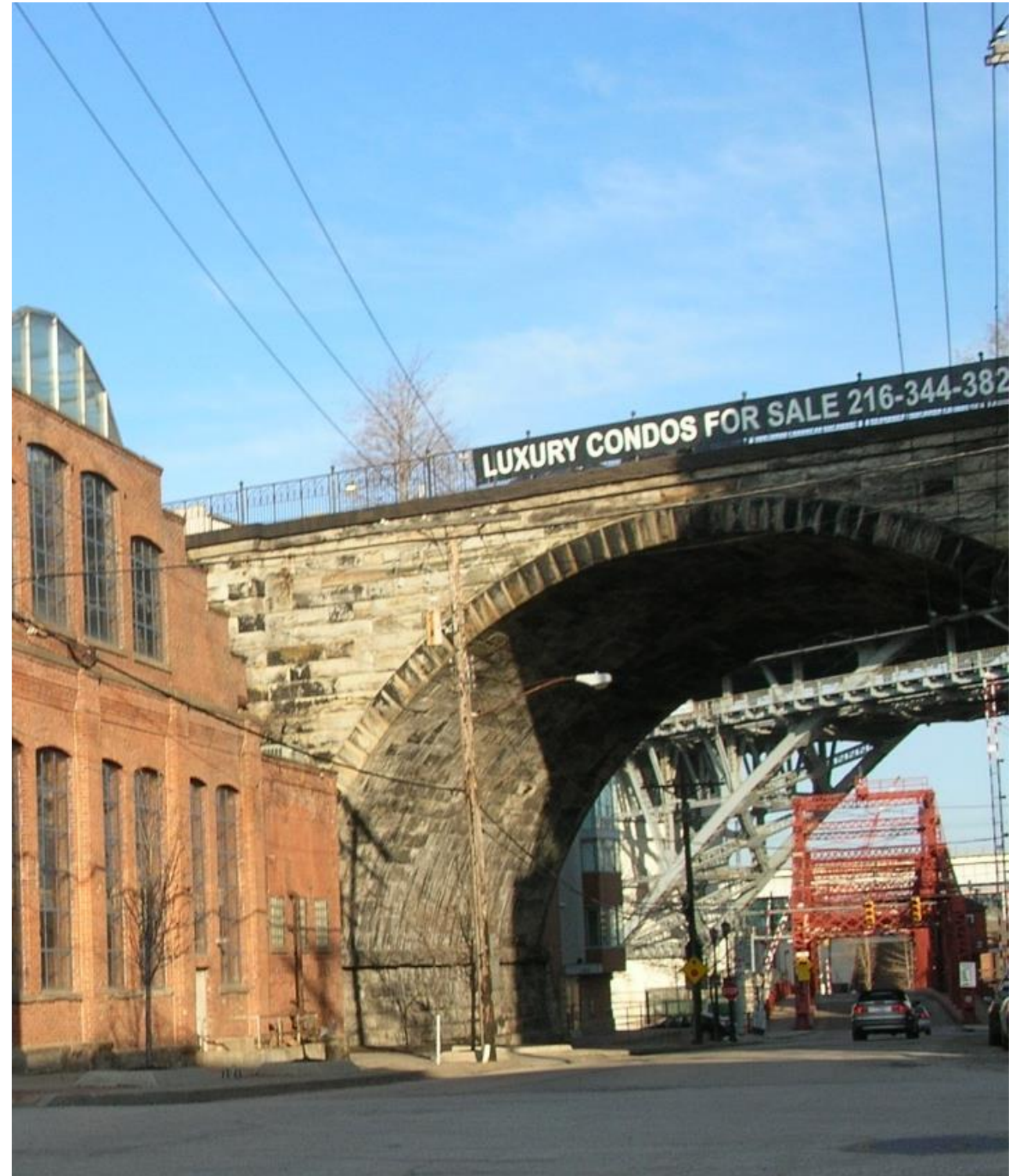
# Design Guidelines

## Flats West Bank

- Architectural Elements to Emphasize
  - Stone arches of Superior Viaduct
  - Reddish brown brick
  - Gable roofs
  - Roof monitors/clerestory windows
- Design Themes
  - View Corridors
  - Juxtaposition of old and new
  - Industrial/Historic
  - Taller buildings as an edge
  - Bridges as backdrop

Superior Viaduct

Listed in the National Register



# Design Guidelines

Theodor Kundtz Company Building  
Listed in the National Register (Harbor Inn)

## Flats West Bank

- Architectural Elements to Emphasize
  - Stone arches of Superior Viaduct
  - Reddish brown brick
  - Gable roofs
  - Roof monitors/clerestory windows
- Design Themes
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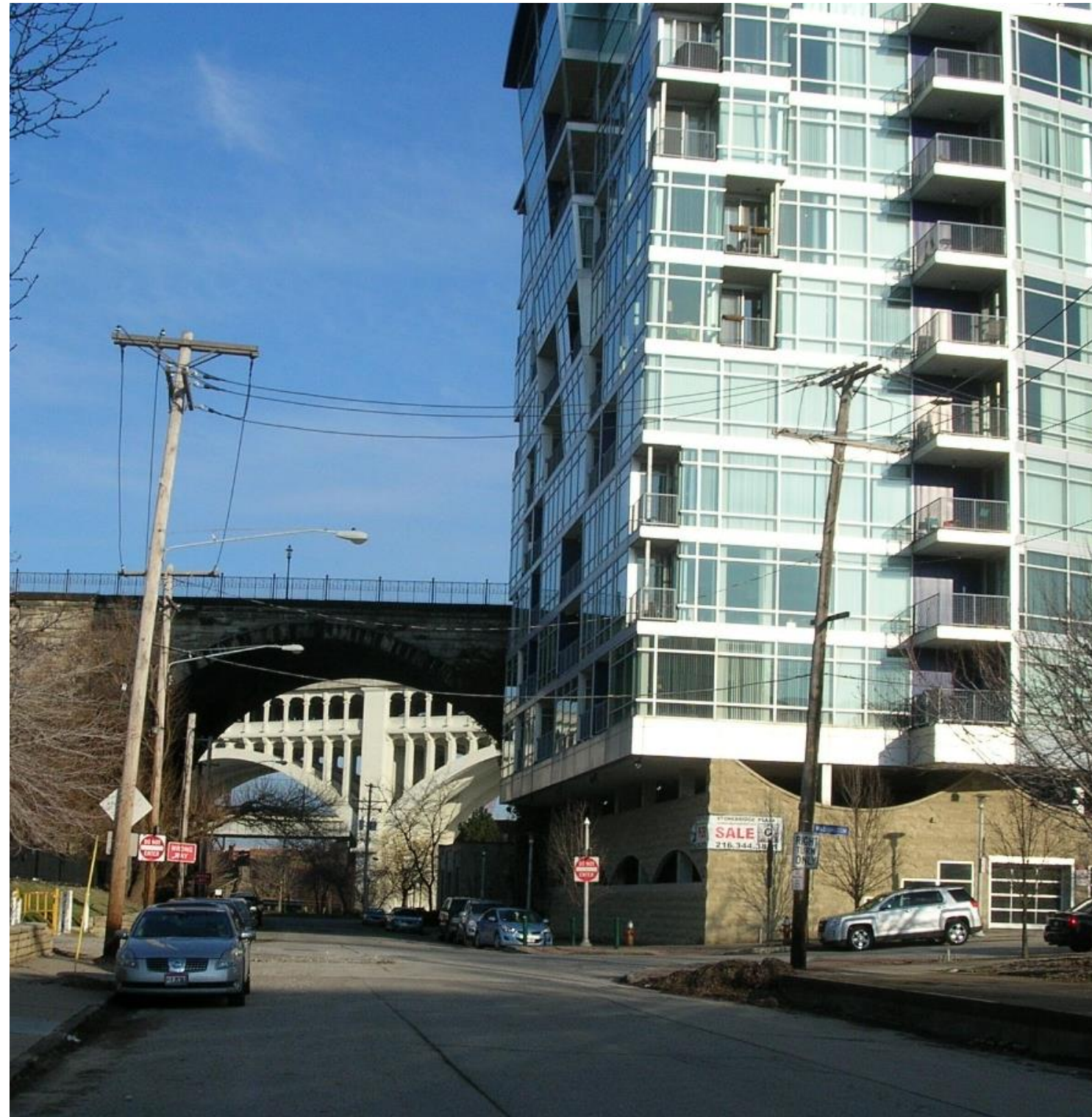




# Design Guidelines

## Flats West Bank

- Architectural Elements to Emphasize
  - Stone arches of Superior Viaduct
  - Reddish brown brick
  - Gable roofs
  - Roof monitors/clerestory windows
- Design Themes
  - View Corridors
  - Juxtaposition of old and new
  - Industrial/Historic
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# Design Guidelines

## Flats West Bank

- Architectural Elements to Emphasize
  - Stone arches of Superior Viaduct
  - Reddish brown brick
  - Gable roofs
  - Roof monitors/clerestory windows
- Design Themes
  - View Corridors
  - Juxtaposition of old and new
  - Industrial/Historic
  - Taller buildings as an edge
  - Bridges as backdrops



# Design Guidelines/Themes

**Gable Roofs**  
*Possible Solar Panels*



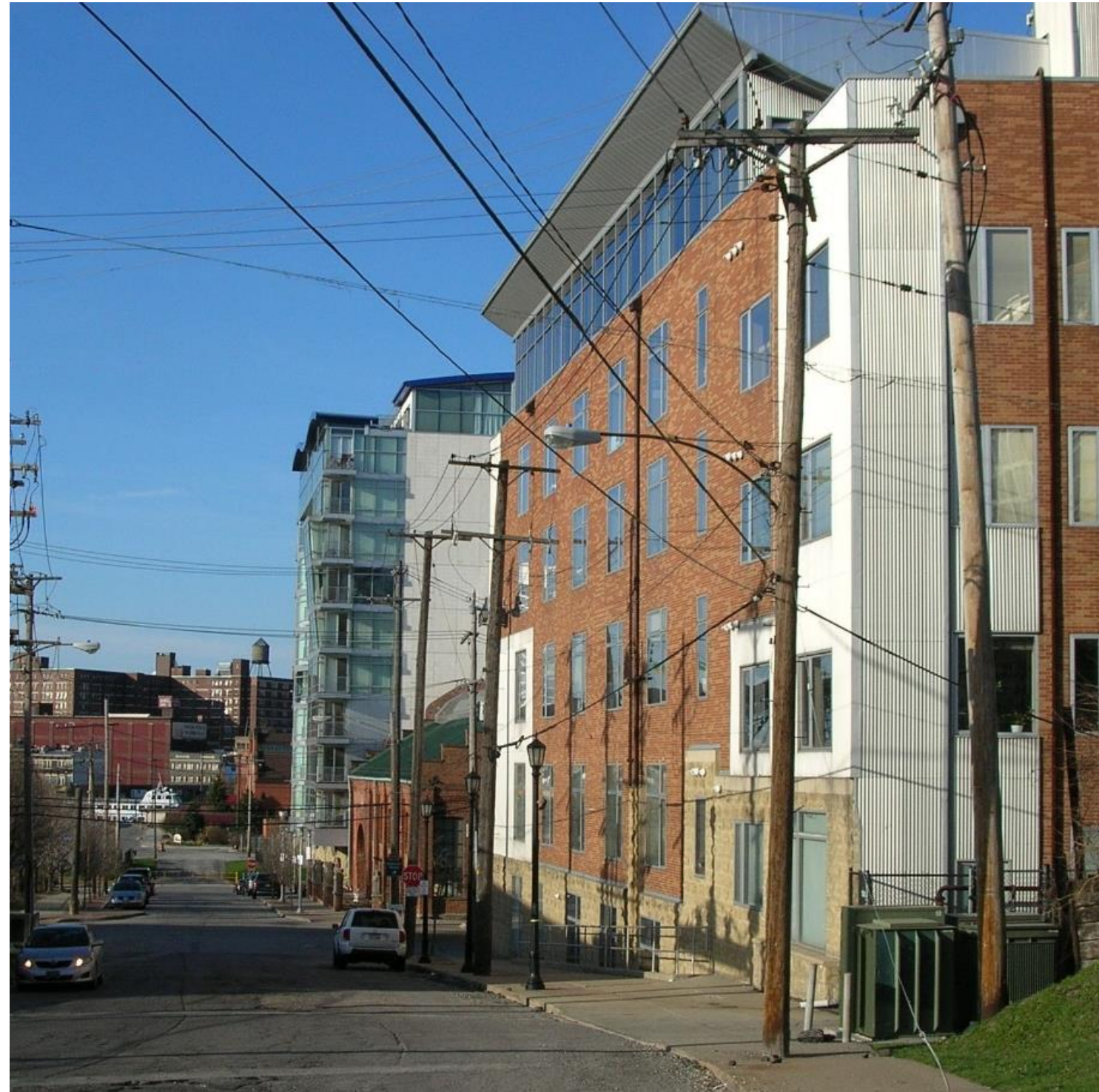
**Monitors, Clerestory Windows**  
*Daylight Harvesting*



# Design Guidelines

## Flats West Bank

- Design Themes
  - Taller buildings as an edge
  - Juxtaposition of old and new
  - Industrial/Historic
  - Bridges as backdrops
  - View corridors



# Design Guidelines

## Flats West Bank

- Design Themes
  - Taller buildings as an edge
  - Juxtaposition of old and new
  - Industrial/Historic
  - Bridges as backdrops
  - View Corridors

Woodland Avenue and West Side Railroad Powerhouse  
Listed in the National Register



# Design Guidelines / Themes





**RECOMMENDATIONS — Marketing, Branding, and Promotion**



**Darrick Matthews  
Juleian Curtis  
Ann Thompson**

# Introduction:

## Marketing Principles, Challenges, & Goals

- The Approach
  - Pre-Phase Branding Objectives
  - Phase 1: Predevelopment Vanguard
  - Phase 2: Development of Identity
  - Phase 3: Facilitating Active Business Investment
  - Phase 4: Programming, Activities, & More





# Branding Objectives

- Destroy Invisible Boundaries
- To Have a Dynamic That:
  - Melds Inclusivity
  - Highlights Equal Involvement
  - Provides Benefit Across All Walks of Life
  - Breaks Social & Economic Barriers



# All Can Participate

- Highlighting True Accessibility to All
- Promotes Diversity
- Highlights at the Forefront:
  - Access
  - Involvement
  - Engagement



# Marketing Our Greenway:

## *What We're Up Against*

- Perceptions
  - Geographical
    - Layout / Configuration
  - Aquatic Resources are:
    - Debatably Inaccessible
    - Hidden / Monopolized
  - Aftermath of Hyper-industrialization
    - River Pollution
    - Unclean Beaches



# Marketing CLE to its Waterfront

- Exciting
- Clean
- Clearly Unique Experience
- Vibrant Programming
- Activities
- Sense of Completeness
- Dynamic Experience
- Activities



# Unparalleled Navigability

- Streamlined Accessibility
- Tasteful Wayfinding Signage
- Cohesive, Consistent Signage
- Among Adjacent Trails
- Signage Reinforces
  - Identity
  - Sense of Place



# Transformation and Renaissance

- Changes the Way We:
  - Travel
  - Commute
  - Exercise
  - Socialize
  - Leisure
- As New Connector:
  - Acts as an Economic Multiplier
  - Documented Interest by Developers



# Phase 1: **EMBRACE**

## Predevelopment Vanguard (2014 - )

### Pre–Development: Mobilization of Stakeholders and Auxiliary Capital

- Cornerstone
  - Community Partnerships
    - Public, Private
- Allows for the Vast Amount of Programming to be:
  - The Brainchild of
    - Partner Organizations
    - Citizens
    - Nonprofits
    - Other Stakeholders
- Requires Limited Capital



# Phase 1: **EMBRACE**

## Pre-Marketing to Developers

- Configure Incentives to Developers/Businesses who:
  - Add Value to the Trail
  - Improve a Property Connected, or Adjacent to the Trail
  - Bring Additional Amenities
- In the form of
  - Tax Incentives
  - Free Publicity in Greenway Publications
  - Privilege of Being a Sanctioned “Partner Institution”





# Phase 1: EMBRACE

## Demand Creation

- Creating Demand is Integral in Initial Success:
  - Semblance of Desirability
  - Create Sense of Urgency
  - Entice Rapid Participation
  - Grows Trail Oriented Programming
  - Delicate Balance of Desirability and Demand
- Promote programming until Critical Mass is Reached:
  - Nobody is Excluded.
  - Impromptu Gatherings Always Allowed



Source: <http://www.fs.usda.gov/main/prc/issues>



Source: <http://www.greatlakescourier.com/photoblogs/jim-obryan/cleveland-towpath-ground-breaking>

## Phase 2: **RESTORE**

### Development of Identity (2014 - )



### Creating a 'Brand'

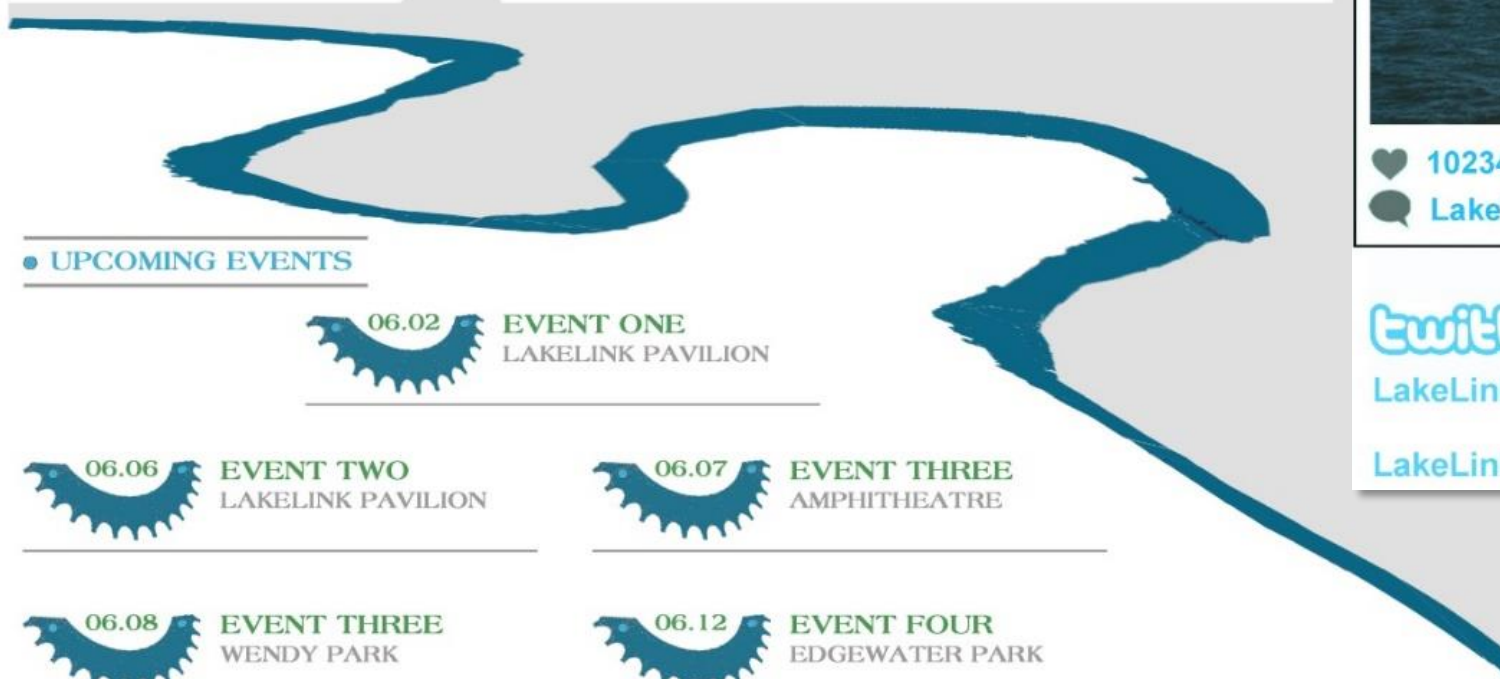
# Phase 2: RESTORE

## Digital Integration

06

JUN  
2019

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6



### UPCOMING EVENTS

- 06.02** EVENT ONE  
LAKELINK PAVILION
- 06.06** EVENT TWO  
LAKELINK PAVILION

**06.07** EVENT THREE  
AMPHITHEATRE
- 06.08** EVENT THREE  
WENDY PARK

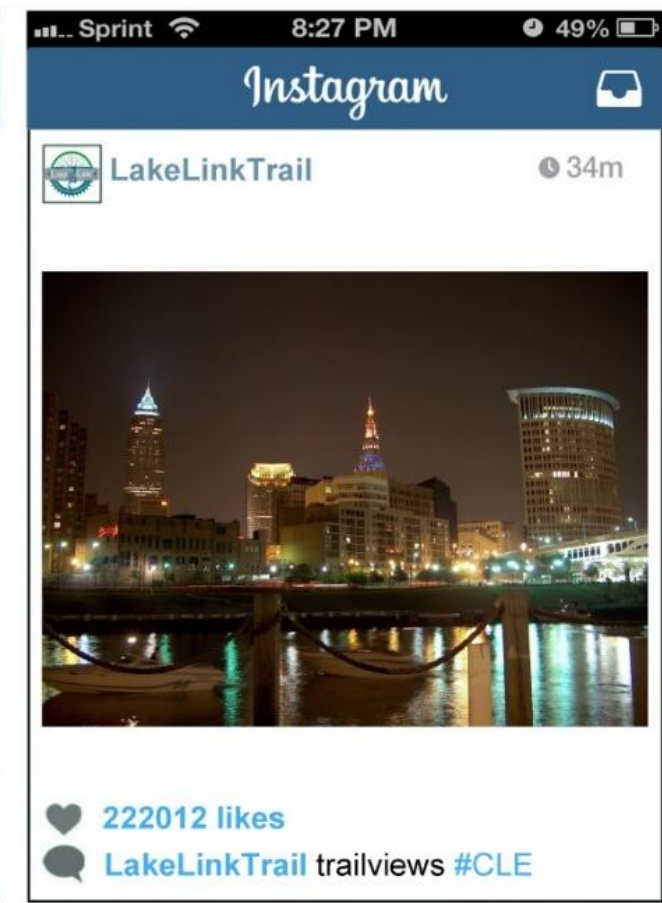
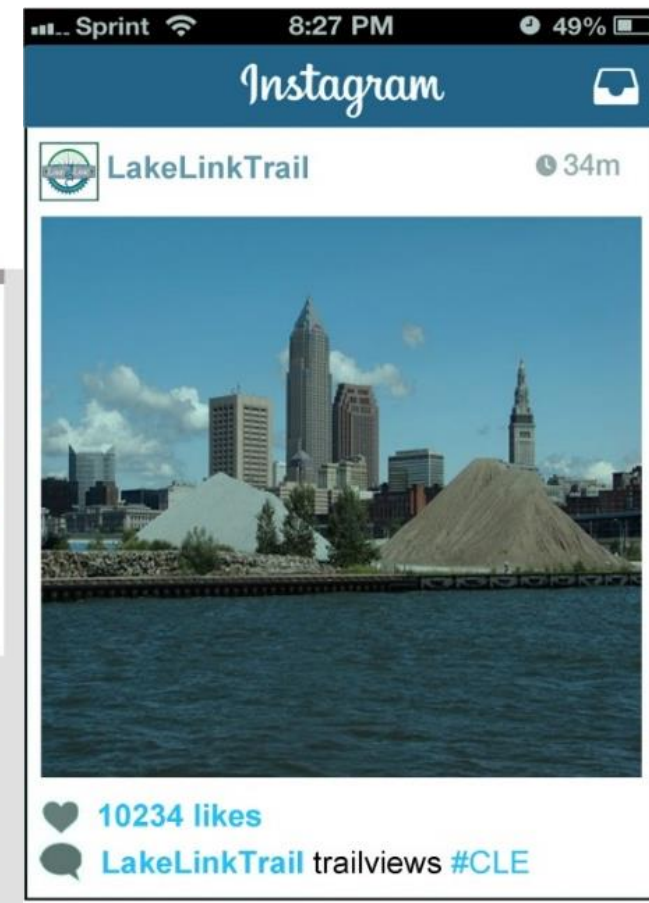
**06.12** EVENT FOUR  
EDGEWATER PARK
- 06.14** EVENT FIVE  
MULBERRY'S

**06.15** EVENT SIX  
WENDY PARK
- 06.22** EVENT SEVEN  
LAKELINK PAVILION

**06.29** EVENT EIGHT  
EDGEWATER PARK

FIND US ON:

IrishTown Greenway  
Contact Us:  
1234 W. 25th St  
Cleveland, OH 44104  
irishtowngreenway@gmail.com



LakeLinkTrail 2 wheels is better than 4 #lessismore #useyourtrails #wendypark

LakeLinkTrail come experience the CLE lakefront. let #LLT be your tour guide

**For more info visit:**  
[irishtowngreenway.org](http://irishtowngreenway.org)

**Don't forget to find us on:**



# Phase 3: **ENHANCE**

## Facilitating Active Business Investment (2014 - )

### Marketing Toward Future Businesses & Development

- Unique access that has not yet been realized in the region
- Situated in a thriving community within Cleveland
- Flats West Bank improvement
- Diverse development
- Future trail users are potential customers, residents, neighbors, etc.



*Photo courtesy of cleveland.com*

# Phase 3: ENHANCE

## Marketing Toward Local Businesses

- Importance of Partnerships
- Historical Significance
- Local Support



ALOFT HOTEL



Hard Rock Cafe Cleveland



The Ritz Carlton Hotel



Horseshoe Casino Cleveland



EAST BANK

DOWNTOWN

Greater Cleveland Aquarium



Ohio City Farm



Westside Market



The Cleveland Hostel



Crop Bar & Bistro



TownHall Ohio City



Market Garden Brewery



J. Palen House B&B



Clifford House B&B



Great Lakes Brewing Co.



McNulty's Bier Mrkt



Heck's Cafe



Sokolowski's Inn



Fats Cats



Duck Island Club



Velvet Tango Room



WEST BANK

# Phase 4: **ENHANCE** Programming, Activities, & More (2018 and ongoing )

## Current Organizations

- Trust for Public Land
- Cleveland Rowing Foundation
- Cleveland Metroparks
- Whiskey Island
- Wendy Park
- Flats Forward
- Bike Cleveland
- LAND Studio
- Cleveland-Cuyahoga County Port Authority
- Rivergate Park Foundation
- Ohio & Erie Canalway
- Historic Warehouse District
- Cleveland Planning Commission
- Cuyahoga County Planning Commission
- National Park Service
- Ohio City Inc.
- Tremont West Development Corp.
- Greater Cleveland RTA
- Cuyahoga Metropolitan Housing Authority
- Ohio Canal Corridor

# Phase 4: **ENHANCE**

## Ohio Main Street Program

- Administered by Heritage Ohio
- Powerful economic development tool
- Helps to save historic architecture
- Improve business district
- Currently used by Cleveland Warehouse District and Cleveland Gateway District



## Irishtown Farmer's Market

- North Union Farmer's Market has 7 markets around Cleveland, Playhouse Square being the closest to the Flats
- Team up with West Side Market
- Community Garden





# Phase 4: ENHANCE

## Sustainable Weekends

- Great family event
- Cuyahoga Soil and Water Conservation District rain barrels
- Learn to fish program
- Environmental education



## Bike Share Programs

- Great for people who do not want the expense of owning a bike
- Smartphone mapping is used
- Bikes scattered around town for easy drop off and pick up



# Phase 4: **ENHANCE**

## Segway Tours

- Rentals and tours can be given using a Segway
- Allow people to move through the area and ending up at Wendy Park



## Biking Events

- Team up with Bike Cleveland
- They attracted 1,700 in 2013
- Irishtown Greenway Glow Night Bike Ride
- Tour de Flats
- [Ohiocycling.org](http://Ohiocycling.org)



# Phase 4: ENHANCE

## Flats Flair

- Annual arts festival
- Old warehouse space
- Greenway areas
- Local art
- Drama, dance, performing



## Bicycle and Brew Festival

- West 25<sup>th</sup> Street
- Market Garden Brewery
- Great Lake's Brewing Company
- Nano Brew
- McNulty's Bier Markt
- Flats West Bank



## Phase 4: **ENHANCE**

### Concerts in The Park

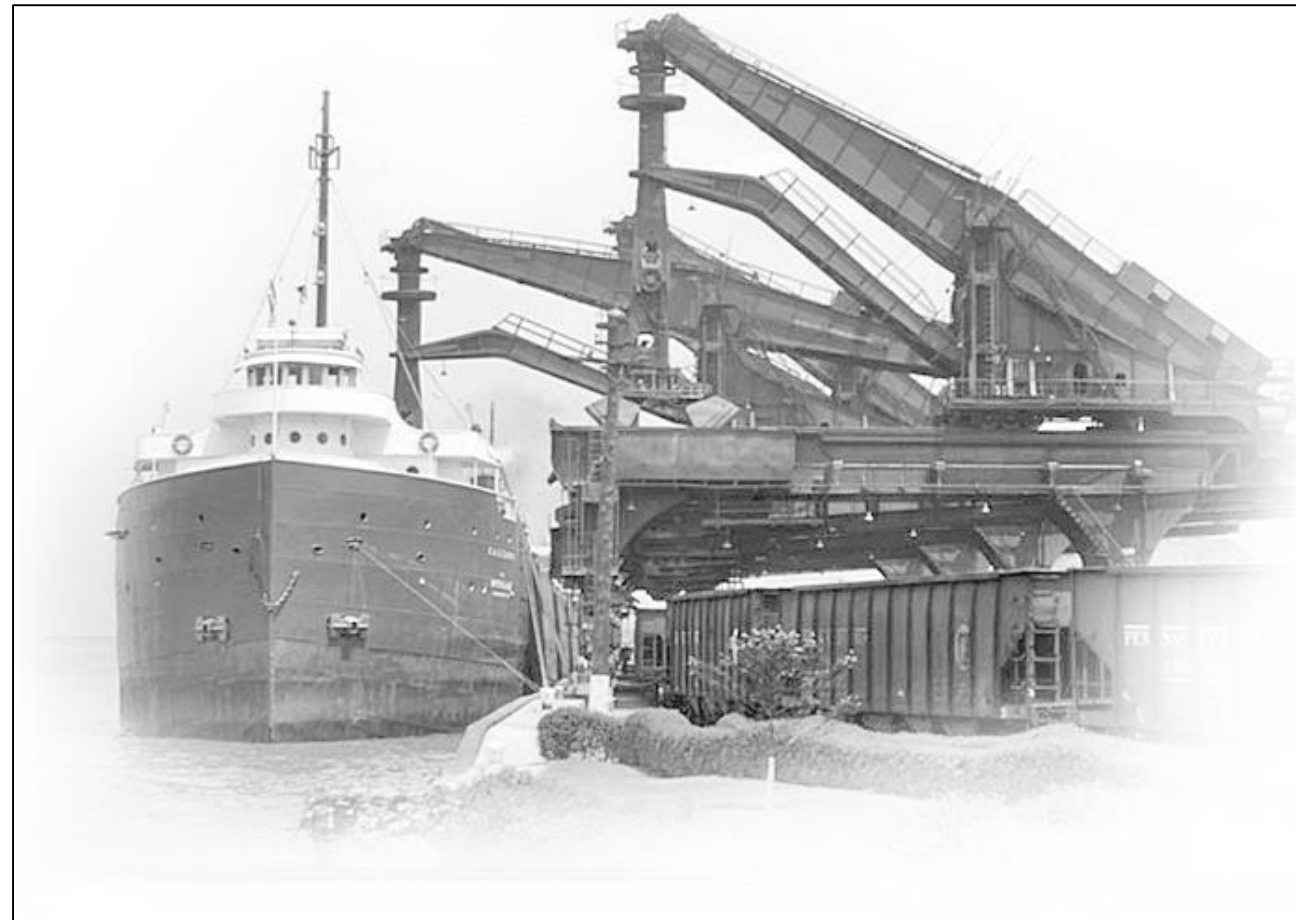
- Local concerts held in the Greenway area
- Amphitheater
- Benefits local charity or stakeholder



# Phase 4: **ENHANCE**

## Historic Tours

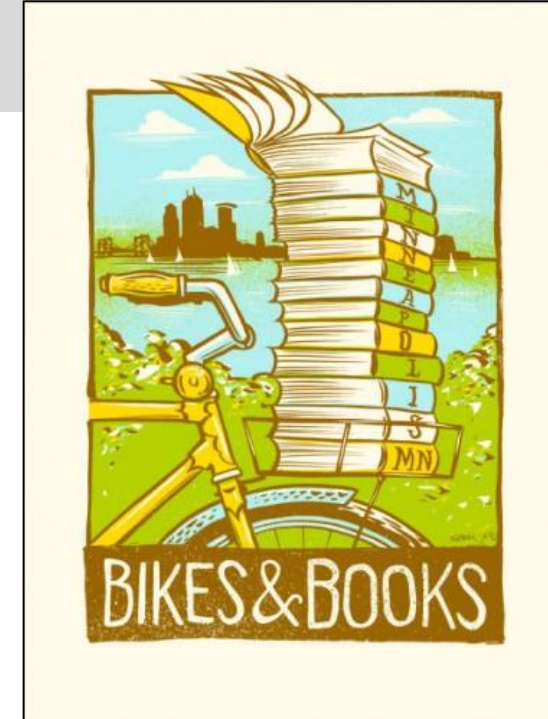
- Irishtown Bend - History of Irish settlers
- Whiskey Island, - Hulett ore unloaders, Native American homeland
- Guided walking tour of trail
- Historic buildings



# Phase 4: **ENHANCE**

## Pedal and Reading on the Riverfront

- Biking book club
- Pedal to a location near LakeLink™ Trail
- Boost for meeting places, restaurants and book stores



## Safety Town

- Program run by local police and schools
- Traffic, walking, biking, fire, guns and drugs
- Educate children living in the community



# Phase 4: **ENHANCE**

## Whiskey Island and Wendy Park

- Burning River Fest
- Four bands playing every weekend in the summer
- Every weekend in August a tribute to Cleveland event
- Kayak rentals
- Paddleboards and yoga



## LakeLink™ App

- GPS technology on phone to keep track on where you have been on the Ohio Erie Canal Towpath
- Discounts can be given based on “points” accrued
- Redeemable along the trail



An aerial photograph of a city, likely Dublin, Ireland, showing a winding river (the River Liffey) and surrounding urban development. The image is in grayscale and has a semi-transparent dark overlay.

SUMMARY AND QUESTIONS

[www.irishtowngreenway.org](http://www.irishtowngreenway.org)



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