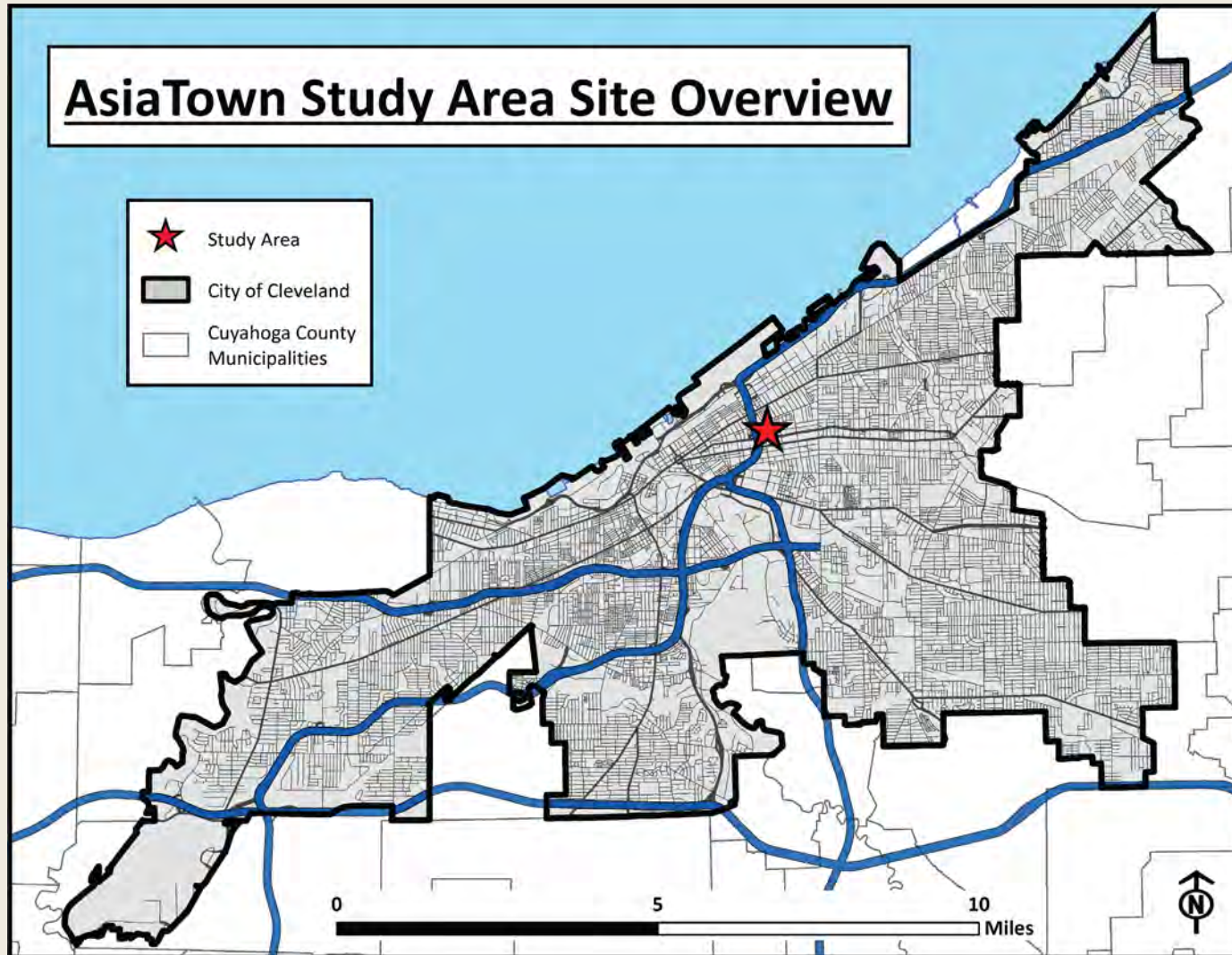




A Strategic Vision for South AsiaTown

Cleveland State University
MUPD Planning Studio
Spring 2021

Site Introduction



- AsiaTown is just East of Downtown
- In the Midtown neighborhood



ACCESS AsiaTown

Illustrative Site Plan

- Catalyst Sites
 - Buildings to Preserve
 - Proposed Park
 - Existing Commercial
 - Existing Residential
 - Existing Industrial
 - Parking Lot
 - Streetscaping Focus Areas
- N

Mission Statement

- Celebrate AsiaTown as a cultural center.
- Ensure it is friendly, safe, and accessible for residents and visitors.
- Strengthen neighborhood identity and enhance the sense of community.
- Increase prosperity for businesses and residents.
- Provide residents the ability to age-in-community:
 - Financially
 - Physically through universal design.

Vision Statement

- AsiaTown as a community will be
 - Inclusive
 - Connected
 - Accessible to all
- Multicultural destination with a unified neighborhood character
- Efficient connections to nearby neighborhoods
- Pedestrian-safe streets
- Universal design standards
 - To be accessible for residents and visitors of all ages and abilities

Existing Conditions

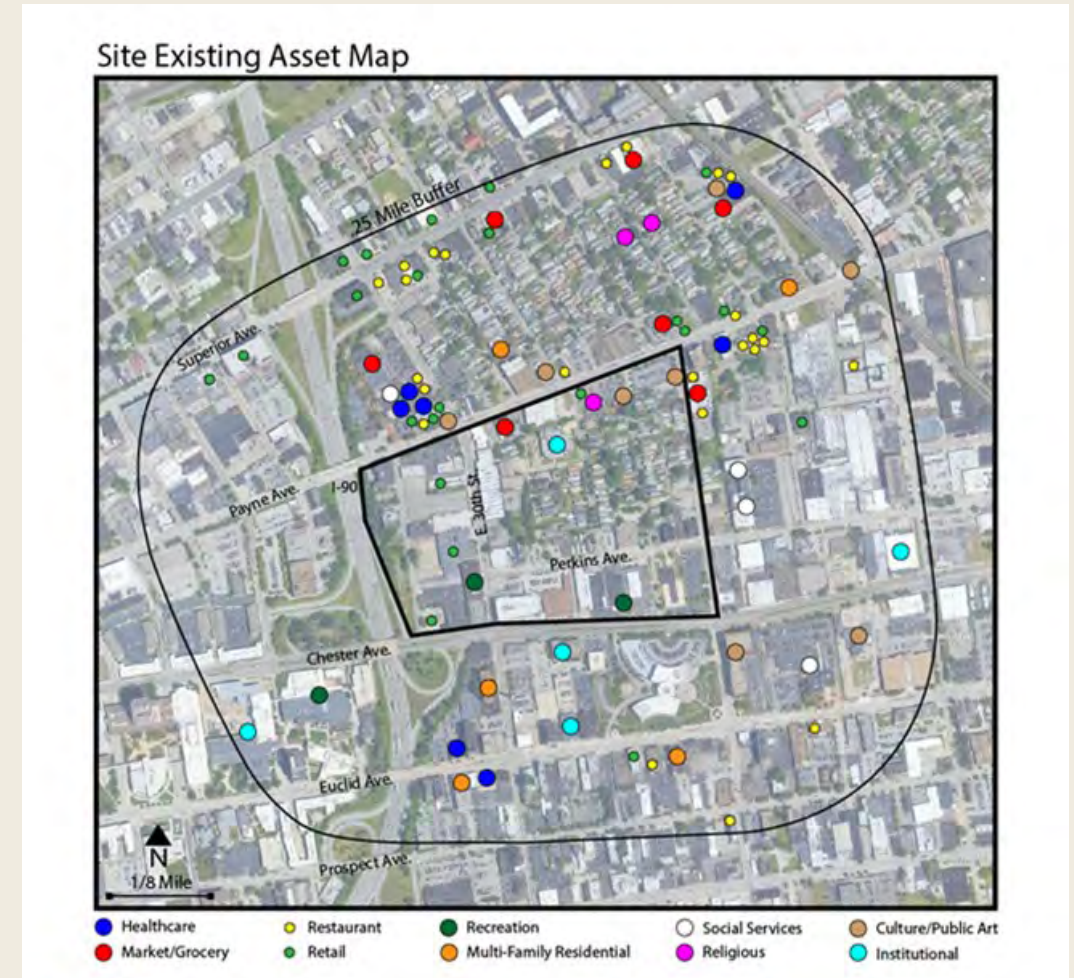
Existing Conditions: History

- 1880: Chinese residents of Cleveland form a community on West 3rd Street
- 1910: Asian community relocates to Ontario Street between Lakeside and St. Clair Avenue
- 1930: Ontario Chinatown razed, community moves to Rockwell and East 22nd
- 1970: Rockwell Chinatown begins to decline, residents begin to relocate to present day AsiaTown
- 1991: Asia Plaza opens at Payne and East 30th representing move further into Midtown
- 2006: Asian community grows around Asia Plaza and area rebranded "AsiaTown"



Existing Conditions: The Neighborhood Today

- Mix of uses
- Many markets, restaurants and retail uses
- Lack of recreation, green space and community gathering space



Existing Conditions: Current Plans

- Current future development proposals:
 - New multi-family residential development in the Dave's Grocery parking lot on the corner of Payne and East 36th
 - Community park and plaza located in the parking lot on the corner of Payne and East 33rd
 - Mixed-use development to the West of Dave's across East 33rd
 - Discussions about future road improvements to implement a bike lane on Payne Avenue

Existing Conditions: Community Insights

- Eliminate barriers to walking, biking, and using public transportation
- Enhanced crosswalks/streetscape
- Multilingual banner signs
- Public library (which includes books written in Mandarin, Thai, and Vietnamese)
- Incubator space
- Equitable and affordable housing
- Community gathering spaces that welcomes everyone
- Community programs to teach arts and culture
- Job training
- Address crime/perceived crime



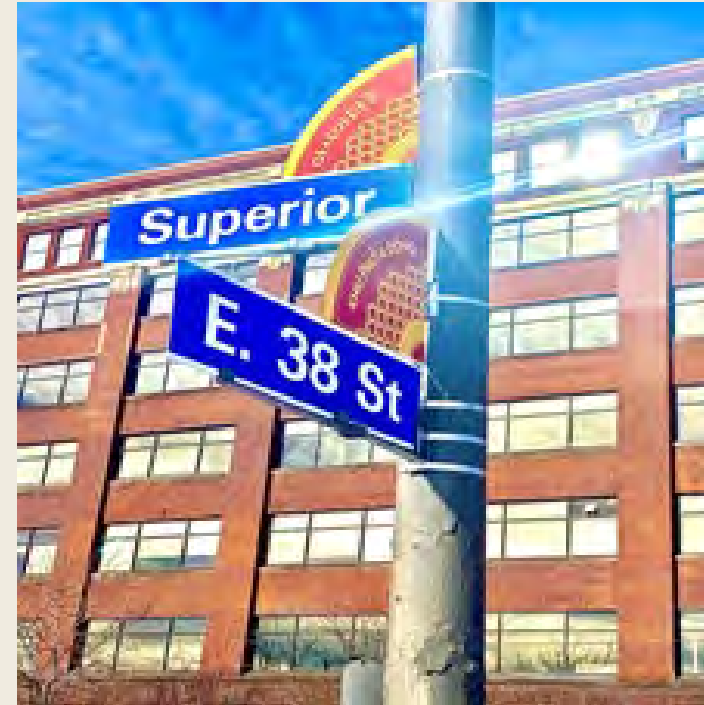
Multilingual Signage, Oakland



Ping Tom Park, Chicago

Existing Conditions: Community Insights

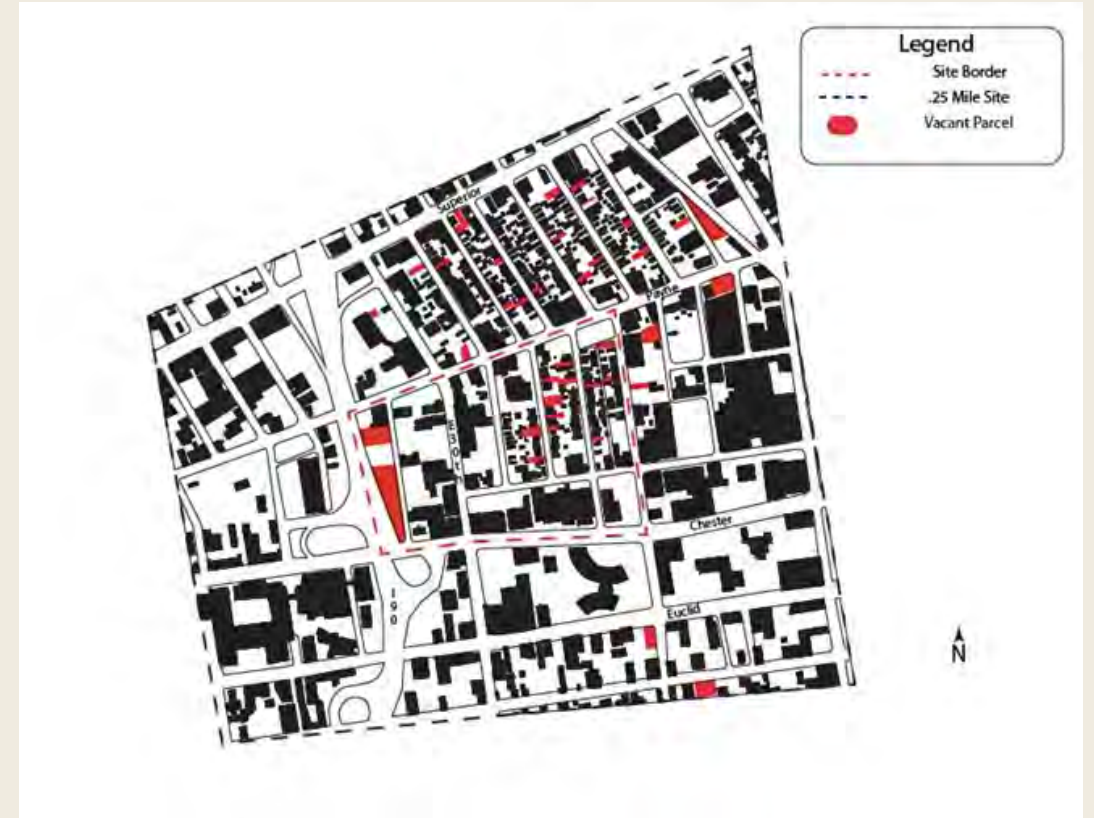
- Elevating Asian and African American creative voices in decision making efforts
- How to unify and celebrate cultural aspects of the community
- Art galleries
- Better connectivity to surrounding neighborhoods
- More art/vivid color scheme to establish the AsiaTown identity
- Community Services Ambassadors (ex. Midtown, Ohio City, University Circle, etc.)



Current Street Signage

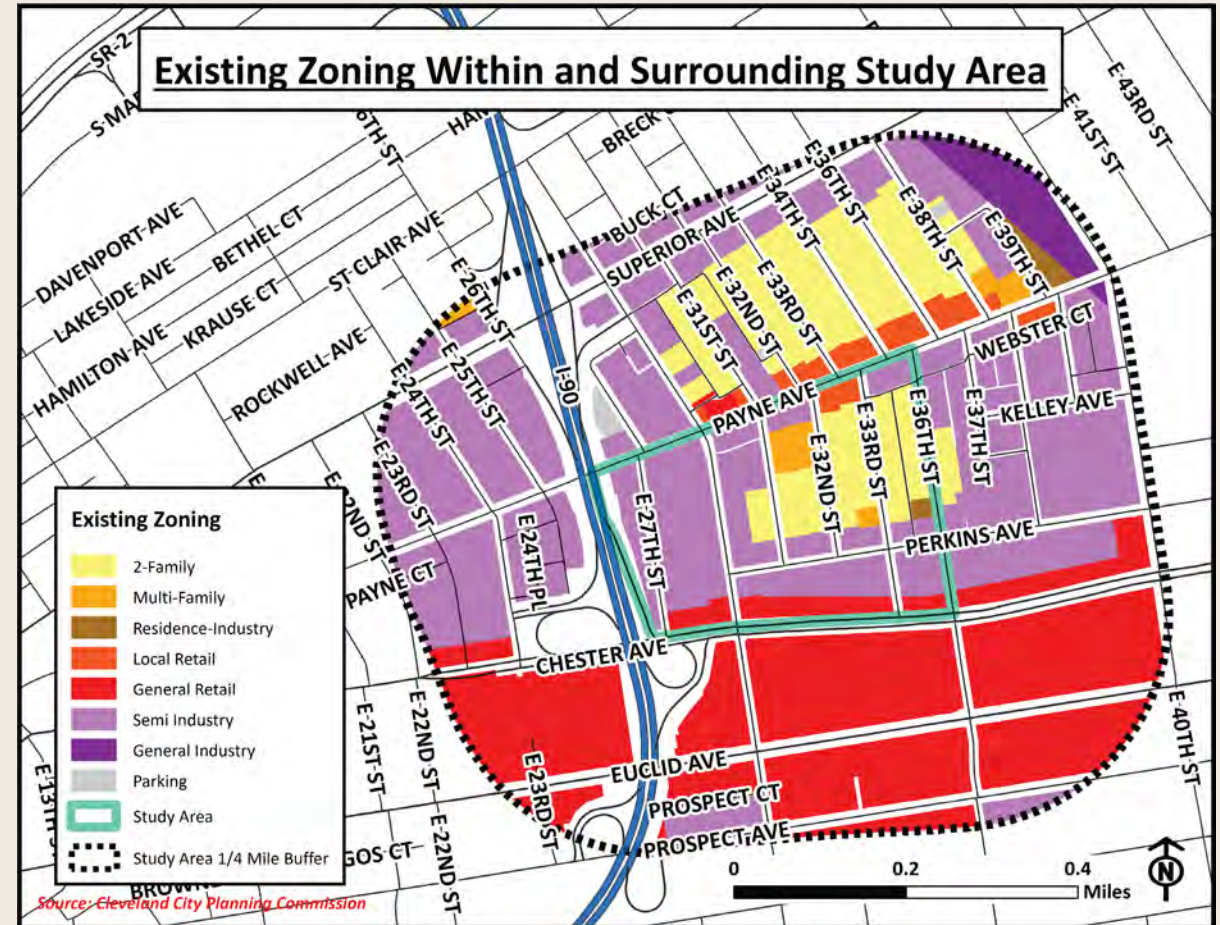
Existing Conditions: Layout and Vacancy

- Wide variety in block layout, and size
- Contrasting building sizes
- Clustered small-form residential surrounded by large warehouse and office

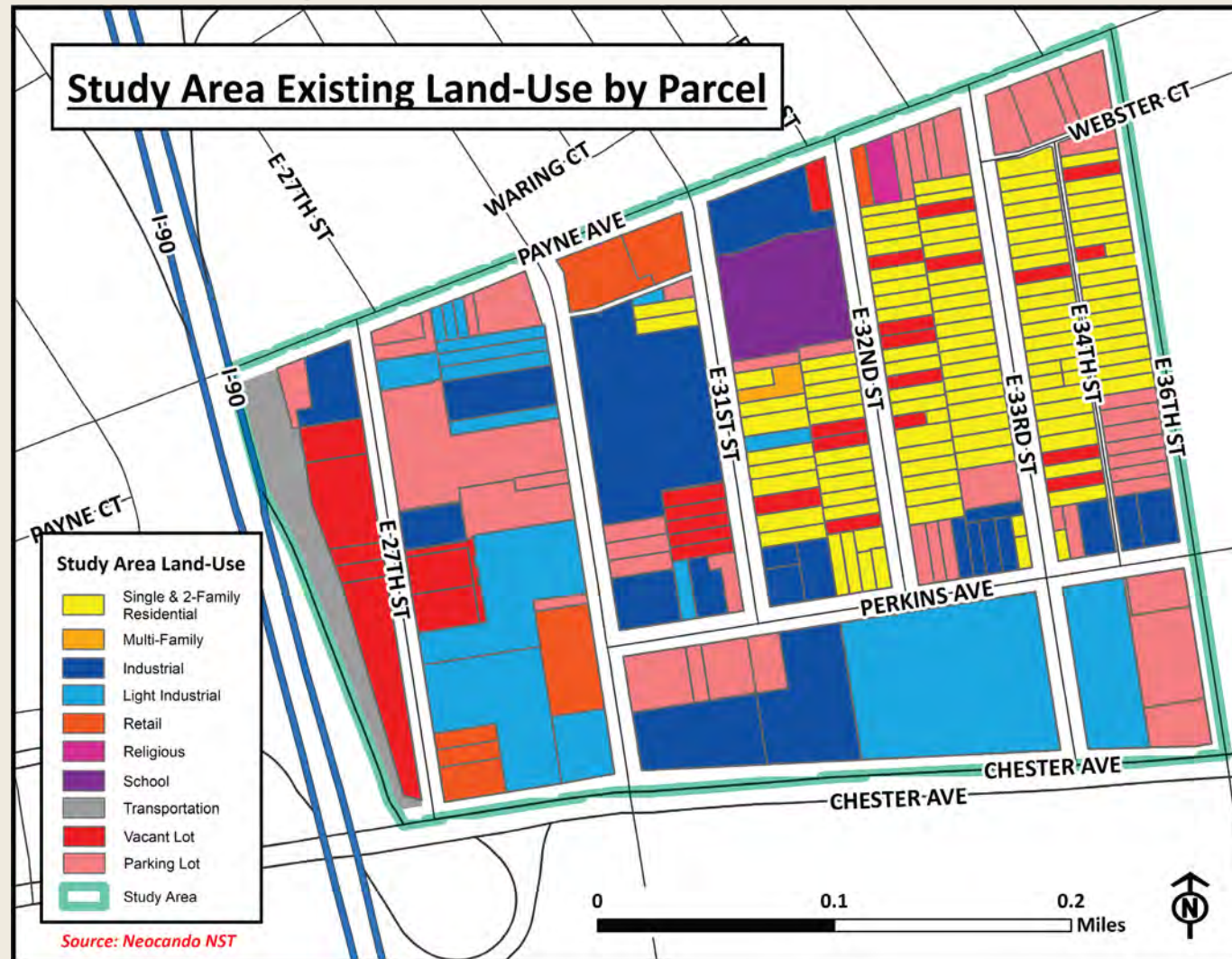


Existing Conditions: Zoning

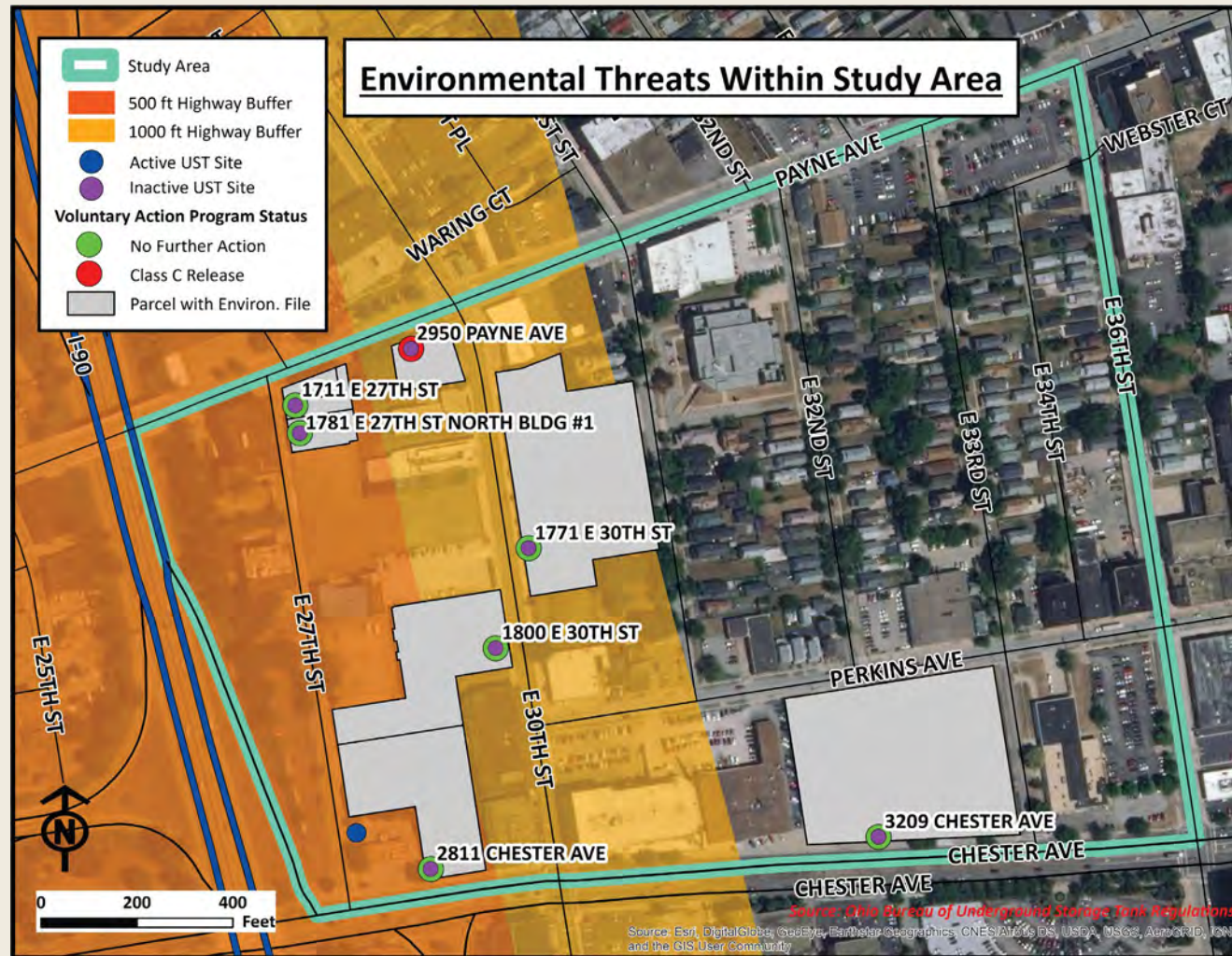
- Semi-Industry is the dominant zone in the site
 - Designed to control industry abutting retail business
- Cluster of Two-Family
 - 2 unit dwellings with permitting for up to 6 units
- Pockets of Multi-Family
- Local Retail Business along Payne Corridor
 - Commercial outfitters designed to serve the immediate locality
- Residence-Industry Classification
 - Controlled industry zones designed to abut residential uses



Existing Conditions: Land Use



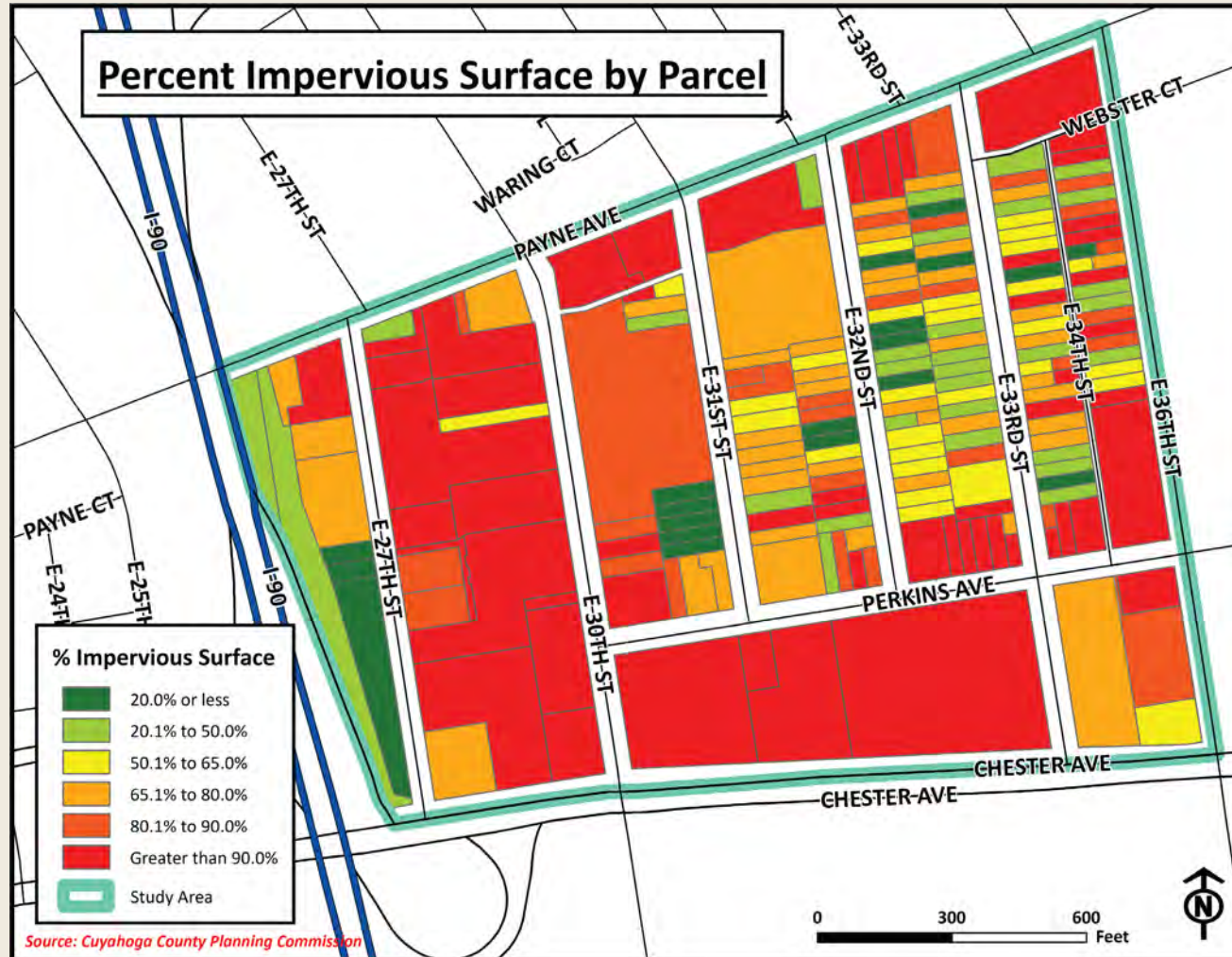
Existing Conditions: Environmental Threats



Facility Name	Address	Contents (# of USTs)	Date Removed
KRABER INDUSTRIES	1711 E 27TH ST	Gasoline (1)	19-Apr-96
PROCLEVE INVESTMENTS LTD	1781 E 27TH ST NORTH BLDG #1	Used Oil (1) Unknown (1)	1-Oct-95 31-Oct-95
PROCLEVE INVESTMENTS LTD	1800 E 30TH ST	Gasoline (1)	27-Dec-93
GEORGE R. KLEIN NEWS CO	1771 E 30TH ST	Gasoline (1) Diesel (1)	21-Jun-93 21-Jun-93
GEORGE R. KLEIN NEWS CO	2950 PAYNE AVE	Gasoline (2) Used Oil (1)	22-Sep-98 22-Sep-98
PEPSI COLA BOTTLING	3209 CHESTER AVE	Gasoline (3) Diesel (2)	26-Feb-91 26-Feb-91
UNKNOWN	2811 CHESTER AVE	Diesel (1)	1-Dec-87

Source: Ohio Bureau of Underground Storage Tank Regulations (2021)

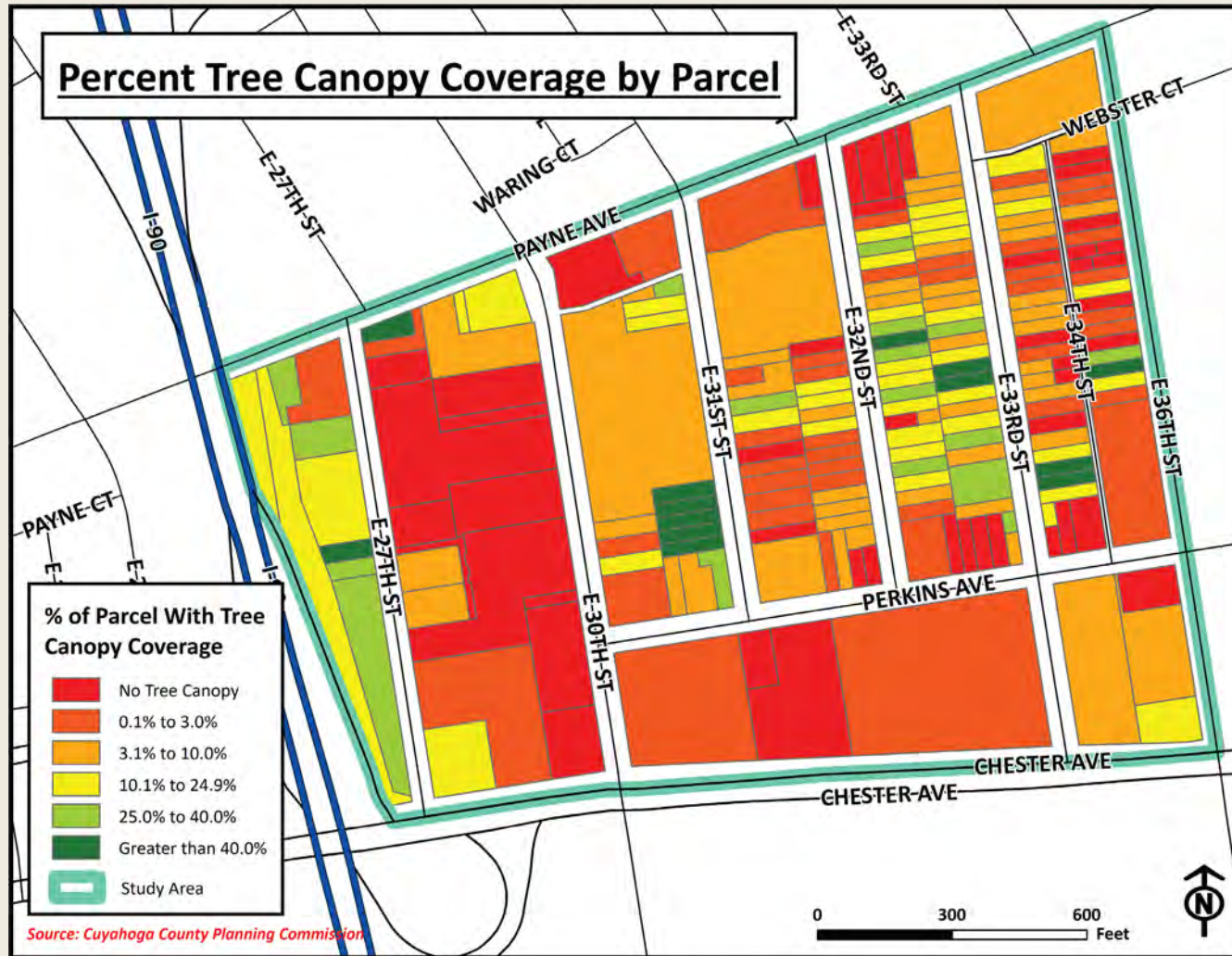
Existing Conditions: Impervious Surfaces



2019 Study Area Impervious Surfaces	
Land Use Categories	% Impervious Surfaces
All Residential	67.7%
Single-Family	62.8%
Two-Family	70.4%
Multi-Family	68.5%
Retail	93.4%
Office	78.8%
Industrial	91.7%
Institutional	74.6%
Vacant Land	16.1%
Overall	78.7%

Source: Cuyahoga County Planning Commission (2019)

Existing Conditions: Tree Canopy Coverage



Study Area Tree Canopy			
Land Use Categories	% Tree Canopy (2019)	Change in Canopy SF (2011-2019)	% Change in Canopy (2011-2019)
All Residential	10.8%	-12,179	-20.8%
Single-Family	12.1%	-7,033	-30.3%
Two-Family	9.9%	-4,323	-16.9%
Multi-Family	10.7%	-823	-8.5%
Retail	4.1%	2,275	22.7%
Office	8.1%	3,469	64.5%
Industrial	4.0%	-2,278	-6.0%
Institutional	8.2%	-1,366	-13.0%
Vacant Land	20.2%	2,440	12.3%
Total	9.3%	-7,639	-5.4%

Source: Cuyahoga County Planning Commission (2019)

American Forests Tree Canopy Guidelines:

City Overall: 40%

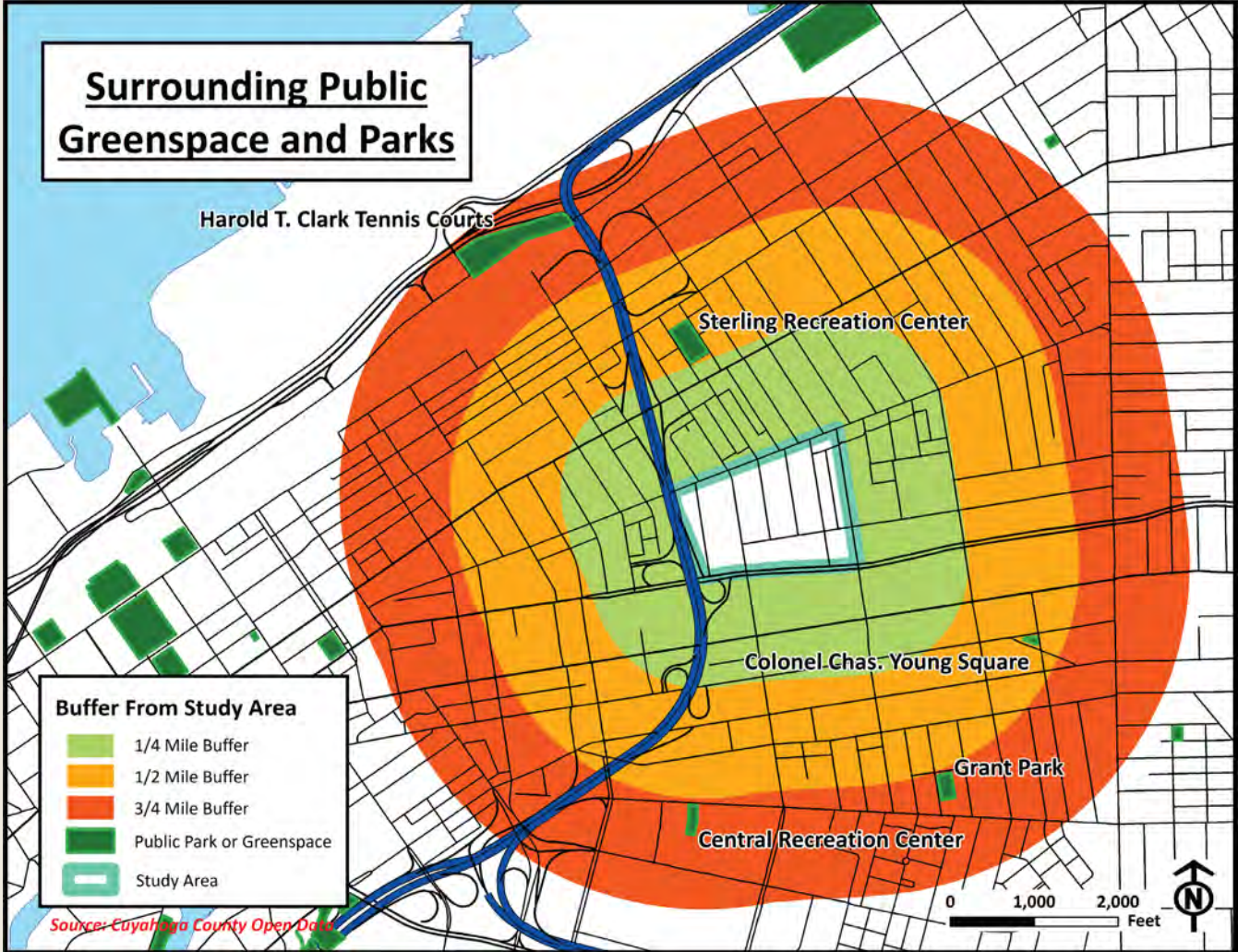
Urban Neighborhoods: 25%

Central Business District: 15%

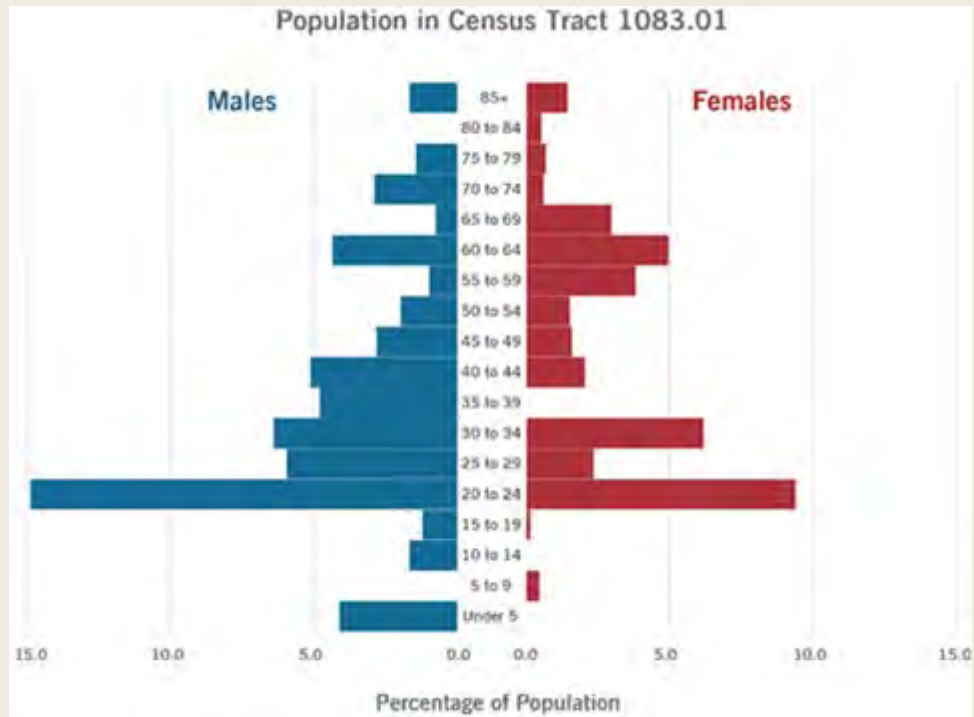
Cleveland Tree Plan:

30% Canopy by 2040

Existing Conditions: Public Greenspace Access

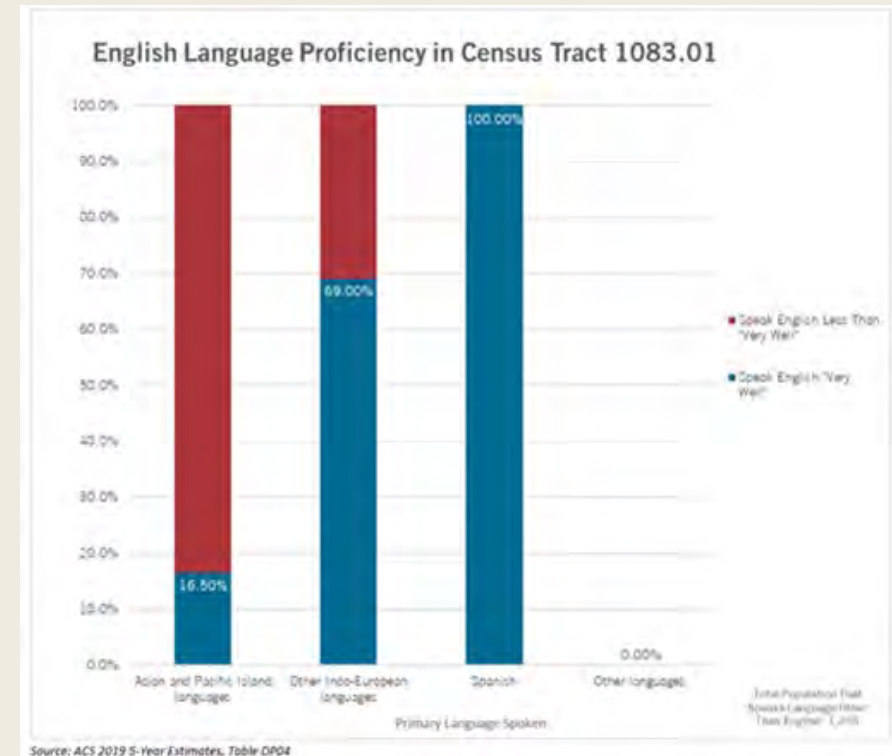
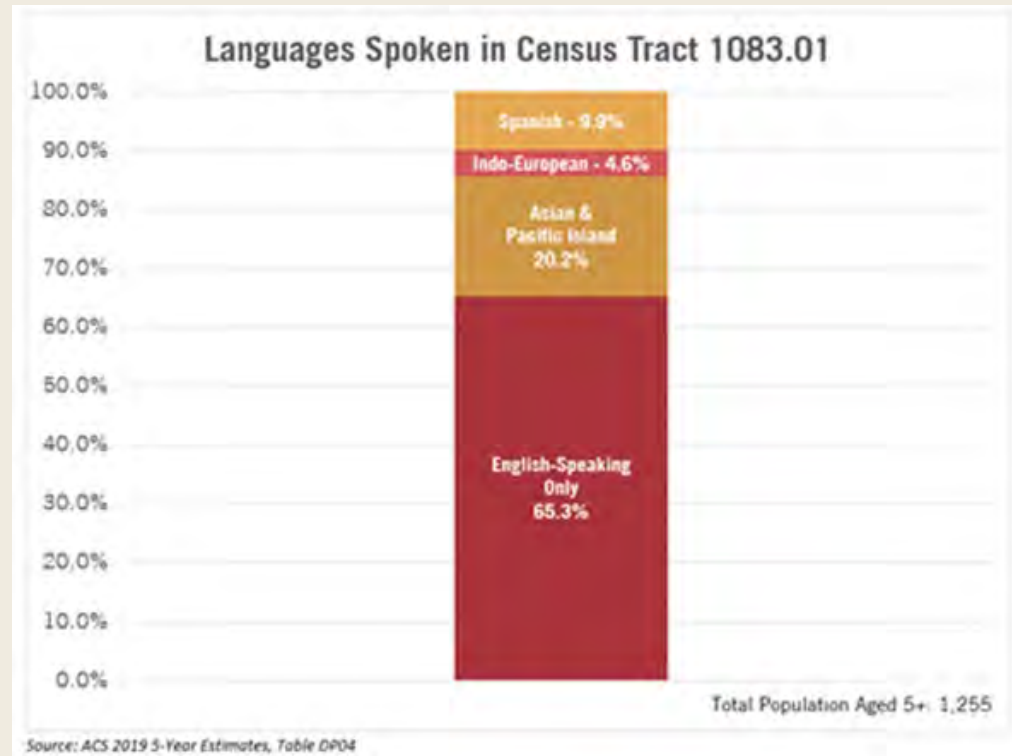


Existing Conditions: Population



Race	Estimate	Percent
Total population	1,309	100.0%
White	570	43.5%
Black or African American	341	26.1%
American Indian and Alaska Native	0	0.0%
Native Hawaiian and Other Pacific Islander	0	0.0%
Asian	323	24.7%
Asian Indian	29	2.2%
Chinese	294	22.5%
Filipino	0	0.0%
Japanese	0	0.0%
Korean	0	0.0%
Vietnamese	0	0.0%
Other Asian	0	0.0%
Some other race	0	0.0%
Two or more races	75	5.7%

Existing Conditions: Language



Existing Conditions: Poverty Employment

Population Below the Poverty Threshold and Median Household Income

	Census Tract 1083.01	Zip Code 44114
	Estimate	Estimate
Total Population	1,309	6,849
Income in the past 12 Months Below Poverty Level:	470 (35.9%)	2,798 (40.9%)
Median Household Income	\$25,403	\$36,182

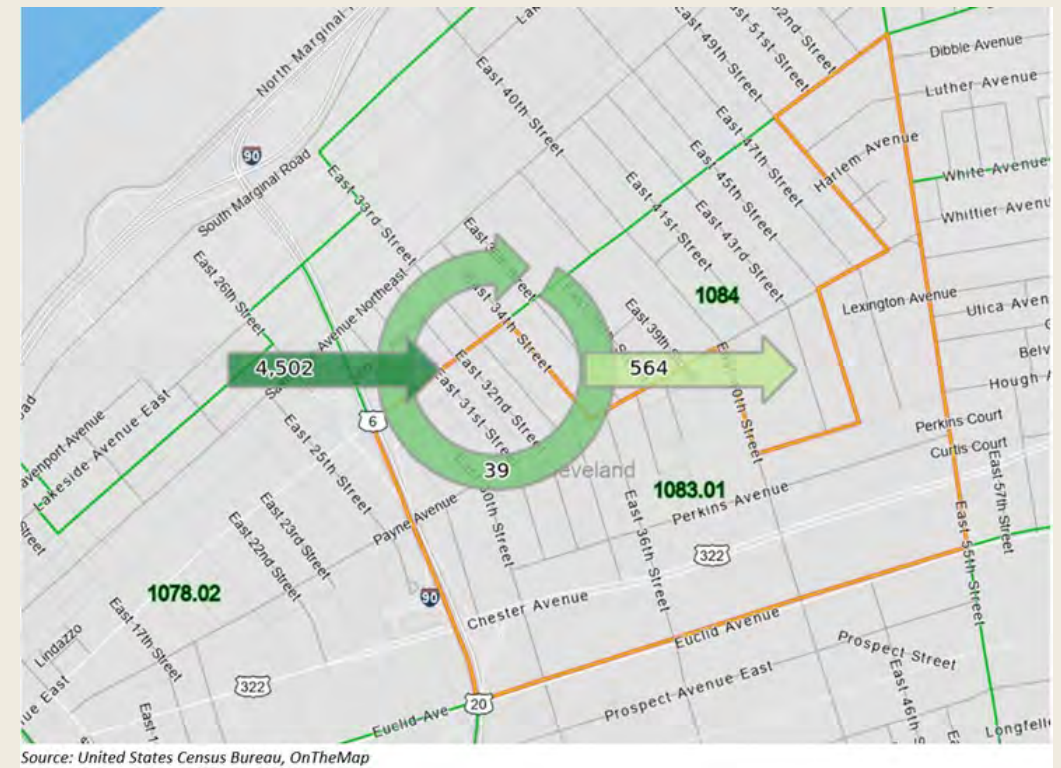
Source: ACS 2019 5-Year Estimates, Tables DP03 & B17001

Rent-Burdened Households

Gross Rent as a Percentage of Income	Census Tract 1083.01		Zip Code 44114	
	Estimate	Percent	Estimate	Percent
Occupied units paying rent	555	100.0%	3,248	100.0%
Less than 15.0 percent	85	15.3%	439	13.5%
15.0 to 19.9 percent	98	17.7%	463	14.3%
20.0 to 24.9 percent	59	10.6%	455	14.0%
25.0 to 29.9 percent	36	6.5%	527	16.2%
30.0 to 34.9 percent	25	4.5%	337	10.4%
35.0 percent or more	252	45.4%	1,027	31.6%
Total Paying 30.0%+	277	49.9%	1364	42.0%

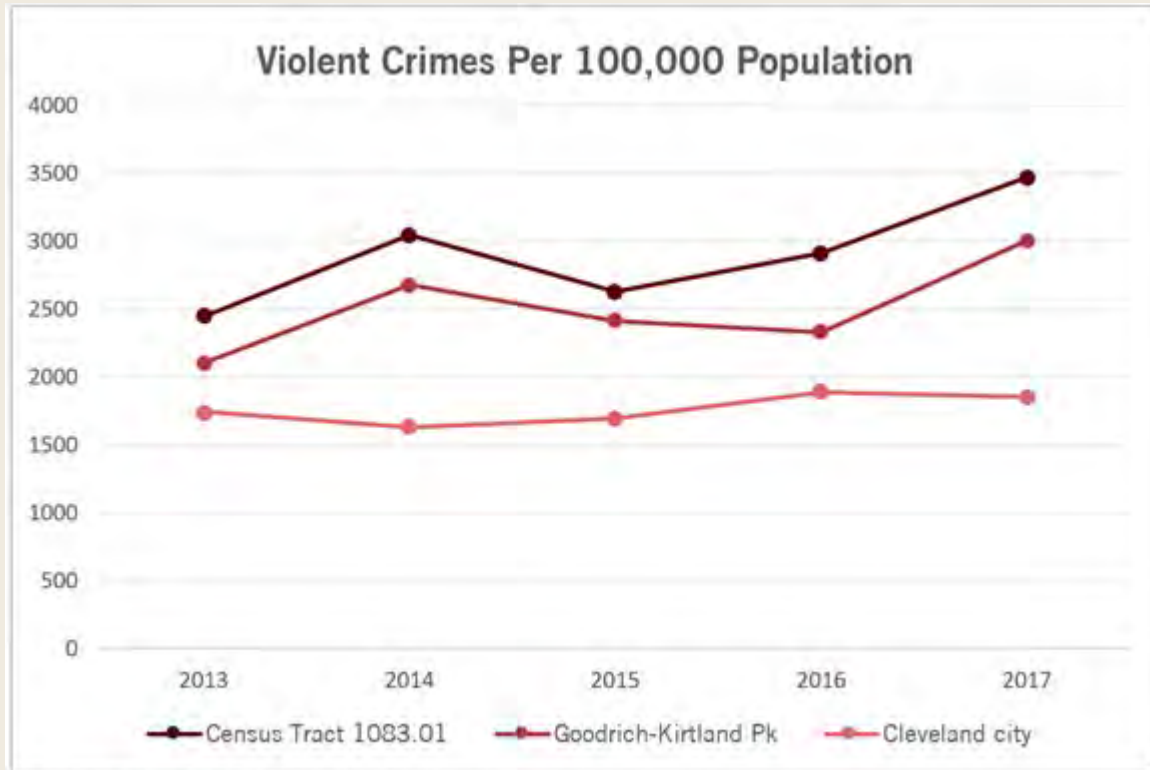
Source: ACS 2019 5-Year Estimates, Table DP04

Employment Inflow/Outflow

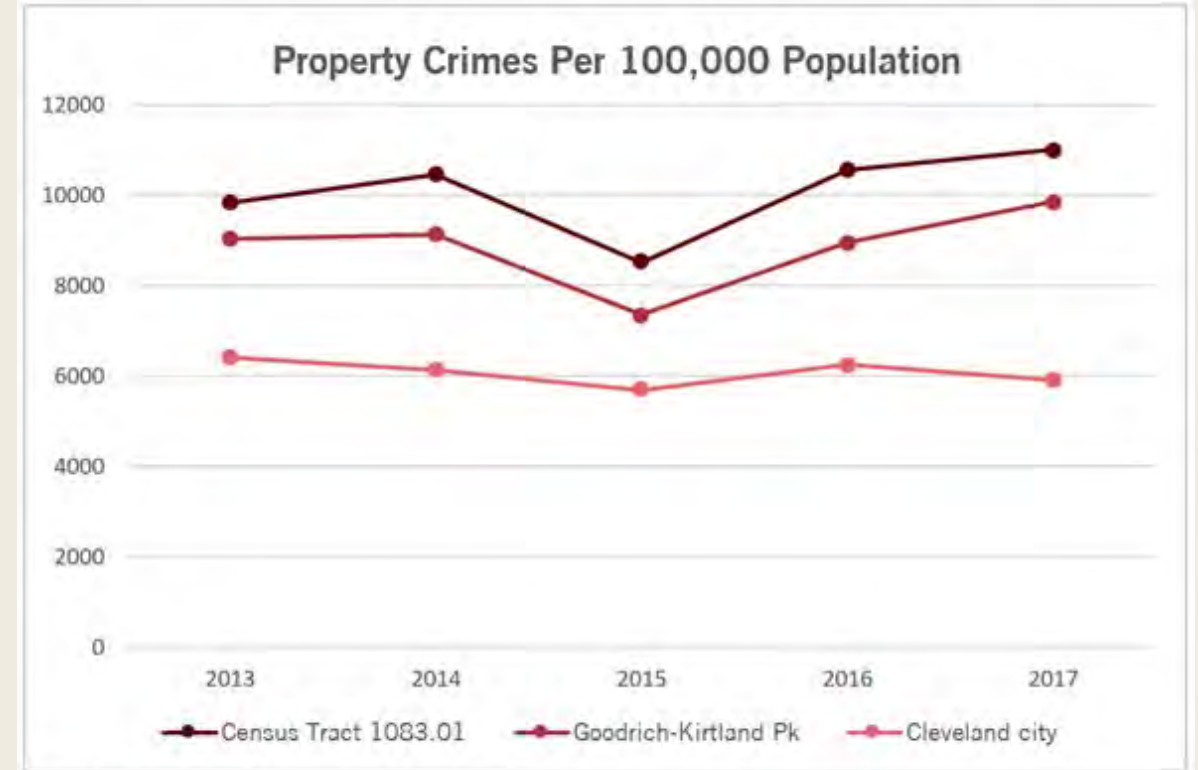


Source: United States Census Bureau, OnTheMap

Existing Conditions: Crime and Safety



Source: NEOCANDO, "Neighborhood Data Warehouse"



Source: NEOCANDO, "Neighborhood Data Warehouse"

Existing Conditions: SWOT

Strengths, Weaknesses, Opportunities, Threats

Strengths

- Active local CDC
- Cultural Identity
- Location
- Retail and Restaurant Options

Opportunities

- Build identity through placemaking
- Partner with local businesses to enhance streetscape
- Sites available for new development
- Partner with local institutions

Weaknesses

- No green space
- Not pedestrian friendly
- Lack of accessible infrastructure
- Unfriendly zoning

Threats

- Funding
- Possible environmental issues identified
- Inability to gain trust of residents

Applied Planning Concepts

Applied Planning Concepts: Aging in Place and Aging in Community

- Aging in Place
 - Universal design implementation in homes
 - Accessory dwelling units (ADU)
 - Senior living options
 - Naturally-Occurring Retirement Communities (NORCs)
 - Villages
- Aging in Community
 - Continuing Care Retirement (CCR) facilities
 - Intergenerational Living
 - Intergenerational Communities

Example ADU



Applied Planning Concepts: Underlying Principles

- Universal Design
 - Designing neighborhoods that fit all people, regardless of Age, Sex, or physical Ability.
 - Roads, Homes, Sidewalks, Parks, Stores, Ect.
- Whole Person Approach
 - Integration of physical healthcare access & wellness practices
 - Transportation assistance
 - Social club organization
 - Health & safety workshops
 - Health screening
 - Volunteer home repairs
 - Exercise classes
 - Educational programs



Applied Planning Concepts: Design Considerations

- Streets

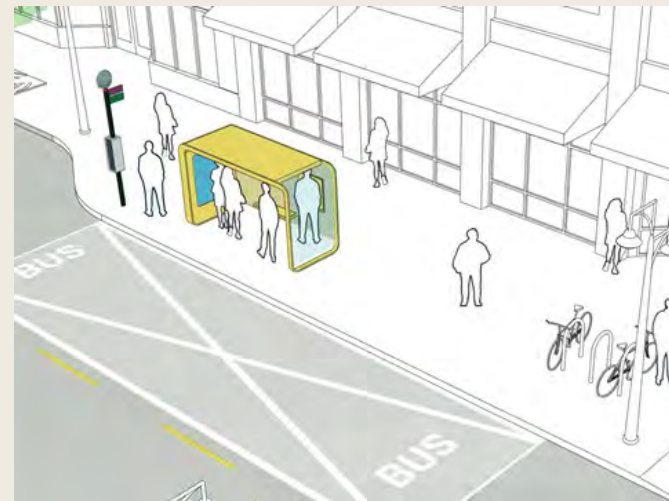
- Road diet to reduce lanes and width, dedicated bike lanes
- Wide sidewalks pedestrian islands, curb extensions, parklets and landscaping

- Public Spaces

- Americans with Disabilities Act
- Ramps
- Places to sit or rest
- Wide Pathways
- Legible Signage
- Activities for individuals with limited mobility

- Transit

- Comfortable walk
- Affordable service
- Stops near senior destinations
- Shelters, seating, and signage



Transit Stop Concept

Applied Planning Concepts: Cultural Placemaking

- Engage neighborhood residents
- Celebrate cultural identities within neighborhood
- Address social and economic issues
- Asia/Chinatown
 - Authentic dining, shopping, and entertainment within walking distance
 - Cultural celebrations (Chinese New Year, Autumn Moon Festival)
 - Traditional East Asian architectural features
 - Public art celebrating cultural identity



Chinatown Gate, Chicago

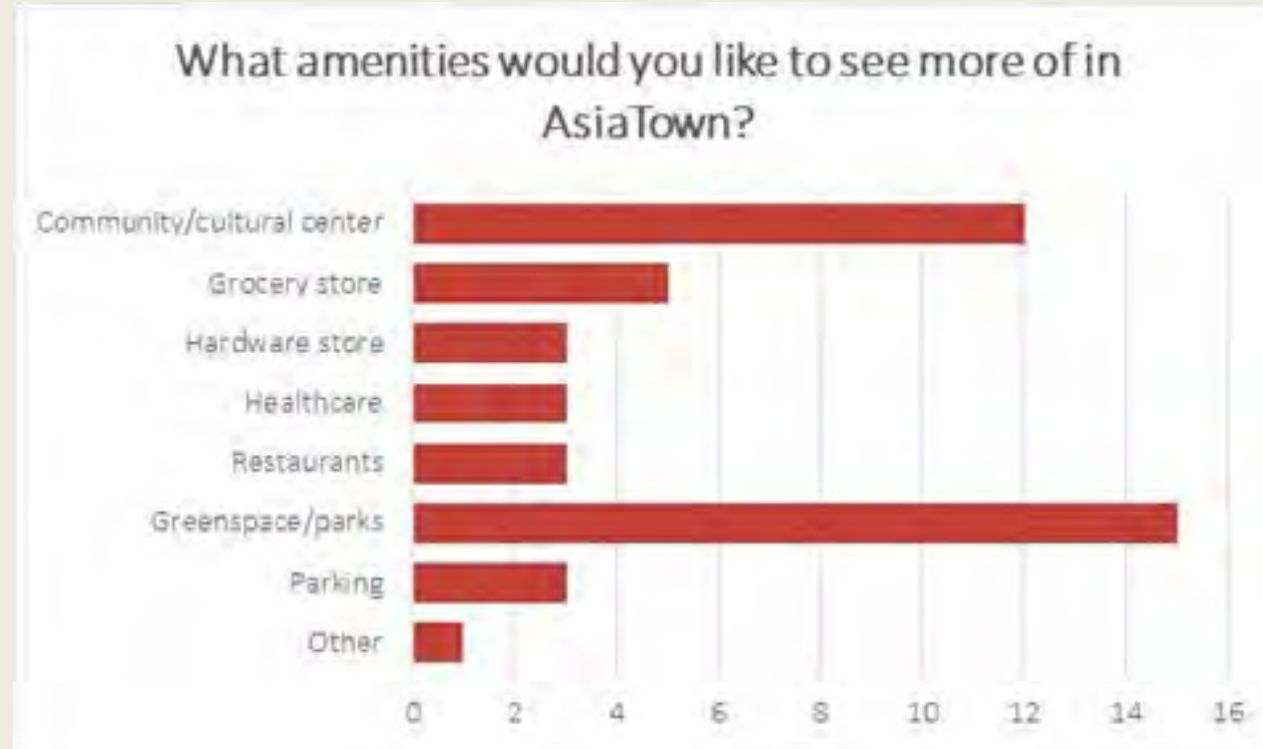
Public Engagement Process

Public Engagement Process

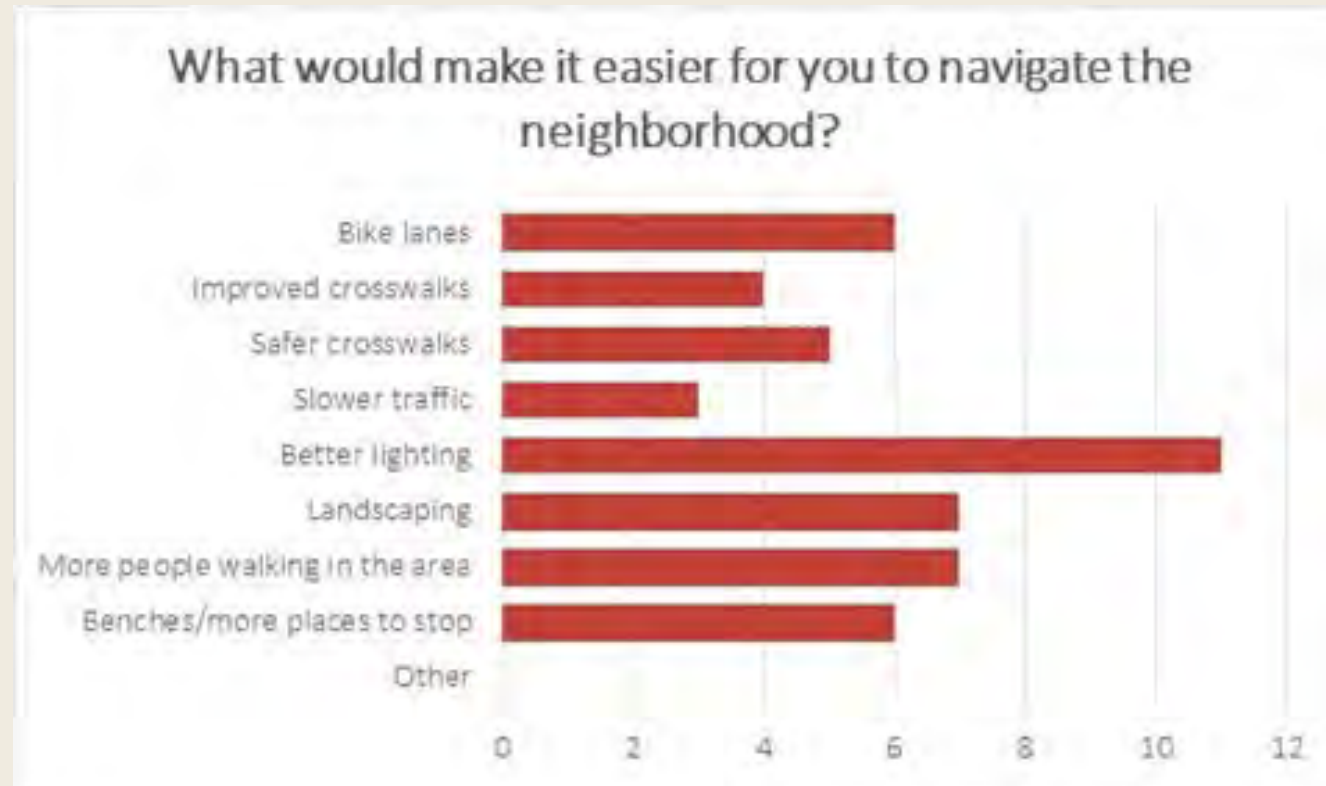
- Sought public input through surveys
- Our community survey done online
- Created through Qualtrics
 - Distributed via pamphlets and displays at Park to Shop, Asia Plaza Pharmacy, Koko Bakery, and the CSU Student Center
 - Provided both a link and a QR code
- Received 20 responses



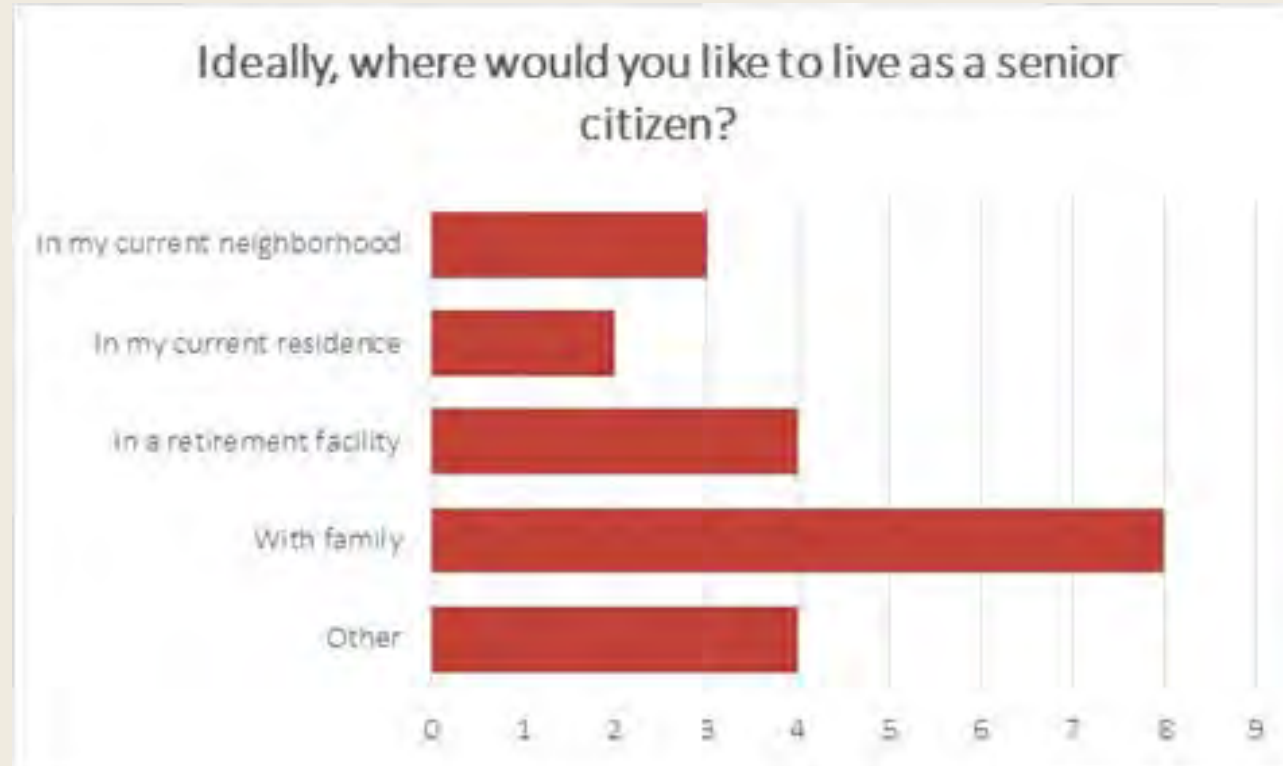
Public Survey Findings



Public Survey Findings



Public Survey Findings



Public Survey Takeaways

- Need for greenspace and parks
- Desire for public gathering spaces
- Better lighting
- Community and cultural centers
- Most respondents are visitors or are running errands
- Most drive in and around the area
- People would prefer to live with family as a senior
- Most people feel somewhat safe in AsiaTown

Stakeholder Survey Process

- Identified key stakeholders in and around the site
- Conducted interviews via Zoom or over the phone
 - Insights about the area
 - The role they play in AsiaTown
 - Strengths and weaknesses of the area
 - Vision for the future
- 10 interviews conducted

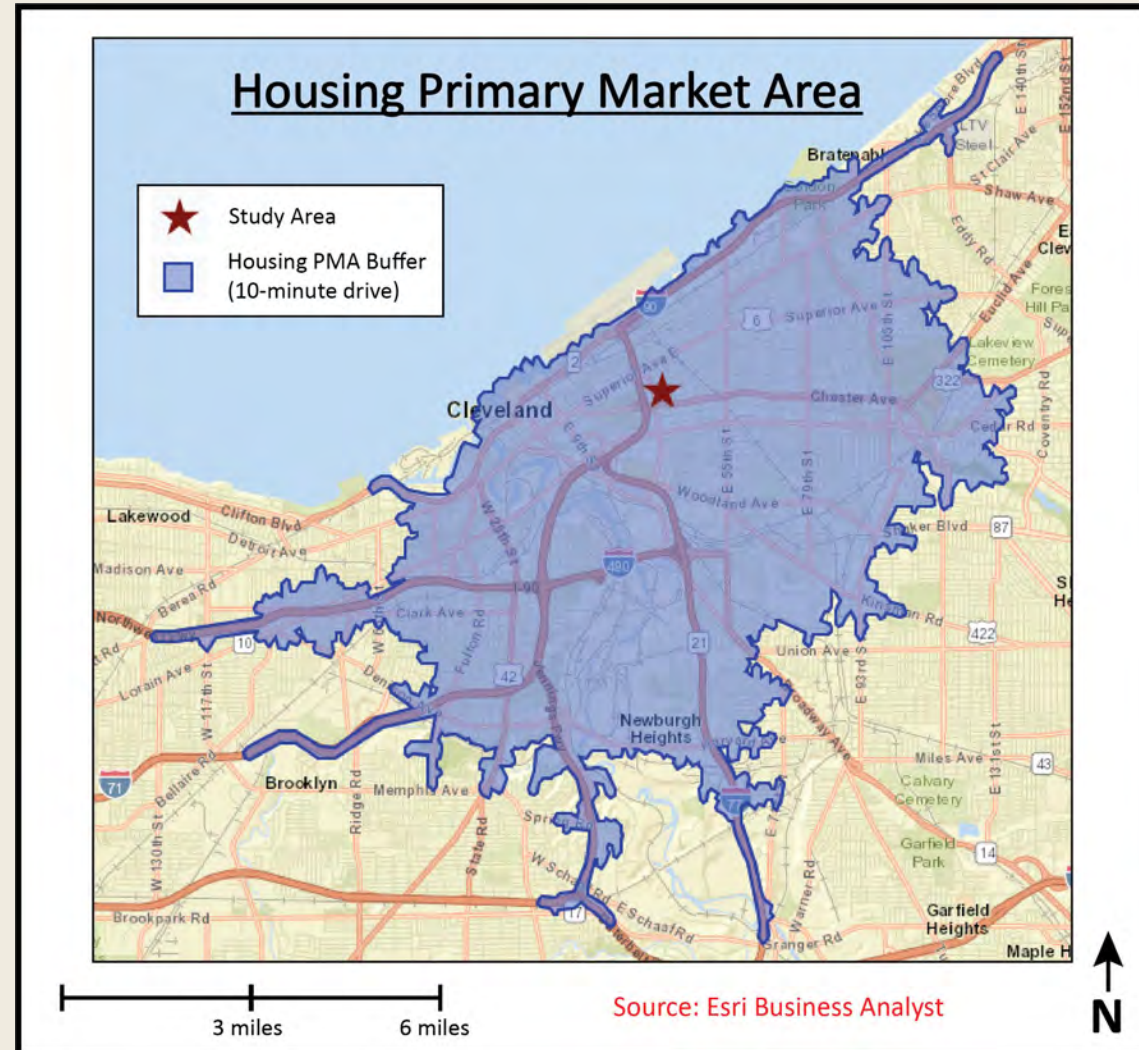
Stakeholder Survey Takeaways

- Dave's leaving had big impact on neighborhood
- Neighborhood walkability needs to be improved
- Enhance the physical environment
- There is a strong culture and community
- Enhance the communication of existing services and programs
- Greater engagement from CSU
- Housing is marketed through word of mouth
- More diverse housing options are needed

Market Analysis

Multi-Family Primary Market Area

- Housing primary market area determined by 10-minute drive time during normal driving conditions
- Secondary demand considered as well



MF Competitors Within PMA

- All 4 and 5-star MF housing inventoried
- 57 buildings
- 8,658 units
- 659 units under construction
- Current vacancy at 23.3%
- Average price per square foot of \$1.74

4 & 5 Star MF Housing Within PMA		
Inventory		
Buildings		57
Units		8,658
Avg Units/ Building		152
Avg SF/ Unit		945
Units Under Construction		659
Vacancy Rate		
Current		23.3%
Frictional		11.0%
Average Rent		
	\$/SF	\$1.74
	\$/Unit	\$1,652
	Studio	\$1,068
	1 Bedroom	\$1,375
	2 Bedroom	\$2,037
	3 Bedroom	\$2,742
Source: CoStar		

MF Demand: Housing Niche Analysis

- Demand for multi-family housing within PMA determined by:
 - Household incomes
 - Owner occupied housing values
 - Rents paid
 - Current vacancies
- House price affordability determined using 3X multiplier of yearly household income
- Rent price affordability determined by 30% of monthly household income
- Assuming a 10% capture, the project could support around 398 units within the green price range bands

Housing Niche Analysis Results				
House Price Affordability Range		Rental Price Affordability Range		Net Demand

\$105,000	\$119,997	\$875	\$999	(958)
\$120,000	\$134,997	\$1,000	\$1,124	(83)
\$135,000	\$149,997	\$1,125	\$1,249	487
\$150,000	\$164,997	\$1,250	\$1,374	(156)
\$165,000	\$179,997	\$1,375	\$1,499	39
\$180,000	\$194,997	\$1,500	\$1,624	209
\$195,000	\$209,997	\$1,625	\$1,749	742
\$210,000	\$224,997	\$1,750	\$1,874	772
\$225,000	\$239,997	\$1,875	\$1,999	59
\$240,000	\$254,997	\$2,000	\$2,124	99
\$255,000	\$269,997	\$2,125	\$2,249	380
\$270,000	\$284,997	\$2,250	\$2,374	380
\$285,000	\$299,997	\$2,375	\$2,499	380
\$300,000	\$314,997	\$2,500	\$2,624	33
\$315,000	\$329,997	\$2,625	\$2,749	118
\$330,000	\$344,997	\$2,750	\$2,874	142
\$345,000	\$359,997	\$2,875	\$2,999	142
\$360,000	\$374,997	\$3,000	\$3,124	142
\$375,000	\$389,997	\$3,125	\$3,249	160

Sum of Green Range: 3,983 Units Needed				
10% project capture: 398 Units				

Senior Housing Competitors Within PMA

- All 3 and 4-star senior housing inventoried
- 21 buildings
- 2,715 units
- 0 units under construction
- Current vacancy at 4.7%
- Average price per square foot of \$1.09
- 19 of the 21 senior housing buildings are exclusively affordable units

3 & 4-Star Senior Housing Within PMA		
Inventory		
	Buildings	21
	Units	2,715
	Avg Units/ Building	129
	Avg SF/ Unit	793
Units Under Construction		0
Vacancy Rate		
	Current	4.7%
	Frictional	5.2%
Average Rent		
	\$/SF	\$1.09
	\$/Unit	\$941
	Studio	\$823
	1 Bedroom	\$820
	2 Bedroom	\$921
	3 Bedroom	\$1,315
Rent Type		
	Affordable	19
	Market Rate	1
	Mix	1
Source: Costar		

Senior Housing Demand

- Senior population within PMA expected to increase in both number and share of overall population
- 3-year demand of 363 senior units within PMA
- With 30% capture, project can absorb 109 senior units

Senior Population Within PMA (65+)		
	Count	% of Total Population
2020	17,357	12.6%
2025 Estimate	19,895	14.3%
Increase	2,538	1.7%
% Increase	14.6%	13.5%

Source: Esri Business Analyst

Senior Housing Demand Estimate	3 Star+ Senior Housing Demand Within PMA
(Yearly Net Absorption of Units + Anticipated Demolitions)	53
minus	minus
(Actual Vacancy - Frictional Vacancy)	128
minus	minus
(Units Under Construction - Avg Units Under Construction)	0
equals	equals
Current Annual Demand for 3 Star Plus Senior Housing Units	121
Estimated 3-yr PMA Demand	363
Project Capture Rate	30%
Possible Project Absorption	109

source: CoStar & Market Analysis for Real Estate (Fanning, 2005)

Student Housing Supply

- Information on all multi-family housing within ½ mile of CSU collected excluding dorms
- 34 multi-family buildings found in area
- 10,046 beds available within that area
- Current vacancy at 19.9%
- Average Rent is \$1.68/sf or \$1,469/unit
- Around 3,959 beds and around 2,201 units available to students with dorms

Potential Student Housing in .5 Mile Radius of CSU		
Multi-Family Type	Beds	Units
Student-Only	1442	655
Student-Focused	2883	2052
50% Capture of Students	1442	1026
Non-Student	7163	3468
15% Capture of Students	1075	520
Total	3959	2201
Source: Costar		

Student Housing Demand

- Enrollment for CSU is around 16,106
 - Demand for 4,027 beds assuming 25% of students live on or near campus
- The CSU 2.0 Plan establishes the goal of increasing enrollment by 4,500 by 2025
 - Student enrollment around 20,610 by 2025
 - Bed demand of 5,153

Current Student Housing Demand		
Assumptions		
	Bed to Unit Ratio	1.82
	Students living on or near campus	25%
Demand		
	Current Students	16,106
	Bed Demand	4,027
	Unit Demand	2,212

Source: Costar, 2014 Campus Master Plan

Student Housing Demand and Supply Gap

- Based on current enrollment numbers, there is a gap of around 83 beds
- Using the CSU 2.0 projections, this gap reaches 1,194 beds

Student Housing Demand and Supply Gap		
Current Gap		
Current Student Demand		4,027
Current Beds Available		3,959
Current Bed Gap		68
Projected Gap (CSU 2.0 Plan)		
Projected Student Demand		5,153
Current Beds Available		3,959
Projected Bed Gap		1,194

Source: Costar, 2014 Campus Master Plan, CSU 2.0 Plan

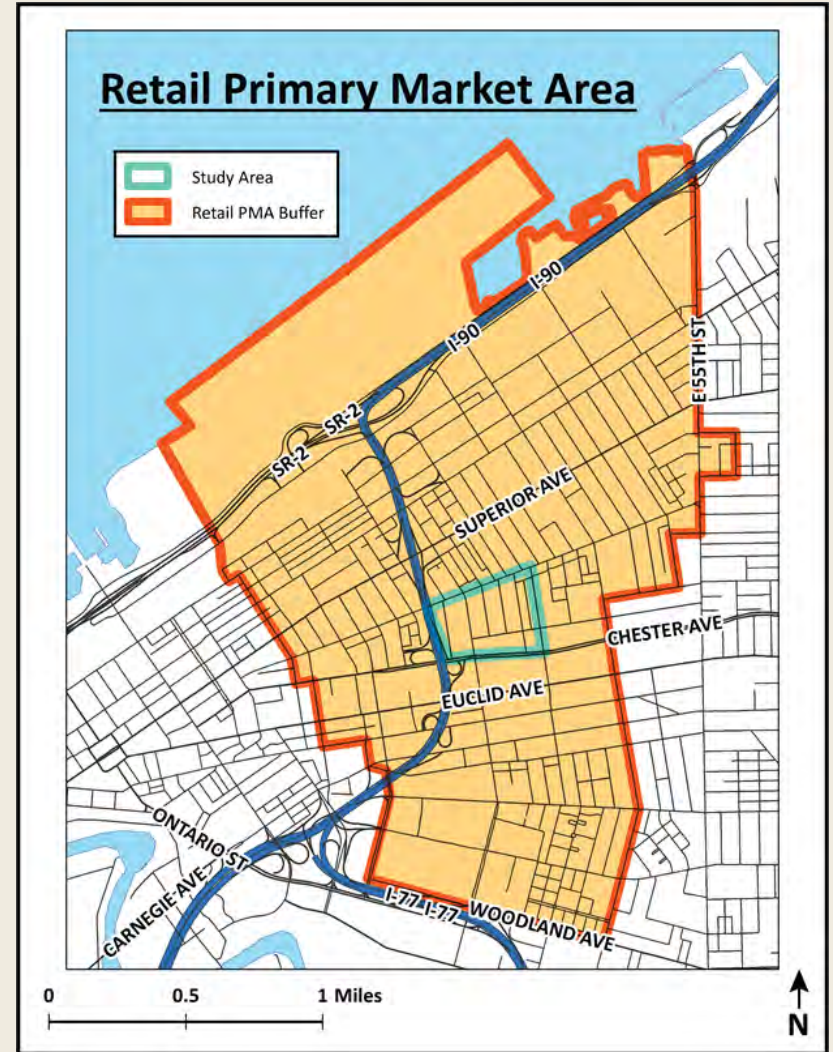
Intergenerational Analysis

- Current intergenerational housing make-up versus introduction of new concept intergenerational housing
- Introduction and implementation of a new concept to the community and Greater Cleveland
- Variation of housing options introduced to fulfill the desires and needs of the community
- Increased comparable housing options for the area

Retail Primary Market Area

- Retail primary market area determined using gravity model
- Adjustments made based on roadways and perceived barriers

Retail Gravity Model					
Grocery Store	Address	SF	Distance	SF Ratio	Distance Boundary
Proposed Grocery Store	Study Area (NW section)	42,000	-	-	-
Dave's Market & Eatery	1929 E 61st Street	56,190	1.1	1.34	0.5
Save A Lot	7210 Superior Ave	14,500	1.8	0.35	1.1
Heinen's	900 Euclid Ave	27,000	1	0.64	0.6



Retail Supply and Demand

- Inventory of all 1st floor retail in the PMA
- Roughly 1.45 million square feet of retail space inventoried and categorized
- Demand determined based on # of households and average household income, as well as # of daytime workers and average worker income
 - Due to the PMA's low median household income, a low-income multiplier of 86% was used to account for other forms of wealth not associated with income
- Total PMA spending power is \$428,729,106

Retail Demand Table	
PMA Information	Amount
Total Population	11,985
Households in PMA	4,828
Average HH Income	\$35,021
Total Income in PMA	\$169,081,388
Total Income (2021)	\$171,955,772
Low Income Multiplier	86%
Additional Income	\$147,881,964
Total Household PMA Income	\$319,837,736
Workers	13,390
Average Income of Workers within 30 minutes of PMA	\$33,666
Estimated Time Workers Spend in PMA	22.80%
Estimated Income from Workers	\$107,070,178
Total Worker Income (2021)	\$108,890,371
Total PMA Spending Power	\$428,728,106
Source: Esri Business Analyst, ACS Population Summary	

Retail Niche Analysis

Retail Niche Analysis									
Category	Spending Power in PMA	% of HH Income Spent	Capture Rate	Potential Sales	Supportable SF	Existing SF	Net Supportable SF	Typical SF/Store	Stores Needed
Retail Goods									
Women's Clothing & Specialty Stores	\$428,728,106	1.51%	70%	\$4,531,656	23,974	4,841	19,133	6,000	3.2
Jewelry Stores	\$428,728,106	0.39%	70%	\$1,170,428	3,035	500	2,535	1,250	2.0
Optical Goods Stores	\$428,728,106	0.22%	70%	\$660,241	2,207	0	2,207	1,500	1.5
Family Clothing Stores	\$428,728,106	0.56%	70%	\$1,680,614	4,819	0	4,819	4,400	1.1
Supermarket or Grocery Store	\$428,728,106	8.17%	70%	\$24,518,960	44,338	0	44,338	42,000	1.1
Community & Recreation Services	\$428,728,106	1.94%	70%	\$5,822,128	32,311	27,683	4,628	5,000	0.9
Candy, Nut, & Confectionery Stores	\$428,728,106	0.07%	70%	\$210,077	554	0	554	800	0.7
Record Stores	\$428,728,106	0.21%	70%	\$630,230	1,808	0	1,808	3,250	0.6
Beer, Wine, & Liquor Stores	\$428,728,106	0.37%	70%	\$1,110,406	2,697	1,500	1,197	3,000	0.4
Home Improvement Stores	\$428,728,106	0.37%	70%	\$1,110,406	6,231	5,800	431	7,500	0.1
Consumer Services									
Laundry, Dry Cleaning, & Tailor	\$428,728,106	0.72%	70%	\$2,160,790	9,845	6,700	3,145	1,500	2.1
Accounting & Tax Preparation	\$428,728,106	0.35%	70%	\$1,050,384	2,144	1,000	1,144	1,000	1.1

Office Analysis

- Vacancy at 5% currently and below 10% for past 5 years
- Over 50% decrease in vacancy over past 12 years
- Submarket SF has decreased by over 4% in past 12 years
- Lack of construction planned over next 5 years to meet anticipated demand

Midtown Class B Office Space			
	2009	2021	% Change
Total SF	3,708,801	3,550,888	-4.3%
Average Annual Rent/SF	\$15.15	\$18.30	20.8%
Vacancy	10.1%	5.0%	-50.5%
Anticipated 5-yr Net Absorption	57,231		
SF of Anticipated Construction	45,000		
Difference	12,231		
5-yr Employment Forecast for Cleveland Market			
Financial Activities	0.6%	increase	
Professional and Business Services	1.6%	increase	
Source: CoStar			



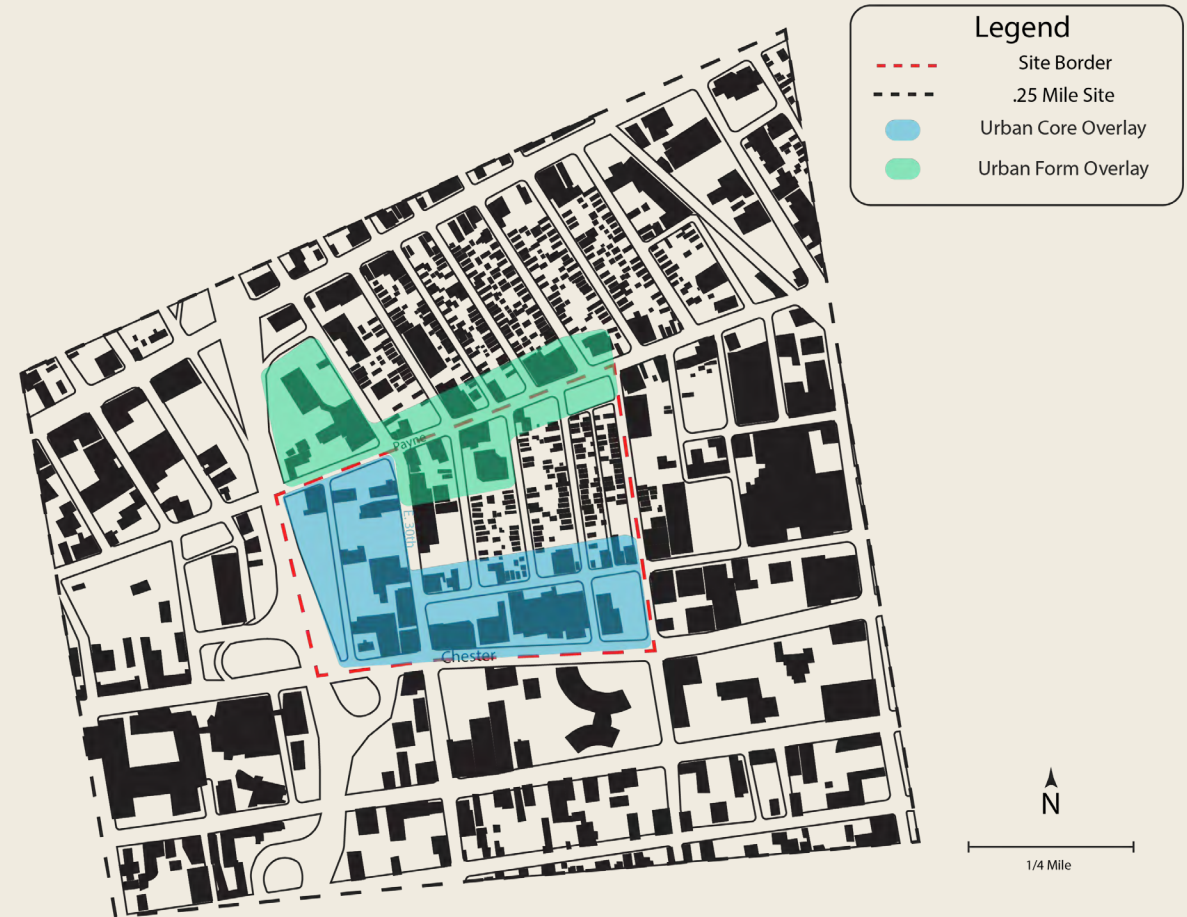
Corridors

Payne Avenue Corridor



Payne Corridor

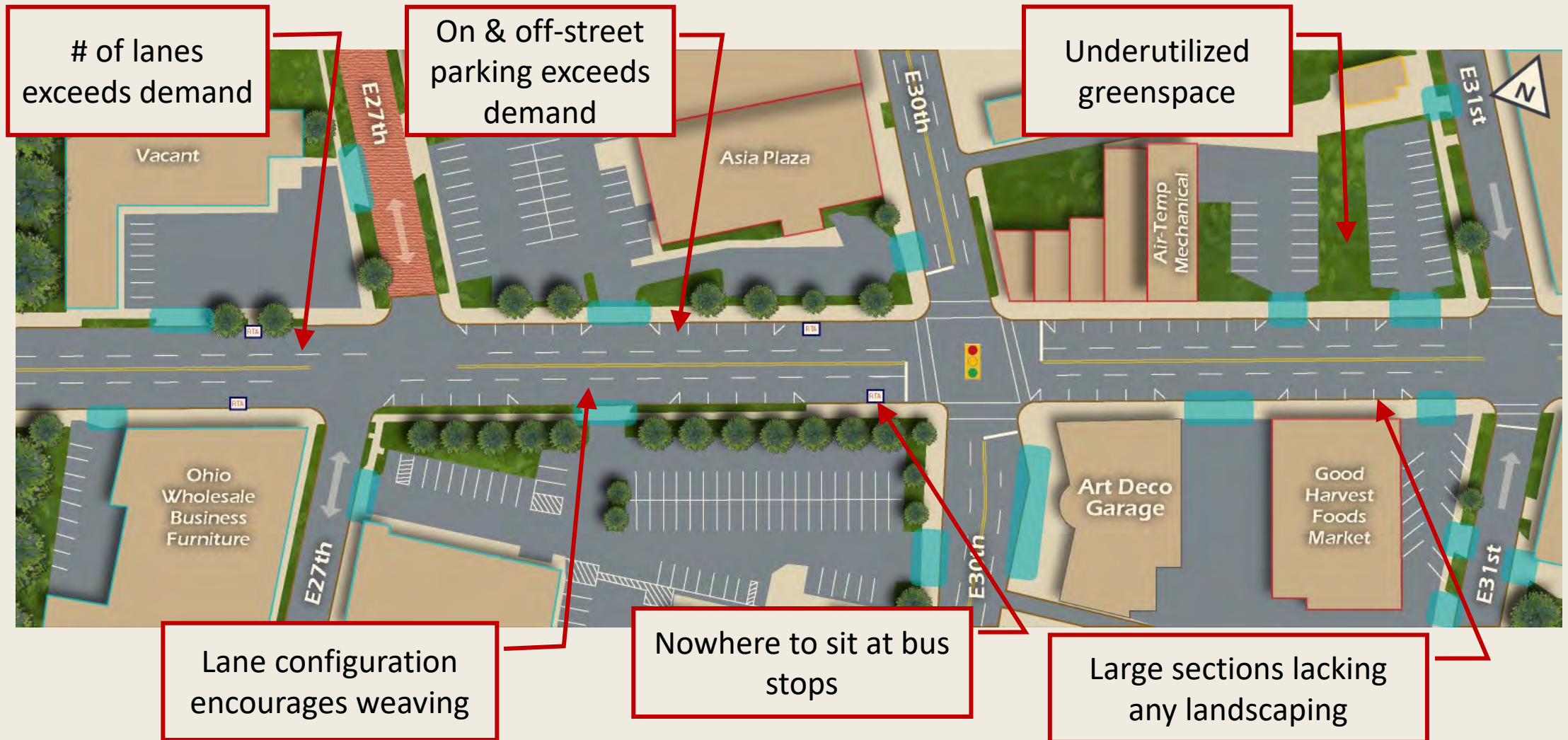
- Proposed Urban Form Overlay
 - Promotes a high a level of walkability and design quality for streets
 - Requires pedestrian-oriented building facades
 - Preserves and enhances the architectural character of existing and new buildings
 - Limits conflicts between cars and pedestrians
 - Reduces parking requirements



Payne Corridor Streetscape Plan

- Project Goals
 - Universal design
 - Accessible to all
 - All ages, abilities, and modes of transportation
- Surveyed needs
 - Lighting
 - Transportation safety
 - Cleanliness
 - Repaired sidewalks
 - Perception of safety
 - Seating
 - Park space and shaded area
- Existing plans
 - The People's Streets Interim Improvements
 - Payne Avenue Resurfacing Project
 - Construction starting in 2023 or 2024
- Our Plan
 - Assist The People's Streets
 - Propose a reconstructed streetscape plan for the city's consideration

Existing Payne Streetscape



Interim Payne Streetscape Improvements

- Park space (People's Streets collaboration)
- Public Transit (People's Streets collaboration)
 - Improve comfort at bus stops with leaning bars, benches
- Landscaping
 - Planters, parklets, benches
- Street Art
 - Murals, sculptures
- Road diet/Restriping
 - Reduce # of lanes, add bike lanes, painted crosswalk bump-outs, using temporary paint



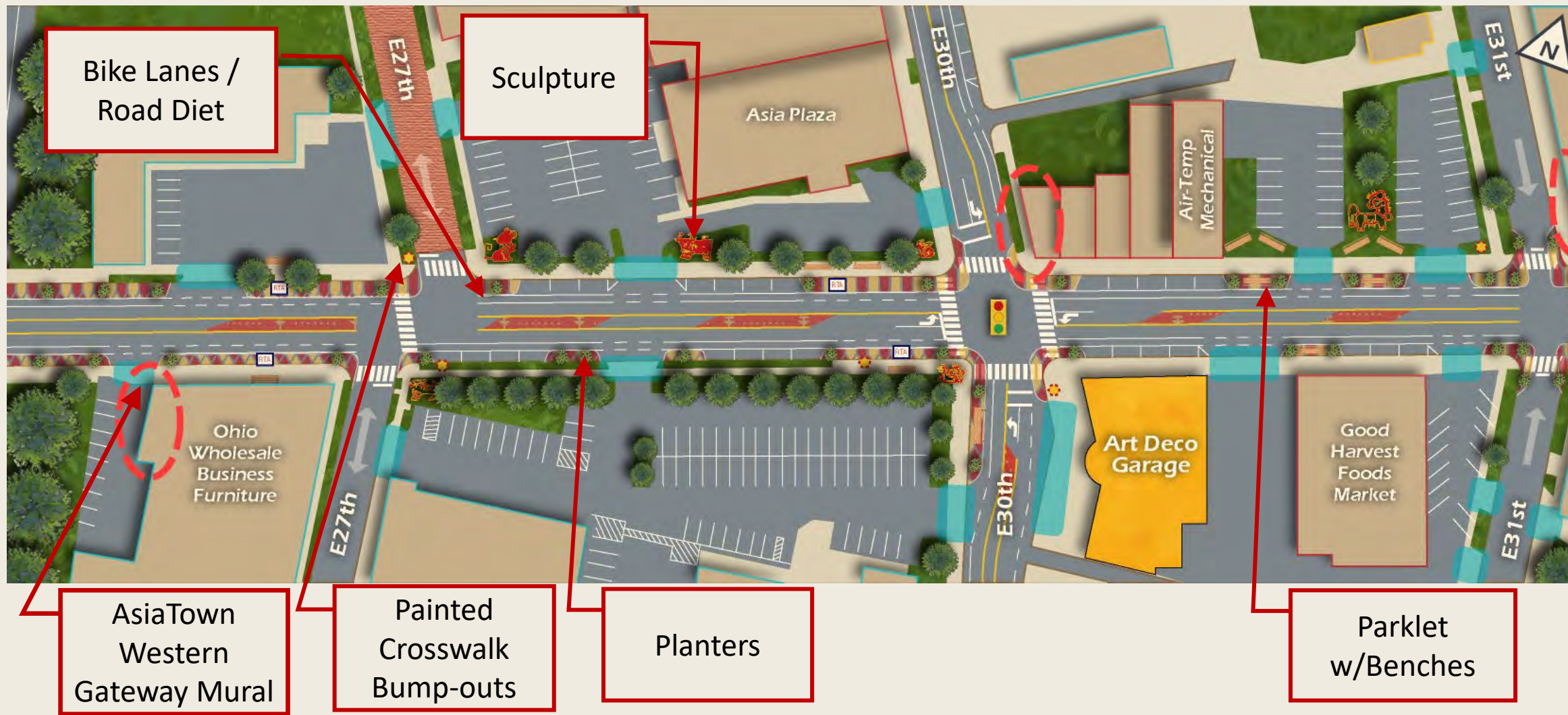
People's Streets intergenerational pocket park design concept, E32nd & Payne; part of AARP grant application.

Interim Payne Corridor Improvements

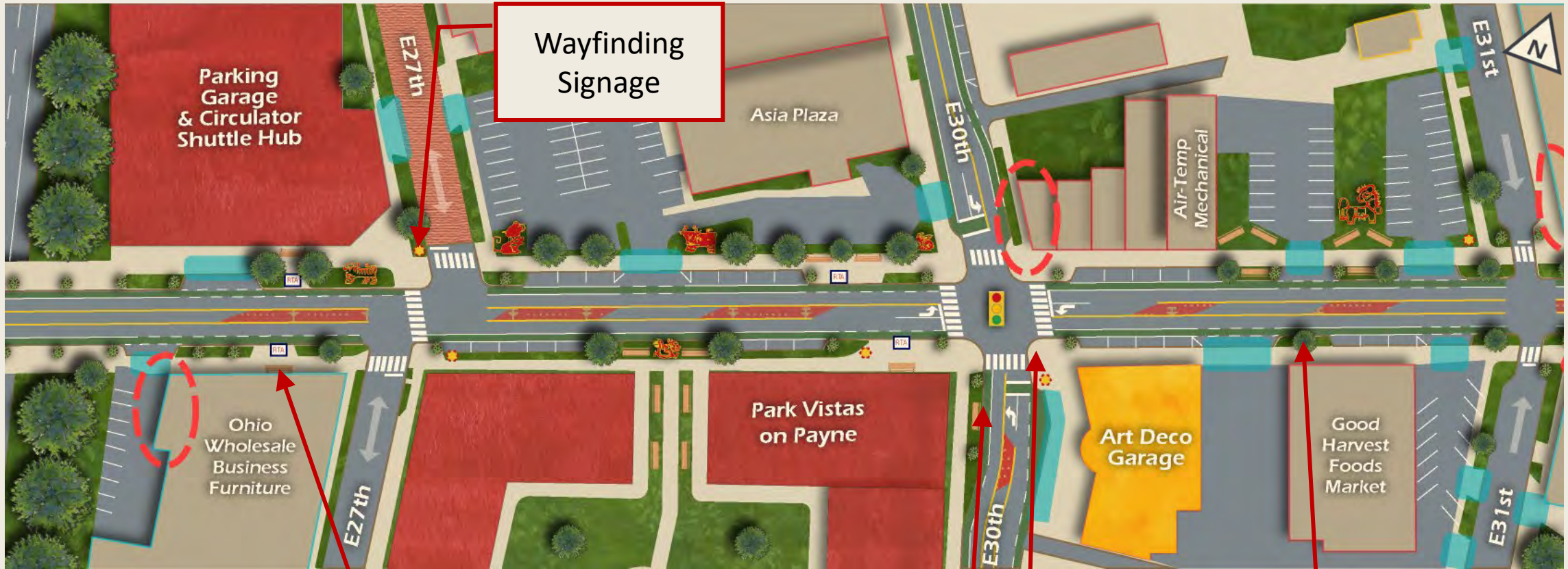


People's Streets bus stop improvements at Women's Center stop (left) and Asian Evergreen Apartments (right); part of AARP grant application.

Interim Payne Corridor Improvements



Reconstructed Payne Corridor



Wayfinding
Signage

Permanent Benches /
Leaning Bar at RTA
Stop

Painted Bike
Lanes

Reconstructed
Bump-out Curb
Ramp

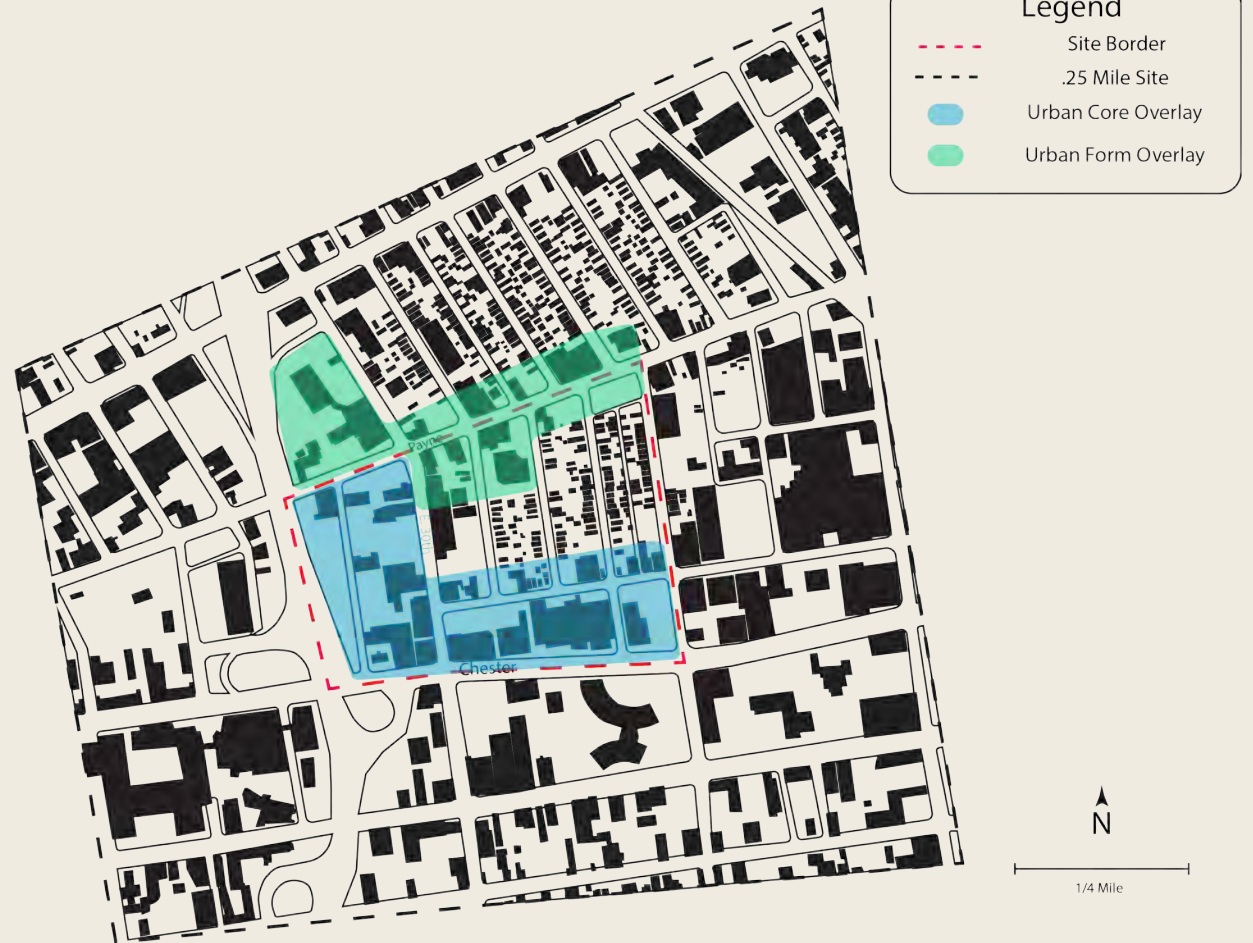
Bioswale w/
Street Tree

Perkins Avenue Corridor



Perkins Corridor

- Proposed Urban Core Overlay
 - Requires pedestrian oriented building features and frontages
 - Limits conflicts between pedestrians and traffic
 - Focus on dense mixed-use
 - Eliminates parking requirements



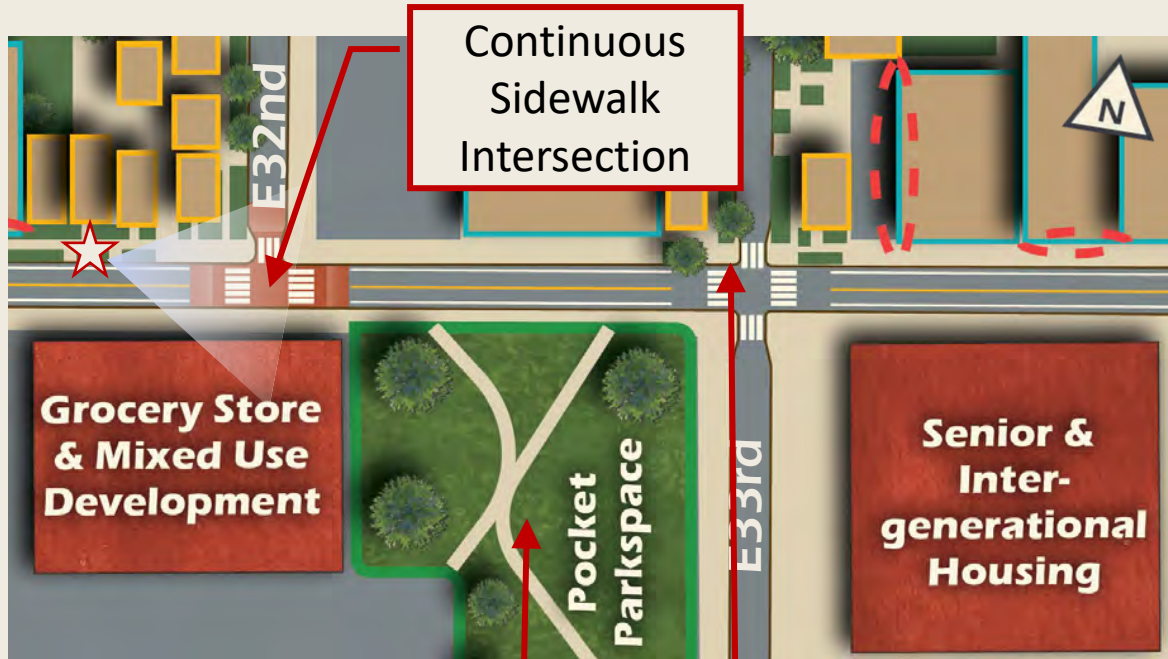
Perkins Corridor

- Streetscaping
 - Striping
 - Two bike lanes, two travel lanes, striped crosswalks
 - Curbs
 - Bump-outs across residential streets
 - Continuous sidewalk at E32nd
 - Landscaping
 - Street trees, permanent planters
 - Park space
 - New park west of E33rd



- Implementation
 - Community Benefit Development Agreement

Perkins Corridor

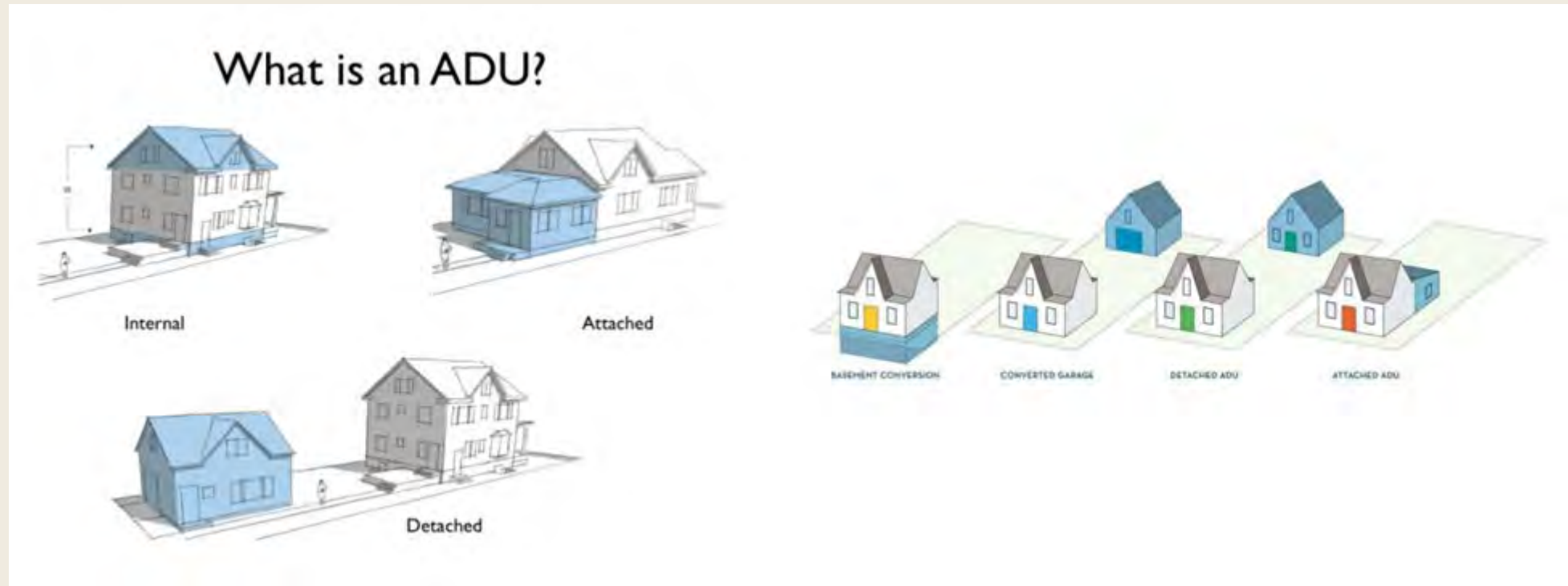


Proposed
Pocket Park

Bump-outs Across
Residential Streets

- Continuous Sidewalk at mixed use grocery
 - Perkins = Pedestrian; Chester = Car
 - Intersection ramps up to sidewalk with high visibility pavers
 - Signifies pedestrian space

Single-Family Residential



Source: City of Boise <https://www.cityofboise.org/departments/planning-and-development-services/accessory-dwelling-units/>

ADU Floor Plans

446 sq. ft.



793 sq. ft.



Source: City of Del Mar, CA

<https://www.delmar.ca.us/642/Accessory-Dwelling-Units-ADUs>

Benefits of Accessory Dwelling Units (ADUs)

- Cheaper to construct than traditional single-family units; average unit costs \$150,000
- Creates a balance in affordable housing options for low-to-moderate income residents
- Provides an option for senior and disabled residents remain in the community; could act as a separate living quarter for caregivers
- Could be used as office space for home-based businesses
- Supplemental rental income for homeowners



Zoning for Accessory Uses in Residential Districts

- Must be in the rear half of the lot (a minimum of 18 inches from all property lines and 10 feet from the main residence)
- Cannot exceed 800 square feet
- Maximum height is 15 feet
- Erecting an accessory dwelling unit (ADU) to an existing property may require a variance/conditional use permit pending approval from the Board of Zoning Appeals and the City Planning Commission



Source: Cleveland, Ohio Code of Ordinances (**§ 337.23 Accessory Uses in Residence Districts**) https://codelibrary.amlegal.com/codes/cleveland/latest/cleveland_oh/0-0-0-13487

3D printed “tiny” homes

- Cost effective (ex. constructing a 650 sq. ft. home = \$10,000)
- Eco-friendly (uses recycled materials, eliminates construction waste...no need to cut down trees!)
- Can be “customized” to fit the neighborhood’s existing fabric
- Can produce homes at a faster rate (within a day versus 6-7 months traditionally)



Source: ICON <https://www.iconbuild.com/updates/icon-delivers-series-of-3d-printed-homes-for-homeless>

Examples of 3D printed accessory dwelling units





Catalyst Projects

Catalyst Project Sites





ACCESS AsiaTown

Illustrative Site Plan

- Catalyst Sites
- Buildings to Preserve
- Proposed Park
- Existing Commercial
- Existing Residential
- Existing Industrial
- Parking Lot
- Streetscaping Focus Areas

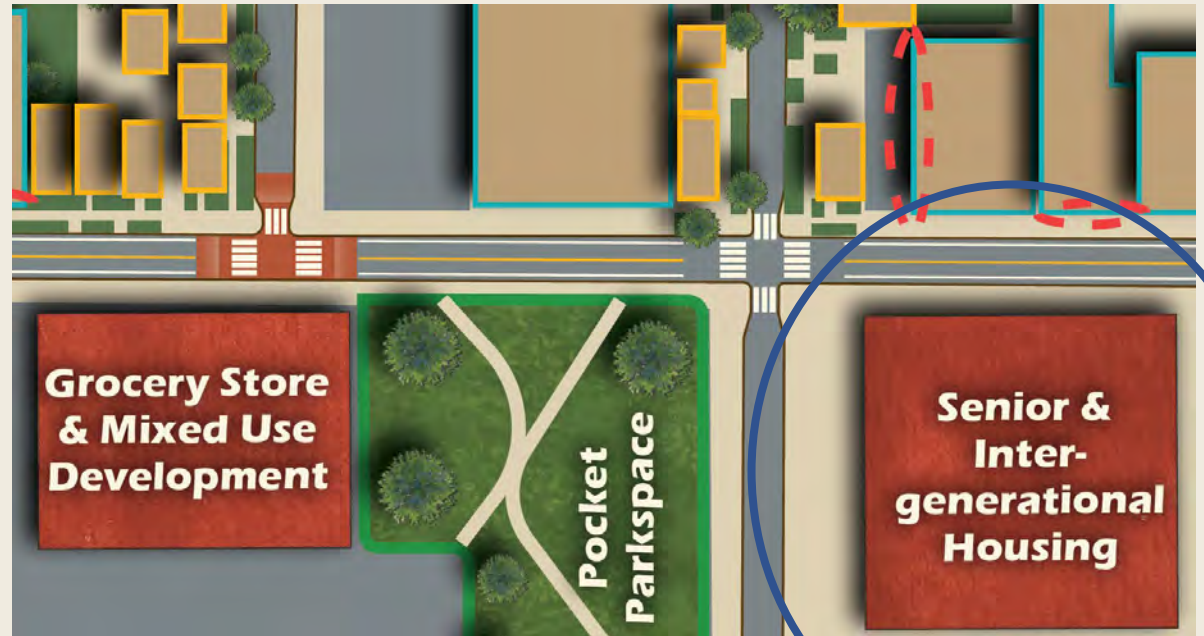


3209 Chester and Copy King Site: Highest and Best Use Analysis

3209 Chester Ave & Copy King Sites									
Site Attributes	Sng/Two-Family	Rental Multi-Family	Park/Public Space	Restaurant /Bar	Office	Mixed-Use (Com/Res)	Community Center	Senior Housing	Light Manufacturing
Visibility/Views	-2	0	0	2	0	2	0	0	0
Auto Traffic	-2	0	0	2	0	2	0	0	0
Adequate Parking	2	2	2	2	2	2	2	2	0
Pedestrian Access	1	1	1	1	1	1	1	1	0
Highway Access	0	0	0	1	1	1	1	0	2
Public Transit Access	2	2	2	2	2	2	2	2	2
Daytime Use	0	0	2	2	2	2	2	2	2
Evening Use	2	2	0	2	-1	2	0	2	-1
Compatibility w/ Neighborhood	1	2	2	1	1	1	2	2	2
Zoning	-1	-1	2	2	-1	0	-1	-1	2
Size of Parcel	2	2	2	2	2	2	2	2	1
Building Tax Base	1	2	0	1	2	2	0	2	1
Competition	1	1	2	-2	1	1	2	2	-1
Total	7	13	15	18	12	20	13	16	10

Intergenerational Housing

- Development of four-story intergenerational housing complex
- Housing for seniors and CSU students
- Allows for seniors to age in community
- Proximity to proposed green space and community garden



Intergenerational Housing

- One of our clients, North Coast Commercial owns the parcels
- This will be the first intergenerational housing site in Cleveland that has seniors and students living together
- Serve as catalyst for more intergenerational housing in Cleveland
- Partnership
 - Cleveland State University
 - North Coast Commercial
 - Midtown Cleveland



Intergenerational Housing

Intergenerational Housing Pro Forma Summary					
Construction		Annual Revenue (Stable Year 3)		Total PV of Completed Project \$24,287,351	
Demolition	\$162,170	Senior 1-bedroom	\$1,174,389	Construction loan	\$16,636,005
Site Prep	\$707,361	Senior 2-bedroom	\$282,912	LIHTC	\$9,328,796
Hard Costs		Student Studio	\$295,016	HOME Loan	\$757,986
Senior	\$17,082,000	Student 1-bedroom	\$419,830	GI Loan	\$180,000
Student	\$5,490,400	Student 2-bedroom	\$136,161	Developer Fee	\$1,128,620
Soft Costs		subtotal	\$2,308,307	Cleveland Foundation Grant	\$500,000
Senior (30%)	\$5,124,600	less vacancy	\$157,966	Land Equity	\$1,313,204
Student (20%)	\$1,098,080	less expenses	\$1,351,745	Debt Service Coverage Ratio (yr 3)	1.20
Parking Construction	\$180,000			Debt Service Coverage Ratio (yr 6)	1.33
Total Capital Budget	\$29,844,611	Net Operating Income	\$798,597	After Tax Net Present Value	\$195,936

- Utilize Low-Income Housing Tax Credits, HOME Loans, ODWA Green Infrastructure Loan, Cleveland Foundation Grant, Tax Abatement

Grocery/ Mixed-Use

- Proposing a four-floor 120,000 sq foot building
- First floor grocery
- Second through fourth floor residential units
- Greenspace transition between building and intergenerational housing



Grocery/ Mixed-Use

Grocery/ Mixed-Use Pro Forma Summary				
Construction		Annual Revenue		Value of Completed Project
Site Acquisition	\$1,079,900	MF Studio	\$421,200	Max 1st Mortgage
Demolition	\$715,513	MF 1-bedroom	\$1,078,920	GI Loan
Site Prep	\$1,043,503	MF 2-bedrooms	\$311,040	NMTC
MF Construction	\$14,824,080	Grocery	\$582,123	Equity required
Grocery Construction	\$6,300,000	subtotal	\$2,393,283	Annual Debt Service
Parking Construction	\$300,000	less MF vacancy	\$181,116	Net Annual Before Tax Cash Flow
Greenspace Construction	\$162,443	Less MF expenses	\$865,890	Cash-on-Cash Return
Total Capital Budget	\$24,425,439	Net Operating Income	\$1,346,277	Debt Service Coverage Ratio
				\$20,093,686
				\$15,070,265
				\$462,443
				\$4,300,000
				\$4,592,731
				\$882,631
				\$463,646
				10.1%
				1.53

- \$24 million project
 - Purchase property
 - Demolish building
 - Construction of building, parking, loading, and greenspace
- Utilize New Market Tax Credits, OWDA Green Infrastructure Loan, Tax Abatement

Grocery/ Mixed-Use

- Focus is on being pedestrian friendly
- Urban style grocery
 - Pedestrian access from Perkins
 - Parking and loading from Chester
- Residential units are market rate
 - Create further housing stock choice





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Illustrative Site Plan

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N

Design Lab Early College Site: Highest and Best Use Analysis

Former Design Lab Early College Site									
Site Attributes	Sng/Two-Family	Rental Multi-Family	Park/Public Space	Restaurant /Bar	Office	Mixed-Use (Com/Res)	Community Center	Senior Housing	Light Manufacturing
Visibility/Views	-1	0	0	-1	0	-1	0	0	0
Auto Traffic	1	0	1	-1	0	-1	1	1	0
Adequate Parking	2	2	2	2	2	1	2	2	-1
Pedestrian Access	1	1	1	1	1	1	1	1	0
Highway Access	0	0	0	1	1	1	1	0	2
Public Transit Access	1	1	1	1	1	1	1	1	1
Daytime Use	0	0	2	2	2	2	2	2	2
Evening Use	2	2	0	2	-1	2	0	2	-1
Compatibility w/ Neighborhood	2	2	2	1	1	1	2	2	0
Zoning	0	2	2	-1	-1	-1	2	2	-2
Size of Parcel	2	2	2	2	2	1	2	2	-1
Building Tax Base	1	2	0	1	2	2	0	2	1
Competition	1	1	2	-2	1	1	2	2	-1
Total	12	15	15	8	11	10	16	19	0

AsiaTown Community Center



- Currently CMSD school
- 69,000 sq ft
- Future Uses:
 - Parking (basement)
 - Community Center (1st floor)
 - Non-profit office space (2nd floor)
- 1.2-acre greenspace

AsiaTown Community Center: Greenspace

- Adequate lighting for safety
- Accessible and well-maintained paths
- A small covered pavilion
- Open space for group exercises
- Playground for neighborhood children



Community Center

Community Center/ Office Space Pro Forma Summary					
Construction		Annual Revenue		Value of Completed Project \$1,353,757	
Site Acquisition	\$3,234,800	Office Space	\$250,557	Tax-Exempt Bond	\$2,000,000
Community Center Renovation	\$2,837,787	Community Center	\$200,000	NMTC	\$2,000,000
Office Space Renovation	\$3,397,254	subtotal	\$450,557	Equity required	\$5,483,378
Greenspace Construction	\$13,537	less office vacancy	\$12,528	Annual Debt Service	\$122,314
		less expenses	\$294,531	Net Annual Before Tax Cash Flow	\$21,184
Total Capital Budget	\$9,483,378	Net Operating Income	\$143,498	Debt Service Coverage Ratio	1.17

- Run by a non-profit
 - Seek a partnership like MidTown or create a new organization
- Leased office spaces pay for some of the programming
- Utilize Non-Profit Tax-Exempt Bond, New Market Tax Credits, Philanthropy, Grants



ACCESS
AsiaTown

Illustrative Site Plan

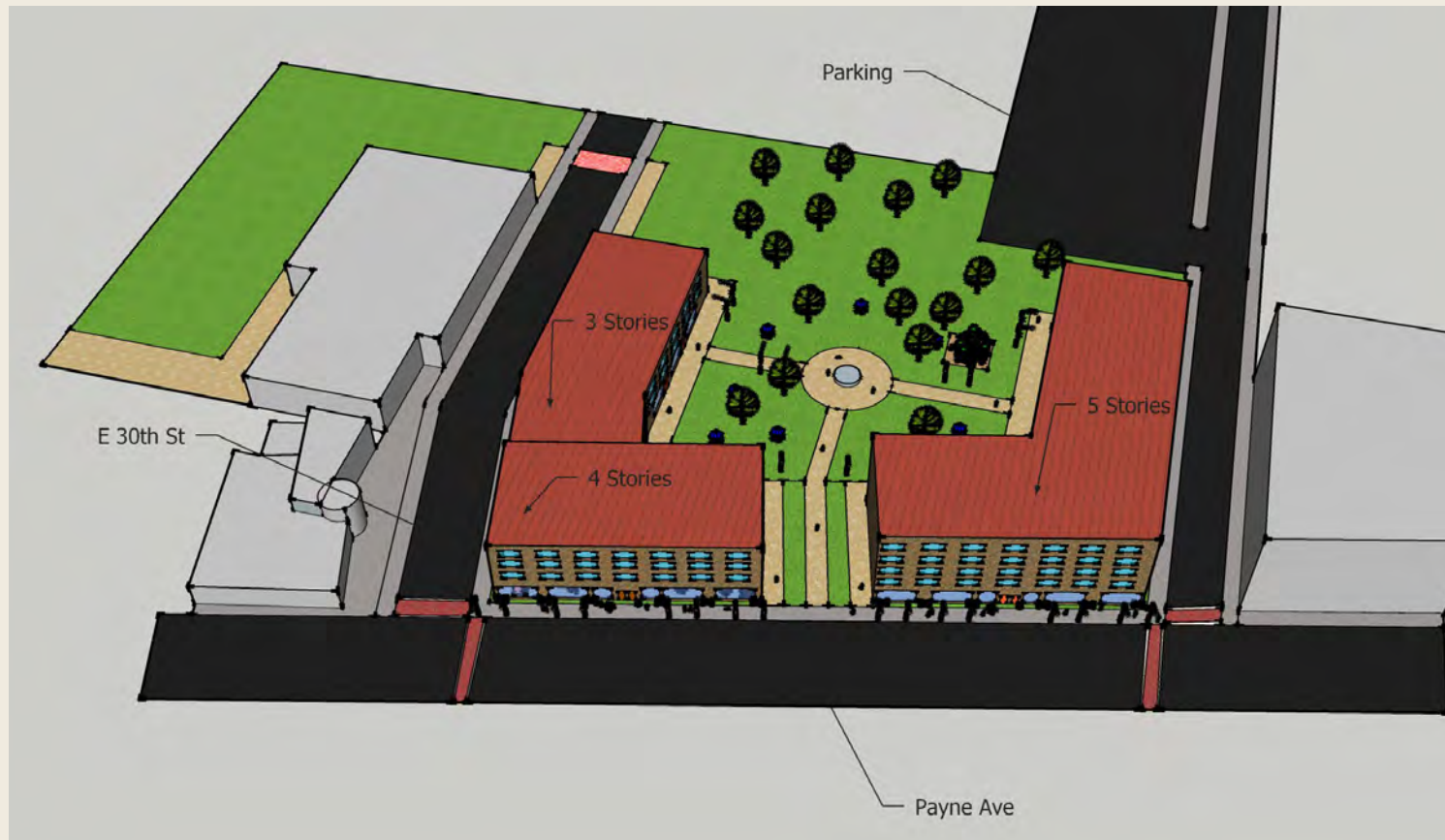
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N

E. 30th and Payne Site: Highest and Best Use Analysis

E. 30th and Payne Site									
Site Attributes	Sng/Two-Family	Rental Multi-Family	Park/Public Space	Restaurant /Bar	Office	Mixed-Use (Com/Res)	Community Center	Senior Housing	Light Manufacturing
Visibility/Views	0	1	0	1	1	1	0	1	0
Auto Traffic	-1	0	0	0	1	0	1	1	-1
Adequate Parking	0	2	1	2	2	2	2	2	2
Pedestrian Access	1	1	1	1	1	1	1	1	0
Highway Access	1	2	0	1	2	2	2	-1	2
Public Transit Access	2	2	2	2	2	2	2	2	0
Daytime Use	1	1	1	1	1	1	0	1	-1
Evening Use	0	0	0	1	-1	1	0	0	0
Compatibility w/ Neighborhood	-2	-1	-2	-1	-2	-1	1	-2	2
Zoning	-2	-2	-2	-2	-2	-2	0	-2	2
Size of Parcel	-2	2	2	-1	2	2	1	1	2
Building Tax Base	-1	1	-2	1	1	2	-1	1	-1
Competition	0	0	2	-2	-1	1	-1	2	-2
Total	-3	9	3	4	7	12	8	7	5

Mixed-Use Retail



- 40,777 square feet of retail and office space on ground floor
- 129,706 of leasable residential above ground floor retail
- Green community space for residents to interact
 - Connected to green space across E. 30th
- Promote placemaking, branding, and wayfinding for AsiaTown
 - Programmed public space
 - Murals or public art on façade

Mixed-Use Retail Continued



- Funding:
 - Developer buying parcels
 - Conditions of sale being use conditions met.
- Partners:
 - Branding
 - Midtown Cleveland
 - Public Spaces for All
 - Urban League of Greater Cleveland
 - Greater Cleveland Neighborhood Centers Association

Mixed-Use Retail Continued



- Implementation
 - Demolition
 - All existing structures
 - Northern parking lot
 - Re-Use
 - Southern parking lot
 - Wayfinding, Branding
 - Mural, public art on façade
 - Progressive Arts Alliance
 - Asia Services in Action

Mixed-Use Retail Continued

Payne Ave & E 30th Street Mixed-Use Pro Forma Summary					
Construction		Annual Revenue		Value of Completed Project	
				\$30,637,026	
Site Acquisition	\$1,618,661	MF Studio	\$432,000	Max 1st Mortgage	\$24,509,620
Demolition	\$387,531	MF 1-bedroom	\$1,404,000	GI Loan	\$400,000
Site Prep	\$1,406,182	MF 2-bedrooms	\$837,900	NMTC	\$8,147,398
Environmental Remediation	\$436,000	MF 3-bedrooms	329670	Brownfield Grant	\$436,000
MF Construction	\$27,228,925	Retail	\$774,763	Developer Fee	\$1,395,078
Retail Construction	\$9,043,099	subtotal	\$2,393,283	Equity Required	\$5,848,893
Parking Construction	\$400,000	less vacancy	\$339,095	Net Annual Before Tax Cash Flow	\$631,869
Greenspace Construction	\$216,591	Less MF expenses	\$1,386,557	Cash-on-Cash Return	10.8%
Total Capital Budget	\$40,736,989	Net Operating Income	\$2,052,681	Debt Service Coverage Ratio	1.44

- Utilize New Market Tax Credits, Brownfield Grant, OWDA Green Infrastructure Loan, and Tax Abatement

Transit Node & Potential Parking Garage Site

- Site fronting Payne is currently an abandoned auto repair shop
- Create a “pull-in” area for the circulator shuttle and GCRTA #38 bus line
- Depending on parking needs, could further develop site and adjoining Asia Plaza overflow parking surface lot into a parking garage



AsiaTown Circulator Shuttle

Mechanism to improve connectivity within AsiaTown and to other parts of Midtown, GCRTA bus lines, and Cleveland State University

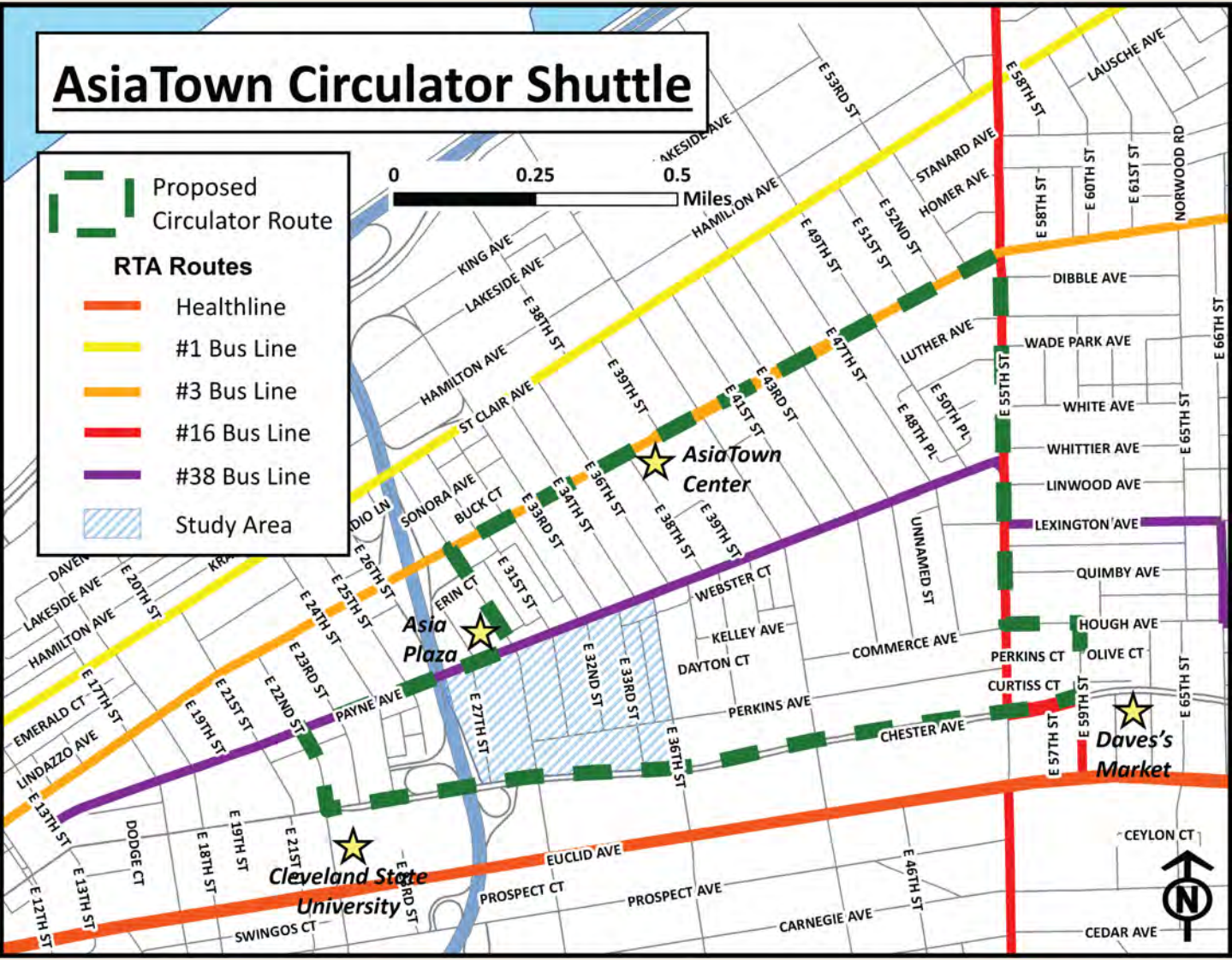
POTENTIAL PARTNERS

- CSU
- Midtown Cleveland
- St. Clair Superior Development Corporation
- City of Cleveland
- GCRTA
- Area corporate sponsors:
 - Asia Plaza
 - Dave's Market
 - Pierre's Ice Cream

FUNDING STRUCTURE

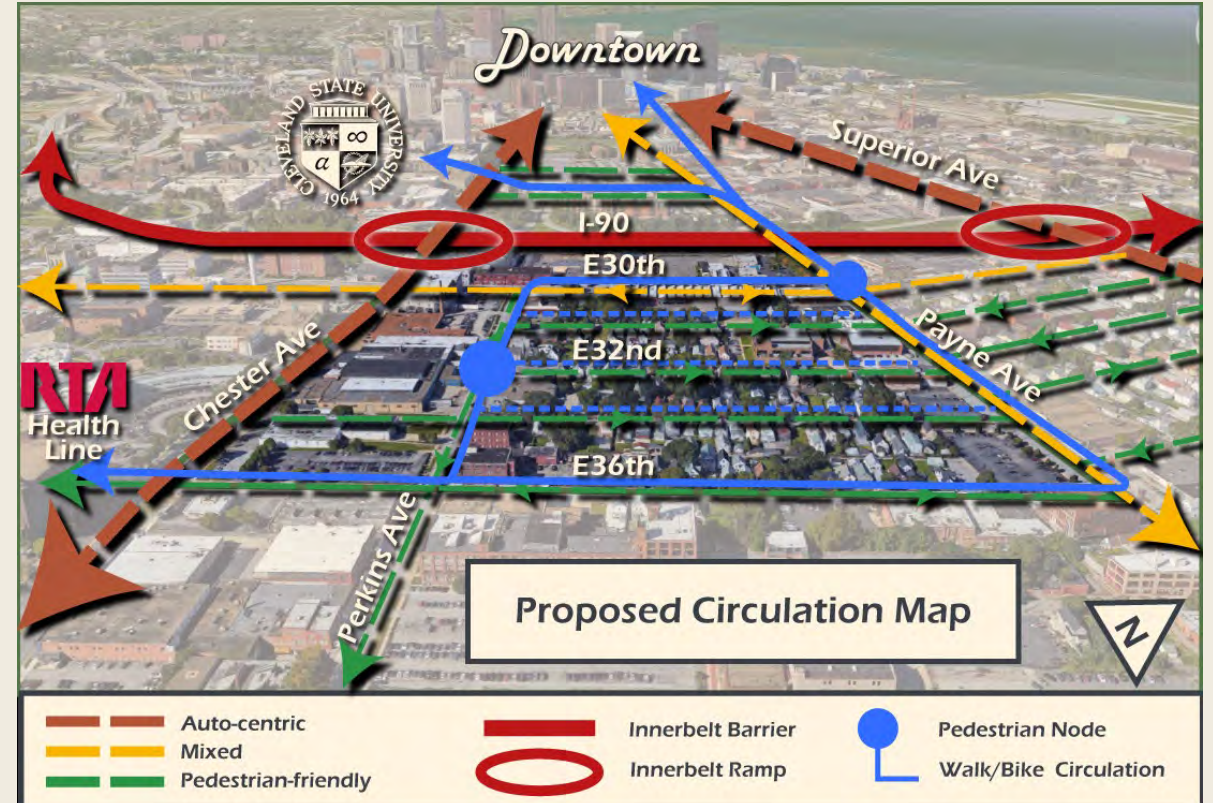
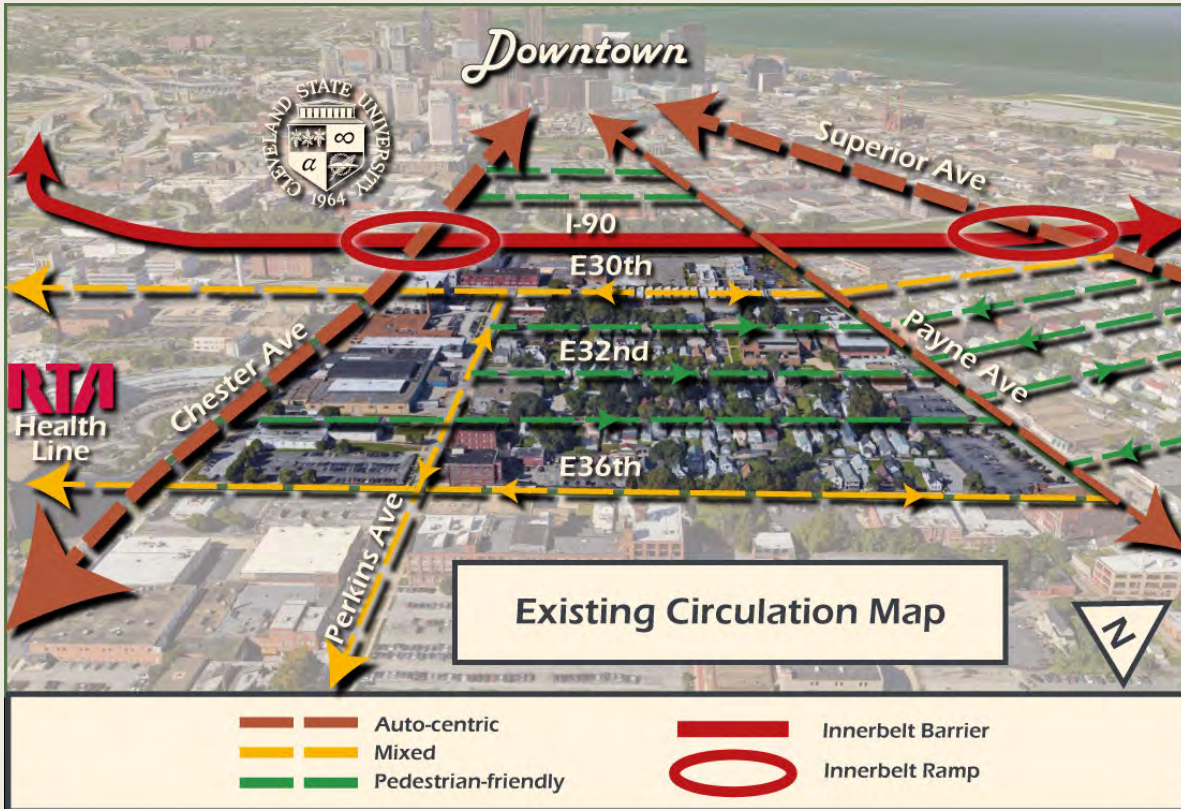
- Free or very reduced rate (\$1 per ride)
- Funded primarily through sponsorships
- Upfront cost of purchasing shuttles plus annual operational costs

AsiaTown Circulator Shuttle Proposed Route



- Frequency of every 15-30 minutes depending on the time of day
- Weekday and weekend service

General Circulation






Acknowledgements

Acknowledgements

- Thank you to our project sponsors:
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 - North Coast Commercial
 - MidTown Cleveland
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 - James Kastelic
 - Dr. Thomas Hilde



Questions and Comments



ACCESS AsiaTown

Illustrative Site Plan

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