

The Van Aken District

WORK / LIVE



Van Aken District

- *Our Vision:*

- ~ A vibrant walkable mixed use district
- ~ Interesting buildings and landscape
- ~ Central green gathering place
- ~ Iconic Transit Station
- ~ Unique Retail and Office mix
- ~ Educational, arts or civic anchor
- ~ Connectivity to traditional neighborhoods





What is a Walkable Mixed Use District?

- ❖ Near mass transit
- ❖ Comfortable walking distance
- ❖ Interesting surroundings
- ❖ Spaces defined by building, landscaping
- ❖ Pedestrian amenities: lighting, art, crosswalks
- ❖ Gathering places
- ❖ Connected to neighborhoods



Demand Near Transit

- ❖ 42% of apartment units under construction are within a few minutes' walk of train or buses.



Uptown, Cleveland

Demand – Millennials Housing Preferences

- ❖ Half give up living space to live in walkable neighborhoods
- ❖ Diverse neighborhoods with proximity to jobs, fun, connectedness



Transportation Habits

- ❖ Miles driven dropped 40% over last 10 years
- ❖ Bike transportation up 24% in 10 years
- ❖ 26% of Millennials have no Driver License



How to Get this Done:

Zoning Code Updates

Conditional Uses Added – CM District

- Wine Bars, Brew Pubs
- Laboratories and research facilities
- Work / Live Units



East 4th, Cleveland

How to Get this Done:

Zoning Code Updates

CM District Development Standards

- 50% of frontage must be used for retail, restaurant or service
- 60% of first floor frontage is clear windows
- Minimum parking requirement reduced to 60% of required, based on mixed use, proximity to transit
- Parking prohibited in front of building

How to Get this Done:

- City Infrastructure Improvements
- Road Reconfiguration
- Transit
- Great Streets and Streetscape



How to Get this Done:

- **Developer Incentives**
- **TIF Financing**

Others Using TIF Financing

- **Over 50 TIF Districts in Cuyahoga County**
- **Cedar Center North**
- **Eaton World Headquarters**
- **Crocker Park**
- **Steelyard Commons**



Crocker Park

Van Aken District



Warrensville/Van Aken Intersection Existing Conditions

- ❖ 45,000 cars/day
- ❖ 6 legs
- ❖ Confusing, congested, unsafe
- ❖ Many accidents:
 - #1 in city
 - #11 in county
 - #188 in state

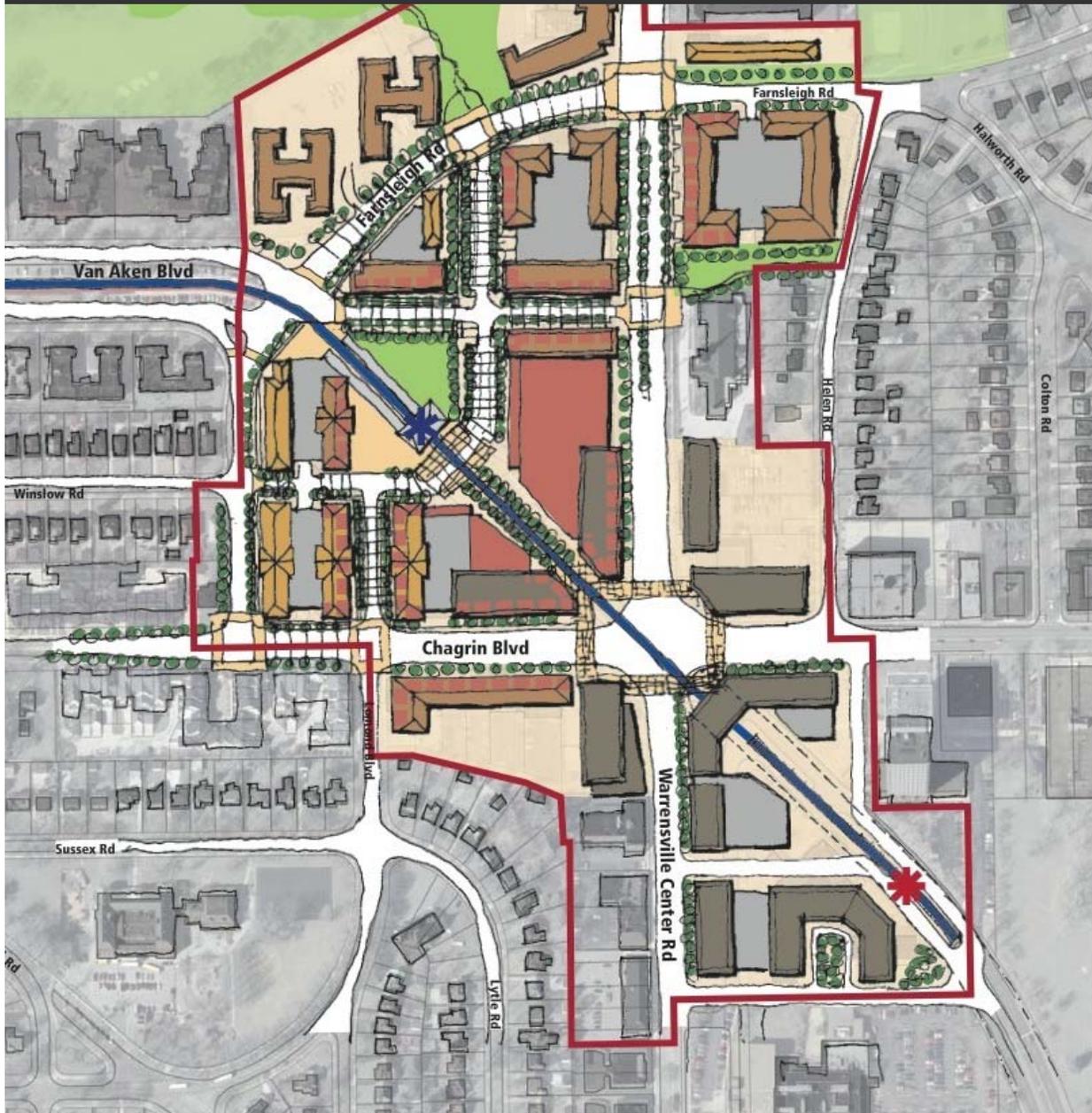


Public Participation



- ❖ Strategic Investment Plan (2000)
- ❖ Warrensville/Van Aken TOD Plan (2008)
- ❖ Intermodal Transit Center Program Plan (2010)
- ❖ Blue Line Extension Project (2010)
- ❖ Economic Development Plan (2010)
- ❖ Marketing Plan for Economic Development (2011)

WVA TOD Plan - 2008

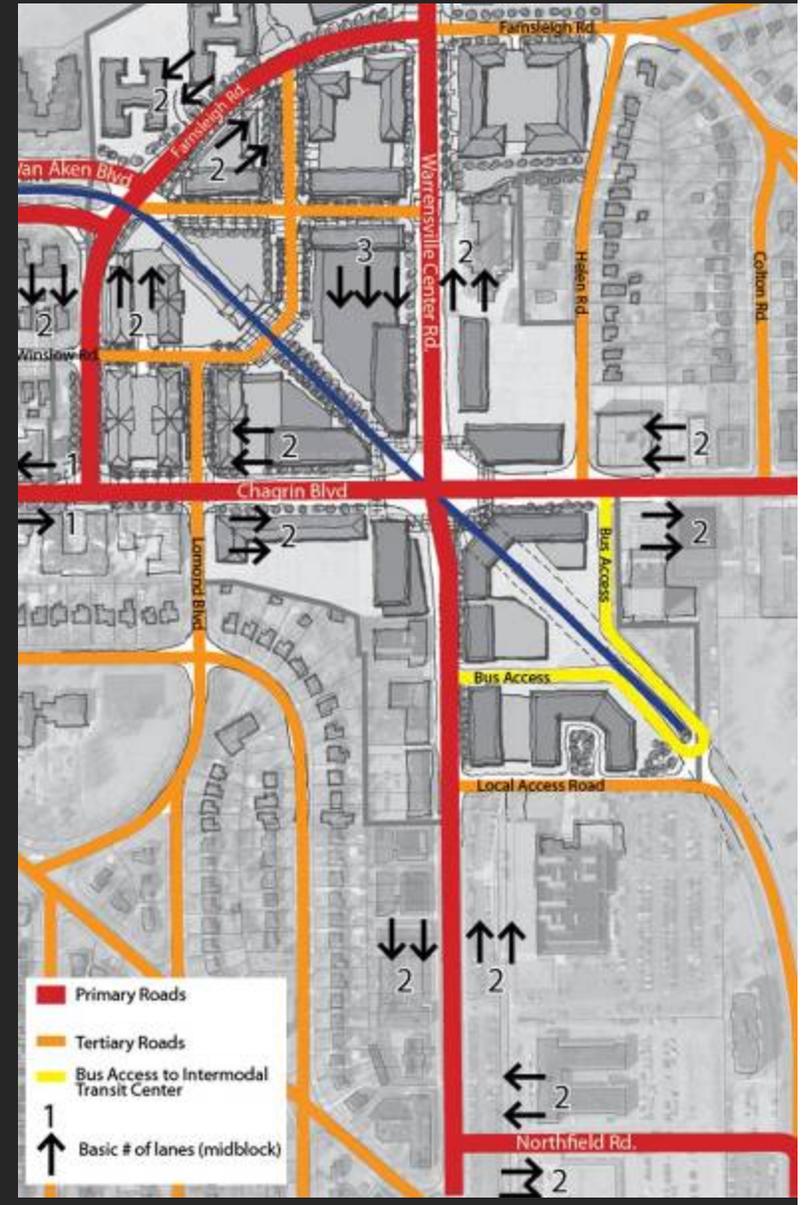


A vibrant mixed-use district:

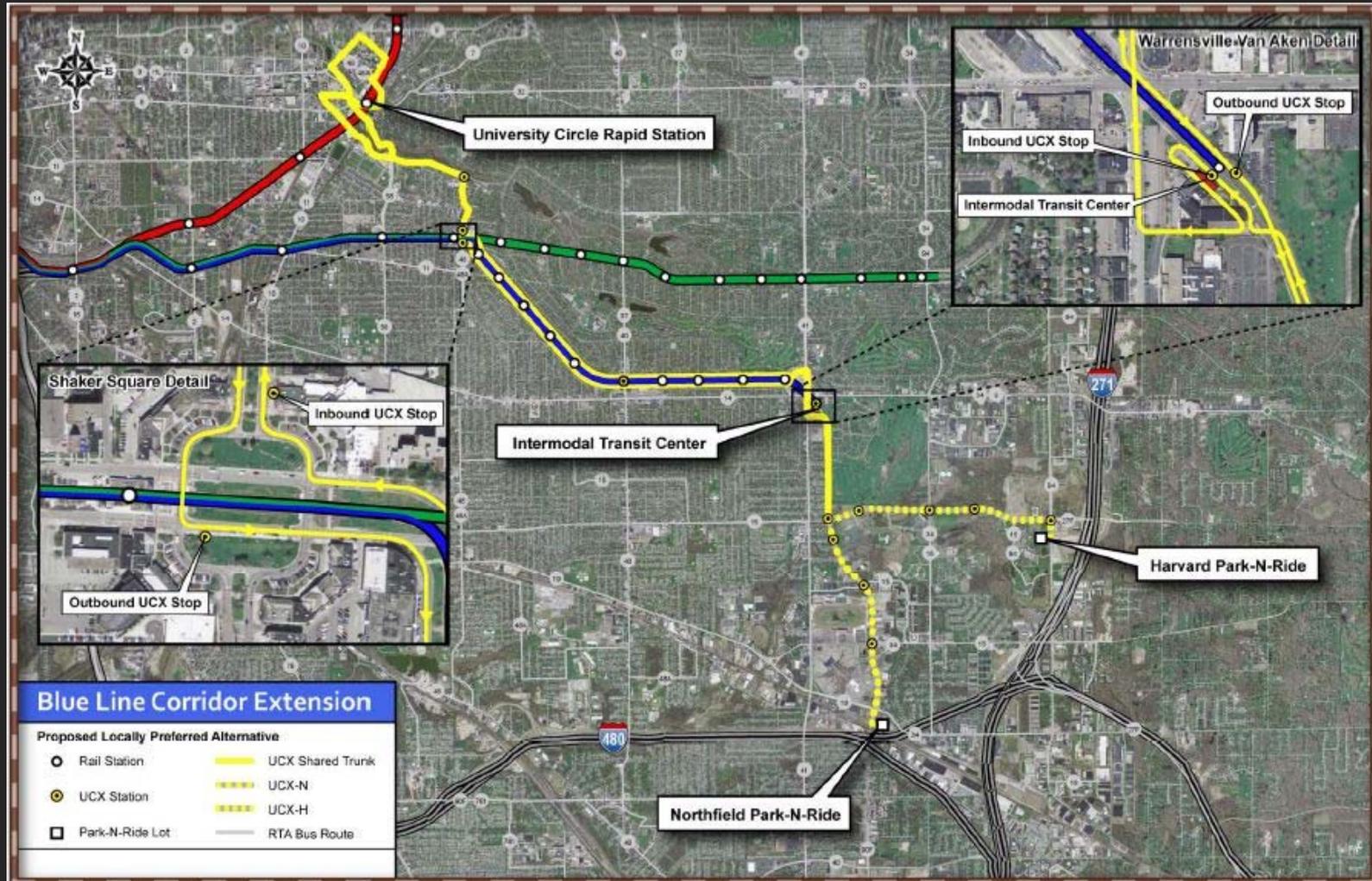
- ❖ Reconfigure: 6 legs to 4 legs
- ❖ Close Van Aken
- ❖ Relocate Northfield
- ❖ Create regular development parcels
- ❖ Extend rapid transit
- ❖ Create intermodal center

Roads: \$18.5M Committed

- ❖ Estimated Cost: \$17.4 million
 - \$18.5 million committed
- ❖ Seven Funding Sources
- ❖ Schedule
 - Design/engineering 2010-2013
 - Property acquisition 2012-2013
 - Construction 2014-2015



RTA Blue Line Extension



Proposed Transit Station



Cost/Funding Plan: Transit

Estimated Construction Cost:

\$25.4 million (Shaker)

\$36.6 million (Total)

Schedule

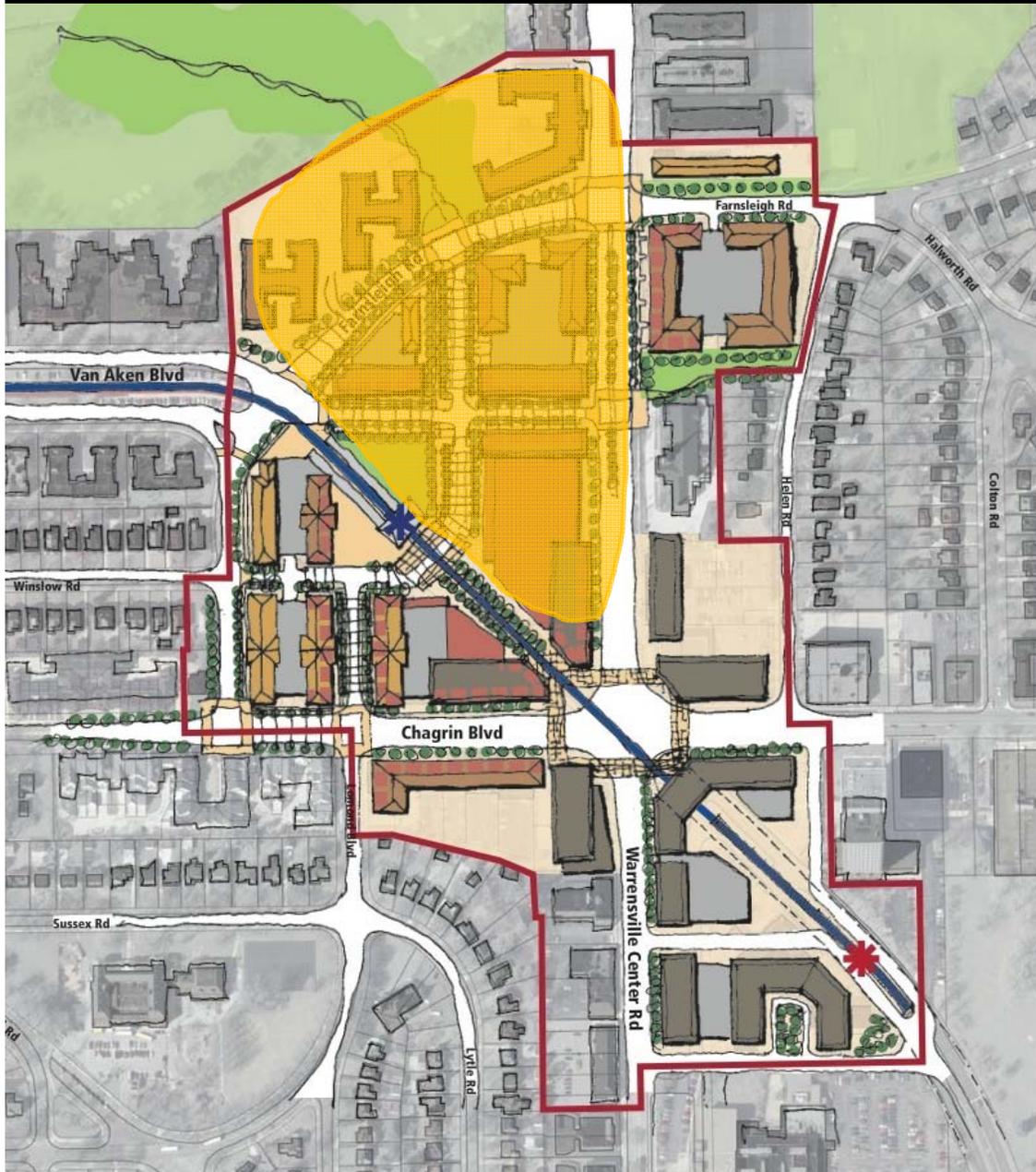
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|---------------------------|-----------|
| ■ Alternatives Analysis | 2011-2012 |
| ■ Environmental | 2013 |
| ■ New Starts Process | 2013-2014 |
| ■ Preliminary Engineering | 2015-2016 |
| ■ Final Engineering | 2017 |
| ■ Construction | 2018 |



Predevelopment Planning Goals

- RTA moving forward with environmental study despite uncertainty of final location
- Bring property owners to the table
- Prepare package to take to development community
 - Update site plan
 - Develop real estate pro forma
 - Develop financing plan
 - Housing & Retail study – authentic mix
 - Develop and execute an office attraction strategy

Economic Development \$75M



Placemaking Elements

Retail

- 100,000 s.f.
- 250 jobs
- \$168,750 income tax

Residential

- 160 new units
- 280 residents
- \$367,500/yr income tax

Office

- 130,000 s.f.
- 520 jobs
- \$31M payroll
- \$702,000/yr income tax

Property Tax

- Total \$3.8M/yr

Income Tax

- Total \$1.2M/yr

Walkable developments get higher office and residential rents:

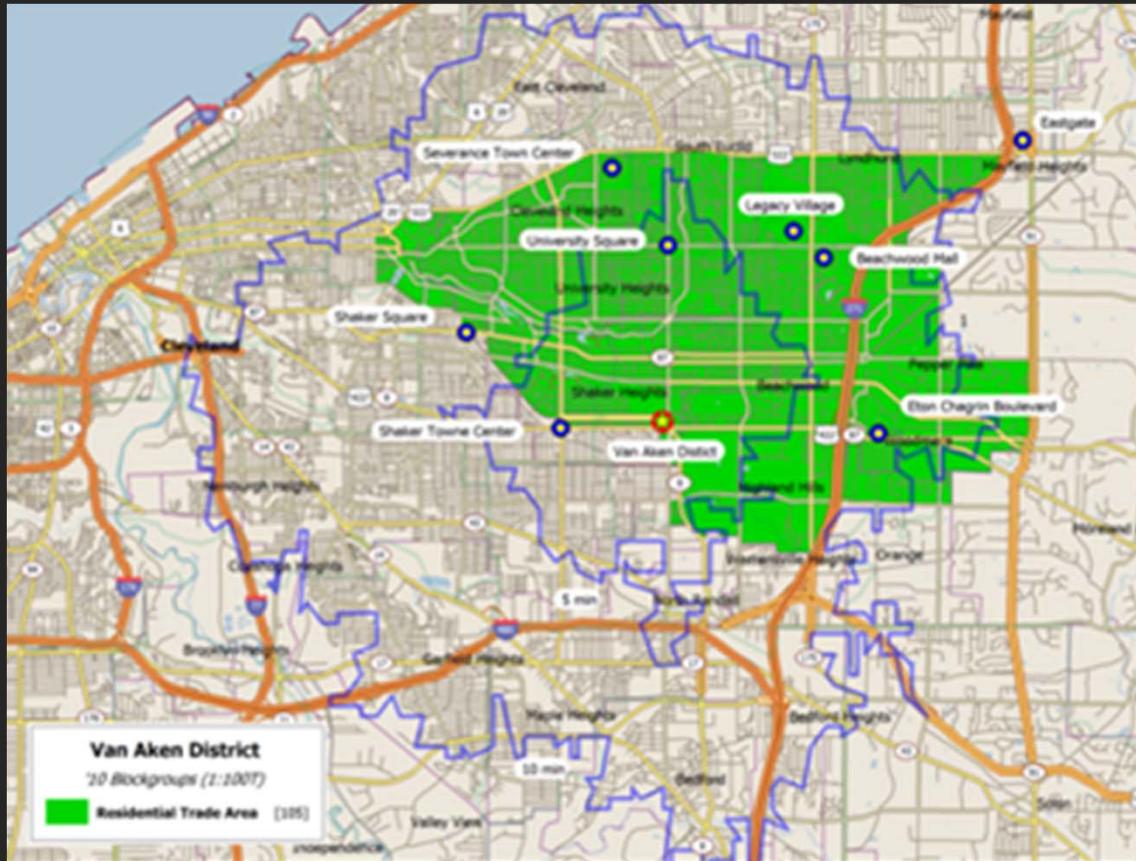
❖ Walkable districts add

- \$9/sf office rents
- \$7/sf retail rents
- \$82/sf home values
- \$300/month apartment rents

Home Values 42% Higher Near Public Transit

- ❖ Transportation role in real estate and housing decisions.
- ❖ Foundation of long-term economic well-being.

Trade Area – 10 minute drive time



Trade area includes:

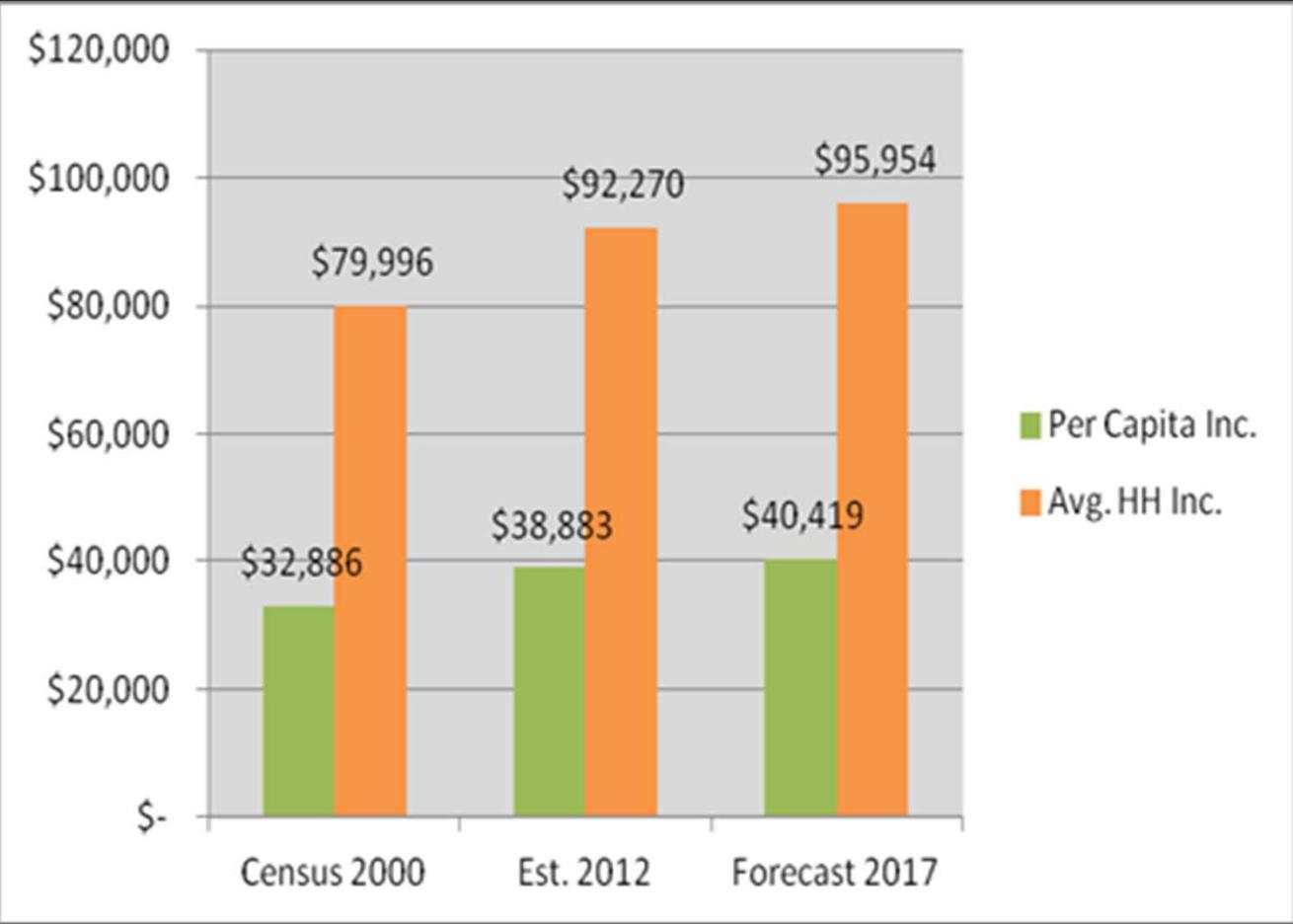
- Shaker Heights
- Beachwood
- University Heights
- Cleveland Heights
- South Euclid
- Mayfield Heights
- Pepper Pike
- Woodmere

Trade area average income is 26% higher than the national average

Compared to the national average, the trade area has:

- A 30% higher college attainment rate
- Three times the number of master's degrees

Trade area average income



MOSAIC Profile Buying Power

Six MOSAIC groups with higher than normal incidences which account for 63.7 percent (30,900 households) of total households in the trade area. **Five of these six groups are the five most affluent socio-economic groups nationally:**

- Group A: Power Elite
- Group B: Flourishing Families
- Group C: Booming With Confidence
- Group D: Suburban Style
- Group E: Thriving Boomers
- Group G: Young City Solos

MOSAIC Profile Buying Power

- **Group A: Power Elite**

Represent the wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer. 8,500 households (17.6 percent of total) compared with 6.1 percent nationally.

- **Group B: Flourishing Families**

Represent affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles. 4,000 households (8.3 percent of total) compared with 4.4 percent nationally.

- **Group C: Booming With Confidence**

Represent prosperous, established couples in their peak earning years living in suburban homes. 6,200 households (12.7 percent of total) compared with 5.3 percent nationally.

MOSAIC Profile Buying Power

- **Group D: Suburban Style**

Represent middle-aged, ethnically-mixed suburban families and couples earning upscale incomes 5,900 households (12.1 percent of total) compared to 5.0 percent nationally.

- **Group E: Thriving Boomers**

Represent upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes. 4,300 households (8.8 percent of total) compared with 5.1 percent nationally.

- **Group G: Young City Solos**

Represent younger and middle-aged singles living active and energetic lifestyles in metropolitan areas. 2,000 households (4.2 percent of total) compared to 2.0 percent nationally.

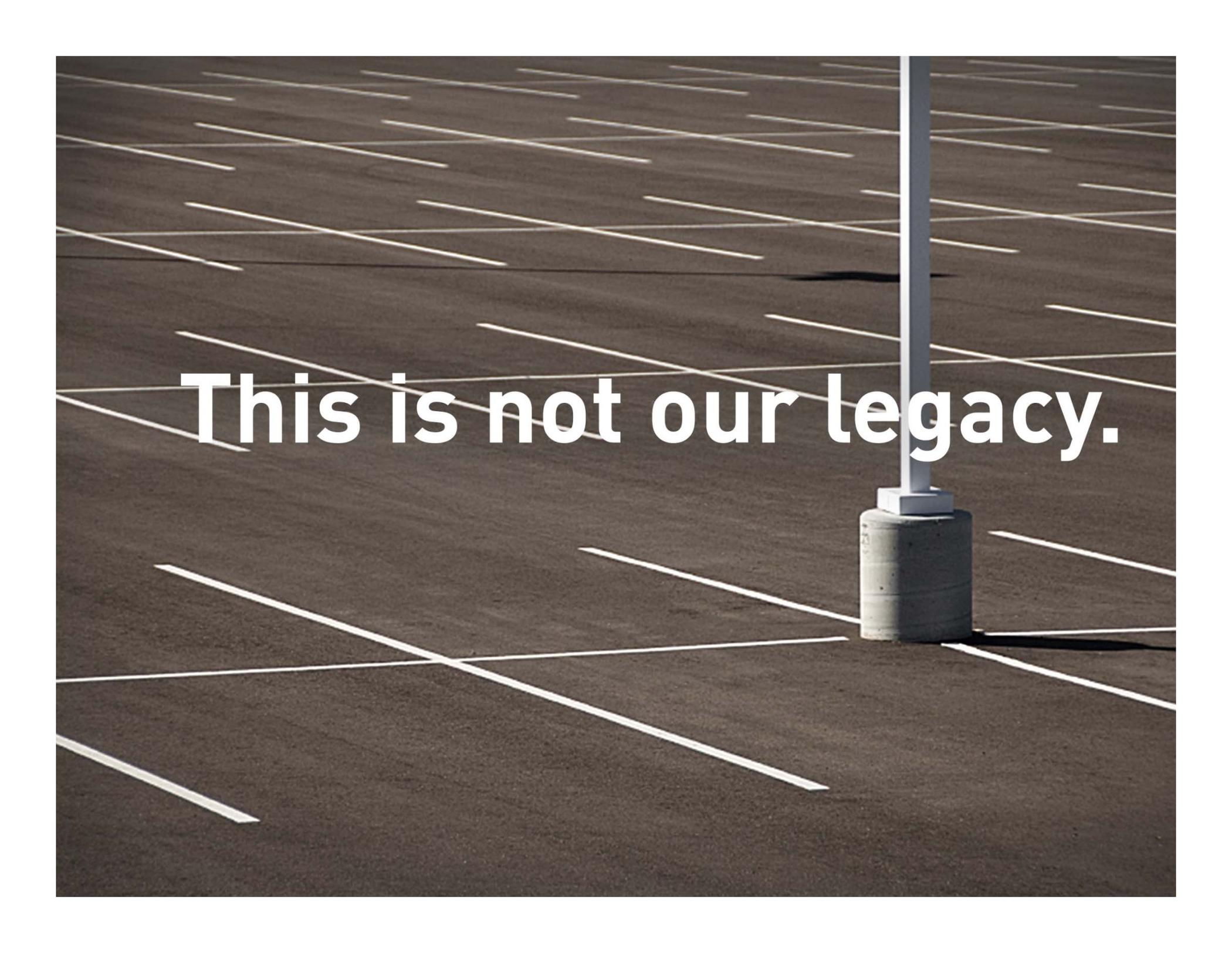
Communication Plan: Van Aken on Track

❖ Regularly timed messages

- Restate the Vision
- Last Up
- Next Up
- Meanwhile

❖ Communicated via

- Shaker Life
- Enews
- Social Media
- City Staff

An empty parking lot with white lines on asphalt and a light pole in the foreground. The text "This is not our legacy." is overlaid in white.

This is not our legacy.

Neither is this.





Neighborhoods like these,



Deserve a district
like this.