

SH
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SHAKER
SQUARE

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1929

SHAKER SQUARE | VISION PROJECT

Community Open House
Sept 19, 2024

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SHAKER SQUARE



ENGAGE | EXPLORE
EXPERIENCE

EST.
1929

Sept 19th Agenda

4:00 – 6:00

Site Program Activity Stations Open

Music and Food at Cafe Indigo

Screen Printing at Cafe Indigo

6:00 – 7:00

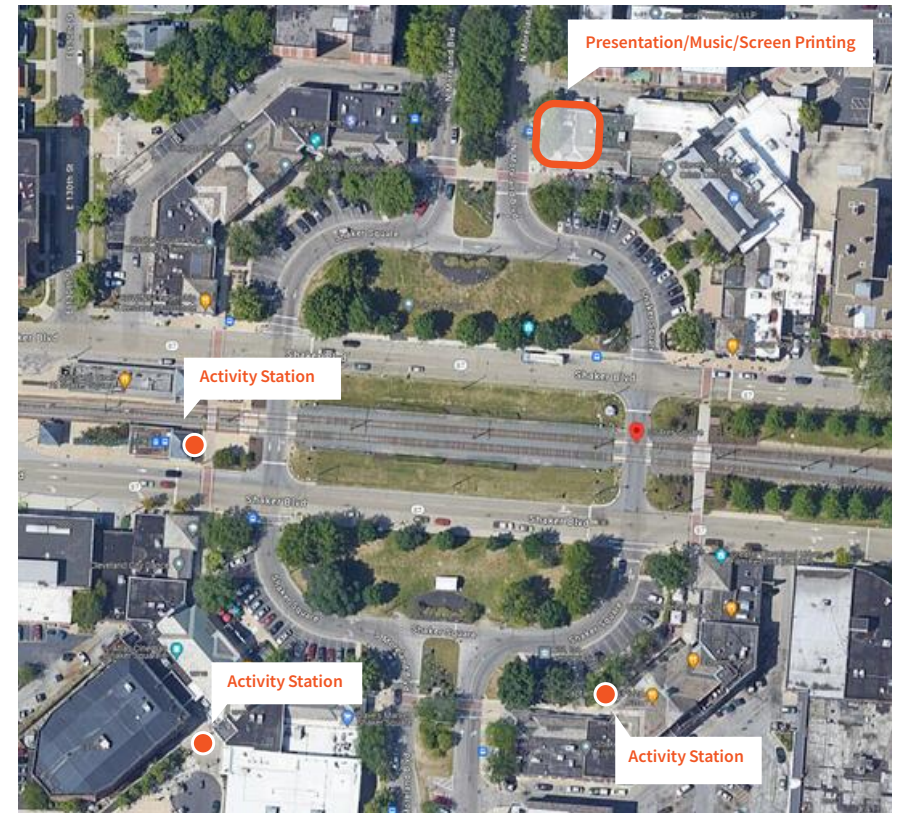
Presentation at Cafe Indigo

Update on Vision Plan process

Summary of community feedback

Three Principles

Q+A



**“We don’t want to be re-invented.
We want to be re-launched.”**



Project Leadership

Tania Manesse

CEO + President, Cleveland Neighborhood Progress

Joy Johnson

Executive Director, Burten Bell Carr

Sharri-Lynn Thomas

Director of Neighborhood Engagement, Burten Bell Carr

Cory Riordan

Cleveland Neighborhood Progress

Peggy Gallagher

Neighborhood Representative

Tamara Chappell

Neighborhood Representative

Susan Rozman

Neighborhood Representative

Kevin Slesh

Market/Retail Representative

Loretta T Strowder

Neighborhood Representative

Courtney Laves-Mearini

Shaker Square Merchant

Kevin Dreyfus-Wells

Neighborhood Design Review Chair

Marka Fields

City of Cleveland Planning Representative

Mary Beth Feke

Public Transit Representative

Deborah A. Gray

Cleveland City Council Representative

Akil Ahameed

Broker/Owner, FASS Real Estate Services

Brian Griffin

Cleveland City Council

Chris Malstead

Board of Directors, Moreland Courts

Jada Renee

The INDI Group

Joyce Braverman

Planning Director, Shaker Heights

Tom McNair

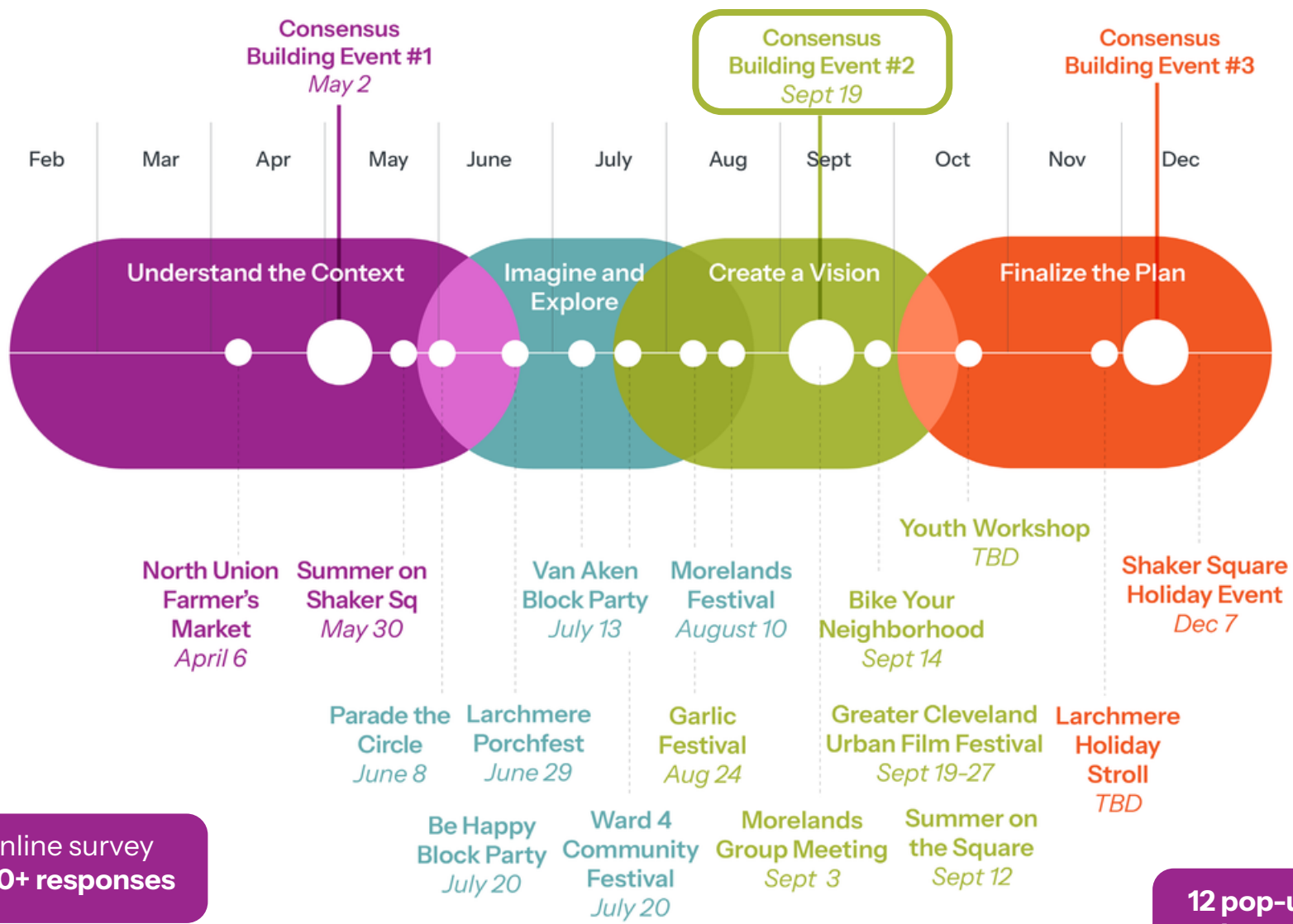
Director of Economic Development, City of Cleveland



Design, retail and engagement team



Process and engagement



online survey
560+ responses

20+ business +
tenant conversations

12 pop-ups in 5
neighborhoods
and engaged with
1214 participants

Last time we saw you...

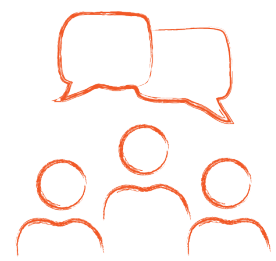
Stroll the SQUARE!



436

Comments and Ideas!

The most common ideas were:



200

Estimated Attendees



230

Slices of Captain Tony Pizza Eaten

More event programming!

Additional security measures are needed

Space for artists + makers

Local business support

Need for a hangout spot (coffee or ice cream)

Safe crossings and walkways for pedestrians

Connect to surrounding neighborhoods



Family friendly spaces and playground



Engagement take-aways

Look for these speech bubble throughout for key take-aways!



**Stroll the Square
Event**
May 2nd
200+ Attendees!



**Tenant & Stakeholder
Discussions**
May - August
20+ Total



Online Survey
May - August
450+ Responses!





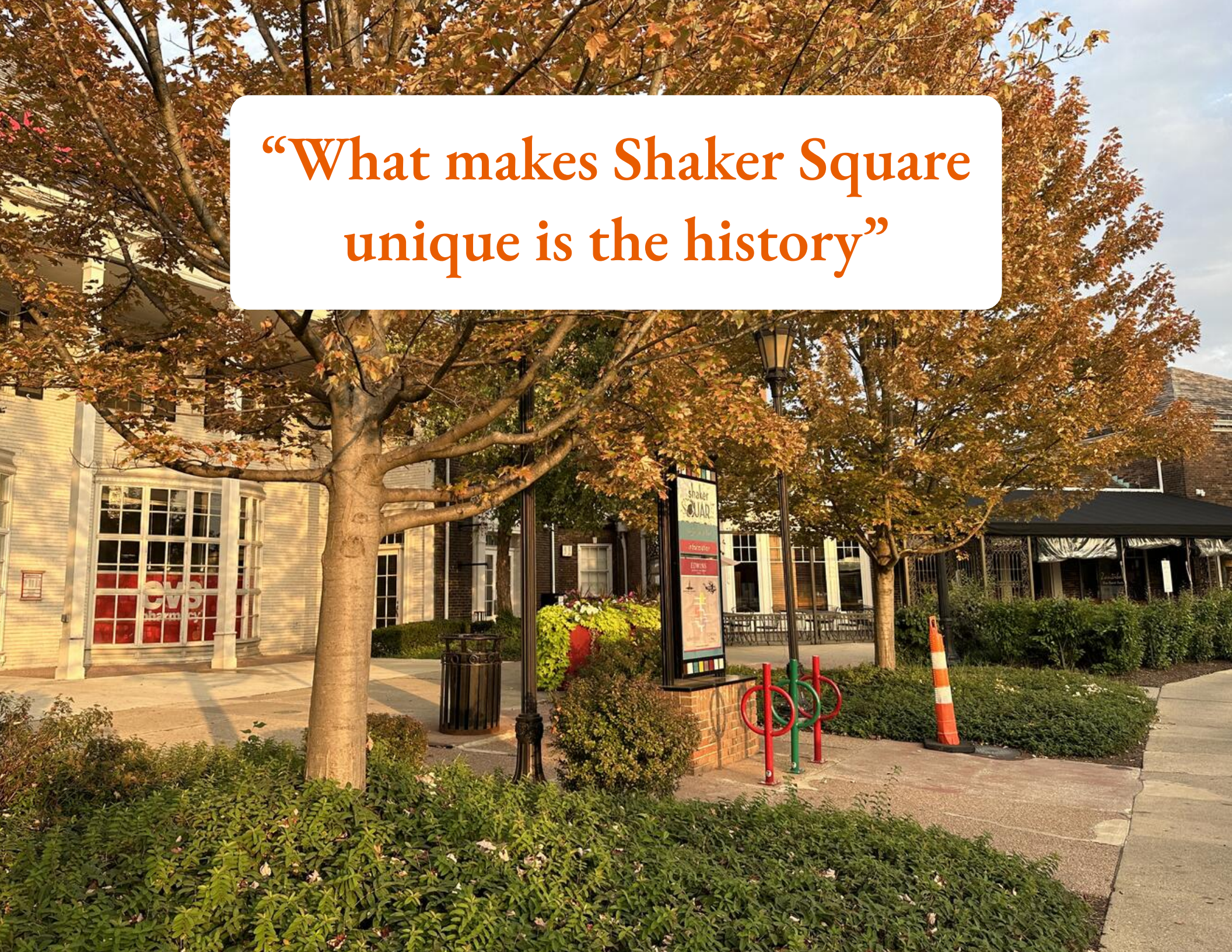
Three Guiding Principles



Principle #1

Strengthen and restore the
original design and function
of Shaker Square

“What makes Shaker Square
unique is the history”



Authenticity is Shaker Square's key asset



Mobile Vendor



Unified Brand Expression



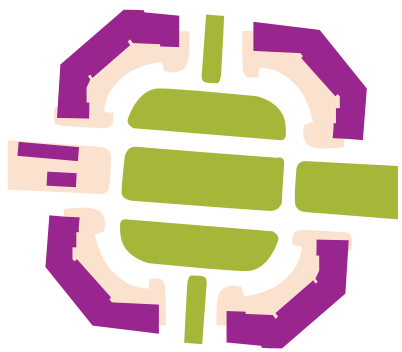
Outdoor Gathering Space



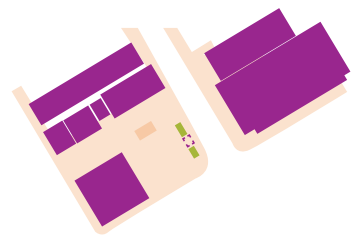
Convenient Transit Access

Shaker Square is unique in the region

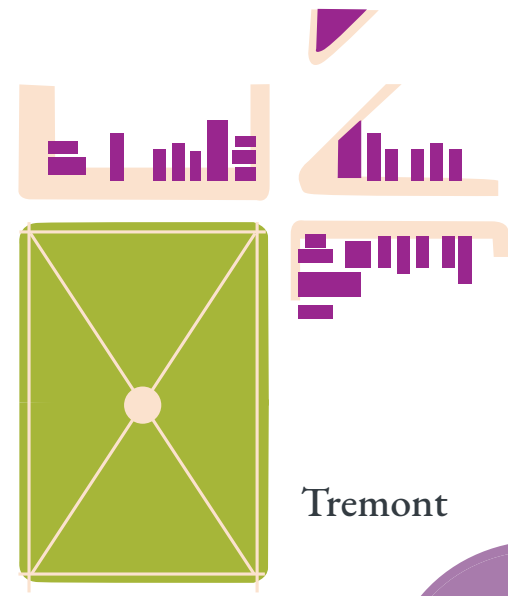
- Distinct Shape
- Single Owner
- Transit-Oriented
- It's Big!
- The Green
- Single-Sided Street



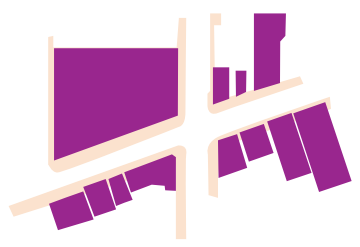
Shaker Square



Ohio City / Hingetown



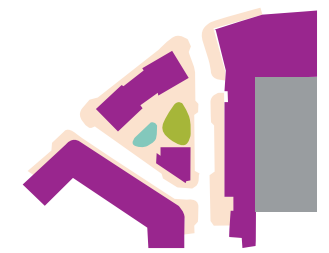
Tremont



Gordon Square Arts District



Coventry Village

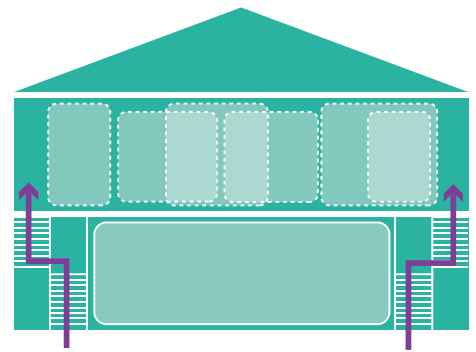


Van Aken District

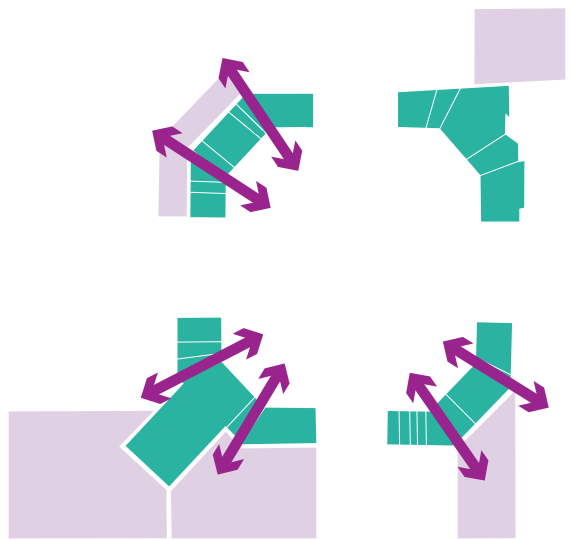
Van Aken was the top competitor in the survey.

Shaker Square has “good bones”

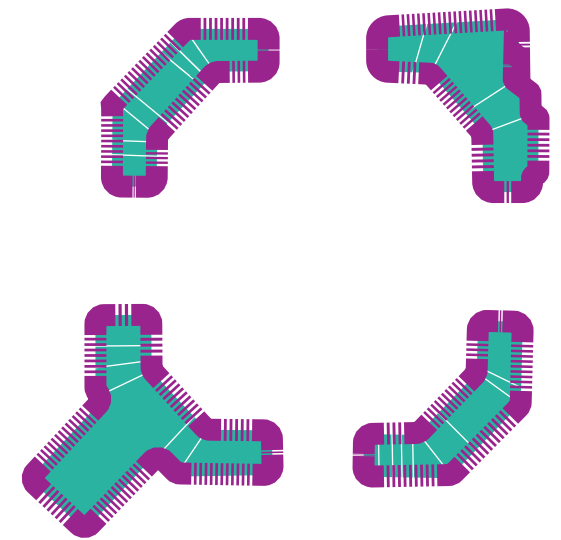
THE ARCHITECTURE



Down and Up



Front and Back



In and Out

Strength

Diversity of spaces for retail and office

Good parking and service access

Retail spaces are well-sized and flexible

Opportunity

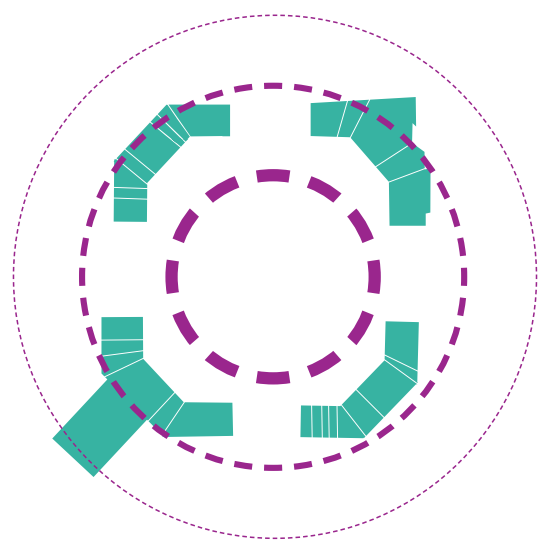
Limited accessibility and wayfinding

Lack of quality in user experience

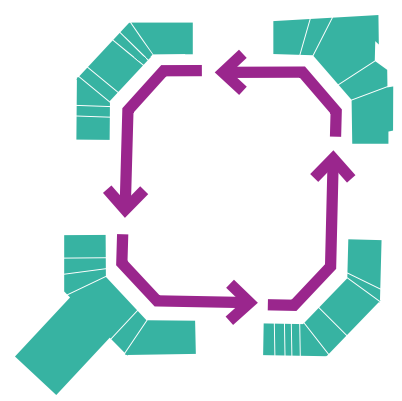
Need for more diverse, active uses

Shaker Square has “good bones”

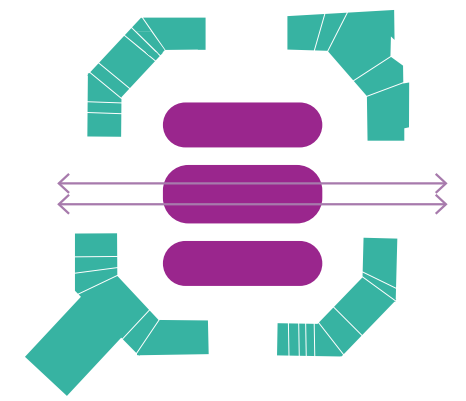
THE LANDSCAPE



The Frame



The Promenade



The Green

Strength

A strong circulation system

Generous sidewalk with large trees

Beloved flexible, green space

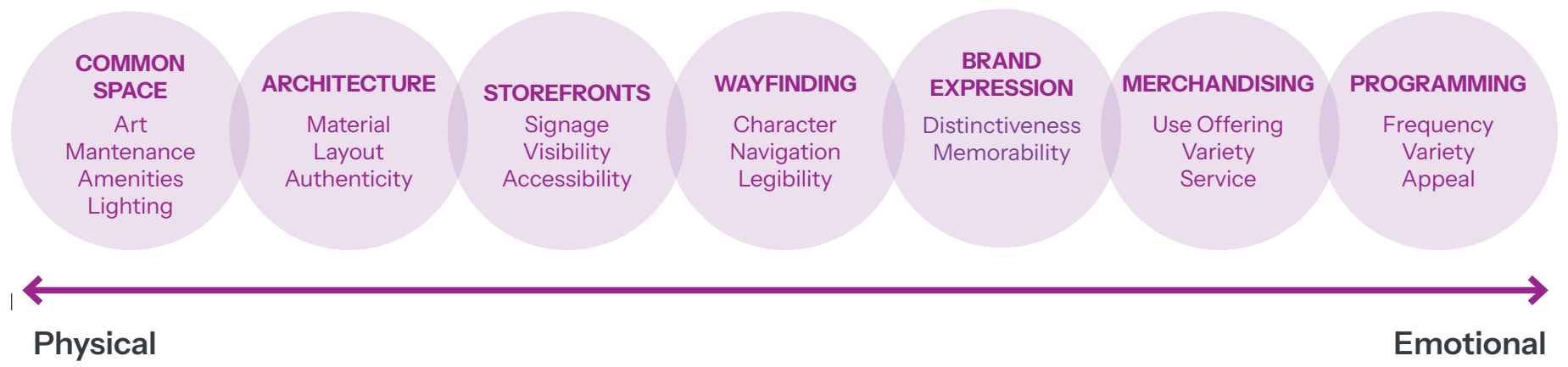
Opportunity

Improve connectivity and experience

Lacking organization and flexibility

Feels “empty” and far away from the action

Ingredients for a vibrant retail center



Neighborhood Goods & Services

- Grocery Store
- Pharmacy
- Cleaners/Laundromat
- Nail/Hair Salon/Barber
- Fitness



Food & Beverage

- Sit-down Restaurant
- Full-Service Restaurant
- Fast-Casual Restaurant
- Fast Food Restaurant
- Carry-out Restaurant
- Ice Cream Shop
- Coffee Shop/Cafe



Home and Apparel

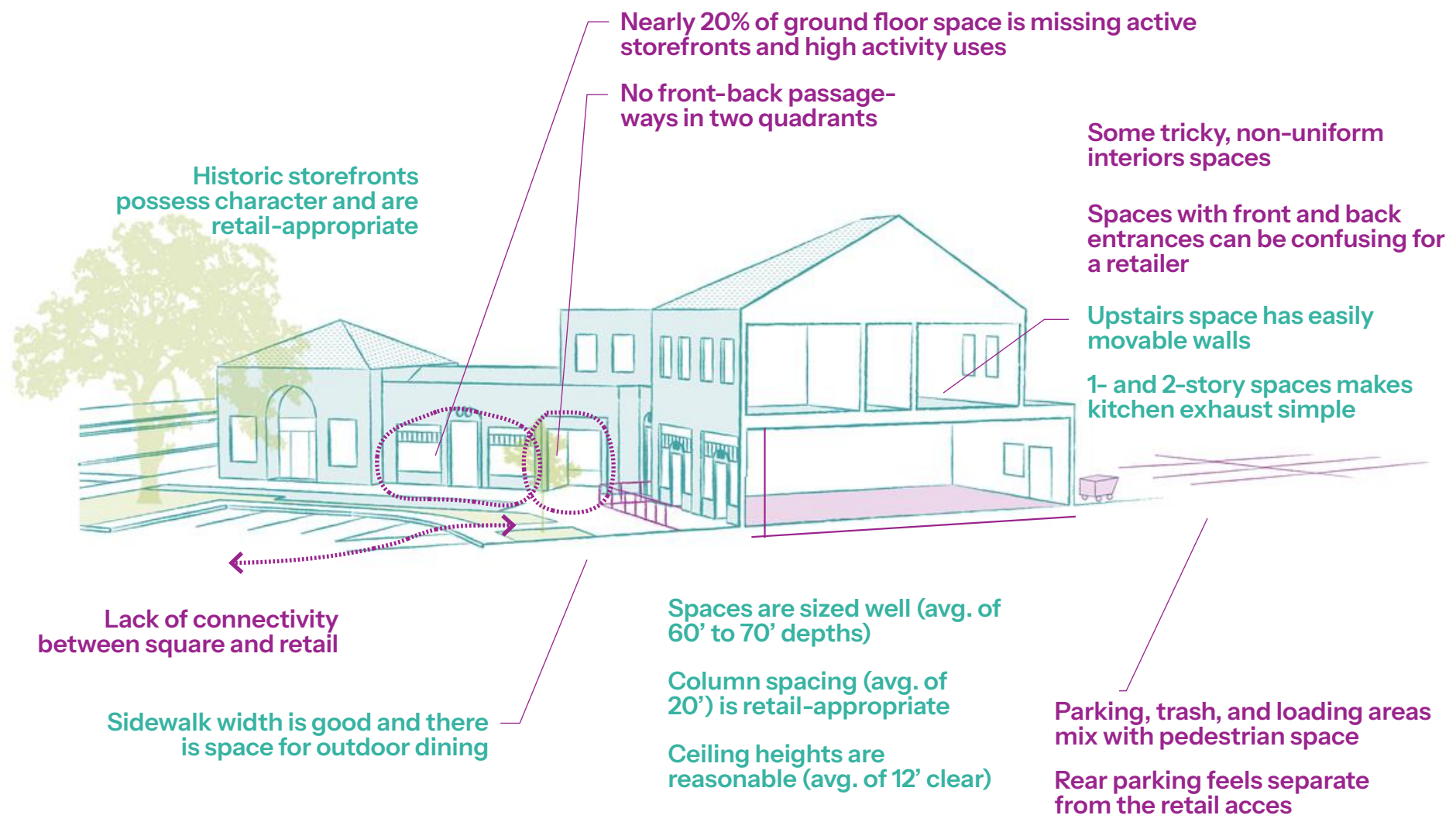
- Home goods & Improvement
- Furniture Store
- Clothing Store
- Electronics Store
- Pet Store
- Sports Store
- Books and Music



Non-Retail Uses

- Banking
- Medical Services
- Educational / Child Care
- Art Studios (Photo, Dance)
- Entertainment (Theater, Arcades)
- Misc. Office

Advantages + hurdles with historic buildings



ADVANTAGES
HURDLES



Principle #2

Ensure retail can thrive in a
changing environment

“You can create your own demand.”

“The competition is about creating a sense of place.”



My ideal day in SHAKER SQUARE...
In the morning, I walk by the garden
and see birds/flowers. Sounds of
people walking fill the outdoor
space. I meet up with my neighbor at
the playground where we enjoyed
sun / ACTIVITY

My ideal day in SHAKER SQUARE...
In the morning, I walk by the garden
and see flowers. Sounds of
birds fill the outdoor
space. I meet up with friends at
the playground where we enjoyed
great food & drinks

My ideal day in SHAKER SQUARE...
In the morning, I walk by freely
and see nature + plants. Sounds of
birds chirping fill the outdoor
space. I meet up with friends at
our favorite coffee shop where we enjoyed
catching up.

My ideal day in SHAKER SQUARE...
In the morning, I walk by more streets
and see clothing store. Sounds of
happened fill the outdoor
space. I meet up with shopping where we enjoyed
eating.

My ideal day in SHAKER SQUARE...
In the morning, I walk by a square of
and see business. Sounds of
music fill the outdoor
space. I meet up with family where we enjoyed
a cultural center where we enjoyed
shopping.

My ideal day in SHAKER SQUARE...
In the morning, I walk by the garden
and see flowers. Sounds of
birds fill the outdoor
space. I meet up with family where we enjoyed
catching up.

My ideal day in SHAKER SQUARE...
In the morning, I walk by the garden
and see flowers. Sounds of
birds fill the outdoor
space. I meet up with family where we enjoyed
catching up.

My ideal day in SHAKER SQUARE...
In the morning, I walk by around
and see new. Sounds of
birds fill the outdoor
space. I meet up with shopping where we enjoyed
eating.

My ideal day in SHAKER SQUARE...
In the morning, I walk by BLDG
and see new area. Sounds of
birds fill the outdoor
space. I meet up with shopping where we enjoyed
eating.

My ideal day in SHAKER SQUARE...
In the morning, I walk by some of
and see shops. Sounds of
birds fill the outdoor
space. I meet up with shopping where we enjoyed
eating.

My ideal day in SHAKER SQUARE...
In the morning, I walk by the garden
and see flowers. Sounds of
birds fill the outdoor
space. I meet up with family where we enjoyed
catching up.

My ideal day in SHAKER SQUARE...
In the morning, I walk by the garden
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birds fill the outdoor
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catching up.

Walkable center with many audiences

STATE OF RETAIL IN CLEVELAND



Smaller authentic main streets to the north and west of the river with local businesses and boutiques

Lots of competing suburban retail to the east

Shaker Square Visitors...

- › 30% Are families with kids
- › 66% Drive alone to work

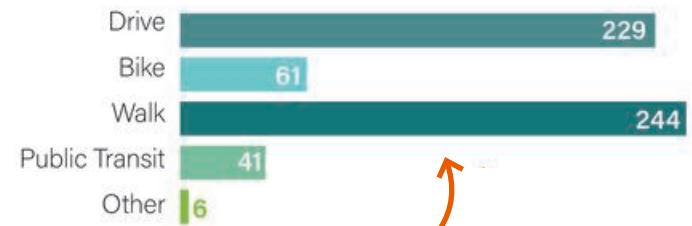
Food Brings them Together

- › 68% Prefer bold flavors at restaurants!
- › 80% But frequently cook at home

Seek Local, Affordable Shops

- › 75% Buy based on price, not brand
- › 52% Shop local vs. national chains

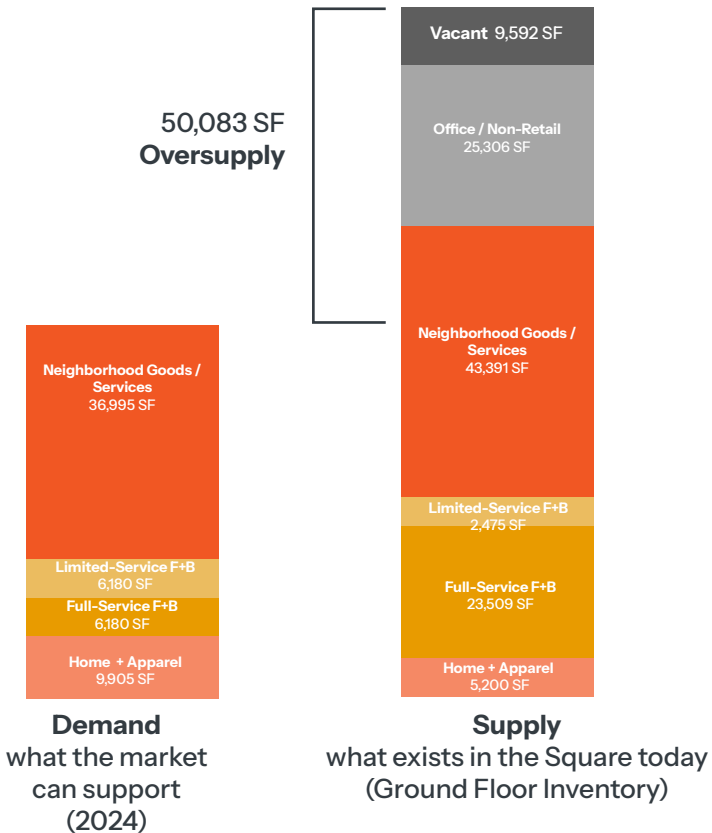
We asked - how do you travel to the Square?



Most people said they walked!

What mix equals vibrancy for Shaker Square?

SHAKER SQUARE TODAY



65

RENTABLE SPACES

38

ACTIVE TENANTS

16%

VACANT SPACES

SHAKER SQUARE IN THE FUTURE

Retail Demand Alone Won't Fill Space

- › Demand is only growing slightly
- › Opportunity to grow full service restaurants, home & apparel

Integrate the Upstairs Space

- › Office demand is a good fit
- › Upstairs rents are competitive

Get Creative

- › Arts/cultural or institutional anchors
- › Unique ground floor retail & non-retail uses that create destination appeal

"more options for retail and family dining experiences"

"I cannot stress enough that a grocery store and pharmacy are a MUST!"

"Good local Coffee shop to hang out at!!"

Residential Opportunity

ON SITE RESIDENTIAL AND SURROUNDING DENSITY

Onsite residential populations can improve retail opportunity and performance at Shaker Square by creating a captive customer base that drives consistent activity at the Square.

Rear lots are opportunities for on-site residential creation



Area surrounding the Square has existing dense housing

Existing transit into Downtown supports Transit-Oriented Development

A full schedule of services and events

Store opening hours should foster activity

- Food + Beverage
- Services
- Retail
- Public Space

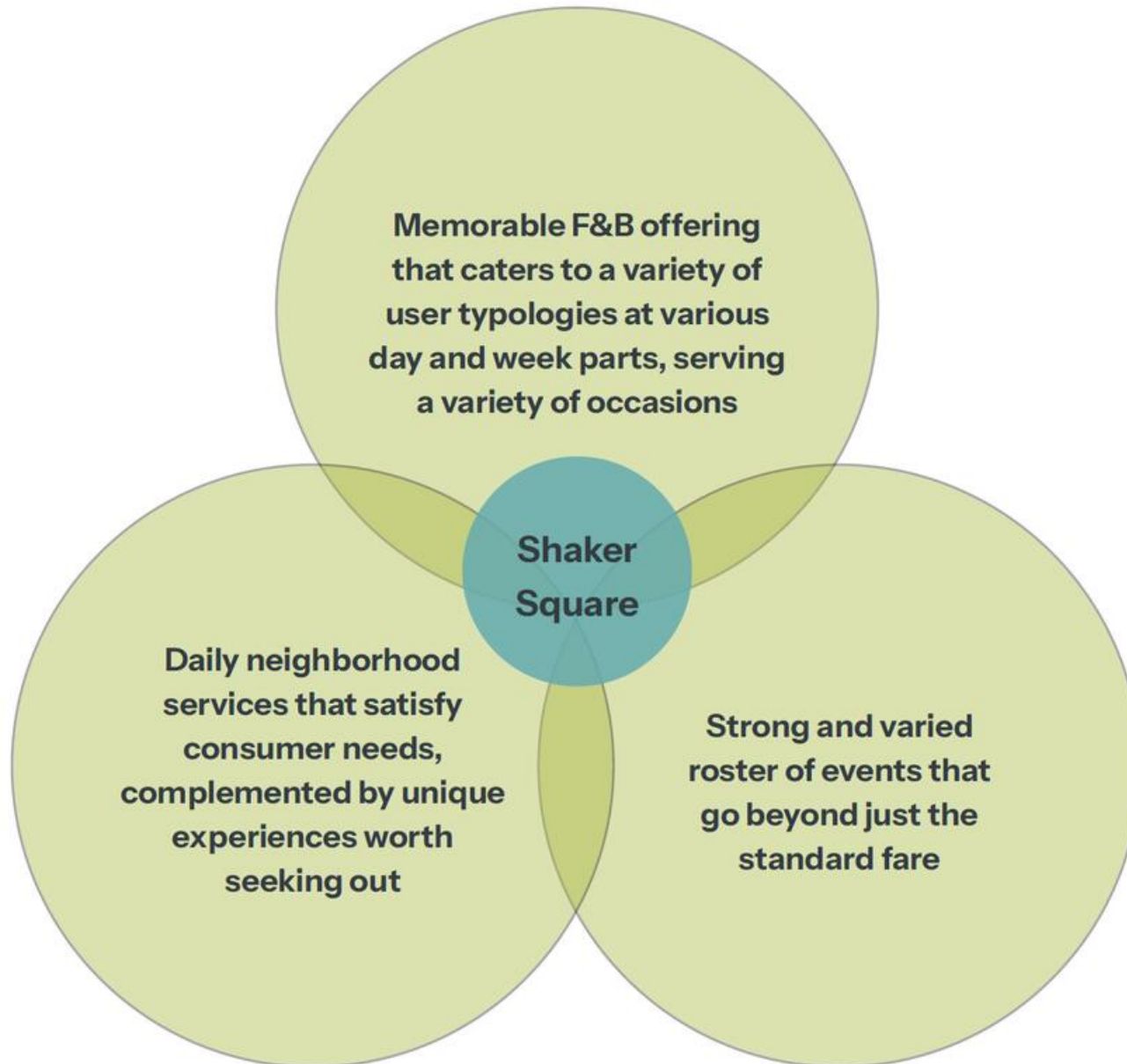
Weekdays

	Nearby Family	Empty Nester	Nearby Employee	Suburban Commuter
7AM		Get coffee		
8AM	Drop kids off at daycare	Read on the lawn	Pick up things from pharmacy	Breakfast meeting
9AM	Get coffee	Pick up dry cleaning		Train to work
10AM	Train to work			
11AM				
12PM			Grab quick lunch	
1PM			Dog to annual vet check up	
2PM		Watch a matinee movie		
3PM				
4PM				
5PM	Play on playground			Watch concert on the lawn
6PM	Get groceries for dinner			
7PM		Date night with partner		Dinner + Drinks with Friends
8PM		Post dinner ice cream		
9PM				
10PM				

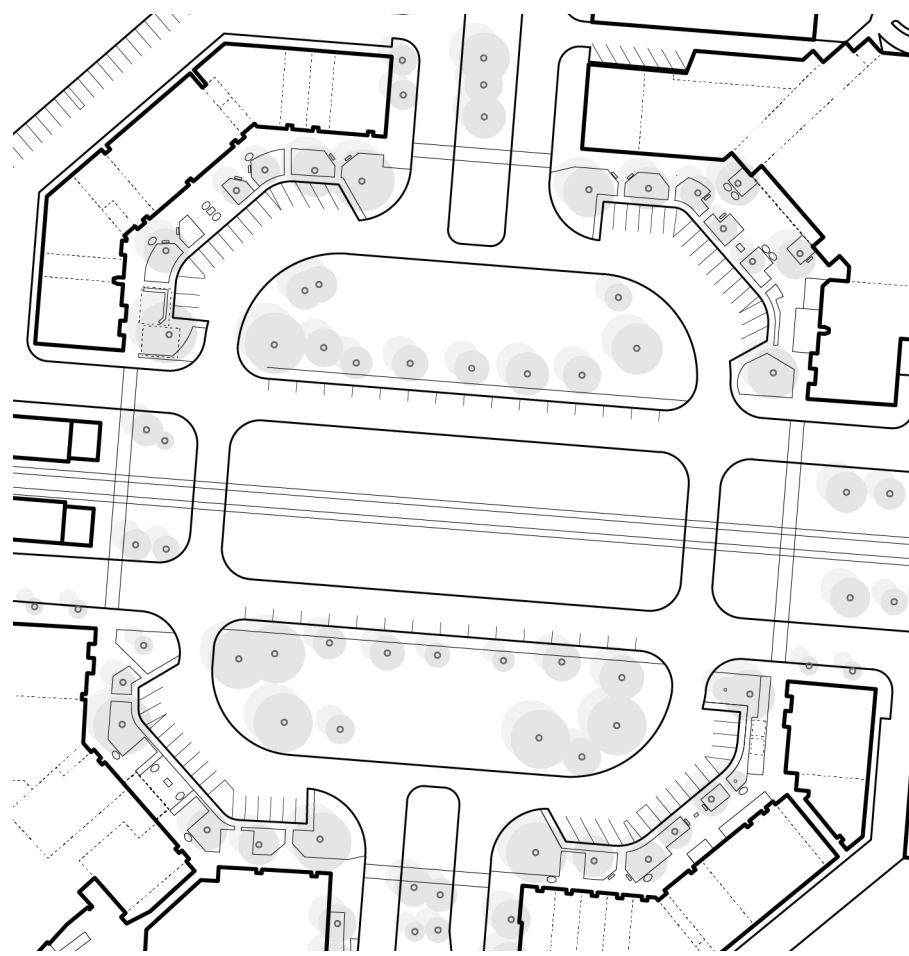
Weekends

	Nearby Family	Empty Nester	Nearby Employee	Commuter
7AM				
8AM			Workout class	
9AM	Play on playground			Farmers market
10AM		Breakfast with friend	Bike drop off and repair	
11AM				
12PM		Buy gift for grandkid		Browsing the shops
1PM				
2PM				Lunch with family
3PM				
4PM				
5PM	Dance recital		Buy snacks for movie night	
6PM				
7PM	Family Dinner			
8PM				
9PM				
10PM				

A multi-faceted retail strategy



A restored public realm to support retail

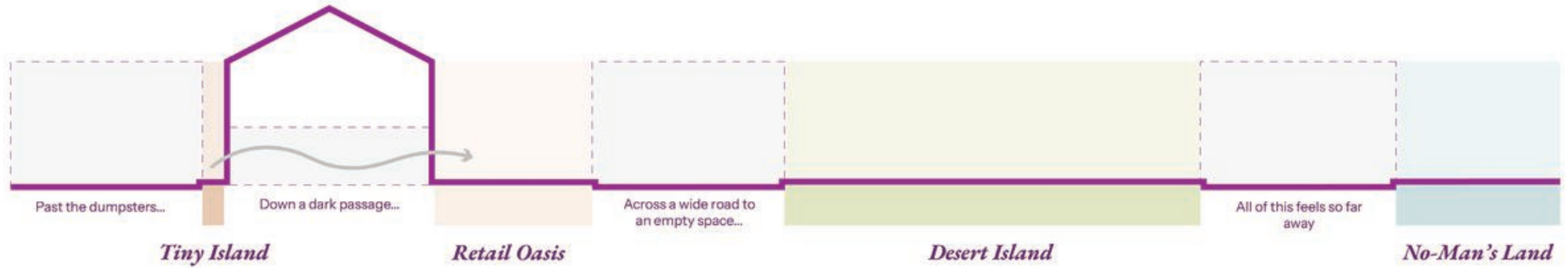


Existing Conditions

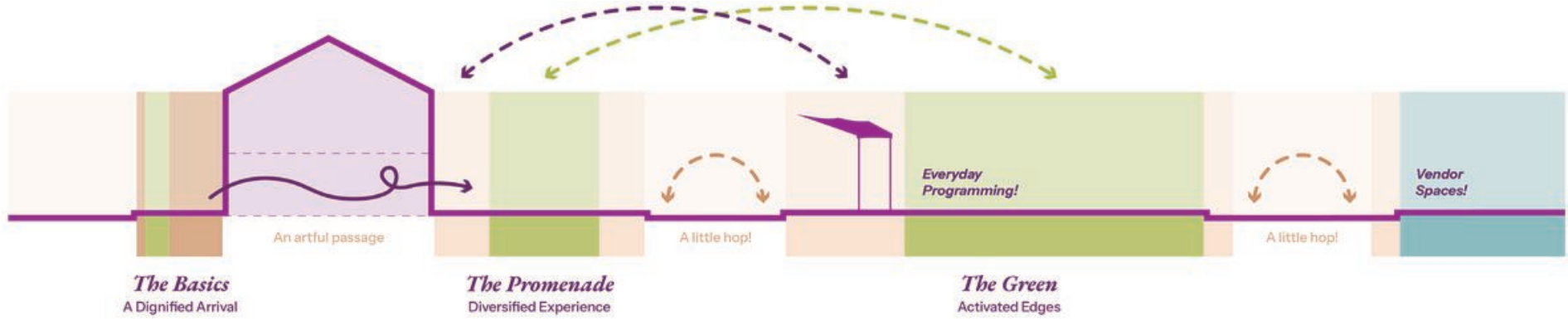


Proposed Conditions

From islands of experience...



... toward a more vital and connected place



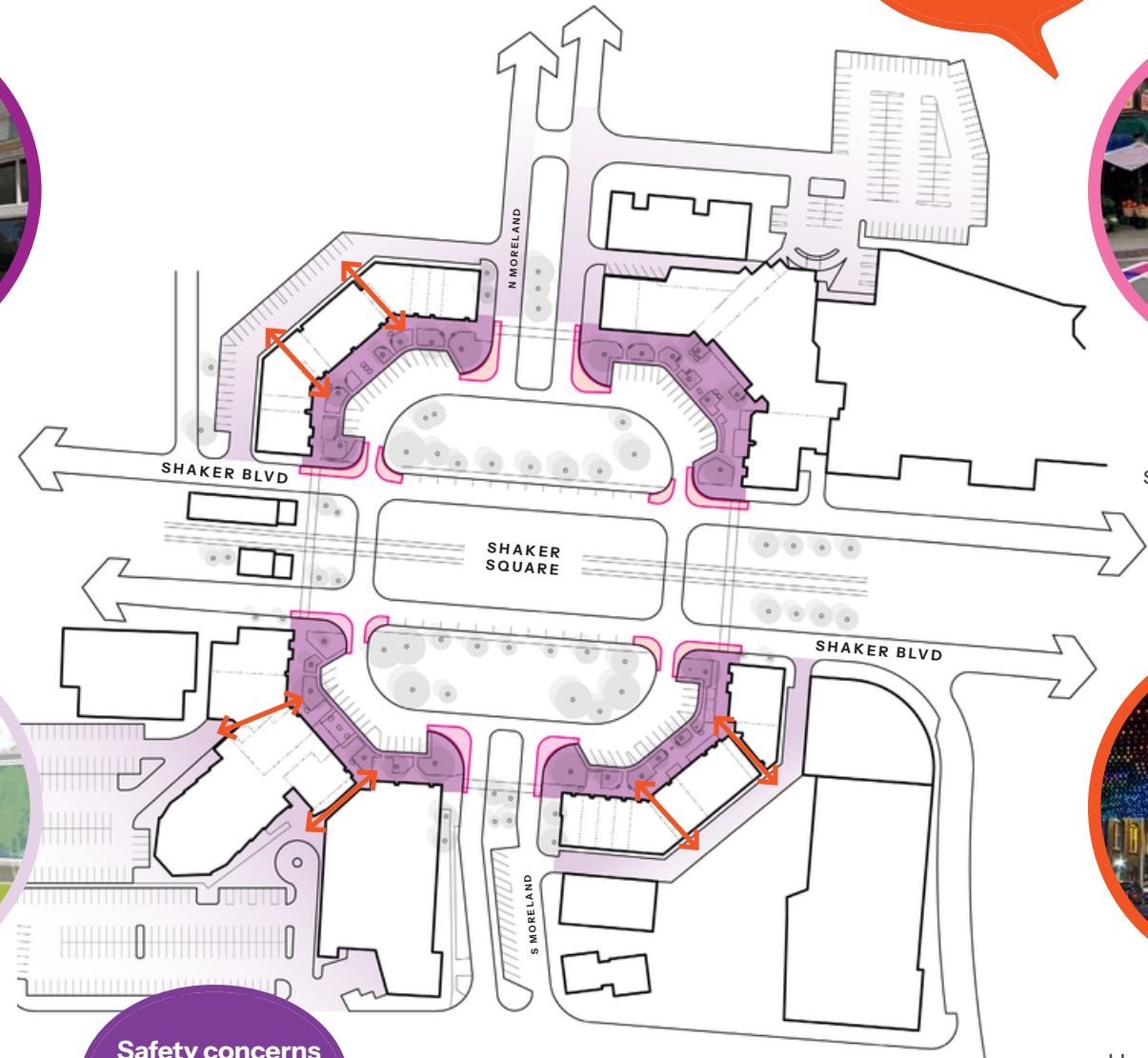
Improved connectivity



Promenade
Build on the success of recent facade renovations by evaluating and decluttering the promenade.



Outer Frame
Consolidate and streamline trash, storage and operations. Use tactical measures to expand public realm.



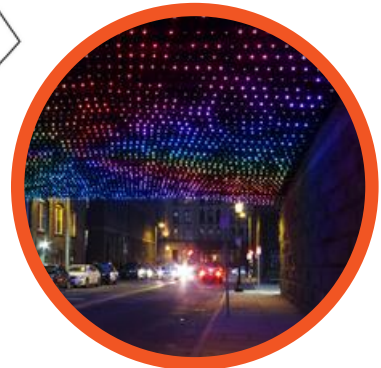
Safety concerns are deterring customers

Safe crossings and walkways for pedestrians

Parking is confusing!

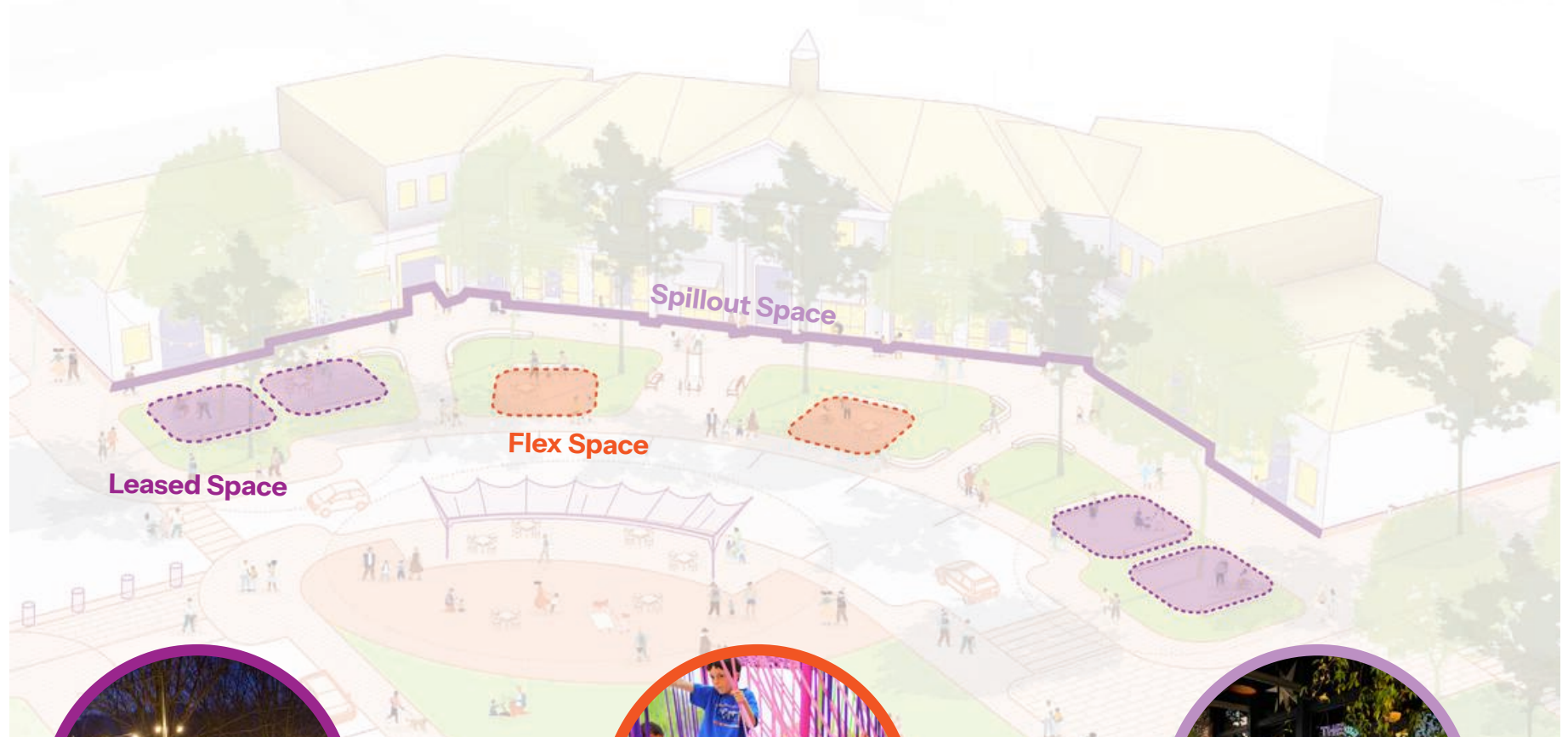


Traffic Calming
Create bumpouts and speed tables to promote traffic calming.



Passages
Use lighting and public art to enliven the portals and promote a sense of safety and care.

A clarified promenade



Leased Space

400-500sf, 4 per block

Dedicated outdoor space 30-40 seats (for F+B), 16-20 occupants (outdoor dance or classroom)



Flex Space

400-500sf, 2 per block

Publicly programmed spaces for public art, seating, garden space, mobility hub, fountain, small play element



Spillout Space

2' wide at building face

Zone along building face for tenant spillout including seating, displays, sandwich boards, etc.

An activated green

Family friendly
spaces and
playground

We need more
family-friendly
appeal



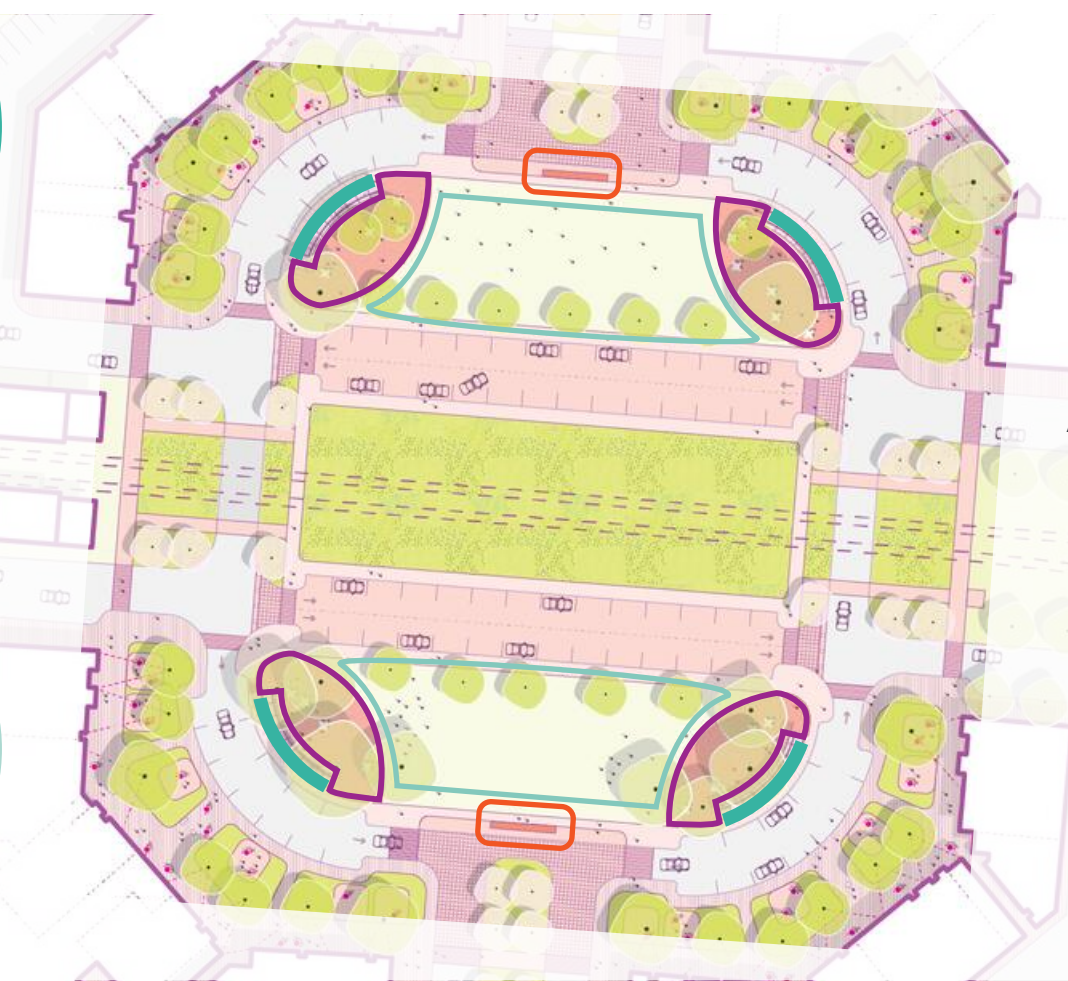
Pavilion
1,000sf, 1 per quadrant
Shaded overlook provides
architectural edge



Program Zone
5,000sf, 1 per quadrant
Activating, destination uses such
as play or performance space



Green
15,000sf each (2 total)
Flexible open space with
infrastructure for frequent events



Identity Zone
500sf each (2 total)
Signage and identity
for the Square



Principle #3

**Make Shaker Square both a
Cleveland destination and a
neighborhood-serving hub**



“Don’t make anyone feel outsiderish. This is an opportunity for inclusion.”



Better connected: neighborhoods to city

Connect to surrounding neighborhoods

Survey says: Most visitors walk from home.



Times Change... Coffee is Forever



Tom Jewell Cleveland.com

Experience design (vibe, culture, etc)

Space for artists
+ makers

**“Front Porch” is a great way to think about Shaker Square!
That is what people say about this neighborhood,
as friendly as it is.**



- induce demand by creating a place people want to seek out
- a “third space”
- design for all ages
- family friendly
- intentionally welcome youth / communicate sense of belonging
- authenticity. uniqueness
- design excellence - a superbly designed space
- everyone deserves access to great spaces

Supporting events + programs

Public space programming topped the survey list!

More event programming!



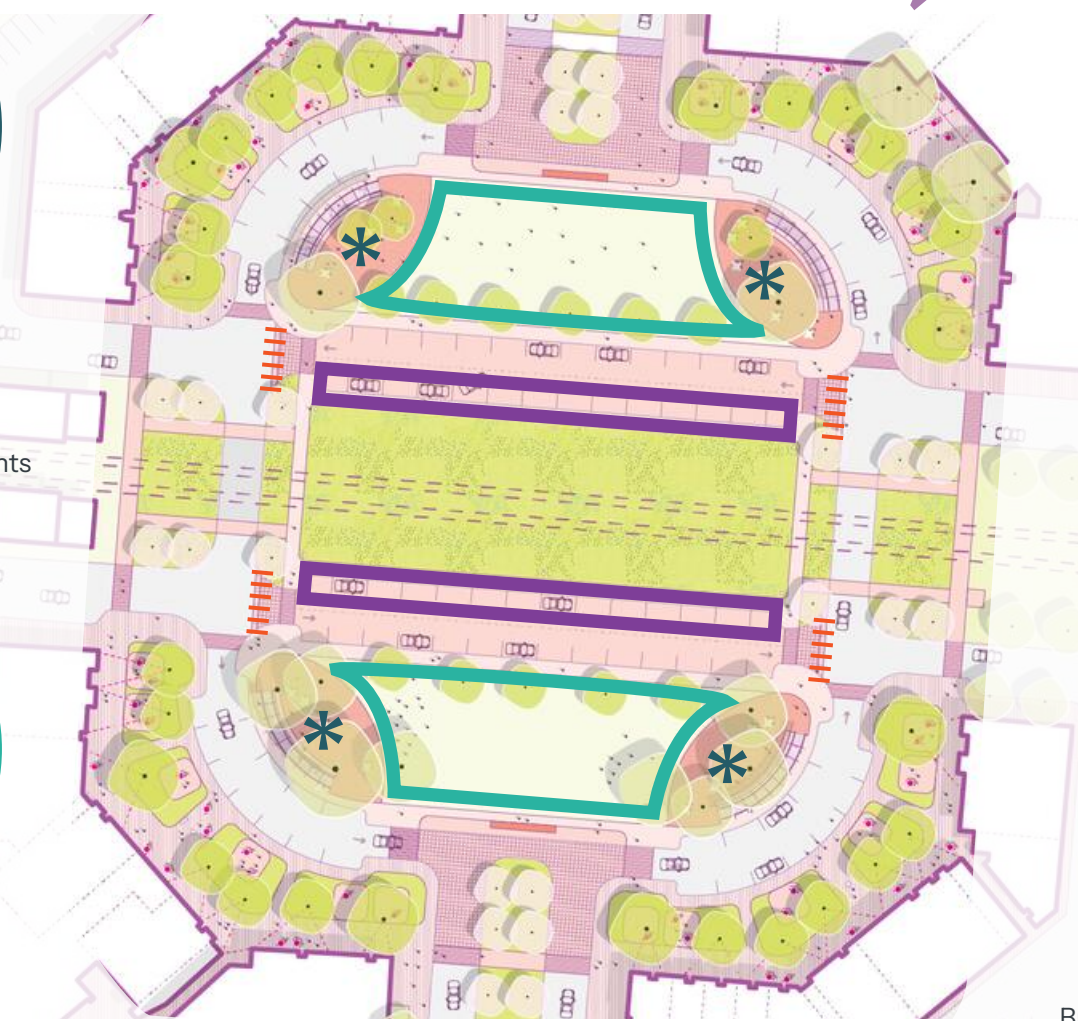
Potential Stage
An elevated platform with necessary power and lighting could serve as a stage for events



Vendor Zone
An added lane of onstreet parking that can support more vendor spaces for events



Green
15,000sf each (2 total)
Flexible open space with infrastructure for frequent events



Deployable Barriers
Built-in system of deployable / removable barriers could allow easier event set-up

Event programming

Programming the Square is important to visibility

A holistic approach to the long-term success of Shaker Square...



People-focused Design

implementation over time of people-centric improvements to the Square that bring new activities, experiences and users to the Square

Consistent Programming

explore opportunities for an “impresario” to curate events or governance model with built-in programming capacity

Collaboration and Partnership

beyond formal public events, attract creatives and influencers organically with things like open studios, a neighborhood bar, private events, block parties, pop-ups, etc



Principle #1

Strengthen and restore the original design and function of Shaker Square

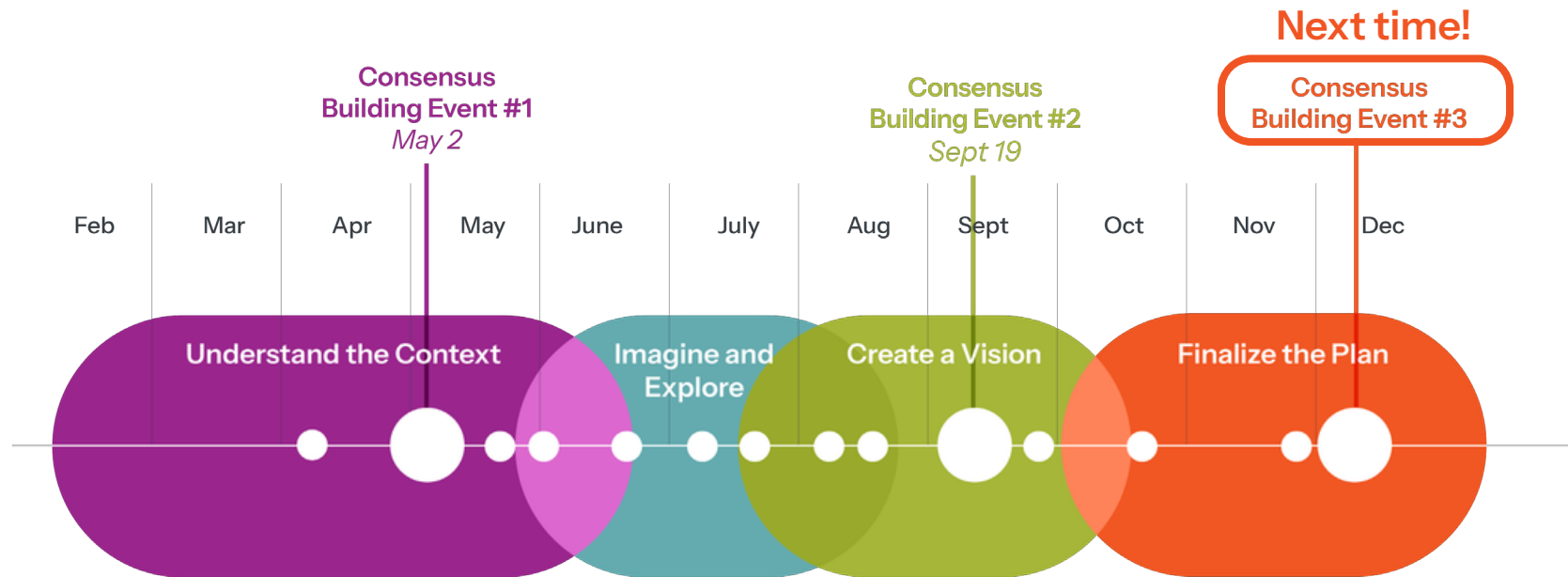
Principle #2

Ensure retail can thrive in a changing environment

Principle #3

Make Shaker Square both a Cleveland destination and a neighborhood-serving hub

Next steps



In December we will discuss...

- Actionable, implementable steps to achieve plan
- Short term, medium term, and long term suggestions
- More details on merchandising strategy
- Full design for the public realm (including parking)

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Discussion