



# GARDEN VALLEY / KINSMAN:

## An Ideabook of Visions and Possibilities

**CLUDAT**

Cleveland Urban Design  
Assistance Team

AIA - CLEVELAND

18 May 1997

*W. Gould*

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## AIA CLEVELAND

A Chapter of  
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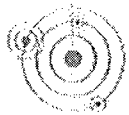
TO: The Garden Valley Community  
via Bruce Holmes, Executive Director  
Garden Valley Neighborhood House  
FROM: AIA Cleveland/Urban Design Committee  
ON: May 18, 1997  
RE: GARDEN VALLEY/KINSMAN IDEABOOK

Thank you for inviting us into your community this second time. We have enjoyed being here and working with you in the intensive workshop that produced this second of two reports on the Garden Valley/Kinsman neighborhood. For sure, we have learned as much or more than we can give.

If this neighborhood has problems, it also has opportunities and potentials, and we have tried to concentrate on the latter as much as the former. Instead of presenting one proposal or plan, the Ideabook presents a series of concepts and alternatives drawn up by small teams. We began with a focus on commercial development, and branched out somewhat from there.

Our primary focus on commercial opportunities was based in large part on material presented by professionals involved in the real estate and retail development market — and on our reactions to that material. These professionals presented what seemed like a bleak picture of retail opportunities, based on the lack of density in housing development, the low income levels of residents, higher risk in an area where recent retail success has not been proven, the limited number of retail operations (e.g. supermarkets, general merchandisers, mega-video stores) willing to develop relatively small-scale operations, and Garden Valley's proximity to competing retail centers.

In response, we reminded ourselves that "Tendency is not Destiny," and developed alternative schemes for traditional and non-traditional development. We acknowledged that Kinsman would not be filled with retail uses at any time in the near future, and assumed that large sections of Kinsman would become housing or could be available for non-traditional uses.



The Park Building  
149 Public Square, Suite 502  
Cleveland, Ohio 44114-2213  
(216) 771-1245  
FAX: (216) 771-3215

## Transmittal Letter

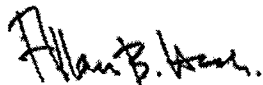
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The Ideabook's schemes show:

- Standard "market-based" commercial development of shopping at the corner of 79th & Kinsman
- Hybrid commercial schemes that combine standard market-based uses (e.g. pharmacy) with community-based entrepreneurial ventures that are not "off the shelf" of current retail marketing
- Studies that explore how to improve the likelihood of success for walk-in neighborhood retail operations by developing housing at a higher density — more households per acre of land — than is now being produced in many Cleveland neighborhoods. These studies include a vision for a major high-density mixed-use development surrounding the RTA Green/Blue line station on E. 79th Street
- A "theme with variations" on the streets themselves — particularly Kinsman Avenue and key feeder streets — to strengthen the street and provide a stronger positive image for the Garden Valley neighborhood.
- Options for improved use of open space in the Garden Valley district — for recreation, education, beautification, and perhaps even employment: why not, we said, make Garden Valley a true garden for the rest of the City of Cleveland? Why not expand Garden Valley's existing vegetable gardening programs as an economic venture? Or why not become the place where the City's street trees are grown, by neighborhood entrepreneurs, as an economic development and youth education/job training venture?

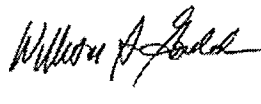
These and other ideas are presented on the pages of the Ideabook. We hope the Garden Valley community finds them useful and stimulating.



Allan Jacobs  
University of California  
Workshop Leader



Genevieve Ray  
AIA Urban Design  
Workshop Coordinator



William Gould, AIA  
AIA Urban Design  
Chair

## Introduction

In the fall of 1996, a Cleveland Urban Design Assistance Team (CLUDAT), sponsored by the Cleveland chapter of the American Institute of Architects and working closely with the Garden Valley Community, produced a report: "Garden Valley/ Kinsman: Concepts to Assist Neighborhood Decision Makers." That activity and report should be seen as a precursor to, this current document.

Briefly, the Garden Valley / Kinsman district, centering on Kinsman Road and 79th Street, is a long established small, mixed-use area of housing, industry, public and institutional uses. Its population is overwhelmingly African-American and of most moderate means. In the neighborhood are both old and new industrial uses that surround the residential core. Commercial uses such as stores and other consumer services have largely disappeared, but many of its religious institutions have remained stable. The community is known for the large residential estate development undertaken in the late 1950's, when 650 housing units were built on the filled Kingsbury Run area. Rail lines and a rapid transit line define various boundaries of Garden Valley, usually in "cuts" at lower elevations than the surrounding land. The area also has a rapid transit stop that crosses East 79th Street.

Major recommendations by the earlier Design Assistance Team were:

- To establish a process for discussion of appropriate land uses, housing location, and affordability. This present effort may be considered, in part, a follow-up to that proposal.
- To begin discussions focused toward the development of a balanced transportation system strategy.
- To begin discussions on urban design issues.
- To arrange setting up of an effective dialogue between industry leaders and residents to the topics of employment, plant expansion and public services.

- To identify the necessary resources and processes for the creation of jobs, establishment of locally owned retail businesses, and ability to extend external funding.

While this current planning-design effort deals with a number of topics, it was established at the outset that the primary emphasis should be upon commercial opportunities and constraints. The community recognizes a major void in the most basic commercial services: grocery, pharmacy, hardware, and food stores and the like. What is the market for them? How can they be encouraged to locate here? Where should they be? At the same time, there are always other issues, some associated with commercial development, that need attention. These too were to be identified and addressed.

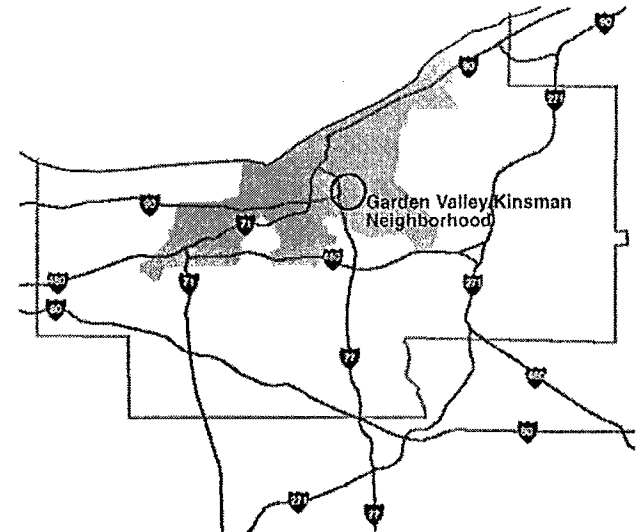
The basic charge to the team, then, was to address the commercial opportunities of the area, with an emphasis on design and locational questions attended to them. Images of what "could be" were to be a major part of the undertaking. Effort, as well, was to be spent on other opportunities that emerged over a day of field visits, meetings with locally involved people, and testimony by experts.

### THE PROCESS

The decision to undertake this community design workshop followed discussions with neighborhood groups and with city representatives as well as a review of numerous studies of housing, transit, industrial development, and infrastructure.

Following suggestions of the client, Garden Valley Neighborhood House, and councilman Frank Jackson, it was concluded that it would be most useful to concentrate on the market for and constraints to retail uses and consumer services.

Team members and community representatives met for the first time at the Garden Valley Neighborhood House headquarters on the morning of Friday, May 16, 1997. The first order of business was a walking and driving tour of the



area, with emphasis upon the Kinsman Avenue commercial spine, the Garden Valley Estates area and existing residential areas, particularly streets with the newly developing housing.

In sessions following the field trip, presentations on housing and the market or potential for new commercial development were made by experts on those subjects. Invited community testimony was somewhat sporadic, but most helpful, as were discussions with invited resource experts who attended the afternoon meetings. There was, as well, a discussion of community issues that ranged from questions of safety to potentially creative uses of open space.

There was agreement that the most useful way to proceed would be to form teams, each to address a major subject, including possible alternative policies and designs that would address potentials and respond to issues identified by community residents in the September 1996 workshop. Teams would be made up of design committee members, local residents who wished to participate, and students from Cleveland State University and Kent State University.

Once the teams were formed, the Saturday process of developing recommended policies, plans and designs was as follows:

- Participants chose one of five teams with which to work:

1. Commercial Development Alternatives
2. Street Designs (including their interface with commercial development)
3. Uses, Potentials, and Arrangements of Open Space
4. Housing Potentials and Opportunities (special focus on densities needed to support and sustain neighborhood retail operations)
5. High-Density Mixed Use Development Opportunities at RTA's 79th Street Blue Line/Green Line Rapid Station

- Each team worked on basic ideas and design concepts for the subject in question, followed by:

1. Team presentations and critique
2. Work on "final" proposals and presentation to the group
3. Conclusions as to study findings
4. Production of this report
5. Presentation to the community on Sunday

#### WHAT EMERGED AND WHAT FOLLOWS

"We need places to shop: a food store with good fresh fruits and vegetables; We need a pharmacy; we need a hardware store; new home owners need places to buy things to help them work on their homes."

These are some of the residents desires. They need services, and there is a clear message to find ways, both conventional and innovative, to provide them. The market experts tell us that it will be difficult indeed to attract a developer who would build even a small shopping center — the market just isn't there. This was not an unexpected finding of our meetings.

There is no *one* plan that will best respond to the problems and potentials associated with shopping in Garden Valley, nor, for that matter the other potentials of this part of Cleveland. Rather, it became clear that what was required was *many* ideas, many appropriate proposals, any one of which might respond to local needs and make other good things happen.

As a result of the charrette, what follows is a series of ideas, to be considered by anyone and everyone interested in making Garden Valley better than it is already. All of them, we hope, have validity. Together they suggest a lot of opportunities:

- Conventional and unconventional approaches to commercial development, most of it along Kinsman Avenue.

- Opportunities for more housing to augment the fine starts already made and for slightly higher density housing that is necessary if public transit and local commercial uses are to be better supported and economically viable.

- As an example of higher-density development, ideas that take advantage of the transit station on East 79th Street at the RTA Blue/Green Lines Rapid stop, to provide more higher-density, transit-oriented housing and convenience retail.

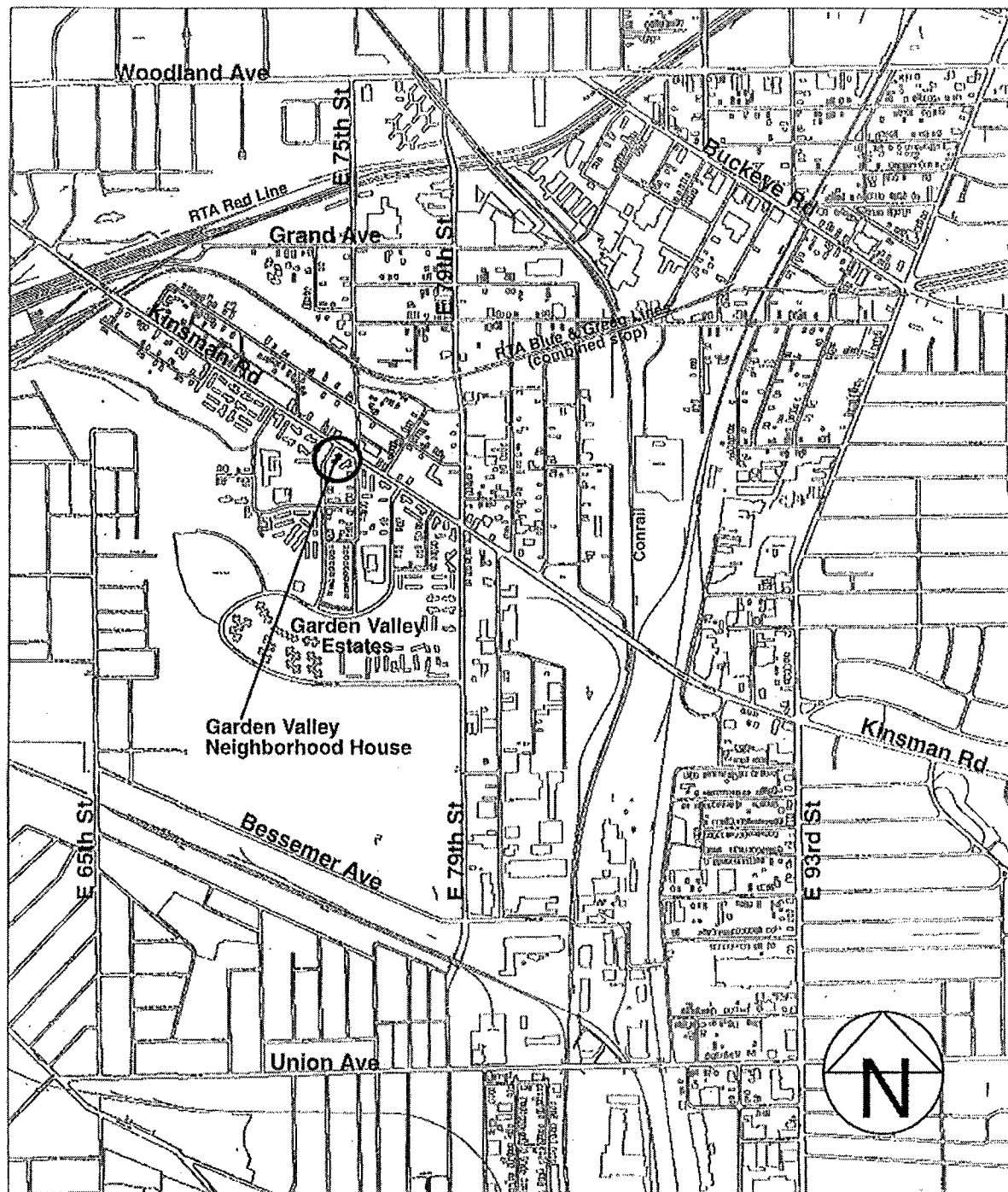
- Ideas for using the neighborhood's large inventory of open space (exceeding 100 acres), for recreation, for education and to show the commercial and environmental opportunities that exist.

- Ideas that will make the main street, Kinsman, an inviting entrance to the community as well as a pleasant to work, travel, and to provide a setting for local commerce.

Garden Valley can be an exciting neighborhood. Certainly working with local residents has been exciting. We hope that what follows goes some way toward meeting their challenges.

Allan B. Jacobs

Kalpana K. Kuttaiah



## Study Area

## RETAIL DEVELOPMENT

"Tendency is not Destiny"

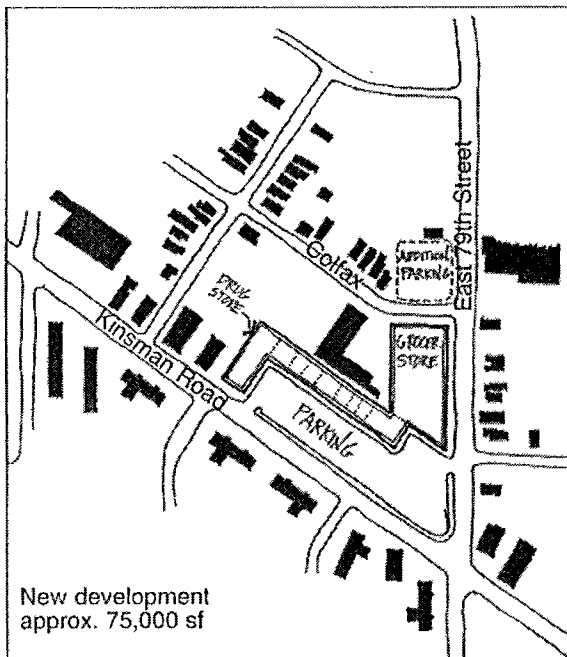
The Retail Development team was charged with developing a design that will encourage commercial and retail development as a primary focus for the area bounded by Kinsman, East 68th, Colfax Road and East 79th. The northwest corner of Kinsman and East 79th will act as a "kernel" or "seed" from which further development could evolve over time.

Commercial and retail development has all but disappeared due to loss of residential base, disinvestment, abandonment and demolition. Lost, in turn, has been much of the streets' architectural and historical variety. Another impact on retail development in Garden Valley is Buckeye Plaza. Its presence relatively nearby may mean that a large commercial and retail development is not viable at this time, based on the current low density of housing in the area. Therefore a higher density of housing to support and sustain retail development growth is essential.

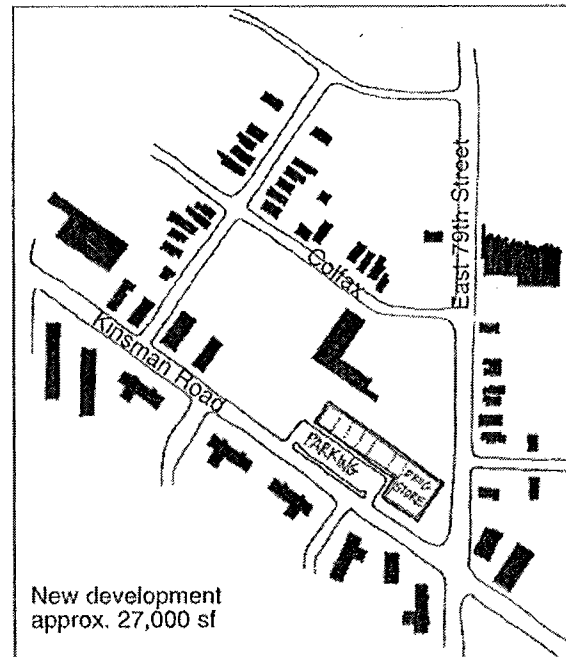
The real estate team that advised the Garden Valley workshop teams agreed generally with the Rantala & Co./Real Estate spokesman in his projections of about 89,000 square feet of probable retail development in the following mix:

grocery	35,000	-	40,000 sf
drug store	8,000	-	12,000 sf
auto parts	8,000	-	10,000 sf
laundromat	4,000	-	5,000 sf
video	5,000	-	6,000 sf
fast food	2,000	-	4,000 sf
services	5,000	-	10,000 sf

Total	67,000	-	87,000 sf
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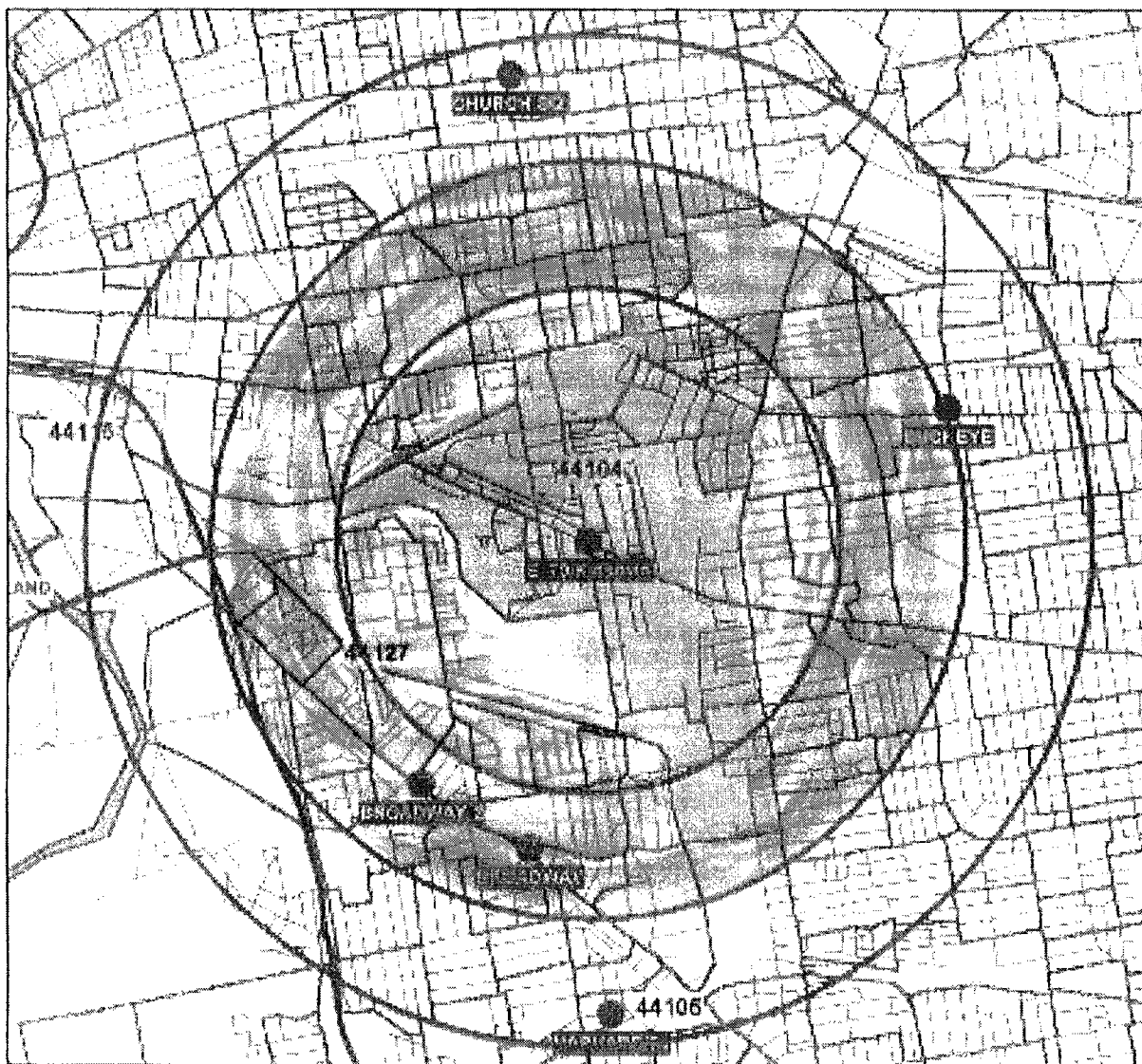


Maximum probable retail development, by current market standards. (see discussion - pg. 8)



Minimal "Pharmacy plus services" development. (see discussion - pg. 8)





Graphic provided by Rantala & Co.

Although there are other grocery stores within a mile and a half radius, a small scale super market is possible in Garden Valley if located at 79th and Kinsman.

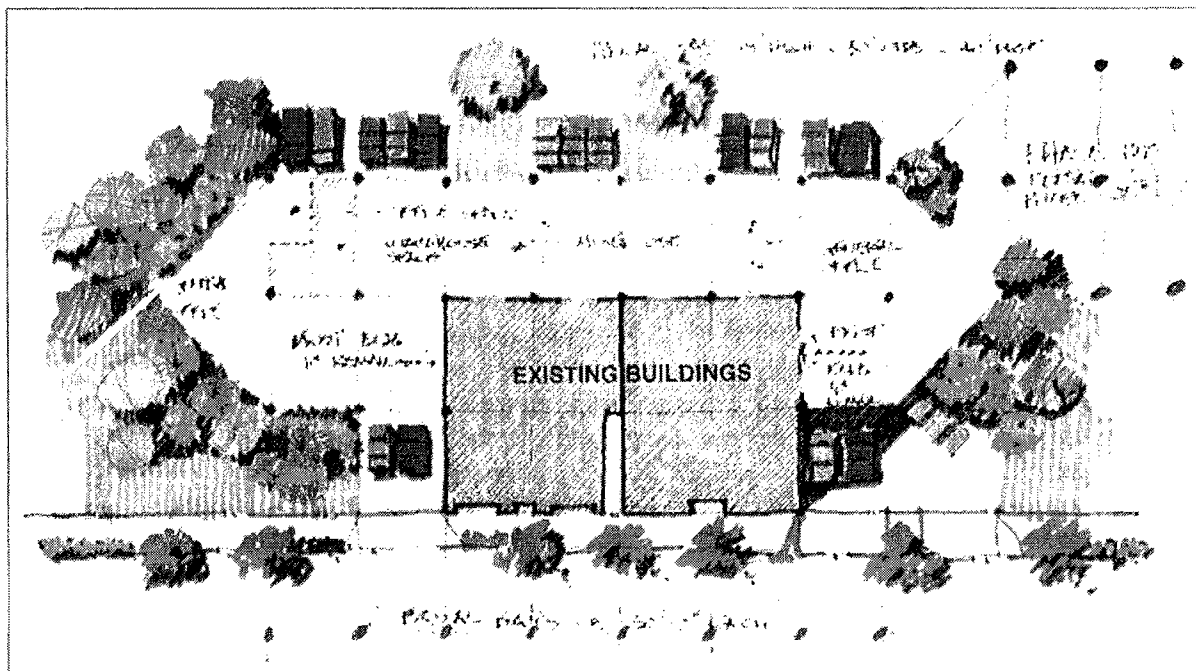
By today's standard development layouts, these uses would require a minimum development parcel size of 10 acres. The desired development parcel would be 12 to 15 acres.

Presented in illustrations in this report are two layouts showing this approximate size and mix of uses in a shopping center at E. 79th and Kinsman. Options for layouts are shown in the "maximum development" illustration on pages 7 and 16. Possible uses, in addition to grocery and drug store anchors, are auto parts, hardware, video, beauty salon, bakery "day-old" outlet, laundromat (perhaps incorporating a newsstand or bookstore and a coffee shop), tailor/seamstress, shoe repair, dry cleaner, farmer's market or greenhouse.

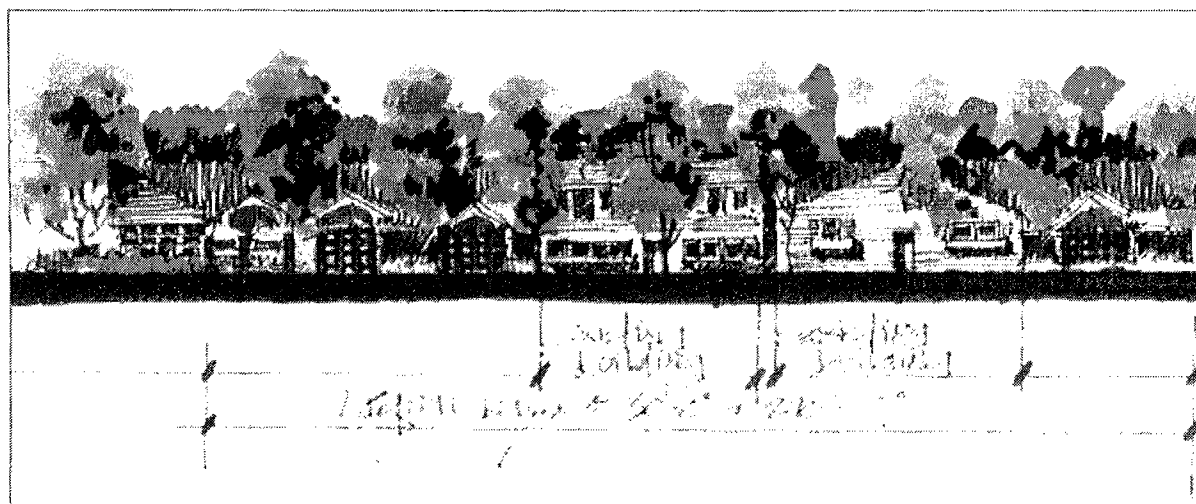
The real estate team also said that a drug store was a serious possibility as a stand-alone use. Two schemes show the "drug store only" approach — this assumes only a pharmacy as a major use (no grocery store, no auto parts), with a few smaller uses. These schemes are shown in illustrations in the "minimal" scheme illustrated on page 7 and in the "Streets" illustration shown on page 20.

For the land not developed in retail uses, opportunities abound for new, high- and medium-density housing along Kinsman Avenue. The types of housing that might be appropriate for Kinsman are shown surrounding the E. 79th Street Green/Blue Line Rapid station in the "Housing/Special Development Opportunity" section of this report (illustrations on pages 15 and 16).

Other options for land not used for retail include "green industry" — a farmers' market/fresh produce store and a greenhouse/nursery establishment. These two establishments would be used to manage the many existing vacant lots for the growth of foodstuffs, trees, and ornamental plants. The concept is that, until such time as other development and building schemes can be implemented, green industry can utilize the open lots, thereby presenting a more positive image of the area. The team also recommends that the name



One idea for an "incubator" building is to wrap a new structure around existing buildings on the north side of Kinsman between E. 72nd and E. 75th Streets. Such an arrangement is shown in plan on the drawing above and in elevation in the drawing below.



"Garden Valley" be reinforced by further tree plantings that serve to integrate retail/commercial areas with existing residential areas.

Another option is an "incubator" facility — an entrepreneurial opportunity to assemble the various start-up business enterprises that may be developed in a community.

The fundamental purpose of the incubator is to provide shared reception, - telephone and computer services, secretarial support, fax, World Wide Web site, low-cost reproduction services — perhaps under the sponsorship of a local development corporation. Further incentives could include shared equipment, meeting and conference rooms, and assistance with business plan development. Tenant space could be provided at below market rates.

A variation on the incubator theme is mini-office/warehouse space for local tradespeople, perhaps a mixed-use facility with a 30-foot-wide by 40-foot-deep space. The facility would provide storefronts visible from Kinsman.

The team feels that in design and implementation, the overall theme and character of the shopping area should be consistent with an image depicting the phrase "Garden Valley." Residents' concerns, such as security, lighting, trash pickup, and services should also be addressed. The perception of a safe, clean, protected space must be considered. Currently, many residents south of Kinsman say they shop outside the neighborhood, but would prefer to shop closer to home. The establishment of a police mini-station on the southeast corner of Kinsman and East 79th streets or included in another development would give an added image of safety for residents and visitors to the community.

## HOUSING DEVELOPMENT

Higher density needed  
to support retail

The existing residential streets in Garden Valley are a sporadic mix of older houses (often attractive and well maintained), vacant lots, boarded-up or dilapidated properties, CMHA Estate units and new infill structures. New, subsidized units as well as rehab units are being infilled. The new units are single-family detached houses with attached garages. These units are successful here and west of Garden Valley in the Central Commons neighborhood. The units are moving toward a mix of market rate and subsidized.

The CLUDAT Workshop Team was asked to view housing in relation to its impact on retail development. New construction in the neighborhood is now being built on approximately 40' x 120' lots which averages out density to approximately 9 units an acre. To sustain walk-in, neighborhood retail, the density average needs to rise to 12 to 15 units per acre. (Source of this recommended density relationship: Allan B. Jacobs, University of California, Berkeley.)

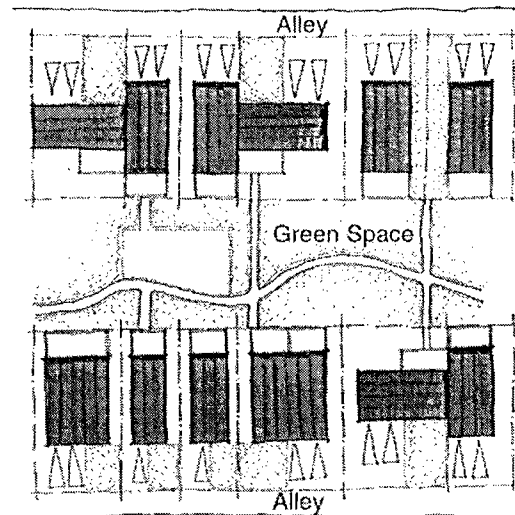
The team proposes to continue the successful existing single-family detached housing but to add new models of housing, including single-family, detached units on 30' by 80' lots, attached units, and 2- and 3-story side-by-side units. The units would continue to be subsidized or market rate as with current programs.

The team identified a need for better connections between the E. 79th street Blue/Green Line rapid station and residential streets north and south of Kinsman. One opportunity exists at Minnie Ave., where a central neighborhood focal point could be created at the intersection of Minnie and Colfax.

This central location would be advantageous to all types of housing including senior housing due to the proximity of the existing rapid station, proposed retail

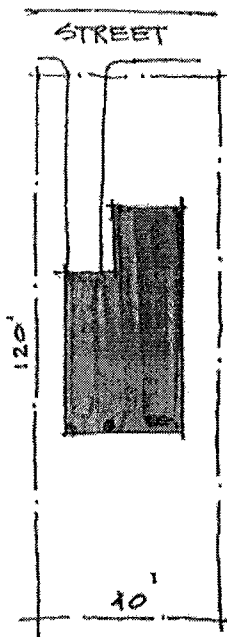
on Kinsman, and the proposed development at E. 79th and Kinsman. Over time, this density could support small mixed-use (e.g. coffee shop, deli) near the Rapid stop and at the Minnie/Kinsman intersection.

On the next page are diagrams that illustrate the inter-relationship of housing density in support of walk-in neighborhood retail.



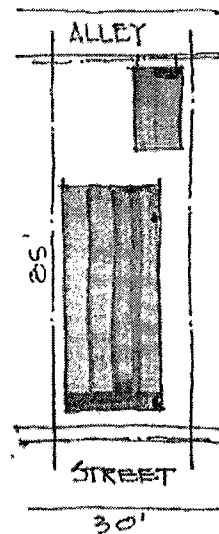
### Housing Layout Possibilities in a Variety of Lot Sizes

This housing layout concept is illustrated in the sketch at the top of page 13. Triangle-shaped arrows show cars entering garages (entry from alleys at the rear of the homes).



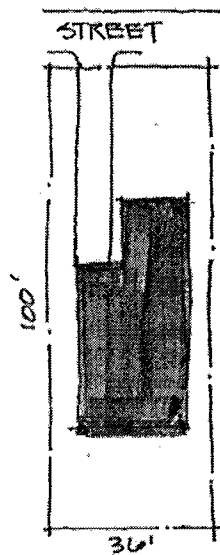
Existing single family housing  
Free standing  
Attached garage  
Lot area: 4,800 s.f.  
9 units/acre

Support retail -NO  
Support transit -NO



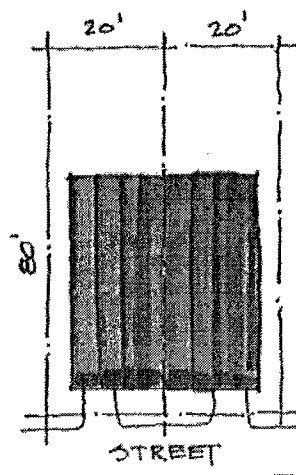
Proposed single family housing  
Free standing  
Detached garage  
Lot area: 2,550 s.f.  
17 units/acre

Support retail -YES  
Support transit -YES



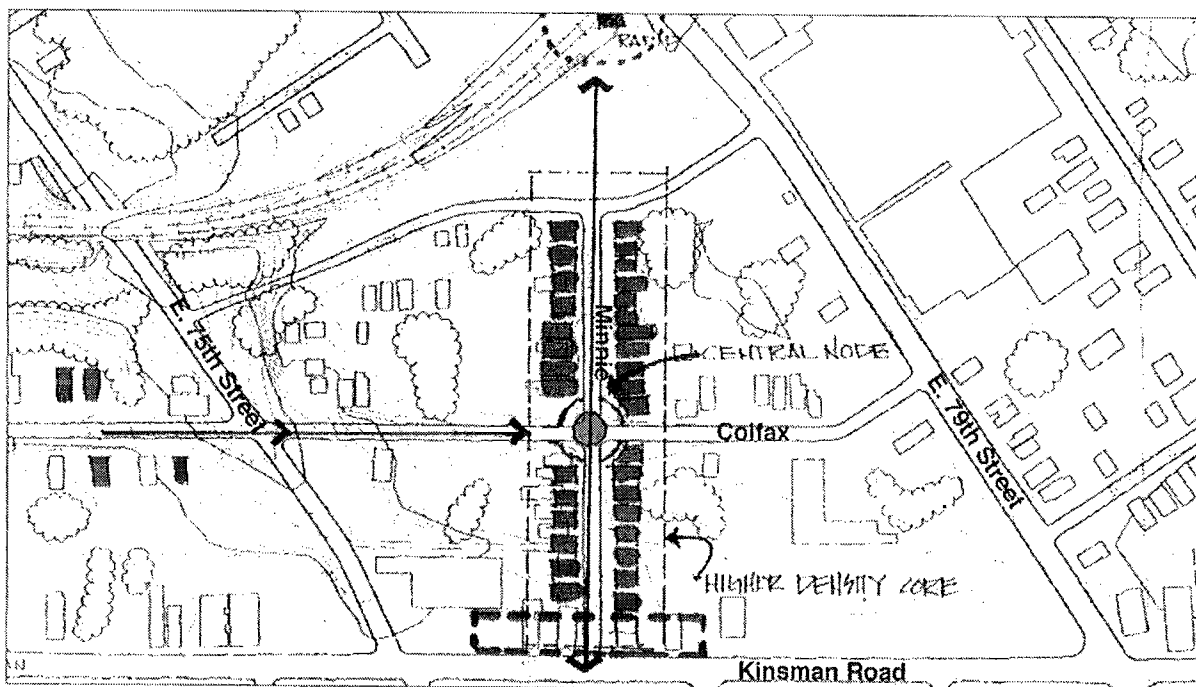
Proposed single family housing  
Free standing  
Attached garage  
Lot area: 3,600 s.f.  
12 units/acre

Support retail -Minimal  
Support transit -Minimal



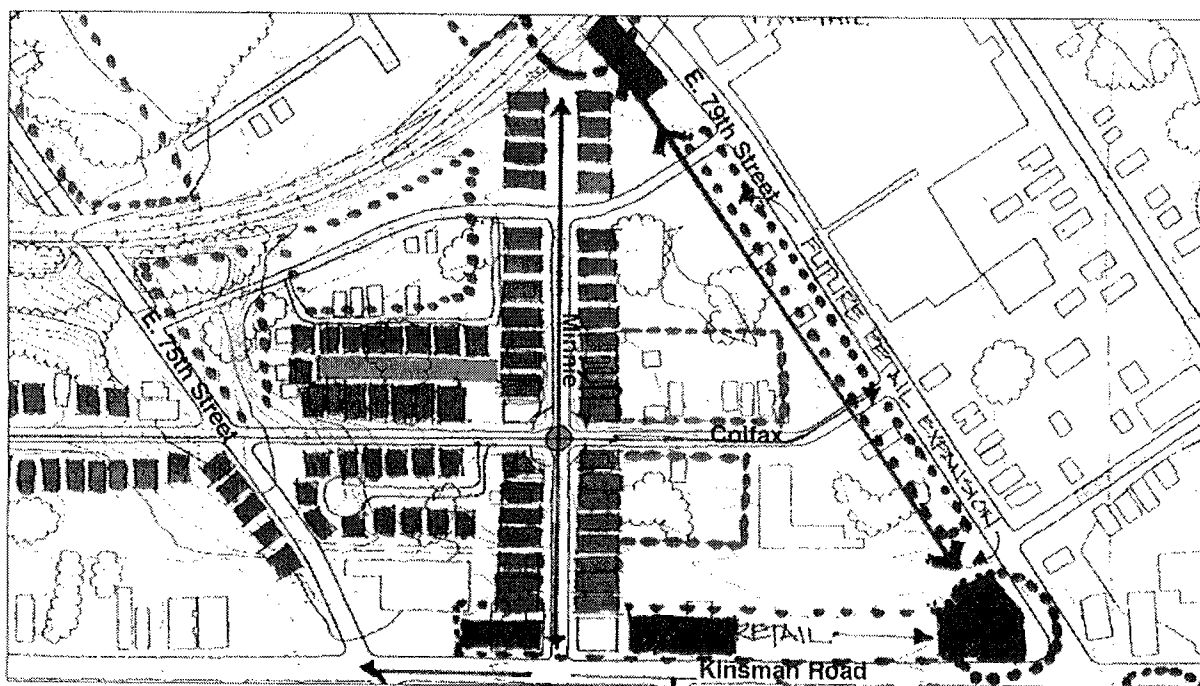
Proposed single family housing  
Zero lot line  
Attached garage  
Lot area: 2,000 s.f.  
21 units/acre

Support retail -YES  
Support transit -YES



## Potential Housing - Phase One

Phase I would continue the residential single-family development along Colfax to the intersection of Minnie. At the intersection, develop a central node (e.g. landscaped neighborhood focal point) to connect the rapid station with Kinsman and Garden Valley.



## Potential Housing - Phase Two

Phase II would continue to strengthen the connection between the rapid station and Kinsman. Housing would continue to be developed around the central node to build density. Suggested here is an alternative/additional concept of housing (other than the single-family, scattered site) as a way of maintaining public/private space while attaining desirable density. The use of new housing densities can be a catalyst for creating and supporting neighborhood retail operations.



View at housing core:  
The central core is designed to allow housing frontage on a grassed public/private central core. This area can be used in many ways including gardens and play areas without auto access. Primary parking is at the rear of the lots.



This is a similar view with a minor access street for secondary parking down the central core. Primary parking is located at the rear of the lots.

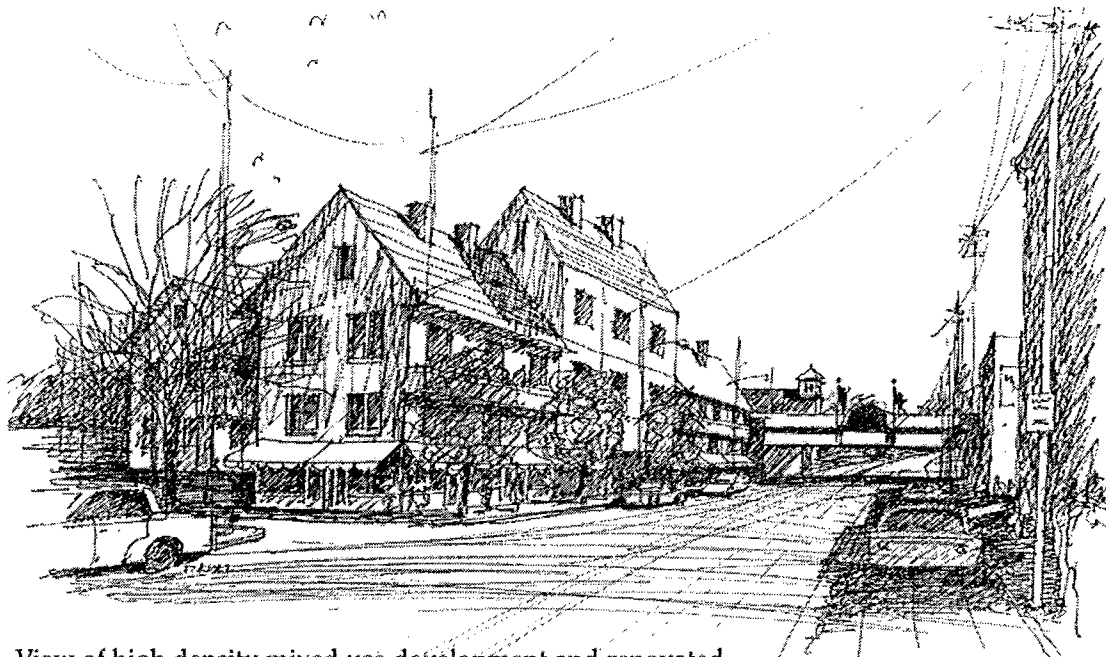
Sketches by: Norman King, AIA



Sketch by: David Krebs, AIA

The central landscape focal point is designed to give the neighborhood a recognizable image and character. It is located at the intersection of Minnie and Collfax, the two main roads and walkways in the project.





View of high density mixed use development and renovated 79th Street RTA station.



View of park and RTA line with city in distance.

Sketches by: Theodore Kurz, FAIA

An unusually significant opportunity for high- and medium-density housing exists at a "Transit Hub" located at E. 79th and the RTA Blue/Green Line rapid stop. A special workshop team — the transit hub group — was convened to explore this idea.

The team found that it was possible to create synergy between the RTA transit station (between Hillside and Holton Roads) and commercial uses being proposed for the corner of Kinsman and E. 79th. The station's proximity to the commercial strip and the industry to the north encourages the transformation of the station into a safe, comfortable, convenient hub for the neighborhood. The station could serve as the element which creates a sense of "entrance" into the neighborhood.

In an effort to integrate the station into the neighborhood, the effects of the presence and type of housing, industry, commercial activity, and green space were considered. These considerations led to the following recommendations.

#### Housing

- Station serves as the core with housing in concentric rings
- Inner ring consists of high-density housing
- Middle ring consists of medium-density housing including some senior housing
- Outer ring consists of infill and lower-density

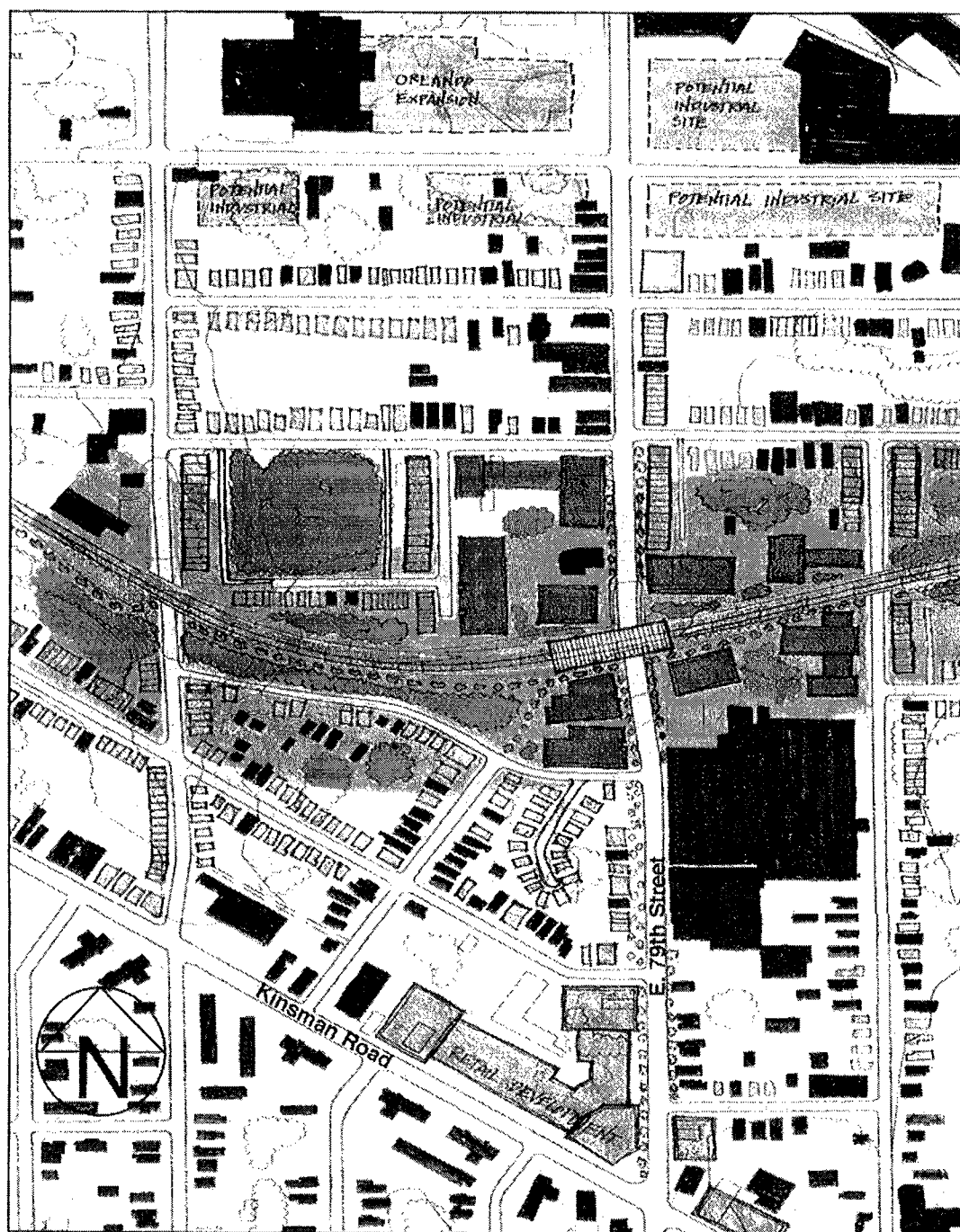
#### Mixed-Use Housing and Commercial

- Renovate storefronts of existing commercial on E. 79th with 2nd floor residential
- Some mixed-use with storefronts on E. 79th immediately southwest of the station

#### Open Space/Green Space

- Maintenance of linear park along the transit line.
- Pedestrian and/or bike paths along linear park
- Tree lawns along E. 79th
- Create a park between Crowell and Holton
- Use trees and green space as buffers between industrial and residential uses





### Industry

- Possibly create Farmers' Market near CMHA site at RTA's Red Line stop
- Encourage Orlando Baking Company to expand to E. 79th with frontage on E. 79th
- Allow for expansion of industry from Rawlings northward to the rail lines

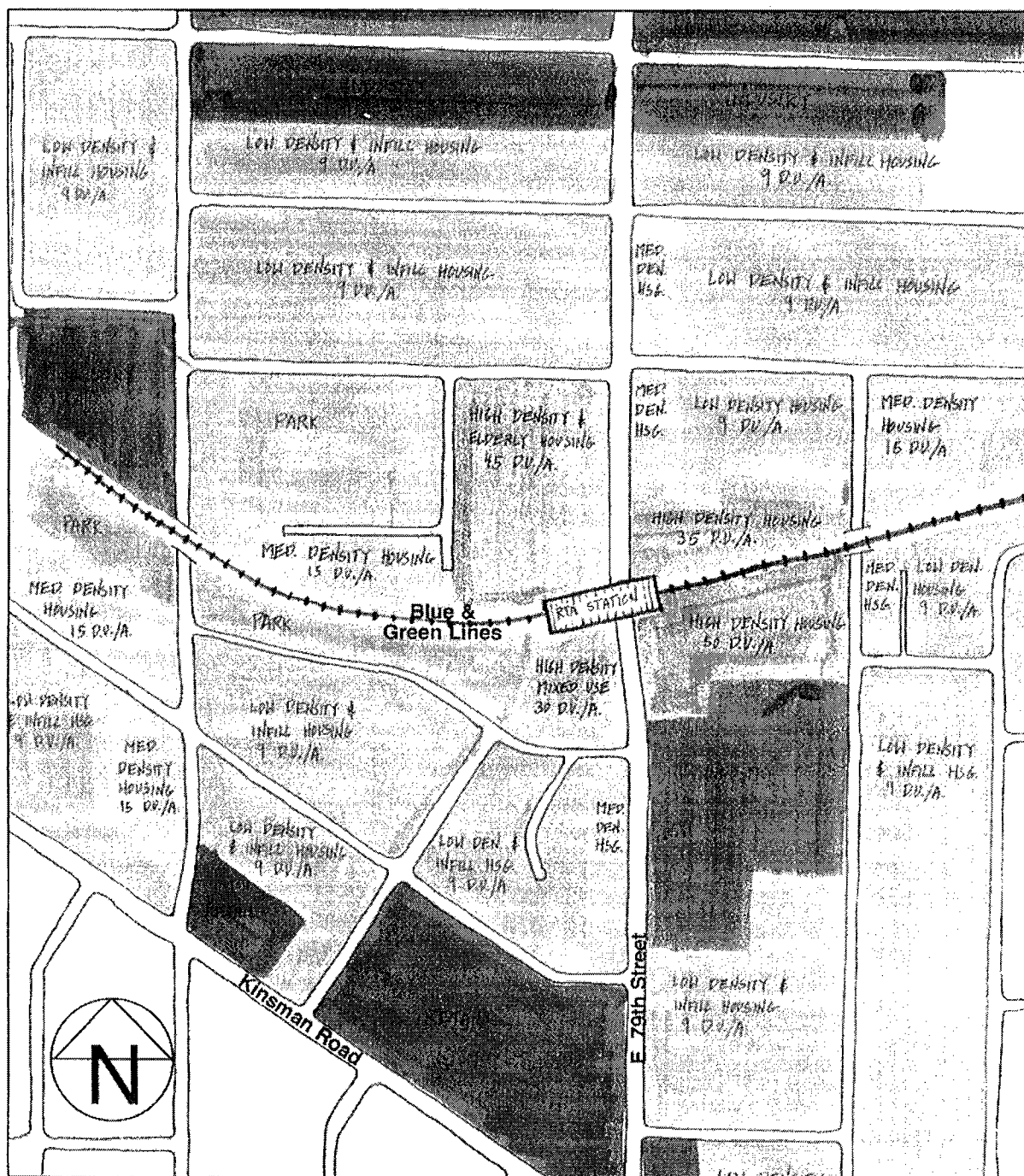
These recommendations could affect the neighborhood in the following ways:

- Increase housing density to support and sustain retail developments.
- Increase safety by increasing activity
- Create housing
- Improve visual quality of the environment with the addition of trees
- Maintain current industrial operations by allowing them to expand (versus leaving the neighborhood and moving to suburban locations)
- Maintain and create jobs for area residents

### Plan of transit-oriented neighborhood

(Existing buildings shown in black.)

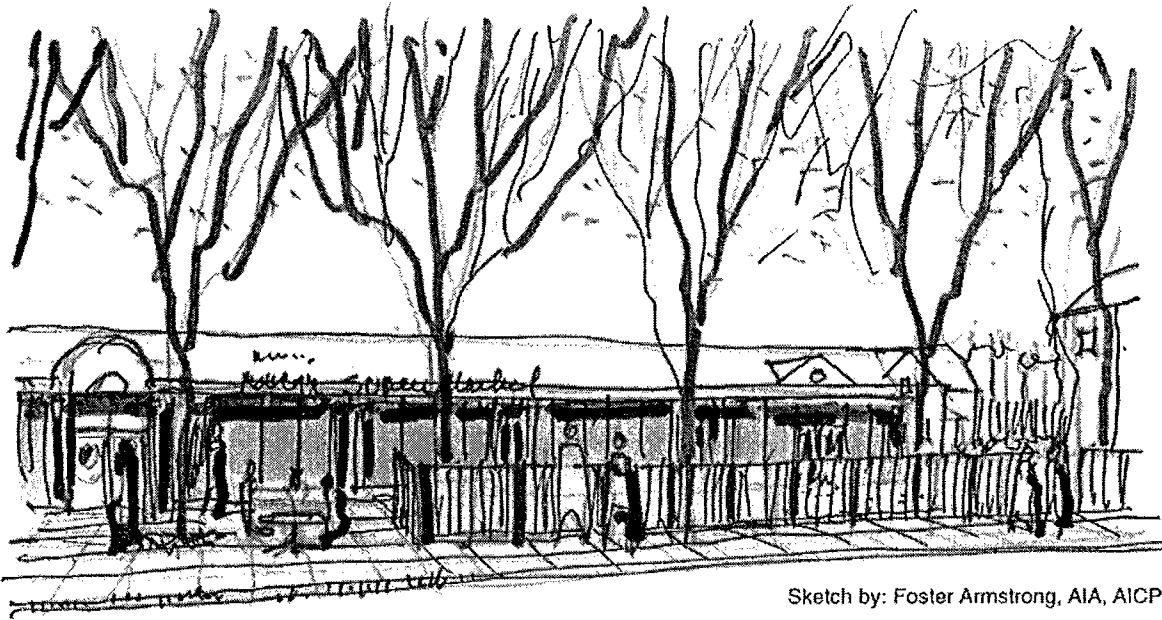
Retail development at corner of Kinsman and East 79th shows maximum development of approximately 90,000 square feet.



### Potential Higher-Density Land Use around the RTA Blue/Green Line stop at E.79th

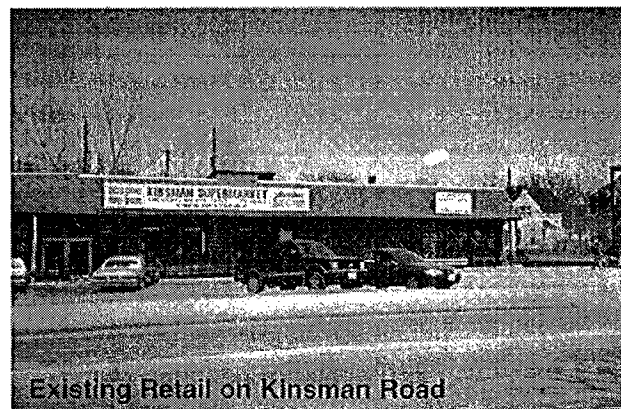
## STREET IMPROVEMENTS

### Creating a welcome to the neighborhood



Sketch by: Foster Armstrong, AIA, AICP

- Remove Curb Cuts on North side of Kinsman. Make Kinsman Pedestrian Friendly. Parking in Rear.
- Match fencing across street on CMHA property. Plant Sycamore trees @ 30' on center to match those across street. Provide exterior gathering space.
- Identify building entrances. Add columns to outside of covered walkway to make scale more appropriate to people. Improve signs.



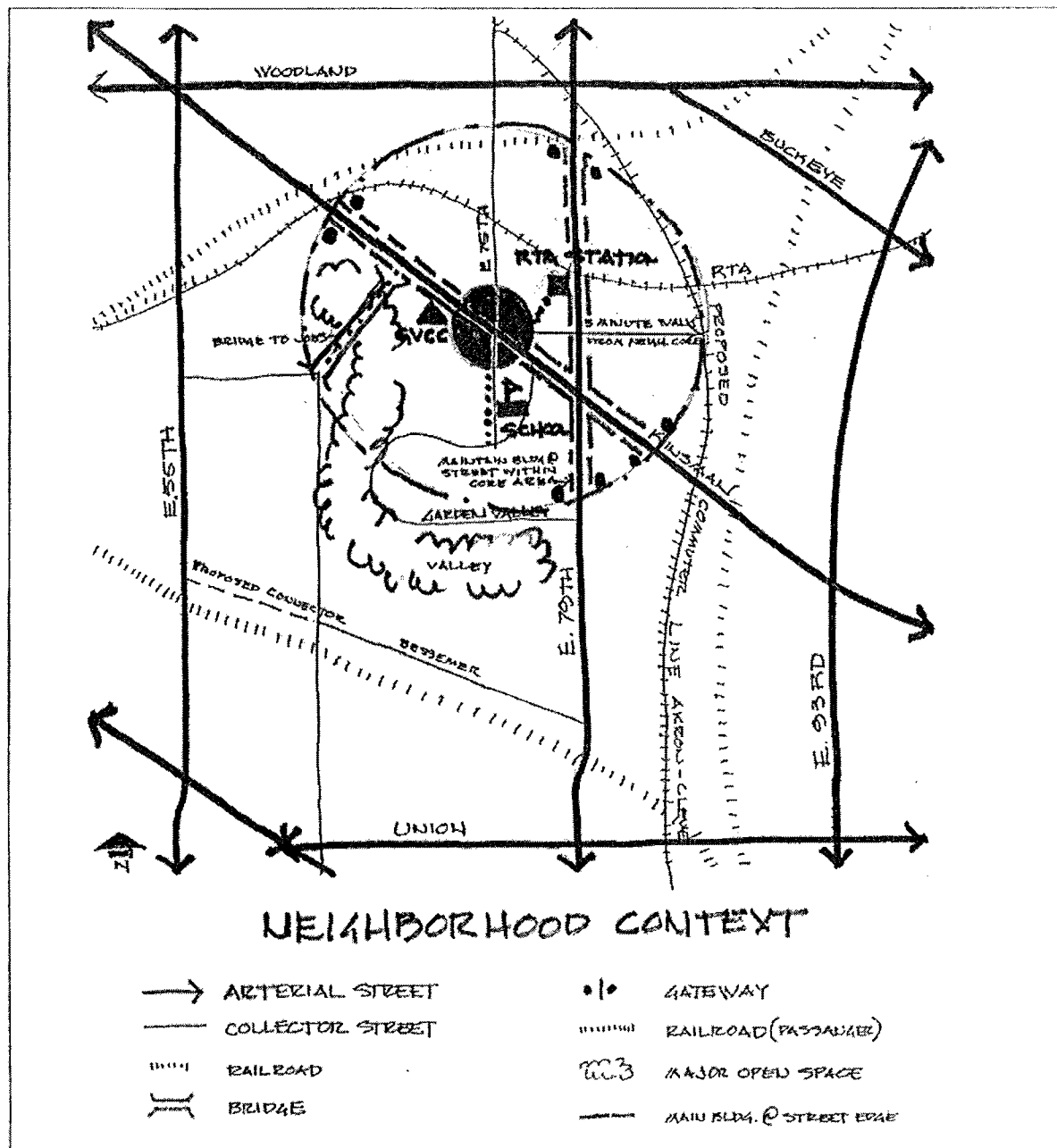
Existing Retail on Kinsman Road

The "Streets" design team focused its attention on the roadway and sidewalks of Kinsman Road and E. 79th Street, the primary east/west and north/south arteries. The team agreed not to propose expensive or long-term major modifications to the roadway or sidewalk. After walking these streets the group assembled the findings and recommendations that follow.

General problem areas observed by the group include the absence of clear points of entry that identify the Garden Valley neighborhood and complement its character and strengths. Although the intersection of E. 79th Street and Kinsman Road is the transportation crossroad of the neighborhood and is a logical new retail location, the intersection of E. 75th Street at Kinsman Road is proposed as the community center. E. 75th bisects the Garden Valley Estates on the south side of Kinsman Road and it is the location of the only existing retail on the north side of Kinsman Road. The group also identified issues of accessibility that hamper the residents of Garden Valley from connecting to jobs and services via the region's transportation system.

Other findings have specific reference to the physical characteristics of Kinsman Road:

Kinsman Road, the major east-west arterial, is approximately 36 feet wide and the sidewalks on the street are about 10 feet wide. Dwelling units operated by the Cuyahoga Metropolitan Housing Authority (CMHA) line most of the southern side of the street. The Garden Valley Neighborhood House (GVNH) is also located on the south side. The north side includes some residences and commercial uses. Many of the tree lawns are bare, absent of grass or other greenery. At some places,



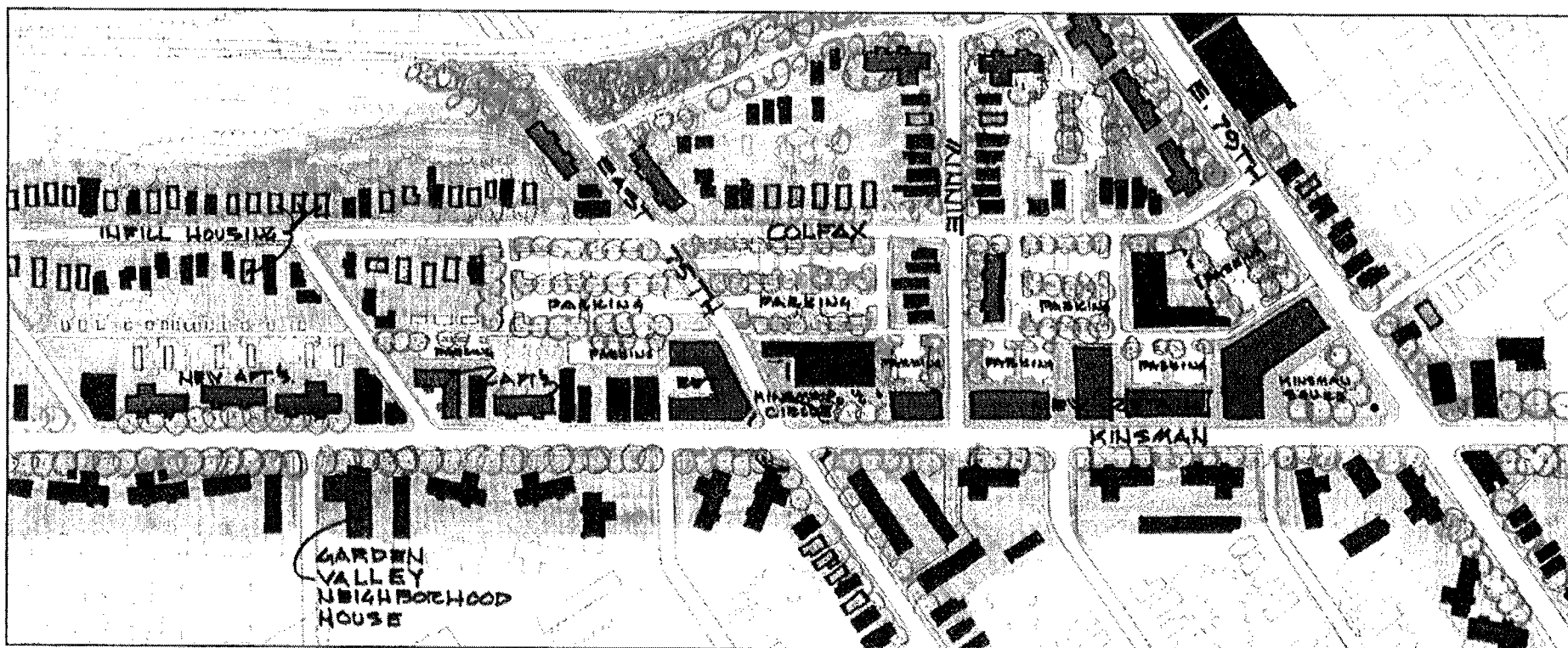
dumpsters are positioned close to the sidewalks. Vacant lots in some locations have apparently become parking lots for automobiles, some of which appear unused (without current license plates).

The CMHA property sets a positive tone for upgrading the street. Recently-installed wrought iron fencing defines the CMHA property, separating it from public space. Sycamore trees on CMHA property appear to be healthy and full-grown. The trees are situated approximately five feet from the sidewalk and 65 feet apart. The trees would have provided a more continuous canopy if they had been planted 30 feet apart.

Based on the findings just enumerated, the group offers the following recommendations:

#### Activity Centers

- A primary activity node should be established at E. 75th Street and Kinsman Road. The importance of this intersection is based on its central location, its proximity to Anton Grdina Elementary School and Garden Valley Neighborhood House, and the presence here of the area's only existing retail.
- A secondary node should be established on the eastern periphery at E. 79th Street and Kinsman Road because of its status as the transportation crossroad.
- In addition, the node at Sidaway Avenue and Kinsman Road is home to a closed pedestrian bridge that spans the valley and leads to the St. Hyacinth neighborhood. This bridge is a wonderful visual and recreative asset and should be renovated and reopened as soon as possible. This bridge also has the potential to link residents with jobs.



### One Potential "Future View" for Garden Valley

New stores, apartments and trees line the north side of Kinsman. Parking is in lots behind the buildings, and new infill housing continues to be built along Colfax and Minnie. A major activity center is located at Kinsman and East 79th, and a tree-filled plaza is next to a new pharmacy (8,000-12,000 sq.ft.) and smaller retail uses at the corner of East 79th and Kinsman.

### Gateway Markers

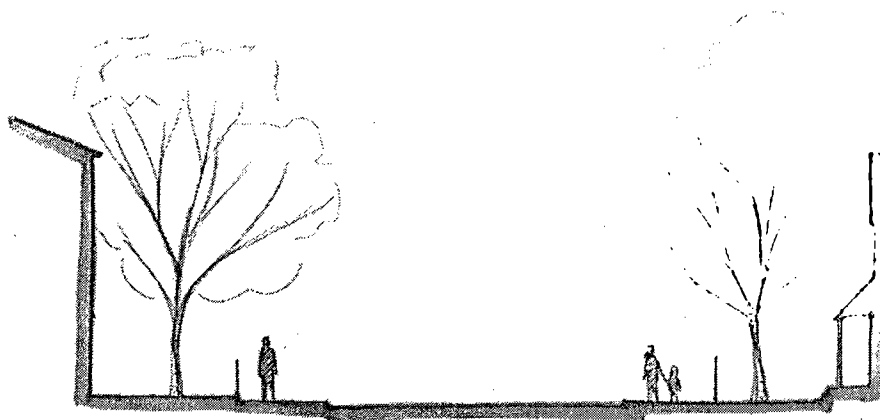
- Gateways or entrance identifiers such as special markers or pillars should be established at the bridge on E. 79th Street on the north, at the intersection of E. 79th and Garden Valley Avenue on the south, and at the bridges on Kinsman Road on the east and west.

### Kinsman Road

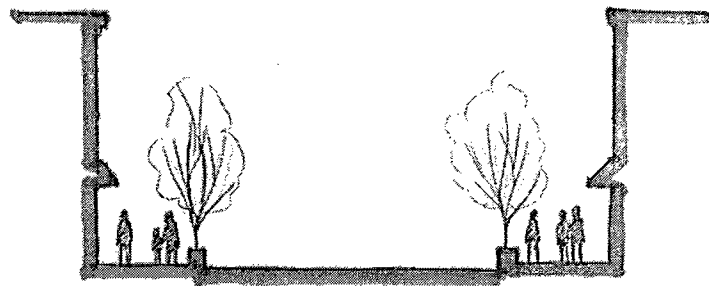
- Reduce the number of curb cuts on the north side of Kinsman. This change will make the sidewalks more pedestrian-friendly.
- Encourage GCRTA to consider more bus shel-

ters and transit amenities.

- Recognize the obvious need for off-street parking but improve it visually. This might be accomplished by paving, setbacks, fencing, and providing entry from the rear rather than off Kinsman Road.
- Plant sycamore trees on the north side of the street to correspond to the south side. Encourage closer placement of trees on both sides preferably 30 feet apart, for a fuller canopy.
- Refurbish and re-open the pedestrian bridge located at Sidaway and Kinsman.



KINSMAN - RESIDENTIAL



KINSMAN - COMMERCIAL

- Promote the establishment of a business association particularly among the industrial concerns if none exists. If an association does exist, it should be mobilized to address issues within the community including aesthetics and employment of residents.

- Establish a business improvement district targeted at the industrial entities. Such an association can provide mechanisms for long-term amortization of certain site improvements and amenities (as opposed to out-of-pocket expense for private owners). Collaborative efforts among the business owners could yield benefits for them as well as residents.

- Generally, the City of Cleveland should become more active in enforcing policies regarding dumping and abandoned structures as well as zoning ordinances.

#### Accessibility

- Strengthen access to light and heavy rail rapid transit service.

- Provide pedestrian pathways to E. 79th Street light rail station.

- Establish fixed-route circulator bus service that links all three rapid rail stations (two on E. 79th Street and one at E. 55th Street), employment centers at Maingate and Bessemer Avenue, existing retail, and other services to the residents.

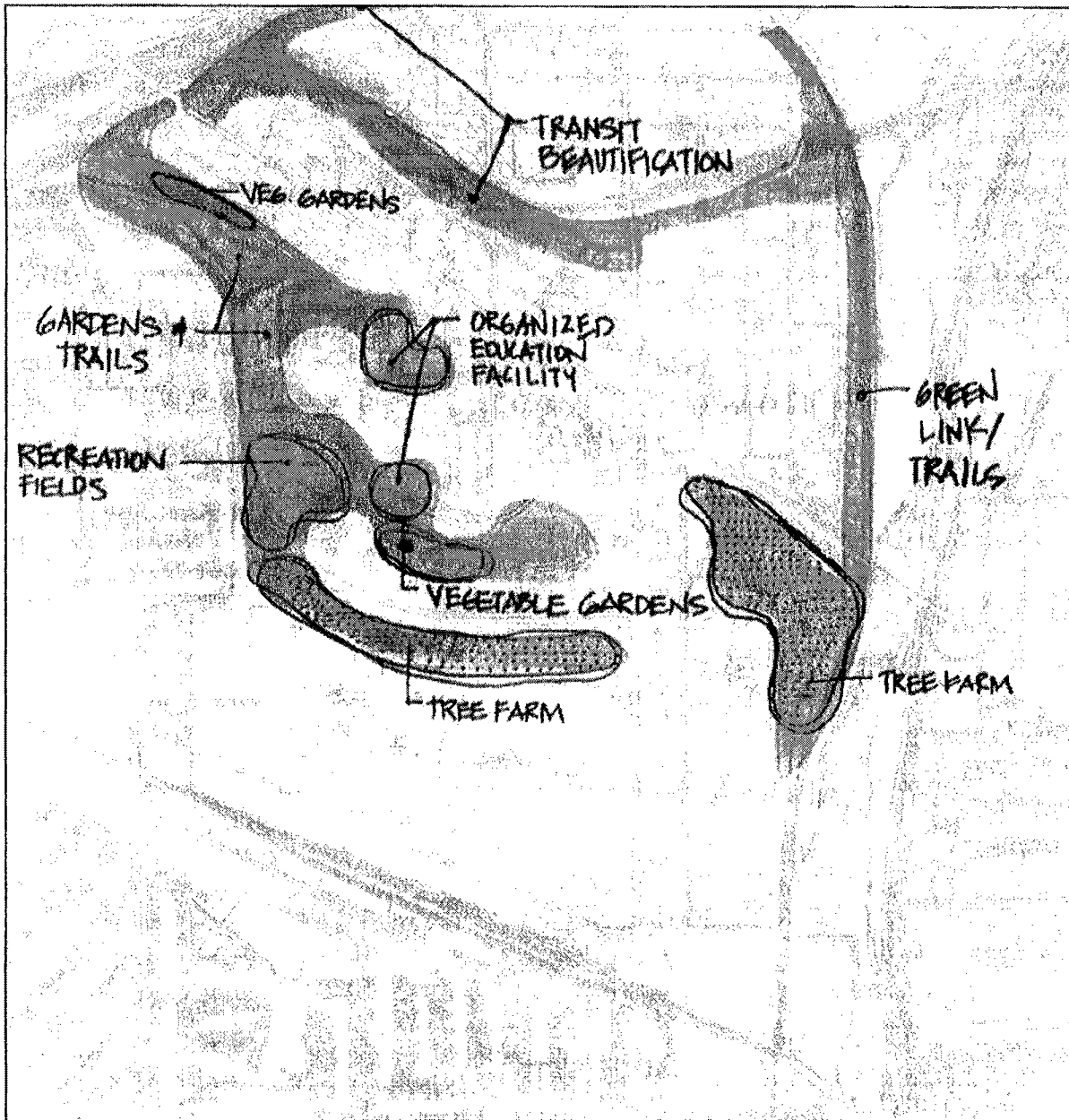
- Explore the opportunity of access to employment in the region via the proposed commuter rail service to the south and southeast.

- Support Bessemer Avenue extension to E. 55th Street to increase the probability of expanding the jobs base available to Garden Valley residents, and to provide southern access to Interstate 490.



## OPEN SPACE

### A true Garden Valley for beauty and profit



The objective of the "Open Space" team was to explore ways in which the vast amount of undeveloped land in the Garden Valley area could work to provide greater benefit to the residents. Garden Valley is in many ways characterized by its open space, found typically in one of three conditions:

- Vacant lots along Kinsman, on residential streets north of Kinsman, and outside CMHA-controlled property south of Kinsman
- Relatively flat, open areas within Garden Valley Estates and at its south and west edges
- Heavily wooded (and overgrown) hillsides along the rail corridors

Currently, the great supply of open space is perceived as "vacant land" — a negative perception that emphasizes disinvestment in the neighborhood. It was the feeling of the Open Space Team, however, that the "vacant land" coin can be flipped to a positive perception of open space as a rare and positive feature — a true opportunity and an asset to the community — if its value is celebrated and its opportunities utilized.



Sketch by: Jeff Kerr, ASLA

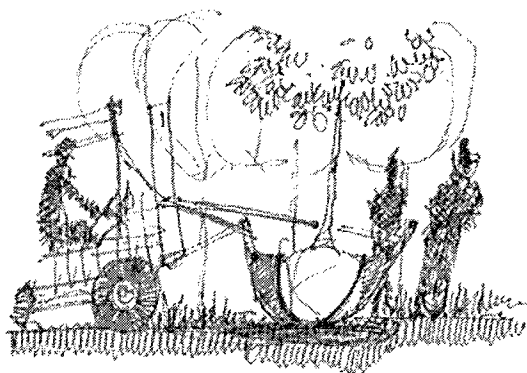


Among those opportunities might be expansion of the current vegetable garden program to a larger effort—possibly large enough to produce income, horticultural training and related jobs for area residents. A proposed all-purpose trail would link active and passive recreation sites such as an existing city park and ball fields in a scenic valley. Future proposals would develop educational, agricultural, and additional recreational purposes.

Other open space in Garden Valley could be cultivated into a tree farm, rotating ages and types of vegetation to be sold to individual customers or utilized by the City of Cleveland and other high-volume shrub and tree purchasers.

Along with recreational and agricultural purposes, the all-purpose trail would contain interpretative signage, educational markers that would identify historical, cultural and/or scientific informative data. Along the route would be various beautification nodes like a butterfly garden, a pond or stream, picnic table sites, terrace, flower and vegetable gardens and pieces of urban art.

Sketch by: Kohei Ishikawa, AIA



Sketch by: Jeff Kerr, ASLA



*AIA Cleveland thanks the following for their advice, financial support, in-kind contributions, and sponsorship, as appropriate:*

American Institute of Architects  
Architects Society of Ohio Foundation  
Behnke Associates  
City of Cleveland Departments of City Planning and Community Development  
Cleveland State University Maxine Goodman Levin College of Urban Affairs  
The Cleveland Foundation  
Garden Valley Neighborhood House Board of Trustees;  
Executive Director Bruce Holmes and staff members Alice Colvin, Showa Omabechio, David Lere  
Gould Associates, Inc.  
The George Gund Foundation  
Kent State University School of Architecture and Environmental Design  
Lakeside Blueprint  
Northeast Ohio Area Coordinating Agency, Howard Maier, Executive Director  
Presti's Donuts  
Urban Conservation & Design  
Urban Design Center of Northeast Ohio, located at Kent State University  
Working for Empowerment through Community Organizing (WECO)

*And special thanks to these advisors who shared their time and expertise in briefings on housing, planning, and retail market/commercial real estate matters:*

Cynthia Garrett, Marketing Director, New Village Corp./Central Commons  
David Hartt, President, D.B. Hartt Inc. (planning consultants)  
Eric Hoddersen, Executive Director, Neighborhood Progress Inc.  
Flamando McElrath, Executive Director, Burten Bell Carr Development Inc.  
Mark Rantala, President, Rantala & Co. (real estate services)  
Maxine Scott, Associate, Burten Bell Carr Development Inc.  
Nicholas Zarnos, Chairman of Investment Properties, Grubb & Ellis (real estate services)  
and from the City of Cleveland's Department of Community Development:  
Leslie Conwell, Neighborhood Planner  
Vickie Eaton-King, Manager, New Construction

## Acknowledgements

### Urban Design Committee Cleveland Chapter AIA

William Gould, AIA, AICP - Chair  
Robert Bennett, AIA - Vice Chair  
Foster Armstrong, AIA, AICP  
Kohei Ishikawa, AIA  
Christopher Johnson  
Norman King, AIA  
David Krebs, AIA  
Robert Madison, FAIA  
John Miller, Aff. AIA  
Genevieve Ray, Aff. AIA  
Sean Stadler, Assoc. AIA  
Craig Wright  
Dianne Hart, AIA Executive Director

## Workshop Teams

### Team Leader

**Prof. Allan B. Jacobs**

Formerly a Cleveland resident and a graduate of Heights High School, Prof. Jacobs now resides in San Francisco. He teaches at the University of California, Berkeley and has done city planning in Pittsburgh, Calcutta and San Francisco, where he was the planning director for eight years. He is the author of numerous books on urban planning.

### Chair

**William A. Gould, AIA, AICP**

President of Gould Associates Inc., Architects and Planners. As a longstanding participant in the R/UDAT process, he has given special attention towards shaping the planning efforts of a revitalized Cleveland. He has been an active member of the AIA local chapter for many years, and has served as Chairman of the Urban Design Committee.

### Coordinator

**Genevieve H. Ray, Affiliate AIA**

Principal of Urban Conservation & Design, is a consultant offering services in citizen participation, issues identification and project development. She has a B.A. in English from the University of Colorado and was a Loeb Fellow in Advanced Environmental Studies at Harvard University's Graduate School of Design.

### Assistant Coordinator

**Kalpna K. Kuttaiah**

A Research Associate at the Urban Design Center, School of Architecture and Environmental Design, KSU. Upon receiving her Bachelor of Architecture in India, she worked as an architect for a few years before obtaining her Master of Architecture at the University of Minnesota.

### Retail Team

**Bill Fraser (Team Leader)** is a practicing architect schooled at the Pratt Institute and Syracuse University's School of Sociology. His private practice has ranged from Ohio to Montana to one of his favorite places, Washington State.

**Kandis Anderson** a Cleveland resident, is a graduate student of CSU, currently working as an intern at the Fairfax Renaissance Development Corporation.

**Dryck Bennett** is a graduate student at CSU.

**Abe Bruckman** studied architecture and theater design at KSU. He is currently a student at CSU in the Master of Urban Planning, Design and Development program. He is constructing new exhibits at the Cleveland Museum of Natural History, and was involved in the Train Avenue Corridor Charrette.

**Eleanore Ramsay Dees** a resident of Cleveland, is a graduate student at Levin College of Urban Studies, CSU. She is currently working towards her Master of Urban Planning, Design, and Development.

**Charles Hall, Jr.** lives in Cleveland, and works for the City of Cleveland. He is currently studying architecture at KSU and has worked on city planning projects in Glenville and other Cleveland neighborhoods.

**Showa Omabegho** is originally from Nigeria. He received his Ph.D. from the University of Delaware, and a Masters in Urban Planning from Hunter College, in New York City. He has previously worked as a consultant on environmental/energy related policy issues. He works with Neighborhood Centers Association as a community organizer.

### Housing Density Team

**David Krebs, AIA (Team Leader)** is an active member of the Urban Design Committee, and a practicing architect who works for Davison Smith Certo Architects.

**Stan Gordon** is a resident of Cleveland. He has a Bachelor of Arts Degree in Urban Studies with a concentration in City Planning and a Minor in Black Studies from CSU. He has a HUD community work study assistantship at Northeast Shores Development Corporation.

**Tiffani Henry** from Springfield, OH, is a first year graduate student at CSU. She is currently a graduate assistant for Dr. Mittie Chandler.

**Norman King, AIA** is a member of the Urban Design Committee, and a practicing architect who works for Donley Construction Company.

**Melran J. Leach, Sr.** is the founder of an investment group called Diverse Directions Corp. He is also a student at CSU, and has an internship with the City of Cleveland Empowerment Zone.

**Kathy Webber** a resident of Cleveland, is a real estate attorney and a former lender. She has been involved in rehabilitation of houses within the City of Cleveland and is now a student at CSU, pursuing a Masters degree.

## Streetscape Team

Foster Armstrong, AIA, AICP (Team Leader) is an architect and planning consultant. He is also the Interim Director of the Urban Design Center of Northeast Ohio, located at KSU, where he teaches architecture. He received his Masters of City Design at Miami University in Oxford, Ohio.

Mudia Aimiwu is a native of Benin City, originally from Nigeria. He is now residing in Kent, Ohio, where he is a student at KSU working toward completing his Bachelor of Architecture.

James W. Armaline is a senior transportation planning engineer with the Northeast Ohio Areawide Coordinating Agency. He is an Industrial Engineering graduate of Youngstown State University. He worked with MS Consulting Engineers & Planners and the Youngstown Area Development Corp. before joining the staff of NOACA eight years ago.

Mittie Olion Chandler, Ph.D., is a resident of Cleveland's West Park neighborhood. She is Director of the Master of Urban Planning, Design and Development at CSU. She received her Doctorate and Masters in urban planning from Wayne State University in Detroit, and worked there as a city planner for six years. She is a former President of the Garden Valley Board of Directors.

Susanne DeGennaro a student at CSU's Levin College of Urban Affairs, is candidate for Master of Urban Planning, Design and Development, she will graduate in June 1997.

Kenneth Flury is currently residing and working in Cleveland, Ohio. He is a student at KSU. Kenneth will graduate in May of 1998 with a Bachelor of Architecture. He participated in the 1st CLUDAT in October 1996. He has a strong interest in Urban Design and is well experienced in construction.

Eric Gonczy is from Aurora, Ohio. He is currently studying architecture at KSU, and will graduate in May 1998. He also participated in the 1st CLUDAT.

David Minah a resident of Kent, is in the architecture program at KSU. After completing the program, he intends to enroll at CSU, where he will work toward his Masters in urban planning.

## Open Space Team

Jeffery R. Kerr, ASLA, (Team Leader) is an Associate with Behnke Associates, Inc., a landscape architecture and land planning firm. He received a Bachelor of Science in Landscape Architecture from Ohio State University and did his graduate studies at the Levin College of Urban Affairs at CSU. He is a member of the American Society of Landscape Architects. He is a past president of the Western Reserve section.

Daneille Bailey is a resident of Cleveland. She received her undergraduate degree in sociology from Case Western Reserve University. She is working towards her Masters Degree in Urban Planning, Design, and Development. She works as a Graduate Assistant at the Urban Center.

Timothy Goler is a native of Cleveland, working towards his Master in Urban Planning, Design, and Development from CSU. He has completed his undergraduate degree in Early Childhood Education from Norfolk State University.

Kohei Ishikawa, AIA, is an architect and a member of AIA Urban Design Committee, he is a graduate of Tokyo University and received his Bachelor of Architectural and Masters in City Design from Miami University of Ohio. He has worked on public housing projects with CMHA and City Hall along with various architectural designs throughout greater Cleveland.

Eileen Longo is a lifelong resident of Garfield Heights. A non-traditional student in the graduate program at CSU, she began college at age 44. She will be graduating in June 1998, and says it's an example of never giving up on something you want to accomplish.

Tony Payne is a member of the Board of Directors for Garden Valley Neighborhood House. A member of the Historic First Church, he is a representative of the Presbytery of Western Reserve. He is employed by Turner Construction Co.

Diane Vaughn a native Clevelander, has lived in Garden Valley for six years and lives in the house that her grandmother bought. A member of the Garden Valley Board of Trustees, she wants to contribute to the upgrading of the neighborhood.

## Housing/Transit Hub Team

Kevin Brown (Team Leader) is a former resident of Lakewood. He now resides in California, where he attends the University of California, Berkeley, earning a Masters Degree in City Planning, specializing in Urban Design. He was important to AIA Cleveland, serving on the Executive Board and active in the Urban Design Committee.

Rediet Berhane is originally from Eritrea, Africa. She is Research Assistant CSU, where she is studying for her Masters of Urban Planning, Design, and Development. Rediet has lived in the U.S. for seven years.

Brad Flamm of Cleveland Heights, received his Master in Regional Planning from Cornell University, and his Bachelors in Political Science, from the University of California, Berkeley. He was a Peace Corps volunteer in Cameroon.

Theodore Kurz, FAIA, established his architectural practice in 1987. He received his Masters and Bachelors degrees from the University of Illinois.

LeRoy Merriweather is the Vice President of the Board of Trustees at Garden Valley Neighborhood House. He received his Liberal Arts degree from Cuyahoga Community College. He is also a former Cleveland police officer.

Carmine Stewart is a resident of Cleveland. She is a graduate student at CSU and will graduate in June 1997 with a Master of Urban Planning, Design, and Development. She is currently working as a research assistant at CSU.

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Thanks to Craig Wright, Jim Dalton and Tahia Herd, who were participants in the overall Garden Valley effort but missed the "biography" interviews; and to Garden Valley Neighborhood House trustees Mary Beem, Anita Kennedy and LaDoris Phillips, who stopped in to observe, ask questions and offer valuable advice. Other observers or visitors included Allan Fonoroff, Charles Adams and Jim Chaffers. Typing services were provided by Jackie Johnson.

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## Appendices

A - Schedule

B - Community Statistics

C - Retail Market data

# AIA CLEVELAND

A Chapter of  
The American Institute of Architects



## **SCHEDULE FOR GARDEN VALLEY / URBAN DESIGN ASSISTANCE TEAM-CLEVELAND AIA**

**Garden Valley Neighborhood House  
7100 Kinsman Road  
Cleveland, Ohio 44104**

### **THURSDAY, MAY 15, 1997**

- 5:00 p.m.-6:00 p.m.      **"WHAT MAKES GREAT STREETS"**  
Lecture by Professor Allan Jacobs  
Levin College of Urban Affairs  
Cleveland State University, Cleveland
- 7:00 p.m.-10:00 p.m.      **Reception**  
Sheraton Cleveland City Center, Cleveland

### **FRIDAY, MAY 16, 1997**

- 9:00 a.m.-12:00 Noon      Tour of Garden Valley areas by team and review Phase I conclusions  
and recommendations
- 1:00 p.m.-3:00 p.m.      Presentations and discussions on housing development
- 3:00 p.m.-5:00 p.m.      Presentations and discussions on retail market issues
- 5:00 p.m.-6:30 p.m.      Organize teams for Saturday workshop

### **SATURDAY, MAY 17, 1997**

- 9:00 a.m.-1:00 p.m.      Teams visit sites and begin design workshop sessions
- 1:00 p.m.-2:00 p.m.      Lunch & preliminary reviews of each team's work
- 2:00 p.m.-5:30 p.m.      Teams continue design sessions
- 5:30 p.m.-6:30 p.m.      Teams present finished work
- 6:30 p.m. Onwards      Document development: compilation of workshop results  
Preparation of report

### **SUNDAY, MAY 18, 1997**

- 1:30 p.m.-2:30 p.m.      Community presentation by team at Garden Valley Neighborhood  
House, distribution of reports

The Park Building  
140 Public Square Suite 502  
Cleveland, Ohio 44114-2213  
(216) 771-1240  
FAX: (216) 771-0219

**A**

**Greater Cleveland - Retail Space**  
**Prepared by - Rantala & Co.**

City / County	Retail S.F.	Population	S.F./person
Cleveland	2,435,361	505,616	4.8 sf/p
Cuyahoga Co. (includes City of Cleveland)	26,753,612	1,412,140	18.9 sf/p
Lake Co.	6,006,725	215,499	27.8 sf/p
Geauga Co.	957,316	81,129	11.8 sf/p
(Lake and Geauga combined average = 23.4 sf/p)			
Portage Co.	931,241	142,585	6.5 sf/p
(Major construction in Kent/Ravenna area will raise average approximately 10 sf/p)			
Summit Co.	10,795,179	514,990	21.0 sf/p
Medina Co.	1,344,704	122,354	11.0 sf/p
Lorain Co.	3,299,416	271,126	12.2 sf/p
<b>7 County Total</b>	<b>50,088,193</b>	<b>2,759,823</b>	<b>18.2 sf/p</b>
<b>National Average</b>			<b>19-20 sf/p</b>

*Retail space included in the above calculations are all shopping centers of 50,000 sf or larger (as surveyed by Rantala & Co. and included in the 1997 Retail Market Report). The totals do not include neighborhood "convenience centers" of less than 50,000 sf or freestanding retailers (i.e. K-Mart, Wal-Mart, etc. when not a part of a shopping center.) Inclusion of the stand alone retail boxes would in all likelihood bring the 7 county average in line with the national average.*

rtlsfavg.doc

Your Cleveland Retail Site Specialist

27540 Detroit Rd. Suite 202 ♦ Westlake, Ohio 44145 ♦ (216) 892-6900 ♦ Fax (216) 808-8287  
email: retail-re@cyberdrive.net

## Kinsman - Garden Valley retail analysis

1.5 mile radius (E. 79th and Kinsman)

population	44,941
Cleveland retail sf (exclude CBD)	x <u>4</u> sf per person
potential retail demand	179,764 sf
discounted for Household Income at approximately 50% of City of Cleveland level	x <u>.5</u>
Probable development potential	89,000 sf (Approximately)

### *Potential retail mix*

grocery	35,000 - 40,000 sf
drug	8,000 - 12,000 sf
auto parts	8,000 - 10,000 sf
laundramat	4,000 - 5,000 sf
video	5,000 - 6,000 sf
fast food	2,000 - 4,000 sf
services ?	<u>5,000 - 10,000 sf</u>
Total	67,000 - 87,000 sf plus one outparcel

<u>Minimum development parcel size</u>	10 acres
<u>Desired development parcel</u>	12 - 15 acres

*Notes: Development probably is NOT possible without a grocery store.*

*Competitive grocery store positions suggest that this may be a viable location.*

*Site needs good north/south and east/west access to easily serve largest possible market, i.e. needs to be as close as possible to E. 79/Kinsman.*

# Site America

## DEMOGRAPHIC AND INCOME FORECAST

### Kinsman

Analysis Level: Block Group  
 Site Name: KINSMAN E. 79/Kinsman  
 Perimeter Description: Perimeter 1 (1.00 miles)

5/15/97

SNAPSHOT	1990 CENSUS	1996 UPDATE	2001 FORECAST
Population	18,173	17,623	17,377
Households	6,710	6,536	6,454
Families	4,486	4,344	4,283
Median Age	27.1	26.8	26.1
Per Capita Income	\$5,810	\$6,728	\$6,014
Median Household Income	\$12,265	\$13,079	\$11,866
Average Household Income	\$15,485	\$17,962	\$16,009
Average Household Size	2.71	2.69	2.69

ANNUAL PERCENT CHANGE FOR 1996-2001			
TRENDS	Area	State	National
Population	-0.28%	0.50%	1.00%
Households	-0.25%	0.51%	1.01%
Families	-0.29%	0.51%	1.03%
Median Age	-0.51%	0.79%	0.82%
Per Capita Income	-2.22%	-1.36%	-0.69%
Average Household Size	-0.03%	0.00%	0.01%

HOUSEHOLDS BY INCOME	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
Less than \$15,000	4,114	61.1%	3,748	57.3%	4,079	63.2%
\$15,000 - \$24,999	1,130	16.8%	1,209	18.5%	1,079	16.7%
\$25,000 - \$34,999	725	10.8%	681	10.4%	646	10.0%
\$35,000 - \$49,999	534	7.9%	598	9.1%	450	7.0%
\$50,000 - \$74,999	193	2.9%	235	3.6%	162	2.5%
\$75,000 - \$99,999	30	0.5%	55	0.8%	36	0.6%
\$100,000 - \$149,999	2	0.0%	10	0.1%	2	0.0%
\$150,000 +	0	0.0%	0	0.0%	0	0.0%

POPULATION BY AGE	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
0 - 4	2,163	11.9%	2,093	11.9%	1,928	11.1%
5 - 14	3,452	19.0%	3,649	20.7%	3,677	21.2%
15 - 19	1,416	7.8%	1,487	8.4%	1,598	9.2%
20 - 24	1,427	7.9%	1,185	6.7%	1,264	7.3%
25 - 34	2,924	16.1%	2,316	13.1%	1,978	11.4%
35 - 44	2,057	11.3%	2,391	13.6%	2,288	13.2%
45 - 64	2,785	15.3%	2,585	14.7%	2,834	16.3%
65 - 74	1,271	7.0%	1,164	6.6%	961	5.5%
75 - 84	551	3.0%	608	3.5%	679	3.9%
85 +	127	0.7%	146	0.8%	170	1.0%

RACE AND ETHNICITY	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
White	4,036	22.2%	3,805	21.6%	3,620	20.8%
Black	13,990	77.0%	13,675	77.6%	13,596	78.2%
American Indian	47	0.3%	45	0.3%	49	0.3%
Asian/Pacific	20	0.1%	15	0.1%	21	0.1%
Other Races	80	0.4%	83	0.5%	90	0.5%
Hispanic (any race)	179	1.0%	198	1.1%	208	1.2%

Analysis Name: Kinsman

NOTE: 1990 census income is in 1989 dollars. 1996 and 2001 income amounts are in 1995 dollars.

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Data: CACI Marketing Systems / 1100 North Glebe Road / Arlington, VA 22201 / Tel: (800) 292-CACI / Fax: (703) 243-6272

Mapping: Tactician Corporation / 16 Haverhill Street / Andover, MA 01810 / Tel: (800) WAR-ROOM / Fax: (508) 475-2136



# Site America

## DEMOGRAPHIC AND INCOME FORECAST

### Kinsman

Analysis Level: Block Group  
 Site Name: KINSMAN E. 79/Kinsman  
 Perimeter Description: Perimeter 2 (1.50 miles)

5/15/97

SNAPSHOT	1990 CENSUS	1996 UPDATE	2001 FORECAST
Population	46,372	44,941	44,315
Households	17,507	17,021	16,802
Families	11,147	10,798	10,644
Median Age	29.2	29.1	28.7
Per Capita Income	\$6,180	\$7,434	\$6,664
Median Household Income	\$12,605	\$13,745	\$12,568
Average Household Income	\$16,240	\$19,387	\$17,333
Average Household Size	2.63	2.62	2.61

### ANNUAL PERCENT CHANGE FOR 1996-2001

TRENDS	Area	State	National
Population	-0.28%	0.50%	1.00%
Households	-0.26%	0.51%	1.01%
Families	-0.29%	0.51%	1.03%
Median Age	-0.24%	0.79%	0.82%
Per Capita Income	-2.16%	-1.36%	-0.69%
Average Household Size	-0.02%	0.00%	0.01%

HOUSEHOLDS BY INCOME	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
Less than \$15,000	10,395	59.5%	9,287	54.6%	10,026	59.7%
\$15,000 - \$24,999	3,018	17.3%	3,058	18.0%	2,942	17.5%
\$25,000 - \$34,999	1,830	10.5%	1,945	11.4%	1,770	10.5%
\$35,000 - \$49,999	1,479	8.5%	1,725	10.1%	1,344	8.0%
\$50,000 - \$74,999	633	3.6%	753	4.4%	562	3.3%
\$75,000 - \$99,999	83	0.5%	192	1.1%	128	0.8%
\$100,000 - \$149,999	23	0.1%	53	0.3%	22	0.1%
\$150,000 +	10	0.1%	7	0.0%	7	0.0%

POPULATION BY AGE	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
0 - 4	4,976	10.7%	4,891	10.9%	4,502	10.2%
5 - 14	8,131	17.5%	8,626	19.2%	8,785	19.8%
15 - 19	3,491	7.5%	3,608	8.0%	3,837	8.7%
20 - 24	3,483	7.5%	3,044	6.8%	3,118	7.0%
25 - 34	7,456	16.1%	5,896	13.1%	5,164	11.7%
35 - 44	5,346	11.5%	6,248	13.9%	6,001	13.5%
45 - 64	7,753	16.7%	7,210	16.0%	7,784	17.6%
65 - 74	3,462	7.5%	3,175	7.1%	2,689	6.1%
75 - 84	1,808	3.9%	1,770	3.9%	1,856	4.2%
85 +	465	1.0%	473	1.1%	580	1.3%

RACE AND ETHNICITY	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
White	11,836	25.5%	11,124	24.8%	10,619	24.0%
Black	34,061	73.5%	33,330	74.2%	33,146	74.8%
American Indian	131	0.3%	127	0.3%	138	0.3%
Asian/Pacific	65	0.1%	50	0.1%	70	0.2%
Other Races	278	0.6%	309	0.7%	342	0.8%
Hispanic (any race)	650	1.4%	727	1.6%	776	1.8%

Analysis Name: Kinsman

NOTE: 1990 census income is in 1989 dollars. 1996 and 2001 income amounts are in 1995 dollars.

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Mapping: Tactician Corporation / 16 Haverhill Street / Andover, MA 01810 / Tel: (800) WAR-ROOM / Fax: (508) 475-2136

# Site America

## DEMOGRAPHIC AND INCOME FORECAST

Kinsman

Analysis Level: Block Group

Site Name: KINSMAN E. 79/Kinsman

Perimeter Description: Perimeter 3 (2.00 miles)

5/15/97

SNAPSHOT	1990 CENSUS	1996 UPDATE	2001 FORECAST
Population	88,295	85,539	84,341
Households	34,185	33,216	32,780
Families	21,281	20,598	20,296
Median Age	30.1	30.5	30.6
Per Capita Income	\$6,620	\$7,997	\$7,154
Median Household Income	\$13,011	\$14,244	\$12,990
Average Household Income	\$16,945	\$20,308	\$18,118
Average Household Size	2.54	2.54	2.53

### ANNUAL PERCENT CHANGE FOR 1996-2001

TRENDS	Area	State	National
Population	-0.28%	0.50%	1.00%
Households	-0.26%	0.51%	1.01%
Families	-0.29%	0.51%	1.03%
Median Age	0.07%	0.79%	0.82%
Per Capita Income	-2.20%	-1.36%	-0.69%
Average Household Size	-0.02%	0.00%	0.01%

HOUSEHOLDS BY INCOME	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
Less than \$15,000	19,614	57.6%	17,490	52.7%	18,926	57.7%
\$15,000 - \$24,999	6,114	18.0%	6,039	18.2%	5,899	18.0%
\$25,000 - \$34,999	3,625	10.7%	3,970	12.0%	3,510	10.7%
\$35,000 - \$49,999	3,064	9.0%	3,489	10.5%	2,890	8.8%
\$50,000 - \$74,999	1,268	3.7%	1,651	5.0%	1,184	3.6%
\$75,000 - \$99,999	249	0.7%	397	1.2%	272	0.8%
\$100,000 - \$149,999	71	0.2%	143	0.4%	70	0.2%
\$150,000 +	22	0.1%	36	0.1%	28	0.1%

POPULATION BY AGE	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
0 - 4	9,011	10.2%	8,760	10.2%	7,978	9.5%
5 - 14	14,496	16.4%	15,566	18.2%	15,992	19.0%
15 - 19	6,685	7.6%	6,481	7.6%	6,916	8.2%
20 - 24	6,665	7.5%	5,831	6.8%	5,667	6.7%
25 - 34	14,410	16.3%	11,581	13.5%	10,130	12.0%
35 - 44	10,593	12.0%	12,288	14.4%	11,796	14.0%
45 - 64	14,905	16.9%	14,047	16.4%	15,378	18.2%
65 - 74	6,803	7.7%	6,204	7.3%	5,341	6.3%
75 - 84	3,639	4.1%	3,660	4.3%	3,814	4.5%
85 +	1,087	1.2%	1,120	1.3%	1,328	1.6%

RACE AND ETHNICITY	1990 CENSUS		1996 UPDATE		2001 FORECAST	
	Number	%	Number	%	Number	%
White	22,358	25.3%	20,910	24.4%	19,974	23.7%
Black	65,137	73.8%	63,831	74.6%	63,492	75.3%
American Indian	210	0.2%	199	0.2%	212	0.3%
Asian/Pacific	160	0.2%	134	0.2%	159	0.2%
Other Races	430	0.5%	465	0.5%	504	0.6%
Hispanic (any race)	1,001	1.1%	1,102	1.3%	1,172	1.4%

Analysis Name: Kinsman

NOTE: 1990 census income is in 1989 dollars. 1996 and 2001 income amounts are in 1995 dollars.

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Mapping: Tactician Corporation / 16 Haverhill Street / Andover, MA 01810 / Tel: (800) VWAR-ROOM / Fax: (508) 475-2136

# CITY OF CLEVELAND NEIGHBORHOOD FACT SHEET

## KINSMAN

STATISTICAL PLANNING AREA (SPA) # 18

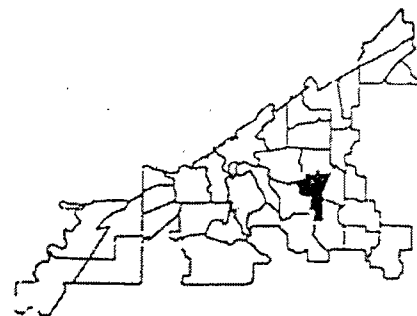
Census Tracts: 1143, 1144, 1145, 1147, 1148, 1201

U.S. Congressional Districts: 11

State Senate Districts: 21

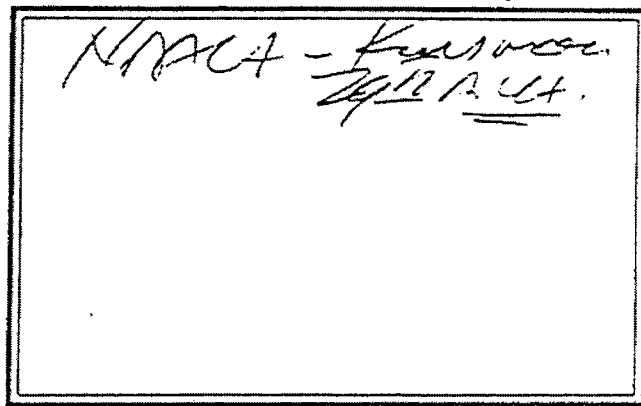
Wards: 2, 4, 5, 12

State House Districts: 10



### POPULATION

	Number		SPA % Change	Citywide % Change
1910	23,640			
1920	26,666	1910-1920	12.8%	40.7%
1930	21,995	1920-1930	-17.5%	11.9%
1940	20,139	1930-1940	-8.4%	-2.7%
1950	22,109	1940-1950	9.8%	4.2%
1960	20,121	1950-1960	-9.0%	-4.2%
1970	15,361	1960-1970	-23.7%	-14.3%
1980	8,686	1970-1980	-43.5%	-23.6%
1990	7,568	1980-1990	-12.9%	-11.9%



### HOUSEHOLDS

	Number	Persons per Household	
		SPA	Citywide
1970	4,906	-	-
1980	3,152	2.76	2.58
1990	2,681	2.82	2.48

Households:	10-Year % Change	
	SPA	Citywide
1970-1980	-35.8%	-12.1%
1980-1990	-14.9%	-8.5%

### AGE & SEX - 1990

AGE	Male	Female	Total
0-4	558	511	1,069
5-9	456	438	894
10-14	365	390	755
15-19	292	336	628
20-24	247	396	643
25-29	230	397	627
30-34	187	380	567
35-44	320	466	786
45-54	195	306	501
55-64	233	254	484
65-74	142	258	400
75-84	64	105	169
85+	17	28	45
TOTAL	3,306	4,262	7,568

### RACE/HISPANIC ORIGIN

	1970	1980	1990
Black	13,304	8,407	7,380
White	1,984	251	143
Am. Indian, Eskimo, Aleut.	NA	1	15
Asian or Pacific Islander.	NA	13	11
Other Race	73	14	19
HISPANIC ORIGIN	NA	62	26



# KINSMAN

## NEIGHBORHOOD HISTORY

Annexed to Cleveland in 1873, the Kinsman area developed primarily in response the establishment of a freight rail line connecting Cleveland and Pittsburgh. Land along East 79th Street, south of Woodland Avenue, became the site of numerous factories associated with the metals industry. Foremost among these was the Van Dorn Company, which was established on East 79th Street in 1878 as the Cleveland Wrought Iron Fence Company.

Extension of streetcar lines along Kinsman Road and Woodland Avenue in the 1860's and 1870's combined with the local manufacturing activity to spur development of modest houses for the area's factory workers. This early development, occurring well before establishment of the City's first zoning code in 1929, resulted in many incompatible juxtapositions of industry and housing. By 1920, the area had reached its peak population of 26,600. In the decades following World War II, housing deterioration and the development of outlying neighborhoods, free of industrial intrusions, acted to drain population from the Kinsman area.

As an attempt to revive the neighborhood, the Garden Valley Estates were developed as part of the first Urban Renewal projects in the state of Ohio. The 130-acre, 650-unit housing development was first constructed in 1959 with incremental additions following in 1961, 1965 and 1971. Other elements of the Urban Renewal Project included removal of commercial stores from Kinsman Avenue, renovation of private homes on a number of streets and the filling of Kingsbury Run Valley for playfields, two elementary schools and a community center. These efforts, however, were not sufficient to stem the neighborhood's continuing decline.

Between 1960 and 1990, the area's population fell from over 20,000 to approximately 7,500. The proportion of African-American residents rose from 53% in 1950 to 97% in 1980. The neighborhood has one of the lowest average household incomes in the City. Widespread deterioration, demolition and illegal dumping caused the area bounded by Kinsman Road, Woodhill Road and Woodland Avenue to become known as the "Forgotten Triangle."

## LAND USE - 1986

	Acres	SPA %	Citywide %
One- & Two-Family	113.3	10.2%	29.8%
Multi-Family	58.5	5.3%	3.0%
Office	0.0	0.0%	0.5%
Retail	31.2	2.8%	4.3%
Industry	262.3	23.7%	13.7%
Rec./Open Space	51.7	4.7%	6.1%
Institutional	39.5	3.6%	6.0%
Trans./Utilities	229.5	20.8%	12.7%
Streets	186.4	16.9%	16.6%
Water	0.5	0.0%	0.8%
Vacant Land	132.5	12.0%	6.5%
<b>TOTAL</b>	<b>1,105.4</b>	<b>100.0%</b>	<b>100.0%</b>

Sources: Ohio Capability Analysis Program,  
Cleveland City Planning Commission

## COMMUNITY FACILITIES

(serving the neighborhood)

### Police Stations

4th District Headquarters - 9333  
Kinsman Rd.

### Fire Stations

\*Station #26 - 7816 Kinsman Rd.  
Station #9 - 6712 Woodland Ave.

### Libraries

\*Garden Valley Branch - 7100 Kinsman Rd.  
Union Branch - 3463 East 93rd St.  
Woodland Branch - 5806 Woodland Ave.  
Rice Branch - 2820 East 116th St.

### Recreation Facilities

\*Woodland Rec. Center -  
9206 Woodland Ave.  
\*Garden Valley Pool (East 73rd & Port)  
Luke Easter Park/Pool (M.L.K. Jr. &  
Kinsman)  
\*Marion Motley Playfield (Carson Ave.)

### Shopping Areas

\*East 93rd and Kinsman  
Quincy Avenue  
Buckeye Commons (East 116th &  
Buckeye)

### Local Development Corporation(s)

WECO  
2700 East 79th St. - TEL: 881-9650

\*indicates facilities within the neighborhood boundaries

## EDUCATION LEVEL - 1990

Persons Age 25 and Over

	Number	SPA %	Citywide %
Elementary (0 - 8 Years)	570	16.2%	12.5%
High School (1 - 3 Years)	1,418	40.3%	28.7%
High School Graduate	1,104	31.4%	31.4%
College (1 - 3 Years)	380	10.8%	19.3%
College (4 or More Years)	46	1.3%	8.1%
TOTAL	3,518	100.0%	100.0%

## OCCUPATION - 1990

Employed Persons Age 16 Years and Over

	Number	SPA %	Citywide %
Managerial & Professional	109	8.7%	11.5%
Technical, Sales & Clerical	358	28.7%	33.1%
Service	290	23.2%	19.3%
Farming, Forestry & Fishing	21	1.7%	0.7%
Craft & Repair	99	7.9%	11.4%
Operators, Fabric. & Laborers	371	29.7%	24.0%
TOTAL	1,248	100.0%	100.0%

## HOUSEHOLD INCOME 1989

	Number	SPA %	Citywide %
Less than \$5,000	978	36.8%	16.7%
\$5,000 to \$9,999	613	23.1%	15.5%
\$10,000 to \$14,999	330	12.4%	11.5%
\$15,000 to \$19,999	310	11.7%	10.6%
\$20,000 to \$24,999	131	4.9%	8.9%
\$25,000 to \$29,999	95	3.6%	7.7%
\$30,000 to \$34,999	73	2.7%	7.1%
\$35,000 to \$39,999	51	1.9%	5.6%
\$40,000 to \$49,999	50	1.9%	7.4%
\$50,000 to \$59,999	9	0.3%	4.1%
\$60,000 to \$74,999	19	0.7%	3.0%
\$75,000 or More	0	0.0%	1.9%
TOTAL	2,659	100.0%	100.0%
Median Hshld Income	-	\$ 7,156	\$17,822
Median Family Income	-	\$ 7,460	\$22,448
Persons in Poverty	-	60.6%	28.7%

## HOUSING VALUE - 1990

Specified Owner-Occupied Housing Units

	Number	SPA %	Citywide %
Less than \$15,000	159	42.1%	4.5%
\$15,000 to \$19,999	66	17.5%	4.8%
\$20,000 to \$29,999	101	26.7%	15.2%
\$30,000 to \$39,999	34	9.0%	23.4%
\$40,000 to \$49,999	11	2.9%	21.8%
\$50,000 to \$59,999	7	1.9%	14.3%
\$60,000 to \$74,999	0	0.0%	11.2%
\$75,000 to \$99,999	0	0.0%	3.6%
\$100,000 or More	0	0.0%	1.2%
TOTAL	378	100.0%	100.0%
Median Housing Value	-	\$17,272	\$40,900
Median Contract Rent	-	\$136	\$237

## HOUSING UNITS

	Number	SPA % Change	Citywide % Change
1970	5,587		
1980	3,803	1970-80 -31.9%	-9.3%
1990	3,170	1980-90 -16.6%	-6.3%

	Owner-Occupied	Renter-Occupied	Vacant
1970	1,116	3,790	681
1980	690	2,462	651
1990	603	2,078	489

## HOUSING TYPE - 1990

Structure Type	Units	SPA %	Citywide %
Single-Family	1,039	32.5%	50.4%
Detached	775		
Attached	264		
Multi-Family	2,102	65.7%	47.1%
2 Units	533		
3 or More	1,569		
Other	57	1.8%	2.5%
TOTAL	3,198	100.0%	100.0%