



Three Catalytic Projects Public Meeting Frequently Asked Questions

The public meeting on November 4, 2015 at Lincoln West High School presented concepts for three projects that could be catalysts for change in our community: La Villa Hispana, the Dream Neighborhood, and the West 25th Street Corridor. The attached PowerPoint was presented at the meeting. The purpose of the meeting was to introduce the three projects and gather feedback from the community. Master Plans and Strategic Plans for the three initiatives have not yet been completed.

Presenters at the meeting are listed below with contact information if you have questions.

Presenters

Jenice Contreras – La Villa
Executive Director
Hispanic Business Center
JContreras@hbcenter.org
(216) 281-4422

Lourdes Negrón-McDaniel – La Villa
Director of Inclusion and Diversity
The MetroHealth System
Inegronmcdaniel@metrohealth.org

Samantha Peddicord – Dream Neighborhood
Executive Assistant for Ward 3 Cleveland
Ward3cleveland@gmail.com

Adam Stalder – West 25th Street Initiative
Managing Director- SCFBC
astalder@dscdo.org
(216) 961-9073 x209

Q & A Participants

Juan Molina-Crespo
Executive Director
Hispanic Alliance
jmolina@hispanicallianceinc.org
(216) 661-4249

Jeff Ramsey
Executive Director
Detroit Shoreway CDO/SCFBC
jramsey@dscdo.org
(216) 961-9073 x210

City Council Representatives

Joe Cimperman
Councilman- Ward 3
joecimperman@gmail.com
(216) 664-2691

Brian Cummins
Councilman- Ward 14
bcummins@clevelandcitycouncil.org
(216) 664-4238

La Villa Hispana

What are the boundaries of La Villa Hispana?

There is no defined boundary of La Villa Hispana (or any of the three projects presented). La Villa Hispana is ROUGHLY described as a quarter-mile ring around the intersection of West 25th Street and Clark Avenue. As the project grows and succeeds, we hope that more and more residents and businesses consider themselves part of La Villa Hispana. Further, we hope that the impact of La Villa Hispana in helping to improve the lives of the Latino community is spread throughout Cleveland and Northeast Ohio.

What is being done to ensure Latino ownership?

Starting a business can be very daunting. Our community is very fortunate to have the Hispanic Business Center to help support start-up businesses and existing businesses to grow and expand. Informal networks are often the best way to connect people with opportunities. Please direct businesses to one of the organizations listed above.

Where can I find the La Villa Plan?

Even though the concept of La Villa Hispana or the Hispanic Village has been around for about 20 years, a written comprehensive plan has not yet been created. The La Villa Hispana Executive Committee has contracted with the National Association of Latino Community Asset Builders to facilitate the creation of a master plan. If you would like to be involved, please contact us!

The Dream Neighborhood

How is this project being funded?

The program is being funded through private sector investment and by utilizing existing services to better connect residents. Individuals and organizations are investing their own resources to rehabilitate housing. The City of Cleveland allows applications for funding for single family housing rehabilitation through the Housing Trust Fund for a grant of up to \$30,000 per house. There have been no applications yet and any future agreements will be between the City and the individual applicant. This program is available to anyone across the entire City.

The City of Cleveland has allocated \$150,000 to the Economic Community Development Institute (ECDI) to make loans for new and existing businesses owned by immigrants and refugees. This funding is in addition to funding that City makes available across the City.

There is no new funding for social services. The Dream Neighborhood initiative seeks to connect the families whose children attend the Newcomers Academy at Thomas Jefferson School with existing services already available in the community.

How do people acquire vacant and abandoned housing? Who are the developers?

There were 850 vacant and abandoned houses when the SCFBC office opened in July of 2010. SCFBC has gotten the City of Cleveland to demolish 350 houses, and SCFBC has rehabilitated 100 houses. There still remains over 450 vacant houses in the community. Many of the houses are “zombie” properties which have been abandoned by the lienholders (banks) and the property owner. SCFBC contacts the property owner and the banks to get lien releases. Houses are then transferred to the Cuyahoga County Land Reutilization Corp. (“CCLRC”, i.e. the “County Landbank”) to ensure clean title. SCFBC then acquires the property from CCLRC.

SCFBC welcomes individuals and organizations to rehabilitate vacant and abandoned housing. The term “Developers” is probably not the correct term for people and organizations that will rehabilitate vacant and abandoned homes in the Dream neighborhood and throughout the Stockyard, Clark-Fulton & Brooklyn Centre neighborhoods. “Rehabbers”—as we will call them—are individuals or organizations that purchase and rehabilitate vacant and abandoned homes. Some rehabbers are individuals who plan to live in the house, some are small contracting companies, and some will be charitable foundations/organizations. All rehabbers are vetted to ensure that they have 1) a track record for quality rehabilitation, and 2) the financial capacity to complete a timely rehabilitation. SCFBC conducts an inspection during the construction period, an inspection at the completion of construction, and confirms that the City of Cleveland has issued a certificate of occupancy.

The tables below provides demographic and geographic information on the rehabbers who have thus far purchased and rehabilitated vacant and abandoned housing.

Table 1: Projects by Rehabber Type
(since 2011)

Type	Total Projects	Percentage of Total
Faith-Based	7	7%
Organization	58	58%
Owner-Occupant	35	35%

Table 2: Projects by ZIP Code
(since 2011)

ZIP	Total Projects	Percentage of Total
44109	61	61%
44102	35	35%
44113	4	4%

Table 3: Rehabbers by Race/Ethnicity
(Since 2011)

Race/Ethnicity	Percent of Total
Middle Eastern	6%
African American	4%
Hispanic	42%
Indian	3%
White (non-Hispanic)	45%

How will Latino families be able to purchase homes in the Dream Neighborhood?

The table above shows that 42% of houses purchased through SCFBC have been purchased by Latino families. Additionally, many of the houses rehabilitated by organizations and others have been rented to Latino families. The Latino community has been the primary beneficiary of housing rehabilitation in the SCFBC neighborhoods. An even greater effort will be made to outreach to the families of children attending the Newcomers Academy at Thomas Jefferson School, 56% of whom are Hispanic. Informal networks are often the best approach to marketing. One family shares their experience with their friends and family who are then referred to the SCFBC office. More and more Latino families are contacting SCFBC.

Federal Fair Housing laws forbid discrimination against anyone.

ANYONE CAN APPLY TO PURCHASE AND REHABILITATE VACANT HOUSES. SCFBC WELCOMES ALL AND WILL PROVIDE ASSISTANCE IN THE PROCESS.

How will developers be vetted to ensure quality work?

All rehabbers that work with the Stockyard, Clark-Fulton & Brooklyn Centre CDO Single-Family Rehabilitation Program are vetted to ensure that they have the capacity, experience, and finances to complete and maintain a quality rehabilitation.

Why will SCFBC use “restrictive covenants” on property transfers to developers in the Dream Neighborhood?

Restrictive covenants will be used to:

1. Ensure quality and timely rehabilitations
2. Ensure proper maintenance of the properties
3. Ensure that rehabbers are leasing to low/moderate income families

If the conditions of these restrictive covenants are not met and maintained, SCFBC can pursue legal action to retake the property.

Why are we duplicating services that are already being provided by various social service agencies?

The Dream Neighborhood and surrounding communities are very lucky to have an existing, robust network of social service agencies. The Dream Neighborhood project will not duplicate any existing services and no new social service agency is planned. Instead, the goal of the Dream Neighborhood is to connect newcomers and residents with these existing services and to ensure that all community needs are met. If you know of any organization that would like to participate in the Dream Neighborhood, please contact one of the partners listed at the beginning of this document.

West 25th Street Corridor Initiative

What is going on with the former Brooklyn YMCA?

The former Brooklyn YMCA located at 3881 Pearl Road has been vacant for many years. The building has deteriorated and was eventually condemned by the City of Cleveland in after many assessments, it was determined that the structure is unsalvageable. On August 24th, 2015, the previous owner transferred the property to the Cuyahoga County Land Reutilization Corporation (County Land Bank) which intends to demolish the structure for new development. Any new development that will occur will have an open, public process as plans develop.

What is going on with the Brooklyn Plaza?

The Brooklyn Plaza has been owned by the original lender of the shopping center (bank) since August 2015. The bank then listed and eventually sold the property on November 11, 2015. Although SCFBC does not currently know the owner of this property, we will work with them to improve the facilities and attract new businesses.

How are we ensuring the sustainability of new development on West 25th?

In 2011, Cleveland City Planning Commission rezoned much of West 25th Street to ensure that new development occurs in a sustainable, pedestrian and transit-friendly fashion. The Planning Commission also implemented a “Pedestrian Retail Overlay” or “PRO” on the street which—among other things—requires that buildings be built to the street with parking in the rear.

In 2015, the Cleveland Planning Commission also accepted the West 25th Street Transit-Oriented Design Plan. This plan, facilitated by Cleveland Neighborhood Progress, was the result of many community meetings and design charrettes. The Goal of this plan is:

“To define a transit development strategy that improves livability and commerce along the West 25th Street corridor by connecting regional assets, serving major employers, and addressing the needs of residents, current and future.”

An explanation of the planning process and the full plan can be found at www.npi-cle.org/w25/tod/

How are we connecting residents to high-quality jobs in the area?

Connecting residents to quality employment is one of the goals of the West 25th Street Community Wealth-Building Study completed by the Democracy Collaborative. The MetroHealth system has been leading the way with their “MetroHealth in your Community” series which connects local residents and businesses with employment and vendor opportunities at the MetroHealth System.

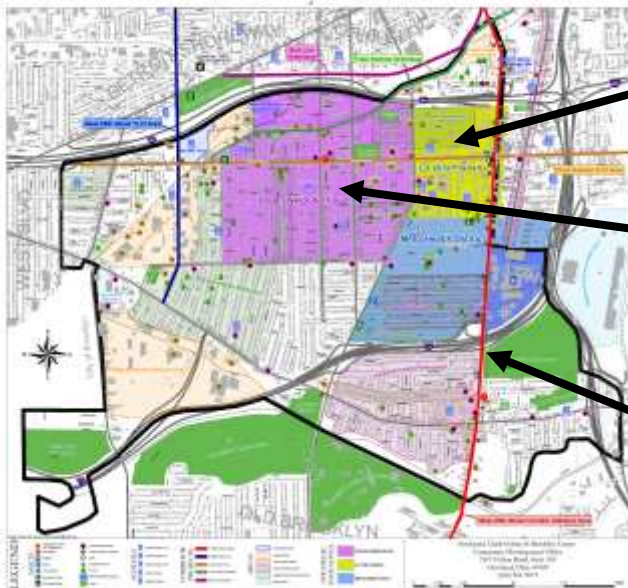
For more information, please contact one of the partners listed at the beginning of this document.

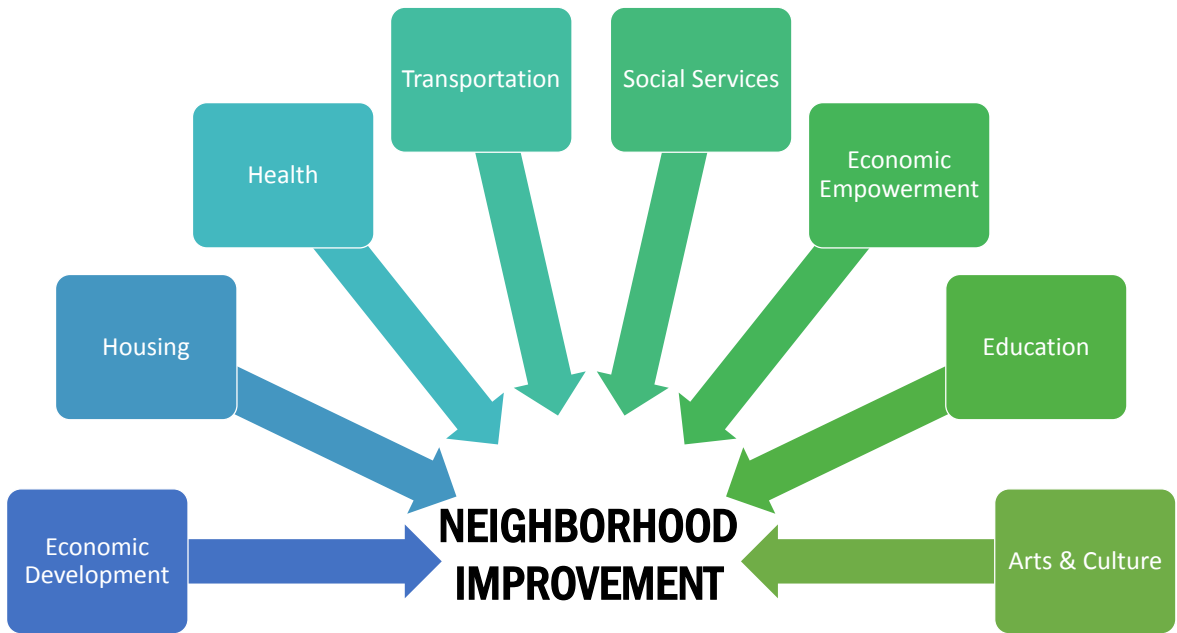
Three Catalysts for Community Change

Stockyard, Clark-Fulton & Brooklyn Centre Neighborhoods



Stockyard, Clark-Fulton & Brooklyn Centre CDO
Community Master Plan





La Villa Hispana

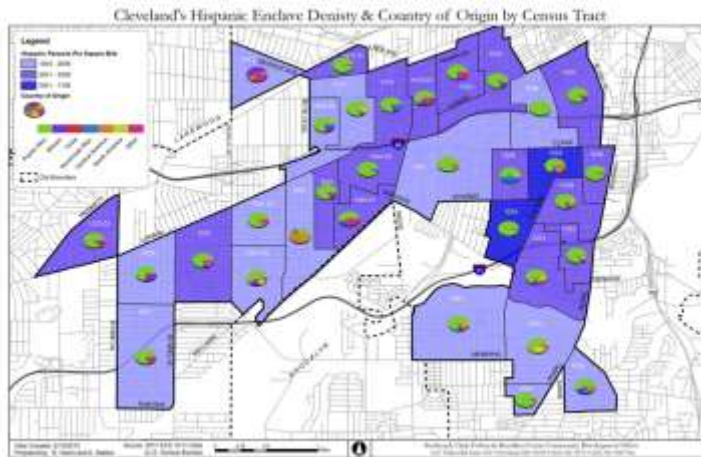
*The Cultural and Economic Hub of the Latino Community in Northeast Ohio,
Centered around the intersection of West 25th Street and Clark Avenue*



Context



Demographics



Supporting Equity in La Villa

Population		8,548
<i>• Population Summary •</i>		
	Clark-Fulton	City
Latino Population	47%	10%
Adult Population w/ no HS Diploma	35%	24%
Owner-Occupied Housing Units	40%	44%
<i>• Income/Poverty •</i>		
	Clark-Fulton	City
Median Household Income	\$24,485	\$27,349
Poverty Rate	38%	31%
Child Poverty Rate	52%	46%
Elder Poverty Rate (65+)	24%	20%
<i>• Transportation •</i>		
	Clark-Fulton	City
Households w/ No Vehicle Available	27%	24%

*Source: US Census Bureau, 2010 Census and ACS Survey (2006-2010) via Cleveland City Planning

- Low Educational Attainment
 - 35% of Adults Don't Have HS Diploma
- Low income Levels (\$24,485)
- High Poverty Rate (38%)
- Higher Child Poverty Rate (52%)
- High Child Lead Poisoning Rate (33%)
- Asthma Rates 2X National Average
- 27% of Households Do Not Own a Car

La Villa Hispana – Strategic Goals

1. Support New and Existing Businesses
2. Improve Streetscape and Aesthetics
3. Promote Arts and Culture
4. Ensure Safety
5. Develop Catalytic Real Estate Projects
6. Market La Villa Hispana
7. Engage the Community at a Grass-Roots Level
8. Support Economic Empowerment of the Residents



Goal 1: Support New and Existing Businesses



Goal 2: Streetscape & Public Art at Gateways



Goal 3: Promote Arts & Culture

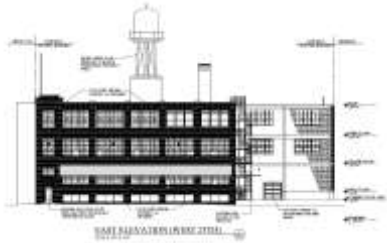


Goal 4: Ensure Safety

- Block Clubs/Safety Committee
- Neighborhood Watch
- Improved Street Lights
- Neighborhood Education
- Safety Cameras



Goal 5: Catalytic Real Estate Projects



Goal 6: Marketing & Branding



Goals 7 & 8: Community Engagement & Economic Empowerment



MetroHealth Hospital Campus Renewal



\$1.2 Billion 10-12 Years

Build Health Challenge

- Create a pilot “Healthy Homes Zone” in the SCFBC area adjacent to MetroHealth
 - Home Health Hazard Interventions
 - Engagement of Code Enforcement
 - Preventative Housing Maintenance
- Expand Home Interventions for Families with Asthma
 - Partnering with MetroHealth, health departments, non-profits
 - **End goal – Establishment of Sustainable Reimbursements for Home Interventions and Reduce Health Disparities**



International Village, The Dream Neighborhood

BUILDING AND STRENGTHENING A DIVERSE COMMUNITY

Thomas Jefferson International Newcomers Academy

- International Newcomers Academy
 - Offers 19 different language services
 - Serves 23 nationalities
 - Only school like this in NE Ohio
 - 56% of students are Hispanic
- After hours adult ESL courses
- Central to our target area
- Provides Stability immigrants and refugees
 - Pre-K to 12th grade
- Supports students with special needs from Max Hayes



The Clark Avenue Education Corridor



Strengths of the Clark-Fulton and Stockyard Neighborhoods

Community Assets:

- 850 manufacturing jobs
- 2nd district police department
- Multiple schools, private and public
- Clark Recreation Center & Salvation Army
- Affordable housing
- Access to RTA on Clark Avenue, West 65th Street, Fulton Road, and West 25th Street



The Plan

- Thomas Jefferson as the center of a welcoming community to refugees and newcomers
- 3 Specific focuses:
 - Social services and community inclusion
 - Refugee and immigrant related organizations
 - Medical organizations
 - Social services
 - Residents
 - Housing
 - Create housing opportunities for refugees and immigrants
 - Reduce vacancy of existing housing stock
 - Economic Development
 - Low interest loans for new small businesses
 - Directly addressing vacant commercial space



Refugee Garden

Social Services

Social Service non-profits involved in the strengthening this neighborhood

- Catholic Charities, ISC, and U.S. Together are working in collaboration to assist refugees and immigrants
- Working with landlords to find decent and safe housing
- Sponsoring a work group to address issues and needs
- Creating an opportunity for collaboration with other organizations



Addressing the Needs of the Community

The Clark Recreation Center as a community Center for Social Services

- English as a Second Language
- Health and Wellness Promotion
- Educational Services
- Financial Literacy
- Event and gathering space
- MetroHealth and NFP providing health services
- Engaging RTA to increase public transportation
- Engaging Bike Cleveland to improve bikeability



Connecting Residents and Newcomers

- Inclusion of refugees, newcomers, and residents
 - International Village – Welcoming Wagon
 - Local Block Clubs and Associations
 - Local Churches and Faith-Based Institutions
- Gardening Opportunities
 - 10 existing Gardens
 - 150 possible gardens and side lot expansions
- Alpha Village Project
 - Assisted 10 existing homeowners with property Improvements
 - Many more within 3 years



Housing Within ½ Mile of Thomas Jefferson

- 162 vacant properties
- 57 active Condemnations
- 53 active foreclosures



Vacant and Condemned Properties Around Thomas Jefferson

Housing Rehabilitation

- Since 2011, the CDC has rehabbed 200+ vacant homes
- Goals:
 - Work with City and private owners to demolish 57 homes
 - Acquire 20 vacant properties for rehabilitation
 - Proposed Housing Program:
 - Non-Profit & For-Profit Developers
 - Competitive Bidding Process
 - Purchasers will have 270 days to rehab the property
 - Must market rental properties to resettlement organizations
 - Refugee and immigrant resettlement organizations will provide services to help landlords and tenants communicate more clearly



Marketing Plan

Designed to provide housing for families that attend the Thomas Jefferson Newcomers Academy

Marketing Outlets:

- HousingCleveland.org
- Refugee Resettlement Organizations
- Thomas Jefferson School
- Other organizations that serve Hispanic residents



Demolition Strategy

Demolition is key to stabilizing housing conditions

- 50+ Properties are Unsalvageable and Need Demolished
- 25 Properties Have been Demolished in 2015



Economic Development

Clark Avenue

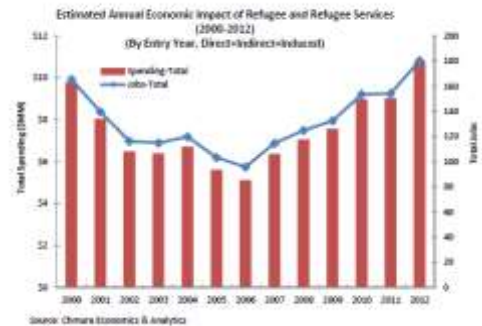
- 10+ Vacant Commercial Storefronts
- 40,000 SF Vacant ground floor local retail
- 50,000 SF Non-ground floor vacant space
- Community Needs:
 - Day Cares
 - Grocery Store
 - Restaurants
 - Coffee Shops
 - Bike Shop / Co-op



Supporting Entrepreneurs

According to a study released in 2012

- Refugees and immigrants are likely to start a business that is successful
- In the past decade, refugees and immigrants have started 38 local businesses
- Since 2002, these businesses have contributed \$45 million to our local economy
- Refugees and immigrants give a return on investment that is greater than 10:1 to the local economy




Economic Development Programs

City of Cleveland and ECDI

- Economic & Community Development Institute:
 - Low interest loans for small businesses
 - Used in the Dream Neighborhood
 - Available to Immigrants and Refugees
- Job Training Opportunities
 - Contractors
 - Connecting residents with local businesses
 - Training organizations getting involved with refugees and refugees



Commitments

- City of Cleveland Department of Economic Development & Community Development
 - Refugee and Immigrant Resettlement Organizations
 - International Village Block Club
 - Alpha Village – St. Ambrose and St. Rocco's
 - Neighborhood Family Practice and Metro Health
 - Cuyahoga County Land Bank
 - Geis Foundation
 - Slavic Village Recovery
- 

West 25th Street Corridor Initiative

West 25th Street
Corridor Initiative



West 25th Street Pearl Road

- U.S. & State Highway 42
(CLE-Columbus-Cincinnati OH-Louisville KY)
- Most important north-south thoroughfare on the west side of Cleveland
- National Scenic Byway
- Top 10 busiest surface streets in Cleveland (21,500 cars per day @ I-71)
- Top 10 strategic RTA corridors
- Spans 6 neighborhoods, 3 wards, 4 CDC Service Areas



Economic Drivers

- **2nd Largest Cluster of Health Care Facilities in Region**
 - MetroHealth (Main & South Campuses), Largest Employer on West Side
 - Lutheran Hospital
- **Major Businesses**
 - Nestle/L.J. Minor's
 - VOSS Industries
 - Great Lakes Brewing
 - Great Lakes Integrated
- **Regional Attractions**
 - Metroparks Zoo
 - West Side Market
 - Ohio & Erie Canalway
- **Transportation**—Access to Interstates 90, 71, 77, 490, 480

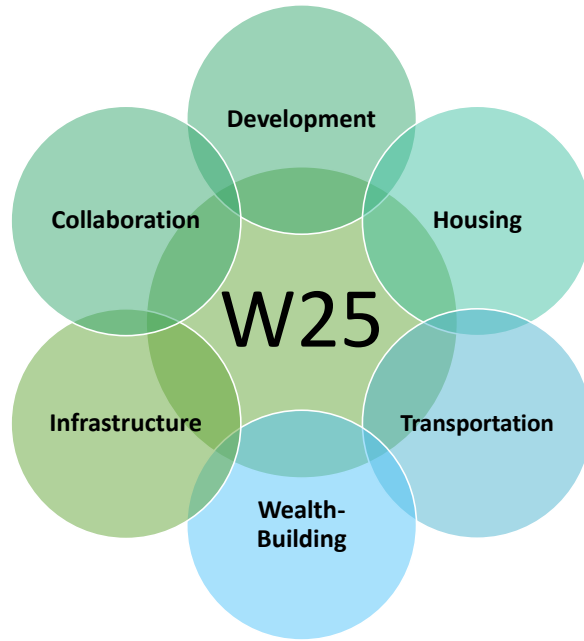


Project Timeline

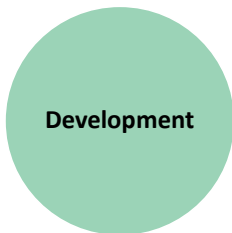
- 2011
 - Project Inception
- 2012
 - Placemaking Study (CUDC)
 - Community Wealth-Building Study (Democracy Collaborative)
- 2014
 - Transit-Oriented Design Study and Implementation Plan
- 2015
 - TOD Study Completed and Approved by Planning Commission



Key Findings



Development



- **Current Conditions**
 - 20% Vacancy
 - Most Structures underutilized
 - Over 1,000,000 SF of Building Stock
 - 14 Acres of Vacant Land
 - \$60.5 Million Invested or Planned
- **Identify Development Sites**
- **Attract Developers and Businesses**
- **Demolish Unsalvageable Structures**
- **New Structures: Mixed-Use and Higher Density**



Housing

Housing

- **Current Conditions:**
 - 3 National Historic Districts
 - Quality, Affordable Housing Stock
 - 90% of W25th Workers Live Elsewhere
- **Neighborhood Housing Improvement Programs**
- **Purchase-Rehab Opportunities**
- **Employer-Assisted Housing Programs**
- **Down-Payment Assistance**



Transportation

Transportation

- **Current Conditions**
 - Cleveland's Most Important West Side North/South Corridor
 - RTA's Second Highest Ridership Corridor
 - Very High Traffic-Counts
- **Consolidation of Bus Stops**
- **Improved Waiting Environments**
- **Bus Schedule Improvements**
- **Dedicated Transit Lanes (During Peak Hours)**



Wealth-Building

Wealth-Building

- **Financial Empowerment Network**
Improve economic security of Cleveland residents through an integrated service delivery approach
- **Adult IDA/Workforce Development Program**
Connects residents to healthcare job opportunities and Individual Development Accounts
- **Banking Summit**
Changing landscapes of banking and the effects on urban communities
- **Health as an Asset Building Opportunity**
Support health family initiatives
- **Small Business & Microenterprise Development**
Support small business development/expansion
- **Buy/Hire/Live Local & Local Supply Chain**

Infrastructure

Infrastructure

- **Current/Future Projects**
 - W. 25th Repaving (I-17 to Detroit)
 - Old Brooklyn Streetscape (I-71 and South)
 - I-71 Bridge Resurfacing
 - I-90 Bridge Resurfacing
- **Advocate for Better Infrastructure Designs**
- **Streetscape Improvement Projects**
 - La Villa Hispana
 - MetroHealth Area
 - Clark Avenue



Collaboration



- 4 City Wards
- 5 Cleveland Neighborhoods
- 4 CDCs
- Many Non-Profits
- Major Employers and Attractions
- 15,000 Residents (Within a Mile)



Q&A

THANK YOU!

Please Make Sure That You Signed In

So We Can Keep You Updated!



THANK YOU!

More Questions?

SCFBC: SCFBCCDO@gmail.com
Councilman Cummins: (216) 664-4238
Councilman Cimperman: (216) 664-2691

