



CITY OF CLEVELAND
Mayor Justin M. Bibb

2025 City of Cleveland

Landmarks Commission

March 13th, 2025

Julie Trott, Commission Chair
Daniel Musson, Secretary





CITY OF CLEVELAND
Mayor Justin M. Bibb

Certificates of Appropriateness

March 13th, 2025



Case 25-011

Certificate of Appropriateness

Little Italy Historic District

Home Bistro 12022 Mayfield Road

Signage

Project Representatives: Emily Gilbert, Home Bistro
Ward 6: Council President Griffin



Blade Sign for Home Bistro

Emily Gilbert

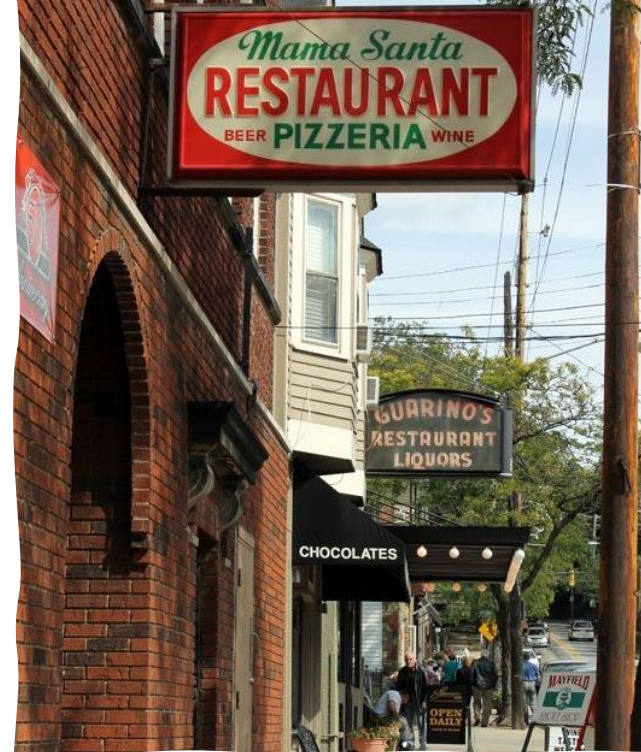
Owner, Home Bistro

Little Italy, Cleveland



Objective

Create more visibility on the street in alignment with other businesses in Little Italy



Neighboring businesses in Little Italy

Other businesses have a combination of awnings, blade signs and lettering on the storefront. Most have multiple forms of signage.



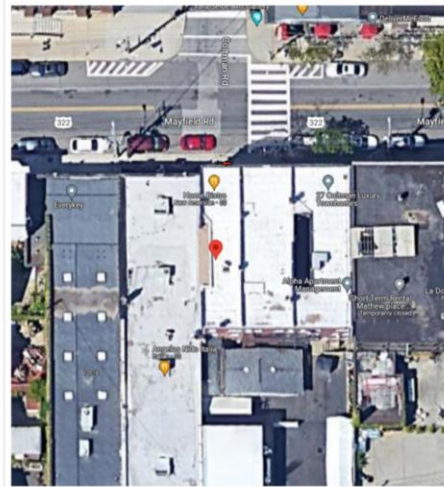


Businesses Adjacent to Home Bistro

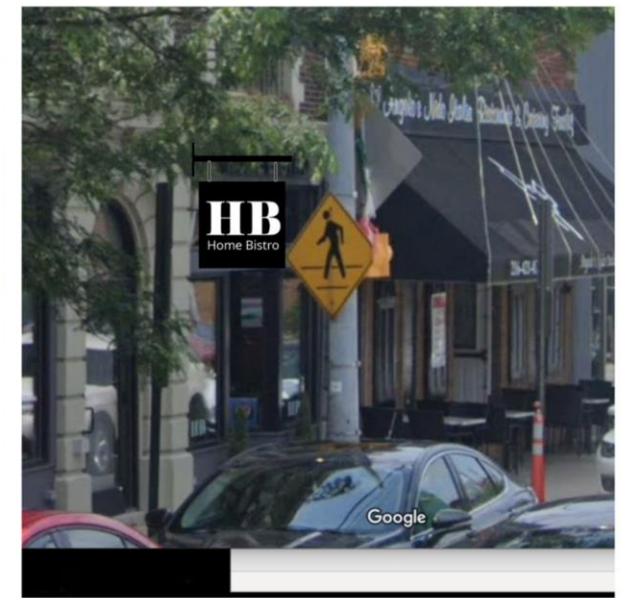


Prior to 2020 Storefront Renovation vs. Now

Proposed New Blade Sign



Current Location
Overhead

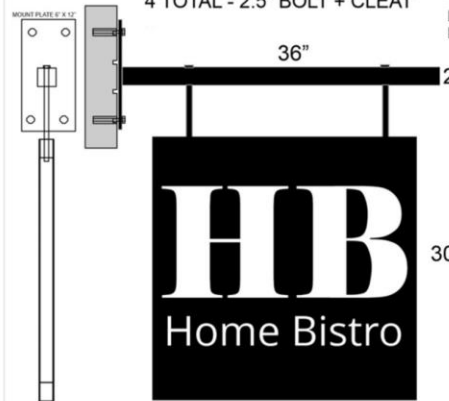


Bottom of sign not to hang below transom bar

\$500 frame
\$300 2 sides sign
install est. \$200
permits est. \$300



MOUNTED INTO MORTAR & NOT BRICK
4 TOTAL - 2.5" BOLT + CLEAT



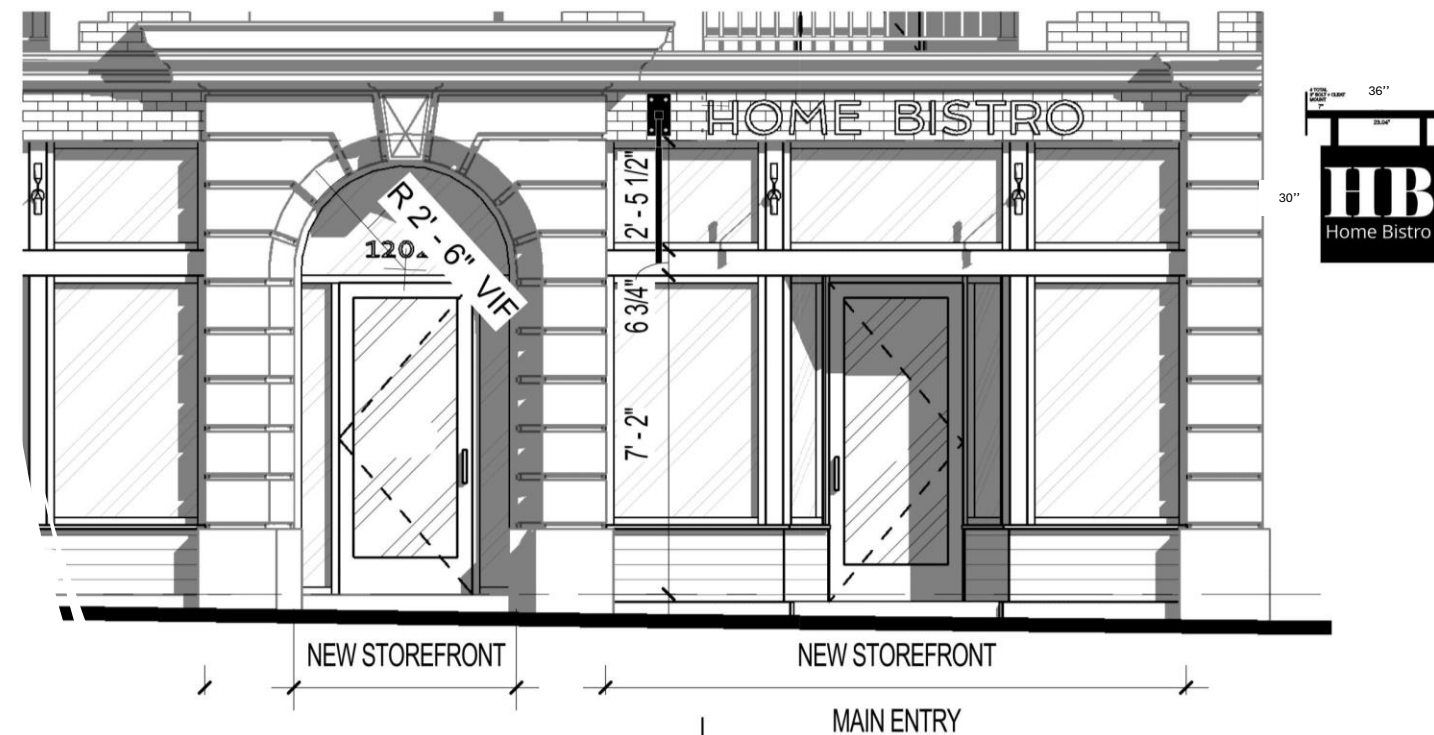
TEXT - CUT VINYL
LINE 1 12.75" X 28" W
LINE 2 3.5" X 26"

Black panel
and bracket
with white text

Current Location



Signage Scale



Signage Materials

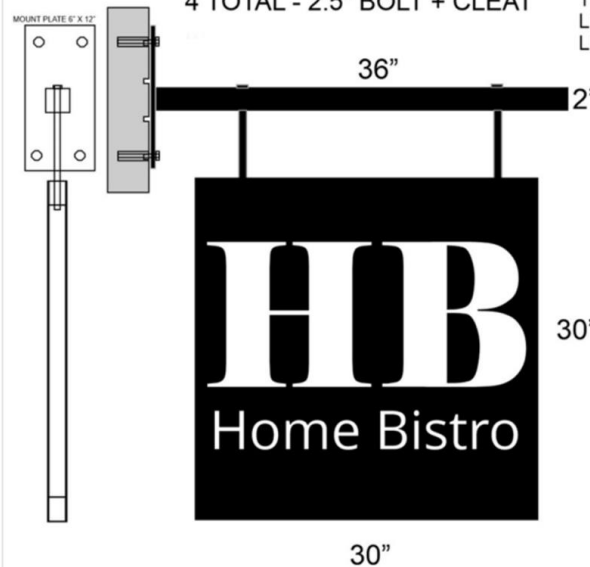
- 4 metal cleats
- Metal bracket
- Metal sign, 1/8 inch thick max metal
- 2 inch thick pole
- Raised vinyl lettering

Bottom of sign not to hang below transom bar

\$500 frame
\$300 2 sides sign
install est. \$200
permits est. \$300



MOUNTED INTO MORTAR & NOT BRICK
4 TOTAL - 2.5" BOLT + CLEAT



TEXT - CUT VINYL
LINE 1 12.75 X 28" W
LINE 2 3.5" X 26"

Black panel
and bracket
with white text

Current Location



Questions?



Case 25-012

Certificate of Appropriateness

Lorain Station Historic District

Le Prive
9721 Lorain Avenue

Signage

Project Representatives: Aldo Dure, BNext Design

Ward 11: Councilmember Kelly





BNEXT

Cleveland Office

5109 Clark Ave.
Cleveland, Ohio 44102
216-688-1800

TEXT 216-407-7711 TO CHAT NOW!

| Monday-Friday | 9:00 am - 5:00 pm |

CLIENT: LE PRIVE

CONTACT:

ADDRESS: 9721 Lorain ave

DRAWING: 0000386

DATE: 11-18-2024

REPRESENTATIVE: Aldo Dure aldodure2000@gmail.com

FILE: LE PRIVE / drive bnextrd@gmail.com

DRAWING HISTORY

INFO	NAME	DATE
Reception	Aldo Dure	11-18-24
Design	Juan J. Monsanto	11-18-24

JOB DESCRIPTION

ILLUMINATED CLOUD CHANNEL LETTERS ON RAIL

I have reviewed the artwork and approve that everything is 100% correct and give my permission to move forward with this project.

LANDLORD SIGNATURE:
(PROPERTY OWNER OR AUTHORIZED AGENT)

DATE:

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CLIENT SIGNATURE:

DATE:

LE PRIVÉ

BOUTIQUE SMOKE SHOP

9721 Lorain ave



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CLIENT SIGNATURE:

DATE:

Existing Sign





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JOB DESCRIPTION

BUILDING MEASUREMENTS

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DATE:

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CLIENT SIGNATURE:

DATE:

BUILDING MEASUREMENTS





ILLUMINATED CLOUD CHANNEL LETTERS ON RAIL SIGN **A**

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DATE: 11-18-2024

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FILE: LE PRIVE / drive bnextrd@gmail.com

DRAWING HISTORY

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Design	Juan J. Monsanto	11-18-24

JOB DESCRIPTION

ILLUMINATED CLOUD CHANNEL LETTERS ON RAIL

ILLuminated cloud sign on rail for "A Puff Above"
Cloud Channel Letters faces to be 3/16" WHITE
ACRYLIC with translucent vinyl ORACAL 8500 #031 Red
1" BLACK trim cap.
5" BLACK Returns for cloud channel Letters
Rail painted to match facade TBD.

I have reviewed the artwork and approve that everything is 100% correct and give my permission to move forward with this project.

LANDLORD SIGNATURE:
(PROPERTY OWNER OR AUTHORIZED AGENT)

DATE:

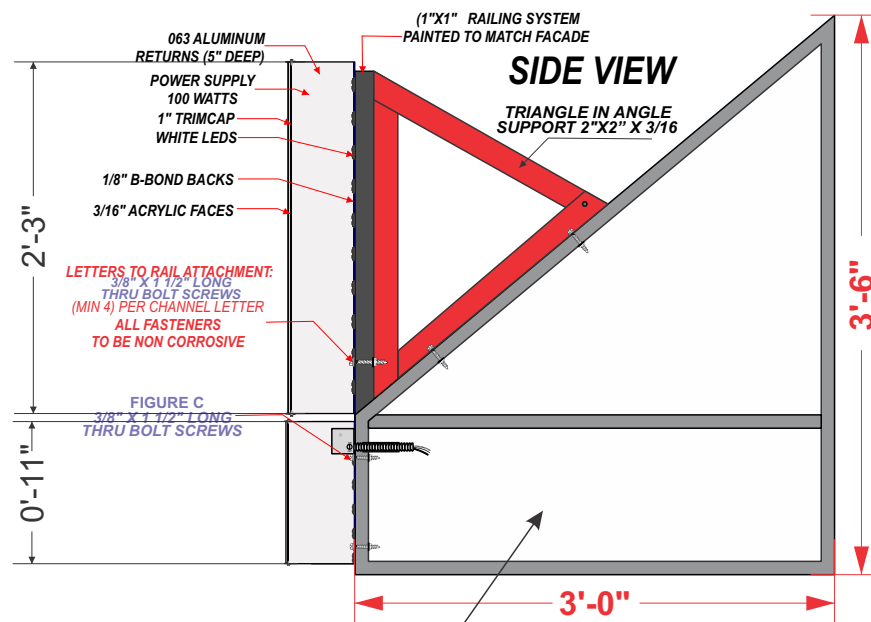
I have reviewed the artwork and approve that everything is 100% correct and give my permission to move forward with this project.

CLIENT SIGNATURE:

DATE:



EXISTING SIGN



EXISTING ANWING

SURVEY NEEDED TO VERIFY DIMENSIONS
BASED ON ARCHITECTURAL RENDERINGS
NEED SIGN PLACEMENT APPROVAL



NIGHT VIEW SIGN **A**



MEASUREMENT SIGN **A**

SIGNAGE REPRESENTS 31.72' SQ FT

COLOR SPECIFICATIONS

- 3/16" WHITE ACRYLIC
- 1/8" WHITE B-BOND BACKS
- 1" BLACK TRIMCAP
- 063 BLACK ALUMINUM RETURNS
- PAINT TO MATCH FACADE TBD
- ORACAL 8500 #031 Red
- ORACAL 8500 #070 Black

Customer Initials to approve colors

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JOB DESCRIPTION

INSTALLATION DESCRIPTION

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DATE:

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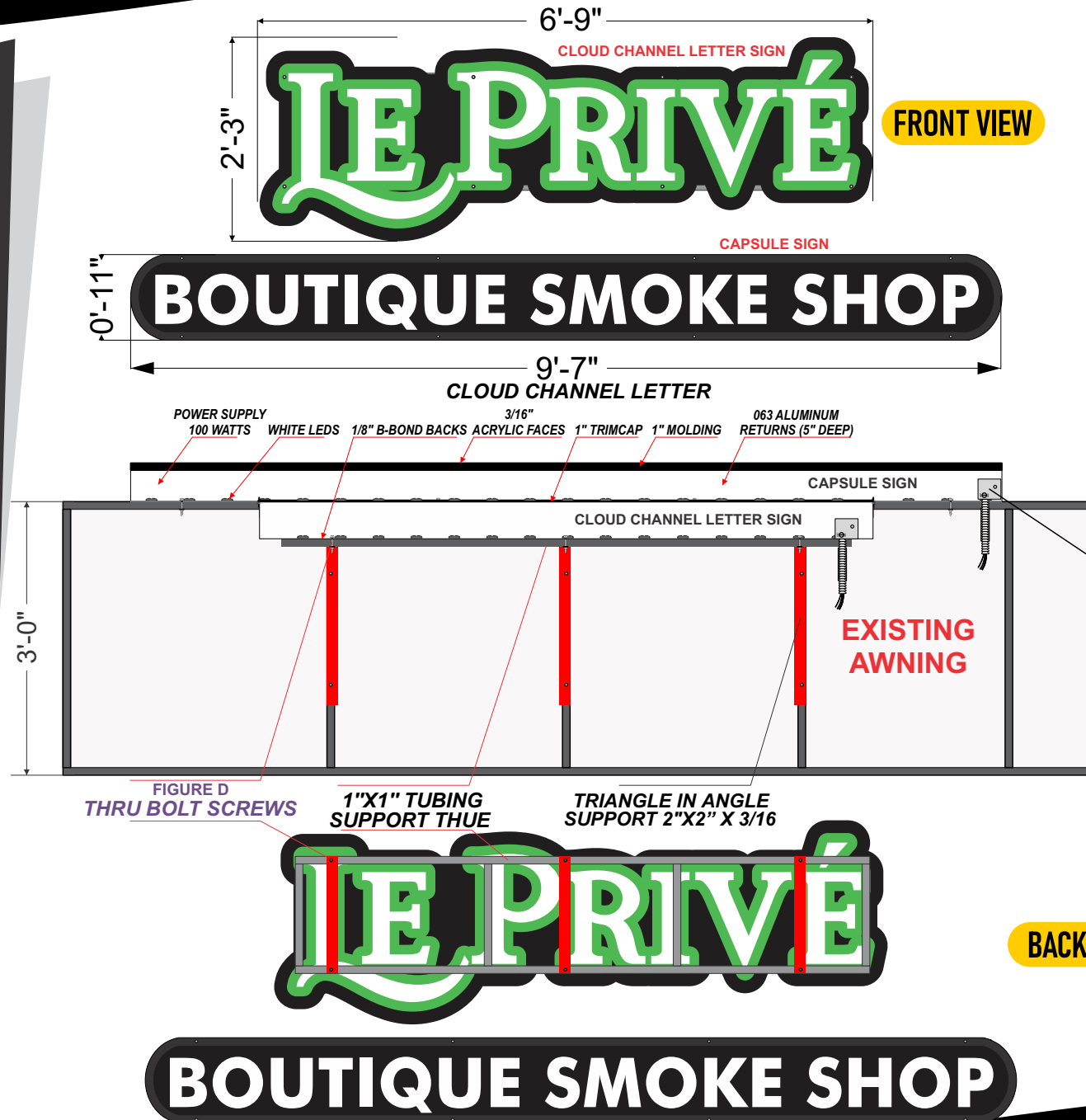
CLIENT SIGNATURE:

DATE:

INSTALLATION DESCRIPTION

SIGN

A



FRONT VIEW

FIGURE E ELECTRICAL DETAILS
100 amps panel size
12 gage wire
110 watts
20 amps braker
#15 Braker

TOP VIEW

BACK VIEW

FIGURE D
8 SCREW BY CLOUD CHANNEL LETTERS
FASTENED WITH THE 1" X 1" TUBING SUPPORT THUE AND 2"X2" TRIANGLE IN ANGLE
3/8" X 1 1/2" LONG
THRU BOLT SCREWS
Weight: 92g;

Screw Type	Major Dia.	Nominal Length	Material	Tensile (lb)	Shear (lb)
#14-10 Type A	.235"	125	Carbon Steel	3,150	2,100
#16-16 Type AB & B	.225"	150	Carbon Steel	3,800	2,575
#17-14 Type AB	.280"	170	Carbon Steel	5,880	3,285
	.280"	170	304 SS	5,200	3,125



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JOB DESCRIPTION

SITE PLAN

SIGN LOCATION - A

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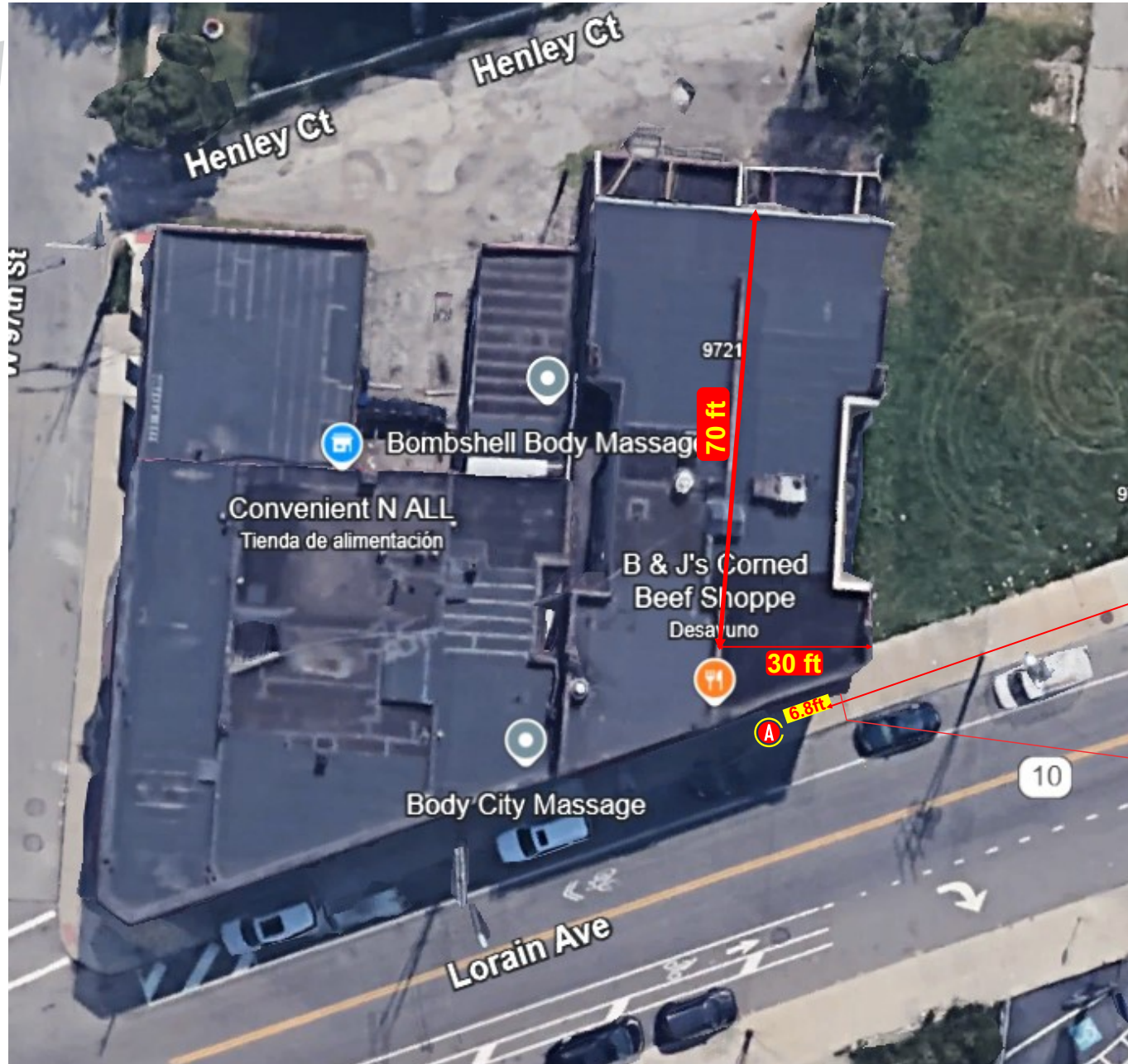
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CLIENT SIGNATURE:

DATE:



A SIGN LOCATION
CLOUD CHANNEL LETTER

SIGN 8 FEET
FROM THE STREET



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[Redacted Job Description]

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CLIENT SIGNATURE:

DATE:



Case 25-013

Certificate of Appropriateness

Lorain Station Historic District

Bailey's Dream Child Care Center 9600 Lorain Avenue

Signage

Project Representatives: Aldo Dure, BNext Design

Ward 11: Councilmember Kelly





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TEXT 216-407-7711 TO CHAT NOW!

| Monday-Friday | 9:00 am - 5:00 pm |

CLIENT: BAILEYS DREM CHILD ARE CENTER

CONTACT:

ADDRESS: 9600 Lorain Ave

DRAWING: 0000402

DATE: 01-02-2025

REPRESENTATIVE: Aldo Dure aldodure2000@gmail.com

FILE: BAILEYS DREM / drive bnextrd@gmail.com

DRAWING HISTORY

INFO	NAME	DATE
Reception	Aldo Dure	01-02-25
Design	Juan J. Monsanto	01-02-25

JOB DESCRIPTION

ILLUMINATED CLOUD CHANNEL LETTERS ON RAIL

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CLIENT SIGNATURE:

DATE:



9600 Lorain Ave



105'0 FRONTAGE

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Design	Juan J. Monsanto	01-02-25

JOB DESCRIPTION

VINYL WINDOWS

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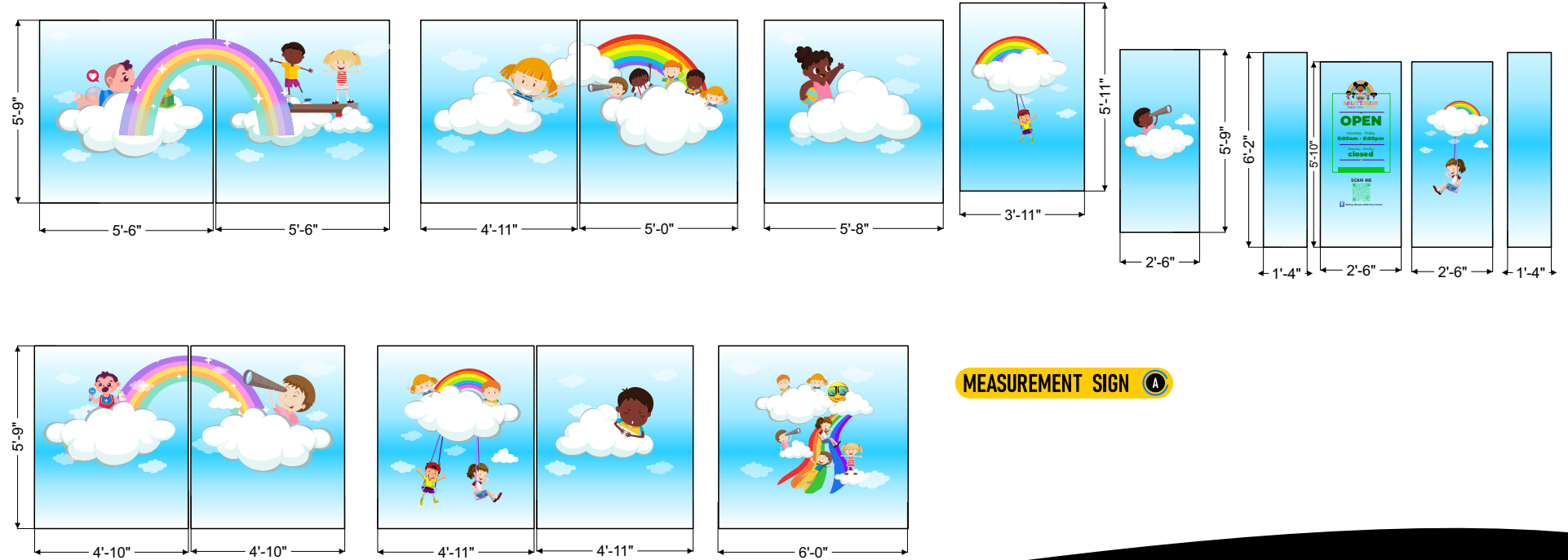
LANDLORD SIGNATURE:
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DATE:

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DATE:





105'0 FRONTAGE

BNEXT

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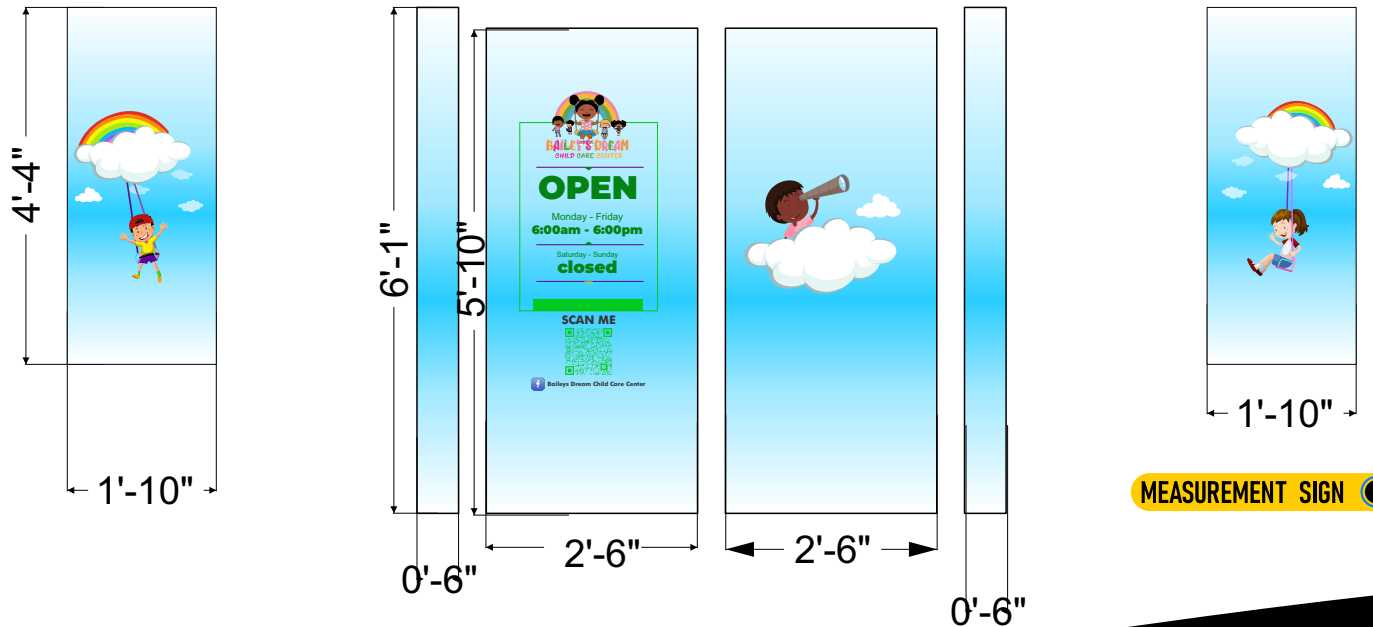
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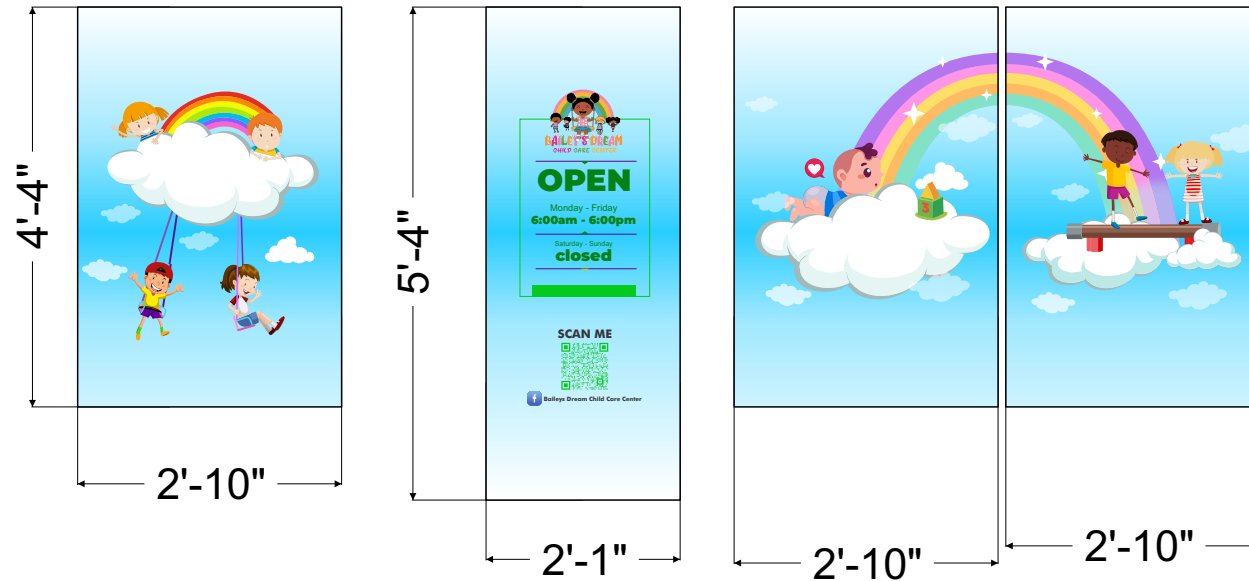
DATE:

VINYL WINDOWS

C



SIGN C



MEASUREMENT SIGN C

4



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JOB DESCRIPTION

SITE PLAN

SIGN LOCATION - A

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CLIENT SIGNATURE:

DATE:

Baby Jallyn's memorial





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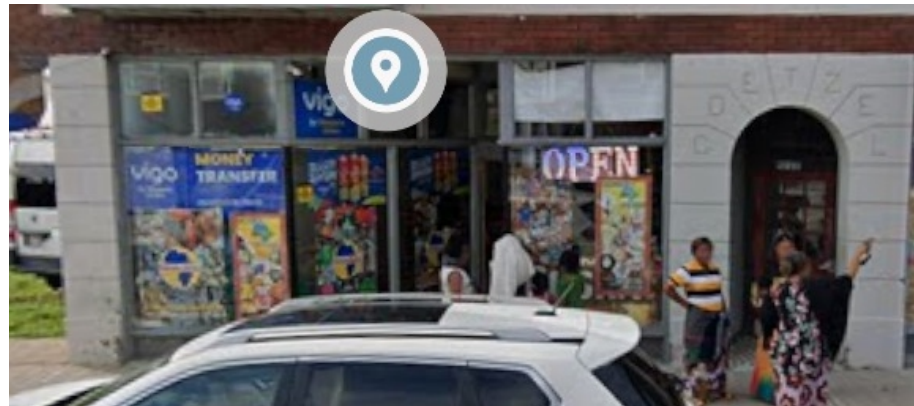
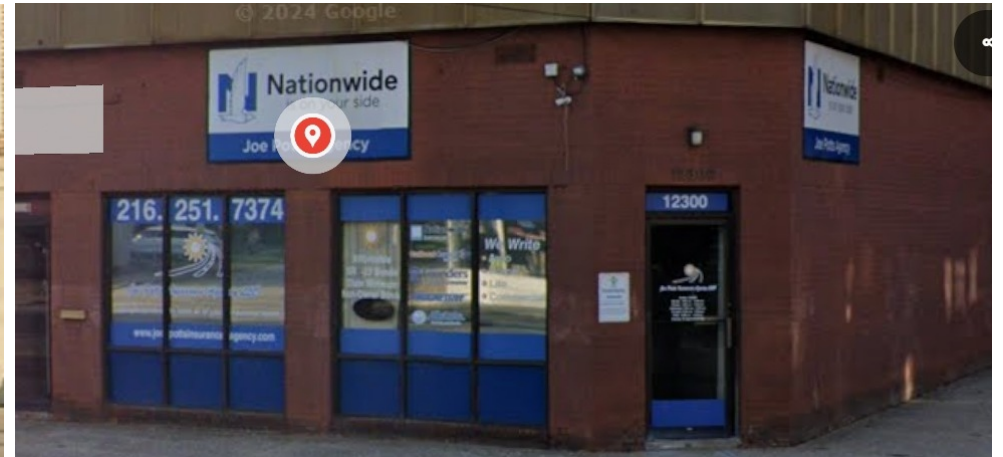
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CLIENT SIGNATURE:

DATE:



Case 25-014

Certificate of Appropriateness

Grantwood Allotments Historic District

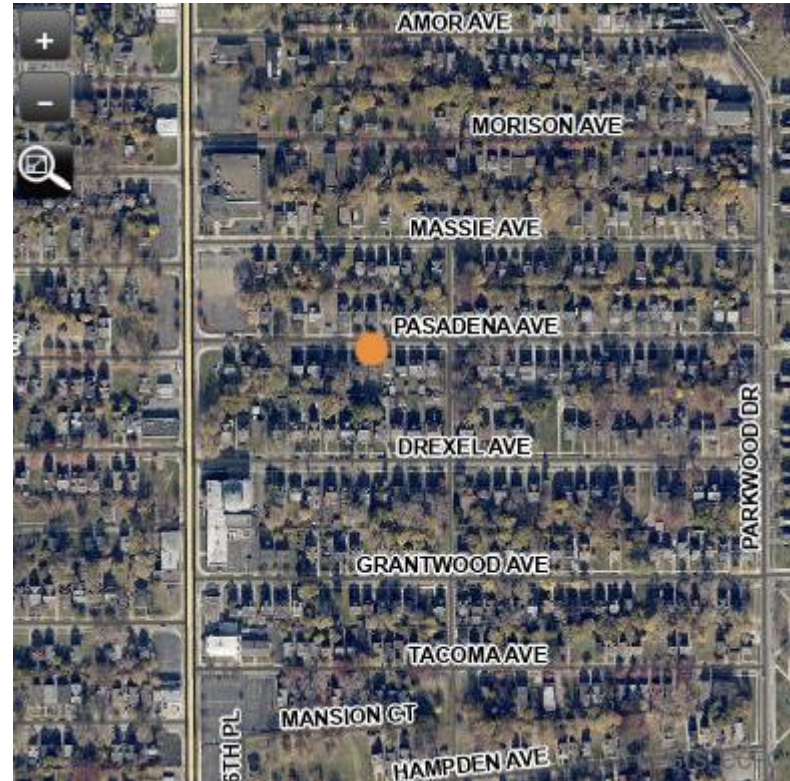
10704 Pasadena Avenue

Porch Rebuild

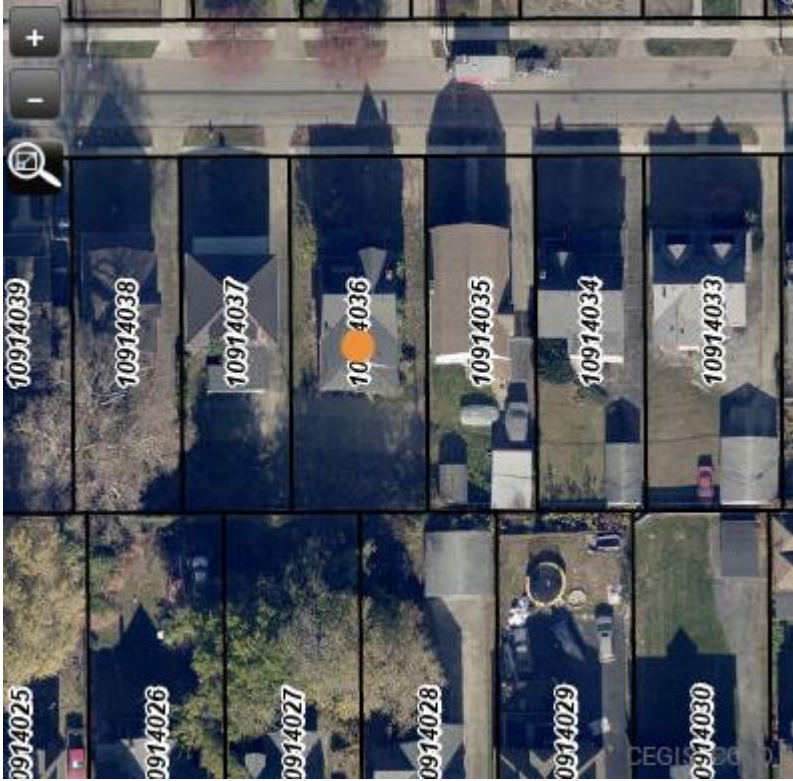
Project Representatives: Larry Crenshaw, Owner
Ward 7: Councilmember Conwell



Mapping of proposed area. (10704 pasadena)





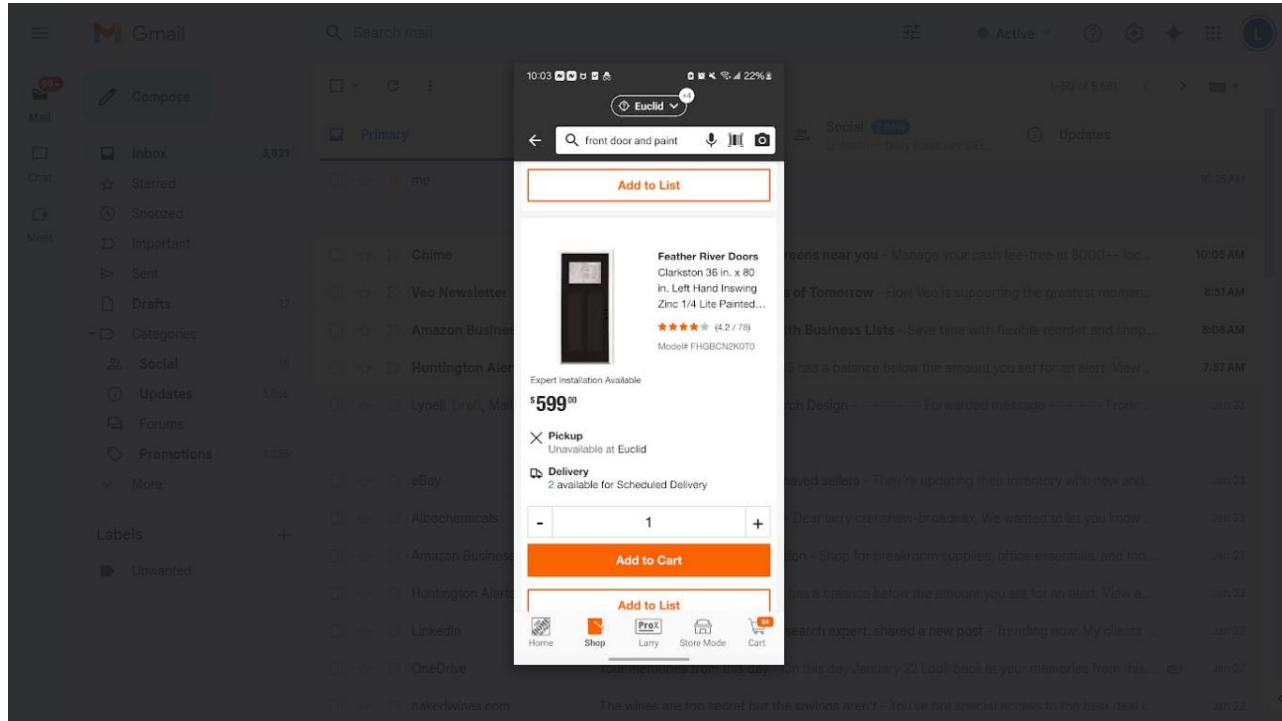


10704 Pasadena
Front door replace, Front porch
and rear stairs installment

Front door marked in yellow.



This front entry door can be order at homedepot.com, and painted Azure blue.



Drawings of the front porch

10704 Pasadena Porch 2-20-25 (1).pdf

1 / 5

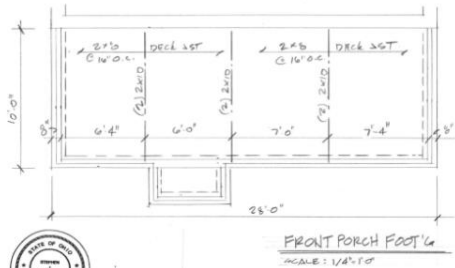
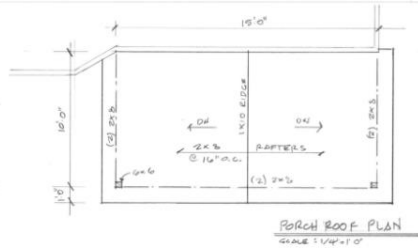
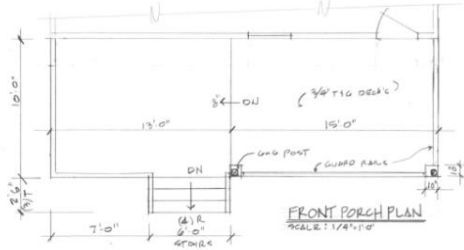
PASADENA AVENUE

SITE PLAN
SCALE: 1"=10'

STATE OF OHIO
STEPHEN J. KULCSAR, JR.
REGISTERED ARCHITECT
REG. #5494 EXP. 12-31-25

STEPHEN J. KULCSAR, JR.
ARCHITECT
345 HAZELWOOD AVE.
BARBERSTON, OH 44203
skj@skjarch.com

NEW FRONT PORCH	
10704 PASADENA AVE	
DATE: 2-20-25	
COVER SHEET	A-1



INDEPENDENT REGISTERED ARCHITECT
249 PASADENA AVE.
PARADISE, OH 44666

NEW FRONT PORCH	
10704 PASADENA AVE	
DATE: 2-20-25	
FRONT PORCH PLANS	A-2

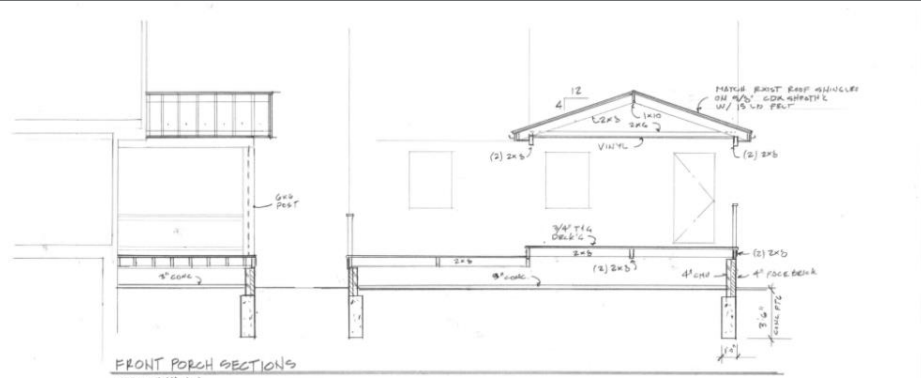


THOMAS J. HASKIN, JR.
 ARCHITECT
 100 W. HILL STREET, SUITE 100
 CLEVELAND, OHIO 44115

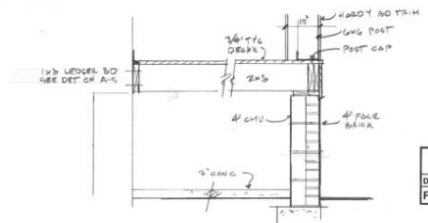
FRONT ELEVATION

SCALE: 1/4"=1'-0"

NEW FRONT PORCH	
10704 PASADENA AVE	
DATE: 2-20-25	
ELEVATIONS	A-3



FRONT PORCH SECTIONS
SCALE: 1/4" = 1' 0"

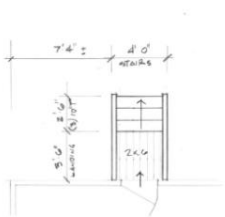


DIANE J. WILSON, PE
 REGISTERED PROFESSIONAL ENGINEER
 10644 EXP. 12-31-25

NEW FRONT PORCH	
10704 PASADENA AVE	
DATE: 2-20-25	
FRONT PORCH SECTIONS	A-4

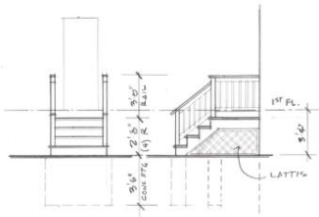
Drawings of the rear porch



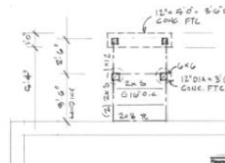


REAR STAIR PLAN

SCALE: 1/4" = 1'-0"



REAR STAIRS ELEVATIONS



REAR STAIR FOOTING

SCALE: 1/4" = 1'-0"

Figure 14. General Attachment of Ledger Board to Band Joist or Rim Board

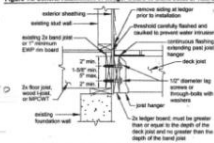
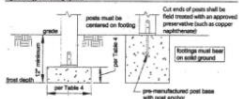


Figure 15. Typical Footing Options



1.5 PRESCRIPTIVE RESIDENTIAL WOOD DECK CONSTRUCTION GUIDE

DESIGN CRITERIA	
ITEMS	DESIGN
DECK / PORCH LOAD	50 PSF LL
HANDRAILS	200 PSF
LUMBER	DOUGLAS FIR #1 (1,200 E1)
CONCRETE	4000 PSF
SOIL BEARING	2500 PSF GROUP (1)
WEATHERING	SEVERE
DESIGN WIND LOAD	20 PSF
BASIS WIND SPEED	115 MPH
WINTER DESIGN TEMP	5 DEGREES
SEISMIC DESIGN CATEGORY	B
WIND EXPOSURE CATEGORY	B
TERMINAL AREA	MODERATE
DECK AREA	PER TABLE 301.2(1)
FLOOD ZONE	B FIRM

Figure 20. Stair Guard Requirements

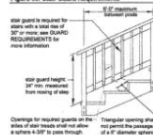


Figure 21. Stair Stringer Attachment Detail

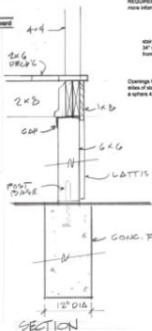
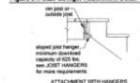
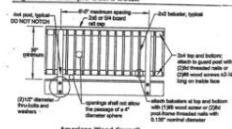


Figure 24. Example Guard Detail



NEW FRONT PORCH
10704 PASADENA AVE
DATE: 2-20-25
REAR PORCH PLAN & DETAILS A-5



STEPHEN J. REDMAN, JR.
144 HILLTOP RD
MARIETTA, OH 44130
LICENSE NO. 9452
MECHANICAL ENGINEER



CITY OF CLEVELAND
Mayor Justin M. Bibb

Reports

March 13th, 2025



Shaker Square Vision Plan

**Project Representatives: Allen Penniman, Agency Landscape + Planning;
Cory Riordan, Cleveland Neighborhood Progress
Ward 4: Councilmember Kelly**

Greater Cuyahoga Valley Historic DRAC – 3/4/2025

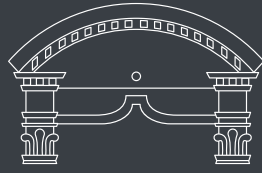


SHAKER SQUARE VISION PLAN

**Greater Cuyahoga Valley
Historic Design Review Advisory Committee**

March 4, 2025





SH
SQ

SHAKER SQUARE



ENGAGE | EXPLORE
EXPERIENCE

EST.
1929



Coming to a theater near you...



A New Era For A Cleveland Classic

SHAKER SQUARE

VISION PLAN

Thursday,
January 23rd, 2025

13116 Shaker Square,
Cleveland, OH, 44120



ATLAS CINEMA

Featuring...
Local Music

5:30 DOORS
6:00 PRESENTATION
6:30 RECEPTION

Food from...
Zanzibar, Vegan Club, & Captain Tony's Pizza



We had a great turnout at the launch party!

your ticket to...
A New Era For A Cleveland Classic

01.23.2025

SHAKER SQUARE

SH
SQ

EST. 1929

ATLAS CINEMA 6:00 PM



SH
SQ

SHAKER
SQUARE

EST
1929



Prelude to the Plan

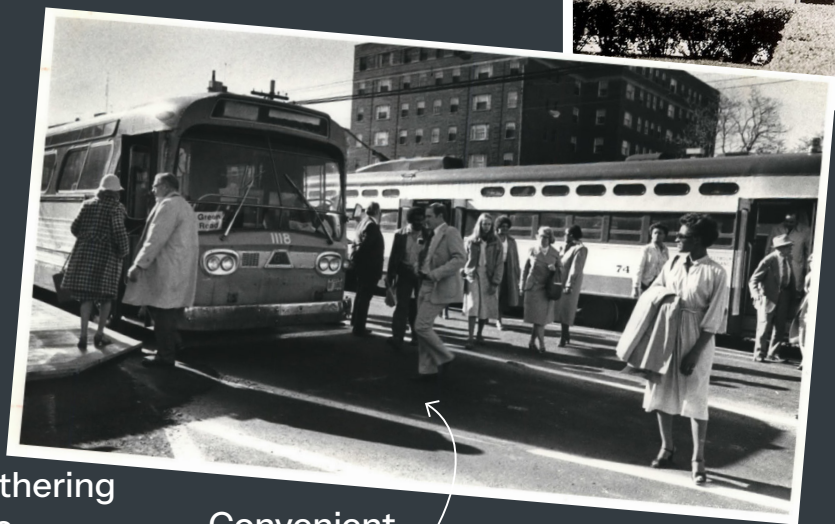
Authenticity: Always Our Best Asset



Mobile Vendor



Outdoor Gathering Space



Convenient Transit Access

Unified Brand Expression

Competition, Retail Shifts, New Ownership



Weather Moving Forward Contests What Happened Now? Contact Us Table

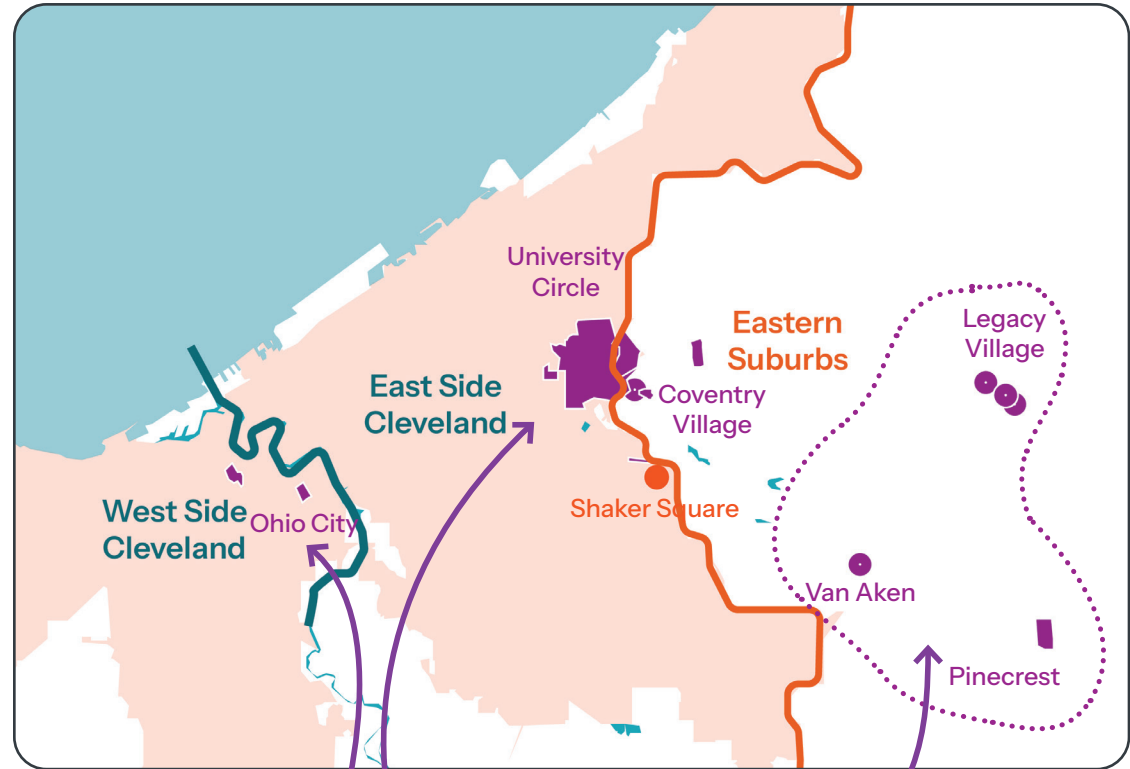
Historic Shaker Square is in foreclosure, a victim of the pandemic, management company says

News Weather Sports VERIFY wkyc+
← ADVERTISE WITH US CLEVELAND AKRON MISSION POSSIBLE A TURNING PO

BUSINESS

Shaker Square sold to local non-profits; improvements planned while group mulls future

Community development non-profit Cleveland Neighborhood Progress, with Burten Bell Carr Development, are the new owners of the historic east side retail center.



Smaller authentic main streets to the north and west of the river with local businesses and boutiques

Lots of competing suburban retail to the east

Building on the 2019 plan ideas and feedback

Progress is Already Underway



\$5 million in basic maintenance upgrades, from roofs to HVAC



New private security service and lighting projects enhance safety

New retail openings and reinvestment in anchors signal trust in the future

With Thanks to So Many!

“More options for retail and family dining experiences”

“Good local coffee shop to hang out at!!”

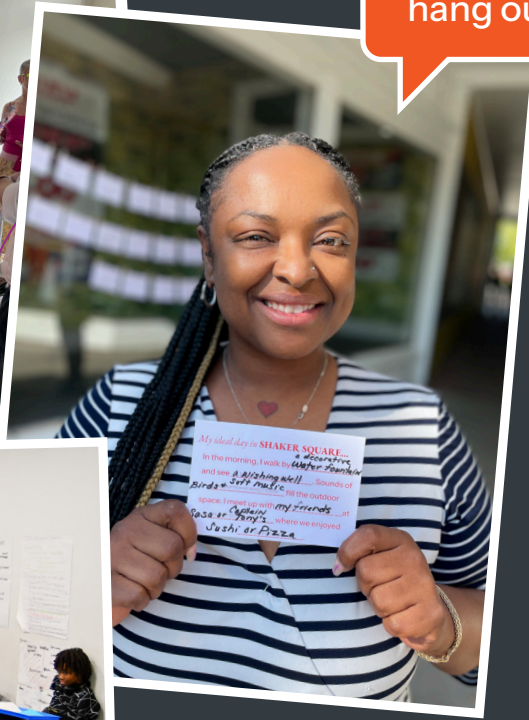


Supportive local leaders

“Don't reinvent us - relaunch us”



The dedicated, passionate Steering Committee



Everyone who took the survey, offered feedback and shaped the plan



Youth Workshop with Design Explorr and Seventh Hill

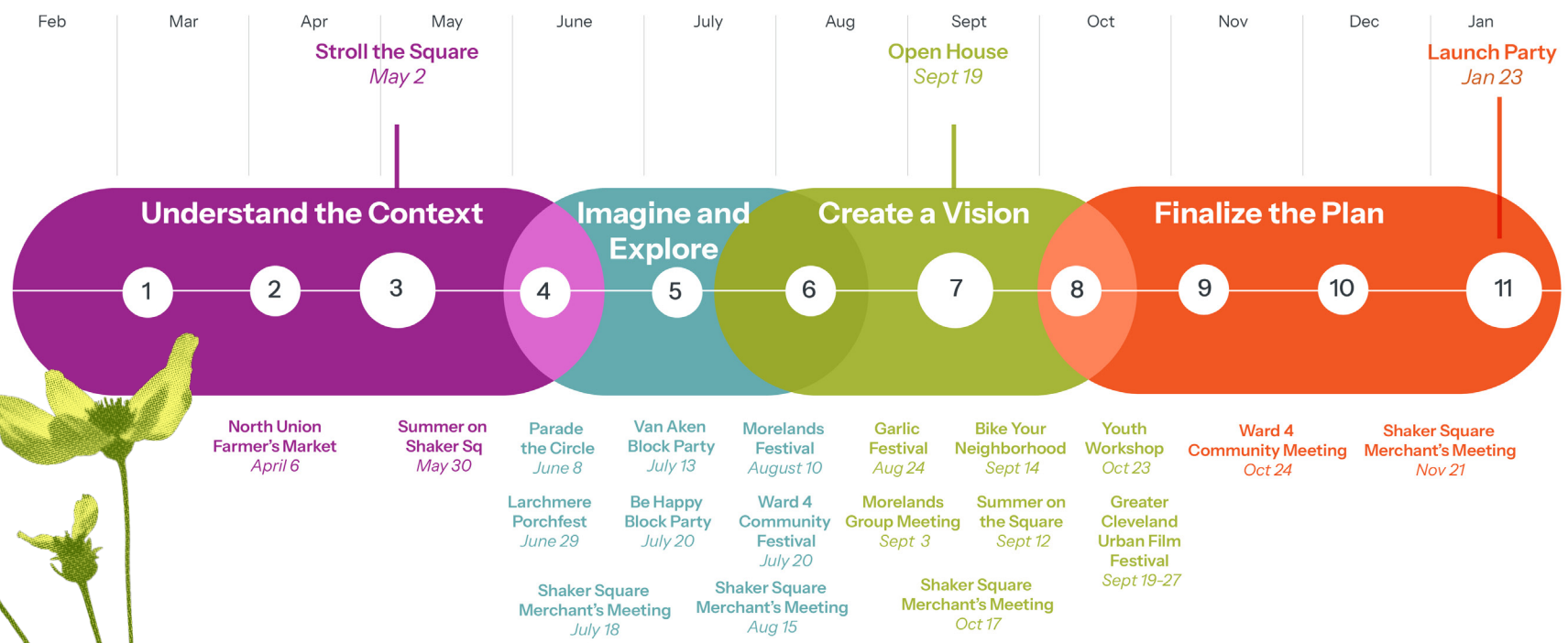
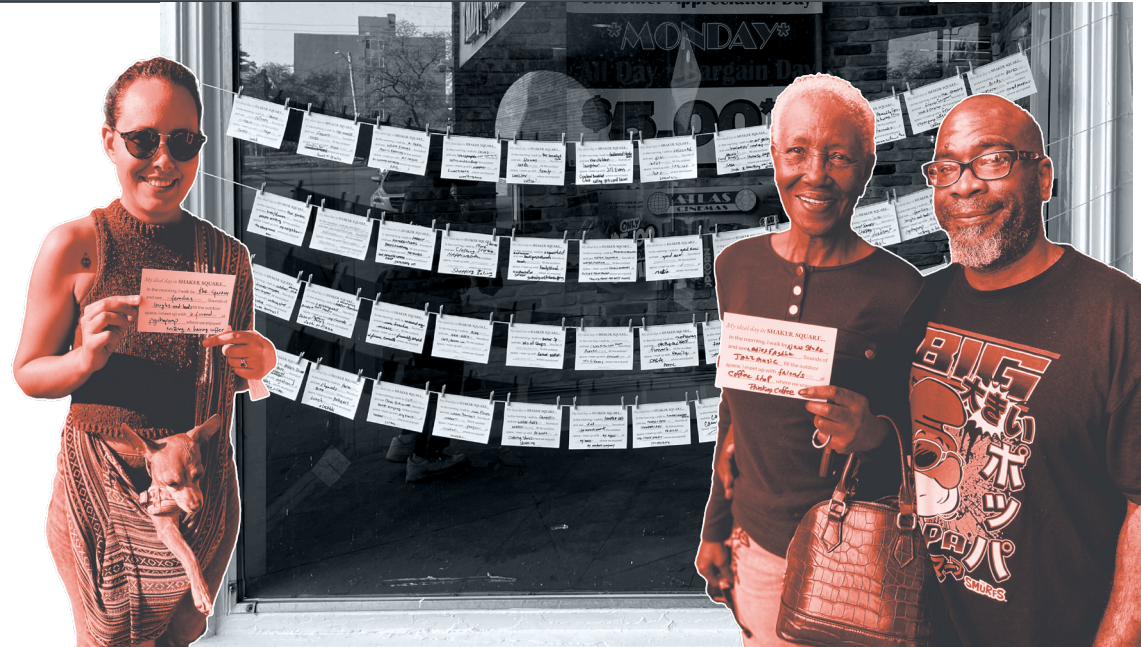


Merchants who are experts in the Square



Vision Plan Process

Timeline



Pop-Ups

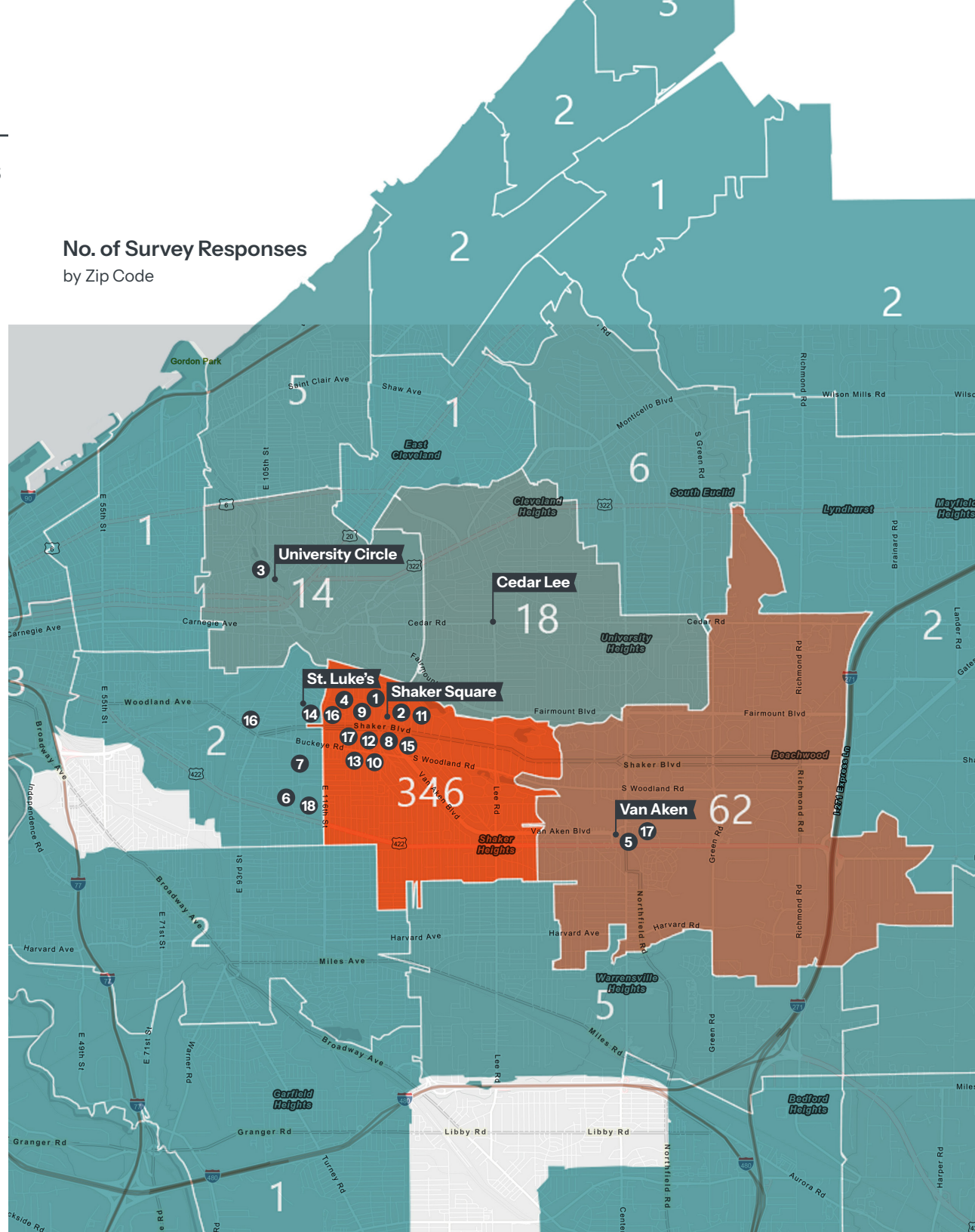
- **Popped up at strategic locations**
 - Underrepresented areas
 - Competitor retail districts



Pop Up Events at The Square

- 1 North Union Farmers Market
- 2 Summer on the Square
- 3 Parade The Circle
- 4 Larchmere Porchfest
- 5 Block Party @ Van Aken District
- 6 Ward 4 Community Festival
- 7 BeHappy Block Party
- 8 Morelands Festival
- 9 Garlic Festival
- 10 Morelands Group Meeting
- 11 Summer on the Square
- 12 Bike Your Neighborhood
- 13 Morelands Group Meeting
- 14 Youth Workshop - Boys & Girls Club
- 15 Shaker Square Merchant Meeting / Tenant Virtual Meeting
- 16 Buckeye-Shaker-Larchmere Neighbor Up Night / Woodhill Station
- 17 North Union Farmers Market (Shaker Square or Van Aken District)
- 18 Ward 4 Community Meeting

No. of Survey Responses
by Zip Code



Targeted Outreach

• Merchant Outreach

- Attended 4 merchants meetings
- Merchant interviews
- Representation on Steering Committee

• Youth Workshop

- Boys & Girls Clubs of Cleveland
- Collected input on teen priorities, safety, etc

• Steering Committee

- Met monthly
- Comprised of:
 - Merchants
 - City officials
 - Neighborhood associations
 - RTA
 - Residents
 - Real estate professionals

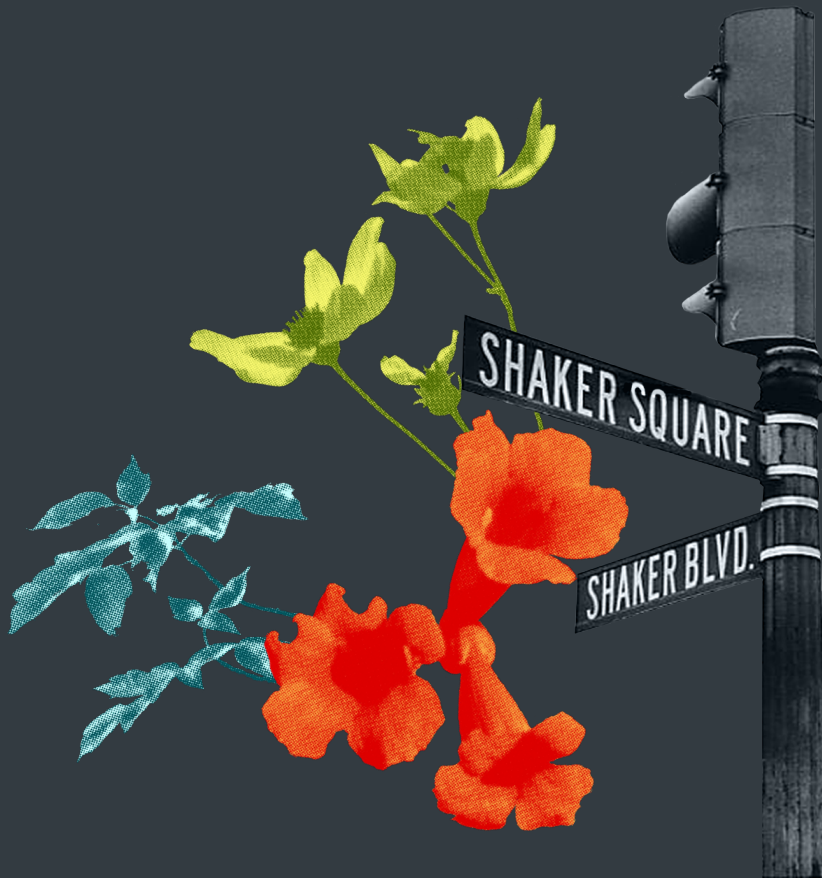




The Vision Plan



A New Era for a Cleveland Classic



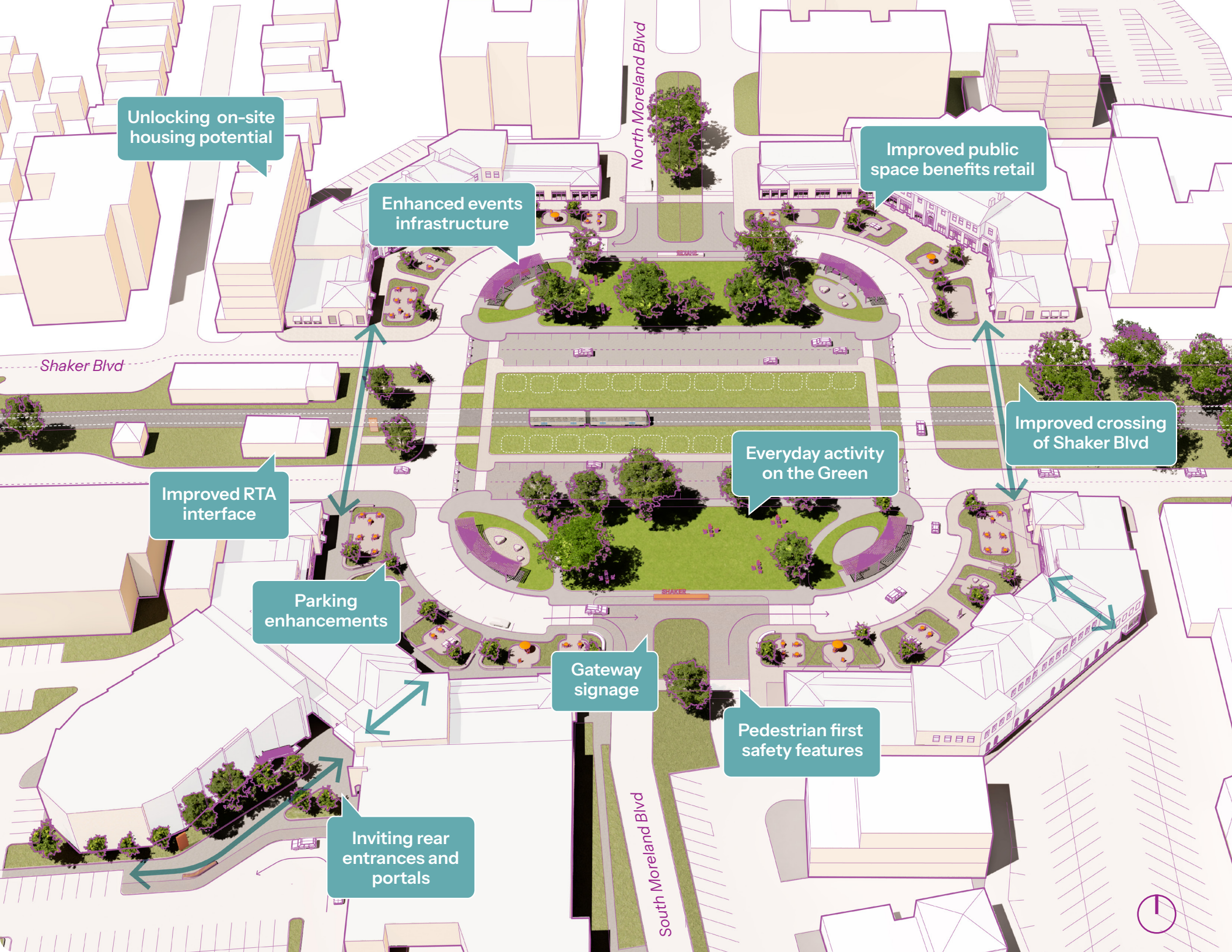
Inviting
Foster an authentic & welcoming everyday retail experience.



Inspiring
Make Shaker Square a local & regional destination.



Timeless
Respect Shaker Square's history while stewarding it for the future.



Unlocking on-site housing potential

Enhanced events infrastructure

Improved public space benefits retail

Shaker Blvd

North Moreland Blvd

Improved crossing of Shaker Blvd

Everyday activity on the Green

Improved RTA interface

Parking enhancements

Gateway signage

Pedestrian first safety features

Inviting rear entrances and portals

South Moreland Blvd





Inviting.

Foster an authentic and welcoming everyday retail experience in the square.



Shaker Square Community



An Inviting & Diverse Retail Mix

Inviting: Goal 1

Sustain a diverse mix of retailers.



Unmet demand home goods



and quick-service dining



Recommendations

Create a diverse tenant mix with boutiques, restaurants, and services at various price points to serve a broad customer base.

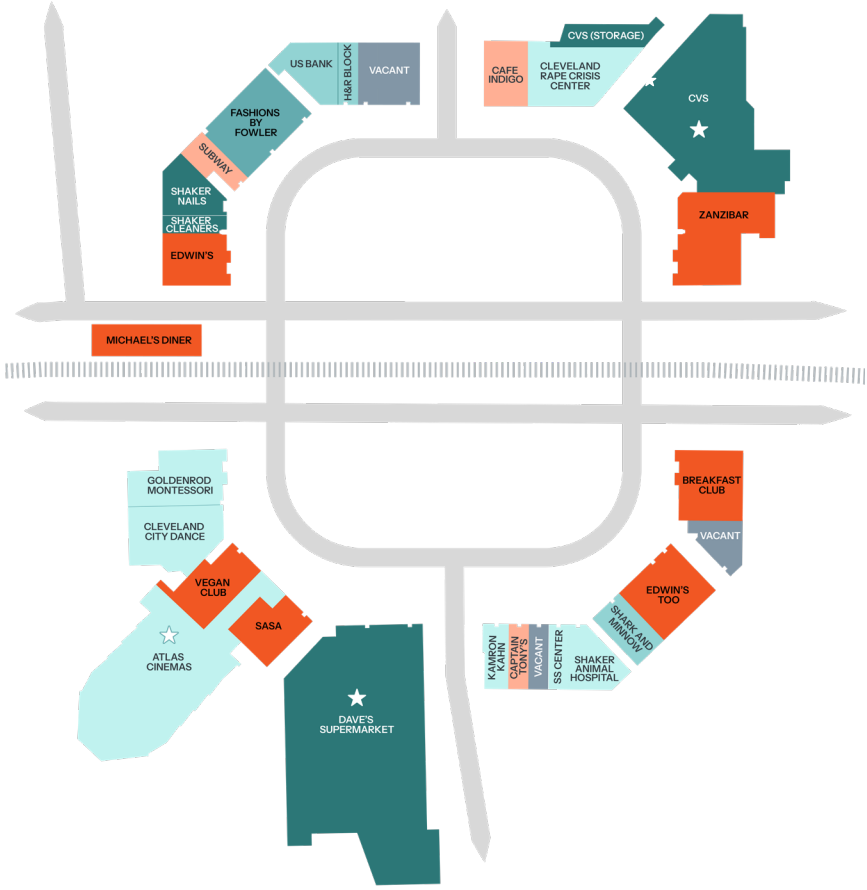
Build local and national awareness and excitement around retailers and brands through coordinated marketing.

Fill retail gaps in home and apparel and fast casual dining.

At the Ground Level

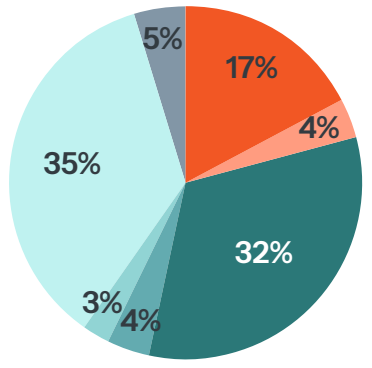
Inviting: Goal 2

Curate an engaging and memorable ground level user experience.



Existing Ground Floor Uses

- Full-Service Restaurant
- Limited-Service Restaurant
- Neighborhood Goods & Services
- Home & Apparel
- Ground Floor Office
- Other Use
- Vacant
- ★ Retail Anchor



Recommendations

Leverage the exceptional patio infrastructure to inspire an unparalleled outdoor dining experience.

Encourage connections and transparency between storefronts and patios.

Strategically locate and relocate any creative and non-profit uses to upper levels.

Redesign the promenade with well-defined pathways, inviting seating areas, and spaces for diverse activities.

Ground Floor Merchandising

Sit Down Dining

**Neighborhood
Services**

**Quick Service
Dining**

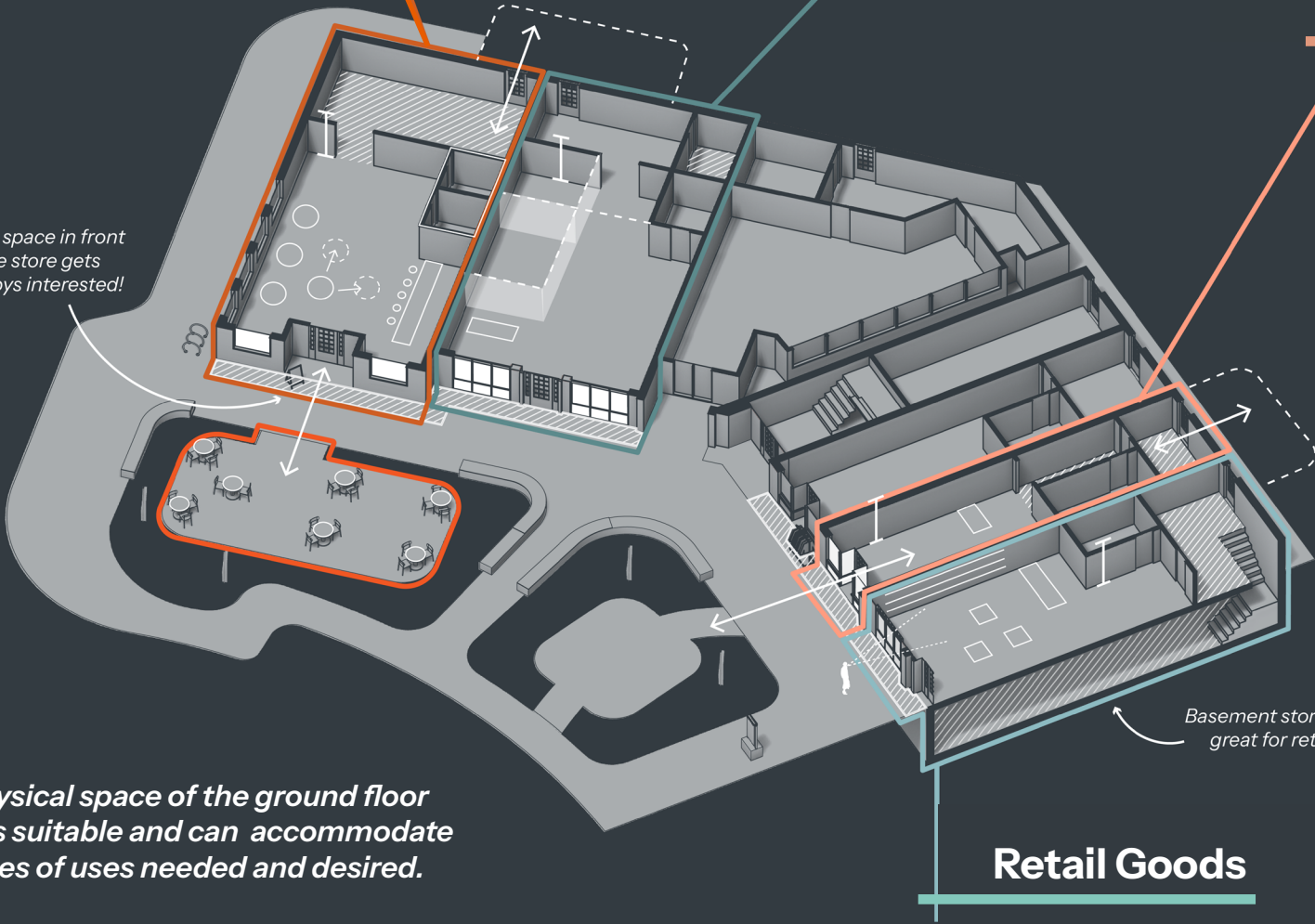
*Spillover space in front
of the store gets
passerby interested!*

*Basement storage is
great for retail!*

Retail Goods

*The physical space of the ground floor
today is suitable and can accommodate
the types of uses needed and desired.*

*The Vision Plan provides a few key
strategies to enable success.*



At the Upper Level

Inviting: Goal 3

Curate a balanced mix of creative, production-focused, and service-oriented tenants on the second floor.



Flexible



Productive



Interactive

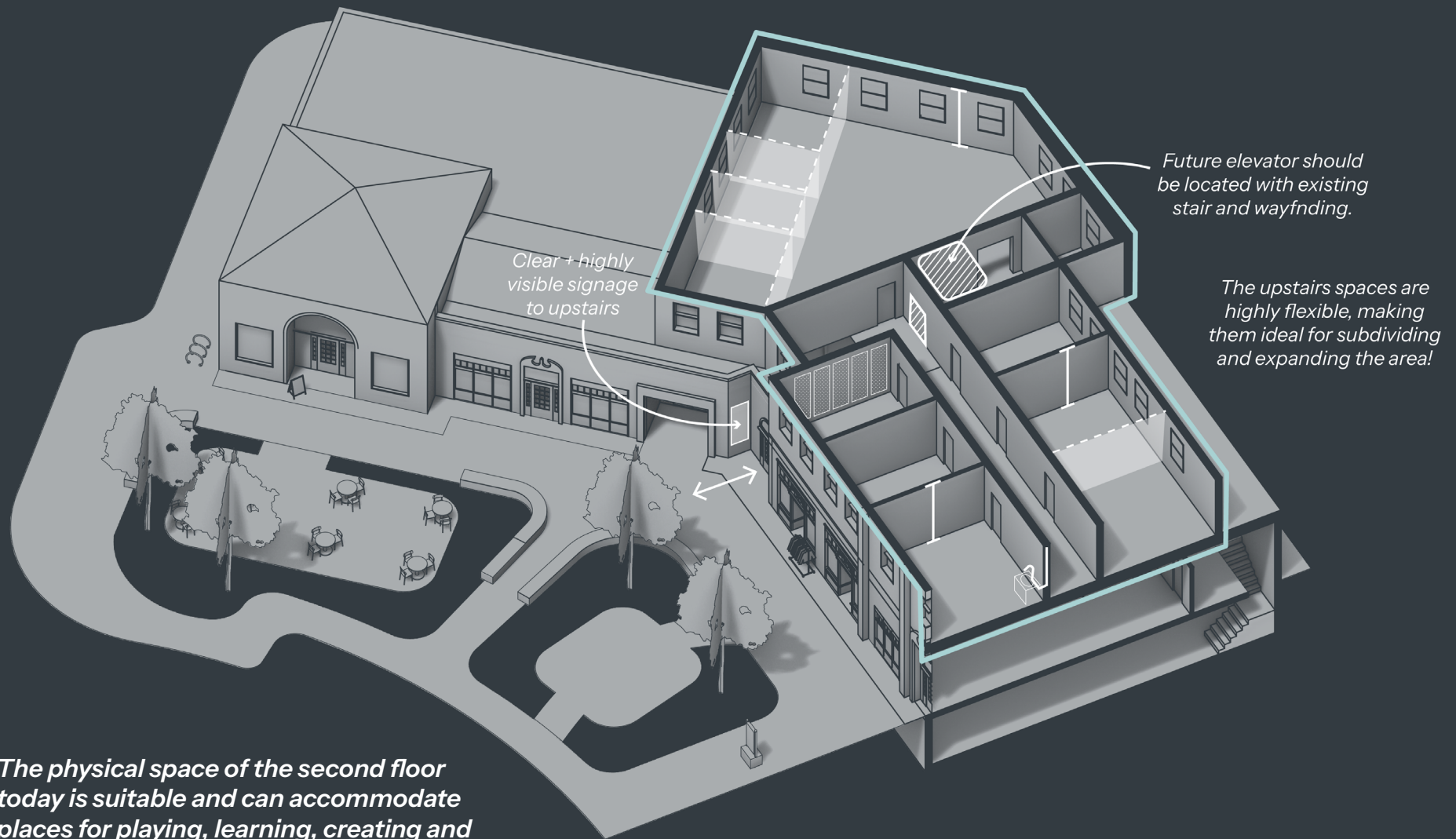


Recommendations

Fill upper floors with the following uses:

- Appointment-based and non-customer facing tenants should not occupy ground floor spaces
- Workshop spaces for artisans, artists, and other makers
- Service providers such as wellness, fitness, dentist, etc

Second Floor Merchandising



The physical space of the second floor today is suitable and can accommodate places for playing, learning, creating and caring.

The Vision Plan provides a few key strategies to enable further success.

The “Third Space”

Inviting: Goal 4

Steward a welcoming, safe, and intuitive environment for all.



FORMER DEWEY'S COFFEE SHOP, 2017

“Indoor third spaces, somewhere to hang out and meet other community members”
— Survey Participant

“More third places: library, art gallery”
— Survey Participant

Recommendations

Provide products, services, and activities that appeal to youth.

Design spaces with flexible layouts and local art and community-focused programs to encourage gathering and interaction.

Encourage social interaction of visitors and create a vibrant, inviting atmosphere for all ages.

Continue enhancing the safety ambassador program to serve as welcoming guides.

Develop ongoing active programming to strengthen community ties and enhance safety.

The Spirit of the Community

Inviting: Goal 5

Support small business entrepreneurship and creative industries that reflect the spirit of the surrounding community.



LARCHMERE FIRE WORKS

“I think the more you offer, the more people will come for different unique things that bring them in”

— Survey Participant

Recommendations

Give priority to leasing space to Cleveland-based tenants—especially minority-owned, women-owned, and mission-driven businesses.

Encourage entrepreneurship and support local production by fostering retail opportunities through temporary or pop-up events.

Facilitate connections with artists and makers through curated programming and strategic local partnerships.

Encourage creative professionals to host workshops, networking events, and educational sessions that foster collaboration and build community on the Square.



Housing

Inviting: Goal 6

Introduce well-designed and well-maintained market rate housing and address stability of existing multi-family housing.



Recommendations

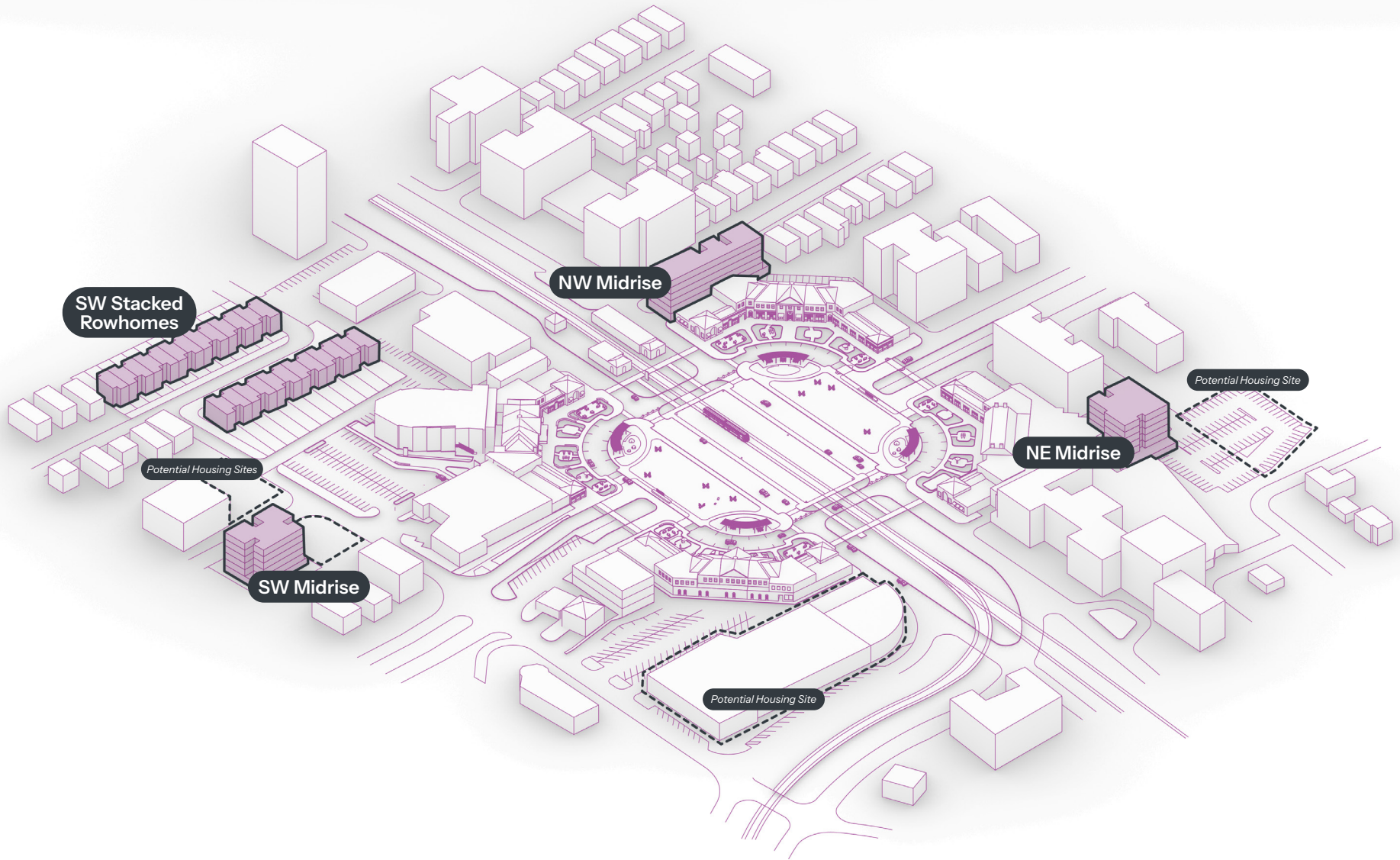
Plan for infill residential development on surface parking lots to generate retail foot traffic and eliminate gaps in an otherwise walkable urban fabric.

Design diverse housing types to accommodate families of various sizes and needs.

Leverage revenue from residential units to diversify risk exposure and competitively price retail rents to attract the local merchants.

Partner with the community to restore historic apartment buildings, creating affordable and middle-income housing.

Housing

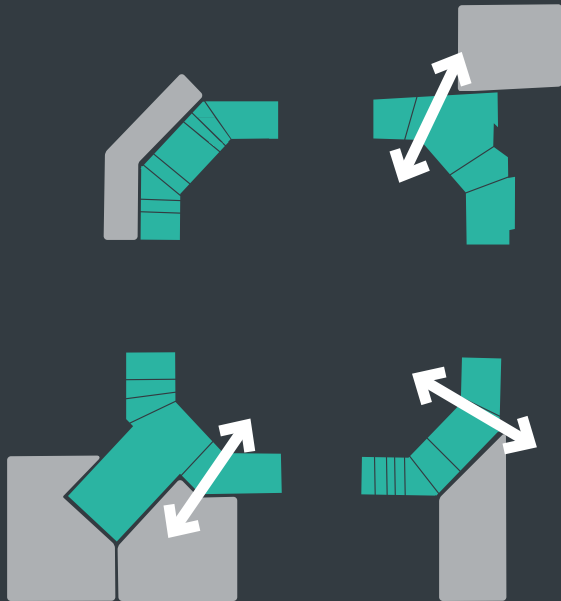




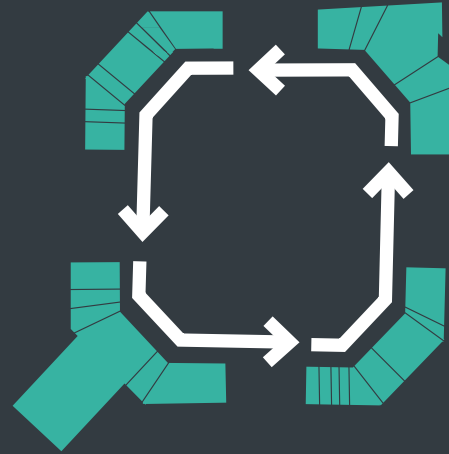
Inspiring.

Make Shaker Square a local
and regional destination.





The Arrival Sequence



The Promenade



The Green

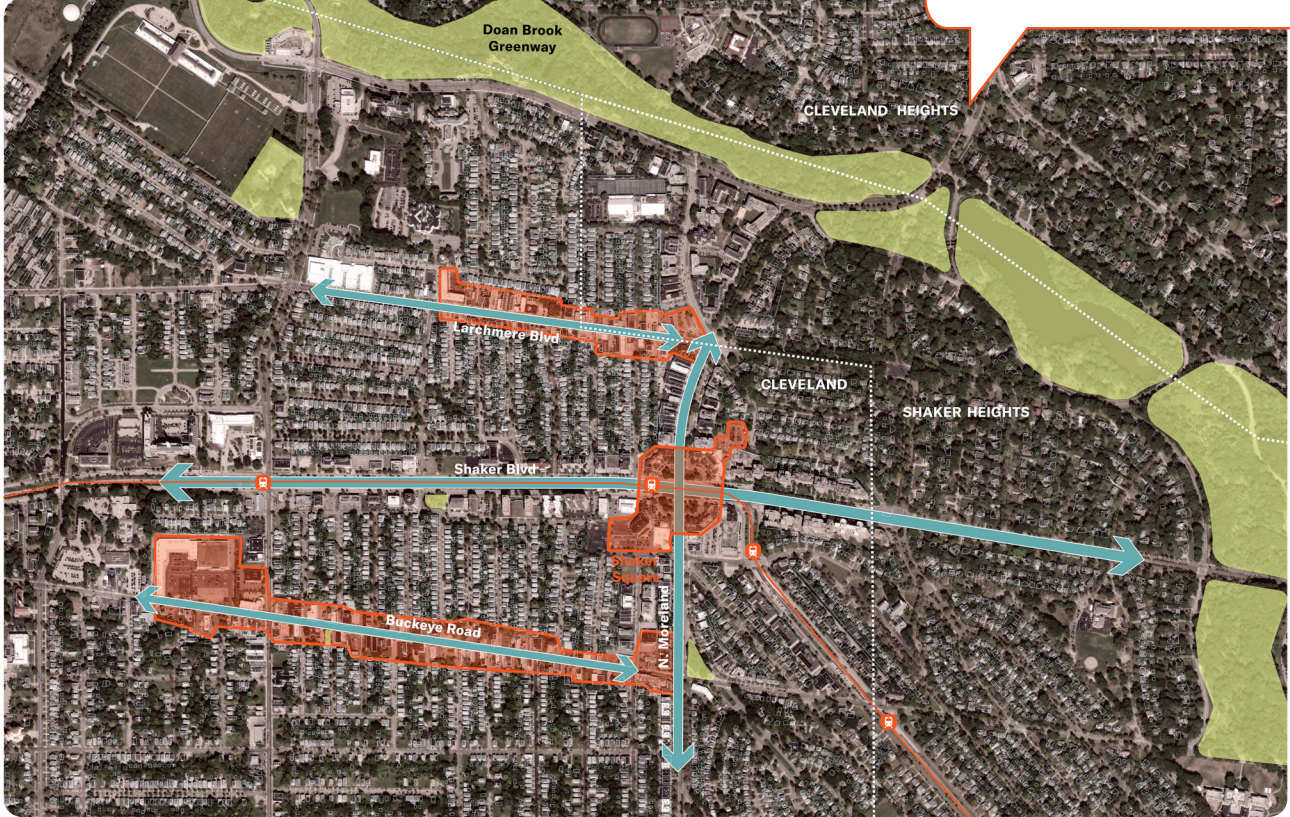
The Arrival Sequence

“The Square has the opportunity to offer both necessities and entertainment.”

— Survey Participant

Inspiring: Goal 1

Improve accessibility and connectivity to the surrounding neighborhoods.



Recommendations

Work with the RTA to improve public transit connections and stop accessibility.

Connect to the square via protected bike lanes, clearly marked bike routes, and secure bike facilities.

Integrate bike-sharing stations to encourage cycling as a convenient, eco-friendly option.

Implement wayfinding signage at strategic locations to make Shaker Square easily accessible.

Design gateway and entry signage that is tied to the identity and brand and announces a sense of arrival.

The Arrival Sequence

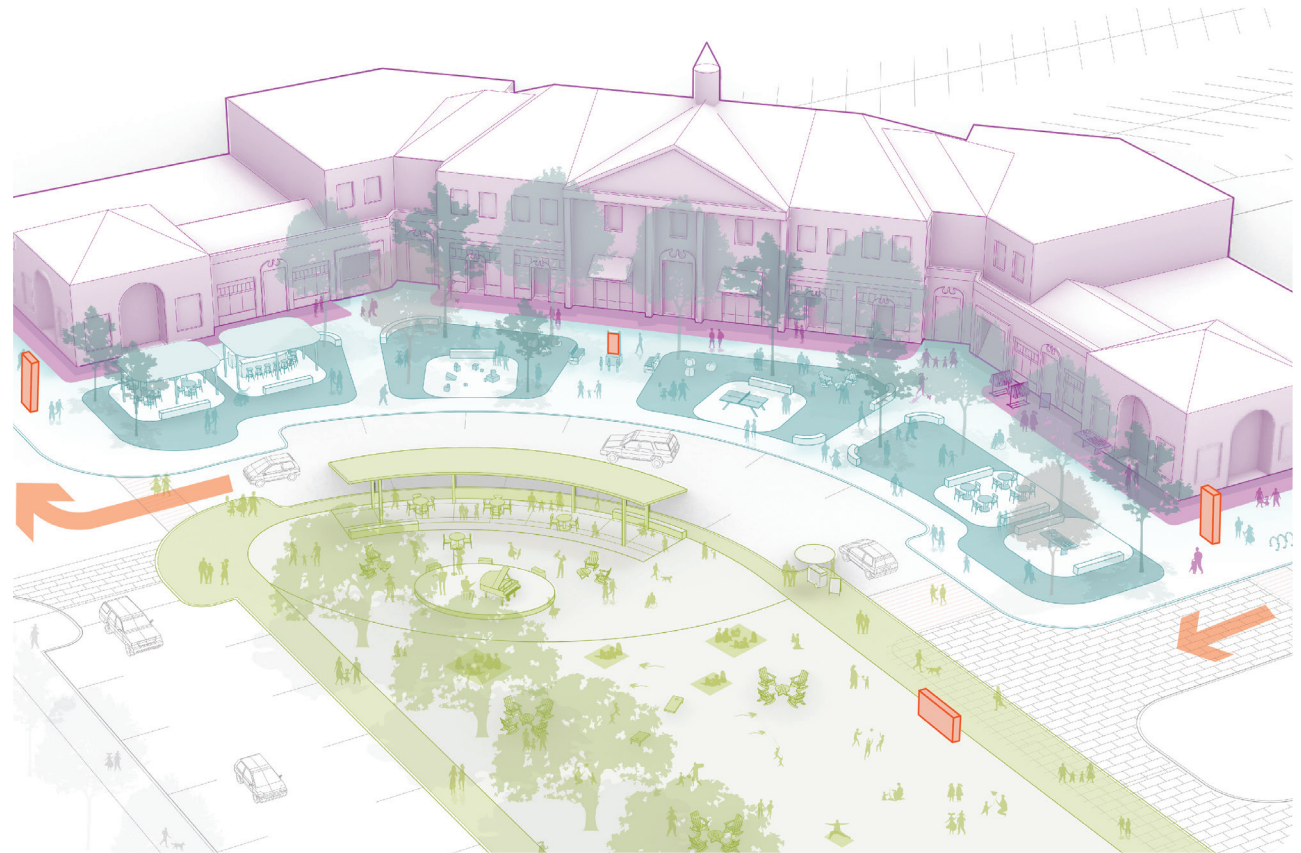
SW portal entrance near Dave's Supermarket and Atlas Cinema



The Promenade

Inspiring: Goal 2

Create better connections between the green space and the promenade to improve accessibility and support foot traffic and retail activity.



Recommendations

Improve cross-quadrant connectivity.

Prioritize pedestrian-friendly enhancements, such as wider sidewalks, better lighting, and safe crossings to encourage foot traffic.

Improve the experience from the parking lots and through the portals.

Revamp the parking layout to improve efficiency and pedestrian safety.

The Promenade

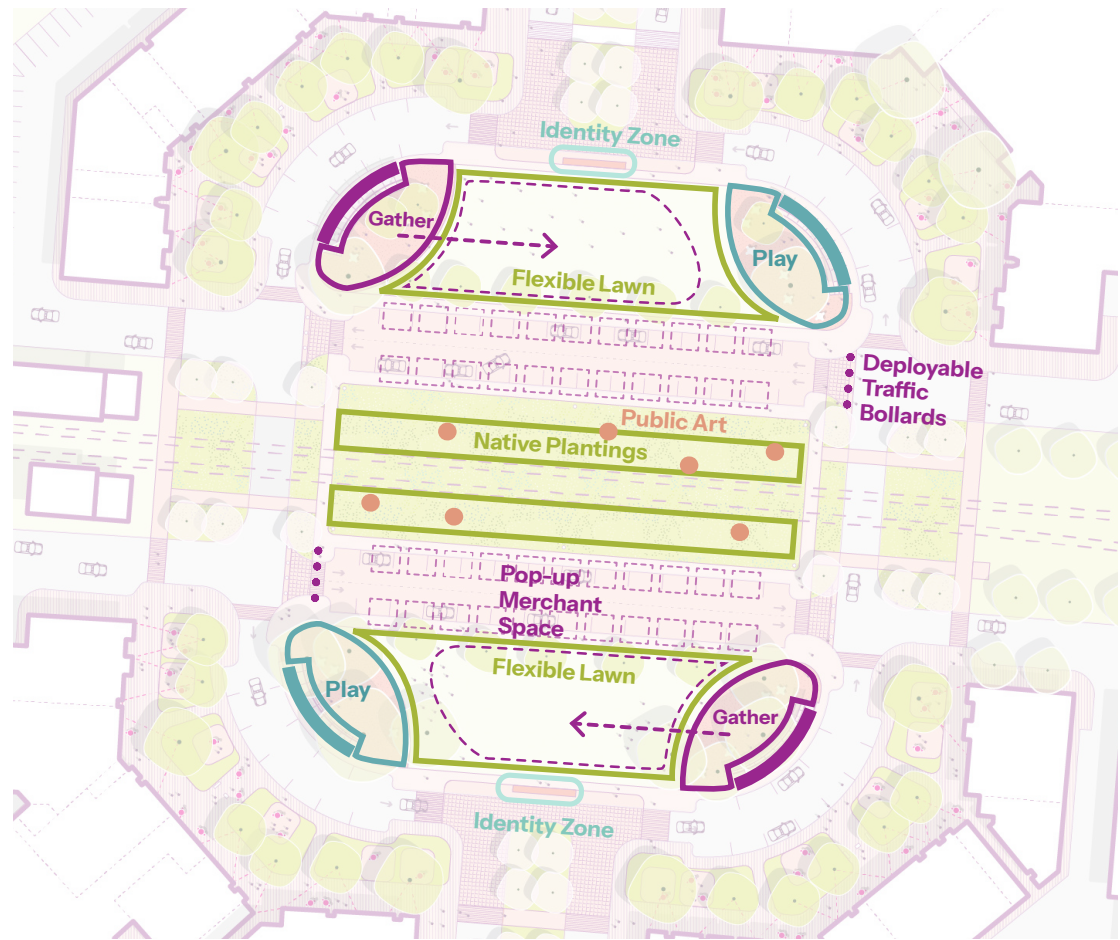
SE quad of the promenade, near
Breakfast Club



The Green

Inspiring: Goal 3

Redesign the central green to accommodate both everyday use and special events.



Recommendations

Design a versatile layout that supports a variety of events while maximizing the flexibility of the existing lawn.

Simplify the street closure process and allocate areas for pop-up retail opportunities.

Establish dedicated performance spaces with adaptable electricity and sound infrastructure.

Activate corner areas with gathering spaces and interactive play features to encourage daily use of the central green.

The Green

Gathering space on the SE corner of the green, across from Atlas Cinema



Events

Inspiring: Goal 4

Bring Shaker Square to life with activities and events that invite people from both nearby neighborhoods and across the city.



“LOVE the live music. People enjoy things like this during the coveted warm months in Cleveland.”

— Survey Participant



Recommendations

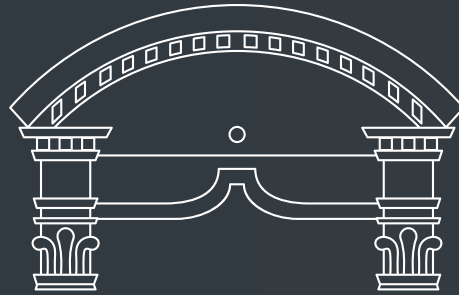
Foster partnerships with local schools, cultural organizations, museums, and community.

Commission local artists to create murals, sculptures, and interactive installations on the Square.

Hire an organizer to curate and manage events, festivals, markets, and art.

Promote events and cross-programming with nearby commercial corridors.

Create clear guidelines and provide resources to assist event organizers.



Timeless.

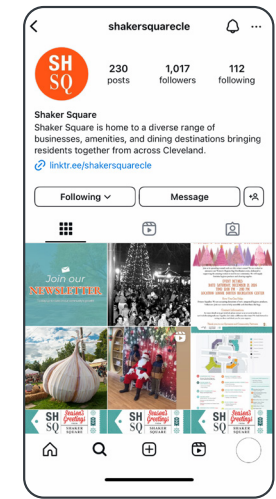
Respect Shaker Square's
history while stewarding it
for the future.



Storytelling

Timeless: Goal 1

Tell the story of Shaker Square.



Recommendations

Preserve and celebrate cultural heritage by highlighting Shaker Square's rich history and unique character.

Restore and maintain historic architecture.

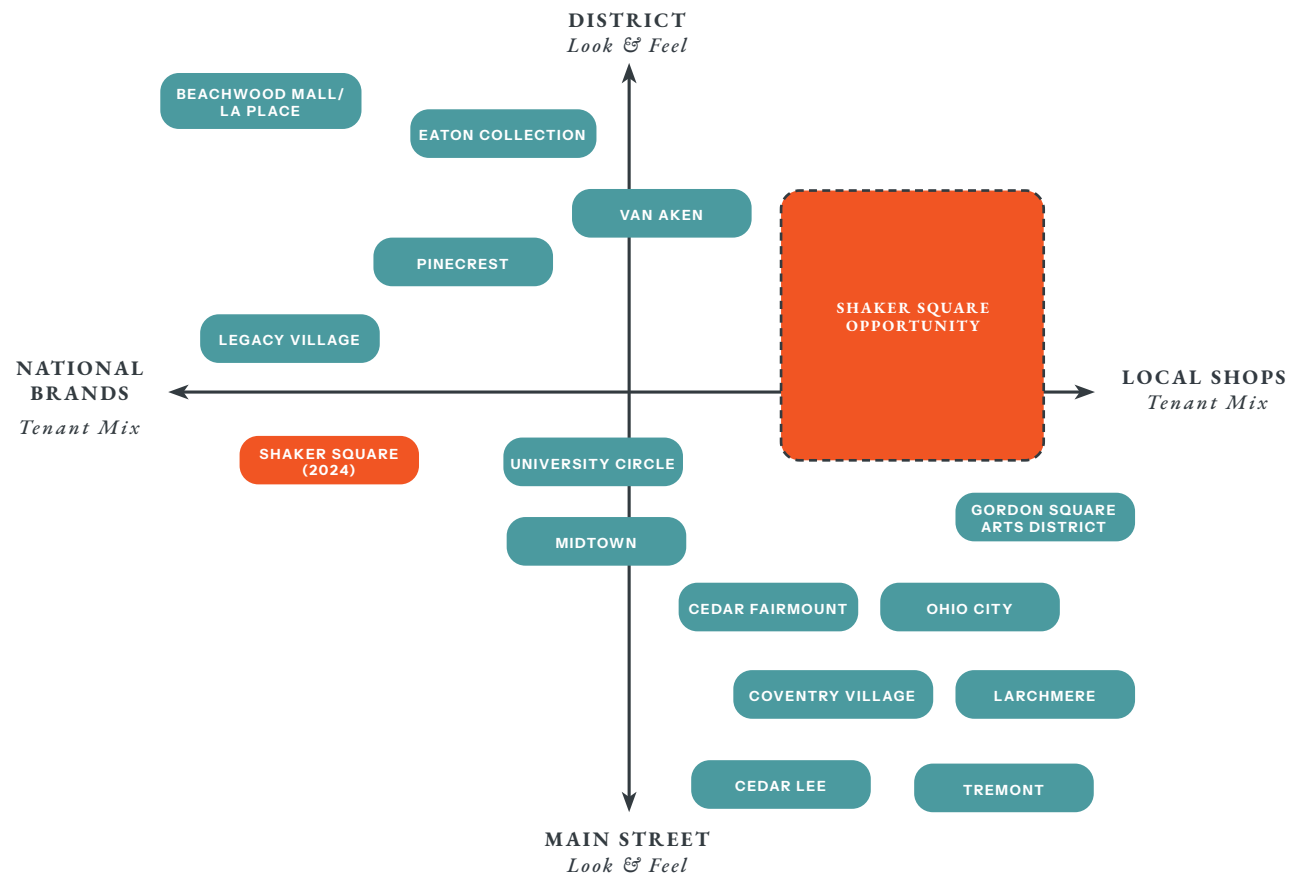
Leverage the green's capacity to flexibly host events and a greater variety of activities to meet community needs.

Incorporate elements like historical photos, markers, and displays to honor the past and connect it to the present.

Competitive Positioning

Timeless: Goal 2

Protect Shaker Square's authentic advantage.



Recommendations

Embrace the site's unique design, with its central green and access to rail transit to generate retail and market demand.

Target marketing efforts on promoting rail transit access to the Square.

Fill the gap in the marketplace by offering products and experiences that peer retailers cannot.

Leverage and promote the central green's potential for hosting programming and events.



Elements of Place

DESIGN

ARCHITECTURE

Authenticity
Historic Detail and Embellishment
Detail & Ornamentation
Materiality

STOREFRONTS

Memorable Accents
Engaging Signage
Transparency & Porosity
Lighting

WAYFINDING

Functionality
Artistic Expression
Memorability

MERCHANDISING & TENANTING

Use Offering
Variety
Uniqueness
Product Excellence
Service Quality

PUBLIC SPACE PROGRAMMING

Frequency & Variety
Generational Appeal
Multi-Cultural Appeal
Local Neighborhood Appeal

BRAND EXPRESSION

Connection to Wayfinding
Distinctiveness

EXPERIENCE

Physical
↑
↓
Emotional

Top Factors That Draw People To Shaker Square

Data from Shaker Square Retail Survey

Rated on a scale of 1 (least draw) to 7 (most draw)



Retention and Attraction

Timeless: Goal 3

Deploy strategic leasing techniques to attract and retain tenants that compliment the vision for Shaker Square.



Recommendations

Prioritize high-impact tenants.

Develop an exceptional marketing package.

Provide test fits for atypical spaces or those without pre-lease design resources.

Strengthen retail fundamentals.

Offer creative work spaces and studios at competitive rates.

Clean, Green and Safe

Timeless: Goal 4

Implement a comprehensive care and maintenance plan for Shaker Square.



“Maintaining the old buildings [is the biggest challenge]”
— Community Member

“Everything clean, tidy, well maintained, seasonal decorations.”
— Survey Participant



Recommendations

Continue enhancing the safety ambassador program to serve as welcoming guides.

Establish storefront and signage guidelines to ensure cohesive and attractive visual appeal.

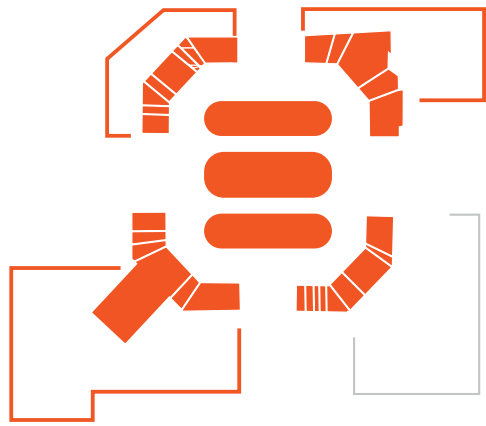
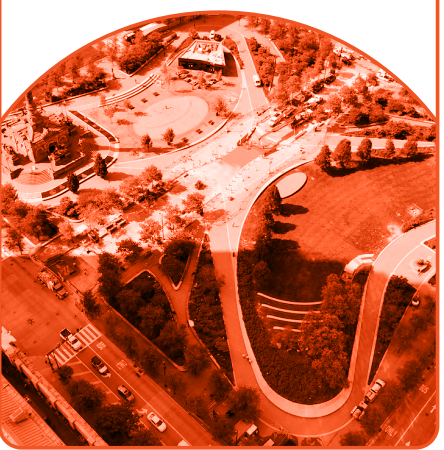
Explore establishing a Special Improvement District to enhance support for maintenance.

Implement seasonal beautification efforts.

Partnering for Success

Timeless: Goal 5

Study partnership and funding opportunities to leverage outside capital for Shaker Square.



Vision-based Sale



Long Term-Partnership



Stabilization-based Sale

Recommendations

Generate tax revenue by establishing a Tax Increment Financing (TIF) district.

Attract philanthropic capital by establishing a parks conservancy for the central green.

Attract private capital by forming partnerships with developers to build infill residential.

Partnership Models

	Vision-Based Sale	Stabilization-Based Sale	Long-Term Partnership
BBC/CNP investment	low	medium	high
Sale price	low	high	n/a
Pool of buyers	few	many	many
Capability of buyers	several	few	several
Control of vision	buyer	CNP/BBC	shared
Public space programming	Private / profit motivated	Private / profit motivated	Non-profit
TIF District	yes	yes	yes
Parks Conservancy	no	no	yes
Marketing	Build buzz to aid sale	Build buzz to aid sale	Build buzz to attract customers





Conclusion

In Summary

Principles

Goals



1. Sustain a diverse mix of retailers
2. Curate an engaging and memorable ground level user experience
3. Curate a mix of creative, productive, and services-providing tenants on the second floor
4. Foster cultural production and small business entrepreneurship that embraces the creative spirit of the surrounding community
5. Introduce well-designed and well-maintained market rate housing
6. Steward a welcoming, safe, and intuitive environment for all



1. Bring Shaker Square to life with activities and events that invite people from both nearby neighborhoods and across the city
2. Improve accessibility and connectivity to the surrounding neighborhoods
3. Redesign the central green to accommodate both everyday use and special events
4. Create a two sided retail experience with stronger connection between the green space and the promenade



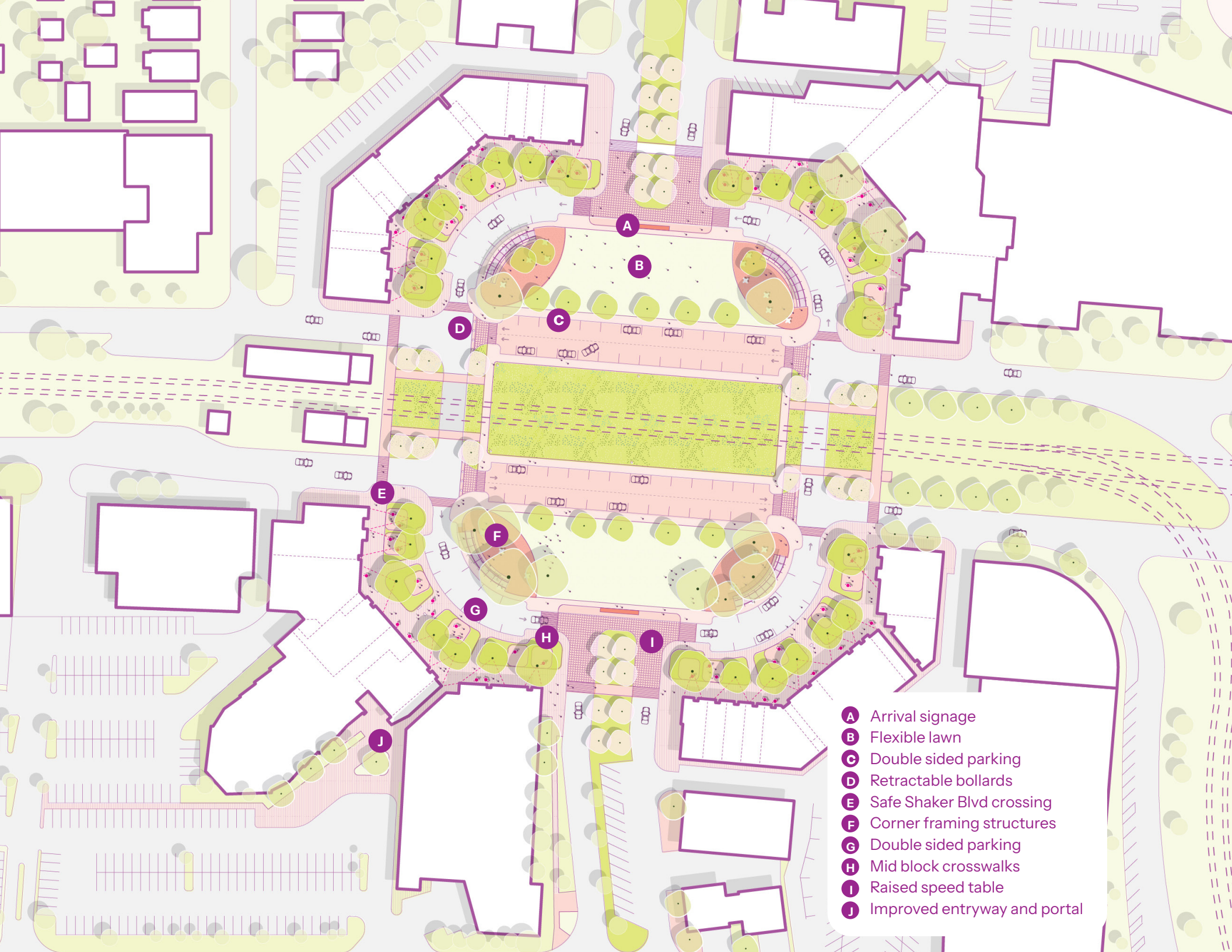
1. Tell the story of Shaker Square
2. Protect Shaker Square's authentic advantage
3. Deploy strategic leasing techniques to attract and retain tenants that compliment the CNP and BBC's vision for Shaker Square
4. Implement a comprehensive safety, care, and maintenance plan for Shaker Square
5. Study partnership and funding opportunities to leverage outside capital for Shaker Square

See Shaker Square Vision Plan for full detail of recommendations





Thank you!



- A** Arrival signage
- B** Flexible lawn
- C** Double sided parking
- D** Retractable bollards
- E** Safe Shaker Blvd crossing
- F** Corner framing structures
- G** Double sided parking
- H** Mid block crosswalks
- I** Raised speed table
- J** Improved entryway and portal