

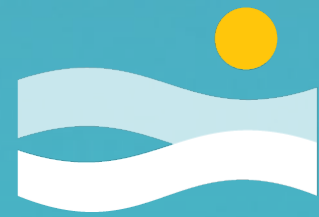
Cleveland's

North Coast

Program will begin at noon.

Do you have a favorite song about water or the coast? Put it in the Chat!



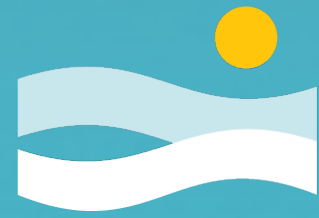


Cleveland's

North Coast

Community Visioning Workshops

Put your name and zip code in the Chat



Cleveland's

North Coast

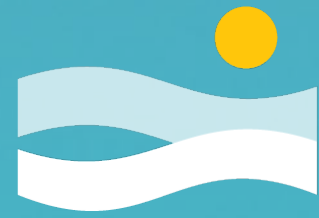
Your Moderator

Marie S. Keister, MurphyEpson

Zoom format

- Type your questions in the **Chat** box. We will answer as many as we can.
 - After the presentation, we will host discussion sessions in breakout rooms





Cleveland's

North Coast

Welcome

Joyce P. Huang, Director, City Planning Commission

Agenda

- The vision and process
- The North Coast Connector
- The Master Plan
- Breakout rooms
- Closing and reflections



The vision

“ The waterfront can become a source of healing for Cleveland’s communities with the guiding principles of racial equity, economic opportunity, and climate resiliency. ”

– Mayor Justin M. Bibb

The process

Two initiatives – one vision

HOW WE'LL GET THERE

The North Coast Connector

- Today's goal:
 - Learn which bridge location and Shoreway operation you prefer

WHAT WE'LL DO THERE

The North Coast Master Plan

- Today's goal:
 - Learn about your values, vision and desired activities on the Connector and at the Lakefront

Meet the team

- Osborn Engineering
 - HNTB
 - Environmental overview and traffic analysis
 - Burgess & Niple
 - Traffic modeling and analysis
- James Corner Field Operations
 - Robert P. Madison International
 - Architecture and development scenarios
 - MKA
 - Engineering support
 - HR&A
 - Real estate and economic development
 - Dharam
 - Cost and budget advising

Meet the team

- ThirdSpace Action Lab
 - Racial equity strategy
- MurphyEpson
 - Communication and engagement
- Compass Consulting Services
 - Community outreach

Meet the team

- City of Cleveland
 - City Planning Commission
 - Master Plan strategy
 - Mayor's Office of Capital Projects
 - North Coast Connector strategy
 - Mayor's Office of Communications
 - Public engagement and outreach
- Greater Cleveland Partnership
- ODOT
- NOACA
- Cuyahoga County

Where is the downtown Lakefront?

North Coast



This area is an overlap of the Master Plan and the Connector



2,435 ft.

3,185 ft.

1,500 ft.

350 ft.

300 acres

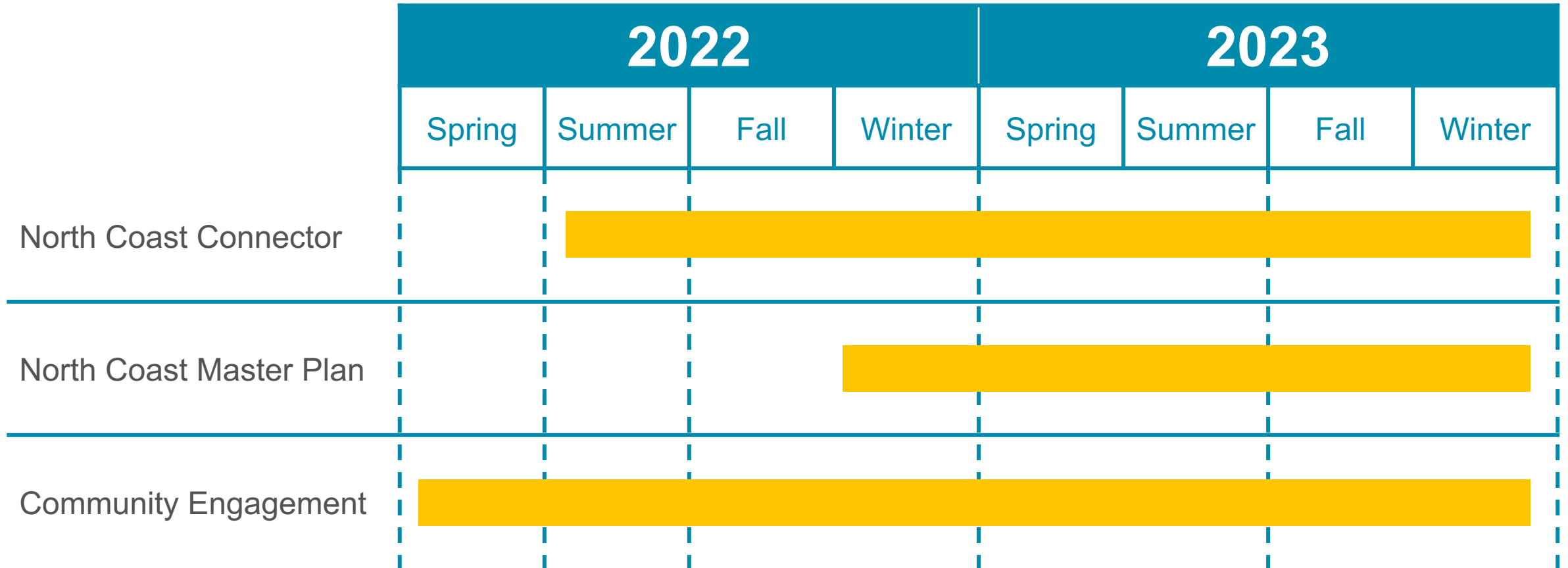
2,345 ft.

5,805 ft.

For more than a century, we've made plans to better connect with the Lakefront. Now, with your help, we have the opportunity to realize those dreams and bridge the divides.

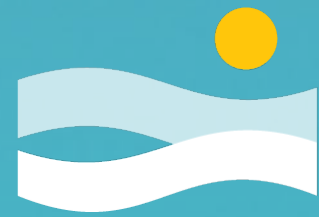


Project schedules



Ways to engage

- Public meetings and workshops
- Local briefings (invite us to meet with your group)
- Interviews and focus groups
- Community events
- In-person and online surveys
- Sign up for announcements at clevelandnorthcoast.com



Cleveland's

North Coast

Survey questions.

How often do you go to Lake Erie in the downtown area?

- At least once a week
- At least once a month
- About once a year
- Every few years
- Rarely
- Never

ClevelandNorthCoast.com/Survey or call 216-664-2210 for a printed survey in multiple languages

How do you get to the downtown lakefront or how might you get there in the future?

- Car, truck or SUV
- Uber, Lyft or another taxi service
- Carpool
- Walk
- Bicycle or e-bike
- Wheelchair
- Scooter
- Bus
- Train
- Other

ClevelandNorthCoast.com/Survey or call 216-664-2210 for a printed survey in multiple languages

What would make you visit the downtown lakefront?

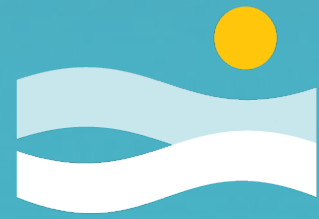
- Places to walk, bike, roll, explore, sit and relax
- Sports and recreation (trails, fields, games)
- Free family-friendly elements (play spaces, youth programs, cookout areas)
- Water access (for fishing, beach-going, kayaking)
- Events and programs (festivals, classes, performances)
- Nature and greenspace (gardens, lawns, wildlife)
- Affordable dining and shopping
- Other

ClevelandNorthCoast.com/Survey or call 216-664-2210 for a printed survey in multiple languages

What are your values and priorities for the downtown lakefront?

- Connect people with Lake Erie
- Create sustainable and beautiful places with trees
- Inspire hope and healing for all
- Provide spaces for joy, play, and relaxation
- Design spaces that promote walking and riding bikes
- Boost economic growth for all
- Celebrate Cleveland's unique culture, festivals and history
- Showcase the city as a tourist destination
- Welcome everyone with accessible and inclusive spaces
- Other

ClevelandNorthCoast.com/Survey or call 216-664-2210 for a printed survey in multiple languages



Cleveland's

North Coast CONNECTOR

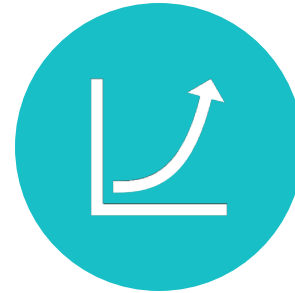
North Coast Connector

Keshia Johnson Chambers, Assistant Director,
Mayor's Office of Capital Projects
with Vickie Wildeman, Osborn Engineering

Purpose



Increase the connectivity
for bicyclists and
pedestrians between
Cleveland's downtown
and the Lakefront



Improve
safe access



Promote and
enable economic
redevelopment
and revitalization



Primary needs

- Energize and activate the connection between downtown and the Lakefront with improved connectivity for pedestrians and bicyclists
- Promote and enable climate resilient and low carbon economic redevelopment and revitalization

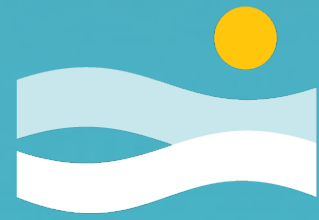




Secondary needs

- Improve transit and rail connectivity
- Improve freight connectivity to and from the Port
- Create more safe and efficient movements of all travel modes
- Foster equity of Lakefront access





Cleveland's

North Coast CONNECTOR

What is a land bridge?



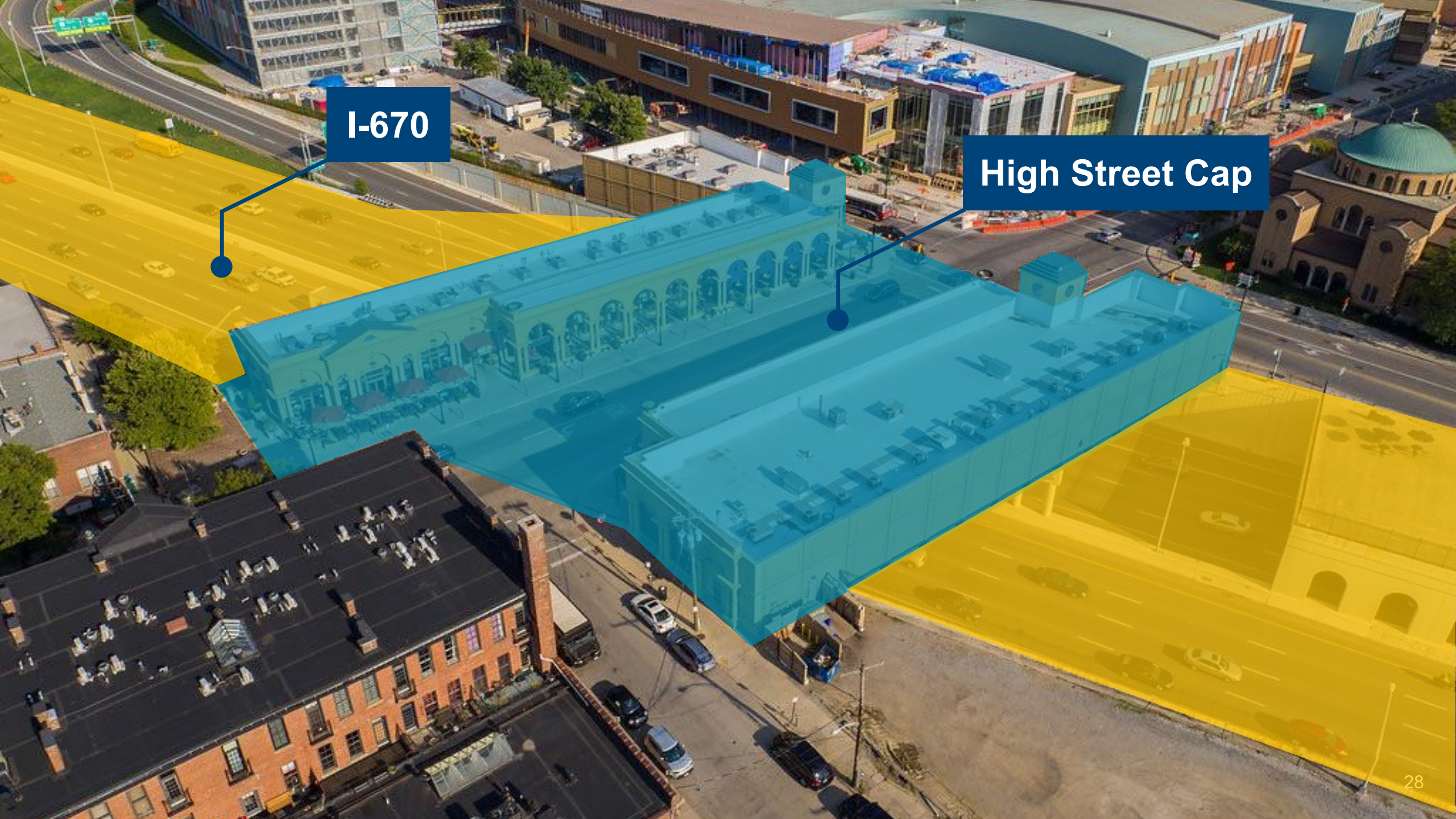
The High Street Cap (High St. over I-670) Columbus, OH

Reddit u/mrthrowawayacc04

A cap to spur economic development.

I-670

High Street Cap





Gateway Arch Park over I-44 St. Louis, MO

Photo courtesy Gateway Arch Park Foundation

A land bridge to expand park space.



I-44

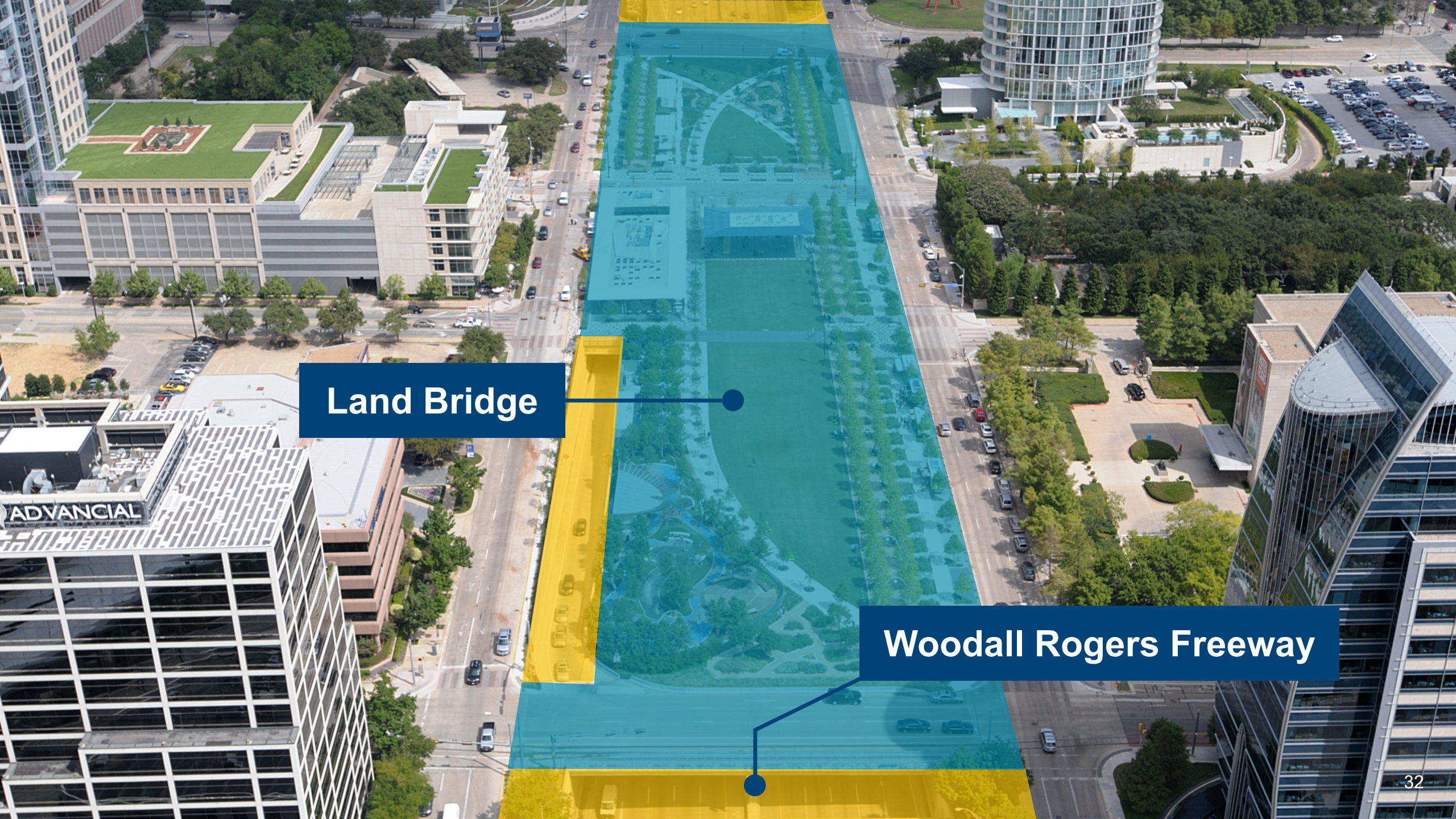
Land Bridge



Klyde Warren Park Dallas, TX

Photo courtesy Memorial Park Conservancy

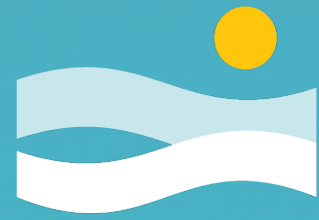
A land bridge as a refuge for people.



Land Bridge

Woodall Rogers Freeway

ADVANCIAL



Cleveland's

North Coast CONNECTOR

The engineering challenge.

Feasibility Study: Four concept “buckets”



No Land Bridge,
No Change
Traffic and land use
stay the same.



Build Land
Bridge Over
Existing Shoreway
Traffic stays the same,
more land available for
more uses.



Build Land
Bridge, Shoreway
Becomes a Boulevard
Traffic is different, even more
land available for more uses.



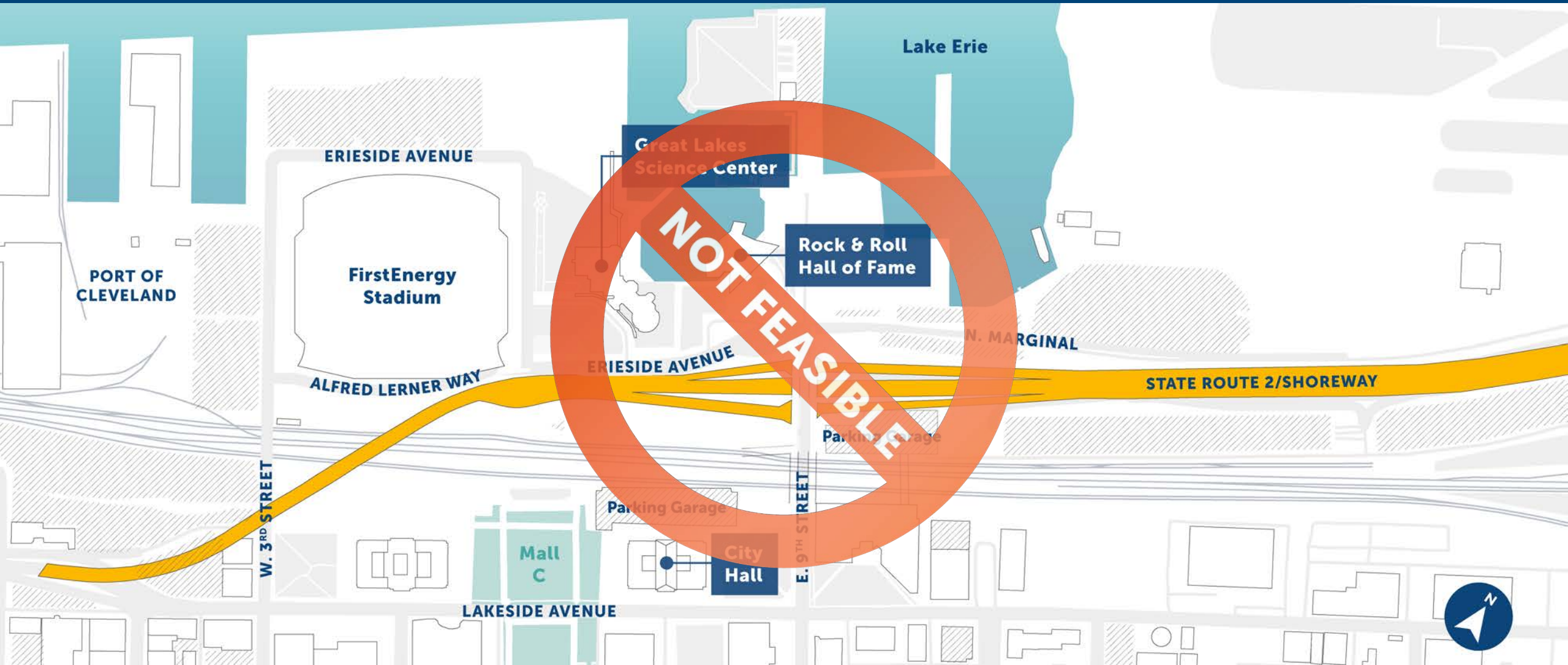
Build Land
Bridge, Remove
Shoreway Entirely
Traffic is very different,
the most land available
for more uses.

Initial screening criteria

- Improve safe pedestrian connectivity
- Support planned economic development and revitalization
- Create new public green space
- Maintain direct vehicular connectivity to E 9th
- Provide acceptable vehicular movement downtown



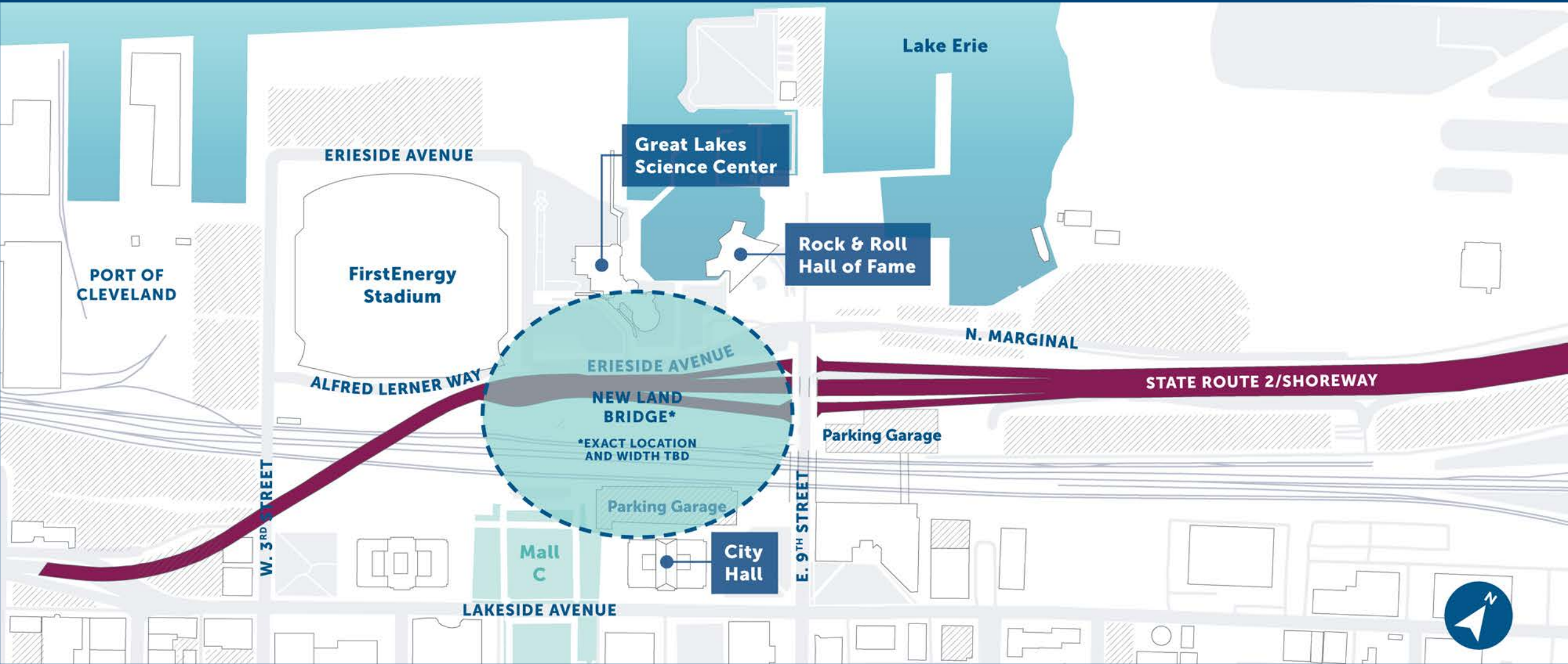
Bucket A: No Land Bridge, Keep Shoreway As Is





Bucket B: Build Land Bridge, Keep Shoreway As Is

Traffic stays the same, more land available for more uses.



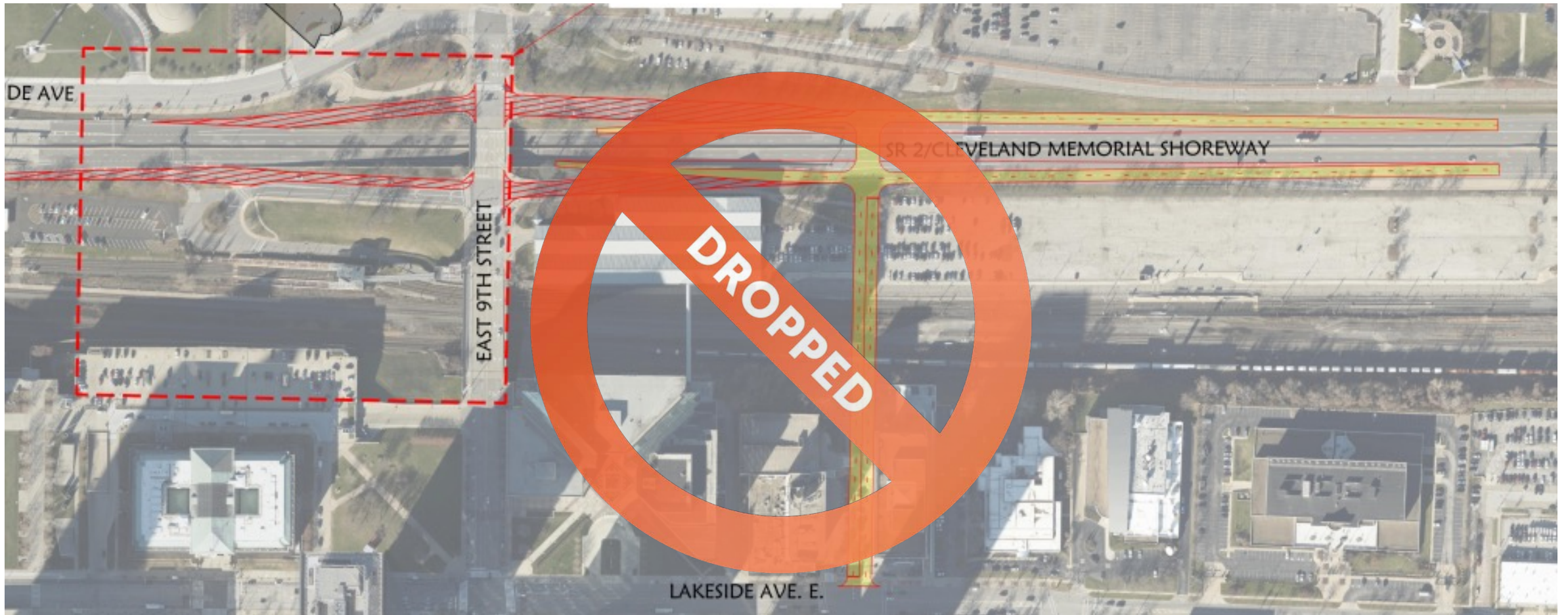


Bucket B (Option 1): Green Ribbon Coalition Alignment



B

Bucket B (Option 2): Convert E 9th to a Land Bridge





Bucket B (Option 3): North/South Alignment



B

Bucket B (Option 4): Convert Shoreway to a Tunnel





Bucket C: Build Land Bridge, Shoreway Becomes a Boulevard

Traffic is different, even more land available for more uses.



What is a boulevard?



Boulevard renderings

Boulevard: From W 3rd to E 9th



Boulevard: From E 9th to E 18th





Bucket C (Option 1): Blvd. that Ends at West 3rd





Bucket C (Option 2): Blvd. that Ends at West 3rd & Extends E 18th



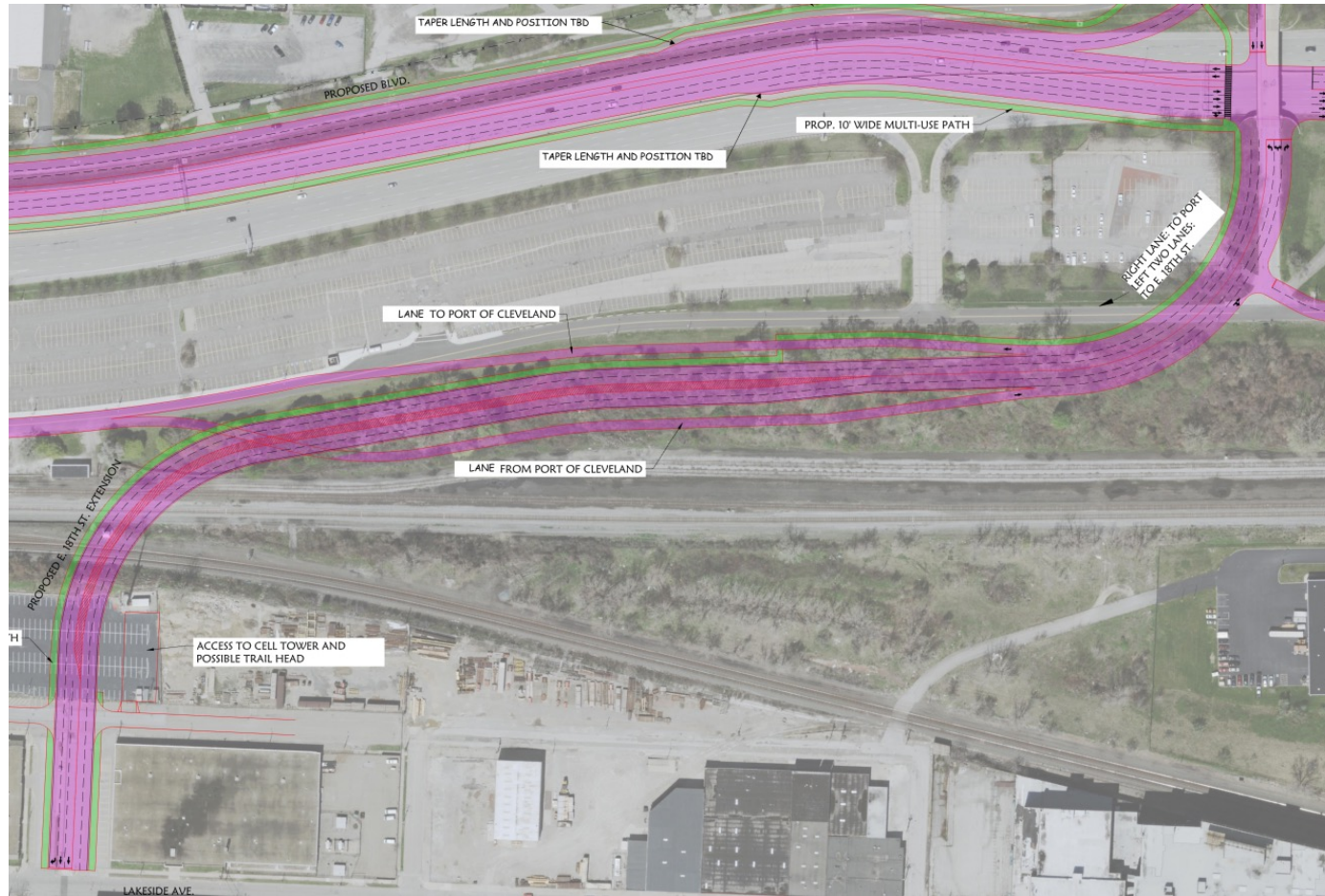


Bucket C: Blvd. that Continues to Main Ave. Bridge



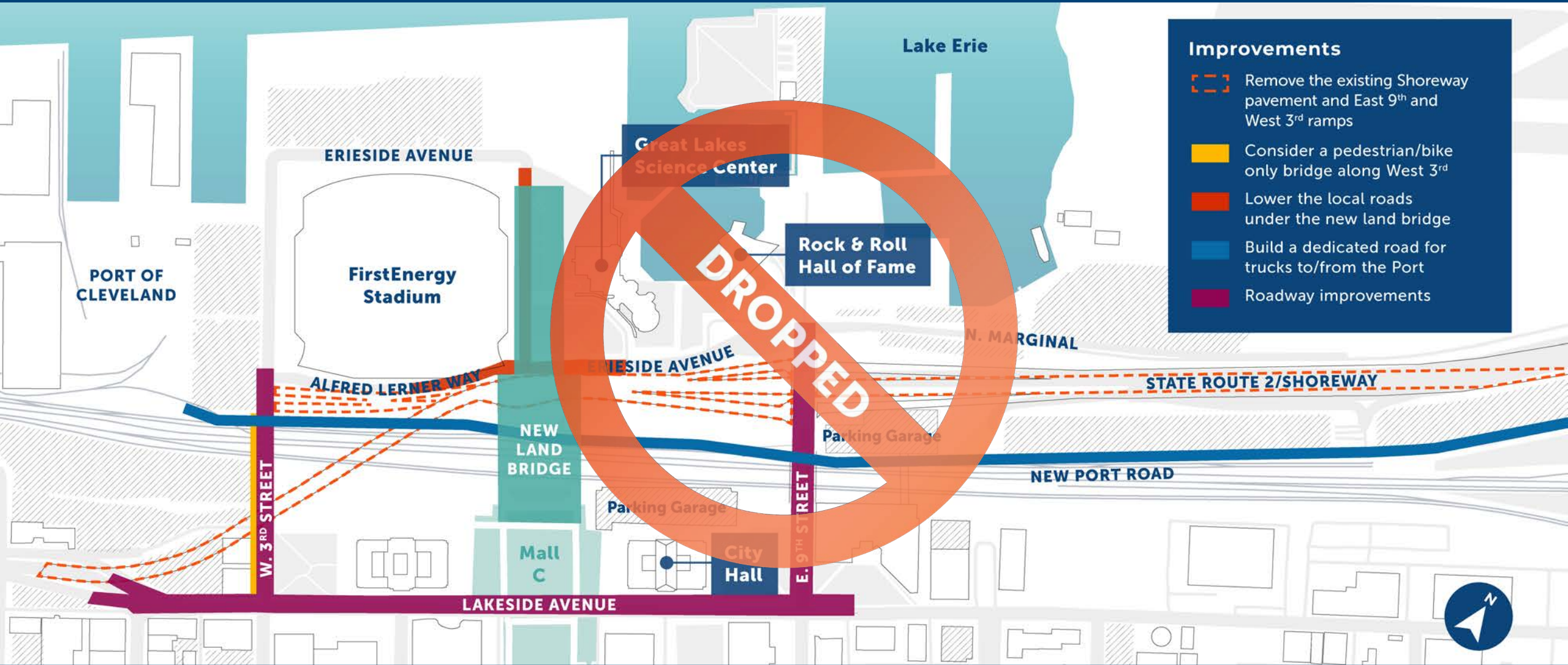


Bucket C: Blvd. Continues to Main Ave. Bridge & Extends E 18th





Bucket D: Build Land Bridge, Remove Shoreway Entirely



Improvements

-  Remove the existing Shoreway pavement and East 9th and West 3rd ramps
-  Consider a pedestrian/bike only bridge along West 3rd
-  Lower the local roads under the new land bridge
-  Build a dedicated road for trucks to/from the Port
-  Roadway improvements

From concepts to two feasible alternatives



No Land Bridge,
 No Change
 Traffic and land use
 stay the same.

NOT FEASIBLE



Build Land
 Bridge Over
 Existing Shoreway
 Traffic stays the same,
 more land available for
 more uses.

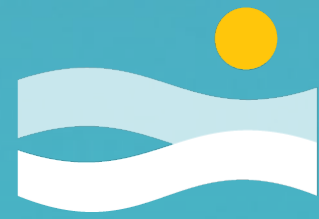


Build Land
 Bridge, Shoreway
 Becomes a Boulevard
 Traffic is different, even more
 land available for more uses.



Build Land
 Bridge, Remove
 Shoreway Entirely
 Traffic is very different,
 the most land available
 for more uses.

DROPPED



Cleveland's

North Coast

Survey question.

Do you prefer to leave the Shoreway like it is or build a new local road?

- Keep the Shoreway a freeway (50 MPH)
- Remove the Shoreway and build a new local road (35 MPH max)

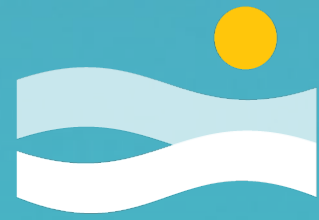
ClevelandNorthCoast.com/Survey or call 216-664-2210 for a printed survey in multiple languages

Next steps

- Continue engineering and traffic operations analyses
- Conduct environmental studies
- Continue to engage the public
- Assess multiple factors including pedestrian and bicycle movements

Next steps, continued

- Identify and estimate property impacts
- Expand and refine evaluation criteria
- Use public input and technical analysis to further refine feasible alternatives
- Report findings in September
- Identify a preferred alternative by the end of the year



Cleveland's

North Coast

MASTER PLAN

James Corner Field Operations

Lisa Switkin

North Coast Master Plan Update

Purpose of the Master Plan

To create a world class, community-based, fundable and implementable plan with a guiding vision for connecting community to the lakefront.

- improve access and connectivity to the lakefront
- create a resilient and welcoming destination that belongs to everyone
- unlock economic development opportunities by repurposing vacant and under-utilized land

“The waterfront can become a source of healing for Cleveland’s communities with the guiding principles of racial equity, economic opportunity, and climate resiliency.” – Mayor Justin Bibb

The Site



Context and Cultural History

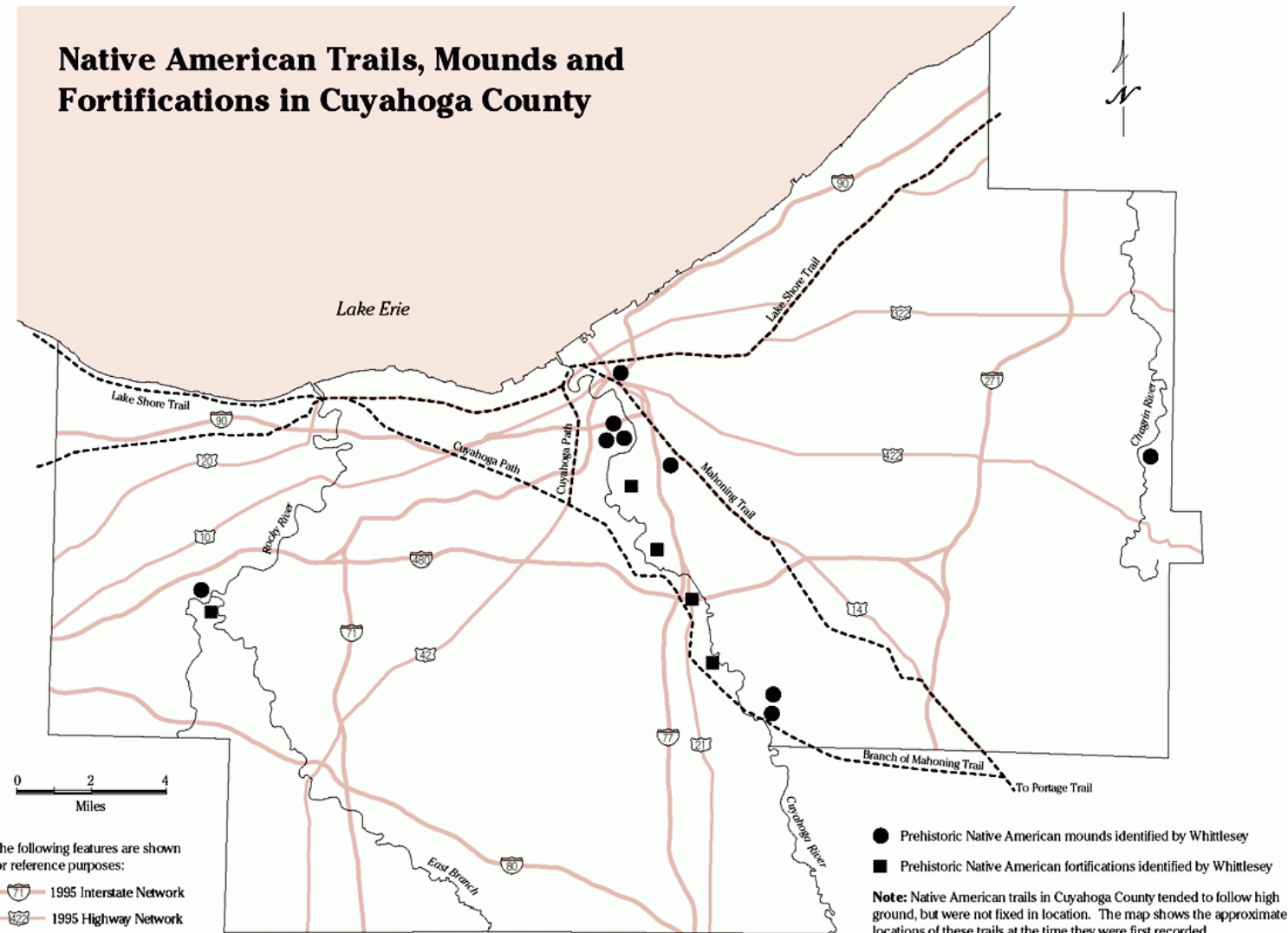
Ongoing Efforts



Indigenous Trails (1790s-1845)

Downtown Cleveland as we know it today sits at the crossroads of the Lake Shore Trail, Cuyahoga Path and Mahoning Trail. Indigenous trails determined the location of early white settlements as well as the first forts and military roads, many later becoming highways. They ranged in width and generally followed the high ground between water courses or hills and ridges. The trails which traversed Cuyahoga county indicate the importance of the territory.

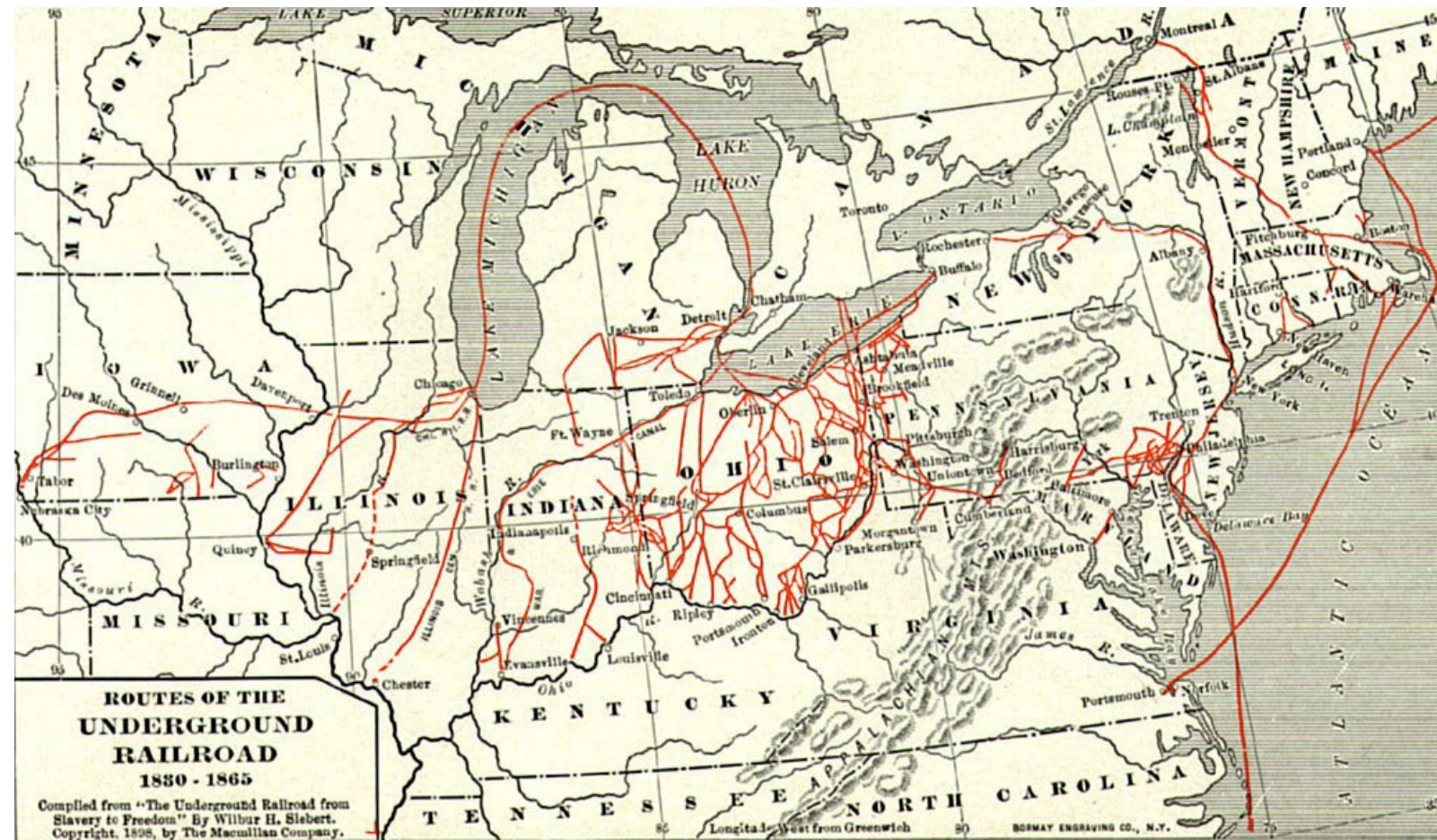
- *Archeological Atlas of Ohio*



Underground Railroad (1800-1860s)

Ohio was a key player in the operations of the Underground Railroad in the years leading up to the Civil War. Many different routes runaway slaves followed crisscrossed the state with several ultimately passing through Cleveland, or "Station Hope" as it was codenamed, a city that teemed with abolitionists and Underground Railroad conductors.

- ClevelandHistorical.org



Green Book Cleveland

Victor H. Green's Green Book guides were published between 1936 and 1966 to help Black motorists find courteous service and avoid harassment or the embarrassment of rejection in their travels. Both East 9th Street Pier and Public Hall are highlighted in the Green Book.

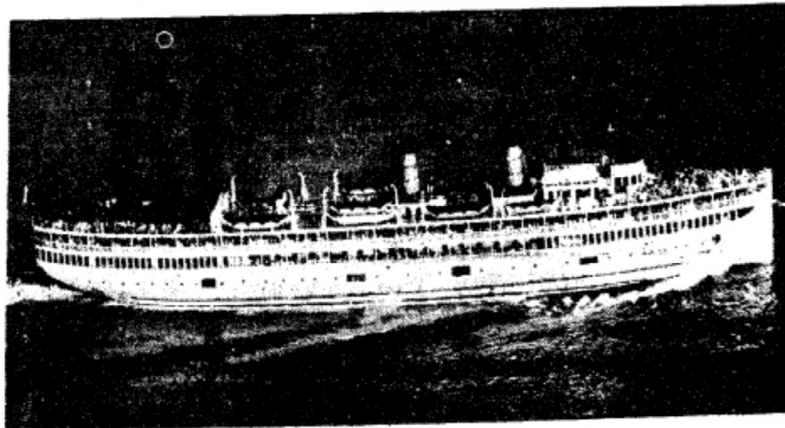
East 9th Street Pier has long been a center for pleasure, initially as the principal Cleveland dock for passenger ships that plied Lake Erie. Later, during the 1960s, the Pier became home to a popular local restaurant, Captain Frank's. "Moonlight Cruises" on Lake Erie were a popular pastime, part of a larger tradition of such cruises in the African American community. Public Hall, which opened in 1922, was used primarily as a convention center, however many musical acts played there as well.

- *Green Book Cleveland*



Love Amusements

PRESENTING
A Graduation Boat Ride
Monday Night, June 18
Aboard The



S. S. Theodore Roosevelt

THE REGAL SPORTS

PRESENT A MARVA LOUIS
BOAT RIDE
Aboard The Luxury Cruiser S.S. Alabama
Monday Night, July 29
Boat Leaves Pier at 8:30 P. M.



ALL STAR SHOW FEATURING

- MARVA LOUIS IN PERSON
- HELEN GIBSON SONGSTRESS
- CAESAR DAMERON And HIS ORCHESTRA

TICKETS \$150 TAX INCLUDED

LOG CABIN, 55th & Central
R. C. BAR, 55th & Woodland
CLEVELAND & BUFFALO TRANSIT CO.

CARNEGIE HOTEL, 69th & Carnegie (Lobby only)
CORNER TAVERN, 78th & Cedar

TICKETS ON SALE AT
SHAUTER'S, 93rd & Cedar
SHAUTER'S, 55th & Woodland
WILLIAM LOVE, Passenger Agent

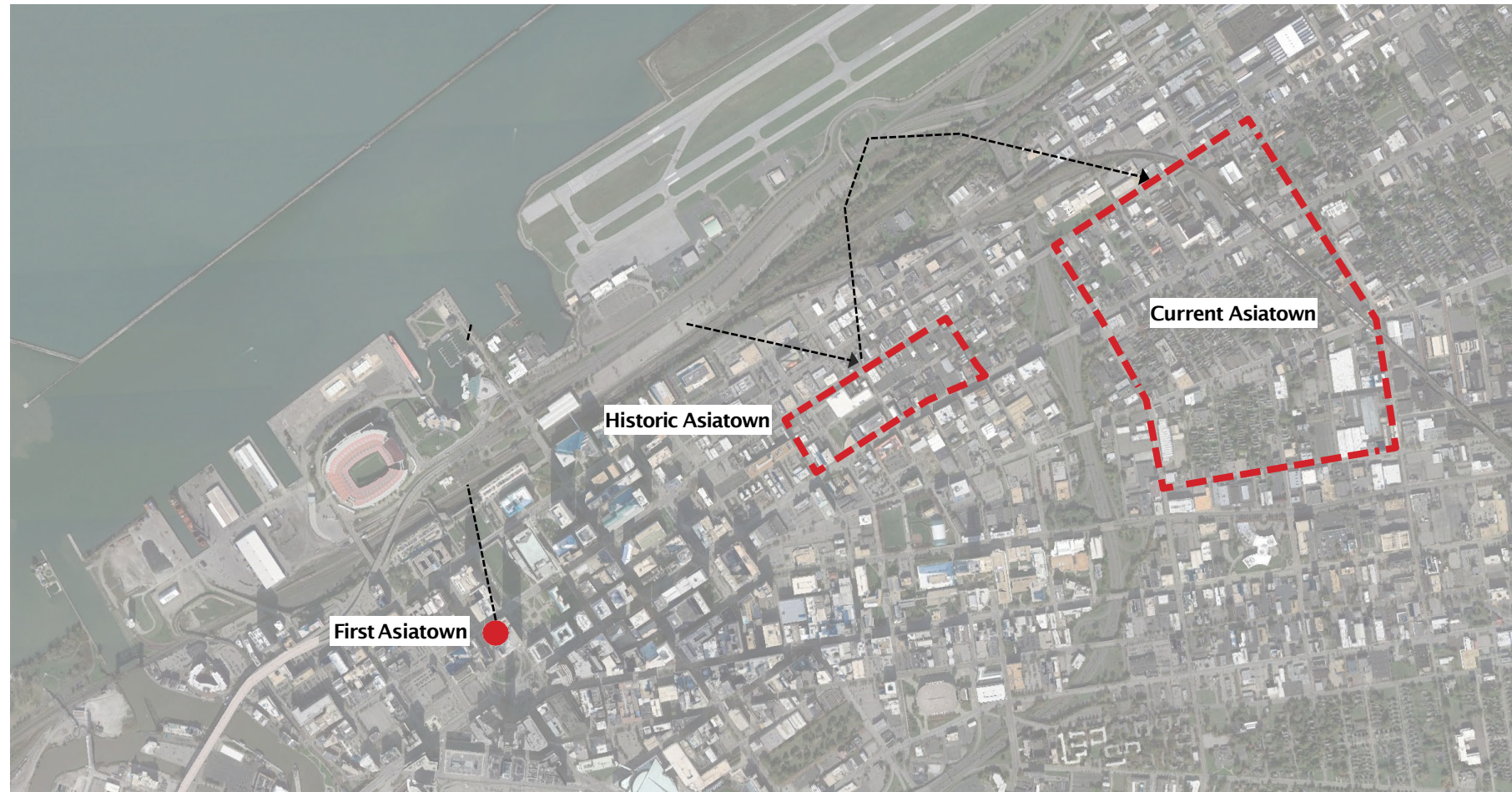
THE REGAL SPORTS
Lewie "Fat Boy" Wilson, Pres. George "Flash" Chaffon, Sec.



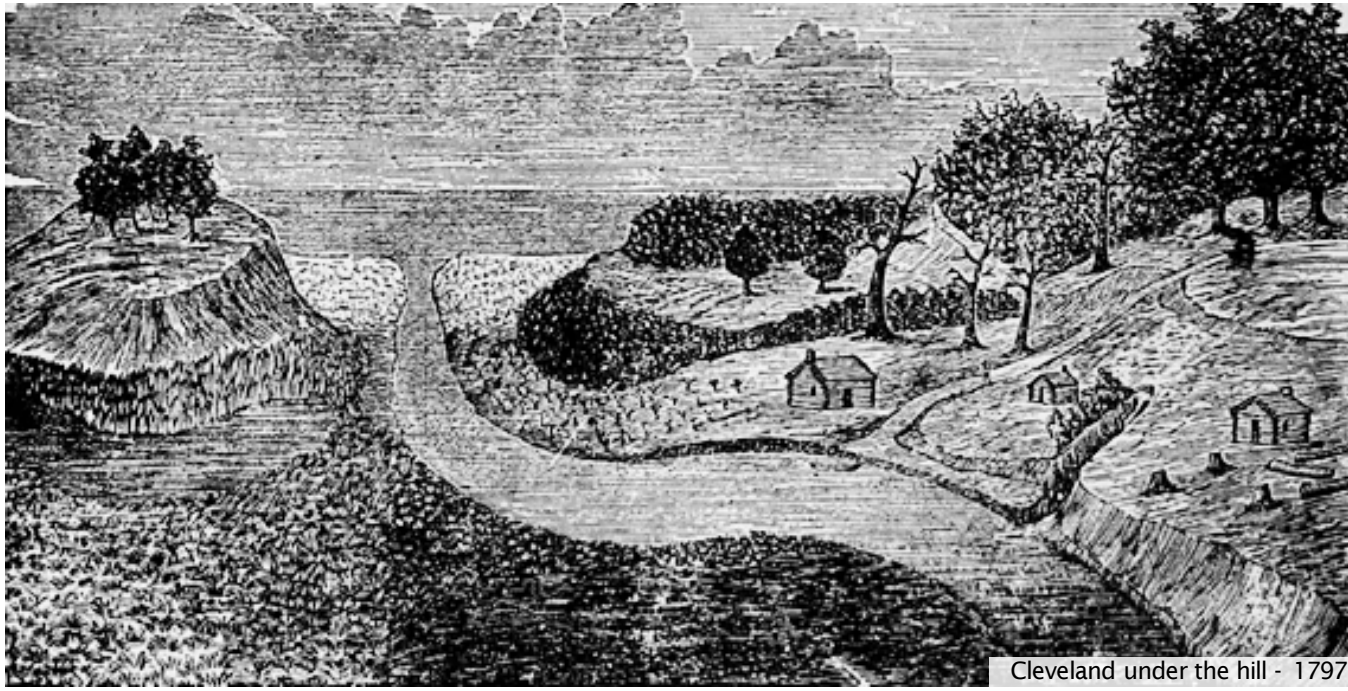
Asiatown Migration (1860-1960s)

Chinese Americans began arriving in the city as early as 1860. Seeking employment and refuge from rising anti-immigrant hostility along the West Coast, they settled along Lakeside and St. Clair Avenue and opened various small businesses. It wasn't long however, before many of the residents were forced to move eastwards.

- *Midstory.org*



A City On The Lake



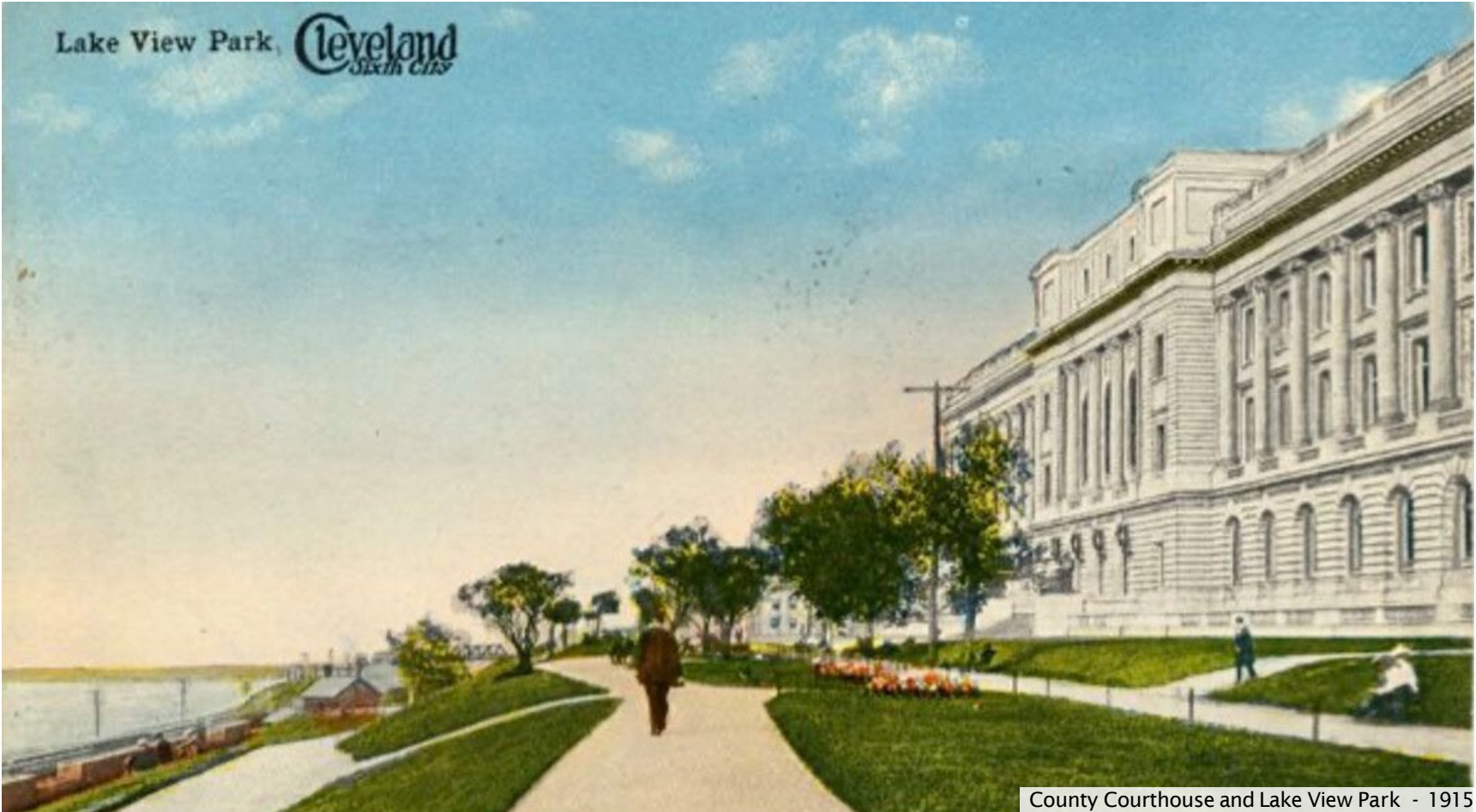
Cleveland under the hill - 1797



An Artistic Rendition of Lake View Park - 1888



Cleveland in 1853



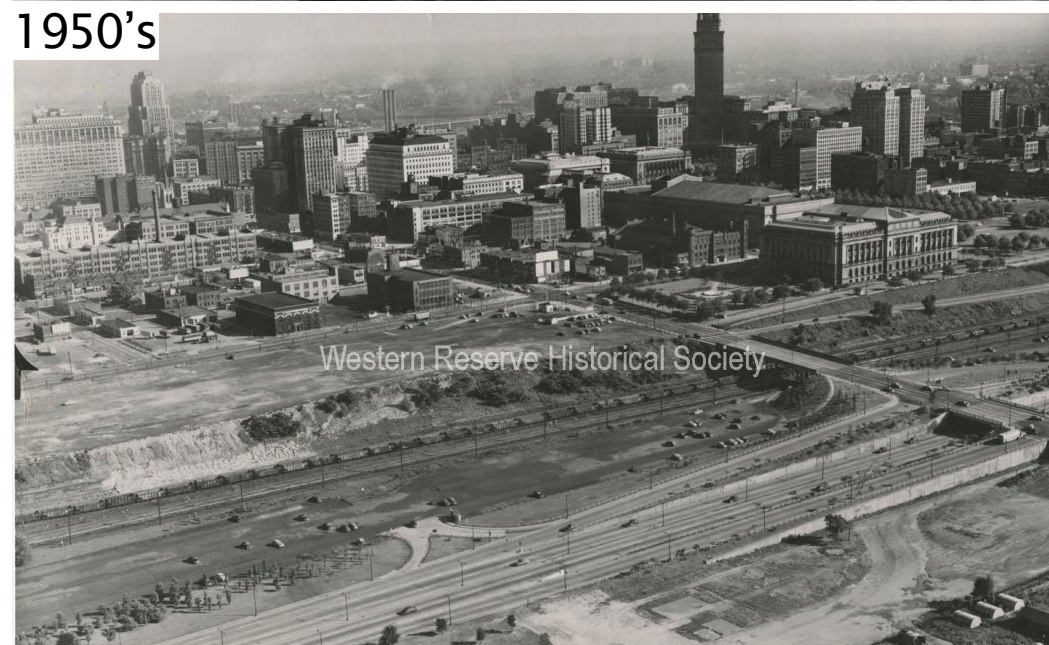
County Courthouse and Lake View Park - 1915

North Coast Harbor History

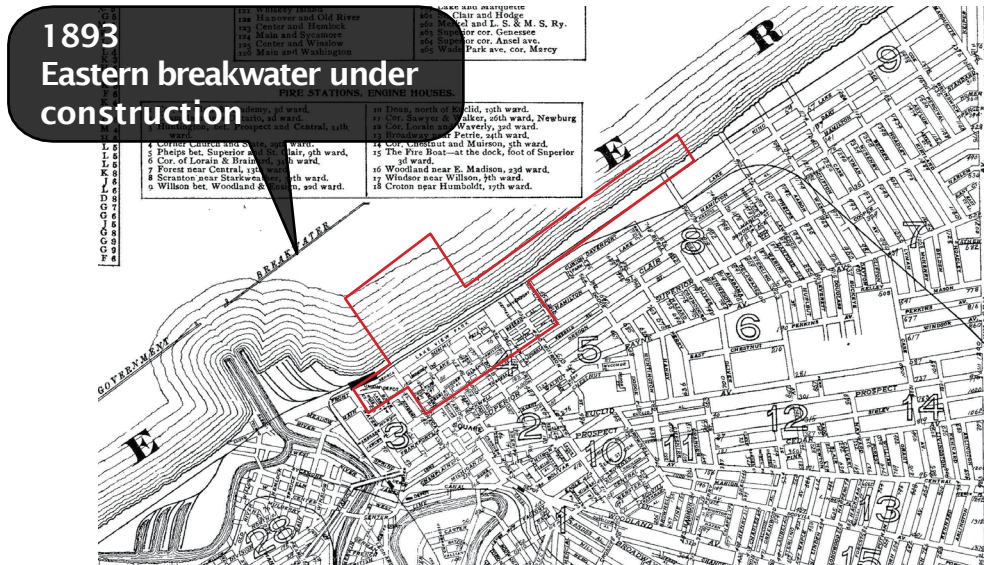
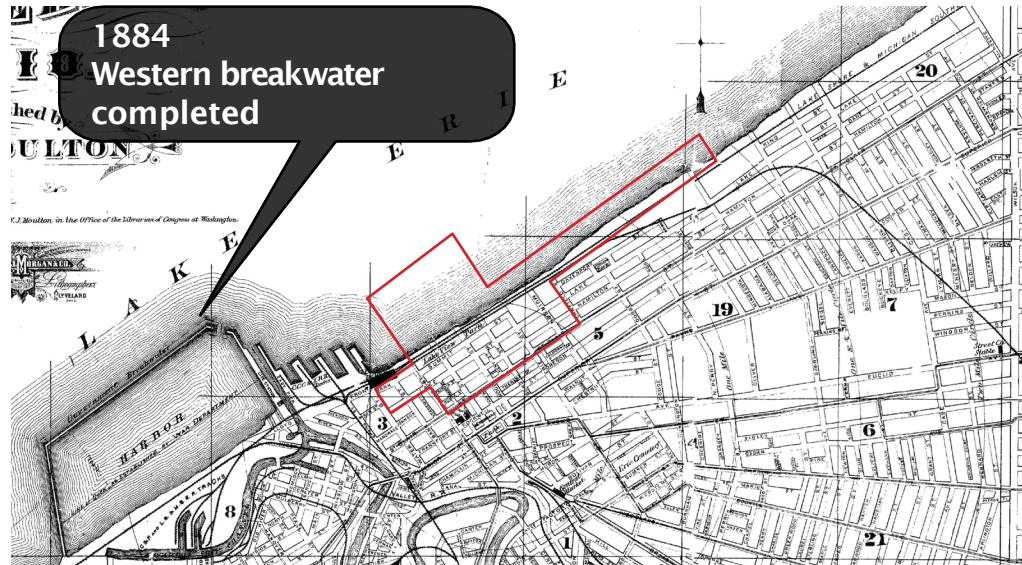
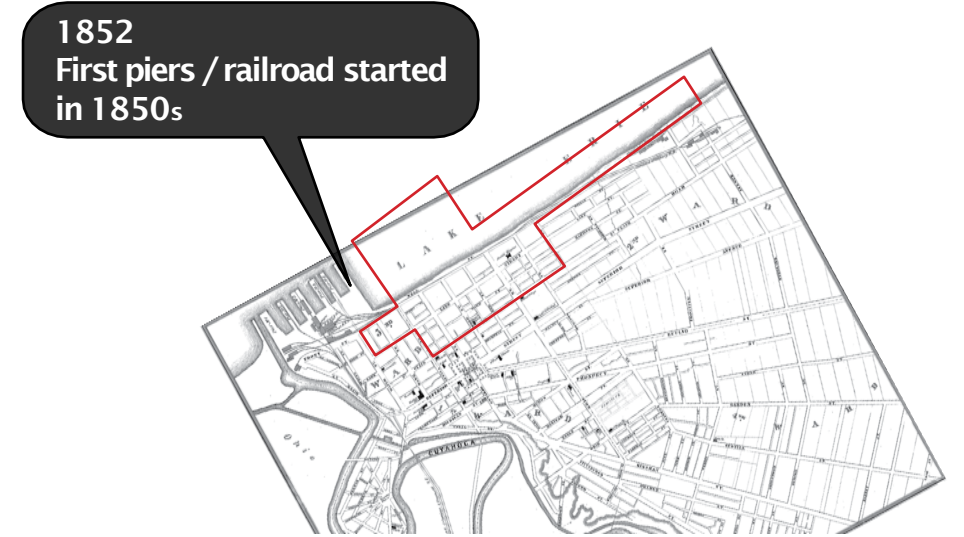
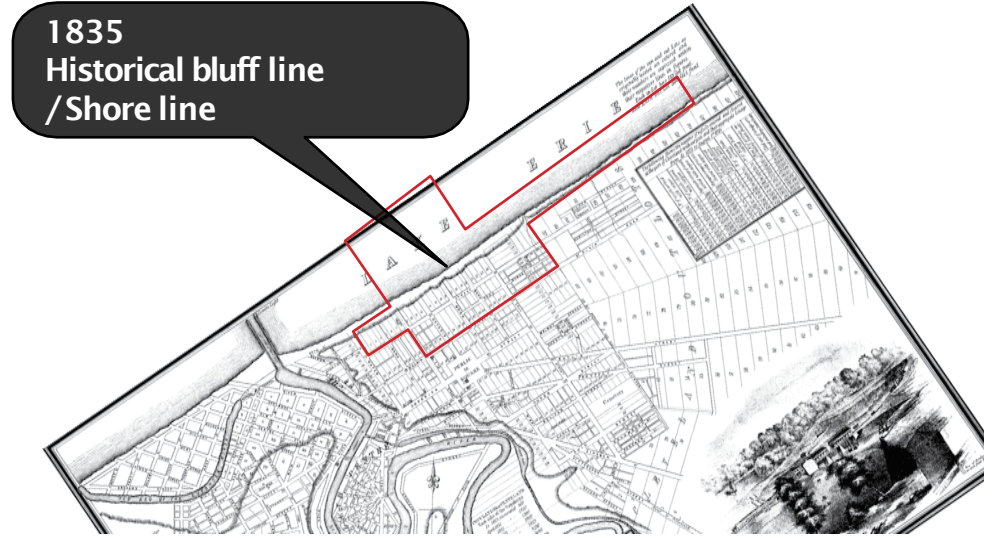
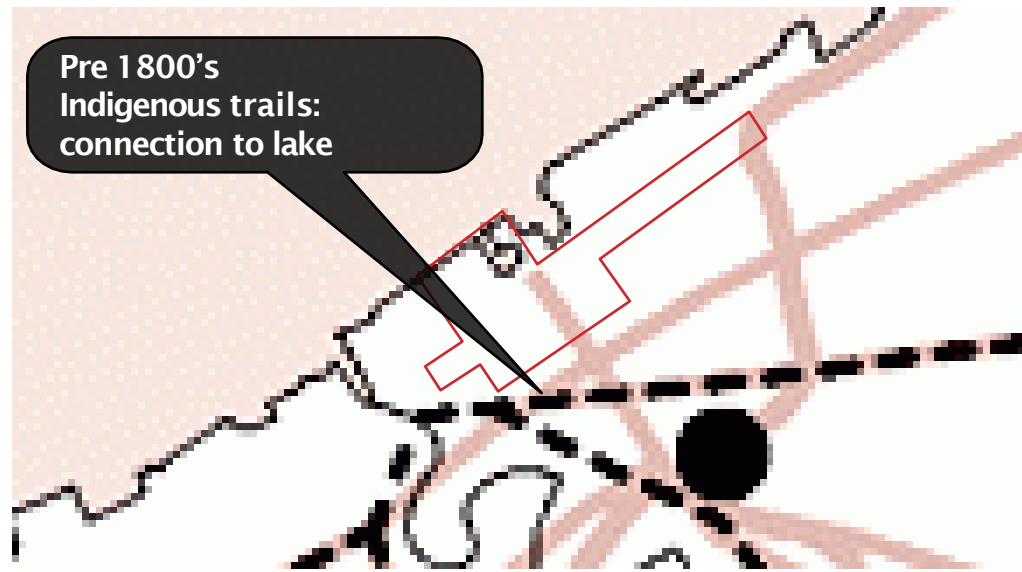
The North Coast Harbor has been host to a number of uses over the past 130 years. The Cleveland Yachting Club opened in 1895, with docks and a clubhouse. The lakefront terminal was created by Cleveland & Buffalo Transit Co. (C&B) and the Detroit & Cleveland (D&C) Line in 1915, followed by the Municipal Stadium in 1931.

The 1936 to 1937 Great Lakes Exposition featured hundreds of attractions, including rides, botanical gardens, and cafes over 135 acres. Other uses included Captain Frank's Lobster House in 1953, the completed Voinovich Bicentennial Park in 1988, and the Rock & Roll Hall of Fame & Museum and the Great Lakes Science Center in 1995 and 1996.

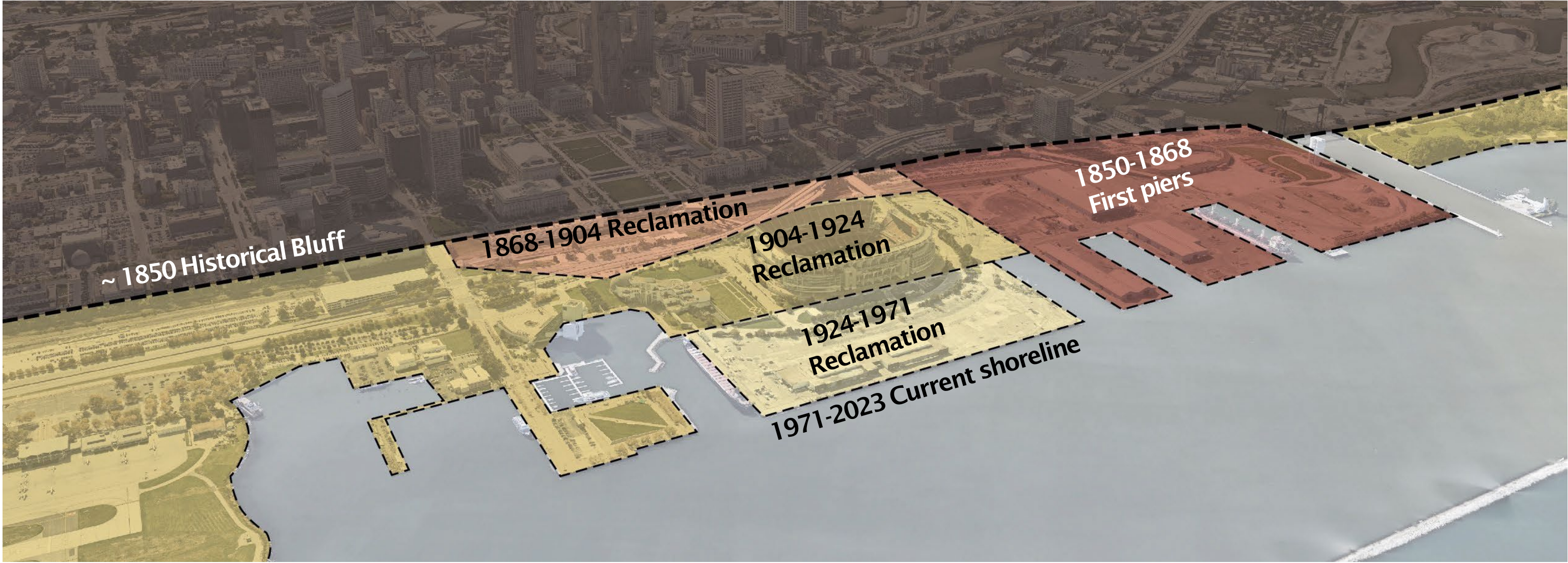
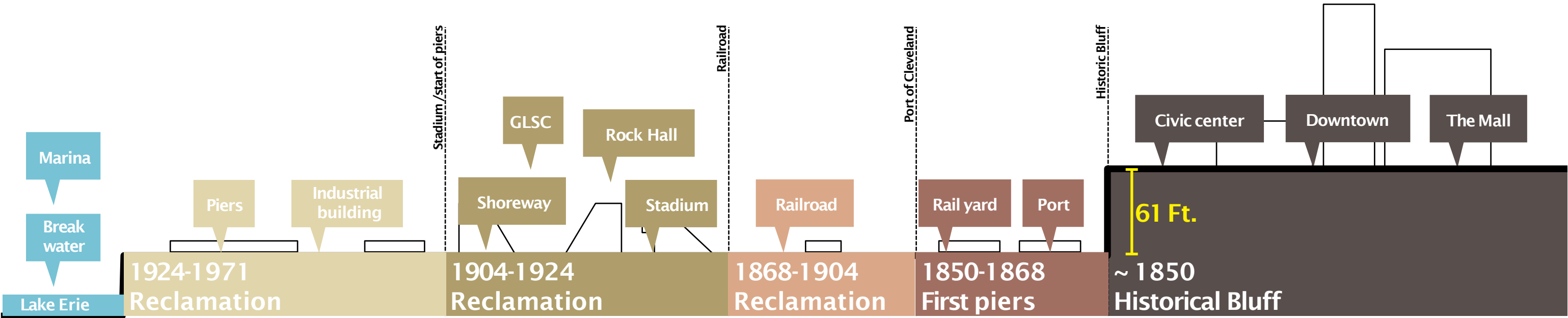
- NorthCoastHarbor.org



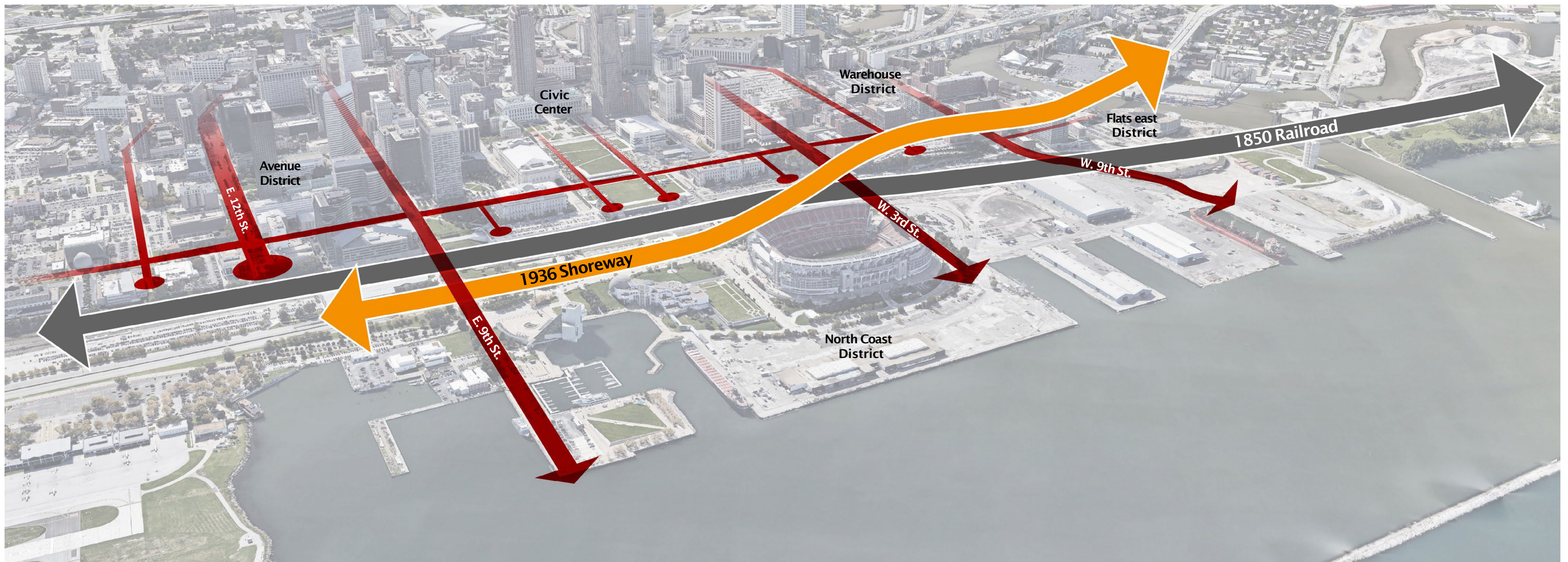
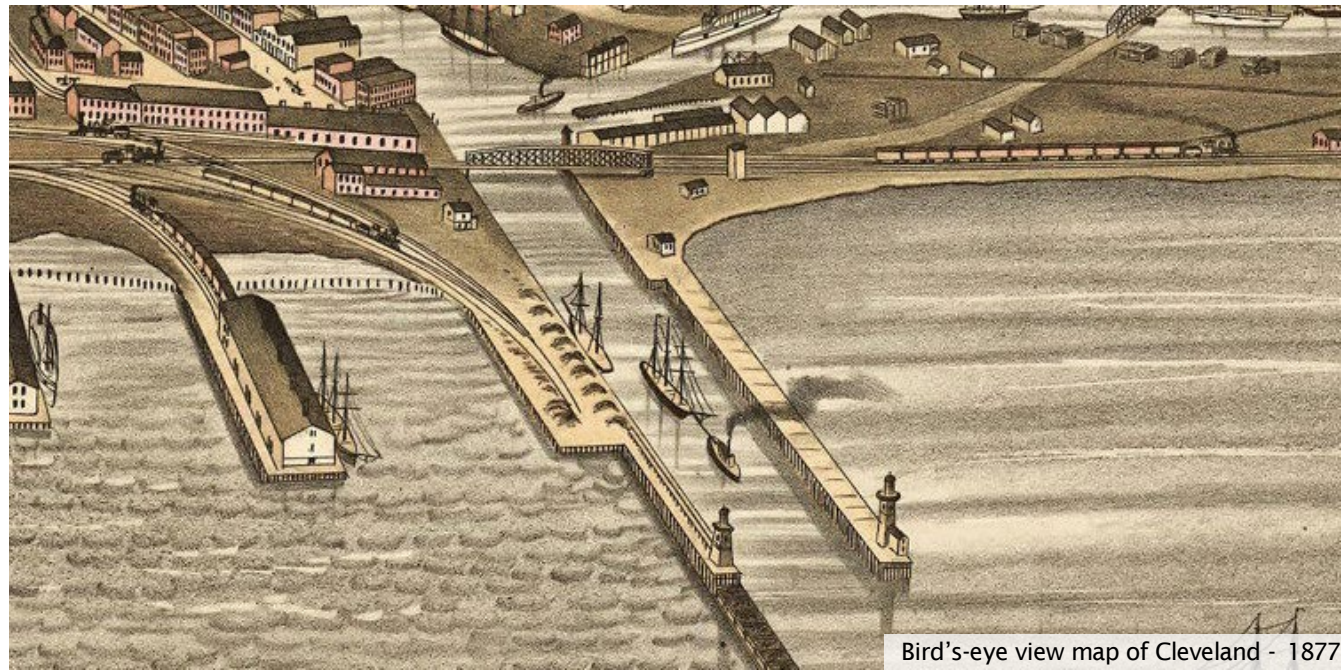
An Evolving City & Shoreline



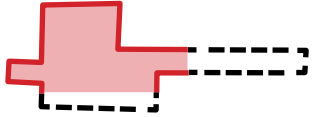
An Evolving Shoreline



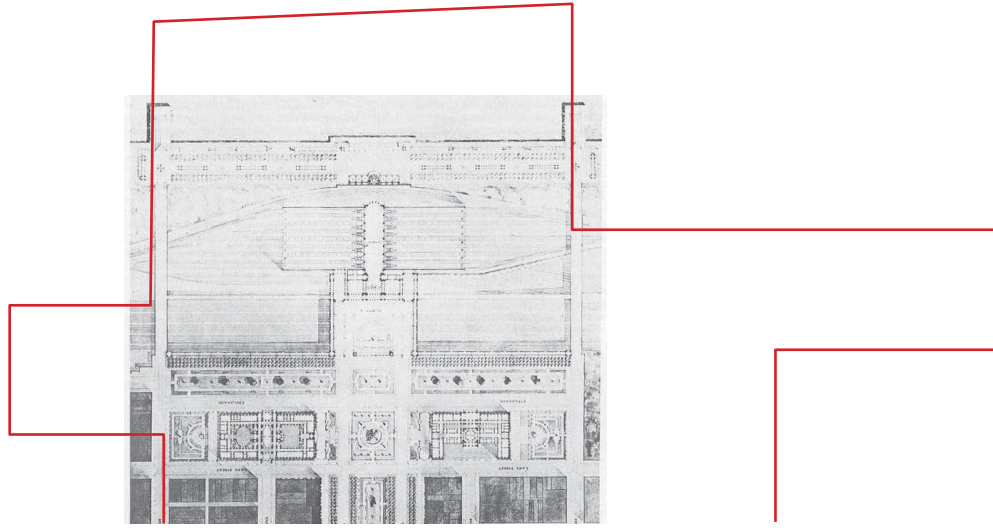
Severed Connections



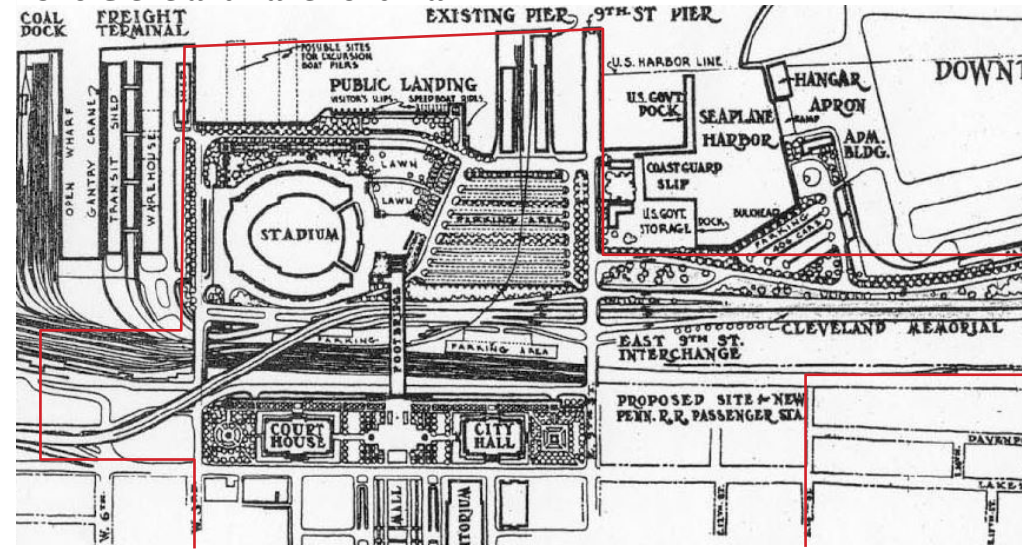
Lakefront Plans 1903-2011



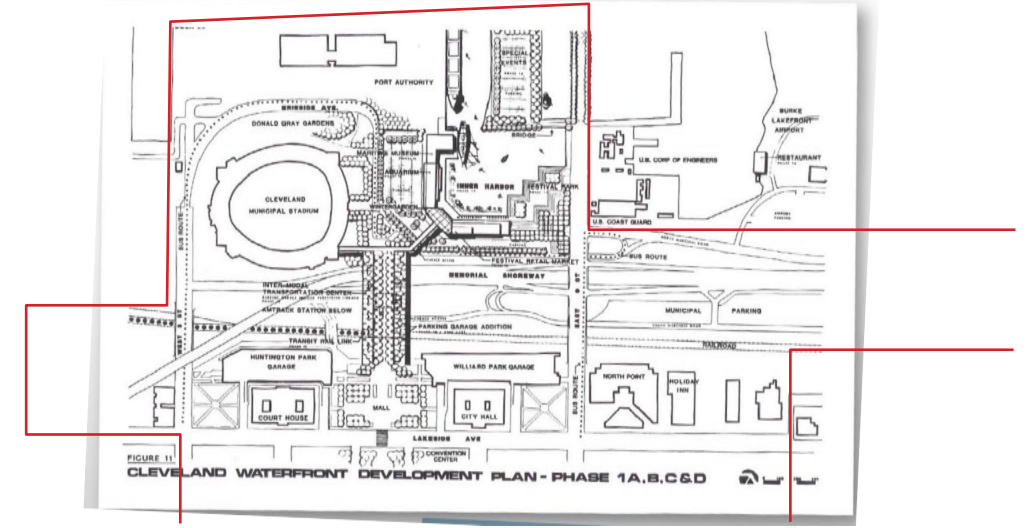
1903 Group Plan



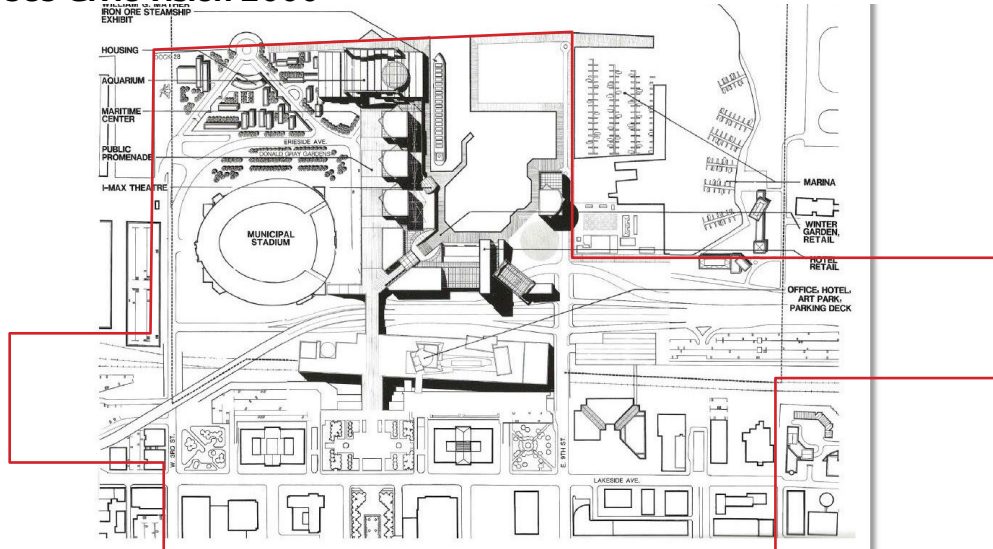
1946 Cleveland Lakefront Plan



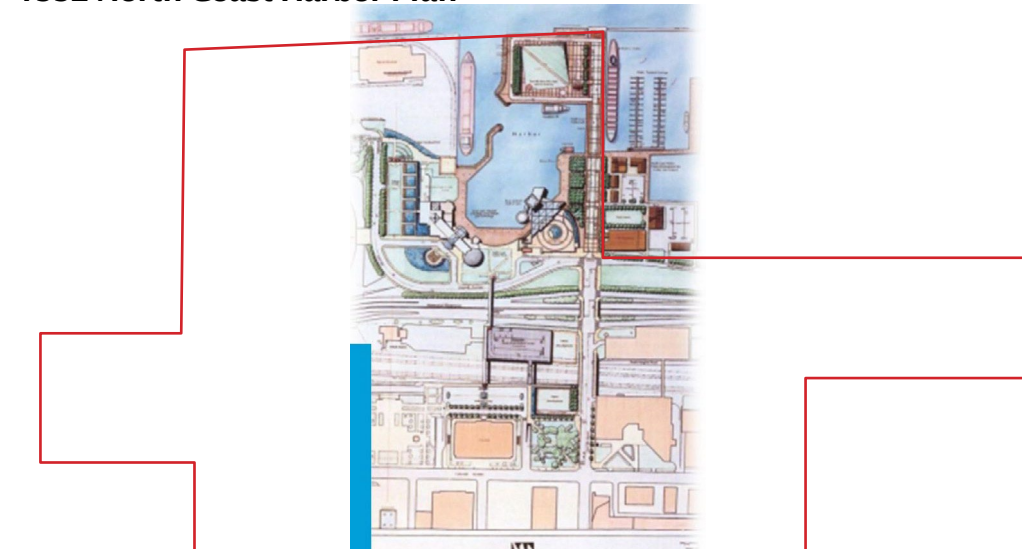
1985 Cleveland Waterfront Study



1989 Civic Vision 2000



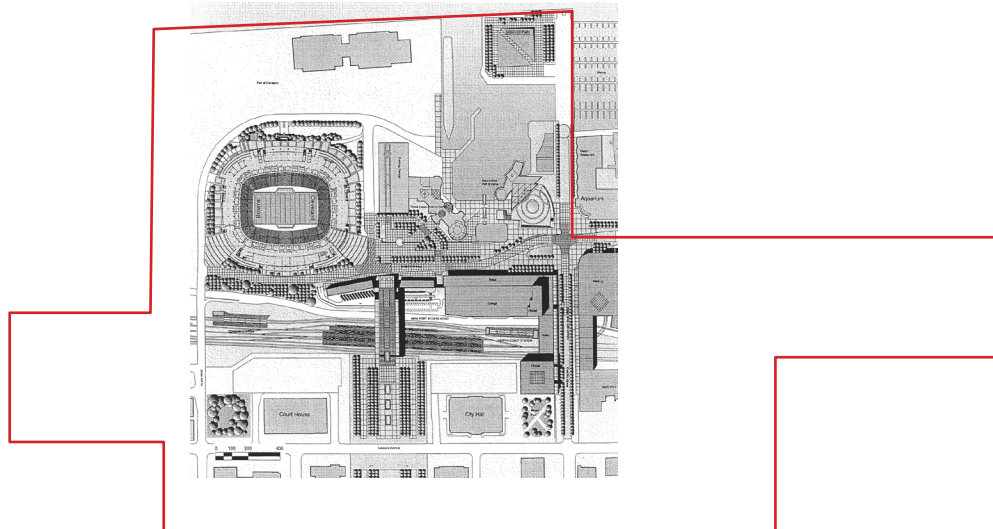
1992 North Coast Harbor Plan



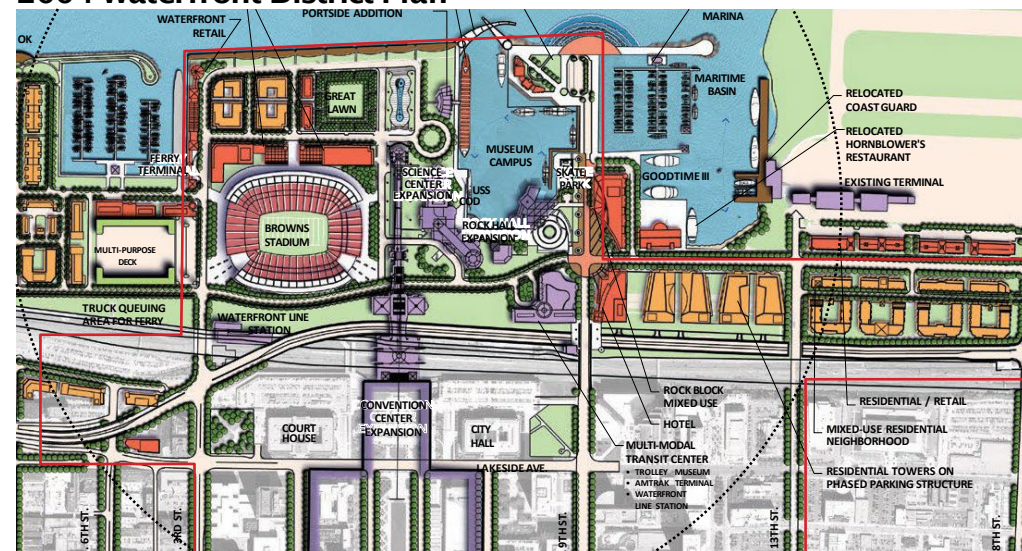
1998 Civic Vision 2000



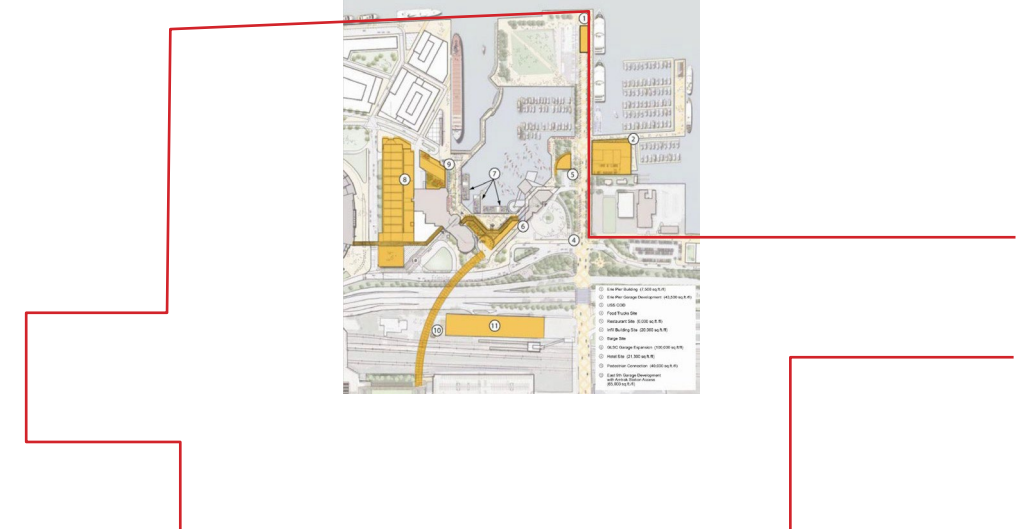
1999 North Coast Transportation Center Plan



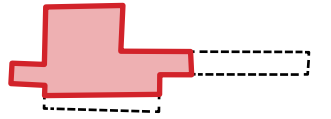
2004 Waterfront District Plan



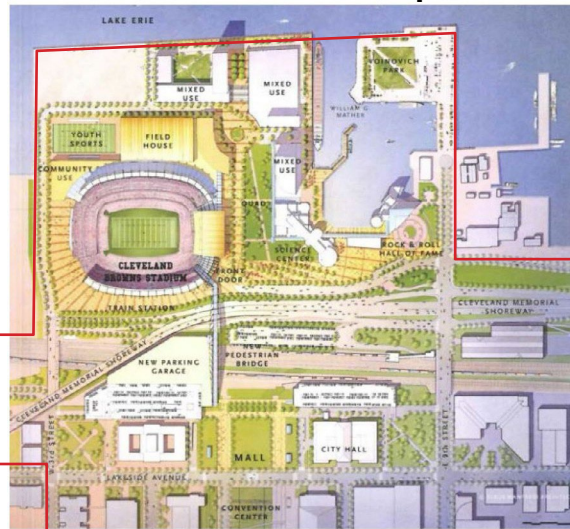
2011 City Of Cleveland Lakefront Plan



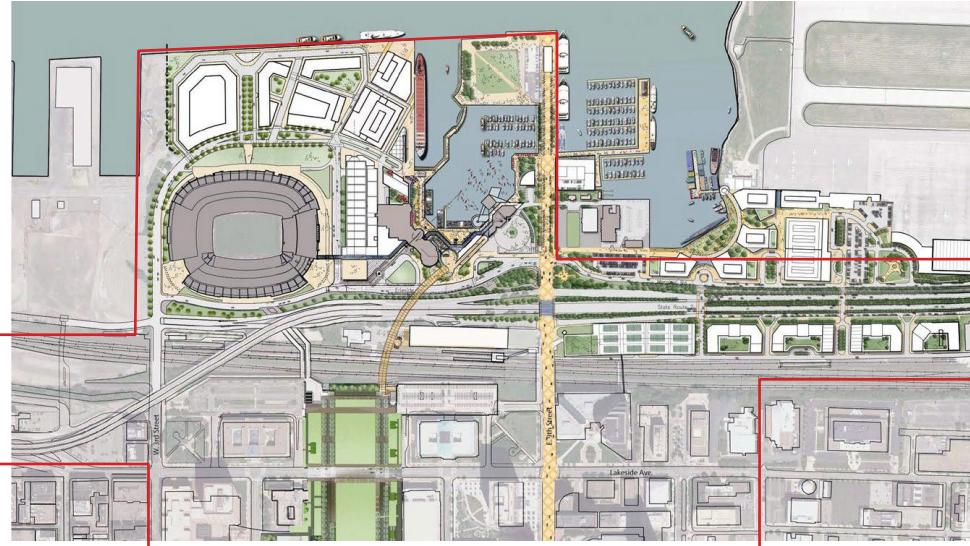
Lakefront Plans 2011-2021



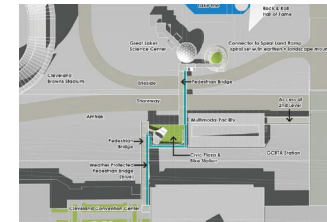
2011 Cleveland Browns Lakefront Proposal



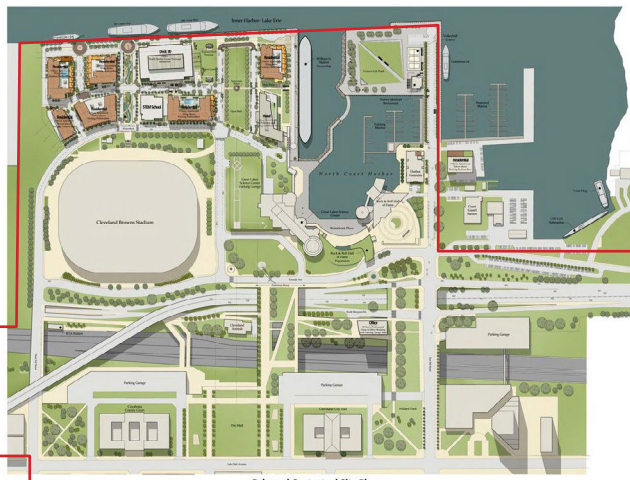
2012 Cleveland Lakefront Plan



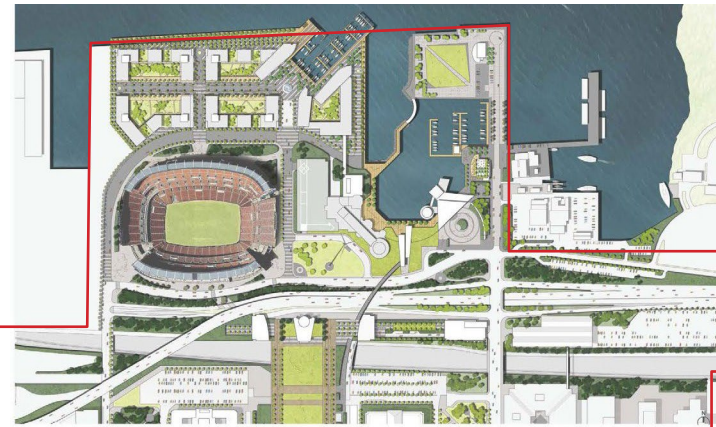
2013 Lakefront Multi-modal Proposal



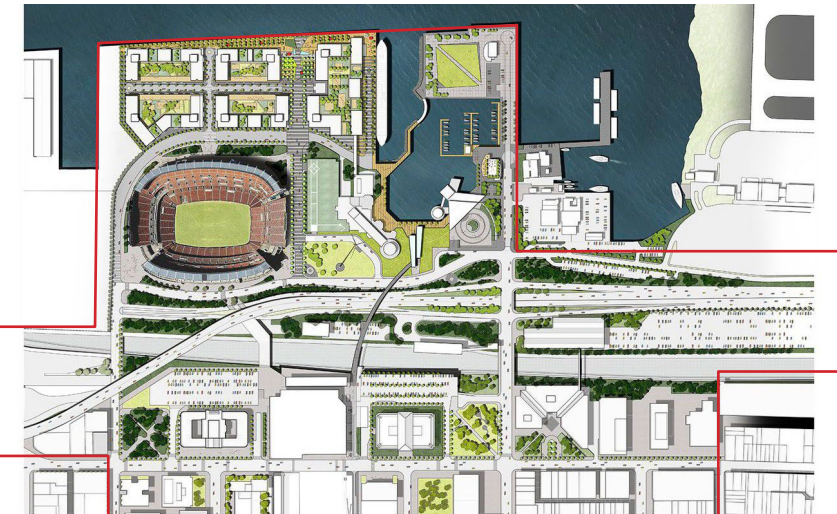
2013 Lakefront Development



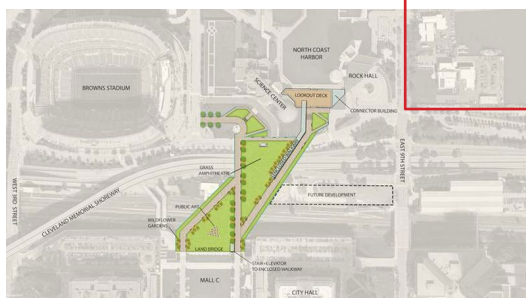
2013 Lakefront Development



2014 North Coast Harbor Proposal



2017 Green Ribbon Coalition Plan



2019 North Coast Harbor Master Site Plan

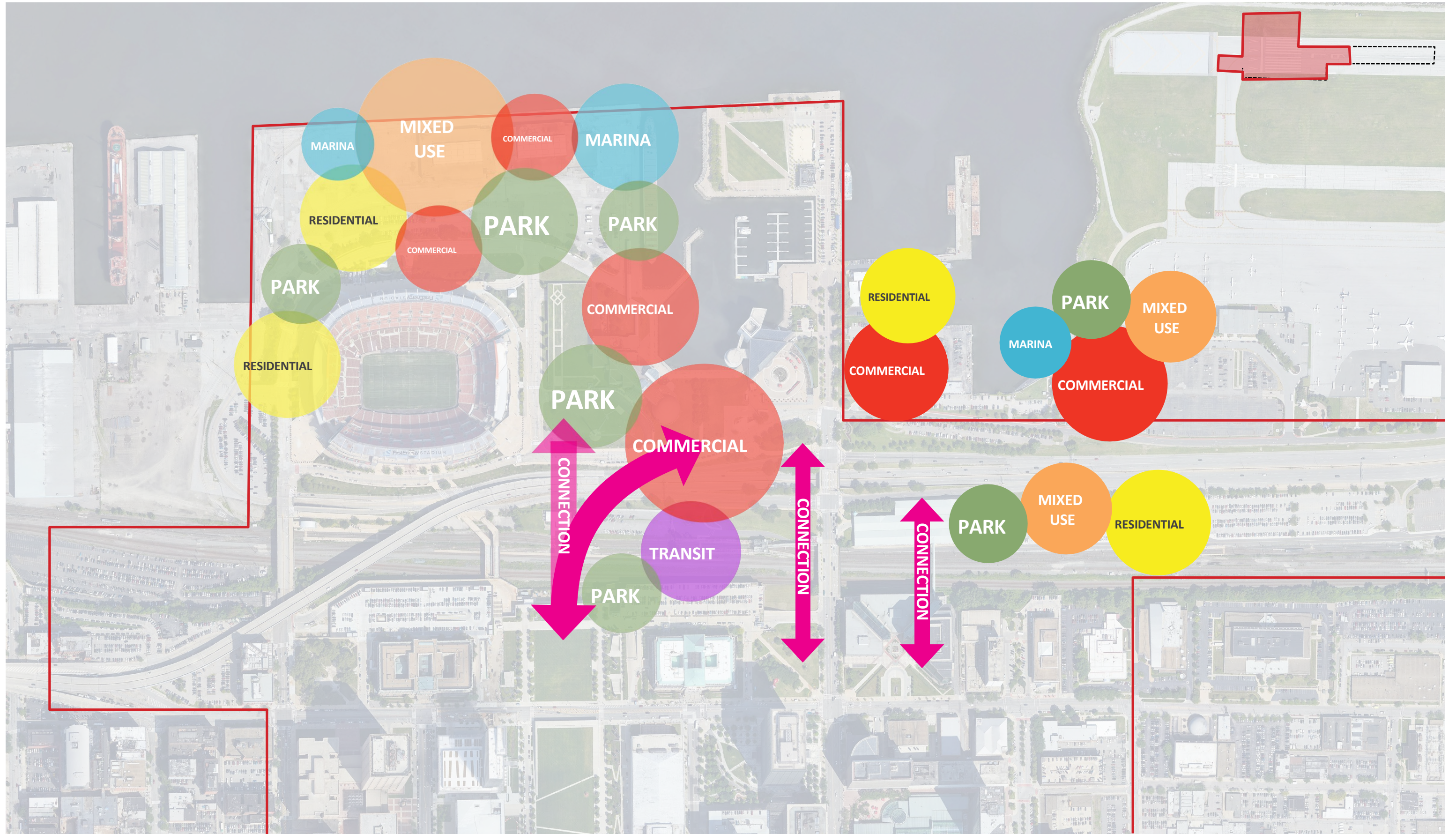


2021 Downtown Lakefront Vision



Site Use Commonalities

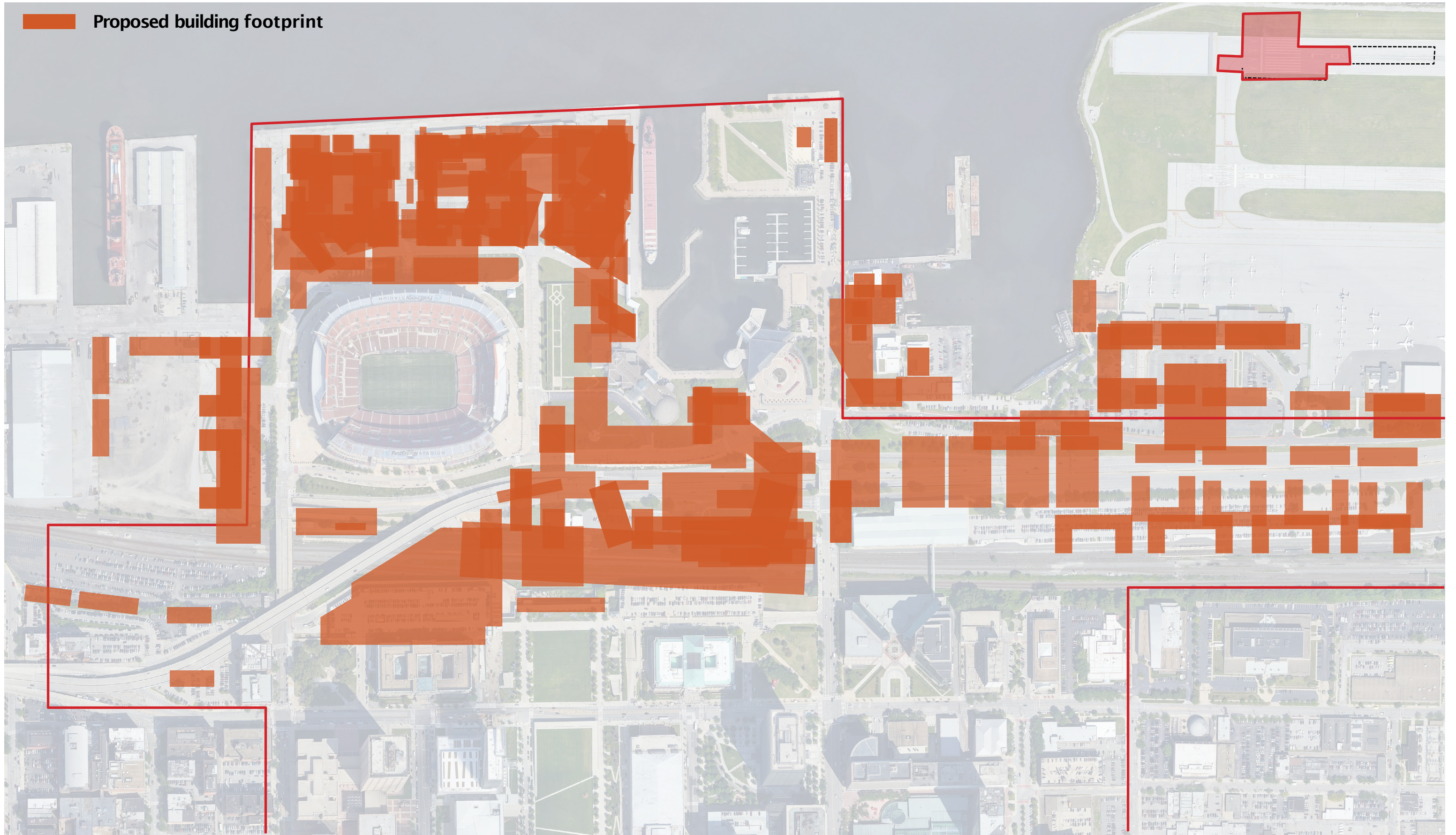
General program overlays from previous plans 1946-2021



Development Site Commonalities

Overlay of proposed building footprints from previous plans 1985-2021

Proposed building footprint



Case Studies

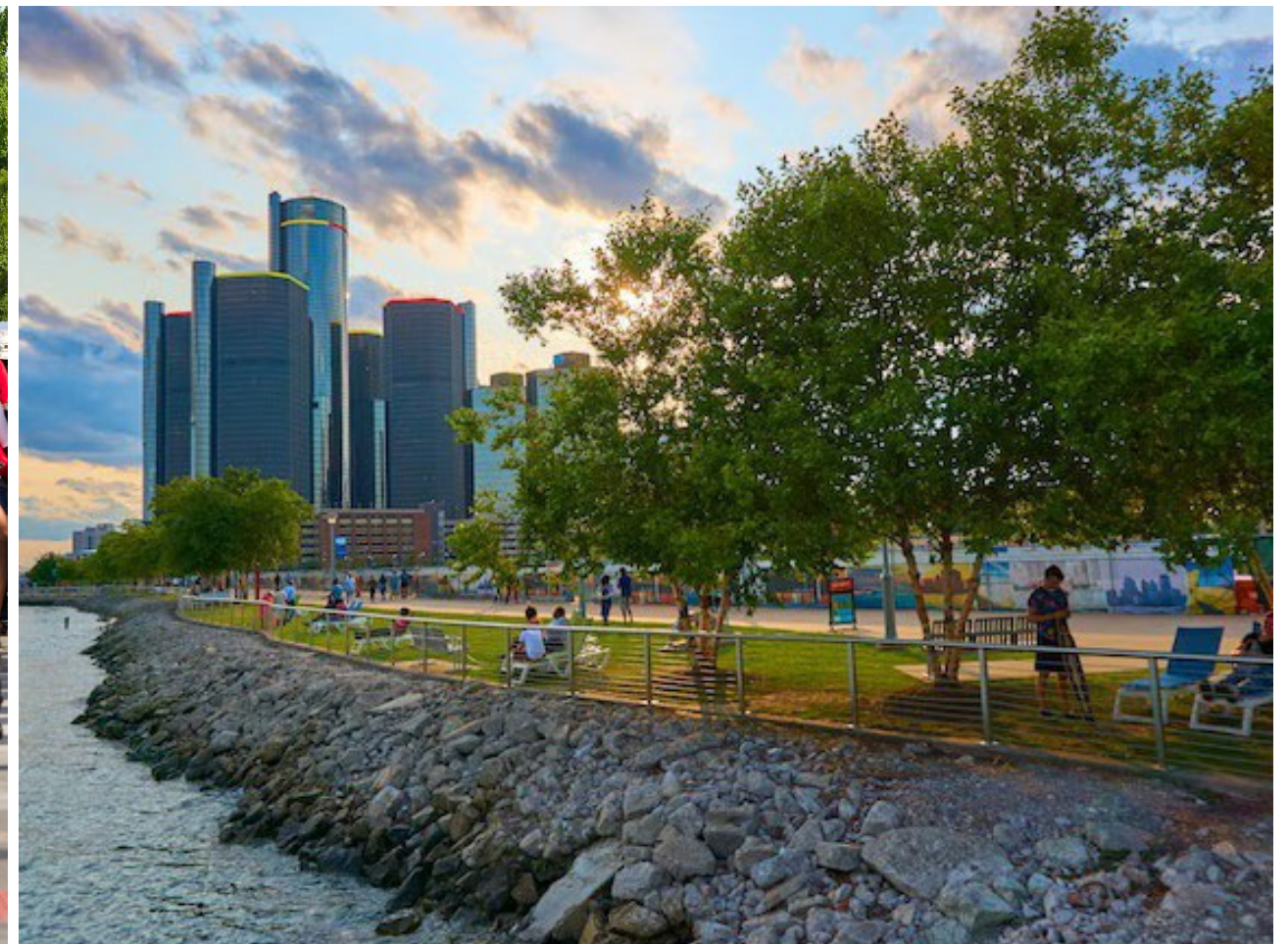
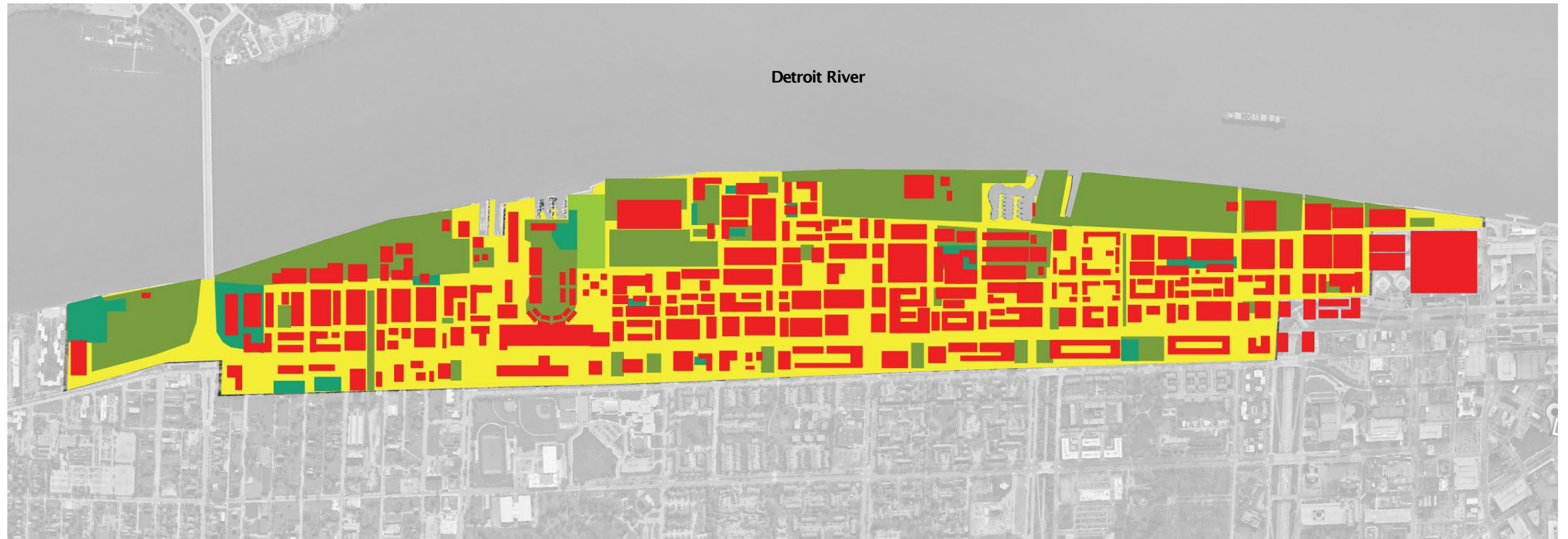
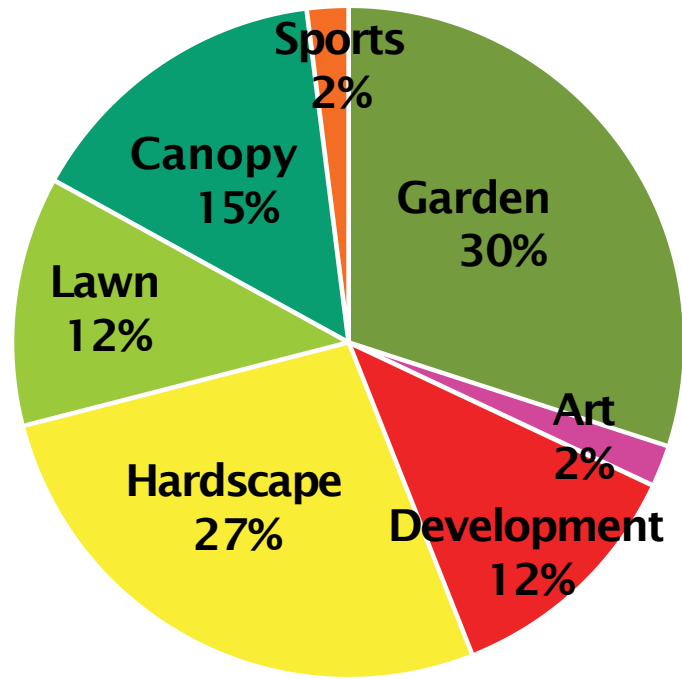
- Waterfronts
- Land
Bridges

Detroit East Riverfront

Scale:

- Acres = 480

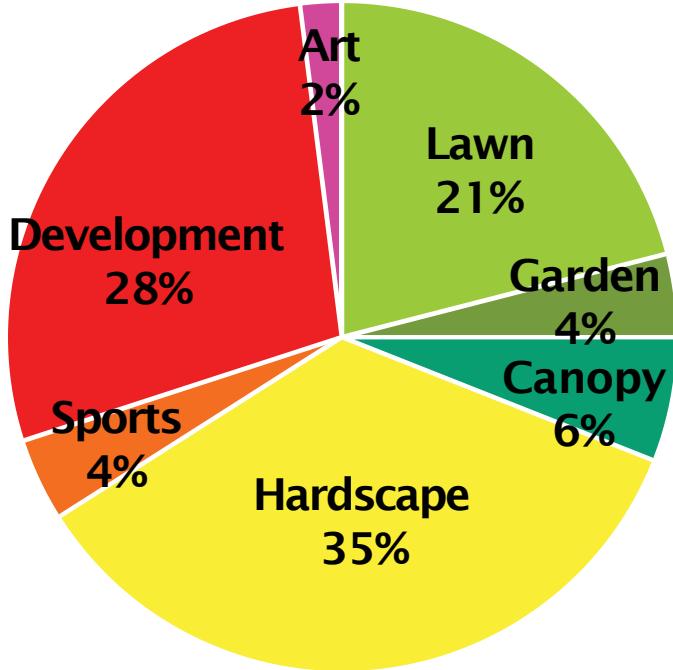
Program Mix:



Toronto Central Waterfront

Scale:
• Acres = 96

Program Mix:

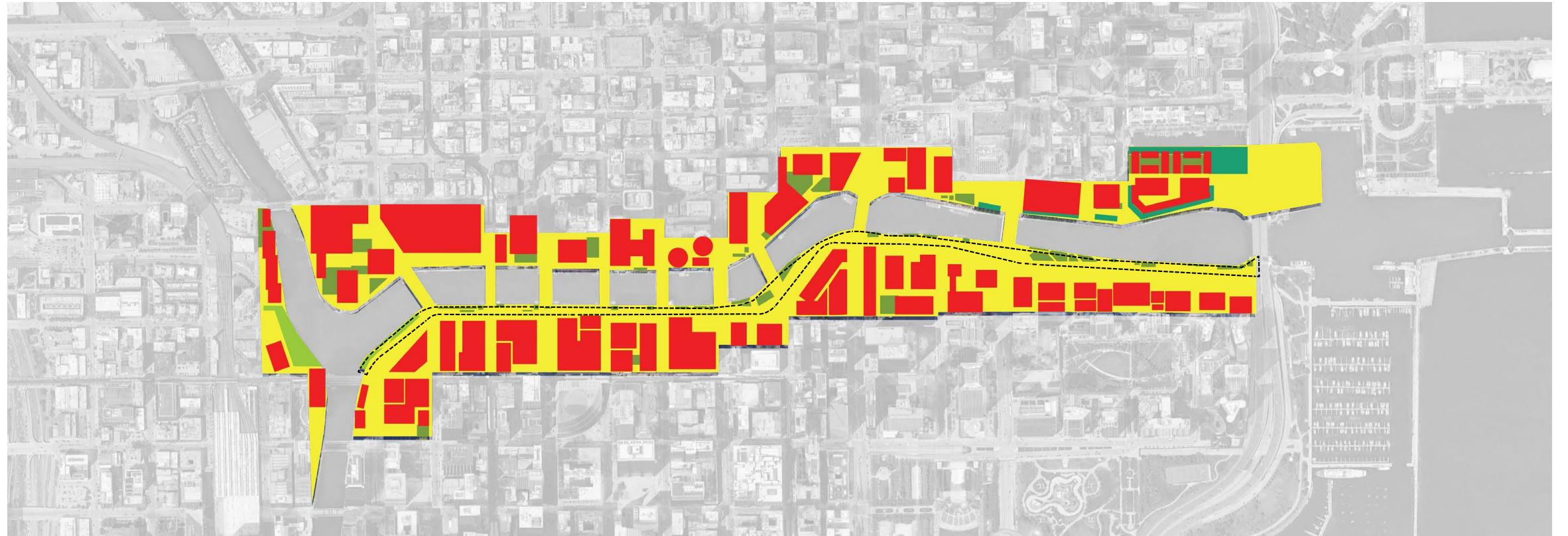
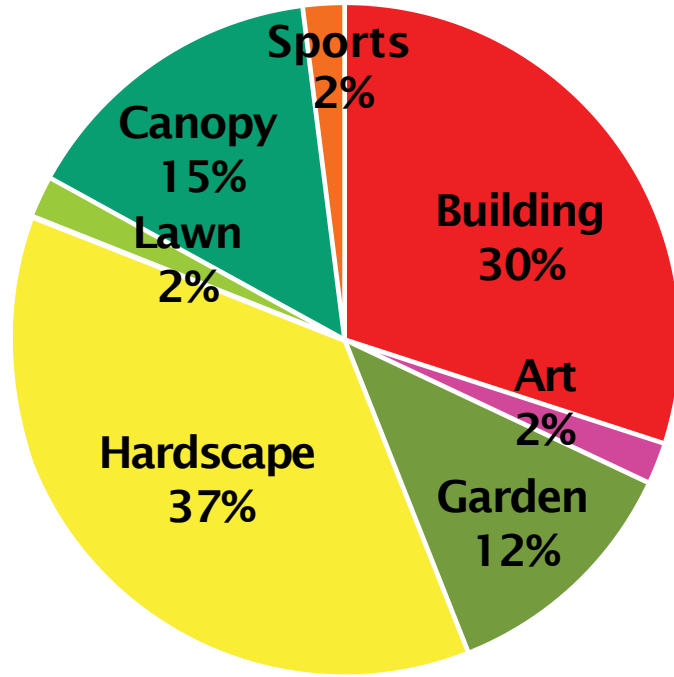


Chicago Riverwalk

Scale:

- Acres = 9

Program Mix:



Lower Rainier Land Bridge

Seattle, WA

Programs:

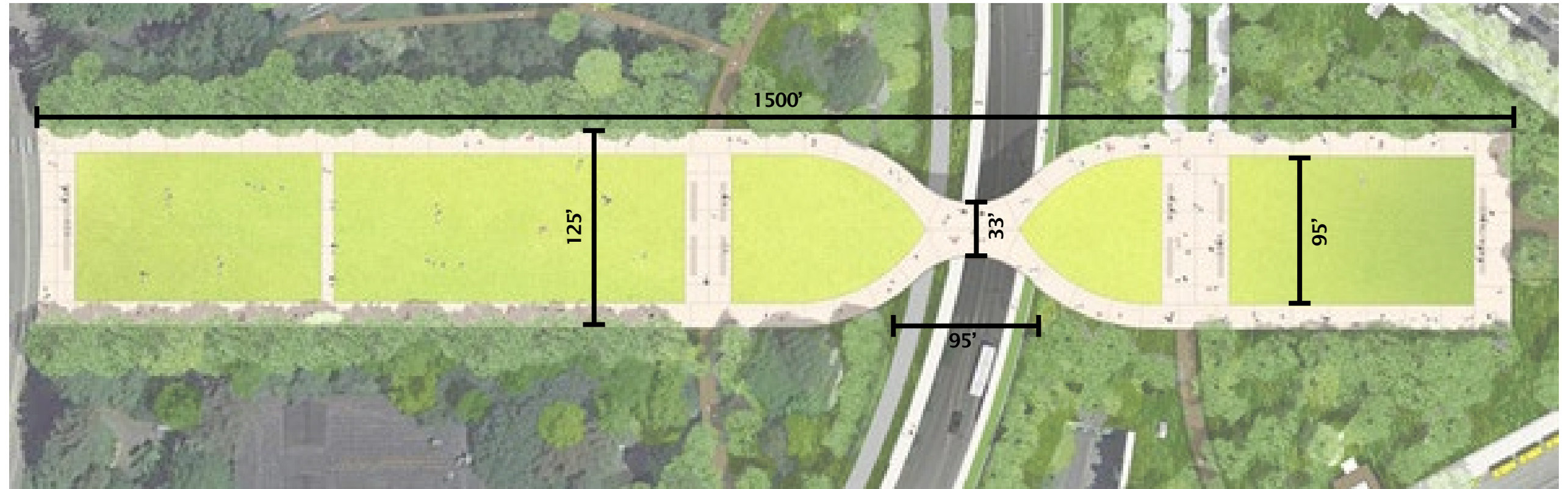
- Biking
- Gardens
- Civic Lawns

Relevance:

- Multi-Modal
- Light Rail Station
- Husky Stadium
- Historic Context

Scale:

- Span = 95'
- Acres = 6.3
- Length = 1500'



Penn's Landing

Philadelphia, PA

Programs:

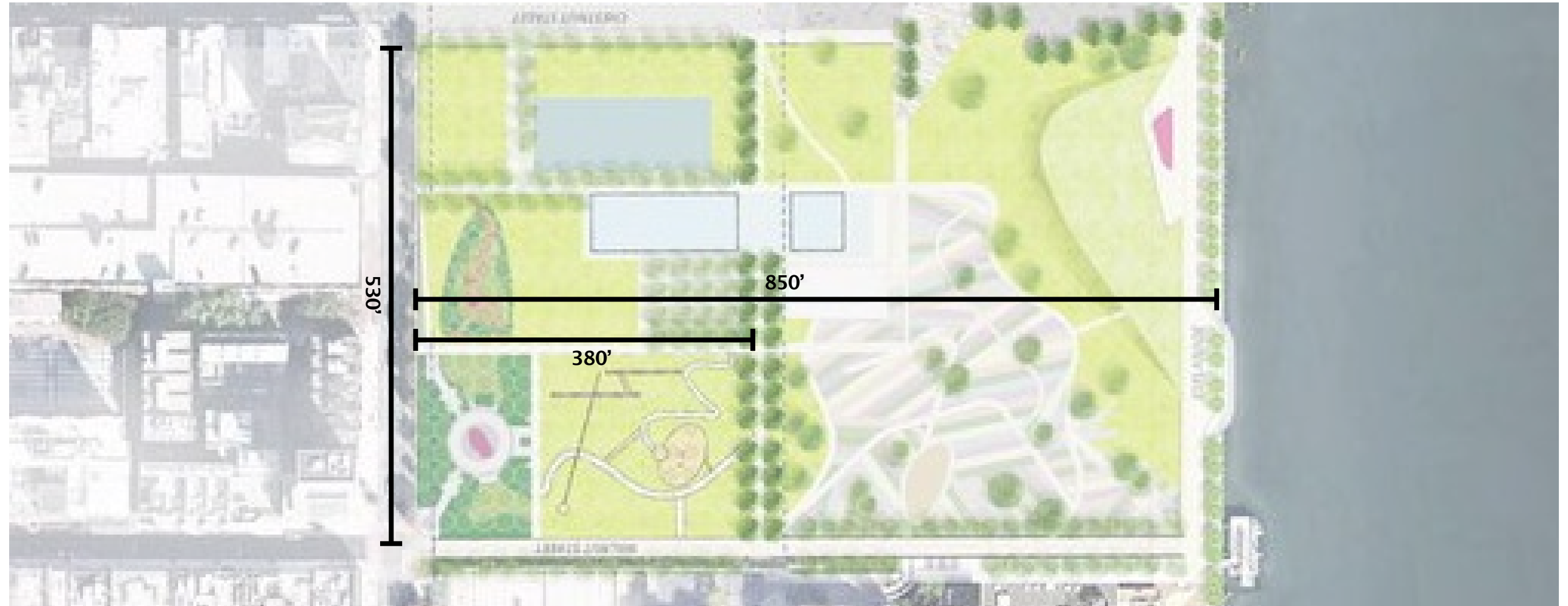
- Performances
- Festivals
- Retail
- Playgrounds
- Ice Rink
- Water Play
- Gardens
- Lawns
- Cafe and Pavilion

Relevance:

- Touches down at water's edge
- Connects Center City to riverfront
- Civic Space

Scale:

- Span = 380'
- Acres = 11.5
- Length = 850'



11th St Bridge Park

Washington D.C.

Programs:

- Boating
- Habitat
- Outdoor Amphitheater
- Art
- Retail

Relevance:

- Connecting the Capital to Underserved community
- Community Driven
- Iconic Destination

Scale:

- Span = 640'
- Acres = 1.8
- Length = 1015'

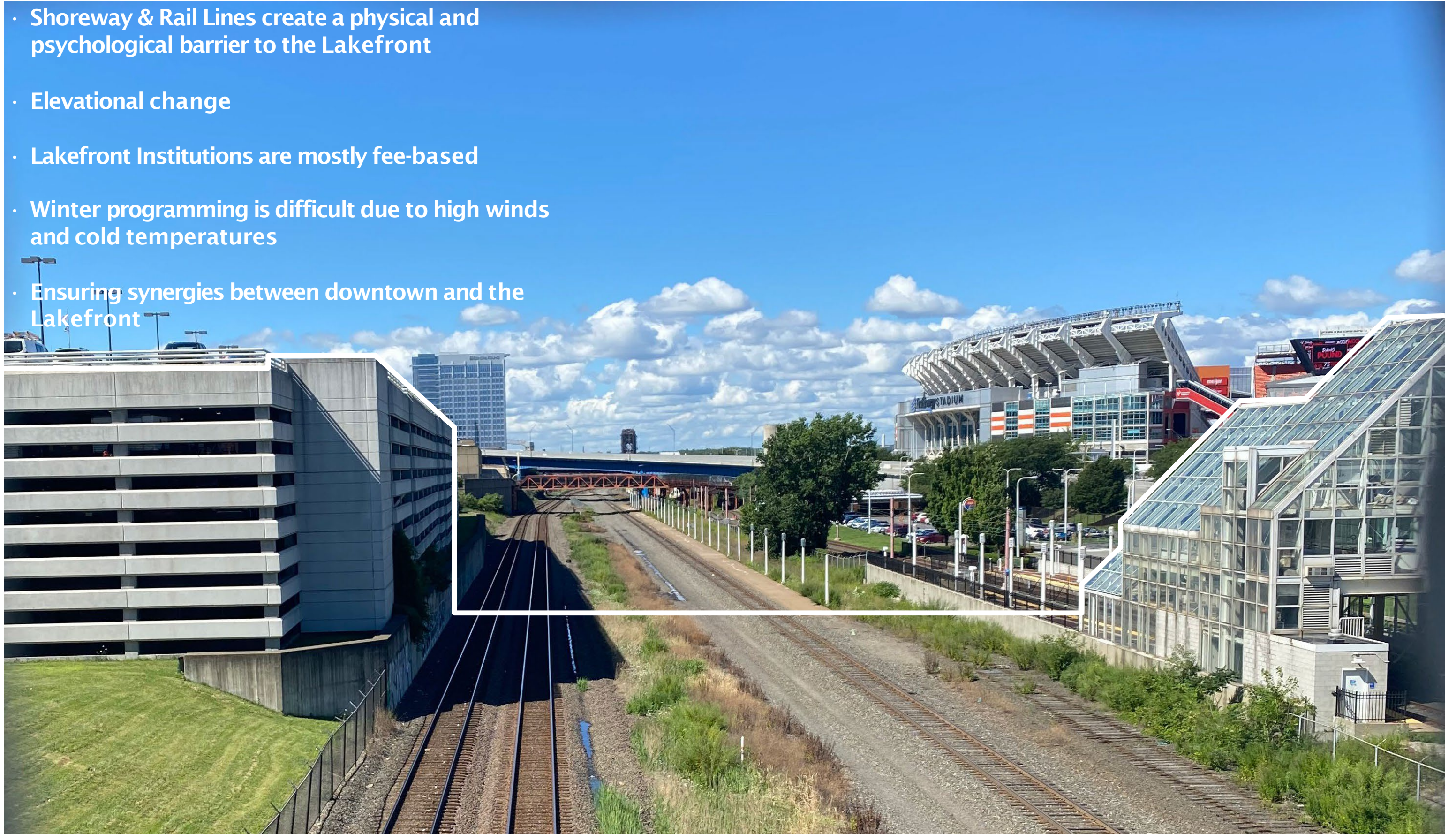


Site Observations



Site Challenges

- Shoreway & Rail Lines create a physical and psychological barrier to the Lakefront
- Elevational change
- Lakefront Institutions are mostly fee-based
- Winter programming is difficult due to high winds and cold temperatures
- Ensuring synergies between downtown and the Lakefront



Emerging Opportunities & Priorities

- **Prioritize the public realm and “inside-out” planning**, creating a welcoming destination that belongs to everyone, initiated through a listen-first approach that starts with public realm and community drivers, while recognizing the vital and significant role of development.
- **Integrate thoughtful and equitable development** balancing location, density, use, access, constructability and demand with the core master plan values of access, equity, and environmental health.
- **Connect the Core to the Shore** understanding this next transformation as part of an evolving shoreline, with the opportunity to strengthen both the downtown and the lake for everyone.
- **Center equitable and Multi-Modal Access** to and along the lakefront, creating a bike and human friendly, multi-modal corridor with affordable public transit options. Promote sustainability, health and wellness while helping to remedy the past history of the railroad and shoreway severing neighborhoods from the lake.
- **Tell and celebrate the “Whole History”** highlighting the gaps and lived experiences which are lesser known to give weight to and honor stories of sacrifice, achievement, culture, and personhood of all.
- **Foreground ecology** recognizing the Lake as a stakeholder and using nature-based solutions that are ecological and restorative - building community, improving lake ecosystems and embracing the water.
- **Foster joy and activation** with a variety of features and uses informed by community input that embrace the site, inspire wonder, and are uniquely Cleveland.
- **Embrace the water and bluff** reinforcing vistas, view corridors, and the procession to the lake to increase the drama and arrival at the water’s edge. Celebrate the industrial working waterfront, and other unique site features.

Embrace the Bluff



Embrace the Skyline



Vary the Shoreline & Foreground Ecology



Celebrate the Working Waterfront



Integrate Thoughtful & Equitable Development



Center Equitable & Multi-Modal Access



Expand Water Access

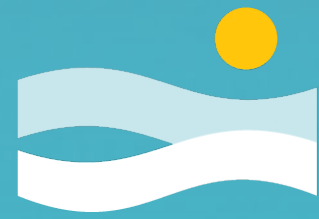


Connect the Core to the Shore



Foster Joy & Activation





Cleveland's

North Coast

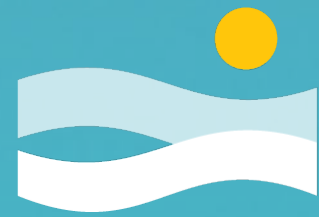
Breakout rooms.

Breakout rooms

- We will automatically move you into a random group
- Presenters will rotate into each room and lead a 10-minute discussion
- You can leave your breakout room to talk to project team members
- Breakouts will close at 1:20 p.m.

Discussion guidelines

- Listen respectfully and actively to others
- Commit to learning, not debating
- Allow everyone the chance to speak. Be brief!
- Avoid blame, speculation or inflammatory language



Cleveland's

North Coast

Move to breakout rooms.

Breakout room summary

- Big takeaways
 - **Vision and Values**
 - **Uses**
 - **Stories**
 - **Connector discussions**
- Common questions

Next steps

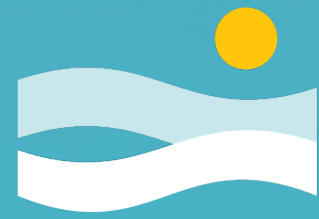
- Post this recording and presentation at ClevelandNorthCoast.com
- Collect and understand ideas from workshops, briefings, events and surveys
- Refine designs and plans based on what we hear
- Return in the summer with new details and more questions

Share more ideas

Take our survey!

ClevelandNorthCoast.com/Survey

or call 216-664-2210 for more information



Cleveland's

North Coast

Thank you.