Agenda

- Introduction – Mayor Frank G. Jackson
- Mayor’s Healthy Neighborhood Initiative
- Local development process and incentives
- Catalyst projects
  - West Boulevard – Cudell Station
  - Slavic Village – St. Alexis
  - East 79th Street Corridor (City of Cleveland)
  - Buckeye – Woodhill Station (Thrive 105)
  - West 25th Street Station (RTA)
- Doing business in Cleveland
- Discussion
Mayor’s Healthy Neighborhood Initiative
Freddy L. Collier, Jr.; Director
Cleveland Planning Commission
Cleveland’s TOD Heritage
Mayor’s Neighborhood Transformation Initiative
INTRODUCTION:

The Opportunity Corridor is a key component of the Cleveland Community Development Corporation’s Opportunity Cleveland Initiative. This initiative promotes mixed-use development, job creation, and better transit access throughout the City of Cleveland and the surrounding region. The Opportunity Corridor covers an area of 75 square miles that includes 80,000 acres of undeveloped, underdeveloped, and vacant land. This initiative will transform Cleveland’s urban landscape, serving as a catalyst for economic development and job creation.


A NEW ECONOMY NEIGHBORHOOD

This new economy neighborhood is located in the Neighborhood Development Initiative (NDI) area and offers a mix of job, housing, green space, and access to Cleveland Heights. It is adjacent to the Opportunity Corridor and will bring economic growth to this distressed area of Cleveland. A comprehensive plan for the future of this area is anticipated. The plan will include connecting the area with new buildings and streets, improving public spaces, and increasing the accessibility of existing ones.


CORE JOB ZONE

This area is at the heart of the Opportunity Corridor and is called out in the Broadview Heights Plan. The plan includes a broad range of improvements that are expected to be completed over the next 20 years. These improvements include new job and housing opportunities, as well as better transit access. The area includes a mix of new and existing developments that will help to create a vibrant and dynamic community.


SLAVIC VILLAGE/HYACINTH TOD

The Slavic Village/Hyacinth TOD project is a plan to redevelop an urban area with an estimated 2,000 new housing units, 10,000 new jobs, and 10 new transit stations. This project will create a vibrant and diverse community, including new residential, commercial, and recreational spaces. The project will also create new job opportunities and improve transit access throughout the area.


E.79™ TRANSIT ORIENTED CORRIDOR

E.79 is a vital corridor for economic development in Cleveland. The corridor includes a mix of commercial, industrial, and transportation assets that are critical to the city’s economic future. The E.79 TOD project will create new job and housing opportunities, as well as better transit access. The project includes new developments, such as mixed-use buildings, retail, and office space. This project will help to create a vibrant and dynamic community.

The Cleveland City Council is committed to improving the E.79 TOD area and making it a more attractive and vibrant place to live and work. The project includes improvements to existing transit lines, such as new stations and increased service frequency, as well as new developments, such as mixed-use buildings, retail, and office space. This project will help to create a vibrant and dynamic community.
Transit Oriented Development:
Target high density development in proximity to transit stations and major bus stops in order to support public transit and strengthen the competitiveness of urban neighborhoods.
Citywide Plan: Proposed Transit Projects

TRANSPORT FACILITIES
- NEW EUCLID CORRIDOR TRANSIT STATION
- PROPOSED RAPID TRANSIT STATION RECONSTRUCTION / NEW CONSTRUCTION
- PROPOSED TRANSIT CORRIDOR
- MARINE PASSENGER TRANSPORTATION

TRANSPORTATION ORIENTED DEVELOPMENT OPPORTUNITIES
- EUCLID CORRIDOR PROJECT
- POTENTIAL TRANSIT ORIENTED DEVELOPMENT AT EXISTING RAPID STATION
- POTENTIAL TRANSIT ORIENTED DEVELOPMENT ON PROPOSED TRANSIT CORRIDOR

OTHER TRANSIT IMPROVEMENTS
- PROPOSED TRANSIT CENTER
- PROPOSED HIGH SPEED INTER-CITY RAIL
- PROPOSED CUYAHOGA VALLEY SCENIC RAILWAY EXTENSION
The optimal size of a neighborhood is a quarter-mile from center to edge. A quarter mile is a **five-minute walk**.

For a neighborhood to feel walkable, many daily needs should be supplied within this five-minute walk.

That includes not only housing, but stores, workplaces, schools, houses of worship, and recreational areas.
Overlay District designed to promote built form rather than use as primary organizing principle for development.
Overall densities:
Minimum residential density -
  Proposed - 15 units/acre
  Preferred - 5-30 units/acre
Population density -
  Proposed - 30 persons/acre
  Preferred - 15-80 persons/acre
Employment density -
  Proposed - 20 jobs/acre
  Preferred - 5-40 jobs/acre
Development intensity:
  FAR 1.5 - Proposed - 1.5-3.0
  FAR 3.0 - Preferred - 2.0-3.0
Minimum lot coverage -
  Proposed - 40%
  Preferred - 60%
- Minimum street frontage (along East 79th Street) -
  Proposed - 60%
  Preferred - (80%)
Local Development Process and Incentives

David Ebersole, Director of Economic Development
City of Cleveland
The Department of Economic Development will serve as your “one-stop shop” to assist with site selection, permitting, licensing, and other project requirements.
City Assisted Project Financing

- **Vacant Property Initiative**
  - Encourage re-use of vacant property
  - Forgivable loans based on job creation
  - Maximum $180,000

- **EDA Equipment/Working Capital Loans**
  - Loans up to $500,000
  - Below prime interest rates
  - Eligible Use: equipment, inventory and working capital

- **Tax Increment Financing**
  - Targeted for high impact projects
  - Allocates a portion of the increased property tax from development to support financing for the project
Tax Incentives

Tax Abatement
- Reduces a portion of property taxes
- Up to 10 years, 60% of new taxes

Job Creation Incentive Grant
- Grant to support new payroll in City
- Grant up to 0.25% for up to 5 years

State & Federal Incentives
- HUD Section 108 Loan Guarantee
- Ohio Brownfield Fund/Alternative Stormwater Development Fund
Catalyst Projects

Kenneth G. Sislak, Vice President
Manager of Transit/Rail Planning – AECOM

Freddy L. Collier, Jr.; Director
Cleveland Planning Commission

Michael J. Schipper P.E.; Deputy General Manager
Engineering & Project Management
Greater Cleveland Regional Transit Authority
Getting to Five

**TOD Areas**

- West Boulevard - Cudell
  - West Side
  - Red Line Station
  - Detroit Avenue bus corridor

- Broadway/Slavic Village
  - East Side
  - Broadway bus corridor
  - E. 55th Street Rail Station nearby

- East 79th Street Corridor
  - East Side
  - East 79th bus corridor
  - Red Line and Blue/Green Stations

- Buckeye – Woodhill
  - East Side
  - Blue & Green Lines
  - Route 10 “Thrive 105” Corridor BRT

- West 25th Street
  - West Side Market area
  - Red Line Station
  - West 25th Street Corridor BRT
Goals and Objectives of Catalyst Projects

Assessments based on market analysis

Related to on-going initiatives and readiness

Linked to community revitalization efforts

Integrate aging in place and health consciousness
4ward Planning was tasked by AECOM to conduct a market analysis for each of the catalyst TOD locations:

- West Blvd.- Cudell
- Broadway - Slavic Village
- Buckeye – Woodhill - East 116th Street

4ward Planning also did market analysis for RTA at:

- West 25th Street

The purpose of this analysis was to inform the TOD uses and densities proposed in the concept plans. The analysis addressed are appropriate to each prospective location, including the housing, retail, and employment sectors. The analysis sought to identify market demand as well as feasibility given prevalent development costs, rent levels and underlying economic conditions.
West Boulevard – Cudell Station Area
Existing Station and Area
Currently, the West Blvd - Cudell Station’s half-mile radius area has the highest population density (10,560 persons per square mile), workforce density (4,300 adults workers 16+ years per square mile), and housing density (5,800 units per square mile). Since greater population, employment, and housing density is associated with greater transit use, West Blvd.- Cudell is the study area with the best existing land use mix for supporting transit-ridership.

Source: 4ward Planning, 2017
Market Analysis Findings

- **West Boulevard – Cudell Station**
  - Most population
  - Most employment
  - Higher housing demand
  - Higher value capture potential
  - Most ready for investment

- **Suggested Catalyst Project**
  - 128 apartments Phase 1 (Parcel A)
  - 23,000 sf retail and neighborhood service-type offices
West Boulevard – Cudell RTA Parcels

Parcel A
~3.1 acres
~152 P&R spaces
Busway

Parcel B
~2.4 acres
Former overflow P&R
Preferred Concept

**Parcel A**
- ~ 23,000 sf commercial
- ~ 100 apartments
- ~ 50 surface parking spaces
- ~ 110 below-grade spaces
- ~ 14 curbside spaces

**Parcel B**
- ~ 60 apartments
- Surface parking
Preferred Concept: Cross-Section

10' 5' 44' 7' 8' 12' 60' 60' 88'

Detroit Avenue Mixed Use Development RTA Bus Driveway Bus Stop RTA Rapid

LOCUS: Transit-Oriented Development in Cleveland
Page 28
August 14, 2017
Before…
Public Realm Investments

Transit Plaza

Bike Lane

Retail Streetscape

Enhanced Bus Stop

Gateway Public Art
Slavic Village
St. Alexis Area
Overview and Land Use
St. Alexis Hospital Site and the Velodrome

**St. Alexis Hospital Site**
- Hospital closed in 2003
- 5.25 acres—vacant and cleared
- Owned by City of Cleveland

**Velodrome**
- Land owned by City—3.2 acres
- Leased by non-profit Velodrome
- Ohio’s only Velodrome
- Nexus of hiking/biking trails
A Phased Redevelopment Plan

- Product mix and phasing are illustrative
- Commercial on Broadway Avenue
- Apartments in rear along Fowler Avenue
- Townhouses in rear along McBride Avenue
Socio-Economics and Labor Market Conditions

Broadway-Slavic Village TOD study area experienced high negative population growth between 2010 and 2016 (-1.81 percent per year), while the 10-minute drive-time contour and the City of Cleveland, overall, experienced weak negative population (-0.81 percent per year). Although total populations within each study area are projected to continue declining through 2021, absent major immigration and new residential development, they are expected to decline at slower rates and remain relatively flat (between -0.75 and 0.75 per year).

Source: 4ward Planning, 2017
Grounded in Market Analysis

Slavic Village Market Study
Five Year Envelope

- 160 apartments
- 30 townhouses
- 21,000 sf retail & dining
- 75,000 sf office

Suggested Catalyst Project

- 136 apartments *
- 36 townhouses *
- 21,000 sf retail & dining *
- 63,000 sf office *
- Cycling specialty retail *
  * Phased development
Before…
Public Realm Investments

- Strong Broadway frontage
- Cycling destination and public art theme
- Transit plazas on both sides of Broadway
- Key cross-connection to E. 55th Street
- Better environment for senior housing next door
East 79th Street Corridor Area
East 79th Street Corridor Area
East 79th Street: Land Use

Source: WRLC TCI 2015
East 79th Street: Vacant Lots

Source: City Land Bank & WRLC TCI 2015
East 79th Street: Walking Distance
East 79th Street: Population Density

Source: US Census 2010 Summary File 1
East 79th Street Overview
East 79th Street Revitalization Plan
Design Character

View looking north at East 79th Street
Blue/Green Line Station
thrive
105-93
Linking Healthy, Equitable, & Sustainable Communities
Thrive 105: Corridor Framework

LOCUS: Transit-Oriented Development in Cleveland
Buckeye – Woodhill Station
Buckeye – Woodhill: Vacant Lots

Source: City Land Bank & WRLC TCI 2015
Buckeye – Woodhill: Walking Distance
Buckeye – Woodhill: Population Density

Source: US Census 2010 Summary File 1
Buckeye – Woodhill – East 116th Street study area experienced some population growth from 2010 to 2016, albeit a relatively flat 0.10 percent per year. While the 10-minute drive-time contour also experienced flat population growth (-0.56 percent per year) during this same period, the City of Cleveland experienced weak negative population growth (-0.81 percent per year). Although total populations within all geographies are projected to decline through 2021, absent major in-migration and residential development, population change will remain relatively flat (between -0.75 and 0.75 per year).

Source: 4ward Planning, 2017
Buckeye & Woodhill Road
Artists depiction
West 25th Street Station
TOD Plan
**Project Purpose**

- Connect West 25th Street Station with the neighborhood
  - Physical modifications to station
  - Facilitate Transit-Oriented Development
West 25\textsuperscript{th} Street Station Area
Market Analysis

- Primary market area
  - 5-mile radius
  - 10-minute drive
  - Will support 14,000-18,000 new residential dwelling units within next 10 years

- TOD area
  - 10% of primary market area
  - Will support 1,400-1,800 new dwelling units
  - Propose build-out density that fits on site and is consistent with neighborhood character.
Preferred Concept - Phase 3

Building 1:
16,000-19,000 S.F. (Retail at grade)
4 floors of 24 units per floor
90-96 Units Total

Building 2:
10,000-14,000 S.F. (Retail at grade)
4 Floors of 12 units per Floor
36-48 Units Total

Parking Garage:
5 levels (1 level below grade)
+/- 75 Spaces per level
375 Spaces Total

Building 3:
Mixed-Use, Residential over Retail & Live/Work
5 Floors of 20 units per Floor
100 Units Total

TOTAL RETAIL: 32,000 - 37,000 S.F.
RESIDENTIAL PARKING: 230-250
RETAIL PARKING: 225-245
TOTAL PARKING REQ'D: 455-495

PARKING ALLOCATED: 465-485
Columbus Road Property
1.85 Acres

DRAFT Potential Excess Property at Columbus Rd

NOTES:
5. G.C.R.T.A. DEED VOLUME 88-5651, PAGE 70, PARCEL No. 13 EXCEPTS OUT A PORTION OF FREEMAN STREET AS UN-VACATED, BEING 8.58 FEET WIDE AND 126.93 FEET DEEP.
Columbus Road Townhomes
TOD- W. 25th Street RTA Station and District
Ohio City District in Cleveland, Ohio

View Looking South-West on Lorain Ave.

June 4, 2013
Moving Forward into the Next Phases

- Complete Red Line Greenway property requirements
- Market RTA land for joint development/Issue RFP
- Implement RTA station enhancements
- Move forward with Market Square redevelopment plans
- Move forward with other redevelopment plans
- Fund raising (grants, etc.)
Doing Business in Cleveland
Doing Business in Cleveland

Valarie J. McCall
- Chief, Government and International Affairs
- Immediate Past Chair, American Public Transportation Association

Matt Zone
- Member, City Council (Ward 15)
- President, National League of Cities
LOCUS Briefing on Transit Oriented Development
Cleveland is Ready!