



February 28, 2022

Clerk of City Council  
City of Beachwood  
25325 Fairmount Blvd  
Beachwood, Ohio 44122

*RE: Submission for Request for Rezoning / Request for Site Plan Approval / Submission of Revised Zoning for Map and Text Amendment*

Dear Clerk of City Council:

On behalf of 3663 Park East My Place, LLC, we are submitting an exciting transformational redevelopment plan for the former Double-Tree hotel located at 3663 Park East, Beachwood, Ohio. We envision a mixed-use development that will enable an adaptive re-use of the existing structure. Our development will provide a mixed-use, multi-family development consistent with adjacent new multi-family projects, including the Astor and 3800 Park East. Enclosed with this letter are a) copies of the proposed redevelopment plan, and b) suggested modifications to the zoning code and new zoning code sections to enable the plan to move forward.

As detailed below, we request City Council refer our rezoning (map and text) and development plan approval to the Planning Commission to begin the review and approval process. We remain available to discuss our proposal with City officials at any time.

The 2015 Master Plan acknowledges the need for development (and redevelopment) of the Chagrin Highlands area. The area is now home to large employers including Eaton, Cleveland Clinic, and the expanding Ahuja hospital, among others. Consistent with that, we desire to redevelop 3663 Park East into a facility that will 1) provide high-end rental housing (demand being proven with the Astor, Van Akin, 3800 Park and similar projects), and 2) restaurants, high end retail, and compatible commercial on Park East (which is lacking any real retail space), 3) office space, and 4) exquisite outdoor spaces. The 2015 Master Plan includes vision statements such as:

- Promote mixed-use redevelopment of the Chagrin Blvd corridor and other outdated commercial areas to encourage re-use and growth where industry and jobs currently exist.
- Redevelop the Richmond Road corridor to support new, higher-density residential neighborhoods.
- Incentivize housing that accommodates future needs and grows the City's population.
- Avoid putting small apartments near single-family neighborhoods.
- Mixed use should be limited to corridors that are distinct from existing single-family neighborhoods.
- Remove zoning barriers to adaptive reuse of older buildings.

Our proposed plan satisfies all these criteria. We propose taking a hotel, which considering the new hotels near Pinecrest and convention facilities downtown, is no longer a viable long term use, and redeveloping it into a beating heart for the Park East area. We will provide food, housing,



services, and amenities to the Park East/Chagrin/Richmond corridor. We believe our plan will help stabilize the adjacent properties, become a catalyst for adjacent investment, and ensure the Park East corridor's strong future.

The 2015 Master Plan acknowledged the need for new mixed use zoning districts, and our draft zoning for this new U-4C district is attached. We are requesting the City to a) approve and create a new U-4C district per the attached, b) rezone the subject property to the new U-4C classification, and c) approve the proposed site plan. The draft U-4C zoning code is designed specifically for the area currently zoned U-9, between Harvard and Chagrin, and away from single family residential.

Pursuant to Zoning Code § 1107.03(b), the following is the complete statement in support of rezoning the Property located at 3663 Park East Drive, Beachwood, Ohio 44122 ("Property") from a U-9 (Motor Service District) to a U-4C (Integrated Multi-Family Residential Business District) and approval of the site plan for the development of the Property ("Project"). If you believe additional information is required, please let us know.

The Property is located to the West of Interstate 271 just South of the Chagrin Boulevard exit. A Hertz Car Rental is on site and Civista Bank flanks the Property. The legal description is attached as Exhibit A.

The present use of the Property is as a hotel, conference center, catering/restaurant, and rental-car facility. The proposed use of the Property is a mixed-use development including local retail shops and commercial services, restaurants, offices, and multi-family as described in the new U-4C zoning classification. A proposed development plan/site plan is attached to this letter.

The vision for the Project is to create a vibrant mixed-use destination that will be home to active retail, residential, office, and public amenity uses. The current hotel will be transformed into approximately 181 luxury apartment units. The hotel drop-off, conference center, and restaurant will be demolished to make way for a new mixed-use building that will include approximately 27,606 gsf of office space and 151 new apartment units above approximately 35,935 gsf of ground floor destination retail space. The perimeter of the building will be designed to maintain fire access around the entire site, with carefully curated plaza and landscaped environments at the base of the building where the public will engage with the building. Multiple locations at the ground floor will provide breezeway access into the courtyard, creating a permeable exterior ring of retail and residential uses.

Nestled in the center of the development will sit a courtyard plaza that will provide retail tenants extended exterior space, public green spaces, retail kiosks, and amenities serving as the heart of the development. On the south side of the renovated luxury apartments will be a private amenity pool deck that will include a lap pool, relaxation pool and spa, fire pits, outdoor cooking areas, and cabanas creating an oasis for the residents of the entire development.

The surface parking that is planned to remain but will be augmented by a valet parking building at the southeast corner of the site. Vehicle lifts will be utilized within the building to



provide up to (4) car spaces for every (1) surface space, thereby providing the development with sufficient parking. We have engaged a parking consultant to help us confirm adequate parking, especially considering that much of the parking will be “shared” (i.e. residential at night and office/retail during the day).

The nature of the surrounding area has changed and is already saturated with high-end hotels located in proximity. The need for larger conference space in the area has also dwindled with the relocation of many major conferences to the downtown hotels and conference center. Continuing to operate a 404-room hotel and conference center in this area is not viable. Instead, the proposed development is a cutting edge, innovative way to incorporate mixed-use elements on an underutilized property in an area that has clear and presented demand for such uses.

General statement (in addition to the plans) of the type of building to be constructed, including height and square footage: The proposed development will consist of several buildings, 5 stories in total (which is consistent with the current building height). A box score with uses, square footage, unit counts, and parking counts is on the plans. The current hotel will be transformed into approximately 181 luxury apartment units. A new mixed-use building that will include approximately 27,606 gsf of office space and 151 new apartment units above approximately 35,935 gsf of ground floor destination retail space. The new mixed-use building will be constructed with a concrete first floor and four stories of wood construction. The new office building will be steel framed.

Estimated cost of the proposed improvements. Our preliminary estimate is that the cost of this redevelopment will be approximately \$125,000,000.00. We are looking to create a mutually beneficial public-private partnership with the City to establish a property tax abatement and/or TIF to make this a viable project. We expect the completed project will add between 50-150 new full-time jobs.

Info about Applicant: My Place Group is leading the project on behalf of 3663 Park East My Place, LLC. My Place has over 15 years’ experience and has successfully developed and re-developed projects all over greater Cleveland including apartments, residential and commercial spaces. My Places’ principal, Chad Kertesz comes from a family of proven and successful developers with generations of experience and commitment in this neighborhood. My Place engaged VOCON to serve as lead project architect as well as Sasaki to consult on the overall project and landscape design.

The attached plans and proposed new zoning code sections detail the proposed dimensions, and related setbacks. If there are questions please let us know.

The Property is surrounded by U-9 uses, which is limited to hotels, restaurants, office buildings, professional medical offices, and childcare centers, all of which are compatible with the proposed uses of the U-4C designation. The area also includes a U-4A site and a U-3C designation, and a U-7A site for 3800 Park East. The Property’s proposed uses will, of course, be compatible with adjacent districts and areas and will not adversely impact any single family residential housing areas.



My Place Group  
3500 Lorain Avenue  
Cleveland, OH 44113  
[www.myplacecleveland.com](http://www.myplacecleveland.com)

The Planning Commission should recommend this Project for rezoning because it accomplishes the City's planning goals and achieves the most effective and appropriate land use for the area. The City's Master Plan's vision is to promote mixed-use redevelopment of the Chagrin Boulevard corridor and other outdated commercial areas to encourage and reuse and growth, to promote and support walkable neighborhoods, and to remove barriers to adaptive reuse of older buildings. This Project aligns with the City's vision and should be approved.

We look forward to working with this City on this project.

Sincerely,

Chad Kertesz

3663 Park East My Place, LLC

## **EXHIBIT A**

### **LEGAL DESCRIPTION**

Situated in the City of Beachwood, County of Cuyahoga, and State of Ohio:

And known as being a part of Original Lot 60 of said Warrensville Township, and being further bounded and described as follows:

Beginning at the point of intersection of the centerline of Richmond Road, and the centerline of Chagrin Boulevard;

Thence South 89 deg. 51' 20" East, along the centerline of said Chagrin Boulevard, a distance of 917.00 feet to a point, said point being the intersection of said Chagrin Boulevard, and the centerline of Park East Drive, as dedicated in Volume 219, page 35, of the Cuyahoga County Records;

Thence South 00 deg. 08' 40" West, along the centerline of Park East Drive, a distance of 473.00 feet to a point of curvature;

Thence along the arc of said curve deflecting to the left, 282.65 feet, said curve having a radius of 550.00 feet, and a chord which bears South 14 deg. 34' 40" East, 279.55 feet to a point of reverse curvature;

Thence along the arc of said curve deflecting to the right, 205.56 feet, said curve having a radius of 400.00 feet, and a chord which bears South 14 deg. 34' 40" East, 203.31 feet to its point of tangency;

Thence South 00 deg. 08' 40" West, along said centerline of Park East Drive, a distance of 193.75 feet to a point;

Thence South 89 deg. 51' 20" East, a distance of 30.00 feet to an iron pin found on the Easterly right-of-way of said Park East Drive, said point being the true place of beginning of the parcel herein described;

Thence North 87 deg. 46' 00" East, along the Southerly line of land conveyed to Parkway Medical Building Associates Partnership, as recorded in deed Volume 84-0130, page 49, of the Cuyahoga County Records, a distance of 613.88 feet to an iron pin set in the Westerly right-of-way of Interstate 271;

Thence South 03 deg. 33' 59" West, along said Westerly right of way of Interstate 271, a distance of 13.19 feet to an iron pin found;

Thence South 02 deg. 30' 14" East, along said Westerly right-of-way of Interstate 271, a distance of 459.78 feet to an iron pin set;

Thence along an arc of a curve, and continuing along said Westerly right-of-way of Interstate 271, a distance of 278.94 feet to an iron pin found at the Northeast corner of land conveyed to Park East Realty Company, as recorded in deed Volume 88-3594, page 1, of the Cuyahoga County Records, said curve having a radius of 12477.67 feet, a chord which bears South 00 deg. 17' 15" West, at 278.95 feet;

Thence North 82 deg. 00' 59" West, along the Northerly line of said Park East Realty Company land, a distance of 636.59 feet to an iron pin found on the Easterly line of aforesaid Park East Drive;

Thence North 00 deg. 08' 40" East, along the East right-of-way of said Park East Drive, a distance of 639.07 feet to the place of beginning, containing 9.9930 acres, be the same more or less, but subject to all legal highways.

Parcel No. 742-29-017

Property Address: 3663 Park East Drive, Beachwood, Ohio 44122





25325 Fairmount Blvd • Beachwood, Ohio 44122

Phone (216) 292-1914 • Fax (216) 292-1917

## PLANNING & ZONING APPLICATION

Form must be completed or will not be processed

APPLICATION DATE: 02.28.2022

OWNER OF BUILDING: 3663 Park East My Place LLC PHONE: 216.373.7400

STREET ADDRESS: 3663 Park East Drive

CITY/STATE/ZIP: Beachwood, OH 44122

APPLICANT: Chad Kertesz PHONE: 216.544.3822

COMPANY OR FIRM: My Place Group

EMAIL: chad@myplacecleveland.com

STREET ADDRESS: 3500 Lorain Avenue Suite 100

CITY/STATE/ZIP: Cleveland, Ohio 44113

PRESENTER(S) TO APPEAR AT THE P&Z MEETING (include name & email address):

Denver Brooker, denver.brooker@vocon.com; Chad Kertesz, chad@myplacecleveland.com;  
Aaron Evencik, aevenchik@hahnlaw.com, Jon Tremontozzi, jtremontozzi@landwiseadvisor.com

DESCRIPTION OF THE PROPERTY: + Greg Shumate, gshumate@desman.com

ADDRESS: 3663 Park East Drive SUITE #

TENANT NAME: Park Place of Beachwood

PERMANENT PARCEL # 742 - 29 - 017 PRESENT USE: Hotel PROPOSED USE: Mixed-Use

PURPOSE OF APPLICATION: Re-zoning of property from U9 to U4C

NATURE OF THE REQUEST (check as many as apply):

- ☒ Preliminary site plan approval
- ☐ Final site plan approval
- ☐ Lot split
- ☐ Lot consolidation
- ☐ Conditional use permit
- ☒ Rezoning
- ☒ Zoning text amendment
- ☐ Other
- ☐ Request for a variance.

Must provide a "Box Score" indicating permitted area, distance, etc. and requested area, distance, etc. with application.

Please explain reason for variance (must indicate a hardship):

See attached letter, classification of uses and revised zoning code for U-4C

Are there any special issues regarding this application that should be brought to the attention of the Planning Commission and Staff? If so, please explain.

\*\*\*\*\* (OVER) CONTINUED ON BACK \*\*\*\*\*

**Planning & Zoning Submission Requirements:**

- Attach site plan of the proposed development with details such as square footage, height, purpose.
- Attach an aerial photo depicting the property and surrounding area (these are available online via County Auditor's GIS website or Google Earth).
- Attach copy of the Auditor's Report from the Cuyahoga County website indicating the real estate taxes for the property have been paid on a current basis.
- Any Planning & Zoning application which requires Council approval must have a representative attend the scheduled Council meeting.

**Planning & Zoning Submission Filing Fees & Deposits:**

A non-refundable filing fee in the amount of thirty-five dollars (\$35.00) shall be paid to the City for each application submitted to the Planning and Zoning Commission; and...

A cash fee in the amount set forth in the following schedule shall be submitted in addition to the filing fee listed in subsection (a) hereof, at the time of application to the Planning and Zoning Commission and/or Council:

	<u>Zoning District</u>	<u>Fee</u>
(1)	U-1, A-1 / U-1, A-2 / U-2 / U-2A / Variances Includes all applications to the Planning Commission and/or Council except applications for lot splits and/or consolidations plats, easement applications, and any application required to be recorded with the County Recorder's Office.	\$300.00
(2)	All other Zoning Districts for site development plan review (new building/addition)	\$5,000.00
(3)	All lot split and/or consolidation plats, easements, and any application required to be recorded with the County Recorder's Office	\$1,500.00
(4)	For all Zoning Districts, excepting U-1, A-1/U-1, A-2/U-2/ and U-2A, all other applications, including, but not limited to: special use permits, conditional use permits, variances, text amendments, or similar or harmonious use	\$750.00
(5)	Map Amendment	\$2,500.00

We, the building owner and/or applicant, with our signature below, hereby agree to follow specifically the plans submitted to and approved by the Planning and Zoning Commission and do agree to construct said building(s) as depicted on said approved plans.


Chad Kertesz
02-28-2022  
 SIGNATURE PRINTED NAME DATE

\*\*\*\*\*OFFICE USE ONLY\*\*\*\*\*

PLANNING & ZONING COMMISSION - P&Z No. \_\_\_\_\_ MEETING DATE: \_\_\_\_\_

FEE: RECEIPT # \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_ DATE PAID \_\_\_\_\_

Preliminary Approval: \_\_\_\_\_ Date \_\_\_\_\_  
 Final Approval: \_\_\_\_\_ Date \_\_\_\_\_

Recommendation to Council: ☐ YES ☐ NO Meeting Date: \_\_\_\_\_

**Building & Community Development Department**  
 William Griswold, Building & Community Development Director  
 Phone (216) 292-1914 • Fax (216) 292-1917





## ZONING SUBMISSION

MAR 1 2022

**MY PLACE GROUP  
3663 PARK EAST**

01

# MIXED-USE PLANS

AREA SUMMARY			
GROSS AREA			
NEW CONSTRUCTION RESIDENTIAL BUILDING	184,317 GSF		
EXISTING RESIDENTIAL	198,534 GSF		
OFFICE BUILDING	39,020 GSF		
VALET PARKING GARAGE	27,563 GSF		
LEASABLE AREA			
RETAIL	35,935 RSF		
NEW CONSTRUCTION RESIDENTIAL	126,766 RSF		
EXISTING RESIDENTIAL	146,319 RSF		
OFFICE	27,606 RSF		
PARKING			
SURFACE PARKING	545		
VALET PARKING GARAGE	432		
TOTAL PARKING SPACES	977		
BUILDING HEIGHTS			
OFFICE BUILDING	49' TO TOP OF PARAPET		
NEW CONSTRUCTION RESIDENTIAL/RETAIL	64' TO TOP OF PARAPET		
EXISTING RESIDENTIAL (UNCHANGED)	7-STORY=68'		
	4-STORY=40'		
VALET PARKING GARAGE	32' TO TOP OF PARAPET		
RESIDENTIAL UNITS			
NEW CONSTRUCTION RESIDENTIAL	151		
EXISTING RESIDENTIAL	181		
TOTAL RESIDENTIAL UNITS	332		
SITE COVERAGES			
TOTAL SITE AREA	439,800 SF		
NEW CONSTRUCTION RESIDENTIAL BUILDING	51,647 SF		
EXISTING RESIDENTIAL	37,194 SF		
RETAIL PAVILION	1,500 SF		
RETAIL ADDITION TO EXIT. BLDG.	2,312 SF		
OFFICE BUILDING	13,803 SF		
VALET PARKING GARAGE	27,563 SF		
TOTAL BUILDING FOOTPRINT	134,019 SF		
LOT COVERAGE		0.305	
LANDSCAPE COVERAGE	70,518	0.160	
PARKING AREA	155901		
PARKING AREA LANDSCAPE	4136	0.027	

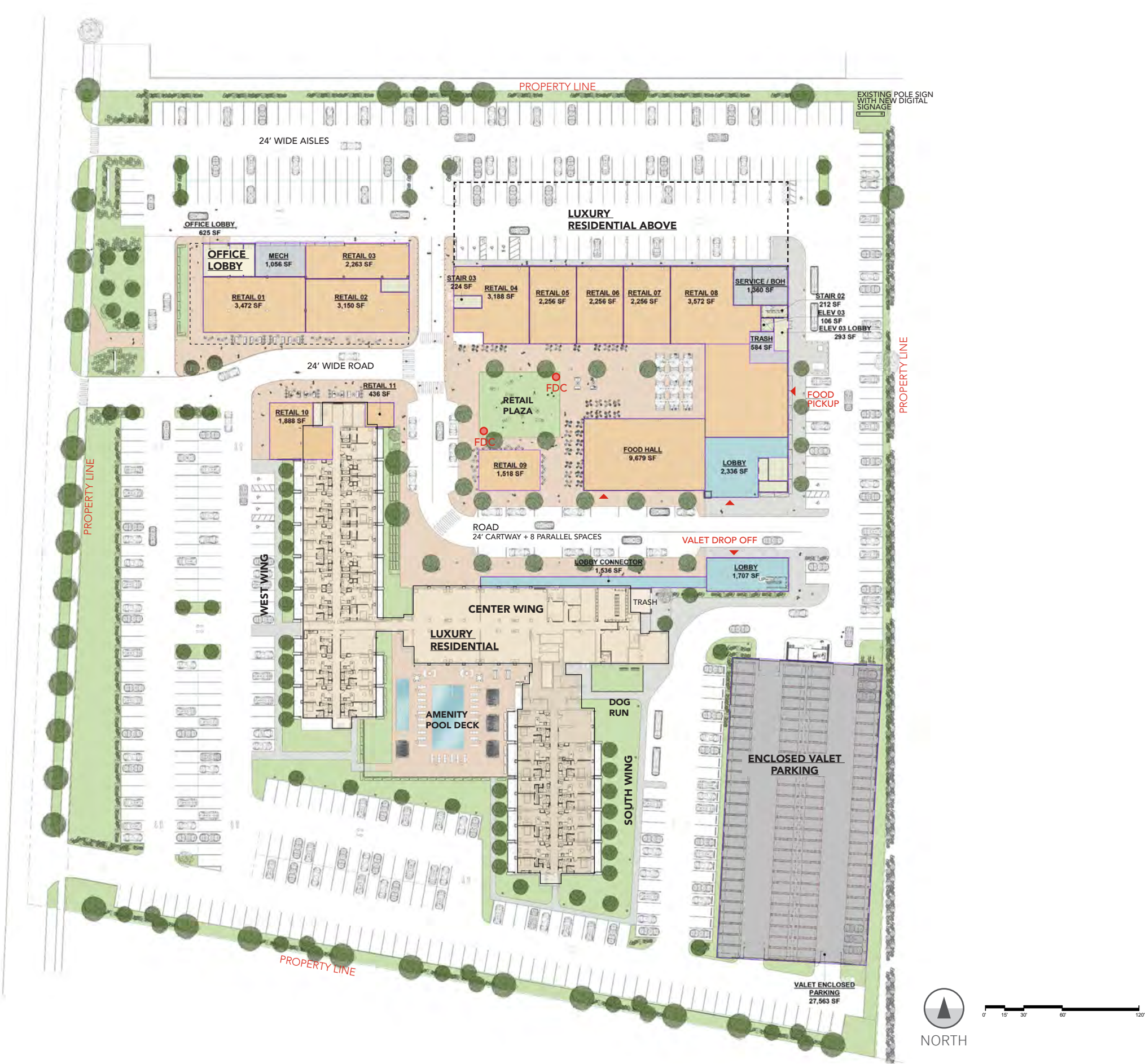
PARKING SUMMARY			
NEW CONSTRUCTION RESIDENTIAL BUILDING (1 PER BEDROOM)			
1 BEDROOM	NO. OF UNITS	REQUIRED	PROVIDED
2 BEDROOM	104	104	
3 BEDROOM	43	86	
	4	12	
		202	
RENOVATED RESIDENTIAL BUILDING (1 PER BEDROOM)			
STUDIO	17	17	
1 BEDROOM	105	105	
2 BEDROOM	52	104	
3 BEDROOM	7	21	
		247	
TOTAL RESIDENTIAL SPACES REQUIRED		449	
OFFICE (4:1000)	27,606	110	
RETAIL (5:1000)	25,935	130	
RESTAURANT (400 SEATS)	10,000	200	
TOTAL		889	977





AREA SUMMARY

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EXISTING RESIDENTIAL	198,534	GSF
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LEASABLE AREA		
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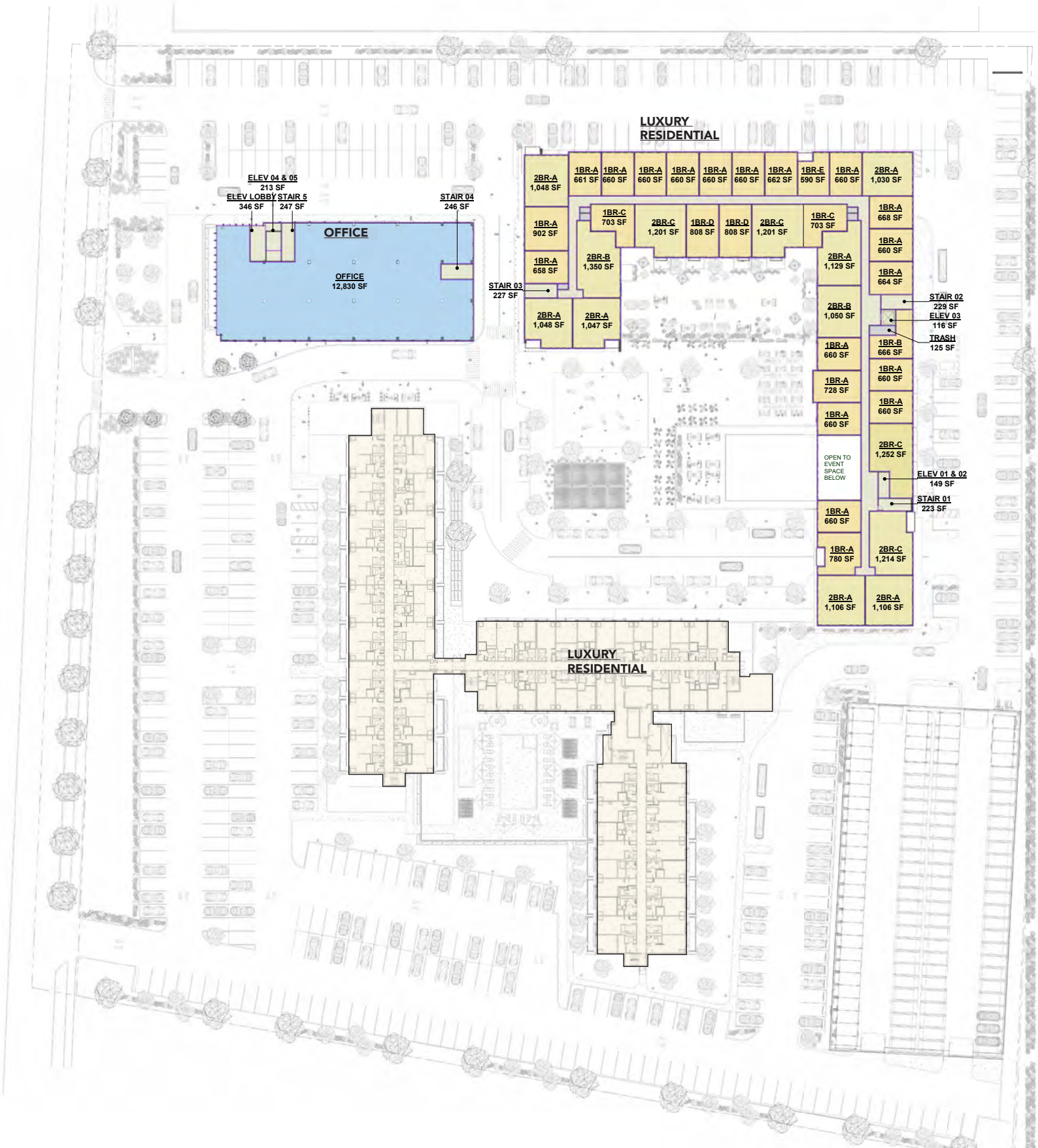


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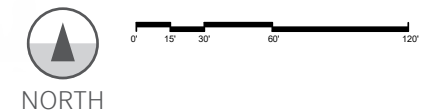
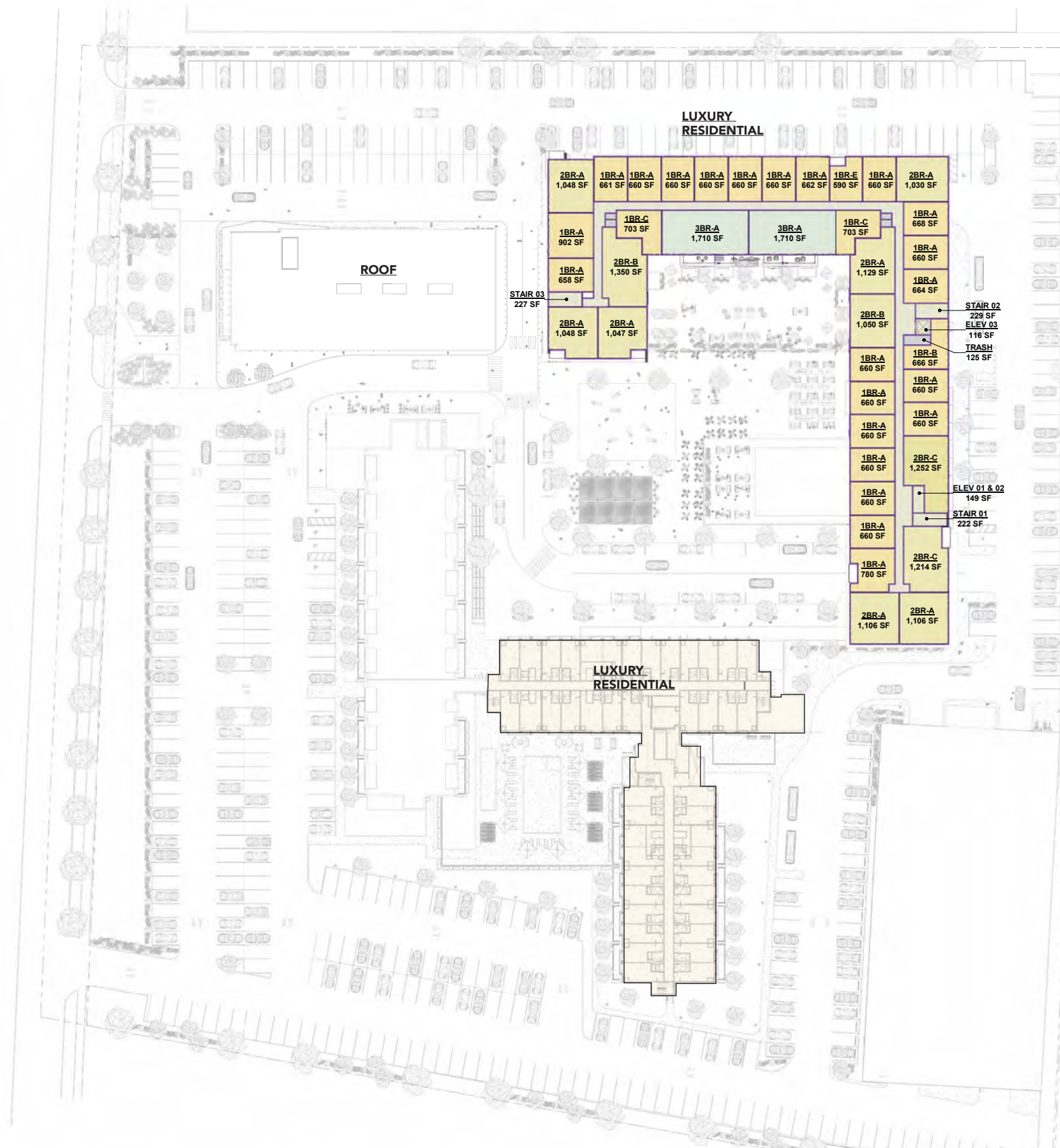




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02

**EXTERIOR DESIGN**









































**LET YOUR  
SPACES SPEAK.**

Primary Owner	3663 PARK EAST MY PLACE LLC
Property Address	3663 Park East DR Beachwood,OH 44122
Tax Mailing Address	3663 PARK EAST MY PLACE LLC 2019 CENTER ST CLEVELAND, OH 44113
Legal Description	60 SP 1785.36FT NP & PT VAC ST
Property Class	HOTELS
Parcel Number	742-29-017
Taxset	Beachwood
Tax Year	2021

#### Assessed Values

Land Value	\$1,293,740
Building Value	\$2,940,880
Total Value	\$4,234,620
Homestead Value	\$

#### Market Values

Land Value	\$3,696,400
Building Value	\$8,402,500
Total Value	\$12,098,900

#### Flags

Owner Occupancy Credit	N
Homestead Reduction	N
Foreclosure	N
Cert. Pending	N
Cert. Sold	N
Payment Plan	N

#### Half Year Charge Amounts

Gross Tax	\$257,528.42
Less 920 Reduction	\$92,939.75
Sub Total	\$164,588.67
10% Reduction Amount	\$ .00
Owner Occupancy Credit	\$ .00
Homestead Reduction Amount	\$ .00
Total Assessments	\$560.64
Half Year Net Taxes	\$165,149.31

#### Rates

Full Rate	121.63
920 Reduction Rate	.360891
Effective Rate	77.7348

#### Escrow

Escrow	N
Payment Amount	\$ .00

	Charges	Payments	Balance Due
Tax Balance Summary	\$330,298.60	\$172,944.97	\$157,353.63

#### 2021 (pay in 2022) Charge and Payment Detail

Taxset	Charge Type	Charges	Payments	Balance Due
Beachwood	1st half tax	\$164,588.67	\$164,588.67	\$ .00
	1ST HALF BALANCE	\$164,588.67	\$164,588.67	\$ .00
	2nd half tax	\$164,588.67	\$7,795.66	\$156,793.01
	2ND HALF BALANCE	\$164,588.67	\$7,795.66	\$156,793.01
C100030C-SEWER MAINTENANCE	1st half tax	\$280.32	\$280.32	\$ .00
	1ST HALF BALANCE	\$280.32	\$280.32	\$ .00
	2nd half tax	\$280.31	\$ .00	\$280.31
	2ND HALF BALANCE	\$280.31	\$ .00	\$280.31
C100030S-Sewer Maintenance	1st half tax	\$280.32	\$280.32	\$ .00
	1ST HALF BALANCE	\$280.32	\$280.32	\$ .00
	2nd half tax	\$280.31	\$ .00	\$280.31
	2ND HALF BALANCE	\$280.31	\$ .00	\$280.31
		Charges	Payments	Balance Due
Total Balance		\$330,298.60	\$172,944.97	\$157,353.63

\* Taxes are updated within the hour



INTRODUCED BY:

ORDINANCE NO. 2022-42

AN ORDINANCE REZONING 3663 PARK EAST DRIVE, BEACHWOOD, OHIO 44122 PPN# 742-29-017 FROM U-9 TO NEWLY PROPOSED CLASSIFICATION U-4C

WHEREAS, My Place Group has requested the rezoning of 3663 Park East Drive, Beachwood, Ohio 44122 PPN# 742-29-017 from U-9 to newly proposed classification U-4C; and

WHEREAS, it is Council's desire to refer said requested Rezoning to its Planning and Zoning Commission for study and a report and recommendation in accordance with BCO 1107.01.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Beachwood, County of Cuyahoga, and State of Ohio, that:

Section 1: The Council of the City of Beachwood, having received a request from My Place Group for the rezoning of 3663 Park East Drive, Beachwood, Ohio 44122 PPN# 742-29-017 from U-9 to newly proposed classification U-4C, will place this issue and said Rezoning on first reading, and refer the proposed to the Planning and Zoning Commission for its report and recommendation.

Upon Council's receipt of the recommendation of the Planning and Zoning Commission the issue of rezoning 3663 Park East Drive, Beachwood, Ohio 44122 PPN# 742-29-017 from U-9 to newly proposed classification U-4C shall be set for Public Hearing.

The Public Hearing shall be held on the \_\_\_\_ day of \_\_\_\_\_, 2022 at the Beachwood City Hall, Council Chambers, 25325 Fairmount Boulevard, Beachwood, Ohio.

This Ordinance shall be read by Council on three separate occasions and its passage shall cause the Proposed Rezoning to become effective upon operation of the law.

Section 2: The Clerk of Council is directed to advertise said hearing in a newspaper of general circulation in the City for a period of not less than thirty (30) days prior to the Public Hearing, setting forth the substance of the amendments which are proposed.

Section 3: It is found and determined that all formal actions and deliberations of Council and its committees relating to the passage of this legislation that resulted in formal action were in meetings open to the public where required by Chapter 105 of the Codified Ordinances of the City.

WHEREFORE, this Ordinance shall be in full force and effect from and after the earliest date permitted by law.

Attest: I hereby certify this legislation was duly adopted on the \_\_\_\_ day of \_\_\_\_\_, 2022 and presented to the Mayor for approval or rejection in accordance with Article III, Section 8 of the Charter on the \_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Clerk

Approval: I have approved this legislation this \_\_\_\_ day of \_\_\_\_\_, 2022 and filed it with the Clerk.

\_\_\_\_\_  
Mayor