

# STATE OF DOWNTOWN COLUMBUS<sup>★</sup>

MID YEAR 2017

*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.

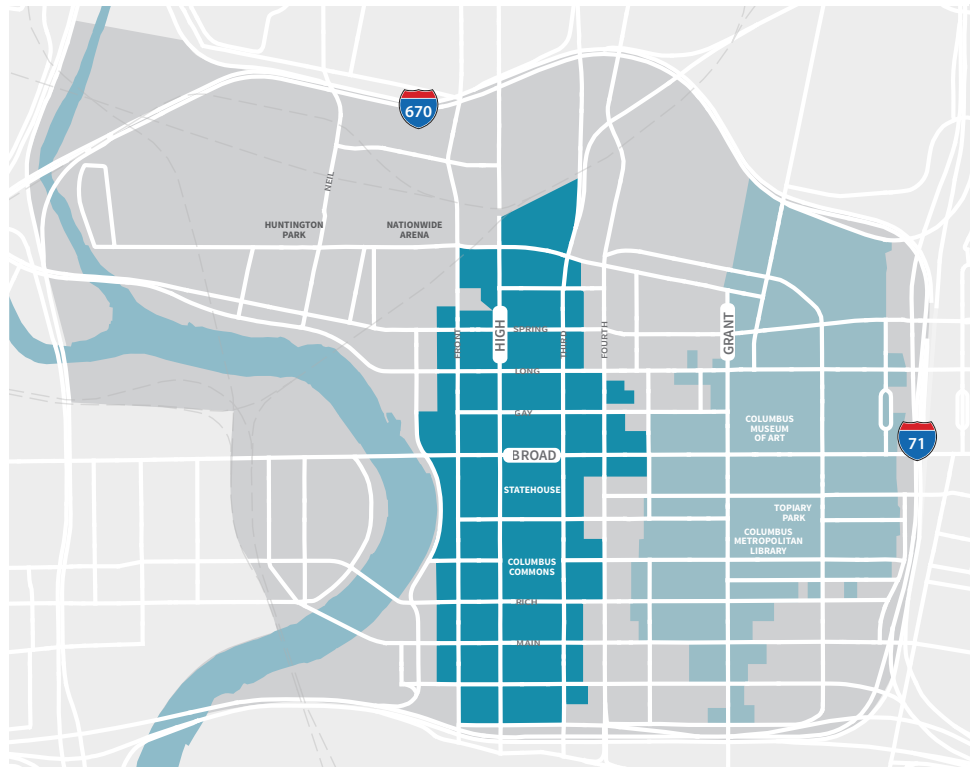
**Hours of Operation:**

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

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.

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](mailto:mvconte@sidservices.com) or (614) 591-4507 for more information.



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*Photo credits: Andy Spessard, Melissa Fast, Larry Hamill, Randall Schieber  
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# REPORT HIGHLIGHTS

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## MAJOR INVESTMENTS

**\$1.3 Billion**

PROPOSED

**31 Projects**

**\$641 Million**

UNDER CONSTRUCTION

**32 Projects**

**\$127 Million**

COMPLETED IN 2017

**8 Projects**



## HOUSING & RESIDENTS

**8,300**

Residents

**96%**

Apartment  
Occupancy



## EMPLOYMENT & OFFICE

**84,367**

Workers

**11.4%**

Office Vacancy Rate  
(Class A, B & C)



## EDUCATION

**5**

Colleges & Universities

**33,008**

College Students



## RETAIL

**8**

New Retailers in 2017

**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

**17%**

Increase in COTA  
CBUS Ridership





## HIGHLIGHTS

Several noteworthy projects were announced in the first half of 2017: **Columbus State Community College** selected the location of its new school of culinary and hospitality management at Cleveland Ave and Mt. Vernon Ave.; developer **Michael Tomko** announced the purchase and planned renovation of historic 16 and 20 E. Broad St. buildings; **Capitol Square Limited** revealed renovation plans for the iconic 34 S. Third St. building, the former home of *The Columbus Dispatch*, and the **Tonti Organization** announced plans to renovate a long-vacant property at 44 N. High St. Completed projects include the much-anticipated **Long Street parking garage**, **Hotel LeVeque Autograph Collection**, **Citizens Building Apartments** and **Parks Edge Condominiums**.

## \$1.3 Billion Proposed

*Largest Projects*

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

**North Market Redevelopment (\$120 Million)**

**Millennial Tower (\$60 Million)**

## \$641 Million Under Construction

*Largest Projects*

**Convention Center Upgrades (\$125 Million)**

**Two25 Commons (\$90 Million)**

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

## \$127 Million Completed in 2017 *(as of 6/30)*

*Largest Projects*

**Citizens Building Apartments (\$35 Million)**

**Parks Edge Condominiums (\$34 Million)**

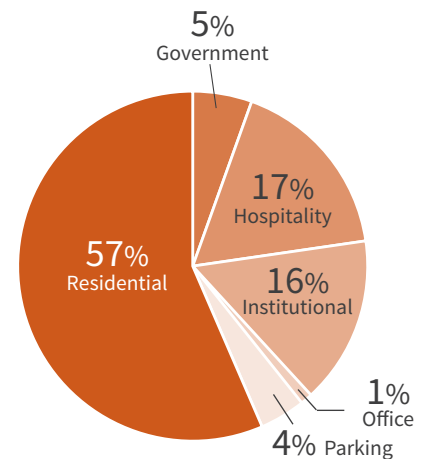
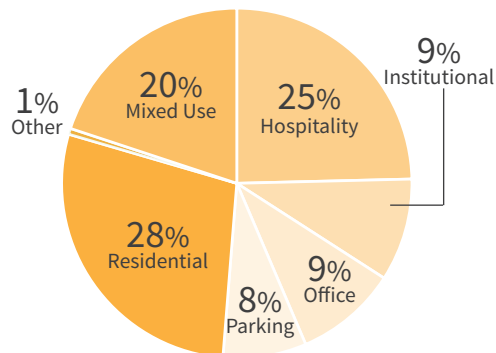
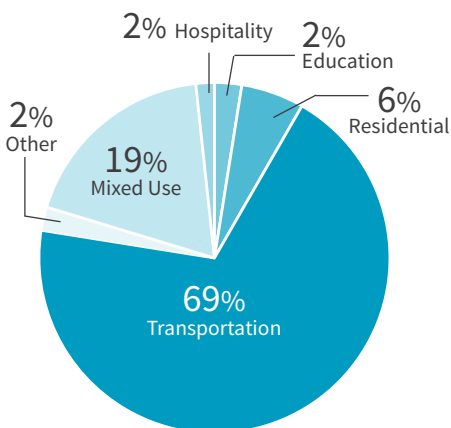
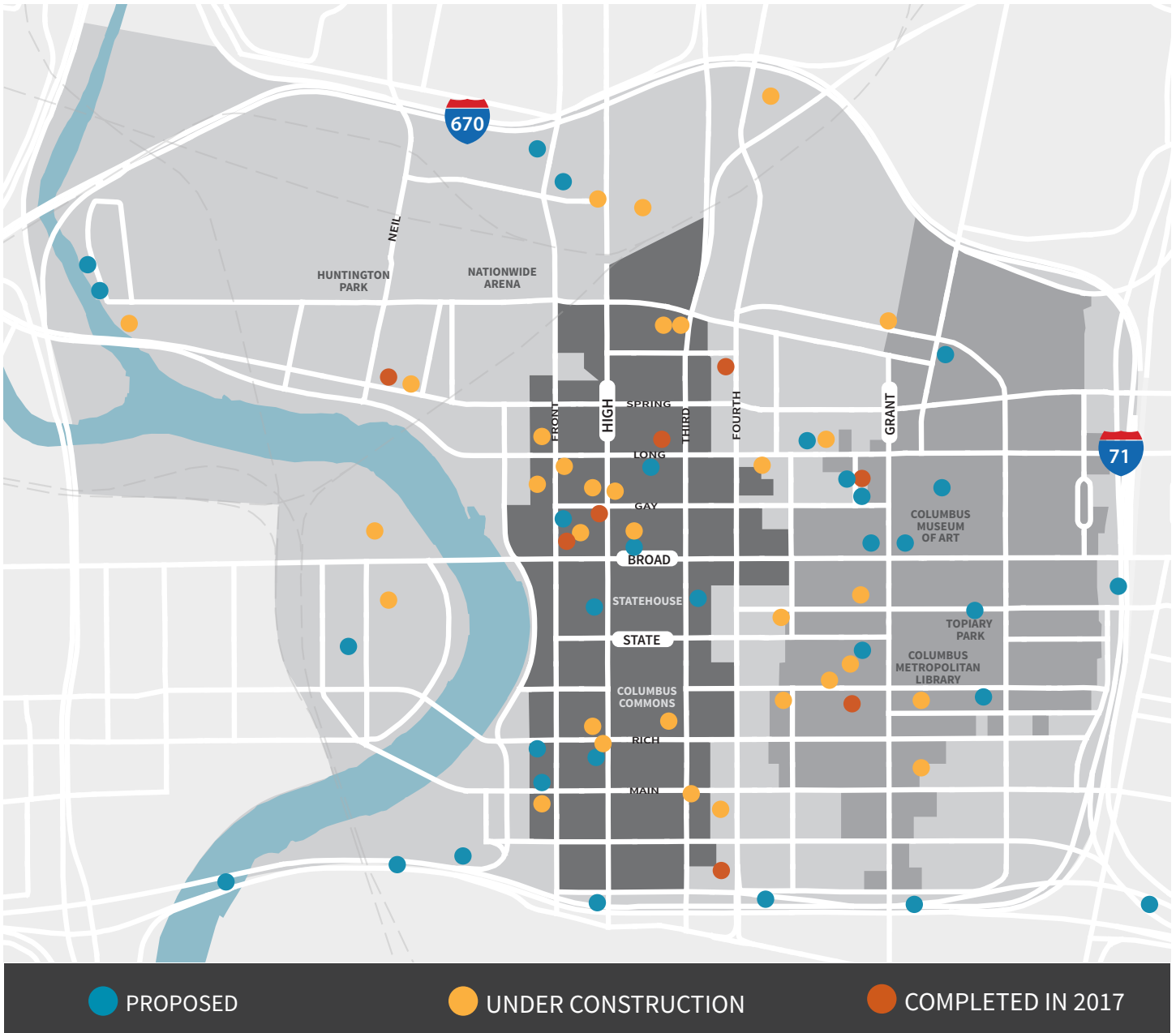
**Hotel LeVeque Autograph Collection (\$22 Million)**

## \$2 Billion Private and Public Investment since 2007

*Source: CCSID, DSID*



# MAJOR INVESTMENTS





# MAJOR INVESTMENTS

PROPOSED PROJECTS	LOCATION	COST ESTIMATE (MILLIONS)	USE
CSCC Hospitality and Culinary Arts School	Cleveland & Mt. Vernon	\$34	Education
AC Hotel	511 Park St.	\$23	Hotel/Retail
Grant Medical Center Expansion	Grant & State	\$17	Institutional
Scioto Peninsula Redevelopment	Belle & Broad	NA	Mixed Use
Huntington Center Upgrades	Capitol Square	\$4	Office
16 & 20 E. Broad St. Renovation	Capitol Square	NA	Office
34 S. Third St.	Capitol Square	\$29	Office/Retail
44 N. High St.	High & Gay	NA	Office/Retail
Social Justice Park	Cleveland & Broad	NA	Plaza
SERS Plaza	300 E. Broad St.	NA	Plaza
The View on Long	Pearl & Long	\$16	Residential
Neighborhood Launch - 6th & Gay	Sixth & Gay	\$4	Residential
Sixth Street Mews Phase II	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
North Market Redevelopment	Park & Spruce	\$120	Residential/Office/Retail
Millennial Tower	Front & Rich	\$60	Residential/Office/Retail/Hospitality
Motorists Residential Project	Washington & Oak	\$20	Residential/Retail
255 South High Apartments	255 S. High St.	\$18	Residential/Retail
Lifestyle Communities Matan Block	261 S. Front St.	\$15	Residential/Retail
274 E. Long St.	Neilston & Long	\$1	Residential/Retail
Creative Campus Streetscape Improvements	Ninth & Gay	\$8	Streetscape
70/71 Phase 6B-E - West Interchange	I-70 & 71	\$280	Transportation
70/71 Phase 2D - South Innerbelt	I-70 & 71	\$166	Transportation
70/71 Phase 4A - Inbound Downtown	I-70 & 71	\$128	Transportation
70/71 Phase 5 - 70 East Freeway	I-70 & 71	\$95	Transportation
70/71 Phase 6A - Outbound Downtown	I-70 & 71	\$82	Transportation
70/71 Phase 3 - East IB Broad to Long	I-70 & 71	\$78	Transportation
70/71 Phase 4B - Fulton & Livingston	I-70 & 71	\$59	Transportation
70/71 Phase 2G - Fulton and Grant	I-70 & 71	\$36	Transportation
Pen West Pedestrian Bridge	Pen West	\$2	Transportation
<b>TOTAL</b>		<b>\$1.3 BILLION</b>	

PROJECTS UNDER CONSTRUCTION	LOCATION	COST ESTIMATE (MILLIONS)	USE
Convention Center Upgrades	High & Goodale	\$125.0	Hospitality
Canopy by Hilton	77 E. Nationwide Blvd.	\$24.4	Hospitality
Home2Suites Hotel	Grant & Main	\$8.0	Hospitality
National Veterans Memorial and Museum	Belle & Broad	\$55.0	Institutional
Grant Medical Center Helipad & Trauma Center	Grant & State	\$5.7	Institutional
Michael B. Coleman Governmental Center	111 N. Front St.	\$60.0	Office
405 E. Town St.	405 E. Town St.	\$0.5	Office
Former Light Plant	555 W. Nationwide Blvd.	\$20.2	Mixed-Use
457-459 N. High St.	High & Vine	\$3.0	Mixed-Use
Scioto Peninsula Park and Parking Garage	Belle & Broad	\$34.0	Parking
City of Columbus Parking Garage	135 N. Front St.	\$15.0	Parking
Grant Parking Façade Improvement	Sixth & Town	\$0.3	Parking
Parks Edge Condominiums Phase II	Arena District	\$31.0	Residential
Lifestyle Communities Trautman Block	205 S. High St.	\$15.0	Residential
The Neilston	Fifth & Long	\$12.5	Residential
303 S. Front St. Apartments	Front & Main	\$12.0	Residential
330 Oak Street Apartments	330 E. Oak St	\$10.0	Residential
Mercantile Building	Fourth & Noble	\$8.2	Residential
The View on Grant	Grant & Mt. Vernon	\$6.0	Residential

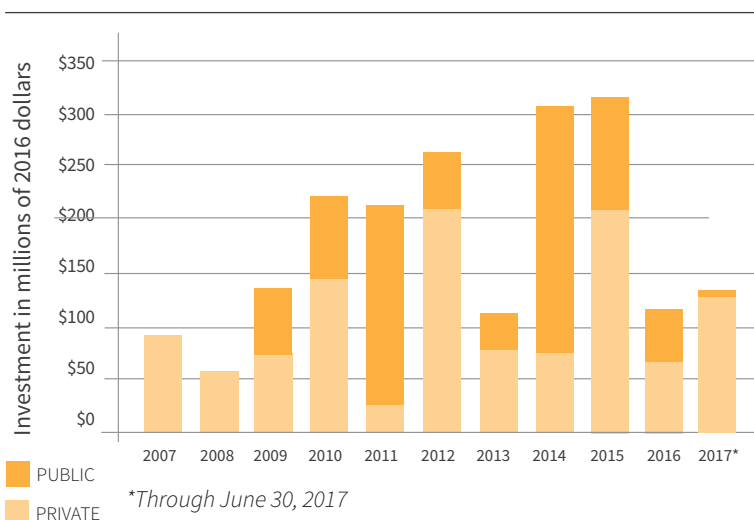


# MAJOR INVESTMENTS

The LeVeque Tower Residences	Front & Broad	\$3.0	Residential
65-67 S. Fifth St.	Fifth & Oak	\$1.5	Residential
Two25 Commons	225 S. 3rd St.	\$90.0	Mixed-Use
White-Haines/Madison's	High & Gay	\$14.3	Mixed-Use
85-111 N. High St.	High & Gay	\$40.0	Residential
Lifestyle Communities Beatty Block	213 S. High St.	\$15.0	Residential
223 East Town Apartments	Fifth & Town	\$13.0	Residential
Microliving @ Long and Front	55 W Long St	\$11.0	Residential
Long & Sixth	288 E. Long St.	\$2.5	Residential
Jeff Ruby's Steakhouse	89 E. Nationwide Blvd.	\$2.5	Other
Smith Bros. Rooftop	Fourth & Goodale	NA	Other
Pecan Penny's BBQ	111 E. Main St.	NA	Other
Lynn & Pearl Alley Improvements	Pearl & Lynn	\$1.0	Other
<b>TOTAL</b>		<b>\$640 MILLION</b>	

COMPLETED PROJECTS IN 2017	LOCATION	COST ESTIMATE (MILLIONS)	USE
Fire Station #2	150 E. Fulton St.	\$7	Government
Hotel LeVeque Autograph Collection	Front & Broad	\$22	Hospitality
Grant Joint and Bone Center	303-323 E. Town St.	\$20	Institutional
Weisheimer Project	235 N. 4th St.	\$1	Office
Long Street Garage Renovation	56 E. Long St.	\$5	Parking
Citizens Building Apartments	51 N. High St.	\$35	Residential
Parks Edge Condominiums	Neil & Spring	\$34	Residential
Sixth Street Mews	Sixth & Gay	\$3	Residential
<b>TOTAL</b>		<b>\$127 MILLION</b>	

## DOWNTOWN INVESTMENTS BASED ON YEAR COMPLETED



YEAR COMPLETED	PRIVATE	PUBLIC	TOTAL
2007	\$94	\$0	\$94
2008	\$59	\$0	\$59
2009	\$76	\$61	\$137
2010	\$147	\$77	\$225
2011	\$25	\$190	\$215
2012	\$207	\$54	\$261
2013	\$81	\$32	\$113
2014	\$76	\$231	\$307
2015	\$207	\$113	\$320
2016	\$70	\$49	\$119
2015	\$121	\$7	\$128
<b>TOTAL</b>	<b>\$1,163</b>	<b>\$815</b>	<b>\$1,977</b>

(In Millions of 2017 dollars)

\*Through June 30, 2017





# MAJOR INVESTMENTS SPOTLIGHT

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## OHIOHEALTH GRANT MEDICAL CENTER

Grant continues to expand its services to meet the growing downtown community's needs. Its mission is to "improve the health of those we serve," which means growing in the right ways. Grant has invested \$55.7 million in expansion and renovation projects that were either completed or in progress from July 1, 2016 to June 30, 2017.

Completed projects include a new, eight-bed Behavioral Health Unit, designed as a calming and quiet environment, for patients with psychiatric disorders and their families. The Outpatient Care Center was renovated and expanded to provide more patients with primary care services in a faster and lower cost option than the emergency department. The Heart Services expansion also includes a new hybrid operating room, new patient rooms and clinic.

Opening soon will be the Trauma Program expansion, which will include an additional trauma bay and a new helipad capable of dual landings. A 63,000-square-foot expansion of the OhioHealth Bone and Joint Center at Grant will offer a state-of-the-art space for an innovative approach to bone, joint and muscle care. This fall, OhioHealth Family Medicine Grant will provide a primary care medical home for those who live and work in downtown. A 24,000-square-foot, fourth floor addition will add 34 new critical care, private beds and will open summer 2018.





## HIGHLIGHTS

The residential development surge continues downtown with hundreds of new residents moving into new inventory. Concentration of residential development can be found in the Long St/Gay St./Grant Ave. area, RiverSouth neighborhood, and Gay St. and High St. area. Straying from recent trends, the majority of completed units this year have been owner occupied — primarily Parks Edge Condominiums and Sixth Street Mews — versus rentals.

**8,300** Residents

**5,889** Total residential units

**96%** Apartment occupancy

**\$158 Million Proposed**

**1,092** Units proposed

**\$239 Million Under Construction**

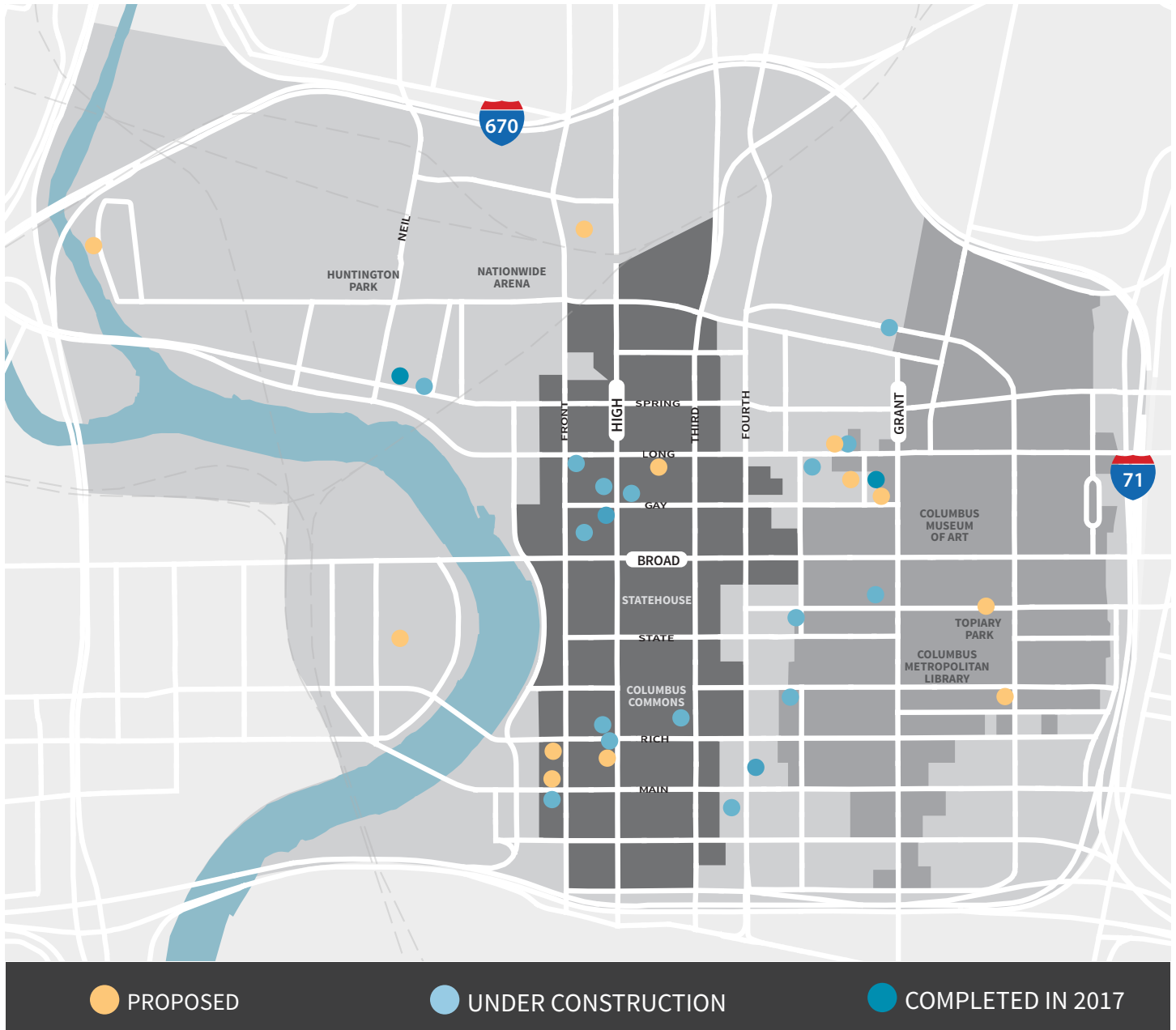
**1,214** Units under construction

**\$72 Million** Completed in 2017 (*as of 6/30*)

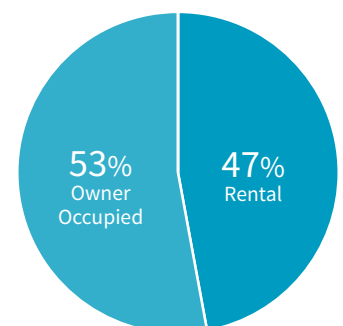
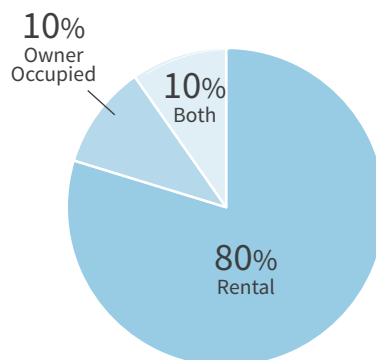
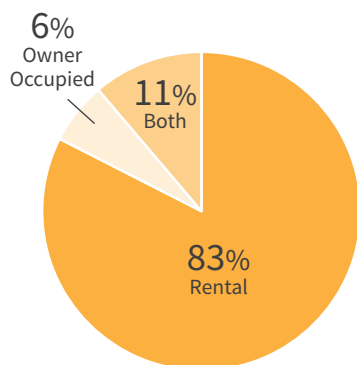
**138** Units completed in 2017

*Source: US Census ACS 2015, CCSID, DSID*





## 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
North Market Redevelopment	45 Spruce St.	200	NA
255 South High Apartments	255 S. High St.	120	Rental
Lifestyle Communities Matan Block	261 S. Front St.	150	Rental
Millennial Tower	Front & Rich	100	Both
The View on Long	55 E. Long St.	95	Rental
Motorists Residential Project	479 Oak St.	68	Rental
Neighborhood Launch - 6th & Gay	304 E. Gay St.	28	Owner Occupied
Sixth Street Mews Phase II	Sixth & Gay	28	Owner Occupied
274 E. Long St.	274 E. Long St.	3	Rental
Scioto Peninsula Redevelopment	Belle & Broad	NA	Both
Washington & Town Apartments	497 E. Town St.	NA	Rental
<b>TOTAL</b>		<b>1,092 UNITS</b>	

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 Apartments	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
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
The LeVeque Tower Residences	50 W. Broad St.	10	Owner Occupied
65-67 S. Fifth St.	65 S. Fifth St.	9	Rental
<b>TOTAL</b>		<b>1,214 UNITS</b>	

COMPLETED IN 2017	ADDRESS	NUMBER OF UNITS	TENURE
Citizens Building Apartments	51 N. High St.	65	Rental
Parks Edge Condominiums	250 W. Spring St.	61	Owner Occupied
Sixth Street Mews	Sixth & Gay	12	Owner Occupied
<b>TOTAL</b>		<b>138 UNITS</b>	



## POPULATION AND HOUSING UNITS

	FIRST HALF 2016	FIRST HALF 2017
Rental	4,301	4,528
Owner Occupied	1,280	1,361
Total Housing Units	5,581	5,889
Population	7,995	8,300

## SALES OF OWNER OCCUPIED UNITS

	FIRST HALF 2016	FIRST HALF 2017
Sales of New Units	13	20
Median Sale Price – New	\$388,899	\$515,308
Median Price/SF – New	\$274	\$317

Sales of All Units	84	89
Median Sale Price – All	\$221,415	\$262,500
Median Price/SF – All	\$226	\$273

## DOWNTOWN POPULATION COMPARISON

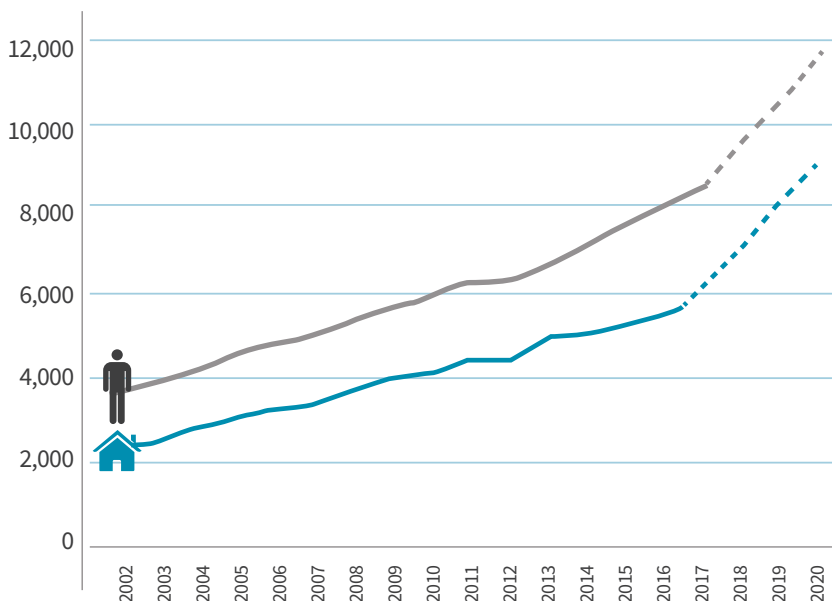
	2000 POPULATION	2017 POPULATION	2017 PEOPLE PER ACRE	PERCENT INCREASE
Columbus	3,488	8,300	5.5	138%
Cleveland	11,060	14,500	10.9	31%
Cincinnati	10,827	15,500	18.5	43%

## APARTMENT RENTS AND OCCUPANCY

AREA	AVERAGE RENT		AVERAGE UNIT SF		Percent Occupied
	1-Br and Smaller	2-Br and Larger	1-Br and Larger	2-Br and Larger	
Downtown	\$1,270	\$1,690	669	1,192	96.1%
Central Ohio	\$742	\$1,000	700	1,175	94.7%
US	\$1,374	\$1,577	752	1,126	93.0%

Source: Vogt Strategic Insights

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



Source: Franklin County Auditor, Vogt Strategic Insights, CCSID & DSID

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*	8,300	5,889
2018**	9,450	7,000
2019**	10,800	8,000
2020**	11,745	8,700

\*Through June 30, 2017

\*\* Projection 2018-2020



## DOWNTOWN RESIDENTIAL DEMOGRAPHICS US CENSUS ACS 2015 FIVE-YEAR ESTIMATES

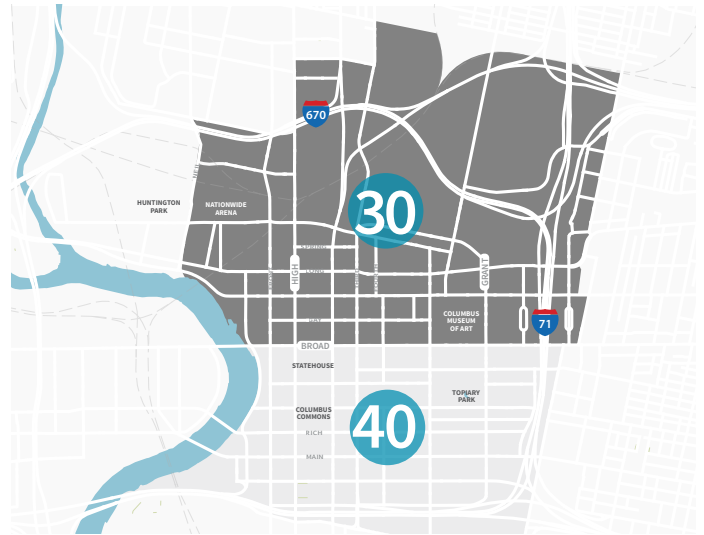
RACE	DOWNTOWN TRACTS	FRANKLIN COUNTY
One Race	94%	96%
White	70%	69%
Black	19%	21%
American Indian	0%	0.2%
Asian	4%	4%
Hawaiian	0%	0%
Other	1%	2%
Two or more races	6%	4%
Hispanic or Latino origin (of any race)	3%	5%

## COMMUTING HABITS

Workers 16 years and over	4,159	603,733
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	5,360	797,167
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.

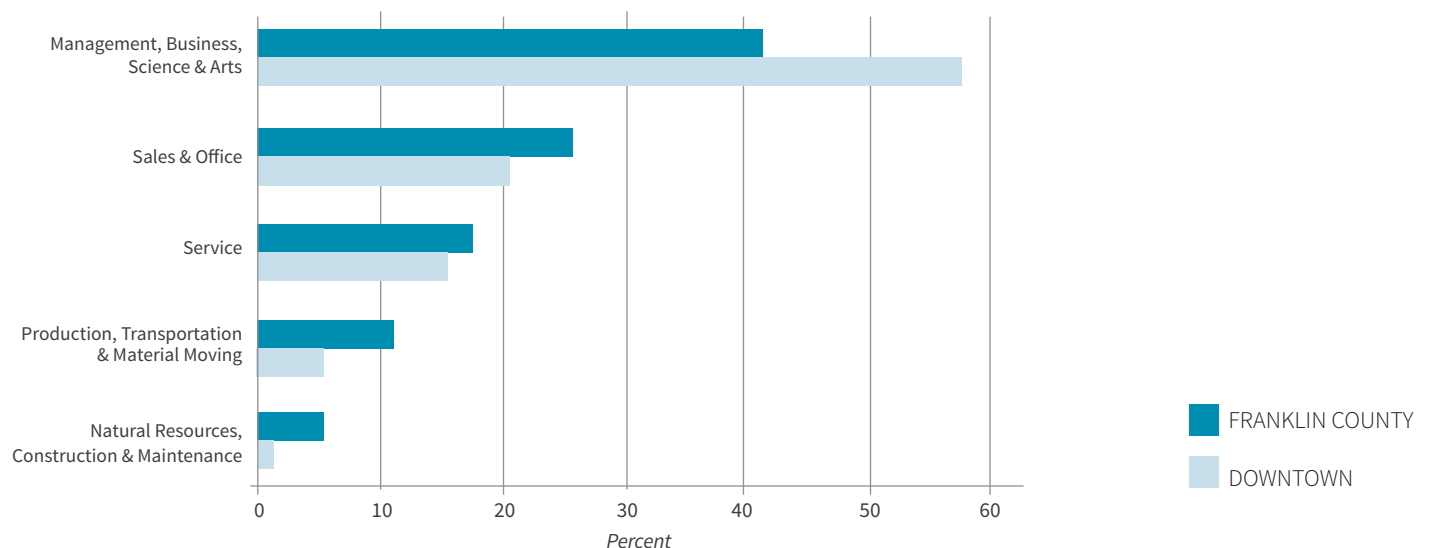
POPULATION	DOWNTOWN TRACTS	FRANKLIN COUNTY
Total	6,710	1,215,761
Median Age	31.6 & 38.2	33.8
Male/Female	56%/44%	56%/44%

## 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







## LONG STREET NEIGHBORHOOD

Head east on Long Street, and just steps into the Discovery District, a transformation takes place. Once littered with surface parking lots, a true urban neighborhood now grows, and the evolution continues from one year to the next.

Edwards Companies began redevelopment with the Neighborhood Launch project back in 2007 along Gay Street, paying close attention to architectural details and landscaping. Appointments included things like antiqued brick, wrought iron gates and welcoming fountains. Developers Don DeVere and Randy Walker are also now working on area projects.

“A mix of condos and apartments attracts a wide demographic,” said Marc Conte, director or research at Capital Crossroads and Discovery SIDs. “The fact

that the Long Street corridor sits between High Street and Columbus College of Art and Design and Columbus State provides a centrally located downtown neighborhood without being on a major thoroughfare.”

During initial plans, developers gave special attention to recruit retail to the up-and-coming area. The Hills’ Market became the anchor, and now Café Brioso, Jimmy John’s, Domino’s Pizza, Grass Skirt and Roosevelt Coffee provide a small, but growing example of how retail follows residential development.

The neighborhood’s population will grow to 1,000 residents after completion of projects currently under construction.







## HIGHLIGHTS

The office vacancy rate rose to 11.4 percent in the second quarter of 2017, lower than 12.2 percent at suburban markets. 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.

**84,367** Workers

**11.4%** Office vacancy rate

**>5%** “Creative” office vacancy

**41%** Workers live in City of Columbus

**83%** Workers drive alone

**10%** Workers carpool

**5%** Workers use transit

**3%** Workers bike/walk

### **Top 5 Commercial Leases** *(1st Half 2017, based on move-in date)*

Baker Hostettler, 200 Civic Center Dr., 67,583 SF

Oneida Group, 200 Civic Center Dr., 23,000 SF

Express Inc., 235 N. 4th St., 20,000 SF

Gilbane Construction, 145 E. Rich St., 9,000 SF

Unispace, 10 W. Broad St., 5,800 SF

*Source: Xceligent, US Census Bureau, Colliers International, Columbus Business First, CCSID, DSID*



## QUARTERLY DATA

	3Q 2015*	4Q 2015*	1Q 2016*	2Q 2016*	3Q 2016*	4Q 2016*	1Q 2017	2Q 2017
NET ABSORPTION	323,059	502,379	56,019	2,707	(64,454)	58,867	30,152	(53,036)
VACANCY RATE	13.1%	12.1%	11.5%	11.4%	11.4%	12.0%	10.8%	11.4%

\*Class A&B only

## COMPARISON WITH OTHER DOWNTOWNS (CLASS A & B)

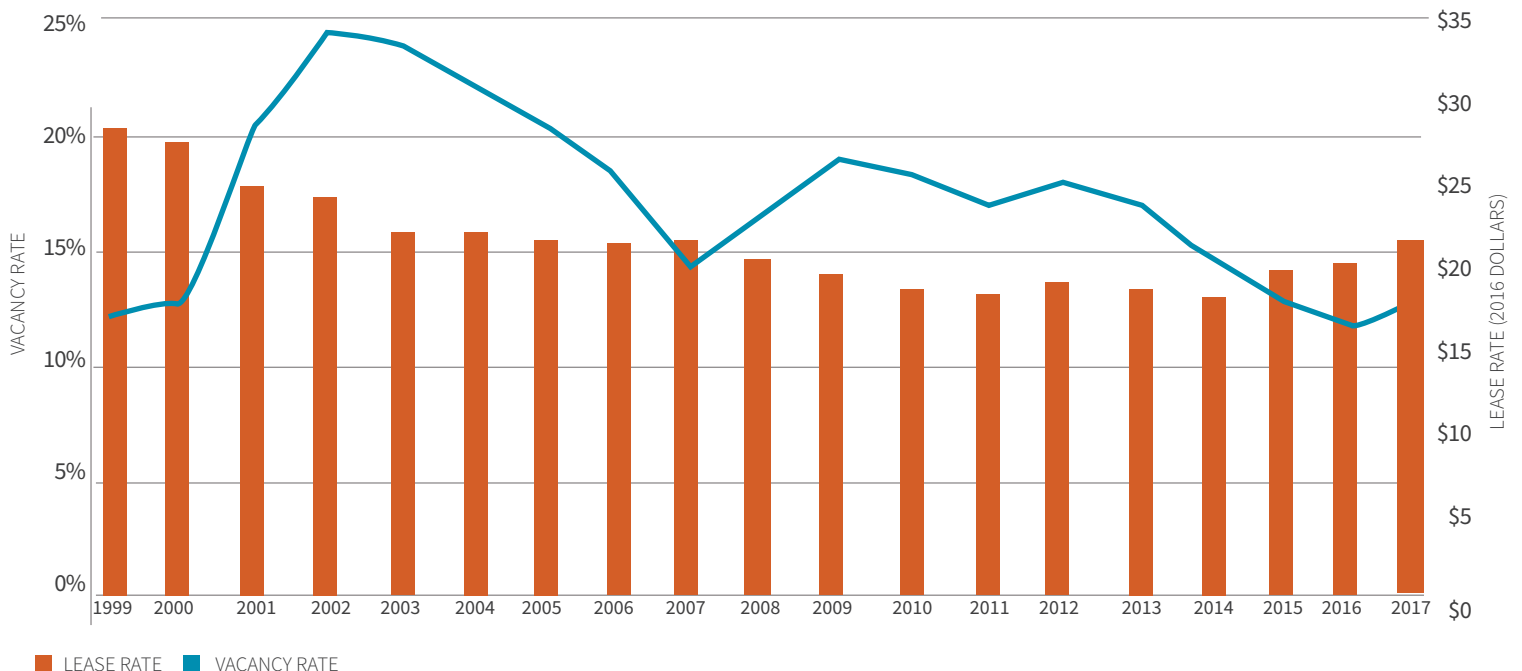
CITY	NET RENTABLE BUILDING AREA (SF)	VACANCY RATE	YTD NET ABSORPTION (SF)
Columbus	13,838,280	11.4%	(11,714)
Cleveland	26,658,297	13.8%	67,917
Cincinnati	12,978,043	17.1%	(46,461)

## 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	13,838,280	11.4%	(11,714)	\$21.01
Suburban Columbus	28,185,200	12.2%	11,960	\$18.56

Source: Xceligent powered by COCIE

## DOWNTOWN OFFICE VACANCY RATES AND LEASE RATES 1999-2017



Source: CBRE





# EMPLOYMENT & OFFICE MARKET

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

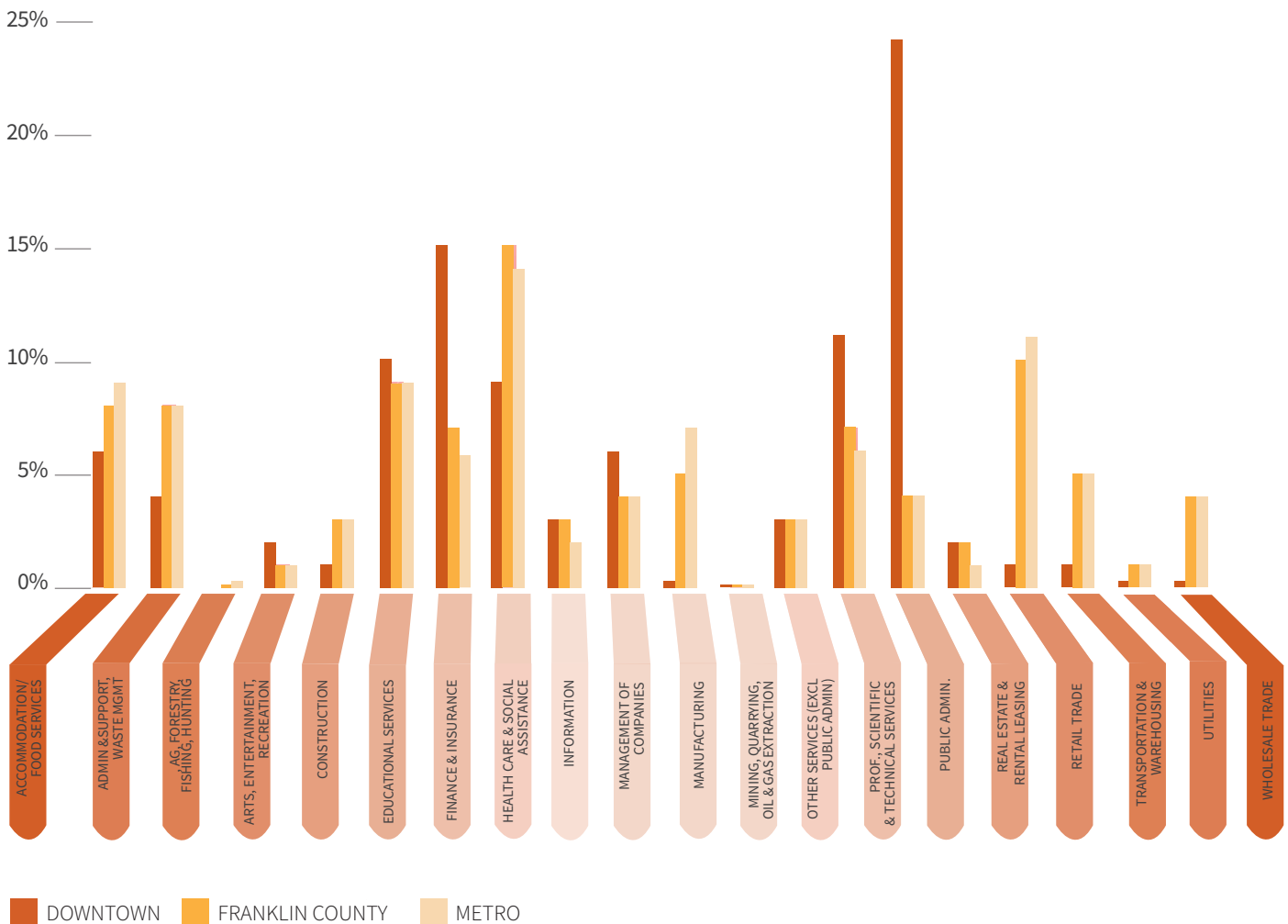
## JOBS BY WORKER AGE

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



# EMPLOYMENT & OFFICE MARKET

| 19

	DOWNTOWN		FRANKLIN COUNTY		METRO	
JOBS BY WORKER RACE	Count	Share	Count	Share	Count	Share
White Alone	6 8,528	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%

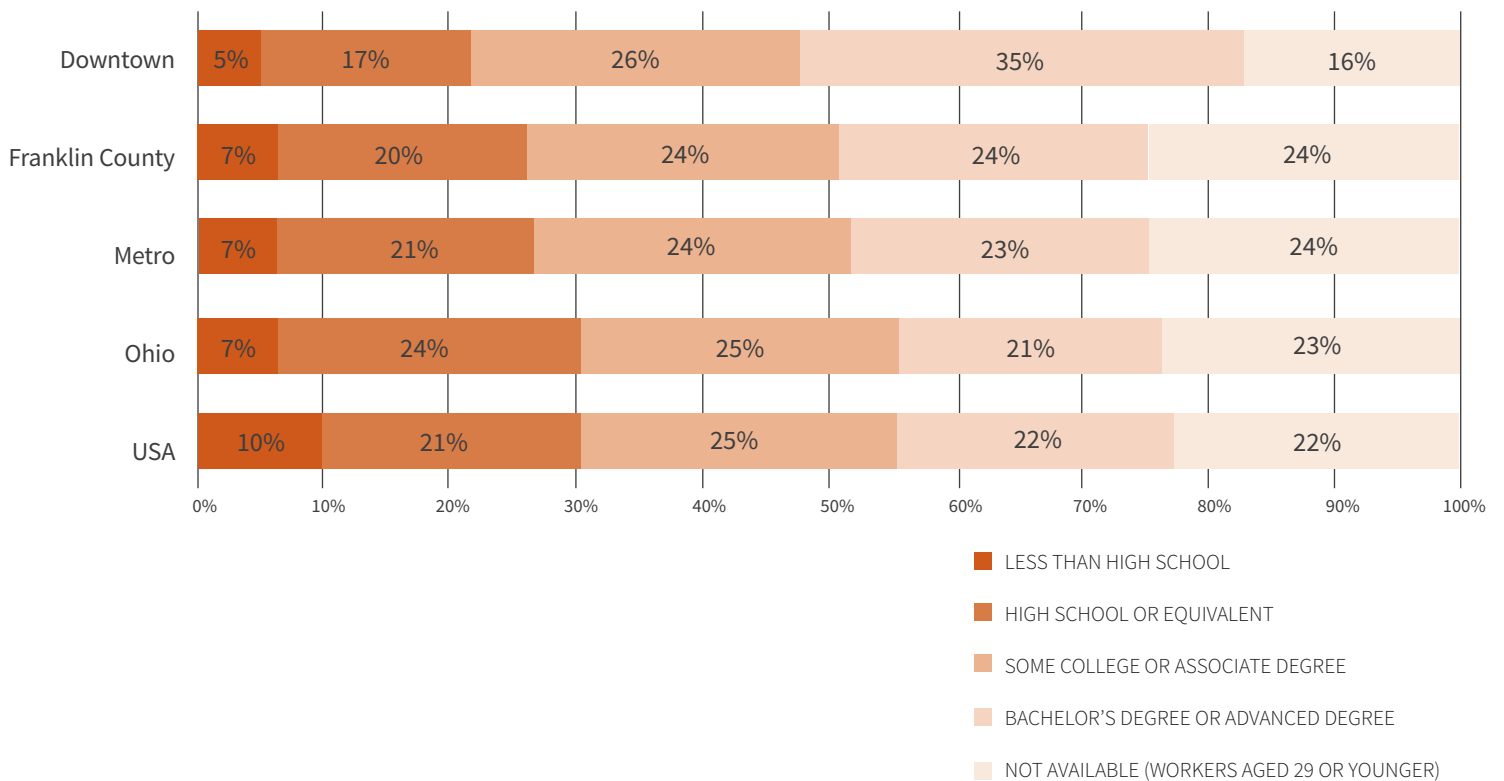
## JOBS BY WORKER ETHNICITY

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

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



## **WEISHEIMER BUILDING REDEVELOPMENT**

Capitol Equities purchased the 117-year-old historic building in October 2016 for \$1.5 million. With the goal to redevelop the building into a creative office space, that's exactly what they've done—in less than a year. Columbus-based retailer Express occupies all three floors and house their photography and digital creative team in the 20,000-square-foot building.

Original tin ceilings, exposed brick and wooden beams were discovered under several layers of materials—much to the delight of Capitol Equities and its team of Compton Construction LLC, Architectural Alliance Ltd. and Shirk & O'Donovan Consulting Engineers Inc. As a former car dealership, original wood floors on the first and second floors were covered in concrete, which was removed. Additionally, a rooftop patio with expansive views of the downtown skyline is in the works.

“The best way to act green is by saving old buildings and not demolishing them,” said J.R. Kern, principal of Capitol Equities. “We believe this building is well situated at the corner of Chestnut and Fourth, and it's vitally important to the area because it is so highly visible on Fourth street as people head out of downtown to get on the freeway.”

Capitol Equities celebrates its 20th year in business this year. Its first project, and one of the most visible, The Smith Bros. Hardware Building became its calling card—letting people know they do things differently. With creative vision, they give new life to old buildings, and Downtown is a more interesting place because of it.







## HIGHLIGHTS

Enrollment at downtown's colleges and universities remains strong. **Columbus State Community College** announced plans to build a new school of culinary and hospitality management 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 **33,008** 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*



## HIGHLIGHTS

The first half of 2017 brought new retailers; five of the eight are restaurants. Retail demand is strong in downtown. The hurdle remains that small, independent retailers want space that is white-boxed (ready to go) and under 1000 square feet. In addition, these entrepreneurs desire clustered space, near areas of high foot traffic.

**8** New retailers in 2017 (*as of 6/30*)

**11** Average new net retailers each year since 2009

**1,798** Square feet average size of new retail leases in 2017

**>75,000** Square feet of street-level space under construction on High Street corridor

**71,000** Square feet of street-level space proposed on High Street corridor

**53,250** Square feet of retail and restaurant space planned for North Market redevelopment

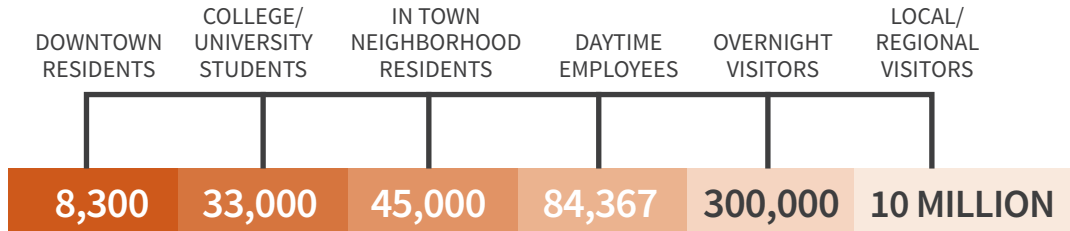
*Source: Boulevard Strategies, CCSID, DSID*



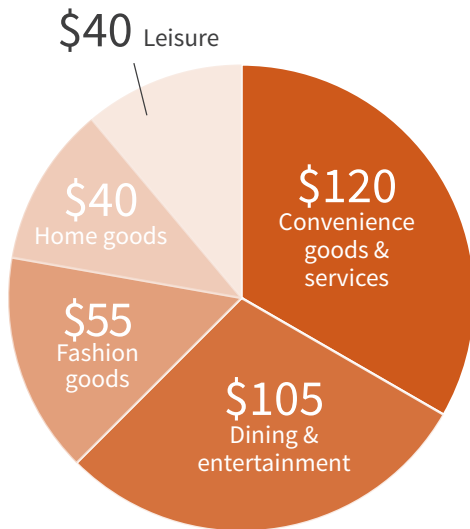


# RETAIL

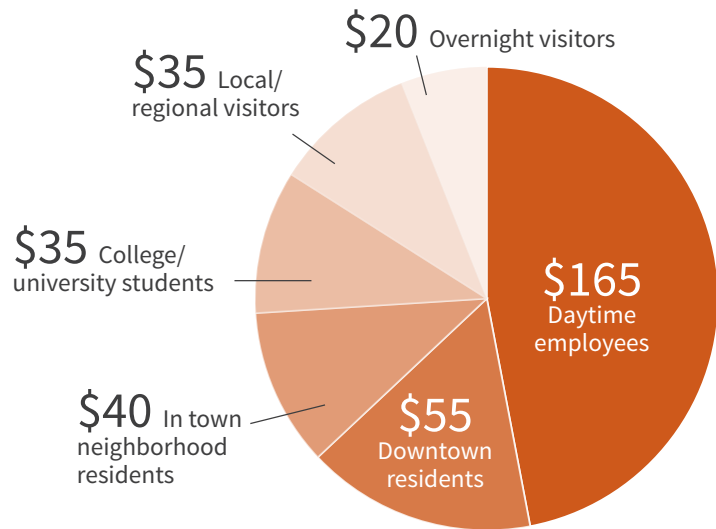
## POTENTIAL RETAIL CONSUMERS



## ANNUAL SPENDING POTENTIAL BY RETAIL CATEGORY (MILLIONS)



## ANNUAL SPENDING POTENTIAL BY CONSUMER SEGMENT (MILLIONS)



## NEW BUSINESSES IN 2017

Business Name	
Elia Athenian Grill	20 N. High St.
Buckeye Bourbon Bar	36 E. Gay St.
Swan Cleaners	146 S. High St.
Winan's Chocolates & Coffee	216 S. High St.
Stack'd	88 E. Broad St.
Poké Bros	100 E. Gay St.
Tiger + Lily	19 E. Gay St.
Ampersand Emporium	91 Cleveland Ave.

## 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



## PEARL MARKET 25TH ANNIVERSARY

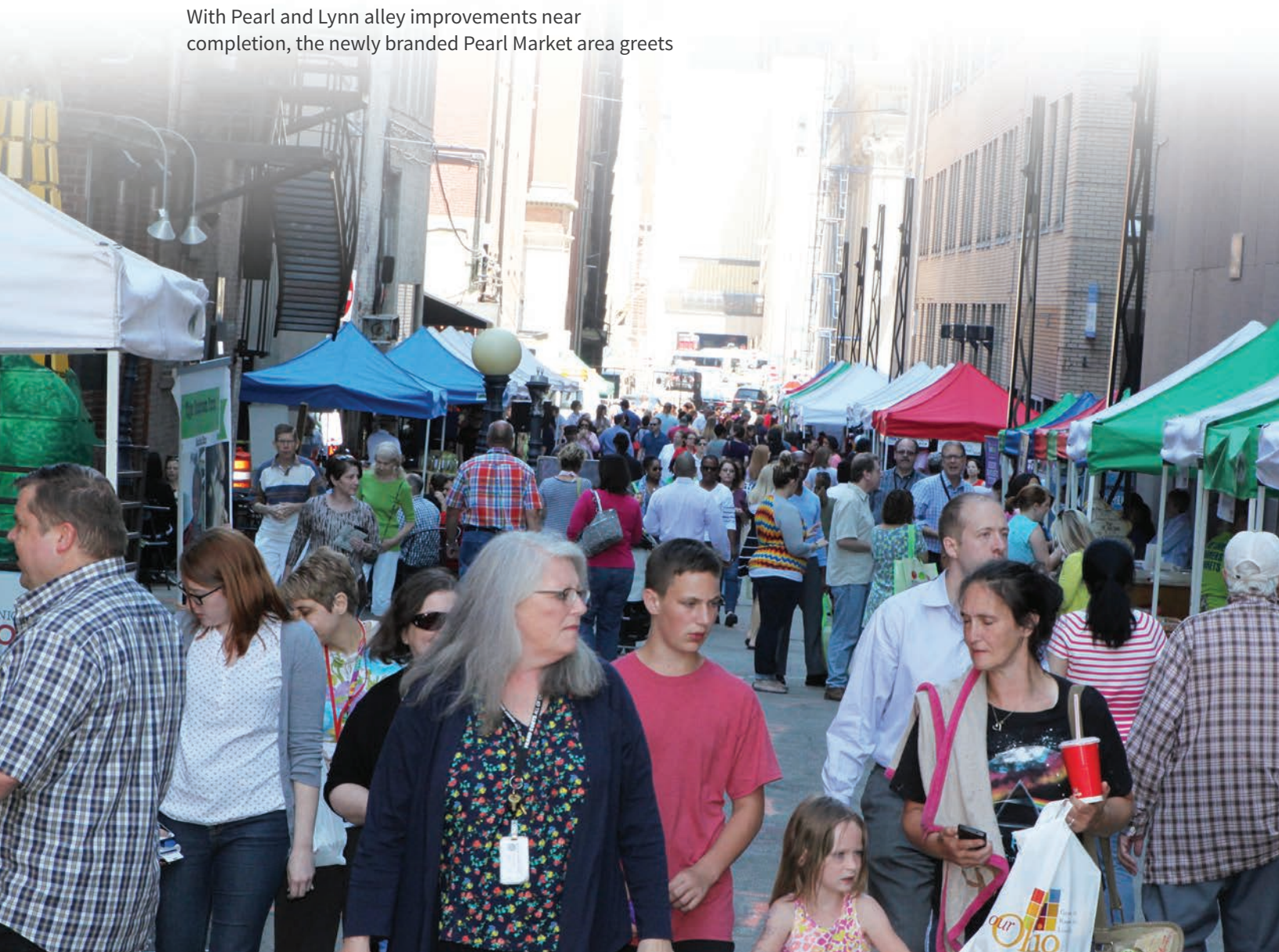
Pearl Market, downtown's farmer and merchant market, celebrates 25 years this year. Presented by Capital Crossroads Special Improvement District, the market continues to provide a valuable amenity to the downtown workforce while it supports local brick and mortar businesses. The market is open Tuesdays and Fridays, June through mid-October in the exotic Pearl and Lynn Alleys north of the Statehouse.

In addition, the market serves as a retail incubator for businesses interested in testing the downtown market in a low-risk way. A downtown favorite lunch spot, Si Señor Sandwiches & More, even got its start in Pearl Market. As more people visited the market, it provided a model for other pop-up marketplaces like Moonlight and Sunlight Markets hosted by the Gay Street Collaborative.

With Pearl and Lynn alley improvements near completion, the newly branded Pearl Market area greets

visitors with open arms. (Look up as you enter Pearl alley to see the art sculpture of a hand holding a pearl.) Consolidated enclosures camouflage dumpsters; new lighting invites people into the alleys, and public art brings whimsy to this unique urban space, which will provide the perfect canvas to spur retail development.

Developer Lauren Tonti also wanted to be part of this redevelopment. Construction is under way at 44 N. High St., which extends into Pearl alley, to create residential units in the long-vacant building's upper floors. In partnership with the Columbus Foundation, Capital Crossroads SID and the Gay Street Collaborative, the first floor will house POP Columbus—a retail pop-up shop. Entrepreneurs will soon be able to take advantage of short-term lease options as they test the downtown market.







## HIGHLIGHTS

Arts & cultural organizations have been an important evening anchor for downtown long before the influx of residents and new attractions. The Columbus community had incredible foresight in the 1970s to form the Columbus Association of Performing Arts (CAPA) that resulted in saving and restoring three historic theatres in downtown — venues which host thousands of performances each year. Columbus supports the arts in big ways. Nonprofit arts attendance in Columbus is more than one and half times that of Columbus home-game sports attendance.

**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 Arts & Culture Venues

6

Art  
Galleries

9

Performance  
Venues

8

Museums

5

Performance  
Arts

	TOTAL EXPENDITURES	TOTAL ATTENDANCE
Downtown Arts & Cultural Organizations	\$85,969,939	3,434,603
Non-Downtown Arts & Cultural Organizations	\$67,864,077	1,776,043

## ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE INDUSTRY IN GREATER COLUMBUS

(Combined Spending by Nonprofit Arts & Cultural Organizations and their Audiences)

	GREATER COLUMBUS AREA	MEDIAN OF SIMILAR STUDY REGIONS (Pop. = 1,000,000 or More)	NATIONAL MEDIAN
Total Industry Expenditures	\$412,259,509	\$412,259,509	\$35,750,645
Full-Time Equivalent Jobs	14,980	12,815	1,131
Resident Household Income	\$373,393,000	\$285,526,000	\$23,154,000
Local Government Revenue	\$20,321,000	\$20,107,000	\$1,407,000
State Government Revenue	\$26,453,000	\$24,950,000	\$1,961,000

## NONPROFIT ARTS & CULTURE EVENT ATTENDEES SPENDING

(Based on Avg. \$24.98/person in Greater Columbus Area, excluding cost of event admission)

	RESIDENTS	NONRESIDENTS	ALL GREATER COLUMBUS AREA EVENT ATTENDEES
Refreshments/Snacks	\$3.95	\$4.67	\$4.17
Meals before/after event	\$9.92	\$17.37	\$12.12
Souvenirs	\$3.01	\$1.75	\$2.63
Clothing & Accessories	\$0.94	\$0.38	\$0.77
Ground Transportation	\$1.56	\$3.78	\$2.22
Event-Related child care	\$0.55	\$0.47	\$0.52
Overnight Lodging (one night only)	\$0.25	\$7.83	\$2.50
Other	\$0.00	\$0.14	\$0.04
<b>TOTAL PER PERSON SPENDING</b>	<b>\$20.18</b>	<b>\$36.39</b>	<b>\$24.98</b>

Courtesy of **American's for the Arts** Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations and their Audiences; Greater Columbus Arts Council





## GREATER COLUMBUS ARTS COUNCIL & IMPACT OF ARTS

The nonprofit arts and culture industry in central Ohio generates nearly a half-billion dollars and supports almost 15,000 full-time jobs every year in Columbus region according to *Arts & Economic Prosperity 5*, a national economic impact study.

“This study confirms the importance of the contributions nonprofit arts and cultural sector to our community and our economy,” said Tom Katzenmeyer, president and CEO for the Greater Columbus Arts Council. “In addition, arts organizations provide arts education programs in our schools, helping students learn better across all subjects, provide our residents with access to national and international touring acts and spur tourism and business development.”

As the region thrives, so does Downtown. Nearly half of the arts organizations who responded to the survey are Downtown, resulting in more than \$85 million in expenditures and attendance of 3.5 million (2015). The economic impact is seen throughout the retail, hospitality and business sectors.

In addition to direct expenditures of \$222.4 million, an additional \$189.8 million is leveraged in event-related spending. For instance, attendees often dine out, pay for parking, buy souvenirs and pay a babysitter when attending cultural events. Out of town attendees often stay overnight, resulting in an average spend of \$36 compared to \$20 for residents. This audience spending supports 6,791 full-time equivalent jobs, generates \$168 million in household income and \$24.8 million in local and state government revenues.







## HIGHLIGHTS

The **Central Ohio Transit Authority** is having a busy year with its new Transit System Redesign, which launched May 1. It reports a 17% increase in CBUS Circulator ridership in the first half of 2017 from the first half of 2016. Up next for COTA is adding wi-fi capacity to its entire fleet and mobile payment capabilities later this year. The anticipated first bus rapid transit line, CMAX, is slated to launch January 1, 2018. **CoGo Bike Share** reports a 28% increase in ridership with 26 new stations in development. Locations will be announced in the second half of 2017.

**996** Total Acres (*excludes right-of-way*)

**87 Cars** commute downtown per 100 workers

### Central Ohio Transit Authority (COTA)

**17%** Increase in COTA CBUS Circulator ridership 2016 to 2017

### CoGo Bike Share

**46** CoGo Bike Share stations

**21** Downtown stations

**26** New stations planned

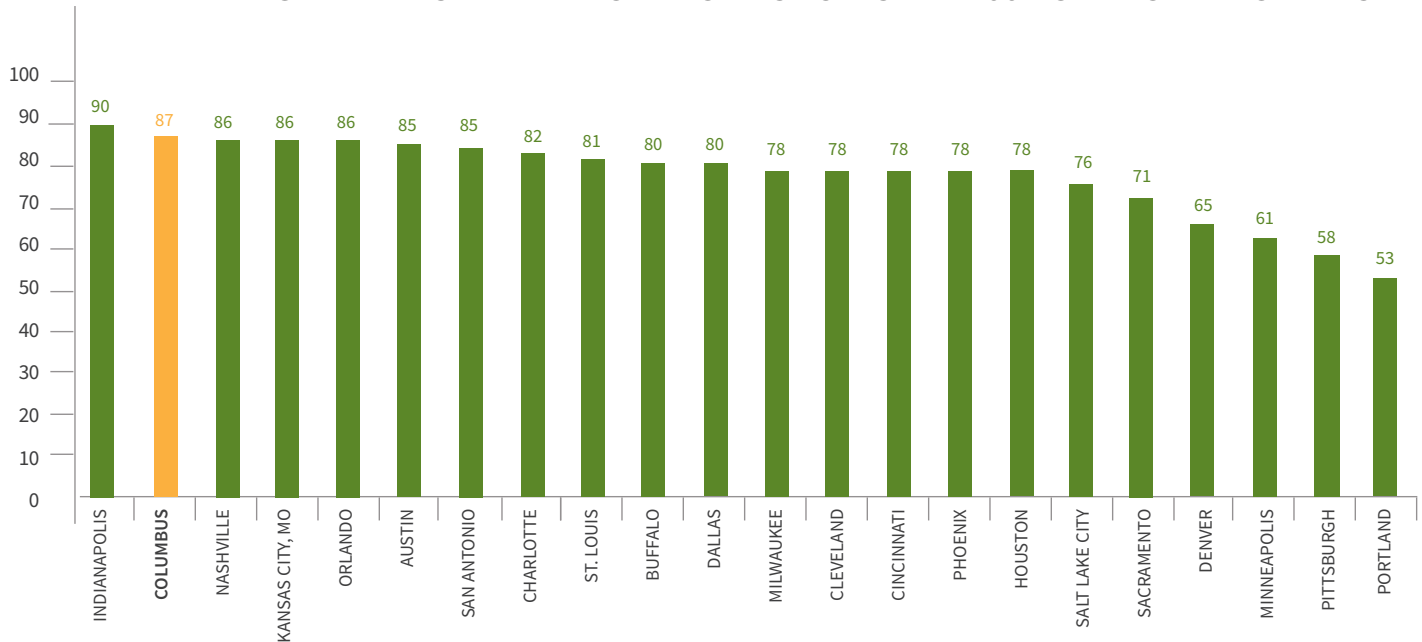
**28%** Increase in ridership from 2016 to 2017

**Bicentennial Park** is busiest station in system

Sources: COTA CoGo Bike Share, car2go



## PARKING DEMANDS IN PEER DOWNTOWNS - CARS PER 100 DOWNTOWN WORKERS



Source: US Census, 2006-2010 CTPP

## GOHIO COMMUTE

The screenshot shows the Gohio Commute website interface. At the top, there's a navigation bar with the logo and links for Home, Events, Login, Register, Contact Us, and FAQs. The main banner area has the text "You have a CHOICE when it comes to how you commute" and icons representing different commuting modes: car, bus, train, bicycle, and walking. To the right, there's a form with two input fields labeled "A Start" and "B Destination", and a prominent "Let's Go!" button. Below the form, there's a large circular icon with a downward arrow.

The Mid-Ohio Regional Planning Commission (MORPC) launched a new online resource, Gohio Commute, as part of a state-wide initiative by the Ohio Association of Region Councils. It allows commuters to enter a starting and ending address then populates the driving, transit, biking

and walking route along with associated costs and carbon emissions. It also facilitates connection with carpool and/or vanpool drivers in the vicinity heading to a similar destination. Visit [gohiocommute.com](http://gohiocommute.com) to explore different commuting options.





## DISCOVERY DISTRICT PLACEMAKING

Last fall, Discovery SID set out to develop a plan, which creates a vision and defines goals for placemaking opportunities that strengthen the area's identity as a neighborhood of arts, culture and knowledge. The SID contracted with the planning firm MKSK to guide the project. MKSK lead a community engagement process that involved stakeholder meetings and community outreach at a variety of locations throughout the district. By spring, they synthesized ideas, defined a strategy and finalized the plan.

The Discovery SID Board of Trustees adopted the final Discovery Placemaking Plan at its July meeting. A key recommendation is the creation of a Discovery Trail, which could be implemented in phases. The trail would connect institutions, showcase the district's art and attractions and provide wayfinding to visitors. The Discovery SID Board appointed a committee to guide implementation of the process, and the next step is presenting the plan to the Downtown Commission and the Columbus Public Art Commission.







## 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](http://www.ccdcorp.org)
- The Economic and Community Development Institute: [www.ecdi.org](http://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

“Schneider Downs is proud to be a business member of the Capital Crossroads Special Improvement District. We fully support their Clean and Safe program as well as their beautification efforts such as wayfinding signs, High Street flower baskets and the Capitol Square planters that make downtown Columbus a vibrant and attractive community.”

**MICHAEL RENZELMAN**  
*Schneider Downs*

## Capital Crossroads

**BUSINESS MEMBERSHIP  
BUILDS A STRONG DOWNTOWN**

For more information on  
Capital Crossroads SID  
Business Membership,  
contact Michelle Chippas at  
[mlchippas@sidservices.com](mailto:mlchippas@sidservices.com).

