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**EDITOR/PUBLISHER**

Kenneth C. Krych  
kkrych@propertiesmag.com

**MANAGING EDITOR/ART DIRECTOR**

Mark Watt  
mwatt@propertiesmag.com

**CONTRIBUTING WRITERS**

Diane DiPiero Rodio  
Lou Kren  
John Elliott  
Alec Pacella  
Nancy Loyan Schuemann  
David Woodburn  
John Slagter  
Jeanne Bluffstone  
Gordon & Lynn Priemer

**ACCOUNT EXECUTIVES**

James Pelligrino  
David Larkin  
Bob Anderson

**ADMINISTRATIVE ASSISTANT**

Cynthia Francis

**CIRCULATION DIRECTOR**

Debbie Boehm

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# FEATURES



Photo by Kevin Reeves

**13 What's Right With The Flats?**

*Flats Oxbow Association luncheon focuses on future plans*

**15 Special Section: Financial Review & Forecast 2005/2006**

- 16 *Look Back, Look Forward: Examining Greater Cleveland commercial real estate 2005/2006*
- 25 *McGraw-Hill Construction Anticipates Modest Growth in 2006*
- 28 *Top 20s of Residential Building: A look at 2005 leaders in Cleveland Metropolitan Statistical Areas*
- 30 *Financial Strategies: Welcome to the Boom Times*

**34 A Touch of Italy in Chesterland**

*The International Culinary Arts & Sciences Institute finds a new home*

**54 Can It Be Time To Move Already?**

*Full-service architects can ease the relocation process*

**58 Hey Marketers, Start the New Year On the Right Foot**

*SMPS CPSM certification is a great way to kick-start the year, your career*

**60 Fine Dining Redesigned**

*Pier W charts new course with \$3 million interior renovation*

# DEPARTMENTS

- 8 PROPERTIES PEOPLE**
- 11 BOMA BUSINESS**
- 42 BILLBOARD**
- 50 LEGAL PERSPECTIVES**
- 52 CABOR CORNER**
- 72 CONSTRUCTION PROGRESS REPORT**

## Properties Turns 60 In 2006!



KEN KRYCH

**H**appy 2006! We are especially happy to welcome this New Year as *Properties* celebrates 60 years of covering and reflecting the best in design, building and real estate in our region. We're planning a special "Anniversary Issue" in the spring with some great surprises. My intention is to go into it more detail when we get closer... but, suffice it to say, we would appreciate any anecdotes, success stories or bloopers (some of you) might remember from years gone by.

### The past

Personally, I wasn't around 60 years ago, just starting to read *Properties* myself in 1972. But we have archives that go back to 1936 before Jack Wyse converted a small apartment magazine in

1946 into what you are reading today. He and Gene Bluhm were the cornerstones of what we continue to produce today. We simply continue their legacy and hopefully improve upon it with the technology of the times.

### The present

Presently, January is our annual Financial Review & Forecast issue, and as in the past, this year's section is packed with enlightening "hot off the press" information compiled by some of the finest local and national experts in our field.

We offer special thanks to the C.B. Richard Ellis Company for once again providing our readers with the latest summation on the commercial real estate market in our area. Also, to McGraw-

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Hill Inc., who provided *Properties* with key excerpts from its national forecast publication.

On the residential side, our thanks goes out to Calabrese, Racek & Markos Inc. for comprehensive data on the residential real estate and building front. We appreciate their efforts.

Among our features this month is a look at one of the landmarks in dining in Cleveland... Pier W Restaurant. It has always been one of my favorites and when I checked it out I was amazed and knew we had to do a compete story on its past and its now remarkably beautiful and well planned renovation.

In addition, our thanks to Charlie Izzo, of Infinity Construction, for bringing to our attention one of his latest completions: International Culinary Arts & Sciences Institute in Chesterland. The school was founded by a wonderful lady from Italy, Loretta Paganini, who has developed and expanded her facility that continues to graduate world class chefs while also giving classes to local individuals who want to hone their cooking skills.

Sometime themes develop in an issue of *Properties* by the types of projects that



Premier issue of *Properties*, December 1946

are underway at any given time, so I suppose this month it's great food!

### The future

As you are aware, *Properties* is always looking to be on the cutting edge of technology. We believe we are the very first magazine in the area to go "totally digital" online with our August 2005 issue. We are fine-tuning this process to bring greater value to our readers and advertisers, thus always increasing our

audience and the development of long-term relationships in business. Business, when after all is said and done is just people really. Each one of us interacting together in business for the mutual benefit of the other.

Here at *Properties* we are resolute to helping you make this a tremendous and most prosperous year. We value people and our relationships above all else.

We encourage your feedback as always throughout the coming year and look forward to promoting and supporting your fine work and accomplishments. Know that you can call or email me any time and I will be there to listen. From everyone at *Properties*, have a Happy New Year!

Positively,

Kenneth C. Krych  
Owner/Publisher  
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# PROPERTIES PEOPLE

Highlighting notable industry events



## CABOR Christmas Gala

Each year the Cleveland Area Board of Realtors (CABOR) has a Christmas event. This year, the festivities were held at Windows on the River and enjoyed by hundreds of real estate members. **P**

- 1 **Joanne Austin** and members of her team at Real Estate Title Services Corporation
- 2 (Left to right) **Jason J. Schrantz**, **Marty Garrity** and **Herb Harrison** of Wells Fargo Home Mortgage
- 3 CABOR's **Chris Bell** (left) and Executive Director **Carla Roehl**



## Krill Company Inc. Christmas Party

Each year, The Krill Company holds its gala Christmas dinner event for employees, subcontractors and valued clients at the Cleveland Yacht Club. **P**

- 1 Vice President **Jeff Glebe** and his wife mix with the guests.
- 2 Krill's **Shawn G. Dixon** leads a toast to his guests.

- 1 Key members from out-of-state and top local engineers from Solon-based firm Atwell-Hicks
- 2 Guests enjoying fine hors d'oeuvres



## Cuyahoga County Port Authority Holiday Event

Over 500 people attended a Holiday Luncheon affair hosted by the Cuyahoga County Port Authority recently in the Flats Power House. **P**



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## Save Stacks of Cash

**P**resident Bush recently signed the national energy bill that he touted as a long-term solution to the nation's energy problems. This new energy legislation, which has a price tag of \$12.3 billion over ten years, is projected to curtail U.S. reliance on imported fuels.

Energy analysts caution that with crude oil prices hitting new highs, businesses should not expect the new law to push down gas prices or reduce U.S. reliance on Middle East oil any time soon.

Although this new law will not reduce energy consumption immediately, it will promote new domestic production and greater conservation over the long term; eventually creating reductions in operating costs. This energy bill is a well-earned win for commercial real estate and encourages property professionals to adopt more energy efficient building management practices while providing another incentive towards achieving that goal.

Included in the legislation are tax incentives for energy efficiency upgrades to commercial buildings. Real estate supporters were able to advocate for a benefit of up to \$1.80 per square foot, with partial credit allowances of up to \$0.60 per square foot for upgrades to the building envelope, lighting or HVAC and hot water systems. The energy efficiency upgrades must result in performance exceeding the ASHRAE Standard 90.1 by 50% for upgrades placed into service between January 1, 2006 and December 31, 2007. The incentives will apply to both

new and existing buildings, including offices, retail, warehouses, rental housing of four stories or more and municipal buildings.

### *Indirect effects*

Other provisions of the new law that affect building owners and managers include research on intermittent elevators, energy conservation standards for commercial equipment, energy reliability provisions and many residential energy programs.

For the first time, utilities will be required to comply with federal reliability standards for its electricity grid, instead of self-regulation, in order to reduce the chance of

a repeat power blackout such as the one that struck in 2003. Beginning in 2007, the bill also implements a measure that extends daylight savings time by four weeks to save energy.

The Building Owners and Managers Association (BOMA) International has earned a reputation as a leader in the pursuit of greater energy efficiency and, as the leading advocacy organization representing the commercial real estate industry, encourages building managers to conduct energy audits of their properties. The findings from an audit

will identify where better energy-efficient practices or modifications can be implemented. For more information on this new legislation, visit the BOMA International website at [www.boma.org](http://www.boma.org).



**"This energy bill is a well-earned win for commercial real estate."**

*Janice Parham*  
**Janice L. Parham**  
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# What's Right With The Flats?

## Flats Oxbow Association luncheon focuses on future plans

By Ken Krych

**A**t the recent Flats Oxbow Association annual membership luncheon, the focus was on exploring answers to the question: "What's right with the Flats?"

For the event, which was held at Sammy's in the Flats, the association had invited four prominent guest speakers for a panel discussion of what needs to be done to make needed repairs and provide a template for major redevelopment.

The panel represented individuals who will influence a wide spectrum of residential, commercial and industrial commerce and development in the area. Members of the panel included Doug Price, CEO of K & D Group;



**PICTURE THIS** The major focus of the Flats Oxbow Association's annual membership luncheon was the \$230 million Flats East Bank Neighborhood development.

Ronald C. Rasmus, president of The Great Lakes Group; Scott A. Wolstein, CEO and CFO of Developers Diversified Realty; and Mike Lundin, Oglebay

Norton Marine Services, with Stephen A. Frye, partner of Innovative Development, LLC who is a consultant working closely with the association on strategic planning and development, serving as panel moderator

First on the agenda was a discussion of much needed repairs to the bulkheads along the Cuyahoga river, which were originally built in the 1930s, and the fact that action must be taken quickly to repair and secure them at many key points along the river.

Mike Lundin, of Oglebay Norton, pointed out the importance of this action



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- A proposal to require urinal enclosures was defeated.

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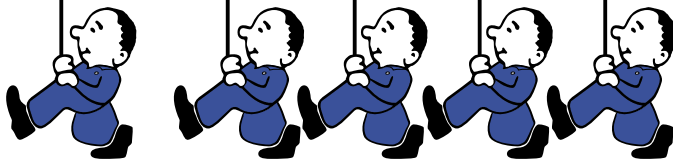
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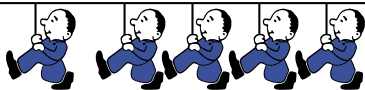
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being taken as soon as possible, as today there are ships, which are constantly shipping goods and raw materials around the world from Cleveland. He pointed out, for instance, that an iron ore boat can leave from a dock in Cleveland and deliver the cargo to as far away as China.

The major focus was on the \$230 million Flats East Bank Neighborhood development, which Scott Wolstein announced back in May of last year with the backing of the city, the port authority and other public entities.

Along with the bulkhead reconstruction there is major civil engineering work, which may take as long as two years to demolish existing buildings and make room for new roads, storm and sanitary sewer lines.

"Some of the lines now are still made of wood and are over one hundred years old," Wolstein notes.

The infrastructure repairs are scheduled to begin as early as this first quarter of 2006.

It will make way for a multi-phased project, which will include housing, restaurants, neighborhood retail, a movie theatre, boardwalk, a public marina and office space.

The Wolstein Group owns about 70% of the proposed 20-acre development site, with seven to eight others owning the rest. Final stages of financing are in process now.

"We need to recruit people from all over - so all of them can live downtown," Wolstein says. "We need to take advantage of the resources in the area and create the momentum to reach a critical mass and to convince more people to live downtown both young and old."

Wolstein recently returned from a trip to Europe and commented that his vision of the East Flats Development could be modeled to an extent after Florence, Italy with its flow of streets and multi-level structures.

If all goes as planned, the first tenant could move into a new office structure in 2007 with the entire project being completed and opened 2008-2009, he explained.

For more information, including visit the "Voice Of The Flats" website online at [www.clevelandflats.org](http://www.clevelandflats.org). **P**

# FINANCIAL REVIEW & FORECAST



## **16 Look Back, Look Forward**

Examining Greater Cleveland commercial real estate 2005/2006

## **25 McGraw-Hill Construction Anticipates Modest Growth in 2006**

## **28 Top 20s of Residential Building**

A look at 2005 leaders in Cleveland Metropolitan Statistical Areas

## **30 Welcome to the Boom Times**





## Look Back, Look Forward

### Examining Greater Cleveland commercial real estate 2005/2006

Provided by CB Richard Ellis, Inc.

Many readers interested in the state of commercial real estate look forward to consensus among those professionals who carefully observe and analyze their markets of special focus. The continued influence of Wall Street and traditional capital markets, as well as REIT and CMBS interests, are forcing increased sharing of data, resulting in reduced disparity of market statistics. In addition, several data sources have refined their research techniques resulting in findings that are more consistent with each other, although there are still disparities among the various sources that amount to as much as seven percent in valuation calculations. We are not done yet.

At the Realcomm conference in Chicago a couple of years ago, it was evident that more than a dozen different groups were keenly aware of the need to establish more consistent data standards for our industry worldwide. Of these, new membership entries that will provide more impetus to success include the National Association of Realtors (NAR), Open Standards Consortium for Real Estate (OSCRE), and PISCES from the United Kingdom. Meetings and conferences continue to be conducted in order to achieve goals and objectives.

Factors that continue to resist consensus include the basis for measurement,



geographical boundaries, sizes and kinds of buildings, timing of recording the data (when tenants move out, move in) and how sublease space affects the statistics.

Analysts note, as long as the data is professionally gathered and honestly

reported, it is the right of the observers to report how they see cause-and-effect relationships or correlations in the industry. As a result, the practice of reporting market statistics, analyses and forecasts is an art as much as it is a science.

In answer to the question, "How's commercial real estate today?" it depends on the point of view held by a tenant, or landlord, buyer or seller, or practitioner such as broker, lender, lawyer or title person.

Please read on to ascertain how the CB Richard Ellis market reporters see last year's conditions and this year's conditions as well.



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## The Office Outlook

By Robert F. Redmond, SIOR

Senior Vice President, CB Richard Ellis



It is now evident that the economic recovery began in 2002. It is also apparent that Ohio, West Virginia and Michigan are a step behind the rest of the country in emerging from the recession. The office market generally follows most other elements of the economy, and this time is no exception. During 2005, Southern and Central Ohio finally began to show moderate economic growth. The Cleveland area has finally experienced much energy since Labor Day.

The national office vacancy rate improved significantly during 2005, decreasing to 13% from an unhealthy 16.3%. This has occurred mainly because of increases in white-collar employment in sectors of the economy that cause increased absorption, coupled with a decline in construction.

Markets that are significantly healthy with single digit vacancy percentages include the West and Northeast United States. Washington, D.C. has also experienced significant absorption accounting for 16% of the nation's total. Interestingly, much of this is non-government space.

The Cleveland area office vacancy rate is currently at 19.6%, down slightly from 19.8% last year. That amounts to nearly eight million square feet of vacant office space, which includes over one-half million square feet of sublease space that is vacant and currently on the market.

The good news is that in 2002, the amount of sublease space exceeded 1.2 million square feet. It has steadily declined to the current level. The outlook for the Cleveland area office market is extremely good for 2006. The dynamics of the CBD and the various suburban sub-markets, however, require further explanation because each geographical area has unique characteristics resulting from typical tenants in these areas.

## Cleveland Outlook for 2006

	OFFICE	INDUSTRIAL	RETAIL
VACANCY RATES	↓	↓	↔
INVENTORY	↔	↔	↑
NET ABSORPTION	↑	↑	↑
QUOTED LEASE RATES	↔	↑	↑
NEGOTIATED LEASE RATES	↔	↑	↑
SALE PRICES	↔	↑	↑

### Cleveland Central Business District

The Central Business District, while more condensed than the suburbs, has finally succumbed to suburban sprawl and growth. Twenty-five years ago, the CBD accounted for nearly 60% of the area's inventory. With no new downtown construction since 1993, and substantial growth in the suburbs, it now accounts for 50%, or 18 million square feet, of the total 36 million square feet that constitute the Greater Cleveland Market area.

The vacancy rate in the CBD, the most telling of all multi-tenant office building

statistics, is 21.8%, up from 20.6% a year ago. It has increased in part because certain sublease space has been converted to direct vacancy. It has also resulted from a recent consolidation of Charter One Bank, following its acquisition by Royal Bank of Scotland. This added 184,000 square feet to the available inventory in December.

The current CBD

vacancy rate probably will not grow to the 23.9% peak reached in 1991, so there is no cause for alarm unless the economic recovery suffers some hiccups in the recent white-collar job replacement momentum. The CBD rate is higher than the suburbs, at 17.3%, which is a reversal from 2002 when the suburban rate was higher than the CBD rate.

It is interesting to note that an unusually large proportion of downtown's vacancy is concentrated in just a few buildings. Of the 3.9 million square feet vacant, 47% is accounted for in

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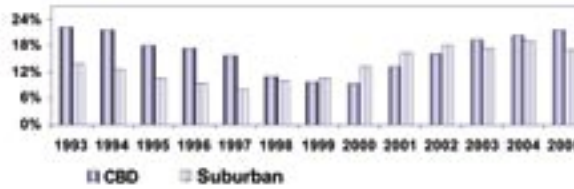
# FINANCIAL REVIEW & FORECAST

eight of 62 buildings. In fact, 67% of Class A vacancy exists in only five buildings; namely, 200 Public Square, Fifth Third Center, North Point Tower, One Cleveland Center, and the Diamond Building.

200 Public Square, one of the three trophy buildings and the second largest in Cleveland at 1.27 million square feet, has nearly 400,000 square feet available. This is due largely to the LTV Chapter 7 bankruptcy, the Amoco merger with the resultant relocation of BP to Chicago, and the liquidation of Arthur Andersen. It is anticipated that new ownership will take initiatives to lease up some vacancy. Huntington Building, hurt by the departure of ICI Paints, now has 380,000 square feet available.

Other buildings contributing largely to the concentrated vacancy include such Class B structures as Superior Building, 1717 East Ninth Street (East Ohio) and 9th Street Plaza, 65-75 Erieview Plaza,

## Office Vacancy Rates



Cathedral Square, Hanna, Terminal Tower and The Leader Building.

The remaining space availability is spread throughout the balance of those buildings tracked in CB Richard Ellis's CBD database.

There is new excitement downtown. The Tower at Erieview and Penton Media Building leased significant amounts of space during 2005, reducing their vacancy to acceptable levels. Penton Media, however, will face a new challenge to fill the space vacated by Ulmer & Berne who just moved to Skylight Office Tower. Playhouse Square has experienced new energy with American

National Group's continued leasing activity and the completion of The Idea Center, which gives the area an exciting visual look, while providing centrifugal influence to the Cleveland's performing arts and broadcast media culture. Most interesting is the Playhouse Square Foundation's rehabilitation of 1375 Euclid into a sophisticated digital studio complex that will combine the occupancy of WVIZ-TV and WCPN-FM, and provide opportunities for the creative community to generate new productions.

In addition, Case Western Reserve University's announcement to lease four floors in The Halle Building has evidenced a continuation of market recovery and stabilization. Cleveland's creation of a Special Improvement District as well as the recent incentive program of tax credits for certain new and expanding tenants to the CBD have also helped increase leasing activity.



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| <b>\$1,025,000</b><br><i>Land Development<br/>Avon, Ohio</i>        | <b>\$1,000,000</b><br><i>Garden Apartment<br/>Norwalk, Ohio</i>             | <b>\$675,000</b><br><i>Office Condominium<br/>Elyria, Ohio</i> |





**Cleveland Suburban Office Market**

The suburban office market is comprised of 391 office buildings that CB Richard Ellis tracks in Cuyahoga County and selected contiguous municipalities. It has continued to grow during the past few decades. Since 1997 new construction has amounted to 3.7 million square feet, although fortunately for market stability, new construction has declined each of the past few years. In 2004, only one building, at 85,000 square feet, was completed. In 2005, none. Total suburban inventory now accounts for 50% of the Cleveland market with 18.1 million square feet. The Cleveland suburban office market continues to expand toward Akron in Hudson, Twinsburg, Streetsboro and Richfield.

Suburban vacancy peaked in 2002 and 2004 at 18.6% and 19.0% respectively. It has finally changed direction decreasing significantly to 17.3%. While this is good news to landlords, it must continue to improve. Vacancy rates in

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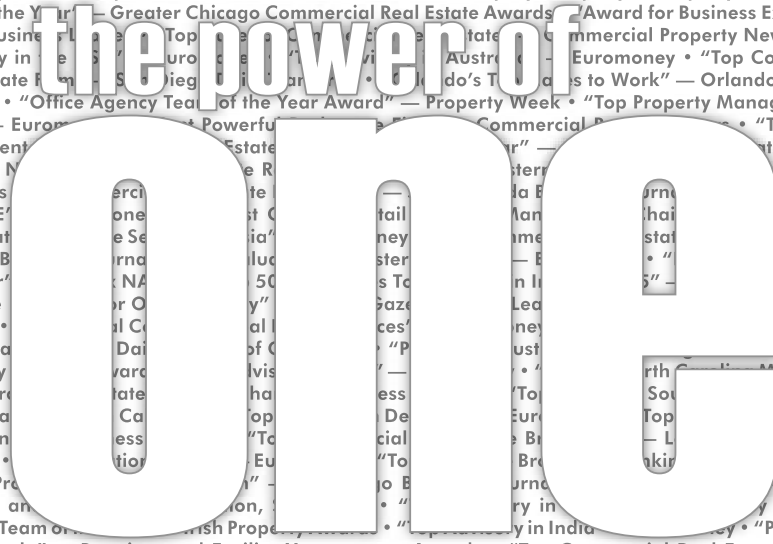
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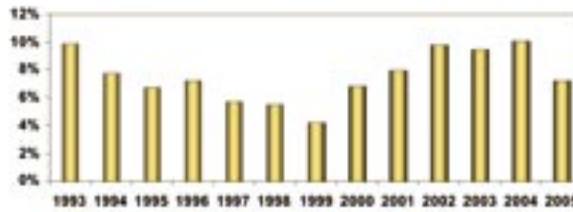
the mid to high teens provide opportunities for tenants wishing to expand or relocate to negotiate good deals, and with 2006 finally providing a positive economic environment, there should be increased leasing activity.

Average asking lease rates varied within the \$17.00 per square foot per year range during 2003 and 2004 with rates for the highest quality buildings remaining at \$24.00. Last year, the average settled at \$17.27. Demand increased during 2005, and along with low rates, resulted in a significant absorption of 342,000 square feet.

It is anticipated that lease rates will stabilize during 2006 and begin to rise in 2007 as vacancy rates decrease toward 13%.

There are six sub-markets in the suburbs. The east and south, each slightly over five million square feet, account for 60% of the inventory and his-

## Industrial Vacancy Rates



torically command the highest lease rates. Their vacancies are 11.1% and 22.5%, respectively. The east vacancy has declined significantly, while the south has decreased slightly. The northeast, southeast and west suburbs also decreased. The only suburban submarket to increase was the southwest area in and around Cleveland Hopkins Airport.

The east submarket had a few noteworthy deals that made an impact on the market's performance. They included: Nationwide Insurance taking occupancy of 31,481 square feet in One Harvard Crossing, National City Bank leasing 16,317 square feet at Chagrin

Highlands, Dental Care Partners taking 13,000 square feet at KJG Landerbrook Office Park, Cedar Brook Financial moved into 12,000 square feet at Monarch Center, and RE/Max taking just over 8,000 square feet in Water Tower Plaza.

The south submarket benefited from Medical Mutual leasing 24,000 square feet at Essex Place, although that and other rumored deals should render the south submarket health, this year.

The 2006 Cleveland Outlook bar chart forecasts a positive year for the office market.

## Industrial Outlook

By Michael L. Howard, SIOR  
Vice President, CB Richard Ellis



The Northeast Ohio Real Estate market for 2005 continued its positive momentum that began in 2003 as absorption reached 2,300,000 square feet

and vacancies continued their decline to 9.31% from 10.1% of a year ago. This slow and steady recovery is in sharp contrast to the majority of the country, which has witnessed record activity over the past two years. Our declining, yet still significant manufacturing base, was instrumental in severe job losses not seen in more service and distribution oriented locales. As a result, our recovery has lagged in other regions.

The conservative nature of our area also transcends into development and occupancy costs. The good news is that we have never experienced an "over built" situation in which developers default in tough times. The bad news is that the lack of competition and speculative development has kept lease rates comparatively high and not produced an abundance of first-class space alternatives, especially for large users.

Another significant element that affected development and occupancy costs over the past year has been a 20% rise in construction costs. This increase

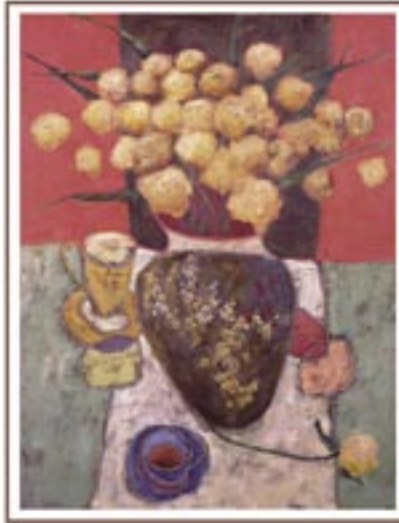
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has also impacted the leasing market through landlords' need to pass through costs in the form of higher lease rates for build to suits and speculative projects, as well as refits to existing space.

Probably the three most significant events related to Northeast Ohio's industrial real estate market during 2005 were the closing of the Ford Motor Lorain Assembly Plant, the entry of First Industrial Realty Trust into the market through its acquisition of Duke Realty's industrial portfolio and lastly the continued activity of Tenant In Commons (TICs) and their propensity to pay a premium dollar for real estate investments.

The effects of these three events as we move into 2006 should reinforce the current trend of stable to slowly rising lease rates. In Ford's case, the assembly operation was relocated to its Avon Lake facility and much of the component supply side was outsourced to third party providers, many of who were

responsible for the tightening market in Lorain County.

The pro formas of the new owners of industrial property (both First Industrial and TIC owners) create stability through base line return, which will be difficult for them to drop below. The result should prove a continued movement toward appreciation of real estate and a healthy market for 2006.

## Retail Outlook

*By Mark Rantala  
Vice President and Director of Retail Services, CB Richard Ellis*



Retail real estate in Northeast Ohio continues to flourish. In spite of perceived weaknesses in the economy, the retail market remains strong.

CB Richard Ellis's annual Retail Market Report for 2006 recorded new construction of 1,036,000

square feet. This marked the sixth consecutive year that over 1,000,000 square feet of new retail space was added to the Northeast Ohio market. The eight-county market now includes over 74,000,000 square feet of retail space in 425 retail properties (including shopping centers and freestanding retail above 50,000 square feet). The pipeline of new projects continues to bring on new projects for 2007 and 2008.

The consecutive streak of over 1,000,000 square feet of construction will likely continue. Already under construction for 2006 openings are City View in Garfield Heights, Wadsworth Crossing, an expanded Beachcliff Market Square, and new Super Wal-Marts in Brimfield and Oberlin. All promise large construction totals for 2006.

With Steelyard Commons, the new Westgate and development on West 117th Street, 2007 promises to be an even bigger year. Numerous other proposed projects could push 2007 to record

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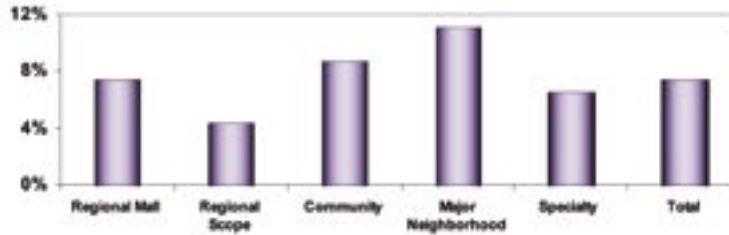
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construction levels, of nearly 3,000,000 square feet.

Occupancy levels continued to climb for the fourth year to 7.5%. The overall market is healthy, with only a few problem pockets. The southeast Cuyahoga County market with Randall Park and Southgate continues to have a surplus of retail space, a problem likely to be aggravated by the opening of CityView in 2006. The Rolling Acres area of Akron also remains soft. It, too, may be impacted by new development in Wadsworth.

- Vacancy: May improve to 7.00%
- Inventory: Will increase by more than 1,000,000 square feet

## Retail Vacancy Rates



- Net absorption: Should be positive
- Quoted rents: Trending slightly higher
- Negotiated rates: Trending higher
- Sale prices: Up, in spite of higher interest rates

Year	Occupancy
2003	89.9%
2004	91.6%
2005	92.2%

2006 92.5%  
2007 93.0% Forecast

Growth continues in Greenfields such as Brimfield and Oberlin, but developers are taking on the challenges of Brownfield sites such as Steelyards on the former LTV site or CityView on the Garfield Heights landfill.

Of note, Downtown Cleveland may have its first activity in years, as DDRC has announced plans for a major mixed-use project on the east bank of the Flats. The start of construction on the RTA dual hub corridor may trigger some activity on Euclid Avenue although it is not yet clear what type of impact it may have.

Trouble spots to watch include the economic effects of the Sears/Kmart merger as it moves forward; and Wal-Mart's impact on local grocers that could



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## Equity Outlook 2006

By Vicki Maeder, CCIM  
Vice President, CB Richard Ellis



As we move into 2006, economic conditions continue to have an influence on real estate values. The war in the Middle East rages on with both the monetary drain and the emotional impact over the loss of lives. The effects of the devastating hurricanes in the fall has had a dramatic impact on various supplies from the availability of construction material to gasoline and housing in those markets affected by the hurricanes. As we experience a rise in both gasoline and natural gas prices over the winter, the consumer will begin to spend less in some non-energy areas. The rising interest rates on their adjust-

able mortgages and credit cards will also influence their spending habits.

The good news is that leasing activity continues to pick up in the office, retail and industrial sectors, at least in the suburbs, as vacancy rates decreased, as there was positive net absorption and limited construction activity. Interest rates, which have increased from a year ago, are still at levels that allow for business expansion and investment acquisitions. Sellers are still able to maximize the pricing of their assets albeit at slightly decreased levels.

We saw the continuation of tenant in common (TIC) buyers scour the market and pick up assets in a quest to fulfill the huge demand generated by 1031 buyers who see the TIC vehicle as a means to help them accomplish their investment goals. Out-of-state buyers view our market as an opportunity to acquire properties with higher cap rates and better returns than in their backyards.

This summer saw the completion of the sales of several office buildings

such as the BP Tower and National City Investment Center in Downtown, OMNOVA in Fairlawn, Rock Run South in Independence, and the Metro Health Building in Cleveland, which is a net leased asset. Several others have been on the market or under contract but, as of mid-December, have not transferred.

The retail investment market continued to be very active as several long time owners/developers sold their assets such as the large Visconsi portfolio to New Plan, an out-of-state owner with multiple holdings in the market. New Plan also acquired Brunswick Town Center in Brunswick. Inland secured additional assets to add to their base in the market such as University Square in University Heights, Massillon Village in Massillon, and Cuyahoga Falls Market in Cuyahoga Falls. Other sales included the Hilltop Plaza in Richmond Heights, Twinsburg Town Center in Twinsburg, Brookgate in Brook Park, and the Garfield Mall in Garfield Heights.

The apartment market, although under more scrutiny as to operating costs due to utility increases, continues to be in high demand as investors seek to acquire apartments to add to their existing holdings or enter as first time investors seeking alternative investment choices. Larger sales included the downtown sale of Reserve Square, Stoney Run in Broadview Heights, Edgewater Landings and Clifton Court on the west side of Cleveland, The Triangle near Case Western Reserve University, Bedford Green in Bedford Heights and Holland Gardens in Brook Park. As the interest rates have risen which has discouraged home buying, vacancy levels have decreased which has helped to offset the rise in operating costs. Those owners who have invested in upgrading their properties to create a more attractive product with better energy saving buildings are experiencing better performing assets.

Each year brings new challenges for investors of all types and sizes and 2006 will present a fresh year to meet those challenges. **P**

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## McGraw-Hill Construction Anticipates Modest Growth in 2006

**D**uring 2005, the construction industry continues to see healthy growth. New construction starts, as reported by McGraw-Hill Construction, are expected to rise 8% to \$637 billion. This is an upward revision from earlier estimates, and close to the 11% gain registered in 2004.

The year 2005 is showing more strength for single-family housing, plus a brisk pace for multifamily housing that's being supported by a surge of condominium development. The institutional sector (notably schools) appears to be turning the corner after the loss of momentum in 2004, and public works is also advancing. In contrast, commercial building got off to a slow start this year, as higher materials prices led to the deferral of some projects. This dampening appeared to be less severe by mid-2005, enabling commercial building to begin to re-establish an upward trend. However, one impact of Hurricanes

Katrina and Rita is expected to be further price hikes for building materials, at least in the near term. This will extend the period in which projects are deferred and redesigned, as developers continue to adjust to higher costs.

The disruption caused by Hurricanes Katrina and Rita is anticipated to reduce growth for the U.S. economy by 0.5% to 1.0% during the latter half of 2005, a discernible slowing but not enough to tip the economy into recession.

Higher energy costs are expected to persist through the end of 2005 and into the early months of 2006, contributing to a moderate pickup in broader price measures. After staying low for most of 2005, long-term interest rates are anticipated to follow the upward movement already shown by short-term rates. Next year's economy will receive a boost from reconstruction efforts in the affected areas on the Gulf of Mexico, but that will be partially offset by dampening for

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the overall U.S. economy due to higher prices and restrained consumer spending. For the full year 2006, it's estimated that economic expansion will be in the range of 3.0% to 3.5%.

Although next year's environment will feature higher price levels and higher interest rates, it will also contain some positives for the construction industry. An economy growing at about 3% implies decent job growth, which will help support demand for such structure types as offices and multifamily housing. Over the past two years, bank lending standards have eased, which will help increase access to funds for construction projects. The fiscal health for state governments has registered improvement, which, though uneven, should support strengthening for the institutional building types. A new federal transportation bill is now in place after a delay of close to two years, and this will be a plus for highways, bridges, and mass transit. And, of course, there will be the reconstruction work in the Gulf region, with the initial focus directed at repairing infrastructure.

The 2006 environment will lead to some variation in the performance by major construction sector. The important shift from recent years is that single-family housing will no longer be a source of expansion. Admittedly, this slowdown had been previously forecast to take place during 2005, and single-family housing is on track this year to establish a new record high. Still, the weight of evidence is mounting that single-family housing will finally begin to cool down. At the same time, growth is anticipated for income properties, institutional building, and public works. The result is that new construction starts for 2006 are estimated to be \$654 billion, a 3% gain. The following are the main points for the 2006 construction market:

- Single-family housing will retreat from its record 2005 amount, due to moderately higher mortgage rates as well as reduced demand from first-time homebuyers in some overpriced markets. Dollar volume is forecast to be down 1%, corresponding to a 5%

drop in the number of dwelling units to 1.525 million.

- Income properties will advance 7% in dollar volume and 3% in square feet. Hotel construction is expected to see double-digit growth, while more moderate gains are expected for offices and warehouses. Multifamily housing is expected to be essentially stable. While store construction will see a slight increase in dollar volume, square footage will be down from a very strong 2005.
- Institutional building will rise 7% in dollar volume and 4% in square feet. The gradual upturn in the fiscal health of some states, combined with the money coming from the huge amount of bond measures passed in recent years, will help school construction see renewed growth. More expansion is expected for healthcare facilities.
- Manufacturing building is forecast to rise 9%, as firms increase their level of capital spending. Some growth may come from refinery projects, given the call to increase the nation's refining capacity in the aftermath of the hurricanes. The level of plant construction estimated for 2006 remains low by recent standards, down 39% from the most recent peak in 1997.

## The Sequence of Expansion

(Billions of Dollars)

	2000	2001	2002	2003	2004	2005	2006
<b>Total Construction</b>	472.9	496.6	504.1	531.2	589.2	636.7	654.3
	+6%	+5%	+2%	+5%	+11%	+8%	+3%
<b>Single-Family Housing</b>	177.0	186.9	214.2	242.3	282.7	306.2	301.6
	+8%	+6%	+15%	+13%	+17%	+8%	-1%
<b>Income Properties</b>	112.1	103.1	94.2	99.8	116.1	128.0	136.5
	+4%	-8%	-9%	+6%	+16%	+10%	+7%
<b>Institutional Buildings</b>	83.6	90.8	90.0	90.1	88.7	94.1	101.1
	+4%	+9%	-1%	-0-	-2%	+6%	+7%
<b>Manufacturing Buildings</b>	8.9	8.1	5.5	6.8	7.7	7.9	8.6
	-22%	-8%	-33%	+25%	+13%	+3%	+9%
<b>Public Works</b>	77.8	83.6	88.2	83.2	86.9	93.6	99.7
	+5%	+7%	+6%	-6%	+4%	+8%	+7%
<b>Electric Utilities</b>	13.5	24.1	12.1	8.9	7.2	6.9	6.8
	+43%	+78%	-50%	-27%	-19%	-4%	-1%

- Public works construction will grow 7%, on top of the 8% jump forecast for 2005. The new federal transportation bill will provide a boost to transportation work. Sewers and water supply systems should be able to maintain the enhanced level of contracting achieved in 2005, although the rate of growth will be diminished. Additional support for public works will come from reconstruction efforts in the Gulf region, a process expected to be spread out over several years.
- Electric utilities will essentially stabilize, after the steep declines experienced during the 2002-2004 period. The retrenchment for power plant construction seems to have run its course, and transmission line work should stay close to the elevated pace established two years ago. **P**

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## Top 20s of Residential Building

### A look at 2005 leaders in the Cleveland Metropolitan Statistical Areas

Provided by Trista McClelland, CRM Development Research

**C**alabrese, Racek, & Markos, being a premier appraisal firm in Northeast Ohio, has exclusive and proprietary market research specifically designed for analyzing the residential marketplace. This report has been compiled using data obtained directly from the individual building departments in the eight counties which comprise the Cleveland Metropolitan Statistical Areas (CMSA), including Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage and Summit counties, as well as Stark County. This report covers all housing starts from January 1, 2005 to September 30, 2005. This report does not include any information on apartments.

CRM Development Research ranks cities, builders and subdivisions strictly in terms of the number of new homes started and built. This numerical ranking should not be misconstrued as CRM's endorsement of any one particular Builder, Subdivision, or City over another.

As further explanation of category headings, "units" denotes the number of units by permit. **P**

CRM Development Research is located at 1110 Euclid Ave. #300 in Cleveland. Trista McClelland can be reached at 216-696-5442 ext. 403

#### Top 20 Cities for Housing Starts

County	City	Units
Lorain	North Ridgeville City	441
Lorain	Avon City	294
Summit	Akron City	241
Lorain	Avon Lake City	240
Cuyahoga	Cleveland	218
Medina	Brunswick Hills	205
Summit	Green City	176
Lake	Concord Township	161
Cuyahoga	Broadview Heights	158
Medina	Montville Twp.	144
Cuyahoga	Olmsted Township	140
Summit	Copley Township	132
Portage	Streetsboro City	125
Lorain	Lorain City	124
Medina	Wadsworth City	118
Lake	Painesville City	110
Lake	Painesville Township	102
Cuyahoga	Solon	101
Portage	Aurora City	95
Portage	Brimfield Township	94

#### Top 20 Home Builders by Housing Starts

Builder	Units
Ryan Homes	1014
Pulte Homes	494
Oster Homes	150
Unmistakably Premier Homes	95
Petros Homes	90
Kopf Bldrs	81
Dutch Heritage Homes	78
Concept Communities	78
Rysar Properties	74
Efficient Homes	73
Parkview Homes	69
Zaremba	64
Drees Co	61
Schumacher Homes	60
Whitlatch & Co	60
Kimball Hill Homes	56
Mosley Bldrs.	52
Multi-Builders	51
Wayne Homes	51
Testa Bldrs	48

#### Top 20 Subdivisions by Housing Starts

Subdivision	City	Units
Woodgate Farms	Olmsted Township	114
Meadow Lakes	North Ridgeville City	101
Autumnwood	Brunswick Hills	94
Pioneer Ridge	North Ridgeville City	94
Waterbury	North Ridgeville City	85
New Hampton	Broadview Heights	74
Sandstone Ridge	Berea	67
Legacy Pointe	Avon Lake City	62
Signature of Solon	Solon	58
Hunt Club	Avon Lake City	58
Lake Erie Shores	Painesville Township	57
Westbury Place	Brunswick Hills	53
Barrington	Aurora City	52
Tinkers Green	Streetsboro City	48
Bentley Park	Avon City	46
Avalon Estates	North Ridgeville City	46
Central	Cleveland	42
Aberdeen	Highland Heights	41
Quail Hollow	Concord Township	40
Twin Oaks	Twinsburg Township	39

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## Welcome to the Boom Times



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**W**ow. That may be the best word to describe the investment market for 2005. Sure, we all knew it was going to be a big year. Interest rates hedged up slightly but still remained at historically low levels. Confidence began to seep back into the commercial and industrial markets. And new buyers seemed to pop up every day. But even I, the eternal optimist, didn't think it would be this big. Last year, for the first time in its history, the Cleveland market saw a little over one billion dollars in investment transactions.

To put this in perspective a bit, the former high water mark was in 2003, when just over \$600 million was transferred and the volume settle back down a bit in 2004 to just under \$500 million. So what exactly caused the market to explode last year?

### Collecting trophies

Several landmark properties traded last year. On the office side, two of the most noted buildings on downtown's skyline hit the market. BP Tower was sold outright for \$140 million while the Key Tower complex saw a share of its

equity ownership purchased by Atlanta-powerhouse Wells REIT. And on the multi-family side, downtown's largest apartment complex, Reserve Square, was sold for close to \$40 million.

### Cheaper by the dozen

Cleveland also benefited from several large-scale bulk portfolio sales that included assets in northern Ohio. On the top of this list was First Industrial 212-property purchase from Duke Realty. Eighteen local industrial properties were included in this sale, mainly in Strongsville and Solon. First Industrial followed this up with the purchase of a 24-property portfolio sold by Rockwell Automation, which included a 462,000-square-foot facility in Mayfield Heights. On the retail front, hometown developer Visconsi Companies, along with Samuels & Associates, sold the majority of their interests in seven shopping centers, including five located in Cleveland. Finally, also on the retail front, Inland Realty purchased a 13-property portfolio that included University Square and Cuyahoga Falls Market Center, as well as a plaza in Massillon.



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### The clock's still TIC-ing

Tenant-in-Common buyers also continued to grow their presence. While the number of transactions was not as high as expected, the average deal size increased substantially. A few years ago, the typical TIC transaction was in the \$5 million to \$10 million range. Last year, there were two transactions, Hilltop Plaza and the ICI facility, that each was around \$25 million.

### Protecting our turf

Many Cleveland-based buyers flexed their muscles last year. Armed with local "street" knowledge and low interest rates, hometown investors stood toe to toe with buyers from outside of the region and, in many instances, came out on top. On the multi-family side, Concord-based K&D Group remained the most active apartment buyer with a series of purchases, boosting their portfolio to close to 9,000 units. On the industrial side, partnership entities composed of local investors purchased, in separate transactions, a couple 300,000-square-foot industrial buildings located in Twinsburg and Mogadore. And on the retail side, First Realty Management purchased a pair of strip centers that totaled approximately \$36 million.

### You say goodbye

Last year saw some long-time investors bow out of the market. One of the largest of note was Duke Realty. After initially entering this market in 1996, the Indianapolis-based REIT quickly grew both its office and industrial holdings, eventually encompassing over 5 million square feet of space. Abruptly, the company announced last November that they would be pulling out of the Cleveland marketplace. 1996 also saw the entrance of Equity Office Properties by virtue of its purchase of BP Tower. Over the next 10 years, the Chicago-based REIT made no other purchases in this market and ultimately sold its lone Cleveland asset last June.

### And I say hello

Last year also saw several new investors enter the market. The Harbor Group,

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in partnership with a foreign investment fund, purchased BP Tower from Equity Office and Galileo American Shopping Trust, an Australian-based REIT, purchased a majority interest in five Cleveland strip centers.

After a five-year hiatus, First Industrial, a Chicago-based REIT, re-entered the Cleveland marketplace by virtue of a

bulk portfolio purchase. First Industrial previously came into this market in the late 1990s but exited just a few years later.

Finally, American Financial Realty Trust, a REIT that specializes in facilities occupied by financial institutions, made its initial purchase in this market,

buying the National City Bank facility on East 6th Street and Euclid Avenue.

### It's hip to flip

The practice of flipping can loosely be defined as buying or building a property with the intent of quickly selling to realize a profit and last year saw numerous occurrences. A perfect example was the new Diebold Facility at the CAK Business Park adjacent to the Akron-Canton Regional Airport. A developer secured a 10-year lease commitment with Diebold to occupy a 155,000-square-foot distribution building on a net basis and then proceeded to construct the property. While under construction, the property was offered for sale on a forward-commitment basis. A buyer was secured and, upon completion, ownership of the property was transferred. The building cost around \$40 per square foot to construct but was sold for \$78 per square foot, primarily due to the value added by the lease commitment with Diebold.

So with all of the activity last year, the logical question is: "What is left to sell?" The answer: plenty.

As previously mentioned, Duke Realty plans to exit this marketplace and it is likely that at least some of their assets will show up this year.

An Akron-based developer is rumored to be putting its entire portfolio, encompassing over 750,000 square feet, on the market.

Several properties are in various stages of foreclosure and will be marketing by their lenders.

And many of the newer players, such as First Industrial, Galileo and Harbor Group, will likely be looking to add to their base of properties.

So the real question might be, "Will all of this activity be enough to allow Cleveland to have back-to-back billion dollar years?" **P**

*Alec J. Pacella is a vice president of investment sales at Grubb & Ellis. He can be reached at [alec.pacella@grubb&ellis](mailto:alec.pacella@grubb&ellis) or 216-453-3098.*

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# A Touch of Italy in Chesterland

*The International Culinary Arts & Sciences Institute finds a new home*

By Nancy Loyan Schuemann | Photos by Mort Tucker

**N**estled on 12.5 acres in the scenic countryside of Geauga County stands a 12,000 square-foot structure built of wood, stucco and brick in earth tones of brown, beige and orange that is reminiscent of a Tuscan villa. Porticos on the sides reflect the romance of Italy as do the stone coins in the corners. “The exterior reflects a quality of materials with the use of several types of brick in a variety of patterns,” Richard Brown, partner with Leber-Brown Architects, explains.

The wood truss building with dimensional shingles was designed to surround an interior flat roofed portion where 20 pieces of HVAC and exhaust equipment support the kitchen classroom areas and building systems. Pella architectural windows with low-e glass were utilized in a variety of configurations reminiscent of an Italian villa.

Once you step inside, you realize that this is no ordinary building but the new home of the International Culinary Arts

and Sciences Institute (ICASI), a vocational school registered with the State of Ohio Board of Career Colleges and Schools. Located at 8700 Mayfield Road in Chesterland, the \$2.5 million (including land) culinary school for future food service professionals is the culmination of a dream begun two years ago by local chef, television personality and school director, Loretta Paganini.

Paganini began in the food business in New York City and in 1981 moved

to Cleveland, operating a professional kitchen in Holy Rosary Church in Little Italy. In 1989, she moved her business, the Loretta Paganini School of Cooking, to a 2,500 square-foot renovated home in Chesterland, just across the street from ICASI. Her old location was expanded with a 600 square-foot addition, yet still needed space to grow. Currently, the old location is home to recreational cooking classes and a retail store. Professional program classes were relocated to ICASI



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**EARTHEN WARE** Materials such as wood, stucco and brick, in earth tones of brown, beige and orange, make the new ICASI reminiscent of a Tuscan villa.

in November 2005.

The new ICASI was created with the hands-on training of great chefs in mind. With an open floor plan, each of the five classroom-kitchens features observation windows with hollow metal with sound-proofed clear glass. Anyone walking the Berber carpeted halls can observe a class in session. Interior finishes are of birch and neutral hues.

There are two culinary kitchen classrooms, a pastry kitchen classroom, and a commercial restaurant kitchen and a commissary kitchen. All rooms have non-skid tile floors, are equipped with commercial fire suppression systems and are acoustically quiet. All featured work areas are of brushed stainless steel and state-of-the-art culinary equipment and

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**HANDS-ON LEARNING** “We wanted have the feel of a commercial kitchen in the classrooms,” says Architect Richard Brown.

furnishings, some supplied by local manufacturers

“Crescor, a kitchen equipment manufacturer in Mentor, is having us test their new state-of-the-art equipment,” Paganini says. For the ICASI showcase kitchen, Kraftmaid, located in Middlefield, has provided raised cabinetry and Viking the professional equipment.

The Culinary 1 Kitchen, designed with the needs of new students in mind, features six U.S. Range (Garland) commercial ranges, stainless prep tables and stools. Equipment is arranged to allow those students to gather around a central cooking area for demonstrations, instruction and hands-on cooking. As in all kitchen classrooms, ample light from windows illuminates the space; recessed lights add additional illumination.

In the Culinary 2 Kitchen, designed for intermediate level students, teams of four students work at one of three independently operating stations, each outfitted with its own range, oven and stainless preparation tables.

The Pastry Kitchen features individual student workstations with birch wood tabletops for dough work, a ten-rack convection oven and a climate controlled proofing box.

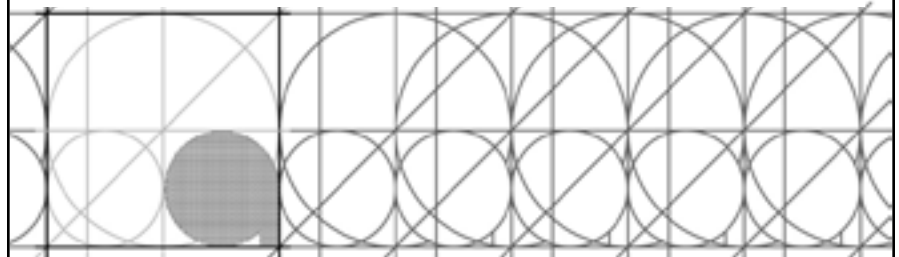
The Restaurant and Commissary Kitchens are adjacent and designed to operate either in tandem or as independent units. They feature a walk-in pantry, electrical room, locked liquor pantry, and a walk-in cooler with freezer in the rear. A complete battery of commercial food service equipment includes ranges, char broilers, a convection steamer, a

tilting brazier, a roast and hold oven and a computer point-of-sale ordering system. A dish room, for the cleaning and storage of dishes, glassware, pots and pans is nearby, as is a laundry center.

“We wanted the building to have the feel of a commercial kitchen in the classrooms but were able to soften that look with the use of warm colors and natural

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**RECIPE FOR SUCCESS** Loretta Paganini (right), pictured with one of her instructors, founded her cooking school in 1989.

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light," Brown says.

The main entrance, through a vestibule, opens into the spacious lobby with arched clerestory windows, parabolic ceiling fixtures and a reception desk. This open area will eventually house a collection of antique culinary tools. There are separate student entrances, restrooms and a loading dock.

Across from the entrance is the glass-enclosed multi-purpose space. This carpeted area serves as a classroom, lecture hall and as the student café, where Advanced Culinary Arts Diploma students prepare fabulous five-course luncheons for the public. Indirect and recessed lighting were both used so different moods could be created for different activities.

"During the student café, students design menus, develop original recipes, serve and cook," Paganini says. "Usually those in the culinary arts only know the back of the house. Here they know the front of the house, too."

The nearby library features computer terminals, a conference table and shelves lined with culinary books. Behind the library are the administrative offices.

After scouting properties all over the Cleveland area, Paganini found the site of her new school in her own backyard. Once a golf driving range, the property was purchased in November of 2004. Having worked with Leber-Brown Architects on the school's past expansion, Paganini decided to collaborate with them again on the new school.



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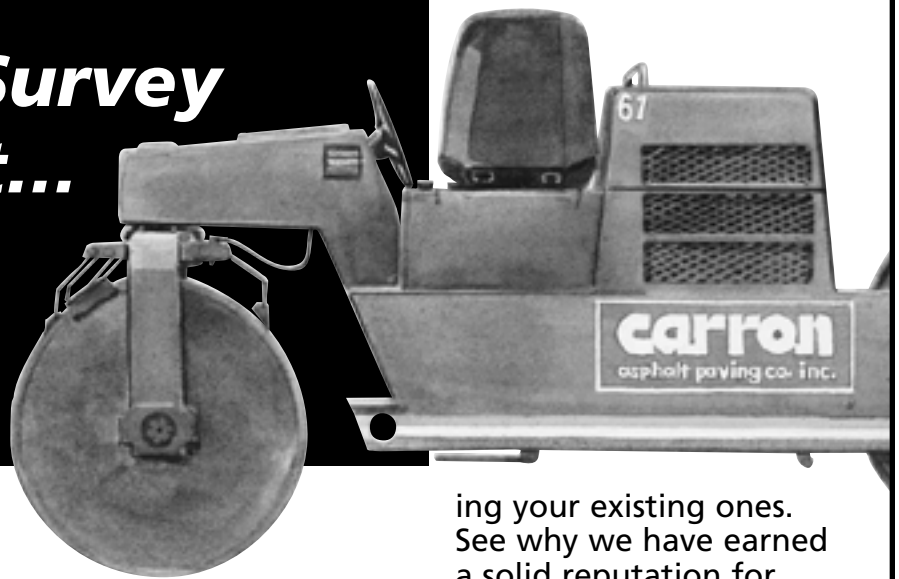
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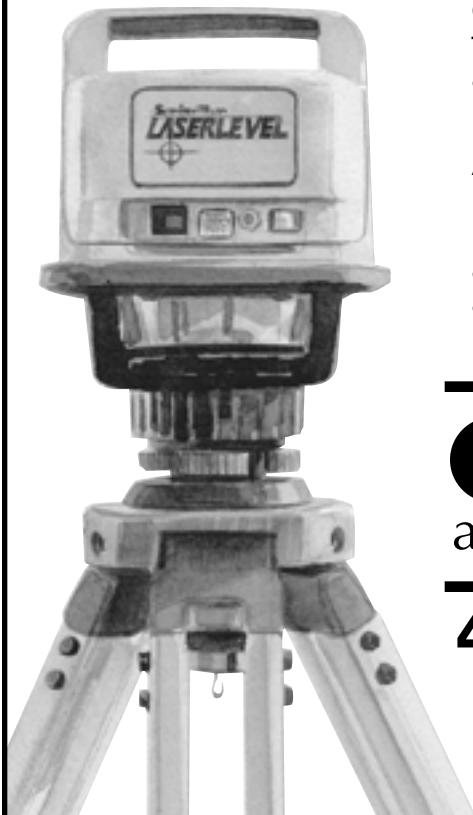
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**SETTING THE TABLE** A restaurant space (above), which is occasionally open to the public, allows real-world experience for ICASI students, such as those pictured with Paganini (center).

“The planning process in the beginning is important and determines the outcome of the job,” David Leber, partner with Leber-Brown Architects, explains. “Our philosophy is to work with the client. They are the expert on what they need.”

Construction began at the end of May of 2005 after bidding procedures were completed.

“The biggest challenge was some issues with the dirt, the underground, and coordination with the kitchen equipment,” Mark Vega, Project Manager with Infinity Construction, says. “We had to bring dirt in to fill the site to bring it up to the designed elevation.”

A storm retention pond was created and is the home to a gaggle of geese. Future plans include a cheese house and

winery, a grape vineyard, an herb garden designed and built by the Herb Society of America and a chef’s garden being installed by Angelo Petitti. The property includes enough space for future expansion and the building design is easily expandable as well.

“This began two years ago. You have to have a dream in your head. You know what it looks like but it is difficult to share with someone,” Paganini sums up.

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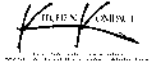
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## STAR Inc. Continues Work on EMH Healthcare Building

Amherst-based design/build contractor STAR Inc. is completing work on a new office/medical building for EMH Regional Healthcare System, a healthcare delivery network servicing Lorain County and Greater Western Cuyahoga County.

The 50,000-square-foot building, located on Transportation Drive in Sheffield, will facilitate EMH as well as providing space for multi-tenant rental when it opens this spring.

Work on the building included an invitation-only event in November, which allowed attendants to view tilt-up construction methods up close as three-story, 92,000-pound concrete panels were lifted to form the structure.



EMH Regional Healthcare Systems' newest building

“Along with contributing to an efficient construction schedule, the tilt-up concrete construction provides durability, sustainability and architectural freedom,” says Frank Restifo, director of business development for STAR Inc.

Among the features of the building is a unique continuous radius curtain wall that

composes the main entrance drive façade, creating a three-story atrium space on the interior.

The medical office will function as the new Center for Orthopedics, equipped with full x-ray facilities, physical therapy and treatment rooms.

For more information, visit [www.emh-healthcare.org](http://www.emh-healthcare.org).

## Catholic Charities Dedicates Renovated Kirby Manor

Catholic Charities and National Church Residences officially dedicated the newly renovated Villa of St. Rose Kirby Manor senior housing complex recently. The 147-unit independent living facility is located at 11500 Detroit Road, Cleveland, directly across from St. Rose of Lima Catholic Church.

The \$14 million project took 18 months and is already at 98% occupancy. National Church Residences, of Columbus, is the lead developer and property manager. Catholic Charities Housing is the co-developer.

All of the apartments are affordable and are reserved for seniors aged 62 and older who

meet certain income requirements. The Kirby Manor project involved consolidating 200 smaller apartments into one- and two-bedroom fully independent units. A new three-story structure with parking was added to the 35-year-old complex. The new units include a full living and dining area, one or two bedrooms and a full bath.

The Kirby Manor renovation was designed by Berardi + Partners Architects, Inc. and built by Snavelly Construction.

## William Lakios Appointed at Developers Diversified Realty

Developers Diversified Realty recently announced the appointment of William

Lakios to development director. Lakios will assess current and potential sites and manage the day-to-day process of developing new shopping centers. Lakios previously served as the director of retail acquisitions and development at Armstrong Development, Inc. in Cleveland.

“William’s experience and extensive industry contacts will be extremely beneficial as we continue to develop new shopping centers and redevelop properties in our existing portfolio,” Dan Herman, vice president of development, eastern region at Developers Diversified, says. “Developers Diversified has an aggressive development program with more than one billion dollars committed and projects under construc-

tion and in the development pipeline coast to coast.”

## Nieto Purchases Orrville Shopping Center

A group headed by real estate broker and investor Bob Nieto recently purchased the 84,870-square-foot Orrville Market Place Shopping Center in Orrville for \$5 million.

Orrville, located in Wayne County, is best known as the home of Smuckers Jelly.

Tenants include Grinder’s Restaurant, CVS Pharmacy, Family Dollar Store, the Movie Gallery, Save-a-Lot and others.

Plans call for a 12,500 Square Foot Addition and the potential for two out-lot buildings in the 2,000-square-foot range.

R.G. Nieto Co., which manages retail centers in 10 different cities over a four county area, will manage the 11-year-old center.

## Atwell-Hicks Joins Weatherhead 100 List

Land development consultants Atwell-Hicks, after opening its first Northeast Ohio office in 2004, earned a spot on the region’s Weatherhead 100 list, the annual survey of Northeast Ohio’s fastest-growing companies. Since opening in July 2004, the Solon office has grown from six full-time employees to 30. During the last 20 years, Atwell-Hicks has averaged 25% annual growth and is projecting \$60 million in revenue for 2005.

“Northeast Ohio has proven to be a phenomenal expansion market and we



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owe much of that success to our talented local staff," Bob Beaugrand, AICP and team leader, says.

The Weatherhead 100 list is compiled annually by Enterprise Development Inc., part of Case Western Reserve University's Weatherhead School of Management, and ranks companies in Northeast Ohio based on revenues from 2000-2004.

### **Realty Corp. Of America Named Marketing Agent for Southington Manor**

Realty Corporation of America recently announced it has been named as the exclusive marketing agent and real estate broker for

## **Ganley Dealerships Break Ground**

Darden Construction Company, of Warrensville Heights, recently broke ground on three new Ganley car dealerships scheduled to open in the summer of this year. The first is Ganley Toyota in Akron, designed by REM Architects, followed by Ganley VW/Subaru in Bedford and Ganley VW in North Olmsted, both designed by Herschman Architects.



Darden breaks ground on the Toyota dealership in Akron

the Southington Manor Townhouse Development near historic Shaker Square.

Southington Manor features 20 units with numerous buyer incentives, private yards and attached garages.

Southington Manor, with prices starting at \$244,900, offers a Cleveland address yet is served by the Shaker Heights school system.

Southington Manor, designed, developed and

constructed by Rysar Properties, includes brick and Hardiplank façades, English basements, granite countertops, ceramic flooring and first floor master suites.

### **Howard Hanna Smythe Cramer Welcomes Rick Adler**

Rick Adler, who has been involved in the real estate industry with Realty One since 1989, has been named Manager of Special Projects for Howard Hanna Smythe Cramer. He comes to Howard Hanna Smythe Cramer after serving as manager of Realty One's North Olmsted branch.

In his new role, he will play a major role in working with the company's branch



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managers, and in the areas of Realtor development, recruiting, acquisitions and growth and builder development.

Prior to his work as a branch manager, Adler was recognized for his sales accomplishments as a mega-million dollar sales producer who also was honored for his achievements by the Ohio Association of Realtors.



Patricia McGlamery (right)

## IREM Presents Prestigious ARM of the Year Award

Patricia McGlamery, ARM®, received the prestigious ARM® of Year award at the recent Institute of Real Estate Management annual meeting where she serves as the organization's education

co-chairperson. McGlamery is employed by Forest City Enterprises in Cleveland and is proud to manage residential space in the northeast Ohio area.

This award is bestowed upon one individual each year who exemplifies leadership within the IREM organization.

## HBA Greater Cleveland Presents Annual Awards

The Home Builders Association of Greater Cleveland installed its officers for 2006 at the 62nd Annual Awards & Installation Banquet at the Renaissance Cleveland Hotel recently.

HBA's 2006 President Richard A. Puzzitiello, Jr. (CEO of Parkview Homes) was sworn-in by his father – and 1983 HBA President – Richard A. Puzzitiello, Sr.

The 2006 Executive Committee and Board of Trustees were also sworn in by Richard A. Puzzitiello, Sr. The HBA's Executive Committee consists of: Richard A. Puzzitiello, Jr.,

(CEO) of Parkview Homes; Lanée Latina (Vice President) of Latina & Latina Builders; Bo Knez (Treasurer) of B.R. Knez Construction, Inc.; Jeff Budzowski (Secretary) of Tower Park Homes; Michael L. Pearl (Immediate Past President and Presidential Advisor) of Colony Home Builders; Barry Ezell (Associates Advisory Council Chairman) of Century Bank; and Paul Klein (Associates Advisory Council Vice Chair) of Sun Newspapers.

The 2006 Board of Trustees are: Ken Badalamenti (Riviera Construction); Frank Bird (Great Lakes Publishing); Chris Bender (Park Group Companies of America); Doug Rende (Babin Building Solutions), Rick



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Colwell (Little Mountain Homes), Roger Frisman (Midland Title), Daniel Greco (Greco Building Group, Inc.), Lolita Hines (Wake Forest Construction), Chris Tsonton (Pepperwood Homes), Darryl Mancini (United Underwriters Insurance), Marie Marrali (First Federal of Lakewood), Pat O'Connor (O'Connor Building Supply), David Payne (Payne & Payne Builders, Inc.), J. David Heller (NRP Group), Gregg Finkler (Gregg Finkler & Associates), Gordon Priemer (Heartland Developers), Tom Ream (Ream Builders) and Matthew Rosner (Jaylene Development).

Industry awards included the "James Garvey

Associate Member of the Year" (Marie Marrali; First Federal of Lakewood), "Committee Chairperson of the Year" (Renee Vale; Fairmount Properties), and the "Presidential Hammer Award" (Sheldon Berns; Berns, Ockner & Greenberger). The Leo Goldberg award is voted on by builder members of the HBA and given to the financial institution that has made great strides in the building industry for the year. Parkview Federal Savings Bank was this year's winner.

### **CB Richard Ellis Honors Real Estate Manager Judy Simon**

Judy Simon, senior real estate manager for CB Richard

Ellis' Asset Services Group in Cleveland, was recently recognized at CB Richard Ellis' World Conference as one of the top 10 real estate managers in the country for 2004, competing against managers representing approximately 250 markets across the United States. Simon has earned the Real Estate Manager of the Year Award twice now, in 2004 and 2002.

Simon currently manages the Halle Building for Forest City Enterprises. A veteran property manager with more than 20 years of property management experience, Simon joined CB Richard Ellis in 1999 as a real estate manager in the Asset Services Group.



Judy Simon

Subsequently, she was promoted to senior real estate manager in 2004. Simon's experience includes all phases of property management, including maintenance, tenant satisfaction, financial reporting, construction and capital improvements. **P**

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## Buyer Beware: The Forgotten Rule of Property Sales



DAVID W. WOODBURN

**D**espite all the speculation of whether the housing industry will grow or stagnate, one truism prevails, namely that regardless of the state of the economy, buyers will always seek to blame the seller when their dream home has even the most modest of problems. Unfortunately such situations typically result in lawsuits and wasted litigation on what is really a fairly well settled area of Ohio law. This article summarizes Ohio's doctrine of caveat emptor with respect to residential real estate sales and inspection rules for buyers.

Ohio Revised Code §5302.30 requires sellers of real estate to disclose certain defects within their "actual" knowledge in a residential property disclosure form. This disclosure form is quite detailed and places a heavy burden on sellers to

disclose items within their knowledge that could be considered defects.

Such disclosures must be made in good faith.

That being said, a seller does not have an affirmative duty to further inspect his property or otherwise acquire knowledge of defects on the property.

Where a seller fails to disclose a material fact on the disclosure form with the intent of misleading a buyer, and the buyer in fact relies on that information, the seller will be liable for any resulting injury (Juan v. Harmon, 1999 WL110696). For purposes of the statute, a material defect is defined as any non-observable physical condition existing on the property that could be dangerous to any one occupying the property, or any non-observable physical condition

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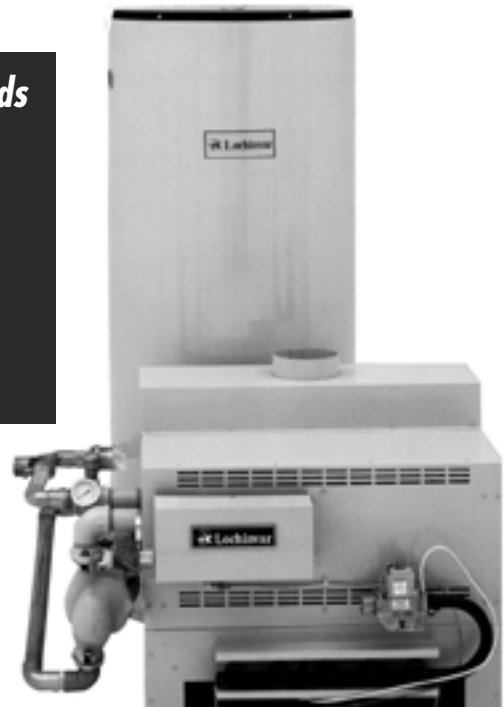
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that could inhibit the person's use of the property.

Buyers need to be aware that the disclosure form is not a substitute for a thorough buyer's inspection. Ohio Revised Code §5302.30 stands for the proposition that the duty under the statute to conduct a full inspection falls upon the buyer, not the seller. Hence, the seller does not become an insurer of the condition of the property. When a plaintiff claiming fraud in the sale of property has had the opportunity to inspect the property, he or she is charged with knowledge of the condition that a reasonable inspection would have disclosed (Kramer citing Nunez v. J. L. Sims Co., Inc., 2003 WL21473328). Implicit in this rule is that the failure by the buyer to conduct a proper inspection offers no protection to the buyer.

With respect to defects that are not covered by the Ohio residential property disclosure form, Ohio still subscribes to the doctrine of caveat emptor. This doctrine precludes recovery in an action by a purchaser for defects in real estate where: (1) the problematic condition is open to observation or discoverable upon reasonable inspection; (2) the purchaser had an unimpeded opportunity to examine the premises; and (3) there is no fraud on the part of the seller (Layman v. Binns, 1988, 35 Ohio St. 3d 176). This doctrine thereby holds the buyer responsible for discovering latent defects in real property.

It should be noted that at least one appellate court has held that a seller may still be held liable for failing to disclose a latent defect where the seller has a duty to disclose. Typically this refers to the situation that arises whereas seller has a duty to disclose material facts which are not readily observable or discoverable upon reasonable inspection (Kramer v. Raterman, 2005, 161 Ohio App. 3d 363).

All in all, there is a plethora of case law which supports that even when defects are described in less severe terms than what is actually accurate, notice to the buyer of the defect precludes claims of fraud and misrepresentation (Id. citing Dupler v. Schwager, 2003 WL22429101). In light of this law, it is incumbent upon a buyer to carefully inspect the prospective property. Even where minor references are made on the property disclosure form to "defects,"

the buyer needs to look thoroughly at such issues. Ohio case law will not favor the buyer in this situation if they fail to adequately address the potential problem. Accordingly, buyers need to make certain that they adequately invest in an inspection to avoid the financial problems that could later arise when they are forced to bear the full cost of repairs to the premises that they purchase.

From the sellers' perspective, sellers need to be careful what they disclose on the Ohio residential property disclosure form. It is incumbent upon them

to disclose items that are within their knowledge or risk being held liable for fraud or misrepresentations. In other words, "disclose, disclose, disclose" and avoid the hassles that go with buyer's remorse. **P**

*The material appearing in this article is meant to provide general information only and not as a substitute for legal advice. Readers should seek the advice of their attorney or contact David at [dwoodburn@bdblav.com](mailto:dwoodburn@bdblav.com) or 800.686.2825. This article may not be reprinted without the express permission of Buckingham, Doolittle & Burroughs, LLP © 2005.*

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## Buyers Need Real Estate Pros in the Internet Marketplace



JOLYN BROWN

The Internet has changed but not diminished the role real estate brokers play in helping buyers close real estate transactions successfully. About three out of four buyers today use the Internet to search for homes, and those using the Internet are more likely to work with a professional than those who do not.

One reason Internet buyers use professionals may be that the hardest task in today's market is not to locate the property but to negotiate a successful purchase agreement with sellers who frequently receive multiple offers often exceeding list price and then bring the transaction to a successful close.

Lawrence Yun, a senior economist at the National Association of Realtors,

says that real estate customers are free to choose from nearly 80,000 real estate brokerages and more than 2 million real estate licensees, about 1.2 million of whom are Realtors, who abide by the strict Realtor Code of Ethics, and are members of NAR.

"America's real estate industry is one of the most competitive business environments in the world, characterized by low barriers to entry, intense personal client service and a results-based compensation structure," Yun says. "Competition is fierce. Today's consumer is bombarded with choices on television, radio, newspapers, and the Internet. They are enticed by offers of flat fees, rebates and other incentives. In fact, discount brokerages and many innovative business models



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are doing very well in today's real estate marketplace."

According to Mr. Yun, the national average for real estate commissions, as computed by Real Trends, has dropped from 5.5% in 1998 to 5.1% in 2003.

Yun cites a recent study by researchers at Pennsylvania State University that found that consumers in 12 residential real estate markets have more informa-

*About three out of four buyers today use the Internet to search for homes.*

tion, demand more services, and have more agents and business models to choose from than ever before. The study, undertaken by Professor Steve Sawyer, suggested that increased consumer access to real estate information online is redefining how consumers engage real estate services and may be contributing to the growth of real estate markets and a high level of competition. Potential sellers are more knowledgeable about property values, alternatives and service options.

Access to multiple listing service data may be creating consumers who demand more of their real estate agents and other value-adding service providers. **P**

Jolyn Brown, ABR, LTG, is the chairman of the board for the Cleveland Area Board of Realtors (CABOR).

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# Can It Be Time To Move Already?

## Full-service architects can ease the relocation process

By Jim Streff and Abby Sternad

**H**ow much time will be lost in the next year worrying about workstation and office sizes? Who from the company will be in charge of deciding who gets an office and who is relegated to the dreaded "Open Office"? How much space do we really need? Can't we just stay here? How much money will it

cost to relocate? What about the wasted space in our existing areas....

These questions and ideas are common as a company begins to work on a new lease for their office space. An experienced architect can ease moving anxiety by answering some of those questions, exploring those ideas and guiding man-

agement through the relocation process step by step.

In order to guarantee an appropriate tenant/architect fit, the tenant must be familiar with the process. They must ask questions that pertain to their unique office situation during architect interviews. When considering a move, every business owner imagines an end result that is comfortable, cost-effective and tailored to their company's needs. But before getting comfortable at a new desk, they must first become familiar with the following phases and tasks that will structure their move.

### Programming


During the programming phase, an initial determination of the space requirements for a business is made. A business must determine the size of the desired offices and work areas and the number of these offices. Employee growth over the course of the lease is an important consideration and must be taken into account as part of the relocation plan. Architect and tenant must also think about storage. The number and size of equipment such as filing cabinets affects the outcome of the space requirement.

An experienced architect can review industry standards with a company and assist in this process. Much of the discussion can revolve around the existing office space and how it currently functions. The resultant document will quantify the required square footage the tenant is looking for both now and for the future.

### Space plans

The tenant and its real estate broker will use the established square footage requirement to search available spaces on the market. The architect applies the dimensions of several viable office spaces to a preliminary document prepared to aid tenant and broker. This is called a space plan.

With the help of the prepared space plans, the tenant will be able to better visualize the space as applied to their

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needs. These plans allow a move team to navigate through a space on paper and compare it to others side by side. Items like window arrangement, views and elevator access can be reviewed and factored into the decision.

### **Estimates, scheduling and lease negotiations**

Following the completion of the space plans, the architect will prepare cost estimates for the project. The estimates should include all construction, furniture, cabling, security system and move costs. By including these costs in the analysis of the spaces available, a suitable fit – both fiscal and physical – can be determined. The real estate broker will incorporate this information into the rent proposal from the landlord.

A timeline of activities is vital to a successful project because the project architect must coordinate the flow of work come construction time. This means establishing a schedule early on. This schedule will be extremely important later in the process when a general contractor and sub-contractors begin their work.

### **Design development**

Upon selection of a building and space, the architect will work with the chosen space plan and develop it into a detailed plan. The architect works with the tenant to define the scope of the project by choosing particulars such as finishes and final furniture placement. The architect must satisfy the tenant's expectations while keeping a careful eye



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on the budget during the design development phase in order to guarantee a satisfactory end result.

### Construction documents and bidding

After the tenant has approved the design and scope, construction documents are prepared for the construction of the space. These are both the documents that contractors use to provide pricing as well as the documents used to obtain a permit from the city.

Bids from interested contractors are taken for the scope of work described in the construction documents. During the bidding process, questions and clarifications are requested from the bidders. The architect will issue addendums to clarify these issues. The goal is to have all bidders bidding the same scope of work to ensure a fair bid.

### Construction

With the contractor selected and the permit secured, construction can start. Weekly meetings are suggested to allow communication to occur regularly and issues to surface and be resolved.

Building anything is a "custom" process and some questions inevitably arise. Communication between architect, tenant and contractor allows for questions and for inconsistencies to be overcome in an organized fashion.

### Move

Even if a tenant plans a move down to the smallest detail, on move day something will change the plans. The weather will be bad, the elevator will break down, or the lead mover will be under the weather. The key is flexibility and personnel in place to adjust and continue with the move as planned.

The many aspects of relocation, such as cabling, security systems, phone system, LAN Room design, furniture, finishes, stationary and business cards, must all come together during this phase. The list of details is endless. The proper consultants properly empowered can help identify the tenant's needs and help focus their efforts to make the relocation timely and the new space efficient. **P**

*Jim Streff, AIA, is president of HSB Architects. Abby Sternad is director of marketing/PR at HSB. For more information, call Streff or Sternad at 216.586.0229 or visit the firm's website ([www.hsbarch.com](http://www.hsbarch.com)).*



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# Hey Marketers, Start the New Year On the Right Foot

## SMPS CPSM certification is a great way to kick-start the year, your career

By Kathleen Bast

If you are in a marketing or business development role at a professional services organization, one of your New Year's resolutions should be to obtain your CPSM certification.

The CPSM designation stands for Certified Professional Services Marketer and signifies a high degree of knowledge and competence in six key practices areas or "domains" of marketing: market research; marketing planning; client and

business development; SOQ/proposal preparation; promotional activity; and information, resource and organizational management.

The certification program was designed to raise the professional standards and stature of marketing and business development in the design and construction industry. Obtaining the CPSM designation can propel your career by demonstrating that you take your pro-

fession seriously, and have invested the time and energy to become an expert in core functions specific to A/E/C marketing.

If you are an employer, you should encourage marketing professionals at your firm to obtain CPSM certification. Having certified marketing professionals on your team demonstrates that your firm understands marketing as a discipline and that you are committed to building your business.

Certification is available exclusively through the Society for Marketing Professional Services (SMPS), a national, non-profit organization comprised of marketing and business development professionals in the A/E/C industry.

The certification process involves completing a simple application and submitting it along with a college transcript and three letters of reference. Then, when you've had plenty of time to prepare, you can take an online exam, which is administered locally at scheduled intervals throughout the year or at the national SMPS conference (August 16-19, 2006, Hollywood California).

To help you prepare for the test, The Northeast Ohio chapter of SMPS has developed reading lists and study guides, and provides a library of information to its members. The chapter also organizes study groups. Once a month, professionals in the A/E/C industry meet to review study materials, brainstorm and share their experiences in the six domains of practice.

"In addition to being a great way to prepare for the test, this is an excellent opportunity to network with peers, build relationships and see what others are doing at their firms to generate revenue," says Jeff Dentzer, marketing manager with design/build and construction management firm Donley's Inc.

Dentzer is past president of SMPS Northeast Ohio and is leading this year's certification study groups.

"Marketers take their professions just as seriously as architects, engineers and other experts in our industry, says Linda Koch, marketing director at ka

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architects, who obtained her CPSM certification when the program was first introduced in 1996 and became a Fellow in 2003. "I like that the CPSM certification establishes standards to which marketers are held, just like other professionals in our industry."

At the study sessions, SMPS members and non-members roll up their sleeves and dig into issues such as how to perform effective market research, elements of strategic marketing plans, methods for fostering and building client relations, technical tools and tactics for administering the "go/no-go" process, how to work with the media, and many other skill-sharpening topics. The goal of each study group is for its members to leave with information that can help them implement sound marketing tactics right away, in addition to preparing them for the test.

Not Familiar With SMPS? Although you don't need to be a member of SMPS to sit for the CPSM certification, you should consider joining for several reasons.

SMPS is the premier educational and networking resource in the A/E/C industry. With more than 65 members locally, and more than 5,000 members nation-

ally, SMPS is the source for getting connected and staying connected.


Each month the Northeast Ohio Chapter offers educational programs that address hot topics affecting marketers in the industry. In addition, the organization offers plenty of networking events and opportunities for you to get plugged into what's going on in the local built and environmental environments.

In addition to outstanding networking opportunities, SMPS member benefits include a national membership directory; unlimited access to national marketing

job bank database; educational resources through the SMPS bookstore; a national marketing conference; subscription to SMPS' Marketer bimonthly journal; and a complimentary subscription to Properties magazine.

To learn more about CPSM certification and how to get involved in the local SMPS Northeast Ohio chapter, visit [www.smpsneo.org](http://www.smpsneo.org) or call Diana Kole, membership chair, at 216.524.6800. **P**

*Kathleen Bast is marketing director for KS Associates, a civil engineering and land surveying firm located in Elyria.*



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# Fine Dining Redesigned

By John Elliott | Photos by Kevin Reeves

## *Pier W charts new course with \$3 million interior renovation*

Ever since most Clevelanders can remember, a trip to Pier W restaurant on Lakewood's Gold Coast could be counted on for an excursion to excellent seafood amidst a beautiful view of Lake Erie and the downtown Cleveland skyline. The restaurant's nautical ambiance played well against an atmosphere of music and fine dining.

What many may not know is that a recent, \$3 million renovation has transformed the 10,000-square-foot building from a dark space to one that is brighter and more visually striking. Also, Pier W allows more patrons to take in the majestic views and offers the advantages of a brand new, state-of-

the art kitchen. The construction began in November of 2004 and the restaurant reopened this past July.

Built in 1965 by the late Vernon B Stouffer, founder of Stouffer Restaurants and Hotels, as well as the frozen food company bearing his name, Pier W is now owned and operated by Select Restaurants





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Inc., a Beachwood-based company that owns and manages upscale restaurants in several major markets across the United States. The company wanted to create a unique, sophisticated, urbane environment reflective of the cuisine and lakeside setting that would complement a truly wonderful dining experience, says Guy Wylie, director of development.

**Pirate motif was dated**

The restaurant’s original pirate motif, which featured clipper ship sails along the windows and various artifacts throughout, had become dated. In addition, it was apparent to the owners that the natural visual drama was only accessible in about two-thirds of the space, due to the original floor plan. This meant many visitors weren’t experiencing the full visual magnificence of the lake view.

In addition, the air-handling units needed to be updated and the kitchen itself needed to be air-conditioned to expand the menu. The restaurant was first established to serve a very limited menu. Over time, the menu expanded to include more and more fresh seafood.



“The sophistication of the offerings has broadened,” explains Wylie, who notes that the renovation has enabled a whole new, more cutting edge cuisine.

Ronald A. Reed, a principal at Cleveland-based architectural firm Westlake Reed Leskosky, which developed the new design, says the restaurant wanted to continue to serve its existing

**SEEINGTHROUGH** Upon entering through glass elevator doors, visitors are immediately greeted by the translucent surfaces and blue-green tones, which can be found throughout the renovated restaurant.

clientele, but also attract newcomers. This wasn’t a simple task, because its theme was a bit dated for the younger generation. Reed said there is a “return to elegance” happening among upscale restaurants nationwide. While he wanted to maintain the waterside theme, he wanted to be subtle, not as obvious as it had been.

“We didn’t want the theme to be like Davey Jones’ Locker with nets hanging everywhere,” he says.

Nor did the old design give patrons complete access to the great view of the lake. The bar was completely sequestered off from the new.

“This was going to be a complete egalitarian exposure,” Reed says, but at the same time maintain some degree of intimacy in the different sections so that it didn’t seem like one big room.

**Strategic material selection**

A key solution to maintaining the nautical identity was to emphasize materials aqueous in nature or suggestive of water when exposed to light. The trans-

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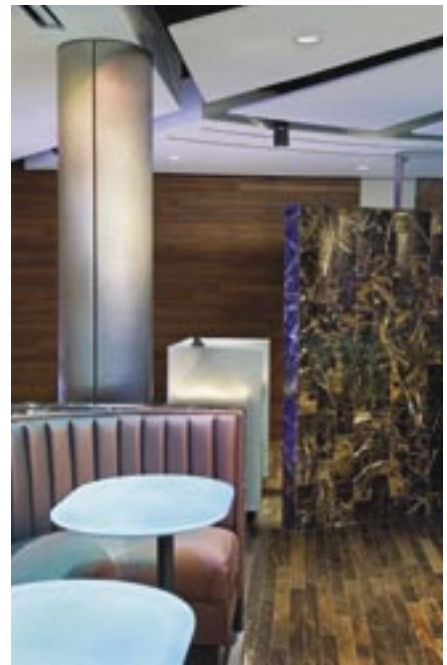
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**SUBTLE SCENE** Materials were selected to suggest a maritime lifestyle, but not in an obvious manner. For example, the upholstery on much of the furniture is iridescent.

Iridescent surfaces and blue-green tones can be found throughout, along with heavily-veined marble, rippling cast glass, ice like resins and upholstery evocative of wet suit material.

Materials were also selected to suggest a maritime lifestyle, but not in an obvious manner. The carpeting in the main dining room resembles the lake's surface when exposed to a certain amount of light. The upholstery on much of the furniture is iridescent, suggestive of water, but without being loud about it.

"There are all these subliminal gestures you can't quite put your finger on," Reed says.

"It's more of an upscale, New York type of restaurant," says Dave Leber, a principal at Euclid-based Leber Brown Architects, which reviewed the project. He characterized the new design as slick, European contemporary, known by some as Bauhaus, which is not ornate.

"It was a great project for Cleveland," he notes.

Materials were also selected to minimize noise. The most obvious example is the fragmented acoustical ceiling.

"I really don't like shouting at people in restaurants anymore," Reed says.

**The building presented challenges**

Redesigning the space to accomplish these goals proved to be challenging,



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**SERVICE WITH A STYLE** Accent walls, unique lighting and specialized ceiling features combine in the private dining and conference room, which also includes Internet capability and a drop-down audiovisual screen hidden in the ceiling.

given the constraints of the existing structure. The building's structure resembles the hull of a large yacht, cantilevered over Lake Erie. Patrons access the building from an awning walkway at ground level from the parking lot, then enter a lobby where they descend to the restaurant by stairway of elevator. The base of the building is a big, concrete beam that begins underground and extends over the shale cliff.

The restaurant is adjacent to Winton Place, a Gold Coast condominium whose first initial, "W," gave the restaurant its name. Expanding the restaurant "footprint" was not an option.

"There was no ability to change the envelope," says Angela Mazzi, the project director for Westlake Reed Leskosky. "We had to work within the existing space to create the dining room in the image of the building."

The architectural team decided the entire space would need to be gutted to introduce a more versatile floor design. The electric, plumbing, heating, ventilation and air conditioning systems were all replaced. This required intricate coordination between the design team of Butler Electric, Donovan Mechanical, and HDH Mechanical.

A key step to making the floor plan more useful was to move the position of the entrance stairs and elevator so that once they reached the main landing visitors would enter the restaurant at the side of the building that immediately faces the lake. By entering a hallway to the main dining area along the lakeside, patron traffic would not conflict with the wait staff as they walked to and from the kitchen at the other end of the building.

Creating this lakeside hallway also required repositioning the bar.

While it still faces the main landing, it is no longer sectioned off the rest of the space. Instead of solid walls isolating the bar from the dining area, the bar is partitioned by a series of curved, glass sheets that give bar patrons a view of the lake.



The bent glass, provided by Harmon Inc., enables the transparent border around the bar to follow the curved shape of the bar itself, which follows the perimeter of an impressive shining, cylindrical liquor cabinet behind the bar. The new lakeside hallway also allows patrons to glimpse a view through portholes in a part of the wall that was previously not visible to most visitors.

### **A larger, more versatile elevator**

Enlarging the adjacent elevator proved more challenging, but it resulted in an even more dramatic visual effect.

"We wanted to make the elevator ride more of an experience," Mazzi says.

They decided to make the elevator bigger and to make two of the elevator walls glass, creating a visual experience for riders that gives them a sense of

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**SOUNDING OUT** Ceilings in the dining room feature a fragmented pattern of highly specialized, acoustical tile to keep audio volume low. "I really don't like shouting at people in restaurants anymore," explains Architect Ronald A. Reed.

vided most of the general trade services.

The first landing is only the first part of the elevator ride, however. At the main floor, riders see the maitre d' station, the bar and the main dining room on one side, and on the other, an intimate view of an elegant wine cellar.

### An adventure in wine selections

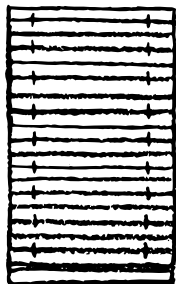
Mazzi noted that making new use of an area that was largely unused previously created the wine cellar. The view from the elevator includes wall length wine racks built by Wine Cellar Technologies, based in Aurora, and an antique table showcasing a handful of the 2,000 bottles. The room is kept at

entering a boat hull. An aquarium on the first landing of the elevator shaft was expanded to cover the full width of the elevator carriage, giving elevator riders the sense they were descending into an aquatic environment. The new aquarium is also a marine tank, as opposed to freshwater, offering a much more colorful, aquatic visual experience with

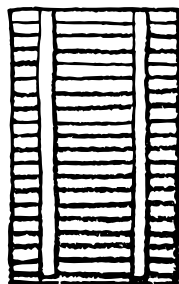
coral and marine fish. The new elevator replaced a residential hydraulic model that had been added in the 1980s to assist the handicapped. To install the new elevator, it was necessary to pour a new, enlarged elevator pit.

"It was very complicated," says Dan Allen, owner of DLA Services LLC, the Cleveland-based company who pro-

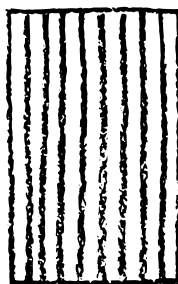
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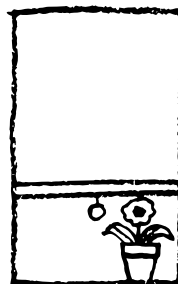
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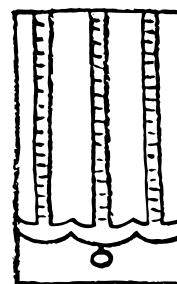
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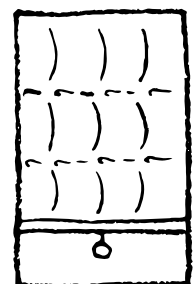
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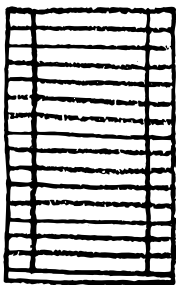
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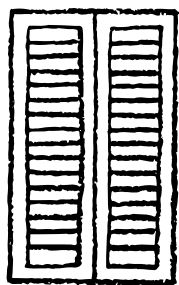
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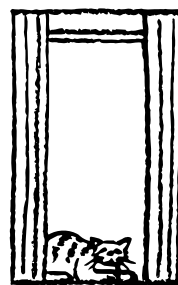
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**SET STRAIGHT** The silverware is elegant but simple in shape upon white napkins and tablecloths. Water glasses are cobalt blue, and each table has a yellow Fuji mum.

55 degrees Fahrenheit and 50 percent humidity. The purpose of the wine cellar is to provide a perfect environment to hold the restaurant's extensive selection of vintage wines and convey the level of quality of the restaurant. There are bottles that range from \$25 to \$1,000, with a broad range of offerings in between. The new traffic flow allows the wait staff to access the wine cellar and the bar from the kitchen or the main dining area without bumping into arriving patrons.

The maitre d' station, and the main dining area can be seen just beyond.

The building's main color scheme consists of blue-green, counterbalanced with warm, teak wood, Mazzi explains.

There are various translucent surfaces on the materials throughout the space to communicate the aquatic theme. This parts from the original design, which used a lot of dark colored wood. The designer wanted the space to look classic, but not trendy. Hence there are a lot of minimalist shapes, such as the acoustical ceiling panels that pitch and fall to mimic the flow of waves. There are both visual and auditory purposes served by these ceiling panels, notes Christopher Lachman, project manager at CSL Consulting LLC, the Euclid-based consultant who oversaw the contracting and purchasing. The acoustical panels are wrapped in a vinyl material that absorbs sound,

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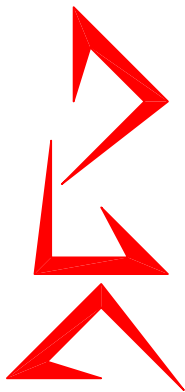
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which enhances the dining experience. In a restaurant, patrons want to hear the background music, but they want to hear their own conversations as well, he said. "The effect is created through the expression of materials as opposed to a stage set kind of thing," Mazzi explains.

### Italian marble blocks

Both the bar and the main dining area make use of an Italian marble with black, white and gold colors that resemble undersea coral and match the teak wood of many of the walls. This marble can be found on the seating partitions.

The bar tables have solid, translucent surfaces that evoke ice. The furniture was provided by Sweet Modern in Woodmere Village.

The centerpiece for the bar is a cylindrical liquor cabinet that has glass shelves displaying liquor bottles. The cabinet

***"We didn't want  
the theme to be like  
Davey Jones' Locker  
with nets hanging  
everywhere"***

**Ronald A. Reed  
Westlake Reed Leskosky**

and bar feature LED lighting. The light can be programmed to emit unlimited color schemes: grey, blue, green, dark red and orange are currently being utilized.

"It was a great opportunity to unleash our creativity and do something dramatic," Mazzi says.

The walls in the main dining room have all been painted white, enhancing the light from the outside.

### Key uses of lighting

Lighting plays a critical role in achieving the aquatic ambience, Mazzi notes. She says stage lights were installed throughout the ceiling to allow for specific levels of light inside the rooms, and to dramatically illuminate the tabletops and food presentation without detracting from the drama of the view. The lights are synchronized to provide different levels of illumination for different times of the day. Everything is programmed so that the management staff doesn't have to do anything but push a button in the

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**LAKESIDE LUXURY** Pier W's nautical theme, significantly modernized under the recent renovation, is derived from the restaurant's unique location. The building's structure, which resembles the hull of a large yacht, extends from a shale cliff allowing for expansive views of Lake Erie.

morning and in the evening. The activation of the two flat screen televisions in the bar as well as the air control are integrated in this scheme.

"It eliminates all the issues tied with making certain lights are turned on," Lachman says. "It really is a unique system."

### History still comes alive

A number of artifacts previously located throughout the restaurant have been consolidated in a hall area. This space has been made to resemble a mini-museum. The artifacts were arranged by Christopher Gilchrist, executive of The Great Lakes Historical Society, in Vermilion, Ohio. The wall display includes a wood ship mast of an unknown vessel, an old engine telegraph, a brass capstan cover, architectural drawings of old vessels, a picture of an old lake steamer, an early diving suit and helmet, and an old wooden captain's wheel. Another inviting part of the restaurant is a private banquet room, which seats 20 people. Accessible through a pair of big, glass sliding doors. The doors are made in three layers, two pieces of "art" glass and one that is clear. Clear glass circles were inserted into one of the pieces to create the impression of bubbles. Some of the surfaces in the room have copper metallic upholstery, suggesting the lake's bottom. Two of the walls in this room feature charcoal drawings of waterfront scenes by local artist Laurence Channing, supplied by Cleveland-based Bonfeoy Co., which some visitors might mistake for black and white photographs.

### An "underwater capsule"

The purpose of the room, which used to house offices, was to create the feeling of being underwater, even though the room can host business meetings, thanks to Internet capability and an audiovisual screen that is subtly built into one of the walls. The underwater vision is accomplished by several frosted, acrylic ceiling



panels with a wave shaped, molded surface and projecting elements in the wall surface that curve up and form part of the ceiling.

"It kind of blurs the distinction between the wall and the ceiling," Mazzi says.

The main dining area offers both booths and tables. Booths have an iridescent rust colored surface while chairs alternate between gold and rust tones.

The menu also has an iridescent surface, complementing the interior theme. The silverware is elegant but simple in shape upon white napkins and tablecloths. Water glasses are cobalt blue, and each table has a yellow Fuji mum. The narrow white pillars that separate the dining booths in the main dining room sport narrow teak fins that extend in vertical patterns about half way to the ceiling. The pillars themselves are positioned



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**BOASTING BALANCE** Narrow white pillars that separate the dining booths in the main dining room sport narrow teak fins that extend in vertical patterns about half way to the ceiling.

between groups of dark, coral-like marble blocks.

The blocks partition sections of the dining rooms so that there is a partial sense of privacy, but the massive windows provide a full view of the lake to everyone.

"The space is designed to put you at ease," Lachman explains.

The kitchen is sectioned off from the main dining room by a long, rectangular-shaped island with a teak surface with narrow holes that resemble recessed candles. The trim fixtures around these openings have coverings over them that were custom built to conceal the metal fixtures. This along with the bar and all the other custom millwork was fabricated and installed by Sheridan Woodworks of Cleveland.

### The kitchen gets a facelift

The kitchen has been revamped to provide state-of-the-art workstations. One piece of equipment, a chef's island, housing refrigeration and numerous pieces of cooking equipment, was custom built to fit the space, Lachman notes.

Under the direction of Executive Chef Anthony Phenis, the new kitchen includes a wood hearth oven to fire such special items as cedar planked salmon, herb roasted fingerling potatoes, home-



**LIGHTS ON** The centerpiece for the bar is a cylindrical liquor cabinet with glass shelves. The cabinet and bar feature LED lighting, which can be programmed to emit unlimited color schemes: grey, blue, green, dark red and orange are currently being utilized.

made shrimp scampi pizza, as well as additional burner stations which allow one person to cook while another plates. The kitchen floor finish is a special non-skid tile.

“We have the best of what is available, and more, to facilitate our intricate work,” Phenis explains.

There are still fully insulated rooms in the kitchen for refrigerated cutting of fresh fish meat.

“This is the freshest fish you’re going to find,” Phenis says.

“The menu requires a larger number of components assembled in the kitchen,” Phenis adds.

Even French fries are cut from scratch. There is a whole new dessert menu with freshly prepared pastries.

“There are just so many more components to it,” Phenis says. “That’s what defines a great restaurant.”

The kitchen was completed six weeks before the dining room was, giving the chef time to train and create new recipes.

“This time gave our staff an opportunity to fine tune their ability as a team to provide our guests with an outstanding dining experience,” says Guillermo Espejel, the general manager.

### A challenge to remember

Allen at DLA Services LLC notes that it was difficult to meet Select’s production schedule to reopen on time.

Even though a very challenging project, Allen says he was honored to be part of such a successful renovation of a venerated Cleveland landmark.

Once the restaurant reopened in July, patrons returned in droves, largely by word of mouth. The restaurant continues to attract diners anxious for its fresh seafood specialties and the majestic views more easily while relaxing in a sensual maritime environment. **P**

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Updated info on important projects in the region

## CITY MUNICIPAL COMPLEX

**Strongsville, OH** (Cuyahoga Co.) SR 82 (Royalton Road) & SR 42 (Pearl Road)

**ESTIMATED AMOUNT:** \$25,000,000

**CONTRACTING METHOD:** Public Bids

**UPDATE:** Owner to seek a May 2006 bond issue.

PN-K0107126

**OWNER:** City of Strongsville  
16099 Foltz Industrial Parkway  
Strongsville, OH 44136  
www.strongsville.org  
(440) 238-5720

**CONSULTANT:** Wilson Estes Police Architects  
5999 Broadmoor Street

Shawnee Mission, KS 66202  
(913) 384-2292

**DETAILS:** Approx. 54,000 SF; to include police and fire station, city jail and courthouse; possible location behind the new city Recreation Center on State Route 82.

PN-Q1220007

## NEW GILLES-SWEET ELEMENTARY SCHOOL

**Fairview Park, OH** (Cuyahoga Co.)

**ESTIMATED AMOUNT:** \$12,395,000

**CONTRACTING METHOD:** Public Bids

**STATUS:** Bidding to advance March 2006.

**OWNER:** Fairview Park Board of Education  
20770 Lorain Rd.  
Fairview Park, OH 44126  
(440) 331-5500 FAX (440) 356-3545

**ARCHITECT:** Architectural Vision Group  
31150 Center Ridge Road  
Westlake, OH 44145  
http://www.avgl.com  
(440) 808-8520 FAX (440) 808-8301

**C.M.:** Regency Construction Services, Inc.  
14600 Detroit Avenue, Suite 1495  
Lakewood, OH 44107  
www.regencycsi.com

**DETAILS:** 105,000 SF, two-story masonry building with utility brick and CMU back-up; partial steel framing; low sloped membrane roofing; hydronic VAV system; general trades; kitchen equipment; fire protection; plumbing; HVAC; electrical; technology; loose furnishings.

PN-Q0520074

## ADHESIVE MANUFACTURING FACILITY EXPANSION

**Avon, OH** (Lorain Co.) 32150 Just Imagine Drive

**CONTRACTING METHOD:** G.C. Subcontracts

**UPDATE:** Bidding possible January 2006.

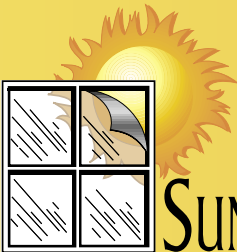
**OWNER:** Henkel Consumer Adhesives  
32150 Just Imagine Drive  
Avon, OH 44011  
(440) 937-7000

**ARCHITECT:** Janotta & Herner  
309 Monroe Street  
Monroeville, OH 44847  
(419) 465-2593 FAX (419) 465-2866

**G.C.:** Duke Construction  
4555 Lake Forest Drive #400  
Cincinnati, OH 45242  
(513) 956-4400 FAX (513) 956-4501

**DETAILS:** 216,300 SF addition; concrete, masonry, structural steel, mechanical, electrical, plumbing, HVAC.

PN-J1216043




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**HIGH SCHOOL**

**Elyria, OH** (Lorain Co.) W. Sixth St.

**ESTIMATED AMOUNT:** \$60,000,000-65,000,000

**CONTRACTING METHOD:** Public Bids

**UPDATE:** Planning is preliminary; owner seeking immediate financing through the Facilities Commission's Exceptional Needs Program.

**OWNER:** Elyria Board of Education  
335 Griswold Road  
Elyria, OH 44035  
(440) 284-8000

**ARCHITECT:** AVG Ltd.  
31550 Center Ridge Road  
Cleveland, OH 44145  
(440) 808-8520 FAX (440) 808-8301

**ENGINEER:** Ralph C. Tyler Incorporated - Cleveland  
1120 Chester Avenue  
Cleveland, OH 44114  
www.rtylerco.com  
rtc@rtylerco.com

**C.M.:** Regency/Ruhlin/G. Stephens  
14600 Detroit Avenue, Suite 1495  
Lakewood, OH 44107  
www.regencycsi.com

**DETAILS:** 360,000 SF; two-story building to house grades 10-12; demolition of existing Elyria High School.

PN-Q1213030

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Boulevard

**CONTRACTING METHOD:** Public Bids

**STATUS:** Owner is negotiating site purchase; plans are preliminary.

**OWNER:** City of Cleveland  
601 Lakeside Avenue, Room 128  
Cleveland, OH 44114  
[www.city.cleveland.oh.us](http://www.city.cleveland.oh.us)

(216) 664-2628 FAX (216) 664-2177  
**DETAILS:** New recreation center to be constructed on the former Big Lots site; SF to be determined.

PN-M1114009

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Gordon Square Homes  
Cleveland, OH (Cuyahoga Co.) 6515-7001 Detroit Avenue

**ESTIMATED AMOUNT:** \$16,000,000

**CONTRACTING METHOD:** To be determined.

**UPDATE:** Announcing G.C.

**OWNER:** Art House  
3119 Denison Avenue  
Cleveland, OH 44109  
(216) 398-8556

**OWNER:** Cleveland Public Theater  
6415 Detroit Avenue  
Cleveland, OH 44102  
(216) 523-1600

**DEVELOPER:** Detroit Shoreway Community Development  
6516 Detroit Avenue  
Cleveland, OH 44102



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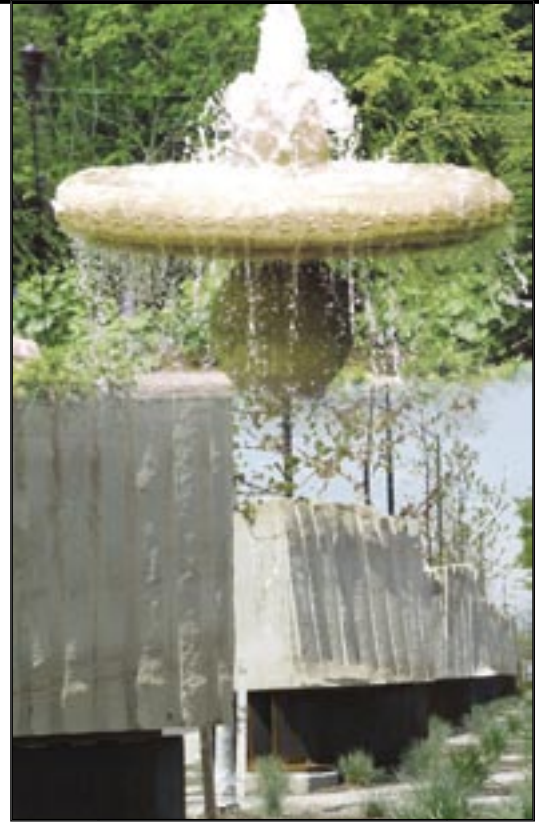
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PN-10207012

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**ESTIMATED AMOUNT:** \$10.6 million

**CONTRACTING METHOD:** Public Bids

**UPDATE:** Project is in design phase; bidding possible late Spring 2006.

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**OWNER:** Medina County Commissioners  
144 N. Broadway  
Medina, OH 44256

(330) 722-9208 FAX (330) 722-9206

**ARCHITECT:** T.C. Architects Incorporated  
1650 W. Market Street  
Akron, OH 44313  
(330) 867-1093 FAX (330) 867-4198

**ENGINEER:** URS Companies - Akron  
564 White Pond Drive  
Akron, OH 44320

(330) 836-9111 FAX (330) 836-9115

**C.M.:** Panzica Construction  
735 Beta Drive  
Mayfield Village, OH 44143  
(440) 442-4300 FAX (440) 442-4179

**DETAILS:** 121 acres; 100,000 SF; adult education campus; roads, utilities, infrastructure.

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Active Plumbing & Supply Company.....	50	Infinity Construction.....	35
Adriano Stone, Granite & Tile.....	48	Infinity Studios.....	3
AIA.....	48	J.V. Janitorial Services, Inc.....	78
Ajax Commercial Cleaning, Inc.....	43	Jance & Co., Inc.....	57
All Erection Crane.....	2	Korfant & Mazzone.....	73
Anderson-Bolds, Inc.....	57	Krill Co., Inc., The.....	72
Apartment Guide.....	12	Kurtz Bros.....	31
Architectural Fiberglass, Inc.....	52	Lawler & Crowley Constructors, LLC.....	59
Art Window Shade & Drapery Co.....	66	Leber Brown Architects.....	37
Atwell-Hicks.....	80	Lucky Sand & Gravel Co.....	71
Ayers Well Drilling.....	38	Mason Structural Steel, Inc.....	24
Bashian, John Photography.....		McGraw-Hill Construction Network.....	25
Baywest Construction Group, Inc.....	76	Mid State Restoration, Inc.....	46
BFI/Karas Rubbish Removal.....	43	Nelson Contracting.....	74
BOMA Greater Cleveland Building Owners & Managers Association.....	13	North Coast Paving.....	9
Brilliant Electric Sign Co. (BESCO).....	48	Northern Savings Company.....	18
Bruder Building Materials, Inc.....	44	Ohio Carpenters Union.....	29
Buckeye Sweeping, Inc.....	19	Ohio Concrete Sawing & Drilling.....	67
Carey Roofing Corp.....	49	Pease Photography.....	58
Carney Construction Company.....	51	Pete & Pete Container Service, Inc.....	27
Carron Asphalt Paving, Inc.....	39	PlanCycle.com/SE Blueprint, Inc.....	21
CB Richard Ellis.....	19	Power Alarm.....	70
Central Exterminating Co.....	30	Precision Environmental Co.....	6
Certa ProPainters.....	44	PSI Engineering, Consulting & Testing.....	68
Chagrin Custom Stainless Inc.....	67	Qualified Interiors Inc.....	67
Cleveland Quarries.....	75	RAF Building Maintenance.....	56
CNC Construction News Corp.....	43	Reliable Snow Plow Specialist.....	17
Columbia Building Products.....	40	S. A. Comunale Co., Inc.....	56
Comm. Assn. Of Underwriters Of America.....	33	S.M.I.L.E., Inc.....	40
Courtad, Inc.....	47	Schneider-Dorsey & Rubin.....	22
Courtland Security.....	36	Schuemann Architectural Photography.....	73
Crain's Cleveland Business.....	20	Schulz, Charles Building Company.....	53
CSL Consulting.....	61	SecuriTec.....	31
CUI Services.....	56	Service-Tech Corporation.....	53
D-A-S Construction.....	55	Sheridan Woodworks, Inc.....	65
Delta Carpet Cleaning Inc.....	64	Sign Concepts.....	77
Delta Industrial Services, Inc.....	38	SJS Land Services.....	77
DLA Services, LLC.....	68	SMPS Northeast Ohio.....	23
Dubick Fixture & Supply.....	38	Sobol Sales Co.....	75
Dunlop & Johnston, Inc.....	7	Space Comfort Co.....	44
Dun-Rite Construction.....	46	Stark Group, The.....	16
eBlueprint.....	10	Stout, R.B. Inc.....	14
Educational Equipment.....	63	Stump Services.....	76
Edward R. Flynn Company.....	68	Sunray Window Films LLC.....	74
Euclid Industrial Maintenance & Cleaning Contractors, Inc.....	47	Suntrol Co.....	72
Festivo Gallery- Art By Brian Jones.....	21	Svec, Charles Inc.....	54
Frost Building Maintenance Inc.....	19	T H Restoration.....	74
Geist Co., The.....	32	Wall to Wall Design.....	41
GEM Electric, Inc.....	64	Warren Roofing & Insulating Co.....	76
Giambone Masonry, Inc.....	77	Western Waterproofing.....	53
Graelic LLC.....	64	Westlake Reed Leskosky Ltd.....	62
Grout Doctor.....	25	Westview Concrete Corp.....	41
H Leff Electric.....	26	William Wolf & Company.....	4
		Window Cleaning Specialists.....	54
		Woodhill Supply, Inc.....	45, 59, 70



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| <input type="checkbox"/> APPRAISER        | <input type="checkbox"/> INVESTOR               | <input type="checkbox"/> INSURANCE/BONDING                |
| <input type="checkbox"/> BANK             | <input type="checkbox"/> GOVERNMENT AGENCY      | <input type="checkbox"/> BUILDING EQUIPMENT SUPPLIER      |
| <input type="checkbox"/> MORTGAGE COMPANY | <input type="checkbox"/> ARCHITECTURAL SERVICES | <input type="checkbox"/> SPECIALTY TRADE                  |
| <input type="checkbox"/> SAVINGS & LOAN   | <input type="checkbox"/> INTERIOR DESIGNER      | <input type="checkbox"/> SUBCONTRACTOR (LIST TYPE): _____ |
| <input type="checkbox"/> TITLE COMPANY    | <input type="checkbox"/> STRUCTURAL ENGINEER    |   |
| <input type="checkbox"/> REALTOR          | <input type="checkbox"/> MECHANICAL ENGINEER    | <input type="checkbox"/> OTHER: _____                     |
| <input type="checkbox"/> REAL ESTATE LAW  | <input type="checkbox"/> ELECTRICAL ENGINEER    |   |
| <input type="checkbox"/> APARTMENT OWNER  | <input type="checkbox"/> CIVIL ENGINEER         |   |

**How many people does your company employ?**

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| <input type="checkbox"/> 10 or less | <input type="checkbox"/> 100-150 |
| <input type="checkbox"/> 11-25      | <input type="checkbox"/> 151-200 |
| <input type="checkbox"/> 26-50      | <input type="checkbox"/> 201-500 |
| <input type="checkbox"/> 51-100     | <input type="checkbox"/> 500+    |

**What is your company's gross annual revenue?**

- Less than \$500,000  
 \$500,000 to \$1,000,000  
 \$1,000,000 to \$50,000,000  
 \$50,000,000+

**Fax to: 216.251.0064 or Mail to: P.O. Box 112127, Cleveland, OH 44111**



Great minds think alike...

SINCE **1905**

In 1905, Albert Einstein established the Theory of Relativity, the scientific foundation for how we view our universe.

That same year, Harry Atwell launched his company, setting the standard for service in the land development industry.

For 100 years, Atwell-Hicks has transformed client visions into reality through growth, innovation and exceeding expectations.

Explore the Atwell-Hicks Century at [www.atwell-hicks.com](http://www.atwell-hicks.com).

