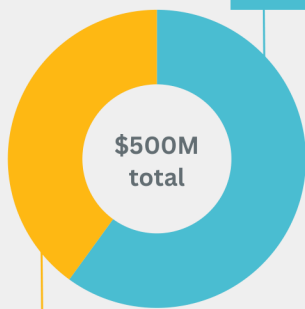




CLEVELAND'S VISION FOR THE NORTH COAST

Connecting people to our region's greatest asset and economic opportunity.

CONNECTOR
MASTER PLAN

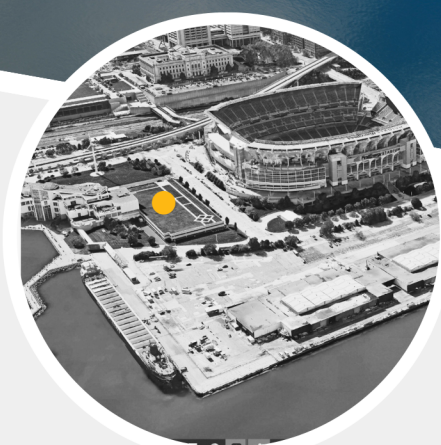


ESTIMATED CAPITAL COSTS



ESTIMATED ECONOMIC IMPACT*

*BASED ON CUY-NORTH COAST CONNECTOR
ALTERNATIVE EVALUATIONS REPORT



EXISTING LAKEFRONT IS 22+
ACRES OF SURFACE PARKING

GOALS FOR A NEW NORTH COAST

- ▶ Create **safe**, multi-modal access by removing barriers
- ▶ Leverage special assessments and generate local and state **tax revenues**
- ▶ Unlock economic development opportunities that **attract and retain talent**, and create new businesses
- ▶ Ensure plans are implementable and **economically viable**
- ▶ Restore the lake ecology to be **resilient** for generations to come
- ▶ Build a **welcoming waterfront destination** for everyone - tourists and residents, alike
- ▶ Activate our greatest asset with amenities grounded in **community feedback** from 5000+ survey respondents
- ▶ **Establish a world-class lakefront that is a source of pride for Ohioans**

North Coast Waterfront Development Corporation // Scott Skinner, executive director



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Cleveland's

North Coast





The North Coast utilizes public infrastructure and amenities to catalyze private development on Cleveland's downtown lakefront.



NORTH COAST WATERFRONT DEVELOPMENT CORPORATION

In Fall 2023, a new non-profit authority was purpose-built to ensure longevity of lakefront redevelopment and to bring a laser focus to developing this transformational infrastructure. The Board of Directors includes representatives from City of Cleveland, Cleveland Clinic, Great Lakes Science Center and Haslam Sports Group.

Developing Cleveland's lakefront and connecting all Ohioans to the Cleveland's biggest asset can be the most catalytic project in our region. A world class lakefront can benefit all Ohioans while also attracting new business and tourism. This is one of the most important initiatives for the next generation of Clevelanders.

- David Gilbert,

CEO of Greater Cleveland Sports Commission; President & CEO of Destination Cleveland; Inaugural Board Chair of the NCWDC

WELCOME TO THE NORTH COAST

In Northeast Ohio, Lake Erie is our differentiator.

Embracing this lakefront identity and leveraging it through a transformative vision for broad redevelopment not only **bolsters our region's economic assets** but enhances our ability to **grow Northeast Ohio's population and jobs** by attracting and retaining the next generation of talent, entrepreneurs and businesses. Cleveland's investment in the North Coast Connector is a strategic move towards **enhancing the city's waterfront appeal and economic vitality**.

The enabling infrastructure of Cleveland's vision is the North Coast Connector, which builds critical, safe, multi-modal access between downtown Cleveland and Lake Erie. A pedestrian-focused land bridge will seamlessly guide visitors from the core of Downtown Cleveland - *by way of the convention center and a new, combined, regional train and bus hub* - to our city's feature lakefront attractions. With global tourism increasing on the Great Lakes, this is Cleveland's opportunity to leverage the success of institutions such as the *Rock and Roll Hall of Fame* and develop our lakefront with recreational amenities and real estate assets including a boutique hotel, restaurant, retail and housing. **The lakefront is more than any individual investment, and the Connector allows us to leverage Cleveland's greatest asset, Lake Erie, for the benefit of all residents and visitors.**

The land bridge will allow people of all ages and ability to safely traverse the vehicle, freight and rail traffic below. The North Coast Connector additionally recommends alternatives to the current, limited-access highway, which currently separates the urban core from the lakefront.

A boon for the state and region's economy and quality of life, constructing the land bridge is key to redeveloping 22+ acres of underutilized surface parking, that is anticipated to:

- Connect existing and future lakefront amenities to the central business district;
- Generate new commercial, residential, office and recreational assets;
- Create 6,190 new FTEs & 12,063 construction jobs;
- Provide new economic opportunities for Ohioans.

PROJECT TIMELINE

← Continuous Community Engagement →

2023	2024	2025	2026
✓ Extensive public engagement ✓ Developed Master Plan ✓ Completed Connector Feasibility Study ✓ Rock Hall Expansion begins ✓ Launched lakefront development authority	✓ Hire NCWDC executive director • Adopt Master Plan • Identify recommended alternative for Connector • Begin schematic design and engineering for Connector • Submit funding requests, apply for Federal grants and loans	• Finalize Connector Engineering, enter into Design/Build contract • Further Master Plan design • NCWDC identifies private development opportunities, zoning and land use changes	• Begin construction of the land bridge, boulevard and other elements of the Master Plan

What is a New Community Authority?

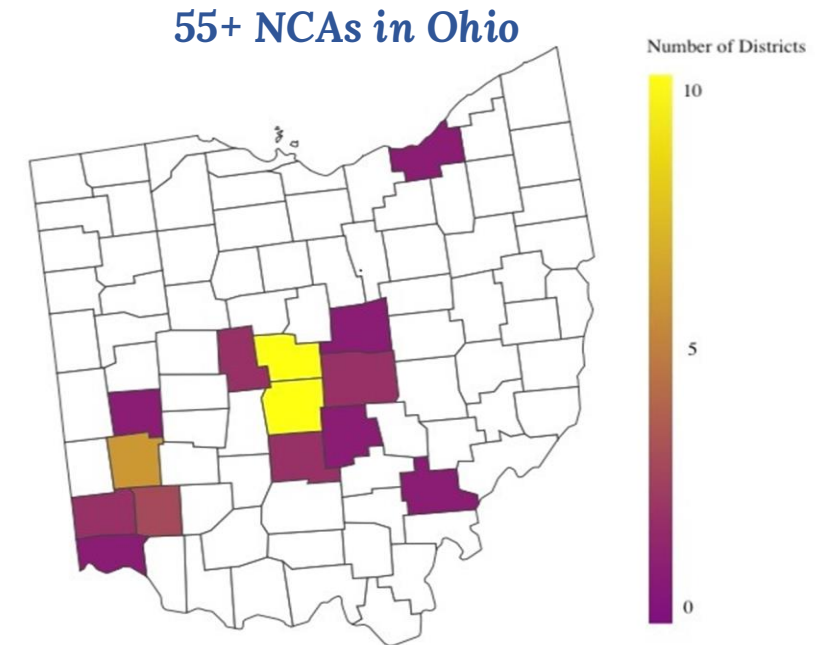
A New Community Authority (NCA) is an economic development tool permitted by State law that supports development in a specific area by collecting charges from property owners or lessees within the area. **Property owners/lessees must opt-in to charges**

Charges can include:

Parking fees, food and beverage fees, hotel/motel fees, charges based on income tax or property value, etc.

An NCA:

- Is geographically defined through a petition process
- Assesses charges only if property owners/users opt-in
- Uses funds collected from charges within the NCA area to support the development of the District



Why create a New Community Authority?

A New Community Authority (NCA) allows property owners/lessees to buy-in to the redevelopment and improvement of the area around them. An NCA does not impact City Council's authority.

An NCA:

- Assesses specific charges within a set area with the consent of the property owner/lessee on items such as parking, food and beverage, admission or ticket sales, and hotel/motel tax.
- Uses charges to support public infrastructure shared by property owners/lessees and to establish programs and services within the NCA District
- Can obtain bond financing based on the charges
- Is separate from and can be along side with a TIF, SID, DORA, and other economic development tools



New Community Authority Board

Board is a quasi-governmental entity

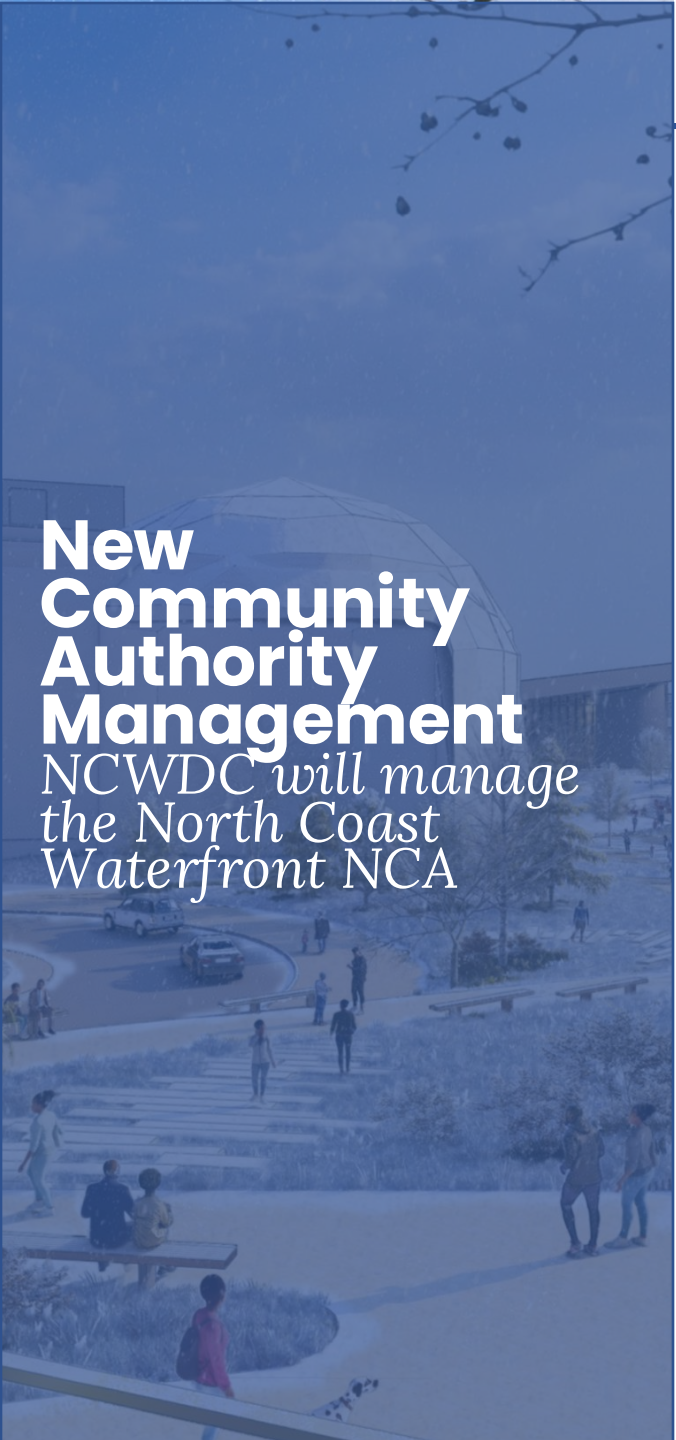
New Community Authority Public Oversight

A New Community Authority is a quasi-governmental entity

- Subject to Ohio's Open Meetings and Public Records laws
- NCA Board is appointed by City Council and "Developer"
- All charges and fees must be disclosed to the public
- May be dissolved by Board action with concurring approval by City Council

North Coast Waterfront New Community Authority





**New
Community
Authority
Management**
*NCWDC will manage
the North Coast
Waterfront NCA*

North Coast Waterfront NCA and NCWDC

North Coast Waterfront Development Corporation (NCWDC)

- Non-profit with mission to implement the Lakefront vision
- Board of NCWDC appointed by City of Cleveland
- NCWDC will take over submerged land leases from the City, making it entity with control over the NCA property

North Coast Waterfront New Community Authority (North Coast Waterfront NCA) is a quasi-governmental entity that can levy charges, take out debt, and spend charges to benefit the NCA District

Both NCWDC and North Coast Waterfront NCA have boards with overlapping interests but will not be the same board members. NCWDC will manage the North Coast Waterfront NCA.

Proposed Site Plan



FISHING POINT

PICNIC PIER

ANCHOR TENANT

SUNSET DECK

FLEX SEATING & GAMES

UTILITY CORE

WATERS EDGE TRAIL

COMMONS STAGE

BLEACHER STEPS

EVENT & PARKING FLEX ZONE

COMMUNITY BLACKTOP

STADIUM SEATS & NATIVE BEDS

SMALL WHEELS PARK

PARKING



Waterfront Promenade

OPPORTUNITIES & INSPIRATION

- ▶ Ongoing programming partnership with the Harbor Hustlers, Bike Cleveland, Black Girls Run
- ▶ Reinforces existing site usage for people walking dogs and using for recreation, while also providing moments for rest and relaxation.
- ▶ Future potential for sculptural or fitness installations along waters edge
- ▶ Opportunity for interpretative signage on the history and ecology of the area

CHALLENGES & QUESTIONS

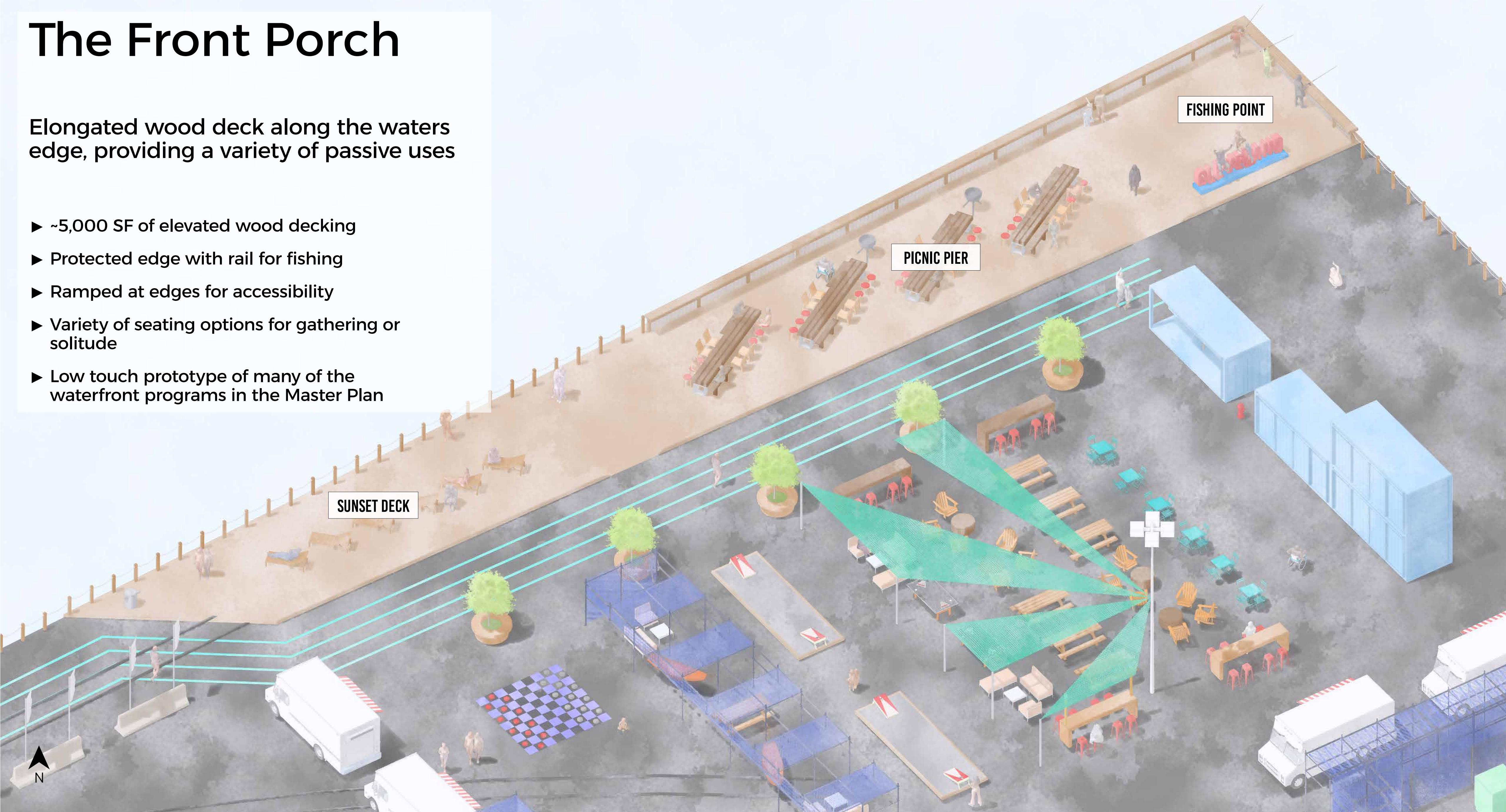
- ▶ Accessibility challenges with existing rail road tracks and poor pavement conditions
- ▶ Docking locations and requirements for private vehicles, charters and cruise ships need to be explored
- ▶ Large distance to maintain effectively



The Front Porch

Elongated wood deck along the waters edge, providing a variety of passive uses

- ▶ ~5,000 SF of elevated wood decking
- ▶ Protected edge with rail for fishing
- ▶ Ramped at edges for accessibility
- ▶ Variety of seating options for gathering or solitude
- ▶ Low touch prototype of many of the waterfront programs in the Master Plan



Sunset Deck

Calm area for relaxation, enjoying the views of Lake Erie and the sunset beyond the break

OPPORTUNITIES & INSPIRATION

- Places to relax, watch the sunset and enjoy the solitude were key responses from the community outreach.
- Flexible seating allows for alternate uses.

CHALLENGES & QUESTIONS

- Shade and wind protection may be needed during the summer months.
- Lounge chairs may need to be locked outside typical operating hours.



FOOD & BEVERAGE HUB

Project anchor, creating a unique waterfront space of gathering over food and beverages

- ▶ Built-out, insulated bar container for anchor tenant with storage, power, and refrigeration capabilities.
- ▶ Flexible seating and games
- ▶ Trees in planters provide a moment of greenery along the path.
- ▶ Space for rotating food trucks and covered areas for vendors
- ▶ Shaded seating areas for private parties or unique seating opportunities like hammocks
- ▶ Flexible opportunity zone for weekly farmers markets, retail and craft popups, and/or arts installations
- ▶ Use of existing light pole for added lights or shade connection



Recreation Areas

Variety of areas available for sport courts, independent events, recurring programming and free play

- ▶ 20,000 SF of newly paved and leveled blacktop
- ▶ Enclosed by a variety of stacked shipping containers and scaffolding shade areas, providing opportunities for storage, pop-ups and partner activations.
- ▶ Iconic lighthouse tower creates a wayfinding beacon



COMMONS STAGE

BLEACHER STEPS

RETAIL OR PARTNER CONTAINERS
(OPEN TO THE MATHER)

STORAGE & EQUIPMENT
CHECKOUT

COMMUNITY BLACKTOP

NORTH
COAST
YARD

LIGHTHOUSE TOWER

SHADED SEATING

Community Blacktop

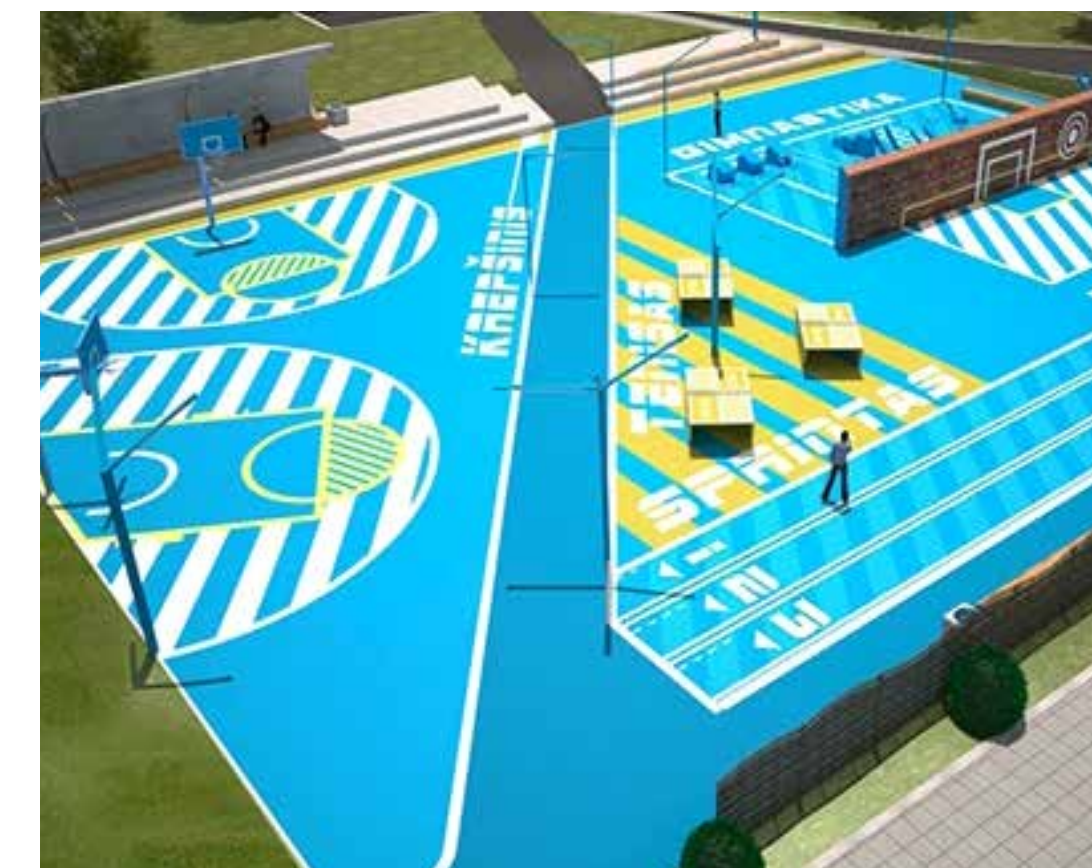
Open area of fresh, colorful asphalt for independent play, programmed events and sport leagues.

OPPORTUNITIES & INSPIRATION

- ▶ Tests opportunities for sport courts represented in the Master Plan vision, responding to community desire for more active recreation activities.
- ▶ Opportunity to reach and provide positive, healthy environments for youth through open recreation, organized league participation and roller skating.
- ▶ Flexible space opens up opportunities for other event partnerships and organic regular use outside of programming.
- ▶ Unique view from the on-top of the Mather.
- ▶ Opportunity zone for winter programming with an ice rink and protected warming areas.

CHALLENGES & QUESTIONS

- ▶ Initial cost high
- ▶ Confirm adequate space for desired tournament style events





Recreation Areas

Transforming the existing clean asphalt area and grade change into an ad-hoc zone for all types of wheels, big and small.

- ▶ Uses existing area of quality asphalt and grade change to create stadium seating bowl.
- ▶ Flexible fabricated skate park elements
- ▶ Stadium seating manages current grade change while providing a space for DIY installations
- ▶ Hearty native beds planted from seed

PHOTOS AND DIAGRAMS | North Coast Connector | City of Cleveland

Current state:



Three sequential diagrams showing the project scope:

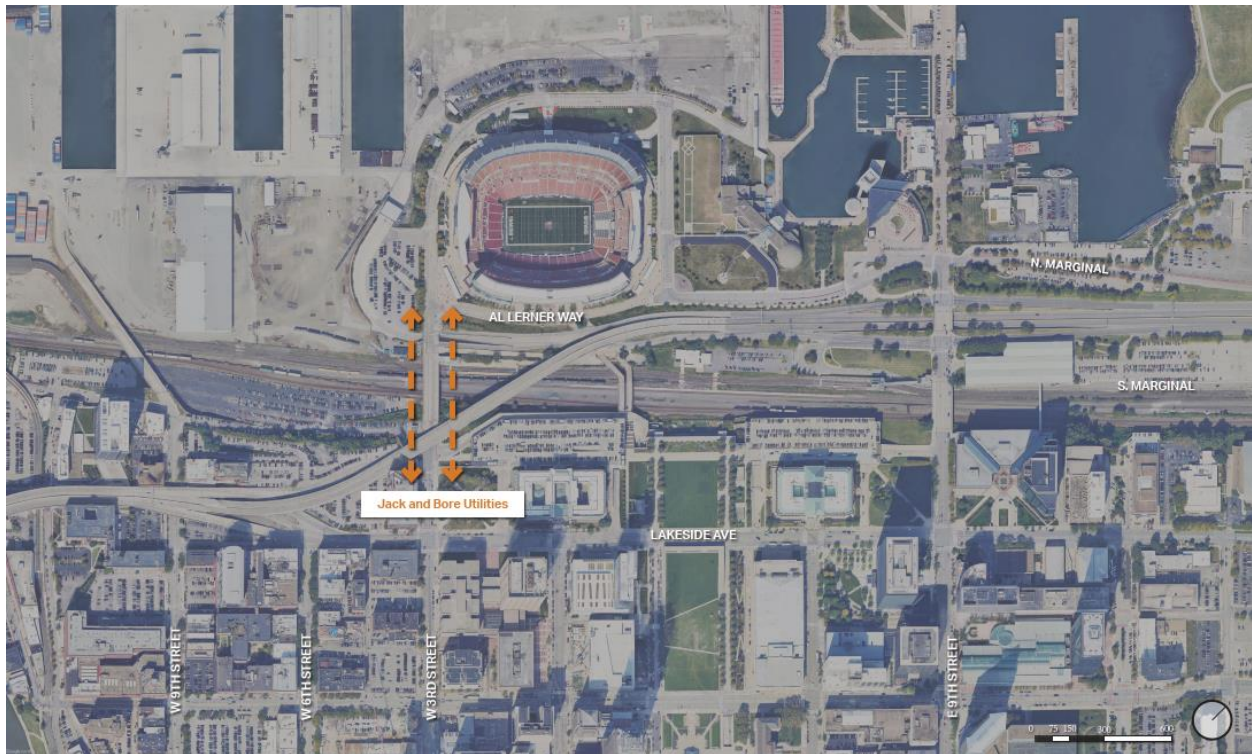


Figure 1 - Enabling Utility Work

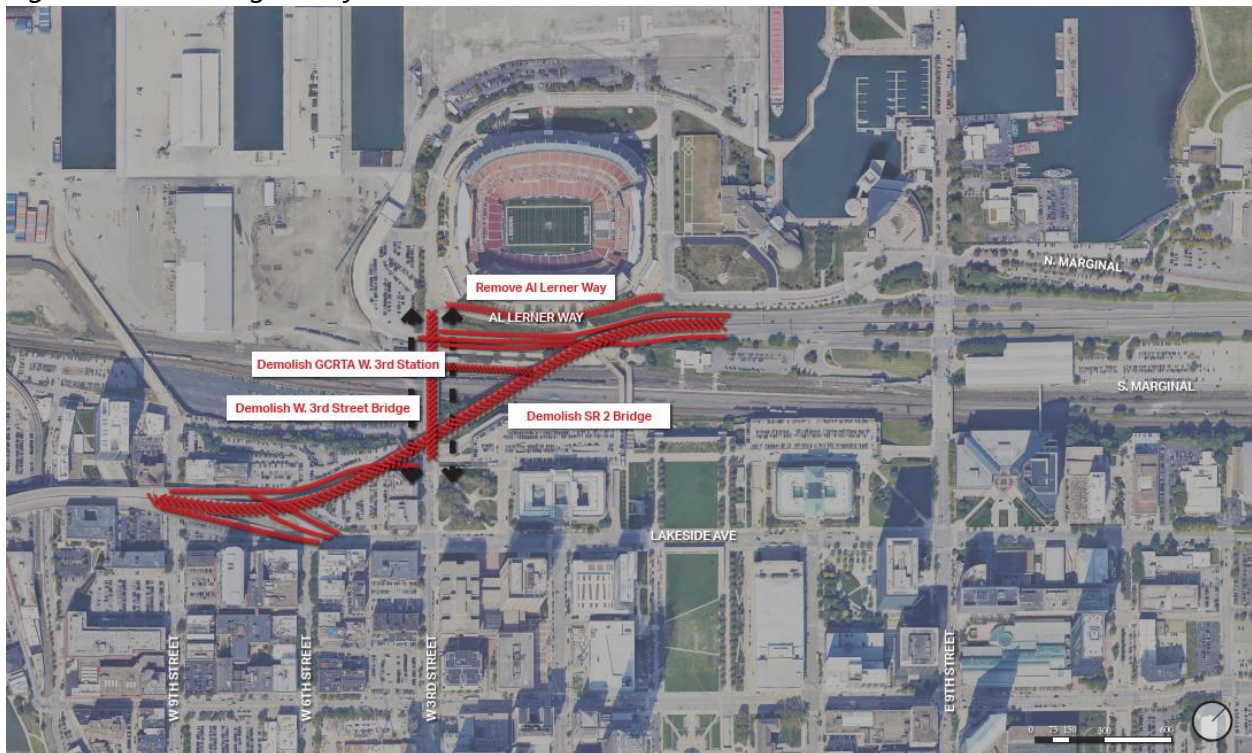


Figure 2- Demolition and Removals

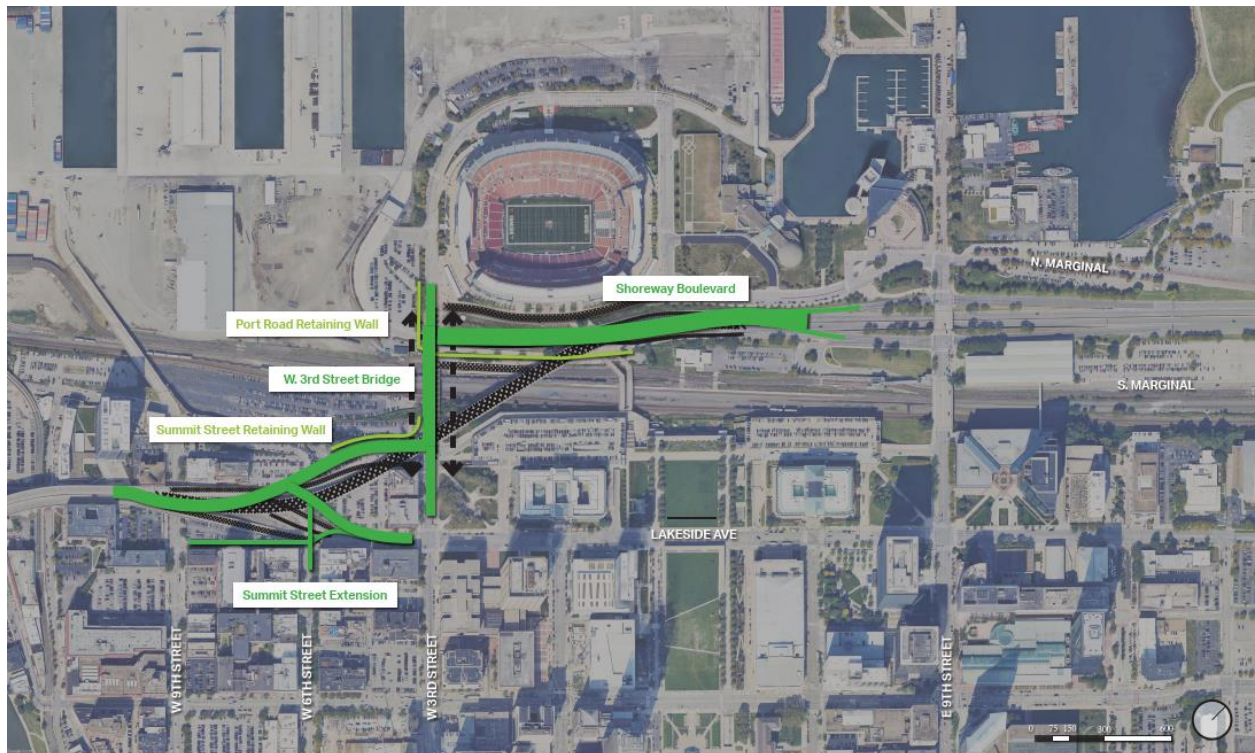


Figure 3- New Boulevard and Intersection Improvements

Cleveland North Coast Connector Land Bridge + Downtown Boulevard

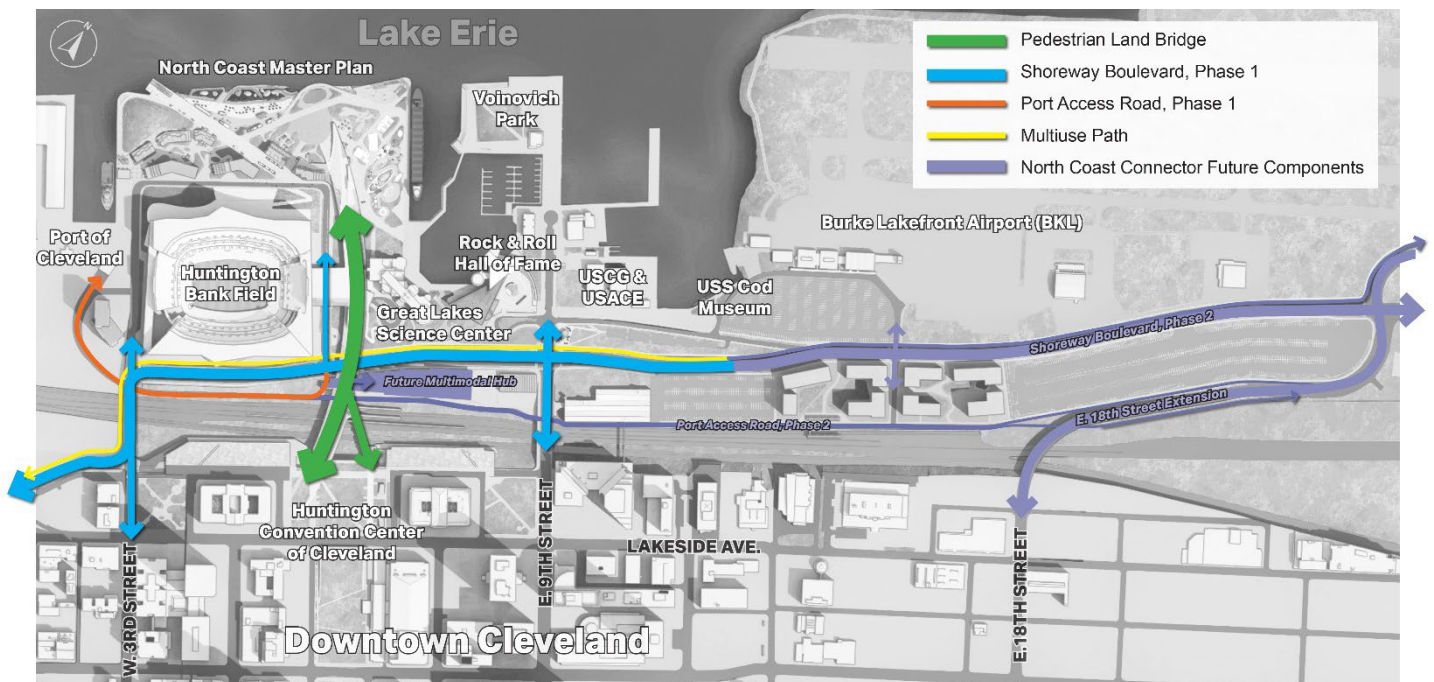
“Cleveland is a lakefront city, and for too long, we have turned our back on the region’s greatest asset. The waterfront can become a source of healing for Cleveland’s communities with the guiding principles of racial equity, economic opportunity, and climate resiliency.”

*Mayor Justin Bibb, City of Cleveland,
announcing the RFP for the City's new North Coast Masterplan, September 2022*

A: Project Overview

The City of Cleveland is seeking capital grant funding for the North Coast Connector Land Bridge & Downtown Boulevard Project (hereafter “the Project”), a transformational investment that mitigates a century’s worth of transportation and land use decisions that have separated the Greater Cleveland community from its greatest natural asset: Lake Erie. The Project will correct the harm caused by these barriers through the substantial reconfiguration of a substandard freeway and the construction of a park-like pedestrian land bridge that will provide safe and welcoming access to the waterfront and catalyze opportunities for new public amenities and economic development. .

The Project is the foundation of the City’s broader multiphase \$447 million Cleveland North Coast Connector (NCC) program, which is designed to create new lakefront public space that reflects the diversity of Cleveland’s community and provides waterfront access and economic opportunity for all. The NCC has been developed through a multi-year community-driven visioning process and informed by a significant body of plans and technical studies. Community feedback on the NCC has been overwhelmingly positive, with a recent survey of nearby residents showing an 88% approval rating with negative feedback related primarily to a desire for continued high-speed highway access. Moreover, the Project has been recognized as a priority transportation investment by local, regional, and statewide agencies, including the Northeast Ohio Areawide Coordinating Agency (the regional MPO) and the Ohio DOT.



Cleveland North Coast Connector Land Bridge + Downtown Boulevard

Around 3 million people visit the North Coast Harbor area annually, including the world-renowned Rock and Roll Hall of Fame, the Great Lakes Science Center, Huntington Bank Field (home of the Cleveland Browns), Voinovich Park, North Coast Harbor Marina, and the Goodtime III cruise ship. Those figures are expected to increase as the downtown residential population continues to grow and planned lakefront investments are implemented.

These future investments are highlighted by the North Coast Master Plan – an interrelated, community-driven public realm planning study that envisions the repurposing and activation of nearly 20 acres of vacant, former industrial lakefront land north of Huntington Bank Field. This planning effort – which has been conducted in tandem with the broader North Coast Connector program – is advancing the creation of new, dynamic public spaces that will open up almost 2,000 linear feet of previously inaccessible shoreline and allow the community to enjoy its waterfront like never before.



Figure A-5 – A conceptual rendering of the North Coast Connector Land Bridge

Proposed Improvements

The Project is designed to redress the decades of transportation decisions that have yielded a dysfunctional corridor in the heart of Greater Cleveland that performs poorly across all modes of travel and separates the adjacent neighborhoods – many of which are historically disadvantaged – from one of the region’s greatest quality-of-life amenities.

Land Bridge: The signature piece of the Project will be the construction of a 120-foot-wide park-like pedestrian land bridge that will serve as an extension of the historic downtown greenspace known as the Cleveland Mall to the lakefront. The land bridge will provide a seamless and comfortable crossing beginning from the edge of a 60-foot bluff, over a high-trafficked rail corridor, and landing next to the Great Lakes Science Center at the base of the North Coast Harbor. This new connection will increase direct lakefront access to over 30,000 residents living within two miles of the Project—most of whom live in a Justice40 census tract and do not have reliable access to a personal vehicle. This iconic structure will ultimately connect directly with a new multimodal station – planned as part of a later phase of the North Coast Connector initiative – that will combine both intercity and regional rail and bus service under one roof.

Cleveland North Coast Connector Land Bridge + Downtown Boulevard

Downtown Boulevard: The Project includes the substantial reconfiguration of a key segment of the Cleveland Memorial Shoreway (OH-2) from a substandard limited access highway into a pedestrian-friendly boulevard. This wholesale transformation will result in the removal of more than a mile of freeway – including 12 ramps and a half mile long bridge structure. An additional 0.4 miles of redundant local roadway – accounting for about 14,000 square feet of impervious surface – will be removed and made available for public benefit and aid in reducing stormwater runoff into Lake Erie among other environmental benefits. In its place will be constructed a tree-lined, 35-mph boulevard with five new at-grade, signalized intersections with 16 marked and signaled crosswalks, roughly two miles of ADA-compliant sidewalks, and a mile-long multiuse trail segment that will connect with other regional trail networks. Additional enhancements will be made along key intersecting arterials – including E. 9th Street and W. 3rd Street – that will involve the expansion of and improvements to pedestrian infrastructure that will further connect the Project to the broader community while further supporting non-vehicular travel to the lake.

Port Access Road: The Project will also construct an initial phase of a dedicated, grade-separated truck route serving the Port of Cleveland General Cargo Terminal that will reduce queuing, reduce pedestrian conflicts, and improve last-mile reliability and predictability.



Figure A-6 – The North Coast Connector Land Bridge + Downtown Boulevard will remove barriers and create new connections to the downtown lakefront