



SHAKER HEIGHTS

Neighborhood Revitalization and Development Agenda Shaker Heights City Hall, Council Chambers Wednesday, May 8, 6 PM

1. Approval of April 17, 2019 Minutes

Documents:

[NRD 04-17-19 MINUTES.DOC](#)

2. Application to Acquire City Owned Vacant Lot at 3685 Winchell Road

Documents:

[APPLICATION TO ACQUIRE CITY OWNED VACANT LOT AT 3685 WINCHELL ROAD.PDF](#)

3. 2019 Neighborhood Grant Award to S.A.M.S.

Documents:

[2019 NEIGHBORHOOD GRANT AWARD TO S.A.M.S..PDF](#)

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SHAKER HEIGHTS

**Neighborhood Revitalization & Development Committee Minutes
Wednesday, April 17, 2019
6 P.M.
City Hall Council Chambers**

Members Present: Anne E. Williams, Chair
Nancy R. Moore, Council Member
Earl Williams, Jr., Council Member
Alex Dykema, Citizen Member
David E. Weiss, Mayor
Jeri E. Chaikin, Chief Administrative Officer
Katharyne Starinsky, Economic Development Specialist

Others Present: None

The meeting was called to order by Chairperson Anne E. Williams at 6 P.M.

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Approval of the March 13, 2019 Minutes

Anne E. Williams read the minutes and reviewed them. The minutes were approved.

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Storefront Renovation Program

We've done eight projects over the course of the two years. Total investment was \$191,878 and the investments were:

| Source | Amount |
|--------------------------------|------------------|
| Citizens Bank Grant (via SHDC) | \$7,500 |
| Cuyahoga County Grant | \$77,946 |
| City Investment | \$28,700 |
| Private Investment | \$77,732 |
| TOTAL INVESTMENT | \$191,878 |

Katharyne showed pictures of some before and after renovations. The first picture was from a property owner who wanted to lease his property and wasn't getting anyone interested due to the poor condition. He went to the Storefront Program for a façade

CITY OF SHAKER HEIGHTS

refresh. A year later he had an interested tenant, which was Shaker Cigar and they did the signage only project. While it was a small, signage only grant, there was a total of \$1,323 and the business spent \$702 but they wouldn't have gone the extra mile if it was for the contribution to give the sign some extra sparkle.

Discount Cleaners is a great example of a long time property and business owner. He always has the challenge of "people don't know I'm here." We restored what was probably a similar awning over the entryway and gave him a sign that was rather prominent which was helpful to the inside of his building as well.

State Farm Insurance is a great example of a building that had good bones and it was more of a renovation rather than doing a lot of extras. They added cornices across the top of the building as well as lights to shine on more traditional signage. They have also installed new landscaping. Instead of putting in a new door and using new materials, it was stripped and repainted - including windows as well.

The health care project was only a signage only project but it looks vastly different. They actually received an SBA loan a year prior to do the interior work and opening the windows on the second floor. It was an extra incentive to get the something different other than the wood siding.

Process Canine is an example of where the business already had a great brand so their sign was pretty easy to do. They added a window graphics as well. Also unique because we did the fencing for them to keep the neighbors happy and the dogs safe. No complaints from neighbors. The business is out-performing where they expected to be. They actually have a waiting list for their boarding as well as their doggy day care and they will be expanding. They will be building next door to do dog training. So it's a growing business. We do hope that they will purchase the building eventually and with **that there is more opportunity to freshen the façade, clean the sandstone, remove the extras from the building from when it was a nursery and re-work the shutters.** The owner is willing to sell. The owner is an investment group of Shaker investors and it was done with the intention.

The building next door has a lot of potential because it has an unattractive vibe right now. It is faux stone. There is a lot of opportunities to make it look better.

The crown jewel of the Storefront Renovation Program is a new owner that bought the Veterinarian Clinic. We worked hard to take it back to original state with custom shutters. The total project was \$33,000 but the company also put in more money to rehab the side of the building, resurfaced the parking lot and driveway and new landscaping and window boxes. They are very engaged in the community. They also help Process Canine.

Many of the properties in this program are pro-active rather than reactive.

If companies need more than the program can offer, they can still use the program and get financing to cover other costs. The rebates cannot be made larger so we can reach as much as the city as possible and make sure we are getting to impact all the districts.

We have a tenant that's looking at a Fairmount Circle storefront renovation. There is another business in the District South between Lucy's and Juma that is also hoping to use the program. Process Canine is also interested in using the program for their new training storefront. These are likely to occur. Bloc at Almar is interested in doing new awnings for all of the businesses and they also have some ideas for painting the front doors, wood window trims on front. This would be a good way to give the businesses some extra incentive.

The fund is not a replenish able fund.

This committee would love to hear as this project moves forward and to keep up to date.

The Economic Development (ED) Department requests that the Neighborhood Revitalization & Development Committee review and provide comments on the proposed Storefront Renovation Rebate Program, which will be funded by the City at \$74,500; \$50,000 for rebates and \$24,500 for design specialist services. The funds are already approved in the 2019 Economic Development Department budget.

In the past, the City received a competitive grant from Cuyahoga County for the purpose for the Lee Road Storefront Renovation program in 2016 and 2017. During those two years, we completed seven projects on Lee Road between Chagrin and Scottsdale.

Unfortunately, the County has not offered Storefront Renovation Program grant in 2018 and 2019.

In response, the City will fund its own program for 2019. Shaker Heights Development Corporation/Citizens Bank will not contribute any grant dollars to the Storefront Renovation Program in 2019, as those funds are being used to produce the Small Business Advancement Series.

The outline for the program:

Storefront Renovation REBATE Program 2019 Eligibility and Requirements

The City of Shaker Heights is pleased to offer you, a Shaker Heights property owner and/or business owner, to participate in the 2019 City Storefront Renovation Program. The goals purpose of this program are to:

- Improve the appearance of the commercial districts;
- Support property and business owners efforts to improve building exteriors; and
- Contribute to the economic growth and prosperity of Shaker Heights.

PROGRAM

The program has two options for participation:

1. **Signage Only (Business Owners only)** : independently owned, non-franchise businesses may apply for a signage only matching signage only rebate of up to \$3,000. Signage only includes items that bear company marks such as signage, awnings, and window/door graphics. The intent of the signage-only program is three-fold: 1. Incentivize new businesses to open here; 2. Attract, retain and support locally-owned businesses; and 3. Encourage better quality signage in our commercial districts.
2. **Full Façade (Building or Business Owners may apply)**: to improve an existing building's exterior curb appeal in a comprehensive, transformative manner including new/restored front doors and windows, tuck pointing, painting, signage (independent businesses only), awnings, outdoor cafes (visible from the street) and front façade landscaping. Parking lot resurfacing and roof repairs/replacement are not eligible. The entire façade must be assessed and included in the design scheme to produce a transformational project. The sides of buildings may be included on a case by case basis. The maximum 50% matching full façade rebate is \$15,000.

Please read and acknowledge each line item by initialing.

ELIGIBILITY

- The commercial zoned property is located in one of the following areas:
 - Lee Road (Van Aken to Scottsdale)
 - Shaker Commons/South Side of Chagrin (Avalon to Hildana)
 - Larchmere Boulevard (Shaker addresses only)
 - District South (Juma to Lucy's)
 - Bloc at Almar (Pistone's to Fussy)
 - Fairmount Circle (Shaker addresses only on 1st floor with exterior entrance)
- Apartment buildings without first floor commercial space(s) and home based businesses are not eligible.
- Property owner must confirm full support of the project if the business (tenant) is the applicant.
- Property taxes must be current in that the prior tax year is paid in full.
- The applicant must be able to pay for 100% of the project cost up front, as these programs are structured as a rebate once the project is complete.

REQUIREMENTS

- Payroll taxes for the business tenant must be reported to Regional Income Tax Agency (RITA). A payroll tax report for the prior calendar year must be submitted as a part of the application.
- **If the business tenant (for Signage Only and Full Façade projects) is a start-up, a business plan and projected financials must be submitted to Economic Development.**
- **If business signage is included in a Full Façade project, the cost of the sign can only be included if the business is not a franchise or national chain. Additionally, only one rebate may be obtained - either for signage only OR full façade.**
- If there are exterior Building Code violations at the time of application, a written plan with timeline to complete the work must be established to remedy the violations if the project scope is not addressing the violations. The rebate will not be issued until the violations are corrected.

PROJECT SCOPE

- For Signage Only and Full Façade projects, the final project scope and design will be reviewed and approved with the support of a Design Specialist assigned and paid for by the City before contractor bids can be solicited.
- Applicants must secure a minimum of two contractor bids for each trade. Three **contractor bids are required for all trades for Full Façade projects.** If a General Contractor (GC) is hired to manage the project, it is not necessary to have multiple GC bids.
- It is highly recommended that a **General Contractor is utilized for Full Façade projects.**
- Work CANNOT begin on the property until a notice to proceed is issued. A notice to proceed will be issued when a contract is fully executed between the City and the property/business owner and a purchase order is established.
- All City requirements must be met including securing the necessary building permits and approvals from the Architectural Board of Review, Board of Zoning Appeals and City Planning Commission as needed.
- All contractors MUST be licensed to work in the City of Shaker Heights and secure all necessary building permits. If any work is completed without the proper permits, the project will no longer be eligible for a rebate.
- City Economic Development staff will arrange meetings with the Design Specialist (if needed), set up a Commercial Project Review meeting (if needed) and conduct site visits before, during and after construction.

REBATE

- After final City inspections, the applicant will invoice the City for the rebate and provide demonstration that 100% of the project has been completed and paid for with receipts/paid invoices. All rebates are up to 50% with not to exceed amounts.

| Rebate Program | Maximum Rebate | To receive the maximum rebate, the project total for eligible expenses must be at least: |
|-----------------------|-----------------------|---|
| Signage Only | \$3,000 | \$6,000 |
| Full Façade | \$15,000 | \$30,000 |

- The rebate funds will not be issued until all required documentation is complete.

- Only one rebate will be awarded per address in a single calendar year.
- The Storefront Renovation Program rebate cannot be combined with another city-funded incentive including, but not limited to a Vision Fund incentive/forgivable loan or SBA Shaker Partnership Loan.

NEXT STEP - APPLICATION

- A project-specific application is required and will be provided upon completion of this eligibility and requirements form.

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There being no further business, the meeting was adjourned. The next meeting will be May 8, 2019.

Name, Title
Neighborhood Revitalization & Development Committee



SHAKER HEIGHTS

Memorandum

To: Members of Neighborhood Revitalization & Development Committee
From: Kamla Lewis, Director, Neighborhood Revitalization
cc: Mayor David E. Weiss
Jeri Chaikin, CAO
Date: April 30, 2019
Re: **Application to Acquire City Owned Vacant Lot at 3685 Winchell Road
(PPN 736-18-147) for Side Lot**

Summary

The City has received an application from Yvonne Smith and Victor Mullen, 3689 Winchell Road, who are interested in acquiring the city owned vacant lot adjacent to their home in order to use it as a side lot. The Neighborhood Revitalization & Development (NRD) Committee is being asked to consider this application and make a recommendation as to whether City Council should approve the sale of the vacant lot located at 3685 Winchell Road (PPN 736-18-147) to the Smith-Mullen family.

Background & Discussion

Proposal Summary

- **Applicant**: Yvonne Smith and Victor Mullen, 3689 Winchell Road
- **Proposal summary**: to purchase this vacant lot, install a rear patio, create a play area, landscape and fence it and use it as a side yard, at a cost of approx. \$3,025. They propose to do the work themselves.(see attached drawing)
- **Price offered** : \$1.00

Staff Review of Application

- The applicants' property is not in foreclosure, they are current in their property taxes, and have had no criminal nuisance activity complaints. They have no outstanding Housing or Zoning Code violations. They have owned their home in Shaker Heights since February 2018, and are owner occupants.
- The applicants' proposal is consistent with the City and neighborhood goal of expanding the size of lots in the neighborhood to enable households to have larger yards without selling their home and moving elsewhere. Larger lots typically command higher prices at sale as well. Sale to the Smith-Mullen family would return the vacant lot to productive use and tax revenue generation.
- The City has no redevelopment plans for this vacant lot.



SHAKER HEIGHTS

- Staff considers that the use of the lot as described would be an improvement over it being maintained by the City as a vacant lot. It currently costs the City approx. \$615 per year to maintain a vacant lot.

Background Information

- In May 2008, the City adopted a Side Lot Program to make City owned vacant lots available to the adjacent neighbors. The goal of the program was to encourage adjacent neighbors to acquire these lots to make capital improvements to the property that would increase tax value, such as construction of a house addition or garage, landscaping, etc.
- Applications are accepted on a “first quality, first served” basis. Proposals that are approved by NRD will go to City Council for final approval.
- There is no set price for side lots under the Program; pricing is negotiable based on lot size, location, configuration, planned improvements, etc.
- If the NRD recommends acceptance of this application, and it is approved by Council, the City will enter into an agreement with the applicant that will include all of the conditions and the buyer’s responsibilities. The buyer will have to seek Planning Commission (CPC) approval for the consolidation of the lots. If there are variance requirements, they may also have to seek Zoning Board approval. Only once all these conditions are met would the property be transferred.
- The vacant lot was acquired by the City in 2009 as a donation from Wells Fargo Bank. The two family house that had previously stood on this lot was demolished by the City in December 2009.
- Through its vacant lot program, the City so far has sold fifteen (15) vacant lots:

| Year | # lots | Price | Buyer | Street | Use |
|------|--------|-------------|--------------------------|------------|------------------|
| 2003 | 2 | \$1.00 each | Rysar | Lindholm | New houses |
| 2011 | 3 | \$1.00 each | Zaremba | Strathavon | New houses |
| 2011 | 1 | \$1,000 | Adjacent neighbors | Ashwood | Two side yards |
| 2011 | 1 | \$100 | Neighbor | Enderby | Side yard |
| 2011 | 1 | \$1,000 | Heights Christian Church | Daleford | Community garden |
| 2012 | 1 | \$50 | Neighbor | Menlo | Side Yard |
| 2013 | 1 | \$50 | Neighbor | Riedham | Side yard |
| 2013 | 1 | \$1,000 | Neighbor | Daleford | Side Yard |
| 2014 | 1 | \$1,000 | Neighbor | Avalon | Side Yard |



SHAKER HEIGHTS

| | | | | | |
|------|---|-------|----------------------|------------|------------|
| 2014 | 1 | \$100 | Neighbor | Albion | Side Yard |
| 2017 | 1 | \$50 | 3 adjacent neighbors | Palmerston | Side Yards |
| 2019 | 1 | \$1 | Knez | Hildana | New houses |

- One additional vacant lot on Rolliston is being leased to a community group for use as a Community Garden.

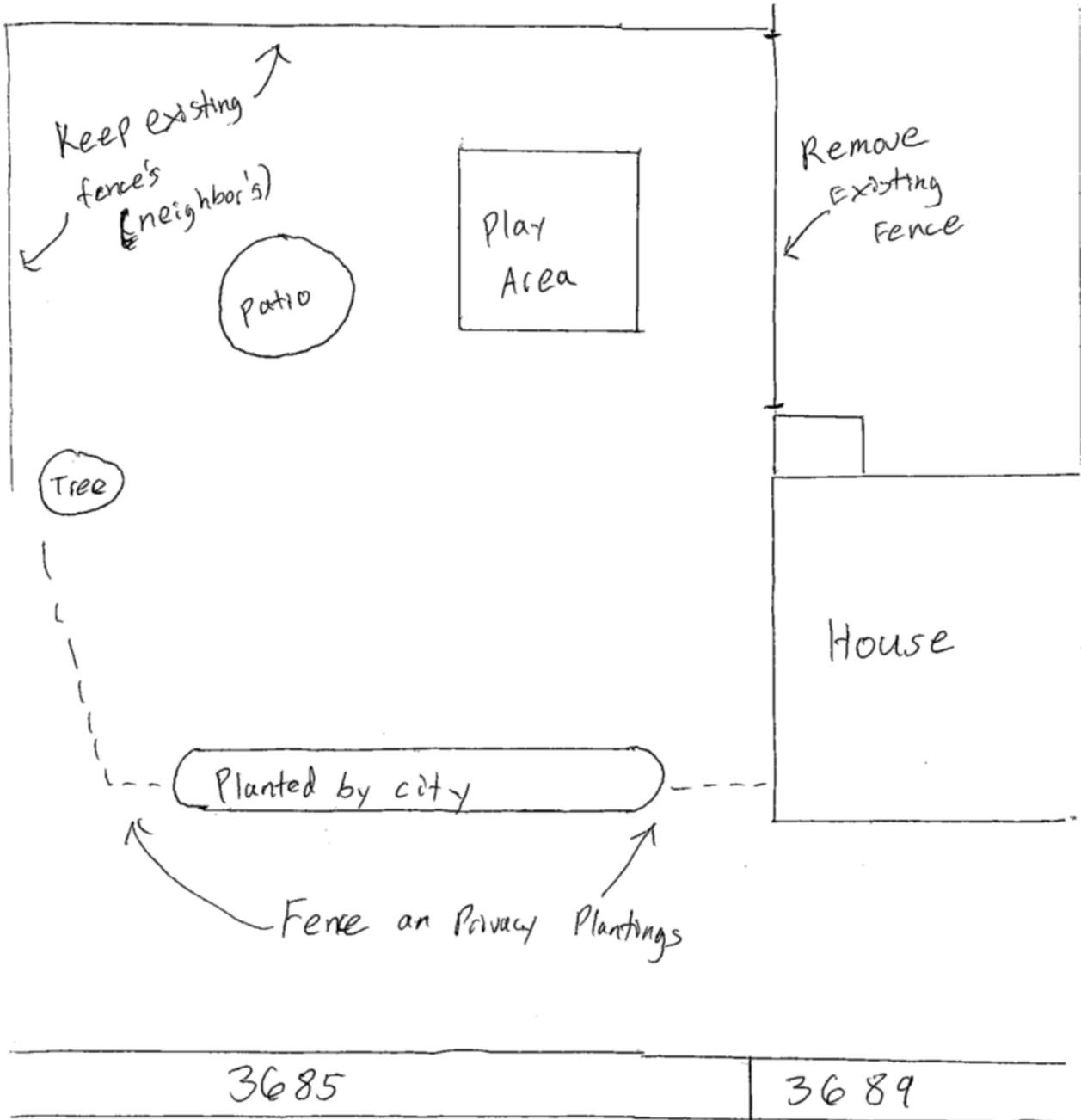
Recommendation

Staff recommends that the Smith-Mullen application to acquire the City owned vacant lot located at 3685 Winchell Road (PPN 736-18-147) for \$1.00 and utilize it as a side yard, be recommended by the NRD to Council.



SHAKER HEIGHTS

Proposed Improvements





SHAKER HEIGHTS

Memorandum

To: Members of Neighborhood Revitalization and Development Committee
From: Kamla Lewis, Director, Neighborhood Revitalization
cc: Mayor David E. Weiss
Chief Administrative Officer Jeri E. Chaikin
Date: April 30, 2019
Re: **2019 Neighborhood Grant Award to S.A.M.S.**

Summary

The City has received an application from the community group, Shaker African American Moms Support (S.A.M.S.) for a \$455 grant to support a June 9th community celebration of the improvements at Hildana Park. The Neighborhood Revitalization & Development (NRD) Committee is being asked to approve this application.

Background and Discussion

As part of the City's 2015 Housing and Neighborhood Plan, the City seeks to revitalize the southern Moreland neighborhood, bounded on the north by Chagrin Boulevard and on the east by Lee Road, through community engagement, new housing, enhanced amenities, including public art, and a strengthened commercial corridor. A large scale initiative like this requires a comprehensive program that includes marketing, new housing, attracting new businesses and residents, improving the physical infrastructure in the area and engaging the existing residents and businesses.

The community engagement component of the initiative is critical. The goal of the program is to create the strong social connections which are a hallmark of successful neighborhoods, and to create spaces where people can connect to each other. It currently includes a monthly drop in Neighbor Night, a regular newsletter addressing events in the neighborhood and issues that come out of the monthly meetings, and a small grant program for resident led community building activities. \$3,000 has been budgeted for neighborhood grants. The City previously provided a \$4,854 grant to the Rising Phoenix group for a very successful community production of "Our Town" in 2016.

S.A.M.S. Proposal Summary

S.A.M.S. was established in 2017 and is made up of community moms whose goal is to support our students and neighborhoods. They have been very active since their inception. They established an after school tutoring program, a grandparents

program, partnered with the Library to support their Summer Reading Program, held a Mothers Walk in 2018, worked with kids to create mobiles which they hung in Hildana Park in 2018 and obtained a grant to build and install a Little Library at Hildana Park. S.A.M.S. is led by Kim Harris who lives in the Moreland neighborhood.

The proposal is to host a community wide celebration of the improvements made to Hildana Park over the past several years, transforming it from a passive green space to a park with several new amenities, including the “Strength in Unity” public art piece, new game tables, a Little Library donated by S.A.M.S., solar benches and free wi-fi, and two new trees planted by the local Baha’i group. The event would take place on June 9th from 2-5 pm. It is meant to be a family friendly event aimed at bringing residents from all over Shaker to the park. They see this as an important way of introducing people to all the park now has to offer, meeting neighbors and breaking down barriers between neighborhoods.

They have partnered with several other groups to plan and implement this event. These include the Shaker Library, the Friends of Shaker Library, MyCom, Making Our Own Spaces (MOOS) and the city’s Recreation, Neighborhood Revitalization and Police departments. Planned activities include the dedication of the public art piece and the Little Library, old fashioned kids games like sack races, arts and craft activities, barbecuing by the Shaker police, a Story Walk by the Shaker Library. MyCom will be providing several youth volunteers to help staff the event. They are getting marketing assistance through the city, The Mercer PTO, and the library, using newsletters and social media. The \$455 grant request would provide funding for arts supplies, games and food.

Recommendation

Staff is recommending the award of \$455 to S.A.M.S. for their proposed community building program. Funds have already been appropriated in the Neighborhood Revitalization Department budget for this purpose.