Presentation Contents

1  OVERVIEW
2  SUMMARY OF COMMUNITY FEEDBACK
3  PROJECT GOALS + RECOMMENDED STRATEGIES
4  VISION PLAN
1 Overview
Consultant Team

David Jurca
Seventh Hill

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COMMUNITY EVENTS

FOCUS GROUP

USER EXPERIENCE WALK

RESIDENT NIGHT WALK
2 Summary of Community Feedback
S.W.O.T.

POSITIVE (+)

STRENGTHS (+ inside)

NEGATIVE (-)

WEAKNESSES (- inside)

INSIDE

OUTSIDE

STRENGTHS

WEAKNESSES

OPPORTUNITIES (+ outside)

THREATS (- outside)

OPPORTUNITIES

THREATS
STRENGTHS

IDENTITY
LOCAL ATTRACTIONS
PROXIMITY
SOCIAL LIFE

MOBILITY
DEVELOPMENT SITES / DEMAND

Community Event 1.0
Focus Group 1.0
OPPORTUNITIES

Community Event 1.0

- SOCIAL LIFE
- SAFETY
- SHARED PARKING
- INVESTMENT OPPORTUNITIES
- GREEN SPACES
- LOCAL RETAIL
- AMENITIES
- CITY SERVICES

Focus Group 1.0

- IDENTITY
- DEVELOPMENT SITES
- TRANSIT ACCESS
- CONNECTIONS

- RECREATION TRAILS
- WALKABILITY
THREATS

Community Event 1.0

Focus Group 1.0

LACK OF AFFORDABILITY
SAFETY
PARKING
DESIGN GUIDELINES

CIVIC LEADERSHIP / ENGAGEMENT
UNATTRACTIVE USES
NEIGHBORHOOD COMPETITION
MULTI-MODAL INFRASTRUCTURE

VACANCY
TRAFFIC
RETAIL
Project Goals + Recommended Strategies
Project Goals:

- Invite all voices from the community to share their expertise, choose from alternative scenarios, and understand the impacts their decisions.
- Establish a community vision for the character, scale, and uses of new development.
- Create a strategy to address the area’s parking demand now and in the future.
- Improve mobility connections within Lincoln Heights and surrounding neighborhoods.
- Prioritize community needs for reuse of large-scale and scattered site vacant land.
Goal 2:
Establish a community vision for the character, scale, and uses of new development.

Strategies:

2.1 Model existing urban context with proposed development projects.
2.2 Reinforce the identity of the Scranton South Side Historic District.
2.3 Identify potential connections through key development sites.
2.4 Encourage pedestrian scale of new development to support historic neighborhood.
2.5 Organize community events to encourage socialization between neighbors.
2.6 Provide a wider variety of building uses than simply residential, including low-cost places for community members to meet.
Goal 3:
Create a strategy to address the area’s parking demands now and in the future.

Strategies:

3.1 Count existing on-street and off-street parking spaces.
3.2 Create composite plan of proposed developments and assess their parking needs.
3.3 Identify best opportunities for shared parking.
3.4 Encourage multi-modal transportation for residents and visitors to limit parking demand.
3.5 Review best practices for resident parking passes, paid public parking, and police enforcement.
3.6 Provide clear signage directing visitors to nearby public parking.
3.7 Investigate opportunities for parking apps to help manage parking availability.
Goal 3:
Create a strategy to address the area’s parking demands now and in the future.

Strategies:

3.1 Count existing on-street and off-street parking spaces.
3.2 Create composite plan of proposed developments and assess their parking needs.
3.3 **Identify best opportunities for shared parking.**
3.4 Encourage multi-modal transportation for residents and visitors to limit parking demand.
3.5 Review best practices for resident parking passes, paid public parking, and police enforcement.
3.6 Provide clear signage directing visitors to nearby public parking.
3.7 Investigate opportunities for parking apps to help manage parking availability.
890+ off-street parking spaces

213+ Residential
479 Commercial
198+ Institutional
Strategy:

3.3 Identify best opportunities for shared parking.

1. W. 25th
2. Scranton & Willey
3. Scranton & Barber
Off-Street Parking for Customer Destinations

<table>
<thead>
<tr>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>ADDRESS</th>
<th>CURRENT PARKING</th>
<th>REQ. PARKING</th>
<th>FLOOR AREA / SEATS / EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutt Hutt - Doggie Day Care</td>
<td>Retail Service</td>
<td>2603 Scranton</td>
<td>3</td>
<td>3</td>
<td>3,654 sf</td>
</tr>
<tr>
<td>Mutt Hutt - Grooming Salon</td>
<td>Retail Service</td>
<td>2626 Scranton</td>
<td>1</td>
<td>3</td>
<td>1,439 sf</td>
</tr>
<tr>
<td>Classic Connection Restoration</td>
<td>Auto Restoration</td>
<td>2613 Scranton</td>
<td>3</td>
<td>13</td>
<td>6,100 sf</td>
</tr>
<tr>
<td>Tremont Tap House</td>
<td>Restaurant / bar</td>
<td>2572 Scranton</td>
<td>55</td>
<td>34</td>
<td>3,354 sf</td>
</tr>
<tr>
<td>Aperture Photography / AMG</td>
<td>CLOSED</td>
<td>2541 Scranton</td>
<td>3</td>
<td>(4)</td>
<td>(1,885 sf)</td>
</tr>
<tr>
<td>Liminis Theater</td>
<td>Theater</td>
<td>2438 Scranton</td>
<td>0</td>
<td>15</td>
<td>1,547 sf / 50 seats</td>
</tr>
<tr>
<td>Pizza Pan Restaurant</td>
<td>CLOSED</td>
<td>2401 Scranton</td>
<td>8</td>
<td>(8)</td>
<td>(836 sf)</td>
</tr>
<tr>
<td>Tremont Athletic Club</td>
<td>Gym</td>
<td>2306 W. 17th</td>
<td>14*</td>
<td>25</td>
<td>13,737 sf</td>
</tr>
<tr>
<td>Acupuncture First</td>
<td>Medical Office</td>
<td>2306 W. 17th</td>
<td>14*</td>
<td>6</td>
<td>3,015 sf</td>
</tr>
<tr>
<td>Everarbor</td>
<td>Retail Service</td>
<td>2617 Scranton</td>
<td>12</td>
<td>4</td>
<td>2,000 sf</td>
</tr>
<tr>
<td>Tappan Bakery</td>
<td>Bakery</td>
<td>2703 Scranton</td>
<td>6*</td>
<td>12</td>
<td>2,500 sf</td>
</tr>
<tr>
<td>Porco’s</td>
<td>Restaurant / bar</td>
<td>2527 W. 25th</td>
<td>42</td>
<td>19</td>
<td>1,869 sf</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>161</strong></td>
<td><strong>146</strong></td>
<td></td>
</tr>
</tbody>
</table>

* The number of Current Parking spaces was estimated as a portion of the available shared parking spaces at this location.
## Parking Usage Times

<table>
<thead>
<tr>
<th></th>
<th>Start Time</th>
<th>Hours</th>
<th>End Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nestle - LJ Minor</td>
<td>8:00 AM</td>
<td>10</td>
<td>6:00 PM</td>
</tr>
<tr>
<td>Animal Protective League</td>
<td>11:00 AM</td>
<td>8</td>
<td>7:00 PM</td>
</tr>
<tr>
<td>Scranton School</td>
<td>6:00 AM</td>
<td>10</td>
<td>4:00 PM</td>
</tr>
<tr>
<td>Tap House</td>
<td>4:00 PM</td>
<td>8</td>
<td>12:00 AM</td>
</tr>
<tr>
<td>Porco's Lounge</td>
<td>5:00 PM</td>
<td>7</td>
<td>12:00 AM</td>
</tr>
<tr>
<td>Everarbor / Mutt Hutt</td>
<td>7:00 AM</td>
<td>14</td>
<td>9:00 PM</td>
</tr>
<tr>
<td>Liminis Theater</td>
<td>8:00 AM</td>
<td>0</td>
<td>8:00 AM</td>
</tr>
<tr>
<td>Fairmont Creamery</td>
<td>5:00 AM</td>
<td>17</td>
<td>10:00 PM</td>
</tr>
<tr>
<td>Wagner</td>
<td>5:00 PM</td>
<td>16</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Tappan</td>
<td>5:00 PM</td>
<td>16</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Lincoln</td>
<td>5:00 PM</td>
<td>16</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Fairmont Creamery</td>
<td>5:00 PM</td>
<td>16</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Single Family Res</td>
<td>5:00 PM</td>
<td>16</td>
<td>9:00 AM</td>
</tr>
</tbody>
</table>
DIGITAL SITE SURVEY

Drone 3D Mapping and Aerial Photography
TOTAL PARKING INVENTORY MAP
PARKING PERCENT UTILIZATION

SCRANTON SCHOOL

0%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 84#  
TOTAL PARKING OCCUPIED 0#

APL

0%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 81#  
TOTAL PARKING OCCUPIED 0#

WAGNER (LOT 4)

0%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 26#  
TOTAL PARKING OCCUPIED 0#

WAGNER (LOT 3)

10%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 20#  
TOTAL PARKING OCCUPIED 2#

TAP HOUSE

5%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 55#  
TOTAL PARKING OCCUPIED 3#

FORTALEZA

0%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 29#  
TOTAL PARKING OCCUPIED 0#

NESTLE (LOT 3)

5%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 37#  
TOTAL PARKING OCCUPIED 2#

NESTLE (LOT 1)

11%  
TOTAL PERCENT UTILIZATION
TOTAL PARKING AVAILABLE 106#  
TOTAL PARKING OCCUPIED 12#

WAGNER (LOT 2)

85%  
TOTAL PERCENT UTILIZATION
BASED ON COUNTS TAKEN FROM 8:30AM + 4:30AM ON A MONDAY NIGHT
TOTAL PARKING AVAILABLE 28#  
TOTAL PARKING OCCUPIED 24#
TOTAL STREET PARKING

29%

TOTAL PERCENT UTILIZATION

BASED ON COUNTS TAKEN FROM 3:00AM - 4:00AM ON A MONDAY NIGHT

TOTAL PARKING AVAILABLE

346#

TOTAL PARKING OCCUPIED

99#
SCRANTON RD.

TOTAL PERCENT UTILIZATION: 14%

TOTAL PARKING AVAILABLE: 120#
TOTAL PARKING OCCUPIED: 17#

BASED ON COUNTS TAKEN FROM 3:00AM - 4:00AM ON A MONDAY NIGHT
PARK-SHARING APPLICATIONS

PARQUERY
PARK HUB
SPOT HERO
PARK JOCKEY
PARK WHIZ
JUST PARK
APPY PARK
MY PARK
PARK MOBILE
SPOT ANGEL
Goal 4:

Improve mobility connections within Lincoln Heights and surrounding neighborhoods.

Strategies:

4.1 Prioritize streetscape enhancements along Scranton Rd and Willey / Kenilworth.
4.2 Encourage property owners to shovel sidewalks in winter and support “snow angels” volunteers.
4.3 Improve underside of I-71 bridge along Kenilworth and other key gateways.
4.4 Investigate opportunities for new road or trail connection between Scranton & W. 25th Street.
4.5 Add wayfinding signage to Towpath Trail, Scranton Flats, Lincoln Park & Scranton South Historic District.
4.6 Engage GCRTA to explore potential to reinstate bus route on Scranton Rd.
4.7 Propose street interventions to slow down traffic and improve pedestrian safety.
Goal 4:

**Improve mobility connections within Lincoln Heights and surrounding neighborhoods.**

**Strategies:**

4.1 Prioritize streetscape enhancements along Scranton Rd and Willey / Kenilworth.

4.2 Encourage property owners to shovel sidewalks in winter and support “snow angels” volunteers.

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4.5 Add wayfinding signage to Towpath Trail, Scranton Flats, Lincoln Park & Scranton South Historic District.

4.6 Engage GCRTA to explore potential to reinstate bus route on Scranton Rd.

4.7 Propose street interventions to slow down traffic and improve pedestrian safety.
Strategies:

4.1 Prioritize streetscape enhancements along Scranton Rd and Willey / Kenilworth.

- Nature
- Active Storefronts
- Pedestrian Friendly
- Lighting
- Traffic Calming
- Green Street Enhancements
- Increase Walking
- Public Art
- Cleanup Programs
Goal 5:
Prioritize community needs for reuse of large-scale and scattered site vacant land.

Strategies:

5.1 Collaborate to secure funding for additional affordable housing options.
5.2 Take active role in shaping public policy and legislative action to stabilize property taxes.
5.3 Encourage first floor uses with needed neighborhood amenities.
   (ex. Grocery, affordable diner - “greasy spoon,” coffee shop, outdoor cafes w/ southern exposure).
5.4 Incorporate active public spaces along sidewalks to encourage neighborliness.
5.5 Identify opportunity for community green space.
Goal 5:
Prioritize community goals for reuse of large-scale and scattered site vacant land.

Strategies:

5.1 Collaborate to secure funding for additional affordable housing options.
5.2 Take active role in shaping public policy and legislative action to stabilize property taxes.
5.3 Encourage first floor uses with needed neighborhood amenities.
   (ex. Grocery, affordable diner - “greasy spoon,” coffee shop, outdoor cafes w/ southern exposure).
5.4 Incorporate active public spaces along sidewalks to encourage neighborliness.
5.5 Identify opportunity for community green space.
**Recommendations:**

- Hot market developer fee
- Increase housing voucher mobility
- Incentivize alternative ownership models beyond single family homeownership
- Expand Inclusion Policy Pilot
- Prioritize dense Mixed-Income Tax Credit projects
- Workforce Housing Acquisition Fund
- Phase in Form-Based Code with Inclusionary Incentives
- Tax Code Revisions
PROPOSED DEVELOPER’S FUND

ELIGIBILITY: Development projects in Lincoln Heights receiving a 15 year tax abatement from the City

Single unit townhomes, new single or multifamily homes constructed
• $1,500.00 per unit (one time fee).

Apartment Complex | Option 1
• $1,000 per floor constructed of the project for a period of 10 years.

Apartment Complex | Option 2 - based on number of units vs. floors of the project for a period of 10 years.
• Units 1 - 20: $1,000 per year for a period of 10 years.
• Units 1 - 40: $2,000 per year for a period of 10 years.
• Units 1 - 60: $3,000 per year for a period of 10 years.
• Units 1 - 80: $4,000 per year for a period of 10 years.
• Units 1 - 100: $5,000 per year for a period of 10 years.
• Structures over 100 units would max out at $6,500 per year for a period of 10 years.

All funds will be held by Tremont West Development Corporation

A committee composed of TWDC Staff, Block Club Chairperson, and a Developer’s representative will define the direction of the funds, and review applications made by property owners within the Lincoln Heights Block Club for eligibility. Eligible candidates would require a financial hardship to do minor repairs or to comply with City of Cleveland Violation Notices.

There will be a maximum allotment of the fund each year of its existence. Maximum Allotment per year of $7,500.00. Applicants Maximum of $1,500.00 per property (pro rated by the applicant’s yearly income and savings.)
ACT NOW TO PROTECT HOUSING AFFORDABILITY IN LINCOLN HEIGHTS

Figure 5: Modeling Development Without Displacement, Projecting 2030 Unit Demand on the Near West Side

Recommendations:

- Advance and refine the Proposed Developer’s Fund, potentially include some flexibility.
- Development projects utilizing city land and/or city incentive packages should provide 20% affordable housing or a community benefit of equal value.
- Pursue actions in Housing Inclusion white paper.
- Continue to monitor the changing housing data to ensure we’re on track to hit our goals.

source: Housing Inclusion on the Near West Side of Cleveland, 2017
4 Vision Plan
Current Land Use

11 different uses

- Vacant Land
- Single Family
- Two Family
- Multi Family
- Townhouse
- Mixed Use: Live-Work
- Office
- Retail
- Commercial Services
- Light Industry
- Heavy Industry
- Institutional
- Recreation/Open Space
Current Street Connectivity

40% of road segments terminate in a dead end.
LINCOLN HEIGHTS

1. Renovated Building (Studios)
2. New Mixed Use Building
3. New Apartment Building
4. New Apartment Building
5. New Brevier Park
6. New Townhomes
7. New Residential Building
8. New Townhomes
9. Greenway Trail Connection
10. St. Joseph’s Commons
11. New Housing Development
12. Willey Ave. Streetscape
13. New Mixed Use Building
14. New Parking Lot
15. Lincoln Residential Building
16. New Pocket Park
17. Due North Townhomes
18. Tremont Taphouse Expansion
19. Parking Edge Structure
20. New Residential Development
21. New Mixed Use/School Building
22. Potential Redevelopment Site
23. New Townhomes Development
EXISTING CONDITIONS
PROPOSED DEVELOPMENT

1. Renovated Building (Studios)
2. New Mixed Use Building
3. New Apartment Building
4. New Apartment Building
10. St. Joseph’s Commons

* Gateway / Signage
1. Renovated Building (Studios)
2. New Mixed Use Building
3. New Apartment Building
4. New Apartment Building
10. St. Joseph’s Commons
* Gateway / Signage
APARTMENT EXAMPLES
EXISTING CONDITIONS
PROPOSED DEVELOPMENT

- 5 New Brevier Park
- 6 New Townhomes
- 7 New Residential Building
- 8 New Townhomes
- 9 Greenway Trail Connection
- * Gateway / Signage
5 New Brevier Park
6 New Townhomes
7 New Residential Building
8 New Townhomes
9 Greenway Trail Connection
* Gateway / Signage
TOWNHOME EXAMPLES
PROPOSED DEVELOPMENT

11. New Housing Development
12. Willey Ave. Streetscape
13. New Mixed Use Building
* Gateway / Signage
New Housing Development
Willey Ave. Streetscape
New Mixed Use Building
Gateway / Signage
EXISTING CONDITIONS
**PROPOSED DEVELOPMENT**

14 New Parking Lot
15 Lincoln Residential Building
16 New Pocket Park
17 Due North Townhomes

Gateway / Signage
New Parking Lot
Lincoln Residential Building
New Pocket Park
Due North Townhomes
Gateway / Signage
POCKET PARK EXAMPLES
DUE NORTH TOWNHOMES

View from West 16th Place, looking NE
Gateways | Kenilworth looking West
BRIDGE GATEWAY ART
EXISTING CONDITIONS
PROPOSED DEVELOPMENT

- Tremont Taphouse Expansion
- Parking Edge Structure
- Gateway / Signage
**18** Tremont Taphouse Expansion

**19** Parking Edge Structure

**_gateway / Signage**
EXISTING CONDITIONS
PROPOSED DEVELOPMENT

20 New Residential Development
21 New Mixed Use/School Building
22 Potential Redevelopment Site
23 New Townhomes Development
* Gateway / Signage
New Residential Development
New Mixed Use/School Building
Potential Redevelopment Site
New Townhomes Development
Gateway / Signage
Thank You!

Design Team:

David Jurca  
Principal, Seventh Hill

Clifford B. Herring

Robert N. Brown, FAICP