Cleveland Neighborhood Progress
Cleveland Neighborhood Progress ➔ New Village ➔ Village Capital
In January ('17), we began a shared journey to increase our collective understanding of structural inequality and how to confront it in Cleveland.
RACIAL EQUITY & INCLUSION

1. Arrive at New Awareness
2. Build Awareness
3. Gather Information
4. Analyze the Information Gathered
5. Create a Vision & Plan
6. Work the Plan
7. Evaluate Your Actions

REI
racialequityinstitute, llc
More Clevelanders live in vibrant, inclusive, climate resilient neighborhoods.
REHAB GOAL

Work with partners to facilitate one thousand strategic rehabs and oversee systemic changes to improve residential values.
SLAVIC VILLAGE REDISCOVERED REHAB PROGRAM
Work toward every Cleveland Neighborhood having equitable access to comprehensive recreational amenities.
Support and promote sustainable and equitable land use decisions and increase development activity and job creation within TOD buffer.
TRANSIT-ORIENTED DEVELOPMENT
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L.A. VILLA HISPANA

Priority: High (#1)

Overview
Centered around the intersection of West 75 with Clark Ave, La Villa Hispana is a long-cultivated collective vision for a vibrant, authentic, and inclusive Latino cultural district in the heart of the Clark-Fulton neighborhood. When established, La Villa Hispana will serve as both an anchor and a magnet for cultural tourism. This district will not only serve as a cultural, social and economic hub for the community in Cleveland and throughout Northeast Ohio, it will establish Cleveland’s Latino community as a valuable asset and enable Latino residents and stakeholders from across the nation to share their cultural heritage with visitors and with each other.

This vision is founded on a shared commitment to development without displacement. As such, La Villa Hispana will cultivate an environment where all residents, regardless of socioeconomic status, educational attainment, race, ethnicity, religion, or lifestyle are invited to put down roots and invest in the neighborhood. The vision seeks to attract and unite diverse stakeholders that are committed to establishing a La Villa Hispana as a cultural, business, arts, educational, and civic center that pays homage to Latino history and heritage.

Assets
This node is anchored at W75 and Clark Ave, by the former US Bank building, which is home to the Hispanic Alliance, Hispanic Business Center, and Esperanza among other agencies. There is no street-level retail and commerce, extending from three in all directions, but in particular there is a strong potential for West along Clark Ave. and South along W75 towards MotorHealth. Additional assets include:
- Lincoln West High School
- Lake Muncie Men’s Academy
- Northside Legal Language
- Scranton Elementary
- Walton Elementary
- Immigrant School
- Esperanza
- Needs of Literacy
- Carnegie Branch CPL
- Clark Recreation Center
- Boys & Girls Club
- YMCA
- LULACDOAP
- Hispanic Alliance
- Hidalgo Building
- Hispanic Business Center
- Northeast Ohio Hispanic Chamber
- Good Samaritan
- St. Michael’s
- St. Roscio
- Scranton Bible Church
- Aragon Ballroom

Strengths
This node anchors the densest Hispanic enclave in all of northeast Ohio, meaning that one of the core strengths of this node is the vibrancy and dynamism of Hispanic cultures, as expressed by area residents. This node also benefits from residential density, the walkability of the Clark Ave, retail district, good tree-lined streets, proximity to employment centers such as MotorHealth, Nestle’/Louisiana, Tri-C, and the Market District. Home to many dynamic, faith-based organizations, a high density of bilingual services, including Hispanic Business Center, and Hispanic Alliance and a growing support system for creatives and entrepreneurs (anchored by the Westside Collective and Hispanic Business Center) the La Villa node has tremendous energy, momentum and potential.

Challenges
The La Villa node is held back by a lack of infrastructure investment, lack of east-west transit connectivity, low transit ridership with inconsistent wait times and poor Transit Walking Environment, commercial vacancy and blight, under performing schools and recreation facilities, real and perceived crime and the lack of a well-recognized brand or identity. The housing market is challenged due to aging, housing stock, high rates of vacancy and foreclosure and the lack of quality education and recreation options. The area lacks significant neighborhood green spaces and is bordered by highways making it a challenging area to navigate for taxi and pedestrians. The ethnic and economic diversity of residents, which is clearly a strength of this node, is also at times challenging in terms of engagement, connecting across cultural boundaries and the building of consensus among community needs and plans, and poses a particular challenge to service providers.

Working Group Recommendations
Commercial
- Designing and Launch Open-Air Market (La Plaza) in 2015
- Design, Fund, and Install District Banners
- Convert Existing Homes into Businesses (East & Westlar Homes)
- District Parking
- Hispanic Cultural Center
- In-use Underpark Commercial Proper Rez
- Business Incubation/Start-Up Space
- Hispanic Arts District (Economic)
- Bid to do Green and Safe Program
- One “Lead” District Self-Resilience Where People Feel Safer to Socialize

Education
- Advocate for Improvements to Area Public Schools as CMSD Facilities Planning Process
- Develop and Launch Latino Literacy & Lecture Pop-Up Event Series
- Define After School Options Available at Hispanic LAMADOAP
- Exploit School Building as Community Centers After Hours/Weekend
- Establish Teen Center
- Support Groups

West Community Access Safety at Recreation Sites
- Lighting
- Ownership Program
- Nonprofit Attraction, Design and Production
- West Overland
- Income Housing Program
- Gateway Marketing

Schedule for Regular Updates:
- Status of Bus Service (Ruth Hames)
- Feasibility of W75 Circulator
- Feasibility of Tech – Real Time Arrival Gional Schedules at Stops
- Service to Major Destinations:
  - Zoo, MetroHealth
  - Address Bike/Ped Plans
  - Street Improvements
  - Bike/Ped Trails
  - Traffic Improvements
  - Green and Safe Program
  - Grant-Led LED Signs
  - Our Priorities
  - Transit Riders to Get Their Ideas

- Cultural Ethnic Amenities
- Cultural Destination
- ESL Programming
- Hispanic, Dual Language Ed
- Lincoln West High School
- Skills to Life Experience and Transition
- Workforce Development Opportunities

Cleveland Neighborhood Progress
Improve climate resiliency across Cleveland neighborhoods, with particular focus on four.
Increased Temperatures:
Higher temperatures will increase the number of heat-related deaths, exacerbate air pollution, and reduce water quality in Lake Erie.

Changes in Precipitation Patterns:
This may cause flooding, sewer overflows, poor water quality, and increase maintenance costs.

Extreme weather events:
Weather-related threats include severe storms, flooding, lake-effect snow, tornadoes, and temperature extremes. A warming climate, and decreasing ice cover on Lake Erie, may increase the frequency and intensity of these extreme weather events, threatening human life and causing property damage.
Achieve a 2% increase in net residents.
With a Neighborhood Solutions Grant, Midtown Cleveland is doing a comprehensive equity audit of their real estate development approach.
GRANTING

• What structural factors reinforce disparity?

• At what points in the development process is implicit racial bias most likely to influence decision-making?

• Where in the development process can we offset uneven positional power, elevate voice and influence on the part of African Americans, and facilitate "equal status contacts" at the decision making table?
Reimaging Cleveland forced rust belt cities to change their thinking around vacant land; all of a sudden the vacancy was an asset to be leveraged.
In order to fully embrace REI into our development activities, we had to revise our basic approach to due diligence.
### Mission Factors (50%)

**Pct.**

<table>
<thead>
<tr>
<th>1. Project Location</th>
<th>10</th>
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</thead>
<tbody>
<tr>
<td>Estimated Cleveland Neighborhood</td>
<td>10</td>
</tr>
<tr>
<td>Westside Cleveland Neighborhood</td>
<td>8</td>
</tr>
<tr>
<td>Downtown Cleveland</td>
<td>6</td>
</tr>
<tr>
<td>Lakeview Cleveland Suburb</td>
<td>4</td>
</tr>
<tr>
<td>South Euclid</td>
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<tr>
<td>Holtsburg</td>
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<table>
<thead>
<tr>
<th>2. Physical &amp; Capacity Development</th>
<th>10</th>
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<tbody>
<tr>
<td>Strong Core with Northeast Development Capacity</td>
<td>8</td>
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<tr>
<td>Weak Core with Northeast Development Capacity</td>
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<tr>
<td>Local Development Capacity, Not in Project (Type/Scale)</td>
<td>4</td>
</tr>
<tr>
<td>No CDC/Agency in Community with Development Capacity</td>
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</tr>
<tr>
<td>Local Development Capacity, Through Promote CDC/Agency</td>
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<tr>
<td>Local Development Capacity, Not in Project (Type/Scale)</td>
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<table>
<thead>
<tr>
<th>3. Alignment with Mission</th>
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<tbody>
<tr>
<td>Absolute Alignment with Both NRA, CVP Missions</td>
<td>8</td>
</tr>
<tr>
<td>Partial Alignment with NRA Mission Only</td>
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<tr>
<td>Complementary Alignment with Both Missions</td>
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**Indirect Alignment**

### Equity Investment (20%)

<table>
<thead>
<tr>
<th>Equity Investment</th>
<th>Pct.</th>
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<tbody>
<tr>
<td>Less than 25% of Available Funds</td>
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<tr>
<td>Less than 50% of Available Funds</td>
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</tr>
<tr>
<td>Less than 75% of Available Funds</td>
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<tr>
<td>Less than 100% of Available Funds</td>
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### Financial Security (15%)

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Project Financing Secured through Project</td>
<td>4</td>
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<tr>
<td>Project Financing Guaranteed by NRA</td>
<td>2</td>
</tr>
<tr>
<td>Project Financing Guaranteed by CVP</td>
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### Risk Management (5%)

<table>
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<th>Risk Management</th>
<th>Pct.</th>
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<tbody>
<tr>
<td>Continual Support</td>
<td>3</td>
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<tr>
<td>High Potential for Loss</td>
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</tr>
<tr>
<td>Unknown Partners</td>
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### Qualifying Criteria (5%)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Pct.</th>
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<tbody>
<tr>
<td>Project located within a Designated Federal Project Area</td>
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### Political Relationships (5%)

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Pct.</th>
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<tbody>
<tr>
<td>Project could develop or repair an important relationship</td>
<td>4</td>
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<tr>
<td>Project could extend an existing relationship</td>
<td>2</td>
</tr>
<tr>
<td>Project could repair an existing relationship</td>
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<tr>
<td>Project could be impacted by electoral factors</td>
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### Program Risk (5%)

<table>
<thead>
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<th>Risk</th>
<th>Pct.</th>
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<tr>
<td>Would failure result in a significantly diminished reputation</td>
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<tr>
<td>Project could successfully complete lead to additional work</td>
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### Business Factors (10%)

<table>
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<tr>
<th>Business Factors</th>
<th>Pct.</th>
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<tbody>
<tr>
<td>Expected Developer Fee: &gt;10% (FTS Work)</td>
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<tr>
<td>Expected Developer Fee: 0-10%</td>
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</tr>
<tr>
<td>Expected Developer Fee: 2-10% (FTS Dissolution)</td>
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<tr>
<td>Deferred Developer Fee: 5-10%</td>
<td>4</td>
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<tr>
<td>Deferred Developer Fee: 2-5% (FTS Cost)</td>
<td>2</td>
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<tr>
<td>Expected/Deferred Fee: 1-2%</td>
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### Project Scoring

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
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<tbody>
<tr>
<td>Mission</td>
<td>50</td>
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<tr>
<td>Business</td>
<td>50</td>
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<tr>
<td>Total</td>
<td>100</td>
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</table>
“The former Saint Luke’s Hospital building is what intentional, comprehensive community development looks like and it’s happening in Cleveland.”
DEVELOPMENT
MACRO
REHABS
REC EQUITY
TOD
RESILIENCE
GROWTH
MECRO
GRANTING
NT
MICRO
SERVICES

AREA INVESTMENT

MODEL BLOCKS

CITIRAMA ($2.4M)

LEGACY AT STL POINTE ($3M)

SAINT LUKE'S PHASE II ($17.9M)

SAINT LUKE'S PHASE I ($21.6M)

INTERGEN PLAYSCAPE ($250K)

INTERGEN GARDEN ($60K)

SAINT LUKE'S, PHASE III

HARVEY RICE ELEMENTARY ($16M)

CAMPUS ($1M)

RICE LIBRARY BRANCH ($6M)

THE MEWS CONNECTION ($0.5M)

E116 RTA STATION ($4M)

METROHEALTH

BUCKEYE PLASMA CENTER ($3M)

SUPPORTIVE HOUSING ($12.6M)

ART PARK ($200K)

MORELAND THEATER ($7M)
The Community Financial Center provides Cleveland residents 1-on-1 financial counseling to allow them to control their economic future.
Welcome to The Community™

"Now I'm in control of my own future."

How can we help you today?

Establishing/Improving Credit

New to The Community? Watch our about video below
We are as balkanized and chaotic as most places, but it is our job to facilitate conversations and promote the ideas that will move Cleveland forward.