



Moving On Up

Downtown Cleveland's resident population continues its upward trajectory, while more businesses and retailers are coming to the city.

BY KRISTEN HAMPSHIRE

➔ **THE DOWNTOWN MOMENTUM** didn't slow down after the landmark Cavs and Indians wins, or after the RNC crowd left town. These pinnacle events drew national media attention to Cleveland, stoked business and prompted development. The investments continue, with a growing population of residents choosing Downtown as home and more businesses relocating to the city center.

Downtown is on a roll.

"The Downtown market rate housing has remained strong in 2017, and we added 805 units of new housing last year," reports Joe Marinucci, president and CEO of the Downtown Cleveland Alliance. "Last year, the occupancy rate was an average of 94.5 percent, which tells us this market is remaining strong, and we see continued growth."

In September, Downtown announced its 15,000th resident. DCA is focused on its 2020 plan to continue bringing people and jobs Downtown so the population increases to 20,000 by then. As more residents make Downtown home, the city becomes an even more attractive location for retailers and elevates into "a self-sustaining market," Marinucci says. "By that, we achieve a blend of national and local retailers to augment what we have now, and by self-sustaining, that means if a retailer leaves there is another one to immediately step into that footprint."

There has been a steady flow of adaptive reuse/historic property renovations, with buildings including the Garfield, the

Standard and the Halle. Meanwhile, new construction with the Beacon and Playhouse Square's imminent construction of a 34-story apartment tower add to the product mix, Marinucci says. And, the 50-story nuCLEus mixed-used development offers opportunities for retailers to enter the Downtown market.

There's a lot going on Downtown.

"You can live in an environment where you don't need a car and you can live, work and play in a way that you couldn't do here 15 years ago," Marinucci says of the city's evolution.

Every day, about 104,000 people work Downtown, and 69 companies renewed their leases Downtown or are new to the market, Marinucci shares. "That represents over 7,500 employees," he points out. "So, we have been able to retain and create a nice job base, and we are seeing continued growth in companies like Quicken Loans and New York Life."

Downtown is well on its way to achieving that 20,000 resident base by 2020. DCA is tracking 17 projects (and counting) in various stages, and, with those alone, the population is expected to exceed 20,000. "For us, this is a significant milestone, and one we've been aggressively pushing," Marinucci says.

"When you step back, the beauty of that base is it creates a 24/7 environment," he continues. "People are up in the morning, going to work — they're out jogging after work or going to the many fitness centers, eating at restaurants. The more capacity we create, the more people want to live Downtown because the amenities are here."



Easy Living

Residents reveal what makes Downtown Cleveland the perfect place to call home.

JONATHAN WHIGHAM // Playhouse Square

Two years ago, Jonathan Whigham transferred to Cleveland from Cincinnati — he’s a native Floridian. “I had been to Cleveland for work a few times, I love baseball and the American League — so I thought, I’ll give it a shot,” he says of the move.

He quickly made friends Downtown. “It was easy, and here’s why,” says Whigham, 33. “What I figured out about Downtown Cleveland is there are a lot of us who moved here from other places. There are a lot of transplants, and most of them come Downtown to meet people. I felt like I moved in and made a ton of friends.”

Whigham lives at the Sphere on East 12th Street. The 20-story high-rise structure offers views of the city and a rooftop pool, which sold him on living there. “I can watch the air show every Labor Day weekend,” says Whigham, who lives on the 11th floor. His apartment peeks out over the lake. And, the building is a 10-minute walk to work at Huntington Bank, where he’s a treasury service specialist.

When Whigham’s family comes to visit from Florida, he loves to walk them to Public Square and share some of Cleveland’s history.

And, of course, there’s baseball. “I go to Indians games quite a bit in the summer,” he says. And, he also enjoys Playhouse Square’s shows as a frequent theatergoer. He says the Sphere’s proximity to the theaters was “a happy accident,” as he didn’t realize how close he was until he was walking to work one day.

“It would be impossible to get me out of Downtown,” Whigham says, citing his pedestrian commute as a big sticking point. “There’s so much at your fingertips within a 10-minute walking radius.”

In fact, Whigham turned his parents on to the walkable lifestyle while they were visiting Cleveland. “After spending the weekend here, they realized why I love it and they said, ‘We understand why you live Downtown.’”

Happy Hour: For the views, Whigham hits Bar 32 in the Hilton. Before a show, he goes to Bin 216 for its wine selection and light bites, especially its flatbreads. Parnell’s is another place he likes for happy hour. “I go for the people that work there,” he says.

“That’s my neighborhood hangout.”

Biggest Surprise: What did Whigham not expect about living Downtown?

“You can have as busy of a life as you want it to be — and it can be a quiet, slow place if you want it to be,” he says. “If I want to do the hustle and bustle, there’s always an event going on. But there’s still a quiet, neighborhood-y feel. It’s not like being in a city like New York. You can still get your downtime in Cleveland.”

Dinner Out: “Last weekend, I went to Adegá,” he says. “I’ve eaten dinner there twice in the last month, plus brunch, and I was wowed.”

Running Errands: “I get my haircut at the Arcade, and I do my personal errands Downtown — Heinen’s, CVS,” Whigham says.

Real Estate Advice? “There are lots of new places coming online to live — so shop around,” Whigham says. “You can still live Downtown and do it affordably.”





SUE & JOE CORSARO // Gateway District

When Sue Corsaro and her husband, Joe, bought their first Downtown place at the Pointe at Gateway in 2005, “there was really no place to live Downtown,” she says, relating that their son eventually lived there while finishing college and law school. After he got married and moved out, the Corsaros used the space as a weekend getaway — they had raised their family in Bay Village and still owned a home there.

“We are sports fans, so we go to the games, walk to Playhouse Square — we try to do everything Cleveland has to offer,” Corsaro says.

When they sold their space at the Pointe in 2015, they went one year without a place Downtown. Then, they bought at the Kimpton Schofield at 2000 E. Ninth St. Joe owns a law firm in Westlake and a retirement plan firm in the Gateway District’s Caxton Building. While he spent most weekdays Downtown, the couple still enjoyed weekends in the city. Eventually, they decided to sell their home in Bay Village and become full-time Downtown residents. They’ve never looked back.

The Corsaros live in a three-bedroom, 3,000-square-foot space that feels like “a giant ranch,” Corsaro says. “There are a lot of empty-nesters in our building — a lot of professional people and others our age, which is great.”

In fact, they made friends with another couple who showed the Corsaros nightly dining deals — \$20 lobster dinners on Mondays at Nauti Mermaid, \$7 steak and fries at the Flat Iron on Tuesdays; the list goes on. The Corsaros have their own short list of favorites, including Parkers Downtown, right in the lobby of their building.

Because the Kimpton Schofield also is a hotel, Corsaro likes that she can relax in the lobby and she knows the bellmen by name. Living Downtown, she says, “has freed me up to do what I want.” That includes volunteering at her friend’s Cleveland Book Bank and spending time with her grandchildren, who love visiting Downtown.

“The changes Downtown since we have owned a place are just phenomenal,” she says.

Dinner Downtown: The Corsaros enjoy exploring the Downtown dining scene. They regularly visit Hodges, and are members of the House of Blues’ Foundation Room and the Union Club. Chinato on East Fourth Street also is a favorite.

With the Grandkids: “We’ll visit the Cleveland Public Library and [then go] to the candy store, Yum Yum’s. There is a guy who plays the piano on Euclid Avenue, and they love how he’ll play a song about their names. Next time they’re here, we’ll go bowling at the Corner Alley. There’s really a lot to do!”

Shopping: Corsaro regularly visits Geiger’s, and enjoys the independent shops at the Arcade. She’ll stop for lunch at Heinen’s, which is “a game changer,” she says, to have a grocery store right in the core of the city. “The Arcade also has a post office, and there’s the new Lavender Spa in the Buckley Building, and we found a great tailor here [Maestro Tailor by Hanna Theatre],” she adds, noting that Corbo’s Bakery opening in Playhouse Square is a bonus. “The more people who move Downtown, the more amenities we are getting here.”



CHRISTY GEIGER // Warehouse District

From her balcony in the Bingham, Christy Geiger can watch boats glide up and down the Cuyahoga River, and she can hear the music streaming from Jacobs Pavilion. The skyline, the lake, the energy — not to mention the proximity to her work at Geiger's, the business her great-grandfather founded in 1932 — are all reasons that Geiger can't imagine living anywhere but Downtown.

"I love how we have the Flats behind us and how you can walk anywhere," says Geiger, 35, who relocated from Westlake to Downtown four years ago so she could be closer to the store. "Working Downtown — it's just so easy to get to the store."

And, Geiger loves watching the city grow. "More businesses are coming Downtown," she says, pointing to Inner Bliss Yoga Studio that opened behind Geiger's on Huron Road East as an example of a crop of specialty fitness outlets moving into the city.

Geiger chose the Bingham to live, where she had friends who were already in the building. "I was used to the city because I'd come down and visit all the time," she says. "I love the huge spaces in this building, and everyone who works here is really nice. There are great events monthly for the residents, and the views are gorgeous."

Since living Downtown, she has found all kinds of spots to shop, eat and grab convenience items, too. "I've learned about all the places I can go since moving down here," she says, relating that Constantino's Market in the bottom of her building is a go-to.

Additionally, Geiger says, her family's shop attracts a variety of people and she has an opportunity to help them find unique clothing, accessories and more. "It's really fun to meet people from all over," Geiger says. "We get people in the store who are traveling because of all the hotels nearby, and we get repeat travelers who come back to see us. Also, a lot of businesspeople shop at our store because it's convenient to stop in at lunchtime. And, with the Playhouse District close by, we get actors and actresses who come in to shop."

Sally Fields stopped in once while filming a Netflix movie, and so did Cavs player JR Smith. During the World Series in 2016, team managers were shopping at Geiger's. "We were watching the game on TV, and I'm like, 'That shirt came from us... that came from the store...'"

Best Cleveland Moment: "The Cavs parade was awesome," Geiger says of the 2016 championship win. "Actually, any sporting event is just fun, even if you are not at the game. Just to be Downtown, everyone has on their gear and there's a lot of excitement."

Why the Warehouse District: "I like that I can walk down to the Flats East Bank — how close that is," Geiger says.

Out to Dinner: "Coastal Taco is neat in the summertime because of the great views," Geiger says.

Favorite Downtown Spot: Geiger doesn't hesitate — the spot she loves the most is her balcony in the Bingham. "It's just gorgeous," she says.





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RAVI GUDIPATI // NineTwelve

Ravi Gudipati was one of the earlier residents to buy into the Avenue townhomes in the NineTwelve District between East Ninth and East 12th streets. He moved into the city in 2008 with his then-fiancee. “I enjoyed the idea of living where I could come home after work, keep the car in the garage and walk around,” he says.

Gudipati grew up in Brecksville/Broadview Heights and works in Mentor, so he does the reverse commute out of the city in the morning, and back to relax in the evenings. “I’m always going away from traffic,” he says.

“I’ve always had an attachment to Downtown,” he says, relating that after attending undergraduate school in Georgia, he moved back to Cleveland to be close to family and friends.

Gudipati’s wife, Pallavi, grew up in Detroit and lived in Chicago for some years before they met and got married. So, she shared her husband’s desire to stay in the city. “It has really grown in here as a nice blend of urban and quiet residential,” Gudipati says, noting that their neighborhood is more reserved and has been a great place for their two children, ages 6 and 2.

And, with children, they have no plans of leaving Downtown with the Campus International School close by. Gudipati’s daughter goes there, and his son will be enrolled when it’s time. “It’s a huge asset to Downtown,” he says. “The student body looks like Cleveland — it’s very diverse with people of all backgrounds from different regions who speak different languages.”

When Gudipati opens his windows, he can hear the laughter of children outside playing in the green space by their building. “Our neighbors also have young kids, and so it’s a nice community,” he says, adding that he is looking forward to the continued development of the townhomes.

Of Downtown and the district where he lives, Gudipati says, “It’s a growing community. There are a lot more families Downtown. I’m looking forward to even more of that happening. Every summer seems to be a step-change improvement, and there are so many people walking around. The city is alive.”

Hanging with Family: “We like having dinner together on East Fourth Street in the summer — one of our favorite places is the House of Blues because we love sitting outside and watching people walk by,”

Gudipati says. Nearby Public Square’s splash pad is his children’s favorite spot. “They can run out some of their energy!” he says. The Cleveland Public Library is another family destination within close walking distance of their home.



Up Next: Gudipati is looking forward to the Beacon project, and watching new buildings enter the Cleveland skyline. “It means more people living Downtown and more spin-off development with retailers and other conveniences,” he says.

Off to School: The Campus International School is a close walk from the Gudipatis’ home. “It’s a brand-new building, outstanding infrastructure and a real asset,” he says.

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ANSHU VIPPARLA & KATIE BENNETT // Campus District

Katie Bennett and Anshu Vipparla are roommates at the Tower Press building — a place where artist lofts provide a creative sense of community and the two Venture for America fellows (both work at GenomOncology) feel a part of something bigger than just being a resident.

“When I walked inside this building, I fell in love with it,” says Vipparla, 23. “The windows are amazing; there’s brick everywhere. I love seeing how the artists interact in the building and how supportive they are.”

Bennett, 23, adds, “It seemed like a place in Cleveland where ‘real people’ lived and worked, and it’s more than I ever expected from living in an apartment building.”

Bennett grew up in Arlington, Virginia, and went to school at Williams College in northwestern Massachusetts. Vipparla is from Boston and moved to Cleveland from North Carolina.

A typical day for the roommates begins with a 5:30 a.m. wake-up call for Bennett, who is on the master’s swimming team at Cleveland State University. Vipparla heads to work around 8:30 a.m., and, on a “treat day,” she stops at Copper Moon, her favorite coffee shop in the lobby of the Statler Arms building. “The barista, James, brightens your day every time, and I usually get a chai — that’s my go-to,” she says.

Lunch at Tea House Noodles or Pho Thang is a break from work. Later on, Bennett goes to CrossFit Sixth City while Vipparla likes the Downtown YMCA. They might grab groceries at Heinen’s to cook dinner or have pizza and beer at Masthead Brewery.

Both are involved in the Superior Neighborhood group that plans neighborhood projects, including a bus stop that showcases local artists. “The collaborative nature of the building we live in has seeded into other parts of my life and made it more collaborative and focused on community than I anticipated,” Vipparla says.

Bennett agrees. In Cleveland, she says, “There’s room to breathe and develop into whatever you want to be as a young person.”

Favorite CLE Memory: “I had just moved to Cleveland before the World Series in 2016, and I wasn’t a huge baseball fan then, but I started watching the games, realizing how amazing they are,” Bennett says. “During that series, they were broadcasting games outside of Progressive Field. It was midnight, pouring down rain, and we were waiting for the rain to end, huddled with friends outside of the stadium. There were so many fans, and we

were all together, cheering and riding the roller coaster of the game. It was great to feel like a Cleveland fan at that moment.”

Exciting CLE Project: “The nuCLEus Downtown is exciting!” Vipparla says. “I’m also looking forward to even more stores opening up. We already have a new Heck’s and Phoenix Coffee Shop, and I love what they did to Public Square. I went ice skating. It was really fun.”

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ED & JEANETTE SHEMA // The Flats

River Bend has been home to Jeanette Shemo and her husband, Ed, for 21 years. In that time, they've seen the fall and rise of the Flats, the entry of new businesses and influx of residents moving into Downtown.

Downtown has always been a way of life — even before they made the move.

"We both worked Downtown at one point, and we always found it to be energizing and eclectic," says Shemo. "So, when our youngest moved out, we decided it was time to move here."

After raising their family in Parma, it was a natural move for the Shemos' to move Downtown. Today, their kids are grown, and they have eight grandchildren. "They love, love coming Downtown," Shemo says. "They've done it all their lives."

At first, the couple bought into Bridgeview, but, when those converted into apartments, their real-estate agent found them River Bend. Their unit is on the south side of the building with views from all sides. "We're all windows with two big balconies," Shemo describes.

Ed works for a family office in Akron, and Jeanette is the office manager at St. Malachi. "I live on one side of the bridge and my office is on the other — so I have a two-minute commute," she quips.

The Shemos take full advantage of Downtown's amenities. They love checking out the Music Box Supper Club on Wednesday nights for the storytellers who share insights about Cleveland. And, Osteria is "our *Cheers*" — the Northern Italian restaurant is tucked in a cozy spot on St. Clair and West Sixth and has 14 tables and a bar.

The couple has the skinny on the city's best happy hours. Blue Point has a great half-price deal, and Morton's serves up petit filet mignon sandwiches with their drink specials. On Wednesdays at Nauti Mermaid, the Shemos enjoy half-price drinks and appetizers until 7 p.m., when oysters drop to \$1 each. "There are so many fun places to go," Shemo says.



Longtime City Dwellers: "I love all the development that has happened," Shemo says. "And, we'd like to see that parking lot across from the Nauti Mermaid get developed — that will be a good thing for the neighborhood, along with the nuCLEus. If that gets off the ground, that will bring in even more residents and businesses."

Favorite Memory:

"When the Cavs won the championship. We had gone to Bold to watch the game through the first half. At halftime, we said, 'Let's run home and see what's going on!' So, we finished the game at home and got out on our balcony. The city was crazy! Two days later, we went to the parade with our daughter-in-law and grandkids, and our son was in the parade. It was unbelievable!"

CLE by Name: Ed points out that their last name is a completely-Cleveland acronym. SHEMA is for Superior, Huron, Erie, Michigan and Ontario.

2-10

11-21

Restoring Cleveland's Gems

K&D Group's commitment to historic preservation is bringing the city's beautiful, intricate buildings to life again.

The iconic Halle Building in Playhouse Square opened in 1908 as an upscale department store when Downtown was bustling with business and richly populated — shopping at Halle Brothers Co. became a treat and tradition. Longtime Clevelanders reminisce over the festive holiday storefronts and memories made at the historic site. Today, this building is experiencing a renaissance as K&D Group revitalizes it into a mixed-use office and residential development that will preserve its architectural beauty while providing modern amenities.

“You can’t replicate these buildings,” says Doug Price, CEO of K&D Group, relating that K&D began developing in Downtown about 20 years ago, starting with the Stonebridge project. At that time, in 1998, Stonebridge was the first new construction housing project in decades. After that, the company took on Reserve Square, and its first rehab project was the Residences at 668, which started a string of historic renovations.

“The detail of these buildings you could never afford to create again, and we’re very proud that we can preserve and resituate a property so that it can be appropriate in today’s modern environment,” says Price.

In 2014, K&D purchased the Halle Building from Forest City Realty Trust Inc. for \$15 million. Then, it was about half occupied with office tenants, and very little had been done to

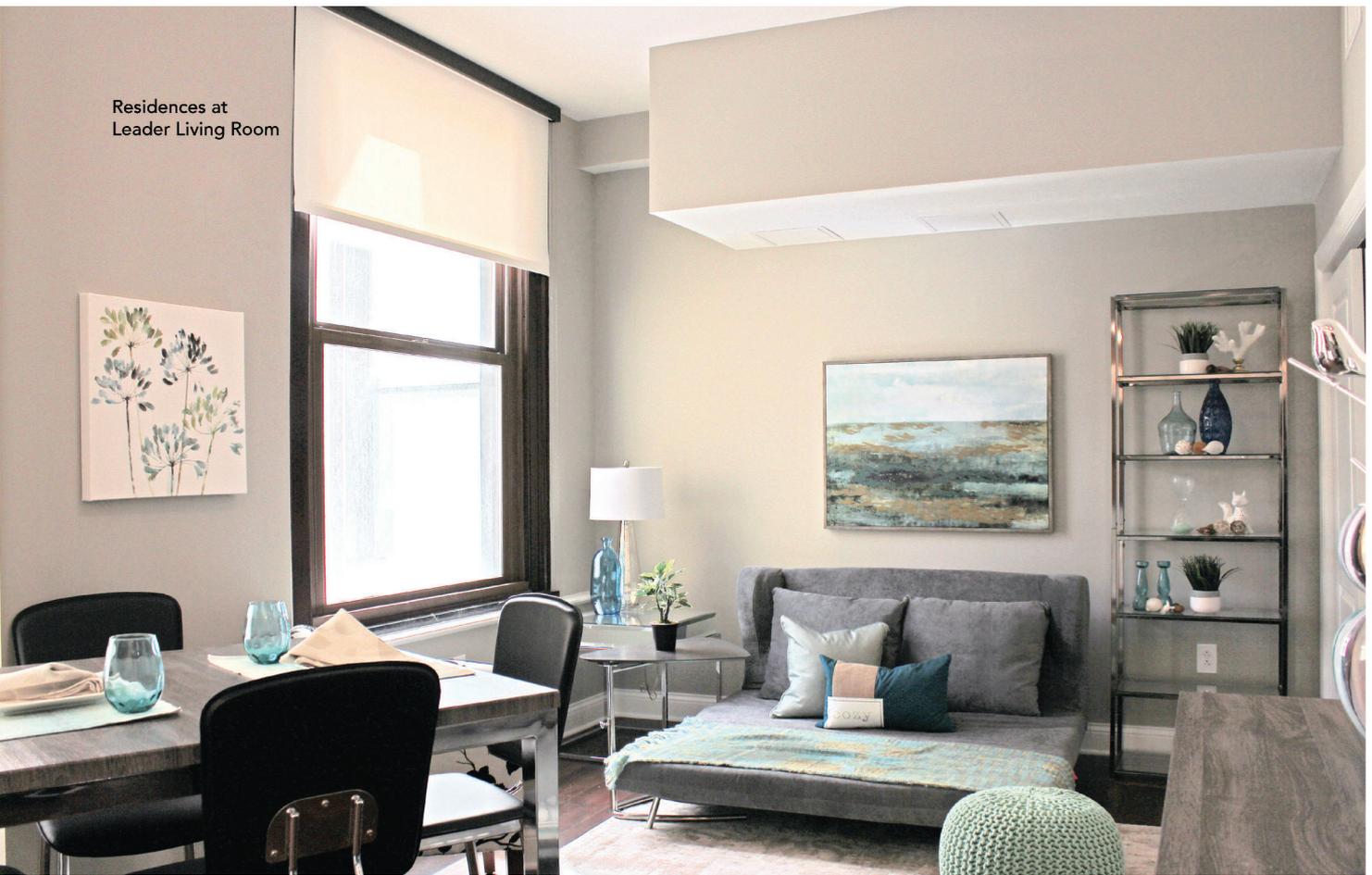
showcase the building’s historic features. Initially, K&D intended to renovate most of the 11-story property into large apartment homes, but demand for office space in that prime location shifted those plans. Existing tenants wanted to stay. The building is home to Yours Truly restaurant on the first floor, along with new tenants including Everstream Solutions, Cleveland Rape Crisis Center and the Republican Party of Cuyahoga County.

K&D offered new, updated spaces in the Halle Building when tenants committed to long-term leases to support the build-outs. Already, the 225,000 square feet of office space available on floors one to five are occupied, including new tenant the NRP Group moving into the fourth floor and bringing 150 jobs Downtown. “The office part of the project has been functioning since we bought the property,” Price says.

“People love the bigness of the spaces,” Price continues. “The windows are 10 feet high — and they have all been replaced — and there are huge, 18-foot ceilings throughout.”

The remaining floors are being renovated into sizeable apartment homes — 123 units that range from 1,200 to 3,000 square feet. “The building offers living for people who want a home Downtown and want some size,” Price says, relating that the spaces eclipse the typical 700-square-foot floor plan that most Downtown apartments offer as “large.”

Residences at
Leader Living Room



Modern Amenities & Historic Features

The Halle renovations follow other K&D projects, including the Residences at 668, the Residences at Hanna, Residences at 1717 and Residences at Leader. All are at 100 percent capacity with waitlists. Already, Price is getting interest for the Halle, which will target people who are likely not first-time owners and want room to create a true Downtown home.

“We’ve heard from people who are living in penthouses in other buildings, so we think this is targeting the established owner,” Price explains, noting that the square footage of these units, alone, makes a transition to Downtown living easier. (For example, empty-nesters who are downsizing can still have space to create a comfortable living environment.)

“The amenities are all here — parking is convenient with an underground tunnel, and the building has a full-size gym and resident center on the lower-level,” Price says. “And, Playhouse Square is out your front door.”

The bulk of building rehabilitation began in August 2017, and K&D will move in its first residents in July 2018. The units range from lofty, one-bedroom units that are up to 1,200 square feet and include a bath and a half and an office. The two-bedroom apartments are 1,400 to 2,500 square feet with two bathrooms and an office. The three bedrooms extend up to 3,000 square feet. “All of the units have fireplaces and high ceilings with ornate crown molding,” Price says. “We really tried to make sure we took in the historic period with modern finishes, paying homage to the history of the building.”

The modern elements include maple cabinets, granite

countertops and upscale kitchens with double ovens, beverage centers and premium appliances. Light maple flooring gives units an airy, clean feel while lighting and plumbing fixtures contribute to the updated touches. The expansive ceilings, grand windows and architectural detail (such as crown molding) remind residents they are living in a Cleveland gem.

“It’s exciting to renovate a building with such history behind it and to be able to create a product that is different from what’s available now,” Price says.

The Halle Building’s unique posture and extra-large floor plans provided a canvas for creating a truly different Downtown living experience. For one, K&D is cutting an atrium six stories down into the core of the building, “so you can look up six stories to the skylight,” Price says. “There are a lot of features here that could only happen in this building.”

Of course, rehabilitating a historic building of this stature doesn’t come without challenges. And those mainly centered on securing financing for the large-scale project — an issue companies face with any major development. Because the property was split between commercial and residential spaces, K&D obtained separate loans, along with leveraging the Federal New Markets Tax Credit for the office portion. Additionally, state and federal historic tax credits are helping bring the project to fruition.

Price recalls when K&D was developing the Residences at 668 on Euclid Avenue. One month before Wall Street crumbled, K&D closed on the deal. And, it was the first round of state tax credits issues — with this project receiving the largest credit. In spite of it all, the momentum continued. “We rented it up, and it was full from day one,” Price says, pointing to a continuous growth in Downtown residents.

Developing Today's Cleveland

Walk into Yours Truly restaurant on the first floor of the Halle Building and the dining area spills into the lobby of the Residences at Halle. "We've preserved and redone the lobby back to what it was like when Halle Brothers was there — it's a huge piece of Cleveland history," Price relates.

While renovating parts of the property, K&D discovered historic relics from Halle Brothers Co. "We have about 25 jewelry cases and display carts — things we found throughout the building that are at a furniture refinisher and will be placed strategically throughout the building," Price says.

Price envisions a lively holiday season at the Halle Building. "We'll do some special displays and have fun with the building," he says.

The Halle Building renovation brings Cleveland's past into the present, while offering mixed-use space that appeals to businesses wanting to locate Downtown and residents who are seeking a character-filled, big-space home. Price says, "With the atrium, the amenities right here, the Playhouse Square location and the level of finishes we are doing, it's really a unique project."

The Halle Building project is just one more exciting development that is changing the face of Downtown, Price adds. He recalls, just a decade ago, walking down Euclid Avenue and seeing empty buildings. Helping rehabilitate historic Downtown buildings has been "a once-in-a-lifetime experience," Price says. "To be a part of that — we are very proud. Now, you don't see boarded-up, empty buildings. It's been a 100-percent turnaround of the city." — KH

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Owning a Piece of Downtown

Zaremba Homes' for-sale properties at the Avenue give residents an opportunity to invest in their own slice of Downtown Cleveland.

The growing mass of people who live, work, play, shop and dine downtown is driving development in the city and increasing the demand for residential properties. But historically, for-sale real estate here has been limited.

That changed some years ago when Zaremba Homes developed the first phase of Avenue Townhomes at East 13th Street and Superior Avenue. "This is a unique part of Cleveland that is a quieter neighborhood," says Nathan Zaremba Jr., president. "If residents want the excitement and nightlife, they can do that with ease and then they can return to their quiet side of town to reside. That's an important component of what our development has to offer: direct, easy access to Cleveland amenities with the quietness residents look for when they return at night."

Zaremba Homes is a fourth-generation business, with brothers Nathan Jr. and Matthew succeeding their late father, Nathan Zaremba. Their great-grandfather started the business in 1920. "We've had an opportunity to work with our father for the last 20 years, and carrying this on is important to us," says Matthew, vice president. "It's something we grew up with and also have a passion for."

Today, 20 families live in the Avenue — many of them bought as single professionals who have since married and had children. The neighborhood is evolving and maturing as the second phase of development breaks ground this spring, which includes 36 for-sale townhomes that are completely customizable. "We offer that complete customer building experience to someone who wants to live Downtown," says Matthew.

As the Avenue expands, attracting buyers who want their own piece of Downtown Cleveland, the investments in the NineTwelve District continue to grow the neighborhood into a vital, desired destination for residents and businesses. Since 2011, new property owners have invested \$250 million in purchasing real estate assets in NineTwelve, and \$736.6 million has been invested in the NineTwelve District real estate projects, Nathan Jr. shares. "There have been 75 different companies that have relocated or committed to this area, and there are 4,000 residents in this district. That is a substantial increase — and with that, retailers and restaurants follow."

Before long, bike lanes running up and down Superior Avenue in front of the Avenue will add to the neighborhood's convenience, accessibility and energy. "In the last few years, we have seen thousands of people come Downtown to rent, and they appreciate the lifestyle and amenities Cleveland has to offer," Nathan Jr. says. "But, there haven't been a lot of options for for-sale products, so this is the most exciting part for us — offering that ownership in Downtown Cleveland. And, other developers will bring product on as we continue to expand ownership in Cleveland."

Growing a Legacy

Twenty years ago, Zaremba Homes began investing in Downtown, and since that time the company has developed over 500 units in the city. "We have a passion for urban redevelopment and developing within the City of Cleveland," Nathan Jr. says.

"We love the opportunity to design, create and educate the

homebuyer. We really value the special relationship you develop with someone when they entrust us to build a home. We don't take that for granted, and we really enjoy that process of seeing people through from start to finish."

The brothers have seen the "ups and downs" of Downtown Cleveland, Matthew adds. "Now, you walk Downtown on a Thursday night in front of Masthead Brewery and it's filled with people, young and old, enjoying Downtown — and it's a neat experience," he says. "The energy is definitely here."

Bringing more home ownership options to Cleveland is, in many ways, indicative of Cleveland's modern coming-of-age. With demand for housing comes a desire for ownership versus rental spaces. And, Nathan Jr. points out, once people realize they like the urban lifestyle and consider jumping from rent to own, they discover that the cost of doing so is not a barrier. A 15-year tax abatement on the Avenue project is worth about \$160,000 in "house," making the cost per square foot of these Downtown homes less expensive than a suburban property, Matthew relates.

Owning the Lifestyle

Living Downtown offers residents everything they can get in the suburbs — and then some. They are at the core of Cleveland's dining scene, arts and culture, sports arenas and more. Even more so, by choosing to buy in the city instead of rent, homeowners are investing in Cleveland's future — which is brimming with exciting additional development projects.

At the Avenue, homebuyers can choose every finish — they

customize the townhome to their taste. "They come through a selection process with us, and we have a showroom here in our office so we can walk them through, start to finish, so they can achieve the style they're looking for," Matthew says.

The wide range of options makes the Avenue perfect for anyone — empty-nesters, families, young professionals and everyone in between. Townhomes include two garage spots per residence, and each home has a rooftop deck. "You can look out at the Downtown skyline and see the horizon on the lake," Matthew says.

The homes are energy-efficient, complying with Cleveland's Green Community standards. "Even compared to homes built 10 to 15 years ago, these newer homes are at an energy efficiency level that will surprise owners when they see how low their utility bills are," Matthew reveals.

The properties also includes a small pocket park — green space where residents can walk their dogs, play with their children or just hang out and have a picnic. And, a couple of blocks away is Perk Plaza with its ever-popular Walnut Wednesdays in the summer as well as access to education for all ages, particularly with Cleveland State University and the new Campus International School. The NineTwelve District is extremely walkable, as is Downtown as a whole, with nearby trolley and bus stops, along with Uber and Lyft availability.

"I keep going back to this project as being [able] to own a piece of Downtown," Matthew says. "That means something to us — and it means something to others, too, who have pride in Downtown and want that chance to own."

— KH

For more information, visit zarembahomes.com.

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Tackling the To-Do List

Running errands Downtown is easier than you think. Capitalize on your lunch hour (or breaks throughout the day) to order groceries, pick up a package, workout and more.

BY LEAH HAMMOND



Dry Cleaners

After the staff of ESPN gets their suits pressed at **Granny Anne's Dry Cleaning**, they're covering the Cavs and full-court presses. Located in Reserve Square, they offer personal wash and fold laundry, commercial laundry and even alterations. They take pride in their dependability — keeping clients like ESPN and Clevelanders returning on a regular basis. They also have a pick-up and delivery service catering to your busy schedule.
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1400 E. Ninth St., 216-621-0132;
840 Euclid Ave., 216-621-6019, cvs.com

➔ If you need a little more than over-the-counter cold and flu essentials, the **Cleveland Clinic Express Care Clinic**, which opened in 2016, is there for all your urgent health needs. Walk-in medical attention is available weekdays 6 a.m. to 9 p.m., and weekends 8 a.m. to 4 p.m.
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