



COME TOGETHER & THRIVE

## **MAYFIELD & GREEN REDEVELOPMENT**

### **INFORMATION & TALKING POINTS FOR ONE SOUTH EUCLID CDC**

#### ***Where is the new development that is coming to Mayfield & Green?***

The proposed new development will be on the northeast corner of Mayfield & Green, in what has been known historically as the “May-More Shopping Plaza”.

#### ***Who is the developer?***

DeVillie Developments, is a Northeast Ohio (Canton) area development company. They are the same developer that developed approximately 7 acres of new development (with the Coral Company) at Cedar Center North. Their development at Cedar Center includes all buildings and tenants with the exception of GFS Marketplace & Bob Evans.

#### ***What is the size of the new Mayfield & Green Development?***

DeVillie has reached agreement with several property owners to acquire approximately 7.5 acres of land on the northeast corner of the Mayfield and Green Business District. The buildings include the old strip plaza, which includes a Marc’s Grocery Store and Pharmacy, Subway, Just A Buck, Schoolbelles, Loparos, etc. At this time the iconic bank building (now home to Key Bank) will remain at the corner along with the buildings that are currently home to The Coffee Phix Café & Signature Salon.

#### ***What is the plan for redevelopment? Who will be there?***

The development will be anchored by a new Marc’s Grocery & Pharmacy, which will occupy a new 45,000 square foot building and continue to serve as an anchor for the district. Additional retailers, popular eating establishments, retailers and service related businesses will join Marc’s. The proposed development will include nearly 70,000 square feet of new of new retail and restaurants.

The existing plaza will be demolished and several new buildings will be built on the site. The development site also includes the vacant Burger King building off of South Green Road. DeVillie plans to either demolish or completely re-purpose the building for a nation new retailer. The proposed development will be similar to DeVillie’s recent development at Cedar Center North with a large retail area towards the back of the site, parking in the middle and two proposed out-parcels at street level off of Mayfield Road.

#### ***What about existing tenants?***

DeVillie will negotiate with each individual tenant regarding their lease agreement. This is a private development, so the City will not be involved in any of the negotiations. It is our hope that many of the existing tenants (Just A Buck, Subway, Loparos, etc) will want to remain and be a part of the new development. If not, we hope to work with them to help them find new homes in South Euclid.

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### ***What is the process and timeline moving forward?***

DeVilleville has submitted preliminary plans, which will be reviewed and approved by the City's resident-based Planning Commission and Architectural Review Board in the next several months. Construction is scheduled to begin in spring 2016. DeVilleville has indicated that they will build the new Marc's building (which may also include additional tenant spaces) first in the back of the site and demolish the old strip plaza when the first new building is completed. As a result, Marc's and current tenants will remain open until the new Marc's building is complete – probably late summer 2016.

### ***Is this project going to cost taxpayer dollars?***

The project is a private redevelopment (no tax-dollars or tax-abatements are being requested for the project) and no rezoning will be required. The Board & Commission Meetings will be open to the public and will seek public input.

### ***What about the rest of Mayfield Road?***

We hope that this major project serves as a catalyst to encourage current building owners to renovate or sell to other interested developers and the City continues to work with these owners to encourage redevelopment.

The Cedar Center North project facilitated the redevelopment of several long-vacant parcels on Cedar and Warrensville Center Roads: The old podiatry building next to Walgreens is now Classic Memorials, the completely renovated building at 2002 Warrensville is now Ark Jewelers, a new beverage store replaced an obsolete building near Ark this summer and the old Plaza on Warrensville Center underwent a major facelift. All of these are great examples of the importance of public and private working together to better our community.

### ***Why is this project important for South Euclid?***

- ✓ The 2014 Master Planning process engaged residents, current building owners and potential developers in an effort to ignite positive change and provide a better future for South Euclid. In a survey of South Euclid residents for the new Master Plan, nearly 93% of residents indicated that the redevelopment and revitalization of the Mayfield/Green Corridor was very important to the City's health and vitality (nearly 85% approved of the City's role at Cedar Center). The district ranked #1 on the survey list of business and commercial districts.
- ✓ South Euclid remains a healthy community. However, like many inner-ring suburbs, we must work together to overcome many challenges and promote revitalization efforts to prevent decline. Both Cedar Center & the Mayfield/Green Project are examples of important projects that have served/will serve to stabilize neighborhoods, increase property values and serve as a catalyst to promote continuing redevelopment in our business districts.
- ✓ We are dependent on renewal and growth in order to be successful and keep residents and businesses in our community. When our population and tax base begins to shrink, our community becomes a less desirable place to live and work and current owners have less incentive to invest and stay in our community.
- ✓ As community leaders we have the responsibility to work towards revitalizing our community to keep South Euclid, our surrounding region and our public schools attractive places to live and work and eliminate forces of blight that hurt our community.

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