

Cleveland North Coast Master Plan Update

60% Draft

October 20th, 2023



The vision

“ 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 M. Bibb

Where is the downtown Lakefront?



North Coast

The process

Two initiatives – one vision

HOW WE'LL GET THERE

The North Coast Connector

- Mayor's Office of Capital Projects
- Osborn Engineering
 - + sub-consultants

WHAT WE'LL DO THERE

The North Coast Master Plan

- City Planning Commission
- James Corner Field Operations
 - Robert P. Madison International
 - HR&A - MKA - Dharam

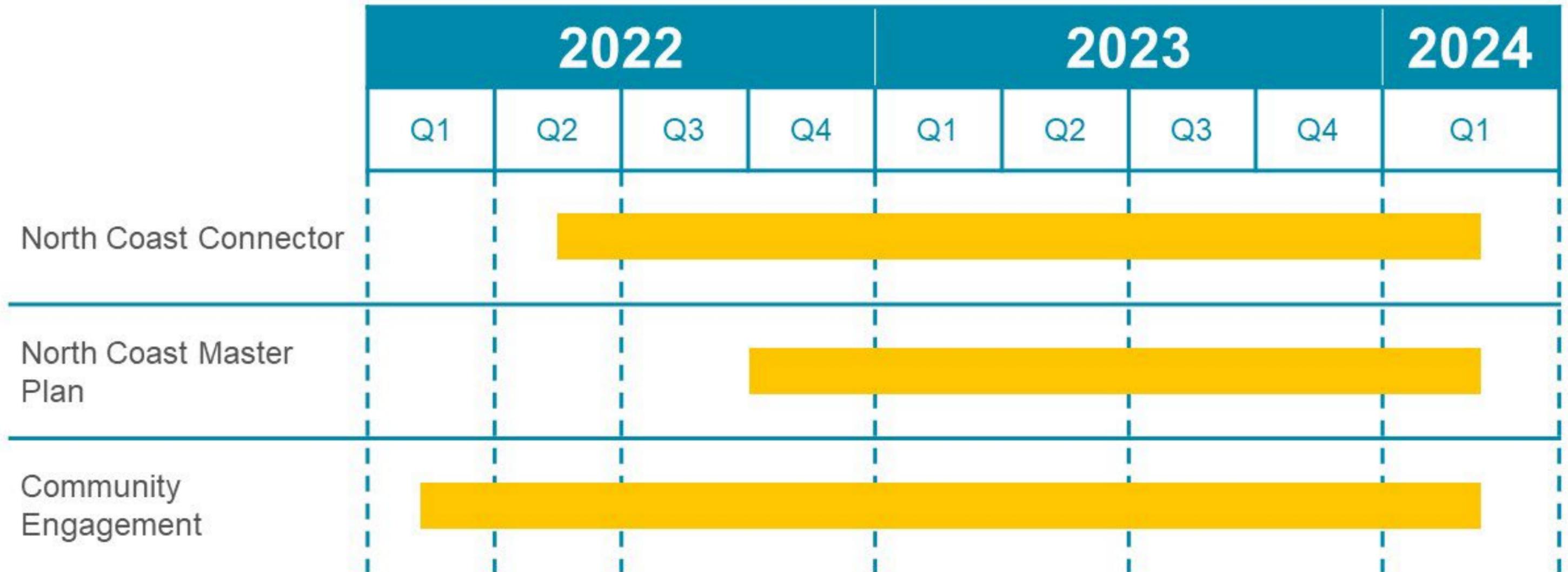
Engagement Consultants

- MurphyEpson
 - Compass Consulting Services
- ThirdSpace Action Lab
- Full Frame Initiative

Partner

- Greater Cleveland Partnership

Project schedules



What We've Heard



Community Engagement



296

Spring 2023 **Community Visioning Workshop** attendees

122

Focus Group participants led by Compass Consulting



116

July 2023 **'Community Conversation with Mayor Bibb'** attendees at GLSC

1700+

Comment Cards submitted at 100+ community event; 175+ students & salon participants

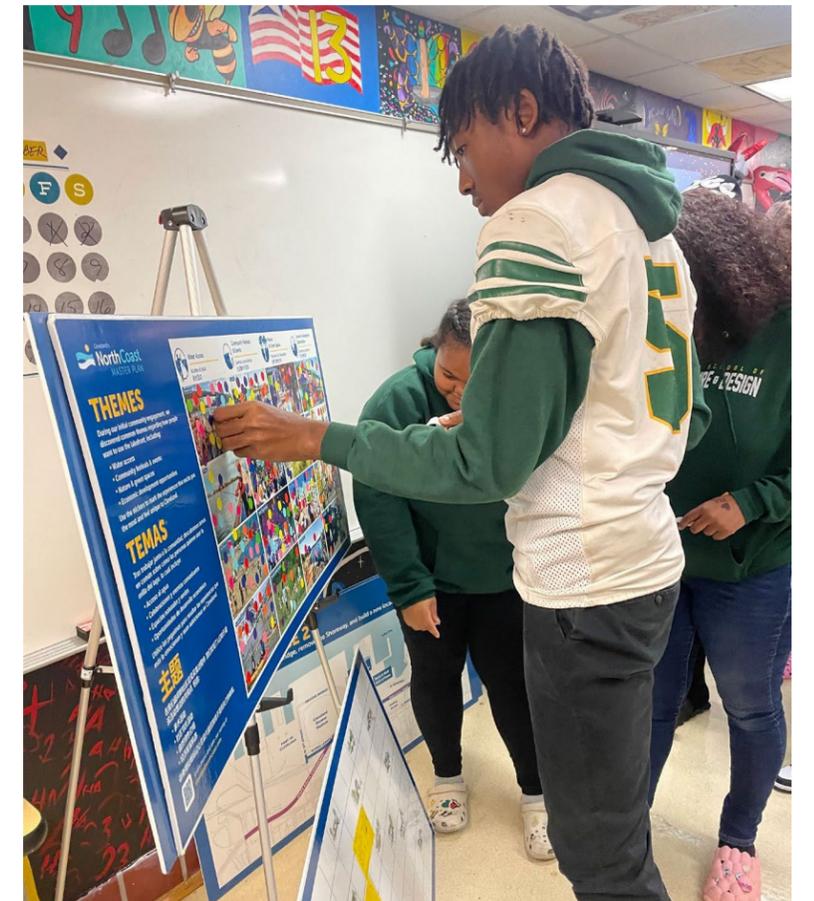
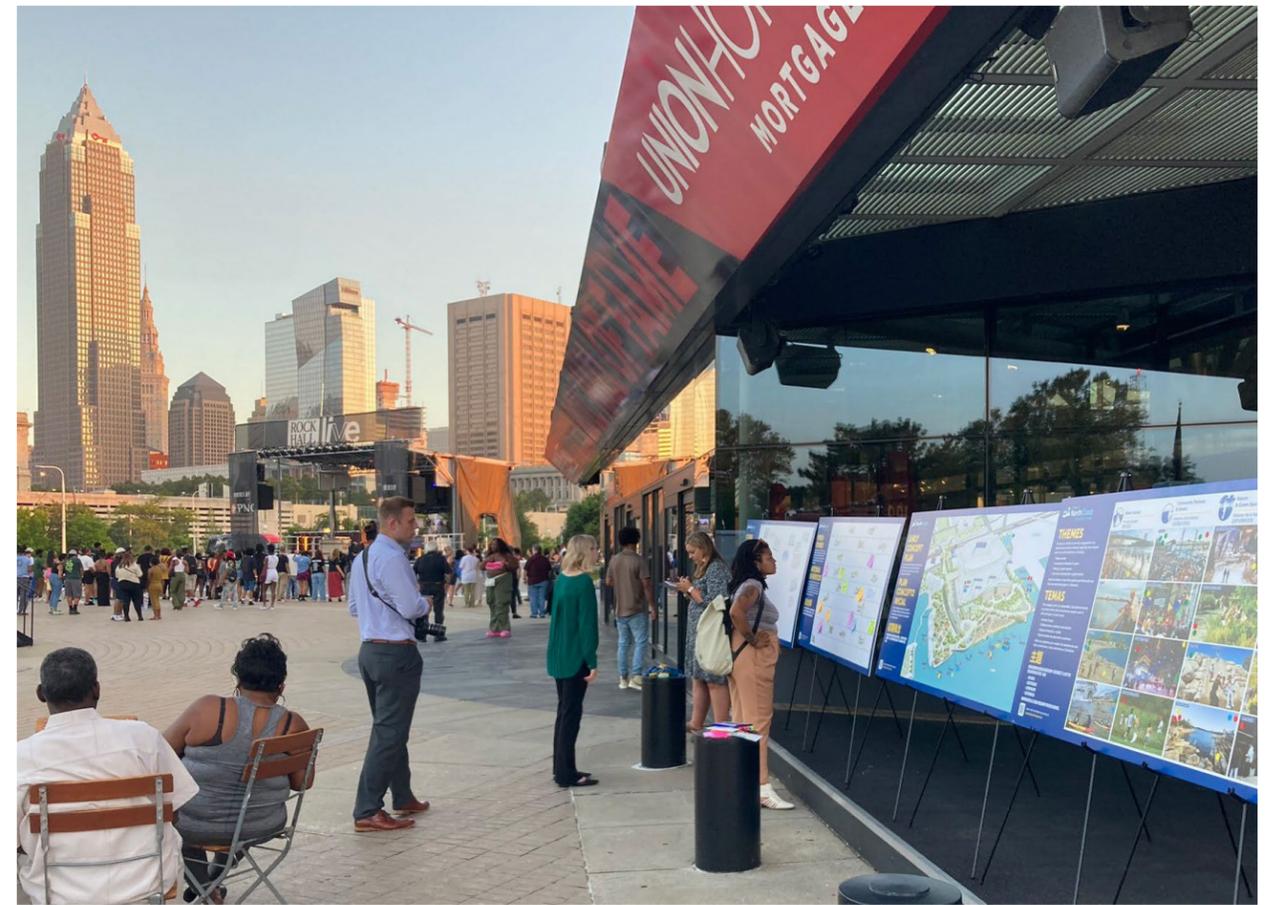


4000+

Survey responses since May 2023

100+

Third Space **'Intergenerational Lunch + Salon** participants and CMSD student participants in **Discussion Groups**



Uses, Water Access, & Lakefront Character

We asked Clevelanders to select what lakefront uses that excited them the most and felt the most uniquely Cleveland. We also asked how they imagined the lakefront on a spectrum of Urban to Natural as well as the degree of water access they would like to see.

Top experiences that excite you the most and feel unique to Cleveland?

60%
Lakeside Dining

58%
Festivals

50%
Arts & Cultural Events

48%
Sandy Beach

USES
What would bring you to the downtown lakefront, and why?

USOS
¿Qué te traería a la orilla del lago del centro y por qué?

使用
什么最能吸引你来到市中心湖滨地区, 为什么?

Register and learn more at clevelandnorthcoast.com

URBAN OR NATURAL? | ¿URBANO O NATURAL? | 城市还是自然?

MORE URBAN | MÁS URBANO | 更城市 | **更自然 | MÁS NATURAL | MORE NATURAL**

WATER ACCESS | ACCESO AL AGUA | 与水互动

ON SHORE | EN TIERRA FIRME | 在岸上 | **在水中 | EN EL AGUA | IN WATER**

Register and learn more at clevelandnorthcoast.com

Primary Programs



Water Access

Acceso al agua
亲水活动



Community Festivals & Events

Eventos comunitarios
社区集会与活动



Nature & Green Spaces

Distrutar de la Naturaleza
自然与绿色空间



Economic Development Opportunities

Desarrollo economico
经济发展机遇



Salon Series

These **are not** focus groups!

These are **conversational gatherings** meant to unpack key themes + guiding principles that animate the North Coast Lakefront Master Plan.

1

THE WHOLE HISTORY

2

THE FRONT PORCH

3

LAKEFRONT FOR
EVERYONE



The Whole History

This salon invited community members to uncover the cultural history of the lakefront, exploring our relationship to the waterfront before Moses Cleveland to today and beyond.

Key Insights

1

The lakefront existed as a sacred lifeforce, connection to nature, and a center for cultural gathering and sharing for Indigenous tribes before Moses Cleaveland.

2

BIPOC have historically been excluded from the lakefront through redlining, social exclusion, policing, and structural racism.

3

Efforts to reimagine the lakefront into a space of healing must acknowledge and remedy past harms by elevating + integrating BIPOC voices + needs.



The Front Porch

This salon invited designers, artists and culture-makers to explore the lakefront's identity and sense of community, and to reimagine the lakefront as a "Uniquely Cleveland" experience + destination.

Key Insights

1

The Front Porch signifies a multi-use space that allows for refuge and respite on the Lakefront by incorporating both public and private spaces.

2

Should reflect Cleveland's identity and showcase the uniqueness of broader Cleveland through architecture, art, design and programming.

3

There's a need to interrogate what ownership of the front porch will look like. Are these porches rentable or free to use? How do we make sure they remain accessible to all?



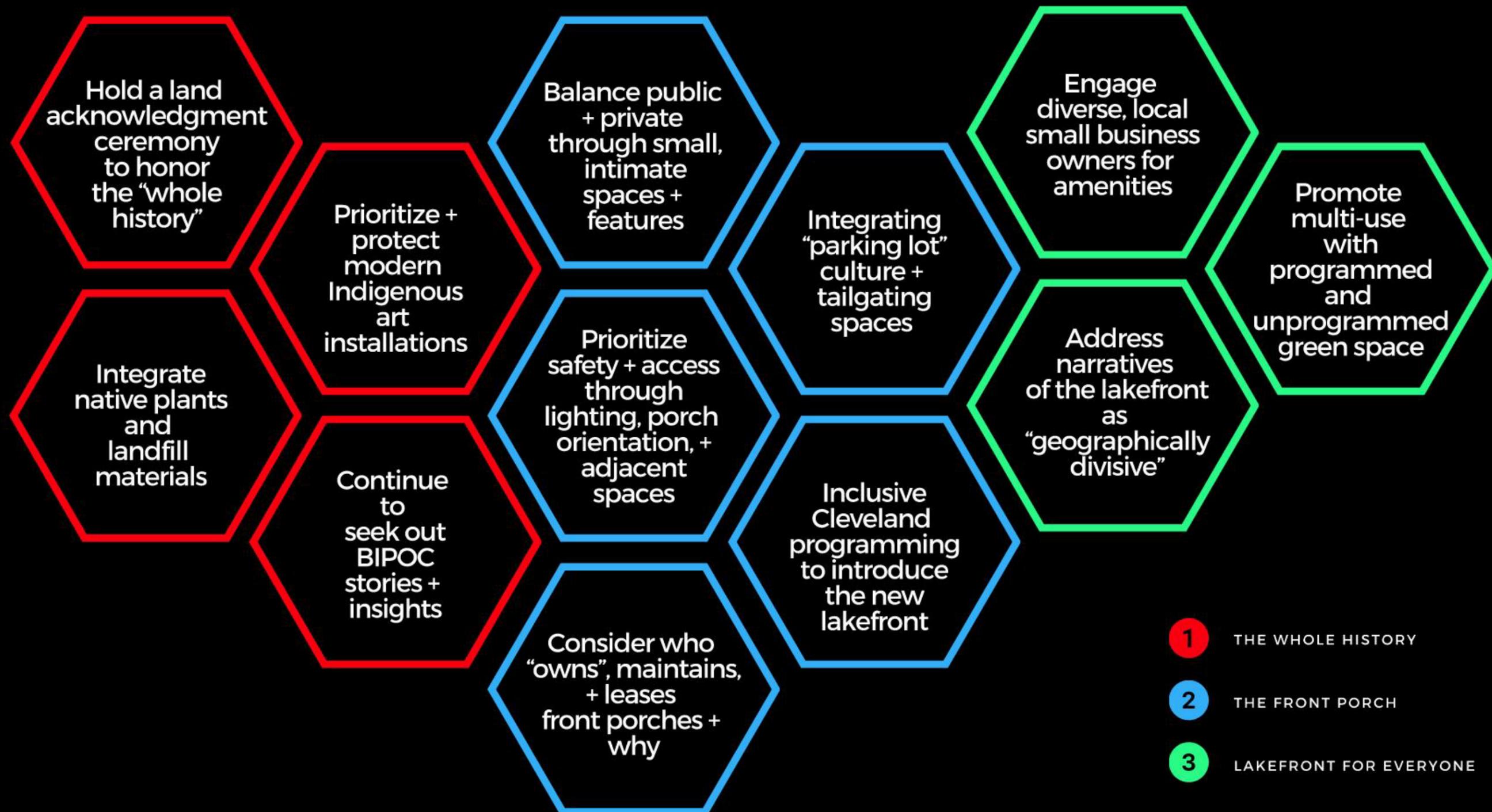
The Lakefront for Everyone

This salon invited community organizers to discuss the issues of access, privilege, and wealth in relation to our lakefront to center equity and accessibility in efforts to develop our waterfront.

Key Insights

- 1** Access to the water is a privilege that not ALL Clevelanders have. This has real ramifications on sense of belonging, health and well-being, and community.
- 2** Our new lakefront has to prioritize diverse, small, and local business that represent our communities to promote inclusivity and wealth-building.
- 3** Our narrative will shape perceptions and access to the future lakefront. Unveiling events must reach people of all ages, abilities, races, gendered identities, and backgrounds to be successful.

Major Implications



Design Principles

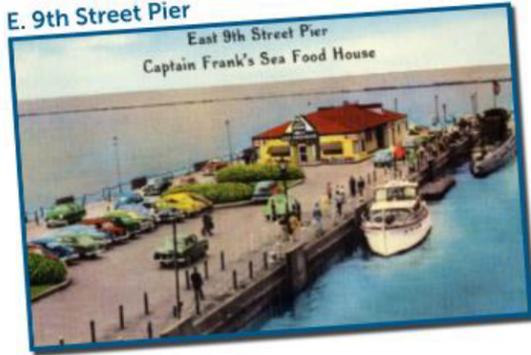


Vary the Shoreline



Whole History

E. 9th Street Pier



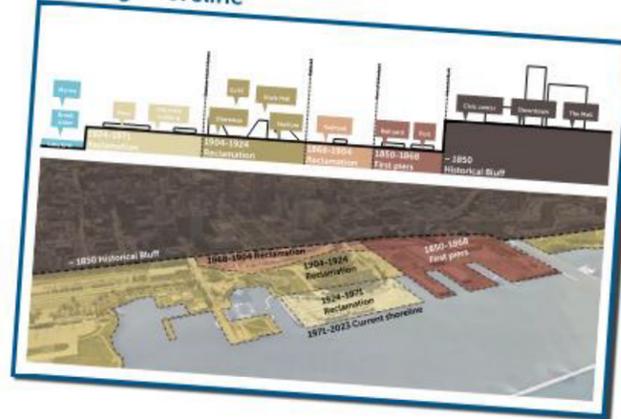
- Ice cream stand behind Captain Frank's
- Watching Airplanes take off from E. 9th St Pier
- Catching a train to Chi- or Washington at the Amtrak Station
- Seeing a Indians open with 80,000 fans

Celebrate my B'day at the Cpat. 1967- till it closed.

I love going to the lake to watch the sunsets.

I biked down to this area to hang out after I got my first Covid shot at the Wulstein Center.

Evolving Shoreline



Underground Railroad



I remember learning about Joseph "Black Joe" Hodges accompanying Moses Cleaveland to the area that would become Cleveland... can we tell this story?

Black Joe was Cleavlands Guide from Buffalo - He help to bavigaate and guide Mose to Cleveland and Addendum.

Indigenous Trails



Back in Covid, I used to visit + hangout at the lakefront park - it was so peaceful!

My dad would "take us to the lake" every warm Friday. We would mostly sit inn silence and enjoy our surrounding. I would give anything to have a Friday night like that again!

I have always enjoyed riding the Good Time Cruises and spending time in that area. I've also enjoyed touring walks down and near the piers on my lunch breaks.

Fresh Water Ecology



Fishing as a child.

The City on the Lake



The Lake means home to me. I am at thee lake several times a week with my dog. It is where I go to feel connected with something greater.

Moonlight Cruises



One of my favorite memories is on the Good Time - Friends who are now married met there!

Working Waterfront

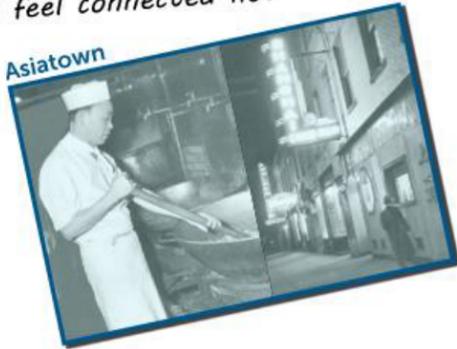


When I moved to Cleveland in 2011, I was immediately drawn to the pace of the lake - to recruit and just watch the beautiful nature. But I learned that the water can be unhealthy depending on the day and year. We must protect the lady Lake Erie!

I have always enjoyed riding the Good Time Cruises and spending time in that area. I've also enjoyed touring walks down and near the piers on my lunch breaks.

The working, industrial waterfront was always a place of wonder and entertainment. It can dovetail well with re-imagining places.

Asiatown

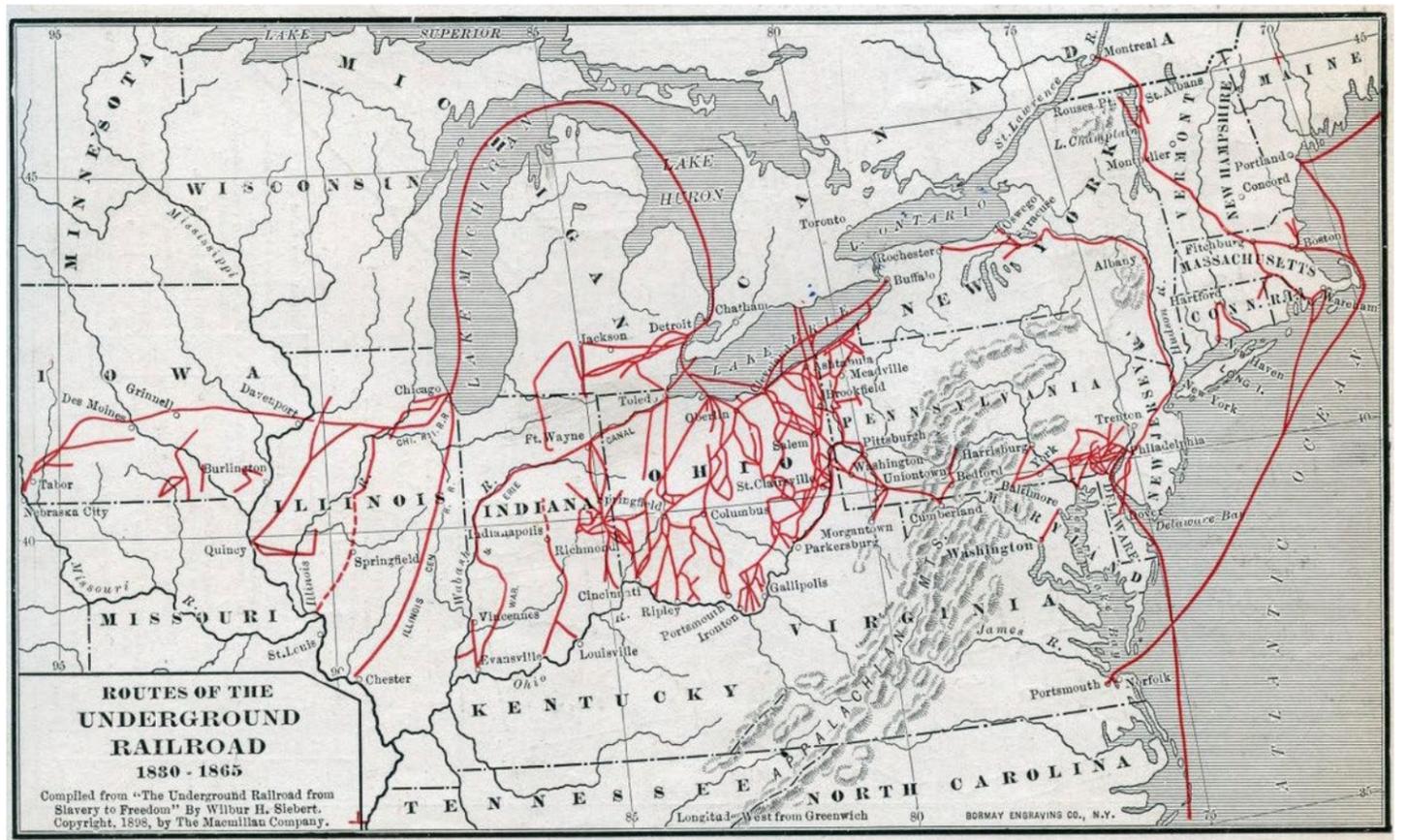
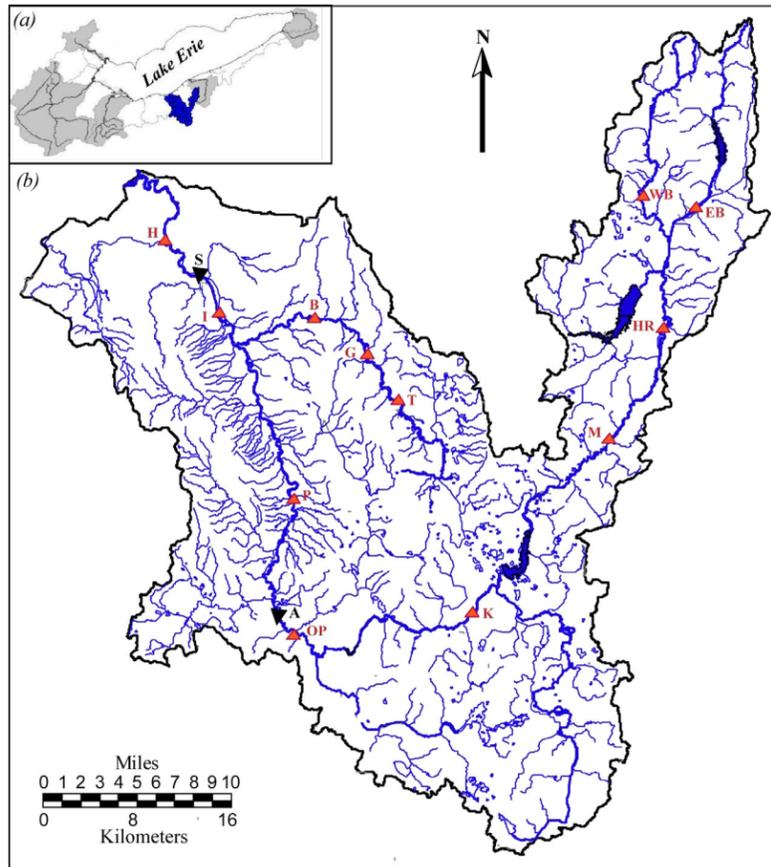
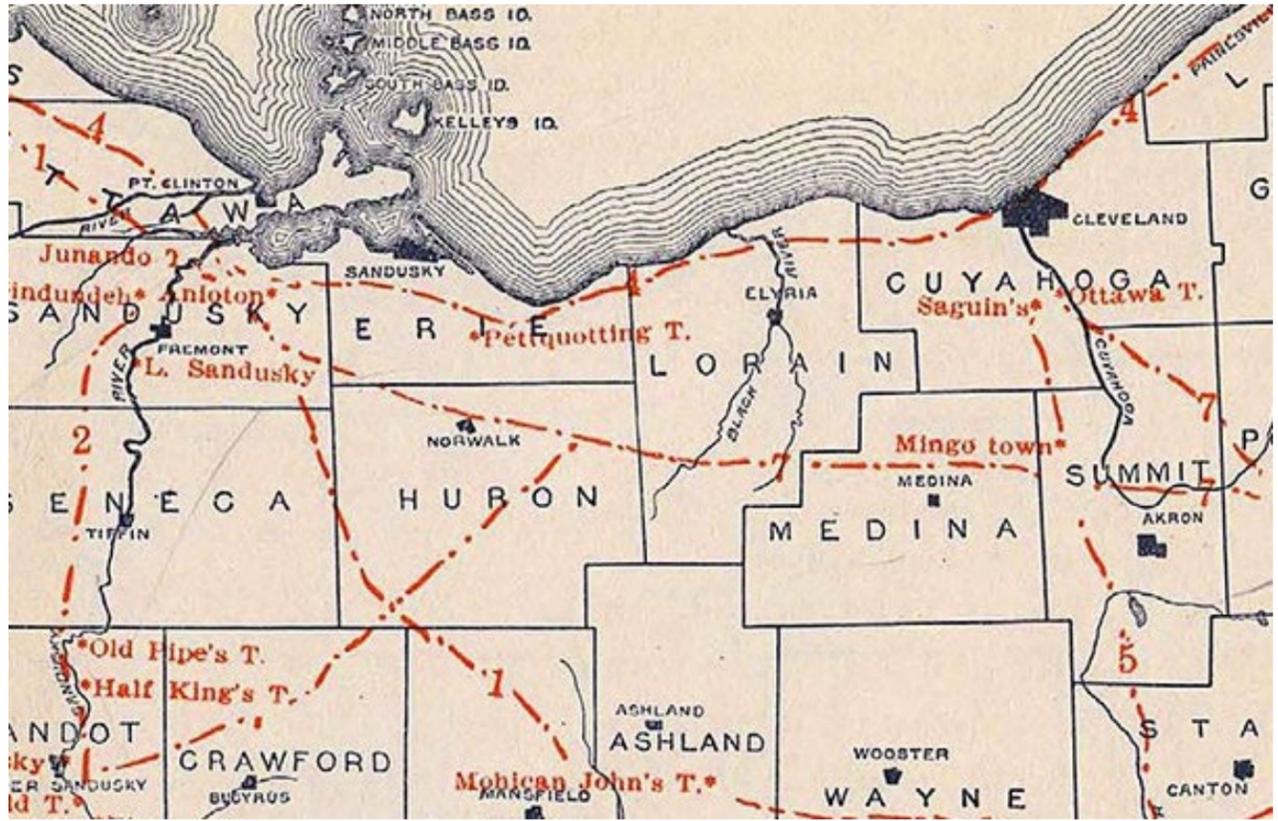


- I scale the giant boulders to get a view of the lake.
- I run/walk around the lakefront preserves and listen to nature.
- I go paddle boarding starting at Meswins Warf.
- I enjoy food and drinks in the Fields.

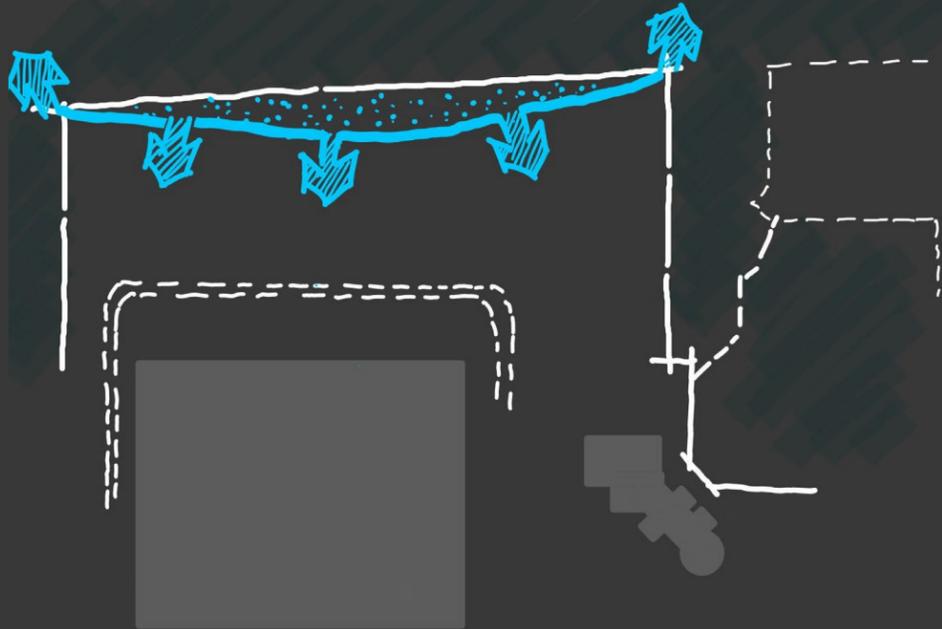
Cleveland's Porch



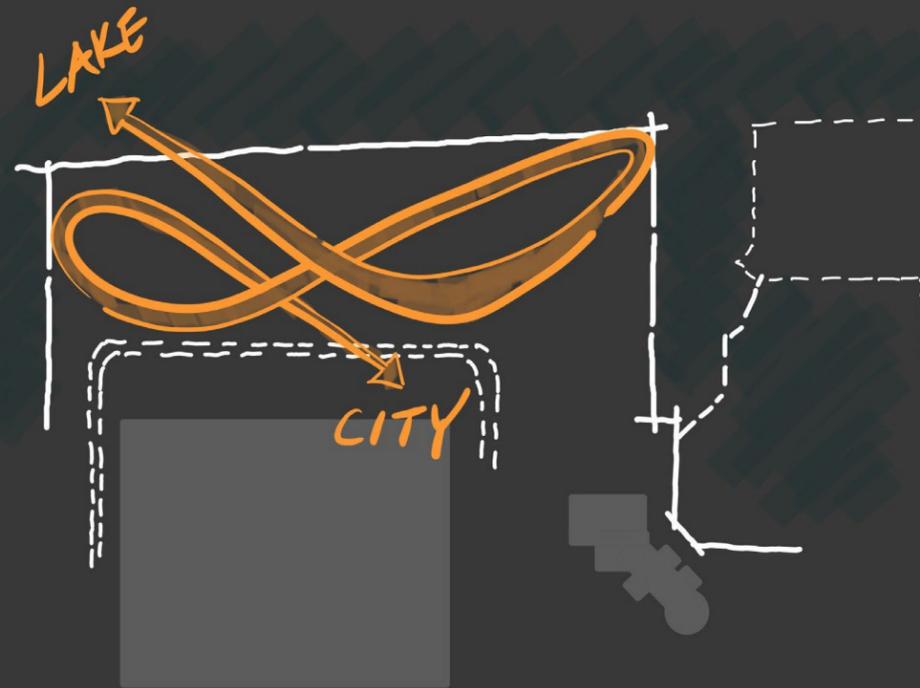
Flow Lines



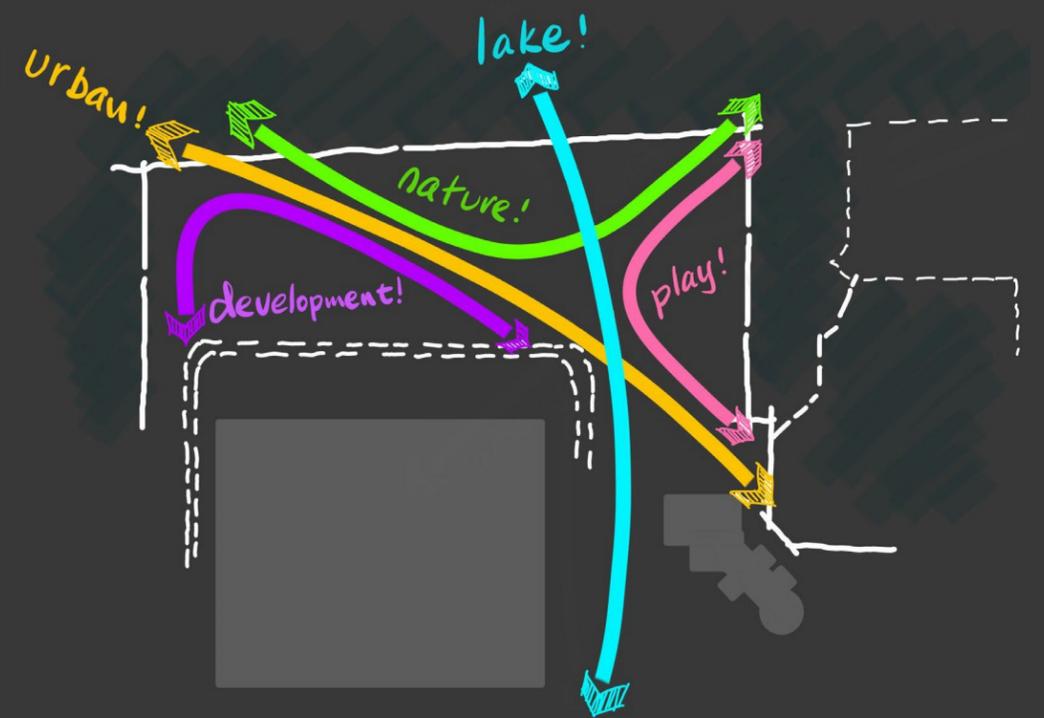
Lakefront Concept



Vary the Edge



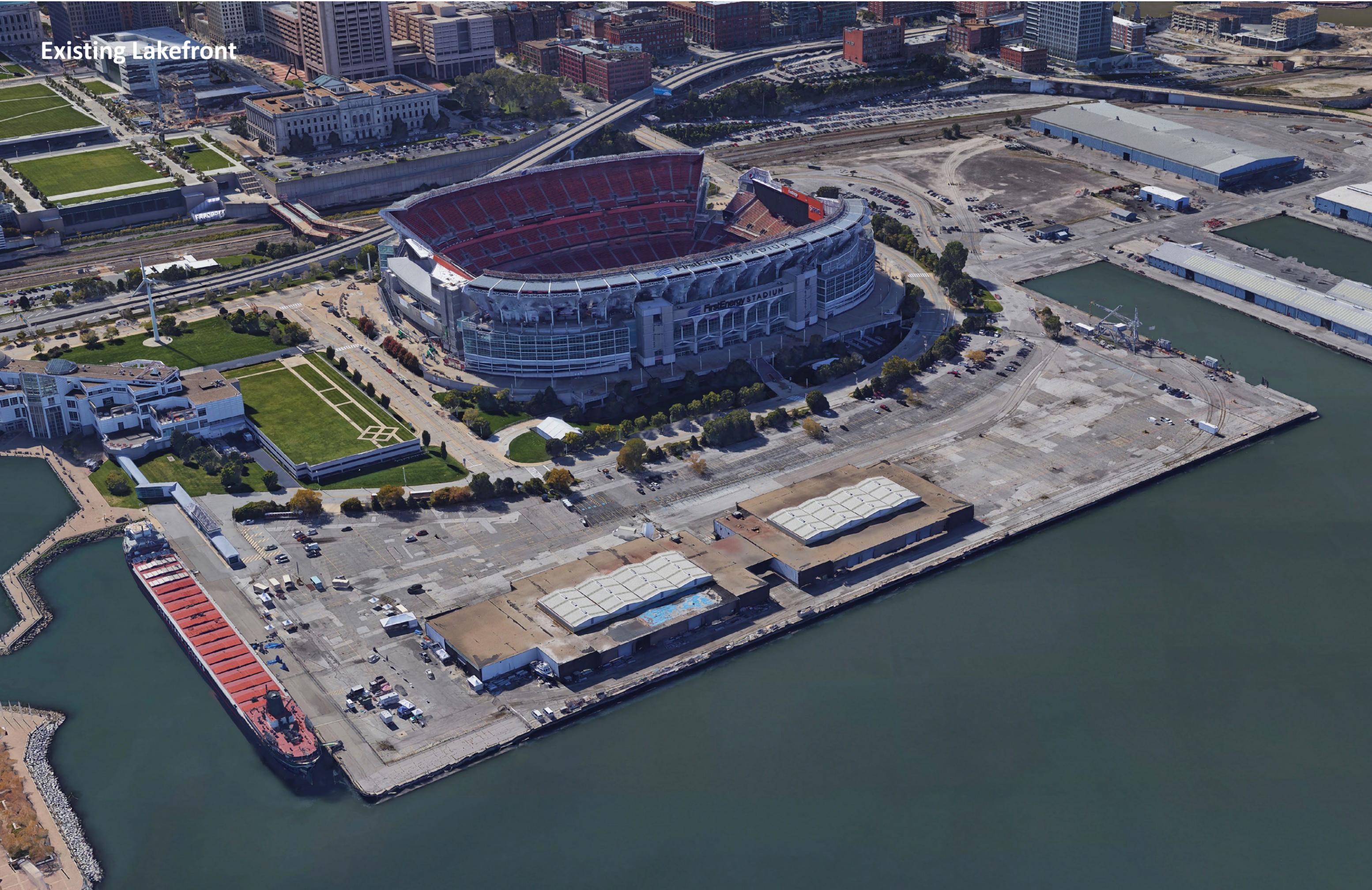
Embrace the City & Lake



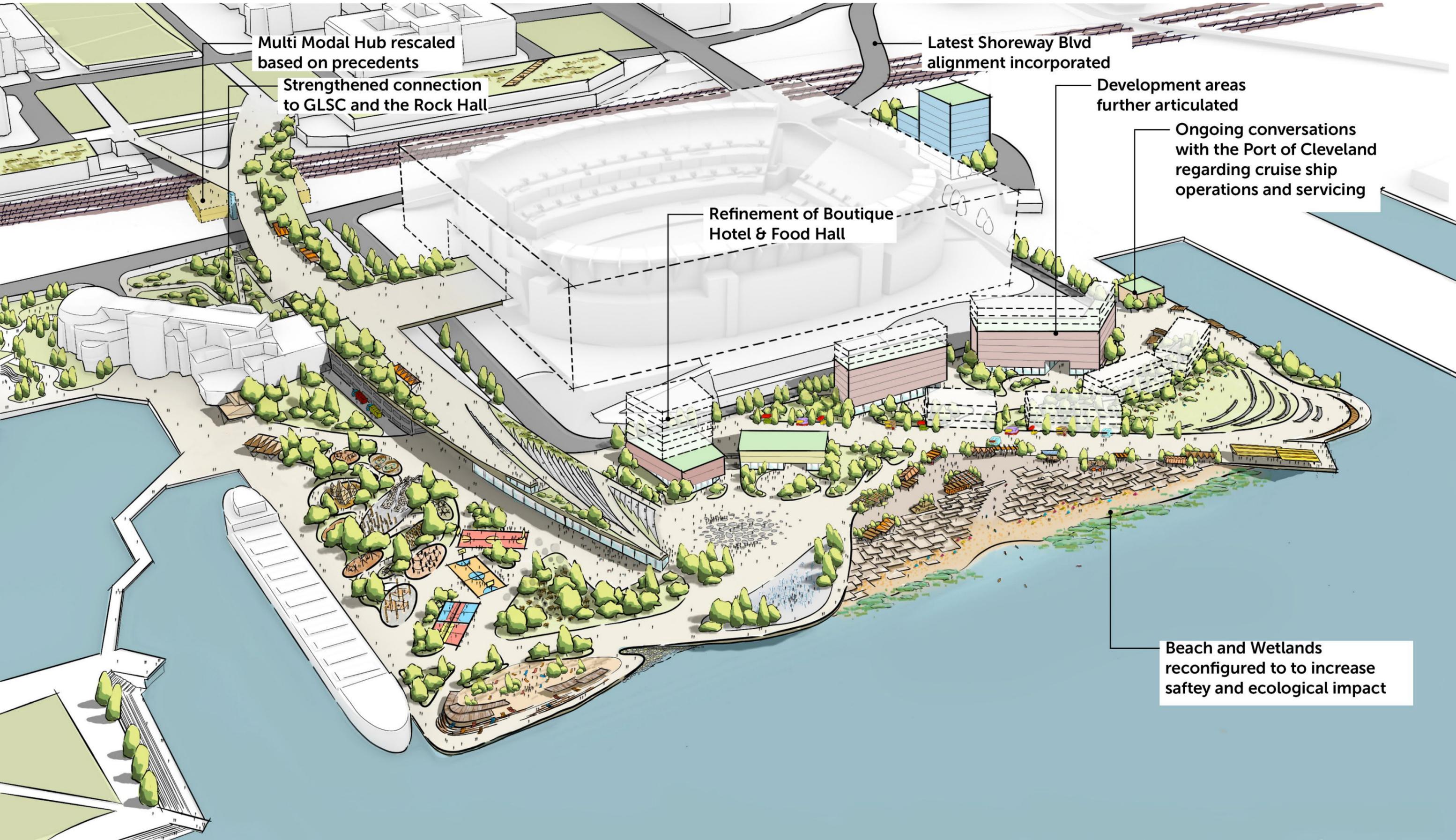
Create a Lakefront for Everyone

North Coast Lakefront Master Plan Updates

Existing Lakefront



Previous Concept Plan (August)



Multi Modal Hub rescaled based on precedents

Strengthened connection to GLSC and the Rock Hall

Latest Shoreway Blvd alignment incorporated

Development areas further articulated

Ongoing conversations with the Port of Cleveland regarding cruise ship operations and servicing

Refinement of Boutique Hotel & Food Hall

Beach and Wetlands reconfigured to to increase safety and ecological impact

Current Concept Plan (October)

Multi Modal Hub rescaled
based on precedents

Strengthened connection
to GLSC and the Rock Hall

Latest Shoreway Blvd
alignment incorporated

Development areas
further articulated

Refinement of Boutique
Hotel & Food Hall

Ongoing conversations
with the Port of Cleveland
regarding cruise ship
operations and servicing

Beach and Wetlands
reconfigured to to increase
saftey and ecological impact



North Coast Lakefront



LEGEND:

-  SIGNALIZED INTERSECTIONS
- 1 MALL C
- 2 GREEN ROOF (CUYAHOGA COUNTY)
- 3 GREEN ROOF (CITY OF CLEVELAND)
- 4 THE ARC LANDBRIDGE
- 5 MULTI MODAL TRANSIT HUB
- 6 FUTURE DEVELOPMENT
- 7 TRAIL HEAD COMFORT STATION
- 8 ROCK & ROLL HALL OF FAME
- 9 GREAT LAKES SCIENCE CENTER
- 10 CONNECTION TO GLSC & ROCK HALL
- 11 STADIUM PLAZA
- 12 ELEVATOR KIOSK
- 13 ARC OVERLOOK
- 14 RESTROOMS/CAFE/COMMUNITY SPACE (UNDER LANDBRIDGE)
- 15 AMPHITHEATER
- 16 NATURE PLAY
- 17 SPORT COURTS
- 18 COOKOUT GROVE
- 19 SUN DECK
- 20 SPLASH PAD
- 21 COMMUNITY PLAZA
- 22 BOUTIQUE HOTEL
- 23 'TASTE OF CLEVELAND' FOOD HALL
- 24 CENTRAL PROMENADE
- 25 PORCH PLAZA
- 26 PERCHED BEACH
- 27 LAKE LEDGES & WETLAND WALK
- 28 BOATHOUSE
- 29 FISHING PIER
- 30 SLOPED LAWN
- 31 VILLAGE APARTMENTS
- 32 ERIESIDE APARTMENTS
- 33 GARDEN WALK
- 34 HOMELAND SECURITY TERMINAL
- 35 COMMERCIAL DEVELOPMENT

North Coast Lakefront



City of Cleveland Green Roof

Multi Modal Transportation Hub

Connection to Rock Hall and GLSC

Rock Hall

Voinovich Park

Mall C

Shoreway Blvd

GLSC

Parking Garage

Nature Play

Mather Museum

Sport Courts

Landbridge

Cuyahoga County Green Roof

W 3rd Ave

Erieside Ave

Cleveland Browns Future Stadium Renovation

Commercial Development

Port of Cleveland

Amphitheater

Boutique Hotel

Community Plaza

Food Hall / Market

Urban Promenade

The Village

Cruise Terminal

Garden Walk

Sloped Lawn

Boathouse

Wetlands

Fishing Pier

Beach

Beach & Kayak Access

The Porches

Lake Ledges

Water Play

Cookout Grove

Retail / Cafe

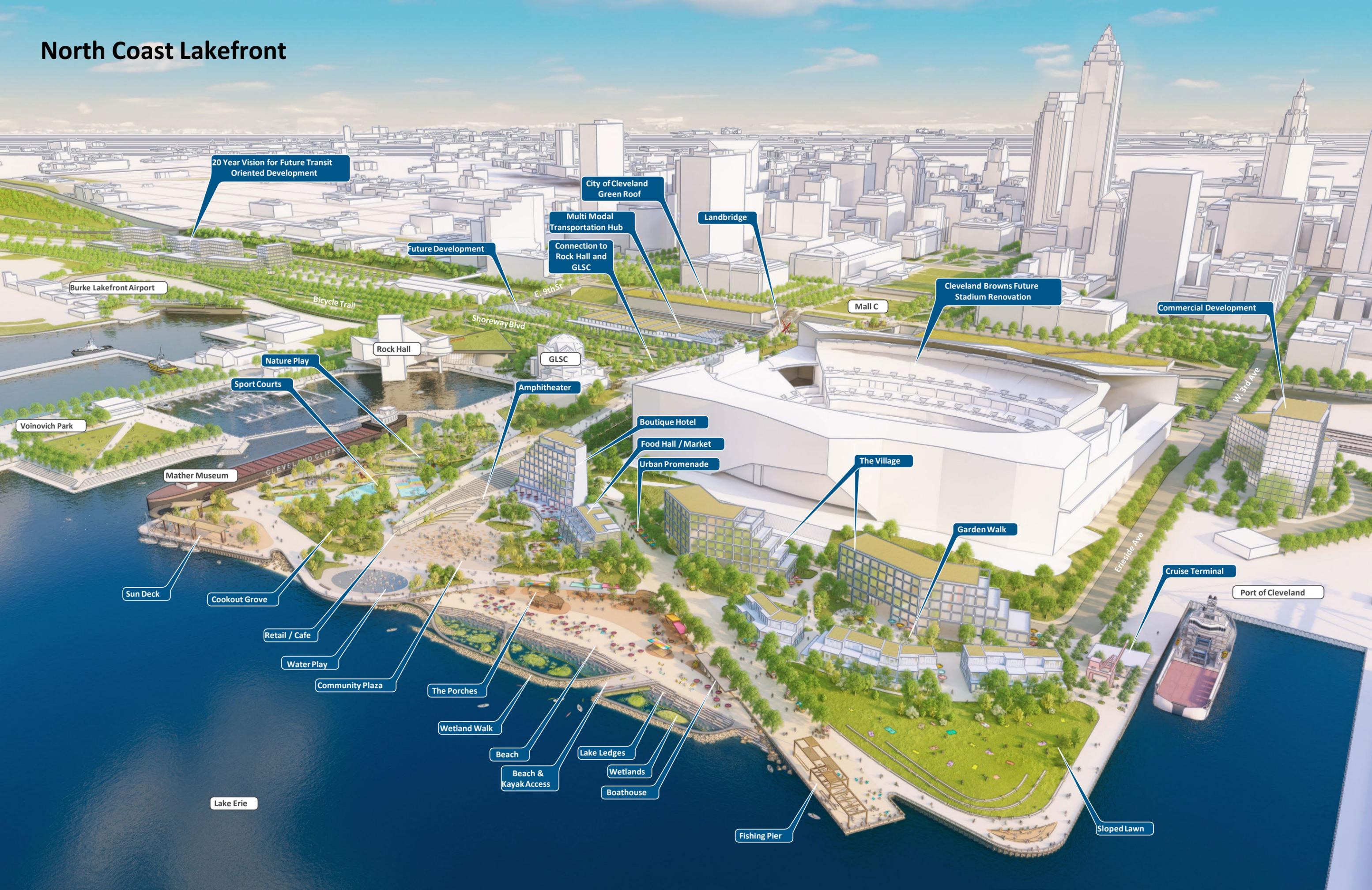
Sun Deck

Lake Erie

North Coast Lakefront



North Coast Lakefront



20 Year Vision for Future Transit Oriented Development

City of Cleveland Green Roof

Multi Modal Transportation Hub

Landbridge

Connection to Rock Hall and GLSC

Cleveland Browns Future Stadium Renovation

Commercial Development

Burke Lakefront Airport

Future Development

Bicycle Trail

Shoreway Blvd

GLSC

Mall C

Nature Play

Rock Hall

Amphitheater

Boutique Hotel

Food Hall / Market

Urban Promenade

Voinovich Park

Sport Courts

Mather Museum

The Village

Garden Walk

Sun Deck

Cookout Grove

Retail / Cafe

Water Play

Community Plaza

The Porches

Wetland Walk

Beach

Beach & Kayak Access

Lake Ledges

Wetlands

Boathouse

Lake Erie

Cruise Terminal

Port of Cleveland

Fishing Pier

Sloped Lawn

North Coast Lakefront



North Coast Lakefront



Shoreway Blvd

E. 9th St

W. 3rd Ave

Eriele Ave

North Coast Lakefront



North Coast Lakefront



North Coast Lakefront



The Arc & Multi Modal Hub



The Arc & Multi Modal Hub



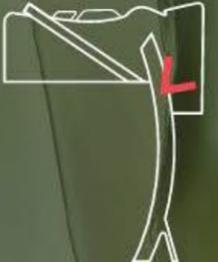
Connection to GLSC & The Rock Hall



Looking Back to Downtown



Overlooking the Nature Playground



Nature Play - Summer



Nature Play - Winter



Community Plaza - Summer



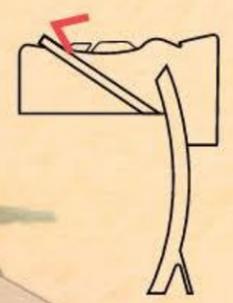
Community Plaza - Winter



Sun Deck



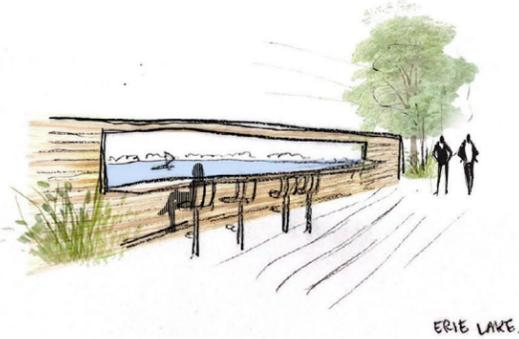
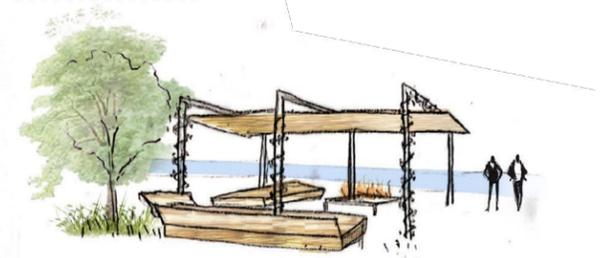
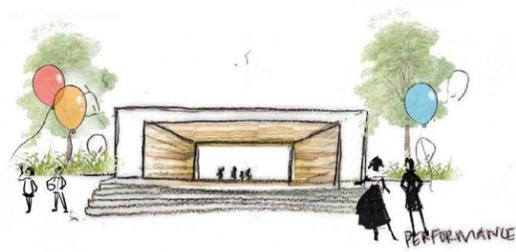
The Beach & Wetland



The Wetland Walk



The Porches



The Porches - Summer



The Porches- Winter



Promenade & Sloped
Lawn - Summer

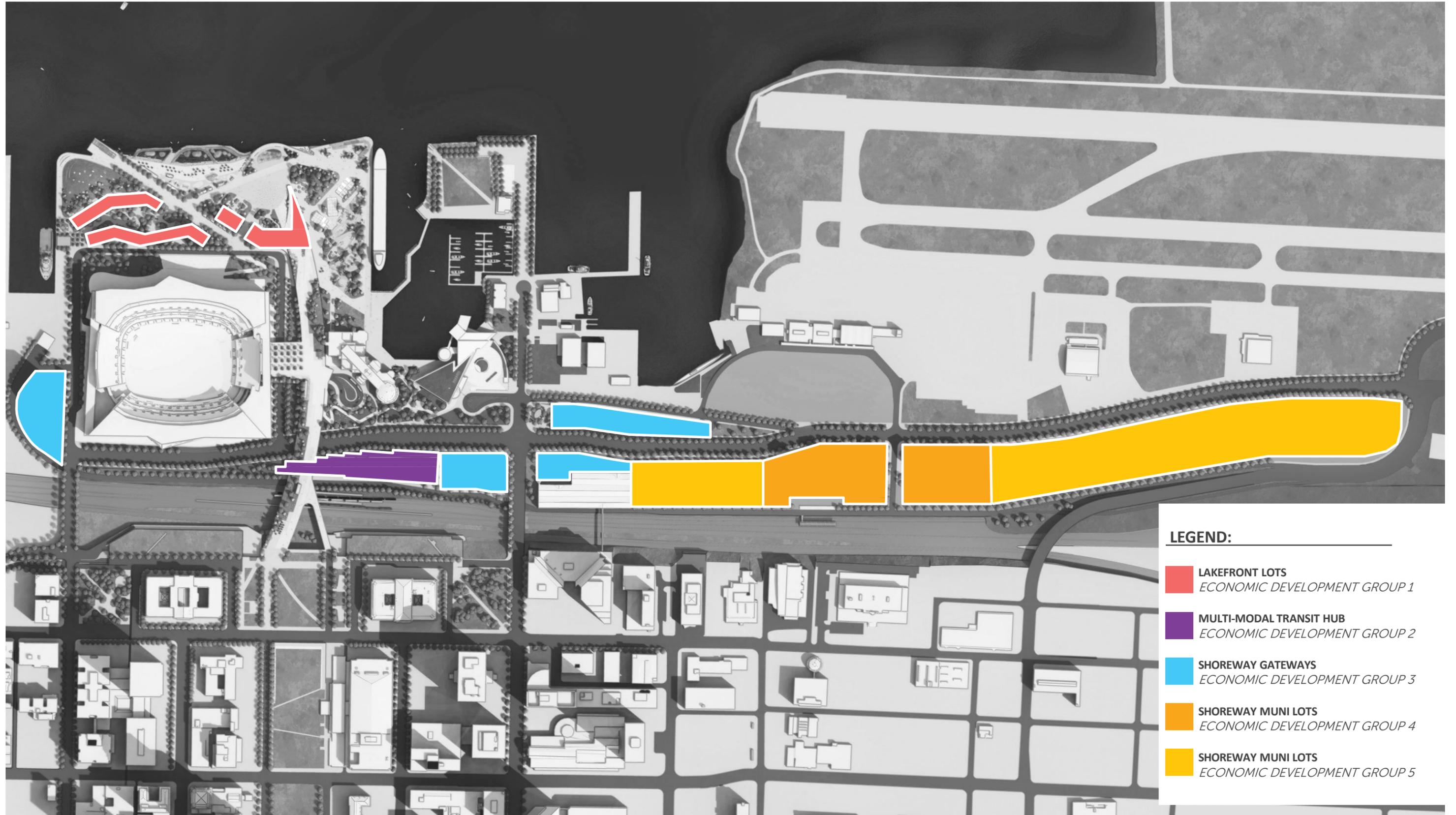


Promenade & Sloped
Lawn - Winter



Economic Development Opportunities

Potential Phasing for Economic Development



**North Coast Lakefront
Master Plan - 60% Draft**



Garden Walk



Lakefront Boutique Hotel



Hotel Entry from the Promenade,
Looking Under the Arc



Lakefront Food Hall & Market



The Promenade



TASTE OF
CLEVELAND

The Promenade - Game Day



The Legend of Scotty Rad
HERE WE GO BROWNIES
HERE WE GO! Woof Woof

HERE WE GO BROWNIES
HERE WE GO! Woof Woof

CLEVELAND BROWNS

THE BROW BUNCH
YOU KNOW NOW

31
2
MORRIS

17
ABASCO

8
LIVON

81
WARRICK

95

8
OLDFYAN

19
ORT

16

North Coast Lakefront

