CEDAR-FAIRMOUNT TRANSPORTATION & STREETSCAPE PLAN

Refocusing main street to better serve our vibrant and diverse Cleveland Heights community

A TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE

NOVEMBER, 2009

NOACA

Baker

city architecture

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INTRODUCTION

What is the purpose of this study?

By investing in the creation of a multi-modal district, Cleveland Heights is investing in its future. Current trends show populations moving back to urban centers. Historically, investments in infrastructure led to widening of roads, the creation of arterial roadways, and increases in speed limits in order to move automobiles from destination to destination in a very direct, quick manner. The result is often underutilized city centers and streets that focus on automobile traffic at the expense of the cyclist or pedestrian. Once vibrant activity nodes, urban areas give way to subdivisions, shopping malls and single-use developments. It is essential to the City's future to invest wisely in public infrastructure to allow for growth, flexibility and redevelopment. By doing so, places like Cedar-Fairmount can thrive with an increase in its customer base and lead to potential new mixed-use development to further evolve within the Northeast Ohio region.

Critical investments in public infrastructure must occur as many utility systems and roadway networks need to be updated or replaced. Progressive communities like Cleveland Heights are taking advantage of this need for construction projects to rethink how the road and streetscape environments can have a more positive impact on the community. By refocusing Cedar Road towards the pedestrian while maintaining an appropriate traffic system, users of the street will feel more comfortable and safe. Adding amenities along the street will provide opportunities to sit on benches and occupy the sidewalk areas as outdoor rooms, give a person traveling by bicycle a place to lock their bike as they shop in the district, and calm traffic, all resulting in a safer district with a healthy balance between all users. Smart investments in infrastructure systems reshape the roadway and enhance sidewalk areas, creating a walkable district with a strong sense of place in addition to making the needed repairs and replacements to utilities and pavement.

Cleveland Heights is familiar with the importance of infrastructure / public space investment and the TLCI process since the completion in 2008 of a report for the Cedar – Lee neighborhood and the construction of the Coventry Road Streetscape in 2004. It is a means of fostering redevelopment opportunities, promoting multi-modal transportation options, creating access to public parking lots and incorporating wayfinding elements to direct visitors to the area.

Rethinking the performance of the streetscape often involves reconfiguring the roadway to meet current and future traffic capacities. As patterns and volumes have changed over time, adjusting travel lanes, traffic signal locations and studying vehicle movements can identify opportunities to improve the entire network. The District's location as a gateway to the City of Cleveland Heights can take full advantage of the existing traffic patterns at the top of the hill intersection. Potential reductions in the amount of roadway pavement can be used to expand sidewalks, provide landscaped medians, add on-street parking or include corner bump-outs to better serve all users of the street and neighborhood while maintaining traffic systems.

CASE STUDY

Coventry Road
Rehabilitation

A previous infrastructure / streetscape investment by the City of Cleveland Heights along Coventry Road identified many opportunities to enhance the pedestrian realm by reorganizing the sidewalks.

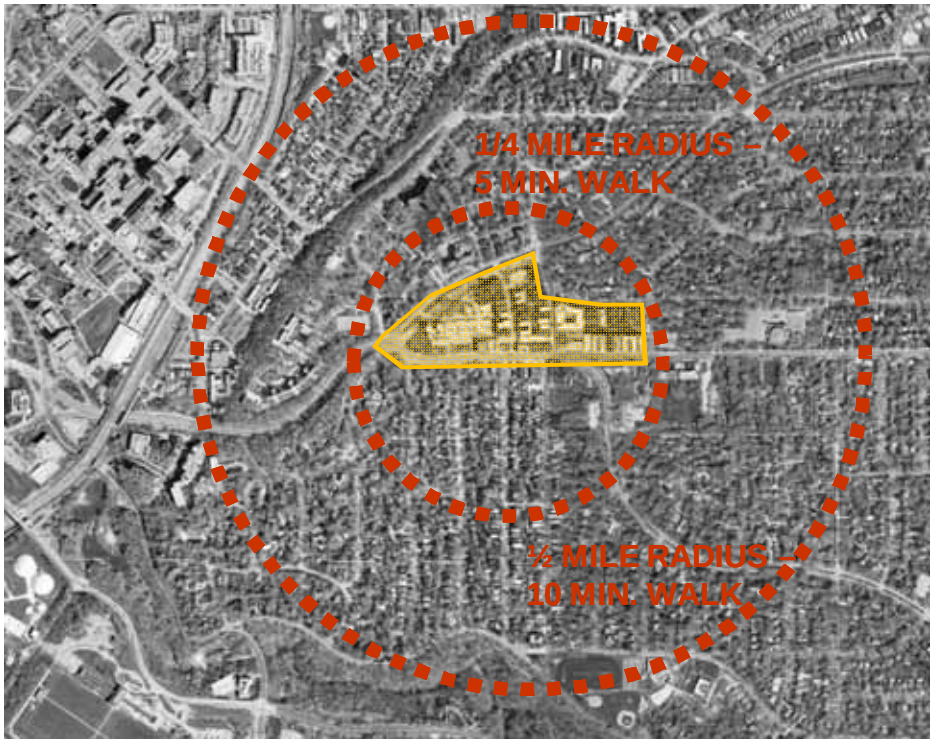
Additional space was created by consolidating and eliminating redundant utility poles. Benches, light poles and other amenities are placed in opportune locations to best serve the District. Public Art plays a significant role in the new identity of Coventry Road , and the installation is well-known throughout the Northeast Ohio region.

Following this public investment, numerous building renovations, storefront rehabilitations and new businesses have strengthened and helped to sustain this vibrant commercial district.

Why is this study important for the City of Cleveland Heights?

The Cedar-Fairmount District serves as a vital commercial center for the City. As a traditional mixed-use neighborhood, the district houses multiple service-oriented businesses, offices, restaurants and retail storefronts. Dense residential developments include new townhomes and historic apartment buildings as well as single family homes. Because of the district's proximity to Downtown Cleveland, University Circle and several hospital campuses, the majority of apartment tenants are students and young professionals. Many of the district's shoppers are residents, and internal trips account for much of the pedestrian traffic. The surrounding residential neighborhoods also create a generous amount of foot and bicycle traffic. With such a prominent and important standing in the City, the Cedar-Fairmount District's connectivity within its context must be improved to further encourage visits and facilitate comfortable pedestrian experiences. Strengthening these relationships will promote business by providing various modes of transportation options to and from the district, which will ultimately support Cedar-Fairmount's growth and prosperity.

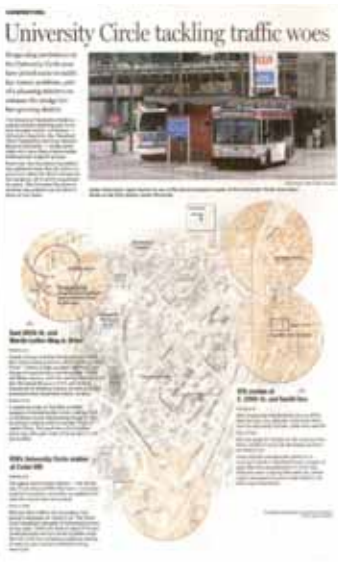
As a first ring suburb, the City of Cleveland Heights offers a myriad of opportunities for businesses and residents. Additionally, the city serves as a major access route from eastern suburbs to Cleveland's Central Business District. This TLCI study was conducted to discover a better balance between all modes of travel throughout the district while furthering the role of the city within Northeast Ohio. Emerging shopping districts, notably "Life Style Centers", have recently threatened established commercial centers like the Cedar-Fairmount District. Surrounded by large surface parking lots, accessed from local highways and immense investments in amenities such as landscaping, public furniture and green spaces, regional Life Style Centers' successes can come at the expense of local commercial spaces and services. New trends in shopping center design have recently made the move to recreate the scale and character of places like Cedar-Fairmount. However, their authenticity as a "downtown" can be quickly challenged by studying their relationships to their context. Cedar-Fairmount is surrounded by a diverse mix of residential developments; single family houses, duplexes, century homes, newly constructed townhomes and mid-rise apartment buildings all create potential pedestrians and patrons within the district. One of the primary goals of the TLCI process is to create walkable environments where pedestrians feel safe and connected within their surroundings.



Five and Ten minute walking radii encompass hundreds of homes and thousands of residents immediately surrounding the District providing a strong sense of connectivity unlike Life Style Centers (below) that have very weak connections to their context.

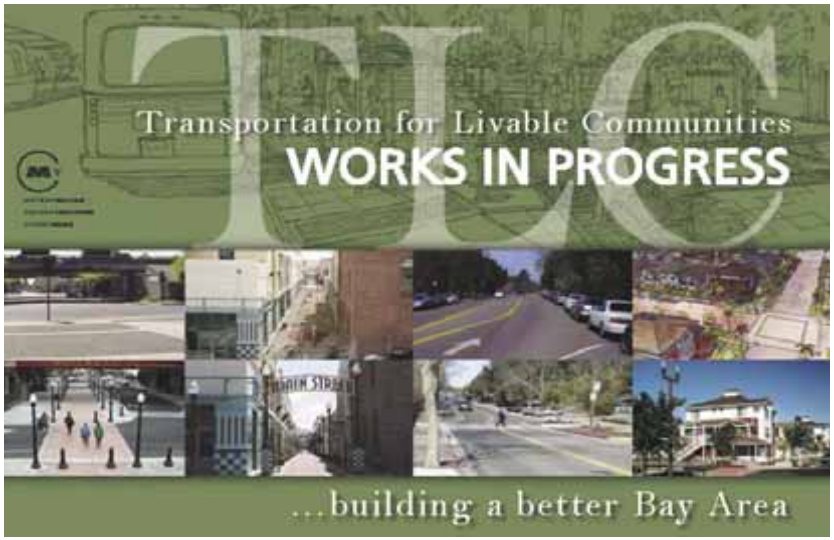
What is the Transportation for Livable Communities Initiative?

The Cedar-Fairmount Streetscape and Transportation Plan is an improvement initiative aimed to advance the quality of the district's environment by enhancing the transportation networks serving this important Cleveland Heights neighborhood. Through a federally funded program, the City of Cleveland Heights applied for and won a grant from NOACA's "Transportation for Livable Communities Initiative" program. The TLCI program can be used for the purposes of planning and development of conceptual design options for improvements to neighborhood streets and sidewalks; to promote walking, biking and the use of public transportation in urban places; and to determine potential redevelopment sites. This exciting grant program studies the value infrastructure investments can create to better serve their surroundings through thoughtful design that respects contextual and cultural influences. Instead of focusing solely on roadways and other auto related improvements, the TLCI process examines the benefits of creating viable multi-modal neighborhoods that provide pedestrian amenities, safer bicycle travel, access to public transportation systems and opportunities for redevelopment and investment in established communities.


University Circle tackling traffic woes


The rebirth


Main Street makes a comeback



"The intricate connections between transportation and land use are central to the very quality of our lives. And with growth as much a certainty in the San Francisco Bay Area as sunshine, fog and wind, it is essential that these connections be strengthened if we are to avoid increased congestion, decreased mobility and a diminished quality of life. This is the challenge addressed by the Metropolitan Transportation Commission's unique Transportation for Livable Communities (TLC) program."

Metropolitan Transportation Commission

GOALS OF THE TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE

The TLCI provides federal funding or technical assistance for the planning of transportation projects that meet the following goals:

- Enhance the **economic viability** of existing communities within the region
- Enhance the region's **quality of life**
- Enhance a community's **identity**
- Foster **compact land use** development / redevelopment
- Facilitate accessibility by **improving the range of transportation choices** by adding or improving pedestrian, transit or bicycle facilities
- **Reduce air and water pollution** through best management practices
- Encourage **fuel and energy conservation**
- Promote a **healthier community** through planning and environmental linkages from an integrated transportation perspective
- **Preserve and enhance open space** , farmland and forests
- Assist the **redevelopment of urban core communities**
- Result in projects that can **compete at the regional level for capital funds** through NOACA's regional transportation investment process
- **Enhance the historic, archaeological, scenic and environmental elements** of the transportation system
- **Improve the safety and efficiency** of the existing transportation system

What is the Planning Process?

A major focus of the TLCI program is to fully involve the community as an integral contributor in the planning process. Throughout the planning study, meetings, surveys and presentations have occurred to ensure community input was incorporated into the plan. Multiple project workshop meetings have been held with key members of City staff. Additionally, a core group of participants and representatives of residents, business owners and landlords, referred to as "Stakeholders", was identified by the City. Meetings with the Stakeholders were held before each Community Meeting to receive initial feedback and to guide community interaction. Stakeholder meetings were conducted as an open forum where ideas could be shared and considered to make sure the design team's work was reflecting the best interest of the citizens of Cleveland Heights. Finally, three Community Meetings / Presentations were made to report findings at critical milestones of the planning process. The Planning Process can be broken down into 4 "chapters":

1. Understanding the District:

Information gathering through site analysis studies, resident surveys, conducting community meetings and researching historical land uses and traffic patterns of the district.

2. Rediscovering the potential of the District:

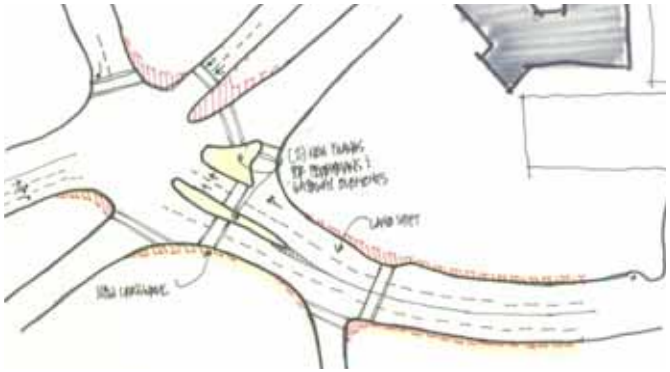
Generate concepts for street and public space enhancements, develop strategies for traffic and redevelopment improvements and complete the traffic system analysis.

3. Envisioning the future of Cedar – Fairmount:

After community input is received and concepts are reviewed by the City, a streetscape direction was selected and further developed. Studies included the impact that reconfiguring the public right-of-way will have along with redevelopment opportunities throughout the district. Since the Top of the Hill site is located within the district, a density study / conceptual development model was completed to better inform the future traffic projections to develop a more realistic traffic system design concept.

4. Implementation of the Plan:

The final design concept was presented along with preliminary cost estimates that allowed stakeholders to prioritize the streetscape improvements and determine what short-term initiatives and next steps can be implemented to help the project gain momentum.



Participants

The Cedar – Fairmount Streetscape and Transportation Plan would not have been possible without the guidance and commitment from the City of Cleveland Heights. The tireless efforts of our Stakeholder Committee and enthusiastic participation by involved residents of the City ensured the vision created for this important commercial district met the many unique needs each user group requires. The resulting plan is truly a community effort that evolved from a strong vision for a vibrant district. Cedar-Fairmount is an area of confluence that will continue to serve the City and its surrounding communities for generations. We would like to thank the following for dedicating their time and talent to the planning process:

City of Cleveland Heights

Mayor Edward J. Kelley
Phyllis L. Evans - Vice Mayor
Bonita W. Caplan – Cleveland Heights City Council
Nancy J. Dietrich – Cleveland Heights City Council
Kenneth Montlack – Cleveland Heights City Council
Mark A. Tumeo – Cleveland Heights City Council
Dennis R. Wilcox – Cleveland Heights City Council
Robert C. Downey – City Manager
Richard Wong – Director of Planning and Development
Nancy McLaughlin – City Planning Staff; TLCI Project Manager
Karen Knittel - City Planning Staff
Kevin Mohr - City of Cleveland Heights Fire Chief
Martin G. Lentz - Chief of Police
Susanna Niermann O'Neil - Community Services Director
Carl Czaga - Manager of Capital Projects

NOACA

Michelle Johnson – TLCI Project Manager
Mahmoud Al-Lozi – TLCI Staff

Stakeholder Committee Members

Margaret Carney - Case Western Reserve University
Mark Majewski - FutureHeights Board Member
Deanna Bremer Fisher - FutureHeights Executive Director
Chris Bongorno - University Circle Incorporated
John Motl – ODOT District 12
Lee Cavendar - Heights Center Building representative
Kaye Lowe - Cedar – Fairmount SID Executive Director
Sandra Martin - The Alcazar General Manager
Bob Fishman - The Grapevine, Owner
Mike Bier - Grandview resident
Jim Cull - Fairmount Boulevard resident

City Architecture

Paul Volpe – Principal
Alex Pesta – Urban Designer

Michael Baker Jr., Inc.

Nancy Lyon Stadler – Traffic Engineer

A special thanks to:
The Cleveland Heights Community Center for providing meeting spaces and technology support throughout this public process.
The many residents, business owners and individuals that completed surveys and participated in the community planning process.

NEIGHBORHOOD ANALYSIS

How does the Cedar – Fairmount District function and serve its community?

Before the transportation and streetscape study could be started, the planning team began by examining the relationship the district has to its surrounding communities and the region. It is important to understand the role the district plays in its current condition to best envision its future potential after redevelopment and enhancements occur. Located on the near-east side of Cleveland, Cleveland Heights is situated between the I-271 corridor and Downtown Cleveland. Cedar Road acts as a main east-west connector along with Mayfield Road (serving the Little Italy neighborhood to the north) and Fairmount and North Park Boulevards (serving many residential neighborhoods to the south). With important connections to University Circle, the region's prominent arts, entertainment and civic district, Shaker Heights and University Heights, the city takes advantage of its surroundings while adding many amenities.

This study focuses on the Cedar Road corridor's path from the City's westerly limits, through the commercial district, extending east past the heavily traveled Fairmount Boulevard intersection. The corridor serves many commuters, and its current traffic patterns and lane configurations clearly reflect characteristics of a main thoroughfare. Beyond acting as a commuter route, the district also houses many local businesses and offices and is "home" to many residents. Residential densities vary within the district, ranging from single family century homes to multi-family townhomes to mid-rise apartment buildings.

Perhaps the most important role the district plays is a Gateway into the City. As the primary connection between Downtown and the eastern inner-ring suburbs, thousands of people enter Cleveland Heights via Cedar-Glen Parkway and are immediately situated in the Cedar – Fairmount District. An important goal of this study is to balance the needs of the streets to accommodate the large amount of commuter traffic in and out of the Heights, while serving as a neighborhood center and gathering place for surrounding residents. Studying the impact and impression this area has on visitors became a significant goal and exercise of the study. Many stakeholders and residents expressed the importance of creating a welcoming environment that reflects the characteristics, priorities and nature of the City.

DISTRICT ANALYSIS

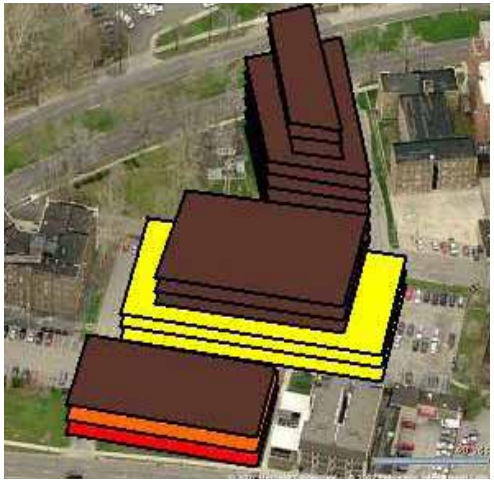
Detailed analysis and research included an extensive inventory of retail tenants and services provided by the district, the location and route numbers of GCRTA bus routes, an ownership study to identify all City-owned land for redevelopment purposes and a critical analysis of all existing public amenities. The placement of benches, mailboxes, light poles, street trees and other items were included in the project team's mapping to make certain ample space would be provided in each design concept by being able to compare proposed configurations to the existing crowded conditions.

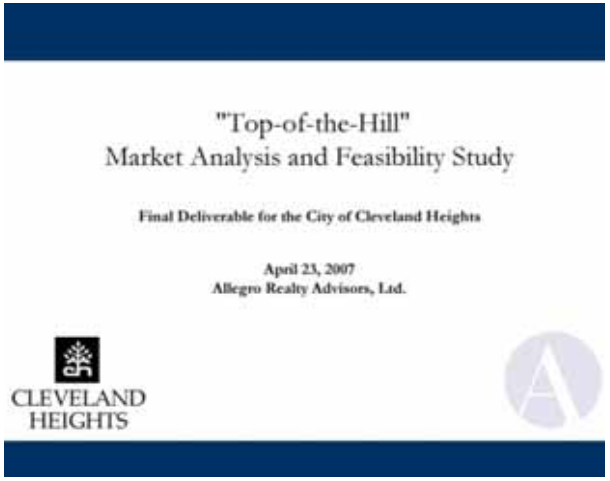
On-street parking spaces were counted along with their restrictions. Additionally, public parking lots' spaces were inventoried in order to ensure redevelopment and expansions could either be supported by the available parking spaces or if additional parking strategies would need to be created.

How do we continue celebrating the character and location of the district?

Taking advantage of its Gateway location, the City of Cleveland Heights has completed several studies for redevelopment at the "Top of the Hill" site. Situated at the busy intersection of Euclid Heights Boulevard and Cedar Roads, this 2.95 acre site has been referred to as "the most valuable piece of real estate in the region." Recent studies include a "Market Study and Feasibility Analysis" and "Development Guidelines." With the purposes to determine the best land-use strategy to serve the City and to establish the proper development densities, the reports' findings and recommendations support the critical nature of the site. The TLCI study acknowledges the importance of redevelopment within the district and considers the expanding user base in the anticipated traffic counts that ultimately determined the feasibility of the roadway configurations.

In addition to the streetscape design, Cedar – Fairmount currently retains many commercial uses and provides services for its residents and visitors. In order for districts like Cedar – Fairmount to continue to thrive, we must look at development trends within the region and their impact. Current trends for shopping districts include newly constructed "Life Style Centers." With ample surface parking lots and incredible investments in landscaping and pedestrian amenities, these centers can pose a threat to historical commercial districts. However, the TLCI process provides opportunities to investigate the unique personality that set places like Cedar – Fairmount apart from centers such as Lyndhurst's Legacy Village. Life Style Centers tend to emulate the character, scale and emotions of places like Cedar – Fairmount. While most users of a consolidated shopping center arrive by automobile, strong connections to the surrounding neighborhoods of Cedar - Fairmount allow users to arrive by walking, bicycle of public transportation. Creating a multi-modal district within Cedar – Fairmount will not only make the environment more comfortable and perceived as safer, but increases potential customer bases and cements the district's role within the community.

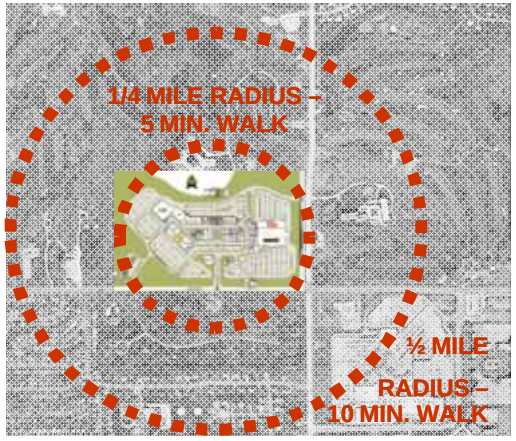




CONTEXT CONNECTIONS

While Cedar-Fairmount's context includes many residents, isolated Life Style Centers rarely offer choices related to how a visitor arrives. Because they are so heavily inwardly focused, their connections to their surroundings are weak (right).

The historic architecture and walkability of the District (above) has been stylized by neo-classical replications of regional Life-Style Centers (below). The Top of the Hill site (right top) has been previously studied in several RFP's released by the City (right middle). A historic picture of the District shows an apartment building and 9-story Doctors' Hospital (right bottom) that once stood on the Top of the Hill site.



How does Cedar Road impact its community and neighborhood?

Pedestrian Experience

The 80' public right-of-way extends the entire length of the district, but its edge conditions vary throughout the study area. In the heart of the district, buildings are constructed against the right-of-way, promoting a dense urban outdoor space characteristic of a town center. Other sections of the street have buildings setback from the street to allow for surface parking lots, creating a much different pedestrian experience. Because of the varying conditions, there are many places where the sidewalk space is perceived as constricted and narrow and the district feels discontinuous and lacks a cohesive design language. Existing sidewalks are approximately 9'-6" wide, measured from the back of the curb to the public right-of-way. However, much of the area's sidewalks are not able to utilize the entire 9'-6" width due to obstructions that force pedestrians into a much narrower thoroughfare. Utility poles, newspaper boxes, raised planter tree-pits and other items' locations limit the sidewalk's usefulness to provide activities other than walking. Outdoor dining is limited to only a few small sets of tables and chairs. The annual District Festival includes many vendors and activities. Because of the sidewalk condition, few vendors set up tables along the sidewalk and most of the activities are held in parking lots throughout the area.

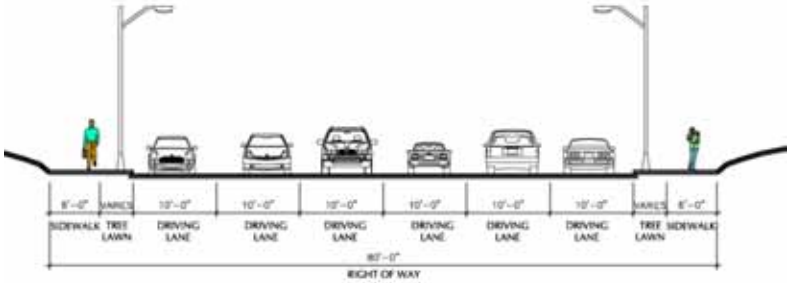
At the intersection of Euclid Heights Boulevard and Cedar Road, the street is framed by public green spaces. Currently, the open spaces are used by pedestrians as they walk their dogs. However, the grade change between the sidewalk and the green spaces prevents an accessible path.

Future uses of these sites include development with accessible public spaces. As potential development plans and concepts are developed, it will be critical to study the impact each building has on the pedestrian experience. Varying building configurations creates opportunities for public space and expanded sidewalks. The existing unbalanced nature of the street from the pedestrians' perspective necessitates a redistribution of the public right-of-way to improve connections and take full advantage of the area's potential, helping to create continuity throughout the entire district.

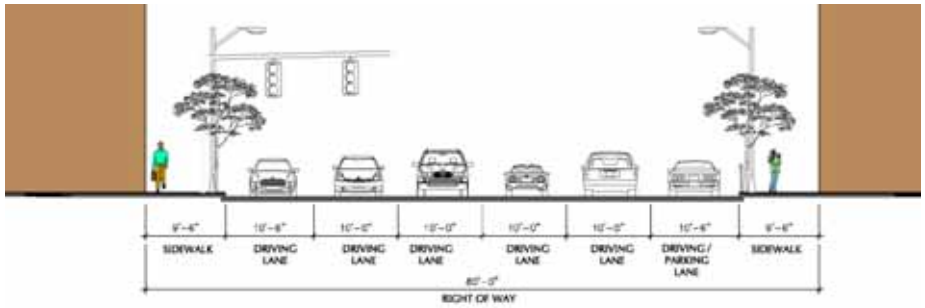
Automobile Experience

The current roadway through the district consists of 6 lanes of travel during rush hour. During off-peak times, the northern most lane (travelling westbound) provides on-street parking to support the retail establishments. Lanes are approximately 10' each, providing undersized lanes that do not meet current ODOT design standards. The narrow lanes limit the space cyclists have to maneuver and place a rider directly adjacent to curbs with little room when riding with traffic or cyclists have to "take the lane" and ride with motorized vehicles.

Cedar Road's cartway configuration (6 lanes) results in a 60' crossing distance and wide roadway that promotes the perception that through traffic is the most important feature. The TLCI study includes a thorough investigation of traffic operations to determine if 6 lanes of roadway are necessary. Today, the district is fed by 2 lanes of roadway from both the west and the east and expands within the heart of the Cedar-Fairmount District, constricting the pedestrian environment. Initial concepts focused on the discrepancy between the four lanes of traffic that enter and exit into the district, compared to 6 lanes of traffic in the district's center.



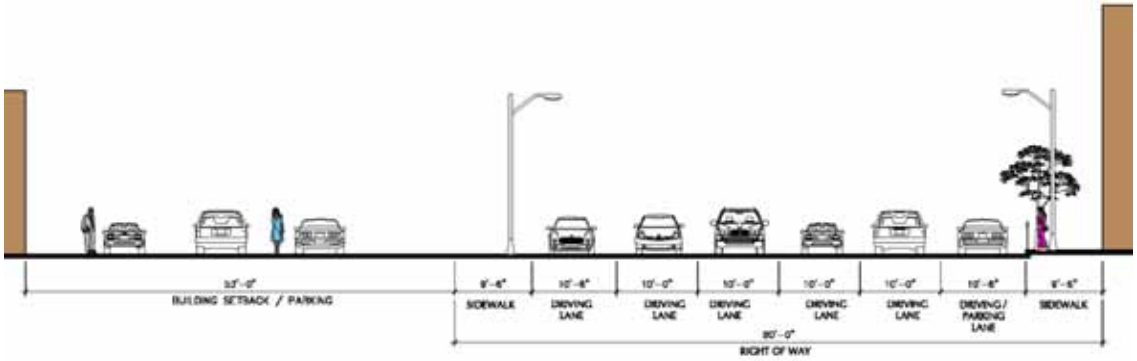
A – STREET SECTION AT WESTERN GATEWAY



B – STREET SECTION AT DISTRICT CENTER

RIGHT-OF-WAY CONFIGURATIONS

Cedar Road's cartway configuration consists of six 10' lanes through the heart of the district. The resulting 60' wide street poses pedestrians challenges to crossing the street. In areas where there are no buildings (Diagram A), the street's width is emphasized and feels underutilized. At the center of the district, (Diagram B) buildings are constructed to the right-of-way, creating outdoor spaces. Several buildings are setback from the street (Diagram C) to make way for surface parking lots that dominate the streetscape and tend to focus the corridor on the automobile rather than the pedestrian.



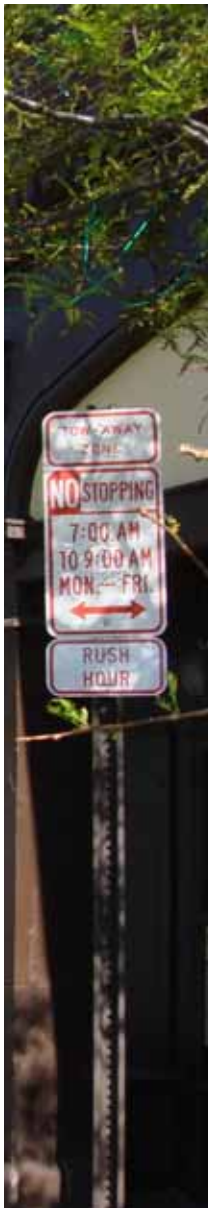
C – STREET SECTION WITH BUILDING SETBACKS

Access to Parking

Several public parking lots are included in the District, including a double-deck garage behind the existing mixed-use buildings on the north side of Cedar Road between Lennox and Surrey Roads. Five City-owned public parking lots (mostly metered) provide approximately 436 parking spaces for patrons, employees and residents. Additional parking spaces are provided on privately owned developments, notably behind the Cedar-Grandview Building. Twenty-one on-street parking spaces on the north side of Cedar Road are restricted to off-peak hours only. However, it is common for patrons of retail establishments to park illegally during morning (westbound) rush hour, blocking one lane of travel. Additional on-street parking spaces (22 spaces) are available on Fairmount Boulevard in front of several storefronts of mixed-use buildings.

Retail Service

While many of the retail buildings are serviced via docks in the rear of the facility, Dave's Grocery store uses a side-entrance dock. Large delivery trucks travel from North Park Boulevard, north on Grandview Avenue and queue on the street. Several Grandview residents have expressed concerns about the nature of this truck traffic on their residential street.



PUBLIC PARKING & BUILDING SERVICE

On-street parking spaces are accessible throughout the district with varying restrictions including time limits and when parking is prohibited (left). Historically, the Cedar-Fairmount District has been a mixed-use neighborhood providing retail services on the ground floor; parking spaces have been vital to support businesses (top, middle).

Privately owned parking lots are placed behind buildings to maintain a constant urban edge where possible. Large parking lots behind the Heights Medical Building, Jillian's/Alladins/Bruegger's Bagels, and other buildings shield the parking lots and provide delivery lanes / service drives for many of the businesses (middle). However, one of the largest retailers in the district, Dave's Grocery, uses a side-loaded service dock that opens to Grandview Road. Studies included utilizing a vacated alley behind the existing Firestone Garage as a delivery truck queue for the grocery store (far left).

RETHINKING MAIN STREET

What are the perceptions of the Cedar-Fairmount District?

A critical aspect of the planning process that brings credibility to the final proposal is to ensure community involvement and input play major roles in the study. In order to gain a better understanding of the Cedar-Fairmount District, its users and residents of the neighborhood, numerous workshop meetings were conducted. While the meetings had different agendas, each was centered around community involvement and fostering discussions.

Additionally, a Stakeholder Committee was formed to act as a liaison between the design team and the community. Representatives were selected from City of Cleveland Heights staff, the Cedar-Fairmount Business Improvement District, University Circle Incorporated, Case Western Reserve University, ODOT, several business owners, landlords and neighborhood residents. The Stakeholder Committee provided continual support, communicated concerns of the district and brought a myriad of great ideas throughout the planning process. Their guidance in planning the community meetings ranged from strategizing ways to hold the meeting to actual involvement and implementing the meetings' agendas. Much of the success of this study is due to the unwavering commitment of the Stakeholder Committee.

Three community meetings were held throughout the process to make certain the community's concerns, needs and suggestions were incorporated into the study. The first community meeting's focus was the existing conditions of the district. The design team's presentation included the district's role in the region, showed mixed-use districts of a similar nature, the initial traffic report and the overall perceptions of how the district functions and accommodates its users. At the conclusion of the presentation, all attendees were randomly divided into four breakout discussion groups to gain insight from each person. The breakout groups focused on the strengths and weaknesses of the district pertaining to: the Streetscape and Public Realm, Land Use and Activities, Traffic Flow and Parking as well as Existing Buildings and Development Potential.

CEDAR-FAIRMOUNT TRANSPORTATION AND STREETSCAPE PLAN
COMMUNITY MEETING NO. 1
PARTICIPANT SURVEY RESULTS
June 5, 2008

Following the first community meeting for the Cedar-Fairmount Transportation and Streetscape Plan, the attendees were asked to fill out a survey regarding their opinions of the meeting. Of the attendees, 34 people filled out the surveys. The following represent their responses:

QUESTION 1. (*various participants were both residents and property owners.)

What is your tie to the community?	Resident	Business / Property Owner	Institution
	32 (94%)	6 (17%)	1 (3%)

Do you think this community meeting was a successful first step in the planning process?

Yes	No	Not Sure
32 (94%)	1 (3%)	1 (3%)

SURVEY RESULTS

		VERY IMPORTANT
parks, plazas and green space		60 66%
civic uses		17 20%
residential uses (townhomes, lofts, condos)		44 51%
Service-oriented retail (dry cleaner, grovery, etc.)		56 64%
Destination retail (boutiques, galleries, etc.)		44 49%
Sit-down restaurants, coffee shops, etc.	3	64 72%
Commercial services (auto repair, gas stations, etc.)		13 15%
Hospitality uses (hotels, inns, bed & breakfasts, etc.)		25 28%
Outdoor dining opportunities for restaurants		40 45%
Signage/Wayfinding elements		33 38%
"Walkability" of the district	1	81 90%
Entertainment uses		26 31%
Recreational uses		19 22%
Street/traffic patterns	4	59 70%
Bicycle-friendly environment		46 53%
Improved accessibility to and from the district		30 37%
Street trees / improved landscaping	7	59 67%
Parking supply		46 53%
Connections to the surruonding neighborhoods		29 35%
Slower speed limit / safer pedestrian environment	6	58 68%
Well-lit street / sidewalks for vehicles and pedestrians	2	65 76%
Pedestrian amenities (outdoor seating, public art, trash cans, etc.)	5	61 69%

MOST POPULAR VOTE

MIDDLE POPULAR VOTE

LEAST POPULAR VOTE

Surveys were distributed at the meetings, mailed , and made available on the City's website in order for the design team to gain a real sense of how the district served its users. It was the goal of the design team to include and encourage as much public participation as possible. At the end of the first community meeting, a summary survey was collected that reported on their opinions of the meeting. Results were very positive; 94% of attendees thought it was successful and 97% said they would attend future community meetings.

COMMUNITY INPUT

Images of different approaches to streetscape design elements were posted at community meetings to better gauge the desired aesthetic of the public. Styles, scale of development, types of paving, street furniture and overall concepts were then moulded by the community's votes. Involving residents in the design process created synergy and momentum.

How can change be envisioned for the corridor?

Following the first community meeting and after reviewing the breakout groups' work and survey results, the design team began developing streetscape concepts due to the overwhelming sense of support of the process from the community. The community's comments focused on the nature of the Cedar-Fairmount District, notably, what the main focus of the district should be. While the district serves many, whether by automobile or on foot, bicycle, visitor, commuter, shopper or resident, there was a strong consensus that the district was too oriented toward the automobile and commuter traffic. Initial concepts for a reconfigured streetscape, shifting focus towards the pedestrian, were developed utilizing the initial traffic reports and study from Michael Baker, Jr., Inc. The design team worked in tandem to ensure all concepts were operationally feasible with existing and future traffic volumes.

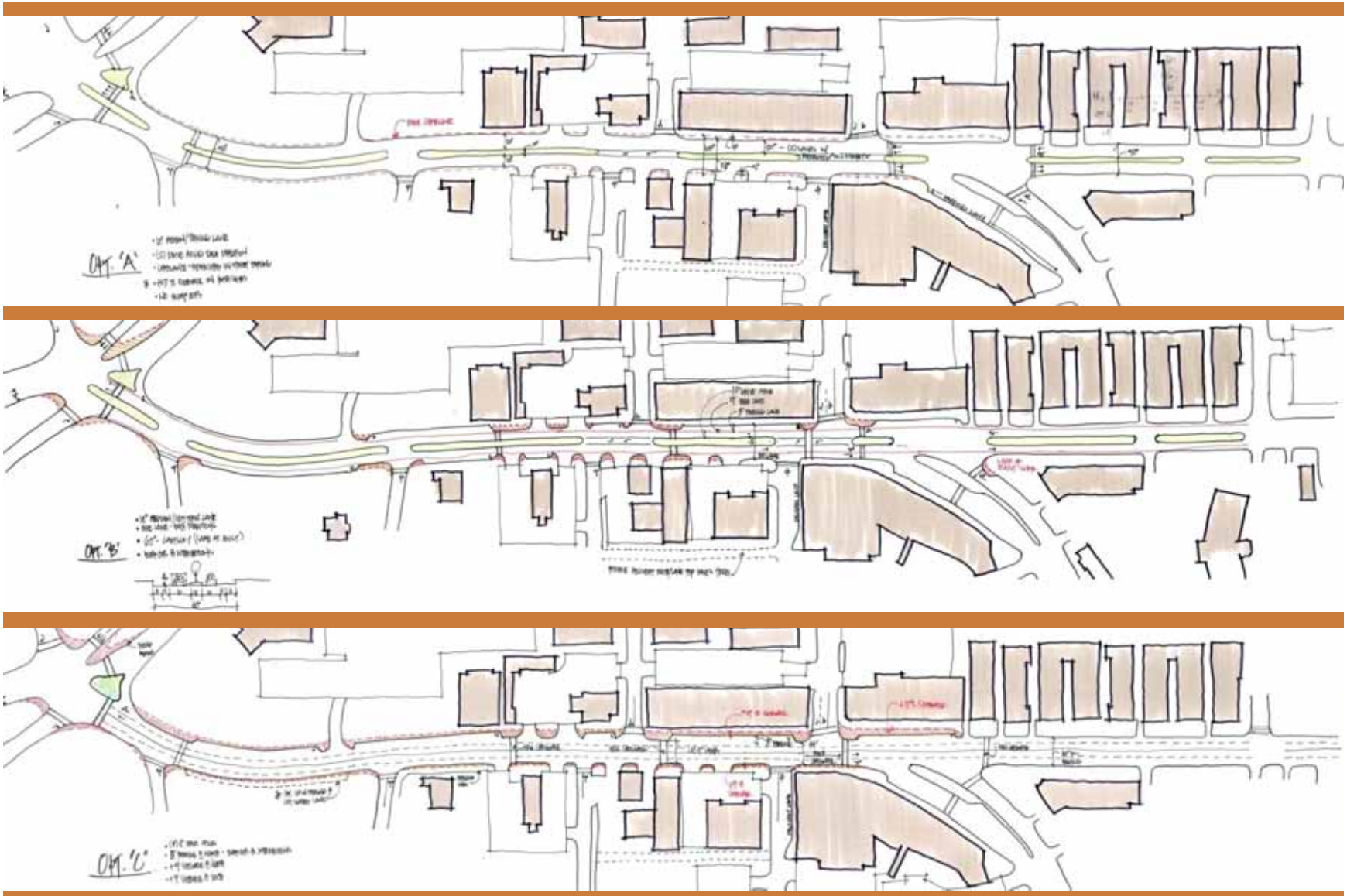
Three streetscape concepts were developed. Each provided opportunities for alterations and improvements to the district with the common goal of rebalancing the street and simplifying the sidewalk experience. In an effort to provide three viable, distinguishable concepts, the design team studied existing areas of confluence, locations where additional landscaping and street trees could be added, and parking strategies to best support the retail component of the district. Additionally, the growth of the district was considered in relation to traffic volumes ensuring any recommendations for reconfiguration could accommodate future traffic once the Top of the Hill developed and infill sites have been fully redeveloped.

Each of the three streetscape improvement concepts were presented to the public at the second community meeting. After the presentation portion of the meeting, attendees were asked to participate in break-out groups that focused on each of the concepts separately. Each group was moderated by a design team member in order to provide additional information and details to the smaller groups. At the conclusion of the break-out discussions, each group presented summaries of their analysis to the community at-large to facilitate larger discussions and gain a better understanding of people's likes and dislikes of each concept. The public was asked to complete a survey to express their support / comments for each of the concepts. The three concepts presented are described in greater detail on the following pages.

PLANNING PRINCIPALS FOR DEVELOPING THE ALTERNATIVES

Goals established by the community based on comments at meetings, responses to the distributed survey and Stakeholder suggestions.

- The configuration of the Cedar Road's right-of-way through the Cedar-Fairmount District must be SIMPLIFIED to create a district with greater cohesion and a more uniform flow of traffic and on-street parking.
- REORGANIZE AND REDEFINE development patterns and public right-of-way enhancement standards.
- A REBALANCING of the street is necessary to accommodate the contemporary needs of the pedestrian, automobile and bicyclist.
- Physical enhancements and development at key locations must occur within the district to REVITALIZE and create places.

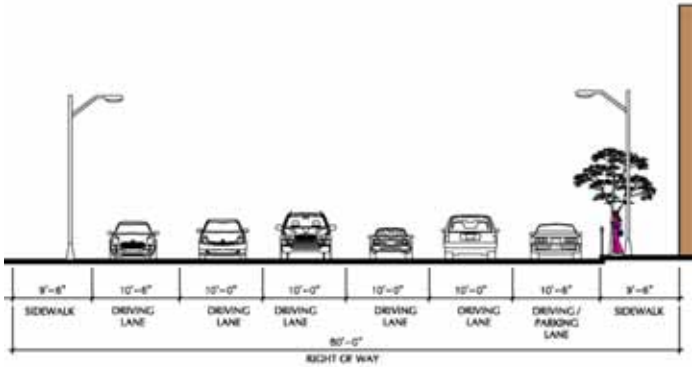


Initial concept sketches of the district investigated the potential for additional parking, expanded sidewalks and increased landscaping opportunities that arise when unnecessary travel lanes are eliminated. Reallocating portions of the right-of-way to uses other than automobile traffic shifts the focus of the street, highlighting alternate modes of transportation (public transit, cycling, etc.).

Option A – The Street Concept

The first option retained the existing lane configurations with the intent of providing an option that could improve the district without incurring the substantial cost of a major infrastructure construction project. This minimum intervention option includes updating and coordinating items such as tree grates, benches, waste receptacles, bicycle racks and other amenities throughout the district. Improvements reorganizing the sidewalks' arrangement have the ability to make the most of usable public space without major investment. Current conditions create narrow sections of sidewalks as newspaper boxes and raised planter beds impede the pedestrians' path of travel. Redistributing the amenities and creating a strategy for their placement would organize the sidewalk and maximize the current sidewalks' potential.

Additionally, this option implements a coordinated traffic signal system. Substantial reductions in through traffic delay can be attained by simply interconnecting and "optimizing" the traffic signals. Using a wireless technology to link the signalized intersections together, the traffic signals will operate as a contiguous system. Through traffic phases will be coordinated to allow vehicles to move through without getting stopped at multiple red lights. Traffic is able to flow more freely through the district with a simple and cost effective strategy. Because the optimized signals are not dependent on the configuration of the streetscape, all future traffic calculations utilized the coordinated signal system.



CRITICAL DATA

On-Street Parking (restricted)	21 spaces
Street Trees (Cedar Rd.)	27 trees
Sidewalk Dimensions - North (existing)	9'-6"
Sidewalk Dimensions - South (existing)	9'-6"
Crossing Distance	60'

OPTION A

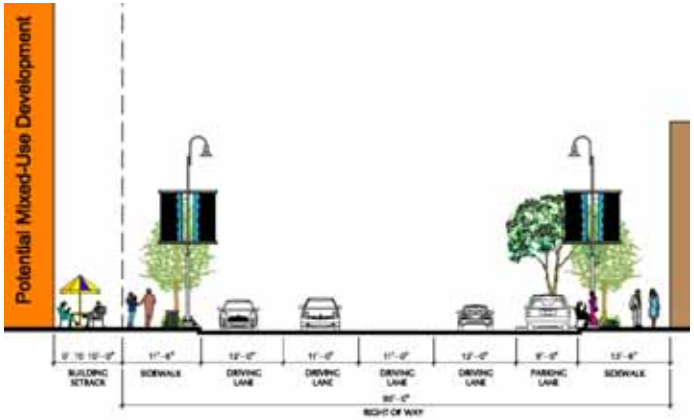
The Street Concept

By retaining the existing cartway configuration, the sidewalk dimensions are not increased. In order to maximize the gain of this low-cost option, all amenities throughout the district must be well organized. Locating newspaper boxes in key locations, removing all raised planters and clustering amenities will give an appearance of a larger sidewalk area that is more conducive to activities and will allow passing pedestrians ample room to utilize the public spaces and add to the vibrancy of the district.

Option B – The Avenue Concept

Option B provides four through traffic lanes with an unrestricted on-street parking lane on the north side of Cedar Road. Traffic studies and volume projections support this approach and the community's desire for wider sidewalks with ample space for outdoor activities are met. Corner bump-outs are provided creating shorter crossing distances for Cedar Road; the existing distance is approximately 60', this plan reduces the crossing distance to 46'. Additionally, wider sidewalks are provided. Because the street's existing pedestrian oriented development is concentrated heavily on the north side of Cedar Road, this concept proposes adding 4' to the north side and 2' to the sidewalks on the south side of the street. As future development occurs on the south side of Cedar, buildings can be setback from the public right-of-way to provide wider sidewalks. Of the three concepts, Option B provides the widest sidewalks and the most opportunity for enhancements to the pedestrian realm.

Community input focused on the need to increase bicycle safety throughout the region, and the importance of establishing appropriate shy distances to accommodate cyclists. The Cedar-Fairmount District is not fed by dedicated bicycle lanes from either the west of east. Therefore the provision of bike lanes was viewed to be less important than providing wider sidewalks and on-street parking. By redistributing the roadway, wider travel lanes are provided, meeting current ODOT standards. Additional shy space is added to curb lanes providing maneuverability space for a cyclist to provide a more comfortable and safe atmosphere when sharing the road with automobiles.



CRITICAL DATA

On-Street Parking (unrestricted)	41 spaces
Street Trees (Cedar Rd.)	87 trees
Sidewalk Dimensions - North (+4')	13'-6"
Sidewalk Dimensions - South (+2)	11'-6"
Crossing Distance	46'

OPTION B

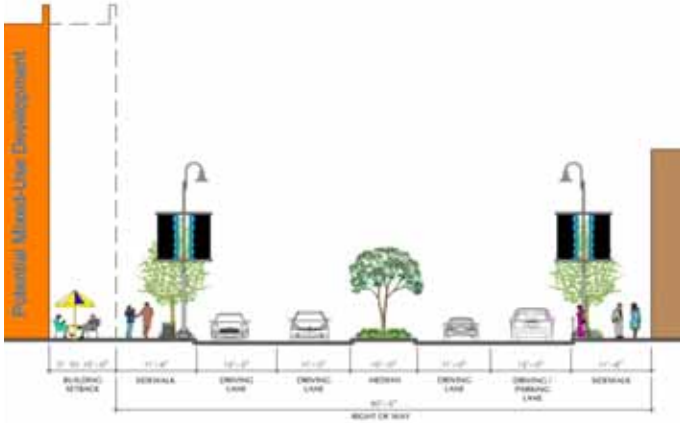
The Avenue Concept

Additional sidewalk space (indicated in RED) is provided on both sides of Cedar Road. Crossing distances are greatly reduced (top) by corner bump-outs (above). Placing the bump-outs at crosswalks places the pedestrian in front of parked cars . As sidewalk dimensions are increased, additional landscaping can be incorporated including adding a substantial amount of street trees. Maximizing landscaping greatly softens the street creating a calmer district that shields automobile traffic from pedestrians.

Option C – The Boulevard Concept

The third concept includes a central median / turning lane and two driving lanes in each direction. Where necessary, the median is broken to allow for turning movements throughout the district. Providing a dedicated left-turn lane allows uninterrupted thru-traffic. Unlike Option B, this option does not allow for unrestricted parking on the north side of Cedar. On-street parking would be limited to non rush-hour times, similar to current conditions. Also, because of the limited right-of-way and the requirement to widen the traffic lanes, Option C provides the less additional sidewalk than Option B. Approximately 2' of sidewalk is added to both sides of the street resulting in 11'-6" sidewalks. While the median provides an opportunity to stop while crossing Cedar Road, the overall crossing distance is 56', a 4' reduction from existing conditions.

The central median's design is intended to act as a gateway element for the district. As one enters from the east, the current grade change promotes vehicles' acceleration. If a welcoming planted median were in place, the Cedar-Fairmount District's sense of place would be enhanced and better defined for visitors, and traffic calming would result from the physical presence of the median. The placement of the median essentially creates two one-way streets with a dedicated turn lane where appropriate. The scale of the street is greatly reduced with the presence of the median, and the street trees frame the street with an intimate canopy.



CRITICAL DATA

On-Street Parking (restricted)	45 spaces
Street Trees (Cedar Rd.)	101 trees
Sidewalk Dimensions - North (+2')	11'-6"
Sidewalk Dimensions - South (+2')	11'-6"
Crossing Distance	56'

OPTION C

The Boulevard Concept

Eliminating a lane of traffic and replacing it with a landscaped median creates the sensation of a tree-lined pair of one-way streets. Minimal additions can be made to the sidewalk areas (above). Overall crossing distances are longer than Option B, but the median offers a place of refuge at the midpoint of the crossings (top) that can be used as a resting point when crossing Cedar Road. Where required, the median is broken to provide a dedicated left-turn lane to ensure through traffic is minimally impacted by turning vehicles.

Growing the District – Recommended Development Initiatives

The TCLI studyfocuses on creating a multi-modal district through creative transportation initiatives that enhance the district's surroundings. In addition to supporting the existing development, new transportation initiatives are conceptualized to promote new development. The City of Cleveland Heights encouraged the design team to identify and maximize development potential and design a transportation network that could support them in the future. Potential sites were identified based on land-use, location and density. It was the desire of the City to show the best use for all land within the district, leading to a very dense and compact neighborhood. Sites ranged from the 2.95 acre Top of the Hill site to small infill sites that either retained or replaced existing single-use buildings. Development strategies were conceived to be phaseable and completed as land becomes available.

TOP OF THE HILL SITE

Redevelops City-owned surface parking lots and existing 2-unit house sites.

DEVELOPMENT YIELDS

Building #1 (6 Stories)
Retail / Office Area: 16,000 s.f.
Residential Units: 50 units
Parking Spaces: 36 spaces

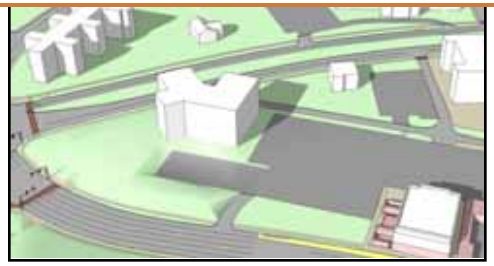
Building #2 (4 Stories)
Retail / Office Area: 10,000 s.f.
Residential Units: 24 units
Parking Spaces: N.A. (in deck)

Building #3 (3 Stories)
Retail Area: 5,000 s.f.
Residential Units: 12 units
Parking Spaces: 32 spaces

Building #4 (4 Stories)
Retail Area: N.A.
Residential Units: 24 units
Parking Spaces: 40 spaces

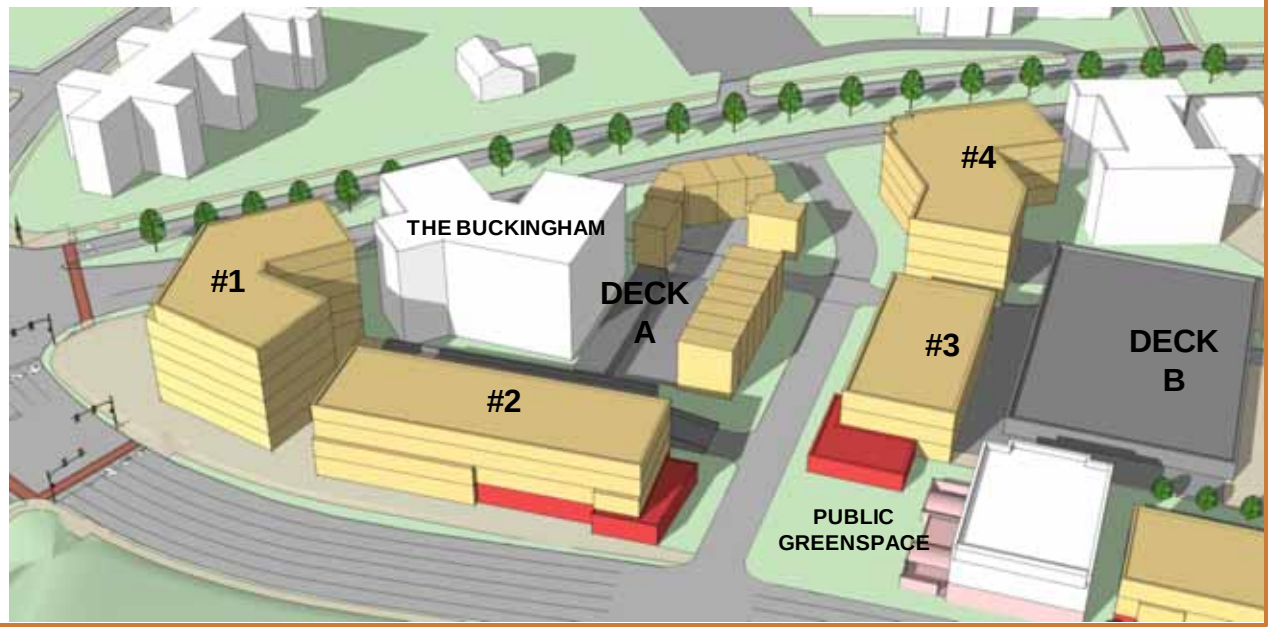
13 Townhomes with attached garages / parking

Parking (Public)
Deck A (2 Stories): 100 spaces
Deck B (3 Stories): 270 spaces



The Top of the Hill Site has been the focus of past studies. It occupies a large portion of the Cedar-Fairmount District and represents an undeniable opportunity for the City to continue to prosper and grow.

EXISTING CONDITIONS (left)
DEVELOPMENT POTENTIAL (below)



GRANDVIEW SITE

Redevelops the Firestone, India Community Center & Sunoco Gas Station Sites; eliminates 4 curb cuts on Cedar Road.

DEVELOPMENT YIELDS

Retail Area:	10,500 s.f.
Residential Units:	16 units
Parking Spaces:	34 spaces

Mixed-use with residential / retail

EXISTING CONDITIONS (above)
DEVELOPMENT POTENTIAL (right)

EXISTING CONDITIONS (above)
DEVELOPMENT POTENTIAL (below)

BELLFIELD SITE

Redevelops the Chase Bank Property ; eliminates 2 curb cuts.

DEVELOPMENT YIELDS

Retail Area:	9,500 s.f.
Residential Units:	12 units
Parking Spaces:	16 spaces

Mixed-use with residential / retail

EXISTING CONDITIONS (above)
DEVELOPMENT POTENTIAL (below)

LENNOX SITE

Redevelops the CL Barbershop, Zoss Bakery and 5/3rd Bank Sites ; eliminates 2 curb cuts.

DEVELOPMENT YIELDS

Retail Area:	9,000 s.f.
Residential Units:	8 units
Parking Spaces:	38 spaces

Mixed-use with residential / retail

Growing the District – Overall Development Possibilities

Once a redevelopment strategy and concept was created, a complete summation of retail space, office space and residential units was tallied to inform the traffic analysis and the ensure the final proposed traffic system would appropriately service the future district.

FUTURE DEVELOPMENT POTENTIAL

Maximizes development throughout the district

TOTAL DEVELOPMENT YIELDS

Office Area:	15,000 + s.f.
Retail Area:	50,000 + s.f.
Residential Units:	150 + units 13 townhomes
Parking Spaces:	560 + spaces*

*Spaces include 2 structured parking decks in the Top of the Hill site, garage spaces incorporated with mixed-use buildings and surface parking lots


LENNOX ROAD
SURREY ROAD
CEDAR ROAD
BELLFIELD ROAD
GRANDVIEW ROAD
FAIRMOUNT BLVD.

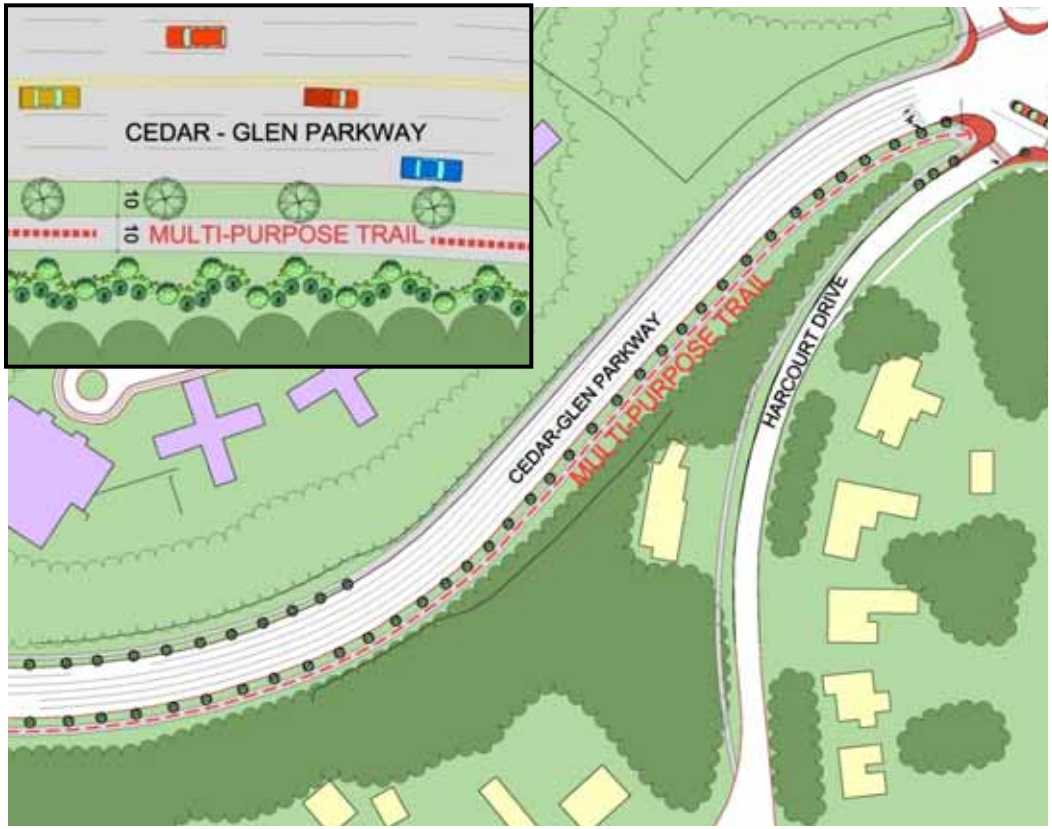
Gateway Element Concept – A Welcome into the City

The design team critically analyzed the allowed traffic movements throughout the district with heavy concentration on the Euclid Heights Boulevard – Cedar Road intersection. Because of the over-sized turning radii, the intersection and perceived gateway to the City is dominated by pavement. The expansive roadway combined with ambiguous striping and a lack of signage is confusing to drivers, especially first-time visitors to the district.

Reducing the turning radii, eliminating two travel lanes to the east and slightly reshaping the curb layout provides ample room for vehicular movements along with a central planted median. The median will not eliminate any allowed turning movements at this busy intersection and will have the tendency to slow drivers entering the district from Downtown Cleveland. The presence of the median will simplify traffic patterns by providing an intuitive route into the district as well as signify one's arrival into the City with opportunities for district signage and special landscaping.

Additionally, the median and islands allow for a pedestrian crosswalk to be incorporated into the Euclid Heights Boulevard – Cedar Road intersection. Currently, a crosswalk is located at the intersection of East Overlook Road to the east. Providing a crosswalk at this major intersection in the district promotes the walkability of the neighborhood, creates a stronger sense of connectedness to the immediate surroundings and makes an important link to the proposed multiuse path on the south side of the Cedar-Glen Parkway that leads to the Rapid Station.

Studies revealed an abundance of pavement not necessary to accommodate the current turning movements at this busy intersection.



CONNECTIONS

Linking to University Circle & the Rapid Station

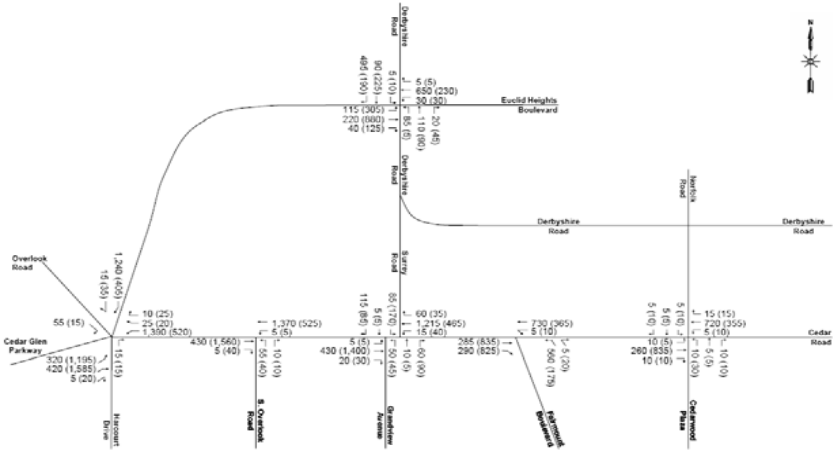
The region's bicycle route map, completed by NOACA, shows the major connections and paths linking different neighborhoods. Cedar Road is classified as "Suitable only for experienced cyclists" and Cedar-Glen Parkway is noted as a steep hill "Not suitable for bicyclists" (highlighted by the circle above). A multiuse path on the south side of the road provides an important, safe connection that is absent today. Because of the existing stone wall on the north sidewalk, there is no room available to provide a path. However, a wide swath of land is available on the south side of the street and was historically used by streetcars traveling from Downtown Cleveland to the eastern suburbs. Utilizing this land for alternative modes of transportation is fitting and the path could be signed with historical markers celebrating the fact that the City was conceived as a Streetcar Suburb in its early development.

A Conceptual Design based in Reality - Traffic Analysis

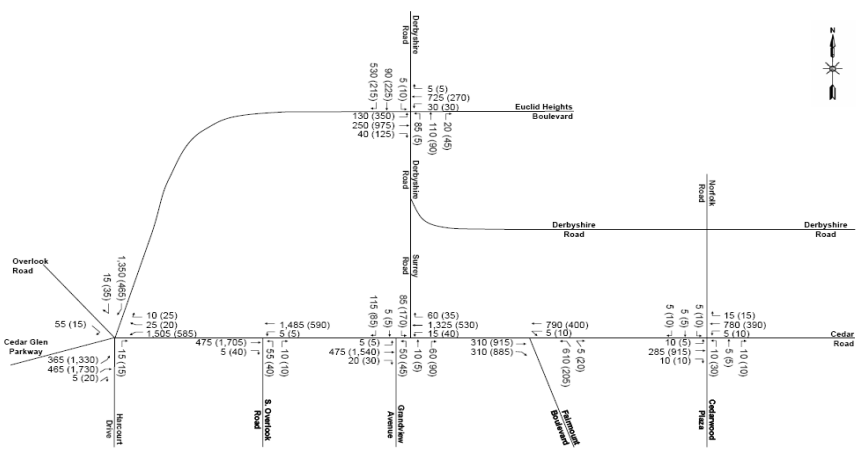
The reconfiguration of the lanes on Cedar Road and the potential removal of two travel lanes of such a heavily traveled corridor requires extensive research and analysis, which was carried out by Michael Baker Jr, Inc. The design team worked congruently to determine how the existing conditions could be altered to make improvements. Although the TLCI process does not include final traffic engineering and a fully detailed streetscape plan, it is intended that the streetscape's concept be feasible, particularly in terms of traffic operations, as construction funding becomes available. Each of the 4 signalized intersections in the district were analyzed during the morning and afternoon peak hours. Since the corridor is a major thoroughfare for students of Case Western Reserve University, the data was collected when the university was in session.

Existing traffic counts are used to determine the current traffic volume and the associated intersection levels of service (LOS). The existing counts then serve as a baseline to critically analyze future conditions and the proposed concepts, including updates to reflect changes in trip generation and usage of the corridor. Each of the concepts studied would provide a traffic system with intersections' performance ranging from A-F; this is typical of an urban corridor like Cedar Road as it passes through the district. Planning for the future performance also includes incorporating possible development and extrapolating traffic data to show population trends in the region. Although NOACA's 3040 traffic model shows no growth in traffic, it did not include current planned growth in the University Circle area. As such, the planning values for that growth were incorporated into the study, anticipating the amount of traffic generated by the new and expanding University Circle developments that would likely travel on Cedar Road. In addition, trips generated by the redeveloped Top of the Hill site were added to the traffic to appropriately analyze the proposed concepts.

2008 PEAK HOUR TRAFFIC – EXISTING CONDITIONS



2030 PEAK HOUR TRAFFIC – INCLUDES NEW DEVELOPMENT



TRAFFIC RECOMMENDATIONS

Based upon the proposed roadway configuration and related improvements

- Average delay at the Cedar Road intersections can be greatly reduced by coordinating the signals and optimizing the signal timing. Currently, the signals are not coordinated and vehicles are often stopped at multiple signals as they pass through the district. Providing an interconnected signal system will allow vehicles to travel on Cedar Road more efficiently and without having to stop at every signal. This will significantly reduce travel time through the district.

- Corner bump-outs at the intersections and crosswalks provide safer crossings for pedestrians. In addition to reducing the actual crossing distance, the bump-outs place the waiting pedestrian in front of parked vehicles so they are not walking out from behind visual obstructions into moving traffic. The reduced crossing distance also has a positive impact on signal timing and vehicular delay because less time is needed for pedestrians to cross the street.

- Restricting left turns in the district would improve operational efficiency for through traffic. This would be consistent with similar peak hour turn restrictions on other streets in the City (Coventry, Lee, etc.). However,-turn restrictions would limit traffic circulation and access to residents within the district.

- The redistribution of the roadway to allow for wider lanes will bring the district up to current ODOT standards and construction could potentially qualify for Federal Funding.

- Wider traffic lanes will provide more room for bicyclists, since maneuver space will be allocated against the curb lane.

TRAFFIC STUDIES

Critically comparing all alternative options

Traffic analysis included the comparison of each developed alternative to investigate how each option's physical characteristics impacted travel times and delays at each of the signalized intersections. Both morning and evening rush hours were studied because their attributes and traffic queues differ. By optimizing the traffic signals, each option performed in a similar fashion; delays at each light only varied slightly between all alternatives.

A UNIFIED VISION FOR THE FUTURE

Reconfiguring the Public Realm – Preferred Streetscape Concept – The Avenue

At the conclusion of the second public meeting, and upon reviewing meeting surveys that were distributed and collected, the Community strongly supported The Avenue Concept (Option B). Of the three options presented, this was the only one to receive all positive comments.

The narrowing of Cedar Road and subsequent widening of the sidewalks provides ample opportunities to create a thriving pedestrian environment that will benefit the district. The proposed 13'-6" sidewalks can support activities such as outdoor dining, street fairs and pedestrian amenities that the district currently lacks. Additionally, bump-outs at intersections and mid-block provide room for sitting areas, enhanced landscaping and special paving in the additional nine feet of sidewalk width, in addition to safer, shorter pedestrian crosswalks.

STREETSCAPE RECOMMENDATIONS

The Avenue option explores the possibilities created by reducing the amount of roadway in the district and focused on incorporating the following assets:

- WIDENED SIDEWALKS
  - Creates space for outdoor dining
  - District can accommodate more activity
  - Provides flexibility that allows streetscape to grow / evolve
- DEDICATED PARKING LANES
  - Supports local retail establishments
  - Buffers pedestrians from automobile traffic
- CORNER BUMP-OUTS
  - Safer, shorter pedestrian crosswalks
  - Places to cluster activities
- DECORATIVE PAVING INSTALLATIONS
  - Accentuate areas of confluence
  - Highlight crosswalk locations
  - Permeable pavers / artist designed patterns
- SUSTAINABLE STREETSCAPE INITIATIVES
  - Manage storm water run-off
- ADDITIONAL LANDSCAPING
  - Street trees used to create a canopy
  - Dense landscaping installations to soften the pedestrian's experience
  - Landscaped elements as gateways
- WIDER LANES TO ACCOMMODATE CYCLISTS
  - Additional lane width creates safer cyclist experience
- INCORPORATE PUBLIC ART
  - Creates and enhances the identity of the district
  - Include environmental graphics as wayfinding elements / district markers
- COMPREHENSIVE & COORDINATED STREETSCAPE AMENITY STRATEGY
  - Reorganizing placements and treatments can maximize sidewalk areas

Streetscape Improvement Recommendations

WIDENED SIDEWALKS

The streetscape concept for Cedar-Fairmount provides for a sidewalk dimension of 13'-6"; much of the sidewalks' area is expanded to create many opportunities for outdoor dining and sitting areas, while ensuring ample space is allocated for pedestrian traffic. The dedicated right turn lane east of Surrey Rd. has been eliminated based on traffic volumes. This allows the extension of the sidewalk further outside of existing restaurants. A disorganized streetscape and a mixture of details in the current configuration results in narrow areas that exacerbate the already narrow sidewalk experience. This recommendation solves that problem. The Avenue option extends both sides of the sidewalks to better accommodate outdoor activities throughout the district. Increasing sidewalk areas allow dining, seating clusters and other amenities to be placed within the public realm, encouraging interaction between neighborhood visitors, residents and business patrons. Interactions, whether planned or by happenstance, along an urban street like Cedar Road are vital in celebrating the character of this established mixed-use district.

DEDICATED PARKING LANES

Currently, on-street parking is restricted to non rush-hour times. Providing a dedicated parking lane ensures parking for the service-oriented business along Cedar Road that may have a quick turnover of customers and therefore do not require a large parking lot. Easily accessed parking is essential in small commercial districts like Cedar-Fairmount. Comments received from Stakeholders and surveys focus on the importance of providing a better parking strategy than current conditions. An unrestricted parking lane better links businesses with automobile traffic.

The line of parked cars creates a buffer between the main pedestrian realm and moving traffic. The streetscape is calmed and focused towards the pedestrian via the buffer and is perceived as quieter and more intimate. Corner piazzas will shorten crossing distances of Cedar Road as well as offer space for congregation, supporting areas of confluence.

CORNER BUMPOUTS

The addition of a dedicated parking lane affords an opportunity to incorporate bump-outs at the intersections. A mid-block bump-out is also proposed for the north side of Cedar Rd. between Lennox and Surrey Roads. Expanding the sidewalks at these key locations increases the pedestrian presence at busy intersections. Crossing the main road in the current condition is challenging and requires pedestrians to traverse 6 lanes of traffic, approximately 60'. The reconfigured roadway, combined with the bump-outs, reduces this dimension to 46', greatly reducing the time it takes to cross the busy street. In addition, pedestrians stepping off the curb from the bump-out are more visible to drivers. They are already in front of the lines of parked cars instead of walking out behind them and potentially into moving traffic.

The bump-outs add space for landscaping, benches and other amenities to be accessed easily at intuitive locations. Bump-outs have recently been installed in the Cedar-Lee District.

DECORATIVE PAVING INSTALLATIONS

Changes in the paving material, patterns or arrangement can create moments of interest and vitality. By highlighting the corner bump-outs with special paving, they become “gateways” unique to each block.

Each area establishes a character that adds variety and animation to the streetscape. Unit pavers can be mixed with the concrete sidewalks and intertwined to craft an experience unique to Cedar-Fairmount that highlights the historic architecture of the district.

Other considerations that can be incorporated into the final design include an oversized concrete curb adjacent to the parallel parking lane to provide space for visitors to exit their vehicles without trampling the landscaping, permeable pavement to allow water to filter through the surface and decorative pavers that could be inscribed to better connect the community.

SUSTAINABLE STREETSCAPE

Several initiatives aimed to mitigate the impact of infrastructure construction have been studied and supported by the community. The management of rainwater runoff has the ability to reduce the amount of storm water handled by water treatment facilities. By providing rain gardens as planters in the district, water is able to naturally seep back into the ground instead of being directed immediately into collection sewers. Additionally, the extended sidewalk areas may be able to re-use the existing items such as catch-basins, if connections from the rain gardens' overflow can be made to the existing infrastructure. Collected water can also be redirected to irrigation systems for the planters on the street to reduce the use of treated water for landscape irrigation.

The construction of a green street would be a first in the region and has the ability to make a strong statement by the City showing their commitment to sustainable design.

ADDITIONAL LANDSCAPING

In order to make urban areas like Cedar-Fairmount more comfortable for the pedestrian, landscaped elements are included wherever possible. Creative, well-designed landscaping softens the environment while adding visual interest throughout all seasons. Street trees add vertical elements to the streetscape and enforce the rhythm of the street in addition to providing shade for pedestrians in summer months. Trees combined with conveniently placed electrical receptacles can be lit during holidays, in the evenings or to celebrate a festival.

Landscaping can act as a gateway to the district and City. Providing a lush landscaped median element at the intersection of Euclid Heights Boulevard and Cedar Road makes an immediate statement about the character and values of the City to visitors and residents.

The species of all landscaping must be selected to withstand the challenges of its immediate environment. Specifying trees that grow tall, with a high branch structure will create a full canopy while not obstructing the merchants' signs. Groundcover must be selected to be drought tolerate and salt resistant, and ornamental plantings should be selected to ensure at least one aspect of the landscape design is active at all times. Overall, landscaping has the ability to greatly enhance the experience of all users of the district and should be maximized at all opportunities.

WIDER LANES TO ACCOMMODATE CYCLISTS

Reconfiguring the roadway allows the proposed design to meet current ODOT standards, potentially qualifying the infrastructure construction project for Federal Funding. Striping can be incorporated to define the edge of the travel lane and "sharrows" can be painted on the street to alert drivers that cyclists travel the corridor. The existing conditions include six 10' lanes that results and a very narrow shoulder or "shy distance." The recommended four lane road includes two 11' inside drive lanes and two 12' driving lanes adjacent to the curbs. Additional space is provided at the parking lanes, where a one-foot increase in the shy distance prevents cyclist from being struck by an opening car door. Bicycle traffic safety is a major concern of the community. After several discussions and workshop meetings with Stakeholders, it was advised the additional shy distance would improve the safety of cyclists (similar to the restriped Lee Rd. near the public library). Without the presence of dedicated bike lanes to the east or west of the district, it was determined a bike lane here would not be the best use of the limited right-of-way. Instead, cyclists are given extra maneuverability space and connected to a multi-use path traveling down Cedar-Glen Parkway.

INCORPORATE PUBLIC ART

Cleveland Heights's commitment to celebrate art, created by its residents, brings a sense of personalization and ownership while honoring the history of the City. Currently, two murals bring energy to the district by utilizing otherwise blank walls of buildings. Also, plans call for the installation of a free-standing sculpture in a landscaped island at the corner of Fairmount Boulevard and Cedar Road. Public art can be inserted in a variety of forms and serve a myriad of uses.

Public art can be incorporated into different infrastructure elements to customize items like ornamental fencing, street lights, street signs, directory signage or district-wide banners. An opportunity for a gateway element has been created with the addition of the median at the intersection of Euclid Heights Boulevard and Cedar Road. Whether for pure delight, decoration or as way-finding elements, public art can effectively serve the district by creating identity in many ways.

Streetscape Improvement Recommendations

STREETSCAPE AMENITY STRATEGY

A well-balanced streetscape makes certain each user is accommodated. Amenities such as benches, waste receptacles, pedestrian light fixtures and newspaper boxes must be organized along the corridor. Clustering benches to create seating areas around activity nodes promotes interaction and creates a synergy amongst users of the district. Strategically placed waste receptacles will reduce litter in the district. Locating bicycle racks at major intersections and outside of businesses is important to further create a multi-modal neighborhood. Because of the density of the neighborhood and its accessibility from other areas of Cleveland Heights, it is essential to encourage visitors to use alternate modes of transportation while traveling to and from the district. Enhancements made to several GCRTA bus stops, working within the guidelines set forth by GCRTA, will create comfortable, safe and attractive Transit Waiting Environments. Stops can incorporate solar panels, signage and lighting to better establish an identity for public transportation in the district. It is critical the district is accessible to the station to further connect the neighborhood to the region.

INTEGRATING PUBLIC PARKING

Signage and Wayfinding Devices

The Cedar – Fairmount District houses several City-owned public parking lots. However, their presence is challenged due to a lack of clear signage that informs visitors. Signage should be incorporated into the area indicating the locations and travel paths to the lots. Once visitors park in one of the various lots, public signage should then direct the pedestrian within the shopping district while including a retail directory to quickly orientate people to the area.

Streetscape Improvement Recommendations

QUANTIFYING THE INVESTMENT

In order to determine the true worth of a project such as the Cedar – Fairmount Transportation and Streetscape Plan, one must judge the merits of the investment both in terms of its qualitative and quantitative impacts. Thus far the report has discussed the impacts that the reconfiguration of the street will have on the traffic flow through the district, the aesthetic improvements that accompany an enhanced pedestrian environment and its potential impact on development. However, it is when one begins to quantify what this investment means in terms of area of new sidewalk created, number of street trees or new on-street parking spaces that the physical impacts on the district become apparent.

A overall goal of the project and the process was to determine strategies to rebalance the street to focus more on the pedestrian experience. The Avenue Option removes approximately 18,000 square feet of road and replaces it with additional sidewalk, green space or medians. In addition, the reorganization of the pedestrian realm leads to the installation of approximately 87 street trees along the corridor.

Considerations about the pedestrians' experience have greatly impacted the study and informed the final recommended design alternative. Cedar Road crossing distances have been shortened by more than 10 feet.

While the study has examined alternate modes of transportation, strong attention has also been paid to vehicular traffic. Providing unrestricted parking spaces on the street makes the district readily accessible and a shortened travel time through the district eliminates the perception of an auto-dominated area and congestion.

QUANTATIVE ANALYSIS

A critical inventory of the major components of the enhancements:

	Existing Conditions	Option B "The Avenue"
Cedar Rd. On-Street Parking	21 spaces	41 spaces
Restricted On-Street Parking?	Yes	No
Sidewalk Width	9'-6" (North) 9'-6" (South)	13'-6" (North) +4' 11'-6" (South)+2'
Street Trees	27	87
Crossing Distance		
Grandview Rd. Intersection	60'	46'
Euclid Hts. Blvd.	Currently not permitted	29' (Sidewalk to median)
Traffic Lanes	6 lanes	4 lanes
Additional Sidewalk / Reduced Roadway	-	17,800 s.f. (.41 acres)

ESTIMATING THE PROJECT COSTS

To aid in understanding the ultimate implementation of these plan recommendations, a budget analysis for the infrastructure / streetscape construction was created. Although these budgets are preliminary and based on conceptual recommendations, they are meant to serve as a guide to what it might take to implement this vision as well as establish an order of magnitude for the various recommendations including the reconfiguration of Cedar Road, burying the utilities along its length and integrating streetscape amenities throughout the district.

The following cost analysis is based on considerations of the scope and complexity of the improvements, our experience with similar type roadway / streetscape construction projects and comparisons of these project's cost on a lineal foot basis. The conceptual budgets outlined below for the reconstruction of Cedar Road, narrowing of the roadway, new curbs, new sidewalks, utility improvements, burial of the electric lines, new street lights, new street trees and landscaping, and new streetscape amenities as per the recommendations of this study.

The projected costs associated with this estimate are capital in nature and do not include such items as the ongoing maintenance of the streetscape and landscaping. These budgets are in 2009 dollars and will need to be adjusted with inflation for current market prices at the time of construction.

CONSTRUCTION COST ESTIMATE

Cedar Road extending between Euclid Heights Boulevard and Norfolk Road

	Length of Street		Budgeted Cost		Anticipated Construction Cost	Administrative Costs (15%)	Total Budget
Reconstruction of the street / sidewalks	2020 l.f.	x	$1260 / l.f.	=	$2,545,200		
Burial of Utilities	2020 l.f.	x	$570 / l.f.	=	$1,151,400		
Streetscape Amenities / Landscaping / Public Art	2020 l.f.	x	$588 / l.f.	=	$1,187,750		
					$4,884,350	$732,650	**$5,617,000**

Creating a Unified Vision

ASSEMBLING THE COMPONENTS

Throughout the planning process, the design team has worked alongside Cleveland Heights City Staff, held workshop meetings with the energetic Stakeholder Committee and included many of the recommendations of the involved and educated Community. The recommended streetscape plan is a culmination of thoughts, ideas and synergy. As concepts were developed and data collected throughout the process, open lines of communication were established to ensure the final plan captured the vibrancy of the City of Cleveland Heights and met the goals set forth by the residents and neighbors of the Cedar – Fairmount District. Recent census reports and traffic analysis indicate inner-ring suburbs must evolve to better compete with sprawl and unplanned growth patterns. Tight-knit communities like Cleveland Heights must make intelligent investments in public infrastructure. Taking full advantage of improvements made to the public-right-or-way enhances and complements the historic architecture and rich building stock of established communities. Aging utility systems and roadways must be repaired or replaced in the near future; recognizing the potential of redefining the function of public infrastructure will rebalance core districts like Cedar-Fairmount, elevate the quality of life for residents of the City and continue to grow the area as sustainable community within the Northeast Ohio region.

At the final community meeting, the final vision and planning initiative details were widely supported. Comments focused on the importance of transforming the district with well-designed public infrastructure that enlivens, connects and rebalances the roadway to best serve all users. Additional comments showed concern about the potential to slow down traffic in an already congested area, and were answered with an assurance that additional testing would be required before implementation and that throughout the planning study residents, business owners and land owners' feedback and preferences guided the design concept.

IMPLEMENTATION OF THE PLAN

SHORT TERM

Immediate investments can be made to improve the district, and the recommended roadway configuration can be tested by restriping the street with the inclusion of "Sharrows". The incorporation of improved signage and wayfinding devices will make the district more accessible and more easily understood by visitors. Additionally, the proposed median / gateway element at the intersection of Euclid Heights Boulevard and Cedar Road can be constructed because of its minimal impact on the existing street curbs. The removal of all raised tree pits and the reorganization of the several components (newspaper boxes, etc.) will eliminate the most cramped portions of the narrow sidewalk.

LONG TERM

Major investments to the district should include the complete reconstruction of the roadway and sidewalk areas to accommodate the recommended streetscape option's wider sidewalks. Updates to the utility systems would include the complete burial of overhead wires and the elimination of redundant utility poles. The organized and decluttered streetscape would maximize the useable space of the reconfigured public realm and provide the ample flexibility that promotes spontaneous activity along the sidewalk. Future investments in the public infrastructure will encourage and facilitate new construction, at the Top of the Hill site, and redevelopment within the neighborhood further increasing the value of the Cedar-Fairmount District. Additional funding sources will be pursued by the City.

Create Beautiful Streets

Develop Walkable Streets

Integrate Public Transportation

Define Areas of Confluence

Create Identity

Provide Places for Activity

Provide for Evening Activity

Encourage Spontaneous Uses

Define Gateways

Provide Places to Sit

Screen Parking Lots

Avoid Blank Walls

Engage the Architecture

Accommodate Outdoor Dining

Integrate Park Space

THE FINAL VISION

Intelligent, well-planned and visionary infrastructure plans have the ability to reinvent urban core districts like Cedar – Fairmount. Looking towards the future with an organized vision ensures the future redevelopment within the district adds undeniable value to the surrounding neighborhoods and ultimately, the entire City of Cleveland Heights.

Weaving together our collective imagination and inspired determination will result in a sustainable future for the Cedar – Fairmount District promising future generations of visitors and residents will enjoy the strong sense of place that is created in this unique community.