



CLEVELAND AVENUE STREETSCAPE 2020

Clinton Township, Franklin County, Ohio

Amendment to the Clinton-Mifflin Land Use Plan



Commissioners

John O'Grady
Paula Brooks
Marilyn Brown





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Adopted June 8, 2010

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Cleveland Avenue Streetscape 2020

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Cleveland Avenue Streetscape 2020

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...start here

General overview

Overall summary

A top-to-bottom summary of this plan



PLAN SUMMARY

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Maps

Overview maps showing the project area at the street-level and in a regional context



PLANNING AREA

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Specific information

Detailed recommendations

The plan's recommendations, organized by theme:

Improving Circulation: Curb cuts, crosswalks, sidewalks and bike paths

Adding Accessories: Streetscape elements, bus stops, bike racks and shelters

Greening Cleveland Avenue: Streetscape, trees, public spaces and green spaces

Building Identity: Lighting and gateways

Extending the Streetscape: Extending recommendations north to Case Road



IMPROVING CIRCULATION

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QUICK START

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INTRODUCTION



PLANNING FOR OUR FUTURE

Cleveland Avenue Streetscape 2020 is an amendment to the Clinton-Mifflin Land Use Plan, adopted by the Franklin County Board of Commissioners in January 2009. The Clinton-Mifflin Plan is a roadmap to guide the future of Clinton and Mifflin Townships. Read more about the Clinton-Mifflin Land Use Plan on the web: www.franklincountyohio.gov/edp

This streetscape plan expands on the Clinton-Mifflin plan's recommendations with a consensus-based vision for improving Cleveland Avenue. Realizing this vision depends on the cooperation of residents and neighborhood leaders working in concert with township and county officials.



Cleveland Avenue Streetscape 2020 is an improvement plan for a mile-long stretch of Cleveland Avenue in Clinton Township. This portion of Cleveland Avenue is the major retail corridor for the surrounding neighborhoods. Recommendations for the corridor's future include: improving circulation of cars, bicycles, and pedestrians; adding streetscape elements to make Cleveland Avenue more livable; making the corridor greener; and building community identity with place-making features. The plan focuses on the Northern Lights area and then extends the recommendations to the entire corridor.

Recommendations follow these five themes: Improving Circulation, Adding Accessories, Greening Cleveland Avenue, Building Identity and Extending the Streetscape



IMPROVING CIRCULATION

Improving circulation means reducing motorist confusion, removing unnecessary dangers, and making travel safer for bicyclists and pedestrians. Recommendations for improving circulation include:

- **Reducing** curb cuts in front of the Northern Lights Shopping Center
- **Enhancing** and adding crosswalks where they are needed
- **Improving** pedestrian circulation within the shopping center parking lots
- **Adding** a bike path to either side of Cleveland Avenue

PLAN SUMMARY

ADDING ACCESSORIES



Adding accessories to the streetscape would enhance the human experience and improve the livability of the corridor. Recommendations for accessories include:

- **Adding** streetscape elements, such as trash cans, low street lights, bus shelters
- **Adding** landscaping to include trees and low-lying shrubs
- **Adding** bicycle improvements, such as bike racks and bike shelters

GREENING CLEVELAND AVENUE



Greening Cleveland Avenue means landscaping the corridor to attract more business and make the streetscape more pleasant, as well as improving or reclaiming existing public spaces for general enjoyment. Recommendations for greening Cleveland Avenue include:

- **Planting** more trees along Cleveland Avenue
- **Improving** existing greenspace and creating new greenspace from vacant or under-utilized land
- **Building** interactive children's areas

BUILDING IDENTITY



Building identity means giving the Cleveland Avenue corridor a real sense of place in order to welcome outsiders and restore a sense of community pride to current residents. Recommendations for creating identity include:

- **Adding** street lights promote safety and identify the community
- **Offering** alternative street light designs
- **Creating** entrance gateways to welcome people to the Cleveland Avenue corridor and identify the area

EXTENDING THE STREETScape



Extending the streetscape means taking the four previous themes and extending them beyond the Northern Lights area to include the entire corridor for Piedmont Road to Case Road. Recommendations for extending the streetscape include:

- **Continuing** sidewalks and bike paths the length of the corridor
- **Adding** street lights up and down Cleveland Avenue
- **Expanding** the identity of the community from Piedmont Road to Case Road.

The Franklin County Economic Development and Planning Department hired the Neighborhood Design Center to develop a streetscape improvement plan for Cleveland Avenue in the Northern Lights Shopping Center area. This portion of Cleveland Avenue is a major retail destination, employment center and transit corridor.

Origins

The Clinton-Mifflin Land Use Plan, adopted by Franklin County Commissioners in January 2009, recommended a streetscape improvement plan for the Cleveland Avenue corridor between Case Road and Piedmont Road.

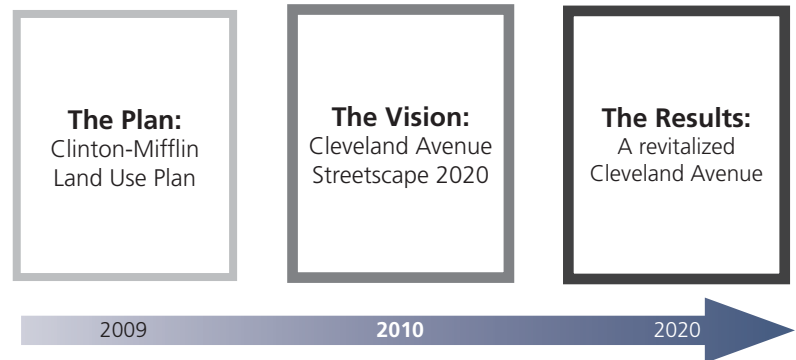
The challenge

The corridor is served by one of the Central Ohio Transit Authority's most-used bus routes, but is largely unattractive and under-lit. Traffic volumes exceed those found on portions of High Street.

The process

The design team from the Neighborhood Design Center used the Clinton-Mifflin Land Use Plan to begin generating research and analyzing the Cleveland Avenue Corridor.

After compiling general research the Neighborhood Design Center Visioning Team



presented the findings to the community on August 31, 2009. The team sought input on the community's desire for Cleveland Avenue's future.

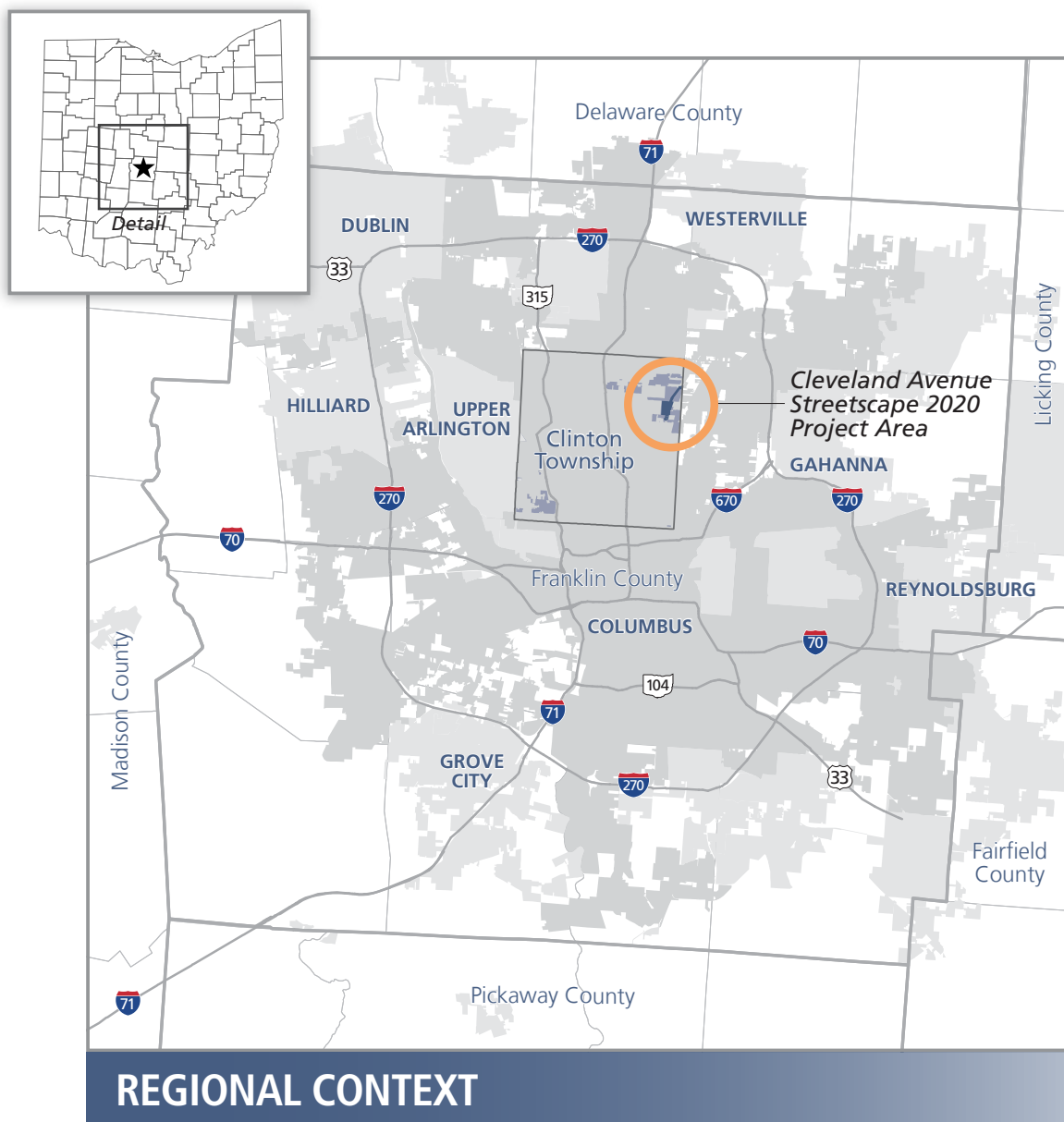
The team took the research and feedback, and developed design possibilities for Cleveland Avenue.

In late September 2009, the community was presented with a range of possibilities. Following feedback from the community, the team presented the consensus design possibilities in late October.

Next steps

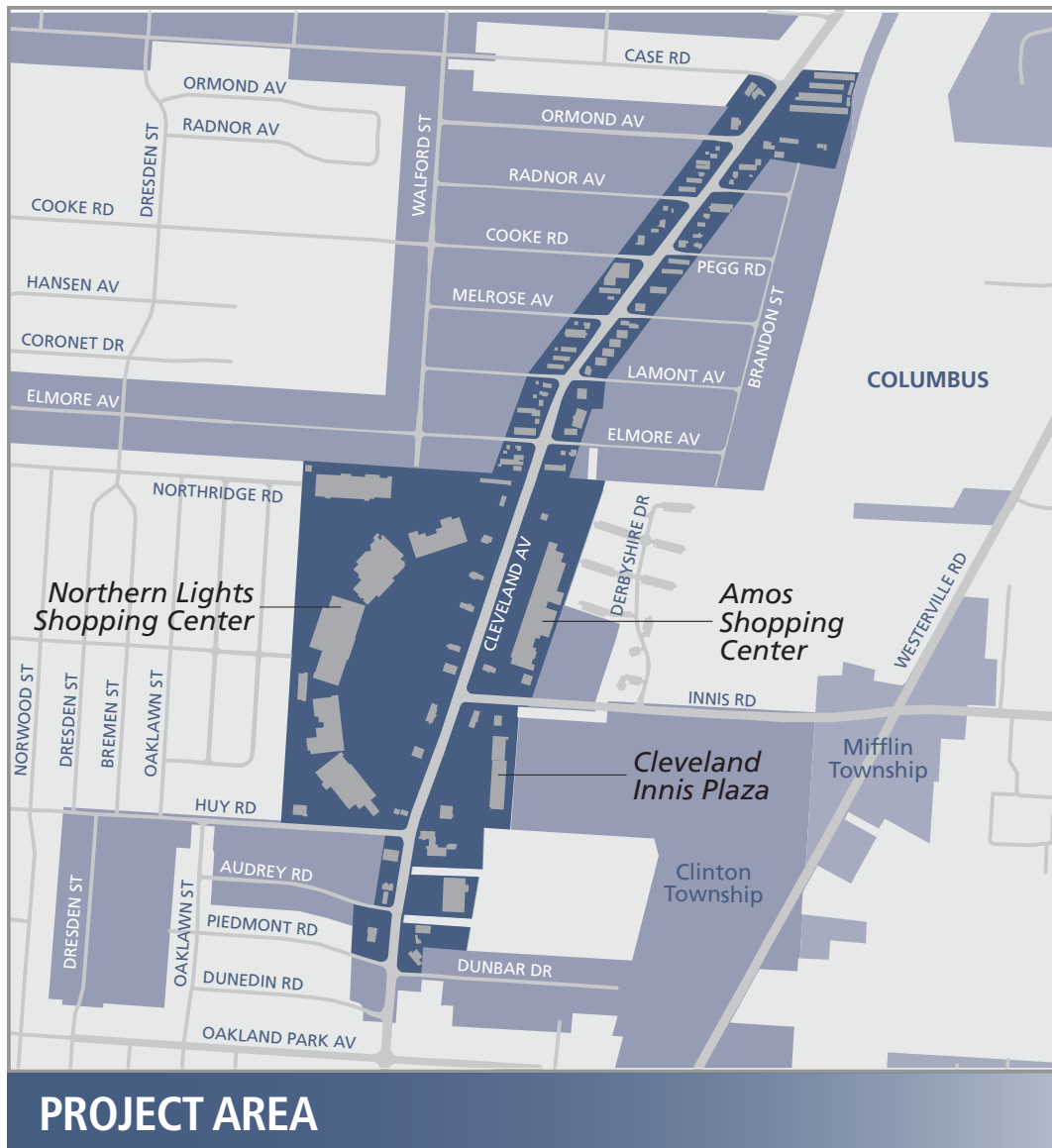
As an amendment to the Clinton-Mifflin Land Use Plan, Cleveland Avenue Streetscape 2020 offers a vision for Cleveland Avenue's future. In the coming years, Clinton Township and Franklin County will work together to realize the community's desired future.

ABOUT THIS PLAN



The Cleveland Avenue Streetscape 2020 Project Area is located northeast of downtown Columbus, within Clinton Township.

PLANNING AREA



A corridor study was evaluated along Cleveland Avenue, from Piedmont Road to Case Road, with a focus on the Northern Lights commercial corridor.

*Cleveland Avenue
at Elmore Avenue*



*Cleveland Avenue
at Innis Road*



*Cleveland Avenue
at Huy Road*



*Cleveland Avenue
at Britains Lane*



These panoramic photographs show several intersections along Cleveland Avenue. Along the corridor, an overabundance of pavement, large signs and a lack of landscaping make the streetscape cluttered and unwelcoming.

Without any gateway signs or unifying design features, the corridor feels disjointed and inconsistent.

CURRENT CONDITIONS



(left) Commercial entrances and pedestrian circulation; (right) Fast food restaurants and setbacks



(left) Bus stops; (right) Unused green spaces



(left) Numerous driveways and no streetlights; (right) Excessively large parking lots

After evaluating the corridor, the design team identified several important issues. Pedestrian circulation along the corridor needs improvement, especially within the Northern Lights parking lot and shopping center area. There is excessive traffic and congestion along the corridor due to numerous entrances into retail and restaurant businesses along Cleveland Avenue.

Northern Lights Shopping Center and the Amos Center parking lots have excessive parking spaces with minimal landscaping, which contributes to a barren streetscape. Overall, the streetscape is unwelcoming, with few trees, inadequate bus stops, and several vacant lots.

ISSUES

(left) Amos Center parking lot; (right) Northern Lights parking lot - north end



(left) Fast food parking lot; (right) Northern Lights parking lot - south end

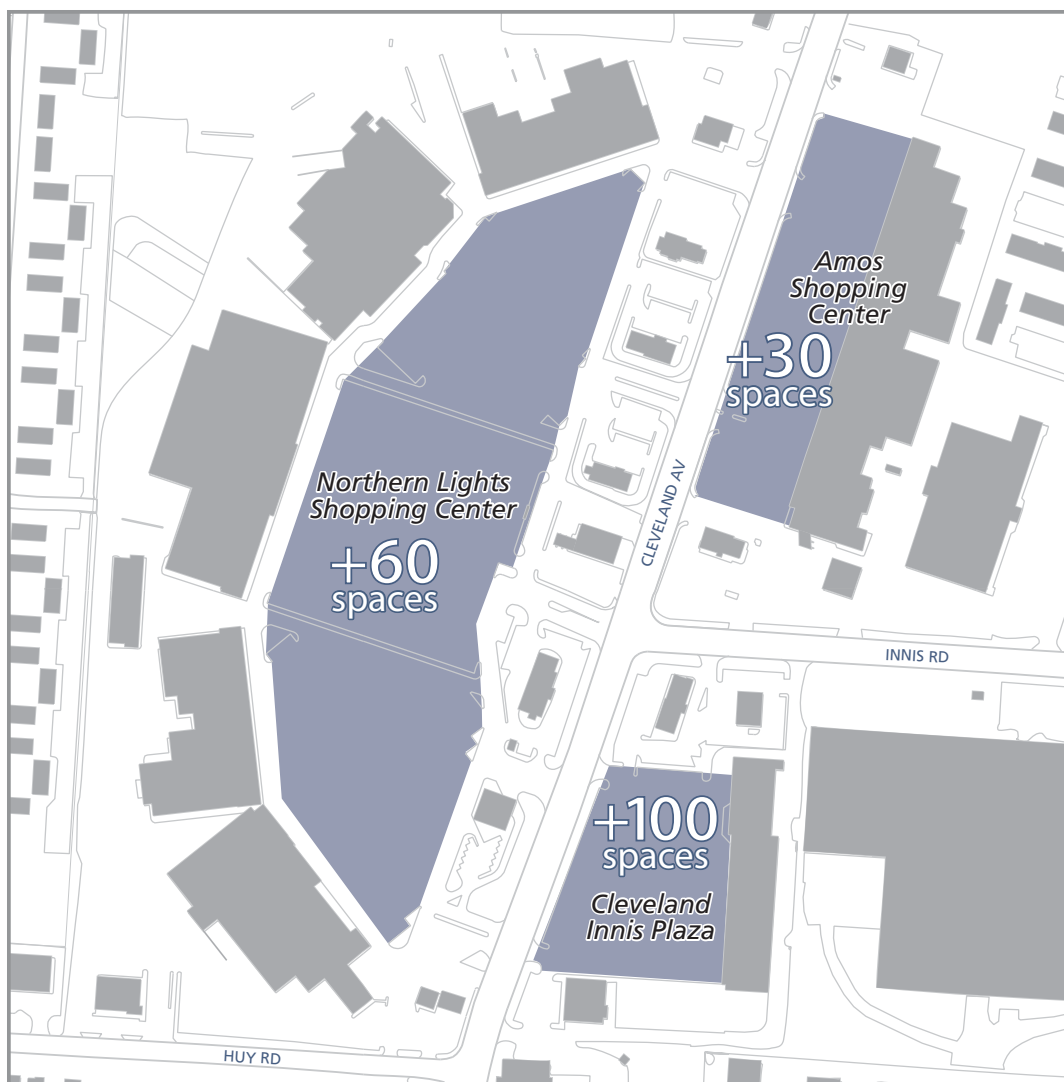


(left) Cleveland Innis Plaza parking lot; (right) Northern Lights parking lot - central entrance



Oversized parking lots with no landscaping result in a barren, unwelcoming business environment along Cleveland Avenue.

PARKING LOTS



PARKING LOT STUDY

A parking lot study comparing retail demands for available parking spaces showed an excess of 190 parking spaces, or 99,000 square feet of flexible parking area.

IMPROVING CIRCULATION

IMAGE, CIRCULATION, CREATING A SAFER ENVIRONMENT

ADDING ACCESSORIES

BUS STOPS, TRASH CANS, LIGHT FIXTURES

GREENING CLEVELAND AVENUE

IMPROVING STREETScape, ADDING GREEN SPACES

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BRINGING THE STREETScape NORTH TOWARD CASE ROAD

IMPROVING CIRCULATION

IMAGE, CIRCULATION, CREATING A SAFER ENVIRONMENT





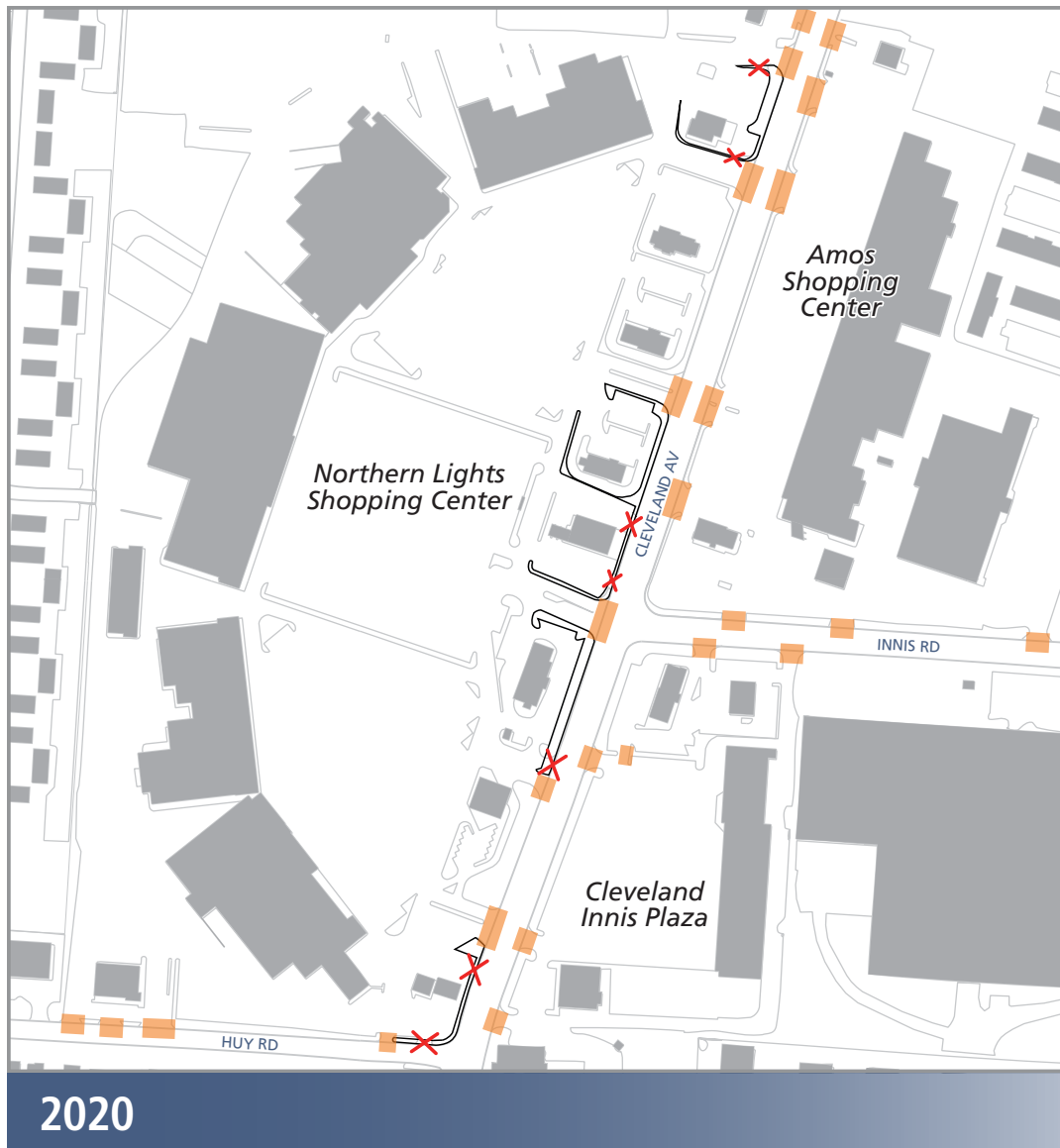
Northern Lights entrance at Innis Road



The large number of driveways is confusing for motorists and dangerous for pedestrians. Reevaluating the number of driveways, also known as curb cuts, can improve the experience along Cleveland Avenue.

This portion of Cleveland Avenue sees 20,000 vehicles on a typical weekday, compared to only 16,000 along High Street in downtown Columbus.

CURB CUTS



This map shows possibilities for consolidating driveways along Cleveland Avenue.

Eliminating excessive driveways will reduce congestion and improve safe access to businesses.

Fewer driveways also improves pedestrian and bicyclist safety.



Secondary entrance south of Innis Road



Existing Crosswalk



Proposed Crosswalk

With improved crosswalks, pedestrians can more easily access shopping centers and other destinations along Cleveland Avenue.

The proposed crosswalks both improve safety and build a unique Cleveland Avenue identity. Dots or some other feature inside the crosswalks can be easily implemented using durable thermoplastic paint.

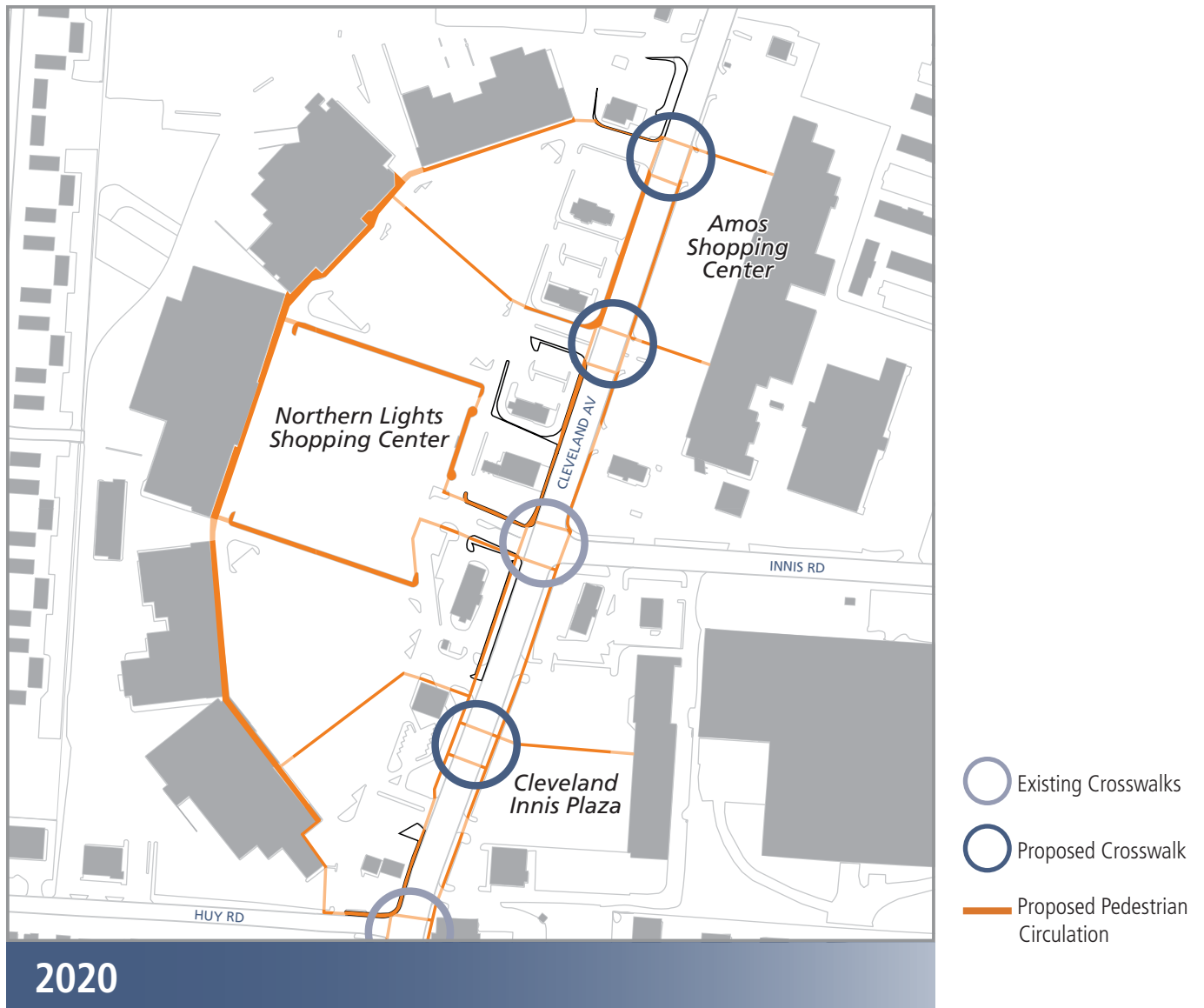
This crosswalk scheme meets the guidelines of the Manual on Uniform Traffic Control

Devices by using the required lateral boundary lines and enhancing the crosswalk, “which may be supplemented by contrasting pavement texture, style or color.”

Sidewalks and crosswalks must comply with the Americans with Disabilities Act (ADA) and include ADA tiling where applicable.

The final design must follow State and County guidelines.

CROSSWALKS



Cleveland Avenue offers many possibilities for improving pedestrian circulation. Adding a crosswalk at the northern end of the Northern Lights Shopping Center across from the Amos Shopping Center entrance improves connectivity across Cleveland Avenue. Other suggestions include adding two mid-block

crosswalks along the corridor to assist with the heavy pedestrian traffic.

Within the Northern Lights Shopping Center parking lot, pedestrian circulation could be improved by adding paths between the Cleveland Avenue sidewalk and business entrances.



Existing sidewalk



Proposed sidewalk and bike path

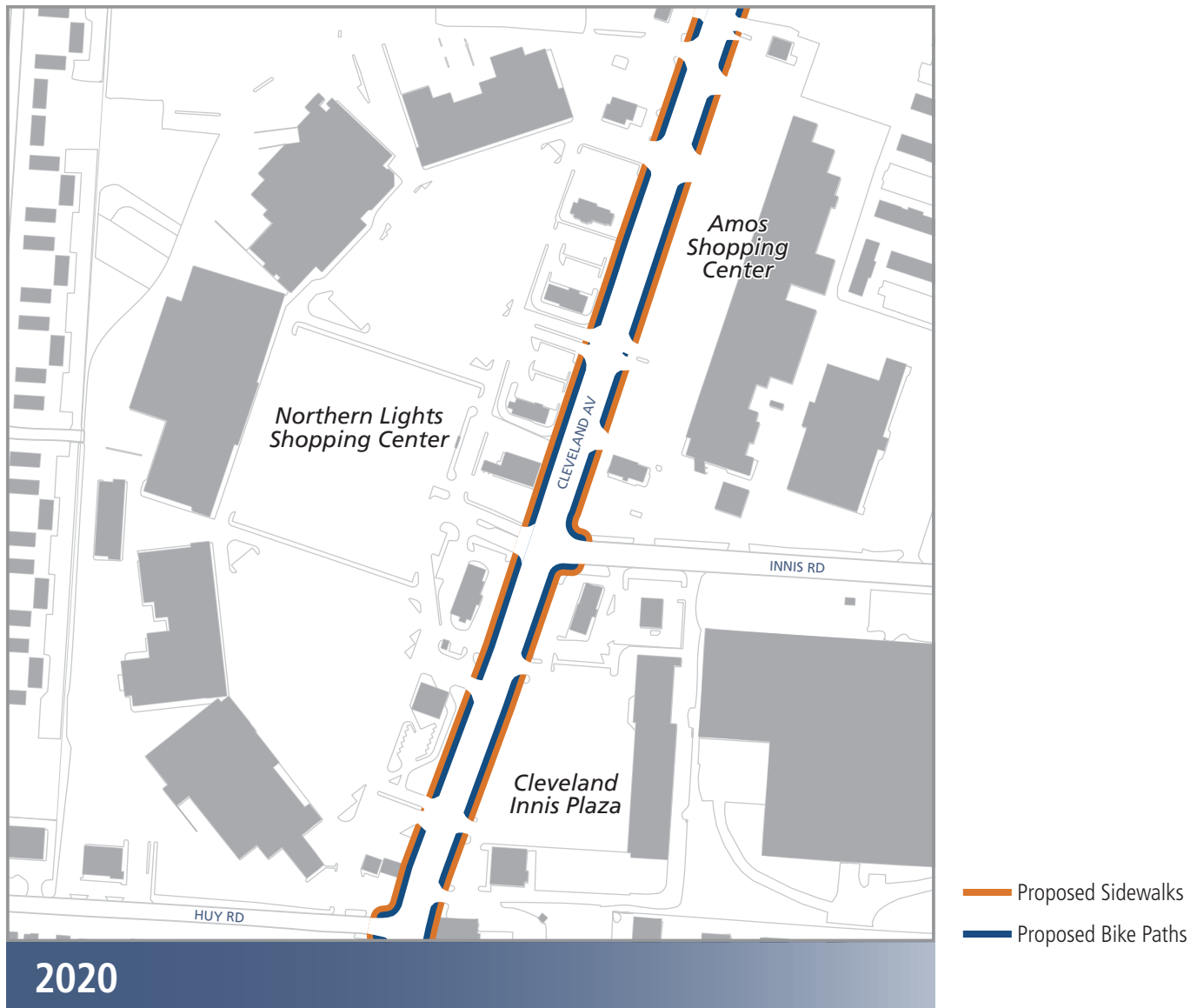
The proposed bike path and sidewalk along the Cleveland Avenue corridor will connect Piedmont Road to Ferris Road, where it would turn into a signed shared roadway proposed by the Clinton-Mifflin Land Use Plan.

While the bike path could be a variety of different colors, we recommend blue for multiple reasons. Blue, part of Clinton Township's visual identity, helps create a sense of place and adds vibrance to the streetscape. This treatment has also been successful in other cities.

Blue bike paths have been shown to reduce conflicts and collisions between motorists and bicyclists. In other cities, blue bike paths have helped increase the number of bicyclists using the paths and caused bicyclists to exercise greater caution when traveling alongside automobiles.

The exact configuration and visual treatment of the bike path will follow appropriate guidelines, in close consultation with the Franklin County Engineer's Office.

SIDEWALKS & BIKE PATHS



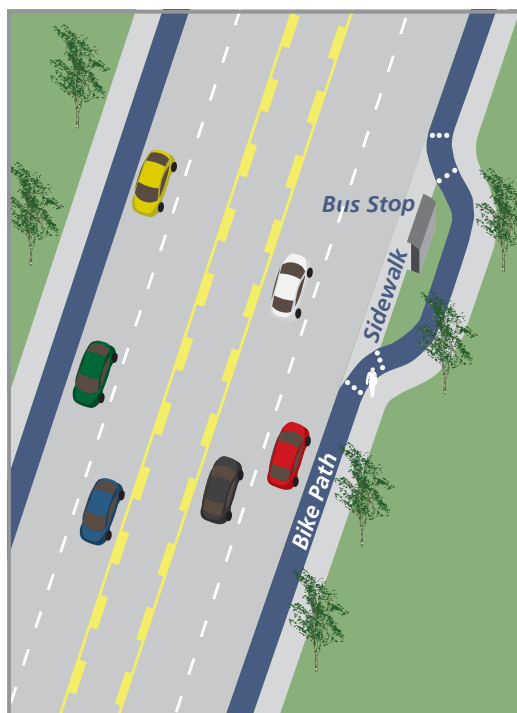
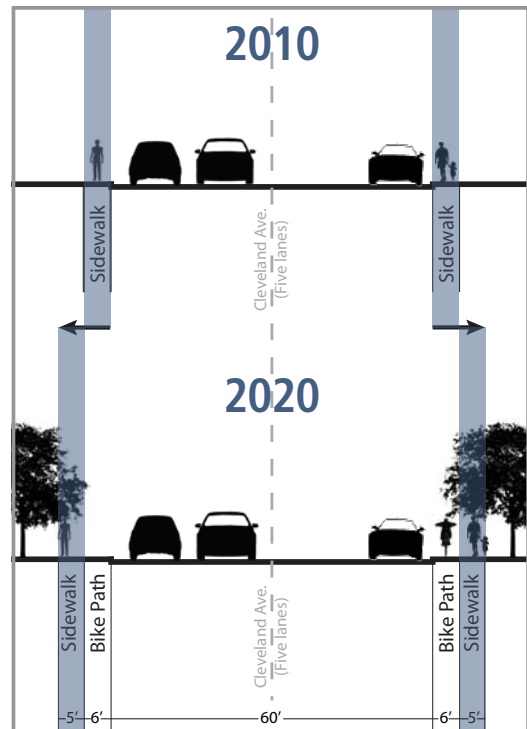
The proposed 6-foot, raised bike path would be one-way on either side of the street adjacent to the existing roadway. Bicyclists would travel in the same direction as automobile traffic.

In accordance with the Clinton-Mifflin Land Use Plan, the sidewalks will be 5 feet wide and the proposed bike path 6 feet wide. Details are shown on the next page.



Proposed sidewalk and bike path

The bike path should be adjacent to vehicle travel lanes, with pedestrians further from the street to increase safety. To accomplish this, the existing sidewalk would be transformed into the bike path, with the new sidewalk built beyond the bike path.



Treatment of bike paths at bus stops

By re-purposing the existing sidewalk as the new bike path, we evaluated the interaction between pedestrians, bicyclists and bus stop users.

To ease travel for everyone, the bike path can continue behind the bus stop, with a pedestrian cross-over to the bus stop shelters.

This way, pedestrians can easily access the bus stop, while bicyclists can remain on a continuous path around the bus stop areas.



White-on-blue bike path



Blue-on-black bike path

To create a consistent identity throughout the corridor, we recommend a blue bike path along the Cleveland Avenue corridor.

An alternative to an all-blue path could be using blue bike path markings on a black asphalt bike path.

When engineering a final design, interested parties must weigh accessibility and sense of identity with practicality, cost and durability.

IMPROVING CIRCULATION

IMAGE, CIRCULATION, CREATING A SAFER ENVIRONMENT

▶ ADDING ACCESSORIES

BUS STOPS, TRASH CANS, LIGHT FIXTURES

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IMPROVING STREETScape, ADDING GREEN SPACES

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ADDING ACCESSORIES

BUS STOPS, TRASH CANS, LIGHT FIXTURES





TRASH CAN



LOW STREET LIGHTS



BUS SHELTERS



BIKE RACKS

KEEPING THE STREETScape CLEAN AND SAFE



LANDSCAPING



ADDING BEAUTY AND PROVIDING SHADE

STREETScape ELEMENTS



Existing bus stop



Proposed bus stop

The primary bus line that travels Cleveland Avenue, Route 1, is the second-most heavily traveled bus route in the Central Ohio Transit Authority's system.

Existing Cleveland Avenue bus stops either consist of unsheltered wooden benches or no benches at all, with just a simple sign.

High-usage bus stops should provide transit users with reasonable comfort and protection from inclement weather.

Bus stop elements can also add to the streetscape, such as landscaping and attractive trash cans. Lighting around the bus shelter also increases safety.

Blue dots or another visual identity feature can be painted in front of the bus shelter area to both designate bus stops and build the Cleveland Avenue corridor's identity.

BUS STOPS



*Existing bus stop area
in a parking lot*



*Proposed bus stop area
in a parking lot*

Adding bike racks along Cleveland Avenue will support increased use of the bike paths. Bike racks should be installed throughout the corridor, especially in highly-trafficked areas.

Bike racks and shelters support shoppers, workers and transit users.

The Northern Lights bus stop has the highest number of boardings of any bus stop outside downtown Columbus.

Bike rack placement adjacent to the current bus shelter at the Northern Lights Shopping Center is a prime location.

Bike racks at bus stops extend the reach of the bus system. When residents are not close to a bus stop, they can use their bike to quickly connect them with a bus in order to reach their destination.

BIKE RACKS



BIKE SHELTERS

IMPROVING CIRCULATION

IMAGE, CIRCULATION, CREATING A SAFER ENVIRONMENT

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Existing streetscape



Proposed streetscape

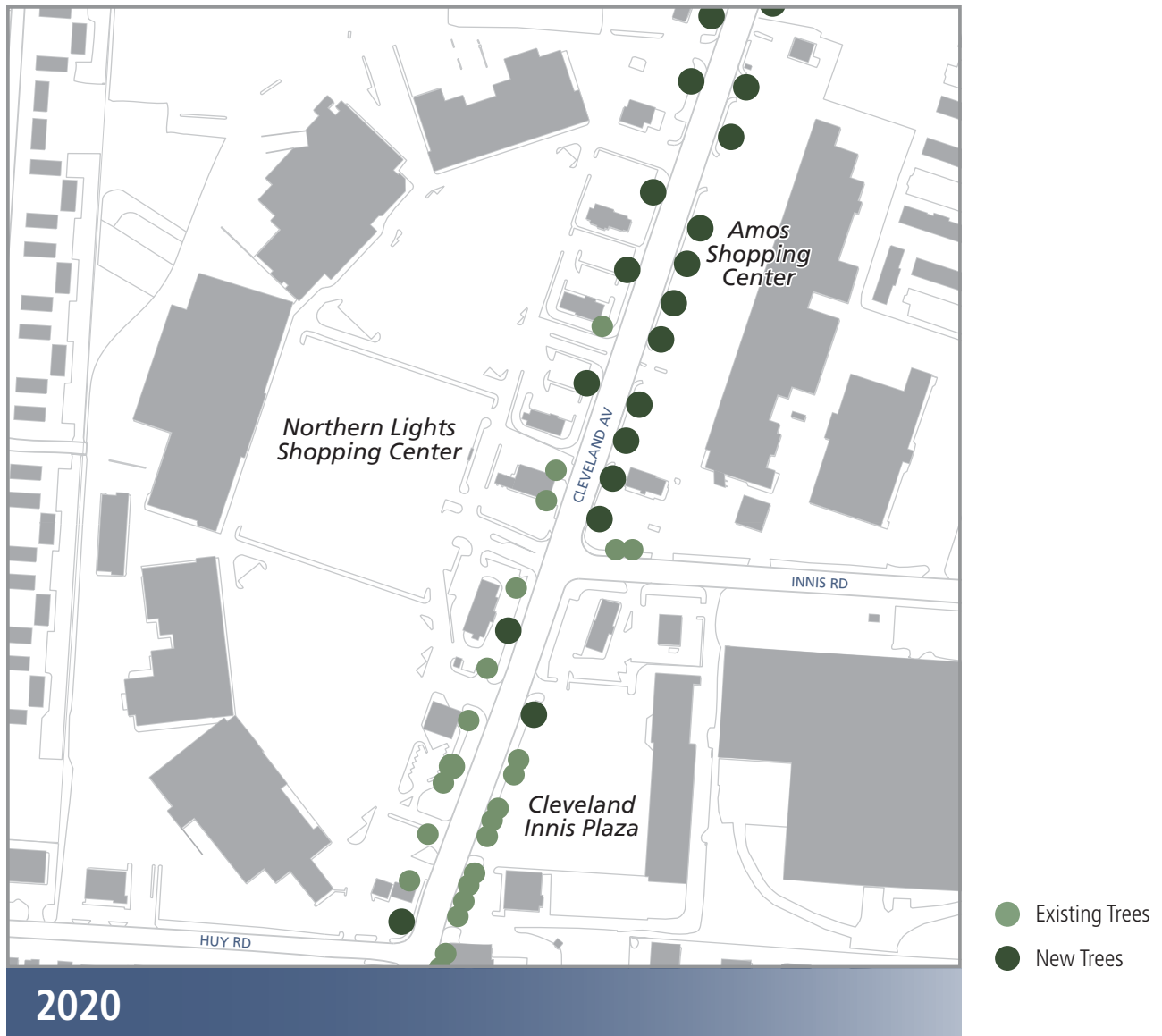
Landscaping helps build the foundation for Cleveland Avenue's new identity. Despite the presence of a few trees, the majority of the streetscape is devoid of vegetation.

A greener streetscape is a major amenity for pedestrians, bicyclists and motorists alike. People are drawn to attractive landscaping.

An improved streetscape also:

- Increases customer traffic
- Builds community pride
- Increases business interest in the area
- Increases pedestrian traffic
- Makes a positive first impression

STREETSCAPE



To build a unique identity while installing attractive plantings, a variety of native species trees should be planted along the corridor. This helps guarantee the life of the trees over time.

Native species are adapted to our climate and require no irrigation, thus making them low maintenance.

TREES

Pavilion on a reclaimed greenspace behind the Northern Lights Shopping Center



Farmer's Market in the Northern Lights parking lot



Existing greenspace behind the Northern Lights Shopping Center



Greening the streetscape can be accomplished by adding vegetation along the sidewalks and bike paths such as trees and low-lying plants.

Various vacant and overgrown lots line the Cleveland Avenue corridor. These can be cleaned up to create a more attractive streetscape.

PUBLIC SPACES

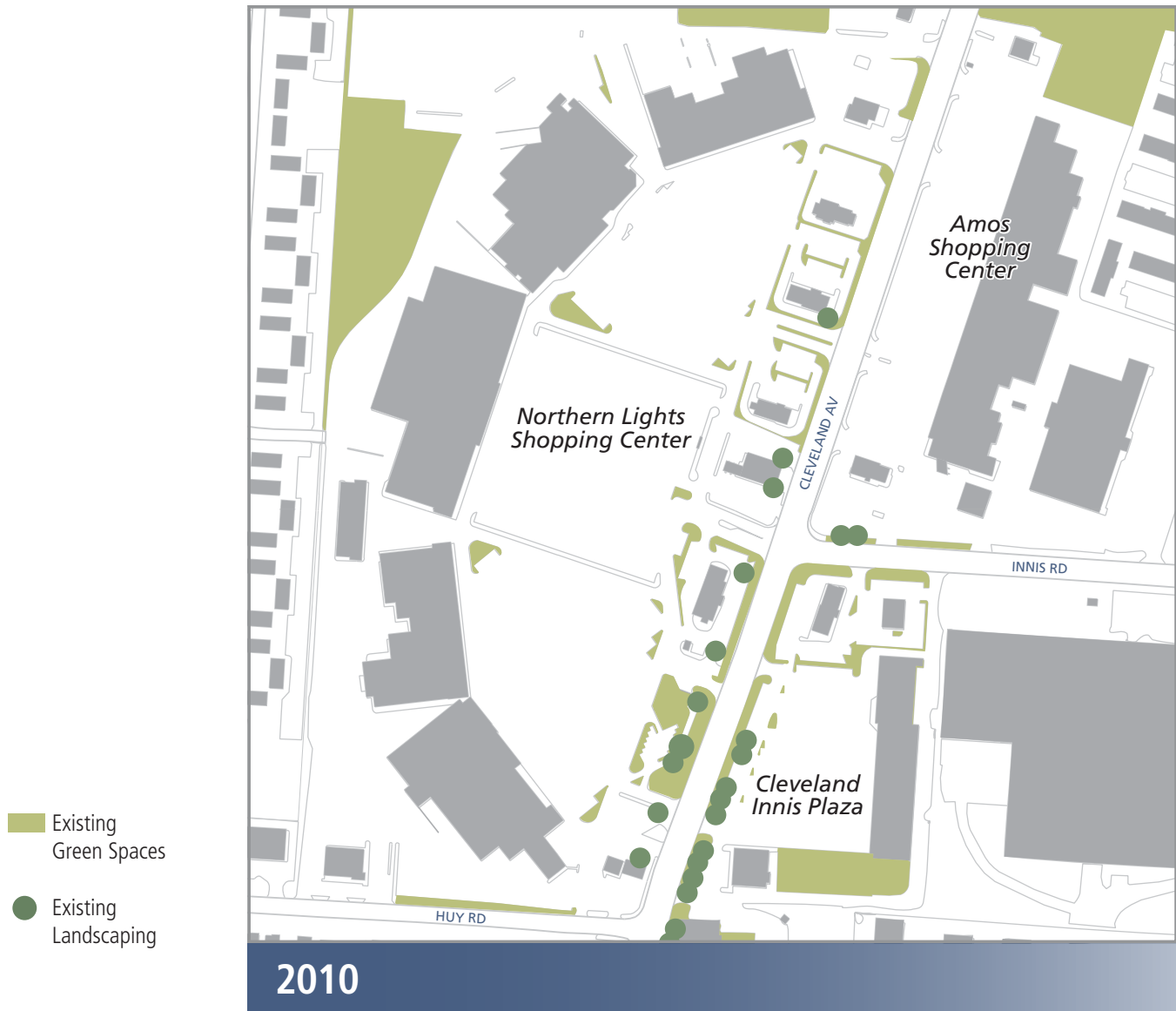


Two types of green spaces should be implemented in the Northern Lights area. First, reclaimed vacant lots can be turned into outdoor public spaces for adults and playgrounds for children.

Second, portions of the vast parking lots near the Northern Lights bus stop can be transformed into a community green space. As shown on the opposite page, the area could function as a gathering place or as a weekly farmer's market.

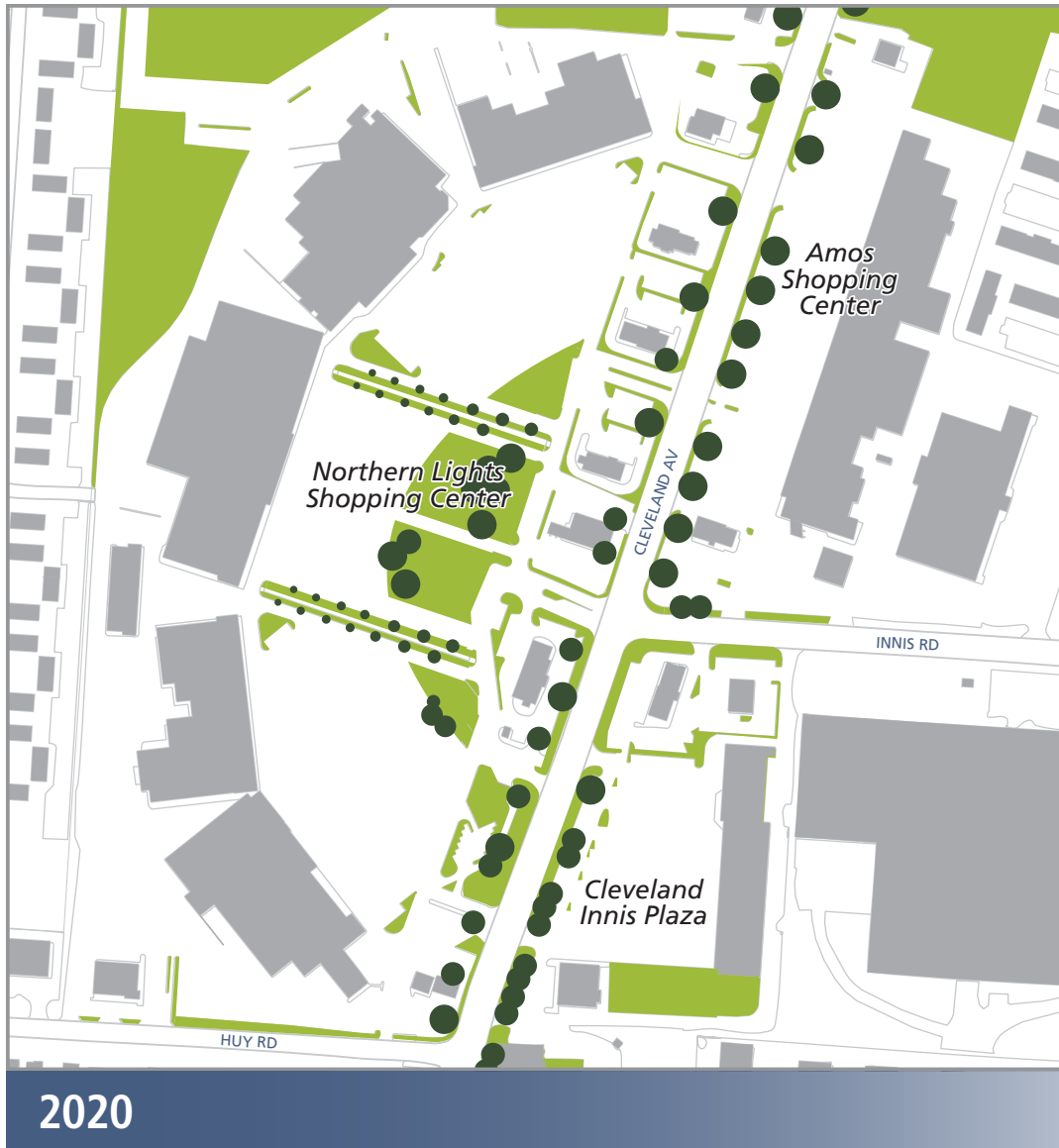


Create Play Areas



Existing streetscape

GREEN STREETScape



- Green Spaces
- Landscaping



Proposed streetscape

IMPROVING CIRCULATION

IMAGE, CIRCULATION, CREATING A SAFER ENVIRONMENT

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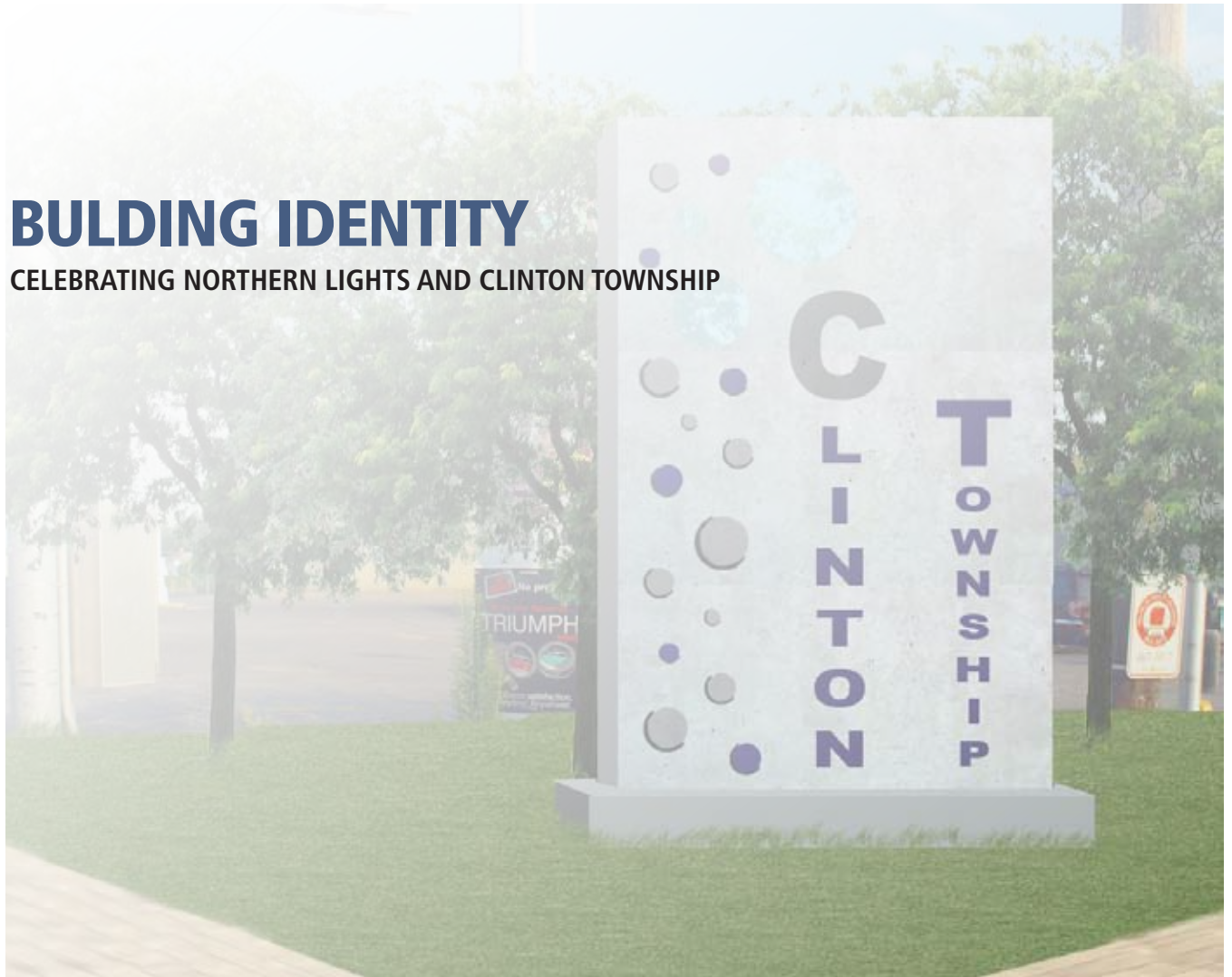
CELEBRATING NORTHERN LIGHTS AND CLINTON TOWNSHIP

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BRINGING THE STREETScape NORTH TOWARD CASE ROAD

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CELEBRATING NORTHERN LIGHTS AND CLINTON TOWNSHIP





(left) Existing electrical poles; (right) Proposed lights on existing electrical poles



The lack of lighting along Cleveland Avenue is a serious safety issue. Adding light fixtures can improve nighttime safety while also building the Cleveland Avenue corridor's identity.

Using blue-colored fixtures will reinforce Clinton Township's visual identity and sense of place.

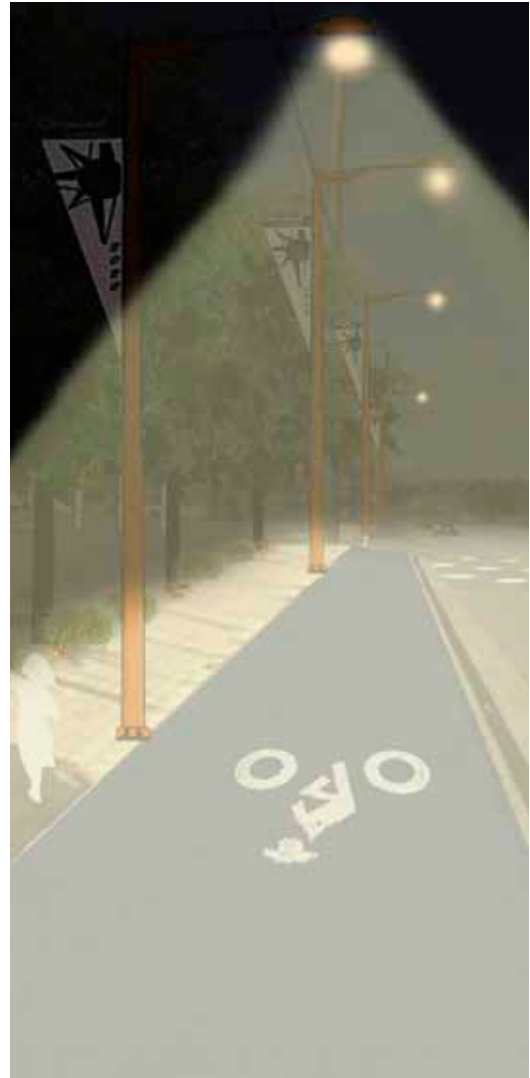
LIGHTING



To add lighting, one option is to take the existing electric poles and simply attach standard cobra head-style lights to the wooden poles. This is a lower-cost option since the light fixtures are the only major purchase.

Currently, there are 16 poles along Cleveland Avenue in the Northern Lights area. However,

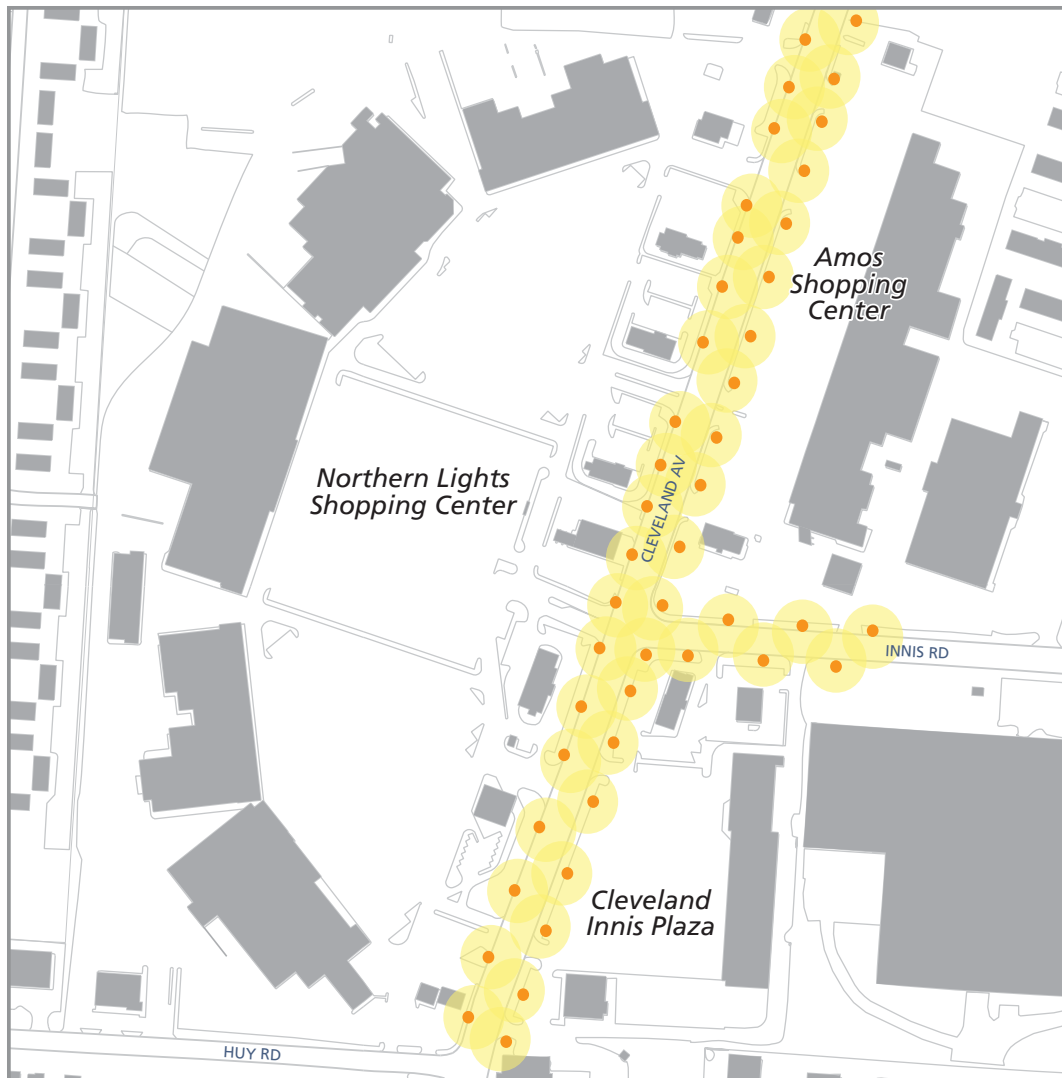
most of these poles are on the east side of Cleveland Avenue and are spaced far apart. This scheme, while lower-cost, provides insufficient nighttime lighting for pedestrians and bicyclists.



(left) New light poles; (right) Lighting distribution at night

To sufficiently light Cleveland Avenue, we recommend installing new light poles. The poles would be spaced approximately every 100 feet, a standard distance giving ample light to motorists, pedestrians and bicyclists.

Along this portion of Cleveland Avenue, this results in 50 light poles, located on both sides of the street and on a small portion of Innis Road.



LIGHTING WITH NEW POLES

In addition to safety, these lights help build the Cleveland Avenue corridor's identity.

During the day, the light poles themselves function as a unique, Cleveland

Avenue-specific object. Changeable banners can be attached to further identify Clinton Township and Cleveland Avenue.



Existing entrance to corridor at Huy Road



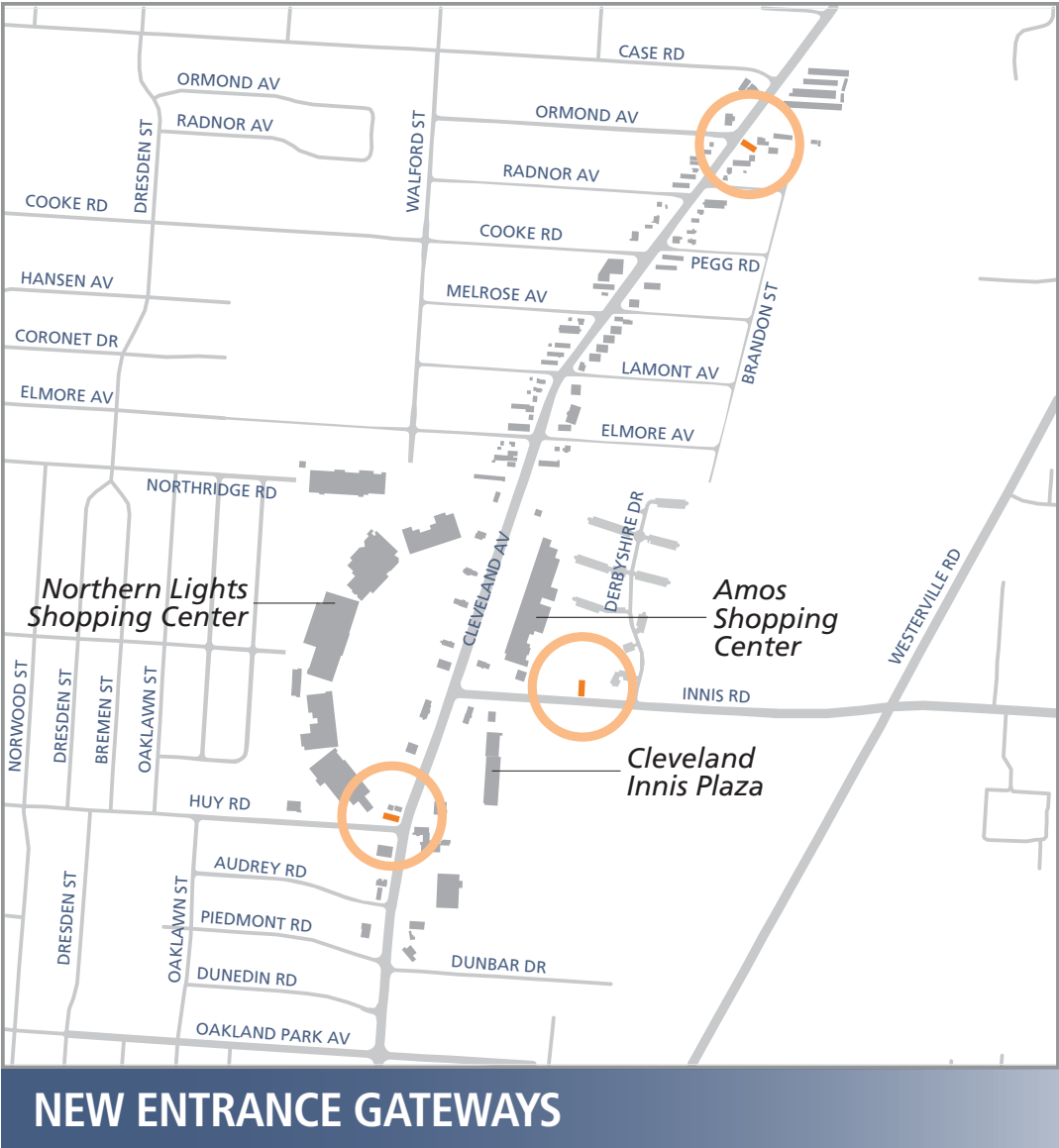
Proposed entrance gateway at Huy Road

Gateway signs identify an area to visitors and build community pride among area residents.

These gateway signs can be placed at the entrances to the Northern Lights area, along Cleveland Avenue at Huy Road and at Ormond Avenue, and along Innis Road between Cleveland Avenue and Derbyshire Drive.

The gateway features bring the elements of the corridor together. They include the dots from the crosswalk pattern and the blue of the bike path. The sign can be illuminated from the inside to glow at night. The gateway completes the corridor and makes a powerful visual statement.

GATEWAYS



IMPROVING CIRCULATION

IMAGE, CIRCULATION, CREATING A SAFER ENVIRONMENT

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EXTENDING THE STREETSCAPE

BRINGING THE STREETSCAPE NORTH TOWARD CASE ROAD





After proposing a streetscape improvement plan for the Northern Lights portion of Cleveland Avenue, the next step is to extend this streetscape and bike path northward to the intersection at Case Road.

Adding the vegetation along the streetscape is an easy way to extend the identity. Since

the northern portion of Cleveland Avenue has some trees and landscaping already, we can accomplish an improved streetscape with a modest investment.

PIEDMONT ROAD TO CASE ROAD



ADDING LIGHTING POLES TO THE STREETSCAPE

Besides the bike path and landscaping, the lighting scheme should be extended toward Case Road. The lighting further extends the safety benefits and identity features.

Since the activity level on this part of the bike path and sidewalk is likely to be lower than around Northern Lights, fewer light poles may accomplish the community's goals.



Existing streetscape at Ormond Avenue



Proposed streetscape at Ormond Avenue

Extending the streetscape vision from the Northern Lights area toward Case Road would give residents easier access to the bike path and sidewalk. This makes it easier for shoppers and employees to access the Northern Lights shopping area.

STREETSCAPE VISION



*Existing entrance
gateway at
Ormond Avenue*



*Proposed entrance
gateway at
Ormond Avenue*

In addition to a south gateway along Cleveland Avenue at Huy Road, a matching gateway at the northern end of the corridor completes the streetscape. Placing a gateway in front of the fire station at 3820 Cleveland Avenue establishes the corridor at the northern end.

A consistent streetscape that includes sidewalks, a bike path, landscaping, lighting and

accessories reinforces the Clinton Township identity along the Cleveland Avenue corridor.

The additional lights separated by larger distances in the northern part of the corridor ensure a consistent Cleveland Avenue identity while separating the rest of the corridor from Northern Lights.

IDENTITY



The design and planning recommendations of Cleveland Avenue Streetscape 2020 are designed so they can be incrementally implemented if necessary.

Street lighting on existing poles and pedestrian crosswalk markings should be considered first. Proper lighting and safer pedestrian road crossings contribute to reduced crime and increased pedestrian movement and safety.

Gateway signs should be considered next. The combination of lights, crosswalks and gateway signs announce the identity of a revitalized Cleveland Avenue corridor, thereby stimulating private sector investment—all at a reasonable cost.

Implementing the bike paths, sidewalk reconfiguration, parking lot reductions and curb cut modifications require additional engineering and funding. Clinton Township should work with the Franklin County Economic Development and Planning Department, the Franklin County Engineer's Office, the city of Columbus and the Mid-Ohio Regional Planning Commission to pursue funding for Cleveland Avenue Streetscape 2020.

A revitalized Cleveland Avenue will serve as a catalyst for infill development and long-term economic sustainability.

IMPLEMENTATION

NEIGHBORHOOD DESIGN CENTER

The Neighborhood Design Center was founded in 1982 as a private non-profit organization to assist groups and businesses in improving the economic, structural, aesthetic, and general environmental conditions of residential and commercial areas in central Ohio.

The Design Center is a member of a nationwide Association of Community Design Centers. Community Design Centers are non-profit community or university-based organizations which provide assistance in planning, architecture and community development to individuals and community groups who are dedicated to the redevelopment of designated economically distressed areas.

The focus of the Design Center's services are in urban commercial areas that are economically

disadvantaged. The Design Center provides subsidized planning and design related services to business associations, property owners, business tenants, and various neighborhood groups.

Design assistance is provided by interns who are students at The Ohio State University Knowlton School of Architecture. These students are graduate or upper-level undergraduates from the disciplines of architecture, city and regional planning, and landscape architecture. The interns are supervised by an architect or planner.

The Design Center is recognized as a primary tool in the re-direction of neighborhoods. The Design Center has demonstrated the ability to be sensitive to neighborhood economic needs and to provide guidance in the identification and the achievement of their goals.

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Cleveland Avenue Streetscape 2020

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