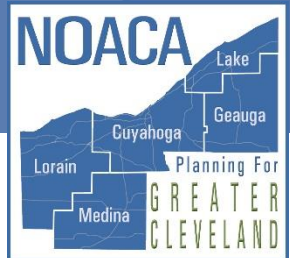


# **TOD IN THE NOACA REGION**

**APTA CONFERENCE**

**SEPTEMBER 24, 2018**

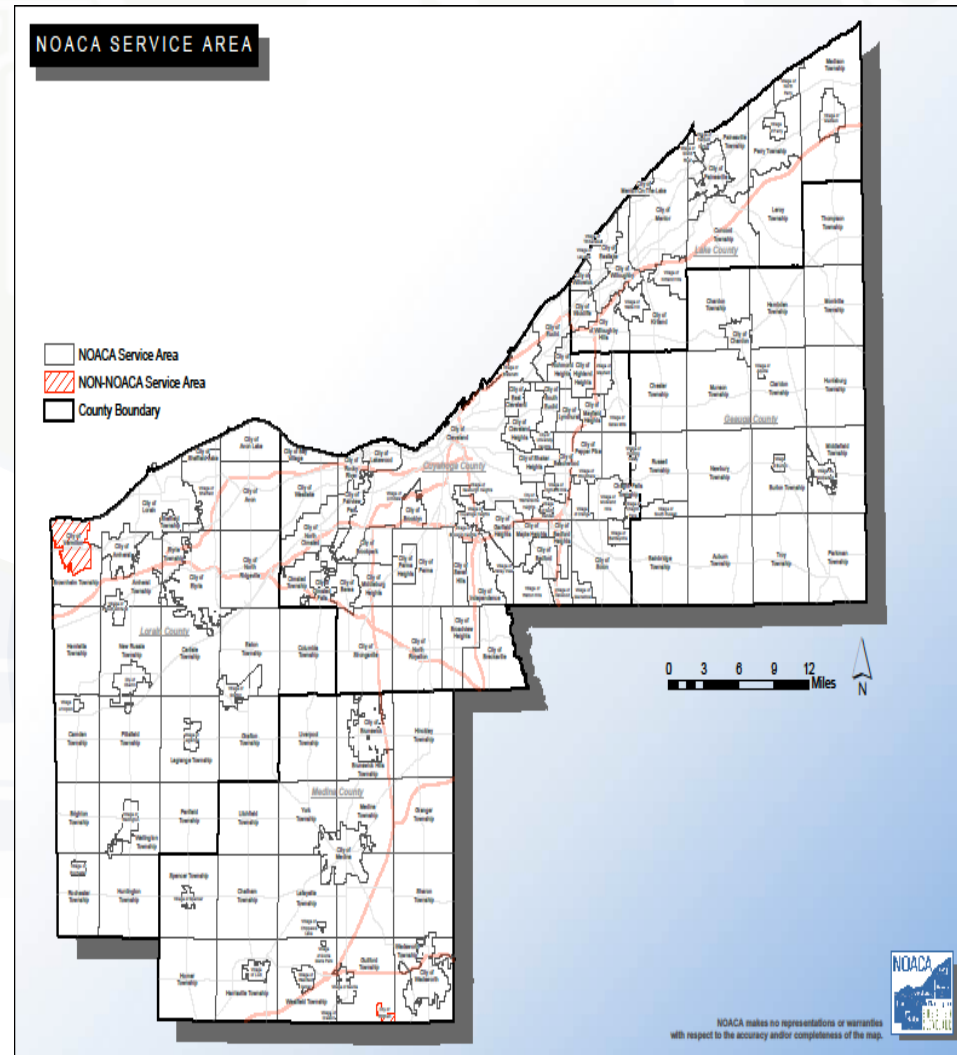


# AGENDA

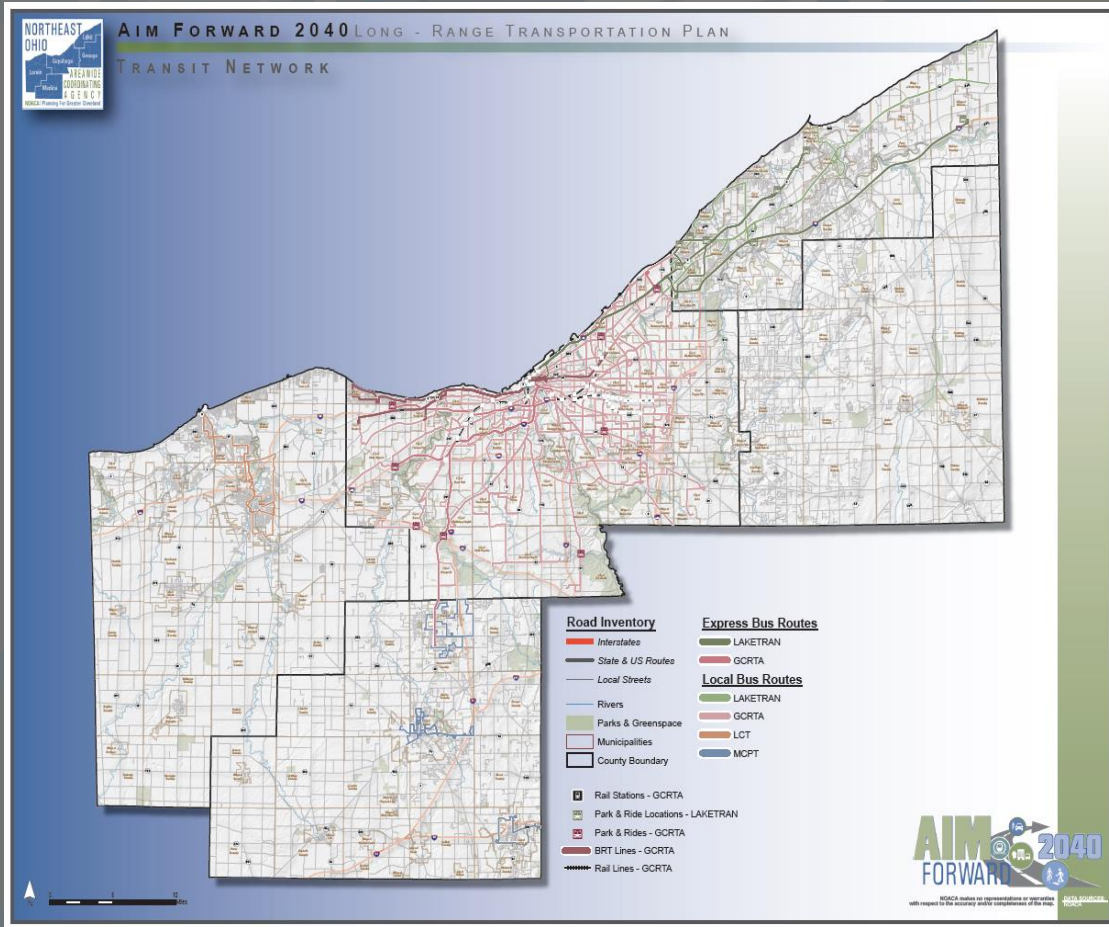
- TOD in Northeast Ohio
- Scorecard and Implementation Plan
  - ☐ Scope and Approach – Phase 1
  - ☐ Typologies and Readiness Summary – Phase 1
  - ☐ Pilot Projects – Phase 2
- What's next- Moving Forward

# NOACA

- The Northeast Ohio Areawide Coordinating Agency (NOACA) is a transportation and environmental planning agency serving Cuyahoga, Geauga, Lake, Lorain and Medina counties.
- Mission Statement: NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.



# NEO REGIONAL TRANSIT SYSTEMS



- Greater Cleveland Regional Transit Authority (GCRTA) – Serving Cleveland and Cuyahoga County
- Laketrans – Serving Lake County
- Lorain County Transit (LCT) – Serving Lorain County
- Medina County Transit (MCPT) – Serving Medina County



# TOD IN THE NOACA REGION

- TOD is generally associated with regions that are growing where TOD is embraced as an alternative to continued sprawl.
- NOACA is looking to use TOD to help increase density and bring population back to the central cities
- NOACA is neither a land use jurisdiction nor a transit provider.
- NOACA can advance TOD by acting as a regional advocate; by providing technical assistance and planning support to localities that wish to embrace TOD; and by targeting public investment and development finance incentives toward specific TOD opportunities.





# TOD IN THE NOACA REGION

- In 2017, NOACA with AECOM as consultant completed a TOD Scorecard and Implementation Plan
- The goal of the plan is to help increase ridership and promote investment and development in and around the regions transit rail stations and high performing bus corridors.

# TOD SCORECARD AND IMPLEMENTATION PLAN SUMMARY – PHASE 1

# SCOPE AND APPROACH

## Scope

- Analysis of the TOD potential of the NOACA region's rail stations and Priority Bus Corridors, Bus Transit Centers, and suburban town centers.
- TOD Place Typology
- TOD Readiness evaluation and ranking of individual stations
- NOACA having an analytic tool for on-going use

## Approach

1. Defined universe of stations
2. Outlined data gathering
3. Created typology framework and assigned stations
4. Collected and analyzed station area metrics
5. Created readiness framework and assessed stations



# SCOPE AND APPROACH

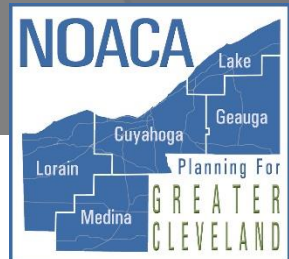
## Segments vs Stations

- Red Line and Rapid LRT main trunk: 42 stations, appropriate units of analysis.
- HealthLine, Blue-Green neighborhood branches, and traditional bus corridors: hundreds of stops, closely spaced.
- Appropriate units of analysis are segments of two-four adjoining stops.

## TOD Analytic Radii

- TOD literature supports ½-mile and ¼-mile as standard.
- FTA standard of ½-mile for rail.
- Most literature on buses uses traditional ¼ walkshed.
- Distinguish Rapid main trunk from local branch stops.
- Distinguish main HealthLine stations (dual hub/Red Line) from other stops.

**AECOM**



# TOD TYPOLOGIES AND READINESS FRAMEWORK

## Assessment Framework: Glossary

### TOD Place Typology

#### Seven Place Types

- Metropolitan Core
- Town Center
- Neighborhood Center
- Main Street
- Neighborhood Residential
- Industrial/Transitional
- Special Destination

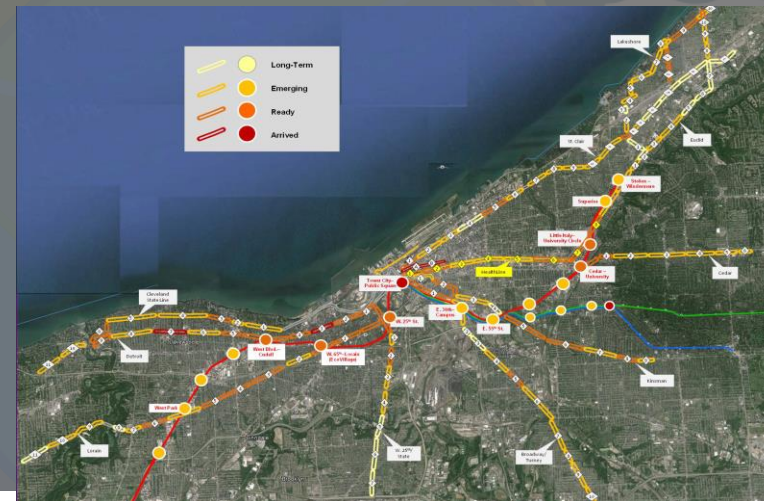
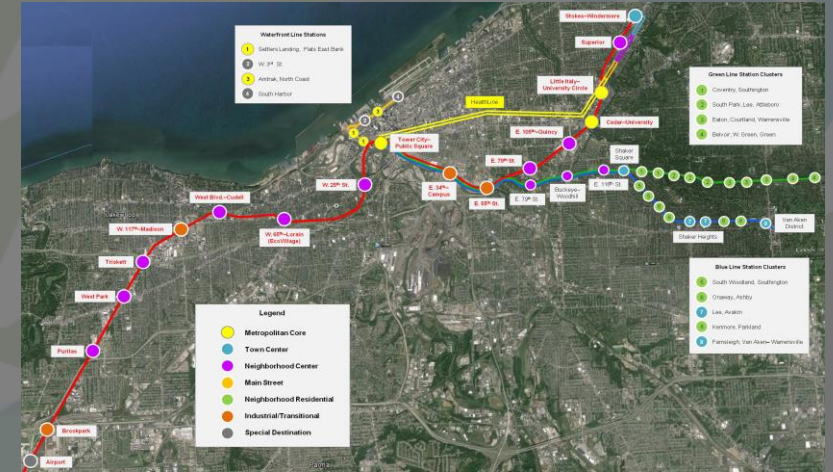
### TOD Readiness

#### Four Readiness Scores

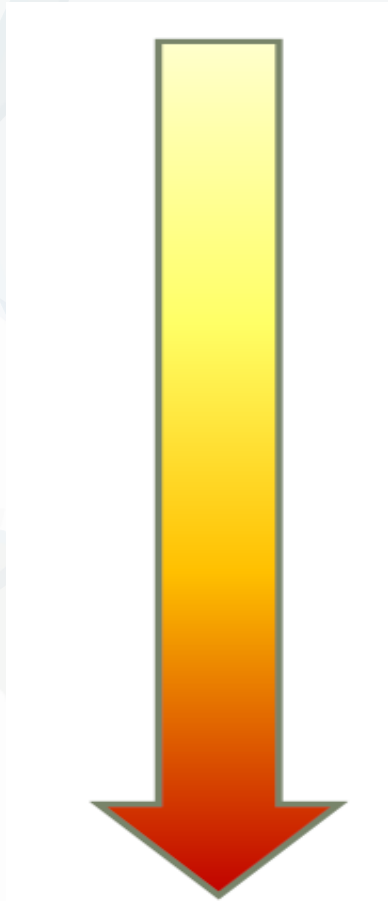
- Long-Term
- Emerging
- Ready
- Arrived

#### Four "Subscore" Rankings:

- Connectivity
- Market Strength
- Land Availability
- Institutional Support

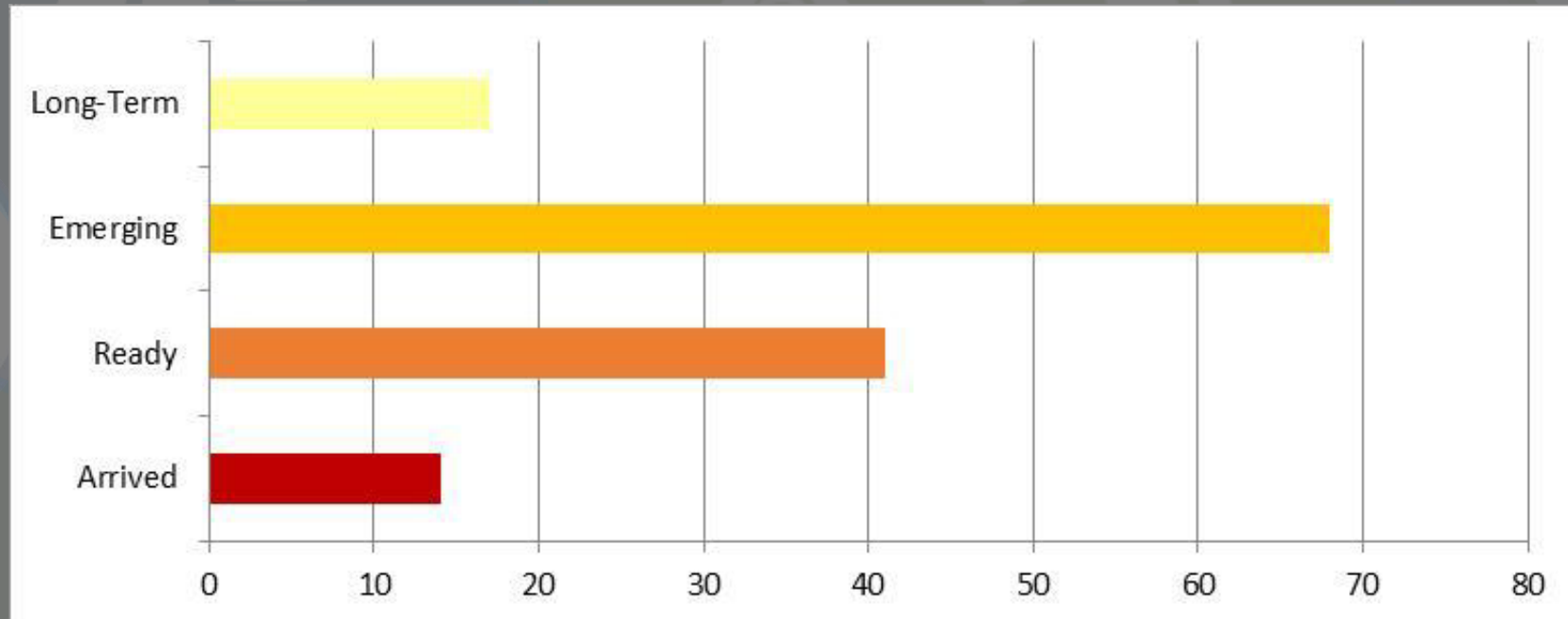


# TOD READINESS FRAMEWORK



- **Long-Term** – exhibiting few of the place typology characteristics.
- **Emerging** – beginning to demonstrate some of the place typology characteristics.
- **Ready** – showing place typology characteristics in much of the station area, but with gaps that can reasonably be expected to be closed.
- **Arrived** – demonstrating place typology characteristics in much of the station area, particularly at the primary corners or areas adjacent to the stations, with some opportunity for continued infill or redevelopment.

# SUMMARY OF TOD READINESS SCORES



# TOD READINESS FRAMEWORK - SUBSCORES



▪ **Connectivity** — how well the station is connected to its surroundings and to other parts of the transportation network.



▪ **Market Strength** — how the real estate market is performing in the station area.



▪ **Land Availability** — the extent to which the station area has vacant and underutilized land which could be developed or redeveloped.

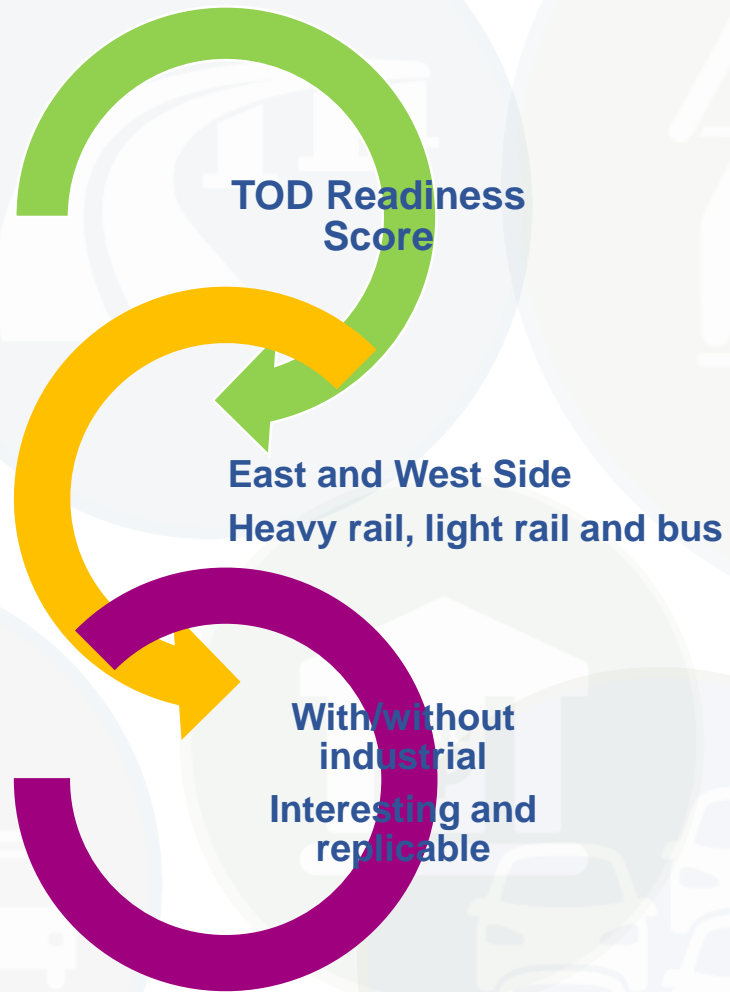


▪ **Institutional Support** — the degree of to which relevant jurisdictions and NGOs provide planning, regulatory, and infrastructure support for TOD.



# TOD SCORECARD AND IMPLEMENTATION PLAN SUMMARY – PHASE 2

# GETTING TO THREE



## TOD Areas

### **West Boulevard – Cudell Station**

- ✓ West Side
- ✓ Red Line Station
- ✓ Detroit Avenue bus corridor

### **Broadway/Slavic Village**

- ✓ East Side
- ✓ Broadway bus corridor
- ✓ E. 55<sup>th</sup> Street Rail Station nearby

### **E116th Street Station**

- ✓ East Side
- ✓ Blue & Green Lines
- ✓ Route 10 “Thrive 105” Corridor BRT

# Background: Market Analysis



4ward Planning was tasked by AECOM to conduct a market analysis for each of the catalyst TOD locations:

- West Blvd.- Cudell
- Broadway - Slavic Village
- Buckeye – Woodhill - East 116<sup>th</sup> Street

4ward Planning also did market analysis for RTA at:

- West 25th Street

The purpose of this analysis was to inform the TOD uses and densities proposed in the concept plans. The analysis addressed are appropriate to each prospective location, including the housing, retail, and employment sectors. The analysis sought to identify market demand as well as feasibility given prevalent development costs, rent levels and underlying economic conditions.

TOD  
Market  
Analysis

## Baseline Socio-Economic Infrastructure Assessment

- Food Access
- Childcare Access
- Park Access
- Affordable Housing

## Market Assessment

- Socio-Economic Trend Analysis
- Labor and Industry Trend Analysis

## Real Estate Supply/ Demand Analysis

- Retail
- Office
- Multi-family
- Independent Living Facilities



# West Boulevard – Cudell Station Area





# Before...





# After





# Public Realm Investments

Transit Plaza

Bike Lane

Retail Streetscape

Enhanced Bus Stop

Gateway Public Art



# **WHAT'S NEXT?**

## **WORKING TOGETHER**





CLEVELAND  
**TODAY**

**LOCUS Briefing**

**Transit Oriented Development Readiness in  
Cleveland**



CITY OF CLEVELAND  
Mayor Frank G. Jackson



Cleveland City Planning Commission

Frederic L. Collier Jr., Director

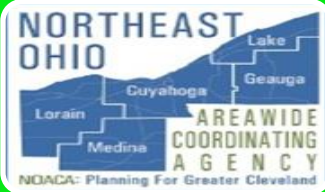


# Roles and Responsibilities



## City of Cleveland

- Streetscapes, urban design, zoning changes
- Traffic changes and parking minimums



## Northeast Ohio Areawide Coordinating Agency

- Approve TLCD applications
- Amend Transportation Improvement Plan



## Greater Cleveland Regional Transit Authority

- Seek joint development projects with development community
- Advocacy for transit oriented development near stations



## Development Community

- Joint development opportunities
- Seek funding and financing





# LOCUS LINK UP



- August 2017 – National Webinar – 80+ attendees
- July 2018 – In person visit 30+ attendees
- Showcasing TOD properties with presentation and tour



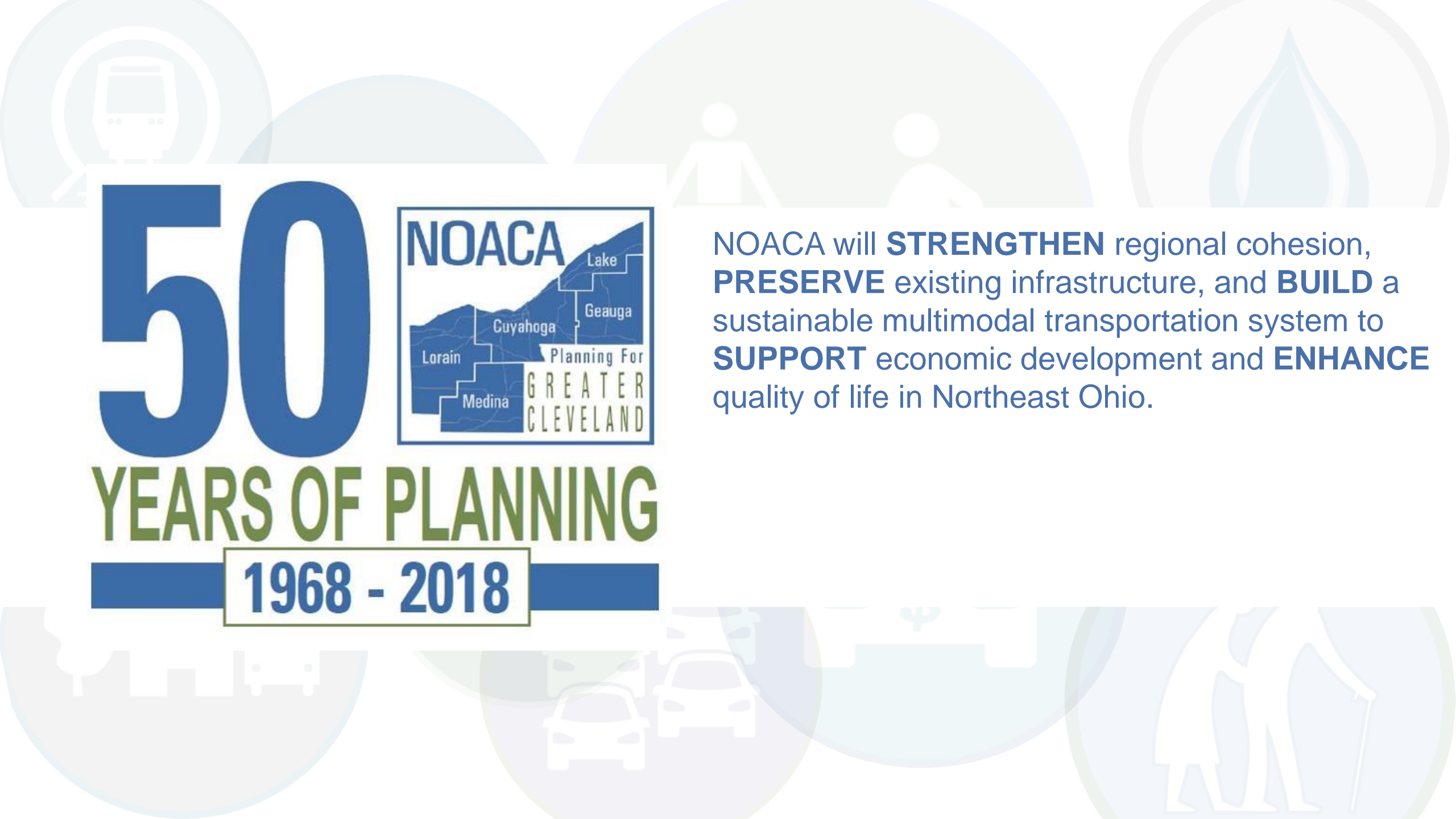
# LESSONS LEARNED

- TOD takes a long time to develop – Have patience
- Build a supportive coalition – EARLY!!
- Private/Public Partners are required
- Financing takes creativity from municipalities and even more from developers
- TOD takes a long time to develop – Have patience

# QUESTIONS?

**KELLEY BRITT, NOACA  
SENIOR TRANSIT PLANNER  
[KBritt@MPO.NOACA.ORG](mailto:KBritt@MPO.NOACA.ORG)**





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## YEARS OF PLANNING

1968 - 2018



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