



# MORELAND

PART FOUR

**Mayor Earl M. Leiken**  
**The Shaker Historical Society Annual Meeting**  
**January 29, 2017**



# Publicity



## Features

### The next must-live Greater Cleveland neighborhood is...

BRANDON BAKER | THURSDAY, APRIL 28, 2016



What's next?

SHARE     

 Like 567

It's a question we all ponder, but for folks looking to settle down and establish roots, it's all about place. Neighborhood is everything and to help those

 ARTS + CULTURE, DESIGN + BUILD, ENTREPRENEURS + INNOVATORS, GREEN SPACE +



**Up, up and away:** I'm not sure if any youngsters will be going, as the song says, "up, up and away" in their beautiful balloon, but on July 21, several youngsters from Shaker Heights' Moreland neighborhood learned how to construct a working hot air balloon.



Shown with their hot air balloon are, from left, Myles Brown, Raysean Davis, Cotrell Hancock, Lewis Fletcher, David Jurca and Erick Rodriguez.

*City of Shaker Heights*

Teaching the group was architect and designer Erick Rodriguez, who is based at the Detroit Shoreway Community Development

Organization and Burten, Bell, Carr Development. An Enterprise Rose Architectural Fellow, Rodriguez is now working developing an eco-district framework for city leaders and community members in the city of Cleveland.

Rodriguez was assisted in leading the design workshop by David Jurca of the Cleveland Urban Design Collaborative and its [Making Our Own Space](#) (MOOS@Shaker) for youth in Shaker's Moreland neighborhood.

Supported by the city of Shaker Heights, MOOS has students building and designing physical items that enhance their community. The focus is on public parks and vacant city-owned lots.

# Marketing



## Shared Vision Many Voices MorelandRising

Vibrant Shaker neighborhoods create a more vibrant Shaker.


Shaker Heights seeks dynamic partners to be a part of the next great neighborhood.


Together, we can:

- Catalyze entrepreneurship along the Chagrin-Lee corridor
- Explore new ways for neighbors to connect with neighbors
- Cultivate an environment that continues to inspire art and artists
- Encourage innovative housing designs that set the standard for years to come

Be a part of Moreland Rising—as an artist, a developer, an entrepreneur or a new resident.


Contact **Kamla Lewis**, Director of Neighborhood Revitalization  
kamla.lewis@shakeronline.com | 216-491-1374 | <http://bit.ly/morelandweb>





Picture the next great neighborhood,  
where innovation and creativity thrive.

Artists, entrepreneurs, developers all welcome.



SHAKER  
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Learn more. Contact **Kamla Lewis**, Director of Neighborhood Revitalization  
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# Winter 2016



Cities are dynamic and evolving entities.

They expand and contract through economic upswings and downturns, baby booms and busts, changes in demographics, business opportunities, and consumer behavior, to name just a few.

Securing the future of special places like Shaker requires the ability to adapt to a changing landscape.

Shaker has unique opportunities and assets on which to build: established neighborhoods, engaged residents, a growing business community, a commitment to the arts, a fledgling entrepreneurial ecosystem, and a City government and a community development corporation (CMHC), see page 18 prepared to address both the small heresies and the bold steps.

With the Van Aken District now underway, the focus of revitalization expands to include the Moreland district, which encompasses the Chapin-Lee commercial area and the surrounding neighborhood.

This new section in Shaker Life, Moreland Rising, puts a spotlight on the revitalization of this district.

It will regularly feature an array of innovative ideas and initiatives aimed at bolstering the commercial and residential areas, and strengthening important physical and social connections within and between them.

Watch elsewhere in Shaker Life for items related to this revitalization effort.

The items will be denoted by a special visual icon (pictured right) and will be included in various other sections of the magazine.

Like any bold step, this effort will take time.

The Moreland district, anchored by several established and long-term businesses and residents, will ultimately emerge as a reinvigorated district, one that honors the area's rich tradition and history and is a desirable place to live, work, and play.

To learn more, sign up at [bit.ly/morelandrisingnews.com](http://bit.ly/morelandrisingnews.com)

## A Bold Step

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Stay tuned. Moreland is rising again.

## Moreland RISING

## Moreland RISING

### Brake for Lewis Automotive and Electronics



SHAKER means BUSINESS

It's the time of year to spruce up the house with some spring cleaning. Why not give your car a little TLC, too?

David Lewis, who owns Lewis Automotive and Electronics at 3536 Lee Road, has been giving cars the royal treatment since he opened his doors in 1987. The services Lewis offers range from regular maintenance, tune-ups, tire replacement, and collision work to installed audio/video/DVD navigation packages, luxury rims, leather seating, and a Cleveland winter bundle: remote car starters.

Not an automotive enthusiast? No worries. Get up to speed on everything under the hood of your car by visiting the Automotive Services page on [lewisautoelectronics.com](http://lewisautoelectronics.com). You'll find definitions for nearly every part and system in your car along with tips that can help you diagnose car troubles before you take it to the shop.

Visit the professional and friendly staff at Lewis Automotive and Electronics to serve all your automotive needs, or call 216-921-3440. Visit Lewis Automotive at [lewisautoelectronics.com](http://lewisautoelectronics.com).

### Bugged? Call Acme Exterminating

SHAKER means BUSINESS

For 50 years, Acme Exterminating has been stamping out bug issues across Greater Cleveland. Located at 3709 Lee Road since 1961, owners Robert (Bob) and Martha Caldwell and their son, Shaker resident Gary Caldwell, built a business dedicated to staying ahead of the best practices in the pest control industry.

Acme's certified staff participate in monthly seminars and are focused on educating customers about the process and the environmentally safe products they use. Residential and commercial services include consultation, implementation of preventive measures, and extermination. Customers can set up monthly, seasonal, or consulting services based on their specific needs.

With spring in full swing, Bob Caldwell reminds residents not to panic too much when ants appear. "Ants are normal in the spring. Usually homeowners can take care of them if they spray on their own and remove any open food sources. But if you continually see ants, then it's time to call," he says, adding that many customers request seasonal exterior treatments to prevent ants from entering the house.

Consider keeping your dollars local when uninvited guests arrive and call Acme Exterminating, 216-991-6300 or visit them at [clevelandacmeexterminating.com](http://clevelandacmeexterminating.com).

### Elevating the Arts, Building Community, Creating a Place



# Spring 2016

# Shaker Life

**The Partner:** Cleveland Urban Design Collaborative (CUDC) is the outreach division of the College of Architecture and Environmental Design at Kent State University.

**The Plan:** Enlist and train Shaker students to design and construct environments and playscapes that appeal to their own community. The goal is to engage young residents in improvement to their physical space and deepen their connection to the neighborhood. This collaboration with the Shaker Middle School design program will repurpose two or three vacant lots in the Moreland neighborhood.

**The Partner:** Seneca Fine Art Plus is focused on increasing community awareness and appreciation of the rich history and tradition of ethnic art.

**The Plan:** Facilitate a week-long neighborhood workshop using art to express resident goals and aspirations for the neighborhood. The workshop will culminate in the creation of a new public art piece.

**The Partner:** Ingenuity, best known for its annual IngenuityFest, focuses on "furthering the intersection of arts and technology as a means of reinvigorating and redefining urban spaces."

**The Plan:** Participate in arts programming, events, and speakers. Provide important connections to artists and potential funding sources. Conduct focus groups and a public art process that may include a design competition.

**The Partner:** Shaker Arts Council  
**The Plan:** As a connector to the larger arts community, SHAC will share its artist database and lend grant writing expertise. They are also exploring a pop-up shop similar to their popular Hart Boutique in the Moreland district.

**The Partner:** Shaker Recreation Department  
**The Plan:** Through Arts in the Park, a summer drop-in arts and crafts program for younger children located at a few neighborhood parks, children will be engaged in fully and creatively utilizing space within their own community.

**The Partner:** Shaker LaunchHouse, a key anchor in the district, will continue to create opportunities to spark, test, and incubate ideas. A creative community has consistently tapped into the flexible and dynamic shared work space in this former car dealership at 3558 Lee Rd.

**The Plan:** Provide space and a dynamic work environment for creatives such as Shaker High School senior Davonne Gooden, a film producer and video game developer, and Alex P. Michaels, founder of Produce2Camera, a niche business to support the film industry.

• Curate conversation around arts and technology through speakers and events such as the May 12 Lunch and Learn panel featuring area artists (see Venture Out p. 68).

• Host meetups that spark ideas and creativity (see the weekly Makers Alliance meetup (see Venture Out p. 64). Makers Alliance is Cleveland's hackerspace, which brings hands-on technology and art to the public through workshops, talks, and shop space. **SL**

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CONTACT


Monday, August 8, 2016

Housing Incentives

Sustainable Shaker

Moreland Rising

Shaker Life

View the latest digital edition of Shaker Life

Home > Departments > [Neighborhood Revitalization](#) > [Moreland Rising](#)


## Moreland Rising

Vibrant Shaker neighborhoods create a more vibrant Shaker.

Enter Moreland Rising: the City- and neighborhood-led collaboration with arts, business and development partners to create a Moreland hub of innovation.


Together, we will:

- Catalyze entrepreneurship along the Chagrin-Lee corridor
- Explore new ways for neighbors to connect with neighbors
- Cultivate an environment that continues to inspire art and artists
- Encourage innovative housing designs that set the standard for years to come



Join Us

Review our [calendar of events](#) and be a part of Moreland Rising, as an artist, developer or an innovator.



SPARKS! (Spaces, Arts and Parks)

The City has partnered with various organizations to help realize this vision:

- [Ingenuity Cleveland](#) hosts monthly events aimed at artists and entrepreneurs. Visit Ingenuity online for more information about [programming in Shaker](#).
- [Kent State's Cleveland Urban Design Collaborative](#) (CUDC) [Making Our Own Space @Shaker Heights](#) (MOOS) project operates arts-focused after-school workshops and summer camps for middle and high school students. CUDC programming began in summer 2016 with a group of Moreland youth who have already begun transforming public spaces in their neighborhood. See their work online on [Twitter](#) and [Instagram](#). MOOS also has partnered with local architect RDL Architects and with Philadelphia-based [Public Workshop](#) founder Alex Gilliam to lead design workshops. For more information, contact [David Jurca](#).
- [Sankofa Fine Arts](#) works with residents to articulate their visions of the neighborhood and will install a mural at Chelton Park as a collaborative art piece in August 2016. To volunteer to help with the project, email the artists [Gary Williams](#) and [Robin Robinson](#).
- [Shaker Arts Council](#) will host a series of arts-related events throughout October. Visit the Arts Council [online](#) for more information.
- [Shaker Heights Recreation Department](#) operates an Arts in the Park summer program, a free supervised drop-in arts and crafts-making time for children. The events will take place in Chelton Park and the Menlo Tot Lot. Program offered 10 am-2 pm, Monday-Friday, June 21-July 29. Call 216-491-1295 for more information.
- The Dealership, 3558 Lee Rd., is the [Shaker Heights Development Corporation](#) hub for entrepreneurs and inspired business ideas and will provide the meeting space for Moreland-focused events.

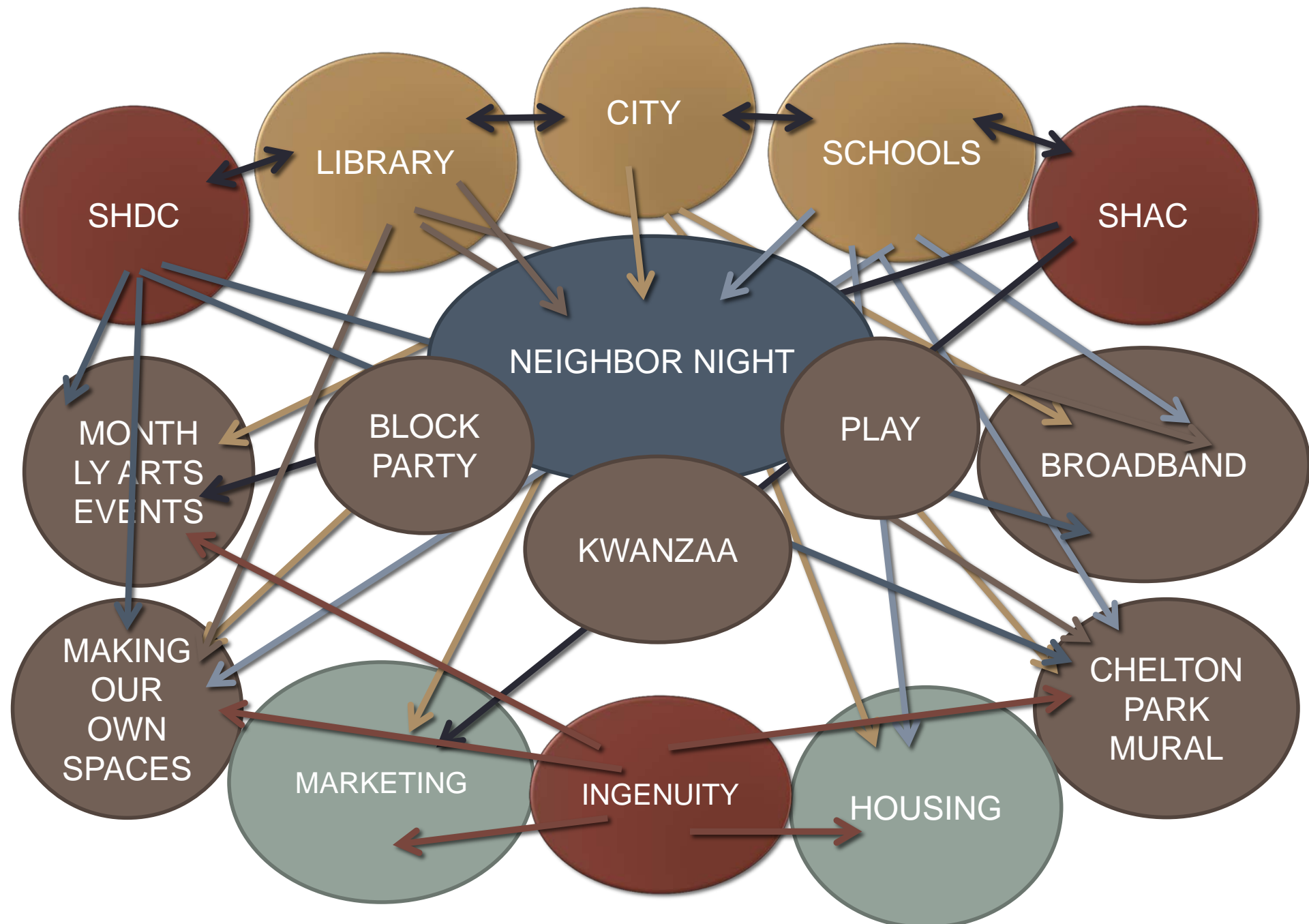
Connect with Moreland

In September 2015, the City launched a program to encourage greater involvement of Moreland residents in revitalizing the neighborhood. You can:

# What's Next?

- NEA grant application
- Upgrading park amenities?
- If/how to continue neighborhood engagement work?
- Group working on a community gardening plan
- Infill Housing/Design Competition
  - Net Zero housing
  - Live-work housing
  - Innovative design





Lee Road  
Momentum  
Community  
The Dealership  
Engagement  
Moreland  
Rising  
Innovation  
Shaker Heights  
Vision  
Partnership  
Creative  
Technology  
Open Dream Inspire  
Communicate  
Connections  
Opportunity  
Future  
Art  
Transformative  
Empower  
Reimagine  
Energy  
Active  
Design  
Build  
Collaborative  
Network



# **NEW HOUSING**

# **AVALON STATION 2**

**(THE TOWNHOMES OF VAN AKEN)**

# Avalon Station II aka The Townhomes of Van Aken





## Townhomes of Van Aken

- 33 townhomes
- Vintage development/Marous Builders
- Phase One under construction – 12 units starting at \$334,000.
- Ten Year 100% Tax Abatement.
- Marketing Campaign ready, starting soon.

# Transit Village





# Transit Village





# Transit Village

- 70 for sale townhomes starting price range anticipated: \$250,000
- Development agreement/Knez Builders as Developers
- Ryan Homes will be the builder
- Present Phase: Due Diligence – preparing for Site Plan Review and/or Architectural Review

**COMMERCIAL AREA**

# Chagrin - Lee Corridor

Protem Home  
Healthcare

The Dealership

Storefront Project #1

Discount Cleaners –  
Storefront Project #2

State Farm Insurance –  
storefront Project #3

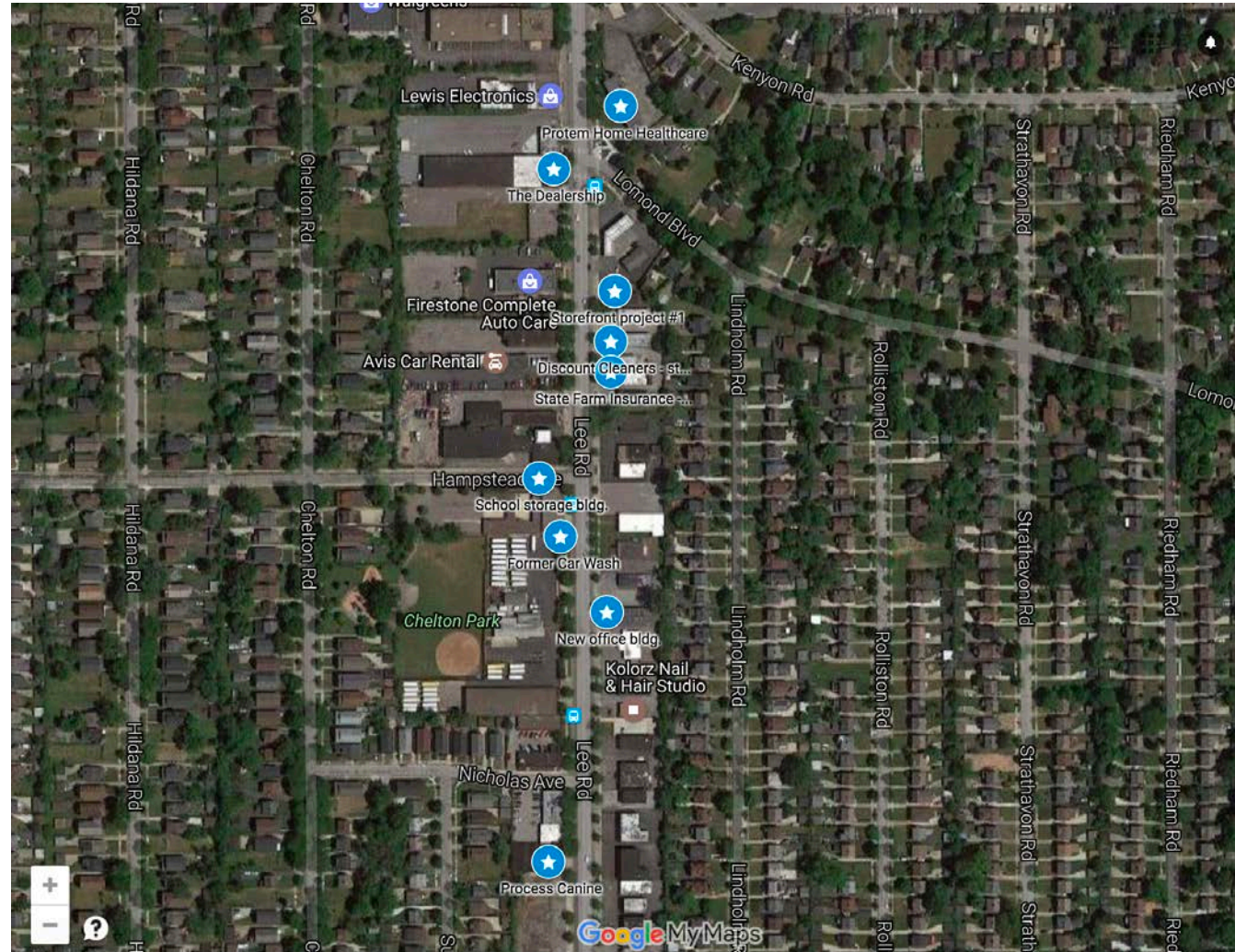
School Storage Building

Former Car Wash

New Office Building

Process Canine

W

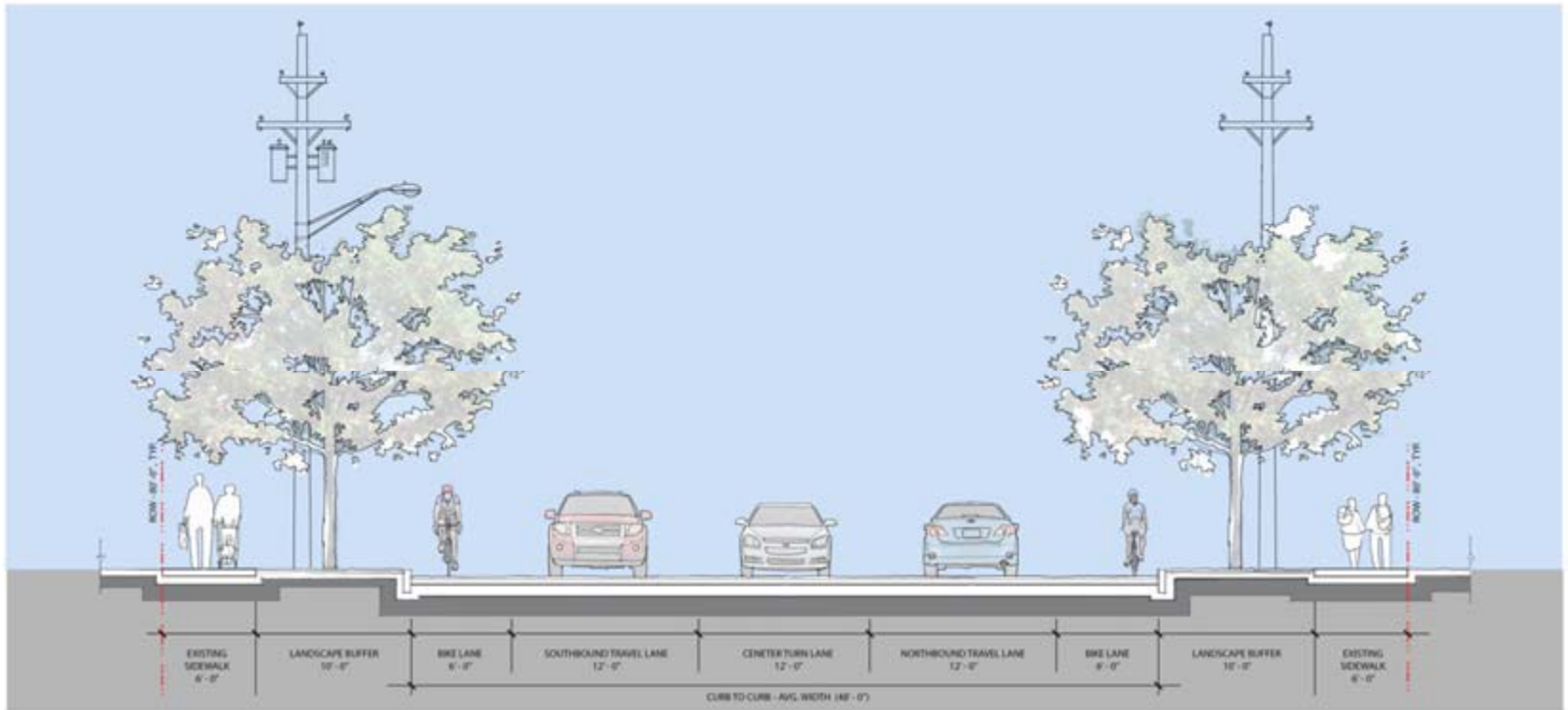


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Protem Home Health Care	Shaker-based home healthcare business	3535 Lee
The Dealership	A co-work, event and office space	3558 Lee
Discount Cleaners	Upgrading signage and lighting under Storefront Renovation Program	3601 Lee
State Farm Insurance	Upgraded signage and lighting under Storefront Renovation Program	Lee Road
Process Canine	Former Lee Road Plant Nursery will become a dog day boarding and training business	Lee Road
New Office Space	Former Hair Salon & Nail Studio now new office space	3649 Lee
School Storage Building	Shaker resident purchasing the property for long-term development opportunities	Lee Road
Former Car Wash	Will be demolished, land will be marketed for redevelopment	Lee Road





Lee Road: South Section Recommended Configuration  
(6 ft bike lane—12 ft SB lane—12 ft center lane—12 ft NB lane—6 ft bike lane)



## Before Storefront Renovation





## After Storefront Renovation

