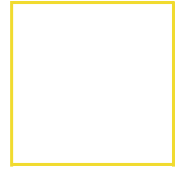


cleveland design competition



Competition Brief Project 2008 – inter**PLAY**

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1.0 Overview

1.1 Welcome

Welcome to the second annual Cleveland Design Competition - Project 2008: interPLAY. The annual Cleveland Design Competition is an open, anonymous, single-stage, ideas competition founded as a tool for generating ideas around under-utilized sites and showcasing the talent of emerging designers on Cleveland's built and unbuilt environment. Through the generous and sustained support from competition partners and sponsors, the 2008 Cleveland Design Competition hopes to build on the excitement generated from last year's challenge; becoming an increasingly useful tool for implementing ideas for these sites and others like them.

1.2 Introduction

"...cities today have many problems. Recreation is, simultaneously, one of those problems and a way to alleviate many of the other problems..."
(Friedberg Play and Interplay)

Cleveland, Ohio's Detroit Shoreway neighborhood is changing. In the last decade, the neighborhood has seen significant investment in arts and culture, renovation of aging housing, and the replacement of lakefront industrial areas with housing and public spaces. As urban neighborhoods like Detroit Shoreway become more economically and generationally diverse, it becomes increasingly important to provide viable, active community play environments that bring together residents of different ages, classes and backgrounds. Too often, play environments are poorly planned and generically programmed. This presents an incredible opportunity for designers to invent truly imaginative play spaces that bring diverse communities together.

Project 2008: interPLAY challenges entrants to propose active and passive recreation along an existing multipurpose path that connects Cleveland's west side neighborhoods to Edgewater Park and Lake Erie. Entrants must design an intergenerational playscape that activates the residual space around the pathway; enhancing one of Cleveland's few pedestrian connections to the lakefront.

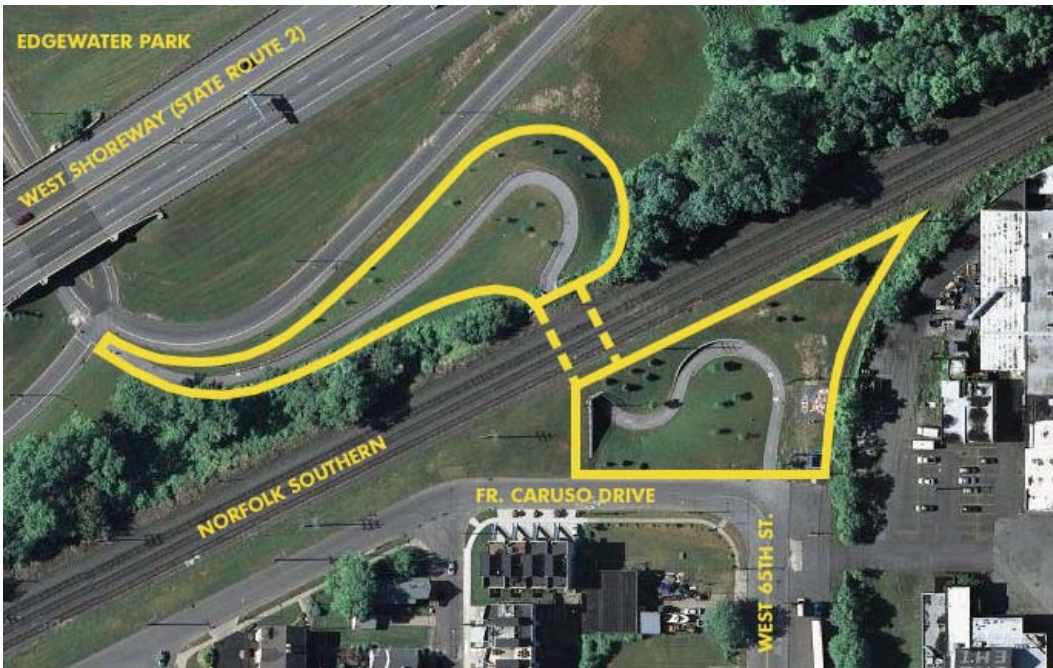
1.3 Site

The Project 2008 : interPLAY competition site, located a few minutes west of downtown Cleveland in the Detroit Shoreway neighborhood, is situated at the northern terminus of West 65th Street at Father Caruso Drive. Owned by the City of Cleveland, the site at the West 65th street bike tunnel currently sees a great deal of use as a connection from the neighborhood to the lakefront. At approximately one acre, the portion of the site south of the Norfolk Southern rail lines is bound by West 65th Street, the rail lines to the

north, and the industrial property to the East. The approximately one acre portion of the site north of the rail lines is bound by the significant grade change and vegetation buffer to the east, the rail lines to the south, and an eastbound on-ramp to West Shoreway (State Route 2).

In 2002, the City of Cleveland updated the City's Master Plan in an effort to create a more accessible lakefront. "Connecting Cleveland: The Lakefront Plan," identified the conversion of West Shoreway to a 35 mile per hour boulevard as a priority project for the Ohio Department of Transportation and the City of Cleveland. Among the details include at-grade intersections, bicycle paths and sidewalks, and new park space. While the current West Shoreway conversion does not physically alter the competition site, entrants are encouraged to anticipate future plans for the lakefront.

In July of 2003, \$850,000 in improvements to the West 65th Street bicycle tunnel were completed; demonstrating a commitment to the Lakefront Plan and desire to connect the City's bike and pedestrian pathways.



1.4 Challenge

Project 2008: interPLAY entrants must illustrate a vision for intergenerational recreation along the multipurpose pathway at West 65th Street. While the pathway at the competition site is already used by residents and visitors of all generations and backgrounds, its sole function as a passageway to the lakefront precludes interaction and sustained activity. Designs will create a destination for adults, teenagers and children with inventive play landscapes, pavilions, architecture, and/or artistic interventions for fun and leisure, activity and amusement. Questionable assumptions about how activities and users must be segregated leave many neighborhood parks

and plazas underutilized - only occupied for limited times of day (or seasons of the year), used by a single age group, or serving singular skills and interests. Designers should go beyond existing convention to propose inclusive and creative solutions that elevate community play design. Designs must:

- Engage the existing path while maintaining its use as a pedestrian and bicycle connection and enhancing the experience without re-engineering the meandering pathway or affecting the impact of the beloved mosaics.

- Address complex infrastructure adjacencies without compromising their current function. Where possible, solutions should safely embrace this existing infrastructure and explore the opportunities its proximity presents.

- Ensure maximum accessibility for users with a variety of disabilities. While it is suggested by the Access Board that assistive devices be used to accommodate users with disabilities, we encourage entrants to develop designs integral to programmed uses to minimize the need for additive devices.

- Extend use of the site through multiple seasons and times of day; simply because it is rainy, cold, dark, or hot, doesn't mean the site is not usable.

- Employ the sustainable use of resources and materials for construction and ensure efficient maintenance and operation of the playscape.

1.5 Condition

This year's competition is set within the condition of population migration back into urban neighborhoods and the need to develop effective social infrastructure that can sustain existing populations and attract new residents. With the introduction of new resident populations to older urban areas, special attention must be paid to new and existing parks, playgrounds, and community spaces serving as a connection between the increasingly diverse population of residents, workers, and visitors. Forward-thinking neighborhoods are re-imagining prescriptive 'play' solutions and creating public spaces that stimulate interaction between generations and cultures, acknowledge the needs, desires, and limitations of its users, and reflect the unique identity of the community. A proactive Community Development Corporation, vision-minded businesses and institutions, and engaged residents have been leading the Detroit Shoreway transformation from a poverty-stricken neighborhood to a socially and economically diverse home for new and current residents.

1.6 Detroit Shoreway

Development in Detroit Shoreway began in the early 1850's along Detroit Avenue. Between 1854 and 1894, the area now known as Detroit Shoreway was absorbed by the City of Cleveland through the annexations of Ohio City, Brooklyn Township, and the Village of West Cleveland. During the 1850's, industry was developed along the Lakefront following the construction of the rail lines that run East/West. By 1863, the area had begun to attract new residents, commercial development, and eventually horse drawn street cars. As was the case in much of Cleveland at the time, the Irish community was one of the first to settle in the area. It would not be until after the turn of the century that families from Italy, Romania, and other parts of Southern Europe began to arrive in Detroit Shoreway. Many of the ethnic enclaves in the neighborhood still exist today, while not as prevalent, still noticeable by many of the area churches that continue to serve as hubs for community life.

The Detroit Shoreway neighborhood is often cited for its remarkable racial and ethnic diversity, and for striving to maintain economic integration. In many neighborhoods, increased development leads to gentrification, making it difficult to maintain housing for all income levels. The Detroit Shoreway Community Development Organization, the leading non-profit developer in the neighborhood, is one of the many organizations working to ensure the neighborhood remains accessible for all.

Detroit Shoreway stretches from West 45th to West 85th and from Interstate 90 north to Edgewater Park and Lake Erie. Since 2004, the neighborhood has seen the construction and rehabilitation of more housing units than any other Cleveland neighborhood. With the addition of over 730 units within the past 2 years, a growing and diverse population of home owners is beginning to once again transform the neighborhood. Projects in Detroit Shoreway range from the rehabilitation of existing homes, to Battery Park, a \$100 million development on 13-acres overlooking Lake Erie, to EcoVillage, a nationally recognized demonstration project for ecologically responsible urban living. As a result, the neighborhood has become an attractive option for many new buyers, lease to own tenants, and renters of varied economic backgrounds. Much of this residential growth is a response to significant investment in the neighborhood's retail and commercial corridors; especially the commercial center located in the heart of the neighborhood at the corner of West 65th and Detroit Avenue.

The Gordon Square Cultural Arts District, located between West 54th and West 73rd, seeks to act as a catalyst in a \$10 million dollar Capital Campaign, creating \$24 million dollars in revitalization, and leveraging over half a billion dollars in economic investment in the surrounding Detroit Shoreway neighborhood. Already, plans for the renovation of two independent theaters – the Cleveland Public Theater and the Capital Theater, the construction of a third theater –The Near West Theater, and a \$2.5 million streetscape project have spurred new investment. As the commercial corridors have started to grow, new retail and restaurants have begun to locate further north on West 65th towards Edgewater Park.

Edgewater State Park is connected to Detroit Shoreway through the West 65th street bike tunnel that runs under the Norfolk Southern rail line. Located along the northern edge of much of Detroit Shoreway, the park offers

panoramic views of Lake Erie and to Downtown Cleveland. Edgewater boasts a 900 foot long bathing beach (one of Cleveland's largest), a renovated pavilion, large open green spaces, picnic areas, boat-launching ramps, multiple marinas, and large offshore fishing platforms.



1.7 Cleveland, Ohio

Cleveland is located on the southern shore of Lake Erie, within the Great Lakes Region, the country's largest fresh water resource. Founded in 1796 near the mouth of the Cuyahoga River, Cleveland became a manufacturing center owing to its location at the head of numerous canals and railroad lines. The city has a total area of 82.4 square miles (213.5 km²), of which, 77.6 square miles (201.0 km²) is land and 4.8 square miles (12.5 km²) is water.

As of the 2000 Census (prepared by the United States Census Bureau), the city proper had a total population of 478,403. There were 478,403 people, 190,638 households, and 111,904 families residing in the city. The Cleveland-Elyria-Mentor Metropolitan Statistical Area which in 2000 ranked as the 23rd largest in the United States with 2,250,871 people.

The racial makeup of the city proper was 50.99% Black or African American, 41.49% White, 1.35% Asian, 0.30% Native American, 0.04% Pacific Islander, 3.59% from other races, and 2.24% from two or more races. 7.26% of the population was Hispanic or Latino of any race. Ethnic groups include Germans (9.2%), Irish (8.2%), Poles (4.8%), Italians (4.6%), and English (2.8%).



2.0 Schedule

Competition Announcement	August 22 nd , 2008
Jury Announcement	September 19 th , 2008
Questions Deadline	October 31 st , 2008
Question Responses	November 4 th , 2008
Registration Deadline	November 28th, 2008
Late Registration Deadline	December 5th, 2008
Submission Deadline	December 12th, 2008 (5:00pm EST)
Juried Review	December 16th, 2008
Reception & Exhibition	December, 2008 (TBD)

3.0 Entry Requirements

3.1 Eligibility

All interested parties, including multi-disciplinary teams, are invited to enter unless specifically excluded. Entrants may submit as an individual or as a member of a team. Individuals and team members are not permitted to submit as an organization or firm. Firm names or logos associated with any submission will be disqualified. Team Submissions must designate a primary contact person for communication purposes only. Architects, engineers, landscape architects, urban planners, artists, students and others are all

encouraged to enter. Exclusions: Members of the Advisory Committee are enjoined from participating in the competition. No jury member may advise or assist a competitor in any way. If it is determined that a competitor is in any material way related to a member of the Advisory Committee or a member of the jury, that competitor's project will be disqualified.

3.2 Anonymity

This competition requires individuals and teams to register on the competition website prior to submission. Upon confirmation of registration, entrant(s) will be assigned a unique Identification Number. **The Juried Review is an anonymous process. Other than the Unique Identification Number provided to entrant(s) by the Competition Organizing Committee, submissions are to bear no marks of logo, insignia, or writing that identify their authorship.** The Unique Identification Number must be marked only in the locations defined in sections *3.3 Material Submission Requirements* and *3.4 Electronic Submission Requirements*. Failure to comply with this requirement will result in disqualification.

3.3 Material Submission Requirements

Entrants must submit (2) 24" x 36" boards in portrait format. The boards are to be of light-weight foam core and to have a maximum thickness of 0.5". International entrants are not required to submit mounted boards and may choose to submit 24" x 36" rolled sheet presentation materials instead. The unique Identification Number provided in the registration confirmation must be clearly marked on the back of each submission board/sheet.

Entrants are encouraged to include on submission boards: a brief conceptual statement describing the project, site sections, renderings, diagrams, and drawings that communicate the intent of the submission. As an additional submission requirement for Project 2008 - interPLAY, **all entries MUST utilize the three "Pedestrian View Photo" images provided with the brief to illustrate their design.** Please note, physical models will not be accepted. Because it is the intent of the 2008 Cleveland Design Competition to exhibit winning entries, presentation boards must easily lie flat against an easel or wall. Materials submitted will not be returned to the owners at the conclusion of the 2008 Cleveland Design Competition.

3.4 Electronic Submission Requirements

Presentation boards must be accompanied by a compact disc or USB memory stick containing electronic PDF files of both presentation boards. PDF's are to be 24" x 36" at 150 dpi resolution. Electronic submissions must only include PDF files of the submitted boards, and are to comply with the anonymity requirements defined in section *3.2 Anonymity*. **Files submitted electronically must be named 08-Cleveland Design Competition-Entrants' Unique Identification Number-01 and 08-Cleveland Design Competition-Entrant's Unique Identification Number - 02.** Materials, compact discs, and USB memory sticks submitted will not be returned at the conclusion of the 2008 Cleveland Design Competition.

3.5 Fees

Individual & Team Entries

\$35.00 : Registrations received by **November 28th**, 2008

\$70.00 : Registrations received **November 29th - December 5th**, 2008

Studio Entries

(Universities may enter up to 15 students per studio fee)

\$250.00 : Studio registrations received by **November 28th**, 2008

\$350.00 : Studio registrations received **November 29th-December 5th**, 2008

Entry fee must be paid at the time of registration. Entrants will not be issued a Unique Identification Number until they have completed both registration and the payment process via PayPal from the competition website.

(www.clevelandcompetition.com/registration.html)

4.0 Questions & Answers

Entrants may seek further clarification of the information presented here by submitting questions to the competition advisors via email at questions@clevelandcompetition.com before October 31st, 2008. Answers to questions will be compiled into a question/answer document that will be available on November 4th, 2008, and will not be mailed or emailed directly to questioner. Any changes to the Competition Brief resulting from answers to the questions will become a part of a revised document that will be posted on the competition website.

5.0 Deadline

All submissions must be received in Cleveland, Ohio, no later than 5:00pm (EST) on **December 12th**, 2008. Submissions postmarked before **December 12th**, 2008, but received after the stated deadline (*see 2.0 Schedule*) will be disqualified.

Mail or deliver entries to:

ATTN: Cleveland Design Competition
C/o Cleveland Urban Design Collaborative
820 Prospect Avenue, 2nd floor
Cleveland, Ohio 44115

Note: Deliveries submitted in person must be done so between 11:00 a.m. – 5:00 p.m., Monday-Friday, before 5:00 p.m. on **December 12th**, 2008. Entrants are solely responsible for ensuring their entry arrives on time. The competition and its Advisors assume no responsibility for the condition in which materials arrive.

6.0 Awards & Jury

6.1 Awards

The jury will award three cash prizes. This years' prizes are being sponsored by the Lincoln Institute of Land Policy.

First Prize: \$2,500
Second Prize: \$1,000
Third Prize: \$500

Any additional projects deemed deserving of recognition by the jury will be a part of a public exhibition and publication at the conclusion of the competition. When available, the location and length of the exhibition will be announced on the competition website (<http://www.clevelandcompetition.com/exhibition.html>). Please review section 7.0 *Rules and Regulations* for ownership and copyright information pertaining to competition submissions.

6.2 Jury

The Jury for Project 2008 – interPLAY can be viewed on the jury and awards page at <http://www.clevelandcompetition.com/prizes.html>

6.3 Selection Process

Competition submissions will be judged by a jury comprised of national and regional design professionals in disciplines that complement the competition's objectives and challenges. Members of the jury will judge submissions based solely upon material submitted. An alternate juror will replace jury members who cannot attend the meeting(s) of the jury. Jury alternates will be selected by the Advisory Committee and announced on the competition website. Members of the Advisory Committee will observe each jury meeting to ensure impartial enforcement of the competition's regulations.

7.0 Rules and Regulations

7.1 Ownership and Copyright

Materials submitted for the competition become the property of the Cleveland Design Competition, and may be retained for exhibition, publication, and promotion purposes. The Cleveland Design Competition reserves the right in its retention of ownership of all competition materials to utilize submissions in any exhibition, publication, or promotional endeavor, and without compensation to the entrants. Each competitor will retain full copyright of all materials submitted unless otherwise stated.

7.2 Advisory Committee

Project 2008: interPLAY is administered by a committee comprised of Cleveland architecture professionals Michael Christoff and Bradley Fink with advisory support from Greg Peckham of Cleveland Public Art, and Steve Rugare of Kent State University's Cleveland Urban Design Collaborative. The Advisory Committee for this years competition is responsible for the creation of the competition brief created for distribution. The Advisory Committee is also responsible for the enforcement of the competition rules and procedures. All communication pertaining to the competition should be directed through Competition Advisors Michael Christoff and Bradley Fink by email at info@clevelandcompetition.com. The Competition Advisors will examine all submissions to ensure compliance with the competition presentation requirements.

Advisory Committee:

Michael Christoff, *Competition Co-founder/Advisor*
Bradley Fink, *Competition Co-founder/Advisor*
Greg Peckham, *Competition Advisor*
Steve Rugare, *Competition Advisor*

8.0 Competition Partners & Sponsors

The Advisory Committee would like to once again thank the partners and sponsors for Project 2008 – interPLAY. Without their support, the 2008 Cleveland Design Competition would not be possible. Competition Partners, Platinum Level Sponsors, and Gold Level Sponsors are recognized below. The full list of partners & sponsors will be available on the competition website (www.clevelandcompetition.com/sponsors).

 LINCOLN INSTITUTE
OF LAND POLICY



9.0 Pedestrian View Photos

These three “Pedestrian View Photo” images are to be used in conjunction with submission graphics for each entry. Low resolution images are provided for informational purposes only; high resolution images can be downloaded from the competition website.



Pedestrian View Photo 1



Pedestrian View Photo 2



Pedestrian View Photo 3