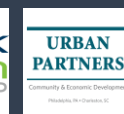




BROADWAY TOD PLAN

Landmarks Commission | 04.01.2026



PRIORITY CORRIDORS

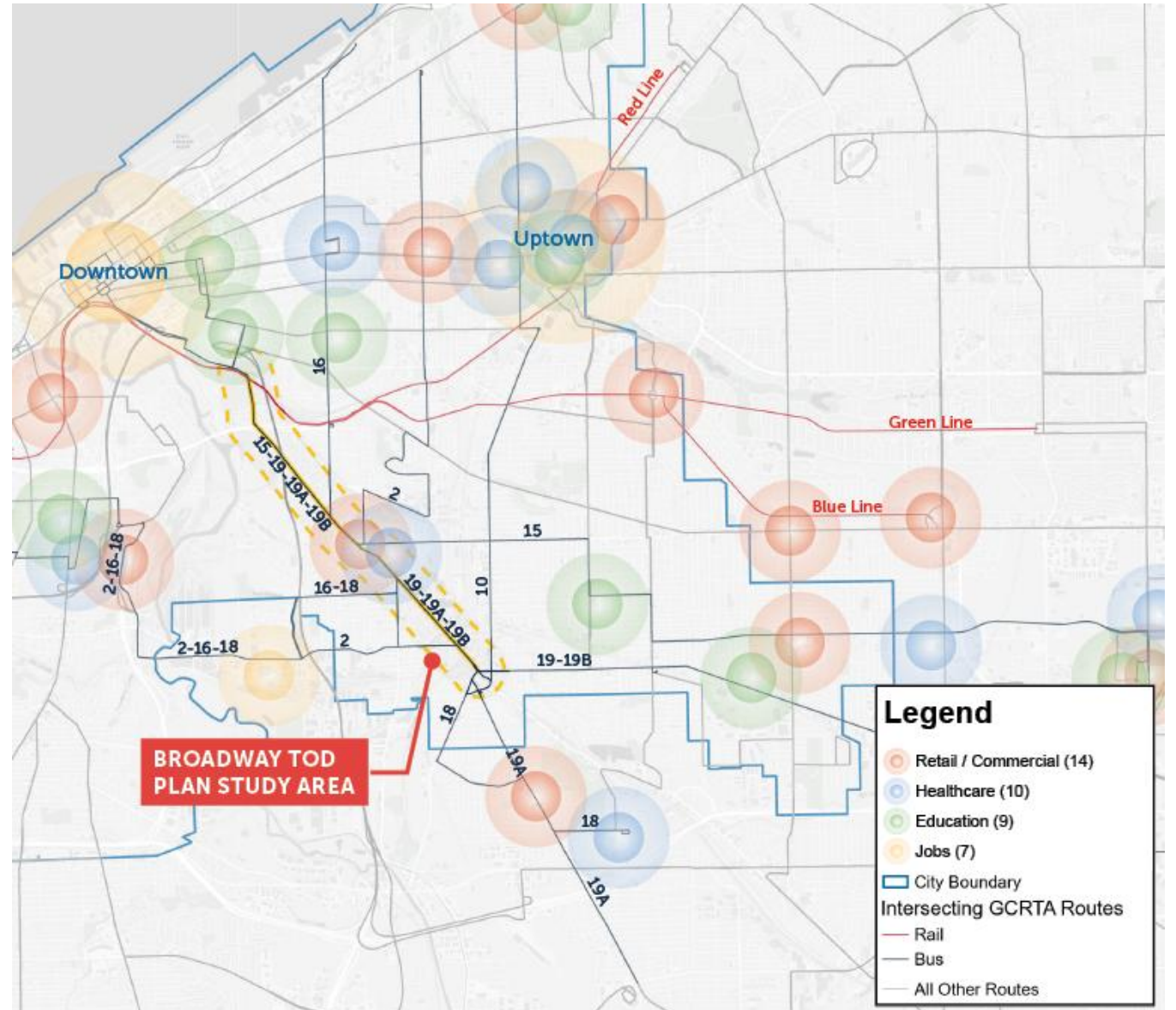
*Consistent with System Redesign
Pillar Study*



Broadway TOD

What makes the Broadway Corridor a strong candidate for BRT?

- All-day bus ridership (not just peak hour spikes) with **more than 7,100 passenger trips** through the corridor per day across 5 bus routes
- **Reliability issues** along existing routes, with travel times along the corridor varying by 20% or more on some routes
- Clear opportunity for travel time advantage through dedicated lanes, fewer stops, and signal priority
- It presents **supportive TOD potential** as an underutilized corridor that is well-positioned for reinvestment



Introductions | Project Team



City Architecture Project Lead | City Planning | Urban Design | Redevelopment Scenarios/Concepts



Neighborhood Connections Outreach and Engagement | Focus Groups | Neighborhood Conversations | Coordination



Urban Partners
Market Analysis | Projections | Economic Development Strategy



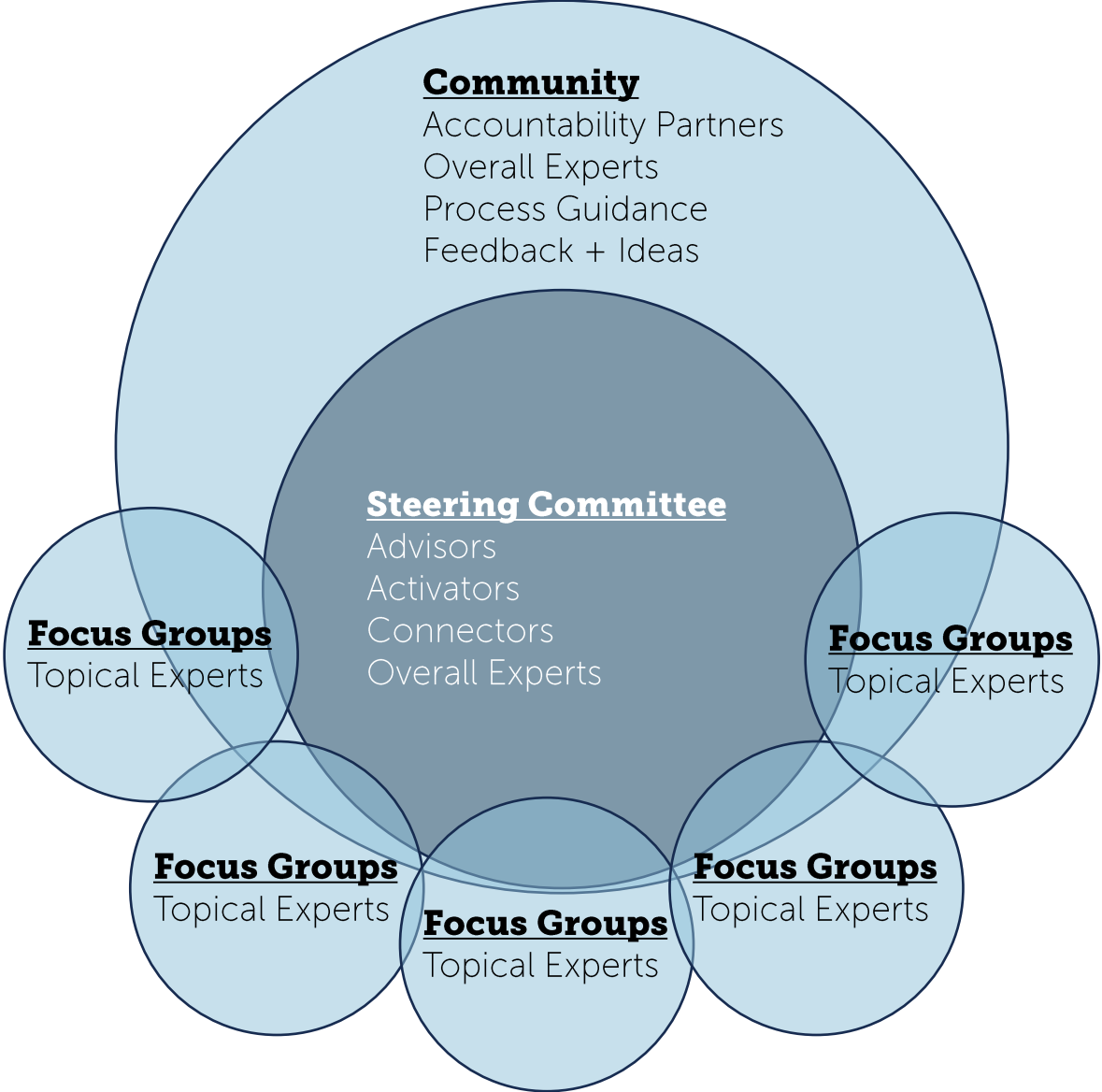
WSP + Mannik & Smith
Transportation System Planning | Corridor Concepts | Safety Operations | Network Experts



Boulevard Studios
Urban Design | Landscape Architecture

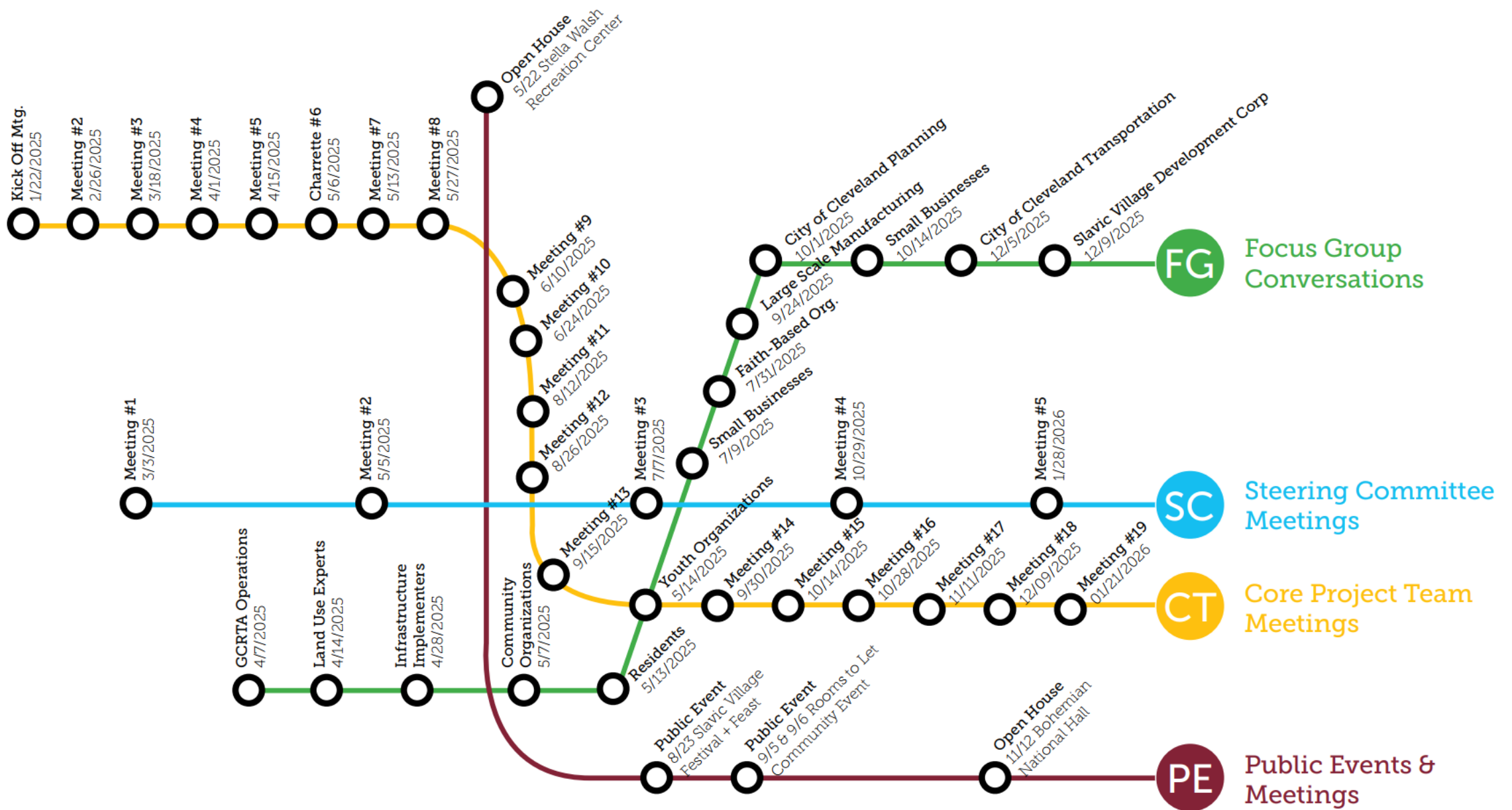
Community Engagement

Structure for Work Plan | Layered Expertise



- Focus Group Ideas**
- Residents
 - Community Organizations
 - Youth Groups + Organizations
 - Local Businesses
 - Faith Based Organizations
 - Development Community
 - Land-Use + Policy Experts
 - Infrastructure Implementers

Conversations | Multiple Perspectives



Engagement Events



Guiding Goals.

Activate a planning process that **learns & teaches**

Balance Slavic Village history with today/future

Increase **transit ridership & improve experience** (reality v. perception?)

Strengthen **living options for ALL** along the corridor and in immediate neighborhoods

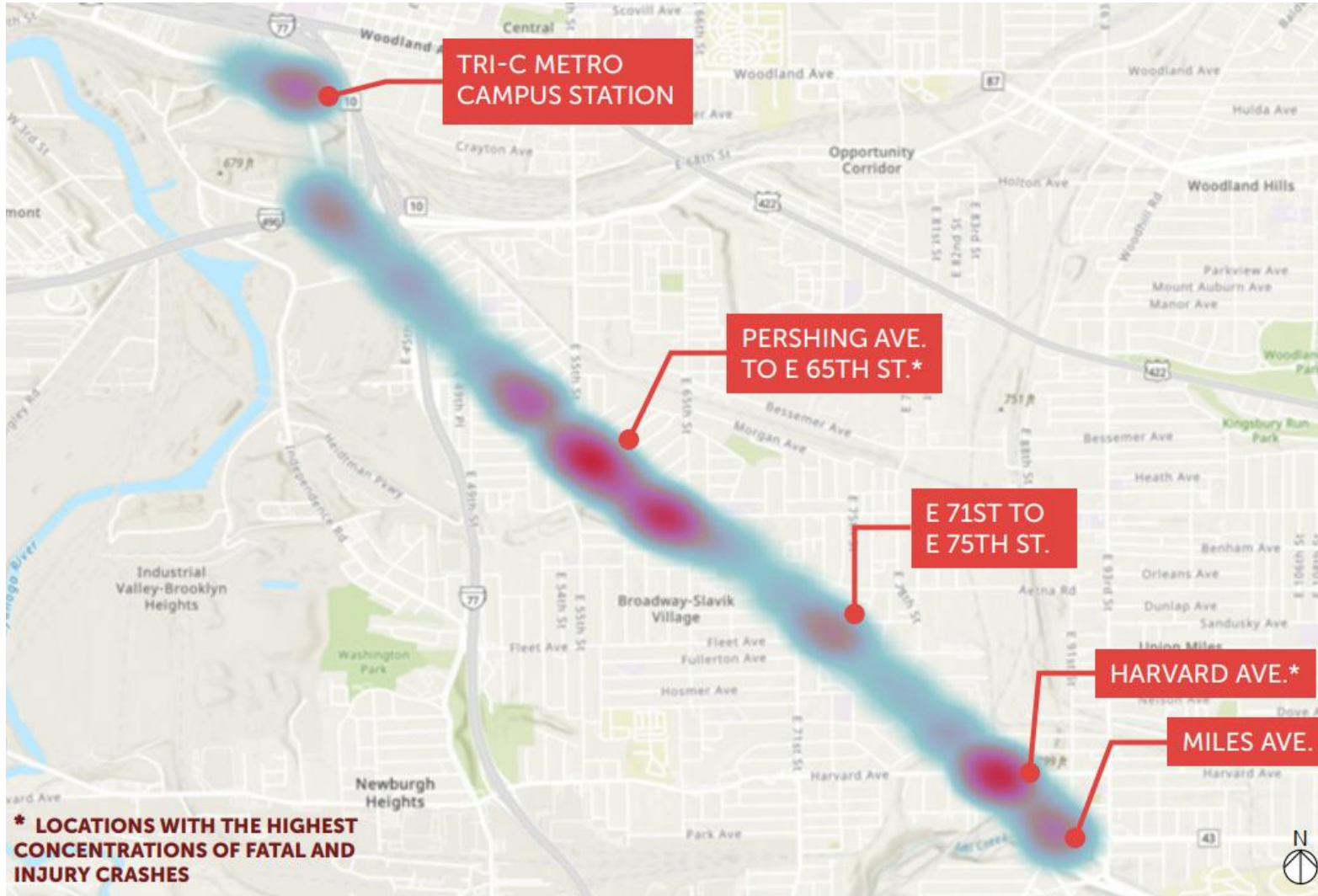
Improve **corridor safety** (vehicular violence, speeding, crime, etc.)

Identify implementation **funding sources**

Boost **market demand** – stabilize, create momentum, and **not displace**

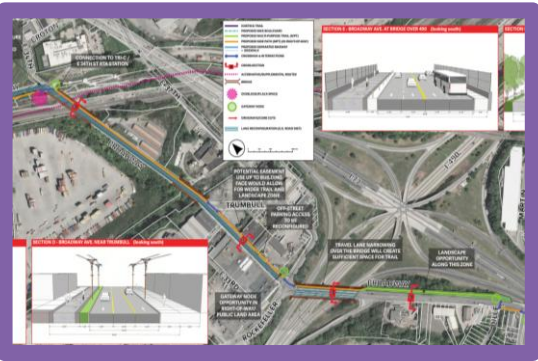
Transportation Improvement Plan

Broadway TOD | Crashes + Roadway Safety

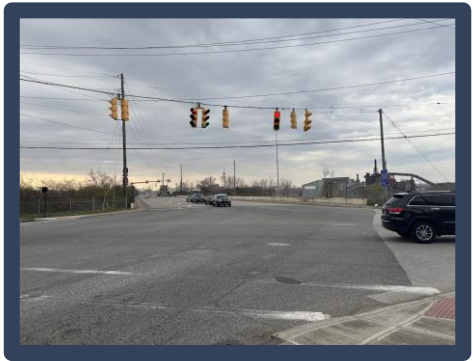


- 540 crashes along Broadway (2021-2024)
- 40% of crashes resulted in injury
- Cleveland's Vision Zero Study shows average speeds along the corridor exceed posted speed limits

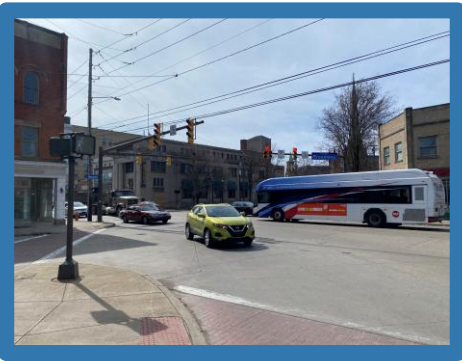
Broadway Avenue | Corridor Context Diagram



Cuyahoga Greenways | 2023 RAISE East Side Trails



Mixed-Use District

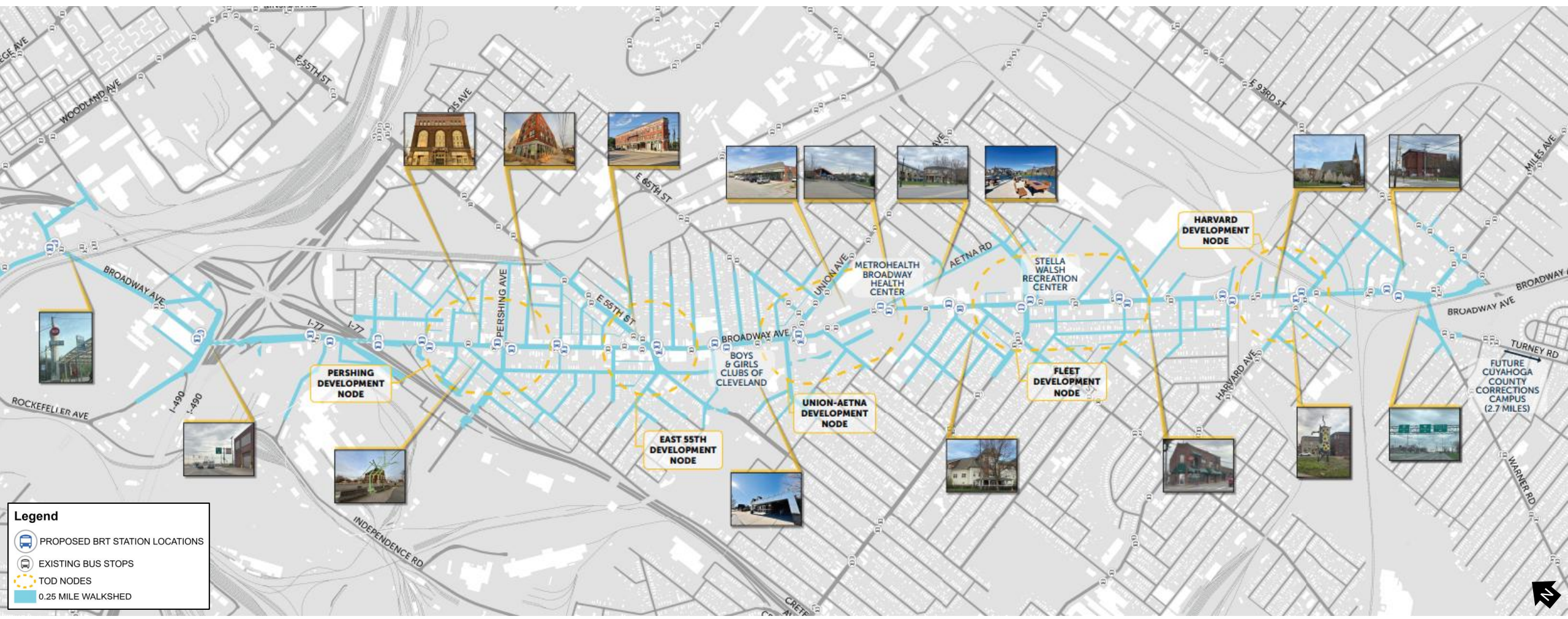


Narrowed Section



Auto-Focused Portion

Station Map | Major Destinations & Development Nodes



Broadway Roadway | Future Roadway Features

DEDICATED BUS LANES



- Dedicated lanes facilitate efficient movement of buses, bikes, and emergency vehicles
- Improves reliability and consistency of bus arrivals so transit travel times can be comparable to or better than car travel times
- Increases the visibility of priority bus service to heighten awareness to vehicular traffic and increase ridership
- Calms traffic and reduces speeding
- Bikes can use bus lane

IMPROVED BUS SERVICE

BETTER BICYCLIST EXPERIENCE

CALMS TRAFFIC

ENHANCED BUS STOPS

ON-STREET PARKING + BUMP OUTS



- Calms traffic and reduces speeding
- Buses mixed in with regular traffic and cars wait behind buses at stops
- Provides ability for short-term / quick in-out for storefront businesses, especially in places where off-street parking is unavailable
- Creates room for enhanced bus stations and street trees
- Curbed bump outs at intersections shorten crossing distance, which is more comfortable for pedestrians

MAINTAINS PARKING

BETTER PEDESTRIAN EXPERIENCE

ENHANCED BUS STOPS

CALMS TRAFFIC

EXPANDED PEDESTRIAN ZONE



- Calms traffic and reduces speeding
- Buses mixed in with regular traffic and cars wait behind buses at stops
- Creates room for improved bus stations and street trees
- Allows opportunity for parklets and outdoor dining / seating areas
- Reduced roadway width creates shorter crossing distances at intersections, which is more comfortable for pedestrians

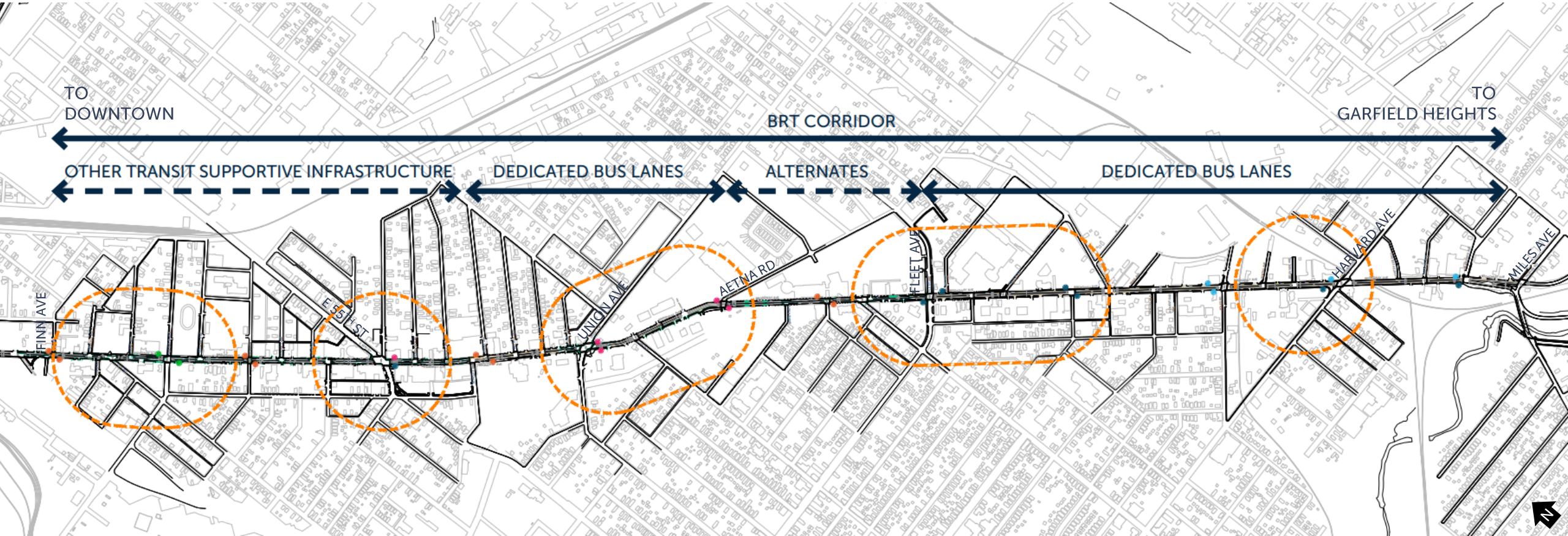
INCREASED ROADWAY SAFETY

BETTER PEDESTRIAN EXPERIENCE

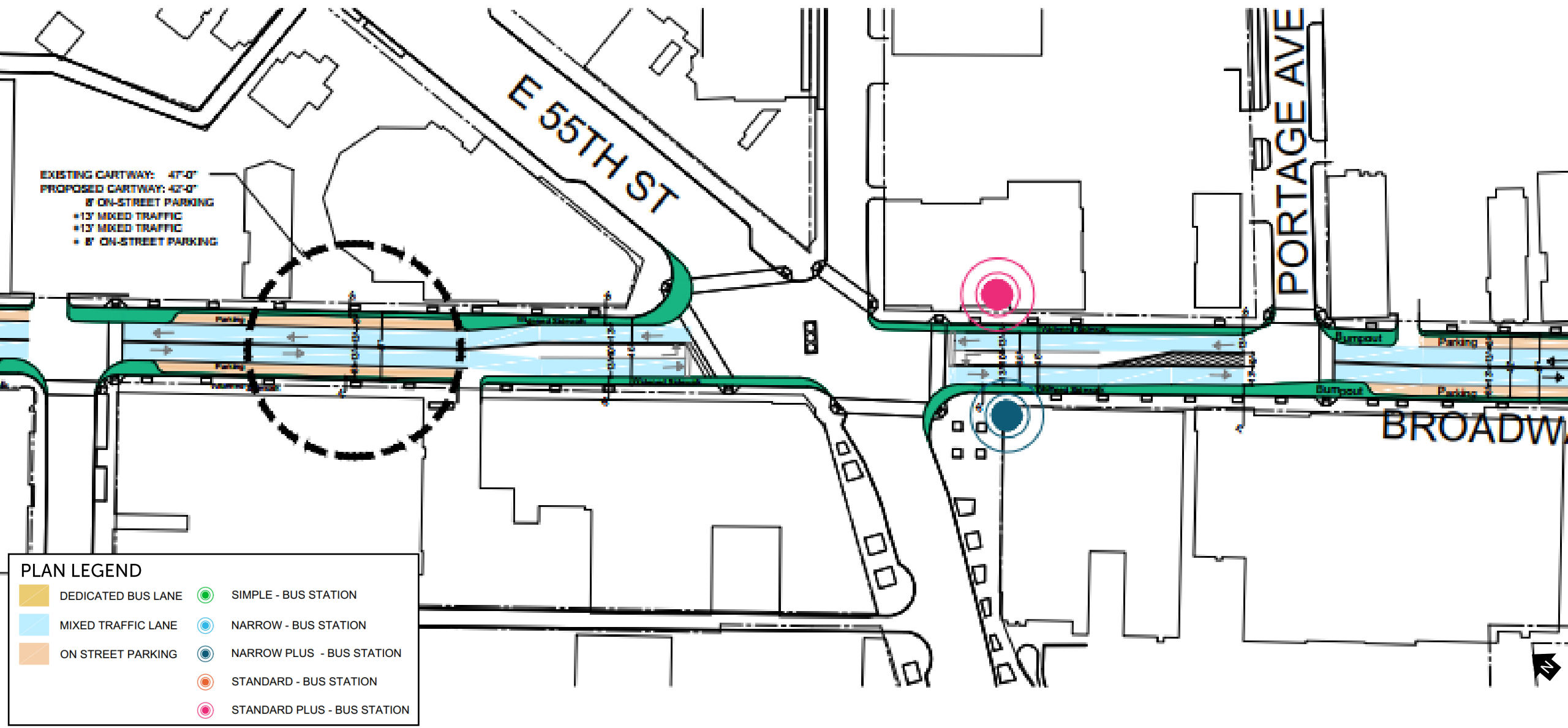
ENHANCED BUS STOPS

CALMS TRAFFIC

Broadway Roadway | Preferred Alternative: Finn to Miles



East 55th Intersection | Preferred Alternative



Station Locations & Consolidations



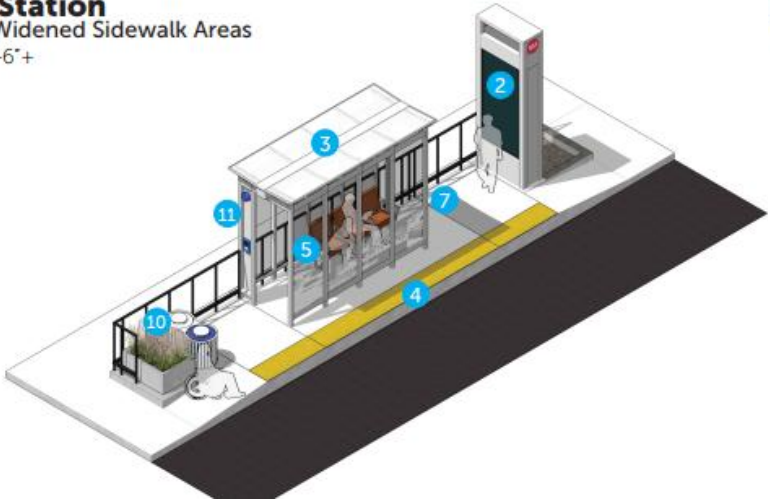
	SIMPLE - BUS STATION
	NARROW - BUS STATION
	NARROW PLUS - BUS STATION
	STANDARD - BUS STATION
	STANDARD PLUS - BUS STATION

	<u>Existing Condition:</u>	<u>Proposed:</u>	<u>The Result:</u>
NORTH BOUND	<ul style="list-style-type: none"> • 25 stop pairs • 747 ft. average distance between stops 	<ul style="list-style-type: none"> • 17 station pairs • 1,069 ft. average distance between stops 	<ul style="list-style-type: none"> • 32% fewer stops • 43.0% increase in distance between stops
SOUTH BOUND	<ul style="list-style-type: none"> • 26 stop pairs • 718 ft. average distance between stops 	<ul style="list-style-type: none"> • 17 station pairs • 1,074 ft. average distance between stops 	<ul style="list-style-type: none"> • 35% fewer stops • 49.6% increase in distance between stops

Bus Station Type Concepts

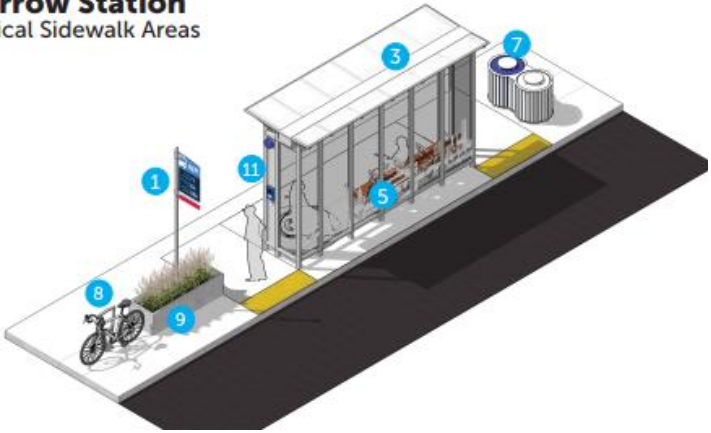
Standard Station

Bumpouts & Widened Sidewalk Areas
 • Sidewalks 12'-6"+



Narrow Station

Typical Sidewalk Areas



Simple Station

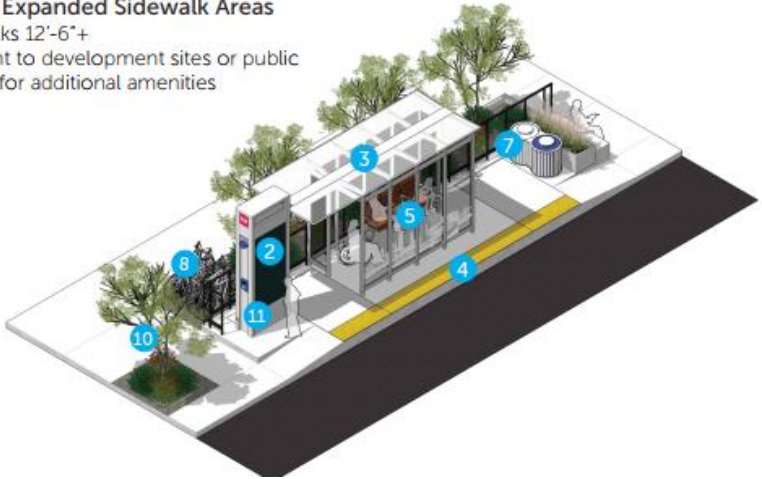
Typical Sidewalk Areas



Standard Plus Station

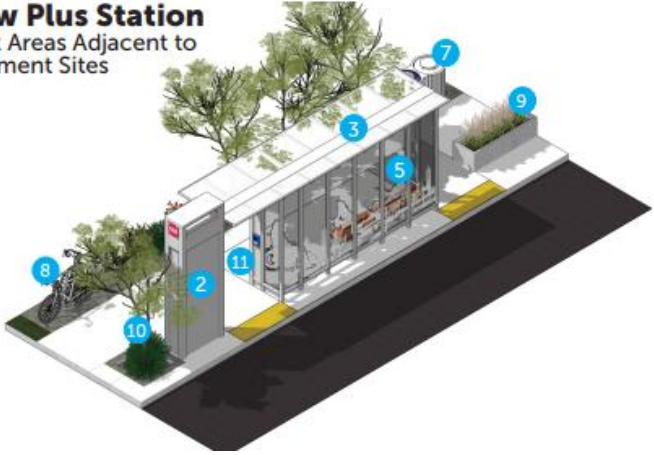
Plazas & Expanded Sidewalk Areas

- Sidewalks 12'-6"+
- Adjacent to development sites or public spaces for additional amenities



Narrow Plus Station

Sidewalk Areas Adjacent to Development Sites



KEY COMPONENTS

- 1 Route Sign
- 2 Real-Time Information Kiosk
- 3 Weather-Protected Shelter
- 4 Raised Curb & Boarding
- 5 Bench
- 6 Leaning Rail
- 7 Trash/Recycling Receptacle
- 8 Bike Rack
- 9 Planter
- 10 Shade/Ornamental Trees
- 11 Police Call Box

Moving Forward | Strategies & Actions

- Identify local funding and advance towards FTA Small Starts pipeline. **Leverage funding opportunities** such as TIF (Tax Increment Financing) districts
- Consider **branding of the Broadway corridor service** to build momentum around implementation
- **Identify small-scale initiatives** that could be implemented immediately
 - e.g. flex delineators at key intersections to show corner bump outs, strategically infill 2-3 parking spaces to expand transit waiting environments at key locations, etc.
- Prioritize demonstration/**early implementation projects** in locations with higher volumes of ridership and where investments are highly visible
- Consider **public-private partnerships** for station area improvements
- **Emphasize the Morgana Run Trail's presence** in Slavic Village with an enhanced connection and trailhead treatment (with ability to shape/influence future development) at the Union intersection

Market Analysis

Retail Market Impressions | Opportunity Categories for Retail Growth

Dining

- Coffee shop, ice cream shop, juice bar
- Limited full-service restaurants

Clothing and Apparel

- Family clothing store
- Women's clothing store
- Shoe store

Miscellaneous Retail

- Sporting goods store
- Pet supply store
- Hobby/toy and game store

Home Furnishing and Improvement

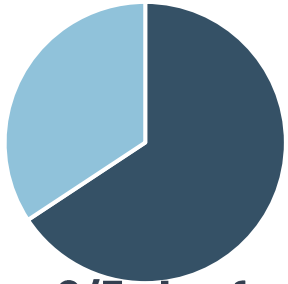
- Home furnishing store
- Flooring store
- Nursery and garden center

Appropriate uses for the Broadway Commercial Corridor.

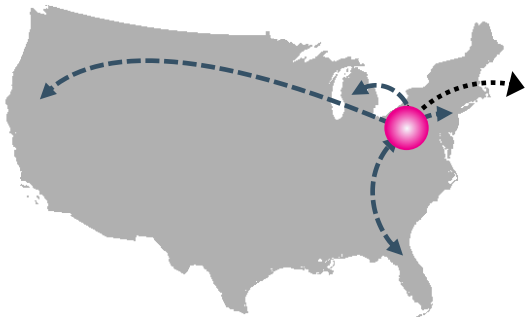
Housing Market Summary | By the Numbers

\$75,000

Median Sales Price



2/3rds of sales are Investors



46% of Investors are from OUTSIDE of Ohio

Notable Home Sales & Rents



Trailside Slavic Village
Median Price: \$175,999
(\$101.38/SF)
5 sales



Single-Family Homes in Millcreek
Median Price: \$223,550
(\$108.94/SF)
46 sales



North Broadway
Rent per SF: \$0.78-\$1.29
High Rent: \$2,100 (5 BR 2,500 SF)
Low Rent: \$700 (1 BR 900 SF)



South Broadway/Slavic Village
Rent per SF: \$0.67-\$1.75
High Rent: \$2,000 (5 BR 1,400 SF)
Low Rent: \$500 (Studio 500 SF)



Union-Miles Park
Rent per SF: \$0.78-\$1.54
High Rent: \$2,000 (5 BR 2,000 SF)
Low Rent: \$500 (Studio 600 SF)

Income-Restricted Units

- 17 income-restricted communities totaling 794 units
- 14 LIHTC properties and 257 HUD Multi-Family units
- Largest affordable community: Elmerge Apartments (138 units)
- Newest community: The Rising at 5115 Broadway (88 units)



Broadway Corridor: Market Reality & Strategic Implications

Market Reality

- Home values below replacement cost
- Investor-dominated ownership
- No true market-rate multifamily
- Rents too low to support large new projects

Current Opportunities

- Incremental, infill-scale housing
- Income-restricted or supported rental
- Neighborhood-serving retail
- Reuse of existing storefronts

Phased Growth Framework

1. Establish Credibility

Objective: Demonstrate momentum

- Concentrate investment at the East 55th & Broadway node to maximize impact. Treat the intersection as the **primary proof-of-concept area**
- Implement **streetscape, lighting, and safety improvements** early
- **Activate ground-floor spaces** through temporary and neighborhood-serving uses to increase foot traffic
- Provide **tenant stabilization and support**, prioritizing neighborhood-serving retail and services rather than aspirational uses that exceed current demand

2. Build Market Signals & Functional Density

Objective: Convert activity into demand

- **Reduce or restructure financial incentive**, focusing on affordability, public benefits, or placemaking rather than feasibility
- **Expand development outward** from the core intersection in a logical, walkable pattern
- Shift public investment from gap funding for catalytic developments to **maintenance, operations, and quality control**

3. Reach the Tipping Point

Objective: Enable market-led development

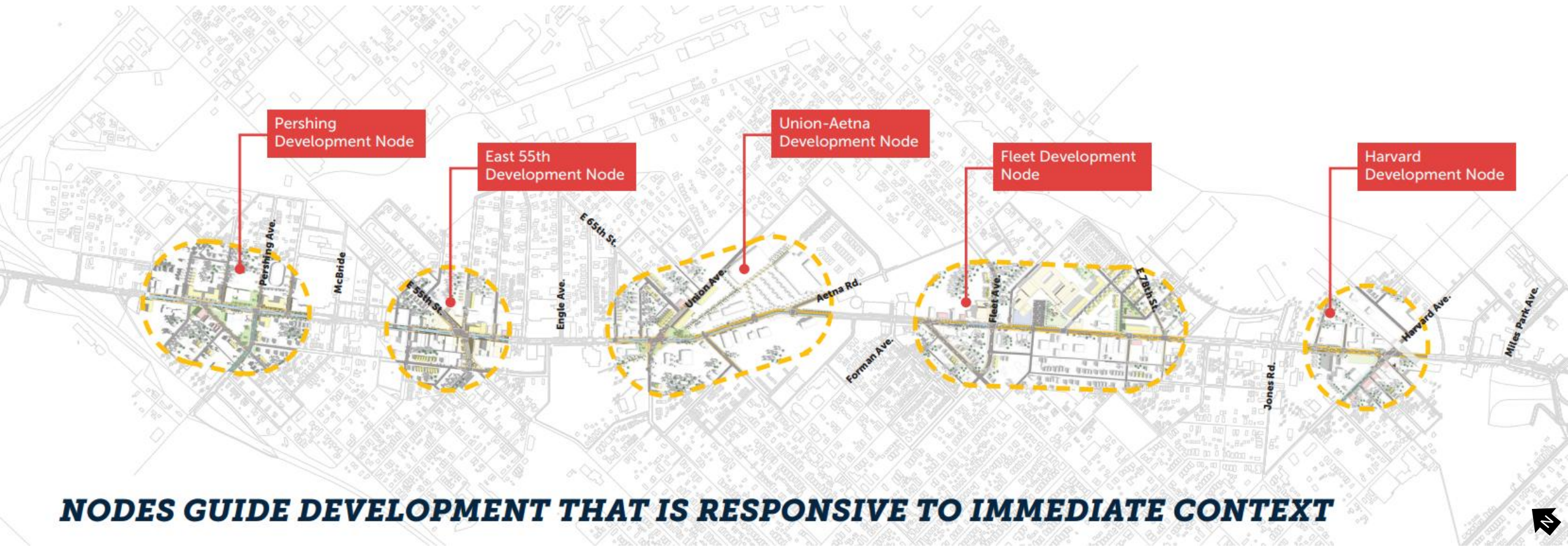
- Introduce **incremental infill and adaptive reuse** tied to absorption
- Add **mixed-use density** to extend activity beyond daytime hours
- Consider establishing a **Business Improvement District** once a critical mass of businesses is achieved, providing a self-funded mechanism for maintenance, safety, and marketing

Moving Forward | Strategies & Actions

- **Focus on filling market supply gaps:**
 - Dining establishments
 - Clothing and apparel stores
 - Smaller-scale home furnishing and improvement stores
 - Miscellaneous retail goods (sporting goods, pet supplies, crafts, toys, and games)
- **Target existing vacant commercial spaces** along the corridor to house a significant portion of new retail opportunities, **as well as undeveloped sites** where new infill development could be built
- Support **homeownership programs for local buyers** to attract them to Slavic Village. Market the area as a place where people can affordably **put down roots and build equity**
- **Address current housing market gaps with attached units** until the market can support unsubsidized market-rate construction
- Support **adaptive reuse of historic buildings** to provide additional rental options
- Support **renovation programs** to improve current rental options that consist mainly of individual units in detached homes, duplexes, triplexes, and small apartment buildings

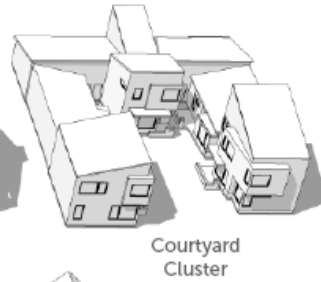
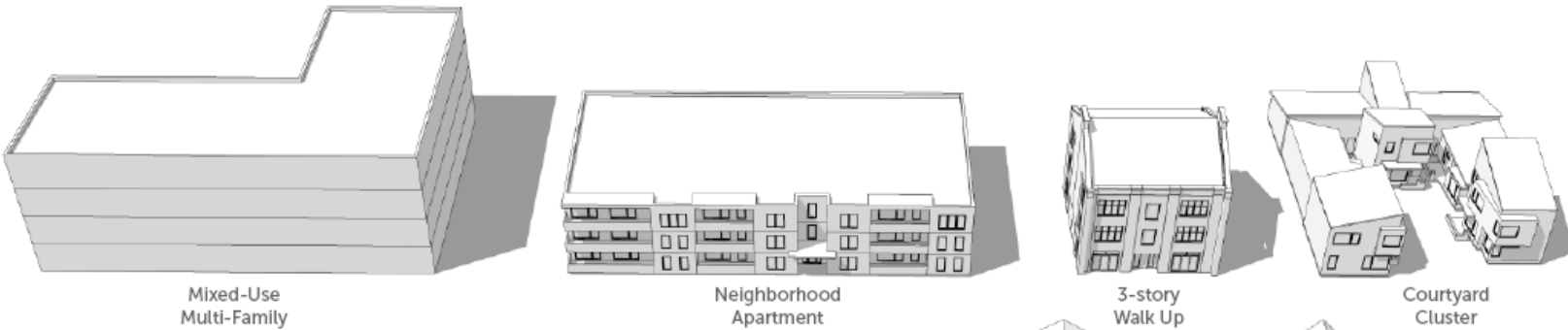
Land Use & Development Plan

Development Nodes

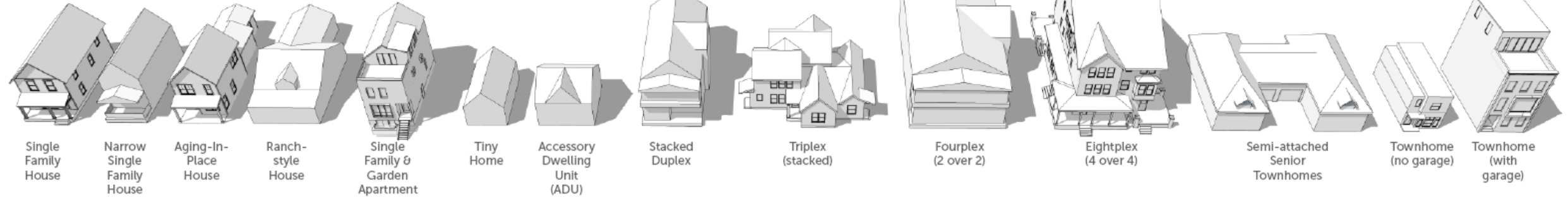


NODES GUIDE DEVELOPMENT THAT IS RESPONSIVE TO IMMEDIATE CONTEXT

Start with Housing | Typology Matrix



MULTI-FAMILY HOUSING TYPES



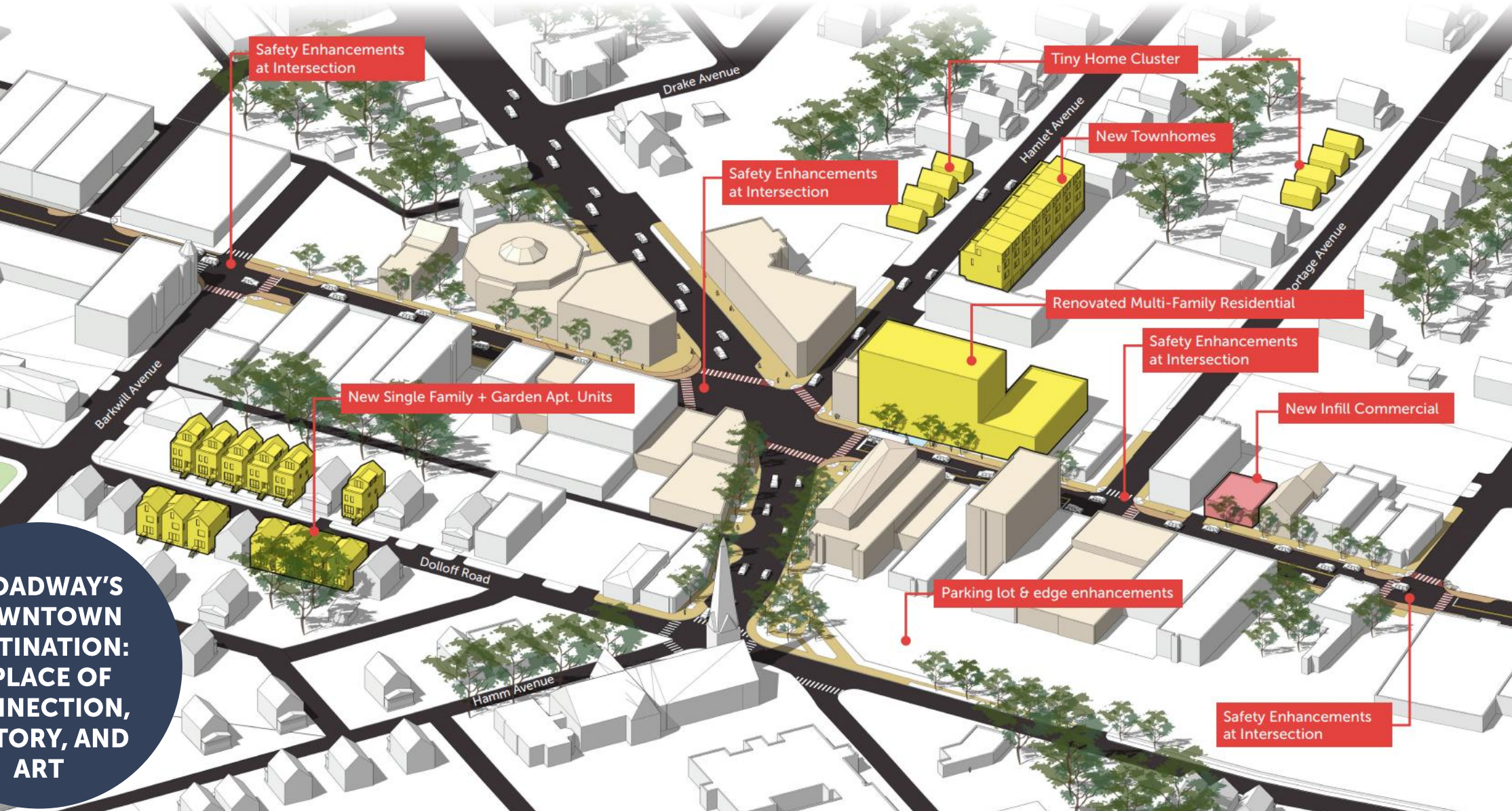
DETACHED HOUSING TYPES

ATTACHED HOUSING TYPES

East 55th Development Node

Development Statistics

New Residential – 142 units
New Commercial – 2,300 sf



**BROADWAY'S
DOWNTOWN
DESTINATION:
A PLACE OF
CONNECTION,
HISTORY, AND
ART**

Moving Forward | Strategies & Actions

- Lead with renovation and adaptive reuse to **revitalize historic assets** and build from existing neighborhood character
- **Focus non-transportation investment on one node** at a time to support visible transformation and to change perceptions
- **Encourage new housing options** that support seniors, families and young professionals
- Further coordinate with City of Cleveland Planning Commission on:
 - **Form-Based Code** considerations in Slavic Village
 - **Housing typologies** to ensure integration into future code considerations
 - Develop coordinated setback/build-to lines that support high-quality future transit waiting environments
- Continue to **remove blight** and demolish distressed properties
- Conduct a series of **placemaking initiatives** to communicate desired neighborhood branding and improve perceptions

Summary | Recommendations and Next Steps

- **Presentation to City Planning Commission**

- including local Design Review Advisory Committee and Landmarks Commission

- **Transportation**

- Assemble materials to compete for Small Starts projects (FTA) and solicit partner letters of support for application
- Continue development of BRT design and detailed engineering with community input
- Work with City of Cleveland and NOACA to study and implement pedestrian experience and multi-modal safety improvements (lighting, crosswalks, sidewalks, etc.)
- Research and test improvements to transit efficiency and intersection design

- **Development**

- Assemble infill development sites with city partners to increase developer interest
- Work with City of Cleveland as part of the City’s recreation plan to reposition Stella Walsh Recreation Center as a catalytic site
- Stabilize historic buildings and pursue missing commercial uses to address market gaps and maintain availability for adaptive reuse





**BUS RAPID TRANSIT
CAN BE A CATALYST FOR FOCUSED
TRANSIT-ORIENTED DEVELOPMENT ALONG THE
BROADWAY CORRIDOR THAT SUPPORTS INCREASED RIDERSHIP,
IMPROVED ACCESS, AND A SUSTAINABLE FUTURE FOR SLAVIC VILLAGE**