

LORAIN ROAD BUSINESS DISTRICT REVITALIZATION PLAN



PUBLIC OPEN HOUSE
NOVEMBER 15, 2023



TODAYS AGENDA

- ▣ Introduction
- ▣ Project Overview
- ▣ Corridor Vision Overview
- ▣ Development Scenarios & Strategies Overview
- ▣ Tonight's Exercise
- ▣ Next Steps








INTRODUCTION

Our Team

- **Mary Cierebiej**, *AICP, Executive Director*
- **Patrick Hewitt**, *AICP, Planning Manager, Strategy & Development*
- **Micah Stryker**, *AICP, Senior Planner*
- **Paul Triolo**, *Planner*
- **Luke Ols**, *Planning Fellow*



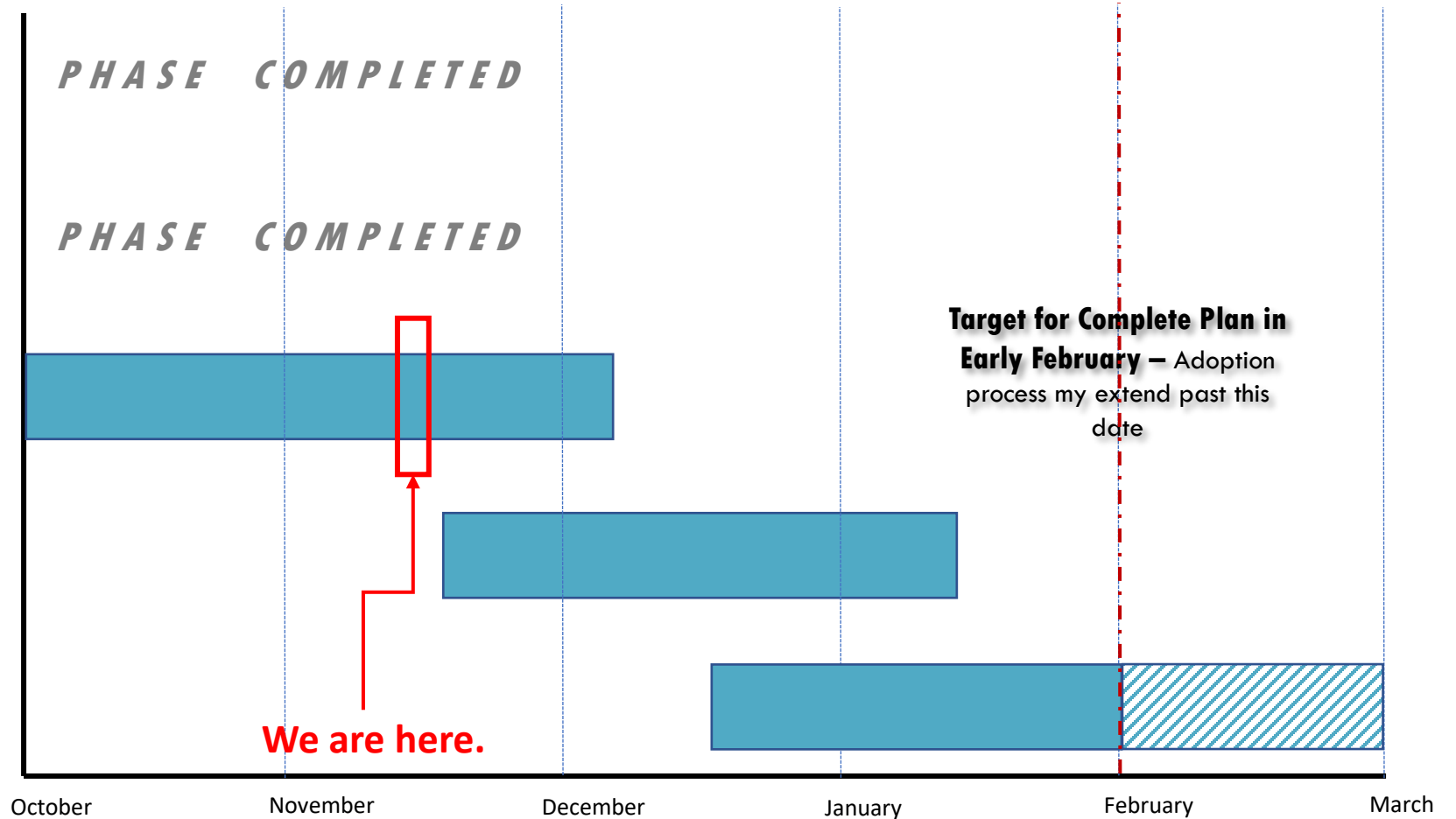
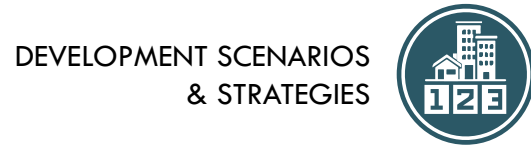
PROJECT OVERVIEW

PHASE		DESCRIPTION
	CORRIDOR PROFILE	An overview of the trends, key assets, and development challenges for the four core themes identified for this project.
	CORRIDOR VISION	A broad, forward-looking summary that identifies the community's desired future for the corridor and key principles to guide scenario planning.
	DEVELOPMENT SCENARIOS & STRATEGIES	Creation of specific options for the development of the corridor through detailed development scenario graphics and highlighting recommended strategies.
	PREFERRED DEVELOPMENT SCENARIO & IMPLEMENTATION PLAN	Identification of a preferred Development Scenario based on community feedback with recommended implementation actions and strategies.
	FINAL PLAN	The combination of the documents and work of the previous phases into a final, cohesive document



PROJECT OVERVIEW

Estimated Project Timeline





CORRIDOR VISIONING

- **The Corridor Profile and Corridor Vision Phases identified the community's desires and core principles to guide recommendations along Lorain Road:**
- **This included:**
 - Analysis of existing plans and policies
 - Building Typology Assessment
 - Public engagement and online survey
 - Key stakeholder interviews (12)
 - Public Open House: 20 attendees with 134 sticker responses and 41 comments
 - Public Survey: 393 respondents



CORRIDOR VISIONING

- **Support for ideas from existing plans**
 - Support for a **reconfigured roadway**
 - Improving **walkability and bikeability**
 - **Beautifying** the streetscape
 - **Improving** the appearance of **commercial buildings**
 - Connecting to the **Rocky River Reservation**
- **New ideas or growing support**
 - Add more **parks, plazas, and greenspace**
 - Hold more **community events**
 - Calm traffic and **reduce speeding**
 - Create a **merchants association** to support business
 - **Redevelop the Giant Eagle** commercial center
 - **Add mixed-use** development
 - Build more **townhouse developments**



CORRIDOR DEVELOPMENT PRINCIPLES

- Through the Corridor Profile and Corridor Vision Phases, seven Core Development Principles were identified.



The Future of Lorain Road is Walkable and Bike Friendly



Mixed-Use and Transit-Oriented Development is Important for Growth



Lorain Road Needs to Have Places for People



The Public Right-of-Way Can Be Better Used to Meet the Needs of the Community



CORRIDOR DEVELOPMENT PRINCIPLES



***An Attractive Streetscape Will Support
A Vibrant And Active Corridor***



***Local Businesses Are The Key To
Economic Strength***



***Every Decision On Lorain Road Serves A
Purpose For The Future Of The Community***



DEVELOPMENT SCENARIOS & STRATEGIES

- **This Phase of the planning process provides a structure for identifying desired development along the corridor and making land use, zoning, and development recommendations.**
- **Your input on these scenarios will help identify the preferred development types along the corridor which will in turn focus recommendations for City regulations and policies.**



DEVELOPMENT SCENARIOS & STRATEGIES

Development Strategies

- Policy recommendations for implementation
- Apply throughout the corridor
- Generally support economic and community development

Development Scenarios

- Conceptual drawings to pose questions and show possibilities
- Highlight specific sites, but can show general principles
- Identifies potential areas for targeted redevelopment



DEVELOPMENT STRATEGIES

Transportation & Infrastructure



Branding & Identity



Topics identified as crucial components to be addressed by recommended strategies:



Land Use & Zoning



Economic Development



DEVELOPMENT SCENARIOS

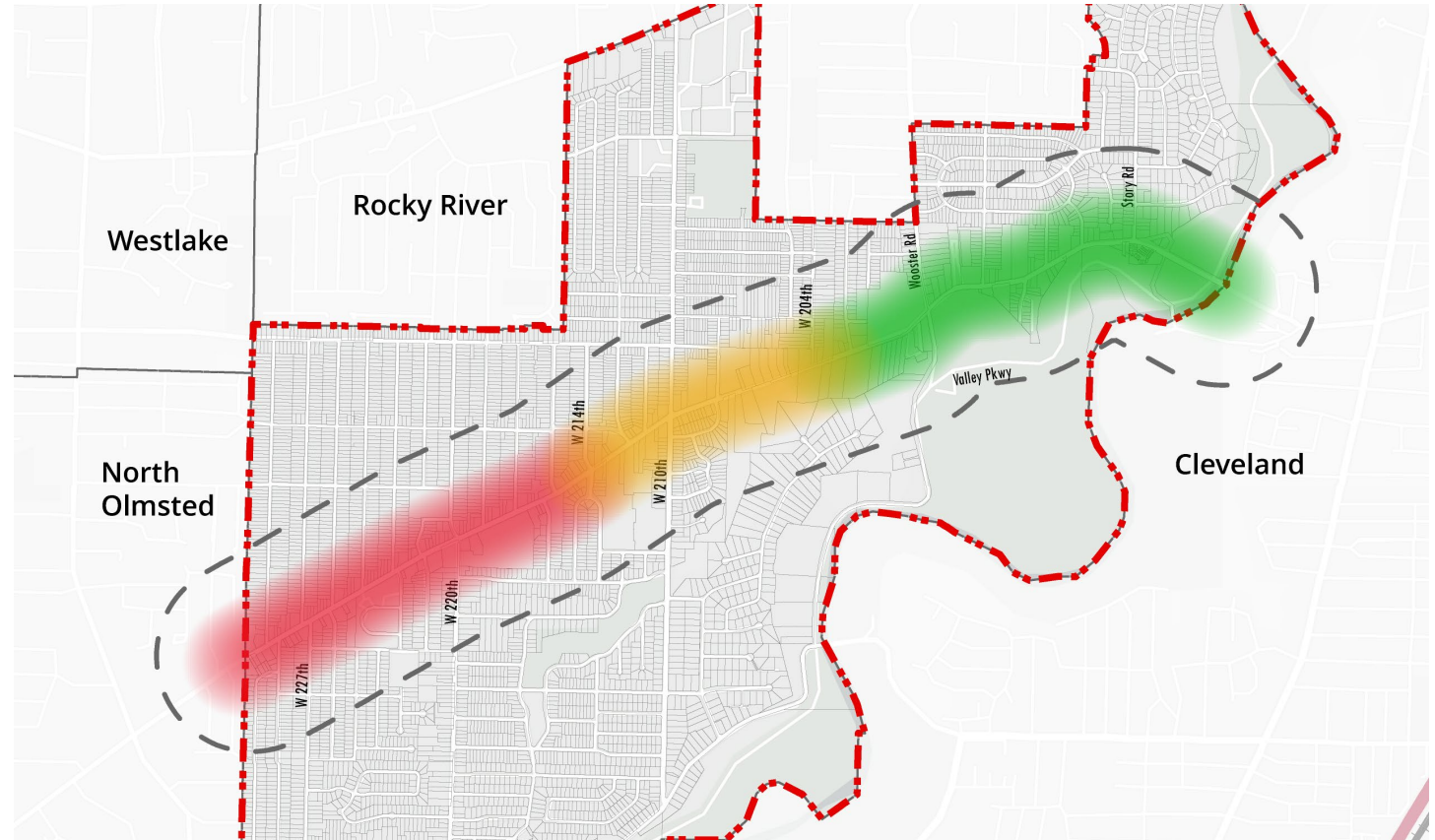
- **Development Scenarios**

- ***Conceptual development drawings*** along the corridor to show the potential for different development patterns. These scenarios are hypothetical and designed to be long-term, and actual development is not currently proposed.
- Highlight key issues related to zoning, land use, and infrastructure that will need to be addressed through policies and regulations.



DEVELOPMENT SCENARIO BOARDS

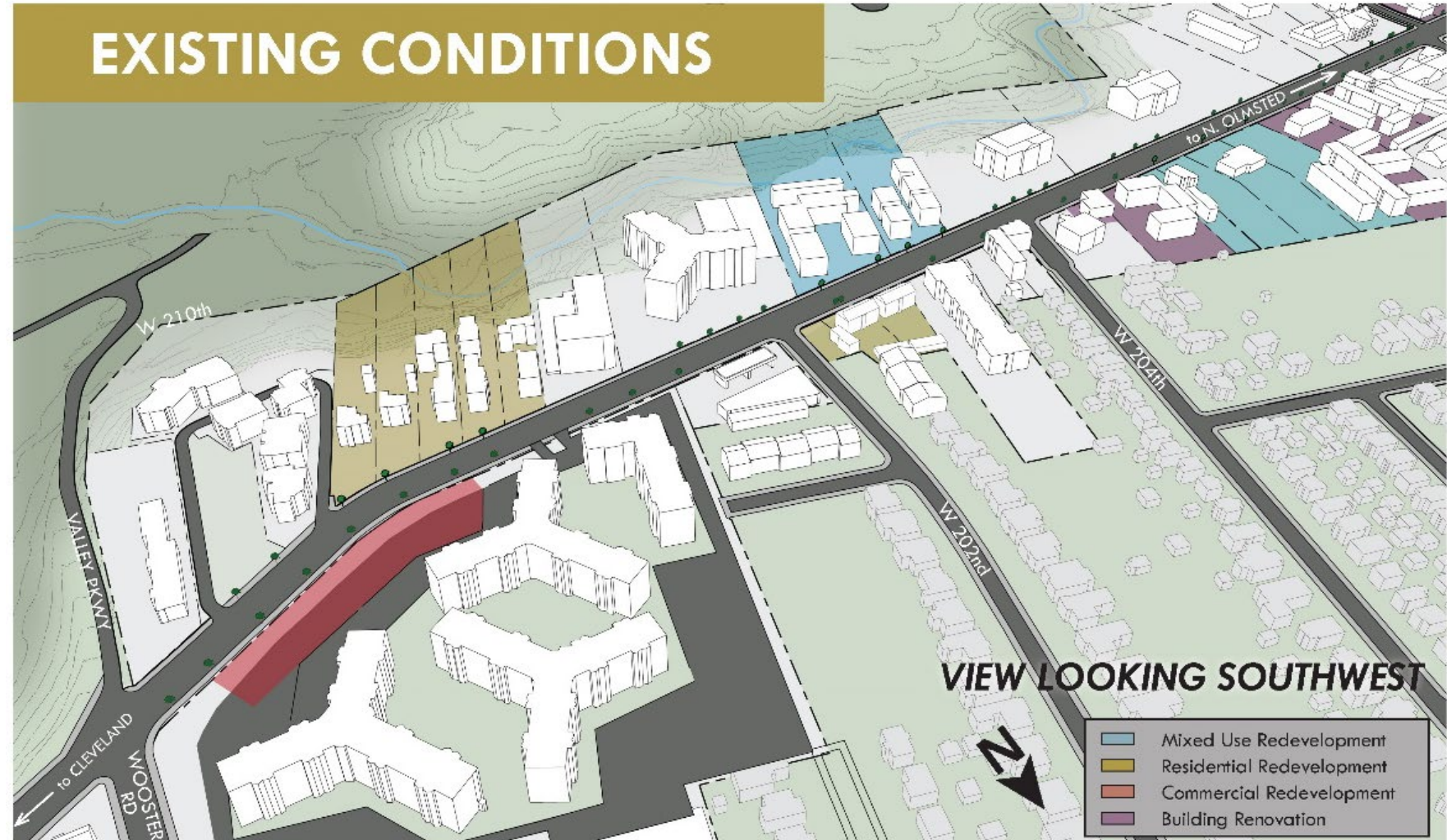
The corridor is divided into three distinct areas: Main on Lorain, Civic Core, and Residential Boulevard





WHAT IS A DEVELOPMENT SCENARIO

**CIVIC CORE –
Wooster Road at
W 210th**





FOR EXAMPLE

Redevelopment of older apartments with clustered cottage courts housing.

Moderate density mixed use center with surface parking

Additional greenspace

MIXED USE & COTTAGE COURT





FOR EXAMPLE

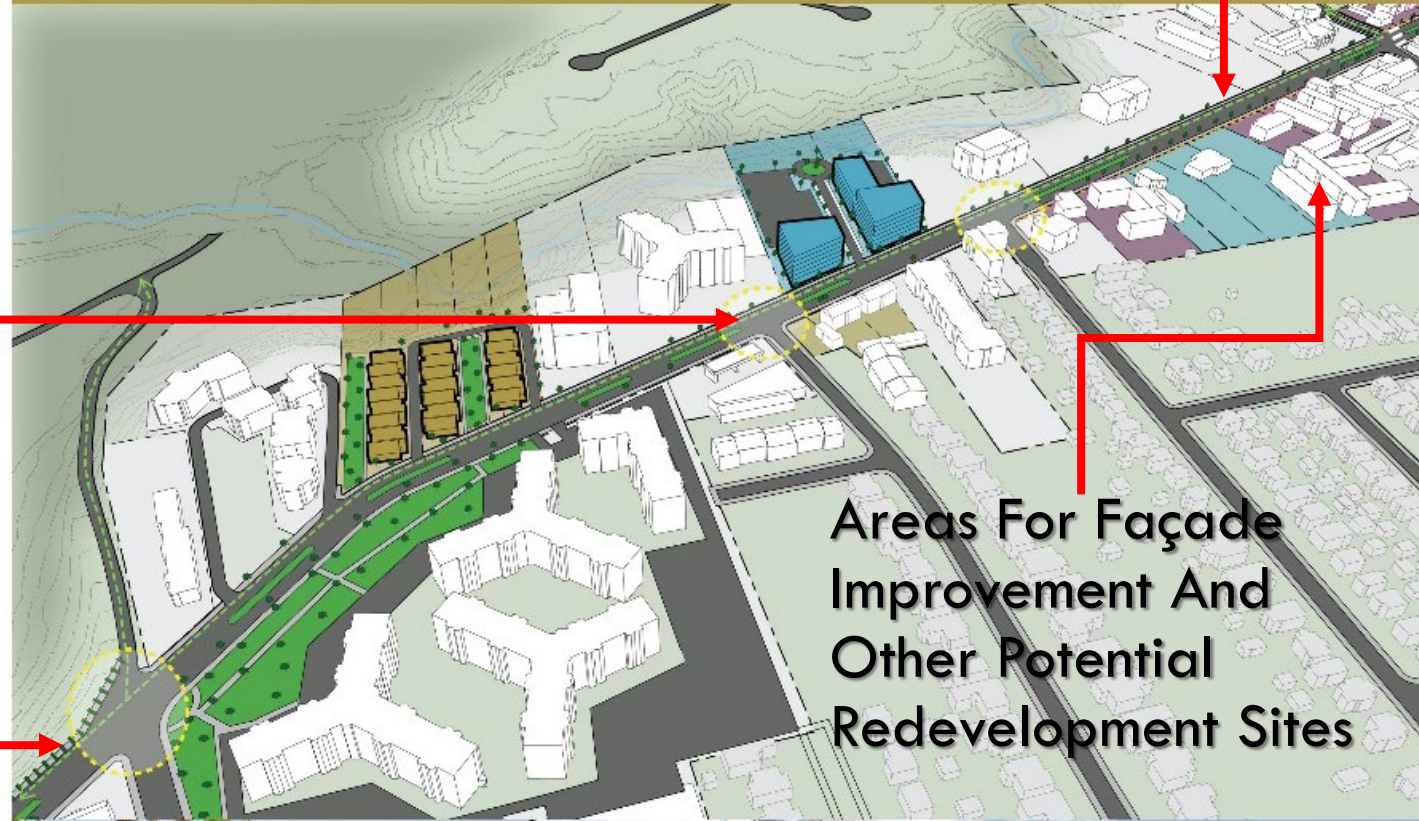
Street Trees & Streetscape
Enhancements

MIXED USE & COTTAGE COURT

Intersections for
Targeted Enhancement

Bike and Pedestrian
Connections

Areas For Façade
Improvement And
Other Potential
Redevelopment Sites





FOR EXAMPLE

Larger townhomes instead of cluster housing.

Smaller scale mixed use with townhome development included

TOWNHOMES & GREENSPACE





FOR EXAMPLE

Large apartment buildings
with an associated
parking deck

Dense mixed use center
with an associated
parking deck

MIXED USE DEVELOPMENT





FOR EXAMPLE

Small scale commercial
outparcel development in
front of Fairview Village
apartments

COMMERCIAL OUT PARCEL





TONIGHT'S EXERCISE

- **Tonight's exercise is focused on reviewing development scenarios along the corridor.**
- **We want you to review the different concepts and tell us what you like, what you don't like, or if there is something else that should be considered.**
- **Your preferences will help us refine a Preferred Development Scenario and target recommendations for zoning, land use, and infrastructure.**



DEVELOPMENT SCENARIO BOARDS

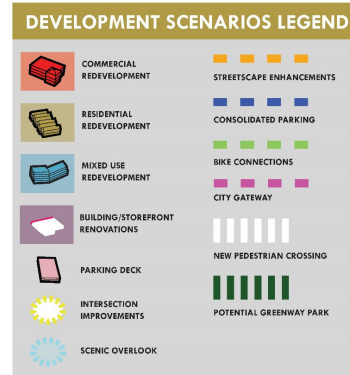
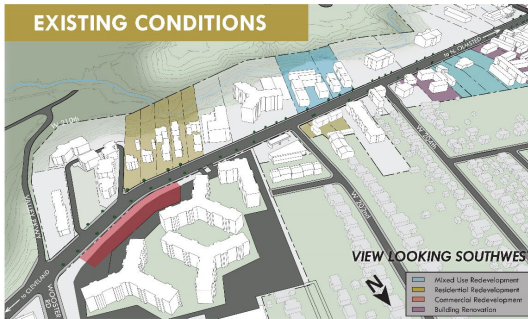
- **We have created scenarios for 5 sections of the Lorain Road Corridor:**
 - Residential Boulevard East
 - Residential Boulevard West
 - Civic Core East
 - Civic Core West
 - Main on Lorain
- **Each board shows at least three different scenarios with different development types or densities**



FOR EXAMPLE



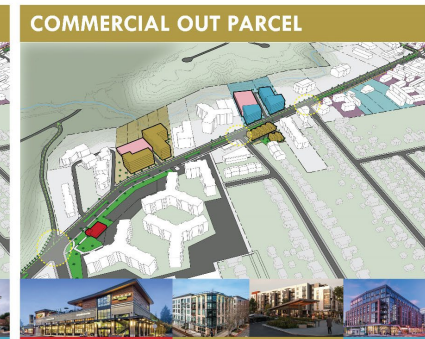
CORRIDOR DEVELOPMENT SCENARIOS: CIVIC CORE EAST



COMMENTS? QUESTIONS?

DEVELOPMENT SCENARIOS

Place a **GREEN** dot under your preferred development scenario for the future of this area of Lorain Road. Leave any additional comments, questions, or ideas in the comment box above.

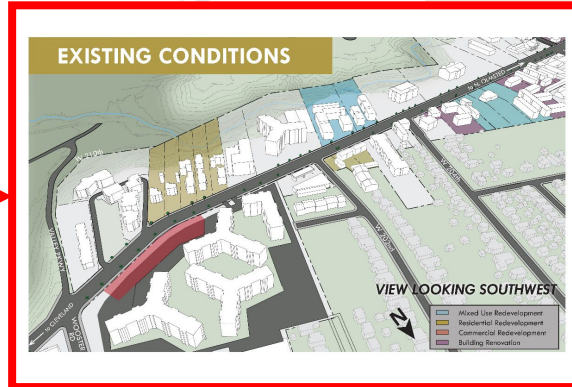




FOR EXAMPLE



CORRIDOR DEVELOPMENT SCENARIOS: CIVIC CORE EAST



COMMENTS? QUESTIONS?

DEVELOPMENT SCENARIOS

Place a **GREEN** dot under your preferred development scenario for the future of this area of Lorain Road. Leave any additional comments, questions, or ideas in the comment box above.

MIXED USE & COTTAGE COURT



TOWNHOMES & GREENSPACE



MIXED USE DEVELOPMENT



COMMERCIAL OUT PARCEL

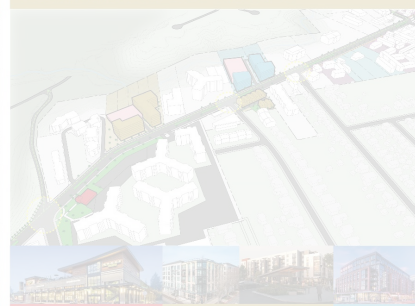


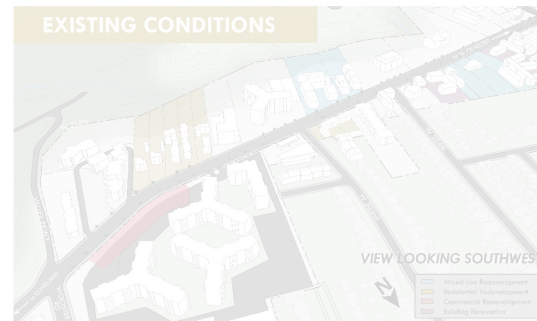
Image showing
existing
conditions



FOR EXAMPLE



CORRIDOR DEVELOPMENT SCENARIOS: CIVIC CORE EAST



COMMENTS? QUESTIONS?

DEVELOPMENT SCENARIOS

Place a **GREEN** dot under your preferred development scenario for the future of this area of Lorain Road. Leave any additional comments, questions, or ideas in the comment box above.

MIXED USE & COTTAGE COURT



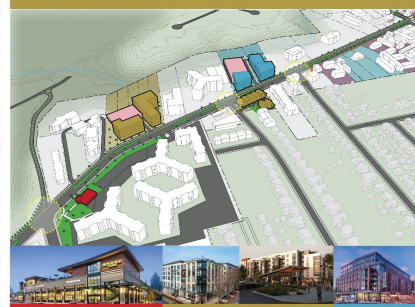
TOWNHOMES & GREENSPACE



MIXED USE DEVELOPMENT



COMMERCIAL OUT PARCEL



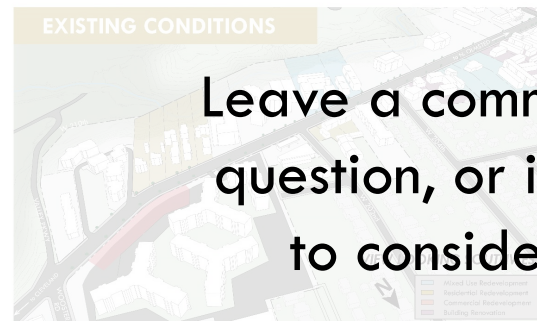
Drawings of
development
scenarios and
images showing
different
development
potential



FOR EXAMPLE



CORRIDOR DEVELOPMENT SCENARIOS: CIVIC CORE EAST



EXISTING CONDITIONS

Leave a comment,
question, or idea
to consider



DEVELOPMENT SCENARIOS LEGEND

COMMENTS? QUESTIONS?

DEVELOPMENT SCENARIOS

Place a **GREEN** dot under your preferred development scenario for the future of this area of Lorain Road. Leave any additional comments, questions, or ideas in the comment box above.

MIXED USE & COTTAGE COURT



TOWNHOMES & GREENSPACE



MIXED USE DEVELOPMENT



COMMERCIAL OUT PARCEL



Four empty comment boxes corresponding to the development scenarios above.

Place a **GREEN**
dot under the
development
scenario you
prefer



LORAIN ROADWAY

- We also continue to gather input on the desired layout of the roadway itself as this is important to support future development and use of the corridor.

TARGETED ON-STREET PARKING (TLCI)



Improved layout for on-street parking with additional parking in the Civic Core

COMPREHENSIVE BIKE LANES (TLCI)



Addition of on street bike lanes, with some areas of on-street parking

BUS RAPID TRANSIT (BRT)



Dedicated and flexible bus lanes to support BRT from North Olmsted to Downtown Cleveland

MAIN STREET & GREENWAY OVERLOOKS



Expanded sidewalks in a walkable retail area and a linear greenway taking advantage of proximity to Rocky River Reservations



TONIGHT'S EXERCISE

- **We also have boards showing the broader Development Strategies, but our focus tonight is on the draft Development Scenarios.**
- **Feel free to review them and provide feedback. They will also be available on the project webpage for you to review.**



TONIGHT'S EXERCISE

- We also have an online survey available for individuals to provide feedback for their preferred development options.
- Survey: www.surveymonkey.com/r/LorainRdScenarios

Survey will be open through November 30, 2023.



WHAT IS NEXT

- **Next Steps**

- The results of tonight's exercise and the online survey will be used to identify a Preferred Development Scenario for the Corridor and update Development strategies.
- The Preferred Development Scenario will also be accompanied by an Implementation Strategy which:
 - Identifies priority actions and easy wins,
 - Outlines potential funding strategies, and
 - Highlights example programs and projects.



Thank You!

Questions?

Follow the City and County Planning on social media to stay alerted to the project or visit the project webpage at www.countyplanning.us/lorainroad.

Feel free to reach out with questions, issues, or ideas at
mstryker@cuyahogacounty.us or ptriolo@cuyahogacounty.us