



E. 4th Street
Public Realm

January 2023



Go Fourth



City of Cleveland

Justin Bibb, Mayor

City Planning Commission



Cleveland City Hall
601 Lakeside Avenue, Room 501
Cleveland, Ohio 44114
T: 216/664-2210 F:
216/664-3281
www.planning.clevelandohio.gov

Planning Commission/Design Review Application

DATE: 1/19/2023

PROJECT NAME: East 4th Street Public Realm Improvements

PROJECT ADDRESS:

PROJECT LOCATION (if no address): E. 4th Street, Cleveland

CONTACT PERSON (for design review): Ari Maron
COMPANY: MRN, LTD
PHONE: 216.470.3801 **EMAIL:** ajmaron@me.com

OWNER: AJAPPJR, LLC

ARCHITECT/ CONTRACTOR:

PROJECT TYPE: New Building Rehabilitation Addition Sign Fence Parking

USE TYPE: Residential Commercial Industrial Institutional Mixed-Use

Review Level: Storefront Conceptual Schematic Design Final Design Development

I, the undersigned, have received a copy of the Cleveland City Planning Commission's "Design Review: A Guide for Applicants" and agree to follow its guidance in proceeding through the design review process for the subject project.

Signature and date

(For staff use only)

Received by:

Design Review District Name:

Assigned Review Case Number:



Project Narrative



When first envisioned and implemented, in 2004, the interplay of the public spaces of East 4th Street with the development of new retail and residential units was viewed as an essential element of bringing people downtown again. The continued success and popularity of East 4th is a testament to the original intent and perspective. In the 20 years since, downtown has evolved and changed dramatically. The desire for utilizing and willingness to engage outdoor spaces has proven to be essential and once again, East 4th finds itself in a position to again be, both based on need and want, to be the catalyst for the advancement of the downtown core.

Plan implementation and neighborhood advancements will include:

- Development and creation of a pilot program for the city's first Designated Outdoor Refreshment Area (DORA). Throughout Ohio DORA's have proven to be economic drivers and destination definers in large cities and smaller towns and yet Ohio's most vital city has yet to share in these success stories. We believe the scale of E 4th together with its geographic compactness make it extremely conducive to piloting the downtown DORA. It is our hope (even our expectation) that once tested, refined and understood within the scope of East 4th, we together with other property owners downtown, will be well positioned to expand and extend the DORA to reach from Public Square to Playhouse Square.
- Realigning and relocating new valet areas on Euclid Avenue and Prospect Avenue to provide a more welcoming and accessible neighborhood, with an overwhelming ease of parking for downtown visitors. Placing valet options on main thoroughfares will more readily encourage collaboration by downtown property owners to consolidate transportation operations through shared valet and shared ride drop off locations. Creating simple access points at either end of East 4th would be a critical first step in such a consolidation.
- Greater collaboration on a comprehensive and inclusive safety and security plan, with a goal towards implementation DCA's safety and security plan. This plan focuses on layering security resources through collaboration. Much like the DORA and the transportation consolidation, East Fourth's location and setup provides a great proving ground for implementing a diverse plan and then later being able to expand it to a larger area such as the entirety of the downtown core.
- Finally, building off lessons learned through and then following the pandemic, creating a public realm which is responsive and adaptive to the post-Covid city. Building or expanding on existing communal and outdoor spaces to provide socialization options which are more attractive to a more cautious and aware public.

The original iteration of East 4th's development spurred a new view of downtown living, both from a retail and entertainment perspective and most especially in terms of residential life. While downtown life remains a viable option for many, there remain, undoubtedly, untapped parts of our metropolitan community who need further reason, incentive and options for enjoying so much of what the downtown core has to offer. Much as East 4th spurred a new era in 2004, we believe again, building off of many of the same platforms and benefits utilized then, we can again refresh and renew "the Street" and spur new faces, new visitors and an expansion of options for residents of the City and the metro area.



Project Financials

Sources

Excess TIF Proceeds in Reserve	\$	1,400,000.00
Developer Equity	\$	250,000.00
Total Sources	\$	1,650,000.00

Uses

Upgrade East 4th public areas per MVE plan	\$	800,000.00
Enhancements to safety and security of East 4 th	\$	200,000.00
Upgrade and repair building uplighting	\$	300,000.00
Façade and Rooftop Improvements/Repairs	\$	350,000.00
Total Uses	\$	1,650,000.00



- A Euclid Avenue Corridor
- B East 4th Street Corridor**
- C Prospect Avenue Corridor
- D Cleveland Public Square
- E The Arcade
- F House of Blues Valet and Parking Access

- G Ontario Street
- H East 9th Street
- I House Of Blues Cleveland
- J 5th Street Arcade
- K Rocket Mortgage Field House



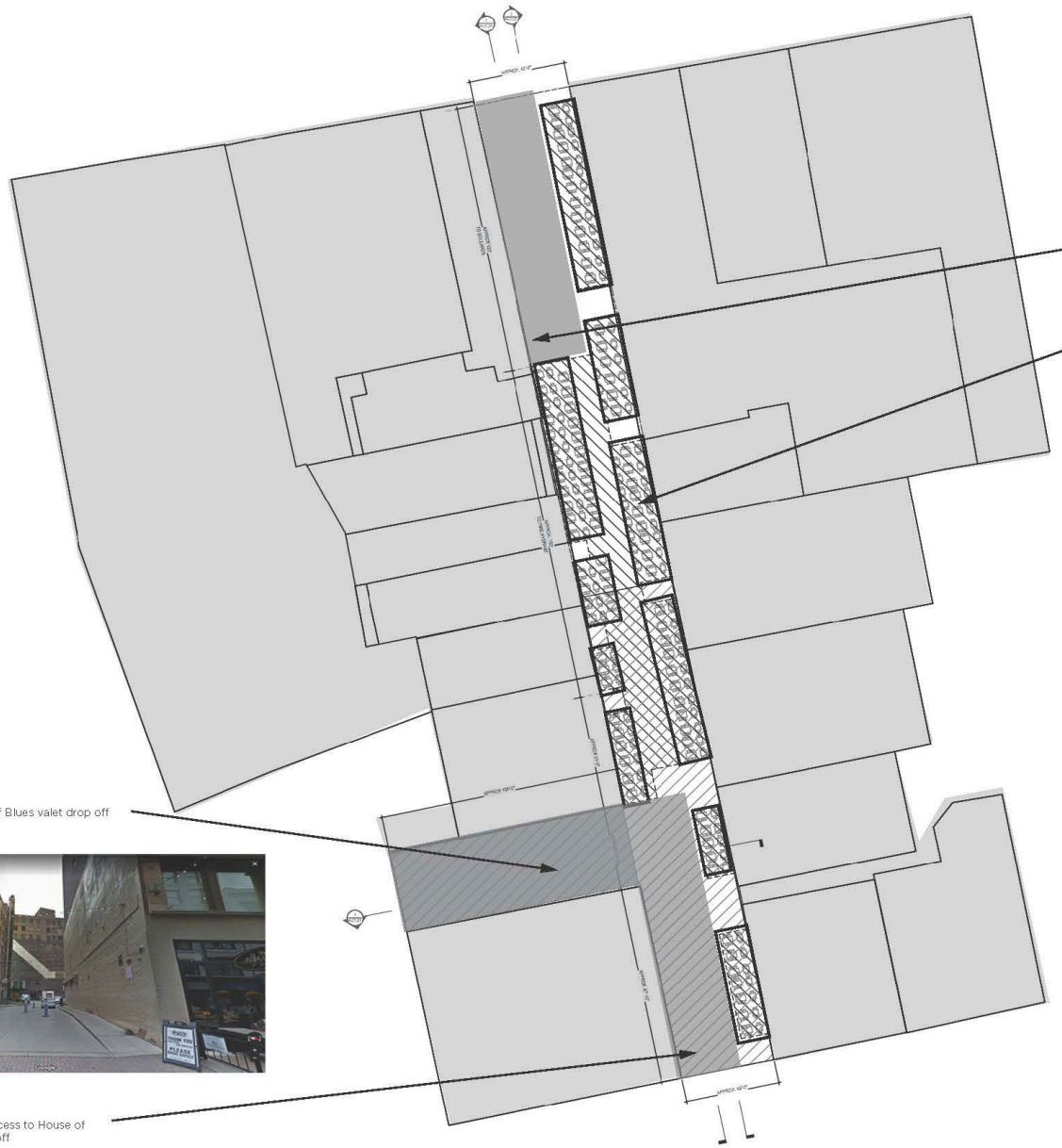
N.T.S.

ARCHITECTURAL DESIGNER Jenny Sabin Studio		Jenny Sabin Studio	
11643 WY 14850 USA Tel: 204.579.34.35			
ENGINEERS & SUBCONTRACTORS TBD			
PROJECT TITLE & ADDRESS East 4th Street Renaissance Cleveland, Ohio			
PROJ. REF. NO.: 33			
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	DWG. SIZE Arch D	SHEET 1 OF 1	
	FIGURE 33	REVISION NO. 0000	
Canopy Sketch	DATE 01/15/2023	DRAWING NO. A1.0	



Existing Conditions Diagram

- SITE LEGEND 4TH STREET**
- AREA OF 4TH STREET (22,460 SQFT)
 - ▨ AREA OF TABLES (9,781 SQFT)
 - ▩ AREA OF CANOPY

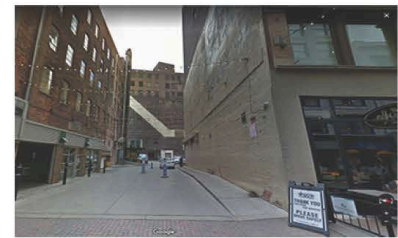


Existing street access to parking garage entry

Existing Table and chairs located inside matel enclosures



Existing House of Blues valet drop off



Existing street access to House of Blues valet drop off

ARCHITECTURAL DESIGNER
Jenny Sabin Studio
 Jenny Sabin Studio
 11444, NY 14850 USA
 Tel. 267-879-3628

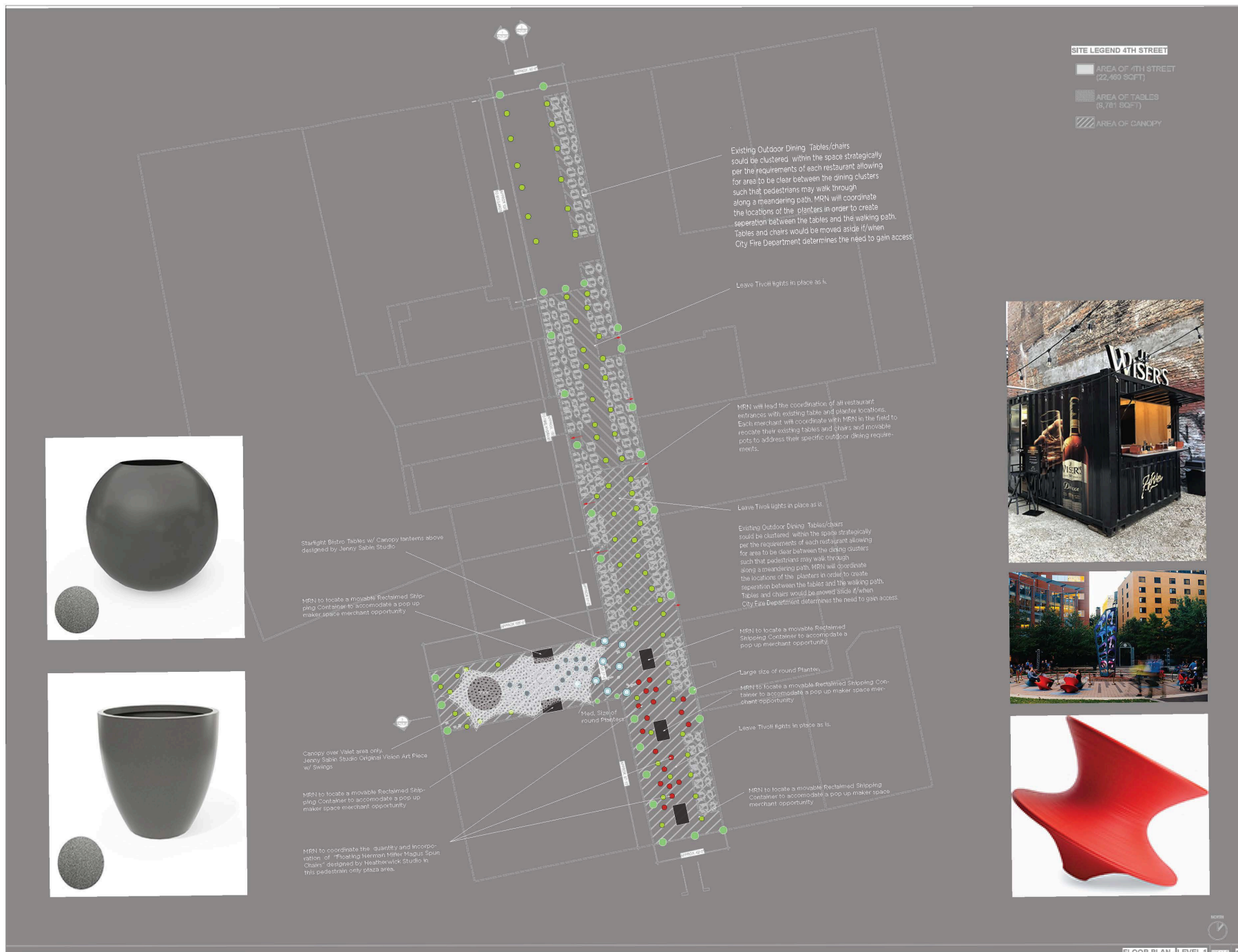
ENGINEERS & SUBCONTRACTORS
 TBD

PROJECT TITLE & ADDRESS
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 Renaissance
 Cleveland, Ohio

PROJ. REF. NO.: 33

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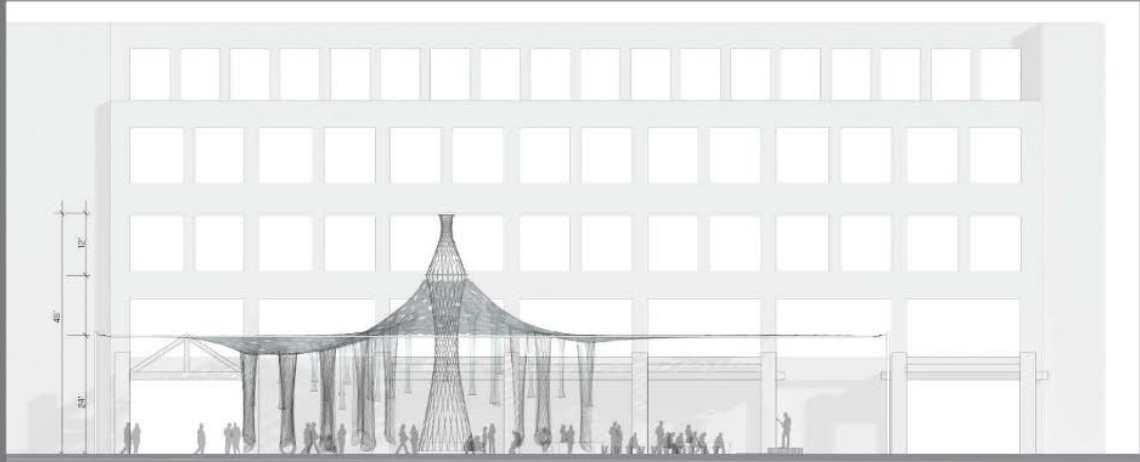
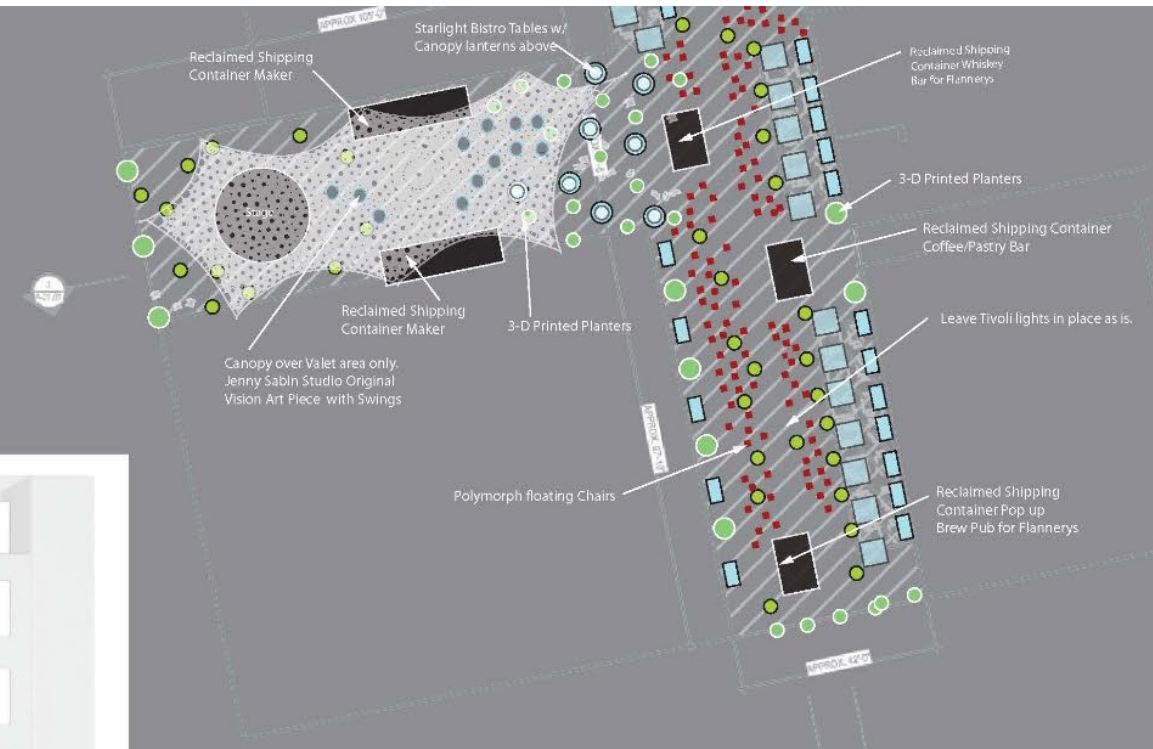
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 Cleveland, Ohio

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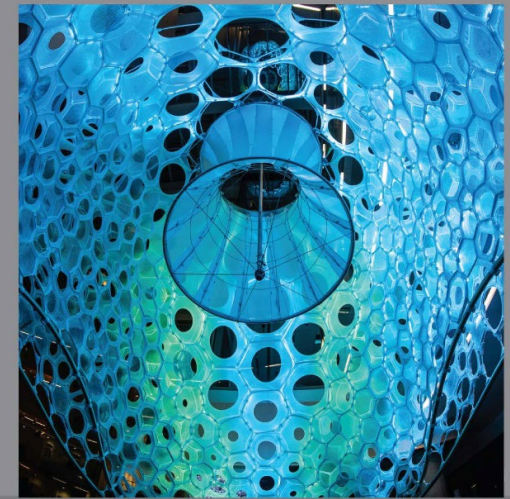
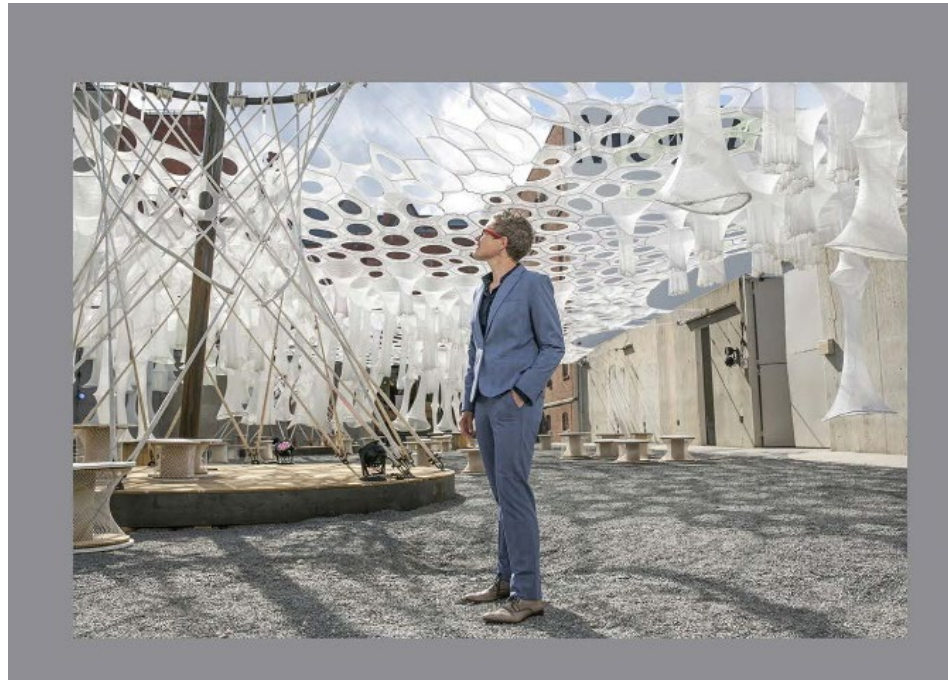
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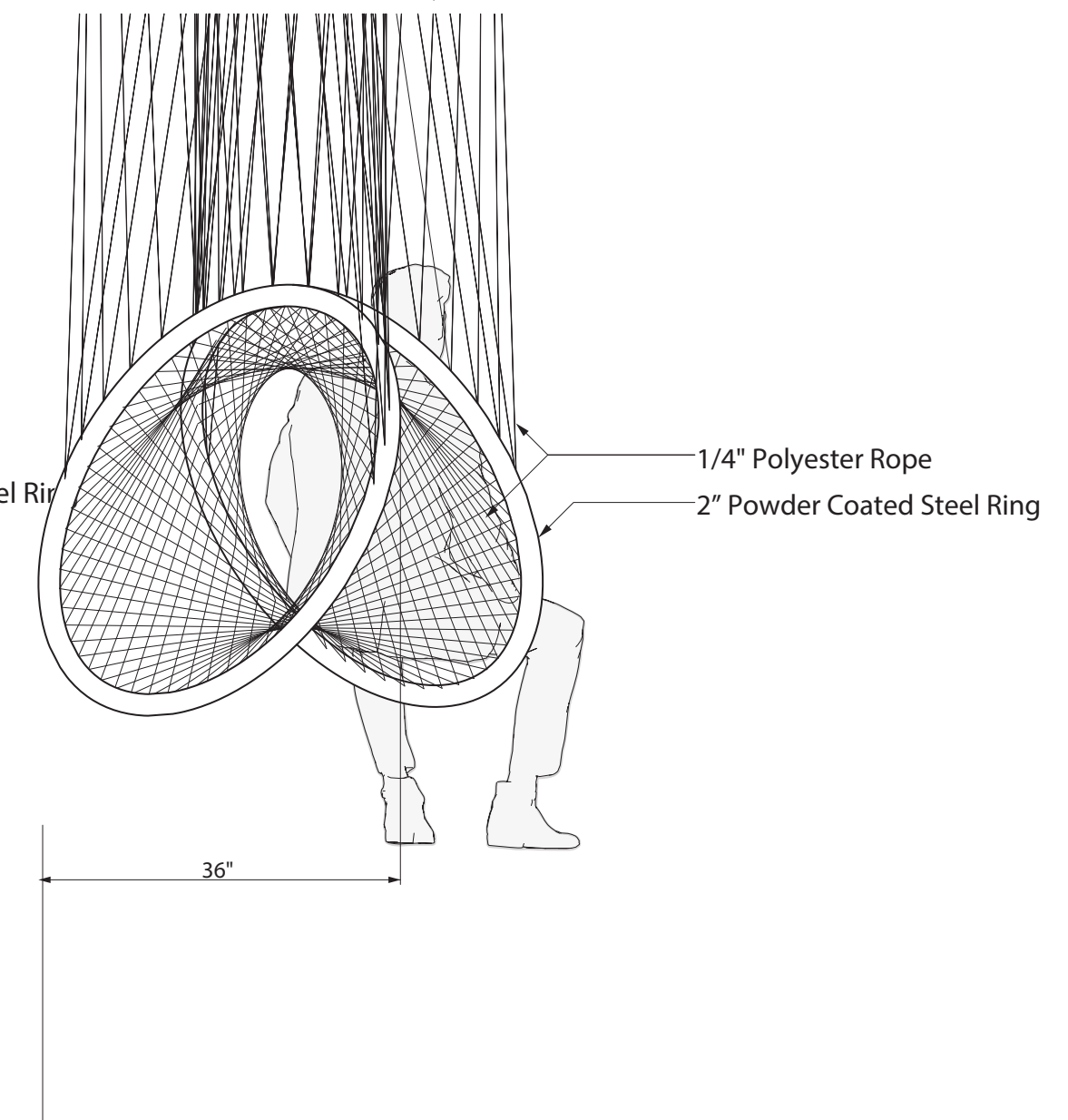
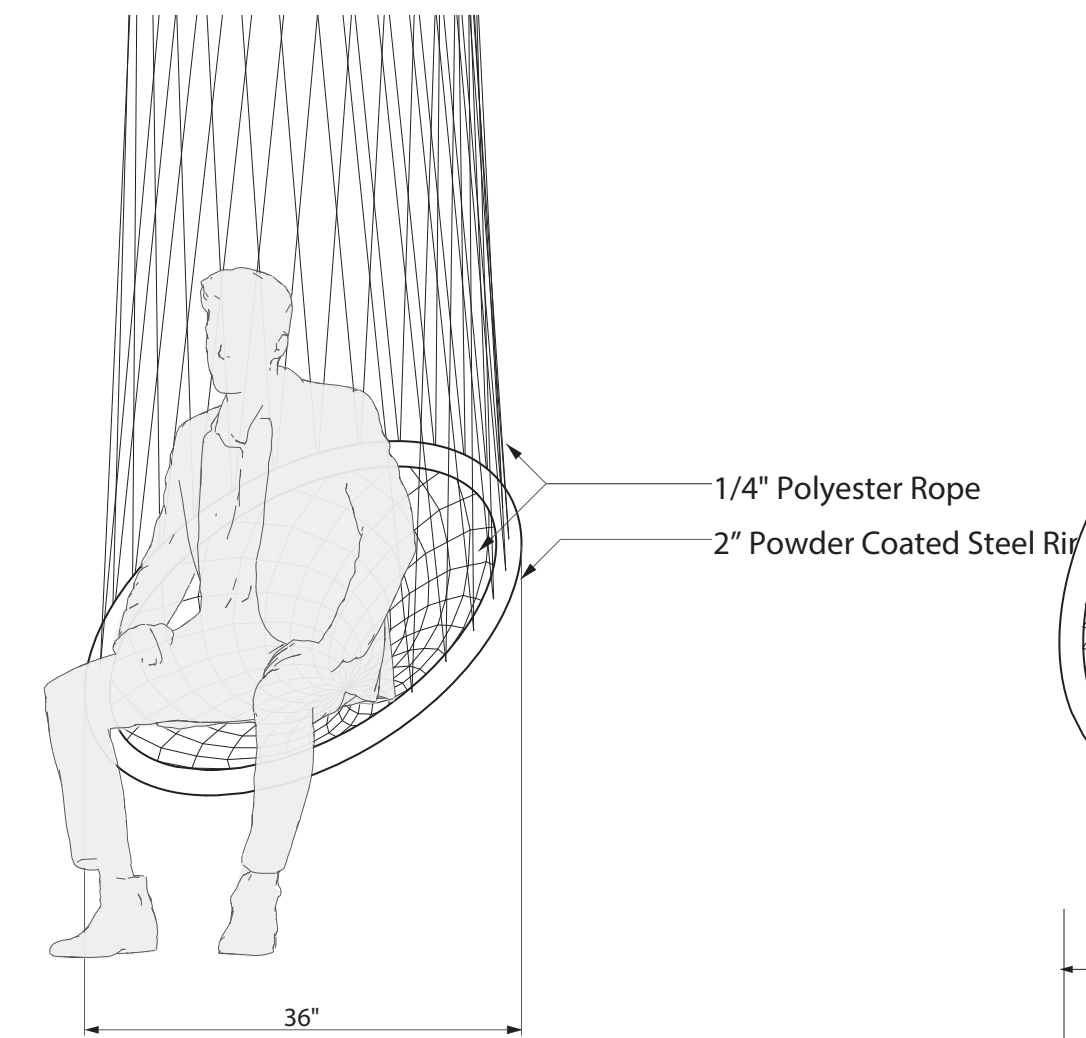
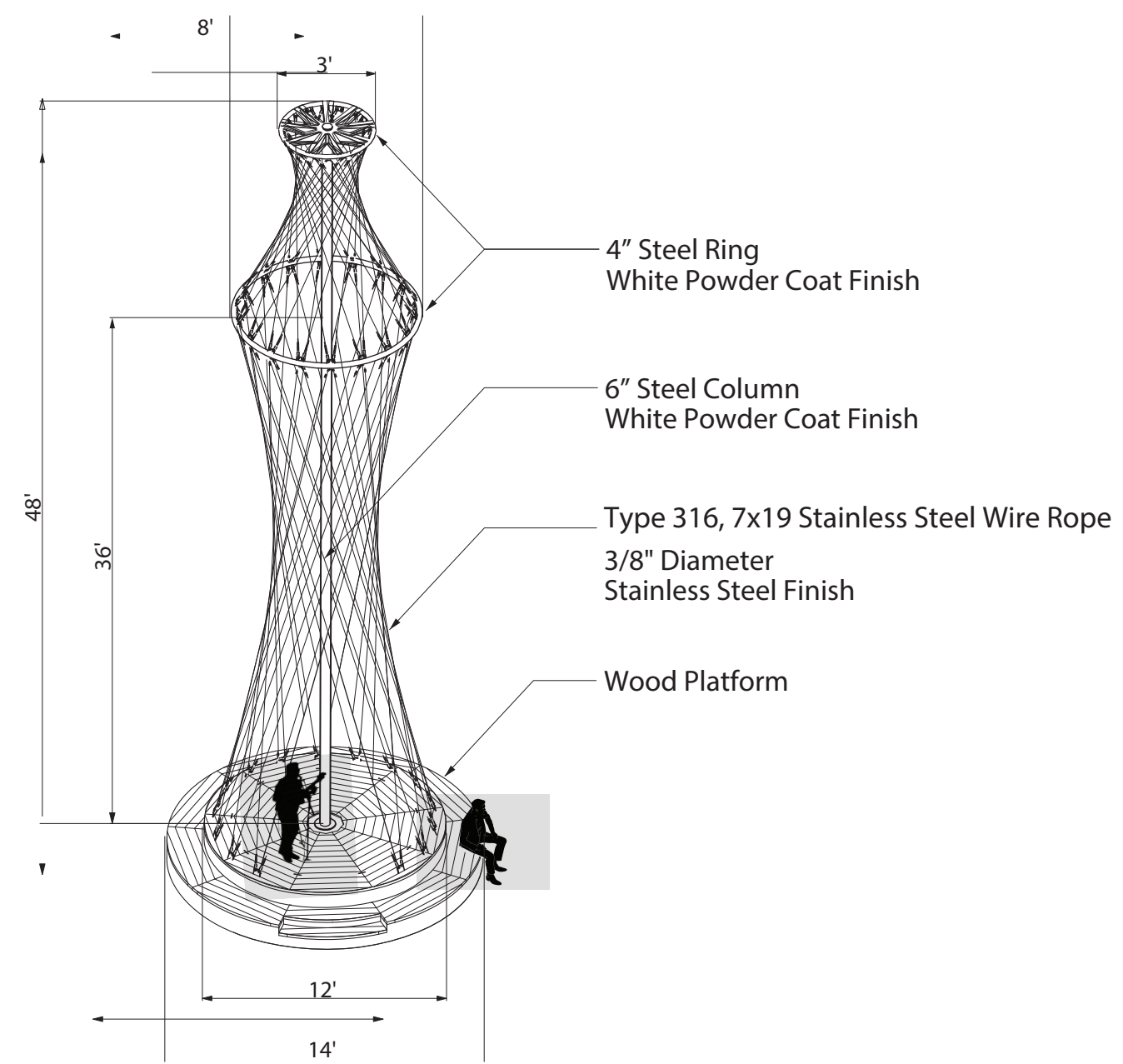
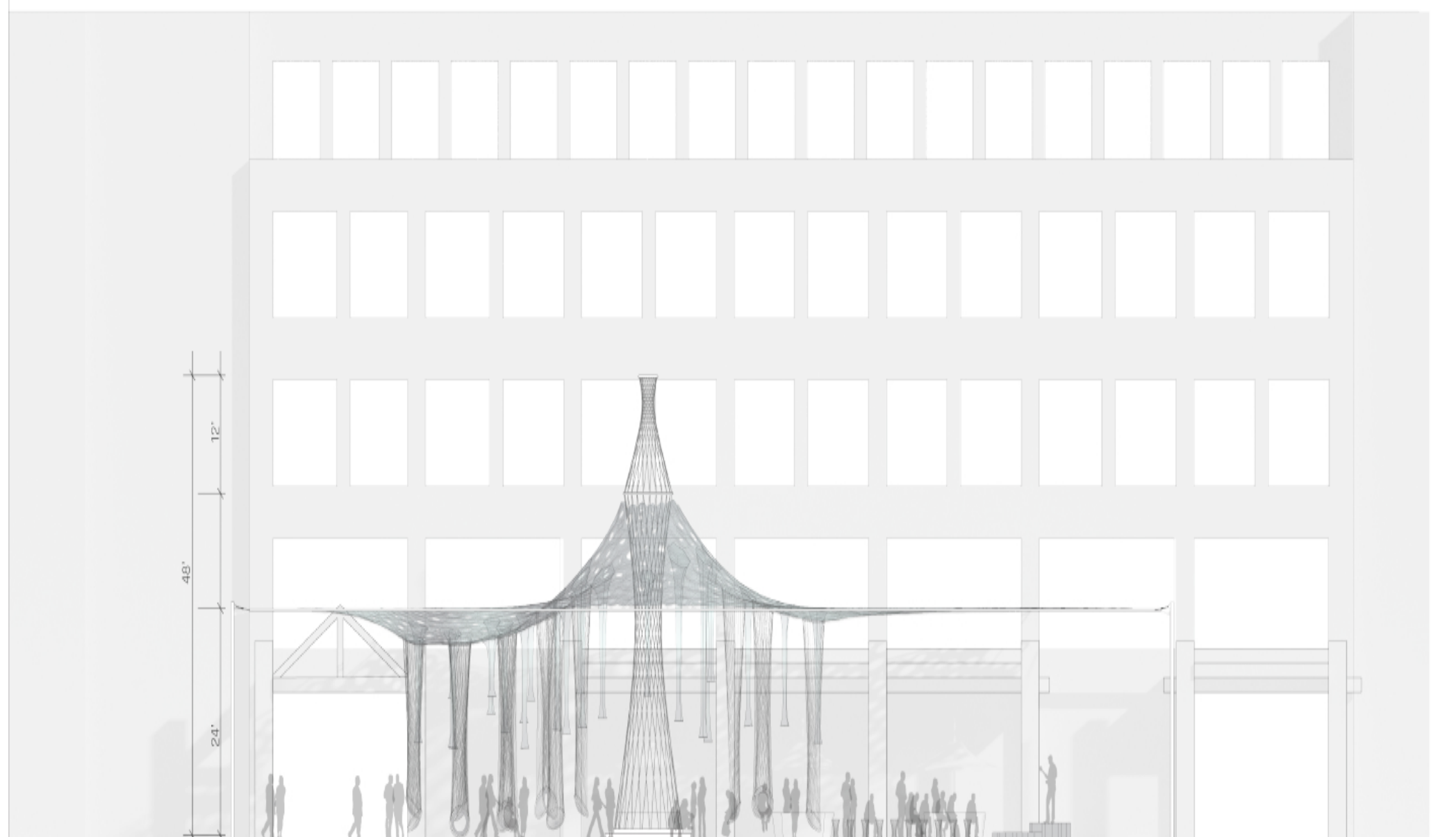
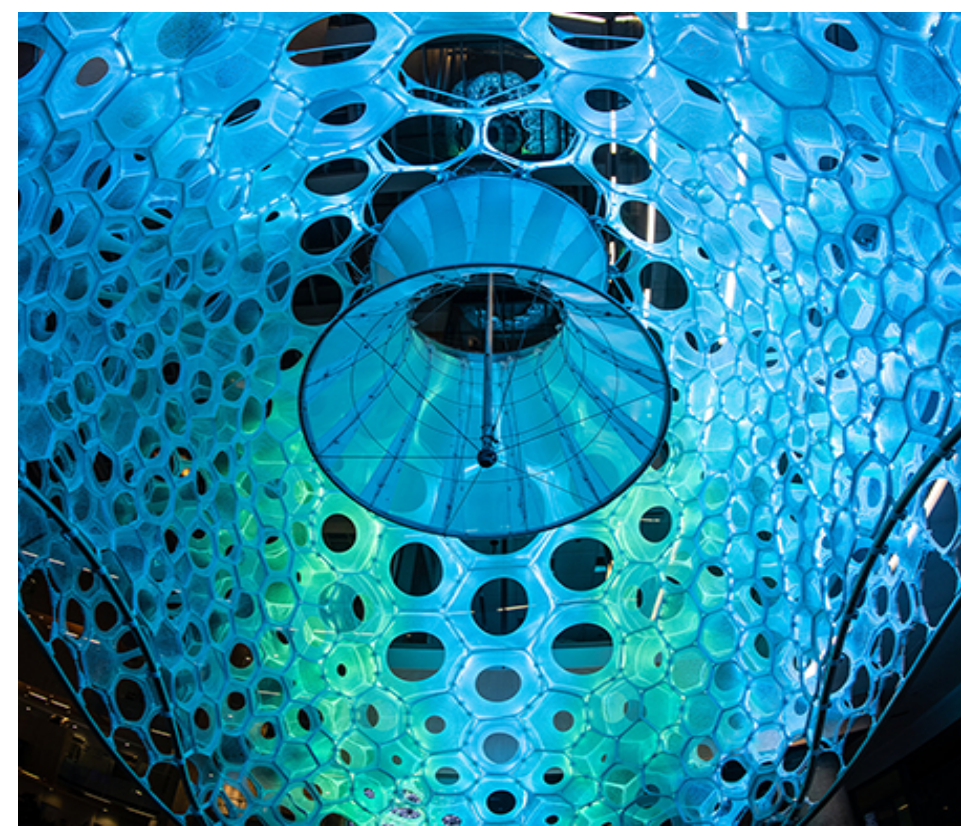
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Site Plan Diagram	DWG SIZE: AArchD	SHEET 1 OF 1
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Design Inspiration





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Jenny Sabin
Studio

ENGINEERS & SUBCONTRACTORS
TBD

PROJECT TITLE & ADDRESS
**East 4th Street
Renaissance**
Cleveland, Ohio

PROJ. REF. NO. 33

CLIENT
MRN Ltd.

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