1 BASE LINE STUDIES

POPULATION

EMPLOYMENT

POPULATION

In 1970 the downtown residential population of Cleveland was 3,700 people. In 1985, the downtown population was estimated to be 6,700 people. Although the downtown resident population has always been only a small percentage of the overall city population, this increase is in sharp contrast to the overall population loss in the city and indicates a renewed interest in downtown living.

The opportunity exists to attract additional residents downtown by creating new housing opportunities and developing attractive retail and recreation amenities. Mid-level projections forecast that downtown population will grow to 11,000 by the year 2000.

Background

Downtown Cleveland's resident population has always been small when compared with that of the greater city. With the exception of the years immediately following World War II and the post-1970 period, downtown's population has decreased during every decade since 1900. Industrial expansion near downtown and commercial business expansion within it exacerbated the decline by eliminating existing housing units. The decline of downtown as a residential location paralleled the growing use of the automobile and subsequent development of outlying suburban areas.

In 1970, the downtown resident population was 3,700. By 1980 the total had climbed by 30 percent, to 6,600. This increase, although numerically small, was in sharp contrast to the city's overall loss of 177,000 persons, or 24 percent of its 1970 population.

Much of the gain can be attributed to the market rate housing in the Park and Chesterfield apartments which were constructed between 1974 and 1976, and the elderly housing developed in the Playhouse Square, Erieview, and the Ontario Gateway Districts during this period. The elderly housing projects include Bohn Tower, St. Clair Place, the conversion of the Manger Hotel to the Parkview apartments, and the conversion of the Pick-Carter Hotel to Carter Manor. More importantly, however, it signaled a change in attitude by Greater Cleveland residents, many of whom began to view downtown as a desirable residential alternative. This trend was confirmed by the 1985 population, which was estimated at 6,700.

Forecasts

Midlevel population projections for downtown Cleveland assume that downtown continues to attract new residents at an increasing rate and estimates a downtown population of 11,000 by the year 2000. As a percent of the city's total population, downtown will increase from 1.2 percent in 1985 to 2.5 percent in 2000. Most of the increase (83 percent) is anticipated to occur between 1995 and 2000 after the downtown residential market has been firmly established.

The downtown residential market may grow more rapidly as a result of improved local economic conditions and accelerated progress in neighborhood development and the development of downtown retail, entertainment, and recreational amenities. Based upon such favorable performance, a downtown population of 13,000 is projected for the year 2000. Conversely, unfavorable performance of the local economy and failure to sustain the momentum of neighborhood and downtown development would result in a projected year 2000 downtown population of 7,800 persons, only a modest increase over 1985's population of 6,700. A sizable proportion of downtown's population is expected to be single persons, and few traditional families with children are anticipated.

The demographic characteristics of downtown households are expected to shift by the year 2000. Almost all new residents are expected to come from outside the City of Cleveland, either from surrounding suburbs or other cities. The age of the residents will be primarily in the 25-40 year range and in the 55-70 year range.

Cleveland Public Library Eastman Reading Garden

Average household size is projected to be half the city average, or 1.4 persons. This compares with an average downtown household size of 1.5 in 1970 and 1.4 in 1980. The annual income of downtown residents is expected to be well above the citywide and Standard Metropolitan Statistical Area (SMSA) averages. Average household income of the 3,225 new residents projected for downtown in the period 1995-2000 is expected to be approximately $56,000 (in 1985 dollars.) That figure is more than double the 1985 average income for downtown residents of nearly $23,000.

Policies

- Encourage the stabilization of Cleveland's population and income tax base by providing incentives for the development of middle-income housing for individuals and families, with or without children.
- Promote racial and economic diversity in downtown and throughout Cleveland. Reflect the goal of diversity in all municipal programs designed to stimulate office, retail, and residential development.
- Provide basic city services — fire and police protection, waste collection, and recreation — at a cost and quality that is competitive with other communities in Northeast Ohio. Provide public facilities that are attractive, well-maintained, and professionally managed.
- Improve the quality and desirability of Cleveland Public Schools by encouraging community involvement in the schools. Consider initiatives which will provide unique and distinctive educational opportunities in downtown.

EMPLOYMENT

Future employment in the Cleveland metropolitan statistical area is projected to remain relatively stable through the plan period, averaging about 870,000 jobs between the years 1985 and 2000. A projected loss of manufacturing-related jobs during this period is expected to be fully offset by a comparable increase in service sector jobs. With respect to shifts in occupation, it is projected that blue-collar jobs (operators, laborers, etc.) in the Cleveland Metropolitan area will decrease by nearly 14 percent between the years 1985 and 2000, while jobs for service workers will increase by nearly 12 percent. Jobs in the professional, technical, and management positions are projected to grow by 7 percent, while administrative support positions grow by 6 percent.

Background

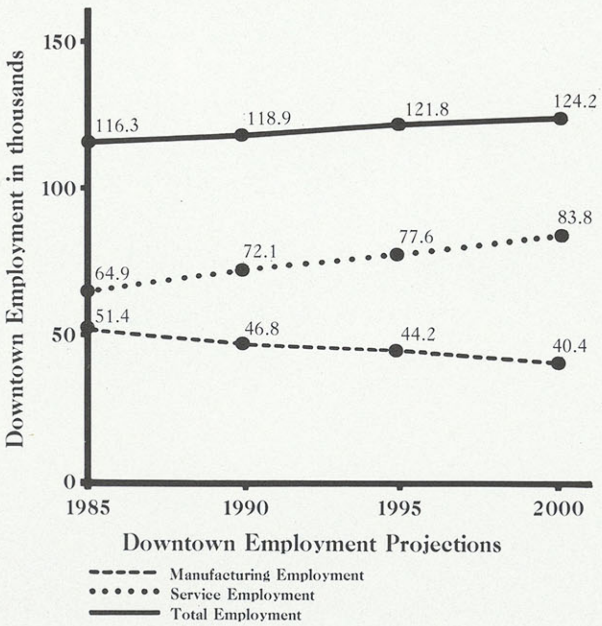
Downtown Cleveland is the employment center of Northeast Ohio. It provides jobs for people with a variety of skills and education, and has the greatest diversity of employment opportunities in the region. The downtown employment base is divided into eight sectors: construction; manufacturing; transportation; wholesale trade; retail trade; services; government; and finance, insurance, and real estate (FIRE).

An analysis of downtown employment during the period 1970 to 1985 indicates that downtown experienced gains and losses in employment reflective of trends occurring in the national economy. Between 1970 and 1980, a period of economic growth, downtown employment increased by 9 percent, from 112,000 to 122,000. During the early 1980's however, downtown employment decreased. This local loss was further magnified by the Greater Cleveland area economy's reliance on heavy manufacturing firms. The net result was a 1985 employment level of 116,000 which was only slightly higher than the 1970 figure.

Forecast

Downtown employment is expected to increase by 8 percent from 116,000 employees in 1985 to nearly 126,000 employees in 2000. At the same time, downtown's share of total Greater Cleveland employment is projected to increase as the area continues its transformation from a manufacturing to an information and service-led economy. By 2000, downtown is expected to account for 44 percent of all city employment. This compares with a 27 percent share in 1980 and an 18 percent share in 1970.

Projections of employment by economic sector indicate that three of the eight sectors will experience growth between 1985 and the year 2000. Service-sector employment is expected to grow by 43 percent, followed by retail trades with 35 percent. The FIRE sector is projected to grow by at least 5 percent, while five sectors are projected to experience continued decline in employment during the plan period. Manufacturing employment in downtown is expected to decline by 39 percent, while the transportation sector is projected to decline by 34 percent. Construction, wholesale trade, and government are expected to decline 67, 2, and 6 percent respectively.



Downtown Employment Projections

East Ninth Street Looking North

Policies

- Market and promote downtown Cleveland as the economic heart of northeast Ohio.
- Improve the strength of downtown Cleveland as an employment center by encouraging the development of additional office and retail space, by firmly establishing downtown Cleveland as the sports and entertainment center of the region, by assisting in the development of additional downtown housing, and by upgrading the appearance and vitality of downtown. Consider appropriate incentives to retain existing employment and attract new jobs to downtown.
- Provide amenities and visible security in downtown to attract people to live, work, shop and play in downtown Cleveland. Avoid adopting public policies which would discourage suburban residents from working or shopping in downtown.
- Provide educational, training, and incentive programs which will improve the participation of Cleveland residents in downtown employment growth.
- Retain industrial employment in downtown Cleveland by undertaking improvements to the physical environment of existing downtown industrial districts.