B. Attractive, Desirable Quality of Life
The breakdown of our generations:

<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>Current age</th>
<th>In our total U.S. population</th>
<th>% of total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers</td>
<td>1946 - 1964</td>
<td>53-71</td>
<td>74.8 million</td>
<td>29%</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-1979</td>
<td>38-52</td>
<td>61.2 million</td>
<td>22%</td>
</tr>
<tr>
<td>Millennials</td>
<td>1980-2000</td>
<td>17-37</td>
<td>86.9 million</td>
<td>20%</td>
</tr>
</tbody>
</table>

Shaker Heights // 2010 U.S. Census
Planning Themes

- Placemaking
- Transit-Oriented Development
- Healthy Communities
- Flexible Housing Options
- Sustainability
Placemaking

- Creating quality public spaces that contribute to happiness, and well-being
- Designing cities for people
- Cultivating a sense of place
- Greenspaces and trees; architecture; history
Lake to Lakes Trail
Lee Road: South Section Recommended Configuration

(6 ft bike lane–12 ft SB lane–12 ft center lane–12 ft NB lane–6 ft bike lane)
Van Aken

Our community’s downtown place for residents to dine, shop and spend time.
Van Aken District Connections Plan
Developed to support creation of a vibrant, mixed-use downtown

Two large public meetings

Stakeholder Committee of residents, property owners, and major institutions
UNMET INFRASTRUCTURE NEEDS

- Streets: $12,850,100
- Dams and lakes: $4,340,000
- Facilities Maintenance: $5,297,000
- Replace Public Safety System: $1,000,000
- Replacement of Fire Aerial Truck: $900,000
- Recreation and leisure amenities upgrades: $3,230,000
- Sewers: $4,320,770

TOTAL: $31,937,870
C. Vibrant Commercial & Retail Development
Construction is well under way

All financing is closed

On schedule to open Phase 1 in Summer 2018
The Vision:
A business community integrating into and complementing the surrounding neighborhood
Phase 1 First Floor: 60,000 sq. ft. of new retail

Tenant List February 2017

- Jonathan Sawyer restaurant
- Harry’s Pizzeria
- Mitchell’s Ice Cream
- Whiskey Grade
- Andrews Color Atelier

Several retailers will be announced by RMS this spring and summer
Phase 1 Upper Floor Program
Van Aken Phase 1
Aerial Looking South
Phase 1 Second and Third Floor:

- **100 apartments** over the retail & overlooking the park; price point $1.85-$2.00/square foot (comparable to The View, University Circle and downtown)

- **Office is 60,000 sq. ft; 75% leased**, only 14,500 sq ft. left; bodes well for office development on the 100% corner
  - ABA Insurance
  - Financial Services Company
  - RMS Investment Corporation
  - Suburban Pediatrics (1st floor of retail building)
  - McGlinchey, Stafford Law Firm
The Orman Building

Orman Building—a food hall like Chicago’s Eatily, DC’s Union Market or Chicago’s Revival market; a gathering place with stages for music and presentations indoors and outside on shared patio.
Orman Building signed tenants:

- Shinola
- Luna Crepes
- Urban Orchid
- Restore Cold Pressed Juice
- Rising Star
- Goldhorn Brewery
The Orman Building
Beer Garden
Shaker’s Living Room

Built on site where summer beer gardens have been
Streets can be closed for larger festivals
RMS talking to interested grocers about the Qua Site
Le Chaperone Rouge construction well under way
Shaker Rocks working on site plan, architectural plans and financing
Wendy’s starting design for new restaurant
BP station got new pumps, getting a redesign
Great Shops on Chagrin: Juma, Bicycle Boulevard, Lucy’s Sweet Surrender, Swerve, MotoPhoto,
Mapping out and marketing other development sites in the District will begin (Planning and Economic Development)
Join us NOW

SUPPORT NEW & EXISTING STORES

- Shaker Plaza (including new)
  - New Balance
  - Evie Lou
  - Marc Anthoni Spa (March)
  - Qdoba
  - Subway
  - Donatos
  - Pearl Asian Kitchen
  - Shaker Beverages
JOIN US

These are just a few of the thousands of residents who attended our summer beer garden series, thirsty for a new downtown.

thevanakendistrict.com

CONTACT INFO:

JASON FENTON | PMS
Retail Leasing
jfenton@mcsportstions.com
316.459.8038

SYDIE W. O'BRYON, SORB | NAI DANS
Office Leasing
soobyn@nai-dans.com
316.455.0688

TANIA MENGES | SHARED HEIGHTS
Economic Development Director
tania.menges@skelronline.com
316.891.1251

LUKE PALMISANO | PMS
President
lpalmisano@mcsportstions.com
316.372.0060
Creation of Shaker Heights Development Corporation and Revitalization of Lee Road
<table>
<thead>
<tr>
<th>Business Name</th>
<th>Description</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protem Home Health Care</td>
<td>Shaker-based home healthcare business</td>
<td>3535 Lee</td>
</tr>
<tr>
<td>The Dealership</td>
<td>A co-work, event and office space</td>
<td>3558 Lee</td>
</tr>
<tr>
<td>Discount Cleaners</td>
<td>Upgrading signage and lighting under Storefront Renovation Program</td>
<td>3601 Lee</td>
</tr>
<tr>
<td>State Farm Insurance</td>
<td>Upgraded signage and lighting under Storefront Renovation Program</td>
<td>Lee Road</td>
</tr>
<tr>
<td>Process Canine</td>
<td>Former Lee Road Plant Nursery will become a dog day boarding and training business</td>
<td>Lee Road</td>
</tr>
<tr>
<td>New Office Space</td>
<td>Former Hair Salon &amp; Nail Studio now new office space</td>
<td>3649 Lee</td>
</tr>
<tr>
<td>School Storage Building</td>
<td>Shaker resident purchasing the property for long-term development opportunities</td>
<td>Lee Road</td>
</tr>
<tr>
<td>Former Car Wash</td>
<td>Will be demolished, land will be marketed for redevelopment</td>
<td>Lee Road</td>
</tr>
</tbody>
</table>
D. Efficient 21st Century Government
Increase Operational Efficiency and Lower Costs
## Shaker City Employment Reduction

<table>
<thead>
<tr>
<th>Date</th>
<th>Full Time Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/2007</td>
<td>347</td>
</tr>
<tr>
<td>1/31/2017</td>
<td>288</td>
</tr>
</tbody>
</table>

**Reduction of 59 jobs**
Regionalism

- Combined Police and Fire Dispatch operations with University Heights – Cleveland Heights – South Euclid
- Water Line Maintenance to Cleveland
- Sewer Maintenance to County
- Combined SWAT squad with 5 communities
- Efforts to merge Fire Departments
IV. What are the continuing challenges, and what can we do to overcome them?

A. Challenges
   1. Slow Regional Economic Growth
   2. Political Environment
   3. High Taxes in Shaker
   4. Perception of Schools based on State Tests

B. How Can Citizens Help?
   1. Support our Community
   2. Demonstrate willingness to Adapt to Changing Circumstances
# Median Home Sales Price

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$244,000</td>
</tr>
<tr>
<td>2005</td>
<td>$230,510</td>
</tr>
<tr>
<td>2006</td>
<td>$205,000</td>
</tr>
<tr>
<td>2007</td>
<td>$226,000</td>
</tr>
<tr>
<td>2008</td>
<td>$190,000</td>
</tr>
<tr>
<td>2009</td>
<td>$179,000</td>
</tr>
<tr>
<td>2010</td>
<td>$208,000</td>
</tr>
<tr>
<td>2011</td>
<td>$202,000</td>
</tr>
<tr>
<td>2012</td>
<td>$195,000</td>
</tr>
<tr>
<td>2013</td>
<td>$200,000</td>
</tr>
<tr>
<td>2014</td>
<td>$219,950</td>
</tr>
<tr>
<td>2015</td>
<td>$225,000</td>
</tr>
<tr>
<td>2016</td>
<td>$225,000</td>
</tr>
</tbody>
</table>


What does it mean when somebody gives you a bad grade for who you are? That is exactly what the new school district report cards in Ohio do. School achievement tends to correlate with aggregate family income, and metropolitan areas across the nation are quickly re-segregating by income. Research shows there are fewer and fewer mixed income communities and more very poor and very rich ones. Ohio gives the schools in very rich communities “A” grades; and Ohio gives schools in very poor and in mixed income communities “Ds” and “Fs.”
Support our Community
1. Shop and eat regularly at stores and restaurants in Van Aken District, including Shaker Plaza

2. Support Van Aken throughout the Greater Cleveland community and especially in other East Side communities

3. Shop at Shaker Town Center - Use great resources in the area like Heinen’s, Shaker Hardware

4. Become active in your neighborhood community association or form one if your neighborhood doesn’t have one.

5. Be ambassadors to prospective new residents.
Support our Schools
1. Vote for 3.75 mill capital levy on May - first in 13 years

1. Modern Technology
2. Boilers and Piping
3. Backlog of roofs needing replacement
4. Security Cameras
5. ADA Upgrades

2. Tell the story of the excellent quality of our schools in the broader community
Be Open to Change and Adapt to New Circumstances
“It is not the strongest of the species that survive, 
Nor the most intelligent, 
But the ones most responsive to change.”

Charles Darwin
Consider Joining the Cuyahoga County Library System

1. Outstanding national reputation
2. Superb collection tied to state university system
3. Community Center libraries with early childhood, adult and senior services equal to or better than what we have
4. Enthusiastic recommendation from mayors with county system
5. Future capital repairs and potential new construction paid for by county residents
6. Retain Moreland location
7. No plans for new taxes
8. Open more hours than our own system
9. Reduces numbers of taxing authorities in Shaker
10. Allows community to focus finite tax dollars on schools
Potential Tax Savings with County Library:

Cost of Projected New Tax Increases:

<table>
<thead>
<tr>
<th>Levy</th>
<th>Millage</th>
<th>Cost per $100,000 Market Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Levy</td>
<td>3.7 mills</td>
<td>$131.25</td>
</tr>
<tr>
<td>Library Levy</td>
<td>1.6 mills</td>
<td>$56.00</td>
</tr>
</tbody>
</table>

$300,000 house = 3 x 187.25, or $561.75

With County Library:

- Reduce current library millage from 4.0 to 2.5
- Avoid new library levy of 1.6
- Eliminate 3.1 mills

  Eliminate $97.00 per $100,000 market value

$300,000 house = savings of $291.00

Reduce cost of projected new tax increase from $561.75 to $270.75
Conclusion

The State of the City is strong and Shaker Heights will have a bright future if we continue to move forward in our goals to best position our community for the 21st Century.

Thank you.