Simon’s Supermarket to Open in Buckeye Plaza

by Kristen Romito

When Giant Eagle closed its doors earlier this year, the community felt the impact of the closing. Not only did people lose access to fresh groceries and a pharmacy, but even area businesses suffered.

That empty space will now be occupied thanks to Simon’s Supermarket.

“Having a full service grocery store is critical,” says Ward 6 Cleveland Councilman Blaine Griffin. “When we lost Giant Eagle, it left a big void in our community and not just in Ward 6 but for the surrounding neighborhood. There was a large radius in Cleveland that didn’t have a full-service grocery store, which means that a lot of people didn’t have access to fresh produce, fresh meat, a pharmacy and other goods and services.”

The abrupt loss of Giant Eagle was going to create a “food desert” and affect the survival of Buckeye Plaza where the grocery chain served as the anchor. The lack of foot traffic did cause Family Dollar to leave.

“It [Simon’s] gives additional grocery and employment options. It helps to strengthen the plaza,” said David Ebersole, interim director of Economic Development, City of Cleveland. “With the grocery store as the anchor, we can maintain and attract other retail options, and other goods and services.”

Housing Program Rebuilds Neighborhoods, Helps Employees Purchase Homes

by Thomas Jewell

Five years into their owner-occupancy, Cathy Niswonger and Paul Ernsberger couldn’t be much happier with their nearly century-old house in the Larchmere neighborhood.

“We started off with a goal to put down some equity. We can keep paying down the mortgage, but that’s the problem. We have enough equity on the house to start putting amounts aside for retirement.”

Well, there are still a few remaining projects that are a work-in-progress. But with the deal they got through the Greater Circle Living (GCL) program, they had plenty of money left over to complete their checklist of “potential.”

“It only took $3,000 of my own money for the down payment,” Niswonger said. “That’s what people are used to putting down on a car. And I put it down on a house.”

She and Ernsberger are among the owners of more than 50 homes that have been purchased in the Shaker Square-Buckeye-Larchmere neighborhoods since May 2008: more than any other of the nine eligible zones that qualify for GCL forgivable loans.

GCL is a part of the Greater University Circle Initiative launched in 2005 by the Cleveland Foundation to rebuild surrounding neighborhoods. Since its inception GCL has increased benefits to as much as $30,000 in downpayment assistance to employees at participating nonprofit institutions, namely Case Western Reserve University, Cleveland Clinic, Cleveland Museum of Art and University Hospitals.

Moving from Parma, Niswonger has worked at the Cleveland Clinic since 2009, getting into the nursing program. She found it challenging, but she persevered. She would often put in 15-16 hour shifts, with just a 2-hour break between.

“Since I felt like I was going to fail, I had a lot of anxiety. I had to reach out to other students for support. I ended up graduating and becoming a registered nurse.”

In the next one to two years, the NUFM indoor market space will become the home of HARVEST, a permanent market and space to enhance NUFM’s mission of promoting the environmental, economic and health benefits of local food and products.

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In Memoriam
Joyce Pratt, long-time SHAD board member and community activist, passed away peacefully with family by her side on October 17. She worked tirelessly to make a positive impact on her community through her involvement in a variety of organizations. She served as executive director of the Central Committee of the Cuyahoga County Democratic Party, founder of the Buckeye/Shaker Assembly Ward 6 Precinct O, president of the Larchmere Community Corporation, president of the Larchmere Street Club, vice president of Hubs & Spokes, and founder of Discovering the Beauty Within, a program for young women inspired by her experience as the first Black model for Sears. Her work and dedication to improving lives has left a lasting impression, one that we all should hope to achieve. Our condolences to the Pratt family and friends.

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WINTER 2017–2018  3
The Cleveland Skate Club Ladies 3.0 USTA 18 & Over team had a fantastic summer season. They started by winning the NEOTIA division, then on to the USTA Midwest Regionals before finally winning at USTA Midwest Sectional team events from five other states! The 2017 USTA Midwest 18 & Over Sectional Championships took place August 18 to 20, 2017 in Fort Wayne, Ind. and South Bend, Ind. Congrats to members: Susan Armstrong, Mary Kate Bastulli, Sabrina Davies, Calie Garcia, Jordan Atwood, Morgan Jones, and Peterman and Catey Peters.

The Dragon Ship has an online destination - DragonShipsInc.com Find artist visas, holiday trunk show data, plus the facetime closed for Black History Month and Valentine's Day.

Rebecca’s Barber Shoppe celebrates 25 years! Stop by Tuesday through Saturday until 2 p.m. 216.229.9307 for details.

Create Holiday Keepsakes at Larchmere Fire Works Make a glass-blown ornament ($60 - includes light food and drinks), craft a metal candy cane, or create your own. Event cost is only $70.80.530.

Larchmere Tavern’s 25th Annual Holiday Candlelight Dinner is Sunday, December 17, with the Dickens Quartet and a festive menu including Salmon Crockpot. Reservations at 1 or 7 p.m. 216.721.1111. They cater too!

Enjoy a holiday movie night among the stacks, December 21, 7 p.m. when Loganberry Books hosts the $94 Preston Sturges film “Christmas In July.”

What are you doing New Years? Ring in 2018 with “the magic jazz” of George Foley at the Larchmere Tavern. Reserve early.


Welcome to the newest Ludlow resident! Our Favorite Things Too Boutique & Aromatherapy 127/29 Larchmere Blvd. facebook.com/pubsfireandviews/ On the Horizon February 14 to 18 Festival with Film, Food, Fashion! And in March, International Women's Day!
Simon's Supermarket
Continued from page 1
we’ve seen that in development throughout the city where there’s a strong grocer that’s successful, and not just in Buckeye but in surrounding communities. “Since the last time, a lot of new residents expressed their desire for a full-service market and one that has a pharmacy and other amenities such as banking. “I know my customers and what they want, and I hope we’ll be successful there,” said Simon Hussain, owner of Simon’s.

The City of Cleveland and the State of Ohio, through their economic development programs, offered a combined $2.4 million to incentivize Simon’s move to Buckeye Plaza. The money is being used to cover start up costs, new equipment and other needs to make the transition into the 5,600 square foot facility.

“The whole store needs to be remodeled,” states Hussain. According to Hussain the Buckeye location is going to be more of a new store than in Euclid in that the store is going to be “a completely new kitchen where you can take some of the freshest local food and products, and why it’s cheaper than pharmaceuticals. It will be a very unique and green space with new lighting, new walls and a brand new kitchen, which can take cooking classes,” says Anderson.

During the indoor market season, the farmers market is available on the north side of Shaker Square, behind the building where Dewey’s is located. Meter parking is also available all around the Square.

Buckeye is one of five neighborhoods that is targeted for a special transformation initiative thanks to recently passed legislation that allows for a $65 million fund to invest in distressed neighborhoods. “Because Buckeye still has its infrastructure and buildings intact that we anticipate that there’s going to be a growth in businesses,” says Griffin, noting that the addition of Simon’s store is a collaborative effort that is critical for citizens to be engaged with this process. This project won’t be successful without true community engagement.

“We were fortunate that our partnership with the owner of Buckeye Plaza. The landlord Slate Asset Management (of Canada) felt that bringing in another grocery store would be an asset and serve the community,” Ebersole says. “It would be a win-win for themselves, the community and the grocery store operator. We had an active landlord who was willing to take some action to get a grocery store, to make some aggressive deals to get that done. It’s great to see this collaborative effort.”

Hussain plans to open his new store sometime in Spring 2018 and will begin the hiring process four to six weeks prior to the opening. He says he intends to hire more than 80 people for full- and part-time positions.

Continued from page 1
after that. Embers, who came over from South Euclid, is a professor in the Nutrition Department at Cleveland State University. Together, they moved into the Shaker Lakes Apartments in 2010 and subsequently went to the neighborhood’s flagship summer event PorchFest, featuring dozens of live bands. At a recent meeting of the Shaker Square Alliance, Landmark Merchants Association President Susan Rosman noted that PorchFest has long-term benefits in drawing people into the neighborhood and bringing them back, sometimes for good, once they look at the housing market.

And that’s exactly what happened with Embers and Newswanger. They started looking for a home to buy in the summer of 2012. “And I didn’t want anything that didn’t have a front porch,” Newswanger said, adding that her mother in Parma had already heard about the GCL program, which led Cathy to call Cleveland Clinic’s Human Resources Department.

That was the wheel in motion. Some of the requirements include a pre-approval letter from a bank and a homebuyer education course which holds four evening classes with a certificate earned upon completion. “They want people to succeed in this program,” Newswanger said, pointing out that GCL bills itself as “An Incentive to Live Near Work.”

A big incentive is the fact that by living and working in Cleveland, they no longer have to deal with the Regional Income Tax Agency (RITA).

After missing out on two other homes by a day, their soon-to-be home on East 127th Street between Larchmere and Shaker Boulevard was on the market three days. With the GCL-infused financing in hand, they closed within a month in October 2012. But they held off on the housewarming party until the following summer’s PorchFest.

Embers, you see, is a member of the Workmen’s Circle Klezmorim Orchestra. His upright bass occupies a prominent spot in the couple’s dining room.

Another celebration may be pending with the ceremonial burning of their five-year promissory note that required them to live in the house in order for the loan to be forgiven. But they don’t see themselves moving anywhere, especially with monthly mortgage payments of $1125 (Newswanger pays the property taxes in advance, rather than rolling them into the mortgage).

“It’s a really exciting time to be living here,” Newswanger said. “I fell in love with the brick street, lined with the Realized pear trees. And the neighborhood is great.”

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North Union Farmers Market
Continued from page 1

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• proximity to the North Union Farmers Market, shops and restaurants on Shaker Square, as well as Larchmere, noting that many of the merchants live in the neighborhood.

The GCL program also provides up to $8,000 in matching funds for exterior home repairs and one-time rental assistance up to $1,400.

GCL Manager Latres Peakes noted that along with the 32 home purchasers, another 25 people have used their incentive to rent in Buckeye-Shaker since 2010. In all, GCL has invested about $49 million and leveraged over $33 million in Greater University Circle through home purchase, improvements and rental assistance programs, with over 400 employees receiving funding for individual incomes ranging from $37,500 to $67,000.

For more information contact Peakes at 216-707-5019 or lpeakes@universitycircle.org or greatercircleliving.org.

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The SHAD Connection Winter 2017–2018
Your New Excuse to Shop: Evie Lou

by Marlee Metheny

Short on holiday gift ideas for mom or sister this year? Or need a destination for gift-giving. Evie Lou has a wide selection of clothing and accessories for all ages, shapes and sizes. Shaker Store Manager Rachel Abel says that they’ve got a very popular destination for gift-giving.

"Accessories like jewelry, perfume, handbags and scarves are all really popular gifts."

We do a really great business, especially at this time of year, with those gift items," she says.

Although the Shaker location is about one-third the size of their flagship in Tremont, it has a fresh, open industrial feel and has a large garage door in the front of the store that they open during the warmer months.

The Shaker collection is similar to that in Tremont, but Abel says that as they’ve spent more time in their new space, they’ve been able to refine their collection based on their east-side clientele.

"So far we’ve shifted the attention to more tailored, form-fitting pieces because this is the location that’s been the mandate of the clientele. They’re looking for things with more structure, and we have a lot of professional women looking for jackets and fitted or tailored dresses," Abel explains.

The current trend is velvet, and you can find plenty of it at Evie Lou. "Velvet dresses, tops and t-shirts are a cool spin on classic velvet pieces because you can make them edgier and dress them up or down. It looks young and fresh when it’s in a top or t-shirt, as opposed to what you used to see like a full skirt."

Find popular brands like Current/Elliott (Japan), Perse, Prairie Underground, CP Shades and Cat Long, among others.

Visit evielou.com to pursue their collection and lookbooks or visit the Shaker location at 2075 Chagrin Boulevard (store/parking faces Farnsleigh Road at the back of Shaker Plaza).

Hours: Monday–Saturday, 10:30 a.m. to 6:30 p.m.; Sunday, noon to 4 p.m.

Find the Warmth of the Holidays at Dewey’s Coffee at Shaker Square

by Susan Rotanow

Dewey’s Coffee at Shaker Square is gearing up for the holidays with customer specials to offer.

The cozy café has long been the place for customers, locally roasted fair trade coffees, teas and specialty drinks, including soups. It has fresh made-from-scratch soups, salads, ice cream, fresh bakery sandwiches, and original pastries.

Dewey’s Coffee brings many visitors during the holiday season, so Dewey’s offers a host of reader publications and special offers.

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