CAF Lecture Series Update

CAF apologizes for the need to reschedule our 2024 - 2025 Lecture Series with outstanding and important speakers. The Lecture Series will provide HSW CEU's for attendees and involves live presentations at the Sky Lounge atop One University Circle at University Circle, 10730 Euclid Avenue.

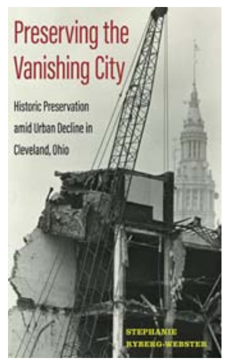
Tickets are $20 and include the speaker presentation, parking, beverages and light hors d'oevres. Formal announcements will appear in the AIA Cleveland weekly Newsletters.

As previously announced, distinguished authors Dr. Mark Souther will lead off with a presentation that draws from the 75-year history he painstakingly researched to paint a clear picture of how Cleveland fumbled the urban renewal ball and stumbled in the decades that followed, only to manage to score a few runs leading up to today.

Mark Souther's recent exceptional book, *"Believing in Cleveland: Managing Decline in the Best Location in the Nation."* A history professor at Cleveland State University, Mark's book highlights post WWII in Cleveland and its efforts to implement urban renewal. Souther's book deals with the depth of issues, the roles of the parties involved and their responsibilities for failures and success.

Souther's book explores Cleveland's downtown revitalization efforts, its neighborhood renewal and restoration projects, and its fight against deindustrialization. He shows how the city reshaped its image when it was bolstered by sports team victories.

But Souther also acknowledges that Cleveland was and is not always on the upswing. Souther places the city's history in the postwar context when the city and metropolitan area were



Above Left: Mark Souther's "Believing in Cleveland" book cover
Above Left: Stephanie Ryberg-Webter's "Preserving the Vanishing City" book cover
Below Left: Dr. Mark Souther
Below Right: Dr. Stephanie Ryberg-Webster

Divided by uneven growth. In the 1970's, the city-suburb division was wider than ever.

Believing in Cleveland recounts the long, difficult history of our city that entered the postwar period as America's sixth largest, and then lost ground during a period of robust national growth. But rather than tell only a tale of decline, Souther provides a fascinating story of resilience for what some people called "The Best Location in the Nation."

But Souther also acknowledges that Cleveland

was and is not always on the upswing. Souther places the city's history in the postwar context when the city and metropolitan area were divided by uneven growth. In the 1970's, the city-suburb division was wider than ever.

Souther's presentation is scheduled for Wednesday September 18, 2024 at 5:00 pm.

The second presentation in the lecture series will feature, Stephanie Ryberg-Webster, an Associate Professor of Urban Studies in the Levin College of Urban Affairs at Cleveland State University. Her research explores the complex intersections of historic preservation and urban development, including preservation - and demolition - in legacy cities, synergies and tensions between preservation and community development, and historic rehabilitation tax credits.

Dr. Ryberg-Webster's current work explores the history of historic preservation in Cleveland during the 1970s and early 1980s, as urban disinvestment escalated. Dr. Ryberg-Webster teaches courses in urban planning, historic preservation, urban design, the city and film, and contemporary urban issues. She earned a Ph.D. from the University of Pennsylvania, a Master of Historic Preservation from the University of Maryland and a Bachelor of Urban Planning from the University of Cincinnati.

Dr. Ryberg-Webster's recent book, *"Preserving the Vanishing City,"* traces Cleveland's initial attempts at preservation which began in the Warehouse District at a time when building codes were not supportive. The book also provides six case studies that illustrate the challenges and paths to success the preservation movement entails.

Ms. Ryberg-Webster's presentation at the Sky Lounge is scheduled for October 2, 2024 at 5:00 pm.

ENCYCLOPEDIA OF CLEVELAND HISTORY UPDATE:

Above: Amasa Stone Chapel, Henry Vaughan, Boston; 1907

Above: Perry-Payne Building (R); Cudell & Richardson; 1889

Above: Tremaine-Gallagher Residence; Frederick William Striebinger; 1914

The Cleveland Architecture Foundation as begun providing Case Western Reserve University (CWRU) with color photography to update the Encyclopedia of Cleveland History (ECH). CWRU created and owns the ECH, which was posted online in May 1998 and was the first urban encyclopedia of an American city on the Internet. Two print editions in 1987 and 1996 preceded the online publication. By September 1999, ECH was averaging 50,000 hits per month.

The ECH was created by CWRU history professor Dr. David Van Tassel, who also created National History Day. Cleveland Foundation director Homer Wadsworth approached Van Tassel to develop a history of Cleveland, but Van Tassel decided that the story was better developed and presented as an encyclopedia rather than as a monograph.

The Cleveland Foundation provided seed money for the endeavor in 1980, and in 1981, CWRU's Dr. John Grabowski joined the endeavor as managing editor. The first edition took seven years to compile and the Indiana University Press and CWRU first published it in print in 1987.

The first issue had 1128 pages with over 3000 articles from 250 authors. The first printing was well received, necessitating four printings in its first year. The success enabled Van Tassel to attract grants to add photos, illustrations and special interest topics – initially fine arts and women.

From 1980 – 1996, Van Tassel raised $1.2 million for the ECH to pay for publishing, writers, and encyclopedia staff from CWRU, Cleveland State University, John Carroll University and Oberlin College, as well as members of the community.

Eric Johannesen (1926 – 1990) taught art at Denison and Mount Union College before moving to CWRU in 1973 where he headed the first regional preservation office in Ohio. With help from the Ohio Historic Preservation Office in Columbus, Johannesen traveled throughout Northeast Ohio to identify historically significant buildings and locations. He undertook a detailed survey of Cleveland's historic buildings.

The lack of availability of information on the region's architectural history motivated Johannesen to write and publish five books. His first, *Cleveland Architecture 1876 – 1976* was published in 1979 and stands as the primary achievement of Johannesen's career which also includes 16 journal articles and his four other books.

Johannesen singularly developed the initial architectural content of the ECH. His passing in 1990 resulted in a lack of updated content in the ECH in the years since, which prompted Grabowski to enlist CAF in 2018 to supplement and elevate the architectural content of the encyclopedia.

CWRU's development of expanded server capacity enabled the expansion of the encyclopedia's narratives, to which CAF is also contributing with volunteers, and the ability to incorporate quality color photography.

CAF's efforts include providing quality color photographs of significant works originally incorporated into the encyclopedia as well as new important facilities constructed since 1990. Additionally, inasmuch as Johannesen was a single individual, CAF has found that important buildings in Cleveland that were not originally incorporated into the ECH should also be documented and included, and those facilities are also being photographed and provided to CWRU.

CWRU's Department of Information Services (DIS) began hosting the Internet-based ECH In 1997. DIS transferred the original texts, designed the interactive web site and created editorial software to enable the constant updating of the online content. The online ECH has served as a model for other similar projects nationwide.

Dr. Grabowski holds the Krieger-Mueller Chair, created by the CWRU Department of History, which is a joint position with CWRU and the Western Reserve Historical Society to oversee the digital ECH, which previously contained 4400 articles.

Two CWRU graduate history students assist with the maintenance of the online ECH thanks

Below: Cleveland Central Police Station; Herman Kregulius; 1926

Below: Our Lady of Mercy; Stickle, Kelly & Stickle; 1949

Below: Neal Terrace; Architect Unknown; 1906

ECH, continued:

Above: Gilmour School (Originally Cedar Hill Farm); Charles Sumner Schneider; 1924

to support from the Ralph J. Besse Fellowship. Grabowski is also Historian and Senior Vice President for Research and Publications at the Western Reserve Historical Society. In addition to the ECH, his books include *"Cleveland: A History in Motion," "Identity, Conflict and Cooperation: Central Europeans in Cleveland, 1950-1930,"* and his co-edited books with David Van Tassel include, *"The Fine Arts in Cleveland: An Illustrated History," "Women in Cleveland: An Illustrated History," "The Dictionary of Cleveland Biography,"* and *"Cleveland" A Concise History."*

To comply with American Library Association standards for digital media, CAF is endeavoring to photograph the materials in TIFF formats to prevent their deterioration. This however results in large files and with the inherent limitations on the resolution of photography of the Internet, CAF is reformatting for the ECH all images into smaller JPEG formats so they load quickly and do not unnecessarily consume the expanded server capacity for the encyclopedia.

The pandemic slowed CAF's photography work, which is again active now. CWRU and CAF are both in need of capable parties to update narratives for the ECH and develop metadata worksheets for the digital images to render them searchable on the CAF digital archive being developed in partnership with the Cleveland Public Library. To join in the fun, contact us at info@clevelandarchitecturefoundation.org.

Below: Allen Medical Library, CWRU; Walker & Weeks; 1926

SPOTLIGHT: Cramer & Fagman:

The firm Cramer & Fugman existed for only a short time - 1886 – 1893, but executed a surprising number of residential and commercial commissions. The firm cultivated the favor of the local German community to create a loyal client base. They produced a promotional pamphlet, *Greater Cleveland Architecture*, with careful photos of their work which showed their efforts for prominent families, successful businesses and wealthy congregations.

The principals were committed to networking and cultivating word of mouth to advance their prospects. Each partner had his own relationships to bring clients and contractors to the firm.

One of the firm's most significant clients was German Wallace College, a Methodist school today known as Baldwin Wallace University. Marting Hall was a large and important commission completed in 1896 as the new administration and classroom building. The Romanesque structure built of Berea sandstone was designed by Godfrey Fugman, then a member of the firm C. S. Cramer.

Originally named the Memorial Building, it was renamed in 1938 to recognize the generosity of Dr. and Mrs. John C. Marting, an 1866 graduate and college treasurer from 895 – 1940. Marting worked with German Wallace College prior to the merger which he oversaw. As treasurer, he oversaw the construction of sixteen buildings on the campus.

The German Wallace College merged with the Baldwin University in 1913 to form Baldwin-Wallace College which in 2012 became Baldwin Wallace University. In 2010, Marting and Dietsch Halls were added to the National Register of Historic Places.

Marting Hall was home to the President's office and Financial Agent. It also contained the main classrooms, general and Geological Laboratories, the Museum, the Seminary and Academy Libraries, and a gymnasium. The third floor had halls for five literary societies. These societies are the origins of the present panhellenic system at Baldwin-Wallace College. For many years, this building was a centerpiece for the college and community.

However on the morning of January 17, 1982, Marting Hall received extensive damage when cold weather and a power outage caused water pipes to freeze and break, flooding the building. The walls and plaster ceilings were damaged which occurred over the weekend and was not discovered until Monday morning.

There were 55 classes in four academic departments that had to be moved out of the building. The building was closed with initial hopes of reopening the building by spring quarter. Consultants identified the scope of work required and considered replacing Marting with a new facility. A 1984 comprehensive study also assessed mechanical systems along with each department's needs.

The college's increasing enrollment and persistence from the college President and community groups, a three-year capitol campaign was initiated raised $15 million to repair Marting and other campus buildings. Marting's $2 million renovation began in 1986 and was undertaken by Piet van Dijk of Van Dijk Johnson & Partners. Marting Hall stood empty from 1982 until 1989 when renovation was completed.

Below: Martin Hall, Baldwin-Wallace University; Cramer & Fugman, 1896

CLEVELAND'S DOWNTOWN RETAIL REAL ESTATE HEMORRHAGING:

Psychiatrists say that the most primitive of all defenses is denial.

As *Crain's Cleveland Business* reported in Kim Palmer's 3-25-24 article, the 2023 Downtown Cleveland Inc. *Economic Development Report* claims "despite public safety and office market challenges, downtown Cleveland exhibited tremendous resilience… (and) outpaces our peer cities in Ohio and is in the top three for the Great Lakes region." They report 33 new businesses in 2023 though the size and type are not defined.

They are all restaurants/ bars. And odds are that 50% of those typically fail in their first year. DCI neglected to mention the 16 restaurants that closed in the prior two years.

With over 25% of downtown Cleveland's 2.3 million square feet of retail vacant and the office market on life support, it is inappropriate to characterize that as "tremendous resilience." Between the Galleria, Tower City, the Arcades and 5th Street Arcades, 594,000 vacant square feet accounts for a huge chunk of our total retail vacancy.

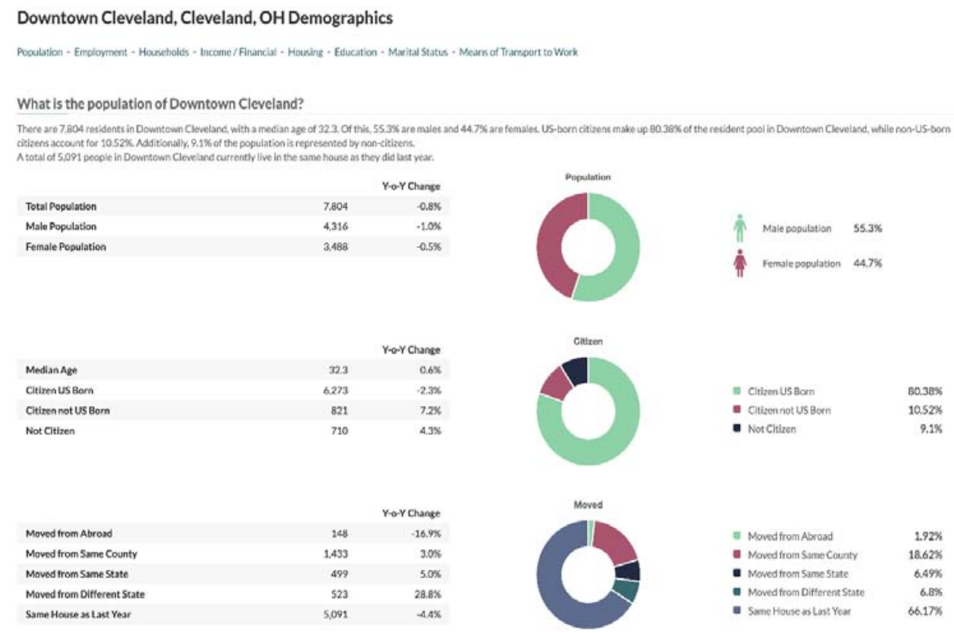
As Barbara McQuade, former national security prosecutor observes in her book, *"Attack From Within,"* there is a difference between disinformation and misinformation. "Disinformation" is the deliberate use of lies. "Misinformation" is the unintended use of lies.

The DCI/ Streetsense (DCI/SS) *2023 Downtown Retail Study* unfortunately employs both to excess in quoting fictional data and failing to identify downtown's unique resident demographic. Consequently, their 15 'targeted' recommendations offer little hope of hitting a target which the report even fails to identify.

The DCI/SS 'study' fails to function as intended to focus attention and efforts to increase retail sales and square footage in downtown. The two primary reasons for the failure are: 1). The metrics included are extreme in their exaggerations of easily verifiable facts, and 2). The 'study' fails to include conventional data that is incorporated in retail studies as is the standard in the industry.

DCI claims the study is 'comprehensive.' It is not. A responsible downtown market analysis would have at least utilized the University of Wisconsin-Madison's (UWM) *Downtown and Business District Market Analysis Toolbox* as a template, or something equally appropriate.

The DCI/SS 'study' fails to include lifestyle and demographic analyses that are typically incorporated into a comprehensive retail analysis. The UWM Toolbox identifies the components and the significance of this data. In addition to the number of residents and visitors, household characteristics, income, age and ethnicity, amount of demand and mix of consumers "must be examined in all trade area analyses."



Downtown Cleveland, Cleveland, OH Demographics

Population - Employment - Households - Income / Financial - Housing - Education - Marital Status - Means of Transport to Work

What is the population of Downtown Cleveland?

There are 7,804 residents in Downtown Cleveland, with a median age of 32.3. Of this, 55.3% are males and 44.7% are females. US-born citizens make up 80.38% of the resident pool in Downtown Cleveland, while non-US-born citizens account for 10.52%. Additionally, 9.1% of the population is represented by non-citizens.
A total of 5,091 people in Downtown Cleveland currently live in the same house as they did last year.

		Y-o-Y Change
Total Population	7,804	-0.8%
Male Population	4,316	-1.0%
Female Population	3,488	-0.5%

		Y-o-Y Change
Median Age	32.3	0.6%
Citizen US Born	6,273	-2.3%
Citizen not US Born	821	7.2%
Not Citizen	710	4.3%

		Y-o-Y Change
Moved from Abroad	148	-16.9%
Moved from Same County	1,433	3.0%
Moved from Same State	499	5.0%
Moved from Different State	523	28.8%
Same House as Last Year	5,091	-4.4%

Above: Point 2 Downtown Cleveland Population Data
Below: Center for Community Solutions Downtown Data
Bottom: *Scene magazine* Population Headline; 9-17-21

Downtown Neighborhood Factsheet

Demographics	Downtown	
Population	12,165	
Under age 18	171	1.4%
Ages 18-64	11,344	93.2%
Ages 65+	651	5.3%
Race	**Count**	**%**
White	6,459	53.1%
Black/African American	3,892	32.0%
Asian-American/Pacific Islander	1,224	10.1%
Other race reported	590	4.9%
Ethnicity	**Count**	**%**
Hispanic/Latino (of any race)	645	5.3%

UWM observes that the "interpretation of demographic data is often missing in market analysis." Is is missing in the DCI/SS effort.

Household and overall population growth provide the big picture of potential retail demand. "Further analysis is necessary to identify retail preferences within a community. Household income positively correlates within retail expenditures in many product categories."

Since Geiger's closed just east of Heinen's, one cannot buy a button-down shirt, suit or sweater downtown. Cleveland-themed T-shirts can be found at Cleveland Clothing Co. at E. 4th and Euclid. Casual fashion for young women can be found at Intro in the 5th Street Arcade across Prospect Ave. from Mr. Albert's Men's World ethnic garb.

DCI's Downtown Cleveland report attributes the challenges of downtown retail to the rate of downtown workforce recovery due to the acceptance of remote hybrid work, and the geographical dispersion of downtown's 7,000 - 12,165 - 14,000 – 21,000 residents - depending on whose count you want to believe – over a two-mile corridor and the resultant negative impact on businesses in virtually every downtown location as location determines when and where businesses will connect with downtown customers.

This appears to indicate the rather significant failure of the Euclid Healthline project. When the Healthline project was finally completed, only two of the non-restaurant retail businesses between Public Square and University Circle remained.

The DCI/SS 'study' makes no mention of the available disposable income or demographic impacts on the buying influences or any other factors that would enable comprehension of the full range of issues impacting downtown retail demand.

Problems with the Math:

The April 2023 *Downtown Cleveland Market Study Report* by Urban Partners of Philadelphia alleges that there are 18,708 residents in 8,791 households in the downtown 'core,' though their boundary improperly jumps the river to include part of Ohio City. This implies that there are 2.13 residents per household which is obviously bogus. Approximately 4,000 downtown residents are in correctional facilities or college student housing.

Including all beds for CSU student housing, there are 8602 beds downtown. We counted.

DCI's 'study' states that 70% of all retail spending here comes from visitors. If this is true, it largely attributable to the dominance of the Food and Beverage (F+B) segment within the overall retail umbrella.

The report concluded that hybrid work and declines in spending have reduced downtown's retail demand for retail space by 100,000 square feet, which misses the point that over 600,000 sf are vacant.

The only new retail businesses in downtown Cleveland are Food & Beverage - F+B – "while the needs of the local residential customer base for goods and services remain largely unmet." If Heinen's had not agreed to take on the Ameritrust rotunda, they might have all starved to death by now. But it turns out that 69% of downtown residents drive to work, so they will survive just fine. Ohio City - and the West Side Market - is right across the bridges.

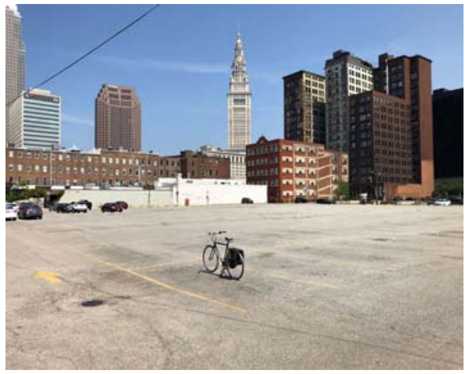
And lest anyone is tempted to pretend that F+B is the salvation or even the foundation for a downtown retail rebound, our recent past reflects the loss of quite a few restaurants:

- Lola	- Nauti Mermaid
- Bar Louie	- Yum Yum's
- Pour	- Karl's Inn-Barrister
- XO Prime Steaks	- Boney Fingers BBQ
- Ruth's Chris	- Rising Grill
- Cowell & Hubbard	- Truman's 216
- Cinato	- Taco Bell Cantina
- Cello's Grille	- Vincenza's

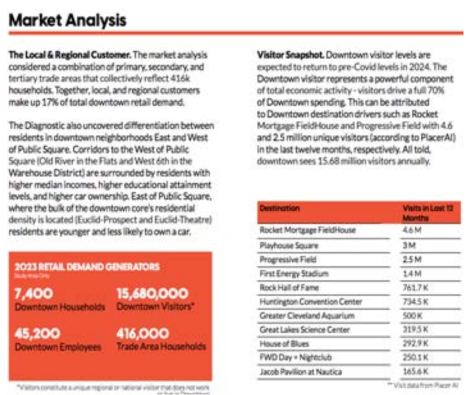
Determining Downtown's Population:

The number of residents living downtown is quoted with widely variant numbers, though each party claims to be utilizing the US Census Bureau's American Community Survey data.

The DCI/ Streetsense 'report' claims that there are 12,160 residents downtown. There are



Above: Weekday Warehouse District Empty Parking Lot
Below: DCI's Flawed math
Middle: Rocket Mortgage Fieldhouse and Progressive Field beyond
Middle: Hoyt Building in the Warehouse District
Bottom: Cleveland Browns Stadium & Amtrak Station



Market Analysis

The Local & Regional Customer. The market analysis considered a combination of primary, secondary, and tertiary trade areas that collectively reflect 416k households. Together, local, and regional customers make up 17% of total downtown retail demand.

The Diagnostic also uncovered differentiation between residents in downtown neighborhoods East and West of Public Square. Corridors to the West of Public Square (Old River in the Flats and West 6th in the Warehouse District) are surrounded by residents with higher median incomes, higher educational attainment levels, and higher car ownership. East of Public Square, where the bulk of the downtown core's residential density is located (Euclid-Prospect and Euclid-Theatre) residents are younger and less likely to own a car.

2023 RETAIL DEMAND GENERATORS

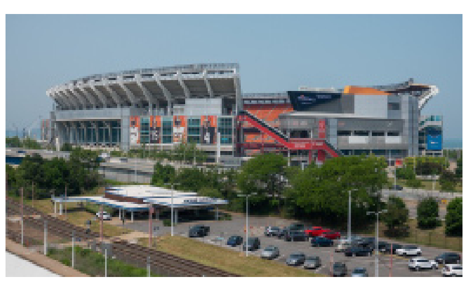
7,400 Downtown Households	15,680,000 Downtown Visitors*
45,200 Downtown Employees	416,000 Trade Area Households

*Visitors constitute a unique regional or national visitor that does not work

Visitor Snapshot. Downtown visitor levels are expected to return to pre-Covid levels in 2024. The Downtown visitor represents a powerful component of total economic activity - visitors drive a full 70% of Downtown spending. This can be attributed to Downtown destination drivers such as Rocket Mortgage FieldHouse and Progressive Field with 4.6 and 2.5 million unique visitors (according to PlacerAI) in the last twelve months, respectively. All told, downtown sees 15.68 million visitors annually.

Destination	Visits in Last 12 Months
Rocket Mortgage FieldHouse	4.6 M
Playhouse Square	3 M
Progressive Field	2.5 M
First Energy Stadium	1.4 M
Rock Hall of Fame	761.7 K
Huntington Convention Center	734.5 K
Greater Cleveland Aquarium	500 K
Great Lakes Science Center	319.5 K
House of Blues	292.9 K
FWD Day + Nightclub	250.1 K
Jacob Pavilion at Nautica	165.6 K

**Visit data from Placer AI



not. The Center for Community Solutions also claims that there are 12,165 downtown residents. The more comprehensive summary from Point 2 states that there are 7,804 residents. Yet another summary states that there are 9,100 people in Cleveland's downtown neighborhood.

Even *Scene magazine* in 2021 questioned why there are so many different conflicting numbers attempting to define the population in downtown Cleveland. Cleveland.com erroneously claims that 21,000 live downtown.

One of the problems with Cleveland's downtown retail is that the 'local residential customer base' lacks critical mass with what the DCI report identifies as 7,400 households. There are not 21,000 residents in 7,400 households. But Point 2 reports that the actual number of households is only 4072.

Isolating Food & Beverage:

The DCI report identifies four "micro-climates" in the downtown retail ecosystem: Old River, West 6th, Euclid-Prospect and Euclid-Theater (Playhouse Square). Before the pandemic and the Euclid Corridor disaster, Euclid Avenue was the city's singular downtown retail ecosystem.

But even with the fine mix of retail in Tower City's original roll-out in 1990, the city's population size and demographic was unable to support Barney's, etc., and the development stumbled, despite being the beginning and/or end of daily passenger traffic for tens of thousands traveling through the city's central multi-modal transit hub - twice a day.

Two significant issues regarding Cleveland's downtown retail are its dispersion and the continuing evolution of customer shopping preferences in the US. DCI's consultant Streetsense's compilations indicate that overall, 69% of downtown 'retail' definition is Food & Beverage (F+B).

One significant problem with Streetsense's math and their analysis is that this leaves 430,000 sf of conventional non-F+B retail. Of that, only 150,580 (8%) is NG+S = Neighborhood Goods & Services, with the remaining 14% - 279,490 sf as GAFO – General Merchandise, Apparel & Accessories.

Thus the total non-F+B downtown retail's total of 430,000 sf is 160,000 sf less than the reported downtown retail vacancy of 600k+ sf.

Reported more plainly, of the downtown non-F+B retail space, downtown retail vacancy is a whopping 55%! That is a level of hemorrhaging that patients typically do not survive and under no circumstances would such a context be described as demonstrating "tremendous resilience" as DCI did.

The Bogus Math of DCI/ Streetsense:

CLEVELAND DOWNTOWN RETAIL HEMORRHAGING, continued

Of the alleged 15.8 million downtown visitors (44k+/day?), 8.5 million are allegedly attendees of a sporting event. This inflated number is tragically false - by more than a lot. This constituent group is the primary driver of downtown F+B outside of Playhouse Square. Don't forget that the New York Spaghetti House right across the street from the ballpark and arena closed in 2001 after a 74-year run - and has still not reopened.

A particularly disturbing aspect of the DCI-Streetsense 'report' is the irresponsible inflation and exaggeration of actual attendance – "diagnostic findings" - at downtown venues in an effort to artificially inflate visitor traffic.

Streetsense footnotes its data as coming from Placer AI. The distortion of the statistics from Placer AI and those reported by the respective venues indicate that neither Streetsense nor DCI bothered to vet **any** of the flawed math which Streetsense then fed to DCI. That is has resulted in their grossly misleading 'study' that lacks efficacy due to flagrant disinformation.

The DCI/SS report asserts that attendance at Rocket Mortgage Fieldhouse in 2023 was 4.6 million. But the Cavs say they drew 777,280 last year – a difference of 3,822,720.

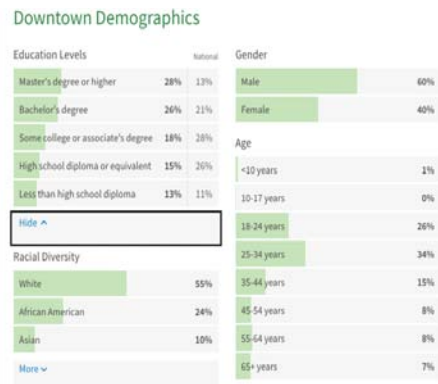
The Cleveland Monsters drew an average 10,156 fans per game, totaling 365,616. The MAC Basketball Tournament was a footnote.

The remaining 3,457,104 fans in the Streetsense 'diagnostic' implies that there were an additional 178 events that sold out the Fieldhouse's 19,432 capacity. But that was obviously not so. The Rocket Mortgage Fieldhouse events schedule for 2024 reflects 23 total events for the entire year. Even if we assume that every event scheduled will fill the facility to capacity – which is not reality - It therefore appears that the DCI-Streetsense 'diagnostic' for the Fieldhouse is inflated by over three million 'visitors' – an exaggeration of a staggering 290%. That is not misinformation - that is disinformation.

The DCI/SS report asserts that the Browns stadium draws 1.4 million guests each year. The Browns themselves report 2023 attendance of 610,295. Five stadium events are scheduled for 2024. Other than the Rolling Stones and the Rod Stewart/ Billy Joel concerts, Flag Football Fanatic, Upper Deck Football and WWEE Summer Slam will not likely fill the facility in 2024.

If we give DCI the benefit of the doubt and assume the average of those non-football events is 40k per event, the gap between the DCI/SS report and reality is 589,725 – an irresponsible exaggeration factor of 72%. Disinformation.

DCI-Streetsense's report asserts attendance at Progressive Field to be 2.5 million. The Guardians themselves reported that attendance



Top: Downtown Demographics per Point 2
Second: Progressive Insurance HQ
Third: Tower City Retail Vacancy
Fourth: West 9th Street July 2023 Shooting
Bottom: Crocker Park

for 2023 was 1.8 million, which translates into an exaggeration factor from DCI/SS of 39%. Disinformation.

DCI-Streetsense's report asserts attendance at Playhouse Square to be three million annually. Pre-pandemic statistics from Playhouse Square report attendance of one million. That is a bit more that rounding up. It is an exaggeration of 200%. That is simply nonsense. And more disinformation.

DCI/SS's report asserts attendance at the Rock-and-Roll Hall of Fame to be 761.7K. The Rock Hall itself reports pre-pandemic attendance at 568k, 34% less than DCI's assertion.

This kind of 'reporting' from a paid consultant is irresponsible and renders the balance of the DCI/SS 'report' totally lacking in credibility. One cannot hope to get their arms around our current issues with garbage data that goes well beyond the normal shading of facts Clevelanders are regularly subjected to from our NGO's.

DCI's report states that Cleveland lost 113,000 sf of retail due to hybrid and remote work schedule. Streetsense and DCI optimistically assume that downtown Cleveland employment will rebound another 10% to 60% of pre-pandemic levels. Studies indicate that the city's recovery is currently at 40%.

The problem with addressing this issue as a gross percentage that translates to traffic counts (let alone retail sales) - aside from the fact that DCI's traffic counts are grossly inflated - is that it misses the critical fact that those who have jobs and space downtown are ***not*** downtown every day. Looking at weekday surface parking lots and garages proves that point all too painfully.

Progressive Insurance (PI) has 50,000 employees nationally that used to work in PI's facilities daily before the pandemic. PI has face-recognition software to enable secured access to its facilities. After the pandemic ended and their employees were free to return to their offices, PI discovered that only 500 people per day – 1%! – came back to their offices, which explains why PI has put their entire office portfolio up for sale, including their offices in Colorado, Indiana and Florida. In April, they sold their Alpha Drive buildings to Park Place Technologies and their 500 people.

The significance of that move is that Progressive has moved their HQ functions to the North Common Boulevard campus and concluded that the remote work situation will not change because they have found their remote work results to be effective for the company *and* their employees.

Three issues about Cleveland's downtown retail that must be addressed are its dispersion, the customer base and the continuing evolution of customer shopping preferences, and the customer base demographics which the DCI/SS study does not sufficiently address.

SHIFTING RETAIL DISTRIBUTION:

David Beach of ECOCity observes, "people want walkable places – human-scaled streets with an interesting mix of stores and activities. That's why they flock to the artificial, commercialized urbanism of places like Crocker Park."

And while Cleveland's 'leaders' says they want to turn downtown into a 15-minute walkable city, it is not possible to move Playhouse Square closer to Public Square.

People also flock to suburban retail for accessibility and convenience. Downtown retail typically is open from 10 a.m. to 6 p.m., M-F - at best. Suburban retail is open every day from 10 a.m. – 9:00 p.m. Downtown retail involves paying for parking which is not always contiguous to one's destination. Suburban parking is typically plentiful, free and easy to find. And downtown crime is more significant that at suburban retail. It will take a while for people to forget about the nine people shot on West 9th Street last July.

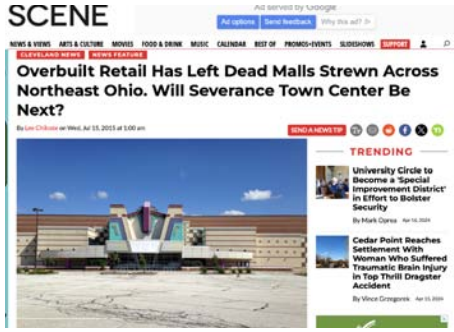
Beginning in the 1970's, malls became the preferred configuration for retail shopping in the US. There were 2500 malls in the US back then. Current counts place the number between 700 and 1000. According to NBC, between 2016 - 2019, Amazon alone converted two dozen malls into fulfillment centers.

In Cleveland, Severance Center was Ohio's first shopping mall when completed in 1963 with Halle's and Higbee's as anchors. The mall's initial success was then challenged by other newer retail malls and strip centers that followed. Halle's left in 1982 and by 1990, much of the original mall was demolished. It is currently a troubled outdoor shopping center with its largest vacancies being its former theatre and a WalMart that moved.

Richmond Town Square has now been demolished for apartments. Euclid Square Mall was opened in 1977 as a regional mall with two anchors. It was demolished in 2017 – 2018. Westgate Mall was developed in the 1950's, and revitalized in 2007 to address declining traffic since the 1990's. It is now an open outdoor shopping center.

When Legacy Village was opened in 2003, a retail expert from Columbus observed that Cleveland then had **six times** the amount of retail space its population could support. In 2003, Cuyahoga County had a population of 1.36 million people. In the 10 years since, Cuyahoga County has lost over 120,000 people.

Macy's, the country's largest department store is regrouping after closing 125 of its "least productive" units. Macy's is leaving malls and following its customers to lifestyle centers.


SCENE

NEWS & VIEWS ARTS & CULTURE MOVIES FOOD & DRINK MUSIC CALENDAR BEST OF PROMOS+EVENTS SLIDESHOWS SUPPORT

CLEVELAND NEWS NEWS FEATURE

Overbuilt Retail Has Left Dead Malls Strewn Across Northeast Ohio. Will Severance Town Center Be Next?

SEND A NEWS TIP

TRENDING

University Circle to Become a 'Special Improvement District' in Effort to Bolster Security

Cedar Point Reaches Settlement With Woman Who Suffered Traumatic Brain Injury in Top Thrill Dragster Accident

Top: Cleveland's Retail Oversupply
Below: Vacant Tower City during a weekday
Middle: Empty Playhouse Square Parking Lot
Lower: W. 9th St. Shooting in July 2023
Bottom: Abandoned Randall Park Mall


Mass shooting in Cleveland: Barley House, other Warehouse District businesses try to move forward

"Market by Macy's" is the chain's "boutique-sized store for top brands" which will relocate to some former Bed Bath & Beyond locations, 900 of which have been closed. And "Macy's Backstage," their off-price concept, will expand to strip centers so their customers have free and easy parking. Civic leaders in North Olmsted want to see Great Northern Mall redeveloped as mixed use.

Randall Park Mall opened in 1976 as the world's largest shopping mall at the time with 200 stores on two levels. After 20 years, Randall Park Mall lost its luster as a safe fun environment and retailers moved their operations to the newer Beachwood Place development in a more affluent community. Randall Park's demolition began in 2014 and the site now hosts two Amazon fulfillment centers.

Parmatown Mall was constructed in 1956 and enclosed in 1965. As the community declined, its location away from highways helped seal its doom. The center was demolished in 2016 to make way for The Shoppes at Parma – an attempt at another lifestyle center.

The failure of Cleveland's malls is a product of over-supply and our declining population. In 1970, Cleveland's population was 750,903. In 1980, it was 573k. By 2020, it was 372k.

Downtown retail has competition from the west in Ohio City, Tremont and West 25th Street - but only for F+B. There is virtually no other retail in those ecosystems either.

As David Beach noted recently, the Vibrant NEO 2040 regional planning project found that the continual sprawl of low density development and infrastructure - "in a region that's not growing at all - is so costly that every county in northeast Ohio will go bankrupt eventually."

DEMOGRAPHICS:

An issue that the DCI/SS report fails to address adequately is demographics. Any attempt to align downtown retail supply with downtown retail demand must take demographics into consideration. The downtown resident profile involves primarily young and single professionals.

Niche reports that downtown Cleveland has 12,201 residents, 60% male, 40% female. Niche's residents are young: 26% age 18-24, 34% age 25-34, 15% age 35-44, 8% age 45-54, 8% age 55-64 and 7% age 65 and above.

With regard to education, Niche says 28% have a master's degree or higher (national percentages in parentheses = 13%), 26% with a bachelor's degree (21%), 18% with some college or an associate's degree (28%), 15% with a high school diploma (26%) and 13% with less than a high school diploma (11%).

CLEVELAND DOWNTOWN RETAIL HEMORRHAGING, continued

Point 2 utilizing US Census Bureau from the 2021 American Community Survey states that **downtown Cleveland has only 7804 residents**, 55% male and 45% female, with a median age of 32.3 years. Eighty percent are U.S. born citizens, while 10.5% are citizens that were not born in the US, with 9% being non-citizens. The disparity between the population counts between Point 2 and Niche is interesting as both claim to be utilizing the same data from the US Census Bureau's American Community Survey.

Point 2's data indicates 45% with a bachelor's degree or higher, 20% with some college or associate's degree, 18.2% with a high school diploma and 17% with less than a high school diploma.

In the past year, 18.4% report moving downtown from within Cuyahoga county, 6.4% relocated from within Ohio, 6.7% moved here from another state while 2% moved here from abroad. Thus, 65% of residents were/ are already here.

White-collar workers make up 89.5% of the working population of downtown Cleveland while blue-collar employees representing 10.5%. In downtown, there are 236 (6%) entrepreneurs. Private companies account for 64% of residents, 13.35% are government workers, 17% are non-profit sector employees and 6% are self-employed.

Adjusting for those in detention and college dormitory facilities, there are 4072 reported households in downtown; of these, 12% have children. If we include CSU student housing and the City Club Apartments, there are 8602 beds downtown. We counted.

Downtown average household income is $59,830 with a median household income of $45,279. This is **30% below** the average household income in Cuyahoga County. An additional concern is that 35% of downtown residents are below the poverty level. In Cuyahoga County, the average household income is $85,378 - **42% more than the downtown Cleveland average**. In the 25-44 age group, it is $66,458.

DCI/SS failed to take in to consideration the weak demand side of the downtown resident population.

Median income for those over age 45 is less than $30,000 annually. Households receiving social security are 9.6% with 17.2% receiving SNAP – food stamps. With regard to technology, 91.3% have one or more computing device and 86.4% have Internet service.

If we accept the 8602 beds and utilize the recently reported 91% occupancy, **we can identify 7914 downtown residents currently.**

The occupied housing units in downtown Cleveland are 14.7% owner occupied and 85% as rentals. The median value of units with a mortgage is $197,450 and $106,500 without a mortgage. Median housing cost per month is identified as $1,122. With regard to marital status, 19.8% of residents are married with 14% separated, widowed or divorced, leaving 66% as unmarried. Other related facts:

- No health insurance	5.2%
- Disability	12.4%
- Medicaid	19.9%
- Unaffordable Rental Occupant	35.6%
- Unaffordable Owner Occupant	9.4%

With regard to transportation to work, 69% travel by car, 21% walk, only 8% move by bus, 1.5% by bicycle, 1% by taxi or Uber, and 0.05% by motorcycle. The heavy reliance on the car implies that many downtown residents do not work downtown.

Of the housing units recorded, 42% were built before 1939, with the median year of 1962.

DCI's "15-Point Plan:"

In CAF Newsletter Issue #4, we addressed the current multi-family market and noted that in downtown, from 2016 to today, over 4.8 million square feet of office space have been converted to apartments. That represents a loss of 16,000 jobs and between 1.25 - 1.5 billion dollars in annual lost salaries for the local economy.

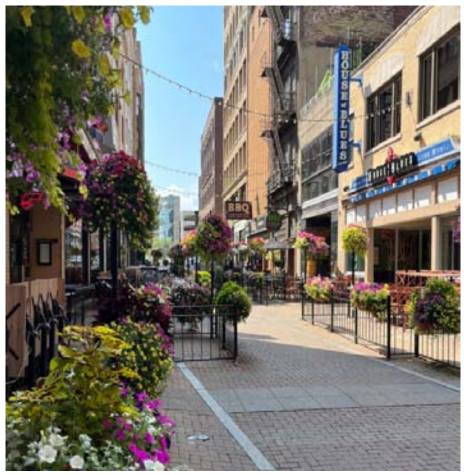
According to Avison Young, from Q1 in 2020 to Q4 in 2022, Cleveland lost 1.78 million square feet of office space. According to *NEOTrans*, from 2010-2013, Cleveland lost 44% of its office space.

According to JLL, from 2017 - 2022, Cleveland lost 9.17 million square feet of office space, representing a loss of over 30,000 jobs and $2.4B - $3.2B in annual wages. Office space of 9.17M sf represents 30,566 jobs, while 9.17M sf of apartments represents 10,700 residents at 100% occupancy.

With regard to retail demand, a 400,000 sf multi-tenant office building that is 85% occupied - low by historical standards - will typically have 1250 - 1400 people at work per occupancy density per the BOMA Annual Exchange Report. If converted to apartments at 92% occupancy, there will likely be 400 - 425 people living there.

NEOTrans' Ken Prendergast's November 2023 story on DCI's first announcement of its *Downtown Retail Strategy* began with his observation of a deserted Tower City Center: "Not a soul was in sight at The Avenue shopping mall at Tower City Center last weekend, despite the rainy, cool weather that might have otherwise prompted people to linger indoors. There was no pre-Halloween programming or other activities to attract people to possibly shop and spend money."

Above: Euclid Ave. Streetscape at 515 Euclid
Below: East 4th St. Streetscape
Third: Huron Rd. Vacancy
Fourth: Erieview Galleria Vacancies



CLEVELAND DOWNTOWN RETAIL HEMORRHAGING, continued

Aside from the flagrant exaggeration of visitor traffic downtown, DCI's 15-point plan to attract shops and shoppers is neither relevant or impressive due to its lack of resident income/demand data.

The DCI-SS report also fails to address the significance of the decline in retail bricks and mortar in the US. According to the US Census Bureau, from 2011 - 2021, the US lost 60,000 stores – 12.6% of its inventory. Thus demand for retail space continues to fall. And contrary to the DCI/SS report, no amount of wayfinding or streetscape will change that - unless we put a lifestyle center in the middle of the Muny Parking Lot.

Retail industry insiders have stated that actual retail sales from bricks and mortar stores accounted for 83% of retail sales in 2022. The *Wall Street Journal* reported in December 2023 that individual US retail stores are shrinking in size and that F+B now accounts for 20% of retail leases.

But in DCI/SS downtown survey, F+B accounts for a whopping 69% of downtown retail.

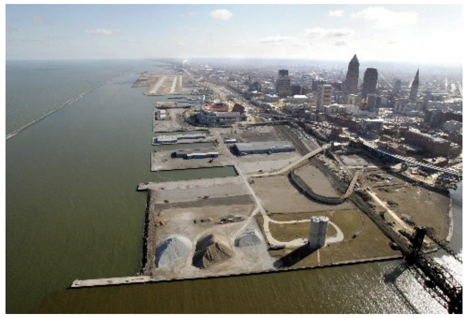
Translation? Our residents and guests see downtown as a location for a meal or beverage, but if they have retail needs beyond F+B, they go to where there is critical mass, selection, convenience and free parking to meet those needs, which is not downtown.

DCI-Streetsense's report attempts to suggest that employee-generated demand for additional retail space downtown will require an additional 57,000 sf by 2028. This projection assumes growth of downtown employee counts which assumes that population is the only relevant factor.

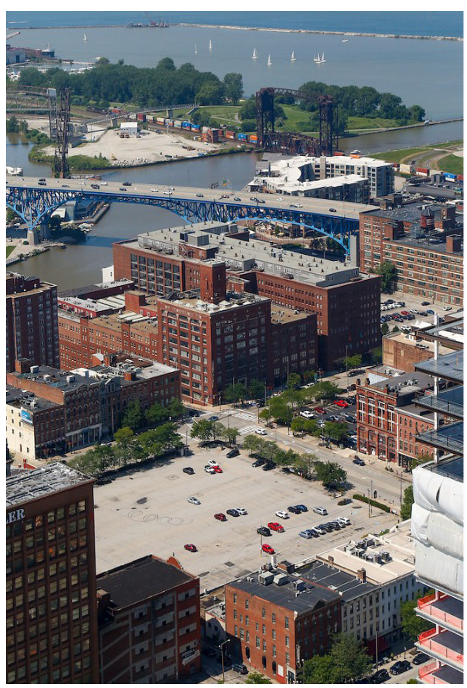
But Cleveland has been steadily shedding office jobs downtown for over a decade. Remember, **Cleveland is dead last in job growth in US major cities.** In May 2024, *Crain's Cleveland Business* reported that Cleveland continues to lag in jobs recovery as do our wages.

In addition to the 4.8 million square feet of multi-tenant office buildings that have been converted into apartments since 2016, now we have the 381,000 square foot Rose Building that Medical Mutual has abandoned for its relocation to Brooklyn, and when Sherwin Williams moves in to its HQ in 2025, it will vacate over one million square feet from Landmark Towers and other spaces they have leased around town for people while the HQ is built.

And the situation is actually worse than the data suggests. When Sherwin-Williams did its sale-leaseback on its new HQ in December 2022, it triggered a misleading incorporation of the HQ's 1.1 million square feet of rent into a "leased" category of the local data matrix before the building is even completed and occupied.



Above: Downtown Cleveland Port
Below: Euclid Ave. Streetscape
Third: Public Square Barriers Removed
Bottom: Warehouse District Empty Weekday Parking Lot



This improperly bloats the CBD office occupancy space as well as distorts CBD rent rates.

In this context, the DCI-Streetsense's attempts at a 'strategy' to make downtown more attractive appear to be politi-speak. Their "guiding principles" could be included in – or recopied from – any city's downtown retail 'study.'

And the 'principles' are so vague and soft that even if Cleveland found a way and the money to do them all, the degree to which additional retail demand would result is highly speculative and minimal at best because **the 'study' fails to link supply with demand.**

Suggestions such as "targeted wayfinding" are relevant only if destinations are geographically dispersed and street patterns are organic and hard to navigate. That's not Cleveland.

"Targeted retail activation on Huron Road" assumes that Huron is an active path. With the Hotel Indigo, the AT+T switchgear tower, County Office Building and the Gateway and Halle Building parking garages, this objective is simply foolish for it cannot reliably increase demand in the absence of a continuous pedestrian path on either side of the street and the inability to develop critical mass that will drive or attract meaningful pedestrian traffic. A responsible retail study would have identified pedestrian traffic counts on Huron to establish a basis for this alleged demand.

Yet now DCI and the Playhouse Square Foundation want to close lower Huron to vehicles in order to expand Star Plaza's area as a stage for a street market of pop-up vendors. There is already adequate space in Star Plaza for pop-up market activity without further negative impacts to north-south vehicular entry and exit from Playhouse Square.

"Refreshing the Euclid Avenue Streetscape" after the 2008 Euclid Corridor project represents a cost that will be challenging and foolish to fund. And how would that connect with what shoppers need and want? It does not.

This is not like replacing your carpet every seven years. The city needs to maintain all of its downtown streetscapes more effectively. Repairing the isolated sections of pavers should be done, as should the proper maintenance of the vegetation, but "refreshing the streetscape" is not needed and will not increase user traffic or compel additional retail leasing. The problem with retail vacancies along Euclid is the lack of patrons with adequate disposable income.

The suggestion to "focus on small and minority owned businesses" has no justification. DCI/Streetscape failed to profile demographics of resident and visitor shoppers that might justify any attention on the subject. Is there an unmet need from the demographic that can only be met with such a focus? The fragility of Cleveland's downtown retail cannot afford to be selective or narrow in its receptivity.

DCI and Streetscape ignore one of the most critical metrics when addressing retail demand and health - revenue per square foot. Typically, stores need to generate sales of $200 - $400 per square foot per year to be viable. For retail businesses to assess probable viability, age, household income, density and related factors are considered which DCI and Streetsense completely ignore. For their 'study' to have any meaning or credibility, they should have identified retail sales dollars in their micro-neighborhoods. But they did not.

Also, projecting square footage needs without addressing household income residents demographics is folly. For a responsible retail study, one must determine the percentage of disposable household income spent on neighborhood retail purchases, and therefore the total household income necessary to generate sufficient gross sales.

What is Downtown's Retail Spending Math?

Pam McKinney of Byrne, McKinney real estate consultants estimates that roughly 60 percent of household income is disposable income (i.e., income after taxes and housing costs have been deducted). Thirty-five percent of disposable income is typically spent on retail purchases. Fifteen percent of the retail spending normally consists of purchasing in neighborhood or Main Street establishments - those close to home.

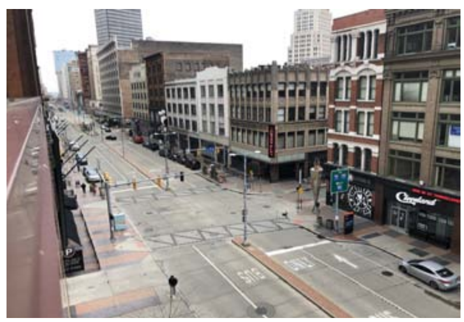
For downtown Cleveland, The 7914 residents times the average household income of $59,830 yields $473.5 million. Disposable income at 35% yields $165.72 million for all retail. Multiplied by one-third to acknowledge that 67% of downtown retail is F+B and the math implies that $54.7 million can and will be spent on non-F+B retail. Divided by 15% for local spending yields only $8.2 million, which equals $1036 per resident per year.

At $200 -- $400/sf downtown Cleveland residents can only theoretically support just over 21,000 sf of non-F+B retail downtown. This is because Cleveland's downtown average household income is $59,830 – 21% lower than the norm, illustrating why downtown's retail demand is soft, which is why supply is soft, facts which DCI and Streetsense avoided altogether.

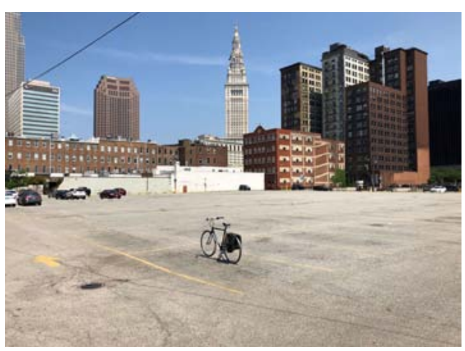
One can reverse engineer the statistics to determine the number of people and average household income to determine what is needed to support a compliment of retail space. That is what creates a retail study. But DCI/SS did not do that.

The principal exceptions are low-income or isolated communities, which require a larger

Above: Beachwood Place
Below: Erieview Galleria labeled a 'Dead Mall'



Above: Euclid Ave. with no daytime pedestrian or vehicular traffic
Below: Warehouse District vacant daytime parking lot
Bottom: Lakefront Rail Lines & Browns Stadium



number of units, or higher-income communities, which require fewer. A 100,000-square-foot neighborhood center could require roughly three times as many housing units. The larger the center, the more it can become a destination in its own right and not need as many households within walking distance.

Intent of DCI's 'Study:':

Downtown Cleveland, Inc.'s "Downtown Retail Strategy" was intended as a roadmap to create a thriving retail environment in the urban core. The DCI plan was *intended* to be one of *Reimagining Downtown Cleveland's* near-term economic priorities. It was *intended* to fill gaps in the city center's marketplace and serve existing residents and businesses.

In the spring of 2023, Downtown Cleveland, Inc., a nonprofit community development organization, commissioned Streetsense who promotes themselves as a leading strategy and design collective specializing in retail, hospitality, and real estate solutions, to conduct a comprehensive diagnostic of market dynamics and Downtown's retail economy to pinpoint challenges and effective solutions to overcome them.

The report released is not comprehensive, is full of disinformation and its tactics that purport respond to these issues fail due to the absence of accurate and adequate baseline data and metrics to properly frame the issues for correct analysis and strategy. It falls short of a 'comprehensive diagnostic' of market dynamics that allow one to determine retail market demand, as well as the factors that determine demand.

DCI president Deemer does not realize the flaws in his document: "We now have an actionable approach to creating the future of retail in Downtown Cleveland and dealing with the challenges of attracting retail in a post-Covid environment," said Deemer in a written statement. "It starts with targeting and focusing on the things that we, as Downtown Cleveland, Inc., can control – that is, creating the conditions for retail to succeed in Downtown Cleveland."

The DCI *Downtown Retail Strategy* attempted to focus on areas of public and private realm investment, marketing and promotion, and retail attraction and retention. But it did so with seriously flawed resident and traffic data, and no information on household income or demographics to define demand. As a result, a hypothetical supply portrait was proposed in a vacuum.

DCI and Streetscape instead jumped to 15 recommended 'tactics,' listed in their order of organizational priority, hoping to identify quick wins. It is not a responsible effort because of its process, disinformation and the disconnected 'tactics' they present as conclusions.

CLEVELAND DOWNTOWN RETAIL HEMORRHAGING, continued:

Above: Downtown Pittsburgh's tiny 22,000 sf Target Store
Below: DCA Disputes National Study on CLE's Slow Recovery


SCENE

Thousands of teens in foster care can't wait to share their firsts with you.

NEWS & VIEWS ARTS & CULTURE MOVIES FOOD & DRINK MUSIC CALENDAR BEST OF PROMOS-EVENTS SLIDESHOWS SUPPORT

CLEVELAND NEWS NEWS FEATURE

Study Says Downtown Cleveland Among Slowest Recovering in Country in Covid Aftermath, But DCA Disputes Data

The report puts Downtown Cleveland second to last among 62 urban metros

SEND A NEWS TIP

TRENDING

First Look: Julia's 1902, Opening Thursday, April 25th in Willoughby

By Douglas Trattner

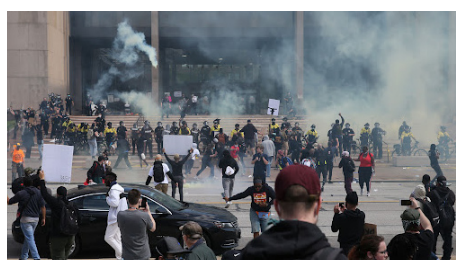
This Week in Cleveland Food News: New Destination Dining in Willoughby, Taco Week and More

Thousands of teens in foster care can't wait to share their firsts with you.

Learn About Adoption

Five months after the University of California Berkeley "Death of Downtown?" report detailing post-Covid recoveries in cities across America, and which led local leaders to

Above: Midtown Detroit Small Target Across from Whole Foods
Below: Downtown Cleveland George Floyd Protest Aftermath
Bottom: Burke Lakefront Airport



Problem Conclusions:

In 2012, Euclid Avenue was a bustling street especially at lunch time. After the Healthline and the pandemic, it is an understatement to observe that Downtown Cleveland's main street is not as active as it was before pandemic.

"Retail thrives in places where people spend time and money. Moreover, when existing retail thrives, new retail inevitably follows," noted Larisa Ortiz, managing director of public and non-profit solutions at Streetsense.

Until supply exceeds demand. Then it is not inevitable.

Ortiz alleges, "Downtown Cleveland, Inc. is now poised to succeed on both of these fronts through the tactics outlined in this plan, which include helping visitors more comfortably navigate Downtown (and stay longer) and improving the variety of residential amenities, goods, and services that ensure that Downtown remains not only a great place to live, but also a great place to invest in the long term."

Wrong.

She was paid to say that, and the data indicates that downtown Cleveland simply lacks a sufficient critical mass of residents and visitors and sufficient disposable income to connect the dots of Ortiz's conviction.

The DCI/SS plan references "six key guiding principles" that are vague and, contrary to their self-serving assertions, do **not** provide for clear and consistent direction across projects that will assure successful retail growth and diversification via increased retail sales:

• *Emphasize neighborhood building by investing in public facilities and improving the diversity of offerings that meet the needs of Downtown residents;*

What public facilities are needed in which neighborhoods? Who is investing in these public facilities? How much of an investment is required and what is the ROI? Where are the "needs of downtown residents" articulated? Absent demographics, the report fails to clearly define residents' needs. And how do these unspecified new assets build neighborhoods that are better, stronger or different that the existing neighborhoods?

• *Eliminate intra-city barriers to ensure downtown is easy to navigate by visitors and residents;*

Other than the precast concrete barriers at Public Square which are now gone, what 'barriers' are the subject of this comment and in what way do they constitute physical elements impacting retail demand or retail spending?

• *Focus, don't disperse, limited resources in areas of existing concentrated business activity and the connections between*;

Whose resources are the subject of this suggestion? What specific activities and connections are worthy of more focus?

• *Celebrate the waterfront and improve connections between Downtown and the waterfront*;

We cannot get to our lakefront except via East 9th Street. Our lakefront is blocked from citizens by an under-performing airport, a football stadium used 8-10 times a year, salt storage, a sewage treatment plant, train tracks, a water treatment plant, shipping docks and coast guard stations. Unless these elements are removed - which is beyond unlikely, Clevelanders will be unable to "improve connections" to and "celebrate" our downtown lakefront. Without a new Lakefront Plan that finally eliminates Burke Lakefront Airport, this suggestion is unattainable.

And the recent draft of our new Lakefront Plan includes only the small area from East 9th Street west to the docks and ignores the lakefront airport and docks altogether by addressing **only** the lakefront in front of the stadium!

• *Infuse equity and sustainability in all Special Improvement District economic development efforts*;

How would this be accomplished? In what way will this enhance retail spending and improve demand for additional return? It will not.

• *Partner with Cleveland's world-class institutions to support project execution and offer opportunities to reinforce Downtown's brand.*

This politi-speak does nothing to define relevant action steps with articulated outcomes.

Context:

In an eastward view from Terminal Tower along Euclid and Prospect avenues, once downtown's bustling shopping districts, only two 10-plus-story buildings are filled with offices — the PNC Building and the Keith Building. Five other high-rises that were office buildings are vacant or mostly vacant - the Union Trust Building, City Club Building, AT&T Building and Medical Mutual Building. The remaining high-rises are residential which have far fewer people per square foot than offices. That means fewer people to support retail.

And our cheerleaders - the Greater Cleveland Partnership and DCI cheer that little Cleveland

CLEVELAND DOWNTOWN RETAIL HEMORRHAGING, continued:

leads the nation in the conversion of office buildings to apartments without recognizing that the trend unabated is fatal - and that it is a key factor in why our downtown is among the slowest in the nation in recovering after the pandemic.

To create their retail 'strategy,' Streetsense claims to have analyzed Downtown's current retail inventory, defined the local trade areas, and alleged that they determined future retail business capacity. They did not nor did they identify real barriers to attracting retailers, and develop a targeted tenant attraction strategy **- what is it?**

Downtown Cleveland, Inc.'s mission is to attract talent, jobs, residents, and investment through market influence, community impact, and irresistible experiences: "As the only organization focused solely on strengthening and building the heart of Cleveland itself, we envision Downtown Cleveland as a vibrant and welcoming city center that weaves Downtown districts and surrounding neighborhoods into a seamless urban fabric that is greater than the sum of its parts. We work from sidewalk to skyline and everything in between, leading efforts to enhance Downtown's environment, economy, and experience."

Leading the effort requires a more cogent and responsible assessment of the factors that contribute to success than the retail 'study' which DCI and Streetsense provided.

We **all** desire a vibrant and functional downtown with a depth that enriches both residents, workers and visitors. But the income of residents, their numbers and demographics and the strength and spending of visitors define limits to the volume and demands that the city's retail market and infrastructure can meet. A responsible Downtown Retail Study would have identified these factors and their implications.

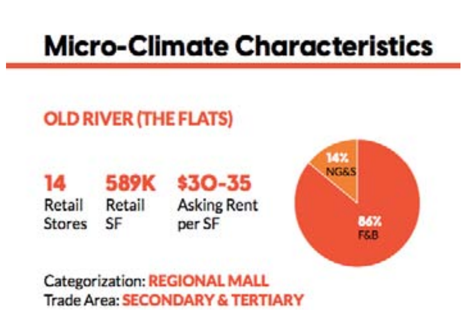
The gap analysis indicates that there are profound reasons why there are currently over 600,000 square feet of vacant retail downtown. DCI and Streetsense concluded that the pandemic and the partial return of downtown workers to their offices are the primary problem. But that is only part of it. But that is where DCI and SS stopped with obvious answers that addressed only part of the challenge.

But until Cleveland actually **creates** new downtown jobs - something that study after study for years has proven that we are the worst city in the country for job creation, hybrid work will continue to limit the numbers of people who come downtown every day.

The fact that today, 60% work from home means that they already know where and how to meet their retail needs without relying on thin downtown retail.

Above: Existing Euclid Ave. Streetscape
Below: Vacant 1.3M sf Huntington/ Union Bank
Third: Huron Rd. Gateway Parking Garage
Fourth: Huron Rd. Hotel Indigo

Below: DCI/ Streetsense's Reported Retail Rents



And the decades-old trend of government and non-profit organizational optimism that result excessive and inappropriate slogans, weak and incomplete studies, disinformation and the excessive and inappropriate spending of taxpayer monies that deliver inadequate or zero benefits need to be subjected to a team of capable critical thinkers which the community has yet to construct and empower.

The Greater Cleveland Partnership, the Cleveland Foundation and the County Council have proven they do not have the intellectual/ cognitive resources and courage to function as the kind of critical thinkers our community desperately needs.

A recent editorial reminded readers that the local promotion of economic optimism has gotten us the Cleveland Medical Mart, and an enlarged Convention Center which turned out to not be enlarged at all and was rebuilt without the 500 garage spaces we tore down to start over. And then there is the Opportunity Corridor, a taxpayer-subsidized downtown Hilton Hotel, three subsidized sports venues and now yet another discussion about a new football stadium - all at a cost to taxpayers - who never approved any of these expenditures - of billions of dollars.

And here comes Cuyahoga County moving to build a new jail far away from a new justice center that will foolishly add more billions of dollars in debt and hundreds of millions of dollars in increased operating expenses for the next 50 years.

And for context, Cleveland's population in 1950 was 914,808. Today it is 351,397. As Mark Souther pointed out in his book, *"Believing in Cleveland: Managing Decline in the Best Location in the Nation,"* Cleveland has a long and sad history of facing significant challenges with meaningless slogans. Diane Tribble makes the same point in her book *"Rebuilding Cleveland"* and the DCI-Streetsense study fits into those same narrative patterns.

Will our local organizations laser-focused on projects, funding, partnerships, start-ups, transformation, engagement, and innovation make a difference? The verdict is still out, but if these organizations continue to mission-statement with words like "alignment," "agile," "deep-dive," "innovation," "fidelity," strategic," "diversify," "synergy," "next generation," "unpack," "drill-down," "infuse equality," "focus resources," and "move the needle," Cleveland will slide into Lake Erie like a sloop on a word-slip of slogans.

Our beloved Cleveland needs something more than promotional palliatives, irrelevant 'studies,' corporate socialism, and inbred poster slogans.

The *Reimagining Downtown Cleveland* document from 2023 is another puff piece from the City of Cleveland, the Greater Cleveland

Partnership, the Downtown Cleveland Alliance and Cuyahoga County. It is aspirational and not intended to identify paths to achieving the obvious objectives. And it includes its own brand of denial.

In addressing safety and crime - Cleveland is the sixth worst city in the country for crime - it states that the solution to downtown safety is to hire 20 more Ambassadors - the people in the yellow vests with garbage cans on wheels.

Balance:

Nate Kelly, president of CRESCO Wakefield told the *Scene* that office, retail and residential sectors need to be strong at the same time for downtown to be successful.

Cleveland's downtown office sector is in a freefall. Retail is on life support. The Residential balloon is beginning to leak air after a decade of strong performance. Said Kelly, "All three of those [have to be] firing on all cylinders. So, it's a vicious cycle."

In 2019, an estimated 90,800 workers came Downtown most weekdays for office jobs. The pandemic changed that, and now, a verified projection is that 36,320 supposedly make the daily trek, a 60% decrease. And those people do not come downtown to work every day.

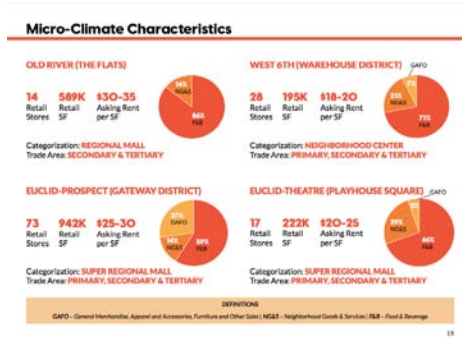
Today's retail vacancies are partly a reflection of lost daytime foot traffic. According to the Downtown Cleveland Alliance, 14% of the 1.6 million square feet of Downtown's retail space sits empty - 3 percent more than before the pandemic. That would be only 160k square feet - one fourth of the actual downtown retail vacancy of 600,000+ sf - when subtracting F+B, vacancy is 55%! DCA's denial is not helpful - or excusable.

Pandemic finger-pointing aside, DCI may have its own particular hurdles. According to a January recovery report from *Downtown Indy,* the retail sector in Indianapolis' 28,989-person Mile Square is only 4% vacant; According to Point 2's data, Indy's downtown population is 400% more than Cleveland's.

In Pittsburgh's downtown, which 21,526 call home - three times the size of Cleveland's downtown population - it's 7%, according to the Pittsburgh Downtown Partnership. Closer to home in Shaker Square, 13% of the neighborhood's stores are empty.

Downtown Cleveland Alliance's Audrey Gerlach, vice president of economic development and chief of staff, spends a lot of her workweek attempting to connect the analytical dots between what Downtown is and what it could be for prospective businesses.

DCA even hired a retail specialist, Jonathan Stone, as a liaison to sell the area to



Above: DCI/ Streetsense Micro-Climate Characteristics
Below: Euclid Ave. after George Floyd Protest in Cleveland

entrepreneurs as a place worth investing in. Downtown's rents are currently, on average, according to CBRE, about $14/square foot, $2 to $3 higher than the city as a whole.

The DCI/Streetsense study alleges - falsely - that downtown Cleveland rents are two to two-and-a half times that. Clearly DCI/ Streetsense blew it by looking up only 'asking rents' online instead of talking to any brokers who could have clued them in to what tenants actually are paying.

Another reason to look beyond the pandemic finger-pointing is the Downtown Recovery Response Fund, a $1.45 million kitty that was distributed to 88 local businesses, most of whom had their shops damaged by protestors during the George Floyd civil unrest in 2020.

Rumors, aggravated by *NEOTrans'* Ken Prendergast, that Target would open a store downtown have not warranted the attention they have received because downtown's number of residents and their household income would not be capable of supporting it. Not even Downtown Cleveland Alliance's projected 2,800 additional apartments units to come into existence by 2030 would be sufficient.

And the multifamily market appears to be losing air in 2024 with a large number of signature projects now on hold or abandoned altogether. DCI's projection of only 2800 new units over six years is puzzling, given that there are currently over 8000 multi-family units proposed, with most now awaiting implementation at some unspecified future date.

Prendergast was buoyed by Target opening a small store in Downtown Pittsburgh in 2022, then in Midtown Detroit and later this year or 2025 in Kansas City which has roughly 7,000 more downtown residents than Cleveland.

Currently, the Target at Steelyard Commons is 4.3 miles and nine minutes from downtown.

"We're always reaching out to them," Conor Coakley, a broker at CRESCO, said. "But I haven't heard updates in a while, though." "It's bullshit," another broker, who talked only on the condition of anonymity, said. "Target is never coming here."

Gerlach, who was hesitant to detail talks with the retail chain, sees Target as more than a flashy brick and mortar. Like others interviewed, she views Target as a near panacea for a collection of ills: a instance of validation for Clevelanders' inferiority complex, a legit and affordable home goods store, and, Gerlach added, a big city-esque, validating lure for big box chains—Whole Foods? Nike? Nordstrom Rack?—eyeing Downtown for possible expansion.

"When the community tells us that they want a Target, I hear, 'I want supplies that make it easier to live Downtown within walking distance,'" Gerlach said. "And I think Target's the blanket solution for that."

"We've talked to other businesses who've indicated that they trail other tenants," Stone added. "The Targets. Walmarts. Apple Stores - those are the anchor tenants. And once we catch those big fish, then we'll be rolling from there." It will be a while.

Commenting on the rumors and speculation in a statement to *Scene*, a spokeswoman for Target said: "[We] work closely with local officials and guests to develop stores that complement and support a community. As Target evaluates new store opportunities, we consider a number of factors, including existing Target stores in the area and how we might be able to serve the needs of a new community with an additional location. The type of store we build is determined by factors such as anticipated sales volume, site constraints and the specific needs of a community."

Translation? Downtown Cleveland's number of residents, average household income and number of visitors do not indicate an adequate sales volume of dollars to merit consideration for quite some time.

Downtown Cleveland once had department stores like May Co., Higbee's, Halle's and Sterling Linder, and they all departed for the suburbs decades ago when buying patterns changed. From 1954 to 1967, retailers fell from 10,754 to 7,008—then to 2,952 come 1987.

"Retailers clearly followed the area's population as it moved farther away from Downtown," an article in *Cleveland Historical* reads, "but they followed with varying degrees of enthusiasm."

National Shift in Bricks & Mortar:

The DCI-Streetsense report fails to address the significance of the decline in bricks and mortar retailing in the US. According to the US Census Bureau, from 2011 - 2021, the US lost 60,000 stores – 12.6% of its inventory.

The Wall Street Journal reported in December 2023 that US retail stores are shrinking in size and that F+B now accounts for 20% of retail leases. In DCI-Streetsense's downtown survey, F+B accounts for a whopping 69% of Cleveland's downtown retail.

Translation? Our residents and guests see downtown as a location for a meal or beverage, but if we have retail needs, we go to where there is critical mass, selection, convenience and free parking to meet those needs.

DCI-Streetsense's report attempts to suggest that employee-generated demand for additional retail space downtown will require an additional 57,000 sf by 2028. This projection assumes growth of downtown employee counts which is highly doubtful. Cleveland has been shedding office jobs downtown for some time.

Since 2016 alone, downtown Cleveland's 4.8 million square feet of multi-tenant office buildings that have been converted into apartments are the equivalent of four Key Towers.

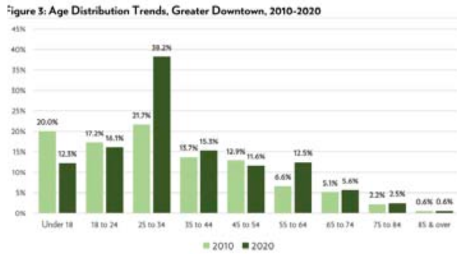
In this context, the DCI-Streetsense's attempts at a strategy to make downtown more attractive appear to be politi-speak. Their "guiding principles" could be included in – or recopied from – any downtown retail 'study.' And the 'principles' are so vague and soft that even if Cleveland found a way and the money to do them all, the degree to which additional retail demand would result is speculative and minimal at best.

Revenue Drives Retail:

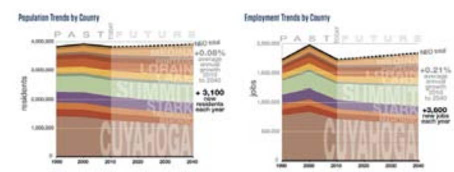
Pam McKinney of Byrne, McKinney real estate consultants estimated that roughly 60 percent of household income is disposable income (i.e., income after taxes and housing costs have been deducted). Thirty-five percent of disposable income is spent on retail purchases. Fifteen percent of the retail spending consists of purchasing in neighborhood or Main Street establishments, those close to home.

Therefore, divide the total sales needed by .60. Divide the resulting figure by .35. Then divide that result by .15. The percentages would not vary greatly among different markets, according to McKinney. Then determine the number of households, and therefore housing units, required to produce the target sales desired in disposable income.

Very high- or low-income communities skew these numbers. For example, a community that includes 50 percent public housing residents



Above: Downtown Cleveland Age Distribution
Below: Huron Road Streetscape with Winking Lizard, now closed
Third: Graphs illustrating declining Population and Employment for Cuyahoga County and NEOH Counties



Above: Legacy Village evening concerts draw a crowd
Below: Millennials

might have an average disposable household income of less than $40,000 and require roughly twice as many housing units to provide the same degree of support to retailers. Downtown Cleveland's average disposable household income is $35,890.

In general terms, the profile of downtown Cleveland residents is young and too small in mass to enable reliable targeting to impact retail consumption. The notion of attracting a big-box retailer such as Target to downtown is simply folly. Given that it takes approximately 20,000 residents to sustain a typical grocery, Heinen's venture to East 9th and Euclid in 2015 must be viewed as a philanthropic contribution to the community until density increases significantly.

The risk/ reward portrait regarding the costs to implement the 'principles' of the DCI/ Streetscape Plan indicates that with such a small retail portfolio and such a small customer base, the "juice ain't worth the squeeze."

The expansion in the past ten years of downtown's restaurant and bar scene was the only activity, other than sports and Playhouse Square, that brought people downtown after hours. And in the winter months, if there was no concert or drama activity, the words' ghost town' were not inaccurate.

The DCI/SS study fails to include lifestyle and demographic analyses that are typically incorporated into a 'comprehensive' retail analysis. In its Downtown Market Analysis Toolbox program, the University of Wisconsin-Madison (UW-M) identifies the components and significance of this data.

DCI/ Streetscape's downtown retail Plan is fundamentally irrelevant for its failures to accurately identify the math of the number of residents, households and activity magnets, address the demographics of downtown residents and the corresponding implications of the income to determine supply and demand issues and needs. Absent this information, the 'target' attempted by DCI cannot be worthy of any focus for it is too incomplete to warrant attention.

The fundamental flaw in the DCI/SS 'study' is the conviction that demand can be established and increased by artificially exaggerating resident and visitor populations, ignoring the income and spending strength of both groups, their preferences and sprucing up the streetscape and wayfinding.

This is the same "if you build it, they will come" thinking that is costing us $850 million for a too-small convention center and a useless Medical Mart for which there was zero demand.

Greater Cleveland has been victimized enough by this kind of idiot thinking and public officials and NGO's that are too timid or ignorant to put a stop to it.

PHASING OUT ENGINEERED STONE:

Engineered stone has gained popularity because of its natural appearance, durability, affordability and it is recyclable. But medical researchers and public health officials around the world say it is killing people.

The material is connected to a steep rise in silicosis cases, a progressive and incurable lung disease. In 1928, *The New York Times* called it "the rock dust menace," and wet cutting, ventilation and respirators regulations were then enacted.

Engineered stone - also known as quartz - has significantly higher concentrations of silica - 90% - than natural stone. Granite has 45% and marble has 5% or less. The May issue of *The Architect Newsletter* reports that Australia is the first nation to ban the material altogether. California is about to do the same as CALOSHA inspected 29 fabrication shops and issued 12 stop-work orders due to "imminent" silica-related hazards.

The issues involved include:

- The safety of the building product;
- Workplace safety;
- The ethical responsibility of architects to address the impacts of their designs.

The growing awareness of the rise of silicosis is concurrent with the rise in awareness for designing for wellness. One of the increasing number of tools designed to examine the risks associated with materials is the AIA Materials Pledge which can help architects and designers select materials that promote human health, climate health, ecosystem health, circularity and equity.

Yet no single material meets all five criteria. Lona Rerick at ZGF who was one of the sustainable materials experts who helped develop AIA's pledge observes, "We are always looking at as much information on a material as we can get, and with silicosis and social justice issues, it gets complicated fast."

Australia has already pulled the plug. The country's industrial relations minister Ignazia Graziella Grace has described engineered stone as a "dangerous product that has no place in our workplaces." Dr. Rebecca McLaughlin at the University of Sydney agrees that the risk-benefit "doesn't remotely stack up."

Architects in the US seem to view the issue like asbestos where its danger and low cost will result in it being regulated away. Some like Margaret Montgomery of NBBJ believe that something similar to FSB certification which tracks the entire chain of custody of wood to affirm their responsible souring could be useful on engineered stone.

Perkins+Will now refrains from specifying engineered stone because it can contain BPA and PFAS - toxic substances that are on the firm's Precautionary List, its database of chemicals that the firm began developing 15 tears ago.

Above & Below: Engineered Stone Materials and Cutting

Bisphenol A (BPA) is a chemical produced in large quantities for use primarily in the production of polycarbonate plastics.

Polyfluoroalyls (PFAS) have been shown in epidemiological studies to cause a variety of health effects, including altered immune and thyroid function, liver disease, lipid and insulin dysregulation, kidney disease, adverse reproductive and developmental outcomes, and cancer.

Building Green has recommended against using engineered stone whenever possible. Jack Dinning, a materials specialist at the green building consultancy Brightworks Sustainability agrees. San Francisco architect Anand Sheth is concerned that California may ban the material before substitutes are available.

For those concerned about the added maintenance of substituting natural stone, Lindsey Wikstrom, founding principal of Mettaforma suggests thinking about keeping natural stone clean as "a simple form of care similar to washing your hands or trimming your nails, rather than an inconvenience."

ZGF continues to search for viable alternatives in its health care practice, but Rerick states that they have yet to find a true replacement. Manufacturers maintain that their products are safe, but they re responding with low- and no-silica products.

Daniel Sanchez, chief executive at Neolith acknowledges that "quartz is losing presence day by day in the marketplace. The world has changed." In January, Neolith introduced its first zero-silica products in Australia and will begin their sale in the US this month. Spanish manufacturer Cosentino has been locked in a 15-year dispute over silicosis and introduced its hybrid line of surfaces in 2020 which have 10% - 40% silica, and all of their new products now have silica concentrations below 15%.

Architects legally have no responsibility over the means and methods of construction. When pressed about the deaths at her al-Wakrah Stadium construction site, the late Zaha Hadid said, "I have nothing to do with the workers." But health and safety has a broader acceptance today and may be come to be seen as a new higher standard of care for the architecture and design professions.

"Taking into account the health and safety of people who construct our buildings is a new priority for a lot of architects now, especially the younger ones," says Liz, an LA architect and worker organizer with Architecture Workers United (AWU). Some believe that lawmakers should determine what an acceptable level of silica in a building product is and set rules accordingly.

At present, the profession and marketplace need a broad distribution of educational materials and suggestions on what the profession's responsibilities are. We cannot wait for AIA. They are AWOL.

Playhouse Square Steps Up to Buy Greyhound Terminal: Future Still Uncertain

In April 2024, Playhouse Square Foundation (PSF) stepped up and purchased the Greyhound Terminal and adjacent parking lots for $3.4 million. The previous owners had intended to fill the parking lots surrounding the station with mid-rise apartments. The station was added to the National Register of Historic Places in 1999.

PSF stated, "... we re committed to respecting the historic integrity of the building and to working with the City of Cleveland and Greyhound to ensure the transition to Greyhound's new base of operations occurs on a timetable that works for all parties."

The move coincided with the announcement that Greyhound and Barons would relocate their terminal activity to the 2010 Stephanie Tubbs Jones Multi-Modal Transit Hub on East 21st Street, adjacent to Cleveland State's Wolstein Center which is itself scheduled for demolition.

Providing the Stephanie Tubbs Jones Center (STJ) receives necessary improvements, the move makes sense. At present, only two bus lines serve the STJ. Loop bus service from the Public Square multi-modal hub is required, as is an adequate waiting area, rest rooms and an appropriate food and beverage element.

STJ Originally had a 2,000-square foot heated waiting area and rest rooms, but to date, neither the Greyhound or GCRTA spokesperson was able to confirm details about whether the STJ Transit Center's long-closed waiting room and its restrooms would be reactivated for passenger use.

Not everyone is pleased with the proposed move. The Chaddick Institute for Metropolitan Development at DePaul University in Chicago has researched and documented the decline of intercity bus services for more than a decade.

Joe Schwieterman, director of the Chaddick Institute said, "A move away from the station will make intercity trips more difficult for people who cannot or prefer not to drive."

"The existing station has an attractive waiting room and space to allow queues to form inside. An unappreciated problem resulting from Cleveland's Greyhound station's closing is that passengers making transfers will likely have to wait in more mundane conditions."

Schwieterman added, "The current station is within walking distance of many retained businesses. This is part of a disturbing national trend that has spelled doom for many Greyhound stations. State and federal governments have mostly watched from a distance as these important hubs are shuttered."

Top: Greyhound Bus Terminal; W. S. Arassmith; 1940
Second: Existing Greyhound Interior
Third: Stephanie Tubbs Jones Multi-Modal Transit Center
Fourth: Proposed Lakefront Multi-Modal Transit Hub Site Plan

The announcement has prompted GCRTA to take off the table the irrational previous proposal to utilize the Puritas RTA station on the west side as NEOH's bus terminal.

Local officials are still clinging to the idea of constructing yet another multi-modal facility on the lakefront that would also accommodate the two Amtrak trains that come through each day - between 3:00 am and 6:00 am - with a new unjustifiable excessively large 150,000 sf facility next to a proposed land bridge to link the lakefront with the CBD.

Greyhound was previously unwilling to be part of the lakefront multimodal hub, which is contrary to their co-locating with Amtrak in Sandusky and Toledo. But the physical disconnections from downtown and the lakefront due to the substantial grade change, railroads and Shoreway justify skepticism of the merits of this proposed location for such a facility.

The city is also planning a cruise ship terminal at the foot of West 3rd Street. The Port of Cleveland reports handling 49 port calls in 2023, up from 38 in 2022.

Currently Greyhound and Barons Bus have 30 daily departures and arrivals per day.

"Intercity bus services like Greyhound can remain viable when operating from transit hubs, but the devil is in the details," Schwieterman said. "Shortages of seating and lack of food and beverage options and poorly maintained restrooms can make trips more arduous."

"While relocating Greyhound to the STJ Center is a good interim placeholder, the best long-term solution for improving regional mobility is a new multi-modal station downtown," said Lakeshore Rail Alliance spokesman Stu Nicholson.

"We encourage Greyhound, Barons Bus, Amtrak and the transit authorities in Cleveland, Akron, Lake County, Stark County and Portage County to co-locate a stop on their routes at a shared, convenient, safe and retailed big-city station. If so, such a facility could be used by as many people as those who visit Cleveland Browns Stadium during football season."

Cleveland Browns home games drew 610,295 fans last year. According to rail and transit advocacy association All Aboard Ohio, prior to the pandemic, Amtrak, Greyhound/Barons Bus, Megabus, GCRTA Waterfront Line, and Downtown Cleveland-oriented routes to/from Akron, Canton, Kent and Lake County had 780,000 Downtown Cleveland boardings per year.

Playhouse Square Foundation's acquisition of the Greyhound facility gives them influence and control of its path and the quality of its repurposed destination.

PSF will presumably develop an RFP for developers to propose a restoration and reuse of the facility for some compatible use to align with the PSF's entertainment initiatives. The expressed intention of PSF is to expand the entertainment and dining venue of the theater district northward.

TRANSITION: CWRU Mandel Non-Profit Center:

In 2004, Case Western Reserve University announced the receipt of a $6 million gift from Jack, Joseph and Morton Mandel to pay for the total cost of constructing a 20,000 square foot building for the Mandel Center for Nonprofit Organizations. The two-story facility designed by Boston's Kallmann McKinnell & Wood (KMW) sits in the center of the CWRU campus on Bellflower Road.

The project ended up costing $11 million for its 26,500 square feet and was completed in October 2017. KMW is best known for its design of the controversial Boston City Hall, completed in 1968 as a result of an international competition. KMW also designed the US Federal Courthouse in Cleveland, completed in 2002. But in its fifth year, CWRU announced that it was closing down the Nonprofit Center due to earnest competition from other US colleges whose programs were similar and available at a lower cost.

In 2023, the Jack, Joseph and Morton Mandel Foundation announced an $8 million grant to CWRU in support of the university's programs in social work, leadership, and community engagement.

The gift includes $4.95 million for the renovation of the Mandel School of Applied Social Sciences as part of an $8.9 million capital campaign. The rest of the gift will be used to fund academic initiatives, student scholarships, and an endowed chair in applied social sciences.

The latest gift from the Mandel brothers has enabled renovations to both facilities and has allowed the KMW facility to remain in service as a compliment to the original Mandel School of Applied Sciences, designed by Clevelander James Stewart Polsheck at the comer of Ford and Bellflower and extensively and thoughtfully renovated in 2016 by Ron Reed FAIA of the DLR Group.

Above: Mandel School of Non-Profit; Kallmann McKinnell & Wood; 2017

Above: Boston City Hall; Kallmann McKinnell & Wood; 2017
Below: US Courthouse, Cleveland; Kallmann McKinnell & Wood; 2002

In April 2022, Case Western Reserve University announced that while it was shuttering the Mandel Center for Nonprofit Organizations, it was adding new programs in nonprofit leadership in its Weatherhead School of Management and the Mandel School of Applied Social Sciences (MSASS).

It was hoped that the Mandel Center would "establish a greater identity for the Mandel Center on the CWRU campus and will enable the center to do more convening of the region's nonprofit leaders." After taking courses from professors in the schools of business, law, and social sciences, graduates of the Mandel Center earned a master's degree in nonprofit management.

The closure of the Mandel Nonprofit Center was a result of a panel review and conversations among university and foundation leaders. CWRU and the Mandel Foundation adopted a new approach to leadership programs, involving the creation of a new certificate program in social service management and leadership at MSASS.

The Mandel Foundation and CWRU agreed to rename the building the Jack, Joseph and Morton Mandel School of Applied Social Studies. At the time of the closure, the CWRU nonprofit program was ranked #15 nationally among schools for nonprofit graduate studies.

POSITION OPEN:

Director of Development:

Our original Chairperson of our Fundraising Initiative has sadly been lost to cancer.

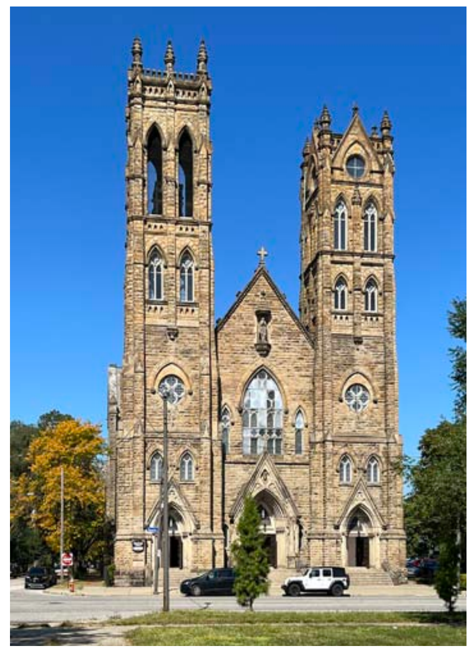
CAF is in need of a mature individual with the ability to donate 4-8 hours per week on CAF's development, grantmaking and fundraising tasks.

If you are interested, pease contact us for a copy of the position description which we will gladly email to you.

Thank you.

Info@ClevelandArchitectureFoundation.org

SPOTLIGHT:



Above: Immaculate Conception Catholic Church; William P. Ginther, 1873
Below: Bohemian National Hall; Begun by Andrew Mitermiler and John Hradek, completed by Steffens Searles & Hirsch; 1887.

SPOTLIGHT: ST. STANISLAUS CHURCH:

Slavik Village Church Originated to Support the City's Largest Polish Settlement:

Designed by architect William H. Dunn and constructed between 1886 - 1891, the current church replaced the congregation's original 1892 structure on the site. Stanislaus is known as the patron saint of novices, youth, young students and seminarians. His intercession is also sought by those who suffer from serious illness.

Situated in the ethnic Slavic Village neighborhood, this church stands as a beacon of light in a slowly revitalizing community. Once threatened with closure, this church continues to be a mecca for Polish Catholics as the mother parish for Polish Roman Catholics in Cleveland, established in 1873. It evolved into one of the city's largest churches in what was for a time Cleveland's major Polish settlement, Warszawa.

The church originally met in St. Mary's-on-the-Flats and St. Joseph's Church on Woodland Avenue before having its own permanent structure in 1881 when it purchased property near Cleveland Rolling Mills where many of the church's congregants worked.

The parish originally constructed a wooden building that housed a church and school.

In 1876, the owner of the Newburg Rolling Mills, Amasa Stone, advertised in Poland for workers. Thousands responded. Attendance at the church swelled, necessitating the move to St. Joseph's church. As the congregation grew, the church purchased a potato patch for $3000 on 13 lots for its new church.

The initial wooden church and school served 600 families and proved too small by 1886 when a new cornerstone was laid. The impressive masonry structure was completed in 1891 at a cost of $250,000 - $8.5 million today.

Designed by Dunn, it featured twin 232' towers with elegant spires, which were destroyed by a tornado on April 21, 1909. The church banded together to repair the towers and roof, but the city refused to allow the church to replace the spires. The debt incurred to construct the church was a factor in the replacement of the pastor to attempt to erase the debt.

In 1906, the church was put under the administration of the Franciscan Community and Apostolate and Franciscan nuns from Stevens Point, Wisconsin supervised the school until being turned over to the Sisters of the Holy Family of Nazareth in 1907.

The church constructed a new school in 1907 to accommodate 1500 students but enrollment grew to 2686 by 1933. The church opened a high school in 1944, which merged with four other schools to form Cleveland Central Catholic in 1969.

Top: St. Stanislaus; William Dunn; 1891
Below: Tornado Damage, 1909
Bottom: St. Stanislaus Rebuilt without Spires

Top: St. Stanislaus Renovated Sanctuary
Below: St. Stanislaus Stained Glass

With the post-WWI migration to the suburbs, the church was viable into the 1990's and worked to revitalize its Slavic Village neighborhood. In 1995, the church administered to 1800 households and the school's enrollment was 400 students.

St. Stanislaus Church was added to the National Register of Historic Places in 1976 and a $1.5M renovation was completed in 1998.

Cardinal Karol Wojtyla who became Pope John Paul II visited the church and gave a relic of St. Stanislaus to the parish for Cleveland's Polish community. During the church's tenure, 127 men and women have thus far entered the ministry from St. Stanislaus. The church's pastoral needs are now entrusted to priests of the Diocese of Cleveland. The church was designated the Shrine Church of St. Stanislaus on May 8, 2004.

SPOTLIGHT: ST. STANISLAUS CHURCH, continued:

On Nov. 8, 2005, at the Palace of Archbishop of Krakow, The Shrine Church of St. Stanislaus was presented with a gift by his Excellency, Archbishop Stanislaw Dziwisz: a Mitre of Pope John Paul II. Accepting this gift on behalf of the Parish were Rev. Michael Surufka, OFM, Pastor, and David Krakowski, Director of Music and Liturgy.

The mitre falls into the category of “mitra auriphrygiata” i.e., an ornate mitre embroidered with symbols of the Four Evangelists. It has become another relic for the Shrine Church which, had been given the relic of St. Stanislaus, an earlier bishop of Krakow (1071-1079) back in 1969 during Karol Wojtyla’s visit to the United States.

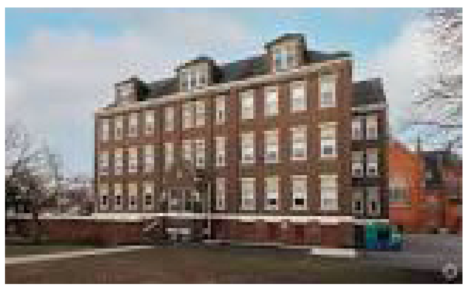
The church features a large-toned German Romantic organ which was installed in the Schuelke in 1909 after a tornado caused the collapse of the church’s two 232 feet high spires atop the twin towers on the primary elevation. The Scheulke is one of the last built by the firm, then under the direction of William’s son, Max Scheulke. Most likely of tubular, membrane, or other similar action, the organ would have been an expected candidate for electrification in the early 20th century.

In 1933, the Votteler-Holtkamp-Sparling Company carried out such work including the reuse of most, if not all, of the Schuelke pipework, console shell, and casework. The renovation of the church’s sanctuary was entrusted to the respected Conrad Schmitt Studios (CSS). Several layers of paint and wallpaper concealed the original colors and design of the sanctuary. An investigation of removal by CSS and historic photographs were invaluable in verifying the stencil patterns and positions.

Studio artisans proceeded to execute a sample of the restored decoration on a large section of the ceiling and wall to visually communicate the proposed decorative scheme and to assist in generating the funds necessary to complete the restoration. The interior restoration included the application of decorative finishes to walls, ceilings, columns, ornamental woodwork, and plaster ribs. Historic stencil patterns were reapplied. Murals, statues, and the Stations of the Cross were conserved and gold leaf stars were applied to the vaulted ceiling.

In recognition of its contribution to the restoration of St. Stanislaus Catholic Church, Cleveland, Ohio, the Studio received the Religious Structure Preservation Award from the Cleveland Restoration Society and Preservation Resource Center of Northeastern Ohio.

Below: St. Stanislaus Church Stained Glass

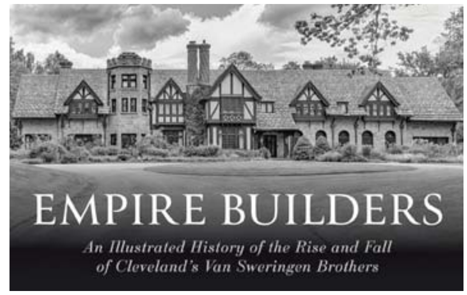


Above: St. Stanislaus School
Middle: Cleveland Central Catholic High School
Bottom: St. Stanislaus Pope John Paul II Relic

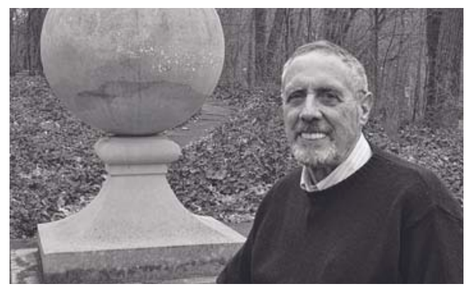
NEW BOOK:

Cleveland history author and architectural photographer Lauren Pacini’s eighth book, *“Empire Builders: An Illustrated History of the Rise and Fall of Cleveland’s Van Sweringen Brothers”* has a release date of June 4, 2024. Mr. Pacini has also co-authored books with Dr. John Grabowski.

Among his other books are *“Cleveland’s Cultural Gardens,” “Renaissance of Eat 9th Street,”* and *“Cleveland A to Z: An Essential Compendium for Visitors and Residents Alike.”*



Above: *Empire Builders: An Illustrated History of the Rise and fall of Cleveland’s Van Sweringen Brothers*
Below: Lauren Pacini



Above: O. P. and M. J. Van Swearingen at the Percora Hearings, 1933
Below: Painting of O.P. and M. J. Van Swearingen

CLEVELAND'S OFFICE MARKET IS TUMBLING:

Give-Away Sales, Lack of Leasing Spell Deep Trouble for Downtown Cleveland's Future:

Cleveland's office real estate market is in a free fall.

Avison Young reports that Cleveland lost 2,870,000 square feet from the third quarter of 2020 to 2022 alone. *NEOTrans* reported that since 2010, downtown Cleveland has lost 44% of its office space! And they correctly point out that "leased" space is not necessarily "occupied" space.

According to JLL, from 2007 - 2022, Cleveland shed 9.17 million square feet of office space with 10% of that demolished and 90% converted to building standard apartments. That is what the real estate market refers to as negative absorption. More importantly that represents a loss of over 30,000 office jobs of people who used to work in those office buildings that represents an annual economic impact to Cleveland of a negative $2.4 - $3.2 billion.

This also means that we have no need for new office space - at all. We have a serious surplus in every category, even *after* converting all of those multi-tenant office buildings to apartments. And now we have to add the office space of Sherwin-Williams and Medical Mutual to the vacancy roll when they complete their moves that will boost our vacancy rate from 24% to 29%.

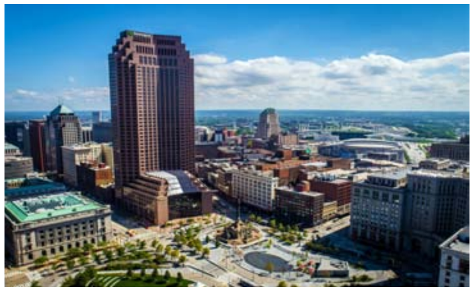
Estimates of vacancy in the CBD vary, but multiple sources acknowledge that it is in excess of 2.7 million square feet. And what is occupied - albeit partially - is seeing its asset value plummet dramatically which is about to cause a property tax crisis for city and school budgets.

Cause & Effect:

The recent *Forbes' Best Cities for Jobs* listing ranked Cleveland 71st out of America's 71 most populous cities. The Economic Innovation Group, a bipartisan public policy organization based in Washington, D.C., recently called Cleveland the most distressed large city in the nation. In late April 2023, *Business Insider* ranked Cleveland's metropolitan economy last out of 40 major markets.

Flight operations at the city's four airports in the area - Burke, Hopkins, Akron-Canton, and Cuyahoga County Airport - have all dropped by huge numbers in the past decade or so. In 2000, our four airports had about 615,000 flights, including about 332,000 at Hopkins. In 2022, those four combined for about 287,000 flights - **a drop of 53 percent**. In other words, with such reduced demand, we have also serious extra airport capacity in the region.

Closing Burke to open up the lakefront to enhance the quality of life and create assets to compliment the Rock Hall, Great Lakes Science



Top: 200 Public Square - BP Tower - sells for $46/sf
Second: AECOM Center - Bond Court - sells for $42/sf
Third: Rockefeller Building is back on the market

CRAIN'S CLEVELAND BUSINESS

NEWS COMMENTARY REAL ESTATE SPECIAL FEATURES AWARDS DATA & LISTS LATEST ISSU

April 16, 2024 03:03 PM | UPDATED 52 MINUTES AGO

Landmark Rockefeller Building goes back on market for sale

STAN BULLARD

EMAIL SHARE TWEET SHARE

Center and Browns Stadium would do far more in creating a significant asset to Downtown's war chest than the small zone north of the stadium currently proposed in the city's miniscule and inadequate *Lakefront Master Plan* with Field Operations. Plus the sand beach inside the breakwall will never work without wave action.

Formerly known as the BP Building, 200 Public Square sold in early April for $54 million. It had previously transferred for $187 million in 2018. The $54M price tag was equivalent to only $46/sf – roughly twice the annual rent paid by tenants. Combined with the attached parking garage that sold earlier for a substantial $45k per space, the 200 Public Square complex transferred for a combined $84.25 million, $102.75 million less than 2018. The property was 66% leased and in 2023 lost the Benesh law firm to Key Tower.

A week later, the AECOM Tower, formerly known as Bond Court, came on to the market for an asking price of only $22.5 million - $45/sf.

Rugby Realty of New Jersey purchased the property for $38 million in 2018 and reportedly spent $4 million on garage repairs and $10 million to renovate the lobby, modernize elevators, add a fitness center and locker rooms and upgrade conference facilities. At the time, the tower was 57% occupied and the county then estimated the property value to be $36 million. The prior owner, Optima, paid $46.5 million for the property in 2010.

While our talking heads spin these purchases as "continued confidence and growth for the hub of the NEOH region," the other side of the coin sees out-of-town buyers with cash and cheap credit snapping up bargain basement trophy properties at fire-sale prices. And there are years of data from multiple credible sources that demonstrate that this hub unfortunately ain't growing – to the contrary.

In March 2024, *NEOTrans'* Ken Prendergast called Cleveland's suburban office market "downright ugly:" "Numerous Class A office buildings are for sale with few if any interested buyers. For those in a buying mood, their lowball interest may be only for the land to hold for a possible conversion to new uses or for the hopes that better days may return to the office market - someday."

The "ice cold" suburban market also has headquarters from the likes of Scott Fetzer, Hyland Software and American Greetings as notable vacancies with CBRE reporting 21.7% vacancies. American Greetings' 625,000 sf HQ at Crocker Park was completed in 2016, but its internal Starbucks and central courtyard did not prevent AG from putting a whopping 40% - 250,000 sf - of their office up for sublease.

Downtown Cleveland has the largest amount of empty office space in the region, over 2.7 million square feet. Vacancy downtown at year-end 2023 was 24%, up from 21% at the same time in 2022.

Downtown's Class A and B properties are reported to be 24.3% vacant. But even that is distorted by the 1.3 million square foot Union Trust Bank - now called the Centennial - not being counted as vacant office space since its owner has been contemplating a multi-family apartment conversion with only a small amount of space retained for office occupancy.

With the Rockefeller Building owners' recent decision to abandon its conversion to apartments, that 276,082 sf will go back into the vacancy calculations, as will the 120,000 square foot United Church of Christ conversion on Huron Road and the Centennial after being downgraded before the owner's lost their $15 million HUD tax credit. Those three properties will add another 1.7 million square feet of vacancy to the market, which will take the office vacancy rate to well over 30%.

A number of other signature buildings are in trouble.

One such office building also suffering from leasing woes is the US Bank Centre, the 255,927-square-foot Playhouse Square building that is encumbered by a $31.7 million CMBS loan that was placed on a servicer watchlist in the third quarter of 2023. The debt is in BANK, 2019-BN16, and pays a 5.04% coupon. The loan, which is locked out from prepayment until 2028, was placed on the watchlist as the property's base rent decreased when its occupancy declined.

US Bank Centre was 73% leased in 2023, down from 93% when the financing originated four years ago. The property is expected to see occupancy drop even further as its three largest tenants have leases that are set to expire this year.

Accounting and consulting firm Cohen & Co.'s lease of 37,583 square feet runs through July. GCA Services has 32,430 square feet on a lease that was set to mature in January and US Bank has 28,550 square feet that is also set to expire in July. Last year, the property was on track to generate $2.37 million of net operating income, down from the $3.5 million of NOI it had generated in 2019, according to servicer data compiled by Trepp Inc.

45 Erieview Plaza, the former Ohio Bell HQ, changed hands in 1984 for $61.64 million. It then sold in 2007 for $53.17 million. When half-occupied by AT+T, the county valued the property at $40 million. AT+T formally vacated the property in 2019. Somera Road Inc. purchased the property in 2016 for $36 million. In 2020, Somera put the property up for auction with a starting bid of $9 million. The unidentified winning bidder at $14.9 million walked away during the due diligence period.

The 38-year old building at 492,864 square feet is too young to qualify for direct historic tax credits though it is in the Erieview Historic District declared by the US Department of the Interior in 2021.

In March 2023, Somera sold the building to Twain GL XX LLC of St. Louis for $21.25 million to turn it into 367 apartments, which translates to

Above: US Bank Center (R) at Playhouse Square
Below: 45 Erieview Plaza - another apartment conversion
Third: IMG Building
Fourth: Fifth Third Center

$43.12/sf – actually much less when taking into consideration that the deal also includes the 348-space underground parking garage. An eSports competition video gaming venue is planned for the lower level.

The IMG Building at East 9th Street and St. Clair Ave. sold for $18 million - $69/sf. Owner Jim Breen was in foreclosure on his Wells Fargo mortgage that, including fees and interest, was over $20 million. Breen is the son of John "Jack" Breen, former CEO of Sherwin Williams from 1979-2000 who passed away in 2019.

Originally known as One Erieview Plaza and constructed for Cuyahoga Savings Bank for $7 million in 1961, the 281,000 sf building was designed by Piet van Dijk of the Schafer Flynn & van Dijk firm and was renamed IMG Center in 1997 for its sports marketing tenant. The building is included in the Erieview Historic District.

The United Church of Christ sold its Prospect Ave. HQ to K+D Properties in 2022 for $7 million - $58/sf - after purchasing it from Ohio Bell Telephone in 1989 for $5.2 million.

In December 2022, Ohio Savings parent New York Community Bank listed the 18-story Ohio Savings Plaza building and the nine-story Park Plaza buildings for sale.

In April 2002, Fifth Third Center was put up for sale, less than a decade after it last changed hands. The downtown 27-story office building and adjoining parking garage at 600 Superior Ave. were previously sold in April 2015 for $53.75 million.

The 508,397-square-foot building kept its name after Hertz Investment Group of Los Angeles acquired the tower and adjoining parking garage in 2015. Hertz put the property up for sale in 2022 when occupancy was at 68.7% but found no buyers. In October 2023, the Hertz Investment Group lost control of the tower and garage as the lender took over the property after submitting the winning bid in a Uniform Commercial Code auction.

Hertz also owns Skylight Office Tower and the North Point Office Complex. When Hertz listed the property, Hertz VP Timothy McCarthy put on his cheerleader hat; ""I think the Central Business District has vibrancy. It's bolstered by the multi-family investments that have been made and continue to be made," McCarthy said. "Having a vibrant downtown is crucial to attracting younger talent, and employers are vying for that younger talent."

Hertz's listing claimed that Cleveland is showing "Strong population growth" – which is completely false, with falling employment rates.

Flight-to-Quality:

McDonald Hopkins renewed its lease for

CLEVELAND OFFICE MARKET TUMBLE, continued:

another 12 years at Fifth Third Center where it has been housed since the building was built as Bank One Center in 1991 on the site of the Hollenden House Hotel. The Class A office building was renamed in 2004 after Bank One was bought out by Morgan Stanley; Fifth Third Bank then leased the property with naming rights and relocated its main branch and offices to it.

In September 2022, Fifth Third Center's McDonald Hopkins launched an $8 million renovation - $163/sf! - of its 49,020 sf on three floors of space for new technology, office furniture, cabinetry, carpeting, acoustic features with much of the attention focused on new heating, air conditioning, ventilating and filtering systems plus ductwork, replaced plumbing and fire suppression equipment, new bathroom fixtures, waste infrastructure, as well as new electrical, lighting and communications systems.

In a carefully crafted written statement, MH managing partner David Kall stated, "It is exciting to be working towards a new workspace with modern efficiencies that foster creative thinking and collaboration while further enhancing our culture and work experience. We are focusing on the future by being efficient and effective with our space, being more accommodating not only to the needs of our attorneys, but for all our employees. The renovation is geared towards thinking ahead to the way law firms will be practicing 10 or 15 years from now."

"The new design will allow us to continue to expand and grow," said McDonald Hopkins President Shawn Riley. "During the pandemic, we recognized the ability of our attorneys and staff to work effectively in a hybrid environment. We want to give them the opportunity to continue to work remotely while also understanding that people want to come to the office for the social impact, training, mentoring, brainstorming and strategizing together."

Riley stated that the renovated offices will be an important piece of retaining and recruiting new talent to the firm, which he considered a high priority across all jobs sectors right now, and especially for law firms.

Real estate brokerage Jones Lang LaSalle (JLL) who represented McDonald Hopkins in its relocation vetting process and in negotiating the renewal of the company's lease stated that the ongoing flight-to-quality trend has continued in Cleveland even throughout the pandemic with companies re-evaluating their space needs and opting for new upgrades to enhance their current offices, or opt for newly renovated buildings with extensive amenity offerings.

Michelle Jarboe in her October 3, 2023 *Crain's Cleveland Business* article stated that McDonald Hopkins will be occupying 49k square feet

Above: Benesch Reception Area in Key Tower
Below: Benesch Waiting Area
Row Three: Benesch Partner Office
Row Four: Benesch Associate Office
Row Five: Benesch Informal Meeting Area

which the firm claimed can accommodate up to 489 workers - when hosting meetings and events at its 21st-floor main conference room, plans show that up to 665 workers and visitors can be accommodated. That translates to 73 sf/person – an impossibility unless everyone is seated virtually cheek to cheek.

MH's 49k sf with an alleged population of 489 people equals only 100 sf/ person, which is far from realistic. Law firms, even with reduced space standards typically consume 450 – 475 sf/person, giving MH a capacity of 100 – 110 people. MH claims a total headcount of 384 people in the firm - 270 attorneys - in all of its Cleveland, Columbus, Baltimore, Detroit, West Palm Beach and Chicago offices.

The BOMA standards for office occupancies in the US are 290 sf/ person when factoring in circulation space, meeting rooms and support functions. For law firms, the numbers are typically far greater due to attorney office sizes being larger than typical corporate offices. But in recent years, firms like Calfee and Tucker Ellis have standardized all attorney offices at what had been considered associate-size offices – 10' x 13'.

The Benesch law firm grew weary of waiting for Stark Enterprises' NuCLEus project to develop after a seven-year wait, and in mid 2023, moved to 160,000 sf atop Key Tower. The firm avoided the trend to house all attorneys in associate-sized offices.

After three different schemes, Stark sold the NuCLEus land to Bedrock who is contemplating an office tower for its Rocket Mortgage operation now that they sold the Higbee Building to Vici Properties and are no longer paying rent to themselves. Gilbert bought the Higbee Building from Forest City in 2013 for $79 million.

McKinsey & Company, Inc. occupied 45,000 square feet in the Tower at Erieview in the 1980's and 1990's. They moved to BP/ 200 Public Square into 34,000 sf in the mid-1990's and then into 16,000 sf in what used to be called the Ernst & Young Tower. They are now moving to 6400 sf atop Key Tower.

McKinsey can manage this kind of compression better than most tenants because the majority of their staff are the revenue-generating consultants who work at the clients' sites four or more days a week.

Landlords Squeezed With Increased Operating Costs:

In January 2024, Stan Bullard of *Crain's Cleveland Business* observed that inflation was causing office building owners to try to increase asking rents. "Even a good landlord with good operating cost controls is seeing their operating costs go up," said Marc Braun, a Newmark managing director, in a phone interview. "Property maintenance costs are up and the cost of constructing tenant improvements is up. In the past (even with slight renovation costs) a new lease would cost $3 a square foot to $4 a square foot in terms of painting the walls and adding new carpet. Now that's $6 a square foot to $10 a square foot." But depending on the reporting source, office rents have increased only $0.03 - $0.14 in the last year.

Rico Pietro, a principal at Cushman & Wakefield CRESCO brokerage of Independence, makes the same point. "The rents are too skinny," Pietro said in a phone interview. "It's more expensive to clean, heat, air condition and maintain a building. The landlords can't afford to eat that pass-through. With companies that lease space generally not being willing to commit to more than three- or five-year leases while they watch conditions, that makes it harder to amortize the costs."

So the added risk of tenants downsizing and seeking shorter term leases after the pandemic, increased operating costs add yet additional pressure to maintain solvent properties.

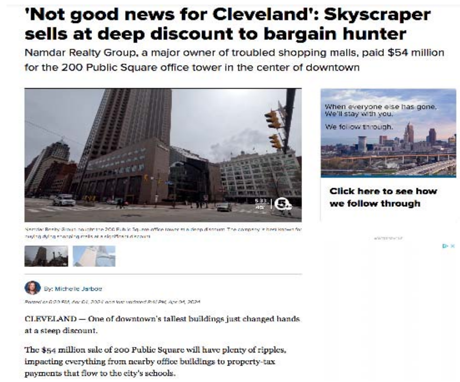
Of the 25 million square feet of space in the CBD, CRESCO reports that the only key lease transaction in the 2023 fourth quarter in the CBD was a 16k sf law firm that moved from the Republic Building behind Terminal Tower to 50 Public Square. Asking rents are down to $19.75/sf/yr.

The good news in the report is that tenants vacated less space than the prior year and minimal office building construction in the region meant 448,210 square feet was emptied in 2023. That is less than half the 947,519 square feet given back in 2022, a measure the office building business terms as negative absorption. Newmark observed the market has lost occupancy each of the past three years, coinciding with when the pandemic juiced up trends already reducing office demand.

When a market reports state that negative absorption of 448,210 square feet the prior year is good news because it is less than the 947,519 sf vacated the year before, that market is in deep trouble. Market conditions vary within each submarket in the Cleveland area.

In 2011, Dan Gilbert and Bedrock announced the $79 million purchase of the Higbee Building from Forest City and plans to invest $350 million in renovating three floors - 300k sf - of the former department store for their casino and creating 1600 permanent jobs. Phase II was supposed to be a build-to-suit restaurant/ casino complex on Huron Road overlooking the Cuyahoga River.

Downtown Cleveland has the largest amount of empty office space in the region – 2.7 million square feet according to CRESCO. Vacancy downtown at year-end 2023 was 24% at the end of 2023 from 21% at the same time in 2022. Nationally, office occupancy rates are 18.2%.



'Not good news for Cleveland': Skyscraper sells at deep discount to bargain hunter

Namdar Realty Group, a major owner of troubled shopping malls, paid $54 million for the 200 Public Square office tower in the center of downtown

When everyone else has gone. We'll stay with you.

We follow through.

Click here to see how we follow through

By: Michelle Jarboe

CLEVELAND — One of downtown's tallest buildings just changed hands at a steep discount.

The $54 million sale of 200 Public Square will have plenty of ripples, impacting everything from nearby office buildings to property-tax payments that flow to the city's schools.

Above: BP Tower Sale Headline: Not Good News for Cleveland
Below: Stark Enterprises' Initial Abandoned NuCLEus Project

Above: Stark's Scaled-Down Second NuCLEus Project

In Columbus, downtown office vacancy is up from 14.9% in 2019 to 22.9% - 26.7% today, depending on which real estate office you listen to. Like Cleveland, Columbus has 2.6 million square feet of downtown office space that is vacant. Columbus reports 9,270 - 11,200 downtown residents.

Pittsburgh's downtown office vacancy is 27% with 3 million more square feet scheduled to free up in the next two years. Pittsburgh reports its downtown retail spending at $160 million annually. The DCI/SS 'study' failed to define Cleveland's downtown retail spending.

Office market surveys which cover rental buildings of more than 10,000 square feet in size show that by the numbers, the region's overall asking rate increased to $19.63 a square foot as of the end of 2023, up 19 cents per square foot over the year, Newmark said. Year-over-year asking rent growth climbed 2.4% at the end of the year, although rents vary depending on which submarket the building is in, its age and other factors.

With the pending Sherwin Williams vacation of its downtown leases to occupy their new 1,100,000 sf tower, downtown office vacancies will bump further skyward by another 4% - 5%.

Cleveland is a Buyers' Market:

"The office occupier is desperate for predictability," Rico Pietro said. "What's the right size office? How much flexibility will I need to increase or reduce space? And will the landlord still be the landlord three years from now?"

The upshot is that tenants seeking certainty should weigh moving to top-quality or class-A buildings or look at gravitating to proven markets such as Beachwood or Westlake. "We don't know what conditions and the quality of life will be downtown in five years," Pietro added.

Braun takes solace in his belief in humanity. "People go to college to make friends," he said. "That can't end when you graduate and go into the workforce and work at home. You need contact with other people and mentoring. Many of my best friends are people I have met through work over the years. It can't go on the way it is."

Braun also sees opportunities for people and businesses who embrace change. "You may need to grow your office or reduce your office. There is space available to do that," he said. Looking back, he said he has seen the office market strengthen and weaken over the years.

The contrast in markets for office space is striking, especially when taking the long view back to the 1980's when the office market was in a big growth mode.

"I remember in the 1980's when I took a tenant to a space he really liked," Braun recalled. "I told him that he better make an offer if he wants it. In two weeks that space was gone."

Smaller + Amenities:

CRESCO reported 2023 Q4 absorption as -524,000 square feet, and that leasing activity reflected tenants seeking smaller spaces as the hybrid workplace model is becoming prevalent. JLL reports that this trend has been observed in both new leases as well as renewals. In Q1, the average lease signed decreased by 4,870 s.f. year-over-year.

Since 2020, tenants have demonstrated a

CLEVELAND OFFICE MARKET TUMBLE, continued:

tendency to reduce their space requirements by an average of 18.2%, favoring a transition towards more efficient utilization of space in higher-quality buildings. Class A office space continues to outperform the broader Cleveland market with a vacancy rate of 14.5% as tenants continue to opt for highly amenitized office space in the best locations. Comparatively, class B assets carry a 21.3% vacancy across the market.

Broker Terry Coyne who represented both buyer and seller in the 45 Erieview transfer cheered the buy; "These zombie properties have been a drag on the market. And the conversion into residential solves two problems. It reactivates a building and part of town which has seen very little investment in a while. And it makes the denominator for the office market smaller, which helps stabilize office rents."

It also makes it weaker as the CBD's workplace hub becomes smaller and smaller. And fewer office buildings provide fewer alternatives for tenants to grow or shrink upon lease renewals, which typically drive rents higher.

The United Church of Christ sold its Prospect Ave. HQ to K+D Properties in 2022 for $7 million after purchasing it from Ohio Bell Telephone in 1989 for $5.2 million. While K+D started work on the project, they have closed the jobsite down and are waiting for the market to stabilize.

In December 2022, Ohio Savings parent New York Community Bank listed the 18-story Ohio Savings Plaza building and the nine-story Park Plaza buildings for sale.

While Downtown Cleveland, Inc. disputes the facts, a recent report from the School of Cities, a collaboration with the University of Toronto, puts **Cleveland at second to last** among 62 metropolitan cities, at **36 percent recovered** compared to pre-pandemic foot traffic.

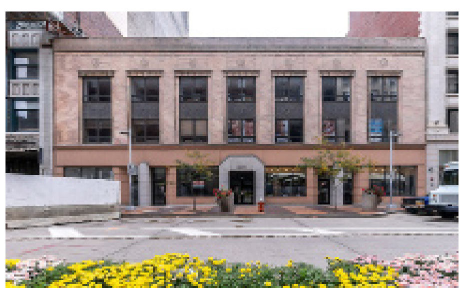
According to data gathered from September to November, San Francisco ranked dead last, at 31 percent. Columbus, on the other hand, was 93-percent recovered. "Even as life has gradually returned to malls and neighborhood commercial centers, the urban core is no longer a bustling center of activity," the report reads.

Downtown Cleveland is clearly in trouble. It is losing its function as a significant critical mass for white collar work. The community's lavish spending on sports facilities has at least had the effect of maintaining moderate levels of attendance, though now the Browns want another give-away, despite the lavish spending heaped on the current stadium in its original construction and numerous subsequent upgrades. Those who are lobbying for public subsidy to stimulate office leasing are in the wrong market economy and the wrong country.

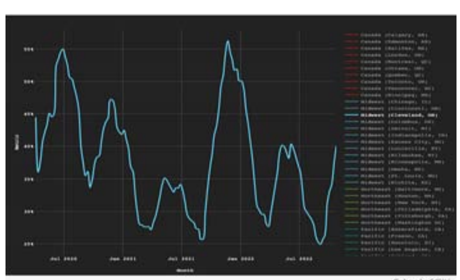
Above: Vacant 811 Huron Road

Below: Vacant 1120 Chester Ave.

Above: Mostly Vacant Park Plaza, 1111 Chester Ave.
Below: Vacant 1110 Euclid Ave.



Below: Berkeley Study: Cleveland's Recovery at 40%



A chart from the Berkeley study, published on its website companion, showing its data over time on Downtown Cleveland's recovery.

County Wasting Jail $:

In May, Lucas Daprile posted a story on cleveland.com about Cuyahoga County spending one million dollars for jail management software that it never received.

Daprile attributes the errors to 1). Top county officials obsession with a contract signing bonus; 2). Failure to notice monthly charges for an unused service, and: 3). A government contractor who made mistakes with zero accountability.

County Inspector General Alexa Beeler presented the findings of her office's investigation into what led to the county paying $1.1 million to Securus Technologies for a jail management program that never materialized. Cleveland.com obtained a copy of Beeler's 53-page report – an autopsy of bureaucratic dysfunction that dissects the layers of systemic failure from the top of county government down.

In 2016, under the administration of former County Executive Armond Budish, Cuyahoga County was seeking a new system for handling phone calls from detainees in the county jail. In its request for companies to submit bids for the best services and prices, the county included a bonus opportunity: Companies could also pitch their proposals to run a "jail management system."

Such software keeps track of people housed in the jail and the crimes they are charged with. That information and a mugshot is available to the public.

Securus Technologies responded to the county's RFP with a $12-million proposal for both the jail communication system and its jail management system called XJail. The county received three bids, but accepted Securus' proposal, following a vote from County Council.

According to Beeler's report, however, there was no mention of XJail in either the administration's presentation to council before the vote, or in the legislation council eventually approved. So, council was unaware of the contract's full scope.

The deal with Securus was an unusual type of "revenue-generating" contract for the county. The county would be paid 70 percent of the money Securus collected from paid calls inmates made from the jail. But a portion of the county's revenue would then be diverted to pay for XJail, a separate project. For one month detailed in the

County Wasting Jail $:

report, June 2019, Cuyahoga County received $122,194 total in commission for jail calls.

Securus had promised in its proposal to have XJail up and running in four months, but delays kept pushing that deadline back.

In November 2021, one month before the planned go-live date, Securus told the county it would be sunsetting support for XJail in 2024, without ever having implemented it. All along, however, Securus was withholding the funds from the county to pay for it.

And Securus continued to do so – charging the county $15,111 monthly – even after the county decided to scrap the XJail plan and stick with its existing system. The charges only stopped after Beeler's office discovered them in 2023.

All told, Beeler says, Securus took more than $860,000 from the county for XJail, and the county also paid more than $255,000 since 2016 for county staff to labor over a plan that never landed. Those labor costs are "conservative," Beeler told cleveland.com. In this process, the county's IT department was not involved as they should have been.

One of the driving factors in why Cuyahoga County signed the contract with Securus for XJail was because the company offered the county a $2 million signing bonus, according to a summary of an interview between inspectors and Donna Kaleal, the business service manager for the Sheriff's Department Fiscal Office.

"When asked why Securus was awarded the contract, Kaleal said that (former Jail Director Ken Mills) told her Securus is going to win this because Armond Budish, former County Executive, wanted the signing bonuses Securus offered," the report stated.

Kaleal, herself, was involved in negotiating the signing bonus, while emphasizing how important the bonuses are to the county, according to emails discovered by the inspector general.

The county ended up getting $2 million in the signing bonus, which inspectors found was deposited into county coffers. "The whole thing was seen as this big, giant money-maker," Beeler said.

Sceurus was in over its head. Yet change orders for $247k were approved and paid. In just two years, Securus had five different project managers on the assignment. In Nov. 2021, Securus told the county it was ending tech support for XJail and they offered the county refunds of $1.74M and $2M.

The county not only never responded, they kept the condemned software without receiving any of the benefits Securus offered. The county says it is launching an investigation into "staff and processes involved in the failed jail management contract."

TRANSITION: Notre Dame College Campus

What Is Next for the 102-year old college's campus? The Spring 2024 semester was the last for the Catholic liberal arts institution which began as an academy on Ansel Road. As the college grew in its early years, the Sisters of Notre Dame acquired 40 acres in South Euclid and hired Thomas D. McLaughlin & Associates in 1926 to design the campus. McLaughlin studied architecture at Columbia University and practiced in and was from Lima, OH.

Left, Above & Below: Notre Dame College, South Euclid, OH

By the fall of 1928, the initial Tudor Revival Administration Building housed classrooms, labs, offices, the chapel, dining hall, theatre, gym and dormitories. It was added to the National Register of Historic Places in December 1983. As enrollment grew, the college added nine other buildings and acquired the adjacent Regina High School in 2011 when it closed. The college became co-ed in 2001.

On March 2, 2024, the college announced it was closing due to financial challenges. Most of the 1,050 students and 57 faculty were stunned. In 2014, ND had 2,281 students, and 1,530 in 2021. Officials at Notre Dame initiated discussions with Cleveland State University in September 2023 which have continued about CSU absorbing ND for an eastern campus.

CSU's own enrollment is down 13% from 17k to 14k in the past five years. An initial February date for a decision reported to ND faculty came and went without a resolution, which prompted ND's closure announcement.

ND secured the participation of nine other colleges to accept ND students at comparable tuition rates through a "teach-out" program, including Baldwin Wallace University, Cleveland State University, Hiram College, John Carroll University, Kent State University, Lake Erie College, Ursuline College, Walsh University and Mercyhurst University in Erie, Pennsylvania.

CSU and Ernst & Young have been analyzing extensive data provided by ND. Both Lake Erie College and Lakeland Community College also in dire financial situations.

ND's campus includes Normandy Field and Mueller Field, which were added in 2013. The campus now totals 50 acres after incorporating the former Regina School. The May 6 issue of *Crain's Cleveland Business* announced that the college has listed the 14 buildings and 50 acres for sale.

SPOTLIGHT: CUYAHOGA COUNTY'S LAVISH SPENDING SPREE ON SPACE:

County Executive Chris Ronayne and the County Council have embarked on an unprecedented spending spree with taxpayers' money – without any voter approval.

Board of Elections:

The Plain Dealer building and its 8-acre site were acquired by Industrial Commercial Properties, doing business as Cleveland Superior LLC in 2022 for $12.5 million. The 235,312 square foot building and the adjacent 800-car two-level parking lot and garage were completed in 2000 and 1969 respectively.

The *Cleveland Plain Dealer* started in 1842. *The Plain Dealer* as we know it is no more. Two years ago, 22 journalists were laid off. One year ago, the remaining 14 staff members with a few exceptions were told they could no longer cover Cleveland, Cuyahoga County or the state of Ohio.

In March 2024, the County Council voted to secure an option to spend $91 million to rent the PD facility for 17 years for the Board of Elections - and other county offices. The lease is scheduled to begin on July 1, 2024 with the BOE not moving in until early 2025.

Most commercial leases do not require payment of rent until move-in. In 2026, the county's Health & Human Services employees would also move in. So the county will pay rent - top tier rent - on the whole facility for two years before it is even fully occupied in a Buyers' Market?! With no free rent?!

The county's PD lease is in no way representative of current market conditions.

"Saving Money?" No Way!

The county has asserted that the steep price tag will save the county money – over time. Their argument is that it will cost $176 million to repair and maintain the BOE and HHS buildings during that same time frame. Modernizing them would allegedly cost more.

That is **complete** nonsense.

Addressing the Hughes and Hunter buildings to be consolidated at the PD for part of the Human Services department, a 255,000 sf renovation program at $200/sf (high) would cost $51 million – less than one-third of the County's inflated projected expenditure it would "save" by spending $91 million for 17 years to **rent** a building that **sold** for $12.5 million just two years ago.

The PD building *does* provide adequate parking which is a limiting factor in finding a suitable existing downtown facility for BOE. But to pay over four times what the property **sold** for just two years ago - and not to buy it, but just to rent it is a grievous lack of stewardship on the part of

Top: The Plain Dealer Building
Second: The Hughes Building
Third: The Hunter Building

Ronayne and the County Council.

And a $51M modernization would also include the functional 'modernizing' and reconfiguration of the structures. Add $10 million for temporary relocation of the occupants to carry out the work, and the PD lease for 17 years costs **50% more** than renovating the existing facilities. It must be acknowledged that the existing facilities lack adequate contiguous parking, particularly BOE.

And in case anyone is interested, one could build a new 235,000 sf building for $75M - $90M to today's energy standards which you would then own instead of having to move out after 17 years.

The county's March 2023 RFP for the BOE sought occupancy by January 1, 2024. Constructing a process that allows only nine months to find, negotiate, plan, design and construct 250,000 sf of space is simply incompetent. Typically, two-to-three years is required, depending on the variable time required for lease/ purchase negotiations and written agreements.

The BOE's existing Hughes building at 2925 Euclid is 75,000 square feet and was constructed in 1957. At the time of the RFP, the county also wanted to include 66,000 square feet for archives from

The recent "yes" vote on Issue 26 renewed an eight-year Health and Human Services levy. The 4.8 mill levy generates a whopping $137 million annually for roughly half of local HHS funding. The revenue is earmarked specifically for health and human services and cannot be used for anything else.

Ronayne has stated that he wants to renovate the Hughes building to sell it. This is foolish. Real estate professionals have observed that the Hughes building sits in Superior Arts District that would not support a post-renovated office product that would allow the county to recover its costs.

One wonders why the county and their savvy real estate consultants did not simply purchase the PD building. *That* would have saved money in the long run.

Cuyahoga County Health & Human Services is currently housed in the Jane Edna Hunter Building at 3955 Euclid Ave. In addition to housing offices for county social services, the building has in recent years served as temporary shelter for foster children awaiting placement.

The county's Department of Health & Human Services is currently occupying a staggering 600,000 sf in six different buildings. The county says that DHHS needs 400,000 sf instead – still an astonishing number. Do we have 1600 people in that department? The whole of Cuyahoga County reports a total of 4500 employees - and those are not all office employees.

The cost to pay the rent will be split between the general fund, which would cover 61% of the annual costs and the Health and Human Services fund, which would cover the remaining expenses, according to county documents.

The recent "yes" vote on Issue 26 renewed an eight-year Health and Human Services levy. The 4.8 mill levy generates a whopping $137 million annually for roughly half of local HHS funding. and operating expenses

Ronayne stated that the PD lease would cost the county $5.4 million annually – a whopping $24/sf rent rate, on par with the best downtown Class A office rents – but without negotiations or concessions one is due today in a buyer's market – at the top of 200 Public Square or mid-way up in Key Tower.

And with current market conditions, unless landlord is paying for lavish tenant improvements, a $24/sf/yr. rent rate for a 23-year old building is unimaginable in a Buyer's Market.

One wonders why the county and their savvy real estate consultants did not simply purchase the PD building. *That* would have saved money in the long run.

Own vs. Lease:

Ownership is the lowest cost of occupancy.

Renting space from a third party increases occupancy costs by adding to construction and operating expenses a third party's cost of funds and a profit return on their investment.

Renting is typically inappropriate for public agencies who can fund capitol improvements because renting unnecessarily increases costs. If facility needs are stable and ongoing, renting space consumes additional taxpayer resources without benefit.

Meeting Program Needs:

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Ronayne has additional chess moves in mind: "Additionally, as part of this initiative, we will renovate the Virgil E. Brown building at 1641 Payne Ave., sell the Jane Edna Hunter building at 3955 Euclid Ave., and evaluate county leases for other properties," he said. "We will be relocating some HHS offices to Virgil E. Brown and others to 1801 Superior."

Much of Cuyahoga County's Health & Human Services is currently housed in the Jane Edna Hunter Building at 3955 Euclid Ave. In addition to housing offices for county social services, the building has in recent years served as temporary shelter for foster children awaiting placement.

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The cost to pay the rent will be split between the general fund, which would cover 61% of the annual costs and the Health and Human Services fund, which would cover the remaining expenses, according to county documents.

It is assumed the county will also eventually sell

Above: Proposed Cuyahoga County Jail Site Plan
Below: Proposed Cuyahoga County Jail Interior

Above and Below: Franklin County Jail II

the Hughes Building, named after Robert Hughes, the late Republican Party boss of Cuyahoga County. Selling both the Hughes and Hunter buildings on that stretch of Euclid in Midtown could prove to be a challenge, said Nathan Kelly, president and managing director of CRESCO Real Estate in Cleveland.

"It'll have to be totally reimagined," said Kelly, referring first to the Hughes Building. "It's been renovated a half-dozen times for one purpose: managing elections. And there's only one user in the county that does that. And I'd put Jane Edna Hunter in the same category as the elections board building."

There are rumors that the Jane Edna Hunter building could become the new home of The Centers for Families and Children (CFC). Simply called The Centers, the nonprofit organization's main offices are currently located nearby at the Nancy Lyon Porter Building, 4500 Euclid. CFC is a volunteer non-profit with a staff of 650.

Cuyahoga County Jail:

Cuyahoga County began assessing its jail operation and space in 2014. There have been issues.

Franklin County also began assessing its jail operation in 2014. But it has completed a new jail with 405,000 square feet for 2800 beds – on 23 acres for $360 million.

Cuyahoga County wants to build 800,000 square feet for 2000 inmates and says they have studied Franklin County's actions, planning and design and want to do the same thing. But Cleveland seems to believe it needs to build twice as much space for 71% of the Columbus capacity. In Columbus, 70% of inmates are incarcerated for three days while awaiting their appearance in court.

Problem.

Unlike Cleveland, Franklin County had no potential sites downtown, so they had to build five miles west of the CBD. Cuyahoga County has a number of alternative sites downtown, yet has agreed to pay $38 million for a $2 million site 16 miles away from the CBD that last year had an asking price of $22 million.

Problem.

Franklin County is 544 square miles and has a population of 1.322 million. Columbus has a population of 907,800. The Franklin County Sherriff's annual budget is $171.5 million.

Cuyahoga County is 457 square miles with a population of 1.236 million. Cleveland has a population of 361,607. The Cuyahoga County Sheriff's budget is $360 million, more than double that of Franklin county - which has more miles, and more people.

Problem.

In Franklin County's Main Jail I, the average daily population is 433-502 inmates. At the Jackson Pike Jail II facility, an average of 1121-1283 inmates are housed monthly. There are 18,401 annual bookings and 1514 homeless bookings.

The Cuyahoga County jail claims to house 26,000 inmates annually. Our County's steering committee has met since 2019 and is recommending the construction of a prison for 1600.

In 2012, Cuyahoga County issued an RFP for a design-builder which was to be selected by Thanksgiving that year which was to produce an estimate of cost by January 2022, a 50% estimate in March and a guaranteed maximum not-to-exceed price by June 30, according to attorney/ project manager Jeff Appelbaum. That still has not happened.

Appelbaum and his project management team were responsible for the repeated failures in programming and managing the Medical Mart and Convention Center projects, which flew way over budget after Appelbaum's team told the County that cost overruns would be born by the developer.

Instead, a month after the cost guarantee was made public, Appelbaum came forward with a bombshell. The project was so over budget that massive cuts and added costs were required. Without admitting it, the developer guarantee Appelbaum - an attorney - publicly assured everyone would protect the county taxpayers was apparently not executed to make it binding.

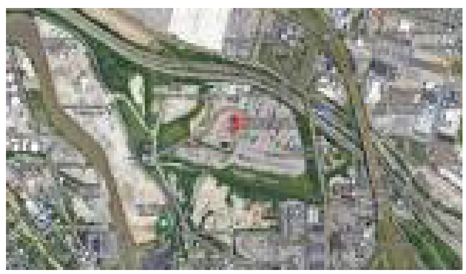
As a result, the renovation of and connection to Public Auditorium was dropped from the project's scope altogether, the size of the Convention Center was reduced to the same size as the one we torn down to get a bigger one that we had to have to be competitive, and the projects' construction budget was increased 20% - for 40% less of the project that we had been promised.

In 2018, significant attention was drawn to worsening conditions at our jail due to a series of deaths and a federal investigation that revealed serious issues at the facility. Following seven inmate deaths at the facility, six Cuyahoga County Common Pleas Court Judges wrote letters in November to county and health officials calling on them to address conditions in the jail, including overcrowding and inadequate medical care.

Later that month, the U.S. Marshals Services released a report on conditions at the jail and found serious issues in the its operations, including inadequate access to basic hygiene, inadequate food provisions that failed to meet

Above: County Executive Chris Ronayne's final Garfield Heights site for the County's detention facilities
Below: Original Transport Rd. Preferred Jail Site

Below: Site approved in 2022 just east of Tremont.



daily caloric and nutritional needs, inadequate health services, improper juvenile detention practices, noncompliance with the Prison Rape Elimination Act, and serious staffing shortages leading to inhumane restrictions on inmate movement. Following the release of the report, the U.S. Marshals announced that they were removing federal inmates from the Cuyahoga County Jail.

Site No. 1:

In January 2022, the Cuyahoga County Justice Center Executive Steering Committee that had been meeting since 2018 approved a 44-acre site just west of downtown and east of Tremont for the new jail at a projected cost $550 million. The selected site included two privately owned parcels, totaling about 44 acres. One had sold in 2013 for $537,000 and the other sold in 2005 for $1.7 million.

At the same meeting, the committee was shown preliminary renderings of what 48-unit alternative cell blocks would look like. The designs provided natural delight and the consolidation of services within the unit - visitation, medical care and outdoor recreation - for improved efficiency instead of centralized services which causes manpower, security and efficiency problems.

At that meeting, the Committee voted to engage a design/ build contractor for pre-construction services, and they selected Gilbane Building and Hunt Construction Group, dba Cuyahoga County Justice Partners in association with Ozanne Construction and TMG Services Inc. - the only team to submit a proposal.

The Committee had been considering 28 different alternative sites when former Cleveland councilman Anthony Brancatelli revealed that the two finalists were a shipping container yard near Orange and Broadway Avenues in Ward 3, and the Cuyahoga Valley Industrial Center in Ward 12. The news came as a shock to other committee members, some of whom accused Budish of trying to circumvent the committee and potentially driving up the price of the properties.

Appelbaum did not address questions about potential conflict of interest after cleveland.com reported that the real estate consulting firm the county hired to identify and rank locations for the new jail is also the listing agent for one of the so-called final properties under consideration.

Problem.

By September 2022, Appelbaum was back to assert that inflation had ballooned the jail's cost from $550 million to $700M - $750M. Appelbaum reported that a "smaller" jail for 1600 inmates was projected to cost $700 million, while a larger one for 1900 inmates would cost $750 million. But is an 800,000 sf jail really going to cost $900/ square foot?

Problem.

In the debate about the size of the jail, Appelbaum admitted his role in the failure of the Medical Mart and Convention Center projects. Appelbaum asserted that officials have more information to guide their decisions on the jail today than past officials had for other major projects. Specifically, he referred to the failed Medical Mart-turned-Global Center for Health Innovation, for which he was the project manager and still serves as the attorney for the facility's governing board.

"Were there really studies that talked about how effective (the Medical Mart) would be? Was it really studied in terms of the market? Probably not. Not the way it should have been," Appelbaum told committee members during a November 2021 meeting.

The Committee had evaluated the renovation of the existing jail which was projected to entail a cost of $200 million but was not practical. In 2020, the Committee recommended the construction of a new facility.

Initially, the county's preferred site for the jail was on Transport Road, nestled between the

Cuyahoga River and Broadway Avenue. For a century, until 1966, an oil refinery operated there. Asphalt production continued there until 1981.

In the early 1980's, Ohio officials opted not to build a prison there because of the site's environmental contamination and the cost of cleanup, the *Plain Dealer* reported at the time. The Michigan-based trucking company that now owns the land has been working under an agreement with the Ohio EPA meant to return brownfields to safe and productive use.

The consulting firm Partners Environmental produced a report for the county on what risks the site could pose today. That report identified methane, a combustible gas, and benzene, a carcinogen, as potential hazards.

Partners Environmental wrote that the county could guard against benzene and methane vapors leaching from the soil. The county would have to keep 2 feet of clean soil on the site and lay plastic barriers beneath jail buildings. The county would also need to install a system to vent the vapors above the jail – common precautions taken in other projects on former industrial land, a Partners vice president told council in September.

County prosecutor Michael O'Malley and Chief Public Defender Cullen Sweeney, who both opposed buying the property, argued that the site's contaminated history still could expose the county to lawsuits from employees or inmates who get sick in the future – whether or not those claims would win in court.

Some sites were too close to homes, they said. Two successive Cleveland mayoral administrations nixed a site off of East 55th Street between Cedar and Central Avenues. City Council members opposed using a different site in the Industrial Valley. Another possibility, in Garfield Heights, was outside the City of Cleveland. Building in the suburbs would also mean moving jail employees and their income-tax withholdings outside of Cleveland.

And do lawyers and relatives of the incarcerated – some of whom don't own cars – want to rack up highway miles traveling to a new, suburban jail? For Sweeney, the answer was no.

"I think there's a general consensus that it should be in Cleveland," Sweeney said. "For attorneys visiting their clients, for families visiting their loved ones, for people being released from jail, having it be in a central hub-type area is critical."

O'Malley contacted the Cuyahoga Land Bank who provided a number of sites, including those along the Opportunity Corridor. Ronayne ignored them all.

Problem.

Above: County Executive Chris Ronayne

Above & Below: Cuyahoga County Jail Conceptual Designs

Kareem Henton is with the Jail Coalition. He has wanted the Cuyahoga County Jail to stay in downtown Cleveland since the courthouse is in the same building, giving defense attorneys easier access to their clients.

"Having a setting like this allows for the attorneys to see them a lot more," Henton said. "Separating the two. Separating the jail from where the courthouse is located is gonna actually make that worse because now they're gonna have to make a separate trip to go see their clients. And that's going to lead to them actually not being able to see clients perhaps as much as they should and need to."

"A lot of the people that find themselves in the criminal justice system are homeless people," Henton said. "Are definitely poor people. So they're gonna have transportation issues. They're not gonna know where to go. But if they're in downtown Cleveland, they would have access to 2100 Lakeside, which is a shelter here. They would have access to the City Mission, which is a shelter here."

Henton said that time will add up depending on how many people need to go to court and back.

"You know how much extra time that is?" Henton said. "Going there, coming back. So you're talking at least 15-20 minutes just going there and 20 coming back. Then they have to process the people in."

Problem.

Ronanyne said he picked his Garfield Heights site out of 47 different locations. He said the new site has more room compared to a building in downtown Cleveland. He has failed to include as the two most important criteria: 1. Accessibility/ convenience for users, and 2. Cost of Operations.

This is a failure of Biblical proportions by Ronayne and the County Council.

Problem.

Ronayne observed, "You know, the practices as we've reviewed them nationwide and throughout Ohio are trending more toward uncoupling the jail and the courthouse itself," Ronayne said. "More than half of the new facilities built in modern era here in Ohio are not connected."

Ronayne failed to mention that the reason for that is not because it meets accessibility or operational criteria. Like Columbus, where it was because there were zero alternative sites downtown next to or connected to court facilities to develop newer/ better/ bigger jails, which is not the case in downtown Cleveland.

Problem.

Ronayne said he wanted a site that is in the middle of the county - that does NOT make it accessible to users - and that the extra space also allows the county to provide extra services for defendants.

"We would like to build a campus with other justice-related services like a diversion center on the campus itself," Ronayne said. "So this gives us the opportunity and scale to spread out in a campus like environment, our central services."

This assumes incorrectly that the only way to do this is to spread everything out on one floor-the most inefficient and irresponsible energy-intensive path which will result in a building with the largest perimeter area which will cost the most to heat, cool and maintain. This is simply inept real estate and facilities thinking.

Problem.

Ronanye has irresponsibly discounted altogether the degree of reliance on public transportation for the users and families of those in detention. This level of indifference is unattractive in a public servant.

Site No. 2:

Chris Ronayne took office as County Executive in early 2023.

In December 2022, the County Council voted 6-5 to approve an additional sales tax to raise a whopping $750,000,000 that will cost taxpayers $3,400,000,000 to amortize until it is retired in 2067.

When campaigning for his job, Cuyahoga County Administrator Chris Ronayne was clear that voters should determine how to pay for capitol improvements, particularly replacements for the county jail and courts facilities.

Then, like a new Supreme Court justice, he flip-flopped and in September 2023, Ronayne and the County approved spending $38 million for land in Garfield Heights,16 miles from the CBD for a site that has an assessed value of $2 million. The Transport Road site right across the Cuyahoga River last sold for $2.27 million.

The county estimates that the tax extension will give the county the cash it needs to pay the $1.8 billion in debt service on jail construction over 40 years, with money left over for additional projects.

“It’s appalling that the council called this fake emergency meeting to fast track this measure without any meaningful public input,” organizer Kareem Henton said in an emailed statement. “They voted against an amendment because they knew if there was time for the public to comment they would feel the pressure to do what voters actually wanted – which was to say no to this onerous tax.”

At 8%, Cuyahoga County’s sales tax is the highest in Ohio. The 0.25% portion of that tax has proven useful for the county. Money from that collection has helped pay for the Huntington Convention Center, the Global Center for Health Innovation, the publicly owned Hilton Cleveland Downtown and the transformation of Rocket Mortgage Field House.

The conceptual cost for the new jail was then increased to $750 million.

Problem.

Michael Deever, the county’s director of pubic works stated that the county needed such a large site to avoid going vertical with the jail’s design and construction that would cost more.

That does not wash.

The new Franklin County Jail II is a two-story facility on 23 acres - the same capacity that Cuyahoga County is proposing at **double the cost on 73 acres - three times as much land.**

The county’s budget for its jail is now up to $938/ square foot. In 2019, the average jail in the US was three stories in height and cost $332/ sf, including all construction and architect and engineering fees. So Cuyahoga County is moving down a path to spend 250% of the national average for jail construction.

Problem.

The County’s Big Mistake:

The County should not separate the jail from its Justice Center for not only practical reasons, but for the safety and convenience of residents, families and users.

The wasteful expenses needed for police, prosecutors and attorneys to move between the jail and court facilities is a senselessly frivolous move that will waste hundreds of millions of dollars over the next 50 years.

The county’s projected added cost of only $800k per year for the added transportation obligations is not remotely serious. We should be outraged that the county apparently believes that they can deceive us in such a manner on such a regular basis.

The transport will require a new fleet of armored vehicles with each trip requiring a minimum of two officers and thousands of wasted hours for the gaps between going and coming. If 26,000 inmates per year each require two trips to the court - and the average will be much higher with pre-trials and motions and trials that last for days and weeks - which require a minimum of four hours, each with two officers at a cost of $130/ hour, the manpower alone is a **minimum added** cost of $2.5 million annually. Add the vehicles, maintenance, gas and pollution gas to that. For the next 50 years.

Problem.

Detention and court facilities should be located immediately contiguous to a multi-modal transit facility. Public Square slopes to the river and has acres of land that Bedrock is scrambling to find occupants for, proposing 800,000 sf of office space when the downtown alone has shed over 14,000,000 square feet of office space in the last 15 years.

Clearly, the downtown CBD has zero demand for office space. A Justice Center and Detention facilities for the City and County should be immediately adjacent to Tower City. A significant percentage of people who need to access the detention and court facilities rely on public transportation. It is simply too logical and economically responsible to not pursue.

The absurd idea of building a new jail campus on largely vacant land in Garfield Heights should be abandoned.

But Ronayne and the County Council are steaming ahead.

Steaming Ahead:

In March 2024, Cuyahoga County Council’s Committee of the Whole approved two pieces of legislation related to the Cuyahoga County Central Services Campus, which will house various services in addition to the jail.

The largest piece of legislation, a $33.4 million design/build contract to Gilbane Building Company, would only cover part of the Central Services Campus’ projected nine-figure price tag. They also added another $1 million to Appelbaum’s project management contract.

The largest portion of the pre-construction contract, $30 million, would be for “early packages,” which are expenses that are not specifically defined, but are necessary to keep the project moving, said Nichole English, the county’s planning and programming administrator.

For example, the site has buildings that require demolition, land that must be leveled and basic utility lines that must be extended, English said. “That $30 million is really going to be for construction work, to be determined, we don’t know exactly what yet,” English said.

Gilbane will still have to justify its expenses for the $30 million pot of money by “open-book bidding” on projects and bringing proposals to the public works department for final approval. “They don’t just get free rein,” English said.

The remaining $3.4 million will be for “pre-construction,” which is when the company draws up specific plans, selects subcontractors, identifies potential safety hazards and more. The county’s goal is to have Gilbane both design and build the project, which is a type of contract called “design-build,” English said.

“Design build is not what we do for everyday construction,” English said. “This is for more complicated projects. We find it works pretty well, and everyone gets the best benefits on the project." Gilbane was also the only company that submitted a bid for the project, English said.

Another piece of legislation approved $971,000 to extend the owner's representative contract with Project Management Consultants LLC (PMC) to the end of May 2025. An owner's representative, sometimes referred to as a project manager, provides technical advice, oversees deadlines and acts as a third-party project evaluator. PMC is the entity who failed to perform in many areas of their responsibilities on the Medical mart/ Convention Center project.

The community's need for an empowered group to provide critical thinking on such matters has never been so acute.

The Justice Center:

The Cuyahoga County Justice Center has never been loved – and for good reason.

The existing Justice Center opened in 1976 after a troubled implementation. It took 50 years to put the Cleveland Municipal Courts and Cuyahoga County Common Pleas Courts in the same building which had been demanded by the Cleveland Chamber of Commerce in 1923 in an effort to end corruption.

After four bond issue failures from 1958 – 1962 for a new Municipal Courts building, in 1968, city and county finally joined forces to request bond approval concurrently, but on two separate facilities. Those failed also. But in 1970, voters approved a $61 million bond issue to build a Justice Center to house the Common Pleas and Municipal Courts, county jail and Municipal Police Station.

Columbus architects Prindle, Patrick & Partners were criticized from the onset. *The Plain Dealer* characterized their efforts as a "WPA design," which for the unsure, was not a compliment. Pietro Belluschi, a respected modern architect, was brought in and significant changes were made.

Costs increased and instead of properly funding the vetted needs, two floors from the courts tower were removed and three floors from the county jail were removed, but the costs were still well over $100 million by 1974. No wonder old timers felt déjà vu with the Medical Mart and Convention Center project. When completed in 1976, the cost was in excess of $133 million, more than double what voters had approved.

The smaller jail became overcrowded shortly after completion, necessitation the terrible $68 million Jail II addition in 1994 by Robert Madison FAIA. The elevators in the courts tower have been a constant failure for the entire

Above: Cuyahoga County Justice Center; Prindle + Patrick Architects; 1976

life of the building and the parties have failed to properly maintain the facilities to a normal standard.

The county commissioned a study ten years ago to assess whether the complex should be repaired or replaced. The conclusion was that the county needed a new 900,000 square foot justice center. In July 2023, the county issued an RFP to local developers and landlords for their project which was estimated to cost $400 - $700 million. The county stated that they would only consider downtown sites – and the county would make the existing complex available for sale totaling 2 million square feet on the 7-acre Justice Center block Downtown, 1200 Ontario St.

The seven proposals were submitted from: DBL Development, LLC; DMD Development Group; HH Cleveland Huntington, LP; Lincoln Property Company Commercial, LLC; Sapphire Acquisitions LLC; Twenty-One Six Development LLC and U.S. Realty Advisors, according to records first reported on by *Crain's Cleveland Business*.

Two of the buildings – The Union Trust/ Centennial Building and Landmark Office Towers - offered were aged multi-tenant office buildings that were vacant or about to be vacated and are unsuitable for a courts facility due to their poor column spacing and short floor-to-floor heights.

Dan Gilbert's Bedrock is reportedly offering a new-build site as part of its proposed development for the Cuyahoga River waterfront below Tower City Center. The site proposed is reportedly just east of the Carl B. Stokes U.S. Courthouse tower, between Huron and Canal roads, and west of a proposed public space that would descend from The Avenue shopping mall to the banks of the river.

The 100,000 square foot side is large enough to accommodate a new 900K sf courthouse atop a multi-level parking deck. The site area would enable a mid-rise solution which would cost less than another high-rise response, and the location behind Terminal Tower checks the criteria box for a location that is immediately contiguous to the city's multi-modal transit stop at Public Square and Tower City.

This would acknowledge that a high percentage of users of the courts facilities are dependant upon public transportation, and the location also presents a manageable and efficient movement obligation for the downtown lawyers that have been centered around the existing courthouse square for five decades.

While County Administration Chris Ronayne has disregarded this important criteria altogether in his zeal to push the county's detention center to Garfield Heights, the courthouse also represents an active use that can give life to the riverwalk Bedrock wants to develop to give residents exposure to their waterfront assets – something the city has fundamentally failed to do since its inception.

While Millennia, Bedrock and Geis companies appear to be interested to renovate and expand the existing Justice Center, the logistics, double-moves, extended timeline and uncertain costs make this path a risky one. And the team wants to only save the courts tower and remove the two jails and atrium link for redevelopment.

In July 2023 County council meeting, County director of public works Michael Dever said, "We're looking for the market to basically tell us what it would cost to refurbish and/or build another Justice Center in the range of 800,000 square feet. We think some ideas may come back in regards to where the current Jail I and II are located and in regards to what those potential uses could be."

Renovating the current courthouse tower would require completely vacating it and stripping it down to the steel frame and would involve providing at least 675,000 square feet of temporary courthouse space for at least two-to-three years. The steering committee said renovating and operating the existing courthouse tower could be more expensive over the next 30 years than building and operating a new building. If done properly, probably not.

The Justice Center property and the historic Courthouse Square, 310 W. Lakeside Ave., were put up for sale in August 2023. Real estate brokerage firm CBRE was hired by the county to assist in the courthouse RFP process and the disposition of the Justice Center property, it is also representing Bedrock in its real estate dealings for its riverfront and Tower City redevelopment projects – a conflict of interest.

In April 2024, the county's committee rejected all but one of the proposals that would keep a Consolidated Courthouse at the current location of Downtown Cleveland's existing Justice Center. One of the four remaining contenders involves a complicated, time-consuming double-move of courthouse functions from the current site and back again. If that alternative is rejected, it would end the five-decade run of the Justice Center site as a law enforcement, detention and adjudication facility and enable its redevelopment.

A source said the three rejected candidates are Lincoln Property Company Commercial LLC, doing business as Chicago-based Lincoln Property Company; U.S. Realty Advisors of New York City, and DMD Development Group based in North Olmsted. Lincoln Property Co. and U.S. Realty Advisors were apparently rejected because their proposals were too vague and didn't address where a new or renovated Consolidated Courthouse would be located.

In January, DMD was informed that they were no longer in consideration due to the long timeline necessary to move forward on its proposal. DMD's plan required waiting for Cleveland's relocated Police HQ and Jail as well as the County's Jail to be completed which is projected to take six or seven years to complete.

Cleveland's police headquarters will move to the ArtCraft Building, 2530 Superior Ave. after the 104-year-old, 250,000-square-foot building renovation is completed. Work is scheduled to be completed in September 2025. Once the county jail is completed, then the two existing jail components could be demolished, followed by the Justice Center so that DMD's plan to redevelop the site with historic replicas of Cleveland's past architectural heritage for the new courthouse could be developed.

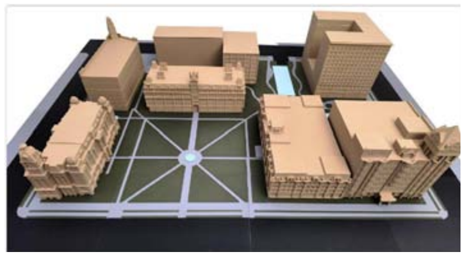
Four proposals reportedly remain in contention. One proposes redeveloping the existing Justice Center site. Sources say DBL Development LLC wants to introduce mixed uses to the site that could include expanding the convention center even further on to at least a portion of the land, once it is cleared of Justice Center uses. It would also require some new construction for additional courthouse operations because the current 675,887-square-foot tower is too small to accommodate the 893,120 square feet of desired space referenced in the county's RFP.

The DBL proposal involves the renovation of the courthouse tower for continued court uses. This requires all courthouse functions to be relocated temporarily during renovation – a process that will be disruptive and expensive.

Only one of the respondents has proposed a new-construction courthouse. Twenty-One Six Development LLC wants to build a new courthouse in "The Pit" next to the lakefront railroad tracks, between West 3rd and West 9th streets. Twenty-One Six is led by Beachwood-based TurnDev which is developing the new Cleveland police headquarters.

A courthouse facility located at or close to the existing Justice Center might score well, though

Above: DBL Development Co. Proposal: "The Pit"
Below: DMD Development Proposal with historic recreations for the new Justice Center



it is yet another block further north of Public Square and Terminal Tower. It has no significant retail/ food and beverage assets around it.

The Pit is on the other side of Fort Huntington Park from the Justice Center and the old county courthouse that may retain the 8th District Court of Appeals. The Pit is immediately west of the historic Courthouse Square offices the county has also offered up for sale. It is blocked on its north and west sides by the Shoreway and railroad tracks.

Both the design and siting of a community's courthouse should stand as a symbol that represents that community's esteem and aspirations for justice and equality. The last decades should serve as a poignant reminder that our community requires substantial reminding of the importance of these attributes. It should be located on the most prominent site in the community. The Pit is not it. The top two criteria for site selection needs to place the connectivity with public transit to enable ease of access and convenience for the users, and the prominence of the site in the city's urban design context.

Browns Stadium:

Browns owners Jimmy and Dee Haslam have come forward in an audacious manner to ask for public subsidy to pay for half of a $2.4 billion new domed stadium downtown or in Brookpark next to Hopkins Airport. It is audacious because it is so outlandish an idea and expense that it makes their fallback position seem tenable.

In an April 2024 editorial, former Plain Dealer editorial director from 1991 – 2009 Brent Larkin noted the absurdity of the existing stadium's location:

"Seventeen acres of perhaps the most valuable urban land in Ohio sits on the Lake Erie shoreline, just east of where that great lake intersects with the historic Cuyahoga River."

"Rising high above the ground on that precious property is a $350 million (in 1998 dollars) mountain of steel and concrete, a 70,000-seat football stadium that stands empty at least 340 days each and every year."

"Only in Cleveland would a city's leaders allow that to happen. Only in Cleveland would planes, trains and a busy highway for cars and trucks block access to one of the planet's largest bodies of fresh water. And only in Cleveland would those barriers date back more than 150 years."

"Undoing mistakes made in the aftermath of the Civil War is no easy task. But now, with the Browns lease on that stadium expiring in 2028 and Mayor Justin Bibb deep into the weeds of the city's umpteenth lakefront development plan, community leaders are again wildly overvaluing the economic importance of where the Browns play meaningful football for less than 30 hours a year."

"No motives are entirely pure in this overdone drama. The mayor doesn't want to be known as the guy in charge when the Browns left downtown for the suburbs. So his agents are busily attempting to undermine any effort by Jimmy and Dee Haslam to squeeze taxpayers dry, hoping taxpayers pay half the cost of a $2 billion domed stadium in Brook Park."

What needs to be understood is the audacity of Haslam's push. He is proposing a $1 BILLION renovation of the existing stadium, OR a new $2.4 BILLION stadium in Brookpark next to the airport. And he is asking taxpayers to pony up half of the costs.

Haslam has a net worth of $8.7 billion according to *Forbes* magazine. *The Knoxville News* reported his net worth in February 2024 at $14.4 billion. When he purchased the Milwaukee Bucks in 2023, *The Economic Times* reported that his acquisition of the Cleveland Browns in 2012 "contributed significantly to his net worth."

Haslam paid $987 million for the Browns which are currently valued at $4.62 billion. The Browns' revenue in 2023 was $545 million and their profit was $104 million. According to *Forbes*, Haslam's lease for the current stadium contributes a value attributable of $442 million in determining the team's overall value.

In a well-crafted follow-up editorial in May on Cleveland.com addressing Haslams' recent efforts to force more public money for their self-interests, Larkin wrote, "Just say no:"

* To any elected official with the audacity to argue it would be a prudent use of tax money to pay for half of a $2.4 billion domed stadium for

the Browns in suburban Brook Park.

• To anyone who traffics in the bald-faced lie that making such an investment would more than pay for itself with the lasting economic benefits it brings to the Greater Cleveland community.

• Representatives of Browns owners Jimmy and Dee Haslam are reportedly already peddling that falsehood to state legislators as part of a campaign to fleece taxpayers. Don't believe them. It's the same, disproven scam used dozens of times across the country to justify massive taxpayer investments in stadiums and arenas.

• To the laughable suggestion that the Browns might again leave town if we don't dig deep into the pockets of hard-working Greater Clevelanders to prevent it from happening.

Only a fool would argue this community doesn't support its perennially underachieving football team -- especially considering Mayor Justin Bibb has already offered the Browns more than $300 million to improve the existing stadium. Browns officials would reportedly want the public to pay about half of a $1 billion renovation, should they choose to stay there."

"Former high-ranking city official Ken Silliman understands the stadium and arena business as well or better than anyone in town. He served five years on the Gateway board when Mike White was mayor and six years as chairman when Frank Jackson was mayor. In addition, he's the author of a 2023 book entitled, "*Cleveland Sports Facilities: A 35 Year History*."

"**There is nothing wrong with that stadium**," Silliman said of the 25-year-old Cleveland Browns Stadium. "The city has been very diligent about making repairs. Does it need another $300 million investment? Absolutely not." Haslam says it needs a $1 billion renovation!

Larkin agrees that renovating the existing stadium – yet again?! - is apparently the Browns' fallback position if they fail to convince state and local officials to pay the $1.2 - $2.4 billion dome stadium ransom.

Unfortunately, the Browns have shown no real interest in any other possible locations in Cleveland. Larkin has done calculations to conclude "with absolute certainty" that the Haslams have zero chance of convincing elected officials to give them what they want.

After all, Greater Cleveland has dozens of needs that would merit an investment from state government that are far more important than appeasing the Browns. But those needs have not slowed elected officials from repeatedly giving away hundreds of millions of dollars previously for unnecessary

Above: Haslam's Brookpark Stadium Rendering
Below: Haslam's Brookpark Stadium Site Plan

Browns want 50/50 public/private cost-sharing for either stadium site

By Ken Prendergast / April 29, 2024

Share

Are the days numbered for Cleveland Browns Stadium on Downtown Cleveland's lakefront? They are if the public comes up with a way to fund half of the cost of a proposed $2.5 billion domed stadium in suburban Brook Park, as the Browns' owners reportedly have requested (Google). CLICK IMAGES TO ENLARGE THEM.

Either site to also need infrastructure funding

Cleveland MAGAZINE You can also read this content at clevelandmagazine.com and in the *Cleveland Magazine* Daily newsletter through an exclusive partnership with *Cleveland Magazine*.

Above: Browns Want 50/50 Funding Headline
Below: Browns Domed Stadium Editorial

'improvements' to Browns Stadium, the Arena – now Rocket Mortgage Fieldhouse – and the Guardians' ballpark.

The pros and cons of Haslam's two options to "replace" an allegedly outdated and flawed Cleveland Browns Stadium with its lease set to expire after the 2028 season are:

PROS & CONS:

The pro's and con's from Scott Petrak's *Browns' Zone* are:

RENOVATION PROS:

• The Browns belong in Cleveland. The city is the anchor of Northeast Ohio, centrally located between the East, West and South sides and has hosted the franchise's games since it debuted in 1946.

• Whatever sticker shock is involved with a $1 billion extreme makeover, it's less than half of what a new dome would cost. When numbers get this high, they can be difficult to fully comprehend, but these are real dollars with real consequences.

• The Haslams can spend their money as they see fit, but if tax dollars are going to be used to fund half of either project — which is the working assumption — potentially saving $1 billion can't be dismissed or downplayed. The city, county and state face major issues that require money.

• The city and business owners are financially reliant on home games and other events at the stadium. Potentially taking 70,000-plus people out of downtown a dozen times a year could have a devastating impact on the economy.

• Jimmy Haslam said the stadium wouldn't be recognizable after renovations. I've seen artist renderings and was impressed. If executed properly, the venue would become one of the league's best, with roomier concourses, better views of the city and lake and state-of-the-art amenities.

• It would be part of a large-scale lakefront development project. The city's needed that for more than a century, and it would change the future of the region if done correctly.

• Players prefer to play on natural grass because it's better for their health. Some warm-weather domes have rolled in grass surfaces for games, but it's hard to believe that would work inside the Browns' new dome.

• Football is meant to be played outside. That feels especially true for Browns football. (The Green Bay Packers have played at unprotected open bowl Lambeau Field since 1957. Since 1960, every home game has been sold out. In 2014, capacity was increased to 81,000, and there is still a long wait for tickets.)

Above & Below: Browns 2014-2015 $150 million Renovations

• Staying in the city would also avoid any potential legal issues raised this week by Councilman Brian Kazy, who cited the “Art Modell law” put in place after the Browns moved to Baltimore in the 1990s to prevent a professional sports team in Ohio from leaving a city without consent.

• An open-air facility in this climate will always be restricted in the number of events it can hold. For the amount of money that has been, and potentially will be, spent on the lakefront property, it’s fair to wonder if it’s worth it for a stadium that hosts maybe 15 major events a year.

• Even as part of a “new” lakefront, space would be limited. Parking will never be abundant around the stadium site, and ingress and egress could continue to be problematic. Having a lake on one side further restricts options.

• An extensive renovation could be trickier than building from scratch, especially if the Browns try to play through it, as expected. Flaws present now could still be an issue after the renovation.

• With prices of everything from tickets to parking to concessions rising everywhere, it’s understandable if fans would prefer not to spend big money to sit in the unpredictable and often brutal elements.

• Cleveland politics have already made the high-stakes negotiation a pain and could wind up contributing to the Haslams leaving for the suburbs.

DOME PROS

• The promise of landing a Super Bowl, Final Fours, Big Ten championships, top concerts and other events. A dome would put Northeast Ohio in the mix for some of the biggest events in sports and entertainment throughout the year.

• The new domes across the NFL are jaw-dropping and make for an incredible fan experience.

• Whether it’s a Browns game, a Taylor Swift concert or a WWE extravaganza, fans would be able to watch in climate-controlled comfort.

• Available and close parking would increase substantially.

• Assuming the dome is built on the 176-acre plot the Haslams have the option to buy in Brook Park, they’d have the land to create an entertainment district that goes beyond the dome and includes hotels, restaurants and more.

• A new building, at least theoretically, would remain functional longer than the renovation of a previous structure.

• The land where the stadium sits could be used to help the lakefront development because of its large footprint in a prime location.

DOME CONS

• The cost hasn’t been finalized and could reach $3 billion or more. If taxpayers are asked to pay for a sizable portion, the only way it would be worth it is if the dome got all the events people expect and stayed busy 12 months a year.

• As profitable as it could be for the Haslams and Brook Park, taking the Browns out of Cleveland could cripple an already struggling downtown.

• Tailgating in the Muni Lot and other traditions of playing downtown would suffer or disappear.

• East Siders would have a longer drive.

• Brook Park is attractive because of access from I-71 and I-480, but potential traffic issues must be figured out, especially due to the proximity to the airport.

Who Pays?

Ohio officials have signaled a willingness to put some State skin in the Browns’ stadium game. Larkin observes, “Imagine if state officials were irresponsible enough to provide the Browns a $600 million handout. Fairness would then dictate they make similar investments in stadium and arena projects for the Cincinnati Bengals and Reds, Columbus Blue Jackets, as well as the Guardians and Cavaliers.”

In Cincinnati, Hamilton County commissioners are balking at spending $300 million to renovate Paycor Stadium, home of the Bengals. Their stadium was opened a year after Cleveland’s.

Cleveland has previously lavished money on Browns’ Stadium: In 2014 and 2015, the Browns and taxpayers spent $125 million to upgrade the audio systems and install new scoreboards that are three times the size of the original scoreboards – fourth largest in the NFL at the time – and added more escalators and added more seats to the lower bowl.

Cleveland’s second phase of the stadium’s renovation less than ten years ago included three new premium clubs, suite renovations, as well as the renovation of the north and south sideline clubs. Club 46, a new filed-level premier club is directly across from the players’ locker room which gives VIP members the opportunity to have a cocktail as the players run on to the field. The Phase II project also included new kitchens, bars, ticket offices, a novelty store and renovations of the team store and concessions.

All 35 concession areas were given a face lift of new facades, menu boards and food selections –

based on Cleveland-centric foods and flavors. Also included was upgraded concourse lighting and new lighting for Haslams' branding and wayfinding elements to cement the new modernization and appearance.

The notion that the stadium now is deficient in any way and needs yet another round of expensive improvements is hogwash.

Cincinnati fans feel the same way about the Bengals' stadium. In May, the Bengals announced that **private** money would spend $100M - $120M to upgrade their stadium's video and audio systems, renovate their suites and club lounges and upgrade their concession areas.

Larkin warned elected officials in Cleveland, Cuyahoga County and Columbus to proceed with caution. Larkin believes that the public is finally paying close attention to this.

So is the *Toledo Blade*, which warned in a May 5 editorial that "no state tax money should flow to Cleveland and Cincinnati for stadiums when they're already being overserved compared with the rest of Ohio and when the state is starving its local governments. Let-them-eat-cake legislators risk setting off a taxpayer revolt that sweeps them out of office."

The only way for the Haslams to raise the public funds they want for a domed stadium would be a ballot issue asking voters to approve a massive tax increase. Having paid close attention to every local election since 1971, Larkin's educated guess is they might be able to convince only about 38% of the voters to support such a tax.

Larkin is right to point out that in 1990, the Gateway ballot issue passed countywide with barely 52% of the vote. And the benefits from that passage were arguably enormous at that time - bringing the Cavaliers to a new arena downtown from their home in the empty fields of Richfield. That ballot issue brought more than 250 events a year at what was then Gund Arena, and kept the Indians (81 dates a year) in Cleveland.

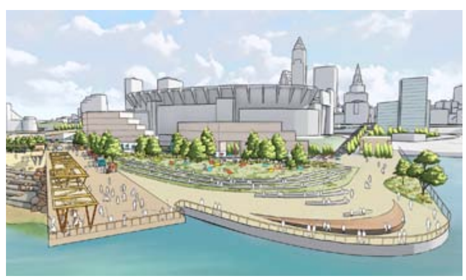
Larkin: "For 25 years, the Browns' loyal fan base has stuck with this franchise, at times when no one would have blamed them for walking away. Now, Browns ownership has the audacity to demand even more of them. It's insulting. It's wrong. It's a ripoff.

Just say no."

One of the spins being spread is the fear factor for fans that if there is yet another renovation of the existing stadium, the Browns will have to play their games in Columbus at Ohio State's 'Shoe' stadium for two or three years. Akron's Hall of Fame Bowl has also been mentioned, but it seats only 23,000 fans.

Above & Below: Browns Lakefront Development Concepts

Below: Field Operations Mini-Lakefront Master Plan



Haslam's characterization to reporters at the March league meetings they have two options to "replace" an outdated and flawed Cleveland Browns Stadium is a preposterous lie. Given the breath and cost of improvements – unnecessary that most all were - in 2014 and 2015, the stadium meets and exceeds NFL standards handsomely.

The Steelers built in 2001 for $281 million and a seating capacity of 68,400. The public paid for 61.1% and the Steelers paid for 38.9%. The same architect that did Cleveland's did Pittsburgh's. After the 2014 season, the Steelers added 3,000 seats at a cost of $34.5 million.

Cincinnati's football stadium – now called Paycor Stadium - was completed in 2000 with a one-half percent sales tax that funded new facilities for the Reds and the Bengals. It seats 65,515 and was built at a cost of $555 million.

CONFLICTING VIEWS OF THE LAKEFRONT:

The Haslams have attempted to put forth development concepts for *all* of the land around the stadium, which they also do not own. Those plans involve the construction of numerous multi-tenant office buildings that the city's market has absolutely no need for, nor the ability to support – to the contrary.

Haslam's renderings show significant bridge/road improvements that have no viable cost-benefit for a city the size of Cleveland. Their plans are neither realistic nor handsome.

Ken Prendergast in the May 9, 2024 issue of *NEOTrans* observed, "The Haslam(s) appear to want to build a Browns version of Disney World — like Dallas Cowboys' owner Jerry Jones built Jerry's World including and surrounding AT&T Stadium in suburban Arlington, TX."

"Owners Jimmy and Dee Haslam wanted to build Jimmy's World on the lakefront with high-end apartments, hotels, shops and valet parking as their renderings by Lakewood-based AODK Architecture from two years ago showed. In short, they want the market to drive the development because they, as a private-sector firm, understandably want to make money from it. A privately developed waterfront is going to be prime land and carry a high value along with it."

On the other hand, the City thankfully *finally* wants a lakefront that is an amenity for citizens and enables residents and visitors to engage with the waterfront. The City has engaged Field Operations from New York City, one of the premier landscape architects in the nation for its Lakefront Master Plan.

However, the scope of their work has been absurdly limited to the area only immediately outside the stadium shell. It fails to address the port facilities to the west and the Coast Guard offices and Burke Lakefront Airport to the east.

In considering haslam's ideas, Prendergast noted, "That's not what Mayor Justin Bibb's administration wants from the downtown lakefront. Their values are based on a different set of experiences and backgrounds. He and his chiefs want it accessible to all Clevelanders. They want the lakefront to be a place that people of all incomes, races and backgrounds can enjoy equally."

"Bibb's vision statement about the lakefront became clear at the unveiling of the city's conceptual lakefront plan in July 2023. As a young African-American who grew up in Cleveland's impoverished, nearly all-black Mount Pleasant neighborhood, Bibb said he didn't visit the lakefront in his own city until he was in high school."

"The lakefront was seen as a place for rich, white folks," he said. "This (lakefront) plan wasn't formed in a board room. It was formed with input of the people who would use it. Cleveland is one of the most segregated cities in the country. The river and the lake were part of that as dividing lines. We're proposing a lakefront that is a place of healing."

"Last year, the city contracted with FUSE, a Boston-based nonprofit whose mission is to free the country from social and economic barriers to opportunities that have been perpetuated by a history of systemic and institutionalized racism. FUSE is helping the city shape its plans for a redeveloped lakefront."

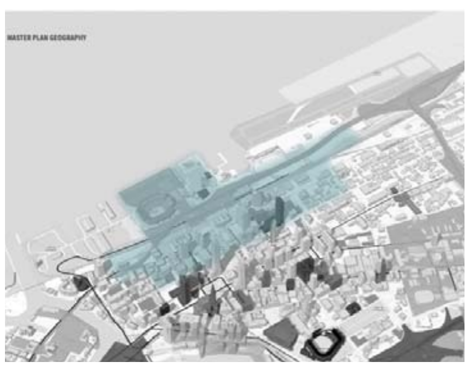
"The city's lakefront plans don't contain luxury apartment towers, glamorous hotels, white-tablecloth restaurants and shops where you need to check your credit card balance before you buy anything. Instead it has lawns, fishing piers, amphitheater, cookout settings, beaches, sports courts, kayak launch, wetlands and other natural features. Those things don't cost much if anything to use."

Bibb is absolutely right is his determination to make the lakefront open and accessible to all and not focused on profit. But Greater Cleveland deserves a more serious endeavor that does more that propose a sandy beach that cannot be built and sustained behind a breakwall, which is what Corner's initial renderings reflect.

The Lakefront Master Plan needs to address **all** of the property from the Cuyahoga River to the East 55th Street Marina.

In May, Cleveland City Council again passed an updated version of the so-called Modell Law that was enacted when Modell moved the team to Baltimore in 1995. The new version duplicates a state law passed in 1996 after then-Browns owner Art Modell moved Cleveland's

Above & Below: Field Operations Preliminary Designs for Lakefront Master Plan



Above: Field Operations Lakefront Master Plan Includes only a small fragment of Downtown Cleveland's Lakefront
Below: Haslam's Lakefront Vision

National Football League franchise to Baltimore. And Bibb is on record saying that he will not support any more public money for the Browns or other sports facilities. After all, enough is enough and only 15% of Browns fans who attend games live in the City of Cleveland.

Ronayne and County Council are not freshmen in the irresponsible conduct of county 'leaders' when it comes to spending money on buildings.

Recent indiscretions include the Medical Mart and Convention Center fiasco, followed by the Downtown Hilton Hotel which taxpayers - who never approved a penny for these projects which will cost well over one billion dollars, with the hotel deal obligating taxpayers to cover any operating loss from the tenant, the Hilton Hotel chain.

At last look, the added pain was in excess of $20 million.

Below: Field Operations Preliminary Designs for Lakefront Master Plan

Above: Field Operations Lakefront Master Plan Includes only a small fragment of Downtown Cleveland's Lakefront
Below: Field Operations Lakefront Design on Browns' Game Day

METROHEALTH BACKPEDALS ON ITS PUBLIC PARK MASTER PLAN:

In April, Steve Litt reported that MetroHealth has signaled an about-face from its previously stated commitment to construct a "hospital-in-a-park" vision on West 25th Street as its front door to the community. To date, MH has simply delivered a grass lawn with no landscaping or park-like amenities for residents or visitors to enjoy. The area close to the new Glick Tower is an unfriendly gravel bed with picnic tables.

The change has reportedly been necessitated by a re-evaluation of needs for healthcare and office space on the main campus over the past 16 months under new President and CEO Airica Steed, who succeeded Boutros in December 2022.

Steed, the former executive vice president and chief operating officer of the Sinai Chicago Health System and president of Mount Sinai and Sinai Children's Hospital in Chicago, said the COVID-19 pandemic changed demand for health services across the MetroHealth system, requiring changes in plans for the main campus.

The original $1 billion MetroHealth "campus transformation" plan emerged under Boutros. It was premised in part on the demolition of MetroHealth's old Outpatient Plaza building, built in 1992 atop a one-level garage between West 25th Street and Scranton Road in the Clark-Fulton neighborhood.

Litt fairly observes that the building, which faces sidewalks with solid concrete facades and low arched openings to the garage, has been for decades functioned as an unfriendly fortress separating Cuyahoga County's safety-net hospital from the surrounding community.

Boutros wanted to create a more welcoming image by replacing the outpatient facility with a large park in a neighborhood that lacks one – and for all of MH's demolition and new construction, still does.

The announcement does not confirm or remove MH's previously stated intention to demolish the former Trinity United Church of Christ facility at 3525 West 25th Street which has had an access drive cut through its parking lot off of the I-71 South exit ramp connection to West 25th Street.

The Bad News:

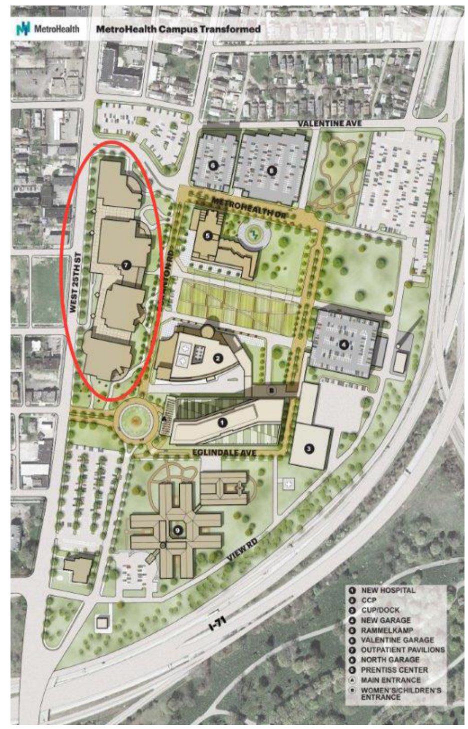
The deplorable existing Brutalist – and not in a good way – 1992 Outpatient Plaza Building on West 25th Street will remain as an architectural gaping wound in front of the $1.3 billion campus 'transformation' to the east. In 2017, MH announced its intention to demolish the 240,000 square foot building and parking garage and replace it elsewhere on its campus.

When Steve Litt publicized MH's announcement in 2017 that the Outpatient Plaza's demolition was planned to deliver a park along West 25th Street as its replacement, he noted, "That would be a radical move, given that the big clinic building, designed by the now defunct Karlsberger Cos. of Columbus, is an off-putting barrier with two-story concrete walls, metal grills and garage driveways set well back from West 25th Street behind a moat-like zone of grass and trees." In a contest of the ugliest buildings in NEOH, the MH Outpatient Plaza scores very high.

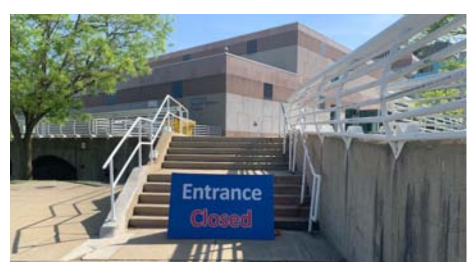
MH's actual use of the retained 1992 building is unannounced and curious since the just-finished Apex Building immediately south of the new Glick Pavilion is MH's new outpatient and administrative services facility.

Above: MetroHealth's Previous Campus Master Plan
Below: MH's Outpatient Plaza (Dark Blue, Left) on Prior Site Plan

Above: MetroHealth's Gravel "Park" at New Glick Tower
Below: MetroHealth's Grass Lawn on West 25th Street



Above: MetroHealth's Previous Site Plan with Outpatient Plaza Building (Red Oval) to Remain
Below: MetroHealth's Outpatient Plaza Building; 1992; Karlsberger Cos.



BEDROCK/ CAVS/ CLEVELAND CLINIC RIVERFRONT Phase IA STUMBLES:

Bedrock's Riverfront Renderings Deceive:

its current location at 3951 Perkins, as well as a 7,000 sf cold storage room currently at an undisclosed location.

Co-mingling the county archives - Class C space -and cold storage space - a sub-specialty in short supply, with a Class A or B office requirement is also incompetent.

The renderings for the proposed Bedrock Riverfront Interdisciplinary training center – the Cleveland Clinic Global Peak Performance Center (CCGPPC) - are misleading. The architect has admitted that it will actually not be built that way. This town needs to demand design excellence and accountability from Bedrock, the Cavaliers and the Cleveland Clinic for attempting to intentionally mislead the public about the design of the facility.

In their press release, the team proclaimed, "The center takes inspiration from the colors (dirty brown?) and curvature of the Cuyahoga River and the surrounding valley, creating core-to-shore connectivity that adds new dimension to the coastline. The center will also include a public kayak launch point that will give the general public the opportunity to enjoy the waterfront for the first time in nearly a century."

Aside from the assertion that the facility's design – a big brown mass – is derived from the neighboring landscape – mud and a dirty river? – the facility's design has a number of problems and deficiencies that the Cleveland Planning Commission pointed out to the Populous design team during their April 2024 presentation. While the Commission approved the schematic design presentation by a 6-0 vote, concerns requiring a response from the design team were significant.

The user approach facing downtown is not presented clearly in the various renderings. What is indicated is industrial in nature and apparently co-mingled with the facilities delivery and receiving functions. One must then descend the 25' drop on Eagle Avenue to get to the principal entry at the southwest corner of the training facility. The renderings illustrate a significant and continuous slope that is not compliant with ADA standards that have been around for 34 years.

With a face to downtown and one to the river, it is a challenging design context when you have two "fronts." But Populous' design stumbles on both, with an industrial dock-like exposure to downtown, the arrival path. And instead of animated, people-oriented spaces on the long boardwalk at the river, the design locates a parking garage with an opaque dead elevation at the riverwalk. For anyone starting or ending a riverwalk, this will be a huge disappointment and is a major urban design failure.

Top: Bedrock's Riverfront Master Plan
Below to Bottom: Populous' Renderings of Proposed Global Peak Performance Center

Dishonest Presentation: However the most serious demerit of the design and its presentation to the pubic is that degree to which the many renderings fail to accurately reflect the design that is being presented for approval. The design appears to incorporate a number of smooth curves to the facade.
However, when presenting their materials to the Cleveland Planning Commission, the Populous architects admitted that the façade will not be curved. Instead, it will be fabricated from a series of flat tangents. Their vertical fins will take the curse of part of the disconnect, but the fins start and stop above and below the top and bottom, so the result will be a cheap-looking design instead of the smooth continuous facade illustrated by the renderings.

Time will tell if the Design Review Committee and Planning Commission can overcome their historically wimpy pleas and toothless demands for design excellence, particularly on significant, important large projects. *NEOTrans* reported that the Cleveland Planning Commission's input would shape Bedrock's riverfront plans. But apparently not - on May 12, the CPC voted 6-0 to approve Bedrock's design.

With CPC objecting and then approving the disconnect between the Populous renderings and the factual representations of the nature of the disconnect, the placing of an opaque parking level and the riverwalk elevation along the entire length of the building and the semi-private nature of the project, it is now unlikely that the project will get better as design evolves. They rarely do. Sherwin Williams completely ignored CPC and the Design Review Committee altogether when the flaws in their HQ massing and design were presented.

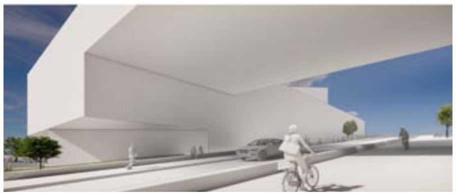
Accessibility: Bedrock's claim of "core to shore connectivity" is actually only Eagle Avenue's proposed continuous 25' drop down to the riverwalk. This is fine for cars – test your brakes, but not for pedestrians and it is not compliant with the Americans for Disabilities Act. And this is steeper than the former Eagle Road ramp to Ontario demolished 18 years ago. The two facilities are not designed for public access. Despite the fact that the Clinic claims that its sports medicine clinic will be open to the public, it will be by appointment. For athletes. There is no parking provided for the public.

Urban Design: It is unfortunate that such a large and semi-private/ semi-public facility is taking up so much of the riverfront. The 210,00 sf facility sited on Collision Bend of the River is an important, legible and large chuck of the downtown's riverfront. According to the Cavs and the Clinic, it will be one of the largest training facilities in the world. The Cavs and Clinic want the facility to position the city as a global sports science and wellness destination, a tall aspiration.

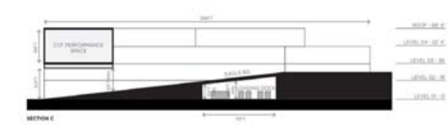
Another deficiency of the Phase I scope and design is that it fails to provide a terminus. The site is


Cleveland Planning Commission approves late designs for Bedrock's Cavs/Clinic riverfront project, but will building match renderings?

Top to Bottom: Populous' Renderings of Proposed Global Peak Performance Center



Above: Bedrock October 2023 Massing at Eagle Ave.
Below: Bedrock April 2024 Massing at Eagle Ave.



effectively the end or beginning of a riverfront promenade. But there is no receptor for people who will need to sit before trudging up Eagle Ave. to get back to transit or car, and there is no amenity space for refreshment - or public rest rooms. Contrary to the hype, this facility is really not for the public.

In the initial massing renderings presented in October 2023, the sequence of descending Eagle Avenue to get to the river was open and inviting though portions of the facility crossed the street overhead. Now, however, that experience is more of a tunnel with a degree of compression that the initial massing design did not impose.

Cleveland deserves a pleasant riverfront with active public uses, places to sit, watch river traffic, eat and enjoy a beverage. The Bedrock facility design presented checks none of those boxes.

Hype BS: Dan Gilbert spouted a narrative that the Phase I project is a first step in creating "a growth-oriented neighborhood." No, Dan, it's not.

In August 2023, Bedrock stated that its riverfront project envisioned up to 3.5 million square feet of new buildings including several residential towers and approximately 1.4 million square feet of mixed-use facilities - retail, hospitality, office, entertainment, community and commercial uses. Given the dire state of retail, multi-family and office markets in downtown Cleveland with massive vacancies and our multi-family market slamming on the brakes, there is no demand whatsoever for any new facilities in these use categories.

The first phase of new construction – the Cavs relocated practice facility, was also to be accompanied not only by a Cleveland Clinic sports health center, but also a high-rise hotel and a residential building that could include condos. The latest presentation backtracked from that initial scope representation by calling the practice/ sports facility Phase 1A.

Clevelanders became familiar with Gilbert's history of backtracking when he told us that locating the casino in the Higbee Building was only temporary while he built a new one on the river. Twelve years later, that is not even in Phase I or Phase IA.

Bedrock also is planning an office tower – in a market with 2.7 million square feet of vacant office space – because Gilbert's large and local Rocket Mortgage offices face a Dec. 31, 2026 lease expiration at the Higbee Building. Vici Companies bought the Higbee complex from Bedrock in 2020. Gilbert does not like to pay rent to non-Gilbert-owned companies.

So far, this project bears no resemblance to a "neighborhood." In May 2024, *Crain's Cleveland Business* reported that Cleveland still lags in job recovery.

It appears that "growth-oriented" is a long way off.

Paying For It: Bedrock and the Cavs want to tap the city's TIF district funds which allows the city to borrow against future property-tax growth to pay for public infrastructure projects along the riverfront, the lakefront and in between. Money from that TIF district can only be used for things like sidewalks, green space, utilities, roads, riverfront retaining walls and public parking garages. The city is already paying to replace the river's bulkhead on its property with $3 million from Cleveland's ARPA funds and another $2 million from the ODNR.

NEOTrans has estimated the facility's cost at $75 million. Cleveland deserves more, particularly from wealthy owners. Gilbert currently sits on $7 billion in personal assets and he has already spent $7 billion on downtown Detroit. The Cav's revenue in 2023 was $343 million with a net income of $74 million. The so-called non-profit Cleveland Clinic had $14.5 **billion** in income last year with a profit of $911 million. The Clinic works hard every year use its substantial 'profits' to build lavish facilities all over the world – it ran out of locations in Cleveland – in order to maintain its tax-exempt status with the IRS. In addition to Las Vegas, the Clinic is now in Toronto, Florida, London and Abu Dhabi. Just in the US, the Clinic has 305 locations in 102 cities in four states.

Next Step: 1. The Cavs and the Clinic need to solve the puzzle of the ground floor facing on the riverwalk with something other than a screen wall to hide the cars of the wealthy Cavaliers. And it needs to be something genuine and more effective than Playhouse Square's pathetic shadowboxes at their parking garage on Euclid that kills the pedestrian zone between the Lumen and the Hanna Building.

2. The riverwalk terminus needs enclosed people space, public rest rooms and a refreshment center – at a minimum. An outdoor terrace with food and beverage service would be appropriate if this facility really means that it intends to create something that contributes to a feeling of 'neighborhood' and provide a place for people to 'embrace the river.'

3. Populous and their clients need to develop their design to incorporate curved materials so that their renderings are not dishonest.

4. The connection between the core and the river needs *at least* a second access point north of the new facility also. And it needs to be something far more friendly than a continuous 25' drop.

The Design Review Committee and Planning Commission need to require meaningful improvements to this project's design before allowing it to proceed further. But the CPC displayed its toothless smile and low design standards by approving the preliminary design 6-0 on 13 May 2024. Stay tuned.

BOOK REVIEW: Thomas Heatherwick:

"HUMANIZE: A Maker's Guide to Designing Our Cities," Simon & Schuster, 2023:

Thomas Alexander Heatherwick, CBE RA RDI HonFREng is an English designer and the founder of London-based design practice Heatherwick Studio. He works with a team of 200+ architects, designers and entrepreneurs from his studio in King's Cross, London.

After primary school in Wood Green, he attended the Rudolf Steiner School Kings Langley, in Hertfordshire, which emphasizes gardening, handcrafts, and the performance art of eurythmy, and Sevenoaks School in Kent. He studied three-dimensional design at Manchester Polytechnic and furniture design at the Royal College of Art (RCA).

Heatherwick founded Heatherwick Studio in 1994 after his graduation from the RCA. His signature projects include the controversial Vessel at New York's Hudson Yards, the Hive, 1000 Trees, Google's London HQ, the UK pavilion at Expo 2010, the renovation of the Hong Kong Pacific Place, and London's new double-decker bus.

Heatherwick's (TH) new book is a manifesto in three parts. Part I: His thesis is that we are making boring cities by making boring buildings. His book is a traveling collage of candid photos to prove his points.

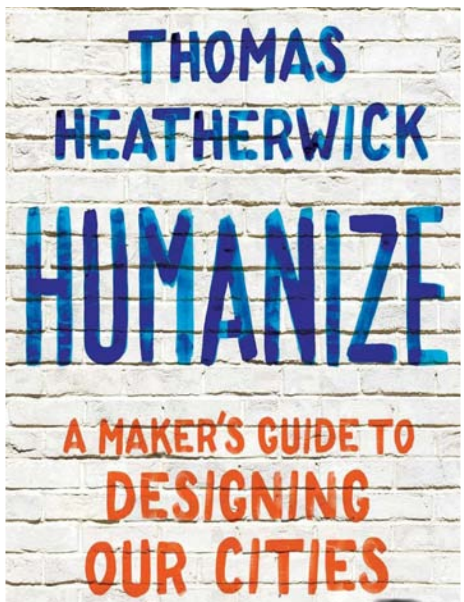
He begins with Gaudi's efforts in Barcelona, esteeming complexity over repetition, and Shostakovich's Prelude No. 1 for Piano over the Beatles' *Yellow Submarine* as examples.

He observes that in the early decades of the 20th century at the very same time Gaudi's Casa Mila and Vancouver's Marine Building by John Y. McCarter were being designed and built, "there was an astonishing revolution in the way we thought about buildings. A radical new set of ideas about how they should look swept through academic and professional circles, and then took over the world. The result was catastrophic."

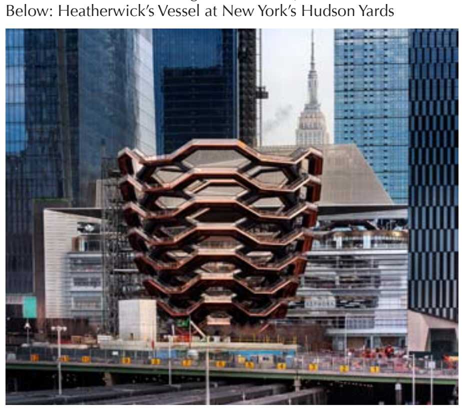
TH offers the anatomy of the catastrophe with 30 pages of examples, contrasting the emotional results from boring and non-boring results. Boring causes us stress and makes us sick. Boring is too flat, too plain, too straight, too shiny, too monotonous, too anonymous, too serious.

TH is not unscientific in his thesis with references to *Scientific American* findings and research from Kings College to point out that an excess of boredom makes it more likely that people will adopt extreme political views.

Part II: How the Cult of Boring Took Over the World: TH begins with Rome's Pantheon, still after two thousand years is the largest unreinforced concrete dome in the world with 7.5 high doors that open and close perfectly that with all of our advanced technology he could not duplicate those same doors today.



Above: Heatherwick's Google London HQ
Below: Heatherwick's Vessel at New York's Hudson Yards



WWI left a generation in a state of shock and disillusionment in Europe. Industrialization was spreading with new inventions – the machine gun, cinema, the car, the telegraph and the airplane which were 'redefining the apparent limits of nature.' This challenged our values and assumptions about the past. Modernists appeared who invented brand new representations of the modern world in painting, sculpture, literature, poetry, music and dance. And architecture.

In Architecture, the stool of Vitruvius – Strength, Utility and Beauty – lost the Joy leg. TH cites LeCorbusier as the God of Boring. Corb advocated his truth of straight lines, right angles, no ornament, no decoration – in TH's eyes - which produced no more sense of place. Corb felt old cities should be replaced with huge apartment blocks surrounded by parkland. And TH marvels that Corb on one hand could produce Ronchamps and then on the other, devote his enormous volume of writing and practice dominated by boring standardization. TH believes that a significant contributing factor to the catastrophe is that modern architects think boring buildings are beautiful.

This is because at university, too much emphasis is placed on elite architectural theorists. TH uses an "impressively obscure" and irresponsible quote from Jacques Derrida to prove effectively his point. Architectural education system "creates architects who think new versions of the same things that past architects have thought" do the trick.

The architectural profession and public cannot agree on what a 'beautiful building' actually is. Dr. David Halpen's study had architecture students and the public rate the attractiveness of people. The correlation was very high. With buildings, the correlation was "low and insignificant."

Both groups agreed on what buildings were attractive, but "there was almost no correlation between the two sets of preferences." The cause is the education of architects. The gap between the architects and the public grew wider he longer they were in university. TH asserts that architectural education encourages blind conformity, not creativity – "brainwashing."

TH believes that modernist architecture is a cult. He characterizes architectural faculty as "miseducated professionals (who) have dumbed up ... stuck in an intellectual cul-de-sac, spreading the same old inhuman values…" TH admits that he is not an architect by educational and legal standards. Neither were Corbu and Mies.

Industrialization triggered a shift from artisan building to mass production. New materials and building methods affected everything. Then there

BOOK REVIEW: Cont'd:

was WWII. In Germany, 70% of housing was destroyed – 19% in Japan. The need for cheap fast housing was critical in Europe. “The past was unwanted and so was its building styles.” Germany built 714k housing units in one year – five million in the decade after the war. “The outcome, however, was less than impressive.”

The design-build movement that evolved values only time and money.

TH: “Building designers have unwittingly surrendered their understanding of the insides of buildings, to the point where they no longer know how to infuse them with mood and feel,” which has been taken over by interior designers and artists.

TH believes that the problem is not only architects. Society keeps on choosing to see value principally in cost and efficiency; “Boring buildings must become a vote-loser for politicians and we must insist that planners and developers provide better buildings in which to live work, learn, heal, worship so society can change.”

Part III: How to Humanize the World: “A building should be able to hold your attention for the time it takes to pass it. It must be interesting from a city distance (40 meters), street distance (20m) and door distance (2m).”

1. How users feel about a building is a critical part of its function.

2. We must design buildings with the hope and expectation that they will last 1000 years.

3. We should concentrate the building’s interesting qualities at the two-meter distance.

TH notes the Victorian and Georgian architectural pattern books of the 1700’s in Britain which helped architects create interesting buildings - easily – with a system of visual complexity. Modernists threw them away.

“Today’s designers often end up creating boring buildings because they have been robbed of the wisdom and the convenience that the system of pattern-book thinking could give them.”

TH’s examples of and in his own work are interesting. TH’s essential thesis is our buildings now “aren’t emotionally nutritious enough.”

Heatherwick’s book is a photo-essay manifesto that compels us to rethink the architectural profession and education of architects. He recalls Thomas Graham Jackson (1892), an architect and professor of art, who railed against isolation of architecture from the sister arts of painting and sculpture – just like Eero Saarinen and Frank Gehry.

TRANSITIONS: OLD BROOKLYN CHURCHES

Old Brooklyn Methodist & U.C.C. Churches May Be Saved:

The commercial, medical, cultural and spiritual center of Cleveland’s Old Brooklyn has been the section of Pearl Road that has the Broadview and Memphis Road terminations for the past 100 years. One block south of Memphis is the community’s public library and a few hundred yards south from there is the extensive and exuberant Our Lady of Good Counsel Catholic Church, school and rectory. The Pearl Road United Methodist Church has been on the site for 209 years.

Deaconess Hospital, now a part of the Metro General family, is to the east at the Memphis intersection. Commercial/ retail buildings front on Pearl Rd. to the north on both sides almost to the valley with the Cleveland Zoo.

A large missing tooth in the smile is the void left from the demolition of the 2100-seat white terra cotta Broadview Theatre at the west side of the Broadview Road intersection, which closed in 1987 and was demolished a few years later for a Family Dollar store. Across the street from the churches to the south was a landmark family cash-only restaurant for decades, the Glenn Restaurant, which closed in June 1999.

The northwest corner of Memphis and Pearl has been the St. Luke’s United Church of Christ and the brick and stone Neo-Gothic Pearl Road United Methodist Church. Due to a declining congregation, St. Luke’s closed in 2014 and was put up for sale. It was listed at $300,000 but the owners turned of the utilities in 2016 which enabled further decay.

With no offers, the church *raised* the asking price which pushed prospects away. The Old Brooklyn Community Development Corporation (OBCDC) was interested but unable to justify the asking price as the property needed an estimated $1 million to structurally stabilize the building, to say nothing of needed accessibility, HVAC and electrical repairs.

After six years, the church lost its tax-exempt status, forcing a donation to the Cuyahoga County Land Reutilization Corp. OBCDC secured rights to acquire the property with the hope of redeveloping the property to benefit the community which has not seen any investment of consequence in fifty years. The church is not a protected historic place, but it is located in the South Brooklyn Commercial District which is listed on the National Register of Historic Places.

In January 2021, through the Cuyahoga County Land Bank, OBCDC signed a purchase and sale agreement for this historic property. Thus began multiple years of strategic brainstorming and development of plans for its future use. In spring of 2021, OBCDC also obtained 3426 Memphis Ave., the commercial building immediately adjacent to the church property to the west.

Top: St. Luke’s United Church of Christ
Middle: Proposed Desmone Redevelopment
Bottom: The Demolished Broadview Theater

Local Councilman Kris Harsh held community meetings to solicit input on community needs and interests. OBCDC asked for proposals from developers, and came out with a plan in February 2021. That proposal, which called for the property to be almost completely demolished and replaced with new affordable housing, would have changed the landscape of this historic and beloved corner, and it met with significant resistance.

The community at large was in an uproar with some people even saying they would “chain themselves” to the building in front of the bulldozers. Many older residents understood the benefits of redesigning the property but disagreed with total demolition.

Connie Ewazen, president of the Historical Society of Old Brooklyn, said, “In my mind this is sacred land, one of the few gems in Old Brooklyn.” The proposal was not awarded the tax credits.

TRANSITIONS: OLD BROOKLYN CHURCHES TO BE SAVED, continued:

OBCDC went back to the drawing board to come up with additional proposals. Two groups responded - the Desmone Group out of Pittsburgh and the Yablonsky Group from Cleveland, both of whom work with architects who specialize in historic preservation, submitted proposals. They each to different degrees emphasized the importance of retaining key historical elements and architecture while incorporating modern amenities and functionality.

The OBCDC board reviewed two proposals from development groups after receiving input from over 275 community members through an online survey and an in-person community meeting.

The earlier proposal from Cleveland-based NRP Group was rejected as it proposed the demolition of the 119-year-old St. Luke United Church of Christ, 4216 Pearl, and the Greenline commercial structures, 3426-34 Memphis, to build 45-50 apartments over a 3,000-square-foot ground-floor commercial space.

Desmone competed against a plan by Cleveland-based Cumberland Development, Sandvick Architects and Jera Construction who proposed to preserve and repurpose all existing structures. Those historic buildings were proposed to be renovated using a variety of tax credits and private equity to deliver 32 apartments and 8,000 square feet of commercial space.

The Desmone proposal, while razing the Greenline buildings and St. Luke's 1925-built school, will preserve and repurpose the abandoned St. Luke sanctuary as a commercial structure. Desmone proposes to replace the Greenline buildings with a five-story building with 74-80 market-rate apartments over several storefronts.

Either proposal would not threaten the adjacent Pearl Road United Methodist Church (PRUMC) but might repurpose a portion of it with apartments and share some of its parking lot. The PRUMC congregation has been in existence for 208 years and has been at that site since the 1840's, albeit in different structures.

The proposals were presented to the residents, stakeholders, the OBCDC Real Estate Committee, and the CDC board of directors. The CDC held multiple town hall meetings and online forums where residents of all ages could voice their concerns, ideas and aspirations for this historic property to ensure everyone had a voice and could feel respected.

Ultimately, the CDC decided to go with the Desmone Group's plans which residents viewed as bringing new uses to the property while preserving the much of the institutional and physical history. When the final community meeting was held to unveil the new plans, the developers listened intently to the community's ideas of what else they could incorporate

Above: Desmone Proposal Rendering
Middle: Project Site Plan
Bottom: St. Luke's United Church of Christ

into the design. Most community members were excited about the plans for market-rate apartments, green space and storefronts, but some were hesitant about the brewery proposed for the saved St. Luke's sanctuary. In community discussions, there was a feeling that a brewery should not be in the plans, in part due to the outcry over a former sanctuary being filled with beer tanks and in part due to a concern about whether the business would be financially sustainable.

A family-friendly restaurant or hotel was suggested instead, a place where all ages could be welcomed and break bread together. Other ideas included art space and rentable community rooms. While change is necessary, most felt the need to preserve the historical significance and dignity of the property. The CDC and developer appear to have built trust with the community with their willingness to adjust plans based on feedback.

The project is now attempting to arrange for financing. In October 2023, Cleveland City Council approved a $2.5 million grant for gap financing along with a $250k gift from the city due to a July promise to somehow create 237 jobs.

The community has agreed on a proposed scope which is projected to cost $31 million, and would add 80 market rate apartments, 6,000 square feet of community green space, 20,000 square feet of new retail, and a large brewery/restaurant. The project also includes the redevelopment of St. Luke's Church into a mixed-use space incorporating apartments, green space and storefronts has been approved by the community.

The design of the new housing from Desmone of Pittsburgh is no prize. The new housing units fail any test for compatibility according to US Department of the Interior standards for development in historic neighborhoods that have been around for decades which could have rendered the project eligible for historic tax credits. The five-story apartments tower over the church and one- and two-story commercial structures in the neighborhood and the materials, massing and fenestration clash with the neighborhood and churches' vernaculars.

Desmone's design accepts an historic property in the center of Old Brooklyn downtown, but snuggles up a large, flat and stylistically disconnected apartment building to the neoclassical U.C.C. Church.

The good news is that a segment of the community's rich and aged past will be retained. The bad news is that an historically compatible project design that could/ would have been delivered by the Cumberland/ Sandvick/ Jera team will go unrealized.

The project's breakdown reflects 23 studios, 42 one-bedroom units, and nine two-bedroom suites measuring of 500-1,000 square feet with monthly rents ranging from $1.98 to $2.06 per square foot, according to Desmone's proposal. There could also be about 3,600 square feet of apartment amenity space, 6,500 to 9,600 square feet of retail/restaurant space and 6,500 to 9,600 square feet of community space. The latter could involve a neighborhood health care clinic.

It is too soon to tell if the community's stated objectives of creating a place that reflects the shared values and aspirations of the diverse Old Brooklyn community will be achieved with genuine success.

Below: St. Luke's United Church of Christ

TRANSITIONS: Herold Building & Record Rendezvous Update:

In April 2024, the owners of the Record Rendezvous Building at 300 Prospect Ave. came forward with plans to renovate the building for a marijuana dispensary and apartments. The building sits among four buildings that have been vacant for a decade.

Klutch Cannabis from Akron has presented drawings to the Downtown Design Review Committee for a first floor dispensary and offices on the second floor with apartments on the top two floors to follow as a second phase.

The project received an allocation of Ohio State Historic Preservation Tax Credits last December due to its significance as the place of business for Leo Mintz's Record Rendezvous which supported R+B and early rock music, and Mintz who coined the term 'rock-and-roll.'

The City of Cleveland has been pressing owners of the four buildings to work together to renovate the block. Previously, the City has tangled with the owners of the Herold Building to the immediate east.

Those owners have been trying to demolish their building for a number of years but the city wants them to renovate or restore it. It has been vacant for years along with its historic neighbors. In March 2024, the Cleveland Planning Commission refused a request for a demolition permit for the four-story Herold structure.

It is unclear at present if the 310 Prospect building's pending renovation will compel the City to be more accepting of any of the alternative proposals put forth by Herold Building owner L&R Group of Companies for 310 Prospect.

Those alternatives range from the demolition of the building and construction of a new one-story building to also include the adjacent parking lot off of East 4th Street with a massive electronic billboard above to two-, three-, four- and six-story replacement buildings with apartments.

Klutch Cannabis currently has marijuana dispensaries in Canton and Lorain. The Prospect location must be authorized by the State of Ohio for use as a medical marijuana dispensary.

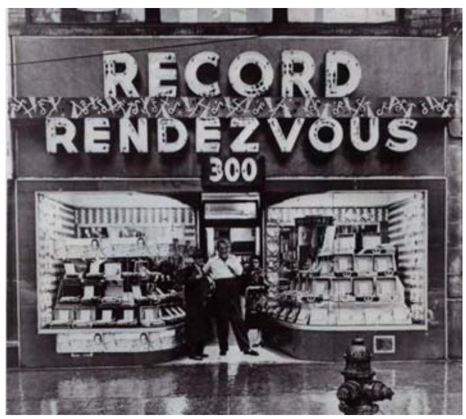
The Record Rendezvous building dates from 1908 while the Herold Building was constructed in 1905. Mintz formed Record Rendezvous in 1938 and moved to the Prospect location in 1945. He stocked early R+B records and his store became a listening post and a destination for those interested in new sounds.

Mintz coined the term 'rock and roll' to de-stigmatize the labels given to the music from the South at that time that had racial overtones. The the term has often been incorrectly attributed to WHK disc jockey Alan Freed. Bobby George and Weston Inc. acquired the Mintz building and have been attempting to redevelop the block for years.

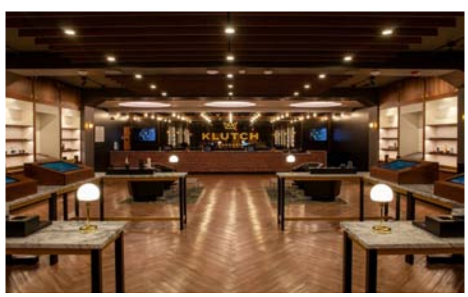
Above: Herold and Record Rendezvous Buildings

Above: Record Rendezvous Storefront
Below: Record Rendezvous Interior

Above: 2021 NBBJ Rendering of a renovated Herold Building
Below: Vintage Record Rendezvous Storefront



Above: Record Rendezvous Listening Area
Below: Moondog Coronation Ball Poster
Bottom: Moondog Coronation Ball



Above: Klutch Cannibas Dispensary
Below: Herold Proposed Renovation Rejected by City of Cleveland Planning Commission