

**Mayfield Village Citizens Advisory Committee  
Meeting Minutes  
November 29, 2021**

The Citizens Advisory Committee met on Monday, November 29, 2021 at 7:00 p.m. at the Civic Center.

**Present:**

Bob Haycox (Chair)/Ward 1	Mary Salomon/Ward 1
Marilyn LaRiche-Goldstein/Ward 4	Jim Thomas/Ward 1
Rosemarie Fabrizio/Ward 2	Sara Calo/Ward 2
Katie Parker/Ward 3	Mark Granakis/Ward 3
Sandy Batcheller/Ward 2	Joanna McNally/Ward 1

**Absent:**

Mary Singer/Ward 1	Kay Phillips/Ward 3
Lorry Nadeau/Ward 2	Loretta Williams/Ward 4

**Also Present:**

George Williams, Council Representative  
Steve Schutt, Council Alternate  
Al Meyers, Council Member  
Jennifer Jurcisek, Council Member  
John Marquart, Economic Development Manager  
Diane Wolgamuth, Director of Administration

**Approval of Minutes**

Mr. Haycox opened the meeting and asked the Committee if there were any changes to the meeting minutes from October 25, 2021, previously provided for review. There were none and the minutes were approved.

**Presentation Re: Beta Drive Core Commercial District Overlay**

Mr. Haycox introduced John Marquart, the Village's Economic Development Manager. Mr. Marquart stated that while discussions on zoning are not particularly exciting, zoning is very important to sustaining our tax base. He advised that he has been working with the Administration and Law Department on the proposed Beta Drive Core Commercial District Overlay for the past year. The ordinance is currently on Council's agenda on second read. A public hearing is scheduled for December 20 and, if Council approves the ordinance, it will be on the ballot for a vote of the electorate in May 2022.

Mr. Marquart showed a slide of Beta Drive and stated that it is the Village's bread and butter. "Unfortunately, it is essentially built out and, under current zoning restrictions, no more square footage can be squeezed in."

He added that the undeveloped property owned by Preformed Line Products is not available as they are holding it for future expansion.

Mr. Marquart showed slides of other business parks in the area with which Mayfield Village has to compete. He described that they have smaller lawns, their buildings and parking lots are closer to the street, and are, overall, more densely populated. "The Village's lack of space has some real-world implications as we run the risk of losing businesses because they cannot expand." He provided an example of Prestan Products, a local company moving to Solon, as "50 high-paying jobs that had to go elsewhere." Mr. Marquart stated that several times per month he receives calls from various entities seeking lease space and "unless they want 5,000 sq. ft. or less, I have to tell them that we have nothing."

The solution that the Administration has been working on is the Beta Drive Core Commercial District Overlay. Mr. Marquart explained that an overlay district is not uncommon in land use. It doesn't change the underlying zoning, it doesn't require that property owners do anything, and it does not create any issues with nonconformance. Rather, it provides flexibility to grow up and out. Mr. Marquart showed a slide of a typical condition on Beta Drive—a huge front yard and the ability to use only 40-50% of the property. He noted that while the overlay will allow business owners to gain more square footage on the same property, they will still be required to follow all the current parking and stormwater management requirements. Setbacks will be reduced from 60'-250' to 20'-80' and height is proposed to increase to up to four stories, or 50'. Mr. Marquart added that overlay areas that are next to residential neighborhoods will have larger setbacks. Some food and retail will also be permitted.

Mr. Marquart showed examples of how properties could be put to higher and better use for the future. He described that the Village's current zoning appears to have been zoned for what we had, rather than zoned for the future. His hope is that the overlay will provide flexibility and grow and protect the tax base. He showed slides of areas in the Village where precedent for the proposals already exist—Howard Hanna has only a 35' setback and Mt. Vernon and the Hilton Garden are both 45' tall, operating under conditional use permits.

Mrs. Batcheller asked, how many current businesses want to expand? Mr. Marquart advised that he is currently working with three businesses and two multi-tenant landlords.

Mrs. Batcheller asked, if they expand forward, could they also go taller? Mr. Marquart responded that going taller on existing buildings is difficult and taller is more likely on expansions.

Mrs. Batcheller asked, if a company chooses to expand, will they also ask for a tax abatement? Mr. Marquart stated that this could very well happen under the Community Reinvestment Area, however, current ordinances would not allow them to pay less than they are currently paying.

Mr. Haycox asked how the Holiday Inn expansion is going. Mr. Marquart advised that it is going well despite some delays in receiving building materials.

Mrs. LaRiche-Goldstein asked if all businesses took advantage of the maximum expansion, what would be the financial impact? Mr. Marquart stated that he has not done a calculation on total potential, but would be happy to provide that.

Mrs. Calo asked about current occupancy on Beta and Mr. Marquart advised that it is currently at about 95-96%. Mrs. Calo asked if it had decreased due to COVID, and Mr. Marquart advised that, yes, head count had decreased.

Mrs. Calo asked if drive-throughs would be permitted within the overlay. Mr. Marquart responded that they would not. Drive-throughs had originally been included in hopes of attracting a coffee shop, but the provision was eliminated after discussion with Council.

Mrs. Fabrizio thanked Mr. Marquart for an innovative solution to increase the Village's tax base. She asked about the vision for food establishments. Mr. Marquart described that the food establishment might be in front of an existing building. The intent is that Beta continues to focus on manufacturing and R&D and he does not expect a lot of fast food. The point is for employees to have somewhere to grab a sandwich without needing more time for lunch.

Mrs. Parker stated that she works in a similar area in Independence and can attest that it is critical for employees and works very well. Mr. Marquart added that the amount of traffic on Beta is insufficient to be attractive to a McDonalds or other fast food. "They want an area with 30,000 cars a day, but there are only about 9,000 cars per day on Beta. We do have roughly 2,000 employees on Beta, which could be attractive to a smaller operator."

Mr. Haycox asked if Progressive has made any decisions about coming back to work. Mr. Marquart advised that we have not heard anything firm. "Employees are expected to trickle in starting the first of the year."

Mrs. McNally asked if the overlay would allow mixed use. Mr. Marquart responded that it would, however, no cooking facilities would be permitted above the first floor.

Mrs. Fabrizio stated that she feels it is a balancing act for Council to retain the flavor of the community that people like while protecting the tax base. Mr. Marquart stated that the beauty of the Beta Overlay is that it is disconnected from most residential area. It is somewhat self-contained and will not disrupt neighborhoods.

Mrs. McNally asked if the overlay would impact the Greenway Trail, which she loves. Mr. Marquart advised that it will not.

Mrs. Batcheller asked about the increase of traffic with more employees on Beta. Mr. Marquart stated that we can't fully know what will happen because we don't know how many businesses will expand. There are 90 employers on Beta and he is working with two or three. It is not anticipated that the overlay will open the floodgates, but will set the table for future growth.

Mrs. LaRiche-Goldstein asked if current businesses are working more than one shift and Mr. Marquart advised that they are.

Mr. Haycox asked if UH is still expanding to be an out-patient surgery center. Mr. Marquart responded that they are but have been granted extension of time due to COVID.

Mr. Marquart thanked the Committee for allowing him to present and told them there would be more information in the upcoming *Voice of the Village*.

### **Council Report**

Mr. Williams reported that the Beta Drive Overlay will be on Council's agenda in December and a Public Meeting is scheduled for December 20 at 6:00 p.m. If Council passes the ordinance, the residents will have an opportunity to vote in May 2022. [*Post-Meeting Note: The Public Meeting has been postponed to Tuesday, January 18 at 6:00 p.m.*]

Mr. Williams stated that this is the last meeting of 2021 and he is hoping for feedback from the group about what they want to hear. He asked if there is something else that Council can share or provide.

- Dr. Thomas stated that he thinks this Committee should be advisory to Council rather than the meetings just being about information-sharing.
- Mrs. Batcheller stated, "We used to go around and get comments or questions from each person regarding their particular area. People still have the opportunity to speak, but I think we should ask individual people."
- Mr. Haycox stated this group had previously had input on projects, like the Community Room construction. Mrs. LaRiche-Goldstein agreed, stating they used to have projects like the flower baskets and entryway treatments, but that was taken away. Ms. Wolgamuth advised that those items were part of the duties of the Beautification Committee, which no longer exists. Mrs. LaRiche-Goldstein stated that members of the disbanded Beautification Committee were then invited to be on CAC.
- Mrs. Batcheller stated that she was on the SOM Widening Committee and everything was brought to this group. She feels that a lot of responsibility and input has been put aside. Mrs. McNally agreed, stated that we used to provide input, not just be told what was happening. She thinks that is important and feels that perhaps the break during COVID caused the shift. Mr. Haycox stated that he is not sure how often Council currently needs input from residents.

Mr. Williams summed up the comments as follows: "This group would like to be more advisory than just be provided with information. Also, you want the opportunity to provide neighborhood feedback."

Mrs. Calo asked if CAC members are selected to be from different Wards. Ms. Wolgamuth advised that many times membership is given to residents that express interest, regardless of Ward. [*The Ward of each member has been noted in the roll call section of these minutes.*]

Mrs. McNally stated that she likes the entrance into the community from the north on SOM, but feels all entrances to the Village should be equally pleasant and attractive. Mr. Haycox mentioned the planting and medians in Mayfield Heights and suggested the Village could consider similar treatments.

### **Any Other Matters**

Mr. Haycox provided a list of meeting dates for 2022 (attached) and the Committee agreed that keeping the 7:00 p.m. start time was good for them.

Mr. Haycox stated that he always asks if anyone has any comments before adjourning the meeting and asked if the members preferred to go around the room to make individual comments.

Mrs. Calo stated that there is a pothole in the Holiday Inn parking lot near the Federal Express box and asked who is responsible for that. Mr. Marquart advised that he would notify Sparks Hotels.

Mrs. Batcheller stated that there is a street light out on Wilson Mills near Beech Hill. Ms. Wolgamuth said that she would advise the Service Department. They then report the outage to First Energy who does the repair.

Mrs. Batcheller also stated that she is concerned about coyotes. Ms. Wolgamuth advised that she and Mr. Williams had just attended a conference about urban coyotes and were planning to include an article in the next *Voice of the Village*.

Mrs. LaRiche-Goldstein stated that two homes on Wilson Mills have pit bulls. She thinks banning these dogs should be added to Village ordinances. Ms. Wolgamuth advised that Mayor Bodnar had called a meeting with the Police Chief and Law Director to discuss vicious dogs and ways to update our dog ordinance. She will bring this up to them. Mrs. Batcheller stated that she did not think certain breeds of dogs should be discriminated against. Ms. Wolgamuth stated that the ordinance is based on behavior, not breed. Mrs. McNally agreed that there is a growing issue with people not controlling their dogs. They are also not posting signs if they have an electric invisible fence, which should be required. Mr. Haycox agreed that the ordinance should be based on dog behavior as a therapy dog could be a pit bull and banning the breed could cause other issues.

There being no further business, Mr. Haycox thanked everyone for their participation and the meeting was adjourned at 8:10 p.m.

Respectfully submitted,  
Diane Wolgamuth, Director of Administration

CAC Meeting Dates for 2022:

All Mondays at 7:00 p.m.

January 24

February 28

March 28

April 25

May 23

June 27

No Meetings July or August

September 26

October 24

November 28

No Meeting in December