

MAYOR  
MERLE S. GORDEN

## Beachwood Place Mall Expansion Questions

- 1) Will the city make a commitment that they will ensure that the traffic situation will not get worse for anyone, particularly for the residents directly affected?  
**The traffic study performed by URS indicates less than a 1% increase in traffic.**
- 2) Can we expect to have accurate traffic studies both before and after to measure the success/failure of the change(s)?  
**The City Professional Consultant agrees with the evaluation provided by URS.**
- 3) What "teeth" in the contract with GGP does the city have to enforce that the changes they make actually work as expected?  
**No changes will be made to Richmond Road. The proposed curb cut from Richmond Road was withdrawn by applicant.**
- 4) If the changes to Richmond Road negatively impact the traffic, what recourse will be available to fix the problem? Who's making what promises?  
**The traffic study performed by URS indicates less than a 1% increase in traffic.**
- 5) What are some examples of the "landscaping" that is envisioned along Richmond Rd? The residents don't know what GGP's standards are, but their example malls show very sparse plantings. Could we see some representative examples so we understand what GGP is thinking "landscaping" looks like?  
**See site plan on City web site (green tab labeled Beachwood Place Project).**
- 6) What exactly is the process for changing the use of the lots along Richmond?  
**The rezoning process for the residential lots is as follows: Any request that property be rezoned is first introduced at Council, placed on first reading, and referred to the Planning and Zoning Commission for its review and recommendations. Once Council receives the recommendation of the Planning and Zoning Commission, it places the proposed rezoning on second reading and schedules a public hearing. There must be at least 30 days notice of the public hearing. After the public hearing, Council may place the legislation on third reading and adopt it. Any rezoning measure may not be passed as an emergency and does not go into effect for 30 days after its approval. In addition to the requirements for a rezoning which apply to all property in the City, a number of these lots are also subject to deed restrictions limiting their use to single family residences. Those deed restrictions would also have to be modified to change the use of these lots.**
- 7) Current zoning for U4B calls for a 300-ft. building setback. Can we keep that restriction as-is? Legacy Village has a large setback, too, and it's less intrusive.  
**Side and rear yards (Section 1123.02(d)). Legacy Village structure is about 260' to front yards on Cedar Road and parking fields at Legacy Village are about 150' to front yards on Cedar Road. Both of which are less than proposed for the Beachwood Place project.**

- 8) Could GGP prepare more than just one example of how to configure their property for four restaurants? There's got to be a way that this can be done without completely destroying the original intent of the buffer along Richmond. Shouldn't we expect GGP to at least try?  
GGP has reconfigured the site plan indicating only three restaurants. There are limited site locations available within Beachwood Mall property.
- 9) What exactly do the deed restrictions say about the Richmond lots?  
Deed restrictions are on the City web site (green tab labeled Beachwood Place Mall project) – from Margaret Anne Cannon.
- 10) Can we avoid an entrance along Richmond and instead add it to Zieger?  
That was determined by traffic study. No entrance on Richmond Road.
- 11) Will there be bright signs allowed along the road? How far back? Details...  
The only ground sign the developer may request is a ground sign at George Zeiger Drive. It would be at least 120' from residential property line on Richmond Road and lumen lighting levels would be lower than street lights on west side of Richmond Road. Proposed text amendment will require sign lighting turned off after business hours.
- 12) How much noise is allowed? Legacy Village has regular parties and the bands are very loud, even past 11:30PM at night. What will be the Beachwood rules?  
The Planning Commission can set hours for outdoor patio and prohibition on outdoor music.
- 13) Can we expect embankments with dense trees/shrubs along Richmond, similar to what's in front of the Village?  
Yes, enhanced landscaping. See City web site (green tab labeled Beachwood Place Mall project).
- 14) We don't want Community to turn into a cut-through. How will the city keep people racing through here trying to avoid the Cedar/Richmond intersection when it gets worse because of the increased traffic?  
Less than 1% increase per traffic study impact.
- 15) Community has only one way in and that's Richmond Rd, and it's already difficult to get to when traffic is backed up. On holidays, we can't get to/from our houses because of gridlock. Can this project do something to make this situation better, rather than just promise not to make it much worse? Could you help to create a win-win solution?  
Community Drive has one way in per request of residents. No changes to present.
- 16) How many new traffic lights are being considered? We are very concerned that lights will lock up traffic. Hilltop is very bad at certain hours of the day.  
No new traffic lights being considered.

17) The people along Richmond believe their property values will decline and their homes will be hard to sell. What is Beachwood going to do about that?

The City does not believe the 1% increase in traffic will alter the present value of homes on Richmond Road. A home on Richmond Road may be perceived by the market to have less value than an identical home on an interior lot.

18) The houses along Richmond and Cedar that have recently sold took a long time to sell (year or more) and sold for way less than asking – some at over \$200k loss. Legacy Village caused a major change in the value of those lots on Cedar which have proven to take a long time to sell now, and the mall expansion is going to do the same thing to Richmond residential lots. How will you solve this problem?

The City does not believe the 1% increase in traffic will alter the present value of homes on Richmond Road. A home on Richmond Road may be perceived to have less value than an identical home on an interior lot by the market.

19) Will there be a multitude of signs along Richmond? If so how many between Cedar and Fairmount? Both sides of the street?

The only sign the developer may request is a ground sign at George Zeiger Drive. It would be at least 120' from residential property line on Richmond Road and lumen lighting levels would be lower than street lights on West side of Richmond Road.

20) How many houses will come down on the East side of Richmond? And, how many trees are slated for removal? Just what are their plans?

There are presently three homes remaining on the Richmond Road lots. GGP has the right to remove/demolish those homes any time. The City will work with GGP to keep as many trees as possible.

21) How will the redevelopment affect the properties to the west on Richmond and what consideration has been taken into account for the "Protection of Historic Properties"?

With no curb cut or entry on Richmond Road the impact on Community will be lessened.

22) We are concerned about the safety of our children at Hilltop. All this additional traffic and attention will make us less safe.

The traffic study performed by URS indicates less than a 1% increase in traffic.

23) How will we prevent people from cutting through Hilltop/Halcyon when people try to avoid the increased congestion at Richmond/Cedar? Cars doing this are often driving too fast.

The traffic study performed by URS indicates less than a 1% increase in traffic.

24) Why did GGP purchase these properties when they are clearly zoned residential, with deed restrictions? Why would they pay so much on the \*assumption\* that it would be changed for them? Is our government being transparent on this or are there backroom deals going on? We are concerned that our government is not working for the people, but for the developers against the peoples' interest.

The Mayor and Council have made no promises to GGP regarding their request. GGP has the right to request the zoning and text amendment change for these properties, similar to any property owner in Beachwood and they have exercised that right.

25) What happened to the buffer agreement when Beachwood Place was first built? Why aren't we continuing to honor that agreement?

**That buffer agreement is the one GGP is seeking to modify for the addition of the one restaurant.**

26) Is any federal money involved in this project – including the initial purchase of the land in question?

**The City has not been made aware of any federal money being used for this project.**

27) Did the residents across from the Maltz Museum know in advance of the bright sign that was placed there, running all hours, and did they approve it? Is this an example of a surprise consequence that we must be vigilant to watch for that GGP might try to sneak into the plan at a later date, after “approval” by the residents has been given?

**The Maltz Museum sign was approved by Planning Commission with all meetings of Planning and Zoning being noticed. The Maltz Museum sign meets the light lumen levels and 0.01 of light.**

28) We haven't heard how much additional income GGP will be generating for our city, in return for changing the character of Richmond Rd or causing more hardship for traffic. Could we please see a more quantitative analysis?

**See Economic Impact Report on City web site (green tab labeled Beachwood Place Project) which has full economic development impact.**

29) What kind of restaurants will be allowed? How can we be guaranteed that something like McDonald's or Golden Corral does not suddenly appear?

**Fast food restaurants are not permitted in the City. (The proposed restaurants are Seasons 52, Capital Grill and the third one is not identified. They would all be identified as “white table cloth”.)**

30) Will this new development then look like that new project on Cedar near Warrensville in South Euclid, with restaurants close up to the street and no vegetation? Not very attractive and feels cheap & low-end. How can we be sure the quality will be high?

**See the proposed site plan and the Economic Impact Report on City web site (green tab labeled Beachwood Place Project) which has full economic development impact.**

31) We cannot see how any curb-cut into Richmond will be acceptable because a big entry into the mall will certainly slow down traffic. Could another entry off Zieger close to Richmond be a compromise?

**There will be no curb cut on Richmond Road. The access to said restaurants will be from George Zeiger Drive or Cedar Road.**

32) How will the appearance of the restaurants be made acceptable if all the permissions for zoning are given before any plans are shown? The residents along Richmond have the most to lose if it looks bad. Will they be invited to see all future plans and provide input prior to any ground-breaking, or is Beachwood giving up all rights to GGP's discretion?

**Planning and Zoning approves site plan, signage placement, lighting, landscaping and traffic. Architectural Board reviews elevations, materials and signage.**

- 33) Will the patrons at the restaurants be able to look out the windows and see into the windows of the houses across the street?  
The proposed free standing restaurant will be about 270' from the nearest dwelling unit with landscaping between the nearest proposed restaurant and said dwelling unit. Two sight line studies (see Economic Development web site (green tab labeled Beachwood Place Project)) indicate proposed life style addition will be approximately 600' from nearest resident dwelling and a lower site line than the existing Nordstrom. The other two restaurants are on Cedar Road.
- 34) What/who determines what types of signs will be allowed?  
The Architectural Board reviews all signage in the City except for the U-10 and U-5 zoning districts which Planning and Zoning review.
- 35) Has the City investigated the developer putting in an above ground or below ground garage to meet the parking requirements rather than expanding the size of the above ground parking lot? Could such an idea be done so as to preserve the existing appearance of Richmond Rd?  
The proposed concept provides a total of 4,123 spaces which will be code for fully developed plan.
- 36) There are a lot of restaurants around here already, yet GGP is saying people are asking for more. Could you please share how you determined that more are needed?  
The City of Beachwood has gained multiple thousand additional employees within the last several years. Market studies by GGP and other restaurants such as Cedar Creek Grille, Piada, Casa Azteca Mexican Restaurant (formerly Charley's Crab) and the addition of approximately eight at Harvard Park indicate a need for additional eating facilities. Based on established standards the City lacks restaurant capacity.
- 37) Why is the traffic study being funded by GGP? Isn't that prone to bias? Shouldn't we demand an independent evaluation?  
All applicants for major projects are required to submit a traffic analysis. The traffic study was done by URS Consultants, a nationally recognized engineering and technical service firm for the public and private sector. The City Engineer and City Planner have reviewed their traffic study and do not find any issues with submitted findings.
- 38) Can GGP do something about the traffic at holiday times, or do we just have to live with even more gridlock for 10 days every year?  
As with most successful malls across the country, the additional customers create additional traffic at the holidays.
- 39) Will parked cars/headlights be visible from across the street, or will all that be shielded from view?  
Cars/headlights will be shielded from residential property on the West side of Richmond Road. The nearest parking is 220' from any residence.
- 40) Won't the mall look more like a low-end "strip mall" if we have a bunch of stores placed along the west side with their own individual signs? This doesn't sound like a "premium" design anymore.  
We do not know how many stores are proposed for Beachwood Place Mall expansion on the West side, so we do not know how many signs; however, the City wants to limit those visible from Richmond Road.

41) Will there be a multitude of signs along Richmond? If so, how many between Cedar and Zieger?

The Beachwood Place Mall has the right to demolish all homes on parcels on Richmond Road whether or not the project moves forward and, likewise, they have the right to remove all trees; however, they are proposing leaving as many trees as possible and adding additional landscaping (See City web site (green tab labeled Beachwood Place Project)). No free standing signs on Richmond Road.

42) How many of the houses come down on the east side of Richmond? And how many trees?

The Beachwood Place Mall has the right to demolish all homes on parcels on Richmond Road whether or not the project moves forward and, likewise, they have the right to remove most trees as long as they comply with the City tree ordinance; however, they are proposing leaving as many trees as possible and adding additional landscaping (See City web site (green tab labeled Beachwood Place Project)). No free standing signs on Richmond Road.

43) Please, no LED sign boards like the Maltz Museum or Legacy Village. They are way too bright for a residential area.

We do not have the sign submission from GGP, but Planning and Zoning will be aware of this request from residents.

44) What will the city do to counteract the additional traffic that will cripple access to and through this area on the 10 worst days of the year (holidays)? It's really bad now and will surely get worse if this project goes forward.

As with most successful malls across the country, the additional customers create additional traffic at the holidays.

45) If restaurant space is so needed at Beachwood Place, why is there an empty space at the mall right now? Can't they already do at least part of this plan anyway without the need for the Richmond lot rezoning, so they can prove they can attract restaurant tenants? Let them build the two sites near Cedar right now to demonstrate their claims are correct before we damage residential land. What if we grant them the zoning change and then they do ONLY the restaurants along Richmond and not those on Cedar? That would be half the income for Beachwood, but an extreme change in the city character – not a fair trade.

The empty restaurant space at Beachwood Place Mall is presently being marketed. The previous tenant, McCormick & Schmicks, is still responsible for their lease and as we understand still paying for that lease. Beachwood Place Mall recognizes malls and other regional shopping centers must regularly update their tenant mix and usage to remain attractive and competitive. Failure to adjust to changing demands will result in lost patronage and potential failure. In recent years, malls and regional shopping facilities have moved to incorporate life style elements in order to remain attractive to key consumer groups. As a result, large fashion centers have added streetscape life style elements to their building and free-standing restaurants on the mall property to create the desired shopping experience. The proposal submitted by applicant is consistent with that trend in regional centers.

46) If they build the extension on the mall, what if the tenants inside simply move to the outside, leaving a whole bunch of vacancies inside? That wouldn't generate any new income for Beachwood but would create a sore spot on the interior. What's to keep that from happening?

As Economic Impact Report indicates, Beachwood Place Mall has positioned itself as the premier shopping experience on the East side of Cleveland. Occupancy is presently above 90%. They successfully weathered the latest economic storm and are positioned to do very well as the economy improves.

47) Would these changes attract a high-quality company like the Apple store? Or is Beachwood Place still not good enough for them? What do we really need to do to get a great store or stores that generate real income for Beachwood?

See #46. Apple, as you may be aware, moved to another location when lease was up. Microsoft, however, invested four million dollars in renovating a space in Beachwood Place Mall in 2013.

48) Just how much income does Beachwood expect to get from this expansion and where will that money be spent? Will the impacted residents expect to see any benefits from this project or is it all downside risk for them?

See Economic Impact report on City web site (green tab labeled Beachwood Place Project).

49) How will the city prevent Community Drive from becoming a cut-through for people trying to bypass Cedar-Richmond when it becomes backed up even more?

The traffic study performed by URS indicates less than a 1% increase in traffic.

50) What will the city do to protect the children at Hilltop Elementary from the increased traffic along Hilltop as people seek to find shortcuts through the neighborhoods to get to Beachwood Place restaurants?

The traffic study performed by URS indicates less than a 1% increase in traffic.

51) If after all these changes are done and the residents see traffic get worse, or are impacted by sign choices, noise or lights that are beyond the expected "minimal" impact, who is committing to making things right? Who on the city council is their advocate and will work hard as their champion for fair resolution? We're concerned that nobody will care or will say something like "there's no more money to do anything – sorry".

See #1, #3, #4 and #34.

52) Pushing a shopping mall closer to the neighborhood is likely to increase crime. We already see thieves from Legacy run through the neighborhood with the police in hot pursuit, and the Beachwood Place expansion will just add another source of trouble. We are scared that these people will break into our houses to hide or steal. How will the city ensure our safety? The expansion increases our risk but doesn't currently offer any countermeasures.

The City has a nationally accredited Police Department and is fully committed to the safety of all residents.

53) How do we get guarantees that the new restaurant sites actually get filled and do not become empty eyesores? There are already empty spots inside the mall, but at least when they are inside they don't advertise a run-down appearance at the street level. What if GGP becomes desperate to fill an empty location and accepts a cheap tenant just to get it occupied. That won't look good and will leave the mall in worse shape than if we had never done anything at all. Is it worth that risk?

GGP has spent significant funds to market and move forward with this proposal. Two high scale restaurants have indicated their desire to locate here. The very low vacancy rate at the Beachwood Place Mall is consistent with normal retail turnover. We are not aware of any "cheap tenants" at the mall.

54) Are there specific tenants lined up to take these restaurant spots or is GGP just promising that they will offer opportunities in the hope that new tenants will come? I heard them say they lost good tenants "recently" because they did not have space for them. Are they just making this up or are they going to share some actual verifiable names they are talking about? Their arguments don't sound believable.

Yes, there are some specific tenants.

55) Why is the city (the taxpayers) paying for the removal of trees on privately owned land? Aren't the owners responsible for this?

The City of Beachwood is not paying for any tree removal on GGP property.

56) How many total homes west of Richmond are going to see a big change in the view out their front yards?

There are twelve homes on the West side of Richmond Road, from George Zeiger Drive to Cedar Road. See landscaping and site plans on City web site (green tab labeled Beachwood Place Project) which indicates no big change.

57) The properties along Richmond represent a long-standing agreement to maintain a buffer zone between the mall and the west residential areas so as to preserve their value. If this gets removed, value will be lost and GGP should compensate them monetarily. Changing from buffer zone to commercial use will clearly reduce home value. Image how YOU would feel if you lived at and owned one of those properties and had your buffer taken away because a developer (who does not live here) just wants it that way.

The setback would change if proposal moved forward with the buffer being reduced with enhanced landscaping.

58) The expansion of Beachwood Place will probably make things better for people who want more restaurants – people who come from all the neighboring towns: Lyndhurst, South Euclid, Pepper Pike, etc. And it will probably bring in a tiny increase in tax revenue which will be shared by all. But it's going to make life much more difficult for the residents who actually live near the mall and it will be a big net negative. The City seems to be saying that this is OK and that some people just need to pay the price so others can benefit. We don't think this is fair. The current zoning and deed restrictions have always protected us from this fate, but now the City wants to take that away because the big and powerful GGP wants more space. Please don't change Richmond Rd! Tell GGP to live with the current laws rather than change those laws to suit their needs.

See all comments #1-58.

59) I think most people don't actually mind the majority of the plan GGP is showing. Just the part about changing Richmond Road raises concerns. Is it possible they could go back and have their architect draft a proposal where they move the serpentine wall a suitable distance closer to Richmond and maintain the look of dense vegetation, but don't add a curb cut? I would think they could find a great compromise that gets nearly everything they want without causing new problems for the city/residents. Seems like it would be worth a look.

A curb cut will not occur on Richmond Road and GGP will be adding berms and additional landscaping.