



Downtown | Flats Design Review Agenda

FINAL DRAFT

Thursday, June 20th, 2019

Cleveland City Hall

Room 514 – 9:00am

Special Presentation:

1. **Project:** 2019 Playhouse Square Summer Street Banners

New pole banners at multiple locations

Project Address: Downtown Cleveland, Playhouse Square District

Project Representative: Anthony Santora, Cleveland City Planning Commission

Final Design Development Approval:

1. **Project:** DF2019-061: Temp. Signage for MLB All Star Game *

The proposed installation of new temp. large scale wall banners for MLB All-star game.

Project Address: Various Location in the CBD

Project Representative: Rod Carter & Chad McCullough. Elite Media

Schematic Design Approval:

1. **Project:** DF2019-011: The Avenue Townhomes - Knez Phase 2 *

The proposed construction of a new residential townhomes.

Project Address: Superior Ave. between E. 14th St. & E. 15th St.

Project Representative: Katie Gillette, City Architecture

Committee Report:

D | F Committee, Jack Bialosky (Chair)

Administrator Report:

Anthony Santora, Administrator

*Denotes agenda item will also appear before the Cleveland City Planning Commission the following day, Friday, June 21st, 2019.

Thursday, June 20th, 2019
Downtown | Flats Design Review Committee

Cleveland City Planning Commission

The logo for the Cleveland City Planning Commission is a circular seal. It features the words "CITY OF CLEVELAND" at the top and "OHIO" at the bottom, separated by stars. In the center is a stylized "CPC" where the "C" is blue, the "P" is orange, and the "C" is green. The seal is faded and serves as a background for the title text.

Freddy L. Collier, Planning Director

Jack Bialosky, Committee Chairperson

Anthony Santora, Committee Administrator



Design Review Committee Meeting Regulations & Procedures

- Please silence or turn-off all cell phones.
- Please be respectful of all presenters and keep gallery talking to a minimum.
- All presenters and gallery members must sign-in with administrator.
- The administrator will introduce the project & provide some background information.
- The project team will present w/ min. interruptions for 15 minutes (max).
- The public portion of the meeting will open: (sign in required & 3 min. max speaking time)
 - Proponents (Those in favor of the project)
 - Opponents (Those not in favor of the project)
- The public portion of the meeting closes.
- The committee begins deliberation & review.
- After deliberation & review concludes the committee will render its vote.
- Following vote, lead project rep. reports to administrator for further instruction.

2019 Playhouse Square Summer Street Banners

Downtown Cleveland
Playhouse Square



2019 Playhouse Square Summer Banners

20, June 2019

DF2019-060

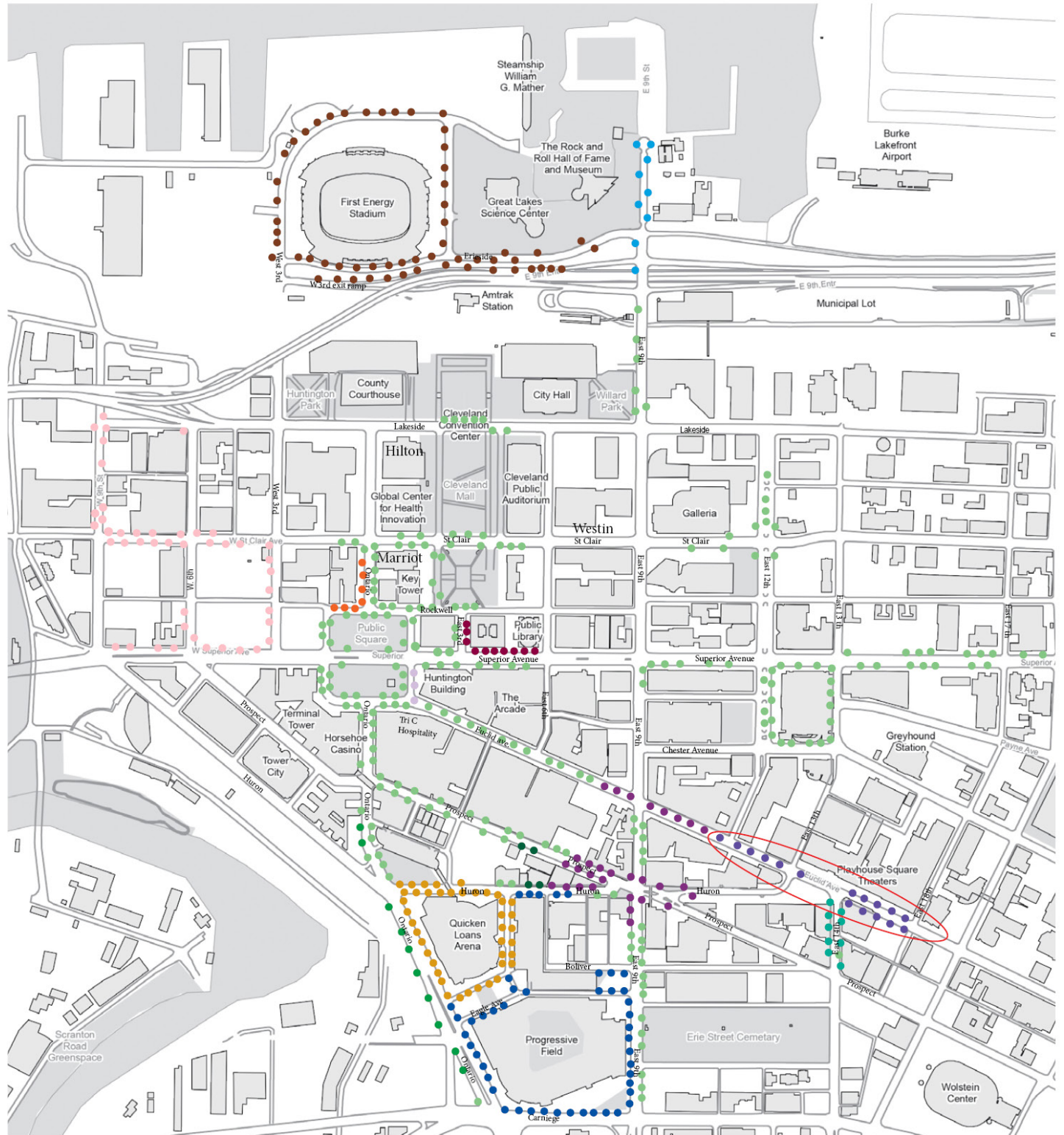




DESCRIPTION

July 1, 2019 - July 1, 2020
16 Street Poles and 32 Banners
Euclid Ave.

- Medical Mutual
- Old Stone Church
- Great Lakes Theater
- Metroparks
- Cavs
- Playhouse Square
- Warehouse District
- Indians
- Browns
- Rented Monthly
- United Church of Christ
- Library
- North Coast Harbor
- Fisher Phillips



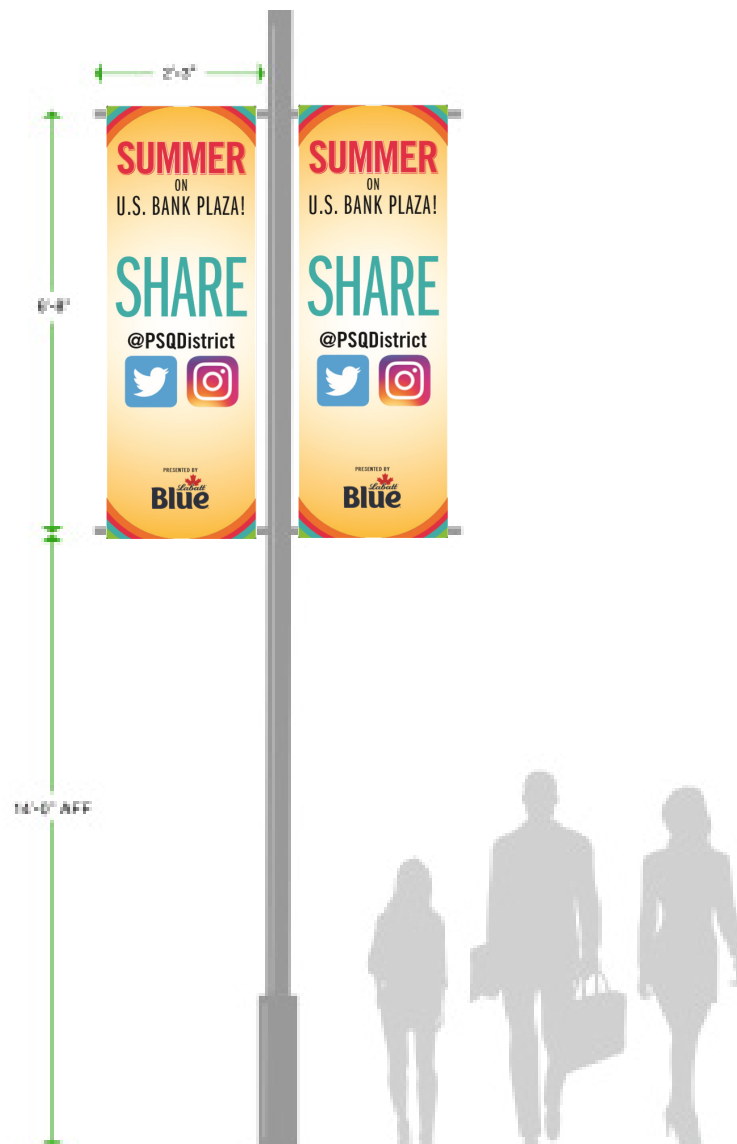


Monte Ahuja
College of Business

Reform Physical
Therapy & Pilates



One word is repeated
on every pole.
The front and back
designs on each
banner be the same.





 PNC BANK

 PNC BANK

ALLEN
SUMMER ON U.S. BANK PLAZA!
SHARE @PSQDistrict
AND EVEN YOU
Blue

SUMMER ON U.S. BANK PLAZA!
SHARE @PSQDistrict
Blue

PLAYBOY SQUARE

SUMMER

ON
U.S. BANK PLAZA!

PLAN

playhousesquare.org/summer

PRESENTED BY

**Labatt
Blue**

SUMMER

ON
U.S. BANK PLAZA!

PLAN

playhousesquare.org/summer

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SUMMER

ON
U.S. BANK PLAZA!

TAG

#14thandEuclid

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ON
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SHARE

@PSQDistrict



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Temp. Signage for MLB All Star Game

Various Locations in the CBD



20, June 2019





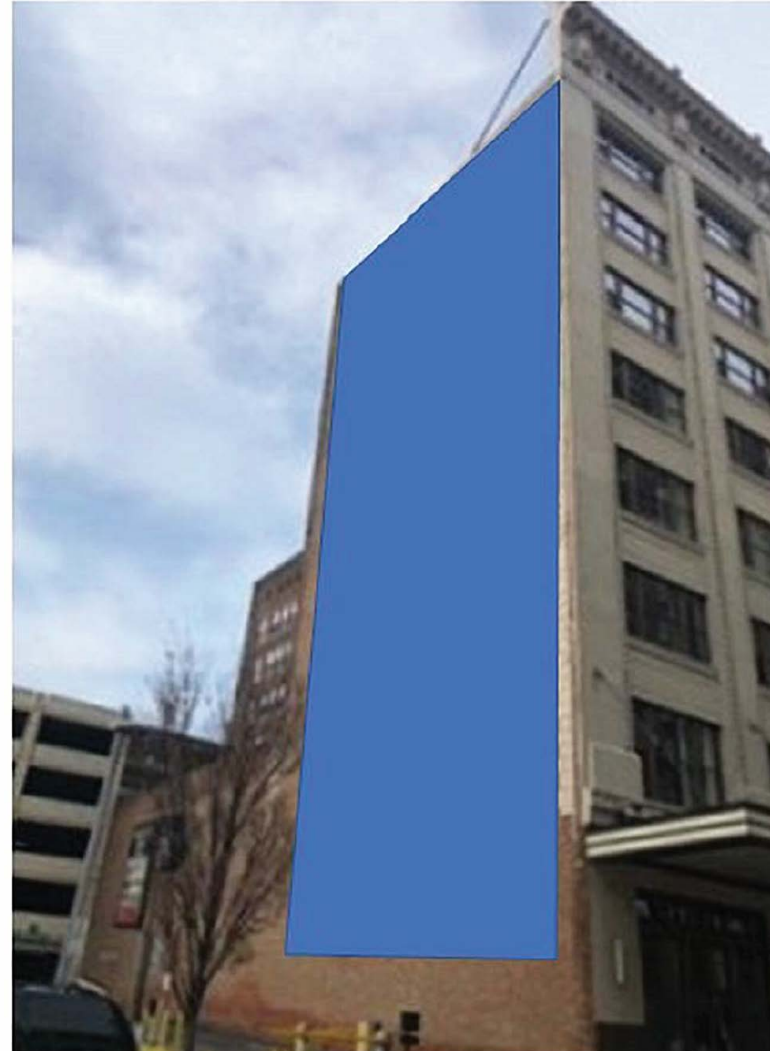
MLB ALL STAR GAME 2019
CLEVELAND, OH

BUILDING WRAP OPPORTUNITIES

ELITE MEDIA, INC.

CHAD@ELITEMEDIAINC.COM
MAUREEN@ELITEMEDIAINC.COM
CINDY@ELITEMEDIAINC.COM

668 Euclid Ave. – Cleveland, OH



Elevation Detail

40'W x 75'H

Property Address: 668 Euclid Ave

Attachment Method: Self-Adhesive, Sticker Type Material- NON STRUCTURAL

MBL ALL STAR WEEK

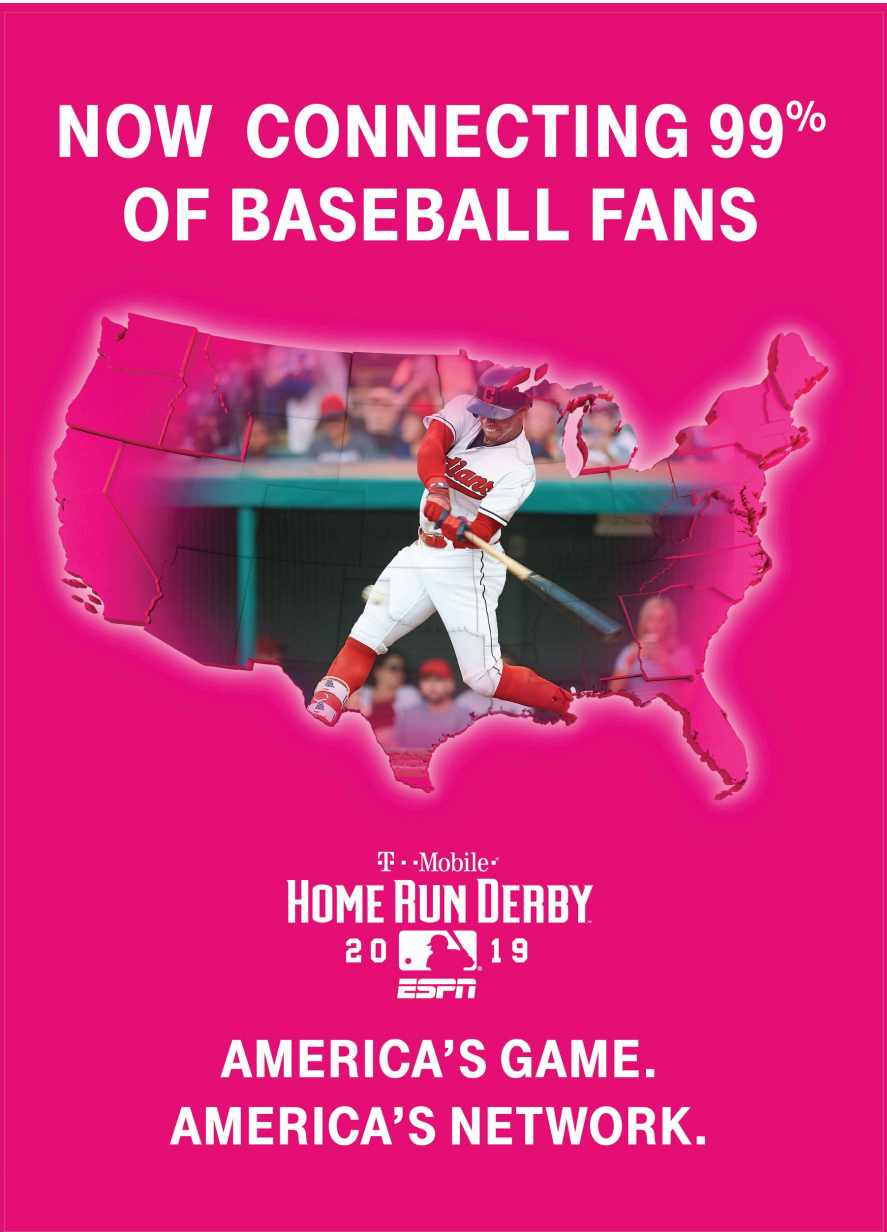
Creative design: T-Mobile

Eucli Ave. Wall

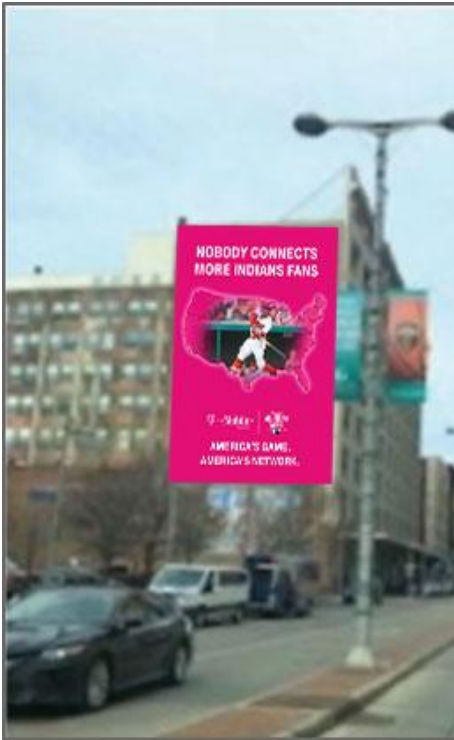
Version 1



Version 2

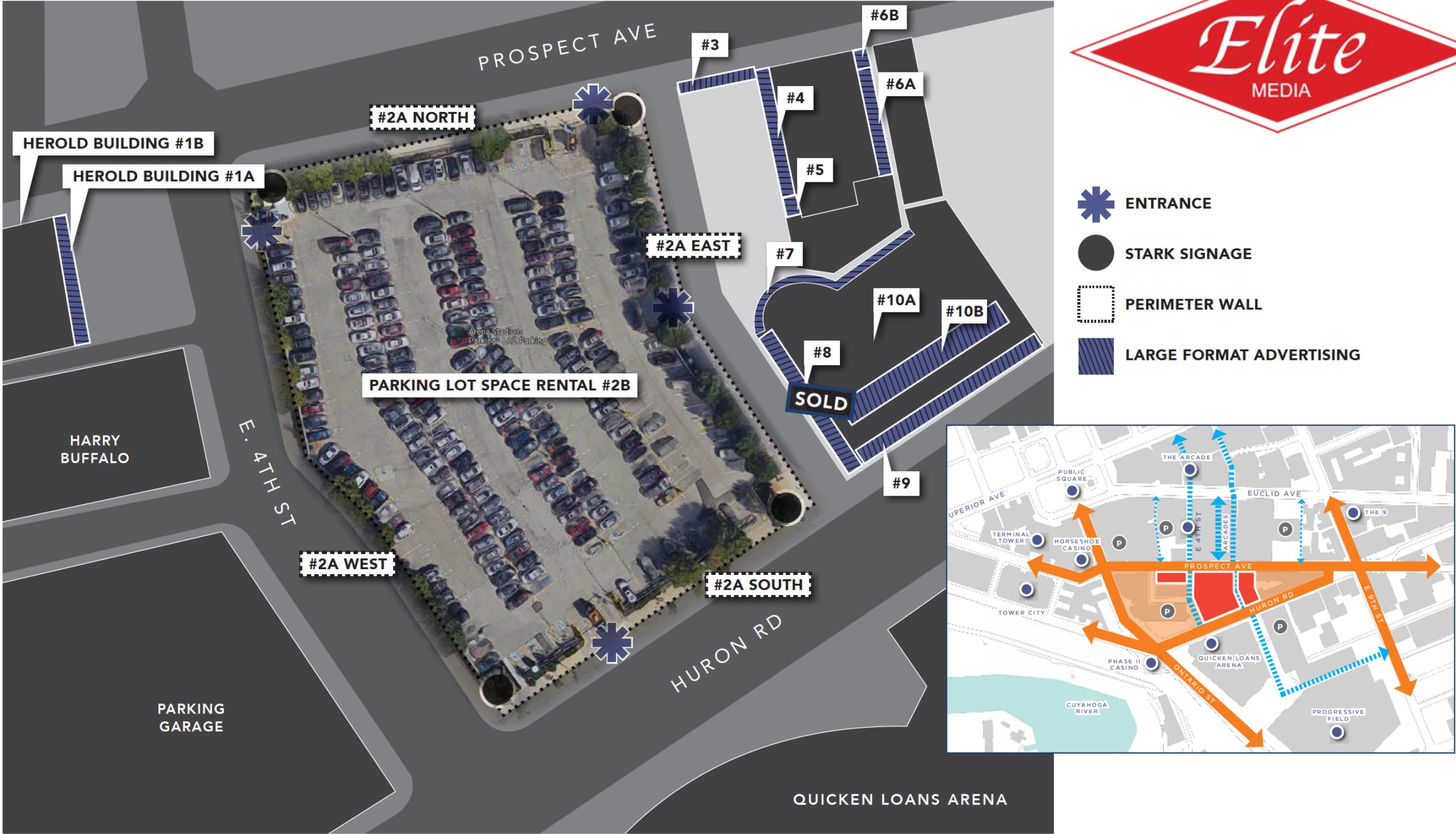


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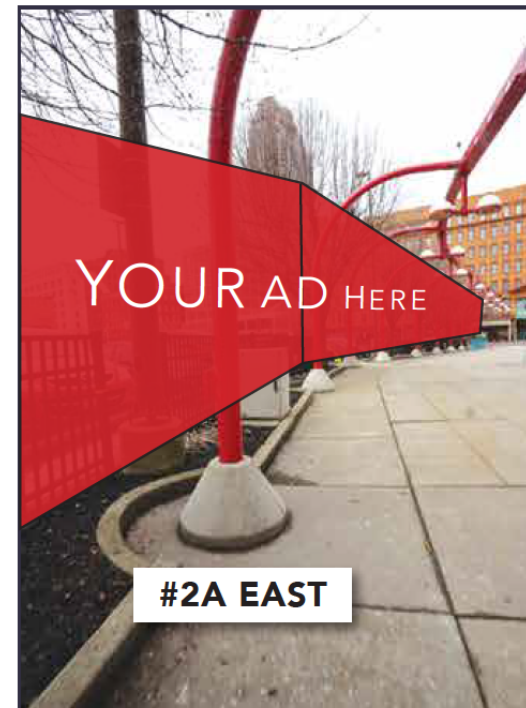
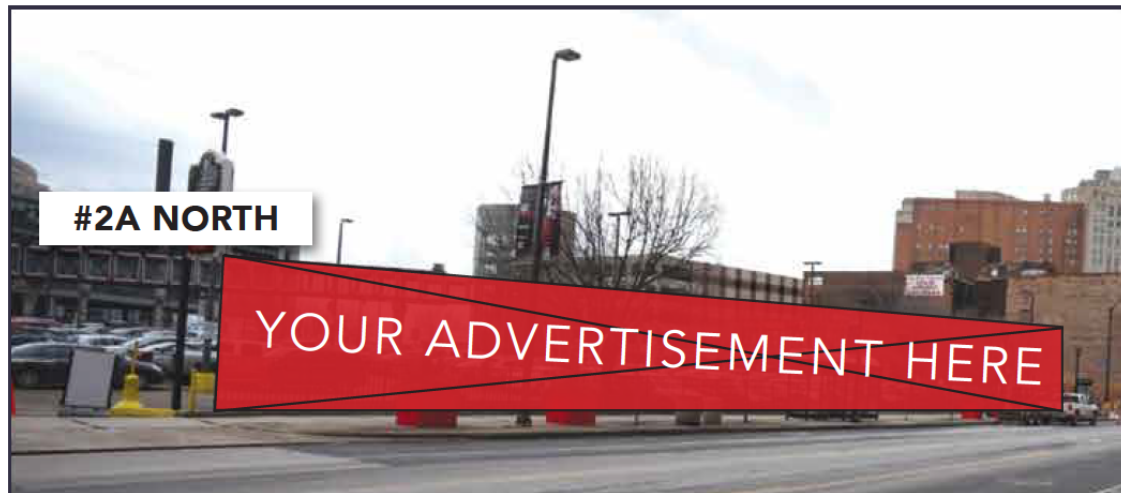
Final Creative for 668 Euclid Ave

CLEVELAND CENTRAL BUSINESS DISTRICT — SITE MAP



Address: 610 Prospect
Site Map showing the Parking Lot Space Rental- T-Mobile Banners

PERIMETER WALLS — #2A



Presented by ELITE MEDIA, INC.

chad@elitemediainc.com

maureen@elitemediainc.com

cindy@elitemediainc.com



PARKING LOT SPACE RENTAL #2B

4' x 125'
North, South, East
and West Sides

Address: 610 Prospect

Perimeter Walls to have a temporary banner installed using zip-tie system

MLB ALL STAR WEEK

Creative Design: T-Mobile

Perimeter Static Panel

T-Mobile CONNECTING 99% OF NATIONAL LEAGUE FANS AMERICA'S GAME. AMERICA'S NETWORK. CONNECTING 99% OF AMERICAN LEAGUE FANS



Final Creative Design for 610 Prospect- perimeter walls

The Avenue Townhomes Knez Phase 2

Superior Ave. between E. 14th St. & E. 15th St.



DF2019-011



- Seeking Schematic Approval for the proposal.
 - This project is for the proposed construction of new residential townhomes.
 - This is the 3rd phase of the Avenue townhomes and the 2nd phase affiliated with Knez Homes.
 - The development consists of (27) townhomes.
 - The townhomes will range in size from 1,900 Sf – 2,800 sf and be primarily (3) stories with varying configurations of penthouses and roof decks.
 - The proposed site config. Will complement the previous phases as well as the surrounding environment and establish a strong presence on Superior Ave.
-
- Project will be presented to the Planning Commission for approval on 6/21

PROJECT SUMMARY
The Avenue Townhomes – Knez Phase 2

The proposed Avenue Townhomes project is located on Superior Avenue between E. 14th St. and E. 15th St. The project site is 0.849 acres. This is the third total phase of development for the Avenue Townhomes, and the second phase affiliated with Knez Homes. The site is bordered to the north by the original Avenue townhome development, consisting of two buildings containing 10 attached townhomes each. To the east is the Milton Townhouse development consisting of 16 townhome style apartments. The site is bordered to the south by commercial buildings and a surface parking lot, and to the west by the first phase of Knez affiliated Avenue Townhomes, a 12-unit townhome building. The property and all adjacent properties are zoned Semi-Industry.

The proposed development includes 27 townhomes. There are a variety of townhome sizes and configurations to provide diversity in pricing and lifestyle. The townhome sizes will range from approximately 1,900 SF – 2,800 SF. The townhomes will be three stories, with varying configurations of penthouses and roofdecks. All units will incorporate attached garages. Private services will be managed by a homeowners' association including landscape maintenance and snow removal. At this level of development all finishes and materials have not yet been determined. As such, an estimated base home price is not currently available. Units will be market rate, fee simple townhomes.

The proposed site configuration will complement the previous phases of development as well as the neighboring apartments. It will establish a strong street presence on Superior Ave. with a clear delineation between public and private areas. This type of development promotes a walkable urban neighborhood and will provide more inventory of a sought-after housing type in Downtown Cleveland. The development fits within the RA-3 zoning standards. No zoning variances are anticipated for this project.

Knez Homes is a leader locally and nationally in sustainable development and the building and selling of homes. All Knez homes meet or exceed the Enterprise Green Building Standards and Energy Star Guidelines. Knez designed communities and products are award winning and desired by customers at a variety of price points. Knez has a proven track record of performance and success within Cleveland Neighborhoods and looks forward to the opportunity to extend that success with the Avenue Townhomes community.

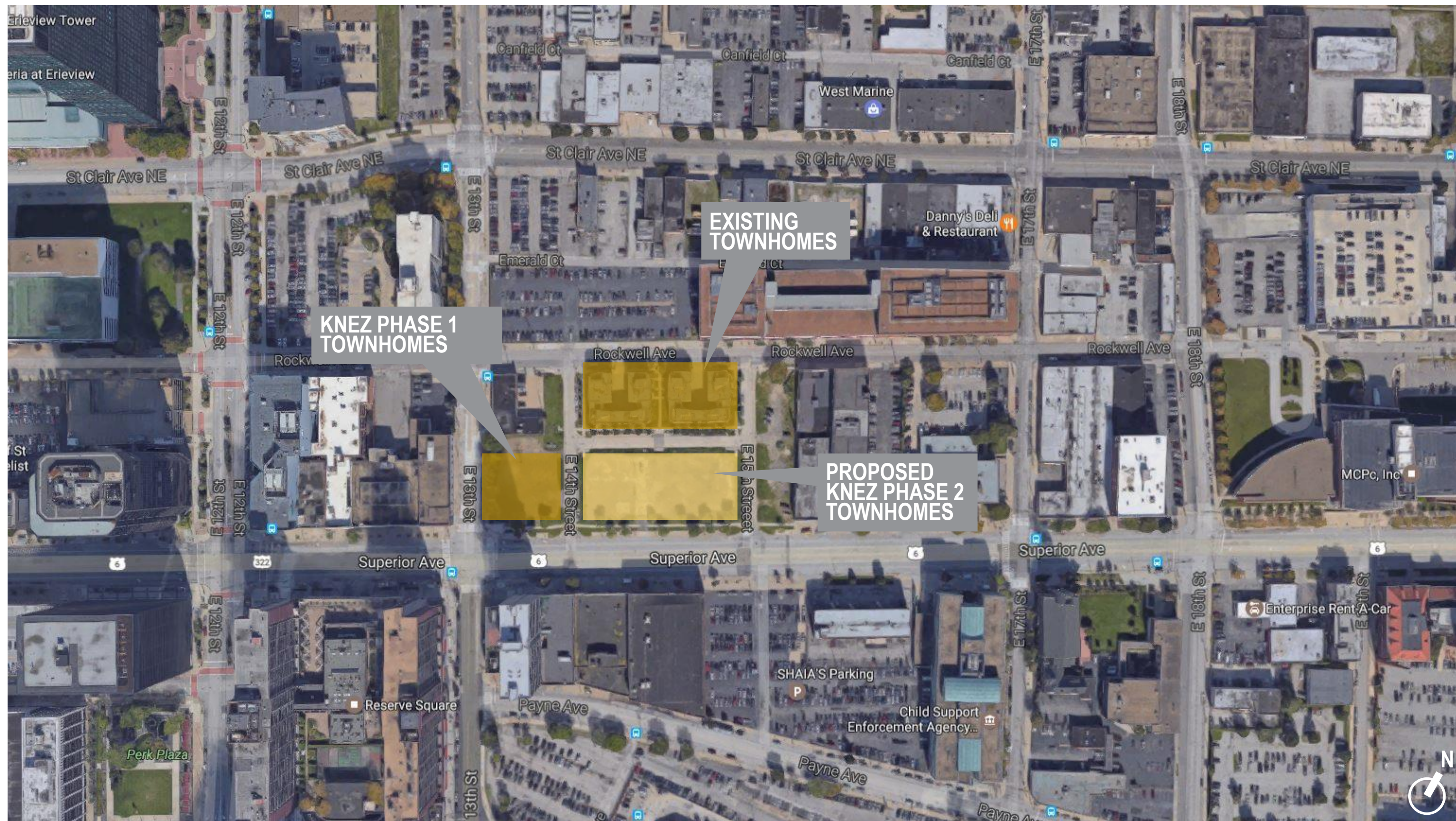
KNEZ HOMES

THE AVENUE TOWNHOMES - PHASE 2

DOWNTOWN | FLATS DESIGN REVIEW COMMITTEE

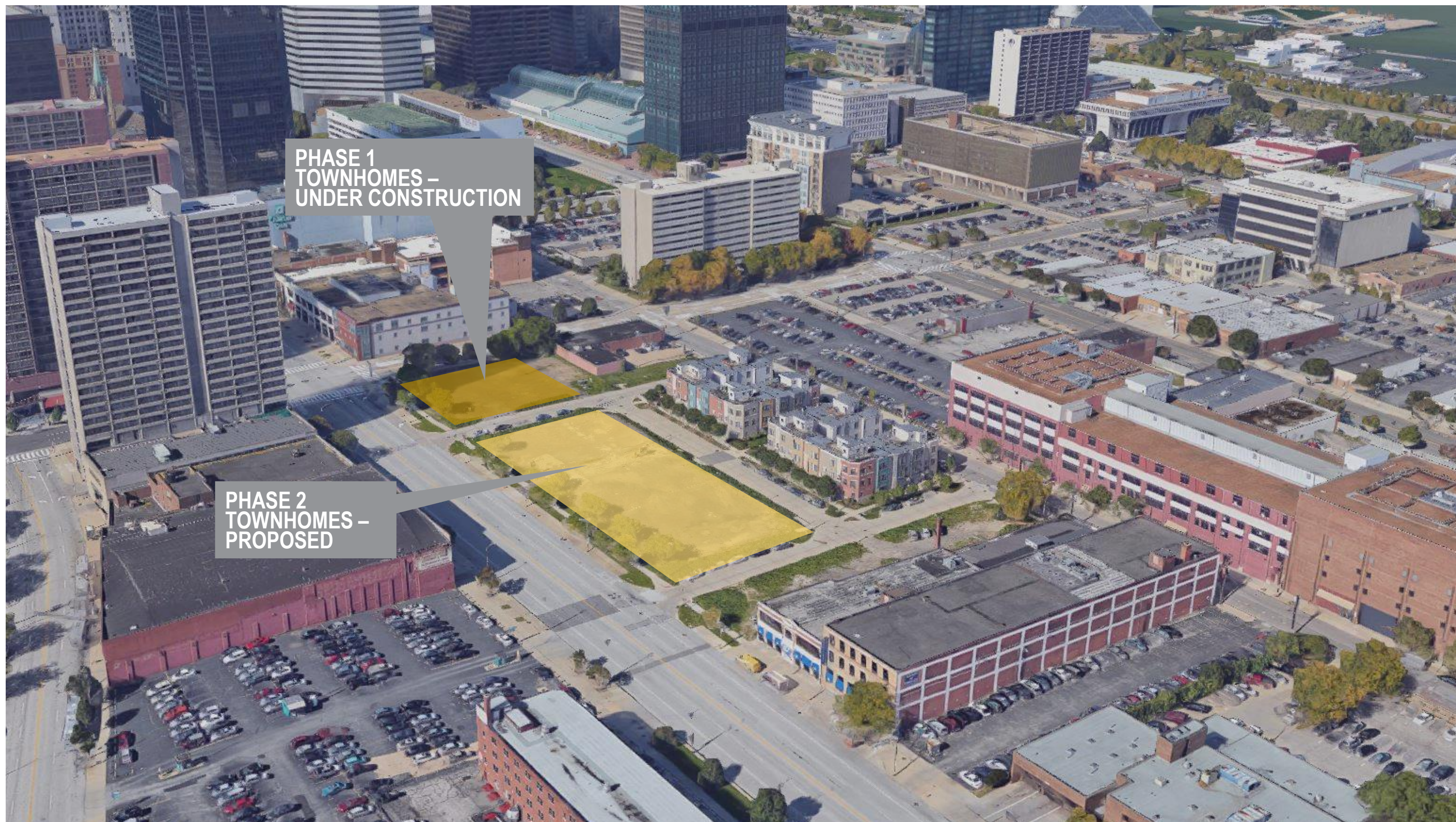
JUNE 13, 2019



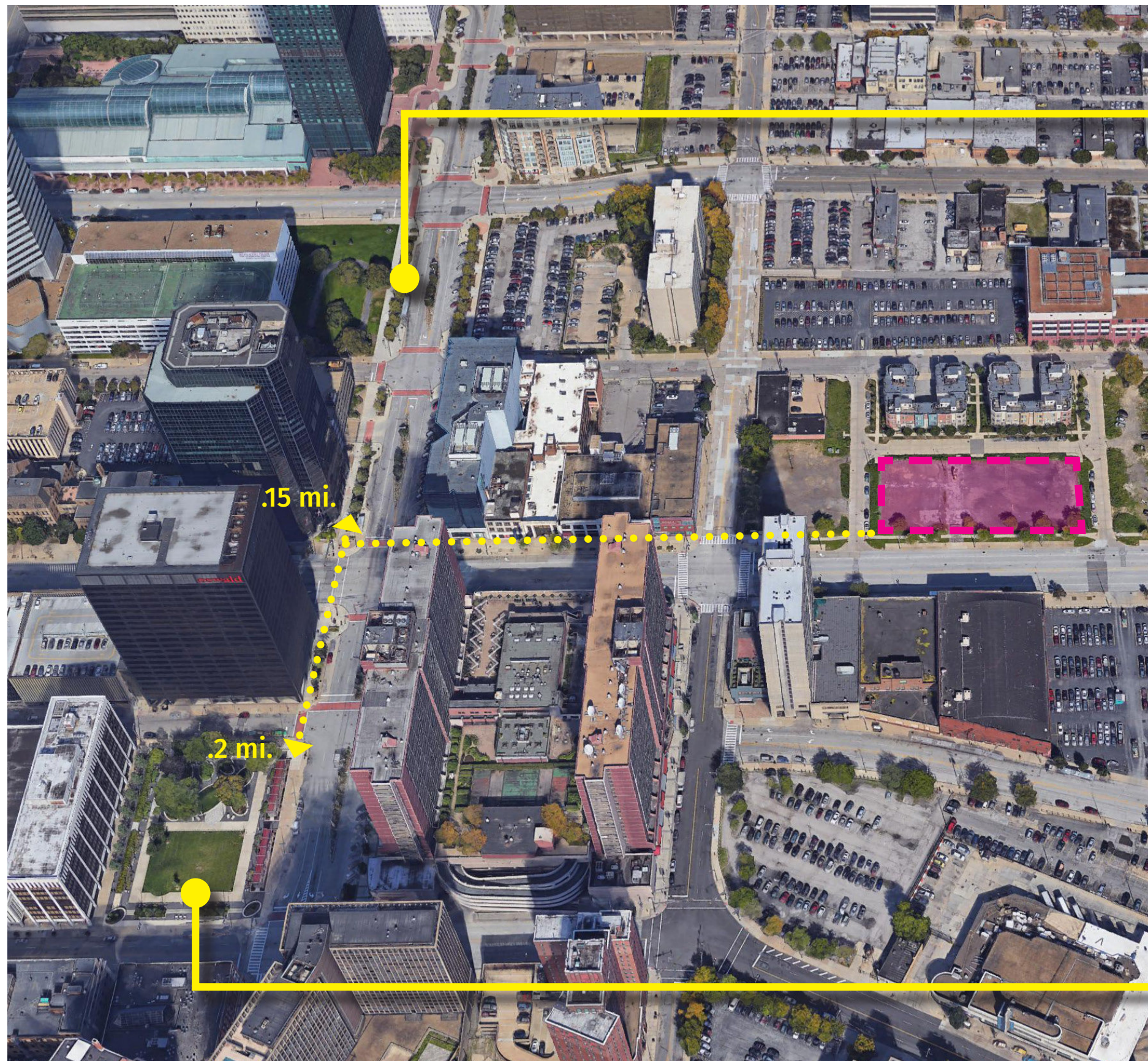


The Avenue Townhomes - Phase 2

Context Plan



The Avenue Townhomes - Phase 2
Existing Site Aerial (Looking Northwest)



The Avenue Townhomes - Phase 2

Green Space Connections



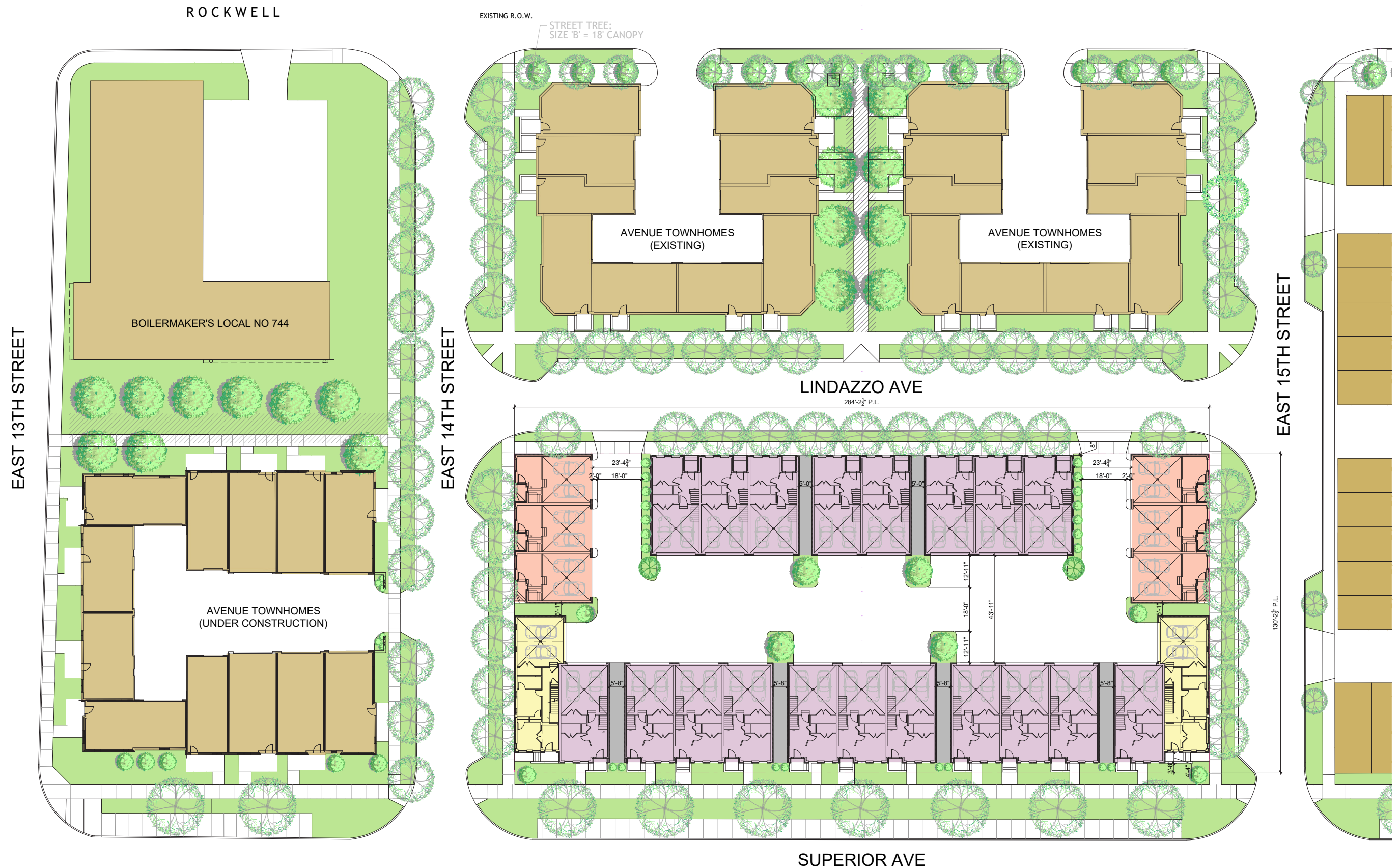
The Avenue Townhomes - Phase 2
Existing Avenue District Townhomes



The Avenue Townhomes - Phase 2
Milton Townhouse Development (East 115th Street)

The Avenue Townhomes - Phase 2

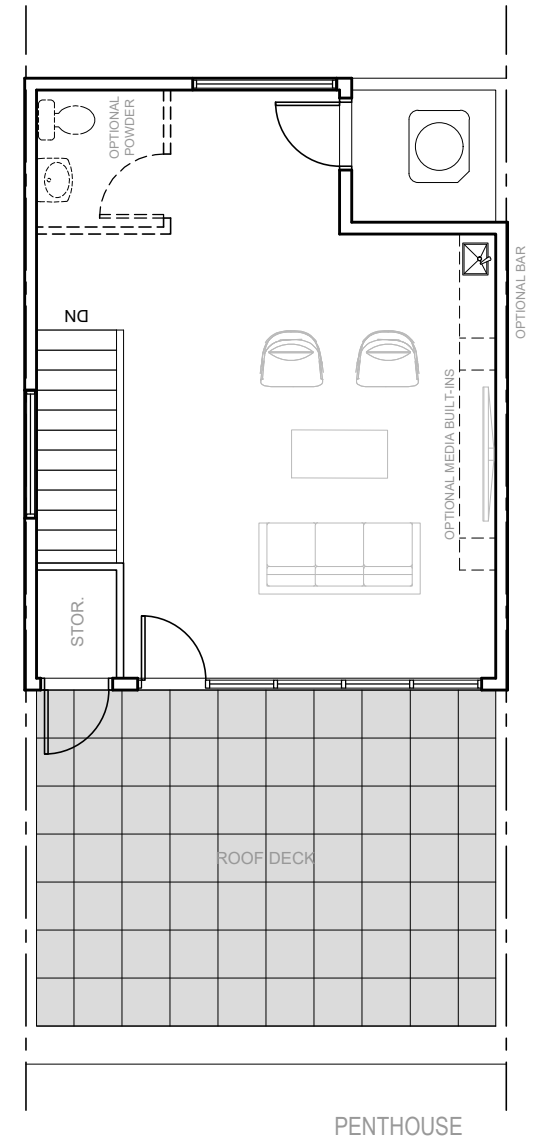
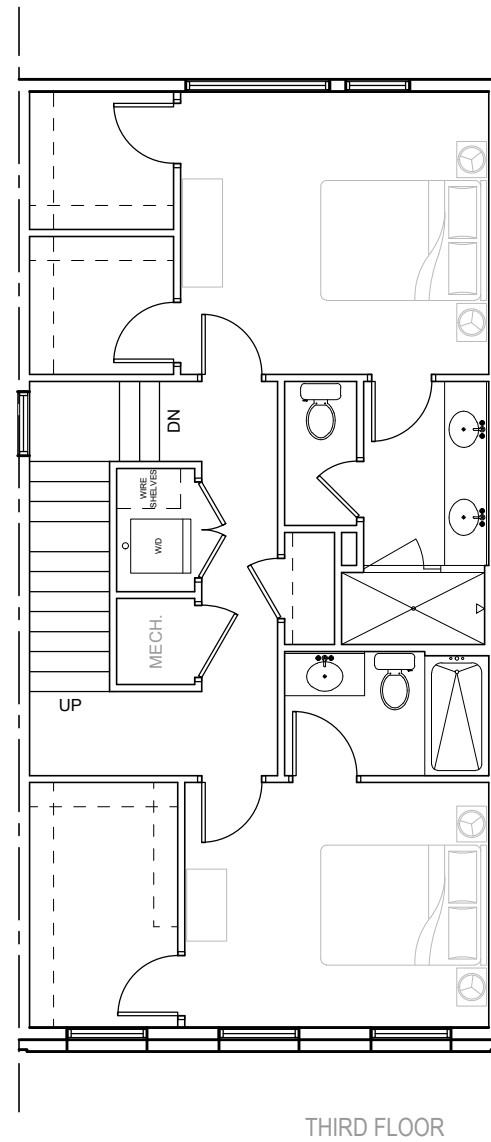
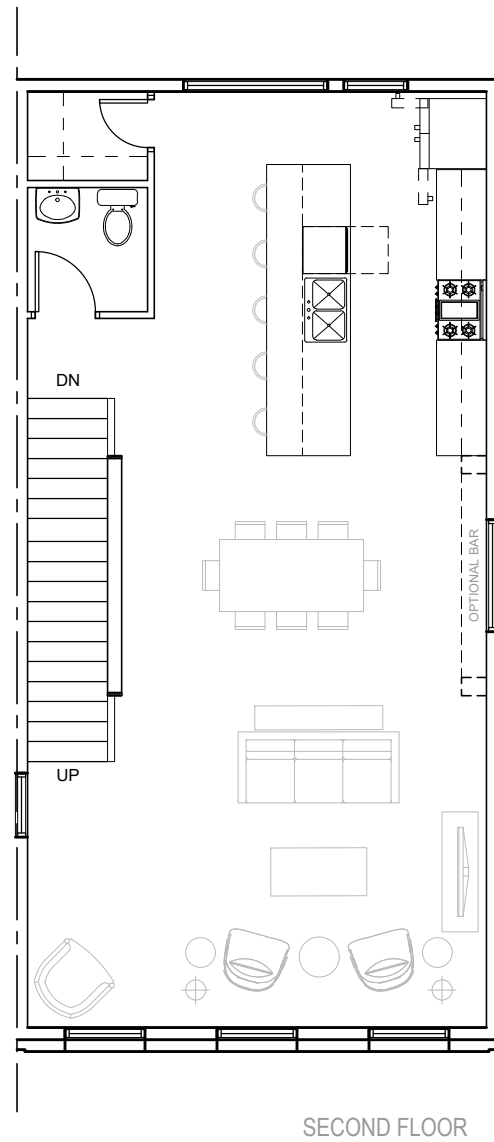
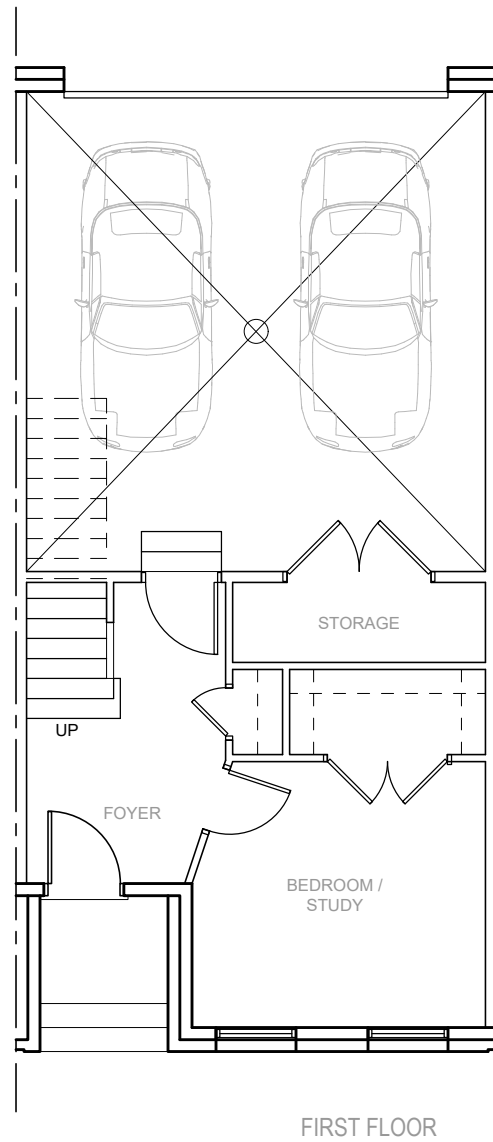
Proposed Development Plan



ZONING ANALYSIS

RA-3		
FRONT YARD DEPTH		
PRINCIPAL	0' MIN; 12' MAX	0'-9'
SECONDARY	NONE	0'
INTERIOR	7' MIN.	N/A
INTERIOR SIDE YARD DEPTH		
ADJOINING 1-2 FAMILY DISTRICT	3' MIN.	N/A
ADJOINING OTHER DISTRICT	NONE	N/A
REAR YARD DEPTH		
ADJOINING 1-2 FAMILY DISTRICT	7' MIN.	N/A
ADJOINING OTHER DISTRICT	NONE	N/A
FIRST FLOOR GLAZING		
PRINCIPAL FRONTAGE	35% MIN.	37% - 63%
SECONDARY	25% MIN.	25%
INTERIOR	20% MIN.	N/A
ACTIVE USE		
PRINCIPAL FRONTAGE	60% FRONTAGE 9' MIN. DEPTH	60-66% 10'-10" - 11'-1"
SECONDARY	NO REQUIREMENT	
INTERIOR	NO REQUIREMENT	
FRONTAGE FEATURES		
	B, C, D, OR E 16 SF MIN.	C, D, E 20-26 SF
HEIGHT OF FINISHED FLOOR ABOVE GRADE		
PRINCIPAL	28" MIN; 66" MAX.	28"
SECONDARY	28" MIN; 66" MAX.	28"
INTERIOR	28" MIN; 66" MAX.	28"
TWO-WAY VEHICULAR DRIVEWAY SERVING MULTIPLE UNITS		
	18' WIDE MAX	18'
HEIGHT LIMIT		
	600' MAX	48'



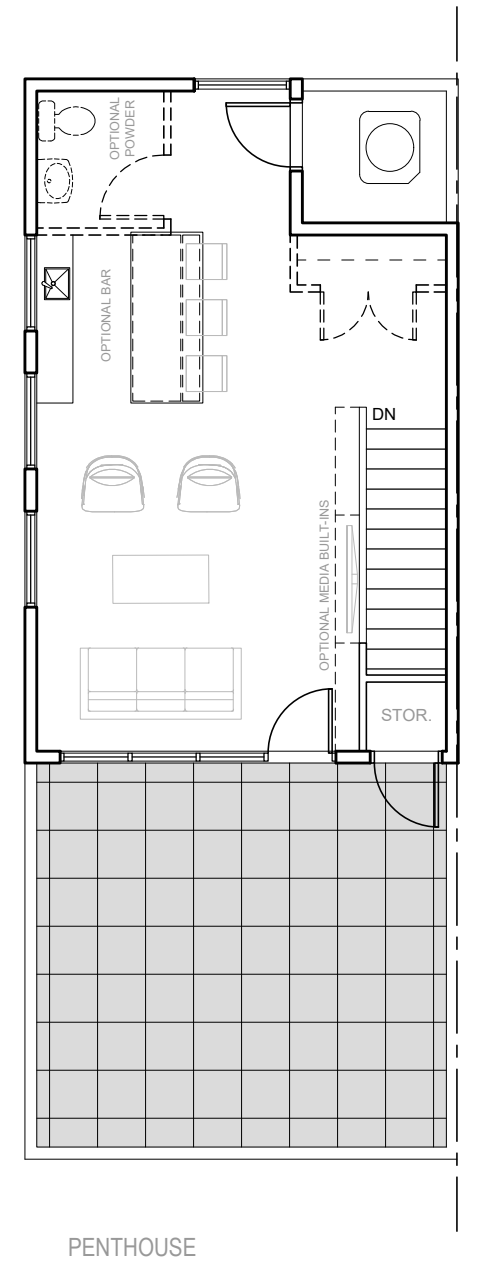
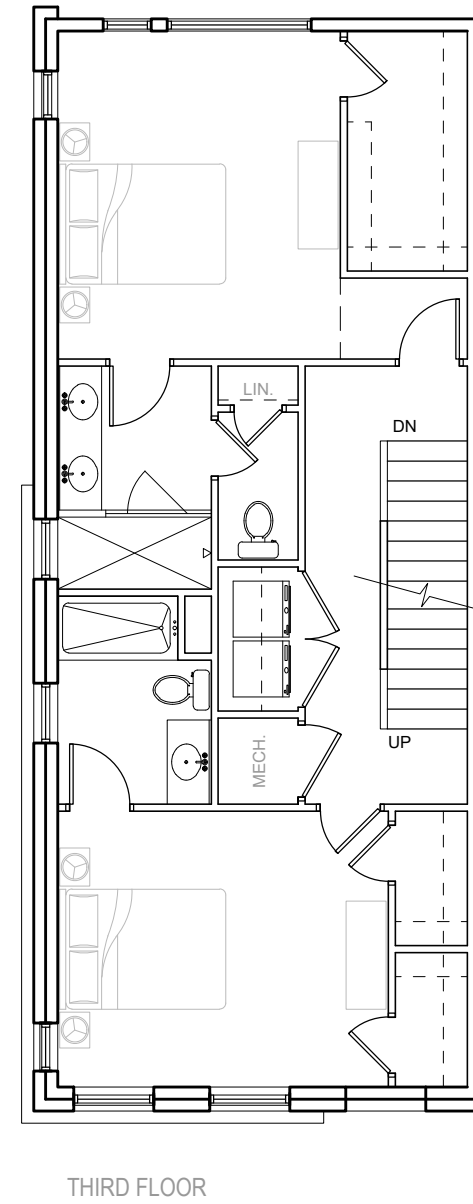
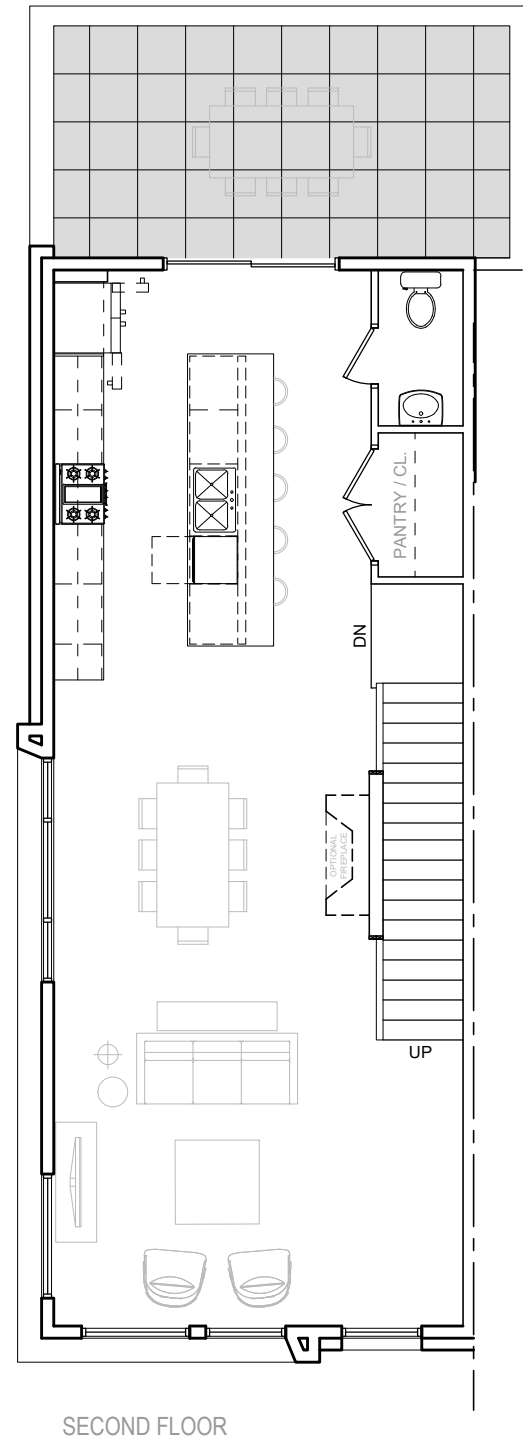
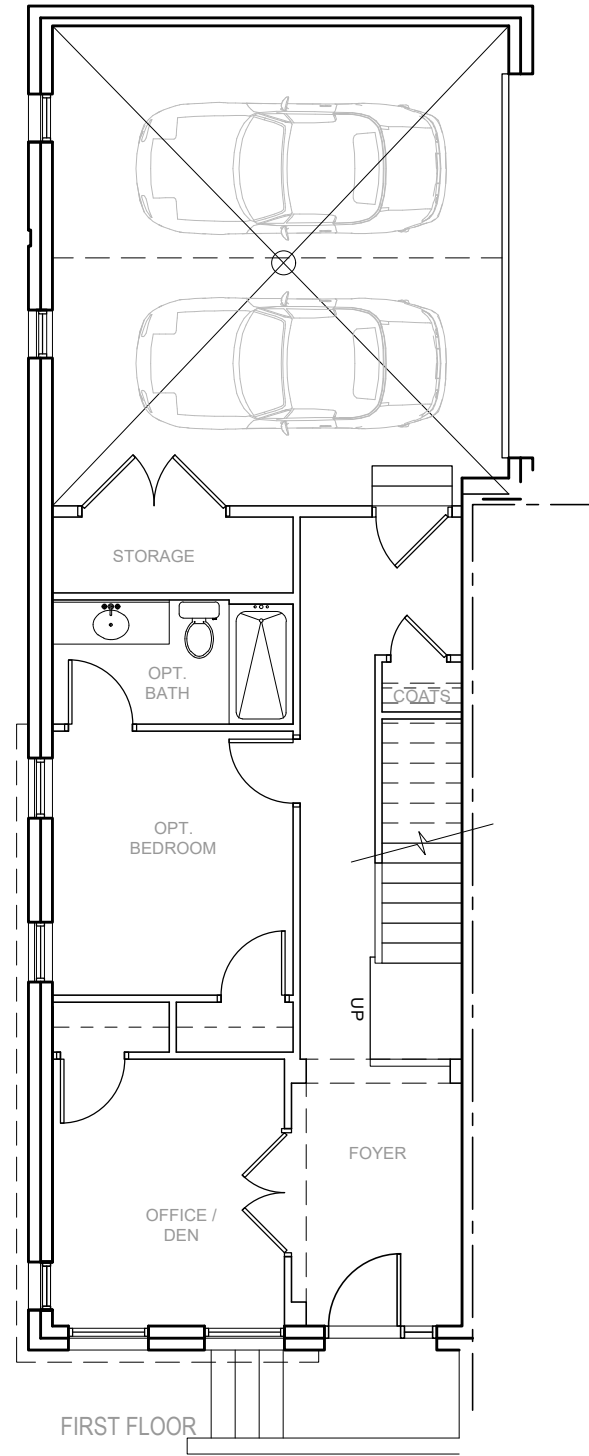


The Avenue Townhomes - Phase 2

Unit Type A Floor Plans

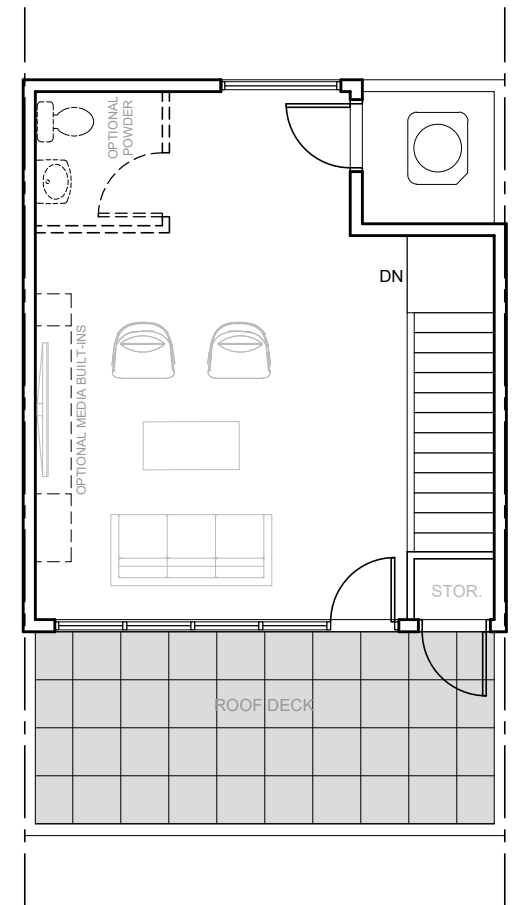
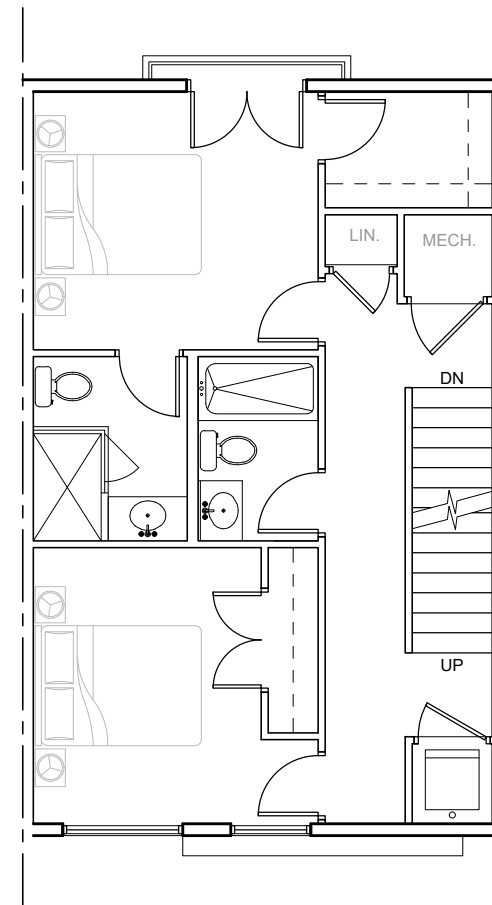
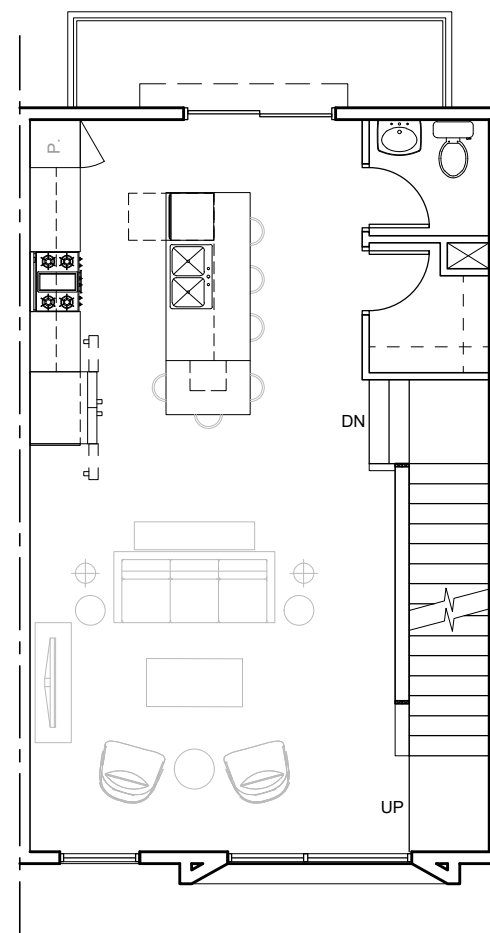
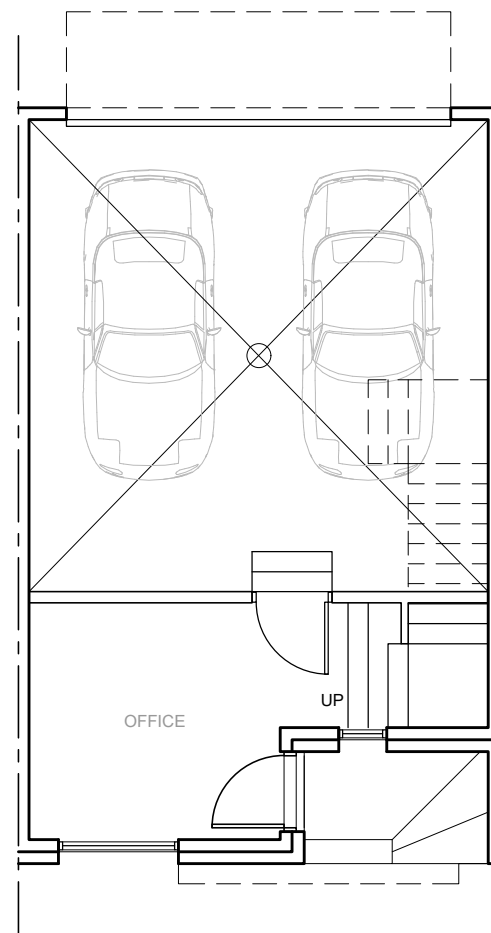


Design Review
June 13, 2019



The Avenue Townhomes - Phase 2

Unit Type B Floor Plans



The Avenue Townhomes - Phase 2

Unit Type C Floor Plans



Superior Avenue



Lindazzo Avenue

The Avenue Townhomes - Phase 2
 Exterior Elevations



East 15th Street Elevation



Courtyard Elevation - North

The Avenue Townhomes - Phase 2

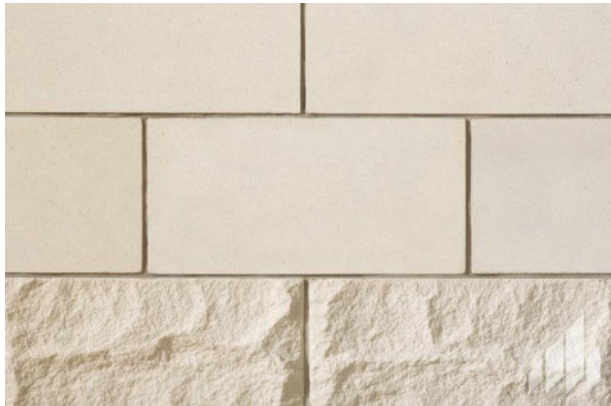
Exterior Elevations



Masonry Veneer



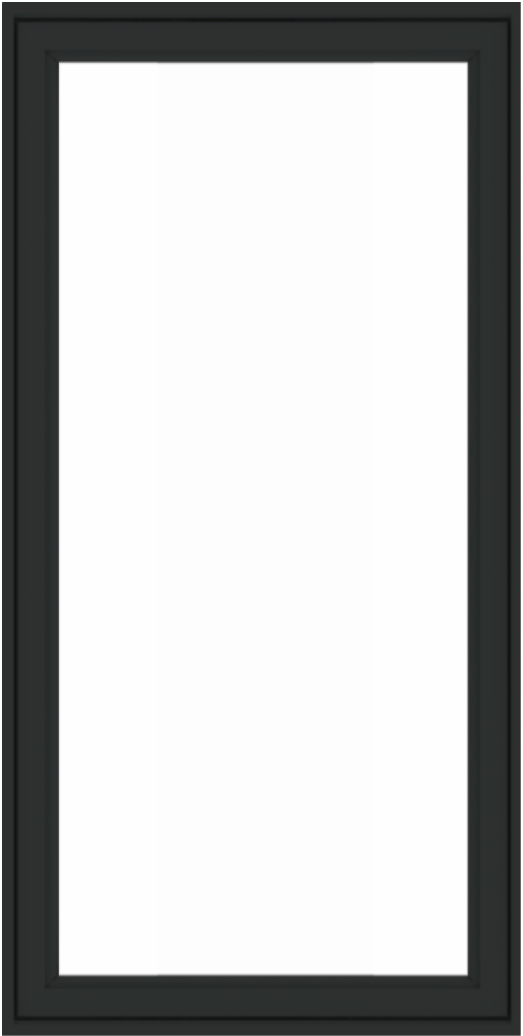
Masonry Veneer



Cast Stone



High-Pressure Laminate - Wood-Look



Vinyl Picture and Casement Windows



Metal Panel



Vinyl Siding

The Avenue Townhomes - Phase 2
Exterior Material Palette



Street Trees - Princeton Sentry



The Avenue Townhomes - Phase 2

Proposed Landscaping

Foundation Plantings



Wine & Roses Weigela



Happy Returns Daylily



Overdam Feather Reed Grass



Walker's Low Catmint



Knockout Roses



Black Eyed Susans



The Avenue Townhomes - Phase 2
Aerial Looking Northeast



The Avenue Townhomes - Phase 2
Aerial Looking Southwest



The Avenue Townhomes - Phase 2
Superior Avenue & East 14th Street



Design Review
June 13, 2019



The Avenue Townhomes - Phase 2
Superior Avenue & East 14th Street



The Avenue Townhomes - Phase 2
Lindazzo Avenue & East 15th Street



The Avenue Townhomes - Phase 2
Lindazzo Avenue & East 14th Street



The Avenue Townhomes - Phase 2
Lindazzo Avenue & East 14th Street



The Avenue Townhomes - Phase 2
Superior Avenue & East 15th Street