



Greater Cleveland RTA

BRT AND LAND USE

HEALTHLINE BRT PROJECT

Michael J. Schipper, P.E
DGM- Engineering & Project
Management

August 22, 2012



Overview

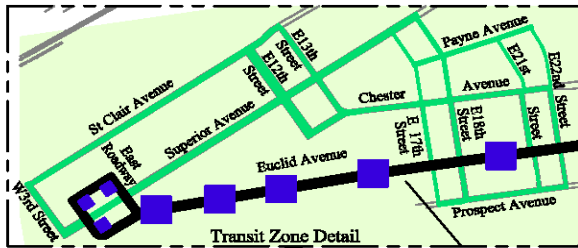
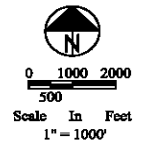
- **BRT Corridor Selection/History**
- **Urban Core Infrastructure Investment as Catalyst for Development**
- **Master Plan, Land Use and Zoning Changes to Promote TOD**
- **Results**



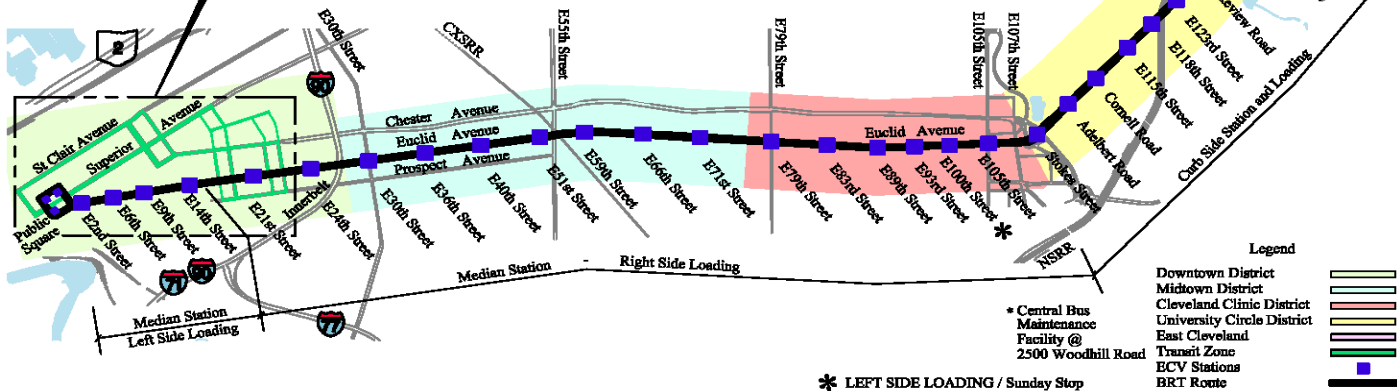
Project Map

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

Project Map

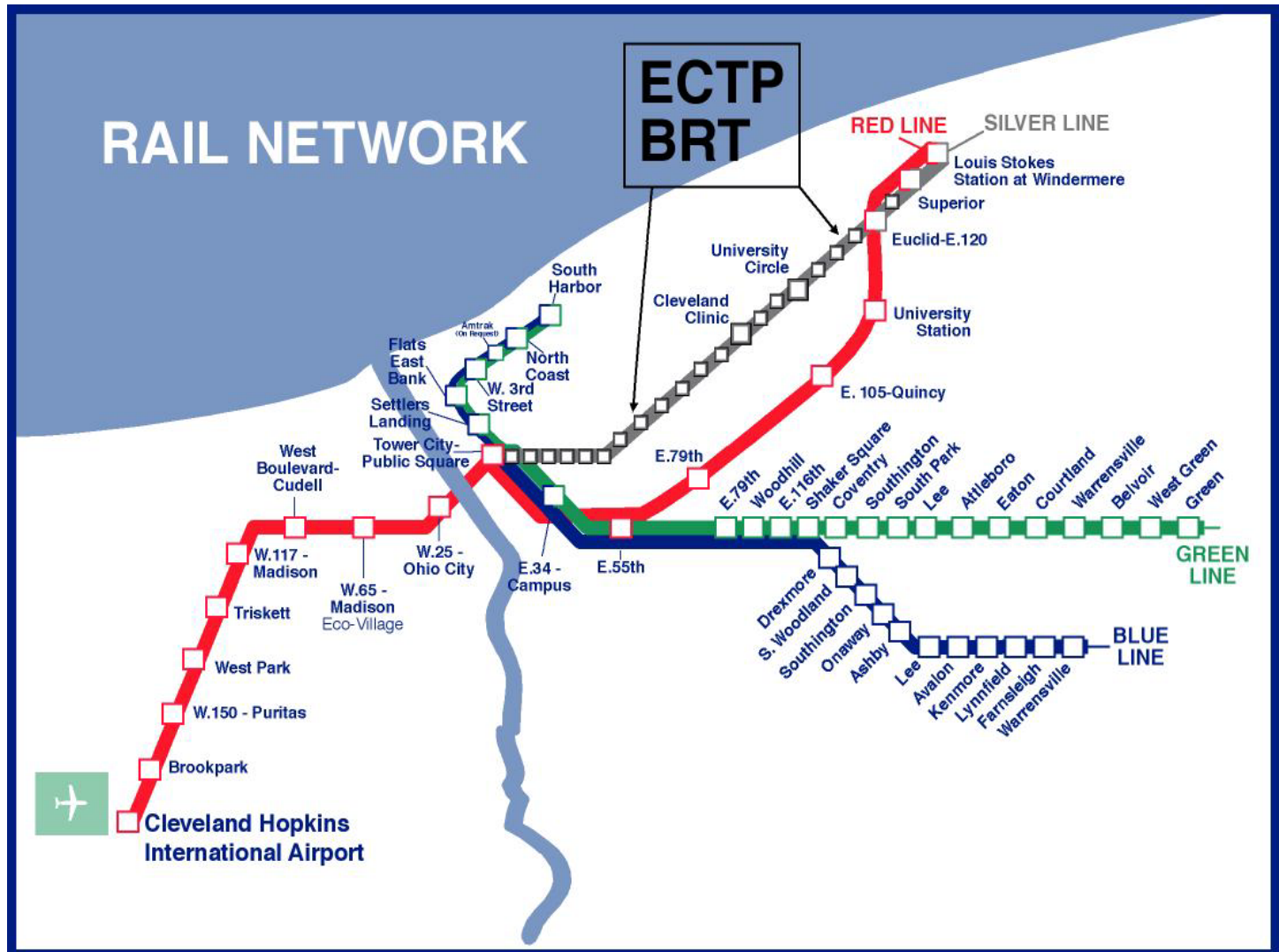


Roadway	Description	Length (Miles)	Exclusive / Peak Busway (Miles)
Euclid Avenue BRT			
Public Square	Public Square	0.41	0.25
Euclid Avenue	East Roadway to Innerbelt	1.25	1.25
Euclid Avenue	Innerbelt to E 79th St	1.79	1.79
Euclid Avenue	E 79th St. to E 107th St	1.08	1.08
Euclid Avenue	E 107th St to Lakeview Ave	1.28	0.00
Euclid Avenue	Lakeview Ave. to Stokes-Windermere RTA Station	1.26	0.00
Euclid Avenue BRT Total		7.07	4.37
Transit Zone			
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.	0.93	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. 17th St.	0.27	0.00
Transit Zone Total		2.31	0.93 / 0.67
PROJECT TOTAL		9.38	5.30 / 0.67



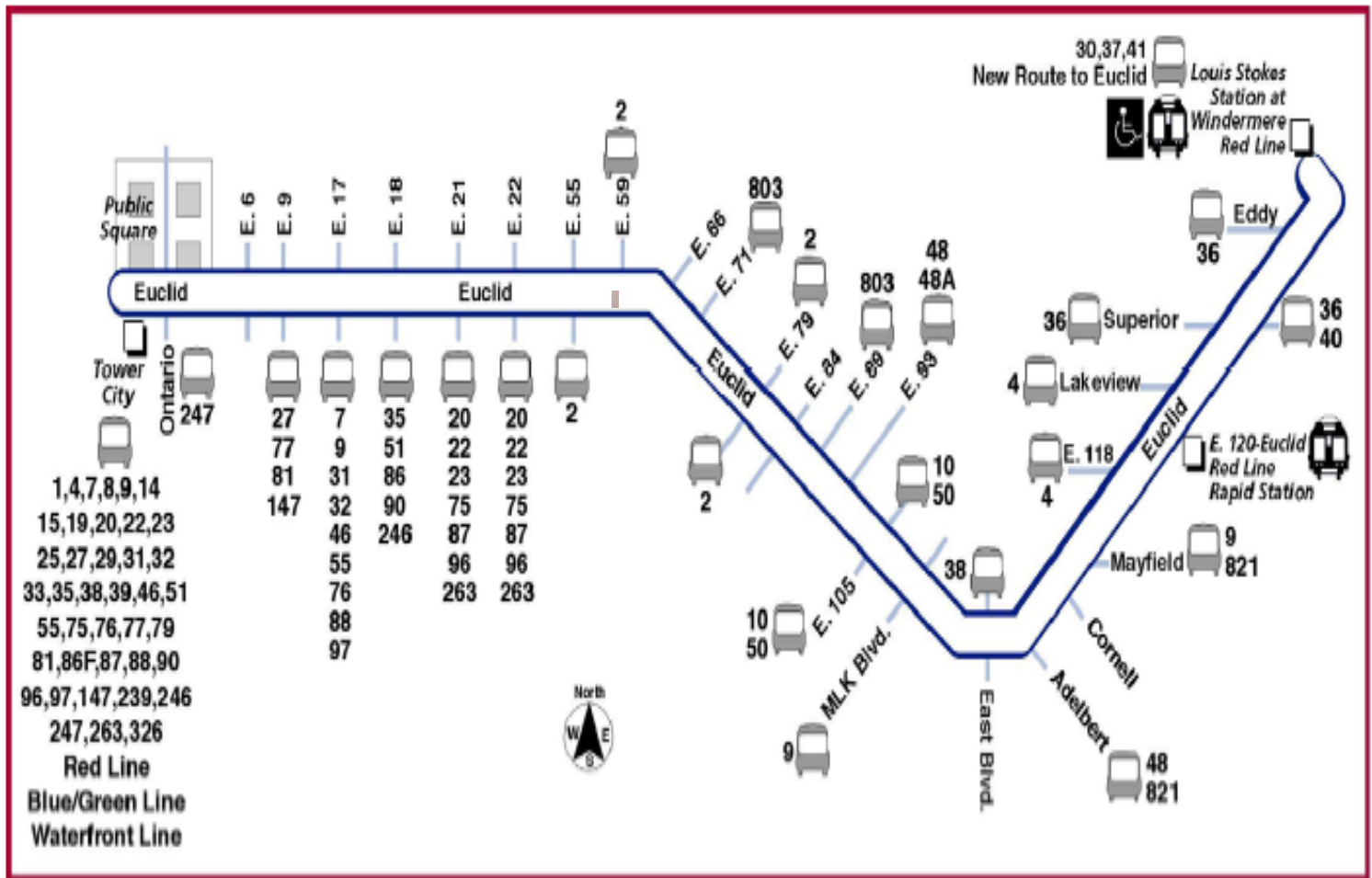


Transit System Connections



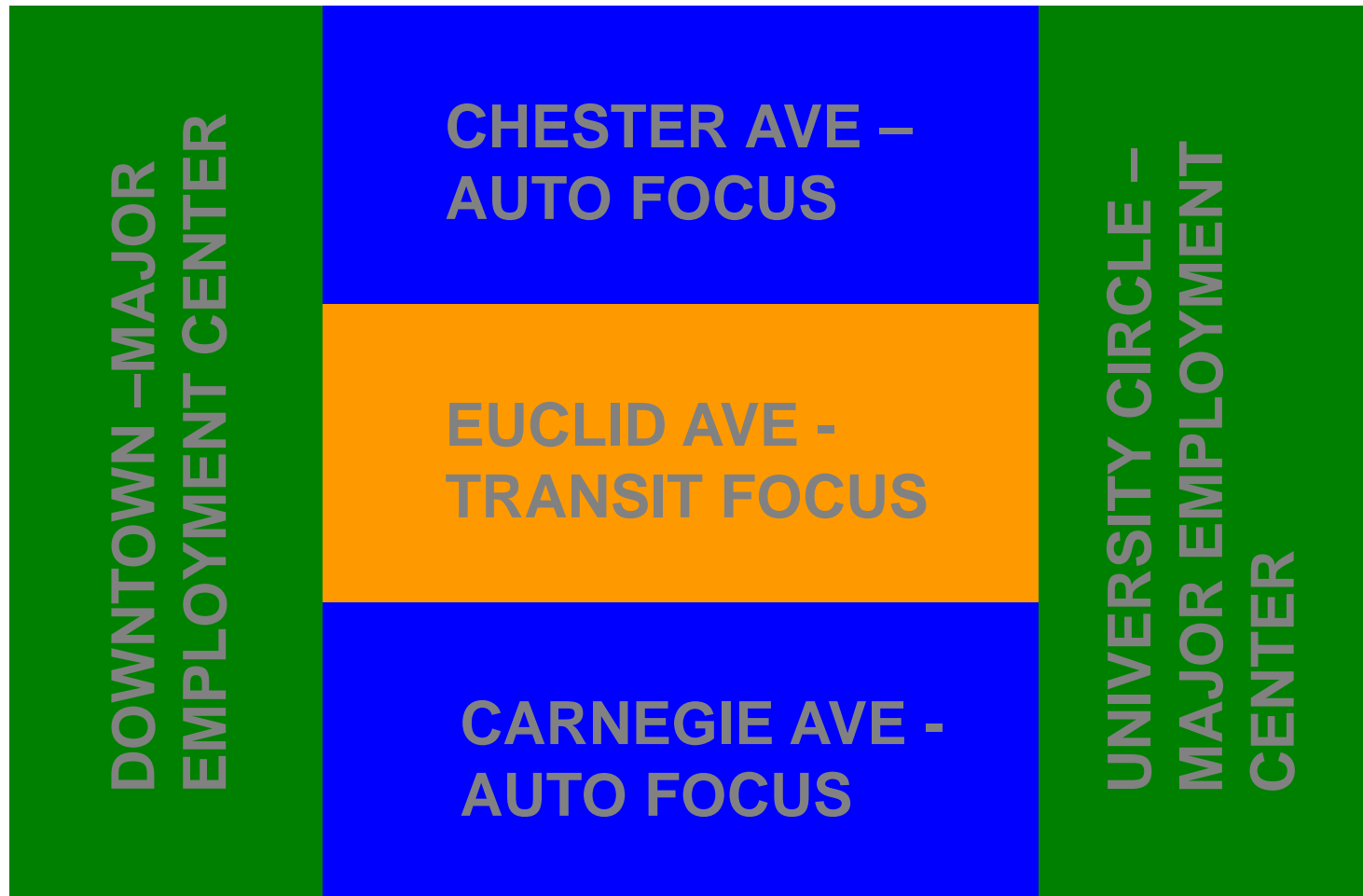


Transit System Connections





BRT Corridor Selection





Project Development History

- 1950's subway
- 1970's subway/light rail
- 1990's light rail/electric trolley
- 2000's electric trolley/BRT



Community Input

- **Extensive public involvement**
- **Euclid Corridor Committee**
- **6 Community Development Corporations**
- **Major business, institutional and government stakeholders**
- **Individual property owners**
- **Tenants**



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Urban Core Infrastructure Investment

- **\$200 Million Total Project Cost**
- **Building Face to Building Face Reconstruction**
- **Utility Replacements/Betterments**
- **New Roadway, Curbs & Sidewalks**
- **New Traffic Signal, Lighting, & Communication Systems**
- **Landscaping & Irrigation System**



Urban Core Infrastructure Investment

- **Public Art**
- **Passenger Amenities**
- **4.5 Miles of Dedicated BRT Lanes in Median**
- **2.6 Miles of Mixed-Use BRT Lanes in Curb Lanes**
- **36 Stations and Platforms**
- **4.0 Miles of Bike Lanes**



FFGA/Ground Breaking October 2004



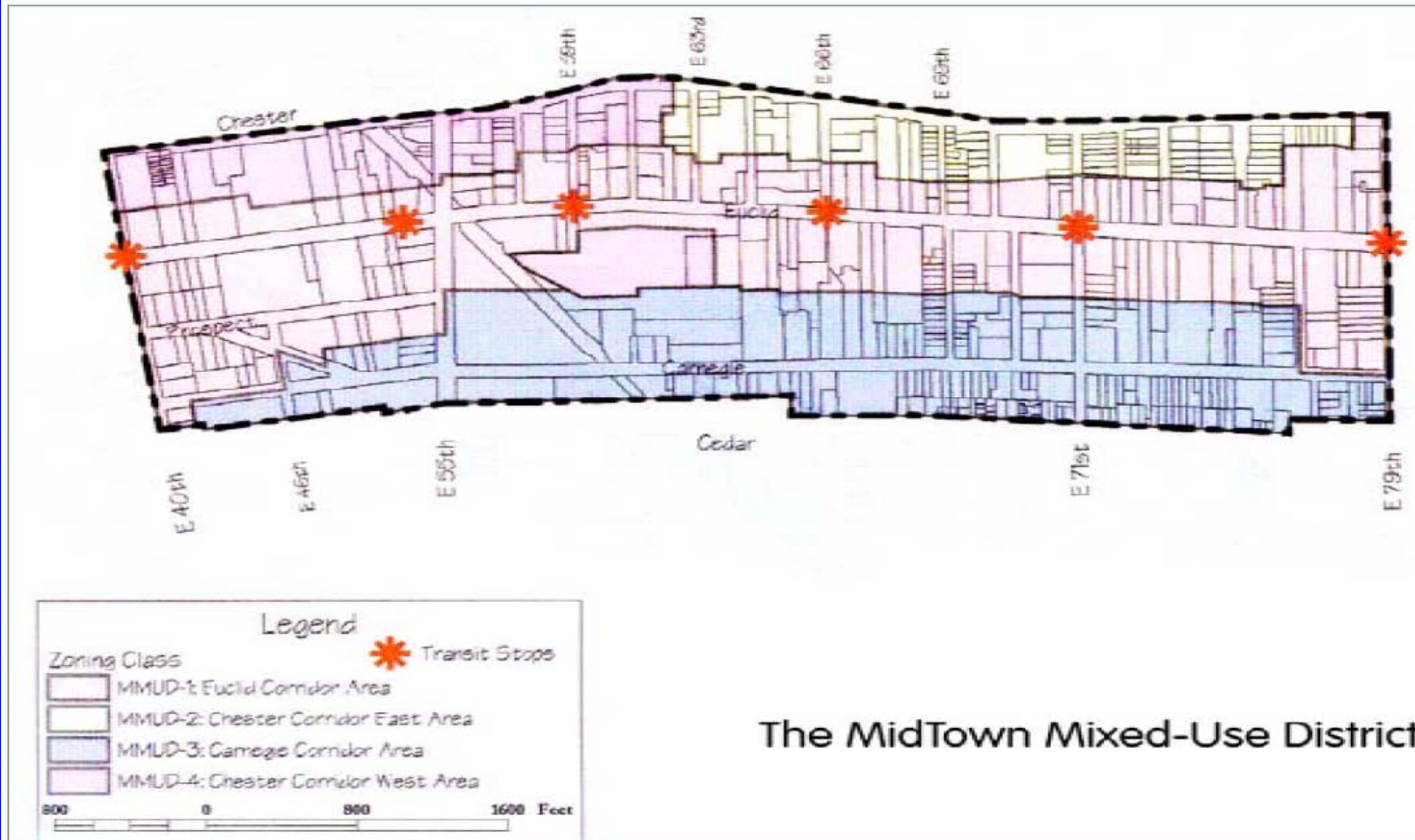


Midtown Zoning Overlay

- **Minimum floor-area ratio, parking mitigation, pedestrian emphasis, and façade improvements**
- **Design Guidelines focus development away from parking garages and driveways**
- **Transit orientation serves as the unifying element for the Corridor**



Midtown Zoning Overlay



The MidTown Mixed-Use District



Institutional Master Plans

- **Cleveland State University**
- **Cleveland Clinic**
- **Case Western Reserve University**
- **University Hospitals**



Cleveland State University



\$300 Million Completed



Main Plaza Renovation

Main Classroom Renovation
Elevator Tower at Main Classroom

Recreation Center

East Parking Garage

CSU Student Center

Julka Hall

Law Building

Parker Hannifin Hall

RTA Transit Center

South Parking Garage

Admin. Center / Elements

Euclid Commons

Fenn Tower



\$190 Million in Development

2012: Allen Theater



2012: Dodge Building



2012: Cowell & Hubbard Building



2013: Idea Center



2012: 1836 Euclid Building



2014: Basketball Pavilion



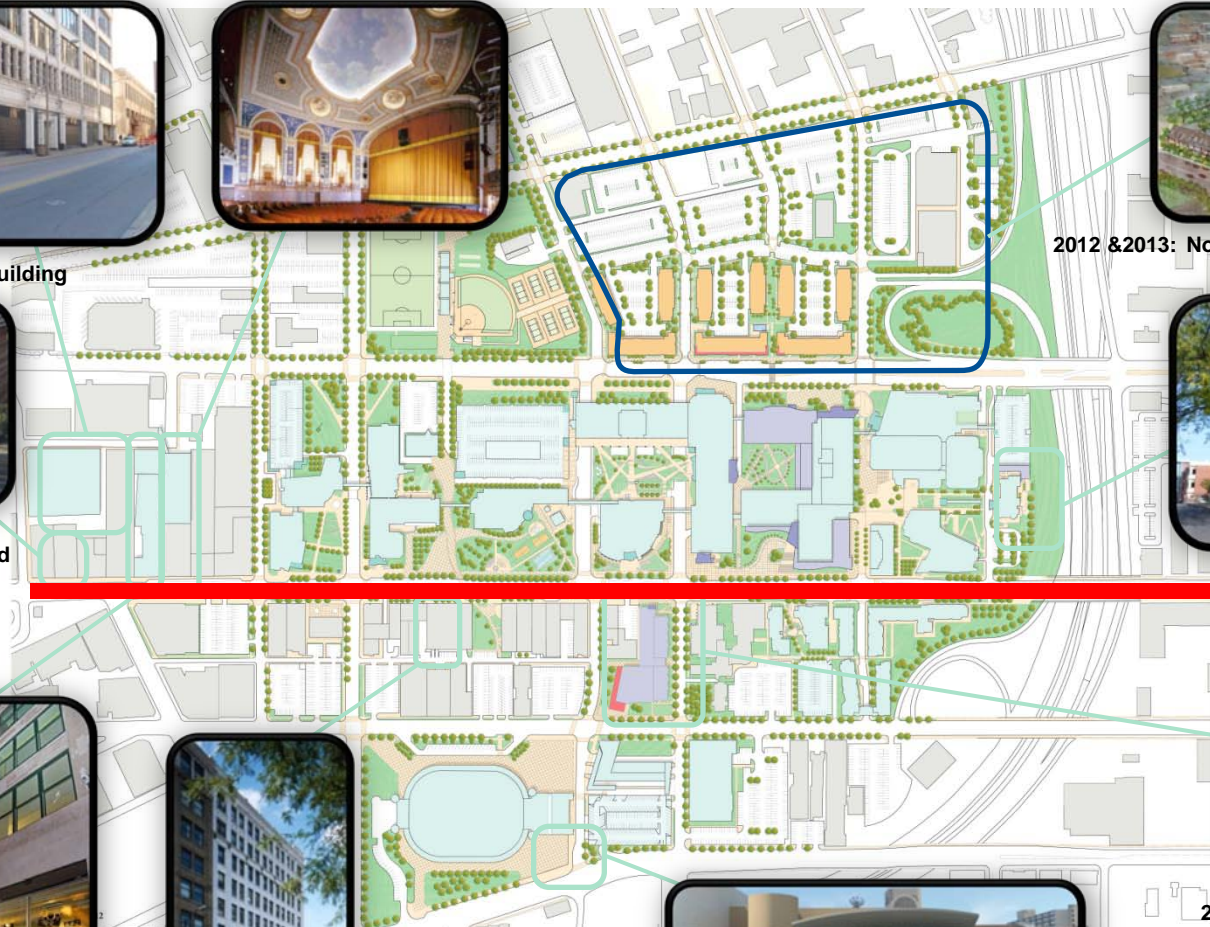
2012 & 2013: North Campus Neighborhood



2014: Mather Mansion Boutique Hotel



2015: Center for Innovations in Health Professions





VENUE
SUNSHINE

THE LANE SERVICE

Hit or Miss

ROSIE'S

SALE
LEASER
NO YORK
WORLD
TRADING







Holiday
Circle
Fest

Holiday
Circle
Fest

Holiday
Circle
Fest

Holiday Inn

THE CITY CLUB

WINDY HOSPITALITY

BUS

BUS









Downtown Station Design





Median Station Design





Seattle Hybrid





New Vehicle Design





New Vehicle Design





HealthLine Vehicle

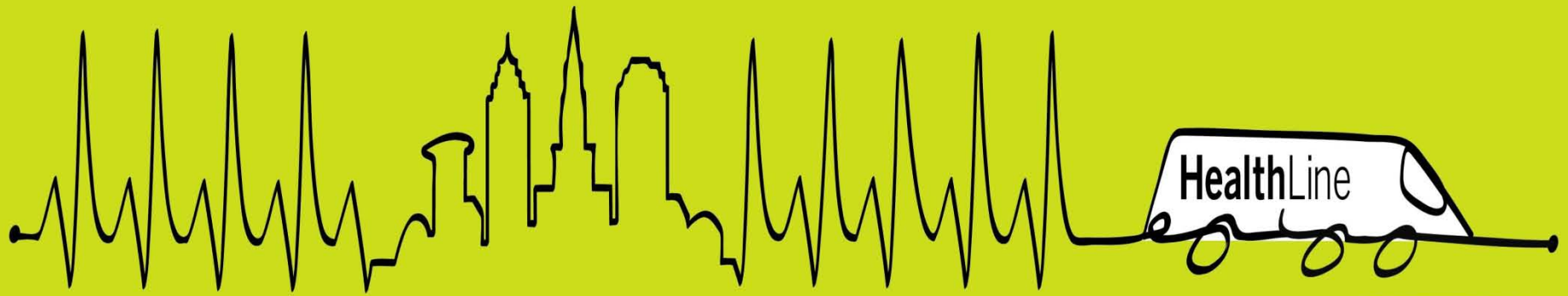




Branding - Naming Rights







Euclid Corridor Transportation Project

Pumping New Life into Cleveland



green thinking

Coming to Euclid Avenue October 2008

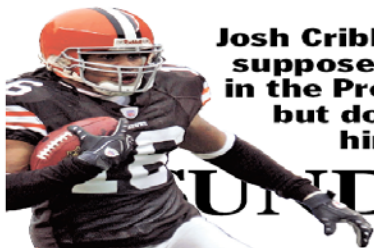


Ribbon Cutting October 2008





Results



SPORTS

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



FORUM

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 ★ ★ ★ ★ \$1.50 NEWSSTAND

FEBRUARY 10, 2008

NEWS MINUTE

NATIONAL

Final chapter in writers strike?

Striking Hollywood writers could be back to work Monday. A look at the contract, and PD television critic Mark Davidziak gives background on why the two sides came to an agreement. Details, A13

SUNDAY ARTS



Grammys often miss the mark

The Grammys have a history of not picking edgier acts, such as Amy Winehouse, who is up for awards in six categories. A look at tonight's ceremony. Details, J1

BUSINESS

Disaster works for them

Resilience Capital Partners, a Beachwood company, invests in failing manufacturing companies. Details, G1

METRO

ER wait times here less painful

Waiting time for care in a Greater Cleveland emergency room is less than in other areas. Details, G1

Cleveland police looking to arm up

The force is considering buying military-style tactical rifles. Details, B1

No PDQ today

There is no PDQ section in today's paper. The section is moving to Mondays, beginning this week. Check out PDQ tomorrow and see why Mondays aren't so bad anymore.

The rebirth

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



Bus stops designed by Robert P. Madison International are a signature feature of the Greater Cleveland Regional Transit Authority's Silver Line on Euclid Avenue. JOHN KOHIZI | THE PLAIN DEALER

Inside

See where the more than \$4 billion in investment is along the Euclid Corridor. A8



cleveland.com/news

STEVEN LITT | PLAIN DEALER ARCHITECTURE CRITIC

AMID ALL THE BAD NEWS ABOUT CLEVELAND'S ECONOMY, one big, positive number is sure to impress all but the most hardened cynics: \$4.3 billion. ¶ That's how much fresh investment — conservatively speaking — is being poured into the four-mile-long strip of land flanking Euclid Avenue, the city's Main Street, between Public Square and University Circle. ¶ The spending, which encompasses everything from museums and hospitals to housing and educational institutions, includes projects completed since 2000, those now under way and those scheduled for completion within five or six years.

ANALYSIS

Private developers with proven records as doers, not speculators, are gearing up to start projects worth more than \$1 billion along the corridor in the next five years or so. They include Douglas Price III, Nathan Zarembo, Ari and Richard Maron, and Gordon Prismet. The amounts they and nonprofit institutions are investing will easily dwarf the money spent

by government and partners in the 1990s on sports stadiums and the Rock and Roll Hall of Fame and Museum.

One big reason for the energy is the Greater Cleveland Regional Transit Authority's \$200 million Euclid Corridor project, which is reshaping Euclid Avenue around a bus rapid transit line. Fundraisers have long derided the project, funded primarily by federal money, as a boom-

doggle. Media coverage has focused primarily on businesses that failed during construction, along with the hassle of negotiating a sea of orange traffic cones.

The mortgage-foreclosure crisis, which has left as many as 12,000 homes vacant in Cleveland neighborhoods, has also obscured the impending rebirth of Euclid Avenue.

SEE EUCLID | A8

See graphics, maps and extra photos and take a walk along Euclid Avenue in a video by The Plain Dealer's Lonnie Timmons III.

ONLINE



Tracy Nichols - Director

**Department of Economic
Development
City of Cleveland**





Downtown Development





Downtown Development





Midtown Development





Dick Pace - Principal

Cumberland Development





Midtown Development





Midtown Development





Cleveland Clinic Campus





Cleveland Clinic Campus



\$1.2 billion on Euclid Avenue.



Cleveland Clinic Heart Center





Ari Maron - President

MRN & Associates





Downtown Development





University Circle Dev.





University Hospitals





East 118th Condos





East 119th & Coltman





Promoting the HealthLine

**“WITH MY SCHEDULE,
THE HEALTHLINE IS MORE
LIKE MY LIFELINE.”**

Leah Strazisar Registered Nurse, University Hospitals
Masters Student, Case Western Reserve University

Leah Strazisar is constantly pulled in different directions. Which is why the RTA HealthLine just makes sense to her. “I use it to visit friends, to go to work, as a convenience just to grab a quick lunch.” And as a college student on a tight budget, Leah knows good value when she sees it. “The 15-ride is great because it’s already part of my tuition. I would drive, but I don’t want to pay more and still further. To me, it’s a no-brainer.”



JOIN THE RIDE.



HealthLine Customer Survey

On-time Performance

- 94% - Trip was On-Time

Travel Time

- 95% - Travel Time Reasonable

How else would you be taking this trip?

- 18% - By automobile
- 13% - RTA Rail Service (Red Line)

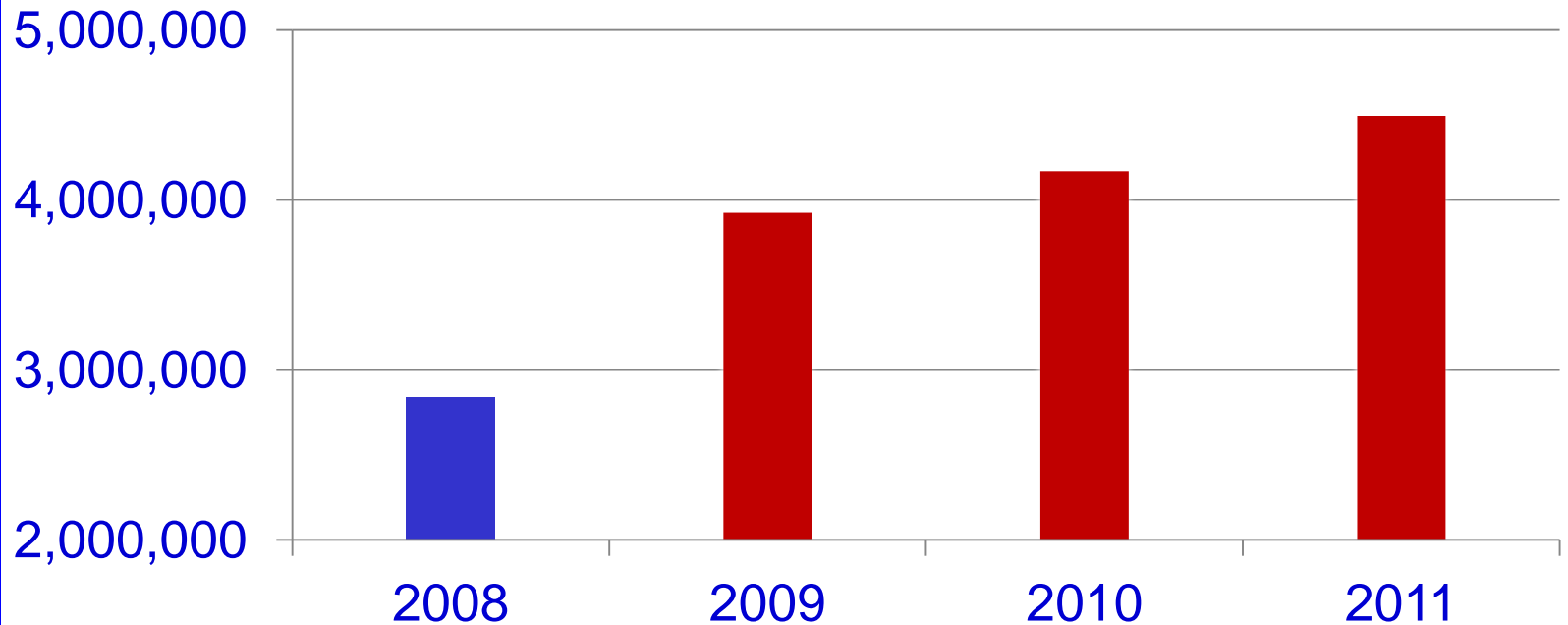
Overall Satisfaction with HealthLine

- 87% - Overall Satisfied



60% Ridership Growth

Ridership has increased over 60%





Development Activity

- **\$5.0 billion of investment**
- **13.5 million square feet of building/renovation**
- **6800 residential units**
- **New projects announced regularly**



2010 ACEC Award

**American Council
of Engineering
Companies**

2010 Grand Award





Urban Land Institute Award

ULI 2011 Award for Excellence: The Americas





“HealthLine” Success





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