

2012 Greater Cleveland Trails & Greenways Conference

Why Trails and Greenways are Important to Developers

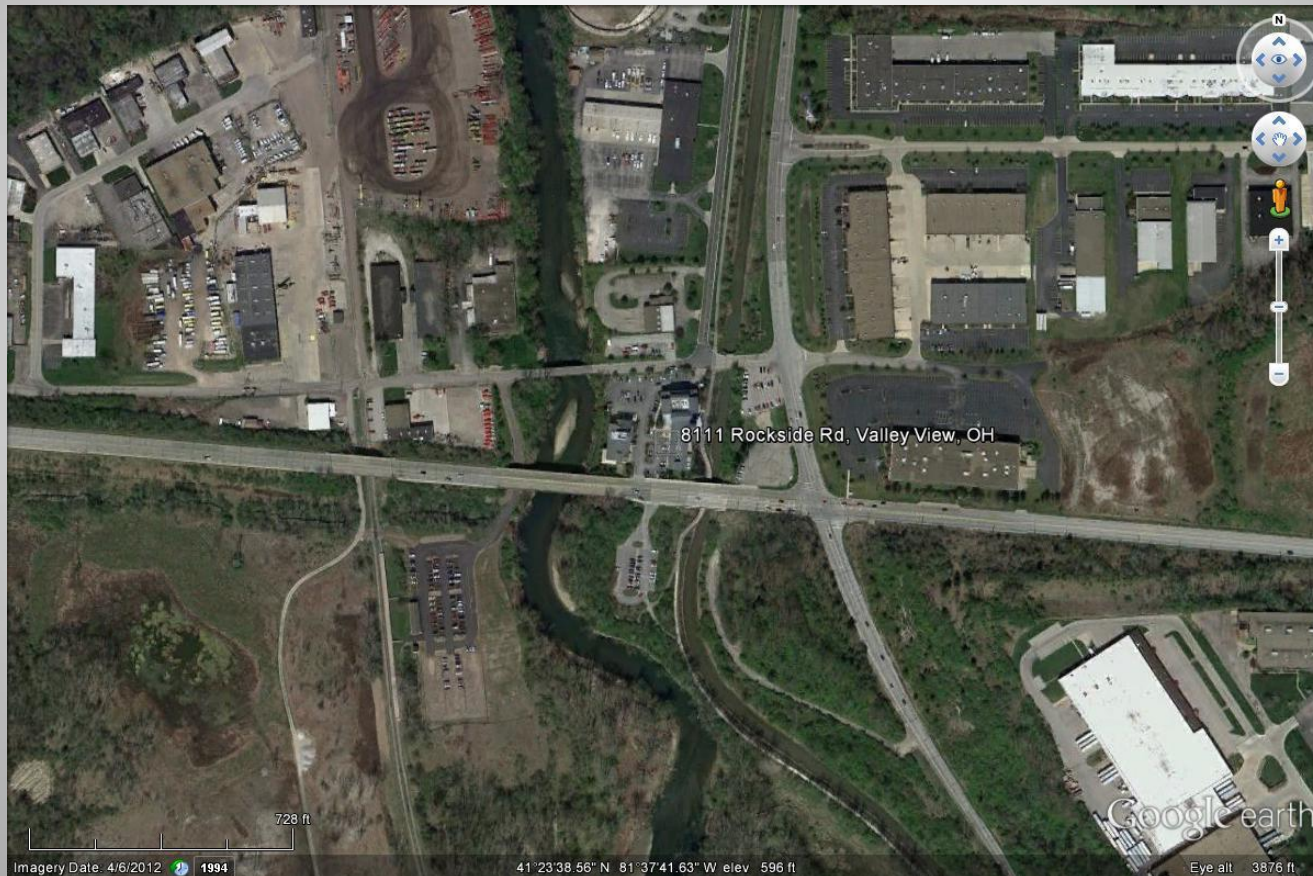
Frank T. Sinito, Millennia Companies



June 6, 2012

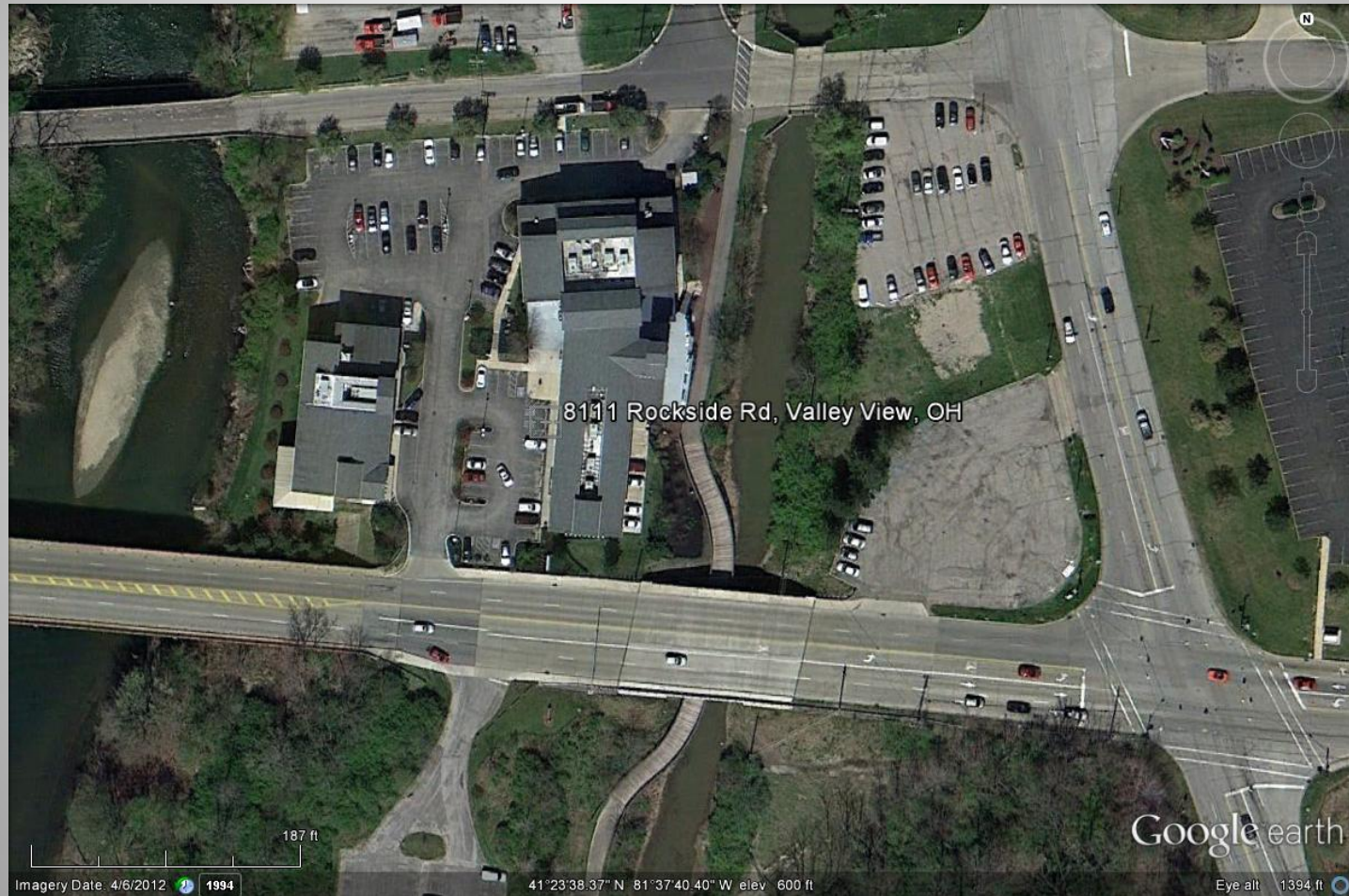
8111 ROCKSIDE ROAD, VALLEY VIEW...

...a crossroads of water, rail, parks and road, that is an embodiment of Northeast Ohio's historic past, present opportunities and exciting future.



THORNBURG STATION...

...is the Gateway to both the Ohio and Erie Canal Reservation to the north
and the Cuyahoga Valley National Park to the south



SETTING

Located between the Cuyahoga River and Ohio Canal, with access from Rockside, Canal and Old Rockside Roads...



...Thornburg Station provides a home for the following businesses:

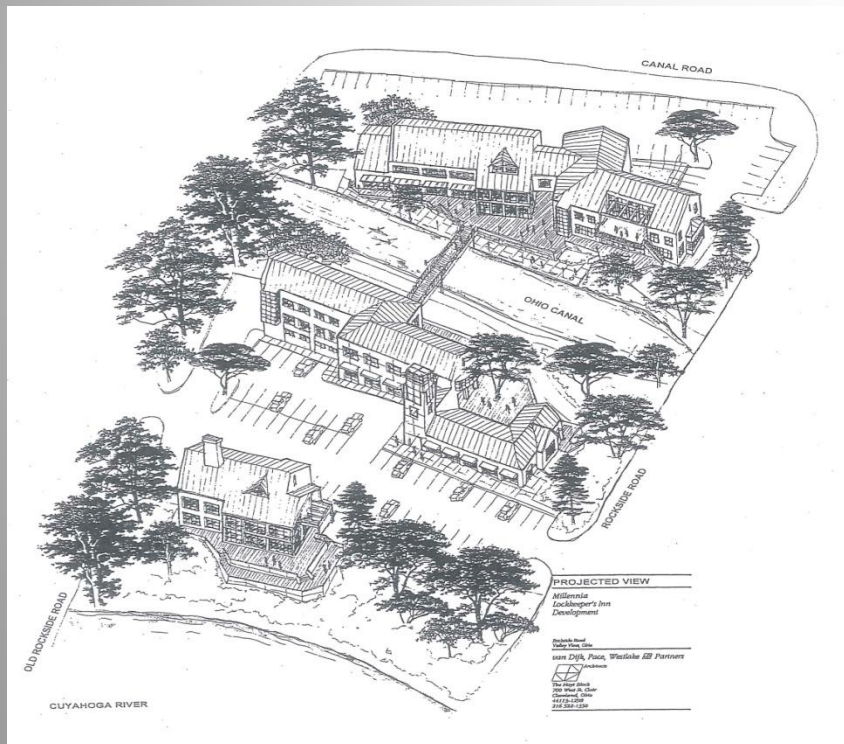
- **LockKeepers Restaurant**
- **Malley's Chocolate**
- **Yours Truly**
- **Manpower Services**
- **American Preservation Builders**
- **Millennia Housing Companies**

SCHEMATIC DESIGN – 1998

Frank Sinito and Van Dijk, Pace, Westlake - architects

Concept sketches

- 'Campus' of buildings
- Maximize canal amenity via bridge and towpath enhancements



Design/program refinement

- Western Reserve style, in keeping with existing canal structures
- Restaurants, hotel and offices proposed

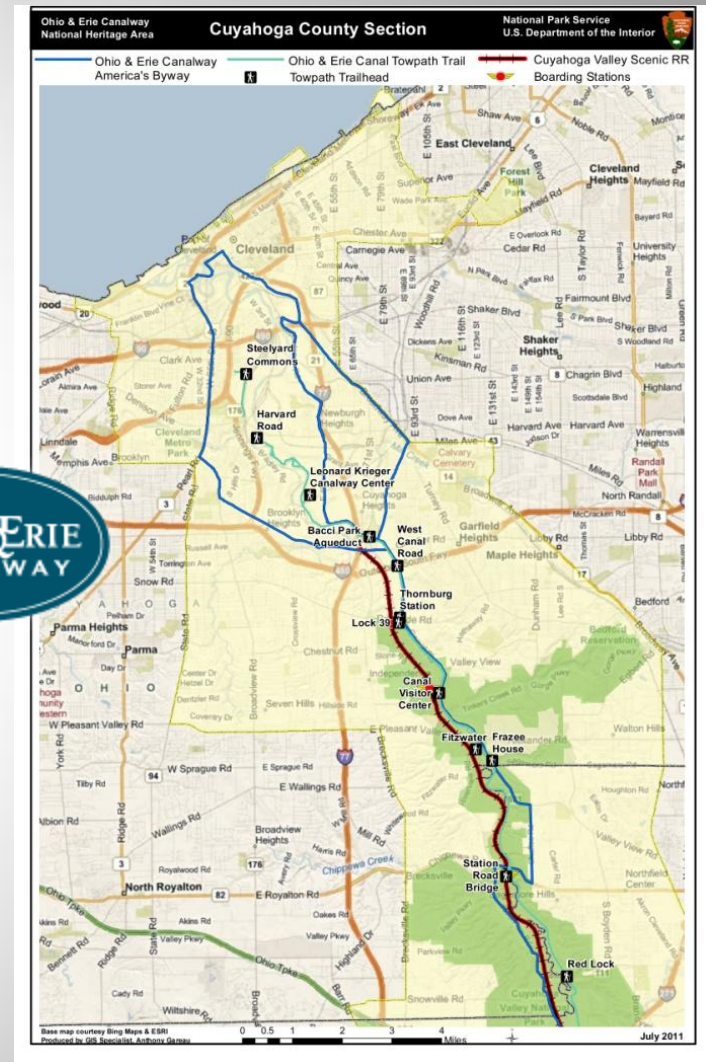


DESIGN DEVELOPMENT – 1998/1999

Development meetings were held with the following project partners:

- Ohio Canal Corridor
- Cuyahoga Valley National Park
- Cleveland Metroparks
- Cuyahoga County
- Village of Valley View

Discussions included public access, easements, standards of design and future improvements (such as the recently-completed new Rockside bridge), along with coordinating community charettes and focus groups.



FINAL DESIGN/CONSTRUCTION – 2000/2001

Phase I – restaurant building (LockKeepers) and storefront/office building (Park City Diner/Malley's/Millennia Companies) constructed, with eastern parcel reserved for future development.

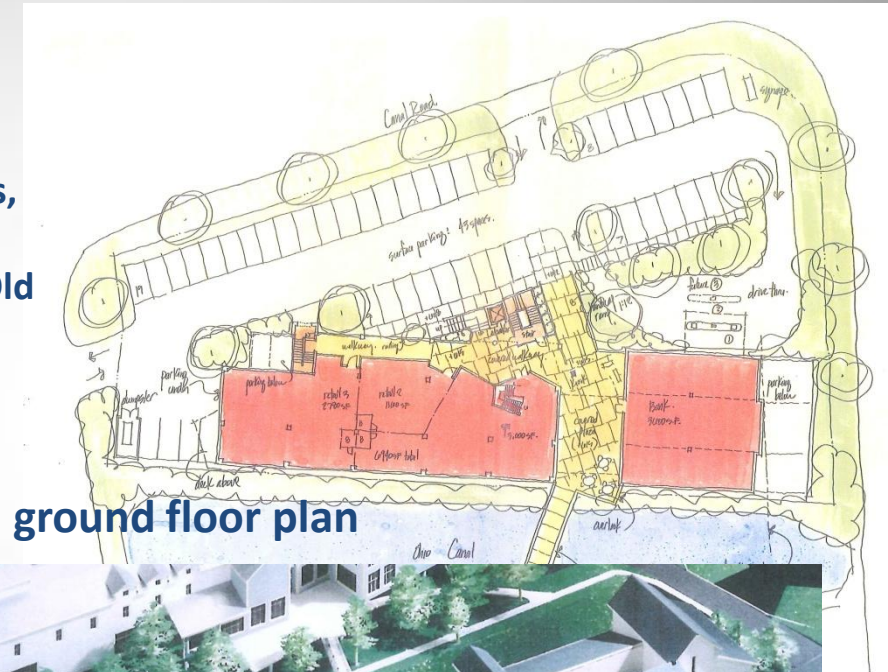


FUTURE DEVELOPMENT

Phase II – Millennia Housing Companies Headquarters, with possible retail along Rockside Road

Project Statistics:

- 1.13 acre site (49,255 sq ft)
- Gross floor area of 33,000 sq ft (3 floors)
- Leasable floor area of 26,000 sq ft
- 15,000 sq ft parking area below (50 spaces, with 45 surface parking spaces)
- Possible development of parcel north of Old Rockside Road.



BENEFITS TO THE WORK ENVIRONMENT

STATEMENTS FROM MILLENNIA HOUSING COMPANIES EMPLOYEES:

- “I think the reason I like the towpath is because of the beautiful environment--- beautiful trees, fresh air.... The most important thing is that I can get energized, and be healthy after taking a walk”
- “A few of us have started a running group that jogs along the trail. It’s a work amenity you don’t find everywhere.”
- “I enjoy using the towpath to take a break and relieve stress, and move a little at lunchtime. The fresh air, walking and being able to view the wildlife along the towpath does wonders for clearing my head and rejuvenating me for the rest of the afternoon. I especially enjoy seeing the baby ducks in the canal!”
- “Having the towpath nearby allows us to go ‘on vacation’ during our lunch break, take a walk and catch up on the seasonal changes occurring along the canal. We are very fortunate to have the path right outside our door, and it is the main reason I am working here. When you come from a job in the city, you realize what luxuries the towpath environment offers. We have taken our bikes along the path and enjoy this activity with our grandchildren, too.”

AMENITIES

Direct link to the Towpath Trail:

Hikers, joggers, cyclists and families make Thornburg a crossroads for visitors, increasing business for restaurants and shops.



Waterside connection:

Away from the 'hustle and bustle' of a typical streetside business (but still easily accessed from both Rockside and Canal Roads), the peaceful setting is ideal for outdoor dining, etc.



CONCLUSION

- Greenways and trails provide customer traffic beyond the normal roadside/vehicular access.
- Visitors can use a location as a meeting point to use trails, thereby are more likely to patronize businesses.
- Green- (and water) ways are an attractive, long-term neighbor that enhance both the customer experience and employee workplace.
- By linking with Greenways and trails, developments get added marketing and/or exposure, as well as being seen as a community partner.
- Developers working with groups involved in Greenways and trails establish long-term relationships with quality organizations and people.
- Future investment (i.e. Millennia Housing Companies Headquarters) – we continue to reinvest in Thornburg Station and retained ownership LockKeepers.