

**Sylvania City Council**  
**Wednesday January 18, 2011**

**6:00 p.m. Economic Development sub-Committee - "Creating and Promoting a Cultural, Historical and Arts District for the City of Sylvania"**

**7:30 p.m. Council Meeting**  
**Agenda**

1. Roll call.
2. Pledge of Allegiance to the United States of America led by Mr. Brown.
3. Additions to the agenda.
4. Approval of the meeting minutes;
  - a. January 3 Organizational meeting; and,
  - b. January 3 Council meeting.
5. Downtown Market Study;
  - a. Report on the 6:00 Economic Development sub-Committee meeting;
  - b. Economic Development/Administrative Services Coordinator's recommendation; and,
  - c. proposed Ordinance 9-2012, accepting the proposal of Landuse USA, LLC to develop a downtown market study in the amount of \$12,000.
6. Proposed Ordinance 10-2012, entering into an agreement with Lucas County for the provision of Public Defender Services to Sylvania Municipal Court for 2012.
7. Proposed Ordinance 11-2012, making certain position and compensation pay plan changes.
8. Set the date for the Council and Staff photo.
9. Committee reports.
10. Committee referrals.

**Information**

- A. December bank reconciliation.
- B. Minutes of the January 11 Board of Architectural Review meeting.
- C. Notice of the February 10 Committee-of-the-Whole meeting on the budget.

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Minutes of the Organizational Meeting  
Sylvania City Council  
January 3, 2012

Mayor Craig A. Stough called the Organizational Meeting of Council for the 2012-2013 term to order on Tuesday, January 3, 2012 at 7:25 p.m. Present were: V. Michael Brown, Katie Cappellini, Doug Haynam, Sandy Husman, Mark Luetke, Todd Milner, Mary J. Westphal.

Call to order.

Judge Ramey administered the Oath of Office to the Council Members-Elect who were duly elected at the General Election on November 8, 2011, and not previously sworn-in: Doug Haynam, Sandy Husman, Mark Luetke, and Todd Milner. Immediately thereafter the members signed written Oaths of Office for filing with the Director of Finance.

Council members sworn-in.

Mr. Haynam moved, Mrs. Husman seconded, that Council hereby determines it is duly constituted of elected and qualified members consisting of V. Michael Brown, Katie Cappellini, Doug Haynam, Sandy Husman, Mark Luetke, Todd Milner, Mary J. Westphal; roll call vote being: Brown, Cappellini, Haynam, Husman, Luetke, Milner, Westphal (7) yeas; (0) nays. The motion carried.

Council duly constituted of elected and qualified members

Mayor Stough stated that Council will now consider the selecting of the Office of President of Council for the 2012-2013 term. Mr. Luetke moved, Mrs. Westphal seconded, to nominate Todd Milner as President of Council. There were no other nominations and Mr. Haynam moved, Mrs. Westphal seconded, that nominations be closed and an unanimous ballot be cast in favor of Todd Milner as President of Council; all present voting yea (7); (0) nays. The motion carried.

Milner elected President of Council for the 2012-2013 term.

Mr. Milner presented the following Committee assignments for the 2012-2013 term of Council:

Standing committees for 2012-2013 approved.

FINANCE

Todd Milner, Chair  
Doug Haynam  
Mark Luetke  
Mary Westphal

SAFETY

Mary Westphal, Chair  
Mike Brown  
Doug Haynam  
Todd Milner

PARKS & FORESTRY

Katie Cappellini, Chair  
Doug Haynam  
Sandy Husman  
Mark Luetke

UTILITIES & ENVIRONMENT

Mike Brown, Chair  
Sandy Husman  
Todd Milner  
Mary Westphal

Minutes of the Organizational Meeting  
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BUILDINGS & GROUNDS

Sandy Husman, Chair  
Mike Brown  
Katie Cappellini  
Mary Westphal

STREETS

Todd Milner, Chair  
Mike Brown  
Sandy Husman  
Mary Westphal

ANNEXATION & ZONING

Doug Haynam, Chair  
Katie Cappellini  
Sandy Husman  
Mark Luetke

EMPLOYEE & COMM. RELATIONS

Mark Luetke, Chair  
Mike Brown  
Katie Cappellini  
Sandy Husman

Mr. Milner moved, Mr. Haynam seconded, to approve and ratify the Council Committee assignments for the 2012-2013 term; roll call vote being: Cappellini, Haynam, Husman, Luetke, Milner, Westphal, Brown (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that this concludes the Organizational Meeting of Council for the 2012-2013 term. Mr. Luetke moved, Mrs. Husman seconded, that this meeting adjourn; all present voting yea (7); (0) nays. The motion carried and the meeting adjourned. Adjournment.

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Clerk of Council

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Mayor

Minutes of the Meeting of Council  
January 3, 2012

The Council of the City of Sylvania, Ohio met in regular session on Tuesday, January 3, 2012 at 7:30 p.m. with Mayor Craig A. Stough in the chair. Roll was called with the following members present: V. Michael Brown, Katie Cappellini, Doug Haynam, Sandy Husman, Mark Luetke, Todd Milner, Mary J. Westphal (7); absent:(0). Roll call: all present.

Mayor Stough led the Pledge of Allegiance to the United States of America. Pledge of Alleg.

Mayor Stough stated that Council will now consider agenda item 3.

Requests were made for the following additions to the agenda: Additions to the agenda.

12a. Schedule an Employee & Community Relations Committee meeting.

14. Proposed Ordinance 8-2012.

E. Year end cash report from the Division of Taxation.

Mrs. Husman moved, Mrs. Cappellini seconded, to approve the agenda as amended; roll call vote being: Brown, Cappellini, Haynam, Husman, Luetke, Milner, Westphal (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 4.

Mr. Milner presented the December 19 minutes. Mr. Milner moved, Mr. Brown seconded, that since the Mayor, members of Council, and others had been furnished copies of these minutes prior to this meeting, Council dispense with the reading of these minutes at this time, and the journal of the minutes of the regular meeting of December 19, 2011 be approved as submitted, provided there are no amendments from other members of Council; roll call vote being: Cappellini, Haynam, Husman, Luetke, Milner, Westphal, Brown (7) yeas; (0) nays. The motion carried. Approval of the Dec. 19 minutes.

Mayor Stough stated that Council will now consider agenda item 5.

Tom Ramsdell, the City's representative on the TARTA Board of Directors was present to explain what will happen to TARTA routes if the City of Perrysburg and/or Sylvania Township opt-out of TARTA participation by ballot issue. City of Sylvania residents will not have bus access to any entity that opts out. Mr. Ramsdell asked for feedback on how TARTA should handle any funds that continue to come from Perrysburg or Sylvania Township after six months of the opt-out. That's how long TARTA will provide service if the issue passes. However, the Lucas County Auditor has indicated that there is no way to discontinue the property tax until year's end. Council will keep in contact with Mr. Ramsdell throughout. Tom Ramsdell, TARTA board.

Mayor Stough stated that Council will now consider agenda item 6.

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January 3, 2012

Service Director Kevin Aller's report on the bids received for the new water tower was placed on file. Mr. Brown presented and read aloud by title only, proposed Ordinance No. 1-2012, a written copy of same having been previously furnished to each member of Council, "Accepting the bid of CB & I Constructors, Inc., and awarding the contract for the 2 MG elevated water tank project to same; authorizing the expenditure for the improvements in the amount of \$2,712,000.00; and declaring an emergency." Mr. Brown moved, Mr. Milner seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Haynam, Husman, Luetke, Milner, Westphal, Brown, Cappellini (7) yeas; (0) nays. The motion carried.

Ordinance 1-2012, "...bid of CB&I Constructors... water tank..."

Mr. Brown moved, Mrs. Husman seconded, that Ordinance No. 1-2012 be enacted as an emergency measure as declared therein; roll call vote being: Husman, Luetke, Milner, Westphal, Brown, Cappellini, Haynam (7) yeas; (0) nays. The motion carried.

There was discussion on the excess in the bond amount since the are bids are below the estimate. Finance Director Scott Smith is discussing the situation with bond counsel, and will report back in 30 days.

The Service Director's report on construction engineering services was placed on file. Mr. Brown presented and read aloud by title only, proposed Ordinance No. 2-2012, a written copy of same having been previously furnished to each member of Council, "Accepting the proposal of Jones and Henry Engineers, Ltd., to provide construction engineering services for the 2 MG elevated water tank; appropriating funds therefore in an amount not to exceed \$181,000; and declaring an emergency." Mr. Brown moved, Mr. Luetke seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Luetke, Milner, Westphal, Brown, Cappellini, Haynam, Husman (7) yeas; (0) nays. The motion carried.

Ordinance 2-2012, "...proposal of Jones & Henry Engineers...water tank..."

Mr. Brown moved, Mrs. Husman seconded, that Ordinance No. 2-2012 be enacted as an emergency measure as declared therein; roll call vote being: Milner, Westphal, Brown, Cappellini, Haynam, Husman, Luetke (7) yeas; (0) nays. The motion carried.

The Service Director's report on the material and construction inspection services was placed on file. Mr. Brown presented and read aloud by title only, proposed Ordinance No. 3-2012, a written copy of same having been previously furnished to each member of Council, "Accepting the proposal of Dixon Engineering, Inc., to provide material and construction inspection services for the 2 MG elevated water tank project; appropriating funds therefore in the amount of \$27,702; and declaring an emergency." Mr. Brown moved, Mrs. Westphal seconded, that Council dispense with the Second and Third Reading of said Ordinance; roll call vote being: Westphal, Brown, Cappellini, Haynam, Husman, Luetke, Milner (7) yeas; (0) nays. The motion carried.

Ordinance 3-2012, "...proposal of Dixon Engineering... water tank..."

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Mr. Brown moved, Mrs. Husman seconded, that Ordinance No. 3-2012 be enacted as an emergency measure as declared therein; roll call vote being: Brown, Cappellini, Haynam, Husman, Luetke, Milner, Westphal (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 7.

The Service Director's report on the cost recovery for the Centennial and Little Roads Waterline was placed on file. Mr. Brown presented and read aloud by title only, proposed Ordinance No. 4-2012, a written copy of same having been previously furnished to each member of Council, "Establishing the Centennial and Little Roads Water Service Area and the frontage connection fee for the area; authorizing the Director of Public Service to adjust the frontage connection fee to reflect actual construction costs; authorizing the Director of Public Service to establish a lateral connection fee for those who are permitted to tap directly into the Centennial and Little Roads Waterline; and declaring an emergency." Mr. Brown moved, Mrs. Husman seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Cappellini, Haynam, Husman, Luetke, Milner, Westphal, Brown (7) yeas; (0) nays. The motion carried.

Ordinance 4-2012, "Establishing the Centennial and Little Roads Water Service Area..."

Mr. Brown moved, Mr. Haynam seconded, that Ordinance No. 4-2012 be enacted as an emergency measure as declared therein; roll call vote being: Haynam, Husman, Luetke, Milner, Westphal, Brown, Cappellini (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 8.

Mrs. Husman presented and read aloud by title only, proposed Ordinance No. 5-2012, a written copy of same having been previously furnished to each member of Council, "Authorizing a lease between the City of Sylvania, as Lessor, and Biomaterialize, LLC, as Lessee, of 5703 N. Main Street, Sylvania, Ohio to be used as office space; determining said City owned property not to be needed for municipal purposes during the time of the proposed lease; authorizing the Mayor and Director of Finance to sign such a lease on behalf of the City of Sylvania, Ohio; and declaring an emergency." Mrs. Husman moved, Mrs. Westphal seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Husman, Luetke, Milner, Westphal, Brown, Cappellini, Haynam (7) yeas; (0) nays. The motion carried.

Ordinance 5-2012, "...lease... Biomaterialize... 5703 N. Main..."

Mrs. Husman moved, Mrs. Westphal seconded, that Ordinance No. 5-2012 be enacted as an emergency measure as declared therein; roll call vote being: Luetke, Milner, Westphal, Brown, Cappellini, Haynam, Husman (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 9.

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Mrs. Husman presented and read aloud by title only, proposed Ordinance No. 6-2012, a written copy of same having been previously furnished to each member of Council, "Authorizing a lease between the City of Sylvania, as Lessor, and Lanell Tomaszewski, d/b/a The Limelite Boutique, as Lessee, of 5725 N. Main Street, Sylvania, Ohio, for the purpose of retail sales of boutique type items and services; determining said City owned property not to be needed for municipal purposes during the time of the proposed lease; authorizing the Mayor and Director of Finance to sign such a lease on behalf of the City of Sylvania, Ohio; and declaring an emergency." Mrs. Husman moved, Mr. Luetke seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Milner, Westphal, Brown, Cappellini, Haynam, Husman, Luetke (7) yeas; (0) nays. The motion carried.

Ordinance 6-2012, "...lease... Limelite Boutique ...5725 N. Main.."

Mrs. Husman moved, Mr. Milner seconded, that Ordinance No. 6-2012 be enacted as an emergency measure as declared therein; roll call vote being: Westphal, Brown, Cappellini, Haynam, Husman, Luetke, Milner (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 10.

Mr. Milner presented and read aloud by title only, proposed Ordinance No. 7-2012, a written copy of same having been previously furnished to each member of Council, "Authorizing the payments of Transportation Planning Assessments for 2012 in the amount of \$2,212.00 to Toledo Metropolitan Area Council of Governments; and declaring an emergency." Mr. Milner moved, Mr. Luetke seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Brown, Cappellini, Haynam, Husman, Luetke, Milner, Westphal (7) yeas; (0) nays. The motion carried.

Ordinance 7-2012, "Authorizing the payment of Transportation Planning Assess... TMACOG..."

Mr. Milner moved, Mr. Luetke seconded, that Ordinance No. 7-2012 be enacted as an emergency measure as declared therein; roll call vote being: Cappellini, Haynam, Husman, Luetke, Milner, Westphal, Brown (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 11.

Mr. Milner presented and read aloud by title only, proposed Resolution No. 1-2012, a written copy of same having been previously furnished to each member of Council, "Requesting the County Auditor to make advances to the Treasurer of the City of Sylvania, Ohio; and declaring an emergency." Mr. Milner moved, Mr. Luetke seconded, that Council dispense with the Second and Third Readings of said Resolution; roll call vote being: Haynam, Husman, Luetke, Milner, Westphal, Brown, Cappellini (7) yeas; (0) nays. The motion carried.

Resolution 1-2012, "Requesting ...advances..."

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Mr. Milner moved, Mr. Luetke seconded, that Resolution No. 1-2012 be enacted as an emergency measure as declared therein; roll call vote being: Husman, Luetke, Milner, Westphal, Brown, Cappellini, Haynam (7) yeas; (0) nays. The motion carried.

Mayor Stough stated that Council will now consider agenda item 12.

Mr. Luetke set a meeting of the Employee & Community Relations Committee for January 12 at 8:00 a.m. The committee will consider applicants for the Zoning Board of Appeals seat. Employ. & Comm. Relations meeting.

There were no items for 13 and Mayor Stough stated that Council will now consider agenda item 14.

Mr. Haynam requested that the proposed ordinance granting wage increases to non-union employees be deferred until the next meeting as he had questions, and wants more time to consider it since it was distributed just prior to the meeting. Mr. Luetke said he was ready to act on it tonight and the rest of Council concurred. Mr. Luetke presented and read aloud by title only, proposed Ordinance No. 8-2012, a written copy of same having been previously furnished to each member of Council, "Making certain position and compensation pay plan changes, making certain salary, wage and other service compensation adjustments to the Codified Ordinances of Sylvania, 1979, as amended, and other ordinances, by granting a one percent (1%) pay increase and provide a one-time lump sum payment of \$450 on the first full pay period of 2012 to all non-union City employees and Court employees whose positions are included in the list of occupational titles of Section 139.02(a) of the Codified Ordinances of Sylvania which increase is reflected in the Annual Wage Rate Schedule 4 of Section 139.10(D) of the Sylvania Codified Ordinances; and declaring an emergency." Mr. Luetke moved, Mrs. Westphal seconded, that Council dispense with the Second and Third Readings of said Ordinance; roll call vote being: Luetke, Milner, Westphal, Brown, Cappellini, Husman (6) yeas; Haynam (1) nay. The motion carried. Ordinance 8-2012, "Making certain position and compensation pay plan changes ..."

Mr. Luetke moved, Mrs. Westphal seconded, that Ordinance No. 8-2012 be enacted as an emergency measure as declared therein. Mr. Haynam said he is not prepared to vote on the ordinance, so he will vote no. He is opposed to pay increases for some of the employees, and again stated that the ordinance was just distributed prior to the start of the meeting. Vote on the motion being: Milner, Westphal, Brown, Cappellini, Husman, Luetke (6) yeas; Haynam (1) nay. The motion carried.

Mayor Stough stated that all items on the agenda had been considered. Mrs. Westphal moved, Mr. Luetke seconded, that this meeting adjourn; all present voting yea (7); (0) nays. The motion carried and the meeting adjourned at 9:00 p.m. Adjournment.

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Clerk of Council

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Mayor



# City Of Sylvania

## OFFICE OF THE MAYOR

William D. Sanford  
Economic Development /  
Admin. Services Coordinator

January 13, 2012

To: Mayor Stough & City Council

Re: **Downtown Market Study**

Dear Mr. Mayor and City Council Members:

I am recommending we accept a proposal from LandUse/USA for \$12,000 to do a market study for downtown Sylvania.

Attached please find a proposal from LandUse/USA. When we received a CDBG Planning Grant in early 2011 we were aware that a marketing plan for our downtown was needed for our Downtown Plan when we would apply for the second tier of funding in the CDBG Program.

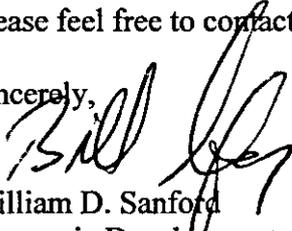
We had received a proposal from Boulevard Strategies to do this study, but it was decided to pursue other proposals to get the best deal possible and accomplish what we need to do for the Tier II application.

I have talked to Sharon Woods of LandUse/USA and she understands what we are looking for and has submitted a proposal of \$12,000. In her proposal she gives information on similar projects she has done including the Dorr Street/UT project.

Sharon will be at the Economic Development Committee meeting on Wednesday, 1/18/12 at 6:00pm to see the presentation on the Arts & Cultural District. I will also be available for questions at the council meeting that will follow the 6:00pm meeting.

Please feel free to contact me with any questions at 419-270-3419.

Sincerely,

  
William D. Sanford  
Economic Development

5b



City Of Sylvania

January 12, 2012



Image source: 1946 Real Photo Post Card (RPPC) in library archives at LandUse|USA.

# *Downtown Market Strategy* *The City of Sylvania, Ohio* **A PROPOSAL**

*Prepared by*  
**LandUse|USA**



*In Collaboration With*  
**Poggemeyer Design Group**



**POGGEYER  
DESIGN GROUP**

# *Downtown Market Strategy* **A PROPOSAL**

*Prepared for:*

Mr. William D. Sanford  
Coordinator, Director



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*Prepared by:*

Ms. Sharon M. Woods, CRE  
Principal, CEO



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Poggemeyer Design Group  
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**LETTER OF INTRODUCTION**

**PROJECT OBJECTIVES..... 1**

**SCOPE OF WORK..... 2**

**CONSUMER, MERCHANT SURVEYS..... 6**

**FEES AND ADDITIONAL ITEMS ..... 7**

**COMPANY QUALIFICATIONS ..... 9**





January 12, 2012

Mr. William D. Sanford  
Coordinator, Director  
Dept. of Economic Development  
6730 Monroe Street  
City of Sylvania, Ohio 43560

RE: Downtown Market Strategy - A Proposal

Dear Mr. Sanford:

On behalf of LandUse|USA and in collaboration with Poggemeyer Design Group, I would like to thank you for this opportunity to submit our qualifications and proposal for development of a market strategy for the City of Sylvania's traditional downtown along Main and Monroe Streets, including areas that might be designated as a future Art, History and Culture District.

LandUse|USA is a professional consulting firm serving the Upper Midwest from its offices centrally located in Lansing, Michigan. We are advocates for traditional merchants and entrepreneurs; business retention; and creating unique places that are enjoyable for living, learning, working and playing. We are often retained to develop Downtown Market Strategies; Economic Growth Strategies; and Corridor Revitalization Strategies. We help many communities focus on economic growth through job creation and by attracting new residents by adding quality of life amenities.

Again, we sincerely appreciate your consideration of LandUse|USA for this important assignment. At your invitation, I am also planning on attending the Downtown Meeting planned for January 18<sup>th</sup>, and will be available to discuss our work approach and answer any questions from the City's stakeholders. Please let me know if you have any questions or would like additional information in the interim.

Sincerely,

Sharon M. Woods, CRE  
Principal  
LANDUSE|USA, LLC

cc: Mr. Randy Mielnik, AICP, LEED AP  
Ms. Danielle Steinhauser  
Poggemeyer Design Group

## *Project Objectives*

Thank you again for the opportunity to provide you with this proposal for a Downtown Market Strategy in the City of Sylvania, Ohio. Based on initial discussions with the City of Sylvania and Poggemeyer Design Group, we understand that the project objective is to develop a strategy that includes the following:

- a) An economic assessment and SWOT analysis to identify strengths, weaknesses, threats and opportunities. Qualification of results to identify opportunities for economic growth and diversification.
- b) Identification of retail gaps and opportunities based on the economics of supply and demand; and recommendations on the specific types of retailers, businesses and entertainment venues that should be targeted.
- c) An assessment of the economic viability of an Art, History and Culture District along Main Street (between Maplewood and Erie); and of potential synergistic benefits for businesses within the district.
- d) Identification of the highest and best uses of available and underutilized land in the downtown, with an emphasis on top priorities.
- e) Identification of the optimal locations for new retailers within the downtown district; including possible relocations if needed to create a vibrant and entertaining environment.
- f) A strategy for retaining and optimizing the success of existing downtown businesses through effective location strategies; category diversification; and best business practices.
- g) Recommendations on incubating, gardening and fostering entrepreneurial types of businesses, particularly cottage industries that might be good candidates for a downtown location.
- h) A residential analysis and identification of the general feasibility of downtown housing formats, particularly apartments, lofts, condos and flats above street-front retail.

**Retail Definition.** When used throughout this document, the term “retail” includes a broad spectrum of business categories like: a) national chains; a) cottage industries and entrepreneurs; b) professional services; c) entertainment venues and revenue-generating amenities; d) and government activities and civic uses that could help create a mixed-use, dynamic environment while enhancing quality of life for residents, workers, and employers.

## ***Scope of Work***

**Kick-off Meeting.** We will begin the work by arranging and facilitating an introductory and kick-off meeting with City of Sylvania, Poggemeyer Design Group and/or any other stakeholders that you choose to invite. The meeting will serve as a venue for discussion the project timeline, process and methodologies; and to answer any related questions that you have.

We will also discuss the downtown's history; recent store closings and openings; current trends; project objectives; and apparent impediments to drawing shoppers into the district. This discussion will help us prepare a clear statement of the problem and solidify the project objectives, and will be used to ensure that the work approach appropriately addresses these topics.

**Field Analysis.** Immediately following the kick-off meeting, we will spend at least two full days touring the City of Sylvania, the Downtown district, and competing shopping destinations in the Toledo area to observe existing land use patterns, traffic patterns, and local demographics. We may spend three or more days if necessary, and may make several visits as needed to complete other tasks detailed in this proposal.

**Regional Setting.** We will research and consider the City of Sylvania's relationships with the Toledo metropolitan area; and regional economies spanning the States of Ohio, Michigan and Indiana; and international economies with Canada. The availability (or absence) of regional amenities like hospitals, county seats, community colleges, highway linkages, airports and proximity to major metros will all be factors in the economic growth assessment.

We will include an assessment of the market's overall position within the greater region, and will determine whether the downtown is more than just a local destination for residents of the City of Sylvania. Ideally, the market can serve as a unique entertainment and shopping district that draws patrons from throughout the Greater Toledo area. However, this will depend on the results of the overall market analysis.

**Site Assessments, Location Analysis.** We will conduct a detailed tour of Downtown Sylvania and will rely on our professional judgment and experience in gauging the district's ability to attract new retailers, entertainment venues, businesses, employers and jobs. A number of market factors will be weighed in the analysis, including a) traffic counts and patterns; b) the distribution of population and growth; c) the distribution of income; d) the distribution of local businesses and

industries; and e) the locations of economic amenities (colleges, airports, county seat, industrial parks, shopping destinations, etc.).

**Existing Conditions.** The analysis of downtown Sylvania will include an assessment of existing conditions, including the apparent age, scale and character of existing uses; availability and marketability of developable land; vacancies among large facilities that could be suitable for adaptive reuse; and strategic considerations like clustering, critical mass and land use adjacencies. Related conditions like shallow building set-backs; balance of structures on both sides of the street; contiguity among buildings (versus fragmentation); scale, density and compactness will also be weighed. Planned improvements will also be considered, with credit for modern practices in traffic management; pedestrian amenities; complete streets; streetscape design; shared parking; and related improvements that are practical and can help create an enjoyable environment.

We will prepare a list of the market's Strengths, Weaknesses, Opportunities and Threats (SWOT). This will include an assessment of shopper activity in the downtown, particularly the activity level among pedestrian shoppers; patterns among vehicular parking; hours of operation; facades, windows and building maintenance; and related topics. Results will be used to help guide subsequent stages of the work; analysis of market opportunities; and identification of high-priority action items.

**Trade Area Delineation.** Based on our observations from the field work; the market's regional setting; location analysis; and existing conditions within the Downtown, we will then delineate a 50% primary trade area, plus a 70% effective trade area. These trade areas will represent the geographic area that would contribute the most shoppers, expenditures, residents and/or employees. For the housing analysis, the trade areas will represent the area from which the majority of tenant and home buyers would move.

**Demographic, Demand Analysis.** We will conduct a detailed demographic analysis for the trade area with direct comparisons to the City of Sylvania; the Toledo region; and Lucas and Wood Counties. The demographic analysis will focus on census (2010) and forecasts (2020 and 2030) for population and per capita income, which are the fundamental parameters needed to measure market demand and resident expenditure potential. Additional variables will be used to gauge household and lifestyle characteristics, including educational attainment.

**Post-Recessionary Recovery.** We will conduct an analysis of annual and monthly unemployment rates in Lucas and Wood Counties, the City of Sylvania and the City of Toledo over time, and going back to the early 1980's, with comparisons to state (Ohio, Michigan and Indiana) and national averages. Results will demonstrate the severity of the recent recession compared to prior recessions, and the slow rate of recovery that is now underway.

**Industry Sector Analysis.** We will also conduct an analysis of employment by industry sector and blue- and white-collar occupation, with a focus on retail, services, entertainment and related categories. For perspective, we will also compare the City of Sylvania with Perrysburg, Toledo, and averages for Lucas and Wood Counties. Results will indicate categories where Sylvania has an economic advantage that can be leveraged for growth, or an economic disadvantage with a gap that could be narrowed.

**Import-Export Analysis.** We will conduct an analysis of the 2007 Economic Census to gauge the net import and export of retail expenditures and business revenues between the City of Sylvania, Lucas and Wood Counties, and selected benchmark communities within the region. Results will indicate spending patterns throughout the region and will be used to gauge whether the City is exporting a disproportionate share of its resident expenditure potential, or if the market is benefiting from a good amount of visitor import.

**Supply Inventory.** We will prepare an inventory of significant retail and entertainment venues throughout the City of Sylvania with comparisons to significant shopping destinations in Toledo; and will catalog the number of existing retailers by business type. We will also weigh the market's business climate, including overall marketability of the downtown, accessibility and visibility, and amenity mix.

The supply inventory will include an assessment of stores that have closed and opened within the downtown over the past five years; and an assessment of overall trends and implications for growth, retention and recovery. We will also prepare an inventory of significant vacant retail facilities in Downtown Sylvania, and will develop top-priority recommendations for key vacancies in subsequent stages of the work.

**Retail Sector Analysis.** We will rely on our field observations supplemented by third-party vendor data (DemographicsNow, Claritas and/or PopStats) and internet research to prepare a detailed inventory of retail businesses in the Sylvania market and will cluster those businesses by business type and retail category. We will report the number of businesses by industry sector, and compare the results with benchmark counties in the region. Again, low indices for the City of Sylvania could point to opportunities; and consistent results between the various analyses can help solidify those conclusions.

**Gap and Opportunity Analysis.** Using the quantitative results from the tasks described above, we will measure the magnitude of gap in the local market among specific retail, business and entertainment categories. We will qualify the results for downtown Sylvania and identify gaps that represent the best opportunities. Not every gap in the market will necessarily translate into an opportunity for the downtown, and the results will be qualified based on a full spectrum of strategic considerations.

**Residential Analysis.** We will also conduct a top-level analysis of residential units within the Sylvania market, and will develop recommendations for the downtown and with an emphasis on diversifying the current options among housing. Ideally, there will be some market opportunity for introducing unique and modern products, specifically among apartments, condos, lofts and flats above street-front retail.

The analytic steps will include the following:

- a) Comparison of households by income bracket v. housing units by value bracket.
- b) An assessment of housing stock by age of the unit; units per building; tenure (owner v. renter occupancy; vacancy rates; and foreclosure rates.
- c) Direct market observations during the field analysis and market tours.

**Market Strategy.** We are optimistic that the downtown Sylvania can leverage its historic roots and be a destination for shopping, entertainment and cultural events, enhancing the community's unique identity with a sense of place and arrival for both residents and visitors. We will also seek evidence supporting the concept of an Art, History and Cultural District that can be leveraged to attract new patrons and businesses; and to motivate more spending in the downtown shopping district.

The strategy will weigh a number of interdependent considerations, including a) business retention; b) creating niche industries with economic gardening of entrepreneurs and cottage industries; c) smart urban planning and design elements; d) mixed-use strategies for creating a sense of place; e) critical mass and density combined with the preservation of open space; and f) best-business practices. We will describe why these are important to the future success of Downtown Sylvania and the strategy overall.

**Marketing Assessment.** We will also conduct a review of current marketing tools that the City is using to promote its downtown, and will provide a list of practical recommendations for reaching a broader audience, particularly among prospective retailers and businesses. The assessment will cover special events and amenities; way-finding and signage; websites; organizations; cross-marketing and related topics. The marketing assessment will include identification of the demographic segments that the downtown should target, and will differentiate between the resident population and visitors; between year-round and seasonal residents; and between age brackets and lifestyle characteristics. Some of this work will be conducted in tandem with the demographic and demand analyses.

**Implementation Steps.** The strategy will also describe the priority of next-steps for project implementation; describe the best approach for recruiting new businesses; and provide practical solutions for addressing any project risks or impediments. This will include identification of modern economic development tools (i.e., Community Reinvestment Areas, Enterprise Zones, TIF Districts, tax abatements, etc.) that could be used to help stimulate investment in the downtown.

**Technical Report.** We will prepare a technical report that includes appendices summarizing the analytic results and data analysis. The technical report will include 60+ pages of full-color exhibits with maps, tables, histogram and line charts, photos and other materials as needed to substantiate the work and conclusions. The technical report will also include a succinct description of the work methodology and approach.

**Narrative Report.** We will also prepare a 25+ page narrative report that summarizes the strategy recommendations, with a focus on the opportunities and Implementation Plan. We will provide you with an electronic copy of the draft report via email transmittal, and will wait about two weeks for comments before finalizing the document. The final report will also be delivered in a .pdf format via electronic (email) transmittal.

## ***Consumer, Merchant Surveys***

Within the scope of this assignment, we will also prepare two surveys, including a consumer survey; and a merchant survey. Both surveys will be customized for the City of Sylvania and will be created using an online survey tool ([www.surveymonkey.com](http://www.surveymonkey.com).) We will also create a one-page flyer or brochure that can be used by the city to advertise the survey.

Given budget constraints on this assignment, we will also ask that the City of Sylvania to proactively distribute and promote the brochure (with a link to the survey) among local associations and agencies, including: a) downtown merchants and businesses; b) members of the Sylvania Area Community Improvement Corporation; c) members of the Sylvania Area Chamber of Commerce; d) City employees; and e) members of fraternal and service organizations.

One efficient approach is to email the brochure to these groups with a direct link to the online survey. The city may also want to post the brochure on news-boards typically found in the foyers of grocery stores, libraries and other gathering places. The city could also recruit college interns or volunteers to conduct an intercept survey of shoppers along Main and Monroe Streets. Any combination of these efforts can help increase the response level and provide meaningful results.

After waiting a period of one or two months, we will use [www.surveymonkey.com](http://www.surveymonkey.com) to generate reports of the survey results, and will integrate the findings into the Downtown Market Strategy. Results will be used to qualify the results of the quantitative analysis, which was described in the previous sections of this proposal.

LandUse|USA also has the expertise, capacity and ability to complete all of the survey tasks described above; and can also conduct shopper intercept and/or phone surveys. Fees for additional professional time and direct costs are estimated in the following section of this proposal. We may still ask that the city provide email lists of contacts and members at various agencies within the community, if they are available.

## Fees and Next-Steps

For completion of comprehensive Downtown Market Strategy as described in this proposal, we anticipate completing the work in 160 hours, or roughly 4 weeks of dedicated effort over the span of about two months. At an average hourly rate of \$75, this totals \$12,000 in fees for professional time. Travel and direct costs will be waived; and total project costs will not exceed \$12,000.

Downtown Market Strategy	\$12,000.
Production Costs	waived
Travel Expenses	<u>waived</u>
TOTAL	\$12,000.

Invoice #1 – after field work	\$ 4,000.
Invoice #2 – after analysis	\$ 4,000.
Invoice #3 – after draft report	<u>\$ 4,000.</u>
TOTAL	\$12,000.

Consumer, Merchant Surveys. If we are also retained to conduct the tasks described in the previous section of this proposal, then we would anticipate additional professional time on the following: a) hand delivering surveys to individual businesses along Main and Monroe Streets; b) collecting email addresses and emailing the surveys to members of various agencies and organizations; c) making phone calls to key stakeholders inviting them to participate in the survey; d) conducting an in-person shopper intercept survey along Main and/or Monroe Streets; and e) attending a few local events or festivals and handing out the survey to patrons and attendees.

These survey steps would be designed to achieve at least 300 and ideally 600 responses to the survey. We would anticipate spending an *estimated* 80 hours of professional time; and at an average hourly rate of \$75, this would total \$6,000 in fees for professional time. We would also invoice you for direct costs, including travel and material costs not to exceed \$1,000. *These fees may be revised based on the requested scope of survey work.*

Retainer and Invoicing. A retainer is not required for us to commence work on this assignment. However, we will provide you with an invoice upon completion of the field work; and two additional invoices upon completion of the analysis and the draft report. Each invoice is payable within 30 days, and delays in receiving payment on the first invoice may result in similar but reasonable delays in completing the draft report. Each invoice will total one-third (\$4,000.) of the total project budget.



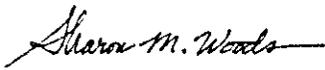
Payment on the first invoice will be payable within 45 days; and delays in payment may result in similar but reasonable delays in delivering a draft report. Payment will not be contingent upon recommendations in the Downtown Market Strategy; the economic feasibility of new retail or business growth; obligations by third parties to the City of Sylvania; or the outcome of grant application processes and/or awards.

Timing and Next Steps. With your authorization, we have the capacity to commence this project immediately and without delay. We anticipate completing the work and delivering a draft report two (2) months after commencement, which is intended to leave sufficient time for the city to distribute the merchant and consumer surveys. Assuming that commence the work with a signed proposal no later than February 6<sup>th</sup>, then we will deliver a draft report by April 3, 2012. (If we are also retained to conduct the consumer and merchant surveys, then we would add one month to the timeline for deliverables.)

### Agreements

The following agreements are for completion of the Downtown Market Strategy as described in this complete 9-page document, including preparation of consumer and merchant surveys, but; excluding distribution of those surveys to stakeholders or conducting intercept or phone surveys.

AGREED: Downtown Market Strategy (\$12,000.)

	01/12/2012
.....	.....
Sharon M. Woods, CRE	Date
Principal, CEO	
LandUse USA, LLC	

AGREED: Downtown Market Strategy (\$12,000.)

.....	.....
Signature	Date
City of Sylvania, Ohio	
.....	.....
Name (PRINT)	Title

~ End of Proposal ~



**COMPANY QUALIFICATIONS**

**Core Services**

- ❖ Market Strategies
- ❖ Feasibility Studies
- ❖ Supply-Demand Analysis
- ❖ Gap Modeling
- ❖ Highest-and-Best Use
- ❖ Site Optimization
- ❖ Market Prioritization
- ❖ Location Intelligence
- ❖ Optimal Tenant Lists
- ❖ Tenant Sales Forecasting

**Project Specialties**

- ❖ Traditional Downtown Districts
- ❖ Town Centers, Lifestyle Centers
- ❖ Waterfront Redevelopment
- ❖ Transit-Oriented Developments
- ❖ Urban Corridor Revitalization
- ❖ Resort, Tourism Destinations
- ❖ Entertainment Venues
- ❖ Mixed-Use Business Campuses

**DOWNTOWN &  
RETAIL MARKET  
STRATEGIES**



**COMMERCIAL  
FEASIBILITY STUDIES**



Feasibility Studies  
Market Analysis  
Developer Strategies



**LandUse|USA**  
(www.LandUseUSA.com)

**Public-Sector Clients**

- ❖ Downtown Development Authorities
- ❖ City and Village Managers
- ❖ County, Township Jurisdictions
- ❖ Economic Development Corporations
- ❖ Municipal Planning Departments
- ❖ State and Local Agencies
- ❖ Land Banks and Foundations

**Private-Sector Clients**

- ❖ Private Developers
- ❖ Property Owners
- ❖ Urban Planning Firms
- ❖ Landscape Architects
- ❖ Lending Institutions

Sharon M. Woods, CRE | MA | MCP  
LandUse|USA, LLC  
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**BIOGRAPHICAL PROFILE**



Our Founding Principal at LandUse|USA is Sharon M. Woods, who is a certified Counselor of Real Estate (CRE) and has over 20 years of experience in Land Use Economics and Real Estate Consulting.

Sharon has 10 years of experience as a forecaster for several Fortune 500 retail companies, including Target Corp./Dayton-Hudson; Macy's, Inc./Federated; and Sears Holdings/Kmart Corp. (as the Director of Real Estate Market Strategies.)

Sharon has been providing professional services for both private and public-sector clients since 2001. Her experience working with private-sector developers is invaluable in formulating economic growth strategies based on land use economics. And, her experience with retailers and extensive list of contacts is invaluable in recruiting merchants and entrepreneurs that help create jobs.

LandUse|USA specializes in feasibility studies, market strategies, community and economic development, urban planning, place-making and retailer recruitment. We promote the highest and best use of land supported by sound economics of supply and demand. Our work is also supported by smart urban planning, economic realities and implementation plans.

Our services are customized to represent the unique needs of municipalities and developers – with a solid appreciation for retailer, shopper and resident preferences. We often collaborate with site planners, urban planners and landscape architects to design optimal strategies that enable projects to achieve their fullest potential.

**NATIONAL AFFILIATIONS**

Counselors of Real Estate (CRE Certification)  
American Planning Association (MCP Certification)  
International Council of Shopping Centers (ICSC)  
Association of American Geographers (AAG)  
Assoc. of Market Research Professionals (AMRP)  
National Trust for Historic Preservation (NTHP)

**MICHIGAN AFFILIATIONS**

Community Economic Dev. Assoc. (CEDAM)  
Michigan Downtown Association (MDA)  
Michigan Municipal League (MML)  
Michigan Association of Planning (MAP)  
Lansing Economic Area Partnership (LEAP)  
Clinton County Economic Alliance (CCEA)

**TENURE W/ FORTUNE 500 RETAILERS**

Sears Holdings; Kmart Corp.  
Real Estate Market Strategies  
2000 – 2001; Director



Macy's, Inc.; Federated Dept. Stores  
Market Research and Analysis  
1993 – 2000; Senior Manager



Target Corp.; Dayton-Hudson Corp.  
Area Research, Site Analysis  
1990 – 1993; Senior Analyst



**ADVANCED EDUCATION**

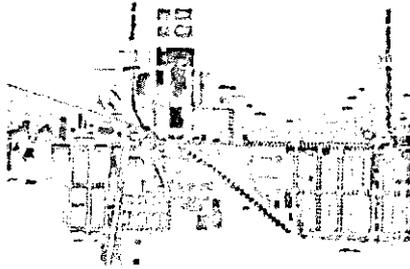
Miami University of Ohio  
Master's Degree (MA) – 1990; Summa Cum Laude  
Urban Planning and Applied Geography

University of Wisconsin  
Bachelor's Degree (BA) – 1988  
Urban Planning and Applied Geography  
Minor in Mathematics

Sharon M. Woods, CRE  
Principal, LandUse|USA



### Dorr Street Corridor Vision Toledo, Ohio



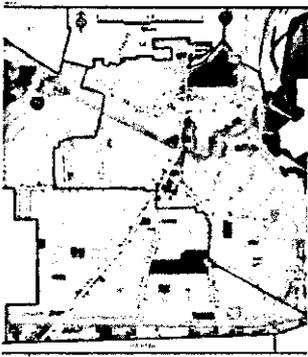
In 2008, Sharon developed a market strategy that focused on the City's Dorrr Street corridor, with recommendations for three unique districts: a) a gateway into

downtown Toledo; b) the focal point and heart of the corridor; and c) a University of Toledo campus town with new retail and improved pedestrian linkages.

The Plan Online: <http://www.utoledo.edu/offices/president/docs/dorrstreetvision.pdf>

*Primary Client:* The City of Toledo, Ohio  
*Planners:* Paul Hollenbeck; The Collaborative  
*Planners:* Randy Mielnik; Poggemeyer  
*Project Engineer:* Todd Dickerson; Mannik & Smith  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Commercial Corridors Market Strategy Old Brooklyn (Cleveland), Ohio



In 2008, Sharon developed a market strategy that guided a new master plan bridging Cleveland's Old Brooklyn and Brooklyn Centre Neighborhoods; and developed mixed-use recommendations for commercial corridors throughout the study area. The Strategy Online: [http://www.oldbrooklyn.com/marketstrategy08June\\_TechRpt.pdf](http://www.oldbrooklyn.com/marketstrategy08June_TechRpt.pdf)

and the Plan:  
<http://planning.co.cuyahoga.oh.us/oldbrooklyn/>

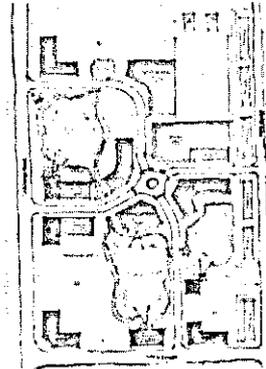
*Primary Client:* Tom Collins; Community Dev. Corp.  
*Planners:* Kristin Hopkins, Cuyahoga Co. Plng. Comm.  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Corridor Market Strategy Village of Orland Park (Chicago), Illinois

In 2008, Sharon developed a market strategy for the LaGrange Road corridor in Orland Park that focused on new retail recruitments to reinforce connections between Orland Square Shopping Center and the I-80 corridor. She emphasized a regional strategy with neighboring Tinley Park and New Lenox and assisted Vandewalle in designing a new lifestyle center in the Village. News Article:

[http://2.theregionalnews.com/atf.php?sid=10890&current\\_edition=2008-08-21](http://2.theregionalnews.com/atf.php?sid=10890&current_edition=2008-08-21)

*Primary Client:* Karie Frilling, Village of Orland Park  
*Planners:* Scott Harrington; Vandewalle & Associates  
*Strategist:* Sharon Woods-Vokes, Anderson (AEG)



### Corridor Business Retention Strategy City of Columbia, Missouri

In 2004, Sharon Woods developed a business retention strategy for a 5-mile segment of the City of Columbia's I-70 corridor during a major Mo-DOT highway expansion project from St. Louis to Kansas City. Sharon forecast the

impact on business sales, jobs and property values; and identified viable development projects that would enable businesses to relocate. Results were used by the City to help mitigate negative impacts from the project.

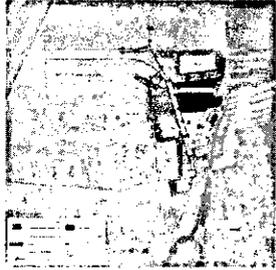
*Primary Client:* City of Columbia, Missouri  
*Economists:* Glen Weisbrod, EDR Group  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)



Sharon M. Woods, CRE  
Principal, LandUse|USA



### Downtown Waterfront Strategy City of Gibraltar, Michigan



Gibraltar is one of Greater Detroit's unique "Downriver" communities and benefits from nearly 5 miles of waterfront property with private homes and industry focused around a dated but important marina.

Based on result of her market analysis conducted in 2008, Sharon recommended that Gibraltar focus on four development catalysts, including development of a boutique hotel with entertainment and retail on the ground floor; a mixed-use development with general merchandise and sporting goods; a cornerstone retail project that included a mixture of uses; and new townhouses.

*Primary Client:* Mark Kibby, City Admin., DDA Director  
*Professional Planners:* Patrick Doher, JJR/SmithGroup  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

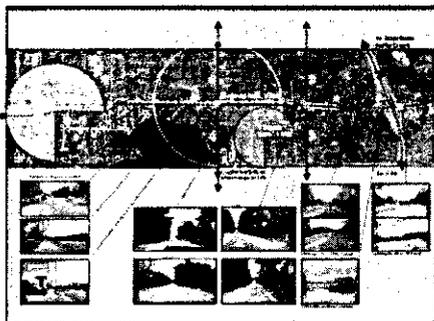
### Mixed-Use Strategy; Corridor Redevelopment Village of Ashwaubenon (Green Bay), Wisconsin

In 2005, Sharon developed a strategy for redevelopment of a large commercial district between Lambeau Field, the Resch Center and Bay Park Square Mall in Ashwaubenon. The project was complicated by the fact that Lambeau Field is actually in neighboring jurisdiction of Green Bay, and by the large number of property owners vested in the project. Sharon's recommendations guided plans for a mixed-use development targeting visitors while also serving the wants and needs of local residents.



*Primary Client:* Steve Kubacki, Village of Ashwaubenon  
*Planners:* Brian Vandewalle, Vandewalle & Assoc.  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Corridor Redevelopment Strategy City of Battle Creek, Michigan



In 2008, Sharon developed a mixed-use redevelopment strategy for the Columbia Avenue corridor in Battle Creek and addressed its declining image, lack of identity, high

vacancy rate and obsolescence, fragmentation and commercial sprawl. Based on the results of a detailed analysis, she recommended redevelopment of a lake front marina; addition of lake-breeze condominiums; repositioning of key anchors at the Columbia and Capital Avenue intersection; and redevelopment of Battle Creek Plaza.

*Client:* George Bratcher, Kalamazoo Unlimited  
*Planners:* Randy Mielnik, Poggemeyer Design Group  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Retail Corridor Market Strategy Ponce De Leon Avenue; Santurce; Puerto Rico



LandUse|USA works throughout the United States and from Alaska to Puerto Rico. To demonstrate our wide geographic expertise, this work sample summarizes a mixed-use development strategy for the complex, two-mile long corridor of Ponce De Leone Avenue in Santurce, Puerto Rico. Strategy recommendations developed by Sharon are visually summarized in the exhibit above.

*Client:* Antonio Sosa Pascual; Executive Director  
Commerce Development Administration  
*Building Architects:* Héctor Arce Arquitectos  
*Strategist:* Sharon Vokes-Woods, Gibbs Plng. Group

Sharon M. Woods, CRE  
Principal, LandUse|USA



**Downtown Waterfront Market Strategy**  
City of St. Clair, Michigan

In 2006, the City of St. Clair and its DDA commissioned a Retail Market Strategy to determine the market potential and identify economic catalysts that would help generate support for its downtown, and particularly Riverview Plaza. Sharon M. Woods determined that the market already has a favorable opportunity for retail development beyond its current status, but emphasized that private-public collaboration would be crucial to the project's long-term success.

The strategy identified specific recommendations for each tenant space in the existing plaza (see diagram below) and a need to: a) reposition business in a dated retail plaza; b) recruit an additional anchor store for the same plaza; c) add several quality restaurants to enhance its regional draw; d) focus small tenants on discovery types of retail that appeal to both residents and visitors; and e) improve amenities along the riverfront to draw more visitors.



*Recommended: Quality Restaurants; Niche Retail*

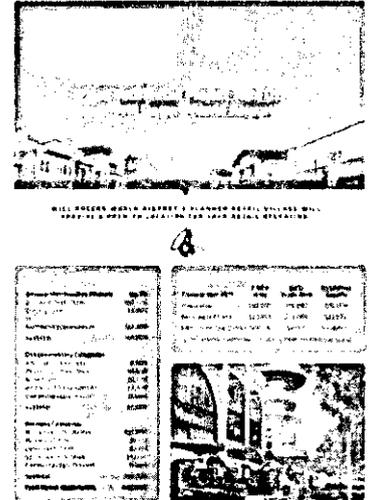
In creating a unique shopping environment with a green grocer and riverside bistro, the plaza will become a more viable location for other types of discovery retail, like books, games, sporting goods, hobby and craft, and other basics that can meet the needs of both resident shoppers and visitors.

*In 2011, LandUse|USA and Sharon M. Woods have been retained by the City as advisors to LSL Planning and Rowe PCS, and are involved in the team development of the project master plan.*

*Primary Client: Dan Lockwood; City of St. Clair, DDA  
Current Planners: LSL Planning and Rowe PCS  
Strategist: Sharon Woods, LandUse|USA*

**Retail and Mixed-Use Market Strategy**  
City of Oklahoma City, Oklahoma

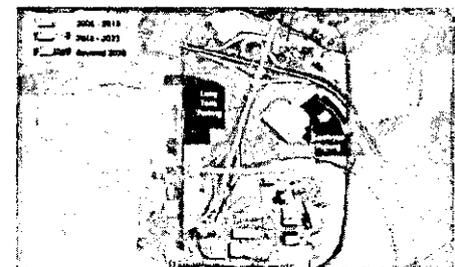
In spring 2011, LandUse|USA finalized an in-depth land use strategy for the Will Rogers World Airport in Oklahoma City. We collaborated with professional aviation planners on development of a Master Plan for the project, with a mix of direct aviation, distribution, office and retail uses. After completion of the strategy, we were also retained by the airport to develop a Marketing Strategy, which is currently underway and will be completed in July 2011.



*Client: Oklahoma City; Will Rogers Airport Board  
Aviation Planners: Tracy Thompson, Leigh|Fisher  
Strategist: Sharon M. Woods, LandUse|USA*

**Mixed-Use Market Strategy**  
Cincinnati-Northern Kentucky Int'l Airport

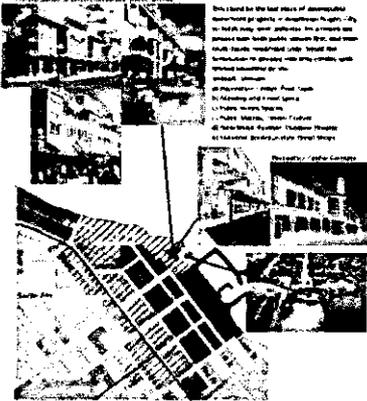
In February 2011, Sharon finalized a draft study for the Cincinnati-Northern Kentucky Int'l. Airport and presented the results to the airport board in March 2011.



The analysis of over 600 unique NAICS codes revealed opportunity for a small business campus at the airport entrance with direct highway exposure; plus enough retail to support a 650,000 square foot open-air town center, although highly dependent on shopper import.

*Primary Client: Kenton County, Kentucky Airport Board  
Aviation Planners: Tracy Thompson, Leigh|Fisher  
Strategist: Sharon M. Woods, LandUse|USA*

**Economic Growth Strategy  
Rogers City, Michigan**



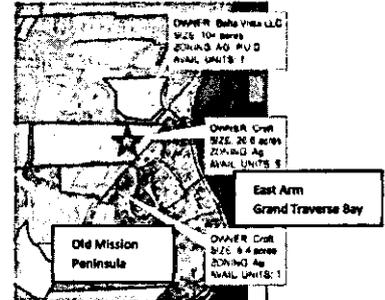
In 2010, LandUse|USA developed a Downtown and Economic Growth Strategy for Rogers City that focused on job creation, merchant recruitment, intercepting sales leakage, and leveraging lakefront amenities. Strategic advice was also provided regarding the optimal location for the City's

Farmers' Market, specifically regarding public policy on the use of City-owned parking fields.

*Primary Client:* Mark Slown; City Administrator  
*Planning Advisors:* Carmine Avantini, LSL Planning

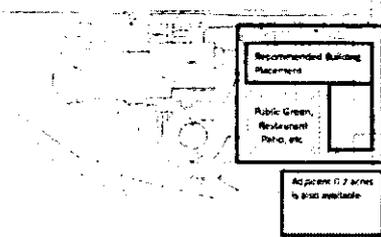
**Mixed-Use Market Strategy  
Old Mission Peninsula, Michigan**

In 2006, Sharon M. Woods developed an optimal development strategy for three unique parcels in the region's Middle Peninsula, also known as Old Mission Peninsula. She explained how a reasonable amount of new retail and professional space on Old Mission Peninsula can translate into benefits it is clustered together rather than scattered in a fragmented fashion. She also recommended that Rock Management and Peninsula Township work together to strive for retail and business synergies and critical mass at one location; while reserving waterfront properties for residential units.



*Primary Client:* Rick Wilson, Rock Management Group  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

**Riverview Apartments – Market Strategy  
Traverse City, Michigan**



In 2010, LandUse|USA was retained to conduct a residential feasibility study for redevelopment of the existing Riverview Apartments, which anchors the west end of

Downtown Traverse City. The project vision involves a high-rise apartment building that could be up to 10 stories above grade; topping a two-level under-ground parking structure. Based on the analytic results, it presents an opportunity to embrace diversity by appealing to a mix of income groups and demographic profiles. The ideal project would also include a mix of street-level commercial space.

*Primary Client:* Traverse City Housing Commission  
*Prospective Developer:* Timothy Hovey, Gryphon Group  
*Strategist:* Sharon M. Woods, LandUse|USA

**Timber Shores – Residential Market Strategy  
Leelanau Peninsula, Michigan**

In 2005, Sharon updated a market strategy for a 400 acre parcel on Leelanau Peninsula. The PUD called for detached single family homes and attached condominiums. The optimal strategy calls for a



unique product mix with a specific number of sustainable housing units, target absorption rates, unit and community amenities, and related strategic considerations. The study results were used to obtain approval from the Township, and ground breaking commenced shortly after the report was released.

*Developer:* Fred Gordon, Gordon Properties Mngmt.  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Residential Market Strategy City of Midland, MI



In 2007, Sharon Woods developed a residential market strategy for the City of Midland that is designed to leverage the Dow Diamond baseball stadium and Tittabawassee River. Sharon recommended that a key waterfront project focus on

multi-family units with a format that is clearly unique to the market, plus a small amount of seasonal retail.

The project will revitalize a neighborhood adjacent to the stadium with infill single-family homes that meet the character and style of adjacent units while offering modern choices in amenities, utilities, room sizes and garages. The opportunity is sustainable even during the tough economic recession given the project's location adjacent the popular stadium and a public square.

*Primary Client:* DDA, City of Midland, Michigan  
*Planners:* John Jackson, Hamilton-Anderson  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Market-Wide Housing Strategy Village of Downers Grove (Chicago), Illinois

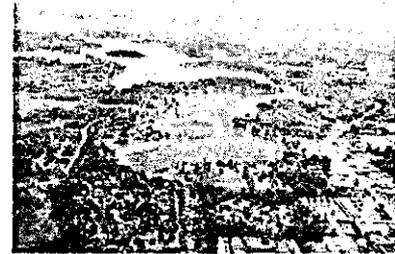


In 2008, Sharon developed a market-wide strategy for affluent Downers Grove Village (Chicago) that focused on transitioning neighborhoods where small homes are being

demolished and parcels combined for larger estates. The Village was concerned that the market would become unattainable for working families that fill many service-related jobs. Sharon developed a strategy for preserving neighborhood character while diversifying the housing mix with overlay zones; and rezoning key parcels for moderate housing.

*Client:* Tom Dabareiner, Comm. Dev., Downers Grove  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

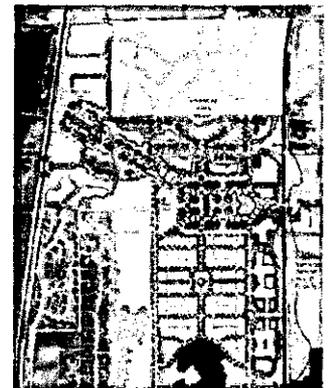
### Residential Market Strategy Lake Fenton, MI



In 2005 Sharon M. Woods tested the market for a new housing development at the northeast edge of Lake Fenton. She recommended quality formats and modern amenities that would meet the expectations of savvy home buyers and support high quality standards established by the existing market. The developer had hoped that the study would reveal opportunity to test his model of moderate products. Based on our recommendations, he agreed to test his model somewhere else and later confided that we saved him from making a mistake.

*Primary Client:* BVM Development; The Building Co.  
*Planning Advisor:* Carmine Avantini, LSL Panning  
*Strategist:* Sharon Vokes-Woods, Anderson (AEG)

### Transit-Oriented Town Center Strategy Village of Prairie Grove (Chicago), Illinois



In 2010, Sharon developed of a mixed-use strategy and plan for a transit-oriented development (TOD) that will pivot around a new transit station. We conducted a detailed market analysis to test for the long-term opportunity in retail, entertainment venues, office space and housing units. Analytic results were favorable and used to formulate a strategy for a mixed-use project that also reflects the Village's unique identity and character.

*Primary Client:* Jeannine Smith, Village Administrator  
*Professional Planners:* Kon Savoy, Teska Associates  
*Strategist:* Sharon M. Woods, LandUse|USA

Sharon M. Woods, CRE  
Principal, LandUse|USA



### Highway Corridor Strategy City of Merrill (Wausau), Wisconsin



In 2010, Sharon Woods developed an economic growth strategy for Merrill's Hwy. 51 corridor, and results included a building yield plan with strategies for

a) collaboration with

neighboring townships; b) recruiting new retailers and developers; c) retaining downtown businesses; d) improving connections between Hwy. 51 and the downtown; and f) improving infrastructure.

Sharon also served as a liaison between the city and neighboring Town of Pine River, and brought the two jurisdictions together to effectively resolve conflicts over a proposed boundary agreement.

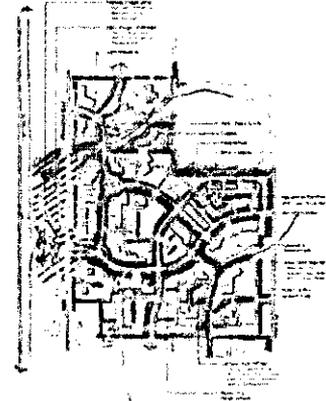
*Primary Client:* Tony Chladek, City Administrator  
*Engineering Advisors:* One Source Consulting, Inc.  
*Strategist:* Sharon M. Woods, LandUse|USA

### Economic Growth Strategy City of Coldwater, MI

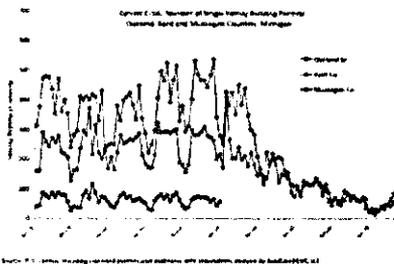
In 2010 LandUse|USA worked with the City of Coldwater on a strategy for 155 acres of land along I-69. We proved the concept of a business campus to be viable if it offers amenities to compensate for the market's lack of an international airport and college. We also identified a number of niche industries to pursue, including agricultural product innovations;

advanced engineering research for agricultural biotechnology; and biotechnology research and innovation with an emphasis on agriculture. The results of our analysis have guided the planning process and are part of a recent submittal for EDA grant funds in 2011.

*Primary Client:* Paul Beckhusen, BPU Director  
*Planners:* Randy Mielnik, Poggemeyer Design Group  
*Strategist:* Sharon M. Woods, LandUse|USA



### Downtown Market Strategy Village of Ravenna, Michigan



In 2009 and during the toughest part of the recent recession, LandUse|USA conducted a detailed retail supply-demand study for the Village of Ravenna and developed a strategy to

help fill its downtown vacancies and prioritize redevelopment projects. The strategy emphasized a realignment of existing restaurants, plus recruitment of independent boutique businesses to leverage traffic to existing shops – particularly to the Fantabulous Fudge Company.

*Primary Client:* Phil Anis, DDA Vice-Chairman  
*Planning Advisors:* Carmine Avantini, LSL Planning

### Corridor Market Strategy City of Wyoming (Grand Rapids), MI

In 2010, Sharon developed a mixed-use market strategy for the City of Wyoming's Turn on 28<sup>th</sup> SubArea Plan.

The strategy calls for major redevelopment of obsolete strip centers in an urban location within half a mile of the market's busiest highway. Sharon has worked closely with the team to guide the placement of anchor footprints in the conceptual plan.

*Primary Clients:* Tim Cochran, Wyoming Planning Dept.  
*Professional Planners:* Mark Miller, Nederveld Assoc.  
*Strategist:* Sharon M. Woods, LandUse|USA



5c

**ORDINANCE NO. 9 -2012**

**AUTHORIZING THE MAYOR AND DIRECTOR OF FINANCE TO ACCEPT THE PROPOSAL OF LANDUSE USA, LLC TO DEVELOP A DOWNTOWN MARKET STRATEGY; APPROPRIATING FUNDS THEREFORE IN AN AMOUNT NOT TO EXCEED \$12,000; AND DECLARING AN EMERGENCY.**

WHEREAS, since 2006, the City has been working with JJR to improve the Gateway and the downtown into the City of Sylvania; and,

WHEREAS, Ordinance No. 111-2009, passed October 19, 2009, authorized the Mayor and Director of Finance to enter into an Offer to Purchase the property located at 6465, 6461 and 6457 Monroe Street and the City acquired the property on December 15, 2009; and,

WHEREAS, Ordinance No. 16-2010, passed March 1, 2010, authorized the Mayor and Director of Finance to accept the proposal of JJR, LLC to provide professional planning services for the SOMO District and appropriated \$10,000 for said services; and,

WHEREAS, Ordinance No. 95-2010, passed November 1, 2010, authorized the Mayor and Director of Finance to accept the proposal of Boulevard Strategies to provide a downtown retail market study in an amount not to exceed \$15,000; and,

WHEREAS, the Economic Development Director has received a proposal from LandUse USA, LLC dated January 12, 2012 which proposal is in the amount of \$12,000 to prepare a Downtown Market Strategy Study; and,

WHEREAS, the study would develop a strategy to include the economic assessment of the downtown area, identify retail gaps and opportunities based on the economics of supply and demand, assess the economic viability of an Art, History and Culture District along Main Street between Maplewood and Erie, identify the highest and best uses for available and underutilized

land in the downtown, identify optimal locations for new retailers within the downtown district, and develop a strategy for retaining and optimizing the success of existing downtown businesses through effective location strategies, category diversification and best business practices.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Sylvania, Lucas County, Ohio, \_\_\_\_\_ members elected thereto concurring:

SECTION 1. That the Mayor and the Director of Finance be, and they hereby are, authorized to sign the proposal of LandUse USA, LLC on behalf of this City, thereby indicating such approval and acceptance for the downtown market strategy study.

SECTION 2. That to provide funds for said services hereby authorized, there is hereby allocated from the **CAPITAL IMPROVEMENT FUND** from funds therein not heretofore allocated to **Account No. 401-7750-53556 – South of Monroe Street Project**, an amount not to exceed Twelve Thousand Dollars (\$12,000.00).

SECTION 3. It is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements including Section 121.22 of the Ohio Revised Code.

SECTION 4. That the Clerk of Council is hereby directed to post a copy of this Ordinance in the Office of the Clerk of Council in the Municipal Building pursuant to ARTICLE III, Section 12, of the Charter of this City.

SECTION 5. That this Ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety, property and welfare and for the further reason that proposal for said professional services should be approved immediately so that the downtown market strategy study can proceed at the earliest possible time. Provided this Ordinance receives the affirmative vote of five (5) or more members elected to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, it shall take effect and be in force thirty (30) days after it is approved by the Mayor or as otherwise provided by the Charter.

Vote dispensing with the second and third readings:            Yeas \_\_\_\_\_    Nays \_\_\_\_\_

Passed, \_\_\_\_\_, 2012, as an emergency measure.

\_\_\_\_\_  
President of Council

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
Director of Law

APPROVED:

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Date

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**ORDINANCE NO. 10 -2012**

**AUTHORIZING THE MAYOR AND DIRECTOR OF FINANCE TO ENTER INTO AN AGREEMENT, ON BEHALF OF THE CITY OF SYLVANIA, OHIO, WITH THE BOARD OF LUCAS COUNTY COMMISSIONERS, FOR THE PROVISION OF PUBLIC DEFENDER SERVICES TO THE SYLVANIA MUNICIPAL COURT FOR THE YEAR 2012; AND DECLARING AN EMERGENCY.**

WHEREAS, the Board of Lucas County Commissioners created a public defender commission to contract for public defender services for the legal representation of indigent persons; and,

WHEREAS, the City of Sylvania desires to be included within the plan for appointment of counsel in the Sylvania Municipal Court; and,

WHEREAS, Ordinance No. 82-2005, passed December 19, 2005, authorized the Mayor and Director of Finance to enter into an Agreement with the Board of Lucas County Commissioners for providing public defender services to the Sylvania Municipal Court for the year 2006 at a cost of Twenty-Eight Thousand Dollars (\$28,000.00); and,

WHEREAS, Ordinance No. 32-2008, passed April 7, 2008, authorized the Mayor and Director of Finance to enter into an Agreement with the Board of Lucas County Commissioners for the provision of public defender services to the Sylvania Municipal Court for the years 2007 and 2008 at a cost of Forty-Two Thousand Fifty Dollars (\$42,050.00) per year; and,

WHEREAS, Ordinance No. 101-2009, passed October 5, 2009, authorized the Mayor and Director of Finance to enter into an Agreement with the Board of Lucas County Commissioners for the provision of public defender services to the Sylvania Municipal Court for the year 2009 at a cost of Forty-Two Thousand Fifty Dollars (\$42,050.00); and,

WHEREAS, Ordinance No. 114-2009, passed November 2, 2009, authorized the Mayor and Director of Finance to enter into an Agreement with the Board of Lucas County

Commissioners for the provision of public defender services to the Sylvania Municipal Court for the year 2010 at a cost of Forty-Two Thousand Fifty Dollars (\$42,050.00); and,

WHEREAS, Ordinance No. 6-2011, passed February 7, 2011, authorized the Mayor and Director of Finance to enter into an Agreement with the Board of Lucas County Commissioners for the provision of public defender services to the Sylvania Municipal Court for the year 2011 at a cost of Forty-Six Thousand Six Hundred Sixty-Five Dollars (\$46,665.00); and,

WHEREAS, the Director of Law has received the proposed Agreement with the Board of Lucas County Commissioners for the provision of Public Defender services to the Sylvania Municipal Court for the year 2012; and,

WHEREAS, the proposed Agreement provides that the City will pay \$46,665 for public defender services for 2012, which represents no increase over 2011.

NOW, THEREFORE BE IT ORDAINED by the Council of the City of Sylvania, Lucas County, Ohio, \_\_\_\_\_ members elected thereto concurring:

SECTION 1. That the Mayor and Director of Finance be, and they hereby are authorized to enter into an Agreement with the Board of Lucas County Commissioners, in the form and substance of "Exhibit A" this Council hereby agreeing to appropriate the necessary funds for payment required under said Agreement.

SECTION 2. It is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this council, and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 3. That the Clerk of Council is hereby directed to post a copy of this Ordinance in the Office of the Clerk of Council in the Municipal Building pursuant to ARTICLE III, Section 12, of the Charter of this City.

SECTION 4. That this Ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety, property and welfare and for the further reason that the Agreement should be authorized immediately so that defendants appearing in Sylvania Municipal Court can continue to receive Public Defender services. Provided this Ordinance receives the affirmative vote of five (5) or more members

elected to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, it shall take effect and be in force thirty (30) days after it is approved by the Mayor or as otherwise provided by the Charter.

Vote dispensing with the second and third readings:      Yeas \_\_\_\_\_ Nays \_\_\_\_\_

Passed, \_\_\_\_\_, 2012, as an emergency measure.

\_\_\_\_\_  
President of Council

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
Director of Law

APPROVED:

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Date

## AGREEMENT

This Agreement is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the Lucas County Public Defender Commission and the City of Sylvania.

**WHEREAS**, the Board of Lucas County Commissioners (hereinafter referred to as “the County”) has created a Public Defender Commission pursuant to Ohio Revised Code Section 120.13; and

**WHEREAS**, the County Public Defender Commission, pursuant to Sections 120.04 and 120.13 of the Ohio Revised Code, may contract for public defender services for the legal representation of indigent persons; and

**WHEREAS**, the City of Sylvania desires the services of the Lucas County Public Defender for every Monday-8: 30am - 12:30pm with 1 contract attorney and 4 interns, and Wednesday-8: 30am - 4:30pm, with 1 staff attorney and 1 contract attorney and 4 interns.

**NOW, THEREFORE, IT IS HEREBY AGREED:**

1. That this contract will be in effect from January 1, 2012 to December 31, 2012.
2. The City of Sylvania will pay the Board of Commissioners Forty-Six Thousand Six Hundred Sixty Five and 00/100 Dollars (\$46,665) for 2012. The City of Sylvania shall deposit with Lucas County in June, 2012 one-half (1/2) of the annual contracted amount and will pay twenty-five percent (25%) of the annual amount on September 1, 2012 and November 1, 2012 to cover the necessary expenses and cost of counsel to represent indigents charged with violations of municipal ordinances of the City of

Sylvania, which could result in the indigent's loss of liberty upon conviction.

3. The Lucas County Public Defender Commission (LCPDC) agrees that it will require the Public Defender to furnish, upon request, to the City, on a quarterly basis, a list of criminal charges filed. Said list shall include the name of the indigent for whom representation was provided, the violation or violations with which the indigent had been charged, and the Municipal Court case number of said charge.

4. The LCPDC, at the City's request, agrees to review with the City, Public Defender operations and budget.

5. It is further agreed that the contract shall be reviewed each year after July 1 and after October 1 in light of any standards that may be imposed by the State Public Defender Commission and to determine whether the advances called for under the contract are sufficient or insufficient for the purposes intended.

6. The City of Sylvania and the Judge of the Sylvania Municipal Court agrees to coordinate Public Defender days for the Sylvania Municipal Court with the Executive Director of the Toledo Legal Aid Society and the Judges of the Maumee and Oregon Municipal Courts.

7. The Sylvania Municipal Court agrees to furnish the LCPDC its latest completed annual report with a breakdown of cases by jurisdiction, which may be used as a factor for future public defender contracts.

8. All reimbursement to the City of Sylvania from the Lucas County Commissioners shall be pursuant to the provisions under the Ohio Revised Code and

the percentage established by the State Public Defender's Office.

9. Reimbursement by the City of Sylvania for representation of such indigent persons may be by a contractual amount or a fee schedule, however, in either event such reimbursement shall not exceed the fee schedule in effect and adopted by the Lucas County Commissioners.

10. This Agreement shall provide for conformity with the standards of indigency and other rules and standards established by the Ohio public defender commission and the state public defender.

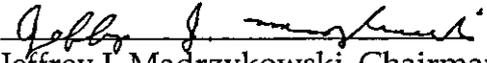
**CITY OF SYLVANIA, OHIO**

By \_\_\_\_\_  
Mayor

By \_\_\_\_\_  
Director of Finance

By \_\_\_\_\_  
Director of Law

**LUCAS COUNTY PUBLIC  
DEFENDER COMMISSION**

  
Jeffrey J. Madrzykowski, Chairman  
On behalf of the entire Lucas  
County Public Defender Commission  
By Resolution

**APPROVED BY THE BOARD OF  
COUNTY COMMISSIONERS,  
LUCAS COUNTY, OHIO**

Resolution Number 11-1065

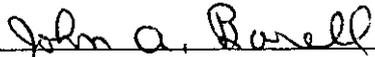
Adopted 12/13/11

**APPROVED AS TO FORM BY  
STATE OF OHIO  
PUBLIC DEFENDER COMMISSION**

By \_\_\_\_\_

Date \_\_\_\_\_

APPROVED AS TO FORM:  
Julia R. Bates, Prosecuting Attorney

By:   
Assistant Prosecuting Attorney

Date: 12/13/11

**ORDINANCE NO. 11 -2012**

**CONFIRMING AND AMENDING ORDINANCE NO. 8-2012 BY MAKING CERTAIN POSITION AND COMPENSATION PAY PLAN CHANGES, MAKING CERTAIN SALARY, WAGE AND OTHER SERVICE COMPENSATION ADJUSTMENTS TO THE CODIFIED ORDINANCES OF SYLVANIA, 1979, AS AMENDED, BY PROVIDING FOR A ONE-TIME LUMP SUM PAYMENT OF \$450 TO BE PAID ON THE FIRST FULL PAY PERIOD OF 2012 TO ALL FULL-TIME, NON-UNION CITY EMPLOYEES AND COURT EMPLOYEES WHOSE POSITIONS ARE INCLUDED IN THE LIST OF OCCUPATIONAL TITLES OF SECTION 139.02(a) OF THE CODIFIED ORDINANCES OF SYLVANIA WHICH INCREASE IS REFLECTED IN THE ANNUAL WAGE RATE SCHEDULE 4 OF SECTION 139.10(D) OF THE SYLVANIA CODIFIED ORDINANCES; AND DECLARING AN EMERGENCY.**

WHEREAS, Ordinance No. 8-2012 was passed on January 3, 2012 to provide for a \$450 one-time lump sum payment to all full-time, non-union City employees and Court employees whose positions are included on the List of Occupational Titles set forth in Section 139.02(a) of the Codified Ordinances of Sylvania; and,

WHEREAS, this one-time lump sum payment should be paid to only full-time, non-union City employees and Court employees whose positions are included on the List of Occupational Titles set forth in Section 139.02(a) of the Codified Ordinances of Sylvania; and,

WHEREAS, Exhibit A to Ordinance No. 8-2012 failed to include the position of Courtroom Officer which was added to Section 139.02(a) by Ordinance No. 62-2011, passed June 20, 2011, which position should have been included on the Exhibit as being entitled to the lump-sum payment.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Sylvania, Lucas County, Ohio, \_\_\_\_\_ members elected thereto concurring:

SECTION 1. That a one-time lump sum payment of \$450 be made on the first full pay period of 2012 to all full-time, non-union City employees and Court employees whose positions are included in the List of Occupational Titles of Section 139.02(a) of the Codified Ordinances of Sylvania.

SECTION 2. That Section 139.02 of the Codified Ordinances of Sylvania, 1979, as amended, be and it is, hereby further amended to read as set forth on the attached "Exhibit A" effective retroactively on and after January 1, 2012.

SECTION 3. It is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this

Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements including Section 121.22 of the Ohio Revised Code.

SECTION 4. That the Clerk of Council is hereby directed to post a copy of this Ordinance in the Office of the Clerk of Council in the Municipal Building pursuant to ARTICLE III, Section 12, of the Charter of this City.

SECTION 5. That this Ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety, property and welfare and for the further reason that the pay increases should be provided for immediately. Provided this Ordinance receives the affirmative vote of five (5) or more members elected to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, it shall take effect and be in force thirty (30) days after it is approved by the Mayor or as otherwise provided by this Charter.

Vote dispensing with the second and third readings:      Yeas \_\_\_\_\_      Nays \_\_\_\_\_

Passed, \_\_\_\_\_, 2012, as an emergency measure.

\_\_\_\_\_  
President of Council

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
Director of Law

APPROVED:

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Date

139.02 CONTENT AND COVERAGE OF THE COMPENSATION PLAN.

(a) Classes in the Plan. The Classification Plan shall consist of the classes listed in this section, with such changes from time to time as may be recommended by the Treasurer and approved by Council. All positions in each class shall be compensated in accordance with the class grade for each class as shown in this section and at the rates of pay for each class grade as set forth in Section 139.03. The salary rates as established for each class grade shall be the compensation for work of salaried employees on a normal full-time schedule not to exceed the number of hours per week shown in this section for the respective groups of classes. (Ord. 30-2006. Passed 4-3-06.)

LIST OF OCCUPATIONAL TITLES

<u>CLASS CODE</u>	<u>CLASS GRADE</u>	<u>CLASS TITLE</u>
100	Clerical, Administrative and Fiscal Group (40H/W)	
101	5	Clerk Typist
102	7	Junior Account Clerk
103	11	Senior Account Clerk
104	12	Secretary I
105	12	Secretary II
106	15	Administrative Assistant to the Mayor
107	15	Administrative Secretary/ Zoning
108	15	Administrative Secretary/ Service
109	15	Administrative Secretary/ Safety
110	15	Administrative Secretary/ Personnel
111	9	Deputy Bailiff
112	15	Bailiff
113	8	Deputy Clerk of Courts I
114	9	Deputy Clerk of Courts II
116	10	Deputy Clerk of Courts III
117	15	Chief Deputy Clerk of Courts
119	12	Deputy Clerk of Courts IV
120	17	Clerk of Council
121	13	Tax Specialist
122	13	Criminal Division Head
124	15	Administrative Assistant-Tax
125	13	Deputy Clerk of Courts V
126	12	Assistant Probation Officer
127	15	Chief Probation Officer
128	9	Court Security Officer
129	15	Courtroom Officer

\* \* \* \*

(Ord. \_\_\_\_\_-2012. Passed \_\_\_\_\_-2012.)

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## Board of Architectural Review

Minutes of the regular meeting of January 11, 2012. Mr. Lindsley called the meeting to order.

Members present: Read Backus, Ken Marciniak, Thomas Lindsley, Mayor Craig Stough, (4) present. Mr. Robert Oberly present.

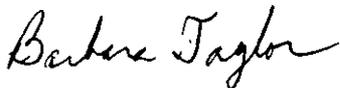
Dr. Backus moved, Mr. Marciniak seconded to approve the Minutes of the November 16, 2011, meeting as submitted. Vote being: Stough, Marciniak, Lindsley, Backus (4) aye; (0) nay. Motion passed by a 4 to 0 vote.

Item 3 - Regulated Sign - app. no. 1-2012 requested by Anchor Sign, Inc. for Weight Watchers, 7611 W. Sylvania Avenue, Sylvania. Dr. Backus said he could not determine which area Weight Watchers is moving into, the sign is necessary. Mr. Oberly mentioned that they are taking over half of the suite that the veterinarian had and the sign conforms to the sign code. Mr. Marciniak moved, Mayor Stough seconded to grant a Certificate of Appropriateness for app. no. 1-2012 for the new wall sign for Weight Watchers, 7611 W. Sylvania Avenue, as depicted on the drawing. Vote being: Lindsley, Backus, Marciniak, Stough (4) aye; (0) nay. Motion passed by a 4 to 0 vote.

Item 4 Regulated Sign - app. no. 2-2012 requested by Greg Cook for Papa G. Pizza 'n Grill, 5127 Main Street, Sylvania. Mr. Greg Cook present. Mr. Cook explained that they are taking over the existing pizza location at Southbriar. They will have their grand reopening on Thursday, January 19. They will be opening for lunch and they have beer and wine. The two side panels on the sign are changed for the new name and the center panel will be the same. They will be replacing the picture of Jim, and they are having a contest for high school art class to design a new logo. The sign will be the same color scheme and the same size as the old sign. Mayor Stough mentioned that the city is hoping the owners will update Southbriar and that may include updating signs. Mr. Marciniak moved, Dr. Backus seconded to give a Certificate of Appropriateness for the replacement panels in the existing sign for Papa G Pizza 'n Grill, 5127 Main Street, as shown on the drawing submitted with app. no. 2-2012. Vote being: Marciniak, Stough, Backus, Lindsley (4) aye; (0) nay. Motion passed by a 4 to 0 vote.

Dr. Backus moved, Mr. Marciniak seconded to adjourn the meeting. All present voted aye. Meeting adjourned.

Submitted by,



Barbara Taylor, Secretary  
Municipal Planning Commission



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# City Of Sylvania

SYLVANIA CITY COUNCIL  
MARGARET LINTNER, MMC, CLERK

**Committee-of-the-Whole**  
**Friday, February 10, 2012 7:30 a.m.**

Sylvania City Council will meet in Committee-of-the Whole on Friday, February 10, 2012 at 7:30 a.m. in Council Chambers, 6635 Maplewood Avenue, Sylvania, OH 43560, for continued monitoring of the budget, and any other business the committee members vote to discuss.