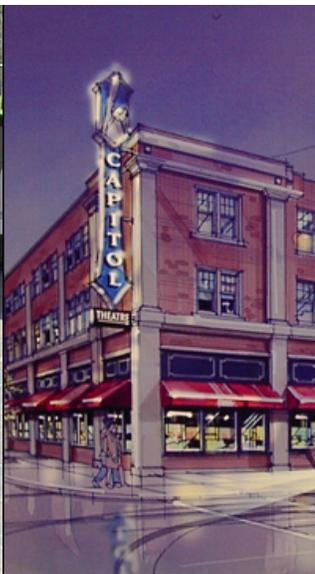


detroit *shoreway*



Herman Park Event



Capitol Theatre



Cleveland Lakefront State Park

Strategic Investment Area Plan

March 2007



Detroit Shoreway

*“A Neighborhood with a View,
a Community with a Vision”*

Detroit Shoreway sees itself as the premier lakefront neighborhood in Northeast Ohio. Detroit Shoreway is a neighborhood of choice for residents, businesses and visitors to live, work and play. A vast array of community assets include easy access to Lake Erie and downtown Cleveland, the emerging Gordon Square Arts District, a housing stock rich in architectural styles and affordability, and a wide array of transportation options and excellent private schools. As the first Eco-friendly neighborhood established in the State of Ohio, green building techniques have become a standard in current and future development.

Diversity is evident throughout the Detroit Shoreway neighborhood. People of all ages, races, and income levels, families, young professionals to empty nesters, and a growing gay and lesbian community call Detroit Shoreway home. Major resources have been invested in affordable housing while private sector developers are creating cutting edge, high end market rate housing. Throughout the neighborhood, living options offer choices to people of all lifestyles, from lakefront flats and condominiums at Battery Park, modern townhomes, small cottages and historic Victorian mansions. Affordable rental housing options include artist live work space, subsidized housing for seniors and people with disabilities, a variety of multi-family units in recently renovated historic buildings and new and renovated single family homes.



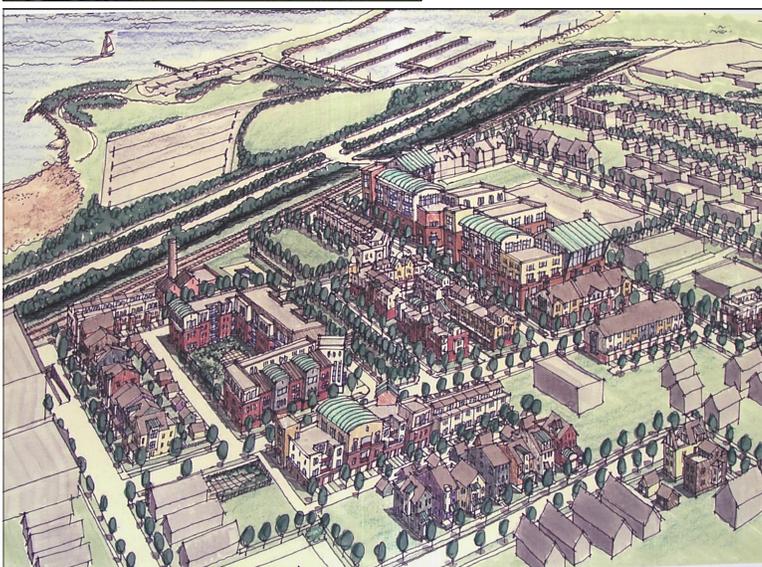
The emerging Gordon Square Arts District has become a true destination point for entertainment, business, and recreation. The completion of the Detroit Avenue Streetscape will create an authentic and vibrant urban experience. The re-opening of the Capitol Theatre as an art and independent film cinema, the construction of a new auditorium for Near West Theatre, and the continued growth of Cleveland Public Theatre offers a unique blend of affordable, entertainment options not found in any other neighborhood in the region. The three theatres are sparkplugs for new business development that includes unique restaurants, hip night clubs, and art galleries. When the build-out of the district is completed, over 300 new jobs will have been created in a vibrant, urban commercial district.



The Lakefront Plan to decommission the West Shoreway from a high speed roadway to a pedestrian scaled, tree lined boulevard will give residents direct access to the magnificent Edgewater Park and the lakefront. The West 65th St. bike tunnel, lined with ceramic tile art after the recently completed \$800,000 improvements, bustles all summer with bikers, joggers, and walkers headed to Edgewater Park. The Lakefront Plan will create more connections to the lakefront through an ADA accessible pedestrian and bike path and tunnel at West 76th, a new underpass at West 73rd St., and new intersections at West 54th and West 45th Streets. The award winning master plan for the Zone Recreation Center calls for grounds that offer an eco-friendly, educational experience including walking paths and natural landscape and picnic areas with recreational amenities like a water park, baseball and soccer fields, and basketball and tennis courts. Neighborhood youth will continue to be served through summer programming at Herman Park and Lake Pool.



A lakefront community that is cultural, diverse, and vibrant. That's the vision for the Strategic Investment Initiative Area detailed in this plan.





West 65th Street tunnel



**GORDON
SQUARE**



Snickers on Detroit Avenue

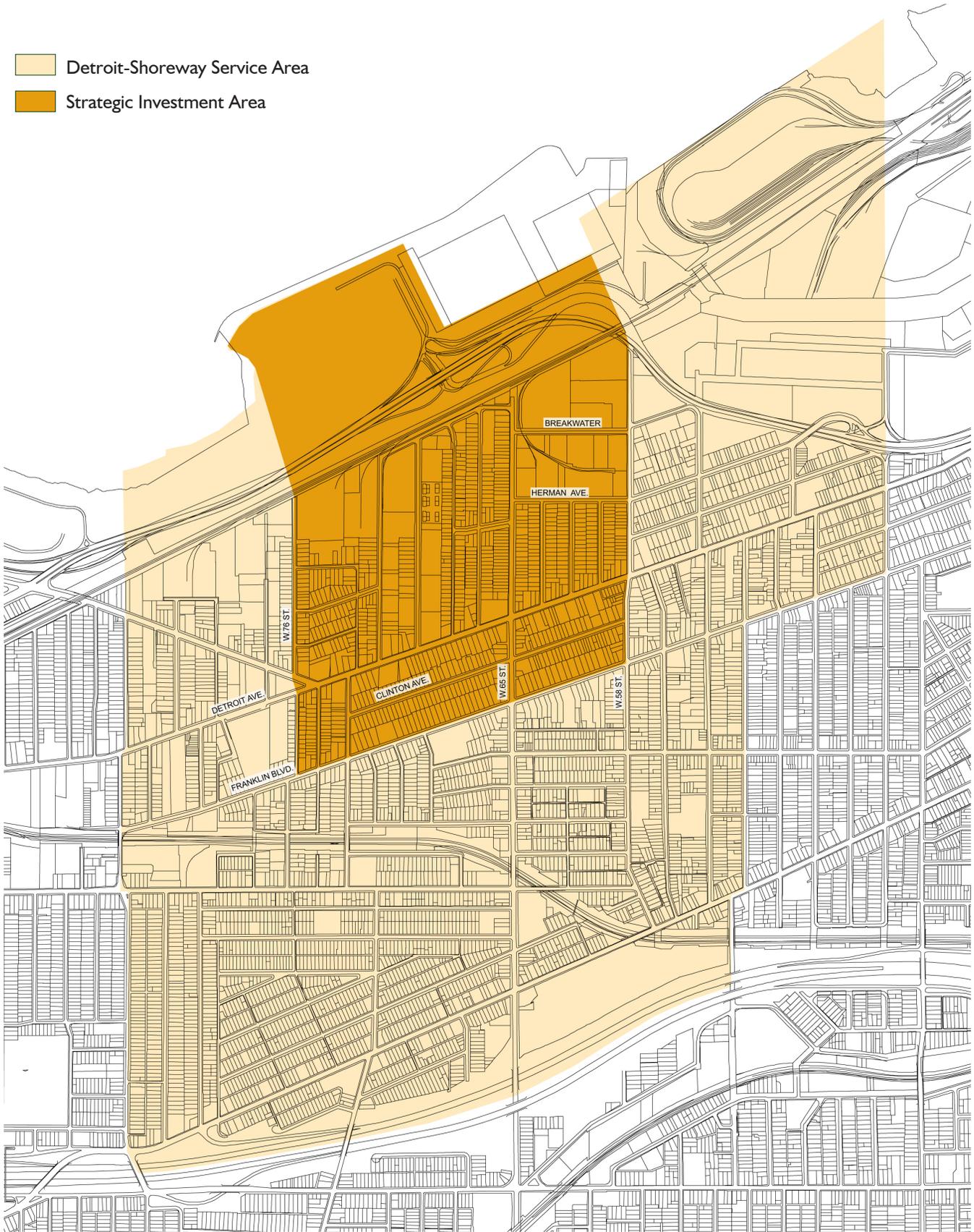
Overview

The Strategic Investment Area lies north of Franklin Boulevard in the Detroit-Shoreway Community Development Organization's service area. This area is poised to become one of the most dynamic and attractive neighborhoods in the city, boasting to a wide range of natural and cultural assets, as well as a strong market for new development. The *Strategic Investment Area Plan* addresses ways to maximize the catalytic impacts of recent and proposed planning development projects in the neighborhood.

Components of the *Strategic Investment Area Plan* include:

- Cleveland Lakefront Plan
- Gordon Square Arts District Master Plan
- Detroit Avenue Streetscape Plan
- Retail Areas
- Battery Park Plan
- Industry/Manufacturing
- Model Blocks Plan
- Housing
- Schools
- Faith-based Institutions
- Neighborhood Quality of Life
- Parks and Green Space

-  Detroit-Shoreway Service Area
-  Strategic Investment Area



Detroit-Shoreway *Strategic Investment Area*



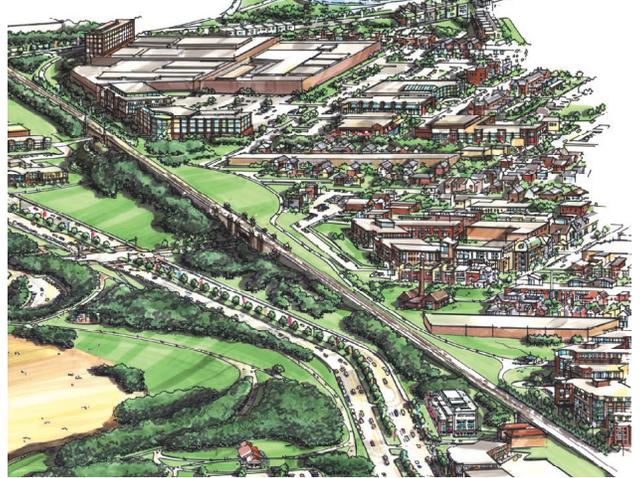
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Cleveland skyline from Edgewater Park



Reconfiguring the Shoreway as a tree-lined boulevard will improve connections between the neighborhood and the lake. (City Architecture)



WEST
CONCEPTUAL PLAN

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JJR
Chicago, Illinois
cityarchitecture
Cleveland, Ohio
THE OUTSIDE IN
Cleveland, Ohio



Entrance to the tunnel: before and after views
(Urban Design Center of Northeast Ohio)



Cross-section through the tunnel, with water imagery to improve the pedestrian experience.
(Urban Design Center of Northeast Ohio)



Cleveland Public Theatre
(The D.H. Ellison Co.)

- Faith-based Institutions
- Neighborhood Quality of Life
- Parks and Green Space

Cleveland Lakefront Plan

In 2005, the City of Cleveland officially adopted Connecting Cleveland: The Waterfront District Plan, a comprehensive redevelopment blueprint for eight miles of Lake Erie shoreline between Edgewater Park and Gordon Park. The plan was prepared by JJR, CityArchitecture, and the Outside In.

A major feature of the plan is the decommissioning of the West Shoreway, a high-speed roadway that currently separates Detroit Shoreway residents from the lakefront. A fully-funded state transportation project will replace the Shoreway with a pedestrian-scaled, tree-lined boulevard that will join the neighborhoods to Lake Erie. During off-peak hours, the new roadway will provide on-street parking.

New connections to the lakefront will include:

- an ADA accessible pedestrian and bike path and tunnel at West 76th Street (rehabilitating the existing tunnel as a neighborhood amenity),
- a new underpass at West 73rd Street,
- a connection at West 54th Street, and
- a new intersection at West 45th Street.

Construction is scheduled to begin in 2010.

Gordon Square Arts District Master Plan

The Gordon Square Arts District Master Plan, prepared by CityArchitecture, includes five anchor projects: the Cleveland Public Theatre, the Near West Theatre, the Capitol Theatre, Detroit Avenue streetscape Improvements, and parking. The plan recommends the following initiatives:

1. *Continuing investment in the Cleveland Public Theatre*, including improved HVAC systems for both theatres, improved theatrical lighting and sound systems, new audience seating, ADA-compliant restrooms, an elevator, and basic structural repair.
2. *Build a new theatre for the Near West Theatre*. NWT currently operates in cramped quarters in a church social hall. It plans to build a new theatre on West 67th Street at Detroit Avenue that will seat 300 people and includes rehearsal space and offices.
3. *Renovate the Capitol Theatre*, built in 1921, into a three-screen cinema showing art and independent films. The cinema project will be perhaps the largest single contributor to economic development in the neighborhood, creating demand for restaurants, nightlife and new shops.



Renovations for the Capitol Theatre
(Process Creative Studio)



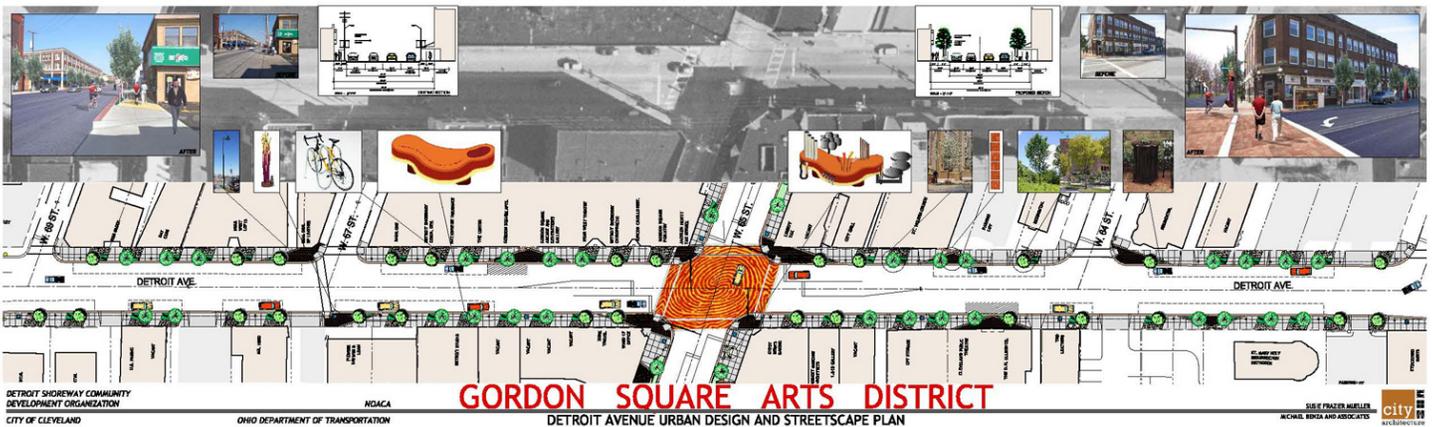
The new Near West Theatre
(Richard Fleischman + Partners Architects, Inc.)



CITY ARCHITECTURE

MASTER PLAN

**GORDON SQUARE
ARTS DISTRICT**



DETROIT SHOREWAY COMMUNITY DEVELOPMENT ORGANIZATION CITY OF CLEVELAND NDACA OHIO DEPARTMENT OF TRANSPORTATION **GORDON SQUARE ARTS DISTRICT** DETROIT AVENUE URBAN DESIGN AND STREETScape PLAN SUE FRAZER HULLER MICHAEL BEDIA AND ASSOCIATES city architecture



Saigon Plaza

Snickers

P.J. Shire Building

- *Provide resources* to help homeowners and landlords improve their properties.
- *Use land assembly grant* to rehabilitate and sell deteriorated one- and two-family homes.
- *Use land assembly funds* to acquire multi-family and mixed use building (7306-12 Detroit to be redeveloped as artists live-work housing by private sector developer).
- *Use receivership* as a tool for nuisance abatement and land assembly (7423 and 7500 Rutledge which are condemned by the City of Cleveland).

Housing

Housing is a priority in the Strategic Investment Area, since existing and planned amenities give the neighborhood tremendous market draw, making it a neighborhood of choice. The goal is to maintain the neighborhood’s cultural and economic diversity by providing residential opportunities for people of all ages and incomes.

- Preserve existing affordable housing and develop new opportunities to maintain the diversity and character of the community as mixed income.
- Maintain Cogswell Hall (on Franklin Avenue at West 74th Street) as an affordable housing choice for low-income women.
- Support private sector developers to build new market-rate housing to establish the area as a neighborhood of choice.
- Redevelop older, obsolete industrial buildings for housing.
- Support homeowners efforts to rehabilitate their houses by providing referrals to low-interest loans and technical assistance.
- Preserve the character of the Franklin Boulevard and West Clinton Historic District,



New Rite Aid design responds to the neighborhood context

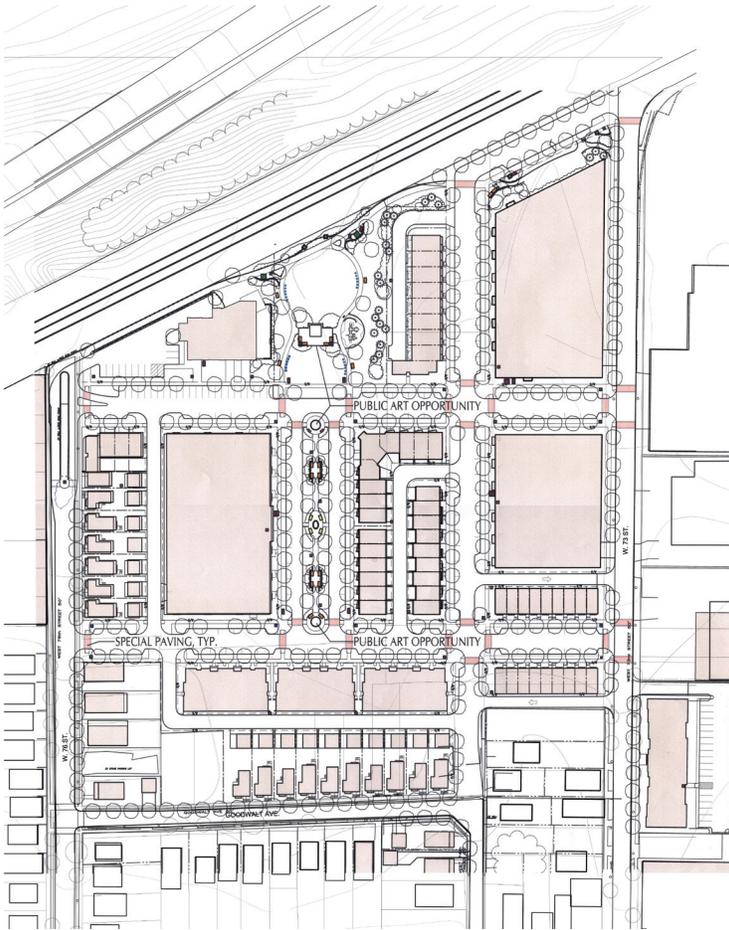


Incremental redevelopment at West 65th Street and Franklin Boulevard
(Urban Design Center of Northeast Ohio)



Before and after views of commercial buildings in the West 65th Street/Franklin Boulevard area.
(Urban Design Center of Northeast Ohio)





4. *Implement a \$3 million streetscape improvement project from West 58th Street to West 73rd Street.* The improvements will include public art, new street lights, trees, and roadway improvements. In the core of the district from West 61st to West 69th Streets, the roadway will be narrowed by 6 feet for to allow for 3 foot wider sidewalks. This will make the district more pedestrian friendly and allow for sidewalk cafés. All of the utility lines will be buried underground in the core of the district and the utility poles will be eliminated.
5. *Develop shared parking areas* between businesses, entertainment venues, and residential uses. Parking lots should be marked with similar graphics to enhance a sense of district. Provide connected parking areas at the rear of buildings with rear entrances off of the lots.
6. *Encourage reinvestment in the district*, especially in terms of amenities to existing businesses, such as

Townhouses at Battery Park
(CityArchitecture)



The Battery Park development, with views of downtown and the Lake.
(CityArchitecture)



Paramount Printing

Industry/Manufacturing

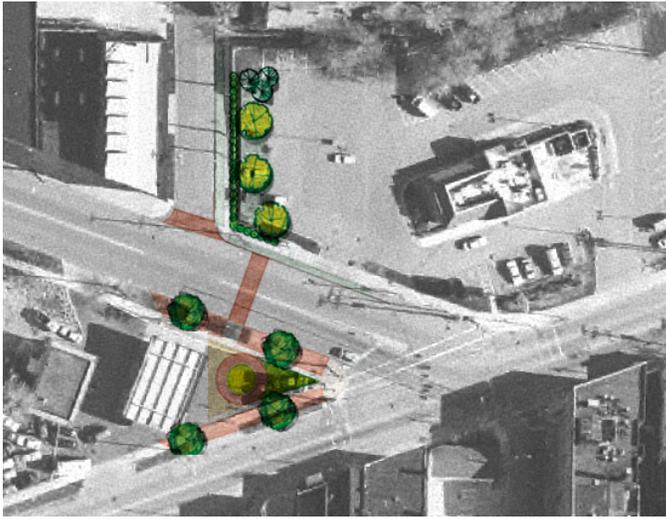
The Strategic Investment Area has historically been a location of choice for Cleveland industries. As the neighborhood experiences a transition to new patterns of land use, it is important to retain local industries and manufacturing businesses.

- Retain and expand industrial uses in the Breakwater Avenue and Baker Avenue areas as a source of jobs in the neighborhood.
- Work with Wire-NET to support the industrial and manufacturing base in the neighborhood.



Breakwater-area industries





Potential gateway at Detroit Avenue and Lake

- 7. *Provide opportunities for artist work space* throughout the district and encourage retail uses, such as galleries, restaurants, bookstores, coffee shops, and specialty shops that are compatible with the arts and entertainment district.
- 8. *Provide entrance signage or markers* to designate the district boundaries.
- 9. *Provide historic markers* with information about buildings and streets in the district.
- 10. *Renovate historic church building* to provide a venue for special functions such as weddings and musical performances.
- 11. *Provide a green space* for residents. A park placed adjacent to the Cleveland Public Theatre could allow for outdoor performances.

Battery Park Plan

Battery Park is a \$100 million development on a 13-acre site overlooking Lake Erie. The site once had twenty vacant industrial buildings, but it is now being reinvented as a residential development. Vintage Development Group plans to include 328 housing units in a broad range of unit types and price points, including single-family units, townhomes, and lofts. The Battery Park site is located on a bluff overlooking Edgewater Park, with views of Lake Erie and downtown Cleveland. The plan includes a public green space overlooking the lake for use by new and existing neighborhood residents. The plan also calls for the redevelopment of the historic Eveready Powerhouse as a restaurant, market, and community meeting place. Construction began in 2005 and occupancy of the first single-family homes began in Spring 2006.

Model Blocks Plan

The Model Blocks plan will build an image for the area as Edgewater Hill using street banners, lighting, signage, and landscaping. Components of the plan include:

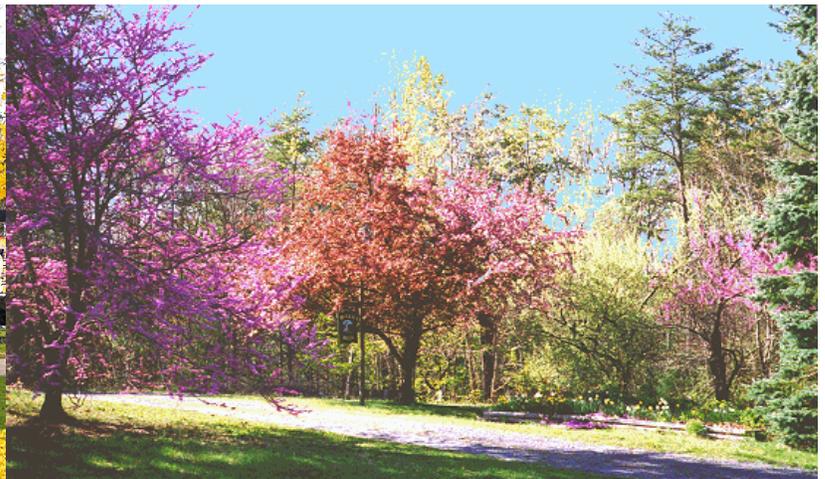
- *Establish an attractive gateway* to Edgewater Hill at the intersection of Lake and Detroit Avenues. Landscaping decorative paving, signage, and crosswalks will create a



Deteriorated house to be rehabilitated using funds from Neighborhood Progress, Inc. and re-sold.



Model blocks-funded repairs and improvements enhance houses in the neighborhood.



Street trees can be planted where they are missing in the tree lawns; flowering ornamental trees will brighten up the neighborhood when planted in front yards.



Artist-designed barriers as a replacement for existing guard rails.
(Urban Design Center of Northeast Ohio)



Casa Bevedere



Stonewater, a proposed redevelopment of a former industrial building for housing/mixed use development.



Painters' Loft Condominiums, the redevelopment of a former industrial building.

welcoming point of arrival to the neighborhood. These improvements will need to be made in partnership with private property owners.

- *Increase pedestrian scale lighting* to make the area safer and more welcoming at night. Careful pruning of existing street trees, combined with supplemental lighting at the pedestrian level, will increase nighttime illumination.
- *Plant street trees in tree lawns* to replace missing trees in the residential streetscape. New trees should include Red Maples, Norway Maples, Ginkgos, and London Plane trees in order to carry through the planting pattern established for Battery Park, blending the historic neighborhood with the new development.
- *Ornamental trees* are encouraged for front yards, including flowering crabapple trees. Group purchase of trees will help to establish a cohesive palette of plant materials in the Model Blocks area and will also reduce the cost for individual homeowners.
- *Remove or replace unsightly guard rails* on tree lawns in the neighborhood with artist-designed barriers.
- *Consider consistent address numbers* for homes in the neighborhood to reinforce a sense of community and continuity.
- *Examine the best use for vacant land* at Rutledge and West 74th Street and other vacant lots in the neighborhood.



Cogswell Hall, an affordable housing choice for low-income women.



Cleveland Housing Network's Lease/Purchase Program helps to make housing in the neighborhood affordable. (1360 West 67th Street)



Villa Giardino, affordable for-sale condominiums in the heart of the lakefront district on West 70th Street.



Franklin Townhomes is one the many market-rate housing developments in the neighborhood.



Historic houses in the neighborhood.



Art project with Gallagher Elementary School



Watterson-Lake Elementary School

and other historic homes throughout the neighborhood.

Retail Areas

Not since the turn of the 19th Century has Detroit Avenue seen such a boom in activity, fueled by the exciting Gordon Square Arts District, Battery Park, the Detroit Streetscape Project, and other neighborhood improvements currently under construction.

The intersection of West. 65th Street (historically known as Gordon Street) and Detroit Avenue is unique on Cleveland's Near West Side as one of a few intersections with all four turn-of-the-century structures still standing. These historic buildings form the nucleus of the Gordon Square Arts District, as well as the heart of our Detroit Avenue commercial district. The business boom will include a new restaurant by one of Cleveland's top chefs; two art galleries, a traditional Irish pub, a wine tasting bar, and a specialty bakery and coffee house.

The Strategic Investment Plan recommendations are as follows:



Sagrada Familia



Our Lady of Mount Carmel



St. Helena Catholic Church



St. Luke Episcopal Church

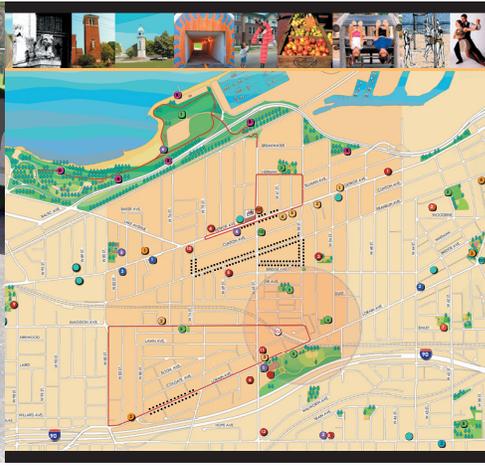
Faith-based Institutions

Faith-based institutions in Detroit-Shoreway represent the ethnic and cultural diversity of the neighborhood.

- Support faith-based institutions (Our Lady of Mount Carmel, Sagrada Familia, St. Helena's Catholic Church, and St. Luke's Episcopal Church) as community anchors.



Event at Herman Park



Steps to a Healthier Cleveland map



Cleveland Public Theatre Step Program

Neighborhood Quality of Life

Quality of life issues contribute to the market appeal of the neighborhood. Addressing residents' concerns and finding ways to bring neighbors together will enhance the quality of life for existing residents and make the neighborhood attractive to new residents and businesses.

Civic engagement

- Expand outreach to residents to work together to improve the neighborhood.
- Support block clubs as a community building tool. Encourage block club organized projects such as the Historic Haunts Tour and the West Clinton Labyrinth.
- Promote the rich cultural diversity of the neighborhood through events and marketing.

Code enforcement

- Establish model blocks area as a focus for enhanced code enforcement.
- Use code enforcement as a tool to improve the neighborhood's housing stock.
- Provide resources to homeowners, especially seniors and the disabled, to assist with code compliance.
- Hold landlords accountable for the condition of their properties.

Safety

- Encourage resident-led safety initiatives such as the CB radio patrol and walking patrol
- Encourage the use of porch lights and residential light poles to increase nighttime illumination levels
- Coordinate dialog with Cleveland Police Department to address safety hot spots as they arise.
- Continue high level of resident engagement in the Model Blocks area to maintain this neighborhood's status as one of the safest in Cleveland.

Health

- Promote healthy lifestyles with maps and other resources from *Steps to a Healthier Cleveland*.
- Encourage the use of the West 65th Street bike tunnel and West 76th Street pedestrian tunnel connections, and fitness stations at Edgewater Park.



Labyrinth Park



Herman Park



Edgewater Beach

- Encourage the development of retail uses that are compatible with the Gordon Square Arts District.
- Expand design review authority and establish guidelines to improve the appearance of commercial areas, especially in the Landmarks District and the Business Improvement District.
- Implement an incremental redevelopment strategy for the intersection of West 65th Street and Franklin Boulevard, including the renovation of existing retail buildings and the greening of large surface parking lots.

Schools

Schools are an integral part of the neighborhood and provide opportunities for community engagement,

- Engage residents to help improve safety around schools, provide tutoring, and make improvements to school grounds.
- Support Cleveland Municipal School District Schools, Gallagher Elementary and Watterson-Lake Elementary, through arts partnerships, mentoring, tutoring, and volunteer safety initiatives around the schools.
- Promote the elementary school at Our Lady of Mount Carmel, one of the best elementary schools in the County, and a market draw for bringing and retaining families with children in the neighborhood.
- Examine redevelopment options for the historic Watterson-Lake School building, listed on the National Register of Historic Places and a Cleveland landmark.

Parks and Green Space

- Improve access to Edgewater Park—the most heavily used state park in Ohio—by

Acknowledgements

The Detroit Shoreway Strategic Investment Area Plan was prepared with the support of Neighborhood Progress, Inc. and Ward 17 Councilman Matt Zone. The plan was prepared by Kent State University's Urban Design Center of Northeast Ohio



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