

MOCA PLAZA / UPTOWN ALLEYWAY



CHALLENGE:

Five miles from downtown Cleveland lies University circle, home to a collection of popular institutions including: Case Western Reserve University, the new Museum of Contemporary Art (MOCA), the Cleveland Institute of Art, the Cleveland Institute of Music, University Hospitals, the Cleveland Clinic, the Cleveland Orchestra in Severance Hall, the Cleveland Museum of Art, and the Museum of Natural History - all within walking distance of each other.

The main idea for this project was to connect the plaza and all institutions mentioned above. When it came to design, the City of Cleveland had a clear-cut agenda that desired a very specific look and level of performance. Project requirements included the following: the pavement needed to be a long and linear shape, match 2 custom paint swatch colors, have a durable finish and have permeable capabilities suitable for heavy truck traffic.

LOCATION:

Cleveland, Ohio

DESIGNER:

Riverstone Company

INSTALLER:

United Hardscapes

PRODUCT:

Promenade Paver™



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SOLUTION:

While the master plan was completed by James Corner Field Operations, the local design team was Riverstone Company and McKnight & Associates. They selected the 4"x16"x4" paving stone from the [Promenade Plank Paver](#) series. This paver provided the desired shape and thickness that met the required aspect ratio needed for the anticipated loading, while maintaining the linear look that was being hunted.

The aggregated finish of [Series®](#) delivers resistance to the long-term effects of UV degradation and is one of the most durable finishes on the market. Series® was customized to match the 2 grey color swatches provided by the design team to accomplish the right tonal balance. The color and finish texture selected falls under Unilock's [EnduraColor](#) - a unique technology that ensures a superior wear resistance and color longevity.

The last criteria to satisfy was to make the surface permeable. Unilock suggested specialized vehicular grade spacers made of plastic to create the permeable joints. An ASTM #9 chip was used in the voids to allow storm water to be transmitted vertically while being filtered, thus making the field of pavers permeable.

Phase one of the project included the installation of 35,000 sq.ft. of Unilock permeable industrial pavement, [Eco-Optiloc](#) was selected because of its durability to withstand high-traffic environments and cost-effective installation rates; when installed mechanically rather than manually.

Phase two called for a new roadway in the form of a paver alleyway that would bridge the entire complex together with surrounding retail areas.

Phase three used the same product and grey colors for the MOCA plaza in a visually interesting pattern that plays off of the local architecture.

From Case Western Reserve University to the new Museum of Contemporary Art (MOCA), uptown attractions and amenities are now all connected transforming the urban zone into a nourishing, eclectic, arts and entertainment district.

