Breathing New Life into a 20th Century Park: Perk Park Case Study

Presenters
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Ward 3 Cleveland, OH
Perk Park

Process

Manage Community Involvement Process

Engage National Landscape Architect

Raise Private Funds from Stakeholders & Philanthropic sources

Manage Construction

Develop private programming & maintenance agreement
Perk Park

the Vision

Thomas Balsley Associates with McKnight Associates
“When you are in the park, no one can see you from the street – it’s not safe”

“I cross the street to avoid the park – it’s dangerous and dirty”
Perk Park “An urban miracle”
Perk Park  Concept A
Perk Park Concept B
Perk Park
Perk Park  An anatomy of a successful public space
Perk Park  Urban Edge
Perk Park Urban Forest
Perk Park  Populated Forest
Perk Park  Urban Meadow
Perk Park Stakeholder added value
Perk Park  Activity at the confluence
Perk Park  Public seating “beyond the bench”
Perk Park
BrandMuscle will move 150 to downtown
1100 Superior digs will offer room to add staff

One of Northeast Ohio’s fastest-growing software companies is moving to downtown Cleveland.

BrandMuscle Inc., of Beachwood, is in the process of finalizing a lease to take 40,000 square feet at 1100 Superior Ave., which is on the southwest corner of Superior and East 12th St.

The company today employs more than 150 people at its headquarters on Park East Drive in Beachwood. It plans to move all of them downtown before the end of 2013, said BrandMuscle CEO Phil Alexander.

They’ll have a lot more legroom at 1100 Superior, formerly known as the Diamond Building. The near space on the buildings fourth and fifth floors is 5,000 square feet larger than the company’s current headquarters, and BrandMuscle will have the option to take another 10,000 square feet on the fourth floor.

The revitalization of Perk Park played an important role in convincing BrandMuscle to bring 150 new jobs to downtown Cleveland.

- Joe Marinucci, President & CEO
Downtown Cleveland Alliance
Renovated Perk Park in Cleveland gives the city a new oasis of *urban bliss*.

“...the renewed space has created a powerful argument for more well-designed public places like it across downtown. . . . Perk Park offers an uplifting glimpse of the city Cleveland can become if it repeats this success elsewhere – and soon.”

(Steven Litt, Art & Architecture Critic for the Cleveland Plain Dealer)
Perk Park

Perk Park Today

MY ADDRESS CONNECTS TALENT AND ENERGY.

Perk Alexander // BrandMuscle

BrandMuscle CEO Matt Alexander knew he had a big decision to make. He was...
Perk Park

Ohio Savings Bank Presents
POP UP PARTY AT THE PLAZA

May 24th
Located at Perk Plaza

June 28th
Chester Commons

July 26th
August 30th

Live Music
Food Trucks
Beer Garden

Ohio Savings Bank
A Division of New York Community Bank Member FDIC

WALNUT WEDNESDAYS
The "DOWNTOWN CHOW DOWN"

11:30 AM to 1:30 PM
Every Wednesday starting May 2nd

WALNUT AVE & EAST 12TH STREET
PERK PLAZA AT CHESTER COMMONS

Downtown Cleveland Alliance
90112126
Perk Park “The Little Park That Could”