



# GORDON SQUARE ARTS DISTRICT

...WITH THE ART OF ECONOMIC DEVELOPMENT

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SAVE THE DATE

## TO CELEBRATE THE GROUNDBREAKING OF THE CAPITOL THEATRE



MAY 8TH, 2008  
11:00 AM

Inside the Capitol Theatre  
1400 W. 65th St.  
Cleveland, Ohio 44102

Mayor Jackson will keynote the celebration of the much anticipated groundbreaking for the Capitol Theatre, the lead project of the Gordon Square Arts District.

Lunch will be served immediately following the ceremony.

For more information contact Jennifer Spencer,  
216-961-4242 Ext. 237

## TWO FLAGSHIP RESTAURANTS OPENING IN THE GORDON SQUARE ARTS DISTRICT

The revitalization taking place in the Gordon Square Arts District has attracted two flagship restaurants set to open this spring. Stone Mad is an Irish pub with a twist. The unique establishment features an outdoor patio with carved sandstone tables and chairs, a black walnut front barroom, a second oak-paneled barroom and a dining room with a sunken bocce court that pays homage to the neighborhood's Italian roots. Pete Leneghan, owner of the Treehouse Pub on Professor Avenue in Tremont, is opening Stone Mad on West 65th Street just north of Detroit Avenue.

"I just liked the location," says Leneghan, who calls Stone Mad his "legacy bar" and cites the redevelopment that is taking place in the Gordon Square Arts District as something that attracted him here. "I want to serve the best burger and pint of Guinness in the city."

Acclaimed Cleveland chef Marlin Kaplan, owner of One Walnut in downtown Cleveland, is opening Luxe Kitchen and Lounge on Detroit Avenue across from the Gordon Square Arcade just west of West 65th Street. Kaplan's new restaurant features repurposed "green" elements, such as a 1930's bar from Collinwood and brass doors from the Terminal Tower. Kaplan calls Luxe "a youth-oriented restaurant where you can spend \$10 or \$100" and says the venue will feature salads, pastas and hand-tossed pizzas. Wine will be sold for \$10 above retail. A house DJ will provide music.

"Detroit Shoreway is the right place at the right time,"

Kaplan says. "Luxe will be affordable, approachable and fun."

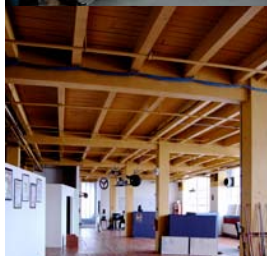
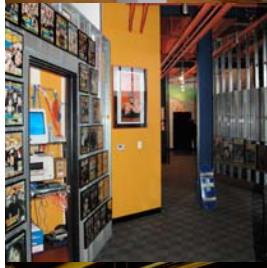
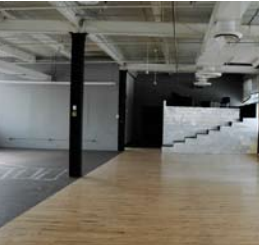
According to Ward 17 Councilman Matt Zone, "This neighborhood is getting stronger by the day. Getting a chef with Marlin's talent validates that the Gordon Square Arts District is a happening community."

Soon, visitors to the Gordon Square Arts District will have two more great restaurants where they can enjoy a glass of wine or a pint of Guinness before a night at the theatre.



STONE MAD  
1306 WEST 65TH STREET

LUXE KITCHEN AND LOUNGE  
6605 DETROIT AVENUE



# THE HOUSE THAT DAN BUILT

## CREATIVE MINDS CALL HISTORIC BUILDING HOME

What do you get when you put art galleries, recording studios, and a national music magazine together in the same building?

The result is what developer Dan Bush calls “an arts incubator.” Since Bush bought the former headquarters of the American Greetings creative studios at 1300 West 78th Street seven years ago, he has recruited this eclectic mix of tenants. This artistic complex is better known as “the Studios at West 78th”.

Now, Bush is ready to open the Studios to the public. “Our goal is to bring the energy of Gordon Square Arts District at West 65th Street into the western end of the neighborhood,” he says. “With that in mind, we are working with artists and community partners to create Gordon Square arts events, similar to the Tremont art walks.”

An arts open house is scheduled for the weekend of April 11th and 12th. Several of the galleries in the Studios at West 78th Street will be open, as well as the 1.618 Gallery, which is located at 6421 Detroit. Neighborhood restaurants and shops such as DuoHome, Kitsch City and Room Service will also be open. The event will take place on Friday from 5:30-9 pm and Saturday from 1-6 pm.

Bush is working with Bill Scheele, owner of Kokoon Arts, a fine arts gallery located in the Studios at West 78th, to create the neighborhood events.

“The Gordon Square Arts District is a natural magnet for small, innovative businesses and organizations that are creatively driven,” says Scheele. He cites the array of tenants in the Studios at West 78th Street, including a concert management firm (H&M Management), fine arts dealers, artist studios and galleries, recording studios (Lava Room), and a national music magazine (Alternative Press). The building itself, with its bold wall colors, exposed brick and lacquered plywood floors is a showcase of creative design.

Scheele helped to form the Cleveland Artists Foundation and has over thirty years of experience as a fine art dealer. In part due to the Gordon Square Arts District, “This is now a place to go for high quality art,” says Scheele of the 1300 building, which houses several other galleries. He adds, “This is not a white-wall kind of gallery – it’s a salon, a place where people come to hang out and talk.”

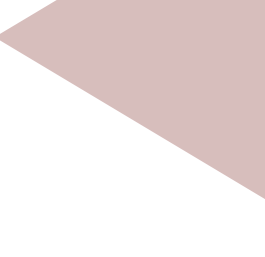
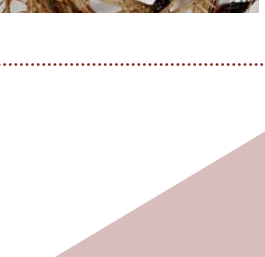
This funky mix of visual arts, music and print journalism companies contributed to the success of the first open house event this past fall. Enticed to check out the sprawling, brick warehouse in this tucked-away spot, over 200 people attended the event.

“People are always interested in the history of the building...it adds to the allure,” Bush says, “because many famous artists, including comic book legend Robert Crumb, worked here.”

Bush has lured tenants with his stylish loft office space and affordable rents, only to have some relocate to larger spaces as they grew. Yet in seven years, Bush’s “arts incubator” has also attracted many long-term tenants. Working with his tenants, Bush has helped them to relocate within the building to accommodate their growth. He has also helped to customize the space to his tenants’ needs. One example is the Lava Room, a recording studio on the first floor of the building. Through trial and error and a lot of Internet research, Bush was able to build a nearly soundproof space on the first floor of the building.

Last year, Bush purchased two additional buildings at the corner of Detroit Avenue and West 74th Street. He is currently renovating them into for-sale, town homes with first-floor retail space. These units, which also offer living space on the second floor, are geared towards artists and other creative individuals.

Through helping to promote the Gordon Square Arts District as a hotspot for the arts, Dan Bush and the Studios at West 78th Street have fused creativity and economic development in the rejuvenation of a landmark building.



# NEAR WEST THEATRE CELEBRATES “THIRTY YEARS YOUNG” AND ENVISIONS ITS NEW HOME IN GORDON SQUARE



At its annual benefit at Playhouse Square on February 17th, over 500 people helped Near West Theatre (NWT) celebrate thirty years of changing lives through community theatre. In the opening act, over 90 singers and dancers performed an exuberant rendition of “Happy Birthday.” Highlight performances from *Beauty and the Beast*, *Cats*, *Urinetown* and *Annie* followed, along with testimonials of personal transformation.

“It was quite a night!” said Stephanie Morrison-Hrbek, NWT’s Executive Director. “People from across Northeast Ohio experienced the legacy of Near West Theatre and learned about our future in the dynamic Gordon Square Arts District.” The benefit raised over \$90,000 for the organization, one of the highest amounts that their benefit has ever brought in.

Near West Theatre and two other non-profits, Cleveland Public Theatre and Detroit Shoreway Community Development Organization, form the Gordon Square Arts District. These organizations are conducting a joint capital campaign to raise funds for five core projects, one of which is the construction of a new permanent home for NWT at West 67th Street and Detroit Avenue. Conceptual drawings of the new theatre have been completed by Cleveland architect Richard Fleischman. Construction of the \$5 million project is scheduled to start in late 2010. Unlike NWT’s current location in Ohio City, the new performance space

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Ray Monge, a veteran teen performer at NWT, told the benefit audience, “I have seen what despair has done to kids in this neighborhood – and I have seen it mended at Near West Theatre. On this stage, everyone gets a chance to become what they dream of.”

“Near West Theatre is a life force that this city needs,” said Paula Kampf, who has performed in NWT productions with her children for over 15 years. “This is really the art of bringing wildly different souls together, and creating a sense of community. Where else can you get THAT for six bucks a ticket?”

The evening included a moving tribute to Stephanie Taylor-Ayers. For almost thirty years the tireless volunteer has performed on the NWT stage, organized backstage potlucks, mentored other performers and filled numerous other roles to help the organization. NWT lead actress Trinidad Snider presented Taylor-Ayers with a hand-made quilt sewn by intergenerational members of the Near West Theatre community.

After their successful benefit, Stephanie Morrison-Hrbek and the Near West Theatre staff, cast and community are looking forward to another thirty years of amazing community theatre – right in the heart of the Gordon Square Arts District.

## NEAR WEST THEATRE FUN FACTS:

Over 15,000 actors have participated in productions

Over 92,000 audience members have experienced the transformational impact

The oldest actor to ever grace the stage was 76 years old and the youngest future stars were 5 years old

## WEST 78TH STREET GALLERY TENANTS

### Art Galleries:

Kenneth Paul Lesko Gallery  
Kokoon Arts Gallery  
Tregoning & Company

### Artist Studios

Derek Hess - STRHESS  
Bill Scanlon Design  
Ken Nevadomi  
Judith Brandon  
Charmaine Spencer  
Keri Gortz

### Music & Entertainment Business

Lava Room Recording Studio  
HM Concept Management  
Stand & Deliver Records  
Track 6 Studios  
Alternative Press Magazine  
Xploited Cinema

### General Merchandise Auctions

Grossman, Inc.

### Art Auctions & Services

Rachel Davis Fine Arts  
Frannie the Framer

### Building Management:

Daniel Bush - 440-503-5506

## GORDON SQUARE ARTS DISTRICT DEVELOPS PLAN TO INCREASE PARKING

Ample, accessible public parking is a critical component of the success of the Gordon Square Arts District (GSAD). Plans are underway to expand the number of available parking spaces from 159 to 628. A 2006 parking study identified several opportunities in close proximity to West 65th Street and Detroit Avenue. With generous support from the City of Cleveland, GSAD hopes to consolidate and expand existing lots and to create new parking lots. Moreover, following the completion of the Detroit Avenue streetscape project in 2009, an additional 8 on-street parking spaces will be created.

# GORDON SQUARE ARTS DISTRICT

## AT A GLANCE

The Gordon Square Arts District is the catalyst in a \$10 million capital campaign creating \$30 million of revitalization, leveraging a half-a-billion dollars in economic development.

### 5 Core Projects:

- Renovation of Cleveland Public Theatre (2008-2010)
- Restoration of the Capitol Theatre (2008)
- Construction of the Near West Theatre (2010)
- Streetscape improvements that will create wider sidewalks allowing for street cafes, public art, new street lights, trees and underground utilities. (2008)
- Parking to accommodate residents and visitors (2008-2010)

# GSAD LLC BOARD

- Larry Schultz, Chairman
- Carrie Carpenter
- George Emmons
- Peter Harwood
- John Nestor
- Kevin Shaw
- Bill Smith

# FOR MORE INFORMATION

OR TO SET UP A TOUR CONTACT US AT:

216.961.4242 ext: 222 or email: [kfinefrock@gordonsquare.org](mailto:kfinefrock@gordonsquare.org)



# CLEVELAND PUBLIC THEATRE

6415 Detroit Avenue  
Cleveland, OH 44102  
[www.cptonline.org](http://www.cptonline.org)



### DanceWorks 08 | March 13th – April 20th

Over several weeks, CPT will feature award-winning dance performers, including Lisa K. Lock, Seattle-based Lingo, GroundWorks Dance Theatre, Inlet Dance Theatre, Tivkah Company of Artists, Double-Edge Dance, and MorrisonDance.

### Ms. Adventures | March 27th – April 12th

A one-woman safari through the American gender jungle!  
By Michael Sepesy  
Featuring Alison Garrigan

### In the Continuum | April 11th-May 3rd

By Danai Gurira and Nikkole Salter  
An Ohio premiere exploring the devastating problem of AIDS in African and African-American women.

# NEAR WEST THEATRE

**Performance Site:**  
**St. Patrick's Club Building**  
3606 Bridge Avenue  
Cleveland, OH 44113  
(Corner of W. 38th St. and Bridge Ave.)  
[www.nearwesttheatre.org](http://www.nearwesttheatre.org)



### May

9, 10, 11, 15, 16, 17, 18: The Who's Tommy  
20, 21, 22: Auditions for West Side Story (Ages 13 entering high school to 19)

# UPDATE FROM THE DIRECTOR

This spring brings the promise of new beginnings in the Gordon Square Arts District (GSAD). The groundbreaking for renovation of the Capitol Theatre, GSAD's lead project is scheduled for May 8th. Look for a grand opening of the new three-screen cinema the spring of 2009. Restoration and improvements to the 1920's theatre will take about a year.

In June, a second groundbreaking will occur when the streetscape improvements along Detroit Avenue from West 61st to West 69th streets will begin. Along with the opening of two new signature restaurants (Stone Mad Pub and Luxe Kitchen & Lounge) there will be no doubt that change is coming to Gordon Square when summer finally rolls around.

Meanwhile, efforts on the public side of the GSAD capital campaign have taken place at all levels of government. Paving the way for a federal capital request, Lori McClung, from Advocacy & Communications Solutions, and I met with key appropriations staff members from Ohio's Congressional delegation on Capitol Hill in February. Meetings have also taken place to educate key decision-makers about GSAD's state and county capital requests.

GSAD has moved into a larger suite of offices in the Gordon Square Arcade. Coordinator John Stuehr, Development Associate Kate Finefrock and I would love to show you around our new space and conference room. Stop by any time.

  
Joy Roller  
Executive Director

