


Upper North Peripheral Loop
Towpath Trail Extension

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EXECUTIVE SUMMARY

The goal is to develop the most efficient trail possible by keeping cost and disruption to a minimum. The trail extension skirts along the periphery of sites in the valley eliminating the need to purchase and redevelop them in their entirety.

The Upper North Loop Trail will attempt to enhance access between the Harvard Avenue towpath trailhead, the Metroparks Zoo, and the residents in the adjacent neighborhoods. Positive external benefits that will result from the extension of the towpath trail include



increase tax revenues, increase property values, and increase demand for retail services and jobs in both the Brooklyn Centre and Old Brooklyn retail areas. In addition to this, we will analyze survey data and use a weighted matrix to determine the order of importance of seven weighted criteria as noted by the target population and then in comparison to the other trail development alternatives.

There are many constraints and barriers in our development some of which include the creek, railroads, Brownfield properties, and obtaining funding to cover the cost of this project. These constraints were dealt with in order to make this project successful.

The surveys conducted were administered to our target population. The target population consists of trail users, zoo visitors, neighborhood residents, and stakeholders. The results from the survey were used to understand their various preferences for trail

layout, redevelopment amenities, and how they weight the various components of the weighted matrix.

Because we are optimistic that the trail extension will create enough momentum to spur other redevelopment in the area and because many towpath users and zoo visitors use West 25th Street to access the zoo and towpath trail, our proposal includes redevelopment proposals for the YMCA on West 25th Street and suggestions for expansion of the retail areas in Old Brooklyn and Brooklyn Centre.

The YMCA, which was built around 1953, is located in a historic district. The facility has many recreational uses including a fitness facility and pool. The upper 3 floors consist of 69 single room occupancies. To determine the best development alternatives we used a highest and best use matrix. The results favored 21-1,400 square foot live/work units where the combination of residential and work activities could harmoniously exist.

Suggestions for expansion of retail areas in Old Brooklyn and Brooklyn Center on West 25th Street were identified through the surveys. The surveys revealed a strong need for other retail uses and many of the respondents are already patronizing restaurants in this area. The data was further supported by the *Ward 15 Commercial Revitalization Study* by the Old Brooklyn CDC in conjunction with Basile Baumann Prost & Associates. This study suggests that zoo visitors and towpath users could support an additional four “drinking and eating establishments” and three “other retail” uses.

The cost-benefit analysis was prepared using many assumptions that consist of costs for construction, value of residential property increases because of the trail, cost of easements, Brownfield remediation, funding sources, and new income taxes generated by

this development. We assumed that we would receive grants from sources such as the Great Lakes Coastal Restoration, Clean Ohio Trails Fund, and Clean Ohio Brownfield Fund to pay for different phases of development such as easements and construction costs of the trail.

Our cost benefit analysis was projected out for 15 years to account for the long-term costs such as maintenance of the trail as well as long-term benefits of tax revenues from income and property. These benefits are more significant in the 15-year projection than they are in the Year 1 analysis because in the first year of development there is a large amount of up front costs with little up front benefits.

Our 15-year projected cost-benefit analysis states that our total present value of all our costs is just over \$4 million dollars, while our present value of all our benefits is only \$3.285 million dollars. This is a difference of over \$700,000. Our project has generated some new taxes as well as increased the value of some homes in the area, but overall the project does not have a positive net present value.

This brings us to our weighted matrix. The weighted matrix is consistent with the results from our surveys in the order of importance. The seven weighted criteria are ecology, recreation, jobs, fiscal impact, time to build, cost to build, and political interests. These different criteria were weighted according to the importance in the surveys and then ranked according to our projects affect on the different aspects. The criteria rated as follows: Ecology-2; Recreation-3; Jobs-4; Fiscal-1; Time-5; Cost-5; and Political interests-3. This gives us a total group rating with the weights factored in of 2.95.

UPPER NORTH PERIPHERAL TOWPATH TRAIL

The Lower Big Creek Valley is rich in development and redevelopment potential. There is a natural creek, green space, a light industrial community and a neighborhood that overlooks the valley. However, there are also many challenges. The natural creek has been grossly mistreated by businesses that use it for dumping waste. The green space is limited and pale in comparison to the Brownfields that exist there. The companies that are currently in operation within the valley are well established and been providers of employment but the area lacks a strong tax base.

The focus of Scenario 2, the Upper North Peripheral Loop Towpath Trail Extension, is to provide an alternative to costly redevelopment projects that can also be very time consuming. This alternative efficiently develops the trail by providing a loop route that connects to the neighborhood. Because the trail skirts along the a few of the businesses in the valley, including the Trucking Depot and Salt Storage sites, there is no need to redevelop or purchase entire properties. Instead, there will be minimal remediation and infrastructure costs.

Ultimately, the northern part of the trail will connect to the Towpath Trail along Harvard Avenue, across West 14th Street and skirt along the Truck Depot and the Salt Storage sites. The path would then make a double switch back in order to connect to Calgary Park; there will need to be a bridge in order to cross over the creek. The trail will then divert behind the Red Building, and continue south along West 25th Street where it will meet the Southern portion by way of another access bridge. These access bridges will serve an additional purpose as they also provide access to the YMCA redevelopment plan that is described later in the text.

The Southern portion continues west, crossing West 25th Street connecting to the Cleveland Metroparks Zoo. From the point of connection to the northern loop, the trail continues east along the valley, crosses the closed Henninger Landfill site, then goes south and connects to the neighborhood at Grandby Avenue, then north back towards West 14th Street where it meets the Treadway Connector and north underneath the Jennings Freeway, onto Jennings Road to meet back at the Harvard Road.



BROWNFIELDS

EPA defines brownfields as “real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” For the purposes of our class project, several sites in the Lower Big Creek Valley qualify for such designation, which includes; the truck depot, salvage yard, salt storage site, the Henninger landfill, the Harshaw site and the rock-crushing establishment.

Redevelopment of a Brownfield can be very expensive as acquisition and cleaning costs alone can hinder and delay any deal. The Upper North Peripheral Loop Towpath Trail Extension proposal eliminates most of this burden, as there is no land to acquire. Additionally, there is no land to purchase either. This is not the case



with the Henninger landfill. Since our trail crosses directly over this property, the burden of making sure it meets the Ohio EPA guidelines to be suitable for trail use is that of Scenario 2.

The costs for remediation for this site is relatively low because of the fact that there is money already allocated for Phase I and Phase II assessments from the Ohio EPA. This \$200,000 Community-Wide Brownfields Assessment Grant is to be used to prepare Phase 1 and Phase 2 assessments of selected sites in the Lower Big Creek Valley. Site selection is driven by a study sponsored by OBCDC, the "Lower Big Creek

Greenway Redevelopment & Restoration Plan." The study is in progress now. The grant runs through September 30, 2007.

Ohio EPA records indicate that the Phase I assessment on the Henninger landfill began as a construction and debris landfill. Additionally it took solid waste materials and possible some solid waste sludge from LTV Steel. It is documented that this landfill was capped or covered in the 1970's with, what was the remediation standard of that time, 2 feet of compacted dirt. Surprisingly, only the southeast corner of the landfill was noted in this Phase I assessment to have methane gas emission, which could be the result of an insufficient cap.

Our research reveals that our costs would be completely offset. Metroparks would pay for property easements and trail construction. The project cost would be just for remediation. The Henninger landfill is approximately 900,000 square ft. Since the southeast corner, roughly 100,000 sq ft or 2.3 acres would need remediation at a cost of \$45,000 per acre. Total cost would be \$103,500. Since the Henninger is only partial beneficiary to the \$200,000 OEPA assessment grant, \$20,000 is allocated for the Henninger. The Clean Ohio Fund is another funding source that requires a match of 25%. The amount received from the Ohio EPA would qualify as a portion of that match amount.

Costs	
Remediation Costs	\$103,500.00
Funding	
Old Brooklyn Discretionary Fund	\$ (7,000.00)
Ohio EPA Grant	\$ (20,000.00)
Clean Ohio Fund	\$ (81,000.00)
	\$ (4,500.00)

Our project meets the application requirements and the following are stipulations by which a cap is imposed on funds granted. 1. The maximum application request for a Phase I Environmental Assessment grant is \$8,000; and for a Phase I and Asbestos Survey is \$15,000. 2. The maximum application request for a Phase II Environmental Assessment grant is \$300,000. 3. The maximum application request for a Cleanup grant is \$750,000. 4. Activities to be funded through the Clean Ohio Assistance Fund are assessments, cleanup and remediation, and demolition.

SURVEY RESULTS

When deciding on the survey instrument to be used in our project, the goal was to obtain user and preference data regarding the zoo, the Towpath trail and to measure community support and concerns regarding possible redevelopment in the valley.

Because of the specific information needed, it was important to gather data from a non-random, specific target group. Once the survey instruments and specific questions were decided upon, our survey instruments were first submitted to the Institutional Review Board of Cleveland State University (IRB).

The IRB verifies that any research project using human participants complies with Federal regulations ensuring the protection and ethical treatment of each participant. The IRB is particularly concerned with four issues: privacy and confidentiality; risks involved in the research; the nature of subject population being stated clearly; and IRB procedures being adhered to when submitting applications for approval.

The instruments that were used in this project were approved by the IRB of Cleveland State University as being within compliance to the guidelines regarding the confidentiality and voluntary nature of the surveys.

All of the proposals, or scenarios, include continuing the Towpath Trail and linking it to the Cleveland Metroparks Zoo. The target population of the following the surveys used to analyze the preferences of people using the towpath trail includes the residents in the Old Brooklyn neighborhood, Towpath Trail users, Cleveland Metroparks Zoo visitors and stakeholders.

Twelve surveyors conducted in-person interviews to meet outside of the Rainforest exhibit at the Cleveland Metroparks Zoo, at the E. 49th Street Trailhead

entrance to the Towpath Trail to obtain user preference and personal demographic data. The same type of questions was asked of residents during telephone interviews. Those Old Brooklyn telephone numbers were provided by NOACA. The results of those surveys are as follows.

DEMOGRAPHICS

The target population of the following three surveys used to analyze the preferences of people using the towpath trail includes the residents in Old Brooklyn and Brooklyn Center, Towpath Trail Users, and Metroparks Zoo Visitors. In order to better understand this population, respondents were asked to provide demographic data such as gender, age, education, income, race, residence and size of group.

Residential

Results of the residential survey indicate that more than half of the respondents are male (54%). Fourteen percent are between the ages of 20 and 29, 29% are between the ages of 30 and 39, 23% are between the ages of 40 and 49, 14% are between the ages of 50 and 59, 12% are between the ages of 60 and 69, and 8% are 70-years-old or older. A large majority of the residents were Caucasian (63%) while only 11% were African American, 6% were Hispanic, and 3% were another minority group (Table 1). Thirty-four percent have a high school diploma, 17% have some college or a technical degree, 31% are college graduates, and 10% have some post-graduate studies (Table 1). Forty-one percent of the respondents earn between \$0 and \$59,000, 50% earn between \$60,000 and \$79,000 and 4% earn more than \$80,000 annually. When asked how many years they have lived in Northeast Ohio the average time was 25.9 years, and of those years 16.5 years were spent on average living in Brooklyn Center or Old Brooklyn.

Table 1. Residential Demographics

Age		Race	
20-29	14.13%	Caucasian	63.44%
30-39	29.03%	African American	10.75%
40-49	22.58%	Hispanic/Latino	6.45%
50-59	13.98%	Two or more races	3.23%
60-69	11.83%	No response	16.13%
70+	7.53%		
No response	3.23%		
Education		Income	
High School	34.48%	0-19K	5.43%
Some College	17.24%	20-39K	19.35%
College Graduate	31.03%	40-59K	16.13%
Post Graduate	10.34%	60-79K	50.05%
No response	3.45%	80-99K	1.08%
		100-119K	2.15%
		120-139K	0%
Gender		140K or more	1.08%
Male	54%	No response	37.63%
Female	43%		

Towpath Trail Users

Results of the Towpath Trail survey indicate that a large majority of users are male (64%) while only 36% are female. Thirty-Two percent are between the ages of 20 and 29, 40% are between the ages of 30 and 39, 12% are between the ages of 40 and 49, 11% are between the ages of 50 and 59, 2% are between the ages of 60 and 69, and 1% are 70-years-old or older. A large majority of the residents are Caucasian (81%) while only 11% are African American, 2% are Asian and 5% did not respond (Table 2). Eleven percent has a high school diploma, 17% have some college or a technical degree, 52% are college graduates, and 15% have some post-graduate studies (Table 2). Fifty-two percent of the respondents earn between \$0 and \$59,000, while the remaining respondents earn \$60,000 or more annually. When asked how many people were in their group the average size party consisted of 2.44 persons.

Table 2. Towpath Trail User Demographics

Age		Race	
20-29	32.10%	Caucasian	81%
30-39	39.51%	African American	11%
40-9	12.35%	Hispanic/Latino	0%
50-59	11.11%	Asian	2%
60-69	2.47%	No response	5%
70+	1.23%		
Education		Income	
High School	11.11%	0-19K	4.94%
Some College	17.28%	20-39K	20.99%
College Graduate	51.85%	40-59K	25.93%
Post Graduate	14.81%	60-79K	22.22%
		80-99K	4.94%
		100-119K	0%
Gender		120-139K	1.23%
Male	64.2%	140K or more	4.94%
Female	35.8%		

Metroparks Zoo Visitors

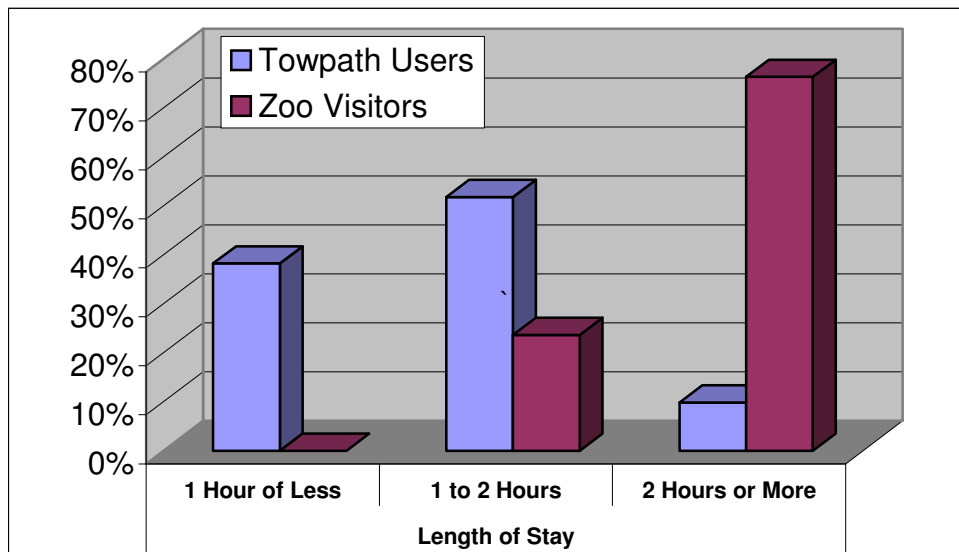
Results of the Metroparks Zoo visitor survey reveals that females and males were closely represented (48% male, 52% female). Nineteen percent are between the ages of 20 and 29, 35% are between the ages of 30 and 39, 25% are between the ages of 40 and 49, 13% are between the ages of 50 and 59, and 4% are between the ages of 60 and 69. A large majority of the residents are Caucasian (77%) while only 6% are African American, 2% are Hispanic/Latino, 1% are Asian and 11% chose not to respond (Table 3). Thirteen percent have a high school diploma, 19% have some college or a technical degree, 40% are college graduates, and 18% have some post-graduate studies (Table 3). Thirty-seven percent of the respondents earn between \$0 and \$59,000, 24% earn between \$60,000 and \$99,000, while the remaining respondents earn \$120,000 or more annually. When zoo visitors were asked how many people were in their group the average size party consisted of 3.6 persons and the average number of children in the group was 1.5 persons.

Table 3. Metroparks Zoo Visitor Demographic

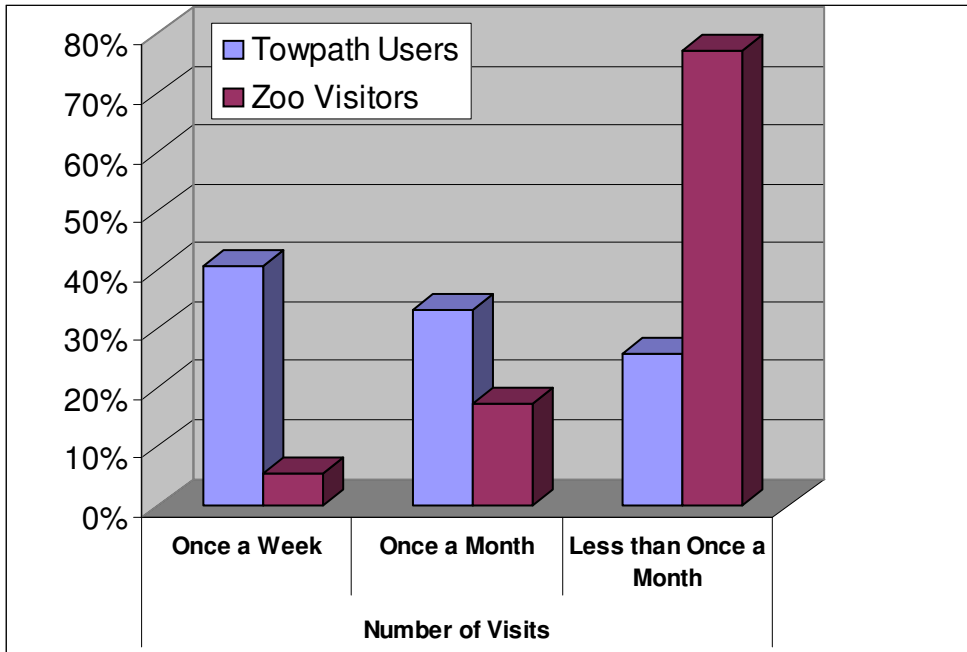
Age		Race	
20-29	19.23%	Caucasian	77%
30-39	34.62%	African American	6%
40-9	25%	Hispanic/Latino	2%
50-59	12.50%	Asian	.01%
60-69	3.85%	No response	11%
70+	0%		
Education		Income	
High School	12.5%	0-19K	6.73%
Some College	19.23%	20-39K	17.48%
College Graduate	40.38%	40-59K	12.5%
Post Graduate	18.27%	60-79K	14.42%
		80-99K	9.62%
		100-119K	4.81%
Gender		120-139K	1.92%
Male	48.08%	140K or more	5.77%
Female	51.92%		

Visitation Characteristics

Visitors at the zoo and users of the towpath trail were asked how long they spent during their recent visit. A significant number of towpath users (90%) stayed less than 2 hours. Ten percent stayed more than 2 hours. Seventy-Seven percent of zoo visitors stayed 2 hours or more while another 24% stayed 1 to 2 hours.



Towpath trail users and zoo visitors were asked how many visits have they made to the towpath or the zoo. A significant number of towpath trail users (41%) visited the towpath trail once a week compared to 77% of zoo visitors who visited less than once a month.



Activity Preferences

The statistical method of mode was used to determine the ranking order of preferences in the remaining tables. Once the mode of each preference was determined, preferences sharing the same ranking were then weighted based on the frequency that it was selected. The results of both methods determine the ranking order in the following tables.

Residential

Table 4 reveals how residents rated activities in order of importance.

Table 4. Activity Preferences

Walking
Biking
Picnicking
Running/Jogging
Fishing
Limit Camping
Mountain Biking
Rock Climbing
No Limit Camping
Cross Country Skiing
Skate Park

Towpath Trail Users

Table 5 reveals the type of activity that takes place on the Metroparks trail system in order of frequency with biking being the most frequent activity of all.

Table 5. Most frequent use of the Metroparks trail system

Biking
Walking for fitness
Running/jogging
Walking the dog(s)
Bird watching
Rollerblading/skating
Extreme sports (rock climbing, skate boarding, etc.)
Fishing
Camping
Boating/canoeing
Cross country skiing

Table 6 reveals how important the following measures for improving the quality of the trail system were to towpath trail users. Cleanliness was found to be the most important.

Table 6. Rating measures for improving the quality of the trail system

Cleanliness
Accessibility to public restrooms
Better lighting
More visible police protection
Connection to downtown
Better traffic and parking enforcement
Handicap access
Access to eating and drinking places nearby
More plants and trees
Public transit services
Connection to the Zoo
Places to shop for everyday needs

Table 7 identifies the type of conditions that may be found on the towpath trail if a connection was made from the Harvard Avenue trailhead near the Jennings Freeway to the Zoo. The types of conditions are in order of most favorable condition with a trail situated by a natural stream being the most favorite.

Table 7. Conditions that may impact use of the trail system

Situated by a natural stream
Elevated with views
Part of a loop-system
Goes underground
Goes over an interstate highway
Next to a railroad
Goes over a stabilized landfill
Passes by a salvage yard

Table 8 reveals the type of redevelopment opportunities that could be made accessible from the trail system in order of preference. Most people would like to see a nature park, followed by housing and urban camping grounds.

Table 8. Redevelopment opportunities made accessible from the trail system

Nature park
Housing
Urban camping grounds (tents/RV)
Rock climbing
Water park
Skate park
Retail
Gravity games
BMX and dirt biking tracks

Metroparks Zoo Visitors

Table 9 lists in order of frequency the recreational activities enjoyed within the last year by Metroparks Zoo visitors.

Table 9. Recreational activities enjoyed within the last year.

Walking for fitness
Biking
Walking the dog(s)
Running/jogging
Camping
Fishing
Boating/canoeing
Bird watching
Rollerblading/skating
Extreme sports (rock climbing, skate boarding, etc.)
Cross country skiing

Table 10 reveals how important the following measures for improving the quality of the trail system were to Metroparks Zoo visitors. Cleanliness, accessibility to public restrooms, and better lighting were found to be the most important for both Metroparks Zoo visitors and Towpath trail users.

Table 10. Rating measures for improving the quality of the trail system

Cleanliness
Accessibility to public restrooms
Better lighting
More visible police protection
Connection to the Zoo
Better traffic and parking enforcement
Public transit services
More plants and trees
Connection to downtown
Access to eating and drinking places nearby
Handicap access
Places to shop for everyday needs

Table 11 identifies the type of conditions that may be found on the towpath trail if a connection was made from the Harvard Avenue trailhead near the Jennings Freeway to the zoo. The types of conditions Metroparks Zoo visitors found most favorable included a trail situated by a natural stream, elevated views, and part of a loop-system. This was the consensus of the towpath trail users as well.

Table 11. Conditions that may impact use of the trail system

Situated by a natural stream
Elevated with views
Part of a loop-system
Goes over an interstate highway
Goes underground
Goes over a stabilized landfill
Passes by a salvage yard
Next to a railroad

Table 12 reveals the type of redevelopment opportunities that could be made accessible from the trail system in order of preference. Most Metroparks Zoo visitors would like to see a nature park, followed by a water park and then housing.

Table 12. Redevelopment opportunities made accessible from the trail system

Nature park Water park Housing Retail Urban camping grounds (tents/RV) Rock climbing Gravity games BMX and dirt biking tracks Skate park
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Weighted Measures

Table 13 shows the discrepancies between the three target populations regarding how they weigh the importance of issues associated with redevelopment.

Table 13. Weighted Measures

Residential Preferences	Towpath User Preferences	Zoo Visitor Preferences
Ecology of the Valley	Recreational opportunities	Recreational opportunities
Recreation Opportunities	Ecology of the Valley	Cost to build
Community Support	Time to complete development	Ecology of the Valley
Employment Impact	Employment impact (i.e. jobs)	Community support
Cost to Build	Ongoing tax base	Time to complete development
On-Going Tax Base	Community support	Employment impact (i.e. jobs)
Time to Complete Development	Cost to build	Ongoing tax base

Table 14 shows the results of the weighted measures if we were to combine all three of the target population responses together. These measures are ranked in order of importance. On-going tax base and the cost to build were equally weighted and therefore share the same placement in the table.

Table 14. Target Population Combined Weighted Measures

Recreation Opportunities
Ecology of the Valley
Employment Impact
Time to Complete Development
On-Going Tax Base/Cost to Build
Community Support

Conclusion

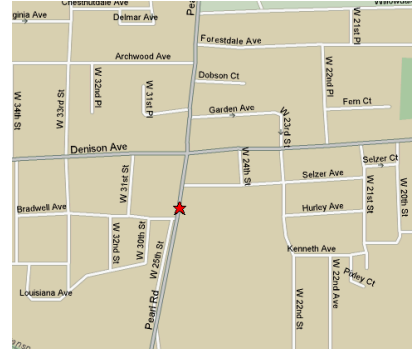
The survey results most important to the development of the north peripheral loop are the target populations' activity preferences and their preferences for the conditions that impact the use of the towpath trail. Residents appear interested in utilizing the towpath trail for walking, biking, picnicking, and running or jogging. They are less apt to use the trail for fishing, limit camping, mountain biking, rock climbing, no limit camping, cross country skiing, or skate park. Towpath trail users are more interested than zoo visitors to use the towpath trail to connect to downtown. Therefore our focus in redevelopment opportunities in the retail nodes on Pearl Road will be aimed at the community-at-large and potential towpath trail users. In regards to the conditions impacting the use of the trail, towpath trail users and zoo visitors agree that having a trail situated by a natural stream is most important. In addition, the target populations agree that a trail elevated with views and part of a loop-system are desirable attributes as well.

YMCA REDEVELOPMENT PROPOSAL

Site Description and Evaluation

Location, Boundaries, Size and Zoning

The tract of land under consideration for redevelopment is located at 3881 Pearl Road and is situated in the Brooklyn Centre neighborhood of Cleveland. The property is bound to the east by West 25th Street, to the south and west by the Lower Big Creek Valley, and to the north by vacant commercial use. The total project area consists of three parcels: 009-017-007, 009-017-006, and 009-010-052 and is estimated at 2.94 acres. The property is currently zoned as a “Semi-Industrial” District.



History

On this site is a non-descriptive, seven-story, multi-use structure that first opened on September 11, 1955 as the Claud Foster Y. The fitness facility and residence portions are both approximately 30,000 square feet. There are 69 residence rooms on the 3rd, 4th, and 5th floors of this building. All the rooms are single-room occupancy and a community bathroom is located on each floor. The fitness facility consists



of the ground floor, which houses the “All Purpose Room”, full kitchen, three additional program/meeting rooms, two locker rooms, the pool, and mechanical rooms. Underneath that floor are two racquetball courts. The first floor of this fitness facility consists of a residential lounge, laundry room, vending area, offices, fitness center, cardio room, and

another men's locker room. The second floor houses the gymnasium. In addition to this structure, a large surface parking area is on this site.

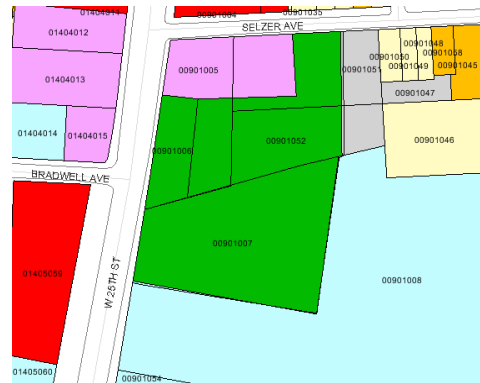
Ownership and Assessed Market Value

This site was donated to the Young Men's Christian Association (YMCA) from Claud Foster in the early 1950s. Since that time, the property owner has remained as the YMCA. Because the land was donated to the not-for-profit organization information related to the purchase price and assessed market value are not available through the Cuyahoga County Auditor's Office. As a result, comparable buildings currently on the market were researched and an estimate for acquisition of this site was determined to be about \$849,000.

Area Description

Neighboring Land Uses

A land use map shows the land uses for the YMCA and adjacent properties. The property to the south and east are zoned "light industrial" and are part of the Lower Big Creek Valley. To the west across West 25th Street is the American Bumper Company. This property is zoned for retail. To the north across West 25th Street is commercial service use. The land immediately to the north of the YMCA is zoned for commercial use as well and is currently vacant.



Quality and Stability of the Neighborhood

The most northern part of West 25th Street near the I-71 interchange is in good condition. A 42,926 square foot shopping center was built and is at full capacity. Anchor tenants include Murray's Automotive, Blockbuster Video, and CVS/Pharmacy. Also nearby are McDonald's, Wendy's, Aldi's and a Shell Gas Station. These properties are in good condition. As one travels south on West 25th Street the general condition of the area begins to deteriorate. The area has been significantly impacted by the loss of businesses and disinvestment in commercial development and properties. Significant portions of the area along West 25th Street are unattractive and neglected. Properties have been left vacant or are extremely underutilized. Sidewalks, curbs and gutters are in need of major improvement (Old Brooklyn CDC, 2002).

Contrary to the quality of the neighborhood, the stability of the neighborhood's population and household base shows little or no decline. The area has an estimated five-year average annual population and household change of only 0.4 percent. The age population reveals a higher concentration of 5 to 14-year-olds, 21 to 34-year-olds and people over age 65. The median household income for 2000 was \$30,113 for the total area (Old Brooklyn CDC, 2002).

Utilities and Infrastructure

Water, sewer, gas mains, electricity supply lines and storm water drains are located and functioning on this site. Curbs, gutters, and sidewalks are in need of some repair. Additional landscaping enhancements on West 25th Street will be required as part of the redevelopment of this site.

Traffic counts

There are significant traffic volumes through the Old Brooklyn and Brooklyn Centre commercial district. A 24-hour count revealed that 52,000 plus cars per day travel through this area (www.thecoralcompany.com).

Highest and Best Use Study

The site was evaluated for its highest and best use with a 5-point scale model. Eleven factors were used to evaluate this site’s potential with -2 being the lowest favorable value assigned and +2 being the highest favorable value assigned.

HIGHEST AND BEST USE MATRIX: 3881 Pearl Road

Factors	Use			
	Apartments	Lofts	Condos	Mixed-Use Live/Work
Access	4	4	4	5
Compatible Land Use	3	3	3	4
Competition	3	2	1	5
Highway Access	2	2	1	5
Infrastructure	2	2	1	3
Parking	1	2	3	4
Residential Base	3	3	2	3
Size of Site	2	3	3	4
Time Frame (short, medium, long)	(short)	(medium)	(medium)	(short)
Traffic Volume	2	1	1	4
Zoning	3	2	2	4
Totals	25	24	21	41

TABLE 1: SUMMARY OF HIGHEST AND BEST USE

LONG TERM USE	MATRIX TOTAL
MEDIUM TERM USE	MATRIX TOTAL
LOFTS	24
CONDOS	21
SHORT TERM USE	MATRIX TOTAL
MIXED-USE/LIVE WORK	41
APARTMENTS	25

The developer's primary goal is to generate immediate cash flow on this property and fortunately, the highest and best use analysis favors the short-term uses as the highest ranked uses. The developer is also cognizant of the towpath trail extension and would like to take advantage of this amenity in the development concept. A live/work environment for artists would allow the facility to be used as a public gallery that also encompasses a museum that showcases the history of the valley and the development of

the towpath trail extension. There will be an on-site snack/coffee shop that could capture a percentage of the more than 1 million towpath trail users anticipated to be traveling nearby. There is room on the



site to transform part of the parking lot into an outdoor eatery area overlooking the ridge to the valley. For these reasons, staff recommends redeveloping the existing SRO units in the YMCA as live/work space. Staff proposes to construct 21 (1,400 s. f.) live-work units where the combination of residential uses with work activities can harmoniously exist.

Sources and Uses

The following table outlines the sources and uses for this development proposal by a private developer. In this scenario, the YMCA would lease space to continue to operate from this facility and would be an added amenity for the new residents. However, if the YMCA decided to develop this housing on their own there would be no acquisition cost because they own the facility already.

Sources	
Cuyahoga County Strategic Initiatives Fund	\$1,000,000
Historic Tax Credits (20%)	458,598
Private Financing	834,396
Total	\$2,292,994
Uses	
Site Acquisition	\$849,000
Site Improvements	115,144
Construction Costs	1,106,154
Soft Costs	222,696
Total Development Costs	\$2,292,994
Total Development Cost Per Unit (21 Units)	\$109,109
Construction Cost Per Square Foot	\$76

Conclusion

This proposal consists of converting 69 single room occupancies in the YMCA building located at 3881 Pearl Road in the Brooklyn Centre neighborhood of Cleveland into 21-1,400 square feet of live-work units. This conversion would allow a combination of residential uses and work activities to harmoniously exist. The development cost per unit would be \$109,109 at \$76 a square feet. The total project cost is \$2,292,994 and it would be paid for by a combination of Cuyahoga County Strategic Initiatives Funds, Historic Tax Credits, and private financing.



RETAIL AREA DEVELOPMENT

The two retail areas discussed in this project are Brooklyn Centre on the north and Old Brooklyn on the south of West 25th Street (please see Figure 5). These retail areas were selected because people going to the Metroparks Zoo or Towpath Trail will use West 25th Street as an access route.

A survey was conducted of zoo visitors and trail users to determine what types of retail they currently spend their money on during either of these activities. Sixty-nine percent of the towpath trail respondents answered this question. Of those respondents, 47% spend money at restaurants, 28% at gas stations, and 43% at convenience stores. The other types of retail that respondents thought they would like to patron during their activities include concessions stands, adult drinking establishments, small retail, specialty shops, and ice cream parlors.

Only 33% of zoo visitors answered the retail question. Of those respondents, 50% spend money at restaurants, 54% at gas stations, 53% at convenience stores, and 51% use other retail during this activity.

Based on the 2002 *Ward 15 Commercial Revitalization Study* prepared by the Old Brooklyn CDC in conjunction with Basile Baumann Prost & Associates and attached for your reference, it is estimated that up to 50% of the retail potential could be captured in this area representing an additional \$2.7 million in sales from zoo visitors. In addition, it is estimated that expenditure potential from towpath trail users represents about \$2.5



million in sales annually. The combined expenditure of zoo visitors and towpath trail users could support approximately 10,000 square feet of eating and drinking establishments and 6,000 square feet of other retail. That is equivalent to four 2500 sq. ft. eating and drinking establishments and three 2,000 sq. ft. of other retail space.



Old Brooklyn
Community Development Corporation

Ward 15
Commercial Revitalization Study

Management Statement

Prepared by:

- ❖ Old Brooklyn Community Development Corporation
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In conjunction with:

- ❖ Basile Baumann Prost & Associates

And, assistance from the City of Cleveland:

- ❖ Community Development Department
- ❖ City Planning Commission

April, 2002

PURPOSE OF THE PLAN

The *Ward 15 Commercial Redevelopment Plan* was prepared to help stimulate and guide redevelopment of the primary commercial districts of Brooklyn Centre and Old Brooklyn.

The City's Department of Community Development and Planning Commission together with Councilwoman Merle Gordon, the Old Brooklyn Community Development Corporation and individuals representing residential, commercial, industrial and institutional stakeholders throughout the area began a planning initiative for the Ward in the Fall of 2000.

Residents, commercial, institutional and government representatives were consulted to help establish planning goals. The following were identified as key objectives for the redevelopment plan:

- ❖ **Provide an inventory of existing land uses and recommendations for potential redevelopment.**
- ❖ **Provide analysis of key economic and demographic data to guide redevelopment strategies.**
- ❖ **Develop revitalization and redevelopment approaches for primary sites within the planning area.**
- ❖ **Provide action steps to be taken to implement redevelopment.**
- ❖ **Stimulate private investment within the planning area.**
- ❖ **Promote redevelopment that is sensitive to neighborhood goals and objectives.**

PLANNING PROCESS

The *Ward 15 Commercial Redevelopment Plan* is the product of a 16-month public planning process. Groundwork for this initiative began with the formation of a Project Team facilitated and comprised of staff from the City's Department of Community Development and Planning Commission together with Councilwoman Merle Gordon, the Old Brooklyn Community Development Corporation and individuals representing residential, commercial, industrial and institutional stakeholders of the area.

After a competitive selection process, Basile Baumann Prost & Associates, Inc. (BBPA) were retained by the Old Brooklyn Community Development Corporation with assistance from the Project Team and funding provided by the City of Cleveland through Councilwoman Merle Gordon.

BBPA with the cooperation of the Project Team convened three community meetings throughout the Fall and Winter of 2000. BBPA also carried out the following activities to determine the potential for commercial revitalization opportunities:

- Reviewed previous studies of the area.
- Carried out select interviews with stakeholders.
- Circulated and compiled results of an opinionnaire to determine past, present and future redevelopment potential.
- Compiled and analyzed demographic trends to identify spending potential and household densities.
- Tabulated traffic count survey information of study area.
- Conducted a survey of supermarkets and competitive supply for the immediate and surrounding areas.
- Examined urban design and physical opportunities and constraints for the study area
- Completed detailed retail market analyses, reviewing demographic trends for the defined area, City, County and Region.

Based on their findings BBPA in coordination with the Project Team:

- Developed revitalization and redevelopment recommendations and approaches for targeted areas of the study area.
- Defined and recommended specific design enhancements.
- Recommended management techniques for the revitalization process.
- Proposed retail strategies to achieve redevelopment objectives.
- Developed a detailed action plan that defines near, medium and long-term steps required to achieve revitalization and redevelopment goals.

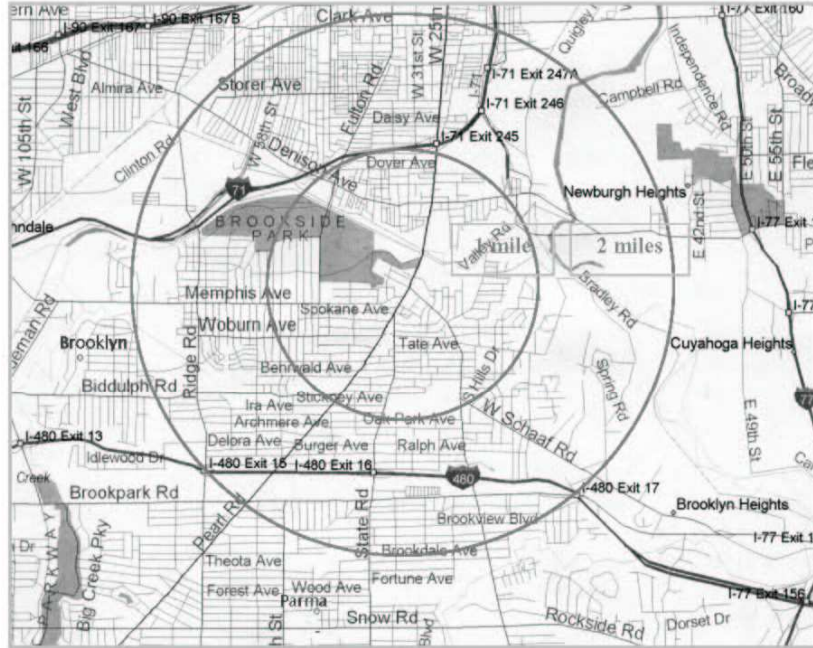
PLANNING AREA

The plan's study area includes the primary commercial districts of Brooklyn Centre and Old Brooklyn. These districts include

- 1) Pearl Road from I-71 going south to the Lower Big Creek Valley (Brooklyn Centre);
- 2) Pearl Road going south from the Lower Big Creek Valley to Spokane Avenue (Old Brooklyn); and,
- 3) Broadview Road from Pearl Road going southeast to Roanoke Avenue (Old Brooklyn).

To assess the market conditions for these primary commercial districts several market areas were defined and studied. They include:

- 1) **Primary market area** ring of ½ to 1 mile (includes both Old Brooklyn and Brooklyn Centre); and,
- 2) **Total market area** ring of 1 to 2 miles.



EXISTING CONDITIONS

Physical Environment

The primary commercial districts are bordered by two large health care facilities situated off of Pearl Road, with MetroHealth Medical Center located at the north end and Deaconess Hospital LLC at the south end. The area is accessible to major freeways and public transportation routes and is located only four miles from downtown Cleveland. The Lower Big Creek Valley bridges the commercial districts with Brooklyn Centre to the north and Old Brooklyn to the south. The two areas are connected by the Brooklyn-Brighton Bridge that crosses the valley. The Cleveland Metroparks Zoo is situated in Brookside Park, which covers the area from Pearl road going west to Ridge Road.

The general conditions of the commercial districts reviewed in the study area range from poor to fair. A number of key factors contribute to the conditions found within the area.

First, as in most traditional urban neighborhood business districts, the area has been significantly impacted by suburban sprawl resulting in the loss of businesses and investment in commercial development and properties.

Second, significant portions of the commercial districts are unattractive, having neglected or vacant buildings, poor signage and use of commercial storefront displays, underutilized parcels, lack of identifiable spaces for pedestrian activities and deteriorated streetscapes.

Third, much of the infrastructure is in a deteriorating condition. Pearl Road in the Brooklyn Centre area is in poor condition. Numerous sidewalks, curbs and gutters are in need of major repair throughout the area except in areas of new construction. Brooklyn Centre is also cluttered with utility poles and lines that significantly impact the visual character of the area. The infrastructure in the Old Brooklyn area is in better condition, although streetscape improvements are needed. Improvements should include trees or renewed landscaping redefined within the sidewalks and the improvement in pedestrian appeal in the area in and around the entrance to the Cleveland Metroparks Zoo.

The existing business mix does not promote any identifiable characteristics. Although the variety of businesses is fair there is a lack of integration of related or complimentary businesses within the districts. A need exists for the identification and refinement of specialized niche markets. Targeted market development should be based on identified neighborhood strengths.

The Brooklyn-Brighton Bridge presents a challenge in improving conditions for pedestrian use and making enhancements to better feature the structure as a gateway to the Zoo and the distinct neighborhoods of Brooklyn Centre and Old Brooklyn. Physical improvements should be made to increase safety and comfort for pedestrians.

Streetscape enhancements already established in Brooklyn Centre should be continued at other focal points. Sidewalk width is adequate in most places throughout the districts. Vacant and underutilized green space can provide opportunities for landscape enhancements. The historic

character of the districts is evident in many small to medium size commercial and retail buildings situated throughout the area. Renovations for several have been completed recently using National Trust for Historic Preservation design guidelines.

Population, Employment and Income

From 1990 to 2000, the study area had a stable population and household base with little or no decline. Based on demographic figures:

- the study area can be characterized as stable with an estimated five-year average annual population and household change of only 0.4%.
- age breakdowns in the study area reveal a higher concentration of populations in the 5 to 14, 21 to 34 and over 65 age cohorts.

The number of people employed in the primary market area in 1990 was 11,734. Of that total, 50.1 % were employed in white-collar jobs, 33.8 % in blue-collar jobs, 15.2% in service-related jobs and 0.9% in other. The total study area had employment totals of 31,622 and reflected similar trends¹.

Median household income for 2000 was \$29,825 within the primary area and \$30,113 for the total area.

Traffic Counts

Based on 1996 Cuyahoga County traffic count data, there are significant traffic volumes through the Old Brooklyn and Brooklyn Centre commercial districts.

In Brooklyn Centre on Pearl Road at Denison Avenue, the 1996 traffic count was 28,000 vehicles daily. When comparing counts from 1996 to counts taken for a 1989 Archwood-Denison Retail Study, there is a daily increase of 2,500 vehicles, a 10% increase for the period. The 1996 traffic count on Denison at Pearl was 8,300 vehicles daily and on Pearl at I-71 33,600 vehicles daily.

In Old Brooklyn the 1996 counts revealed the following: on Pearl Road at Broadview Road, 32,150 vehicles daily; on Broadview at Pearl, 15,700 vehicles daily; and, on Pearl at State Road, 28,050.

For comparison, 1996 traffic counts for other well known Cleveland area retail locations include: 27,050 vehicles daily on Biddulph at Ridge Road; 21,800 on Lorain at Rocky River Drive (Kamms Corners); 22,900 on Shaker Blvd. at Shaker Square; and 29,800 on Mayfield Road at Coventry.

¹ Based on the CACI Market Profile Report

Retail Market

Overall Assessment

Applicable new development between 1990 and 2000 suggests a moderately active market with affordable commercial, residential and retail opportunities. There are total of 138 establishments in the Old Brooklyn and Brooklyn Centre areas, generating \$150 million in retail sales annually. These establishments occupy 428,000 square feet and have estimated average annual sales per square foot of \$350. The area on *average* represents a viable retail area with significant sales volume and sales productivity. A more detailed evaluation of the information, however, indicates a vast difference in establishment types, with a series of larger establishments enjoying significant sales volumes and a higher number of relatively marginal small retail operations.

The area is generally well served by retail although gaps are present. On average it is estimated that residents of the neighborhood and primary area make approximately 57% of their retail purchases in the neighborhood and primary market areas. There are opportunities for increased retail activity for:

1. Apparel and accessories stores;
2. Food stores; and,
3. Miscellaneous retail.

Within the study area there are more expenditures made by area residents than sales made within the area for these three categories. The expenditures for these categories outside of the study area in 2000 were \$2.6 million (24% of total), \$4.9 million (15% of the total) and \$1.4 million (6% of the total) respectively.

Supermarket Survey and Competitive Supply

Due to the expressed needs of the community an analysis of area grocery stores was conducted to determine the commercial viability of adding a larger full-service grocery store within the primary market area.

The study concluded that there are insufficient grocery store expenditures as related to current supportable space and market conditions to support a new, full-service grocery store development within the primary market area.

Market research shows that the total study area has annual grocery store expenditures of \$91.0 million. The grocery store expenditures by study areas are \$32.7 for the primary market area and, 58.3 million in the total market area.

Comparatively and competitively, a typical full-service, 50,000 square foot grocery store has an annual sales volume threshold of approximately \$13 million. There are currently five grocery stores located within the total study area with 226,320 square feet of combined space.

Although the combined grocery store expenditures within the primary market study areas is \$32.7 million, support for a full-service grocery store (50,000 square feet or greater) is not strong due to the presence of two neighborhood grocery stores within the primary market study area

(Aldi and Vollick's Bi-Rite). These two stores have a combined 31,320 square feet of space. The additional three full-service grocery stores within the total market study area have a combined 195,000 square feet space (Tops at Ridge Park Square, Giant Eagle in Brooklyn and in Parma).

ASSETS AND OPPORTUNITIES

Old Brooklyn and Brooklyn Centre have distinct characteristics and assets to support redevelopment efforts. The area is known for its well maintained and highly valued single-family housing, historic architecture and walkable neighborhoods. Both areas have stable populations with higher than average home ownership and household incomes relative to other Cleveland neighborhoods. Both areas have well established small and medium size businesses. The City of Cleveland provides various commercial and residential programs that provide many incentives for improved maintenance and rehabilitation of area properties. An example is the Cleveland Storefront Rehabilitation Program that offers commercial property owners and retail businesses a 60% rebate on investments that improve the exterior conditions of a building.

The Cleveland Metroparks Zoo, Brookside Reservation and two main healthcare facilities (MetroHealth and Deaconess Hospitals) that anchor the area to the north and south provide a strong base for commercial stability and redevelopment. Zoo survey data indicates an estimated 1.3 million visitors annually.

The total estimated expenditure potential of Zoo patrons represents approximately \$5.3 million annually. BBPA estimates that, with a concerted and focused market orientation to intercept Zoo visitors, up to 50% of the retail potential could be captured within the study area. This would represent an additional \$2.7 million in sales from Zoo visitors that could support approximately 4,700 square feet of eating and drinking establishments and 3,500 square feet of other retail uses.

The emerging recreational and commercial activity that can result from the CanalWay Ohio (Ohio & Erie Canal National Heritage Corridor) presence is also substantial. The primary features of CanalWay Ohio are the Ohio & Erie Canal Towpath Trail, the CanalWay Ohio National Scenic Byway, and the Cuyahoga Valley Scenic Railroad. Information provided by Ohio Canal Corridor indicates a potential 3.3 million patrons annually to CanalWay Ohio. A trailhead for Ohio & Erie Canal Towpath Trail will be opened in the summer of 2002 in the area at Old Harvard Road on the eastern edge of the valley where the Big Creek connects to the Cuyahoga River.

The estimated expenditure potential for CanalWay Ohio visitors represents approximately \$2.5 million in sales annually, which could support approximately 5,300 square feet of eating and drinking places and 2,400 square feet of other retail.

In addition to Metroparks Zoo, MetroHealth and Deaconess Hospitals, Charter One Bank operates a service center located in the Hinkley Industrial Park, an operations center on Memphis Avenue, a head office for a national real estate appraisal services division and a full service bank on Pearl Road, all within the study area. Combined these institutions employ over 5,500 personnel.

The potential connection of the Ohio & Erie Canal Towpath Trail with the Cleveland Metroparks Zoo through the valley, holds great opportunities for future redevelopment projects. The Northeast Ohio Areawide Coordinating Agency is conducting a study of the Lower Big Creek Valley in partnership with the City of Cleveland, Cuyahoga County and other State and local development and environmental organizations. The study's goal is to develop a plan to stabilize and improve the environmentally degraded, and largely inaccessible, Lower Big Creek through river recovery, streamside land use improvement, and transportation planning. These elements coordinated with retail and neighborhood revitalization efforts ongoing in the city will serve as a foundation for redevelopment of the valley floor area.

The area is accessible to major freeways and public transportation routes and is located only four miles from downtown Cleveland. Traffic counts are high compared to other area retail corridors. This is attributed to the high degree of access to major interstates. Such good access to transportation links makes the area desirable for residents, provides significant opportunities for retailers and makes it a convenient location for businesses that provide services throughout greater Cleveland.

There are well established connections and cooperation evident within the non-profit sector that provides community services throughout the areas as well as several active civic groups and over 100 block clubs. The communities have strong historical documentation. Promotion of the history and character of the neighborhoods can be initiated without the need for extensive research.

The study recommends the continuing use of Historic District designations and tax credits to spur investment and rehabilitation to both residential and commercial properties. It is suggested that the current Brooklyn Centre Historic District be extended to include the area south of Denison Avenue up to the Brooklyn-Brighton Bridge. Historic district designations are also recommended for the areas of Pearl and Broadview Road and the South Hills neighborhood, both in Old Brooklyn. The two neighborhoods exhibit the necessary characteristics as defined by the National Trust for Historic Preservation, that are required to establish a historic district.

RECOMMENDATIONS

The study recommendations include various revitalization strategies that when combined will have a substantial impact on the community if critical objectives and goals are reached. The strategies and action plan that is detailed assumes the utilization of a Main Street Program approach. The Main Street Program is a proven approach to commercial revitalization that has been developed for over 20 years with support of the National Trust for Historic Preservation, and has been used by over 1,200 communities throughout the United States.

The re-development process will require strong commitments and investments from all sectors of the community. Fundamental commercial development is required before more advanced stages of re-development can occur. Basic requirements include: a more thorough understanding of the opportunities and resources available to stakeholders; stronger cooperation among area retailers, commercial and non-profit organizations; and, community education and fuller participation in the planning, implementation and evaluation process.

Proposed Revitalization Strategies

Targeted sub-markets

This strategy includes the development of targeted sub-markets through urban design improvements (Brooklyn Centre, Brooklyn-Brighton Bridge and Old Brooklyn). Specialized urban design improvements will entail streetscape improvements such as improved lighting, storefront renovations, improved sidewalks, head-in parking recommendations, signage and overall appearance activities. In addition, traffic-calming measures are recommended to create pedestrian-friendly service districts while also taking advantage of the high traffic volumes along Pearl Road. Conceptually, each sub-area will include the following enhancements:

- New and rehabbed building construction on street-face with rear parking
- Traffic calming at Pearl/Broadview and Pearl/Denison
- A pedestrian zone in Old Brooklyn with the inclusion of shared parking
- Gateways (entry signs) to enhance neighborhood and business district

Nodes and local attractions

Emphasis would be based on the following:

- **Archwood and Denison Avenues at Pearl Road**
 - Urban design enhancements of the Brooklyn Centre business district
 - Masonic Building Adaptive Re-Use
- **Big Creek Valley**
 - Restaurant/Zoo/Canal Corridor integration as they relate to the north and south ends of the Brooklyn-Brighton Bridge
 - Potential YMCA expansion (Pearl at north side of Brooklyn-Brighton Bridge)

- **Broadview Road, Memphis Avenue and State Road at Pearl Road**
 - Urban design enhancements of the Old Brooklyn business district
- **Revitalization of mini-development nodes including:**
 - Area of Pete’s Corner Grill (Broadview and Hood)
 - Area of Art House (Denison west from Pearl)

Adaptive Re-use

Facilitation between developer and property owners will be required as the development of start-up, “mini-projects” are outlined. Mini-projects should include the adaptive re-use of prominent buildings, e.g., the Masonic Building re-use (Brooklyn Centre), a potential YMCA expansion (Brooklyn Centre) and the adaptive re-use and restoration of the Krather Building (Old Brooklyn). A mixed use of retail, office and residential space as well as live/work opportunities should be explored throughout the district.

Potential Land Acquisition for Redevelopment

The city should consider full land acquisition only as a last measure. It should strive for private sector interest to drive the revitalization process with limited and targeted public sector funding support.

Urban design enhancements

Urban design enhancements can assist in creating a new image for the area. Enhancements can improve the safety and comfort for pedestrians and provide better management of vehicular traffic and parking. Specific areas to consider for improvements are:

- Old Brooklyn Area (Pearl Road)
- Old Brooklyn (Broadview Road)
- Brooklyn Centre Area (Pearl Road)

Recommended urban design enhancements include:

- Traffic calming measures such as narrowing the roadway, special pavement, angled parking, reducing curb cuts and more on-street parking.
- Improved streetscape elements to include street furniture, planters and street crossing modifications.
- Widening of sidewalks.
- New and rehabbed building construction on street-face with rear parking.
- Gateways (entry signs) to enhance neighborhood and business district’s identities.
- Consideration of some street realignment.
- Enhancing the design and location of bus stops.
- Establishing better locations and utilizing more visually distinct materials and designs for crosswalks.
- Architectural enhancements to the Metroparks Zoo entrance off of Pearl Road. Could include special lighting, banners, signage and site features.

Main Street Management Approach

The Main Street Program, as a revitalization plan, is based on four comprehensive strategies that build on neighborhood opportunities and constraints. These strategies provide the foundation and organization for a successful revitalization. They include:

- 1) ***Design*** to enhance the physical appearance of the commercial district
- 2) ***Organization*** through consensus and cooperation
- 3) ***Promotion and marketing*** the traditional commercial districts
- 4) ***Economic Restructuring*** by strengthening and expanding the existing economic base

A planned Main Street Program will help the public perception and serve to support and sustain the revitalization process. A Main Street Manager will assist the Implementation Committee to coordinate and manage the process.

NEXT STEPS

The *Ward 15 Commercial Redevelopment Plan* is designed to be a guideline and a stepping stone for implementing change within the planning area. The Old Brooklyn Community Development Association with assistance of the City of Cleveland and the inclusion of key stakeholders, should use the plan to establish a strategic action plan for the commercial revitalization and redevelopment of the area.

SUGGESTED ACTION PLAN

The following summarizes the recommended actions for the Ward 15 project implementation for near, mid and long-term planning periods.

Initiatives are grouped by the following categories:

- Implementation
- Historic District
- Communications and Outreach
- Safety and Security
- Marketing
- Design and Development
- Capital Improvement and Street Scape

ACTION PLAN

Near-Term (2001-2002)

Actions and projects that can be accomplished quickly and economically with an emphasis on immediate and tangible changes to improve visual image, create a sense of momentum and build the morale of the neighborhood.

Initiatives include:

Implementation

- Convert the Study Project Team into an expanded Implementation Committee.
- Implement a continuing program of training and development for both staff and the Board of Trustees.
- Establish agency affiliation and membership in the Main Street Initiative of Cleveland Neighborhood Development Corporation.
- Hire a full-time Main Street Manager.

Historic District

- Expand the Brooklyn Centre Cleveland Landmark Historic District to include Pearl Road between Denison Avenue and the Brooklyn Brighton Bridge.
- Create a new Brighton Village Cleveland Landmark Historic District and a National Register Historic District in the Pearl and Broadview area.
- Establish a Historic Neighborhood Tour of homes and businesses.
- Identify key buildings for renovation through a real estate development program.

Communications and Outreach

- Restructure the *Old Brooklyn News* as the official voice and organizing tool of OBCDC.
- Construct www.oldbrooklyn.com as an online version of the newspaper and also a resource for residents and businesses in the neighborhood.
- Convene a preliminary meeting of merchants after six months or when contacts and discussions indicate they are ready to meet as a group, eventually forming a Merchants Association.
- Through the new Merchants Association, develop plans and themes for a unified retail marketing campaign to promote businesses along the Pearl/Broadview corridor.
- Through the new Merchants Association, establish a volunteer "Community Clean-Up Day" and regular litter patrols for the commercial areas of Old Brooklyn and Brooklyn Centre.
- Create a monthly "Main Street" section in the *Old Brooklyn News*, aimed at the general public.
- Create a monthly *Main Street Newsletter* specifically for retail merchants and businesses in the Pearl/Broadview commercial district.
- Visit retail stores and businesses along Pearl and Broadview Roads regularly, at least once a month in the first year.
- Promote coordinated window displays in retail businesses and vacant storefronts.

Safety and Security

- Through the new Merchants Association, establish a Security Foot Patrol utilizing off-duty Cleveland police officers to patrol the Pearl and Broadview corridors.
- Through the new Merchants Association, establish an on-going weekly or biweekly Litter Patrol to clean the Pearl and Broadview corridors.
- Initiate traffic calming in Old Brooklyn using painted stripes to reduce traffic lanes and establish new traffic patterns.
- Work with RTA to study all bus routes and bus stop locations along the Pearl and Broadview corridors.

Marketing

- Develop an inventory of all retail, mixed-use and other properties along the Pearl and Broadview corridors. Create a Real Estate Database, starting with available public and other information.
- Erect pole banners in Brooklyn Centre and Old Brooklyn identifying the two neighborhoods and the Metroparks Zoo.
- Implement a coordinated plan for trailblazer signs, using the City standard, directing traffic to the Metroparks Zoo via Pearl Road and to the new Harvard Road Trailhead.
- Map and implement, if possible, a marked on-street upland path for the Ohio Canal Towpath.
- Erect an arched gateway above the Metroparks Zoo entrance at Wildlife Way and Pearl Road.

Design and Development

- Develop preliminary plans for shared off-street parking in Brooklyn Centre and Old Brooklyn.
- Identify three to five new leads for the Storefront Renovation Program through 2002 along the Pearl and Broadview corridors.
- The Main Street Manager shall coordinate business revitalization district (BRD), give technical assistance to prospective BRD customers as well as schedule meetings of the Design Review committee.

Capital Improvement and Street Scope

- Develop and design plans for streetscape improvements along the Pearl and Broadview corridors.
- Develop design and funding plans to renovate the Brooklyn-Brighton Bridge.

ACTION PLAN

Mid-Term (2003-2004)

Actions and projects that build upon established momentum in the Near-Term. These actions and projects involve greater cost and complexity but are achievable as first steps in a program of comprehensive neighborhood revitalization.

Initiatives include:

Implementation

- Continue practices implemented in the first period.

Historic District

- Continue initiatives implemented in the first period.

Communications and Outreach

- Continue initiatives implemented in the first period.
- Convene monthly meetings of the Merchants Association.
- Build *www.oldbrooklyn.com* as a central resource to broker retail development and retail recruitment.

Safety and Security

- Continue initiatives implemented in the first period.
- Implement any remaining recommendations to alter RTA bus routes or relocate RTA bus stops.

Marketing

- Continue initiatives implemented in the first period.
- Promote e-commerce as another source of revenue for local retailers, freeing them from sole reliance on local trade.

Design and Development

- Continue initiatives implemented in the first period.
- Update off-street parking plans.
- Complete three to five storefront renovation projects per year.
- Initiate preliminary planning for key development sites.
- Construct renovations on one to two target buildings (Krather, Masonic Temple, Firststar Bank, etc.).

Capital Improvement and Street Scope

- Construct renovation plans for the Brooklyn-Brighton Bridge.
- Construct streetscape renovations along the Pearl and Broadview corridors and construct permanent traffic calming in Old Brooklyn.

ACTION PLAN

Long-Term (2005-2010)

Actions and projects undertaken for the long term involve the greatest cost, complexity and coordination to create significant visual, structural and environmental change.

Initiatives include:

Implementation

- Continue practices implemented in the prior periods.
- Update the Ward 15 Commercial Revitalization Plan to assess progress, changed base conditions and the resulting new opportunities. Revise the work plan accordingly and define a new series of implementation steps.

Historic District

- Continue initiatives implemented in prior periods.

Communications and Outreach

- Continue initiatives implemented in prior periods.

Safety and Security

- Continue initiatives implemented in prior periods.

Marketing

- Continue initiatives implemented in prior periods.

Design and Development

- Continue initiatives implemented in prior periods.
- Complete renovations on remaining target buildings (Krather, Masonic Temple, Firststar Bank, etc.).
- Complete three to five storefront renovation projects per year.
- Construct or renovate additional off-street parking lots.
- Implement development plans for the key development sites along Pearl Road and the Henninger landfill site.

Capital Improvement and Street Scope

- Continue initiatives implemented in prior periods.

REFERENCES

CanalWay Ohio, Ohio & Erie Canal National Heritage Corridor
www.canalwayohio.com

Cleveland City Planning Commission
<http://planning.city.cleveland.oh.us>

Cleveland Metroparks Zoo
www.clemet zoo.com

Community Development Department, City of Cleveland
<http://cd.city.cleveland.oh.us/>

National Main Street Center (National Trust for Historic Preservation)
www.mainstreet.org

National Trust for Historic Preservation
www.nationaltrust.org

Northeast Ohio Areawide Coordinating Agency, Lower Big Creek Valley Study:
<http://www.noaca.org/lbcvs.html>

Old Brooklyn Community Development Corporation
www.oldbrooklyn.com

FISCAL AND ECONOMIC IMPACT

There are over 75 parcels with numerous owners in the valley of Lower Big Creek. There are also numerous businesses, mostly industrial, that take up over 165 acres of the valley and currently contribute over \$323,000 in tax revenue to the City of Cleveland per year while employing over 250 people.

In analyzing the fiscal impact that our proposed trail would have on the Lower Big Creek Industrial Valley, as well as the adjacent residential neighborhood, we made many assumptions that are listed and explained in the proceeding sections and in Table 2. We have inserted in to our report Tables 1-4, representing our assumptions, cost-benefit analysis 15-year projection, and year 1 projection and our list of property owners that we must acquire easements from for our trail. All of these tables are from the vantage point of the Cleveland Metro Parks as well as The City of Cleveland as partners on this trail project. First we will discuss the costs and assumptions used to arrive at our conclusions.

As for the hard costs of the trail, Jim Kastelic from the Cleveland Metro Parks provided estimates. These costs include \$100 per lineal foot for the cost of building the 12 foot wide 3,500 foot long trail and \$15 per foot for the fencing that will run parallel with the trail for almost the entire length, except where the trail runs on the street and where fencing will not be needed. We also assumed the cost of constructing the two bridges: one across Big Creek and one over the railroad tracks. The sum of constructing the two bridges at \$1.5 million dollars each is \$3 million dollars.

As for signage on the trail, there will be a total of 25 signs for the 3,500 feet of trail at a cost of \$100 per sign. The total cost of the signage is \$2,500 and will include some signage at the Brooklyn-Brighton Bridge and the retail areas north and south of the

creek to attract people and make them aware of the trail in the valley below. We will also be paying for maintenance on the trail year round, which includes repairs to the trail and landscaping. The first year will be the most costly because we will be installing landscaping and other first year maintenance activities, but the costs, starting in year 2, will only be \$15,000 increasing by 3.5% per year for inflation.

The easements required for our trail through the valley include 11 parcels with 4 separate owners. The total of land in the valley required for easements is almost 64 acres and has a total value of over \$1.33 million dollars. Our assumptions regarding the easements will be a one-time payment of 15% of the value of the property to each of the four landowners for the easements. This would amount to nearly \$200,000 and will be paid for by grants. We also assume that the railroads will donate to us the air rights to build our bridge over their tracks to connect our trail with the Metro Parks Zoo.

Table 1			
Parcels Needed for Easements			
PPN	Owner	Acres	Value 2005
906007	B & L DEVELOPMENT CO	8.53	\$281,000.00
907003	B & L DEVELOPMENT CO	4.83	\$28,800.00
915001	B & L DEVELOPMENT CO	2.00	\$3,300.00
915006	B & L DEVELOPMENT CO	1.40	\$6,500.00
906011	B & L Development Co.	8.07	\$173,400.00
911002	B & L DEVELOPMENTCO	4.84	\$109,300.00
906003	HEALTHY CHELSEA, INC., AN	7.30	\$377,000.00
907002	LUSTIG ROBERT M., TRUSTEE	5.00	\$65,900.00
907004	LUSTIG ROBERT M., TRUSTEE	10.59	\$126,400.00
909001	LUSTIG ROBERT M., TRUSTEE	6.05	\$87,700
915018	YOUNG JOHN W	5.57	\$71,900.00
Total Acres and Value		64.18	\$1,331,200.00
Cost of Easements (15% of Value)			\$199,680.00
4 separate owners			

For our assumptions on property and income taxes we calculated our property taxes at 7% of the assessed value of the property (35% of the Market Value). Residential property taxes increase by 15 percent per home due to the development of a trail system. Two-Hundred Ninety-Four Dollars (\$294) per home is the increase tax revenue the City can expect to receive, multiplied by the number of homes with closest proximity to the trail. We also know that the income tax rate is 2% in the City of Cleveland and we used this to calculate any additional income taxes generated by creating new jobs in retail or construction.

Of the 70+ properties in the valley there are over 40 separate owners that include the City of Cleveland and the B & O and Norfolk Southern Railroads. Neither the City of Cleveland or the B & O and Norfolk Southern Railroads pays property taxes on their property. But like previously mentioned there are still many other viable businesses in the valley contributing over \$323,000 every year in property taxes.

There are two census tracts that are in our study area, one to the North (1057) and one to the South (1056.02) with a combined total of 3,424 homes. The homes in Brooklyn Center to the north of the creek have an average house value of \$71,000 and the homes to the south of the creek in Old Brooklyn have an average value of \$89,000 for an average in the study area of \$80,000. This is what we used to assume a 15% value increase for the properties nearest to the proposed trail. We assumed that 5% of the total or 171 homes would be positively affected by the trail.

Upper North Peripheral Loop Towpath Trail Extension

Table 2

ASSUMPTIONS	Notes	
Trail		
Cost of Trail per lineal foot		\$100
Cost of Cyclone Fencing per lineal foot		\$15
Trail Length (Feet)		3,500
Cost of Bridges to cross Big Creek		\$1,500,000.00
Cost of Signage for Trail (Per Sign)	25 signs	\$100
Maintenance per year (Increase 3.5% per Year)	3.5%	\$40,000 year 1-\$15,000 Year 2-15
Property Easements		15% of Property Value
Rail Road Easement for Air Rights		Donated
Taxes		
Property Tax as % of assessed value (35% of Market)		7.00%
City of Cleveland Income Tax Revenue Increase @		2%
Tax Abatements 50% 7 Years (Cost and Benefit)		YMCA Building
Cost per acre for Easements 15% of Value		
Income Taxes Generated		24 Jobs at the YMCA @ \$10 per hour 30 Construction Jobs @ \$34 per hour for 18-24 months
Brownfield Grants	Per acre	\$45,000
Public Discount Rate		8.00%
Housing Values		
Increase value because of Trail Development	171 homes	15.00%
Old Brooklyn Average Home Value		\$89,000
Brooklyn Center Average Home Value		\$71,000
Average Home Value for neighborhood		\$80,000
2000 Census Bureau		Housing Units
Census Tract 1057 is south of creek		2297
Census Tract 1056.02 is north of creek		1127
Total Housing Units		3424
		5% of homes increase by 15% in Value

Cost-Benefit Analysis

Using our assumptions we have calculated our cost-benefit analysis listed in Tables 3 (attached) and will be summarized in this following section. The costs and benefits are outlined using a 15-year versus 1-year outlook to determine long-term and short-term costs versus benefits.

The total cost of the trail according to Table 3 will include the construction costs of the trail, costs of constructing the two bridges, cost of installing fencing, yearly maintenance, signage, costs of purchasing easements and costs associated with Brownfield remediation. Soft costs include \$15,000 for planning and \$15,000 for legal representation, giving us a total cost of the trail year 1 of over \$3.8 million dollars.

Other costs incurred in year one include a tax abatement that is given to the YMCA Building when it is redeveloped (by a private developer). This amount is for 50% abatement for 7 years and is a cost to the city, but is also listed as a benefit because currently the YMCA is not paying any property taxes and after year 7 the taxes will be all benefits and not a cost anymore. Two of the costs that will remain with this project past Year 1 are the tax abatement until Year 7 as mentioned, as well as maintenance on the trail that has been projected through Year 15 and also increases by 3.5% for inflation every year.

Our benefits for this project Year 1 include our assumed 15% increase for the 5% of homes nearest to the trail, the benefit of the 50% tax abated YMCA building, new income taxes generated by new jobs in our retail areas, and construction income taxes for the 18-24 months of construction. We will also have benefits from the recovery of costs through grants. These grants benefit us by paying for our easements, Brownfield clean up, and a 50/50 match on the construction costs for the trail and the two bridges. Some of our sources for grants include, Great Lakes Coastal Restoration, Clean Ohio Trails Fund, Clean Ohio Brownfield Fund, and OECA grants.

All of these benefits are realized in Year 1, but many of these benefits have to be projected out for 15 years to be of any significance to the overall benefit of the project. The grants will be recovered immediately in Year 1, but projected residential property tax benefits that the project will create are lower in Year 1 and will increase by 3.5% every year for 15 years. Also benefits for the YMCA will increase in Year 8 when the property tax abatement expires. Our income taxes from the retail areas are also projected out to 15 years and will increase 3.5% per year.

Income tax from new business assuming 25 new employees for retail jobs at \$10 an hour provides \$10,400 in tax revenue. Construction income taxes based on the assumption that the mean for construction workers is \$34 an hour and that the construction would take about 18-24 months. Therefore \$34 multiplied by 30 employees then multiplied by 1040 hours times the Cleveland tax rate of 2 percent.

**Table 3
Governmental Fiscal Impact for Lower Big Creek Project**

Costs		0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Trail Costs																	
Trail		\$350,000															
Bridges		\$3,000,000															
Cost of Signage	25 Signs	\$2,500															
Fencing		\$52,500															
Maintenance		\$40,000	\$15,000	\$15,525	\$16,068	\$16,631	\$17,213	\$17,815	\$18,439	\$19,084	\$19,752	\$20,443	\$21,159	\$21,900	\$22,666	\$23,459	\$24,280
Easements	15% of 8 Parcels	\$199,680															
Brownfields	2,3	\$103,500															
Superfund site 10%		\$20,000															
Tax Impact																	
Tax Abatements 50% for 7 years	YMCA	\$10,400	\$10,764.26	\$11,141.01	\$11,530.94	\$11,934.53	\$12,352.23	\$12,784.56	\$13,232.02	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Loss of property taxes		NA															
Loss of Income Taxes from businesses relocated outside of the valley		NA															
Soft Costs																	
Architecture and Engineering		\$15,000															
Planning and Surveys		\$15,000															
Totals		\$3,808,580	\$ 25,764.26	\$ 26,666.01	\$ 27,599.32	\$ 28,565.29	\$ 29,565.08	\$ 30,599.86	\$ 31,670.85	\$ 19,084.19	\$ 19,752.14	\$ 20,443.46	\$ 21,158.98	\$ 21,899.55	\$ 22,666.03	\$ 23,459.34	\$ 24,280.42
Discount Rate	8.00%		0.925925926	0.85733882	0.793832241	0.735029853	0.680583197	0.630169627	0.583490395	0.540268885	0.500248967	0.463193488	0.428882859	0.397113759	0.367697925	0.340461041	0.315241705
PVYR		\$ 3,808,580.25	\$ 23,855.80	\$ 22,861.80	\$ 21,909.23	\$ 20,996.34	\$ 20,121.50	\$ 19,283.10	\$ 18,479.64	\$ 10,310.59	\$ 9,880.99	\$ 9,469.28	\$ 9,074.72	\$ 8,696.61	\$ 8,334.25	\$ 7,986.99	\$ 7,654.20
sum of pv-costs		\$ 4,027,495															
Benefits																	
Tax Benefits																	
Residential Property Tax Increase per each home	5% of total homes	\$50,333	\$52,094.45	\$53,917.75	\$55,804.88	\$57,758.05	\$59,779.58	\$61,871.86	\$64,037.38	\$66,278.69	\$68,598.44	\$70,999.39	\$73,484.36	\$76,056.32	\$78,718.29	\$81,473.43	\$84,325.00
Property Tax Income from New Businesses reflects 50% for 7 years Tax Abatement (YMCA Not Currently Paying Property Taxes)	YMCA	\$10,400	\$10,764.3	\$11,141.0	\$11,530.9	\$11,934.5	\$12,352.2	\$12,784.6	\$13,232.0	\$26,464.0	\$27,390.3	\$28,348.9	\$29,341.2	\$30,368.1	\$31,431.0	\$32,531.1	\$33,669.7
Income Tax Income from New Businesses In the Retail Nodes	New Retail and YMCA Jobs	\$10,400	\$10,764.00	\$11,140.74	\$11,530.67	\$11,934.24	\$12,351.94	\$12,784.26	\$13,231.70	\$13,694.81	\$14,174.13	\$14,670.23	\$15,183.69	\$15,715.11	\$16,265.14	\$16,834.42	\$17,423.63
Construction Income Taxes	18-24 Months	\$21,216	\$21,216														
Costs Recovered by Grants																	
Easements Grant		\$199,680															
Ohio Clean Fund?		\$83,500															
Super Fund Grant	10% of \$200,000	\$20,000															
Bridge Construction	50/50 Match	\$1,500,000															
Trail	50/50 Match	\$350,000															
Grants		\$200,000															
Total Benefits		\$2,445,529	\$ 94,838.71	\$ 76,199.50	\$ 78,866.48	\$ 81,626.81	\$ 84,483.75	\$ 87,440.68	\$ 90,501.10	\$106,437.54	\$ 110,162.86	\$ 114,018.56	\$ 118,009.21	\$ 122,139.53	\$ 126,414.41	\$ 130,838.92	\$ 135,418.28
Discount Rate	8.00%		0.925925926	0.85733882	0.793832241	0.735029853	0.680583197	0.630169627	0.583490395	0.540268885	0.500248967	0.463193488	0.428882859	0.397113759	0.367697925	0.340461041	0.315241705
PVYR		\$2,445,529	\$87,814	\$65,329	\$62,607	\$59,998	\$57,498	\$55,102	\$52,807	\$57,505	\$55,109	\$52,813	\$50,612	\$48,503	\$46,482	\$44,546	\$42,689
sum of pv-benefits		\$3,284,943															
NPV benefits-costs		(\$742,552.55)															
benefit:cost ratio		0.815629196															
Notes:																	
Funding Sources (Grants) included as costs and then are recovered as benefits																	
Tax Abatement on the YMCA Building is considered a cost and a benefit because the building is not currently paying property taxes.																	
It is a cost because the city is not realizing all of the taxes, but still receives some taxes until year 8 when the abatement expires.																	

With all of our assumptions and costs and benefits defined we concluded that our northern upper loop trail project would have a total cost of just over \$4 million dollars for the 15-year projection using a discount rate of 8%. And our benefits would only be just over \$3.28 million dollars. This is a negative Net Present Value for the project with a ratio of only 0.815. The goal would have been to achieve at or above a ratio of 1.00 and to have benefits exceeding costs, but that is not the case with our assumptions.

In the 15-year projection I mentioned earlier that the benefits are greater due to the tax revenues on property taxes from residents, the YMCA redevelopment, and the income taxes from the retail jobs created, but the Year 1 cost-benefit analysis has an even lower NPV of only 0.642. This is due to the costs being needed up front and the benefits taking many years to make a significant impact.

Table 4		
Year 1 Fiscal Impact		
Costs-Year 1		
Years	Notes	1
Trail Costs		
Trail		\$350,000
Bridges		\$3,000,000
Cost of Signage	25 Signs	\$2,500
Fencing		\$52,500
Maintenance		\$40,000
Easements	15% of 8 Parcels	\$199,680
Brownfields	2.3	\$103,500
Superfund site 10%		\$20,000
Tax Impact		
Tax Abatements 50% for 7 years	YMCA	\$10,400
loss of property taxes		NA
Loss of Income Taxes from businesses relocated outside of the valley		NA
Soft Costs		
Architecture and Engineering		\$15,000
Planning and Surveys		\$15,000
Totals		\$3,808,580
Discount Rate		1
PV/YR		\$ 3,808,580.25
sum of pv- costs		\$ 3,808,580
Benefits-Year 1		
Years		0
Tax Benefits		
Residential Property Tax Increase per each home	5% of total homes	\$50,333
Property Tax Income from New Businesses (Extreme Sports, Etc.) reflects 50% for 7 years Tax Abatement (YMCA Not Currently Paying Property Taxes)	YMCA	\$10,400
Income Tax Income from New Businesses In the 2 Retail Nodes		\$10,400
Construction Income Taxes		\$21,216
Costs Recovered by Grants		
Easements Grant		\$199,680
Ohio Clean Fund?		\$83,500
Super Fund Grant	10% of \$200,000	\$20,000
Bridge Construction	50/50 Match	\$1,500,000
Trail	50/50 Match	\$350,000
Grants		\$200,000
Total Benefits		\$2,445,529
Discount Rate	0.00%	\$ 1.00
PV/YR		\$2,445,529
sum of pv-benefits		\$2,445,529
NPV benefits-costs		(\$1,363,051.20)
benefit:cost ratio		0.642110416

FISCAL, JOBS AND COST TO BUILD MATRIX

The weighted matrix is consistent with the results from the surveys in the order of importance. The seven weighted criteria are ecology, recreation, jobs, fiscal impact, time to build, cost to build, and political interests. These different criteria were weighted according to the importance in the surveys and then ranked according to our projects affect on the different aspects. The total group rating with the weights factored in stands at 2.95.

Lower Big Creek Valley: Weighted Matrix				
	Weights	Factors	Alternative Rating	Alternative Weighted
	0.25	Ecological Quality	2	0.5
	0.25	Recreation	3	0.75
	0.10	Jobs	4	0.4
	0.10	Fiscal Net Loss/Benefit	1	0.1
	0.05	Time	5	0.25
	0.10	Cost to Build	5	0.5
	0.15	Political Interest	3	0.45
	1.00	Total		2.95
			WORST 1 2 3 4 5 BEST	

Ecological Quality

The ecological quality variable took into consideration the development’s impact on hillside subsidence, restoration, flooding, and storm water detention. Our group project rated this a 2 because it provides measurable ecological restoration of the valley and remediation of the Henninger Landfill.

Recreation

The recreation variable takes into consideration the number of bike, walking, and jogging trips, the number of camping days, whether extreme sports are available, and the number of zoo visits. Our group project rated a 3 because our proposal does increase walking, jogging, and cycling on the towpath trail, as well as, increase zoo visits.

Jobs/Economics

The jobs portion of the weighted criteria involves considering whether the project will retain or create jobs in the study area. Our project rated a 4 because we will be creating at least 10% new jobs with additional retail uses.

Fiscal Impact

Fiscal impact involves income taxes, property taxes, sales taxes, and the amount that property values increase as a result of the trail. According to the survey results the fiscal impact of our weighted matrix is equal to 10% of the total for the 7 criteria. We concluded that our net fiscal impact in the area is a rating of 1. This was based on our cost-benefit analysis with the net present value of the over all project at only 0.81, which is almost -20%. The question that deserved a rating of 1 was based if a group had a NPV of -10% or less. While our trail did not cost very much we did not get enough benefits out of our project to give this criteria a very high rating.

Time

Time encompasses the duration of the project in months or years from start to finish. Since we estimated that we could complete our trail and other development proposals within 18 months we received the highest ranking of 5.

Cost to Build

Cost to build involves the construction of public improvements and easements. The weighting for cost to build was 10% according to the surveys. Our groups rating were very high at a 5 because the question was “Is your cost budget less than \$5 million dollars?” And our project was within this amount. We feel that our costs were not very

high because we are not doing much in the valley other than building and maintaining the trail.

Political Interests

Political interests involves the number of stakeholders required to complete the project, the types of funding available for the project, and the types of activities or amenities that may or may not be implemented as a result of the project. Our project ranked a 3 in this area because our project involves easements, a low time to build, and access to surrounding neighborhoods.

The specific questions related to each weighted criteria and how we scored are available in the following spreadsheet.

Upper North Peripheral Loop Towpath Trail Extension

Instructions: For each factor first look to see if you **select one** or **add points**. If you **select one** put your selection in the results cell. If you **add points**, put 1 for each cell that applies to your project in the column "**select one**" and the results will automatically be calculated in the results column. The results of **select one** will automatically be calculated too.

Time To Develop	Select One	Results	Weights	Group Alternate Weight
Does your project take 0-18 months to complete?	5			
Does your project take 18 months – 3 years to complete?	4			
Does your project take 3 to 5 years to complete?	3			
Does your project take 5 to 8 years to complete?	2			
Does your project take 8 plus years to complete?	1	5	0.05	0.25
Recreation	Add points	Results	Weights	Group Alternate Weight
Walking/Jogging: base trail usage is 96,200. Does your project increases the walking/jogging on the trail to a number above 96,200? Yes = 1 No = 0	1			
Cycling: base trail usage is 25,900. Does your project increases the number of cyclists using the trail to above 25,900? Yes = 1 No = 0	1			
Camping usage: no existing use. Does you project proposes a camping use? Yes = 1 No = 0				
Zoo usage: there in an annual visitation of approximately 3 million people. Does your project create additional visitors, beyond the 3 million? Yes = 1 No = 0	1			
Extreme sports: no existing use. Does your project propose an area for extreme sports? Yes = 1 No = 0		3	0.25	0.75
Political Interest	Add points	Results	Weights	Group Alternate Weight
Does the project entail taking land from more than three landowners? No = 1 Yes = 0	1			
Will the project entail securing funding from sources other than federal or nonprofit organizations? No				
Does the project include camping, rock climbing, or skateboarding? No = 1 Yes = 0	1			
Does the project have a low "time to build" score according to the ranking criteria? No = 1 Yes = 0				
Does the trail lack access points to the surrounding neighborhoods? No = 1 Yes = 0	1	3	0.15	0.45
Jobs/Economics	Select One	Results	Weights	Group Alternate Weight
Does your project reduce jobs by 20%?	1			
Does your project reduce jobs by 10%?	2			
Do you maintain all 261 jobs?	3			
Do you increase jobs by 10%?	4			
Do you increase jobs by 20%?	5	4	0.10	0.4
Net Fiscal Benefits	Select One	Results	Weights	Group Alternate Weight
Net present value is lower than or equal to -10%	1			
Net present value is between -1% and -9%	2			
Net present value is equal to 1	3			
Net present value is between 1% and 5%	4			
Net present value is between 6% and 10%	5	1	0.10	0.1
Ecology of the Valley	Add points	Results	Weights	Group Alternate Weight
Will the project reduce noise pollution? Yes = 1 No = 0				
Will the project reduce hillside subsidence? Yes = 1 No = 0				
Will the project provide for measurable ecological restoration of the valley? Yes = 1 No = 0	1			
Will the project improve the water quality of the stream over time? Yes = 1 No = 0				
Does the project reclaim and remediate Brownfields? Yes = 1 No = 0	1	2	0.25	0.5

THIS CONCLUDES ARE REPORT.