Shaker Square Sale on Hold as Businesses Voice Concerns

By Joel Beck

If Shaker Square is ever going to get a facelift, it appears it will have to wait a bit longer. Plans for a much-discussed renovation to the historic Cleveland shopping district are on hold after residents and merchants voiced their concerns over the plans to redevelop and improve the area.

Shaker Square, which is owned by the Coral Company, was effectively taken off the market late last year after being up for sale as recently as November.

Cleveland city officials had been working with a national landscape firm on an ambitious plan that would have dramatically restructured the traffic pattern in Shaker Square, including rerouting Shaker Boulevard traffic, while adding new green space, recreation facilities and picnic areas.

In the end, however, the plan just didn’t sit well with many Shaker Square business owners.

“Many of us were against it,” said Elina Kreymerman, owner of Shaker Square Dry Cleaning and Tailoring. “I think that closing Shaker Boulevard is really going to hurt the merchants and it also would have eliminated parking spots. It didn’t bring much to the Square except for green space but we don’t even know who would be responsible for maintenance.”

“Peter Rubin has been a stabilizing force for the Square and I’m happy to see his impact continue. As for plans to reshape Shaker Square, we’ve always acknowledged the need for it to evolve into something that reflects the current times,” said Brandon Christowski, owner of EDWINS. “Any developer who hopes to transform our home would be wise to remember this and treat this gem with the respect and care it deserves.”

With the redesign project now on hold indefinitely, the question becomes what will the future hold for Shaker Square? Coral Company president Peter Rubin said a future sale is still not out of the question, but the concerns raised by the community were enough to make them rethink the plan.

“Now we’re stepping back and trying to address those concerns,”

Developer Seals Deal to Bring 88 Apartments to Larchmere

by Thomas Jewell

Developers plan to break ground in early spring on a catalytic 88-unit apartment mid-rise with ground-floor offices in the Larchmere district.

And they have credited residents with stopping a proposed dollar store that almost beat them to the property in question, the former Life Skills Group facility, known as the World, a building whose days are in question, the former Life Skills Group facility, known as the World, a building whose days are in question, the former Life Skills Group facility, known as the World, a building whose days are in question, the former Life Skills Group facility, known as the World, a building whose days are in question, the former Life Skills Group facility, known as the World, a building whose days are in question, the former Life Skills Group facility, known as the World, a building whose days are in question, the former Life Skills Group facility, known as the World.

The intersecting street lends itself to the moniker for the new $20 million development, introduced last year as “121 Larchmere,” a four-story complex that will be moving in with 20 to 25 employees and a $1.5 million payroll.

Mitchell Schneider, president of First Interstate Properties, told the Shaker Square Association earlier this year that he was “thrilled” with the prospect of moving up the hill from his most recent development coup, the One North Moreland and Larchmere.

“Now we’re stepping back and trying to address those concerns,”

For more Larchmere development projects see:

Page 3 New Development Brings Commercial and Living Space

Page 8 Owner Eyes Up Larchmere
REAL ESTATE DEVELOPMENT

Real estate developer Russell Berusch has spent millions on the Shaker Square area development projects, among them University Circle and the Heights. For many years, the Lee-Harvard and Arbor Park Place shopping centers, and the Foxes & Sclauer Black apartments and condominiums. But his latest endeavor, a mixed-use building to rise at 12607 Larchmere Boulevard, had its origin in a personal quest. "I was looking for a place to live," he recalls, "and was captivated by the Larchmere area. It has an interesting, friendly cachet. The street scene is appealing vis-a-vis [in proximity to] Shaker Square, University Circle and the Heights." Berusch, president of Berusch Development Partners LLC, currently lives in Shaker Heights. Berusch wasn’t finding the right place in Larchmere until he realized he could build one himself. "I scoured upon this site and thought, if it’s available, I can make a project including an apartment for myself," he says. Currently a two-story wood warehouse stands on the lot, which is across the street from Big Al’s Diner. He negotiated an agreement to buy the property, "and then there was some noodling with different development concepts," he says. "I finally concluded that a mixed-use building with an office tenant would be great if I could land a tenant." At the time of this interview, Berusch was in negotiations with an office tenant he says would bring at least one-third of the office space to the city of Cleveland and would be a big boost for the neighborhood. "For many years, eyes, more feet, more buying power patronizing Larchmere." The plan is for a four-story, 20,000-square-foot building with commercial space on the first three floors, apartments on the fourth and parking in the back. Berusch expects there will be one primary office tenant with a small space for a future retailer. Berusch describes the future building as a “brick, simple, handsome structure, good quality, with steel and concrete, versus wood framing.” He adds, “there hasn’t been a Clark Avenue office in a Cleveland neighborhood in the longest time.” The target date to begin construction is May 2020, and the building is projected to be completed in about 12 months.

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Sherker Square Sale on Hold Continued from page 1

that are still out there, both with merchants and the community,” Rubin told NPR’s Here In the studio in Cleveland. “Plain and simple, it’s a civic asset, it’s an investment and at some point, my investors and I, it’s appropriate for us to sell and move on.”

For her part, Keysterman says the belief is that Shaker Square could use a facelift. But it’s important for all parties to agree on a plan that works for everyone. “The plan they had wasn’t right for the Square,” said Keysterman. “We will see what happens and hopefully we can come up with a better plan.”
Spring is in the air and Dollar have good news for you! Biggby Coffee and Millerk Nitrogen Creamery will take over the spot on the Square vacated by Dewey’s. Opening’s Date is sometime in mid-March. The coffee shop specializes in made from scratch coffees and lattes that can be made hot or cold and in medium. It features Bragels, a combination of a bagel and sandwich, muffins, cookies and more.

D.M. Pelusi has finished her fifth book entitled, “If They Found You,” and is for sale on her sixth book.

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Cedar-Fairmount has a new flavor, with Zhug, that is fully embracing the rich culinary culture of Israel. Zhug—pronounced “Zoog,” for the uninformed—is the brainchild of Shaker Square’s chef-extraordinaire Doug Katz, who also owns the Fire restaurant.

“The whole idea is to introduce people to a new way of eating,” explains Katz. “Even the name gives you the expectation that it’s something new, something different.”

That name, Zhug, is a type of Serrano chili paste that is popular in Israel and Middle Eastern cuisine. The condiment is served to every table at the restaurant along with bread.

Katz says, “we chose the name because we didn’t want people to have any preconceived notions.” With Zhug, Katz hopes to set his restaurant apart from the various other Mediterranean restaurants in the area.

In order to achieve this authentically ethnic taste, Katz has done his research. He has traveled to the Middle East, sampling the cuisine of both his Fire restaurant and his Fire Spice Company. His hope is that these spices inspired him to go further with them, and this led him to create this amazing food.” Katz says, “We [Katz and his Director of Operations] went to 20 restaurants in Tel Aviv. Then, last year, we went to Morocco.”

His journeys didn’t only take him across the ocean. He recently went to New Orleans, a city known for its space and boosting a surprising number of Israeli and Middle Eastern restaurants. The menu at Zhug is slowly expanding, but Katz definitely has a favorite item. “We have curried lamb, with apricot hamous and lemon sauce. It’s served with clay bread with herbs and cilantro, and, of course, zhug. You can spread it on a plate and eat it with the bread... it adds an extra boost of flavor.” Zhug opens daily at 4 p.m., though Katz hopes to open the restaurant Sunday mornings for brunch soon.

Zhug is at 12413 Cedar Rd. in Cleveland Heights. More information at zhugcle.com.
by Thomas Jewell

Local officials could know by early spring if they will receive $15 million in initial funding from the U.S. Department of Housing and Urban Development (HUD) for an overhaul of the aging Woodhill Homes subsidized apartment complex.

In November, the Cayuga Heights Metropolitan Housing Authority (CMHA) applied for one of a half-dozen grants awarded through HUD’s “Choice Neighborhoods” program.

That’s still only a drop in the bucket for a $480 million transformation envisioned by planners and residents alike over the next decade for the barracks-style public housing complex of nearly 500 units built in 1999.

Plans call for replacing those with fewer apartments and lower density at the existing site off Woodland Avenue, as well as adding new market-rate townhomes to the mix, using some city-owned lots that include the former Buckeye- Woodland school property.

“It’s all funding-dependent,” said CMHA Choice Neighborhoods Administrator Indigo Bishop. “The earliest we’ll turn dirt would be at the end of 2021 or the start of 2022.”

Either way, the City of Cleveland has already committed $15.7 million for infrastructure improvements including changes to the existing streetcape and “grid changes, so that it’s not one giant ‘super-block’ with a lot of dead-ends,” Bishop said.

The surrounding neighborhood, located about 1.5 miles from Shaker Heights, will be spread out more, with some city parkland added. One of the features that will be kept is the community center that has been obscured by 80 years of the original building configuration.

At least one of the large multi-family apartment buildings would be geared toward seniors, a feature they don’t currently have, with older residents currently being interspersed throughout the Woodhill complex.

The Cleveland Foundation also kicked in $150,000 last year to help CMHA create a comprehensive master plan for the former Woodhill Estates, including some funding for resident feedback and input sessions on what they’d like to see in their new neighborhood.

“Our residents have been very involved,” noted CMHA Director of Marketing and Communications Courtney Crocke. “There has been a lot of public engagement and a lot of meetings. And the rest of the time, we’re working on getting the financing together.”

Bishop has also been attending the monthly meetings at Morning Star Baptist Church convened by Cleveland City Councilman Brian Grafton, a lead supporter of the proposed redevelopment, as well as community nights at the new Sunbeam School in Larchmere on Thursday evenings.

In December, EDWINS Leadership Development announced that it was among one of a half-dozen teams accepted into the early stages of its new real estate training program to create affordable and workforce housing units.

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