



# CAMPUS DISTRICT GROWING TOGETHER





## ABOUT CAMPUS DISTRICT, INC.

Campus District, Inc. cultivates community stakeholder’s voices to elevate the district into a dynamic downtown Cleveland neighborhood where private sector investments are matched by public infrastructure improvements, schools are providing high quality education, residents and visitors are enjoying ample amenities, and businesses and residents are attracted and retained.

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**Michelle Brzoska**, AmeriCorps VISTA Economic  
Opportunity Coordinator

**Kaela Geschke**, Community Organizer

**Bobbi Reichtell**, Executive Director

## GROWING TOGETHER: CAMPUS DISTRICT 2015

Between projects that came to fruition in 2015, new announcements and pending plans through 2020, approximately \$350 million investment dollars are unfurling in the Campus District’s dynamic neighborhoods, which are home to colleges, social and medical services, business and industry as well as an array of artists, makers and residents.

To properly champion the Campus District and all of its partners great and small amid such growth, Campus District Inc. (CDI) tripled in size thanks to support from the district’s three anchor institutions (Cleveland State University, Cuyahoga Community College, and St. Vincent Charity Medical Center), AmeriCorps VISTA, the Ohio CDC Association and the Cleveland and Gund Foundations. The district’s first community organizer, Kaela Geschke, nurtured the Superior Initiative throughout the year and Michelle Brzoska came onboard in early summer as CDI’s first dedicated economic opportunity coordinator. What started as a one-woman operation in 2012 is now a sturdy three-legged stool, advocating for the district’s most vulnerable voices and fostering the growing economic diversity fueling it all. In the fourth quarter of 2015, CDI will begin its formal collaboration with Downtown Cleveland Alliance (DCA), adding a business attraction/marketing specialist to utilize the expertise of DCA and build capacity at CDI.

The Board and staff look forward to 2016 and beyond with the goal of leveraging the assets of our anchor institutions for the benefit of Central Neighborhood residents. In 2016, CDI will implement the job linkage program, a hire-local initiative being created by the anchor institutions and CDI that will connect Central CMHA residents to entry-level positions at each of the three institutions. In 2017, Cuyahoga Metropolitan Housing Authority’s (CMHA) extraordinary \$178 million Central Choice Neighborhood project will come online with mixed income town homes that will reinvent the vast area that previously housed the Cedar Extension Estates. To further ensure the success of the mixed-income housing, the anchor institutions will offer rent subsidies to incentivize their employees to live in the market rate housing.

It is the strategic vision mapped out by CDI’s Board of Directors, the investments by public and private entities, and the indispensable partnerships of anchors and philanthropic organizations that are bringing unprecedented growth to the Campus District. CDI and its partners are rolling up their sleeves every day to foster opportunity, connection and participation for everyone in the district as it comes into its own like never before.

2.5 mi.  
NEW BIKE LANES



BIKE LANES ON SUPERIOR



\$4.2 M  
REVITALIZATION  
OF E. 22<sup>ND</sup> STREET

FUTURE EAST 22ND STREET

## ROLLING OUT CONNECTIONS

### BICYCLE INFRASTRUCTURE

The most visible development for the district this year was evidenced by backhoes, burly workers and closed lanes as \$6 million worth of long-awaited infrastructure projects commenced. The payoff will be with three new sections of **bike lane corridor**: from Orange to Euclid Avenues along East 22nd Street; from East 22nd to East 55th Streets along Community College Drive and on Superior Avenue between East 18th and East 30th Streets. The network was originally conceived by a 2013 study conducted with Kent State University's Cleveland Urban Design Collaborative (CUDC) that outlined the potential for improved foot and bicycle traffic in the district. This two and a half miles of new bike lane represent about half of the overall plan, with **future sections** slated for East 22nd and 18th Streets north of Euclid.



CLEVELAND CRITICAL MASS IN THE CAMPUS DISTRICT

### EAST 22<sup>ND</sup> REDEVELOPMENT

The construction boom also included the **East 22nd Street Improvement Project**, which stretches between Orange and Euclid Avenues. Nicknamed the district's "Main Street," East 22nd is the district's most significant north/south corridor—a designation its previous incarnation did not convey. Federal dollars allocated by the Northeast Ohio Areawide Coordinating Agency (NOACA) with a local match from the city of Cleveland funded the project, which was managed by the Ohio Department of Transportation (ODOT), District 12. First outlined through a 2010 Transportation for Livable Communities Initiative study funded by CDI and NOACA, the long-awaited effort broke ground in the summer of 2015 and will be complete in spring of 2016.



FUTURE EAST 22ND STREET

Improvements will include new pavement; curb, drainage and sidewalk work; median improvements and new traffic signals. Upgrades will also include new streetscape elements such as signage, benches, brick pavers, bike racks, trash receptacles, plantings and unique **public art by Augustus Turner** that aims to represent the history of the Central neighborhood. That history is so voluminous and rich, CDI has committed to expand Turner's concept and raise funding for a future public art piece for East 30th Street. When the East 22nd Street improvements are in place, the walk or bike ride between the district's three anchors will be significantly friendlier and our Main Street will finally be worthy of its title.



EAST 22ND STREET CONSTRUCTION

### SAVING EAST 34<sup>TH</sup> RAPID TRANSIT STATION

In order to keep the rest of the city connected to the Campus District, CDI and active stakeholders successfully advocated to save the Greater Cleveland Regional Transit Authority's (RTA) **East 34th Street Rapid Transit Station**. This year, RTA committed to staying in that location and began designing a replacement facility. Upgrades to this indispensable hub will include ADA accessibility, better street connections and improved safety features. Design is scheduled for completion in December 2016. Construction is slated for 2017.

Considering all of it this within walking distance of the Stephanie Tubbs Jones Transit Center, where the Cleveland **Megabus** stops, points across the Campus District are now essentially connected to the whole country.



EAST 34TH RAPID TRANSIT STATION

**\$344 M**  
PLANNED INVESTMENT



JUVENILE COURT BUILDING



## BUILDING ON HISTORY AND FRAMING OUR FUTURE



JUVENILE COURT BUILDING

The Campus District is home to a fascinating collection of historic structures that have endured for decades amid the changing faces of our neighborhoods. From social service and religious structures in the central and southern portions of the district to the industrial grand dames that dot the Superior Arts and Lakefront Industrial Districts, the architecture we live and interact with every day defines the district as profoundly as its people. In a subtle way, our buildings represent who we were, who we are and most importantly, who we are going to be.

### JUVENILE COURT BUILDING

Bringing old-world charm to the heart of the Campus District is the vacant **1932 Juvenile Court building**. CDI worked with Cuyahoga County to gain site control of the nearly five-acre complex through a two year lease with an option to purchase. CDI has worked to identify a productive use for the building. CDI Board's Ad Hoc Juvenile Court Committee released a Request for Proposals to the public in July. CDI closed out 2015 with a number of submissions for the four-story building in hand, with details on the successful candidate forthcoming in early 2016.

### STAKEHOLDER INVESTMENT

Throughout the year, property owners, developers, stakeholders and officials planned new projects. Some moved to 2016, while others produced gleaming results such as the newest addition to one of our major anchors: **Cleveland State University's** \$45 million Center for Innovation in Medical Professions (CIMP) building, into which students stepped this fall.



CSU CENTER FOR INNOVATION IN MEDICAL PROFESSIONS

The district's two other anchors, Cuyahoga Community College (Tri-C) and St. Vincent Charity Medical Center, announced major capital improvement projects this year that will deliver results just as powerful. **Tri-C** will transform its connection to the neighborhood with a new \$49 million **Metro Campus Center** on East 30th Street that will replace a dated concrete structure and add light-filled resource space for students. **St. Vincent Charity Medical Center**, celebrating its 150th anniversary, is planning a **\$50 million campaign** to upgrade its campus, situated at the intersection of East 22nd Street and Community College Drive. Hence the project will enhance a significant portal between the district and downtown.

### PRIVATE SECTOR INVESTMENT

These efforts dovetail with a host of unprecedented private investment that flowed into the district throughout the year. The Woda Group purchased the **1917 Stuyvesant Motor Company Building** on Prospect Avenue. Plans for up to 40 market-rate apartments are slated for the former City Blue building via a \$7 million renovation, funded in part by a coveted Ohio historic-preservation tax credit. Further to the north, Global X snapped up several properties along the Superior corridor, including the iconic **1917 ArtCraft Building**. In addition, student housing developers Asset Plus purchased the former Heritage Hall (the **1911 YMCA building** on Prospect) renaming it **The Domain**. Renovation plans are in the works. Details on all of these projects are expected in early 2016.



ST. VINCENT CHARITY MEDICAL CENTER



ARTCRAFT BUILDING



ARTIST BILL JEAN WORKING WITH FRONTLINE SERVICE



184  
VOLUNTEERS

TREELAWN TAKEOVER ON SUPERIOR AVENUE

## EQUAL OPPORTUNITY ADVOCACY



PARK(ING) DAY ACTIVITIES



TREELAWN TAKEOVER



SUPERIOR INITIATIVE



CENTRAL RESIDENTS SHARE NEIGHBORHOOD HISTORY

### COMMUNITY ORGANIZING

The influx of private development bodes well for the district’s ability to attract investment dollars and is an indispensable component of our growth, but there will be growing pains. Hence, while we respect the value of private sector interest, CDI’s groundbreaking expansion to include a **dedicated community organizer** has formalized our efforts to advocate for all, and create a neighborhood that works for everyone.

Of particular note is the northerly **Superior Arts District**, which is characterized by an eclectic mix of business, industry, artists, residents and a host of organizations that accommodate people experiencing homelessness and those in social crisis. Thanks to a two-year grant from the Cleveland Foundation, fiscal year 2015 was the first year CDI had a full-time community organizer to tackle the challenges of such diversity and further develop the **Superior Initiative**.

### ART-INSPIRED PLACEMAKING

The Superior Initiative’s effort to create, fund and fabricate **50 artistic banners** came to fruition through collaboration between artists and men from the Lutheran Metropolitan Ministry Shelter and they now line Superior Avenue. Artists continued to work with social service agency clients throughout the year on additional projects.

The **Treelawn Takeover** effort kicked off over the summer with Superior Initiative members transforming a patch of grass into a flower garden. Other activities aimed at energizing the area included participation in Downtown Cleveland Alliance’s (DCA) annual **SPARX City Hop event**, which brings visitors to different parts of the city via free trolley rides. Artists in the ArtCraft and Tower Press buildings opened their studios, while food trucks and temporary fun public spaces popped up as part of **PARK(ing) Day**, an event in which community members transform metered parking spaces into mini parks.

### TAKING ACTION

Those street-level activities combined with monthly meetings at St. Peter Church have driven public conversation on fostering an integrated community to ease tensions between diverse populations. To move from words to implementation, the Superior Initiative group, working with KSU CUDC and CDI’s community organizer, completed the **Shaping and Sharing the Superior Arts District: A Guidebook to Neighborhood Action**. The guide offers action plans to: establish more green space, restore and create new public art, identify and secure crime hot spots and establish a public bathroom. By year’s end, Dominion East Ohio had granted \$15,000 to realize place-making goals and Councilmen T. J. Dow and Joe Cimperman and the city’s Economic Development Department had committed \$30,000 as matching funds for entities that complete safety upgrades to buildings.

To complement the “Shaping and Sharing” effort, CDI has initiated quarterly meetings bringing together property and business owners, the Cleveland Police Department and the social service agencies to plan and implement **safety efforts** in the northern section of the district.

### SOUTHERN CAMPUS DISTRICT

To the south via the **Marion Sterling Partnership**, CDI’s community organizer assisted with efforts to connect Marion Sterling families and residents in the West Central neighborhood to area resources, as well as each other, by helping to plan Marion Sterling Family Community Meals. CDI supported the Central Promise Neighborhood Initiative through participation on the advisory board, engaged residents in Cleveland Public Library’s Community Vision plan for the future of Sterling Library, and facilitated community input on the history of Central for Augustus Turner’s public art installation on East 22nd.

22,000  
NIGHT MARKET  
ATTENDEES



PHOTO BY STRAIGHT SHOOTER DAN MORGAN



## FROM NEIGHBORING DISTRICTS TO PARTNERS



PHOTO BY NIGHT MARKET CLEVELAND



SET UP TEAM FOR NIGHT MARKET



STEP UP DOWNTOWN COMMITTEE



DCA STAFF AND CLEAN AND SAFE AMBASSADORS AT SPARK

### NIGHT MARKET

On a chilly December eve in 2014, CDI held the outdoor **Night Market Preview** in collaboration with Kent State's CUDC. Fueled with plenty of free hot cocoa and chili, the gathering was one part community organizing event and one part neighborhood showcase. It was also a harbinger of things to come. In partnership with **St. Clair Superior Development Corporation** and **Small Organization Solutions**, the **2015 Night Markets** enjoyed teeming crowds and galvanized the potential of the north end of the Campus District. Vendors, community artists and restaurateurs from AsiaTown imbued each Night Market with authenticity while the stunning backdrop of the historic, and previously little known, remnant of old China Town on Rockwell Avenue added just the right amount of enchantment. CDI partners, Lutheran Metropolitan Ministry and Oriana House, helped with efficient set up and clean-up of the events.



PHOTO BY NIGHT MARKET CLEVELAND

### DOWNTOWN COLLABORATION

While CDI's relationship with its neighbor to the east glimmered on each fourth Friday through the summer of 2015, its ties to the venerable westerly neighbor, **Downtown Cleveland Alliance**, strengthened as well, albeit more quietly.

The growth of the Campus District is due in no small part to the success of the Central Business District of downtown Cleveland. So much so that the previous line along East 18th Street delineating the two districts is beginning to thin, particularly in the development sense. By adopting the Campus District's connectivity visions in their **Step Up Downtown master plan**, Downtown Cleveland Alliance (DCA) endorsed CDI's future infrastructure development plans, on which the two entities have been collaborating since 2014.

With support from the Gund and Cleveland Foundations and Campus District anchors (Tri-C, CSU and St. Vincent), DCA will add a fourth staff member to the CDI team in the fourth quarter of 2015. This new **business attraction/marketing specialist** will be housed in the DCA offices in order to engage the skills and relationships of DCA's senior team. The new liaison will work with CDI's staff to attract business and real estate development to the Campus District and coordinate marketing efforts between CDI and DCA.

CDI staff is working with Superior to Lakeside Avenue property owners to explore the feasibility of establishing a Special Improvement District, which could bring the downtown Clean and Safe Ambassadors into the northern Campus District.



FUTURE CAMPUS INTERNATIONAL K-8 SCHOOL BUILDING



PLAN FOR LAKEFRONT GREENWAY AND EAST SIDE CONNECTORS

## HORIZONS: LOOKING TOWARD THE FUTURE

### CAMPUS INTERNATIONAL SCHOOL



CIS WINS DESIGN-APPROVAL AT PLANNING COMMISSION

One of the district's brightest stars, the **Campus International School (CIS)**, is a prime example of CSU President Ronald Berkman's vision of creating an educational park in the district that extends beyond the boundaries of the university. Establishing a partnership with Cleveland Metropolitan School District (CMSD), he and Eric Gordon, CEO of CMSD, created an elementary school with an International Baccalaureate Primary Years program. Coveted slots for the school are assigned via lottery. The CIS Parent Caring Organization Facilities Committee, assisted by CDI, lobbied CMSD for a permanent home, resulting in Dr. Berkman's plan for a new K-8 school building on CSU's Campus.

Currently housed in the Cole Building at 30th and Chester and rental space, the school is slated to grow a grade per year. By 2017, the Cole Building will accommodate high school students and kindergarten through eighth grade will be housed in the new **\$21.4 million school building** at the intersection of Payne Avenue and East 22nd Street. While the project did not break ground as expected in 2015, it did get a series of significant municipal approvals, including the go-ahead to begin site preparation. Groundbreaking is now scheduled for first quarter 2016.

### INNERBELT EAST 22ND STREET BRIDGE

Looking further down the complex infrastructure development road, the CDI team enabled the end of seven years of friction and failed negotiations with the Ohio Department of Transportation and neighboring Midtown Cleveland regarding proposed exit changes to the Innerbelt. Working collaboratively with CDI and Midtown, ODOT District 12 created a new solution with a planned East 22nd Street/Carnegie Avenue exit that will connect Carnegie



PROPOSED EAST 22ND-CARNEGIE EXIT AND BRIDGE

and the Innerbelt while also freeing up land on East 22nd Street for development. ODOT incorporated the CDI plan for the future **East 22nd Street Bridge**, which includes generous 16-foot caps on both sides of the length of the bridge with green space and walkways better linking the northern and southern Campus District.

The \$354 million plan has garnered approval from ODOT headquarters as well as Ohio Governor John Kasich. Partial funding in the amount of \$160 million is earmarked for expenditure in 2024. Design and engineering are underway and will be complete by 2017. CDI, Midtown and ODOT District 12 are working closely on funding applications.

### EAST SIDE LAKEFRONT CONNECTIONS

Further to the north, the Campus District and St. Clair Superior neighborhood joined forces yet again, this time in an effort to connect both lakefront neighborhoods to Lake Erie. In 2015, working with Environmental Design Group and Michael Baker International, the two entities and a steering committee completed the **Eastside Lakefront Connector Study**, funded by a \$75,000 NOACA 2014 Transportation for Livable Communities Initiative grant and a \$20,000 match from Cleveland City Planning. The plan calls for two 10-foot-wide all-purpose trails adjacent to both North and South Marginal Roads that would connect via two existing spans over Interstate 90: the Municipal Parking Lot Bridge and the East 55th Street Bridge. Two additional bridges at East 18th and 40th Streets could connect both districts directly to the lakefront. In early 2016, CDI and the St. Clair Superior Development Corporation will present the proposal to the City Planning Commission and formulate a funding strategy.



PARTICIPANTS AT LAKEFRONT CONNECTOR PUBLIC MEETING



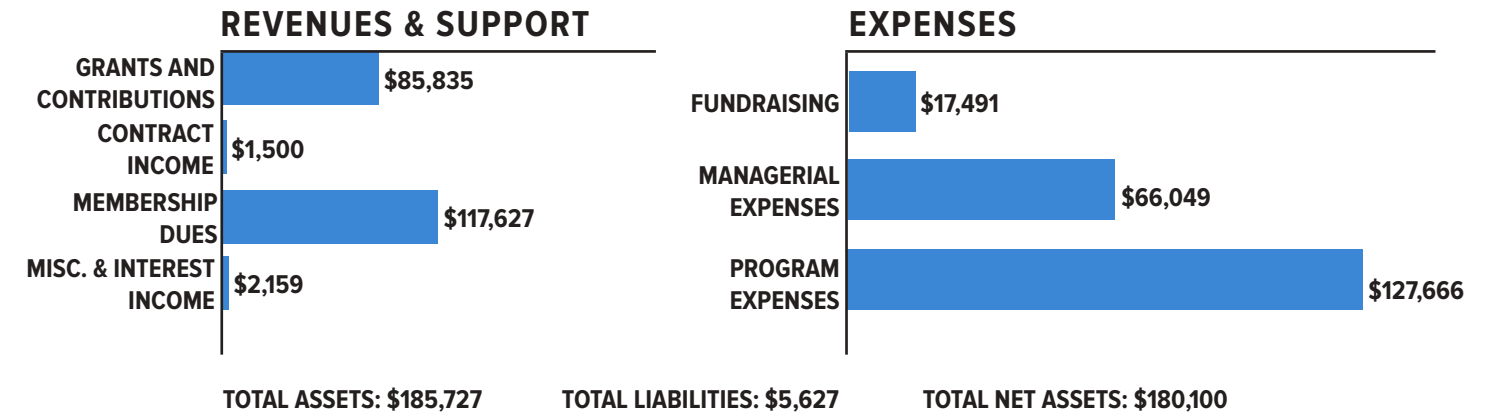
PROPOSED SOUTH MARGINAL TRAIL



DEDICATION OF CSU CENTER FOR INNOVATION IN MEDICAL PROFESSIONS

## 2015 FINANCIALS & DONORS

### FINANCIALS



## 2015 AWARD RECIPIENTS

### VISIONARY



Dr. Ronald Berkman  
Cleveland State University  
*Creation of Educational Park with University Partners*

### LEADERSHIP



Councilwoman Phyllis Cleveland  
*Advocacy for funding of East 22nd Street Infrastructure*

### PARTNERSHIP



MidTown Cleveland, Inc. and ODOT District 12  
*Collaboration on new plan for East 22nd-Carnegie Exit*

### INVESTMENT



Care Alliance Central Neighborhood Clinic, Francis Afram-Gyening, CEO  
*Creation of \$11 million Central Neighborhood Clinic*

### VOLUNTEER



Superior Streetscape Team: Bill Gould, Harriet Gould, Dan Jakubisin, Bill Jean, Steve Misencik, Scott Murphy  
*Treelawn Takeover Project*



Chris Babb, Barb and Ralph Trepal of St. Peter Church  
*Hosting Superior Initiative Gatherings*



St. Vincent Charity Medical Center Employees, Wendy Hoke, Vice President for Marketing and Communications  
*East 30th Street Clean-up and Beautification*

### OUTGOING BOARD MEMBERS

Melanie Falls, Applewood Centers

Tom Kuluris, Liberty Development

### DONORS AND VOLUNTEERS

Thank you to our Campus District donors. Our work would not be possible without your support.

Tynisa Acoff	Downtown	Cathy Kopinski	Janis Sartain, Ohio's First Class
Francis Afram-Gyening, Care Alliance	Rachel DuFresne	Susanna Krey, Sisters of Charity Health System	Credit Union
Susan Alcorn	David Eddy, PNC Bank	Pastor Kropac	Scott Schirg, Key Bank
Rita Amonett	Enterprise Community Partners	Tom Kuluris, Liberty Development	Michael Schoop, Cuyahoga Community College
Lawrence Apple	Environmental Design Group	William Lang	Fred Seals
Edgar Archie	Dorothy Faller	Gary Lewis	Sigma Tau Gamma - CSU Chapter
Chris Babb	Melanie Falls, Applewood Centers	Tracey Lind, Trinity Cathedral	Sisters of Charity Health System
Tom Babb	Fidelity Charitable Gift Fund	Cindy Lombardo, Cleveland Public Library	Small Organization Solutions
Leslie Bednar	FrontLine Service	Lutheran Metropolitan Ministry	St. Peter Church
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Care Alliance Health Center	Sarah Gyorki	Ohio Educational Credit Union	The Frangos Group/USA Parking Systems, Inc.
Cleveland Foundation	Melissa Hale	Omega Psi Phi	The Woda Group, Inc.
Cleveland Neighborhood Progress	Quinn Hale	Organizers and Allies-Cleveland Neighborhood Progress	Tower Press Development
Cleveland State University	Anita Hanks	Oriana House	Barbara Trepal
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Crust Pizza	Wendy Hoke, St. Vincent Charity Medical Center	Karen Perkowski, Tower Press Development	Charles Valenches
Rob Curry, Cleveland Housing Network	Sprenger Home Care	Petitti's Home and Garden	Damian Venditti
Cuyahoga Metropolitan Housing Authority	Hotcards	Scott Pollock, Cuyahoga Metropolitan Housing Authority	Kate Vinciquerra
Melissa Dauber	Matthew Hurd	Roy Group	Shannon Walker
John Davis	Tony Hyland, Tap Packaging Solutions	Chris Ryan	Heather Ways
DevX LLC	Dan Jakubisin		Esther West
Catherine Dominic	William Jean		Byron White, Cleveland State University
Dominion Foundation	David Kaufman, Brothers Printing		Jen Marie Zeleznak
Bernard Doyle, FastSigns	Kent State Cleveland Urban Design Collaborative		
	Mona Kolesar		



# THE CAMPUS DISTRICT OF DOWNTOWN CLEVELAND



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