Designing with your Community

Rail~Volution
October 29, 2008
Ribbon Cutting
ECTP Goals

- Improve service to GCRTA customers by increasing **transit system efficiency**.
- Promote **long-term economic and community development** and growth in and adjacent to the Euclid Avenue Corridor.
- Improve **quality of life** for those living, working or visiting in the Euclid Avenue Corridor.
  - Attract new customers
  - Make Transit more “User Friendly”
  - Provide convenient link between
  - Public Square and University Circle
ECTP History

- Dual Hub Alternatives Analysis 1983
  (by City of Cleveland)
- Dual Hub Environmental Process 1989 – 1993
  (by City of Cleveland / GCRTA)
- Dual Hub Transitional Study 1993
  (by GCRTA)
- Locally Preferred Alternative selected 1995
- Conceptual and Preliminary Design 1997 – 2001
- 30% Design approved by City Oct. 2001
- Environmental Studies complete Feb. 2002
- FTA approval to enter Final Design July 2002

Grand opening October 24, 2008
Euclid Avenue Transformation

- Construction of a center median lane
- Exclusive or dedicated lanes for Euclid Corridor vehicles
- Twenty-one (21) 60 ft. hybrid-electric vehicles traveling in the exclusive lanes
- Attractive streetscape and landscape improvements
Euclid Avenue Transformation

- Construction of a center median lane
- Exclusive or dedicated Only lanes for Rapid Transit vehicles
- Total of 58 stations & 3 stops at 36 locations along Euclid Avenue
- Attractive streetscape and landscape improvements
Median Flow (Left) - Public Square to E. 17th
Median Flow (Right) - E. 17th to E. 107th
Curbside Flow (Right) - E. 107th to Stokes RTS
EUCLID CORRIDOR PROJECT
36 Stations/62 Locations

<table>
<thead>
<tr>
<th>Roadway</th>
<th>Description</th>
<th>Length (Miles)</th>
<th>Exclusive/ Peak/ Busway (Miles)</th>
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Center medians
ECTP Context Sensitivity

- Long corridor of distinctly different neighborhoods/settings/context
- Identify and celebrate each neighborhood
- Maintain RTA Identification
  - Integrated/functional public art
  - Signage
Stations
Overview of Public Art for Euclid Corridor

THE PLAN IDENTIFIES:

• Opportunities for artists to integrate artwork into final design
• Opportunities for site specific independent artwork
ECTP Public Art Program

- Comprehensive Art strategy for this project
- Corridor-wide themes
- Neighborhood/station themes
- Integrated
- Stand alone Art
- Art call conducted by district
  - Playhouse square
  - East Cleveland
  - University Circle
Integrated Art- Corridor Wide Theme
Overview of Integrated Art Concepts

Goals of Integrated Artwork
• Create continuity throughout the corridor
• Emphasize the unique identity of each district along Euclid Avenue
• Provide opportunities for people to explore neighborhoods
• Express the unique attributes of Euclid Avenue
• Create Visual interest along the street
Pavement Markings
Overview of Integrated Art Concepts

• Evolution of “Euclid Avenue”

Wampum is a traditional Native American beading and patterning art form. Wampum is found in belts, clothing, and jewelry. The imagery contained in it speak about certain rituals – celebration, feast, and trade or commerce. The ornamental tree grating created by Mark Howard references Euclid Avenue’s history as a place of commerce and trade throughout its history. – Mark Howard, Cleveland, OH

Decorative Tree Grating
Overview of Integrated Art Concepts – Mark Howard
Tree Grates
Trash Receptacle
“After experiencing the area and learning about its history and its planned future, the first overriding thought that seemed evident to me was the idea of CHANGE through the passing of circumstances and, of course, time.”

“The word CHANGE paired with the word THINGS adds multiple meanings to the idea of time and difference in that one can read these two words together as a fairly benign or wistful statement of fact – THINGS CHANGE – or, in switching the order – CHANGE THINGS – they can convey a call to action. In a way the same two words in different orders express both the past and the future, and this seemed appropriate to the space, particularly because it is after all, a rapid transit line.”

Nancy Dwyer
Independent Artwork

- Star Plaza – East 14th Street Station
- University Circle Medians
- Poetry Sculptures – East Cleveland
Manka Design Studio

- Awarded $200,000
- Five lighting sculptures
- Located in the planting zone and grouped into 3 combined footer sets
- Programmed lights to emulate kicking motion
University Circle Medians
Murase Associates

- Awarded $250,000
- Landscaped sandstone wall & mounds; steel sculptures on concrete base
- Located in existing medians from Stokes to Adelbert Road
- Trees and lawn are part of overall landscape designs
Poetry Sculptures
NY Art Projects

- Awarded $150,000
- (3) Sculptures (Forms: 1 merge/seating: 1 spiral: 1 cleve) – concrete/ granite
- Motion sound detected w/ spoken word and/or music
- Create a public space located on corner Debra Ann Lane/Euclid Avenue
Poetry Sculptures
NY Art Projects

- Received conceptual drawing approval by the City of East Cleveland – October 2007
- Present Final Drawings to E. Cleveland Architectural and Planning Board May 2008
- Fabrication sculptures begins May 2008
- Site Installation begins September 2008
Signage
Overview of Integrated Art Concepts

Creating a **Cohesive Graphic Identity** throughout the Corridor

**Signage/Wayfinding on Station Platforms:**

- Provides district-specific information to transit riders as they enter and exit the platform.
- Reinforces neighborhood identities throughout the Euclid Ave Corridor.
- Signage provides information on district destinations, historical information, community wayfinding – encourages viewer to explore neighborhoods off of Euclid Avenue.

Transit Rider Level

Motorist Level

Pedestrian Level

Neighborhood Level
Overview of Integrated Art Concepts

Creating a **Cohesive Graphic Identity** throughout the Corridor

A Family of Signs that spans the corridor – provides consistency and unique identity for each district
Overview of Integrated Art Concepts

District Markers

- Visual Icons that announce arrival to each district along the corridor.
- Markers act as orienting and way-finding elements within the streetscape.
- Markers are color-coded to differentiate districts.
Overview of Integrated Art Concepts

Pedestrian-scaled Neighborhood Signage

• Provides district-specific information at a pedestrian level.

• Reinforces neighborhood identities throughout the Euclid Ave Corridor.

• Signage provides information on district destinations, historical information, community wayfinding – encourages viewer to explore neighborhoods off of Euclid Avenue.

• Signs are 12” x 18” and mounted 90” above the sidewalk (consistent with size and placement of current city signage.)
Overview of Integrated Art Concepts

Site Markers:

• Located at buildings and other prominent sites in neighborhoods along the corridor. Some markers will be located on Euclid Avenue – others may be located many blocks to the North and South of Euclid.

• Site Makers correspond with graphics on Station Signage and Pedestrian signage to reinforce walking connections between Euclid Avenue and surrounding neighborhoods.

• Site Markers are not funded through the Euclid Corridor project.
RTA spent $51,872.10 on the project in the last 3 project funded tasks.

Questions

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