



STYLE LOUNGE PHOTO BY CECILY HALL; ALL OTHERS COURTESY OF POSITIVELYCLEVELAND.COM

A City of Believers

By Cecily Hall

Cleveland has risen, fallen and risen again numerous times in its 211-year history. Once a hub for the auto and steel industries, companies in this city along Lake Erie in northeastern Ohio tended to fall prey to suburban sprawl or leave in search of more prosperous waters.

But some remained loyal to Cleveland and its beloved sports teams, rich cultural institutions, resurgence of businesses and world-renowned medical community at the Cleveland Clinic and University Hospitals of Cleveland.

Many declare the city's downtown is on the rise — again. Two developers in particular are striving to revitalize areas that could bring Cleveland back to life.

Scott Wolstein, chief executive officer of Developers Diversified Realty Corp., introduced a plan to energize The Flats, an area downtown along the Cuyahoga River. The Flats East Bank is a \$500 million mixed-use project changing the face of the riverfront.

"I want to give Cleveland an environment that lets people live, work and play all in the same space. This is a neighborhood we're building, not just a project," Wolstein asserted.

The Flats East Bank includes 500 residential units, a 150-room hotel, 300,000 square feet of retail, potentially 1 million square feet of office space, 1,200 feet of public boardwalk and a riverfront park.

Retail will include specialty boutiques, art galleries and restaurants. The neighborhood will have a gourmet grocery store, fitness center, cinema and nightclubs. Wolstein declined to disclose specific retailers, but noted Ernst & Young has signed to relocate its corporate headquarters here, along with law firm Tucker Ellis & West, both in an office building 50 percent pre-leased with the two anchors.

Another believer is developer Robert Stark, president and ceo of Stark Enterprises, who is in talks to revitalize the downtown Warehouse District, a region dotted with abandoned warehouses and parking lots.

"Cleveland's gotten a bad rap, but it's reversible," he said. "People who don't live here might not believe that, but we do."

The Warehouse District will have 1.2 million square feet of office space, 1 million square feet of retail and 1 million square feet of residential and hotel space, in a plan that incorporates existing historic structures.

"The goal is to create that dynamic tension that exists when you have residents, office dwellers, shoppers and tourists all coming together in the same place at the same time, much like Manhattan. This is going to be the 'SoHo of the Midwest,'" Stark contended.

Several restaurants and shops already have opened in the Warehouse District. Style Lounge, a boutique owned by Aja Lewis, has been here since February 2007, offering brands such as Kensie, Fidelity, True Religion and Miss Sixty. It also has a lounge offering

a live DJ and complimentary beverages on weekend evenings.

Josh Foltz, manager-buyer, noted, "I'd say 60 percent of our business is from local residents who live downtown, the remainder are from outerlying areas. We love the development that's happening here. Projects like The Flats will be so good for us, people are definitely moving back."

The East Fourth District, minutes from the Warehouse District, is also witnessing a rebirth, after MRN Ltd. bought much of the area 10 years ago and opened residential units, restaurants and nightclubs. Nathan Zaremba, president of Zaremba Inc. and developer of The Avenue District (a residential revitalization project), teamed with MRN in the Uptown project, a \$150 million commercial and residential complex in the University Circle neighborhood.

Hot shopping spots on the outskirts of town include Eton, with specialty boutiques that were also developed by Stark. "The whole point of Eton is to feature fashion offerings you can't get anywhere else," he said. "We



Style Lounge in the historic Warehouse District.

market this area as an actual district of boutiques that pay attention to their customers. It's more personal, less commercial."

Women's shops include Indigo Nation, Joss and Chic et Mode. Bigger names, like Anthropologie and Chico's, are here, too.

Like any other Midwestern city, the suburbs offer the bulk of shopping destinations. Crocker Park is an outdoor mixed-use project with Sephora, White House/Black Market and H&M, as well as residential and office units. Beachwood Place mall, east of Cleveland proper, features fashion names such as Saks Fifth Avenue, Nordstrom and Coach, among others.

While shopping venues in the downtown area like Tower City Center no longer carry high-end designer names, retailers such as Brooks Brothers, MAC Cosmetics and Nine West remain, and the mall draws a fair share of weekday lunchtime visitors and tourists.

Said Stark: "The problem with any enclosed mall in any major urban center is that when people come to the urban core, they want to be on the street. That's why mixed-use projects are an ideal approach to getting people back downtown."

VITAL STATS

- GREATER CLEVELAND METRO AREA POPULATION:** 2.9 million. It is the 15th largest consumer market in the U.S.
- CITY POPULATION:** 478,400, the nation's 30th largest city.
- MEDIAN HOUSEHOLD INCOME:** \$35,895
- MEDIAN HOME PRICE:** \$105,790
- COLLEGES, UNIVERSITIES AND PROFESSIONAL SCHOOLS WITHIN 30 MILES:** 21
- NUMBER OF HOUSING UNITS DOWNTOWN:** 5,100 exist, are planned or are under construction.
- DOWNTOWN UNITS FOR SALE:** 400; units for rent: 4,700.
- DOWNTOWN VISITORS ANNUALLY:** 15.8 million
- 2007 NORTHEAST OHIO EMPLOYMENT:** 2.5 million workers.
- NICKNAMES:** The Cleve, America's North Coast, Rock 'n' Roll Capital of the World, C-Town.
- FILMS MADE IN CLEVELAND:** "The Deer Hunter," "A Christmas Story," "Men in Black," "Planes, Trains & Automobiles," "Major League," "Shawshank Redemption," "Air Force One," "Spider-Man 3."
- MAJOR BUSINESSES WITH HEADQUARTERS IN CLEVELAND:** IMG, The Cleveland Clinic, Parker-Hannifin Corp., Sherwin-Williams Co., KeyCorp, American Greeting Cards.
- FAMOUS CLEVELANDERS:** John D. Rockefeller, George Steinbrenner 3rd, Bob Hope, Paul Newman, Halle Berry, Phil Donahue, Don King, Henry Mancini, Toni Morrison, rock star Joe Walsh, James A. Garfield, football player and coach John Heisman, Langston Hughes, Jesse Owens, Henry Sherwin of Sherwin-Williams Paint, first African-American mayor Carl Stokes, Cy Young, architect Philip Johnson, Rep. Dennis Kucinich (D., Ohio), Elliot Ness (who became Cleveland director of public safety), Joel Grey, Drew Carey, LeBron James, Ruby Dee and Archibald Willard, painter of "Spirit of '76."
- CLEVELAND FIRSTS:** First Indoor shopping center, The Arcade, 1890; LifeSavers candy, created by Clarence Crane, 1891; first gas mask, created by Garret A. Morgan, 1916; first automatic windshield wiper, created by Fred & William H. Folberth, 1921; Superman, created by Clevelanders Jerry Siegel and Joe Shuster, 1933; phrase "rock 'n' roll," created by Clevelanders Alan Freed, 1952.

SOURCES: CLEVELANDPLUS.COM, POSITIVELYCLEVELAND.COM, (GREATER CONVENTION AND VISITORS BUREAU) DOWNTOWN CLEVELAND PARTNERSHIP, HOPMINSIGHT.COM, WCITES.COM, ABOUT.COM, ECONOMICMAGIC.COM

THE BEAT GOES ON



Downtown dining.
CLEVELAND REALLY DOES ROCK: Since opening its doors in 1995, the Rock and Roll Hall of Fame and Museum, which labels itself the "preeminent home for the celebration and study of rock and roll music" — has inducted music icons like Madonna, Billy Joel, Elvis Presley, the Rolling Stones and legions of others. Rock Hall is acclaimed as the most popular and best-attended hall of fame venue in the country.

The Rock and Roll Hall of Fame and Museum.

GIRLS' NIGHT OUT: Iron Chef Michael Symon has given the East Fourth neighborhood even more flare with his trendy downtown restaurant, Lola, which features American cuisine. Standout dishes include the beef cheek pierogies, dry-aged steaks and an impressive line-up of unique desserts. Also, try Lola's little sister restaurant, aptly named "Lolita," in Tremont.

JAZZ AROUND THE CLOCK: Nighttown restaurant in Cleveland Heights, celebrating jazz musicians throughout history, has been open for over 40 years. Local players as well as jazz masters like Benny Green, John and Bucky Pizzarelli, the Count Basie Orchestra and hundreds of others have captivated audiences here. Guests can dine indoors or out, and the menu ranges from grilled seafood specialties to pub fare.

FASHION WEEK CLEVELAND TO BROADEN CULTURAL PROGRAMS

WHO SAYS OHIO HAS NO STYLE?

Certainly no one who's attended Fashion Week Cleveland, a regional phenomenon that's become the nation's third largest fashion week after New York and Los Angeles.

Founded in 2003 by Donald Shingler, a cosmetic dentist and longtime Cleveland native, the weeklong event each spring highlights the region's budding fashion community. FWC hopes to double its number of programs next year.

FWC includes seminars, parties, lectures and films educating the public about the intricacies of fashion, with events in different cultural institutions across the city. The festivities end with a runway show on the final day of the week, when local and emerging designers highlight their creations.

This year, 14 designers — student as well as professional — showed to a crowd of nearly 400, reported James Harris, managing director of FWC and partner of H/L Communications, which represents the event. The week included 12 events and pro-

grams over eight days, with a lecture on children's fashion at the Western Reserve Historical Society, a seminar on Japanese fashion at the Cleveland Botanical Gardens and a tribute to fashion in music at the Rock and Roll Hall of Fame and Museum.

Next year, FWC plans to include another large-scale fashion show; several boutique trunk shows; a performing arts series of film, music and theater; a revamped Web site, and branded educational, cultural and merchandising programs.

"We expect to increase our partnership venues and a menu of restaurant and hotel packages for attendees," Harris reported.

"Fashion isn't just haute couture," asserted Shingler. "There are elements of fashion in sports, in business, in cultural institutions. So, if you broaden what the term means, you can begin by including events at different institutions and other venues around the city."

— C.H.