



THE PLAIN DEALER

Wyse advertising agency will be anchor tenant in rehabbed Euclid Avenue department store

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Advertising agency Wyse will be the anchor tenant for developer Doug Price's renovation of a former department store at 668 Euclid Ave. in downtown Cleveland.

Wyse has signed a 10-year lease for 25,000 square feet on the ground floor of the former William Taylor Son & Co. department store. The agency will face Euclid Avenue, the largest ground-floor tenant in a project that also will include street-level offices, service retail and a restaurant.

"We wanted to do something fresh and new," said Michael Marino, the agency's president and chief executive officer. "It's all on one floor. It's got 17-foot ceilings. It's open, so we can organize it any way we want. And it's in the center of this revitalizing part of Cleveland."

Wyse, which employs about 90 people, occupies two floors in the Landmark Office Towers, at Prospect Avenue and Ontario Street. The company's lease is up in late July, and Wyse started its search for new offices with a list of 100 potential locations. The agency will move to 668 Euclid by August, after ground-level renovations at the eight-story department store and four-story annex are expected to be finished.

Though Wyse will occupy most of the Euclid Avenue side of the project, Price also plans to put a 3,000-square-foot restaurant and building-management offices there. An additional 20,000 square feet on the Prospect side will be used for street-front retail, with small offices behind the stores.

The buildings are connected by a 73-foot atrium.

The upstairs floors will hold 240 luxury apartments. The neighboring Dollar Bank building has been demolished to make way for a parking ramp and a public park, with outdoor seating for the first-floor restaurant.

Price expects the project to be finished by the end of 2009.

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