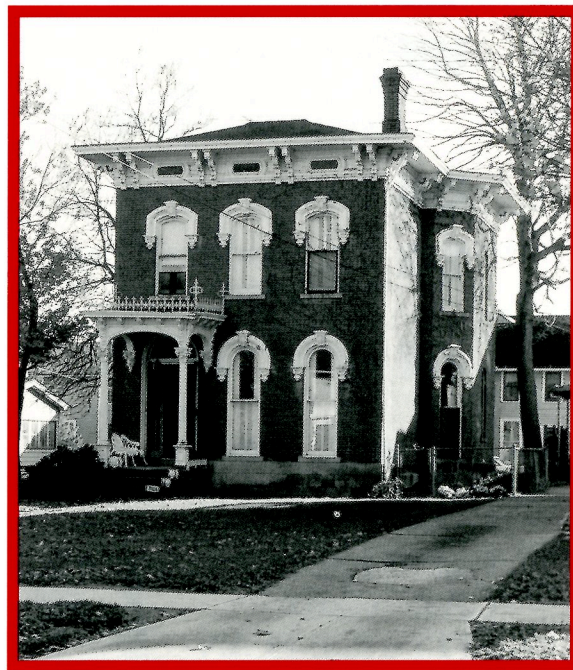


REGION VI

Stable neighborhoods, well-maintained single-family housing, historic architecture and the Metroparks Zoo are among the positive images commonly associated with the area of south central Cleveland included within Region VI. These images are weakened, however, by the lack of a full-service retail shopping district and increasing repair needs associated with an aging housing stock. The Citywide Plan seeks to enhance the area's current strengths through a strategy which emphasizes consolidation and upgrading of retail development, complemented by a targeting of housing code enforcement efforts.

LOCATION

Region VI is an 8.4-square mile area located west of the Cuyahoga River and east of the City of Brooklyn in south central Cleveland. Its



The Italianate house (ca. 1850) at 3101 Archwood Avenue is among the oldest remaining buildings in the Brooklyn Centre Historic District.

boundaries are drawn to include City Council Wards 15 and 16 (as in effect from 1981-1991). Region VI encompasses all of the Archwood-Denison and Old Brooklyn neighborhoods and a substantial portion of the Clark-Fulton neighborhood (shown on Map 19 as "Statistical Planning Areas"). Also located in Region VI is the South Hills neighborhood, in the vicinity of West Schaaf Road.

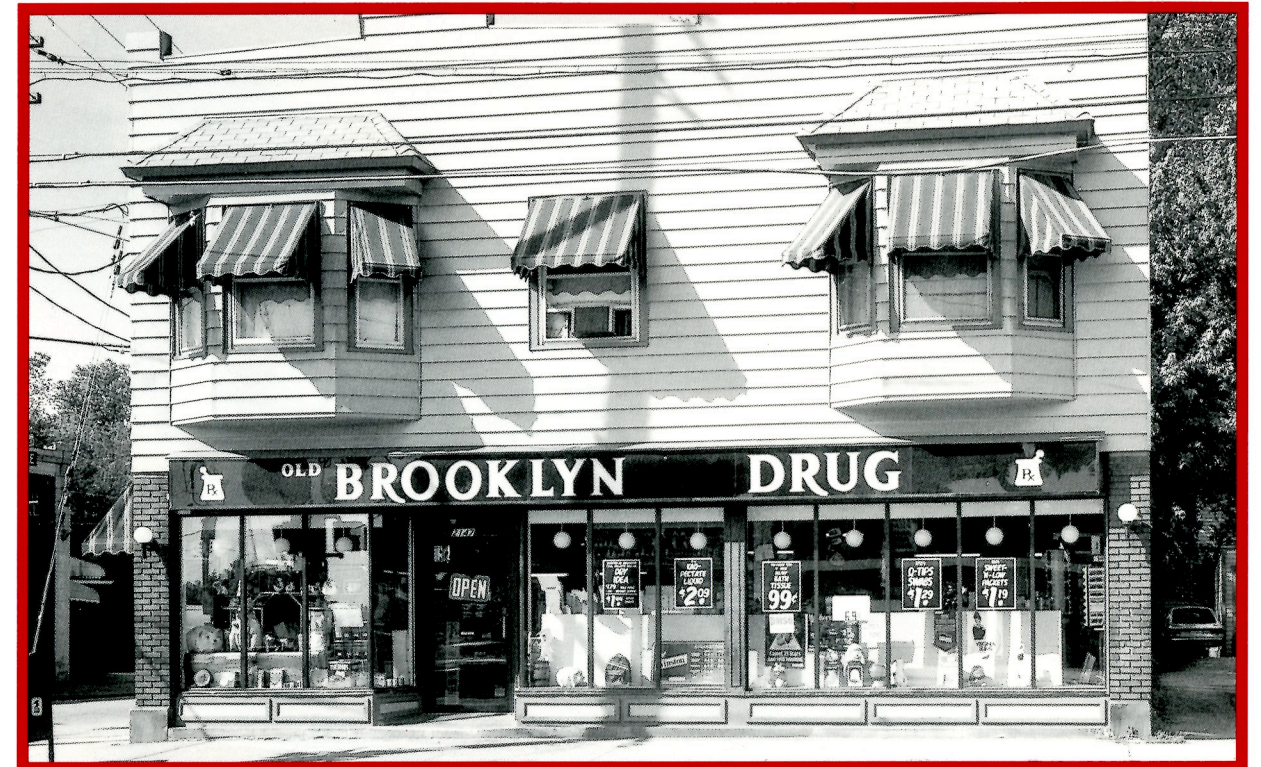
NEIGHBORHOOD HISTORIES

In order to convey a sense of historical development patterns in Region VI, brief histories of selected neighborhoods are presented below.

Archwood-Denison. The present neighborhood of Archwood-Denison was first settled in the 1820's along Pearl Street (now West 25th Street/Pearl Road), which provided direct access from this rural portion of Brooklyn Township (established in 1818) to the farmers' markets at Public Square and at the old Central Market site. Spurred by the extension of a streetcar line along Pearl Street in 1869, a substantial business district developed around the intersection of Pearl Road and Denison Avenue — an area which remains the neighborhood's commercial center.

The Village of Brooklyn, which encompassed the present Archwood-Denison neighborhood, was incorporated in 1889 but was quickly annexed to the burgeoning City of Cleveland through legislative acts in 1890 and 1894.

The oldest remaining houses in the Archwood-Denison neighborhood date from the middle of the 19th century. However, most residential development occurred during the post-annexation period, between 1900 and 1915. Today, a number of architecturally-significant one- and two-family houses line Archwood, Denison and Mapledale Avenues in an area which constitutes the locally-designated Brooklyn Centre Historic District. Also, a portion of Archwood Avenue is listed on the National Register of Historic Places. (See Map 19).



The commercial building at 2147 Broadview Road, dating from 1918, has been upgraded through Cleveland's storefront renovation program.

During the 1980's, ongoing residential renovation was complemented by a strengthening of the local business district through construction of an architecturally-noteworthy fire station, followed by development of two restaurants and the renovation of several existing businesses. Local development activity is guided by the community-based Crossroads Development Corporation, which was established in 1981 as an outgrowth of the Archwood-Denison Concerned Citizens organization.

Old Brooklyn. The earliest settlement in Brooklyn Township, outside of the Ohio City area, took place in 1814 on the bluff south of the Big Creek valley at the present intersection of Pearl and Broadview Roads — still the center of neighborhood activity in Old Brooklyn. After incor-

porating in 1838 as the Village of Brighton (e.g., "Brooklyn-Brighton Bridge"), the area was reabsorbed by the Township one year later and remained in that status until 1889, when the Village of South Brooklyn was incorporated.

The new community was advertised as a semi-rural alternative to the smoke and congestion of neighborhoods in nearby Cleveland. The trip between South Brooklyn and Cleveland was shortened in 1905 when the Pearl Road street car line was extended south across the Big Creek valley.

During the late 1880's, the area around Schaaf Road (now known as South Hills) began to develop as one of the first in the Midwest to utilize greenhouses for the growing of vegetables. By the

1920's, South Brooklyn was one of the nation's leading producers of greenhouse vegetables, with over one hundred acres under glass. Today, greenhouses occupy 31 acres of land in Old Brooklyn, with several former greenhouses providing prime sites for the development of contemporary housing.

The area now known as Brookside Park was purchased in 1894 by Cleveland's Park Board and became the permanent home of the Cleveland Zoo in 1908, when the Zoo was relocated from the Wade Park area (in University Circle). The Village of South Brooklyn lost its municipal status in 1905 when it was annexed to the City of Cleveland. Portions of the adjacent Village of Brooklyn Heights were annexed to Cleveland in 1927.

Commercial development in Old Brooklyn intensified during the 1920's, particularly along Pearl Road near its intersection with Broadview Road. The Broadvue Theatre and many nearby commercial buildings date from this pre-Depression period. Residential development continued at a significant pace from the early part of the century through the 1960's. During the late 1980's, residential development experienced a resurgence, particularly in the South Hills and Jennings Road areas.

Community-based development and revitalization activity is guided by the Old Brooklyn Development Corporation, established in 1976; Old Brooklyn's Bridge, established in 1983; and the Old Brooklyn Neighborhood Housing Services organization, established in 1986.

POPULATION

Past Trends. The population of Region VI peaked at 69,249 in 1960 and fell by 15,284, or 22%, to 53,965 by 1985. Despite the loss in population, the number of households increased until 1970 and remained fairly stable at approximately 22,500 households through 1985.

During this 25-year period, average household

size decreased from 3.1 persons to 2.4 persons; and the Region's non-white population grew slightly, from less than a half percent in 1960 to 5% in 1985. The 1985 average household income of \$23,319 was the second highest of any Region in the City.

Projections. Recommendations of the **City-wide Plan** are designed to stabilize population throughout the City. If, however, trends experienced in the 1980's were to continue, the population of Region VI would fall by 13% to 46,962 in the year 2000. The number of households in the Region would be expected to decline by 1,500 to 21,031, while average household size decreased slightly to 2.2 persons. It is further projected that the area's non-white population will increase by 2,500 by the year 2000, representing 11.2% of the Region VI population. In terms of 1985 dollars, average household incomes are expected to rise to \$25,400 by 1990 and then remain constant for the next decade.

HOUSING

Current Conditions. Strong neighborhoods and excellent housing conditions in Region VI have provided the foundation for development of significant numbers of market-rate single-family

houses during the 1980's. Although some housing deterioration and relatively higher vacancy rates characterize the area north of the Big Creek Valley, targeted rehabilitation and code enforcement efforts, especially in the Archwood-Denison neighborhood, are making a positive impact.

Region VI ranks well above the City average and second only to Region VIII (the far west side) with respect to several positive housing characteristics. In 1985, Region VI ranked second among the City's eight Regions in terms of single-family median housing value (\$37,114), home ownership (65.8%) and percentage of units in single-family houses (54.2%). The vacancy rate (4.9% in 1980), density (11 dwelling units/acre) and percentage of residential structures in substandard condition (8.2%) are the second lowest among the City's Regions.

Recommendations. Housing revitalization efforts in Region VI need to stress increased code enforcement for Old Brooklyn and moderate rehabilitation for the Archwood-Denison and Clark-Fulton neighborhoods, although elements of both strategies will be required in each neighborhood.

Major opportunities to develop new housing will be provided by the redevelopment of greenhouse

properties and development of vacant land in the vicinity of the proposed Jennings Freeway in eastern Old Brooklyn. Major sites designated for housing development in Region VI include the following (as listed on Map 36):

- 1 - nine acres of greenhouse property at the top of Jennings Road hill, proposed for multi-family or townhouse use;
- 2 - a 13-acre site just east of the proposed Jennings Freeway/Spring Road interchange, currently vacant and proposed for multi-family or townhouse use;
- 3 - 14 acres on the north side of Spring Road and West 11th Street, currently a greenhouse and proposed for single-family housing;
- 4 - 12 acres on the east side of West 11th Street near Spring Road, currently a landfill site and proposed for single-family housing;
- 5 - 10 acres on the north and south sides of Schaaf Road just east of West 11th Street, currently characterized by vacant land and a vacant greenhouse and proposed for single-family housing; and
- 6 - six blocks along State Road, between Montclair and Cypress Avenues, currently in

Table 24
DEMOGRAPHIC CHARACTERISTICS 1950 - 2000
Region VI

	1950	1960	1970	1980	1985*	1990**	1995**	2000**
Population	68,078	69,249	65,958	56,071	53,965	51,752	49,288	46,962
% Under Age 19	27.8	32.4	33.3	27.9	27.7	28.6	29.6	29.9
% Over Age 65	8.3	11.2	12.6	15.2	16.4	16.4	15.1	13.5
% Non-White	0.3	0.4	0.7	3.4	5.1	6.1	8.6	11.1
Households	20,160	22,065	22,533	22,195	22,532	22,376	21,930	21,031
Average Size	3.3	3.1	2.9	2.5	2.4	2.3	2.3	2.2
Average Income‡	—	—	—	—	\$23,319	\$25,421	\$25,528	\$25,274

*estimated **projected prior to 1990 U.S. Census ‡in constant 1985 dollars

Table 25
HOUSING CHARACTERISTICS 1950 - 1985
Region VI

	1950	1960	1970	1980	1985*
Number of Units	20,495	22,680	23,167	23,334	23,385
% Vacant	1.2	2.7	2.7	4.9	**
% Owner-Occupied	64.3	65.3	62.8	62.4	65.8

*estimated **data not available

Sources: U.S. Census; The Urban Center, Cleveland State University; Cleveland City Planning Commission.



Housing development sites in Old Brooklyn include land formerly occupied by greenhouses in the vicinity of West 11th and Jennings. (LOCATION: Sheryl Drive).

retail and residential use and proposed for multi-family conversion and development.

COMMERCIAL

Current Conditions. Commercial development in Region VI occupies 217 acres of land and approximately 2.3 million square feet of floor area located principally along eight major roads.

Due to the predominance of middle-income households, Region VI is characterized by generally healthy retail districts with relatively low vacancy levels (11.6% of the Region's total commercial floor area compared to a citywide average of 14.4%). However, the dispersed pattern of development along Pearl, Broadview, State and Brookpark Roads results in few retail areas which provide the variety of goods and

services associated with full-scale neighborhood shopping areas.

Specifically, residents of the Archwood-Denison neighborhood and the northern section of the Old Brooklyn neighborhood are under-served with regard to both basic convenience-type goods and comparison shopping goods (shoes, clothing, furniture, appliances, etc.). As a result, there is a modest but significant outflow of retail spending by Region VI residents to stores in other Regions and in surrounding suburbs.

The recent development of the 250,000-square foot Ridge Park Square shopping center in the adjoining City of Brooklyn has begun to address the shopping needs of residents of under-served portions of Region VI. However, other recent retail development activity has been limited to infill development of auto-oriented uses (such as

franchise restaurants and gasoline stations) and the renovation of Fulton Plaza and the Memphis-Fulton Shopping Center.

Recommendations. The Region VI land use plan reflects a strategy of consolidation, renovation and infill development proposed to establish three community-level shopping districts and three neighborhood-level shopping districts, supplemented by a number of smaller convenience centers. Collectively, these areas represent 182 acres of land designated for future retail use (plus additional acreage for the portion of the Stockyards Shopping Center which extends into Region VII).

The land use plan also designates portions of Pearl and State Roads and Denison Avenue, formerly in scattered or marginal retail use, for "commercial services" (businesses that serve other businesses or infrequent shopping needs), totaling an additional 36 acres.

The proposed shopping districts and associated development opportunities, as shown on Map 36, are as follows. (See page 40 for a description of shopping district;

- 1 - **Old Brooklyn (Pearl Road at Broadview and State):** consolidation, renovation and retail mix improvements of existing streetside retail businesses — supplemented by development of a supermarket and shopping center — to establish a community-level shopping district;
- 2 - **Pearlbrook Shopping Center:** renovation and retail mix improvements of existing retail businesses along Brookpark Road to permit the Pearlbrook and nearby Ridge Park Square shopping centers to function in a complementary manner as a community-level shopping district;
- 3 - **Stockyards (Denison/Ridge/West 65th/Storer):** consolidation, renovation and retail mix improvements of businesses along Denison Avenue — complemented by an expansion of the existing shopping center at West 65th and Storer (primarily in Region

VII) — to upgrade the community-level shopping district currently anchored by a discount department store;

- 4 - **Crossroads:** consolidation, renovation, and redevelopment — including construction of a 20,000-square foot shopping plaza — to upgrade and expand the existing neighborhood-level shopping district;
- 5 - **Memphis-Fulton Shopping Center Area:** renovation, expansion and retail mix improvements to upgrade the existing neighborhood-level shopping district; and
- 6 - **Broadview and Brookpark:** renovation and retail mix improvements to upgrade the existing neighborhood-level shopping district.

INDUSTRY/OFFICES

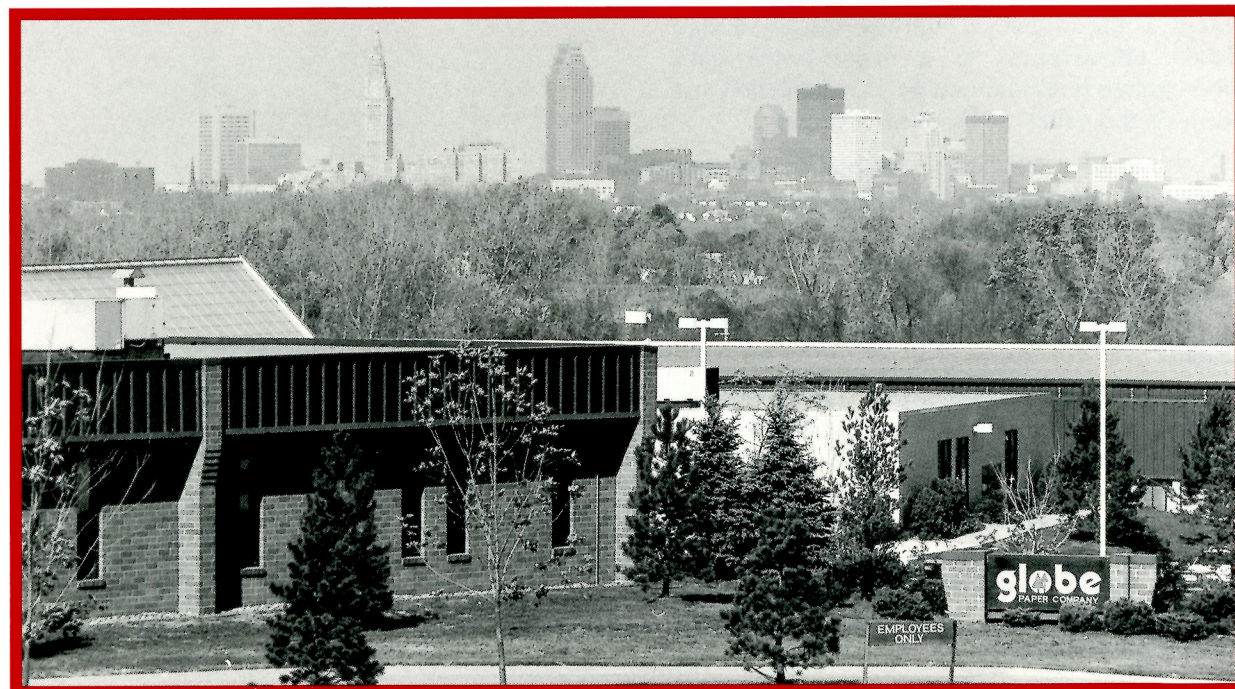
Current Conditions. Existing industrial development in Region VI accounts for 9% of all industrial land and only 2.5% of all manufacturing employment in the City as a whole. However, between 1979 and 1985, Region VI was the only one of Cleveland's eight Regions to record a net increase in manufacturing employment — from 1739 jobs to 1947 jobs. Major gains occurred in the printing and chemicals, rubber and plastics industries.

Within Region VI, older heavy industries are concentrated primarily along the Cuyahoga River and the parallel north-south rail lines. Other heavy industries are located in the east-west rail corridor extending from Jennings Road to a point west of Pearl Road and at a second site near Ridge Road south of Denison Avenue. The industry extending from Jennings to Pearl and further to the west occupies a portion of the Big Creek Valley, just east of the Metroparks Zoo, and is characterized by unsightly salvage yards and outdoor storage. Other outdoor storage uses are scattered along portions of Brookpark Road.

Development of contemporary light industry is presently occurring in the Jennings Freeway

Industrial Park in the southeast corner of Region VI. This development accounts for the area's current employment gains. The recent completion of the east-west I-480 along the Region's southern border and the anticipated construction of the north-south Jennings Freeway create significant opportunities for contemporary industrial development along the Brookpark Road corridor and the Hinckley Industrial Parkway/Jennings Road areas.

Recommendations. The land use plan for Region VI reflects a proposed increase in industrial and office land area from the current 610 acres to a year 2000 total of 661 acres. More specifically, the plan proposes to shift the development pattern so as to reduce industrial use along the Big Creek Valley (between Pearl and Jennings Roads) while increasing light industrial and office use particularly along Brookpark Road and the Hinckley Industrial Parkway.



Opportunities for contemporary industrial development in Old Brooklyn are created by the area's central location, proximity to I-480 and the proposed construction of the Jennings Freeway. (LOCATION: Jennings Freeway Industrial Park at West Schaaf Road).

This shift in the development pattern capitalizes on opportunities created by the recent opening of I-480 (paralleling Brookpark Road) and the anticipated construction of the Jennings Freeway. In addition, the plan expands opportunities for recreational use of the Big Creek Valley, thereby bolstering the demand for housing and retail uses.

Among the opportunities for future industrial and office development in Region VI are the following (as shown on Map 36):

- 1 - low-rise office development along Brookpark Road at State Road and near the proposed I-480/Jennings Freeway interchange;
- 2 - continued light industrial development in the Jennings Freeway Industrial Park and at a site to the north, along the west side of Bradley Road;
- 3 - contemporary light industrial development along Brookpark Road between Pearl and

State Roads and at a site just east of Broadview Road; and

- 4 - heavy and light industrial development along the west side of the Cuyahoga River at two sites north of Denison Avenue, as well as at sites on the northwest corner of Jennings and Bradley Roads, and east of Bradley Road, just north of the City line.

RECREATION

Current Conditions. City-operated recreation facilities located within Region VI include 25 tennis courts, 17 ball diamonds, 7 playgrounds, 5 basketball court areas, an outdoor pool and an indoor-outdoor pool/recreation center. The largest of these sites is the 111-acre Brookside Park in the Big Creek valley area. In addition, Region VI is the site of 6 school district playgrounds and the 168-acre Cleveland Metroparks Zoo.

The Estabrook Recreation Center (on Fulton Road, north of Memphis Avenue) underwent a \$550,000 interior rehabilitation during 1989 and 1990. Renovation of the outdoor facilities was also completed during 1989 and 1990. At Loew Playfield (West 29th and Oakpark), the ball diamonds were recently renovated and the outdoor pool was renovated and enhanced through the addition of a spray fountain.

Service Area Issues. The current distribution of municipal and school district playgrounds in Region VI creates several service area gaps (as shown on Map 8). Among the larger under-served areas are the following: 1) the area north of I-71 between Fulton Road and West 25th Street, 2) the area west of Fulton Road between Biddulph Road and Brookside Park, 3) the area between Pearl and Broadview Roads north of the Brooklyn Heights Cemetery, and 4) the area east of Broadview Road in the vicinity of West Schaaf Road.

The presence of one outdoor pool and one recreation center with an indoor-outdoor pool



Located in the Big Creek valley between Archwood-Denison and Old Brooklyn, the Metroparks Zoo draws approximately 800,000 visitors each year.

adequately meets the needs of the current 54,000-person population in Region VI. The fact that both of these facilities are located in the Region's southern section (Old Brooklyn) is mitigated by the fact that residents in the north (Archwood-Denison and Clark-Fulton) are also within reasonable travel distance of Meyer Pool (in Region IV) and the Clark and Zone Recreation Centers (in Region VII). (See Maps 9 and 10).

Land Use Issues. The land use plan for Region VI proposes that vacant and marginal industrial land in the Big Creek valley area east of the Metroparks Zoo be converted to use as open space. This recreational corridor would connect with the proposed North Cuyahoga Valley Corridor, which links the Cuyahoga Valley National Recreation Area with the Flats-Oxbow and Tower City Districts. Linkages throughout this corridor could be strengthened by extension of the Cuyahoga Valley Steam Line to serve both the Zoo and Downtown Cleveland.

COMMUNITY FACILITIES

Overview. Located within Region VI are two fire stations, one police district headquarters (2nd



A trailer storage area in the Big Creek Valley could be converted to open space use as part of a recreational corridor linking the Metroparks Zoo to the Cuyahoga Valley. (LOCATION: West 14th Street, west of Jennings Road).

District), three library branches and one Service Department facility. Planning issues relevant to these facilities are highlighted below.

Fire Stations. Fire Station #20, constructed in 1985, was designed to complement the historic character of the Archwood-Denison neighborhood and to set a standard for future development in the surrounding commercial district.

Station #42, while situated near the middle of its primary response area (at Pearl and Stickney), serves an unusually large geographic area. A lack of major east-west arteries in Old Brooklyn restricts coverage of areas east of Broadview Road. Finally, the relocation of Station #24 (in Region VII) from its present location at West 44th and Clark to the south and west would provide better coverage to areas along Denison Avenue between I-71 and Ridge Road. (See Map 11).

Police Stations. The recently renovated 2nd District Police Headquarters is located on Fulton Road near the northern boundary of Region VI. An outdoor firing range is located off Denison Avenue just west of the I-71 ramp. In 1987, the City constructed a new garage on Bradley Road for the inspection of stolen vehicles.

Libraries. The 54,000 residents of Region VI are served by three library branches (Brooklyn, South Brooklyn and Fulton). The Brooklyn Branch, in the Archwood-Denison neighborhood, has a particularly low service area population — just over 9,000 residents. The overlapping of service areas is most evident in the vicinity of Pearl and Fulton Roads, north of Memphis Avenue. (See Map 14).

Service Facilities. The City's west side waste transfer station is located near Ridge Road in the

northwest portion of Region VI. This facility has recently been upgraded, and plans are in place for renovation of the facility's vehicle garages and construction of a salt dome.

TRANSPORTATION

Existing Conditions. Region VI is served by two east-west freeways — I-71, which provides access between Downtown Cleveland and Hopkins Airport, and I-480, which provides a cross-County connection along the City's southern boundary. North-south traffic movement in the Region is hindered by the absence of north-south freeway routes and by the effect of the Big Creek valley in limiting the number of arterials connecting the Old Brooklyn neighborhood to the Archwood-Denison and Clark-Fulton neighborhoods.

Ridge Road, an important route because of its central location on the City's west side, is the only one of the four Big Creek crossings which lacks access to the interstate highway system. Ridge Road's effectiveness as a major north-south thoroughfare is also limited by its termination just north of the valley at Denison Avenue.

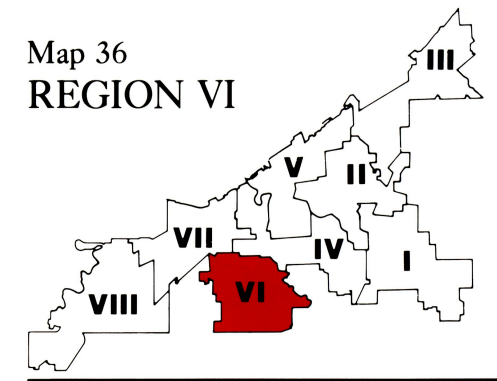
North-south movement in Region VI is further hindered by the fact that Jennings Road does not continue south of Spring Road, thereby forcing through-traffic onto local residential streets. Insufficient lane width and on-street parking on Pearl and State Roads complicate this problem further.

Proposed Improvements. Transportation improvements proposed for Region VI are designed to spur commercial and industrial development by expanding access to the freeway system and by improving north-south traffic flow on the near west side. Both of these strategies are intended to take advantage of the Region's central location within the County. Major proposals include the following:

- constructing the Jennings Freeway from I-480 to I-71;

- connecting the proposed freeway to the Hinckley Industrial Park;
- evaluating construction of an interchange at Ridge Road and I-71;
- providing a more direct connection between Ridge Road and West 65th Street; and
- designing traffic improvements for State and Pearl Roads.

For a complete listing of potential projects, see the Chapter entitled "Transportation."



COMMUNITY RESOURCES

DEVELOPMENT AREAS

- HOUSING
- RETAIL
- ▲ INDUSTRIAL/OFFICE

HISTORIC DISTRICTS

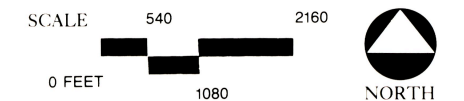
- NATIONAL REGISTER
- CLEVELAND LANDMARK
- POTENTIAL

COMMUNITY FACILITIES

- POLICE STATION
- FIRE STATION
- LIBRARY
- SCHOOLS**
 - ELEMENTARY
 - JUNIOR HIGH
 - HIGH SCHOOL
 - MAGNET SCHOOL
 - SPECIAL SCHOOL

RECREATION

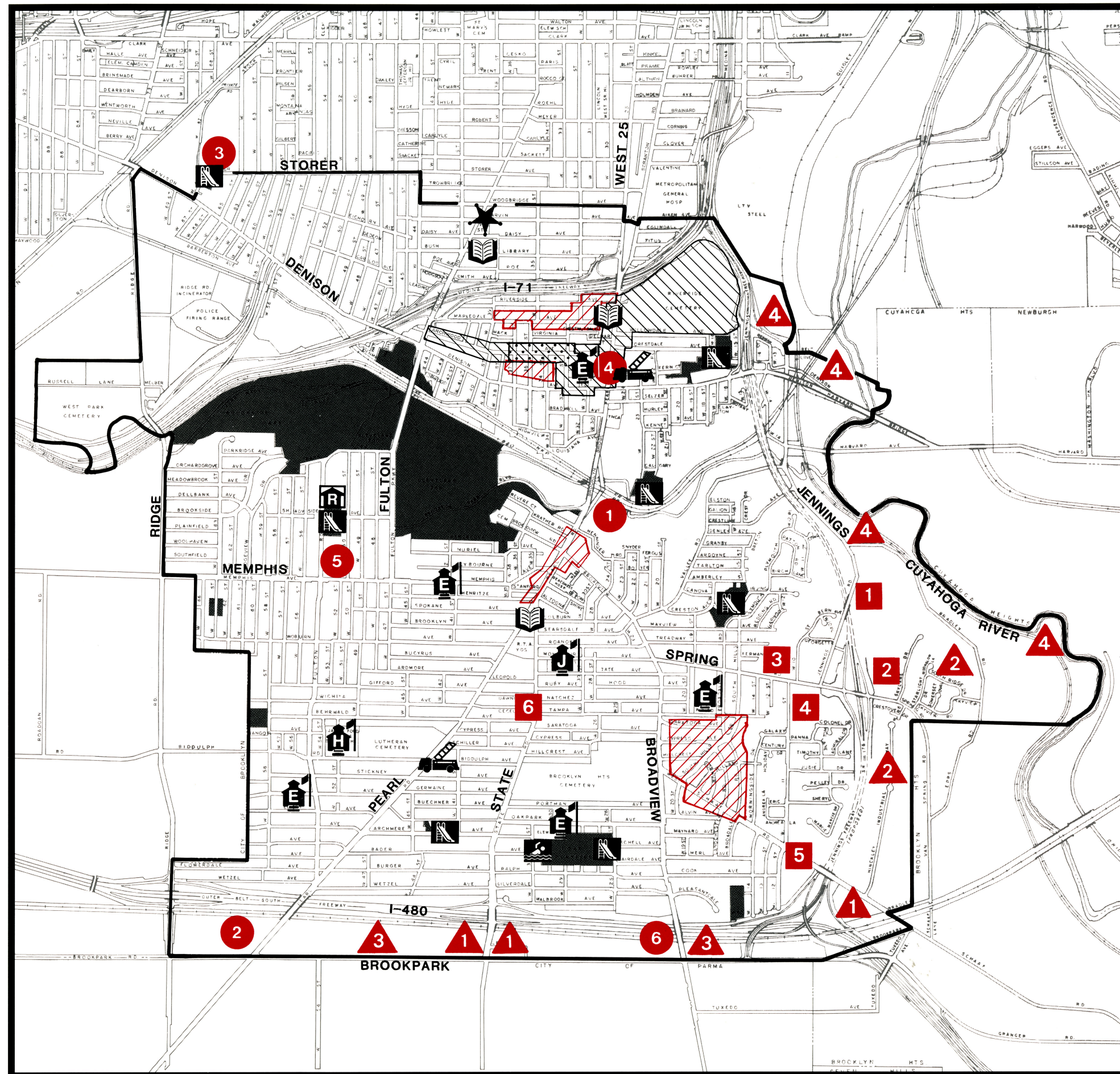
- PARKS
- RECREATION CENTERS
- POOLS
- CITY PLAYGROUNDS



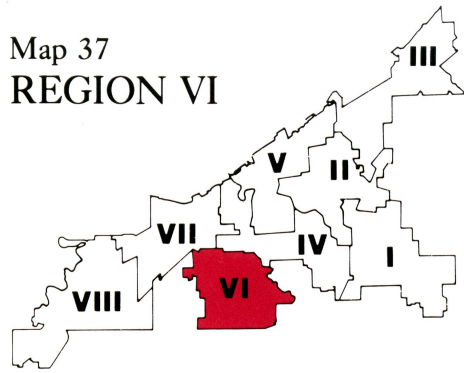
CLEVELAND
CIVIC VISION
CITYWIDE PLAN



CITY PLANNING COMMISSION
501 CITY HALL CLEVELAND, OHIO 44114



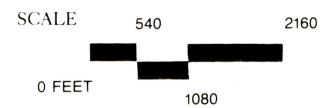
Map 37
REGION VI



EXISTING LAND USE

- ONE- & TWO-FAMILY
- MULTI-FAMILY
- OFFICE
- COMMERCIAL
- LIGHT INDUSTRY
- HEAVY INDUSTRY
- RECREATION/
OPEN SPACE
(◊ GREENHOUSE)
- INSTITUTIONAL
- TRANSPORTATION/
UTILITIES
- VACANT

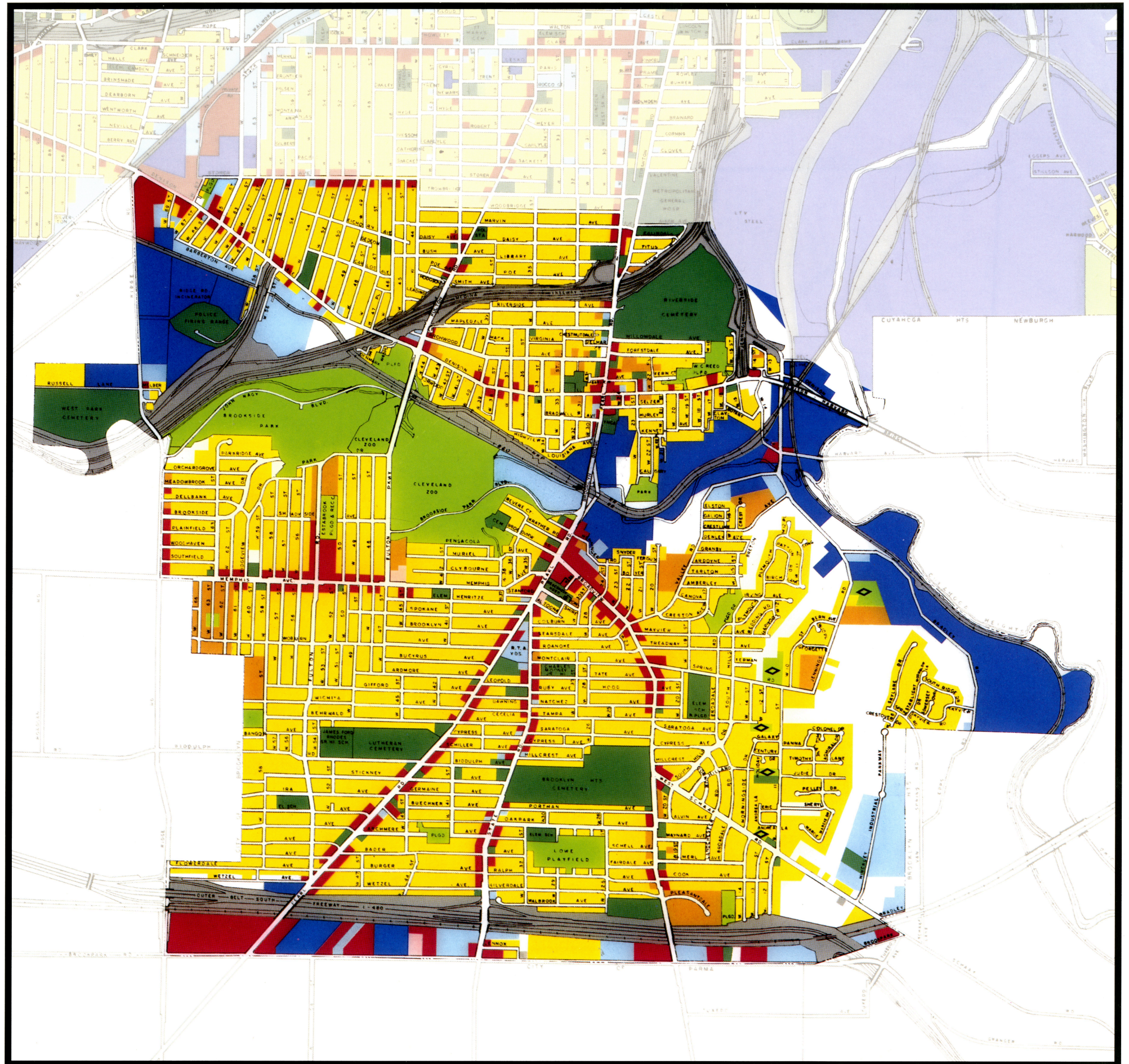
SOURCE: 1986 surveys and aerial photos



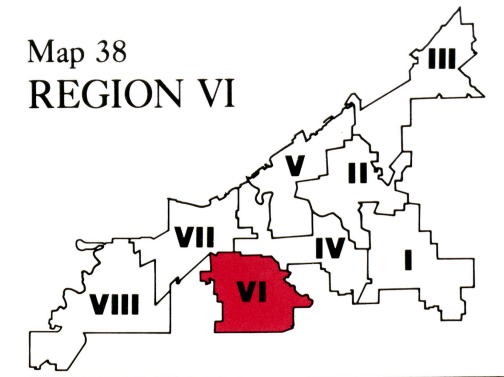
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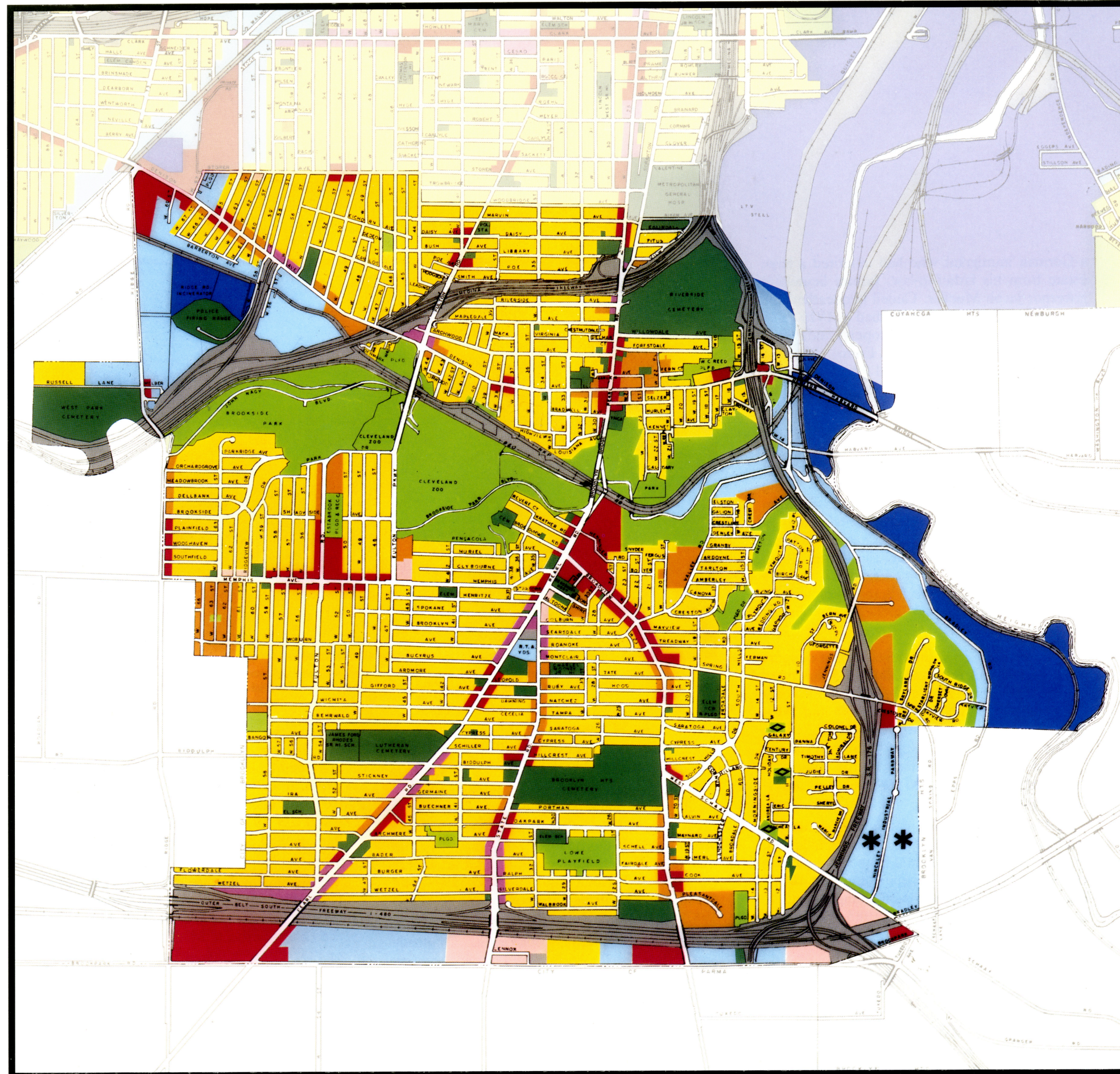
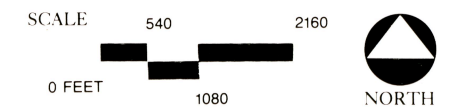


Map 38
REGION VI



FUTURE LAND USE

- ONE- & TWO-FAMILY
- MULTI-FAMILY
- OFFICE
- RETAIL
- COMMERCIAL SERVICES
- * OFFICE/
LIGHT INDUSTRY
- LIGHT INDUSTRY
- HEAVY INDUSTRY
- RECREATION/
OPEN SPACE
(◇ GREENHOUSE)
- INSTITUTIONAL
- TRANSPORTATION/
UTILITIES
- MIXED LAND USE



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