

# Greater Cleveland Regional Transit Authority



## EUCLID CORRIDOR BUS RAPID TRANSIT PROJECT

## TRANSIT ORIENTED DEVELOPMENT

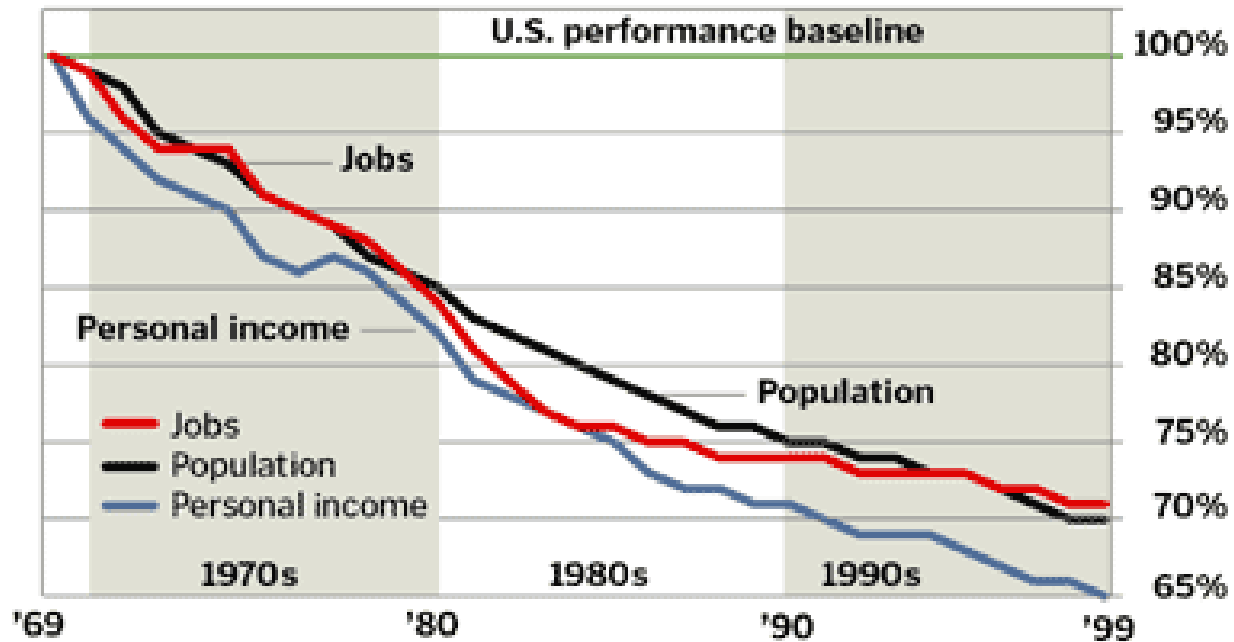
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Project Manager

October 28, 2008



# Existing Cleveland Economy

## Greater Cleveland's Growth Compared to the Nation



*From Cleveland Plain Dealer Series, Quiet Crisis.*

*Information compiled by Plain Dealer from Bureau of Economic Analysis, U.S. Department of Commerce*



# Financial Incentives

- Land Assembly/Land Banking Initiatives
- Streetscape Improvements
- Tax-Increment Financing (TIFs)
- Tax Abatement
- City Loans/Grants
- Brownfield Incentives
- Ohio Job Creation Tax Credit
- Historic Preservation Tax Credit
- Cleveland-Cuyahoga County Port Authority
- “First Five” City program
- “Circle Living” housing assistance program



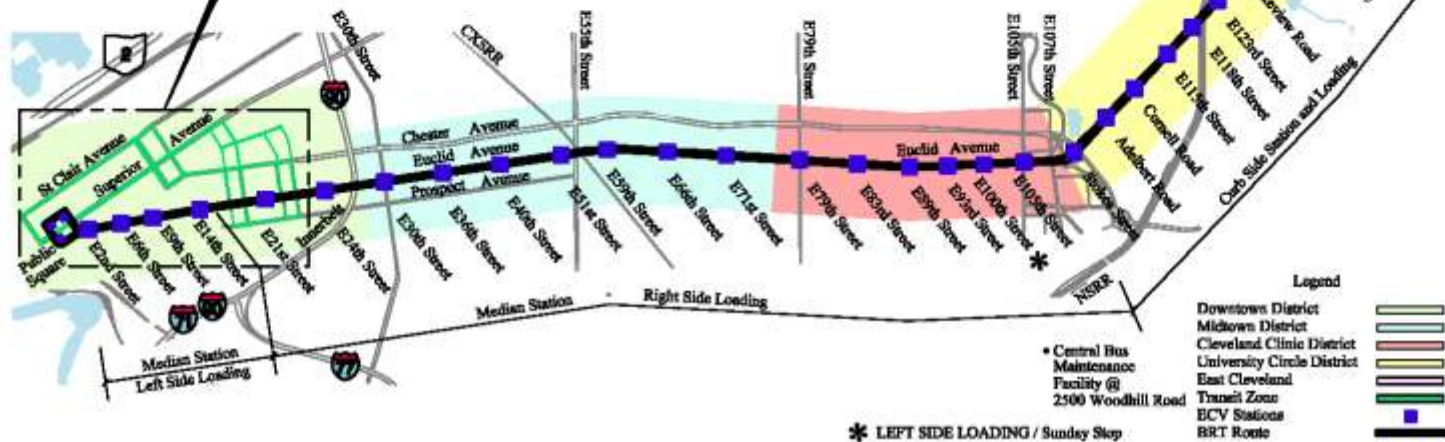
# Project Map

Greater Cleveland Regional Transit Authority (GCRTA)  
Euclid Corridor Transportation Project (BRT)

Project Map



Roadway	Description	Length (Miles)	Exclusive/ Peak Busway (Miles)
<b>Euclid Avenue BRT</b>			
Public Square	Public Square	0.41	0.25
Euclid Avenue	East Roadway to Inerbert	1.25	1.25
Euclid Avenue	Inerbert to E 79th St	1.79	1.79
Euclid Avenue	E 79th St to E 107th St	1.08	1.08
Euclid Avenue	E 107th St to Lakewood Ave	1.28	0.00
Euclid Avenue	Lakewood Ave to Station	1.25	0.00
Euclid Avenue	Wildemere RTA Station	1.25	0.00
<b>Euclid Avenue BRT Total</b>		<b>7.07</b>	<b>4.37</b>
<b>Transit Zone</b>			
St. Clair Ave	W 3rd St. to E 13th St.	0.67	0.00 / 0.67
Superior Ave	W 3rd St. to E 18th St.	0.00	0.93
E 12th St	Chester Ave. to Superior Ave.	0.11	0.00
E 13th St	Chester Ave. to Superior Ave.	0.10	0.00
E 17th St	Prospect Ave. to Euclid Ave.	0.09	0.00
E 17th St	Euclid Ave. to Chester Ave.	0.14	0.00
Chester Avenue	E 12th St. to E 13th St.	0.27	0.00
<b>Transit Zone Total</b>		<b>2.31</b>	<b>0.93 / 0.67</b>
<b>PROJECT TOTAL</b>		<b>8.38</b>	<b>5.30 / 0.67</b>





# Bus Rapid Transit Features

- **Near Level Boarding**
- **Enhanced Service Frequency**
- **Off-board Fare Collection**
- **Unique Vehicles**
- **Real-time Passenger Information**
- **Passenger Friendly Waiting Environment**

# Public Square



# Lower Euclid



On East Fourth Street and adjoining blocks on Euclid over \$110 million in development has created nightclubs, apartments, restaurants, a downtown bowling alley and a new “Cadillac Ranch”.

# Playhouse Square



More than \$61.2 million has been invested in the Idea Center, United Way and Hanna Theatre renovations.

# Cleveland State University



The new CSU master plan envisions a residential campus with apartment buildings north and south of glassy new academic buildings along the north side of Euclid Avenue. Total value of new development is estimated at \$320 million.

# Midtown



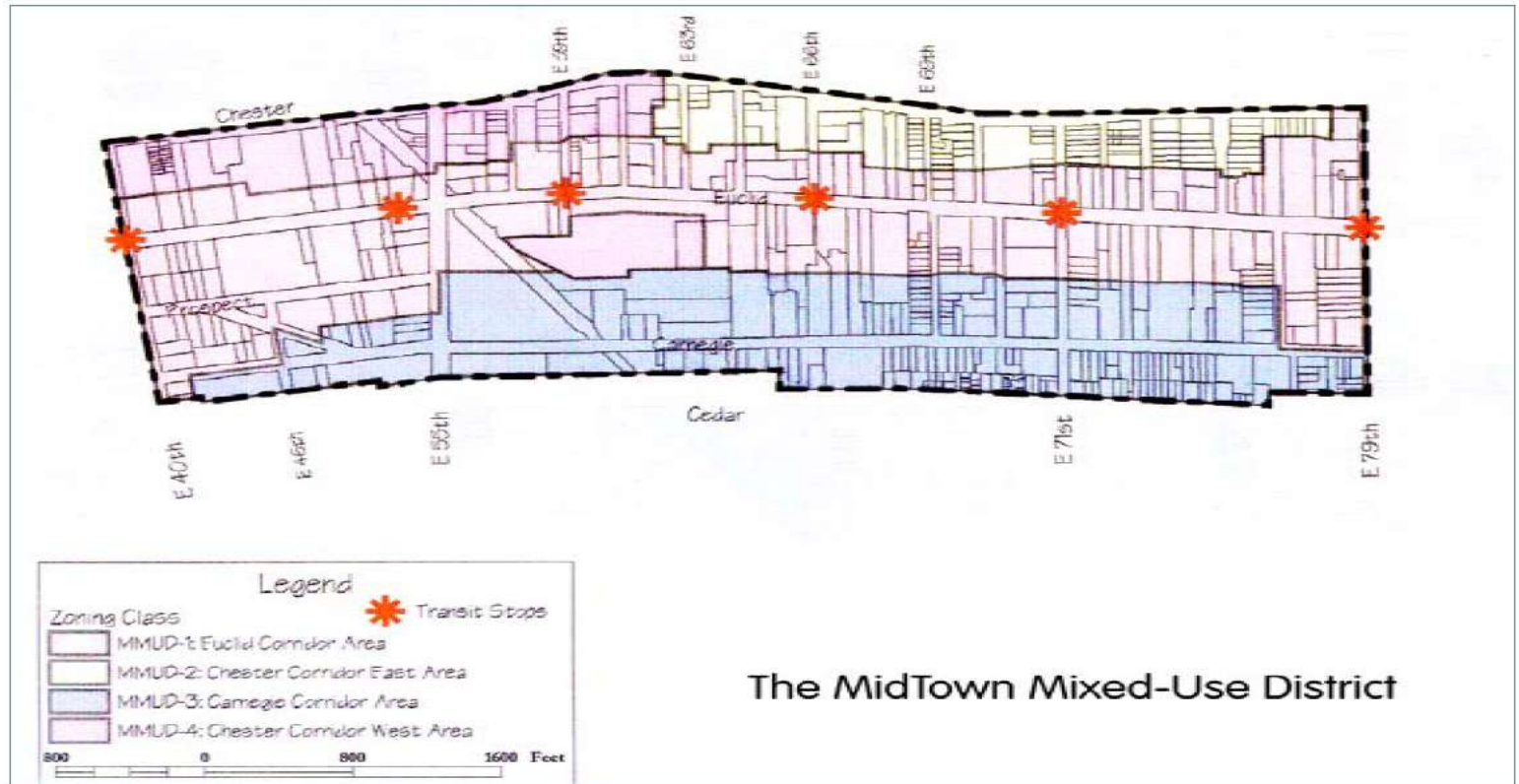
The price of an acre of land in the long-blighted Midtown area has doubled in the past five years from \$200,000 to \$400,000.



# Guiding Development through Zoning

- MidTown Zoning Overlay District
  - Minimum floor-area ratio, parking mitigation, pedestrian emphasis, and façade improvements
- Design Guidelines refocus development away from parking garages and driveways
- Transit orientation will serve as the unifying element for the entire Corridor
- Residential Design Guidelines in place in University Circle

# Midtown Zoning Overlay



# Cleveland Clinic



The Cleveland Clinic (CCF) has built the largest heart institute in the country. \$1.2 billion in CCF investment is occurring on Euclid Avenue.

# University Circle



In University Circle, over \$3 billion is being invested. The Cleveland Museum of Art is halfway through a six-year, \$258 million expansion and renovation. The \$61.7 million Peter B. Lewis Building at CWRU was completed and University Hospitals has \$326 million worth of investments underway.

# Forecasted Economic Development by 2025



Capital Investment (constant 2001 dollars)	\$1.75 Billion
	Build/No-Build
Commercial Development	9.2/3.1 million sq/ft.
New Residential Units	7,760/2,410
Additional Population	15,500/3,600
Annual Local Taxes	\$55.8/17.5 Million
Annual GCRTA Sales Tax	\$2.5/.75 Million



# 2008 vs. 2025 Forecasted

	2008	No-Build 2025	2025
<b>Square Feet Development</b>	<b>2.4M</b>	<b>3.7M</b>	<b>7.9M</b>
<b>Number of Residential Units</b>	<b>2,943</b>	<b>2,528</b>	<b>5,428</b>
<b>Investment</b>	<b>\$2.5B</b>	<b>\$5.5M</b>	<b>\$1.75B</b>

# Long-Term Economic Benefit



**SPORTS**  
**Josh Cribbs isn't supposed to be in the Pro Bowl, but don't tell him that.**

**OPINION**  
**Our presidential picks**

**TRAVEL**  
**Ah, the spa**  
 Where to pamper yourself this year

More than \$537 in coupons

## SUNDAY PLAIN DEALER

BREAKING NEWS: CLEVELAND.COM \*\*\*\*\* B&B Newsstand

THURSDAY 10, 2009

**NEWS MINUTE**  
 no news

**Great chapter in workers' strike?**  
 Looking for a second week in work Monday, a lot of the country and the University of the Mass Lowell's great. But don't worry, the new office is only the first of many to be replaced. **BRUNO, A 11**



**Guaranty of no rain this week**  
 The weather has a lot of rain and dry, along with rain on long weekends. This is a lot of rain to see, but it's not enough to see the city's first of many to be replaced. **BRUNO, A 11**

**Business**  
**Quarter works for them**  
 Business & Capital Partners, a Cleveland company, is looking for a new manufacturing investment. **BRUNO, A 11**

**News**  
**It's not done here yet**  
 It's not done here yet. It's not done here yet. It's not done here yet. **BRUNO, A 11**

**Cleveland police looking to arm up**  
 The police are looking to arm up. The police are looking to arm up. **BRUNO, A 11**

**No PDG today**  
 There is no PDG today. There is no PDG today. **BRUNO, A 11**

## The rebirth

Euclid Corridor project has already brought \$4.3 billion in new investment to the city



Designs developed by Richard H. Madsen International are a signature feature of the Greater Cleveland Regional Transit Authority's Silver Line on Euclid Avenue. **STEPH LOTT / PLAIN DEALER ARCHITECTURE PHOTO**

**Inside**  
 See where business has \$1 billion investment in along the Euclid Corridor. **A 11**

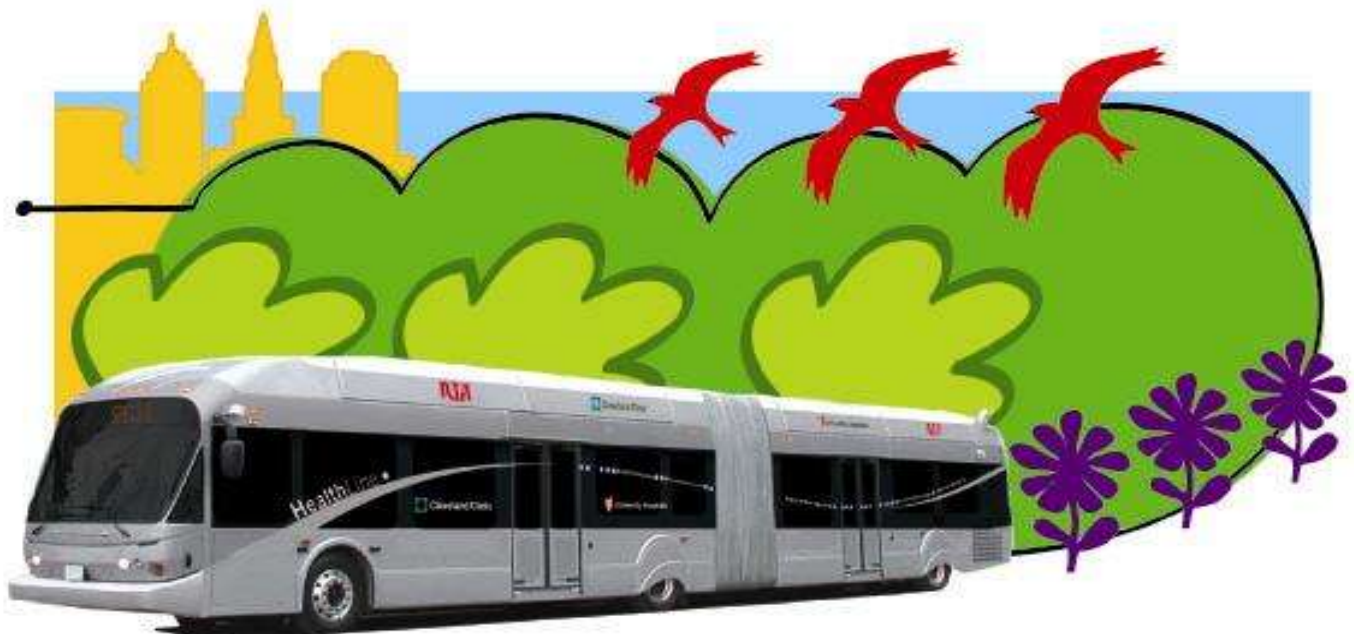
**ANALYSIS**  
 While developers with private equity are bank and investors are getting up and going, the city is looking to the future. The city is looking to the future. **A 11**

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# Euclid Corridor Transportation Project

Pumping New Life into Cleveland



green thinking  
Coming to Euclid Avenue October 2008: