

Held

August 9, 2007

**Special Meeting - August 9, 2007
Northgate Mall/Streetscape Enhancements**

At 5:13 PM, Mr. Fiedeldey called the meeting to order with Mr. Corman, Mr., Mr. Ritter, and Mrs. Harlow in attendance. Also in attendance were Mr. Birkenhauer, Mr. Foglesong, Mr. Weller of Northgate Mall, and Clete Benken and Craig Gossman of consultant KKG.

Mr. Fiedeldey said that the purpose of the meeting is to get information from the professionals for the gateway and streetscape enhancements. The conversation will be limited to the Board of Trustees and the professionals.

Mr. Benken said they are here primarily to listen, but give the way of thinking and perspective. This is not a lobby for business, but it to gain information. They want to know what the client expectations are. They have no designs with them today, but do have thoughts and opinions on some of the designs.

Mr. Birkenhauer said the understanding is that this would go down both sides of the road, down Springdale to Flattop, not just the corner.

Mr. Ritter said the two – the corner and the streetscape – are linked in the mind of Northgate Mall and what we might fund in a TIF.

Mr. Corman said that the decision must consider the gateway vs. town center feel. He said the whole area should be joined, with Northgate Mall as the hub of the area.

Mr. Benken said that it is one continuum, a kit of parts with all of the pieces. It needs to create a flow.

Mr. Benken provided background on their firm. He said they work under several design principles: create more vibrant streets/promote economic development through context responsive street design standards, maximize pedestrian convenience, establish on-street pedestrian spaces that support outdoor dining, entertainment, and cultural activities, improve access and orientation to on-street and remote parking, minimized clutter associated with overhead utilities, establish stronger sense of place via enhanced signing and wayfinding design.

Mr. Benken showed photos from several of their projects.

Mr. Gossman suggested private enterprise uphold the streetscape. They need to buy in to that as well.

Mr. Benken asked how much frontage are we trying to address with this budget of \$3.2 million. He also asked the Board about likes/dislikes and for ideas for moving forward.

Mr. Benken said that his first thoughts are to connect areas with public greenways and to integrate public and private monies to leverage something more, creating people spaces

Mr. Weller said they are interested in creating a sense of place, and an identity for Colerain Township, with Northgate Mall on the corner. They are looking for curb appeal and a WOW! factor. Better retailers are not attracted to what we have now. They want to create an atmosphere that the retails will want to go to. This will require curb appeal and a streetscape

Held

August 9, 2007

Mr. Ritter said that he likes the idea of a water feature, but fears the cold weather climate could cause problems. He agrees we need to have a WOW! factor, which makes a statement about Colerain. To him, 50' seems high, and he feels we could have the "wow" with 25-30'. Mr. Ritter asked Mr. Benken what the ideal height should be. Mr. Benken states approximately 30'.

Mr. Fiedeldey asked if this could be small, not the whole area. He feels it's really a focal point, not a gateway.

Mr. Ritter asked if this would be a gathering point. He said the focal point should be scaled to the right size. We are setting the precedent for future projects.

Mr. Corman said that the water and trees give a sense of life, vitality for the area. This is the connection to us and a more relaxed feeling. The gathering place would be at the restaurants. The tower should be taller, so that it doesn't get lost with the rest of the signage in the area. He said that we should make a connection to the bridge.

Mr. Fiedeldey said this should be a focal point, not a gateway. The topography is level. He agrees with the idea of a shorter clock tower as it would not require one to look so far up. He said it could be a fountain or piece of art. He said the site is too small for a gathering point. He said we should tie into the bridge, possibly using the same color. He asked about the guard rail. He said there are questions about what is going on for Springdale Road. We should be concentrating on the corridor. Fix the corridor first, and then go on to Springdale Road. He spoke again about making one lane from Haverkos to the mall, eliminating the bump-out at the corner. Mr. Corman explained that, due to the close proximity of the entrance to Northgate near the intersection, the "bump" is placed there to provide better traffic flow and increase safety measures to the intersection. To have it removed would create problems for southbound curb lane traffic on Colerain once it crossed Springdale, resulting in unwarranted traffic congestion during peak hours. This is common practice in these type of circumstances.

Mr. Fiedeldey said that any new signs would be 15', so something 25' would be above. The fountain should be moved to the front.

Mr. Birkenhauer said that we are talking about "hardscaping" versus landscaping. Hardscaping is more expensive but more of the Wow factor.

Mr. Ritter said that we can't look cheap or minimalist. He also asked about the Springdale Road portion.

Mr. Fiedeldey asked about the corner, as small as it is, do we want it to be a gathering point or "hang out" place? What do we want there? Park benches? Who would sit there? It is too small for a true gathering place.

Mr. Benken said that what they do there could be applied to other areas. They can give alternatives with different cost points.

Mr. Gossman said this is just one corner of the intersection.

Mr. Ritter said the RFQ approved at the last meeting, was for Banning to Struble. The mall is financing the design of a certain portion of the corridor and trying to relate one enterprise to another. He said we should hold off until we settle on something.

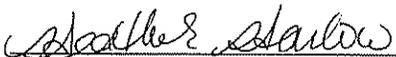
Held

August 9, 2007

Mr. Fiedeldey said the biggest thing is to get BP down.

With no further business to come before the Board, at 7:08 PM Mr. Corman motioned for adjournment. Mr. Ritter offered a second.

- Mr. Corman. "Aye"
- Mr. Fiedeldey. "Aye"
- Mr. Ritter. "Aye"


 Fiscal Officer

Trustee

Trustee

Trustee