

PLANNING AREA I

WAREHOUSE DISTRICT

The Warehouse District is a nine-block 82-acre area located between Public Square and the Cuyahoga River. The district is bounded by the Conrail tracks and the Port of Cleveland to the north, Superior Avenue to the south, West 10th Street to the west and West 3rd Street to the east.

Development History

The Warehouse District is downtown Cleveland's oldest commercial district. Originally developed as a residential community, the district became the center of Cleveland's commercial life in the years following the Civil War. The majority of the existing buildings in the district date from the 1870s and 1880s and were built to house wholesale grocers, dry goods merchants, hardware distributors, garment manufacturers, and chandleries serving the city's growing maritime industry. The district also housed the offices of Cleveland's newspapers, several hotels, and one of Cleveland's earliest theaters, the Academy of Music, site of John Wilkes Booth's final performance prior to Abraham Lincoln's assassination. Beginning in the late 1880s the district emerged as a major office center with the construction along Superior Avenue of the Perry-Payne Building (1889), the Western Reserve Building (1891), and the Rockefeller Building (1903).

The last major building to be erected in the Warehouse District, the Brotherhood of Railroad Trainmen (1921), marked the end of the development in the Warehouse District and coincided with the beginning of its decline as Playhouse Square, and, later, Public Square and East Ninth Street/Erievue emerged as more desirable locations for retail and office development. During the years between 1920 and 1960, the district remained an important wholesale and distribution center and home of many of the city's printing firms. Though visibly in decline by the late 1960s, the physical integrity of the district's building stock was largely intact until the construction of the Justice Center on West 3rd

Street, the eastern boundary of the district.

This 1.5 million square foot project, completed in 1976, includes the Cleveland Police Department headquarters, Cleveland Municipal Court, Cuyahoga County Court of Common Pleas, and city and county jails. In response to the construction of this major facility, many owners of adjacent properties demolished their buildings to create inexpensive surface parking.

In recognition of the increasing pressures for the clearance of historically and architecturally significant buildings in the Warehouse District, the Cleveland Landmarks Commission began planning for the future of the Warehouse District in the late 1970s. The Commission undertook the first study of the district, *Cleveland's Warehouse District*, prepared by William A. Gould and Associates in 1977. The study inventoried the remaining buildings in the district; evaluated the potential for adaptive reuse of these properties for residential, commercial, and office use; and prepared a concept plan for the district. This study became the basis for all later planning in the district and laid the foundation for establishing the Historic Warehouse District Development Corporation in 1980.

In 1982, the City of Cleveland designated the Warehouse District a Cleveland Landmark District, the first such district in downtown Cleveland. Later that same year, the district was also designated as a National Register District by the United States Secretary of the Interior. In 1984, the Cleveland City Planning Commission published the *Warehouse District Urban Design Guidelines* to articulate the city's policies for guiding and assisting private investment and development in the district. This document made recommendations with regard to land use, zoning, parking, and circulation; identified sites for infill new development; and established general urban design parameters for streetscape improvement. In 1985, the Historic Warehouse District Development Corporation commissioned the firm of Land Design/Research to update the district's concept plan and develop a detailed set of urban

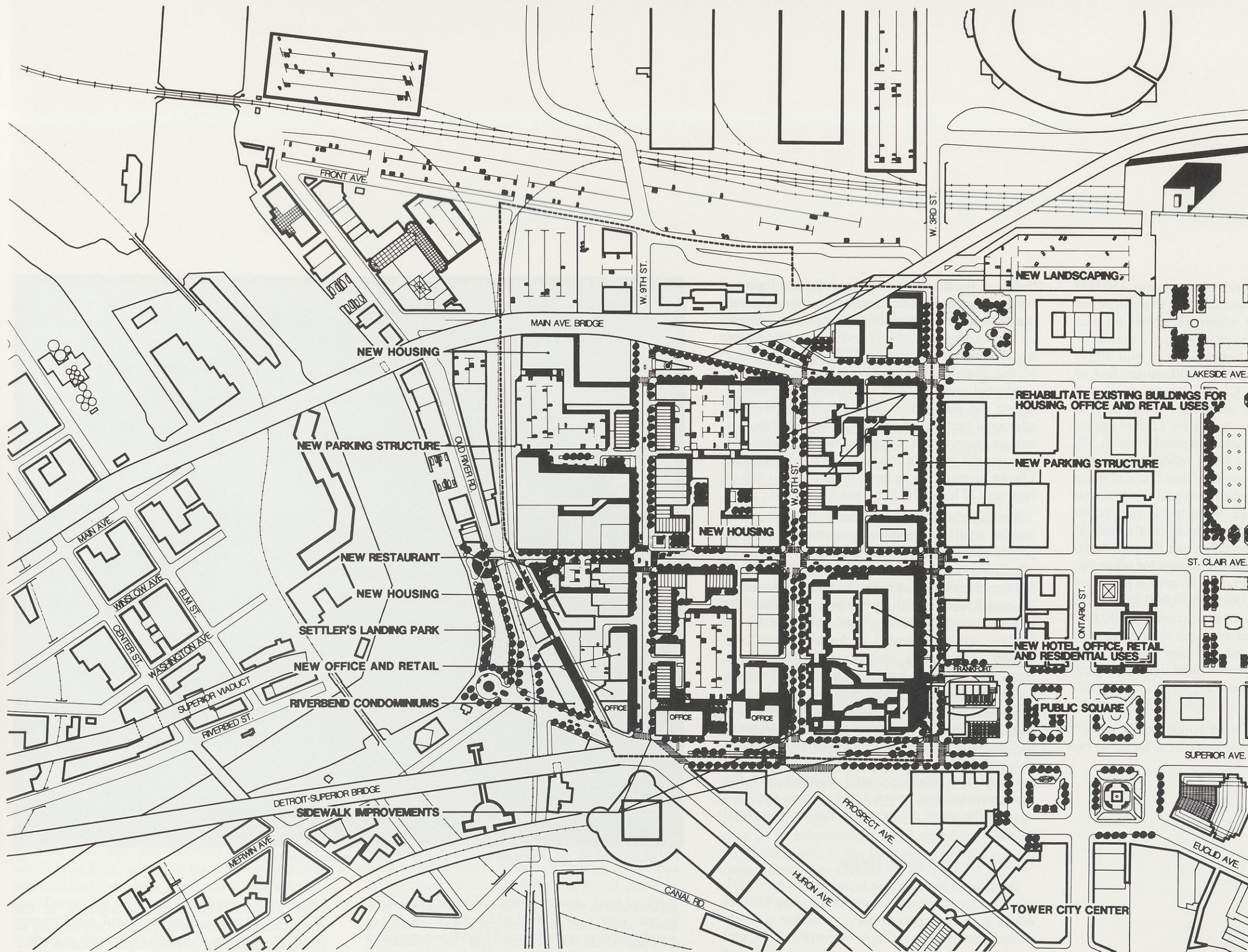
design guidelines. This document, *Historic Warehouse District Plan Concepts & Design Guidelines*, was subsequently adopted by both the Cleveland Landmarks Commission and the Cleveland City Planning Commission as the basis for performing design review and undertaking public improvements in the district.

Development Trends

Since the mid 1980s, the Warehouse District has emerged as a unique mixed-use office, residential, and retail district. Redevelopment of buildings in the district began in 1975 with the renovation of the 79,000 square foot Western

Reserve Building and in 1976 with the renovation of the 36,000 square foot Jimmell Building for the offices of the Legal Aid Society of Cleveland. These pioneering efforts were followed in the 1980's by the conversion of the 52,000 square foot White Tool Company Building into the thirty three Hat Factory apartments; the renovation of the 20,000 square foot Burgess Grocery Building as an office and retail development; the renovation of the 18,000 square foot Hilliard Block for office use; the renovation of the 120,000 square foot Bradley Building for office, residential, and retail use; and the renovation of the 76,509 square foot Hoyt Block for office and retail use.





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WAREHOUSE DISTRICT DEVELOPMENT PLAN

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CITY HALL, CLEVELAND, OHIO

DOCUMENT NO. 885
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The Warehouse District contains over 450,000 square feet of Class B and C office space in seven office buildings, all of which were built prior to 1921. The total quantity of office space in the district remained stable between 1979 and 1987. During this period, over 75,000 square feet of space became vacant. Class C space lost almost 88,000 square feet of occupancy while Class B space improved its occupancy by 12,000 square feet. Overall vacancy rates increased from 16.5% in 1979 to over 33% in 1987, reflecting both the inability of older, unrenovated Class B and C space to compete in the marketplace and the fact that several buildings were undergoing renovation during 1987. Based upon absorption trends in downtown and the expectation that the conversion and renovation of existing buildings for office use will continue, the Warehouse District is projected to absorb between 15,000 and 30,000 square feet of office space per year or approximately 200,000 to 400,000 square feet of space during the plan period. It is anticipated that this space will be found in existing renovated buildings and in new buildings designed to be compatible in scale with the existing Warehouse District building stock.

The Warehouse District contained 72 units of housing in 1987. These units were found in two

buildings, the Bradley Building and the Hat Factory, both of which have been converted from industrial use. In addition, immediately adjacent to the district on West 10th Street, the 47 unit Riverbend Condominiums were constructed in 1984. The emergence of the Warehouse District as a unique in-town residential neighborhood is expected to continue during the plan period. Between 450 and 1000 additional units are projected to be developed in new or converted buildings by the year 2000. As a result, the resident population of the Warehouse District is expected to grow from 103 in 1987 to between 773 and 1547 by the year 2000.

The Warehouse District contains 100,000 square feet of retail use, employing approximately 300 people. Retail footage is found on the ground floors of existing buildings and is concentrated on West 6th Street between Lakeside and Superior Avenues. The retail mix traditionally has been dominated by wholesale and discount apparel sales and by alteration services oriented to lower income consumers. New retail activities in converted or renovated buildings include restaurants, furniture and home furnishings, and specialty retail establishments oriented to higher-income consumers. Additional retail development is expected to occur in the district during the plan period as a result of the continued development of office and residential space in new and renovated buildings. As the resident population grows, retail services designed to meet the needs of this population are anticipated as well.

Future Development Issues

Because of its favorable location and its wealth of architectural resources, the Warehouse District offers a unique opportunity to create a lively mixed-use area providing residential, office, and retail uses as well as arts and entertainment attractions. The most critical development issue likely to face the district during the plan period is the maintenance of an appropriate balance between office and residential uses. The opportunity to develop a new in-town residential neighborhood is of particular importance to the

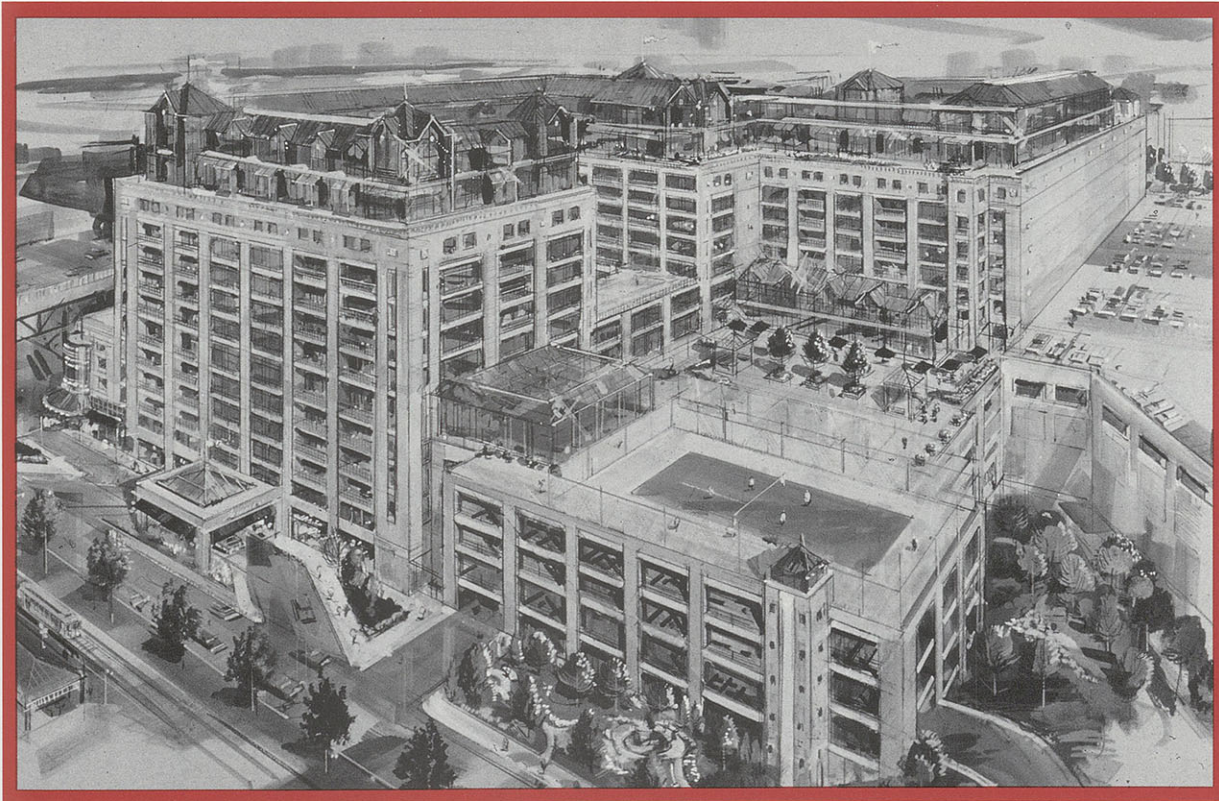


The Restored Burgess Grocer Building at the Corner of W. 6th Street and Frankfort

district and to the city. This residential presence could invigorate the downtown by creating a 24-hour cycle of activity and by enhancing perceptions of liveliness and security. Successful development of the district could, in turn, stimulate further residential and commercial development on other sites in the downtown.

Residential development in the Warehouse District is likely to face continual competition from the

office market. The district is adjacent to the downtown office core and offers the opportunity to create unique office environments. Because office space is usually more profitable to develop than residential space, attention must be given to insuring that buildings and sites best suited for housing are developed for that purpose and that sufficient units of housing are developed to create a viable downtown neighborhood.



Proposed Conversion of National Terminal Warehouse to Housing

In addition to maintaining the delicate balance between office and residential development in the Warehouse District, it is essential that a balance be struck in the retail sector between enterprises such as wholesale and discount apparel stores, which have long existed in the district; galleries, and other arts-oriented organizations attracted to the district by its unique ambiance, and more conventional downtown retail outlets desirous of locating in the district due to its proximity to office development in the Tower City District and around Public Square. The long-term success of the district as a retail center will depend upon the establishment and maintenance of a well-defined identity as a vital, diverse mixed-use district.

In order to achieve harmonious redevelopment of this historic district, infill development should be promoted on all vacant parcels, including surface parking lots, which front on the district's major streets. New development should be located at the front property line in order to recreate a continuous architectural edge and provide a strong sense of spatial enclosure and pedestrian scale. New buildings in the district should be built in scale with existing buildings and should feature ground level storefronts with traditional display windows and inviting entrances. As the area develops, existing surface parking lots should be replaced by parking structures located on the interior of each block to serve the projected needs of the district development. Street

frontages within the district should be developed with actively programmed buildings in order to re-establish continuity of street-level activity that characterized the district in its heyday.

In order to stimulate and enhance the redevelopment of the district, attention must be given to upgrading the streetscape of all major streets in the district and to creating appropriately-scaled public and private open spaces within it. Streetscape improvements begun on West 6th Street between St. Clair and Lakeside avenues should be continued southward to Superior Avenue and should be undertaken on West 3rd and West 9th streets and on Superior, St. Clair, and Lakeside avenues. In addition, private redevelopment of the block bounded by St. Clair Avenue, Superior Avenue, West 6th Street, and West 3rd Street should include the development of an active, well-defined grade-level pedestrian connection between the heart of the district at West 6th Street and St. Clair Avenue and Public Square.

Development of a significant public open space should be considered on the southeast corner of West 6th Street and St. Clair Avenue to serve as a focal point for the district. In addition, attractively landscaped open spaces should be created in the vicinity of the Lakeside Avenue and West 6th Street intersection, one of the principal gateways to the district, and adjacent to the Detroit-Superior Bridge, at the intersection of Superior Avenue and West 9th Street. This highly-visible site is likewise a major gateway. Its enhancement would establish a positive introduction both to the Warehouse District and to the adjacent Flats Oxbow North District.

THE MALL/PUBLIC SQUARE

The Mall/Public Square District is a 98-acre area bounded by the Conrail tracks to the north, Superior Avenue to the south, West 3rd Street to the west, and East 6th and East 9th Street to the east.

Development History

The Mall/Public Square District is the symbolic heart of the city. Laid out by Moses Cleaveland and the Connecticut Land Company in 1796, Public Square is a 10-acre public open space patterned on the public greens and commons found in New England. Public Square was intended as a public grazing area and meeting ground and, in its early years, was used in this manner. By the 1870's residential development had been replaced by retail and office development and Public Square became the center of the city's commercial life and the hub of its emerging public transportation system. Responding to these changes, the city in 1872 transformed the Square into a landscaped urban park. The world's first electric street light was installed on Public Square in 1879. Public Square was renovated in the 1930s and again in the 1980s, and today is once again the city's proud "front room."

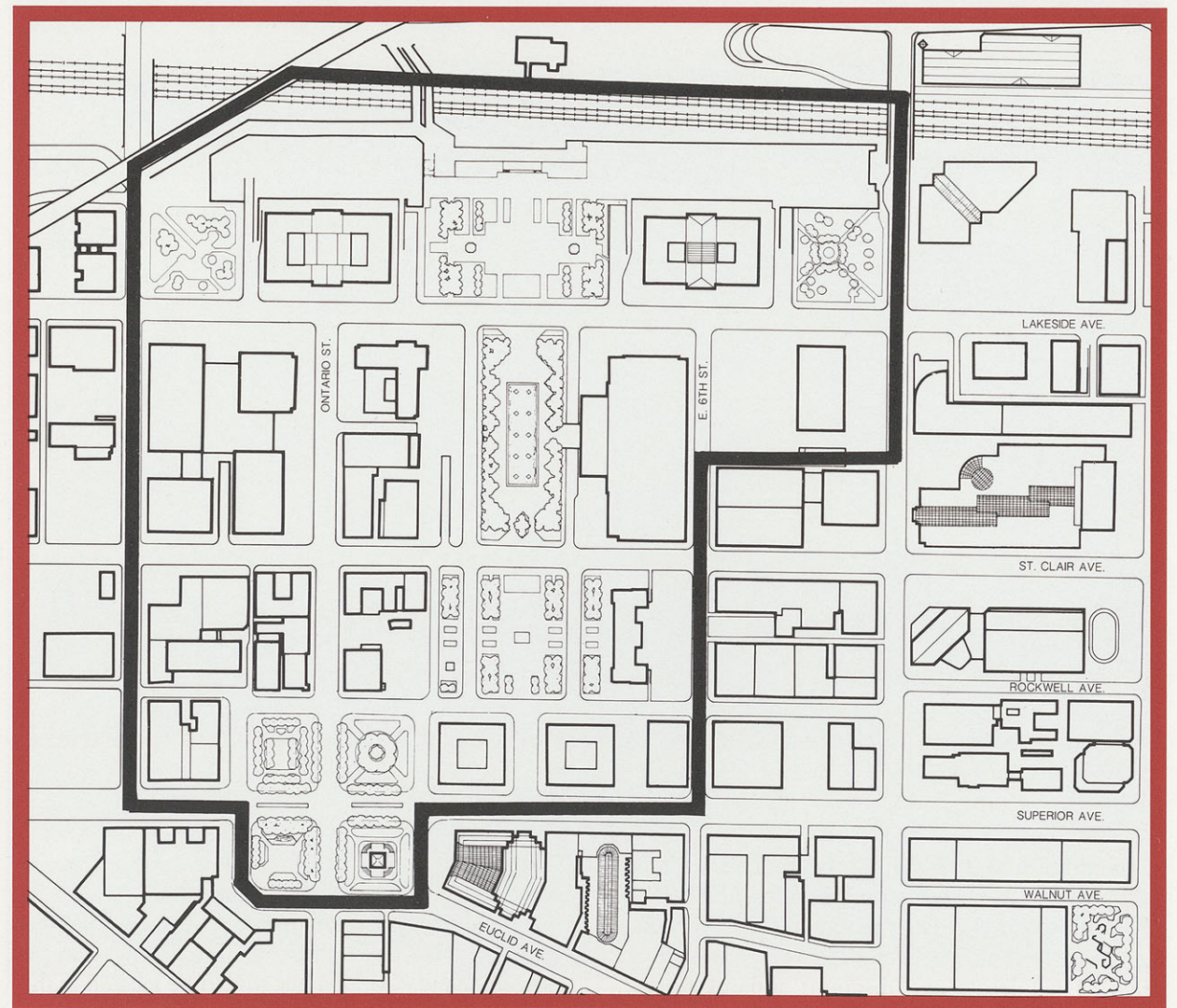
The Mall is the heart of a planned government center developed in accordance with the Group Plan of 1903. This plan was prepared by the Group Plan Commission, appointed in 1902 by the Governor of Ohio, and consisting of Daniel Burnham, Arnold Brunner, and John Carrere. This eminently qualified group of architect-planners recommended that Cleveland's major public buildings and union railroad station be grouped in a harmonious manner around a grand public open space and that the design of all buildings within the Group Plan district respect the need for stylistic uniformity.

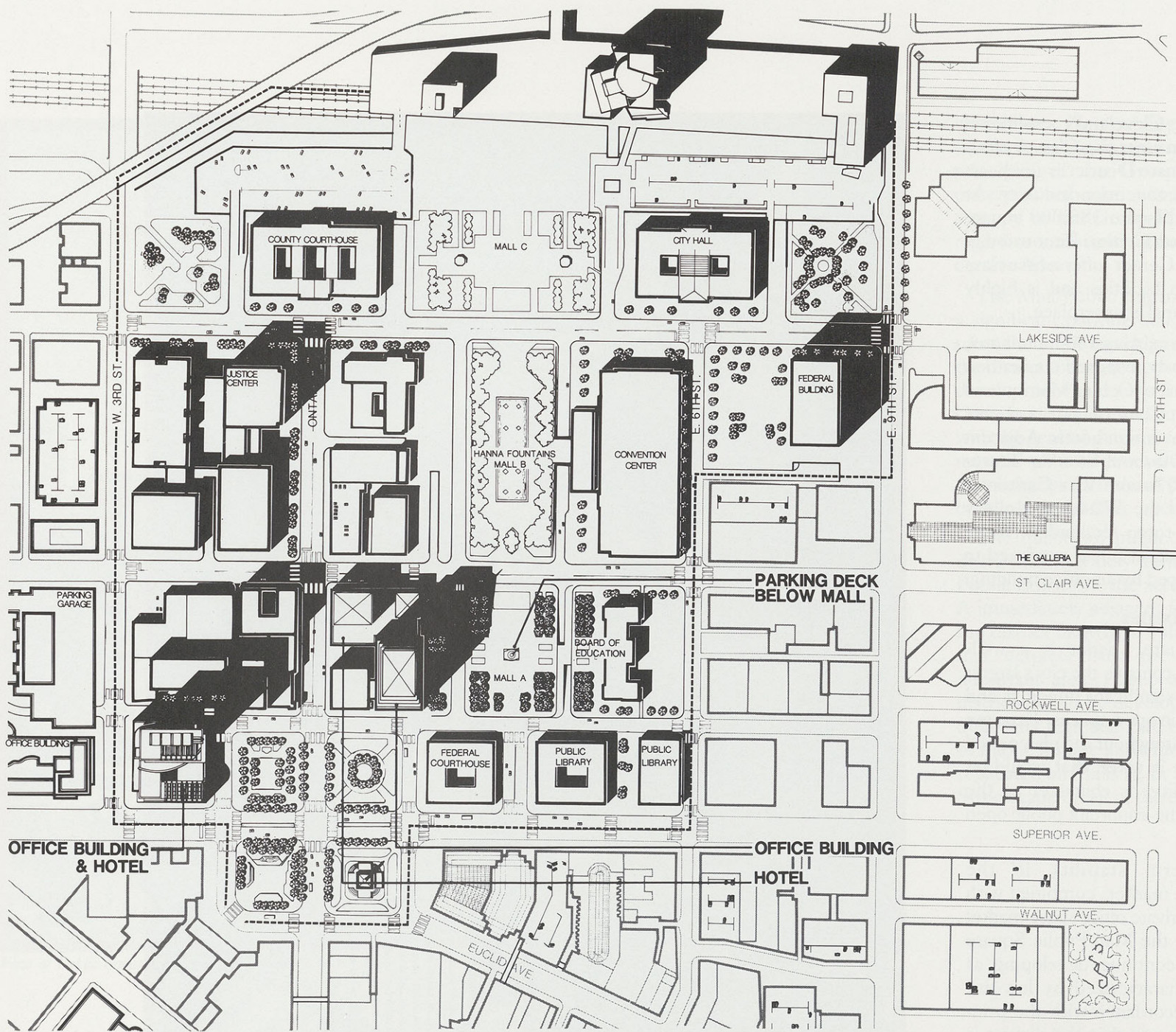
The Group Plan Commission proposed that the Mall serve as the center of the city's civic life and the gateway to Cleveland for those arriving by rail. The Commission proposed that the Mall be designed in the tradition of the great European cities

and cited examples from Paris, London, Vienna, and similar civic centers to illustrate their intentions. As originally proposed, the Mall was to be a 560-foot wide park extending from Rockwell Avenue 2,135 feet north and terminated by the proposed Union Station. Around this ceremonial space, the Commission proposed that the community's major public buildings be grouped. In order to ensure a harmonious design and arrangement, the Commission recommended that these buildings be designed in the Roman style of classical architecture; be built of similar materials; be of uniform height, width, and mass; and respect a uniform cornice line.

Although the Union Station was never constructed where proposed, the public open space and most of the public buildings proposed by the Group Plan Commission were built. Between 1903 and 1936, Cleveland's civic and political leaders undertook the task of buying and clearing property and developing the district in accordance with the Group Plan. The Cleveland Plain Dealer building (1908), the Federal Court House (1910), the Cuyahoga County Courthouse (1911), Cleveland City Hall (1916), Public Auditorium (1922), the Cleveland Public Library (1925), and the Cleveland Board of Education building (1933) were all built in response to the design principles contained within the Group Plan.

In the early 1960s, Mall B, between St. Clair Avenue and Lakeside Avenue, was excavated, and a 280,000 square-foot convention hall and 300-car parking garage were erected on the site as part of the Cleveland Convention Center. In the process, the tree-lined greensward of Mall B was replaced by the Hanna Fountains and an intensively landscaped urban park. During this same period Mall A, between Rockwell Avenue and St. Clair Avenue, became the site of Marshall Fredericks' monumental War Memorial Fountain honoring those who served in World War II and the Korean War. In the 1970s Cuyahoga County renovated Huntington Park, adjacent to the Cuyahoga County Courthouse.





In the mid-1980s the Mall once again became the center of civic activity as the Cleveland Convention Center was renovated and plans were proposed for the development of major offices and new convention hotels around the Mall and Convention Center. Though several sites were proposed for new hotel development, the Society Center site, immediately west of Mall A, emerged as the most feasible site for the first new convention hotel to be built in downtown since the mid-1970s. A new underground parking garage was proposed to be constructed beneath Mall A, and Mall A itself was proposed to be completely renovated, and become a truly fitting commemorative space honoring the community's war dead. To the north of the City Hall and the Cuyahoga County Courthouse, the Progressive Insurance Company headquarters project was proposed. Consisting of a major office tower, contemporary art center, and convention center hotel, all built atop a new 3000 to 4500-car parking garage, this project would terminate the Mall and create the opportunity to tie the Convention Center directly to the North Coast Harbor project in the Downtown Lakefront District.

Development Trends

The Mall/Public Square District is Cleveland's government center and the heart of its convention and hotel district. Governmental offices account for 2.4 million square feet or approximately 50% of total office space in the district. Private office space tends to be occupied by firms and individuals that do business with the government agencies and courts located in the district.

The governmental office space market in the Mall/Public Square District has been stable in recent years. No new government office buildings have been built in the district since the completion of the Justice Center in 1976. Several governmental offices, including the Cleveland City Hall, the Cuyahoga County Courthouse, and the Cleveland Public Library, have undergone extensive renovation in recent years.

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**THE MALL/
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DEVELOPMENT PLAN**

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The private office space market has likewise been relatively stable. In 1979, 11 office buildings contained approximately 2.1 million square feet of space. Of these, three Class A buildings accounted for approximately 60% of the total private office space in the district. The remaining nine Class B and C buildings were all built prior to 1925. Two of these buildings were renovated between 1979 and 1987, adding a total of 62,000 square feet of space to the district.

During the period 1979 to 1987, the district experienced negative absorption rates in two of the eight years, indicating that space in this district did not compete well within the downtown office market. During this same period the asking price for Class A space in the district declined. In 1987, the asking price for Class A space was actually below the price asked for Class B space in the district. This trend indicates increased competition for tenants of downtown and the advancing age of Class A space in the district.

Government office space within the Mall/Public Square District is not expected to grow substantially within the plan period. The federal government has indicated a future space need of approximately 96,000 square feet while the county and city governments have indicated space needs of approximately 100,000 and 15,000 square feet respectively. Some portion of this 211,000 square feet of space may be constructed within the district and is likely to take the form of annexes to existing government offices.

Private office space within the district is expected to grow substantially during the plan period as a result of the construction of the 1.3 million square-foot Society Center office tower and the 1.1 million square-foot Ameritrust Center office tower. These two buildings together are expected to result in the demolition of 350,000 square feet of Class B and C space while the Society Center project is expected to include renovation of the historic 154,000 square foot Society for Savings Building (1890).

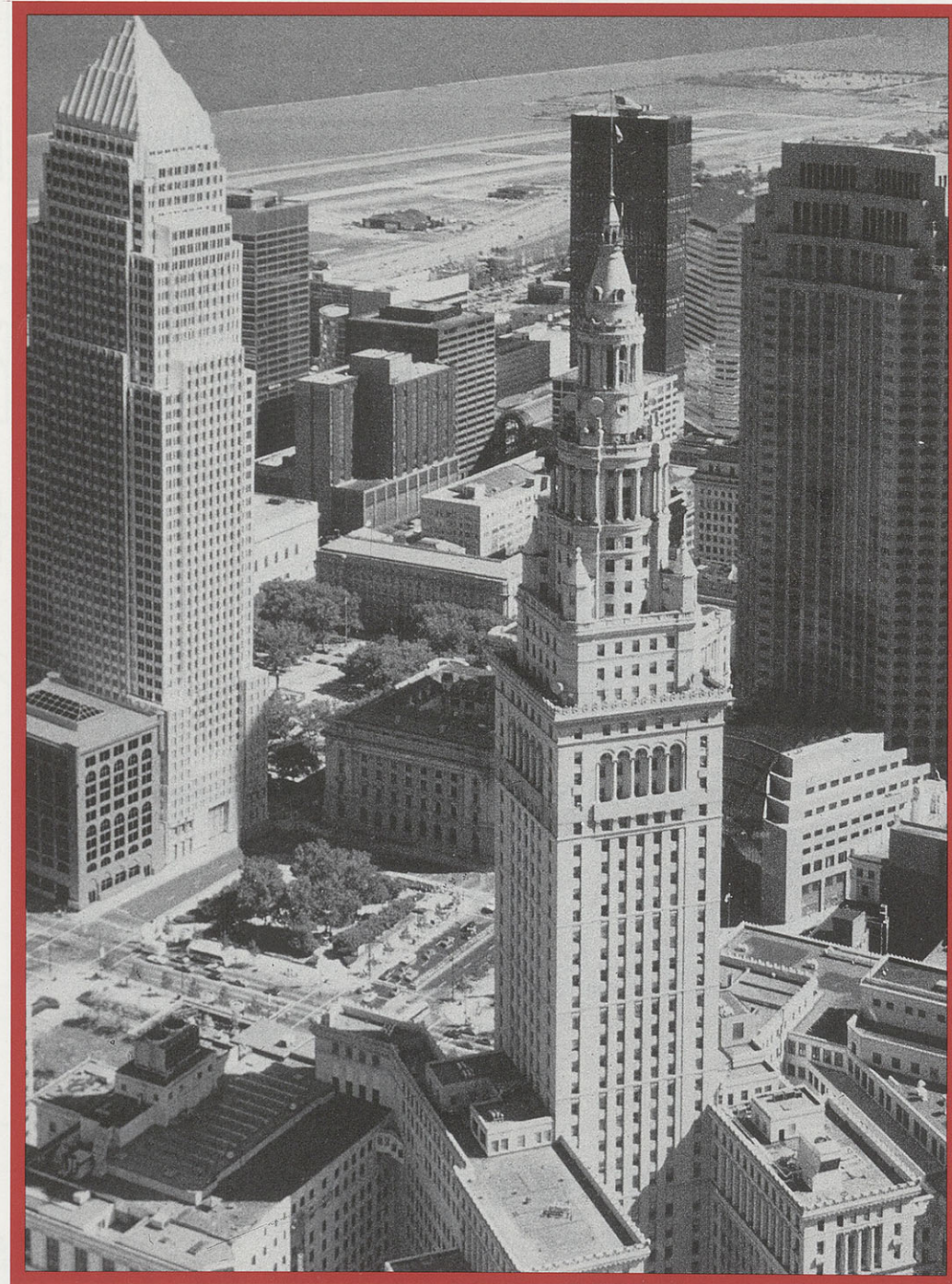
In addition to being Cleveland's traditional government center and an emerging Class A office area, the Mall/Public Square District is the heart of the city's hotel and convention industry. At the center of the district is the 385,000 square foot Cleveland Convention Center. Renovated in 1987, the Convention Center offers first-class meeting and convention facilities and is highly competitive in the national marketplace.

Within the district is an existing 480-room hotel, the Bond Court Hotel; two proposed convention hotels, the 400-room Society Center Marriott and the 484-room Ameritrust Center Hyatt; and sites for several additional convention hotels. Adjacent to the district are the 500-room Stouffer Tower City Plaza Hotel, the 207-room Ritz Carlton at Tower City Center, and the 382-room Holiday Inn Lakeside. The 526-room Hollenden House is also adjacent to the district but is proposed to be demolished and replaced by an office building.

Future Development Issues

The Mall/Public Square District is a well-established district which contains the city's largest collection of historically-significant buildings and the most important public open spaces. Extreme care must be exercised throughout the plan period to ensure that no action is taken that would be detrimental to the quality or character of the significant buildings and the important public open spaces in the district.

Anticipated long-term stability in the government office space market, combined with projected growth in the private office space market downtown, suggest that the Mall/Public Square District is unlikely to continue developing as a government center characterized by low-rise buildings designed in accordance with the principles of the Group Plan and that the district is likely to face continued pressure for high-rise private office and hotel development. Great care must be exercised by those developing within this district to insure that new projects harmonize with and do not overwhelm the existing buildings and



View of the Terminal Tower (foreground) and the proposed Society Center Office Tower (left)



View of Public Square with the Federal Courthouse

open spaces. New public and private development within the area should respect the broad design principles of the Group Plan with regard to materials, setbacks, and landscaping and should respond to the Group Plan's requirements with regard to uniformity of height, width, mass, and cornice line.

The Mall/Public Square District currently has a significant parking deficit. New parking structures should be developed within and adjacent to the district to accommodate existing and proposed development and to ensure that the Cleveland Convention Center and government offices dealing with the general public are adequately served. Care must be taken to develop new parking in a manner that intrudes as little as possible on the existing buildings and public open spaces in the district.

The quality of public open space within the district varies widely from the recently-renovated Public Square to the seriously-deteriorated Mall A immediately adjacent to it. Streetscape within the district likewise displays a lack of uniformity that detracts from the visual quality of this important area. Public open spaces within the district should be developed and maintained at a uniformly high standard of quality. The example of Public Square and Huntington Park should be replicated on Malls A, B, and C and Willard Park. Streetscape on all of the district's streets likewise

should be upgraded to uniform standards. Obsolete light poles and fixtures, and poor signage should be replaced and appropriate street furniture should be added to make the district an attractive and enjoyable place for pedestrians.

The Convention Center is the heart of Cleveland's convention and hotel district. In order to ensure that this district functions well year-round, hotels adjacent to the Convention Center should be physically connected to it by way of attractive, climate-controlled underground passageways. Permanent awnings, canopies, and similar features should be required in this district to provide pedestrians protection from inclement weather. The Convention Center itself should be connected to the North Coast Harbor project through the proposed Progressive Insurance Company complex.

EAST 9TH STREET/ERIEVIEW

The East 9th Street/Erievue District is the city's financial district and its newest office area. The district is a 167-acre area centered on East 9th Street and is generally bounded by the Conrail tracks to the north, Prospect Avenue to the south, East 6th Street to the west, and East 12th and East 18th Streets to the east.

Development History

The district's development history is relatively recent. Prior to 1960, the East 9th Street/Erievue District was an undistinguished mixed-use area characterized by low-density light industrial, commercial, and multi-family uses. In 1960, the city adopted the Erievue Urban Renewal Plan, prepared by I. M. Pei & Associates. This plan called for the complete redevelopment of the district as a contemporary office, retail, and residential community. The plan proposed the construction of 4.7 million square feet of Class A office space, 263,000 square feet of retail, 600 new hotel rooms, 5,500 units of multi-family housing, and 6,900 parking garage spaces to support the district's development. The plan also called for the creation of high-quality public infrastructure and amenities to encourage and support the redevelopment of the district. To this end, the plan proposed the creation of the 10 acre Erievue Plaza and the transformation of East 12th Street into a tree-lined boulevard. The plan further recommended that the city take full advantage of the district's proximity to the lakefront by concentrating high-rise multi-family housing on sites overlooking the lake.

For the purposes of administering this ambitious program, the Erievue Plan Area was divided into two project areas, Erievue I, containing 96 acres, from East 6th Street to East 12th Street, and Erievue II, containing 67 acres, from East 12th Street to East 18th Street. The city, with the assistance of the federal government, carried out extensive site assembly and infrastructure invest-

ment in the Erievue I Project Area, eventually assembling, clearing, and marketing 29.6 acres for redevelopment. The remainder of the Erievue I area was developed privately. The Erievue II program, on the other hand, was never fully implemented due, in large part, to the withdrawal of Federal support for urban renewal in the late 1960's and the relatively slow pace of buildout in the Erievue I project area. There is evidence that, as a result of the substantial completion of Erievue I in the late 1980s redevelopment of the Erievue II area as a contemporary mixed-use district with a strong residential component will be feasible during the plan period.

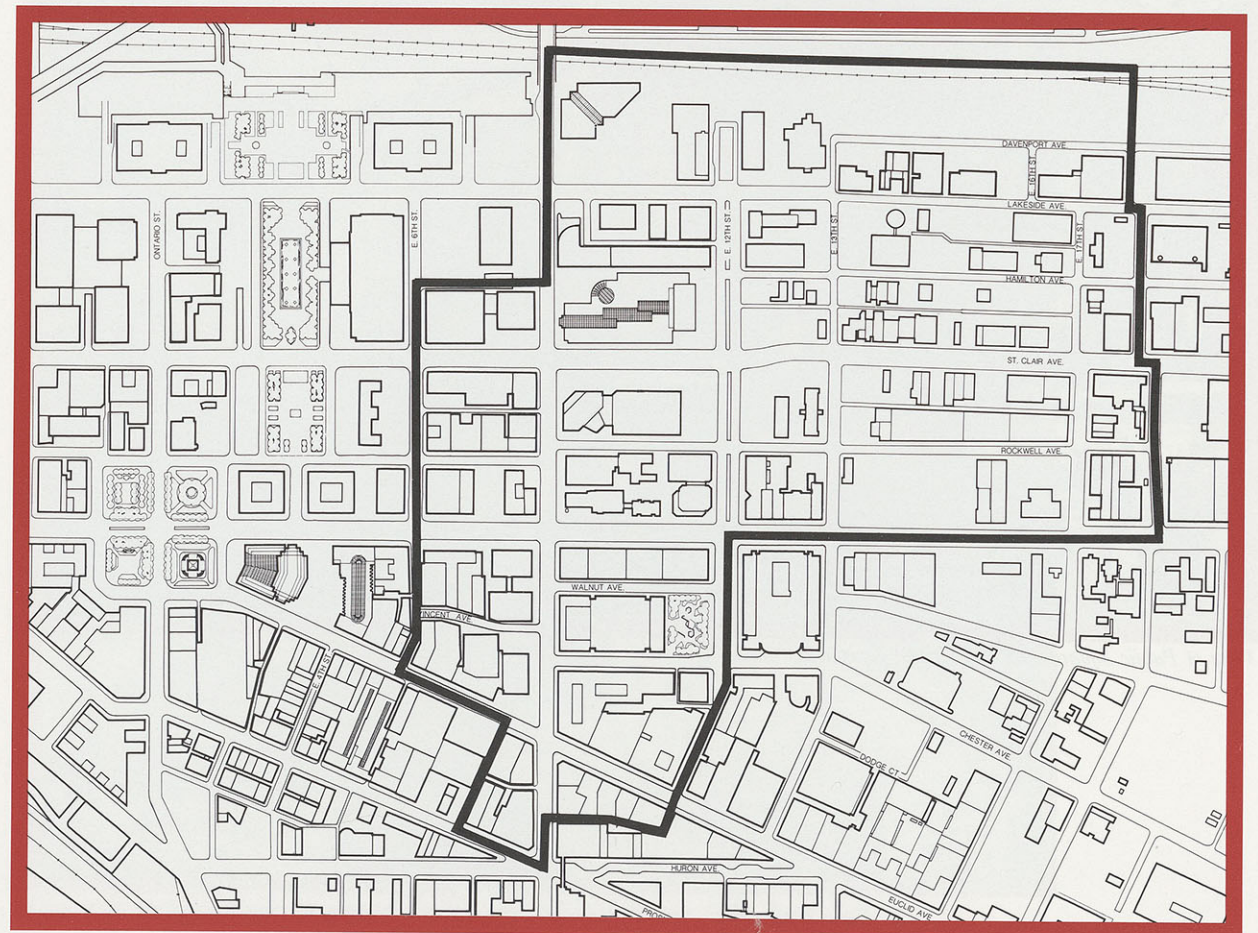
Development Trends

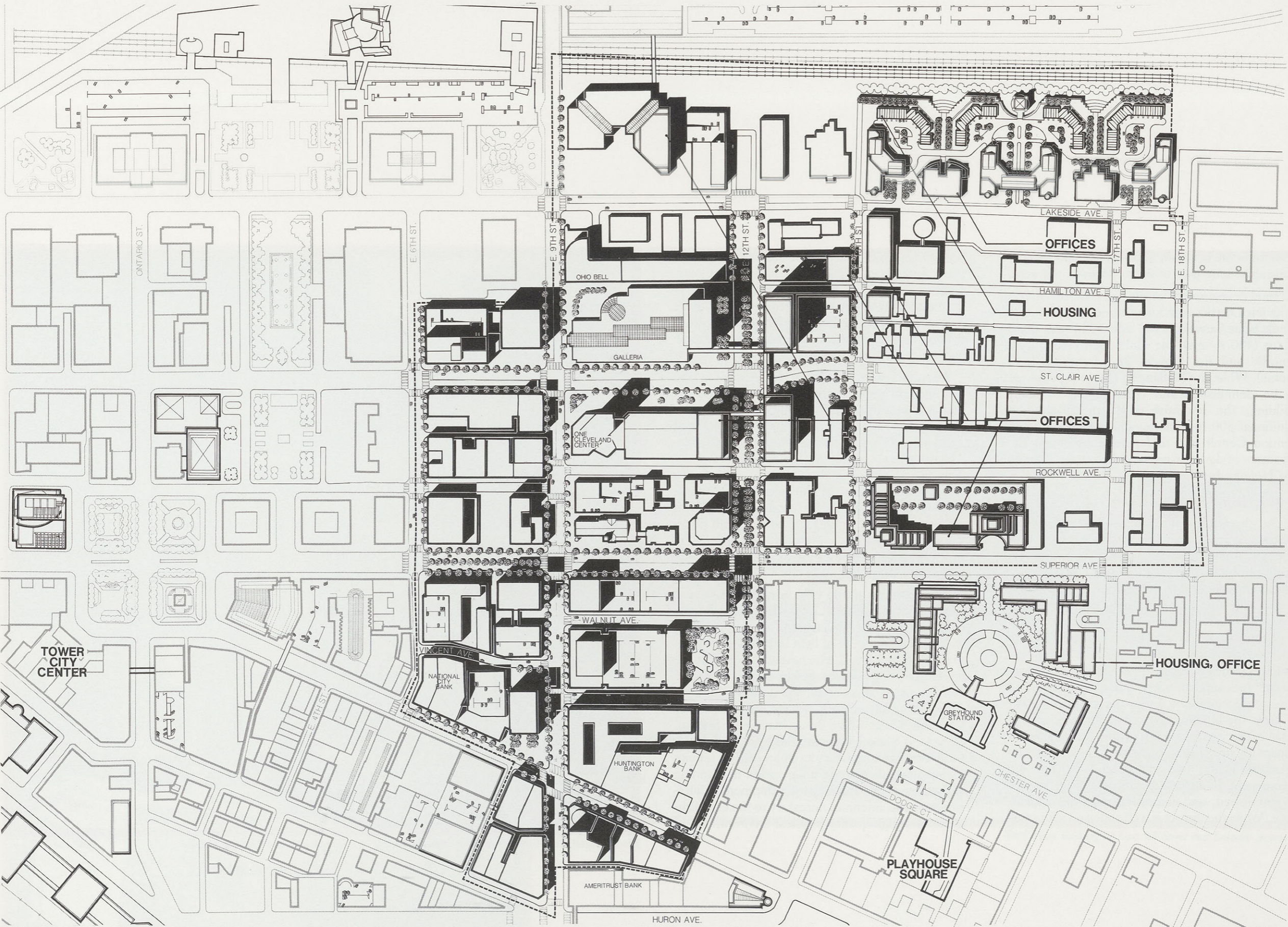
Office use predominates in the East 9th Street/Erievue District. The district contains 9.3 million square feet of office space, of which 5.9 million square feet are in Class A buildings. This district accounts for approximately 45 percent of all downtown office space and 63 percent of all downtown Class A space. The district has been the preferred office development location in downtown during the 1970's and 1980's. Of the six Class A buildings added to the downtown inventory between 1979 and 1987, all except the BP America Building are located within the East 9th Street/Erievue District.

The preference for this district as a Class A office center is likely to continue throughout the plan period. The completion of the Galleria at Erievue and the development of the Northcoast Harbor project further strengthen this district. Though the district has already outperformed the office building program proposed by the Erievue Plan, sites currently exist between East 6th and East 13th Streets for the development of an additional 3.5 to 4.5 million square feet of office space. The pace of additional development in this district will depend not only upon the health of the downtown office market during the plan period, but also on the success of competing downtown locations, particularly those in the Tower City and Mall/Public Square Districts.

The East 9th Street/Erievue District contains 600,000 square feet of retail use, employing approximately 2000 people. The most significant retail center in the district is the Galleria at Erievue, a 183,000 square foot enclosed mall built on the site of the Erievue Plaza and containing 65 up-scale, specialty retail and food outlets. Remaining retail in the district is a mix of convenience stores and services located on the ground floors of office buildings. Expansion of retailing within the district will depend upon the rate of development and absorption of additional office buildings in and adjacent to the district and the willingness of developers of new buildings to include significant new retail within their projects.

Housing development in the East 9th Street/Erievue District is limited to two apartment buildings – the Regency and St. Clair Place – containing a total of 1400 units. Sites for the development of additional housing exist east of East 13th Street, in the area originally designated Erievue II. The most promising such site is the Davenport Bluffs, a 14 acre tract bounded by East 13th Street to the west, East 18th Street to the east, the Conrail tracks to the north and Lakeside Avenue to the south and endowed with spectacular views of the downtown skyline and the lakefront. Depending on density and mix of uses, this site could be developed for between 250 and 650 units of housing while the district as a whole could





accommodate between 5,500 and 7,000 units of housing at a density of 66 to 85 units per acre.

Hotel development within the East 9th Street/Erievue District consists of three contemporary hotels built between 1963 and 1974: the Bond Court (480 rooms), the Hollenden House (526 rooms), and the Holiday Inn Lakeside (340 rooms). While the Hollenden House is proposed to be demolished and replaced by an office building, the potential exists to develop an additional 500 room hotel adjacent to the Convention Center and to further supplement the inventory of downtown hotel rooms by expanding the Holiday Inn Lakeside.

Future Development Issues

The character of the East 9th Street/Erievue District between East 6th Street and East 12th Street is well-established. This area is, and will likely continue to be a competitive Class A office district characterized by contemporary architecture of generally high caliber. In order to maintain the competitive advantage of the district, however, the quality of the physical environment should be upgraded. The physical setting of the storefronts and the pedestrian environment in the district reflect the singleminded office orientation of current development. From the shopper's point of view, the building edges present large gaps in retail activity and street furniture is nonexistent except for street trees. Streetscape elements such as street lights, tree grates, and signage, are inconsistent throughout the district, giving the area an unfinished, and somewhat unkempt appearance. While the district is well endowed with small

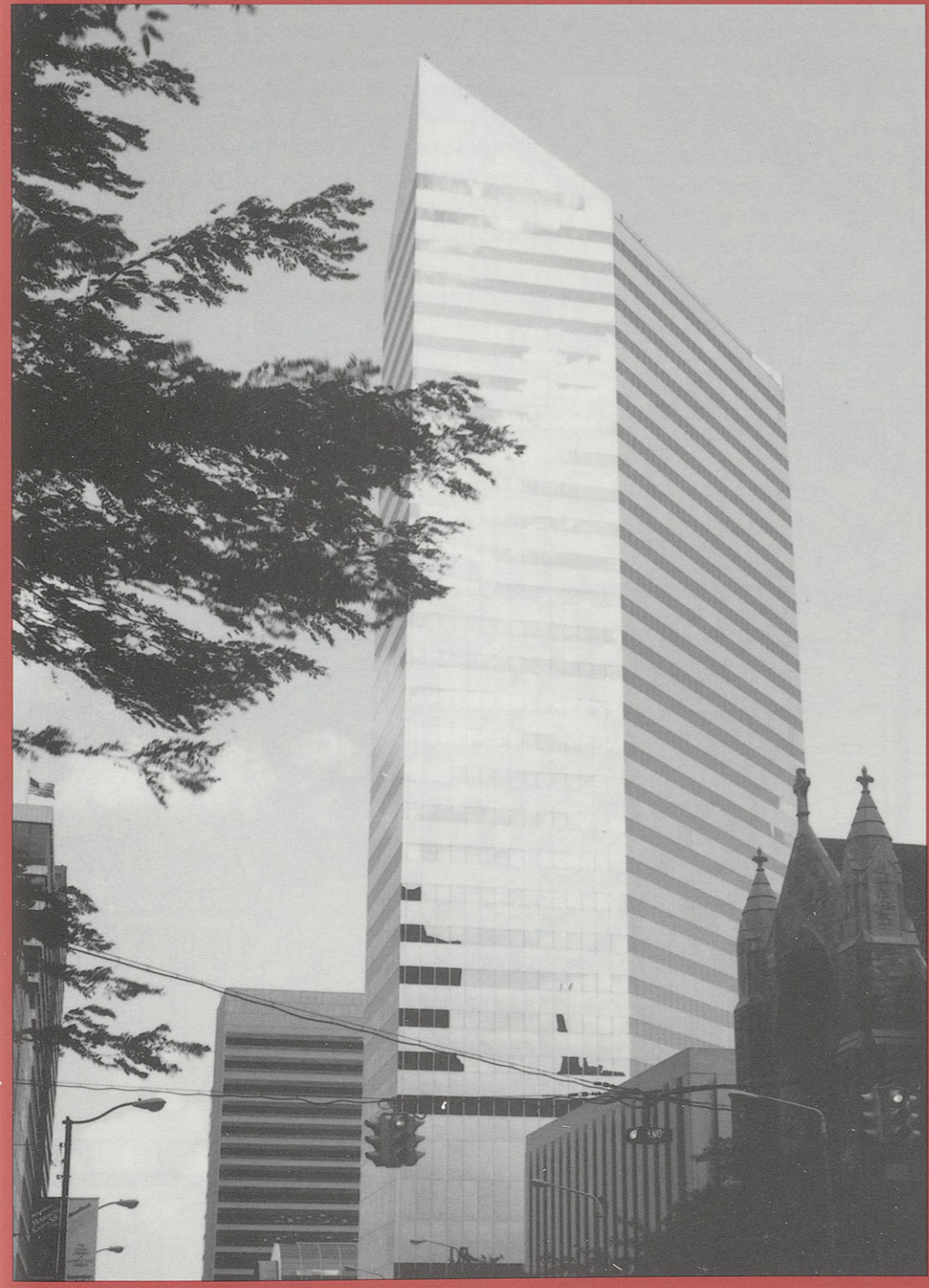
public open spaces such as the National City Bank plaza and plazas adjacent to the Bond Court, Galleria, and One Cleveland Center buildings, little attention has been given to animating these spaces with street vendors, performers, or festival events. As a result, the district, though handsome and modern, lacks vitality.

Attention must be given to increasing the quantity and improving the quality of retail outlets within the district and to animating the area's existing plazas, transforming them into vital and engaging public open spaces. Attention must likewise be given to improving the appearance of the district's pedestrian environment by introducing a degree of uniformity to the streetscape elements employed within it and by establishing uniform right-of-way widths on East 9th Street and Lakeside Avenue, two major thoroughfares with rights-of-way that vary significantly from block to block within the district.

The character of the East 9th Street/Erievue District between East 12th and East 18th Streets has yet to be conclusively determined. The area currently is a mixture of light industrial and commercial service firms. The potential exists for the comprehensive redevelopment of this area as a contemporary office, retail, and residential district which takes full advantage of its proximity to the East 9th Street office core, Playhouse Square, Cleveland State University, and the Lakefront. Such a comprehensive redevelopment will require sustained public-private cooperation in planning and site assembly and in the development of infrastructure and amenities necessary to the establishment of a high-quality physical environment.



The Cleveland Trust Company building (now Ameritrust) at Euclid Avenue and East Ninth Street



North Point Building at East 9th Street and Lakeside Avenue

One Cleveland Center Building at East 9th Street and St. Clair Avenue

TOWER CITY

The Tower City District is a 63-acre area located between the southwest quadrant of Public Square and the Cuyahoga River. The district is bounded by Superior Avenue to the north, the Cuyahoga River to the south, Carter Road to the west, and Ontario Street to the east.

Development History

The Tower City District incorporates the Terminal Group, a unique mixed-use complex consisting of the Terminal Tower office building, long the symbol of Cleveland; the Cleveland Union Terminal; the Hotel Cleveland, known now as the Stouffer Tower City Plaza Hotel; the Higbee Company Department Store; the Republic, Guildhall, and Midland Buildings, known now collectively as the Landmark Office Towers; and the old United States Post Office. These buildings were built during the period 1918 to 1934 and represent one of the first large-scale mixed-use projects in the country. In addition, the district contains the Frank J. Lausche State Office Building (1979) and is the future site of the Rock and Roll Hall of Fame and Museum.

The construction of the Terminal Group was the largest and most ambitious construction project to take place in Cleveland during the boom years of the 1920s. Developed by the Van Sweringen brothers, this project and its landmark Terminal Tower soon became the symbol of Cleveland to the world. Over 1,000 buildings were acquired and cleared to make way for the project.

The 1,000 room Hotel Cleveland was the first major building in the group to be constructed. Completed in 1918, this hotel occupied a site used for hotels since the founding of the city. The Terminal Tower soon followed. This 708-foot office building was begun in 1924 and completed six years later and, until 1967, was the tallest building in the world outside New York City. Behind the Tower, the Van Sweringens built

Cleveland Union Terminal (1929), a monumental structure located entirely below the grade of Prospect and Huron avenues. These two avenues and the cross streets of West 2nd, West 3rd, and West 6th streets were carried over the station on bridge structure. On the air rights above the rail tracks, the Van Sweringens built the 800,000 square foot Republic, Guildhall, and Midland Building (1930) and the Federal government built the 440,000 square foot U.S. Post Office (1934).

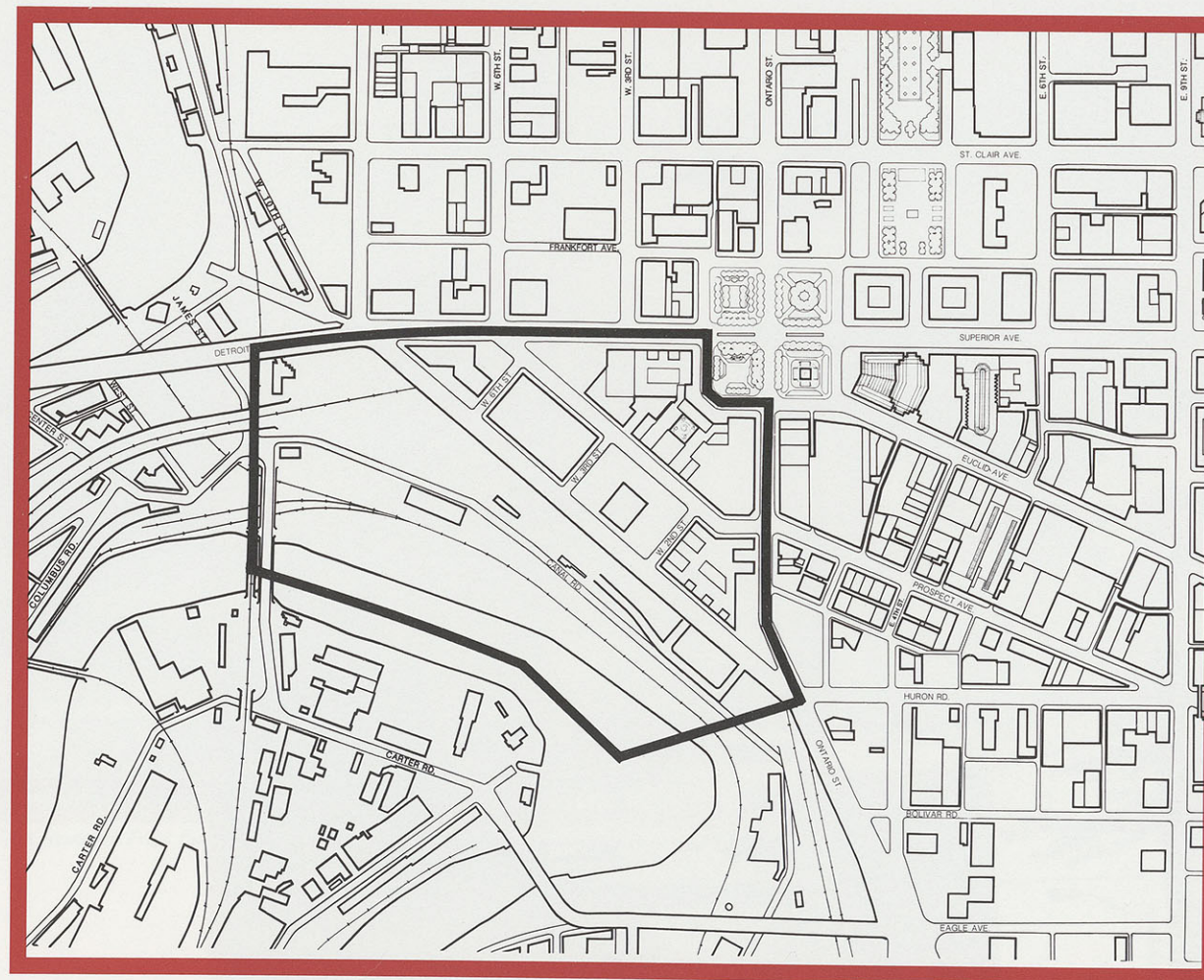
Conceived of as a "city within a city" the Terminal Group was a dynamic center of urban activity. During its heyday, all passenger trains serving the city, other than those of the Pennsylvania Railroad, came through the Cleveland Union Terminal. The Shaker Rapid Transit system brought office workers and customers to the Terminal from the high income suburbs east of the city. The concourse level contained retail shops and high quality restaurants while direct pedestrian connections to the Hotel Cleveland, Higbee's, and the office buildings encouraged shared traffic and insured that the center would be the vital hub of a growing metropolis.

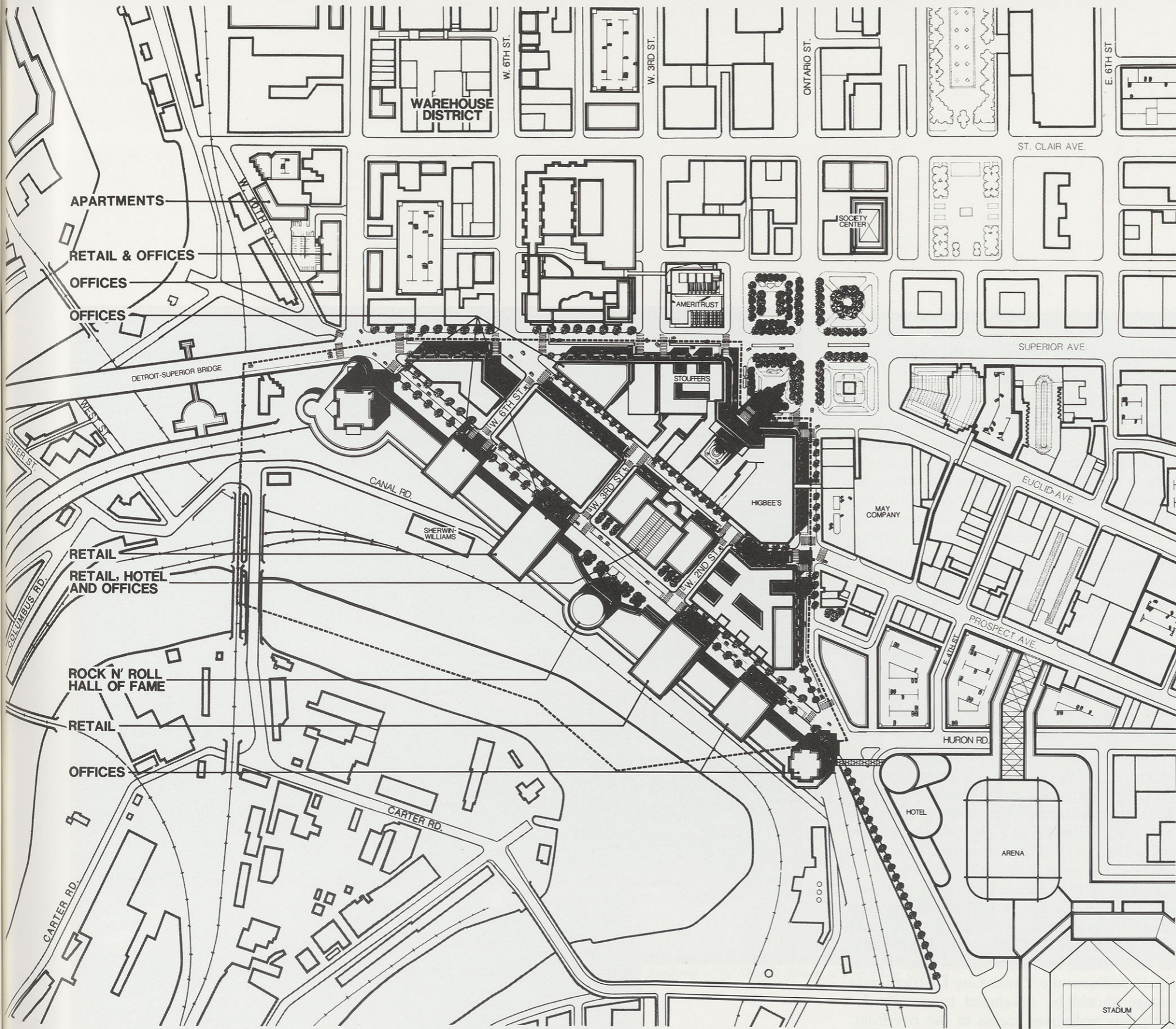
Never ones to dream small, the Van Sweringen brothers proposed to extend the Terminal Group to the south. The Great Depression, however, cut short the dream and led eventually to the bankruptcy of the Van Sweringen empire. Few changes occurred to the center during the next 40 years. In 1955, the City of Cleveland added an east-west rapid transit line through the Terminal. In 1968, this service was extended to Cleveland Hopkins Airport and became the first such service in the country to connect a downtown central business district directly to a major airport terminal. In 1976, the Hotel Cleveland, then known as the Sheraton-Cleveland, went bankrupt and was bought by a local investor group. Extensively renovated, the hotel was opened two years later as the Stouffer's Inn on the Square. The hotel was renovated again in the mid-1980s and renamed Stouffer Tower City Plaza Hotel. Passenger rail service was terminated in 1977 and the trackage

was removed. In 1979, the Lausche State Office Building was opened while, in 1982, the U.S. Post Office was closed and replaced by a new facility at the periphery of downtown.

While the Terminal Group, like the rest of downtown, experienced decline and disinvestment during the 1960s and 1970s, the center never lost its allure. In the early 1980s, Forest City Enterprises acquired the Terminal Tower, Union

Terminal, and Post Office properties and initiated the planning and development of Tower City Center, a mixed-use retail, office, and hotel development conceived in the spirit of the original Van Sweringen dream. Simultaneously, ownership of the Republic, Midland, and Guildhall buildings was consolidated by the Sherwin Williams Company. Renamed the Landmark Office Towers, these buildings have been restored to their orig-





inal splendor. The Higbee Company and the Stouffer Corporation have likewise initiated major renovation programs, while the public sector has rebuilt the bridge structures beneath Huron and Prospect avenues, made extensive streetscape improvements throughout the district, and completed the renovation of Public Square. Most recently, the Rock and Roll Hall of Fame Foundation announced that the Tower City District would be home of its Hall of Fame and Museum, a world-class facility designed to celebrate the art of rock and roll music.

Development Trends

The Tower City District is one of downtown's smallest but most vital districts. Conceived and developed as a multi-level, mixed-use center, the Tower City District now contains over 2.1 million square feet of office space, 600,000 square feet of retail space, and a 500-room hotel. The district is the center of the region's public transportation system and contains the sole downtown rail transit stop for the Greater Cleveland Regional Transit Authority's rapid transit lines. Over 30,000 persons per day pass through Tower City to use the public transit system.

The district contains four office buildings. While it experienced no new construction between 1979 and 1987, over 380,000 square feet of space was added to the district inventory as the result of converting some of the retail space in Higbee's store to office use and renovating underutilized space in the Landmark Office Towers. The district has long been considered a desirable office location. Historically, the asking price for Class B space in this district has been over \$1 per square foot higher than the downtown as a whole reflecting the district's traditionally low vacancy rates, the attractiveness of the Public Square location, and convenience of public transportation.

TOWER CITY

Office development within the Tower City District is projected to be healthy throughout the plan period. Based upon absorption trends in downtown and the expectation that the Tower City Center project will result in the development of high quality new office space as currently proposed, the Tower City District is projected to absorb between 60,000 and 70,000 square feet of office space per year, or approximately 800,000 to 1,000,000 square feet of space during the plan period. Tower City Center developers have initiated the development of this additional space by commencing the construction of the 330,000 square foot Skylight Office Tower, the construction of approximately 120,000 square feet of office space as part of the Ritz Carlton Hotel, and the conversion of the old Post Office into the 420,000 square foot Post Office Plaza Office Tower. Phase II of Tower City Center projects the development of an additional three to four million square feet of office space between Huron Road and the Cuyahoga River.

The Tower City District is at the center of the downtown retail core. Retail activity within both the district and the broader Public Square area is dominated by the Tower City Center and the adjacent Higbee Company's flagship downtown department store. Tower City Center is undergoing extensive renovation and adaptive reuse which will result in the creation of a 380,000 square foot retail complex, the largest of its kind in downtown Cleveland. The Higbee Company is likewise undertaking an extensive program to improve the quality of the sales floors and provide direct connections both to the Tower City Center project and to May Company, the BP America Atrium, and other retail spaces in the adjacent Euclid/Prospect District. Phase II of Tower City Center projects the development of an additional 430,000 square feet of retail space in three new department stores.

Hotel development in the Tower City District includes the 500-room Stouffer Tower City Plaza Hotel and the 207-room Ritz Carlton Hotel, scheduled to open in 1990. Development of ad-

ditional rooms within the district is expected to be limited to the possible expansion of the Stouffer Tower City Plaza Hotel during the plan period.

Future Development Issues

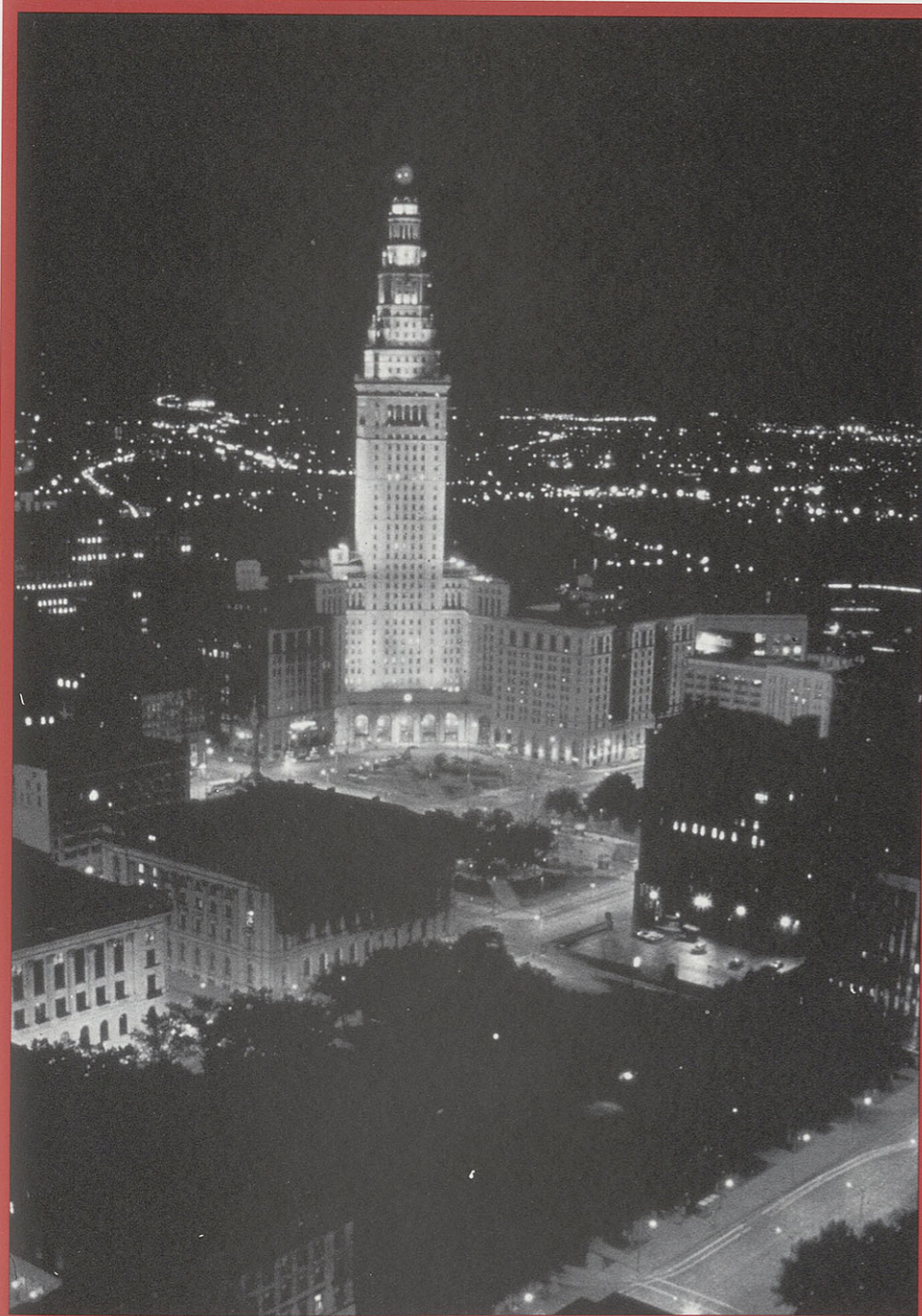
The Tower City District is a well-established district which is experiencing comprehensive renovation and new development in accordance with a well-conceived program prepared by the district's stakeholders. The principal future development issues facing the district and the city are improving access to the area and integrating the district with the adjacent Flats Oxbow districts.

Access to the Tower City District from the nearby freeway network must be improved if the district is to be developed to its full potential. Road and highway improvements recommended elsewhere in this plan should be carried out in concert with the private office, retail, and institutional development proposed for the district. Included among these improvements are the provision of direct access between I-90 and Canal Road and improving roadway capacity in the area.

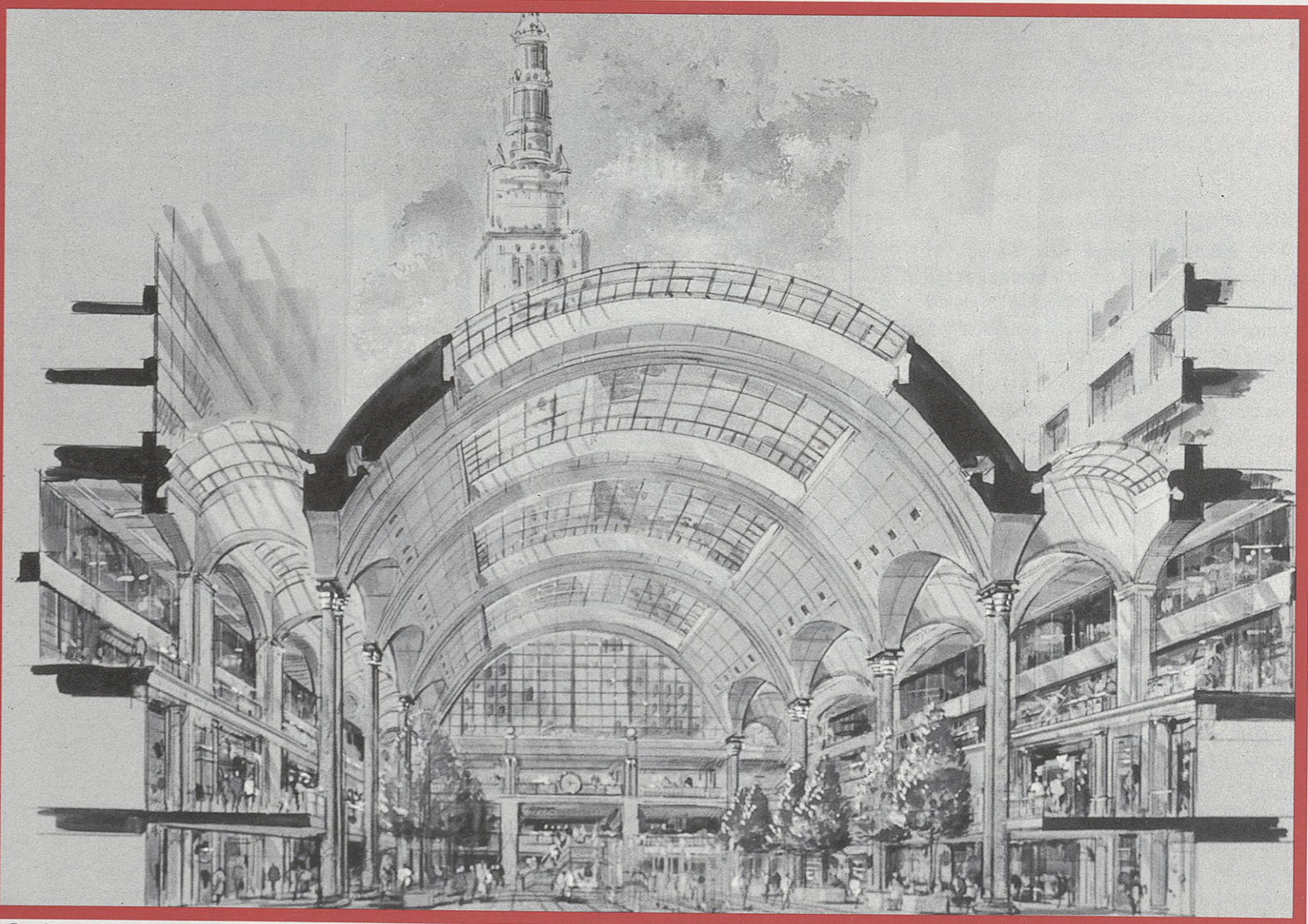
Tower City Center and the Rock and Roll Hall of Fame and Museum are major attractions both to the Tower City District and to the adjoining Flats Oxbow districts. These districts should be physically connected and programatically integrated. The Flats Trolley System, described elsewhere in this plan, offers the opportunity to provide direct connections between Tower City Center, the Rock and Roll Hall of Fame and Museum, and the various existing and proposed activity centers in Flats Oxbow, including Nautica, Old River Road, and the Scranton Road Peninsula. In addition, the Tower City District's river frontage should be developed to provide for continuous pedestrian access to the riverfront. This access should be in the form of a continuous public bikeway and walkway along the river's edge. Finally, care must be taken to insure that retail and entertainment uses proposed for Tower City Center and the adjacent Flats Oxbow districts are complementary and function cooperatively to provide a lively, diverse downtown retail environment.



View of Tower City Center from the south



The Terminal Tower



Rendering of the Skylight Atrium at Tower City Center

EUCLID/PROSPECT

The Euclid/Prospect District is a 43-acre area located southeast of Public Square. The district is bounded by Superior and Euclid Avenues to the north, Huron Road to the south, Ontario Street to the west, and East 8th Street to the east.

Development History

The Euclid/Prospect District is the core of downtown Cleveland's traditional retail district. One of the earliest areas in the city to be developed, the Euclid/Prospect District emerged in the late 19th Century as a dense, vital, retail, entertainment, and office center. Despite years of decline and neglect, the district retains much of its original vitality and most of its important historic architecture and remains one of the few downtown districts characterized by active, continuous street-level retail.

The Arcade, located between Euclid and Superior Avenues, is the district's most important building and is, arguably, the most important building in Cleveland. Internationally renowned as a unique example of late 19th century architecture, engineering, and commercial development, the Arcade has no peer in the United States and few in the world. Opened in 1890, the Arcade consists of two 9-story office towers and, between them, a five-level iron and glass skylight retail atrium. The first two floors and portions of the third floor are devoted to retail use while the remainder of the atrium is devoted to small professional offices.

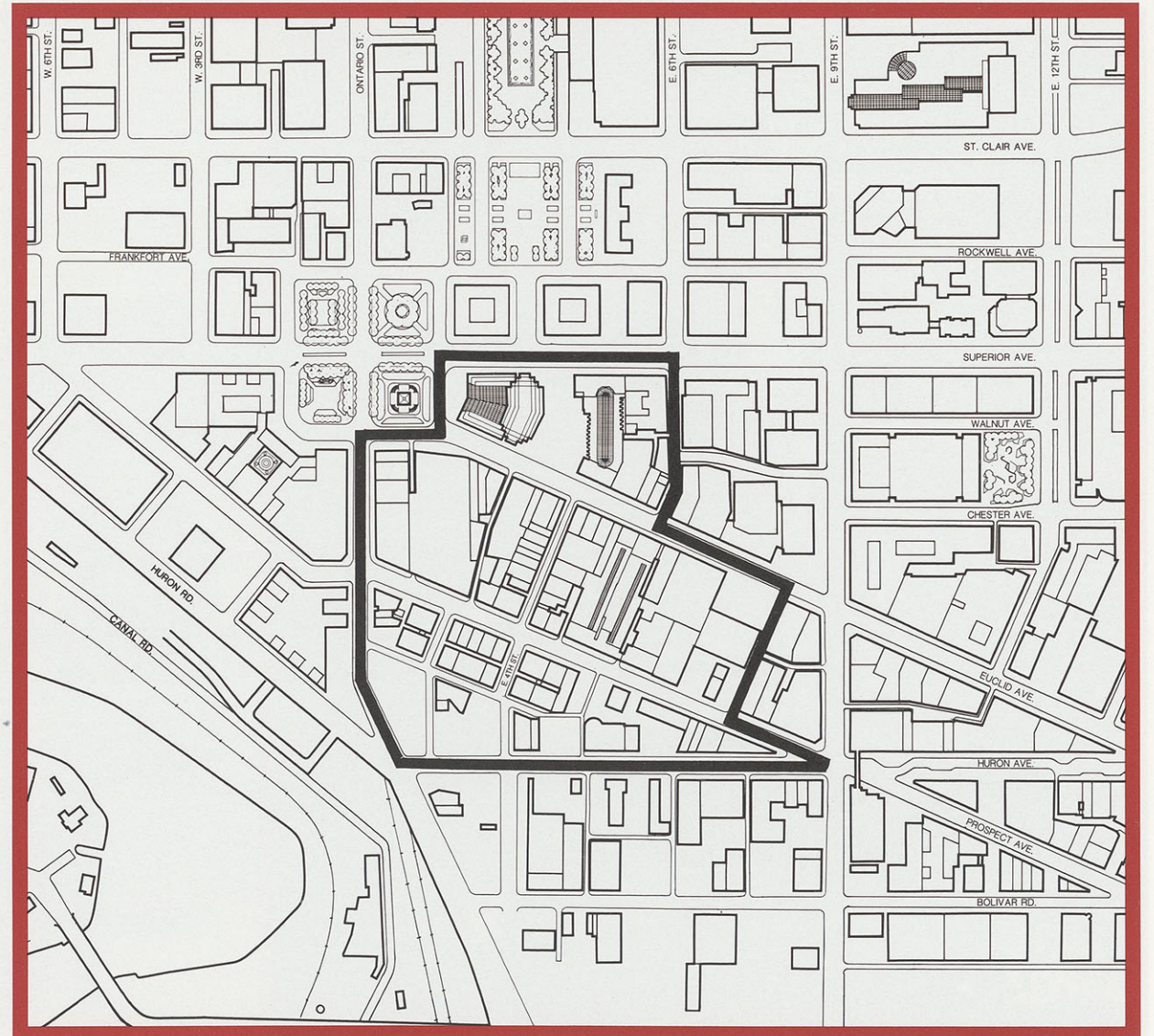
Opposite the Arcade are the Euclid and Colonial Arcades. These two buildings parallel each other and connect Euclid and Prospect Avenues. Built in 1892, the Euclid Arcade is a 20-foot wide, one-story, skylight structure noted for its vaulted ceiling and extensive use of terra cotta. The Colonial Arcade was built adjacent to the Euclid Arcade in 1898. Like the more elaborate Arcade, the Colonial Arcade combines office and retail use to create a lively interior street. The building con-

sists of a two-level skylight atrium connecting a five story office building on Euclid Avenue and a seven-story hotel building on Prospect Avenue.

The Euclid/Prospect District and the adjacent Tower City District have long been the site of Cleveland's major department stores. Until the early 1960's, the district boasted three department stores—the May Company, the Bailey Company, and William Taylor Son and Company. The Higbee Company was located in Tower City, opposite the May Company and Bailey's wing. Halle Brothers Company, in Playhouse Square, was the sole major department store located outside this area. Today, of these five stores, only the May Company and the Higbee Company survive. The BP America – Standard Oil atrium is the most recent addition to the retail mix of the Euclid/Prospect District. Built as part of the BP America Building, the atrium is an eight story skylighted space, the first two levels of which are devoted to retail use. The remainder of the atrium is devoted to the corporate offices of BP America.

The Euclid/Prospect District is one of downtown Cleveland's older office centers. While the development of the BP America Building in the early 1980s resulted in the demolition of two of the city's most important turn-of-the-century commercial buildings, the Cuyahoga Building (1893) and the Williamson Building (1900), several excellent examples of early 20th century design remain in the district, including the Leader Building (1912) and the Fidelity Building (1919). In addition, many of the buildings along Euclid and Prospect Avenues and along East 4th Street were developed with upper floor office space which is suitable for renovation and reuse.

Historically the Euclid/Prospect District was not only a retail and office center but also a theater and entertainment district. Before Playhouse Square emerged in the 1920s as the city's premier theater district, the Euclid/Prospect District was the site of the city's major theater and vaudeville houses. Of the several houses located in and adjacent to the district, the Euclid Avenue Opera



House (1875-1922) and Hippodrome (1908-1980) were known as the best of their generations. The former was located at East 4th and Euclid while the latter was located at East 8th and Euclid. Little remains of the theatrical heritage of the district other than the small Standard Theater movie house on Prospect Avenue at East 8th Street and the historic memorabilia found in restaurants on East 4th Street.

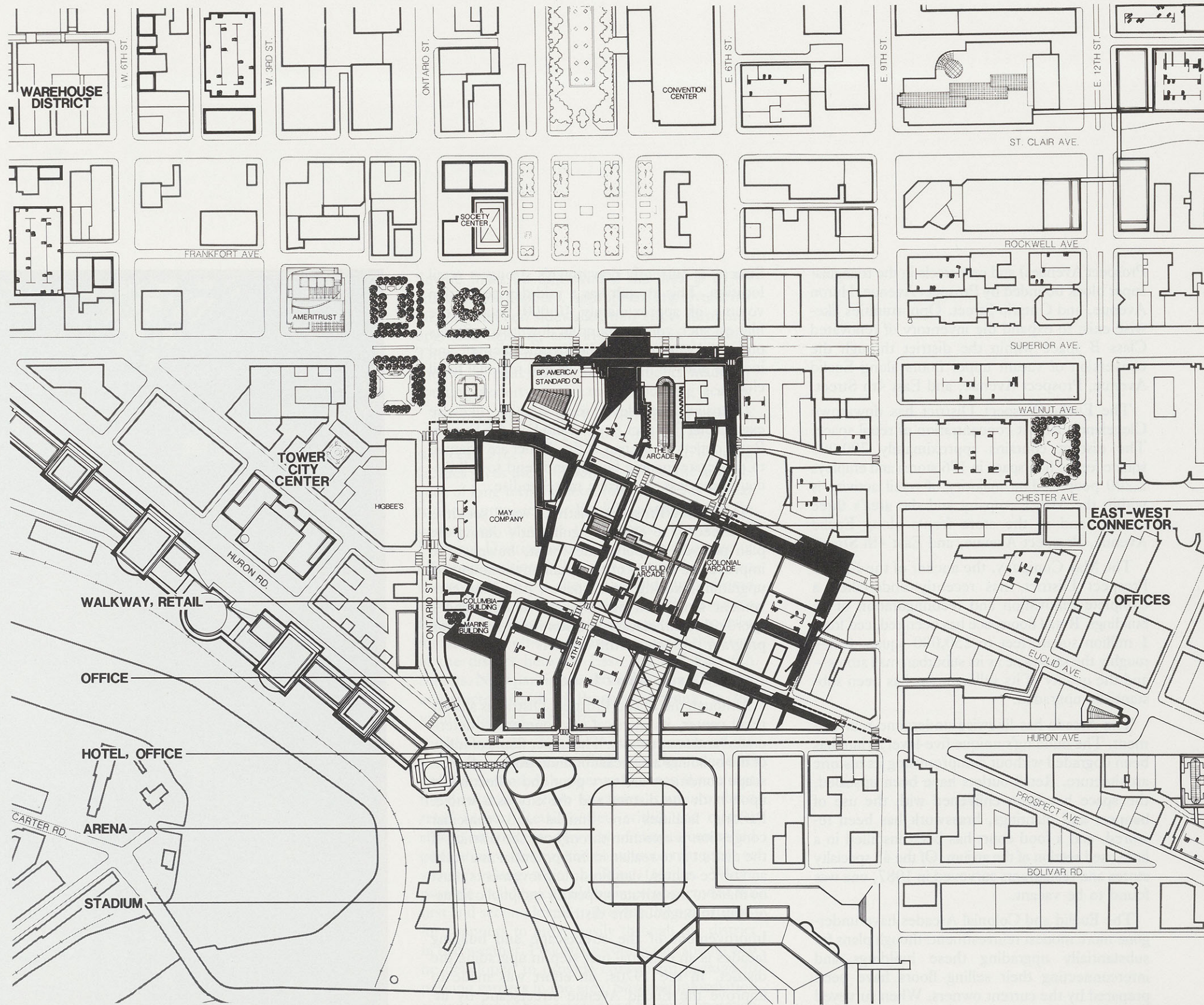
Development Trends

The Euclid/Prospect District is strategically located between Public Square and the East 9th Street/Erievue office district. To the north is the Cleveland Convention Center while to the south is the site of the proposed new stadium.

In 1979, there were 12 office buildings in the Euclid/Prospect District with 1.3 million square feet of space. All of them were Class B or C buildings. When the district's first Class A building, the BP America Building, opened in 1985, it added 1.1 million square feet of office space to the inventory while resulting in the demolition of several Class B buildings. Other additions to the Class B and C inventory have resulted from renovations and conversions. The principal such change was the conversion of retail space in the May Company department store to office use. As a result of these changes, by 1987 the district had over 2.6 million square feet of office space.

The trends in the district's rate of space absorption indicate that the area will have long term viability as a Class B and C office center. Vacancy rates for these segments are consistent with the downtown averages and range from 8 to 9 percent for Class B space and from 17 to 19 percent for Class C space.

Based upon projected rates of downtown office space absorption, the Euclid/Prospect District is expected to absorb between 400,000 and 650,000 square feet of office space during the plan period. Opportunities exist for the development of a new Class A building on the Hippodrome Theater parcel (East 8th Street between Euclid and



**CIVIC
VISION
DOWNTOWN
PLAN**

DISTRICT 11 **EUCLID/PROSPECT
DEVELOPMENT PLAN**

**CITY
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664-2210

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Prospect Avenues) and on parcels in the triangular super block bounded by Prospect Avenue, Huron Avenue, and Ontario Street. Opportunities likewise exist to expand the inventory of renovated Class B space within the district through the conversion of vacant upper floors along Euclid Avenue, Prospect Avenue, and East 4th Street.

The Euclid/Prospect District has downtown Cleveland's largest concentration of retail space. The district contains approximately 700,000 square feet of floorspace in 176 stores and employs 2,200 people. The majority of retail activity is within the May Company and the area's three arcades and in the store fronts along Euclid Avenue, Prospect Avenue, and East 4th Street.

The May Company, the anchor of the Euclid/Prospect District, has recently undertaken a complete renovation and reconfiguration of its buildings. Retail floorspace has been reduced from 1 million square feet to 250,000 square feet—roughly the same size as its suburban mall stores—and the quality of its selling areas has been substantially upgraded.

The Arcade has likewise undergone reinvestment. The building's unique five-level atrium has been upgraded without compromising its historic architecture. Retail outlets have been upscaled, the space has been enlivened with the use of banners and plantings, brasswork has been restored, and a food court has been installed in a little-used section of the atrium. Of the 48 specialty stores and restaurants surveyed in 1987, one was found to be vacant.

The Euclid and Colonial Arcades have undergone more modest reinvestment, though plans for substantially upgrading these buildings and interconnecting their selling floors have been prepared by the current owners. When surveyed in 1987, the Euclid Arcade had a 13 percent vacancy rate in its 24 stores while the Colonial Arcade had a vacancy rate of 14 percent of its 22 stores.

Euclid Avenue, between Ontario and East 9th

Streets, is currently downtown's strongest retail location. This stretch has a mid-day pedestrian volume of approximately 10,000 people, the highest such volume found in downtown. Stores on Euclid cater to a middle-income clientele and include units of many national and regional retail chains.

Intensive street-level retail activity likewise exists along Prospect Avenue and East 4th Streets. Retail outlets in this part of the district are oriented to moderate-income buyers and tend to sell discount and less expensive merchandise.

The Euclid/Prospect District's retail sector is not expected to expand significantly during the plan period. Opportunities exist, however, to improve the quality of the retail environment by upgrading existing retail spaces, providing convenient structured parking, and undertaking a coordinated streetscape and storefront renovation program throughout the district.

Future Development Issues

Although the Euclid/Prospect District is a lively retail center, its physical environment is deteriorated and unattractive. The upper floors of many of the buildings are vacant or underutilized. Streetscape conditions are very poor and reflect badly upon both the district and the city as a whole. Parking facilities are limited and vehicular congestion is common throughout the district. If the district is to realize its full potential as a retail and office center, significant improvements must be made to the private properties and public rights-of-way throughout the district.

Improvement of the streetscape and building facades is an essential first step in upgrading the district. In the 1970s, an effort was made to improve the Euclid Avenue streetscape by installing above-grade tree planters. These planters have deteriorated as have the sidewalks and the condition of light fixtures and signage.

The sidewalk environment for shoppers on Euclid Avenue from Public Square to Playhouse



The Old Arcade which connects Euclid and Superior Avenues



BP America Building at Public Square

Square must be improved if the area is to be attractive to shoppers. Appropriate improvements include widened sidewalks, new street furniture, upgraded lighting, and in-ground tree planting. These improvements to the public right-of-way should be matched by improvements made by abutting property owners to their building facades.

Prospect Avenue and East 4th Streets have yet to be improved. The condition of sidewalks, road surfaces, street lighting, signage, and building facades gives these important streets the appearance of long-term neglect. Improvements similar to those proposed for Euclid Avenue should be undertaken on these two streets. The Euclid/Prospect District faces a significant shortage of off-street parking. While new garages have been constructed on the site of the Old Hippodrome (650 spaces) and adjacent to the BP America Building (750 spaces), the need continues to exist for additional off-street parking to serve the heart of the district between East 2nd and East 6th Streets. New parking to serve this area should be constructed south of Prospect Avenue, in the vicinity of East 4th Street.

Although the district is in the center of the downtown retail core, little has been done to encourage shared shopper traffic or to insure that the district as a whole functions as an integrated retail center. Retail outlets within the district should be connected by way of climate-controlled pedestrian walkways and continuous marquees or awnings along major building facades. Where possible, buildings should be interconnected at the first and second levels to provide the opportunity for shoppers to move easily through the district in bad weather. Pedestrian connectors should also be developed to provide convenient passage to parking garages in the area. Shopper information signage should be provided and hours of operation should be coordinated. Banners, flags, and similarly attractive visual elements should be installed throughout the district to give it a festive and inviting appearance.

PLAYHOUSE SQUARE

Playhouse Square is the city's theater district, one of its principal office and retail centers, and its largest residential neighborhood. Located between East 9th Street/Erievue — the city's financial district — and the campus of Cleveland State University, Playhouse Square is generally bounded by Superior Avenue on the north, Prospect Avenue on the south, East 12th Street on the west, and East 18th Street on the east.

Development History

Playhouse Square lies astride Euclid Avenue, one of Cleveland's oldest and most important thoroughfares. The first period of significant development in the area that was to become Playhouse Square occurred during the period following the Civil War when grand mansions were built along Euclid Avenue. For nearly thirty years, from 1870 to 1900, Euclid Avenue was known as "Millionaires Row" and was Cleveland's most fashionable address.

The residential character of Euclid Avenue began to give way to commercial development during the first decade of the 20th Century. The Union Club was built in 1905, followed by the Sterling Welsh home furnishings store in 1909, and, in 1910, the Higbee's Department Store and the first building of the Halle Brothers Department Store. By the First World War, Euclid Avenue between East 12th and East 14th Street had emerged as the city's "carriage trade" retail district.

The emergence of Playhouse Square as the city's theater district began with the opening in February 1921 of the 3,400 seat State Theater and the 1,400 seat Ohio Theater and the Lowes Building, a 127,000 square foot office building facing Euclid Avenue. These two were joined by the 1,535 seat Hanna Theater in March and the 3,000 seat Allen Theater in April of that same year. Both were housed within major new office buildings, the 400,000 square foot Hanna Building and the 127,000 square foot Bulkley Building, which

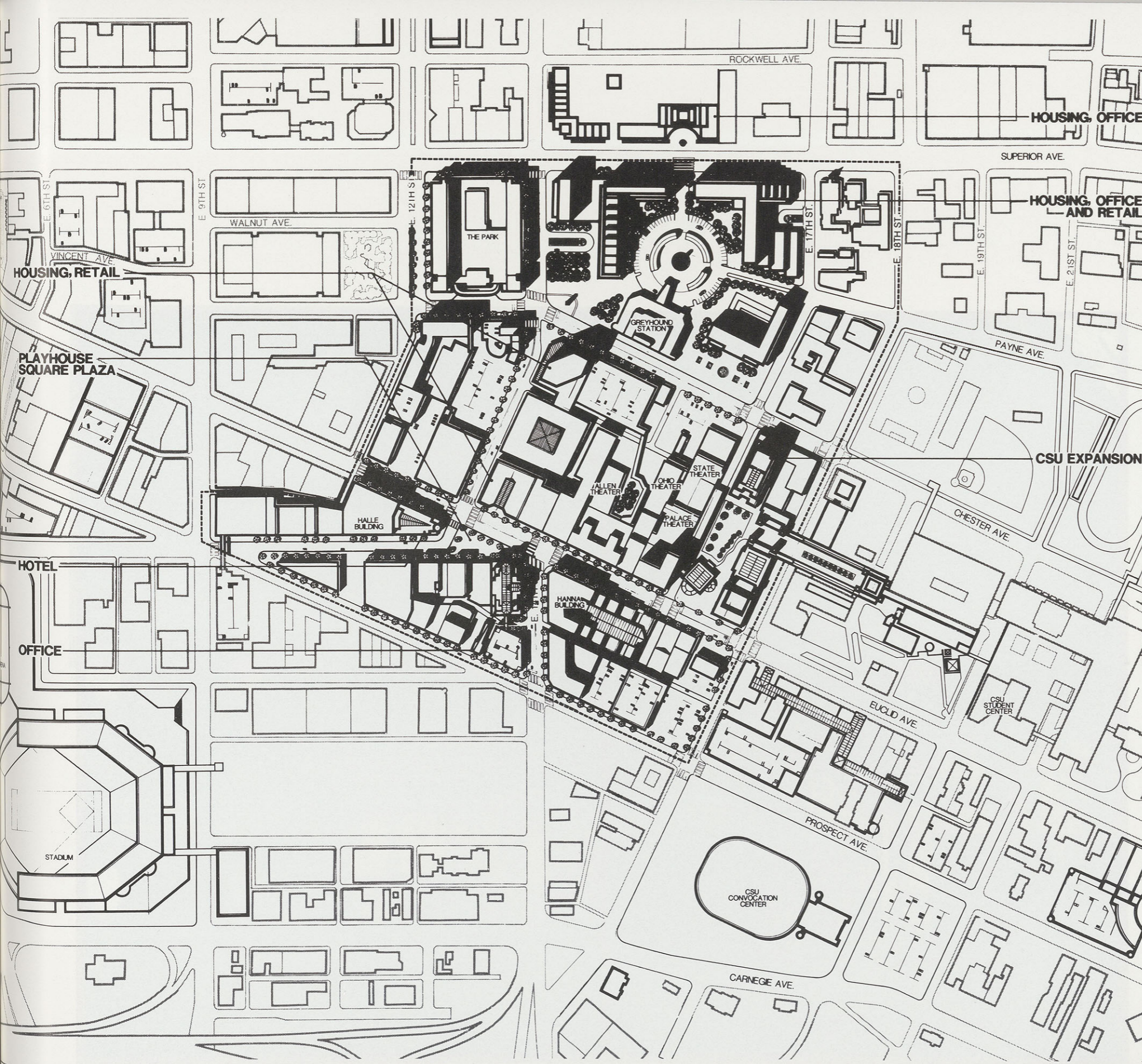
together established Playhouse Square as an important new office district. The last and grandest of the theater-office buildings was the 3,680 seat Palace Theater and its accompanying 175,000 square foot, 21-story Keith Building. Opened in November, 1922, the Palace Theater and Keith Building represented the high point of development in Playhouse Square and, until the opening of the Innerbelt Freeway in 1961, marked the eastern edge of downtown.

Playhouse Square prospered as a retail, office, and theater district through the 1920's, the Great Depression, the Second World War, and well into the 1950s only to be undone by the innovations of the postwar years. The advent of suburbs, shopping centers, and television, combined with the discontinuation of the city's streetcar system and the divestment by the major movie producers of their first-run downtown movie houses spelled the end of prosperity for the district.

By 1970, the theaters were threatened with demolition, retailers were leaving downtown or simply going out of business, and the district's office buildings were confronted with competition from the modern buildings being developed in the East 9th Street/Erievue District through the city's urban renewal program. The one positive development during this period of decline was the emergence of Playhouse Square as downtown's principal residential neighborhood. Between 1967 and 1972, the 411 unit Chesterfield Apartments, the 990 unit Park, and the 266 unit Bohn Tower were built, and the 530 room Manger Hotel was converted into the 210 unit Parkview apartment building.

The rebirth of the Playhouse Square District began in 1970, with the creation of the Playhouse Square Association, a citizen's group dedicated to saving the theaters from the wrecking ball, returning them to productive use, and, in the process, creating a major performing arts center which would provide facilities for a wide range of popular entertainment. In addition to restoring the theaters, the Association and its successor, the Playhouse Square Foundation, hoped to spur the revitalization of the district surrounding the theaters creating, once again, a lively retail, office





and entertainment center in downtown Cleveland.

Over the next 18 years, the greater Cleveland community engaged in a major civic endeavor to realize the dream of a revitalized Playhouse Square. Over \$38 million was raised from public sector, private sector, and foundation resources to create the Playhouse Square Center, a 7,000-seat performing arts center consisting of the renovated Ohio, State, and Palace theaters and 750-car parking garage. Adjacent to the Center, the Playhouse Square Foundation, in cooperation with private developers, has undertaken the development of the 260,000 square foot Renaissance at Playhouse Square building, the first new office building in Playhouse Square since the opening of the Keith Building in 1922, and the 192-room Playhouse Square Hotel, the first hotel to be built in the district since the Manger Hotel opened in 1926.

Development Trends

The future of Playhouse Square as an office, retail, and entertainment district has improved significantly as a result of the successful completion of the Playhouse Square Center. This project will continue to have a positive impact on its surroundings, drawing people to the district and re-establishing it as a unique and special precinct in downtown Cleveland. In 1987, with the Palace Theater undergoing renovation and the parking garage under construction, the Center drew over 750,000 patrons to the district. With the Center complete, between 850,000 and 970,000 patrons a year are expected to attend performances in the Center.

The success of the Center has spread to the district as a whole. Between 1980 and 1987, some \$86 million was invested in Playhouse Square in addition to the moneys invested in the theaters themselves. The development of the building and the Playhouse Square Hotel together represent an additional \$70 million investment in the district. Investor confidence in Playhouse Square is likely to continue as the district firmly reestablishes itself as a vital mixed use area.

PLAYHOUSE

Office space is the predominant use within the Playhouse Square District. The district contained 2.7 million square feet of office space in 1987, of which 191,000 were rated Class A. Despite the absence of significant quantities of Class A space, Playhouse Square has emerged in recent years as a desirable office location offering high quality space in well-restored, architecturally-significant buildings. The increasing market acceptance of Playhouse Square as an office center is reflected in the district's occupancy rates. Despite the addition of over 500,000 square feet of new office space through the conversion of retail buildings to office use, the district's office occupancy rate rose from 75 percent in 1980 to 90 percent in 1987.

Renovated office space has been, and is likely to continue to be the most important component in the district's inventory. Sites for the development of new office buildings in the district are limited, though parcels suitable for the development of an additional 500,000 to 1 million square feet of new space have been identified along Euclid Avenue. Additional large parcels suitable for office development exist to the north and south of Euclid Avenue. Their development will require a significant public-private commitment to site planning, assembly, and infrastructure investment if they are to be successfully developed.

The Playhouse Square District contained 300,000 square feet of retail space employing approximately 1,100 people in 1987. The Halle Building has the area's most significant concentration, some 30,000 square feet of specialty retail and restaurant space on two levels. The district's remaining retail is found in the Park and Chesterfield apartment buildings and on the ground floor of area office buildings.

Retail use within the area is, and will likely continue to be limited to that which is supportable by the district's office workers, theater patrons, and residents. The opportunity exists to upgrade the district's existing retail outlets and to develop additional retail and restaurant outlets in conjunction with Playhouse Square Center.



The Ohio Theater before and after renovation



the State Theater

the Theater Marquees at Playhouse Square



the Palace Theater Lobby



the Palace Theater

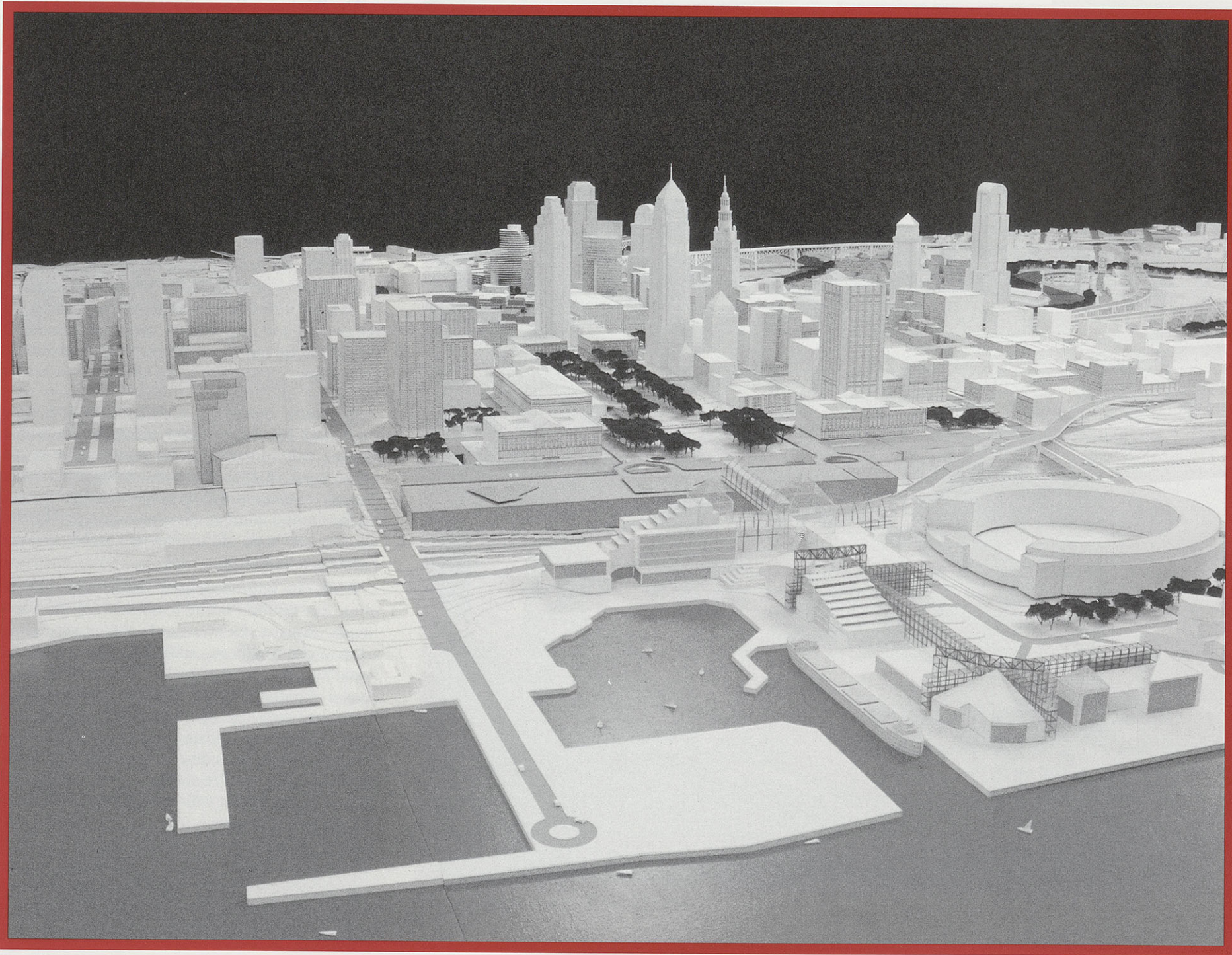
The Playhouse Square District contained 1,926 apartment units, housing an estimated 2,650 persons in 1987. The district is, and will likely continue to be one of downtown's principal residential neighborhoods, offering a contemporary, high-rise residential environment to households interested in rental apartments convenient to the downtown office core. The area is well-endowed with retail outlets catering to the residential population and offers the amenity of Chester Commons, a one-acre urban park in the heart of the neighborhood.

Sites for the development of additional housing in the district exist on East 13th Street, adjacent to existing residential buildings. Depending on the density and mix of units, these sites could be developed for between 500 and 1,500 new units.

Future Development Issues

Playhouse Square is a well-established area. Anchored by the restored theaters, Playhouse Square will continue to be competitive as an office, retail, entertainment, and residential district. New development will be constrained, however, by the limited number of suitable sites and by the location and scale of the district's architecturally significant buildings.

While an unprecedented public and private effort has resulted in the restoration of the Playhouse Square Center and the surrounding commercial buildings, additional effort must be made to upgrade the quality of streetscape on Euclid Avenue, Huron Avenue and East 14th Street and create a "Square in Playhouse Square" at the center of the district. Existing streetscape elements such as sidewalks, streetlights, tree grates, and signage are obsolete, inconsistent and ill-suited to a district which has been the focus of a sustained restoration program. Upgrading the district's streetscape will give the district a finished appearance, while creating a "Square" at the intersection of East 14th Street and Euclid Avenue will provide an attractive urban open space which properly defines the center of the district.



View of Downtown Model with North Coast Harbor in foreground.