

Mr. Miller stated he has been on the ABR for 34 or 35 years and has tried to champion this for a decade. What comes before the ABR is judged on their own architectural viewpoints. Some of those could be subjective. The strategic plan design manual helps to elevate the quality of the buildings. They tested some recent projects against the design manual to see if they would work. The ABR can really use these guidelines. One example is there is one type of cheaper material called EFIS, which is used now that could be restricted with this manual. A lot of work and hours went into this manual. Mr. Miller is very excited about this manual.

Mr. DeJohn asked if the City has to change the code if this design manual is adopted. Mayor DiCicco replied there will have to be collaboration with the Building Department with implementing this manual. The City has to figure out the best way to implement this manual. Mr. Miller added it is not really code issues, those will not change, this strengthens those. The Planning Commission now reviews items that under this manual's guidelines would now be removed by the ABR, such as lighting. Signage is a major part of a building and has to be integrated into the design. Landscaping is another item. It still has to be worked out as to how it will be implemented. There currently are no design guidelines to work with.

Mr. Homans commented the components described under site, building and landscape are guidelines and standards. Approval at this point would simply put the standards as recommendations, which could be adopted as part of the zoning ordinance, but it does not obligate a change in the code. Some things are not addressed and can be incorporated. An example is a full scale development now requires 7 or more acres, it could be only 4 or more acres. It is up to the City to choose what and when to implement.

Mr. Manno stated both documents are well done. The picture for the Mayland Block looks like it is for the whole 15 acres. He thought from Sonic up to Verizon was the scope of the area to be worked with initially. Mr. Homans replied that is correct, but this represents 15-16 acres. Mayor DiCicco commented Council should discuss the design manual separately from the Mayland Block proposal, even though the guidelines would be used for the Mayland Block if that moves forward. Mr. Manno stated he is concerned that if the City did not take the whole property, what is left may be an impediment. Mr. Rubin remarked the design manual would apply to the whole of Mayfield Road and a portion of SOM Center as well. If the Mayland Block becomes a catalyst, it first depends on adopting the manual and then using it as a guideline to determine how much of the Mayland Block should or can be acquired. The manual does not establish the boundaries, it is for illustrative purpose. Mr. Homans added there are a lot of graphs for illustrative purposes.

Mr. DeJohn stated so this is to approve these guidelines and then move forward. What happened in Phase I? Mr. Rubin explained it was an analysis of existing conditions along Mayfield Road and a market analysis of the current state of residential housing in Mayfield Heights and commercial activity along Mayfield Road to get a sense of economic potential for redevelopment. The result of Phase I was there is a lot of opportunity for improvement and the market study was encouraging. Phase I established the objective measures physical and marketing. Mr. Homans commented when they started working on this they dove tailed on the Master Plan. That focused on Mayland as a key area for redevelopment and this is continuing with the phases.

Mrs. Teresi asked how will the continuity of what is addressed in the manual pertaining to the zoning codes be interpreted by the Building Department of the codes and the ABR. How will the two volumes be connected? Mr. Rubin replied the zoning code governs unless the design manual is incorporated into the code. Mr. Miller has stated the ABR imposes their own ideas now, but this manual will help them to interpret what the City wants. This document does not have the force of law that the zoning code does, but right now there is no conflict as the

zoning code governs. Mr. Homans added there are cross references throughout the manual if it called for modification to the zoning code. The City can make minor modifications to the code to help reinforce what is in the manual. Mayor DiCicco added these are also guidelines that would help the Planning Commission make decisions.

Mrs. Teresi stated her concern is possibly with the Building Department interpreting it differently because of the vagueness now in the code. Mr. Rubin understands, but thinks adopting this reduces the vagueness by giving the building staff standards and guidelines to discuss with customers. It eliminates some of the questions, because standards are adopted. The standards can be shown to developers. They cannot be enforced unless they are part of the zoning code, but it reduces the vagueness. Mr. Miller commented there would be a learning curve for everyone. Panini's was one of the test cases. It would have been done differently because the ABR found everything they needed in this manual. A lot of things will change for the positive over time and this will help developers too. Mayor DiCicco stated that is the collaboration between committees and departments for the implementation. Mr. Miller noted staff and the boards and commissions may need to meet together at first to review this. Mr. Mercurio clarified that the concern is there is a difference between implementation and execution. He feels there is checks and balances in place between the departments, Council and the boards and commissions.

Mr. DeJohn asked if the zoning classifications listed for U-N, MU-N and MU-C are sub classifications within the U-4 or do they have to be added. Mr. Homans replied they would not be added. They were simply a device to talk about area sizes for the guidelines themselves. They are not zoning classifications, they are an interpretation of the current zoning categories. The difference between MU-N and U-N is the divide between 7 and 4 acres. It really only reduces the size of a mixed use area.

Mr. Manno hopes that with reference to apartments that means condos and townhouses. Mr. Rubin stated they are not referring to any of those, because any development or redevelopment along Mayfield Road will go through the normal review process. They did find that young people are not interested in owning a house, renting is fine. These young people do not find "newer" apartments that might be attractive to them moving into the City.

Mr. Rubin offered that he and Mr. Homans would volunteer to come to present this to all the boards and commissions in a meeting to help everyone understand these guidelines.

Mr. DeJohn, seconded by Mr. Manno, moved to recommend bringing the Mayfield Heights Commercial Corridor Design Manual to Council. All in favor, *motion carried.*

The second item on the agenda was the Mayland Block development consulting proposal. Mr. Rubin explained during the Phase II of analyzing Mayfield Road the City administration wanted something done to revitalize Mayfield Road and the Mayland Block kept coming up as a good location, as much of it is not occupied, nor modernized. It is the center of the community and ideally located. It looked like a good place to start moving forward with the strategic plan. Mayor DiCicco asked them to propose a plan to get this done. It takes a lot of planning and is complicated for something like this. The proposal offers to act on the City's behalf in the normal stages for getting a development of this scale done. He itemized the stages. Stage one is to try to get control of the site. This is a challenging stage due to all the variables involved. The Coral Group has experience with this type of activity and will assist the City in gaining control. There needs to be open dialog with all owners of the property, which can be tedious. The stages are site control, selecting a development partner, walking through the pre-development process, which is largely about public and private finance and then getting started. The City needs to have an experienced

development team and that team can be called off at any time of the stage if it is not successful. The team would help relocate businesses if needed or other avenues for them. He pointed out the amount of the cost of acquiring the property has no bearing on the rent to be charged. He also did a forecast of the economics for the site and it can be good. The critical stage is the land acquisition and cost. In the proposal they have attached fees to each proposal. Their fee structure is much less expensive than using brokers, or other professionals.

Mr. Homans would reiterate that the feasibility test of the project is good. Time is of the essence due to the potential of interest rates going up and the opportunity is based on current dollars. These types of things are hard to start and should not be done randomly. The process needs to be planned, which is what they outlined. Mr. Rubin added the City can adopt the plan and then wait for the property owners to do it or the City can lead the effort by taking the next step. If successful with all of this, Mayfield Road will be completely different in 10-15 years. Mr. Homans added the benefits would accrue across the board.

Mr. DeJohn clarified that after stage one they would come back to Council, who would evaluate the findings and then give the go ahead for stage 2. Mr. Rubin said yes. Mr. DeJohn asked if he had ever done this in another city. Mr. Rubin replied yes, in Cleveland, University Heights, South Euclid and Hudson. Mrs. Teresi asked if anyone reached out to the property owners on Mayfield Road. Mr. Rubin replied they did not have that authority, but many have reached out to them, property owners, brokers and retailers. Mrs. Teresi stated there are 24 vacant stores on Mayfield Road. Does he feel that this development would be taking tenants from one area and moving to another leaving vacancies behind? Can Cleveland support more retailers in Mayfield Heights? Mr. Rubin explained it would not be adding more retail space, but we are taking a place and improving it and raises standards. It would make the other spaces on Mayfield Road more valuable. If the redevelopment is what the City wants it to be, the other vacant spaces would fill up. It should raise the occupancy rate. This is some of the best economic development the City can do, to create a more vital Mayfield Road and a center of town. Mrs. Teresi asked if the City takes control of the site, but does not own it, who maintains it. Mr. Rubin stated there are many options the City can take to exercise control over what goes on a redeveloped Mayland Block. It can own certain aspects, insist on a maintenance agreement to maintain standards or owns all of the property with long term ground leases. The Coral Group has lawyers on staff that do this type of work. There are many other options too.

Mrs. Snider asked how Council would be kept aware of the progress of the stages, especially with stage one. Mr. Rubin stated they would need to be in constant communication with Council during stage one. It can be done however Council wants, at Council meetings, through the Mayor, or however. He recommends weekly written updates and regular reports at Council. Mrs. Snider asked if any of the cities they have worked with have owned the property. Mr. Rubin stated only South Euclid, in order to accelerate the process, but they did not retain it in the long term. The University Circle project is being developed under a long term ground lease. Mrs. Teresi inquired in the case of University Circle or Cedar Center, did the city purchase the property and was the infrastructure part of that cost or did the developer do the infrastructure work? Mr. Rubin stated it was a combination. There was a public right of way that the City made the improvement to, but the rest was done by the developer. Mr. Manno asked if to make all of this work, should the City embark on a program to upgrade the housing stock to make it more desirable for people to want to live here. Mr. Rubin stated absolutely. Proceeding with the Mayland Block is key to doing that. This will be the center of town, a gathering place that will make people want to live and stay in Mayfield Heights. This would be the first step to upgrading the quality of housing.

Mrs. Teresi referred to page 4-7 in the guidelines and asked for an explanation of the incentives to promote mixed-use. Mr. Rubin replied there are tools to help incentivize a project like this. They range from paying for the land to allow for higher density, or deciding if the streets are public or private, which would determine the cost of some operating expenses. There are many opportunities and when stage three is met they would meet with all City officials to explore the best options. Mrs. Teresi asked what about a planned unit development (PUD)? Mr. Rubin stated that might slow the project down as it would mean rezoning the property, but with these guidelines, the same thing can be accomplished. However, it is another tool. Mr. Homans added Mayland is already an overlay district.

Mr. DeJohn asked about the University Center area that seems to be struggling. Mr. Rubin stated that is University Square and they watched it happening. It was developed by an out of town company using vertical retailing, which works in other parts of the country. It was difficult for customers to negotiate the different levels of stores and parking. Mr. Homans stated what we are trying to do here is create a pedestrian environment.

Mr. DeJohn asked if approval would be needed for each stage. Mrs. Teresi stated the whole proposal could be approved this evening, but Council would only approve the first stage. Mayor DiCicco stated Council would approve the whole proposal and then each stage would be approved or not. Mr. Mercurio added the appropriations would be approved in stages. Mr. DeJohn asked if these numbers are solid. Mr. Rubin remarked the Mayor asked that the numbers be solid, so they would not change unless the City asks them to do more. Mrs. Teresi commented step three talks about hiring more staff. Mr. Rubin stated that is internal, their staff will be working on all the stages. Mrs. Teresi noted page 1 states the fees are estimated and may be adjusted. Mr. Rubin stated that depends on what the City asks them to do.

Mrs. Teresi noted there is a gas well at Mayland and wondered how that would be handled. Mr. Rubin stated it is a complication with options. Mrs. Snider what if only one or two property owners agree, then what would happen. Mr. Rubin stated they do not enter this without expecting complete success. They would look at what is controlled as to how to proceed. Mr. Homans added they looked at a lot of configurations for that property. There is flexibility, but there is probably a minimum needed. The whole proposal hinges on the success of step one.

Mrs. Teresi asked Mr. Tribby for his thoughts on the financing. Mr. Tribby replied it depends on the long term costs that are contemplated here. The cost of the initial planning is not an issue and a couple of stages. There would have to be a supplemental appropriation, as this was not in the budget. Once the development stage is reached, financial options would need to be explored. It would depend on how the development would take place; if it is the City going to get involved financially or just getting the area developed. He believes South Euclid incurred a significant amount of debt and still has some debt. The City has to be very careful.

Mr. Manno, seconded by Mr. Mercurio, moved to recommend the Mayland Block Consulting proposal be sent to Council. All in favor, *motion carried*.

The third item on the agenda was the AECOM annual contract for the city engineer. Mrs. Teresi stated this contract expired the end of February and asked why it was only brought to Council in May. Mrs. Teresi stated Council had asked last year that RFPs be done for all contracts that were expiring, so they could be reviewed and discussed. Here is one that is brought to them months after it expired. She believes RFP's should be taken for all contracts. The City has to be responsible for money spent and have transparency, Mayor DiCicco stated the City was involved with several projects day to day with AECOM and he does not believe it would be prudent for the City to go with someone else now. He hears

Council's desire to do their due diligence and get RFPs. This can be done before the end of the year. It would not be prudent to stop using AECOM now. Mrs. Teresi remarked that is why RFPs should be taken months before a contract ends. She is not saying that Greg Cifra is not doing a good job, this is just to be diligent. Mayor DiCicco commented he did not remember Council asking for all expiring contracts to have RFPs. If Council does want that done, Mr. Tribby knows when contracts are expiring. Mr. Tribby added it depends on which services Council wants to have RFPs, but it is not something that cannot be done. Mrs. Teresi mentioned the same thing happened with the traffic engineer. The City should do this for other contracts, like health insurance, so it would be more transparent. Mayor DiCicco explained the City does compare rates when the contracts come due even if RFPs are not taken, so the City is not just approving anything proposed. Mrs. Teresi understands, but it is similar to buying vehicles, prices are compared between vendors. Mr. Manno would propose approving AECOM on a month to month basis until the end of the year. The City should take RFPs within a month with the contract to begin January 2017. He would like the RFPs to be sealed so they can be reviewed at the September Council meeting. It is a fiduciary responsibility to the tax payers. He has no problem with AECOM either, but is looking for transparency. Mr. Tribby noted that doing RFPs for the city engineer and some of the other professional contracts would be counterproductive. He asked if Council would consider approving a multiyear contract. Mr. Manno stated that would be up to the Council to decide, but everyone's proposal should be on the same services and timeframe. Mr. Tribby explained this is not a sealed bid process like a street bid. There is a totally different type of approach for RFPs, so there would not be a sealed bid, but all RFPs would be turned in by a specific date. An engineer's contract is not just the cost factor, it is also the experience of the engineering firm, which is evaluated. This is all part of the process. Mrs. Teresi asked if AECOM was a one year contract and Mr. Tribby said yes. Mayor DiCicco added that everyone agrees about transparency. Mr. Manno reiterated the process needs to change. Mrs. Teresi commented the contract was put on first reading at the last Council meeting, so it can be taken under consideration at the next Council meeting.

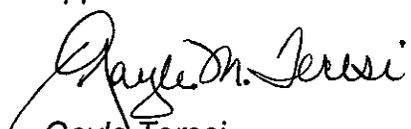
Mrs. Teresi asked if anyone in the audience wanted to make a comment.

Lisa Kalifon, 1596 Mallard Drive, lives behind Sonic. She asked if people could see the proposal for Mayland to see what the City is planning to do. Mayor DiCicco stated the design manual is a public document and it is general guidelines for Mayfield and SOM Center Roads. The City is not yet sure what will happen at Mayland. Until the City gets to those steps, there is nothing to show.

Mrs. Teresi stated she put out a notice with a cover of the design manual on her Facebook page so people could come to hear what is being proposed. She thanked Mr. Homans, Mr. Rubin, Ms. Page and Mr. Miller for coming.

There being no further business to come before the Committee of the Whole, Mrs. Teresi adjourned the meeting at 8:40 P.M.

Approved:


Gayle Teresi
Council President

Respectfully submitted,


Lisa A. Benedetti, MMC
Deputy Clerk of Council