

**Cuyahoga Falls City Council  
Minutes of the Planning & Zoning Committee**

**June 2, 2025**

**Members:** Susan Spinner, Chair  
Joe Siegferth, Vice Chair  
Frank Stams, Mike Brillhart, Rachel Loza

Mrs. Spinner called the meeting to order at 6:30 p.m. All members were present.

The minutes of the April 7, 2025 Planning and Zoning Committee meeting were approved as written.

**Legislation Discussed:**

Temp. Ord. B-33

**Discussion:**

Mr. Rob Kurtz, Planning Director, presented Temporary Ordinance B-33 to Council. Darrin Jolas and Richard Choi of Vermilion Development are proposing to construct the Silver Birch Assisted Living development, a 120 unit assisted facility located at 432 E. Bath Road. The project is located on the south side of Bath Road immediately east of Broadman Baptist Church. The site is comprised of four (4) parcels totaling 7.4 acres. There are three (3) dwellings and multiple accessory structures on Bath Road that will be removed as part of the development. The proposed assisted living facility will be configured with three wings and will feature a landscaped courtyard at the rear of the complex. The site will be accessed from two curb cuts onto Bath Road: a primary entrance/exit that will be aligned with Reserve Drive; and a service entrance/exit located at the western end of the site. The building will be three (3) stories in height and the exterior materials will consist of brick and textured cement fiber panels. The site will be extensively landscaped and a storm water detention area is proposed to be located along the western property line.

The Planning Commission recommended approval of the final plat contained in File MAP-25-00010 on May 20, 2025 subject to the following stipulations:

1. All exterior (parking lot and wall) lighting must meet the lighting requirements in 1143.08.
2. The stormwater management plan must meet Section 1124.03 Flood Plain and Stormwater regulations.
3. A refundable cash payment of 50% of the cost of quantities specified in the plan or a performance bond payable to the City of at least 110% of the cost of quantities specified, is required prior to permitting.

**Planning & Zoning Committee**  
**June 2, 2025- Page 2**

Mr. Kurtz stated that they have two representatives tonight from Vermillion Development, Darrin Jolas and Richard Choi. Vermillion Development is proposing a significant investment, the Silver Birch Assisted Living Facility. There will be legislation forthcoming for a TIF in this area.

Mr. Darrin Jolas, Vermillion Development, stated that Vermillion Development focuses on public-private partnerships with universities and municipalities to develop projects. They are multi-family focused with apartments and condominiums and, lastly, assisted living. They entered the assisted living business 10 years ago. Their first project was in Illinois and expanded into Indiana. They have developed 13 Silver Birch facilities. They have invested over \$300 million to date in the various communities where they operate.

Rich Choi, Development Director for Vermillion Development, stated that his role in the company is primarily working with municipalities and coordinating the design team to effectively provide the best product for their residents.

Mrs. Spinner stated that it looks like a beautiful project. She thanked them for investing in the City. She asked when they expect the project to begin. Mr. Jolas stated that they think they will be through the remainder of the design, financing and permitting later in the summer or early fall. They want to break ground in early October. Mrs. Spinner asked if that will begin with demolition of the existing structures. Mr. Jolas responded that they will clear the trees and remove the existing buildings. Mrs. Spinner asked how long that might take. Mr. Jolas stated that with a building like this, depending on winter conditions, it will be in the 13-to-14-month range. They would commence licensure in the state for assisted living services. They will have staff marketing to residents. It then takes about 12 to 18 months to fully lease up a building like this.

Ms. Spinner stated that, at Planning Commission, it was described that the unused parcels would not be able to be resold or redeveloped because they are part of the occupancy calculations for that project. Mr. Jolas stated that that is correct. They will remove the structures and impermeable surfaces, grass the areas and maintain them.

Mrs. Spinner stated that the number of cars would be limited to staff and visitors since most of the residents are not driving, so that there was not a need for a traffic study. Mr. Jolas stated that that is true. It is a modest use when it comes to traffic. Their peak employment is roughly 25 employees. Of course there are visitors, with Mother's Day being the busiest day of the year. During the holidays, they throw celebrations and try to draw family in.

Mr. Brillhart thanked them for their investment in the City and for their communication with him. He called him about a year ago, and they were very forthcoming with any questions that he had and provided him with their current project and a little bit about their projects, which he researched and found nothing to be of any concern. The units are very beautiful. He spoke with some residents about the property on Bath Road being an assisted living facility and the response was 100-percent positive. He asked what their policy is when they call the paramedics. In that area, they have approximately five assisted living facilities, so another one is not going to be any big deal, but it

**Planning & Zoning Committee**  
**June 2, 2025- Page 3**

is a concern if they are only going to have 25 people. If somebody falls, do they automatically call the paramedics.

Mr. Jolas stated that they have a policy for transport. Today, as of 6:30, they have had 27 fire calls, 5 of which were to an assisted living facility. Mr. Brillhart stated that if they have 120 units, they are probably going to generate 200 calls a year, so his concern is adding to that. He asked if they have the staff when someone is sick or when they fall that take care of them there or what is their policy. Mr. Jolas stated that their staff is trained to be the first responder in their communities. They do not have phone lines in the residents' rooms that call 911. There are pull cords that are essentially the communication devices and are located in the restroom or the bedroom. He reached out to the existing communities and was able to get six communities in Indiana. All sent him their 2024 reach out to fire departments and EMS. Those six communities had average EMS calls of one every three days. Their staff engage with the local and EMS services to communicate to find out what can be done better.

Mrs. Penta stated that, looking at the map, the main entrance will be on Bath Road. Mr. Jolas stated that will be the only entrance. The area on Graham Road is going to be green space.

Mr. Stams asked why they chose Cuyahoga Falls. Mr. Jolas stated that they used market studies and have a market analyst who looked broadly at the State of Ohio and identified a top 20 list of cities that had opportunity. As they looked further into the communities, Cuyahoga Falls was one them. In their primary market area, there are 14 assisted living communities. There is a demand here. The 65-and-older population is expected to increase by 10 percent in the next 5 years. The population is predicted to live longer. Additional services and communities like theirs are going to be in need as time goes by.

Mr. Stams asked for examples of reinvestment that they have put back into the community. Mr. Jolas stated that a typical community for them is 45 employees, \$2.25 million in payroll. It is real estate taxes, jobs, payroll taxes and the construction jobs created along the way.

Ms. Nichols-Rhodes asked where the other Ohio locations are. Mr. Jolas stated that they range from Amherst, Painesville, Bedford, Bedford Heights, Cuyahoga Falls, Columbus, Mansfield, Massillon and down in Cincinnati. These are all sites that are along the way, Canton and Boardman over next to Youngstown is another market they certified. That is the lineup right now.

Mr. Siegferth moved to bring out Temp. Ord. B-33 with a favorable recommendation, second by Mr. Brillhart. Motion passed (5-0).

The meeting adjourned at 6:49 p.m.