

REGION VIII

Atractive single-family neighborhoods, modern shopping centers, the Metro-parks Rocky River Reservation, Hopkins Airport and the NASA-Lewis Research Center are among the positive images commonly associated with the far west side areas of Cleveland included within Region VIII. The impact of these assets is reduced, however, by instances of under-utilized commercial property, early signs of housing deterioration and a lack of indoor recreation facilities. The Citywide Plan seeks to enhance conditions in Region VIII through a strategy which emphasizes strict code enforcement, contemporary industrial development and provision of needed recreation facilities.

LOCATION

Region VIII is a 12.9-square mile area on Cleveland's far west side. Its boundaries are drawn to include City Council Wards 20 and 21 (as in effect from 1981-1991). Region VIII encompasses principal portions of the Kamm's Corners, Riverside, Jefferson and Puritas-Longmead neighborhoods (shown on Map 20 as "Statistical Planning Areas"). Generally, the area west of West 117th Street (including a portion of Region VII) is commonly referred to as West Park.

NEIGHBORHOOD HISTORIES

In order to convey a sense of historical development patterns in Region VIII, a brief history of the West Park area is presented below.

Although a series of smaller annexations continued until 1960, Cleveland's territorial expansion culminated in 1923 with the City's final annexation of a major neighboring municipality — the 12.5-square mile Village of West Park. Originally a part of Rockport Township and named — not for its western location — but for early settler Benjamin West, the former village stretched

from West 117th Street to the Rocky River, south of the City of Lakewood. Today it encompasses the neighborhood areas of Jefferson, Kamm's Corners, Puritas-Longmead and Riverside.

The Kamm's Corners shopping district, located at the intersection of Lorain Avenue and Rocky River Drive, is the traditional commercial center of the West Park area. Named for local grocer and postmaster Oswald Kamm, the area first developed in the 1870's with a small cluster of houses and a few shops. Kamm's house, built in 1875, remains today (although substantially altered) as Tony's Restaurant at the southwest corner of the intersection.

Two decades before the development of Kamm's Corners, Lorain "Street" was already established as the principal east-west route for travel between Cleveland and points west (including the village of Lorain). Passengers riding the stagecoach or horse-drawn "omnibus" along the wood-plank toll road would stop for a meal or evening accommodations at such local landmarks as the Lorain Street House, built in 1860 at 15535 Lorain (now the site of a YMCA), or the Sherman House, built during the Civil War at 15500 Triskett Road (and remaining today as the West Park Masonic Temple).

During the first two decades of the 20th century, development in West Park was spurred by establishment of "interurban" rail transit service connecting Downtown Cleveland with cities to the south and west via Lorain Avenue. A branch line extending to the south along the current Rocky River Drive provided service to the Puritas Springs amusement park, established in 1898 on an 80-acre site north of Puritas Avenue near the Rocky River (closed after a fire in 1959). Access to the area was further improved by extension of the Cleveland Electric Railway Company's streetcar line to West 117th Street in 1913 and then to Kamm's Corners in 1923.

The population of West Park increased most dramatically during the 1920's, with the extension



The greatest concentration of suburban-style housing in Cleveland is found in the West Park neighborhood. (LOCATION: West 159th and Edgecliff).

of the streetcar line, jumping from 8,600 residents in 1920 to nearly 34,000 residents in 1930. The area's population jumped again in the two decades following World War II, climbing from approximately 39,000 in 1940 to 63,000 in 1950 and 81,000 in 1960. Population peaked at over 83,000 in 1970 and then fell to just under 70,000 in 1980, following a citywide trend.

Residential development in the West Park area first intensified in the Jefferson neighborhood (located generally east of Triskett Road and north of Puritas Avenue) during the decade between 1910 and 1920. Development quickly spread westward to the Kamm's area and then to the south, reaching the Riverside and Puritas-Longmead neighborhoods following World War II. During the late 1980's, new incentives offered by the City spurred construction of three market-rate residential developments in the vicinity of Puritas and Grayton Roads. Despite the recent

population losses, housing values in West Park remain substantially above citywide averages — with the City's highest values found in the Kamm's Corners neighborhood.

Retail development in West Park surged during the 1950's and early 1960's to serve the area's burgeoning population. Because these retail developments were built to accommodate the automobile rather than the streetcar, their design is similar to that of the contemporary suburban shopping center — with a unified grouping of stores set behind a large parking area. The three largest such centers in West Park are Warren Village (completed in 1952), the recently-renovated Kamm's Plaza (completed in 1961) and Puritas Plaza (completed in 1962).

Along the southern boundary of West Park, in the Brookpark Road area, development patterns have been influenced by the presence of Hopkins International Airport. Since its establishment in

1925, Hopkins has grown to encompass 1,250 acres of land and to accommodate a daily average of approximately 275 flights. Although past development associated with the airport has been of mixed value (ranging from quality hotels and restaurants to several "adult entertainment" uses), current efforts are focusing on the airport and the adjoining NASA-Lewis Research Center as potential generators of contemporary office and "high-tech" industrial development.

Current revitalization efforts in West Park are led by the Kamm's Area Development Corporation, established in 1977, and Brookpark Corridor, Inc., established in 1988.

POPULATION

Past Trends. Region VIII's population and household count peaked in 1970, approximately ten years later than any of the City's other seven Regions. At that time, 64,890 people resided in 20,137 households within the Region. Between 1970 and 1985, Region VIII's population declined by 20.7% to 51,442, while the number of households declined by only 0.5% to 20,033. During that period, the average household size fell by one fifth, from 3.2 to 2.6 persons. In 1985, 5.6% of the area's population was non-white, well below the City average of 47.1%. Region VIII's 1985 average household income of \$26,626 was the highest in the City.

Projections. Recommendations of the *Citywide Plan* are designed to stabilize population throughout the City. If, however, trends experienced during the 1980's were to continue, population in Region VIII would decline by 6,659, or 13%, to 44,783 in the year 2000. During this same period, the number of households would be expected to decline slightly, by 2.7%, to 19,483, with average household size dropping from 2.6 persons to 2.3 persons. By the year 2000, the non-white population is projected to increase to 15.0% of the Region's total. Incomes in Region VIII are

	1950	1960	1970	1980	1985*	1990**	1995**	2000**
Population	45,545	62,232	64,890	53,343	51,442	49,524	47,090	44,783
% Under Age 19	33.2	37.6	37.0	28.8	27.6	28.0	28.5	28.9
% Over Age 65	5.7	8.1	10.2	14.3	15.0	15.6	15.0	13.9
% Non-White	0.2	0.3	0.7	3.9	5.6	8.1	11.6	15.1
Households	12,980	18,360	20,137	19,562	20,033	20,245	20,121	19,483
Average Size	3.5	3.4	3.2	2.7	2.6	2.5	2.3	2.3
Average Income‡	—	—	—	—	\$26,626	\$27,632	\$27,642	\$27,307

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

projected to remain the highest in the City, at approximately \$27,300 when measured in constant 1985 dollars.

HOUSING

Current Conditions. The housing market in Region VIII is the strongest in the City of Cleveland. The \$39,114 median value for a single-family house in 1985 was the highest of any Region in the City, and the 1980 vacancy rate of 2.5% was below the average for suburban Cuyahoga County. Over 80% of the Region's 19,500 units were in single-family houses in 1985, well above the City average of 37.0%. As a result, the Region's average density of 7.4 dwellings per residential acre is approximately half the City average. The 79.3% owner-occupancy rate is also well above the City average of 50.7%.

Recommendations. Because most of Region VIII's housing stock is in good condition, strict code enforcement should be the focus of the local housing strategy, with programs for moderate rehabilitation used as a supplemental measure.

Redevelopment of greenhouse property and the development of vacant land in the vicinity of

Puritas and Grayton Roads provide the principal opportunities for new housing development in the Region. Major sites designated for housing development in Region VIII include the following (as listed on Map 42):

1 - nine acres of vacant land on the north side

of Puritas Avenue at Grayton Road, recently developed for multi-family housing;

2 - Ridgeland Circle subdivision, predominantly undeveloped and now being developed for single-family housing;



The CITYWIDE PLAN proposes that the NASA Lewis Research Center be used as a catalyst for contemporary light industrial and office development. (LOCATION: Brookpark and Grayton).

Table 29
HOUSING CHARACTERISTICS 1950 - 1985
Region VIII

	1950	1960	1970	1980	1985*
Number of Units	13,251	18,777	20,398	20,060	20,188
% Vacant	2.2	2.2	1.3	2.5	**
% Owner-Occupied	77.9	83.5	79.7	79.3	81.3

*estimated **data not available

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



Kamm's Plaza is a contemporary-style shopping center typical of the post-war retail development in West Park. (LOCATION: Lorain Avenue and Rocky River Drive).

- 3 - undeveloped portions of the Puritas Park condominium development, proposed for additional multi-family housing;
- 4 - 13 acres of greenhouse property near Grayton and Puritas Roads, proposed for multi-family or townhouse use (if greenhouse operations cease);
- 5 - Longmead School, which is partially vacant and partially used for a day-care center and is designated for conversion to multi-family units; and
- 6 - three acres of vacant land at West 145th and Coe, proposed for single-family housing.

COMMERCIAL

Current Conditions. Commercial develop-

ment in Region VIII occupies 296 acres of land and approximately 1.6 million square feet of floor area located principally along seven major roads. This represents the greatest land area but least floor area devoted to retail use of the City's eight Regions — reflecting the relatively low-density, suburban character of development in these far west side neighborhoods.

Retail districts in Region VIII are generally the most viable in the City. The Region encompasses five relatively modern shopping centers in addition to older streetside development along portions of Lorain and Puritas Avenues, Rocky River Drive and West 130th Street. Commercial vacancies are the lowest in the City (representing 5.8% of commercial floor area as compared to the citywide average of 14.4%).

Brookpark Road, which forms the Region's

southern border, also serves as a major commercial corridor. However, it functions primarily as an adult entertainment and highway-oriented district (hotels, restaurants, etc.) rather than as a district which serves nearby neighborhoods.

Despite the fact that Region VIII represents the City's healthiest retail market, local residents make a significant proportion of their retail expenditures in nearby suburbs (\$87 million of \$266 million in annual expenditures). Because the average household income of Region VIII residents is the highest in the City, this circumstance represents a significant opportunity to recapture lost sales by expanding the number and variety of retail stores located within the Region. Other than the construction of a few franchise restaurants, there has been little recent development activity to take advantage of this opportunity.

Recommendations. The Region VIII land use plan reflects a strategy of consolidation, renovation and infill development proposed to establish one community-level shopping district and six neighborhood-level shopping districts, supplemented by a number of smaller convenience centers. Collectively, these areas represent 250 acres of land designated for future retail use (plus additional acreage in the Fairwood shopping district, which extends into Region VII).

An additional 82 acres of land is designated for "commercial service" uses (businesses that serve other businesses or infrequent shopping needs) in areas along Lorain and Puritas Avenues, Brookpark Road and West 130th Street outside of the proposed retail core areas.

The proposed shopping districts and associated development opportunities, as shown on Map 42, are as follows. (See page 40 for a description of district categories).

- 1 - **Kamm's Corners:** renovation, infill development and retail mix improvements along Lorain Avenue and redevelopment of the Riverside Theatre site to upgrade the existing community-level shopping district (potentially drawing increased patronage from

the nearby suburbs of Fairview Park and Rocky River);

- 2 - **Warren Village Center:** renovation of the existing neighborhood-level shopping center;
- 3 - **Westpark K-Mart (West 150th and Lorain):** consolidation, renovation and infill development along Lorain Avenue in the vicinity of the existing shopping center to upgrade the neighborhood-level shopping district;
- 4 - **Fairwood Shopping Center Area (West 140th and Lorain):** consolidation, renovation and retail mix improvements to upgrade the existing neighborhood-level shopping district;
- 5 - **Puritas Park (West 140th and Puritas):** renovation of the existing shopping center to upgrade the neighborhood-level shopping district;
- 6 - **Puritas Plaza Area (West 150th and Puritas):** renovation and retail mix improvements to the shopping plaza and street-side retail businesses along Puritas Avenue to upgrade the existing neighborhood-level shopping district; and
- 7 - **Rocky River Drive/Puritas Avenue:** renovation of existing streetside retail businesses and infill development to upgrade and maintain the relatively small-scale neighborhood-level shopping district.

INDUSTRY/OFFICES

Current Conditions. The 571 acres of current industrial use in Region VIII is dominated by contemporary development focused along three rail lines. Approximately 70% of the area's 8,058 manufacturing jobs (as of 1985) were attributable to firms specializing in non-electrical machinery (2,356 jobs), fabricated metal products (2,141 jobs) and printing products (1,141 jobs).

The largest concentration of industry in Region

VIII is in the area north of Brookpark Road and I-480 in the Enterprise, Puritas and Manufacturing Road Industrial Parks. Other industrial development borders the rail lines which run in a northeast-southwest direction from Berea Road through the Puritas Avenue/West 162nd Street area.

Significant opportunities for future light industrial and office park development are presented by the recent opening of the cross-county I-480 as well as by the proximity of such employment generators as Hopkins International Airport, the NASA-Lewis Research Center, and the 2.5-million square foot I-X Center exhibition hall. Potential development sites include several

large vacant parcels as well as numerous marginally-used properties along Brookpark Road.

Recommendations. The Region VIII land use plan reflects a proposed 39% increase in industrial and office land area, from a current total of 598 acres to a year 2000 total of 829 acres. This includes 161 acres designated for office/light industrial use and another 13 acres designated exclusively for office use.

Among the opportunities for future industrial and office development in Region VIII are the following (as shown on Map 42):

- 1 - office/light industrial development of an 80-acre primarily vacant site west of Grayton



Excessive signage and adult entertainment businesses along Brookpark Road detract from the City's image for visitors arriving at nearby Cleveland Hopkins International Airport. (LOCATION: I-71 and Brookpark).



The potential for office development in proximity to freeway interchanges in Cleveland is demonstrated by the presence of a major bank operations center at the West 150th Street interchange of I-71.

- 2 - light industrial development of three vacant parcels totaling 38.6 acres on the north side of I-480 between West 130th Street and approximately West 160th Street;
- 3 - continued office/light industrial development on 28.4 acres of vacant land in the Puritas Industrial Park;
- 4 - office/light industrial development on 30.6 acres of vacant land on a site located near the intersection of West 150th and Emery;
- 5 - light industrial development on a 41-acre vacant site located east of the intersection of West 130th and Puritas; and
- 6 - office and light industrial development on

several marginally-used sites along Brookpark Road.

RECREATION

Current Conditions. City-operated recreation facilities located within Region VIII include 26 tennis courts, 25 ball diamonds, 10 playgrounds, 5 basketball court areas and 2 outdoor pools. A third outdoor pool (Verda Brobst), located in the City's extreme southwest corner, was closed in 1988. Region VIII is also the site of 5 public school playgrounds, an indoor pool at John Marshall High School, and a YMCA at West 155th and Lorain.

The outdoor pool at Impett Park in the northern portion of Region VIII is a standard 42'x 75' facility

and was renovated at a cost of approximately \$700,000 in 1988. The outdoor pool at Gunning Park, located near the Region's center, was replaced by a larger 56' x 82' facility, which opened for the 1991 season. Long-term plans propose construction of an indoor recreation center at the Gunning site.

Service Area Issues. Although the 15 municipal and school district playgrounds are adequate in number to serve all residents of Region VIII, the current distribution of facilities results in several over-served and under-served areas. The largest under-served area is in the Region's northwest corner, east of Rocky River Drive and south of Munn Road. (See Map 8).

The current distribution of swimming pool facilities provides adequate service to all portions of Region VIII with the exception of the southwest corner (part of the Puritas-Longmead neighborhood). Community use of the pool at John Marshall High School would reduce the service area problem, but would not affect service to the neighborhood south of Puritas Avenue, on either side of West 130th Street. The City's ability to provide service to this area is hindered by municipal boundaries on the south and east with the communities of Brook Park and Brooklyn.

The most significant deficiency with respect to the location of recreation facilities in Region VIII is the absence of a municipal indoor pool and recreation center serving the 50,000 residents of the 12.9-square mile area. The proposed development of a fully-equipped indoor center at Gunning Playfield is necessary to adequately serve the Region's residents.

COMMUNITY FACILITIES

Overview. Located within Region VIII are two fire stations, a Service Department garage and two library branches. (See Map 42). Planning issues relevant to these facilities are highlighted below.

Fire Stations. Because of its poor condition,

Station #39, located at West 157th and Lorain, is scheduled for replacement by a new station in the same vicinity. Station #38, located at the intersection of Bellaire and Sobieski in Region VII, also provides protection to a large portion of Region VIII. Because Station #38 is located in the northeast portion of its primary service area, its relocation to the south and west would improve response times to the area south of Puritas Avenue along West 150th Street. The remainder of Region VIII is served by Station #43, located at Ponciana Avenue and Rocky River Drive. (See Map 11).

Libraries. The two library branches located within Region VIII, the Westpark Branch at West 157th and Lorain and the Rockport Branch at West 140th and Puritas, have two of the system's highest service area populations (32,000 and 21,000 respectively). While a portion of the West 140th Street area is within the desired mile-and-a-half distance of both branches, much of the southwest section of the Region is beyond a mile and a half of any branch. However, the potential to provide optimal service to this area is limited by its location near the City border. (See Map 14).

Service Facilities. The City currently leases a facility on Lorain Avenue, near the RTA overpass, for operation of a service garage. Plans call for consolidation of this and other City service facilities at a proposed West Side District Service Center.

The preferred location for this facility would be a site designated for light industrial use in the vicinity of West 150th and Lorain. The new facility is intended not only to improve the efficiency of City operations but to provide an attractive building which can serve as a stimulus for revitalization and development activities.

TRANSPORTATION

Existing Conditions. The recent opening of I-480 has improved access to the southern portion

of Region VIII and has increased industrial and commercial development potential in the vicinity of Hopkins International Airport. In addition, Region VIII has been served since 1968 by the RTA Red Line, which links the airport with Downtown Cleveland.

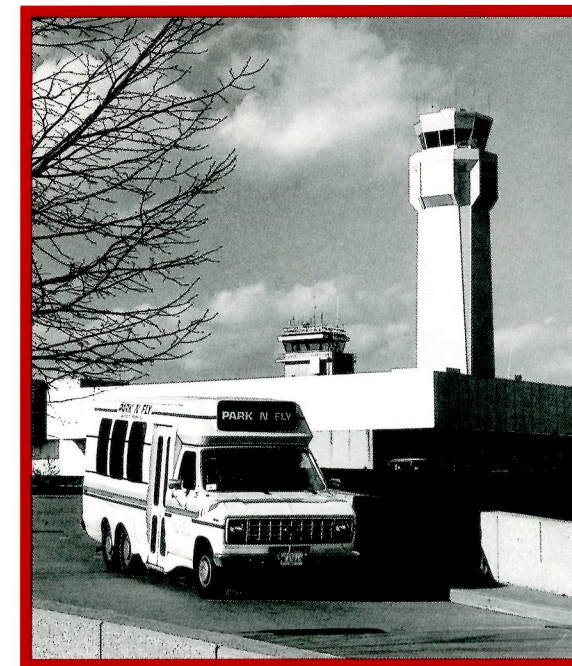
Access to I-480 from present industrial parks is hindered by existing conditions on West 130th Street and West 150th Street. At West 130th Street, low clearance beneath a railroad bridge, located between the I-480 interchange and Enterprise Avenue, requires trucks to detour up to four miles. At West 150th Street, narrow road width and a lack of turning lanes at Industrial Parkway increases traffic congestion and reduces safety.

Proposed Improvements. The proposed improvements for Region VIII are intended to retain existing industries and spur new industrial

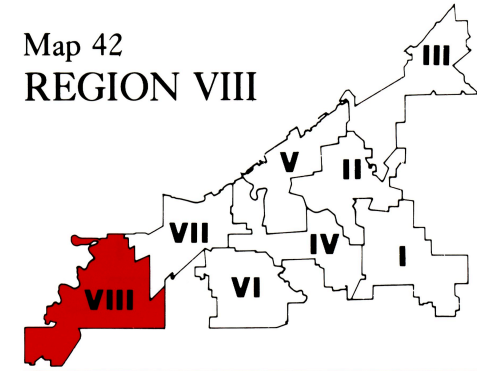
and business development. Major proposals include the following:

- increasing clearance under the West 130th Street Bridge;
- widening and adding turn lanes to West 150th Street, between Brookpark Road and Industrial Parkway;
- providing infrastructure improvements necessary to spur new industrial and office development off Grayton Road, Rocky River Drive, West 130th Street and Brookpark Road; and
- renovating the West Park, Puritas, Brookpark and Airport rapid transit stations.

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



Increasing air traffic has prompted initiation of an updated master plan for Cleveland Hopkins International Airport. (LOCATION: Berea Freeway and Brookpark).



COMMUNITY RESOURCES

DEVELOPMENT AREAS

- 1 HOUSING
- 1 RETAIL
- ▲ INDUSTRIAL/OFFICE

HISTORIC DISTRICTS

- NATIONAL REGISTER
- CLEVELAND LANDMARK
- POTENTIAL

COMMUNITY FACILITIES

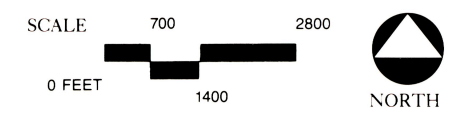
- POLICE STATION
- FIRE STATION
- LIBRARY

SCHOOLS

- ELEMENTARY
- JUNIOR HIGH
- HIGH SCHOOL
- MAGNET SCHOOL
- SPECIAL SCHOOL

RECREATION

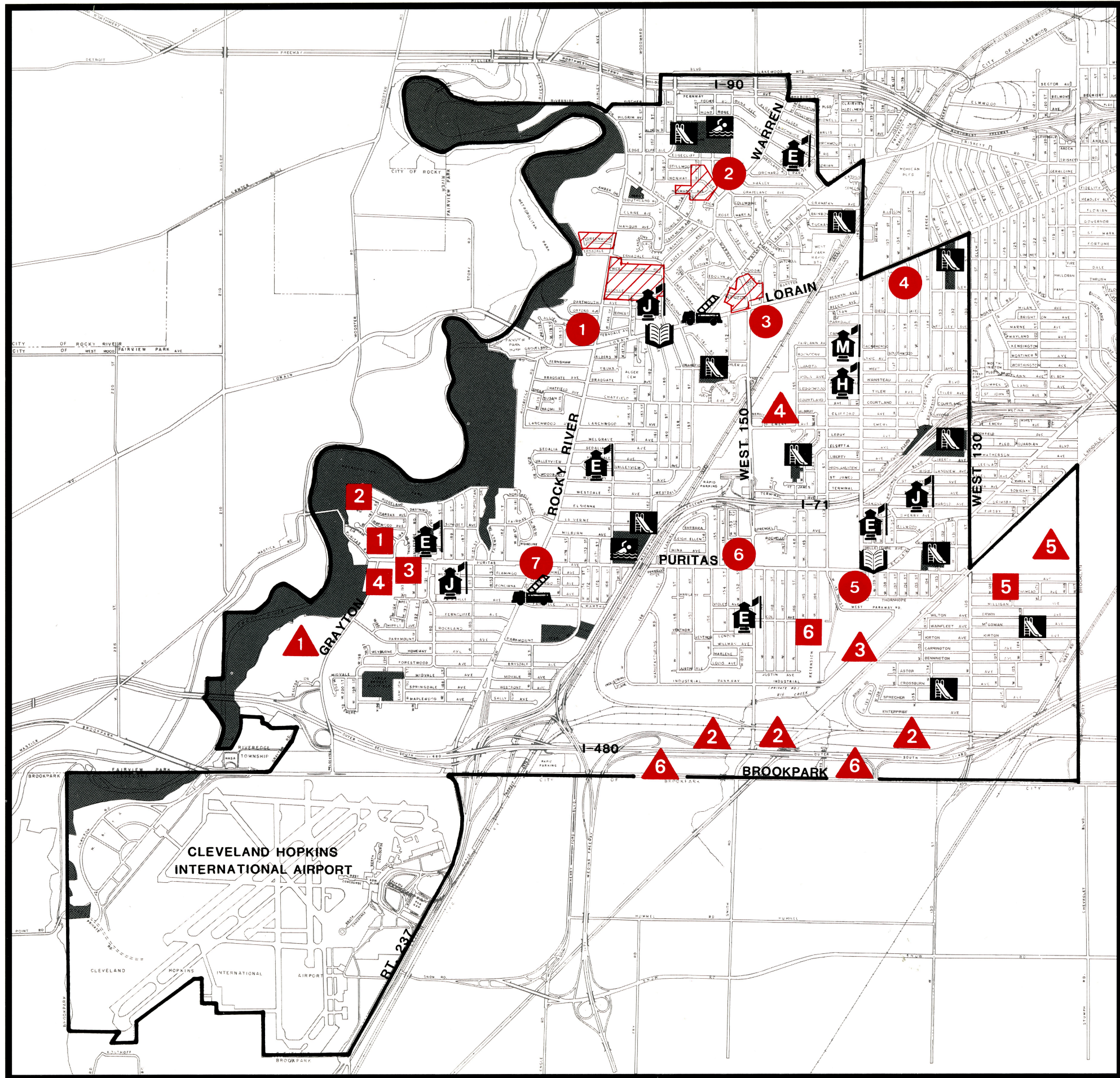
- PARKS
- RECREATION CENTERS
- POOLS
- CITY PLAYGROUNDS

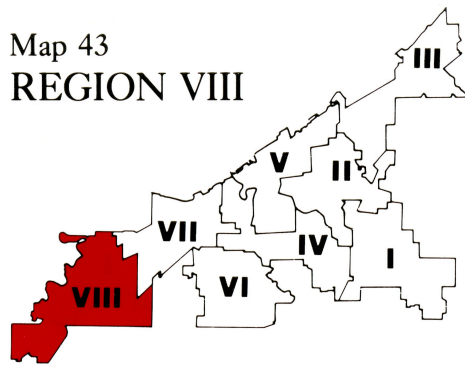


CLEVELAND
CIVIC VISION
CITYWIDE PLAN



CITY PLANNING COMMISSION
501 CITY HALL CLEVELAND, OHIO 44114

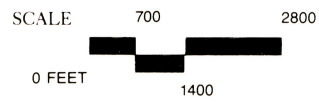




**EXISTING
LAND USE**

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

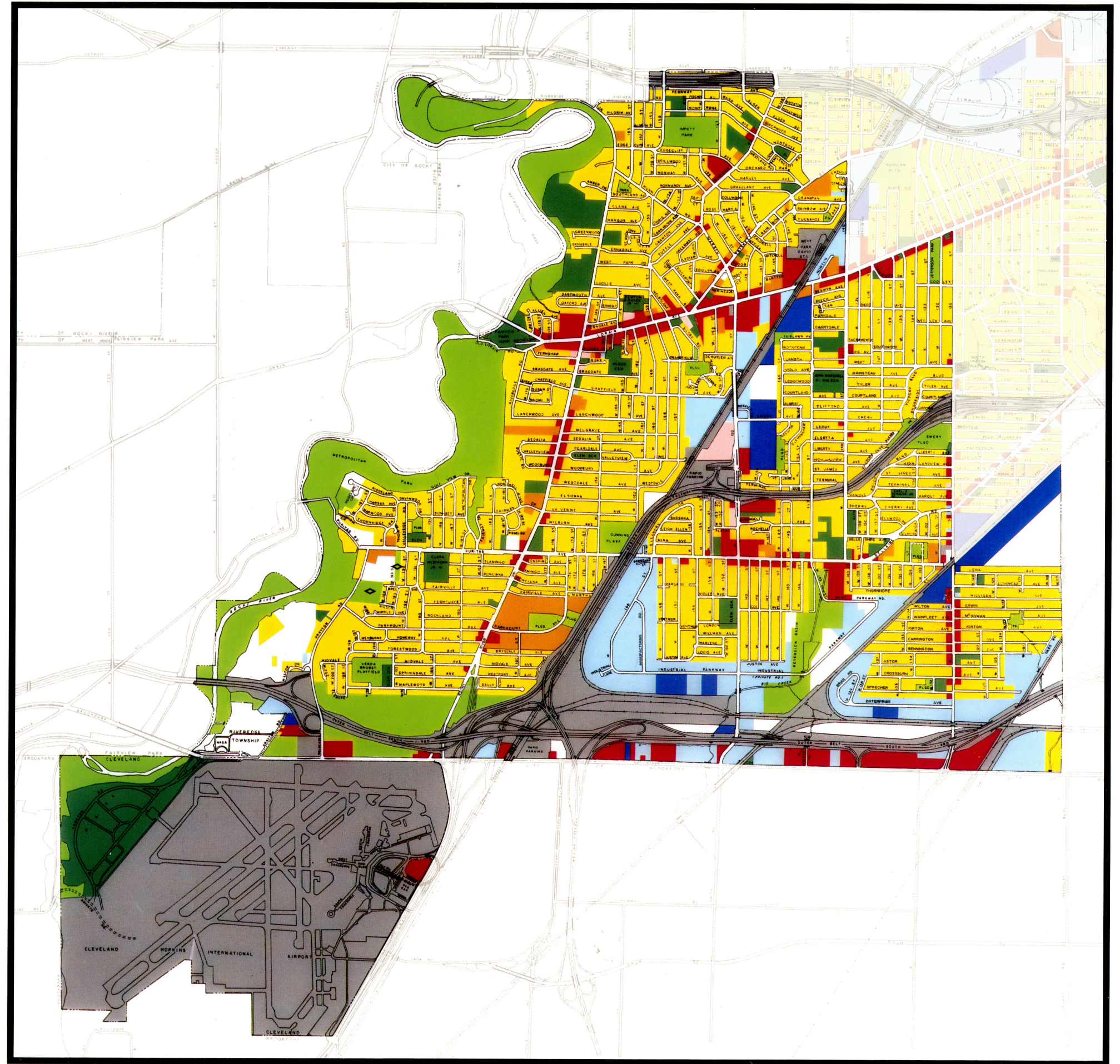
SOURCE: 1986 surveys and aerial photos

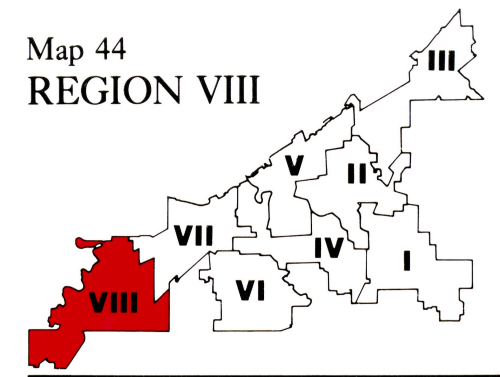


**CLEVELAND
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CITYWIDE PLAN**

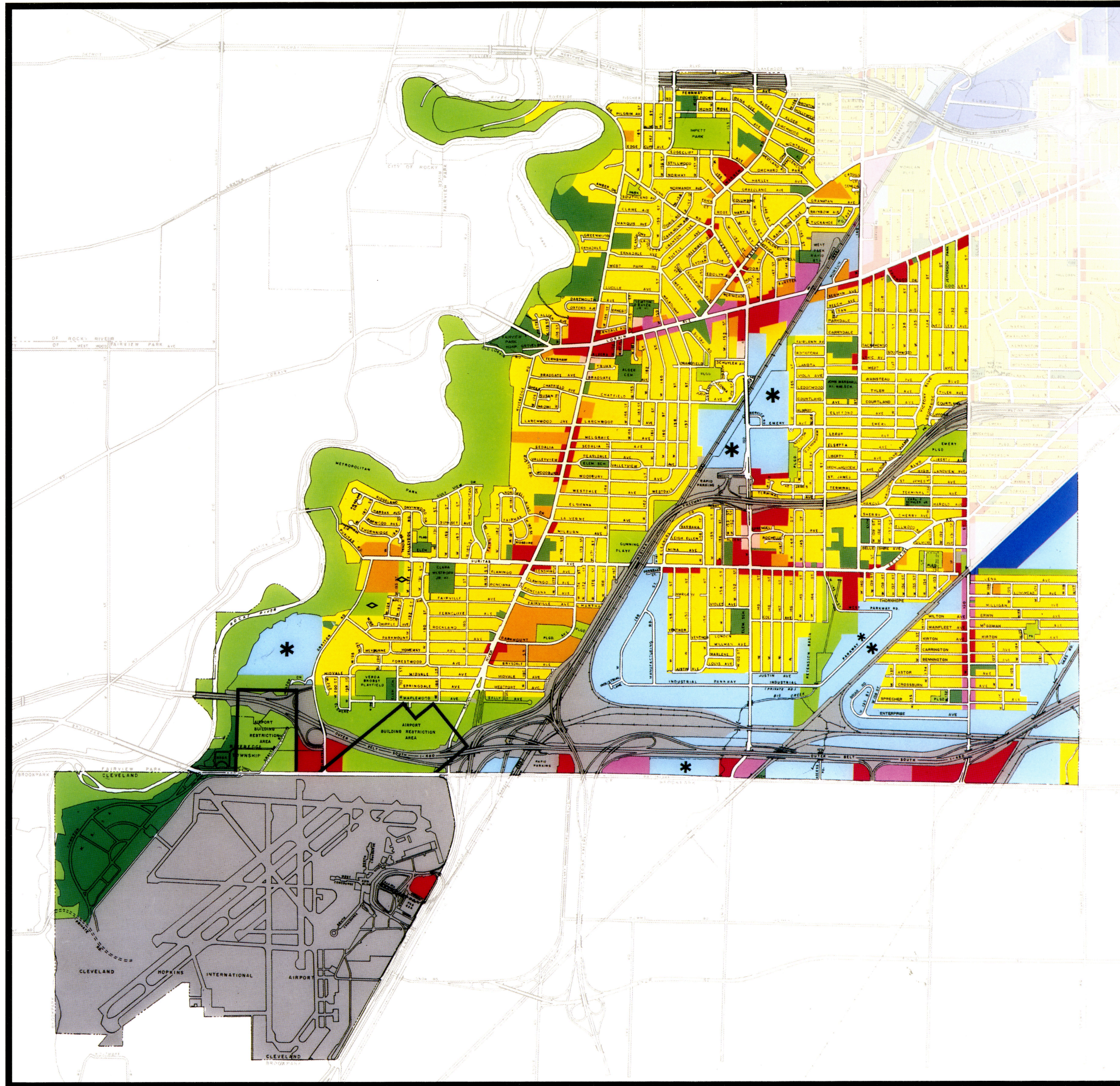


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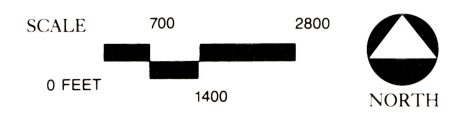




FUTURE LAND USE



- 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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