A REAL ESTATE DEVELOPMENT TOOL FOR **NEIGHBORHOODS** SERVED BY WARD
THIS IS NOT A TRADITIONAL PLAN
A fresh take on the process of planning, which has become robotic and predictable.

A new approach that looks to appeal to an audience who may typically be unaware of these documents, and not be engaged in traditional planning exercises.

An intentionally different approach to urban planning that seeks to fill the gap that is many times left behind between plan adoption and implementation.

The pages of this document at times will resemble what is found in a traditional planning report, however the objectives being sought here are different.

With a vision for a neighborhood established and investments underway, how will momentum continue to grow in an effective manner? How can reckless speculation be avoided? How does the community protect itself from gentrification by outsiders?
APPRECIATE YOU
01 WHAT IS VALUE?
02 DEFINING VALUE IN WARD 7
03 THE IN-BETWEEN
04 ROOM FOR MORE
05 DONE BUT NOT OVER
WHAT IS VALUE?
who decides... where is it located ... why does it matter...
WHAT IS VALUE?

Project Purpose

To guide real estate development in a manner that allows for quality of life of to improve, while limiting displacement of local residents to the furthest extent possible in the neighborhoods of Ward 7 served by the Famicos Foundation, while protecting the urban fabric from concentrations of duplicative uses.

The neighborhoods of Ward 7 continue to receive increased attention from the development community due to the rapid expansion of the Cleveland Clinic and growing investment between Downtown and University Circle. Opportunity is closing in on the Ward from both sides. With investment occurring at a swift pace, there is a need for an increased examination of who is developing what in the Ward and where it will be located.

Not a Plan

While the principles of planning exercises have been applied to this process, this document does not embody the traditional format of a 'plan'. This document is rather a tool for the Famicos Foundation to utilize as a method for supporting Councilman Basheer Jones with decision-making related to real estate development in Ward 7.

This unique approach is about executing planning efforts that have occurred and are underway within the neighborhoods of Ward 7. This document is about securing valuable real estate within the Ward for development that will support positive growth and change in the community. Value can be interpreted in a variety of ways, and this process seeks to challenge this notion by looking deeper than institutionally determined property value and stereotypical perceptions.
Who Decides?

Property value in the City of Cleveland is assigned by the Cuyahoga County Auditor. This opinion of value takes into account similarities such as location, condition, and recent transactions. While location is a factor in determining this taxable value, this figure does not consider proximity to anticipated development and other fluid factors of property development. This valuation, while important, is just a singular facet of the property value equation. A solid place to start, but not a place where one should settle.

Where is it located?

Location, location and location, probably the most critical element in real estate investment. The context a property is situated within highly influences its value. Places of high demand and activity such as downtown districts, new suburban lifestyle centers, communities with good schools, and proximity to active green space. Value and location can rather quickly be tied back to race as well. Property values are typically higher where whites have predominantly settled, but gentrification and inward migration to urban areas has had the reverse effect of white flight, complicating the value equation, and causing a deeper examination locations.

Why does it matter?

If there is truly a desire to create equitable places in our communities, places with concentrations of depressed conditions and social challenges cannot be viewed as clean slates. Rather they should be handled with the care that coincides with the vulnerable nature they possess. Oppressive practices have to be openly acknowledged and become intolerable. This document seeks to return the controls to the future trajectory of these neighborhoods of Ward 7 over to their rightful owner(s), the residents.
The lack of a demographic evolution in the field of real estate development is an injustice that must be acknowledged and a challenge that must be overcome. Property ownership’s history in the United States is linked to racist practices that have limited the opportunity for blacks to build wealth in a variety of ways. There also should be more certified Women Owned Small Business (WOSB) throughout Cleveland, a designation that more local women owned businesses should strive for while encouraging the creation of new women owned businesses. A challenge set forth through this work is to develop the foundation for a strategy to help address this lack of diversity within the field, and through this mechanism begin to narrow the wealth gap in the Cleveland community.

Detroit provides an example for Cleveland to learn from and aspire to. Capital Impact Partners and Building Community Value have established real estate development programs for minorities and women interested in the practice of real estate development, and with the support of philanthropy and banking institutions, have been able to help increase diversity within the field.

Local interest has been taken in bringing a program of similar traits to the City of Cleveland to address these inequities, and throughout the document, the following elements will be highlighted to demonstrate how this program can serve to advance real estate investment, local minority wealth, and increase progress within neighborhoods that have experienced historical disinvestment.
PASS THE STICKS

If people of color and females are to be given an opportunity to grow within the practice of real estate development, they must be supported with intentionality from the jump. Working in real estate is not easy, and challenges are anticipated. The following principles are intended to allow the playing field to be leveled and for catastrophic setbacks to be mitigated.

Removing Barriers to Entry
Access to the development world is challenging to navigate, obstacles must be removed.

Providing Sound Training
Without an understanding of developer-speak, one can quickly feel inferior and become discouraged.

Financial Backing
Access to capital is not a given, a boost will need to be provided, but with expectations tied to those dollars.

Continued Support & Guidance
Ongoing support and mentorship will ensure individuals have the best chance to continuously succeed.
DEFINING VALUE IN WARD SEVEN

opportunity access planning history
DEFINING VALUE

Yes, this is not a plan, however this document was prepared by city planners and designers. With that said, in seeking to develop our own definition of value for Ward 7 we began this exploration like we would a planning process, by turning to the existing foundational data of a place to gain an understanding of what appears to be happening on the ground.

Land Use

Where most planning exercises begin. Observing how uses are distributed across the landscape helps tell the story of where investment has taken place historically and where concentrations of residential and non-residential uses are located. The placement of uses starts to become clear, and the prominence of where a divide between uses is identified along E 55th Street.

Property Value

A starting point in determining this figure is what has become one of the universally accepted measurements of property valuation, the County Auditor. A similar division to that found with land use overlaps with property value. The non-residential, more commercial and industrial uses west of E 55th Street are where the higher property values can be found. Residential properties found west of E 55th were found to have greater value than similar property to the east. It is a clear that the auditor has defined with their valuation that areas of disinvestment can be found east of E 55th.

Date of Last Property Transaction

Property transactions with a value greater than zero from 1975-2013 (38 years) totaled 1,836,
while property transactions with a value greater than zero from 2014-2019 (5 years) totaled 1,012. 36% of all the most recent transaction in Ward 7 have occurred in the last 5 years. This comparison begins to reveal the recent demand and interest in property in the neighborhoods of Ward 7. These transactions include properties of all types and are dispersed across the wide footprint of Ward 7. Quite possibly this also starts to demonstrate the forces at play within these neighborhoods that lie adjacent to locations like University Circle and Downtown that have become hubs of investment.

Location and Property Value

As previously stated, location is significantly important in the equation for defining real estate value. In examining property values more closely, further evidence is revealed about the division along E 55th. **40% of all parcels in Ward 7 are valued by the county auditor at less than or equal to $10,000**, while 47% of all parcels in the ward east of E 55th are valued at less than or equal to $10,000. The location of the highest sold property less than $10,000 in Ward 7 east of E 55th Street is at its northern most edge in the St. Clair-Superior neighborhood. This property sold for $9,600 in July of 2019. This unfortunately, is not an uncommon occurrence among the many residential streets that comprise several blocks of the Hough, St Clair-Superior, and Glenville communities.

Examining the reverse, the location of the highest sold property greater than $10,000 in Ward 7 east of E 55th Street was located at its nearly southernmost edge in Midtown. This property sold for $430,000 in May of 2019. A multifamily building along E 71st St between Euclid and Chester Ave. So what is this data really saying? The data is communicating that perceived value is located adjacent to where recent or current investment is occurring. This current perspective is somewhat short sighted, not looking beyond the physical transformations happening within pockets of the community, or taking into account planning efforts and progress that has been set into motion with patient precision. The concept of value is simply deeper than what these numbers can start to reveal to us...
VALUE IS
not only defined as a location proximate to where investment has occurred or will soon occur. Value is a realistic opportunity to access and gain entry into the traditional real estate development marketplace. Value is power placed in the hands of the local community, so that they may shape their own future. Value is where growth can be leveraged to its greatest extent. Value is a place where progress does not occur in isolation, but in combination with partners striving for the same positive change.
Beyond the political jurisdiction defined by the boundary of Ward 7, there are many Cleveland neighborhoods that represent the rich history of the black community. Neighborhood boundaries are nearly everlasting, and even if they were to be altered, locals would presumably hold tight to the historical edges of their community. Political jurisdictions, like Wards, while unlikely to change with great frequency, have a higher probability of shifting their position. This possible fluidity has lead the project team to implore the importance of maintaining the focus on the neighborhoods of Ward 7, while respecting the unique needs and history of each place.
**East Fifty Fifth Street.**

This major north-south corridor creates the physical separation of uses and value within Ward 7 and much of Cleveland’s east side. E 55th nearly runs from the northern edge to southern edge of the city, providing access to Lake Erie and one of Cleveland’s southernmost neighborhoods, Broadway-Slavic Village. 55 crosses each of Cleveland’s major east-west arterials, and arguably serves as the most prominent western boundary of Cleveland’s eastside.

This street has played a significant role in the analysis performed and recommendations established in this document. The area to the west of the corridor has been identified by the project team as a stable area due to the property values, investment activity, proximity to Downtown, and room for new development to occur. To put more bluntly, this is not where the need is the greatest.

The communities immediately to the east of the corridor have experienced historical disinvestment, oppression through institutional racism, and serve as home to Cleveland’s most vulnerable population. Planning that has occurred, as well as efforts that are underway are ensuring the voices of these neighborhoods are indeed heard and reflected in the strategies that are developed. However, positive change is needed now. This process seeks to help catalyze development that is strategically located and in alignment with the needs of the community.

Some development forces at play seem to view this as an area to personally capitalize. The vulnerable nature of this geography coupled with rising demand by real estate investors creates a critical moment in time, where strategic action must be pursued. The consequences of not acting swiftly could be irreversible for these communities.
55 to 79

Arguably the geographic core of the ward, extending from St Clair-Superior to Midtown. Concentrated investment continues to occur along the Euclid corridor, as Midtown continues to attract investment, most recently the new headquarters of The Cleveland Foundation. Radiating the impact north into the neighborhoods, while also considering proximity to the Lake that has largely been unrealized has helped solidify this area as a priority.

79 to 105

Similarly adjacent to concentrated development, which in this scenario is happening to both the immediate south and east in University Circle, the notion of extending the impact of investment into the neighborhoods is the ultimate objective. The disparity between value and investment is perhaps no more starkly apparent than it is in this eastern portion of the Ward.
Much like real estate agents rely heavily on comparable sales to determine the value of the asset they are looking to move, planners consistently look to adjacencies to reveal areas of opportunity for growth, preservation, or alteration. These processes have very little distinction between them, and are not traditionally coupled together. Value mapping seeks to blend the principles of real estate agents and planners to identify what features within a community most significantly influence value. Keep in mind these influences are both seen (on the ground today) and unseen (being planned for or identified in an adopted plan).
GREENSPACE/PARKSPACE
Defined as programmable greenspace that can be utilized actively or passively. Vacant grassy lots were not included in this classification. Having active greenspace within walking distance (1/2 mile or less), this includes Lake Erie, is a critical component to the value equation.

PLANNED INVESTMENT
Real estate investments that have been publicly announced and/or has received local board or commission approval to proceed with development. However, no construction activity has occurred as of the publication of this document. Speculative projects that have long been discussed as potential development sites have been included. Development Opportunity Districts identified through the City of Cleveland’s 2020 plan have been overlaid as well. A plan is important, those underway and those completed. From capital improvement plans from the City of Cleveland to efforts privately led, the greater the significance the greater the value.

CURRENT INVESTMENT
Investments that have occurred in the past 5 to 10 years that have had a significant impact on the landscape of the community. Significant impact or investment is defined as at least a six figures, and one that has changed the physical landscape.

COMMUNITY RESOURCES
Schools, churches, libraries, social service providers, healthcare providers, affordable housing providers, and other locations that currently serve or have served the community’s ongoing needs. Similar to greenspace, proximity is key, a 1 to 1 relationship exists between distance to resources/services and value.

TRANSIT
Location of GCRTA bus lines and stops. No different then greenspace, access to transit is about how close it is to one’s starting point, which is typically one’s residence.
Where the Parks at?

Addressing the severe lack of parkspace in the central area of the Ward that is primarily comprised of the Hough neighborhood must be a priority of this work. It is disheartening how quickly the amount of programmable greenspace within the neighborhood of Ward 7 east of 55th can be cataloged. Even more disheartening, is the inaccessibility of these spaces and effect that ultimate has on the overall quality and likely use of these spaces. From the buried Anton Grdina, born out of a requirement tied to a decades old gas explosion, to Pennsylvania Zoeter Park off of E 66th Street, usage is spotty and the community deserves better. Parks have been dedicated to great pillars of the community, like Fannie Lewis, and Hough is even home to historic League Park, but how much do these spaces provide beyond monument signage and occasional events.

What ownership does the community truly have over these places and spaces? Additionally, how does the community arrive there? A network of trails does not explicitly exist in these neighborhoods. While bike lanes have increased in prevalence, sidewalks largely remain in disrepair and no fluid connections are present within the landscape.

Green = Green

The benefits of enhancing these current spaces of recreation and experience of nature extend beyond physical and mental health, and in the conditions these communities have had to suffer through, these two elements of health cannot be understated.

In 2013, the Trust for Public Land published a report titled, The Economic Benefits of Cleveland Metroparks, which demonstrated that having a residence within 500 feet of a park increases property value by 5%. This value diminishes as distance from the...
 Greenspace instantly injects value into the land adjacent. Studies have shown that humans prefer to live near a beautiful park, have access to a trail system, and be provided with the opportunity to realistically choose their mode of travel. In many cases, folks are willing to pay a premium for this type of access that should be equitably provided.

This is not intended to be misconstrued as a method of gentrification but rather, as a strategy to further protect and enhance existing value by exploring the intentional reprogramming of underutilized land as public parkspace, or enhancing the connection to existing parks that are largely viewed as a low priority.
A Plan Plan.

Previous investment and interest in the community has encouraged and supported continued investment in the area, with several projects close to breaking ground, in the midst of planning, recently completing a planning study, or anticipating a future study. The projects pictured here are merely a snapshot of the work happening in the communities within Ward 7 east of 55th. Attention and interest continues to build as the critical nodes of the City of Cleveland, Downtown and University Circle continue to converge on each other. These projects represent the variety of efforts being currently planned for or are anticipated, from introducing new housing types, to renovations of aging public spaces.

Streetscape plans that seek to bring more than just street trees and painted crosswalks, but seek to address the infrastructural racism that has existed in the Hough community for
generations. Work being done in Hough, St. Clair-Superior, and Midtown is progressing with intentionality and refuses to ignore that race lies at the core of the challenges these communities are faced with. Two institutionally led construction projects in The Cleveland Foundation's new Headquarters and the Cleveland Public Library’s new Hough Branch have brought an increased presence and attention to the Hough neighborhood and E 66th Street specifically.

These are plans that will manifest into significant physical change within Ward 7, but they cannot be viewed in isolation. These efforts must be leveraged collectively in order to build upon the movement that is underway.
Current Investments can be classified in the following ways and at the following locations.

Housing
Churches
Retail
Medical
Other

Investment types have taken on a variety of forms, but there is a clear concentration of this investment around the Euclid Ave corridor, which has experienced significant investment over the past decade.

A few featured Current Investments:

1 - St. Martin De Porres
2 - League Park
3 - Dave’s Markets
4 - Tru By Hilton
The following maps begin to categorically locate value by the 5 components this process has identified as critical. Again, these elements represent a moment in time, and they most importantly begin to reveal concentrations of investment and activity within the eastern half of the Ward.
DEVELOPMENT OPPORTUNITY DISTRICTS

Planning in these neighborhoods is not new, as we can look back to more location specific plans like League Park TLCI or the My Glenville Plan. However, there is the added layer of City of Cleveland’s Development Opportunity Districts from Cleveland 2020 plan.

Priorities were established through this planning process across Arts & Culture, Economic Development, Retail, Recreation, Schools, & Housing. These priorities are placed based and can be layered along with the other elements of what is and has happened on the ground and what can confidently be anticipated to happen in the near term.

Arts & Culture

5.A.1; **St Clair** (St Clair Avenue) add public art and banners

5.A.3; **African American Museum** (corner of Hough & Crawford) potential relocation for redevelopment and expansion of African-American History museum

Economic Development

5.E.1; **Midtown Technology Center Area** (between East 55th Street and East 75th Street) opportunity for higher density development combining retail, office, warehousing and tech uses with major transportation enhancements

Retail

5.R.1; **Addison & Superior** (intersection of Addison and Superior Avenues) development of neighborhood shopping amenities with mixed-use retail and office space

5.R.2; **League Park Retail** (East 65th Street between Hough and Linwood Avenues) development of mixed-use retail/residential to complement future League Park development

5.R.3; **Addison & East 79th** (triangular intersection of Addison Road and East 79th Street) opportunity for a small-scale retail development centered around the neighborhood’s green space

5.R.4; **Martin Luther King Plaza** (corner of Crawford Road and Wade Park Avenue) demolition and reconstruction of this neighborhood retail center

Recreation

5.P.1; **Grdina Park** (East 61st Street north of St. Clair Avenue) upgrade existing park as recommended through 2006 planning process

5.P.2; **Pennsylvania-Zoeter** (between Pennsylvania and Zoeter Avenues) redevelopment of existing open space to accommodate community recreation activities (playfields, baseball diamond with benches, etc.)

5.P.4; **League Park** (southeast corner of Linwood Avenue and East 66th Street) proposed ball park and community recreation amenities highlighting the historic Negro leagues

Schools

5.S.1; **Willson Elementary School** (on East 55th Street between Luther and Payne Avenues) opportunity for possible adaptive reuse of this building as a community center after the school is relocated

5.S.2; **Daniel E. Morgan School** (corner of East 83rd Street and Wade Park) construct a new community facility on this site that would serve all of the neighborhood’s residents, offering adult education programming during non-school hours and use of the existing greenspace as a community park

Housing

5.H.2; **Reese Paper Area** (between East 61st and East 62nd Streets, from Grdina Avenue to the back of the retail fronting on St Clair Avenue) opportunity for townhouse development on vacant parcels

5.H.3; **Former Tops Supermarket Site** (East 74th Street and St Clair Avenue) opportunity for high-density mixed-use residential/retail development
5.H.4; **East 71st Properties** (along East 71st Street between Superior & St. Clair Avenues) rehabilitation or demolition of dilapidated homes for infill/rehab

5.H.5; **Addison Road Site** (northwest corner of Carl Avenue and Addison Road) opportunity for development of single-family townhouses

5.H.6; **St. Vitus Area** (East 60th Street to Norwood Avenue, Lausche Avenue to Superior Avenue) demolition, infill housing and rehabilitation to enhance nearby investment in the St. Vitus neighborhood

5.H.7; **Kosciusko Area** (along Kosciusko, Sowinski, Pulaski, Bellevue, Korman, Simon and Crumb Avenues) opportunities for development of single-family infill or rehabilitated housing accompanied by code enforcement

5.H.8; **North Superior** (along Superior Avenue between East 80th and East 89th Streets) opportunities for townhouse and infill development and targeted rehabilitation

5.H.9; **Pennsylvania Avenue** (Pennsylvania Avenue from East 66th to East 70th Streets) infill housing development

5.H.10; **Melrose Area** (various sites on Melrose, Cory and Whitethorne avenues) multiple opportunities for infill or rehabbed housing

5.H.11; **Birchdale-Wade Area** (along Birchdale, Blaine and Kenmore Avenues off East 86th Street and Wade Park Avenue) single-family infill housing and rehab of multi-family structures to capitalize on nearby shopping plaza renovation

5.H.12; **Upper Chester** (area along Lamont, Woodard, Newton and Logan) to be redeveloped as part of the Upper Chester Plan (single-family infill/rehab/mixed-use)

5.H.14; **Midtown Mixed-Use District** (Euclid Avenue from East 71st to East 75th Streets) high-density mixed-use (residential/retail and office/retail) development as proposed in the Midtown Redevelopment Plan
DEVELOPMENT OPPORTUNITY DISTRICTS

The City of Cleveland’s 2020 Citywide Plan adds another critical layer of how priorities have been organized historically. This guidance helps to fine tune the compass of how next steps can be guided.

Arts & Culture
5.A.1; St Clair

Economic Development
5.E.1; Midtown Technology Center Area

Retail
5.R.1; Addison & Superior
5.R.2; League Park Retail
5.R.3; Addison & East 79th

Recreation
5.P.1; Grdina Park
5.P.2; Pennsylvania-Zoeter
5.P.4; League Park

Schools
5.S.1; Willson Elementary School

Housing
5.H.2; Reese Paper Area
5.H.3; Former Tops Supermarket Site
5.H.4; East 71st Properties
5.H.5; Addison Road Site
5.H.6; St. Vitus Area od
5.H.9; Pennsylvania Avenue
5.H.10; Melrose Area
5.H.14; Midtown Mixed-Use District
Arts & Culture
5.A.3; African American Museum

Retail
5.R.4; Martin Luther King Plaza

Schools
5.S.2; Daniel E. Morgan School

Housing
5.H.7; Kosciusko Area
5.H.8; North Superior
5.H.11; Birchdale-Wade Area
5.H.12; Upper Chester
Let’s Talk Value Some More.

Vacant and underutilized land has a murky perception. Ranging from views of danger and disinvestment, to clean slates of opportunity, or even signs of the return to the natural landscape. Cleveland is fortunate to have an entity in the Land Bank that is able to collect both vacant land and buildings that have fallen delinquent and provide essentially an affordable opportunity for redevelopment or conservation to occur.

This low cost opportunity to acquire land can be used for positive change and empowerment, but also serve as a tool for developers to cheaply collect land in depressed locations within the city limits. This gathering of property may ultimately be for the financial benefit of an individual or group who fails to take into account the local perspective, and merely sees it as a buy low sell for higher real estate maneuver.

It is no secret where concentrations of this land are located, however it is intriguing to observe how a perceived collection of these parcels start to come into play at locations that are adjacent to investment and priority planning processes. One of the largest barriers to entry into the realm of real estate development is access to capital. Access to capital allows a developer to take the next essential step, acquiring land or property to develop.

Opportunity is in great supply within the neighborhoods of Ward 7 east of 55th. There are moments where it feels as though entire city blocks have been transferred into the land bank’s control. If positioned correctly, collections of parcels allow for substantial development in the form of multifamily housing or mixed-use mid-rises to occur. While sporadic holes in the urban fabric present a greater challenge, these locations are just as valuable as physical development is not always the right answer. Remember those few pages on greenspace. Sometimes it is ok to let it be, manicure it, or perhaps activate a vacant site as an urban garden or programmed space that a street or block takes ownership of.

The examination of Land Bank land began to reveal a great opportunity for non-traditional developers and quite frankly representation from the local community to reshape their neighborhood in a manner that they see fit.
The Land Bank has the ability to serve as the vehicle that is required to provide opportunity for minorities and women to shoulder their way into the field of real estate that has for decades shut them out.

Councilman Basheer Jones has recognized this, and continues to remain informed of the status of vacant and abandoned properties that are moving into and out of the land bank's system within his ward. Significant portions of residential blocks between E 55th & E 66th are in the possession of the land bank, creating vast opportunity for transformative action in the neighborhoods core.

Access to land bank parcels could serve as the foundation for this effort of changing the field of real estate development into one that is inclusive and representative of where development occurs in the urban core.

The City of Cleveland Land Bank has been a key contributor to this process and would play a critical role in allowing a strategy such as this to ultimately be effective. From the regulatory expertise required with the transferring of previously public or federally held land, to support in strategically collecting land bank parcels for sizable redevelopment. Land ownership is power.

Land bank land is affordable access to power, and therefore equates to significant value. This is where the movement starts, but it must be followed up by education, mentorship and continued support if the hope is to realize something greater than a pilot effort of demonstration.
Examining the influences on the current landscape has allowed us to reinterpret the definition of value described at the outset of this document. Each of these indicators of value (ex. greenspace, planned investments, etc.) has a defined location in the areas of focus within the Ward, and through this placed based data we can begin to identify where collections of value are located.

These areas of intensity require further study in order to determine how the value can be further elevated or preserved for the collective benefit of the local community.

A location that contains concentrations of community assets, and both existing and future investment, while being adjacent to available Land Bank lots should be considered as supremely valuable. These locations have been defined as Leverage Zones, or portions of the Ward that have influencing factors of value converging at a singular location which is ultimately providing opportunity for positive change to occur, whether in the form of physical development or intentional preservation.

LEVERAGE ZONES can be further defined as geographies that possess a concentration of value indicators and access to development opportunity through available land bank land.

55 to 79

With the exception of the area surrounding League Park, many of the Leverage Zones that have been identified are located along the major north south corridor of 55th and 79th. Euclid Ave also plays a significant role, as the most prominent connector between the north-south corridors. Strengthening these east-west connections by radiating outward from these nodes is what these zones begin to identify. These locations also reveal a hole in between Superior Ave, Lexington Ave, E 55th St & E 79th St. A hole that is filled with ‘opportunity’... in the form of pink shaded land bank parcels.
LEVERAGE ZONES

A  E. 55TH - ST. CLAIR TO LAKE ERIE
B  E. 55TH & SUPERIOR
C  E. 79TH - SUPERIOR TO CARRIE CAIN PARK
D  E. 79TH & WADE PARK
E  E. 55TH - EUCLID TO PAYNE
F  LEAGUE PARK TO E. 79TH
G  CLEVELAND FOUNDATION CAMPUS
H  E. 79TH & CHESTER
Moving further east with the Ward boundary, brings a different set of conditions. The three Leverage Zones identified are each anchored by greenspace. Land Bank lots are equally prevalent in this northeastern edge of Ward 7. The density of Land Bank dissipates as you move further north from Chester Ave where recent investment is occurring, and future investment is anticipated.

Focusing attention along Hough Ave in this area adjacent to the University Circle is likely a strategic move. An intentional focus on collecting Land Bank lots and beginning to identify development types that are desired in this area is essential to controlling the trajectory of this portion of the community that has a high likelihood of gentrification seeping in.

University Circle is tremendous asset for the City of Cleveland, and adjacent neighborhoods are beginning to feel the positive effects of the overflow of investment occurring in this hotspot. But who is this spillover targeting? What strings are attached to these investments? And how is the condition and economic position of members of the community improving?
TARGET INVESTMENT LOCATIONS

E. 55TH - ST. CLAIR TO LAKE ERIE

A B C D E

E. 55TH & SUPERIOR

E. 79TH - SUPERIOR TO CARRIE CAIN PARK

E. 79TH & WADE PARK

E. 55TH - EUCLID TO PAYNE

LEAGUE PARK TO E. 79TH

CLEVELAND FOUNDATION CAMPUS

POTENTIAL DEVELOPMENT TYPES (BY LAND USE)

COMMERCIAL RETAIL

NEIGHBORHOOD RETAIL

NATIONAL CHAIN

SINGLE FAMILY INFILL

GREENSPACE

MIXED-USE MULTI-FAMILY

INSTITUTIONAL

ENTERTAINMENT

SOCIAL SERVICES

INDUSTRY/MANUFACTURING

LEVERAGE ZONES

A CARRIE CANE

B THURGOOD MARSHALL

C ANSEL & HOUGH

2

38

10

19

3

2

1

CHESTER AVE

HOUGH AVE

E 85TH ST

E 90TH ST

ANSEL RD

CRAWFORD RD

SOWINSKI AVE

SUPERIOR AVE

E 79TH ST

WADE PARK AVE

QUISING RD

CRAWFORD RD

WASHINGTON RD

HATTON RD
THE IN-BETWEEN

you going to use that plan or nah
Still Not a Plan

This is about pushing action to occur in short order in locations that support the health of the community. It is understood that change brings about new elements within a place. Growth and development will draw interest. Interest will lead to action by some, and new arrivals are sure to come. The recommendations within this document are in no way discouraging this type of neighborhood evolution, it’s rather encouraging empowerment and strategic action ahead of this forecasted transition. These recommendations seek to put leadership in the ready position, provide guidance that allows dictation rather than reaction. Allowing for room to uplift and sustain the welfare of those in place, welcome and encourage newcomers, while blurring the lines between the two in a unified place.

The two images across the top of this spread share more in common than one might be able to recognize quickly. The historical investment and neighborhood pillar that is Chateau Hough, a private vineyard and winery owned by a Hough resident, and the newly constructed Innova, mixed-use site developed by national firm. The Finch Group. Chateau Hough located at E 66th and Hough Ave is embedded in the neighborhood, and personifies it’s owner. Innova, located at roughly Ansel Rd & Chester Ave at the neighborhoods edge, serves as a catalyst for the continued push of investment and growth along the perimeter of University Circle. Both represent value, yet manifested in different ways. These images represent the story being written in the neighborhoods of the eastern half of Ward 7. As value converges on itself, what is preserved and what is lost? These are decisions that must not be made reactively, the consequences are simply too great.

NO TIME TO WASTE
Start Here

Leverage Zones began to uncover where eyes should be drawn and explored. This analysis was paired with a review on the ground by the project team. Specific sites within these leverage zones were identified with the leadership of Councilman Jones and the Land Bank, and ultimately organized by priority.

**PRIORITY LOCATIONS**
1 Superior Ave & E 79th St
2 Ansel Rd & Edmunds Ave
3 Chester Ave & E 65th St
4 White Ave & Whittier Ave
5 Hough Ave & E 75th St
6 Superior Ave 7 E 71st St
7 E 90th & Amesbury

This document recommends actionable steps for each of these sites that will ultimately support implementation occurring in the near term. At the core of these recommendations is elevating the interest from City of Cleveland and City Council in seeing development activity occur with the possibility for providing incentives for development as well. With the exception of Superior Ave & E 79th, each of these sites will have a request for proposals generated and distributed. These locations have been deemed critical to the future development of Ward 7 and the neighborhoods of St. Clair-Superior, Hough, and Midtown.

These opportunities for development also provide a potential starting point for the minority and women developer program, helping not only to encourage positive transformation in areas of need but create wealth among predominantly black communities.
1. E 79th St & Superior Ave
2. Ansel Rd & Edmunds Ave
3. Chester Ave & E 65th St
4. White Ave & Whittier Ave
5. Hough Ave & E 75th St
6. Superior Ave & E 71st St
7. E 90th St & Amesbury Ave
The City of Cleveland has identified this site as the location of new public park and urban garden. While some would argue this location’s prominence would be more suitable for higher density development, the lack of programmed greenspace and existing presence of a greenhouse has influenced this site moving in a different direction.

Progress at this point is contingent on approvals by City departments primarily around maintenance of the park. A detailed maintenance plan needs to be put in place to ensure funding is in alignment, as well as commitments established to preserve a creatively landscaped park. The aim of this proposed design seeks to go beyond the stagnant green lawn, by incorporating interesting and interactive features.

**ACTION STEPS**

Effort is being lead by the Cleveland Planning Commission (CPC), however, progress has stalled; Famicos to monitor progress, and assist with development of strategy to advance this project.
Adjacency to University Circle and newly constructed apartments, Axis @ Ansel, developed by Signet, have made this site an intriguing one. While recent investment is clear in this location the on the ground review reveals the scars of a location that has suffered from disinvestment.

The presence of a large public housing site, Springbrook, also brings with it a stereotypical perception of the area. Targeting this location is a sign of recognizing that development from the University Circle area is beginning to push north into Hough. Gentrification is real, and beyond recognition of it, proactive measures that can be made now to protect from displacement must be put in place.

**ACTION STEPS**

Famicos to lead conversation with the City Land Bank on the acquisition and subsequent development of these parcels;

Build off the Signet home-improvement fund, where new development requires a share of funds to be deposited into a neighborhood revitalization account for the benefit of the surrounding community.
On the northern edge of the Euclid Corridor, adjacent to a currently vacant Cleveland Metropolitan School District (CMSD) school, a collection of parcels provide opportunity for infill housing that strengthens the Chester Ave corridor. Located along Chester Ave where there is little frontage, and high speed travel feels encouraged by the landscape, an intervention could benefit the investment occurring at E 66th and the recently developed Dave’s Markets.

Discussions remain ongoing around development opportunities for the neighboring vacant school building, where complementary uses could be explored. Affordable housing in this portion of the neighborhood would also provide a pathway to entry into the community, as this site sits among many of the larger, higher valued homes in the area.

**ACTION STEPS**

Explore feasibility of affordable housing Lease-Purchase model through available Ohio Housing Finance Agency (OHFA) Scattered Site Development funding. This collection of parcels would be included in a larger development effort on vacant land bank lots within a 1 mile radius of E 66th Street.
Similar vacant CMSD school site adjacency can be found in between White and Whittier Avenues. The site is of significant size, however located mid-block rather than at a node, lends itself to a large development project that could accommodate multiple uses. Due to the demolition that has occurred of the former school building that sat on this site, restrictions on development are in place that require any housing placed on the site be classified as affordable.

In addition to the larger site, there are several single-family home-sized sites that surround this larger piece of land. These two in combination allow for incremental development to occur.

**ACTION STEPS**

Construct and release RFP in conjunction with the City of Cleveland for potential development opportunities; Development restrictions that require any housing constructed on the former Cleveland Metropolitan School District (CMSD) school site in block’s center be designated as affordable. A developer with this skillset will be required.
Superior Ave & E 71st St

One of the major commercial corridors in the Hough neighborhood. This vacant site lends itself to commercial activity due to the blend with surrounding uses. Vacant buildings dominate the landscape on this area of Superior Ave, where this site could be catalytic to providing some stability to this commercial corridor. It has seen interest from automotive related uses, however these type of uses currently exist in high volume, and would serve as counter productive to positively advancing the economic standing.

E 90th St & Amesbury Ave

Similar to White and Whittier, this mid-block site has a collection of land that could feasibly accommodate a larger development. Proximity to University Circle and the adjacency to the Cleveland Clinic’s expanding campus, this is another opportunity to put controls in place to protect against gentrification and erosion of the neighborhood.
Located in between Martin Luther King High School and Lexington Village along Hough Ave, this corner site is situated in the midst of vacant buildings and overgrown landscape that has promoted a high presence of debris and dangerous activity. This site appears appropriate for a low-density type of development, and quite possibly could be best suited for a greenspace. As previously discussed, a lack of quality access to parkspace in the community is widespread and an intervention at this location could begin to remedy this. As to not overwhelm the City or Metroparks, perhaps an independent community-based approach to this public space could be pursued, helping to elevate pride and eliminate reliance on a municipality for maintenance and programming.

**ACTION STEPS**

Each of these sites provide an opportunity for a mixture new uses to be applied across the Ward. Based on priority, RFPs are recommended to be constructed and released for sites of E 71st St and E 90th, and should be done so in coordination with the City of Cleveland’s development strategies.

NEORSD Green Infrastructure Grant should be explored for the proposed greenspace on E 75th.
Beyond the political jurisdiction defined by the boundary of Ward 7, there are many Cleveland neighborhoods that represent the rich history of the black community. Neighborhood boundaries are nearly everlasting, and even if they were to be altered, locals would presumably hold tight to the historical edges of their community. Political jurisdictions, like Wards, while unlikely to change with great frequency, have a higher probability of shifting their position. This possible fluidity has led the project team to implore the importance of maintaining the focus on the neighborhoods of Ward 7, while respecting the unique needs and history of each place.
**POTENTIAL DEVELOPMENT TYPES**

1. E 79th St & Superior Ave
2. Ansel Rd & Edmunds Ave
3. Chester Ave & E 65th St
4. White Ave & Whittier Ave
5. Hough Ave & E 75th St
6. Superior Ave & E 71st St
7. E 90th St & Amesbury Ave
Black Lives Matter

League 1891 Parks

Their Stories and the Way it Happened

Lexington E 66 On Air
ROOM FOR MORE

what can we do like right now
GOING WARDWIDE

The need is wide and deep, and while developing priorities that focus on incremental change at locations that analysis has determined have a high probability to succeed, there are additional incremental actions that can be performed on the ground with even greater immediacy. These actions become a part of shaping the mindset of the community and are therefore not necessarily site specific but WARDWIDE.
This whole process of community restoration can be thought of like a cycle. The priorities have been partially identified by leverage zones and ongoing collection of feedback from residents in the community. The items defined and described on the following pages are actions being currently advanced, set in motion for the short term, as well as those that should be considered. While revitalization through real estate development is the desire, there are incremental advancements that will support these major real estate investments, while attracting additional resources to the community. Establishing stability and sustainability is only achieved through collective action, rather than singular, isolated steps. It’s a must to stay ready.
The rich history and culture of Hough has at times been overlooked, as branding and identity elements in many east side neighborhoods tend to reflect those whom initially settled within the community, failing to effectively represent those coming of age in the community currently. Murals, branding, renaming of streets, and other elements of identity in the public realm that are reflective of the community have been inserted into the neighborhood due to the Councilman’s leadership. Continuing to press these efforts forward will play a key role in elevating these neighborhood’s stature.

Ensuring the line of communication with residents remains open must be a constant, not just when a community meeting box needs to be checked for a particular effort. Through a consistent presence on the ground and accessibility through social media platforms, Councilman Jones has made and continues to make a concerted effort to remain connected with the residents of the communities he serves.

Advocacy for internet access to become a utility similar to electricity simply cannot be understated. The neighborhoods of Ward 7 have in some cases failed to receive the investment by internet service providers in technology that supports high quality access to the internet. This inequity can no longer be tolerated. Councilman Jones has partnered with DigitalC and is committed to providing affordable high speed internet access to all residents of Ward 7. In addition to access, affordable devices and digital skills training must follow to ensure residents can both access and use technology effectively.

Leveraging the real estate development and management expertise of Famicos provides a unique opportunity for a Community Land Trust to be established in the neighborhoods located on the eastside of Ward 7. A Community Land Trust allows for community development to maintain control/ownership of land, while leasing the building, whether residential or non-residential, to a user. The key here is the land ownership piece, which allows a local entity to maintain control and protect from negative development impacts brought on by those who acquire land and develop in the community without consideration of those historically in place.

A lack of consistent quality lighting across the neighborhoods of Ward 7 creates a perception of danger. This challenge is not unique to the neighborhoods of Ward 7, as an argument could be made to establish a city-wide street light program that infuses the latest technology. However, an initial step could be to establish a requirement for all new development to include the installation of pedestrian scaled lighting adjacent to the development site.

These neighborhoods have scars from the trauma they have suffered from, and this manifests itself in different ways in the landscape. One of the most prominent depictions of this hardships can be seen in debris filled vacant and abandoned sites. These locations not only support crime, but have a negative psychological effect on the community. Strengthening relationship with the land bank to ensure vacant and abandoned property is funneled to the land bank in an efficient manner, and exploring the Downtown Cleveland Alliance model of hired staff that are continuously monitoring the cleanliness and presentation of the landscape, are just two ways to more effectively manage the current high volume of vacant land.

Sidewalk repair goes hand in hand with improved lighting and vacant land management. Pedestrian movement is a critical function in the neighborhoods of Ward 7, however in portions of the ward the sidewalk conditions compromise the safe movements of pedestrians through the community. An incorporation of a requirement for all new development to include the installation of pedestrian paths that extend out a predefined radius, with obligations in place for maintenance and care could contribute to incremental remediation of this challenge.

Future development in neighborhoods within Ward 7 have the ability to have the impact that extends beyond the development site. For instance, the Ohio City neighborhood has successfully implemented a community benefits agreements that require developers to make contributions to the greater community in conjunction with their proposed project. This is being done with the Axis @ Ansel development, where funds are being made available for residents of the neighborhood for home repairs. Developing a structure around programs like this, where both the investment by the developer protected and greater community benefits in a greater fashion can truly catalyzes long term improvement.
ONGOING

WELCOME TO THE HISTORIC
HOUGH NEIGHBORHOOD
EST. 1799

IN MOTION

empowerCLE+

CONSIDER EXPLORING

STAYING READY
DONE BUT NOT OVER

priorities priorities priorities
“If we are not dreaming and planning for those who will occupy our communities 1,000 years from now, whom we will never meet, we are not doing our job correctly. Our decisions have the power to leave the citizens of the future overwhelmed with love because we thought of them, or filled with disappointment because we failed to consider the lasting impact of our actions.”

Councilman Basheer Jones
WARD 7