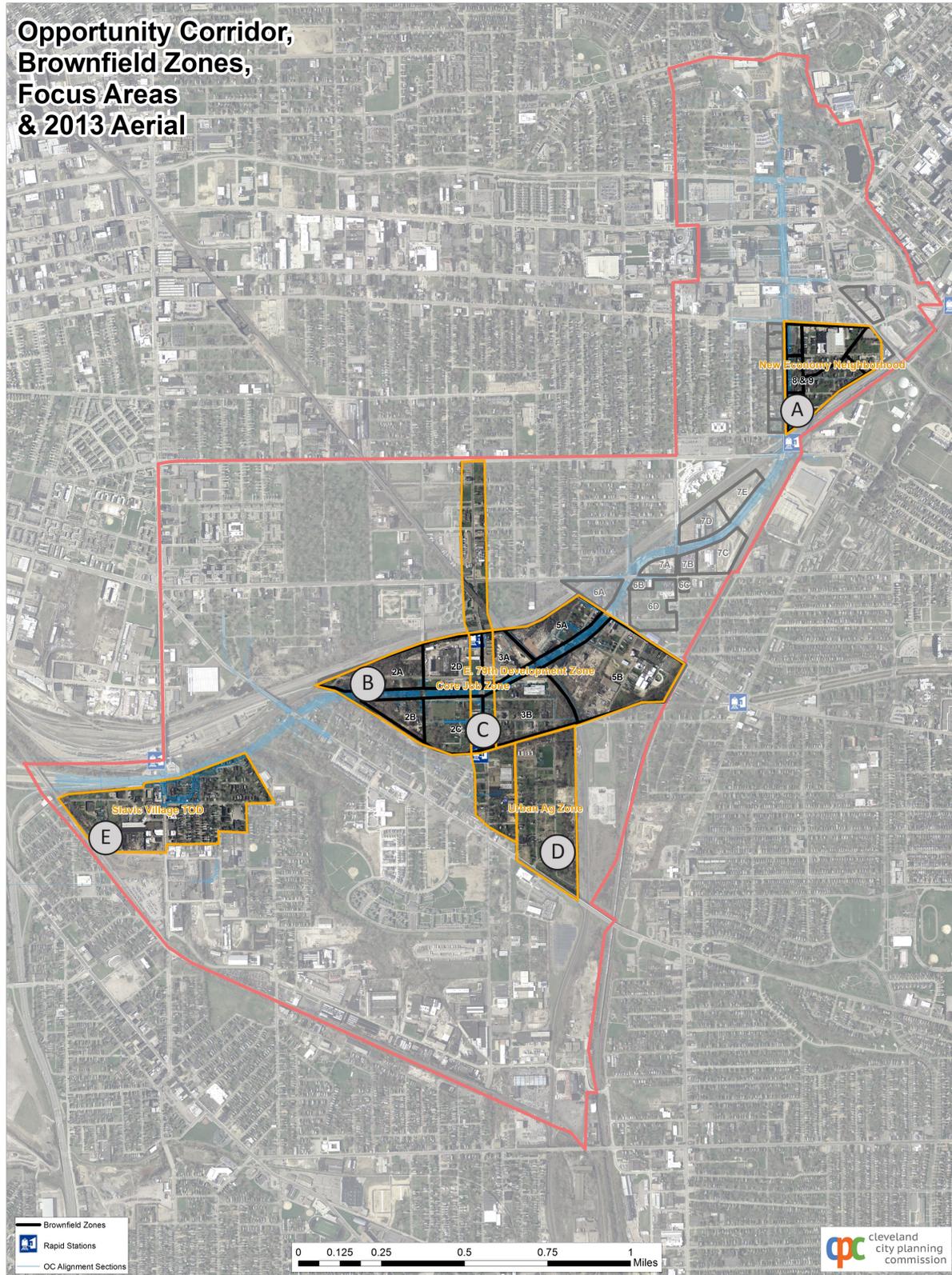


# Opportunity Corridor Development Zones



## Opportunity Corridor, Brownfield Zones, Focus Areas & 2013 Aerial

### INTRODUCTION:

Over the past decade the City of Cleveland, Community Development Corporations, and Partners have invested significant time, energy and resources in planning and other activities in arguably one of the most challenged areas in the City of Cleveland. The vicinity of the proposed Opportunity Corridor contains the largest concentration of vacant land in the City of Cleveland. Although the area is flanked by tremendous assets and various investments in infrastructure, housing, and retail, the area remains in need of continued investment in physical development, human capital development, and economic opportunities. The City of Cleveland has focused its efforts on addressing adverse conditions with Development Corporations and others in the neighborhoods flanking Opportunity Corridor area. The vision for these areas have been expressed in several planning initiatives targeted within each neighborhood. These efforts include the various possibilities of development scenarios by many stakeholders with the emphasis on existing resident interest. The areas below have been identified as key strategic target zones that will provide High Tech, Low Tech, and No Tech opportunities for existing and future residents within the Opportunity Corridor Area. This will create a pipeline of economic opportunity that will create a pipeline for residents to grow in employment status and housing options. These zones will introduce employment, retail, housing, transportation, and entrepreneur opportunity to the area. In addition new tools and strategies will need to be employed in these zones to ensure their success.



IMAGE #1 - Great Lakes Coffee - Detroit, MI  
Community and business gathering space with free Wi-Fi

### A NEW ECONOMY NEIGHBORHOOD

The New Economy Neighborhood is a mixed-use technology research district designed for office space, retail, housing, green space, and parking. This area is adjacent to the Opportunity Corridor and will bring economic growth into this distressed area of Fairfax. A conceptual plan for the future of this 42-acre area is completed. The plan calls for creating a campus like setting with new buildings arranged to form a civic edge along Cedar Avenue and E. 105th Street. In addition to the desired infusion of employment and retail. The west side of East 105th street along the corridor will include the introduction of higher density residential that will promote housing investment in close proximity to new jobs. This approach will increase walkability and lower housing and transportation cost for residents who choose to live in Renaissance Village.

Envisioned uses include a mix of high-performance office space in three- to five-story structures with ground floor commercial at key corners. Parking will be accommodated in a mix of surface and structured spaces tucked behind buildings. Green infrastructure is planned to detain and clean stormwater.

- Key strategic next steps by the City of Cleveland and Partners:
- Design Guidelines
  - Form Based Zoning District Target Zone
  - Identification of potential business types
  - Strategic Site Assembly/cleanup

- Strategies for entrepreneurship and inclusive innovation
- Marketing sites to local and national interest
- Demographic and Health Analysis



IMAGE #2 - BIOMEDICAL DISCOVERY DISTRICT - MN  
Research facilities surrounded by a cycle track.



IMAGE #3 - Amazon Headquarters - Seattle, WA  
Re-use of existing building with a new building addition in a walkable environment.

### B CORE JOB ZONE

This area is at the heart of the Opportunity Corridor and is called out in the Brownfield Area-wide Plan. The geography is four quadrants separated by the axis of E 79th Street and the corridor. Situated at the roadway's mid-point, the land in three of the four quadrants has the greatest potential for new development due to the amount of vacant land. Orlando Bakery is the anchor business that has completed a significant expansion, and has plans for continued growth.

The Core Jobs Zone is expected to be home for light manufacturing and distribution businesses that require entry-level to mid-level skill sets. These businesses will create opportunities for competitive jobs that can be absorbed by a local work force that has taken advantage of specialized training programs offered by Tri-C. Buildings will be placed to front the corridor with a green buffer from the public right of way. Parking will be situated to the rear. This configuration will create an environment that reflects the urban context of a 21st century job center, unlike a suburban style campus.

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- Strategic Site Assembly
- Strategies for entrepreneurship and inclusive innovation



IMAGE #4 - University Avenue - St. Paul, MN  
Mixed-Use: Industrial, Commercial & Retail



IMAGE #5 - Cortex District - St. Louis, MO  
Adaptive re-use of industrial building into a ship/tech company.

### C E.79<sup>TH</sup> TRANSIT ORIENTED CORRIDOR

E 79th Street is being studied to identify opportunities for improvement between Woodland and Carson Avenues. The study will focus on creating an environment that is safe and aesthetically pleasing for people, current and future, traveling along E 79th Street using multiple modes of transportation; walking, biking, auto and bus.

The two RTA transit stations along this corridor give this study special significance to improve the pedestrian experience. A number of planning studies, redevelopments and infrastructure improvements have been completed around this area including:

- Community Apartments redevelopment
- Woodland Ave. resurfacing
- E 79th Street bridge replacement
- Hillside Park study and improvements
- BBC's residential development plan
- NEORS's green infrastructure
- CMHA's Heritage View Homes
- Single family home development - Minnie/Colfax
- Kinsman Road Traffic Calming Study

Improvements called out in City Planning's E 79th Street Transit Oriented Corridor Study will be catalytic to influence future development. The residential housing strengthened between Colfax Road and the Blue Line station fits into a Transit Oriented Development model. Opportunity for neighborhood scale retail development or office spaces are fitting for E 79th between the two RTA stations. The smaller scale buildings will build a contextual relationship between residential neighborhoods and light manufacturing fabric.

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IMAGE #6 - Penn Avenue - Pittsburgh, PA  
Urban Industrial District.



IMAGE #7 - Midtown Mixed Use - Detroit, MI  
Adaptive Re-use mixed with Infill buildings.

### D URBAN AGRICULTURE ZONE

The Urban Agriculture Innovation Zone - Encompassing 28 acres of vacant land in the "Forgotten Triangle" the zone was established to encourage creative agricultural activities. The zone currently includes Rid-All Green Partnership's urban farm and the Kinsman Farm - a farming incubator that provides one-quarter acre plots for local gardeners trying to scale up their production capacity. Burten, Bell, Carr Development serves as the Zone's "facilitator," a role that encompasses promoting the district, attracting resources, and planning for new development. Future plans include acquiring additional vacant tracts and developing an Urban Ag Zone Greenhouse Training Program, which will include a food preparation kitchen, a retail store, interior urban gardens, a second aquaponics system, and training for those interested in urban agriculture careers.

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IMAGE #8 - Community Garden - Cleveland, OH  
Shared community garden space along a main corridor.



IMAGE #9 - Urban Farming - Cleveland, OH  
Large scale urban farming next to food retailers in Ohio City.

### E SLAVIC VILLAGE/HYACINTH TOD

The Hyacinth TOD as planned is a mixed-use community within an average 2,000-foot walking distance to the E 55th Street transit stop, and a core commercial area within one mile. This TOD could realize a mix of residential, retail, office, open space, and public uses in a walkable environment, which would be convenient for residents and employees to travel by transit, bicycle, foot, or car. This neighborhood will experience an added benefit in accessing the RTA station from a pedestrian bridge connecting the neighborhood to the station.

The connectivity of the Opportunity Corridor creates an ideal location for future St. Hyacinth TOD residents to conveniently access the University Circle employment center. Additionally, the Campus District and points west including Downtown are easily accessed from the St. Hyacinth TOD neighborhood.

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IMAGE #10 - Baker Square - Pittsburgh, PA  
Re-use of industrial building around transit



IMAGE #11 - Miller Brewing Co. - Milwaukee, WI  
Industrial use within a walkable environment