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Project Sponsor / Agency Name	City of Cleveland/Midtown Cleveland
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Are You Interested in NOACA Technical Assistance?	Either Will Work
Study Name	Carnegie Avenue Master Plan
Total Project Cost	85,000
NOACA Funding Requested	60,000
Local Funding Committed	25,000
Brief project description (250 Word Limit)	<p>MidTown Cleveland is proposing a study along Carnegie Avenue between the I-90 Innerbelt trench at E. 30th Street and the eastern edge of the Cleveland Clinic at Stokes Boulevard with a focus on the stretch between East 55th and East 79th Street. Carnegie is a five-lane, high volume commuter road and one of the top corridors on the east side, drawing up to 25,000 automobiles a day from the highway to Cleveland Clinic. Last repaired in 1988, Carnegie's infrastructure and aesthetics are outdated and blighted. We envision more for this corridor and we are eager to facilitate multiple forms of usage and higher density urban development.</p> <p>Our goal for this study is to assess future projected traffic flow, examine the impacts of lane reductions or other traffic calming interventions, identify pedestrian improvements and bicycle infrastructure, and plan for the development of vacant and underutilized land along the corridor. Upon the completion of Opportunity Corridor, we anticipate reduced traffic flow to this high volume road, opening up new possibilities for improved pedestrian and bicycle connections. Likewise, with the substantial amount of underutilized or vacant land within the focus area, we hope to facilitate more compact development east of the E. 55th intersection. Finally, the road is a physical barrier for residents from the Central and Fairfax neighborhoods. With the HealthLine and employment assets to the north of Carnegie, the resulting plans would provide better connection between neighborhoods and more equitable access to resources along the Health-Tech Corridor.</p>

Proposed Study Components	<p>Traffic Analysis Economic Analysis Redevelopment Planning Transportation Demand Management Transit Planning Bicycle Transportation Planning Pedestrian Transportation Planning</p>
<p>1. How does the proposed study meet the first TICI objective and advance NOACA's regional goals?</p>	<p>With the completion of the Opportunity Corridor, we anticipate a significant decrease in traffic volume on Carnegie Avenue. We will examine the possibilities of reducing auto lanes and adding bike lanes, pedestrian improvements and crosswalks as well as other design measures to calm traffic. By encouraging safer, more responsible driving, our hope is to make the street more pedestrian-friendly and safe.</p> <p>While there is no public transit currently on Carnegie, the HealthLine is one block north on Euclid and the #11 Quincy-Buckeye line one block south on Cedar. Additionally, the district is bookended by the #16 East 55th line on its west and the #2 East 79th Street line to its east. By working in partnership with Fairfax Renaissance Development Corporation and Burten, Bell, Carr Development, we will seek to connect those residential neighborhoods to both Carnegie Avenue and Euclid Avenue and the HealthLine to the north.</p> <p>Further, streetscape enhancements will encourage a more walkable environment both along and across Carnegie for a better, safer, and more inviting connection between the businesses and social services that exist in great numbers along Euclid Avenue and beyond. With the construction of the new University Hospitals Rainbow Center for Women and Children next year, it is imperative that these connections are made. One of UH's primary reasons for deciding to construct this 40,000-square-foot outpatient facility near the corner of Euclid and East 55th is because of its proximity to the HealthLine and the surrounding neighborhoods, who are a target demographic for this facility.</p>

<p>2. How does the proposed study meet the second TLCI objective and advance NOACA's regional goal?</p>	<p>Midtown has seen substantial development along Euclid Avenue since the HealthLine opened, and Carnegie is the next area of opportunity in strengthening the connection between University Circle and Downtown. Unfortunately, many utilize Carnegie as a heavily-trafficked pass-through street for commuters from the East Side and not as a destination in and of itself, a mentality reflected in the significant accumulation of vacant and under-utilized land, obsolete buildings, and inconsistent development patterns. Of the Carnegie frontage from E. 40th to the East 55th railroad overpass, over a third (37%) is parking lots and over half (52%) is undeveloped frontage (E. 55th Street TLCI, 2012). Current land uses in the focus area include auto repair, payday loans, food processing, daycare facilities, and other non-complementary uses. Many buildings have extended setbacks from the street, and most show signs of neglect and blight in their aging physical infrastructure. Through the planning process we seek to determine ways to best promote and encourage compact and higher density reinvestment in these properties to reflect an attractive urban form.</p> <p>By identifying transportation solutions such as bike lanes and pedestrian-friendly streetscapes we hope to reimagine the future of this area, creating a more attractive and complete street that draws from the neighborhoods to the north and south while also connecting University Circle to Downtown. MidTown has had substantial success in attracting development to transform Euclid Avenue, and the organization's relationships and track record with developers and institutions will be helpful in promoting investment along Carnegie.</p>
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<p>3. How does the proposed study meet the third TLCI objective and advance NOACA's regional goals?</p>	<p>Carnegie is one of the main east-west arteries in the Health-Tech Corridor (HTC), a three-mile, 1,600 acre area connecting University Circle and Downtown with a cluster of high-tech and health-tech companies looking to grow in the City. Over 500,000 square feet of new or renovated office and lab space have come online in the HTC in the last six years, mostly along Euclid, and it is virtually full. As the central span of the HTC, MidTown is the connector between anchor institutions in University Circle and Downtown and one of the only areas with affordable vacant land. Recent projects in MidTown include Dealer Tire at the Victory Center, which includes a new 650 car parking deck along Carnegie, and the Link59 campus, a multi-use health care, retail, and office project. With minimal land remaining on Euclid, Carnegie is seeing increased interest from investors. However, Carnegie is also attracting attention from non-complementary users for the currently available parcels, for which the economic and neighborhood impact may be negative. Now is the time for MidTown and its CDC partners to plan appropriately for Carnegie to ensure that future uses are consistent with our vision. Through this planning process, we will better understand the nature of available land, assess assemblage opportunities, and consider zoning changes to prevent undesirable uses. Through traffic studies, encouraging development, and increasing safety for all modes of transportation, we will expand the existing place-based development that is already occurring just north of this corridor.</p>
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<p>4. How does the proposed study meet the fourth TICI objective and advance NOACA's regional goals?</p>	<p>Due to its traffic volume, lack of pedestrian-focused design, number of blighted structures, and width, Carnegie is a barrier between neighborhoods, separating residents of Hough, St. Clair-Superior, and Asiatown from the cultural and educational assets of Central and Fairfax. The existing conditions limit access to the HealthLine and growing employment opportunities in MidTown. Carnegie is a forgotten street, one that was designed to transport auto users from the east side suburbs to downtown and from the west side to University Circle. By reducing vehicular traffic, we hope to increase bicycle and walking traffic both along and across Carnegie to ease access to the HealthLine.</p> <p>By re-envisioning Carnegie as a street that bridges neighborhoods and facilitates walkability, we will foster a sense of place and community identity. We will engage residents and businesses in our planning to ensure the plan promotes equitable growth without displacement or gentrification and represents the community's vision for Carnegie.</p> <p>We will look into options for environmental sustainability to meet the City's goal of complete and green streets. Reducing traffic and noise on Carnegie will make adjacent residential options more attractive. Further, it is well documented that minority and low-income populations are often subject to higher amounts of air pollution particulate matter and at higher risk for asthma and other adverse health issues. By employing traffic calming measures along with efficient stoplights, we hope to prevent the streets from reaching overcapacity and reduce the amount of car idling and auto emissions at intersections.</p>
<p>5. How does the proposed study meet the fifth TICI objective and advance NOACA's regional goal?</p>	<p>Fairfax Renaissance Development Corporation and Burten, Bell, Carr Development, Inc. will be deeply engaged in the effort to create a master plan and TICI study on Carnegie Avenue. Our intent is to partner with both CDCs to create a comprehensive master plan that will address the concerns and interests of all parties and benefit the entire region. Representatives from both have shown enthusiastic interest and willingness to contribute. Councilwoman Phyllis Cleveland, who represents the bulk of Carnegie, is also supportive of our efforts.</p> <p>We have also connected with representatives of Cleveland Clinic, the easternmost terminus of our planning effort, and they are interested in participating to improve the design and aesthetics of one of the main access points to their campus. Additionally, through the use of community meetings, we will include the residents and businesses in the process to best understand the needs of the community. Through these steps, we hope to create a cohesive plan that will benefit the entire region.</p>

<p>6. How does the proposed study meet the sixth TLCI objective and advance NOACA's regional goals?</p>	<p>Our goal is to enhance the quality of life for people in Northeast Ohio by changing the focus of Carnegie from a commuter pass-through street to one that is better-utilized by adjacent residents and businesses. Through these interventions, we plan to make access to the HealthLine safer and easier. We hope to eliminate a perceived divide between the residential neighborhoods to the south and the business district to the north.</p> <p>While there is no public transit on Carnegie, it is surrounded by major transit lines on all four sides. By reducing vacancies, improving lighting, calming traffic flow, reducing unnecessary curb cuts, and improving safety pedestrian crossings, we hope to improve the corridor's walkability. This will increase the access of many residents to the benefits of MidTown, one block to the north, including jobs, public transit, restaurants, entertainment, social services, and the soon-to-be University Hospitals Rainbow Center for Women and Children. By increasing pedestrian safety in the area and encouraging walkability bicycle traffic, we hope to more-directly connect those riders to the community and all that it has to offer.</p>
<p>7. How will the sponsor manage the study, and ultimately deliver the projects it recommends?</p>	<p>MidTown will form a steering committee with representatives from neighboring CDCs, key stakeholders and MidTown board members to issue an RFP for firms interested in performing the study. Once submissions are received, we will work with the steering committee to select an appropriate firm to manage the process. Further, we will manage the collaboration between all interested parties and ensure that regional collaboration and cohesion remain an important goal of the study.</p> <p>A key element of the planning process, we will create and implement a community engagement plan for residents and small business owners to provide input and prioritize improvements by level of impact. Ultimately, we will lead the efforts to execute the plan by working closely with the City and our philanthropic, CDC, and institutional partners once the study is complete.</p>
<p>8. What is the sponsor's experience in managing a TLCI or TLCI-like public planning process?</p>	<p>In 2011, MidTown received a TLCI grant to study the intersection of East 55th and Euclid Avenue, completing the study in June 2012. MidTown has since executed strategies that are consistent with the plan, including the East 55th Street railroad bridge painting in the heart of MidTown, the lease-up of the Offices at the Agora to capacity, and the predevelopment of the mixed-use Link59 project at the corner of East 59th and Euclid (which broke ground in the fall of 2016). Additionally, MidTown is currently working with the LoConti family to accept the donation of three parcels of land immediately east of the Offices at the Agora, which will help with future development anticipated by the last TLCI study.</p> <p>MidTown and the City of Cleveland have also partnered to shepherd the investment of over \$80 million of public funds to build out the Health-Tech Corridor and attract private developers to fulfill the vision for the HTC laid out in its initial planning studies.</p>
<p>Local Match Funding Level</p>	<p>More than 20% local match (10 points)</p>

Attachment 2: Map of proposed project study area	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336347/292792008/46336347_carnegie_study_area.jpg
Attachment 3: Letters of support	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336348/292792008/46336348_tlc_i_planning_study_support_letters_midtown_2017.pdf
Are you submitting more than one TLCI Planning Grant application?	No
Digital signature of person completing application:	

