Uptown

Cleveland, Ohio

Applicant: Case Western Reserve University

2015
RUDY BRUNER AWARD
PROJECT DATA

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

PROJECT DATA

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name _____ Location _____ City _____ State _____

Owner _____

Project Use(s) _____

Project Size _____ Total Development Cost _____

Annual Operating Budget (if appropriate) _____

Date Initiated _____ Percent Completed by December 1, 2014 _____

Project Completion Date (if appropriate) _____ Project Website (if appropriate) _____

Attach, if you wish, a list of relevant project dates _____

Application submitted by:

Name _____ Title _____

Organization _____

Address _____ City/State/Zip _____

Telephone ( ) _____ Fax ( ) _____

E-mail _____ Website (if appropriate) _____

Perspective Sheets:

Organization _____ Name _____ E-mail _____

Public Agencies _____

Architect/Designer _____

Developer _____

Professional Consultant _____

Community Group _____

Other _____

_____

_____

_____

_____

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence.* (Check all that apply).

Direct Mailing   Direct Email   Previous Selection Committee member   Other (please specify)

Online Notice   Previous RBA entrant   Professional Organization   _____

Social Media   Bruner/Loeb Forum

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, and to post on the Bruner Foundation websites, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____ Date _____

2015
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet, the Project Data sheet, and the representative photo will be sent to the Committee in advance as the *Project Overview*.

Project Name

Address   City/State/ZIP

1. Give a brief overview of the project.   Approximately 500 words.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.) Approximately 500 words.

2015
RUDY BRUNER AWARD
PROJECT DESCRIPTION

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Describe the underlying values and goals of the project. What, if any, signifcant trade-offs were required to implement the project?   Approximately 500 words.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?   Approximately 500 words.

3. Describe the key elements of the development process, including community participation where appropriate.   Approximately 400 words.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.   Approximately 400 words.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings? Approximately 400 words.

2015
RUDY BRUNER AWARD COMMUNITY REPRESENTATIVE **PERSPECTIVE**

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name _____   Title _____

Organization _____   Telephone (___) _____

Address _____   City/State/ZIP _____

Fax (___) _____   E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____   Date _____

1. How did you, or the organization you represent, become involved in this project? What role did you play?   Approximately 400 words.

2. From the community's point of view, what were the major issues concerning this project?   Approximately 400 words.

3. Has this project made the community a better place to live or work? If so, how?   Approximately 400 words.

4. Would you change anything about this project or the development process you went through?   Approximately 400 words.

2015
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name _____   Title _____

Organization _____   Telephone (___) _____

Address _____   City/State/ZIP _____

Fax (___) _____   E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____   Date _____

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency
    (e.g., zoning, public participation, public benefits, impact statements). Approximately 400 words.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project?
    How did your agency participate in making them? Approximately 400 words.

3. Describe the project's impact on your city. Please be as specific as possible.   Approximately 400 words.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?   Approximately 400 words.

5. What do you consider to be the most and least successful aspects of this project?   Approximately 400 words.

2015
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

DEVELOPER PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name _____   Title _____

Organization _____   Telephone (   ) _____

Address _____   City/State/ZIP _____

Fax (   ) _____   E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____   Date _____

1. What role did you or your company play in the development of this project? Describe the scope of involvement. Approximately 400 words.

2. What trade-offs or compromises were required during the development of the project?   Approximately 400 words.

3. How was the project financed? What, if any, innovative means of financing were used? Approximately 400 words.

4. What do you consider to be the most and least successful aspects of the project? Approximately 400 words.

2015
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE

RUDY
BRUNER
AWARD

FOR URBAN
EXCELLENCE

ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name _____   Title _____

Organization _____   Telephone (___) _____

Address _____   City/State/ZIP _____

Fax (___) _____   E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____   Date _____

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.   Approximately 400 words.

2. Describe the most important social and programmatic functions of the design.   Approximately 400 words.

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project. Approximately 400 words.

4. Describe the ways in which the design relates to its urban context. Approximately 400 words.

Uptown District
Cleveland, Ohio
Case Western Reserve University

I.   <u>Transportation improvements</u>

Before: Cedar Avenue bus/train stop with aging, unsightly structures, poor accessibility and no shelter from wind or cold. (Source: *The Plain Dealer*)

Architects' rendering of new stop:

After: Landscaping, natural light, protection from the elements and greater accessibility for the physically challenged make this transit stop welcoming.

II.   New home for the Museum of Contemporary Art-Cleveland (MOCA)

Before: This office building with vacant retail on the ground level served as the gateway to the campuses of Case Western Reserve and the Cleveland Institute of Art and the neighborhood of Little Italy.

After: The new, stunning home for MOCA

(Source: *The Plain Dealer*)

III.   Public green space

The space adjacent to MOCA became a public green space known as Toby's Plaza, named for longtime Cleveland modern arts patron and university alumna Toby Devan Lewis. (Artist's rendering)

Toby's Plaza was the setting for a free summer concert series featuring live performances from local bands and visits from food trucks. (Source: MOCA)

Workers, students, residents and visitors were drawn to Uptown for fun summer events.

IV.   Apartments/mixed-use retail

Goals are to foster community and vibrancy in an area formerly fronted by vacant lots and outmoded structures. Mixed-use includes market-rate apartments, student housing, a grocer, bookstore and restaurants.

Architects' rendering

UPTOWN PLAZA + ALLEY | AERIAL VIEW

Before:

After:

View from the apartments, Phase II

Source: Natoma Architects

(Source: The Cleveland Foundation)
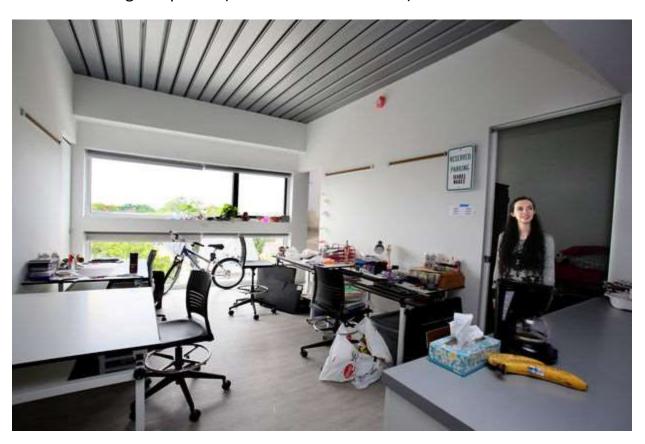
One-hundred and thirty freshmen from the Cleveland Institute of Art live in student housing at Uptown (Photo: *The Plain Dealer*)

Market-rate apartments feature energy-saving features and innovative space-saving design, such as pocket doors. Units are are 100 percent leased.

(Source: *The Plain Dealer*)

Uptown generates tremendous foot traffic year-round. (Source: Case Western Reserve)

Corner Alley, a bowling alley, celebrated a public grand opening in Uptown on December 3, 2014. (Source: *The Plain Dealer*)

V.   Affordable housing. (Commodore Apartments)

(Source: Cleveland Memory Project)

(Source: UCI)

Built in 1924 as the Commodore Hotel, University Circle Inc. (UCI) oversaw renovations to create Commodore Place, a 12-story apartment building with 198 apartment units and street-level retail located at Ford Drive and Euclid Avenue. The community includes federally-subsidized efficiencies and one- and two-bedroom apartments.