



Lake Front Living



A Neighborhood on the Rebound



Stone Mad Pub and Restaurant



Gypsy Beans and Baking Co.

## THE DETROIT SHOREWAY ...MAKING A SCENE

Northeast Ohio's newest success story, Cleveland's Detroit Shoreway neighborhood is jumpstarting the local economy by building on its assets and strategically investing in the development of new ones.

Just minutes from the lakefront, the community-based Detroit Shoreway Community Development Organization (DSCDO) has taken a holistic and aggressive approach to neighborhood revitalization, building in part on the neighborhood's proximity to both the lakefront and downtown Cleveland.

The neighborhood has been on the rebound since the early 1990s and in just the past two years, 700 housing units have been built, are under construction or have been approved for construction. Since 2004, more housing has been built or rehabilitated in Detroit Shoreway than in any other Cleveland neighborhood.

Now, DSCDO has partnered with Cleveland Public Theatre and Near West Theatre on an ambitious and strategic plan to remake a portion of Detroit Avenue into an arts district that will rival the Cedar-Lee neighborhood in Cleveland Heights and drive more growth on the West Side.

"I made the decision to open an Irish pub here even before the arts district concept really started to pick up steam. The architecture, the proximity to the lake, the history make this neighborhood different than any other in Cleveland."

- Pete Leneghan, Stone Mad Pub and Restaurant



"I looked at a number of different communities. Gordon Square seemed to be the one with the most things going on. I like Cleveland's neighborhoods more than the suburbs. We have a great city."

- Niki Gillola, owner of Gypsy Beans and Baking Co., on deciding where to locate her business



"Gordon Square is the right place at the right time. I spent a lot of time looking at this neighborhood. I look around at everything that is going on here and it reminds me of how I felt about downtown in the early '90s."

- Marlin Kaplan, Luxe Kitchen & Lounge



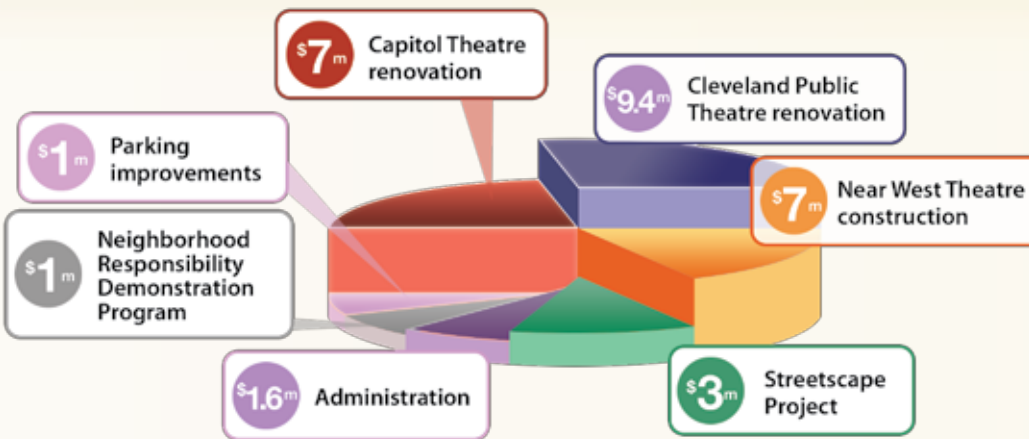
## PROJECT BY THE NUMBERS

"Development of this district will strengthen our community on multiple levels. Revitalizing urban core neighborhoods like Detroit Shoreway will help generate new jobs, strengthen property values and bring a renewed sense of pride about our city. I am committed to making this happen"

- Ward 17 Councilman Matt Zone



### PROPOSED IMPROVEMENTS



### ECONOMIC DEVELOPMENT\*



#### During Construction

- 2,054 jobs during construction
- \$157.5 million in construction wages
- \$258 million in economic activity
- \$3.1 million in annual payroll taxes

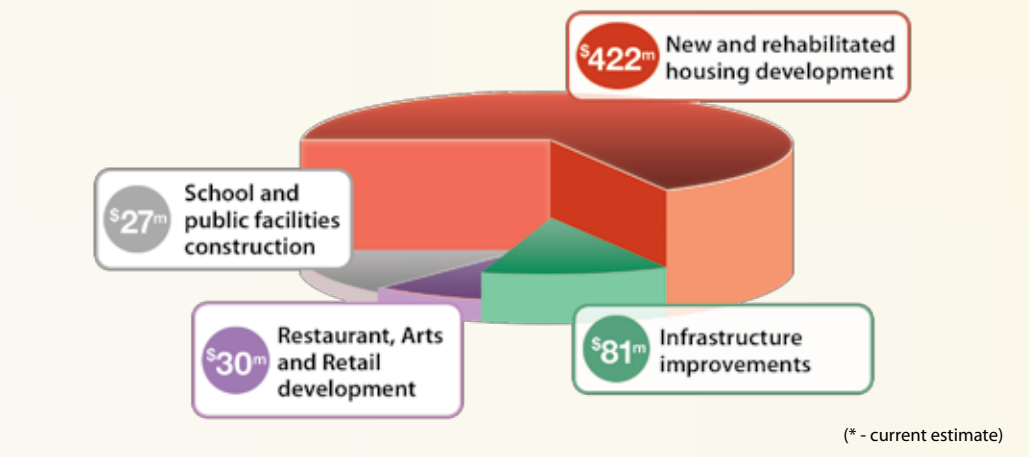
#### Upon Project Completion

- 369 direct/permanent jobs
- \$33.8 million gross regional product
- \$17.5 million in additional payroll
- \$350,500 in annual payroll taxes

(\*TeamNEO Economic Impact Analysis, February 2008)

### SPURRING & COMPLEMENTING GROWTH

More than \$500 million\* in West Side projects are completed, planned or underway



(\* - current estimate)

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For additional information or to contribute contact:

Joy Roller c/o The Gordon Square Arts District • 6516 Detroit Ave., Suite 1, Cleveland Ohio 44102 • ph. 216.961.4242 ext.239 • www.gordonsquare.org



# GORDON SQUARE ARTS DISTRICT THE ART OF ECONOMIC DEVELOPMENT

Employing the arts as a catalyst for economic development, the Gordon Square Arts District (GSAD) is a \$30 million capital campaign leveraging more than a half billion dollars of investment to revitalize Cleveland's West Side.

## WHAT IS THE GORDON SQUARE ARTS DISTRICT?

GSAD is a collaboration of three Cleveland non-profits engaged in a \$30 million capital campaign for:

- Renovation of the Cleveland Public Theatre
- Restoration of the Capitol Theatre
- Construction of the Near West Theatre
- Streetscape improvements that will create wider sidewalks allowing for street cafes, public art, new street lights, trees and underground utilities
- Parking to accommodate residents and visitors
- Neighborhood Responsibility Demonstration Program



## THE WORD IS GETTING OUT!

Gordon Square Arts District is the talk of the town, locally and nationally:



## PARKING TO MEET DEMAND

Two big steps have been taken to make way for more parking availability in the Gordon Square Arts District. The former Cracium funeral home at the corner of Detroit Avenue and West 61st Street and an empty single family home on West 65th Street north of West Clinton Avenue have been demolished to make way for District improvements.

The Cracium funeral home site is already available for public parking, relieving congestion during the streetscape construction. The West 65th Street single family home, next to the West 65th Street labyrinth garden, will become part of a redevelopment and expansion of the City-owned parking lot located behind Gypsy Beans and Baking Company.

In addition to these improvements, ample parking is available behind the Gordon Square Arcade, north of Detroit Avenue accessible from West 65th and West 67th Streets. Parking areas are well marked on Detroit Avenue - just follow the signs!

# THE THREE ENGINES OF THE GORDON SQUARE ARTS DISTRICT

Three unique theatres - all within a two minute walk of each other - will form the nucleus of the arts district and offer independent films, musicals and provocative theatre and dance productions.

## CAPITOL THEATRE

The Capitol Theatre, which opened in 2009 after a \$7 million renovation, is the most exciting location for movie-goers on the West Side of Cleveland. Like a year-round film festival, the three-screen Capitol features independent, foreign and documentary films. Several market studies have demonstrated strong potential growth for an art and independent film theatre on Cleveland's West Side. Now complete, the Capitol features an expanded lounge and concession area, including a selection of beer and wine, along with traditional movie concession favorites.

Built in 1921, but vacant for the last two decades, this historic structure has been transformed into a state-of-the-art movie theatre. Detailed wall murals, classically-inspired architecture, and a vaudeville stage have been restored to recreate the atmosphere of the 1920s-era movie palace, but with all the amenities of 21st century technology.

"The demand for specialty and independent films is growing and now film-goers who live on the West Side of Cleveland will be able to enjoy these quality films in this neighborhood theater." - **Jonathan Forman, JRF Management, Cleveland and Pittsburgh Cinemas**

## CLEVELAND PUBLIC THEATRE

Since 1983, Cleveland Public Theatre (CPT) has played a leading role in the city's significant cultural offerings. CPT produces a wide range of performance including dance, theatre and musicals that are innovative, adventurous and memorable.

Cleveland Public Theatre has garnered a loyal following and serves an important role in our community by offering a home for local producers, choreographers and playwrights. Because of CPT's style of performance, the organization has a track record of attracting young, creative professionals to theatre and is one of the few arts organizations that draws significant audiences from the city of Cleveland.

Cleveland Public Theatre's nationally recognized educational programs focus on youth from low-income families and adults in transition.

"I would definitely go to the Gordon Square Arts District as it will offer the kind of unique entertainment that won't be found anywhere else in northeast Ohio. And it's easy to get there." - **Tana Carney, Rocky River**



## NEAR WEST THEATRE

Near West Theatre (NWT) changes lives. By producing large-scale, inter-generational musical productions, NWT involves volunteers of all ages and walks of life both on stage and backstage. Since 1978, NWT's commitment to affordable, professionally-directed theatre has provided a connection to the performing arts for economically diverse audiences. This earned NWT the Governor's Award for Community Development and Participation.

Eager to be accessible to all members of the community, NWT will move from its third floor home in a church hall to a newly-constructed, 300-seat, state-of-the-art educational theatre complex at W. 67th Street and Detroit Avenue, in the heart of the Gordon Square Arts District.

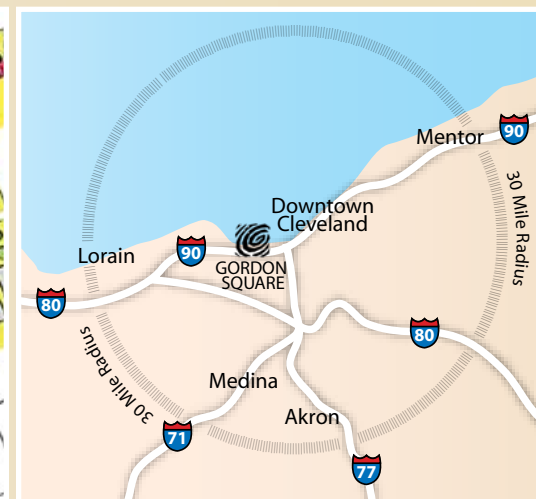
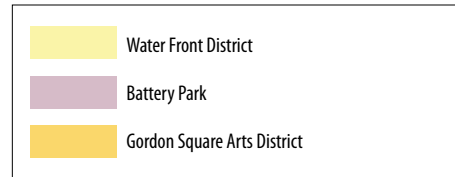
"Near West Theatre has changed my life. A year ago I faded into the background and hoped that no one would see me. Now I can't wait to burst out and just be." - **Monique Dugger, age 18**



# GORDON SQUARE ARTS DISTRICT POINTS OF DESTINATION



- A GORDON SQUARE ARCADE: 6516 Detroit Avenue.** Historic landmark, now home to Detroit Shoreway Community Development Organization; LGBT Center; Chase Bank; Rincon Criollo restaurant, and more.
- B CAPITOL THEATRE: 1400 West 65th Street.** A three screen independent film venue, with a full service concession area. Check your local listings.
- C STONE MAD PUB: 1306 West 65th Street.** An Irish pub, featuring excellent bar food in a setting of gorgeous architectural finishes, a custom stone patio, indoor/outdoor fireplaces, indoor bocce court, and much more. 216-281-6500
- D CITY GRILL: 6418 Detroit Avenue.** Recently renovated, with a new outdoor patio, this long standing bar and grill on Detroit Avenue continues to serve the neighborhood. 216-651-2170
- E LA BOCA: 5800 Detroit Avenue.** The latest (but not the last) restaurant to open in the Gordon Square area, specializing in contemporary cuisine with a Latin inspiration, in a newly decorated space. 216-961-5800
- F LATITUDE 41°N: 5712 Detroit Avenue.** An upscale wi-fi diner serving breakfast, lunch, dinner and Sunday brunch buffet. 216-961-0000
- G PARKVIEW NITE CLUB & GRILLE: 1258 West 58th Street.** A venerable favorite, featuring a great menu, some of Cleveland's best bartenders and the best Blues/Jazz around. 216-961-1341
- H MINH-ANH: 5428 Detroit Avenue.** This Vietnamese Restaurant & Market serves excellent lunches and dinners. An absolute must visit! 216.961-9671
- I SAIGON PLAZA: 5400 Detroit Avenue.** Venue for entertainment, traditional ethnic dances and songs, music, cultural performances, Asian foods and exhibits. For more information contact Gia Hoa Ryan. 216-961-6005
- J THE BIG EGG: 5107 Detroit Avenue.** This fondly remembered all-night diner has returned, but the hours (so far) are limited from 6am to 9pm. The egg shaped menu, excellent food and nostalgia remain. 216-681-1600
- K HAPPY DOG: 5801 Detroit Avenue.** A return to the 50's, with nightly specials and live music --- including Polka night! 216-651-9474
- L CLEVELAND PUBLIC THEATRE: 6415 Detroit Avenue.** For over 25 years, this ground breaking professional theatre has celebrated the "avant garde" with locally created plays that focus on issues of social justice. 216-631-2727
- M 1 POINT 618 GALLERY: 6421 Detroit Avenue.** Featuring curated exhibits of national and international artists. For more information, contact Robert Maschke. 216-281-6421
- N GYPSY BEANS & BAKING COMPANY: 6425 Detroit Avenue.** Full service coffee house in the historic Kennedy Building, featuring local and national art and music venues. 216-939-9009
- O ROOM SERVICE: 6505 Detroit Avenue.** Home of the "Made in the 216" events, this trendy establishment sells home accessories, books, candles, clothing and artwork. 216-281-4221
- P duoHOME: 6507 Detroit Avenue.** Decorative specialists, with custom-made case goods, furniture, upholstery, home accessories and artwork. 216-651-4411
- Q KITSCH CITY: 6511 Detroit Avenue.** Offering a variety of unique items for your home, including greeting cards, toys, games and all things kitsch. 216-651-2489
- R THE DETROIT STUDIO: 6515 Detroit Avenue.** Specializes in creatively promoting area businesses with printing and design, including business cards, brochures and more. 216-631-6655
- S LUXE KITCHEN & LOUNGE: 6605 Detroit Avenue.** The talk of the town, Marlin Kaplan's latest bistro offers fine dining, late night drinks, and one of the coolest patios in Cleveland. 216-920-0600
- T NEAR WEST THEATRE: 6700 Detroit Avenue.** Site of the future home of Near West Theatre, a community theatre that involves intergenerational casts in full-scale musicals. 216-961-9750
- U REDDSTONE BAR & GRILLE: 1261 West 76th Street.** Josh Kabat and partners are putting to good use the former location of Snickers, even enhancing the fabulous patio, serving up cocktails and "gourmet casual" bar food with style. 216-651-6969
- V 78TH STREET STUDIOS: 1300 West 78th Street.** West Side Cleveland's largest arts center is a consortium of art galleries and a must visit for all art lovers. Including Kokoon Arts Gallery, Tregoning & Company and Rachel Davis Fine Arts. 440-503-5506



## DETROIT AVENUE STREETScape

Work has been completed on a \$3 million streetscape project to transform Detroit Avenue between West 58th and West 73rd streets with wider sidewalks that will encourage pedestrian traffic and street café dining. Unsightly utility wires have been concealed underground, and with new lighting, trees and public art, the enhanced look and feel of Gordon Square has expanded the horizons and opened the sky to visitors and residents.

## CLEVELAND'S WATERFRONT DISTRICT PLAN

The Detroit Shoreway neighborhood will be one of the first beneficiaries of the City of Cleveland's Waterfront District Plan, which will transform the West Shoreway from an imposing barrier that separates residents from miles of lakefront, into a pedestrian-friendly boulevard with stop-lights, intersections and cross-walks. Construction is scheduled to begin in 2011.

## BATTERY PARK

\$100 million in housing is creating a new neighborhood with the construction of Battery Park, situated on 13 acres of the former Eveready battery plant overlooking Edgewater Park. Vintage Development Group, lead by the principals of Marous Brothers Construction, plan to build 328 additional housing units including single-family homes, townhomes and luxury lofts with stunning views of Lake Erie and the downtown Skyline.

## ECOVILLAGE

EcoVillage serves as a national model of environmentally-friendly living. The first project, completed in 2004, was 20 townhouses designed and built with energy efficiency the top priority. Homes in EcoVillage Townhouses, which sold for an average of \$215,000, had heating bills of about \$450 for a 12-month period ending in October 2005 - equivalent to less than \$38 a month.

The development is within walking distance of a \$3.5 million "green" Rapid Station featuring community meeting space, public art and a new park. Residents also can enjoy their own community garden created from undeveloped city property.

## DINING IN GORDON SQUARE

Restaurant entrepreneurs are flocking to Gordon Square. When dining after a play at Cleveland Public Theatre or a movie at the Capitol Theatre, visitors to the district can enjoy Argentinean cuisine at La Boca or American bistro fare at Luxe Kitchen & Lounge. After visiting retail venues Room Service, duoHOME or Kitsch City, shoppers can enjoy the atmosphere of an Irish pub at Stone Mad or explore the creative comfort food at Latitude 41°N. The locally owned coffee shop and neighborhood anchor, Gypsy Beans & Baking, provides an inventive menu in a relaxed setting, while visitors to the many galleries in the neighborhood, including the nearby 78th Street Studios, can enjoy the bar and patio at Reddstone, next door to Battery Park. With foot traffic increasing by the day in this exciting new neighborhood, even more eateries will be opening soon.