Connecting Cleveland
2020 Citywide Plan

plan

The Connecting Cleveland 2020 Citywide Plan is the comprehensive plan for the future of Cleveland and its neighborhoods.* It seeks to create great neighborhoods by creating "connections" between people and places and opportunities.

Creating connections means more than developing buildings. It means developing people and developing communities as well. It means linking the "physical" and the "social" in order to create a community that is truly viable and sustainable.

The *Connecting Cleveland 2020 Citywide Plan* proposes not only to build houses but to build neighborhoods – vibrant neighborhoods, safe neighborhoods. It is plan that proposes not only to create shopping centers but to create mixed-use "town centers" that can become the focus of community life. And it is a plan that proposes not only to create jobs but to make job opportunities available to all Clevelanders.

The *Connecting Cleveland 2020 Citywide Plan* lays out a practical vision to achieve its goals through a strategy that builds on the city's unique assets and the assets in each of its diverse neighborhoods.

*The *Connecting Cleveland 2020 Citywide Plan* replaces the *Cleveland Civic Vision 2000 Citywide Plan* as Cleveland's adopted "general plan." It was prepared through a process that engaged thousands of Clevelanders in community meetings and focus groups. The plan is also part of a broader initiative that incorporates plans for Cleveland's waterfront and downtown.

vision

Cleveland 2020…

…a national leader in biomedical technology and information technology – with connections to the Cleveland Clinic, University Hospitals, Case Western Reserve University, NASA and other world-class innovators

…a center for advanced manufacturing – a national model for connecting new technologies to traditional industries

…a community with connections to good jobs for all residents and connections to the education and training demanded by those jobs

…a city with an accessible lakefront and riverfront, connected to waterfront neighborhoods and unique recreation opportunities

…a city of vibrant urban neighborhoods, with mixed-use districts and live-work spaces that attract creative and entrepreneurial people from across the region and the nation

…a community where racial, ethnic and social diversity is not simply tolerated but is embraced and celebrated in every neighborhood as one of Cleveland's greatest assets

…a city known for safe neighborhoods that are family-friendly and senior-friendly, connecting all residents to the conveniences of urban living

…a mecca for the arts and culture, with world-renowned institutions like the Cleveland Orchestra and the Cleveland Museum of Art joined by a vital local arts scene and public art in neighborhoods throughout the city

…a model for healthy living, with walkable neighborhoods, bike routes, ecological design, and community partnerships to provide recreation opportunities to Clevelanders of all ages, incomes and ability levels

…a pioneer in improving public education through partnerships to provide resources based on the needs of students rather than the wealth of communities

The Connecting Cleveland 2020 Citywide Plan presents this vision of Cleveland's future, along with the actions that can be taken today to ensure that the vision will become reality.

action

The *Connecting Cleveland 2020 Citywide Plan* is more than a vision for Cleveland's future. It is also a "kit of tools" for use in implementing the plan, this year, next year and each year during the life of the plan. Among the plan's tools are:

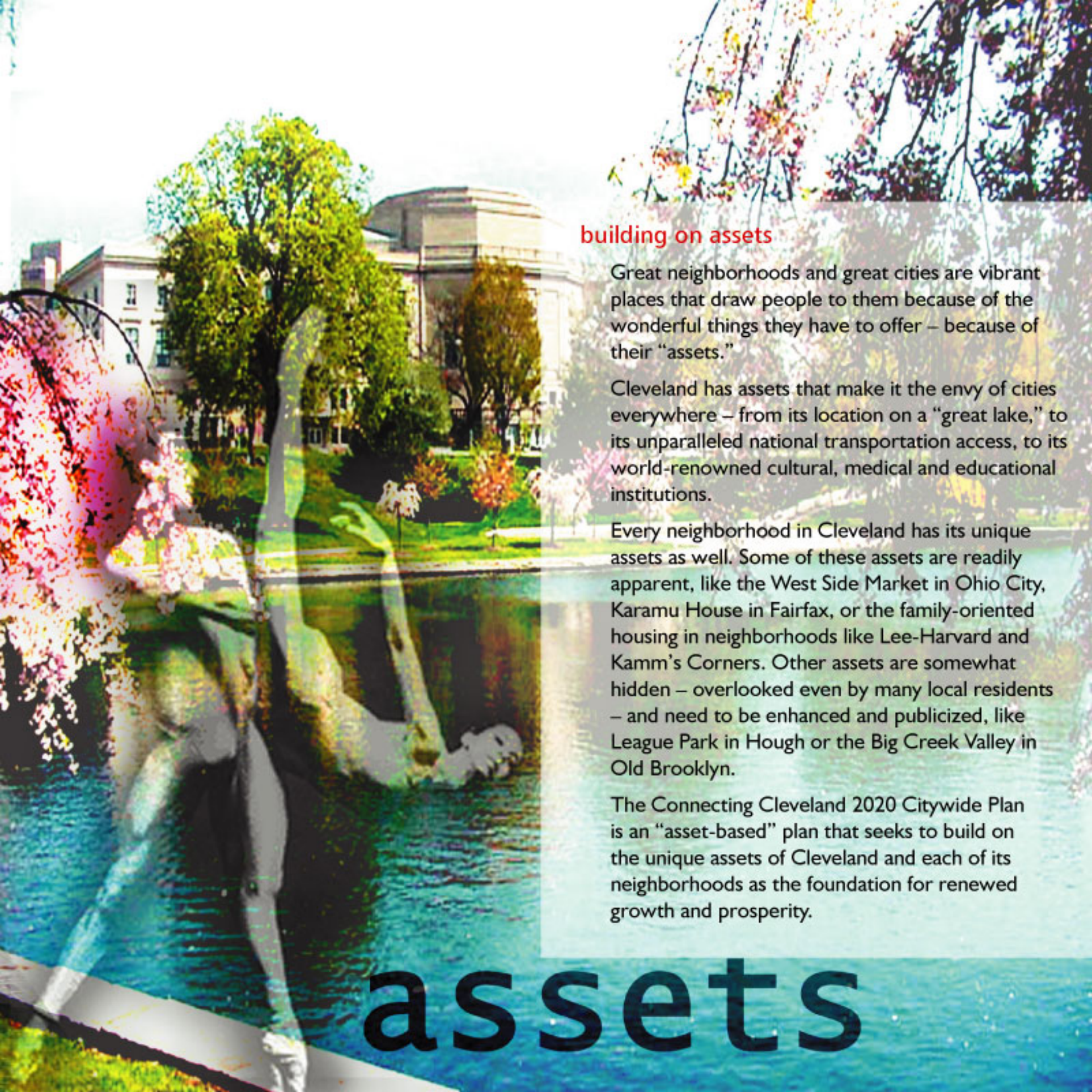
- a future land use map that sets a pattern for development throughout the city
- recommendations for updates to the City's zoning map and zoning code
- identification of development "opportunity zones" in each Cleveland neighborhood
- proposals for development of contemporary shopping centers and industrial and office parks
- identification of opportunities for new housing on hundreds of acres of land
- plans for bike routes and greenways that connect Clevelanders to waterfronts and other destinations
- identification of transportation and infrastructure improvements to facilitate the plan's development proposals
- policy recommendations for an array of new and updated programs for development and community services.

connections

connecting people & places

The *Connecting Cleveland 2020 Citywide Plan* is a plan about connections between people and places and opportunities. A great city is not merely a collection of buildings. It is a place of connections. At its simplest, a connection can be a bike path that connects a neighborhood to the waterfront or a bus line that connects people to jobs. At its most fundamental, a connection can be a shared space – an urban plaza, a neighborhood park, a community institution or even a coffee shop – that connects people to one another in a way that creates a sense of "place" and a sense of belonging – that elusive but enduring thing that we call "community."

Other connections link people to the diverse opportunities available in a city – opportunities that for some city residents are so close but yet have remained just out of reach. These are connections to education, social services, jobs, health care, shopping, entertainment, the arts and culture. Finally, in an economy that is increasingly regional and global, there are the ever-more important connections between the neighborhood, the city, the region and the world.



building on assets

Great neighborhoods and great cities are vibrant places that draw people to them because of the wonderful things they have to offer – because of their "assets."

Cleveland has assets that make it the envy of cities everywhere – from its location on a "great lake," to its unparalleled national transportation access, to its world-renowned cultural, medical and educational institutions.

Every neighborhood in Cleveland has its unique assets as well. Some of these assets are readily apparent, like the West Side Market in Ohio City, Karamu House in Fairfax, or the family-oriented housing in neighborhoods like Lee-Harvard and Kamm's Corners. Other assets are somewhat hidden – overlooked even by many local residents – and need to be enhanced and publicized, like League Park in Hough or the Big Creek Valley in Old Brooklyn.

The Connecting Cleveland 2020 Citywide Plan is an "asset-based" plan that seeks to build on the unique assets of Cleveland and each of its neighborhoods as the foundation for renewed growth and prosperity.

assets

opportunity

regenerating land & buildings

Almost any Clevelander can see the city's challenges. The *Connecting Cleveland 2020 Citywide Plan* asks Clevelanders to look beyond the challenges, to view the city and its neighborhoods through a new lens, bringing into focus the incredible opportunities for rebirth that are now blurred by the shadow of the city's challenges. "Cleveland re-imagined" can be a city where challenges have been transformed into opportunities.

- Contaminated "brownfield" sites can become opportunities for contemporary large-scale redevelopment.
- Obsolete industrial buildings can be converted to trend-setting "live-work" space for artists and others seeking alternative housing.
- Neglected commercial buildings in the heart of city neighborhoods can be renovated as fashionable "mixed-use" projects, with shops on the ground floor and housing above.
- Troubled neighborhood schools can be redesigned and reprogrammed as neighborhood resource centers that promote interaction between students, parents and the community.
- Abandoned rail lines represent opportunities to create trails for bicycling and hiking.

place

re-imagining places

More and more Americans are tiring of "sprawl." They are tired of living in communities with so little character that it is difficult to distinguish one from another. They are tired of living in communities where there is nowhere to walk. Many long for the time when neighbors gathered together at town centers – shopping, working, learning, playing, praying and living, as members of a community.

Ironically, developers are now trying to recreate the traditional urban town center in the midst of freeway-dominated suburbs. Although these developments succeed in some respects, they also testify to the fact that "there's nothing like the real thing!" Cleveland has the real thing – architecturally distinctive, walkable, mixed-use "places" that grew organically from roots that tap deep into the lifeblood of the city.

The *Connecting Cleveland 2020 Citywide Plan* advocates that Cleveland enhance these mixed-use urban districts – connecting them to public transit and bikeways – and preserve their distinctive architecture as its principal strategy for creating competitive places in every city neighborhood.

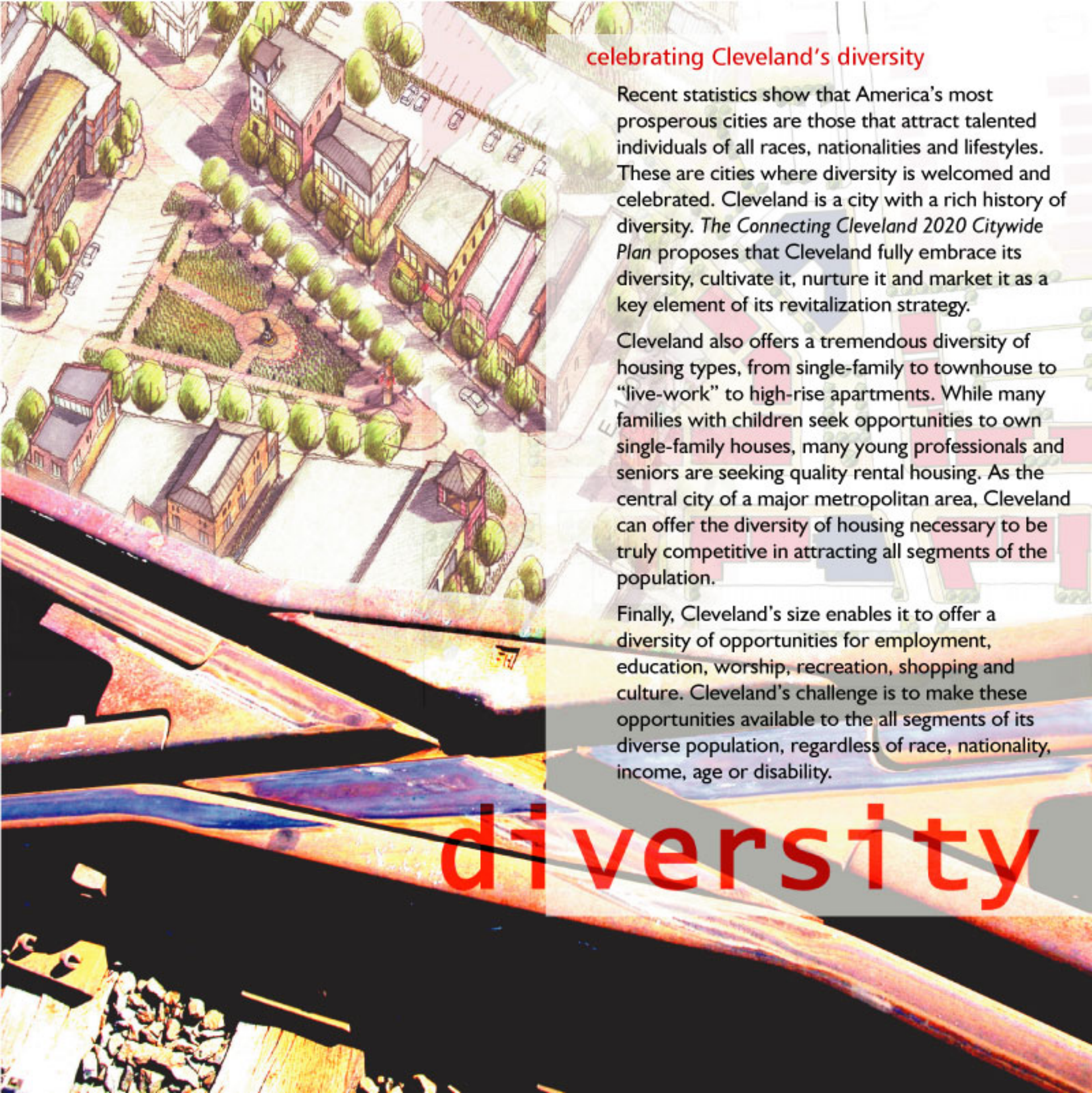
choice

creating communities of choice

With each passing year, people are becoming more mobile. Technology and income have freed many Americans, particularly the most talented and best educated, to "leave home" and follow their desires to places that offer what they seek in employment and lifestyle. "Communities of choice" for these individuals have replaced "communities of necessity."

The *Connecting Cleveland 2020 Citywide Plan* recognizes that if Cleveland is to grow and prosper in the 21st century, Cleveland must "reverse the brain drain" and become competitive in attracting and retaining the mobile individual. Cleveland and its neighborhoods must become communities of choice.

Just as important to Cleveland's future, however, is providing more choices for those Clevelanders who today have too few choices. This was the "mantra" of Cleveland's groundbreaking 1975 Policy Planning Report. Sadly, twenty years later, the need is just as great. Far too many Clevelanders remain trapped in "communities of necessity" – trapped by poverty, unemployment, discrimination, disability and inadequate education. The *Connecting Cleveland 2020 Citywide Plan* recognizes that Cleveland will never achieve true greatness until all Clevelanders are able to live in "communities of choice."



celebrating Cleveland's diversity

Recent statistics show that America's most prosperous cities are those that attract talented individuals of all races, nationalities and lifestyles. These are cities where diversity is welcomed and celebrated. Cleveland is a city with a rich history of diversity. *The Connecting Cleveland 2020 Citywide Plan* proposes that Cleveland fully embrace its diversity, cultivate it, nurture it and market it as a key element of its revitalization strategy.

Cleveland also offers a tremendous diversity of housing types, from single-family to townhouse to "live-work" to high-rise apartments. While many families with children seek opportunities to own single-family houses, many young professionals and seniors are seeking quality rental housing. As the central city of a major metropolitan area, Cleveland can offer the diversity of housing necessary to be truly competitive in attracting all segments of the population.

Finally, Cleveland's size enables it to offer a diversity of opportunities for employment, education, worship, recreation, shopping and culture. Cleveland's challenge is to make these opportunities available to the all segments of its diverse population, regardless of race, nationality, income, age or disability.

diversity

sustainability

building for today and tomorrow

The *Connecting Cleveland 2020 Citywide Plan* seeks to re-create Cleveland as a city that meets the needs of the present without compromising the ability of future generations to meet their own needs. In other words, the plan seeks to create a "sustainable" Cleveland.

A sustainable Cleveland is a city that conserves natural resources so that they are plentiful in the future. A sustainable Cleveland is a city that provides educational and employment opportunities to current residents in order to ensure economic prosperity for future generations. A sustainable Cleveland is city that provides opportunities for healthful living to all citizens.

The *Connecting Cleveland 2020 Citywide Plan* proposes to achieve its goals for sustainability through actions such as the following:

- Create high-density, mixed-use districts that promote travel by transit, walking and bicycling.
- Amend building and zoning codes and add incentives to encourage "green building."
- Design safe routes for walking and bicycling, accessible to all residents.
- Reduce use of energy and water in City facilities and vehicles.
- Clean contaminated "brownfield" sites and promote beneficial re-use.