



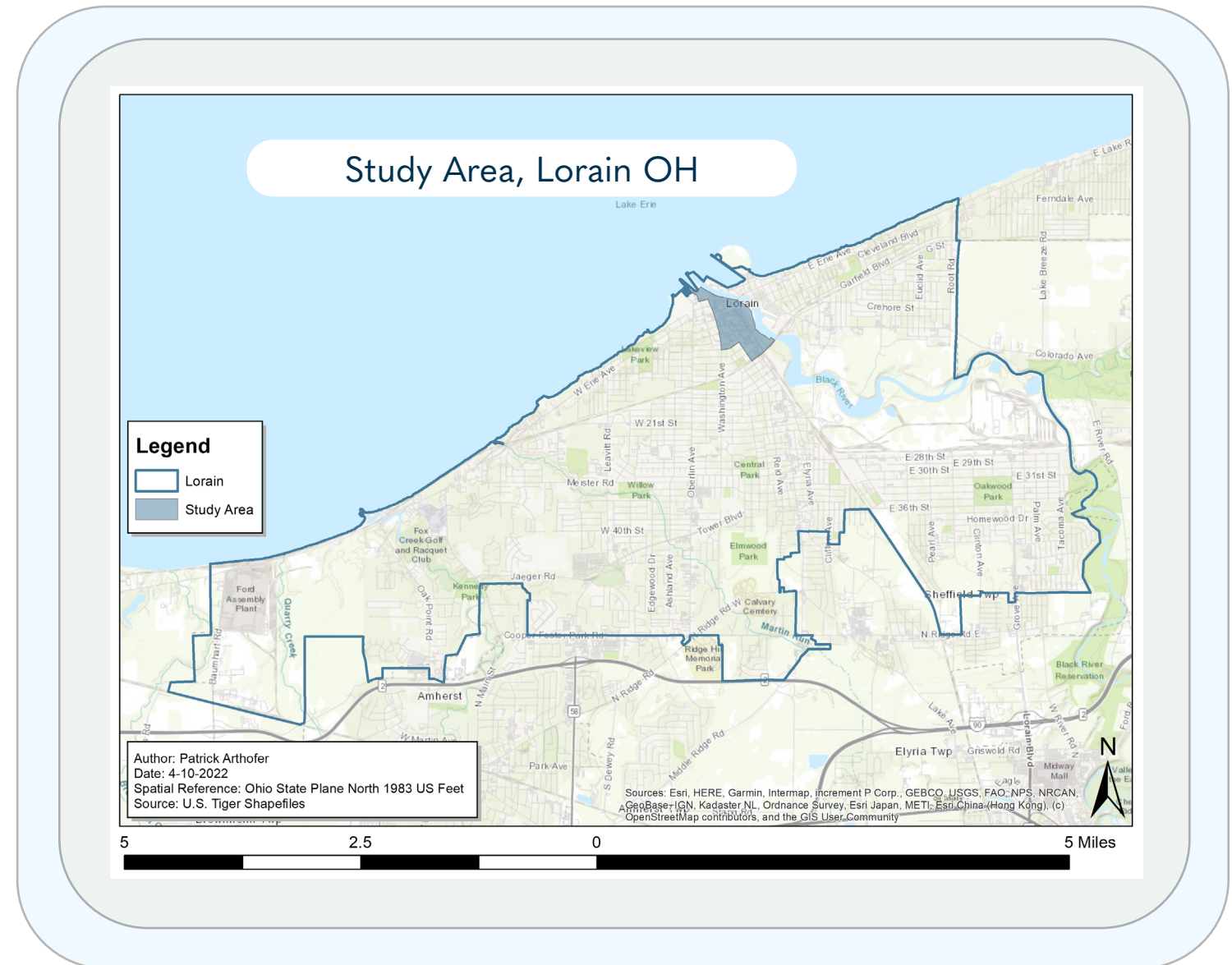
# BALANCING BROADWAY

LEGACY CITY PLANNERS



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# INTRODUCTION

The City of Lorain approached Legacy City Planners to participate in a semester-long comprehensive planning process for the downtown Lorain study area, including the Broadway Avenue corridor, the surrounding residential neighborhoods, and waterfront redevelopment sites. The first phase of the planning process conducted research and analysis of the existing conditions and built

environment. Phase two involved finalizing our recommendations and implementation strategies for the study area, with collaborative efforts explicitly focused on the redevelopment sites at City Hall and Pellet Terminal. The following report will contextualize our findings and recommendations.

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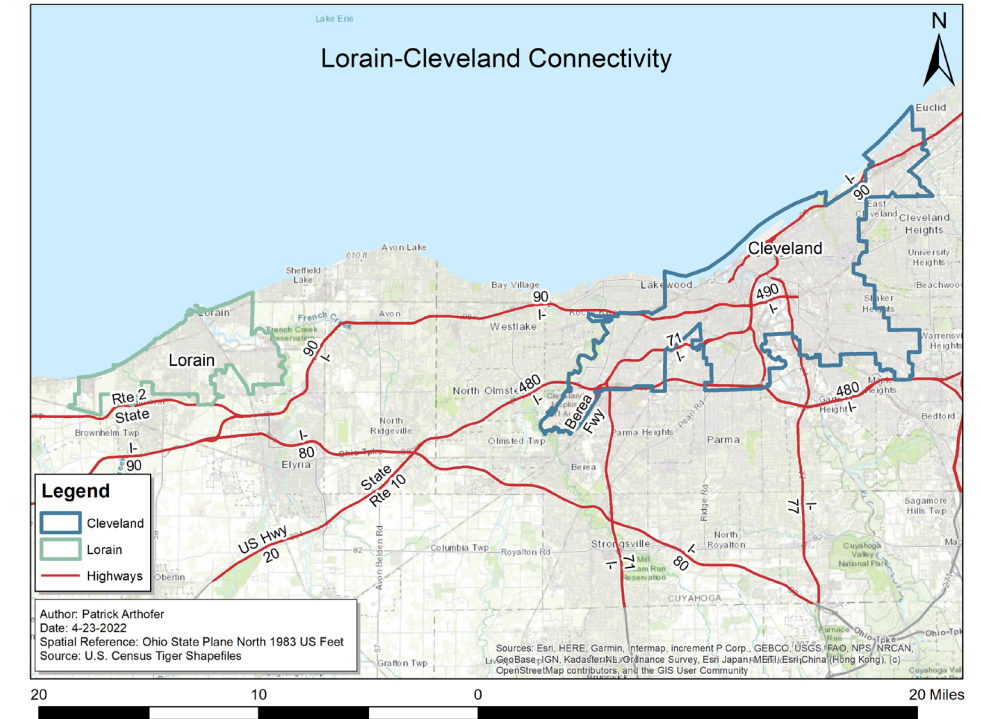
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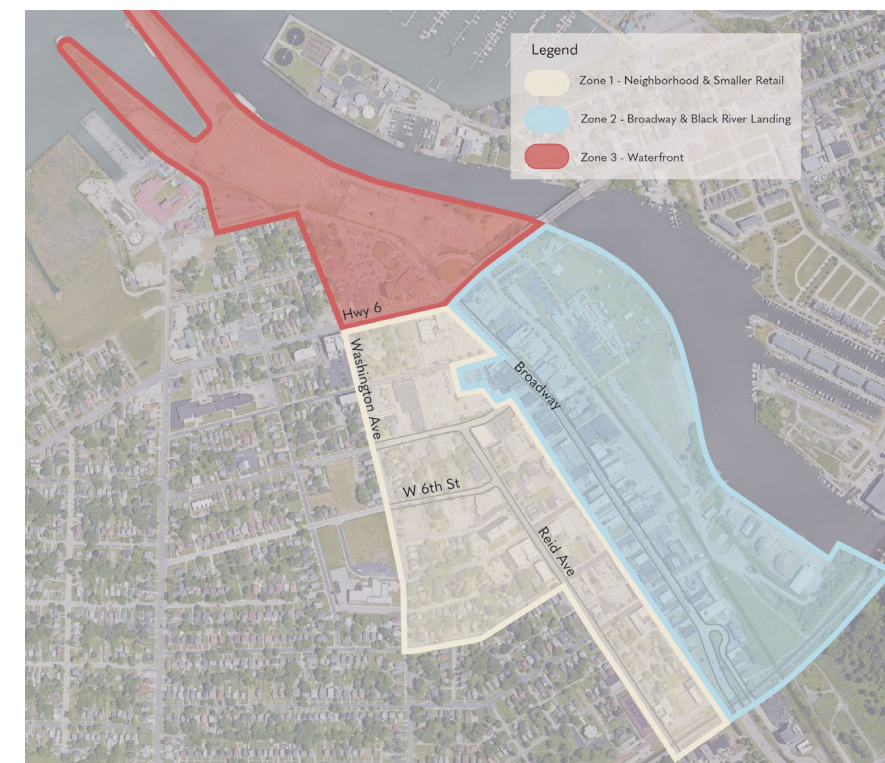
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# EXECUTIVE SUMMARY

The City of Lorain is situated forty minutes west of Cleveland, on the shores of Lake Erie and along the Black River. Amidst downtown, the Broadway corridor serves as the central business district where anchor institutions such as Lorain Palace Theater and United Way, alongside other local businesses, support the community. The Black River has influenced life and commerce in the area for decades. It once served as a channel for industrial affairs; now, residents and visitors enjoy its recreational amenities at the aptly named Black River Landing. The population growth in surrounding areas such as Avon Lake and North Ridgeville and the difficulties in highway accessibility have made it challenging for the City to maintain its resurgence. In the Spring of



2022, Legacy City Planners (LCP) from Maxine Goodman Levin College of Urban Affairs at Cleveland State University (USA) partnered with the City of Lorain to develop a comprehensive plan for the downtown study area. LCP focuses on balancing Broadway by increasing overall connectivity and economic development efforts.



There are also two redevelopment sites located north of Broadway; the existing City Hall location and the adjacent Pellet Terminal site. Both redevelopments are opportunities to expand upon current efforts from the City to increase waterfront access, build housing diversity, and spur new commerce. LCP aims to prioritize natural, historical, and cultural cornerstones of the City within the framework of the comprehensive planning process. With no formal CDC or business incubator in Lorain, we utilized various other resources to enhance our foundation of the study area. Through ethical planning practices, LCP was able to develop a framework that balances the identity of the City and the needs of the community.

## MISSION STATEMENT

Utilizing Lorain's built environment, historical past, and cultural identity, Legacy City Planners aims to improve upon the foundations of connectivity, commerce, and cohesiveness to enhance the vibrancy of the district.

## VISION STATEMENT

Downtown Lorain is a historic urban core that has seen a resurgence in the last ten years. Once vacant properties have been replaced with an array of local commercial ventures exemplifying the revival of the city. Downtown Lorain also has several large development sites like Pellet Terminal and the former City Hall, which are attractive options for adaptive waterfront redevelopment, bringing vibrancy and diversity of activity the city needs. We are seeking to improve and expand upon the existing conditions by promoting connectivity, walkability, cohesiveness, and sustainability in the current built environment while balancing the same aims with the proposed redevelopments. In doing so, we hope to restore and preserve values of viability, livability, and vibrancy in downtown Lorain that will be enjoyable for generations to come.



## VALUES

Thriving  
Balance  
Cohesive  
Walkable  
Sustainability  
Livability

## PROJECT GOALS

### Goal 1: Increase Connectivity & Cohesion

- Re-balancing Broadway
- District wide Wayfinding
- Street Redesigns
- Cyclist and Pedestrian Infrastructure

### Goal 2: Encourage New Development

- Pellet Terminal
- City Hall
- Site Specific Environmental Improvements

### Goal 3: Improve the Public Realm

- Bridging Broadway to Black River Landing
- Walkability and Streetscaping
- Environmental Amenities
- Public Safety

### Goal 4: Develop the Local Economy

- Building Frontages
- Commercial Design Standards
- Vacancy Recovery
- Diversifying Housing Stock



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# Existing Conditions

The following section details our findings on the existing conditions within our study area, the City, and the County of Lorain. Our team utilized site visits, interviews, data analysis, and a variety of other methods of research.

# History

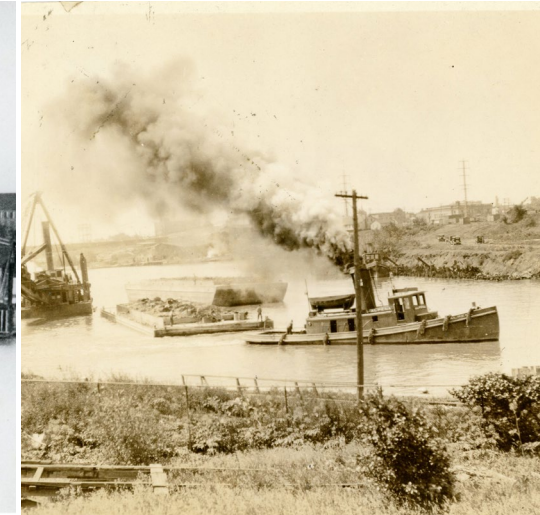
There are a large number of cities and villages in the state of Ohio; a lot have river access, very few have lake access, and only a handful have both. The city of Lorain is very fortunate in that regard. It is located at the mouth of the Black River, which flows into Lake Erie. The first official known temporary settlement in the area was at the mouth of the Black River in 1787. Then in 1811, a scout from Vermont created the first permanent settlement by building a trading post (Lorain City Schools, 1967). The town was initially known as "Black River Village," then the name was later changed to "Charleston."

Shipbuilding was an industry that caught on early for the town because transportation via land at this time was difficult (Lorain City Schools, 1967). Oakwood was very plentiful around the area, making an excellent shipbuilding material. Charleston's primary industry was through the lake in shipping and shipbuilding. In 1819, the first shipyard began operations working on "General Huntington," the first boat launched in Lorain. The J. N. Jones shipyards were located on the west side of the Black River. In 1837, the J. N. Jones shipyard constructed and later launched the first steamboat, "Bunker Hill," for Charleston. However, when the boat was launched, it had to be towed to Cleveland to be equipped with steam machinery. Later that same year, another steamboat was launched in Lorain called "Constellation," which

already included boiler installation (Lorain City Schools, 1967). Once the railroad came through the area in 1872, there was a minor economic depression. The railroad ran bypassed the town of Charleston and through Elyria. The farmers that once brought their goods to the harbors of Charleston found it to be more profitable to sell via the railroad instead. It was more profitable for farmers to haul their goods to the freight depot in Elyria (Lorain City Schools, 1967). The town's main source of income was now lost, and many people lost their jobs. The railroad industry offered quicker and cheaper services.

Charleston applied to the county to be incorporated as a village in 1874, but it was not approved because there was already another city in Ohio named Charleston. So, after the county, the town took the name Lorain, and it was approved to be incorporated (Lorain City Schools, 1967).

The west of the Black River lies the principal part of Lorain, containing the main commercial-retail stem. The schools, churches, and city government offices for Lorain are located on this side of the river (Frost, 1935). The east of the Black River is essentially used as a residential overflow from the main city. The Erie Avenue bridge connects the two riverbanks together; it is the transportation thread for East Lorain. The dependence on one



bridge prevented much growth on the east bank. Development mainly was condensed around the bridge and the American Shipbuilding Company (Frost, 1935).

The Broadway Core is in West Lorain, starting at Erie Avenue and stretching south for two miles. The west side of the street saw more development than the east side of Broadway. The east side of the road had many conflicts with the railroad, not allowing for side street development. This gave Broadway an unbalanced appearance. Commercial-retail development closest to Erie Avenue extended about one-half blocks along the side streets, approaching the residential area (Frost, 1935). Brick and stone structures make up the west side of the road, with some wood-frame buildings to tie together the area. The closeness of being by Black River made property in high demand, as long as Black River was used for general shipping activities. The development resulted in a long, drawn-out uninterrupted commercial core (Frost, 1935).

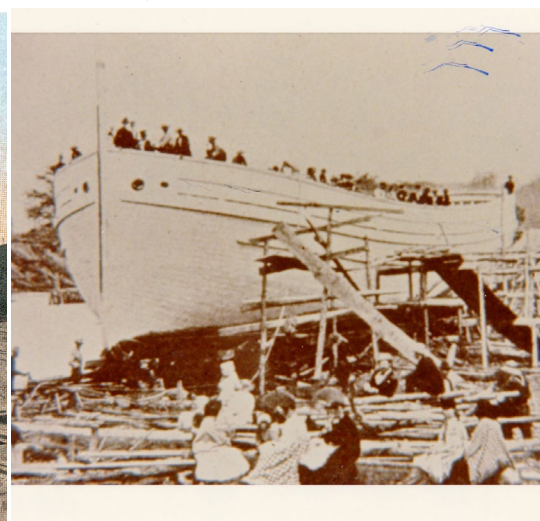
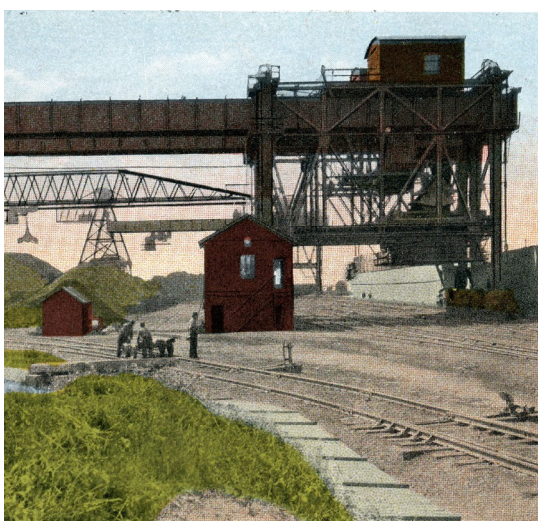
In 1895, Broadway became the first brick-paved street in Lorain (Lorain City Schools, 1967). In 1897, the Cleveland Shipbuilding Company was constructed on the east side of the river, with a workforce of 1,200 men. Their work included the construction of the first steel ship built on the Great Lakes. By 1898, the "Superior City" was launched from Lorain, and it was the largest ship on the Great Lakes (Lorain City Schools, 1967). It was built specifically for the use of ore trade. With the launch of this vessel, the company soon became a part of the American Shipbuilding Company. The

depth of the Black River allowed the company to build some of the largest vessels on fresh water and able for a variety of sizes of ships to enter the harbor for repairs.

Down the river was the Lorain Steel Company, which eventually The National Tube Company took over, and then in 1901, it became a subsidiary of the United States Steel Corporation. The industry was booming by World War I, and many new mills, ovens, hearths, and furnaces were added to the area to keep up with demand. These mills would later be called "United States Steel Corporation, Lorain Works." This mill was the largest unit of the United States Steel Corporation while also being a self-contained steel plant. All operations from extracting iron from the ore to its finished product were completed in one facility.

Only in Lorain could a seamless pipe be produced as large as 26 inches in diameter. These pipes are used to bring natural gas from the Texas fields to the Middle West. The pipes would be driven into the earth and filled with concrete for supporting buildings or bridges. They were also used to deliver gas and water, and oil.

To support the industry of steelmaking, Lorain needed the main raw materials such as coal and iron ore. Coal was brought from the mines in Pennsylvania, West Virginia, Southern Ohio, and Kentucky. Iron ore was shipped to Lorain from Lake Superior, specifically the great Mesabi Range in Minnesota. The Lorain port could handle about seven million gross tons of such raw materials in a given season.





## 1924 LORAIN-SANDUSKY TORNADO

On June 28th, the day started hot and sultry, but the rain had been threatening all day. Around 1:00 PM, it began to rain, but it did not last long. On and off showers continued until about 4:30 PM. After 4:30 PM, the rain continued to get harder, forcing many people to take shelter and hurry home. By 5:00 PM, Broadway Avenue was mostly deserted. Those who did not go home took shelter in stores, theaters, and restaurants. Ten minutes later, Lorain was in complete darkness, and it seemed to get darker as the minutes went by. By 5:14 PM, the tornado struck, lashing through the city, wrecking everything in its path. Within five minutes, buildings were toppled, thunder roared, and lightning flashed. Had the disaster occurred two hours later, there would have been a much more deadly outcome (Lorain City Schools, 1967).

At this time, Lorain had about 40,000 people living in the city. Within five minutes, the city went from a happy, content city to mangled ruins. The city's main districts were leveled to the ground with an estimated property loss of \$35,000,000 (about \$575,000,000 today). An estimated \$1,000,000 (\$16,000,000 today) in damages to surrounding churches. While Lorain Public Schools suffered about \$500,000 (\$8,000,000 today) in damages.

About 70 people were killed, and 1,200 people were injured, some of whom never recovered. Not a single building in the downtown core escaped from damage; about 200 businesses were affected (Lorain City Schools, 1967). The Red Cross was

able to give aid to restore homes; until then, many lived in tents or wooden shacks provided by the U.S. Army. At the time, the National Director for the Red Cross said this disaster was the most destruction he had seen in his history of working at the organization (Lorain City Schools, 1967).

Those who escaped without injury flooded the streets to view the destruction, immediately trying to rescue those trapped and screaming for help. The rain eventually let up, allowing for rescue work organized by city officials to continue. Lorain was cut off from the world. An amateur wireless operator was able to send a message that was picked up by Cleveland, who sent doctors and nurses via a tugboat (Lorain City Schools, 1967). They arrived in Lorain by 10:00 PM that night. Cleveland also sent hundreds of police and firefighters to help police Lorain and guard the banks where large sums of money were buried amongst the wreckage. The Ohio governor sent 1,500 National Guard troops by Sunday, and the city was placed under civic-military authority (Lorain City Schools, 1967).

Lorain was able to pay off the debt incurred from the tornado within 11 years. However, it would only be five years later when the 1929 stock market crash happened to cause a worldwide depression. In Lorain, this meant that their industries were at a standstill; many workers were without jobs or only working two days a week.

## 20TH CENTURY

By the 1930s, Lorain was home to about 44,512 people. The heavy manufacturing industry employed approximately 9,160 people in Lorain. The city modernized and continued to expand outward, mainly adhering to the lakeshore and Black River. The construction of Ohio Route 2 connected Vermillion to Toledo, following the lakeshore, directly on Erie Avenue, bringing in heavy traffic in all factors, from tourists to commercial activity.

The National Tube Company, during regular times, employs between 5,000 to 7,000 men. Which directly affected about 20,000 to 30,000 people in Lorain, more than half of its population. The American Shipbuilding Company employs between 50 to 1,000 men due to the work being highly seasonal (Frost, 1935).

Most of the urban land utilized in Lorain is devoted to transportation, lying along the Black River. In the total of 31,350 feet of river frontage, the railroad had about 14,330 feet or about 45%, while other industries had about 28% river frontage. This left about 27% of river frontage for private and residential owners (Frost, 1935).

When the depression came in the 1930s, iron ore imports dropped by one-third, only one furnace, out of the five, operated, and steel production dropped to 20%. This left the full-time employment to only be around 15-20% for the whole city. Buildings along the commercial

core were left vacant, and many owners became bankrupt. There were approximately 25-30% vacant commercial buildings in Lorain (Frost, 1935).





## FORD MOTOR COMPANY

The Ford Motor Company constructed an assembly plant in Lorain, and by 1958 it had produced its first commercial vehicle. Ford purchased 202 acres of land, costing them \$182,500 (about \$1,800,000 today) in 1956 (Katz, 2020). When the plant opened, it was created as the most modern assembly plant in the automotive industry. It had state-of-the-art communication systems, employee safety and training, and quality control. The biggest design of the plant was its manufacturing flexibility. It would produce a wide range of vehicles with various combinations of options.

The initial 1,700 employees consisted of mostly locals from Lorain, with some of the workers being transfers from older plants that recently closed. After a year of the plant opening, a second shift was added, expanding the workforce to 3,650 people in order to keep up with demand. Within Lorain's first full year of operation, the plant assembled a total of 222,884 vehicles (Katz, 2020). In 1962, the Lorain facility became the first



Ford plant to produce one million vehicles in less than four years. Then in less than three years, the plant exceeded two million vehicles.

In 1966, the Lorain facility won a \$2,400,000 contract to build 1,457 military spec vehicles for the U.S. Armed Forces. By this time, the plant had expanded its floor space to 1,992,000 square feet (roughly 33 football fields) and increased its workforce to 4,700 (Katz, 2020). Less than a year later, the facility would continue to expand to 2.1 million square feet, making it the third-largest assembly plant for the Ford Motor Company. By 1969, the plant added another 100,000 square feet to the floor, totaling 2.2 million square feet. With demand continuing to increase, Lorain continued to expand. In 1973, another 130,000 square feet was added, allowing 409,873 vehicles to be assembled in a single year (Katz, 2020).

By 1975, the facility had expanded nine times, growing by almost 40% to a total of 2,729,110 square feet. About 8,600 workers were employed,



causing its payroll to be at \$121 million. Material purchases alone from suppliers around the area reached a record of \$16.2 million. Ford even developed its own natural gas field in southeastern Ohio, half-powered Lorain, and the rest was sold to consumers and other local industries.

The tenth millionth vehicle rolled off the assembly line in Lorain in 1986. No other North American auto plant had assembled 10 million vehicles in just 28 years. Two years later, the Lorain plant celebrated its 30th anniversary with a two-day public tour that welcomed 3,200 visitors on the first day. In the late 90s, the plant started to experience issues, with employment at 1,630. Then in 2006, it was announced that the Lorain plant had been sold and officially closed. Within its 48 years of operation, the plant assembled 15,805,106 vehicles, set multiple records in production, and earned a dozen awards for worker safety, production quality, and community involvement (Katz, 2020).

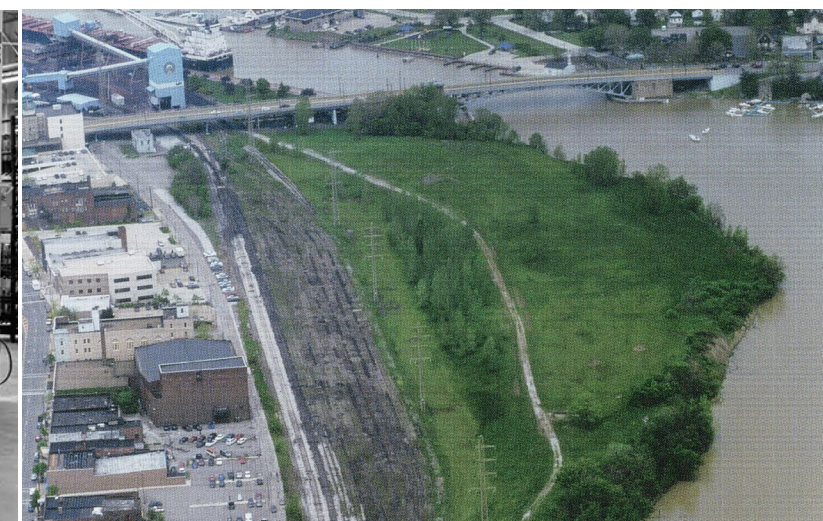


## ECONOMIC DOWNTURN

By 2000, Lorain was home to 68,655 people. Like many other rustbelt cities, malls came in, and industries left. Downtown Lorain was deserted for large commercial malls, and manufacturing workers were left unemployed suddenly.

The city was starting to feel a downturn economically at the start of the new century. However, when the 2008 financial crisis caused the entire county into a recession, it worsened. From 2007 to 2017, the city saw an 18.1% decrease in employment, leaving the unemployment rate at around 8.1% in 2017. The workforce went from 33,134 to 27,513 people, a 17% decrease from 2007 to 2017. The poverty rate continued to increase, and the median household income decreased (Sauter, 2018).

The steel mills in Lorain once employed 12,000 workers. The mills were slowly letting go of workers throughout the years until 2015 when U.S. Steel announced that the plants would remain "idle" and then permanently closed in 2017.





# Demographics

## POPULATION

Lorain is both a city and a county on the North Coast of Ohio along the southern bank of Lake Erie. The city and county may both share a name, but they do not share trends. For this report, the study area is comprised of two census tracts, 224, and 973 respectively, that make up the “Downtown Lorain District.” Comparison to state, county, and local level trends were conducted to provide an accurate assessment of which way the study area and Lorain are heading. By all accounts, Lorain is a growing county, albeit slowly. From 2010 to 2019, Lorain County saw a population growth of 8,065 residents or 2.7%. (Table 1) Over the same period, the City of Lorain lost 1,420 residents or 2.2%. Even more striking, the study area lost 1,672 residents over the same period, amounting to a 20% reduction in population. The fact that the city of Lorain lost fewer residents than the study area in Lorain did, indicates that the population loss in the study area is not to populous centers abroad but is a lateral move within the City of Lorain.

Table 1. Total Population and Change

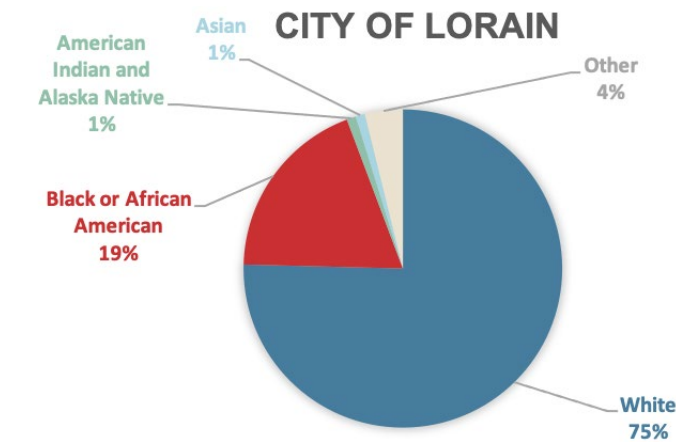
Area	Total Pop. 2010	Total Pop 2019	Change 2010-2019
State of Ohio	11,512,431	11,655,397	142,966
Lorain County	299,605	307,670	8,065
City of Lorain	65,221	63,801	-1,420
Study Area	8,243	6,571	-1,672

Source: Census Bureau ACS 2010-2019 5-Year data table DP05 ACS Demographic and Housing Estimates

## RACIAL DEMOGRAPHICS

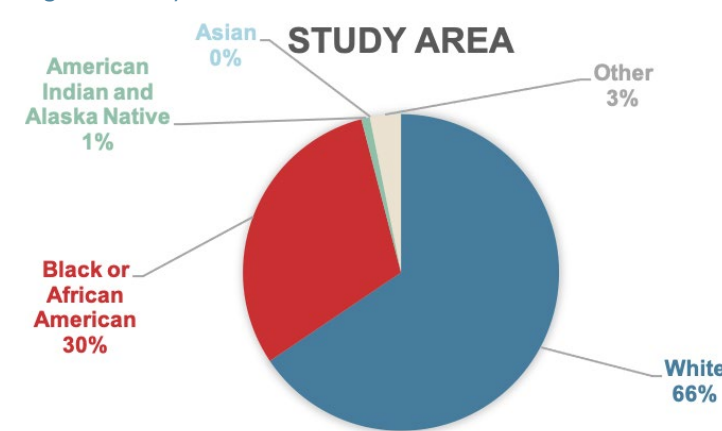
Both the City of Lorain and the Study Area have more racial diversity than the State of Ohio and Lorain County (Appendix A). Hispanic was included in the analysis due to the large Hispanic population in the City of Lorain, but it is important to note that Hispanic is an ethnicity and is comprised of many races. Therefore, it should be seen as inputted for context, not as racial demography in and of itself. Figures 1 & 2 illustrate the differences in racial distribution between the City of Lorain and the Study Area. The study area has a much larger Black population, (30% as compared to 19%) but a smaller Asian and Other Race distribution. These are important indicators to point towards potential issues in cyclical poverty as well as chances for social justice to be incorporated in future designs to respond to these issues. As one will see later, the study area has a generally lower-income population than the city at large. Interventions should be designed to reflect, provide services to, and raise the community that exists there, and not displace them. It is also important to note that the Study Area has seen a decline across all racial groups (Appendix A). More research is needed to ascertain why this is so.

Figure 1. City of Lorain Racial Breakdown



Source: Census Bureau ACS 2010-2019 5-Year data table DP05 ACS Demographic and Housing Estimates

Figure 2. Study Area Racial Breakdown

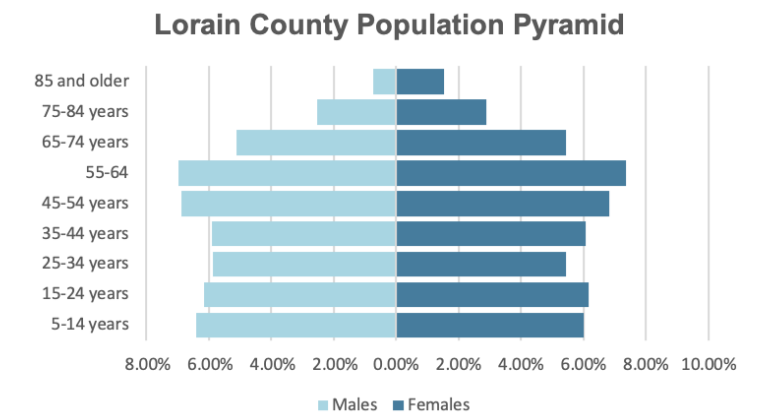


Source: Census Bureau ACS 2010-2019 5-Year data table DP05 ACS Demographic and Housing Estimates

## POPULATION PYRAMIDS

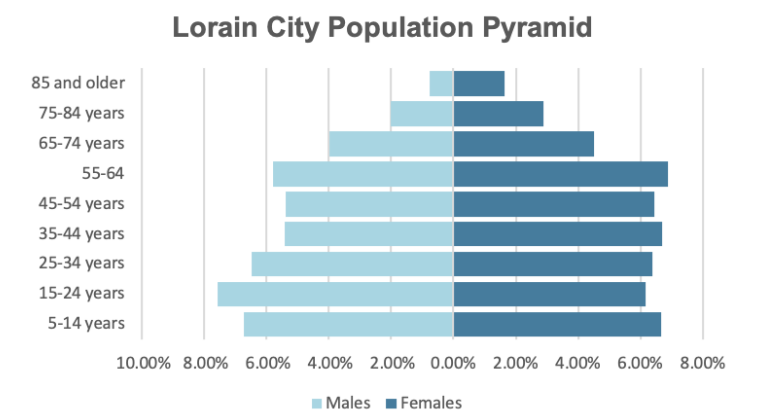
Figures 3, 4, and 5 illustrate the distribution of the County of Lorain, the City of Lorain, and the Study Area by age and sex. The “population pyramids” tell a unique story that, once again, has some positives and negatives. Lorain County’s pyramid (Figure 3) indicates that the largest population groups are between 45 and 64, pointing toward an older population. The city of Lorain’s pyramid (Figure 4) indicates a younger population with potential for future growth and expansion. While The Study Area’s pyramid (Figure 5) is largely volatile with swings either way. The potential for a younger population in the City of Lorain is interesting and should be investigated further to ascertain what is causing this to be so. Appendix A also indicates the median age comparison for the state, county, city, and study area.

Figure 3. Lorain County Population Pyramid



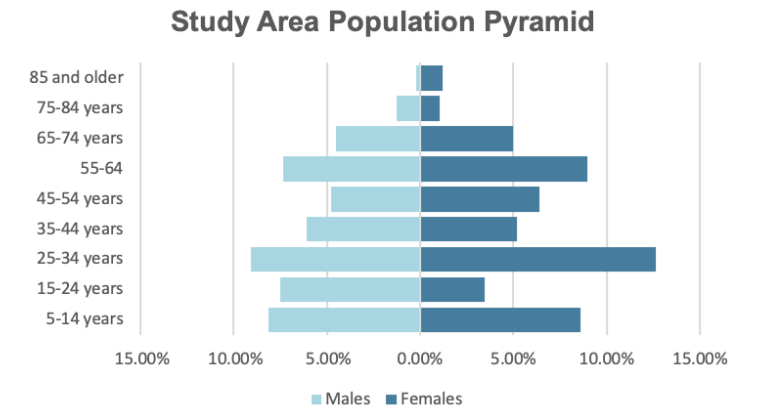
Source: Census Bureau ACS 2019 5-Year data table Table B01001 Sex by Age

Figure 4. City of Lorain Population Pyramid



Source: Census Bureau ACS 2019 5-Year data table Table B01001 Sex by Age

Figure 5. Study Area Population Pyramid



Source: Census Bureau ACS 2019 5-Year data table Table B01001 Sex by Age

## INCOME AND POVERTY

Table 2 elucidates the median earnings for workers over 25 for the state, county, locality, and study area along with the change from 2010 to 2019. One might see this and think that earnings are up for all areas, so that is inherently good, but taking a closer look at the percentage increases tells a different story. The state and county both had gains of roughly 20% in median income from 2010 to 2019. The city had an increase of nearly 16% over the same period. But the study area's median income only grew by 5.2% during this time. This could be partially due to the population loss but is a stark contrast, nonetheless.

While the income section points to optimism in median income gains, the poverty level section tells another story. Table 3 shows the total population below the poverty line as well as the breakdown by race and Hispanic origin. The Study Area has the highest percentage of population below the poverty level in all five categories except for Hispanic and White. The Study Area also has a total population percentage below the poverty line almost 10% higher than the next in the City of Lorain. Trends indicate, however, that all four areas used in this study have seen a reduction in total poverty from 2012 to 2019; an overall positive sign for the area and the region should it continue.

Table 2. Median Earned Income and Change

Area	Median Earnings 2010	Median Earnings 2019	Change 2010-2019
State of Ohio	\$33,021	\$39,722	\$6,701
Lorain County	\$33,713	\$40,125	\$6,412
City of Lorain	\$27,452	\$31,778	\$4,326
Study Area	\$23,624	\$24,862	\$1,239

Source: Census Bureau ACS 2019 5-Year data table S2001 Earnings in The Past 12 Months

Table 3. Population Below the Poverty Line

Percent of Pop. Below Poverty Level By Race					
Area	White	Black or African American	Other Race	Hispanic	Total Pop Below Poverty Level
State of Ohio	65%	26%	4%	7%	14%
Lorain County	67%	21%	4%	20%	13%
City of Lorain	56%	29%	5%	36%	25%
Study Area	48%	38%	6%	23%	34%

Source: Census Bureau ACS 2019 5-Year data table S1701 Poverty Status in The Past 12 months

## EDUCATIONAL ATTAINMENT

Table 4 compares educational attainment across the four units of study. The red indicates areas of concern and lagging. The green denotes areas of strength. As one can see, the study area lags in almost every area aside from some college with no degree and high school graduate percentages.

This is troubling for many reasons but is not quite as bad as it seems. Appendix A illustrates the change over time and shows that the study area has made some gains in the way of associates degree earning over the past ten years but has decreased in bachelor's and graduate degrees over the same period.

Table 4. Educational Attainment Comparison

Area	Less than 9th Grade	9th - 12th grade, no diploma	High school graduate (includes equivalency)	Some college, no degree	Associates degree	Bachelor's degree	Graduate or professional degree
State of Ohio	3%	7%	33%	20%	9%	18%	11%
Lorain County	2%	8%	31%	23%	11%	16%	9%
City of Lorain	4%	14%	34%	24%	11%	9%	4%
Study Area	6%	20%	40%	24%	6%	2%	2%

Source: Census Bureau ACS 2019 5-Year data table DP02 Selected Social Characteristics

## WORKFORCE

For this section, we looked at the six largest and six smallest workforce sectors in Lorain County (Table 5). The county-level was used because it was the smallest unit of study available for 2019 by the Bureau of Economic Analysis (BEA). The indicators point to Manufacturing and heavy industry as still the largest sectors in Lorain's overall workforce. Health care being ranked so highly is a surprising and positive trend for Lorain. Information technologies are an emerging sector for startups as well as Financial (fintech) technologies. Consideration should be made to focus on improving both of these sectors to provide future growth for the area. An analysis of the workforce over time is also needed to properly analyze trends in the marketplace.

Table 5. Workforce Statistics Lorain County

	Num Jobs	% of total
Top Performers		
Manufacturing	17,145	12.8%
Government	16,598	12.4%
Health care	16,209	12.1%
Retail trade	15,276	11.4%
Accommodation & food services	10,220	7.7%
Administrative	9,017	6.8%
Bottom Performers		
Information	959	0.7%
Management of companies	1,349	1.0%
Arts & Entertainment	2,851	2.1%
Educational services	4,009	3.0%
Finance and insurance	4,103	3.1%
Wholesale trade	4,215	3.2%

Source: CAEMP25N Total Full-Time and Part-Time Employment by NAICS Industry

# Land Use

Downtown Lorain is ripe for redevelopment and has already seen some success in repurposing older buildings. Much of the rehabilitation has occurred in commercial areas. Most of the commercial uses in our site area occur along Broadway Ave, though there are some interspersed elsewhere. Commercial uses include a bank, hotel, lodge halls, restaurants, bars, a theater, and other retail and commercial structures. Some of the retail parcels have other uses above, such as storage, apartments, and offices. These are classified as Mixed-Use on the Current Land Use Map (Figure 6) and they occur along the west side of Broadway Ave.

The public library, City Hall, Black River Historical Society, and rights-of-way are classified under Government-Owned uses. The Pellet Terminal (waterfront redevelopment opportunity site) is also owned by the City of Lorain. Additionally, there are at least nine different churches on our site. These are classified under Institutional/Religious uses, in addition to the Lorain County Community Action Agency.

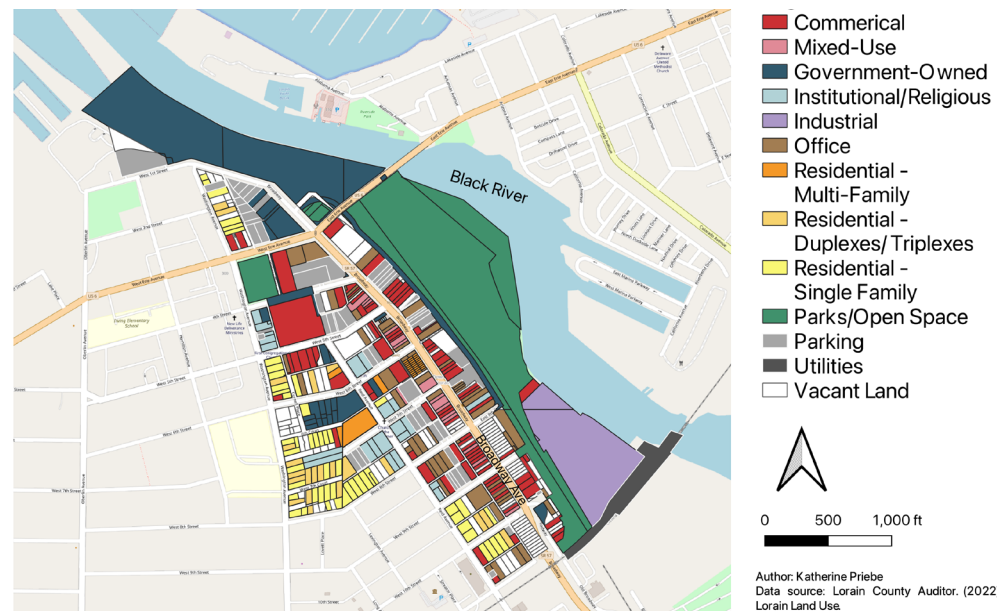
In the City of Lorain as a whole, most industrial uses occur alongside the Black River. The Lorain Comprehensive Plan (2018) predicts future large-scale industrial development in these areas (City of Lorain 2018, 17). On our site, Industrial categorized parcels are occupied by American Metal Chemical Corporation, on the south side of the site. Office uses are mostly clustered near Broadway Ave.

On the current land use map, residential areas are divided by density, with Single Family homes and Duplexes/Triplexes on the western portion of the site. The Metropolitan Housing Authority

owns the majority of the Multi-Family residential parcels. Lorain as a whole has more vacant homes than surrounding areas and statewide (City of Lorain 2018, 14). Our site has many vacant parcels in general (133 parcels, both residential and commercial) as well as parcels used for parking (56 parcels).

Black River Landing is the large park along the Black River on our site. There are other smaller parks in the site area, such as Veterans Memorial Park (to the northwest) and Streator Park (to the west of the industrial parcels).

Figure 6. Current Land Use



# Zoning

The zoning for our site reflects uses for a business corridor and nearby waterfront. Our site has five zoning categories. On the east side of the site, along the Black River and most of Broadway as well as the Lake Erie waterfront is all zoned Mixed-Use (MU). To the west of Broadway and south of W Erie Ave is zoned General Commercial (B-2). A portion of the southwestern part of the site is zoned Transitional Residential (R-2). There are a few chunks of parcels zoned for High-Density Residential (R-3). Lastly, there are some industrial parcels at the southern end of the site.

Mixed-Use districts were created to support the development of community nodes that are walkable, vibrant urban areas. Permitted uses and dimensional requirements are included as tables in Appendix A. There are specific requirements for dedicated open space when developing in these districts (see p.7-23 of Lorain's Zoning Code). The City is open to modifying parking requirements based on the concept of encouraging walkability and multi-modal transit. Finally, there are built form requirements, including common spaces, pedestrian and bicycle access, and design standards for integrating uses.

General Business (B-2) districts, in contrast to Neighborhood Business districts, are meant for a wider range of retail and service uses. Oddly, the B-3, Downtown Business district is not applied to our site area, which would make a lot more sense considering the goals of the Mixed-Use district to be walkable and not auto-oriented, as B-2 describes. Tables for permitted uses and dimensional requirements for business districts are included in Appendix B. Additionally, B-2 districts have minimum lot areas and setbacks. There are also parking and landscaping requirements for this district

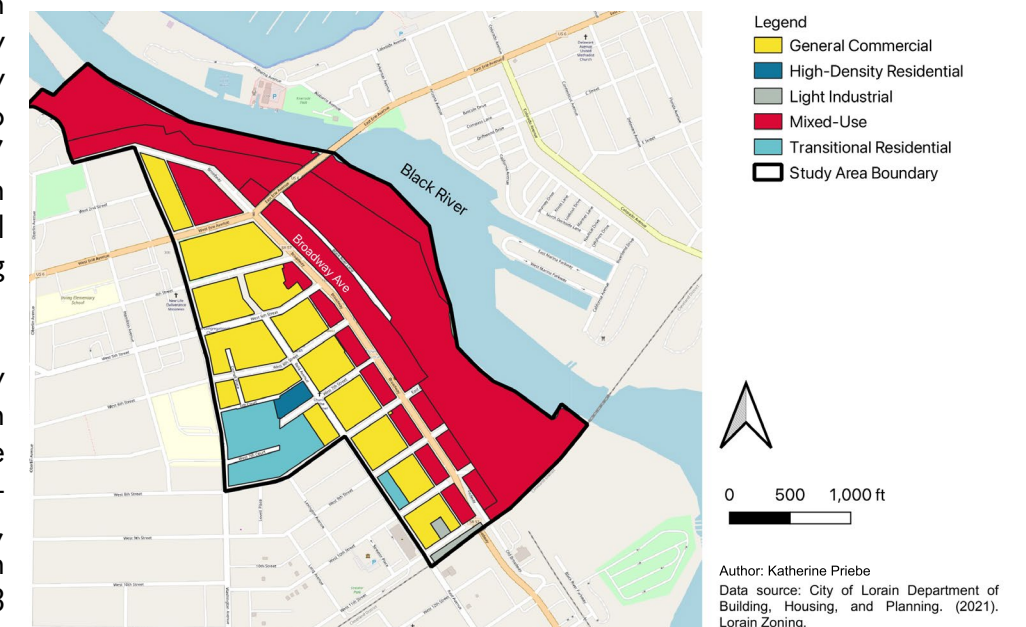
Transitional Residential, R-2, is one of six residential zoning districts in Lorain. These R-2 neighborhoods are meant to serve as transitions from single-family residential to non-residential uses and are meant to be walkable. Given the gap between single-family categories and high-density residential, R-2 would seem to identify with "Missing Middle" housing. R-2 also has minimum setbacks and lot areas, as well as landscaping and parking requirements.

R-3 B, a type of High-Density Residential district, is seen on the zoning map but not in the zoning code. R-3, which is High-Density Residential in general, includes multi-family units with a maximum of 18 units/acre. R-3

is also recommended to be used as a transitional district between lower-density residential areas and mixed-use or non-residential zones. Drew Crawford informed us that R-3 B should just be the same as R-3.

We observed a spatial mismatch with the current zoning compared to conditions on the ground in the western part of the site. In areas zoned Commercial, there are some residential uses in addition to retail. We feel it is appropriate for residential uses to be allowed in those areas currently zoned Commercial within the study area and would recommend the zoning code be modified to allow for a mixed-use development of both retail and residential uses. This would essentially have the study area zoned entirely mixed-use, with a few exceptions (the industrial parcels and some transitional residential remaining as is). It may also be useful to distinguish amongst levels of density in the mixed-use zones, for example, with the waterfront zone containing the highest density development, followed by the Broadway corridor, and the area west of Broadway with the lowest-density mixed-use development.

Figure 7. Current Zoning



# Environmental Conditions

## WATER QUALITY

Located just west of Cleveland, the study area in Downtown Lorain is located at the mouth of the Black River Watershed. Historically, the city of Lorain relied on the Black River to bring raw materials to and from its once prosperous industrial center. Like many urban rivers, the Black River historically was degraded by discharges from industrial operations and wastewater. This contributed to high amounts of heavy metal, and polynuclear aromatic hydrocarbon (PAH) contamination. This, in addition to municipal discharges, bank erosion, commercial and residential development, atmospheric deposition of contaminants, hazardous waste disposal sites, urban stormwater runoff and combined sewer overflows, and agricultural runoff in the upper watershed, resulted in the Black River being nicknamed “the river of fish tumors” and being declared as an Area of Concern (AOC) in 1987 (EPA, 2022).

The Black River AOC currently encompasses much of Lorain County, with portions extending into the western edge of Cuyahoga County near North Olmstead, the western edge of Medina County to Spencer and Lodi, the northern tip of Ashland County, and a small portion of eastern Huron County. Additionally, Lorain’s outer harbor and two public beaches near the study area: Century Park beach, and Lakeview Park Beach, are also included in the AOC (EPA, 2022). The full extent of the Black River Area of Concern can be seen in Figure 8; however, it is also worth noting that a portion of our study area extends beyond the watershed border.

To be delisted as an AOC, the Black River was given nine of fourteen possible Beneficial Use Impairments (BUIs) by the International Joint Commission for an AOC. Each BUI represents various examples of significant environmental degradation, comprising of some form of reduction in the chemical, physical or biological integrity

of the AOC’s water quality. For the BUIs on the Black River to be removed, certain thresholds for restoration work, set by the State of Ohio and the Black River AOC Advisory Committee, must be met. Once all BUI’s are removed, the process of delisting the AOC can begin. The current status of the nine BUIs in place on the Black River AOC can be seen in Table 6 (EPA, 2021).

The EPA estimates that the Black River Area of Concern will be delisted by 2026 (EPA, 2022). Additionally, as part of the Bipartisan Infrastructure Law, the EPA will receive \$1 billion worth of investment, the bulk of which will be used to clean up and restore AOCs in the great lakes region. That money, in addition to funds given out annually from the Great Lakes Restoration Initiatives, will go a long way towards cleaning up not only the Black River but all Great Lakes AOCs. The EPA and its partners project work to be completed in 22 of the 25 remaining great lakes AOCs (EPA, 2022).

Table 6. Black River Area of Concern Beneficial Use Impairment Status

Beneficial Use Impairment	Status as of 2021
BUI 1: Restrictions on Fish Consumption	Removed 2017
BUI 3: Degradation of Fish Populations	Impaired
BUI 4: Fish Tumors or Other Deformities	In Recovery
BUI 6: Degradation of Benthos	Impaired
BUI 7: Restrictions on Dredging Activities	Impaired*
BUI 8: Eutrophication or Undesirable Algae	Removed 2017
BUI 10: Beach Closings (Recreational Contract)	Impaired
BUI 11: Degradation of Aesthetics	Removed 2021
BUI 14: Loss of Fish Habitat	Impaired
*BUI 7: Restrictions on Dredging Activities is projected to be removed in 2022	
Data Source: EPA Black River AOC 2022, Ohio EPA Delisting Guidelines and Restoration Targets for Ohio Areas of Concern, 2017	

## BLACK RIVER LANDING RESTORATION WORK

The City of Lorain received a grant for over \$1.3 million from NOAA for funding the Black River Landing and Heron rookery Habitat Restoration Project. Completed in 2015 through the help of Coldwater Consultants, the project resulted in 370 feet of aquatic habitat and riparian restoration at Black River Landing. Stabilization efforts included modifying stream banks, slope

stabilization, the installation of boulders, and establishing vegetation with native shrubs and plants. Additionally, over 1,000 linear feet of fish shelves were constructed farther down river at the Heron Rookery site, consisting of a shallow water shelf to provide additional habitat to fish, macroinvertebrates, and other aquatic organisms (coldwater consultants, 2015).

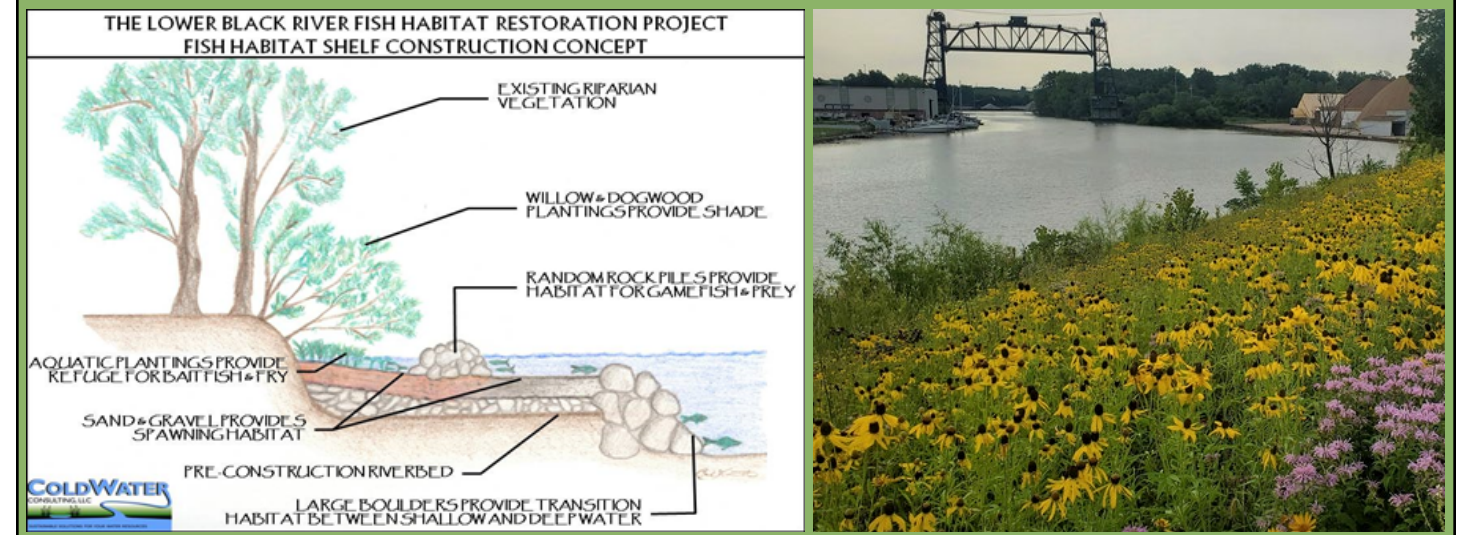
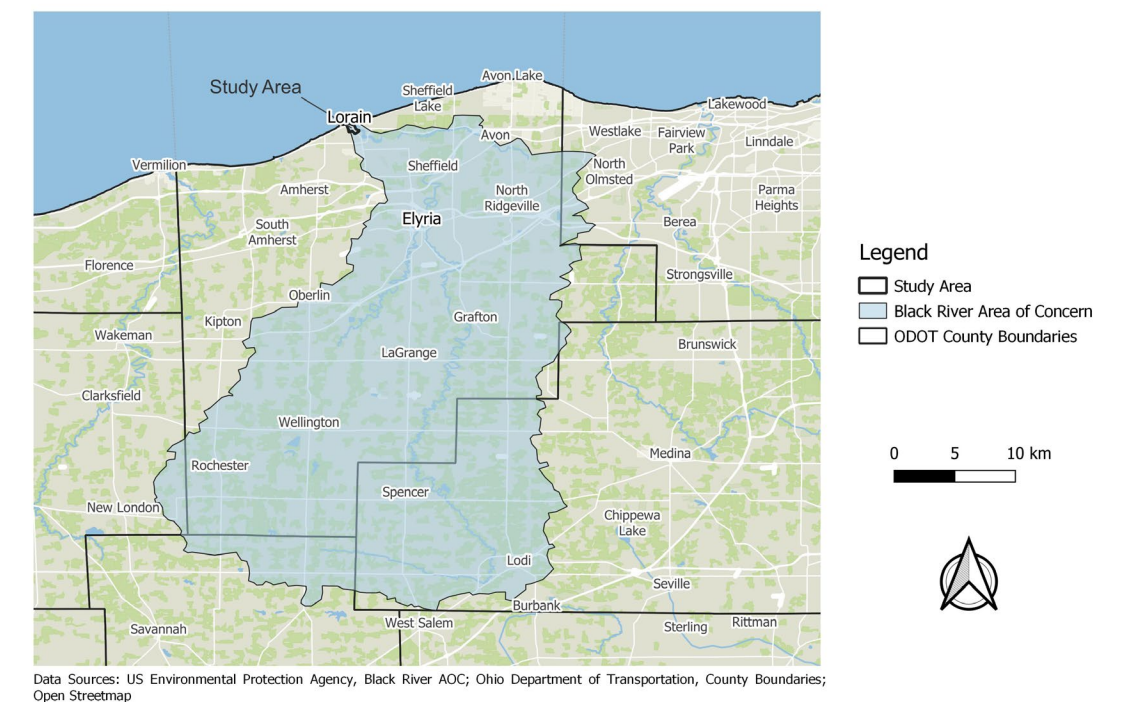


Figure 8. Black River Area of Concern Boundary



## IMPERVIOUS SURFACES

Impervious surfaces, such as asphalt, concrete, rooftops, compacted soils, are surfaces that prohibit the infiltration of water from the surface to the underlying soil. While impervious surfaces do not directly generate pollution, they do have a significant effect on hydrology and the overall environmental quality of a given geography. Excessive amounts of Impervious surfaces can degrade water quality, increase the quantity and speed of stormwater runoff, prevent the natural pollutant processing in the soil, and increase urban heat islands (Chithra, 2015).

When precipitation falls on previous surfaces, such as vegetation and non-compact soils, water infiltrates into the soil where it is naturally filtered of pollutants and facilitates ground water recharge. When it falls on impervious surfaces, it collects and accumulates pollutants, flows into storm drains, and is eventually discharged into local bodies of water. Due to the water not being able to percolate into the ground, more of it runs off into these water bodies, resulting in increased stream flows, erosion, and the degradation of aquatic habitats (Chithra, 2015). While the City of Lorain is served by a separated sewer system, meaning that the City's stormwater and wastewater systems are separated and thus the area is not at

risk of Combined Sewage Overflows, runoff pollution can still pose a significant threat to aquatic ecosystems. As little as 10% impervious cover in a watershed can result in stream degradation (EPA, 2003).

As can be seen in Figure 9, the study area has an overall impervious surface percentage of 75.7%. This percentage does vary throughout the study area with the Broadway Corridor, the shopping plaza between 4th and 5th streets, and city hall having noticeably higher impervious surface percentages. On the other hand, Veterans Memorial Park, the residential area in the southwest corner of the study area, and the area near the Black River Wharf Park and Boat Launch have much lower impervious surface percentages. It is also of note that although Black River Landing is a large greenspace, it still has a high percentage of impervious surfaces. This is most likely due to the large parking lot, and event center building located within the park. It is also worth noting that this data is aggregated to 30 meter raster cells and is from 2019, so small-scale variations such as tree lawns are not represented in this map.



## URBAN HEAT ISLAND

One of the byproducts of excessive amounts of impervious surfaces is a phenomenon known as the Urban Heat Island Effect. Dark colored impervious surfaces, such as roads, rooftops, and parking lots, absorb and hold heat from the sun. They trap and slowly release heat back into the air, increasing temperatures in the surrounding areas, creating islands of heat in urbanized areas. Heat islands tend to increase in severity throughout the day, becoming most pronounced after sunset as heat stored throughout the day slowly releases at night.

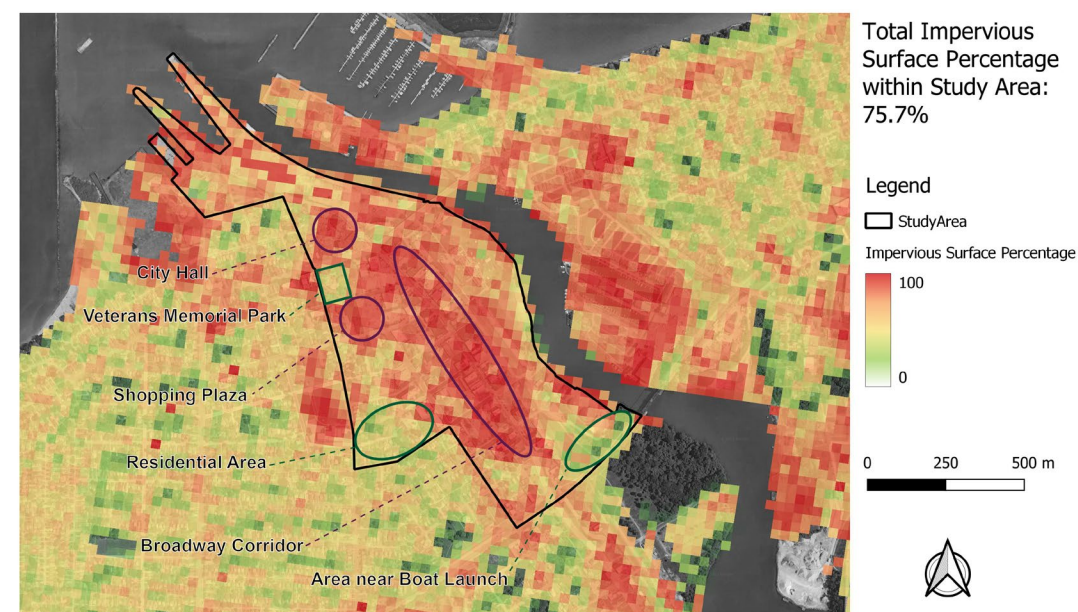
Urban heat islands can pose a serious threat to public health. Particularly vulnerable populations include children, the elderly, people who work outdoors, and people with respiratory illnesses. Higher temperatures can increase the risk of heat-related health issues, such as heat stroke or heat stress, and can intensify air pollution by creating smog (American Forests, 2020). According to the center for disease control, 618 people in the United States are killed by extreme heat every year, by far the leading cause of weather-related deaths in the US (CDC, 2017). With the advent of climate change leading to higher global temperatures, and more intense and

more frequent heat waves, this problem will only become more pronounced in the near future. Figure 12 shows the Urban Heat Island within the study area of Downtown Lorain. The data for this map used Landsat 8 imagery band 10 (ground-level thermal heat sensor) for the summers of 2018 and 2019 and is updated yearly. This map shows where certain areas of the study area are hotter than the average temperature for the city as a whole. This represents a snapshot in time and does not consider changes in heat during a single day.



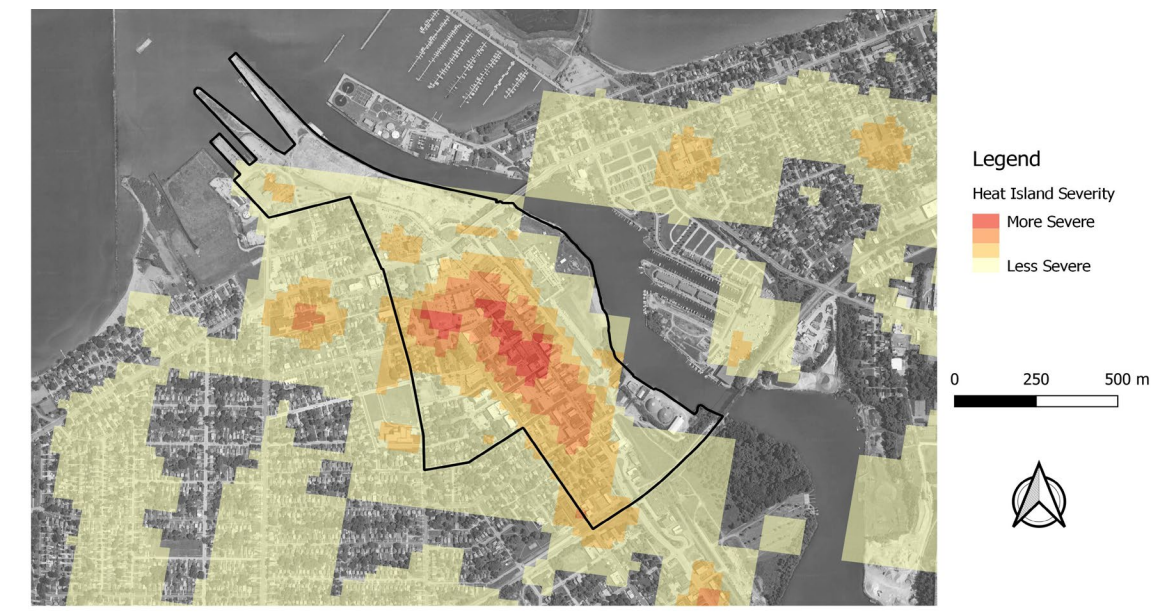
As can be seen in Figure 10, most of the study area is suffering from some degree of higher-than-average heat. The areas with the most pronounced urban heat island in the study area follows a similar pattern as the amount of impervious surface, with the Broadway corridor, as well as the shopping plaza between 4th and 5th streets showing higher than average temperatures compared to the city as a whole.

Figure 9. Impervious Surfaces in Downtown Lorain



Data Source: NLCD 2019 Percent Developed Impervious (CONUS)

Figure 10. Heat Island Effect in Downtown Lorain



Data Source: The Trust for Public Land National UHI City Heat Islands, Summers 2018-2019, updated annually

## TREE CANOPY

The Urban Tree Canopy refers to the layer of tree leaves, branches, and stems of trees that cover the ground when viewed from above. The ecological benefits of urban trees are well documented. Trees produce oxygen, sequester CO<sub>2</sub>, filter airborne particulates, intercept rainwater, and reduce stormwater runoff, while also providing important habitats for numerous bird, insect, and animal species. At the same time, trees also act as natural air conditioners. The evaporation from a single tree can produce a cooling effect of ten room-sized, residential air conditioners operating 20 hours a day. This helps with energy conservation, cooling buildings in the summer through shade and evaporation, and acting as a wind buffer in the winter reducing heating costs. Trees also are associated with numerous other economic and social benefits, including lowering crime rates, improving mental and physical health, improving property values, attracting business to commercial areas, and providing buffers to noise and pollution (Leff, 2016).

Constraints such as development densities, land use patterns, local ordinances, and climate, make it difficult to apply a one size fits all canopy cover goal. American Forests, the oldest national nonprofit conservation organization in the US, and an industry leader in conservation and community forestry, has established standards for canopy cover in US cities. They recommend an overall canopy of 40%, with 25% in urban neighborhoods, and 15% in the Central Business District (Davey Resource Group, 2015). As can be seen in Figure 11, the 1.3% tree canopy coverage within the study area in Downtown Lorain falls significantly short on all these standards.

It is worth noting that the data used for this map is a national dataset with data aggregated to 30 meter raster cells from 2016, meaning that small scale differences may not be accounted for. A more detailed tree canopy inventory is needed for further site-specific planning.

To account for this accuracy issue, 200 random samples were taken within the study area using the online i-Tree Canopy tool, a cooperative online tree planning tool developed by the USDA Forest Service, Davey Tree Expert Company, The Arbor Day Foundation, Society of Municipal Arborists, International Society of Arboriculture, Casey Trees, and SUNY College of Environmental Science and Forestry. Using aerial imagery, samples were classified as "Tree" or "Non-Tree," canopy cover was estimated and tree benefits in dollar amounts were estimated in terms of Carbon, Air Pollution and Hydrological sequestration. The location of the samples as well as the full results are attached in the appendix.

This method estimated a total percent canopy cover of 11.5% for the study area, which is still below both thresholds for Central Business Districts and Urban Neighborhoods. Despite the low canopy coverage, i-Tree Canopy estimates that the tree canopy in the study area sequesters 28.19 tons of Carbon, 103.35 tons of CO<sub>2</sub>, and 1,544.42 pounds of air pollutants for a total annual benefit of over \$9,000. More details can be seen in Appendix C.

Figure 11. Tree Canopy Coverage, Downtown Lorain

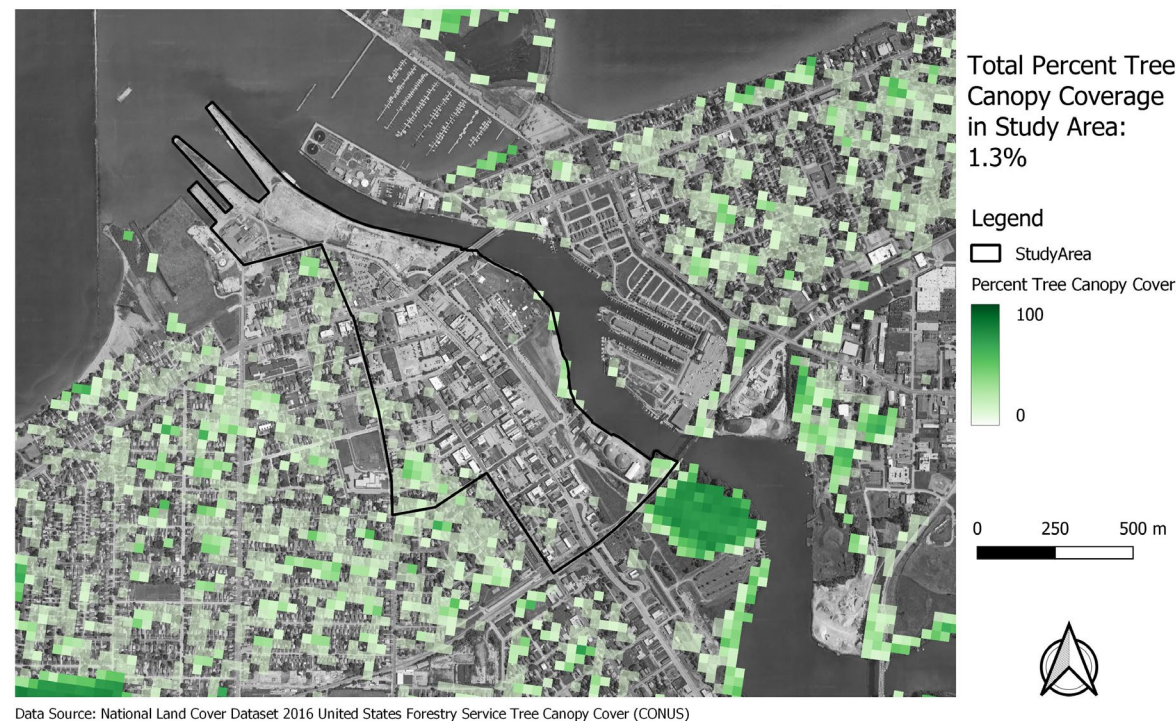
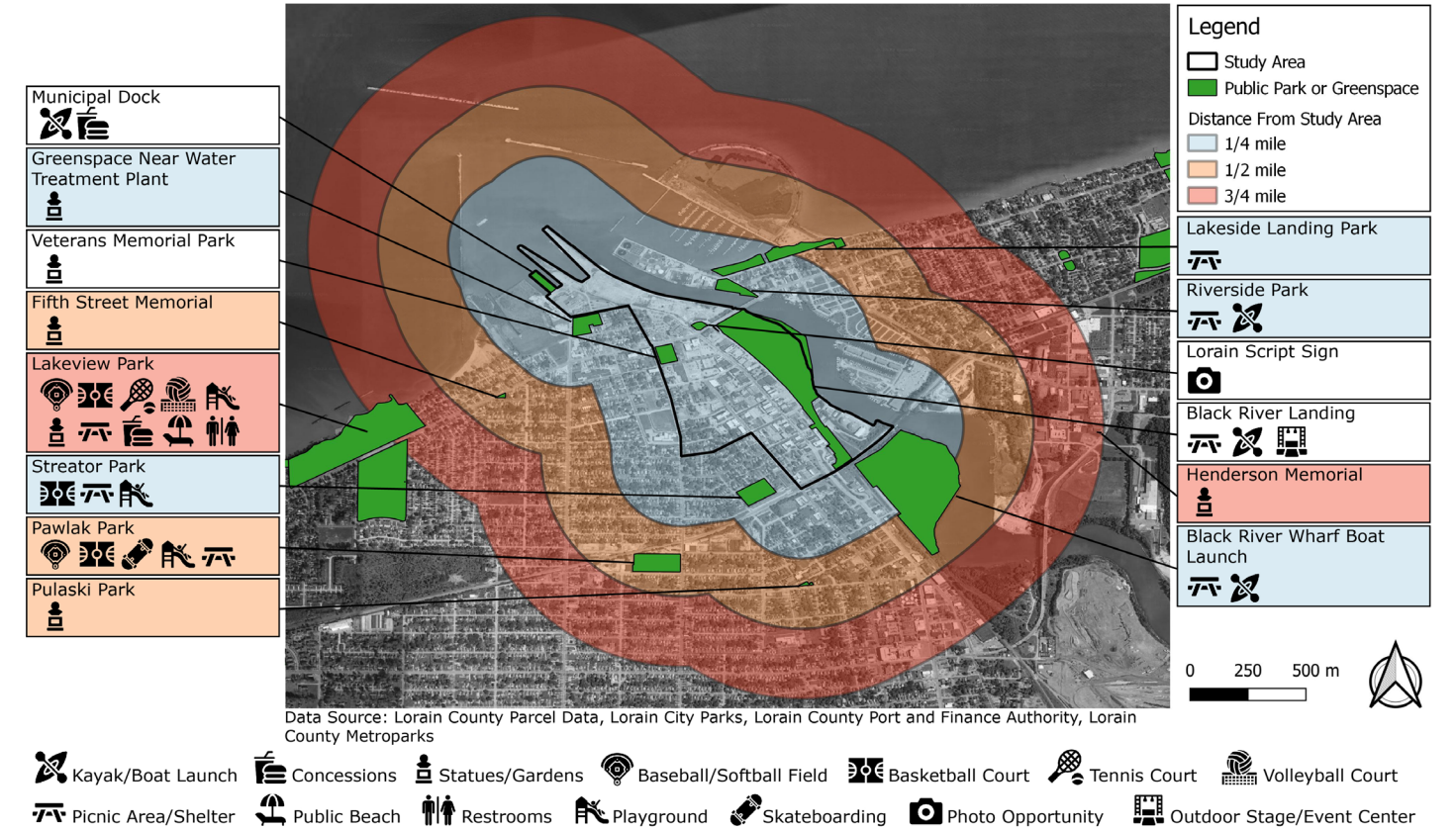


Figure 12. Parks and Greenspace Within 3/4 of a Mile of the Study Area



## SURROUNDING PARKS AND GREENSPACE

Urban parks and greenspace are significant neighborhood assets and have numerous economic, public health, environmental, and social benefits. Parks improve the local tax base and increase adjacent property values. In addition, they also attract new businesses and residents. Public parks also provide a free place for people to go to stay healthy, resulting in mental and physical health benefits. They also provide gathering spaces for communities, which help to improve social capital and social cohesion. In addition, access to parks and recreation opportunities has been strongly linked to reductions in crime and reduced juvenile delinquency. Finally, from an environmental perspective, parks provide much needed habitat, improve water quality, protect groundwater, prevent flooding, improve air quality, and provide places for children and families to connect with nature (National Recreation and Park Association, 2010)

Downtown Lorain has numerous different parks and recreation options, both inside and within a short walking distance of the study area. Within 3/4 of a mile, or about a 15-minute walk, from the study area there are a total of 14 different parks and public greenspaces, each offering different features and amenities, and within the study area itself there are 4. A breakdown of the amenities of each park, and their locations relative to the study area can be seen in Figure 12. It is worth noting that while there are a lot of parks and greenspaces within the study area, many of the amenities such as basketball courts, baseball and softball fields, and public restrooms cannot be found within the study area itself.

Figure 13. Environmental Hazards, Full Study Area

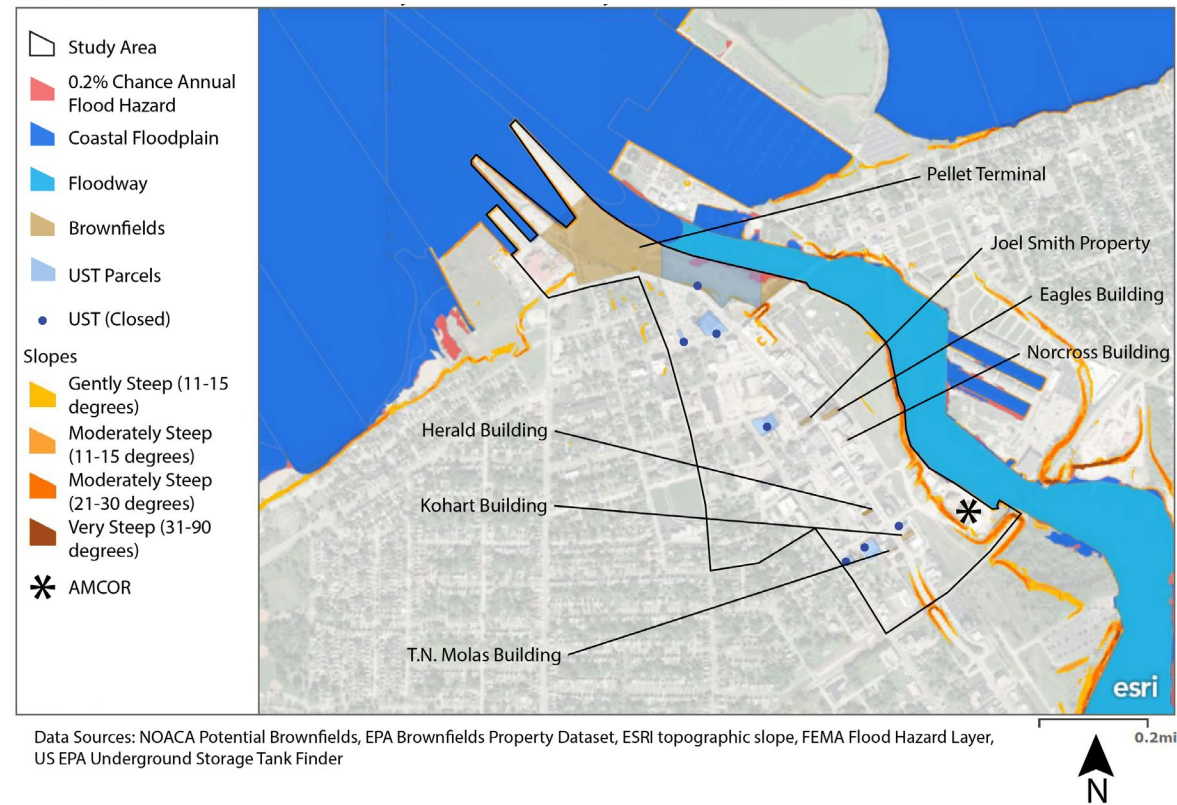
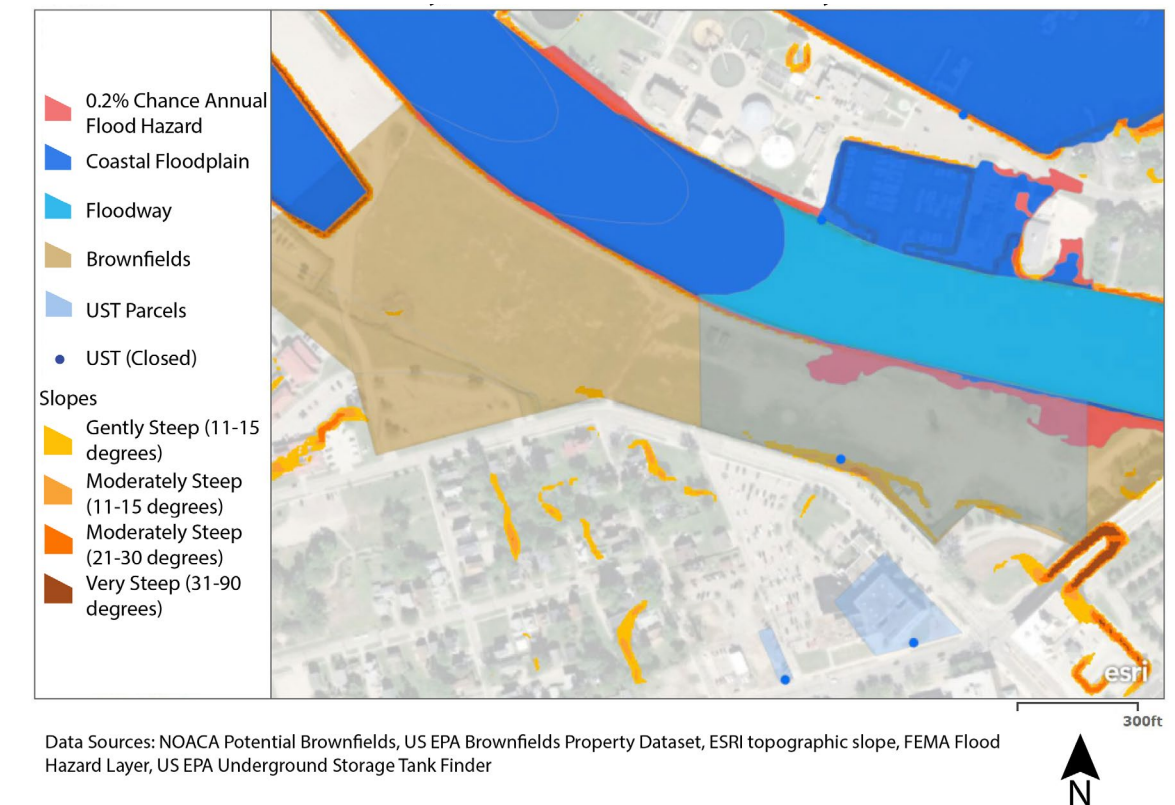


Figure 14. Environmental Hazards, Pellet Terminal and City Hall



## ENVIRONMENTAL SUITABILITY

There are numerous environmental factors which can constrain potential new development. While the study area is a downtown area, and mostly built out, there are still things that must be taken into consideration before any form of development can occur. The ones with the most presence in the study area are steep slopes, flood zones, and brownfields.

Slopes and topography have a significant influence on what can be built and where. Generally, the maximum slope for housing and commercial sites cannot exceed 20-25%, which is about 11.31-14.04 degrees. Additionally, development near steep slopes can affect the hydrology of the area, potentially accelerating erosion, deteriorating the ecology of the slope environment, and leading to potential property damage (Marsh, 2005).

The Federal Emergency Management Agency (FEMA) is the federal agency in charge of creating and maintaining flood maps. These maps, known as Flood Insurance Rate Maps, show areas of flood risk as a series of zones. While flooding can happen anywhere, these zones help communities

to set minimum building requirements for coastal areas and floodplains, and help lenders determine flood insurance requirements (FEMA, 2018).

Brownfields are parcels that have some form of environmental contamination that either is in the process of remediation, or requires remediation to return the parcels to productive use. The data used for this analysis is a combination of NOACA's Potential Brownfields Database, and properties that are registered in the EPA's Brownfields Property Database that when queried by readiness for anticipated use, and the necessity of cleanup.

Underground Storage Tanks (USTs) are tanks and any underground piping connected to the tank that has at least 10% of its combined volume underground. The EPA's federal UST regulations apply to UST systems that store petroleum or other hazardous substances. These leaked substances can seep into soil and contaminate groundwater and other nearby bodies of water (EPA, 2021). There are three release status types for USTs, Open, Closed, and Unknown. Generally opened USTs are currently in use and storing hazardous

substances, and closed USTs do not require any further action. (UST Finder User Manual, 2020). Looking at the whole study area, we can see in Figure 17 there are steep slopes that follow the bank of the black river. These are especially pronounced in the southeastern edge of the study area, where there is a significant grade change from Broadway to the American Metal Chemical Corporation (AMCOR) site along the Black River.

There are also 7 identified brownfields, 3 of which were identified using the EPA's Brownfield Properties dataset. The EPA lists the Eagles Building's contaminant as asbestos, while the Herald Building's contaminant is petroleum. Additionally, the study area contains 7 parcels which have at least one UST. In total there are 18 USTs found within the study area, all of which are closed, and not actively in use or leaking. While they do not require remediation right now, if new development is to occur on a parcel with a UST, it will need to be removed.

Zooming in to the Pellet Terminal site, we can see all three identified hazards are present. Along the property's southwestern edge, near City Hall, there is a gentle to moderately steep slope. Additionally,

FEMA's 0.2% chance annual flood hazard (500-year flood zone), extends about 150 feet into the property. Mirroring this, part of the Coastal Floodplain, representing a 1% chance annual flood hazard (100-year flood zone), extends about 15-20 feet into the property from the Black River. While only the 100 year floodplain is listed as a special flood hazard area, flood considerations should be made beyond that boundary as more frequent heavy rain events due to climate change make 100 year flood events more frequent (FEMA, 2020). The Pellet Terminal site, a former ore storage site owned by Republic Steel, itself is a brownfield. Phases 1 and 2 of the Environmental Site Assessments have been conducted, and the site is in the process of remediation (Lorain AWP, 2020). In addition, there are three separate parcels which have USTs nearby. One on the Pellet Terminal site, 6 owned by the Lorain Police Department, located on the City Hall site, and 4 on the vacant lot on the corner of W Erie Blvd and Washington Ave, owned by Boroski Shell. Overall, the steep slopes, flood zones and environmental hazards pose significant environmental constraints in this area, and any site plan for potential future development of Pellet Terminal or City Hall needs to take these constraints into consideration.

# Mobility

A walk score is a metric that measures proximity to amenities, institutions, and others from a specific location to quantify just how “walkable” an area is. For our study area, we used Palace Theater, located at 617 Broadway Avenue as the center point for the district. Historic Downtown Broadway received an excellent 70 walk score, lending to the notion of Broadway as a viable central business district (CBD). Figure 15 is a graph provided by walkscore.com showing how Historic Downtown Broadway rates for specific amenities via access on foot. As one can see, parks, schools, and culture & entertainment easily scored the highest.

Walkscore.com also provides a score for transit access and bikeability. Due to a lack of transit access in the study area, the district received a zero in transit score. Consideration should be made to improve this score as transit is both a viable means of economic development and a boon for alternative transportation users. The district received a bikeability score of 53, earning a rating of “bikeable.” This means the district has proximity to existing bike infrastructure and is somewhat accessible via bicycle. All of this leads to our analysis that future buildout of multi-modal transportation opportunities could help to create a well-connected district.

Figure 15. Walk score Broadway Avenue

The Walk Score for 617 Broadway is based on the following categories.

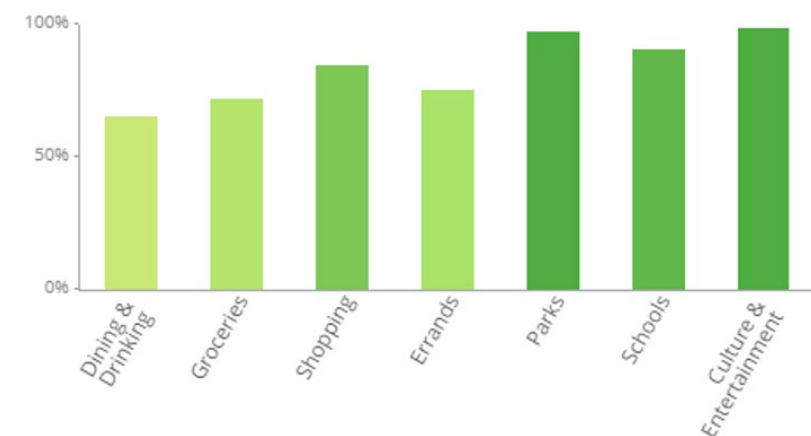
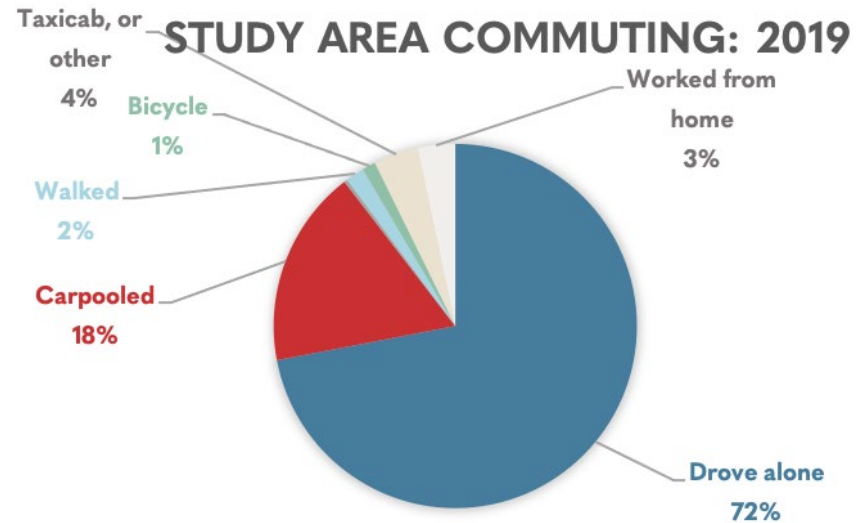


Figure 16. Study Area Commuting Characteristics



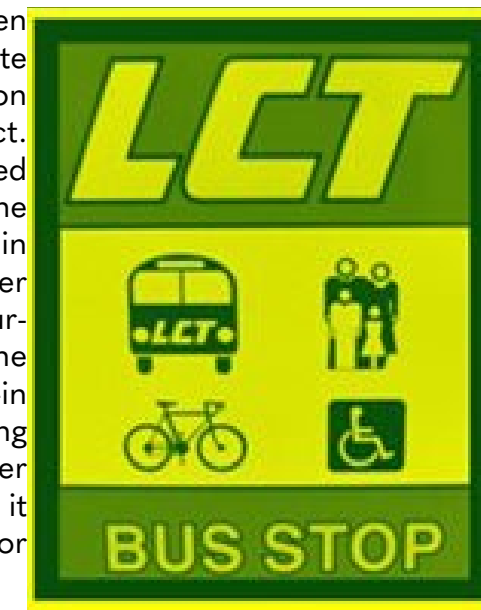
An analysis of the commuting characteristics of the study area compared to Lorain County and the City of Lorain found that the district is comparable to the city and county in many ways but is lacking in others. The study area was the only area found to have lost workers from 2010 to 2019 (Table #). The Study area also had the highest decrease in car alone commuting, carpooling, and bicycling to work. Still, car alone commuting was the highest overall commuter type at 72% of residents (figure 16), followed by carpooling second at 18%. This decrease is not unheard of as the workplace of 2010 is vastly different from that of 2019, (the subsequent increase in working from home all but proves this theory) but it is an important trend to note, nonetheless. The other two modes of transportation that grew are walking to work (albeit very slightly) and taking a taxicab. This is understandable due to the rise of ridesharing apps and companies like Lyft and Uber. Not surprisingly, public transportation neither decreased nor increased due to no transit access in the Study Area. It is important to note that this data is from 2010 to 2019, future research is needed to ascertain if the Broadway Streetscape Project has helped to improve any of these metrics. This analysis shows that improving connectivity is an important piece of the puzzle when it comes to Balancing Broadway.



In 2019, the city undertook the process of improving the pedestrian rights-of-way, street design, and aesthetic feel of the neighborhood through the Broadway Streetscape Project (City of Lorain, 2019). The streetscape project was the first step toward creating a vibrant district in Historic Downtown Broadway. The area improved ranged from 10th street to W. Erie Avenue. Three entryways were placed along Broadway Avenue (W. Erie and Broadway, W. 4th St., and between W. 9th and 8th St.) to incorporate a sense of place and recognition of entering the Broadway District. Other improvements included a calming of traffic through the reclamation of auto right-of-way in favor of street parking and wider sidewalks. What was once a four-lane street turned into a two-lane street, with the occasional head-in parking for expansion of parking options. This, along with the wider sidewalk frontage area, makes it safer and more comfortable for

users to engage with the space. It also provides the added benefit of patio space for dining and other services. We seek to expand on the Broadway Streetscape project and continue the vital work it has started for connectivity and mobility in Historic Downtown Broadway.

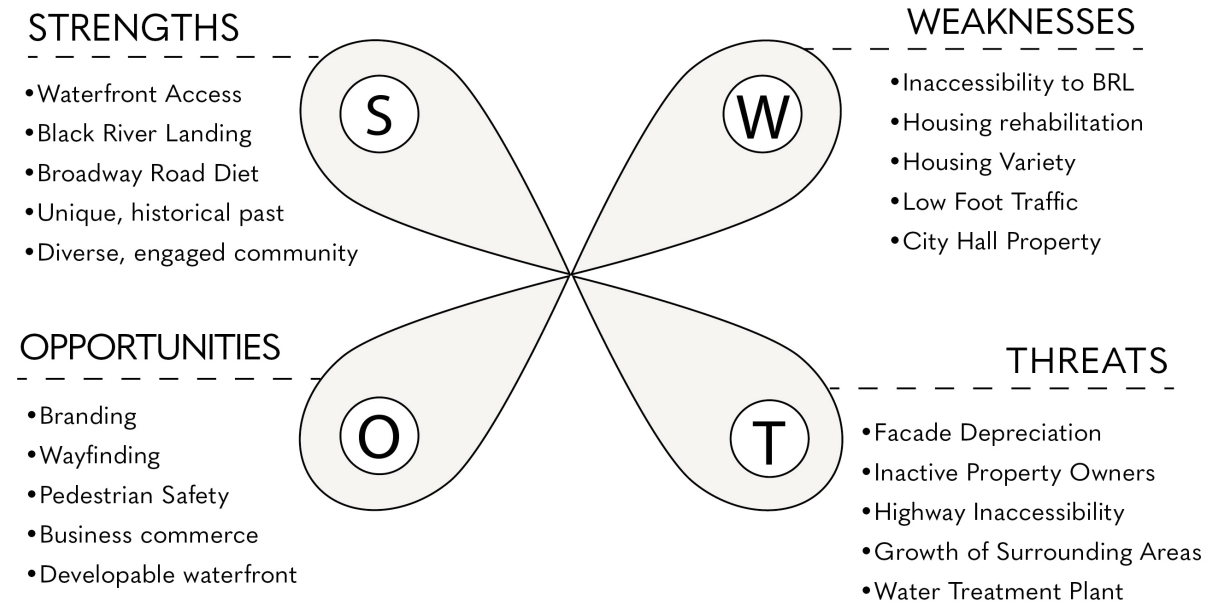
There is a minimal transit presence in the county of Lorain, much of the operation focuses on connections between the City of Lorain and Elyria. The Lorain County Transit network has seven bus stop locations within our study area; mostly along Broadway Avenue, Washington Avenue, and West 6th Street. There are no listed route times on the City's website but they do mention that route schedules can be made available upon request. As the commuting characteristics show, there are no percentage of individuals that commute by public transit in the study area.





# SWOT

Figure 16. SWOT Analysis



The major strengths of the downtown Lorain area are its waterfront access to both the Black River and Lake Erie. Adjacent to the historical Black River is the city's largest park, Black River Landing. The narrowing of Broadway into a two-lane road strengthened the built environment of the corridor. The resident base is diverse and involved in the local business community. Additionally, Lorain boasts a unique history, having been impacted by a tornado in 1924, which leveled large downtown areas. The city is also the birthplace of the famous Pulitzer Prize and Nobel Prize-winning novelist Toni Morrison.

The weaknesses of the study area are mainly dominated by the physical barrier of the eastern strip of businesses against Black River Landing along Broadway. This barrier creates an obstacle to access to the park and hinders a symbiotic relationship between the park and the economy of Broadway. The lack of housing variety and the need for rehabilitation weaken the corridor. Lastly, the City Hall property is neither the highest nor best use for a valuable parcel close to the waterfront and Black River Landing.

There are plenty of opportunities the site area provides that can serve as catalysts for permanent

change. Establishing cohesive branding for Broadway as the central business district is essential for solidifying its identity as a city. Additionally, utilizing wayfinding tools that are currently absent or inconsistent allows residents and visitors to feel more comfortable engaging along the arterial. Without an official business incubator, the network of businesses along Broadway has limited access to tools that advance the local economy; this gap serves as an opportunity to bridge local development goals. Pedestrian safety is another opportunity to create a friendlier and walkable downtown area. Lastly, there is a significant opportunity in waterfront development, particularly the Pellet Terminal and the City Hall property.

The most substantial threats to the site area are two-fold; first, the facade depreciation and management along Broadway have negative consequences for responsible property owners and the entire business district. Second, the inactive commercial property owners who are not incentivized to utilize their storefronts are essentially erasing properties off the main thoroughfare and stagnating the desirable and realistic economic development the city needs.

# Accompanying Plans

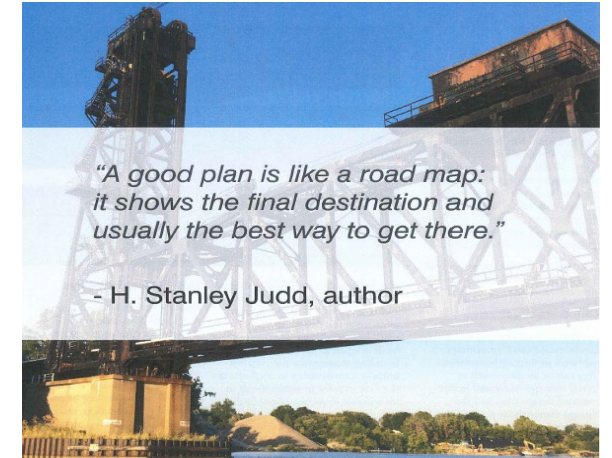
## LORAIN COMPREHENSIVE PLAN (2018)

Priorities of this plan were to make waterfront development-ready, make downtown development-ready, strengthen connections, parks, stabilize vacant property owners, gateway and signage, annexation strategy, and promote Lorain (City of Lorain, 2018).

This plan emphasizes the importance of attracting anchor businesses to the Downtown Broadway District.

A major goal of this plan is to improve cohesion and connectivity between downtown and the riverfront, and from this area to the rest of Lorain.

The Lorain Comprehensive Plan mirrors many of the same goals that Legacy City Planners aim to achieve in our Balancing Broadway plan.



## THE LAKEFRONT CONNECTIVITY TLCI PLAN (2017)



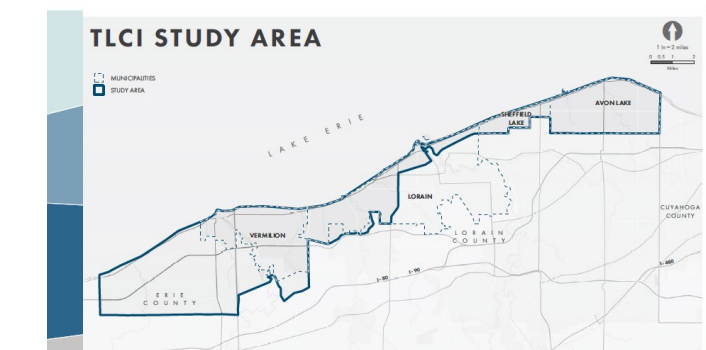
The Transportation for Livable Communities Initiative (TLCI), is a program created by NOACA to help communities establish "integrated transportation and land use planning and projects that strengthen community livability" (NOACA, 2021).

This plan includes a redevelopment site plan for Pellet Terminal, including a convention center, hotel, marina, park space, and townhomes.

This plan calls for a significant addition of parking.

Pedestrian amenities would have included a widened sidewalk, smaller driving lane, bike lane, and a vegetated buffer (NOACA, 2017).

The TLCI Plan encompasses the municipalities of Avon Lake, Sheffield Lake, Lorain, and Vermillion.



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# Market Study

The market study includes most of our quantitative data analysis, focusing on housing, existing and future retail capacity, the local workforce, and other factors.

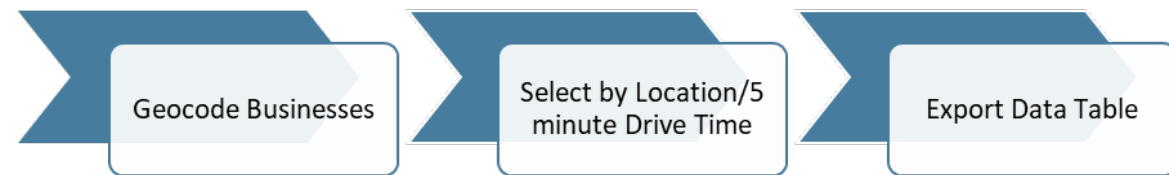
# Retail

## OVERVIEW AND METHODOLOGY

Kirby Date's framework for collecting business data was used, and Date directly advised us while making progress on collecting business data. This framework entailed creating five-minute, 10-minute, 15-minute, and 25-minute drive time areas from Broadway and Downtown Lorain. Then, using Reference USA data, businesses were

counted in these drive time areas. After assessing the number of businesses that came back from each drive time search, we decided to only include businesses within a 5-minute drive time area due to the limited time scope of the planning studio project.

Figure 17



Figures 17 & 18 shows the thought-map process involved with selecting businesses for a 5-minute drive time from Broadway/Downtown Lorain. Next, we analyzed approximately 350 businesses by looking up each business online (Yelp, Facebook, Google, Google Maps) and ensuring the information was accurate. We verified that the businesses are still active and not just vacant buildings. Data was then imported into Google My Maps to supplement any missing businesses.

Figure 18



Next, every business was categorized by NAICS codes within Kirby Date's niche retail and general business models. We then supplemented the collected data with roof print square footage. This data was compared to CoStar data to detect any conflicting values. For conflicts or missing data, Google Earth Pro was used as a check to provide manual measurements of building square footage. Businesses were then double-checked by ensuring that the NAICS category assigned was consistent and accurate with the provided service.

## PRIMARY MARKET AREA & BUYING POWER

In March, 2022, we completed a retail niche analysis for the Broadway district study area. This process is a detailed inventory taking of all the current businesses within a certain drive time distance (5 minutes in our case) and determining sales volumes and square footages of said businesses. In order to help determine the amount of leakage in each retail category, you need to compare the average buying power for the study area (5-minute drive time of downtown Broadway district) with the percentages of one's income that

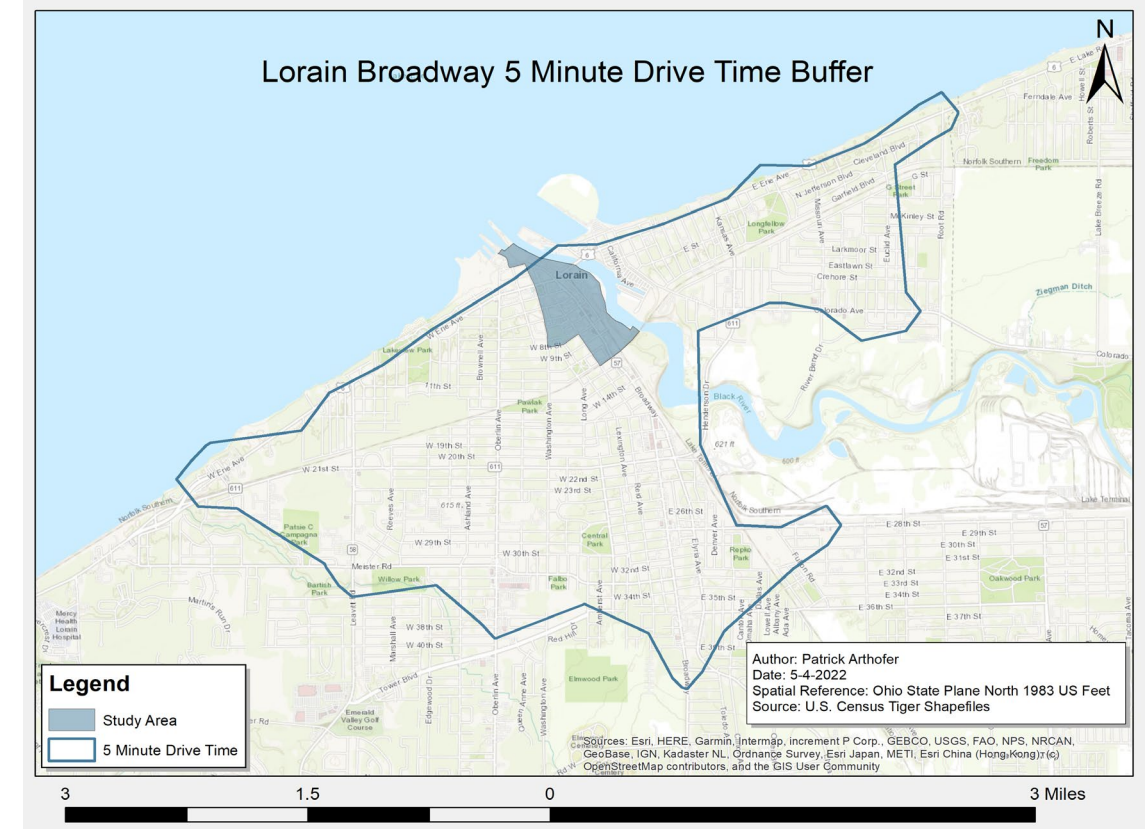
is spent in different retail categories, typically. This information can come from the Bureau of Labor Statistics (BLS). This is a quite intensive process and requires a lot of double checking on multiple platforms as well as in person visits to verify the businesses, and ensure the integrity of the study is upheld. See Appendix D for reference.

The blue highlighted business indicated niche areas we wanted to emphasize as good fits for the study area. The Red highlighted business types are

ones that we did not find any of at all in our study area (5 minute drive time). The rest of the Green highlights represent businesses that had leakage outside of the drive time area.

This retail niche analysis is one of the methods that is used to determine what type of businesses to market to and try to fill existing and any new retail space with. This is just a guide, but is telling and a great tool for planning and marketing purposes.

Figure 18. Lorain - Broadway 5 Minute Drive Time



Any city looking to be sustainable needs to have a sufficient amount of employment. While examining drivetime buffers of the study area we were able to get a sense of the economic impact of the workers and residents that surround the study area. We examined several drivetime buffers from 5 - 25 minutes but our conclusions, recommendations and further analysis are based on just the five-minute buffer. This information

is important because it allows interested parties, (i.e., developers, businesses, etc.), to see how much buying power surrounds the study area.

Table 7 breaks down the mean income per household and buying power of the range. We were able to determine that the households in just a five-minute range surrounding our study area holds an estimated buying power of \$541,380,585.

Table 7. Buying Power Drive Times

Drive Time Range	# of HH	Average HH Income	Buying Power
5 Minutes	12,296	\$44,029.00	\$541,380,584.00
10 Minutes	30,113	\$52,778.00	\$1,589,303,914.00
25 Minutes	126,099	\$83,691.00	\$10,553,351,409.00

Source: ArcGISBusinessAnalyst 2019

# RESULTS ANALYSIS

The top 5 retail business categories we are focusing on are shown in table x. These categories represent the most relevant niche businesses based on both survey responses and necessities for a vibrant a lively commercial sector. Grocery stores represent the largest leakage category behind pet services and general merchandise. Restaurants, entertainment and personal care goods are also important in making residents feel like they have everything they need without having to leave the 5-minute drive time.

Figures 19 through 22 were created by using ArcMap's network analyst to create a five-minute or 0.25 miles walk buffer (service area) for a set of different business categories. The maps show a five-minute radial walk buffer and a more realistic (network analyst) five-minute walk buffer based on the street network. The data was assembled

Table 8. Leakage by store type

Store Type	Leakage
Grocery and Specialty Food Stores	10.37
Restaurants - Full Service	5.22
Entertainment Fees & Admissions	3.21
Clothing/Shoes/Accessories Stores	2.84
Personal Care Services	1.71
Health and Personal Care Stores	1.33

through the retail niche analysis. Business categories shown here have been identified as being underrepresented within the five-minute drive time from Broadway, Downtown Lorain, according to our analysis with Kirby Date's retail niche framework.

Figure 19. Services and Health

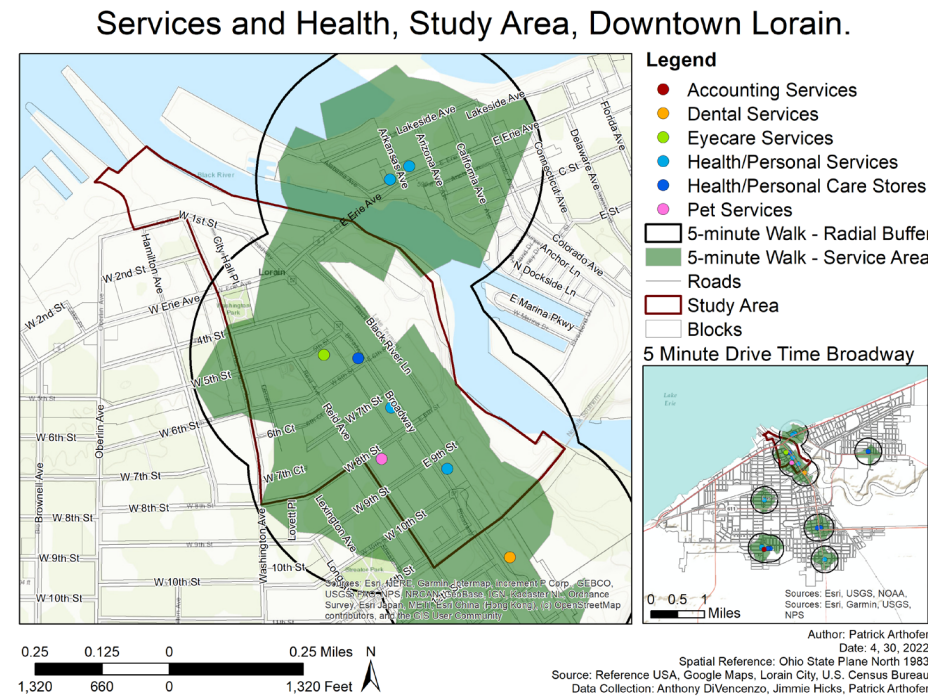


Figure 19 shows accounting, dental, eyecare, pet, and personal care and health services, as well as personal care and health stores within the project's study area and the five-minute drive time from Broadway. Accounting services (0 in study area of 1 in total for 5-minute drive time) are not present,

to our knowledge, in the study area and could therefore be added in the future. Eyecare (1/1) and dental services (1/1) are in or close to the study area. There is only one health and personal care store (1/5), two health and personal care services (2/7), and one pet service (1/1) in the study area.

Figure 20. Recreation

Recreation, Study Area, Downtown Lorain.

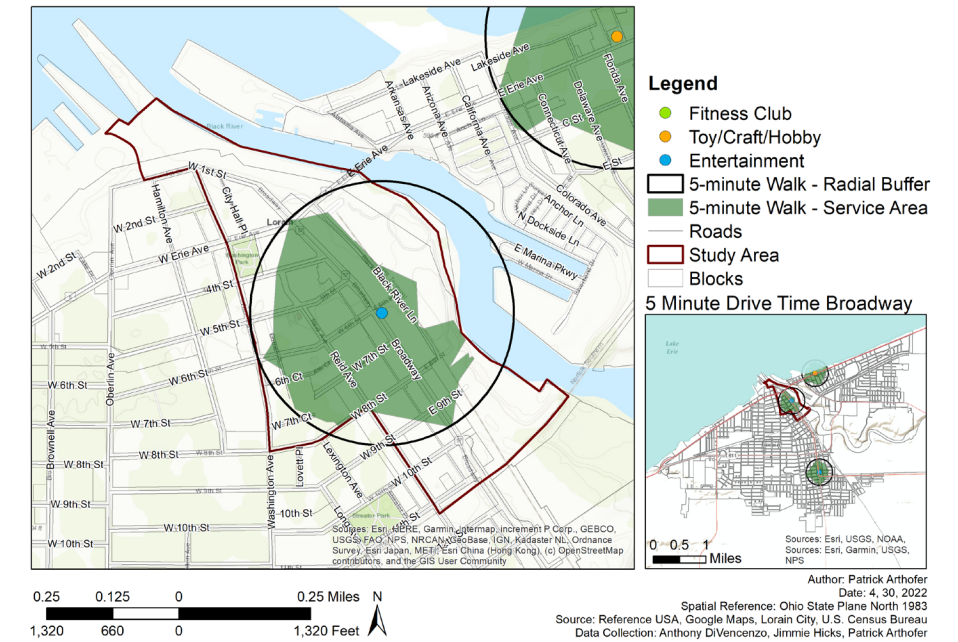


Figure 20 shows recreational activities such as fitness clubs; toy, craft, or hobby stores; and entertainment facilities (except movie theaters). There are no fitness clubs (0/0); no toy, craft, or hobby stores (0/1); and only one entertainment facility (1/2) in the study area. Each of these categories have been shown to be in demand for the five-minute drive time area from Broadway, Downtown Lorain and additional businesses in these categories could be attractive for the study area.

Figure 21. Retail

Retail, Study Area, Downtown Lorain.

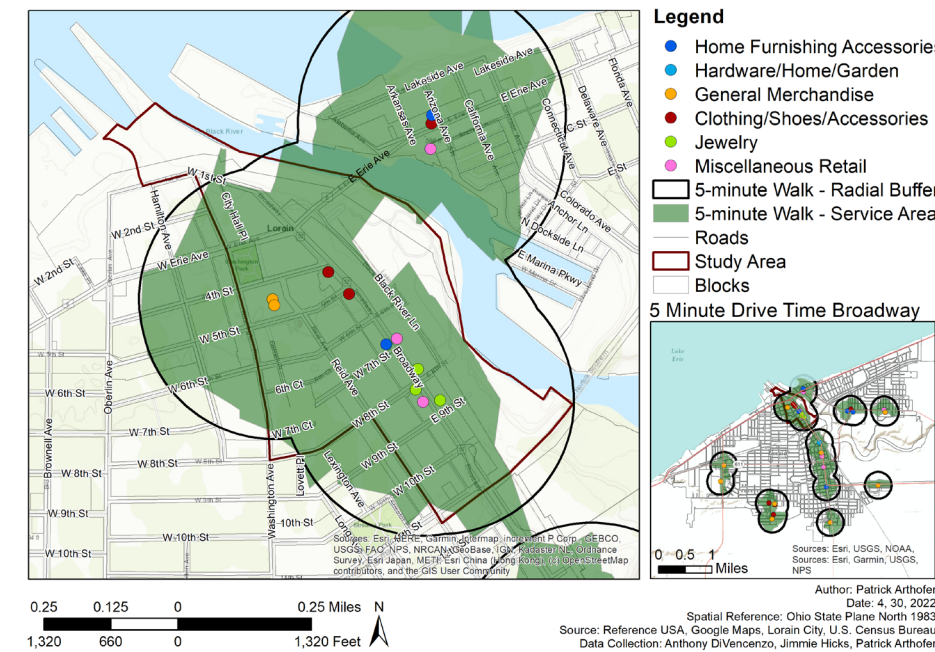


Figure 21 shows retail stores such as home furnishing, hardware, general merchandise, clothing, shoes, jewelry, and other miscellaneous retail. The niche analysis resulted in the need for retail and in addition people responded to the survey wanting more retail. It especially seems that clothing, shoe, and accessories stores (2/7) as well as home furnishing accessories stores (1/5) perhaps even more jewelry stores (3/3) could be useful in the study area. There are some general merchandise businesses (2/11) and no hardware stores (0/1) in the study area, neither of which are particularly attractive for a downtown area; general merchandise stores are the typical dollar stores.

Figure 22. Grocery stores and specialty food

Food Access, Study Area, Downtown Lorain.

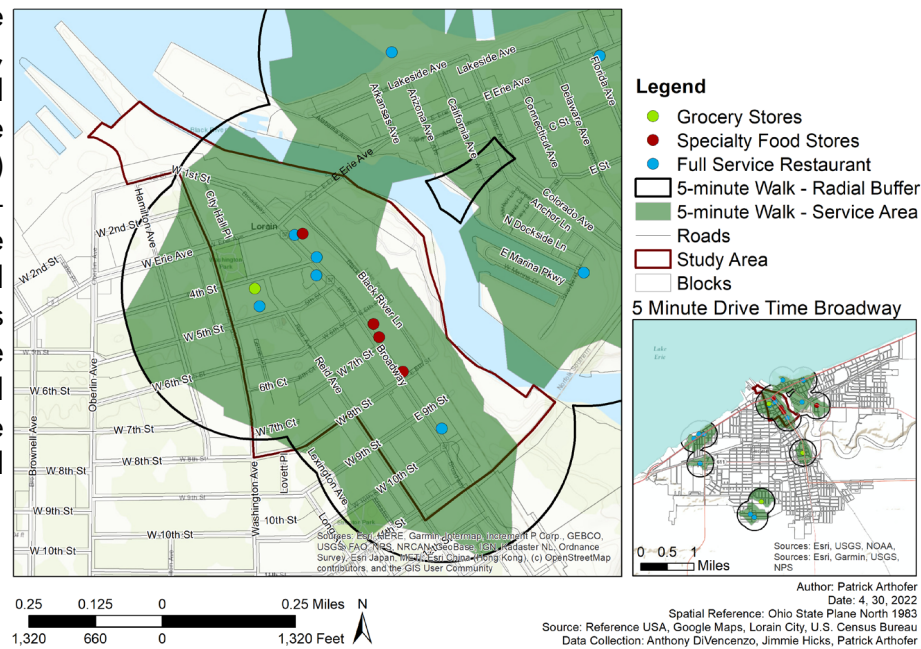


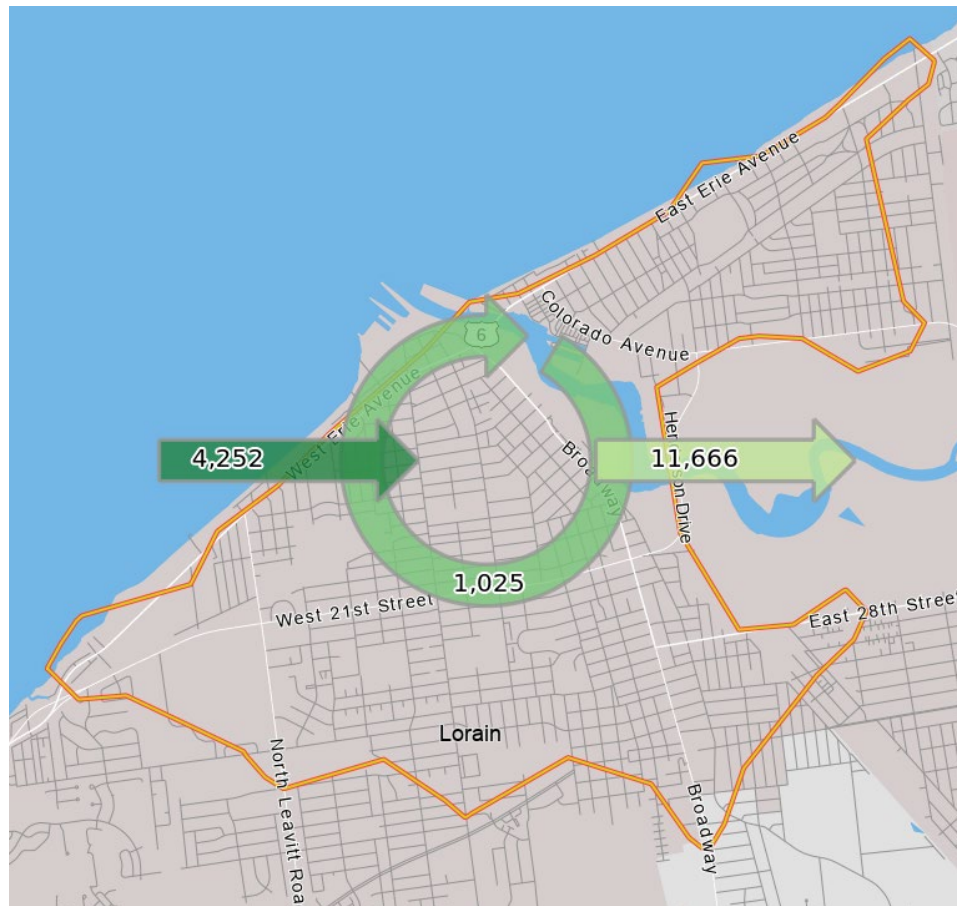
Figure 22 shows businesses related to food. Specifically full-service restaurants (= pay at the table), grocery stores, and specialty food stores. The survey indicates more want for dine-in restaurants (5/14) on Broadway which equates to full-service restaurants. The retail niche analysis also indicated more demand for full-service restaurants. There is only one grocery store (1/3) in the study area and four specialty food stores (4/5) both of which also have been identified lacking in the retail niche analysis.

Using Census On The Map Data, we were able to capture the Inflow Vs. The outflow of the working population of our study area. This chart allowed our team to visually comprehend the working patterns of the residents living in the 5-minute buffer of the study area. A working residential base can represent a solid tax base and economy, so ideally, you would want to see more people living and working in your area of research. This outcome is not the case currently for our study area. In Figure 23, you can see the number of residents coming into the five minute drive time for work (4,252), the number of residents leaving the area to work somewhere else (11,666), and the number

of residents that both work and live within five minutes of the study area (1,025). The people who work in the study area and live elsewhere represent a potential target market for the downtown housing market. Those seeking employment elsewhere but living near the study represent a target market for future job creation. Table 9 breaks down the employment by industry. The most significant number of jobs reported within a five-minute drive of the study area are in Educational services, Health Care, Manufacturing, Retail Trade, Public Administration, and Accommodation and Food Services.

# Worker Profile

Figure 23. 5 Minute Drive Time OnTheMap Worker Profile



Source: LEHD On The Map, 2019 Data

Table 9. Jobs by Industry Share

Industry	Count	Share
Educational Services	922	17.5%
Health Care and Social Assistance	668	12.7%
Manufacturing	583	11.0%
Retail Trade	553	10.5%
Public Administration	545	10.3%
Accommodation and Food Services	518	9.8%
Construction	318	6.0%
Other Services (excluding Public Administration)	245	4.6%
Wholesale Trade	241	4.6%
Information	207	3.9%
Management of Companies and Enterprises	105	2.0%
Administration & Support, Waste Management and Remediation	98	1.9%
Professional, Scientific, and Technical Services	96	1.8%
Finance and Insurance	74	1.4%
Real Estate and Rental and Leasing	71	1.3%
Arts, Entertainment, and Recreation	25	0.5%
Transportation and Warehousing	6	0.1%

LEHD On The Map, 2019 Data

Figure 24. Lorain-Broadway 5 Min Drive Time Buffer, Where Residents Work, 2019

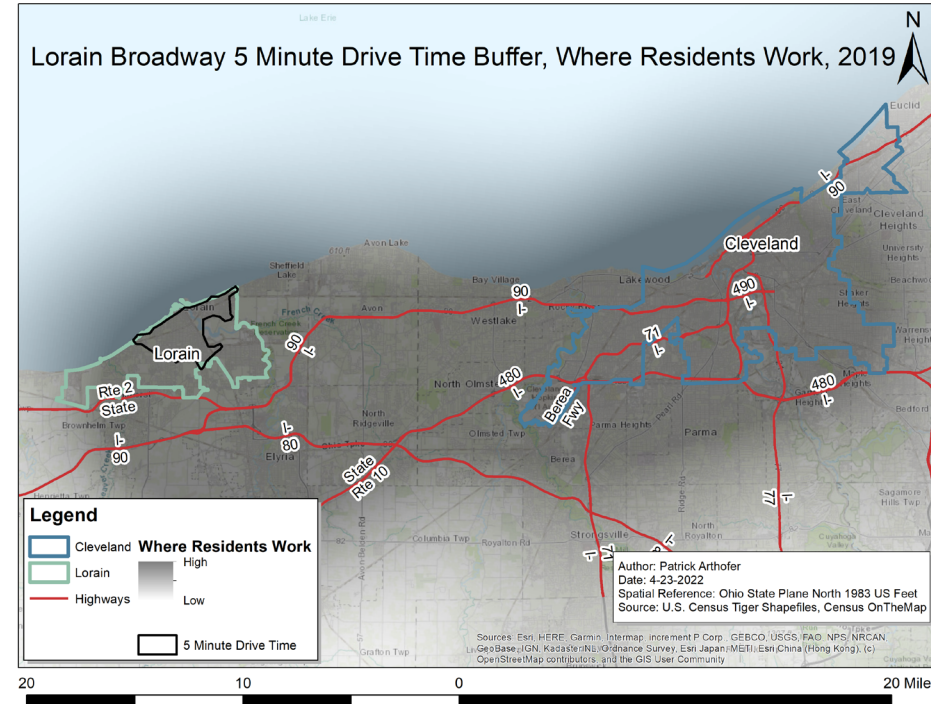


Figure 24 shows where residents within the 5-minute drive time area go to work. 45.6% work less than 10 miles away. 21.8% work 10 to 24 miles away. 17.8% work 25 to 50 miles away and 14.8% work more than 50 miles away.

Figure 25. Lorain-Broadway 5 Min Drive Time Buffer, Where Workers Live, 2019

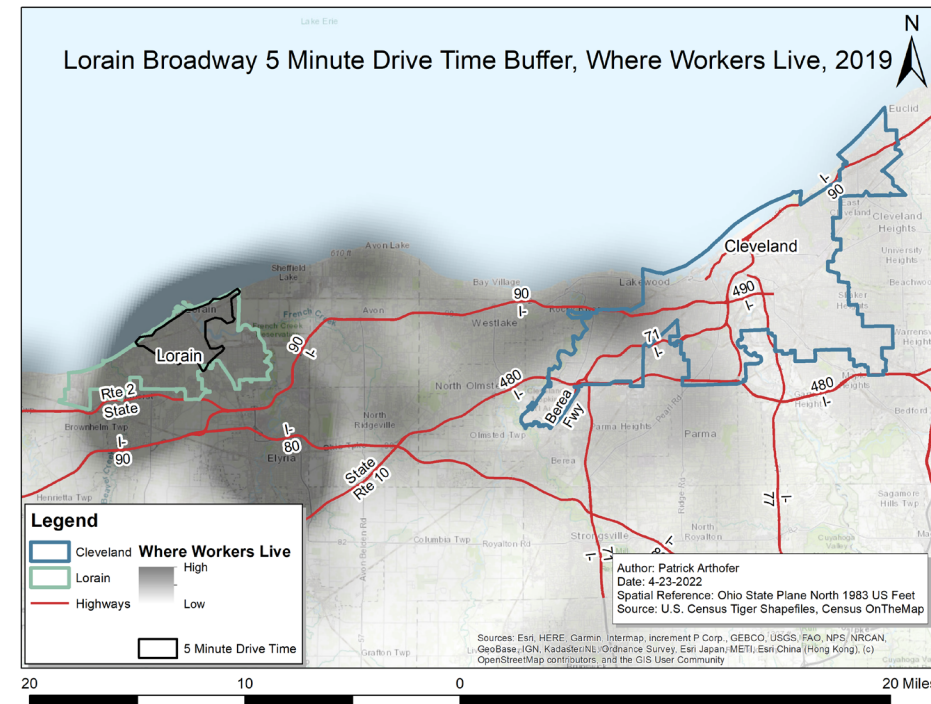


Figure 25 shows where workers within the 5-minute drive time area live. 65.3% live less than 10 miles away. 16% live 10 to 24 miles away. 9% live 25 to 50 miles away and 9.8% live more than 50 miles away.

The two maps show a very clear conclusion. People living within the 5-minute drive time area travel further away to work than people living outside of the 5-minute drive time area coming to work within the 5-minute drive time area. We would like figure 1 to look more like figure 2. This means we would like to see more people working where they live (5-minute drive time) instead of driving away. This tells us that there

just isn't enough economic opportunity and that there is probably potential to capture more workers within the 5-minute drive time area. Of course, Cleveland will capture people because it is a bigger city with more opportunity, however, if the economic opportunity improves within Lorain and the 5-minute drive time, more people will consider working in Lorain instead of driving further away.

# Housing

## OVERVIEW & CURRENT CONDITIONS

Housing and housing quality were an identified need throughout Lorain's neighborhoods and study area. This section seeks to bring these issues, or positives, in housing to light. The first item to note is that while the state and county have seen an increase in housing units from 2010 to 2019, the City of Lorain and the Study Area have seen a decrease. These facts are potentially an indicator of continuing housing issues brought about by the Great Recession of 2008. Even more interesting, the Study Area lost more homes than the City of Lorain, within which the Study Area Resides. This trend suggests that the city must have had more new houses built to offset some of the losses from the Study Area. It also could mean that the Study Area is the site of many demolitions in the city, and stabilizing the housing there is of the utmost importance to the city's health and wellbeing.

Like many other areas in the United States, Lorain and the Study Area have seen a switch from owner-occupancy to renter-occupancy from 2010 to 2019 (Table 6).

Some of the reasons for this could include the perceived lack of stability in owner occupying after the Great Recession and trends and taste changes brought on generationally. Interestingly enough, the Study Area has seen a decrease in owner-occupancy and renter-occupancy, reaffirming once again mass demolitions occurring in the study area. While there has been a shift from owner-occupancy to renter-occupancy, there is a notable increase and decrease in median values. While the state and Lorain County saw increases in reported median home values (7% and 2%, respectively), the City of Lorain and the Study Area saw decreases in reported median values (-17% and -29%, respectively).

This narrative may differ in 2022 due to the pandemic and housing supply shortages. However, the 2019 ACS data is the most recently made available to the public. As one would probably think, the change from owner-occupancy to renter-occupancy has also brought raised rental

Table 10. Housing unit change

Area	Total housing units 2010	Total housing units 2019	Change 2010-2019
State of Ohio	5,107,273	5,202,304	95,031
Lorain County	125,546	131,211	5,665
City of Lorain	29,508	29,356	-152
Study Area	3,886	3,522	-346

Source: Census Bureau ACS 2010 and 2019 5-Year estimates table DP04 Selected Housing Characteristics

Table 11. Owner V. Renter Occupancy

Area	Owner-occupied		Renter Occupied	
	Total	Change 2010-2019	Total	Change 2010-2019
State of Ohio	3,089,046	-60,006	1,587,312	184,094
Lorain County	86,989	2,034	33,298	3,768
City of Lorain	14,356	-810	11,221	433
Study Area	899	-406	1,852	-25

Source: Census Bureau ACS 2010 and 2019 5-Year estimates table DP04 Selected Housing Characteristics

Table 12. Median House Value and Rent Change

Area	Median Value		Median Rent	
	Total	Change 2010-2019	Total	Change 2010-2019
State of Ohio	\$145,700	\$9,300	\$808	\$130
Lorain County	\$150,500	\$3,100	\$774	\$93
City of Lorain	\$87,300	\$(17,400)	\$697	\$89
Study Area	\$61,950	\$(25,300)	\$684	\$(62)

Source: Census Bureau ACS 2010 and 2019 5-Year estimates table DP04 Selected Housing Characteristics

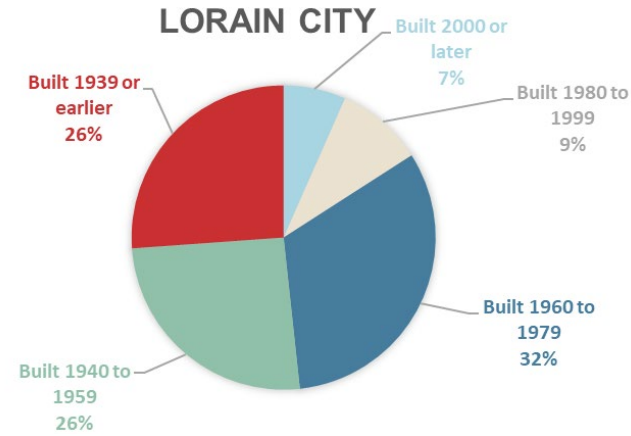
prices with the state increasing by 19%, the county by 14%, the city by 15%, and the study area by 10% (Table 12).

As it pertains to the built environment, the following year-built charts (Figures 25 and 26) illustrate the difference in housing age between the City of Lorain and the Study Area. The City of Lorain seems to have diverse ages for built homes. The largest grouping was from 1960 to 1979 when 32% of the housing stock was built.

However, the earlier distributions equal 26% each, and the later contributions are small but statistically notable. The Study Area, however, tells an entirely different story. Most homes in the Study Area were built in 1959 or earlier (67%), and there were very few (1%) built-in 2000 or later.

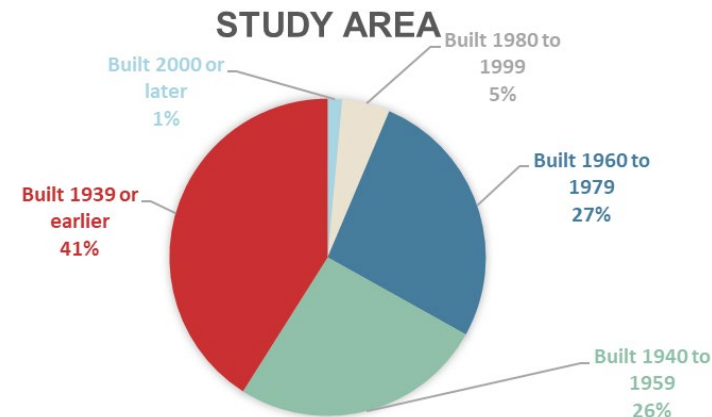
This further solidifies the issues of the neighborhood as potentially tied to the old and poor-quality housing stock. Programs should be created and identified to help retain and maintain the homes that remain with an eye to infill development to fill in the proverbial missing teeth of the neighborhood and stabilize other concerning trends like housing value decreases.

Figure 26. City of Lorain Housing Year-Built



Source: Census Bureau ACS 2010 and 2019 5-Year estimates table DP04 Selected Housing Characteristics

Figure 27. Study Area Housing Year Built



Source: Census Bureau ACS 2010 and 2019 5-Year estimates table DP04 Selected Housing Characteristics

## HOUSING TYPOLOGY

Figure 28. Housing Typology

### Single Family



Age: 2005  
Stories: 2  
Exterior Walls: FRAME  
Occupancy Class: 1-FAMILY



Age: 1923  
Stories: 2  
Exterior Walls: Brick  
Occupancy Class: 1-FAMILY



Age: 1900  
Stories: 2.5  
Exterior Walls: Frame  
Occupancy Class: 1-FAMILY



Age: 1900  
Stories: 1  
Exterior Walls: Frame  
Occupancy Class: 1-FAMILY

### Multi Family



Age: 1900  
Stories: 2  
Exterior Walls: Frame  
Occupancy Class: 2-FAMILY



Date Built: 1900  
Stories: 2  
Exterior Walls: Frame  
Occupancy Class: 2-FAMILY



Age: 1920  
Stories: 2.5  
Exterior Walls: Frame  
Occupancy Class: 2-FAMILY



Date Built: 1963  
Stories: 12  
Exterior Walls: Concrete  
Site Use: Apartments

### Mixed Use



Exterior Walls: BRICK  
Stories: 2  
Site Use: Apartments/Retail



Exterior Walls: Concrete  
Stories: 2  
Site Use: Apartments/Retail



Stories: 2  
Number of Units: 30  
Site Use: Condominium/Retail

Sources: Lorain County Auditor, Google Earth

The housing stock is relatively old and mainly consists of wood framing, though some brick houses are also included. The study area primarily consists of single-family and multi-family houses for residential uses. According to the Lorain County Auditor, around 68% of the houses sampled had an indicated age from the 1900s. About 25%

had an indicated age between 1920-1930. Seven percent of the houses were built-in 2005. The study area has mixed-use housing along Broadway with retail on the first floor and apartments or condominiums on the second floor. One 12-story apartment building was identified within the study area as well.

# HOUSING MARKET

In order to establish the housing market, our team conducted an Estimated Housing Market Analysis using income, rent, and owner-occupied data from the 2020 Census for the census tracts associated with our study area. By extrapolating the income data into \$10K bands, we were able to find out the estimated demand for rental and mortgage affordability in the study area.

When examining the results, the numbers highlighted in green represent areas of potential demand. See Table 13 for a full breakdown. These study area results correspond with findings from the City of Lorain Comprehensive Housing Assessment and Need Analysis (Date, 2021).

The study concluded that housing choice to support low, middle, and high-income residents is needed in Lorain's city. The comprehensive housing assessment and needs analysis completed in January of 2021 gives an in-depth look at the housing climate.

We took data from the housing market based on census data to create a worker and income profile to compare and concur with these recent findings reported in Kirby Date's housing analysis. Lorain's existing and past residents are an excellent market to tap into for growth in housing and provide new options as far as what is available to different income levels. There is a high amount

of loyalty from past residents of Lorain from an older generation and the younger crowds that we interviewed during our sessions in the Lorain Public Library. The bones of the housing stock in Lorain are generally in good condition; however, many structures need rehabilitation.

The City of Lorain Comprehensive Housing Assessment and Need Analysis (Date, 2021) report and our census data have indicated that we need to try to provide housing options for higher-income individuals. Most of the current owner-occupied units are valued at less than \$100,000. There is a potential net demand for about 50 units at a higher price of over \$300,000, considering affordability to be %30 of a person's income.

The waterfront parcels and redevelopment sites are ripe opportunities to satisfy the demand for higher-end units in Lorain, as lakefront living can be marketed and made quite desirable. In

addition to this higher price point, there is also housing needed for Lorain's lower-income bands and fixed-income individual elderly. These income/affordability brackets would be at the \$375 rent per month bracket or less; this might be able to be addressed by allowing different forms of accessory dwelling units.

There is also a modest need for middle-income brackets between the \$1,375 and \$1,600 per month price point, whether apartment-style living, condos, or townhomes. See figure X for more detail. Rehabilitation is urgent and should be prioritized through programs and community help to aid current residents who may not have the resources required to complete these rehab projects. Lorain County Community Action Agency (LCCAA) could be a critical partner in these efforts. Rehabilitation will play a crucial role in maintaining and increasing the availability of the affordable housing type.

Figure 29. Affordable Rent

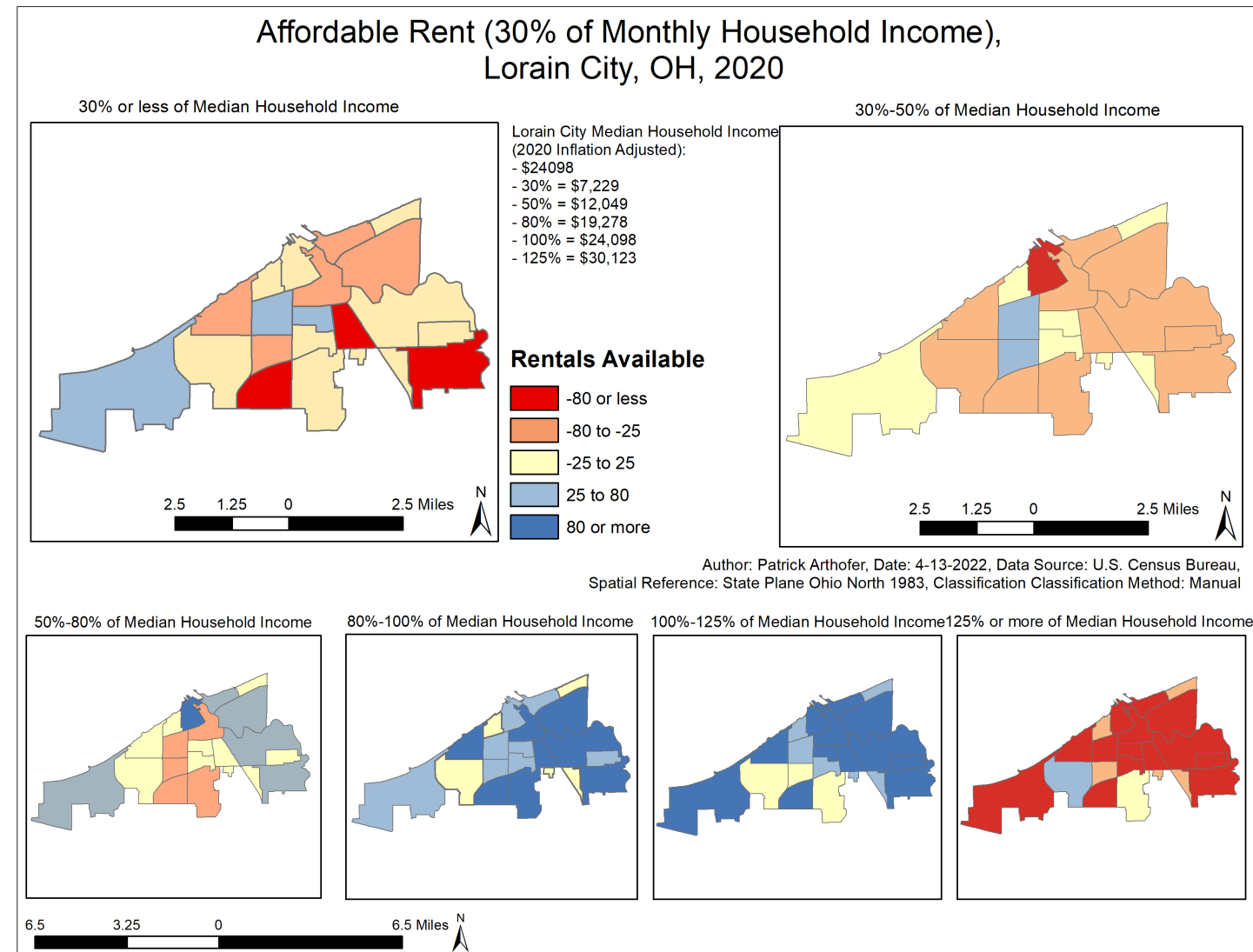


Table 13. Rent Affordability

Income Bands	Rent Affordability	Home Price	Net Demand
Under \$10,000	≤ \$250	≤ \$30,000	312
\$10,000 - \$19,000	\$251 - \$375	\$31,000 - \$45,000	253
\$20,000 - \$29,000	\$376 - \$625	\$45,000 - \$75,000	-160
\$30,000 - \$39,000	\$626 - \$875	\$75,000 - \$105,000	-280
\$40,000 - \$49,000	\$876 - \$1,125	\$105,000 - \$135,000	-32
\$50,000 - \$59,000	\$1,126 - \$1,375	\$135,100 - \$165,000	43
\$60,000 - \$69,000	\$1,376 - \$1,625	\$165,100 - \$195,000	3
\$70,000 - \$79,000	\$1,626 - \$1,875	\$195,100 - \$225,000	-37
\$80,000 - \$89,000	\$1,876 - \$2,125	\$225,100 - \$255,000	-51
\$90,000 - \$99,999	\$2,126 - \$2,375	\$255,100 - \$285,000	-51
\$100,000 - \$109,999	\$2,376 - \$2,625	\$285,100 - \$315,000	4
\$110,000 - \$119,999	\$2,626 - \$2,875	\$315,100 - \$345,000	4
\$120,000 - \$129,999	\$2,876 - \$3,125	\$345,100 - \$375,000	4
\$130,000 - \$139,999	\$3,126 - \$3,375	\$375,100 - \$405,000	4
\$140,000 - \$149,999	\$3,376 - \$3,625	\$405,100 - \$435,000	4
\$150,000 or more	\$3,626 - \$3,875	\$435,100 - \$450,000	29



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# Community Engagement

Thanks to Lorain Public Library, engaged participants, and our stakeholders; Legacy City Planners gained insightful knowledge from the community outreach methods conducted in the planning process.

A thorough and accurate community engagement strategy is vital to any planning process. For this engagement process, it was established that there would be particular questions for the general public through a survey, and particular questions for key stakeholders through an interview via Zoom.

The survey is structured with pre-established answers for the respondents to choose from, allowing for them to select all that apply, and also an "other" option that let's them enter their own response. Survey questions involving demographic questions include a "Prefer to not say" option, to make it clear that it's optional. The interview questions are more broad and open-ended, intended to spark discussion with the stakeholders. All questions included on the survey and on the interview were structured and worded by the class as a whole, and overall order and layout also went through a peer revision process. Once the questions and consent forms were finalized for both the surveys and the stakeholder interviews, they were approved by the Cleveland State University's Institutional Review Board (IRB) for Human Subjects in Research. The survey for the public came in multiple forms,



widely throughout the community. Having different forms of the survey helped in making it easier to reach all demographics. The anonymous links and QR codes made it easy to share through different community mailing lists and also provided a quick way to do it on the go or at home. The physical copies were the quickest and simplest way to write down people's answers as students surveyed them in person. Students paired up and signed up for two-hour time slots each, posted at a table and easel just inside the Lorain Public Library on W 6th St. The flyer was also posted inside certain businesses in the Downtown Broadway District. Once the survey period was complete, results were analyzed for themes and patterns, such as where survey respondents lived, what

brings them to the Downtown Broadway District, what keeps them from coming, and what types of improvements and businesses they want to see. Please see Appendix B.2 for a full copy of the survey questions. This survey process included multiple different forms including a QR code that was shared via promotional flyer, an anonymous link that was shared widely to Lorain residents, and physical copies that were filled out by students while listening to residents.

such as physical copies that were printed out, a QR code that was on the promotional flyer, and an anonymous link that was shared

bringing them to the Downtown Broadway District, what keeps them from coming, and what types of improvements and businesses they want to see. Please see Appendix B.2 for a full copy of the survey questions. This survey process included multiple different forms including a QR code that was shared via promotional flyer, an anonymous link that was shared widely to Lorain residents, and physical copies that were filled out by students while listening to residents.

# Balancing Broadway Survey

The Balancing Broadway Survey had a response count of 460. Of those who answered the demographic section, 48% of respondents live within the 44052 (Lorain) zip code. Most others came from surrounding towns in Lorain County such as Amherst, Elyria, and Sheffield. Survey answers from both Lorain and non-Lorain residents are equally as valuable to the planning process, as an ultimate goal of this plan is to attract more people into Lorain on a regional scale.

All of these methods proved to be useful and allowed us to accommodate the needs of the Lorain community. The survey went live on March 10th and closed April 3rd. Students paired up and surveyed people as they entered or exited the Lorain Public Library.

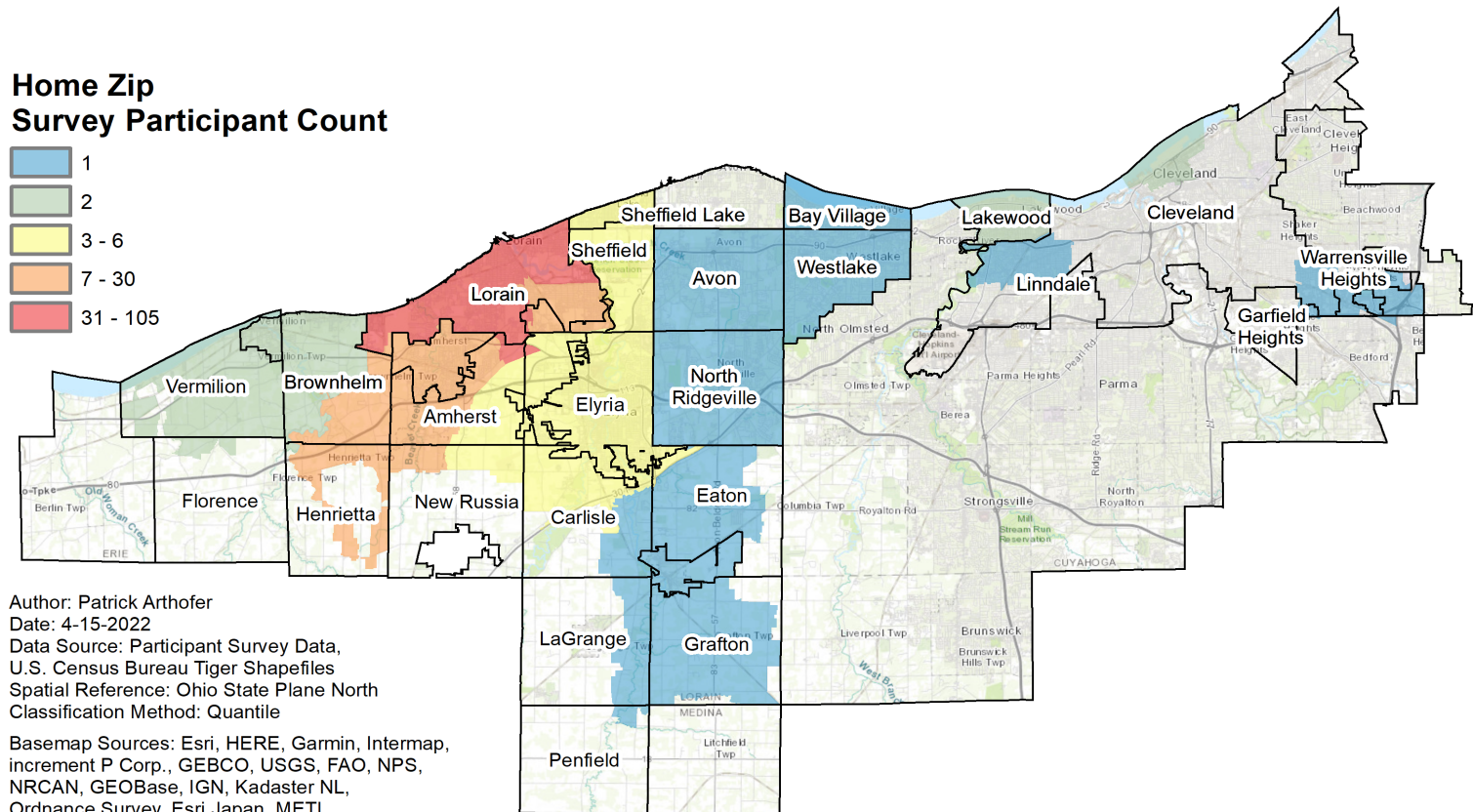


Figure 30 .Respondent Home zip codes

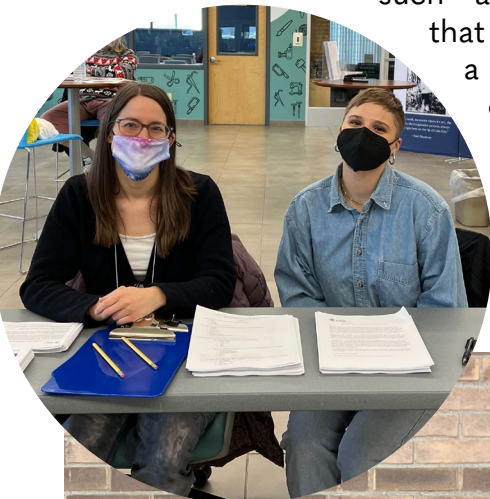
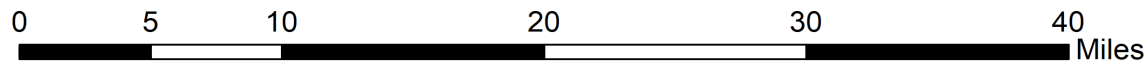
## Home Zip Code of Survey Participants

### Home Zip Survey Participant Count

- 1
- 2
- 3 - 6
- 7 - 30
- 31 - 105



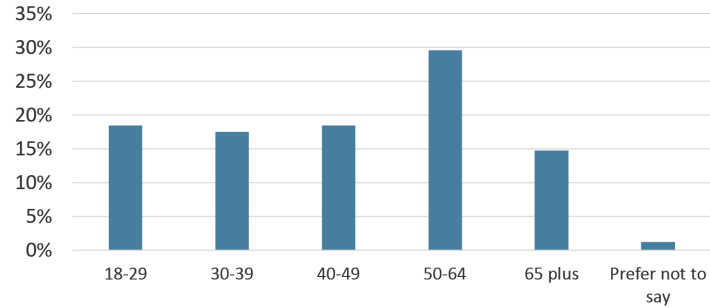
Author: Patrick Arthofer  
 Date: 4-15-2022  
 Data Source: Participant Survey Data, U.S. Census Bureau Tiger Shapefiles  
 Spatial Reference: Ohio State Plane North  
 Classification Method: Quantile  
 Basemap Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GEObase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community



# SURVEY DEMOGRAPHICS

## Respondent Age

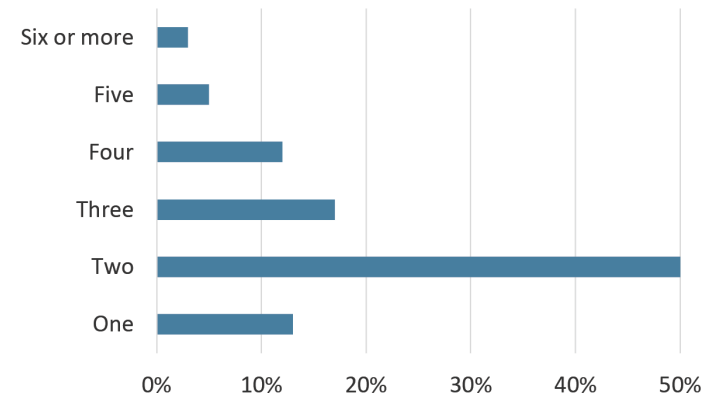
Figure 31.



The age bracket with the most respondents in it is the 50-64 (29%), followed by 18-29 bracket (18%), 40-49 (17%), and 30-39 bracket (16%). The results indicate a gap in age of survey takers as the two most common age brackets were the 50-64 bracket and the 18-29 bracket.

## Respondent Household Size

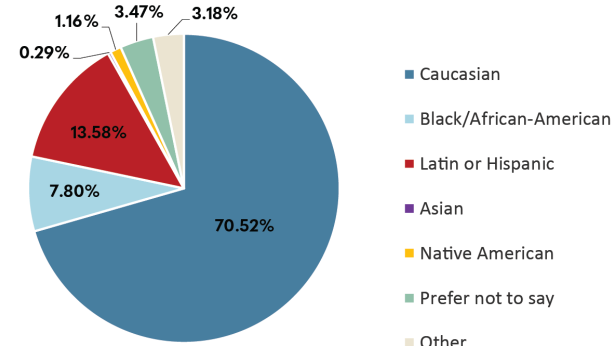
Figure 32.



A majority of survey respondents indicated they have a total of two people in their household (51%), followed by three people (17%), and one (13%). These results help display the overall lack of 3 to 4 person families living within the area.

## Respondent Race and Ethnicity

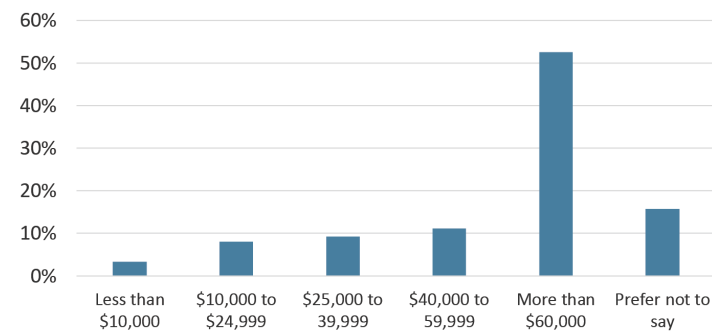
Figure 33.



When asked about race and ethnicity, it is indicated that 70% of survey respondents identify as Caucasian, 14% identify as Latino/Hispanic, 8% identify as Black/African-American.

## Respondent Annual Household Income

Figure 34.

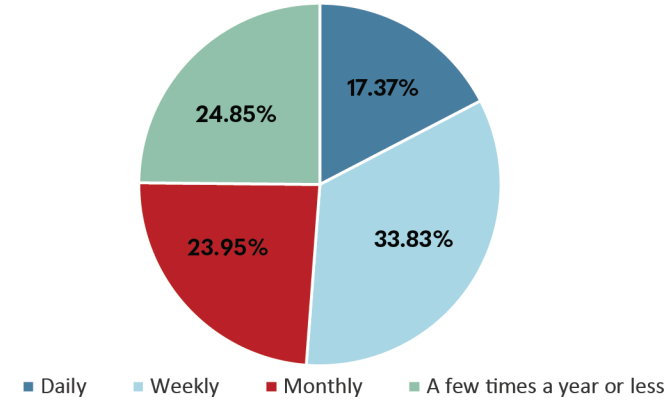


A majority of survey respondents indicated their estimated annual household income is more than \$60,000 (52%). The next most commonly answered bracket is \$40,000 to \$59,999 (11%). It is apparent that among survey respondents, there is a gap in estimated annual household income, since 52% have an estimated annual household income of \$60,000 or more, and the four brackets of smaller estimated annual household incomes combined, make up just 31%. About 15% of survey respondents chose the "Prefer to not say" option for this question.

# SURVEY QUESTIONS

## How often do you travel to the Downtown Broadway District?

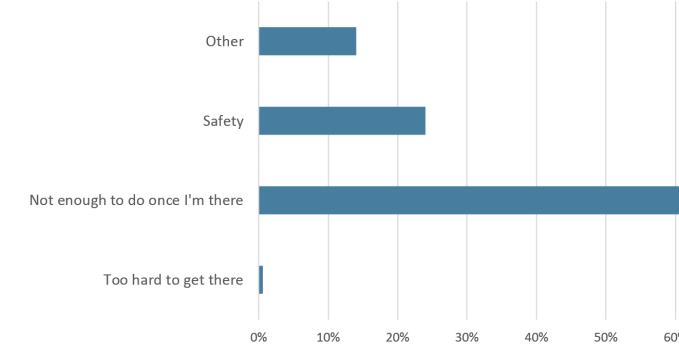
Figure 35.



The survey results indicate that respondents come to the Downtown Broadway District in a variety of frequencies. Weekly visitors make up about 34% of survey respondents, while 25% visit just a few times a year or less.

## What are the challenges or obstacles that keep you from coming to the Downtown Broadway District?

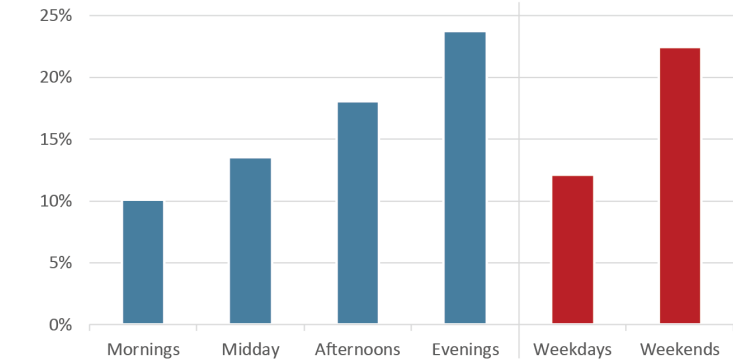
Figure 36.



Over 60% of survey respondents claim the biggest obstacle to coming to the Downtown Broadway District is there not being enough to do once getting there, while about 25% claim that the lack of safety is an obstacle as well. While there is not data to support the perception of crime in the Downtown Broadway District, the potential reason behind this data is that residents feel there is not a sense of vibrancy, street presence, or security protection.

## When do you tend to come to the Downtown Broadway District?

Figure 37.



The majority of Respondents indicated that they normally visit the Downtown Broadway District on afternoons and evenings. They also tend to visit the district more on weekends than weekdays.

## PERCEPTION OF SAFETY

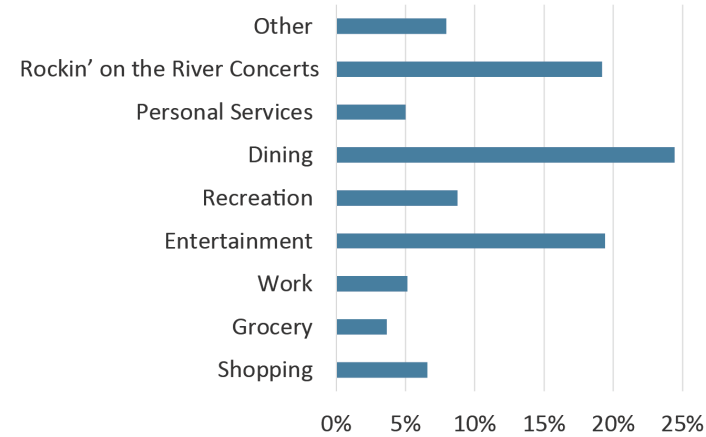
The safety of Lorain is just not good. Until the city makes it a point to fix some of those issues, Broadway will always feel unsafe - especially in the evening.

Include improvements to crime prevention and safety as well. Cameras, parking lot lighting, etc.

I feel safe when I am in downtown Lorain, but it has a bad reputation and I feel that we could draw more people in if we had more police visibility in the area.

### Why do you come to the Downtown Broadway District?

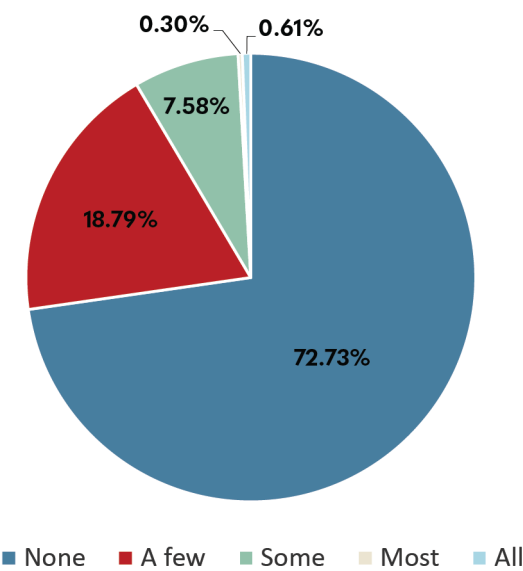
Figure 38



The top reasons for going to the Downtown Broadway District, as indicated by respondents, are dining, entertainment, and Rockin'-on-River concerts. When attending Rockin'-on-the-River concerts, just over 88% of respondents indicated they also visit Broadway restaurants or enjoying open green space.

### How many of your basic necessities do you purchase in the Downtown Broadway District?

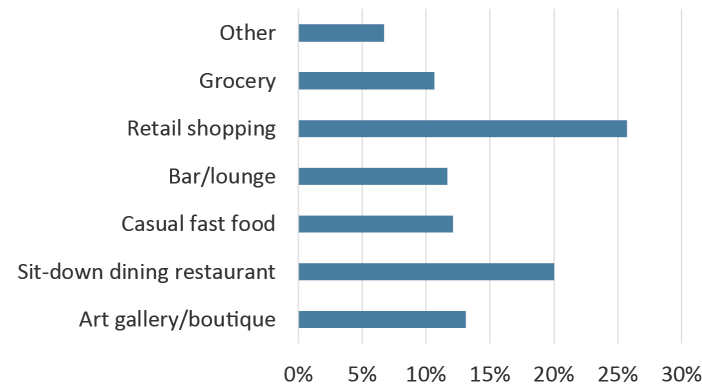
Figure 39



A vast majority of respondents said they can't purchase any of their basic necessities within the Downtown Broadway District. This indicates a potential need for a general store such as a CVS or Walgreens.

### What types of businesses would you like to see more of in the Downtown Broadway District?

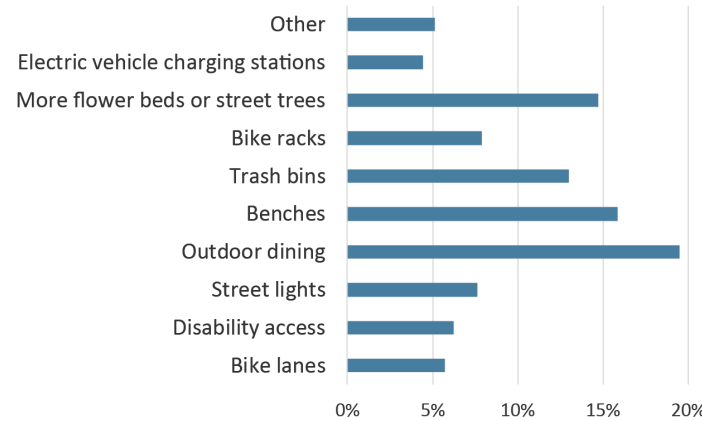
Figure 40



Survey respondents indicate that the top wanted types of businesses are retail shopping, sit-down dining restaurants, and art galleries/boutiques. Of those who entered an "other" response, the top responses consisted of a coffee shop, a farmers market/flea market, and small businesses in general.

### What types of improvements to public spaces would you like to see in the Downtown Broadway District?

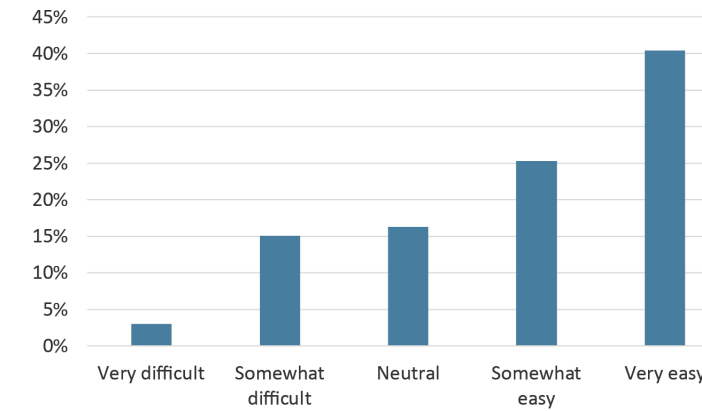
Figure 41



Public improvements that respondents want most include outdoor dining, benches, and more flower beds or street trees. Top "other" responses entered for the wanted improvements question include fixing the surface of the road, particularly pot-holes, more parking, activated greenspace, improved wayfinding signage, fresh paint on buildings, and more family-oriented things to do in the Downtown Broadway District.

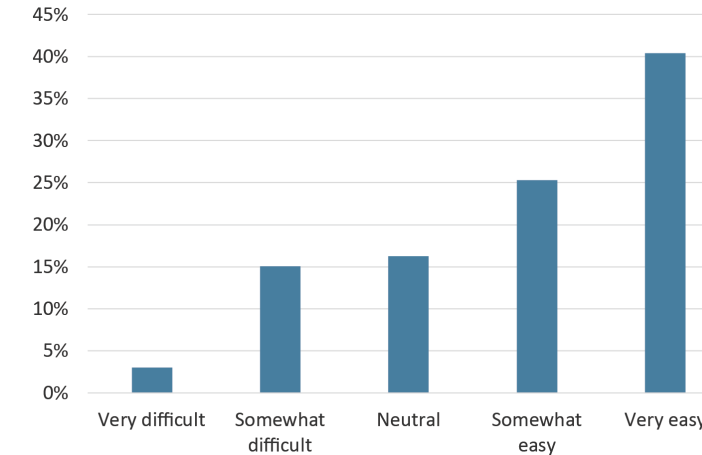
### How easy is it to get to the Downtown Broadway District?

Figure 42



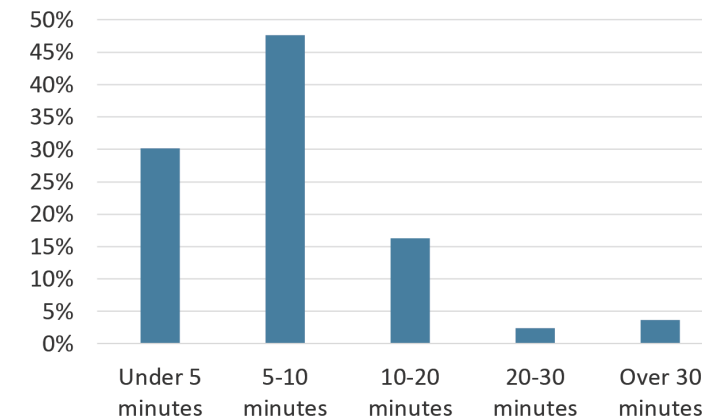
### How easy is it to get from the Downtown Broadway District to Black River Landing?

Figure 43



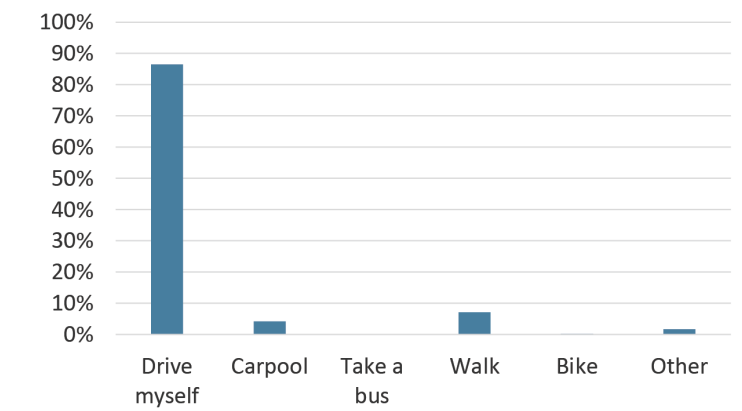
### How long does it take you to get to the Downtown Broadway District?

Figure 44



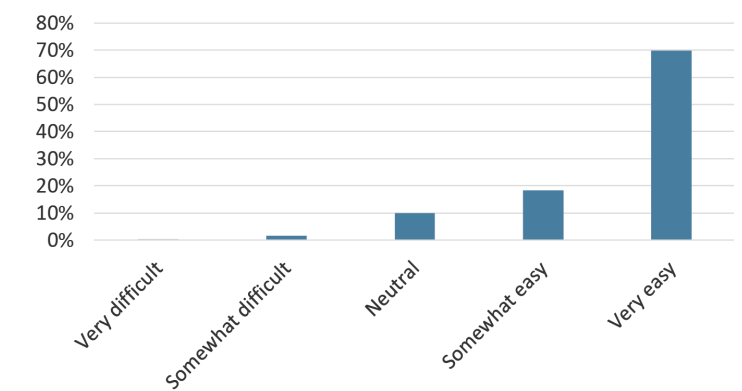
### How do you normally travel to the Downtown Broadway District?

Figure 45



### How easy is it for you to find your way within the Downtown Broadway District?

Figure 46



According to survey results, a lack of mobility is not of great concern. A majority of respondents answered that it is "Very easy" to travel to the Downtown Broadway District, to travel throughout the Downtown Broadway District, and to travel to Broadway from Black River Landing. With that being said, about 18% of respondents also said it is very/somewhat difficult traveling from Black River Landing to Broadway, so there is still room for improvement. A majority of respondents drive themselves to the Downtown Broadway District and do so within 5 to 10 minutes.

# What We Heard

## CONNECTIVITY & COHESION

Biking infrastructure, less automotive preference. Alley could be part of that. Also, the railroad is holding the city hostage. Entire west shoreline should be developed

[I would like to see] Wayfinding signage (time to walk/bike not miles); signage for public parking; public art/murals

Signage for the area and better ways to identify the businesses for those who are driving and walking not just something on the face of the building

The giant Broadway sign is also kind of gaudy. At least it could have said Lorain bigger and not just a street name. Incorporate more with our nautical connection. Have touches that include the lighthouse. Lake Erie and the Black River should have nice beautiful walkways connecting them

## NEW DEVELOPMENT

Business development first, encourage shops and dining through incentives. All the other stuff will come.

Promote a safer atmosphere where people feel comfortable walking around even after dark. This could include a large grocery store, a couple coffee shops and barber shop/salon, more bars/restaurants (differentiated like a sports bar, wine bar, cocktail bar, and brewery), and most importantly mixed income apartments with retail space that are developed to maintain the charm of downtown while housing a younger population.

Lorain could benefit from a downtown that is multipurpose, so that at all times of day and night people are present. Not only could this promote economic development, it can also promote a safer atmosphere where people feel comfortable walking around even after dark.

Educational training; need basic infrastructure including medical buildings, nicer condos would bring into the area. More emphasis on the lake.

## PUBLIC REALM

Extend the beautification. Not just limited to one small section of the street. I also really like the globe lights by The Palace but it is such a small section, that should be extended too.

Emphasize remodeling the waterfront and converting underused alleys for potential businesses

Sidewalk space. Downtown cities are meant for people. Cars could use more narrow lanes and slower speed limits.

Lorain has a chance to show what a modern city can be without focusing on cars and parking turning it into another cement and pavement wasteland. Build spaces for people to gather and exist.

Proper signage in city owned parking lots, plus adequate lighting in those lots (6th, 7th, 8th street, plus Black River Landing)

## LOCAL ECONOMY

Increase the need for basic infrastructure and update vacant businesses to invite local startups with Lorain roots

Street and sidewalk sweeping, cleanliness of windows in existing buildings, upkeep of buildings, attractive displays in windows. Keeping things classy and professional, not cheap and thrown together.

Look to Lorain's history and recreate/re-imagine some old businesses — bring back the international/ethnic vibe and spirit.

All of the vacant storefronts make the area look uninviting.

There are no cute shopping stores in downtown. There are some, but they are spread so far apart that you can't just wander from one to the next. It is a tiny bit scary to walk past all the empty buildings if you want to stroll down Broadway.

# Stakeholder Interviews

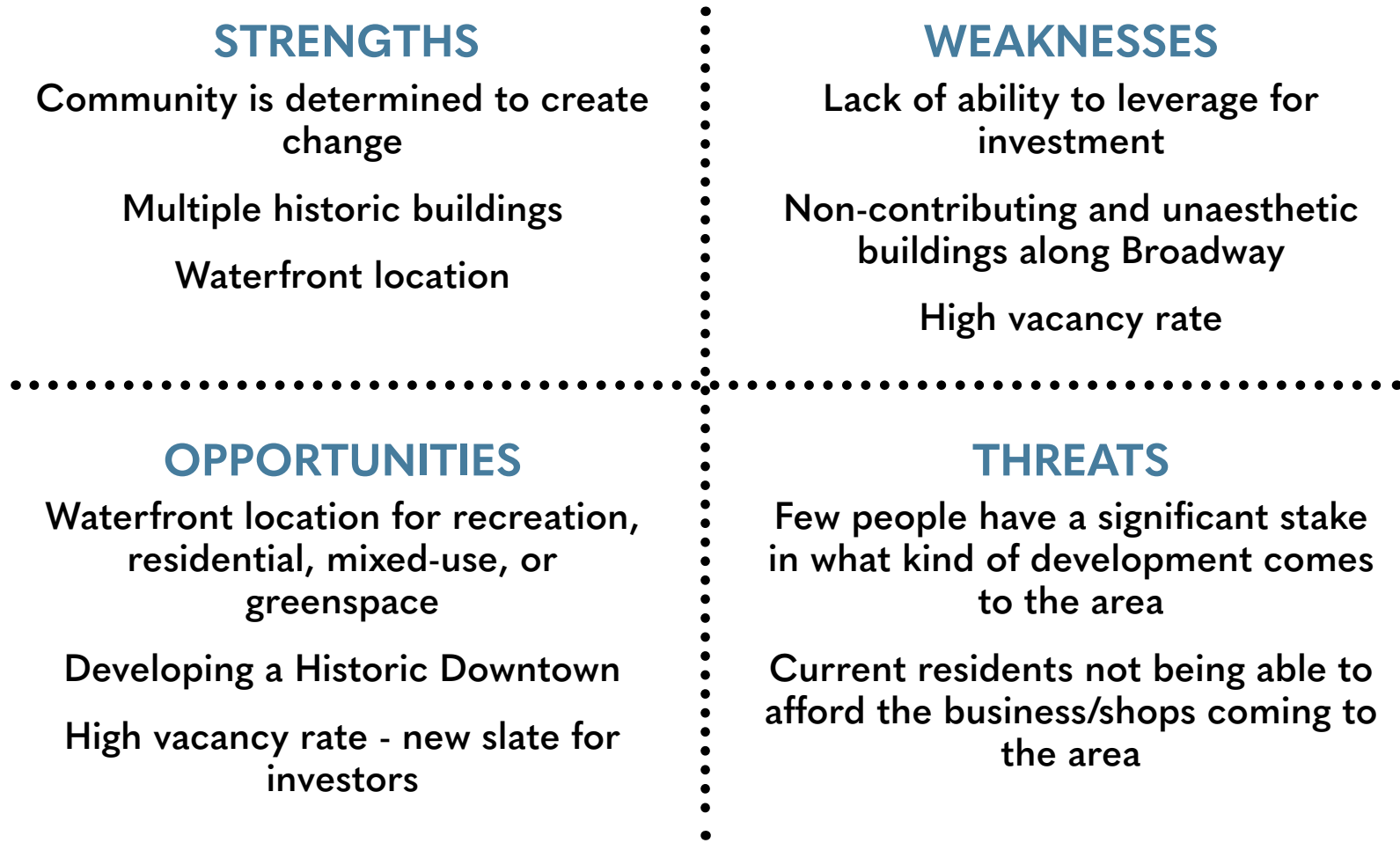
Through a series of stakeholder interviews, Legacy City Planners sought feedback and opinions from those who really had a deep interest in the overall success of the Downtown Broadway District. Six key stakeholders were selected and interviewed, all coming from different types of organizations. While it was hoped to interview more key stakeholders in the area, the unique circumstances of COVID-19 made that difficult. After the classes' notes from the interviews were complete, they were given to the survey team for further analysis.

The stakeholders chosen for the interview came from various organizations relating closely to the Downtown Broadway District. It was clear that stakeholders were enthusiastic about how far the Downtown Broadway District has come in the last 10 to 20 years, including the addition of Black River Landing, renovating the hotel on Broadway, and small locally based businesses opening up like Speak of the Devil and Broadway Mary's. They expressed how there seems to be a positive momentum in people's thoughts and opinions about what the Downtown Broadway District can eventually be. All stakeholders came to the same conclusion that vacancy is the most obvious problem, and also emphasized how when working to fill these vacancies that people of all ages are kept in mind.

In 10 years from now, stakeholders envision a more occupied Downtown Broadway District, with small entrepreneurial shops, mixed-use buildings, and other various self-sustaining shopping opportunities. They discussed how bringing business and residential options to the Downtown Broadway District is critical.

**"Would love to see us be able to point at some regional tourism statistics to show that people from all over the region come to Lorain as part of their trip to Cleveland or Sandusky"**

**"Great green space with Black River Landing, some of it could be green space, though it is important to redevelop it in a way that would bring people and economic development to Downtown"**



**CITY HALL**

A majority of stakeholders thought it would be best to relocate City Hall to Broadway, and that the current building be demolished and redeveloped. However, there were financial concerns for what would be involved in renovating an existing old building on Broadway. The feasibility of moving City Hall is somewhat dependent on how well waterfront development at the Pellet Terminal Site does, which would raise the value of the City Hall site.

**PELLET TERMINAL**

Stakeholders touched on many of the same ideas, such as mixed-use and open green space with a trail along the water. It was suggested that to help get people all the way out to the lake, that there be some sort of public space to enjoy the finger piers. Outdoor dining was also suggested to help emphasize the view of the water.

**"I see a vibrant, diverse neighborhood with people living and working here from all demographics, with self-sustaining shopping opportunities (food, retail, etc) that support the neighborhood organically"**

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# Recommendations & Implementation

The following section will address our team's foundational planning framework for the overall study area and the three conceptual zones. These zones allow us to target our recommendations and implementations to specific issues, although some recommendations apply to multiple zones and are thus categorized as "study area wide."

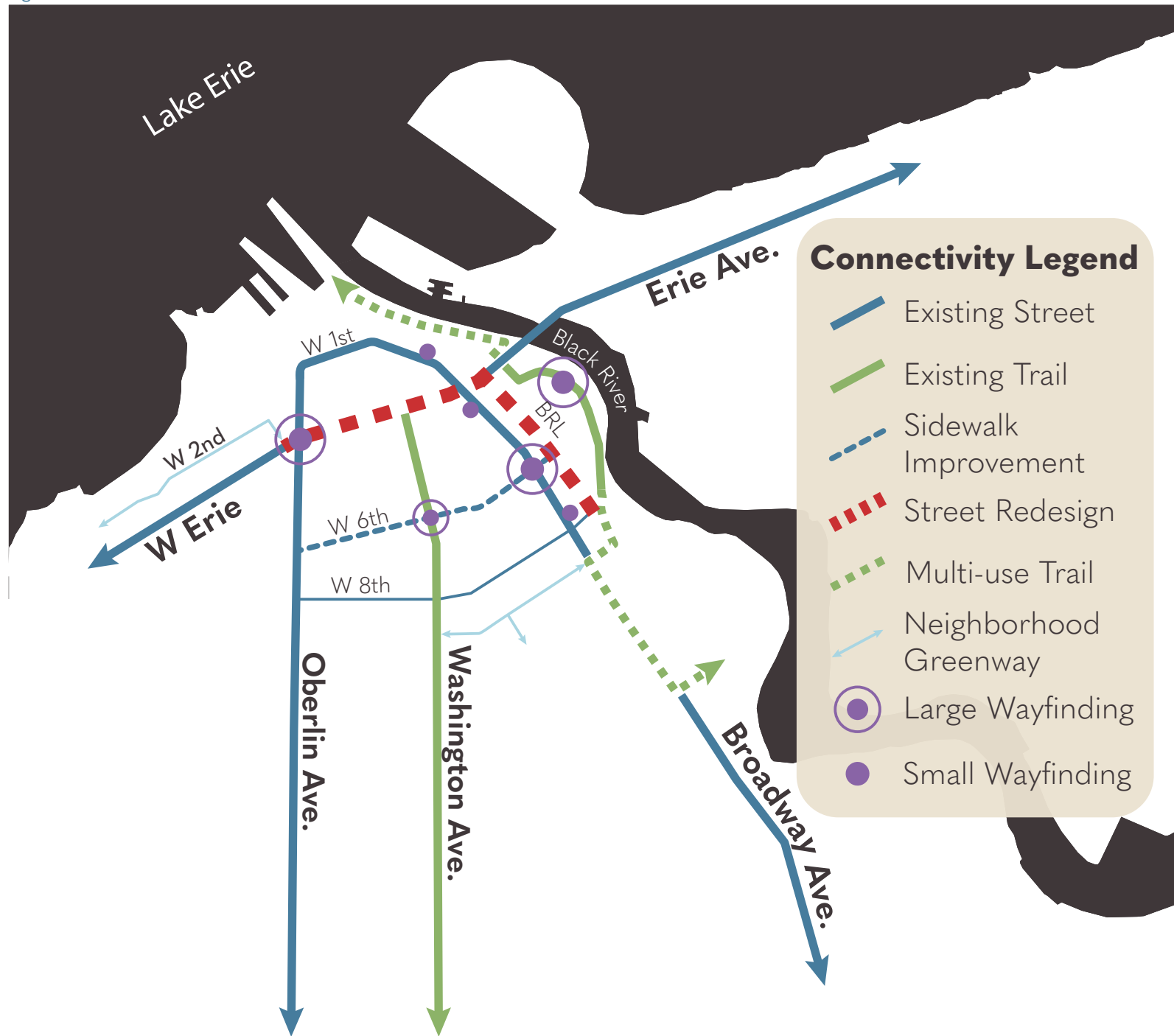
# Study Area Wide Recommendations

There are many interventions and recommendations possible for Balancing Broadway. Much of our report uses our goals to propose recommendations by zone. But some issues are larger in scope and are designed to mobilize and cohesively connect the district as a whole. This section focuses on those recommendations.

The issue of connectivity is first. We envision a unified district with infrastructure to support cohesiveness and a feeling of home, but how can we achieve this? With interventions ranging from pedestrian enhancements to new streetscapes, we identified specific improvements dedicated to connectivity. Next, we have wayfinding and branding. Integral to the idea of cohesiveness is a brand that sticks and builds a sense of place. We propose just that, with some circulatory wayfinding signage to help orient the user in and around the district. Finally, we have our environmental improvements. A focus on improving the built environment should also focus on mitigating negative impacts on the natural environment. Our interventions seek to balance new development and the natural environment to create a harmonious and cohesive district that can be enjoyed by all. As mentioned, these issues are areawide and therefore require an areawide response. Crafting improvements to solve these and other issues is paramount to creating a better, balanced, Broadway.



Figure 47



# Connectivity

When envisioning a Balanced Broadway, it is important to analyze current connectivity and offer future interventions. There are several interventions identified that could improve both the feel and lived experience of Historic Downtown Broadway. Figure # maps out existing infrastructure within and around the study area, and identifies

new investments to maximize connectivity in the district. The first intervention mentioned is a sidewalk improvement plan along W 6th. This will help create a cohesive district by matching the current design of Broadway Avenue's pedestrian infrastructure and creating an East-West entry point into the district. The next intervention is a street redesign for Black River Lane (BRL on the map) and W Erie Ave. Both streets have differing needs in their redesign and have accompanying street section cutouts in the next portion of this document. For context, the most prominent redesign is a cycle track on the Southern sidewalk portion of W Erie going from East to West.

To provide optimal connectivity, we identified existing trails to increase the viability of new interventions. Connecting to the existing bike path along Washington Avenue creates a good circulatory framework for bike users to get into the district from the residential neighborhood adjacent to Historic Downtown Broadway. It also provides ample capacity for the future build out of multi-modal transport in the City of Lorain proper. A new multi-use trail is envisioned to connect existing trails on Black River Landing up as far North as the Finger Piers and as far South as the Black River Wharf Boat Launch. The Neighborhood Greenways are envisioned as arterial side streets providing relatively safer passage via bike from trails to landmarks, parks, or other bikeways. The most prominent being along W 2nd to move cyclists from the W Erie cycle track to Lakeview Beach.

Wayfinding is an integral part of our connectivity and circulation framework. Key nodes were identified for optimal placement of either "large" or "small" wayfinding. In this case, large wayfinding is large entryways spanning an entire intersection matching existing entryways along Broadway to the North and South. The large wayfinding elements help users understand when they have entered, or are leaving, the district. Small wayfinding is identified as circulatory and is intended to help orient users once they have entered the district to find specific landmarks or amenities.



## STREET REDESIGNS

Street redesign is an integral portion of improving connectivity and cohesiveness in the district. The two streets identified for redesign are Black River Lane and W Erie Avenue. Figure 48 shows Black River Lane's current street design, and Figure 49 illustrates the proposed interventions for improvement. As one can see immediately, the drive lanes for the current Black River Lane are very wide. That, along with a lack of amenities and curb zones, creates a harsh pedestrian environment. Surface parking lots on either side of the road also make for a feeling of unease for pedestrian users. The proposed redesign changes Black River Lane to a one-lane, one-way street with parallel parking on either side. This calms traffic on the street for large events like Rockin' on the River and allows for safer pedestrian usage of the area. This also has the added benefit of increased parking capacity, possibly freeing up some of the back-facing parking of buildings along Broadway to be adapted and reused for inviting back patio

Figure 48 Black River Lane Current Street Design

space. Expansions of public right of way through the creation of sidewalks and amenity zones on either side leave the pedestrian users feeling comfortable walking in the area. New amenity zones are strategically placed to include wayfinding elements that circulate the pedestrian user from the Black River Landing area to Broadway Avenue. Tree planting and other amenities in the amenity/curb zone adjacent to parking lanes create another barrier for protecting the pedestrian user calming the user experience.

W. Erie Avenue's current design (Figure 50) shows a street designed primarily for automobile users. Three lanes of eleven or more feet each way create a daunting obstacle for multi-modal users to cross. Existing crosswalks prove how uninviting



### Black River Lane Current Street Design

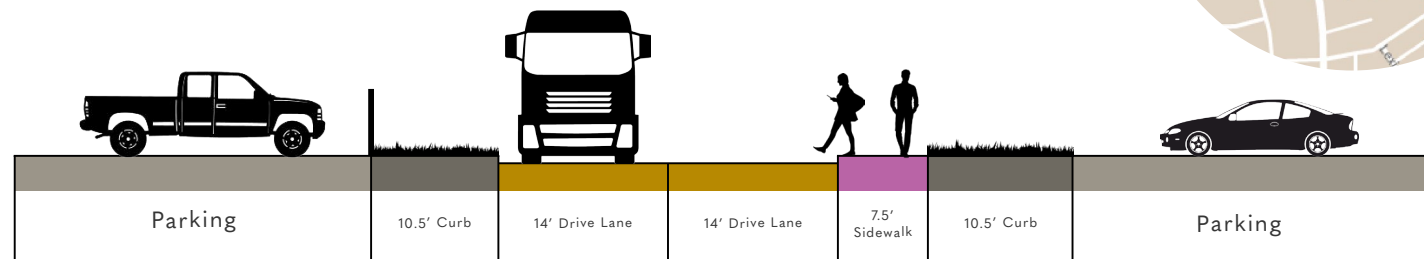
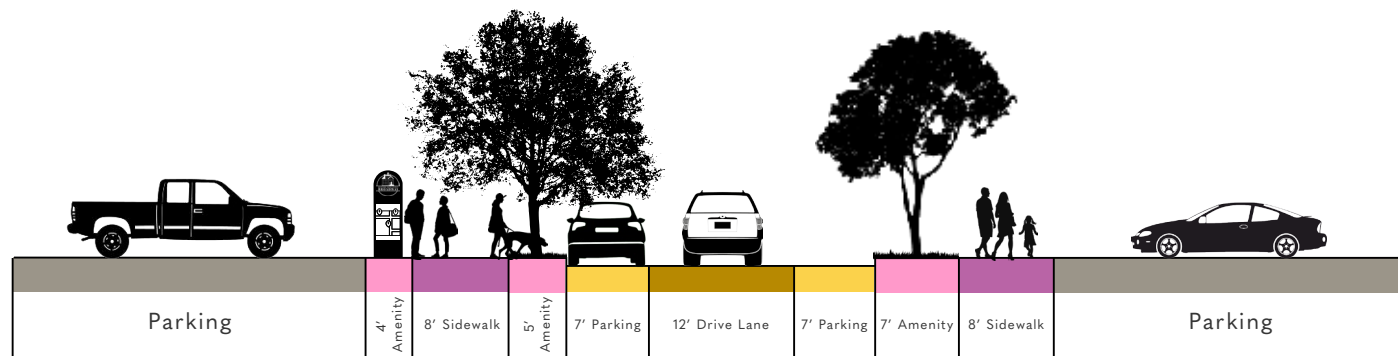


Figure 49. Black River Lane Proposed Street Design

### Black River Lane Proposed Street Redesign



this street can be with long wait times to cross and the time it takes to cross the street itself. The vast majority of infrastructure for this street is designed for automotive circulation. Furthermore, the Charles Berry Bascule Bridge, immediately preceding to the East, is two lanes of drive lane either way, and W. Erie reverts to two drive lanes each way, immediately West of Oberlin Avenue. This creates a spatial mismatch of sorts as the street temporarily opens up for one city block and then returns to its initial two lanes shortly after, causing potential hazardous driving environments.

Figure 51 illustrates interventions for calming the driving environment and improving the pedestrian and circulatory network. The primary intervention for calming is to repurpose the far lanes on either

side of the street for parallel street parking. This will bring this small section of W. Erie down to two lanes, each way, matching the rest of the street. It will also provide a safety buffer for the proposed cycle track along the Southern sidewalk, safely connecting cyclists and other users with existing trails and proposed greenways in the district. Signage and street amenities are also proposed to increase cohesiveness with the rest of the district. The calmed street also allows for easier passage by way of existing crosswalks.



Figure 50. W. Erie Avenue Current Street Design

### W. Erie Ave. Current Design

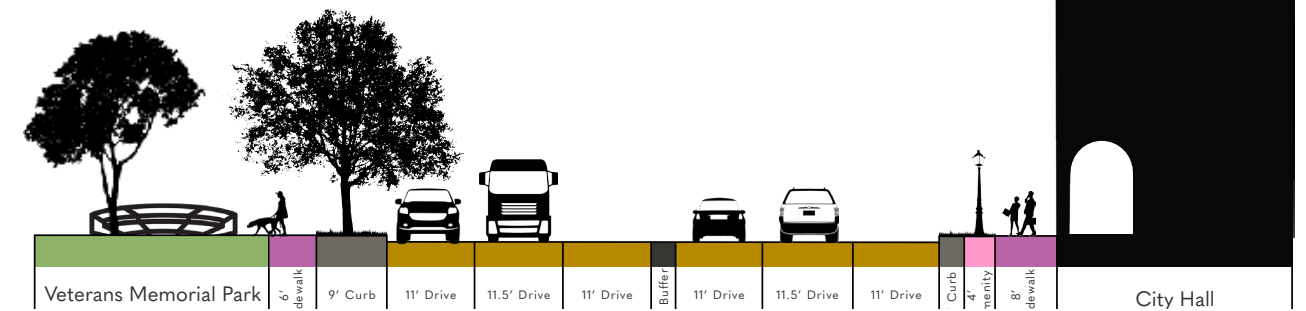
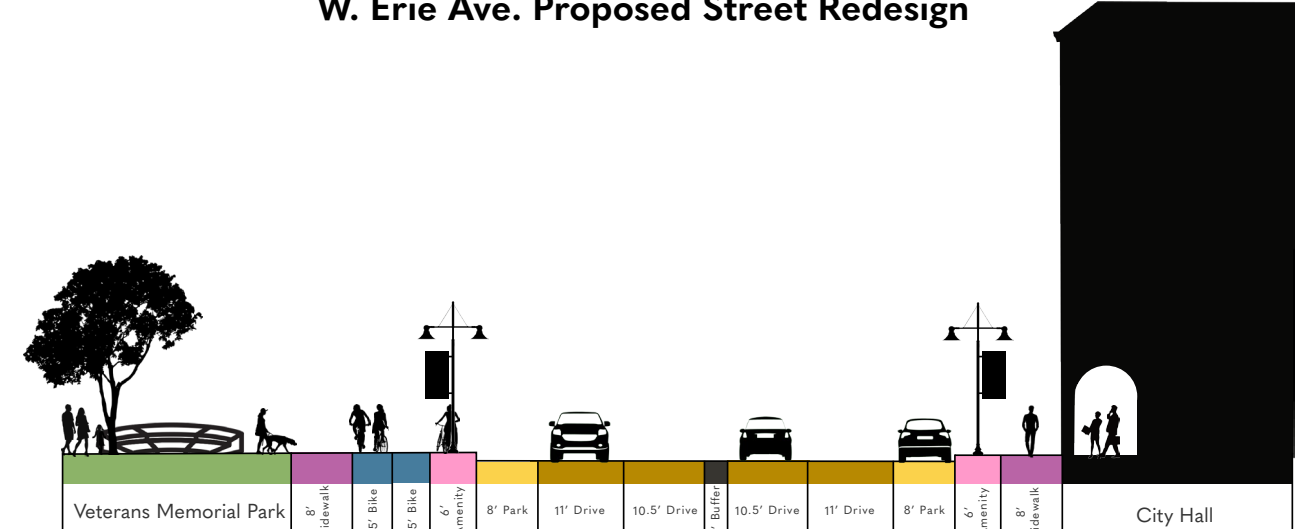


Figure 51. W. Erie Avenue Proposed Street Design

### W. Erie Ave. Proposed Street Redesign



## CONNECTION TO EXISTING AND PLANNED TRAILS

The Lorain Active Transportation Plan (ATP), completed in 2018, is a hybrid Active Transportation-School Travel Plan, which provides a helpful framework for planning, designing and constructing an interconnected network of trails, bikeways and walking routes. While Lorain's ATP has a significant focus on many Safe Routes to School elements in its recommendations, our proposal prioritizes pedestrian and cycling infrastructure connecting the Downtown Broadway District to surrounding parks, neighborhoods, and planned residential developments.

Lorain's ATP has several planned routes within our study area, many of which are incorporated directly into our proposed routes. Sidewalk improvements planned along W 6th as part of the Admiral King Elementary school walking route, are extended to Broadway in our recommendations. Similarly, a community walking route planned for W Erie, between Broadway and Lakeview Park, is further enhanced by our proposed street redesign of W Erie. The ATP's planned neighborhood greenways on Reid Ave and W 8th provide additional neighborhood connections to the south and west, respectively, and the recently built Washington Ave bike lanes provide additional multimodal connections from the Downtown Broadway district to the Stoveworks Development site and the W 21st bike path.

We also envision an additional bike route along Oberlin Ave, starting at W 1st St to complement the ATP's planned sidewalk improvements and connect any potential new development on Pellet Terminal with the recently built W 21st Street bike lanes. An additional neighborhood greenway is also planned for W 9th St, to provide better circulation between the planned Black River Landing multi-use trail, the Lorain Historical Society via Lexington Ave, and the Washington Ave bike lane.

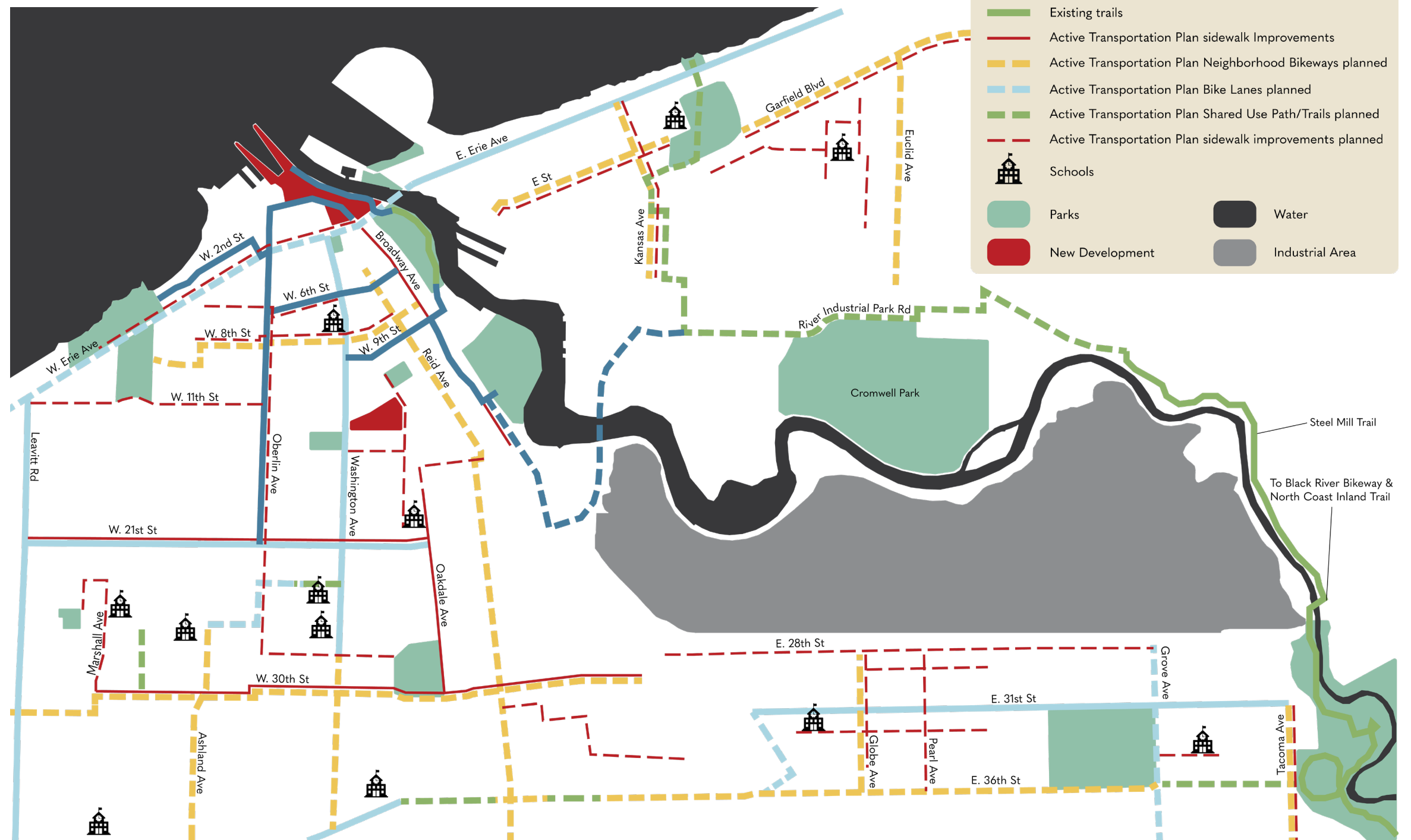
Beyond Downtown Lorain, future considerations need to be made to connect Lorain's trail and bikeway network to the broader regional framework of trails in the Lorain County Metroparks system, such as the Black River Bikeway, and the North

Coast Inland Trail. This could create a unique regional trail system that winds through Oberlin, Elyria, and Lorain, ending in Historic Downtown Broadway district, creating the spine for a dynamic bikeway similar to the Towpath Trail in Greater Cleveland.

Our proposed multi-use trail is a first step in establishing this future regional trail connection. Due to the large industrial area along the Black River south of our study area, this future trail route could run along Broadway and Elyria avenues, before crossing over the Henderson road bridge and eventually connect to an extension of Black River Reservation's Steel Mill Trail through Cromwell

Park. In the short term, cyclists can utilize planned Active Transportation routes such as E 36th St, Reed Ave, or Washington Ave. Without a clear, specified trail additional wayfinding is needed at Black River Reservation trailheads to clarify directions to the Historic Downtown Broadway District.

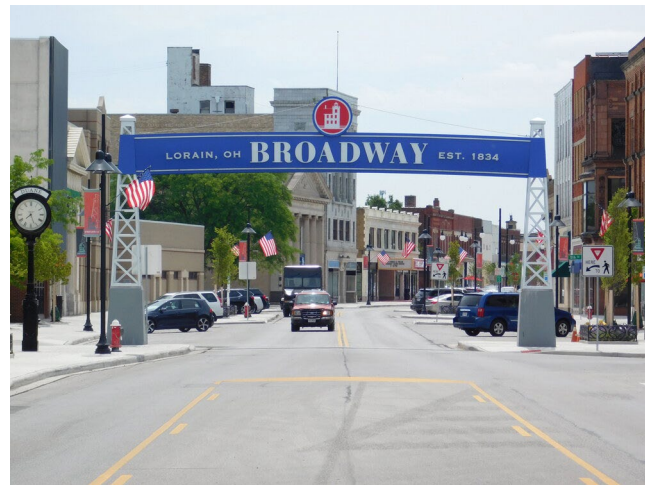
Figure 52. Lorain Active Transportation Planned and Built Routes and Legacy City Planners Planned Routes



# Wayfinding and Re-Branding

## CURRENT WAYFINDING

In 2019, the city of Lorain underwent a new streetscape on Broadway Avenue. Along with a road diet being done, new gateways, streetlights, and banners were installed. The gateways feature blue-painted aluminum panels with illuminated letters, held up by steel latticework and cement foundations. There is a red logo of the Lorain Lighthouse that is featured. There are banners on the new streetlights featuring the Lorain Lighthouse logo. On the sidewalk, some trashcans feature the city seal of Lorain. Mixing the two symbols can cause confusion, so there needs to be a single brand that effortlessly defines the area.



Historic Downtown Broadway proposed logo



## GRAPHIC STANDARDS

We look to expand upon the current graphic standards that are used by the existing motorist gateways. We will continue to use the "Oh so Blue" and "International Orange Golden Gate Bridge" colors and add three new colors like a light blue, green, and tan color. By expanding the color palette, we will be able to give distinctive colors for each zone within our study area while also making it cohesively work together.

We will continue to use the same typography that the current signage has and add a secondary font that will be used for directional purposes. We want to highlight Lorain's history in steel making and shipbuilding using aluminum panels and oak wood. Oakwood was plentiful around the area, so it was the primary material used to build ships in Lorain.

Figure 53.

### GRAPHIC STANDARDS

#### COLOR PALETTE

COLOR	Oh So Blue (MP13999)	International Orange Golden Gate Bridge	RAL RAL 670-M	PANTONE P 154-13 C	BEHR PMD-79 SESAME	PANTONE P 1-1 U

#### TYPOGRAPHY

**PRIMARY**  
**Abril FatFace Regular**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 1234567890

**SECONDARY**  
**Muli Italic**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 1234567890

#### MATERIALS



Painted Aluminum Panels



Oak Wood

#### DISTRICT LOGO



#### ICONS



## PROPOSED WAYFINDING

The current wayfinding is along Broadway Avenue at the intersections of West Erie Avenue, West 4th Street, and West 9th Street. We propose to add another motorist gateway at the intersection of West Erie Avenue and Oberlin Avenue. The proposed and current gateways will reuse the existing structure that is already there and rebrand with the new district name, Historic Downtown Broadway, and the updated Lorain Lighthouse logo.

We propose adding a pedestrian gateway at the intersection of West 6th Street and Washington Avenue. West 6th Street is the leading residential street that leads to the Palace Theater on Broadway Avenue. This is to show residents the proximity to Broadway Avenue and Black River Landing.

At the intersection of Broadway Avenue and West 6th Street, we will have a main map kiosk sign by the Palace Theater. This intersection has the main

alleyway that connects Black River Landing and Broadway Avenue. The kiosk design showcases the usage of wood and steel together in a river pattern to remind people that the Black River is only a block away. The district logo is featured at the top of the kiosk. Then alternative map kiosks are proposed to be located by the motorist gateways for pedestrians to find their way around easily.

There are four public parking lots, and we are proposing that each public lot have a parking identification sign with a unique name. In our example, the public parking lot behind the Palace Theater on Broadway Avenue would be named the Palace Theater lot. The design of the sign would be similar to the main map kiosk. Then public parking directionals would be placed around Broadway Avenue, West Erie Avenue, Black River Lane, and within the residential area.

Figure 54. Wayfinding locations



Figure 55.  
MOTORIST GATEWAY  
\*NOT TO SCALE

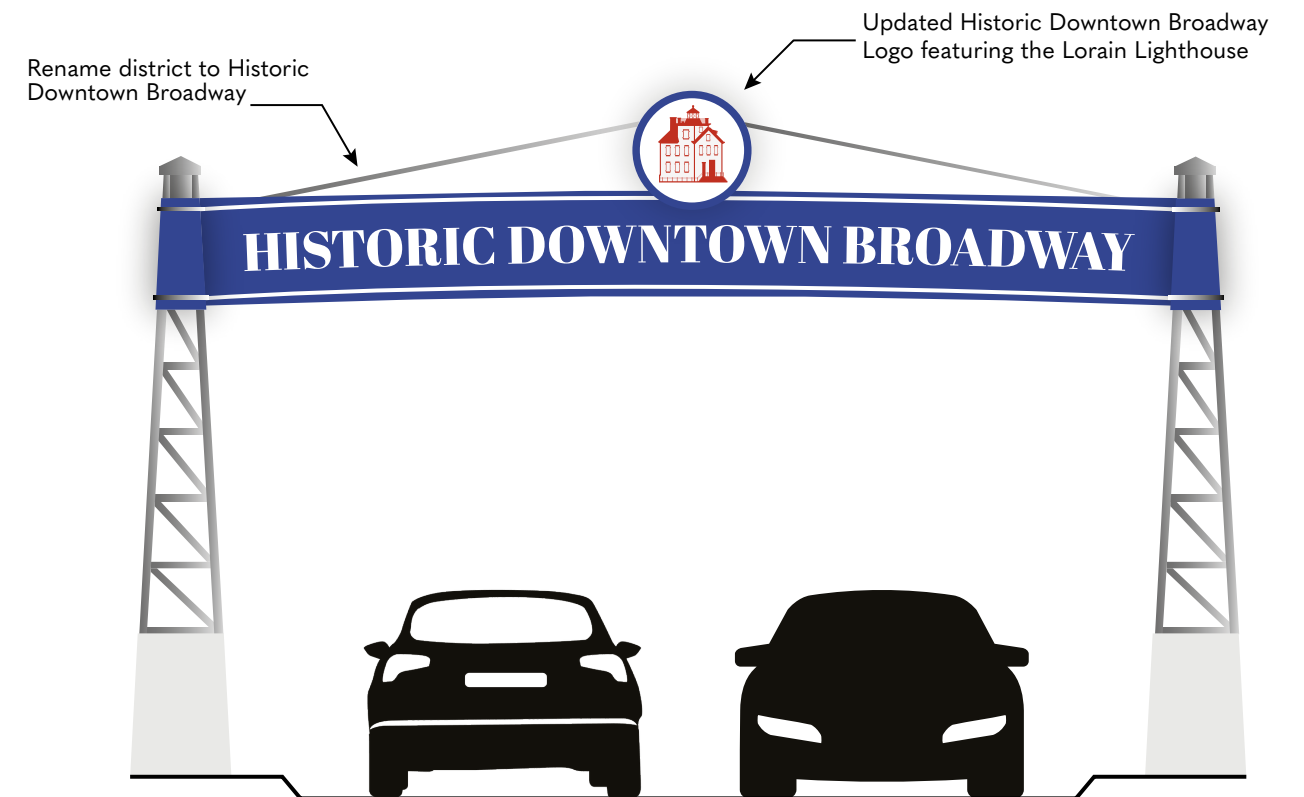
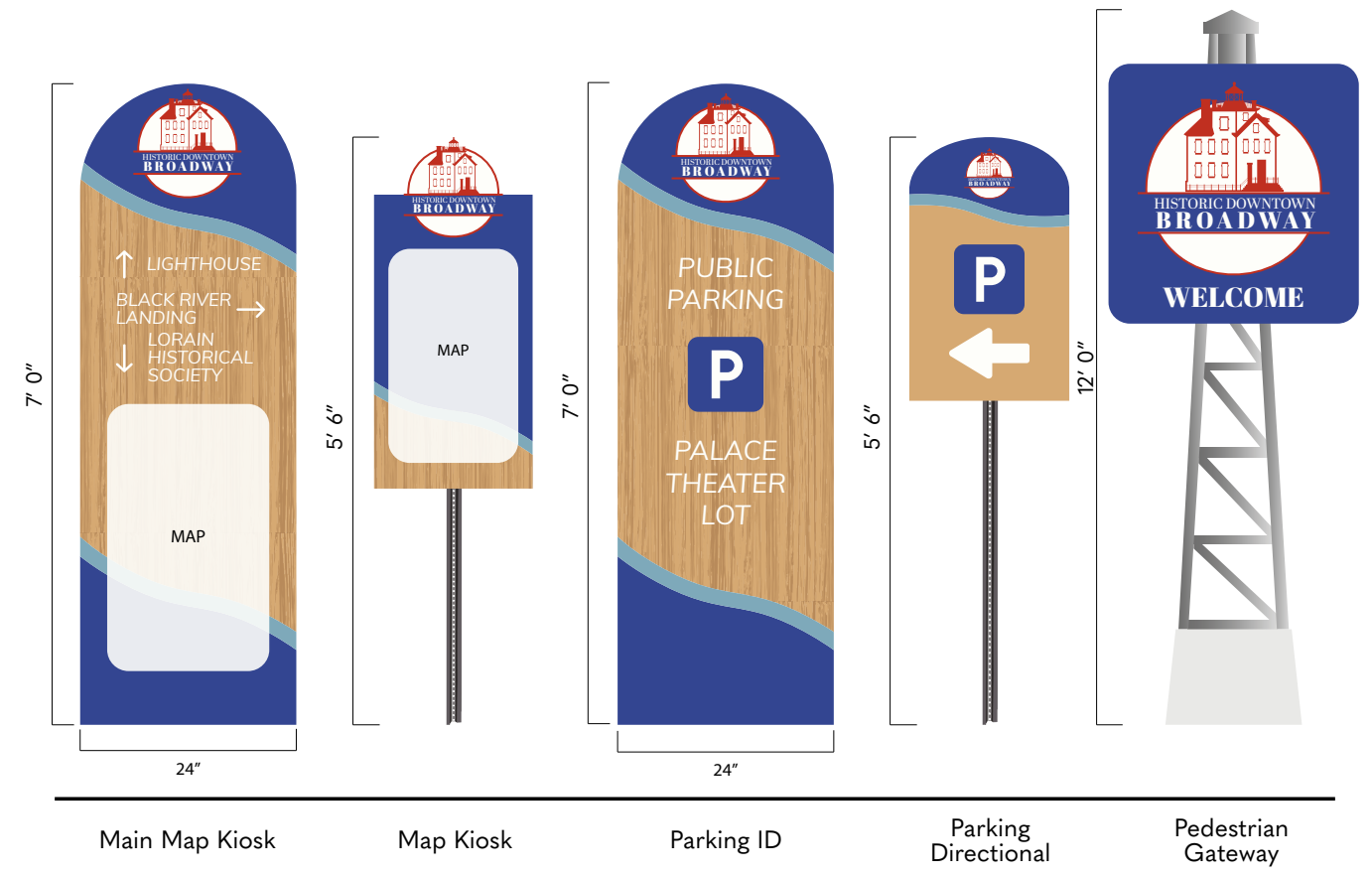


Figure 56.

PEDESTRIAN WAYFINDING  
\*NOT TO SCALE



# BRANDING

A challenge with wayfinding in the Historical Downtown Broadway is cohesively connecting distinctive zones. Each location is highlighted with a different color and features historical images of Lorain. The Black River connects the entire district, so the edge of the sign highlights a river feature. The pedestrian signs can be updated and expanded over time, with a seven-inch sign at the end that can be interchangeable.

Each zone within our study area has a typical usage. Black River Landing is a large open green space, and Downtown Broadway is a commercial core. At the same time, the proposed development on the Pellet Terminal site is a mixed-use space incorporating green space and commercial. The iconography signs feature historical photos of

the area, showcase the amenities available, and directional signage. The top light blue highlights the Black River because it ties all zones together.

We crafted two sets of banners to help users engage with the district. The first is a series meant to evoke users' engagement with the space. Historic images overlaid on tourist style verbiage show the user they've arrived in a district full of life and style. The second is a series we call "Lovingly Lorain," meant to be an homage to and from Lorain; turns of phrases specific to Lorain help craft a sense of civic pride and recognition of a district fully realized. Banner colors correlate to their particular zones and feature the updated Historic Downtown Broadway logo.

Figure 57. Pedestrian Wayfinding Design

PEDESTRIAN WAYFINDING  
\*NOT TO SCALE



Figure 58. Pedestrian Wayfinding Design  
HISTORIC DOWNTOWN BROADWAY BANNERS  
\*NOT TO SCALE

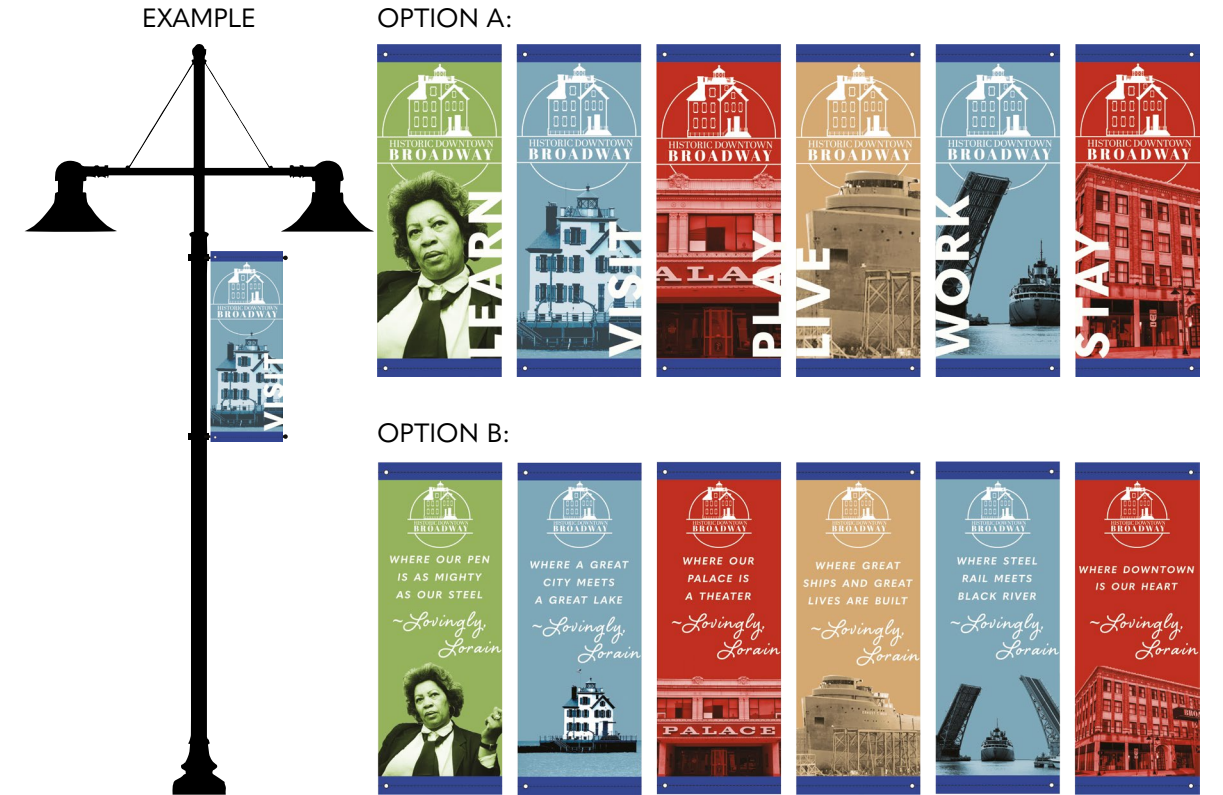


Figure 59. Pedestrian Wayfinding Design  
OVERALL SIGN FAMILY  
\*NOT TO SCALE



# Environmental Improvements

In order to realize the vision of the Downtown Broadway District as a balanced, thriving, sustainable, and livable downtown neighborhood, certain area-wide environmental conditions need to be addressed. These efforts, can have compounding effects on the public safety, beautification, recreation, and livability of the district in addition to their environmental benefits.

Our environmental recommendations are broken down into four main goals, with further recommendations and interventions to achieve these goals listed below. The locations of potential interventions within the study area are shown in Figure 60.



First, we recommend strengthening and grow the tree canopy cover study area and city wide.

- ①. Develop a comprehensive, city-wide tree plan to identify priority areas for new tree plantings along streets, and publicly owned lots. Additionally, consider hiring a new full time city position focused on the implementation of urban forestry projects.
- ②. Prioritize tree maintenance along the Broadway Corridor and adjacent side streets to reduce damage to newly planted trees. Urban trees are the most vulnerable within the first five years of their life, so particular attention should be given to recent tree planting efforts, such as those planted as part of the Broadway streetscape.

Second, we recommend cleaning and greening vacant lots and view them as valuable neighborhood assets, to improve the environmental and aesthetic quality of the Downtown Broadway District's public realm. These lots can be used for supplemental neighborhood amenities, and outdoor seating in core business districts. We have identified five priority vacant lots for permanent cleaning and greening strategies within the study area.

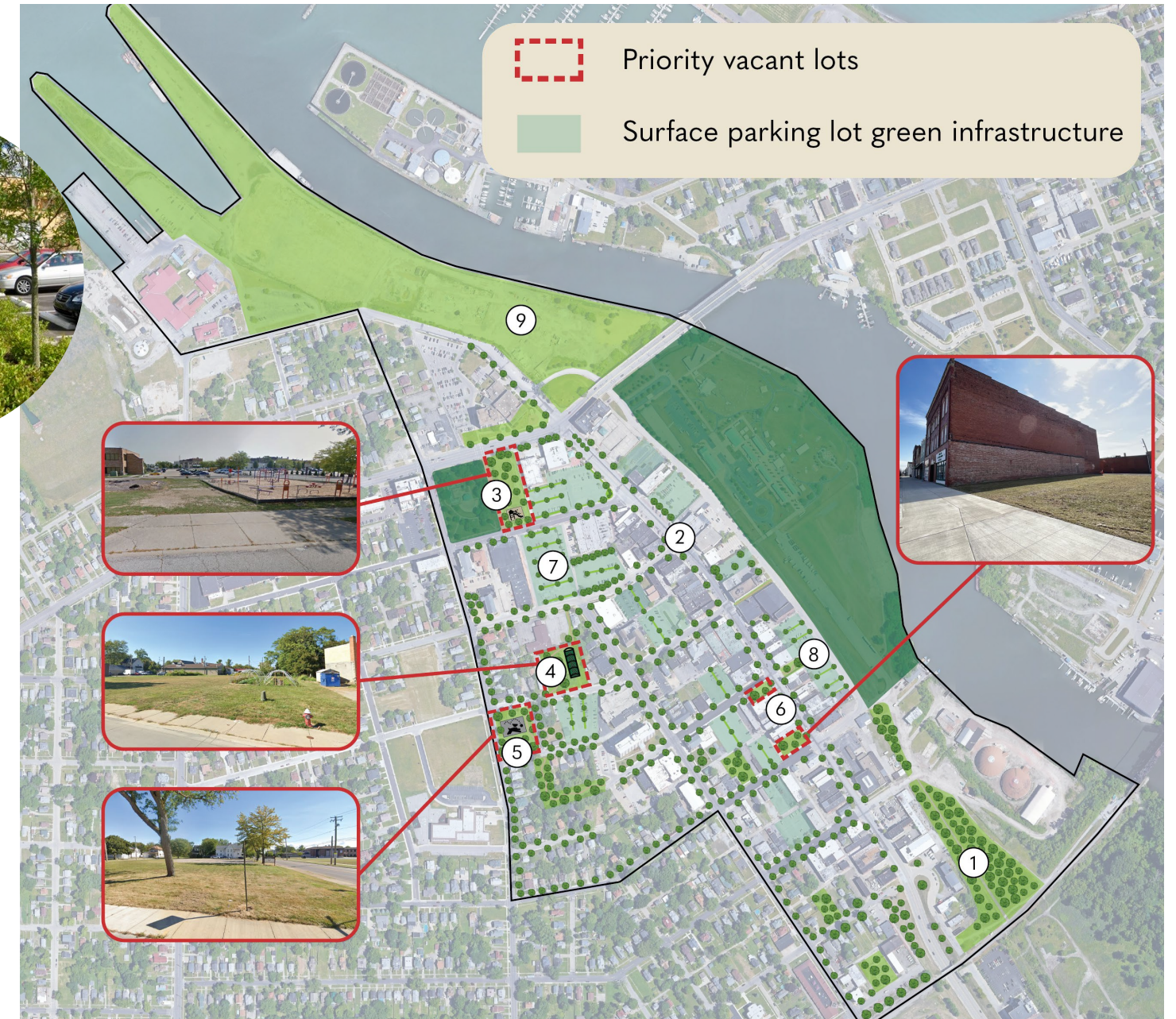
- ③. Expand Veterans Memorial Park to the adjacent vacant lot across Wickens Place. Consider rerouting the Lorain Public Transit bus line and pedestrianizing Wickens Place, incorporating the existing playground into the park, and creating a promenade connecting the potential mixed use development on the City Hall site, to Veterans Memorial Park, and the neighborhood.
- ④. Provide further support for community garden and urban agriculture efforts on the Lorain Public Library owned vacant lot. Work with garden coordinators to ensure their efforts can be sustained in the future, and explore the possibility of adding a reading garden adjacent to the community garden.
- ⑤. Partner with the Lorain Public Library to prioritize the permanent cleanup, sodding and maintenance of the former First Evangelical

Church owned lot, currently owned by Library, at the Intersection of West 6th street and Washington Avenue. Consider adding neighborhood amenities such as a dog park, benches, and picnic tables, to supplement amenities found in neighborhood parks. This lot is of particular importance due to its proximity to Admiral King Elementary school, and West 6th street's role as a key neighborhood gateway into the Historic Downtown Broadway district.

- ⑥. Clean and green the two lots along the Broadway corridor at the intersections of West 7th and West 8th streets to enhance the public realm and support the historic main street. Engage adjacent businesses about the possibility of outdoor seating, and add trees, shrubs and other greenery features to enhance the Broadway streetscape.



Figure 60. Environmental Improvement Locations



Third we recommend working comprehensively to “soften” impervious surfaces within the Historic Downtown Broadway district to reduce stormwater runoff induced pollution.

- ⑦. Review parking and impervious surface standards within the study area, and require that landscaped parking buffers, and green infrastructure be incorporated into parking lot resurfacing plans within the district.
- ⑧. Incorporate permeable pavers and greenery into re-designs of the alleyways between Broadway and Black River Landing, to enhance connections, aesthetics and reduce storm water runoff in this heavily impervious area.

Finally we recommend pairing environmental restoration of the Black River with economic re-development initiatives to improve the public perception of Lorain.

- ⑨. Complete the Brownfield remediation of the Pellet Terminal site, and ensure that any new development is low impact, and includes environmental amenities such as bioswales, permeable pavers and energy efficient buildings in any site plans.

# Zone 1: Small Retail & Residential

Figure 61. Zone 1 Concept Map

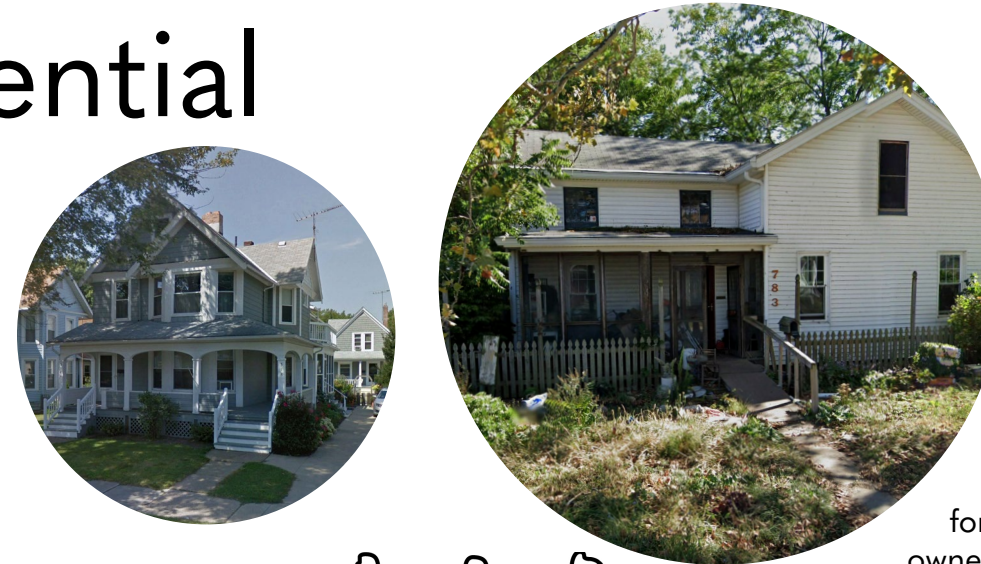


We want the City of Lorain to become a vibrant community for all residents and visitors. Residents should have livable neighborhoods that represent a modern feel but preserve the historical benefits that make their community unique. The neighborhoods must embrace diversity and inclusion that welcomes everyone from all backgrounds.

The City of Lorain's residential zone 1 will contribute standards for livability and access to Historic Downtown Broadway. This district will focus in detail on the neighborhood and small retail businesses.

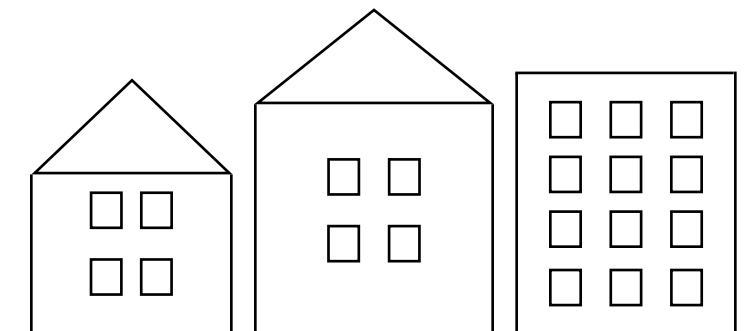
Housing revitalization will embrace and promote use for economic outcomes and comfortable lifestyles. We need to understand the vacancies/abandoned lots rate within greater Lorain. The city must consider stages for long-term rehabilitation to make the neighborhoods inviting to all residents. Our policies recommend establishing programs to evaluate the redevelopment of residential homes as sustainable, affordable, and equitable.

## RESIDENTIAL SMALL RETAIL



Community Housing Improvement Program

Lorain County, which is partners with Oberlin, North Ridgeville, and Sheffield Lake currently (as of 2020), has the CHIP Program or the Community Housing Impact and Preservation Program which the Community Development Block Grant Program funds, HOME Investment Partnerships Program and the Ohio Housing Trust Funds. Lorain County can apply for funding alone of up to \$400,000 & even more if partnering with Sheffield Lake. Amherst has submitted an umbrella letter of participation under Lorain County's portion (Commissioners, 2020). These funds can be used for Owner Occupied and Rental housing rehabilitation, repair assistance, habitat for humanity housing projects, and other housing assistance endeavors that Lorain County's Community Action Agency could spearhead.



# Housing

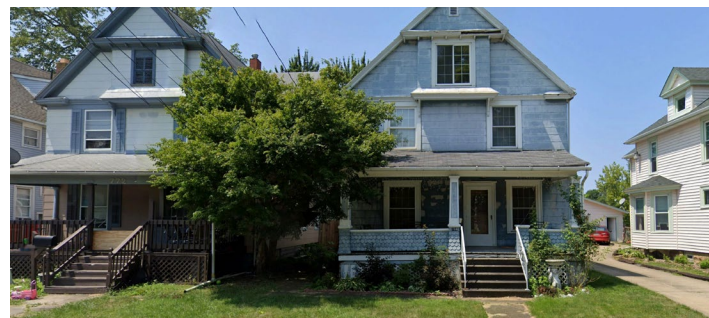
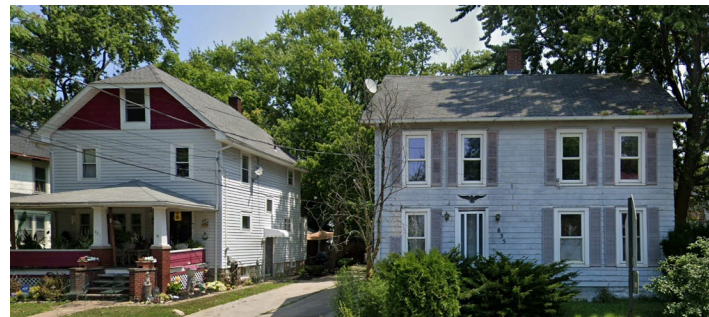
Cuyahoga County offers a HELP (Housing Enhancement Loan program), which is a way to provide lower percentage point loans to homeowners who fall into specific categories and need help with repairs that fall into the accepted categories. The City of Lorain also offers a similar Loan Program for Repairs up to \$45,000 but is limited to owner-occupied housing. Cuyahoga County's Loan Program has different requirements. Still, it is an example of how the City of Lorain, LCCAA, and other banking institutions may be able to work together to provide these types of loans to commercial storefront owners and landlords to encourage the revitalization of all properties, not just limited to owner-occupied housing.



Lorain County Community Action Agency could also promote a program in coordination with a local trade school such as the Lorain County JVS to offer reduced-cost trade work as part of learning opportunities for students and save residents money on much-needed repairs. LCCAA will be a crucial partner that may need to grow to be able to handle the responsibilities being suggested. If they do not already, facilitating a landscaping or tree planting program to liven up the public areas around Lorain's central traffic paths would be a smart community-building event for the agency to coordinate.



Other suggestions would possibly include policy recommendations related to new residential that facilitate connections for pedestrians to Broadway, and existing neighborhoods and parks are required to encourage a more transit-oriented, pedestrian-friendly environment.



Due to the higher costs of construction post-pandemic, many municipalities are amending zoning codes to allow Accessory Dwelling Units (ADUs) to permit owners of single-family homes to add small apartment-style additions with separate entrances. Lorain could adopt this tactic to mitigate the demand and need for fixed-income older individuals' housing as a separate stock of housing and incorporate this into their housing stock revitalization plans and combine fixed incomes with younger generations that may have slightly higher income flexibility.



# Public Right-Of-Way Enhancement

One of our team's concerns in the residential zone is the quality of the public right-of-way infrastructure. Currently, the City collects data that rates pavement conditions. The sidewalk quality is rapidly deteriorating; addressing this issue helps tie into our connectivity goal throughout the study area. The residential neighborhoods west of Broadway have a lot of potential to be revitalized. These areas are walkable and interspersed with religious institutions, small corner-store retail, Lorain Bilingual Academy, and the Lorain Public Library. This blend of activity creates a foundation for a thriving neighborhood. However, the public right-of-way infrastructure such as sidewalks, road signs, and crosswalks need maintenance or replacement.

The sidewalk quality is the first of the right-of-way concerns our team wants to address. Due to the residential area's proximity to the Broadway district, it is critical to have good-quality sidewalks to induce foot traffic that is desperately needed

downtown. Sidewalk quality also becomes a more significant issue when the disabled population, aging residents, or families with strollers cannot safely visit downtown by walking. Additionally, the location of the Lorain Bilingual academy in zone 1 means school-aged children need safe crosswalks to walk to school.

Unfortunately, the burden of repairing or fixing sidewalks falls on the homeowner, many of whom cannot afford to resolve these issues. The City could incorporate sidewalk improvements into its Community Housing Impact and Preservation Program (CHIP), which partners with Lorain County, Oberlin, and North Ridgeville.

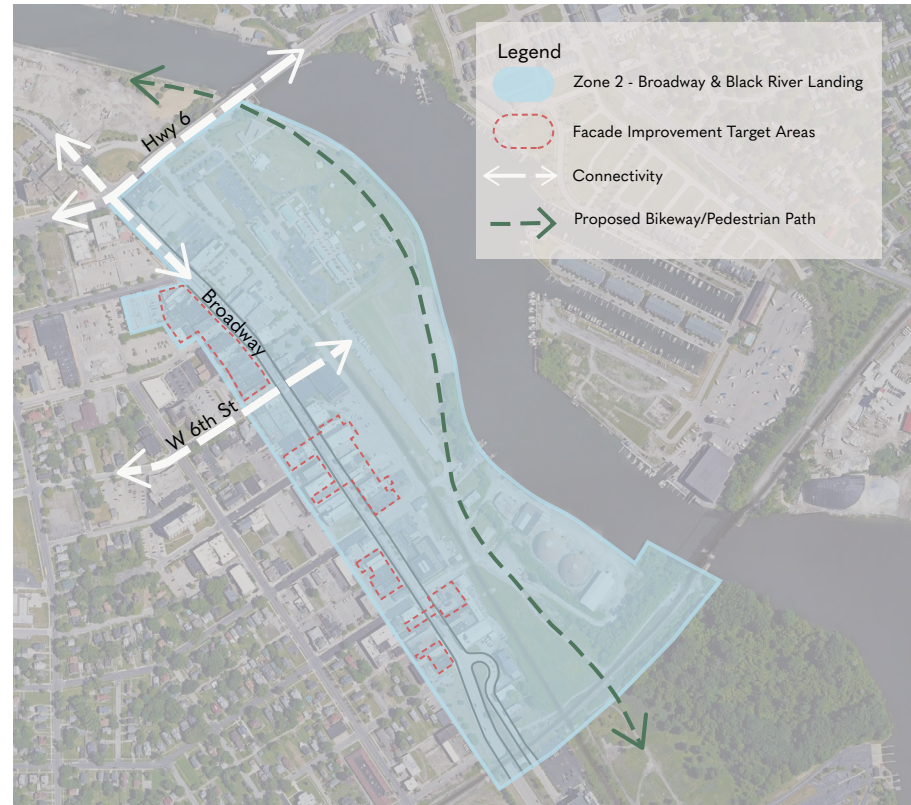
Improving these public-right-of-way conditions induces pedestrian activity, creating safer neighborhoods and positively impacting the local economy on Broadway. Additionally, visitors to Lorain can also enjoy the enhanced walkability when coming to the downtown area.





# Zone 2: Broadway & Black River Landing

Figure 62. Zone 2 Concept Map



The City of Lorain should be an example for economic development for all residents and visitors. Its historical landmark status should be a beacon of pride and integrity. However, there are current gaps in addressing how to make Historic Downtown Broadway more inviting, exciting, and up-to-date with current trends.

The infrastructure of business affects how Lorain's story is significantly viewed locally and nationwide. Black River Landing should be an attraction for visitors and residents to relax and enjoy the Lake Erie coast. As always, the Historic Broadway District must become accessible for everyone with increased connectivity.



Lorain's historical identity certainly still shows in the architecture throughout the Broadway district. Anchor institutions such as Palace Theater, Ariel Broadway Hotel, and United Way instill vibrancy and activity that keeps the community lively.

If you visit the Historic Downtown Broadway District, you will see a wide range of architectural influences woven into the fabric of their built environment. This array of styles has not explicitly benefited a cohesive and appealing pattern of

building typologies along Broadway. Additionally, gaps along the building sightlines create vacuums of activity or commerce that can negatively affect the local economy.

Legacy City Planners has compiled a myriad of recommendations and interventions that address our goals of increasing connectivity, developing the local economy, and improving the public realm.

## CONTRIBUTING FACADES



# Facades

The facades along Broadway Avenue vary in style, condition, and contribution, causing gaps and clusters of active and non-active storefronts. These inconsistencies create a variety of circumstances and impacts that negatively affect the district. We identify commercial storefronts with deteriorating facades and no active business as non-contributing. These non-contributing facades create stagnant portions of the strip; most of these parcels occupy valuable property that could, if appropriately utilized; boost economic activity, increase the workforce, provide a needed service to the community, or create a safer street.

Non-contributing facades, as mentioned previously, create unsafe areas of public space. This inactivity can prevent people from visiting the district entirely or deter them from staying

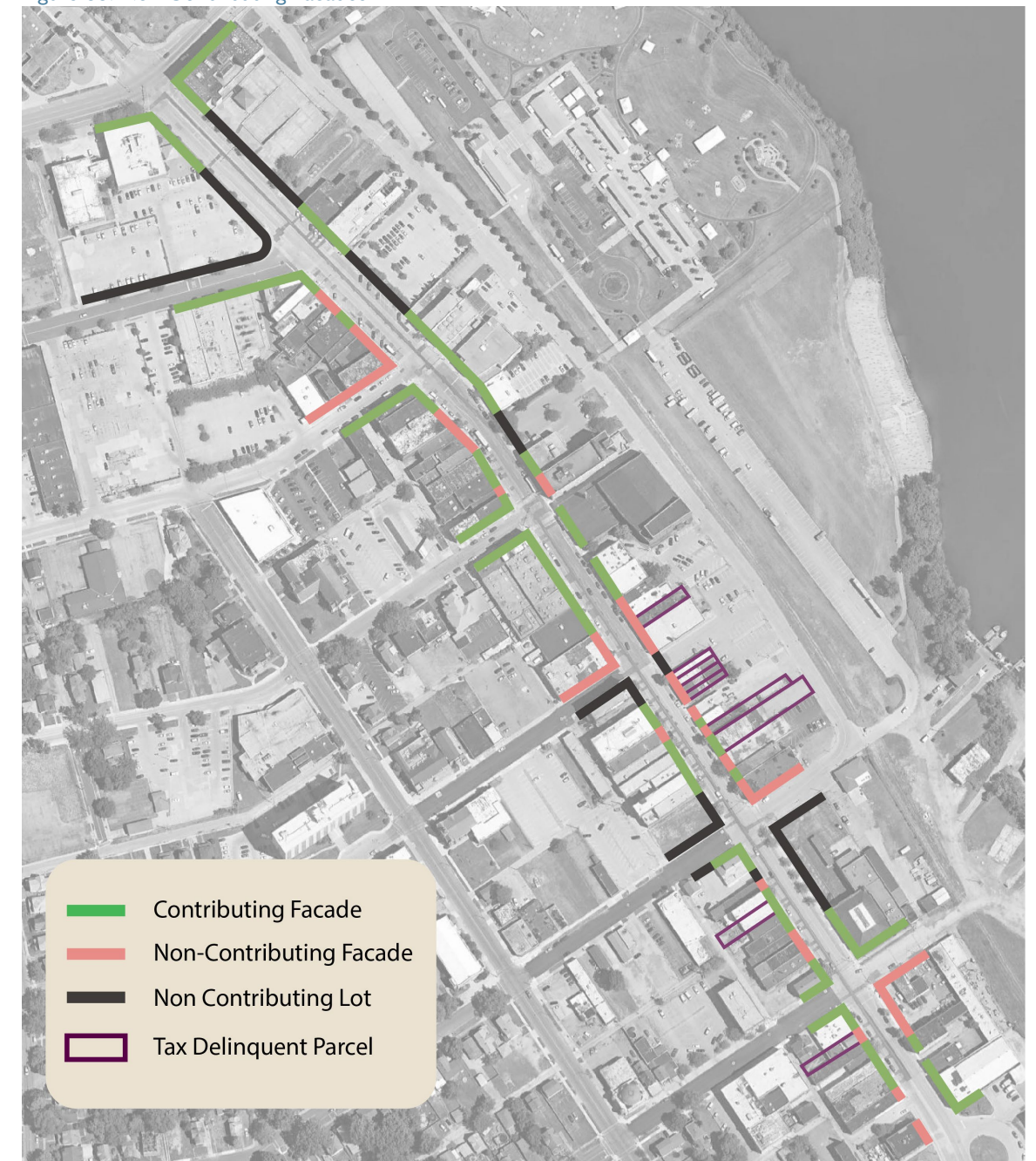
to enjoy other amenities or services. According to our survey, safety was a consistent public concern; planning tools such as zoning, commercial design standards, and placemaking can enhance safety through passive but impactful interventions. In Figure 62, we identify contributing and non-contributing facades, lots, and tax-delinquent parcels using parcel data from the City. To ensure a path forward to addressing these issues, we included tax-delinquent parcels so the City can address specific properties in the short term.

As you can see, a few of these lots are located on valuable corner lots. In real estate, it is essential to activate these lots due to the corner location being incredibly valuable. These corners remaining empty hinder impactful growth.

## NON-CONTRIBUTING FACADES



Figure 63. Non-Contributing Facades



The non-contributing facades along Broadway Avenue negatively impact the City's ability to establish economic vibrancy. With information passed along from City Hall, we learned that many commercial storefronts were purchased at an affordable price during a period of high vacancy. However, these storefronts are underutilized, with some failing to offer any business service.

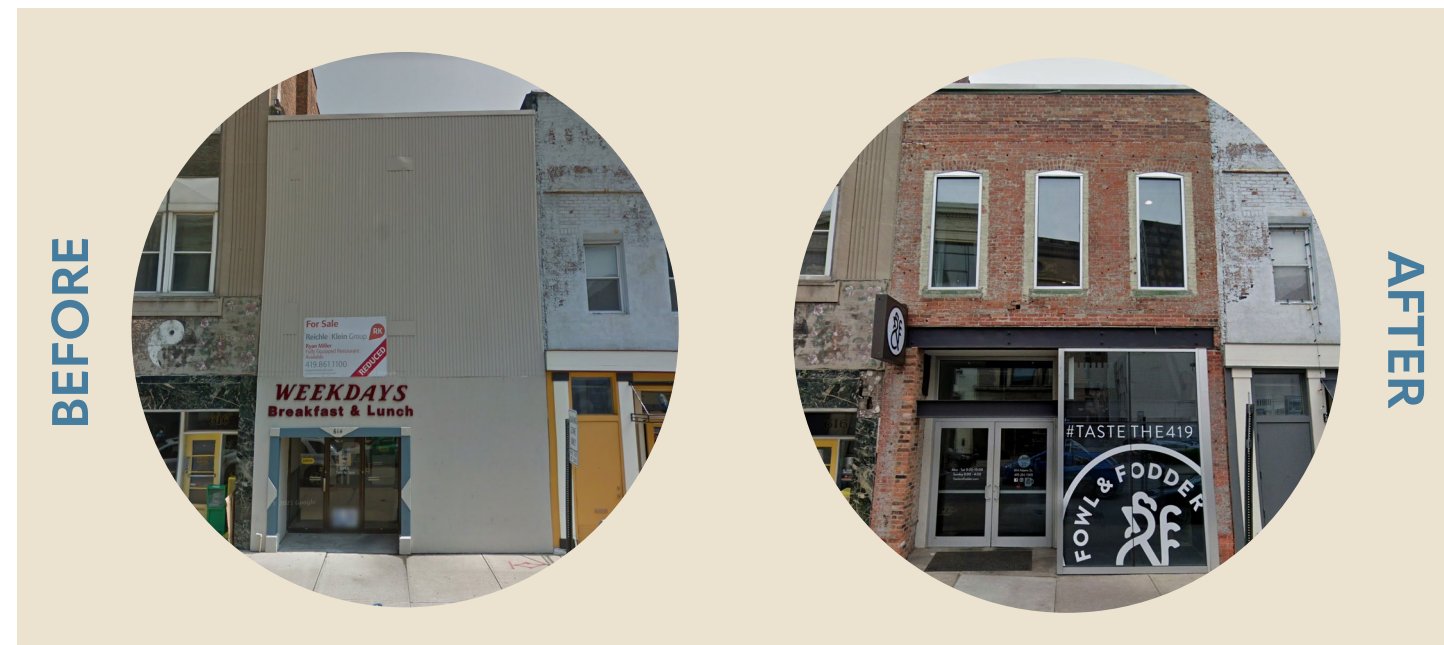
Many of these properties stymie highly desired business commerce in the district. Inaccessibility to these storefronts creates absent and defensible space, which is considered unfriendly and may prevent people from enjoying or visiting the area entirely.

These commercial storefronts are considered non-contributing, indicating they are not extending positive economic benefits and are not serving the community. In addition to the aforementioned non-contributing commercial storefronts, a few other facades are occupied and frequented but remain outdated and need facade renovations. Creating commercial consistency along Broadway is essential to the area's economic development because it spurs investment and capital buildout to support revitalization efforts. Maintaining a system of physical cohesion along Broadway creates a friendlier built environment and attracts spending power to help other existing businesses and services.



We recommend that the City adopt the additional commercial design standards (pg. 85) to focus efforts on friendly, updated, and accessible spaces. The City's existing Minor Storefront Renovation Program (MSRP) provides a solid foundation to increase the capacity to address these issues.

The before and after photo examples on the bottom are taken from a 2017 storefront design program in Toledo. This particular example is important because it imitates similar physical, economic, and aesthetic conditions to Lorain and provides a reference for the desired outcomes the City is trying to achieve.



## COMMERCIAL DESIGN STANDARDS

- Update the store's name to match the business service
- All surfaces, windows, and fixtures should be kept clean. Display windows and fixtures should be cleaned daily.
- The front door and storefront should be freshly painted and clean.
- Doors facing the street should be recessed into the building facade when practical.
- 60% of small to medium-sized retailers' first-level elevations facing primary sidewalks should be transparent glass, even if the first level is an office or non-retail use.
- Signage, awnings, and materials should remain in character with the historic framework of the building.
- Awnings should project no more than 6 feet, and be at least 8 feet above the walk; to allow for more light, awnings should be a single plane rather than a curve and have no side panels; plastic and internally illuminated awnings should be prohibited.
- Business owners need to install the best lighting they can afford. A coordinated public-private program to offer low-interest loans or grants for store lighting and other store enhancements could potentially allow preferred independent retailers to remain sustainable.

## JANASKO INSURANCE FACADE MODEL

Property owners interested in facade renovations can look to local Broadway business owner Jim Janasko, owner of Janasko Insurance.

Mr. Janasko is the owner of the former First National Bank of Lorain building, one of the oldest structures on Broadway. Mr. Janasko who recently renovated his storefront, and referenced historical photographs found at the Lorain County Historical Society to restore the character of the historical framework of the building. This is a tactic which we recommend in the adopted commercial design standards.



# Vacancy

Vacant properties have a massive effect on the value of surrounding properties and neighborhoods alike. The two census tracts that make up our study area (224 & 973) have a total population of about 6,500, with respective vacancy rates being %16.9. Compare this to the State at %10 and %7 for Lorain County according to US Census Data, and you see that there is a slightly larger concentration of this issue in the City of Lorain (Bureau, 2020). There is also a correlation between higher vacancy rates and higher crime rates (Marcus Kellum, 2018). There should be a multi-pronged approach to combat this vacancy issue, not only in residential housing but also commercial storefronts in the Broadway District study area.

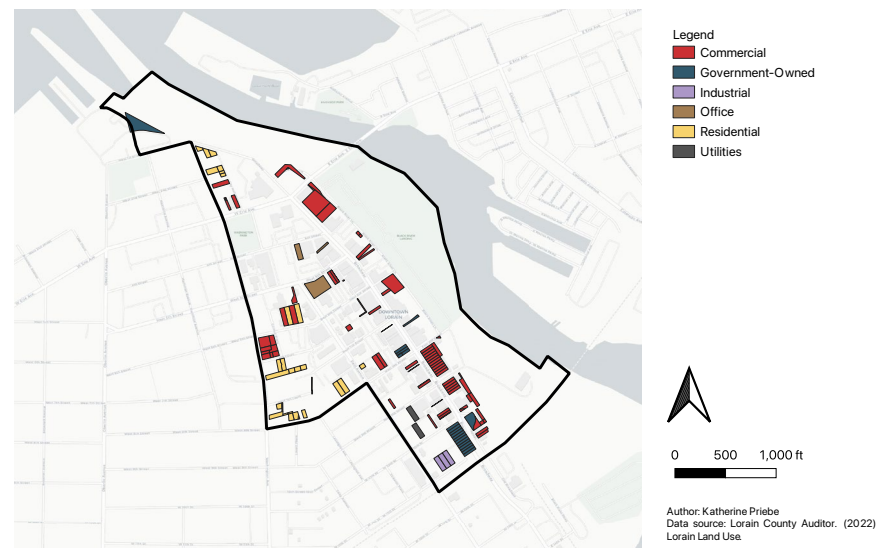
Lorain currently has a foreclosure/vacancy registration that seems to have influenced and help avoid vacant housing issues and has made a strong case for clearing out blight as best as possible by demolishing over 500 hazardous units since 2013 (Date, 2021). Creating a housing management / commercial property program that works in tandem with the Lorain County Community Action Agency (LCCAA) or as a branch of the LCCAA would be a good start to include other partnerships to support these types of program's financial feasibility.

While there should be incentives for landlords and businesses that comply with standards put forth by the City, there should also be penalties for those that remain unresponsive or fail to meet the necessary presentation standards.

We want to recommend that these vacant commercial storefronts along Broadway be given attention and priority to lessen the effects of the vacancy in the Broadway district.

Creating a monthly promotion, or rotational type of short-term lease space available for entrepreneurs,

Figure 64.  
Downtown Lorain Types of Vacant Land/Structures



small businesses, or outlet opportunities for larger more well-known businesses is something that might help to create not only awareness to how much space is available in the Broadway district, but also help promote businesses that want to experiment within a new market.

Pop-Up shops available for differing time slots could be an enticing option for small businesses and more established entities to prevent them from having to lock in capital long term. If the City could find a way to create a widely promoted monthly event in coordination with LCCAA or any other community development corporation that may be established, this would be an efficient way to generate some revenue for the City, should they be able to reclaim vacant properties that are unresponsive to new code standards or fines assessed, etc.

If vacant properties owners insist on holding property vacant and are up to date on any fines assessed, the recommendation of creating beautification standards for the window fronts and facades must also be followed. This could include rotating window art/window displays or treatments that make the buildings appear not vacant. This creates a situation where property owners are forced to own and maintain a money pit or sell or create other means of activity within these spaces. Lorain's current zoning code does not address consequences for non-conforming or vacant

properties, so we recommend a zoning code amendment to implement a fine structure based on the time frame of the reported vacancy issue. Examining a vacant building fee or tax would be in the City's best interest to spur action on the end of unmotivated property owners in the area.

## A suggested structure:

- 0-3 Months Vacant/Front Facade Non-Conformity Existent - **\$500**
- 3-6 Months Vacant/Front Facade Non-Conformity Existent - **\$1,000**
- 6+ Months Vacant/Front Facade Non-Conformity Existent - **\$1,500 + additional \$1,000 every 6 months beyond (Ex. 1 year)**

You could also further examine these levels with more incremented fine structures based on violations or the length of time properties are left untouched with a color-coded system, or some other way to let property owners know where they stand. In addition to fines, you could threaten removal from the Broadway sales district, where sales are suspended for a period if a business does

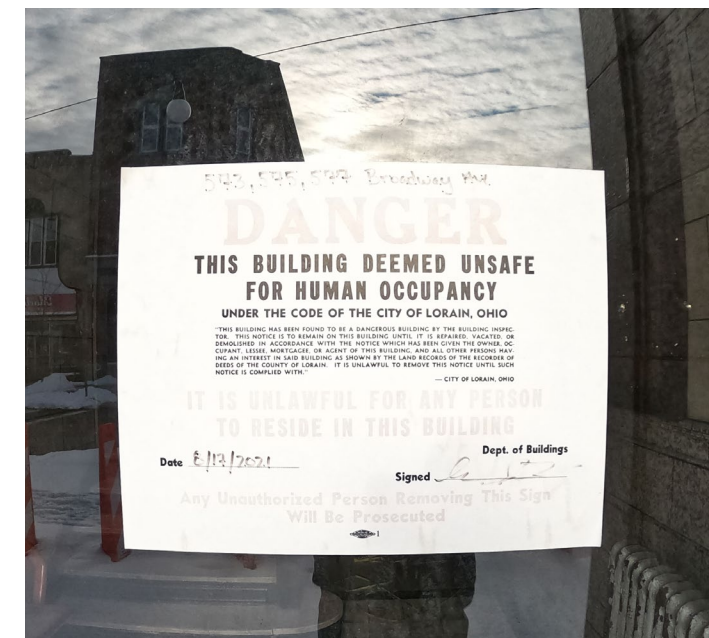
not comply with any new district standards/implementation.

Having a vacant land tax assessed to any privately-owned vacant land is also important, although that amount of property is relatively low. This tax would be presented as a percentage of the next HBU (highest & best use) alternative that this site could potentially serve (probably a few percentage points) and added to the property tax bill for the related vacant property.

LCCAA could also offer additional assistance in financial counseling services and facilitating negotiations with banks to try to provide mortgage or rehabilitation loan assistance.

It does not appear that Lorain has a Landlords Registry; Legacy City Planners suggest this practice be adopted to address the vacancy/foreclosure registration to further mitigate the vacancy effect in the City. Having all the commercial landlord's information registered allows the City to maintain aspects of the Broadway district efficiently.

Any properties that are not compliant / non-responsive and create a backlog of fines, taxes, or debt will be sent to the County Land Bank to start the foreclosure and recovery process.

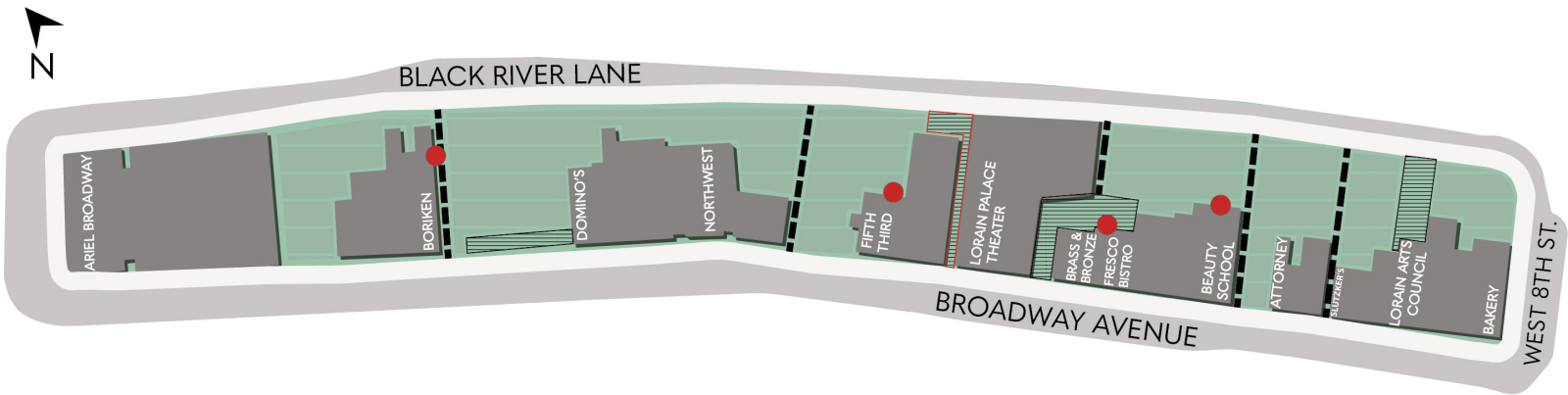


# Public Realm

One of the central tenets of the Lorain project has been to increase connectivity throughout the study area. The City of Lorain is particularly interested in seeing this applied to Broadway Avenue and Black River Landing; they feel the commercial strip along Broadway causes an inaccessible barrier to Black River Landing and vice versa. When 10,000 visitors flock to park events such as Rockin' On The River during the summer months, many of them don't remain to patronize local bars or restaurants. Legacy City Planners agree that efforts to create exciting, safe, and attractive public spaces can draw visitors toward Broadway Avenue to enjoy establishments like Speak of The Devil and Union Town Provisions or the Designated Outdoor Refreshment Area (DORA).

Several factors were considered when analyzing and identifying potential public realm interventions; pedestrian throughlines, alleyways, rear business entrances, and existing public realm space. Several interventions along the eastern Broadway block can expand the public realm and increase accessibility for visitors and residents alike. Figure 65 illustrates the proposed interventions using the existing infrastructure as the framework for enhancements. Pedestrian throughlines or walkways are shown in dashed black lines. Thin horizontal black lines represent public realm space ripe for enhancement and placemaking. Palace Alley, which would serve as the main connector due to its strategic position at the signature intersection of Broadway and West 6th, is also considered a public realm space but outlined with red to represent its prioritization and importance.

Figure 65. Public Realm Illustrative Site Map



.20 Mile

### Interventions

- Public Realm
- Palace Alley
- Pedestrian Throughlines

### Built Environment

- Asphalt Parking
- Building Footprint
- Roads
- Block
- Sidewalk
- Public Rear Entrance

EXISTING CONDITIONS IN THE STUDY AREA



INTERVENTION EXAMPLES

## PALACE ALLEY

The Lorain Palace Alley is a great opportunity to activate a channel to Black River Landing and to reclaim public realm space. The alley is also an opportunity to expand multi-seasonal space along the corridor, and hosting events such as retail pop-ups, art shows, or live music can attract people to the heart of the district. The space can easily be transitioned into outdoor dining or insulated for winter use as well. Palace Alley should be an exciting and inviting gateway which connects the West 6th and Broadway signature intersection to Black River Landing through enhancing wayfinding, public art, walkability and safety.



## PUBLIC ART

Public art serves more purposes than just being visually appealing. We aim for a community-centered approach to partner with local organizations such as Black River Innovative Artists Residence or Lorain Arts Council to crowdsource ideas and talent for residents to showcase their ideas on beautifying their community. We also suggest the City commission local schools or other youth-focused groups participate in a mural of their own. Other suggestions include prioritizing the area's historical and cultural themes to further build upon the identity and brand of the City along Broadway.

The strategic placement of these murals needs to be particularly applied to spaces along Black River Lane. The City can utilize blank wall space by creating visually appealing murals that draw the viewer's eye toward a friendlier space.

Figure 66. Palace Alley



## SIGNATURE INTERSECTION

Placemaking is an efficient planning tool that fosters people-centered shared space. Reimagining public space that draws those to engage with the built environment through various activities and amenities increase the public realm's friendliness and attractability. The City's recently completed Broadway road diet ensures ample space to pursue placemaking efforts through the corridor.

As mentioned previously, a primary goal of this report is to increase connectivity throughout the entire district, central to this idea, is the creation of a central node. These nodes can help to build a sense of place and belonging, as well as orient the user. We identified W. 6th and Broadway and Black River Lane and Palace Alley, as key nodes to highlight and build user engagement. These two intersections were chosen as "signature intersections" due to their centrality in the district, as well as strategic placement along a key activated alleyway for Historic Downtown Broadway.

Additional figures in Appendix C illustrate the intersections in question and their proximity to Palace Alley. These figures show two different designs for the intersections, this is purposefully done. For Broadway, we suggest a river motif, a nod to the Black River just past Palace Alley. A suggestion that something big is just around the corner. For the Black River Lane side, we suggest cityscape patterns to remind the user that the bright lights of Broadway are just Past the alleyway. Incorporating movement and textures is a key aspect of activating these signature intersections since it helps suggest to the user where they can go. The intersections will also provide the added benefit of increased visibility and pedestrian safety for crossing users. These signatures coupled with other wayfinding elements such as map boards and pedestrian wayfinding, let users know they have arrived in the center of Downtown Broadway. Figure 67 provides a rendering of what this recommendation might look like in person.

Figure 67. Signature Intersections



# Economic Development

We understand that there are many moving parts to these recommendations and goals. While there is no singular idea that will help Balance Broadway, there are several stakeholders and policies that can be put in place to ensure the effectiveness of our group's recommendations. The first recommendation is to formalize Main Street Lorain as the City's official Community Development Corporation (CDC). This will help to create networks for acquisition and enhance enforcement of code and other violations by way of the CDC acting as a legitimate agent of the City of Lorain. Cost-savings could also be had as time-consuming requirements such as a request for proposals and lowest-bid requirements are typically not required of CDCs. It also allows for quicker pivots and responses to issues on the ground as CDCs can push for foreclosure and acquisition by way of increased partnerships with the Lorain County Land Bank.

## CAPACITY BUILDOUT



We recommend that Main Street Lorain be the entity chosen for formalization due to its current programming and mission, vision, and values closely aligning with that of a typical CDC in an urban neighborhood. We also recommend that the City and others provide more funding to create at least two new positions at Main Street Lorain. The Director of Building and Housing Development, and the Director of Business Recruitment and Management. These two positions will help in building more capacity to respond to issues in Historic Downtown Broadway, quickly, efficiently, and effectively. The Director of Building and Housing Development will focus on renovations of existing buildings, both residential and commercial, the enforcement of code violations, as well as the operationalization of the new facade improvement program, and the acquisition of tax delinquent and vacant buildings in the district. The position

holder will also point residents and businesses towards incentive programs they can use to improve their properties. The Director of Business Recruitment and Development will respond to issues of business directly by operationalizing a small business development program aimed at microgrant opportunities and business education.

The Director will also oversee a new business incubator program aimed at aiding businesses in Historic Downtown Broadway, with a special focus on developing small businesses. Main Street Lorain is a fantastic organization as it stands and serves a valuable purpose for the community and city at large, building its capacity to take on these networks are essential to producing a better, balanced, Broadway.

Once a local business incubator or development group is established, they could potentially be the coordinator of the suggested pop-up events in vacant storefronts and community days to get a better feeling of what the community wants in more general terms.

Creating and maintaining a diverse economic base to finance future public improvements can be assisted by ensuring a sound mix of industrial,



commercial, and residential land uses throughout the City of Lorain.

Using technology and data to make community development and investment decisions is important in staying relevant and current for Lorain. Using the retail niche analysis, Lorain can coordinate their economic development efforts towards stores that are under-represented or not present within Lorain.

Using abandoned parcels, whether land or buildings, will play an essential role in how the entire area of Lorain responds to rehabilitation efforts versus just focusing these types of activities on Broadway alone. Identifying and maintaining a list of potential locations for new development would be a smart way to keep a constant eye on areas that may otherwise sit empty for extended periods. Land re-possession by the city through coordinated land bank efforts will determine how long certain development activities take to unfold.

Holding regular reviews of zoning code and development policies is vital to make sure there is an ongoing conversation on how Lorain might be able to improve continuously and always attract new business. Creating an incentive for new business development by way of Tax Increment Financing for infrastructure improvements, tax abatements, grants, reduced utility rates, solar incentives, etc. are important tools that can be

used in order to encourage more businesses to bring their operations to Lorain.

One large corporation that Legacy City Planners see as a good fit for downtown Lorain is Cargill, a privately held global food corporation with operations on the lakefront in downtown Cleveland nearby. Making proposals to companies of this stature is essential because bringing that type of stable business to the area is what Lorain needs. It is recommended that a large anchor employer be pitched to come to this area where it makes use of the waterfront's resources.

We also recommend the City joins the Recast Leaders program implemented in Euclid, Ohio. This cohort helps economic development efforts through targeted investment in local Black and minority-owned manufacturing businesses that can reactivate the central business district, fill vacancies, and draw jobs and business patrons.

## Five Steps

1. Enhance Civic Infrastructure
2. Seek leverage from public resources to support local businesses
3. Motivate local entrepreneurs to dream and implement ideas for Lorain
4. Introduce a new form of placemaking and turn them into permanent designs
5. Diminish the status quo and create new advantage for the community and economic development

# Zone 3: Waterfront

Figure 68. Zone 3 Concept Map

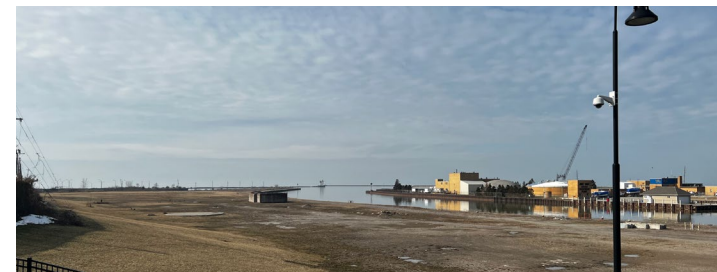


One of the toughest challenges our planning group faced was bringing new development to the vacant waterfront site that would not detract from the existing historic Downtown Broadway. From our research and survey results we found that people are looking for ways to engage and interact with Downtown Lorain, but the lack of entertainment, shopping, and housing options served as barriers to that engagement. Jane Jacobs once said, "You can't rely on bringing people downtown, you have to put them there", so, with that in mind we decided to focus on bringing redevelopment that would not only draw people to the beautiful waterfront but make it a place to call home.

## Redevelopment Strategy

### PELLET TERMINAL

The Pellet Terminal site is located right on Lake Erie and Black River, north of Highway 6 and on the east side of Broadway. We will be renaming this redevelopment Black River North.

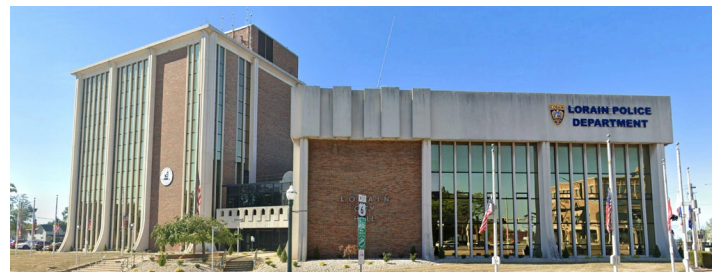


### HIGHEST & BEST USE

Conducting a highest and best use analysis (HBU) evaluates the parcel's existing attributes and compares them to the needs of various end uses. Using a scale of -2 to +2, the sites were judged to determine the best uses to support redevelopment. The land use with the highest sum score is most suitable, and some uses with near-high sums are also potentially viable. Low-ranked uses are generally unsuitable. The results for the HBU analysis can be found in the Appendix E.

### CITY HALL

The City Hall site is the current location of Lorain City Hall and The City of Lorain Police Department. The new development on this site will be called City Square.



Through the HBU analysis, our team determined that the City Hall site is best suited for a mixed-use project that focuses on retail and residential investment. The analysis of the Pellet Terminal site showed that the site was best suited for a public space project supported by an investment in surrounding commercial and retail development. Our team has decided to pursue residential investments on both sites to meet the current demand for newer housing in the area.

### BLACK RIVER NORTH

The former Pellet Terminal Site is by far the largest of the two sites our team looked at for redevelopment. The Pellet Terminal (PT) is located right on Lake Erie and Black River and spans 32 acres. For the purposes of our study, we only considered 19 acres of the parcels south of the finger piers for redevelopment. Approximately 13.4 acres belong to the Finger Piers and due to the complicated nature of submerged land leases our team has chosen to allow them to remain as public space and will not be considering them for redevelopment in our recommendation. The remaining acreage was divided into two distinct sections, one focusing on residential housing and the other focusing on enhancing and supporting the waterfront with green infrastructure.

the lot as a vibrant city square complete with retail and housing. The idea of combining residential, commercial, and workplace uses into a single space comes from the idea that communities are stronger because of their cohesiveness and their ability to foster an atmosphere of excitement for a lot of different people. This new development will also include green space to the rear of the building.



### CITY SQUARE

Based off feedback from stakeholders and residents our team has decided to relocate the current City Hall to the historic Downtown Broadway District. This relocation will drive more deliberate foot traffic to Broadway and increase the number of regular visitors. Our team is proposing to demolish the current City Hall and redevelop

The City Square Apartments are right in the heart of downtown. Located right on the corner of Erie and Broadway these apartments allow for density to be introduced on the site at more affordable price points. Apartment offerings will range from Studio to 2-bedroom units. First floor retail will provide the opportunity for business like gyms, small service retail, and restaurants.

Figure 69.



Figure 70.





# Site Plan

The site plan shows our proposed redevelopment of the current City Hall and Pellet Terminal Sites. We aim to create a cohesive neighborhood where people live, work, and play. The City Hall site, reimagined as City Square, connects the redevelopment waterfront zone to the rest of the existing Broadway retail. The mixed-use apartment and retail building generates increased activity and gives people a reason to be downtown. Adjacent green space on City Square connects across Erie Ave to Veterans Memorial Park, which we are proposing to expand. Townhomes on City Square also meet the housing demand for Lorain residents.

We re-conceive the Pellet Terminal as Black River North, as we see a continuation of activity from Black River Landing up towards the waterfront. The northern part of Black River North also meets housing needs with townhomes and apartment units. We are proposing for some type of entertainment structure to be located between the housing development and the new riverside park. This would draw more people to the waterfront and meet some of the entertainment needs of the community. The enormous park is home to a plethora of amenities that will draw people downtown as well. There are lighthouse viewing points from both the public Riverwalk Pavilion and the Market Hall. Riverwalk Pavilion includes public bathrooms, seating areas, and a restaurant. We seek to address seasonality with the Market Hall, providing a place for people to congregate indoors during the colder months. The Market Hall is also an opportunity to showcase ethnic cuisine from within Lorain, the International City. Lastly, the retail along Broadway on Black River North will provide businesses and services that are currently lacking along Broadway. These businesses will amplify what will be offered by other new businesses who choose to relocate into Broadway storefronts.

Figure 71.



# Site Specific Environmental Interventions

Due to the environmental sensitivity of the Pellet Terminal Site, it is imperative that Black River North is developed with as little negative environmental impact as possible. Site specific environmental interventions that reduce the negative effects of impervious surfaces are recommended for any type of development on this particular site.

We recommend bioswales that are situated between areas where significant amounts of impervious surfaces are added and the Black River. This includes the townhome area on the north end of the site and surrounding newly constructed parking lots. Additional interventions such as bioretention basins strategically placed to mitigate stormwater runoff, and Permeable Pavers, used in construction of the hardscaped plaza areas on the site are also recommended.



Figure 72. Site specific Environmental Amenities



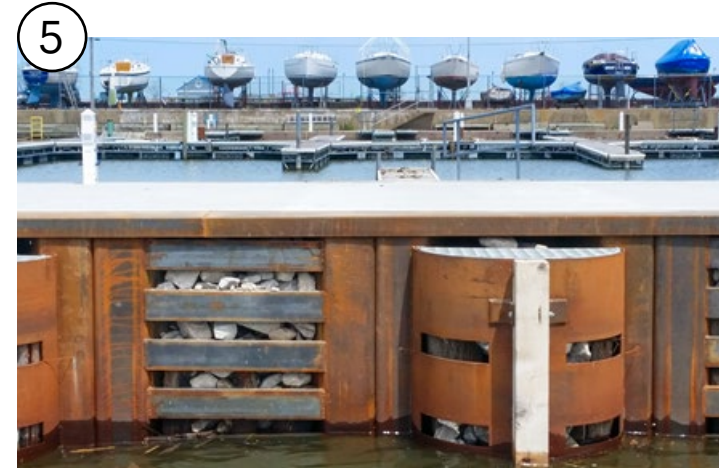
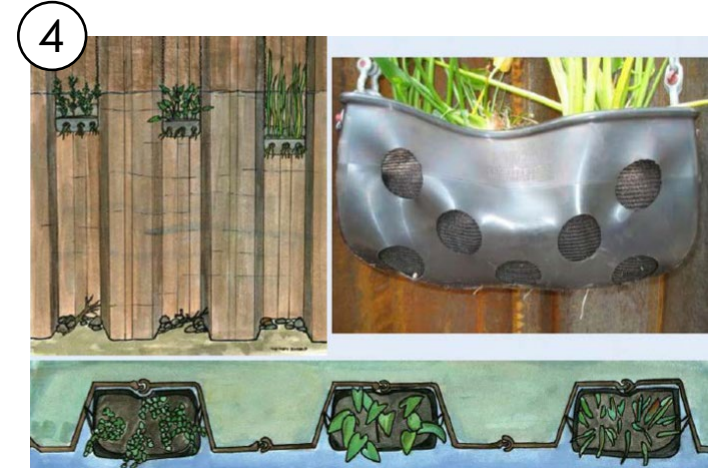
New development on this site, also presents a unique opportunity to pair economic revitalization and vibrancy with environmental restoration, to further improve the public perception of the area. We recommend utilizing newly available Federal Infrastructure funds to realize past recommendations from the Lower Black River Ecological Restoration Master Plan. These can be implemented before development occurs, or simultaneous too development depending on the availability of funding sources.

First, we recommend including the Installation of Fish baskets on the finger piers. This strategy was recently tested on the Cuyahoga River to increase habitat along steel bulkheads.

Next, we recommend that a Bulkhead reconstruction project take place along the middle portion of the site, which incorporates fish habitats into the bulkheads themselves. This technique was employed across the Black River at the Lorain Sailing and Yacht Club, and balances infrastructure protection on an area of the site with particularly high flood risk, with habitat creation.

Finally, we recommend cutting into the old bulkhead and constructing fish shelf habitat adjacent to the Charles Berry Bridge, complete with native and aquatic planting. This strategy was used on the Scranton Peninsula along the towpath trail, and provides significant habitat restoration as well as education opportunities along the multi-use trail and boardwalk.

These strategies can address the Black River Area of Concern's remaining Beneficial Use Impairments, of which 3 of the 4 are focused on fish and aquatic plant habitat and population: Degradation of Fish Populations, Loss of Fish Habitat, and Degradation of Benthos.

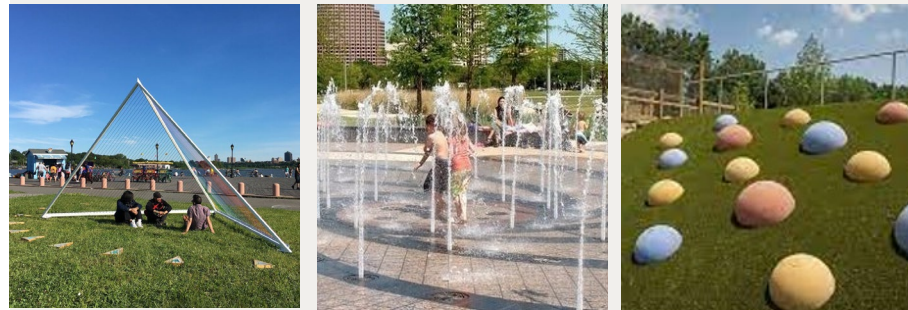


# Amenities



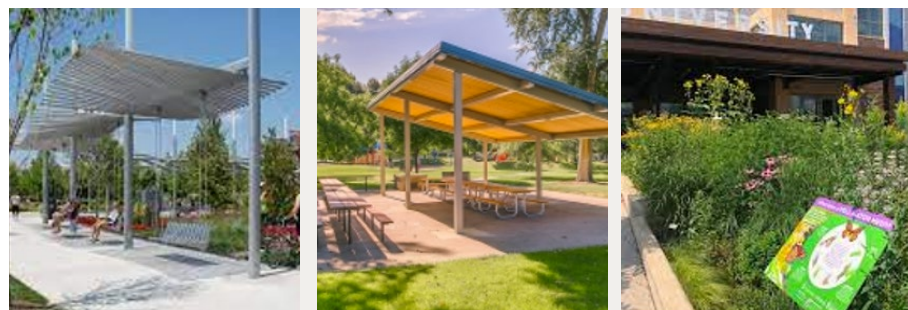
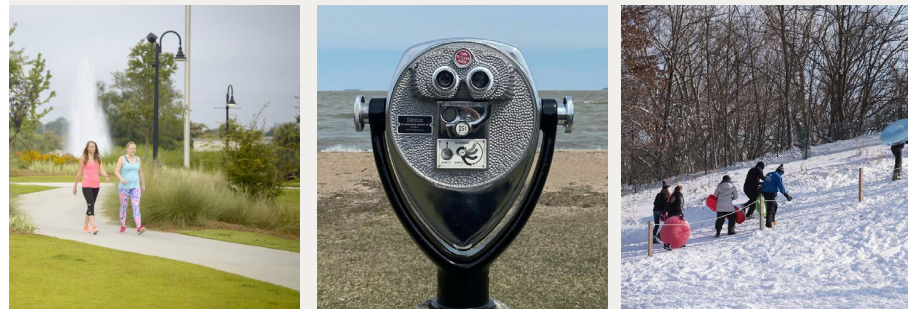
## Family-Focused

- Splash Pad
- All-Abilities Playground
- Chalk Mural
- Mounded Play Hills
- Interactive Public Sculpture



## Recreation

- Bike-Box
- Bike Repair Station
- Beach Volleyball Court
- Sledding Hill
- Observation Binoculars



## Relaxation

- Riverfront Swings
- Shaded Seating Areas
- Pollinator Garden

# Waterfront

Activating the waterfront is an integral part of creating a viable new waterfront district. To that end, we propose many uses for the Black River North site to create a vibrant district that supports a range of incomes and users. A mix of private and public realm interventions can create a striking waterfront district that promotes usage by residents and visitors alike.

Possibly the most prominent public realm intervention proposed is the multi-use trail going North from the Charles Berry Bascule Bridge until the Finger Piers. Envisioned as a boardwalk aesthetic mixed with modern amenities and features, this trail will connect Black River North with Black River Landing and Broadway Avenue. The boardwalk will also serve the dual purpose of enabling environmental interventions and mitigating environmental impact through its position along the Black River. Ensuring public access to the Black River is also of the utmost importance. Lorain has a unique opportunity to reclaim a public good and return it to public use. We recommend that the city make this a priority wherever possible. As mentioned earlier, the multi-use trail and boardwalk are also vital cogs in the regional trail design, potentially connecting Broadway to Elyria, Oberlin, and beyond.

Later sections of this report will go into more detail on the specific buildings and uses, but further along Broadway on the Black River North site, we also propose a range of retail, commercial, multi-family, and townhome structures to increase the viability of this development and support other proposed amenities. This will also fill in the missing gaps along Broadway and extend the length of Historic Downtown Broadway's main street.



# Transect

The transect shows eastward movement from the redeveloped City Hall site toward the riverfront. There is a significant grade change of 24 feet moving from the southeast corner of the City Hall site to the riverfront. We are proposing a public green space to be sited in front of a mixed-use retail and apartment building on the former City Hall site. Steps would come down from Broadway street level to the Pellet Terminal site, including larger steps that people could sit on.

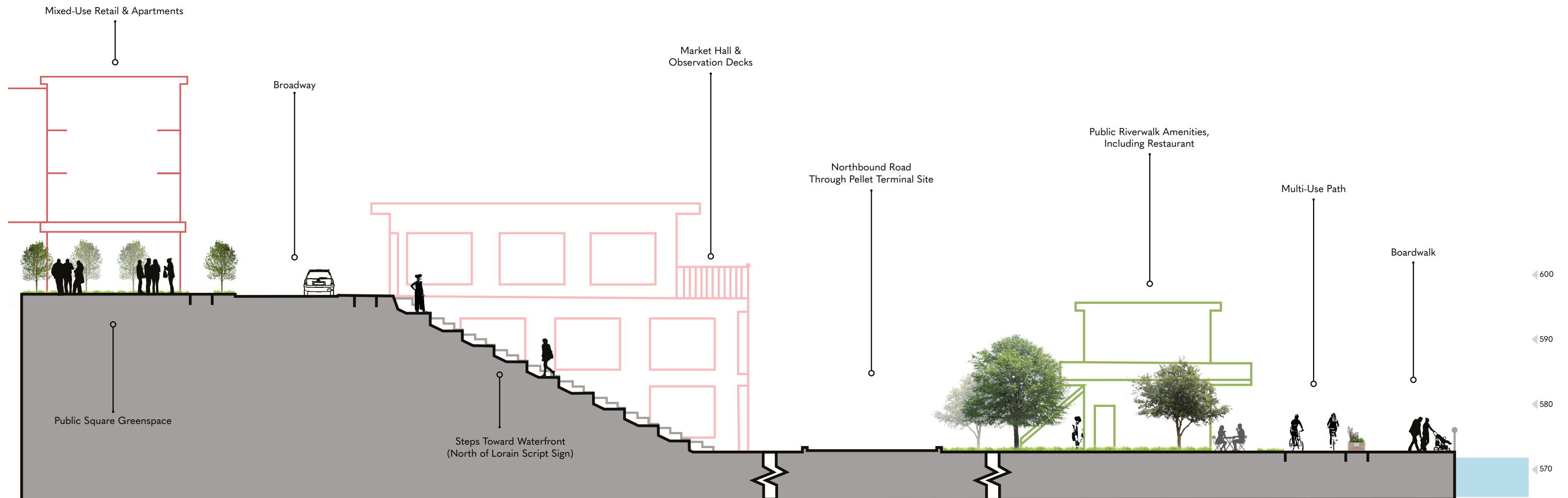
We are also proposing a ramp for ADA access down that slope (not visible in the transect). The Market Hall would be accessible from street level along Broadway and also at ground level from the Pellet Terminal site, with observation decks to

view the water. A northbound road would connect from Black River Lane and run through the site, for delivery and service access to the market and other retail along Broadway.

We are also proposing a public “beach house”-type facility to be located near the river, with a restaurant, bathrooms, a balcony, and seating areas. Along the river, there would be two pathways: one would be a multi-use bicycle and pedestrian path and the other would be the boardwalk, which would extend to the start of the eastern finger pier. The multi-use path would be separated from the boardwalk by spaced planters so that pedestrians can cross the path to access the boardwalk.



Figure 73. Transect



# Retail

## BLACK RIVER NORTH

### ENTERTAINMENT

On the northern part of the site, we included an entertainment complex between the river and the apartment building. This building will be attractive to restaurants, social/entertainment business, and night life options. This building, modeled after the East Bank of the Flats development, will allow become a place for social interaction and great nights on the boardwalk.

### OFFICE/RETAIL

Along Broadway two smaller buildings open up possibilities for office and retail with access right from the street. Adding these buildings helps bring continuity to the existing businesses in the historic downtown district. These buildings will also help to create a walkable environment and help address the missing retail needs of Downtown.

## RIVERWALK PAVILION (PUBLIC/PRIVATE)

This facility will rely on some public private partnership. Using the Edgewater Beach House as a model our team envisioned creating a facility centered around the park. This pavilion will offer public uses like restrooms, rentable space, and outdoor terraces as well as privately owned and operated restaurants options.

## MARKETPLACE/FOOD HALL

Directly across from the City Square Apartments, is our Marketplace/Food Hall. Our market research showed us that residents are looking for both dine-in and takeout options. A food hall is an active and bustling setting that allows customers to order food from a variety of vendors and still dine in a communal space. This also provides the opportunity for vendors tailored to local business as a small business incubator. With the marketplace perfectly situated over the park the design will allow visitors and residents to enjoy pristine views of the river, lake, and lighthouse from the observation deck.



Table 14.

Building	Building Type	Building SF	Story	Cost per SF	Avg Cost to Construct <sup>5</sup>
Entertainment Complex	Restaurant	14,030	2	\$170/sqft	\$2.4M
Market/Food Hall	Restaurant	28,000	2	\$170/sqft	\$4.8M
Riverwalk Pavilion	Restaurant	17,050	2	\$170/sqft	\$2.9M
Riverwalk Retail Building 1	Office/Retail	10,186	1	\$150/sqft	\$1.5M
Riverwalk Retail Building 2	Office/Retail	18,605	1	\$150/sqft	\$2.8M

## CITY SQUARE

Based off feedback from stakeholders and residents our team has decided to relocate the current City Hall to the historic Downtown Broadway District. This relocation will drive more deliberate foot traffic to Broadway and increase the number of regular visitors. Our team is proposing to demolish the current City Hall and redevelop the lot as a vibrant city square complete with retail and housing. The idea of combing residential,



commercial, and workplace uses into a single space comes from the idea that communities are stronger because of their cohesiveness and their ability to foster an atmosphere of excitement for a lot of different people. This new development will also include green space to the rear of the building.

## HOUSING & COMMERCIAL REDEVELOPMENT

The City Square Apartments are right in the heart of downtown. Located right on the corner of Erie and Broadway these apartments allow for density to be introduced on the site at more affordable price points. Apartment offerings will range from Studio to 2-bedroom units. First floor retail will provide the opportunity for business like gyms, small service retail, and restaurants.



Table 15.

Building Type	Building SF	Story	Units	Unit Size	Avg Cost to Construct <sup>6</sup>
Townhomes	2,700 sqft	2	20	1350 sqft	\$75,000 - \$150,000

Table 16.

Building Type	Building SF	Story	Units	Unit Size	Avg Cost to Construct <sup>6</sup>
Mixed Use Apartment Portion	57,816	2	49	841 sqft	\$7.3M - \$53.5M

# Housing

There were three categories of income bands that were lacking housing options in the worker profile of the city of Lorain:

The lowest income bands  
Rents below \$375

The middle income bands  
Rents between \$1,300 and \$1,600

The higher income bands  
Rents from \$2,600 + and up

Being that the existing residents and nearby residents of Lorain are one of our main target markets for this development proposal, we think that we will be able to cater to these middle- and higher-income bands through our new housing development ideas, while we can satisfy the lower/fixed income rent bands through revitalization efforts of existing properties and accessory dwelling units on existing properties as well as allowing ADU's to continue in new construction going forward. A rent below \$375 a month would represent an annual price point of around \$4.68 / SF. Rent under \$5 / SF annually is incredibly low rent that is almost unattainable with new development projects due to the cost of construction among many other factors.

The \$1,300-\$1,600 rental bands are much easier to cater to as well as the higher-level income groups that Lorain currently does not offer many housing options for. Attracting new residents in the higher and middle-income bands through chic new waterfront development is something that Lorain has working to its advantage; the landscape and waterfront opportunities only exist on so

much space and Lorain is lucky enough to call this home.

Using annual rents per SF conservative numbers for what these housing developments could go for elsewhere, our proposal for the City Hall site seems to be financially feasible, should the city be able to secure funding from the State and Fed, in the form of grants as well as TIF money as well as enough private investment money. TIF money is when a Tax Increment Financing district is set up in a certain area, in which the increased values in property taxes and subsequent revenues from that designated area are used to help finance a large construction project.

## PROPOSED CHARACTER

### CITY SQUARE



### BLACK RIVER NORTH



TIF's can be thought of as a way to help "self-fund" a project through the new value that it will create. Private money can either come from a developer or an investment group alike. The project would cost around \$16 million including all hard & soft costs.

If Lorain does not already, it is recommended that they have a department that is dedicated to going after this federal and state grant money that is available, so that there is always someone working on financial help in the background.

The Pellet Terminal site is a much larger project, but this site has tons of potential, and the phasing recommends that the projects begin here. This

proposal would cost around \$59 million including all hard & soft costs. This site, which is talked about in our development section, would consist of housing, retail, restaurant and public entertainment space. This is the massive type of catalyst that Lorain's waterfront needs to reinvigorate the area. The financial gap shown in our calculations is about \$14 million. The reason for the majority of this financial gap is related to the townhome construction, so we are suggesting these redevelopment proposals go in phases to help the City deal with the costs these projects would incur initially. See appendix attachments for financial work sheets. 7.6 acres was dedicated to the Black River North Development. Waterfront living has always been an attractive amenity and is currently not present in the city of Lorain. Our team seeks to bring an assortment of modern townhomes, apartments, and condominiums. Developments like Battery Park in Cleveland, OH

create vibrant communities using the beautiful waterfront as a natural catalyst for people to gather around.

The Black River North Residences will be a modern townhouse complex nestled perfectly where Lake Erie meets the Black River. The townhome complex was selected by our team because of their unique ability to foster an instant neighborhood feel. Areas like Battery Park and the Hough neighborhood use new housing developments to attract residents looking for modern and attractive living options. For the conceptual purposes we used the Battery Park development building footprints since they match the density and style that we are looking to achieve with this project.

# Housing



Traditional townhomes are often two floors, with bedrooms upstairs and living spaces downstairs. Our rowhouse design features three floors, using the first floor primarily as an attached garage. Finishes will scale from medium to high as the units increase in price and size.

Providing homes of diverse sizes and finishes will allow this development to attract the middle to high level income earners to the study area. The additional 18 condominiums will market towards the luxury high end income earners identified in the housing market analysis. It is also important that we prioritize green infrastructure and development in the construction process since the Pellet Terminal is already an environmentally sensitive area.



The Black River North Apartments allow for maximum density on the site at a more affordable price point. The apartments will allow residents from various income levels to live and enjoy waterfront living. Apartment offerings will range from Studio to 2-bedroom units. Throughout the housing proposals we also want to encourage rooftop access to maximize opportunity to enjoy the waterfront and park views.



Figure 74.



Table 18.

Building Type	Building SF	Story	Units	Unit Size	Avg. Cost to Construct <sup>3</sup>
Small Townhomes	2,000 sqft	3	56	1,000 sqft	\$110,000 – \$135,000
Medium Townhomes	3,000 sqft	3	22	1,500 sqft	\$165,000 – \$202,500
Large Townhomes	4,000 sqft	3	36	2,000 sqft	\$220,000 – \$270,000
Luxury Townhomes	4,796 sqft	3	18	2,398 sqft	\$247,500 - \$303,750

Figure 75.



Table 17.

Building Type	Building SF	Story	Units	Avg Unit Size	Avg Cost to Construct <sup>4</sup>
Apartment Complex	105,780 sqft	5	82	953 sqft	14 million - 107 million

# Redevelopment Funding

Project should be conducted in three phases (potentially more) to consider amenities being developed and complimentary aspects of each that will supplement the success of each other. The combined public and market space on Pellet Terminal site stretching to the corner of Broadway would be the initial Phase 1(a). Creating a public economic hub for activity and retail is going to be an important central piece to the overall success of the development plans. Phase 1(b) should then be the restaurant and apartment complex buildings towards the lakefront, north of the public market space. This phasing allows for the costs of the project to be broken up but completed back-to-back or in tandem with one another to create the excitement of what is going to come next. The Pellet terminal site is important to begin with because this site is more development ready, with no demolition needing to be done. This is also the prime space in Lorain that is empty.

Phase 2(a) should be considered the relocation of city hall and police station to another site along Broadway, possibly a few renovated combined, and the subsequent demolition of the current city hall buildings. Phase 2(b) city hall site, in order to build more density with the housing and provide

more amenities through first floor retail such as a gym and other necessities for residents that should be pulled from the retail niche analysis findings. Building more amenities and reasons for people to live and work in downtown Lorain should encourage greater economic activity in this area over time.

Phase 3 would then start with the remainder of the condo housing on city hall site, phase 3(a). Lastly, the townhome construction on Pellet terminal site would be phase 3(b). The reasons for the condos/townhomes to come last are that the townhome construction is going to be the most lengthy and costly part of these development proposals. Pellet Terminal site has about \$19+ million worth of townhomes proposed, both standard and a few luxury units (132 units total). The City Hall site has about \$5 million worth of condo housing (20 units). These could be approached multiple ways, such as building only the small townhomes first before proceeding with the rest in order to gauge demand for the rest of the project. The city could also develop this space into buildable lots and sell them to a developer to infill housing over time, such as exists across the bridge south of Erie Ave.

Figure 76.

City Hall Site Funding Stack

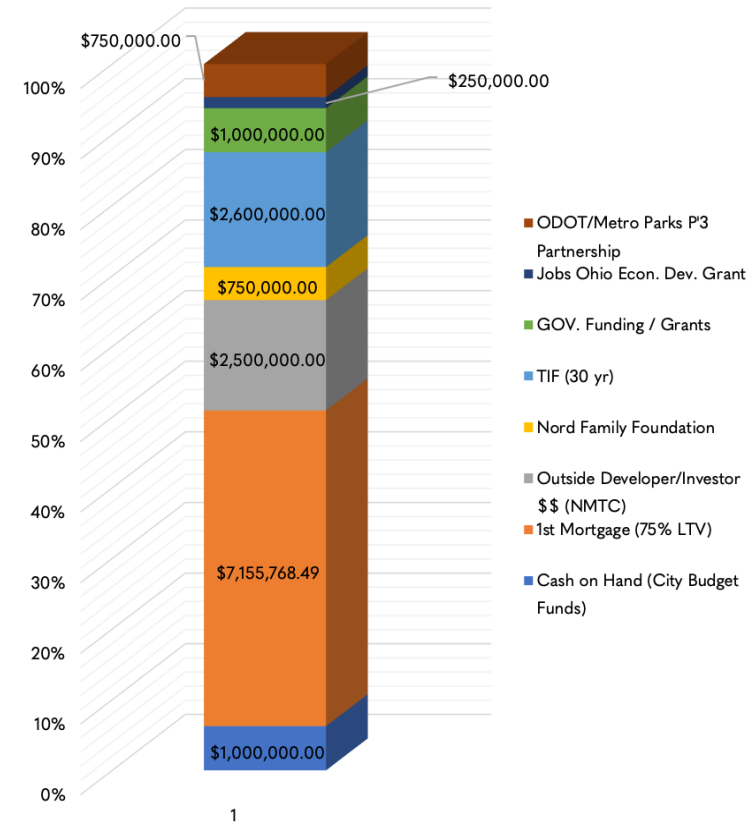


Figure 77.

Pellet Terminal Site Funding Stack

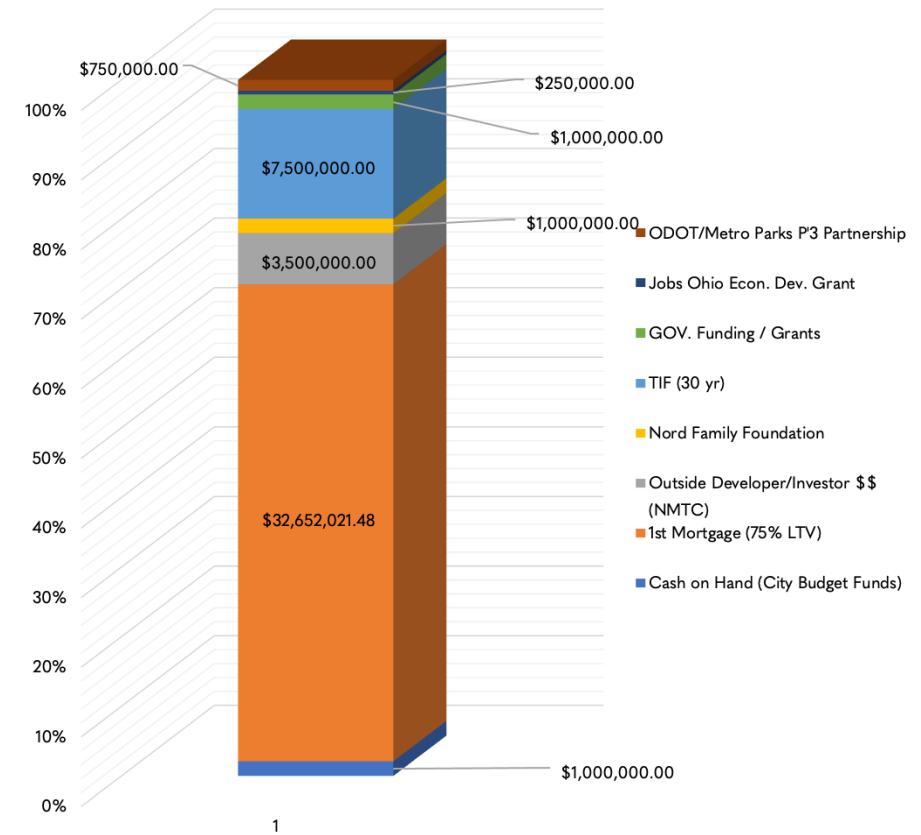


Figure 78. Phase 1

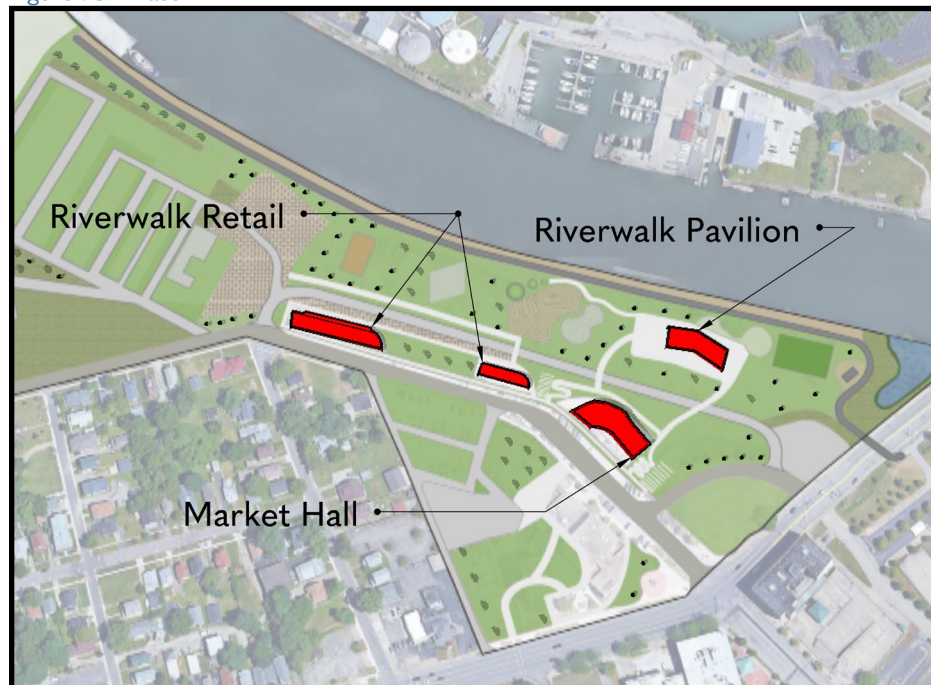


Figure 79. Phase 2



Figure 80. Phase 3





# Partnerships/Organizations

Lorain Port Authority	Urban Land Institute
Team NEO	Hispanic Business Center
Lorain County	Fund for Our Economic Future
NOACA	JVS Trade School
Western Reserve Land Conservancy	Lorain Public Library
Lorain County Urban League	Lorain County Community Action Agency
United Way	Rails-To-Trails
Lorain Arts Council	BRIAR
Habitat For Humanity	

# Implementation Framework

As Figure 81 illustrates, community benefits agreements (CBAs) happen between community groups and private developers with governmental organizations as optional partners. CBAs primarily serve the purpose to empower the local community and give local people voice in the planning process. Ideally, well executed CBAs provide affordable housing, local hiring, and job or program training as a numeric goal. Percentage goal could face challenges more likely in the courts (Severin, 2013, p.249). Community infrastructure such as community services or public spaces are also not uncommon. As a rule of thumb, if there are strong community groups and a cohesive coalition between them, it is beneficial to leave the government out from signing any contracts. This is since private contracts are under less scrutiny than governmental contracts (Severin, 2013). However, if the community groups a little and not well organized a governmental partner could have the potential to help the community to negotiate fair benefits with a legally vetted private developer and provide the needed legal proficiency to make the community benefits legally enforceable. Every good CBA has a monitoring clause that deals with consequences of non-delivery of benefits. The art of community benefits agreements lies in not scaring a developer away with unreasonable demands but putting the community at the negotiation table at equal eye level to ensure local, place based, and efficient development.

Figure 81.



## GRANTS AND FUNDING FOR DEVELOPMENT

### Low-Income Housing Tax Credit

This program grants the Ohio Housing Finance Agency authority to distribute tax credits going towards the “acquisition, rehabilitation, or new construction of rental housing targeted to lower-income households” (HUD, Low-Income Housing Tax Credit, 2022).

### New Markets Tax Program

“The NMTC Program attracts private capital into low-income communities by permitting individual and corporate investors to receive a tax credit against their federal income tax in exchange for making equity investments in specialized financial intermediaries called Community Development Entities” (CDFI Fund, New Markets Tax Credit Program, 2022).

### Transformational Mixed-Use Development Program

“This Development must be a combination of retail, office, residential, recreation, structured parking, and other similar uses into one mixed-use Development” (Ohio Dept. of Dev., Transformational Mixed-Use Development Program).

## GRANTS AND FUNDING FOR ENVIRONMENTAL AND TRAILS RECOMMENDATIONS

There are various potential grant and funding opportunities that could be applied involving this plan’s proposed developments and overall strategies. As a class, we realize that much of what we propose is not affordable without sources for grants and funding, which can be used in combination with one another to amount up to more than people first realize. It is also acknowledged that these are just potential grant and funding sources, as it’s too hard to know detailed financials of the proposed developments and strategies at this point. Of the various potential grants and funding sources, they are essentially

### Ohio Historic Preservation Tax Credit Program

“The Ohio Historic Preservation Tax Credit Program provides a state tax credit up to 25% of qualified rehabilitation expenditures incurred during a rehabilitation project, up to \$5 million” (Ohio Dept. of Dev., Historic Preservation Tax Credit Program, 2022).

### Nord Family Foundation

The Nord Family Foundation aims to strengthen Lorain County by contributing to under-funded communities through grants that relate to “Arts and Culture, Civic Affairs, Education, and Health & Social Services” (The Nord Family Foundation, 2022).

### NOACA’s Total Livable Communities Initiative (TLCI)

TLCI provides funding for both planning and implementation for transportation and multimodal-related projects. TLCI funding can amount up to 80% of the total project cost. (NOACA, TLCI 2022).

divided between being applied to the residential/mixed-use development or the multi-use trail that will be connecting to the Black River Bikeway, and North Coast Inland Trail.

Regarding the proposed apartments and multi-family residential, there is potential for the Low-Income Housing Tax Credit to be applied here, although it is unlikely, considering the financials of what would be affordable to develop. According to the Department of Housing and Urban Development (HUD), “Low-Income Housing Tax Credit Qualified Census Tracts must have

50 percent of households with incomes below 60 percent of the Area Median Gross Income (AMGI) or have a poverty rate of 25 percent or more” (HUD, 2022). Designed for under-resourced communities, the New Markets Tax Program helps attract private capital through tax credits for businesses that come to the area. The Ohio Department of Development states, “Businesses in the low-income community receive below-market, non-traditional or flexible loans or equity for their project. The low-income community where the business is located receives increased investment in the area, new job opportunities and potentially services or products that are made available through the new business” (Ohio Dept. of Dev., 2022).

The Ohio Department of Development’s Tax Increment Financing (TIF) is a significantly useful tool for leveraging capital for public improvements. Ohio Department of Development describe the benefits of this program as, “Payments derived from the increased assessed value of any improvement to real property beyond that amount are directed towards a separate fund to finance the construction of public infrastructure defined within the TIF legislation” (Ohio Dept. of Dev., 2022). The Transformational Mixed-Use Program is a possible source for funding since a mixed-use is being proposed to possibly include the combination needed to qualify, a combination of residential, recreation, office, retail, parking, and similar uses. Also under the Ohio Department of Development, this program offers tax credits for the development of a mixed-use project that will be a “catalyst” for further local growth and development (Ohio Dept. Dev., 2022).

The Clean Ohio Revitalization Fund can potentially be useful specifically for the Pellet Terminal site regarding further brownfield remediation that may be needed, in fact, according to Section 122.658 of the Clean Ohio revitalization fund-revolving loan fund, “An applicant shall provide at least twenty-five per cent of the estimated total cost of a project” (Ohio Revised Code, Chapter 122 Department of Development, 2022). NOACA’s

Transportation for Livable Communities (TLCI) could also be a source of funding for improvements to the pedestrian realm such as bicycle racks and shelters, road diets and cross-walks, and any other pedestrian amenities (NOACA, TLCI, 2022).

The Nord Family Foundation doesn’t necessarily fund development, it does fund other things that are critical to community development such as, “Arts and Culture, Civic Affairs, Education, and Health & Social Services” and just in the year 2022, the Nord Family Foundation has awarded significant grants to theaters and film-related establishments such as Cleveland Public Theatre, Inc., Cleveland Playhouse, Columbia Museum of Art, and Columbia Film Society (The Nord Family Foundation, Grants Awarded, 2022). This being said, the Nord Family Foundation could be a source of funding for further preservation and enhancement of the Palace Theater.

There are multiple programs that should be considered for funding for the multi-use trail that is being proposed. The Ohio Department of Natural Resources (ODNR) has a Clean Ohio Trail Fund that is similar to another program from the Federal Highway Administration (FHA)’s Recreational Trails Program, in the way that they both fund the general creation and maintenance of trails, especially if they will be connecting to a regional trail system, in which the proposed multi-use trail is (ODNR, FHA, 2022). Additionally, NOACA’s TLCI program is also something worth further exploring regarding the trail. Considering that the city may not have the time and resources to maintain the green spaces included in the proposed riverfront development, so possibly partnering with Lorain Metroparks could alleviate the city of maintenance costs.

# Implementation

	<u>ACTION STEPS</u>	<u>COST</u>	<u>TIMEFRAME</u>
CONNECTIVITY	Use new historic district designation to rebrand downtown Lorain as Historic Downtown Broadway, including Black River Landing, Broadway Avenue, and new potential development on the Pallet Terminal and City Hall sites	\$	Short-Term
	Create a cohesive system of wayfinding signage to help rebrand the Historic Downtown Broadway district and connect Black River Landing and new development on the pellet terminal site	\$\$\$	Short-Term
	Implement a system of multi-use trails, bike lanes, sidewalk improvements, and neighborhood greenways that connect the Downtown Broadway District to other neighborhood and regional trail	\$\$\$	Medium-Term
	Redesign Black River Lane, and West Erie Avenue to increase pedestrian and cyclist safety and complement the existing Broadway streetscape	\$\$\$\$	Long-Term
ENVIRONMENTAL	Grow and strengthen the city's and study area's tree canopy coverage through the adoption of a comprehensive tree plan to identify priority areas for new plantings and tree maintenance	\$	Short-Term
	Clean and green vacant lots along Broadway and West 6th to provide supplemental neighborhood amenities	\$\$	Mid-Term
	Install green infrastructure in surface parking lots in the study area, and in the alleyways between Broadway and Black River Landing to reduce impervious surfaces and stormwater runoff	\$\$	Long-Term
	Pair environmental restoration of the Black River with economic re-development through completing the Brownfield remediation of the Pellet Terminal site, and ensuring that any new development is low impact and includes environmental amenities	\$\$\$	Long-Term

	<u>ACTION STEPS</u>	<u>COST</u>	<u>TIMEFRAME</u>
HOUSING	Strengthen Lorain County Community Action Agency Partnership through funding/grants	\$	Short-Term
	Amend zoning code to allow Accessory Dwelling Units (not conditional use)	\$	Short-Term
	Create & tie into connections for revitalized housing to the Broadway district	\$\$\$	Mid-Term
PUBLIC R-O-W	Create ADA accessible curb cuts to allow for easy and safe crosswalks for the population	\$	Short-Term
	Make sidewalk repairs by expanding the CHIP program to include sidewalk maintenance residents may not be able to maintain themselves	\$\$	Short-Term
	Install crosswalk safety tools such as reflective signs, LED signs, speed humps, etc to increase safety and visibility when access to the civic institutions	\$	Short-Term
	Ensure street signage is visible and in good quality condition. Replace any damaged or bent poles and continue to expand the Charleston Village signage	\$	Short-Term
	Update corridor wide facade standards for renovations, that specifically address the historical nature of the Historic Downtown Broadway	\$	Short-Term
	Update sign code to encourage blade signage	\$	Short-Term
FRONTAGES	Adopt a vacant property fine structure to address commercial vacancy along Broadway	\$	Short-Term

**ALLEYWAYS**

<u>ACTION STEPS</u>	<u>COST</u>	<u>TIMEFRAME</u>
Palace Alley enhancement; green infrastructure, murals, lighting, seating, greenery	\$\$	Short-Term
Vacant Land Tax	\$	Short-Term
Capacity buildout in Main Street Lorain to create a small business incubator program	\$\$\$\$	Mid-Term
Join the Recast Leaders Program implemented in Euclid Ohio in order to help spur economic development efforts through targeted investment in local black and minority owned manufacturing businesses.	\$	Short-Term
Establish TIF District for new development boost	\$	Short-Term
Identify potential developers interested in working on site	\$	Short-Term
Construction of Black River North Apartments	\$\$\$\$	Mid-Term
Construction of Black River North Residences	\$\$\$\$	Long-Term
Construction of Market/Food Hall	\$\$\$	Mid-Term
Construction of Riverfront Pavilion	\$\$\$	Mid-Term
Relocation of current city services to Historic Downtown district	\$\$\$\$	Long-Term
Demolition of existing City Hall building	\$\$\$	Mid-Term
Identify potential developers interested in working on the site	\$	Short-Term
Construction of City Square Residences	\$\$\$	Long-Term
Construction of City Square Apartments	\$\$\$\$	Long-Term

**ECONOMIC DEV.**

**BLACK RIVER NORTH**

**CITY SQUARE**

**ENVIRONMENTAL IMPROVEMENTS**

**STUDY AREA WIDE ECONOMIC DEV.**

<u>ACTION STEPS</u>	<u>COST</u>	<u>TIMEFRAME</u>
Include bioswales, rain gardens, permeable pavers and other environmental amenities in the site plan for Black River North in order to filter stormwater runoff from the additional constructed impervious surfaces	\$\$\$	Mid-Term
Utilize funding available from the 2022 Infrastructure Law to complete recommendations given in the Lower Black River Ecological Restoration Action Plan in order to delist the Black River as an Area of Concern	\$\$\$	Long-Term
Identify a parks partner to manage the new grounds, amenities, pavilion, and events	\$	Short-Term
Maintain a sound economic base to finance future public improvements by ensuring a mix of industrial, commercial and residential land uses	\$\$\$	Short-Term to Long-Term
Focus on building up retail and public offerings in the Broadway district, especially the north end	\$\$\$	Short-Term
Add new housing options to build up the resident base in and around the Broadway district	\$\$\$	Long-Term
Identify most urgent areas for residential revitalization in order to supplement economic activities	\$	Short-Term

# Planning Team

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# Appendix A

## DEMOGRAPHICS

Area	Total Pop 2010	Total Pop 2019	Change 2010-2019
State of Ohio	11,512,431	11,655,397	142,966
Lorain County	299,605	307,670	8,065
City of Lorain	65,221	63,801	-1,420
Study Area	8,243	6,571	-1,672

Area	Median Value		Median Rent	
	Total	Change 2010-2019	Total	Change 2010-2019
State of Ohio	\$ 145,700	\$ 9,300	\$ 808	\$ 130
Lorain County	\$ 150,500	\$ 3,100	\$ 774	\$ 93
City of Lorain	\$ 87,300	\$ (17,400)	\$ 697	\$ 89
Study Area	\$ 61,950	\$ (25,300)	\$ 684	\$ 62

Area	White	Black or African American	American Indian and Alaska Native	Asian	Other	Hispanic
State of Ohio	81%	12%	0.2%	2%	1%	4%
Lorain County	85%	9%	0.4%	1%	1%	10%
City of Lorain	71%	18%	1%	1%	4%	29%
Study Area	62%	29%	1%	0%	3%	29%

Area	Owner-occupied		Renter Occupied	
	Total	Change 2010-2019	Total	Change 2010-2019
State of Ohio	3,089,046	-60,006	1,587,312	184,094
Lorain County	86,989	2,034	33,292	3,768
City of Lorain	14,356	-810	11,221	433
Study Area	899	-406	1,852	-25

Racial Change 2010-2019						
Area	White	Black or African American	American Indian and Alaska Native	Asian	Other	Hispanic
State of Ohio	-122,679	54,953	31	71,735	14,622	110,396
Lorain County	7,560	746	98	645	-3,807	6,534
City of Lorain	3,874	-1,017	-15	69	-3,812	1,862
Study Area	-223	-226	-108	-19	-460	-508

Area	Total housing units 2010	Total housing units 2019	Change 2010-2019
State of Ohio	5,107,273	5,202,304	95,031
Lorain County	125,546	131,211	5,665
City of Lorain	29,508	29,356	-152
Study Area	3,886	3,522	-364

Commuting Characteristics Change: 2010-2019									
Area	Number of Workers	Car, truck, or van	Drove alone	Carpooled	Public Transportation	Walked	Bicycle	Taxicab, motorcycle, or other means	Worked from home
Lorain County	6330	-1.6%	-1.4%	-0.3%	-0.1%	0.2%	-0.2%	0.9%	0.9%
Lorain City	903	-3.4%	-2.9%	-0.5%	0.0%	0.4%	0.0%	3.2%	0.1%
Study Area	-647	-3.9%	-0.4%	-3.5%	-0.7%	0.2%	-0.5%	3.3%	1.6%

# Appendix B

## COMMUNITY ENGAGEMENT

Neighborhood Social Capital
Ariel Broadway Hotel
Spectrum Resource Center & School
Realionaire Garments and Patterns
Lorain Palace Theater
Garden's of Charleston
Elks Lodge
100 Men of Lorain County
Black River Landing
Black River Innovative Artist Residence
LCCC Lorain Learning Center at City Center
Lorain Historical Society
Lorain Public Library System
Lorain Bilingual Academy
Planned Parenthood - Lorain Health Center
United Way of Lorain

Religious Institutions
Episcopal Church of the Redeemer
Christian Temple / Pantry - Food Distribution C
Champion Centre Church
Celtic Cross Foundation of Ministry
Wesley United Methodist Church
Saint Mary Catholic Church
Lorain Cooperative Ministry
Emmanuel Evangelical Church
St. John United Church
New Bethel Primitave Baptist Church

Non-Profits
Black River Innovative Artist Residence
100 Men of Lorain County
Main Street Lorain
Lorain Growth Corporation
Ohio Department of Job & Family Services
Lorain Historical Society -Moore House Museum
Elks Lodge
United Way of Greater Lorain County
Lorain Arts Council
Lorain Metropolitan Housing Authority
Lorain County Community Action Agency

Institutions
Lorain public Library System
Lorain Palace Theater
US Social Security Administration
Ohio Lottery Regional Office
LCCC Lorain Learning Center at City Center
Lorain Police Department
City of Lorain Building Department
Lorain Incomce Tax Department

Social Justice Organizations	SJ Policies & Programs
City of Lorain	Landlord Eviction Assistance
	Rental Assistance Program
	Community Development Block Grant Program
	Community Services Block Grant
Legal Aid Society	legal services at no cost to those with low-incor
YWCA -Elyria	WE3 Women's Empowerment Training
Lorain County Community Action Agency	Head Start
Lorain County Community Anti Hate Taskforce	
Community Foundation	Racial Equity Fund
	El Centro
	Leaders of Today (Marsalis' organization)
	Urban League
	YWCA
Lorain County Urban League	Road to Success College Tour
	Rising Star Medical Intern Program
	Youth Development Workshops
	Project Ready Mentor
	Financial Empowerment
	Emergency Assistance Programs
	Workforce Development
	Minority Business Assistance Center
	Project Wellness
	Voter & Civic Engagement
	Equity and Excellence Project
	Advocacy
	On The Same Page
	Homeownership Program
United Way of Greater Lorain	THRIVE! Southern Lorain County
	KEY (Keystone Empowers You)
	2-1-1 First Call for Help
	Collect- Sort - Deliver
	Rising Titans
	231 Go!
	UCAN (United Community Assistance Network)
	Lorain County Mobility Management

# Appendix B.2

## SURVEY QUESTIONNAIRE

**1. How often do you go to the Downtown Broadway District?**

- Daily
- Weekly
- Monthly
- A few times a year or less

**2. Why do you come to the Downtown Broadway District? (Select all that apply)**

- Shopping
- Grocery
- Work
- Entertainment
- Recreation
- Dining
- Personal services
- Rock'n on the River Concerts
- Other \_\_\_\_\_

**(If yes to Rock'n on the River Concerts, please fill out 2a - 2c)**

**2a. How do you get to Rock'n on the River Concerts?**

- Drive myself
- Carpool
- Take a bus
- Walk
- Bike
- Other \_\_\_\_\_

**2b. Do you visit any businesses in the Downtown Broadway District while attending Rock'n on the River Concerts?**

- Restaurant/bar
- Entertainment/theater
- Park/Green Space
- Store
- Other \_\_\_\_\_
- No

**2c. When attending Rock'n on the River Concerts, how easy is it to get to the Downtown Broadway District from Black River Landing?**

- Very Difficult
- Somewhat Difficult
- Neutral
- Somewhat Easy
- Very Easy

**3. What types of businesses would you like to see more of in the Downtown Broadway District? (Select all that apply)**

- Coffee shop
- Art gallery/boutique
- Sit-down dining restaurant
- Casual/fast food
- Bar
- Retail shopping
- Grocery
- Other \_\_\_\_\_

**4. When do you tend to come to the Downtown Broadway District? (Select all that apply)**

- Mornings
- Midday
- Afternoons
- Evenings
- Weekdays
- Weekends

**How do you normally travel to the Downtown Broadway District?**

- Drive myself
- Carpool
- Take a bus
- Walk
- Bike
- Other \_\_\_\_\_

**6. How long does it take you to get to the Downtown Broadway District?**

- Under 5 minutes
- 5 - 10 minutes
- 10 - 20 minutes
- 20 - 30 minutes
- Over 30 minutes

**7. How many of your basic necessities do you purchase in the Downtown Broadway District? (Grocery, pharmacy, clothing, etc...)**

- None
- A few
- Some
- Most
- All

**8. How easy is it for you to get to the Downtown Broadway District?**

- Very Difficult
- Somewhat Difficult
- Neutral
- Somewhat Easy
- Very Easy

**9. How easy is it to find your way within the Downtown Broadway District?**

- Very difficult
- Somewhat difficult
- Neutral
- Somewhat easy
- Very easy

**10. What types of improvements to public spaces would you like to see in the Downtown Broadway District? (Select all that apply)**

- Bike lanes
- Disability Access
- Street Lights
- Outdoor dining
- Benches
- Trash Bins
- Bike Racks

- More flower beds/street trees
- Electric Vehicle Charging Stations
- Other \_\_\_\_\_

**11. What are the challenges or obstacles that keep you from coming to the Downtown Broadway District more?**

- Too hard to get there
- Not enough to do once I'm there
- Safety
- Other \_\_\_\_\_

**14. What is your home zip code?**

**15. How old are you?**

- 18-29
- 30-39
- 40-49
- 50-64
- 65 Plus
- Prefer not to say

**16. How do you identify? (Choose all that apply)**

- Caucasian
- African-American
- Latinx or Hispanic
- Asian
- Native American
- Other \_\_\_\_\_
- Prefer not to say

**17. What is your total estimated annual household income?**

- Less than \$10,000
- \$10,000 to \$24,999
- \$25,000 to 39,999
- \$40,000 to 59,999
- More than \$60,000
- Prefer not to say

**18. Including yourself, how many people live in your household? \_\_\_\_\_**

# Appendix C

## ENVIRONMENTAL

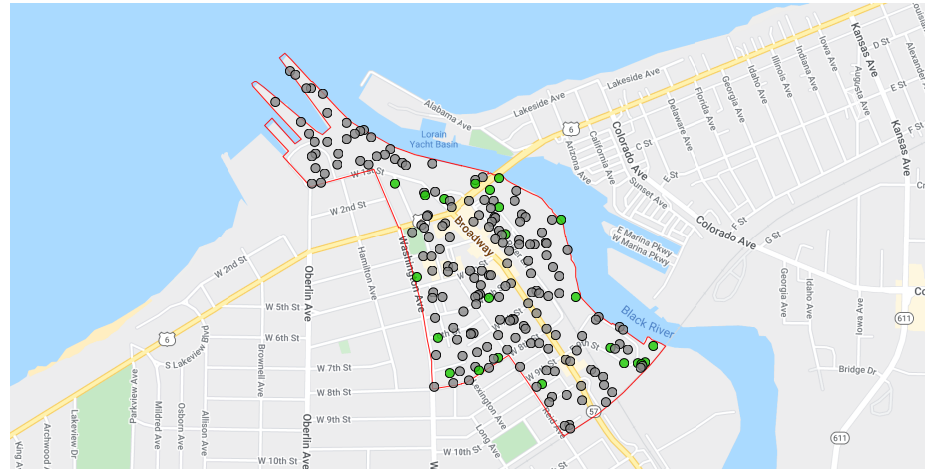
2/23/22, 11:39 AM

i-Tree Canopy

### i-Tree Canopy v7.1

Cover Assessment and Tree Benefits Report

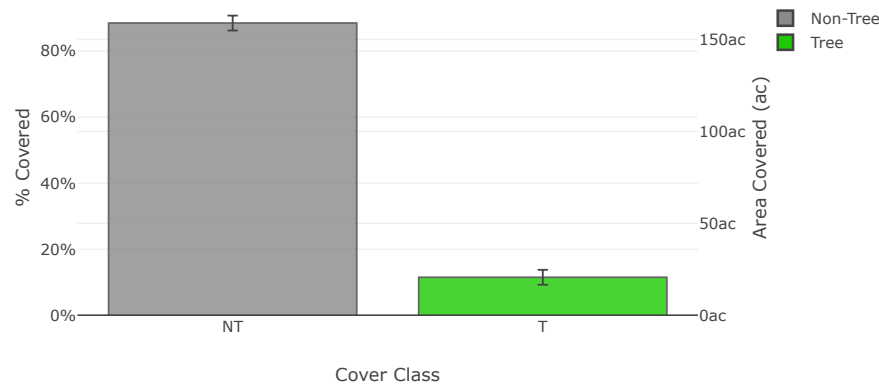
Estimated using random sampling statistics on 2/23/2022



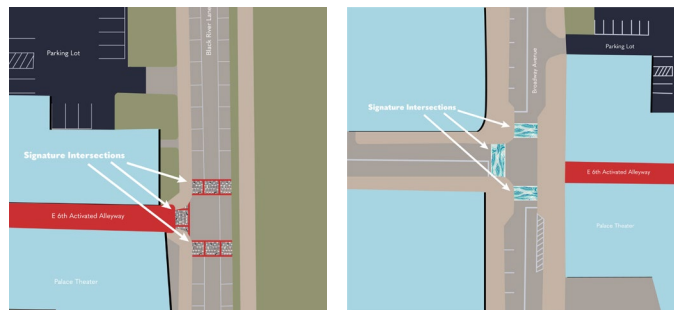
Google

Map data ©2022

### Land Cover



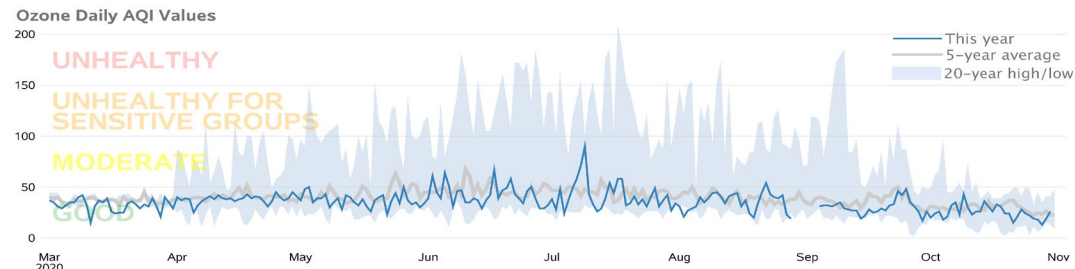
### SIGNATURE INTERSECTIONS



### Daily Air Quality Index (AQI) Values in 2020 Lorain County, OH Ozone Only (Last Sample: Oct 30, 2020)

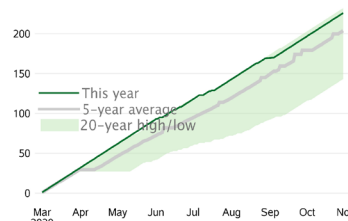
Cumulative # days through Oct 30	
This year	5-year average
226	204
12	26
0	1
0	0
0	0
0	0

Daily levels this year relative to 20-year high/low and previous 5-year average

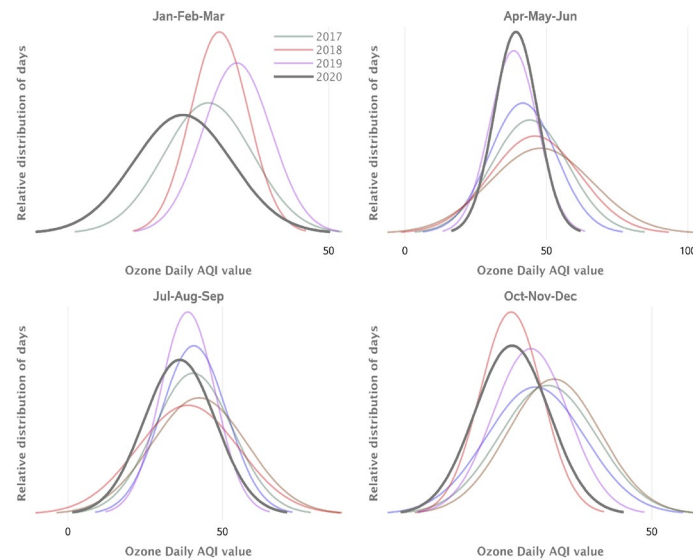


#### Counts of "good" and "bad" days

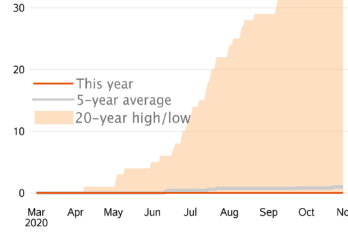
##### Cumulative Number of Good Ozone AQI Days (AQI<50)



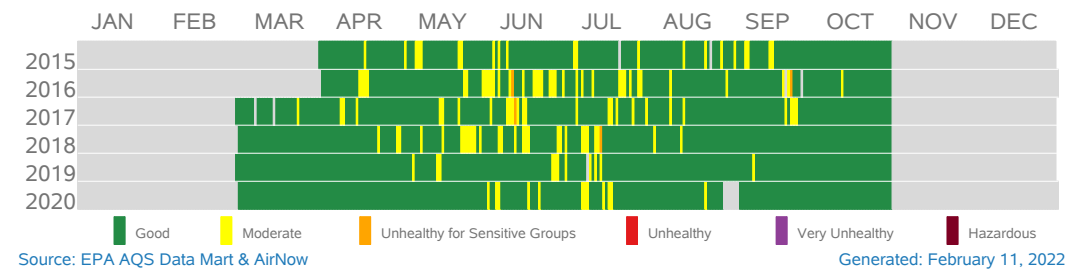
#### Distribution of daily AQI values by calendar quarter relative to previous years



##### Cumulative Number of Ozone AQI Days >100



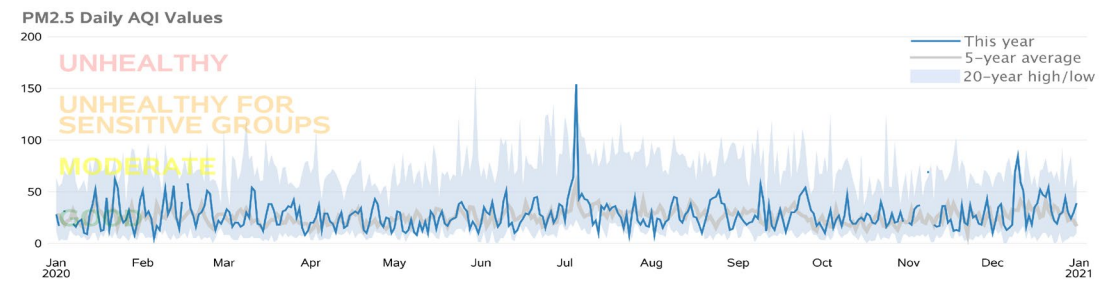
#### Daily trends this year relative to previous years



### Daily Air Quality Index (AQI) Values in 2020 Lorain County, OH PM2.5 Only (Last Sample: Dec 31, 2020)

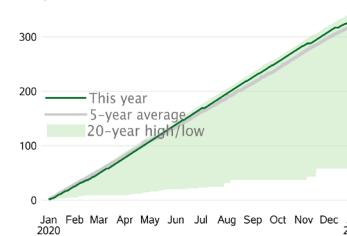
Cumulative # days through Dec 31	
This year	5-year average
334	323
23	30
0	0
1	0
0	0
0	0

Daily levels this year relative to 20-year high/low and previous 5-year average

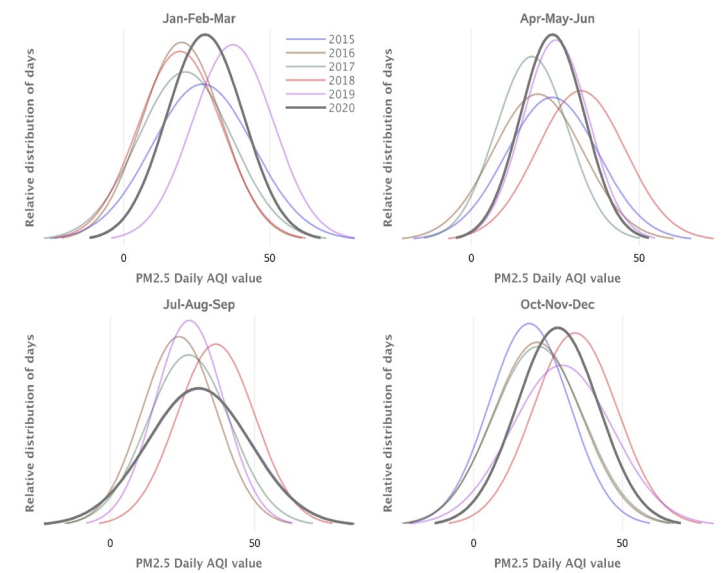


#### Counts of "good" and "bad" days

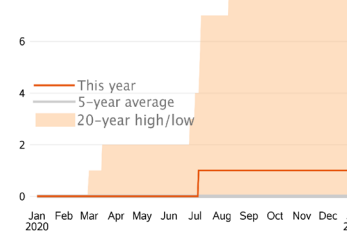
##### Cumulative Number of Good PM2.5 AQI Days (AQI<50)



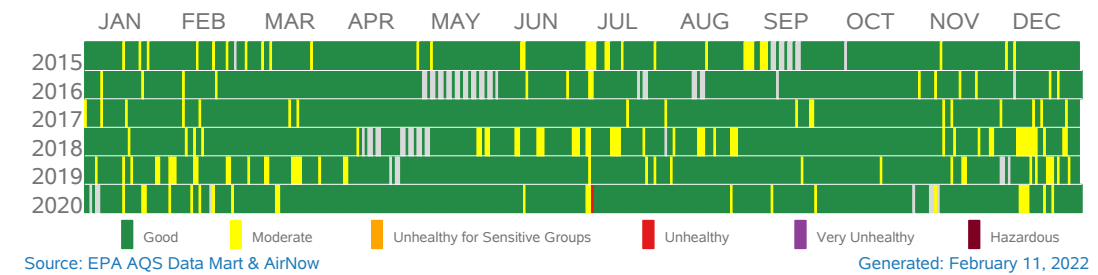
#### Distribution of daily AQI values by calendar quarter relative to previous years



##### Cumulative Number of PM2.5 AQI Days >100



#### Daily trends this year relative to previous years



# Appendix D

## RETAIL NICHE ANALYSIS

Lorain Retail Niche Analysis															
Total PMA Income (Buying Power Within 5 Min Drive Time)	Store Type	% of Income (BLS)	Full Capture	Capture Rate	Full Capture Potential Sales		Avg. Sales Per SF	Full Capture Gross SF Supported	Gross SF Supported	Existing SF Adjusted	Full Capture Net Supported SF	Net Supported SF	Typical SF	Number of Stores Needed (Green Gap / Red Surplus)	Leakage
					Potential Sales	Potential Sales									
	Dental Services	0.724%	100%	70%	\$ -	\$ -	\$ 18.00	0.00	0.00	3,000	-3000.00	-3000	3000	-1	-1
\$ 541,380,584.00	Pet Services and Veterinary	0.426%	100%	70%	\$ 2,306,281.29	\$ 1,614,396.90	\$ 50.00	46125.63	32287.94	1,134	44991.63	31153.938	1134	27.47260849	39.67515
\$ 541,380,584.00	General Merchandise Stores	5.042%	100%	70%	\$ 27,296,409.05	\$ 19,107,486.33	\$ 113.00	241561.14	169092.80	115,338	126223.14	53754.7994	7033	7.643224711	17.94727
\$ 541,380,584.00	Grocery and Specialty Food Stores	5.274%	100%	80%	\$ 28,552,412.00	\$ 22,841,929.60	\$ 158.00	180711.47	144569.17	102,786	77925.47	41783.1747	7518	5.557751355	10.36519
\$ 541,380,584.00	Hardware/Home/Garden	2.901%	100%	70%	\$ 15,705,450.74	\$ 10,993,815.52	\$ 71.00	221203.53	154842.47	18,500	202703.53	136342.472	21015	6.487864483	9.645659
\$ 541,380,584.00	Auto Parts and Supplies, Tires	0.670%	100%	80%	\$ 3,627,249.91	\$ 2,901,799.93	\$ 24.00	151135.41	120908.33	88,276	62859.41	32632.3304	8720	3.742239728	7.208648
\$ 541,380,584.00	Other miscellaneous retail Stores	0.645%	100%	70%	\$ 3,491,904.77	\$ 2,444,333.34	\$ 41.00	85168.41	59617.89	38,235	46933.41	21382.8863	8839	2.419152196	5.30981
\$ 541,380,584.00	Restaurants - full service	1.850%	100%	70%	\$ 10,015,540.80	\$ 7,010,878.56	\$ 78.00	128404.37	89883.06	100,441	27963.37	-10557.942	5359	-1.970132768	5.21802
\$ 541,380,584.00	Toy/Craft/Hobby	0.118%	100%	70%	\$ 638,829.09	\$ 447,180.36	\$ 34.00	18789.09	13152.36	4,000	14789.09	9152.3636	3364	2.720678835	4.396281
\$ 541,380,584.00	Health Club/Fitness	0.259%	100%	80%	\$ 1,402,175.71	\$ 1,121,740.57	\$ 120.00	11684.80	9347.84	-	11684.80	9347.83808	3000	3.115946028	3.894933
\$ 541,380,584.00	Entertainment Fees and Admissions (except movies)	0.625%	100%	70%	\$ 3,383,628.65	\$ 2,368,540.06	\$ 56.00	60421.94	42295.36	33,063	27358.94	9232.35813	8518	1.083864537	3.211897
\$ 541,380,584.00	Clothing/Shoes/Accessories Stores	1.392%	100%	50%	\$ 7,536,017.73	\$ 3,768,008.86	\$ 99.00	76121.39	38060.70	61,582	14539.39	-23521.304	5119	-4.594902207	2.84028
\$ 541,380,584.00	Accounting Services	0.172%	100%	70%	\$ 931,174.60	\$ 651,822.22	\$ 300.00	3103.92	2172.74	1,050	2053.92	1122.74074	1050	1.069276899	1.95611
\$ 541,380,584.00	Personal Care Services (salon/barber, spa, tattoo, etc)	0.592%	100%	70%	\$ 3,204,973.06	\$ 2,243,481.14	\$ 50.00	64099.46	44869.62	33,746	30353.46	11123.6228	17787	0.625379367	1.706497
\$ 541,380,584.00	Home Furnishings and Accessories Stores	0.788%	100%	80%	\$ 4,266,079.00	\$ 3,412,863.20	\$ 65.00	65631.98	52505.59	46,948	18683.98	5557.58772	11013	0.504638856	1.696539
\$ 541,380,584.00	Eyecare Services	0.172%	100%	70%	\$ 931,174.60	\$ 651,822.22	\$ 187.00	4979.54	3485.68	2,764	2215.54	721.680338	1382	0.522199955	1.603143
\$ 541,380,584.00	Musical instruments	0.059%	100%	60%	\$ 319,414.54	\$ 191,648.73	\$ 75.00	4258.86	2555.32	-	4258.86	2555.31636	3000	0.851772119	1.41962
\$ 541,380,584.00	Health and Personal Care Stores	2.377%	100%	70%	\$ 12,868,616.48	\$ 9,008,031.54	\$ 148.00	86950.11	60865.08	75,455	11495.11	-14589.922	8638	-1.689039366	1.330761
\$ 541,380,584.00	Books/ Recorded Music Stores	0.044%	100%	60%	\$ 238,207.46	\$ 142,924.47	\$ 150.00	1588.05	952.83	-	1588.05	952.829828	3000	0.317609943	0.52935
\$ 541,380,584.00	Office Supplies/stationery	0.069%	100%	70%	\$ 373,552.60	\$ 261,486.82	\$ 250.00	1494.21	1045.95	-	1494.21	1045.94729	3000	0.348649096	0.49807
\$ 541,380,584.00	Clothing-Shoes-Accessories/Tailoring	1.660%	100%	75%	\$ 8,986,917.69	\$ 6,740,188.27	\$ 136.55	65814.60	49360.95	61,582	4232.60	-12221.051	16097	-0.759212938	0.262943
\$ 541,380,584.00	Movie Theater Tickets	0.052%	100%	75%	\$ 281,517.90	\$ 211,138.43	\$ 50.00	5630.36	4222.77	-	5630.36	4222.76856	21525	0.196179724	0.261573
\$ 541,380,584.00	Computer and Electronics Repairs	0.008%	100%	70%	\$ 43,310.45	\$ 30,317.31	\$ 350.00	123.74	86.62	-	123.74	86.6208934	3000	0.028873631	0.041248
\$ 541,380,584.00	Sporting goods/outdoors/bikes	0.367%	100%	70%	\$ 1,986,866.74	\$ 1,390,806.72	\$ 200.00	9934.33	6954.03	14,247	-4312.67	-7292.9664	21812	-0.334355694	-0.19772
\$ 541,380,584.00	Gifts/novelties Stores	0.086%	100%	50%	\$ 465,587.30	\$ 232,793.65	\$ 205.00	2271.16	1135.58	4,511	-2239.84	-3375.4212	5037	-0.670125315	-0.44468
\$ 541,380,584.00	Furniture	0.047%	100%	70%	\$ 254,448.87	\$ 178,114.21	\$ 200.00	1272.24	890.57	46,948	-45675.76	-46057.429	34000	-1.354630263	-1.3434
\$ 541,380,584.00	Rentals	0.030%	100%	70%	\$ 162,414.18	\$ 113,689.92	\$ 150.00	1082.76	757.93	64,129	-63046.24	-63371.067	36705	-1.726496858	-1.71765
\$ 541,380,584.00	Beer/wine/liquor stores	0.456%	100%	80%	\$ 2,468,695.46	\$ 1,974,956.37	\$ 356.00	6934.54	5547.63	9,622	-2687.46	-4074.3697	1443	-2.823541058	-1.86241
\$ 541,380,584.00	Used merchandise Stores	0.105%	100%	70%	\$ 568,449.61	\$ 397,914.73	\$ 127.00	4475.98	3133.19	17,144	-12668.02	-14010.813	3381	-4.143984962	-3.74683
\$ 541,380,584.00	Funeral Services	0.219%	100%	70%	\$ 1,185,623.48	\$ 829,936.44	\$ 81.00	14637.33	10246.13	60,808	-46170.67	-50561.871	7860	-6.432808037	-5.87413
\$ 541,380,584.00	Electronics and Appliance Stores	0.523%	100%	70%	\$ 2,831,420.45	\$ 1,981,994.32	\$ 400.00	7078.55	4954.99	31,937	-24858.45	-26982.014	3992	-6.759021594	-6.22707
\$ 541,380,584.00	Restaurants - limited service	2.526%	100%	90%	\$ 13,675,273.55	\$ 12,307,746.20	\$ 370.00	36960.20	33264.18	52,512	-15551.80	-19247.821	2189	-8.792974459	-7.10452
\$ 541,380,584.00	Bars/Taverns/Drinking Places	0.404%	100%	60%	\$ 2,187,177.56	\$ 1,312,306.54	\$ 40.00	54679.44	32807.66	140,896	-86216.56	-108088.34	9576	-11.28742028	-9.0034
\$ 541,380,584.00	Auto repair/services	2.017%	100%	80%	\$ 10,919,646.38	\$ 8,735,717.10	\$ 133.00	82102.60	65682.08	160,305	-78202.40	-94622.917	6106	-15.49671086	-12.8075
\$ 541,380,584.00	Legal Services	0.350%	100%	50%	\$ 1,894,832.04	\$ 947,416.02	\$ 350.00	5413.81	2706.90	254,219	-248805.19	-251512.1	18143	-13.86276234	-13.7136
\$ 541,380,584.00	Gas Stations/Convenience	2.932%	100%	75%	\$ 15,873,278.72	\$ 11,904,959.04	\$ 750.00	21164.37	15873.28	71,802	-50637.63	-55928.721	2417	-23.13972746	-20.9506
\$ 541,380,584.00	Full Service + Limited Service	4.780%	100%	80%	\$ 25,877,991.92	\$ 20,702,393.53	\$ 448.00	57763.37	46210.70	201,064	-143300.63	-154853.3	4444	-34.84547708	-32.2459
\$ 541,380,584.00		40.045%											AVG		

# Appendix E

## RENT AFFORDABILITY TABLE

Demand			Supply		Results		
Income Bands	Households	%	Rent afford @30%	Home Price	Owned	Renting	Net Demand
Less than 10,000	669	24%	\$ 250	\$ 30,000	64	293	312
10,000-19,999	610	22%	\$ 375	\$ 45,000	64	293	253
20,000 -29,000	413	15%	\$ 625	\$ 75,000	64	509	-160
30,000 -39,000	293	10%	\$ 875	\$ 105,000	64	509	-280
40,000 -49,000	134	5%	\$ 1,125	\$ 135,000	64	102	-32
50,000-59,000	257	9%	\$ 1,375	\$ 165,000	112	102	43
60,000-69,000	117	4%	\$ 1,625	\$ 195,000	112	1	3
70,000-79,000	76	3%	\$ 1,875	\$ 225,000	112	1	-37
80,000-89,000	61	2%	\$ 2,125	\$ 255,000	112	0	-51
90,000-99,999	61	2%	\$ 2,375	\$ 285,000	112	0	-51
100,000-109,999	12	0%	\$ 2,625	\$ 315,000	8	0	4
110,000-119,999	12	0%	\$ 2,875	\$ 345,000	8	0	4
120,000-129,999	12	0%	\$ 3,125	\$ 375,000	8	0	4
130,000-139,999	12	0%	\$ 3,375	\$ 405,000	8	0	4
140,000-149,999	12	0%	\$ 3,625	\$ 435,000	8	0	4
150,000 or more	52	2%	\$ 3,875	\$ 450,000	23	0	29
EMA Total							
Checks	2802				946	1809	

## HIGHEST & BEST USE - CITY HALL

HIGHEST AND BEST USE ANALYSIS											
Lorain City Hall Site											
SITE ATTRIBUTES	Supermarket	Convenient Store	Entertainment/Bar/Rest. Retail	Rental Housing (Affordable)	Condo's/Apts	Warehousing	Public Space	Office	Hotel	Mixed Use Project (MF Housing/Retail)	Recreation
Visibility	2	2	2	0	1	-2	2	1	2	1	1
Views from property	0	0	1	2	2	0	1	2	2	2	0
Auto Traffic	1	1	1	0	0	0	1	1	1	1	1
Pedestrian Walkability	1	1	1	0	0	0	1	0	1	1	1
Highway Access	-1	0	0	0	0	-2	1	-1	-2	0	-1
Rapid/Bus Transit	-1	0	-1	-2	0	-2	-1	-1	0	-1	-1
Noise Level	0	0	0	-1	-1	0	0	0	-1	-1	0
Resident Base	-2	-1	-1	0	1	0	1	1	0	0	1
Zoning	2	2	2	2	2	2	0	2	2	2	2
Infrastructure	0	0	0	-1	-1	0	2	-1	-1	-1	0
potential to reuse building	-1	-1	1	1	2	-2	0	2	1	1	0
Lot/Parcel Size	-1	2	2	2	2	-1	1	2	2	2	2
Future Expansion	0	1	1	1	1	-1	1	1	2	1	2
Competition	-1	-1	0	1	0	-2	-1	-1	-2	1	0
increased Value of Land	1	0	1	1	2	1	0	1	2	2	1
<b>TOTALS:</b>	<b>0</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>11</b>	<b>-9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>9</b>
KEY	Inappropriate	-2									
	neutral	0									
	ideal	2									

## HIGHEST & BEST USE - PELLET TERMINAL

HIGHEST AND BEST USE ANALYSIS											
Lorain Waterfront Sites											
SITE ATTRIBUTES	Supermarket	Convenient Store	Entertainment/Bar/Rest. Retail	Rental Housing (Affordable)	Condo's/Apts	Warehousing	Public Space	Office	Hotel	Mixed Use Project (MF Housing/Retail)	
Visibility/Views	0	0	2	0	0	1	2	0	1	2	
Auto Traffic	-1	-1	1	1	1	1	0	1	0	1	
Adequate Parking	1	1	1	1	1	1	2	1	2	1	
Pedestrian Walkability	0	-1	0	0	0	1	2	0	0	0	
Highway Access	1	1	1	-1	-1	1	0	1	1	1	
Rapid/Bus Transit	-1	-1	-1	-1	0	0	-2	-2	-1	-1	
Noise Level	0	0	1	0	0	-1	2	0	1	1	
Resident Base	1	1	1	1	0	0	2	0	0	1	
Day Time Use	2	1	1	0	0	1	2	0	0	1	
Brownfield Remediation Necessary?	0	0	0	0	0	0	0	0	0	0	
Condition of Parcel	0	0	0	0	0	0	0	0	0	0	
Zoning											
Infrastructure	-1	-1	-1	-2	-2	-2	1	-2	-2	-2	
Lot/Parcel Size	2	1	2	1	2	1	2	2	1	2	
Future Expansion	2	2	2	1	1	0	2	-1	-1	1	
Competition	1	-1	2	-1	0	0	0	0	-2	-1	
Location	0	-1	2	-1	1	1	2	1	1	2	
Value of Land	1	1	2	-2	0	-1	1	1	1	2	
<b>TOTALS:</b>	<b>8</b>	<b>2</b>	<b>16</b>	<b>-3</b>	<b>3</b>	<b>4</b>	<b>18</b>	<b>2</b>	<b>2</b>	<b>11</b>	
KEY	Inappropriate	-2									
	neutral	0									
	ideal	2									

# Appendix F PELLET TERMINAL FINANCIAL SUMMARY

PROJECT COST SUMMARY (Pellet Terminal Site)				
PROJECT CATEGORIES		Parcel Square Footage	Acerage	PROJECT COSTS
<b>PURCHASE LAND AND BUILDINGS</b>				
Parcels Already Owned (Pellet Terminal Site)	0201006101006 0201005501046 0201004501044 0201005102005 0201005102009 0201005102008	609,840	14	\$ 1.00
	<b>TOTAL</b>	<b>609,840</b>	<b>14</b>	<b>\$ 1.00</b>
<b>LAND</b>	<b>TOTAL TO FINANCE</b>			<b>\$ 1.00</b>

	SQFT			
<b>Ground Level Space</b>	609,840	Building % (Lot Coverage)	10%	
56 Small Townhomes (1087 SF)	60,872			
22 Medium Townhomes (1270 SF)	27,940		5%	
36 Large Townhomes (1,670 SF)	60,120		10%	
Apartment Building (82 Units)=185 parking spaces (60 spaces on 1st floor garage)	19,537		3%	
Luxury Townhomes (18 Units @ 1,798 SF-attached parking garages)	32,364		5%	
Retail Market Space (28,000 SF - 1 parking space per 150 SF)	28,000		5%	
Restaurant Space (1/2 of the riverwalk pavillion space-1 parking space per 75 SF, Plus entertainment Bldg.)	22,555		4%	
Retail/Restaurant Surface Parking (300 spaces needed for rest./market)	97,500	Parking % (Lot Coverage)	16%	
Housing Surface Parking (353 spaces needed just between townhomes and Apt Bldg. + additional paid public parking spaces(75)=428)	139,100		23%	500 Spaces = 162,500 SF
Building Covered Parking (Grade/Ground Level Space)	60 Spaces 1st Floor Apt			
<b>TOTAL Ground Space Used</b>	<b>487,988</b>		<b>80%</b>	
<b>HARD COSTS - SITE WORK</b>	<b>(Costs)</b>			
Land Prep/Development (per acre) -Roads, Grading, Excavating, Landscaping, Utility Placement	\$ 300,000.00			\$ 4,200,000
Demolition & Clean Up (per SF)	\$ 6.50			\$ 1,981,980
Off-Site Work (i.e., streets, curbs, etc.) CITY HANDLE	\$ -	(CITY HANDLE)		\$ -
		<b>Subtotal</b>		<b>\$ 6,181,980</b>

HARD COSTS - CONSTRUCTION			
New Construction Costs	\$ per SF	SF	Cost
Class "A" Office Space	\$ 170.00	-	\$ -
Retail Space	\$ 150.00	28,000	\$ 4,200,000
Tenant Improvement Allowance (TIA)	\$ 30.00	50,000	\$ 1,500,000
Townhome Construction	\$ 130.00	148,932	\$ 19,361,160
Luxury Townhome Construction	\$ 140.00	32,364	\$ 4,530,960
Apartment Building Construction	\$ 155.00	58,610	\$ 9,084,473
Restaurant Space	\$ 170.00	22,555	\$ 3,834,350
Surface Parking Paving / Concrete Costs (413 Spaces for)	\$ 6.50	236,600	\$ 1,537,900
Covered Parking ( _ Spaces @ Grade /First Floor portion of building)	\$ 12,000.00		\$ -
<b>TOTAL</b>		<b>577,061</b>	<b>\$ 44,048,843</b>
<b>Construction Contingency</b>	10%		<b>\$ 4,404,884</b>
		Subtotal	\$ 48,453,727
		<b>RUNNING TOTAL (Hard Costs)</b>	<b>\$ 54,635,708</b>
SOFT COSTS - PROFESSIONAL FEES			
Architect Fee	4% of total construction		\$ 1,761,954
Planning Fees			\$ 20,000
Engineering			\$ 100,000
Accounting / Real Estate Attorney			\$ 100,000
Appraisal, Market Study, Env. Report, Consulting, Cost Certification, etc.			\$ 50,000
<b>Subtotal</b>			<b>\$ 2,031,954</b>
Other/Contingency (5%)			\$ 101,598
<b>TOTAL</b>			<b>\$ 2,133,551</b>
<b>DEVELOPER'S FEES</b>	\$ 500,000		<b>\$ 500,000</b>

FINANCING COSTS			
Construction Interest	\$ 3,240,630	2 Years	
Construction Loan Fee	\$ 653,040	2%	
Insurance, Title, etc.	Included ^		
Taxes, Performance Premium, etc.	Included ^		
PERMANENT FINANCING FEES AND EXPENSES			
Permanent Loan Fees		0%	
Tax Credit Fees/(Other)			
<b>TOTAL</b>			<b>\$ 653,040</b>
		<b>RUNNING TOTAL OF SOFT COSTS</b>	<b>\$ 3,286,592</b>
<b>GRAND TOTAL</b>			<b>\$ 57,922,300</b>

# Appendix G

## PELLET TERMINAL CASH FLOW

Pellet Terminal Cash Flow														
10 Year Cash Flow Projection After Build Complete														
ASSUMPTIONS					Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11
Rent	Annual \$/SF	SF	Yearly											
Small Townhomes (56 units at 1,086 SF)	\$ 11.50	60,872.00	\$ 700,028.00	5yr leases w/ inflation after initial lease year 3	\$700,028.00	\$700,028.00	\$717,528.70	\$735,466.92	\$753,853.59	\$772,699.93	\$792,017.43	\$811,817.86	\$832,113.31	\$852,916.14
Medium Townhomes (22 units at 1,270 SF)	\$ 13.50	27,940.00	\$ 377,190.00	5yr leases w/ inflation after initial lease year 3	\$377,190.00	\$377,190.00	\$386,619.75	\$396,285.24	\$406,192.38	\$416,347.18	\$426,755.86	\$437,424.76	\$448,360.38	\$459,569.39
Large Townhomes (36 units at 1,670 SF)	\$ 17.00	60,120.00	\$ 1,022,040.00	5yr leases w/ inflation after initial lease year 3	\$1,022,040.00	\$1,022,040.00	\$1,047,591.00	\$1,073,780.78	\$1,100,625.29	\$1,128,140.93	\$1,156,344.45	\$1,185,253.06	\$1,214,884.39	\$1,245,256.50
Apartments (82 units - avg unit size 953 SF)	\$ 18.00	78,146.00	\$ 1,406,628.00	1 & 2 year leases w/ Inflation every 3 years	\$1,406,628.00	\$1,406,628.00	\$1,441,793.70	\$1,477,838.54	\$1,514,784.51	\$1,552,654.12	\$1,591,470.47	\$1,631,257.23	\$1,672,038.66	\$1,713,839.63
Luxury Townhomes (18 units at 2,398 SF)	\$ 18.00	32,364.00	\$ 582,552.00	5yr leases w/ inflation after initial lease year 3	\$582,552.00	\$582,552.00	\$597,115.80	\$612,043.70	\$627,344.79	\$643,028.41	\$659,104.12	\$675,581.72	\$692,471.26	\$709,783.05
Retail Market Space	\$ 14.00	28,000.00	\$ 392,000.00	10 yr leases w/ inflation after year 5	\$392,000.00	\$392,000.00	\$392,000.00	\$392,000.00	\$401,800.00	\$411,845.00	\$422,141.13	\$432,694.65	\$443,512.02	\$454,599.82
Restaurant Space	\$ 15.50	22,555.00	\$ 349,602.50	10 yr leases w/ inflation after year 5	\$349,602.50	\$349,602.50	\$349,602.50	\$349,602.50	\$358,342.56	\$367,301.13	\$376,483.65	\$385,895.75	\$395,543.14	\$405,431.72
		<b>TOTAL LEASABLE SF</b>	<b>TOTAL ANNUAL RENT</b>											
		287,442.00	\$ 4,830,040.50											
<b>Parking Revenue</b>	\$5 per space/day													
(25 surface spaces will be open for paid parking for public/retail)	\$125.00		\$31,250.00	250/375 days ful, so this number is conservative on the payback annually										
<b>Land SF</b>		609,840.00												
Total Cash on Hand		\$1,000,000.00												
Asking Price/Total Project Cost		\$57,922,299.56	%75 of Const. Costs.											
Land Value		\$747,400.00	\$43,441,724.67	\$2,303,055.91										Est. Annual Taxes Building Only
Market Value		\$43,536,028.64		\$39,537.46										Est. Annual Taxes Land Only
				\$0.06										per SF of land



# Appendix G.2 PELLET TERMINAL CASH FLOW

NOI	CONSTRUCTION PERIOD											Projected Sale End of Year 10		
	-1	0	1	2	3	4	5	6	7	8	9	10	11	
<b>Rents/Revenues</b>			\$ 4,480,438.00	\$ 4,480,438.00	\$ 4,480,438.00	\$ 4,582,648.95	\$ 4,687,415.17	\$ 4,804,600.55	\$ 4,924,715.57	\$ 5,047,833.46	\$ 5,174,029.29	\$ 5,303,380.02	\$ 5,435,964.53	
Less Vacancy			\$ (1,120,109.50)	\$ (627,261.32)	\$ (492,848.18)	\$ (458,264.90)	\$ (468,741.52)	\$ (576,552.07)	\$ (492,471.56)	\$ (504,783.35)	\$ (517,402.93)	\$ (530,338.00)	\$ (543,596.45)	
Parking Revenue			\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	\$ 31,250.00	
Prop. Tax Payback (Retail NNN Leases)			\$ 457,757.00	\$ 467,370.00	\$ 477,185.00	\$ 487,206.00	\$ 497,437.00	\$ 26,320.00	\$ 53,745.00	\$ 54,874.00	\$ 56,026.00	\$ 57,203.00	\$ 58,404.00	
Insurance Payback (Retail NNN Leases)			\$ 57,828.00	\$ 59,043.00	\$ 60,283.00	\$ 61,549.00	\$ 62,841.00	\$ 32,080.00	\$ 65,508.00	\$ 66,884.00	\$ 68,288.00	\$ 69,722.00	\$ 71,187.00	
Maint. Payback (Retail NNN Leases)			\$ 70,003.00	\$ 71,473.00	\$ 72,974.00	\$ 74,506.00	\$ 76,071.00	\$ 38,834.00	\$ 79,299.00	\$ 80,965.00	\$ 82,665.00	\$ 84,401.00	\$ 86,173.00	
Utilities Payback (Retail NNN Leases)			\$ 91,308.00	\$ 93,225.00	\$ 95,183.00	\$ 97,182.00	\$ 99,223.00	\$ 50,653.00	\$ 103,434.00	\$ 105,606.00	\$ 107,824.00	\$ 110,088.00	\$ 112,400.00	
CAM Payback for Office Space & Retail			\$ 8,750.00	\$ 8,934.00	\$ 9,121.00	\$ 9,313.00	\$ 9,508.00	\$ 9,708.00	\$ 9,912.00	\$ 10,120.00	\$ 10,333.00	\$ 10,550.00	\$ 10,771.00	
TIF Financing Return?					\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	\$ 699,029.00	
<b>Construction Loan Draw</b>		\$ 16,326,010.74	\$ 16,326,010.74											
<b>Net Revenues</b>			\$ 4,077,225.00	\$ 4,584,472.00	\$ 5,432,615.00	\$ 5,584,419.00	\$ 5,694,033.00	\$ 5,115,924.00	\$ 5,474,422.00	\$ 5,591,778.00	\$ 5,712,042.00	\$ 5,835,285.00	\$ 5,961,583.00	
over all prop tax paid			\$ (418,243.00)	\$ 970,203.00	\$ 261,359.00	\$ 251,338.00								
<b>Expenses</b>														
Insurance per SF/yr			\$ 84,428.00	\$ 86,201.00	\$ 88,012.00	\$ 89,860.00	\$ 91,747.00	\$ 93,674.00	\$ 95,641.00	\$ 97,649.00	\$ 99,700.00	\$ 101,794.00	\$ 103,931.00	
Prop. Tax per SF/yr			\$ 39,515.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	\$ 1,437,573.00	
Maintenance per SF/yr			\$ 102,203.00	\$ 104,349.00	\$ 106,540.00	\$ 108,778.00	\$ 111,062.00	\$ 113,394.00	\$ 115,776.00	\$ 118,207.00	\$ 120,689.00	\$ 123,224.00	\$ 125,811.00	
Utilities per SF/yr			\$ 133,308.00	\$ 136,107.00	\$ 138,966.00	\$ 141,884.00	\$ 144,864.00	\$ 147,906.00	\$ 151,012.00	\$ 154,183.00	\$ 157,421.00	\$ 160,727.00	\$ 164,102.00	
Fix Up Money to Re-Finish & Re-Rent Vacant Space								\$ 20,000.00						
Prop. Mgmt. Fees (%3)			\$ 134,413.00	\$ 134,413.00	\$ 134,413.00	\$ 137,479.00	\$ 140,622.00	\$ 144,138.00	\$ 147,741.00	\$ 151,435.00	\$ 155,221.00	\$ 159,101.00	\$ 163,079.00	
Reserve/Replacement			\$ 62,210.00	\$ 63,517.00	\$ 64,851.00	\$ 66,213.00	\$ 67,603.00	\$ 69,023.00	\$ 70,472.00	\$ 71,952.00	\$ 73,463.00	\$ 75,006.00	\$ 76,581.00	
Construction Loan Interest (%)		\$ 1,632,601.07	\$ 1,608,028.80											
Initial Investment Money	\$ 4,500,000.00													
Balance		\$ 2,867,398.93	\$ 1,259,370.13											
<b>Total Expenses</b>		\$ 1,632,601.07	\$ 1,608,028.80	\$ 556,078.00	\$ 1,962,161.00	\$ 1,970,355.00	\$ 1,981,787.00	\$ 1,993,471.00	\$ 2,025,707.00	\$ 2,018,215.00	\$ 2,030,999.00	\$ 2,044,067.00	\$ 2,057,424.00	
<b>Net Operating Income</b>		\$ (1,632,601.07)	\$ (1,608,028.80)	\$ 3,521,148.00	\$ 2,622,311.00	\$ 3,462,261.00	\$ 3,602,632.00	\$ 3,700,562.00	\$ 3,090,216.00	\$ 3,456,207.00	\$ 3,560,779.00	\$ 3,667,975.00	\$ 3,777,861.00	
Sale No Commission (Year 11)												\$ 44,445,425.84		
PV Factor			0.909	0.826	0.751	0.683	0.621	0.564	0.513	0.467	0.424	0.386		
PV/yr			\$ 3,201,043.25	\$ 2,167,199.19	\$ 2,601,247.58	\$ 2,460,646.38	\$ 2,297,758.12	\$ 1,744,346.50	\$ 1,773,580.89	\$ 1,661,129.65	\$ 1,555,579.43	\$ 1,456,529.03	\$-	
SUM of PV/Years			\$ 34,461,952.60											
PV Sale			\$ 17,135,635.68											
<b>Total PV</b>			\$ 51,597,588.28											
Less Investment Construction Price		\$ 57,922,299.56												
<b>Net PV</b>	\$ (6,324,711.00)	<b>Funding Still Needed</b>												

Expenses	Cost per SF/yr	Annual		
Insurance per SF/yr	\$0.95	\$273,069.90		
Prop. Tax per SF/yr	\$7.52	\$2,161,563.84		
Utilities per SF/yr	\$1.50	\$431,163.00		
Maintenance per SF/yr	\$1.15	\$330,558.30		
Reserve/Replacement	\$0.70	\$201,209.40		
Common Area Carrying Costs	\$3.50			
OWN MONEY To Start (Year 1 Expense)	\$1,000,000.00			
Fix Up Money to Re-Rent Vacant Space	\$20,000.00			
Prop. Mgmt. Fees (% of Collected Gross Rents)	3%	\$134,413.14		
			Year 1	Year 2
<b>Vacancy Rates</b>			<b>25%</b>	<b>14%</b>
Rent Inflation/yr	2.50%			
Expenses Inflation/yr	2.10%			
Personal Discount Rate	10.00%			
Depreciation	39 yr useful life			
Effective Tax Rate	6.50%	(Lorain Tax Bill)		
Cap. Rate	8.50%			
Before Tax Hurdle Rate	9.25%			
After Tax Hurdle Rate	7.25%			
Cap Rate=NOI/Current Market Value				



# Appendix I

## PELLET TERMINAL FINANCIAL

REVENUES		
<b>Net Leasable Space(SF)</b>	28,000	<b>GROSS RENTS (per SF/yr.)</b>
Retail/Food Space (12,500)	\$26.00	\$728,000.00
Office Space (47,500)	\$25.00	\$-
<b>Parking Garage Pass Revenue (Office Tenants)</b>	\$5 a day per space	
*assuming all 61 spaces are filled 250/365 days per year*	\$305.00	\$76,250.00
<b>Total Income</b>		\$804,250.00
FINANCING		CAPITAL STACK
<b>PROJECT COSTS</b>	<b>\$57,922,299.56</b>	
<b>Const. Loan/1st Mortgage LTV (%75) Loan Amount Available</b>	\$32,652,021.48	<b>1st Mortgage</b> 56.37%
<b>Developer Equity On Hand (Cash)</b>	\$1,000,000.00	<b>Owner/Developer Equity</b> 1.73%
<b>(Land)</b>	\$500,000.00	
<b>Outside Investor Equity (Preferred Equity)</b>	\$3,500,000.00	<b>Outside Investor Equity</b> 6.04%
<i>(7 Investors- \$500,000 Each)</i>		
<b>NORD FAMILY FOUNDATION</b>	\$1,000,000.00	
<b>TIF Financing (Public Subsidy)</b>	\$7,500,000	<b>TIF - Local Government Funding</b> 12.95%
<b>ODOT/Metro Parks P'3 Partnership</b>	\$750,000.00	County Government Funding
<b>Small Business / Economic Relief / Other Grants</b>	\$1,000,000.00	Federal Government Funding
<b>Jobs Ohio Grant (200 new jobs minimum)</b>	\$250,000.00	State Government Funding 3%
<b>1st Mortgage Constant</b>	6.51%	
<b>Time Frame (Years on Loan)</b>	30	
<b>Debt Service Coverage Ratio (NOI/DS)</b>	-1.887715	
<b>Debt Service (Annual)</b>	\$2,103,397.34	
<b>Interest Rate</b>	5.00%	
		<b>CASH ON CASH RETURN</b> 16%
<b>TOTAL CASH AVAILABLE</b>	\$ 47,652,021.48	<b>TOTAL</b> 81%
<b>Amount of Project Cost Funds Available</b>	82%	
<b>GAP</b>	\$ (10,270,278.09)	

Pellet Terminal Site Financial					
Project Assumptions	SF	Total Developed Space (sq. ft.)	MARKET DRIVEN APPROACH		COST DRIVEN APPROACH
<b>LOT SIZE(sq. ft.)(14 Acres)</b>	609,840	487,988		<b>Revenue from Construction</b>	<b>Revenue from Construction</b>
			Gross Potential Income	\$804,250.00	Site (gather & prep)
			Vacancy	\$80,425.00	Construction Costs (Hard&Soft)
<b>Retail Space</b>	28,000	5%	Effective Gross Income	\$723,825.00	\$46,682,393.89
<b>Restaurant</b>	22,555	4%	Prop. Tax	\$3,669,666.00	Total Capital Budget
<b>Housing Total</b>	200,833	33%	Other Operating Expenses	\$1,024,773.75	\$52,864,374.89
			NOI	(\$3,970,614.75)	Equity On Hand
<b>Surface Parking Space</b>	236,600	39%	Annual Debt Service	\$2,103,397.34	\$14,216,093.72
			Before Tax Annual Cash Flow	(\$6,074,012.09)	Required Annual Cash Flow
<i>Total of Surface Land Developed</i>		80%	Justified Equity Investment	(\$60,740,120.90)	\$1,421,609.37
<b>Money We Have Sunk In</b>	Transfer Price 2012 (Sale)	<b>\$1.00</b>	Justified Debt Service	\$2,103,397.34	Mortgage Amount
	START UP MONEY FOR PROJECT	<b>\$1,000,000.00</b>	Debt Service Constant	6.51%	\$39,648,281.16
			Justified Mortgage Amount	\$32,334,588.86	Annual Debt Service
			Justified Project Investment	(\$28,405,532.04)	\$2,579,160.34
<b>Total Project Cost Value</b>		<b>\$57,922,299.56</b>	NOI	\$4,000,769.71	
		<b>\$43,536,028.64</b>	Other Expenses	\$1,024,773.75	
			Prop. Tax	\$3,669,666.00	
			Effective Gross Income	(\$693,670.04)	
			Vacancy	(\$69,367.00)	
			Gross Potential Income	(\$624,303.04)	
			Total Capital Budget	\$57,922,299.56	
			Justified Project Investment	(\$28,405,532.04)	Required Blended Annual Rent
			GAP?	(\$86,327,831.61)	(\$22.30)
					Actual Average Rent
					\$25.50
					Justified Project Investment
					(\$28,405,532.04)
					GAP
					(\$86,327,831.61)
EXPENSES					
	<i>Annually</i>				
<i>Property Taxes (per sq. ft.)</i>	\$7.52	\$3,669,666.00			
<i>Property Maintenance (per sq. ft.)</i>	\$1.15	\$561,185.63			
<i>Insurance (per sq. ft.)</i>	\$0.95	\$463,588.13			
<i>Utilities (per Sq. ft.)</i>	\$1.50	\$731,981.25			
<i>Reserve/Replacement</i>	\$0.70	\$19,600.00			
<i>Vacancy/Provision for Losses</i>	10%	\$80,425.00			
<b>Total Expenses</b>		\$5,526,446.00			
<b>REQUIRED Rate of Return (%10+)</b>	10%				
<b>Market Cap. Rate</b>	-9.12%	8.50%			

# Appendix J CITY HALL FINANCIAL SUMMARY

PROJECT COST SUMMARY (City Hall Site)					
PROJECT CATEGORIES		Parcel Square Footage	Acerage	PROJECT COSTS (Actual Purchase Price/Most Recent Tax Value)	Building Square Footage
<b>PURCHASE LAND AND BUILDINGS</b>					<b>134946</b>
<i>Parcels Already Owned (City Hall Site)</i>	<b>201005101029</b>	174,240	4	\$ 1.00	
	<b>30 Other Parcels</b>				
	<b>TOTAL</b>	<b>174,240</b>	<b>4</b>	<b>\$ 1.00</b>	
<b>LAND</b>	<b>TOTAL TO FINANCE</b>			<b>\$ 1.00</b>	

Ground Level Space (sqft)	174,240	Building % (Lot Coverage)	22%
<b>Mixed Use Structure</b> First Floor [3 Floors; 37,488 SF Retail Floor #1; 28,908 SF Floor #2 & Floor #3]	37,488		
<b>20 Townhomes</b> [Unit Approx SF 1,350 (3 Floors)]	37,740		22%
<b>Surface Parking</b> (121 Spaces Req. Plus additional 29 public spaces for paid parking lot)	48,750	<b>Parking % (Lot Coverage)</b>	28%
<b>Open Space</b>	50,262		29%
<b>TOTAL Ground Space Used</b>	<b>174,240</b>		100%

HARD COSTS - SITE WORK	(Costs)	TOTALS
Land Prep/Development (per acre)		
-Roads, Grading, Excavating, Landscaping, Utility Placement	\$ 300,000.00	\$ 1,200,000.00
Demolition & Clean Up (per SF)	\$ 6.50	\$ 877,149.00
Off-Site Work (i.e., streets, curbs, etc.) CITY HANDLE	<b>CITY HANDLE</b>	
	<b>Subtotal</b>	<b>\$ 2,077,149.00</b>

HARD COSTS - CONSTRUCTION			
New Construction Costs	\$ per SF	SF	
Class "A" Office Space	\$ 170.00	0	\$ -
Retail Space	\$ 150.00	37,488	\$ 5,623,200.00
Tenant Improvement Allowance (TIA)	\$ 30.00	18,870	\$ 566,100.00
Residential Townhome Construction	\$ 140.00	37,740	\$ 5,283,600.00
Surface Parking Paving / Concrete Costs (121 Spaces)	\$ 6.50	48,750	\$ 316,875.00
Covered Parking (61 Spaces @ Grade /First Floor portion of building)	\$ 12,000.00		\$ -
<b>TOTAL</b>		142,848	\$ 11,789,775.00
<b>Construction Contingency</b>		<b>10%</b>	<b>\$ 1,178,977.50</b>
		Subtotal	<b>\$ 12,968,752.50</b>
		<b>RUNNING TOTAL (Hard Costs)</b>	<b>\$ 15,045,902.50</b>

SOFT COSTS - PROFESSIONAL FEES			\$ Total
Architect Fee	4% of total construction		\$ 471,591.00
Planning Fees			\$ 20,000.00
Engineering			\$ 100,000.00
Accounting / Real Estate Attorney			\$ 100,000.00
Appraisal, Market Study, Env. Report, Consulting, Cost Certification, etc.			\$ 50,000.00
<b>SUBTOTAL</b>			\$ 741,591.00
<i>Other/Contingency (5%)</i>			\$ 37,079.55
		SUBTOTAL	<b>\$ 778,670.55</b>
Developer's Fees			<b>\$ 250,000.00</b>

FINANCING COSTS? (OTHER THAN APPRAISAL)			
Construction Interest	\$ 710,191.78	2 Years	
Construction Loan Fee	\$ 143,115.37	2%	<b>\$ 143,115.37</b>
Insurance, Title, etc.	Included ^		
Taxes, Performance Premium, etc.	Included ^		
<b>PERMANENT FINANCING FEES AND EXPENSES</b>			
Permanent Loan Fees		0%	
Tax Credit Fees/(Other)			
<b>TOTAL</b>			<b>\$ 143,115.37</b>
		<b>RUNNING TOTAL OF SOFT COSTS</b>	<b>\$ 1,171,785.92</b>
<b>GRAND TOTAL</b>			<b>\$ 16,217,688.42</b>

# Appendix K

## CITY HALL CASH FLOW

**Planning Capstone Project - Lorain Ohio**  
**10 Year Cash Flow Projection After Build Complete**

ASSUMPTIONS														
Rent	Annual \$/SF	SF	Yearly		Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11
Retail	\$ 14.00	37,488.00	\$ 524,832.00	5 yr leases w/ inflation after initial lease year 3	\$ 524,832.00	\$ 524,832.00	\$ 537,952.80	\$ 551,401.62	\$ 565,186.66	\$ 579,316.33	\$ 593,799.24	\$ 608,644.22	\$ 623,860.32	\$ 639,456.83
Condos (20 Units 1,350 SF)	\$ 18.00	27,000.00	\$ 486,000.00	5yr leases w/ inflation after initial lease year 5	\$ 486,000.00	\$ 486,000.00	\$ 486,000.00	\$ 486,000.00	\$ 498,150.00	\$ 510,603.75	\$ 523,368.84	\$ 536,453.06	\$ 549,864.39	\$ 563,611.00
Apartments (77 units @ 750 SF)	\$ 16.00	57,816.00	\$ 925,056.00	1 & 2 year leases w/ Inflation every 3 years	\$ 925,056.00	\$ 925,056.00	\$ 948,182.40	\$ 948,182.40	\$ 948,182.40	\$ 971,886.96	\$ 971,886.96	\$ 971,886.96	\$ 996,184.13	\$ 996,184.13
			\$ 1,935,888.00	TOTAL ANNUAL RENT										
TOTAL LEASABLE SF		122,304.00												
<b>Parking Revenue</b>	\$5 per space/day													
(29 spaces will be open for paid parking for public/retail)	\$ 145.00		\$ 36,250.00	250/365 days full, so this number is conservative on the payback annually										
<b>Land SF</b>		<b>174,240.00</b>												
<b>Total Cash on Hand</b>		\$ 1,000,000.00												
Asking Price/Total Project Cost		\$ 16,217,688.42	%75 of Const. Costs.											
<b>Land Value</b>		\$ 747,400.00	\$ 12,163,266.31	\$ 161,243.32										
Market Value		\$ 9,541,024.66		\$ 12,631.06										
				7%										
<b>Expenses</b>	Cost per SF/yr	Annual												
Insurance per SF/yr	\$ 0.95	\$ 116,188.80												
Prop. Tax per SF/yr	\$ 7.52	\$ 919,726.08												
Utilities per SF/yr	\$ 1.50	\$ 183,456.00												
Maintenance per SF/yr	\$ 1.15	\$ 140,649.60												
<b>Reserve/Replacement</b>	\$ 0.70	\$ 85,612.80												
<b>Common Area Carrying Costs</b>	\$3.50													
<b>OWN MONEY To Start (Year 1 Expense)</b>	\$750,000.00													
<b>Fix Up Money to Re-Rent Vacant Space</b>	\$20,000.00													
<b>Prop. Mgmt. Fees (% of Collected Gross Rents)</b>	\$0.03	\$30,324.96												

		Year 1	Year 2	Year 3	Year 4-On
<b>Vacancy Rates</b>		0.25	0.14	0.11	0.1
Rent Inflation/yr	\$0.03				
Expenses Inflation/yr	\$0.02				
Personal Discount Rate	10%				
Depreciation	39 yr useful life				
Effective Tax Rate	0.0169	Lorain Tax Bill			
Cap. Rate	0.085				
Before Tax Hurdle Rate	9.25%				
After Tax Hurdle Rate	7.25%				

# Appendix K.2 CITY HALL CASH FLOW

NOI	CONSTRUCTION PERIOD											Projected Sale End of Year 10		
	-1	0	1	2	3	4	5	6	7	8	9	10	11	
<b>Rents/Revenues</b>			\$ 1,010,832.00	\$ 1,010,832.00	\$ 1,010,832.00	\$ 1,023,952.80	\$ 1,037,401.62	\$ 1,063,336.66	\$ 1,089,920.08	\$ 1,117,168.08	\$ 1,145,097.28	\$ 1,173,724.71	\$ 1,203,067.83	
<b>Less Vacancy</b>			\$ (252,708.00)	\$ (141,516.48)	\$ (111,191.52)	\$ (102,395.28)	\$ (103,740.16)	\$ (127,600.40)	\$ (108,992.01)	\$ (111,716.81)	\$ (114,509.73)	\$ (117,372.47)	\$ (120,306.78)	
Parking Revenue			\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	\$ 36,250.00	
Prop. Tax Payback (Retail NNN Leases)			\$ 281,909.76	\$ 287,829.86	\$ 293,874.29	\$ 300,045.65	\$ 306,346.61	\$ 26,320.00	\$ 53,745.44	\$ 54,874.09	\$ 56,026.45	\$ 57,203.01	\$ 58,404.27	
Insurance Payback (Retail NNN Leases)			\$ 35,613.60	\$ 36,361.49	\$ 37,125.08	\$ 37,904.70	\$ 38,700.70	\$ 19,756.71	\$ 40,343.20	\$ 41,190.41	\$ 42,055.40	\$ 42,938.57	\$ 43,840.28	
Maint. Payback (Retail NNN Leases)			\$ 43,111.20	\$ 44,016.54	\$ 44,940.88	\$ 45,884.64	\$ 46,848.22	\$ 23,916.02	\$ 48,836.50	\$ 49,862.07	\$ 50,909.17	\$ 51,978.27	\$ 53,069.81	
<b>Utilities Payback (Retail NNN Leases)</b>			\$ 56,232.00	\$ 57,412.87	\$ 58,618.54	\$ 59,849.53	\$ 61,106.37	\$ 31,194.80	\$ 63,699.79	\$ 65,037.48	\$ 66,403.27	\$ 67,797.74	\$ 69,221.49	
<b>CAM Payback for Office Space &amp; Retail</b>			\$ 8,750.00	\$ 8,933.75	\$ 9,121.36	\$ 9,312.91	\$ 9,508.48	\$ 9,708.16	\$ 9,912.03	\$ 10,120.18	\$ 10,332.70	\$ 10,549.69	\$ 10,771.23	
<b>TIF Financing Return?</b>					\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	\$ 249,462.34	
Construction Loan Draw	\$ 3,577,884.25	\$ 3,577,884.25						Some Retail Space Empty for Renovation Before Re-Lease						
<b>Net Revenues</b>			\$ 1,219,990.56	\$ 1,340,120.03	\$ 1,629,032.98	\$ 1,660,267.30	\$ 1,681,884.18	\$ 1,332,344.29	\$ 1,483,177.37	\$ 1,512,247.85	\$ 1,542,026.90	\$ 1,572,531.86	\$ 1,603,780.47	
over all prop tax paid			\$ (242,394.93)	\$ 250,609.65	\$ (4,897.12)	\$ (11,068.48)								
Expenses														
Insurance per SF/yr			\$ 61,263.60	\$ 62,550.14	\$ 63,863.69	\$ 65,204.83	\$ 66,574.13	\$ 67,972.18	\$ 69,399.60	\$ 70,856.99	\$ 72,344.99	\$ 73,864.23	\$ 75,415.38	
Prop. Tax per SF/yr	BASED OFF TIFF MODEL		\$ 39,514.83	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	\$ 538,439.52	
Maintenance per SF/yr			\$ 74,161.20	\$ 75,718.59	\$ 77,308.68	\$ 78,932.16	\$ 80,589.73	\$ 82,282.12	\$ 84,010.04	\$ 85,774.25	\$ 87,575.51	\$ 89,414.60	\$ 91,292.30	
Utilities per SF/yr			\$ 96,732.00	\$ 98,763.37	\$ 100,837.40	\$ 102,954.99	\$ 105,117.04	\$ 107,324.50	\$ 109,578.32	\$ 111,879.46	\$ 114,228.93	\$ 116,627.74	\$ 119,076.92	
<b>Fix Up Money to Re-Finish &amp; Re-Rent Vacant Space</b>								\$ 20,000.00						
<b>Prop. Mgmt. Fees (%3)</b>			\$ 30,324.96	\$ 30,324.96	\$ 30,324.96	\$ 30,718.58	\$ 31,122.05	\$ 31,900.10	\$ 32,697.60	\$ 33,515.04	\$ 34,352.92	\$ 35,211.74	\$ 36,092.03	
Reserve/Replacement			\$ 45,141.60	\$ 46,089.57	\$ 47,057.45	\$ 48,045.66	\$ 49,054.62	\$ 50,084.77	\$ 51,136.55	\$ 52,210.41	\$ 53,306.83	\$ 54,426.28	\$ 55,569.23	
<b>Construction Loan Interest (%)</b>			\$ 357,788.42	\$ 352,403.35										
Initial Investment Money	\$ 3,500,000.00													
Balance	\$ 3,142,211.58	\$ 2,789,808.22												
<b>Total Expenses</b>	\$ 357,788.42	\$ 352,403.35	\$ 347,138.19	\$ 851,886.14	\$ 857,831.70	\$ 864,295.73	\$ 870,897.09	\$ 898,003.19	\$ 885,261.62	\$ 892,675.68	\$ 900,248.70	\$ 907,984.10	\$ 915,885.39	
<b>Net Operating Income</b>		\$ (357,788.42)	\$ (352,403.35)	\$ 872,852.37	\$ 488,233.88	\$ 771,201.28	\$ 795,971.57	\$ 810,987.10	\$ 434,341.10	\$ 597,915.75	\$ 619,572.17	\$ 641,778.20	\$ 664,547.75	
Sale No Commission (Year 11)												\$ 7,818,208.87		
PV Factor			0.909	0.826	0.751	0.683	0.621	0.564	0.513	0.467	0.424	0.386		
PV/yr		\$ 793,502.16	\$ 403,499.08	\$ 579,414.94	\$ 543,659.29	\$ 503,559.18	\$ 245,174.23	\$ 306,825.32	\$ 289,034.99	\$ 272,176.61	\$ 256,211.93	\$ -		
SUM of PV/Years		\$ 6,697,401.18												
<b>PV Sale</b>		\$ 3,014,257.96												
Total PV		\$ 9,711,659.14												
<b>Less Investment Construction Price</b>	\$ 16,217,688.42													
Net PV	\$ (6,506,029.28)	Funiding Still Needed												



# Appendix M

## CITY HALL FINANCIAL

### LORAIN CITY HALL SITE Construction Project

Project Assumptions	SF	Total Developed Space (sq. ft.)	MARKET DRIVEN APPROACH	New Office/Retail Center Construction	COST DRIVEN APPROACH	New Retail Center Construction
LOT SIZE(sq. ft.)(2.45 Acres) 3 FLOOR BUILDING	174,240.00	75,228.00	Gross Potential Income	\$ 1,994,690.00	Site (gather & prep)	\$ 2,077,150.00
Mixed Use Structure (Apartments & Retail)	<b>37,488.00</b>	<b>22%</b>	<b>Vacancy</b>	\$ 199,469.00	Construction Costs (Hard&Soft)	\$ 12,818,445.55
Condos	<b>37,740.00</b>	<b>22%</b>	<b>Effective Gross Income</b>	\$ 1,795,221.00	Total Capital Budget	\$ 14,895,595.55
Surface Parking Space	48,750.00	28%	Prop. Tax	\$ 565,714.56	Equity On Hand	\$ 4,723,898.89
Open Space	<b>50,262.00</b>	<b>29%</b>	Other Operating Expenses	\$ 157,978.80	Required Annual Cash Flow	\$ 472,389.89
Total of Surface Land Developed		100%	<b>NOI</b>	<b>\$ 1,071,527.64</b>		
Money We Have Sunk In	fer Price (City already owns this	\$ 1.00	Annual Debt Service	\$ 460,964.55		
START UP MONEY FOR PROJECT (CITYS INITI		\$ 1,000,000.00	Before Tax Annual Cash Flow	\$ 610,563.09		
Total Project Cost		\$ 16,217,688.42	Justified Equity Investment	\$ 6,105,630.89	Mortgage Amount	\$ 11,171,696.66
Value		\$ 9,541,024.66	Justified Debt Service	\$ 460,964.55	Annual Debt Service	\$ 726,730.04
			Debt Service Constant	\$ 0.07	NOI	\$ 1,199,119.93
<b>EXPENSES</b>	<b>Annually</b>		Justified Mortgage Amount	\$ 7,086,202.37	Other Expenses	\$ 157,978.80
Property Taxes (per sq. ft.)	\$ <b>7.52</b>	\$ <b>565,714.56</b>	<b>Justified Project Investment</b>	<b>\$ 13,191,833.27</b>	<b>Prop. Tax</b>	<b>\$ 565,714.56</b>
Property Maintenance (per sq. ft.)	\$ <b>1.15</b>	\$ <b>86,512.20</b>	Total Capital Budget	\$ 16,217,688.42	<b>Effective Gross Income</b>	<b>\$ 475,426.57</b>
Insurance (per sq. ft.)	\$ 0.95	\$ 71,466.60	Justified Project Investment	\$ 13,191,833.27	<b>Vacancy</b>	<b>\$ 47,542.66</b>
Utilities (per Sq. ft.)	\$ 1.50	\$ 112,842.00	GAP	\$ <b>(3,025,855.15)</b>	Gross Potential Income	\$ 427,883.91
Reserve/Replacement	\$ 0.70	\$ 52,659.60			Required Blended Annual Rent	\$ 5.69
Vacany/Provision for Losses	10%	\$ 199,469.00			Actual Average Rent	\$ 25.50
Total Expenses		\$ 1,088,663.96			Justified Project Investment	\$ 13,191,833.27
Rate of Return (%10+)	10%				Total Capital Budget	\$ 16,217,688.42
Market Cap. Rate	11.23%	9%			<b>GAP</b>	<b>\$ (3,025,855.15)</b>
<b>REVENUES</b>						
Net Leaseable Space(SF)	\$ 75,228.00	GROSS RENTS (per SF/yr)				
Retail/Food Space (12,500)	\$ 26.00	\$ 981,240.00				
Office Space (47,500)	\$ 25.00	\$ 937,200.00				
Parking Garage Pass Revenue (Office Tenants)	\$5 a day per space					
*assuming all 61 spaces are filled 250/365 days per year*	\$ 305.00	\$ 76,250.00				
Total Income		\$ 1,994,690.00				

FINANCING		CAPITAL STACK	
PROJECT COSTS	\$ 16,217,688.42		
Const. Loan/1st Mortgage LTV (%75)			
Loan Amount Available	\$ 7,155,768.49	1st Mortgage	44%
Developer(City) Equity On Hand (Cash)	\$ 1,000,000.00	Owner/Developer Equity	6%
(Land)	\$ 325,000.00		
Outside Investor Equity (Preferred Equity)	\$ 2,500,000.00	Outside Investor Equity	15%
(5 Investors- \$500,000 Each)			
TIF Financing (Public Subsidy)	\$ 2,600,000.00	TIF - Local Government Funding	16%
NORD FAMILY FOUNDATION	\$ 750,000.00		
ODOT/Metro Parks P3 Partnership	\$ 750,000.00	County Government Funding	
Small Business / Economic Relief / Other GOV. Grants	\$ 1,000,000.00	Federal Government Funding	
Jobs Ohio Grant (200 new jobs minimum)	\$ 250,000.00	State Government Funding	12%
1st Mortgage Constant	\$ 0.07		
Time Frame (Years on Loan)	\$ 30.00		
Debt Service Coverage Ratio (NOI/DS)	\$ 2.32		
Debt Service (Annual)	\$ 460,964.55		
Interest Rate	\$ 0.05		
TOTAL CASH AVAILABLE	\$ 16,005,768.49	<b>CASH ON CASH RETURN</b>	<b>16%</b>
		TOTAL	94%
Amount of Project Cost Funds Available	99%		
GAP	\$ <b>(211,919.93)</b>		