

# GROWING A VISION: SOUTHWEST DETROIT SHOREWAY NEIGHBORHOOD PLAN

 Detroit Shoreway Master Plan Update  
February 2016



 prepared by the Cleveland Urban Design Collaborative  
for Detroit Shoreway Community Development Organization





*prepared by*  
Cleveland Urban Design Collaborative  
1309 Euclid Ave Suite #200  
Cleveland OH 44115  
216-357-3434  
[www.cudc.kent.edu](http://www.cudc.kent.edu)







*for*

Detroit Shoreway Community Development Organization  
6516 Detroit Ave  
Cleveland OH 44102  
216-961-4242  
[www.detroitshoreway.org](http://www.detroitshoreway.org)

February 2016

# CONTENTS

---

 INTRODUCTION .....	04
 NEIGHBORHOOD CONTEXT .....	06
• Existing Conditions.....	07
• DSCDO Housing Work.....	10
• Related Plans & Development.....	11
 PLANNING PROCESS.....	14
• Engagement Process.....	15
• Feedback.....	16
 RECOMMENDATIONS.....	18
• Make Safe Spaces for Kids.....	19
• Create a Sense of Place.....	26
• Revitalize Lorain Ave.....	33
• Address Safety & Maintenance Concerns.....	40
 IMPLEMENTATION.....	43
 ACKNOWLEDGEMENTS .....	47





# INTRODUCTION



In spring of 2015, Detroit Shoreway Community Development Organization (DSCDO), as part of their new Strategic Plan, enlisted the services of the Kent State University Cleveland Urban Design Collaborative (CUDC) to update the 2007 neighborhood Master Plan. That previous study, though comprehensive across the entire DSCDO service area, focused particularly on the area between Gordon Square (Detroit Ave & W 65th St) and the Lakefront.

Almost a decade later, the development landscape of the Detroit Shoreway neighborhood is remarkably different. Investment has outpaced 2007 predictions, with projects like Battery Park and the Gordon Square Arts District drawing new investment and residents to the north end of Detroit Shoreway. At the same time, the neighborhood at the Southwest corner of the DSCDO service area - between W 65th and W 85th, south of Madison Avenue - has shown a lack of related investment and development interest in the intervening years.

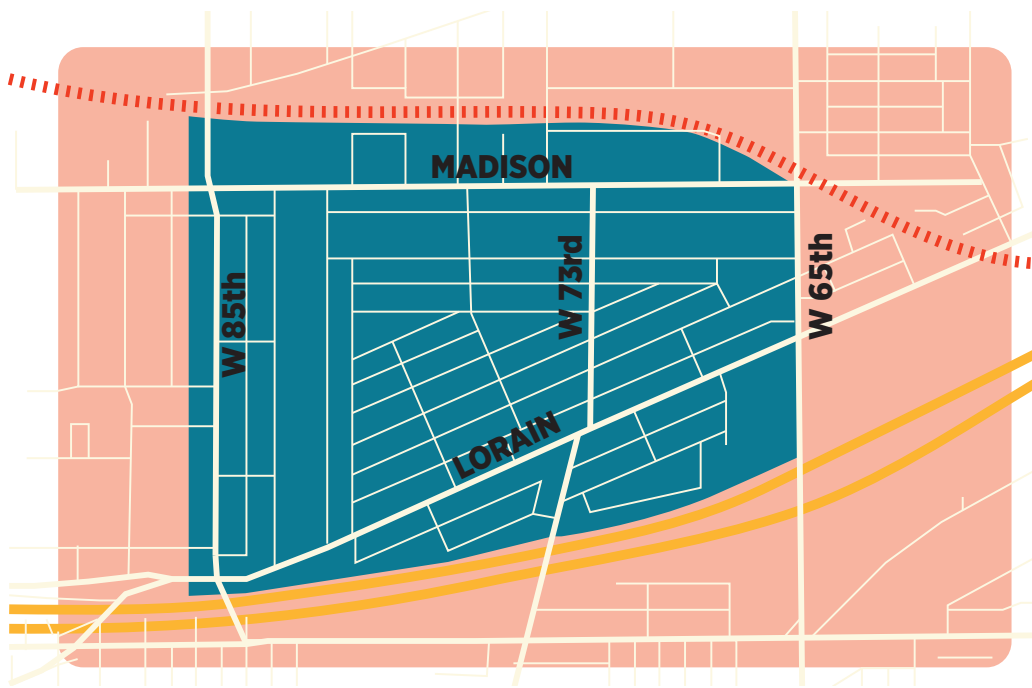
With this in mind, the 2015 Master Plan Update specifically focused on this Southwest section of the Detroit Shoreway service area with a desire to intimately study the neighborhood's existing conditions and collaboratively generate ideas for new investment. Though current development speculation is modest, the area's proximity to westside amenities and its affordable housing could offer an economical alternative for potential new residents and business owners. At the same time, much can be done for existing residents and stakeholders to improve their building stock and their public realm. The area is also home to the Lorain Avenue Antiques District, a unique shopping district with a core of active businesses.

This plan, presented in draft form to the community in November of 2015, breaks many of its recommendations into shorter-term ("quick wins") and longer-term actions, in order to first build social cohesion and community buy-in and then work toward providing larger development opportunities and infrastructure improvements. In this way, the plan aims to help the neighborhood "grow a vision" for what their community could ultimately become.





# STUDY AREA



**STUDY AREA:** The focus area for the 2015 Planning Study is defined as the area between W 85th and W 65th; and between the RTA Red Line and I-90.

# 2015 PROJECT TIMELINE

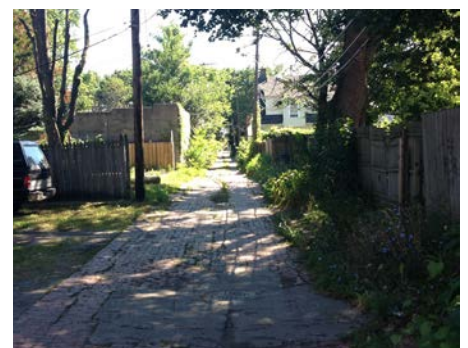
	Project Timeline								
	months	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<b>Phase 1 CONSOLIDATION, INTEGRATION &amp; GAPS ANALYSIS</b>									
1.1 Kick-off meeting with DSCDO staff		X							
1.2 Review and consolidation of previous plans			X	X					
1.3 Gaps analysis (mapping and fieldwork)			X	X					
1.4 Advisory Committee Meeting 1				X					
1.5 Community Workshop 1				X					
<b>Phase 2 UPDATING THE PLAN</b>									
2.1 Stakeholder interviews, as needed					X				
2.2 Preliminary alternatives					X	X			
2.3 Advisory Committee Meeting 2						X			
2.4 Community Workshop 2						X			
<b>Phase 3 REFINING THE PLAN</b>									
3.1 Refinement of preferred alternatives							X	X	
3.2 Implementation framework and funding recommendations							X	X	
3.3 Advisory Committee review								X	
3.4 Community Dialogue: priorities and implementation framework									X
<b>Phase 4 FINALIZING THE PLAN</b>									
4.1 Refinement of recommendations and implementation framework									X
4.2 Final plan and deliverables									X
4.3 Assistance with City Planning Commission Review									X

# NEIGHBORHOOD CONTEXT

The focus area - currently lacking a defined neighborhood name - is characterized by two primary conditions: the mixed-use commercial corridor of Lorain Avenue (and, to a lesser extent, Madison Avenue); and the interior single-family residential character of the streets between.

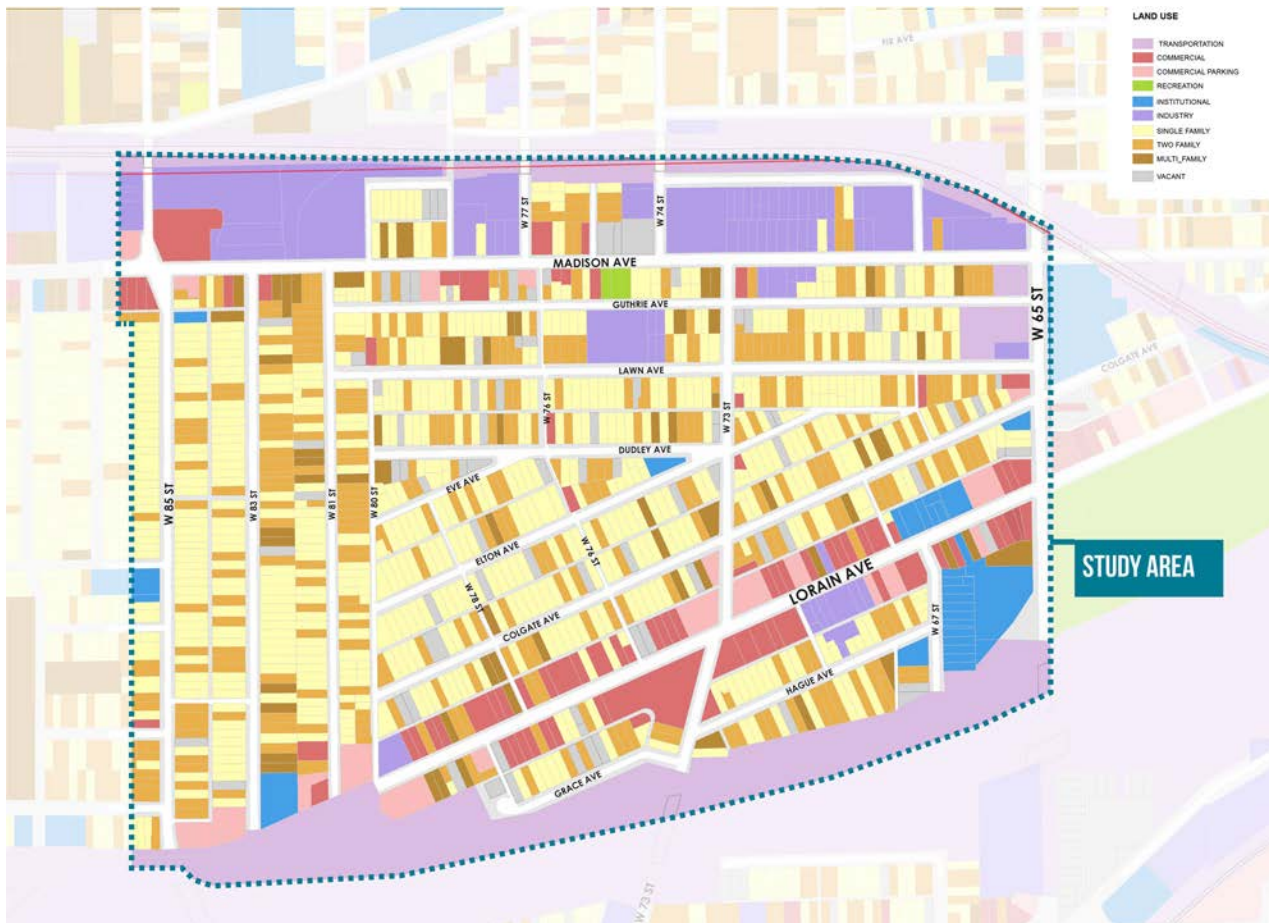
The neighborhood abuts the larger Detroit Shoreway service area, currently experiencing a sharp increase in housing values, and within close proximity to the W 65th Rapid station and important westside amenities like Gordon Square and Edgewater Park. However, infrastructure like the RTA Rapid tracks and I-90, and a lack of larger connectivity from through-streets, serve to isolate the area from its northern and eastern adjacencies. Housing stock, when inhabited, is older and in mixed repair. Many houses on the neighborhood interior are vacant or have already been demolished. Maintenance of vacant lots and vacant buildings is a large concern for residents.

This isolation, combined with a perceived lack of attention and investment from City and Neighborhood services, has created the perception for residents that their neighborhood is neglected and “tucked away”. However, despite this perception, the neighborhood is in fact very well-located on the near west side of the city. Heavy through-traffic along Lorain Ave and I-90, plus a stop along the RTA Red line at W 65th, make it easy to access from Downtown, the larger city, and the region. Anchor destinations like Zone Recreation Center and the Lorain Avenue Antiques District could drive larger growth and development. Residents acknowledge safety and maintenance concerns, especially for the neighborhood’s children, and have expressed the wish that the neighborhood, including new development, should remain family-friendly.

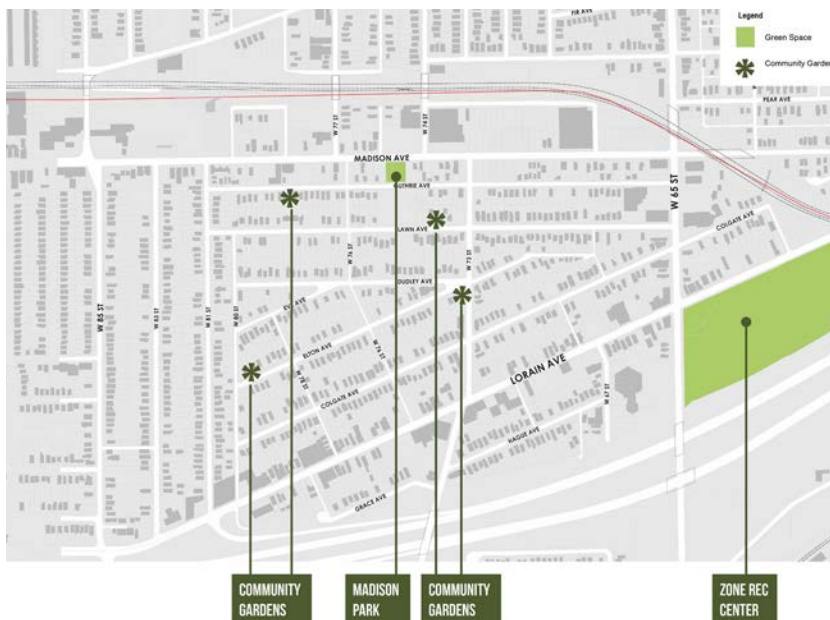


# Existing Conditions

## LAND USE



## EXISTING GREEN SPACE



**ABOVE:** Existing land use for the neighborhood shows a mix of residential single-family, multi-family (mainly 2 units), and vacant lots on the neighborhood interior. Madison Ave is a mix of small and larger scale residential and commercial on the south side of the street, and large industrial sites on the north, though neither of these is particularly cohesive. Lorain Ave is a healthy mix of commercial (mainly retail), mixed use, and residential, with some used car lots. Institutions (churches, library, schools) are mostly clustered in proximity to Lorain Ave.

**LEFT:** Existing green space is almost wholly limited to Zone Rec Center (on the east side of the study area) and Madison Park in the north, plus some scattered community gardens.

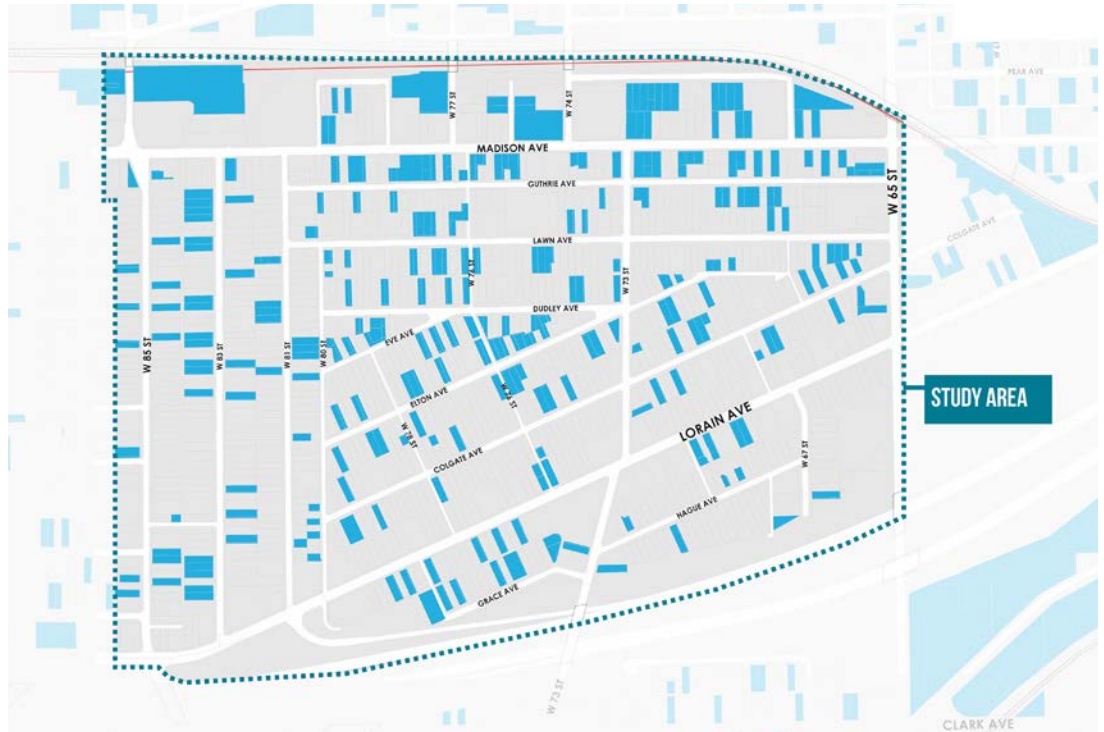


## VACANT LOTS

**RIGHT:** The neighborhood is scattered with vacant lots, both on the residential interior and also on the commercial corridor of Madison. Fewer vacant lots exist along Lorain.

**BELOW:** Of greater concern for neighborhood residents are the vacant houses remaining in the neighborhood interior, many of which become derelict and attract crime.

*(Data from NEOCANDO, June 2015)*



## VACANT HOUSES

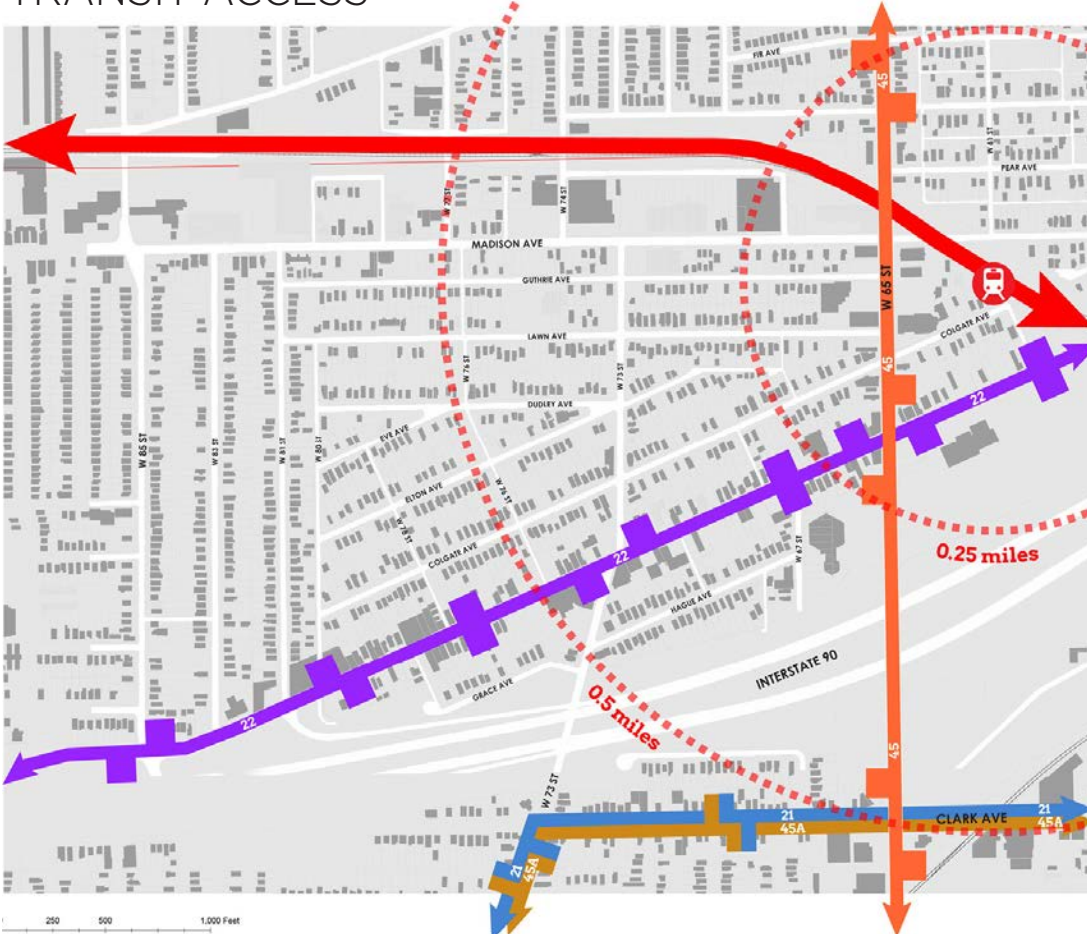


# ALLEY NETWORK



**LEFT:** The neighborhood has almost as many alleys as streets, creating an alternative network for vehicles and pedestrians.

# TRANSIT ACCESS



**LEFT:** Though the neighborhood is in close proximity to the W 65th St RTA Rapid station (RED), connecting to Downtown, the western side of the neighborhood is currently underserved by public transit. The only bus lines run along Lorain (PURPLE) and W 65th (ORANGE), leaving any residents near Madison or closer to the W 85th St side of the neighborhood without viable public alternatives. This is especially difficult for residents who are elderly or who have limited mobility.






# DSCDO Housing Work

Detroit Shoreway Community Development Organization actively works to address blight and housing rehabilitation within its service area. In the southwest part of the neighborhood alone, over 100 houses have been demolished and 26 have been rehabbed since 2008. DSCDO's principal tool for housing rehabilitation is its Vacant Housing Redevelopment Program, which was created in 2008. Through its relationships with banks, loan servicers and the U.S. Department of Housing and Urban Development (HUD), DSCDO is occasionally able to purchase properties at reduced rates or via outright donation. DSCDO then shares these opportunities with a list of pre-qualified third party rehabbers, whose plans for renovation are vetted by DSCDO staff. Nuisance abatement is another tool that DSCDO uses to bring problem properties into Cleveland Housing Court. The goal of all of these programs is to bring formerly blighted properties back into productive use for the community. Finally, DSCDO participates in the City of Cleveland's Code Enforcement Partnership, with a goal to inspect hundreds of properties neighborhood-wide on an annual basis.

## Neighborhood Housing: DSCDO Work since 2008



-  **Identified Nuisance Properties**
-  **Demolitions since 2008**
-  **SFRP Rehabilitated Parcels since 2008**



# Related Plans & Development

Although most of the development since the 2007 Master Plan has been concentrated on the northern side of the Detroit Shoreway neighborhood, several recent plans do directly impact the neighborhood to the southwest of the DCSDO service area. The CUDC took these plans into consideration during the planning process in order to complement, not duplicate, existing efforts.

## W 65th ST TLCI



West 65th Street Improvements

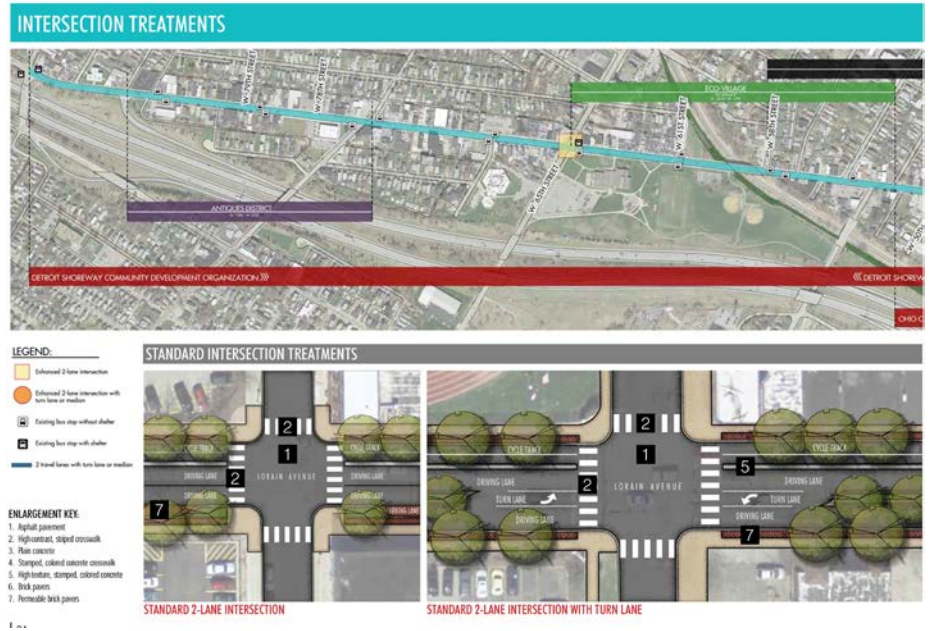
**ABOVE:** A 2013 Transportation for Livable Communities Initiative (TLCI) plan by Environmental Design Group, funded through NOACA and formally adopted by the City Planning Commission, proposes several streetscape improvements that will affect the eastern side of this neighborhood. The plan makes recommendations for W 65th St between Detroit and Denison Avenues, in addition to general streetscape beautification and restriping. Phase I will accommodate bicycles through the use of bike lanes or sharrows. Additionally, screening of industrial properties is recommended.



Industrial Property Screening (Alt)

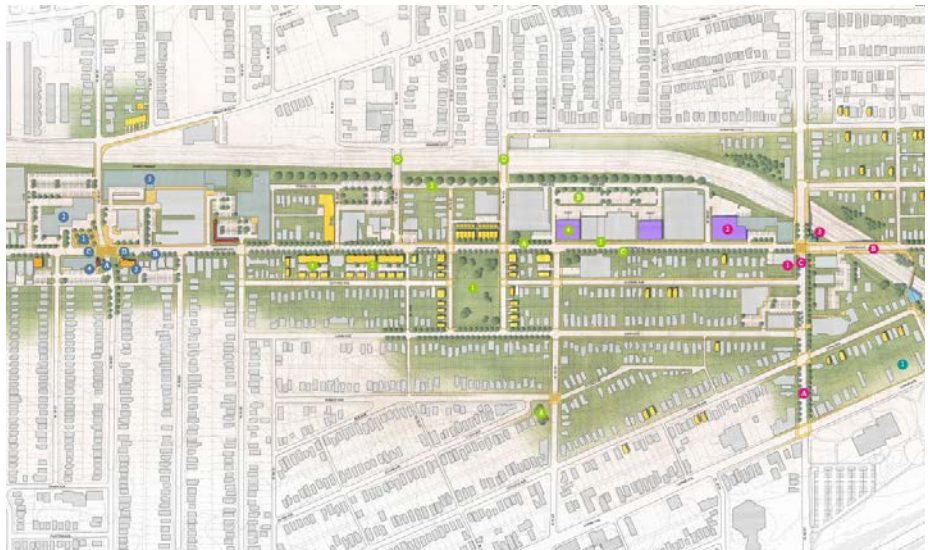
# LORAIN AVENUE STREETScape REDESIGN

**RIGHT:** The City of Cleveland, Ohio City Incorporated, DSCDO and other partners are in the process of seeking funds for Lorain Avenue improvements. Several past planning studies, including the 2013 *Living Lorain Corridor Improvement Plan*, have influenced the proposed Lorain Avenue design. The most recent design concept features a raised, separated bikeway that would follow the north side of Lorain Avenue from West 20th Street to West 44th Street. At West 44th, the bikeway would change sides to allow for connection to the Zone Recreation Center, and would then terminate at West 65th Street. From West 65th Street to West 117th Street, the City of Cleveland plans asphalt and sidewalk improvements, for which business and resident feedback will be solicited. A cycletrack beyond West 65th may not be feasible due to existing utility infrastructure along that section of Lorain.



# MADISON AVE CORRIDOR PLAN

**RIGHT:** The Madison Ave Corridor Plan (also included in the 2007 Master Plan) examined the entirety of Madison Ave from W 58th St all the way to the Lakewood border at W 117th St. Major moves in this neighborhood include: expanding Madison Park south across Lawn to incorporate the old Lawn School site; concentrating mixed-use and commercial redevelopment at the Madison/W 85th St intersection; and focusing infill on light industrial and higher-density residential programs, in order to expand live/work opportunities on the north side of this neighborhood. 2014 street improvements included repaving, restriping, sidewalks, treelawns, stormwater drainage, and bike sharrows.





# 2007 DETROIT SHOREWAY MASTER PLAN



Crosswalks, wider sidewalks, improvements under the bridge, and street trees (where the right-of-way if wide enough) will enhance the pedestrian environment along West 65th Street



Current conditions under the freeway bridge



Public art, lighting, and paving would improve the pedestrian connection under the bridge



The Bijou, Lorain Avenue



West End Lumber



Lorain Avenue Library



Lorain Avenue Post Office

## Lorain Avenue: Antiques District

For more than 30 years, Lorain Avenue has been a favorite destination for local and regional antique buyers and interior designers. From West 25th Street to West Boulevard, Lorain Avenue features many antiques and collectible shops with quality merchandise ranging from architectural salvage, collectibles, vintage clothing and Victorian furniture. The Detroit Shoreway neighborhood features a cluster of antiques dealers centered around West 78th Street and Lorain.

Lorain Avenue antique shops have thrived with the recent popularity of heirloom and historic architectural elements in interior design. Antiques are widely regarded to hold their value longer than their modern counterparts and are often created with superior craftsmanship for longevity. The neighborhood's antiques dealers are experts in their field, and are a great resource for information on their merchandise and antiques in general.

Priorities for the district include:

- Use the Lorain Avenue Antiques District as an anchor for neighborhood revitalization.
- Examine redevelopment options for the West End Lumber site.
- Use public investment in the Lorain Avenue Library and the Post Office to spur development.
- Retain and expand the retail component of the Post Office adjacent to the existing Post Office on Lorain Avenue.
- Improve the corner of Lorain Avenue and West 73rd Street.
- Preserve historic architecture on Lorain Avenue and use code enforcement to prevent demolition by neglect.
- Focus commercial code enforcement on Lorain Avenue to demolish buildings that cannot be salvaged.
- Reduce the number of used car lots which undermine the viability of the antiques/retail district.
- Assess the zoning and land use recommendations that the city has included for the area in its master plan.

Though much of the 2007 Neighborhood Master Plan focused on the area between Detroit Ave and the Lakefront, two specific recommendations addressed the Southwest area of the DSCDO service area, both of which still seem relevant to residents and business owners:

**ABOVE LEFT**, the plan suggests mitigating the unpleasant underpass experience heading south on W 65th (towards the new Max Hayes High School) with lighting, public art, and paving.

**ABOVE RIGHT**, the plan identifies Lorain Ave Antiques District as an important anchor and suggests the priorities for the district should be on code enforcement to address neglect; and a targeted reduction of used car lots, where possible. Both of these two recommendations are still relevant for the neighborhood and should be high priorities moving forward.



# PLANNING PROCESS

The planning process consisted of two main components: research, existing-conditions analysis, and design options conducted by the CUDC; and, simultaneously, a public engagement process to test the resonance of the emerging community goals and design alternatives with residents and stakeholders.

Three public workshops were held between June to November 2015 at neighborhood institutions. An advisory committee of neighborhood residents and stakeholders met in advance of each workshop in order to help guide the public presentations and vet initial design ideas. In addition to the workshops, two other public activities - an alley walk and an open house - accommodated residents with schedule limitations, in order to ensure everyone in the neighborhood could have a venue for hearing the status of the planning process and offering their own thoughts. Additionally, focus groups with the Lorain Merchants Association helped the CUDC understand the needs of the district's small business owners.



# PUBLIC ENGAGEMENT

## PUBLIC WORKSHOPS



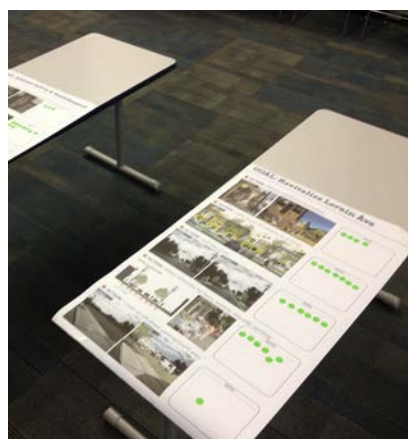
Three public workshops were held across the course of the project - June; August; and November. Each began with a presentation and then solicited feedback around specific issues or questions. This feedback was collected through wall exercises, roundtable discussions, and open dialogue.

## ALLEY WALK / ICE CREAM SOCIAL



In July residents participated in a guided walk through the neighborhood's network of alleys. At specific stopping points along the way participants were asked to rank the quality of the walk and provide ideas for how to improve the experience. An ice cream social followed the walk.

## LIBRARY OPEN HOUSE



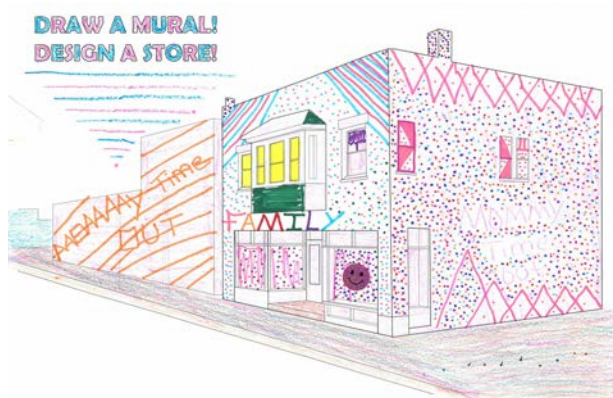
To supplement the public meetings, an informal open house was held in October at the Lorain branch of the Cleveland Public Library. Interested community members were shown specific actions and asked to "vote" on their top priorities with a limited number of green dots.



# Feedback

## WORKSHOP #1

In addition to targeted discussion tables, which helped to shape the overall neighborhood goals, specific exercises focused on desired programs for the commercial properties along Lorain Ave. Neighborhood children were given blank coloring sheets to decorate, and a post-it brainstorming exercise sought specific desired amenities. Most participants stressed the desire to keep any new development family-oriented, rejecting the idea of an entertainment district in favor of diversifying and complementing the existing Antiques District identity.



## FILL IT UP!

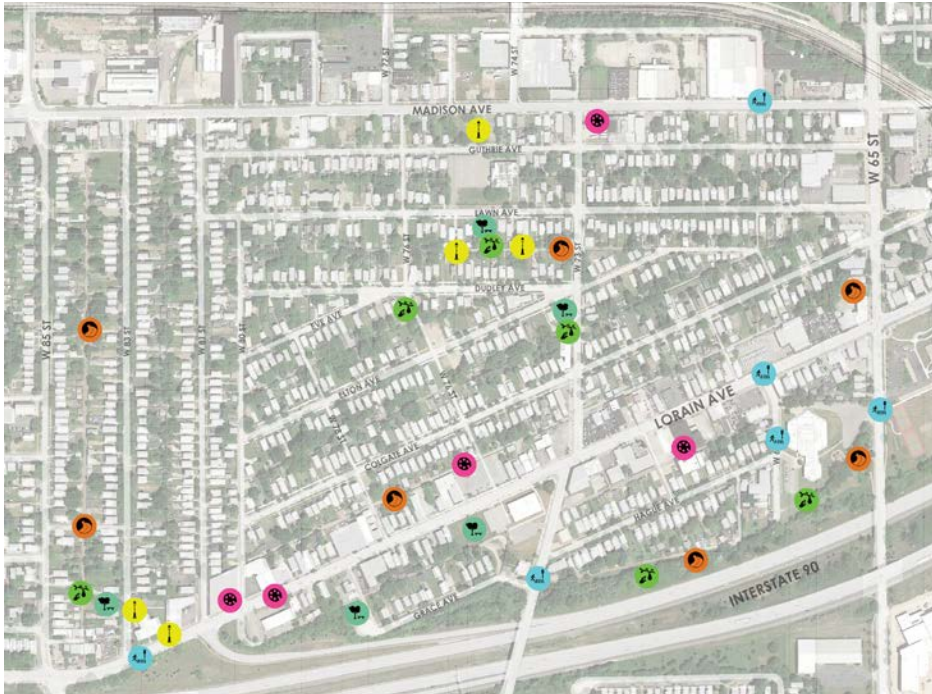
**What do you want to see in your vacant storefronts?**



- Veterinarian
- Dentist
- Beauty shop
- Barber shop
- Ice cream shop
- Small restaurants / cafes (not fast food)
- LIGHTING! Even if abandoned
- Childrens' Art Center
- Coffee shop
- Bakery
- Pizza shop
- Corner store
- Play zone
- Small grocery store



## WORKSHOP #2: MAPPING AMENITIES



Participants were given stickers with icons of neighborhood amenities (as seen on the right) and asked to add them to a large wall map of the neighborhood in order to help identify optimal locations for some new investment. The above map shows the resulting community preferences.

## OPEN HOUSE: PRIORITY ACTIONS

**GOAL: Address safety & maintenance**

- ACTION:** Remove vacant slabs & add bollards to discourage dumping  
VOTE: 3
- ACTION:** Add more lighting to alleys  
VOTE: 9
- ACTION:** Board up / tear down derelict houses  
VOTE: 11
- ACTION:** Lights, signage at W. 65th St underpass  
VOTE: 2

### HIGHEST VOTES:

- 11 - Board up / tear down derelict houses
- 9 - Add more lighting to alleys
- 7 - Light active storefronts at all times
- 7 - Create public art & murals
- 7 - Plant fruit trees along pathways
- 7 - Make an “urban foraging” campaign
- 6 - Create more “pocket parks”
- 6 - Make a greenway connection to Zone Rec
- 6 - Create connector paths on long blocks
- 6 - Calm traffic on interior streets
- 6 - Widen sidewalks for trees, seating, sidewalk vending



# RECOMMENDATIONS



The overall feedback and planning process revealed four emerging community goals for the future of the neighborhood. Each goal has several distinct and immediately-actionable ideas for implementation, which will be illustrated in this section.

## Make Safe Spaces for Kids

Partially because of a lack of existing green space, neighborhood residents desire places for the children of the neighborhood to safely play and gather. While Zone Rec is relatively close by, there is no one safe route to getting there, plus traffic - especially coming off I-90 - tends to move quickly on residential streets. The plan recommends several actions to both add to the neighborhood green space and create safer ways to move throughout the neighborhood.

## Create a Sense of Place

The lack of a “name” for this district is just one symptom of a larger issue: the lack of a neighborhood identity, or sense of place. Currently residents tend to stay in their homes or else leave the neighborhood entirely. The plan explores several actions that can both add to the public realm of the study area and also flesh out unique elements - like public art and landscape - that can help build a sense of identity and a distinct sense of place.

## Revitalize Lorain Ave

Lorain Avenue emerged during the planning process as the most important corridor in the neighborhood, yet stakeholders are concerned that the street lacks physical cohesion and investment. Working within the boundaries of investment and infrastructural limitations, the plan explores several alternatives for private owners and public entities to improve this street between W 65th and W 85th and make the district an amenity, for neighborhood residents and for the larger west-side Cleveland community as well as the region.

## Address Safety & Maintenance Concerns

Residents perceive potential new investment as a liability unless present-day maintenance and safety are addressed first. Crime, whether real or perceived, is a large concern for residents. The City and other service providers need to work with residents to show real attention on these issues and gain neighborhood trust.



# MAKE SAFE SPACES FOR KIDS

## ACTIONS:

- Renovate Madison Park
- Create additional “pocket parks”
- Create connector paths on long blocks
- Create a “green route” to Zone Rec
- Calm traffic with bulb-outs on interior streets
- Calm traffic on Lorain Ave crosswalks

## ACTION: Renovate Madison Park

The existing Madison Park, between Madison Ave and Guthrie Ave west of W 73rd St, is overlooked and underutilized. However, it remains the only formal recreation space internal to the neighborhood. The renovation of Madison Park should be added to the City Capital Campaign in order to increase use and perceptions of safety.



**RENOVATE EXISTING PARCEL:** The existing Madison Park parcel could be renovated to update and diversify equipment, in addition to adding a variety of playing courts and landscaping.



**EXPAND:** Expansion of the Park immediately to the west of the existing parcel - currently a Land Bank lot - is recommended. Additionally, the parcel south of Guthrie Ave, the former Lawn School site, has a large parking lot which is rarely at capacity. An agreement could be entered to share the parking lot for occasional activities like group sports (basketball, bike polo) or neighborhood rummage sales.

# ACTION: Renovate Madison Park

## EXISTING



The existing Madison Park is barely noticeable from Madison Ave due to chain link fencing and a lack of lighting or signage, all of which add to its perception of disinvestment. In addition, playground equipment is present but underused.



**ABOVE:** Adult fitness zones, like this one in the Buckeye neighborhood, could diversify Madison Park to provide amenities for residents other than just children.

## PROPOSED



### ACTIONS:

- Signage from Madison Ave
- Lighting in and in front of park
- Add “gateway” to signify entrance from Madison Ave
- Renovate/replace fencing
- Renovate playground equipment
- Add amenities for adults & elderly residents (benches, “porch swings”)
- Add crosswalk and pedestrian signage across Madison Ave



# ACTION: Create Additional “Pocket Parks”



In addition to renovating Madison Park, additional pocket parks - either playground-oriented (**UPPER LEFT**) or something more landscaped (**LOWER LEFT**) - could reclaim vacant lots in the neighborhood and also provide a larger diversity of recreation and green space amenities. **NEAR LEFT**, three lots in particular have been identified as good candidates for parks - the lot directly across W 83rd from the Lorain Branch of the library (rendered below); the site on the southwest corner of W 79th and Nordica Court; and the triangular lot on the southwest corner of W 73rd and Elton Ave. However, this doesn't preclude any additional park sites.

## PROPOSED POCKET PARK: W 83rd St



### “QUICK WINS”

- Explore site control
- Landscape/mow
- Hold social events on site

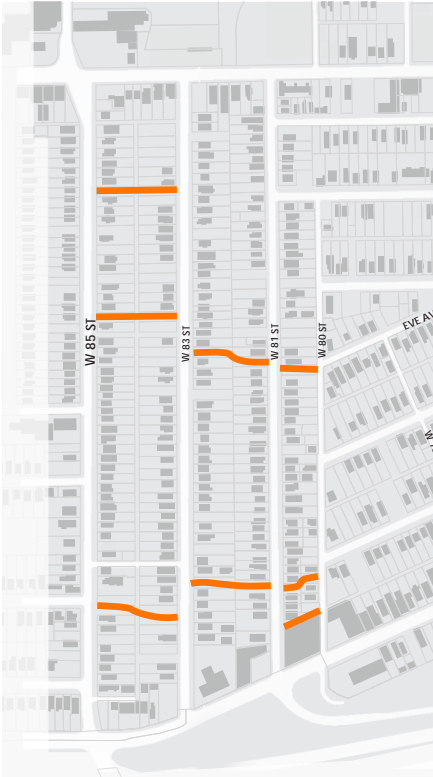
### LONGER-TERM

- Add small-scale lighting to the site for perceptions of safety
- Construct fence to frame the site
- Add a crosswalk & pedestrian crossing signage across W 83rd to Lorain Branch library
- Add recreational amenities
- Construct a pathway from the site to the network of alleys beyond

**ABOVE:** Existing view from W 83rd St



# ACTION: Create Connector Paths on Long Blocks



**NEIGHBORHOOD PATHWAY**

Sample site size - 20,000 sq. ft.

COST ESTIMATES	cost per sq. ft.	total cost
concrete	100	2,000
sidewalk	100	2,000
landscaping materials	100	2,000
plant materials	100	2,000
labor	100	2,000
permits	100	2,000
contingency	100	2,000
<b>TOTAL PROJECT COST</b>		<b>14,000</b>

**IDEAL LOCATION**

- An area where blocks are very long and vacant parcels can be used to create a walkway mid-block. The project space should be a minimum of two lots wide and two lots deep.
- Large vacant parcels on the corner that already serve as informal walkways.

**BENEFITS AND OPPORTUNITIES**

- A park-like passive space for neighbors to enjoy.
- Create a formal walkway connecting two parallel or perpendicular streets.

**THINGS TO CONSIDER**

- Creating a design that allows neighbors to see from one end of the pathway to the other will make this an appealing place to walk.
- Depending on the site, site lighting should be considered.
- Because pedestrian traffic may be directed through a residential area, neighbors living on all sides of the project should be consulted and in support of the project.

**LEVEL OF COMMUNITY COMMITMENT NEEDED**

- This project requires a high level of ownership during the installation and throughout the life of the project. It is important to get a group of people together who will be responsible for the long-term upkeep of the neighborhood pathway. This could be an informal group of neighbors, a block club, a church group or a community development corporation.
- Maintenance will include regular litter pick-up and seasonal mowing and pruning. Until plans are established weekly deep watering will be required. Depending on your plant selection, seasonal watering may be required.

Depending on the purpose of your site, level of public access desired and surrounding land uses, fencing should be considered. Fencing costs may vary according to site conditions, length and style.



Many of the blocks on the western side of the neighborhood - from W 80th to W 85th - are more than 1000' long, a difficult distance for a pedestrian to traverse. Land bank-owned vacant lots along these blocks could be transformed into neighborhood pathways to create east-west pedestrian connections for neighborhood residents.

**FAR LEFT:** Potential sites for some of these connector paths, based on vacancy and proximity to destinations.

**NEAR LEFT:** The *Re-Imagining Cleveland Ideas to Action* resource book goes into detail about the process, materials, and cost of such a pathway.

**BELOW:** These connector paths provide important lines of movement and help break up long north-south blocks for pedestrians.





# ACTION: Create a “Green Route” to Zone Rec



The two main neighborhood anchors, according to residents, are the Lorain Branch of the Cleveland Public Library, on Lorain & W 83rd; and Zone Rec, on Lorain east of W 65th. Many neighborhood residents, particularly teens and children, move back and forth between these two public amenities during hours of operation. Whether or not Lorain Ave receives funding for streetscape and bicycle amenities, an alternative “green route” to link the east and west sides of the neighborhood could help residents and children bypass a busy commuter street through the southern neighborhood instead. Once at Zone Rec, users could connect to the proposed Red Line Greenway as well.



**TOP:** A proposed route for the greenway, running along existing alleyways & streets south of Lorain: Nordica Court, Grace Ave, and Andover Court.

**MIDDLE:** When the greenway reaches the south side of the current Booker School site, it could become a multiuse pathway that aligns with the south side of the lot. Any future development on the site should incorporate the greenway.

**BOTTOM LEFT:** Andover Court repaved and with bicycle & pedestrian-friendly signage & lighting to double as a bike route.

**BOTTOM RIGHT:** An example of a multiuse path like the sort that could be constructed on the south side of the Booker School site.





# ACTION: Calm Traffic with Bulb-Outs on Interior Streets



Residents noted that traffic coming north into the neighborhood from Lorain Ave and, most importantly, off I-90 moves quickly and needs to be slowed. Focus areas for these interventions should be on W 81st and W 83rd directly north of Lorain, but if successful, residents also mentioned dangerously fast car traffic on W 85th and Colgate Ave.

**TOP LEFT:** “Bulb-outs” could be landscaped or hardscaped, with or without crosswalks.

**TOP:** A local precedent, on Avalon Rd in Shaker Heights, should be examined for implementation support.

**UPPER LEFT:** W 81st St, just north of Lorain Ave, existing conditions.

**LOWER LEFT:** W 81st St showing proposed “bulb-out” locations to calm traffic heading north.





## ACTION: Calm Traffic on Lorain Ave Crosswalks



Though a mid-block crosswalk already exists on Lorain Ave, near W 78th, traffic moves alarmingly quickly through this corridor, especially at major commuting times. A low-cost “take it to make it” flag system could be installed at either end of this crosswalk, and perhaps at other dangerous crossings as well, in order to allow residents and shoppers to safely cross the road.

# CREATE A SENSE OF PLACE

## ACTIONS:

- Define a central gathering place
- Build attractive fencing/benches at gardens
- “Green up” the alleys
- Plant orchards along Andover Court, public pathways
- Create a neighborhood-wide “urban foraging” campaign
- Create public art & murals
- Create unique festivals & events
- Hold events that build social cohesion

## ACTION: Define a Central Gathering Place



**ABOVE:** The organization City Repair, which has a Cleveland affiliate, is known for its intersection paintings in neighborhoods lacking a central gathering place. Though current City of Cleveland legislation only allows street painting in alleys and courts, and not within 60’ of an intersection, further legislation could be advocated - by City Repair or others - to execute a similar piece of public art at Dudley, Elton, and W 73rd.



**ABOVE:** Banners and some sort of branding - in this case, “Dudley Triangle” - could help create a sense of place for the primary intersection in the neighborhood interior at W 73rd, Dudley, and Elton. The branding should be developed with community input and guidance.



## DUDLEY TRIANGLE

**BELOW**, the existing intersection of W 73rd, Dudley, & Elton - a large expanse of asphalt with a church but no real sense of place. **RIGHT:** The intersection with banners, crosswalks, and a symbolic painting, such as those from the organization City Repair.



**BELOW**, the existing intersection of W 73rd, Dudley, & Elton as viewed from W 73rd looking north. **RIGHT:** The intersection's improvements should continue across W 73rd to include lighting, landscaping, crosswalks, banners, and an improved facade at Julio's Bar. Long-term, a cafe could be planned for the north-east corner, where a derelict house currently stands.







## ACTION: Build Attractive Fencing/Benches at Gardens

**BELOW:** The northwest corner of Dudley & W 73rd, currently a Cleveland City Land Bank lot held for OSU site research, has been called out by residents for its unsightly landscaping and shabby chain link fencing.

**RIGHT:** Without touching the lot interior, more attractive fencing incorporating benches, plus lighting and perimeter landscaping, would make the site less of an eyesore.





## ACTION: “Green Up” the Alleys



The neighborhood’s uniquely extensive network of alleys could become a strong source of identity for the neighborhood, if perceived as safe and attractive.

**ABOVE:** An existing alleyway in the neighborhood - in this case, Colgate Court at W 78th - illustrates residents’ concerns with the alleys: they are dark, undermaintained, overgrown with vegetation, and lack any frontage or access from the surrounding residences.



**UPPER LEFT:** In the short term, the alleys could be identified with painted posts to create a larger sense of identity and wayfinding. Streetlights without adequate lighting should be replaced, and overgrowth should be cut back. Rain gardens on vacant corners would also help reduce stormwater runoff.

**LOWER LEFT:** Longer-term improvements to the alleys could involve “greening” measures like replacing asphalt with permeable paving to reduce stormwater runoff, and planting vegetation that either residents or a neighborhood-wide club will maintain. In addition, any residence fronting the alley could install pathways & vegetation that indicate more of a “front porch” quality, to help passers-by feel safe.



## ACTION: Plant orchards along Andover Ct, pathways

“Edible landscaping” emerged as a strong desire for community members, especially in coordinated efforts along public pathways. Andover Court in particular, an alley with a City-owned easement on the south bordering I-90, would be a good pilot for these efforts.

**BELOW:** The existing Andover Court, an underlit brick alleyway bordered by grass, which the City has to regularly mow.

**RIGHT:** Replacing the grass with orchard trees like apples and pears would remake the alley as a destination for residents and would cut down on City maintenance.



## ACTION: Create a neighborhood-wide “urban foraging” campaign



In addition to planting new edible landscaping, a Detroit-Shoreway-wide campaign could inform residents about what local trees, herbs, perennials, and annuals are edible and which could be collected for various uses. The campaign could entail both physical signage, **LEFT**, and an online crowd-sourced Google map, **ABOVE**.



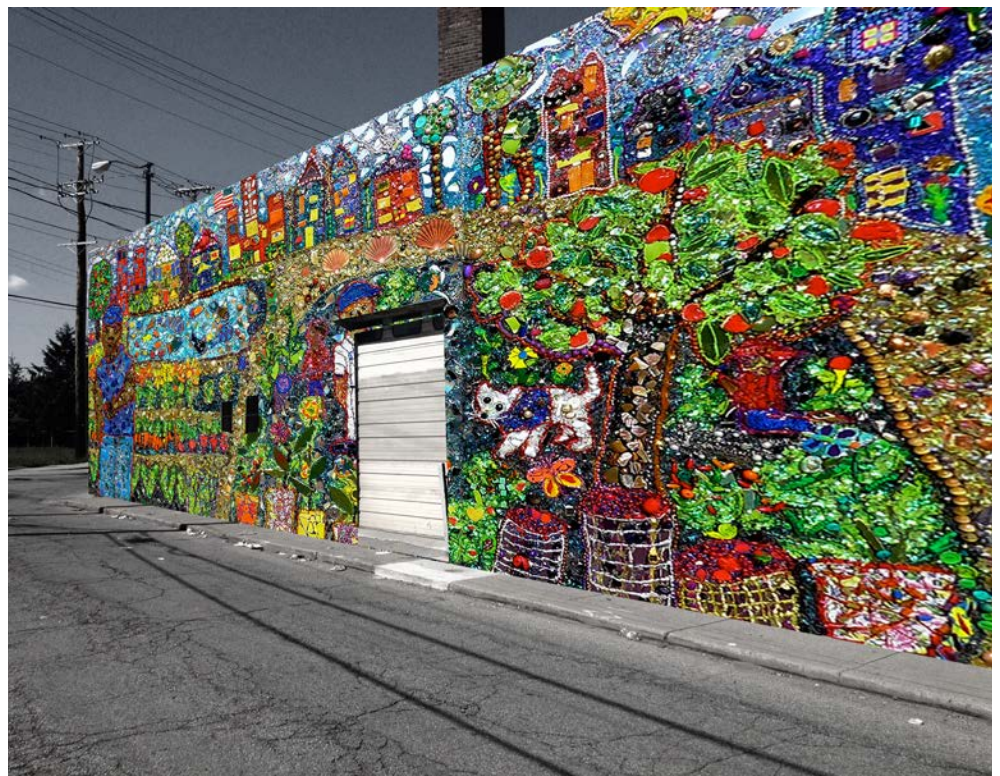
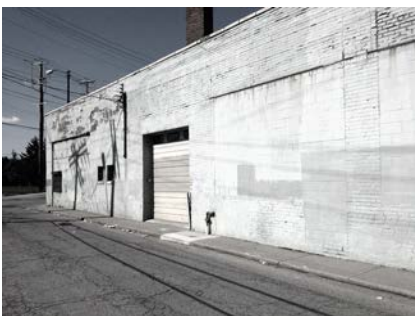
# ACTION: Create public art & murals



Public art is already emerging as an important component of the neighborhood's identity, as evidenced by the work of the local grassroots organization Our Alleys Revitalized, **RIGHT**, which uses the aesthetic of street art to "reclaim" vacant and boarded-up houses. The existing efforts could be expanded to resemble something more formal, like Detroit's The Alley Project, **ABOVE**, or Philadelphia's Mural Arts Program, **UPPER RIGHT**.



There is no shortage of blank walls and fencing in the neighborhood, both in the residential interior and along Lorain Ave. This building, **BELOW**, on the corner of Lorain Ave & W 80th, serves as an entry point into the neighborhood from the south and would be a good candidate for a coordinated mural, **RIGHT**, either from neighborhood residents or from a larger art collective like the Rust Belt Monster Collective.





## ACTION: Create unique festivals & events



Low-cost and informal events that serve both existing residents and the larger Cleveland community would help create a sense of destination for the neighborhood. Longer-term, larger-scale festivals could build on that energy. The proximity of Zone Rec, already a destination for west-side Clevelanders, provides opportunities for drawing people down Lorain into the neighborhood for special events.

**LEFT:** Vacant lots, such as the triangular one on the southwest corner of W 73rd & Dudley Ave, could easily host regular movie nights for neighborhood families. The Lorain Branch of the Cleveland Public Library could be a good partner.

**RIGHT:** The Lorain Antiques District already holds a holiday Antiques Walk, usually on the first weekend in December; this event could be expanded or replicated in warmer months. The success of the Cleveland FLEA (pictured) elsewhere in the city indicates a market for these sorts of events. Antiques Walks along Lorain could incorporate sidewalk vending and food trucks.

## ACTION: Hold events that build social cohesion



**LEFT:** A City Repair project in the Stockyards neighborhood involved community residents collaboratively painting the fences in their alleys, a project that could be replicated in this neighborhood's extensive network of alleys. Events like this visibly mark neighborhood pride and also provide opportunities for resident interaction.

**RIGHT:** The Ice Cream Social held at the end of the summer's Alley Walk. Neighborhood residents are already self-organizing to hold events, including neighborhood clean-ups and holiday parties. This energy should be supported by local organizations in order to be sustainable.



# REVITALIZE LORAIN AVE

## COMMUNITY NEEDS:

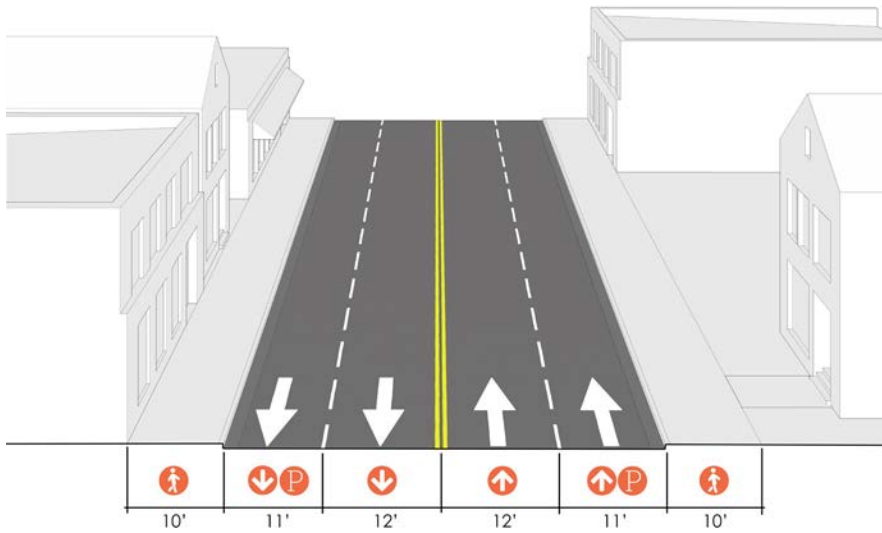
- Support & strengthen Antiques District
- Provide additional neighborhood amenities
- Space for sidewalk signage/vending
- Space for cafe seating
- Public parking (retain/add)
- Safety for bicyclists
- Traffic calming
- Lighting for storefronts & sidewalks
- Consistent district branding/signage
- Beautification & landscaping
- Storefront “facelifts”

## ACTIONS:

- Reconfigure roadway
- Recruit a diversity of family-oriented businesses/amenities
- Code enforcement for derelict buildings
- Explore district-wide branding & banners
- Storefront lighting for active businesses
- Improve facades of existing storefronts
- Create an off-street parking/event lot

# ACTION: Reconfigure roadway

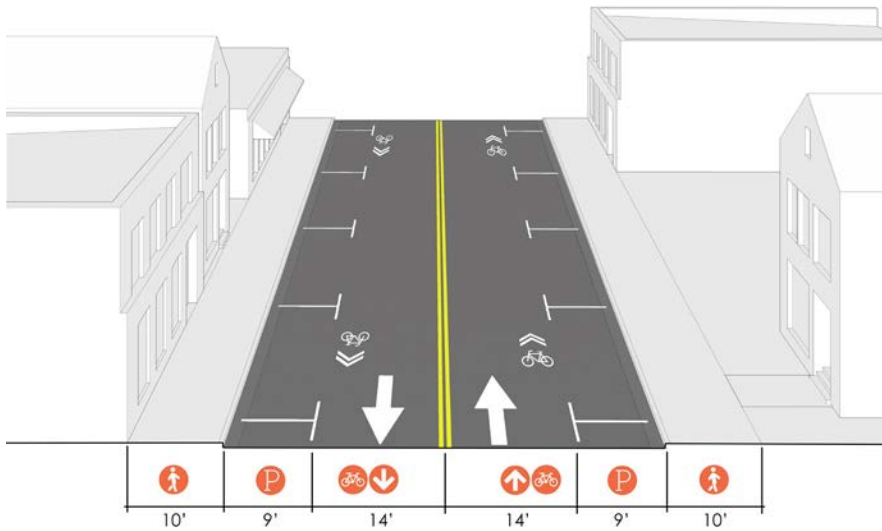
## RESTRIPE AS EXISTING



Though there are no immediate plans to overhaul the Lorain Ave street section west of W 65th St, reconfiguring the roadway between existing sidewalks could be possible, with further traffic study and community input. These alternatives illustrate some options for modest reconfiguration that still address overall community needs for Lorain Ave.

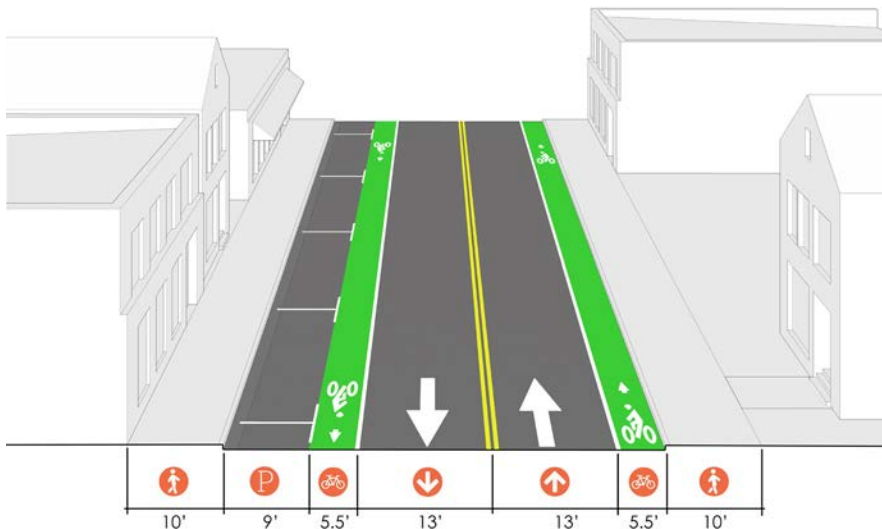
**LEFT:** The simplest option is to leave the roadway as it is, with a dedicated travel lane and a combination travel/parking lane in each direction. However, this does not address cycling and sidewalk seating needs.

## ADD SHARROWS, PERMANENT PARKING LANES



By reducing the travel lanes to one in each direction, like the section of Lorain east of W 65th, parking lanes can be made permanent on either side. This would also provide the opportunity to add sharrows for cycling awareness.

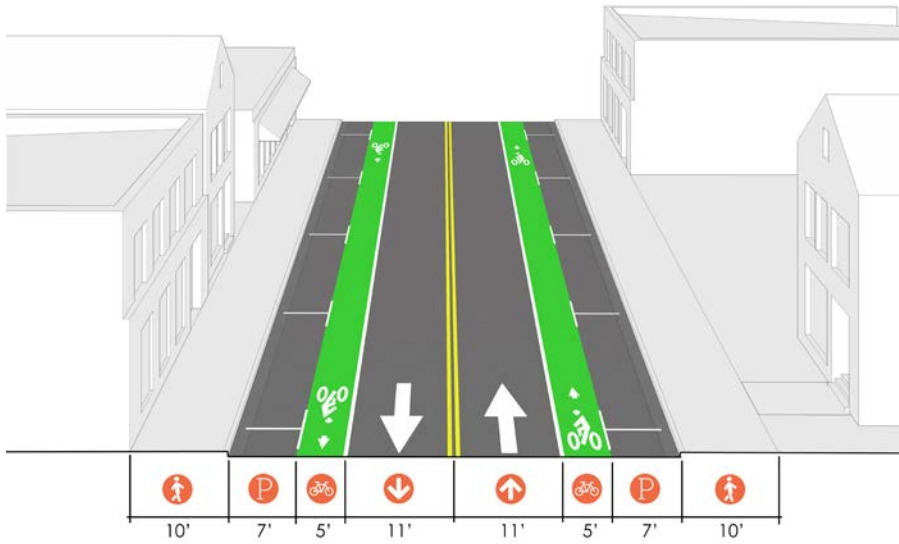
## ADD BIKE LANES, PARKING LANE ON ONE SIDE



If dedicated bike lanes are desired, the required width would necessitate removing one of the parking lanes, preferably on whichever side of the street has the least available currently. This would be the safest option for cyclists but may negatively impact business for the retail district.

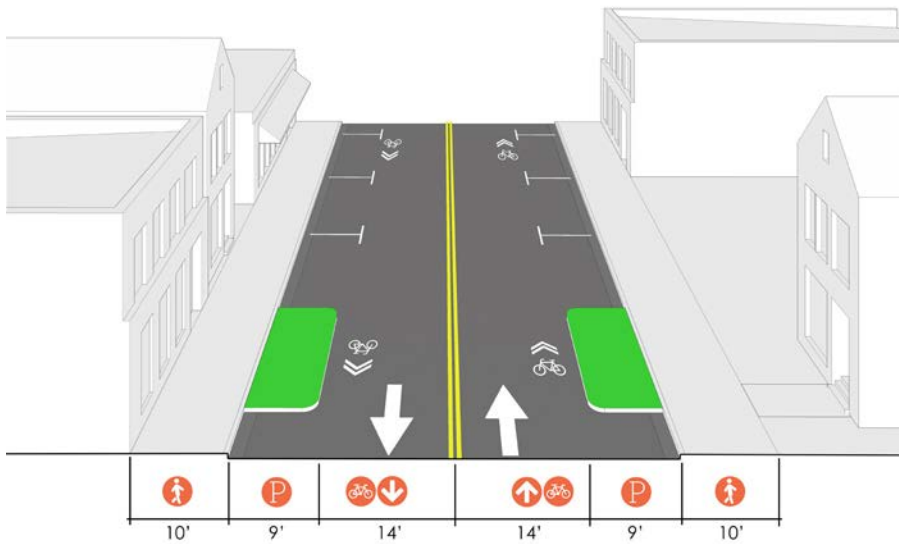


## ADD BIKE LANES, PARKING LANE ON BOTH SIDES

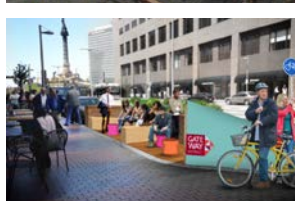


Reducing the travel lane widths to 11' would contradict existing ODOT standards for federal truck routes (12' minimum required), but it's possible that by the time the Lorain Ave reconfiguration takes place these standards may be negotiated in urban areas. This configuration allows for bike lanes in each direction plus permanent parking lanes, thereby providing amenities for cyclists and also for business owners.

## ADD SHARROWS, "PARKLETS" / SIDEWALK SEATING AREAS



Another option, which could be added on to any of these configurations, is to explore adding "parklets" occasionally wherever adjacent programs would benefit from extra space or plantable area. A parklet is a small public area the size of a street parking space, a way of making additional public space where sidewalks cannot be widened, as is the case here. These bump-outs can be used for attractive landscaping, like street trees, and provide space for amenities like bike racks and street furniture. They are especially useful as sidewalk seating areas for cafes, and could be used in the Antiques District as places for sidewalk vending during antiques walks.



TEMPORARY

PERMANENT

**BOTTOM**, precedents for parklets/bump-outs that range from temporary and flexible (left), to permanent but minimal (middle), to permanent amenities requiring a larger investment (right). The temporary "parklets" are a good way to test locations and programs along Lorain. Once specific sites for a few bump-outs are identified, planning a more permanent intervention is easier to visualize.

## ACTION: Recruit a diversity of family-oriented businesses & amenities



A diversity of complementary businesses that could serve both Antiques District shoppers and neighborhood residents should be recruited for available storefronts. Examples suggested include a family-style cafe; an ice cream shop; a laundromat; and a drugstore.

## ACTION: Strict code enforcement for derelict buildings



Since Lorain Ave is such an important through-street and retail destination for the city, it is especially essential to enforce code requirements along this corridor. Neglectful building owners should be targeted for code violations in order to bring the overall streetscape up to better aesthetic standards.

## ACTION: Explore district-wide branding/signage



During the course of the planning process, residents and business owners expressed some interest in exploring a larger district-wide branding campaign that could either double down on the existing Antiques District identity or rebrand as something new. The Antiques identity does not hold resonance for all neighborhood residents, but it remains a unique destination for the larger region. Alternatives like "Lorain Vintage District," suggested at a public workshop, seem to incorporate more flexibility of use while still building on the existing commercial core. It is recommended to explore these questions of identity and brand further, hopefully culminating in a comprehensive district-wide signage campaign.



## ACTION: Storefront lighting for active businesses



Many participants in the planning process noted that it is difficult to tell which storefronts along Lorain are open for business, and if they are open, what their hours are. This is partially because of poor lighting and signage. A coordinated effort to illuminate the storefronts of all active businesses could indicate to passers-by and commuters that the district is still open for business. Additionally, clearly posted hours of operation would help interested shoppers understand when they can stop by.

## ACTION: Improve facades of existing storefronts



Building owners can tap into resources like the City's Storefront Renovation Program in order to help update their facades to be more pedestrian-friendly.

### “QUICK WINS”

- Add lighting on storefronts to illuminate pedestrians
- Add signage, banners
- Increase transparency into building interior

### LONGER-TERM

- Murals along building sides
- Construct canopies above entries
- Landscape beautification



# ACTION: Create an off-street parking/event lot



**TOP:** Existing parking capacity along Lorain Ave. On-street public parking, in blue, could be supplemented by weekend shared-parking agreements with institutions (pink) like the Federal Social Security Building, on the southwest corner of Lorain & W 73rd),

**BOTTOM:** Alternatively, that same parcel has an underutilized green space (**RIGHT**, before) that could be turned into a flexible public parking lot/event space for festivals and food trucks, were a shared use agreement with the owner possible..







# PROPOSED LORAIN AVE

# ADDRESS SAFETY & MAINTENANCE CONCERNS

## ACTIONS:

- Board up / demolish derelict houses
- Add/maintain street & alley lighting
- Add security camera at W 73rd & Lorain, other crime “hotspots”
- Hold neighborhood “dog walks” along Lorain
- Remove vacant slabs / add bollards to prevent illegal dumping
- Lighting & signage under W 65th St underpass towards new Max Hayes HS
- Reinstate Madison Ave bus line

## ACTION: Board up / demolish derelict houses



Residents' number one neighborhood concern, as evidenced by both open house voting and also individual conversation, is to address the derelict houses in the neighborhood. These properties - many of which too deteriorated to warrant renovation - are seen as magnets for crime. Code enforcement and targeted demolition are both important actions to help make residents feel safe.

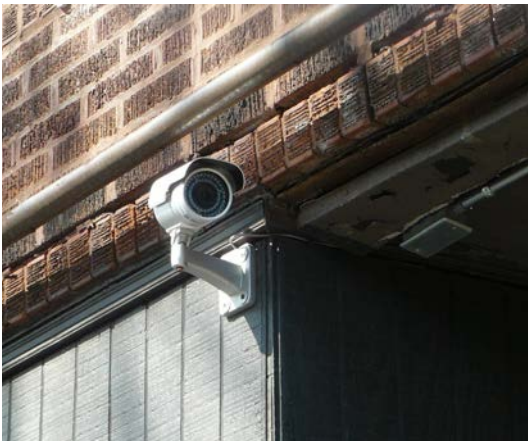


## ACTION: Add/maintain street & alley lighting



Though street lights are in place already through the neighborhood, they are often unlit and undermaintained. In the short-term, a neighborhood-wide campaign to alert the utility company when lights burn out will help maintain existing lighting; in the long-term, additional lighting may need to be added, particularly in the darker alleyways.

## ACTION: Add security camera at W 73rd/Lorain, other crime “hotspots”



The intersection of W 73rd and Lorain Ave was identified as a particularly concerning corner for safety, making it a good candidate for a dedicated security camera. Other “hotspots” of perceived safety threats could also receive cameras, if funding allows.

## ACTION: Hold neighborhood “dog walks” along Lorain



DSCDO has traditionally hosted “safety walks” in the neighborhood to talk with residents, get more “eyes on the street,” and hear about any concerns. In some cases, neighbors themselves have organized safety walks. While these popular walks should continue, broadening the event to include dogwalkers and other recreational users could bring out a larger cross section of residents to help identify neighborhood strengths and safety threats.



## ACTION: Remove vacant slabs / add bollards to prevent illegal dumping



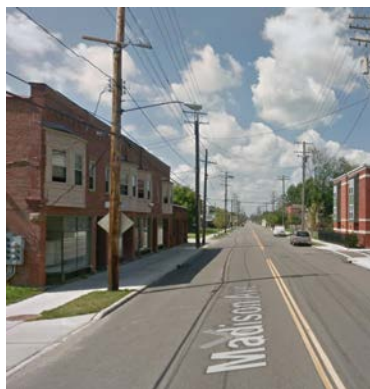
Much of the illegal dumping that occurs in the neighborhood is focused on vacant slabs and aprons left behind after demolition, enabling cars to pull straight into the vacant lot and dump. Removing the slabs, or adding bollards, could go a long way to limiting illegal dumping by making it difficult to access by vehicle. In the interim, neighbors should remain vigilant and report all dumping to the city dump hotline (664-DUMP) or to 9-1-1 if dumping is in progress.

## ACTION: Lighting & signage under W 65th St underpass towards new Max Hayes HS



With the move of Max Hayes High School south of I-90 off W 65th St, neighborhood residents need to be able to safely traverse the underpass heading south from Lorain. Whether or not the W 65th St bike lane is instated any time soon, the underpass would benefit from lighting and gateway signage to indicate entry into the neighborhood and ensure perceptions of safety.

## ACTION: Reinstate Madison Ave bus line



Though RTA has little capacity to add new lines at this point, the northern and western parts of the neighborhood are underserved by public transit. Reinstating the old Madison Ave bus line would help isolated residents increase mobility.





# IMPLEMENTATION

In order to move these individual actions closer to reality, this section breaks them into short-term recommendations (“Quick Wins”) and longer-term. It is important to note that the “Quick Wins” are not necessarily to be implemented first; instead, this category identifies the actions which may be less expensive or require less concentrated planning effort than the longer-term actions. DSCDO should work closely with neighborhood stakeholders to identify which of these actions are of highest priority.

## “QUICK WIN” RECOMMENDATIONS:

### MAKE SAFE SPACES FOR KIDS

WHAT	WHO
Add Playground signage at Madison Ave	City of Cleveland, DSCDO
Explore securing 2204/2208 W 83rd St for improvements	DSCDO, City Land Bank, Cleveland Public Library
Install “crosswalk flags” at Lorain midblock crossing	DCSDO, Lorain Merchants
Support neighborhood groups that desire to activate green space, install orchards, or create other green space for neighbors	DSCDO, Residents

### CREATE A SENSE OF PLACE

WHAT	WHO
Explore securing 2082 W 73rd St for green space	DSCDO Housing Team, City Land Bank
Plant orchard trees along south side of Andover Ct	Residents, City of Cleveland, Western Reserve Land Conservancy
Neighborhood-wide Urban Foraging campaign	DSCDO, Residents, OSU Extension
Identify buildings for mural art	Our Alleys Revitalized, Residents, DSCDO
Coordinate events (movie nights, etc) to build social cohesion	DSCDO, Cleveland Public Library, Residents
Identify an alley for Green Alley Demonstration Project	Residents, DSCDO, City of Cleveland

## REVITALIZE LORAIN AVENUE

WHAT	WHO
Complete detailed commercial property inventory	DSCDO
Pursue “sandwich board” zoning overlay	DSCDO, City of Cleveland
Interior & exterior lighting in the storefront of active businesses	Lorain Merchants
Consistent signage with hours of operation for active businesses	Lorain Merchants
Coordinate more seasonal events like “Antiques Walk”	Lorain Merchants, DSCDO
Install streetscape beautification - landscaping/flowers	Lorain Merchants, DSCDO
Strict code enforcement for derelict buildings	DSCDO, City of Cleveland

## ADDRESS SAFETY & MAINTENANCE CONCERNS

WHAT	WHO
Continue to work with the Cuyahoga County Land Bank and City of Cleveland to board up / demolish derelict houses	DSCDO, City of Cleveland, County Land Bank
Work to raise resident and business awareness around illegal dumping to City dump hotline (664-DUMP)	DSCDO, Residents, Business Owners
Raise awareness around resident and business protocol for reporting burned-out streetlights (call 621-5483)	Residents, Business Owners, DSCDO
Hold neighborhood “dog walks” along Lorain Ave	Residents, DSCDO

## LONGER-TERM RECOMMENDATIONS:

### MAKE SAFE SPACES FOR KIDS

WHAT	WHO
Request prioritization of Madison Park improvements in City Capital Budget	City Parks Dept., DSCDO, City of Cleveland
Establish relationship with Lawn School site owner for potential shared recreation agreement	DSCDO
Add midblock crosswalk across Madison with signage/light	City of Cleveland, DSCDO
Add Traffic Calming bulbouts on W 81st and W 83rd just north of Lorain Ave	DSCDO, City of Cleveland
Build out connector pathways on long western blocks	DSCDO, Land Banks
Lighting, signage, recreational amenities, pathway, landscaping at 2204/2208 W 83rd St pocket park	DSCDO, Cleveland Public Library
Create greenway connector from Andover Ct to W 65th/Zone Rec	DCSDO, City of Cleveland, CMSD
Paving/lighting/sharrows on Nordica, Andover, Zone Rec Greenway	DSCDO, Parks Dept, City of Cleveland



## CREATE A SENSE OF PLACE

WHAT	WHO
Advocate for legislation allowing intersection painting; coordinate intersection painting, design/install signage for “Dudley Triangle”	City Repair, City of Cleveland, DSCDO, Residents
Landscaping & lighting at 2082 W 73rd St and ongoing maintenance of site	DSCDO, Residents, Additional funding partners TBD
Construct fencing/benches along 7300 Dudley Ave lot	City Land Bank, Residents
Stormwater infrastructure & low-maintenance landscaping in Green Alley Demonstration Project, add lighting for safety	DSCDO, City of Cleveland, funding partners such as NEORSD, Residents
Expand mural arts program onto Lorain Ave, other blank facades	Our Alleys Revitalized, Residents, Lorain Merchants, DSCDO
Longer-term “Dudley Triangle” investments: lighting, banners, crosswalks, treelawn beautification, and adoption agreement for pocket park	DSCDO, City of Cleveland, Residents

## REVITALIZE LORAIN AVENUE

WHAT	WHO
Raise funds to conduct market study to determine appropriate businesses/uses to available properties	DSCDO, Lorain Merchants, City of Cleveland
Attract diverse, family-oriented businesses to complement existing antiques district	DSCDO, Lorain Merchants
Branding campaign with banners	DSCDO, Lorain Merchants
Facilitate public art & murals on blank sides of buildings	Our Alleys Revitalized, DSCDO
Work with City Storefront Renovation Program to renovate eligible commercial properties	DSCDO, City of Cleveland, Lorain Merchants
Redesign streetscape west of W 65th St to investigate potential for bike facilities, district lighting, sidewalk bumpouts	DSCDO
Create an offstreet public parking lot or form shared parking agreement with private parking lot owner	DSCDO, City of Cleveland
Install bike racks, additional trash cans	City of Cleveland, DSCDO

## ADDRESS SAFETY & MAINTENANCE CONCERNS

WHAT	WHO
Install security camera at Lorain & W 73rd	City of Cleveland, DSCDO
Light pedestrian connection south from Lorain on W 65th underpass with bright, colorful lighting to ensure safety to Max Hayes HS	City of Cleveland

## ADDITIONAL RECOMMENDATIONS

<b>WHAT</b>	<b>WHO</b>
Investigate development potential at NE corner of Madison/W 85th; Barbara Booker school site to corner of Lorain & W 65th	DSCDO; Cleveland Planning Dept
Reinstall Madison Ave bus line to W 65th Rapid station	RTA, DSCDO

## CONTINUOUS:

### ADDRESS SAFETY & MAINTENANCE CONCERNS

<b>WHAT</b>	<b>WHO</b>
Code enforcement for dilapidated buildings	City of Cleveland, DSCDO
Enforce speed limits on Lorain, Madison, & from I-90	City of Cleveland, CPD
Enforce regular trash pickup for public trash cans	City of Cleveland, DSCDO
Add/maintain street lighting	City of Cleveland, CPP



# ACKNOWLEDGEMENTS



The Southwest Detroit Shoreway Neighborhood Plan was produced with the support and participation of the following organizations and neighborhood stakeholders:

## DETROIT SHOREWAY COMMUNITY DEVELOPMENT ORGANIZATION

Jeff Ramsey | EXECUTIVE DIRECTOR  
Jenny Spencer | MANAGING DIRECTOR  
Austin Boxler | DIRECTOR OF COMMUNITY INVOLVEMENT  
Adam Rosen | ECONOMIC DEVELOPMENT DIRECTOR  
Avery Ozimek | AMERICORPS VISTA INTERN  
& STAFF OF DSCDO

## KENT STATE UNIVERSITY CLEVELAND URBAN DESIGN COLLABORATIVE

Terry Schwarz | DIRECTOR  
David Jurca | ASSOCIATE DIRECTOR  
Kristen Zeiber | PROJECT MANAGER  
Jeffrey Kruth | SENIOR URBAN DESIGNER  
Sam Friesema | POST-GRADUATE FELLOW  
Tyler Middendorf | M.U.D. CANDIDATE

## ADVISORY COMMITTEE

Daryl Anderson  
Moneeke Davis  
Irene Fanara  
Paul Gibbons  
Eileen Kelly  
Shayna Muckerheide  
Deborah Pawlus  
Jason Pawlus  
Annete Velez-Cotto

SPECIAL THANKS: NEIGHBORHOOD RESIDENTS, THE LORAIN MERCHANTS ASSOCIATION, THE BOARD OF DIRECTORS OF DSCDO, & COUNCILMAN MATT ZONE