

East 4th Street
Cleveland
Ohio





DowntownCleveland.com

The Terminal Tower
50 Public Square, Ste 825
Cleveland, OH 44113
P: 216.736.7799
F: 216.736.7792

BOARD OF DIRECTORS

John Ferchill*
Chairman
Jonathan Sandvick*
Vice Chairman
John F. Herrick*
Vice Chairman
Mark Stornes*
Treasurer
William Bolton*
Secretary
John Carney*
*Immediate Past
Chairman*

Thomas Adler*
TJ Asher
Terri Hamilton Brown
E.J. Burke
Jennifer Coleman
Art Falco*
Adam Fishman
David Goldberg*
David Hartt
Len Komoroski
Donna Luby
Ari Maron*
Douglas Miller*
Neil Mohny
Zachary Paris*
Jeanne Romanoff
Michael Swearengen
William West*
Eric Wobser

Allan Krulak
Director Emeritus

Joseph Marinucci
President & CEO

* Executive Committee Member

December 3, 2010

The Rudy Bruner Award for Urban Excellence
Bruner Foundation, Inc.
130 Prospect Street
Cambridge, MA 02139

To Whom it May Concern:

The Downtown Cleveland Alliance is pleased to submit the enclosed application for the 2011 Rudy Bruner Award for Urban Excellence.

On behalf of all those involved in bringing East 4th Street to fruition, we thank you in advance for your consideration of this project.

Should you have any questions or concerns during the review of our materials, please do not hesitate to contact me at 216-736-7799.

Thanks again.

Sincerely,

Joseph A. Marinucci
President

Cc: Laura Kushnick

2011 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. 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.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name _____ Location _____

Owner _____

Project Use(s) _____

Project Size _____ Total Development Cost _____

Annual Operating Budget (if appropriate) _____

Date Initiated _____ Percent Completed by December 1, 2010 _____

Project Completion Date (if appropriate) _____

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

Application submitted by:

Name _____ Title _____

Organization _____

Address 50 Public Square, Suite 825 _____ City/State/Zip _____

Telephone () _____ Fax () _____

E-mail _____ Weekend Contact Number (for notification): _____

Perspective Sheets:

Organization _____ Name _____ Telephone/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 Magazine Announcement Previous Selection Committee member Other (please specify)
 Professional Organization Previous RBA entrant Online Notice
 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 web sites, 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 _____

2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

Please answer questions in space provided. 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.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name _____

Address _____

City/State/ZIP _____

1. Give a brief overview of the project.

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.)

2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

Please answer questions in space provided. 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, significant trade-offs were required to implement the project?

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?

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. 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 who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	Thomas J. Yablonsky	Title	Executive Director
Organization	Historic Gateway Neighborhood Corporation	Telephone	(216) 771-1994
Address	812 Huron Road, #417	City/State/ZIP	Cleveland, OH 44115
Fax	(216) 771-8082	E-mail	tyablonsky@historicgateway.org

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	<i>Thomas J. Yablonsky</i>	Date	<i>12/1/10</i>
-----------	----------------------------	------	----------------

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

Historic Gateway Neighborhood's roles were numerous: (1) HGN funded the original master plan for East 4th Street and was the original advocate to save the street and get it listed as a local landmark district and National Register district. (2) HGN partnered in the funding and scope of the Cooper Carry plan. (3) HGN was involved in equity financing and holds three historic conservation easements in the plan area raising over \$15 million of equity. (4) HGN funded the marketing of the retail plan by Terremark at the ICSC Conference in Las Vegas the year the project vision was created. (5) HGN has been the conduit for numerous storefront projects. (6) HGN was a "gap" financier in the Pickwick & Frolic project.

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

The greatest difficulty was site control. Historically, after the street was saved from demolition there were anchor properties (owners) who blocked the unified vision of restoring the street. MRN Ltd. had the perseverance to work through the maze of ownership. The complexity of all the funding sources was another major issue. The need to implement a "unifying theme" for the regional market was also an issue, which was solved by creating the "Entertainment District" thriving there now, but MRN has successfully balanced this entertainment district use with residential use, making East 4th Street a true mixed-use neighborhood.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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

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

2011
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE



PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. 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 staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name	Debra M. Janik	Title	Sr. Vice President
Organization	Greater Cleveland Partnership	Telephone	(216) 592-2268
Address	100 Public Square, The Higbee Building	City/State/ZIP	Cleveland, OH 44114
Fax	(216) 592-2248	E-mail	djanik@gcpartnership.com

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 11/22/10

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).

Note: At the time this project was completed I was serving as the Chief of Staff to Mayor Jane L. Campbell of the City of Cleveland. All answers contained in this perspective reflect my work as the Chief of Staff to the Mayor from 2003-2005 and are not representative of the role of the Greater Cleveland Partnership except for answer #4.

The City of Cleveland played multiple roles in the development of the East 4th Street neighborhood. The Division of Engineering & Construction provided the project oversight for the complete reconstruction of East 4th Street. The City spent \$2.2 million on the reconstruction of the roadway and all utilities. The City established a tax-increment financing (TIF) district for the project area and issues a \$9.0 million, self-funded TIF bond for the project. The TIF was specifically for the construction of the House of Blues Restaurant & Entertainment venue - which at the time was only the 8th such venue in North America - and a 535-space parking facility located at 515 Euclid Avenue. The City provided low-interest subsidy loans and property tax abatement totalling several million dollars to multiple venues and multi-family housing facilities located in the project area. The City's Economic Development, Community Development, Building & Housing and City Planning departments all played critical roles in advancing the development of the project insuring appropriate compliance with all zoning and code requirements, property chain of title, community development plans and design review approval.

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?

The project benefit to the City was multifaceted, creating new jobs, serving as an entertainment destination designed to compliment the Gateway Sports complex (home to the Cleveland Indians and Cleveland Cavaliers), increase tourism (local and national) and eliminating blight resulting in new residential and commercial facilities.

Compromises were reached throughout every step of the project. If Developer requests for certain aspects of the project exceeded the normal scope provided by the City - private funding had to be identified. In turn - the public agency would identify other opportunities in the project in which City resources could be used in line with general operations.

Certain design aspects required compromise and creativity as it pertained to public access, vehicular traffic and emergency vehicle accessibility - the developer and City safety and service personnel met regularly to identify challenges and reach negotiated settlements that maintained the integrity of the project without compromising public safety, health and welfare.

Complicated financial structures were achieved by coordinating commercial lending requirements with civic and public funding resources insuring appropriate loan-to-value coverages and appropriate collateral for all lending parties including certain guarantees of both the developer and where appropriate tenants.

PUBLIC AGENCY PERSPECTIVE (CONT'D)

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

The East 4th Street neighborhood has had a significant impact on the City. The project infused new life into downtown Cleveland, serving as a "phoenix" of sorts, by creating a brand new multi-purpose neighborhood in the heart of our central business district. The project created hundreds of new job opportunities for Cleveland residents, serves as a regional entertainment draw for Northeast Ohio and beyond, is an established tourist destination, created 320 residential units resulting in more than 400 new constituents to the downtown district and boasts 220,000 square feet of retail, commercial and entertainment space.

The public resources provided for this development leveraged more than \$150 million of private investment along the 425-foot serpentine alley that is East 4th Street. The success of this neighborhood, once considered to be at risk, has been a key factor in the advancement of over 4 billion dollars of additional mixed use investment along the Euclid Corridor.

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?

This project absolutely resulted in a new model of public/private partnerships. The East 4th Street neighborhood was an all-inclusive project that went beyond the "traditional" public/private partnership. Key up-front civic investment from the Greater Cleveland Partnership's real estate affiliate Cleveland Development Advisors enabled the developer to gain site control of the investment area. A combination of public and civic resources including tax-increment financing, historic tax credits and new market tax credits attracted more commercial lenders interest and enhanced their ability to invest. The public transit investments are also keys to success.

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

The project is a significant success in virtually every aspect. It is not simply an entertainment district - but is a bona-fide urban residential community - with access to ever downtown attraction and amenity. The least successful aspect to date - which is due primarily to current market conditions - is the effort to increase home ownership in the district by converting rental units to for-sale units. The desire is to move the neighborhood from one primarily dominated by residential rental to home-owner occupied. However, it is because of these same market conditions that the project boasts an occupancy rate in excess of 95%.

2011
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE




DEVELOPER PERSPECTIVE

Please answer questions in space provided. 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	Ari Maron	Title	Partner
Organization	MRN Ltd.	Telephone (216)	696-6611
Address	629 Euclid Avenue	City/State/ZIP	Cleveland, OH 44114
Fax (216)	696-6669	E-mail	ajmaron@me.com

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 12/1/10

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

MRN Ltd. acts as developer, manager and property owner of the East 4th Street neighborhood. Over a nine-year period, from 1995-2004, MRN purchased 22 historic buildings encompassing East 4th from approximately 250 property owners. With support from the Historic Gateway Neighborhood Association, the Downtown Cleveland Alliance, the Greater Cleveland Partnership, the City of Cleveland and numerous banks, MRN implemented a historic renovation of East 4th which now includes 322 new market-rate apartments, a 400-car parking garage and 220,000 sq.ft. of entertainment, restaurant and retail destinations. With the help of designers Cooper Carry and Associates and City Architecture, MRN and the City of Cleveland rebuilt the East 4th right-of-way to enhance this new urban entertainment district, allowing for sidewalk cafes, street performances, festivals, and the installation of public art, which was commissioned from Cork Marcheschi. Over the last 15 years, with MRN's oversight, East 4th Street has been transformed from an area blighted by prostitution and drug activity into downtown Cleveland's premier mixed-use entertainment district.

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

The biggest trade-off for MRN Ltd. was our decision, made early on in the development process, not to contribute to urban sprawl by developing a greenfield in suburban Cleveland. Rather, MRN recognized that the future was in rediscovering and reinventing Cleveland's unique urban assets. This decision meant grappling with the challenges inherent in urban development such as obtaining site control, putting together creative financing structures, educating commercial tenants on urban business models, gaining public support, constructing new uses in historic structures, replacing old or outdated utilities, creative site planning and finding new solutions to marketing challenges. The East 4th project has been a success as a result of the commitment on the part of the development team and its partners who have persevered through challenges and met obstacles with creative new solutions.

As the project progressed, compromises in our creative design plans had to be made to ensure that the street would be approved by the Fire Department for safety and accessibility. Creative solutions were found to every problem from bollards to cafe seating to the strings of lights that make the East 4th nighttime streetscape so distinctive. One partner organization, ParkWorks, was especially diligent in their dealings with the fire department as they planned, raised funds for and implemented a greenery program for the street, coming up with solutions both unique and up to code.

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

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

2011
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE



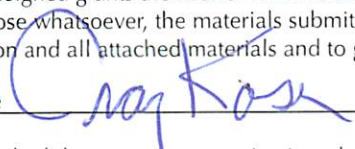
PROFESSIONAL CONSULTANT PERSPECTIVE

Please answer questions in space provided. 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 professional who worked as a consultant on the project providing services other than physical design or planning (e.g., legal services).

Name	Craig N. Kaser	Title	Partner
Organization	TerreMark Partners	Telephone	(770) 720-9001
Address	535 Chilhoe Drive	City/State/ZIP	Canton, GA 30115
Fax	(770) 720-9004	E-mail	cnkaser@terremarkpartners.com

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	11/12/2010
-----------	---	------	------------

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

TerreMark Partners was the retail consultant for East 4th Street. One of the project's successes is that it fills a retail and entertainment niche in downtown Cleveland and the surrounding market. TerreMark identified significant retail potential through proprietary modeling and research and established the "highest and best" use of the real estate. With new-to-the-market uses and unique local and regional retail, our focus was to create an authentic urban experience in a hip, go-to/be-seen place.

We collaborated with the owner, design team and marketing to intergrate the retail base, public space and leasing execution.

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

As a 30-year veteran in retail real estate, the transformation of East 4th Street in downtown Cleveland is one of the most successful I have seen. For years, most consumers steered clear of the multi-block area. In addition, whenever downtown Cleveland was mentioned to potential retailers, there was instant resistance.

Perception among national retailers was that Cleveland is one of the most undesirable second-tier markets in the U.S. From our point of view this was the biggest challenge of the project: getting quality retailers interested in Cleveland, and then getting them interested in a blighted area. We overcame this challenge in part by targeting successful local and regional retail and entertainment. Now there is a stimulating mix of local, regional and national shopping, dining and entertainment options for downtown consumers, and Cleveland has a successful development to show the next potential business.

Today the street is not only a hip attraction, it has been a catalyst for additional retail growth and increasing land values; we were able to increase the average rent rate in the area by 50%. Suburban consumers have embraced the environment and outside visitors now include East 4th Street as a "must see" in Downtown. In addition, the downtown work force now has a favorite watering hole. Consumers have embraced East 4th Street as an authentic street experience, unlike anything in the suburbs.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

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

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

2011
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE



ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. 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.

Name	Richard Flierl	Title	Principal
Organization	Cooper Carry	Telephone (949)	729-9801
Address	369 San Miguel Drive, Suite 100	City/State/ZIP	Newport Beach, CA 92660
Fax (949)	729-9803	E-mail	richardflierl@coopercarry.com

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.

The concept behind the renaissance of East 4th street centered around a revitalization strategy of incubating local talent, or Cleveland's Muses. The Street works in connection with the rest of Downtown Cleveland to celebrate Cleveland's industrial heritage. Downtown Cleveland is home to a remarkable collection of buildings, East 4th Street is no exception. These layers of industrial history allow for the building of a new city within the old. East 4th Street is a narrow quirky street and a vital connection between the shopping and transportation on Euclid Avenue. The Street is a link between Euclid Avenue and the major public events in Progressive Field and the Quicken Loans Arena. East 4th street is an ideal location for a collection of food and dining establishments that interweave with a concentration of entertainment venues. The Street became the location for the incorporation of national artist Cork Marcheschi's celebration of the rising Phoenix, and glass light columns. The paving materials are reminiscent of the historic brick cobble alleys of Cleveland's past. A curb-less street allows for free flow of pedestrians and an overall feeling of a narrow European plaza street.

Many of the historic buildings that line each side of the street rise to heights that exceed 5 stories, but rarely exceed 8 stories. Each of the buildings along the street have been renovated to provide housing and eyes on the street 24 hours a day.

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

The most important social and programmatic functions of the design center around the highlighting and incubation of local talent through business opportunities in the historic buildings and performance opportunities in the clubs and on the street.

The anchor for the street is the nationally recognized music venue, The House of Blues. This new club creates a vibrancy both interior and on the street with doors opening onto both Euclid Avenue and East 4th Street for club patrons to spill out and enliven the sidewalk experience. The sidewalk directly outside House of Blues on East 4th Street has been strategically widened through the subtle arcing of the roadway, allowing performing artists to come outside and play on the street. The House of Blues club is designed specifically for the East 4th Street/Euclid Avenue location with the intent to provide the Cleveland Vibe experience. The club will help to incubate local talent within the venue itself while highlighting touring national talent.

A locally owned comedy club, Pickwick and Frolic is a second anchor to the street along with a unique and site specific designed bowling alley/restaurant experience. East 4th Street and 3rd Street along the alley have become the hub for live music in downtown Cleveland.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

The street has been designed to accept traffic at certain times of the day to allow for a central evening-time valet drop off for all the street's venues, and to create a narrow public realm that offers a certain intimacy to pedestrian and outdoor dining crowd that is like no other in Cleveland today. The restaurants along the street celebrate local entrepreneurs with interesting interior experiences that spill out onto an unobstructed sidewalk that accepts the outdoor diner in comfortable, well lit and vibrant dining areas.

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

The initial challenge to the success of east 4th Street was the local retail economic condition of downtown Cleveland at the outset of the project. The success of downtown retail had suffered from time and activity gaps, gaps in pedestrian comfort, gaps connecting major destinations, and in some instances a lack of synergy. Streets like Euclid Avenue and East 4th Street offer direct solutions to some of these issues. The team worked diligently to develop a concept that would stimulate local and national investment in the leases along the street. By focusing on local talent and entrepreneurs, and designing a street scene with an eye towards the Cleveland Vibe, the initial success came from within the market and will be supported long term by locals in the market.

The second challenge to the success of East 4th Street is the winter weather in Cleveland the icy conditions of a street in downtown Cleveland. The team worked to develop a lighting scheme that would provide a sense of warmth on cold grey evenings. The design team worked with the City of Cleveland to include heating elements under the pavers to allow for the street to remain clear of ice during the winter months. The desire is to engage pedestrians in a vibrancy that encourages the use of the exterior environment through all seasons in Cleveland. Artists have worked closely with the design team to incorporate seasonal pieces that celebrate all four seasonal weather conditions and the beauty of each.

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

The design of East 4th Street embraces all that the urban context has to provide. With an existing fabric of turn-of-the-century buildings, authentic masonry detailing, large storefront windows, continuous storefront facades at street level, and a commitment to historic preservation, the design of the street has great "bones" to work from. East 4th Street is one block long, has a terminus vista of the Cleveland Arcade at Euclid Avenue on one end, with the excitement and draw of professional sports venues on the other. The street is uncharacteristically narrow in cross section allowing for a height to width ratio between the height of the building edge to the width of the street to provide an intimacy between storefronts like no other.

The design team worked to embrace all that is great about the character and feeling of downtown Cleveland. The interaction along a street lined with restaurants, clubs, music venues, and boutique retail that has been milled from the local entrepreneurial atmosphere of Cleveland has been amplified by the restraint and care taken by the design team, allowing the activities on the street to be unimpeded by overly designed and obstructive design elements. The design team took great care to develop a street scene that would allow every day to be a new experience of additive and subtractive elements over time.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

Please answer questions in space provided. 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.

Name	Ann Zoller	Title	Executive Director
Organization	ParkWorks	Telephone (216)	696-2122 x111
Address	1422 Euclid Avenue, Suite 733	City/State/ZIP	Cleveland, OH 44115
Fax (216)	696-2326	E-mail	azoller@parkworks.org

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

11-29-10

1. What role did you play in the development of this project?

In just a few years, the East 4th Street neighborhood has quickly become an anchor of downtown's burgeoning residential and social life. ParkWorks, working in partnership with developer MRN, Ltd. managed the installation of more than 100 baskets and containers of landscaping that help to mark the street as the most vibrant pedestrian way in the city. Together with McKnight & Associates, a design was developed that not only showcases the liveliness of this downtown neighborhood, but that also draws attention to the street's many attractions. Strategically located planters, banners and eye-catching greenery exemplify East 4th Street's importance as the center of downtown Cleveland's urban renaissance. ParkWorks raised the \$130,000 necessary for this project in thirty days - receiving a commitment for half of the total project's support from MRN, Ltd. and a \$40,000 commitment from Medical Mutual of Ohio whose headquarters is located close by. ParkWorks approached medical Mutual knowing that this type of work was attractive to the company and proposing that in exchange, Medical Mutual employees would be given the same type of benefits from East 4th Street merchants that residents of the street receive. These negotiations helped secure financial support and provided the Medical Mutual staff with a sense of pride and ownership in the project.

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

The redevelopment of East 4th Street as a whole is a collaborative effort. The real estate and commercial portions were expertly crafted by MRN, Ltd and their development partners. This landscaping design was created in an effort to provide residents and visitors with a sense of place and to offer a greenscape that made East 4th Street feel welcoming and vibrant.

This small street is home to more than 500 Clevelanders living in over 120 residential units. Thirteen dining and entertainment venues host thousands of people each day. The importance of this street to the overall revitalization of downtown is evident. While small in scale, ParkWorks was delighted to lead such a special effort that adds to the success of this thriving section of downtown.

The street was functional before the plant materials, planters and public art was installed. With the implementation of this plantscape, East 4th Street now feels more beautiful and inviting. This gives residents a sense of ownership and of pride and gives visitors a sense of investment and energy.

OTHER PERSPECTIVE (CONT'D)

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

While a wholly collaborative effort, this project did require negotiation on the bureaucratic side to ensure that the City and its departments were most comfortable with ParkWorks' design. From a practical perspective, the City of Cleveland Fire Department needed to feel that access issues were addressed in the long-term. East 4th Street is a narrow thoroughway and any obstructions, moveable or not, must be approved by the Fire Department. ParkWorks worked diligently with fire officials to make certain the project addressed all of their access needs and concerns.

The benefit of these conversations was the relationship and understanding ParkWorks built with the Fire Department. The project was given the go ahead and currently adheres to all Fire Department safety guidelines.

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

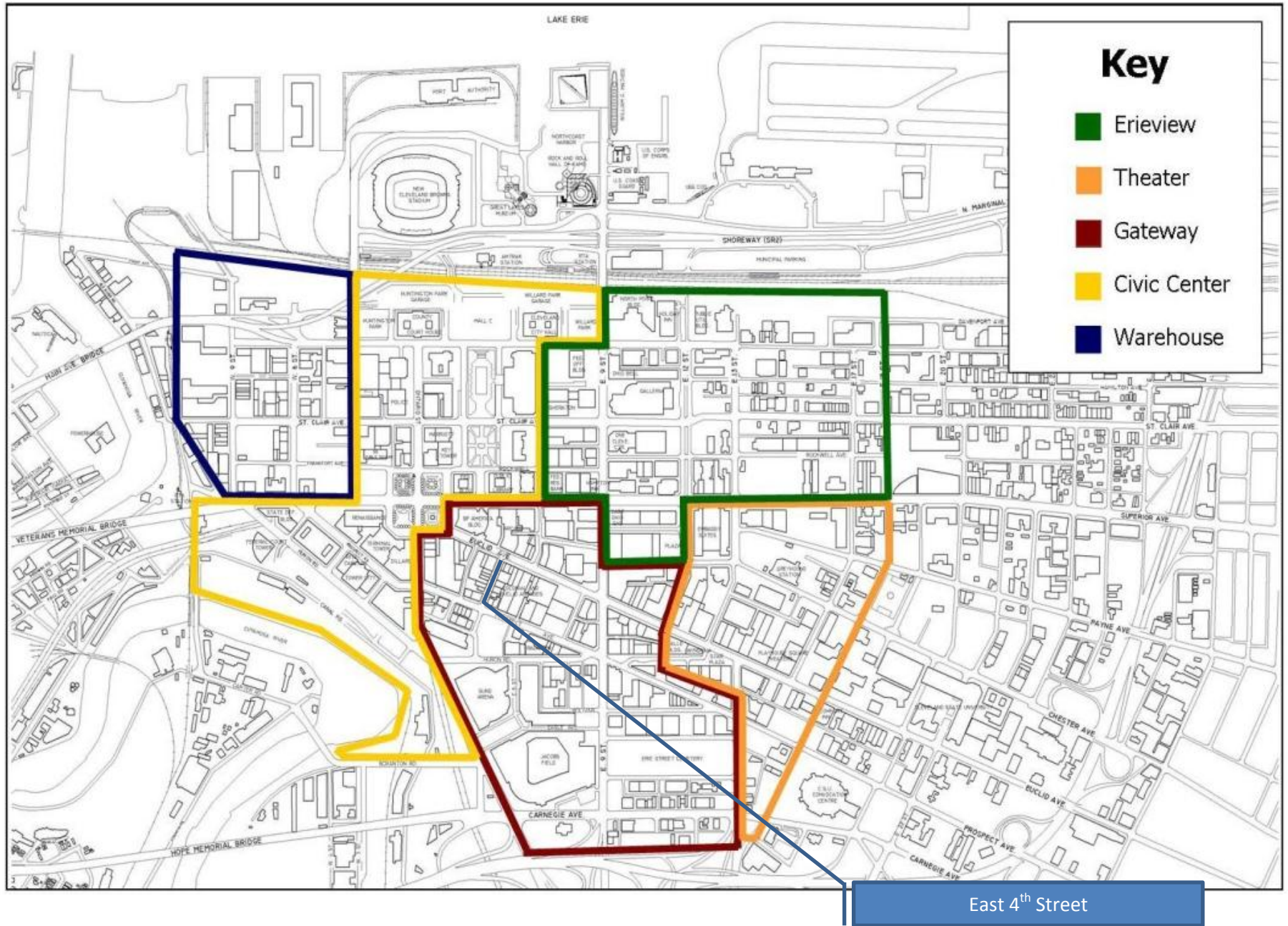
The most successful aspect of the project is immediately apparent when one arrives at East 4th Street. The street appears lush, green and charming. The streetscape, in its design, can be appreciated during daylight and at night and, with winter plantings, can be enjoyed year-round. The careful design and plant selection was fundamental to that visual accomplishment.

This project has already received accolades. The streetscape for East 4th Street won a Downtown Development Award in 2009, an award given in conjunction with the Ruth Ratner Miller Award on behalf of the Downtown Cleveland Alliance. The Downtown Development Awards recognize notable real estate projects that help to shape downtown neighborhoods. Additionally, the project was featured in *The Plain Dealer* in July 2009. Visitors and merchants alike praised the project and its vibrant contribution to the street as a whole.

The inclusion of Medical Mutual of Ohio staff in the project was also a great success. The street can only be successful if the businesses thrive and using this streetscape as a means to invite employees of Medical Mutual to East 4th Street (both during and after work) is key in the overall health of this project.

ParkWorks' current challenge is to continue raising funds for the project's seasonally revolving planters. This organization was able to initiate and fundraise for this project in a short period of time. The continued success of the East 4th Street plantings will rely upon continued investment from project partners and beyond. ParkWorks is up to the challenge of raising continued support and seeking new and innovative ways to fund this very important streetscape.

Downtown Cleveland | District Map



Downtown Cleveland, Ohio



East 4th Street



Public Square



Gateway Sports Complex



Warehouse District - activity hub



Euclid Corridor



East 4th Street, Cleveland, OH



looking south



looking north

Windsor Block

Corner of
East 4th Street and Euclid Avenue

BEFORE



AFTER



And TODAY!



East 4th Street

looking north
to Euclid Avenue

BEFORE



And AFTER!



East 4th Street's Light Sculptures by Cork Marcheschi

Unique illuminated pillars add interest to the streetscape

Day and Night



Selected Press Clippings from the Cleveland Plain Dealer

1. April 9, 2010: *Human body exhibit coming to Cleveland's East Fourth Street entertainment district in June.*
2. May 17, 2009: *East Fourth Street entertainment renaissance blossoms.*
3. July 31, 2008: *East Fourth Street project brings an urban garden to chic night spot.*
4. August 31, 2006: *East Fourth's menu: 5 new eateries.*
5. December 15, 2002: *Cleveland's quiet developer is Waking up E. 4th St.*
6. July 5, 2000: *Gateway hinges on E. 4th St. plan.*
7. April 7, 1996: *Buckeye Building a big hit.*



Human body exhibit coming to Cleveland's East Fourth Street entertainment district in June

Published: Friday, April 09, 2010, 2:01 AM Updated: Friday, April 09, 2010, 8:57 AM

Michelle Jarboe, The Plain Dealer

Michelle Jarboe, The Plain Dealer



View full size Premier Exhibitions Inc. "BODIES . . . The Exhibition," which features preserved bodies like this dart thrower, will open in June in a space along downtown Cleveland's East Fourth Street. CLEVELAND, Ohio -- The newest tenant on East Fourth Street won't be searing steaks, frying *frites* or dishing out duck breast.

Rather, this upcoming addition to downtown Cleveland's restaurant row aims to serve up a meal for the mind.

Premier Exhibitions Inc. has signed a deal to bring an educational showcase about the human body to East Fourth and Euclid Avenue. "BODIES . . . The Exhibition" will open June 5 and run through October in a ground-floor space across from the Corner Alley.

Premier, a publicly traded company based in Atlanta, has started construction for its 14,000-square-foot exhibition, which will feature real bodies that have been dissected and preserved. The company is one of several players in the body-show business. The last such display in Cleveland was in 2005, when a competing show called "Body Worlds 2" spent five months at the Great Lakes Science Center and attracted 270,000 visitors.

These popular body exhibitions have caused controversy over the source of the bodies, how they're preserved and the idea of putting human remains on display to make a profit. The remains in the "BODIES" show come from Dalian Medical University Plastination Laboratories in China.

The bodies have been preserved through a process in which the water and fat are replaced with acetone, then silicone. The exhibits also includes organs, body parts and displays about the skeletal, muscular, reproductive, respiratory and circulatory systems.

About the exhibition

Starting June 5, "BODIES" will be open from 10 a.m. to 8 p.m. Sundays through Thursdays and from 10 a.m. to 10 p.m. on Fridays and Saturdays. Tickets will be \$22 for adults and \$14 for children ages 3 to 12, though a variety of discounts are available. For more information, visit

BodiesCleveland.com.

"This exhibit is really about the human body, the beauty and complexity of it," said John Zaller, a Cleveland Heights native and Premier's vice president for creative and design. "We create an environment in which people can learn more about their bodies, in a way that answers their questions and helps them understand how they can take a larger role in taking care of their bodies."

Zaller said Premier chose to bring "BODIES" to East Fourth because of the street's central location and historic buildings. The exhibition space, once occupied by a sandwich shop and clothing stores, sits next to the House of Blues, a few steps from major restaurants and a short walk from Progressive Field, Tower City and downtown office towers.

"We felt that this was the right time for us to be in Cleveland," Zaller said. "It's a great time of the year downtown, there's a lot of activity there, and an exhibit of this type has not been in the market for five years."

"I'm aware of what a gem Cleveland is, so I'm really excited to bring this exhibition to my city."

East Fourth developer and landlord Ari Maron said the "BODIES" show will be a destination. A temporary exhibition is a new type of tenant for the restaurant-dominated street, but Maron said "BODIES" fits with his family's goal of attracting "world-class" occupants of any type.

"It's a great opportunity to bring people downtown and have them visit lower Euclid and have them visit East Fourth Street," said Joe Marinucci, president and chief executive officer of the Downtown Cleveland Alliance.

© 2010 cleveland.com. All rights reserved.

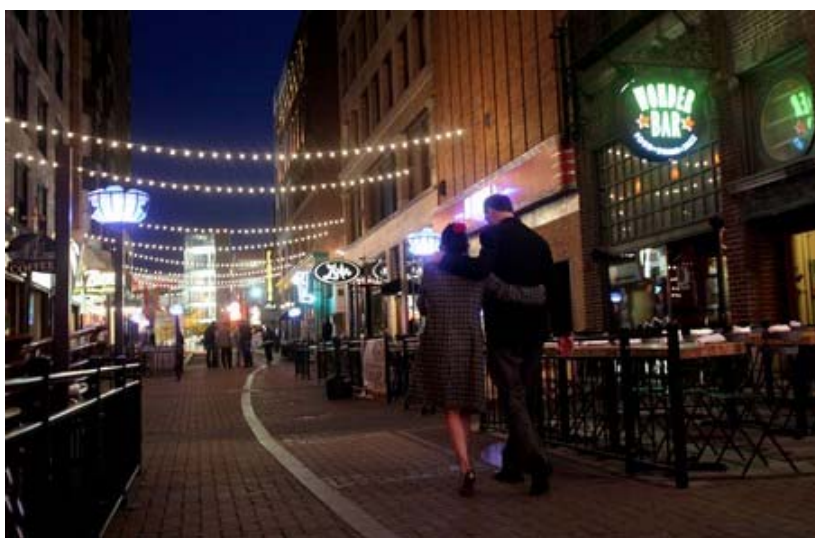


East Fourth Street entertainment renaissance blossoms

Published: Sunday, May 17, 2009, 12:01 AM Updated: Sunday, May 17, 2009, 7:57 AM



John Petkovic, The Plain Dealer



Tracy Bouliin/The Plain Dealer

The nightlife and dining scene around East Fourth Street attracts smartly dressed crowds, many of which once swore off coming to downtown.

When Nick Kostis dreamed of bringing a classy night on the town to Cleveland's East Fourth Street, the classiest thing going was a triple cheeseburger. There were wig shops. Pawn shops. And, yes, a Wendy's on the corner.

But East Fourth offered something more: personality, geography, hospitality.

The buildings and quaint storefronts made it feel like something out of an old movie. It connects Prospect and Euclid avenues. And most of all, the 40-foot-wide-by-425-foot-long street makes for a cozy yet buzzing walkway.

"If we did it right, I knew we could make this into a destination," says Kostis, who opened his \$4.5 million Pickwick & Frolic comedy club and restaurant in 2002. "But more than that, it could be a community in the heart of the city."

Six-plus years after the flagship attraction opened, East Fourth has become just that -- because, in the eyes of many observers, they did it right.

The street is the jewel of Cleveland's entertainment district, boasting a diverse mix of apartments, restaurants and clubs that star top-shelf performers, chefs and themes. Chrissie Hynde at House of Blues. David Brenner at Pickwick. Chef Michael Symon at Lola.

Proving that if you elevate the venue, you'll draw an elevated audience, East Fourth attracts smartly dressed crowds, many of which once swore off coming to downtown. There likely will be more in the coming weeks, with the Cavaliers headed to the NBA Eastern Conference finals and the weather breaking for baseball. And, with its lights, activity and close-knit tenants, the manageable street allays fears of unruliness.

"East Fourth isn't a row of bars that brings in drunks and troublemakers," says Kostis. "This is a neighborhood with a vision."

Breaking away from development formula

The vision began in 1995, when real estate developer MRN Ltd. started converting the historic buildings that line the street. The idea was to create a tight strip of restaurants and clubs that dovetailed with one another, but also with a national demographic trend.

"Our research showed that people looking for an urban fabric tend to be upwardly mobile professionals and empty nesters," says MRN partner Ari Maron. "The idea was to create an area they'd want to live in or enjoy coming to."

A tough task, but one far easier than East Fourth's predecessors experienced.

The rise of entertainment districts follows an unruly formula. It begins with a neighborhood that's a bit rough around the edges.

Then developers move in. Then come the bars. The clubs. The crowds.

And then the noise and unruliness, if things go awry -- as they did in the Flats.

"We had the advent of Disneyland with the Flats," says Kostis, who opened a short-lived bar there called the Village. "You had a row of barrooms, and the crowds skewed younger and more raucous, which scared away other patrons."

It's those "others" that became the backbone of the Warehouse District -- thanks in part to Kostis, whose Hilarities Comedy Club

became a pioneer in the neighborhood in the 1980s.

"The Warehouse District raised the bar by establishing fine dining as part of the going-out experience," says Kostis. "It showed that you could include more than just bars to the mix, and people responded."

So much so that the Warehouse District supplanted the Flats. Crowds migrated from Old River Road to West Sixth Street -- in big numbers.

Too big for Kostis, who imagined another kind of entertainment district -- one Cleveland has not seen since such clubs as the Theatrical held sway on Short Vincent Avenue.

In the 1960s, the Short Vincent district brought characters of all sorts to the compact downtown street. Yes, those were different times for Cleveland, but Kostis and Maron saw it as a template for East Fourth.

James Owens/The Plain Dealer

The dream? Create a pedestrian-friendly hub of hustle and bustle. Attract a diverse mix of businesses that would draw a broad demographic. And convince suburbanites that, yes, downtown is not only exciting again, but also safe.

Making it a reality required research, not to mention thousands of frequent-flier miles.

"I took trips to Baltimore, Denver, Portland, San Diego, even Switzerland, to see what worked in other places," says Maron. "We weren't just building clubs, we needed to create a 'public space.' "

In other words, a brick road that conveys "walkable." Lights strung across the street to connote "lively." Broad sidewalks that say "alfresco."

In other words, an easy-to-get-to/easy-to-enjoy living, breathing community, says Hilary Terrano, a bartender at La Strada, an East Fourth Mediterranean-themed restaurant.

"There's always something going on, whether it's a game at The Q or a concert at the House of Blues or people just barhopping," says Terrano, 34, from Northfield. "And with valet parking, you can just drive up and leave your car, get out and be part of the crowd."

With just one developer, plan stays focused

Multiple entry points and the activity they breed are keys to creating a community, says Chris Warren, chief of regional development for the city of Cleveland.

"In this day and age, people desire an exciting street life," says Warren. "We needed to create an infrastructure to have that."

Warren estimates the city has invested more than \$10 million to create that infrastructure -- among street improvements, beautification projects and direct loans and tax credits to operators on East Fourth.

But what is a destination without the attractions?

Other entertainment districts have sprawled and spiraled into fast, wild growth -- thanks to multiple developers trying to siphon crowds off from competitors by copying what they're doing. East Fourth has enjoyed a steady, planned build-out that stresses

diverse businesses because it has the luxury of having one developer, MRN.

(The latest tenant is rumored to be a spot by pioneering restaurateur Zack Bruell, owner of Table 45, Parallax and L'Albatros. Bruell would not comment for this story.)

"A lot of places want to rent in the area," says Maron. "But we've sought out tenants that would complement one another and the target audience."

The trick is to have tenants with overlapping appeal.

"They all do their own thing," says Maron. "Zocalo does Mexican, Saigon does Asian, Lola is high-end dining, House of Blues brings in a wide array of concerts."

It's that variety that sold restaurateur Terry Tarantino on East Fourth. In October, the owner of Little Italy's La Dolce Vita opened La Strada on the street.

"I wanted to do something ambitious," says Tarantino. "And I couldn't think of anywhere better than next to a world-class restaurant like Lola."

Easier said than done: Tarantino dreamed of mixing the style of a Fellini movie with an eatery that he says looks and feels like "Turkey at dusk."

The balcony, lighting and projected films on the wall make for a surreal night on the town. A little less so because of East Fourth.

"There was a time, two decades ago, when cappuccino and espresso were seen as exotic," says Tarantino. "But tastes have become much more sophisticated. I couldn't imagine doing something like this anywhere else except on East Fourth; it's raised the bar on the going-out experience."

Businesses fighting poor economy

But will a sagging economy and continuing credit crunch numb those taste buds and, in the process, hurt East Fourth?

Warren reels off a number of issues confronting downtown nightlife: the need for more residents, parking and retail -- not to mention dealing with declining office rentals, especially in the wake of the National City sale to Pittsburgh-based PNC Bank.

"The worldwide economic crisis is hitting everything," says Warren. "But with East Fourth, we have local, independent operators who are less leveraged and less dependent on larger economic forces."

"A corporation based in New York might close a place in a difficult economy, but a guy like Nick Kostis is fighting to keep the heart of the city beating," he adds. "If people like him survive, downtown will not only survive, but grow."

The growth might be slow, one step and storefront at a time. But the little street that could has already spilled out onto the avenue once written off as dead.

Since opening in September, Cadillac Ranch -- a sprawling, 24,000-square-foot space with nine full-service bars -- has drawn throngs and new life where there was none, in the old May Co. location on Euclid Avenue.

Such a concept in such a spot would've seemed like a pipe dream before East Fourth.

It all makes sense now to Howard Schneider, a 45-year-old financial assistant from Chagrin Falls.

Schneider stopped in for a beer and to watch a Cavaliers game while waiting for his 11-year-old daughter, who was attending a concert at the House of Blues.

"I rarely come downtown to go out, but when I do, it's to East Fourth," says Schneider. "There's so much variety, so many choices, so much continuity -- and it's all here, within two city blocks."

Becoming part of that diverse yet tight-knit community inspired Jonathon Sawyer to settle on East Fourth, where he opened the Greenhouse Tavern last month.

"This is a truly modern entertainment district central to people from the East Side, West Side and south suburbs," says Sawyer, who moved back to town from New York in 2006 to open Bar Cento on West 25th Street. "More than that, it's a tight-knit scene, where the people really care about what happens to their city."

Sawyer sees the scene as a part of a larger plan: to connect downtown entertainment districts that have thus far existed as isolated enclaves.

"The Warehouse District is only a few blocks away," says Sawyer. "If we can maintain, police and develop the areas in between, there's no reason we can't have people walking from one area to another."

A far-away goal perhaps -- but as foot traffic between East Fourth and Cadillac Ranch has shown, the plan is reclaiming pieces of sidewalk, step by step.

© 2010 cleveland.com. All rights reserved.



Everything Cleveland

East Fourth Street project brings an urban garden to chic night spot

Published: Thursday, July 31, 2008, 7:57 AM Updated: Thursday, July 31, 2008, 10:43 AM



Roxanne Washington, The Plain Dealer



Peggy Turbett/The Plain Dealer East Fourth Street

is not just a place to party and dine al fresco. It also is a treat for the eyes, thanks to a \$130,000 urban garden.

East Fourth Street, one of downtown Cleveland's trendiest spots for dining and live entertainment, has a new look.

The industrial-gone-chic atmosphere remains, and patrons are as smartly dressed as ever. But once you turn onto the **brief-but-busy street** that links Prospect and Euclid avenues, you get an eyeful of flowers.

Lots of them.

"The flowers make this street much more inviting," said Carrie Neale, manager of **Lola Bistro**. "People get to enjoy flowers in an urban setting."

"The flowers make the street feel very vibrant," agreed Ken Ho, who owns **Salgon Restaurant & Bar** with Danny Nguyen. "People enjoy settling down outside even more with the flowers around them."

From one end of the street to the other, white and purple petunias fill sleek copper sconces mounted on brick walls. A mixture of moonflower vine, gloriosa daisies, sweet alyssum and other flowers cascade from tall plant stands and sway in the breeze.

"We wanted to plant things that would have an immediate impact," landscape architect Jim McKnight of **McKnight & Associates** said of the \$130,000 urban garden.

This unusual blend of eateries, bars and botanicals was a collaboration among McKnight's firm; nearby **Medical Mutual of Ohio**; East Fourth Street developer MRN Ltd.; and ParkWorks.

Medical Mutual pitched in \$40,000. The project received \$15,000 from the city of Cleveland through its Neighborhood Retail Association Program. The remaining money came from MRN, a development firm that specializes in urban projects, and merchants.

ParkWorks, an organization that promotes neighborhood and downtown revitalization, will remove the spent flowers and add new varieties. Volunteers for the **Downtown Cleveland Alliance** will water the plants.

East Fourth Street has about eight restaurants and clubs. But not everybody comes to the spot for fun and then leaves.

"By the end of this year, an estimated 500 Clevelanders will call this trendy neighborhood home," said Ari Maron of MRN, which manages some of the housing in the area. "This is for the residents, too."

Said Jared Chaney, Medical Mutual executive vice president: "We're proud of our neighborhood and our contribution is an investment in our own back yard. To the east of our Cleveland headquarters is Huron Point Park, which we invested in a few years ago. To our west is East Fourth Street, which enhances the appearance of our neighborhood for the enjoyment of our employees."

Nick Kostis, owner of **Pickwick & Frolic**, thinks it's great that Cleveland's movers and shakers realize the impact of flowers on an urban street.

"It has created a unique setting in this city," he said. "It just warms things up. This is done elsewhere [other cities]. That it has come to Cleveland is wonderful."

© 2010 cleveland.com. All rights reserved.

2010 list of East 4th Street Establishments

BODIES...The Exhibition

340 Euclid Avenue

provides an intimate and informative view into the human body. Using an innovative preservation process, the Exhibition allows you to see and celebrate your body's inner beauty in ways you never dreamed possible.

Chinato

2079 E.4th

An old-meets-new Italian culinary concept on Cleveland's East Fourth Street. Chinato, named after a flavorful Italian after-dinner wine enriched with herbs, spices and Cinchona bark, is Zach Bruell's fourth restaurant within the city of Cleveland.

Corner Alley Bar & Grill

402 Euclid Ave

Located at the corner of Euclid and E.4th. 11 bowling lanes, full-service martini bar and American restaurant.

Erie Island Coffee Co

2057 E 4th St

Coffee roasted to perfection, signature parfait smoothies and a variety of light eats.

Flannery's Pub

323 Prospect Ave E

Irish pub renowned for pouring a perfect pint and serving up great comfort food.

Greenhouse Tavern

2038 E.4th

Created by local chef Jonathan Sawyer, Greenhouse is the state's first certified green restaurant.

Harry Buffalo

2120 E.4th Street

Sports bar located directly north of Quicken Loans arena featuring casual pub fare

House of Blues

308 Euclid Avenue (Restaurant entrance off E.4th) Southern-style cuisine open for lunch and dinner seven days a week. HOB also boasts an impressive concert schedule offering a wide variety of musical entertainment.

La Strada

2050 E.4th Street

A Mediterranean bistro inspired by Italian, Turkish, Albanian, Moroccan, Spanish and Greek kitchens.

Lola Bistro

2058 E.4th St.

Nationally recognized chef Michael Symon's American bistro with midwestern twists and turns using only locally grown and raised organic meats and produce

Pickwick & Frolic Restaurant and Club

2035 E 4th St

A unique dining and entertainment venue featuring a 185 seat restaurant, a 125 seat cabaret, a martini bar and a 400 seat theatre offering the best in live stand-up comedy.

Saigon

2061 E 4th St

A creative mix of Vietnamese with some hints of influence from China, Thailand and France, Saigon is on the cutting edge of Cleveland's ethnic cuisine.

Wonder Bar

2044 East 4th Street

A cozy, upscale neighborhood bar with a nice selection of tapas, salads and sandwiches.

Zocalo Mexican Grill and Tequileria

2071 E 4th St

Cuisine from the different regions of Mexico served with the largest selection of tequilas, Mexican beers and margaritas around.

4TH STREET

BAR & GRILL



East Fourth Neighborhood
Your Downtown Destination

S O U L O F T H E C I T Y

EAST FOURTH NEIGHBORHOOD



Photo by Eric Mull

SPONSORED BY **National City**
Supplement to *Cleveland Magazine*

National City Bank Lends a Helping Hand to East 4th Street

by Elise Franco

The revitalization of East 4th Street in downtown Cleveland has been a step in the right direction of revitalization for the entire city, and National City has been there for every moment of it.

National City was the first financial services company to create a Community Development Corporation. Since its inception in the late 1980s, National City and the National City community development corporation (NCCDC) have been investing in Cleveland neighborhoods. And it was no surprise when members took interest in the East Fourth Neighborhood project.

Michael Taylor, president of National City Community Development Corporation, says the involvement in the project has helped raise the quality level of the area, which creates jobs and adds to the overall tax base of the city.

"It's about assisting in revitalizing an area of the city that has sat dormant for many years," he says. "We've been able to bring more individuals to live in the downtown area overall."

India Pierce Lee, program director for the Cleveland Foundation and Board Member of NCCDC, says the East Fourth Neighborhood project was also innovative.

"There were some ideas about how to create an urban living corridor and doing something to attract people downtown through East 4th," she says. "National City wanted to be at the forefront of that."

Taylor says the thought was to add a new entertainment district to the city, which benefits all of Cleveland.

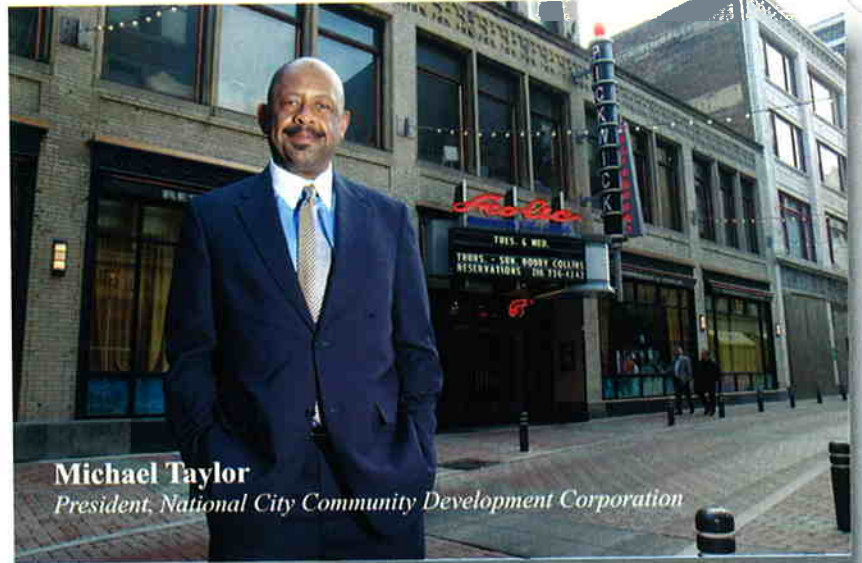
"It will draw more people in to benefit from the various venues we have downtown," he says. "By having these opportunities present in East Fourth Neighborhood, it will help in spurring more of the same opportunities in other areas."

And it will help keep young professionals in the area, says Lee.

"We want to keep them here in Cleveland and in Northeast Ohio so they don't have to leave the area to have a good time," Lee says. "A lot of professionals want an urban environment, so that's what we're helping to give them."

National City's investments allow developers to make the project more affordable and give the company the chance to act as a catalyst to help revitalize the rest of downtown Cleveland.

Maria Fuqua, vice president of the NCCDC, says the organization is a spearhead in development of particular areas along East 4th Street. The NCCDC has provided equity investments in popular entertainment hot spots on



Michael Taylor
President, National City Community Development Corporation

East 4th including the restaurant and music venue the House of Blues and restaurant Pickwick and Frolic with its attached Hilarities comedy club. In addition to entertainment venues, the NCCDC also supports housing development in the district to help create a vital community that will be a draw for Clevelanders to live, work and play in the area. Housing projects include the Sincere Building and the WT Grant apartments.

"[East 4th Street] is just an extension of our mission," she says. "Knowing that this would anchor our development of that strip, tying in what Midtown is doing with Public Square and University Circle. We are so involved in all the projects it only makes sense that we dive into this."

Maria Thompson, vice president and regional community reinvestment officer, encourages businesses to invest in community projects like East 4th Street.

"Part of making a community economically viable is entertainment," she says. "I encourage participation needed to support projects like East 4th Street."

Although housing development is important, so are the scope of projects like East 4th Street because they lead to a vibrant urban environment as well as other area investments, she says.

"Part of making a community economically viable is entertainment," she says. "So I encourage participation in projects like East 4th Street."

To investors, East 4th Street is not just a place of business, but it gives Clevelanders and visitors to our city community attractions.

For Taylor, future development is what is important.

"We want other developers to be inspired and benefit from the resources we have to offer," he says. "We're looking forward to expanding our investment in East 4th Street as well as surrounding areas."

When MRN Ltd. developer Rick Maron and his son Ari walked down East 4th Street in early 1990s, they saw something no one else did — the potential for a vibrant downtown neighborhood. At the time East 4th Street was mostly abandoned buildings with a sprinkling of assorted retail shops. Most people considered East 4th Street an alley, not a street, and for good reason. The street at the time lacked all the characteristics that were specific to East 4th Street's past and what the Marons saw in its future.



East 4th Street is 42 feet wide and 450 feet long. The buildings on the street range in date from 1875 to 1922. East 4th Street first appeared on a map of Cleveland in 1835 and was originally called Sheriff Street.

By 1880 the street was almost fully lined with masonry buildings two to five stories tall, a few wooden buildings and the since-demolished Euclid Avenue Opera House. One wall of the opera house was preserved in the construction of what is now Pickwick & Frolic Restaurant & Club. East 4th Street is the only street in downtown Cleveland that actually looks as it did the first two decades of the 20th century. The short block created a "sense of place" and thus a genuine district for all pedestrians. *Pedestrian.* The key word that defines what East 4th Street was, what it is now, and what will shape its future development.



If These Walls Could Talk

The pictures of Sheriff Street in the early 1900s clearly depict a pedestrian-friendly, energetic, urban neighborhood. When you take a stroll down East 4th Street, you will see that MRN Ltd. accomplished its goal of creating a vibrant downtown neighborhood. East 4th Street was and still is, "The Soul of the City."

FLANNERY'S
Pub
 RESTAURANT & BAR
 216-781-PUB(7782)
www.flannerys.com

**Historic Buckeye
 Apartments**



216-621-5652
www.lolabistro.com

The Lofts on Fourth

**Commercial
 Apartments**

**La Strada
 Opening Soon!**



Prospect Ave.

East 4th

To Jacobs Field
 &
 Quicken Loans
 Arena

**Sincere
 Condominiums**



**Saigon Vietnam
 Restaurant**
 Opening 2008!

**FREDRICK @ Fourth
 Apartments**



East Fourth
 Neighborhood
 Leasing Office
 216-589-1111
www.east4thstreet.com



216-298-4050

www.wonderbarcleveland.com



House of Blues
Restaurant

216-523-BLUE

www.hob.com



House of Blues
Music Hall Entrance
308 Euclid Avenue

Hush
Opening 2008!

Windsor Block
Apartments

BlackFinn
Opening 2008!

The Bang & Clatter
Theatre
Opening 2008!



216-589-5540

www.jimmyjohns.com



National City



Euclid Block
Apartments
Coming Soon!



"Home to Hilarities 4th St. Theatre"

216-241-7425

www.pickwickandfrolic.com



216-298-4070

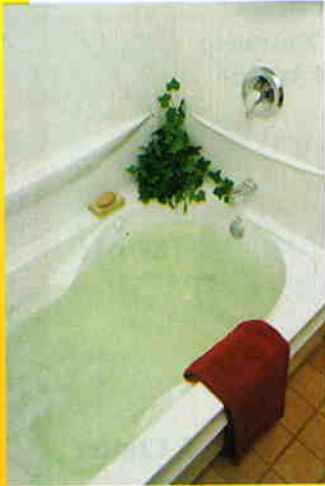
www.thecorneralley.com

Street

Euclid Ave.

h
ood
ice
111
.com

Living in the Soul of the City



Shelle Nash, 28 says she chose to live in East Fourth Neighborhood because, "I wanted to live the 'Sex and the City' lifestyle. I wanted to be in the middle of everything Cleveland has to offer." She couldn't have picked a better location. Nine months ago Shelle was promoted to market manager for Kellogg Company, requiring her to relocate from Dayton to Cleveland. While her job demands she spend most of her time traveling, she has found a home on East 4th Street. "My apartment is the best part of being downtown. I have access to everything I want to do."



After graduating college and starting her job as a telecom analyst at Progressive in Mayfield Village, Nidi Luthra, 25, decided to move to an outer-ring suburb close to her job. Nidi soon discovered that life in suburbia was not so superb. After making the move to East Fourth Neighborhood a year ago, Nidi says, "My life has completely changed. Everything I could want to do is right here on East 4th Street. I can check out a game, go to a concert, and see a comedy show any time I want. It's so convenient living downtown, now I just walk everywhere. I see efforts to improve downtown, especially security." When asked what her favorite aspect of her apartment is, Nidi says, "It's the best value for my money. It just makes sense."



Decmed the official ambassador to East Fourth Neighborhood by MRN's staff, Robert Vaughn, 30, is the definition of live, work, play. Robert works as an office manager for National City Bank downtown, lives on East 4th Street, and spends the majority of his leisure time frequenting the businesses of East 4th Neighborhood. "Flannery's is my 'Central Perk', and I love getting a good meal at Lola," says Vaughn. "The best part about living on East Fourth Street is that it really does feel like a neighborhood. It's intimate, and easy to get to know your neighbors." A resident of East Fourth Neighborhood for three years, Robert has seen the neighborhood transform from what was a quiet little street to a booming entertainment and dining destination. "This is an emerging neighborhood that really caters to the sophisticated young professional. There's a lot of variety and tons of different things to do. There's never a dull moment."



East Fourth Neighborhood is home to many businesses and entertainment venues. But what makes this neighborhood the talk of the town? These frequent visitors had a thing or two to say about why they love East Fourth Neighborhood and all it has to offer!

Word on the Street



"I was walking with some co-workers to Pickwick for lunch and as soon as we turned onto East 4th we started talking about how cool the patio dining is on the street. It's good people watching."

Dave, 33, Shaker Heights

"Have you ever been to Jimmy John's at lunchtime? It's always packed! I highly recommend getting the Beach Club sub, sitting at one of the patio tables with your girlfriends and watching all the businessmen stroll in. Great way to spend your lunch hour!"

Christine, 31, Solon

"My favorite place to go on East 4th Street is Flannery's, it's like the 'Cheers' of Cleveland. My friends and I always meet up at Flannery's before and after Tribe games. We go there so much it's like Flannery's is our bar."

Susan, 28, Lakewood

"I brought some clients to Corner Alley for happy hour on a Friday. I told my wife I'd be home by 8 p.m. After dinner we ended up bowling and I didn't get home until midnight. She had a girl's night out at Corner Alley the next night. I didn't say a word."

Brad, 36, Bay Village



"I'm a live music junkie. I'm constantly checking out the artists at House of Blues. The concert hall is the best. It's so cool—there's no bad seats. I swear most of my paycheck goes to buying tickets."

Todd, 23, Cleveland

"My husband and I are season ticket holders for the Browns. We live in New York and come to every home game. We noticed the changes happening on East 4th and now we come to Cleveland for weekend getaways. We love Lola's and the midnight martini show at Pickwick. We don't tell many friends back in New York about our trips — it's our best-kept secret."

Lorene, 47, New York, NY

Come discover why East Fourth Neighborhood is Cleveland's ultimate urban destination. With more businesses opening — BlackFinn, Hush, La Strada, Saigon, Teresa's Pizzeria, Wonder Bar, and Zocalo Mexican Grill & Tequileria — the variety of choices can be found nowhere else. Whether it's a place to hang out after a Tribe game, a quick lunch, or a night out on the town, Cleveland's downtown destination is *your* destination, East Fourth Neighborhood.

Changing Neighborhoods. lives. Changing Lives.

National City Community Development Corporation



The House of Blues and Pickwick & Frolic light up the neighborhood.

National City Community Development Corporation President, Michael J. Taylor

We've been proudly building healthy communities and strong economies for 25 years.

Our support of the East Fourth Neighborhood stands as a fine example. Through loans and equity investments, we help ensure the success of redevelopment, rehabilitation and renovation projects. Our work complements the tradition of community caring National City has demonstrated for more than 160 years.

With exceptional venues like the House of Blues and Pickwick & Frolic to a rejuvenated community of over 250 apartments and condominiums, we're proudly creating a more vibrant city for all of us.

Personal Banking • Business Banking • Investments • Mortgage Loans



NationalCity.com/about
Member FDIC
©2007, National City Corporation.
CS-27015

National City®