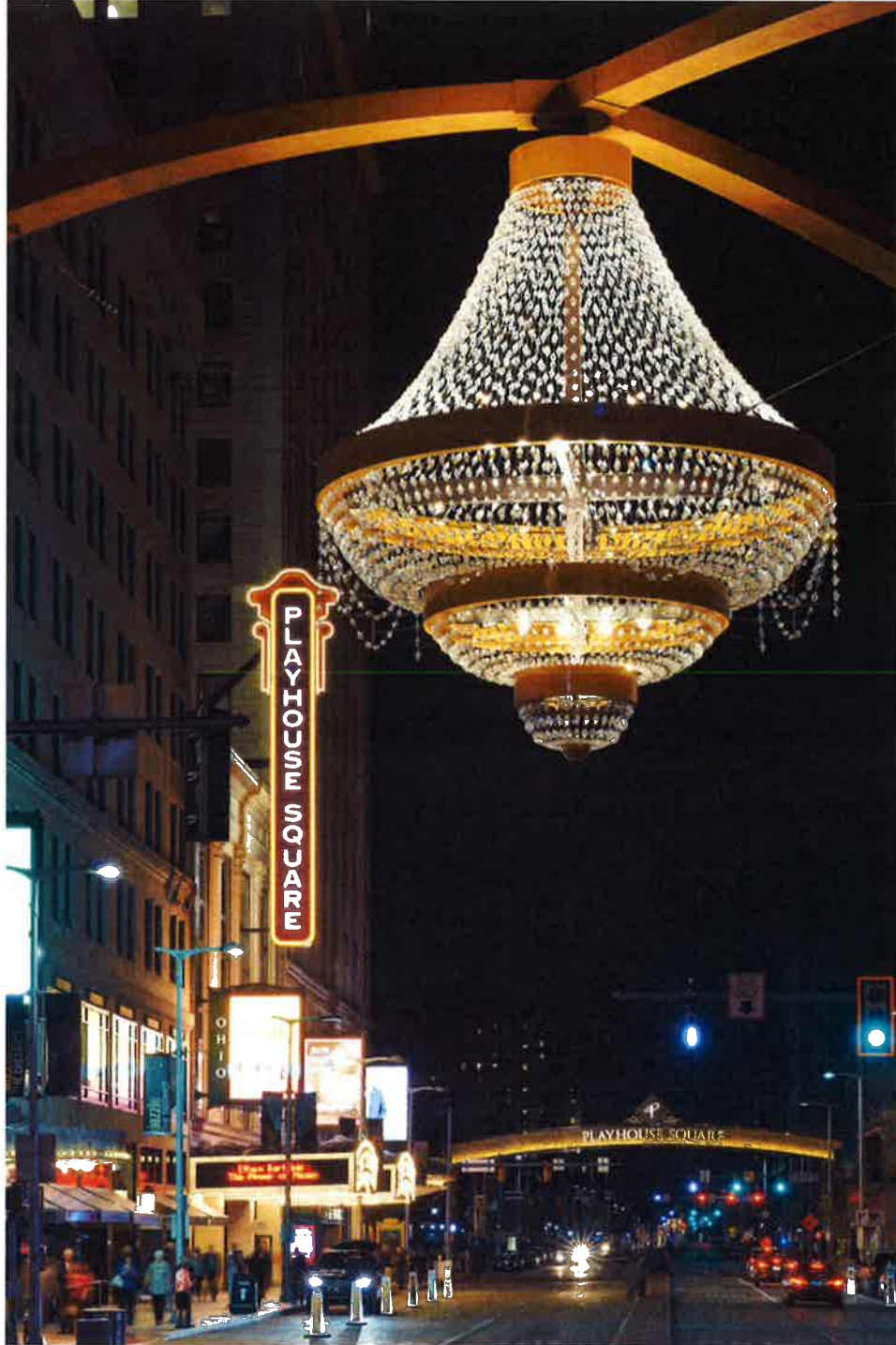


Playhouse Square Neighborhood Transformation Plan
Cleveland, Ohio

Applicant: Playhouse Square Foundation



2015 RUDY BRUNER AWARD PROJECT DATA



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 **Playhouse Square District Transformation** Location _____ City **Cleveland** State **OH**

Owner **Playhouse Square Foundation**

Project Use(s) **Urban revitalization / public art / community gatherings**

Project Size **Playhouse Square District (approximately 1 mile perimeter)** Total Development Cost **\$16,000,000**

Annual Operating Budget (if appropriate) **56,421,054**

Date Initiated **December 2013** Percent Completed by December 1, 2014 **100%**

Project Completion Date (if appropriate) **April 30, 2014** Project Website (if appropriate) **playhousesquare.org/dazzle**

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

Application submitted by:

Name **Ernest Timbs** Title **Foundations Manager**

Organization **Playhouse Square Foundation**

Address **1501 Euclid Avenue, Suite 200** City/State/Zip **Cleveland, OH 44115**

Telephone **(216) 640-8406** Fax **(216) 771-0217**

E-mail **ernest.timbs@playhousesquare.org** Website (if appropriate) **www.playhousesquare.org**

Perspective Sheets:

Organization	Name	E-mail
Public Agencies		
Architect/Designer The Barnycz Group	Danny Barnycz	danny@barnyczgroup.com
Developer		
Professional Consultant Turner Construction	Domonic DeLuca	ddeluca@tcco.com
Community Group Cleveland Play House	Kevin Moore	kmoore@clevelandplayhouse.com
Other Downtown Cleveland Alliance	Joe Marinucci	jmarinucci@downtowncleveland.com

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

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Ernest Timbs
Signature

Digitally signed by Ernest Timbs
DN: cn=Ernest Timbs, o=Playhouse Square, ou,
email=ernest.timbs@playhousesquare.org, c=US
Date: 2014.12.02 14:36:16 -0500

12/8/2014
Date

2015
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

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*.

Playhouse Square Neighborhood Transformation

Project Name

Address 1501 Euclid Avenue, Suite 200

City/State/ZIP Cleveland / OH / 44115

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

Playhouse Square Foundation (dba Playhouse Square) is a not-for-profit performing arts center whose mission is presenting and producing a wide variety of quality performing arts, advancing arts education and creating a destination that is a superior location for entertainment, business and residential living, thereby strengthening the economic impact of the region. Playhouse Square is largest performing arts center in the nation outside of New York, and annually draws approximately one million guests to a performance, educational program or special event. In addition to presenting world-class productions onstage and educational and engagement programming for the entire community, Playhouse Square plays an active role in developing the district it calls home.

In an effort to showcase the grandeur of its historic theaters to the entire community and transform the district into a 24/7 destination, Playhouse Square set out to develop a plan to enrich its exterior and tie the Playhouse Square District together in a dramatic, unforgettable fashion.

In May 2014, Playhouse Square unveiled its Neighborhood Transformation with a community event that drew more than 20,000 guests. Dubbed Dazzle the District, the event introduced the public to:

- * the record-breaking 20 ft. tall GE Chandelier,
- * iconic gateways at the four main points of entry to the district
- * new digital marquees for Playhouse Square's largest theaters
- * a retro-themed Playhouse Square stick-built sign atop a district building
- * digital information kiosks and the innovative "stylon" to display show information/ upcoming events in the area
- * a revamped U.S. Bank Plaza, also known as Playhouse Square's outdoor stage, with built-in stage and sound system ideal for hosting free concerts, public gatherings and special events.

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.

Playhouse Square's Transformation Plan is worthy of recognition for its bold, unique design and the impact upon the community it serves. In the span of just a few months, a well-known local district was transformed into an instantly recognizable destination for Northeast Ohio and beyond. There is no permanent outdoor chandelier in the world that rivals Playhouse Square's signature design element (a Guinness world record holder), and the complementary pieces that surround it have added a wow factor to an improving downtown Cleveland.

Exciting and forward thinking like the Transformation Plan draws residents and business tenants to Playhouse Square, and supports its stated mission of creating a destination for living, working and playing. An example of this positive trajectory, a recently completed apartment complex in the neighborhood was fully leased prior to completion of construction. Likewise, prospective corporate tenants are drawn to not only the aesthetic beauty of the Playhouse Square district, but the cultural vibrancy created by the work of the organization. Partnerships to bring additional students and artists have added tangible vitality to the region and reinforced Playhouse Square's model of economic success through the arts.

2015 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

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

The goal of the Neighborhood Transformation Plan was to establish a unique Playhouse Square District identity by displaying its interior beauty to the entire community. Playhouse Square had previously sought plans for a project of this scale, but the perfect design plan was elusive. Thanks to the brilliant vision of Danny Barnycz and the Barnycz Group, the management of Turner Construction, and the additional subcontractors that made tremendous impacts on the project, Playhouse Square feels that goal has now been achieved. As noted, the reason for this specific goal was the direct correlation to Playhouse Square's organizational mission, which includes the development of a destination surrounding its performance and educational offerings.

From the beginning the challenge of recreating the signature elements of Playhouse Square's historic interior outdoors was significant. All parties understood that these delicate looking structures would need to be ready for inclement weather in Northeast Ohio. With deliberate planning and multiple rounds of rigorous testing, satisfactory designs were agreed upon, and work was commenced. Thanks to this team-friendly planning phase, no significant trade-offs were required in the implementation of the project. (The only notable change was a resin composite crystal replacing glass in the GE chandelier to reduce fragility. Thanks to modern technology and the clarity of the resin, there is no visible difference).

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.

Playhouse Square is located in downtown Cleveland, Ohio, a Midwestern city with manufacturing roots that is redefining itself around the nonprofit sector - most notably world class health care and a thriving arts community. In the context of historic buildings erected in the economic boom of the 1920s, Playhouse Square had unique elements working both in its favor and against it when implementing this project. A positive was the presence of historic architecture and the shared memories of the spaces that many in our community share, which inspired The Barnycz Group's ultimate design. On the challenging side, there were some in the community that were skeptical of hanging a 20-foot tall chandelier over a major intersection amid historic buildings, wondering about the resulting aesthetic.

Since its completion, Playhouse Square has received overwhelmingly positive reviews of the neighborhood transformation plan, and has become a destination for community events. The public unveiling of the plan brought more than 20,000 guests to Playhouse Square, as did the City of Cleveland's WinterFest holiday tree-lighting ceremony, held for the first time at Playhouse Square in 2014. The impact of an additional public gathering place, a reason for civic pride and a sense of belonging among the world's best and brightest is crucial to Northeast Ohioans. Long a punch line for national voices, the city is quietly enhancing its reputation as a wonderful location to live, work and enjoy entertainment. Playhouse Square is proud of its role in that process.

PROJECT DESCRIPTION (CONT'D)

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

In 2013 Playhouse Square contracted The Barnycz Group to design a neighborhood transformation plan. After attempts with previous designers failed to deliver on expectations, Playhouse Square was thrilled by Danny Barnycz's vision for the district. Soon after, Turner Construction, who has played an important role in much of the renovation/construction work of Playhouse Square was identified to lead the project implementation. With a plan in place, Playhouse Square leaders presented to city and county leaders, and were given permission to move forward.

As construction began, neighborhood tenants and visitors were kept apprised of progress and plans for activities that would impact travel, which were minimal given the scope of the project. With all elements in place by the end of April 2014, Playhouse Square hosted a free community celebration on Euclid Avenue, which culminated with the dramatic, successive lighting of the new design elements, performances by local artists, and a breathtaking fireworks display. The excitement and turnout for the event were greater than anticipated, and no major issues were reported, with several in attendance calling it "the party of the century."

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

The Neighborhood Transformation Project was financed by Playhouse Square through a public private partnership. The project was selected as one of a select group chosen for funding through casino tax revenues, and philanthropic sources will cover the remainder of expenses associated with the plan as part of a capital campaign to secure the future of Playhouse Square.

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

Playhouse Square believes this project is wholly unique, and that it effectively addresses the previous lack of a signature element to represent the city's theater district. The way in which the project highlights the world's largest theater restoration project and the neighborhood it has helped to cultivate is inspirational for the City of Cleveland and others using the arts as an economic driver.

While perhaps not entirely adaptable to other urban settings, the initiative to showcase place making through the arts is certainly transferable.

2015
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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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	Kevin Moore	Title	Managing Director
Organization	Cleveland Play House	Telephone	(216) 400-7000
Address	1901 E. 13th Street, Suite 200	City/State/ZIP	Cleveland, OH 44115
Fax (216)	802-3031	E-mail	kmoore@clevelandplayhouse.com

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Signature		Date	12-8-14
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1. How did you, or the organization you represent, become involved in this project? What role did you play? Approximately 400 words.

Cleveland Play House is a resident company of Playhouse Square. In 2011, our organization relocated to the District through a joint capital campaign that brought Cleveland Play House, America's first regional theater company, and Cleveland State University's arts department to Playhouse Square. This exciting partnership was designed to allow our organization to focus on producing top notch plays for Northeast Ohio audiences, and lower operating costs that were negatively impacting the organization prior to the move.

Thus far, the results have been promising: new audiences are experiencing Cleveland Play House productions, our actors and staff interact closely with the next generation of theater professionals from both Cleveland State University and Case Western Reserve University (through an existing collaboration), and a tangible energy is present in our daily operations.

When Playhouse Square unveiled its neighborhood transformation plan, needless to say we were excited to be part of the celebration. Like other district tenants, we invited our staff and supporters to join the public celebration on May 2, 2014. It feels as though the energy and electricity of that night continues still today, with special events like Winterfest 2014 drawing non-traditional audiences to the district, and pedestrians posing for photographs with the GE chandelier on a daily basis.

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

Some in the community questioned the viability of hanging a chandelier outdoors in Northeast Ohio. Likewise, however, there were those that questioned the viability of reviving a historic performing arts center that had fallen into disrepair in the 1970s. Playhouse Square, as it did in those difficult early days, rose to the challenge and executed a well-researched and expertly-crafted plan.

Research was done that factored in all external forces on the design elements that made up the neighborhood transformation plan. Next, rigorous testing was done (and recorded for later broadcast on a local news program!) to allay fears of engineering failure of the signature chandelier.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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

The vibrancy of Playhouse Square has been magnified by the neighborhood transformation plan. Guests who might otherwise never have visited the district are drawn to the spectacle that is a Guinness World Record-breaking chandelier, suspended 20 feet above a major intersection in a major American city. The additional elements of the plan including a revamped U.S. Bank Plaza (featuring a seasonal take out restaurant, built-in stage and sound system, cafe seating and a fire pit) are added amenities unique to the region, if not the world.

Cleveland Play House is proud to be call Playhouse Square home, and the neighborhood transformation only added to our satisfaction and capacity to further engage new audiences.

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

From our perspective as a beneficiary of the plan, Cleveland Play House would not change the process through which the plan was implemented. We are inspired by the design, the construction and the strategic nature of the project from start to finish, and proud to show off our new and improved home to all of our guests and stakeholders.

2015
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE



PROFESSIONAL CONSULTANT PERSPECTIVE

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

Name	Dominic DeLuca	Title	Special Projects Division Manager
Organization	Turner Construction	Telephone	(216) 522-1180
Address	1422 Euclid Avenue, Suite 1400	City/State/ZIP	Cleveland, OH 44115
Fax ()		E-mail	ddeluca@tcco.com

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Signature  Date **12/8/14**

1. What role did you or your organization play in the development of this project? Approximately 400 words.

Turner Construction was heavily involved in all aspects of Playhouse Square's neighborhood transformation project, working with Playhouse Square leaders, the Barmez Group, and several subcontractors to coordinate the execution of the project.

Installation of district gateways, theater marquee boards, the GE Chandelier, and a revamped U.S. Bank plaza (including a permanent stage) highlight the elements that Turner was proud to coordinate. A frequent partner to Playhouse Square, Turner successfully delivered the timely execution of this high profile project by working hand in hand with those involved in its creation to ensure smooth installation.

2. Describe the project's impact on its community. Please be as specific as possible. Approximately 400 words.

As a tenant in the Playhouse Square District, Turner Construction can clearly see that the plan has done exactly what it set out to do. There is a "24/7" vitality in the area that was previously confined to theaters and lobbies on show nights. Visitors appear excited to visit the neighborhood, taking photographs and marveling at the iconic elements at all times of day and night.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession? Approximately 400 words.

Other construction companies might be surprised by the strong relationship that Turner has forged with Playhouse Square, a not-for-profit performing arts center. While some might imagine the opportunity for such a partnership is limited, Playhouse Square and Turner have come to look to each other for inspiration and collaboration on very important projects through the years. The neighborhood transformation plan is no different - thanks to the established partnership, Playhouse Square felt comfortable entrusting Turner with making its boldest vision to date a reality. The benefit for Turner (and others who might develop such a partnership elsewhere) is high visibility, public projects that raise the company's profile in the Northeast Ohio community and beyond.

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

The cohesiveness with which the plan was designed, implemented and kept on schedule for its public unveiling is the most successful aspect of the project from Turner's perspective. With many moving parts, there were ample opportunities for deadlines to be missed, but they were not. Turner is proud of the fact that it led the way in finalizing the neighborhood transformation project at Playhouse Square.

To date, we have not encountered any negative or unsuccessful components associated with the project.

2015
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE




ARCHITECT OR DESIGNER PERSPECTIVE

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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	Danny Barnycz	Title	Chief Creatologist
Organization	The Barnycz Group	Telephone (410)	342-9696
Address	3500 Boston St, Suite 222-STE 19		City/State/ZIP Baltimore, MD 21224
Fax (410)	342-9698	E-mail	danny@barnyczgroup.com

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Signature  Date 12-8-14

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

Playhouse Square reached out to us after several unsuccessful attempts to commission a project of this nature. We visited the organization - observing the historic nature and ornate beauty of its 1920s era theaters, and were inspired to take that beauty outdoors for the entire community to enjoy. We suggested a permanent, outdoor chandelier as the centerpiece, and coordinated district identifying gateways and additional elements around it. Additionally, we studied foot traffic on U.S. Bank Plaza and redeveloped that space in the most functional way possible.

To fit with Playhouse Square and the blockbuster shows it presents, the project scope needed to rise to a level that made it memorable. After discussions with the manufacturers of these custom-made elements, it was determined that the chandelier would be fabricated to hang in the heart of Playhouse Square, at the intersection of Euclid Avenue and East 14th Streets. District identifying gateways would mark the primary points of entry to Playhouse Square, and a network of LCD screens, including the towering stylon on US Bank Plaza would tie the inside and outside of Playhouse Square together, throughout the entire district.

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

The entire design concept was meant to tie the Playhouse Square District together. From welcoming gateways at the four primary points of entry, to the centerpiece chandelier, the idea of destination was at the forefront. The result, as highlighted at the Dazzle the District gala in May and subsequent community events, is a tremendous locallon for community celebrations that draw tens of thousands of guests.

Addressing both social and programmatic function is the unique design of U.S. Bank Plaza. The outdoor stage of Playhouse Square, the plaza was revamped to include a built-in stage and sound system (ideal for summer concert series), a restaurant modeled on legendary shake shacks of New York City to serve a growing daytime workforce as well as theater guests prior to curtain, cafe seating, and a fire pit to combat brisk Northeast Ohio temperatures. These elements have made the plaza a perfect spot for Playhouse Square and other community programming (concerts, farmer's markets, exercise classes etc), and also a signature gathering place to meet friends and enjoy the Playhouse Square neighborhood.

Lastly, the presence of dynamic theater marquees, the stylon on U.S. Bank Plaza, and kiosks along Euclid Avenue allow Playhouse Square to inform and educate guests and passersby about all of the diverse programming happening inside its theaters.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

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

In order to effectively bring the interior beauty of Playhouse Square's historic theaters outdoors, creative fabrication of heavy-duty elements that give the appearance of delicate craftsmanship was necessary. Existing architecture and the harsh weather of Cleveland, Ohio made the construction of sturdy design elements mandatory to ensure its long-term survival and public safety. Working with developers like Design Communications Ltd. (among others) made this process successful.

Thanks in large part to the long-term planning and strategy employed by all involved, there were only minor alterations required as the project took shape. As an example, the original design for the chandelier called for real crystal, similar to an interior model. In an abundance of caution, Playhouse Square opted to use a resin compound instead of crystal to address public safety and lifespan concerns. Given the scope of the project, the need for only minor adjustments demonstrates the great planning that makes a complete neighborhood transformation possible.

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

As stated, the entire design concept was inspired by the interior beauty of historic Playhouse Square - from the chandelier to the detailed metalwork on the iconic gateways, to the "retro" feel of the blade and stick-built Playhouse Square signs. Playhouse Square is a Cleveland landmark, representing the power of a community motivated to save and revitalize a part of its history. It now boasts a neighborhood that reflects not only that shared history, but a preparedness for a very bright future.

Playhouse Square is a burgeoning entertainment district that houses the nation's largest performing arts center outside of New York, resident theater companies, diverse business tenants, destination restaurants and an eclectic mix of visitors in a city that is on the rise. It is our hope that the transformation has furthered a sense of civic pride for the community, and inspires others to explore the region.

2015
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



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Name	Joe Marinucci	Title	Chief Executive Officer
Organization	Downtown Cleveland Alliance	Telephone	(216) 736-7799
Address	1010 Euclid Avenue, 3rd Floor	City/State/ZIP	Cleveland, OH 44115
Fax	(216) 920-7798	E-mail	jmarinucci@downtowncleveland.com

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Signature		Date	12-9-14
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1. What role did you play in the development of this project? Approximately 400 words.

Downtown Cleveland Alliance is proud to have served as a vocal proponent of Playhouse Square's neighborhood transformation plan. As an organization dedicated to making downtown Cleveland the most compelling place to live, work and play, we are enthusiastic about the vision that Playhouse Square has brought to life, and were happy to support the project. We were pleased to play a role by providing our DCA Clean and Safe Ambassadors along with additional volunteers to support the Dazzle the District celebration.

Downtown Cleveland Alliance views this investment by Playhouse Square as a true investment in the future of the City of Cleveland, especially its downtown. We are not only happy to see this investment from a tourism perspective but also because they augment our efforts to attract businesses and residents into downtown. The preferences of Millenials and Baby Boomers to live and work in dynamic, amenity-rich urban environments that are walkable, clean and safe are driving the market right now, not just in Cleveland, but globally. We are pleased to work closely with such a willing partner to continue to improve our city.

2. Describe the impact that this project has had on the your community. Please be as specific as possible. Approximately 400 words.

The completed neighborhood transformation plan has given downtown Cleveland another destination for public gatherings, inspired civic pride among our citizens, garnered national attention, and attracted tourists to the Playhouse Square District. The presence of the instantly iconic GE Chandelier, the vertical Playhouse Square sign, and the retro signage atop the Cowell and Hubbard building at 1305 Euclid Avenue, have quickly become synonymous with Cleveland throughout the region and beyond. Mere months after unveiling the transformation, Cleveland was selected as host to the 2016 Republican National Convention.

Much like skyscrapers, bridges and arches in other cities, the PlayhouseSquare transformation is one that we are proud to have associated with Cleveland. Beyond the aesthetic beauty of the project is the symbolism of a city that recognizes its past and is ready for the future. Playhouse Square is a comeback story like no other - nearly destroyed by the wrecking ball 40 years ago, its historic theaters and modern amenities stand ready to usher in the next century of arts and artists in Cleveland.

OTHER PERSPECTIVE (CONT'D)

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them? Approximately 400 words.

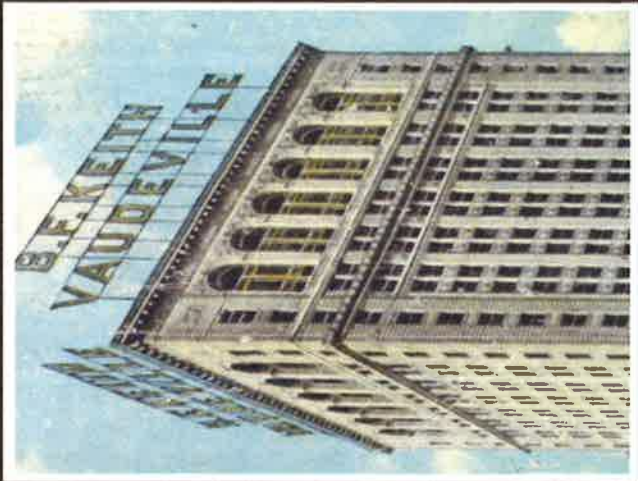
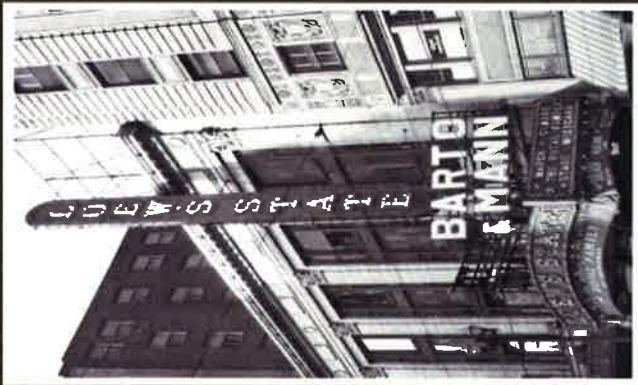
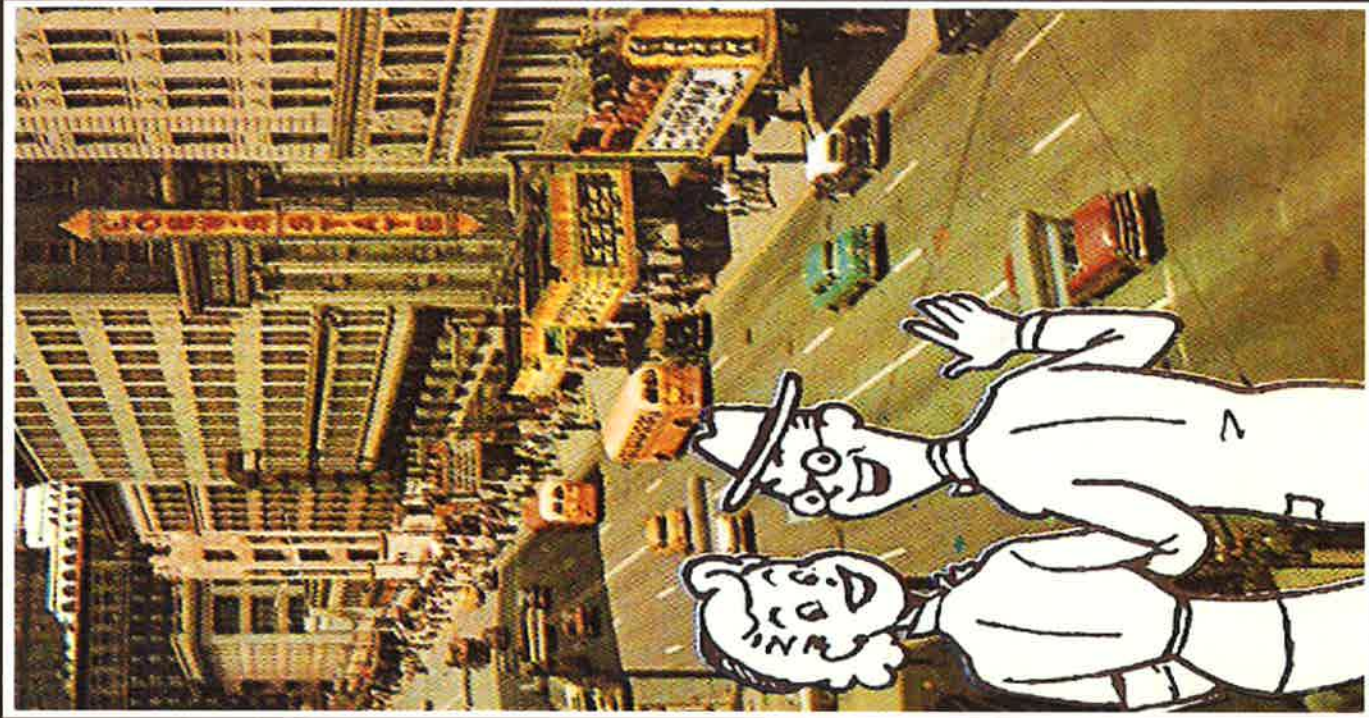
Playhouse Square's neighborhood transformation was intended to benefit Cleveland through increased tourism, civic pride and national recognition and attention for one of our city's most inspiring success stories. Led exclusively by Playhouse Square and the contractors responsible for the design and implementation, the project required only strategic Downtown Cleveland Alliance support to be completed, with no trade-offs or compromises required. Publicly, however, our agency supported the plan from day one, touting Playhouse Square's previous success in area development and its experienced leadership team.

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

Downtown Cleveland Alliance sees only success in Playhouse Square's neighborhood transformation. We are pleased to have played a role in the development of a downtown that welcomes and celebrates the arts, understands the economic impact of an organization like Playhouse Square and mutually benefits from bold decision-making by organizations like it.

The creative place-making that Playhouse Square has achieved in the last five years alone is incredible, topped off by signature design elements that signify the unique identity of the region. The energy and attention on the Playhouse Square District as a result of this project has increased demand for residential living and office space, retail and dining. This domino effect creates additional development and spurs the local economy above and beyond the impact of Playhouse Square's theater operations. As an organization dedicated to building a dynamic downtown, we are thrilled with the results of this project.

Visual Representation of
Playhouse Square Neighborhood Transformation Plan
Renderings and Photos

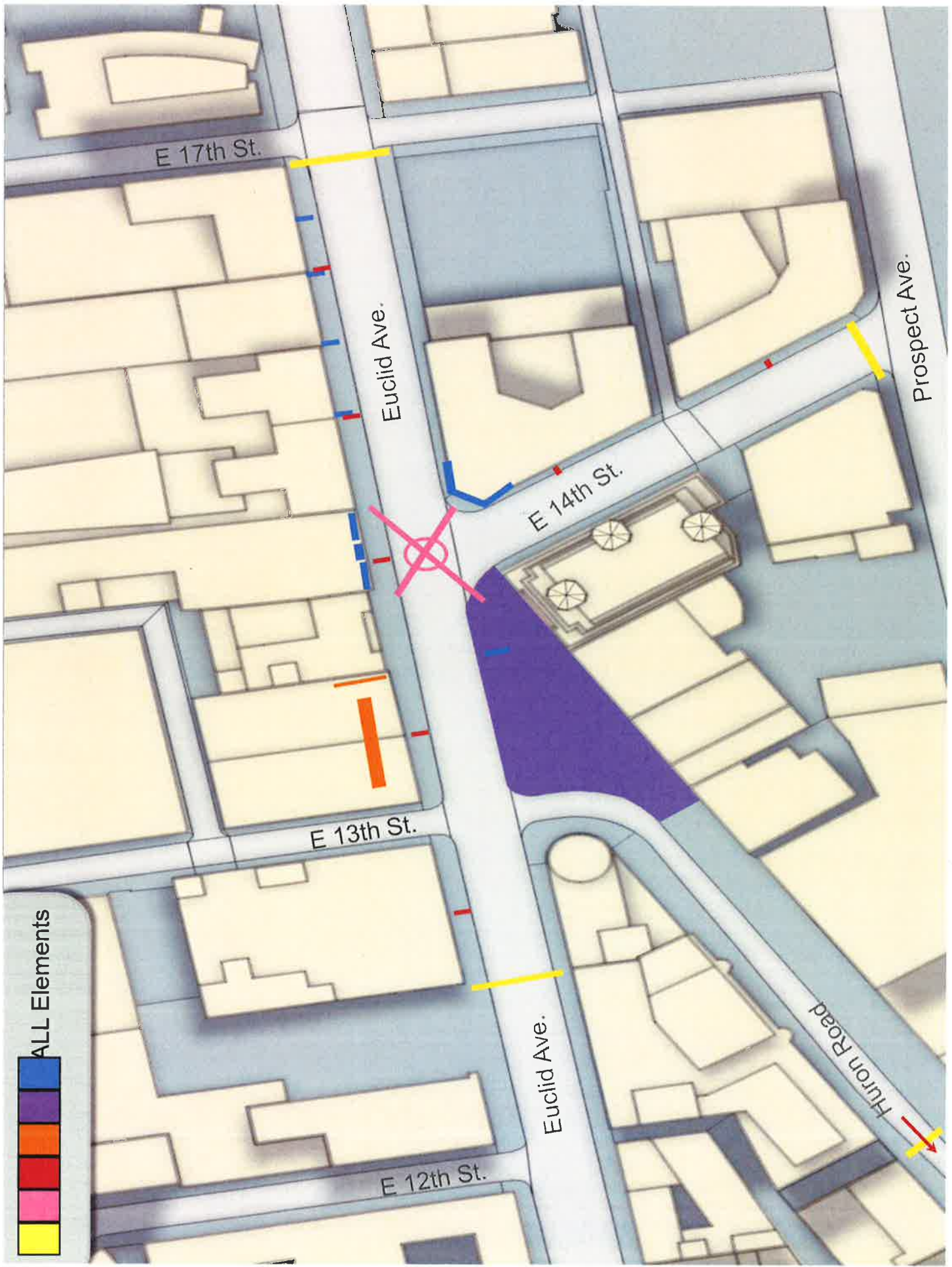


PlayhouseSquare Historical
Inspiration





PlayhouseSquare Design
Inspiration



E 17th St.

Euclid Ave.

Prospect Ave.

E 14th St.

E 13th St.

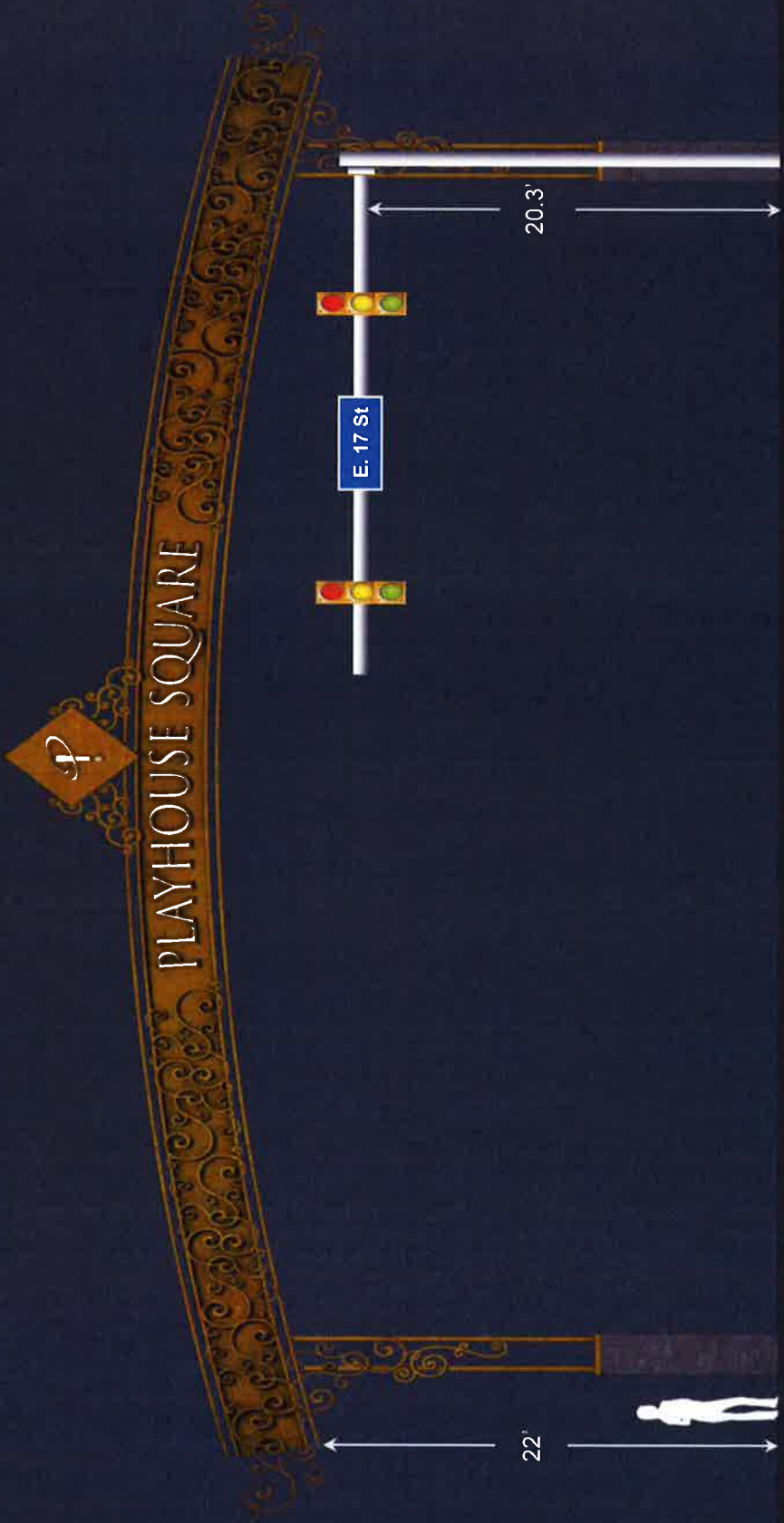
Euclid Ave.

Huron Road

E 12th St.

ALL Elements

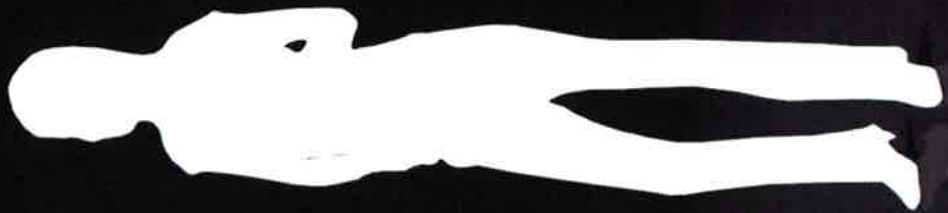






PLAYHOUSE SQUARE

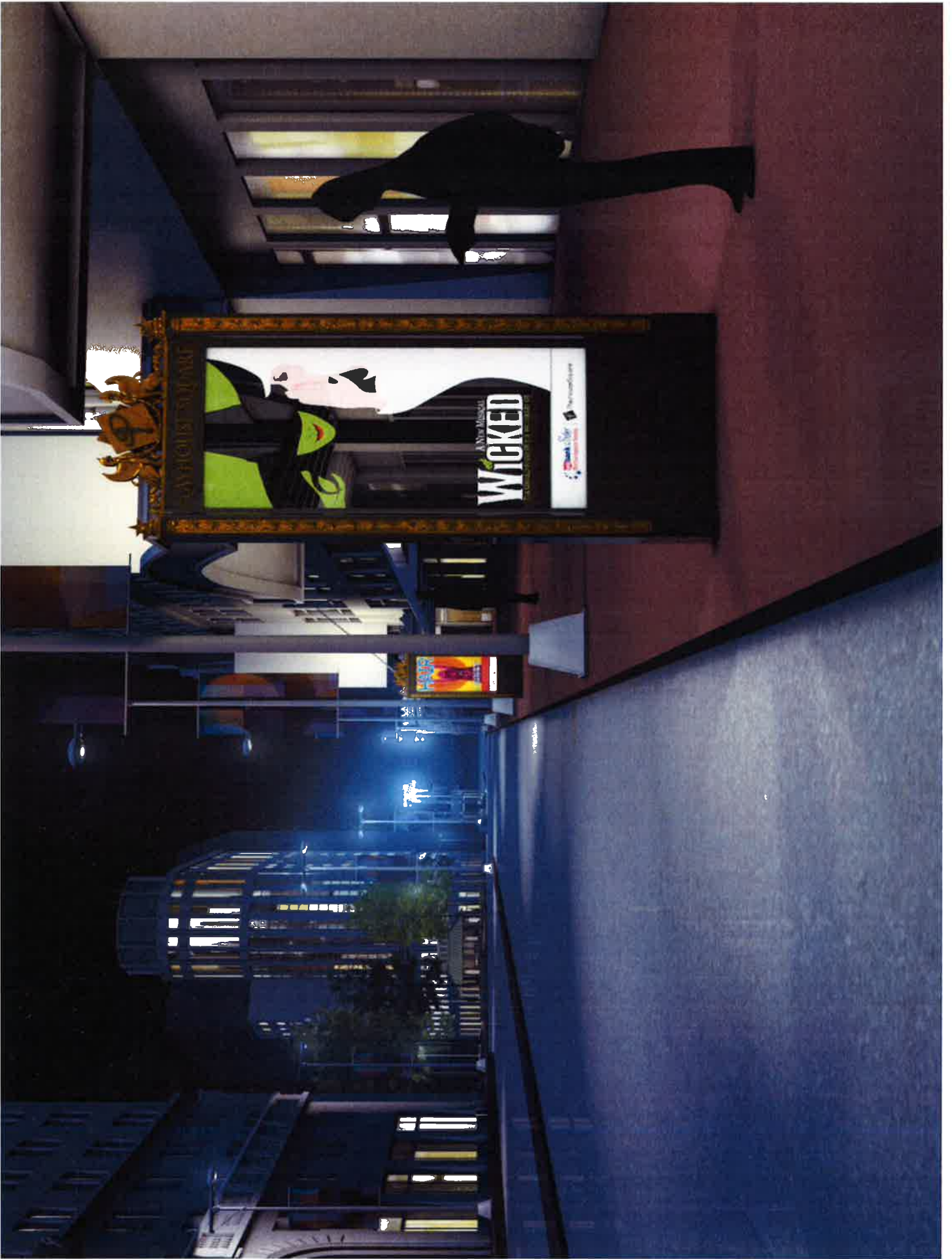


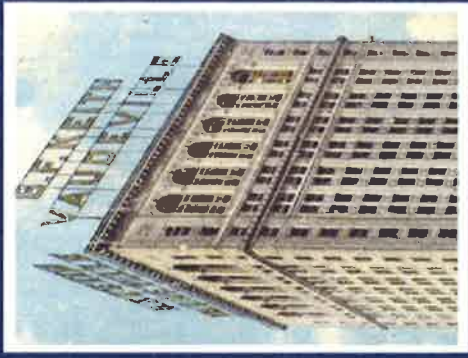


PLAYHOUSE SQUARE

A NEW MUSICAL
WICKED
THE UNTOLD STORY OF THE WITCHES OF OZ

Bank of America Performance Arts
Playhouse Square





PLAYHOUSE SQUARE

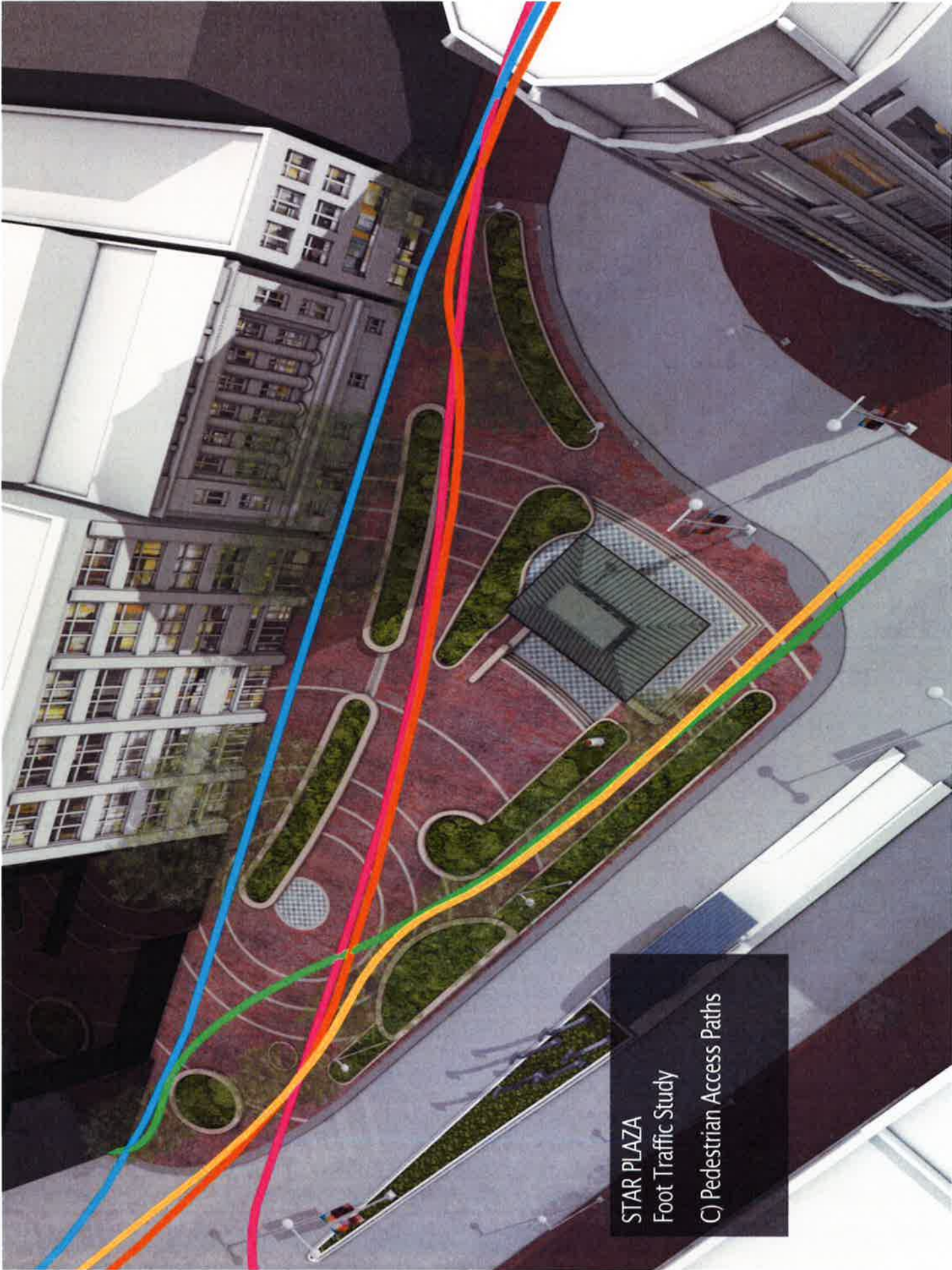


PLAYHOUSE SQUARE

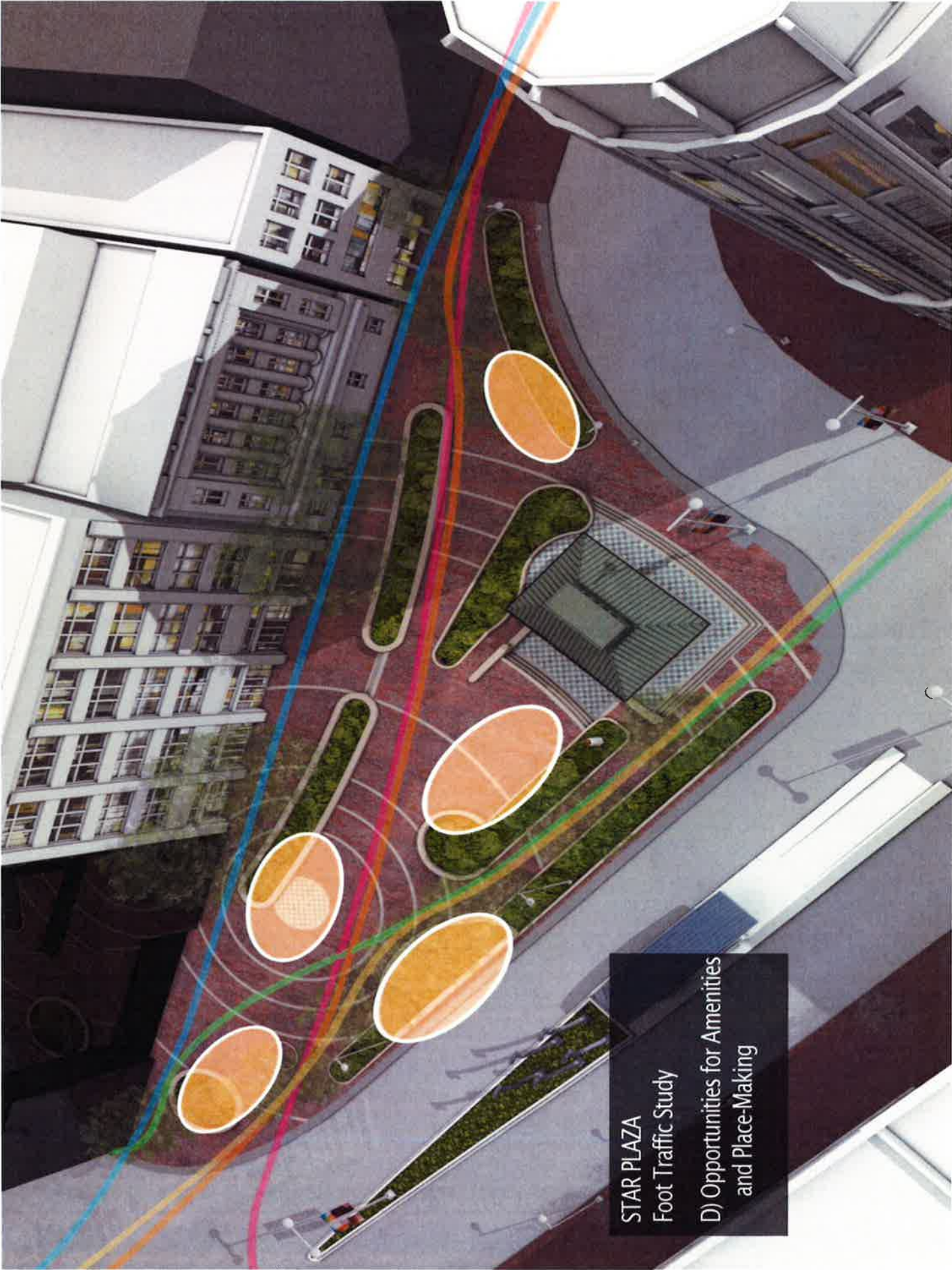




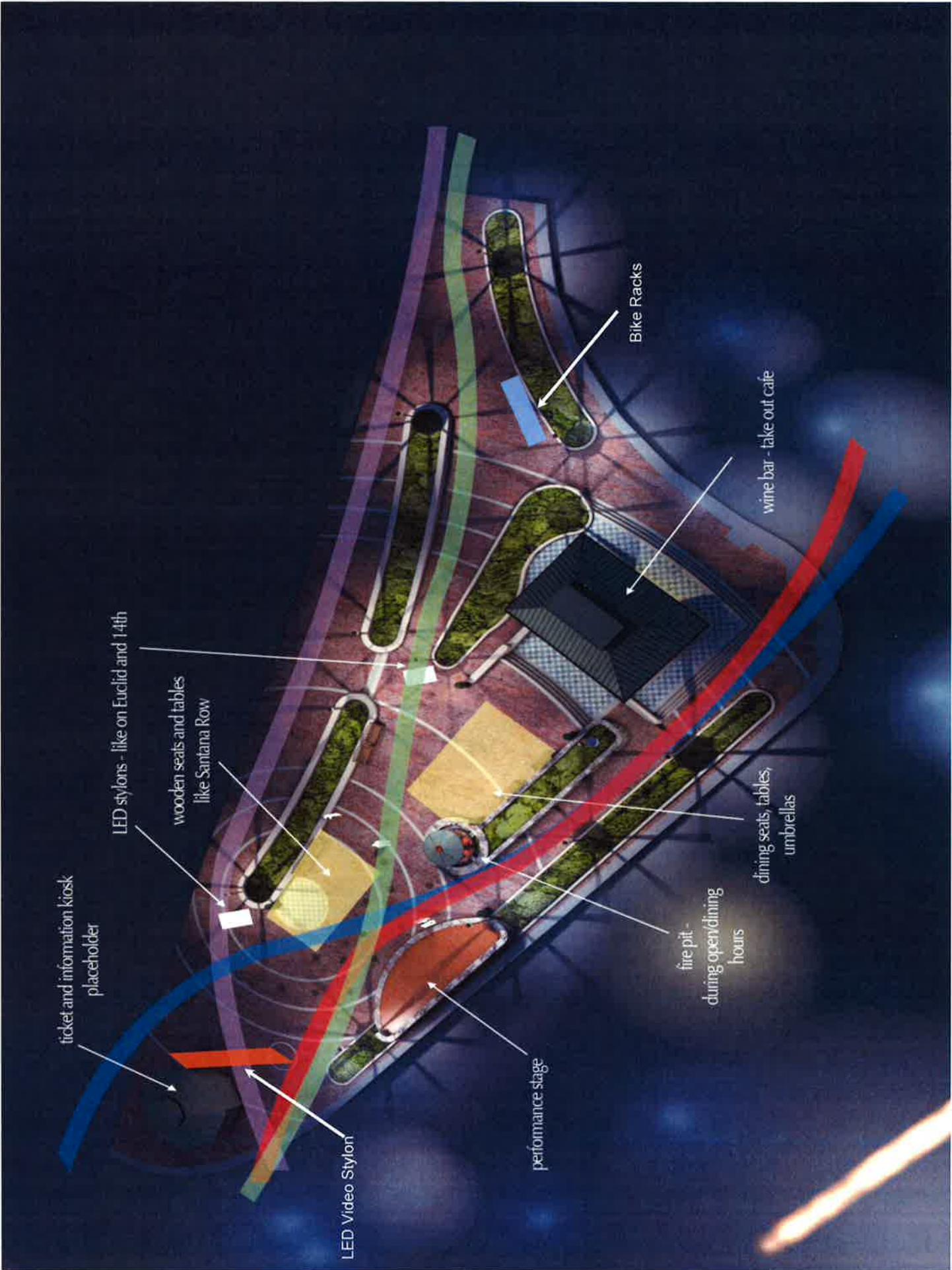
STAR PLAZA
Foot Traffic Study
A) Current Plaza



STAR PLAZA
Foot Traffic Study
C) Pedestrian Access Paths



STAR PLAZA
Foot Traffic Study
D) Opportunities for Amenities
and Place-Making



ticket and information kiosk placeholder

LED stylons - like on Euclid and 14th

wooden seats and tables like Santana Row

LED Video Stylon

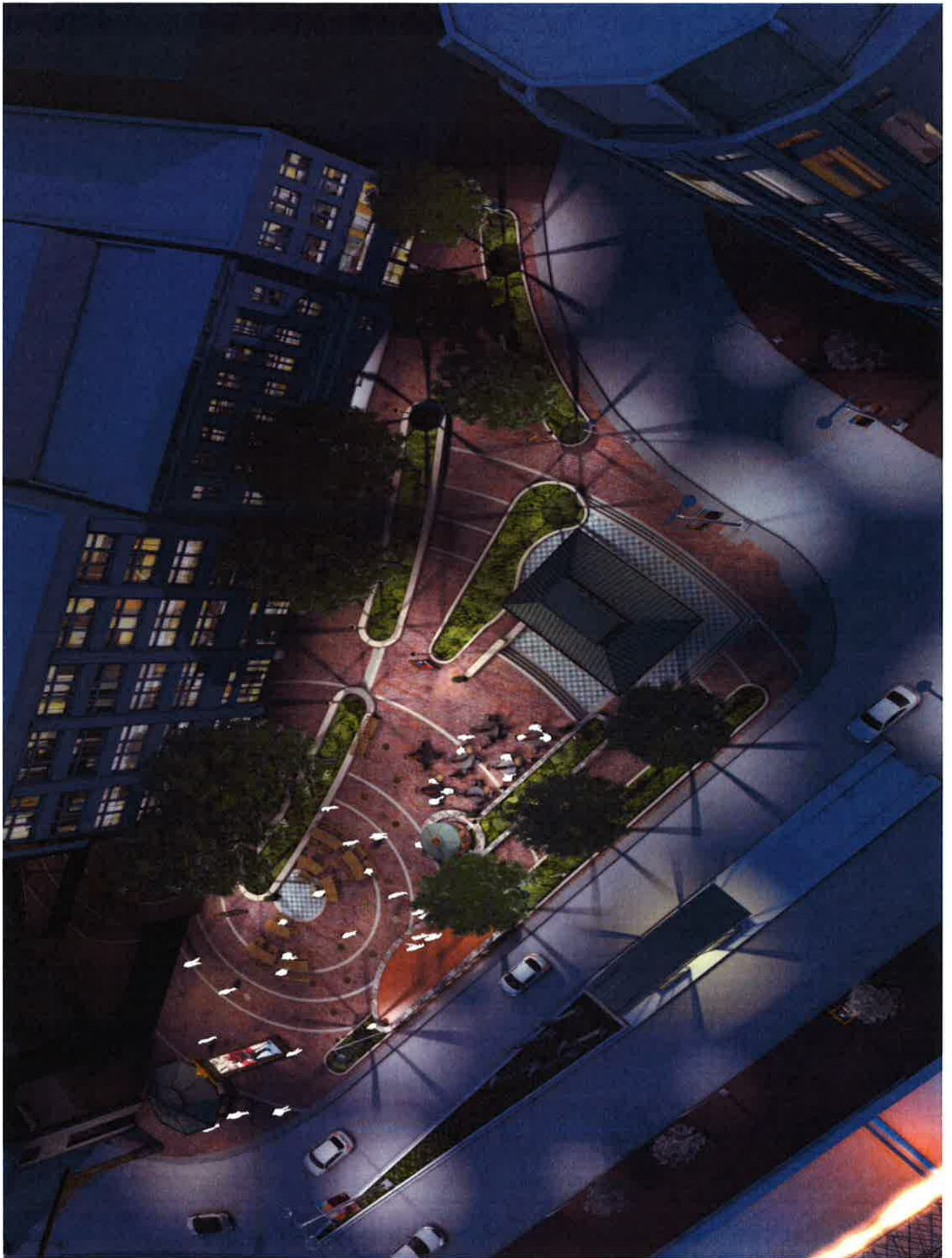
performance stage

fire pit - during opening hours

dining seats, tables, umbrellas

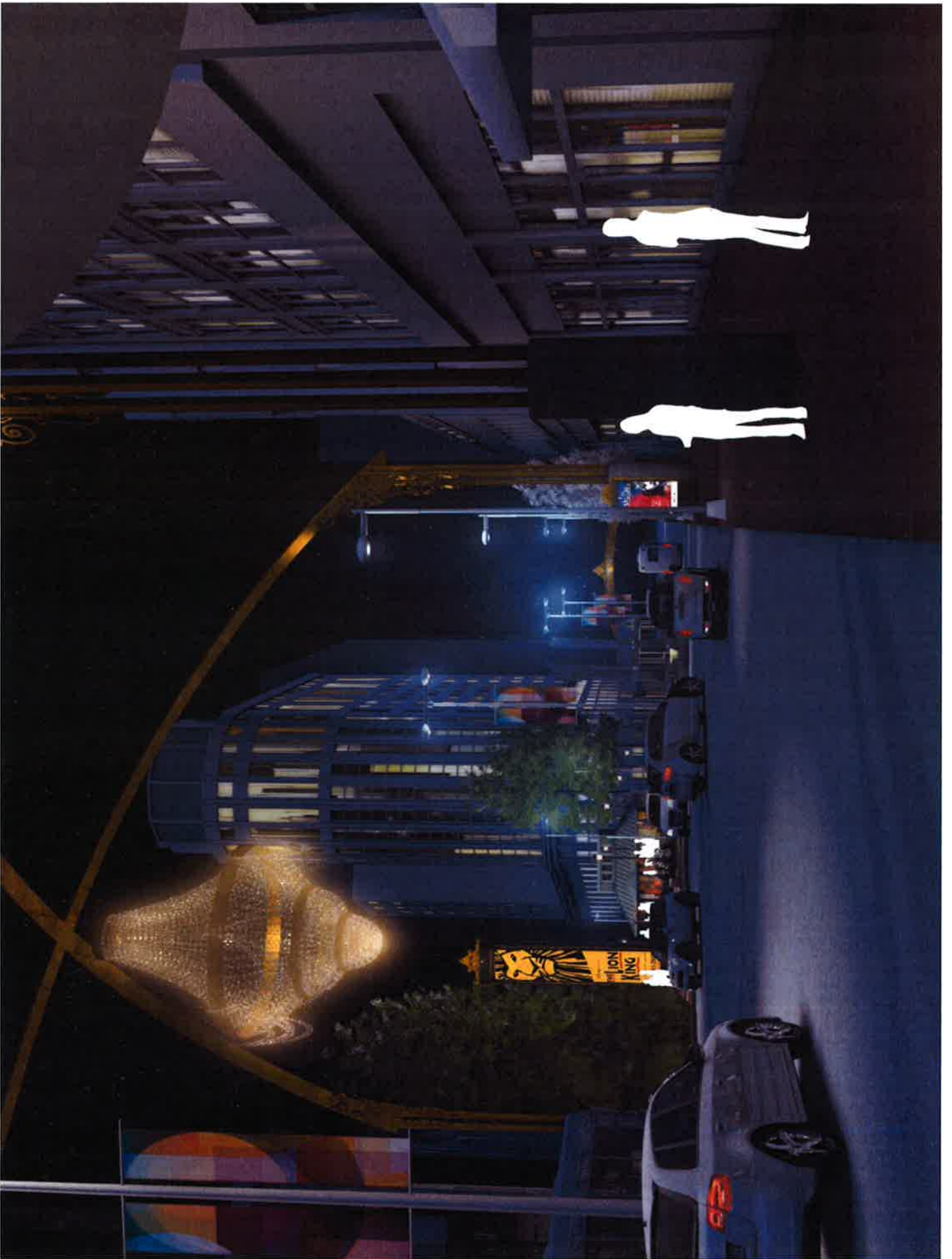
wine bar - take out cafe

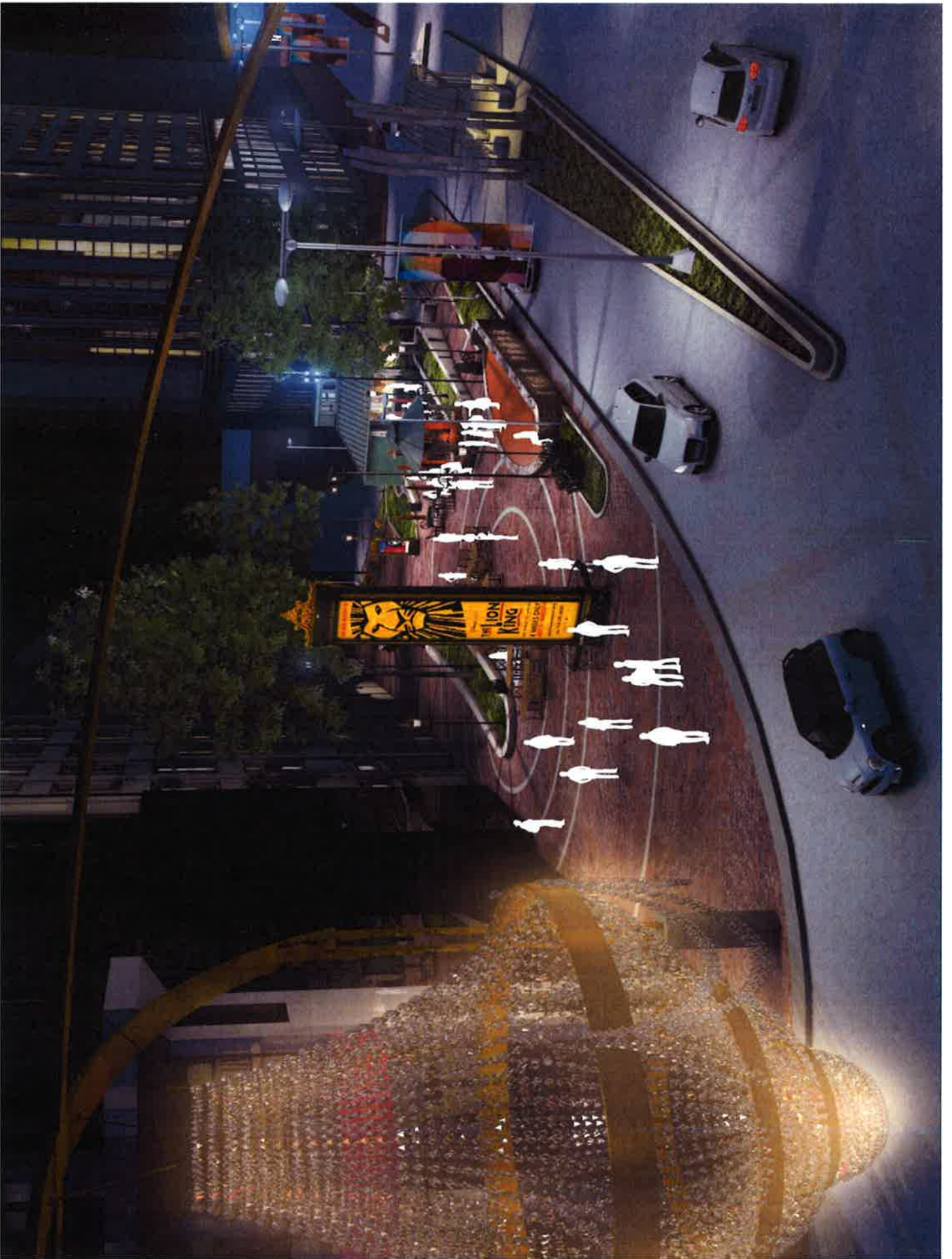
Bike Racks

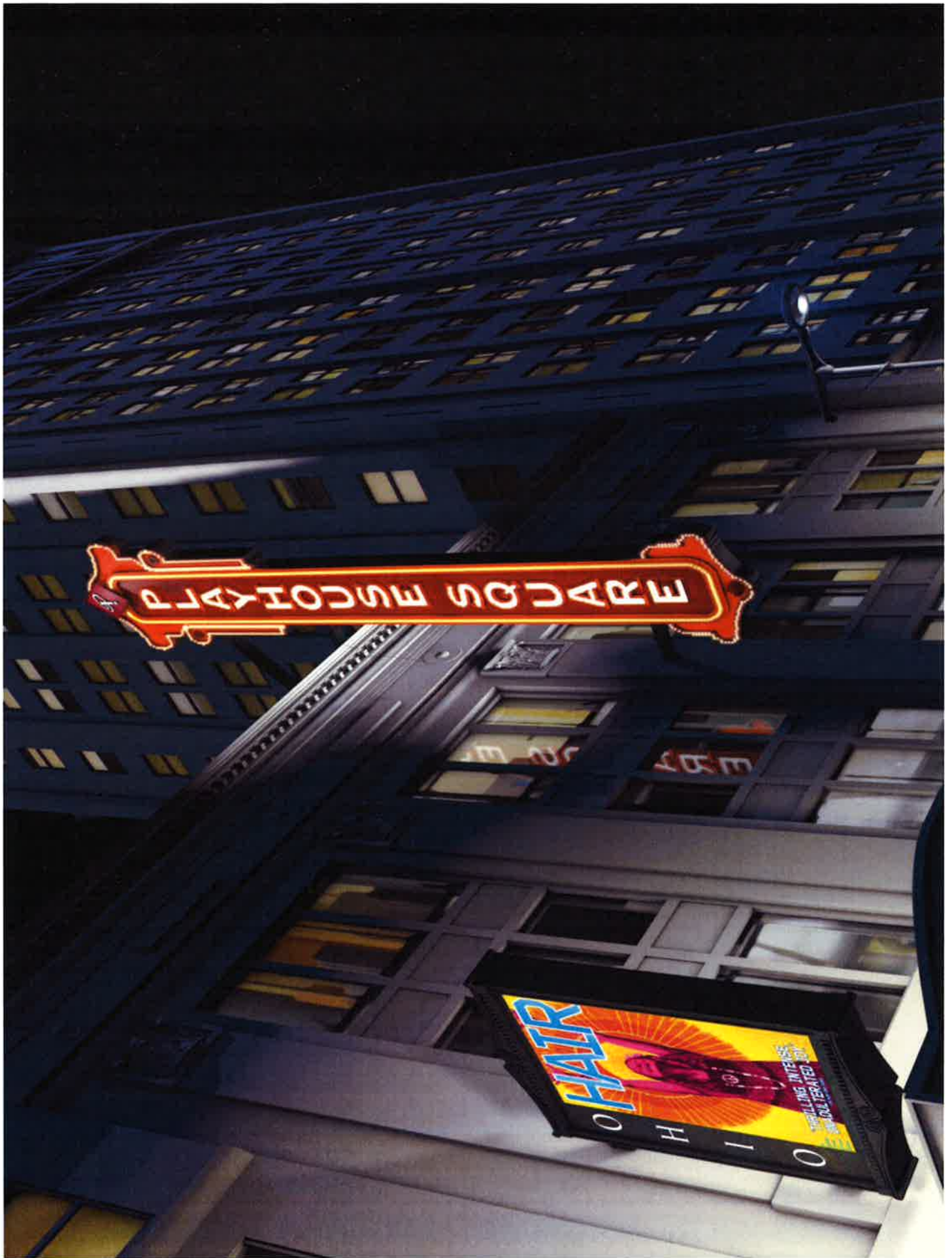


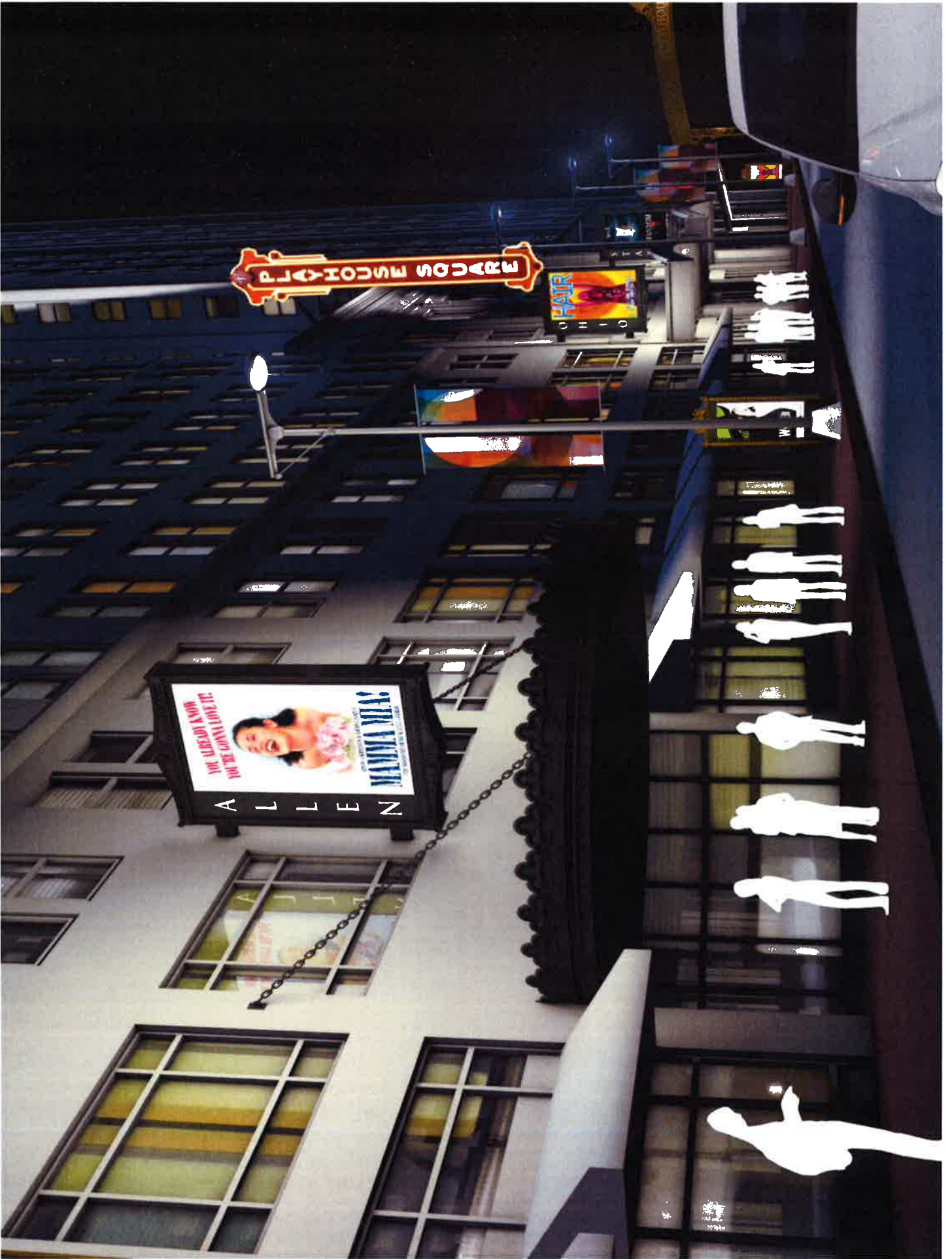












PLAYHOUSE SQUARE

PLAYHOUSE SQUARE CENTER

HAIR

PLAYHOUSE SQUARE

