

An aerial photograph of a city street intersection, overlaid with a semi-transparent green filter. The image shows several buildings, parking lots, and streets. A road sign with the number '322' is visible on the left side of the image. The text 'MAYFIELD AND GREEN' is prominently displayed in the center in a large, white, serif font. Below it, the text 'South Euclid, Ohio | 11 October 2018' is written in a smaller, white, sans-serif font. In the bottom left corner, the text 'Scenario + Story by YARD & COMPANY' is displayed in a white, sans-serif font, with 'YARD & COMPANY' in a larger, bold font.

MAYFIELD AND GREEN

South Euclid, Ohio | 11 October 2018

Scenario + Story by
YARD & COMPANY

APPROACH

Whether you are confident in your program or just at the beginning of figuring it out before closing on the property, our team of designers and strategists can help you test, evaluate, and establish your preferred development options. Our approach goes further than simply determining what can fit between the lines. It bases the site capacity testing in a story about the place, what it links to, its image and character, how it solves problems for project partners, and the strategy for how it gets to market smartly. We are accustomed to doing this simply around a table with the project owners or as part of a collaboration with community partners as part of a structured Design Discovery process that efficiently gets to clear directives for the development as its understanding matures. We work in 3 dimensions and quickly so that no time is wasted in getting to clear answers that are supported by the ownership group, the community, and the market.



WHAT WE HEARD

HEADLINE THEMES

- » Mayfield is a long-term play
- » Green is more important than Mayfield
- » Focus catalysts just off your main intersection
- » One South Euclid should grow with the District

STRENGTHS

- » Site availability and affordability
- » Nearby employers and institutions
- » Culture of sustainability, diversity, and welcoming
- » Rock the Block
- » City beginning to attract new home owners
- » Willing property owner partners
- » Garden Drive scale and diversity
- » Developer interest in Former Sacred Heart of Jesus Academy
- » NOACA focus on Mayfield corridor
- » City participation

WEAKNESSES

- » District is not a place you'd make effort to get to today
- » South Euclid struggles to attract young people
- » Mayfield Road noise and lack of on-street parking
- » A lot of people nearby but not walkable today
- » Off-street parking is difficult to navigate
- » One South Euclid is all volunteer based
- » MGPIA LLC, IAMG Properties LLC, and 4448-4454 Mayfield LLC are obstacles
- » VSW Management has been a problem
- » Meaningful changes to Mayfield Road could take a long time



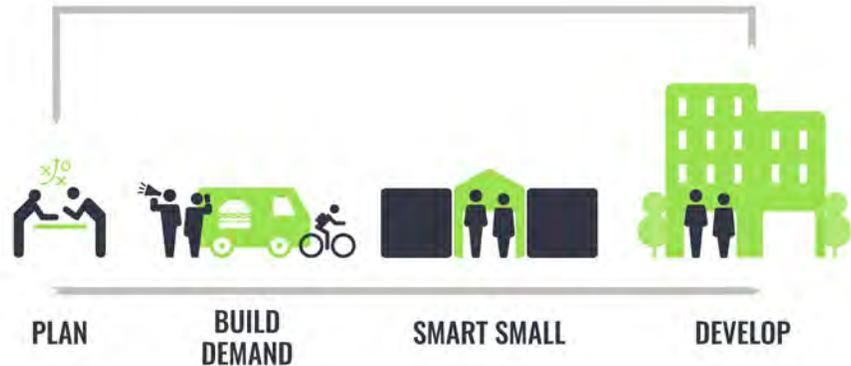
THE NEXT 36 MONTHS

SUPPLY TAKES TIME, DEMAND CAN START TODAY

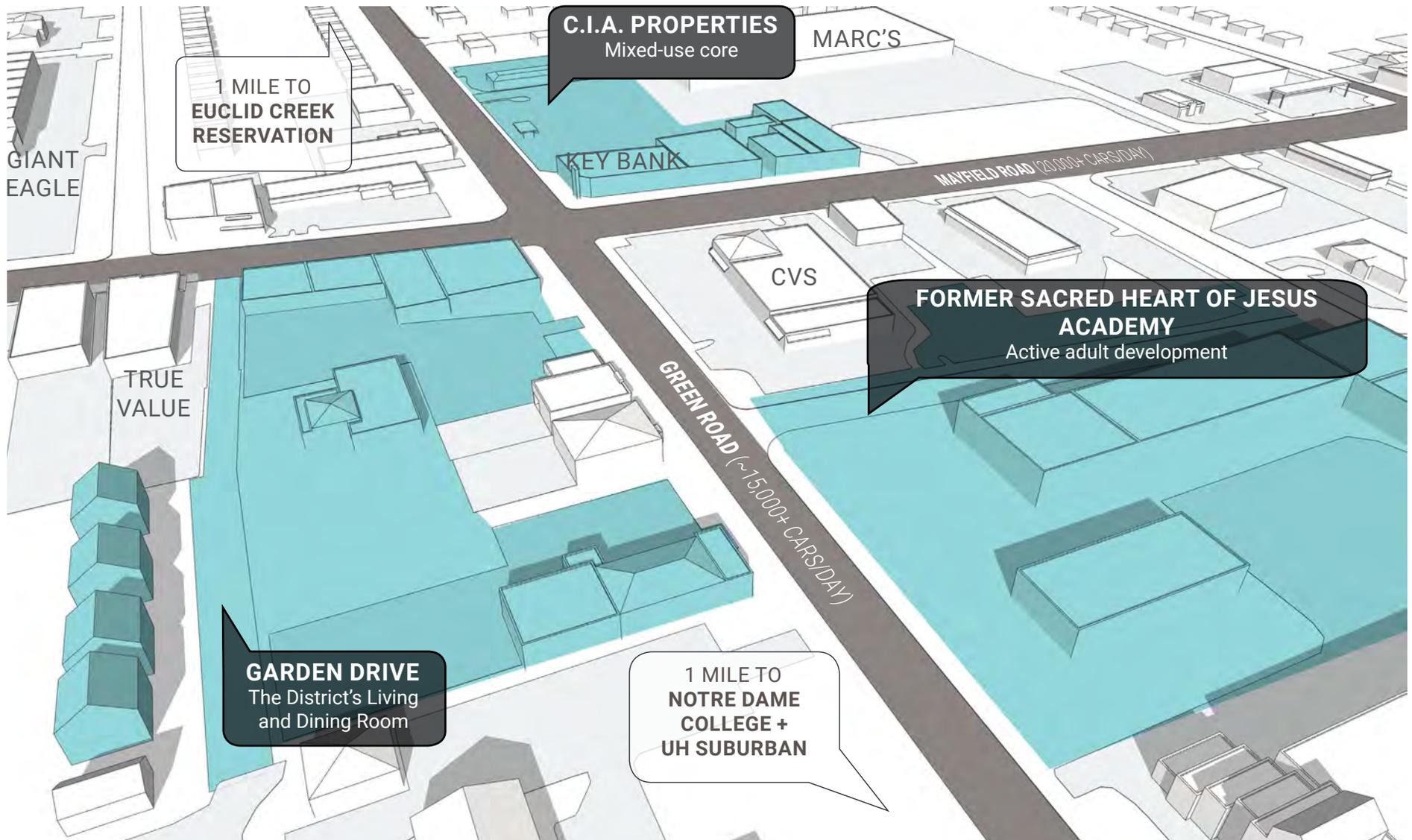
Don't do this



Do this



ONE DISTRICT, THREE PLACES

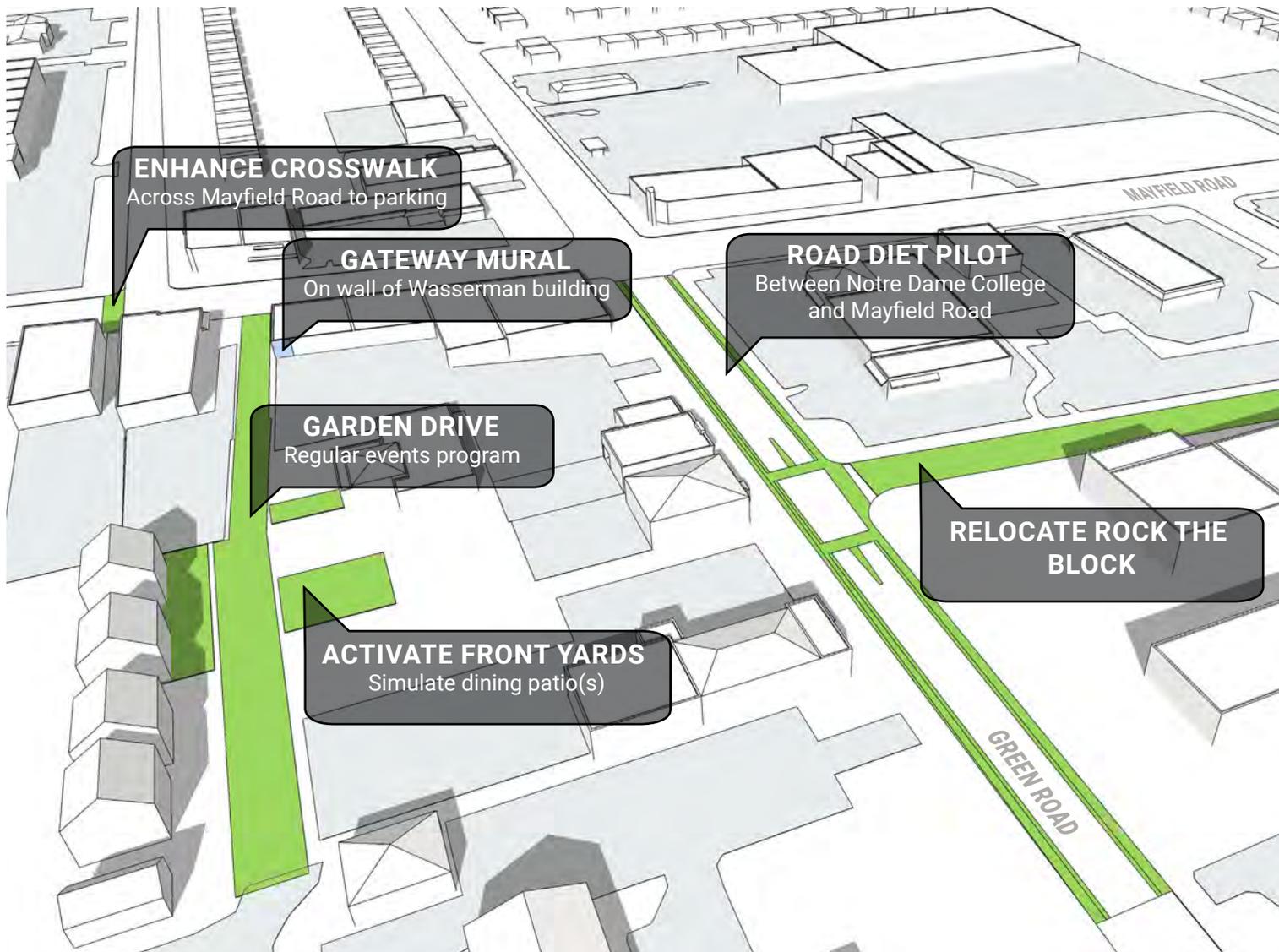


2019

**GET PEOPLE TO THE
DISTRICT**

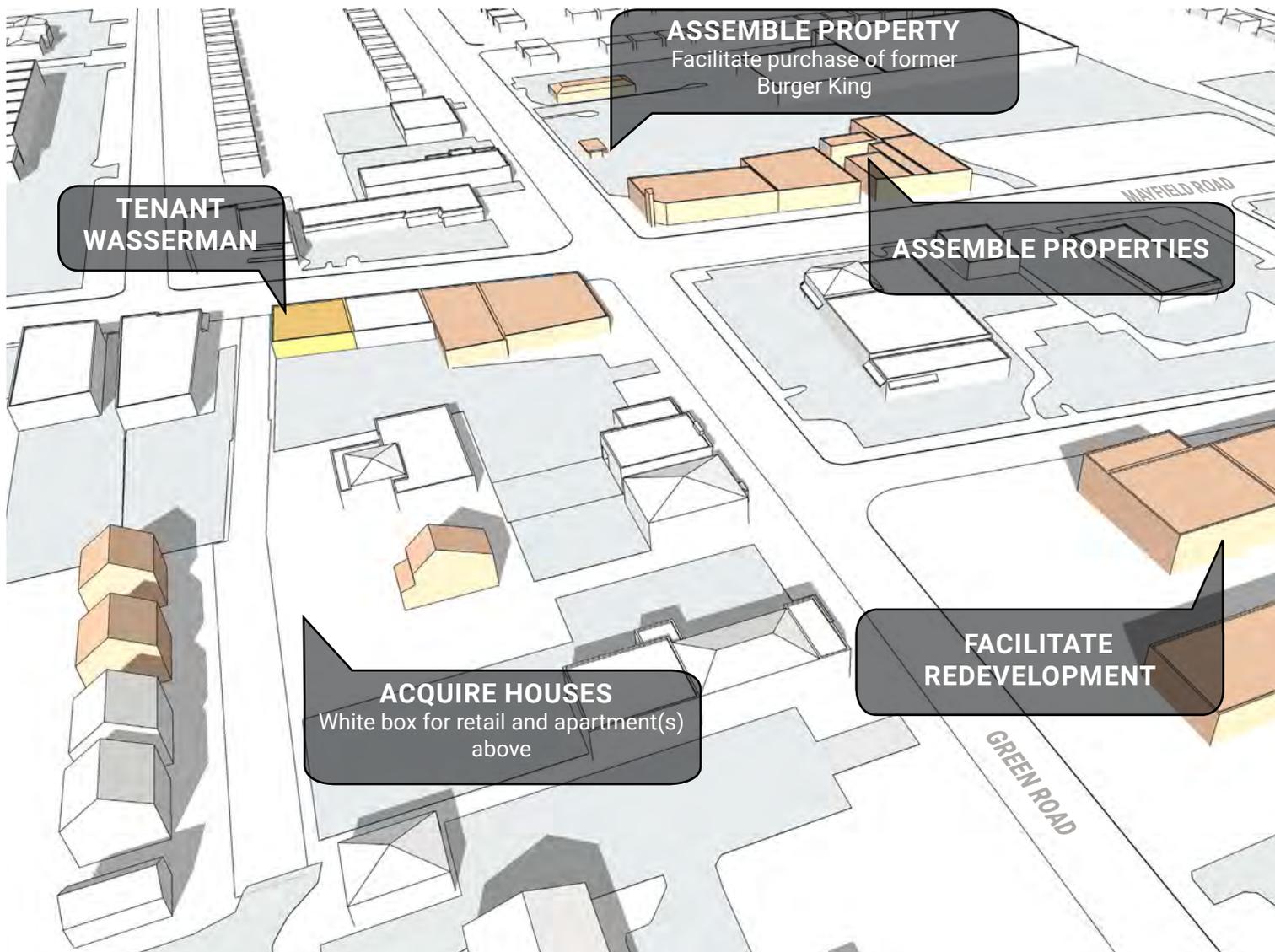


2019 Demand Initiatives



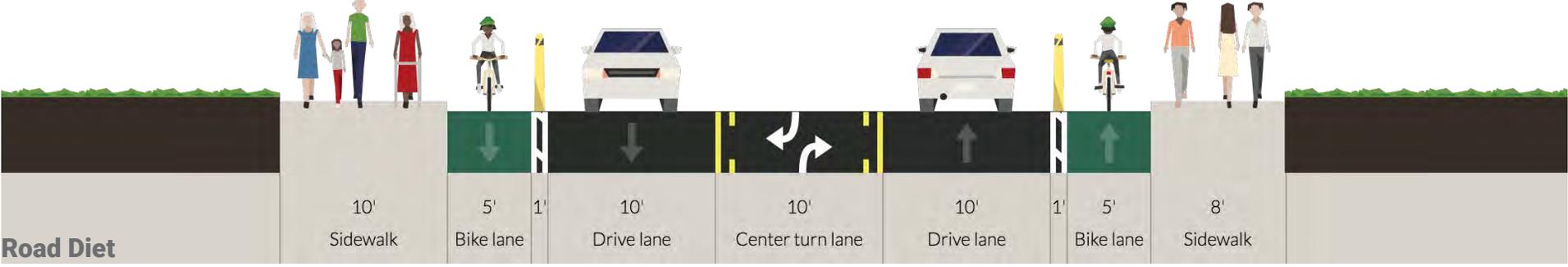
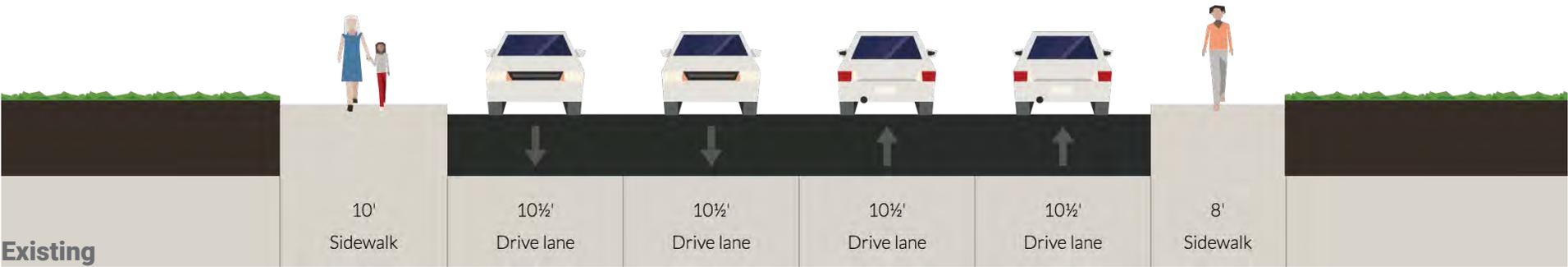
- » OSE Executive Director
- » Action Committee
- » Garden Drive food/ beverage/entertainment programming
- » Green Road diet pilot

2019 Supply Initiatives



- » Buy 2-3 Garden Drive houses
- » Facilitate Former Sacred Heart of Jesus Academy development
- » Form development partnership with C.I.A Properties
- » Gain control of MGPIA/IAMG Properties /4448-4454 Mayfield portfolio
- » Assemble Burger King into site
- » Continued code enforcement

2019 South Green Road Diet Pilot



2019 Garden + Green Initiatives

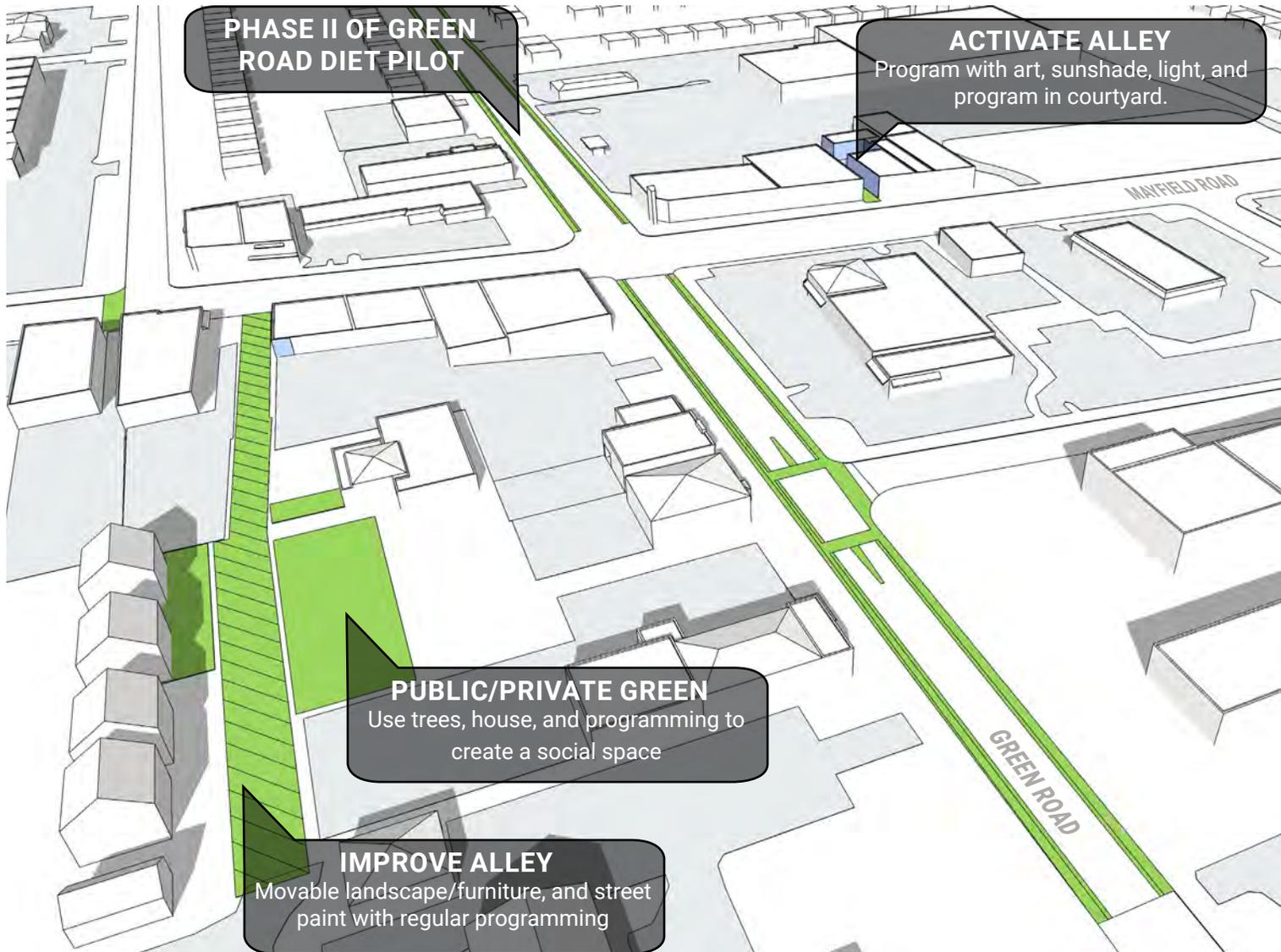


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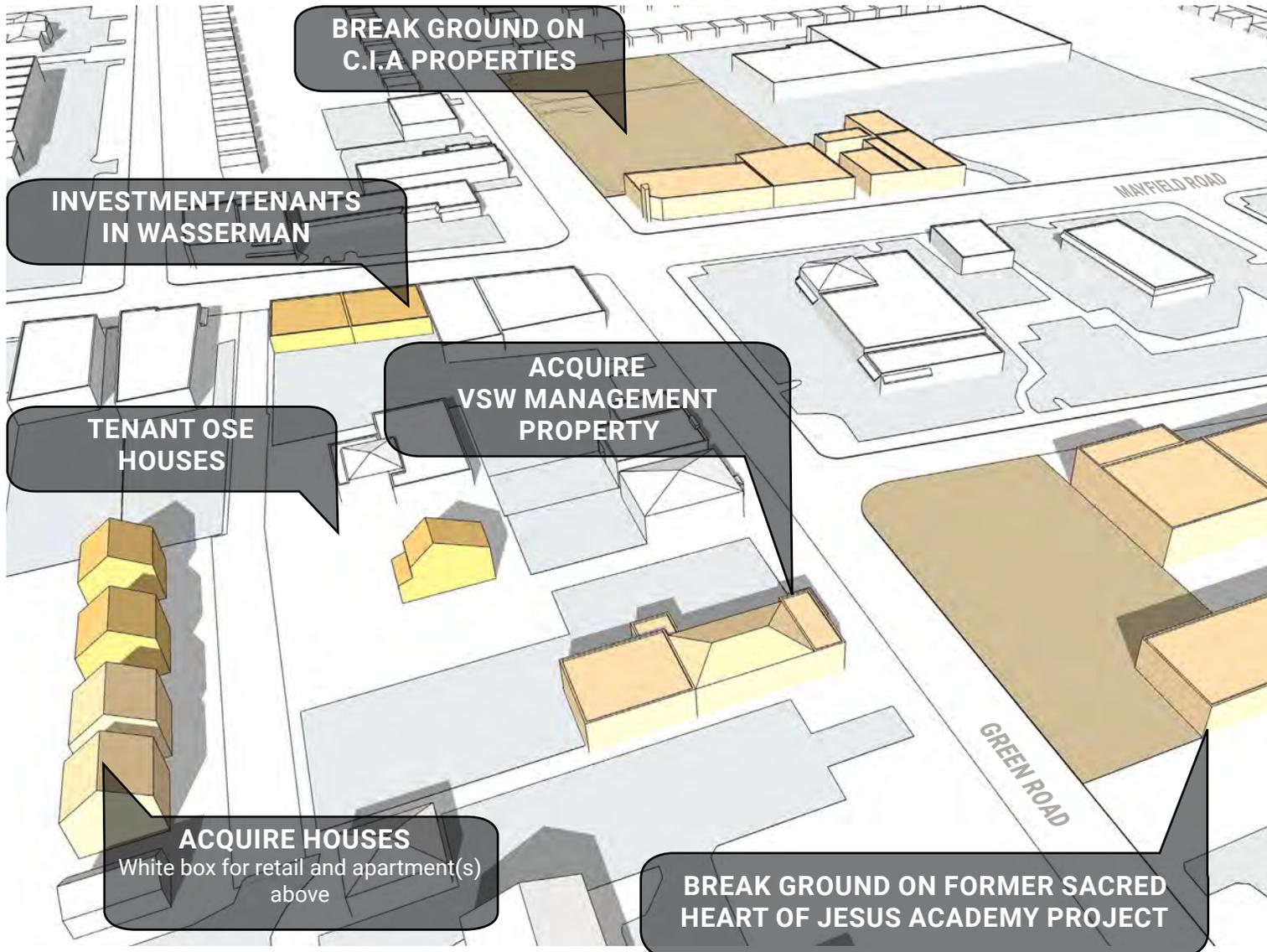
2020
**SMART SMALL
INVESTMENTS**

2020 Demand Initiatives



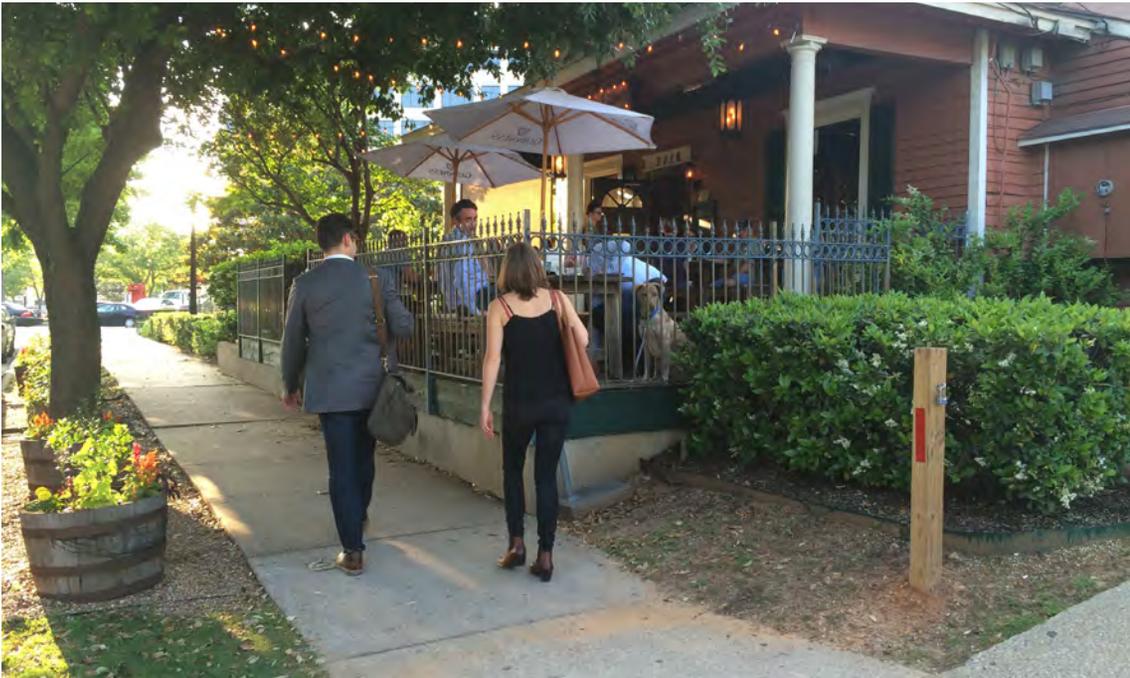
- » Hire 1-2 OSE staff
- » Expand/refine Garden Drive programming
- » Green Road Pilot II
- » Program alley on northeast corner
- » 5-year OSE strategic operations plan
- » District brand and storytelling strategy

2020 Supply Initiatives



- » Tenant OSE houses and Wasserman properties
- » Acquire VSW Management property and others, if necessary
- » Incremental investment in Garden Drive
- » Begin Former Sacred Heart of Jesus Academy redevelopment
- » Begin C.I.A Properties redevelopment
- » Development plan for undeveloped St. Johns Lutheran Property
- » Develop/refine incentive programs

2020 Initiatives



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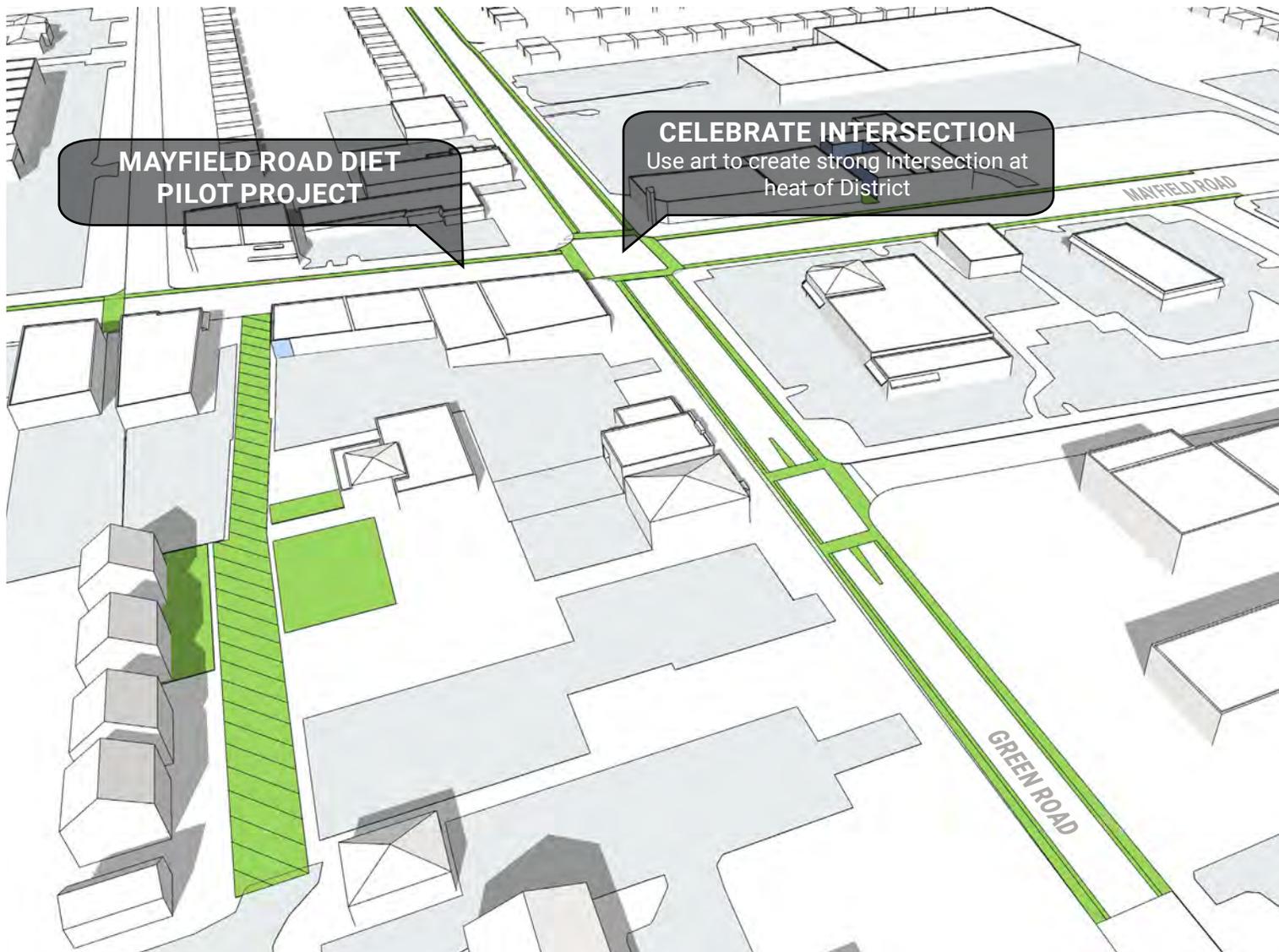


2021+
**SUSTAINED
INVESTMENT**

HOME HOME

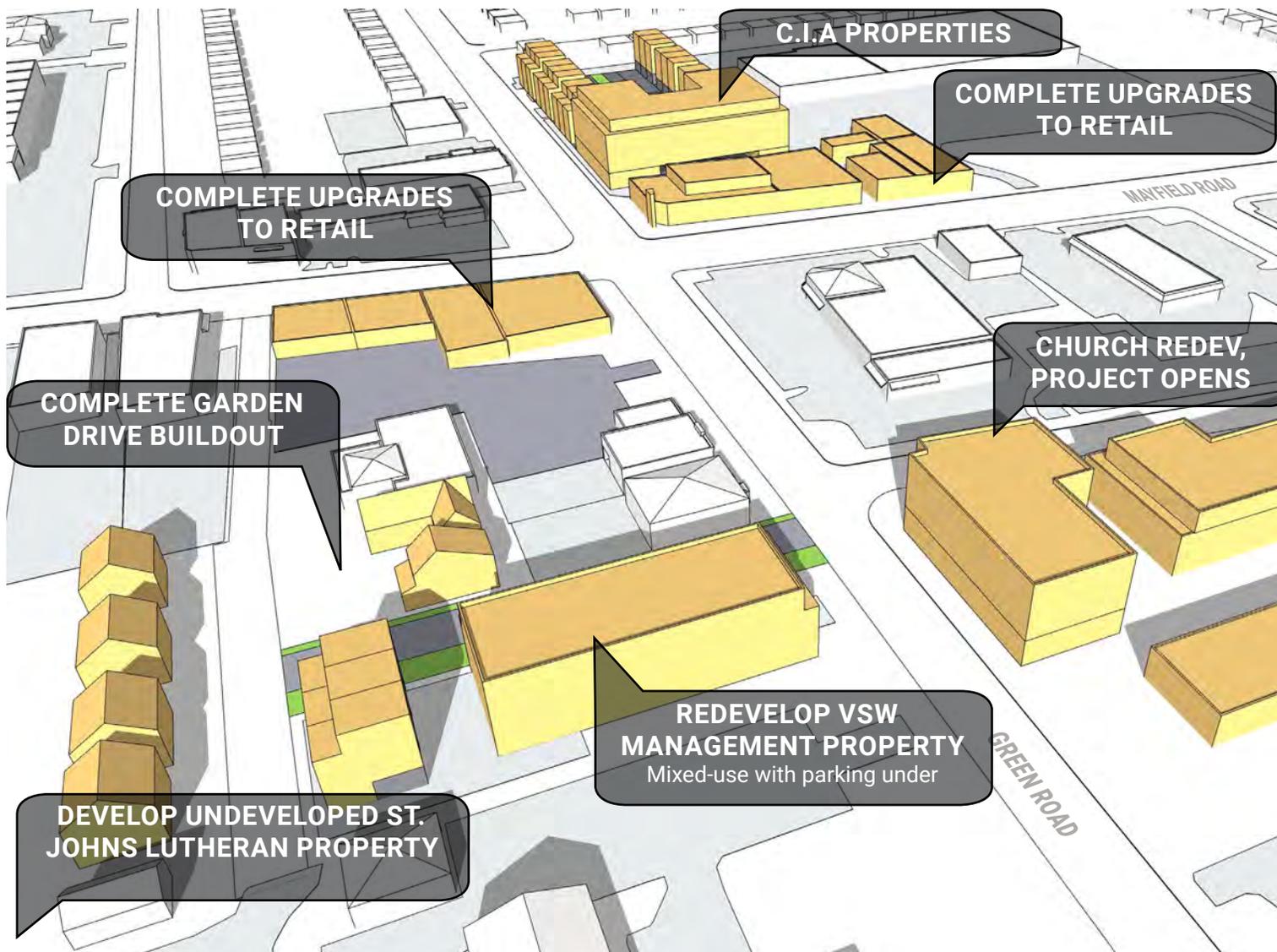
Clayton St

2021 Demand Initiatives



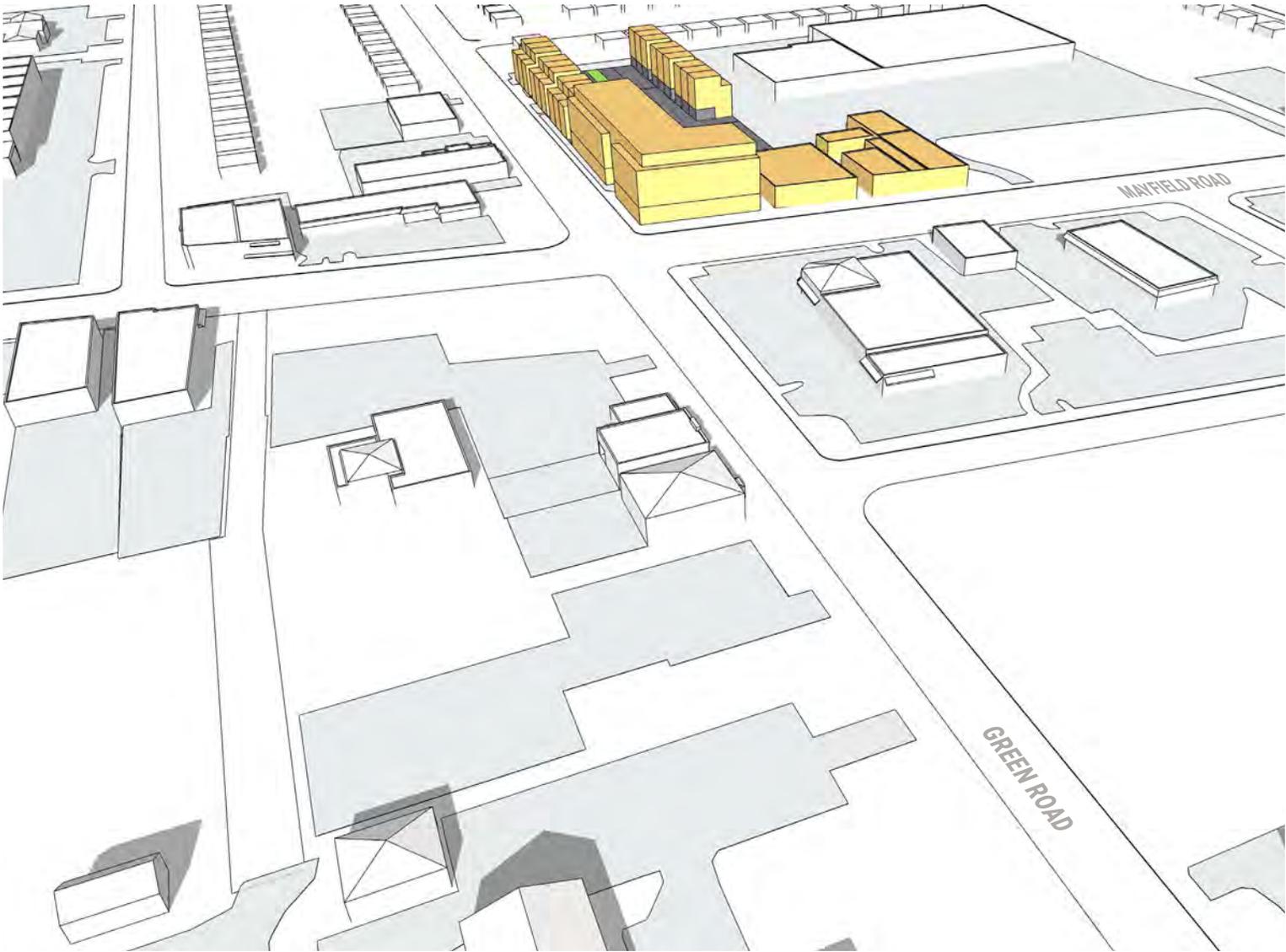
- » Build OSE's District programming capabilities to make them permanent or facilitate creation of business association
- » Mayfield Road Street Calming Pilot Project
- » Mayfield and Green intersection art

2021 Supply Initiatives



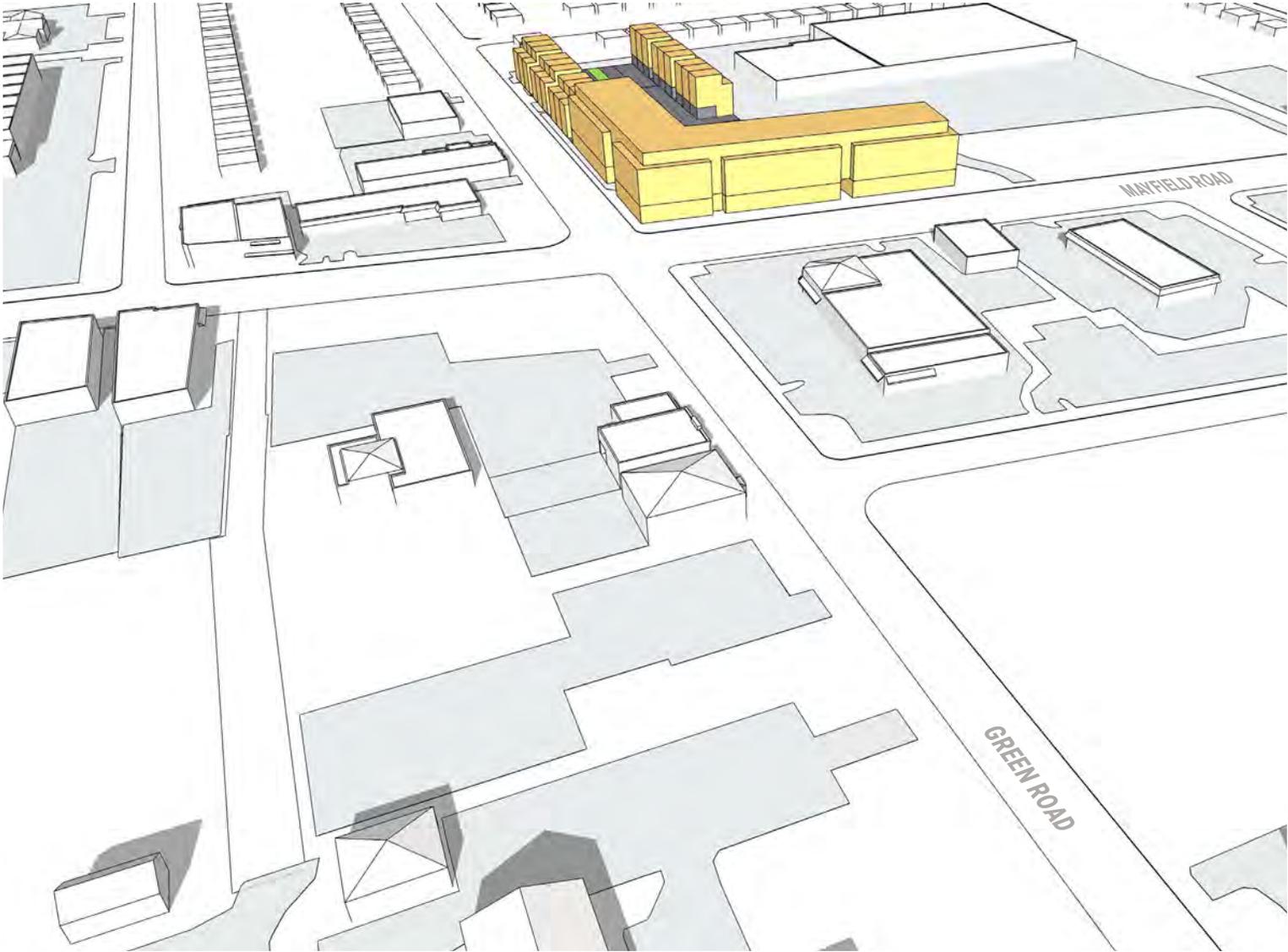
- » Open C.I.A Properties redevelopment
- » Open Former Sacred Heart of Jesus Academy redevelopment
- » Re-tenant retail along northeast corner
- » Make permanent Green Road Diet
- » Re-tenant southwest corner retail
- » Begin development for undeveloped St. Johns Lutheran Property
- » Parking and circulation study
- » 5-year development plan for additional sites

2021 Supply Initiatives - Option 2



Redevelopment of Key Bank

2021 Supply Initiatives - Option 3



Full redevelopment of site

2021 Mayfield Road Diet Pilot



2021 Initiatives



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EXISTING



2019-2020 GET PEOPLE + SMART SMALL



2021 SUSTAINED INVESTMENT



MAYFIELD + GREEN GARDEN DRIVE



MAYFIELD + GREEN RUSHTON ROAD



MAYFIELD + GREEN



THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

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