



December 2022

UDA

**FAIRFAX STRATEGIC
INVESTMENT PLAN
2022-2027**

Cleveland, Ohio

FAIRFAX STRATEGIC INVESTMENT PLAN 2022—2027

PREPARED FOR

Fairfax Renaissance Development
Corporation

FUNDED BY

Cuyahoga County
The Enterprise Foundation

CONSULTANT TEAM

Urban Design Associates



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INTRODUCTION

EXECUTIVE SUMMARY

The 2022-2027 Fairfax Strategic Investment Plan is about celebrating the victories that have been achieved in the neighborhood despite obstacles while acknowledging the road ahead.

The 2022 Fairfax Strategic Investment Plan (SIP) is a document that outlines the next chapter for the Fairfax community over the next five years. The 2014 plan outlined initiatives to advance community goals into 2019, and planning began for the 2020 plan in January 2020. Soon after, the COVID-19 pandemic began, creating major shifts in the community. Even with these seismic changes, Fairfax Renaissance Development Corporation (FRDC) continued advancing the goals outlined in the 2014 plan. With resident and stakeholder input, as well as FRDC guidance, new objectives for 2022 through 2027 were defined and refined to enhance and support the work already being done in the neighborhood. The SIP is about celebrating the victories that have brought the neighborhood to this point, despite obstacles, while recognizing the work still to be done.

Document Overview

This document is organized into two primary sections: Process and Strategic Initiatives. The process section will describe FRDC's and Urban Design Associates' (UDA) collaboration with the community and neighborhood stakeholders to gather critical feedback on what is working in the neighborhood today and what can be improved upon to inform FRDC's focus over the next five years. The Strategic Initiatives section will illustrate how key priorities identified by residents can be transformed into actionable plans, improving the quality of life for all residents of Fairfax.

Process

FRDC and UDA have worked together since the mid-1990s to create a comprehensive vision for the revitalization and sustained success of Fairfax. During this time, FRDC and UDA have collaborated closely with the community, listening with intention, and striving to create actionable and realistic proposals, such as Griot Village, new grocers like Meijer, and a variety of other neighborhood supporting uses. For the 2022 SIP, there were neighborhood tours and two public outreach events to gather community and stakeholder feedback. In the following pages, you will find a recap of these engagement efforts and how they informed the Strategic Initiatives recommendations.



Portrait of Existing Conditions



Residents at a Community Meeting



New mixed-income housing at Innovation Square



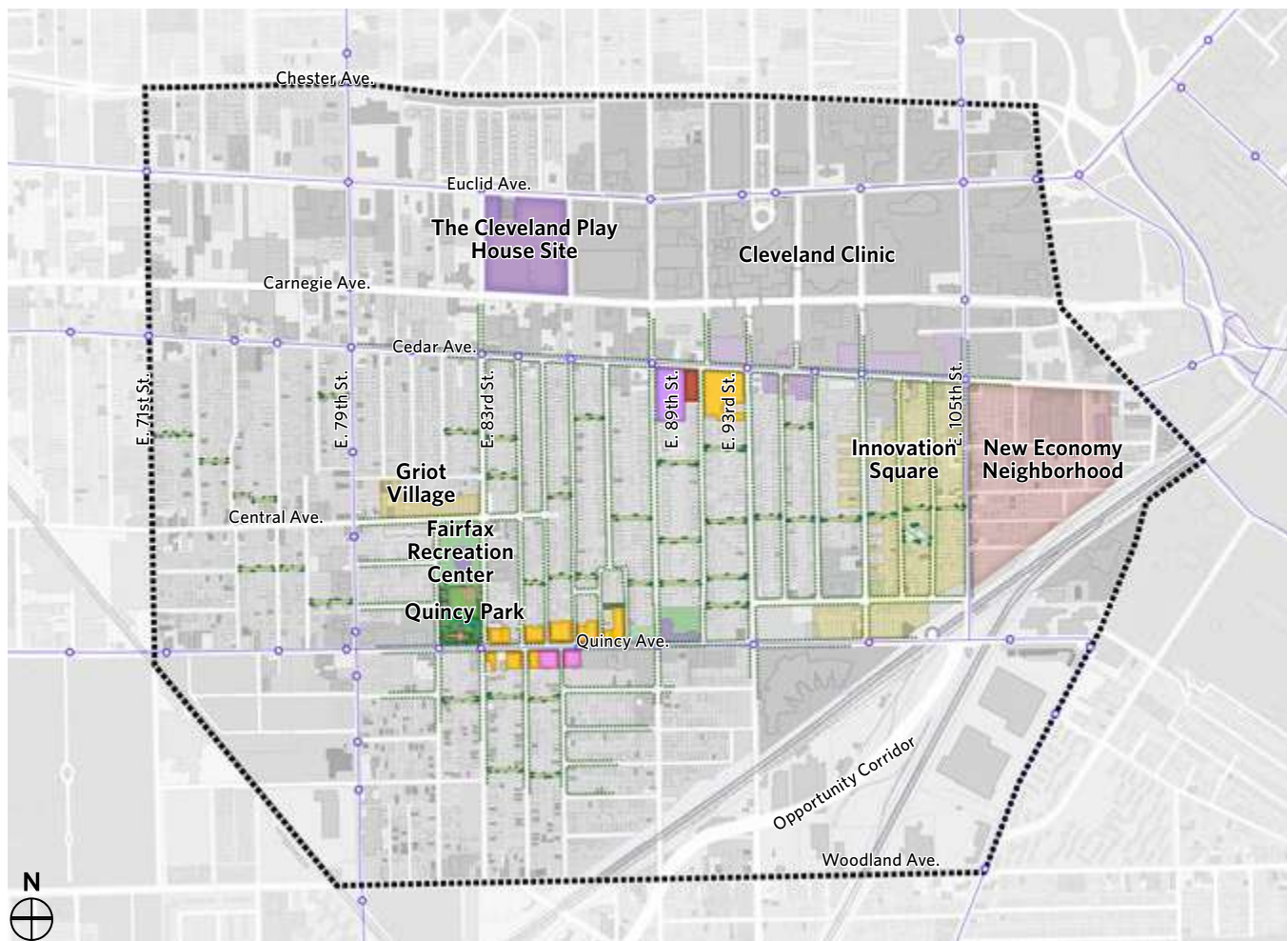
Quincy Park

Strategic Initiatives

During the two public outreach events, residents provided invaluable feedback about things in the community they liked and were working well, such as access to new grocery options, and things in the community that need work, such as improved communication about training, jobs, and services. In the end, five themes were consistently mentioned:

- Develop design principles for the Cleveland Clinic's Cleveland Play House Site
- Refresh the plan for the Cedar Avenue Commercial District
- Create a strategy for attractive pedestrian connections through vacant lots
- Improve communication-related to available training, jobs, services, and events
- Advance the Quincy Avenue Arts District

INITIATIVES KEY	
	RESIDENTIAL DEVELOPMENT
	LIVE-WORK DEVELOPMENT
	COMMERCIAL DEVELOPMENT
	COMMUNITY-SERVING DEVELOPMENT
	OPPORTUNITY SITE
	NEW ECONOMY NEIGHBORHOOD
	INNOVATION SQUARE
	GRIOT VILLAGE
	INSTITUTIONS
	BUS ROUTES/STOPS
	CONNECTIONS INITIATIVE
	FAIRFAX NEIGHBORHOOD BOUNDARY



2022 Initiative Areas

BACKGROUND

CREATING A MASTER PLAN FOR FAIRFAX

In the mid-1990s, FRDC initiated a comprehensive master planning effort to be a catalyst for sustainable neighborhood and economic development in the Fairfax neighborhood. The process brought together residents and stakeholders to create a comprehensive neighborhood revitalization vision. UDA led the master planning process with community meetings, stakeholder meetings, and design workshops. The plan that was developed focused on:

- Revitalizing the heart of the Fairfax community
- Developing strong new centers around community anchors
- Reconnecting Fairfax with adjacent communities, both physically and through more effective relationships

1998-2002

- Updating the original Master Plan
- Building 200 new and rehabilitated 500 existing houses
- Developing Quincy Place, an 85,000 sq. ft. building housing community services

2002-2008

- Envisioning the first 5-year SIP
- Perpetuating the rehabilitation of houses through the Model Block Program
- Assembling property for the Emmanuel Square mixed-use development
- Groundbreaking for the Global Cardiovascular Innovation Center and Juvenile Justice Center
- Implementing streetscape improvements along many commercial and residential properties, including the reconstruction of Quincy Avenue
- Developing Quincy Park, the neighborhood's largest green space at that time
- Transforming the vacant Langston Hughes Library into the new home of Senior Outreach Services, a longstanding Fairfax neighborhood stakeholder



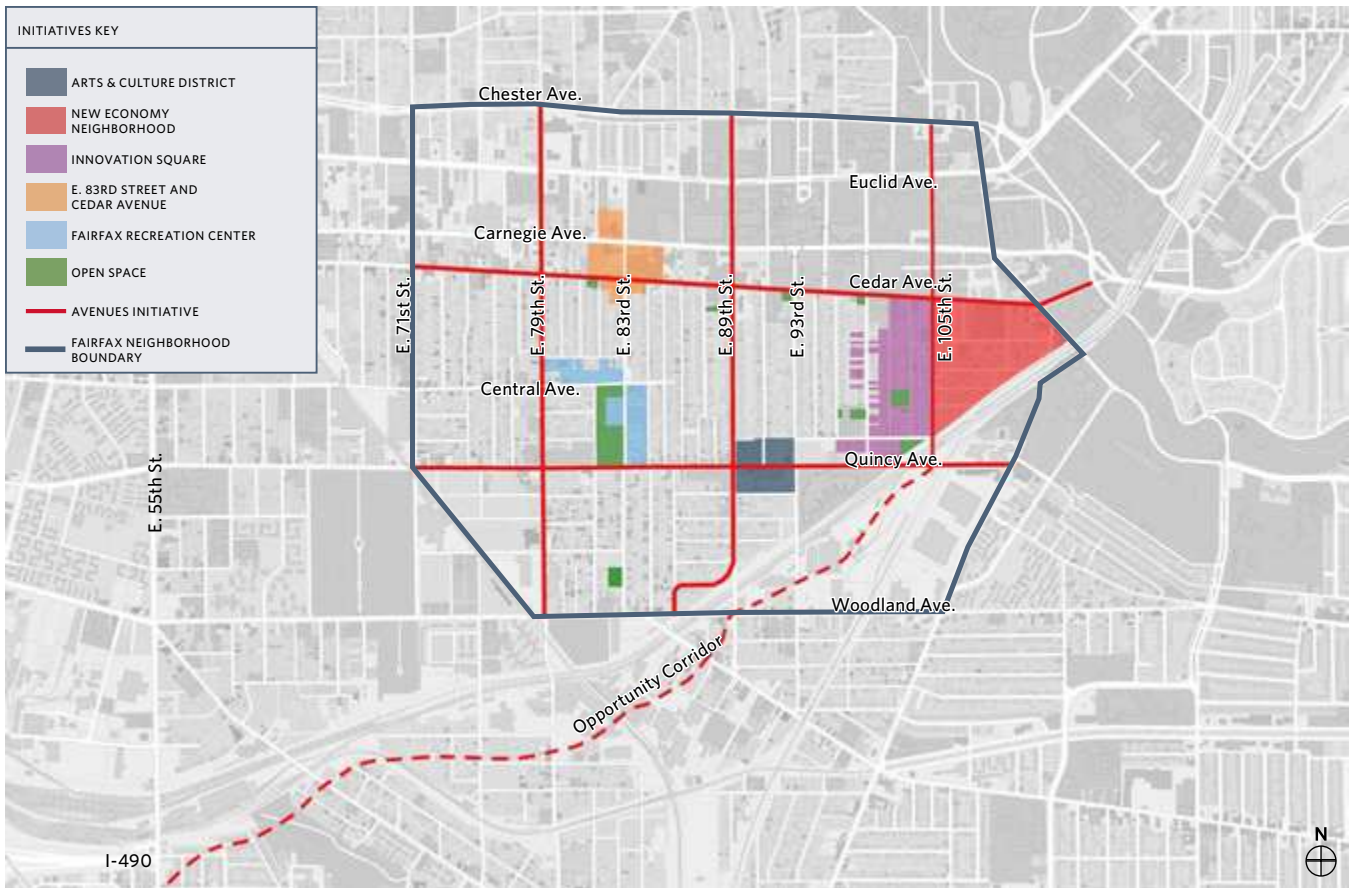
The Winding Wall of Fairfax History is a community art installation located in Quincy Park that charts the history of the Fairfax Neighborhood.



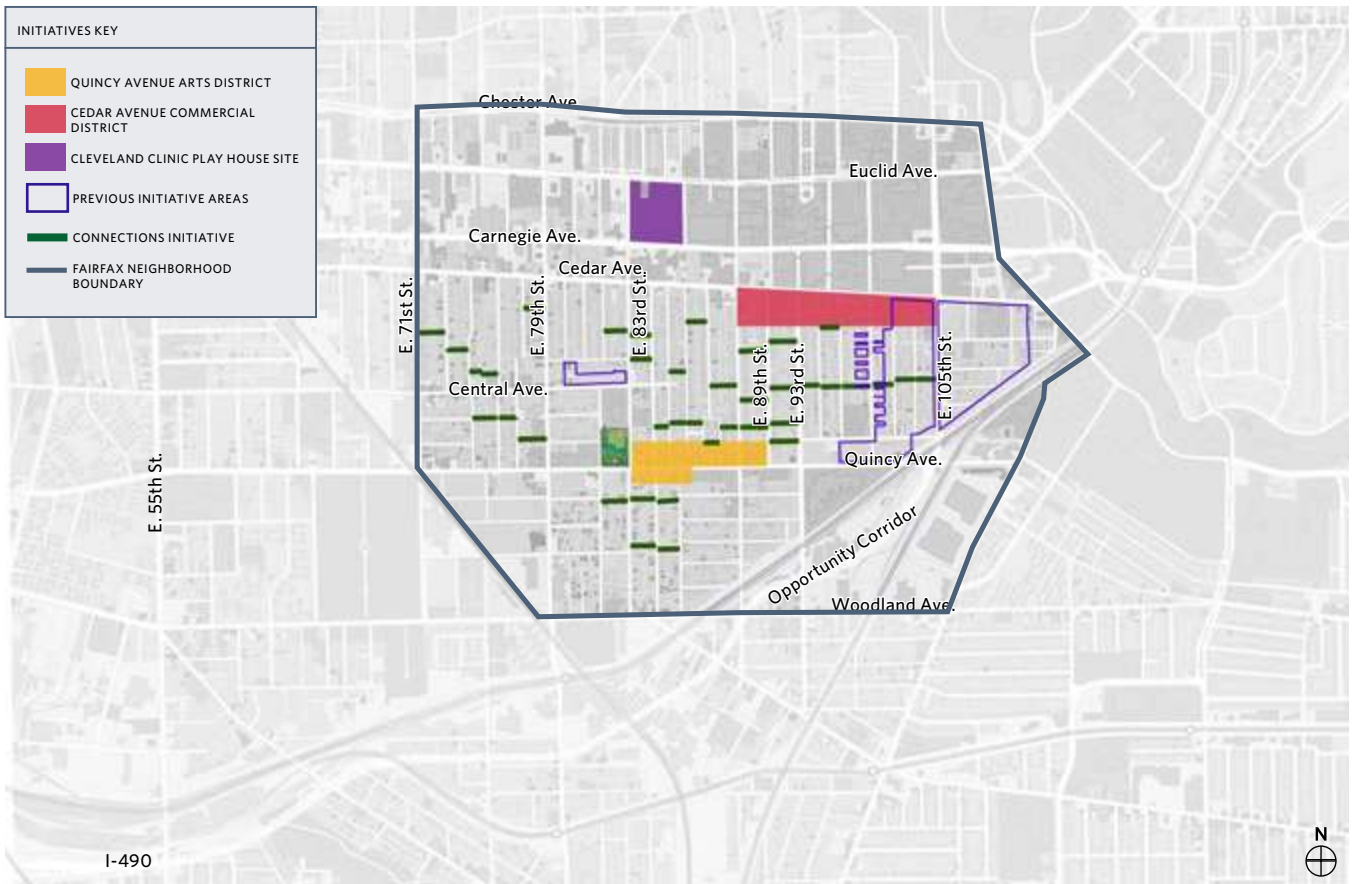
Quincy Place is an 85,000 sq. ft. office building that houses a large number of community services in the Fairfax Neighborhood.



The Langston Hughes Health and Education Center is a community health anchor primary care, social services, health education, and more all under one roof.



2014 Strategic Development Initiatives



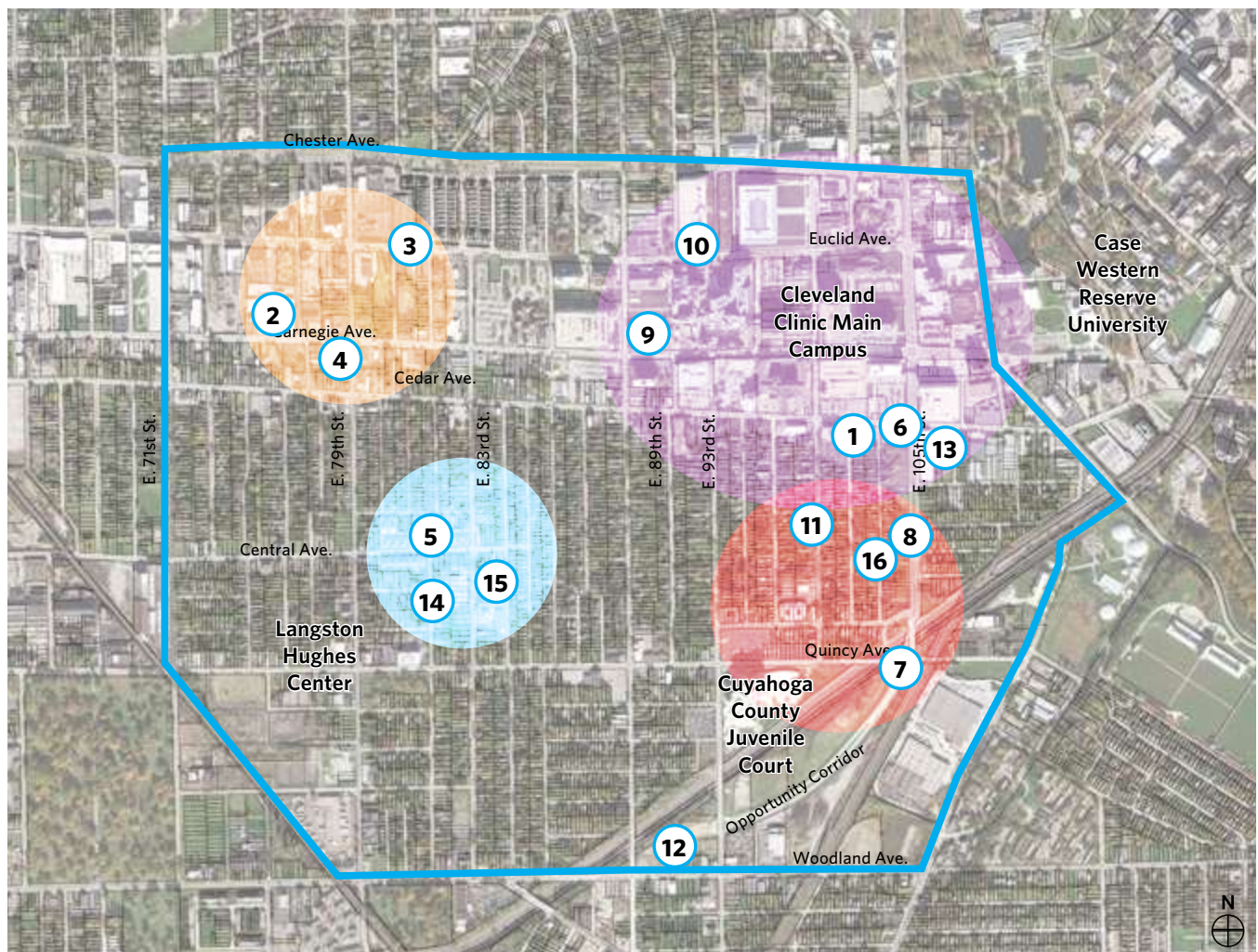
2022 Strategic Development Initiatives

2009-2014 (The Great Recession)

- Envisioning the first 5-year SIP update
- Led with partners the Opportunity Corridor planning process
- Perpetuating rehabilitation through the Model Block Program
- Consolidating vacant property for future infill
- Building of the new Cuyahoga County Juvenile Center
- Developing Rumi's Market and Deli
- Implementation of PNC Fairfax Connection
- Reconstructing Cedar and Central Avenues
- Groundbreaking for Griot Village, Fairfax's intergenerational housing



PNC Fairfax Connection Provides a variety of community resources and programs with a focus on financial literacy



Key Initiatives since 2014

2014-2022

- Emerging new, small, and Black-owned businesses
- Expanding Cleveland Clinic services and campus
- Building of Opportunity Corridor and Griot Village
- Implementing new transit investments
- Creation of green spaces like Playwright Park
- Developing new housing featuring a mixed-use/mixed-income model in Innovation Square



New Meijer Grocery Store Under Construction



Biorepository



Cleveland Bagel



Cleveland Vet Clinic



Dunkin' Donuts



Griot Village



Meijer Grocery+Housing



GCRTA Station



Innovation Square



Neurological Institute



Health Education Campus



New Single Family Homes



Opportunity Corridor



IBM



Fairfax Rec Center
Boxing



St. Adalbert Catholic
School




Playwright Park



A photograph of a community meeting or town hall. Several people are seated at long tables, some wearing face masks. In the foreground, a woman with a floral shirt and a light blue face mask is looking down at a document. A clear plastic water bottle sits on the table in front of her. To her left, a man in a white t-shirt is also seated. In the background, a man in a white polo shirt with a green and pink stripe and a face mask is standing and looking towards the right. Large windows in the background show green trees outside. A semi-transparent blue rectangle with the word 'PROCESS' in white capital letters is overlaid in the center of the image.

PROCESS

 Fairfax

THE THREE STEP PROCESS

Updating the FRDC SIP for 2022 started with listening to residents and stakeholders, testing ideas, and prioritizing a course of action for the next five years.

Resident and stakeholder input was critical to FRDC framing the top priorities for the next five years. The process included three steps:

- **Listening:** Hearing community voices through community meetings and stakeholder meetings
- **Testing:** Studying multiple options to find the balance of what is achievable with what is desired
- **Deciding:** Narrowing down alternatives to top priorities for the update

The listening step began with the UDA and FRDC team convening in Cleveland to tour the neighborhood, discuss investments since 2014, and meet with the community and stakeholders to solicit input. Following the listening events, UDA documented initial draft priorities. FRDC then met with UDA to refine the priorities and rank their community needs and FRDC's capacity. Once the top initiatives were identified, UDA returned to Cleveland to discuss the proposed plans with residents to ensure their input was accurately reflected. Specifics from this meeting are reflected in the final SIP.



Community Meetings were held during the process to discuss what residents wanted to see as top priorities over the next five years.

Listening



Testing



Deciding

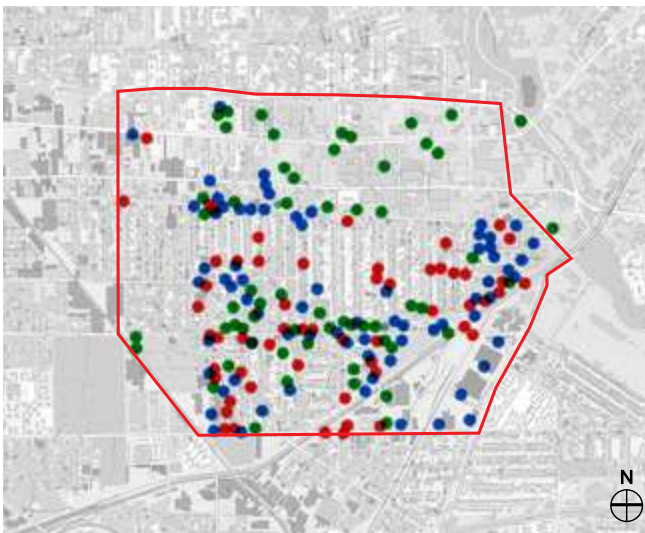


Listen, Test, Decide is the three step process that was used to refine the 2022 FRDC SIP

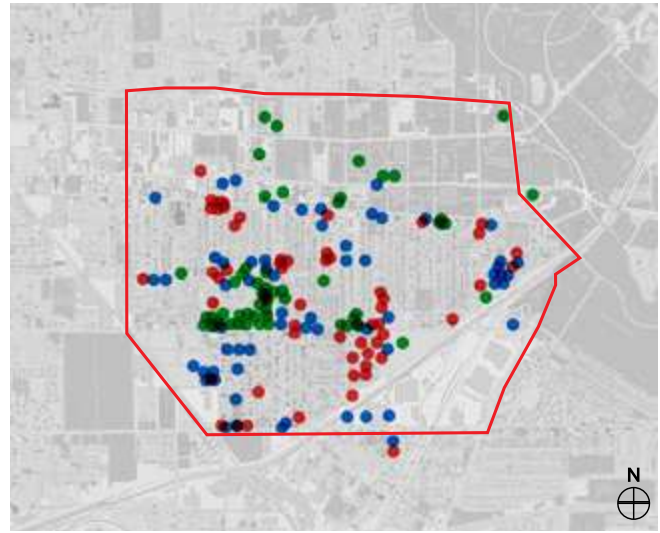
STRENGTHS, WEAKNESSES, & OPPORTUNITIES

The Dot Exercise

Community members were asked about the current strengths, weaknesses, and opportunities in the neighborhood, as well as if they had a single top priority for FRDC moving forward, and what would it be. The dot exercise has been an important tool to document change in neighborhood needs and sentiments over the years. Visions, like Opportunity Corridor, grocery options, and new housing have become realities, while weaknesses, like vacant lots, continue to be a challenge.



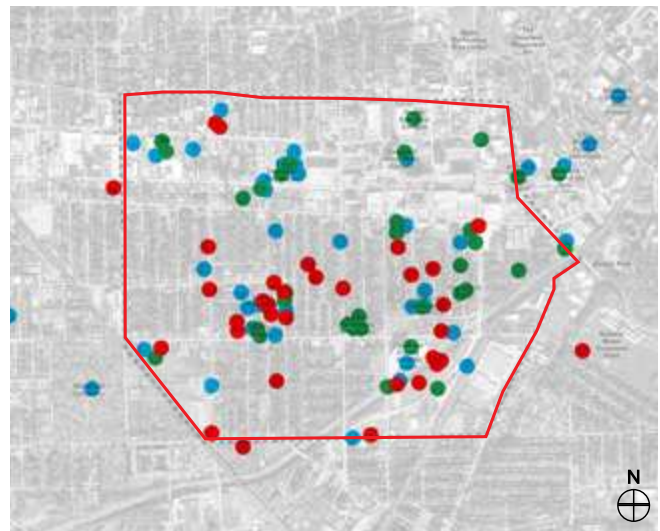
2003 Dot Exercise Residents placed dots on locations they perceived as strengths (green), weaknesses (red), and visions (blue) in the neighborhood.



2008 Dot Exercise Several very dense areas of dots make apparent the progress and changes within the community in the past half-decade.



2013 Dot Exercise Pockets of weaknesses have been identified, but great opportunity and strength are seen along the east-west avenues.



2022 Dot Exercise Weaknesses focused on inequity in new development and the large number of vacant lots in the neighborhood, but opportunity clustered around the former Play House site and connections outside of the neighborhood.

Engagement Summary

The listening process began with a community meeting that helped set the tone for the SIP update. The findings were broken down into five topic areas, housing, jobs and job training, parks and recreation, community culture and history, and local retail and community services.

Housing

- Preserve existing housing & provide support for homeowners looking to make improvements to their residence
- Ensure new housing developments are equitable & affordable
- Re-purpose vacant land with new housing

Jobs & Job Training

- Leverage the numerous educational & medical jobs in the neighborhood to provide employment opportunities for Fairfax residents
- Support residents with job training to ensure that current and future employees can have access to the workforce

Parks & Recreation

- Reinvest in aging parks & recreational facilities in the neighborhood
- Community, Culture, & History
- Preserve and celebrate Fairfax's rich history and culture
- Prioritize bringing the community together to celebrate the rich history and culture

Local Retail & Community Services

- Support a variety of needs, such as local retail, food, & community-serving resources as new development occurs

Create new housing with local retail, food, + entertainment

Program consistent community events + youth support services

Improve parks + open space to better serve resident needs

Create pedestrian friendly streets with improved public transit

Develop financial programs that can support homeowners

Provide more educational opportunities for the youth

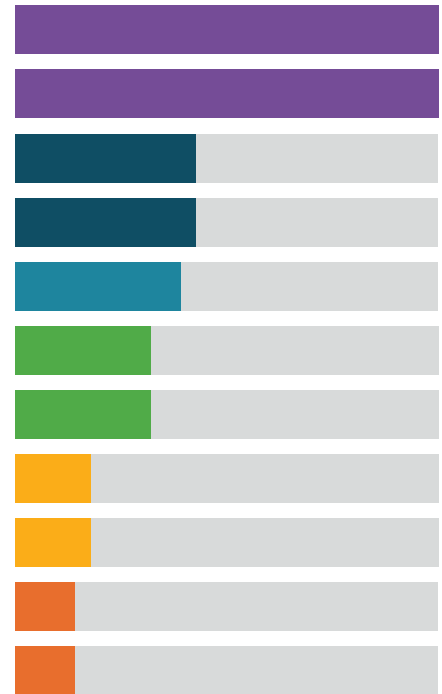
Increase job opportunities with local health + educational institutions

Celebrate the arts + culture with public programming

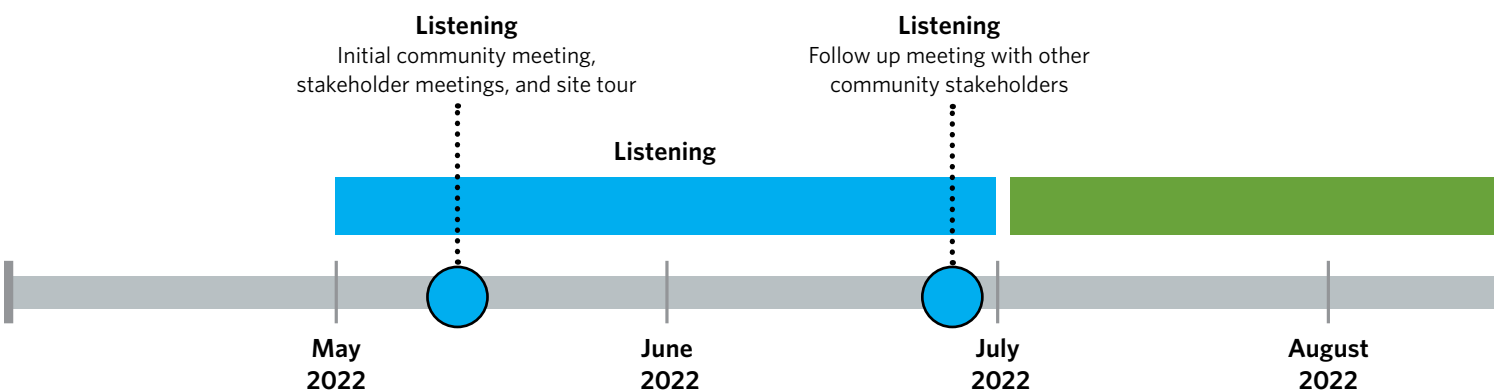
Foster collaboration between the community + institutions

Provide better access to fresh + healthy foods

Beautify vacant land or make available to nearby residents



Opportunities the most opportunity was highlighted at the former Cleveland Play House site, the Fairfax Rec Center, Quincy Park, and around the schools.



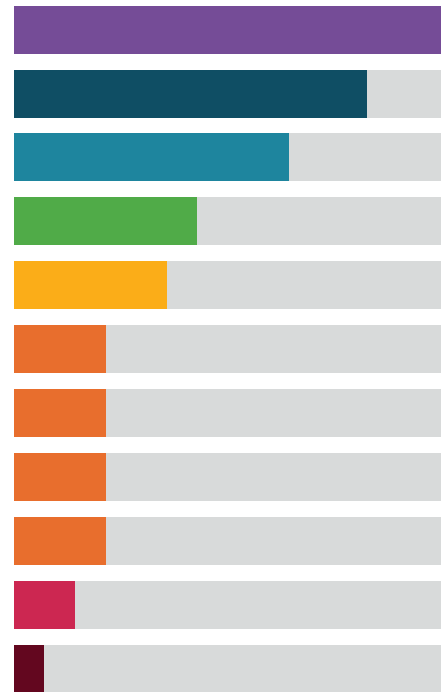
Opportunities

The greatest opportunity was highlighted as creating new housing with local retail, food, and entertainment. This was paired with programming consistent community events and supportive services and improving parks and open spaces. Pedestrian-friendly streets with improved public transit options were also highlighted as opportunities.

Strengths

The top strengths in the neighborhood focused on the people and community, as well as the strong institutions that make Fairfax a unique place to live, work, and thrive. Some highlights of the strengths during this SIP update were the "great selection of grocery options," an amenity that has been a long time coming in the Fairfax neighborhood.

- The people create a strong sense of community
- Several arts, cultural, religious, + medical institutions
- New + existing developments with quality residential + commercial uses
- Great public + private schools
- Many neighborhoods have rich history + historical buildings
- Recreational facilities + public parks
- Great selection of grocery options
- Centrally located to other neighborhoods + regional destinations
- Reliable local government + non-profit support services
- Upgrades to transportation improved connectivity
- Neighborhoods are very walkable

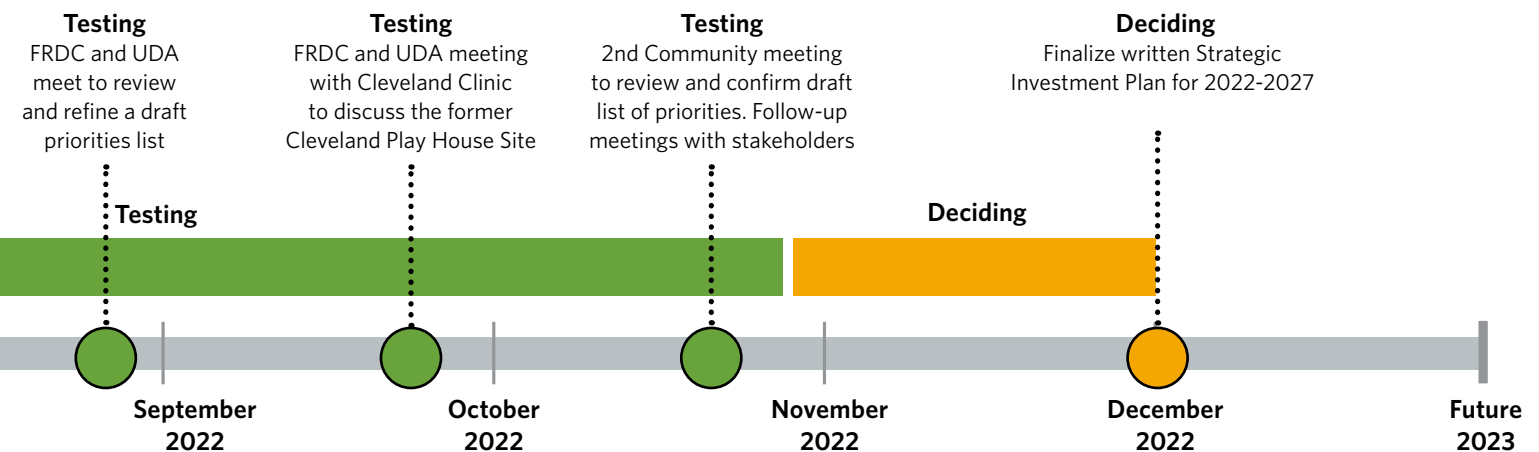


Strengths The Langston Hughes Center was highlighted as a neighborhood strength



Strengths Innovation Square, Quincy Park, and Karamu Performing Arts Theatre were some of the neighborhood locations to receive several green dots.

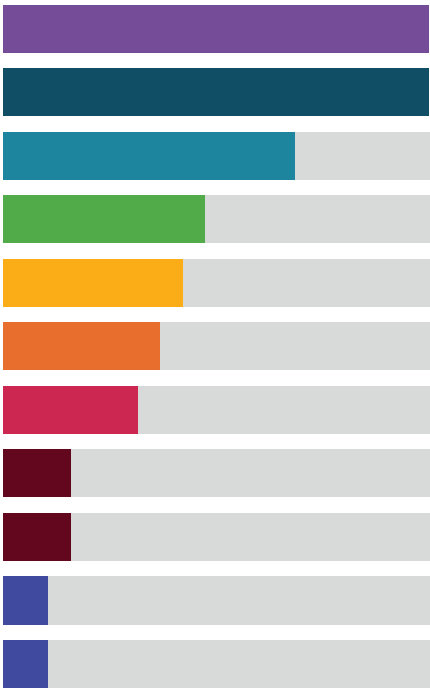
PROCESS



Weaknesses

The most significant weaknesses discussed in the neighborhood included inequity in new housing and commercial development. This was particularly important in the context of a large number of vacant lots and abandoned properties. While FRDC owned lots are maintained, other vacancies were criticized for their physical appearance, lack of maintenance, and general upkeep. The community also expressed a desire for more public events to bring the community together. During the testing phase, residents raised concerns about financial support for small repairs and maintenance to help existing residents stay in their homes. There was also strong continued community concern about the decline of the Fairfax Recreation Center.

- Inequity in new housing + commercial development
- Vacant + abandoned property negatively effects quality of life
- Lack of public events that bring the community together
- Poor commercial property maintenance + dumping issues
- Traffic issues such as speeding + congestion
- Outdated + unimproved public recreational facilities
- Lack of assistance to maintain homes
- New developments are erasing the culture
- Crime is a huge safety issue
- Poor accessibility to medical institutions
- Lack of job training + education

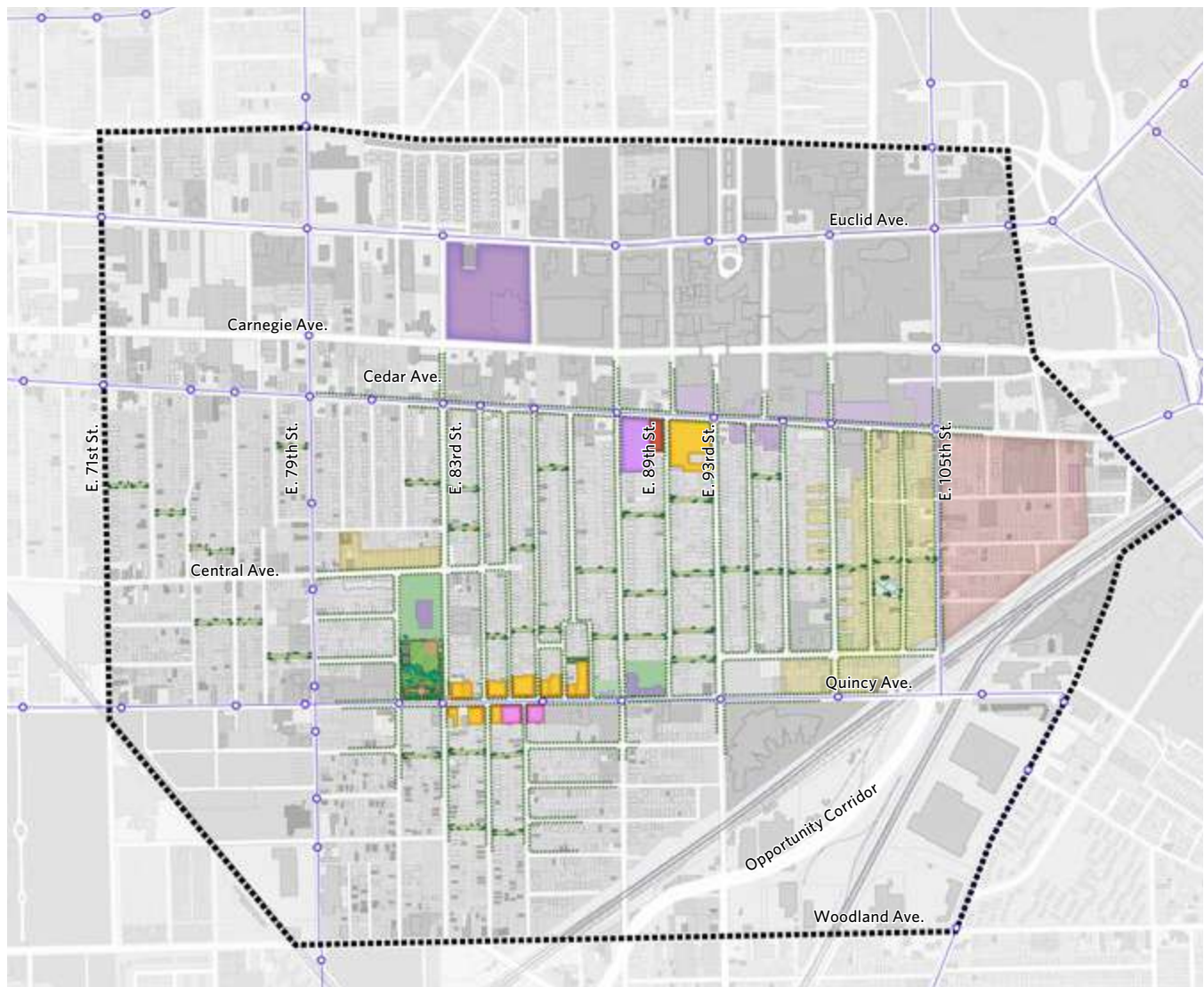


Weaknesses vacant lots were one of the most cited weaknesses in the neighborhood. The missing teeth makes it difficult to keep the neighborhood character intact.



Weaknesses the primary weaknesses focused on inequity around new development, the amount of vacant property, and a lack of events bringing the community together

FRAMEWORK AND STRATEGY FOR INVESTMENT



PROCESS

INITIATIVES KEY	
	RESIDENTIAL DEVELOPMENT
	LIVE-WORK DEVELOPMENT
	COMMERCIAL DEVELOPMENT
	COMMUNITY-SERVING DEVELOPMENT
	OPPORTUNITY SITE
	NEW ECONOMY NEIGHBORHOOD
	INNOVATION SQUARE
	GRIOT VILLAGE
	INSTITUTIONS
	BUS ROUTES/STOPS
	CONNECTIONS INITIATIVE
	FAIRFAX NEIGHBORHOOD BOUNDARY

How to Approach the Initiatives

The strategy for the SIP is to focus on where there is momentum and capacity. With so many existing efforts underway for housing, economic development, planning, and more, it is critical to focus on initiatives that will further strengthen these efforts. Leveraging the momentum from current initiatives and the feedback from the community, there are five priorities for 2022-2027:

- Develop design principles for the Cleveland Clinic's Cleveland Play House Site
- Refresh the plan for the Cedar Avenue Commercial District (E. 89th to E. 105th)
- Create a strategy for attractive pedestrian connections through vacant lots
- Improve communication-related to available training, jobs, services, and events
- Advance the Quincy Avenue Arts District





STRATEGIC INITIATIVES

2022-2027 FRDC PRIORITIES

The priorities for the next five years are more than initiatives, they are designed to build on current momentum and organizational capacity.

Uniting Priorities and Input

During the listening phase, five categories captured much of the input, housing, jobs and jobs training, parks and recreation, community culture and history, and local retail and community services. Social Determinants of Health became a key consideration when studying Fairfax, a neighborhood with health and educational anchors nearby. Critical drivers of the SIP are accessible and quality healthcare and education in the neighborhood core, economic stability, the built environment, and social and community context.

- Develop design principles for the Cleveland Clinic's Cleveland Play House Site (**Jobs & Job Training**)
- Refresh the plan for the Cedar Commercial District (**Local Retail & Community Services**)
- Create a strategy for attractive pedestrian connections through vacant lots (**Parks & Recreation**)
- Improve communication-related to available training, jobs, services, and events (**Community Culture & History**)
- Advance the Quincy Avenue Arts District (**Housing**)



SOCIAL DETERMINANTS OF HEALTH

The five social determinants of health are

- Education Access and Quality
- Health Care Access and Quality
- Economic Stability
- Social and Community Context
- Neighborhood and Built Environment

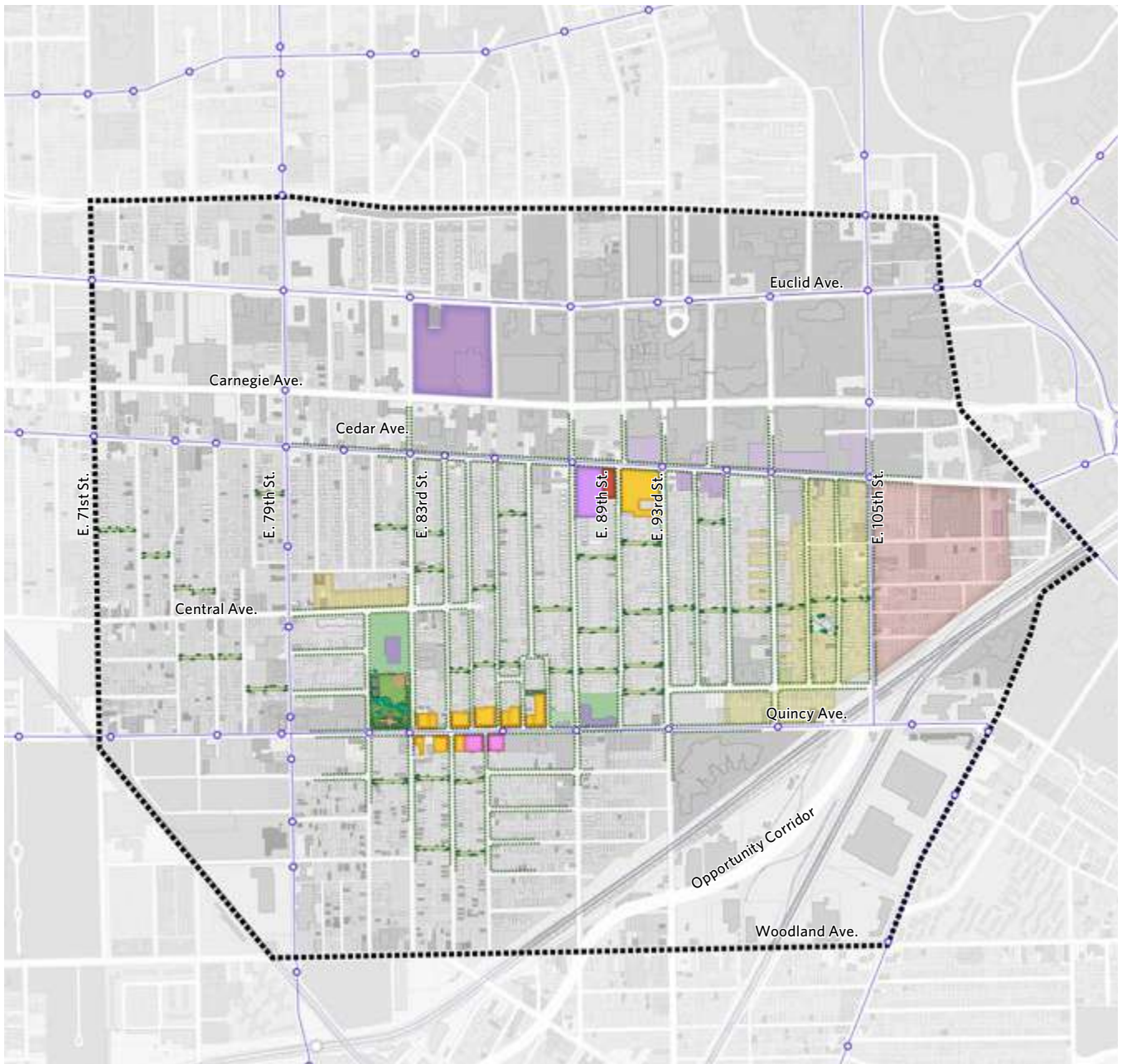
In a neighborhood with several key educational and healthcare anchors, it was important to frame the top priorities with these drivers of health.



Residents working in a community garden in Fairfax



Performance at Karamu House



INITIATIVES KEY	
	RESIDENTIAL DEVELOPMENT
	LIVE-WORK DEVELOPMENT
	COMMERCIAL DEVELOPMENT
	COMMUNITY-SERVING DEVELOPMENT
	OPPORTUNITY SITE
	NEW ECONOMY NEIGHBORHOOD
	INNOVATION SQUARE
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Initiatives Plan

DESIGN PRINCIPLES FOR THE CLEVELAND CLINIC PLAY HOUSE SITE

FOCUSING ON THE PUBLIC REALM

In 2022, Cleveland Clinic announced the planned demolition of the former Cleveland Play House, a theater complex featuring three theaters around a central rotunda, currently located on Cleveland Clinic property west of the main campus. A 1984 renovation of and addition to the former Sears department store created the largest regional theater complex in the United States. In 2009, ownership was transferred from the Cleveland Play House to the Cleveland Clinic. In 2012, the Cleveland Play House moved to the Allen Theater in Downtown Cleveland, and the Clinic struggled to find a viable use for the property, using it for storage, logistics, and police training. Over a decade later, the demolition and subsequent redevelopment of the site could create a joint opportunity for meeting the Clinic's needs while also responding to neighborhood desires that emerged during the planning process. These needs and goals were combined into a series of design principles:

- **Maintain the existing Street Grid** The existing street grid is important to neighborhood circulation and should therefore be maintained.
- **Line the block perimeter with active uses** While care should be taken to keep the block permeable, the perimeter of the block should integrate visible active uses. The Cleveland Clinic has expressed a desire to highlight "science on display," showcasing what goes on with critical infrastructure and building services.
- **Extend and strengthen the "Green Spine"** A main organizing element down the center of the Clinic's campus is the "green spine." This east-to-west park is the primary greenspace and pedestrian corridor. The "green spine" should be extended west with access to other outdoor spaces that support the healing power of nature.
- **Create architecture that complements the existing streets** In addition to focusing on active uses, new buildings on the site should address and enhance the street, particularly the commercial hub of Carnegie Avenue and Euclid. Ground-level transparency and clear points of entry should be prioritized, with minimal blank walls to the street.
- **Enhance the public realm with landscaping, street furniture, and pedestrian lighting** The public realm should be designed with generous sidewalks, plantings, street furniture, and lighting to make it a welcoming outdoor space.



STEPS TO IMPLEMENTATION

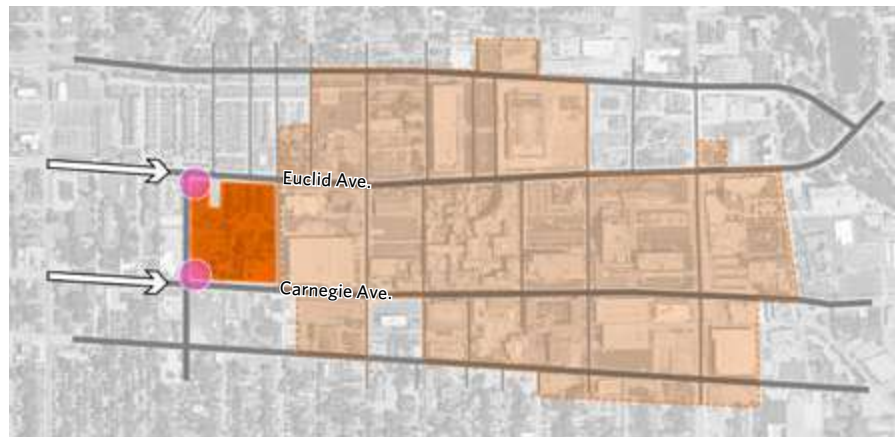
- Confirm clear design principles with the Cleveland Clinic
- Establish clear benchmarks to see if the principles are being met
- Implement a review process to determine guarantee alignment



Future Needs

The exact development program is undetermined, but future development provides a unique opportunity to create a meaningful impact on the community. A primary desire for residents of Fairfax is for new development to not only serve the Clinic's needs but also to connect outward to the neighborhood. Potential uses being considered by the Clinic include:

- Enhanced healing environments
- Parking
- Central energy plan
- Clinical expansion
- Research and technology partners
- Mixed-Use Development for neighbors and caregivers



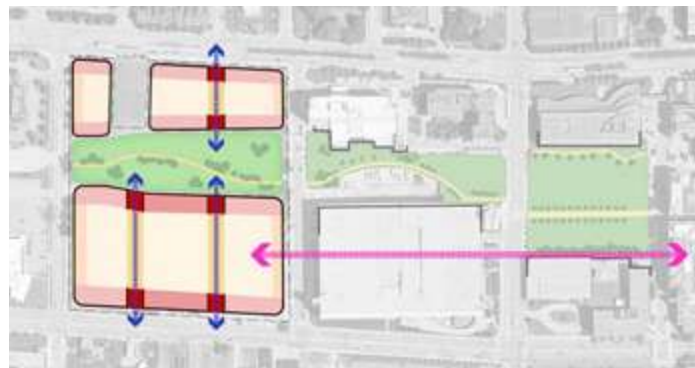
West Campus Entry The Play House Site is located on the western edge of the existing Campus and will provide a new entry point for commuters arriving from the Downtown Cleveland area



Strengthen and enhance the "Green Spine" The green spine is an important organizing east-to-west pedestrian connector in the Cleveland Clinic Campus



Focus primary active frontage along Carnegie Ave and Euclid Ave



The site design should emphasize pedestrian access from both the north and south direction, as well as the east and west

EXISTING GREEN SPINE
PROPOSED GREEN SPINE

PRIMARY FRONTAGE
SECONDARY FRONTAGE

NORTH/SOUTH PEDESTRIAN ACCESS
EAST/WEST PEDESTRIAN BRIDGE ACCESS

REFRESH THE CEDAR COMMERCIAL DISTRICT

A GROWING DISTRICT ON CEDAR AVENUE

Cedar Avenue has always been the commercial main street of the Fairfax Community. Carnegie Avenue, immediately to the north is also a commercial hub. With the completion of Opportunity Corridor and new development in Innovation Square, interest will continue to grow in the property along Cedar Avenue from 89th to 105th Street. The new Meijer grocery store at E. 105th has 192 units of housing above, with additional housing under development immediately south in Innovation Square. Paired with the vision for New Economy Neighborhood, which will be focused on education, medicine, and technology, the uses, and form of what is built on Cedar Avenue becomes even more critical. Refreshing the plan of the commercial district will help create a framework for future infill.

Design Principles

Design principles for the Cedar Commercial District focus on the public realm.

- **Prioritize active uses** Cedar is the neighborhood's commercial main street and as such, it should have continuous ground floor activation in buildings. Blank walls and pedestrian unfriendly uses are discouraged.
- **Focus on transparent architecture** Buildings along Cedar should emphasize transparency with windows, openings, and transparent glass at the street level so that pedestrians are visually connected with indoor spaces.
- **Create an engaging street wall** New development should be positioned close to the street with wide landscaped sidewalks in front to create an engaging street wall, which focuses activity in the public realm.

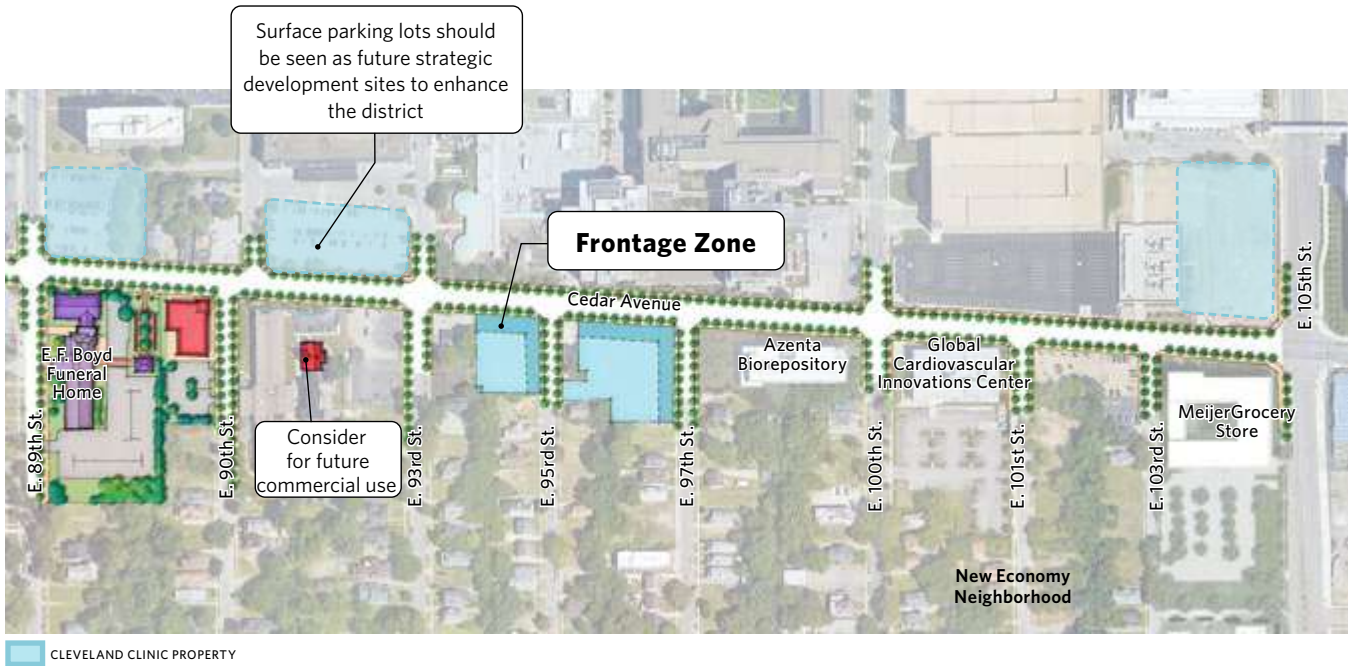


STEPS TO IMPLEMENTATION

- Identify planned projects
- Focus on design principles and how these impact the public realm experience on Cedar Ave.
- Consider most desired commercial uses
- Emphasize the importance of the public realm to future developers using the design principles.



Focusing on Active Uses Power plants and parking garages, while necessary infrastructure should be screened by active uses to allow for a more compelling commercial hub.



The Cedar Avenue Commercial District Several pieces of property along Cedar Avenue are owned by the Cleveland Clinic. Care should be taken to place active uses on these parcels to enhance the commercial district.



- 1 EXPANDED CREMATORIUM WITH WITNESSING FACILITY
- 2 MEMORIAL GARDEN OFF CEDAR AVENUE
- 3 FUTURE COMMERCIAL SPACE
- 4 POTENTIAL FUTURE COMMERCIAL SPACE



Azenta Biorepository

KEY	
■	COMMERCIAL
■	EXISTING INSTITUTION
■	PROPOSED EXPANSION

E.F. Boyd & Son Funeral Home has operated since 1905. As they continue operations into the future, they have expressed interest in a new crematorium with a witnessing facility and a memorial garden for loved ones to have an outdoor moment to grieve.

STRATEGY FOR ATTRACTIVE PEDESTRIAN CONNECTIONS THROUGH VACANT LOTS

BREAKING DOWN THE LONG BLOCKS

The Fairfax neighborhood has long, narrow blocks that run north to south, especially at the core of the neighborhood between Cedar Avenue and Quincy Avenue where blocks can be nearly half a mile in length. These long stretches between cross streets, and by extension long stretches between pedestrian connections, can discourage walking as a primary mode of transportation. One of the challenges in Fairfax is the significant number of vacant lots, however, some of these vacancies in strategic locations can be seen as an opportunity to create pedestrian midblock crossings to improve pedestrian circulation.

What Makes a Good Connection?

Midblock connections should:

- Be on property that FRDC owns or can control; this may require acquisition from the Cuyahoga County Land Bank
- Cut through the entire width of a block
- Shorten the walking distance to key destinations like transit stops or neighborhood amenities
- Be well-lit and clear of visual obstructions
- Be paved to prevent erosion



Example Connection Using FRDC or Cuyahoga County Land Bank parcels for connections can help break down long blocks with well lit paseos



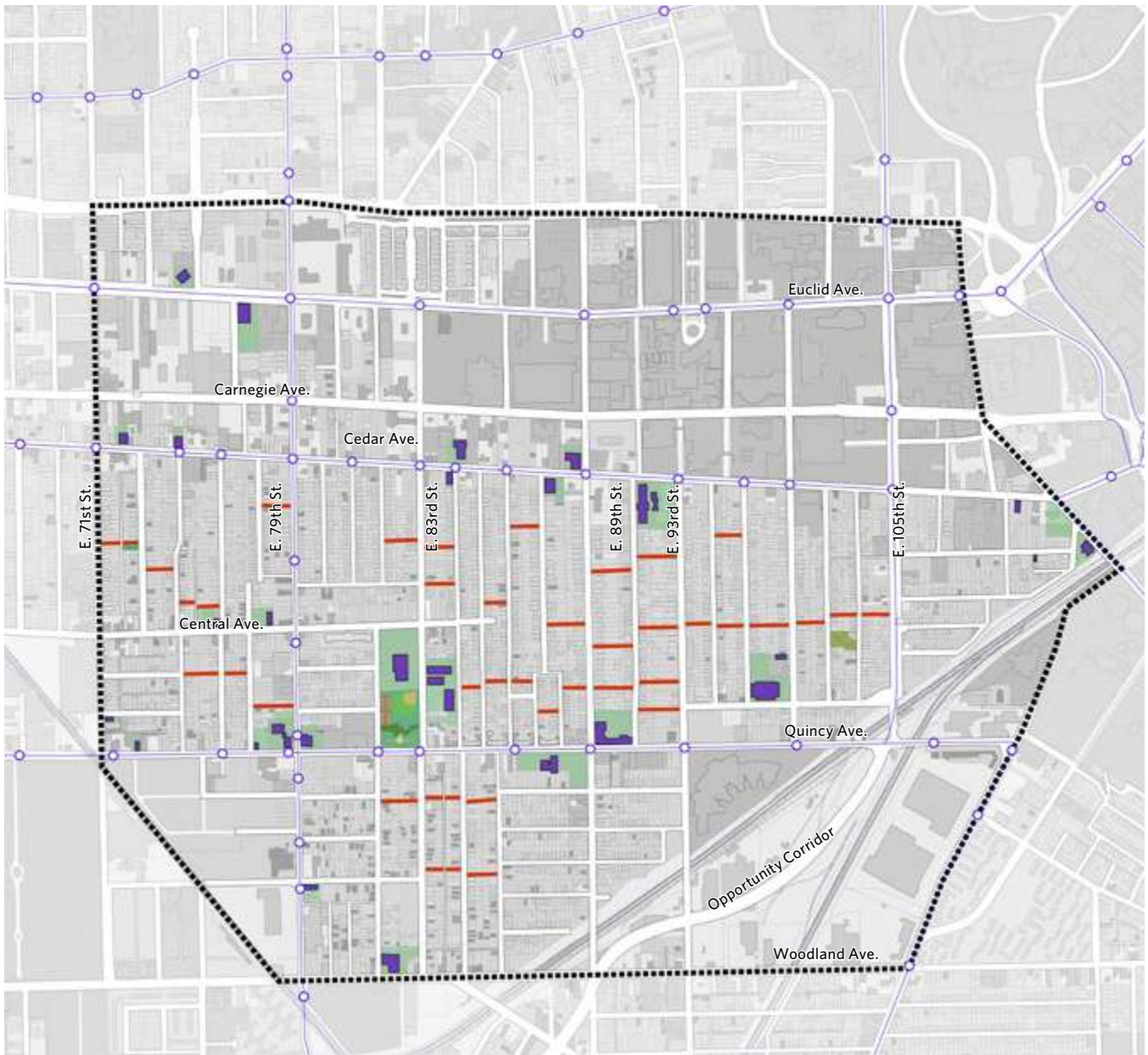
STEPS TO IMPLEMENTATION





- Identify preferred locations for connections
- Consolidate key Cuyahoga County Land Bank and FRDC parcels together to establish key connections
- Focus efforts on keeping these lots well maintained
- Begin with low-cost tactical urbanism solutions to add walking surfaces, lighting, and potentially seating

- 1 SOLAR POWERED LIGHTING
- 2 DECOMPOSED GRANITE OR MULCH WALKWAY
- 3 SPACE FOR ART OR NATURAL LEARNING
- 4 TREES
- 5 TRASHCAN FOR MAINTENANCE



Lucia Green Pathway is an example of a connection that already exists in the neighborhood



KEY	
	INSTITUTIONS
	BUS ROUTES/STOPS
	CONNECTIONS INITIATIVE
	FAIRFAX NEIGHBORHOOD BOUNDARY

Vacant Lot Connection Strategy



Public Art The paseos can also house unexpected art installations that can direct residents and visitors to the Quincy Avenue Arts District



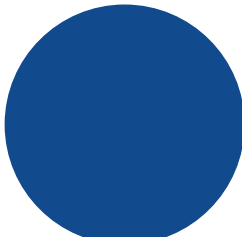
Little Gardens Adding low cost walkways, benches for seating, and additional landscape can make the paseos little oases in the neighborhood

IMPROVE COMMUNICATION-RELATED TO AVAILABLE TRAINING, JOBS, SERVICES, AND EVENTS

CREATING A CONSISTENT BRAND IDENTITY

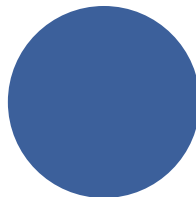
One of the primary comments in community feedback related to the lack of events that bring the community together. Digging deeper revealed underlying frustration from residents about limited participation in engagement from the wider community, and what was perceived as a lack of communication, especially to reach younger residents of the neighborhood. Church leaders and business owners expressed the need for easier access to information about jobs, job training, and services. Tools that FRDC currently maintains, such as the Programs and Services Brochure, Community Resource Guide, and newsletter could use an update to better help the community see and understand the wealth of programs and services available. The community also expressed a strong desire for additional online and social media presence. Updating the information and access tools provides a high-level template and roadmap to help simplify what is currently provided while allowing the FRDC staff to have a tool kit to use for branding and sharing the word about events and resources available to the public.

PRIMARY

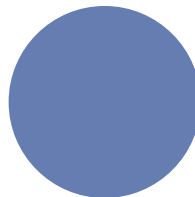


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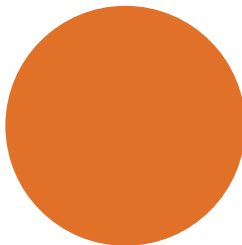
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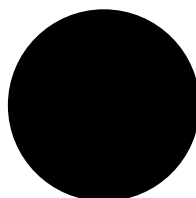
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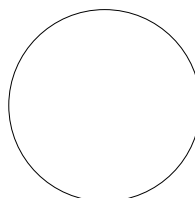
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0123456789!@%&()*

Gill Sans Regular

STEPS TO IMPLEMENTATION

- Focus on a consistent package of colors and fonts to help every piece of media from FRDC graphically coordinate
- Use a consistent package of fonts and colors to enhance a balanced social media presence
- Highlight information from the volunteer club in the newsletter and on social media

Primary COLOR



Primary GRAYSCALE



Vector Based Logos Rebuilding FRDC's logo into vector form makes it easier to rescale onto print media and use in digital form.

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ADVANCE THE QUINCY AVENUE ARTS DISTRICT

CREATING ARTIST FOCUSED HOUSING

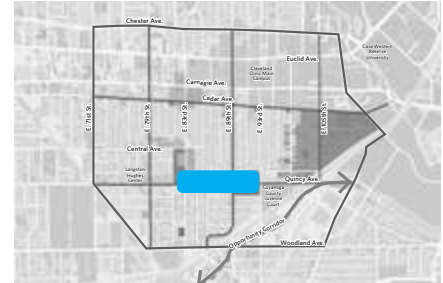
The aspiration for an arts and culture district near Karamu is not new, and in fact, grows out of ideas in the 2014 plan and beyond. The concept for the Quincy Avenue Arts District focuses on the potential for artist housing between Karamu's current location and the Langston Hughes Center. Providing focused housing opportunities geared toward local and visiting artists will help infuse the community with creative power. Emphasizing the connection to the arts with an Arts Walk and space for permanent and pop-up art installations helps reinforce the idea of a community tied together through the arts.

Artist Live-Work Spaces

A live-work project assumes a bit of extra space, either within units or on a separate ground level, that can be used for studio or gallery space. Ideally, these spaces are designed with artists in mind with consistent design elements, such as high ceilings, large windows, durable surfaces, and wide doorways to accommodate many different types of creative processes. Buildings can also include common spaces such as shops, meeting rooms, and green spaces that encourage artist collaboration and community engagement.



Ruby Dee Mural Sankofa Fine Art Plus commissioned muralist Kent Twitchell to work with select local artists and community members to honor one of Karamu House's most successful alums, Ruby Dee. The 40 foot tall mural was officially unveiled in 2013 but has since fallen into disrepair. It's restoration could be a component of a Quincy Avenue Arts District.



STEPS TO IMPLEMENTATION

- Consolidate Cuyahoga County Land Bank parcels with FRDC-owned parcels to prepare for infill housing.
- Partner with mixed-income and artist-focused developers, such as Artspace, and other partners to implement artist-focused affordable housing
- Emphasize streetscape improvements that highlight art, like special tiles in the sidewalk, or banners on light poles
- Provide opportunities for art in Quincy Park and Quincy Gardens, including pop-up installations and community and community history-focused arts events



Artspace Artspace is a nonprofit arts organization specializing in creating, owning, and operating affordable spaces for artists and creative businesses. These spaces include live/work apartments for artists and their families, working artist studios, arts centers, commercial space for arts-friendly businesses, and other projects. Artspace and similar organizations could be key partners in an effort for sustainable artist housing.



Quincy Avenue Arts District While Karamu continues to grow and expand as a community anchor, it is doing so primarily on land that it currently owns. While other sites on Quincy Avenue aren't large enough for performing arts uses, the lots are perfect for artist focused housing and live-work artist spaces, which could include workshop and gallery space.



KEY	
	MULTIFAMILY RESIDENTIAL
	LIVE-WORK SPACE
	INSTITUTION
	PARK
	OPPORTUNITY SITE

- 1** ARTIST FOCUSED 8-UNIT HOUSING
- 2** LIVE-WORK UNITS WITH GROUND FLOOR GALLERIES, SHOPS, OR WORKSHOPS
- 3** NEW ART INSTALLATIONS IN QUINCY PARK
- 4** ART CROSSWALKS
- 5** NEW ART INSTALLATIONS IN QUINCY GARDENS



89th Rising The 89th Rising Housing Initiative is moving forward on E. 89th Street with the construction of multiple 8-unit stacked flats buildings designed to look like the large Victorian houses that were once on 89th street. This example serves as a useful model for artist focused housing on Quincy Avenue.



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