



# Downtown | Flats Design Review Agenda

**FINAL DRAFT**

Thursday, June 20<sup>th</sup>, 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. 14<sup>th</sup> St. & E. 15<sup>th</sup> 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 21<sup>st</sup>, 2019.

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

The image features a large, light gray circular seal of the City of Cleveland, Ohio, in the background. The seal contains the text "CITY OF CLEVELAND OHIO" around the perimeter and a central emblem with stars and a landscape. Overlaid on the seal is the logo for the Cleveland City Planning Commission (CPC), which consists of the letters "C", "P", and "C" in blue, orange, and green respectively, arranged in a stylized, overlapping manner.

**Cleveland City Planning Commission**

**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

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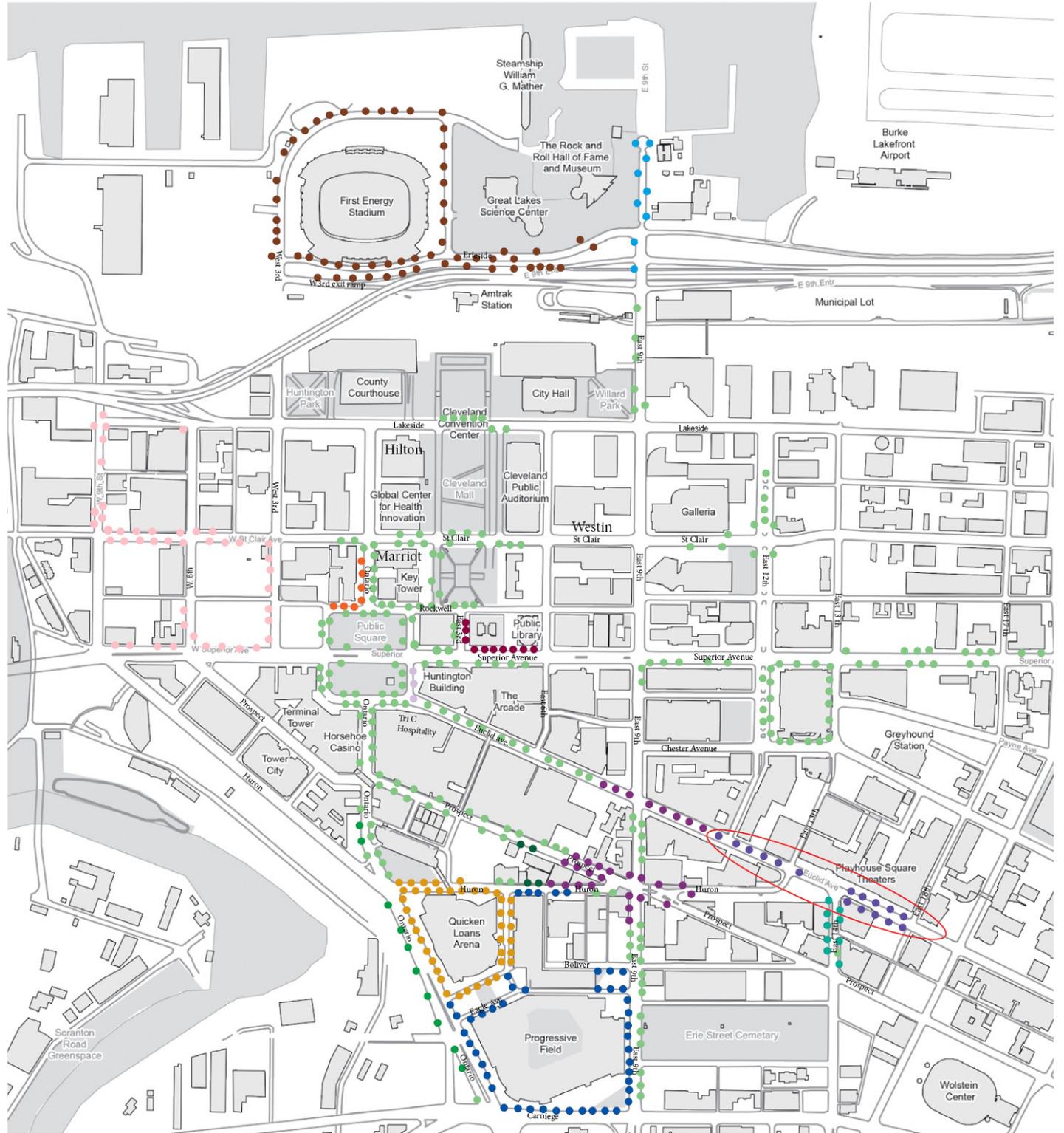


Playhouse Square®

## 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



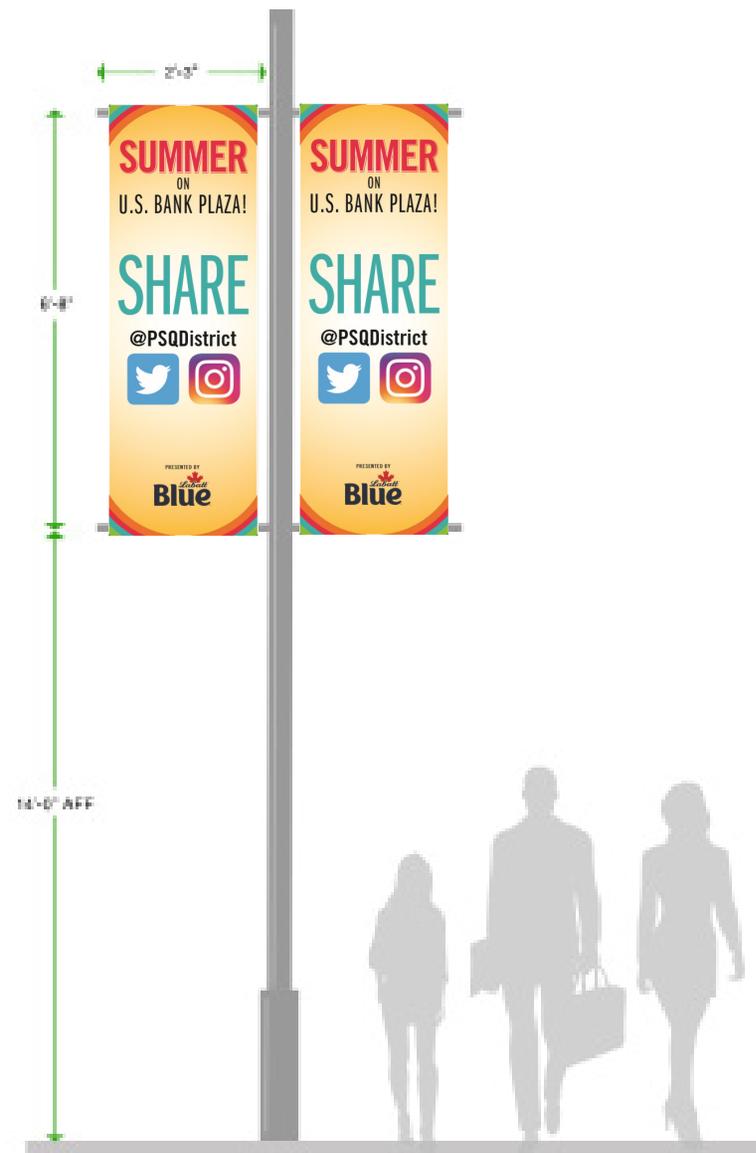
Monte Ahuja  
College of Business

Reform Physical  
Therapy & Pilates





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





**SUMMER**

ON

U.S. BANK PLAZA!

**PLAN**

[playhousesquare.org/summer](http://playhousesquare.org/summer)

PRESENTED BY

**Labatt  
Blue**

**SUMMER**

ON

U.S. BANK PLAZA!

**PLAN**

[playhousesquare.org/summer](http://playhousesquare.org/summer)

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Blue**

**SUMMER**

ON

U.S. BANK PLAZA!

**TAG**

**#14thandEuclid**

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**SUMMER**

ON

U.S. BANK PLAZA!

**TAG**

**#14thandEuclid**

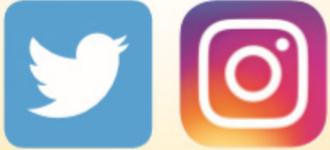
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Blue**

**SUMMER**  
ON  
U.S. BANK PLAZA!

**SHARE**

@PSQDistrict



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PRESENTED BY



# Temp. Signage for MLB All Star Game

Various Locations in the CBD



DF2019-061



- Seeking Final Design Development Approval for the proposal.
  - This project is for the proposed installation of new temp. large scale signage for MLB All Star Game at various locations.
  - Signage will be temporary and will be a non-structural self adhesive material.
  - Signage will be up from approx. June 18<sup>th</sup> to July 10<sup>th</sup> 2019 in conjunction with the MLB All Star Game.
  - All Material will be recycled after its removal.
- 
- Project will be presented to the Planning Commission for approval on 6/21



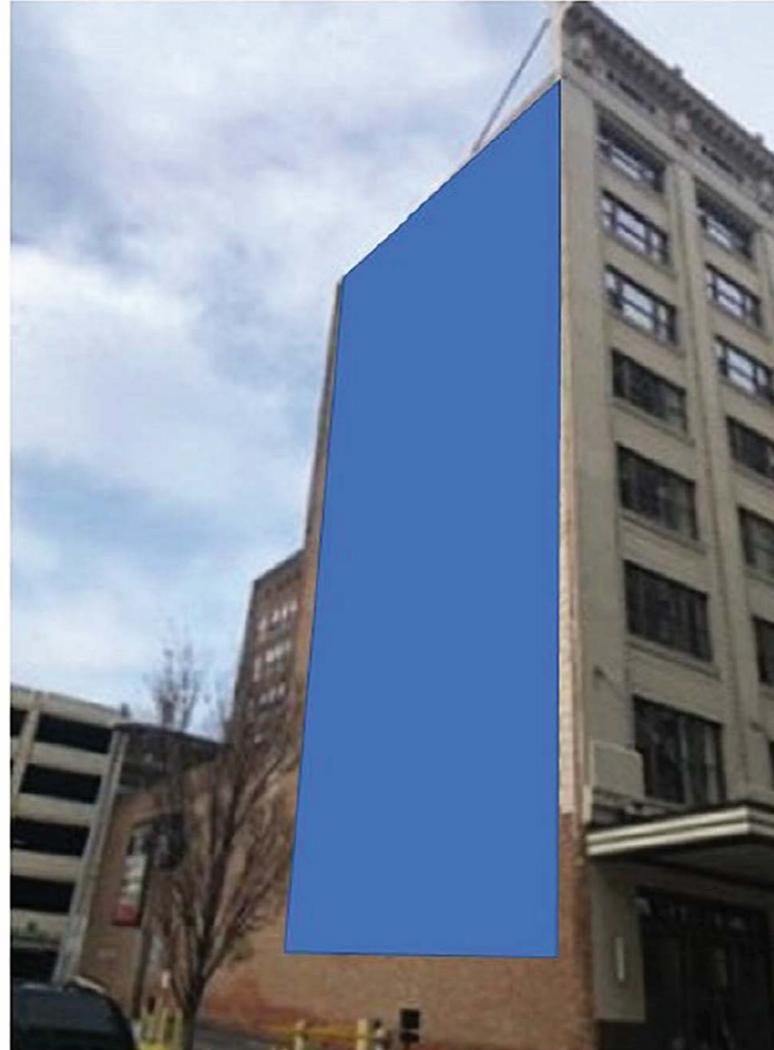
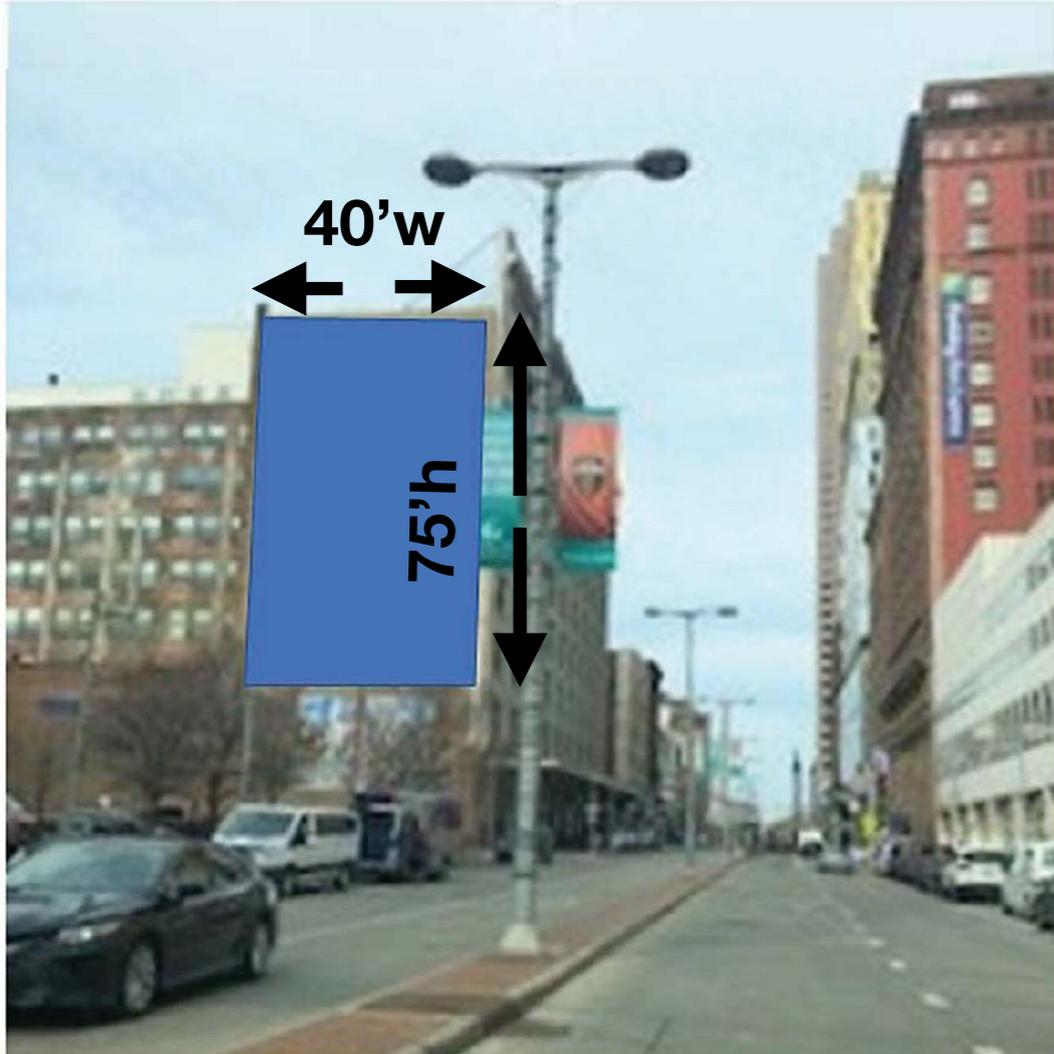
MLB ALL STAR GAME 2019  
CLEVELAND, OH

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

**NOBODY CONNECTS  
MORE INDIANS FANS**



**T-Mobile**  
OFFICIAL PARTNER

*Cleveland*  
**ALL-STAR  
WEEK**  
2019

**AMERICA'S GAME.  
AMERICA'S NETWORK.**

Version 2

**NOW CONNECTING 99%  
OF BASEBALL FANS**



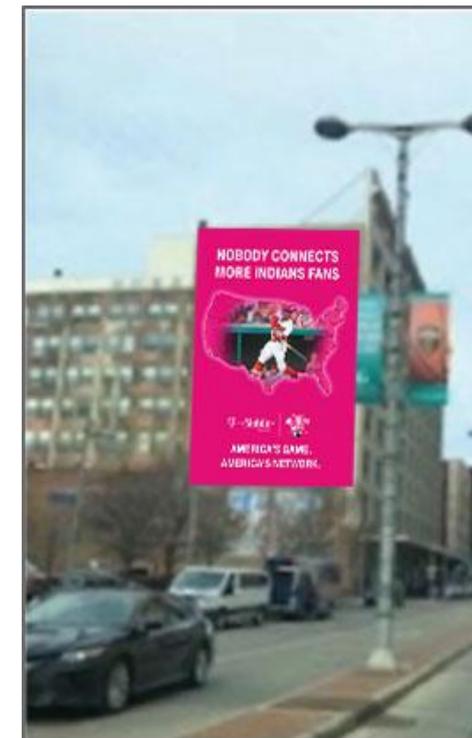
**T-Mobile**

**HOME RUN DERBY**  
2019

**ESPN**

**AMERICA'S GAME.  
AMERICA'S NETWORK.**

In-Situ

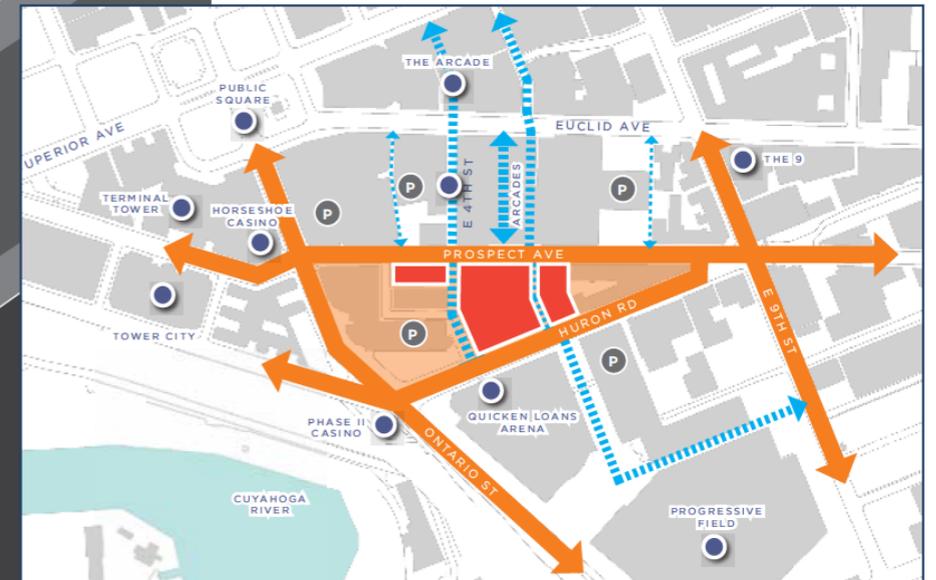


**Final Creative for 668 Euclid Ave**

# CLEVELAND CENTRAL BUSINESS DISTRICT — SITE MAP

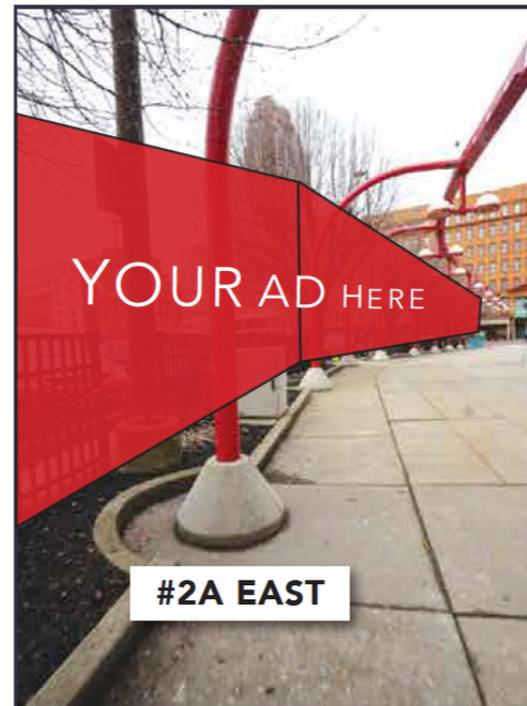
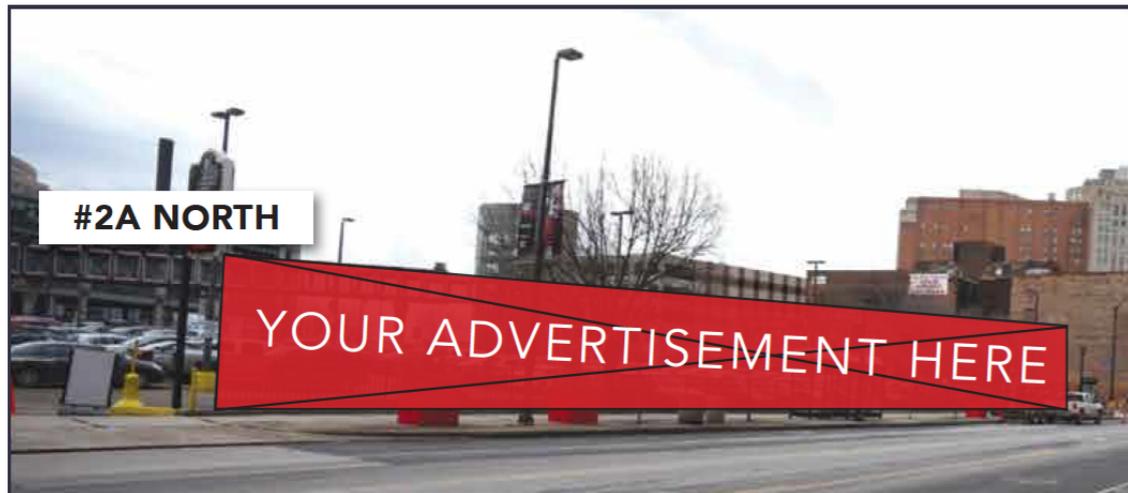


-  ENTRANCE
-  STARK SIGNAGE
-  PERIMETER WALL
-  LARGE FORMAT ADVERTISING



**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



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. 14<sup>th</sup> St. & E. 15<sup>th</sup> St.



DF2019-011



- Seeking Schematic Approval for the proposal.
  - This project is for the proposed construction of new residential townhomes.
  - This is the 3<sup>rd</sup> phase of the Avenue townhomes and the 2<sup>nd</sup> 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. 14<sup>th</sup> St. and E. 15<sup>th</sup> 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.

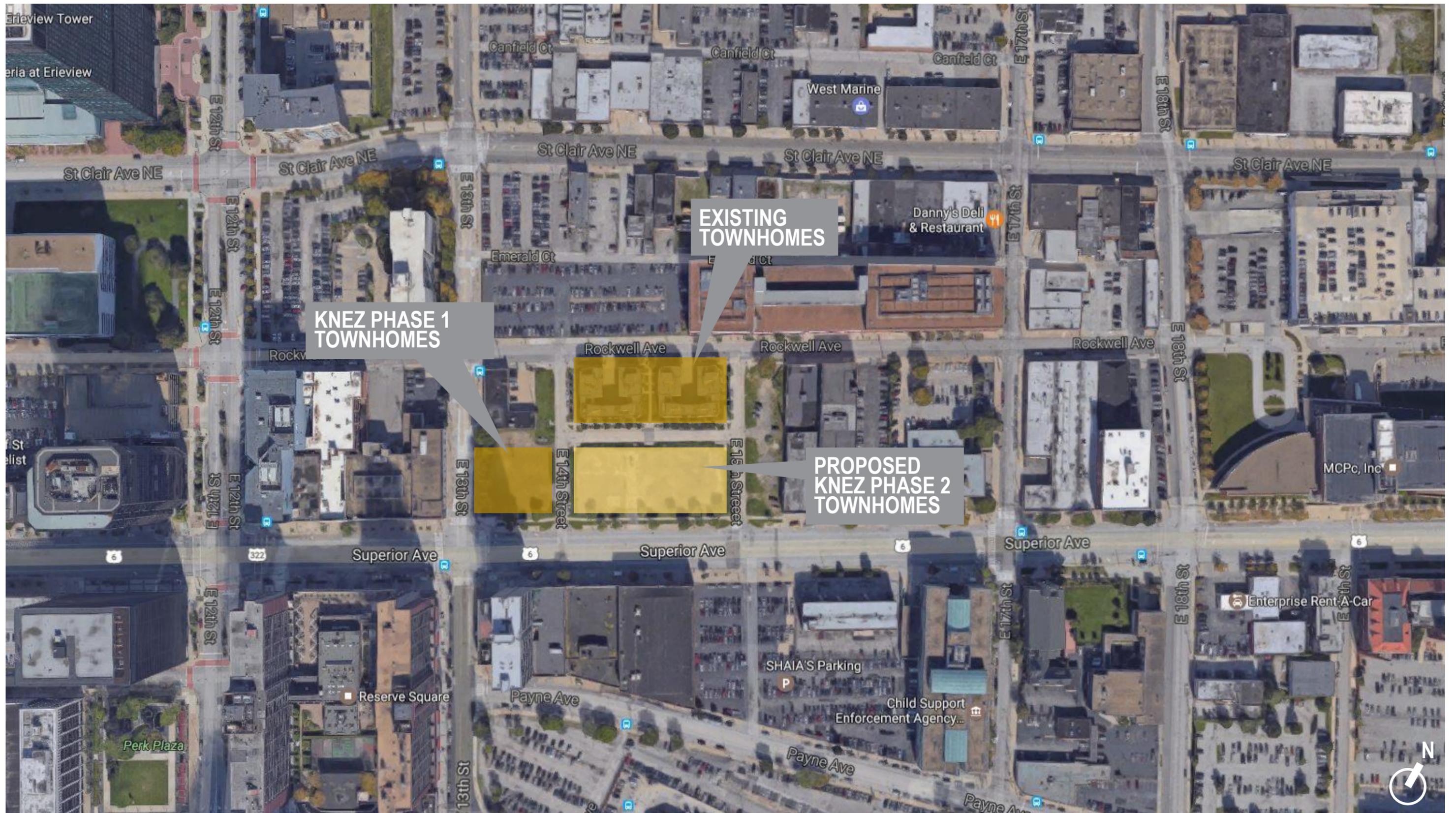
KNEZ HOMES

# THE AVENUE TOWNHOMES - PHASE 2

DOWNTOWN | FLATS DESIGN REVIEW COMMITTEE

JUNE 13, 2019

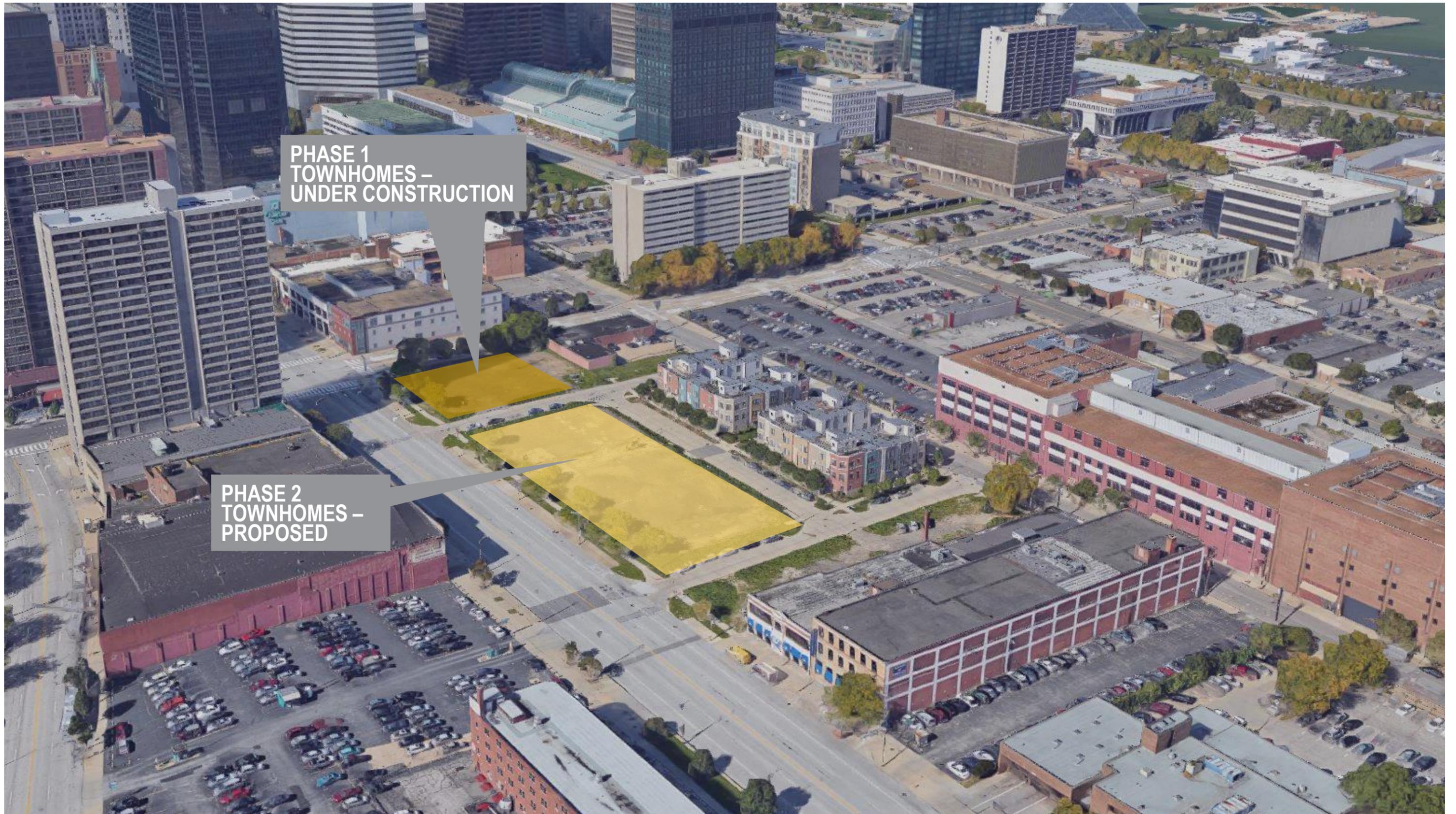




# The Avenue Townhomes - Phase 2

## Context Plan

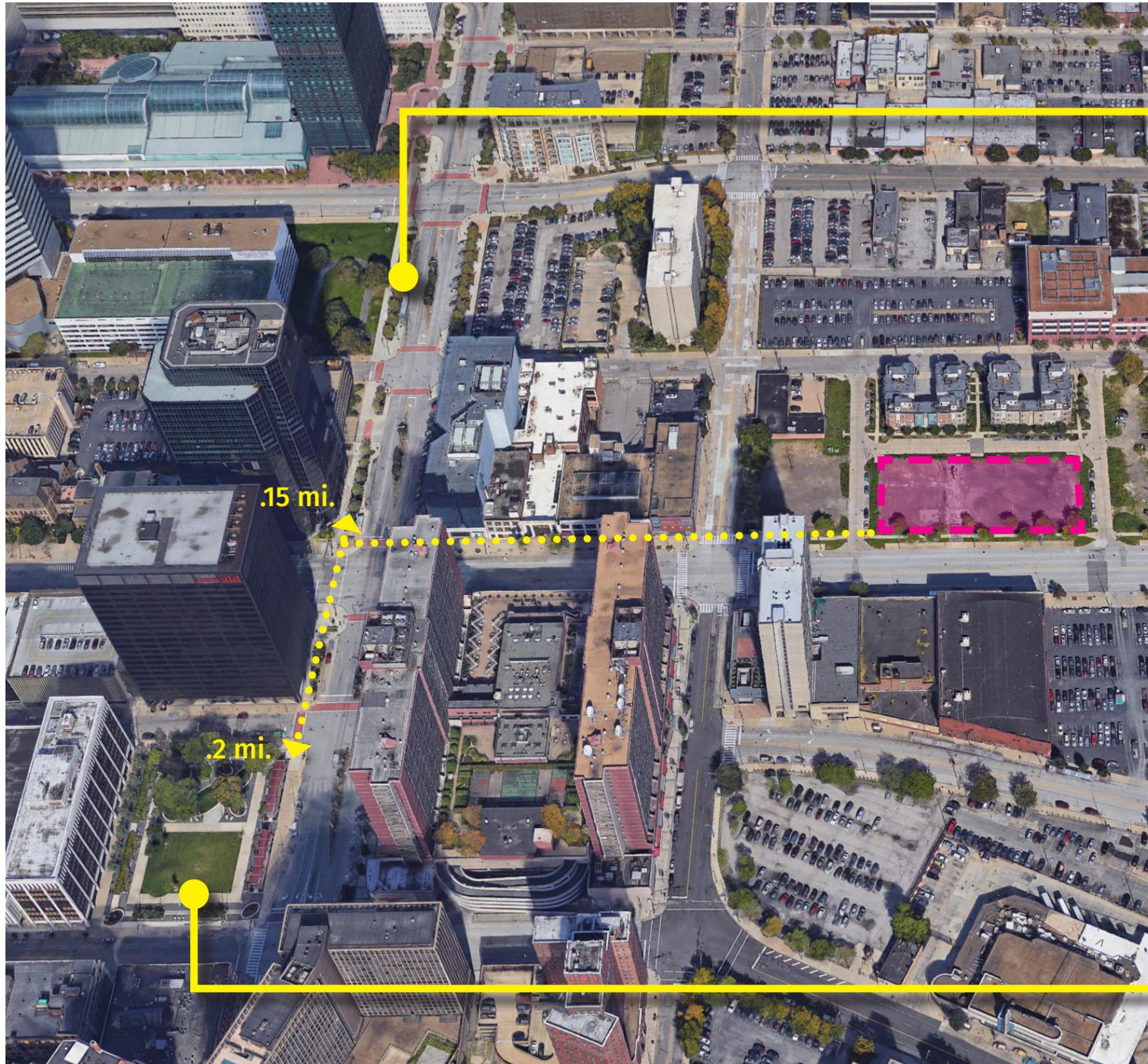




PHASE 1  
TOWNHOMES -  
UNDER CONSTRUCTION

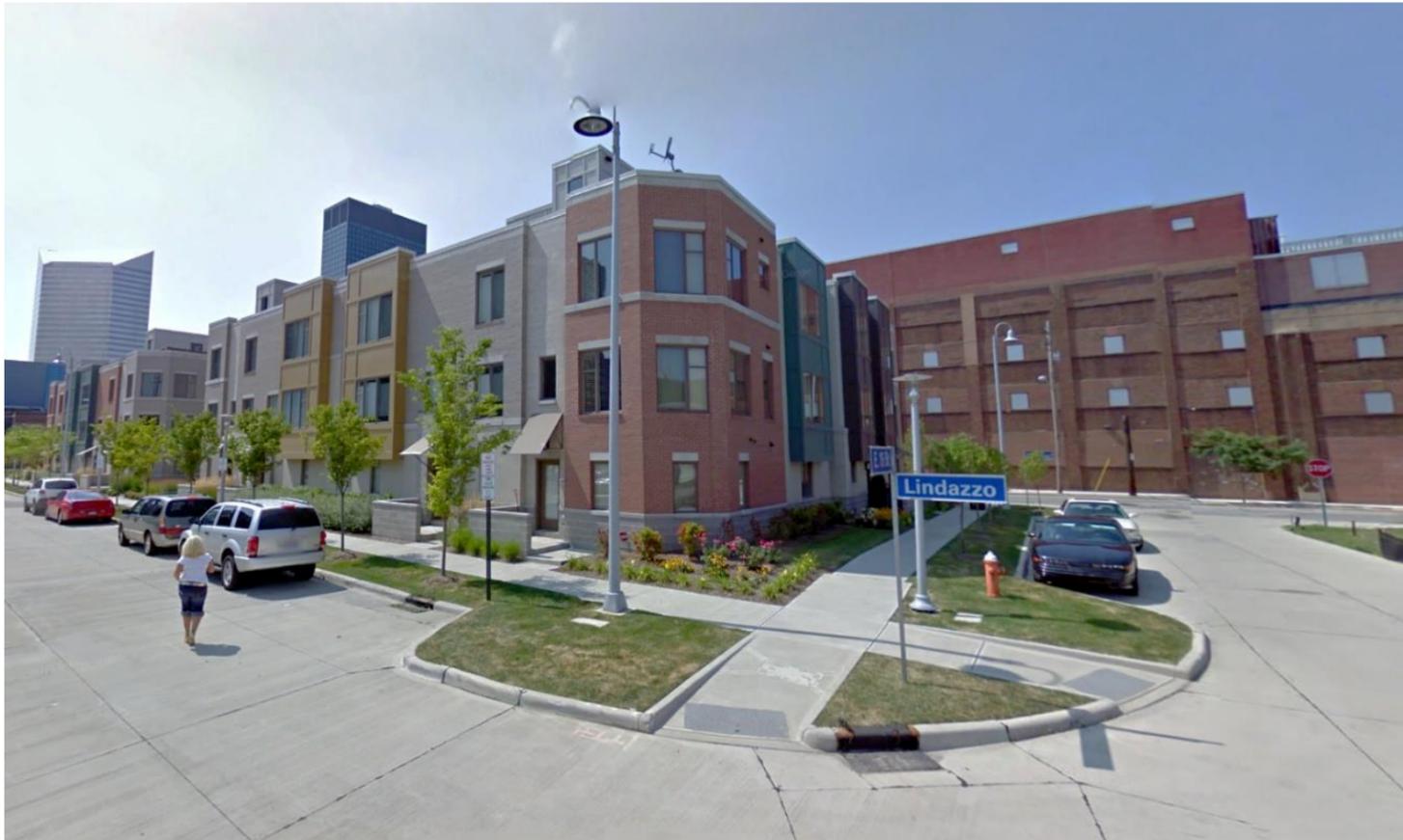
PHASE 2  
TOWNHOMES -  
PROPOSED

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



# The Avenue Townhomes - Phase 2

## Green Space Connections



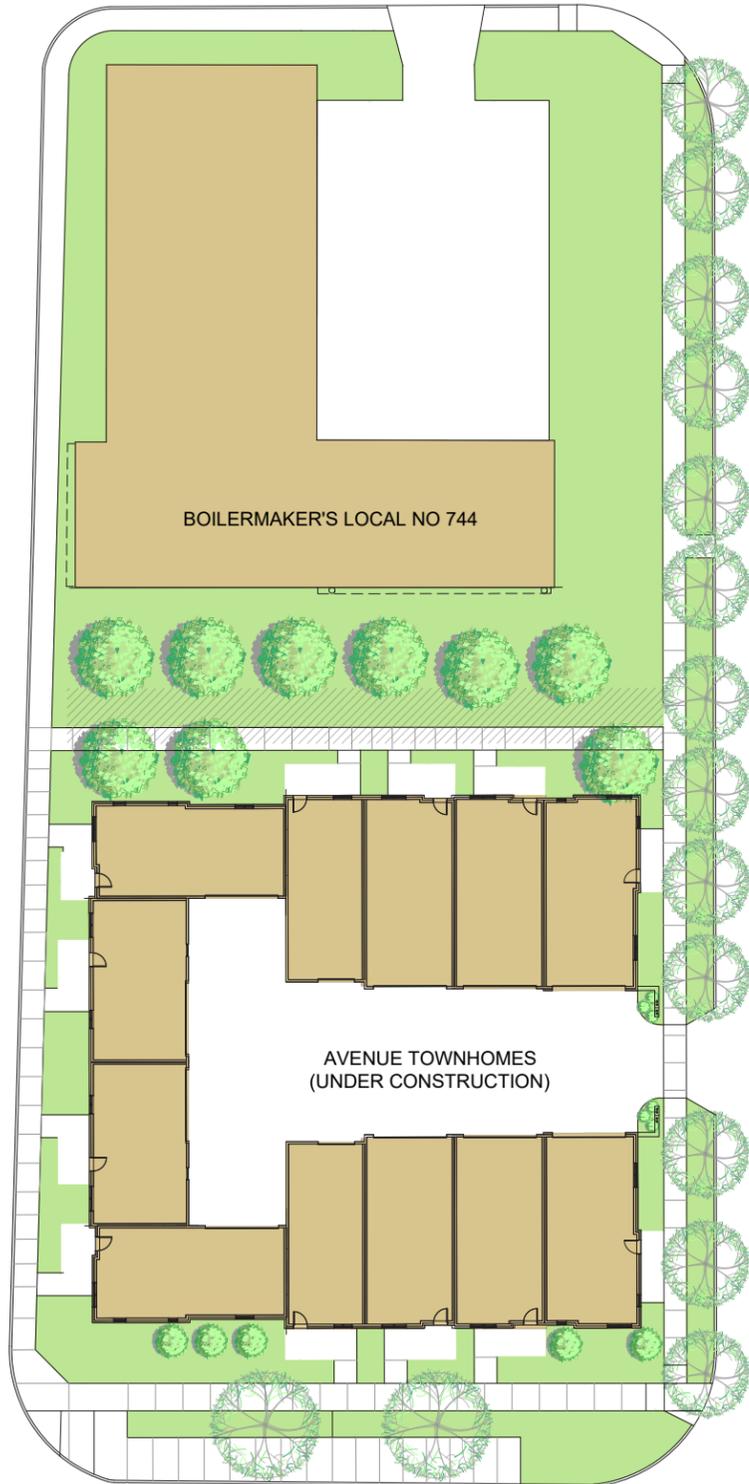
**The Avenue Townhomes - Phase 2**  
Existing Avenue District Townhomes



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

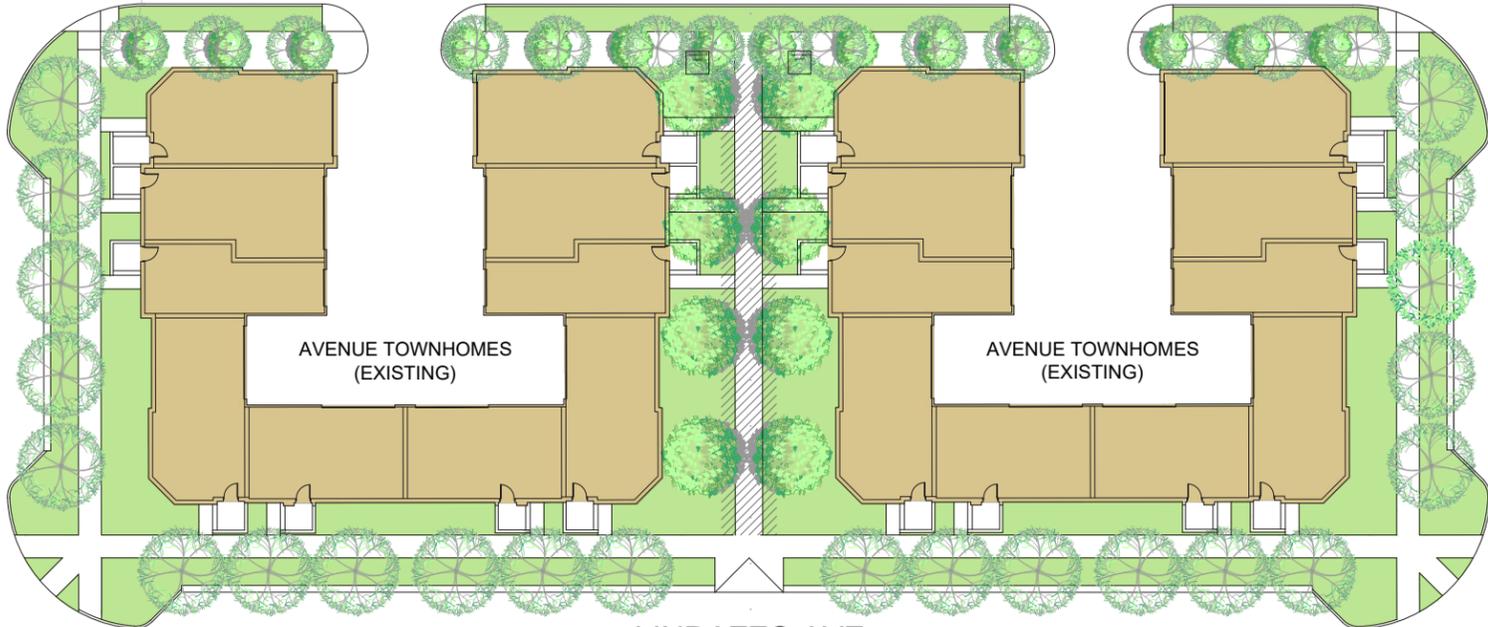
ROCKWELL

EAST 13TH STREET



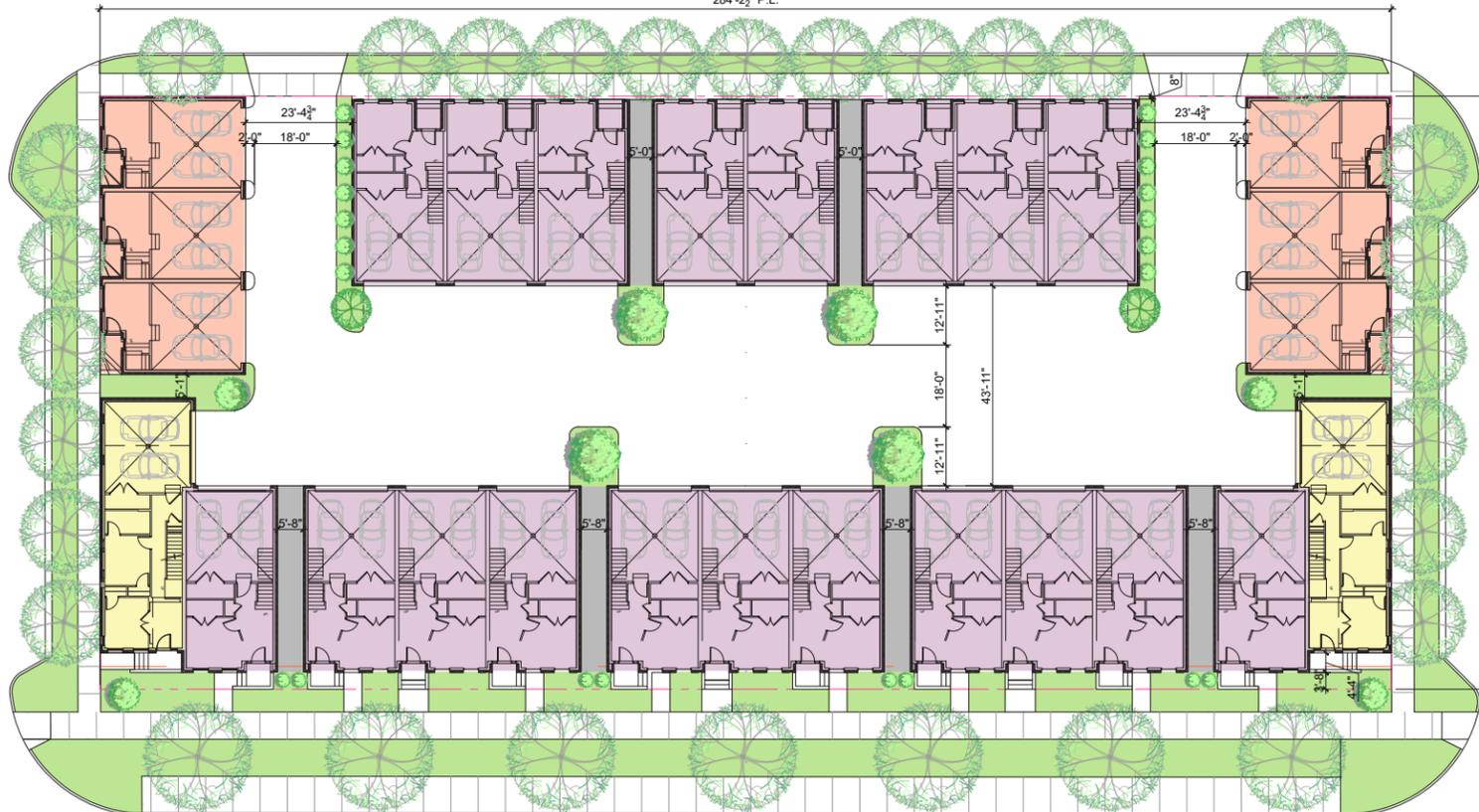
EXISTING R.O.W. STREET TREE: SIZE 'B' = 18' CANOPY

EAST 14TH STREET



LINDAZZO AVE

284'-2 1/2" P.L.



SUPERIOR AVE

# The Avenue Townhomes - Phase 2

## Proposed Development Plan



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# ZONING ANALYSIS

RA-3

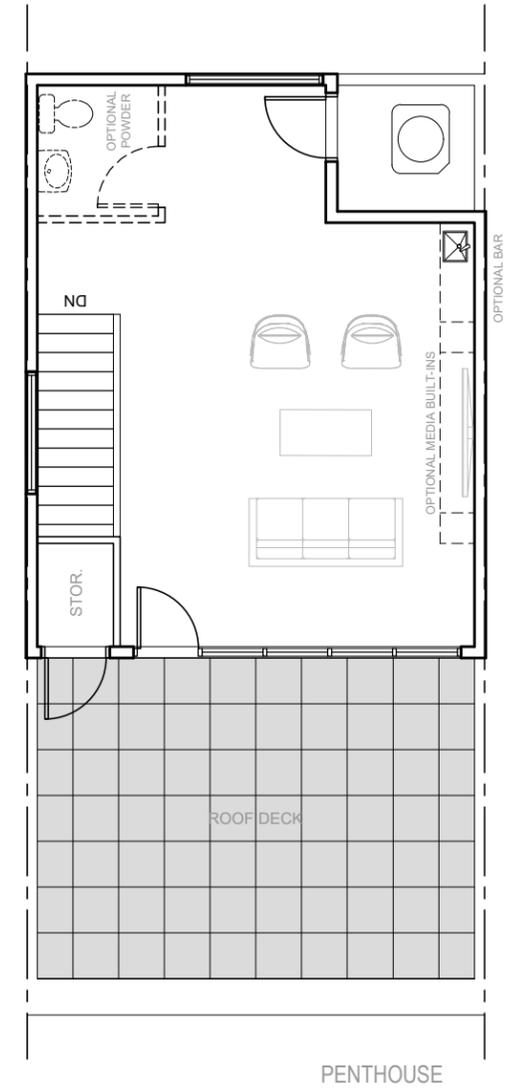
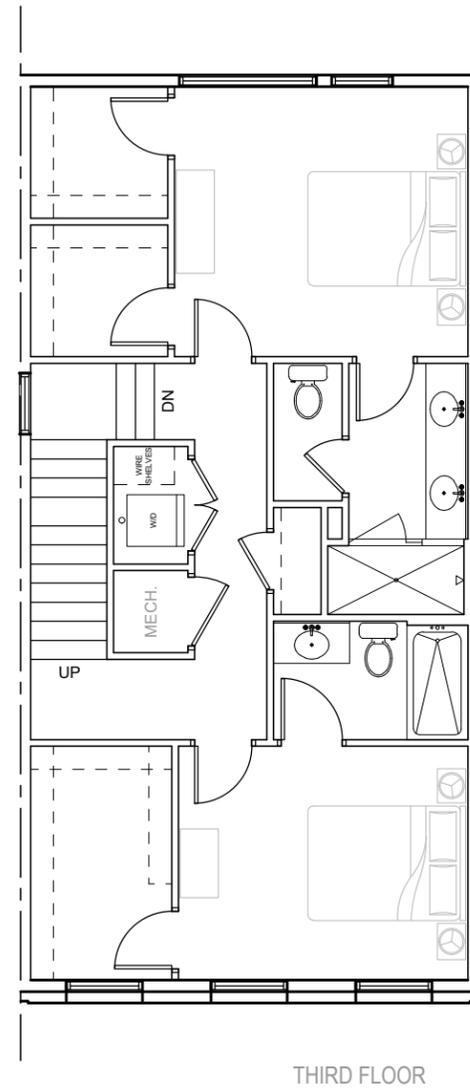
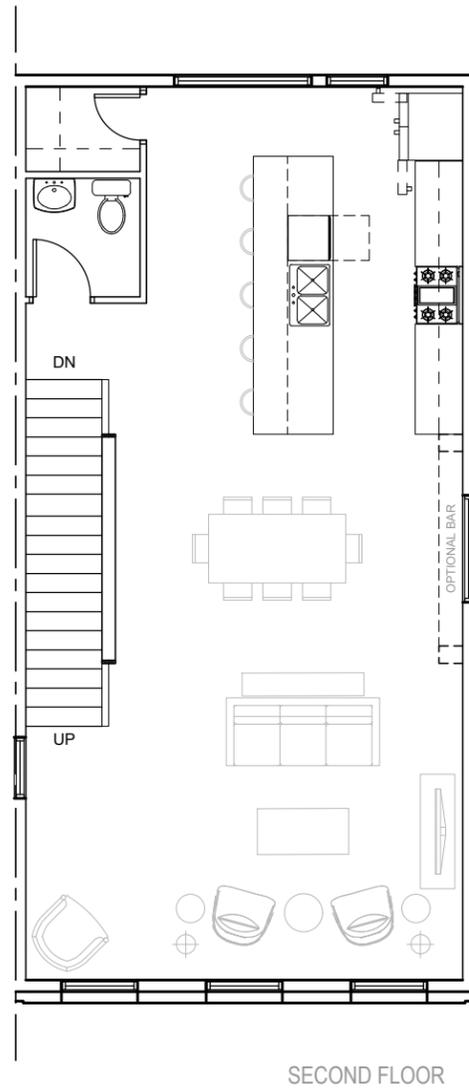
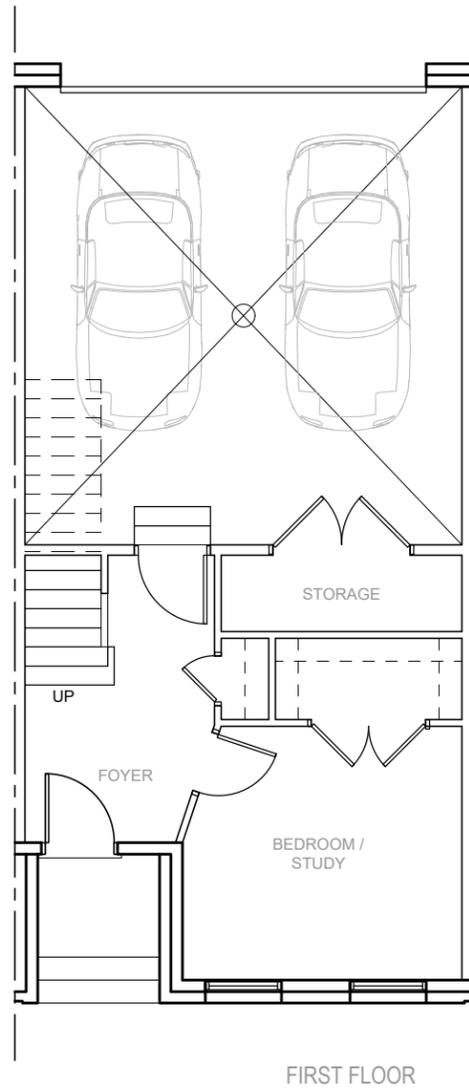
	REQUIRED	PROPOSED
<b>FRONT YARD DEPTH</b>		
PRINCIPAL	0' MIN; 12' MAX	0'-9'
SECONDARY	NONE	0'
INTERIOR	7' MIN.	N/A
<b>INTERIOR SIDE YARD DEPTH</b>		
ADJOINING 1-2 FAMILY DISTRICT	3' MIN.	N/A
ADJOINING OTHER DISTRICT	NONE	N/A
<b>REAR YARD DEPTH</b>		
ADJOINING 1-2 FAMILY DISTRICT	7' MIN.	N/A
ADJOINING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



## The Avenue Townhomes - Phase 2 Zoning Analysis



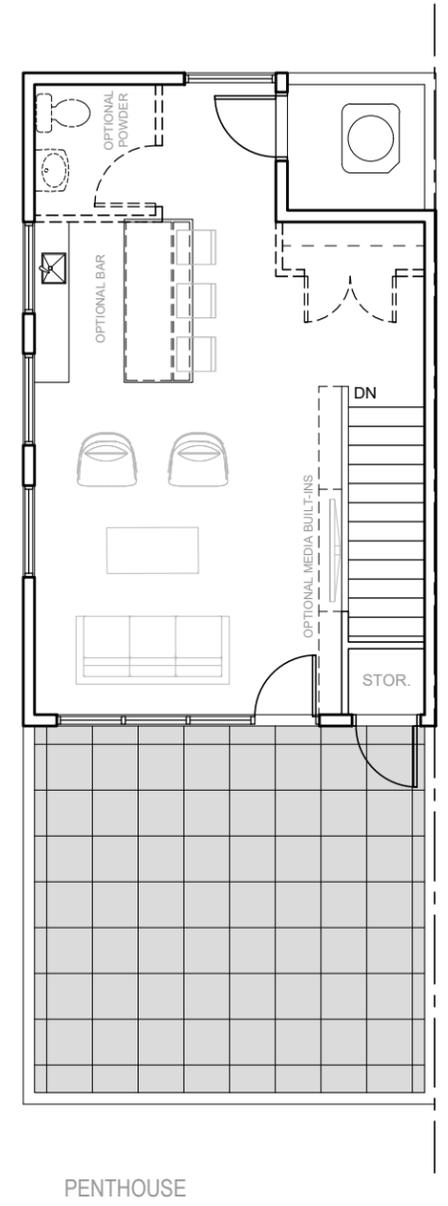
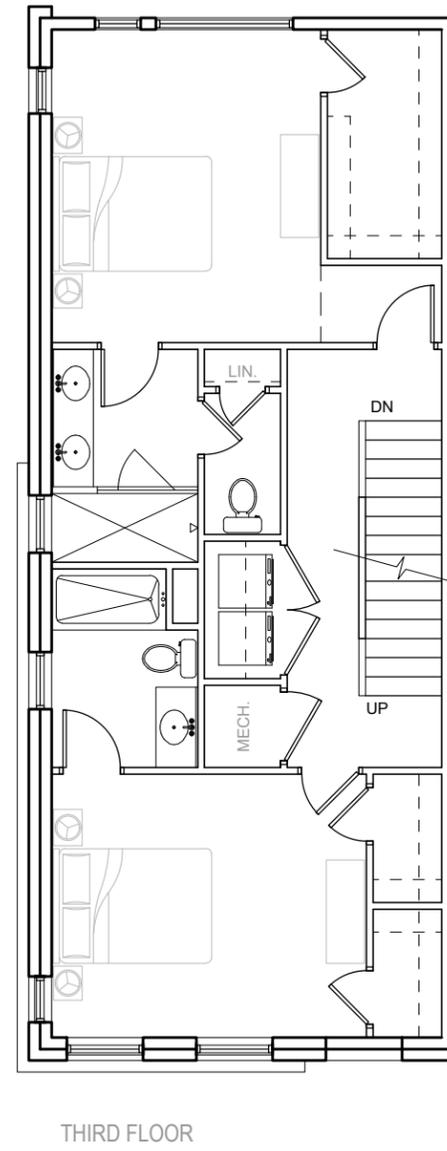
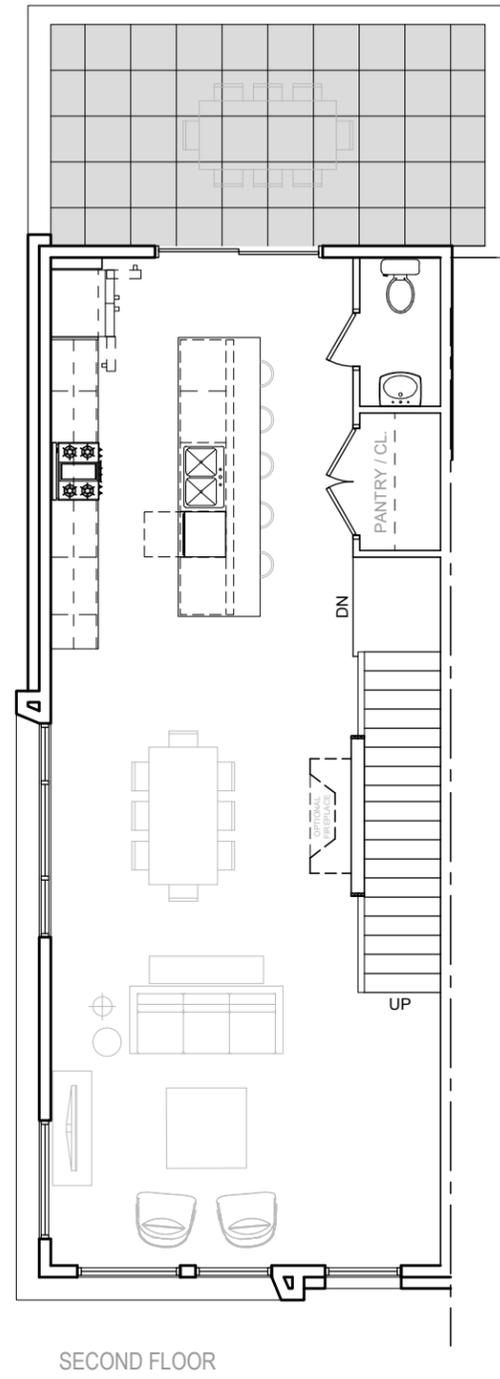
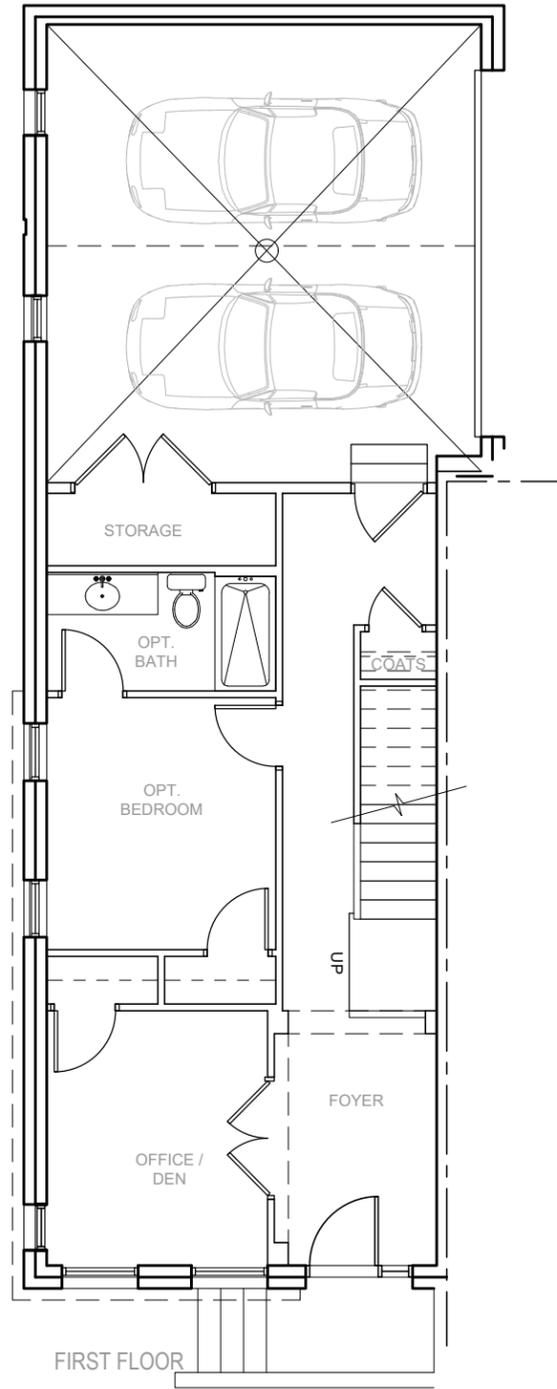
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# The Avenue Townhomes - Phase 2

## Unit Type A Floor Plans

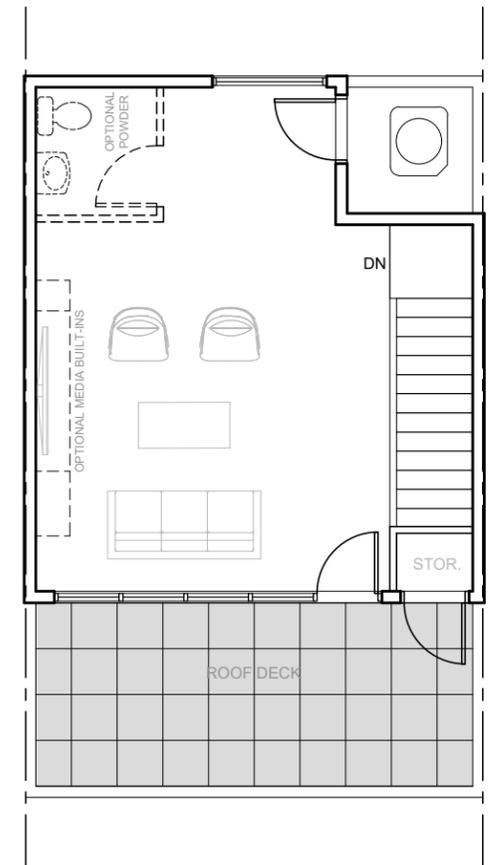
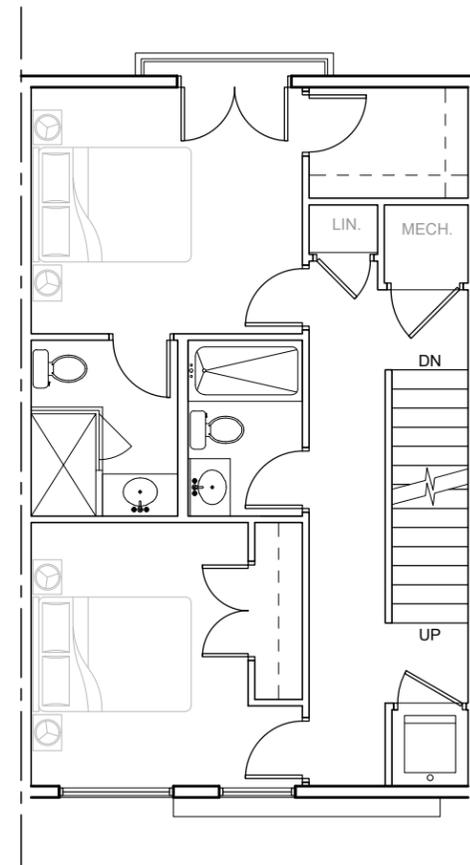
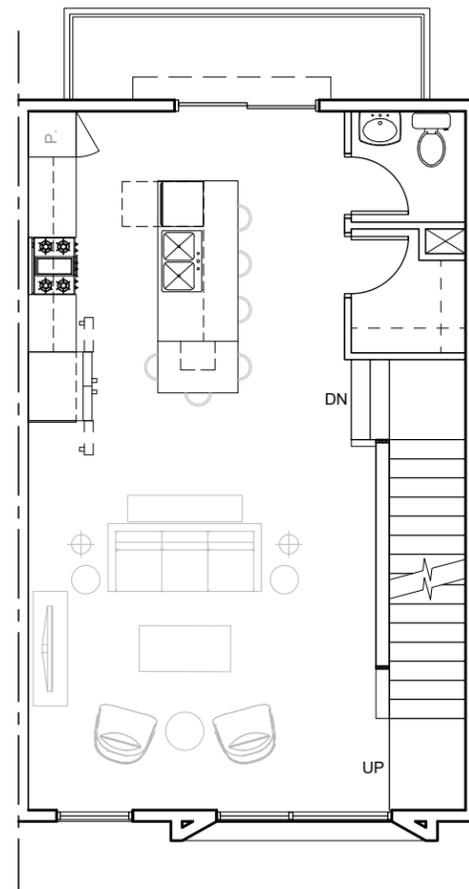
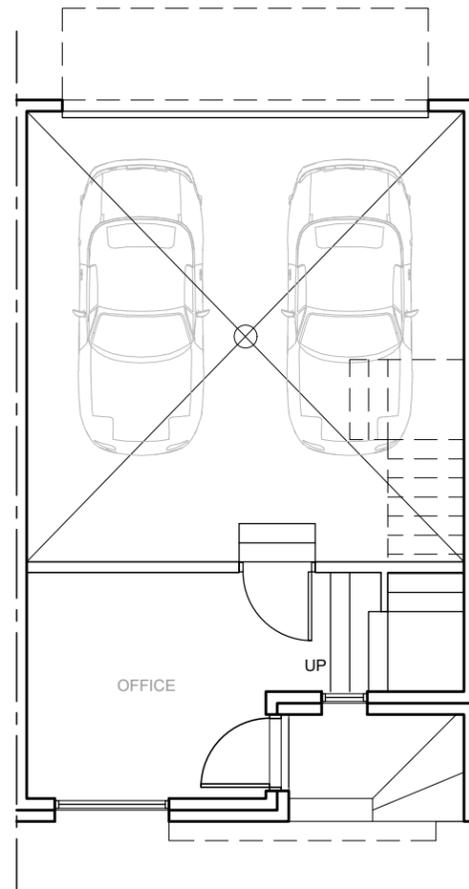




# The Avenue Townhomes - Phase 2

## 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



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East 15th Street Elevation

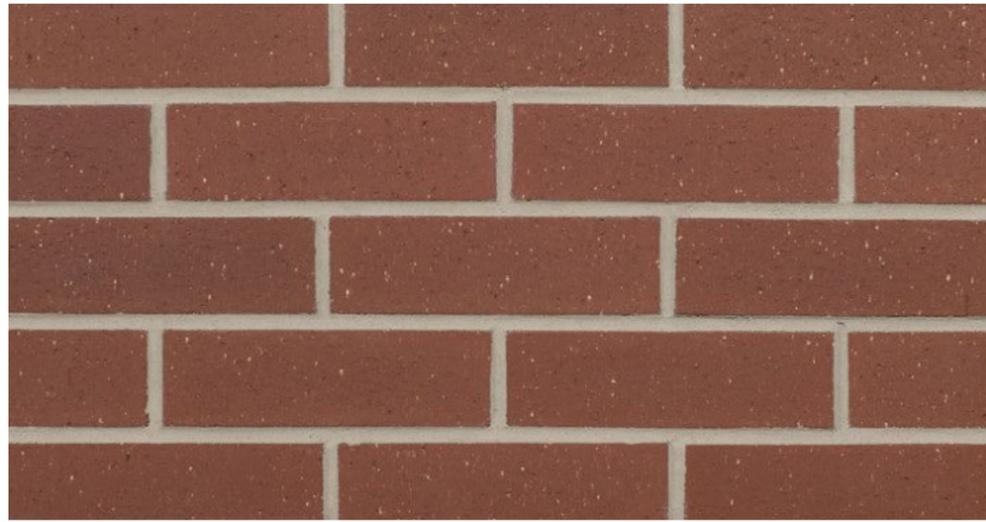


Courtyard Elevation - North

## The Avenue Townhomes - Phase 2

Exterior Elevations





Masonry Veneer



Masonry Veneer



Cast Stone



High-Pressure Laminate - Wood-Look



Metal Panel



Vinyl Picture and Casement Windows



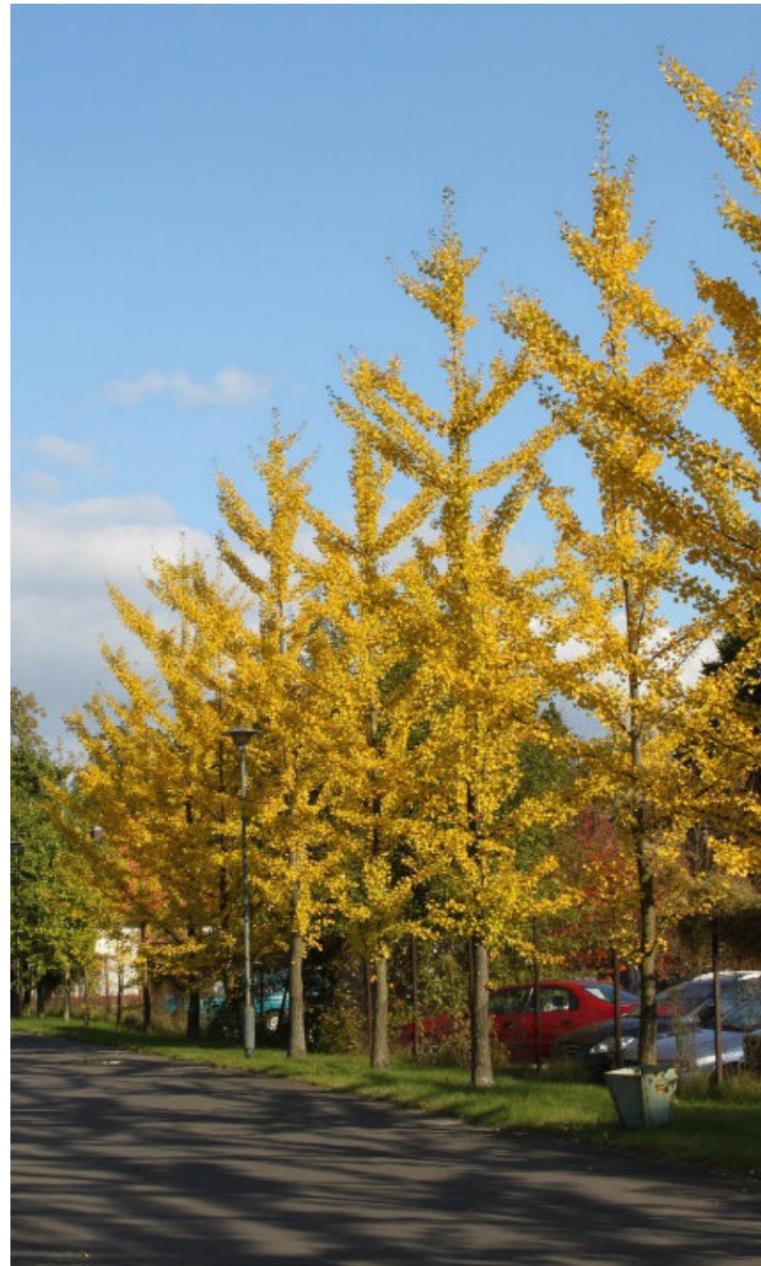
Vinyl Siding

# The Avenue Townhomes - Phase 2

## Exterior Material Palette



Street Trees - Princeton Sentry



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**  
Proposed Landscaping



**The Avenue Townhomes - Phase 2**  
Aerial Looking Northeast



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**The Avenue Townhomes - Phase 2**  
Aerial Looking Southwest



Design Review  
June 13, 2019



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



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June 13, 2019



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



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June 13, 2019



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



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



Design Review  
June 13, 2019



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



Design Review  
June 13, 2019



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



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June 13, 2019