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Project Sponsor / Agency Name	Metrohealth Systems
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Are You Interested in NOACA Technical Assistance?	No, Only a TLCI Planning Grant
Study Name	Metrohealth Connector, "Devonshire Spine"
Total Project Cost	\$65,000
NOACA Funding Requested	\$65,000
Brief project description (250 Word Limit)	<p>Over the past year Old Brooklyn Community Development Corporation (OBCDC) has studied the area surrounding the Metro Health Old Brooklyn Health Center (MHOB) to define better ways to connect the community to this major asset. Although MHOB sits at the center of our community, access is limited due to an auto-centric use of space. The immediate surroundings include the neighborhood's major commercial corridor, currently underutilized and burdened by vacancies, the area's worst performing residential market, an adjacent senior center, housing for nearly 200 seniors and a new facility for MHOB without a direct connection to the campus.</p> <p>Recognizing the importance of this area for the development of our community and the opportunity to support public health and safety with alternative transportation modes, OBCDC proposes the "Devonshire Spine" plan. The goal of this plan will be to visualize and design new connections along the Devonshire Road between Pearl and West 30th. It will evaluate pedestrian and bicycle connections and opportunities to enhance them with connectivity to public transit infrastructure, design methods for reorientation of the main entrance of MHOB to favor pedestrians over motor vehicles, and develop a means for connecting MHOB to a new medical facility currently under construction. The recent completion of the Pearl Road streetscape project with more than \$10M in new investments along the corridor supports the assertion that this location is poised for future growth. The plan will help guide OBCDC and its partners cultivate a vibrant and safe space that connects Old Brooklyn.</p>
Proposed Study Components	<p>Traffic Analysis Redevelopment Planning Transit Planning Bicycle Transportation Planning Pedestrian Transportation Planning</p>

<p>1. How does the proposed study meet the first TLCI objective and advance NOACA's regional goals?</p>	<p>The Devonshire Spine plan focuses on connecting the varied and interplaying roads, parking lots, greenspaces and healthcare amenities surrounding the intersection of Pearl and Devonshire roads. With nearly 1,000 employees serving various healthcare needs in this single location the necessity for improved access is obvious. Currently MHOB's main entrance facing Pearl Road is blocked in favor of car access along the Devonshire Road alley. This creates confusion among guests and limits interaction of the hospital's employees and guests to the rest of the main street. Behind MHOB is senior housing that supports nearly 200 residents and thousands of community members within a quarter mile who all suffer from significant disconnection and near impossible pedestrian or bicycle access.</p> <p>The study of this area supports the connection of assets and people while furthering development of a more inviting and attractive space for guests to enjoy. With a major senior and youth population in this region the safety of these pathways is particularly important for study. Behind MHOB, Devonshire road and West 30th street create a link that is currently limited with "one way" road directions and missing links for sidewalks. These two roads are the only link between the aforementioned assets and MetroHouse, a rehab facility for MHOB, but they lack safe pathways for pedestrians, wayfinding for the connections, and generally discourage the use of this space for connecting. Studying this space supports the better use of these assets and further increases quality of life in the area.</p>
<p>2. How does the proposed study meet the second TLCI objective and advance NOACA's regional goal?</p>	<p>An aerial image of the region reveals significant open spaces of asphalt where parking and redundant streets create an impossible space for pedestrians to use safely. Vacant lots and underutilized roads create a dead space that is neither useful to automobiles nor safe for local students or seniors. Furthermore this area is located between major commercial and residential centers and is ideally developed as a location for multi-mode transit options and pedestrian heavy use.</p> <p>The vacant entrance on Pearl Road should be re-evaluated and the current entrance be reimaged to reduce cars along Devonshire. Behind MHOB and connecting to West 30th the study will consider a transformation of the road space as well as a vacant lot along Devonshire to create a gathering space for public use. With limited auto use and increased pedestrian space including wayfinding, public amenities and potential community programming from West 32nd to West 30th this area can improve access to the Pearl Road commercial corridor and enhance values of residential areas east of MHOB.</p>

<p>3. How does the proposed study meet the third TICI objective and advance NOACA's regional goals?</p>	<p>The Pearl Road streetscape project is currently under way transforming the road from I-71 to Brookpark Road. Specifically Old Brooklyn's downtown from Wildlife Way to State Road will include wider sidewalks, a new and safer configuration for pedestrians, additional parking for small businesses and public art. This area is the economic center of Old Brooklyn and MHOB is the largest local employer. The study of place based transportation and land-use for the Devonshire Spine will improve connectivity of these major assets. Currently Old Brooklyn's newest businesses, a restaurant and two specialty food stores, are situated on Pearl within ½ mile of MHOB. Additional stores and underutilized spaces fill this corridor. The development of a plan for better use and connectivity of these spaces will spur further economic development.</p> <p>Our research shows the employees of MHOB do not patronize local businesses. This can be directly attributed to the limited and challenging connection between the employment center and the stores along Pearl and Broadview Roads. By studying the spine of Devonshire Road and proposing a development that promotes public use by residents and employees the area's major assets can all be connected. Currently Metrohealth Systems is evaluating methods to increase the number of employees who reside locally to the hospital. By planning this space to better connect the residential streets adjacent to MHOB one can improve access for those homes and support value creation.</p>
<p>4. How does the proposed study meet the fourth TICI objective and advance NOACA's regional goals?</p>	<p>The public spaces surrounding Devonshire Road and W30th are evidence of the lack of growth oriented planning for the area. The senior housing located behind MHOB is completely cut off from the local downtown and public transit lines forcing a reliance on private transportation options. Similarly the residential community east of this area is home to underperforming housing and many low income families. Connectivity to this major employment center as well as the economic opportunities near and along the Pearl Road/W25th Street corridor is essential for supporting equity within transportation planning. Within the county there are very few major North/South corridors with Pearl Road serving as a route for more than 10,000 commuters each day. This level of economic activity must be shared with local residents and access is key.</p> <p>Through the study of the Devonshire Spine comes the opportunity for supporting these underserved populations by creating a public space that is safe, attractive and useful for transportation connections. There is significant opportunity for greenspace within the area of study including a vacant lot purchased by OBCDC in partnership with MetroHealth. This space, and additional area greenspace, can be designed to create an attractive central location to support public use. Furthermore this area along the spine will be designed to support multi-modal transit and sustainable uses encouraging use by guests, local residents, employees and persons of varied backgrounds, ages and incomes.</p>

<p>5. How does the proposed study meet the fifth TLCI objective and advance NOACA's regional goal?</p>	<p>As part of the major Pearl Road/West 25th corridor MHOB and the Old Brooklyn downtown are a component one of the largest economic corridors in the county. Recently studied by Cleveland Neighborhood Progress this corridor provides a unique opportunity for future development in Cleveland from the lakefront all the way to I-480. Along this corridor are significant partners such as MetroHealth, the Cleveland Metroparks Zoo, the West Side Market and many others. By designing a link to this corridor that supports multimodal use and better, more equitable, development practices for transit and land-use the Devonshire Spine directly enhances this broader, regional, mission.</p> <p>The project itself will be administered as a joint project between the MetroHealth System and Old Brooklyn CDC with support from the Retirement Housing Foundation and its local facilities and input from the community and local business. This form of partnership and regional cohesion is essential as the study must include ongoing developments by MHOB in their campus redevelopment project, the local business environment, the current community uses and future uses and projects along Pearl Road. OBCDC is able to organize these regional and community partners to ensure that the study includes a diversity of voices and needs for the space.</p>
<p>6. How does the proposed study meet the sixth TLCI objective and advance NOACA's regional goals?</p>	<p>The current configuration of the roads behind MHOB that connect with MetroHouse, senior housing and residential communities inhibits foot and bike traffic, creates an unsafe space for pedestrians many of whom are seniors and students, and reduces the access to public transit. Under the current design the four major assets: MHOB, MetroHouse, Senior Citizen Resources and local senior housing, though only separated by a few hundred feet, favor access by automobile. This is particularly discouraging when taken into account with the fact that many of the area's residents and guests are reduced to limited mobility due to health or age. A study of this area and proposal to enhance connections that are appropriate in scale and context will greatly improve quality of life.</p> <p>Beyond the safety concerns along Devonshire is the major concern that the current design effectively blocks the use of the spine as a public space connecting residents to businesses and public transit. Many of our local residents rely on GCRTA to access jobs, schools and shopping. The limited and unsafe connections available in this area, which is largely considered the center of Old Brooklyn, provides an obvious opportunity for enhancement. Additionally, as part of MetroHealth's efforts to increase localized employment, the enhancements of this area will support residential investments by local employees creating reliable access to their jobs without use of an automobile. By building these connections a new link will be forged for the neighborhood creating opportunities to build community and advance the local economy.</p>

<p>7. How will the sponsor manage the study, and ultimately deliver the projects it recommends?</p>	<p>MetroHealth and Old Brooklyn CDC will jointly administer the project. OBCDC's Executive Director Jeffrey T. Verespej and Director of Economic Development and MetroHealth's Director of Local Government Relations Jim Haviland will lead the project. After a bidding process, the partners will hire a consultant with experience with alternative transportation and land use planning. The process will include 2 to 3 public meetings that will focus on community needs, feedback, and design. Additionally, 4 to 6 smaller stakeholder workshops will be held with employees of MetroHealth, nearby low-income senior citizens, and partners such as the Greater Cleveland Regional Transit Authority. A complete report will include transportation, gateway, and greenspace recommendations as well as a series of design solutions and patterns for pedestrian, cycling, and transit connections between the Old Brooklyn neighborhood and the MetroHealth campus at its center</p> <p>The project will be incorporated into MetroHealth's campus transformation plan and the related West 25th Street Corridor studies. Although not specifically a portion of the main campus transformation, the connections and transportation around MHOB are priorities for MetroHealth. Both MetroHealth and OBCDC will identify private and public dollars for improvements recommended by the project.</p>
<p>8. What is the sponsor's experience in managing a TLCI or TLCI-like public planning process?</p>	<p>MetroHealth and Old Brooklyn CDC have extensive experience in managing public planning processes. Recently, OBCDC conducted two studies that highlight relevant experience. An economic, real estate, and land use study for vacant property at 4371 Pearl Road involved a bidding process with three consultants, managing a consultant, and delivering a report for execution. Additionally, OBCDC and the Cleveland Public Library recently completed a study for the CPL150 analysis of the South Brooklyn branch. Through the course of multiple community meetings and advisory meetings, as well as an online survey, the highest number of participants weighed in on this branch compared with any other branch completed by CPL.</p> <p>Additionally, OBCDC participated in the TLCI planning process for the West 25th Street / Pearl Road corridor that directly led to the Pearl Road Reconstruction Project recently completed in Old Brooklyn. From the planning process through the \$10 million construction, OBCDC managed consultants and project managers, in addition to facilitating the community process.</p> <p>MetroHealth is one of the region's most significant and capable institutions, and itself has recently completed a community engagement and master planning process related to their campus transformation.</p>
<p>Local Match Funding Level</p>	<p>No local match (no points)</p>
<p>Attachment 2: Map of proposed project study area</p>	<p>https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336347/293761109/46336347_map.png</p>
<p>Are you submitting more than one TLCI Planning Grant application?</p>	<p>No</p>

Digital signature of person completing

application:

Walter B Jones Jr.

1. Metrohealth
Old Brooklyn
2. MetroHouse
3. RHF Senior
Housing

