

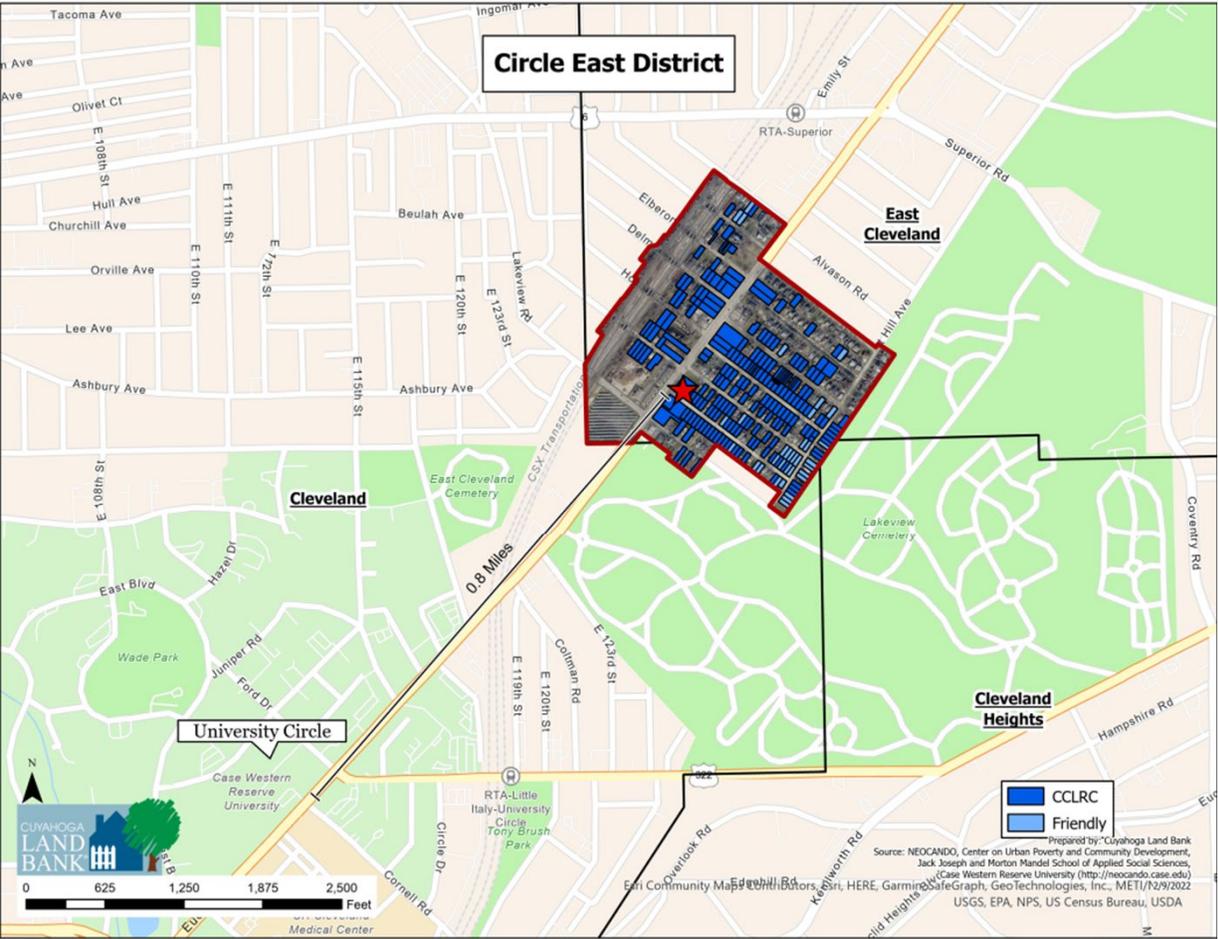
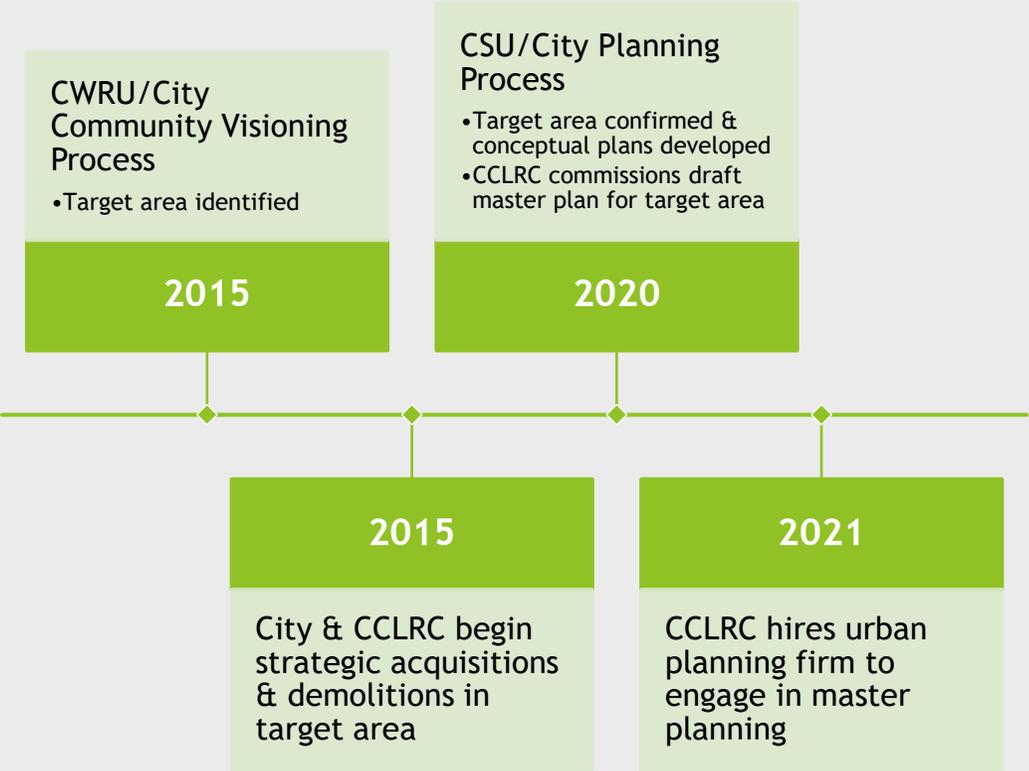


# Revitalizing East Cleveland

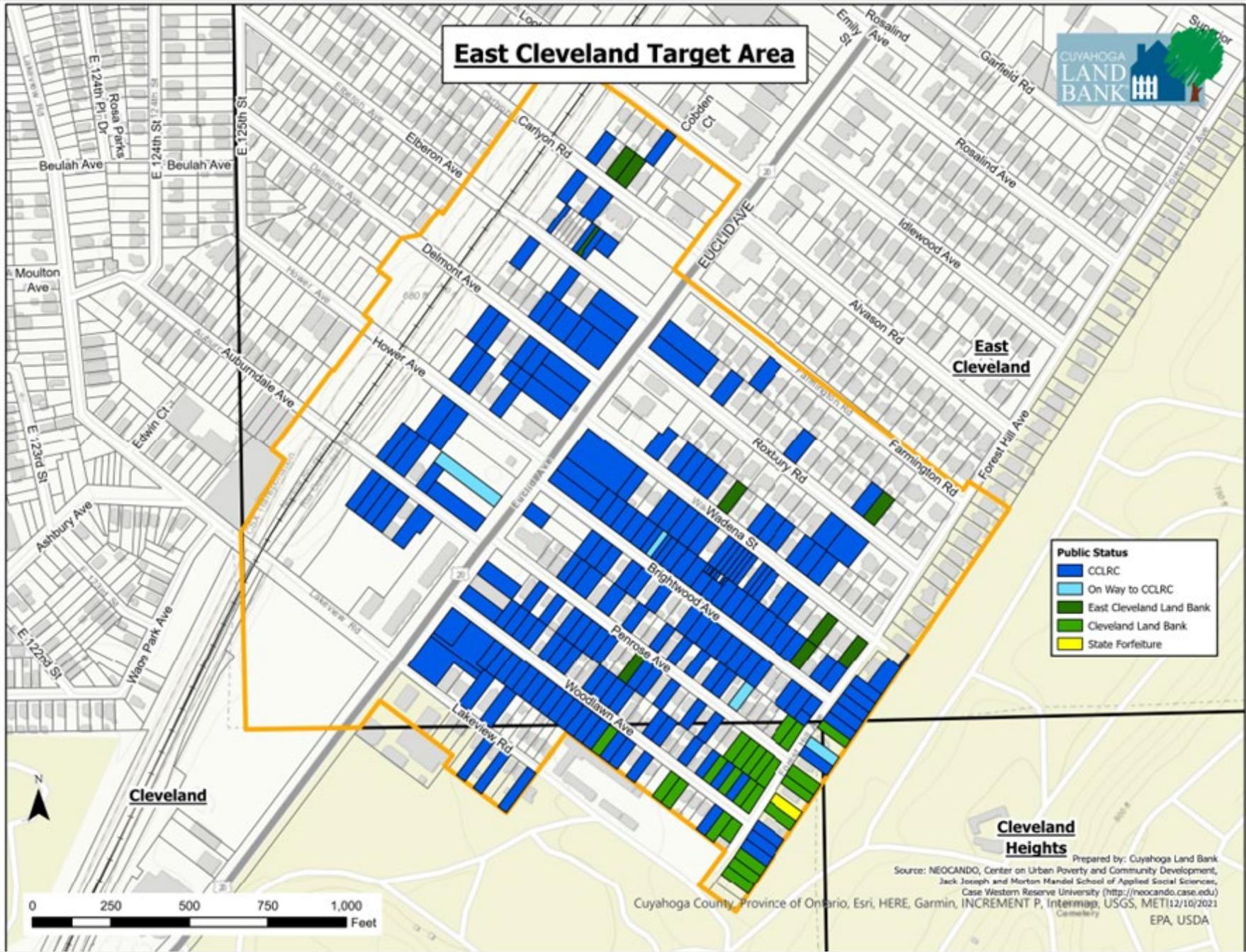
A City of East Cleveland &  
Cuyahoga Land Bank  
collaboration

# Project Summary & Vision

# Project Background & History



# East Cleveland Target Area



# Project Goals



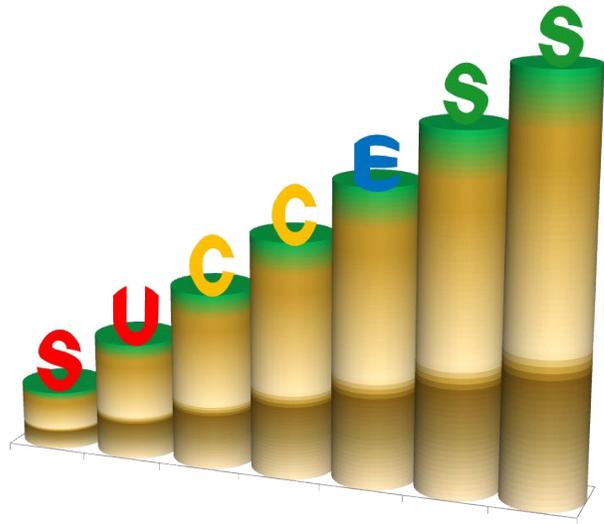
Develop a unique and inclusive neighborhood that showcases the potential of the East Cleveland residential market.



Build new middle-income, owner-occupied housing options that are at the leading edge of design, highly energy efficient, accessible and offer contemporary lifestyle options.



Develop a vibrant commercial mixed-use corridor on Euclid Avenue, leveraging its proximity to the employment hub of University Circle.



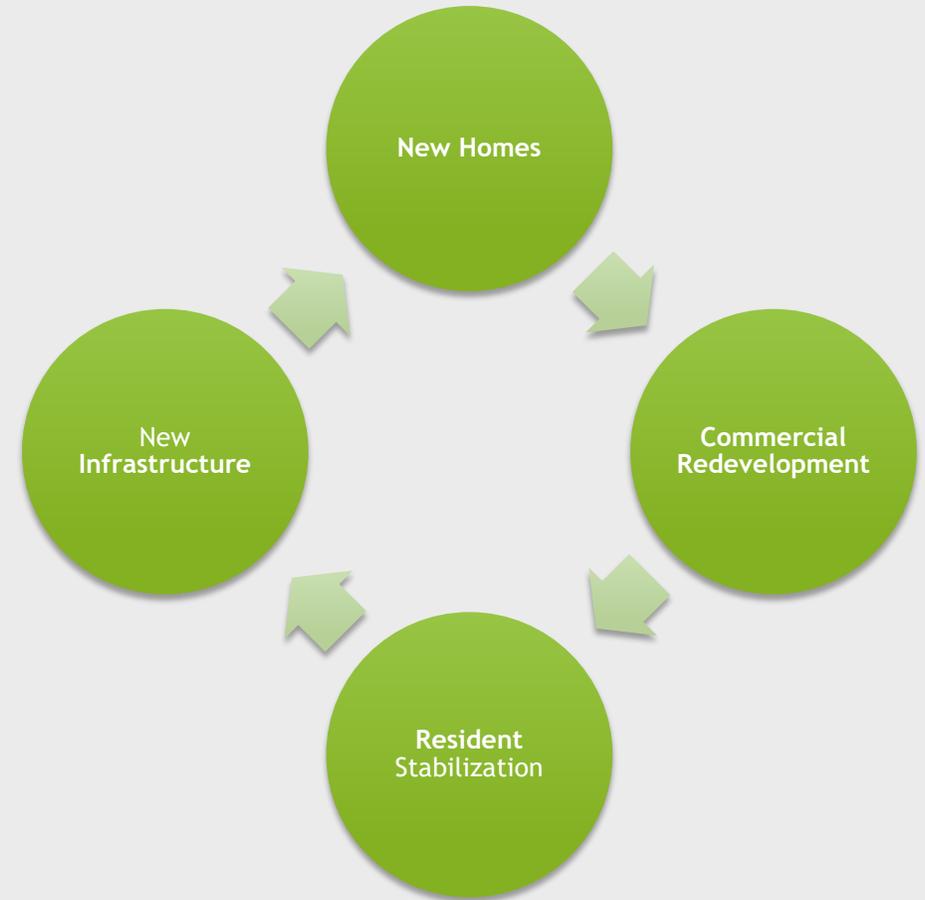
# Guiding Principles

(based upon the community studies)

- ▶ A neighborhood scale project is needed in order to be impactful
- ▶ A “market maker” is needed to jumpstart the project & attract private investment
- ▶ High quality infrastructure is critical to attracting new residents
- ▶ The project has to be unique in order to change negative perceptions and attract buyers with choices
- ▶ Existing residents are as important as new residents

# Main Project Elements

- ▶ New infrastructure (water/sewer/streets/sidewalks/trees)
- ▶ 200+ new single family market rate homes
- ▶ Repair of existing homes & stabilization of existing households
- ▶ Development of 2 signature buildings at Euclid Avenue gateway across from Circle East Townhomes







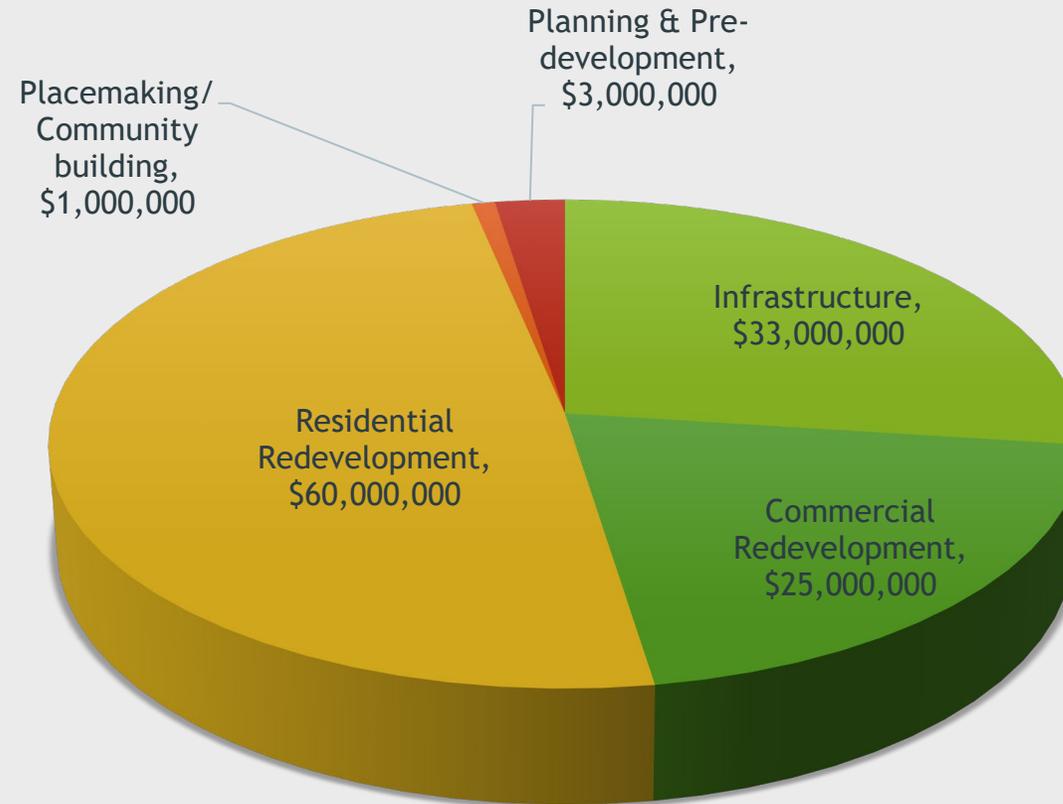
CIRCLE EAST DISTRICT | EAST CLEVELAND, OH | EUCLID AVENUE LOOKING EAST

The drawings, specifications, views, design and arrangements represented therein are and shall remain the property of the architect. No part of this shall be copied, disclosed to others or used in conjunction with any work or project other than the specific project for which they have been prepared and developed without the written consent of the architect. Visual contact with these drawings or specifications shall constitute conclusive evidence of acceptance of these restrictions. Written dimensions on these drawings shall have precedence over scaled dimensions. Contractors shall verify and be responsible for all dimensions and conditions on the job site, and this office must be notified of any





# Project Budget = \$122 million



# Financial/Economic Project Impact

- ▶ \$60 million of new property value
- ▶ \$12 million of new household income
- ▶ \$240,000 of annual income tax
- ▶ 33 jobs created with a payroll of \$2.64 million
- ▶ \$100,000 of investment in existing homes



# Phase 1



Where Are We Now?

# Funding Commitments

	Funding Secured	Purpose
City of East Cleveland	\$4 million	Mickey's Renovation, ROW enhancements
CCLRC	\$3 million	Planning, Mickey's Renovation, Demolition
NEORS	\$2.72 million	Sewer lines
Cleveland Water	\$1.681 million	Waterlines
Jobs Ohio	\$1.5 million	Mickey's Renovation
County loan	\$950,000	Mickey's Renovation
County Grant	\$250,000	Residential subsidy for 5 CCLRC homes
OHFA	\$100,000	Home Repair Grants
Port Authority	\$100,000	Mickey's Renovation
County CDBG Grant	\$50,000	Mickey's Renovation
LISC	\$25,000	Planning
McGregor Foundation	\$25,000	Home Repair Grants
Bank of America Foundation	\$25,000	Placemaking/Community engagement
<b>TOTAL</b>	<b>\$14,426,000</b>	

# Partnerships

## Housing

Private Developers

Cuyahoga County

Foundations

Realtors

Housing Counseling agencies

Greater Circle Living

County Planning Commission

## Economic Development

JobsOhio

Team NEO

Greater Cleveland Partnership

Cuyahoga County

Loiter

University Circle Inc.

LISC

## Community Engagement

Arts Organizations

Non-profit social service agencies

City of East Cleveland

City of Cleveland

Western Reserve Area Agency on Aging

## Infrastructure

City of East Cleveland

City of Cleveland

Cleveland Water

NEORS

PC for People

Western Reserve Land Conservancy

Trust for Public Land

Lakeview Cemetery

# Community Engagement

- ▶ October 2022 Project Kickoff @ Mickey's
  - ▶ 200+ participants
  - ▶ Attended by banks, Library, housing counseling agencies, community partners
- ▶ Town Hall presentation in December 2022
- ▶ Presentation to School Superintendent in Jan. & March 2023



# Home Repair Program

- ▶ Door to door campaign started in April 2022
- ▶ 18 applications received to date
- ▶ Scopes of work developed with homeowners
- ▶ Bidding and selection of contractors underway
- ▶ Developing fundraising strategy with the City and CHN for additional funding



# Marketing

- ▶ Project video launched October 2022
- ▶ Marketing focus groups held
- ▶ Project website under construction
  - Launch in Spring 2023
- ▶ Project branding & logo design underway
- ▶ Quarterly events to build a buyer pipeline
- ▶ City became a member of Powering a Clean Future Ohio (PCFO)



# Developer Engagement

- ▶ Developer focus groups & one on one meetings with 8 builders
- ▶ Developer education session on the benefits of energy efficient building practices
- ▶ City completed Land Use study with County Planning Commission
- ▶ City participated in First Suburbs Infill Housing Study



# Infrastructure

- ▶ City obtained waterline grant funding for 6 target area streets
- ▶ City obtained grant funding for 2 target area streets
- ▶ Plan & funding in place to widen sidewalks and tree lawns on Woodlawn
- ▶ Lakeview Cemetery has hired an architect to design a pedestrian connection to the neighborhood



# Mickey's Original Condition





# Mickey's Renovation

- ▶ General Contractor hired December 2022
- ▶ Phase 1 (\$1.5 million of work) underway
  - ▶ Focus on exterior & café/community hub space
  - ▶ Local donation of all salvaged materials
- ▶ Phase 2: Going to bid in April/May
  - ▶ \$2.5 million estimate
  - ▶ Focus on tenant spaces



What's Needed To Keep  
The Momentum Going?

# Development Friendly Environment

- ▶ School Board & Council approval of Commercial Tax Abatement
- ▶ Council approval of zoning changes to streamline development process in target area
- ▶ Council appointment of Planning Commission members
- ▶ **Build a reputation of a city that gets things done!**



# Tax Abatement Example (New Construction)

## Without Tax Abatement

- ▶ ¼ acre commercial vacant lot on Euclid
- ▶ Owned by a land bank
- ▶ Market value = \$20,000
- ▶ **Tax revenue = \$0**
- ▶ Redevelopment likelihood? Zero

## With Tax Abatement

- ▶ Redevelopment possible
- ▶ Small amount of tax revenue based on land value during tax abatement period (approx. \$770 p/year)
- ▶ Estimated property value after redevelopment = \$250,000
- ▶ **Tax revenue after tax abatement ends = \$9,254**

# Improved Infrastructure

- ▶ Council approval of waterline & sewer contracts (design & construction) for target area
- ▶ NEORSD grant application for Phase 2
- ▶ Community participation in NOACA Euclid Avenue transit planning meetings



# Community Involvement

- ▶ Community placemaking meetings : April through June
- ▶ Help us highlight the positive stories in East Cleveland!
- ▶ Come out to the planned community events in summer
- ▶ Sign up to get project updates: [klewis@cuyahogalandbank.org](mailto:klewis@cuyahogalandbank.org)



**Building community  
& connecting East Cleveland**

# Questions?

