



# **Cleaning Up the Corridor**

Redevelopment of Smaller  
Brownfields Along Cleveland's  
Euclid Avenue



# Presenters

- Cuyahoga County Dept. of Development – History/Partnerships
  - Janise Bayne
- City of Cleveland- Tool Box/Economic Development Strategies
  - David Ebersole
- HzW Environmental Consultants LLC – Environmental Perspective
  - John Zampino
- Midtown Cleveland Incorporated- Urban Renewal Perspective
  - Jeff Pesler





## Historic Cleveland Main Street

- Pre-1800's: called Lake Shore Trail
- 1800's: called Buffalo Road
- 1870- Officially Named "Euclid Avenue"
- 1860 - 1920's Millionaires Row
- "Show Place of America"





# Historic Cleveland Main Street

- Evolved from Mansions to Car Dealerships, Ancillary Services
- Farther East in Cleveland Manufacturing Facilities
- Smaller Neighborhoods - Performing Arts- Sports Arenas
- 1960's Slum and Blight due to Interstate Highway System



# Health Care – Healthline



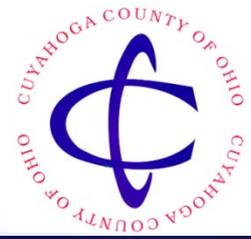
- Cleveland Clinic
- CWRU
- University Hospital
- GCRTA - “Healthline”
  - 3 year Project Opened 2008
  - \$200 million Transit Facelift
  - Spurred by need to keep link open from Public Square to World Renowned Health Care Facilities





# Former Elm-Lined Street To Economic Development Driver

- \$4.3 billion in investment
- “Breathing New Life” – from Public Square to University Circle and beyond...
- Cleveland Clinic, CWRU, University Hospitals
- Estimate purchases over \$3 billion annually in goods and services
- Biomedical Incubators



# Public - Private Partnerships

- Synergies in Cleveland to support the developers who dare to venture
- Northcoast Brownfield Coalition
- City of Cleveland
- Environmental Investigation
- MidTown Cleveland Incorporated



# History of County Brownfield Program

Founded in 1998 with a strategy to provide assistance and experience in returning brownfield sites to viable community and economic assets, including protecting the County's remaining open spaces.



# County Brownfield Projects To Date

<i>Number of Projects</i>	<i>Brownfield Program</i>	<i>Amount</i>
116	Environmental Site Assessment Projects	\$ 3,200,000.00
36	Brownfield Redevelopment Loans	\$ 30,258,920.00
12	USEPA BRLF (Including ARRA)	\$ 3,900,000.00
8	Clean Ohio Projects	\$ 15,709,000.00
2	HUD BEDI GRANTS	\$ 10,000,000.00
	<b>TOTAL COUNTY ASSISTED PROJECTS</b>	<b>\$ 63,067,920.00</b>



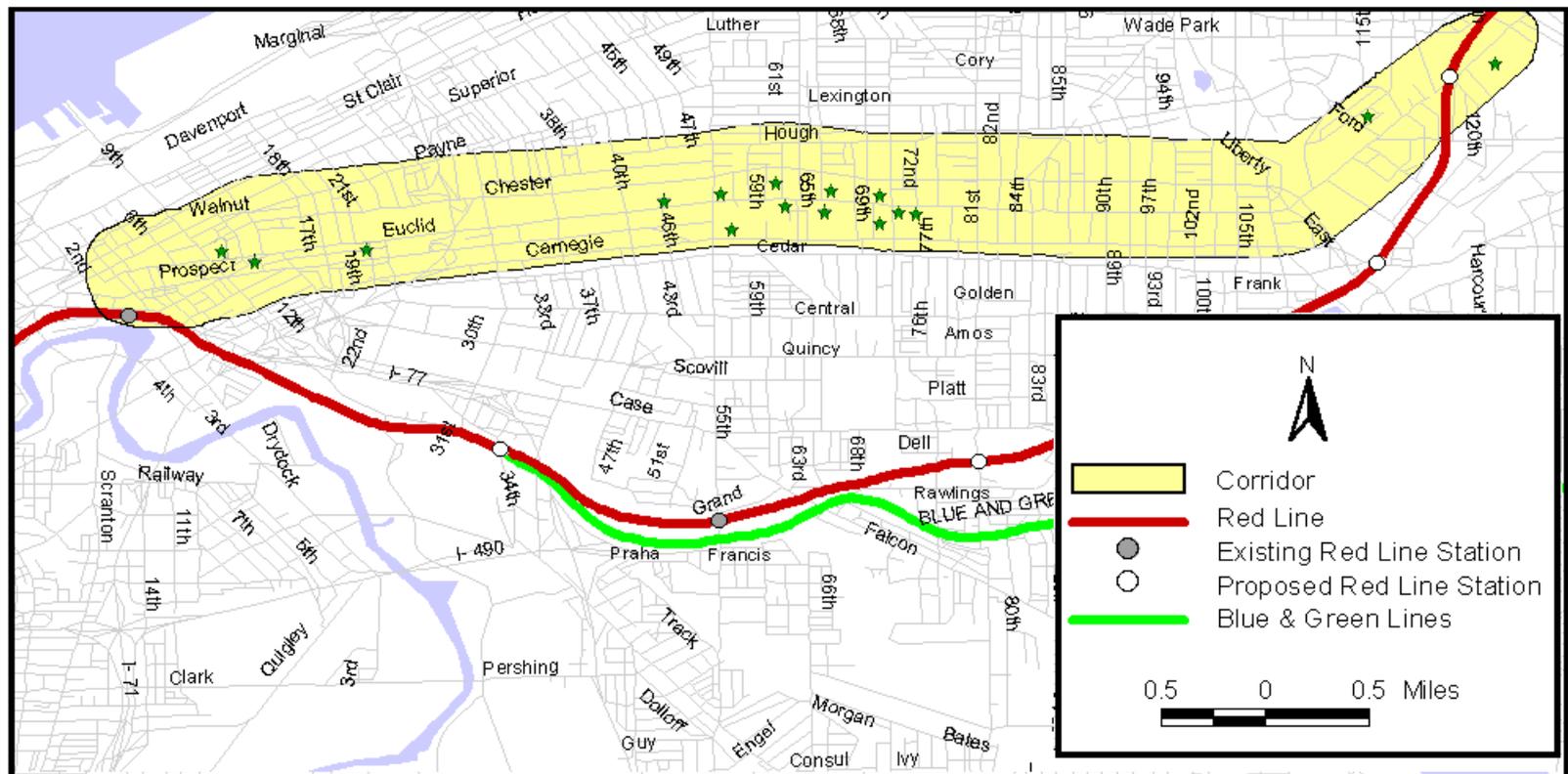
# County Brownfield Projects Along Euclid Corridor

(from Public Square to City of Euclid)

<i>Number of Projects</i>	<i>Program</i>	<i>Amount</i>
16	Assessments	\$422,497.41
4	BRF	\$4,000,000.00
1	Clean Ohio	\$3,000,000.00
1	USEPA ARRA RLF	\$454,953.00
	<b>TOTAL COUNTY ASSISTED PROJECTS</b>	<b>\$7,877,450.41</b>



# Cleveland: Euclid Corridor





# Hotel/Hospitality Use/Reuse

## E.4<sup>th</sup> Old Arcade- Hyatt Hotel





## Innvoy Hotel – City of Euclid



Site in 1999



After Clean-up



# Biomedical Incubators



Pioneering  
Redevelopment of  
**Former Baker Electric**  
7100 Euclid Ave.



Spurred on Euclid Technology  
**Euclid Technology Center**  
6700 Euclid Ave.



# Specialty/Office Spaces

## 4600 Euclid



**Former Dodge Dealership Parking  
Garage**

**Now Office Space for Non-profit &  
For Profit Corporations**



# Specialty/Office Spaces

## Cleveland Hearing and Speech Center



**Former Parking Lot**

**Now Cleveland Hearing and Speech  
Main Campus**





# Industry Expansion Projects



**Medical Center Company**  
12369 and 12401 Euclid Avenue



**Pierre's Expansion**  
6200 Euclid Avenue



# Specialty Housing Needs



## **Emerald Alliance V**

70 Units Permanent Supportive Housing

7515 Euclid Avenue



Senior Housing & Retail Services

East 66<sup>th</sup> Redevelopment



# Phase I Investigations Performed

## City of Cleveland

- 1118 Euclid
- 5508 Euclid
- 6101-6301 Euclid
- 6900-7000 Euclid
- 7502 Carnegie
- 1966 E 66<sup>th</sup>



Former Cleveland Athletic Club



# Phase I Investigations Performed



**Former Deluxe Bumper Site  
7502 Carnegie**

**Midtown RTA  
5508 Euclid**





# Phase I Investigations



**6900-7000 Euclid**

**1966 E 66th**





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# City of Cleveland

## David Ebersole





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# City's Strategy

- Leverage our investments off of institutional and government investments in the Corridor area
- Partner with local organizations and fellow governments to bring sites to market and develop opportunities.



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# City's Tools

- Brownfield Assessment Program
  - Partners to provide Phase I/Phase II
  - Additional funding available for environmental or engineering complications
- Land Banking
- Leveraged Investment



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# Land Banking

- City can use land banking as a transitory tool to enable development.
- Partner with developers to bring property to “development-ready” status
- Remediate property with end use in mind
- Property sold to developer to complete remediation/redevelopment



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# Warner Swasey Building

- City-owned Property offered to developers through RFP
- Assessment Funding for Phase I/Asbestos
- Seek COAF Funding for Phase II
- Seek RLF Funding for Asbestos Remediation
- Clean-up in 2011/12
- Build-out in 2012



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# Leveraged Investment

- **Euclid Tech Center**
  - Developer interest in key property along Euclid Corridor
  - Target Post-Incubator Companies
  - Assessment – Phase I/Phase II
  - City Investment
  - HUD 108 Loan for Construction
  - VPI Loan for Site Acquisition



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# Vacant Property Initiative

- Amount of Loan tied to Job Creation
- Partially Forgivable to Offset Costs of Property Modernization and Acquisition
- Allows Brownfield Sites to compete on an equal footing with Greenfields



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# City of Cleveland

## Department of Economic Development

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# Euclid Corridor Brownfield Assessments

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Professional #280

HzW Environmental Consultants, LLC

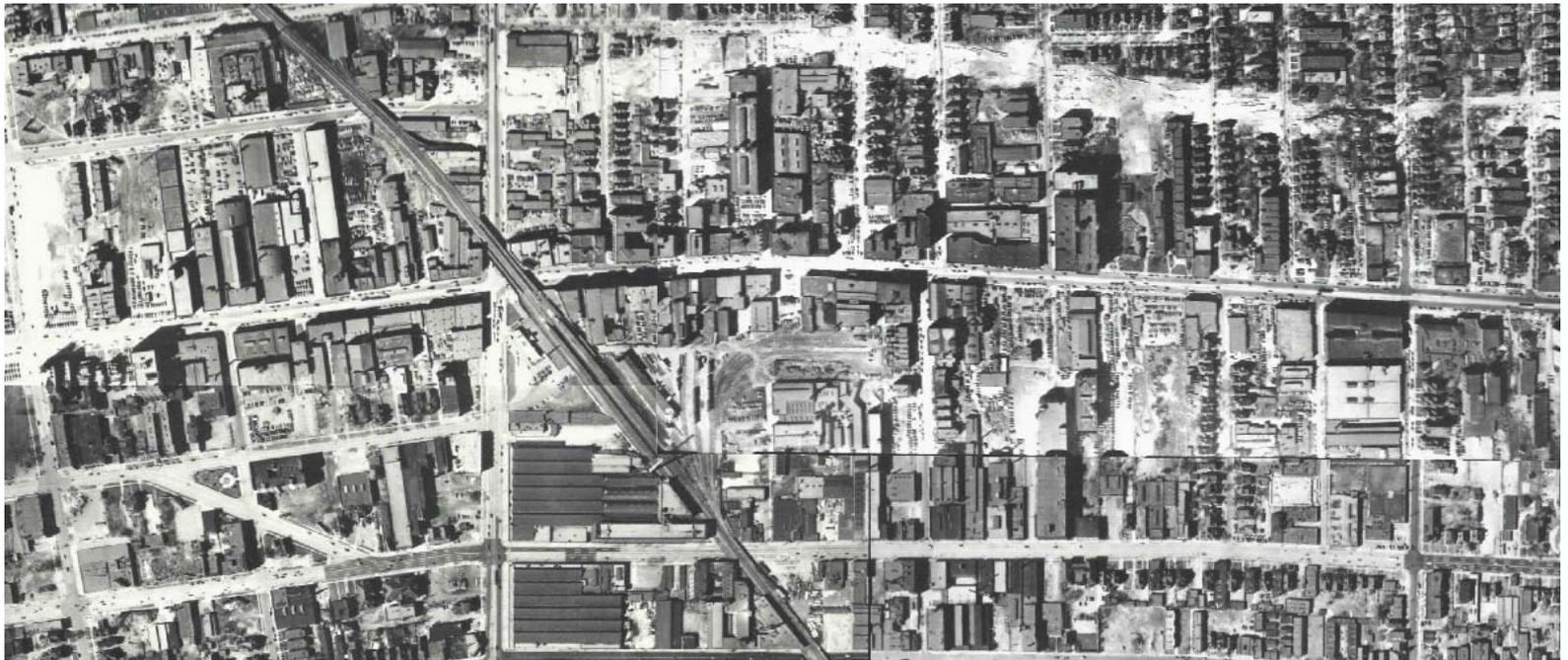


# Introduction

- Euclid Corridor
- Properties
- Common Characteristics of Euclid Avenue Brownfields
- Techniques to Streamline Euclid Avenue Brownfield Assessments
- Typical Environmental Assessment Chronology
- Putting it All Together



# Euclid Corridor





## 4600 Euclid Avenue





# 4600 Euclid Avenue





# 4600 Euclid Avenue





# 6700 Euclid Avenue





# 6700 Euclid Avenue

Today





6700 Euclid Avenue

Future Euclid Technology Center



## 7100 Euclid Avenue (Before)





## 7100 Euclid Avenue (after)



# Common Characteristics of Euclid Avenue Brownfields

- **Historical Commercial/Industrial Land Use**
  - **Soil Impacts**
  - **Ground Water Impacts**
- **Asbestos**
  - **Demolition**
  - **Renovation**
- **Vacant Land**
  - **Foundations, Footers, Fill Material**





# Streamlining Euclid Avenue Brownfield Redevelopment

- **Common Geology**
  - Buried Valley Fill Sand/Gravel
  - Geotechnical Data Serves Multiple Properties
  - Hydrogeologic Conditions Similar within Buried Valley
- **Urban Setting Designation**
- - An urban setting designation involves a formal recognition by the Ohio EPA that ground water in qualifying urban areas is not currently used as a source of drinking water and is not expected to be needed to meet the demands for public water supplies in the foreseeable future. An approved urban setting designation provides exceptions to certain response requirements for Critical Resources or Class A ground water in the designated areas.

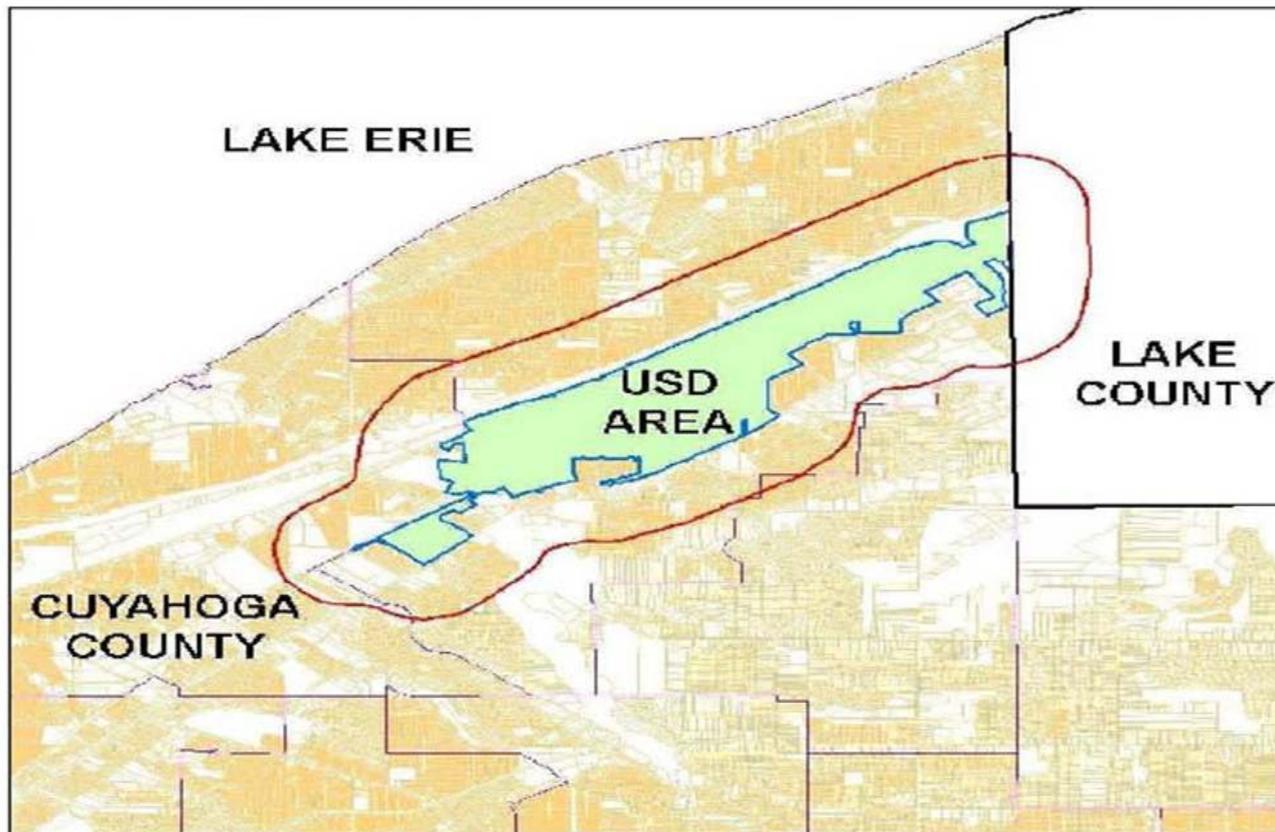


# Buried Valley





# Urban Setting Designation





# Streamlining Brownfield Redevelopment

- **Dike 14 Background Soil Determination – Metals**
  - Demonstrate that soils on the property are similar in order to utilize background metal concentrations calculated in the Dike 14 study
    - Dike 14 soils - Silty clay, clayey silt, fine-medium sand
    - Forest Hills Park – Silty clay
    - Bratenahl – Silts, fines sands, clay
  - Arsenic, Barium, Cadmium, Chromium, Lead, Selenium, Silver, Mercury



# Streamlining Brownfield Redevelopment

- **Institutional Controls**

A restriction that is recorded in the same manner as a deed which limits access to or use of the property such that exposure to hazardous substances or petroleum are effectively and reliably eliminated or mitigated. **Example:** Ground water use restriction



## Engineering Controls

Any structure or system built by humans that effectively and reliably eliminates or mitigates human or important ecological resource exposure to hazardous substances or petroleum on, underlying or emanating from a property, which is protective of human health, safety and the environment.

**Example:** concrete parking lot

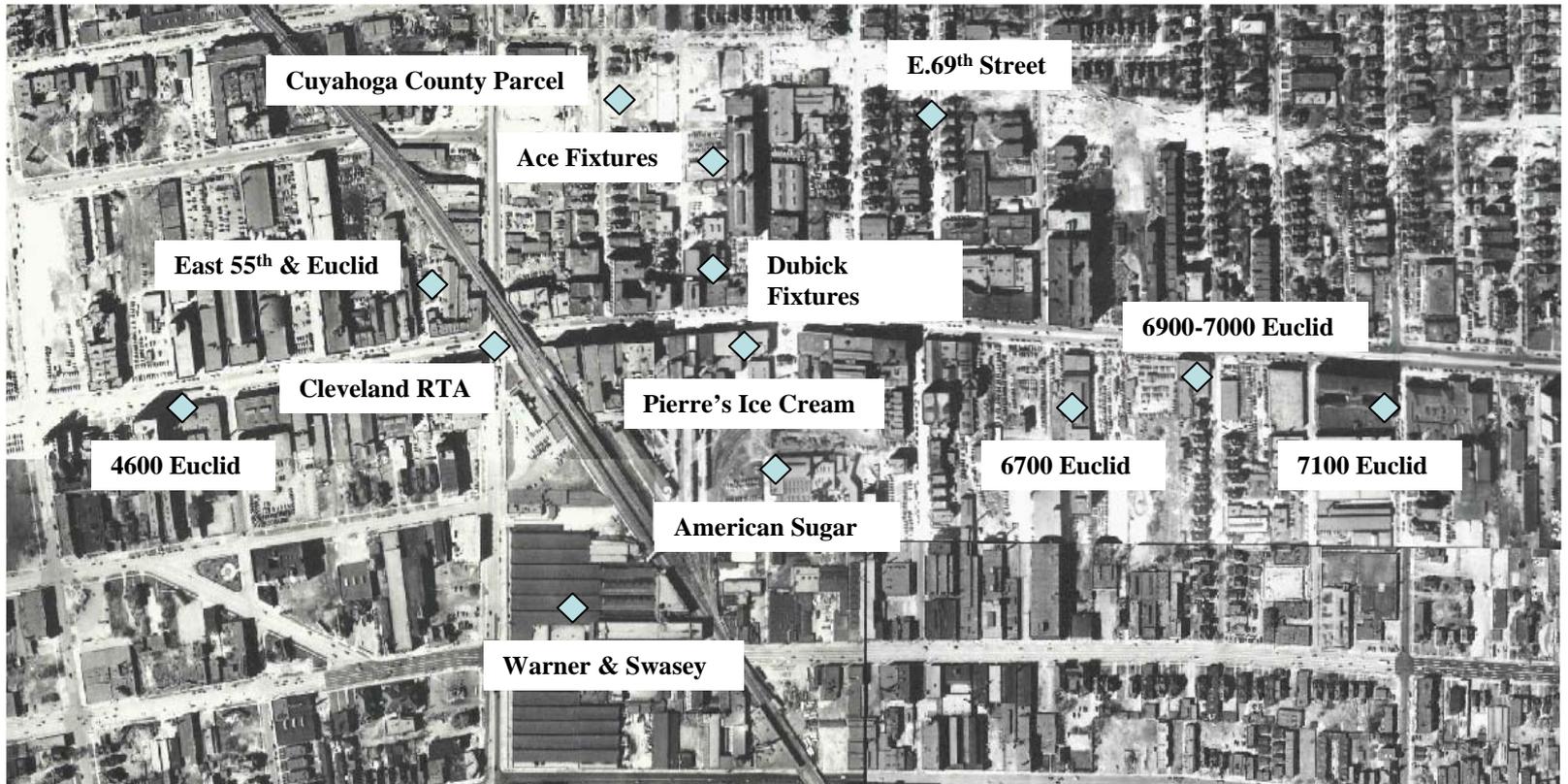


# Streamlining Brownfield Redevelopment

- Growing Body of Ohio VAP Work
  - Prior NFA/CNS
    - 4600 Euclid LLC
    - 7100 Euclid LLC
    - Midtown Technology Center
    - Former Hattenbach Property
    - East 55th and Euclid
    - Ward Bakery



# Euclid Corridor





# Streamlining Euclid Avenue Brownfield Redevelopment

- Ohio Voluntary Action Program Technical Assistance
  - General Technical Assistance
    - Pay for Ohio EPA Technical Assistance as needed
    - Requires an application
  - Pay-As-You-Go Technical Assistance
    - Entrance and Administrative Fee
    - Technical Assistance Paid by Volunteer may be applied to Ohio VAP review fees



# Environmental Assessment Chronology

- Ohio VAP Phase I Property Assessment
- Asbestos Survey
- Phase II Property Assessment
- Remedy



# Putting it Together

- Contact Community Development Corporation
- Apply for Assessment Grant Funds
  - City, County, State
- Due Diligence
  - PI PA, Asbestos Survey, PII PA
- Remedy
  - Asbestos Abatement, Soil, Ground Water Remediation, Demolition
- Construction



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# Midtown Cleveland Inc.

By Jeff Pesler

- Classic Challenges to Urban Development
  - Fragmented ownership
  - High land costs
  - Environmental contamination



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- Comprehensive Approach to Guiding Urban Renewal

Master Planning & Zoning

Land Assembly & Land banking

Stakeholder Advocacy

Security & Visual Quality

Marketing & Branding

# MIDTOWN EAST DISTRICT PLAN

Proposed Land Use Configuration Showing Redevelopment Projects



**LAND USE KEY**

	MIXED-USE : RESIDENTIAL / RETAIL
	MIXED-USE : RETAIL / OFFICE
	RETAIL
	MULTI-FAMILY RESIDENTIAL
	TOWNHOMES
	EDUCATIONAL
	GOVERNMENTAL
	OFFICE
	REHABILITATED BUILDINGS
	MANUFACTURING
	EXISTING BUILDING

## CURRENT INITIATIVES

- |   |   |    |   |
|---|---|----|---|
| 1 | Future Governmental Use   | 10 | East 66 <sup>th</sup> Street Development        |
| 2 | East 55 <sup>th</sup> Street Bike Park                          | 11 | Expanded Dunham Tavern Park                     |
| 3 | Cleveland Center for Arts & Technology                          | 12 | East 69 <sup>th</sup> Street Development        |
| 4 | Midtown Technology Development / Ohio Knitting Mills Renovation | 13 | Midtown Elderly Development                     |
| 5 | 3 <sup>rd</sup> / 5 <sup>th</sup> District Police Station       | 14 | Broadway Enterprises Renovation                 |
| 6 | Future Parking Garage   | 15 | Victory Building Renovation & Amenity Park      |
| 7 | Pierre's Ice Cream Expansion                                    | 16 | Baker Electric Renovation                       |
| 8 | American Sugar Development                                      | 17 | Mixed-Use Development Blocks Retail/Residential |
| 9 | Mixed-Use Development Retail / Office                           |    |   |



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# New Zoning District



Figure 1: Northeast Ohio Regional Sewer District Headquarters -- 3950 Euclid Avenue



Figure 2: Fairport Asset Management Headquarters -- 3636 Euclid Avenue

## DESIGN GUIDELINES MATRIX

The following chart presents a framework of minimum design guidelines. The matrix suggests that the guidelines be written by "street", since the quality, character and issues on each street are unique (compare Carnegie and Prospect). In addition, streets should be looked at individually the point of view of their landscaping and street trees. To reinforce the uniqueness and achieve a sense of identity to each thoroughfare, the following format for detailed design guidelines is recommended as a starting point.

### BUILDING HEIGHTS

Establishes minimum and/or maximum height requirements on particular streets to achieve a sense of dignity and scale.

### BUILDING SETBACKS

Recommends flexibility while pursuing cohesiveness, by establishing setbacks in the form ranges.

### BUILDING FRONTAGES

Certain streets require a strong street edge, and therefore a high percentage of building frontage, such as Euclid, while other streets such as Chester are not given frontage requirements, recognizing its use as a primary auto arterial.

### SCREENING

General screening guidelines for parking lots are recommended, similar to the City of Cleveland downtown parking guidelines.

**MAKING**



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# Corridor Assets – Real Estate





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## Corridor Assets – HealthLine Infrastructure





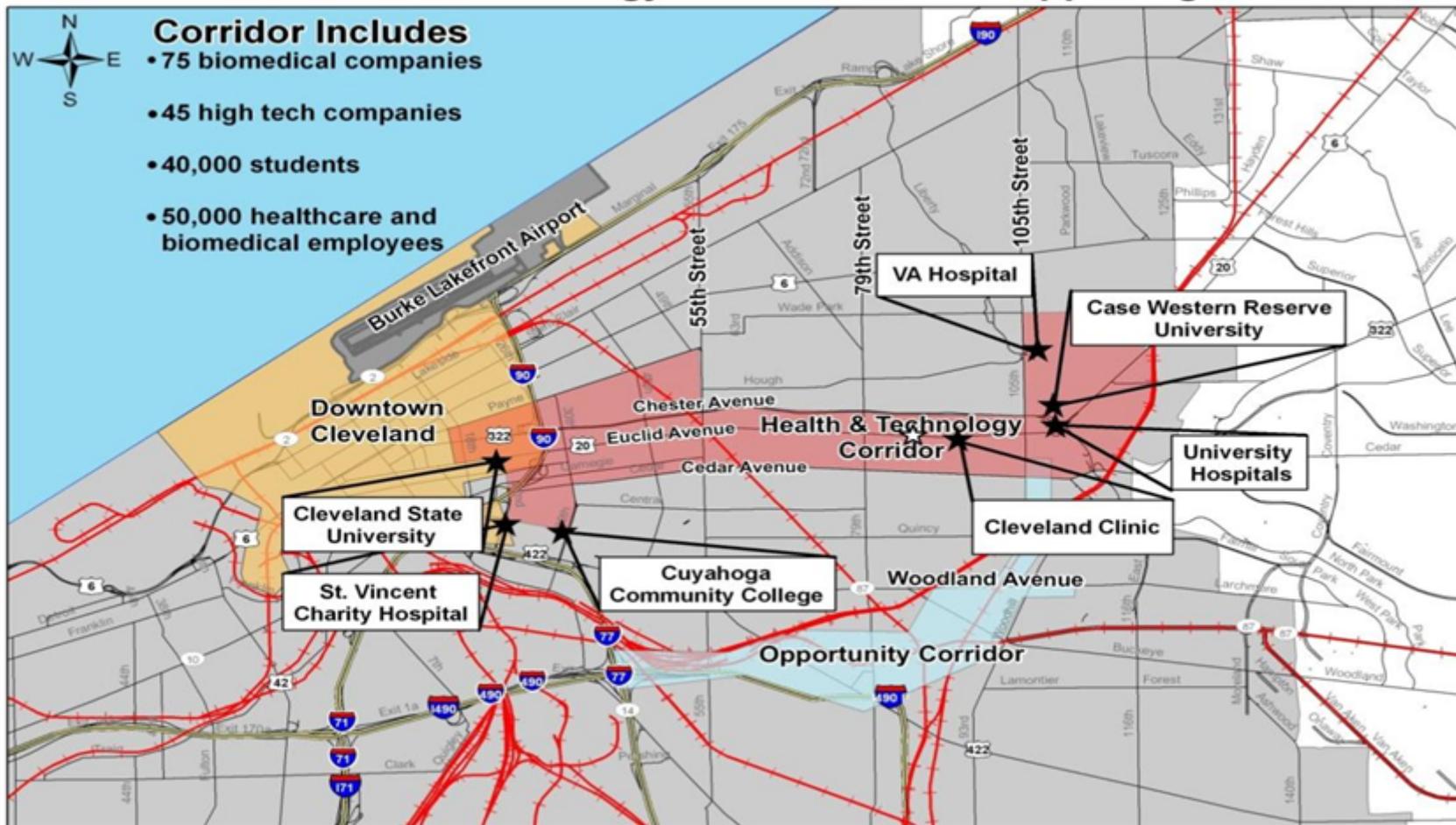


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## Cleveland Health & Technology Corridor Assets Supporting Innovation





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