



desmone

PREPARED FOR:

**Cleveland City
Council**

PROJECT NAME:

Memphis & Pearl

DATE:

09/08/2023

*@*designed to thrive.

Reimagining A Community Asset.



2014

United Church of Christ abandoned St. Luke's Church building & OBCDC started leading the redevelopment.

2019

OBCDC received the former St. Luke's building as a donation and explored development opportunities .

2021

OBCDC engaged Pearl Road United Methodist Church for potential partnership and acquired the Greenline Building increasing site development.

2021

OBCDC-led master planning study led to a developer RFP, and failed attempt to secure state tax credits for a LIHTC project.

2022

OBCDC and PRUMC engaged with Desmone on a bold development project, including the reuse of two historic structures linked with new construction.



Reimagining A Community Asset.



- The project represents the largest and most significant mixed-use development in the Old Brooklyn neighborhood in over fifty years.
- The site has been a community gathering site for faith communities, community events, meetings, and the Old Brooklyn Farmer's Market for decades.

At The Heart of Old Brooklyn.

15-minute walk, bus, or bike ride
many major staple amenities like:

- Healthcare
- Drug stores
- Day cares
- Schools
- Churches
- Recreation Centers
- Parks
- Restaurants
- Bars
- & More!

- Adding mixed-use residential density is contextual and helps achieve Cleveland's 15-Minute City goals



At The Heart of Old Brooklyn.



Located at “Main & Main” Memphis Avenue and Pearl Road

- Located along the second most trafficked transit corridor in Cleveland the W 25th / Pearl Road
- The GCRTA 51 is slated to be the next Bus Rapid Transit (BRT) project increasing frequencies and connectivity to Ohio City & Downtown Cleveland accessing larger footprint via transit



Existing Rental Realities.

RENTAL SUMMARIES

8

Competing residential multi-family properties within Cleveland that compare to our proposed fit-and-finish.

973 SF

Average size of the comparable 1 and 2-bedroom apartments.

\$1,928

Average rent of the comparable 1 and 2-bedroom apartments.

SUMMARY OF CURRENT MARKET

Market rate multi-family apartments are non-existent within the Old Brooklyn neighborhood and based on our market study of competing market rate multi-family complexes, you must travel much farther into the city to find any comparable properties.

Our blind shopping study of competing multi-family complexes concluded that our tenant audience is comprised of young professionals who work in the medical industry and commute to the central business district of Cleveland. We have determined that there is a large need for housing for the medical professions, and this development is well positioned for that audience.

Old Brooklyn is well situated to capture those who utilize high traffic areas such as the Metroparks Zoo, MetroHealth's Main Campus, and Interstate 71.



Proposed Apartment Rents.

Average SF

750 SF	1 Bedroom / 1 Bathroom - 45	\$1,750
825 SF	1 Bedroom / 1 Bathroom with Den - 11	\$1,850
1,100 SF	2 Bedroom / 1.5 Bathroom - 7	\$2,550
1,400 SF	2 Bedroom / 2 Bathroom with Den - 17	\$2,650
0 SF	-	-
Avg. Rent		\$1,812.50

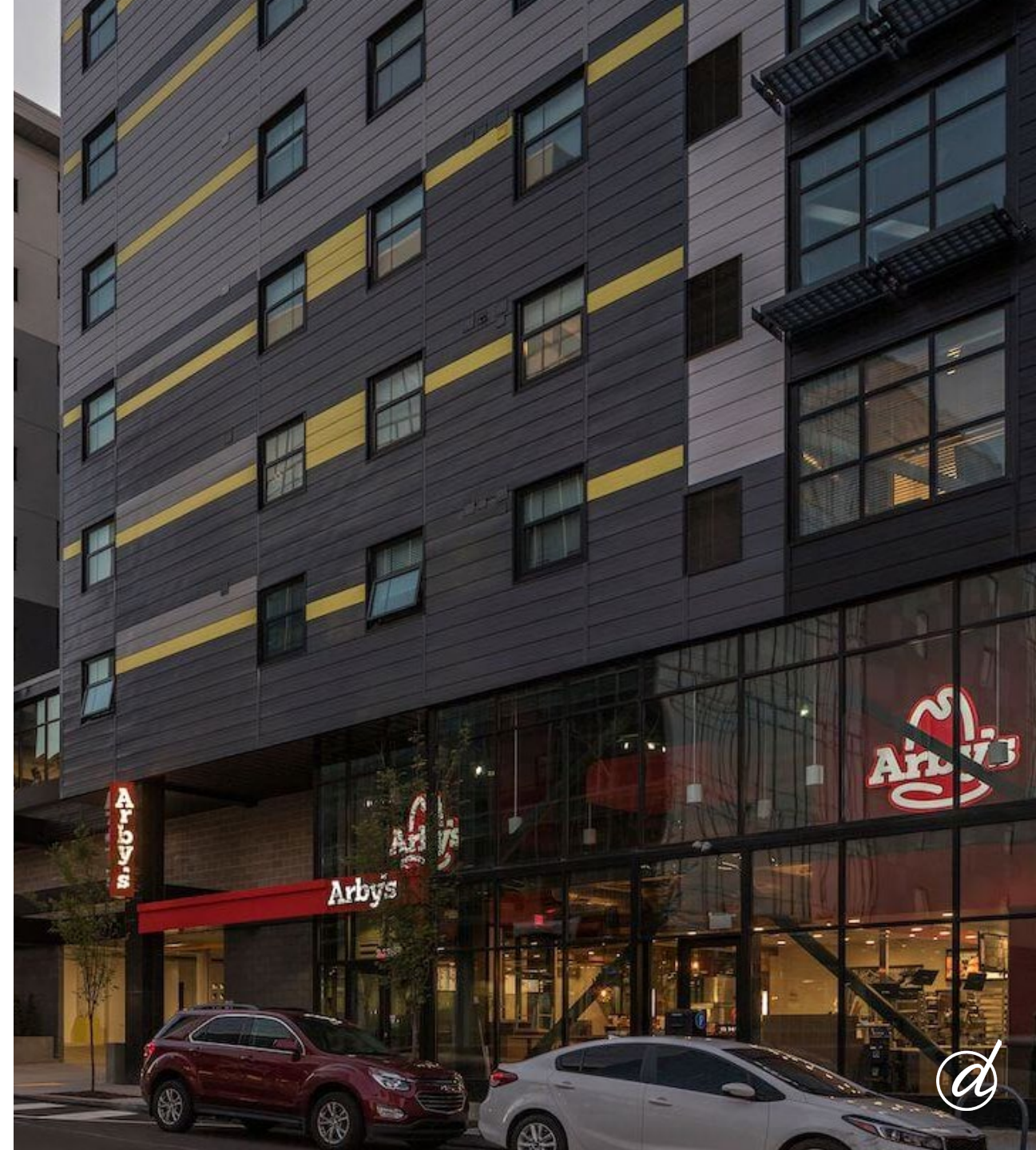


Proposed Retail Rents.

Square Footages

Price per SF

3,199 SF	Retail Unit 1 - To Be Preleased	\$15
2,919 SF	Retail Unit 2 - To Be Preleased	\$15
3,134 SF	Retail Unit 3 - To Be Preleased	\$15
5,161 SF	Retail Unit 4 - To Be Preleased	\$15
743 SF	Retail Unit 5 - To Be Preleased	\$15
6,839 SF	St Luke's - Brewery - To Be Preleased	\$15
Avg. Rent		\$15



Development Budget.

Pre-Development	\$1,289,100
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Construction & Site Work	\$24,642,124
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VE Offsets Post Demolition	\$2,029,794
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Hard Costs – Retail Tenants	\$465,640
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Soft Costs – Architecture/Engineering	\$999,850
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Financial Costs & Fees	\$3,996,897
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Grand Total	\$31,171,405
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Projected Funding Sources.

1st Position Debt \$14,737,153
Authoring Bank Package - for AFL-CIO, Dollar Bank, Premier Bank, Farmer's

Cpace \$ 1,190,000
Bob Rajewski in Negotiations with MD Energy Advisors

Ohio Demolition & Remediation Program \$ 2,625,000
Application to Open Between September 2023 - January 2024

25% Brownfield Match \$ 875,000
Application to Open Between September 2023 - January 2024

TMUD \$ 2,652,430
Deferred Application in 2023 - Applying in 2024, if Needed after GMP is in Place

Cuyahoga County ARPA Grant \$250,000
○ Legislation introduced by Councilman Martin Sweeney Contract Sent to Old Brooklyn CDC

City of Cleveland Community Development ARPA Grant \$3,000,000
Commitment Letter Obtained from Community Development

Transit Oriented Development Stipend \$250,000
Negotiations to Begin with Cleveland Transit Authority

NMTC - Commercial Only \$1,200,000
Pipeline for Ariel Ventures, Allocations will be Announced in 2023

City of Cleveland Transformative Gap Financing Grant \$2,500,000
Presentation sent to City Council to Author Legislation

Councilman Harsh Predevelopment Funds \$150,000
Committed by Councilman Harsh

Developer Equity - Deferred \$1,700,000
Agreed

Current Total: **\$ 31,129,953**



Projected Major Milestone Schedule.

Milestones	2023				2024				2025				2026			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Grant Applications / Fundraising	█															
Design, Engineering, Planning Logistics					█											
Execution of Existing Tenant Relocation					█											
Transfer to Private Ownership					X											
Remediation / Demolition / Construction									█							
Ribbon Cutting Ceremony													█			



Elevations.



Elevations.



Concept Images.



Concept Images.



Contact.

Primary Contacts.

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