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Project Sponsor / Agency Name City of Painesville

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Preference for TLCI planning study development Either Will Work

Study Name Wayfinding and Signage Plan

Total Project Cost 37000

NOACA Funding Requested 37000

Local Funding Committed 0

NOACA may consider partial funding for some projects. Please check the appropriate box below: My agency will not be able to implement the project if provided partial funding

Project Location (attach a location map at the end of the application) City of Painesville, Downtown Central Business District, State Route 2 Gateway

Project Study Area (including geographic boundaries) The study area will focus on the five key roadway networks that were selected based on their state and federal highway network classification. This includes: Richmond Street / Liberty Street from Erie Street to the north and High Street to the south; Park Place from Richmond / Liberty Street to the west and Main Street to the east; Main Street from Park Place to the west and Mill Street to the east; State Street between High Street to the south and Erie Street to the north; Washington Street.

Detailed Project Description

The City of Painesville settled in 1800, incorporated in 1832 remains the seat of Lake County. The proposed wayfinding and sign plan will help improve vehicular circulation by directing traffic to the most effective and accessible corridors and building stronger multi-modal connections to highlight our surrounding landscape. The scope of the wayfinding plan will also identify user groups and modes of transportation within (pedestrian, bicycle, public transit, etc.) The accessibility of the downtown central business district must be simplified to create a district with greater cohesion and enhanced uniformity with traffic. A solid wayfinding and signage plan is a necessity to ensure there is a long-term plan in place to simplify the complex environment of any public place. It will identify the key entry points, travel paths and decision points that create the greatest experience for people traveling into the city's business and retail district. The plan will examine orientation, navigation, information and context to identify the best approach for signage in the heart of the city. It will result in the design and development of a system of gateway identifications and wayfinding signage elements for ease of access for visitors and improved efficiencies within the downtown. Additionally, the plan will establish criteria and standards that will help in the design and development of the signage program but also influence future updates and long-term maintenance of the system. The activities of the plan approach will include analysis of the Painesville Downtown Transportation and Streetscape Plan, Downtown Master Plan and our Comprehensive Plan; a travel path arrival and decision point study; sign type hierarchy; preliminary sign location plan; nomenclature matrix; preliminary sign program budget; key recommendations to be considered for the improvement of the experience; conceptual design; sign system programming; design intent, funding and phase recommendations.

Proposed Study Components

Pedestrian Transportation Planning
Transit Planning
Transportation Demand Management
Other: Wayfinding and Signage

Proposed Study Components Description

The City of Painesville's proposed study would promote people first and their ease of travel through multimodal transportation in the downtown Painesville district. The city is looking to understand current pedestrian and vehicle traffic patterns and plan for improved congestion in the downtown area through signage and wayfinding.

- Plan signage or wayfinding to assist pedestrians in locating historical landmarks, the commercial district, the riverfront, the college, etc. Because Painesville is the county seat, not all pedestrians are local residents but are visiting from neighboring cities and counties.
- Analysis of current traffic patterns will help identify problem areas and congestion contributors.
- Understanding how people make their transportation decisions and helping people use the infrastructure already in place such as walking, transits and biking.
- Proper planning of signage can reduce driving time in vehicles, therefore reducing emissions in the city and congestion.

1. How does the proposed study meet the first and sixth TLCI objectives to (1) Develop transportation projects that provide more travel options through complete streets and context sensitive solutions, increasing user safety and supporting positive public health impacts and to (6) Provide people with safe and reliable transportation choices that enhance their quality of life while also advancing NOACA's regional goals to BUILD a sustainable, multi-modal transportation system and to ENHANCE the quality of life in Northeast Ohio? (30 points)

The establishment of diverse travel options that are safe and provide connectivity is key to successful transportation and community planning. By providing a variety of safe and reliable transportation options, it allows residents, customers, visitors and students to choose the best option for themselves. At the present time, the downtown central business district is overbuilt and underutilized with key nodes of hidden attractions, this plan will improve all residents and visitors' access and increase quality of life, health and safety of travel. The plan will focus on creating a safe and accessible connection from the key gateways and five key roadway networks into our centralized commercial districts amenities. Given the potential for new development, it is imperative that the study take into consideration the proposed land uses. Our objective is to develop systematic wayfinding and signage transportation network that would provide connectivity and enhance the quality of life.

2. How does the proposed study meet the second TLCI objective to (2) Promote reinvestment in underutilized or vacant/abandoned properties through development concepts supported by multimodal transportation systems and advance NOACA's regional goal to ENHANCE the quality of life in Northeast Ohio? (15 points)

A diverse multi-modal transportation system is very important for reinvestment and enhances opportunities for redevelopment of vacant and abandoned properties. The City of Painesville owns approximately 7.5 acres of underutilized land in our business district. The city received grants to demolish the buildings and parking structures to prepare for development. The city has also been assessing vacant, blighted properties in the central business district to promote reinvestment in those key structures prior to additional deterioration occurring. A wayfinding and signage plan will enhance development opportunities and assist us in attracting residents and visitors who value various modes of transportation. The wayfinding and signage plan will also integrate key assets that go hand-in-hand with new residential and commercial development. Providing the ability to walk, cycle or utilize public transit from our established transit hub to improve health and reduce emissions.

3. How does the proposed study meet the third TLCI objective to (3) Support economic development through place-based transportation and land use recommendations, and connect these proposals with existing assets and investments and advance NOACA's regional goals to PRESERVE existing infrastructure and to SUPPORT economic development? (15 points)

Through this plan the city is proactively planning for future growth in a sustainable manner that preserves our infrastructure and supports development. The concepts will support a place-based transportation network. The planning study will analyze existing traffic condition flow maps, traffic volumes, traffic patterns, level of service, volume/capacity ratios and average delays that were all a part of the City's Transportation and Streetscape Plan. It will also examine the number of lanes, network volumes, projected traffic, existing infrastructure, multi-modal needs, and future planned development to determine multi-modal options that are currently used and may be integrate into the future. This plan will focus on developing a wayfinding and signage network with a focus on multi-modal options to create a better sense of place. It will plan accessibility and efficiency to those multi-modal options in current and planned high-density districts of the central business district.

4. How does the proposed study meet the fourth TLCI objective to (4) Ensure that the benefits and burdens of growth, change and transportation projects are distributed equitably by integrating accessibility and environmental justice into projects and advance NOACA's regional goals to BUILD a sustainable, multi-modal transportation system and to PRESERVE existing infrastructure? (15 points)

Through the planning process, we will strategically evaluate transportation and development to foster sustainability, environmental justice and achieve a unified vision for enhanced multi-modal transportation based on set objectives from the 2010 Painesville Transportation and Streetscape Plan which includes:

1) Facilitate accessibility by improving the range of transportation choices by adding or improving pedestrian, transit or bicycle facilities; 2) Reduce air and water pollution through best management practices; 3) Encourage fuel and energy conservation; 4) Promote healthier communities through planning and environmental linkages from an integrated transportation perspective; 5) Preserve and enhance open space; 6) Assist in redevelopment of the urban core; 7) Enhance the historic, archeological, scenic and environmental elements of the transportation system; and 8) Improve the safety and efficiency of the existing transportation system.

5. How does the proposed study meet the fifth TLCI objective to (5) Enhance regional cohesion by supporting collaboration between regional and community partners and advance NOACA's regional goal to STRENGTHEN regional cohesion? (15 points)

Working closely with key stakeholders such as the Lake County Commissioners, the Lake County Visitors Bureau, Lake Erie College, the Downtown Painesville Organization, LakeTran, Lake MetroParks, downtown business merchants, the Mentor Avenue and Bank Street Historic Districts, potential developers and the community, the City of Painesville plans on taking a proactive approach to strategically plan for its future and seek financial resources to implement. This project will allow us to identify the connectivity needs of all community stakeholders. Based on this, we will work with the consultant to develop options and narrow down the specific needs that need to be a core focus for wayfinding and signage. We are seeking input during the plan process in order to successfully create a wayfinding and signage plan that enhances the community. This combined planning effort will result in a wayfinding and signage system of multi-modal transportation that serves as a regional interconnect.

6. How will the sponsor manage the study, and ultimately deliver the projects it recommends? Include any experience the sponsor has in managing a TICI or TICI-like public planning process. (10 Points)

The City of Painesville is the sponsor of this TICI Wayfinding and Signage Plan and has been the recipient of several TICI grants. These grants have been managed by key staff including Doug Lewis, Assistant City Manager (15 years of experience); Andy Unetic, Finance Director (11 years of experience); Lynn White, City Planner (2 years of experience); Cathy Bieterman, Economic Development Director (13 years of experience). This same team will remain in effect to manage and ensure the deliverable and objectives of this plan are met. This team will also manage the consultant and all planning deliverables to ensure that the goals of NOACA are met including: strengthening regional cohesion, preserving existing infrastructure, building a sustainable and multi-modal transportation system, supporting economic development and enhancing quality of life in Northeast Ohio. They will work collaboratively with NOACA and TICI Project Manager, Planning Engineer and other key NOACA staff.

Attachment 1: Map of proposed study area

https://s3.amazonaws.com/files.formstack.com/uploads/3133969/66758226/446111397/66758226_painesville_noaca_wayfinding_program_area.pdf

Attachment 2: Council/Board Resolution to apply for TICI Planning study and, if applicable, to fund local match

https://s3.amazonaws.com/files.formstack.com/uploads/3133969/66969818/446111397/66969818_painesville_noaca_resolution.pdf

Attachment 3: Letter of Support from head of community/organization (e.g. Mayor, City Manager, Executive Director, etc.), that is sponsoring the study.

https://s3.amazonaws.com/files.formstack.com/uploads/3133969/66969819/446111397/66969819_20181012100000589.pdf

Attachment 5: Additional Letters of Support (from non-government organizations)

https://s3.amazonaws.com/files.formstack.com/uploads/3133969/66969803/446111397/66969803_20181012095954046.pdf

Are you submitting more than one TICI Planning Study application? No

Digital signature of person submitting application:


