

Coral Company Improves Shaker Square

July 24, 2016

During any given week, Shaker Square plays host to a wide variety of visitors, including diners, moviegoers, antique lovers, concert attendees, shoppers and those who just happen to find themselves passing through.

“Twenty thousand cars a day travel on Shaker Boulevard, and there are one million RTA passengers a year that pass through,” said Gina Pastuszynski, director of marketing for the Coral Company, the firm that has owned and managed Shaker Square the past 12 years. “Shaker Square is a 24/7 experience.”

Coral, headed by President Peter Rubin and with offices at 13219 Shaker Square, has been making upgrades to the area since it took ownership, but has recently made a number of noticeable improvements to enhance visitors’ experiences.

Recent improvements include two new signs that illuminate at night and welcome visitors from the east and west traveling along Shaker Boulevard. Space has been left open on these signs to allow tenants the opportunity to advertise and promote.

In addition, signs have been erected on a couple of buildings – with more to come – that identify tenants within the buildings.

Perhaps the most noticeable improvements have come on the north and south sides of the square, where gardens have been created on small plots of land where only grass had previously grown.

On May 31, a crew of 15 volunteers, many assembled by Edwin’s Restaurant owner Brandon Chrostowski, gathered at the two plots and worked for several hours to create the gardens. Destination Cleveland, the county’s convention and visitors bureau, aided by a contribution from Scott’s Miracle-Gro Company, worked with several community organizations that day to undertake garden initiatives at Cleveland’s Willard Park, Market Square Park in Ohio City, and with the involvement of Coral Company, at Shaker Square.

The efforts were made to ensure that Cleveland looked its best for July’s Republican National Convention. Mulch, small trees and flowers now populate Shaker Square gardens that are attracting notice.

Coral has hired Spencer Landscaping to maintain the gardens.



While she would not divulge a name and spoil the upcoming surprise, Pasturszynski said a ceremony will be held soon to dedicate the north garden in honor of a longtime Shaker Square resident.

Coral, which this year took over full sponsorship of the Shaker Square Concert Series, held from 6 to 9 p.m. on summer Saturdays, is also expecting to enhance the square by adding new tenants, including the Juice Up juice bar, next door to Alexander's Floral Designs, 13204 Shaker Square.

While it is too soon to go into further detail, Pasturszynski said, "We have some extremely exciting and creative things planned for the future."

"We use the tagline, 'Shaker Square: Night and Day,' because there's so much to do here in the night or day," she said.

"We want to make Shaker Square unique and memorable, while connecting it as a neighborhood and destination."