

## *ZoPath Trail & Extreme Park*

### **Introduction**

The purpose of Group III's ZoPath Trail proposal is to "bridge the gap" between two first-class amenities- the Cleveland Metroparks Zoo and the Towpath Trail. More specifically, we want to focus on (1) safety and (2) revitalizing the sleepy valley. We have organized our proposal into the following areas: path of the trail, goals and objectives, challenges, land acquisition strategy, new and adaptive uses, market studies, survey finding and conclusions, partnerships, budget, and potential funding sources. Finally, we both weight and rank our proposal in comparison to the other groups' in respect to ecological quality, recreational opportunities, jobs, fiscal impact, time to build, cost to build, and political interest.

The Cleveland Metroparks Zoo and the Towpath Trail are undoubtedly two of the region's greatest assets. Between the two, they attract upwards of 2 million visitors a year, and educated thousands of students through their respective interpretive centers and outreach programs. With all their success and close proximity (just over 1 mile), one begs the question; "how do I get from one to the other?" The ZoPath Trail and Extreme Park proposal answers that question, and offers additional reasons to visit the Old Brooklyn/ Lower Big Creek neighborhood.

First and foremost, the ZoPath Trail will physically connect the Zoo, Towpath Trail, and surrounding neighborhoods via a 2.1mile all-purpose loop trail as shown on Attachment 1. On this trail, we propose developing a third regional attraction in the form of an *Extreme Sports Park*, the first of its kind in Ohio. Also along the loop, we propose a *Grab N' Go Oasis* food stop, and *Biker's Paradise*. We are confident that these

improvements will not only bring visitors to the Valley, but also increase tax revenues for the City of Cleveland, and most importantly, enhance the overall quality of life for the neighborhood.

## **Section 1: Site By Site Tour of ZoPath Trail**

### **Site A: Current Harvard Road Trailhead**

The Towpath Trail today is a 104 mile, shared recreational trail that follows the historic route of the Ohio & Erie Canal. Spanning from New Philadelphia northward, the Towpath Trail will ultimately terminate at the mouth of the Cuyahoga River at Lake Erie. Today, the trail ends at Harvard Road, some 5.5 miles away from the Flats.

Our ZoPath Trail route starts at this current trailhead, labeled Point A. on our map. At this point the trail runs along Harvard Road, following the American Association of State Highway and Transportation Officials (AASHTO) standards for dedicated bicycle lanes, which call for a minimum lane width of 4 feet, separated from vehicular traffic. These bike lanes should safely take pedestrians down Harvard Road to though the Jennings Road intersections. Users will have the option of stopping for food at either Zeleznik's Tavern (NW corner of intersection), or our proposed Grad N' Go Oasis food stop, (labeled H. on map, addressed in detail later in paper), directly across the street.

### **Site B: ZoPath Trailhead at Jennings**

The dedicated portion of the ZoPath Trail begins at this trailhead, located under the Jennings Highway (Route 176). Point B's arrival point is currently used as the entranceway for a truck depot, due primarily to its close proximity to the freeway. Our ZoPath Trail proposes relocating both the truck depot and salt storage mound, which is

located immediately adjacent to it. These two relocations would effectively open up more than 25 acres for a larger-scale development to compliment the ZoPath Trail.

Our land acquisition strategy assumes that both these operations could exist on similar parcels of land with comparable highway access. Relocating the truck depot would be our first priority, because our group assumes, due to the mobile nature of their business (even their offices are in trailers), they would be easier to move. Conversely, the salt mound, we acknowledge, will take longer to disperse, especially with a relatively mild winter like we just had. In either case, our plan is to let the salt run out by its natural demand level (thus avoiding transportation costs), and take over the site afterwards. We budgeted just over \$1 million to relocate these two businesses.

If relocating these two owner proves to be more time consuming than we had first assumed, our contingency plan would be to acquire easements from both property owners, whereas the ZoPath Trail could be built before we acquire the land, free and clear. To that end, once we have both parcels of land, we propose simply cleaning and preparing (limited infrastructure) the 25 acre site for a private owner to build-out and operate the site.

### **Site C: Extreme Sports Park**

At Point C. on the map one will eventually encounter the ZoPath Extreme Sports Park. Unlike any other extreme park in the state, this venue will host not only your typical extreme sports activities, such as skateboarding, in-line rollerblading, and BMX street biking; but also will be equipped with rock and base climbing equipment along the sites northern ridgelines. To further differentiate the Extreme Sports Park from any other,

we propose introducing both bungee jumping and the one-and-only Demon Drop to the City of Cleveland!

It is not as farfetched an idea as it may sound, seeing that Cedar Point's famed Demon Drop is currently up for sale. Our group has budgeted to purchase and relocate (see budget) this iconic coaster to the ZoPath Trail Extreme Sports Park at no cost to the future owner and operator of the park. The Demon Drop, coupled with bungee jumping, from the bridge or a detached elevated structure, will undoubtedly catch the eyes and imagination of thrill seekers around the region.

While we recommend private ownership of the ZoPath Extreme Park, we would encourage both the Cleveland Metroparks Zoo and Towpath Trail to develop strong partnerships and collaborative programs to capture the extreme parks' younger audience, if not only to sell the idea politically. Finally, we do believe this is a politically feasible usage of this underutilized land. Former Ward 15 Councilwomen Merle Gordon and current Councilman Brian Cummins are strong advocates for an extreme park for their ward (w) because their younger constituents have been so organized and vocal for such a place.

**Site D: Calgary Park Spur**

At Point D, shown on Attachment 1 our project calls for creating a spur from the ZoPath Trail that climbs the hill up to Calgary Park. The spur will climb some sixty feet up the hill in a switch-back fashion. This trail is in line with the City's plans for various neighborhood connectors to the Towpath on both the east and the west sides of the river. In this case, the Calgary spur will connect to the Brooklyn-Centre neighborhood, a community of over 8,000 residents.

Calgary Park is a six acre city park that sits on the southern edge of a small neighborhood of single-family homes south off Denison Road. There is no parking lot and very limited street parking. The park holds a baseball field, a playground and a basketball court. The park forms on peninsula-like shape that is surrounded on three sides by falling hillside into the Lower Big Creek valley below. The views into the valley at several points are stunning, some of the best views of the entire Lower Big Creek valley.

Calgary Park presents the ideal opportunity for creating a neighborhood connector to the new Lower Big Creek valley trail. Any other attempt to climb the valley on the north side of the trail will end up on someone's backyard. And the hillside off the park is less steep than adjacent areas, allowing for a switchback trail to be built at reasonable cost to the public. Finally, the City's plan calls for multiple-neighborhood access trails to the Towpath Trail. The Treadway Connector will provide such access for the Old Brooklyn neighborhood south of Lower Big Creek. The spur to Calgary is the only possible connector for the neighborhood north of the creek valley.

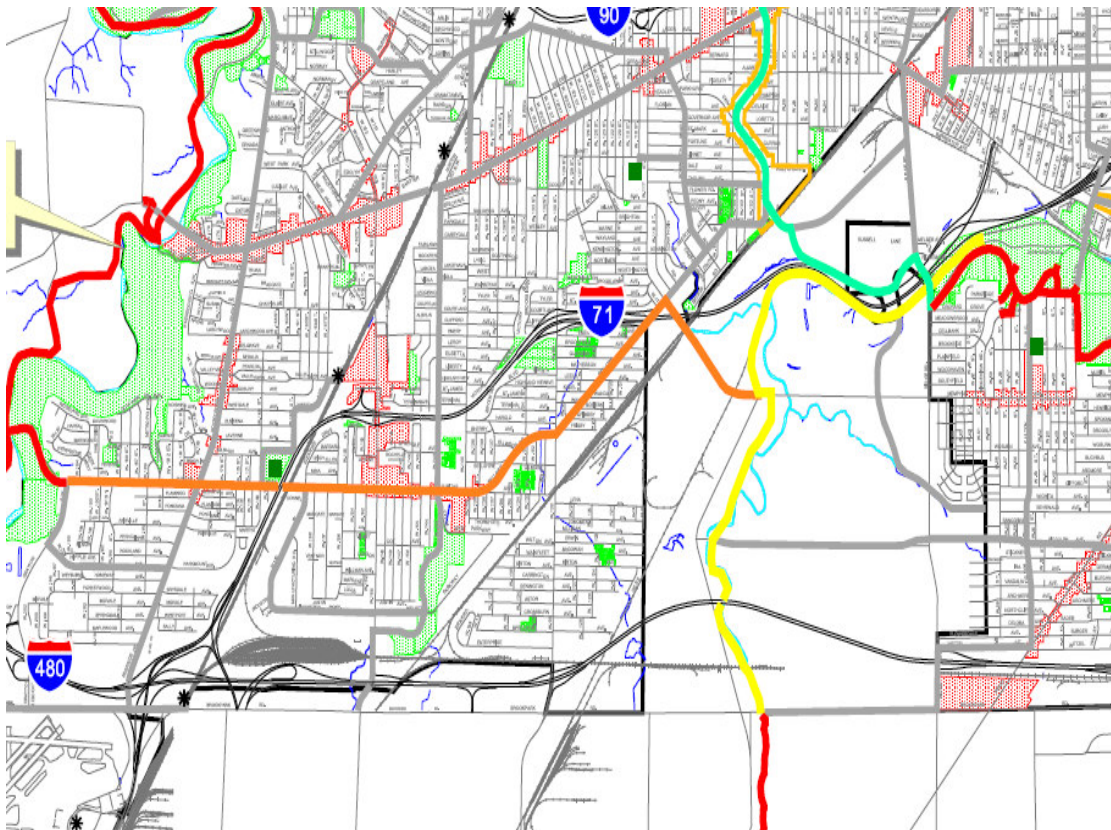
Traveling on from the Calgary spur the ZoPath trail will require two easements, one from the B&O Railroad, far from the tracks, and one from the Healthy Chelsea Company, the owner of the red brick building on the map. The project entails building two new bridges along this way. The first is over the creek and can run parallel with the current railroad bridge. The second bridge will be built on the site of the Old Pearl Road bridge, where the approaches on both sides still exist. This second bridge will have the trail cross the creek again, coming back south, and also cross the railroad tracks for the first time.

## Site E: Zoo Trailhead

At Point E on Attachment 1 the ZoPath Trail reaches the Zoo. The trail enters the Zoo parking lot at its eastern extreme. From here users can rest and has four incredible options:

- 1) They can enter the zoo;
- 2) Head up Wildlife Way to get to W. 25 Street and the surrounding neighborhoods or the frequent busses on that road;
- 3) Continue on the ZoPath loop back east; or,
- 4) Head out on their bikes west through the Zoo and Brookside Park parking lots and follow the City's street bikeway for five miles to reach the Rocky River Reservation.

See map below.



It is perhaps obvious but important to point out that users can also enter the ZoPath from the Zoo Trailhead, heading out east on either the north loop to the Extreme Sports Park or the south loop to the Biking/Disc Golf area, both loops heading toward the Towpath Trailhead. What a great little hike this could present for Zoo users at the end of their busy day.

### **Site F: Henninger Landfill**

The Henninger Landfill is a 30 acre parcel of land to the east of the Cleveland Metropark Zoo just past the West 25<sup>th</sup> Street Bridge. This site is the cornerstone of the ZoPath plan for the redevelopment of the south side of the Lower Big Creek Valley. The landfill itself has not been used in years, but if any development is to occur, the landfill must be capped. Once capped, the landfill can be redeveloped to suit a variety of activities. Although the landfill is not yet capped, it still has features that suggest it would be a good location for some recreational development. The site boasts exceptional views of the north side of the valley and trees that have situated themselves in a way that makes you feel like you are in a wooded area and not on top of a land fill. The ZoPath redevelopment plan involves using the Henninger Landfill for two main uses: mountain biking/BMX and Disc Golf.

#### *Mountain and BMX Biking*

The size, topography, and natural terrain of the Henninger Landfill would make it an idea site for introducing some mountain and BMX biking trails. The ZoPath trail proposal not only allows for more traditional bikers to continue on the southern loop of the trail but also provides entrances for those who want to partake in more extreme forms of biking.

Mountain biking is different than traditional recreational biking because it requires the rider to navigate through tight corridors in densely wooded areas. BMX biking also involves off-road type biking but entails performing various tricks while riding such as spins and flips. Both of these types of riding require a large amount of skill and an affinity for more adventurous bicycling.

### Disc Golf

Disc golf is a game much like traditional golf where the object is to complete each hole in the fewest amount of shots. In the case of disc golf, the shots are taken by throwing a Frisbee at elevated metal baskets. Much like real golf, these baskets vary in the distance they are placed away from the player and also the degree of skill required to reach each target. Disc golf is a game that is often played in a combination of open fields and more dense wooded areas. Essentially, a suitable location for an 18-hole disc golf course is a space that provides about 9 acres of land. Currently, Northeastern Ohio only has one disc golf course compared to the 3 located in Columbus and the 5 located in Cincinnati. The one disc golf course in Northeastern Ohio is located at Henn Mansion in Euclid, Ohio. This space is unique because it is situated harmoniously with a few acres of mountain and BMX biking trails. Since it is possible for these two activities to coincide, ZoPath recommends introducing both mountain biking and disc golf in order to ensure the most efficient recreational use of the Henninger Landfill site.

### **Site G: Treadway Connector**

In order to complete our loop trail, we decided to connect to the Treadway Creek Greenway Restoration Project. As seen on Attachment 1, the Treadway project is located



within the urban neighborhood of Old Brooklyn. Harmody Park serves as Treadway's southern boundary point. However, our proposed trail will not intersect the Treadway trail at this point. We will join the trail just south of its midpoint using Granby Avenue as a street connector. From this intersection the trail flows north into the Lower Big Creek valley where it ends at Jennings Road. From Jennings patrons only have to travel a short distance to Harvard road where they encounter Site H.

### **Site H: Grab 'N' Go Oasis**

On the northeast corner of Harvard Road and Jennings Road we have determined that this location is suitable for a refreshment stand. After analyzing the survey results from the Towpath users and the Zoo Users we discovered that most people would patronize a refreshment stand. Also, modeling our store after the Carvel Ice Cream store located on Rockside Road near the Towpath Trail access point has influenced our decision.

The "Grab 'N' Go Oasis", as we have named it, will serve ice cream, soft drinks, snacks and food that could be eaten rather quickly and easily. We want to focus on a restaurant of this type because most of the trail users are not going to want to sit down and eat a full meal during their exercise routine or their bike ride. A more detailed description of the "Grab 'N' Go Oasis" is presented in the retail section of our report.

From the "Grab 'N' Go Oasis" trail users can continue east on Harvard Road where they will come to the Towpath Trail head. As of now, the only direction they can go is south, but there are plans to extend the Towpath Trail north through Steelyard Commons toward downtown Cleveland.

The intention of this trail is to create as many connections as possible, while also creating a regional attraction. We have opened many doors for neighborhoods surrounding the Lower Big Creek Valley. To the north, south, east and west there are access points. These connections improve each neighborhood and offer many choices for trail users and residents.

## **Section 2: Retail Node**

Through careful analysis of our location, it's surrounding, and taking into account our survey results we have decided to forgo planning any major retail node in our proposed development. Because of the enormous Steelyard Commons, which is proximate to our project, we do not want to focus on retail. However, we are confident that a specific type of store would fit this area well.

From our survey results we have concluded that users of both the Towpath Trail and the Zoo would like a concession stand or some place where they could buy snack or food that is quick and easy to eat. Our proposal is to make available a parcel of land specifically for the development of an ice cream/ grab and go food store. We have come up with the name "Grab 'N' Go Oasis." On Attachment 1 the site of the "Grab 'N' Go Oasis" is located at site H, which is at the intersection of Harvard and Jennings roads. This spot was chosen because it is at a connecting point of the loop trail and it is located between the Towpath Trail and our proposed trail.

### Methodology

Several demographic analysis techniques have been used to confirm that there is a sufficient market to support a store such as ours. First, a gravity model was created using

five competing ice cream stores around the area. These stores are displayed in Table 1 and show on a map in Figure 1. From these competitors, indifference points were calculated by using a formula. The formula is the distance from subject A to competitor B divided by one plus the square root of the square footage of subject A divided by competitor B. This yields a point in which people are indifferent about which store they patronize. Once these indifference points are plotted on a map and a ray is drawn from the subject through each competitor it is possible to create a market area by drawing other rays that are perpendicular to the original ray intersecting at the indifference point. When the perpendicular rays intersect one another they form the boundary of the market area. This is displayed in Figure 1. With the use of GIS, we were able to calculate some demographics about our market area. A detailed breakdown of these demographics is displayed in Table 2. In our market area we have a total income of \$473,420,221; 12,263 households and a total population of 48,534.

Based on the total income of our market area, we did a niche analysis which is shown on Table 3. The results of this niche analysis show that our market area is capable of supporting several refreshment/fast food places. It should be noted that Steelyard Commons is coming online and will create changes in the amount of existing retail that is located in or very close to our market area. This reinforces the decision that we made to forgo any major retail development.

Secondly, we used a demographic analysis technique specified by Carvel Ice Cream in which we were to take the two mile radius of our store and calculate and analyze some demographics. This two mile radius is show on Figure 2. Carvel's requirements and our demographics are displayed in Table 4 below.

<b>Table 4: Carvel Ice Cream Demographic Requirements</b>		
<b>Demographic</b>	<b>Requirements</b>	<b>Harvard/Jennings Location</b>
Total Population Threshold	25,000 - 50,000	58,850
Average Household Size	2.7 people and above	2.53
Median Age	38 years old or below	32
Percent of Population Under 18	20%	27%

As shown in the above table, the two mile radius of our proposed location satisfies three of the four demographic requirements. A detailed breakdown of the demographics for this circular two mile area is shown in Table 5.

These two demographic analysis techniques show that there is a market for a store of this type in our area. More detailed analysis may have to be done to determine the size of the actual store. As of now our plan does not pay for the construction of the store but it could help in site acquisition and preparation. The intent of this portion of the project is to provide an opportunity for a private entity to do business in an up and coming area.

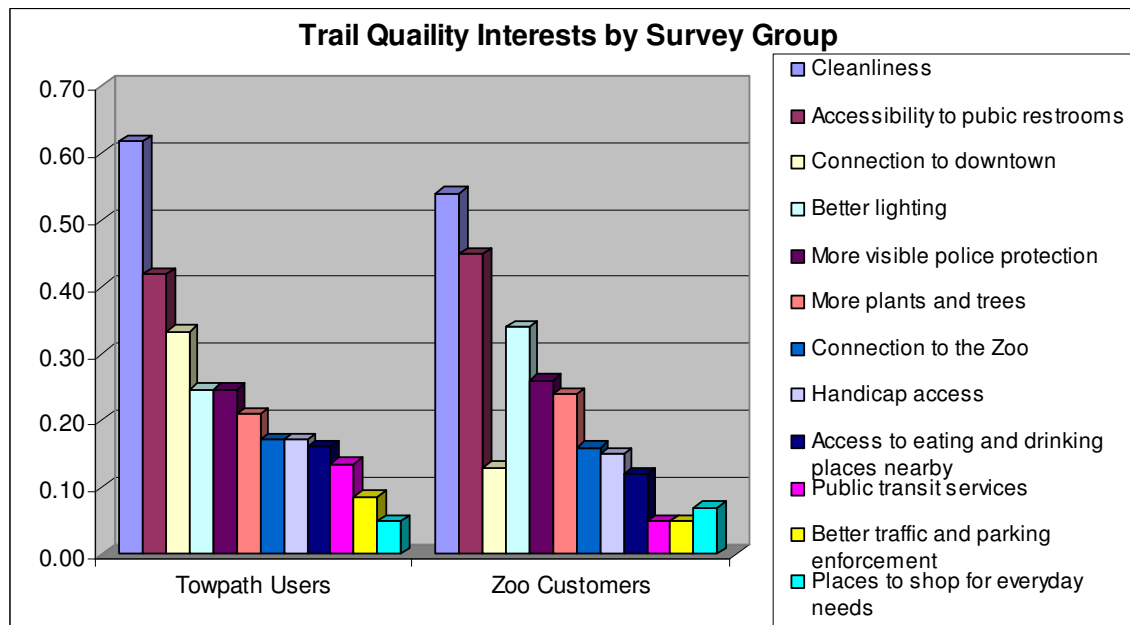
### **Section 3: Survey Analysis**

Our work as a class has presented us with first-hand experience interacting with the array of individuals involved in the planning process. These individuals include local residents, government representatives, zoo customers, towpath users, planners, and developers. Clearly, these various groups have very different interests at stake in the redevelopment of recreational trails in the Lower Big Creek Valley. As a class, we have had to synthesize the interests of all of these stakeholders and come up with the best possible plan for the Lower Big Creek Valley. The most important factors in the growth of a redevelopment project are determining what these various stakeholders want and

how we as planners can synthesize these wants. In order to determine this information our class distributed surveys to the four main groups involved in the redevelopment. The survey groups we studied included: towpath users, zoo customers, local residents, and political stakeholders. Each group provided the class with valuable information for shaping our plans for the development. Individuals in each survey group were not only asked to reflect on the types of recreational activities they would use but also what issues about the redevelopment interested them the most. The follow pages in this section will explain the broader details of the survey results and also how certain results relate more specifically with the ZoPath plan for redevelopment.

## General Analysis

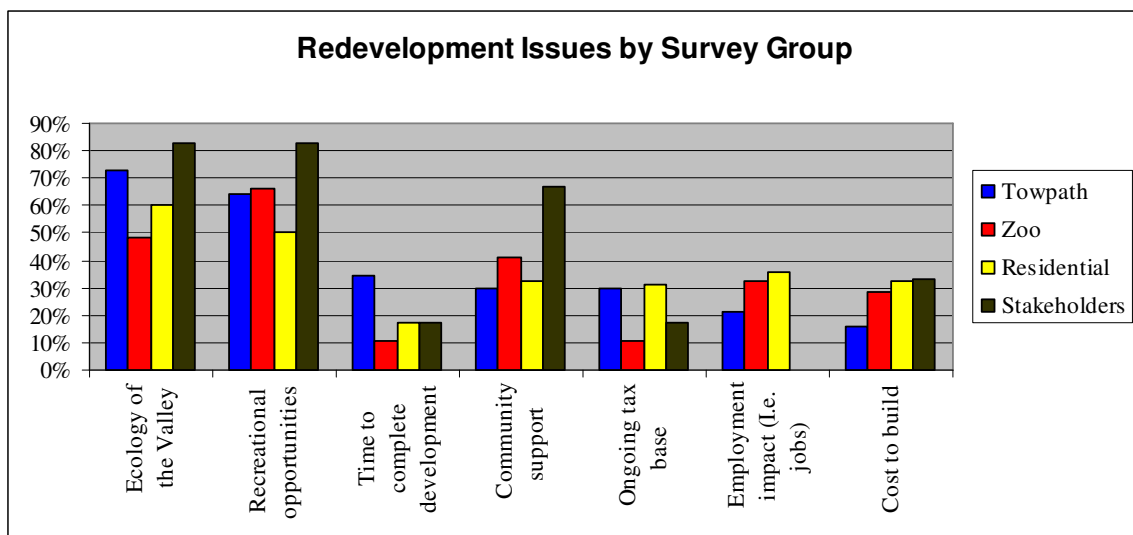
### Trail Quality Interests



One of our general interests in doing the surveys was to try and find out what type of trail our potential users are looking for. In order to develop this understanding we asked towpath users and zoo customers what aspects of a trail were important to them.

The above chart displays the responses by each survey group. The data we gathered is not particularly surprising but it is none-the-less useful for planning the redevelopment. The data is not particularly surprising because it can be expected that having a clean, safe, and accessible trail is important to a lot of people. Both towpath users and zoo customers ranked trail cleanliness the most important aspect for the trail while places to shop for everyday need ranked the lowest. With this information we can begin to get a better idea of the type of amenities people look for when deciding to not only use a trail but whether or not they will come back again.

### Redevelopment Issues



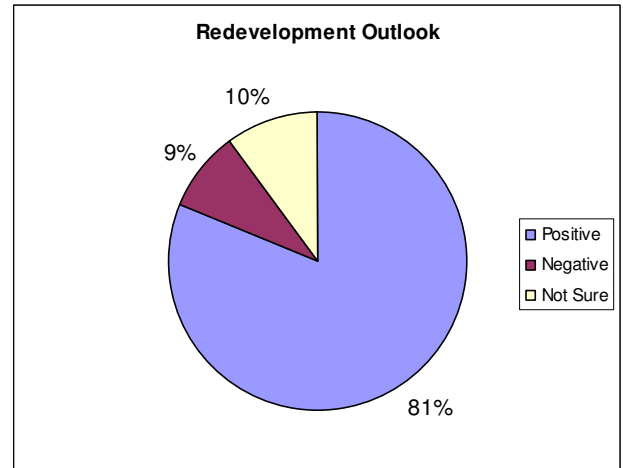
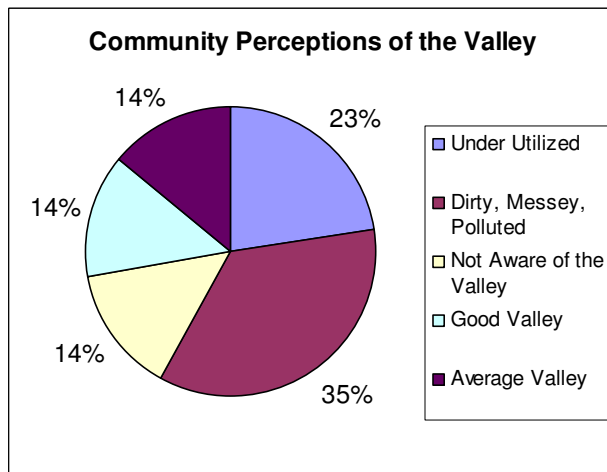
The other important general interest with the survey was to generate a ranking for how each survey group responded to a question about key factors to the redevelopment. Analyzing the data for the redevelopment issues not only contributed to the formation of a weighting matrix (will be discussed in a later section) but also gave an indication which redevelopment issues were most important to the survey groups. The above chart, titled, “Redevelopment Issues by Survey Group” displays the results of a survey question

asking respondents to list their three most important redevelopment issues. The data revealed that all of the groups felt strongly about improving the ecology of the valley and providing recreation opportunities. The data also revealed that time to build and cost to build were less important development issues. This data is useful because as we begin to weight the responses the data tends to support redevelopment projects that do more to revitalize the Lower Big Creek Valley.

### **ZoPath Analysis**

The survey analysis up to this point has dealt with the broader issues concerning the redevelopment. In order to be able to present various development scenarios our class was divided into 4 different groups. Each group had a varying level of impact on the valley. Some groups were focused on less invasive measures such as keeping costs low and not disrupting businesses in the valley. Other groups were charged with more difficult pursuits such as ecological restoration and introducing extreme sports. The ZoPath redevelopment plans follow a few unique goals and some goals shared by other groups. The survey analysis for the ZoPath redevelopment helps shape our vision for the Lower Big Creek Valley. The ZoPath plan involves implementing two main concepts. The first is making the Lower Big Creek Valley a regional destination for recreational and extreme sports activities and the second is building connection.

## Current Perceptions/Outlook

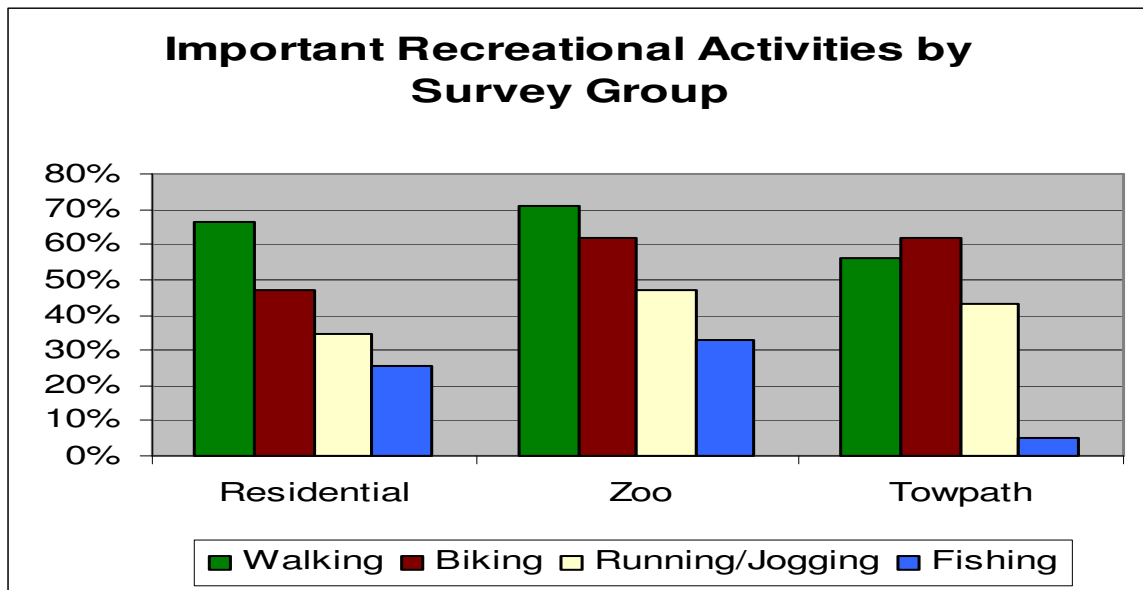


The first important issue for the ZoPath analysis was do the local residents think the redevelopment will be good for the community? Although this was the consensus in the answers provided on the actual surveys, our group still had to figure out a way that we could graphically represent this sentiment. The first chart, titled, “Community Perceptions of the Valley” displays the responses of people who actually responded to the question on the survey. With this chart it can be inferred that 58% (combine Underutilized and Dirty/Polluted) of respondents had a negative perception of the valley. The next chart, titled, “Redevelopment Outlook” reflects how those respondents who answered the question on the survey perceived the impact of the redevelopment. The 81% “positive” section of this chart was made by combining those who responded that the redevelopment “will have a positive impact within/on the community” and “will increase interest from outside the area”. Both of these answers reflect a positive outlook for the redevelopment amongst residents. While these two charts do not attempt to make



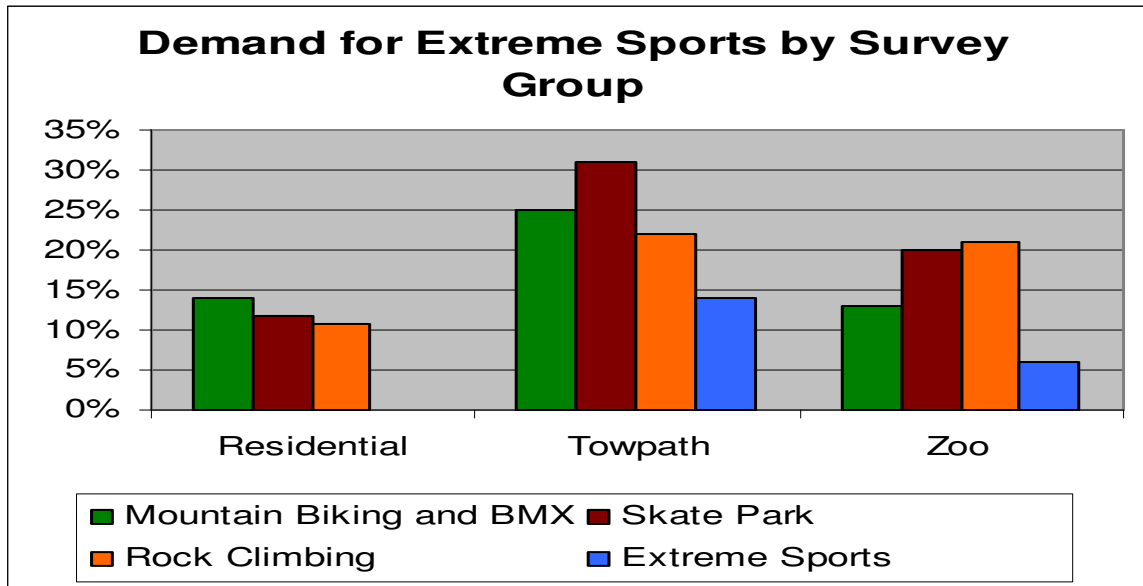
a definitive statement about how residents will respond to ZoPath’s redevelopment strategy, they do assert that a vast majority of respondents think a redevelopment will strengthen the community. With a strong confidence that residents have a positive outlook for a redevelopment we can feel more comfortable proceeding with an analysis on the types of uses that should be a part of the redevelopment.

### Recreational Activities



The next chart in the ZoPath analysis, titled, “Important Recreational Activities by Survey Group” reveals strong support for traditional recreation opportunities in the redevelopment. Amongst our three main survey groups, each overwhelmingly reflected that they considered walking, biking, and running important activities. The above chart was made by using data from a question on each survey asking respondents to choose the three most important activities to them. This chart is helpful for gauging the strong support and high potential use of a multipurpose recreational trail.

## Extreme Sports



While our survey data reflected that traditional recreation opportunities were an important aspect to the redevelopment we also wanted to determine what else would help the Lower Big Creek Valley have a greater regional draw. One idea was to gauge the response of the possibility of introducing an extreme sports park to the redevelopment. The above chart shows the results of a survey question asking each respondent to pick their three most important activities. While there was low support for mountain biking, rock climbing, skateboarding, and extreme sports with the residential survey group there was stronger support for such activities among towpath users and zoo customers. Our survey data suggests that towpath users were particularly interested in the possibilities of developing an extreme sports facility. Among the towpath survey group over 30% selected a skate park and 25% selected mountain biking/BMX as one of their three most important recreation activities. A look at the demographic data for the towpath group might suggest why the towpath group is more supportive of an extreme sports facility.

While only 43% of residential survey respondents were less than 40 years old, 72% of towpath survey respondents were less than 40 years old and 32 % were under 30 years old. These age groups fall within the target age for such activities. This data, while not as conclusive as the demand for more passive recreation, is still helpful in supporting how an extreme sports facility could be a stimulus in the Lower Big Creek Valley's regional draw.

### **Building Connections**

The other aspect of the ZoPath redevelopment plan is to build connections. Our plan not only involves linking the towpath trail to a regional recreation park but also improving connections between other important resources. The ZoPath connection will link the Cleveland Metropark Zoo to the Rocky River trail system. Building this connection is important because it will increase access between two existing recreation trails. According to the survey results 57% of towpath users and 45% of zoo customers have used the Rocky River trail system. Our surveys also revealed that while 50% of towpath users live within 3 miles of the towpath 81% used a personal vehicle to get there. This data makes a strong claim that increased access to a broad trail network will encourage more use.

#### Section 4: Project Budget

We estimate the total cost of our project at approximately \$6.5 million. A detailed budget is below.

<b>Table 6: Group III - ZoPath: Budget</b>	
<b>Development Category</b>	<b>Cost (\$)</b>
<b>Site Acquisition &amp; Preparation</b>	
Land Acquisition	\$1,299,200
Easements (donated)	\$10,000
Relocation: Truck Depot and Salt Storage	\$50,000
Legal & Title: Acquisition, Easement & Relocation	\$70,000
Environmental Assessments & Remediation	\$750,000
<b>Project Construction</b>	
Phase I: Trail	
Trailhead at Jennings Rd	\$75,000
Trail Construction	\$654,500
Trail Spur to Calgary Park (hill stabilization)	\$80,000
Bridge Construction (Two)	\$1,900,000
Phase II: Extreme Sports	
BMX / Mounting Bike Trails (Henninger) - Site Prep	\$250,000
Extreme Park (Truck/Salt site) - Site Prep	\$200,000
Demon Drop (Acquire and Locate)	\$500,000
Construction Contingency (10%)	\$365,950
Phase III: Retail Node	
Convert Cudnick's to Ice Cream & Grab'n Go Food	Off line
<b>Project Soft Costs</b>	
Design & Engineering (10% of Phase I)	\$263,450
Construction Permits, Fees & Management	\$20,000
Project Management Consulting Fees	\$100,000
<b>Total Development Costs</b>	<b>\$6,588,100</b>

Some key budget assumptions are:

- Land Acquisition: Purchase of the truck depot/salt-pile at \$30,000 per acre. Purchase of the Henninger land fill at \$200,000.
- Easements: Three donated easements. \$10,000 covers cost of appraisals for purpose of tax write-off for easement donators.
- Environmental remediation is based upon other brownfields of similar size.
- Construction is phased in over three phases. First the trail. Then the Extreme Sports Park and Bike/Disc Golf areas. Then the retail nod.
- Trail and bridge cost assumptions came from Jim Kastellic at Cleveland Metroparks. Trail at \$85 per lineal foot except for the spur up the hill which is at \$200 per foot. Both bridges at \$1.5 to \$2 million in total.
- The cost for the Extreme Sports Park and the Bike/Disc Golf areas are for site prep only. The landfill will be vented and lots of dirt will be piled on it.
- Cost of Demon Drop comes off of amusement park broker website.

### *Group 3 Project Funding Sources*

We studiously researched funding sources and believe that, with strong political support, this project could be funded over a three-year time frame. We come within 2% of covering the projected project costs, showing a deficit of \$138,900 for a \$6.5 million project. Our funding spreadsheet follows.

**Table 7: Group III - ZoPath: Funding Sources**

<b>Source of Funds</b>	<b>Amount</b>
<b>ODNR</b>	
Clean Ohio Trails Fund	\$500,000
Recreation Trails Program	\$250,000
Great Lakes Coastal Restoration Grants	\$250,000
Land and Water Conservation Fund Program	\$200,000
<b>ODOB</b>	
Clean Ohio Assistance Fund (Brownfields)	\$600,000
<b>ODOT</b>	
Scenic Byway	\$150,000
<b>NOACA</b>	
TLCI Planning Grant	\$50,000
Transportation Enhancement Funds	\$600,000
<b>City of Cleveland</b>	
CDBG - Ward 15 Funds	\$250,000
G.O Bond (for parks) - Ward 15	\$250,000
City obtained grant for Phase 1 Environmental Reviews	\$150,000
<b>Foundations</b>	
The Cleveland Foundation	\$150,000
<b>Others</b>	
OECA	\$150,000
Cleveland Metroparks	\$750,000
Fundraiser by Cleveland Zoological Society	\$100,000
Cuyahoga County Engineer (construction supervision)	In kind
Port Authority Bond Sale (Extreme/Bike Parks prep)	\$450,000
Federal Funding Earmark	\$500,000
<b>TOTAL</b>	<b>\$5,350,000</b>

<b>TOTAL PROJECT EXPENSES</b>	<b>\$6,588,100</b>
<b>PROJECT GAP @ PHASE 1</b>	<b>(\$1,238,100)</b>
Gain on sale of property to Extreme and Biking Parks	\$1,099,200
<b>PROJECT GAP @ PHASE 2</b>	<b>(\$138,900)</b>

*Some key funding assumptions are:*

- The Clean Ohio program is continued by the State without any major programmatic changes. This applies to by the Trails Fund at ODNR and the Brownfields fund at ODOD.
- The NOACA funding will take strong support from the Mayor of Cleveland.
- The CDBG and G.O. Bond funds will take strong support from the Ward 15 councilperson.
- The Metroparks funding will take strong support by their board and will realistically take place only after much of the other funding is in place.
- The Port Authority funding will pass-through to the eventual purchaser/operators of the Extreme Sports Park and the Biking/Disc Golf area.
- The federal funding earmark will take strong support from the Congressman.

### **Section 5: Weighting Matrix**

After collecting all of the survey data the next step for the class was to develop a weighting matrix. The goal of creating our weighting matrix was to be able to rank the various factors of redevelopment in order of importance. After developing weights, the class then determined ranking criteria for each redevelopment factor. Together the weights and ranking criteria provide an ordinal standard for which each of the four groups in the class can determine their project's overall value to the community.

Before explaining how the ZoPath redevelopment plan ranked, it is necessary to have some background detail on how the weights were determined. The weights were the result of distributing a ranking to the answers of each survey group. There was a strong consensus from the class that some survey groups should have more influence in

the weights than others. Accordingly, the weights for each survey group were distributed as follows:

Residents = 14%

Political stakeholders = 10%

Zoo customers = 7%

Towpath users = 7%

There is some method to why these totals were assigned. The class agreed that the residents (14%) should have the most weight (twice the zoo (7%) and towpath (7%)) with the stakeholders (10%) having the second highest. The reason for placing the greatest percentage with the residential group is because this project has the most direct effect on them and their community. The political stakeholders are the next most influential because their input is important for gauging the feasibility of the project. The stakeholders, however, are still at the whim of what the community wants because the community is made up of voters, tax payers, and potential users. For this reason the stakeholders carry a slightly smaller weight. The zoo and towpath users are important components of the weighting but the impact of the project has the least effect on them. It is important for us to recognize what they want but not necessarily at the detriment of the residents. Once these ranks were determined, they were then rounded, applied to each redevelopment issue and summed together to get the overall weight. These weights were then applied to each group's score according to the ranking criteria.

The attached Table 8, titled, "ZoPath Weighting Matrix" displays the different weights and criteria for each redevelopment category and also how the score the ZoPath redevelopment plan achieved for each. The weighted ranged from 25% for ecology of

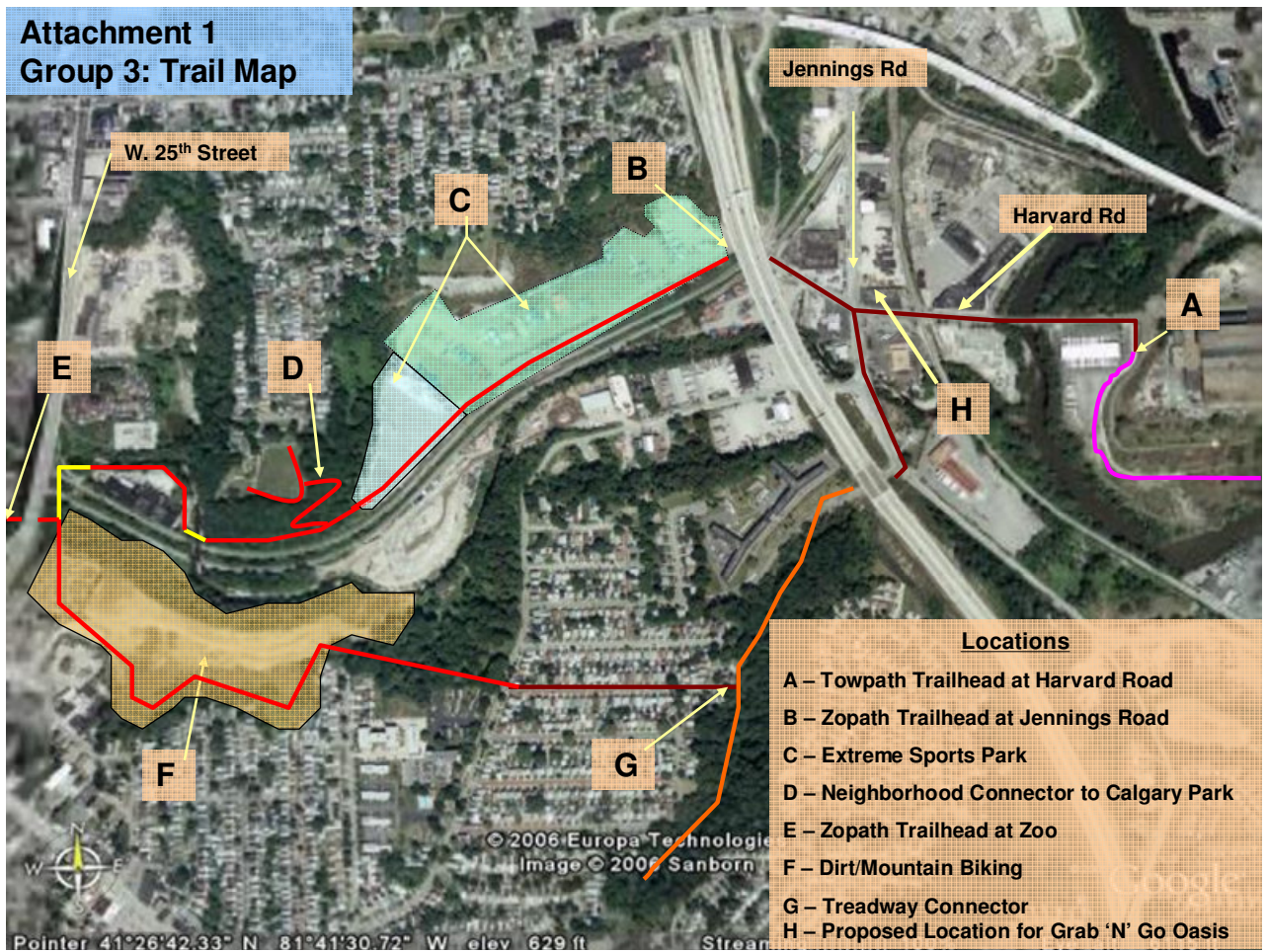


the valley and recreational opportunities to 5% for time to develop. These percentages reflect the order of important of each redevelopment issues according to the four collective survey groups. In sum, ZoPath achieved a score of 3.75 out of a possible 5. ZoPath's high score is the result of the weights favoring those redevelopment plans that introduced many different recreational opportunities as well as those that significantly improved the ecology of the Lower Big Creek Valley. ZoPath however did earn lower scores in categories such as net present value and job development. Our plan may entail a high initial cost but the ZoPath Redevelopment Team feels strongly that the long term benefits of redeveloping the Lower Big Creek Valley as first class regional destination for recreational activities redevelopment plan will far outweigh the initial cost.

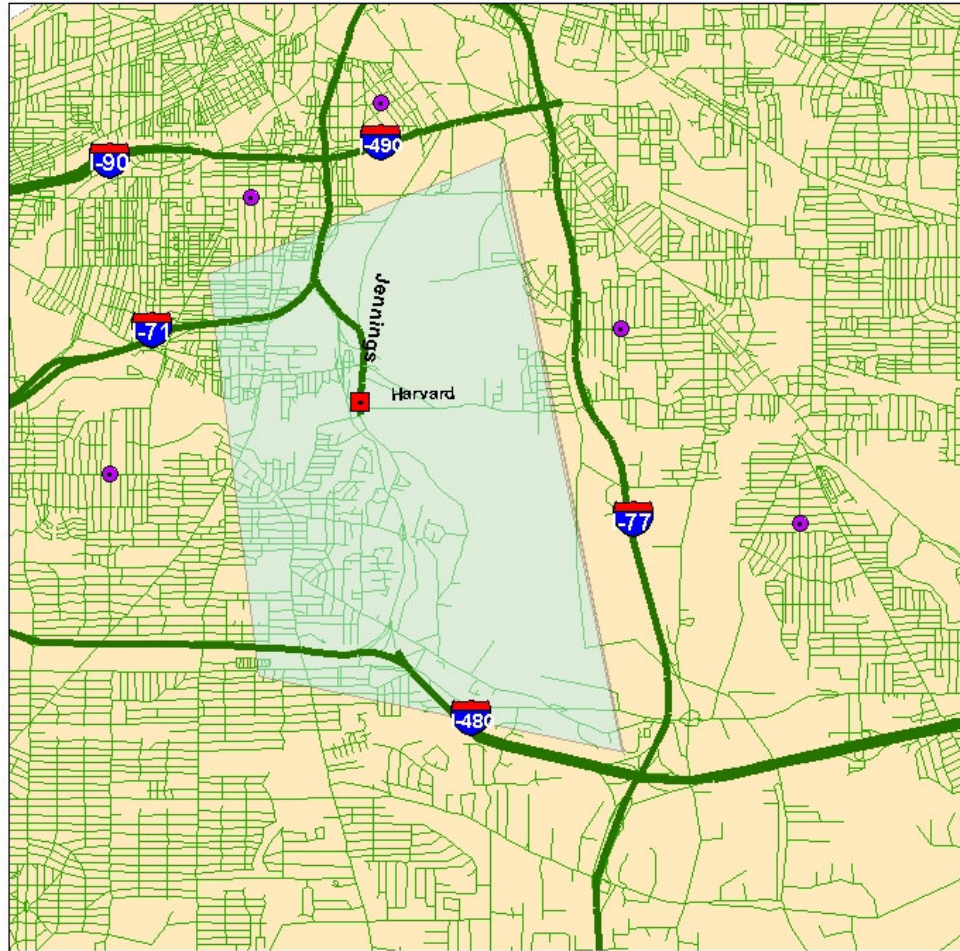
## **Section 6: Conclusion**

As you can see, our ZoPath Trail and Extreme Park proposal is indeed a responsible plan to not only connect the Towpath Trail with the Cleveland Metroparks Zoo, but also reinvigorate the underutilized land along the Lower Big Creek. In doing so, the ZoPath will successfully become a major regional attraction, bringing new tax revenues into the City and the Zoo, while making the Old Brooklyn neighborhood a much better place to live, work, and play.

**Attachment 1  
Group 3: Trail Map**



**Figure 1**  
**Primary Market Area for Proposed Carvel Ice Cream Store**



0 0.3 0.6 1.2 Miles

**Legend**

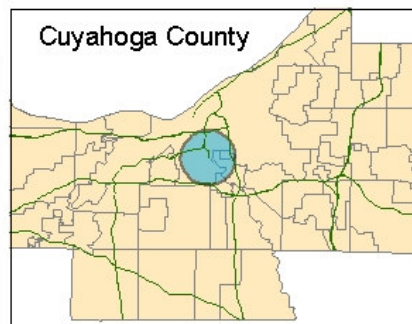
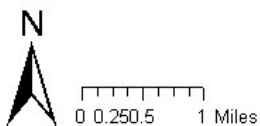
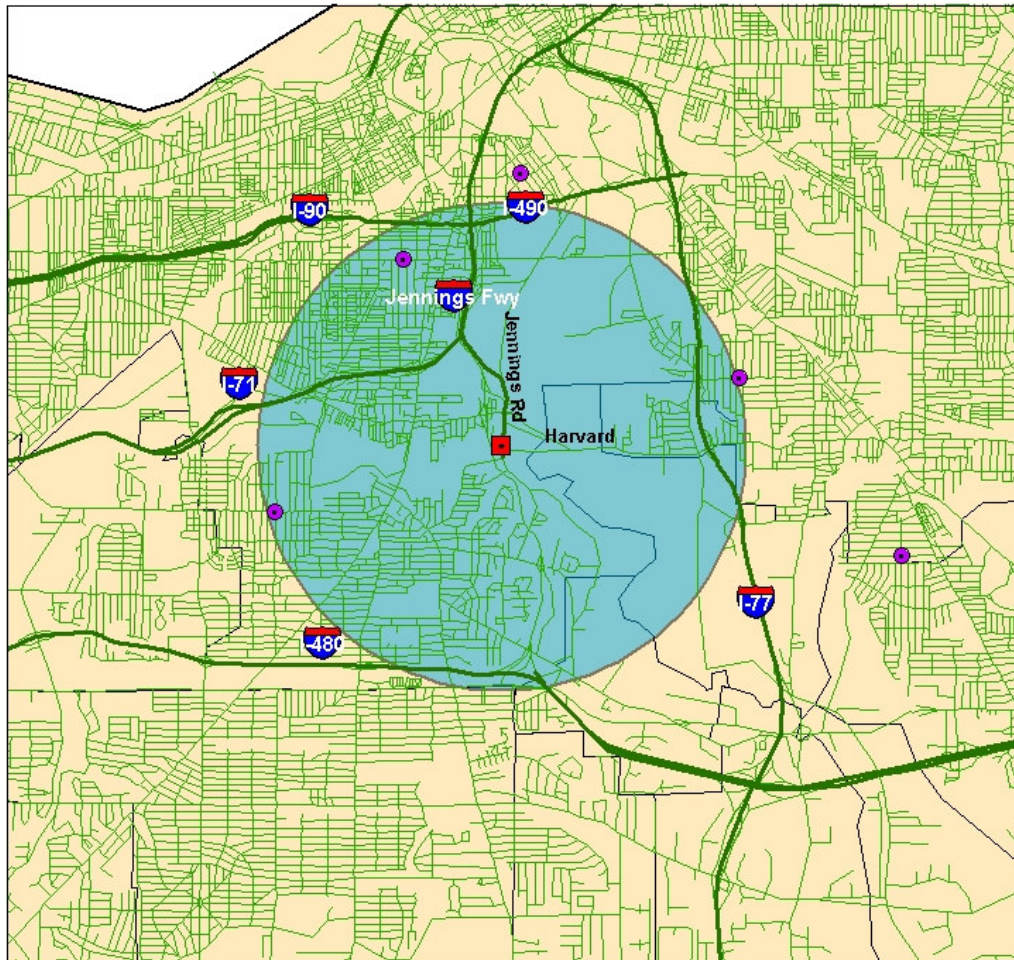
- Subject
- Competitor
- Major Highways
- Market Area
- Roads



Prepared By: James Amendola  
 Source: 2000 US Census Data  
 Date: May 4th, 2006



**Figure 2**  
**Two Mile Radius of Carvel Ice Cream Store**



Prepared By: James Amendola  
 Source: 2000 US Census Data  
 Date: May 4th, 2006

**Table 1**

**Gravity Model**

<b>Name</b>	<b>Proposed Store Address</b>	<b>Square Feet</b>	<b>Distance (miles)</b>	<b>Indifference Point (miles)</b>
New Store	3995 Jennings Rd, Cleveland, Ohio 44109	1350	-	-
<b>Name</b>	<b>Competitors Address</b>	<b>Square Feet</b>	<b>Distance (miles)</b>	<b>Indifference Point (miles)</b>
Tremont Scoops	2362 Professor Ave, Cleveland, Ohio 44113	1700	2.22	1.16
Clark Ave Dairy Queen	3107 Clark Ave, Cleveland, 44109	1530	1.73	0.89
Daisy's	5614 Fleet Ave, Cleveland, Ohio 44105	1900	2.02	1.09
Memphis Dairy Queen	5501 Memphis Ave, Cleveland, Ohio 44144	2000	1.96	1.07
Honey Hut Ice Cream Shoppe	6250 State Road, Cleveland, Ohio 44134	1050	4.04	1.89

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<b>Table 2</b>		<b>Primary Market Area Statistics</b>						
<b>Census Tract</b>	<b>Percent in Market Area</b>	<b>Median Age</b>	<b>Total Population</b>	<b>Area Weighted population</b>	<b>Total Households</b>	<b>Area Weighted Households</b>	<b>Median Household Income (dollars)</b>	<b>Total Income of Census Tract in PMA (dollars)<sup>1</sup></b>
1046	16.22%	28	978	159	357	58	19,375	1,121,917
1048	75.22%	28	1961	1475	684	515	23,173	11,922,620
1049	59.91%	28	3622	2170	1166	699	23,175	16,188,910
1054	28.32%	31	3967	1123	1477	418	26,732	11,181,632
1055	97.47%	30	2181	2126	820	799	29,259	23,385,373
1056.01	92.35%	27	432	399	151	139	22,232	3,100,219
1056.02	100.00%	32	2600	2600	992	992	24,505	24,308,960
1057	100.00%	37	4537	4537	2201	2201	27,696	60,958,896
1059	52.30%	38	3144	1644	1443	755	31,692	23,917,604
1063	9.08%	32	2948	268	1235	112	36,631	4,107,727
1068	79.41%	33	3156	2506	1309	1039	28,972	30,115,725
1069	100.00%	38	3798	3798	1826	1826	41,005	74,875,130
1070	100.00%	38	1834	1834	751	751	60,000	45,060,000
1102	3.80%	35	579	22	1	0	0	0
1106	4.03%	31	537	22	183	7	31,964	235,731
1107	72.85%	34	1147	836	447	326	27,647	9,002,955
1561.01	2.02%	42	1419	29	537	11	48,578	526,945
1773.03	20.37%	36	5148	1049	2115	431	43,430	18,710,751
1920	58.24%	37	2389	1391	1052	613	37,409	22,919,926
1922	46.21%	42	599	277	261	121	40,625	4,899,704
1923	75.93%	42	1558	1183	594	451	47,847	21,580,155
<b>Totals</b>			<b>48534</b>	<b>29447</b>	<b>19602</b>	<b>12263</b>		
<b>Total Income in 2000 Dollars</b>								408,120,880
<b>Inflator</b>								1.16
<b>Total Income in 2006 Dollars</b>								<b>473,420,221</b>
1. Income is calculated as follows :(percent in market area*total households*median income)								
								Capstone Seminar Big Creek Redevelopment May 4th, 2006