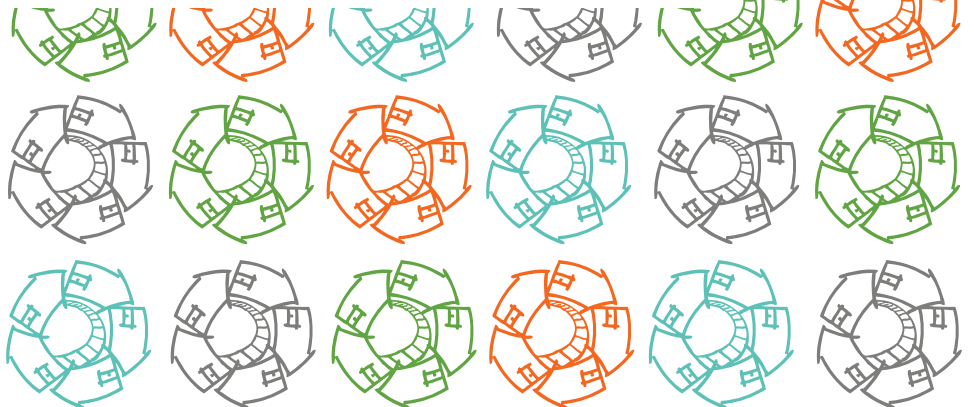


EcoVILLAGE

Community Design Charrette Report

January 2012





Prepared for the

Detroit Shoreway Community Development Organization
6516 Detroit Avenue
Cleveland, Ohio 44102
(216) 961-4242

and



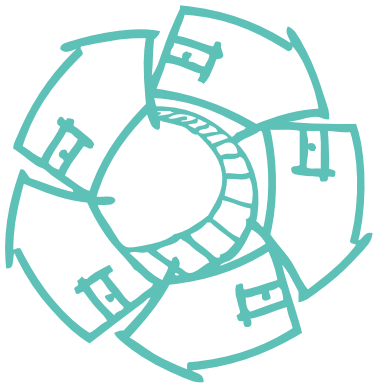
Councilman Matt Zone
6501 Detroit Avenue
Cleveland, OH
44102
(216) 939-1717

by



Cleveland Urban Design Collaborative
Kent State University
1309 Euclid Avenue
Cleveland, Ohio 44115
(216) 357-3434

January 2012



EcoVILLAGE

Community Design Charrette Report

January 2012

Metro Catholic School

Empowering Dreams



ACKNOWLEDGEMENTS

The design team would like to especially thank Sister Anne Maline, Principal of Metro Catholic Parish School located in the EcoVillage neighborhood for graciously hosting two public meetings at the school campus.

The design team was very fortunate to be joined by Ball State University Urban Design Instructor Bruce Race and his students in the Master of Urban Design studio, Jeremy, Mark, Craig, Trevor, Selim, Brian, Tyler and Abdullah.

The Community Design Charrette course was led by the Kent State CUDC's David Jurca, Terry Schwarz, Sagree Sharma, Gauri Torgalkar and Steve Rugare. The majority of the charrette design team included Kent State CUDC graduate students Julie Whyte, Krysta Pesarchick, Nicole Kaptur, Amadeus Escudero, Arthur Schmidt IV, Christopher Ramlow, George Bartiluca, Jordan Wewer, Nti Awakessien and Kent State Architecture Studies students Joseph Palmieri and Nathan Hooks.

CONTENTS

- 1 INTRODUCTION**
 - What is a charrette? 6
 - Charrette overview7
 - Charrette public meeting schedule9

- 2 SITE STUDY AND EXISTING CONDITIONS**
 - EcoVillage Location10
 - EcoVillage History11
 - Existing Conditions12

- 3 ECOVILLAGE DESIGN PROPOSALS**
 - Identity and Wayfinding..... 20
 - Rapid Station District..... 42
 - EcoARC (Ecological Agrarian Resource Center) 44
 - Lorain Avenue 46
 - Madison Avenue Bridge 52
 - W. 65th Street Eco-Art Corridor 54

- 4 SHORT TERM ACTIONS AND COST ESTIMATES66**

GREEN AND RESTORATIVE URBAN DESIGNS BECOME SUSTAINABLE SOLUTIONS ONLY WHEN THEY ARE COMPLIMENTED BY A SELF-ORGANIZING HUMAN OR SOCIAL SYSTEM OF STEWARDSHIP. **OR IN OTHER WORDS, WHEN THEY MATTER TO PEOPLE.**

- Erika S. Svendsen, U.S. Forest Service, Northern Research Station

■ WHAT IS A CHARRETTE?

First of all, you may be wondering, “What exactly is a ‘charrette’?” A charrette [SHUH-RET] is an intensive, participatory process that brings together a variety of community stakeholders to observe and share ideas about their community. It’s important to emphasize that a charrette is an **accelerated collaborative** session in which designers work with community members and serves as a way of **quickly** generating design ideas while integrating the aptitudes and interests of a **diverse** group of people. Think of it as an interactive, dynamic brainstorming session to reach a consensus on a vision for the future. A charrette is a process for generating urban design proposals that matter to people.

Like most design processes, the EcoVillage charrette followed an iterative process, where ideas follow a series of development stages, then the stages are repeated (see Fig. 1). The charrette process began with preliminary neighborhood **Research** conducted by graduate students in the Community Development Process course

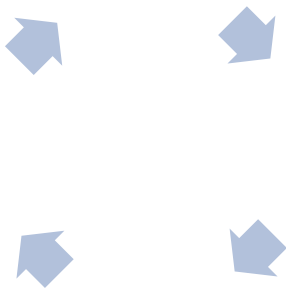


Fig. 1 The iterative design process

at Kent State's Cleveland Urban Design Collaborative (CUDC), taught by Terry Schwarz. The preliminary information assembled by the students, including demographic data, site maps and case studies, was presented to the public for **Review** during the first day of the charrette on Saturday, October 22nd, 2011. Feedback from the public meeting and subsequent stakeholder work sessions was used by the design team to **Create** new drawings and design priorities to guide the remainder of the charrette process. Students and instructors then took time to **Reflect** on the design ideas and identified a list of preliminary concepts in need of further **Research**. The researched concepts were again presented to the public for **Review** during scheduled sessions at a local school and a neighborhood coffee shop. In this way, the charrette process repeats the stages of design development, producing increasing levels of refinement based on public input.

■ CHARRETTE OVERVIEW

The Kent State Cleveland Urban Design Collaborative conducts a community design charrette course once a year, typically held early in the fall semester. The location selected for the charrette always changes, but typically focuses on a Northeast Ohio neighborhood, which presents a clear and interesting urban design issue for the CUDC's graduate students and staff to tackle. The charrette course is a wonderful opportunity for graduate urban design students to gain real-world experience by working closely with CUDC staff and engaging directly with community residents.

The Cleveland EcoVillage was selected by the CUDC as the site for the 2011 fall semester charrette, because the location presented several compelling urban design questions related to green infrastructure, neighborhood identity, transit oriented development and design as a means to build social capital. Several development projects were also recently initiated in the area, so the charrette was an opportunity to connect the projects. The EcoVillage had also just reached its 10 year anniversary, so the time seemed right to assess what worked in the past and engage the public to craft a shared vision moving forward.



Fig. 2 The first public meeting for the EcoVillage charrette held at Metro Catholic Parish School.

■ CHARRETTE PUBLIC MEETING SCHEDULE



Saturday, October 22, 2011

10am - 12pm Community Mtg. #1
Discussion
Next Steps

12 - 1:30pm Working Lunch
Review stakeholder feedback

7 - 8pm Community Review Session #1
Present preliminary ideas



Sunday, October 23, 2011

10am - 8pm Work Session at CUDC

4 - 5:30pm Community Review Session
Stakeholder review session



Monday, October 24, 2011

9am - 5pm Work Session at CUDC
Prepare final presentation

Wednesday, October 26, 2011

7 - 8:30pm Final Community Meeting





ECOVILLAGE LOCATION

EcoVillage is located on Cleveland's near west side, in the Detroit-Shoreway neighborhood. The boundaries of the Cleveland EcoVillage are based on a 5 minute walking radius from the RTA Rapid Station, located at the center of the neighborhood (Fig. 3). The EcoVillage street borders are generally recognized as Franklin Blvd. to the north, W. 65th St. to the west, I-90 to the south and W. 52nd St. to the east. The rapid station is roughly 2 miles west of downtown Cleveland and half a mile south from the center of the Gordon Square Arts District.

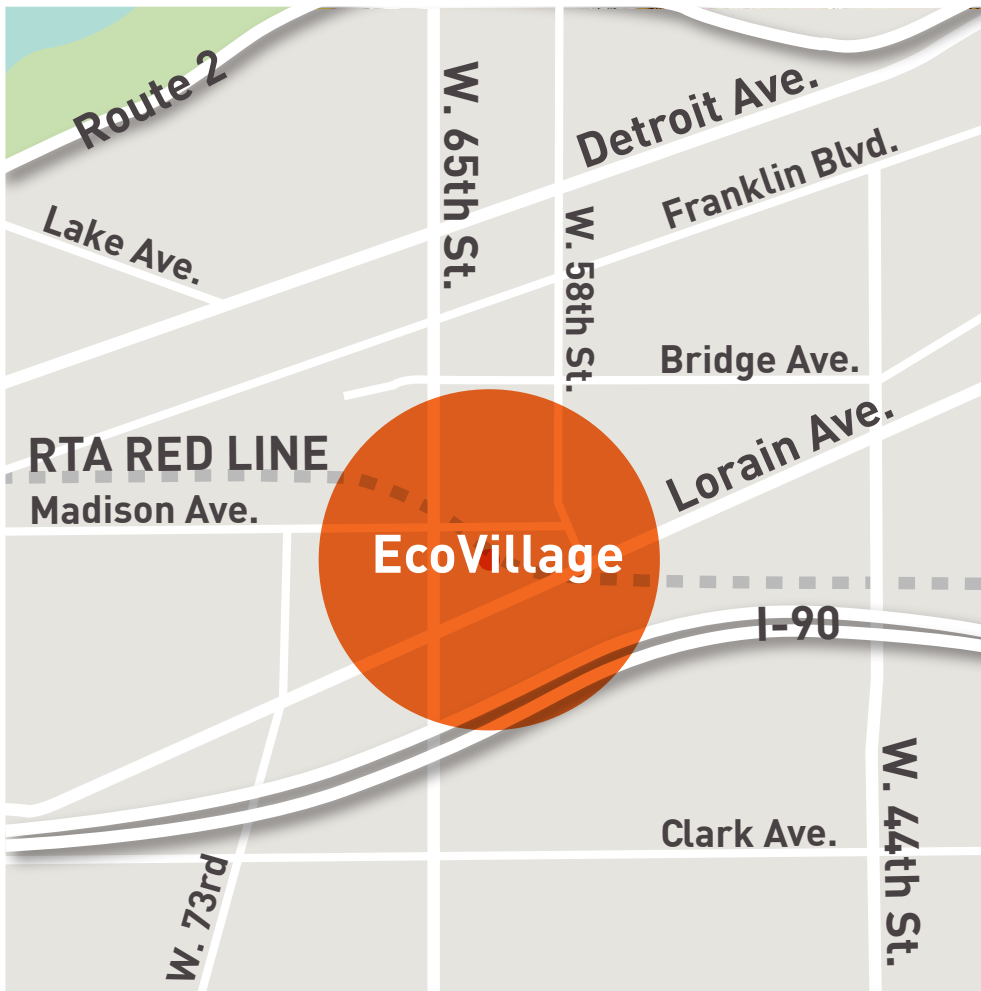


Fig. 3 Orange circle indicates a 1/4 mile radius surrounding the W. 65th St. rapid station, referred to as EcoVillage.



Fig. 4 (above) Entrance to the W. 65th RTA Rapid Station. (below) Pear Avenue is an attractive brick paved street providing east-west access through EcoVillage.

■ ECOVILLAGE HISTORY

“To develop a model urban village that will realize the potential of urban life in the most ecological way possible.”

- The goal of the EcoVillage, extracted from *Cleveland’s EcoVillage: Green and Affordable Housing Through a Network Alliance* by Wendy A. Kellogg and W. Dennis Keating

The Cleveland EcoVillage was established through a partnership involving nonprofit organizations, the City of Cleveland, the Greater Cleveland Regional Transit Authority (RTA), private developers and neighborhood residents. In 1997, a community workshop was conducted with area residents to envision the future of the quarter mile radius surrounding the W. 65th rapid station and based on the feedback, a conceptual plan was developed by City Architecture. Over the last 10 years, EcoVillage has welcomed a new rapid station, 24 energy efficient homes, several community gardens, the Gordon Square Farmers Market and the recently begun renovation of the Michael Zone Recreation Center Sustainable Greenspace.

Cleveland EcoVillage is recognized as an urban demonstration project with a focus on four areas of sustainability: green building, transit oriented development, urban agriculture and societal interdependence (Fig. 5).

WHAT IS AN ECOVILLAGE?

“An EcoVillage is a community of people creating a way of living that sustains healthy ecological relationships. Current living patterns that consume vast quantities of resources and disregard the creation of waste have tremendous ecological, social, and economic cost. The worldwide EcoVillage movement offers an alternative model that strives to replace consumption and waste with preservation and regeneration. To undertake an urban EcoVillage, there must be a faith in the idea that cities can be good for humans and good for the earth.”

-from Detroit-Shoreway EcoVillage website | <http://www.dscdo.org/ecovillage.aspx>

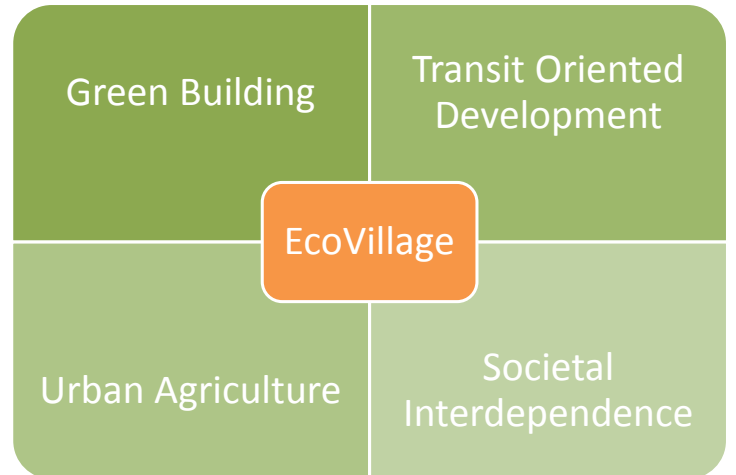


Fig. 5 The four focus areas of the Cleveland EcoVillage

EXISTING CONDITIONS

Since the establishment of the Cleveland EcoVillage more than 10 years ago, the W. 65th St. rapid station remains the central asset for the community. The public transit ridership rates for the EcoVillage area (10.6%) are actually lower than average for Cleveland (12%). Although ridership rates at the rapid station are not as high as desired, RTA expects to increase the frequency of rapid stops along the Red Line as ridership rates have shown improvement. The station is an attractive structure and distinctive neighborhood amenity, but is rather hidden from W. 65th Street, the area’s main north-south arterial.

During the neighborhood walking tour taken by the design team, several students observed residents working together in community gardens or maintaining their own vegetable gardens. These observations underscore the community’s stated interest in urban agriculture and societal interdependence.

The demographics of the community have shown notable changes between 2000 and 2010, based on census figures. The overall population of the area dropped from 52,108 residents to 45,014



Fig. 6 A horse-drawn carriage awaits a newly married couple outside St. Colman's Church on W. 65th St.

residents in 10 years. Perhaps the most striking figure is the increase in the percentage of residents between 6-18 years of age, which was only 11.9% in 2000 and nearly doubled to 22.5% in 2010. This percentage and real number increase in young residents may signal a need to expand opportunities for youth engagement.

The percentage of renters increased from 60.75% to 66.1% and the percentage of owner occupied fell commensurately from 39.3% to 33.9%. Although the number of home owners fell, the vacancy rates also dropped in the area from 11.9% to 7.9%.

Examples of resident-led neighborhood improvements were visible throughout EcoVillage, from lush native planting tree lawns to colorfully painted murals. Many of the proposals shown later in the report were inspired by this DIY ethic, which may turn out to be a critical factor in EcoVillage's future success.



Fig. 7 Shared backyards at the EcoVillage Townhomes

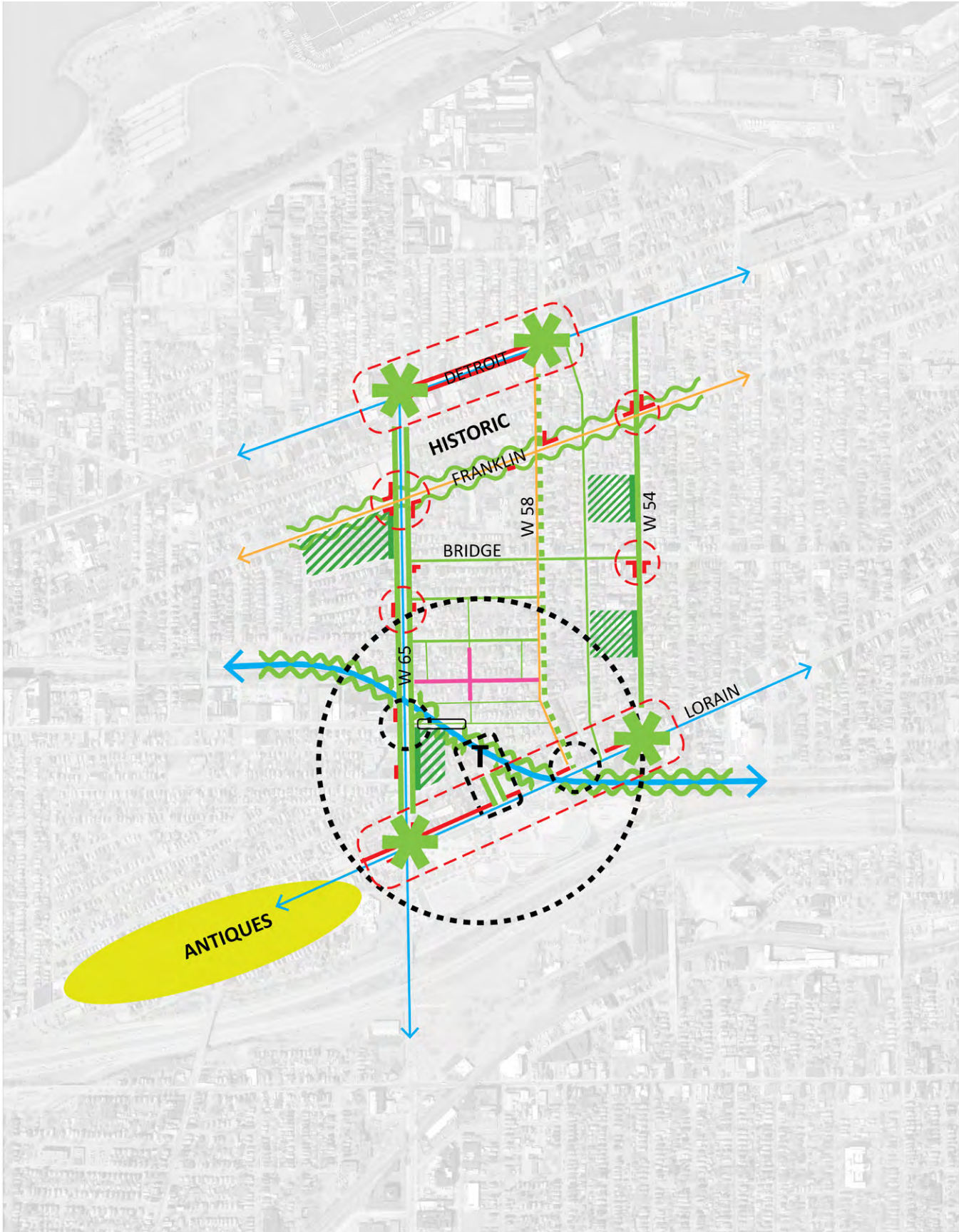


Fig. 7 The site analysis diagram provided the overarching framework for design proposals.



Fig. 8 The headwaters area runs through a significant portion of the EcoVillage.

The existing conditions assessment of the neighborhood conducted immediately after the first public meeting focused on mapping the primary ecological systems in the area. These layers of ecological systems included watershed boundaries, tree canopy, topography, soil type and green space networks. The site analysis diagram (Fig. X) developed by adding multiple layers of information, ultimately produced a conceptual framework for the design proposals.

The following general recommendations were derived from the ecological systems analysis:

The headwaters area (Fig. X) shown in orange indicates the high elevation points in the watershed, where rainwater starts its journey downhill to the lake. **Broadleaf vegetation and tree canopy should be focused in the headwaters area to maximize stormwater absorption.**

North/south streets have limited tree canopy (Fig. X) because of power lines, therefore plans should **prioritize ground-level bioretention on W. 65th Street, W. 58th Street and W. 54th Street.**

East/west streets slope away from W. 58th Street, which coincides with the area's geographic ridgeline, therefore plans should **focus broad leaf tree planting on these streets and adjacent lots to restore urban canopy.**

RTA rapid corridor creates natural habitat and needed experience of wilderness, therefore plans should **address the rail line area as a riparian corridor and increase opportunities for human engagement.**



Fig. 9 W. 58th St. is the highpoint, or ridgeline, of the area, which means water sheets east and west along perpendicular streets.

■ COMMUNITY FEEDBACK

At the first public meeting, all attendees were given comment cards to share their priorities for the design process. Residents were given opportunities to stand up and speak during the public meeting, but the comment cards gave people another option for sharing their thoughts with the design team. All the cards were collected and read, then the most frequently mentioned ideas were assembled together and distilled into six main priorities.

The most common desire can be articulated as, “Enhance the EcoVillage Identity and Craft the Experience”. This comment referred to the need to address the perceptions of both residents and non-residents.


Many attendees also expressed a need for a wider range of uses in the mostly residential EcoVillage area. More retail and food options were on top of the list.

Residents felt that a great deal of creativity exists in the neighborhood, but the outlets for expressing one’s creativity are somewhat limited. More locations for residents to create or display art was desired.

Attendees felt it was important to encourage a sense of ownership in the neighborhood, not only in a literal sense by increasing the percentage of home ownership, but also by creating more opportunities for all residents to be actively engaged in making a EcoVillage a better place.

Temporary use projects and special events were seen as exciting and impactful ways to catalyze long-term neighborhood vitality.

Comments also centered on the issue of inclusivity of all EcoVillage residents and to surrounding areas.


ECOVILLAGE CHARRETTE  *comment card*

WEDNESDAY 3:00-5:00 PM | OCTOBER 22-24, 2011

NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

Enhance the EcoVillage Identity and Experience
- For residents and non-residents


ECOVILLAGE CHARRETTE  *comment card*

WEDNESDAY 3:00-5:00 PM | OCTOBER 22-24, 2011

NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

Encourage sense of ownership.
- Home ownership
- Cultivate stewardship


ECOVILLAGE CHARRETTE  *comment card*

WEDNESDAY 3:00-5:00 PM | OCTOBER 22-24, 2011

NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

Greater mix of uses in EcoVillage.
- More retail
- Food options


ECOVILLAGE CHARRETTE  *comment card*

WEDNESDAY 3:00-5:00 PM | OCTOBER 22-24, 2011

NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

Activate the neighborhood with events and temporary uses.


ECOVILLAGE CHARRETTE  *comment card*

WEDNESDAY 3:00-5:00 PM | OCTOBER 22-24, 2011

NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

More creative outlets (places) throughout the neighborhood.

ECOVILLAGE CHARRETTE  *comment card*

WEDNESDAY 3:00-5:00 PM | OCTOBER 22-24, 2011

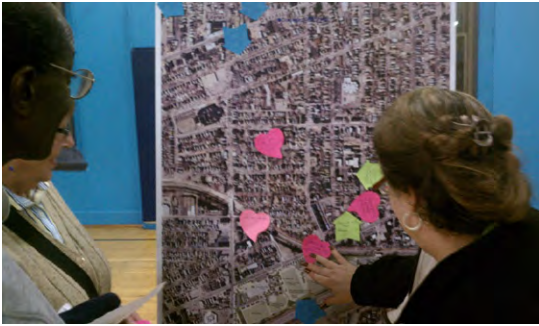
NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

Strengthen inclusive connections.
- Within EcoVillage
- To surroundings areas

Fig. 10 The 6 main priorities submitted on comment cards by public meeting attendees.

COMMUNITY FEEDBACK



In addition to the comment cards, public meeting attendees were also given an opportunity to provide feedback by writing their ideas on sticky notes and placing them on a map of the neighborhood. Attendees were asked to indicate both existing and desired locations for Weekday Activities, Weekend Activities and Special Events. Although there are clearly more existing activities and events in the neighborhood than the ones indicated below, the following list captures the wide range of creative place-based ideas desired by the public:

Weekday Activities

Existing

1. Franklin Blvd Canning Guild | Franklin Blvd
2. Hispanic Soccer Leagues | Zone Rec Center

Desired

1. Greening the campus of Gallagher School | W. 65th and Franklin Blvd
Generational Greening – education as part of the green development
3. Art/Music Center (for kids and adults) | W 65th vacant building
4. St. Stephen's Tours | St. Stephen's Church
5. Food Trucks | Along W. 65th near Lorain Ave.
6. Trolley rides connecting W. 65th St. and W. 25th St along Lorain Ave.
7. Bike tours to Edgewater Park

Weekend Activities

Existing

1. Neighbors greening the planter | Gallagher School
2. Cleveland Fruit Share (neighborhood fruit tree picking) | Fir Ave and others
3. Gordon Square Farmers Market | W. 65th and W. Clinton

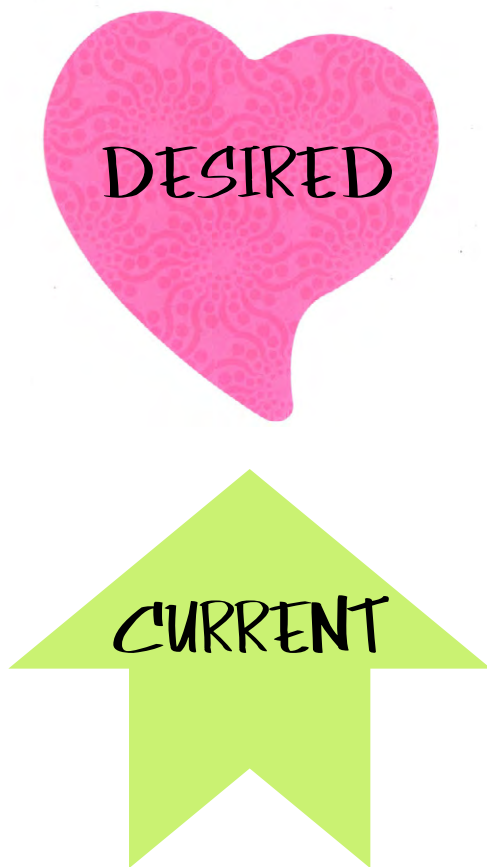


Fig. 11 During the second public meeting, attendees were asked to write a desired Weekday Activity, Weekend Activity or Special Event on a heart-shaped sticky note and place it on the map. A green arrow sticky note was used to mark locations of existing activities and events.

Desired

1. Chicken Graffiti | Madison Ave Bridge
2. Madison Ave. Bridge Party | Madison Ave Bridge
3. Bird Watching Walks | RTA corridor valley
4. Music in the Park | Zone Rec Center
5. Goat grazing | Between Beverly Ct and Rail corridor
6. Flower Planting Day | W 58th and Lorain Ave
7. Native tree planting and invasive plant removal | Along I-90 at Zone Rec

Special Events

Existing

1. Fourth of July craziness | Little Italy
2. Gordon Square Arts District Day | Gordon Square, June
3. W. 78th St. Galleries | 3rd Fridays
4. Chef in the Garden Event | Ithaca Ct Garden

Desired

1. Day of the Dead Event | Fir Ave Cemetery
2. Market Garden | Madison Bridge
3. Pear Fair (with twinkle lights) | Pear Ave
4. Goat Petting Zoo | Beverly Ct
5. EcoVillage Annual Locavore Dinner | Ithaca Ct. Garden
6. Annual Eco Fair (fun activities, low tech solutions, etc.) | Zone Rec Center
7. Sunday Potluck in the Garden | Ithaca Ct Garden
8. EcoVillage Prom/Party | RTA Station

3 ECOVILLAGE DESIGN PROPOSALS

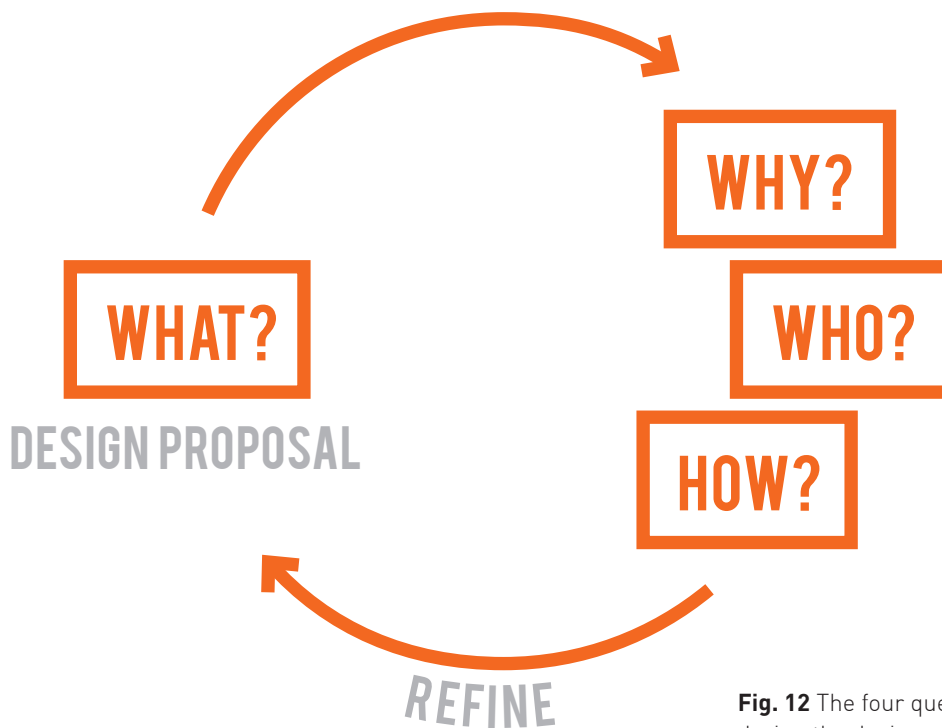


Fig. 12 The four questions constantly asked during the design proposal generation process



Based on the feedback from the public meetings and information gathered during the site visit, the design team developed proposals to address short and long term needs of the neighborhood. The design proposals were developed through a constant process of asking four critical questions:

- What is the design proposal?
- Why is the design proposal important?
- Who needs to be involved?
- How will the proposal be implemented?

The following design proposals include a description of the project (What?) and also present responses to the three additional, and equally important, questions: Why?, Who? and How? The intention of the report is to support the actions of various change agents working in the neighborhood by providing a shared vision, which also includes a roadmap for implementation.



Fig. 13 Design team members work with local residents to refine design proposals

INDIVIDUAL/LOTSCALE STRATEGIES

**these strategies include built-in customization potential that can be expanded by the owner/operator---
therefore creating, at the block level, a locally legible community system equipped by diversity and creativity*

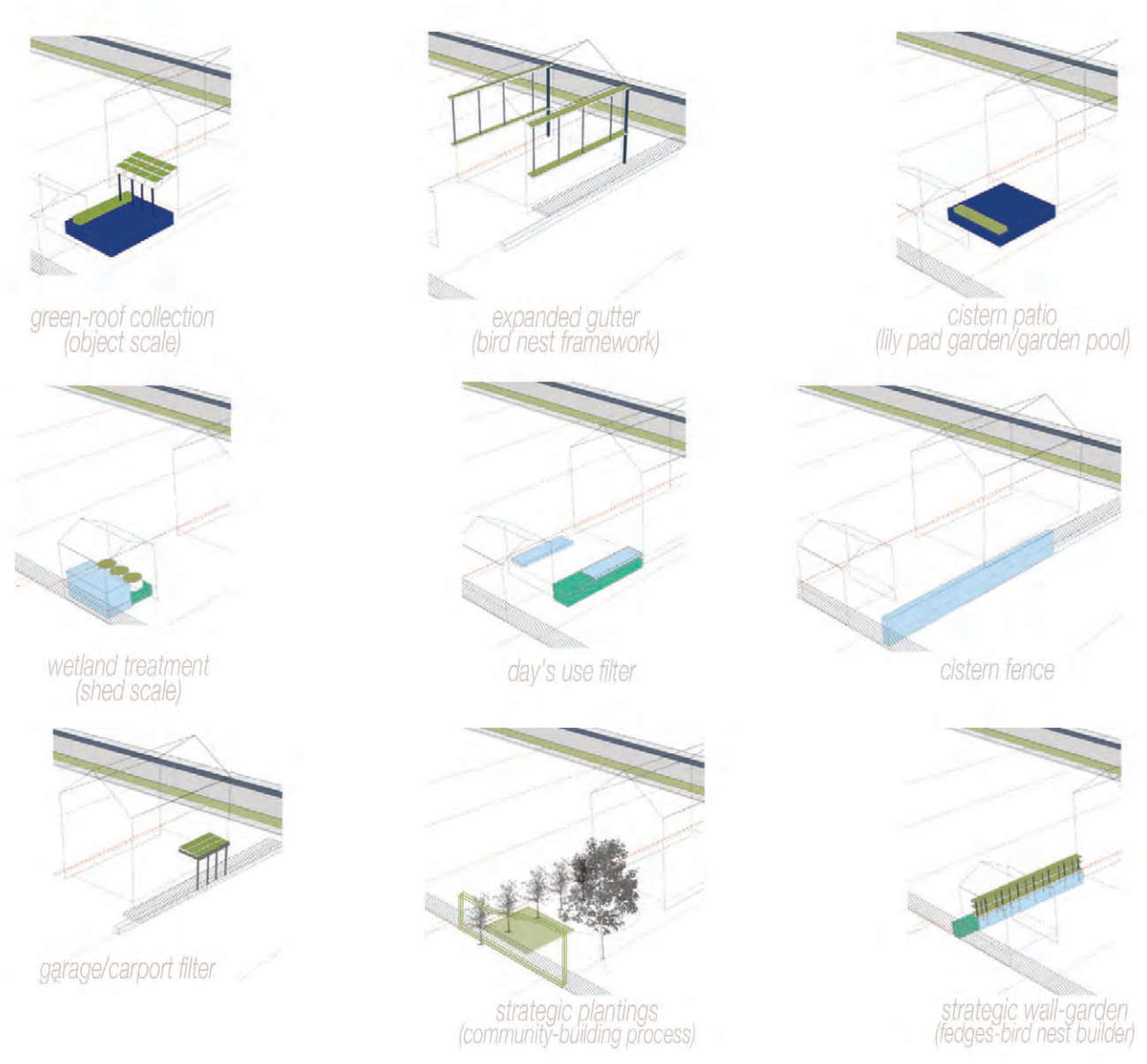


Fig. 14 A variety of options for improving individual lots to increase ecological functioning and neighborhood identity

Lot-Scale Strategies

■ IDENTITY AND WAYFINDING

WHAT?

A set of improvements homeowners can make to their own properties, which can collectively create a strong ecologically grounded identity for EcoVillage.

WHY?

A significant portion of the feedback received from the comment cards filled out during the public meetings referred to a need to create a stronger sense of identity for EcoVillage. Not only are visitors to the area unfamiliar with the EcoVillage's location, but many residents living within the EcoVillage boundaries are not aware of their neighborhood's unique designation.

In order to promote a sense of identity that goes beyond logos and graphics, the Lot-Scale Strategies form a kit-of-parts, or catalogue, of individual residential property scale projects that can express an ecological identity and also serve important ecological functions. Engaging residents in the process of identity creation will increase neighborhood cohesion and long term stewardship.

WHO?

Some interventions can be coordinated by Detroit Shoreway Community Development Organization in partnership with local block clubs, but ultimately the projects will be implemented by property owners.

HOW?

A pamphlet containing a variety of ecological property improvements can be created and distributed in the neighborhood, similar to the *Reimagining A More Sustainable Cleveland Vacant Land Re-Use Pattern Book*, providing residents with a set of strategic interventions they can implement themselves. The pamphlet may also explain underlying sustainable principles and goals, highlight distinct neighborhood features, and can be used as a marketing tool to attract new residents.

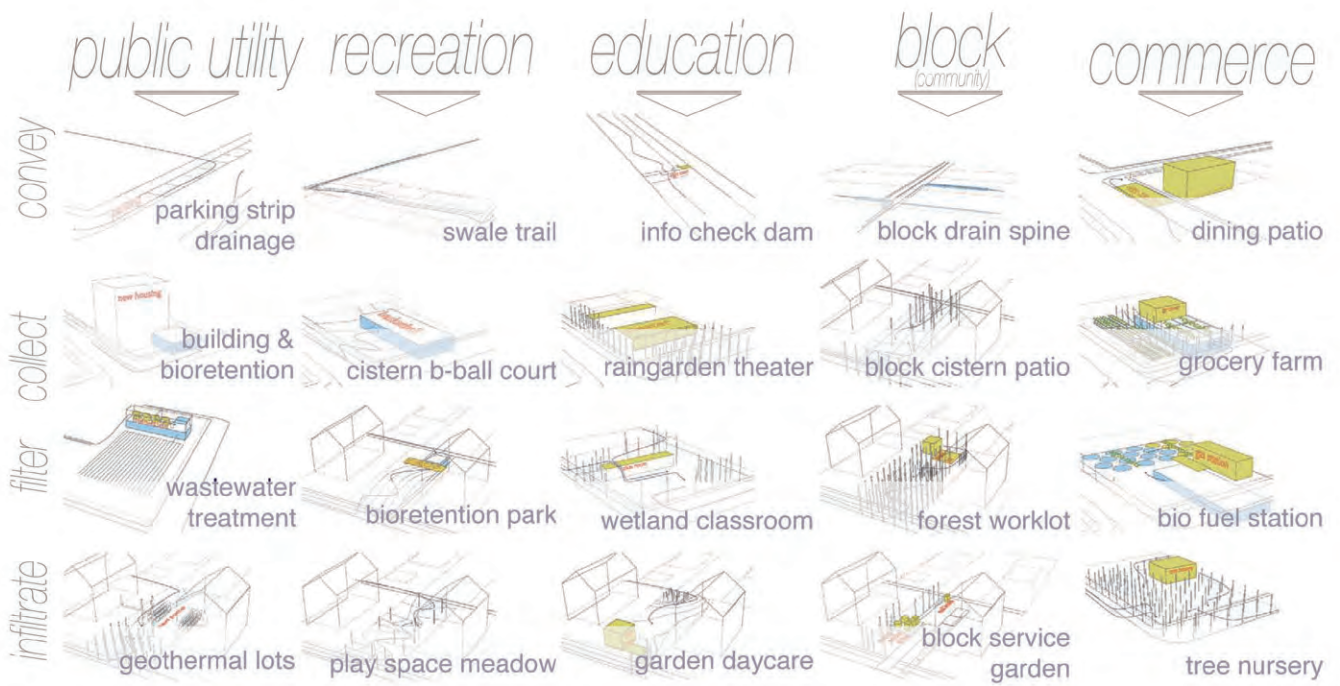


Fig. 15 A matrix of strategies for enhancing ecological functioning and the EcoVillage identity at the scale of a city block

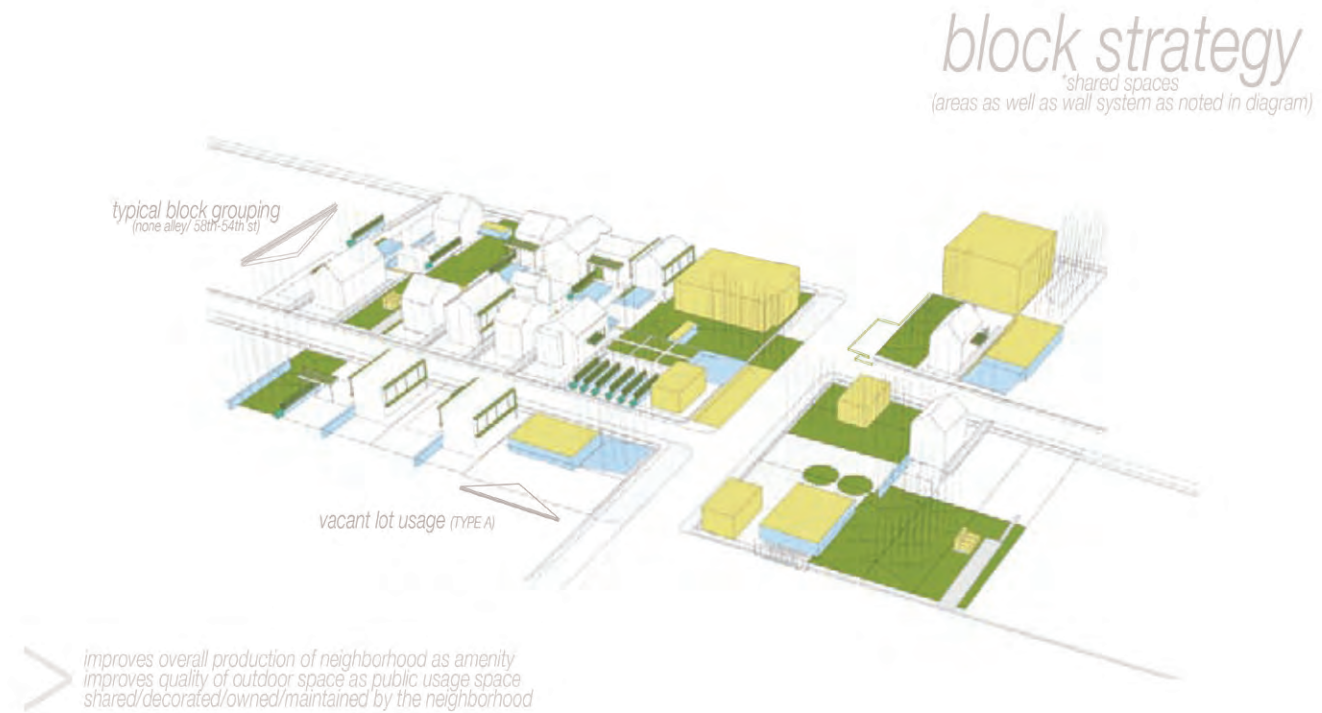


Fig. 16 Possible vision for a block-level strategy that integrates multiple layers of ecological functioning

Block-Scale Strategies

IDENTITY AND WAYFINDING

WHAT?

Individual-Scale Strategies can be combined into Block-Scale Strategies creating economies of scale and greater ecological benefit. The proposals require a relatively large parcel or coordination between property owners. Multiple ecological systems such as stormwater management, wildlife habitat, waste processing and food production can be made visible, providing a unique and educational environment for residents and visitors.

WHY?

Residents emphasized the need for a stronger EcoVillage identity at the public meetings. A powerful and meaningful identity can be expressed in the neighborhood by designing interventions that are highly visible, but also ecologically functional. EcoVillage needs sustainable improvements and an enhanced identity. Why not combine the two?

WHO?

The interventions may be coordinated by Detroit Shoreway Community Development Organization in partnership with local block clubs. The lead agent depends on the specific property, which may include homeowners, businesses and the City or County land bank. Possible funding sources include: CDBG, NSP

HOW?

A project may be initiated by a block club, property owner or local organization, including DSCDO. The implementation process can vary, as it will be influenced by the funding source for the project. A group of homeowners may collaborate together to create a shared geothermal well field or a large scale raingarden may be created in collaboration with the Northeast Ohio Regional Sewer District.



Before



Proposed

- Trees
- Lighting
- Benches
- Green fences
- Improve bricks

Technique 1: Alley Drainage Improvement through Proper Alley Pitching and Grading

Alley surface is properly pitched and graded to direct runoff into the center of the alley.

Energy efficient/dark sky lighting

All alleys, whether they are permeable or not, should be properly graded and pitched to allow water to run to the center of the alley and then flow to the street. This prevents the need for additional sewer infrastructure and prevents adjacent properties from flooding.

Technique 3	Plant a Tree
\$30-\$500 each	Residential ✓ Commercial ✓ Industrial ✓



Shade trees can play a large part in reducing the urban heat island effect and improving air quality. Planting a tree near the alley shades the alley and thereby reduces the amount of thermal energy emitted by the pavement.

Potential Benefits

- Reduces the urban heat island effect
- Provides habitat for birds and wildlife
- Reduces energy costs for heating and cooling if placed appropriately
- Improves air quality

Technique 4	Native Landscaping
\$0.10-\$3 per square foot	Residential ✓ Commercial ✓ Industrial ✓



Plants and trees native to northern Illinois are uniquely adapted to the local weather, water and soil conditions. Choosing these species for your landscaping can reduce the amount of watering, fertilizing and maintenance required on your property.

Potential Benefits

- Reduces the urban heat island effect
- Reduces energy costs for heating and cooling if placed appropriately
- Provides habitat for birds and wildlife
- Requires little or no irrigation once established
- Requires little or no fertilizer, pesticides or herbicides
- Low maintenance once established

Fig. 17 Transforming Alleys into Green Infrastructure for Los Angeles

Eco Alleys

IDENTITY AND WAYFINDING

WHAT?

EcoVillage boasts several red brick streets and alleys, which are perceived as important assets by local residents. Although the alleys are attractive, the pedestrian and green infrastructure amenities along the alleys could be significantly improved. These unique features of the neighborhood could benefit from following recommendations included in the Green Alley Guidelines used in cities like Los Angeles and Chicago.

WHY?

Some locations along the alleys are not draining properly after large storms and as a result retain pools of standing water. Stormwater management is a critical issue for Cleveland and an Eco Alleys program may provide much needed assistance. The perception of safety can also be improved by increasing pedestrian activity through additional lighting, benches and new plantings.

WHO?

The improvements can be undertaken by individual property owners located adjacent to the alleys, such as tree planting, rain garden installation and increased lighting. Some interventions may also be coordinated by Detroit Shoreway Community Development Organization in partnership with the City of Cleveland. Possible funding sources include: NEORS, City of Cleveland, NSP

HOW?

Cities like Los Angeles and Chicago have initiated Green Alley improvement projects by creating local handbooks presenting potential enhancement projects and outlining implementation steps. The City of Cleveland may want to follow the lead of these cities and create its own Green Alley handbook. Local block clubs can also be organized to develop improvement priorities for their area, followed by funding from the City of Cleveland.

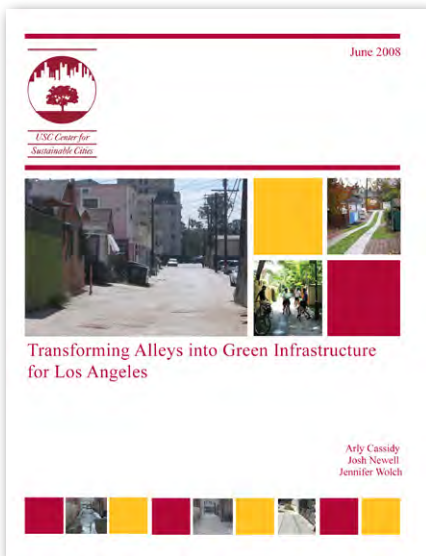


Fig. 18 Transforming Alleys into Green Infrastructure for Los Angeles



Fig. 19 The Chicago Green Alley Handbook

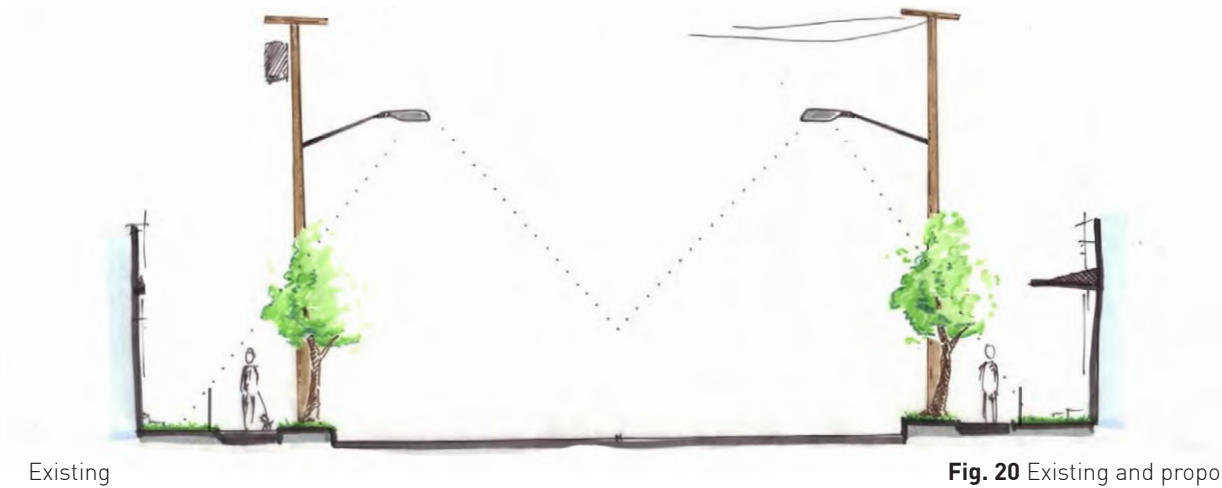
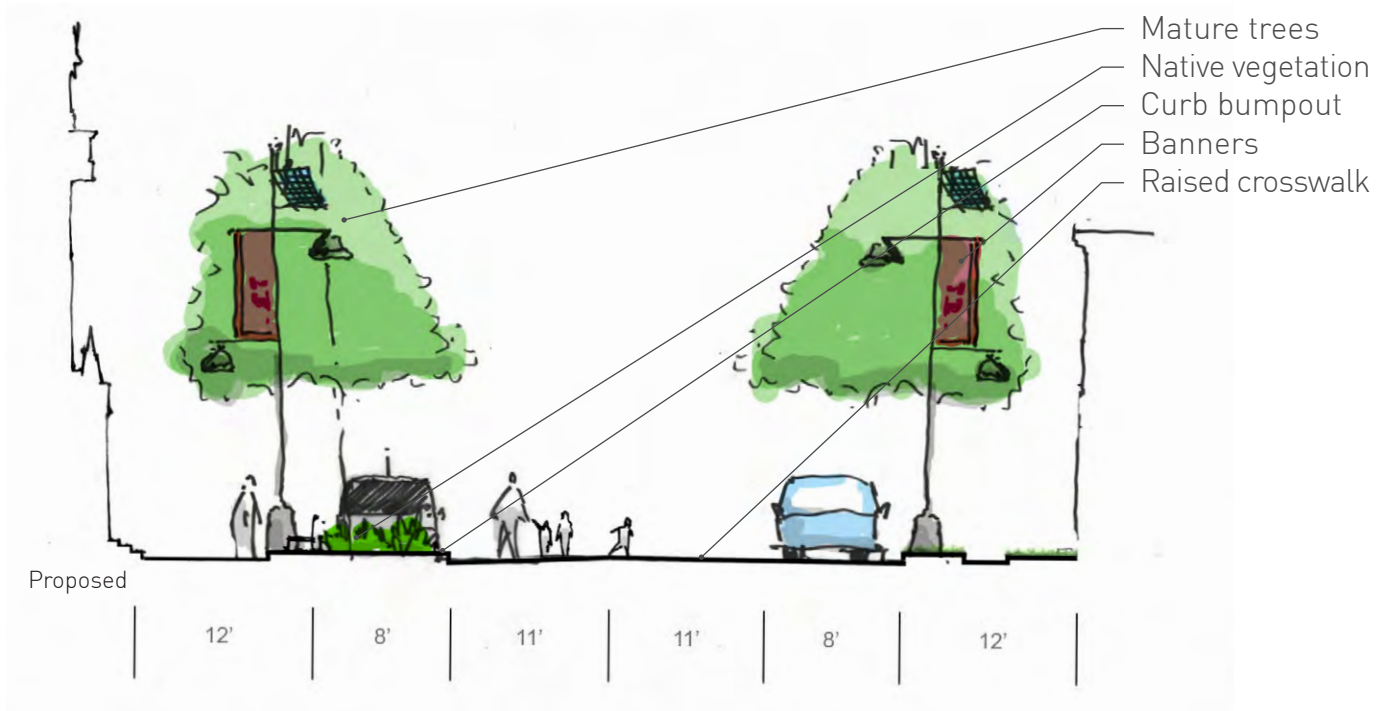


Fig. 20 Existing and proposed street section of W. 54th Street



Fig. 21 Examples of curb bumpouts from Dublin, OH and Philadelphia, PA designed to calm car traffic and absorb stormwater runoff.



Fig. 22 Public benches painted by students in Toledo, OH.

W. 54th Street

a historic walk



Fig. 23 Tower of St. Stephen's Church on W. 54th Street



Fig. 24 Greenhouse located on the campus of Metro Catholic School

IDENTITY AND WAYFINDING

WHAT?

Streetscape enhancements along W. 54th Street, which benefit pedestrians by slowing down traffic, providing seating for the elderly, involving neighborhood students and communicating the history of the street to residents and visitors.

WHY?

Several public meeting attendees shared their concern with the safety of young children walking to school or crossing the street to get in their parents' cars on W. 54th Street. Metro Catholic Parish School and Waverly Elementary School are both located on the street, so the car traffic at the beginning and close of the schools can be significant. Pedestrian enhancements, such as curb bumpouts, not only make walking safer, but they can also help absorb stormwater.

WHO?

Permanent street alterations may need to be implemented by the City of Cleveland, but temporary street improvements may be tested out by a group of dedicated community members. Streetscape elements, such as the painted benches, should be coordinated with the local schools.

HOW?

The benches may be acquired by DSCDO or the City of Cleveland through grant funding, but the painting of the benches should be managed by a local school(s) as part of a classroom project. Since the passing of the Green and Complete Streets Ordinance by Cleveland City Council, 20% of a street project's budget must be used for enhancements such as bioswales and pedestrian crosswalks. If W. 54th St. is added to the City's capital projects plan, then the Green and Complete Street enhancements will be incorporated.



Existing



Proposed

- Bike signage
- Fragrant trees
- Native plantings
- Bike sharrows
- EcoVillage logo
- Flower baskets



Fig. 25 Fragrant trees



Sargent Crabapple - fragrant blossoms, bright red fruits, very adaptable



Witch Hazel - attractive winter display, fruity perfume, grows 12' high, yellow fall color

W. 58th Street

the fragrant path

IDENTITY AND WAYFINDING



Fig. 26 The Happy Dog creates an active anchor on the north end of W. 58th St.



Fig. 27 Intersection of W. 58th St. and Franklin Blvd.



Fig. 28 Convenient store with large parking lot at the intersection of W. 58th St. and Lorain Ave.

WHAT?

In order to leverage the recent investment into repaving W. 58th Street, the proposal incorporates interventions that would make this main north-south corridor a primary bicycling route in the neighborhood. By introducing multisensory design elements, such as fragrant trees and hanging plant baskets, W. 58th will become the street of choice for bicyclists and pedestrians. The improvements can extend from the intersection of W. 58th St. and Lorain on the south to the intersection of W. 58th St. and Detroit Ave. to the north.

WHY?

The implementation of these strategies will help craft a unique and ecologically grounded identity for W. 58th Street. As a main route through the neighborhood, the street's memorable characteristics will also serve to strengthen the identity of EcoVillage as a whole. An innovative identity and wayfinding strategy built around multisensory design elements may also bring welcome outside attention to the EcoVillage area.

WHO?

The interventions can be coordinated by Detroit Shoreway Community Development Organization in partnership with local block clubs. Possible funding sources include: The Congestion Mitigation and Air Quality Improvement Program (CMAQ), City of Cleveland, NSP

HOW?

Planting of flowering trees in the tree lawns will need to be coordinated with the City of Cleveland, as some species are discouraged, because of potential destruction of pavement by tree roots. Hanging flower baskets and some tree planting can be implemented by property owners. Bike sharrows can be painted by the City of Cleveland, once approved.



Fig. 29 Rendering of proposed bird boxes installed along rapid corridor near W. 65th Rapid Station platform



Fig. 30 Local business volunteers and neighborhood children build and paint colorful birdhouses at Barretto Point Park in the Bronx, NY.

Bird Boxes

IDENTITY AND WAYFINDING



Fig. 31 Blue bird sculpture located in the Edgewater Hill neighborhood north of EcoVillage.



Fig. 32 EcoVillage residents communicated their desire to have their neighborhood known for its healthy bird population

WHAT?

Colorful bird boxes installed along the rapid corridor and throughout the EcoVillage neighborhood.

WHY?

The presence of the iconic bird boxes throughout the neighborhood will strengthen the geographic bounds of EcoVillage and make the neighborhood known for its support of bird habitats. Locating the boxes near the W. 65th St. rapid station platform will grab the attention of people riding the rapid line and reinforce the uniqueness of the the EcoVillage rapid stop. The bird boxes can also make ideal projects for young local students to construct, which will encourage their sense of stewardship when they see the bird boxes in their neighborhood.

WHO?

The interventions can be coordinated by Detroit Shoreway Community Development Organization in partnership with the Cleveland Metropolitan School District, other local schools and nearby block clubs. A knowledgeable biologist or bird expert should be consulted prior to determining the final bird box design in order to ensure the proper heights and design features for successful bird nesting. Possible funding sources include: Neighborhood Connections, Educational and Environmental Grants

HOW?

A bird expert should be consulted as a first step to determine design guidelines for bird box heights, spacing and materials. The bird boxes may be implemented in partnership with Cleveland Public Art, in a similar process to the development of the Blue Birds project in the Edgewater Hill neighborhood (Fig. 31). Approvals will also be required from property owners along the rapid line corridor and other desired locations in the neighborhood.



Fig. 33 Proposal showing green moss graffiti applied to the walls along the rapid corridor beneath the W. 65th St. bridge



Fig. 34 Greenhouse located on the campus of Metro Catholic School

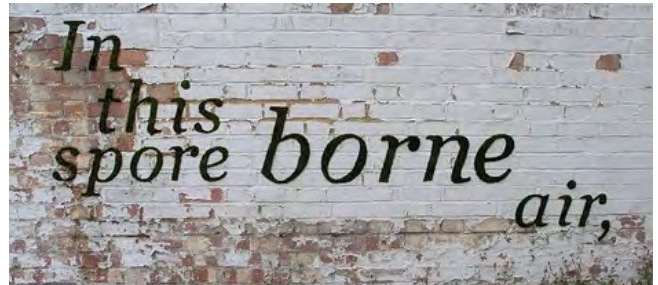


Fig. 35 Artist Ana Garforth uses letters made of moss to write poetry on blank walls

Green Graffiti

IDENTITY AND WAYFINDING

WHAT?

Graffiti isn't only applied with spray cans anymore. A growing international trend has been to create images on urban walls using living moss. This striking eco-art medium can be applied to the underside of bridges and along the rapid corridor, creating a distinctive EcoVillage identity seen by rapid passengers travelling through the neighborhood.

WHY?

The implementation of these strategies will help build an EcoVillage image that is both easily identifiable to the general public as well as in tune with the communities' ecological principles. The implementation of moss graffiti is also very low cost, which allows more residents to be involved in the fun process of changing their environment. Applying the living graffiti on walls can also be a great opportunity for groups of residents to build shared experiences and strong social bonds.

WHO?

The interventions can be undertaken by all (adventurous) EcoVillagers.

HOW?

Ingredients: One or two clumps (about a small handful) of moss, 2 cups of buttermilk, 2 cups of water (or beer), 1/2 tsp. sugar, Corn syrup

Step 1: Gather up as much moss as you can find or buy.

Step 2: Wash the moss to get as much soil out of the roots as possible.

Step 3: Break the moss apart into manageable pieces and place in blender.

Step 4: Add the buttermilk/yogurt, water/beer and sugar. Blend the mixture until completely smooth. You'll want it to have a paint-like texture.

Step 5: Use a paintbrush to apply the moss-paint to the surface on which you wish your design to grow.

Step 6: If possible, check back weekly to either spray the design with water (to encourage moss growth, especially if you live in a dry environment) or apply more moss-paint.



Fig. 36 Sample of sheet moss used in moss graffiti projects



Fig. 37 Moss graffiti in the shape of animals applied directly to a blank plywood fence



Fig. 38 Proposal shows Lutheran Hospital Medical Offices park at intersection of Franklin Blvd. and W. 65th St. with new eco-benches containing EcoVillage logos, recycling containers and additional trees to provide shade.



Fig. 39 Solar panel and EcoVillage logo embedded in bench arm rest



Fig. 40 Bus shelter provides electrical outlet to recharge cell phones for Vitamin Water ad campaign



Fig. 41 Bus shelters in San Francisco include rooftop solar panels, which provide electrical source for wifi network

Eco Benches & Bus Shelters

IDENTITY AND WAYFINDING

WHAT? Install benches and bus shelters throughout the neighborhood, which create a unique experience for users and reinforce the EcoVillage identity. Benches may include an engraved EcoVillage logo with more information on the neighborhood. Bus shelters in many other cities incorporate beneficial amenities such as solar panels, electrical outlets and even WiFi network connections.

WHY? The implementation of these strategies will help build an EcoVillage image that is both easily identifiable to the general public as well as in tune with the communities' ecological principles. Benches and bus shelters are the main points of contact between most residents and their built environment, so these elements provide important opportunities to make more residents aware of the EcoVillage and its potential benefits.

WHO? The solar bus shelter installed by GCRTA at the intersection of Mayfield and Coventry Roads was made possible by a \$100,000 grant from the Federal Transit Administration, completed in partnership with the City of Cleveland. Partnerships may also be created with local businesses or organizations to sponsor a bench or bus shelter. Acquisition of benches may need to be coordinated with the City of Cleveland and the bus shelters will fall under the domain of GCRTA.

HOW? Additional site analysis will be necessary to identify specific locations best suited for new benches and bus shelters. Local block clubs should be engaged to gather their priority locations. GCRTA will also need to be consulted to determine suitable bus shelter locations. The W. 65th St. TLCI begun in 2011 may also provide additional information on appropriate bench and bus shelter locations.



Fig. 42 Solar bus shelter recently installed by RTA at intersection of Mayfield and Coventry Roads

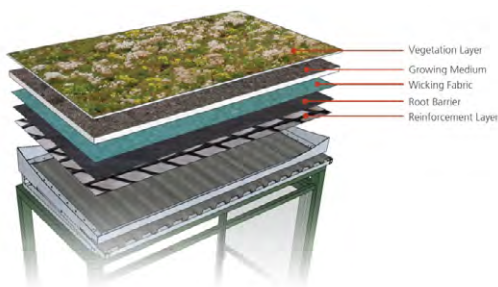


Fig. 43 Exploded diagram of Philadelphia's Green Roof Bus Shelter demonstration project



Fig. 44 Cell phone tours provide a cost-effective means for residents and visitors to take self-guided tours of important places. Signage can be located at points-of-interest displaying a phone number to call, which plays prerecorded information.



Fig. 45 Arboreta, such as the Lakeview Cemetery, commonly have small signs located on trees providing the name and species



Eco-History Signage

IDENTITY AND WAYFINDING

WHAT?

Signage located on benches and at key EcoVillage points-of-interest to educate residents and visitors. Potential Eco-History Signage locations include the W. 65th St. rapid station, the EcoVillage Townhomes and Zone Recreation Center Sustainable Greenspace. The Audio Tour signs can display a phone number and when dialed will play a prerecorded history of the site or interesting information on the current sustainability feature.

Smaller tree tags can also be placed throughout the neighborhood on trees, informing passersby of the particular tree's species. In this way, residents and visitors can become better educated about their neighborhood and connected to the natural environment. Similar tree tags are often used in tree arboretums, such as Lakeview Cemetery.

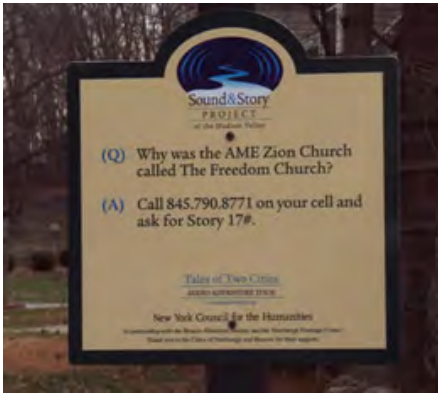


Fig. 46 Tree info signs can be placed in the ground or attached directly to the

WHY?

The eco-history signs, cell phone audio tours and tree tags are all relatively low cost methods for enhancing the identity of the EcoVillage and educating people about their environment in an easily accessible manner.

WHO?

The eco-history signage and cell phone audio tours can be coordinated by Detroit Shoreway Community Development Organization in partnership with local history organizations such as CityProwl or Cleveland State's Center for Public History and Digital Humanities. Possible funding sources include: Neighborhood Connections

HOW?

A list of key points-of-interest can be developed by a volunteer group of EcoVillage residents, then signage designed by local graphic design firm. The signs can be installed by the sign manufacturers or by a team of volunteers. Cell phone audio tour hosting can be provided by several service companies, such as GuideByCell.com. An arborist should be engaged to correctly identify the tree species for the tree tags.



Fig. 47 Tree info signs can be placed in the ground or attached directly to the



Fig. 48 An individual property owner can have their own backyards certified as wildlife habitats, as well as churches, schools, public parks and businesses. An entire community can become certified when a certain percentage of properties within the area achieve Certified Wildlife Habitat status.

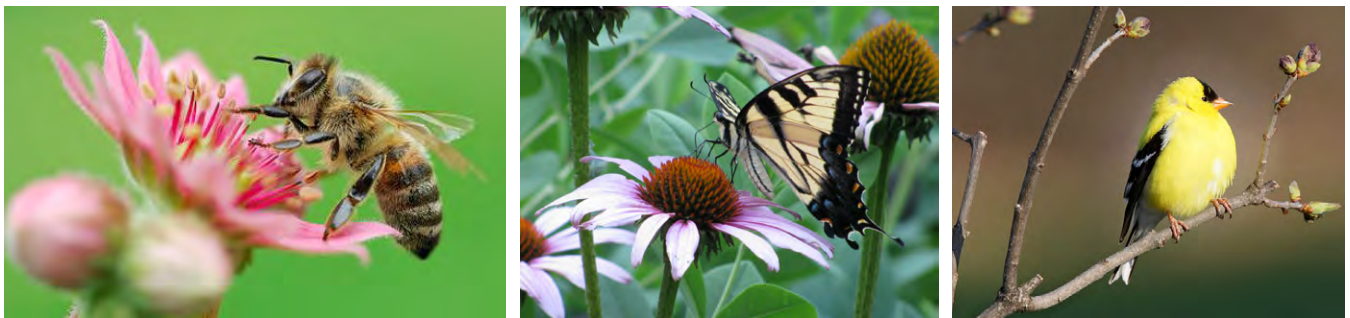


Fig. 49 Certified Wildlife Habitats provide various animals with the four basic needs of food, water, cover and places to raise young.

NWF Community Habitat Certification

IDENTITY AND WAYFINDING

WHAT?

Obtain the National Wildlife Federation (NWF)'s Community Habitat Certification for the EcoVillage neighborhood.

WHY?

Currently, there is only one Community Habitat Certification in Ohio; the City of Dublin. Brooklyn Centre has registered for certification in 2008, but has not yet received the designation. A Community Habitat Certification for the EcoVillage neighborhood is a relatively low cost, resident-driven way to express EcoVillage's ecological values and raise its profile at the state and national level. The certification process will also require community members to work together, cultivating societal interdependence.

WHO?

There doesn't appear to be a fee associated with certification. The certification process is coordinated by a team of community volunteers, which will require some funds for printing costs and supplies for community workshops. DSCDO may assist with initial coordination efforts, which will then transfer to the volunteer team.

HOW?

Certification will require the involvement of individual backyards, school grounds, public parks, community gardens, places of worship and local businesses. An individual property owner can have their yard designated as a Certified Wildlife Habitat by providing documentation to NWF showing provisions on the property for four basic wildlife needs: food, water, cover and places to raise young. Community level certification requires a certain percentage of properties within an area to become Certified Wildlife Habitats.

More information on the certification process is outlined on NWF.org's website at: <http://www.nwf.org/Get-Outside/Outdoor-Activities/Garden-for-Wildlife/Community-Habitats.aspx>

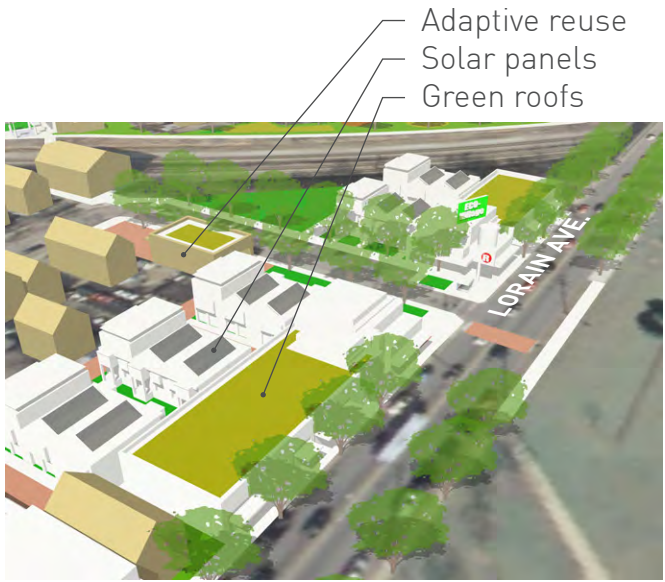


Fig. 50 Sign indicates location of a National Wildlife Federation Certified Wildlife Habitat



Fig. 51 Full build out of the proposed transit oriented development along Lorain Ave.

- Public green space
- 1 story retail
- 2 story townhomes



- Adaptive reuse
- Solar panels
- Green roofs



- Rapid station
- Proposed T.O.D.
- Eco ARC

Transit Oriented Development

■ RAPID STATION DISTRICT

WHAT? The Transit Oriented Development (TOD) proposes building new housing units in close proximity to the rapid station, with new single story retail located along Lorain Ave. This “horizontal mixed-use” development project is more modest than previous development proposals shown for the site, reflecting a more accurate account of the current market demand. Although the proposal doesn’t show as much development as past plans, the housing density on the site still provides the density needed to make public transportation work.

15 units/acre is the minimum density requirement to be considered TOD. The full build out proposal for the site places 24 units on just under an acre, for a density level of 26 units/acre. Although the development site more than exceeds the minimum density level for TOD, the density of the surrounding neighborhood must be taken into account, which is far below the TOD density threshold.



Fig. 52 Phase 1 development



Fig. 53 Images show a neighborhood in Washington D.C. with a density of 21.8 units per acre

WHY? The EcoVillage was established in its current location because of the rapid station. Since its beginning, the vision for EcoVillage included plans for higher density development surrounding the W. 65th rapid station. Residents also asked for new retail in the neighborhood, which could be located within this TOD project.

WHO? Coordination and land acquisition through DSCDO, with the involvement of local property and business owners. Possible Funding Source: TLCI, NSP

HOW? The Rapid Station District proposal offers plans for eco-friendly high density housing, streetscape improvements that connects RTA station with businesses on Lorain Avenue and the Zone Recreation Center, as well as bridge improvements that connects the RTA station with Madison Ave.

- 1. RTA station
- 2. Community kitchen
- 3. Community garden
- 4. Compost facility
- 5. Wildflower field
- 6. Fruit orchard
- 7. Urban farm
- 8. Living fence
- 9. Solar panels



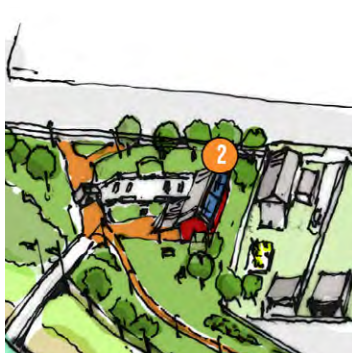
Fig. 54 Aerial rendering of the the proposed EcoARC project, following the north edge of the rapid corridor



1. RTA station
The rapid station serves as an anchor and gateway for the EcoARC project.



4. Compost facility
Good soil is critical for urban farming. The compost facility is located away from nearby homes to minimize odor exposure.



2. Community kitchen
The currently vacant home near the rapid station is repurposed as a central meeting place and work space for value-added food production.



6. Fruit orchard
7. Urban farm
The existing community garden is complemented by a fruit orchard and surrounding EcoARC project.

EcoARC

Ecological Agrarian Resource Center



Fig. 55 The EcoARC proposes converting the currently vacant home adjacent to the rapid entrance on Madison Ave. into a Community Kitchen, creating local job opportunities through value-added food processing.

■ EcoARC

WHAT?

The EcoARC is an acronym for Ecological Agrarian Resource Center. The EcoARC proposes to use the mostly unused property along the north edge of the rapid corridor between the W. 65th St. rapid station and W. 58th St. for a cradle-to-cradle agricultural production center. The project builds off of the existing community garden located just west of W. 58th St. and expands it to include the full cycle of food production, value added processing and composting. The steps in the food cycle are tied together by a path winding through the EcoARC project, which can be followed by students from the area and from distant locations in order to learn about urban agriculture. The EcoARC is a working agriculture resource for the community and a hands-on educational facility.

WHY?

The properties adjacent to the rapid and rail lines are often perceived as nuisance properties and have become devalued, so a more productive use may be to devote this land to agricultural production. The project will also be visible from the rapid line below, so the EcoARC can act like a functional billboard advertising the neighborhood's focus on urban agriculture to passing transit riders. The path through the EcoARC also provides an additional means of connection from the rapid station to the surrounding neighborhood. The resources contained within the EcoARC can benefit other community gardens in the area as well as individual gardeners in need of advice or to borrow a tool.

WHO?

The EcoARC could be a partnership between DSCDO and an agriculturally focused organization such as Ohio State Extension or Oberlin College. Property acquisition will require the involvement of DSCDO or the City of Cleveland's Land Bank.

HOW?

Development process will depend on land ownership status of the needed properties.



Fig. 56 W. 54th St. gateway proposal



Fig. 57 Examples of green living walls used in various climates

W. 54th St. & Lorain Ave.

EcoVillage's Green Gateway

LORAIN AVENUE

WHAT? The concept proposes a new major gateway into EcoVillage at the intersection of W. 54th St. and Lorain Ave. Some of the main features of the gateway include green facades, living walls, pedestrian enhancements and an information kiosk. The gateway proposals aims to create a lush, visually striking experience for all those travelling along Lorain Avenue into EcoVillage.

Green façades are made up of climbing plants either growing directly on a wall or, more recently, specially designed supporting structures. The plant shoot system grows up the side of the building while being rooted in the ground. With a living wall the modular panels are often made of stainless steel containers, geotextiles, irrigation systems, a growing medium and vegetation.



Fig. 58 A variety of living wall panel options displayed together

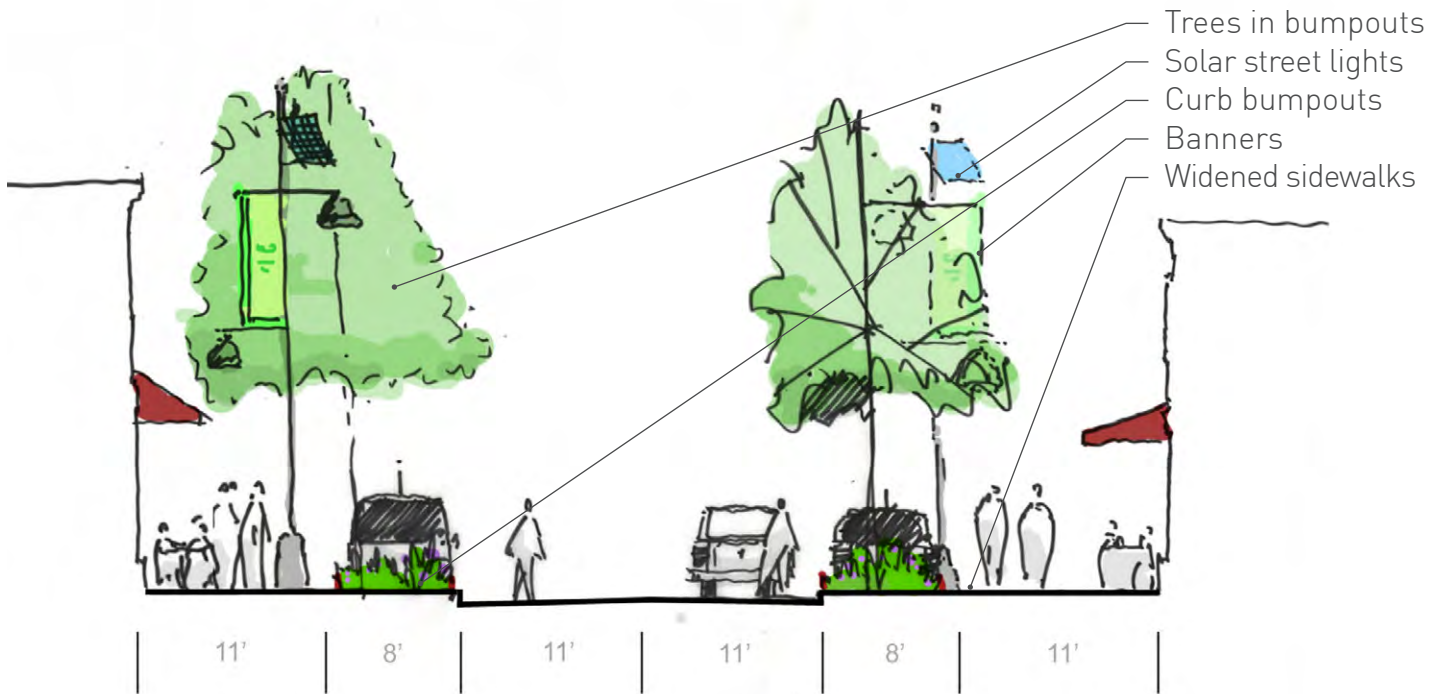
WHY? Lorain Avenue is increasingly becoming a major corridor on Cleveland near west side and the intersection of W. 54th St. and Lorain Ave. is at the southeastern corner of EcoVillage. Residents at the public meetings articulated the lack of identity as a primary concern for EcoVillage.

WHO? Living walls have been created in other cities around the world as public art masterpieces, so the involvement of Cleveland Public Art may be desirable. The unique visual qualities of living walls also lend themselves to use as major tourist attractions, which may open up possibilities for corporate sponsorship. PNC Bank created a living wall in downtown Pittsburgh.

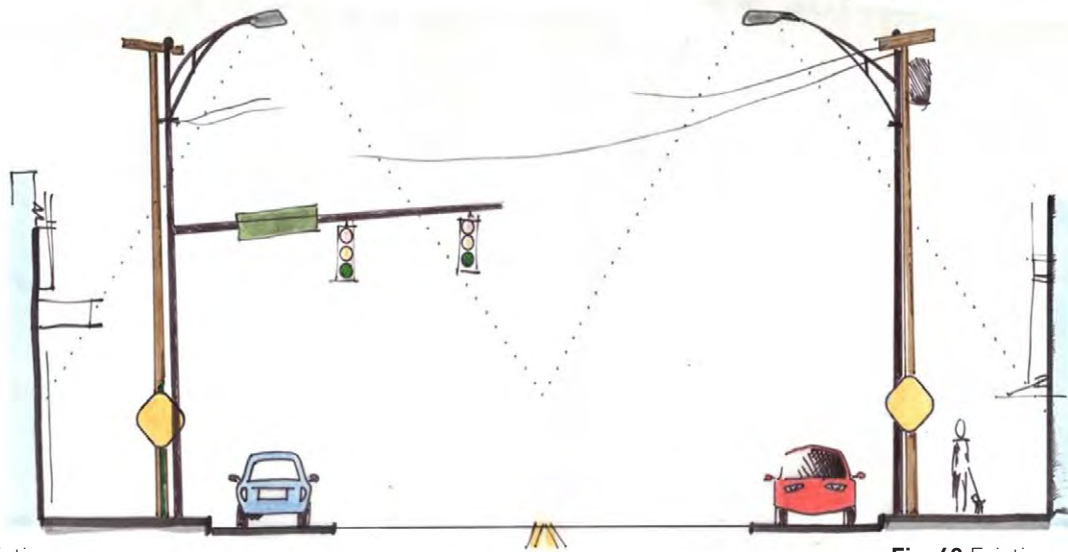
HOW? The streetscape improvements and information kiosk will need to be coordinated with the City of Cleveland. Assistance with the rain garden may be provided in part by NEORSD. Additional research will be required to determine the most cost effective and suitable option for the living wall.



Fig. 59 Even a relatively small living wall intervention can make a big visual impact



Proposed



Existing

Fig. 60 Existing and proposed street section of Lorain Avenue



Fig. 61 Examples of vegetated curb bumpouts

Lorain Streetscape

W. 54 St. - W. 61 St.



Fig. 62 Lorain Ave. existing streetscape



Fig. 63 Lorain Avenue was designated as a Cleveland Landmark District and placed on the National Register of Historic Places in 1994.

■ LORAIN AVENUE

WHAT?

The stretch between W. 54th St. and W. 61st St. along Lorain Ave. is a significant border and entry area into EcoVillage. This concept proposes streetscape improvements along Lorain Ave. to make the area more pedestrian friendly and express a strong ecological identity, differentiating the EcoVillage portion of Lorain from the rest of the corridor. Proposal elements include curb bumpouts with stormwater retention features, EcoVillage street banners, and widened sidewalks in a few suitable areas.

WHY?

As one travels west along Lorain Ave. from Ohio City, there is very little indication that one has arrived into the EcoVillage. The unique identity of the area should be extended from deep inside the neighborhood out onto the street. Improving this stretch of the street for pedestrians will also enhance connectivity to Zone Rec and the rapid transit station.

WHO?

Streetscape improvements should be coordinated with ODOT, the City of Cleveland and the current TLCI study for W. 65th St.

HOW?

Clarity is needed on the potential to extend the sidewalk along Lorain Ave. and interrupt the flow of outside lane traffic with curb bumpouts. Although the interventions would improve conditions for pedestrians, the current traffic counts for the street may restrict potential lane reductions.

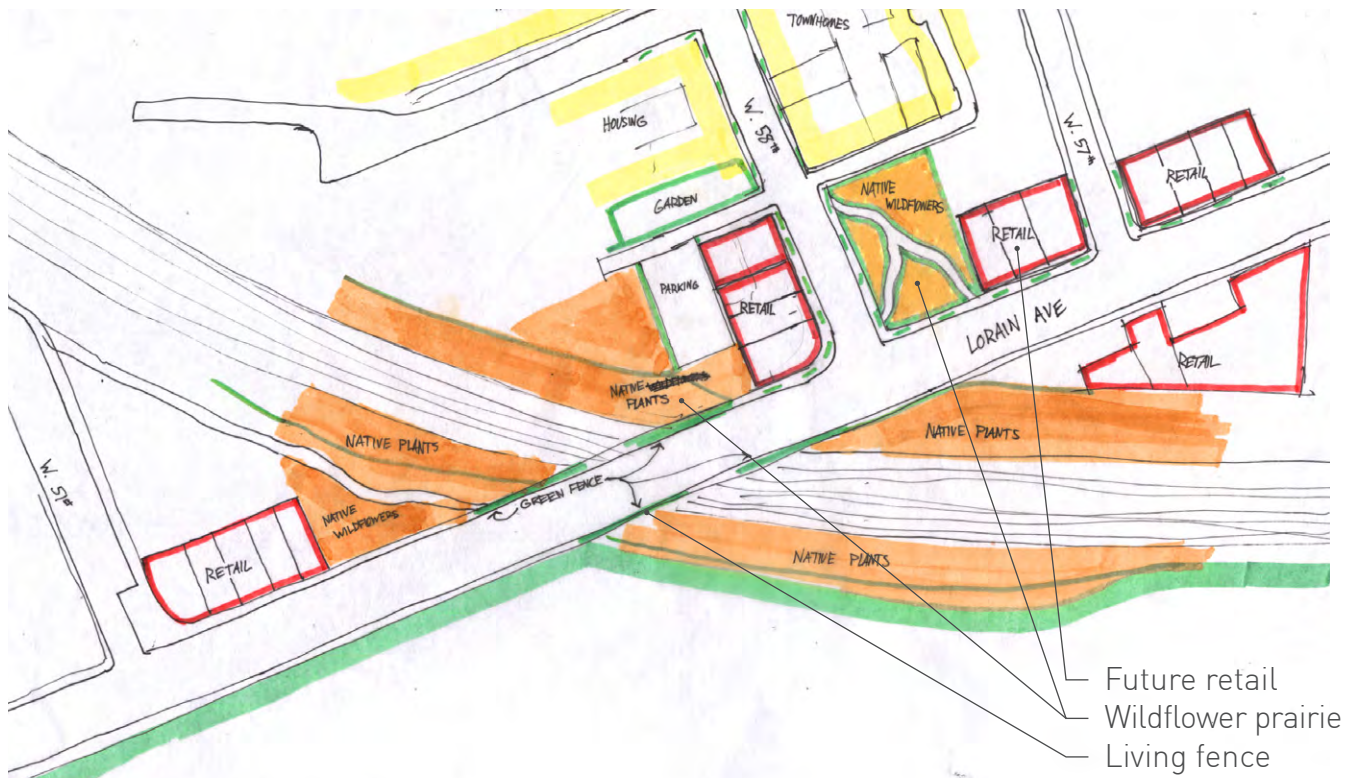


Fig. 64 The areas colored in orange indicate proposed native plant wildflower prairies, which can help to visually connect both sides of the bridge.



Fig. 65 Sketch rendering of the proposed wildflower prairie on the currently vacant lot on the northeast corner of W. 58th St. and Lorain Ave.

Wildflower Prairie

W. 54 St. - W. 61 St.

■ LORAIN AVENUE

WHAT?

The east and western sides of the Lorain Ave. bridge crossing over the train tracks can be visually reconnected through a relatively low cost planting strategy using native species, creating a distinctive wildflower prairie.



Fig. 66 Black-eyed susan (*Rudbeckia hirta*)

WHY?

The southeastern portion of EcoVillage, between W. 61st St. and W. 54th St. along Lorain Ave., is currently experienced as a fragmented series of intersections, rather than a cohesive gateway experience. Establishing a wildflower prairie across the bridge and spilling into the vacant lot at the northeast corner of W. 58th and Lorain Ave. will create a unified corridor drawing pedestrians across the bridge and into the neighborhood. The prairie can also be used as a low cost holding strategy if development pressure returns and someone desires to build on the vacant lot.



Fig. 67 The proposal aims to transform the currently vacant lot at the intersection of W. 58th St. and Lorain Ave. into a native plant prairie with pedestrian pathways..

WHO?

Although native plants are relatively hardy and easily broadcast, it is recommended that a landscape designer or plant expert is consulted to determine the suitability of the site for plant propagation. DSCDO may also coordinate with local block clubs to enlist the help of volunteers during site preparation and seed broadcasting. Possible Funding Source: Neighborhood Connections, NSP

HOW?

After consulting with a native species plant expert, a more detailed plan should be drawn of the pathways through the prairie on the vacant lot on the corner of W. 58th St. The wildflower prairie and bridge living green fence may require ongoing monitoring to ensure healthy growth and root establishment.

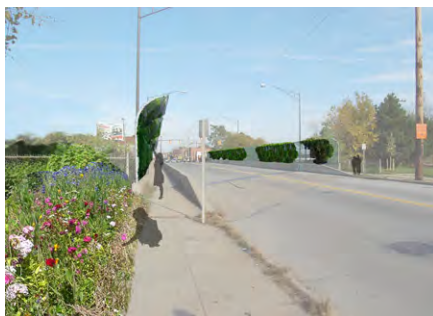


Fig. 68 The native plant prairie can extend across to both sides of the bridge with vegetation growing on the chain link fence.



Fig. 69 Day (upper) and night (lower) rendering of proposed Madison Ave. Woonerf



Fig. 70 Examples of woonerfs, or shared pedestrian/vehicular spaces in Europe.

Madison Ave.

Woonerf

a friendly entry

MADISON AVENUE BRIDGE

WHAT? What is a “woonerf” you ask? A woonerf is a street where pedestrians and cyclists have legal priority over motorists. In other words, it is a shared space incorporating design features that encourage traffic calming. Woonerfs commonly have low speed limits, which are intended to improve pedestrian, bicycle, and automobile safety. Woonerfs are much more common in European countries, such as the Netherlands, which had over 6,000 woonerfs by 1999.



Fig. 71 Current entry to RTA Station on Madison Ave. is hidden from W. 65th St.



Fig. 72 Entry stairway to RTA platform



Fig. 73 Signage used to indicate woonerf or shared pedestrian/vehicle space

WHY? The entrance to the rapid station from W. 65th St. via Madison Ave. is quite hidden from the street and actually remains unknown to some neighborhood residents. The intent of this proposal is to pull the entrance of the rapid station near the Madison Ave. bridge all the way out to W. 65th St., creating an inviting and pedestrian friendly environment for potential transit riders. This short stretch of Madison Ave. (between W. 65th St. and the rapid station entrance) does not currently carry much traffic. It is only used by cars entering the St. Colman’s parking. Therefore, transforming the street into a shared pedestrian/vehicular change will not require a significant change in terms of traffic speed.

WHO? Required coordination by DSCDO with new plans for the Madison Ave. bridge renovation from the City of Cleveland and discussions with St. Colman’s Church.

HOW? Implementation may be assisted by GCRTA, since the proposal intends to increase transit ridership by making the rapid station more visible, attractive and safer. The current repaving status of Madison Ave. should be investigated to see if there are near term plans for the street.

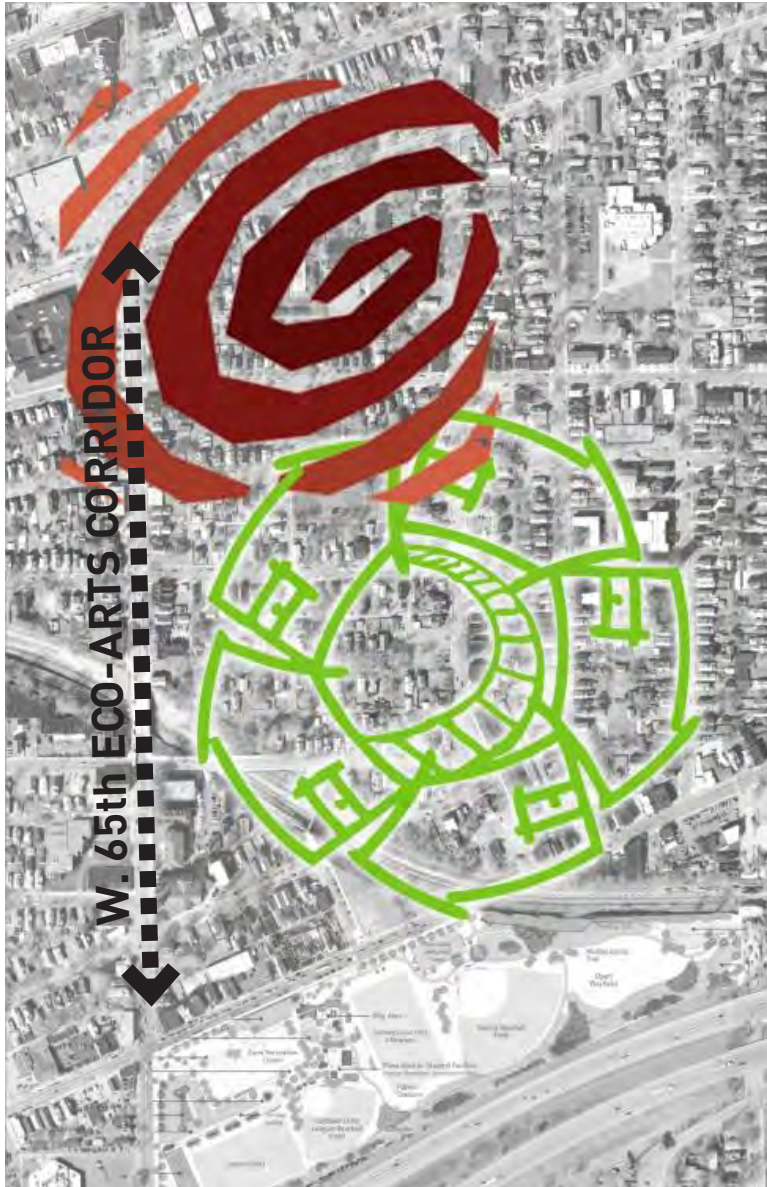
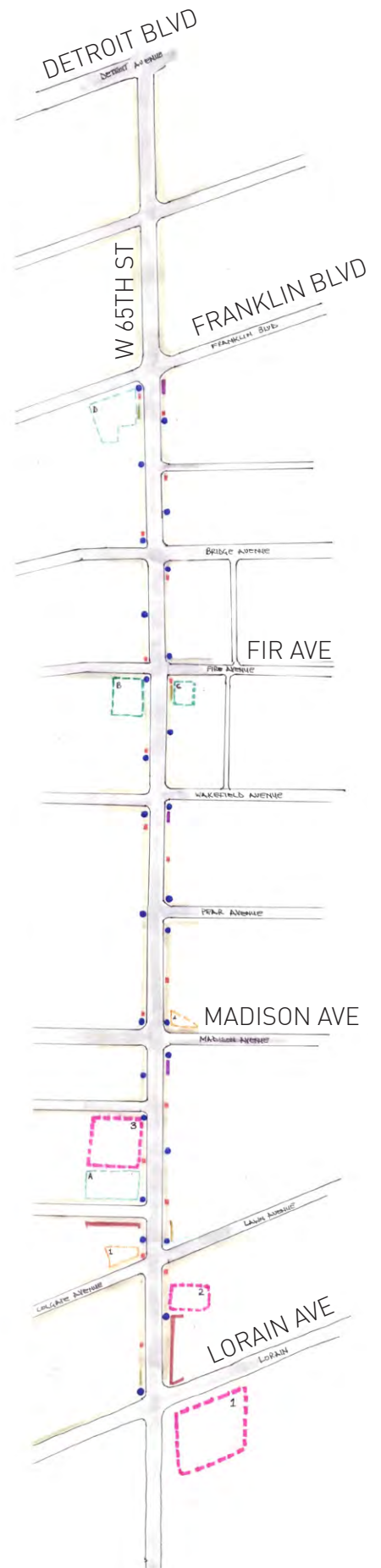


Fig. 74 W. 65th Street can serve as a connective spine between the Gordon Square Arts District and EcoVillage



- | | | | |
|--|--------------------------|--|-------------------------------|
| | Mural wall | | Weekly farmers market |
| | Lighting/signage | | Variety of pop-up events |
| | Trash/recycling | | Monthly artist showcase |
| | Bus shelter | | Retail/offices |
| | Bench/seating | | Live-work artist residential |
| | Pop-up art/events | | Art gallery w/ workshops |
| | Vacant development | | Eco-friendly laundry services |
| | Re-program opportunities | | Sustainable car wash |
| | | | Pocketpark w/ activities |

Fig. 75 Legend and diagram plan of Eco-Art Corridor interventions including streetscape elements and building reuse projects.

GSAD - EcoVillage Connection

W. 65TH STREET ECO-ART CORRIDOR

WHAT?

The main intention of the proposal is to strengthen a mutually beneficial relationship between the Gordon Square Arts District and EcoVillage by creating an Eco-Art Corridor along W. 65th St.

The Eco-Art Corridor is comprised of multiple streetscape elements, public art installations, adaptive reuse of vacant buildings, and special events programmed along the corridor (Fig. 75).

WHY?

There appears to be a significant opportunity to benefit both GSAD and EcoVillage by co-marketing the two Detroit-Shoreway areas. Currently, there is little evidence of the innovative projects happening inside EcoVillage along the western border of W. 65th St. The ecological elements of EcoVillage could be pulled west onto W. 65th St. and the arts identity of GSAD could extend further south along W. 65th St. to Lorain Ave.

WHO?

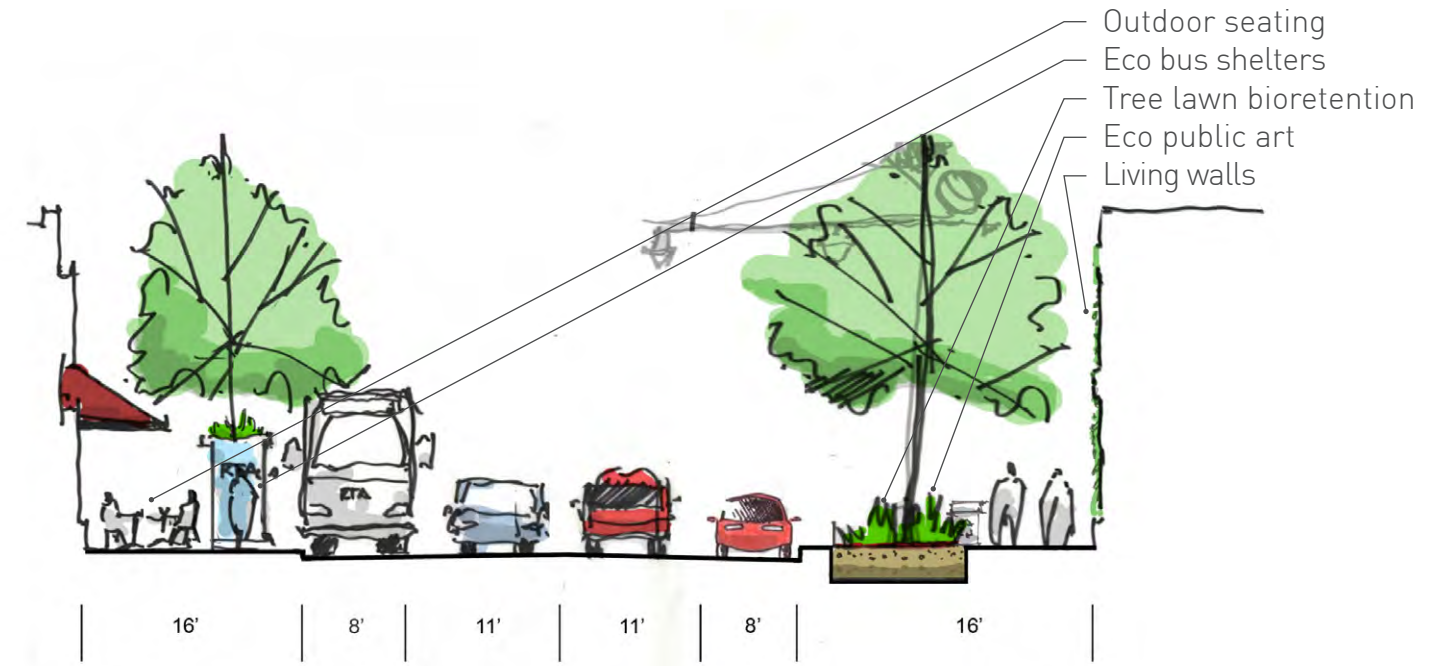
Block clubs located along the W. 65th Corridor can work with DSCDO to identify short and long term opportunities for implementation and additional funding sources.

HOW?

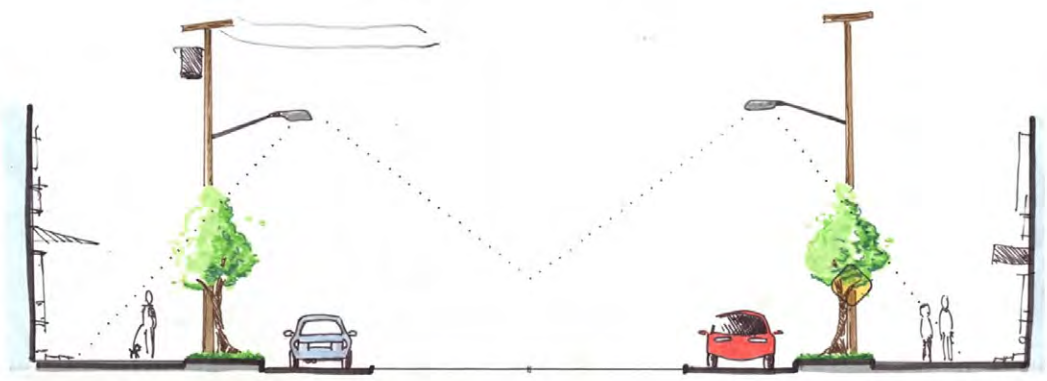
DSCDO should coordinate with the TLCI study of W. 65th to find opportunities for collaboration. Local artists residing in GSAD and EcoVillage could be engaged to develop interventions for the Eco-Arts Corridor. Proposing the concept to local businesses could be beneficial strategy for developing sponsorships and building community support.



Fig. 76 The Bar Bike (top, center) and the Conference Bike (bottom) provide fun, memorable and fossil fuel-free ways to tour a neighborhood. The peddle-powered tour route could connect the Gordon Square Arts District to the W. 65th Rapid Station in EcoVillage.



Proposed



Existing

Fig. 77 Existing and proposed street section of W. 65th Street



Fig. 78 Green roof bus shelter in Sheffield, England and Bovine Benches by UK artist Julia Lohmann.

Eco-ART

Streetscape

a story lined street



Fig. 79 Many of the tree lawns along W. 65th Street are very wide, which are ideal for stormwater bioretention cells.

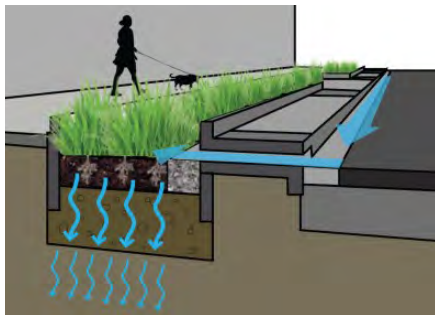


Fig. 80 Bioretention cell diagram



Fig. 81 Sculptures crafted from recycled materials by local artist Charmaine Spencer can be seen at her 78th Street Studios gallery in the Gordon Square Arts District.

W. 65TH STREET ECO-ART CORRIDOR

WHAT?

The Eco-Art Corridor can tell the story of the water cycle as it flows downhill from the southern end at Denison Ave. to its northern destination at Lake Erie. The public art elements selected can reinforce this compelling narrative in a variety of fun and imaginative ways.

WHY?

W.65th St. is the western edge of EcoVillage and is currently a main North-South transit and pedestrian artery that connects Lorain Ave. and the Gordon Square Arts District (Detroit Ave). The streetscape currently has small pockets of retail vacancy that can be re-appropriated as destinations for residents. Art installations and ecologically based interventions will be very visible by car drivers and transit riders using this heavily used corridor.

WHO?

Local artists living in the GSAD, EcoVillage and the rest of Cleveland. The project could be coordinated through DSCDO, with support from collaborating organizations such as the NEORS, Cleveland Public Art and the City of Cleveland. Possible Funding Source: Neighborhood Connections, NEA grants, TLCI

HOW?

The recently passed Green and Complete Streets Ordinance in Cleveland requires 20% of a street project's budget to be used for complete and green street improvements, such as crosswalks, bike lanes and stormwater bioswales. Some streetscape features can be maintained by volunteers from local block clubs.



Fig. 82 Rendering of proposed Gallagher School vegetable garden and colorful public art fence



Fig. 83 Historic photo shows students working in the Benjamin Franklin Elementary School vegetable garden in 1933.



Fig. 84 Students show off the fruits (and vegetables) of their labor at The Edible Schoolyard in Berkeley, CA.

Gallagher School Garden & Fence

■ W. 65TH STREET ECO-ART CORRIDOR

WHAT?

Creation of a school garden on the southeast corner of the Joseph M. Gallagher School property, with a colorful public art fence lining the edge of the site along W. 65th St. and Bridge Avenue.

WHY?

Schools are a major asset in any community, so they should be celebrated and integrated closely into a neighborhood. The current border of the Gallagher School's property does not currently create a strong urban edge, so the proposed fence would enhance the pedestrian quality of the street. The proposed vegetable garden would provide students with hands on learning about healthy eating and also tie the school into the EcoVillage's focus area of urban agriculture. Engaging students early with sustainability concepts with encourage their involvement throughout their lives.

WHO?

The CMSD and the Gallagher School's Principal will have to be involved in decisions concerning the property. DSCDO may be able to coordinate meetings between school officials and local residents willing to help with the project.

HOW?

The urban farming component may require the involvement of local agricultural organizations such as Ohio State University Extension to help define the project needs and coordinate supply procurement. It is important to speak with school officials to understand their future expansion plans and determine how a school garden fits into their physical and programming plans.



Fig. 85 Many of the tree lawns along W. 65th Street are very wide, which are ideal for stormwater absorbing bioswales.



Fig. 86 Sculptures crafted from recycled materials by local artist Charmaine Spencer can be seen at her 78th Street Studios gallery in the Gordon Square Arts District.



Fig. 87 Building facades and fences can be used as temporary outdoor galleries to display the work of local students and artists.



Fig. 88 Car parking spaces temporarily transformed into parks.



Fig. 89 Vacant buildings can be used as temporary art galleries exhibiting the work of artists using reclaimed materials or exploring ecological issues.



Fig. 90 Students show off the fruits (and vegetables) of their labor at The Edible Schoolyard in Berkeley, CA.

Temporary Use and Events

W. 65TH STREET ECO-ART CORRIDOR

WHAT?

A variety of temporary uses and special events can be programmed for the W. 65th St. Eco-Art Corridor to create excitement and catalyze permanent activity in EcoVillage.

WHY?

Permanent or long term uses may not currently be feasible for some building along W. 65th St., but could perhaps support short term activation. These temporary uses can drive interest to the area. The events could celebrate the multicultural character of the neighborhood through ethnic festivals and food-based events (Fig. 90).

WHO?

Projects could be organized by individual residents, business owners or block clubs. DSCDO may support these actions through community-wide communications channels. Food truck vendors, local barber shops and artists could be engaged to transform the corridor into an everchanging landscape of Eco-Art creativity.

HOW?

The implementation strategy varies depending on the particular project. Some projects, such as the Pear Fair (Fig. 91) can be organized by a block club, whereas larger festivals may require coordination with GSAD and other organizations.



Fig. 91 Poster promoting the Sacramento River Delta's famous Bartlett Pear Harvest in Courtland, CA. EcoVillage's Pear Avenue could host its own annual Pear Fair.

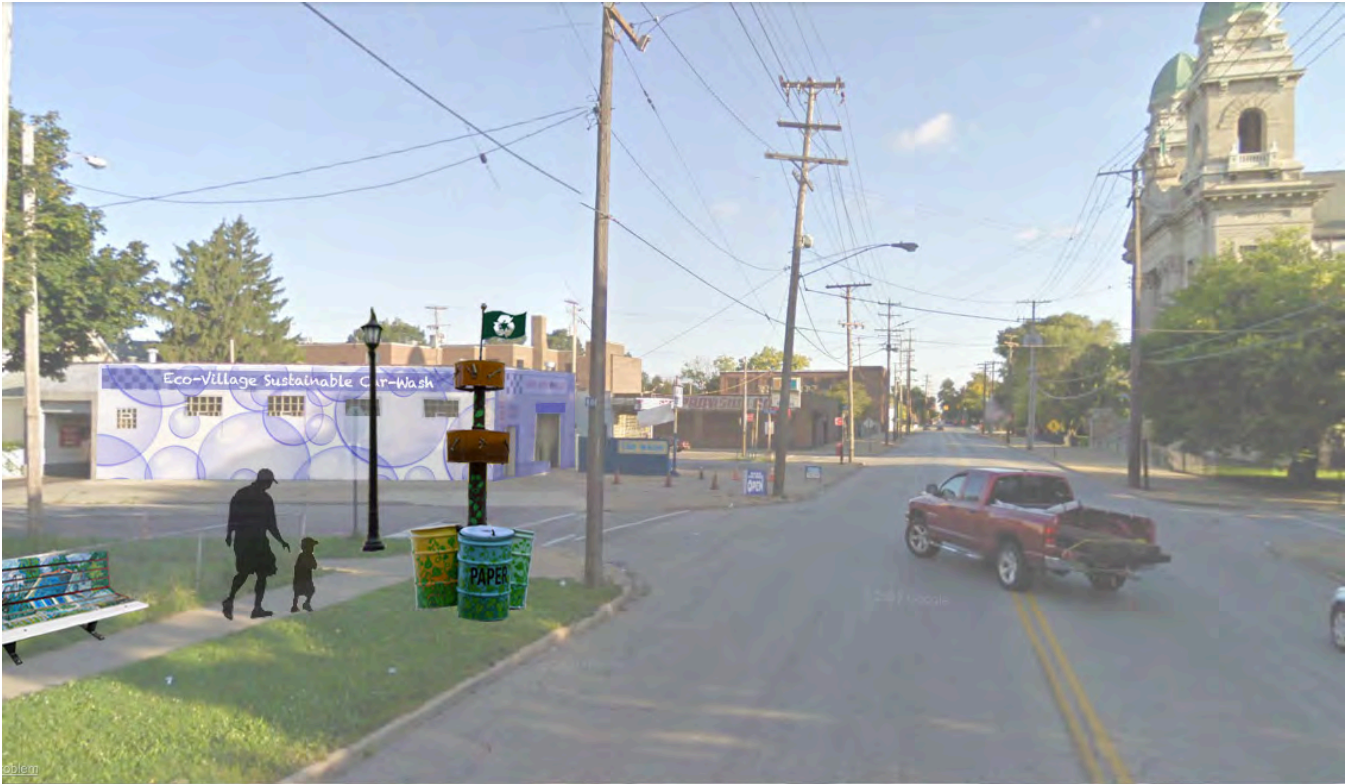


Fig. 92 The car wash on W. 65th St. could turn into the EcoVillage Sustainable Car Wash.



Green Business Owner

Grow your mission-driven business. Keep your sanity.

HOME
JOIN US!
CONSULTING
PUBLICATIONS
CLASSES
BLOG
CLIENTS
ABOUT
FRANCHISES
LOGIN

EVENTS

Join our newsletter to get info about green entrepreneurship!

name

email

"Start a Green Business" Series: Green Car Wash

A sustainable car wash might seem like an oxymoron, but with a little bit of planning, this service doesn't have to be wasteful. And with no major chains dominating the market, there is plenty of room for small, independent car washes, and plenty of car owners who will appreciate the eco-friendly alternative.

1. What is a green car wash?
Sustainable car wash companies provide car cleaning services that minimize water/energy waste and that avoid using chemical soaps and detergents.

Using best practices of sustainability, green car wash companies can:

- Recycle water used in washing
- Use computer-controlled water management system to avoid water waste (eg, use 25-40 gallons of water per vehicle whereas traditional companies use far more)
- Use water-soluble, bio-based, and biodegradable cleaning products
- Use renewable energy sources to power up facilities

There is evidence that this industry is fairly low margin, with annual revenues per employee estimated at just \$40,000. Thus, it is critical that the business be as efficient as possible in terms of its other major expenses, especially energy and water use. The primary offerings include exterior washing, waxing, coatings of undersides, and interior services like cleaning and vacuuming. The more intensive services, such as hand polishing, are premium services that, given volume of sales, can significantly contribute to the car wash's bottom line.

The industry in the U.S. is not dominated by any major players, with the top chains deriving only about 15% of the total estimated \$5 billion in annual sales by the industry. Thus, there are significant opportunities for independent car washes to compete in this space.

Ones we like:
[Canton Car Wash](#) - Baltimore, MD
[Big Green Car Wash Machine](#) - Hurst, TX
[Clean Green Mobile Car Wash](#) - Oakland, CA

2. What required knowledge or skills are necessary?
There are no formal educational or training requirements for this job. However, you will have to get acquainted with water usage technologies and learn best practices in car washing. You will also have to learn how to make the experience truly high quality for your customers: This includes time to wash a car, services offered during car wash (e.g. coffee), and effectively marketing your sustainable services. Depending on which type of car wash company you choose to start (full wash, external wash, self-service wash), different skills will be required.

But don't worry if you don't yet have experience: According to an Auto Laundry survey, 37% of car wash operators have less than five years experience.

3. How much money is required to start?
\$\$ (on a scale of \$ to \$\$\$\$\$)



BOARD GAME

Sustainability, strategy, and the Triple Bottom Line come alive!

"This game will change the world."
-Dr. Kevin Danaher

Get yours today!



FOLLOW US



Green Business Owner
GreenBizOwner

GreenBizOwner: Know someone who wants to start a Greener Business? Startup



Canton Car Wash - Baltimore, MD
Photo by Jaime Windon
(theblondephotographer.com)

Fig. 93 GreenBusinessOwner.com outlines easy steps to become a Green Car Wash.

Green Businesses

■ W. 65TH STREET ECO-ART CORRIDOR

WHAT?

Attraction of new sustainable businesses to the W. 65th St. Corridor and the transformation of existing businesses into “Green Businesses.” A relative density of sustainability-related businesses could make the street and EcoVillage a major destination for eco-conscious consumers in the region. For example, for a relatively low cost, the current car wash on W. 65th St. can become a Green Car Wash by switching to environmentally friendly cleaning fluids and recycling waste water.

WHY?

Green businesses can be another facet of the EcoVillage identity. W. 65th St. is a major arterial connecting the GSAD with inner ring suburbs and I-71, so it provides a great opportunity for exposure and economic development.

WHO?

Business related organization such as COSE, the City of Cleveland’s Development Office or the BID recently established along Detroit Ave. should be engaged to see what additional resources are available for business owners.

HOW?

A meeting could be held with current business owners along W. 65th St. to gauge their interest in sustainable business development. DSCDO could also pursue new green businesses to occupy vacant buildings along the street, with the aim of creating a green business corridor.



Fig. 94 The currently vacant Peoples Desk Exchange building on W. 65th St. is in a prime location for reuse as a new sustainable business



Fig. 95 Rendering shows proposed enhancements to the Madison Ave. entry to the rapid station using sculpted vegetation, iconic recycling containers, bright signage and banners.

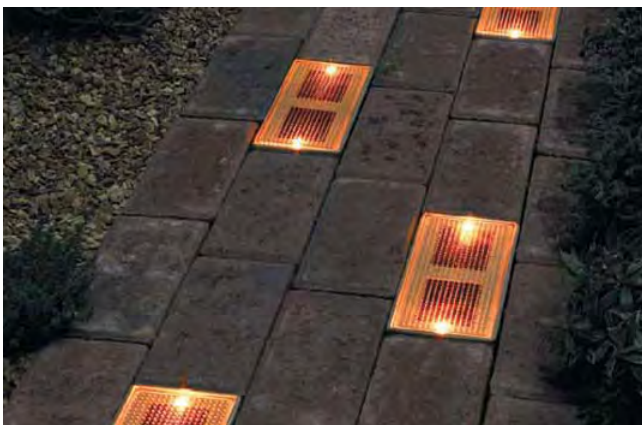


Fig. 96 Bike rack constructed with recycled bicycle frames

Fig. 97 (Left above) Advertisements for SEPTA use living moss to underscore the ecological benefits of public transportation.

Fig. 98 (Left below) Solar lights can be placed in brick pathways without the need for costly electrical connections.

Rapid Station Signage and Public Art

■ W. 65TH STREET ECO-ART CORRIDOR

WHAT? Improve the visibility of the W. 65th Rapid Station entrance along Madison Ave. by providing visually impactful signage and public art near the intersection of Madison Ave. and W. 65th St. Proposed elements include iconic recycling containers, sculpted vegetation, bright signage and banners.

WHY? The entry to the rapid station is somewhat hidden from view and some residents perceive the approach from W. 65th St. as feeling unsafe. The public art interventions along the Eco-Art Corridor could focus on rapid station related themes near the intersection of Madison Ave. and W. 65th St.

WHO? Some interventions could be provided by GCRTA, as the goal of the proposal is to increase transit ridership and improve perception of safety for the rapid station. Bike racks could be built and installed by local welding companies, such as Rust Belt Welding or Blazing Saddle Cycles.

HOW? The initial step will be the creation of a public art masterplan for the W. 65th St. Eco-Art Corridor. The diagram included in this report may be used as a starting point, but additional time will need to be spent assessing the corridor and developing intervention proposals for the entire length. Specific design projects for the rapid station entrance can then be refined, once the overall framework for the corridor is established. Various elements of the streetscape plan may be provided by different sources, such as bus shelters from GCRTA, recycling receptacles from the City of Cleveland and bike racks from local advocacy groups.

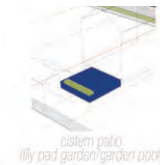
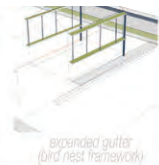


Fig. 99 Iconic recycling containers made from recycled materials at Crocker Park in Westlake, OH

The following list includes cost estimates for a portion of the EcoVillage Design Proposals shown in the previous section, those which have the greatest potential for short-term implementation. In keeping with the EcoVillage Charrette’s main theme of “building community through environmental stewardship”, the following proposals provide many opportunities for members of the community to collaborate during the planning, implementation and long-term maintenance of the projects.

All cost estimates are rough calculations, based on preliminary design ideas. Additional specifications and research will be required for more accurate budgeting purposes.

Lot-Scale Strategies



Cistern patio (1,000 gallon) \$1,000

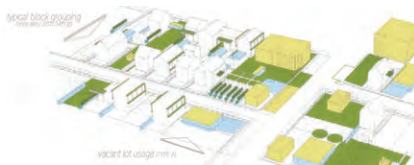
Tree planting (6' flowering tree) \$200

Low mow lawn (2,000SF @ \$0.12/SF) \$240

Bird nest wall garden (5) 4' shrubs \$300

Rain barrel \$150

Block-Scale Strategies



Rain garden (4,000SF)

Site demo/grading \$1,000

Connect to surrounding houses \$1,000

Trees, plants, fencing \$6,000

TOTAL \$8,000

Geothermal wells (2 homes)	\$42,000
----------------------------	----------

Community garden (6,000SF)

Site demo/grading	\$2,000
Planting mixture and mulch	\$4,000
Rainbarrels (2 @ \$150 each)	\$300
Irrigation (3,200SF @ \$1.24SF)	\$5,000
Fence (200' @ \$40/LF)	\$5,000
TOTAL	\$16,300

Bioretention park (8,000SF)

Site demo/grading	\$1,000
Crushed gravel path (\$1.50/SF)	\$2,700
Topsoil and mulch	\$3,500
Grasses/perennials (2,500SF)	\$12,500
TOTAL	\$19,700

W. 54th Street (student painted benches)



Painted public benches

Hardwood benches (4 @ \$500)	\$2,000
Paint cans (8 @ \$20)	\$160
Volunteer time to coordinate	Varies
TOTAL	\$2,160

W. 58th Street (greening)



Fragrant plantings

Flowering trees (40 @ \$200)	\$8,000
Hanging baskets (40 @ \$30)	\$1,200
Native plants (10 flats @ \$128)	\$1,280
TOTAL	\$10,480

Bird Boxes



Bird house wood (50 @ \$15)	\$750
15' metal pole (50 @ \$24)	\$1,200
Paint cans (10 @ \$20)	\$200
TOTAL	\$2,150

Green Graffiti



Moss (found)	Free
--------------	------

Moss (purchased)	
5SF @ \$10/SF	\$50
5lbs @ \$42	\$42

Benches and Bus Shelters



EcoVillage public benches	
Hardwood benches (10 @ \$500)	\$5,000
Engraved EcoVillage logos	\$1,000
TOTAL	\$6,000

Traditional bus shelter	\$12,000
-------------------------	----------

GoGreenSolar bus shelter	\$14,500
--------------------------	----------

San Francisco's WiFi Solar shelter	\$25,000
------------------------------------	----------

Eco History Signage



Point-of-interest sign	
18"x24" metal sign (10 @ \$200)	\$2,000
Installation (10 @ \$50)	\$500
TOTAL	\$2,500

Cell phone hosting service	
GuideByCell.com	call for pricing

NWF Community Habitat Certification



Staff time to coordinate (30hrs @ \$40)	\$1,200
Volunteer management team	Free
Printouts, workshop materials	\$300
TOTAL	\$1,500

W. 54th Gateway



Living Wall (500SF @ \$80/SF)	\$40,000
-------------------------------	----------

Green facade (500SF @ 40/SF)	\$20,000
------------------------------	----------

Wildflower Prairie (8,000SF)



Site demo/grading (\$20/cubic yard)	\$500
-------------------------------------	-------

Compacted gravel path (\$1.50/SF)	\$405
-----------------------------------	-------

Broadcast native plants, Ohio Prairie Nursery "Mesic by 18 short"	\$1,000
--	---------

Labor for site planning & planting	\$1,000
------------------------------------	---------

TOTAL	\$2,905
-------	---------

GSAD - EcoVillage Connection



Public art	Varies
------------	--------

Conference Bike (purchase price)	\$12,750
----------------------------------	----------

(Can be rented for events by contacting ConferenceBike.com.

Custom bike may be built locally by Blazing Saddle Cycle in the the GSAD.)