

STATE OF DOWNTOWN COLUMBUS[★]

YEAR END 2016

Prepared by
Capital Crossroads & Discovery
Special Improvement Districts



Capital Crossroads Special Improvement District (CCSID)

is an association of more than 500 commercial and residential property owners in 38-square blocks of downtown Columbus. Its purpose is to support the development of downtown Columbus as a clean, safe and fun place to work, live and play.

Hours of Operation:

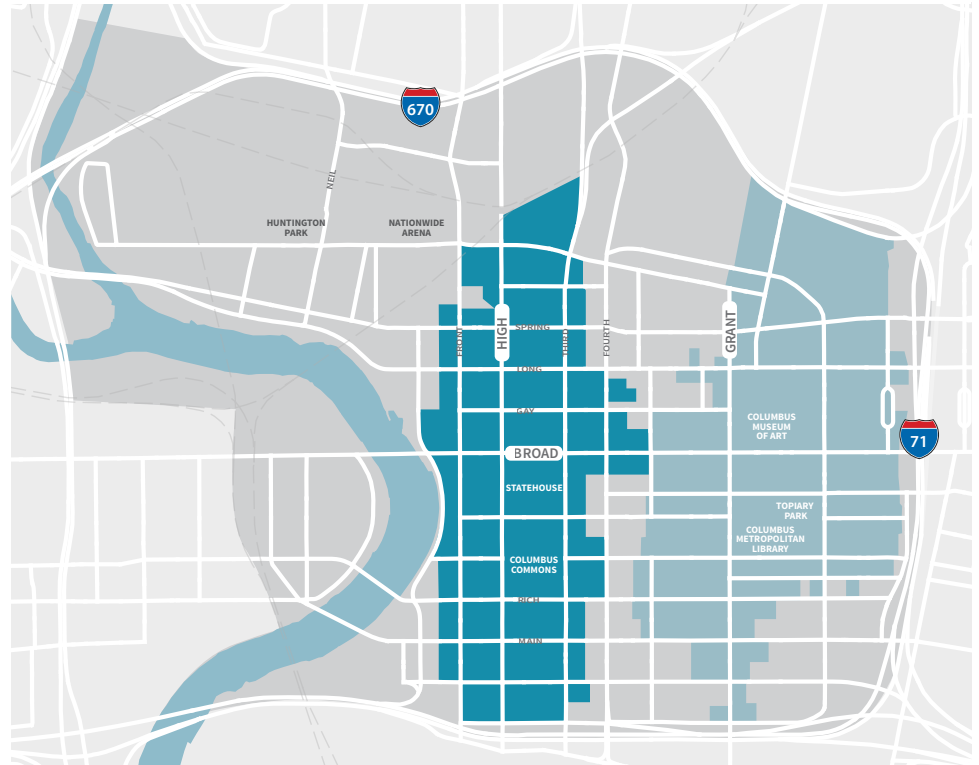
6 a.m. - 11 p.m. Monday - Saturday;
9:30 a.m. - 6 p.m. Sunday

Discovery Special Improvement District (DSID)

helps property owners create and maintain a safe, vibrant, diverse, distinctive and walkable mixed-use neighborhood. Discovery SID was formed in 2005 by property owners in the eastern area of downtown.

Hours of Operation:

6 a.m. - 2 a.m. Monday-Saturday



- CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT
- DISCOVERY SPECIAL IMPROVEMENT DISTRICT
- DOWNTOWN DISTRICT

ABOUT THIS REPORT



23 N. Fourth St.
Columbus OH 43215
(614) 645-5133
DowntownColumbus.com

CUSTOMER SERVICE HOTLINE:
(614) 228-5718










The CCSID and DSID monitor and track information that gauges the vitality of the central business district. Unless otherwise specified, the content included is specific to the Downtown District: the area bounded by I-670, I-71, I-70, and the CSX railroad tracks.

The following SID staff collected data for the contents of this report: Marc Conte, deputy director of research, Kacey Brankamp, director of strategic initiatives, and Shannon Fergus, project manager. All information is believed accurate at the time received. Where outside sources are used, attribution is provided. SID staff monitors and interprets downtown data covering a variety of areas, and every effort is given to provide the most accurate information possible.

SID staff is available to provide custom research. Please contact Marc Conte at mvconte@sidservices.com or (614) 591-4507 for more information.

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Design: Amy Collins*

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MAJOR INVESTMENTS

\$1 Billion
PROPOSED

\$734 Million
UNDER CONSTRUCTION

\$116 Million
COMPLETED IN 2016



HOUSING & RESIDENTS

8,100
Residents

97%
Apartment
Occupancy



EMPLOYMENT & OFFICE

84,367
Workers

12%
Office Vacancy Rate



EDUCATION

5
Colleges & Universities

33,000+
College Students



RETAIL

15
New Retailers in 2016

240+
Retail Goods & Services
Businesses



HOSPITALITY & ATTRACTIONS

556
Rooms Proposed or
Under Construction

70.4%
Occupancy Rate



TRANSPORTATION & LAND USE

87
Cars Per 100 Workers
Drive into Downtown

3%
Growth in COTA CBUS Ridership



HIGHLIGHTS

The **I-70/71 Interchange** remains the most expensive proposed project in downtown; the cost represents more than 80 percent of all proposed projects. The City of Columbus requested proposals for the North Market parking lot redevelopment and narrowed the list to three applications. The winner will be selected in early 2017. Two25 Commons broke ground on the last remaining developable parcel on the southeast corner of Columbus Commons. Parks Edge Condominiums announced and broke ground on Phase II on Spring St. in the Arena District. Downtown's entertainment options grew in 2016 with the opening of PINS Mechanical Co. and Platform Beer Co.

\$1 Billion Proposed

Largest Projects

I-70/71 Interchange (\$845 Million)

Millennial Tower (\$60 Million)

Canopy by Hilton (\$24.4 Million)

\$734 Million Under Construction

Largest Projects

Convention Center Upgrades (\$125 Million)

Two25 Commons (\$90 Million)

Michael B. Coleman Governmental Center (\$60 Million)

\$116 Million Completed in 2016

Largest Projects

Main Library Renovation (\$30 Million)

YWCA Renovation (\$20 Million)

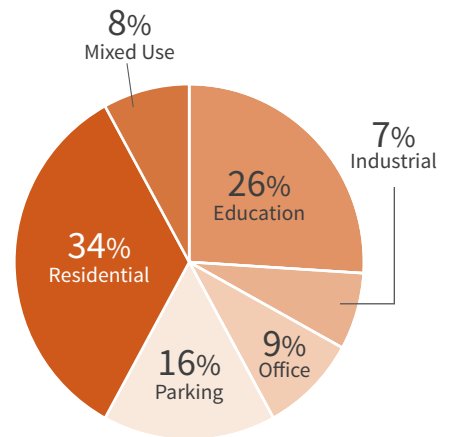
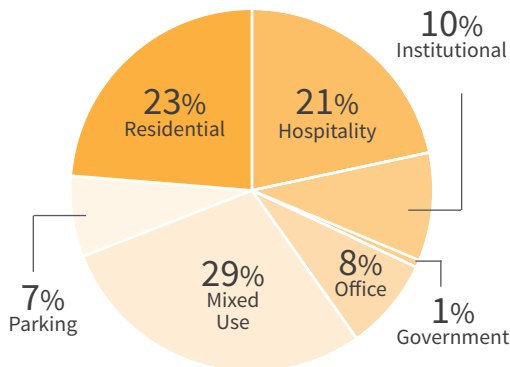
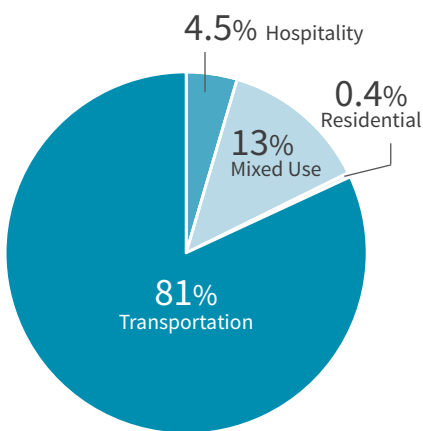
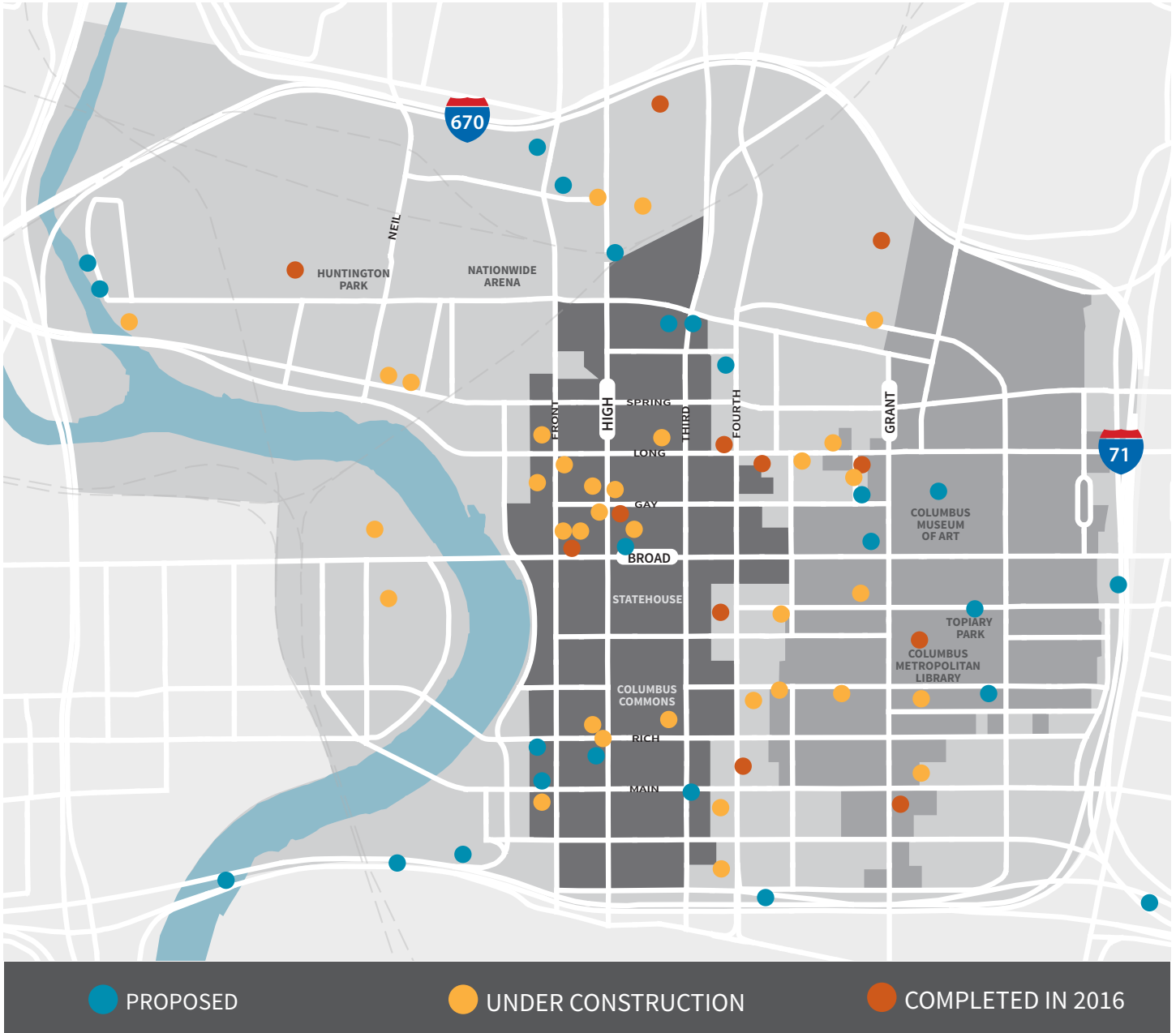
LVQ Apartments (\$19 Million)

\$2+ Billion Private and Public Investment since 2006

Source: CCSID, DSID



MAJOR INVESTMENTS





MAJOR INVESTMENTS

PROPOSED PROJECTS	LOCATION	COST ESTIMATE (MILLIONS)	USE
North Market Redevelopment	Park & Spruce	NA	NA
Canopy by Hilton	77 E. Nationwide Blvd.	\$24	Hospitality
The Hayden Columbus, Curio Collection by Hilton	20 E. Broad St.	NA	Hotel
AC Hotel	511 Park St.	\$23	Hotel/Retail
Weisheimer Project	235 N. 4th St.	\$1	Office/Retail
SERS Plaza	300 E. Broad St.	NA	Plaza
Neighborhood Launch - 6th & Gay	Sixth & Gay	\$4	Residential
Washington & Town Apartments	Washington & Town	NA	Residential
640-650 W. Nationwide Mixed-Use Development	650 W. Nationwide Blvd.	\$40	Residential/Office
Millennial Tower	Front & Rich	\$60	Residential/Office/Retail
255 South High Apartments	255 S. HighSt.	\$18	Residential/Retail
Lifestyle Communities Matan Block	261 S. Front St.	\$15	Residential/Retail
Motorists Residential Project	Washington & Oak	\$20	Residential/Retail
Jeff Ruby's Steakhouse	89 E. Nationwide Blvd.	\$3	Retail
Pecans Penny's BBQ	111 E. Main St.	NA	Retail
Creative Campus Streetscape Improvements	Ninth & Gay	\$8	Streetscape
Ohio Center Way Streetscape	High & Ohio Center Way	NA	Streetscape
70/71 Phase 6B-D - West Interchange	I-70 & 71	\$172	Transportation
70/71 Phase 2 - 70/71 East Interchange	I-70 & 71	\$166	Transportation
70/71 Phase 6A - Outbound Downtown	I-70 & 71	\$140	Transportation
70/71 Phase 4A - Inbound Downtown	I-70 & 71	\$135	Transportation
70/71 Phase 5 - 70 East Freeway	I-70 & 71	\$95	Transportation
70/71 Phase 3 - East Innerbelt	I-70 & 71	\$78	Transportation
70/71 Phase 4B - 70/71 South Innerbelt	I-70 & 71	\$59	Transportation
Pen West Pedestrian Bridge	Pen West	NA	Transportation
TOTAL		\$1 BILLION	

PROJECTS UNDER CONSTRUCTION	LOCATION	COST ESTIMATE (MILLIONS)	USE
Fire Station #2	150 E. Fulton St.	\$7	Government
Convention Center Upgrades	High & Goodale	\$125	Hospitality
Hotel LeVeque Autograph Collection	Front & Broad	\$22	Hospitality
Home2Suites Hotel	Grant & Main	\$8	Hospitality
Holiday Inn Renovation	175 E. Town St.	\$0.6	Hospitality
Ohio Veterans Memorial and Museum	Belle & Broad	\$55	Institutional
Grant Joint and Bone Center	303-323 E. Town St.	\$20	Institutional
Michael B. Coleman Governmental Center	111 N. Front St.	\$60	Office
405 E. Town St.	405 E. Town St.	\$0.5	Office
Former Light Plant	555 W. Nationwide Blvd.	\$20	Office/Retail
457-459 N. High St.	High & Vine	\$3	Office/Retail
Scioto Peninsula Park and Parking Garage	Belle & Broad	\$34	Park/Parking
City of Columbus Parking Garage	135 N. Front St.	\$15	Parking
Garage Renovation	56 E. Long St.	\$5	Parking
Citizens Building	51 N. High St.	\$35	Residential
Parks Edge Condominiums	Neil & Spring	\$34	Residential
Parks Edge Condominiums Phase II	Arena District	\$31	Residential
Lifestyle Communities Trautman Block	205 S. High St.	\$15	Residential
The Neilston	Fifth & Long	\$13	Residential
303 S. Front St. Apartments	Front & Main	\$12	Residential
330 Oak Street Apartments	330 E. Oak St	\$10	Residential
Mercantile Building	Fourth & Noble	\$8	Residential
The View on Grant	Grant & Mt. Vernon	\$6	Residential
Sixth Street Mews	Sixth & Gay	\$3	Residential
The LeVeque Tower Residences	Front & Broad	\$3	Residential
65-67 S. Fifth St.	Fifth & Oak	\$2	Residential

Sources: City of Columbus Department of Development, Developers, and Architects (numbers rounded)

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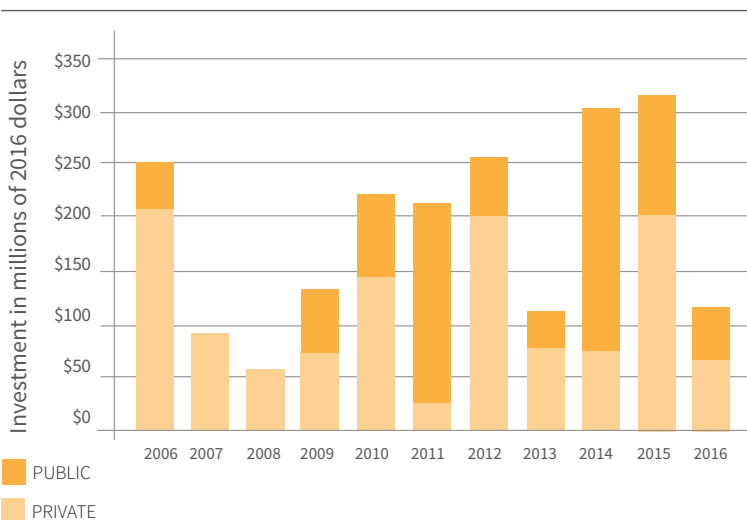


MAJOR INVESTMENTS

PROJECTS UNDER CONSTRUCTION	LOCATION	COST ESTIMATE (MILLIONS)	USE
Two25 Commons	225 S. 3rd St.	\$90	Residential/Office/Retail
White-Haines/Madison's	High & Gay	\$14	Residential/Office/Retail
85-111 N. High St.	High & Gay	\$40	Residential/Retail
Lifestyle Communities Beatty Block	213 S. High St.	\$15	Residential/Retail
223 East Town	Fifth & Town	\$13	Residential/Retail
Microliving @ Long and Front	55 W Long St	\$11	Residential/Retail
Long & Sixth	288 E. Long St.	\$3	Residential/Retail
Lynn & Pearl Alley Improvements	Pearl & Lynn	\$1	Streetscape
TOTAL		\$734 MILLION	

COMPLETED PROJECTS IN 2016	LOCATION	COST ESTIMATE (MILLIONS)	USE
Main Library Renovation	96 S. Grant Ave.	\$30	Education
TriVillage Downtown Storage	Young & Long	\$8	Industrial
Platform Beer Co.	408 N. Sixth St.	\$0.5	Industrial
Buggyworks Office	400 W. Nationwide Blvd.	\$11	Office
Goodale Garage at Convention Center	High & Goodale	\$18	Parking
YWCA renovation	Fourth & State	\$20	Residential
LVQ Apartments	Front & Broad	\$19	Residential
1-11 E. Gay St.	High & Gay	\$3	Residential/Office/Retail
Microliving @ 260 S. Fourth St.	260 S. Fourth St.	\$5	Residential/Retail
325-331 E. Long St.	Sixth & Long	\$1	Residential/Retail
Pins Mechanical Co.	141 N. 4th St.	\$2	Retail
McDonalds Renovation	381 E. Main St.	\$0.3	Retail
TOTAL		\$116 MILLION	

DOWNTOWN INVESTMENTS BASED ON YEAR COMPLETED



YEAR COMPLETED	PRIVATE	PUBLIC	TOTAL
2006	\$210	\$46	\$256
2007	\$90	\$0	\$90
2008	\$59	\$0	\$59
2009	\$75	\$60	\$134
2010	\$145	\$76	\$221
2011	\$24	\$187	\$212
2012	\$203	\$54	\$257
2013	\$80	\$32	\$111
2014	\$74	\$228	\$302
2015	\$203	\$111	\$314
2016	\$68	\$48	\$116
TOTAL	\$1,232	\$841	\$2,072

(in Millions of 2016 dollars)



PINS MECHANICAL COMPANY

A new age of entrepreneurs have redefined the bar scene, and local business owner Troy Allen leads the way with PINS Mechanical Co. and his first concept 16 Bit Bar + Arcade. It's more than just drinks and conversation. Rise Brands—the parent company of PINS and 16 Bit—created a social gathering place that connects people in a non-traditional and playful way.

Allen didn't start out wanting to be a bar owner. He and his team build brands, and they saw a gap in the market. "We wanted to create alternatives in downtown," Allen says, "I wanted to be part of the revitalization of a neighborhood or be an up and coming part of a city."

That's exactly what has happened, evidenced by the noticeable increase in foot traffic around 16-Bit at Fourth and Main and PINS at Fourth and Long. Allen says that his guests stay an average of three hours per visit. "Downtown is gaining density with a younger demographic but also empty nesters, and they're looking for fun things to do. "There's a mind-blowing number of families, too."

Inside PINS is a well-planned and executed environment that offers old-school entertainment, culinary exploration and creative craft cocktails—all designed to redefine what a night out on the town looks like. Outside, guests also find spacious patios and rotating food trucks on custom-built pads.

PINS involved 12 to 18 months of planning before the search for the perfect downtown location. Allen established a like-minded vision for revitalization with the family who owned the building at Fourth and Long for multiple generations, which most recently housed a National Tire and Battery store. The strong relationship is reflected in a collection of historical pictures neatly framed on a wall, paying homage to the family and the building's previous uses.

Visit PINS at 141 N. 4th St. or pinsbar.com.





HIGHLIGHTS

The residential population in the core of downtown continues to grow, reaching 8,100 residents by the end of 2016, which represents a 132 percent increase since 2000. Motorist Insurance announced plans to develop its surface parking lots at Oak Street and Washington Avenue across from Topiary Park. The much anticipated apartments at the historic LeVeque Tower opened late 2016 with the condominiums available in spring 2017.

8,100 Residents

5,743 Total Residential Units

97% Apartment Occupancy

\$137 Million Proposed

733 Units Proposed

\$357 Million Under Construction

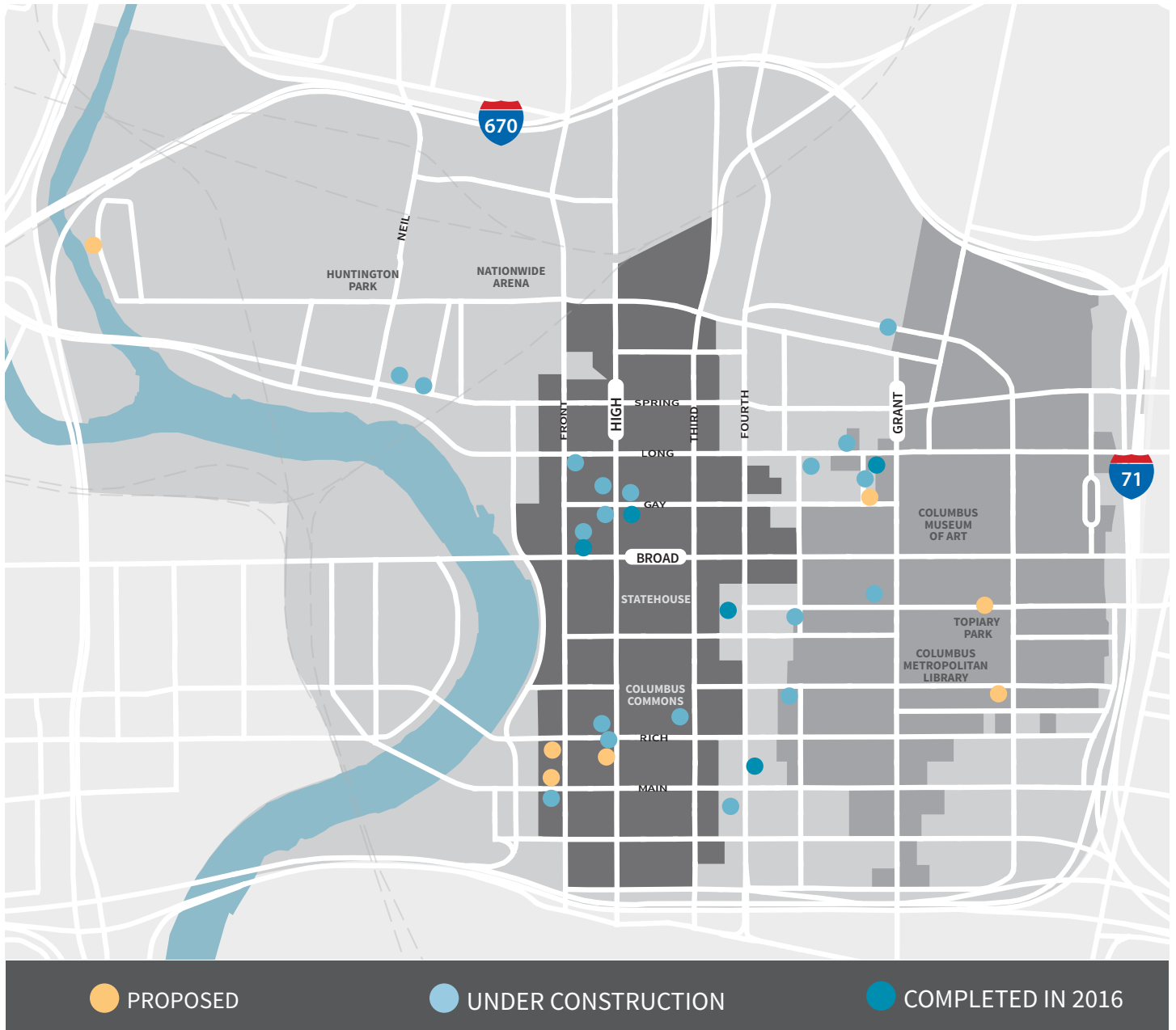
1,360 Units Under Construction

\$48 Million Completed in 2016

211 Units Completed in 2016

\$4.4 Million Most expensive sale in 2016 & record price in City of Columbus (Parks Edge Condominiums 12th Floor penthouse)

Source: CCSID, DSID, US Census ACS 2015, Columbus Business First

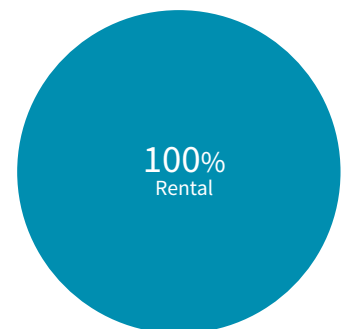
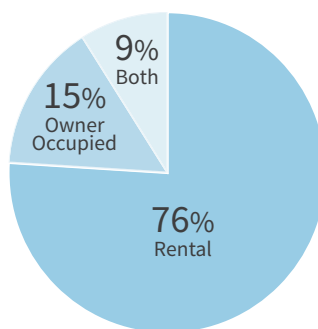
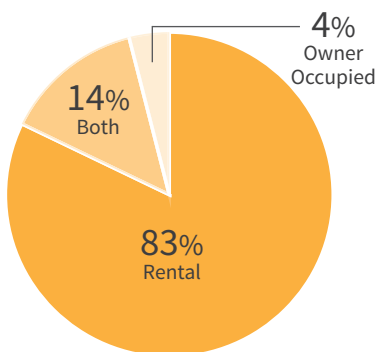


● PROPOSED

● UNDER CONSTRUCTION

● COMPLETED IN 2016

HOUSING UNIT TENURE BREAKDOWN: OWNER OCCUPIED VS. RENTAL





PROPOSED	ADDRESS	NUMBER OF UNITS	TENURE
640-650 W. Nationwide Mixed Use Development	640 W. Nationwide Blvd.	300	Rental
255 South High Apartments	255 S. High St.	120	Rental
Lifestyle Communities Matan Block	261 S. Front St.	117	Rental
Millennial Tower	Front & Rich	100	Both
Motorists Residential Project	479 Oak St.	68	Rental
Neighborhood Launch - 6th & Gay	304 E. Gay St.	28	Owner Occupied
Washington & Town Apartments	497 E. Town St.	NA	Rental
TOTAL		733 UNITS	

UNDER CONSTRUCTION	ADDRESS	NUMBER OF UNITS	TENURE
85-111 N. High St.	85 N. High St.	164	Rental
Lifestyle Communities Beatty Block	229 S. High St.	137	Rental
The Neilston	Fifth & Long	130	Rental
Two25 Commons	225 S High St	118	Both
Lifestyle Communities Trautman Block	203 S. High St.	106	Rental
330 Oak Street Apartments	330 E. Oak St	100	Rental
Parks Edge Condominiums Phase II	230 W. Spring St.	82	Owner Occupied
223 East Town	223 E. Town St.	80	Rental
303 S. Front St. Apartments	303 E. Main St.	76	Rental
The View on Grant	358 Mt. Vernon Ave.	70	Rental
Parks Edge Condominiums	250 W. Spring St.	69	Owner Occupied
Citizens Building	51 N. High St.	65	Rental
Mercantile Building	309 S. Fourth St.	36	Owner Occupied
Microliving @ Long and Front	55 W Long St	36	Rental
Long & Sixth	288 E. Long St.	30	Rental
White-Haines/Madison's	72 N. High St.	30	Rental
Sixth Street Mews	Sixth & Gay	12	Owner Occupied
The LeVeque Tower Residences	50 W. Broad St.	10	Owner Occupied
65-67 S. Fifth St.	65 S. Fifth St.	9	Rental
TOTAL		1,360 UNITS	

COMPLETED IN 2016	ADDRESS	NUMBER OF UNITS	TENURE
YWCA renovation	65 S. Fourth St.	91	Rental
LVQ Apartments	50 W. Broad St.	68	Rental
Microliving @ 260 S. Fourth St.	260 S. Fourth St.	51	Rental
325-331 E. Long St.	329 E. Long St.	8	Rental
1-11 E. Gay St.	11 E. Gay St.	3	Rental
TOTAL		221 UNITS	



POPULATION AND HOUSING UNITS

	2015	2016
Rental	4,086	4,463
Owner Occupied	1,280	1,280
Total	5,366	5,743
Population	7,716	8,100

APARTMENT RENTS AND OCCUPANCY

	AVERAGE RENT	OCCUPANCY RATE	UNITS COMPLETED 2016
Downtown	\$1,275	96.6%	221
Central Ohio	\$882	95.3%	2,840
US	\$1,292	94.7%	320,630

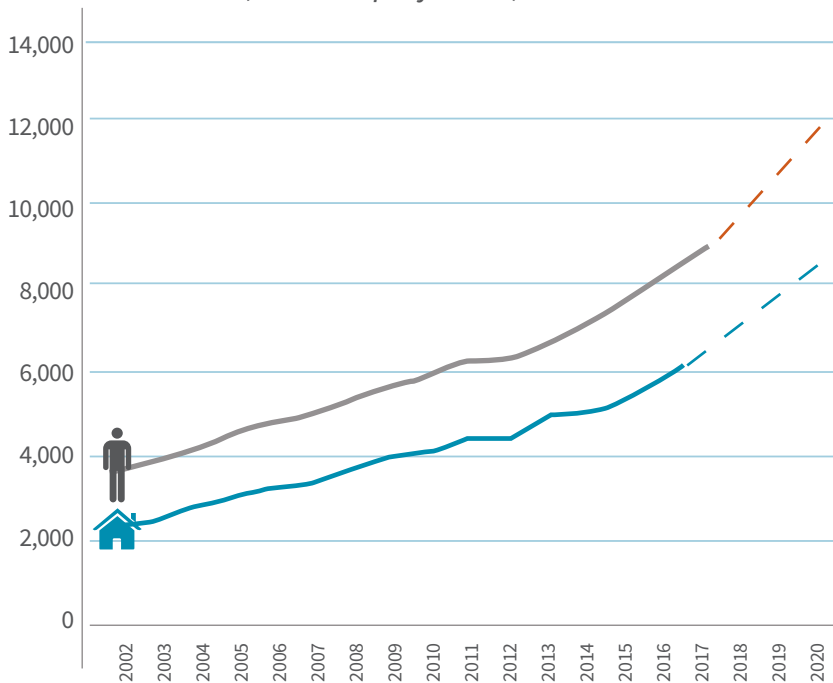
SALES OF OWNER OCCUPIED UNITS

	2015	2016
Sales of New Units	21	14
Median Sale Price – New	\$435,657	\$394,927
Median Price/SF – New	\$268	\$276
Sales of All Units	165	172
Median Sale Price – All	\$269,900	\$249,000
Median Price/SF – All	\$243	\$242

DOWNTOWN POPULATION COMPARISON

	2000 POPULATION	2016 POPULATION	2016 PEOPLE PER ACRE	PERCENT INCREASE	LAND AREA (ACRES)
Columbus	3,488	8,100	5.4	132%	1,500
Cleveland	11,060	14,000	10.5	27%	1,332
Cincinnati	10,827	15,500	18.5	17%	840

DOWNTOWN RESIDENTS AND HOUSING UNITS 2002-2020 (includes projection)



YEAR	POPULATION	HOUSING UNITS
2002	3,619	2,251
2003	3,793	2,418
2004	4,078	2,764
2005	4,402	2,943
2006	4,722	3,247
2007	4,943	3,356
2008	5,314	3,670
2009	5,576	3,957
2010	5,991	4,127
2011	6,249	4,382
2012	6,322	4,371
2013	6,675	4,984
2014	7,080	5,109
2015	7,716	5,366
2016	8,100	5,743
2017*	8,960	6,402
2018*	9,870	7,103
2019*	10,825	7,836
2020*	11,800	8,570

* Projection 2017-2020



DOWNTOWN RESIDENTIAL DEMOGRAPHICS US CENSUS ACS 2015 FIVE-YEAR ESTIMATES

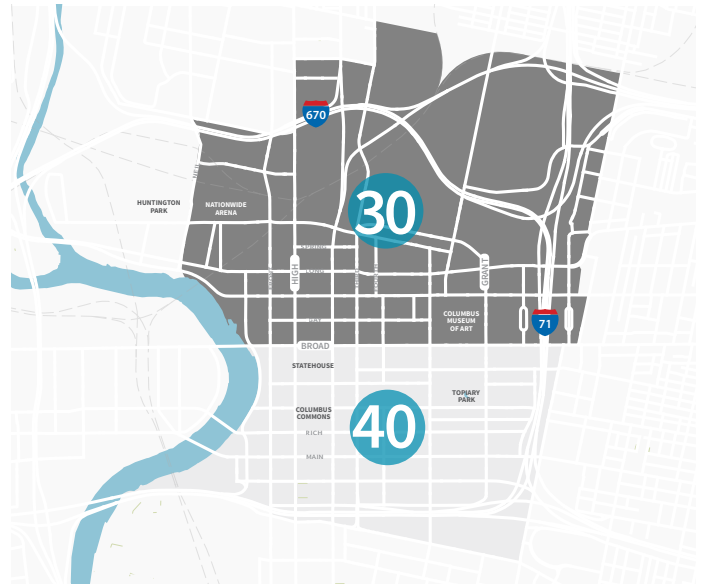
RACE	DOWNTOWN TRACTS	FRANKLIN COUNTY
One Race	94%	96%
White	70%	69%
Black	19%	21%
American Indian	0%	0.2%
Asian	4%	4%
Hawaiian	0%	0%
Other	1%	2%
Two or more races	6%	4%
Hispanic or Latino origin (of any race)	3%	5%

COMMUTING HABITS

Workers 16 years and over	DOWNTOWN TRACTS	FRANKLIN COUNTY
Drive Alone	58%	81%
Carpool	3%	8%
Public Transportation	5%	3%
Walk	28%	3%
Bike	2%	0.6%
Other Means	0.2%	0.9%
Work at home	4%	4%
Mean travel time (minutes)	17.5	21.6

EDUCATIONAL ATTAINMENT

Population 25 years and over	DOWNTOWN TRACTS	FRANKLIN COUNTY
High school graduate or higher	94%	90%
Bachelor's degree or higher	57%	38%



Map of Census Tracts 30 and 40

Data for Tracts 30 and 40 have been combined for this report and referred to as Downtown Tracts to represent the downtown residential population.

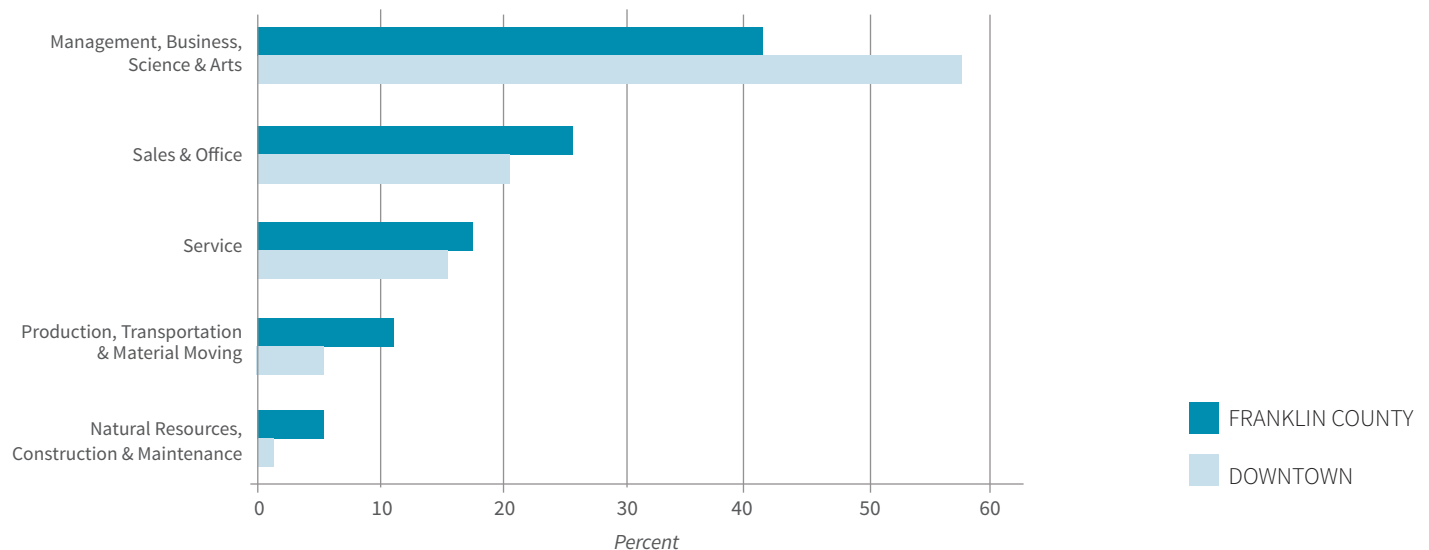
POPULATION	DOWNTOWN TRACTS	FRANKLIN COUNTY
Total	6,710	1,215,761
Median Age	31.6 & 38.2	33.8
Male/Female	56%/44%	56%/44%

INCOME AND BENEFITS

(IN 2014 INFLATION-ADJUSTED DOLLARS)

Median household income	\$53,138 & \$31,633	\$52,341
Mean household income	\$79,332	\$71,655

OCCUPATION DOWNTOWN TRACTS 30 & 40





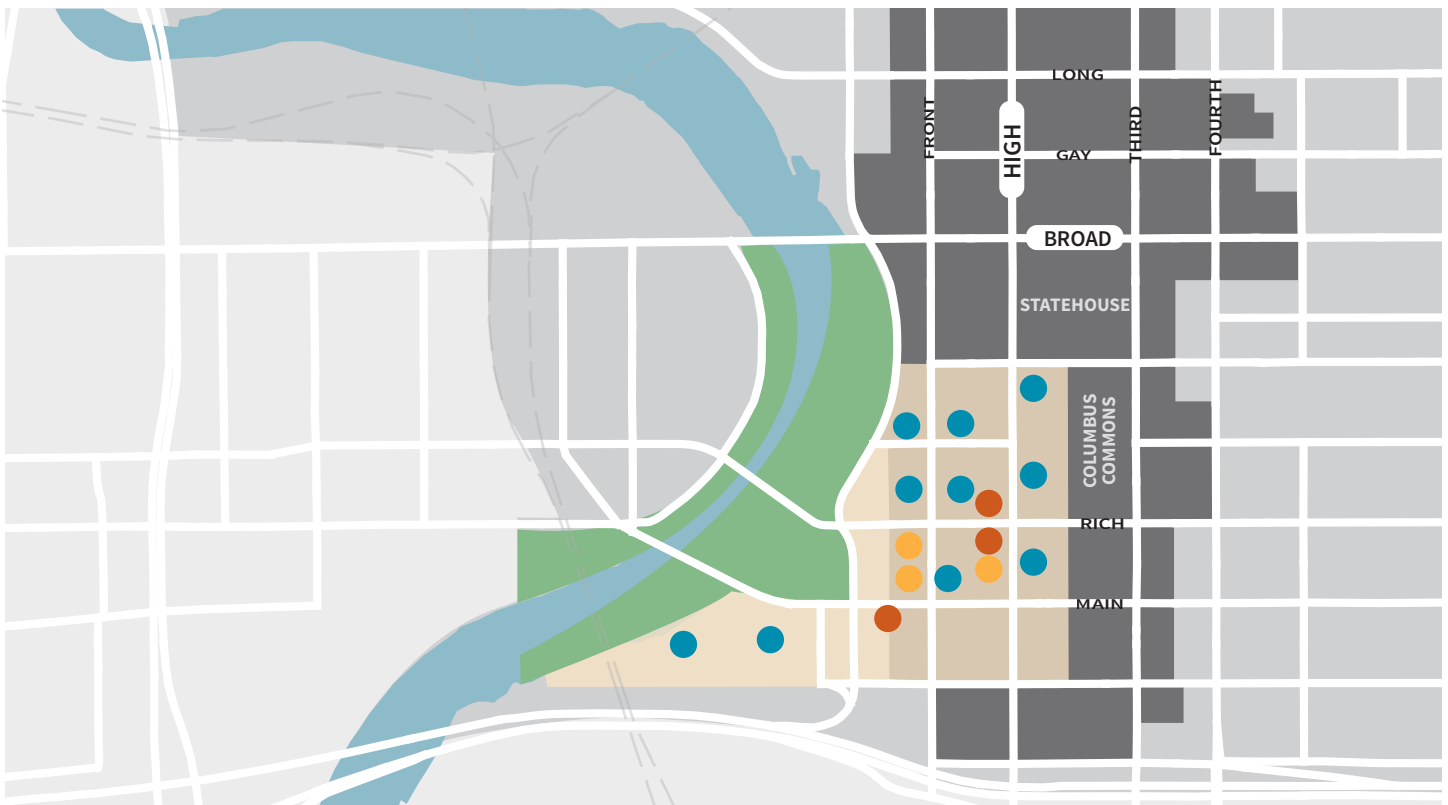
RIVERSOUTH NEIGHBORHOOD

A new neighborhood has taken shape over the last ten years in the southwestern part of Downtown. The area named RiverSouth began its resurgence with the repurposed Lazarus building, the former flagship department store and anchor to City Center Mall. The building reopened in 2007 with more than 1,000 employees just three short years after its closure. Columbus Downtown Development Corporation spurred additional activity with the sale of several surface parking lots to Lifestyle Communities for housing, adding 213 units. This investment by Lifestyle Communities, which has another 460 units in the pipeline, encouraged other developers to make investments in the area. RiverSouth now has more than 1,300 residents with nearly 1,000 more residents on the way. Other significant investments include the two new park spaces Scioto Mile/Scioto Greenways and Columbus Commons.

PROPOSED	TYPE	NUMBER OF UNITS
Millennial Tower	Office, residential, retail	100
255 S. High St.	Residential, retail	120
LC Matan Block	Residential, retail	117

UNDER CONSTRUCTION	TYPE	NUMBER OF UNITS
LC Trautman Block	Residential, retail	106
LC Beatty Block	Residential, retail	137
303 S. Front St.	Residential	76

COMPLETED RECENTLY	TYPE	NUMBER OF UNITS
LC Annex West	Residential	76
LC Annex East	Residential	137





HIGHLIGHTS

The office vacancy rate for Class A & B space rose to 12 percent in the fourth quarter of 2016, slightly higher than 10.9 percent at suburban counterparts. Demand for “creative” space continues to grow as that class is essentially fully occupied in downtown. About 250,000 square feet of office space is under construction in the central business district.

12% Office vacancy rate (Class A & B)

>5% “Creative” office vacancy

84,367 Workers

41% Workers live in City of Columbus

\$188 Million Office Projects Under Construction

Michael B. Coleman Governmental Center (\$60 Million)

Largest Project

Source: Xceligent, US Census Bureau, Colliers International, CCSID, DSID



QUARTERLY DATA (CLASS A & B)

	1Q 2015	2Q 2015	3Q 2015	4Q 2015	1Q 2016	2Q 2016	3Q 2016	4Q 2016
NET ABSORPTION (SF)	94,373	4,895	323,059	502,379	56,019	2,707	(64,454)	58,867
VACANCY RATE	12.4%	13.6%	13.1%	12.1%	11.5%	11.4%	11.4%	12.0%

COMPARISON WITH OTHER DOWNTOWNS (CLASS A & B)

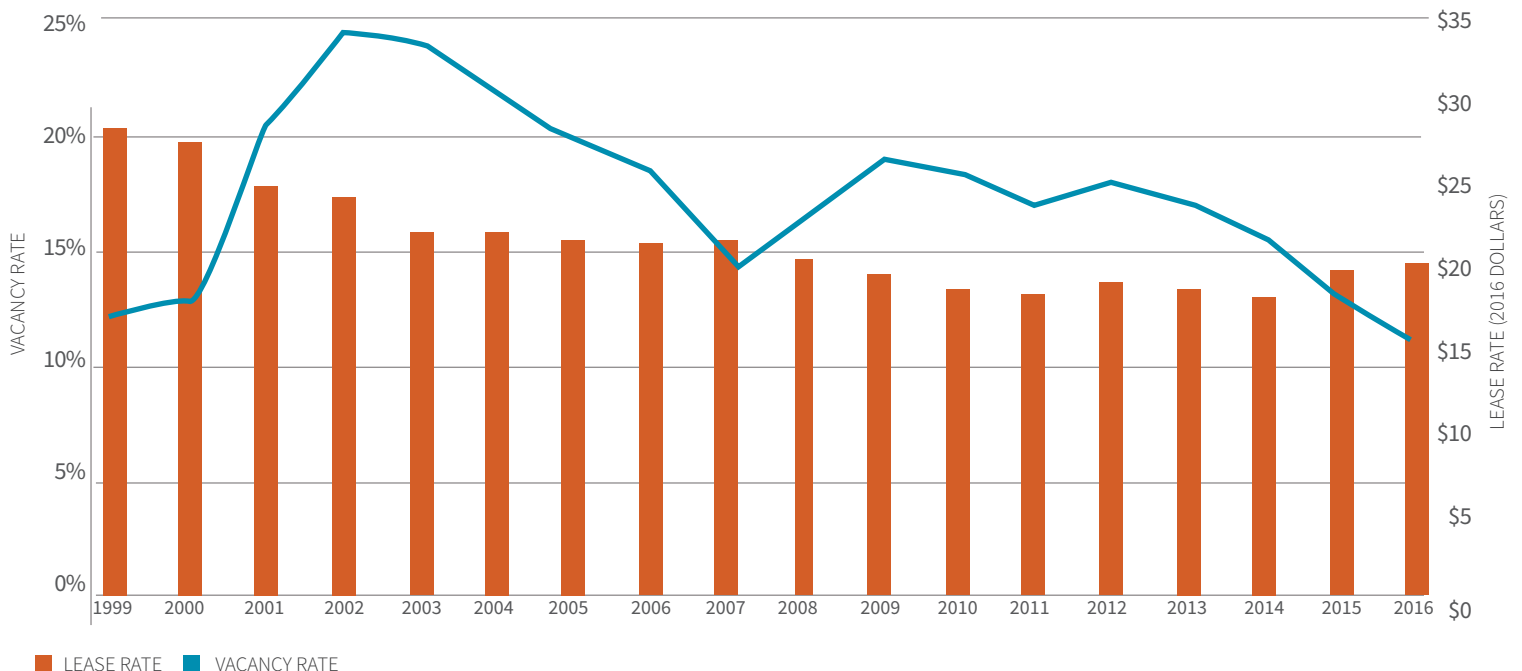
CITY	NET RENTABLE BUILDING AREA (SF)	VACANCY RATE	YTD NET ABSORPTION (SF)
Columbus	11,022,516	12.0%	53,139
Cleveland	24,071,186	13.4%	148,926
Cincinnati	12,266,866	16.7%	416,791

COMPARISON WITH SUBURBAN MARKET (CLASS A & B)

LOCATION	NET RENTABLE BUILDING AREA (SF)	VACANCY RATE	QUARTERLY NET ABSORPTION (SF)	AVERAGE LEASE RATE SF RATE
Downtown Columbus	11,022,516	12.0%	53,139	\$21.54
Suburban Columbus	21,038,056	10.9%	326,890	\$19.48

Source: Xceligent powered by COCIE

DOWNTOWN OFFICE VACANCY RATES AND LEASE RATES 1999-2016



Source: CBRE



	DOWNTOWN		FRANKLIN COUNTY		METRO	
TOTAL ALL JOBS	Count	Share	Count	Share	Count	Share
	84,367	100%	716,238	100%	971,524	100%

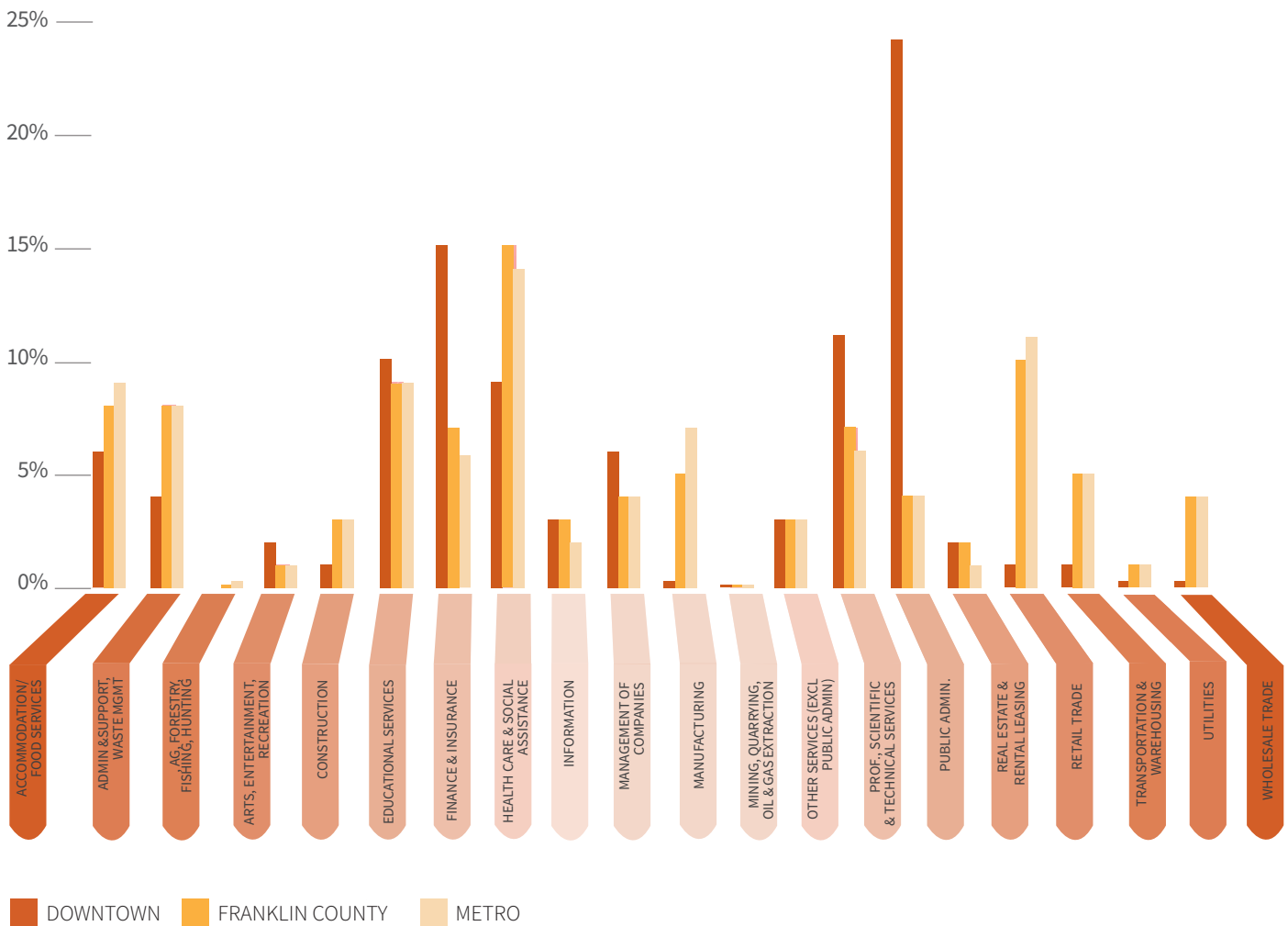
JOBS BY WORKER AGE

Age 29 or younger	13,794	16%	172,181	24%	236,367	24%
Age 30 to 54	51,191	61%	405,698	57%	545,589	56%
Age 55 or older	19,082	23%	138,359	19%	189,538	20%

JOBS BY EARNINGS

\$15,000 per year or less	12,128	14%	164,843	23%	231,945	24%
\$15,000 - \$40,000 per year	19,571	23%	241,014	34%	330,429	34%
\$40,000 per year or more	52,668	62%	310,381	43%	409,150	42%

JOBS BY NAICS INDUSTRY SECTOR



Source: US Census Bureau, Longitudinal Employer-Household Dynamics, 2014

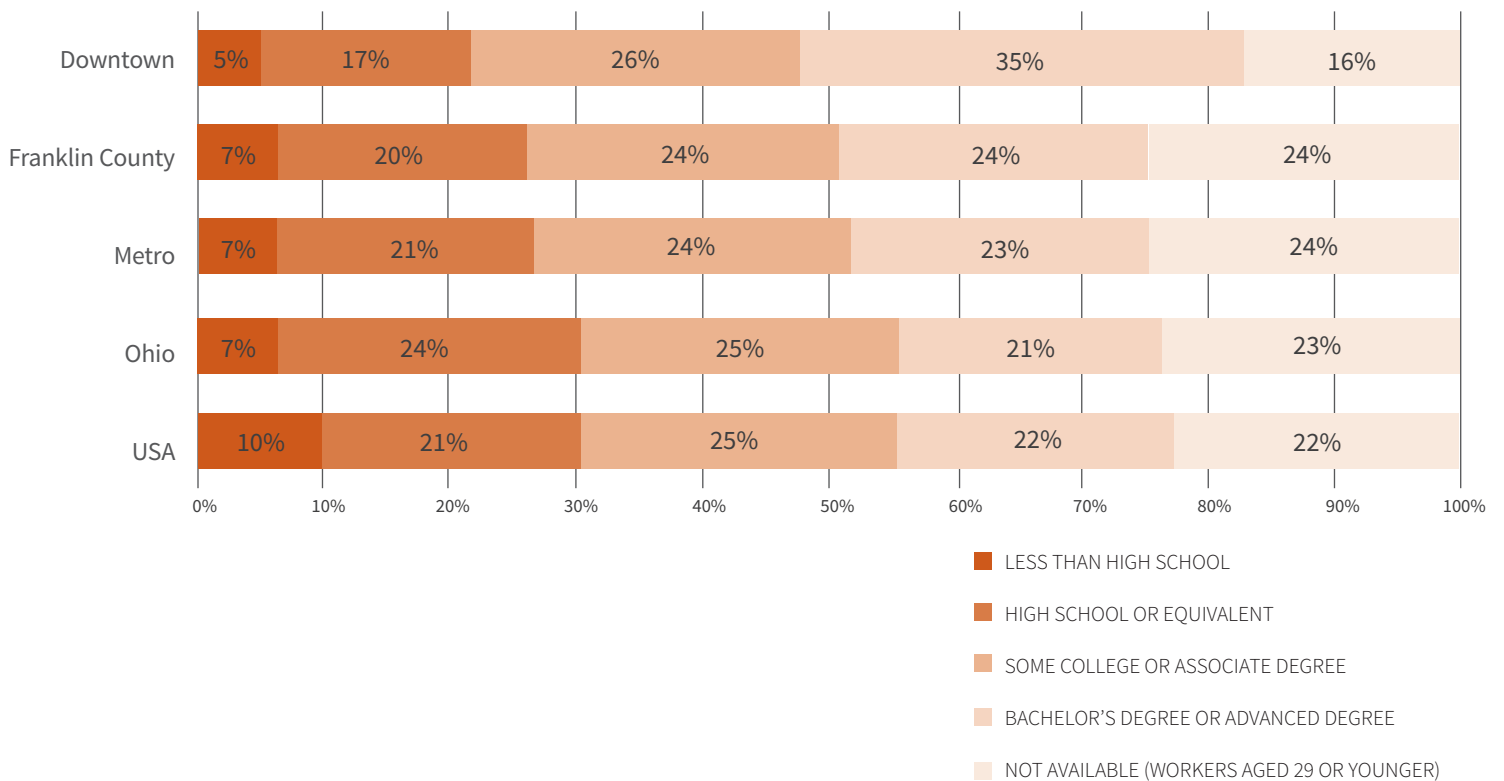


JOBS BY WORKER RACE	DOWNTOWN		FRANKLIN COUNTY		METRO	
	Count	Share	Count	Share	Count	Share
White Alone	68,528	81%	576,936	81%	809,003	83%
Black or African American Alone	12,390	15%	107,480	15%	122,994	13%
American Indian or Alaska Native Alone	167	0.2%	1,770	0.2%	2,369	0.2%
Asian Alone	2,362	3%	20,854	3%	25,500	3%
Native Hawaiian or Other Pacific Islander Alone	22	0.03%	365	0.1%	465	0.05%
Two or More Race Groups	898	1%	8,833	1%	11,193	1%

JOBS BY WORKER ETHNICITY	Count	Share	Count	Share	Count	Share
Not Hispanic or Latino	82,644	98%	697,304	97%	947,326	98%
Hispanic or Latino	1,723	2%	18,934	3%	24,198	2%

JOBS BY WORKER SEX	Count	Share	Count	Share	Count	Share
Male	40,405	48%	353,953	49%	484,622	50%
Female	43,962	52%	362,285	51%	486,902	50%

JOBS BY WORKER EDUCATIONAL ATTAINMENT



Source: US Census Bureau, OnTheMap Application, 2014



CHANGING OFFICE ENVIRONMENTS

Offices and workplaces are changing. Gone are traditional cubicles, monstrous file cabinets and 250 square feet per employee. In are open floor plans, cloud-based document storage, and micro workspaces with more common areas for spontaneous collaboration. The convergence of several factors brought about this evolution. The Great Recession recalibrated the environment of those who survived and forced everyone to do more with less. This plays out in smaller offices, which often focus on buildings with rich amenities and technological advances.

“The focus for employers is employees,” says Daniel Dunsmoor, Senior Vice President of the Office Group at Colliers International. “Office space has become a tool for attracting and retaining talent.”

Dunsmoor and his team conducted a study on the different types of office space in downtown by breaking down space into five different categories. They found that for the “creative” type of office space, the vacancy rate was under 5 percent—essentially, fully occupied. While this office product is desirable across the country, Columbus has very little stock because many of its historic buildings were demolished from the 1950s to

the 1990s to create surface parking lots. Given the lack of existing creative space, traditional office buildings are undergoing significant renovations to convert what’s now outdated space into more modern and desirable space. Regardless of industry, the desire and demand is the same: tenants want raw, industrial open floor plans, smaller individual offices in favor of more community spaces, no assigned desks or workspaces, modern furnishings, and the latest technology. Columbus is no exception. In fact, Dunsmoor says, the demand is largely a result of a younger workforce.

Not only does workspace need to be reimagined, the experience outside the office needs to be unique and interesting. Think mixed-use properties, restaurants, shops, parks and events.

On a recent tour of the newly renovated LeVeque Tower with a prospective tenant, Dunsmoor said his client summed it up best when the client commented on the beautiful historic building. He was impressed with the boutique hotel, apartments and offices all in the same building, which offered rich amenities. The building offers a unique experience.





HIGHLIGHTS

Enrollment at downtown's colleges and universities remains strong. **Columbus State Community College** announced plans to build a new culinary art facility for its top-rated program and anticipates doubling enrollment to more than 1,400 students once complete. **Columbus College of Art and Design** announced two new majors: Contemporary Crafts and Comics & Narrative Practice. **Franklin University** introduced its first doctoral-level academic programs including Professional Studies, Instructional Design, Healthcare Administration and Business Administration.

5 institutions with **33,000+** Students

Columbus State Community College

25,983 Students | 71% Part-time/29% Full-time

Nursing/Patient Care Aid Top Major

Franklin University

5,102 Students | 68% Part-time/32% Full-time

Business Administration & Management Top Major

Columbus College of Art & Design

1,140 Students | 4% Part-time/96% Full-time

Illustration Top Major

Capital University Law School

450 Students | 100% Full-time

Juris Doctor Top Major

Miami-Jacobs Career College

333 Students | 36% Part-time/64% Full-time

Dental Assistant Top Major

Fall 2015 Enrollment

Source: College Navigator, Capital University Fact Book



DOWNTOWN HIGH SCHOOLS

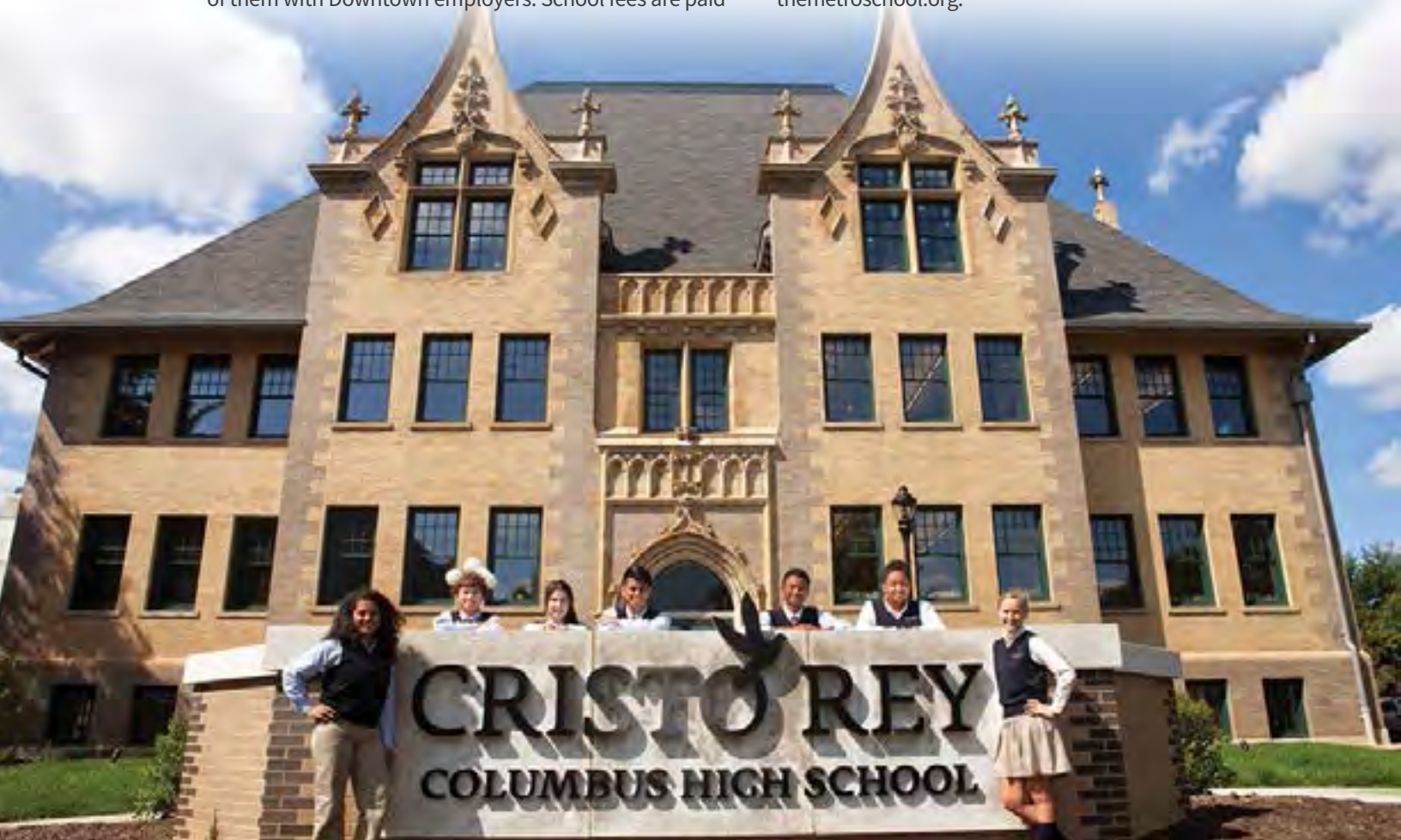
Knowledge is at the center of Downtown, with 33,000 students pursuing higher education opportunities at five institutions. But the learning extends to younger students, too. Over 1,000 high school students are enrolled at Downtown's three high schools: Columbus Downtown High School (CDHS), Cristo Rey High School and Metro Institute of Technology (MIT).

Columbus Downtown High School (CDHS), part of Columbus City Schools, is a career technical high school preparing eleventh and twelfth grade students for careers in business, education, engineering design, information technology, culinary arts, criminal justice, manufacturing operations and more. The downtown location was strategically selected for its proximity to colleges and universities, internships and job placements at downtown companies. Find more information at columbusdowntownhs.ccsosoh.us.

Cristo Rey High School is a Catholic, college-preparatory high school with a professional work-study program for students of all faiths from economically challenged homes. Each student works five days per month, many of them with Downtown employers. School fees are paid

by employers for student work, which comprises the majority of the school budget. Students learn to work, and work to learn, empowering them to graduate from college and succeed in life. The school opened in 2013 after an extensive renovation of the former Ohio School for the Deaf on Topiary Park. The building is on the National Register of Historic Places. Find more information about Cristo Rey at www.cristoreycolumbus.org.

Metro Institute of Technology (MIT) is a five-year program that offers students the opportunity to simultaneously earn a high school degree and an Associate's Degree in fields such as computer science, engineering technologies/manufacturing, and medical laboratory technology, with more specializations to come. MIT is currently comprised of ninth and tenth graders, having opened in the fall of 2015 with a ninth-grade class. Located on the Franklin University campus, the partnership includes Columbus State Community College. MIT is affiliated with the Metro Early College High School, which was born out of a partnership between The Ohio State University and Battelle Memorial Institute, and MIT continues the spirit of partnership. For more information, including enrollment information, visit themetroschool.org.





HIGHLIGHTS

Downtown welcomed 15 new retailers to the central business district in 2016 including three spaces more than 12,000 square feet (PINS Mechanical Co., Platform Beer Co. and Powerhouse Gym). Twelve are 3,500 square feet or less, with an average of 1,689 square feet per space. Downtown has seen an average net growth of 11 retail businesses each year since 2009.

154 Restaurants/Bars

188 Retail goods and services

15 New retailers in 2016

9 Restaurant/bar businesses

11 Average new net retailers each year since 2009

4,900 SF Average size of new retail spaces in 2016
(includes 2 16,000 SF spaces)

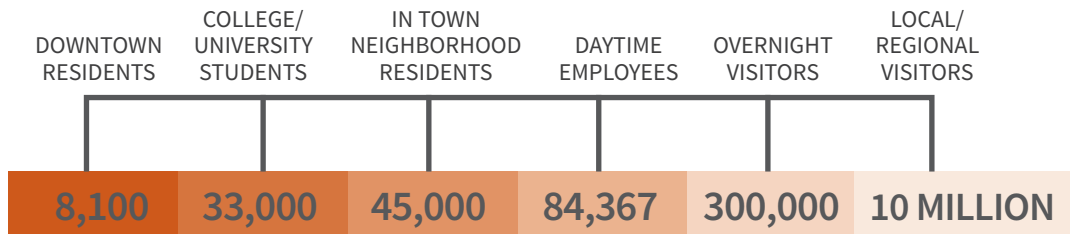
\$2,000 Average annual amount a daytime employee spends on retail goods and services

\$8,200 Average annual amount a resident spends on retail goods and services

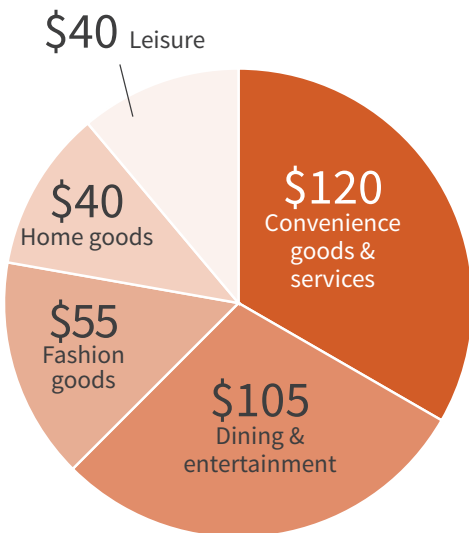
Source: Boulevard Strategies, CCSID, DSID



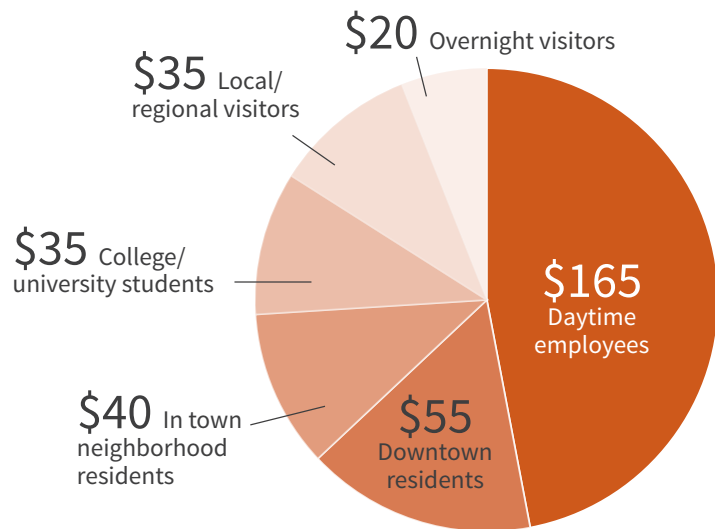
POTENTIAL RETAIL CONSUMERS



ANNUAL SPENDING POTENTIAL BY RETAIL CATEGORY (MILLIONS)



ANNUAL SPENDING POTENTIAL BY CONSUMER SEGMENT (MILLIONS)



NEW BUSINESSES IN 2016

Business Name	Address
Café Phenix	39 E. Gay St.
Condado Tacos	132 S. High St.
Jewelweed Floral Studio	122 E. Long St.
Downtown Bike Shop	124 E. Long St.
PowerHouse Gym	9 E. Long St.
Jimmy John's Gourmet Sandwiches	325 E. Long St.
Sprint	1 E. Gay St.
Koko Tea Salon & Bakery	361 E. Broad St.
Hadley's	260 S. 4th St.
PINS Mechanical Co.	141 N. 4th St.
Jack and Benny's Downtown Diner	12 E. Broad St.
Schokko Art Café	480 E. Broad St.
TGM Tracey Gardner Method	117 E. Chestnut St.
Platform Beer Co.	408 N. Sixth St.
Loft Wright Home Goods & Gifts for Urban Dwellers	1 E. Gay St.

RETAIL BUSINESS ACTIVITY

Year	Businesses Opened	Businesses Closed	Net Change
2009	16	3	13
2010	18	4	14
2011	27	10	17
2012	14	8	6
2013	22	6	16
2014	15	10	5
2015	18	6	12
2016	15	8	7

Source: Boulevard Strategies, CCSID, DSID



LONG STREET CLUSTER

Nearly all “bricks and mortar” retail outlets thrive alongside other retail stores. Think a shopping mall, strip center or historic Main Street district. One of the reasons Downtown struggles to rebuild its retail sector is because of the lack of appropriately sized, ready to lease, clustered retail spaces where independent retail can get established. Only two blocks in the core of downtown offer a collection of non-food retail businesses.

Long Street is considered a major artery for commuters in and out of downtown, but the block between Third and Fourth Streets offers a small, yet textbook, example of a healthy independent retail mix. The historic building at 116-124 E. Long St. currently has four storefronts, but that number can change based on the space needs of tenants. The cluster got its start with B1 Bicycles, which opened in May 2007 and expanded into two storefronts

for much of its existence. When it closed in 2016, it was quickly leased by the Downtown Bike Shop. Spoonful Records opened in summer 2010 and continues to be a destination for vinyl enthusiasts. The newer additions, the Long Street Collective Tattoo Studio and Gallery and Jewelweed Floral Studio, fill the remaining square feet.

“Being in a strip like this with other businesses is key,” Sarah Dixon of Jewelweed Studio says, “Our businesses feed off each other. Someone comes to Spoonful or Long Street Collective and stops in my shop.”

“I’ve started carrying different genres of music based on the customers who come to the neighboring shops,” notes Brett Ruland, owner of Spoonful Records, “There’s enough demand that I’ve actually evolved my products.”





HIGHLIGHTS

A record 10 million visitors attended conventions, festivals, shows and other events in 2016. Downtown is experiencing a surge in hotel development with 556 rooms proposed or under construction. The new inventory is slated to be a trendy, more boutique-like product with between 105 and 190 estimated rooms per hotel.

CAPITOL SQUARE

10 Million Visitors in 2016

2.5 Million Visitors to Convention Center

15 Hotels Downtown

4,000 Hotel Rooms Downtown

105 Hotel Rooms Under Construction

451 Hotel Rooms Proposed

70.4% Hotel Occupancy Downtown

66.03% Hotel Occupancy City of Columbus

\$141.81 Downtown Average Daily Rate

\$101.79 City of Columbus Average Daily Rate

Source: Experience Columbus, CCSID, DSID



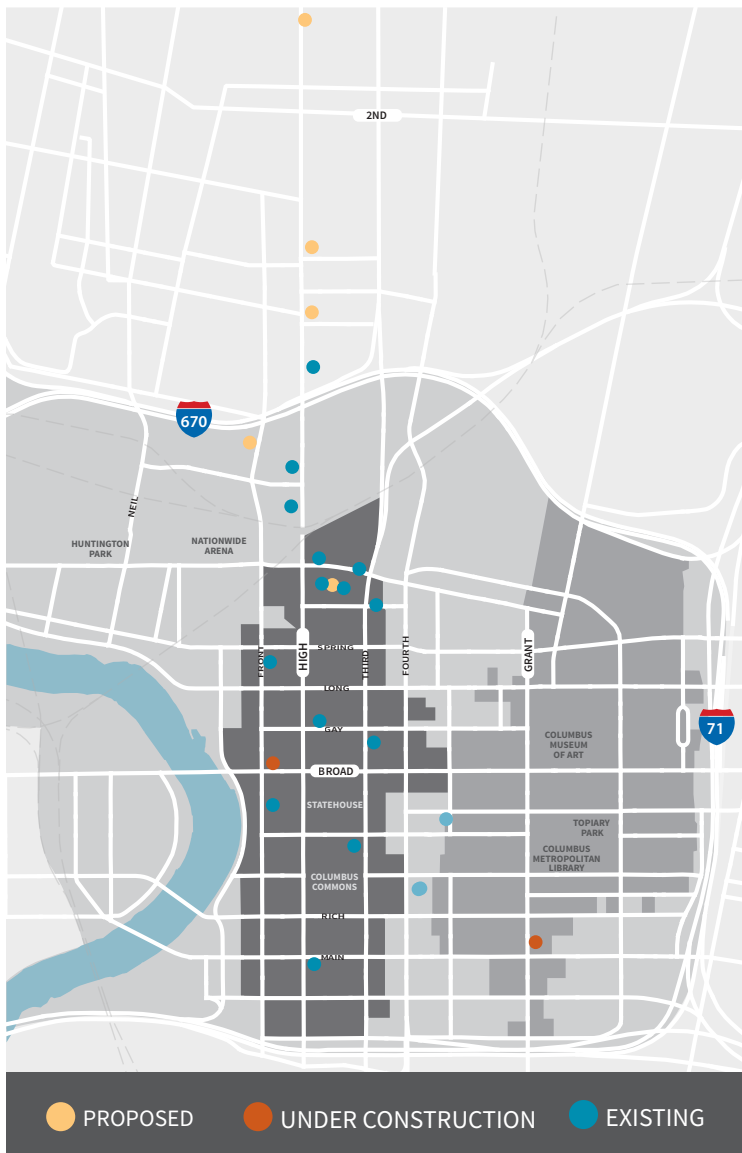
DOWNTOWN MARKET HOTEL DEVELOPMENT

Nearly 1,300 rooms are under construction or proposed in the greater downtown market, which extends north to The Ohio State University campus. Strong occupancy rates, a strong downtown residential population, and more visitor attractions contribute to the demand.

“Downtown is seeing above average growth,” notes Eric Belfrage, Senior Vice President, CBRE Hotels and Investment Properties, “The new supply is trendy, more boutique-like with fewer rooms, which is generally positive.”

The growing residential population has a clear impact on the hospitality industry. As more residents move downtown and retail goods and services follow, it creates more interesting places for visitors. Smaller residential units mean guests of residents tend to stay at nearby hotels.

Belfrage predicts that demand and occupancy rates will continue to increase, and any downturn will be minor.



UNDER CONSTRUCTION	ROOMS	LOCATION
Hotel LeVeque Autograph Collection	149	50 W. Broad St.
Home2Suites	105	382 E. Main St.

PROPOSED	ROOMS	LOCATION
Cambria Suites	190	750 N. High St.
The Moxy	111	800 N. High St.
Canopy by Hilton	168	77 E. Nationwide Blvd.
AC Hotel	163	525 Park St.
Curio Collection	120	20 E. Broad St.
Unnamed	144	1435 N. High St.



Hotel LeVeque Autograph Collection lobby



HIGHLIGHTS

The City of Columbus was awarded the Smart Cities grant to create a living laboratory for innovation in technology and transportation. The **Central Ohio Transit Authority** launched the AirConnect service providing direct service between downtown hotels and the Convention Center to the John Glenn International Airport. The reconstruction of **I-70/71 interchange** remains the largest transportation project by far with a \$845 million price tag.

996 Total Acres (excludes right-of-way)

87 Cars coming into downtown per 100 workers

Central Ohio Transit Authority (COTA)

574,902 CBUS Riders 2016

26 Average people per bus per hour

15,733 Increase from 2015 to 2016

3% Growth from 2015 to 2016

CoGo Bike Share

46 Stations

21 Downtown stations

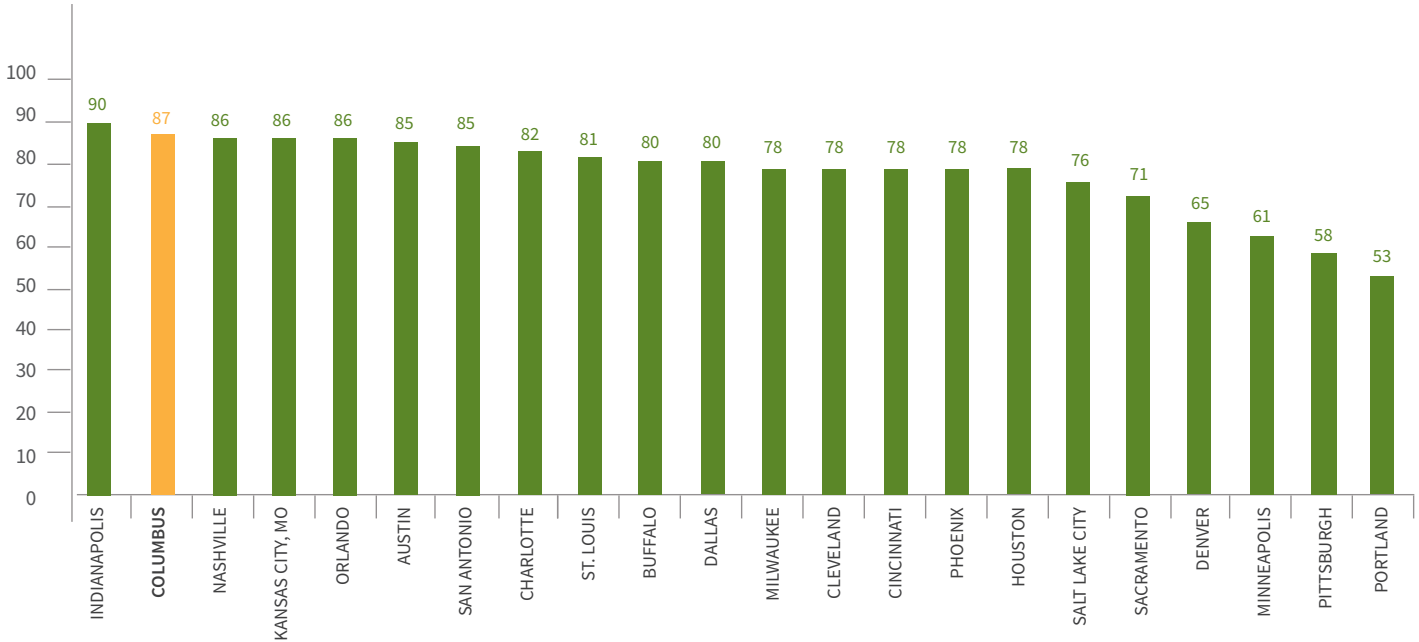
Bicentennial Park is busiest station in system

3rd St. & Gay St. is third busiest station

Sources: COTA CoGo Bike Share, car2go



PARKING DEMANDS IN PEER DOWNTOWNS - CARS PER 100 DOWNTOWN WORKERS



Source: US Census, 2006-2010 CTPP

LOOKING AHEAD



CENTRAL OHIO TRANSIT AUTHORITY (COTA):

Transit System Redesign launches May 1 with complete overhaul of network: simplified routes, increased frequency, reduced congestion downtown.

Wi-Fi will be available on all buses by end of 2017.

All buses will accept mobile payments and reloadable smart cards
CMAX bus rapid transit line will be operational along Cleveland Ave.



SMART CITIES CHALLENGE:

The City of Columbus won the U.S. Department of Transportation (USDOT) \$40 million Smart City Challenge in 2016 after competing against 77 cities nationwide to implement a holistic vision for how technology can help all residents to move more easily and to access opportunity.

The expected outcome is for Columbus to become the nation's epicenter for intelligent transportation systems (ITS) research to improve safety, enhance mobility, create ladders of opportunity for those who may have been left behind in the past, and address climate change by reducing greenhouse gas emissions.



I-70/I-71 CONSTRUCTION UPDATE:

ODOT will begin construction this spring on the next phase of I-70/71 improvements to Mound St. between 4th St. and High St. including granite curbs, brick crosswalks, decorative streetscapes and landscaping. The project also constructs a bridge over I-70 at Grant Ave.

ODOT is planning a project a year for five years to improve travel in and out of downtown with additional lanes and reconfigured ramps. The free flowing ramps at Broad, Front, 3rd and 4th streets will be eliminated, creating safer routes for bikers and pedestrians. Elijah Pierce and Lester Avenues will be extended to Broad St. to better connect the neighborhoods.



CREATIVE PLACEMAKING INITIATIVES

The term “placemaking” is being used more and more across the country, as well as in Columbus. The term can be nebulous, but simply put, it is a people-centered approach to urban planning that provides opportunity for the whole community to get inspired and involved. Three notable placemaking projects happened downtown in 2016.

GAY STREET PARKLET: Parklets repurpose parking spaces as a space for people to relax, socialize and drink a cup of coffee, and at the same time reimagine the potential of city streets. PlaceMakes, the organizer of the Gay Street installation, placed a temporary community gathering place at a metered parking spot at Gay and High Streets in front of Café Briosio for about three months. In addition to public seating, the parklet included historic photos and stories. Area businesses praised the project, noting a positive impact on business.

OPEN STREETS: Open Streets Columbus is part of a national movement where local organizers close a car-dominated right-of-way—in this case 4th Street—to vehicular traffic to provide a community gathering place for bikers, skaters and walkers. The “paved park” replaced car traffic and provided an urban playground for fun and active recreational activities such as yoga, street scrabble, dance lessons and jump rope.

WEST CHERRY STREET: PlaceMakes and Transit Columbus transformed a low-traffic street into a pedestrian-preferred public space for two months in summer 2016 as a demonstration project for a larger, more permanent conversion of the alley. Through bright painting on the street, greenery, seating, lighting and “an open for all artists” mural, the project created a vibrant, interesting public space for people to gather. Discussions are underway to make the initiative long-term.





CITY INCENTIVES

Columbus Downtown Community Reinvestment Area (CRA): The Downtown CRA is a designated area of land in Downtown Columbus within which property owners can receive a tax abatement related to eligible new investment in real property improvements. The tax abatement can apply to either residential and non-retail commercial rehabilitation or new construction. The percentage term of the abatement is 100% on the real property taxes related to the finished value of the improvements and the length of the term is 10, 12 or 15 years depending on the type of improvement.

Contact:

City of Columbus Economic Development Division:
Anthony Slappy (614) 645-0719

Downtown Office Incentive: Businesses locating or expanding in Downtown may be eligible for this incentive, which involves a cash payment equal to 50 percent of the local income tax withholdings for eligible new employees for a negotiated term for a minimum of 10 new jobs created and retained within the Downtown area.

Contact:

City of Columbus Economic Development Division:
Anthony Slappy (614) 645-0719

Mile-on-High Incentives: The Mile-on-High program offers tax incentives, loans and matching grant funds for qualified businesses within the area. The Job Growth Retail Incentive involves a cash payment equal to 25 percent of the local income tax withholdings for new jobs. The Storefront Renovation Grant offers a match up to \$5,000 for exterior improvements to a building in the designated area. The Mile-on- High area is bound by Spring Street on the north, Front Street on the west, Mound Street on the south and Fourth Street on the east.

Contact:

City of Columbus Economic Development Division:
Storefront Renovation Grant: Kasia Richey,
(614) 645-8172
Job Growth Incentive: Anthony Slappy,
(614) 645-0719

Business Development Loan Fund and Working Capital Loan Fund: This fund provides low-interest loans up to \$199,000 for the acquisition of real estate and/or large equipment. These loans require a second lending institution match; the loan fund amount to comprise the principal. The creation of a minimum of one new job per \$30,000 of City investment is required with 51 percent of the jobs created awarded to low-moderate income individuals.

Contact:

City of Columbus Economic Development Division:
Kasia Richey, (614) 645-8172

Loan Fund Partners

- Community Capital Development Corporation (CCDC): www.ccdcorp.org
- The Economic and Community Development Institute: www.ecdi.org

Downtown Streetscape Improvements: This funding is specific to streetscape improvements for Downtown commercial and residential projects.

Contact:

City of Columbus Economic Development Division:
Kasia Richey, (614) 645-8172

Green Columbus Fund: This fund was established to encourage sustainable development and redevelopment. Private businesses and non-profit organizations can receive grants up to \$200,000 per project to assess and redevelop Brownfield sites or to construct green buildings in Columbus.

Contact:

City of Columbus Department of Development:
David Hull (614) 645-6330

“From the beautiful planters in front of our office on High Street to the safety ambassadors, coordinators and special-duty police force, the Capital Crossroads Special Improvement District has made great strides to make downtown a safer, more beautiful place to live and work. The work of the SID makes Squire Patton Boggs a proud business member.”

ALEX SHUMATE
Squire Patton Boggs

Capital Crossroads

**BUSINESS MEMBERSHIP
BUILDS A STRONG DOWNTOWN**

For more information on Capital Crossroads SID Business Membership, contact Michelle Chippas at mlchippas@sidservices.com.

