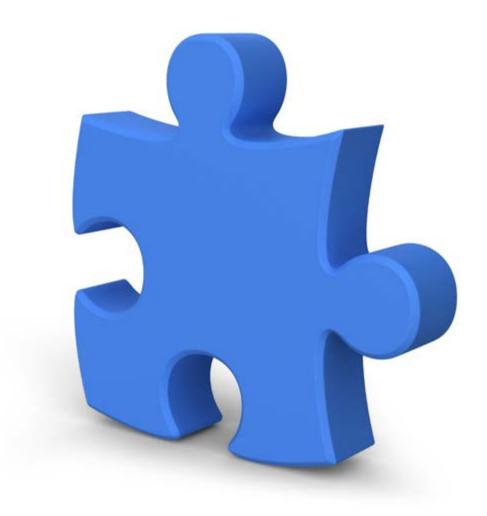
Suites

Published by the Northeast Ohio Apartment Association | MAY - 2014



Key Awards 2014 Information and Registration

COMPLETE YOUR SAVINGS PUZZLE!



WITH NOAA'S GROUP PURCHASING PARTNERS

HARNESS THE SAVINGS OF MEMBERSHIP IN A COLLECTIVE OF OVER 125.000 UNITS

- Credit Card Payment Solutions
 Payscape
 Aaron Marks (216) 780-4030
 - Electric Supply

 North Shore Energy

 Gary Greulich (330) 807-4438
 - Faucets and Parts
 American Brass Manufacturing
 Matt McConville (216) 431-6565

- Marketing Services
 Consolidated Solutions

 Joe Artiste (216) 426-5270
- Natural Gas Supply
 IGS Energy
 Scott Arthur (877) 923-4447 x2605
 - Paint & Carpet
 Sherwin Williams
 Mike Finazzo or Chuck Jennison
 (216) 271-6111

• Telecom Ancillary Revenue & More Choice Property Resources

Shari Smith • (614) 568-7303

 Waste Reduction & Recycling Cass, Waste and Recycling Solutions Sue Donovan • (216) 212-8135

Workers Compensation
CareWorks
Shawn Combs • (614) 526-7264

Northeast Ohio Apartment Association

Western Reserve Building 1468 West 9th Street • Suite 110 Cleveland, OH 44113

Contact

P: 216.241.1635 F: 216.241.1636 noaamembers.com noaamembers.com/suites-magazine facebook.com/NOAAPage

NOAA Executive Officers

President

Joy Anzalone Burton Carol Management

President-Elect

Claudia Madden UGP Properties

Vice President

Charles Schulman
Carlyle Management Company

Treasurer

Dan Ross Landmark RE Management

Secretary

Janene Kubit 200 West Apartments

Presidential Appointee

George Cvijovic Forest City Residential Management

Immediate Past President

Robert Sorin Royal American Group

Executive Vice President

Ralph McGreevy Northeast Ohio Apartment Association

Associate Council Appointee

Chris Stahurski
CORT

NOAA Staff

Ralph McGreevy

Executive Vice President

Jacqui Bongiovanni

Office Manager

Ryan Flanagan

Media and Marketing Manager

Produced by: Ryan Flanagan

Printed by: Consolidated Solutions

MAY 2014

TABLE OF CONTENTS

Executive Vice President's Message	4
New Members	6
Calendar of Events - Associates Council 5/9, 6/13, 7,11 ABC Maint. 5/2 Key Awards Judging 6/24 Golf Outing 7/14	7
Past Events	8
Grocery Shopping Goes Cyber	10
Key Awards Registration	
Stop Paying for Air	I 2

Crocker Park, New Urbanism

For Westlake, Crocker Park has created a viable downtown where there wasn't one. Construction has started on phase III and the American Greetings corporate headquarters.



workers Compensation Open Enrollment	4 I
Internet Policy and Productivity – Michael P. Mandato System Care, Inc.	22
Legislative Update	24
Eviction Index / Vacancy Rates	26

Componentian Open Envellment

Published by the Northeast Ohio Apartment Association

The Northeast Ohio Apartment Association is a non-profit organization committed to furthering professionalism in the multi housing industry. NOAA serves sixteen Ohio counties through specially designed education, networking and legislative programs.

President's Circle Members

AmRent C
Apartments.com C
AT&T D
Belfor USA G
C.C. Mitchell Supply Co. IC
Carrara Companies M

Coinmach Consolidated Solutions Dawson Neace Lukens Great Roofing & Restoration IGS Energy MFS Supply

Northeast Ohio Media Group Powers Friedman Linn, PLL Rent Path - Apartmentguide.com Roto-Rooter Schill Grounds Management The Sherwin Williams Company

Message from the EVP

Dear NOAA Members,

You have to appreciate those who make a living in the apartment industry for taking the long view on value creation for their real estate portfolios. That's not to say that they don't want an immediate return on their investments, but — by and large — owners and managers are looking at their businesses for what they will become in the next 20 years.

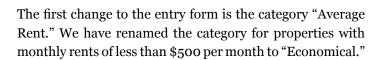
It is one of the few businesses where focusing on long-term success breeds great short-term results. Confused? To illustrate my point, think about the prosperity of today's rental market, and look at all the work being done to shore up assets for the long run. In the short term, the improvements keep the suites full and the ROI flowing, and by investing in the physical property, you are adding to the value of the real property.

And so, as NOAA gears up for the 11th Annual Key Awards, our members have asked whether this year's judging can minimize penalties for property owners who are replacing roofs, putting in new asphalt or just generally overhauling the exterior or interior.

Penalize? We will be encouraging judges to not only look at renovations in progress, but to consider that in Northeast Ohio, you have precious few months for major improvement projects — especially exterior enhancements. We will ask them to be especially considerate of those reinvesting in their properties and to look past the construction by envisioning the potential that our members are trying to extract from their property. In other words, take the long view.

KEY AWARD NEWS

New this year are categories meant to "level the playing field" for all members and their properties.



The second change to the form is a new source of date, headlined "Year." Properties will be judged in this category either by the year they were built or the year the building first housed residential tenants.

And finally, "Classification" is a new term we've added to the Key Awards that deals with type of housing. You will see three classifications: traditional, subsidized (public) or subsidized (private).

We are excited to make these changes. Each year, we discuss items like the ones above but never act on them, and by the time we rethink about them it's too late. Not this year, thanks to NOAA President Joy Anzalone, who kept us on task and really wanted to see the contest more fairly presented and judged. Thank you, Joy, and good luck to all entrants.

JUDGING DAY IS JUNE 24, 2014, A WEEK LATER THANUSUALTO ACCOMMODATE OUR WEATHER.

All the best,

Ralph McGreevy

Executive Vice President

2014 KEY AWARDS

Registration Deadline

Friday June 13th Judging Day

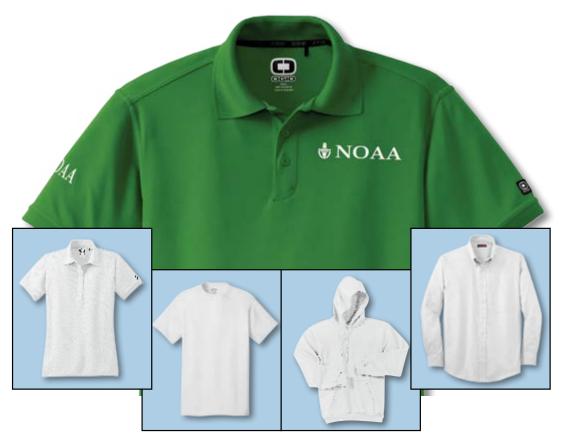
Tuesday June 24th **Awards Ceremony**

Thursday September 4th

www.noaamembers.com/key14 | Registration form available on page 11.



STAY VISIBLE.



VISIBILITY is the KEY to SUCCESSFUL MARKETING!

Consolidated Solutions is proud to be a President's Circle Member of NOAA

Please contact Art Johanson at 440-668-6032 or artj@cgginc.com to learn more about our Corporate Branding Solutions and Exclusive NOAA Member Discounts!

Welcome New Associate Members

Adams Lynch Associates

ADAMS LYNCH

ASSOCIATES

Nick Soeder

15815 Munn Rd
Cleveland, OH 44111
P: 216-862-5616
F: 216-916-4864
nsoeder@adamslynch.com
www.adamslynch.com

Real Estate Brokerage representing owners and investors of multifamily properties.

CoStar



Jeffrey Rickbrodt

6100 OakTree Blvd Suite 200 Independence, OH 44131 P: 216-328-2093 jrickbrodt@costar.com

Commercial Real Estate Data and Information Services

Kindle Energy Solutions, Inc.



Henry Brownell

30799 Pintree Rd Suite 200 Cleveland, OH 44124 P: 800-653-0155 F: 216-823-0720 www.kindleenergysolutions.com

Utility Savings, LED Lighting Electrical & Water Savings

M. T. Business Tech



Chad Miller

1239 W. 6th Street Cleveland, OH 44113 P: 216-373-2288 F: 216-373-2297 cmiller@mtbt.com www.mtbt.com

Printers, Copiers & Scanners.

Republic Services, Inc.



Doug Roebuck

8123 Jones Rd.
Cleveland, OH 44105
P: 216-441-6300
F: 216-441-6305
droebuck@republicservices.com
www.republicservices.com

Waste Hauling, Trash Removal, Recycling, Waste Management

ROTO-ROOTER Canton



Dave Neale

6741 Wise Ave. NW
North Canton, OH 44729
P: 330-456-7890
F: 330-224-8871
david.neale@rotorootercanton.com
www.rotorooter.com

Plumbing, Sewer, Drain, Emergency Service & Repair, Sewer Jetting, Excavation

Services Master By Disaster Recon



Ben Wiles

33851 Curtis Blvd Suite 202 Eastlake, OH 44095 P: 440-918-1523 F: 440-918-1527 ben@disasterrecon.com smbydisasterrecon.com

Mitigation, Restoration and Reconstruction

6

NOAA + Associated Builders and Contractors MAINTENANCE WORKSHOPS NOAA is working with ABC instructors to offer additional workshops Summer 2014. Electricity Fundamentals, Electrical Maintenance, Lighting and Other Electrical Systems, Plumbing, Troubleshooting HVAC, Installing and Repairing Doors and Drywall

Welcome New Primary Members

Soho Loft, LLC

Carmen Iditoiu 25767 Iris Ct. Westlake, OH 44145 P: 440-734-2796 bcarmen@yahoo.com

Renethia Mague

P.O. Box 46677 Bedford, OH 44146 P: 216-316-1415 mag4r@aol.com

Appreciating Properties LLC

Beth & Gary Heus P.O. Box 391324 Cleveland, OH 44139 P: Beth - 440-3104401 P: Bary 440-310-2433 gbheus@sbcglobal.net

Executive Properties, Inc.

Patricia A. Moutes
733 W. Market Street
Suite 102
Akron, OH 44303
P: (330) 376-4037
F: (330) 376-8669
patricia@execprop.com
www.execprop.com

Fedor Manor

Sandra Rodriguez
12400 Madison Ave
Lakewood, OH 44107
P: 216-226-7575
F: 216-226-9309
grantwriterr@gmail.com
www.fedormanorapartments.com

Omni LLC

Wade Dougherty
26110 Emery Road
Suite 250
Cleveland, OH 44128
P: 216-513-1950
F: 216-514-3353
wdougherty@omnipropertycoscom
www.omnipropertycos.com

Willowood Manor Fairview Park Senior Housing

Leila Awad
20665 Lorain Road
Fairview Park, OH 44126
P: 440-331-0670
F: 440-331-9974
willowoodmanor@aol.com

Calendar of Events

MAY

S	M	T W		T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19		21	. ,	23	24
25	26	27	28	29	30	31

- Plumbing Fundamentals (ABC)
 1-4 pm \$125 ABC Facility
 9255 Market Place West
 Broadview Heights, OH 44147
- 9 Associates Council 9 am - NOAA Office 1468 West 9th Street Cleveland, OH 44113

JUNE

S	M	Т	W	Т	F	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	$\overline{1}$	2	3	4	5

- Associates Council
 9 am NOAA Office
 1468 West 9th Street
 - 1468 West 9th Street Cleveland, OH 44113
- 24 **Key Awards Judging Day**Register your properties by
 June 13th. Judges leave from
 Del Sangros Restaurant, Parma
 by 9 am.

JULY

s	M	T	W	T	F	s
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	$\begin{bmatrix} 1 \end{bmatrix}$	2

Associates Council

9 am - NOAA Office 1468 West 9th Street Cleveland, OH 44113

4 Golf Outing

9 am - 6:30 pm Hawthorne Valley Country Club 27840 Aurora Road Solon, OH 44139

Subscribe to our calendar for automatic updates! Click the *Subscribe* button below the calendar (www.noaamembers.com/calendar) to link our calendar feed to your personal calendar. Changes we make will automatically update your calendar.

PAST EVENTS

Leasing Kick Off

Build and Better the Basics Amy Kosnikowski Disilio Windows on the River April 10th 2014

Over 150 members attended the Leasing Kickoff at Windows on the River with Amy Kosnikowski Disilio. Kosnikowski (Quintessential Marketing & Training) refreshed attendees on the basics of leasing. While reminding them that "there is nothing basic about the basics."



Left - Amy Kosnikowski Disilio - Quintessential Marketing & Training Right - Ralph McGreevy, EVP - Northeast Ohio Apartment Association





POWERS FRIEDMAN LINN, PLL

ATTORNEYS AT LAW -

PROVIDING QUALITY LEGAL ADVOCACY AND COUNSEL TO OWNERS, MANAGERS AND LANDLORDS THROUGHOUT OHIO.

WWW.PFL-LAW.COM

Four Commerce Park Square 23240 Chagrin Blvd. Suite 180 Cleveland, OH 44122

Phone: (216) 514-1180 Fax: (216) 514-1185



PAST EVENTS

Certified Leasing Professionals Class

Stephanie Sturzinger NOAA Offices April 8th-9th 2014

Congratulations to the twelve students who completed the Certified Leasing Professionals Class taught by Stephanie Sturzinger, director of operations for Apollo Property Management. The next class is tentatively scheduled for November 12th and 13th.

Since the class ended, the reviews are in, and once again, Stephanie Sturzinger was lauded by the attendees for a job well done.

Thank you Stephanie Sturzinger.

CONGRATULATIONS

Shannon Wylam

Banyan Living

Abdul Alelew

Banyan Living

Kim Stark

Comet Management

Nacia Blom

Comet Management

Beth Massaro

Comet Management

Shannon Zarkovacki

Fairfield Management Company

Nancy Merrill

Fairfield Management Company

Jay Zarkovacki

Fairfield Management Company

Alora Marks

Owner's Management

Rosemary Metro

Owner's Management

Kelly Grayshock

Pleasant Lake Apartments

Deanna Langer

Vintage Management

Grocery Shopping Goes Cyber

New NOAA Associate Member Delivers

When management consultant Steve deMoulpied moved from Chicago to Cleveland last year with his wife and baby daughter, he was struck by the vitality and the vibe of his new home town.

Athriving downtown residential and night-life community with upwards of 12,000 residents; new residential and commercial development in the University Circle area; attractive suburban communities; and a warm and welcoming atmosphere for newcomers.

But something was missing – something he and his equally busy wife had grown to rely on in Chicago: an on-line grocery ordering and delivery service that could bring fresh products, non-perishables, and everyday household needs right to their front door. "We looked for a similar service here in Cleveland, but couldn't find one," he said.

"With a large and growing population in apartments and condos, especially downtown, I couldn't understand it."

So, the Lean Six Sigma Master Black Belt, with international experience improving the business performance and operational efficiency of global corporations, decided to step away from his own thriving career and launch a new enterprise to bring Greater Cleveland the same kind of convenient grocery shopping experience available in other major metropolitan areas.

After extensive market research, financial modeling, and logistical program planning and development, PrestoFresh began operations on Nov. 29, 2013 in a few test neighborhoods. By mid-December, the company

expanded to include all of Cuyahoga County and western Lake County. In February, service expanded in Lorain County.

For shoppers, wherever they live, it's a matter of convenience.

"There are a lot of great supermarkets and specialty markets throughout Northeast Ohio," deMoulpied noted, "and the new Heinen's in downtown Cleveland will be a major positive development for the city and its residents. At the same time, even a trip to a nearby market can be inconvenient for busy professionals and families, for people who have difficulty getting out, and for people who simply prefer shopping on-line and taking home delivery the next day."

So far, customers are responding well to PrestoFresh's "menu" of nearly 5,000 products, including fresh produce, meats, seafood, and organics.

"It's a fabulous service, especially for the residents in our corporate suites," commented Claudia Madden, NOAA President-Elect and Director of Operations for UGP Properties, whose portfolio includes Tremont Place Lofts. "It's not only a wonderful convenience for them, it's also the kind of amenity that helps us market our property to corporate clients and prospective residents."

She added, "All of our residents are do-ers and go-ers, and if there's one thing they can eliminate from their busy to-do lists, like grocery shopping, that makes their lives easier."

Kate Rapport, property manager at 2013 NOAA Property of the Year, the



Terraces at Northridge in Brooklyn, enthusiastically agrees.

"We're really excited about letting our residents know about this service because it's so easy and so convenient," Kate said. "They can shop and place their orders on line and schedule a delivery time that works for them. The PrestoFresh people are great to work with. They've anticipated all of the concerns that a property manager might have and worked to make sure that we don't have any complications to worry about." She said her company, Comet Management Services, Inc., is also promoting the service at its other properties, including The Residences at Crocker Park and The Excelsior at Crocker Park.

"Becoming a NOAA Associate Member has not only opened a lot of doors for us," deMoulpied said, "it's also given us a chance to meet some terrific people who really care about their industry and the people they serve."

Start home delivery of groceries today! www.prestofreshgrocery.com

Gary Burden support@prestofreshgrocery.com (216) 282-7664

Register For the 2014 Key Awards

Overall Community Appeal \$100 / Property

www.noaamembers.com/key14

Your Name:	(Company:									
Phone Number:	E	Email:									
Property Information											
Property Name:											
Address:											
City:		Zip:									
Phone Number: (Judges may call ahead)											
Average Rent	Property Type	Year	Classification								
Under \$550 (Economical) \$551 - \$750 (Moderate) \$751 - \$950 (Upscale) \$951 - \$1,150 (Luxury) Over \$1,150 (Premium)	Garden Apartments (Three Levels or Less) Townhouse Community (Four or More Attached Units) Multi-Story Community (Four Levels or More)	The FIRST year the building housed tenants. 1985 - Present Pre-1985 (Write year if known)	Traditional Subsidized (Public) Subsidized (Private)								

If you are registering multiple properties - Feel free to submit an excel or word list with the required information.

Description of Awards

Silver • Gold • Platinum • 100% + Club • Property of the Year

Entries are grouped into property style and price range. Each group has one Platinum Award (awarded to the highest percentage) and one Gold Award (awarded to the second highest percentage). The remaining entries that score well within that group are awarded the Silver Award. It is possible to receive a score over 100% and only receive a Silver Award. Property of the Year is awarded to the entry with the best percentage over all property types and rent ranges.

Submit Form by June 13th

Phone: 216-241-1635 Fax: 216-241-1636

Email: jacquib@noaamembers.com

Mail: 1468 West 9th St - Suite 110 - Cleveland, 44113

Judging Day - June 24th 9am

Depart, Del Sangros 13450 Snow Rd - Cleveland, 44142

Awards Ceremony - September 4th 6pm Cleveland Marriott Downtown at Key Center 127 Public Square, Cleveland 44114

2013 Properties of the Year (tie)

View Suites issue 4 (Fall) of 2013 - noaamembers.com/suites-magazine



Grand Bay of Brecksville - Western Reserve Property Management



The Terraces at Northridge - Comet Management Services

HENRY BROWNELL | KINDLE ENERGY SOLUTIONS

Stop Paying for Air

Water meters have changed very little since their earliest use and manufacture. Consequently, they still have a major flaw within their design. Water meters read volume; they do not distinguish between air and water.



Any air in your water lines is read as water by your meter and, in fact, will increase meter spin. For ALL building owners and/or operators, there is a very high probability your meter is billing you for more water consumption than you are actually using.

Water companies add a considerable amount of air to water pipelines. This is done for several reasons, one of which is to protect water pipes from rupture. Also, turbulent water causes air to be introduced into the water lines, later flowing through the meter. In turn, the meter will read, and charge for, a larger volume of water than has actually been consumed. Simply put: The more air read by the meter, the higher the cost to the consumer for the same end volume of water actually used.

The Bad News: If you fill a one-

gallon-container with water from your building, the meter will read, and you will be billed for, more than one gallon (typically 10% to 25% more).

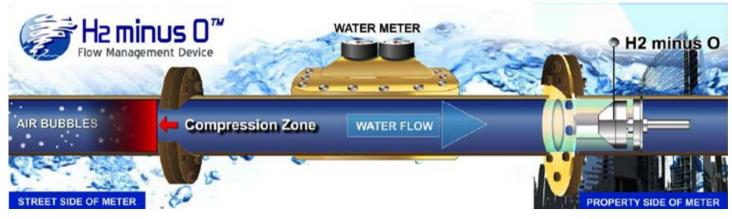
The Good News: By compressing the air in the lines before it flows through, the meter will result in only water being read by the meter. This efficiency measure lowers your water bill, for the same amount of water used.

Until recently, there has not been an affordable and/or reliable technology available to allow water meters to measure just the water consumed, minus the air. The H2MinusO Flow Management Device brings this efficiency to your water meter. This is accomplished by turning the flow of water from a turbulent to a laminar flow. By compressing the air and allowing the meter to read just

water, your water bill will decrease considerably. Even buildings with low-flow devices already installed have lowered their monthly water bill by over 23%.

This efficiency becomes an even greater asset as water rates have continually increased, and are projected to keep doing so. According to the official website of Charlotte-Mecklenburg Utilities, "Annual rate increases have averaged just under 6 percent per year for the past 10 years."

The H2MinusO is currently being used by: Pepsi, Tyson, Butterball, The Continental Group, and Duke Energy, as well as many other North American clients. By decreasing expenditures the H2MinusO Flow Management Device increases Net Operating Income, immediately adding real value to your property.





WIFI SOLUTIONS & TECHNOLOGIES GROUP MANAGED WIFI FOR APARTMENTS



-CALL-1-877-849-6374 **TODAY** FOR MORE INFO!!

www.wifisolutionstech.com

- COMMON AREAS ONLY
- COMMUNITY-WIDE
- A RED HOT AMENITY!!
- CHARGE A SMALL FEE
- SAVE RESIDENTS \$\$\$

----WIFI----**MORE IMPORTANT TODAY THAN CABLE TV!!**

www.wifisolutionstech.com















Associate Members **Sponsor the Key Awards!**



Be involved in the largest NOAA event of the year!

Key Awards Gala Thursday, September 4th

Sponsorship starts at \$250 Includes tickets, recognition and more!

For more information visit: www.noaamembers.com/key14 call: 216.241.1635



We deliver sophisticated commercial real estate lending expertise, including multi-family lending, through a community bank model.

LET OUR TEAM HELP YOURS THRIVE.

Contact Rig Goss at (216) 239-5904.





BANKING service.

"I can be very excited about a product that delivers an 18.8% lower water reading," Property owner Zane D. says. "By my rough calculations, that nets into savings of \$28,833, increases the bottom line by that amount, and increases my property's value by \$360,000 at an 8% Capitalization Rate. A very good rate of return on the investment."

To receive a complimentary assessment of your municipal water savings potential, please contact,

www.KindleEnergySolutions.com | (800) 653-0155.

NOAA members will receive a 20% discount off installation if approved prior to September 1, 2014! Positive Cash Flow Financing is available with no up front cost.



It may be a juggler or rock band filling the park-area stage. A casual game of chess played with knee-high board pieces. Or shopping and dining, quite literally, from A to Z (an Apple store to a fresh soup eatery called Zoup!).

But while Crocker Park may be best known for retail and restaurants, sprinkled with recreation, the decadeold mixed-used development that serves as Westlake's "downtown" is every bit a residential community as well — and mostly apartments.

The next phase of development now in process will deliver another 316 apartments to the 216 units already there. That more than doubles the number of existing units by early fall 2015 — no small endeavor.

"I think that's clearly the largest single apartment development that I'm aware of in Northeast Ohio coming online all at one time," says Robert Stark, president and chief executive officer of Stark Enterprises Inc. Stark is a self-described "poet developer" who pushed, prodded and sold disbelievers on the idea of spinning a slice of "New Urbanism" from the personification of suburbia.

Based on how quickly Crocker Park's original apartments were snapped up and have maintained solid occupancy numbers, Stark and his team are expecting more of the same.













Exclusive
Patented Process
for Laminate Cabinets

Specializing in Fiberglass Shower & Tub Repairs



Remodel at a Fraction of the Cost of Replacement ≈ All Work Warranted ≈ In and Out in ONE day!





Call
330.671.5002
Free Phone Quotes
& On-Site Estimates









 \sim residential & commercial surfaces refinished & restored without removal $^{\scriptscriptstyle\mathsf{IM}}\sim$

"We feel very strongly that absorption of the units will set new records," he says. "People not only stay longer, but we have waiting lists to get in."

Taller buildings, progressive design

Structurally, the new apartment buildings, at five stories, will be taller than in previous phases. That's what Stark had in mind from the start. But his early design plans were limited by lenders who doubted whether enough people would want to live above



Crocker Warehouse Lofts - concept rendering.



Robert Stark president and chief executive officer of Stark Enterprises Inc.



CROCKER PARI +n 59.24.2012



CROCKER PARK





stores. They would only underwrite lower-rise buildings.

Those doubts now resolved, the new phase of Crocker Park will add four city blocks of five-story buildings — four levels of apartments above street-level retail. The first block connects to the existing traditionalist styling, but as the development proceeds, the buildings become progressively more modern.

The new apartments will measure about 800 to 1,300 square feet and rent for about \$1.80 per square foot (roughly \$1,400 to \$2,300 per month). Most will have one-bedroom units, although some floor plans will offer two bedrooms.

"In this next phase," Stark says, "we're taking our loft style to another level."

Interpret that as a continued shift away from formal areas,

like dining rooms, and incorporating resort-style living by focusing on the spaces where people spend the most time. This is achieved by creating views, making units wider rather than deep and connecting the indoor and outdoor environments.

The apartments are targeted to two main demographics: "It's not generally a family-with-children environment," Stark says, "but it is for single professionals, for married professionals without kids and for empty nesters. Everybody, of course, has to afford to pay the rent, so it's an affluent customer, it's a very well-educated customer, it's a worldly customer."

More retail, lodging and a corporate headquarters

In addition to another round of high-end apartments, Crocker Park's next phase, a \$350 million to \$400 million



For-sale housing at Crocker Park developed by the Coral Company.



American Greetings world headquarters - concept rendering.

expansion, drops in more than 231,000 square feet of retail space, a 110-room Hyatt Place hotel and the 600,000-square-foot corporate world headquarters of American Greetings Corp.

An office component the size of American Greetings was not originally anticipated. There was going to be more for-sale townhouse-style units.

"It was a challenge," says William Krause, Westlake's assistant director of planning and economic development, "to carefully weave in the American Greetings headquarters. But, if anything, American Greetings will ensure the economic vitality of Crocker Park with the synergy of its 'creative-class' employees with the retail, restaurants and residential components of Crocker Park and the area immediately around it."

In fact, AG's decision to move to Westlake from suburban Brooklyn, where the 108-year-old company has been based since the 1960s, was inspired, in part, by the expectation of what Crocker Park can mean for employee retention and recruitment.

"Yes, we're counting on that. That's the hope," says Elie Weiss, the company's president of real estate. "We're going to the top design schools in the country, trying to convince people to pass up (places like) New York and Miami and come live in Cleveland. Crocker Park is no West 25th Street, and it's not Brooklyn (New York). But it's a step in the right direction of being creative and cutting edge."

The creative content company has about 2,000 employees. Most, but not all, will move to the new headquarters, which is being referred to as its "Creative Studios." The six-story building, expected to open by the summer of 2016, will include 100,000 square feet of street-level retail.



Phase III Construction at Crocker Park.

The convenience of being able to walk to work, walk to a lunch meeting, quickly grab groceries or take care of other shopping needs without hopping in a car is a selling point.

"It's a quasi-urban context," Weiss says. "It's not a real downtown, but it's developing into something that is a little more complete than your typical suburban location, but with all the amenities of a suburban location."

The option to rent or buy housing is considered a major selling point.

The for-sale housing at Crocker Park is being developed by Peter Rubin's Cleveland-based Coral Co. Sixty-six units are already up, with another 59 to come.

Four floor plans are offered, ranging from three-story units with two bedrooms, 2 ½ baths and rooftop decks for \$285,000, to two-story floor plans measuring 2,600 square feet with up to four bedrooms and 3 ½ baths for \$545,000.



18



"There are a number of employees who have already purchased some of the condos that Peter Rubin is building," Weiss says. "And I have no doubt that we'll also have employees who will rent apartments, too.

Phase III construction at Crocker Park.

Next up?

It took Stark seven years to get this phase of Crocker Park started. Plans were stalled by the recent recession, and

further delayed as American Greetings worked through the difficult process of taking the publicly traded company private.

Once the newest phase is completed, parts of it by fall 2015 or, at the latest, the following spring, Crocker Park will be 90 percent finished.

For the most part, says Krause, the project has become what was envisioned. He credits careful controls from the beginning to make sure it became a true mixeduse development, and strong consumer demand that filled the apartments as soon as they were ready for

New Urbanism, the design concept for Crocker Park, really isn't new.

The movement emerged as the darling of progressive city planners in the early 1980s. But the design principles on which the concept is based are a throwback.

- Walkable town squares and main streets.
- A mix of housing, shops, offices, eateries and even areas for recreation.
- Buildings lining the street, rather than a sea of parking leading to their front door.

If the description sounds familiar, it should. That's how towns were designed and built long before the automobile changed everything. People worked, shopped and played within walking distance of where they lived.

So New Urbanism represents a return to traditional town planning — plus modern amenities, an emphasis on aesthetics and architecture and, not just a mix of uses, but of housing types as well.

But if it were as simple as throwing together the ingredients, every visionary developer and city planner would be doing one.

"New Urbanism has had a difficult time creating urban environments from scratch," says William Krause, Westlake's assistant director of planning and economic development and historian for the Westlake Historical Society. "Either the projects end up as glorified stripmall lifestyle centers or as all residential developments with weak retail cores."

That was the challenge for Westlake and Crocker Park developer Robert Stark.

While the suburb about 20 miles west of Cleveland had a physical crossroads at Dover Center and Center Ridge roads, it never really had a commercial core. Crocker Park offered an opportunity to create a viable "downtown" supported by an interstate rather than diminished

by it. The proximity of Interstate 90 gives the citizens of Westlake a special gathering place that no suburb of 33,000 people could support alone.

"Crocker Park represents the hopes and dreams of a populace and leaders who wanted, through good planning, to create a community, free of miles and miles of featureless commercial sprawl with — instead a planned concentration of retail and offices and multi-family development — surrounded by treed single family developments and open space," Krause says.

For Westlake, Crocker Park has created a viable downtown where there wasn't one.

Done correctly, these "new towns" become people magnets.

Georgetown in Washington, D.C., is the shining example. Downtown Charleston, S.C., also comes to mind.

And Crocker Park now draws about 20 million visitors a year.

"When we're done with this," says Stark, "we expect to draw 25 million."



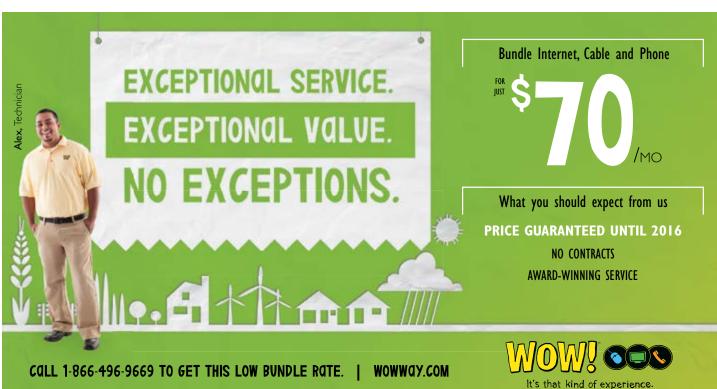
occupancy and keep for-sale housing sales brisk, aside from a pause during the recession.

In the meantime, Stark may be re-focusing on downtown Cleveland, where he has long wanted to leave innovative, impactful development but has been unable to do so. He hinted at apartment plans, although nothing concrete beyond the noodling stage at the moment. Stay tuned.

"Recently," he says, "I've turned my sights back on downtown. I can't get away from it. It's my city, it's my hometown and I feel like I want to at least do something that can help the cause."







20 May 2014 www.noaamembers.com

backup power sources. Essential Phone is sold with a per-minute long distance plan for all domestic long distance calls including calls to Canada. Internet speeds not guaranteed. Actual Internet speeds may vary Offers not discount. Offers and services subject to change without notice. Please see WOWI's complete terms and conditions or call WOWI for further information regarding services and offers. © 2014 WideOpenWest Finance, LLC

Limited time offer is available to new residential customers who are serviceable for Cable, Internet, and Phone and to current customers who are adding a new product line. Bundle prices guaranteed until January 1, 2016. \$70 per month bundle includes 2Mbps Internet, Basic Cable with one Digital Adapter, and Essential Phone. Prices and price guarantees exclude applicable taxes, fees, surcharges (such as the Broadcast TV Surcharge) and cost recovery fees, and other applicable charges (such as equipment, installation and service call charges, and measured, per-call or other usage-based, or separately billed charges). WOWI imposes a Broadcast TV Surcharge on those customers who subscribe (whether alone or as part of a bundle of services) to any WOW! cable television service (except Limited Basic). The current applicable Broadcast TV Surcharge will apply and vary depending upon your service location and the type of cable services to which you subscribe. To receive certain services you must lease a WOWI modem at \$5.00 per month. Digital equipment is required on every TV to receive WOW! Cable. TVs with built-in OAM digital tuners do not need WOW! digital equipment to receive WOW! Basic Cable. Additional Digital Adapters are available at \$2.00 per month. WOW! offers a discount of \$2.00 to customers who use their own navigation devices in lieu of the WOW! supplied equipment that is included in this offer. \$3.50 fee for each CableCARD will apply. WOWI's broadband enabled phone service (including access to 911) is not available if you lose your broadband connection and, in the event of a power outage, is available only the duration of

Workers' Compensation Open Enrollment

From April 28 through May 23, 2014, Ohio employers have the opportunity to select a new MCO to medically manage their workers' compensation claims for the next two years.

Now is the time to partner with an MCO focused on a critical area of workers' compensation – return to work. Claims become lost time when an injured worker is off work more than seven

days. Just one lost time claim can cost significant dollars. Your business can't afford even one lost time claim.

Don't miss this limited opportunity to select CareWorks as your new MCO. For more information, call CareWorks' Open Enrollment team at 1-888-627-7586 or learn more online at www.careworksmco.com.

2014 EMPLOYER/MCO OPEN ENROLLMENT FORM

Open Enrollment Period: April 28 - May 23, 2014

Northeast Ohio Apartment Association

CareWorks

INSTRUCTIONS

- 1. Fully complete the 2014 Employer/MCO Open Enrollment form below including signature and date. Please type or print clearly. CareWorks' name and MCO number has been provided.
- 2. Fax completed form to CareWorks, toll-free, at 1-888-358-5319.

 All forms must be received by CareWorks by 5:00 p.m., May 23, 2014.
- **3.** If you have questions, please call CareWorks, toll-free, at 1-888-627-7586.

Ohio Bureau of Workers' Compensation Employer/MCO Open Enrollment Form

Business Name:		
DBA (if applicable):		
Contact Name:First	Middle	Last
MCO Selected: CareWorks	Address:	
MCO Number: 10010	City, State Zip:	
Phone: (County(ies) of operation:	
Fax: (Number of Employees:	
Email:		
Employer Signature:		/ / 2014

EMPLOYERS RIGHT TO SELECT

An employer may select any MCO that meets its individual business needs during an MCO Open Enrollment period. Selection of an MCO is solely the choice of the employer.







Internet Policy and Productivity

Are you paying 80% of your employees to "Cyberloaf" on the internet, watching cat videos, searching for a better job or accidentally downloading a virus on your network?

Recently, we have seen a dramatic increase in the number of local businesses suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours - and much of this is fueled by social media sites such as Facebook and YouTube. Studies have shown that between 60 and 80 percent of people's time on the Internet at work has nothing to do with work!

What makes this situation so dangerous is that the majority of business owners don't even realize that it's going on until it's too late. By then they have found themselves in the middle of a costly and embarrassing lawsuit because an employee posted something inappropriate online OR downloaded a virus.

In other cases, the owner NEVER finds out, but is inadvertently losing THOUSANDS of dollars because employees are spending 2-3 hours a day to goof off online and you're footing the bill.

The age of the employee doesn't affect an employee's ability to waste time on the Internet. Older employees do things like managing their finances while younger employees check social media.

A Company Internet Policy Is NOT Enough

A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity, as many employees don't think it's wrong to surf the web and a policy was not going to change their minds. Unfortunately, the only way to curb this activity is not only to threaten consequences, but to actually take action and reprimand employees.

If you need assistance with advice on how to correctly implement an Internet Policy, give them a call directly at 440-925-4005 x133 or contact me via email at mmandato@systemcareinc.com

You can also visit their website at www.systemcareinc. com to find out more information.

Gain a Business Colleaguenot just a Technical Vendor



- ✓ Remote User Support
- ✓ Computer Sales and Service
- √ Virus and Spy Ware Protection
- ✓ System Backups and Recovery
- ✓ Network LAN / WAN Installation ✓ Email, Web and Application Hosting

2 locations to serve you!

26202 Detroit Rd. Suite 100c Westlake, OH 44145-2431

AND

7547 Mentor Avenue Suite B

Mentor, OH 44060

Phone: 440.925.4005x132 Fax: 440.925.4004

www.noaamembers.com May 2014

Sleggs, Danzinger & Gill, Co., LPA

CONTESTING REAL PROPERTY TAX ASSESMENTS IN ALL OF OHIO'S 88 COUNTIES.



Experienced Legal Counsel in Property Tax Law

(216) 771-8990 www.sdglegal.net We help our clients to maximize their property investments by reducing their property taxes.



Sleggs, Danzinger & Gill

820 West Superior Ave. Seventh Floor Cleveland, OH 44113

Save These NOAA Dates

Key Awards

Friday, June 13th

Deadline to register your properties for the Key Awards.

Tuesday, June 24th
Judging Day

Thursday, September 4th Key Awards Gala

Associate Members —
 Volunteer as a driver on Judging Day.
 Sponsor the Key Awards \$250 - \$5,000.

www.noaamembers.com/key14

Golf Outing

Monday, July 14th

Hawthorne Valley Country Club 27840 Aurora Rd, Solon, OH 44139

9:30- 11:30 Registration Opens 10:30 - 11:30 Lunch 11:45 Shotgun Start 6:00 Dinner, Awards & Raffle

Prizes Available!

Strictly Limited to 144 Golfers

Call 216-241-1635 for waiting list.

Fair Housing

Tuesday, August 12th Location to be determined

9 AM - 12 PM

Fair Housing is presented by Nadeen Green, Senior Counsel with For Rent Media Solutions.

The Fair Housing seminar will be registered for 3 hours of continuing education credits in real estate.

www.noaamembers.com/calendar

Legislative Update

Outlined below are bills followed for the Ohio Apartment Association

Current priority bills

HB 5: MUNICIPAL CORPORATIONS INCOME TAXES (Grossman, Henne)

11/19/2013 - Referred to Committee Senate Finance

HB 9: RECEIVER'S POWER

(Stautberg)

12/11/2013 - Consideration of Senate Amendments; Did Not Concur Vote 0-94

HB 297: DOMESTIC VIOLENCE VICTIMS

(Gonzales, Driehaus)

11/13/2013 - House Judiciary, (First Hearing)

HB 371: CONDOMINIUM LAW

(Grossman, Perales)

2/12/2014 - House Financial Institutions, Housing and

Urban Development, (Third Hearing)

HB 382: MOTOR VEHICLE NONCONSENSUAL TOWING

PENALTIES- PROCEDURES

(Duffey, Bishoff)

Current Status: 03/19/2014 - PASSED BY HOUSE; Vote

91-0

HB 422: TENNANT-MANUFACTURED HOME PARK

RESIDENT-PUBLIC UTILITY SERVICE

(Foley, Blair)

3/19/2014 - House Public Utilities, (First Hearing)

SB 16: ABANDONED LAND

(Schiavoni)

1/15/2014 - House Judiciary, (First Hearing)

SB 22: PROPERTY REMEDIATION-

METHAMPHETAMINE LABS

(LaRose, Beagle)

3/6/2013 - Senate Medicaid, Health and Human Services,

(First Hearing)

New bills since March 27, 2014

HB 483: MBR-OPERATION OF STATE PROGRAMS (Amstutz, R)

SB 303: SALES TAX HOLIDAY-ENERGY STAR

PRODUCTS (Brown, E)

SB 325: UNPAID WATER SERVICE CHARGES

(Brown, E)

Tracking List **House**

HB 5: MUNICIPAL CORPORATIONS INCOME TAXES (Grossman, Henne)

To revise the laws governing income taxes imposed by municipal corporations.

Current Status: 11/19/2013 - Referred to Committee Senate Finance

HB 9: RECEIVER'S POWERS

(Stautberg, P)

To add to and clarify the powers of a receiver and to provide a procedure for a receiver's sale of real property. Current Status: 12/11/2013 - Consideration of Senate Amendments; Did Not Concur Vote 0-94

HB 223: RESIDENTIAL FORECLOSURE ACTIONS (Grossman, Curtin)

To expedite the foreclosure and transfer of unoccupied, blighted parcels and certain abandoned properties and to make other changes relative to residential foreclosure actions

Current Status: 4/8/2014 - Referred to Committee Senate Finance

HB 289: JOINT ECONOMIC DEVELOPMENT ZONE-DISTRICT

(Schuring, K)

To require subdivisions to obtain written approval from owners and lessees of real property located within a proposed or existing joint economic development zone (JEDZ) or joint economic development district (JEDD) before approving, amending, or renewing the JEDZ or JEDD contract, to require that income tax revenue derived from a JEDZ or JEDD approved, amended, or renewed after the bill's effective date be used to carry out the JEDZ or JEDD economic development plan before being used for other purposes, and to institute contiguity requirements for which subdivisions may create a JEDZ or JEDD. Current Status: 4/8/2014 - Senate Finance, (Third Hearing)

HB 297: DOMESTIC VIOLENCE VICTIMS (Gonzales, Driehaus)

To allow an employee who is a victim of domestic violence to take unpaid leave for purposes relating to the incident of domestic violence; to allow an employee who is a victim of domestic violence to file a civil action against that employee's employer if the employer terminates the employee's employment as a result of the employee taking unpaid leave for purposes relating to the incident

of domestic violence; to allow a tenant who is a victim of domestic violence to terminate a rental agreement or have the tenant's name removed from the rental agreement under certain circumstances; to require a landlord of a tenant who is a victim of domestic violence or menacing by stalking to change the lock to the dwelling unit where the tenant resides under certain circumstances; to require a metropolitan housing authority to transfer a tenant who is a victim of domestic violence or menacing by stalking if the tenant requests such a transfer and provides the metropolitan housing authority with certain specified information; and to prohibit a county, municipal corporation, township, or law enforcement agency of such a political subdivision from charging any victim of domestic violence a fee for assisting the victim. Current Status: 11/13/2013 - House Judiciary, (First Hearing)

HB 371: CONDOMINIUM LAW

(Grossman, Perales)

To require certain unit owners association managers to hold a real estate broker's license, to make changes to the board meetings, record retention, and budget procedure requirements of the Condominium Law, and to establish a registry of condominium developments and the Ohio Condominium Dispute Resolution Commission. Current Status: 02/12/2014 House Financial Institutions, Housing and Urban Development, (Third Hearing)

HB 382: MOTOR VEHICLE NONCONSENSUAL TOWING PENALTIES-PROCEDURES

(Duffey, Bishoff)

To revise the procedures and penalties governing the nonconsensual towing of motor vehicles and to require the Public Utilities Commission to adopt certain rules regarding a for-hire motor carrier engaged in the towing of motor vehicles.

Current Status: 3/25/2014 - Referred to Committee Senate State Government Oversight and Reform

HB 422: TENNANT-MANUFACTURED HOME PARK RESIDENT-PUBLIC UTILITY SERVICE

(Foley, Blair)

To create requirements regarding the measurement and billing of tenant and manufactured home park resident public utility service.

Current Status: 3/19/2014 - House Public Utilities, (First Hearing)

HB 483: MBR-OPERATION OF STATE PROGRAMS (Amstutz, R)

To make operating and other appropriations and to provide authorization and conditions for the operation of state programs.

Current Status: 04/09/2014 PASSED BY HOUSE; Vote

* HB 483 contains the MBR's general administrative changes and appropriations. The House added submetering regulation in an omnibus amendment. The provisions were removed before the passage.

Senate

SB 16: ABANDONED LAND

(Schiavoni, J)

To provide that a person is not criminally or civilly liable for trespassing on certain abandoned land or similar places of public amusement if the person enters or remains on the land or place of public amusement to remediate it and knows or has reasonable cause to believe that the land or place of public amusement is in one of those categories; to provide the property owner with immunity from liability to a person who enters or remains on the land or place of public amusement in those circumstances subject to the statute governing liability to trespassers; and to provide that a person who enters or remains on the land or place of public amusement in those circumstances is not entitled to any reimbursement for any cost of the remediation unless agreed to by the property owner. Current Status: 1/15/2014 - House Judiciary, (First Hearing)

SB 22: PROPERTY REMEDIATION-METHAMPHETAMINE LABS

(LaRose, Beagle)

To provide for the remediation of real property on which an illegal methamphetamine manufacturing laboratory has been discovered.

Current Status: 3/6/2013 - Senate Medicaid, Health and Human Services, (First Hearing)

SB 172: LAND REUTILIZATION-PROPERTY TAX FORECLOSURE LAWS

(Patton, T)

To modify the laws governing land reutilization programs and property tax foreclosures.

Current Status: 4/8/2014 - Informally Passed by House

SB 303: SALES TAX HOLIDAY-ENERGY STAR **PRODUCTS**

(Brown, E)

To provide a three-day sales tax "holiday" each April during which sales of qualifying Energy Star products are exempt from sales and use taxes.

Current Status: 03/31/2014 Referred to Ways and Means Committee

SB 325: UNPAID WATER SERVICE CHARGES

(Brown, E)

Regarding property liens for unpaid county or municipal water service charges.

Current Status: 04/08/2014 Referred to State Government Oversight and Reform Committee

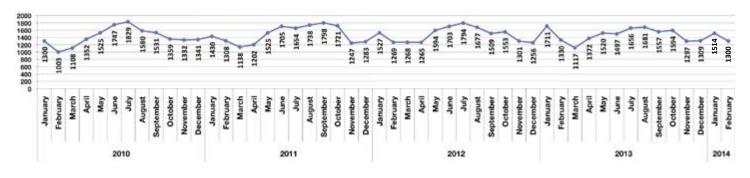
Eviction Index

The Suites Magazine Eviction Index is presented to owners and managers of multifamily properties to assist them in assessing the regional market. The numbers represent the number of eviction filings in the corresponding courts.

The Eviction Index is sponsored by Powers Friedman Linn, PLL, a law firm specializing in real estate management issues.

											2013	2014	
Court	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
Bedford	208	140	153	215	159	205	185	212	176	135	167	257	141
Cleveland	788	684	846	915	947	1035	1091	939	1063	838	827	966	818
Euclid	111	117	157	151	143	157	156	105	120	133	124	76	135
Lakewood	82	61	68	78	72	100	74	82	69	63	67	62	67
Parma	109	86	100	123	133	117	126	126	117	95	90	121	91
Painesville	32	29	48	38	43	42	49	45	49	33	34	32	48
Total	1330	1117	1372	1520	1520	1656	1681	1509	1594	1297	1309	1514	1300

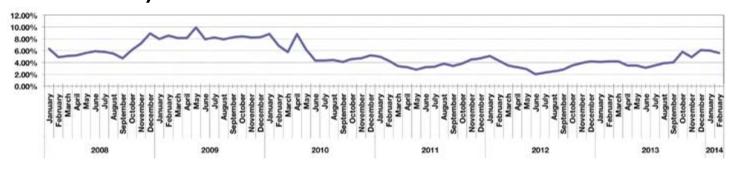
Total Eviction Index - Historical Line Chart



Vacancy Rates

											2013	2014	
AREA	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	ОСТ	NOV	DEC	JAN	FEB
Northeast	4.9%	4.7%	4.1%	4.2%	3.4%	3.8%	4.4%	4.9%	3.7%	2.5%	5.0%	8.2%	7.4%
Southeast	4.9%	3.5%	3.0%	3.7%	3.1%	4.0%	5.1%	7.9%	4.9%	4.4%	5.4%	4.9%	4.5%
South/Southeast	3.4%	3.2%	2.8%	2.2%	2.9%	2.3%	2.5%	6.5%	2.5%	3.0%	4.0%	4.8%	4.8%
Northwest	2.4%	2.1%	2.6%	2.5%	1.7%	2.3%	2.5%	8.3%	4.7%	5.0%	5.8%	4.1%	4.6%
Southwest	4.4%	5.9%	3.8%	3.8%	3.7%	3.9%	3.9%	4.2%	3.5%	4.2%	4.9%	5.5%	4.9%
Entire Region	4.2%	4.2%	3.5%	3.5%	3.1%	3.5%	3.9%	5.0%	4.5%	5.3%	6.1%	6.0%	5.6%

Total Vacancy Rates - Historical Line Chart





FREE LEGAL



(216) 241-1635

A NOAA **members-only** service providing free legal advice for difficult situations. Expert attorneys, specializing in real estate and commerce law, are available to our members.

How it works: Call NOAA with your information: (216) 241-1635. We will have the appropriate attorney contact you within 24 hours. While this is a free service, you will be charged if you require representation.



MICHAEL LINN Powers Friedman Linn, PLL

www.pfl-law.com

- Real Estate Management Law
- Fair Housing Law and Litigation
- Collections and Creditors' Rights



HILARY MICHAEL Javitch, Block & Rathbone, LLC

www.jbandr.com

- Evictions
- General / Defense
- Fair Housing
- Litigation
- Collections
- Rent Escrow / Deposit



LEI JIANG Lei Jiang LLC leijianglaw.com

- Real Estate
- Civil Litigation
- Foreclosure
- Evictions
- Business & Corporate

Any advice provided during this service does not create any attorney-client relationship.

Index of Advertisers

- 17 Bialosky + Partners Architects
- 5 Consolidated Solutions
- 13 First Federal Lakewood
- 15 Get A Grip
- 28 IGS Energy
- 9 Powers Friedman Linn, PLL
- 23 Sleggs, Danzinger & Gill, Co. LPA
- 22 System Care
- 13 WIFI Solutions
- 20 WOW!



Suites is your most targeted, cost-effective opportunity to reach all owners and operators of residential multifamily properties in Northeast Ohio. Start making plans now to place your message in front of our fast-growing and affluent market.

Visit: http://www.noaamembers.com/suitesmagazine to download the media kit and view current and back issues of Suites.

Ryan Flanagan

Media and Marketing Manager P: 216.241.1635 E: flanagan@noaamembers.com



Scan For Contact Info















JOIN THE MANY NOAA MEMBERS WHO ARE already satisfied IGS Energy customers!

IGS energy is:

NOAA's exclusive Group Purchasing Partner, offering special group rate plans available only to NOAA members.

Already the trusted supplier to more than 45,000 units owned or managed by NOAA members.

Ohio's leading alternative supplier of natural gas, providing dependable service and trusted advice for more than 22 years.

A true partner in your business. Work directly with an experienced energy expert committed to helping you meet your goals.

EAGER TO LEARN MORE?

Make sure to ask about the "NOAA Group Purchasing Plan." Call us at 877-923-4447, or email us at EnergyAdvisor@IGSenergy.com

