

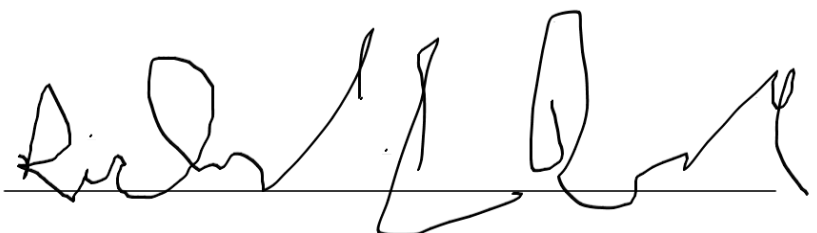
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Project Sponsor / Agency Name	City of Willowick
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Contact Name	Richard Regovich
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Are You Interested in NOACA Technical Assistance?	No, Only a TLCI Planning Grant
Study Name	Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan
Total Project Cost	84,000
NOACA Funding Requested	79,000
Local Funding Committed	5,000
Brief project description (250 Word Limit)	<p>The City of Willowick is a Lake County community of 14,000+ residents on the western Lake County/eastern Cuyahoga County line that is nestled along the shores of Lake Erie. While we are proud of our great lakes coastline, past development patterns have allowed for private development of the coastline, and in turn, this private development has severely limited public access and views to and of the lake. The Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan seeks to redefine our city-wide transportation options, public access and views of the lake, and create a desperately needed lakefront downtown development in Willowick and Lake County. While the area around Lakeshore Boulevard will be explored as the main east/west transportation corridor, we will explore the entire city for on and off-road transportation connections in this plan. The city owns a significant piece of lakefront property (currently where City Hall, the police station and Lakeshore Lodge Park are located) along Lakeshore Boulevard, East 305th Street and Bayridge Boulevard. We feel that this area is best suited for mixed-use development while still maintaining a small-scale but enhanced lakefront park, and 100% public lakefront access with some format of lakefront boardwalk, plaza or trail to celebrate our lakefront community, but not the highest and best use for City Hall and the current associated civic-service uses</p>
Proposed Study Components	<p>Economic Analysis Redevelopment Planning Transit Planning Bicycle Transportation Planning Pedestrian Transportation Planning</p>

<p>1. How does the proposed study meet the first and sixth TLCI objectives and advance NOACA's regional goals? (14 points)</p>	<p>Willowick is located on Lake Erie. We have got to stop turning our backs to our region's greatest asset. By creating connections to this great lake and great asset, we are enhancing the quality of life for residents and visitors of Willowick, Lake County and Northeast Ohio.</p> <p>While the City of Willowick boasts a cohesive sidewalk network, we lack any sort of bicycle facility or infrastructure within our city limits, as well as any sort of trail network. Now is the time to create the Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan to make the changes needed to make the City of Willowick a fully walkable, bikable and transit accessible community. Our neighbors to the west and east, Euclid and Eastlake, have bike lanes along Lakeshore Boulevard. We would like to explore the possibility of filling in the bike lane gap within Willowick as well as exploring all transportation alternatives specifically as they address accessing the lakefront, but also city-wide. All of these transportation improvements and connections support positive health impacts because they get people walking and biking and dedicated bicycle and pedestrian facilities create safer environments for users. In addition to complete streets, we would like to see a lakefront trail plan as part of this study.</p>
<p>2. How does the proposed study meet the second TLCI objective and advance NOACA's regional goal? (14 points)</p>	<p>Willowick does not currently have a "downtown" that is identifiable. Most of Lakeshore Boulevard within the City limits are underutilized, especially given our proximity to Lake Erie. The redevelopment site proposed for this project (see attached map) is currently owned by the City and is situated directly on the lakefront. As part of this TLCI plan, we will create a vision for the first phase of Downtown Willowick on this site.</p> <p>We currently have a small but nice lakefront park that is operated by the Lake County Metroparks (Willowick leases the parkland to the Metroparks) and we feel that a redesigned park on this site with lakefront trail access would promote higher visitor rates and better usage of the site. The City Hall and the police station buildings are both currently located on this proposed site as well. These two buildings are not the highest and best uses for this premiere lakefront land and we feel that this site is highly underutilized based on its current use. There is also underutilized and vacant retail property on the south side of Lakeshore Boulevard and we would like to move/rebuild the City Hall and the police station buildings away from the valuable lakefront land and onto one of these large underutilized retail sites. With City Hall and the police station moving off of the proposed lakefront redevelopment site, we would like to utilize the TLCI planning process to come up with a redevelopment plan that includes the possibility for mixed use, light office or cowork space, restaurants, neighborhood retail, a redesigned park, trail system and high visibility from Lakeshore Boulevard to the lake.</p>

<p>3. How does the proposed study meet the third TLCI objective and advance NOACA's regional goals? (14 points)</p>	<p>The fact that the City owns prime real estate directly on the lake is an asset in itself. Although the parcel is underutilized, we see great potential through the TLCI plan to support economic development through transportation and land use recommendations. We see the Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan as the agent to change the future of Willowick through creating a sense of place and providing place-based transportation recommendations for the lakefront corridor and City as a whole. We see this economic development and redevelopment portion of the plan being a small component of the overall project compared to the transportation components, but we feel that addressing new and updated land use and multimodal transportation improvements are important to be planned at the same time. Our land use recommendations will guide our transportation recommendations, and vice versa.</p> <p>As discussed in Question 4, Willowick has great transit access and bus stops, which is a wonderful existing asset and investment in the community, but we lack multimodal connectivity to get to the bus stops. Our sidewalks are well connected, but pedestrians can only travel so far by foot to take care of their everyday needs before those everyday needs become cumbersome and/or unachievable. The introduction of bicycle facilities, such as bike lanes and trails, will greatly improve the usability of our existing assets of sidewalks and transit accessibility.</p>
<p>4. How does the proposed study meet the fourth TLCI objective and advance NOACA's regional goals? (14 points)</p>	<p>The Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan will provide transportation alternatives and access to all users throughout the City, and integrate accessibility and environmental justice into the project as a whole. According to the US Census, in the City of Willowick, 6.1% of households do not own a car, 8.2% of the population are in poverty, and 40.6% of the population is either below the age of 18 or above the age of 65.</p> <p>The City of Willowick is proudly served by LAKETRAN regional transit authority. LAKETRAN provides 3 local fixed-route bus routes throughout the City. These routes include Route 2 (providing connections to Mentor, Willoughby, Wickliffe, & Euclid), Route 3 (providing connections to Great Lakes Mall, Lakeland Community College, Mentor & Wickliffe), and Route 6 (providing connections to Shops of Willoughby Hills, Shoregate, Lakeland Community College & Great Lakes Mall via Vine Street). Willowick has a great existing sidewalk network throughout the City, but our bike infrastructure and any trail network is non-existent within the City limits. Pedestrian infrastructure alone is not good enough to provide access to transit options as well as access to the lakefront. This plan will study and recommend bicycle and trail connections to our existing sidewalk network to create a comprehensive walkable, bikable and transit-friendly transportation network.</p>

<p>5. How does the proposed study meet the fifth TLCI objective and advance NOACA's regional goal? (14 points)</p>	<p>In order to be successful, this project will require collaboration between the City of Willowick, NOACA, ODOT, LAKETRAN, Lake County Commissioners, ODNR, and local business owners (and any other stakeholder or partner that NOACA recommends be active stakeholders in this project and planning process). The redevelopment portion of this project will require strong public/private partnerships and we will actively engage our local community partners to move this portion of the project forward. Providing multimodal lakefront connectivity, not just east and west, but also north and south, will create regional cohesion. Euclid and Eastlake, our municipal neighbors to the west and east, have existing bike lanes within their city limits along Lakeshore Boulevard. We would like to explore the possibility of filling in the missing gap of bike lanes along Lakeshore Boulevard to strengthen our City and region in its transportation options.</p>
<p>6. How will the sponsor manage the study, and ultimately deliver the projects it recommends?</p>	<p>The City of Willowick will seek residents' and stakeholder's input to guide the results of the study and use the recommendations of the public involvement process to spearhead how the project will create economic development and access to the underutilized Lake Erie waterfront. We anticipate that NOACA, ODOT, LAKETRAN, Lake County Commissioners, ODNR, local business owners and any other stakeholder or partner that NOACA recommends be active stakeholders in this project and planning process. The city will manage the implementation of the Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan by looking to partner with private developers to implement the market-driven development portion of the project and will be seeking state and federal grants to leverage our local dollars for the implementation of the transportation alternatives infrastructure.</p>
<p>7. What is the sponsor's experience in managing a TLCI or TLCI-like public planning process?</p>	<p>Recently, the City of Willowick has partnered with private developers to use part of a former undesirable retail space and build a housing redevelopment project. We conducted public involvement as well as public information sessions at Council and Planning Commission Meetings throughout the planning and plan approval process. Through the use of Tax Incremental Financing (TIF), a new housing development is currently being built to fill a void of housing in our area of the region. This development project has been very successful in that it provided much needed new types of housing so residents can move to the next phase in life without leaving Willowick, Lake County and Northeast Ohio. It also removed underutilized empty retail stores that would be a burden and detriment today. We are proud of the success of this redevelopment project and look forward to leading a public involvement process that is tailored to the NOACA TLCI program, NOACA goals and the goals of the Willowick Lakefront Connectivity and Downtown Redevelopment TLCI Plan.</p>
<p>Local Match Funding Level</p>	<p>6% to 10% local match</p>

Attachment 1: Council/Board resolution to apply for TICI Planning Study and, if applicable, to fund local match	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336346/356321941/46336346_resolution_no_2017-29_re_noaca.pdf
Attachment 3: Map of proposed project study area	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336347/356321941/46336347_noacalakefront.pdf
Attachment 4: Letter of Support from impacted political jurisdictions that are included in the study area	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/55013817/356321941/55013817_10.05.17_willowick_support.pdf
Are you submitting more than one TICI Planning Study application?	No
Digital signature of person completing application:	 A handwritten signature in black ink, appearing to read "Richard J. [unclear]", written over a horizontal line.

