



Community Development Department

MONTHLY REPORT

November 2019

Professionalism

Reliability

Be inspired.

Creativity

Service

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NEWS AND INFORMATION

NOVEMBER 2019

Community Reinvestment Area Housing Council

On November 15th the Community Reinvestment Area Housing Council (CRAHC) met for their annual meeting and a business tour of CCL Label. The council is tasked with making an annual inspection of a property within the community reinvestment area for which an exemption has been granted. CCL is the world's largest converter of pressure sensitive and specialty extruded film materials. The company is headquartered in Toronto, Ontario. The New Albany facility is a high tech, white glove, state-of-the art facility with each piece of printing press equipment made in Europe to service one customer.

BOARD AND COMMISSIONS

NOVEMBER 2019

Architectural Review Board: November 13, 2019

Applications:

Title: Final Development Plan Modification—Faith Life Church
Location: 2407 Beech Road
Applicant: Faith Life Church
Request: Final Development Plan Modification
Zoning: I-PUD, Faith Life Church Zoning District
Commission Action: Approved with conditions

Title: Certificate of Appropriateness—First & Main Signage
Location: 245 East Main Street
Applicant: ProSign Studio c/o Sean Alley
Request: New signage
Zoning: Urban Center Code
Commission Action: Approved with conditions

Title: Certificate of Appropriateness—The Mill Redevelopment
Location: 65 West Granville Street
Applicant: The New Albany Company c/o Tom Rubey
Request: Exterior building modifications
Zoning: Urban Center Code
Commission Action: Approved with conditions

Planning Commission: November 18, 2019

Applications

Title: Final Development Plan Modification—Faith Life Church
Location: 2407 Beech Road
Applicant: Faith Life Church
Request: Final Development Plan Modification
Zoning: I-PUD, Faith Life Church Zoning District
Commission Action: Approved with conditions

Title: Variance—Ealy Crossing
Location: 10 South Ealy Crossing
Applicant: Brian Kent Jones dba The Jones Studio
Request: Variance
Zoning: I-PUD: Ealy Crossing
Commission Action: Approved with conditions

PROJECT UPDATES

NOVEMBER 2019

Workforce Initiative Pilot Program

Dr. Wagner, superintendent of Licking Heights Local School District, has been collaborating with Axium Plastics on workforce initiatives. The school district will be launching a pilot program called Pathway which program includes a workforce development component for high school students. The goal of the program is to provide direction and job training to students who are interested in a career path in-lieu of post-secondary education. The launch of the program coincides with the opening of the new Licking Heights high school in August 2020.

PROJECT UPDATES

NOVEMBER 2019

Engage New Albany– Strategic Plan Update

On November 7th the Community Engagement Summary Report was released highlighting the information gathered during the first phase of the planning process. This extensive public outreach component of the plan guided the planning team in the creation of nine (9) initial community priorities. These priorities are:

- Maintain a high quality of life for residents
- Continue to infill the Village Center and attract new dining and retail options
- Embrace wellness through a connected parks and leisure trail system
- Balance growth with the preservation of community character
- Foster an inclusive and welcoming sense of community
- Emphasize sustainability and resiliency throughout the community
- Connect people with destinations through a multimodal transportation system
- Develop diverse housing options that cater to people at all life stages and income levels
- Maintain fiscal health through a diversified economy

In December the transportation subcommittee will meet to discuss transportation trends, current and future projects, and review the city's transportation policies. The direction and guidance provided by the subcommittee will then be presented to the steering committee on January 8th along with policy recommendations from the sustainability subcommittee. These policy recommendations and others will be presented at the January 16th public workshop at the New Albany public library. Staff created a communications schedule consisting of various types of notifications such as resident mailers, e-blasts and social media posts to encourage residents and businesses to attend the public workshop.

CAPITAL IMPROVEMENT PROJECT UPDATES

NOVEMBER 2019

Name of Project: Blacklick Creek Trunk Sewer Part 2A-2

Construction Start Date: May 2019

Project Description: This project consists of furnishing all labor, materials and equipment for the construction of approximately 10,750 linear feet of 18" through 48" gravity sewer and other related items including site work. This project will ultimately connect to manhole 26 that will be installed with the Blacklick Creek Trunk Sewer Part 2A-1. This project also includes an open-cut crossing of Babbitt Road.

Status: All of the 48" trunk sewer has been installed, inspected and is available for connection. The contractor has installed approximately 3,925 feet of the 30" sanitary sewer along with five manhole structures. The project is tracking on schedule for completion in the first quarter of 2020.



48" Casing Pipe Under Beech Road



Crew Removing Drill Rig

CAPITAL IMPROVEMENT PROJECT UPDATES

NOVEMBER 2019

Name of Project: Miller Avenue and Second Street Roadway Improvements

Construction Start Date: June 2019

Project Description: This project includes the extension of Second Street north of Main Street, Miller Avenue east of High Street and improvements to the adjacent New Albany Plain Local School campus. The roadway projects will include permeable brick paver streets along with waterline, lighting, storm sewer and landscape improvements.

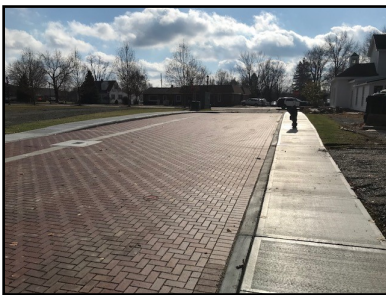
Status: The contractor completed minor asphalt paving work along Main Street where it connects to Second Street. The waterline on Second Street has been chlorinated, and the project is now complete.

Name of Project: Innovation Campus Way West

Construction Start Date: September 2019

Project Description: This project will extend Innovation Campus Way West approximately 2,900 linear feet east from its current western limit. The subject roadway extension will include storm sewer and waterline extensions, along with street lighting. This roadway will provide the necessary vehicular access to support development of the adjacent ground, as well as to help distribute traffic to and from the Abercrombie & Fitch campus.

Status: All of the duct bank, concrete curb, concrete base, and the initial course of asphalt is now complete. The contractor is currently addressing remaining punch list items. The project schedule is tracking appropriately and the project is expected to be completed by the end of the year.



Miller Ave. / Second St.



Innovation Campus Way West

INNOVATE NEW ALBANY

NOVEMBER 2019

Google Analytics Section

Site Performance

Traffic Metrics by Page Title - This is where you can see which pages on the site are receiving the most pageviews, how long users spend on each page, and the bounce rate.

Traffic Metrics by Page Title

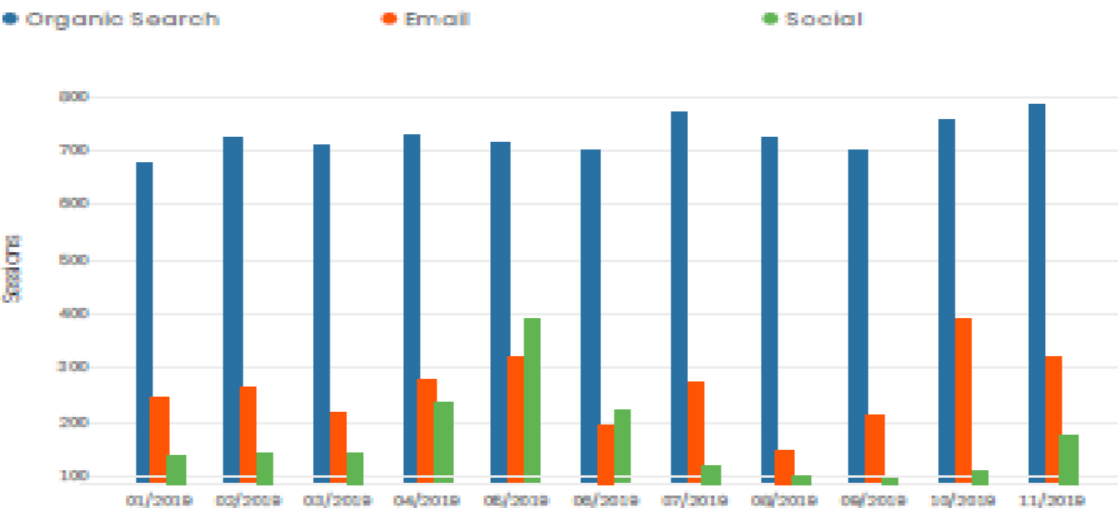
From 11/01/2019 until 11/30/2019

Page Title	Pageviews	Avg. Time on Page	Entrances	Exits	Bounce Rate (%)
Display - Events Innovate New Albany New Albany, Ohio	8,734	0:00:02	62	62	61.81%
Innovate New Albany New Albany, Ohio	767	0:01:14	627	290	40.99%
The Voices of Angel Investing Innovate New Albany	618	0:02:39	304	311	63.03%
Innovate New Albany & Buckeye Interactive's 8th Annual Celebration of Innovation Innovate New Albany	337	0:01:52	186	190	49.46%
Events Archive Innovate New Albany	274	0:01:00	26	81	68.00%
Entire Site	13,088	0:00:21	2,321	2,321	63.26%

INNOVATE NEW ALBANY
NOVEMBER 2019

Monthly Sessions by Channel

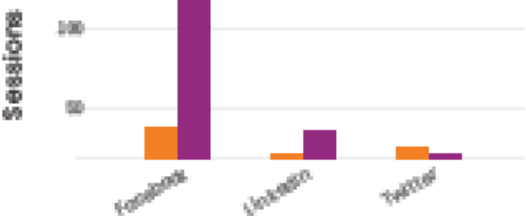
Monthly from 01/01/2019 until 11/30/2019



Social Media Platforms - This stat shows the number of sessions INA's site gets from Facebook, LinkedIn, and Twitter. Both charts are displaying the same statistic, but they're

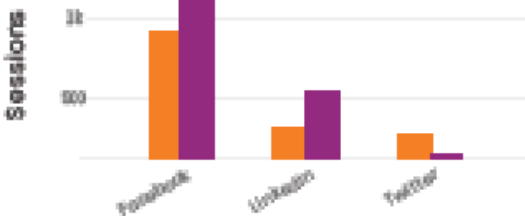
Sessions by Social Network

11/01/2019 - 11/30/2019 vs. 11/01/2018 - 11/30/2018



Sessions by Social Network YTD Comparis...

01/01/2019 - 11/30/2019 vs. 01/01/2018 - 11/30/2018



INNOVATE NEW ALBANY

NOVEMBER 2019

Engagement Percentage Breakdown – Where are users coming from?

Note: Organic Search means users used a search engine and ended up on our site. Direct means they directly came to our site through typing in our URL in their browser or through browser bookmarks. Referral refers to visits that

Engaged Sessions by Channel

From 11/01/2019 until 11/30/2019

Organic Search	41.20%
Direct	32.94%
Email	15.70%
Referral	5.79%
Social	4.37%



MailChimp Section

Subscribers: 2,456
Avg. Open Rate: 22.87%
Avg. Click-Thru Rate: 2.35%

Metrics by Campaign

From 12/04/2019 until 12/04/2019

Campaign	Sent On	Unique Opens	Open Rate	Unique Clicks	Click Rate
11-20-19 TIGER EMAIL	11/20/2019	466	18.98%	81	2.12%
Holiday Celebration of Innovation	11/22/2019	638	26.19%	140	4.80%
Expert Office Hours December 6	11/19/2019	545	22.38%	36	0.99%
11-13-19 TIGER EMAIL	11/13/2019	607	25.05%	102	2.97%
Expert Office Hours December 6	11/12/2019	562	23.15%	35	0.95%
11-04-19 TIGER	11/04/2019	518	21.52%	91	2.29%

INNOVATE NEW ALBANY

NOVEMBER 2019

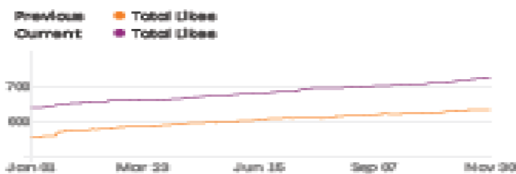
Social Media Section – Facebook

Note: The below stat shows year-to-date numbers for both the year at hand and the previous year.

Daily Total Likes – Monthly Comparisons
11/01/2019 – 11/30/2019 vs. 11/01/2018 – 11/30/2018










Daily Total Likes – YTD Comparisons
01/01/2019 – 11/30/2019 vs. 01/01/2018 – 11/30/2018



Facebook Post Metrics

From 11/01/2019 until 11/30/2019

Published	Post	Reach	Engaged Users	Likes
11/29/2019 215959 (wd)	 Happy #Thanksgiving! We are so #grateful for all of you! 🔗	75	2	2
11/27/2019 202830 (wd)	 Do you need some help navigating #workplace #politics? Come to our TIGER Workshop: "Political Savvy #Skills For..." 🔗	98	8	5
11/26/2019 220340 (wd)	 Need #business #advice? Register for our #Expert Office Hours happening on Friday, 12/6. It'll be our last session of... 🔗	88	5	4
11/25/2019 215047 (wd)	 #MondayMotivation 🔗	69	3	2
11/22/2019 145340 (wd)	 A very valuable read! Let us know what you think by commenting below! 🔗	64	1	0
11/21/2019 230346 (wd)	 A few pictures from our 11/1 TIGER Talk with Ann Martin and Michelle Murolo of Book+Street! Thanks to all who came! 🔗	109	9	5
11/21/2019 185750 (wd)	 In case you missed our 11/1 TIGER Talk: "Cash Flow #Forecasting: Show Me the #Money," you can read all about it in our... 🔗	29	0	0

INNOVATE NEW ALBANY NOVEMBER 2019

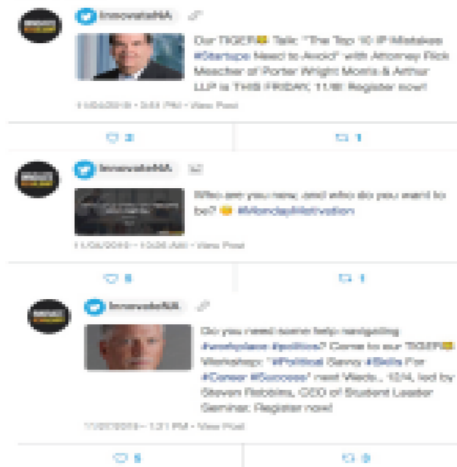
Social Media Section – Twitter

Twitter

Twitter Engagement Timeline



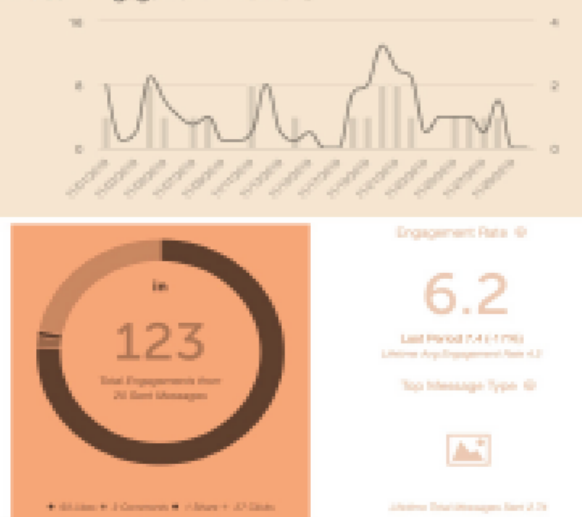
TOP POSTS



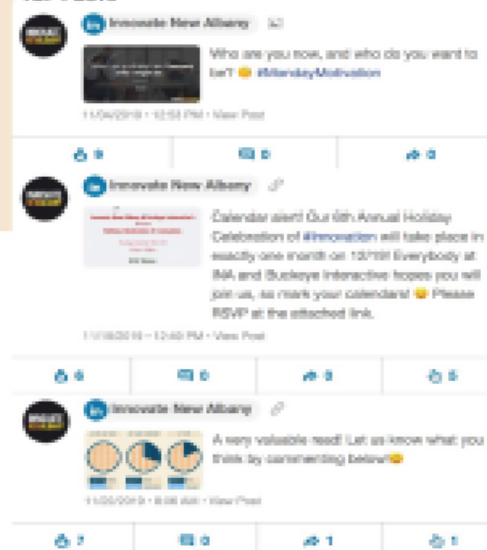
Social Media Section – LinkedIn

LinkedIn

LinkedIn Engagement Timeline



TOP POSTS



INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY

NOVEMBER 2019

Spotlight Company

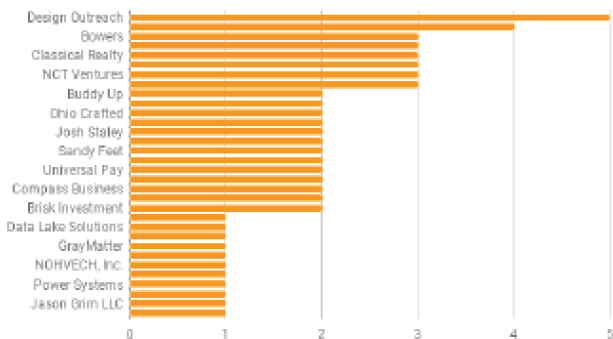
November Spotlight



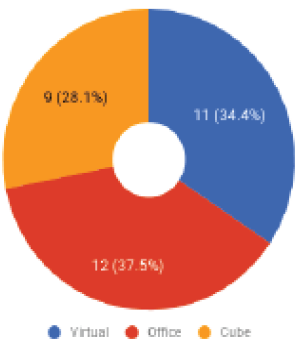
Kelley Swart, a resident of New Albany, is the Chief Operating Officer of **Found Search Marketing (FoundSM)**, a business headquartered in Indianapolis. In November, Kelley moved the Central Ohio office of FoundSM to Innovate New Albany. FoundSM is a premier partner for clients seeking the best in direct response-focused digital marketing. Founded, owned and managed by former Google AdWords originals, FoundSM was built to service and manage clients with an unmatched determination to use data-driven strategies and tactical implementation. Since 2006, FoundSM's focus has remained on paid media and the analytics needed to maximize its clients' media investments.

Tenant Dashboard

Tenant Employee Count



Employees by Office Type






INNOVATE NEW ALBANY

NOVEMBER 2019

December Look Ahead

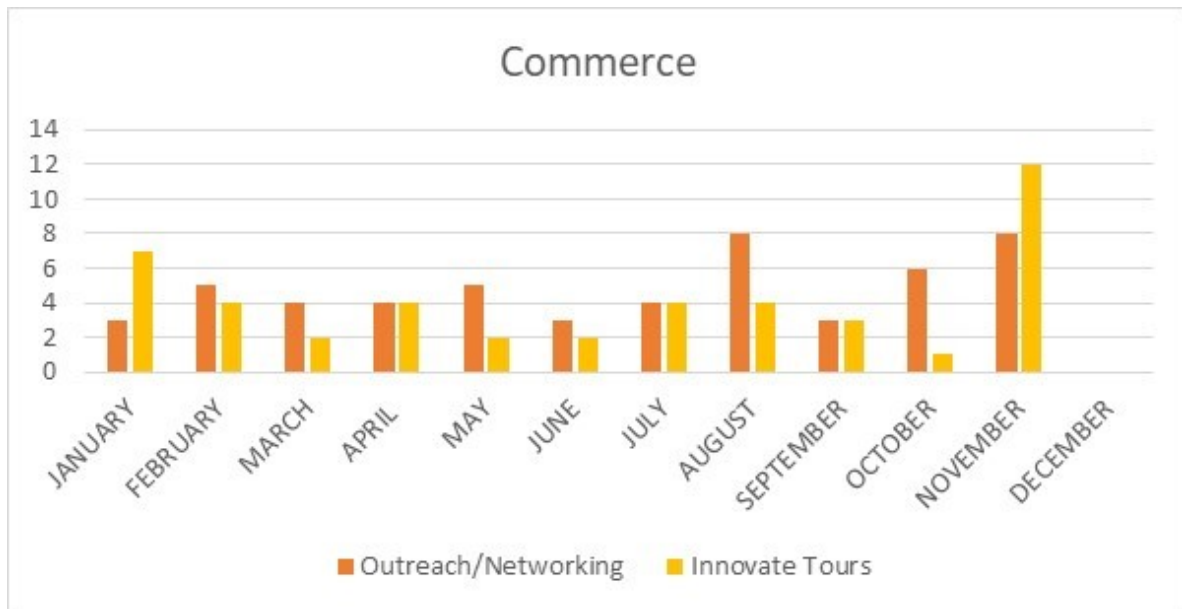
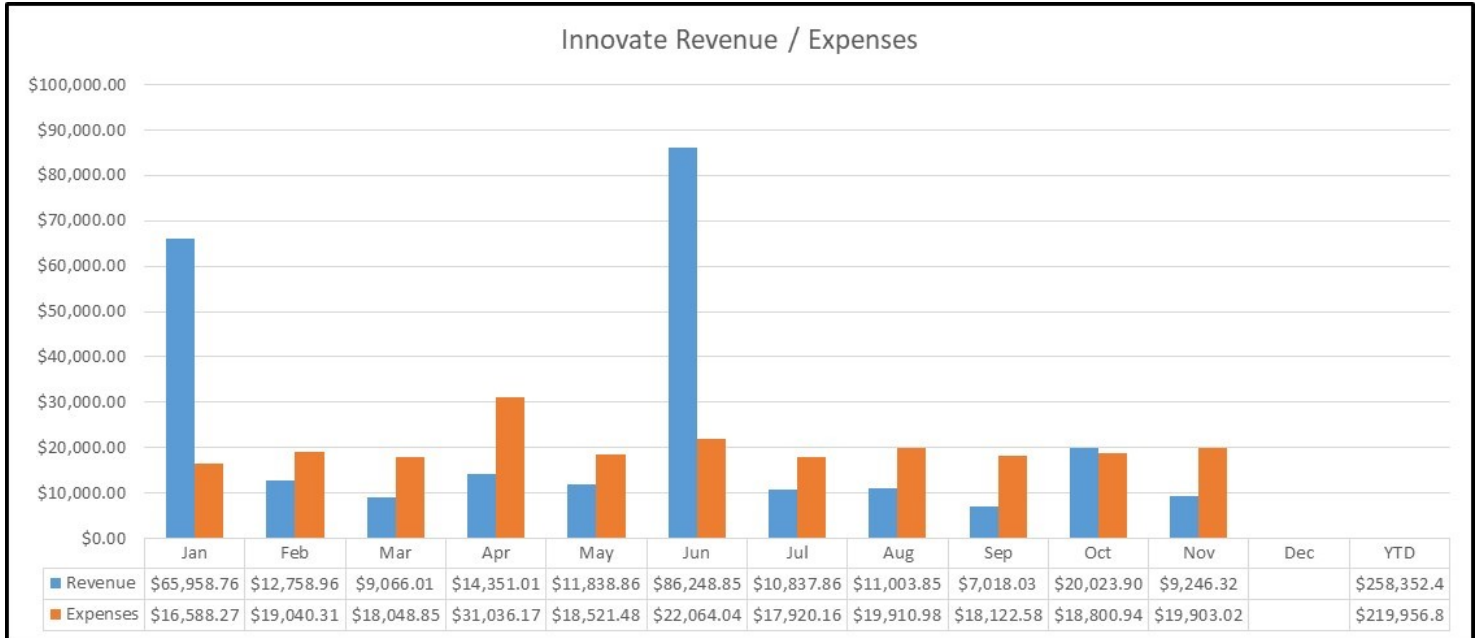
Event Name	Photo	Date	Event Type
Political Savvy Skills For Career Success		12/4/2019	TIGER Workshop
Expert Office Hours		12/6/2019	EOH
An Entrepreneurial Journey – From Columbus to Silicon Valley to New Albany		12/13/2019	TIGER Tale
Innovate New Albany & Buckeye Interactive's 6th Annual Celebration of Innovation		12/19/2019	Special Event

January Look Ahead

Event Name	Photo	Date	Event Type
Collaborate to Create: How to Get Laser Focused Using Collaborative Problem Solving Tools		1/17/2020	TIGER Talk
Buckeye Interactive's 4th Annual Technology Outlook		1/24/2020	TIGER Talk
The Value of Custom, Face-to-Face Events in an Increasingly Faceless, Spammy Digital Marketing World		1/31/2020	TIGER Talk

INNOVATE NEW ALBANY-NEWS & FINANCIALS

NOVEMBER 2019



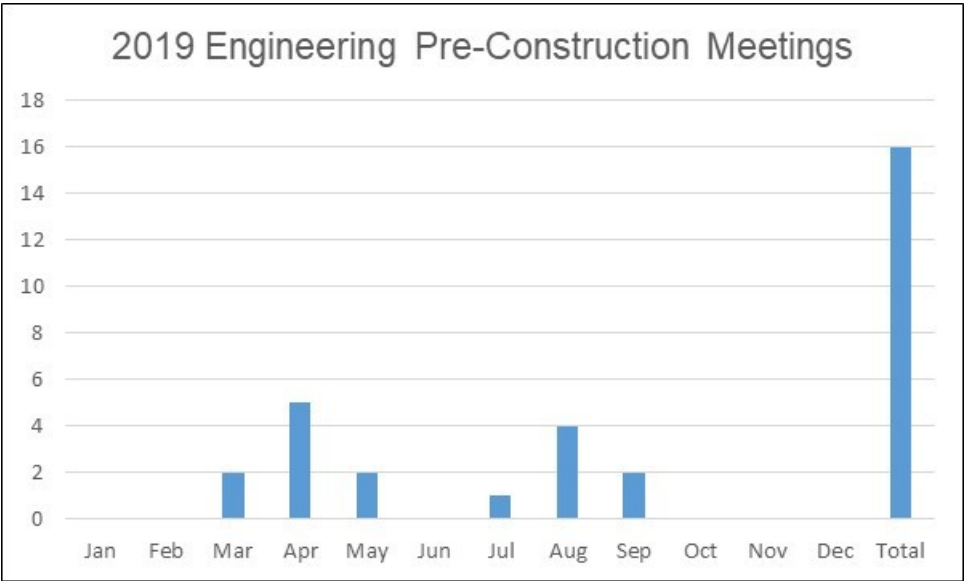
PLAN REVIEW
NOVEMBER 2019

Engineering Plan Reviews

No plans were submitted for initial engineering plan review during the month of November.

Engineering Pre-Construction Meetings

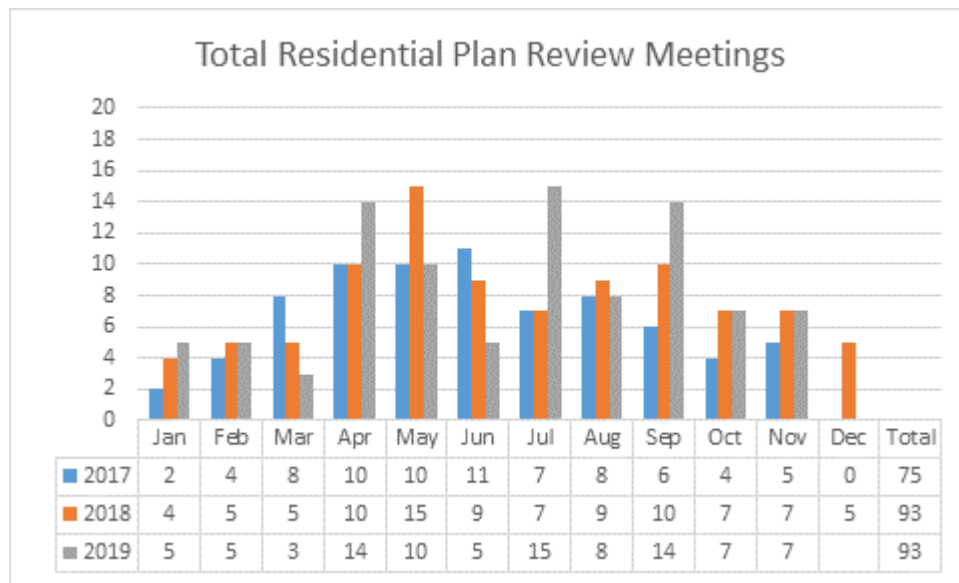
No pre-construction meetings were held during the month of November.



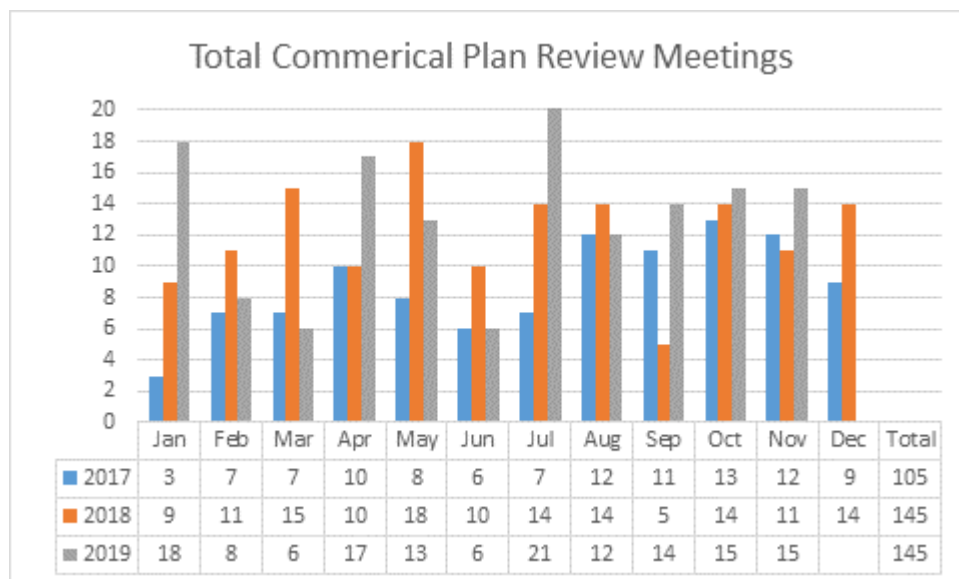
PLAN REVIEW CONTINUED

NOVEMBER 2019

Residential Walk-Through Meetings

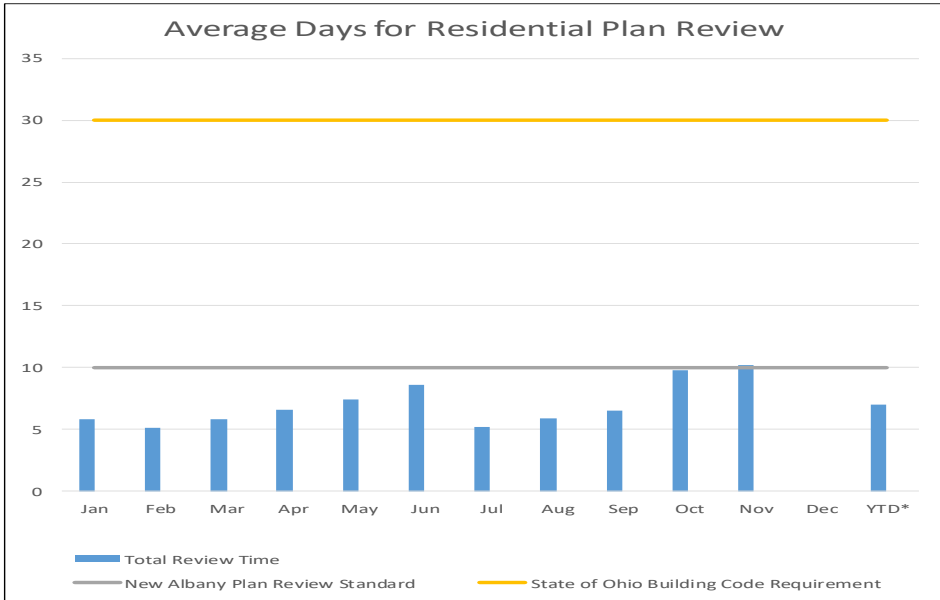
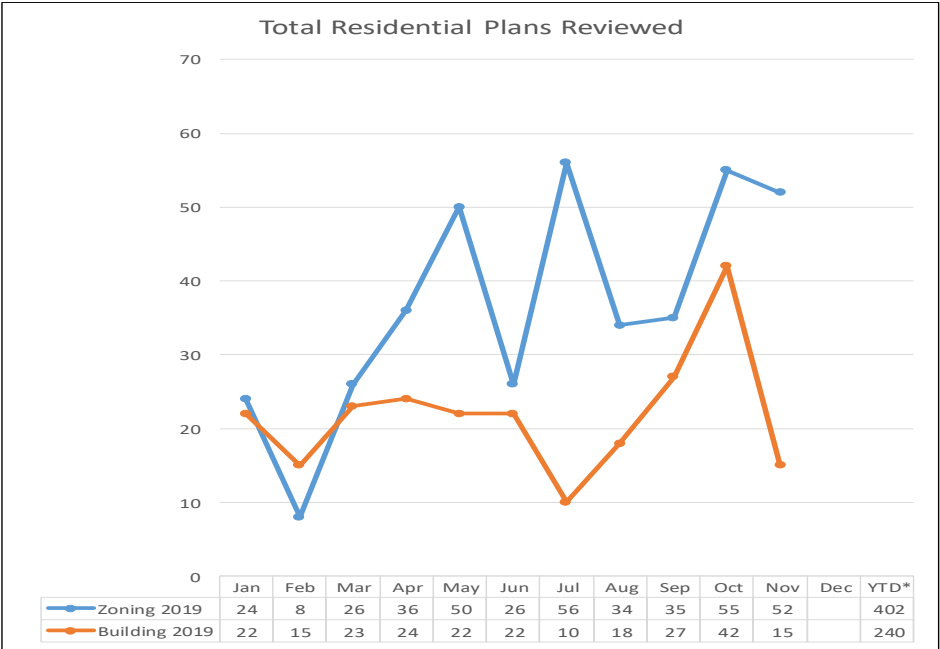


Commercial Walk-Through Meetings



PLAN REVIEW CONTINUED
NOVEMBER 2019

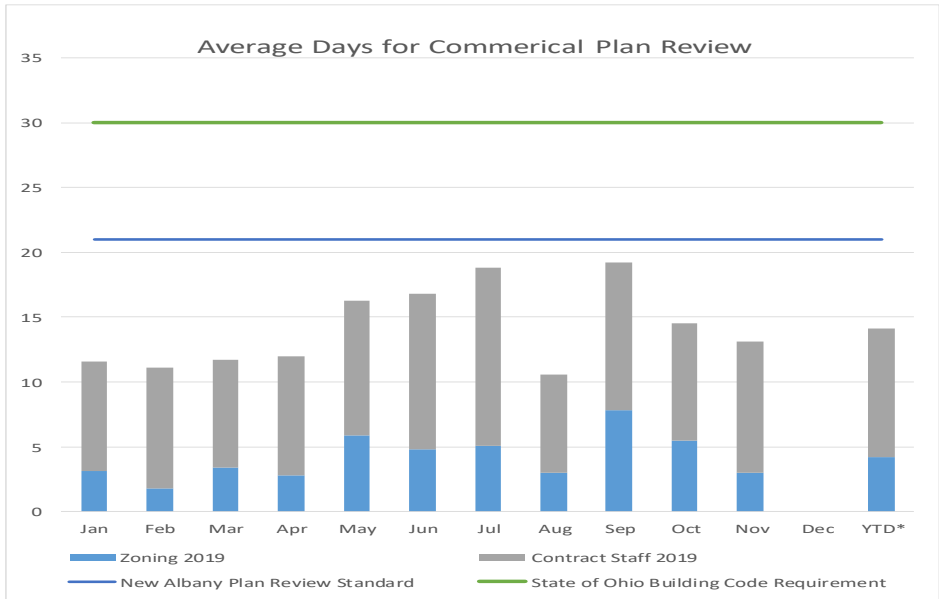
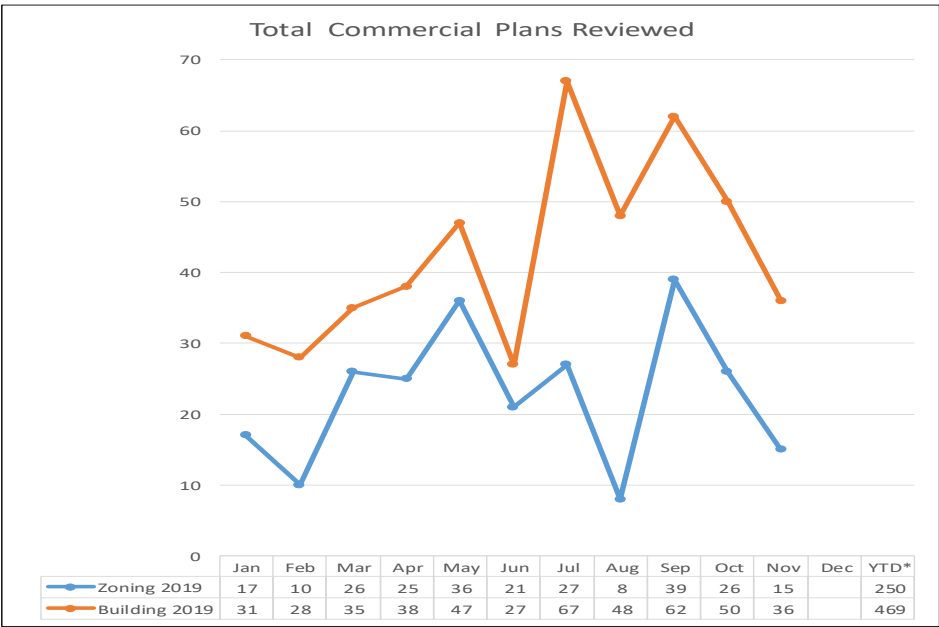
Residential Plan Review



*YTD is the total from January to the end of current month

PLAN REVIEW CONTINUED
NOVEMBER 2019

Commercial Plan Review



*YTD is the total from January to the end of current month

FIELD WORK AND INSPECTIONS

NOVEMBER 2019

Code Enforcement Activity

Address: 5945 Johnstown Road

Date of Complaint: November 4, 2019

Complaint Description: Debris piling up on property, blue tarps

Violations: Prohibiting outdoor storage and accumulation

Activity: Inspection complete, violation letter mailed, re-inspection completed, items were in compliance.

Status: Closed

Address: 9230 Pamplin Way

Date of Complaint: October 24, 2019

Complaint Description: Encroachment in a preservation zone

Violations: Working without a permit, encroachment of a preservation zone and floodway

Activity: Engineer and building inspector completed an on-site visit and met with the property owner.

Violation letter is pending.

Status: Open

Address: 6835 Cedar Brook Glen

Date of Complaint: September 12, 2019

Complaint Description: Mounding added which is hampering the neighbors drainage

Violations: Undetermined

Activity: Pending meeting with adjacent property owner and city administration

Status: Open

Address: 6275 Jason Court

Date of Complaint: September 11, 2019

Complaint Description: Construction work without a permit, tarps in driveway covering materials, lots of traffic

Violations: Accumulation of rubbish

Activity: Re-inspection complete, item in compliance

Status: Closed

Address: 6849 Cedar Brook Glen

Date of Complaint: July 16, 2019

Complaint Description: Staff member saw chickens on property

Violations: Poultry not permitted in zoning district

Activity: Re-inspection complete, item in compliance

Status: Closed

FIELD WORK AND INSPECTIONS CONTINUED

NOVEMBER 2019

Code Enforcement Activity continued...

Address: 6818 Central College Road

Date of Complaint: February 28, 2019

Complaint Description: Condition of barn

Violations: Accumulation of rubbish and exterior structure maintenance

Activity: Property owner has made progress and requested an extension

Status: Open

Address: 6869 Central College Road

Date of Complaint: June 2, 2016

Complaint Description: Condition of a vacant house

Violations: Vacant structure, sanitation, swimming pools, enclosures, exterior walls, disposal of rubbish, turf grass swards

Activity: None

Status: On observation

Address: 10135 Johnstown Road

Date of Complaint: February 3, 2016

Complaint Description: Multiple vehicles on the property and the welfare of the resident

Violations: Unsafe structure, unsafe equipment, parking limitations, sanitation, accessory structures, motor vehicles, glazing, window and door frames, protective treatment, structural members, exterior walls, roofs and drainage, stairs and walking surfaces, accumulation of rubbish or garbage, plumbing system hazards, prohibiting outdoor storage and accumulation, heating facilities required, mechanical appliances, residential occupancy

Activity: Due to all outstanding items being interior, the house is sitting vacant and the exterior is being maintained. Staff is working with legal to close the case.

Status: On observation

Address: 7010 Lambton Park Road

Date of Complaint: November 18, 2015

Complaint Description: Fence not built around a pool

Violation: Pool fence

Activity: Revision to approved permit approved per HOA changes

Status: Open

FIELD WORK AND INSPECTIONS CONTINUED

NOVEMBER 2019

Commercial Inspections

New Albany Health Campus—7320 Smith's Mill Road

On November 25th city staff completed an inspection and the zoning was approved for occupancy.

Northeast 302 / Vantrust—9750 Innovation Campus Way

On November 25th city staff completed an inspection and the zoning was approved for temporary occupancy.

COMMERCIAL PROJECT CONSTRUCTION STATUS

NOVEMBER 2019

Village Center

Name of Project: Market & Main/ Multi-tenant

Location: 160 W. Main St.

Square Footage: 48,420

Start Date: July 2016

Estimated Completion: Spring 2018

Construction Phase: Occupancy for ten companies- Board and Brush, Wallick Communities, PetPeople, Truluck Boutique, Tailsman Capital Partners, Freshii, Columbus OBGYN, Johnson's Ice Cream, 3Minute Fitness, and Fox in the Snow

Name of Project: Blue Horseshoe Partners Owner Improvements

Location: 24 E. Main

Square Footage: 3,990

Start Date: May 2019

Estimated Completion: Late Fall 2019

Construction Phase: Exterior improvements such as new windows, new siding, and cupola

Name of Project: Owner Improvements

Location: 15 S. High

Square Footage: 2,098

Start Date: Fall 2019

Estimated Completion: Winter 2019

Construction Phase: Rough framing through rough MEP

Name of Project: All About Kids Daycare

Location: 96 N. High

Square Footage: 22,051

Start Date: Fall 2019

Estimated Completion: Summer 2020

Construction Phase: Footing and foundations

Name of Project: United Methodist Church Expansion

Location: 20 Third St.

Square Footage: 24,727

Start Date: Fall 2019

Estimated Completion: Summer 2020

Construction Phase: Earthwork

COMMERCIAL PROJECT CONSTRUCTION STATUS

NOVEMBER 2019

Innovation Campus Way Corridor

Name of Project: Sidecat, LLC—NAO 1 & 2 Building 1

Location: 1500 Beech Road

Square Footage: 973,670

Start Date: Fall 2017

Estimated Completion: Spring 2019

Construction Phase: Shell building and core with rough MEP; partial occupancy for first three phases set to expire in February 2020 and March 2020

Name of Project: Axium II

Location: 8640 Innovation Campus Way

Square Footage: 116,720

Start Date: September 2017

Estimated Completion: Spring 2018

Construction Phase: Partial occupancy expires December 27, 2019

Name of Project: Northeast 302

Location: 9750 Innovation Campus Way

Square Footage: 302,880

Start Date: May 2019

Estimated Completion: December 2019

Construction Phase: Full approval

Name of Project: Alene Candles Building

Location: 9485 Innovation Campus Way

Square Footage: 278,950

Start Date: September 2019

Estimated Completion: Spring 2020

Construction Phase: Shell construction



Axium II



Alene Candles



Northeast 302

COMMERCIAL PROJECT CONSTRUCTION STATUS

NOVEMBER 2019

Innovation Campus Way Corridor continued...

Name of Project: Axium II Expansion

Location: 8640 Innovation Campus Way

Square Footage: 55,800

Start Date: June 2018

Estimated Completion: Spring 2019

Construction Phase: Partial occupancy expires January 13, 2020

Name of Project: VeePak Expansion

Location: 9040 Smith's Mill Rd.

Square Footage: 174,360

Start Date: Summer 2018

Estimated Completion: Spring 2019

Construction Phase: Full approval

Name of Project: Montauk Innovations, LLC

Location: 1101 Beech Rd

Square Footage: 281,792

Start Date: March 2019

Estimated Completion: Fall 2020

Construction Phase: Building shell and roof construction, through rough framing

Name of Project: Sidecat, LLC—NAO3 Building 2

Location: 1500 Beech Rd

Square Footage: 518,184

Start Date: March 2019

Estimated Completion: Spring 2021

Construction Phase: Footing and foundations with underground MEP, structural steel and precast



Axium II Expansion

COMMERCIAL PROJECT CONSTRUCTION STATUS

NOVEMBER 2019

Forest Dr./Walton Parkway Corridor

Name of Project: Canine Companion Campus

Location: 7480 New Albany Condit Rd.

Square Footage: 54,289

Start Date: February 2018

Estimated Completion: Fall 2019

Construction Phase: Full approval for all three buildings



Canine Companions

Name of Project: New Albany Health Campus

Location: 7320 Smith's Mill Rd.

Square Footage: 88,771

Start Date: June 2018

Estimated Completion: October 2019

Construction Phase: Partial occupancy expires April 28, 2020



New Albany Health Campus

Name of Project: Pharmaforce Expansion

Location: 6610 New Albany Rd East

Square Footage: 178,302

Start Date: June 2018

Estimated Completion: August 2021

Construction Phase: Rough framing through rough-in MEPs



Pharmaforce Expansion

Name of Project: Feazel Roofing

Location: 7895 Walton Parkway

Square Footage: 23,517

Start Date: Fall 2018

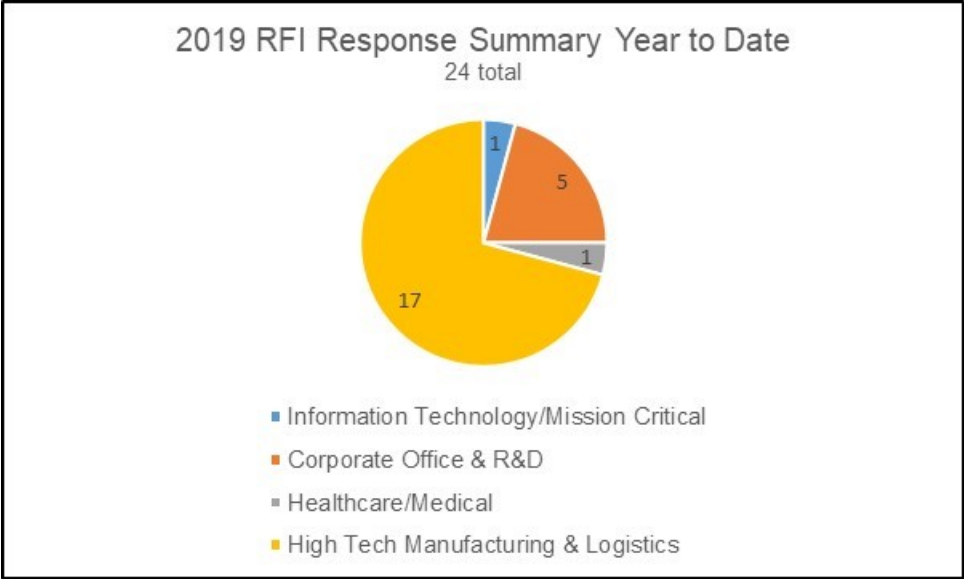
Estimated Completion: Fall 2019

Construction Phase: Partial occupancy expires April 17, 2020



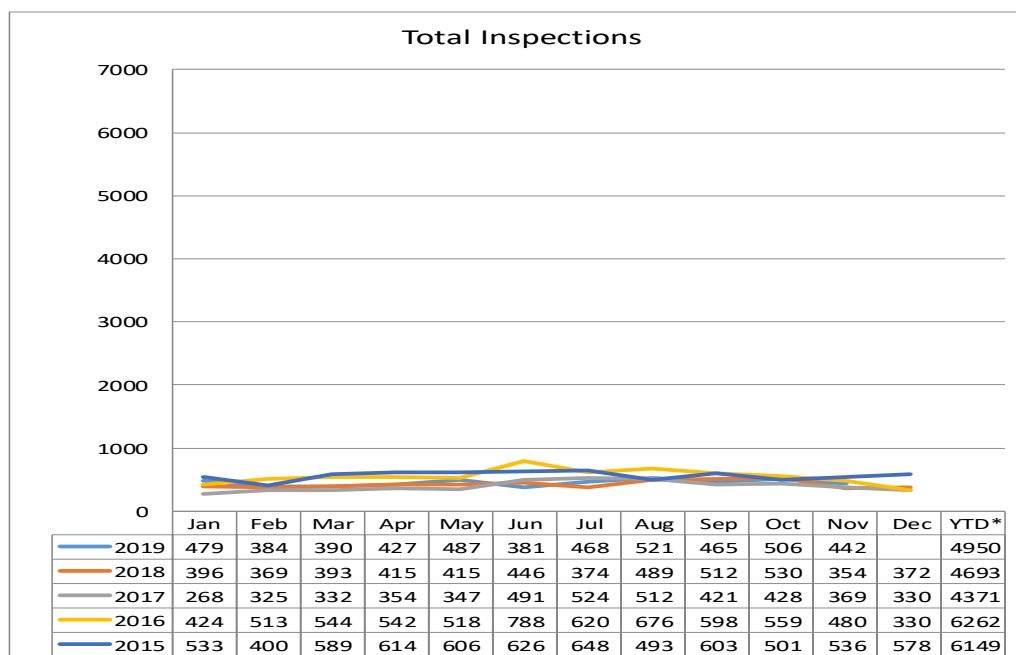
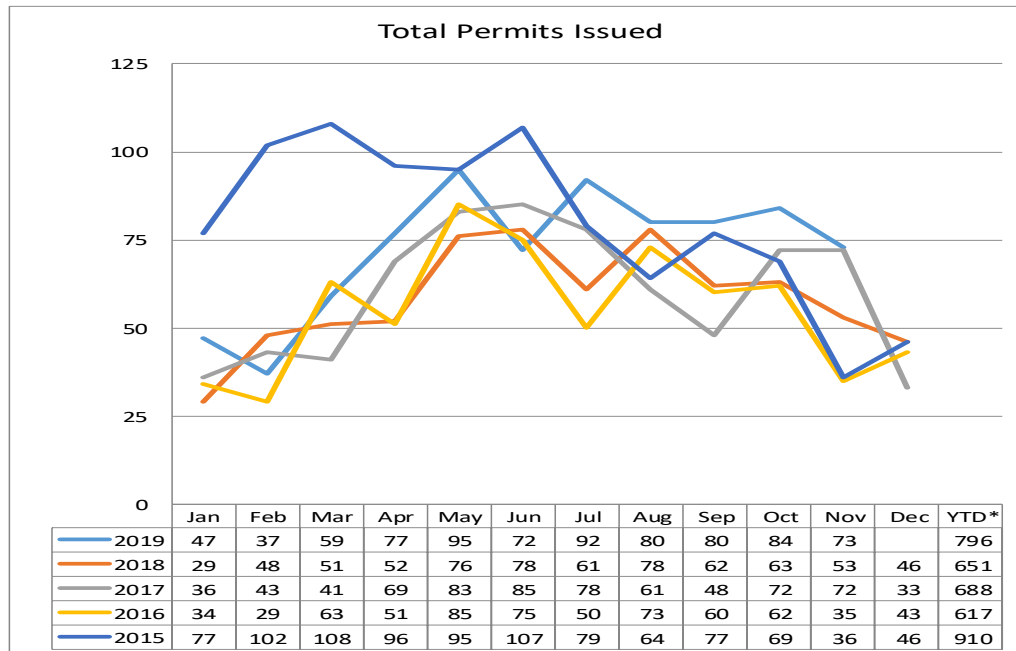
Feazel Roofing

ECONOMIC DEVELOPMENT STATISTICS
NOVEMBER 2019



BUILDING AND ZONING STATISTICS

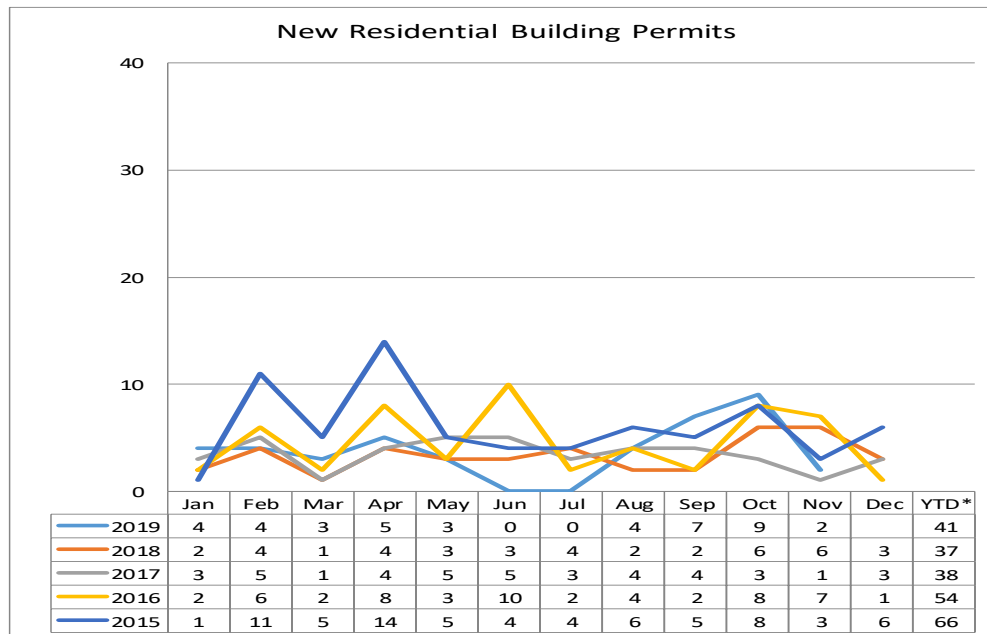
NOVEMBER 2019



*YTD is the total from January to the end of current month

RESIDENTIAL BUILDING STATISTICS

NOVEMBER 2019

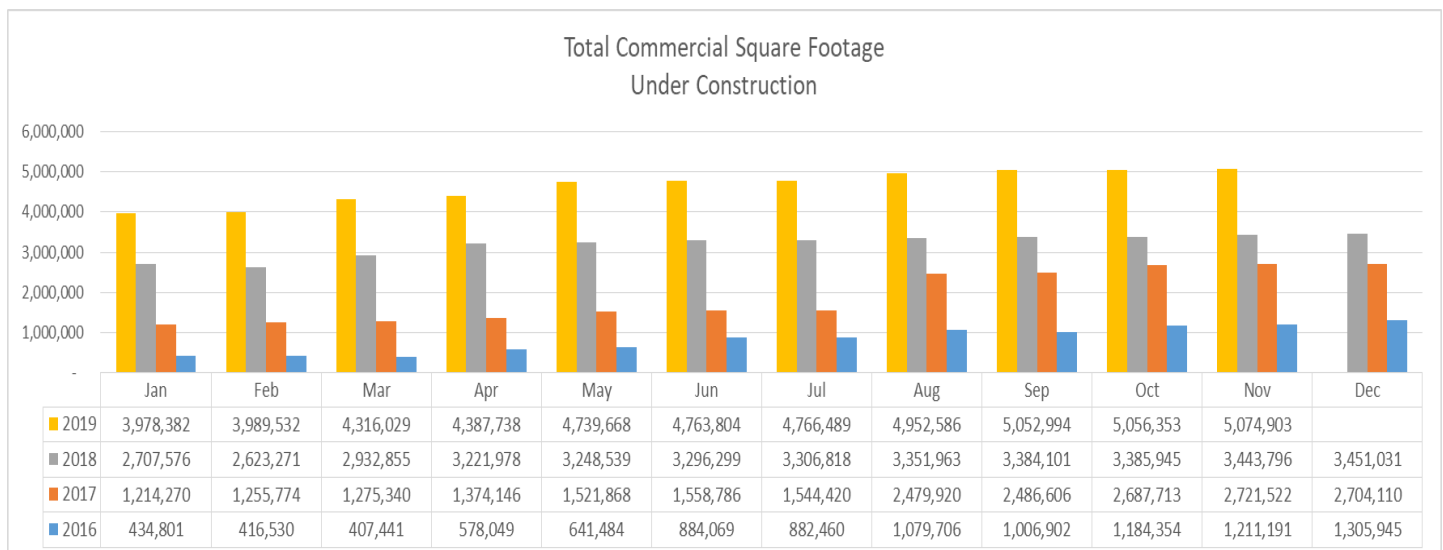
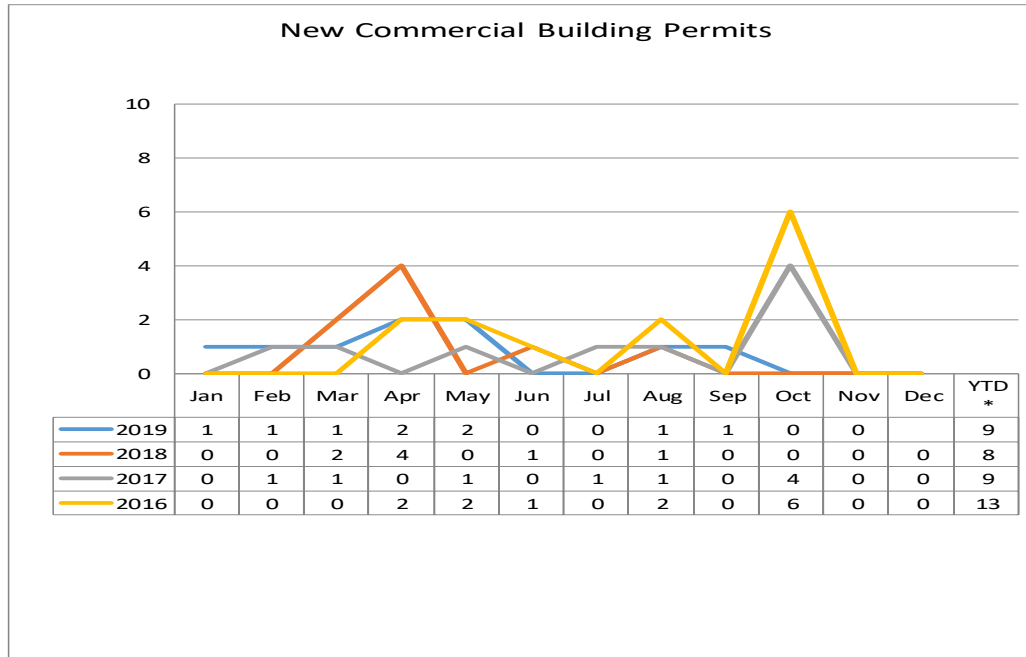


Subdivision Summary			
Subdivision	Total lots	Built lots	Available lots
Courtyard at New Albany	105	21	84
Nottingham Trace	240	13	227
NACC 28 (Ebrington)	66	21	45
NACC 29 (Oxford)	30	17	13
Millbrook	30	30	0
NACC 22	43	38	5
Hawksmoor	16	10	6
NA Links 13-1	19	18	1
NACC 20-3	23	19	4
NACC 24	28	24	4
NACC 11/11a	102	99	3
NACC 26 (Highgrove Farms)	8	6	2
NACC 5a/c	35	33	2
Balfour Green	2	1	1
Crescent Pond	3	2	1
NACC 14	50	49	1
NACC 15aa	8	7	1
NACC 15e	23	22	1
NACC 18 (Edgemont)	3	2	1
NACC 25-2 (Highgrove)	9	8	1
NACC 27 (Straits Farm)	51	50	1
NACC 6	115	114	1
The Grange	2	1	1

*YTD is the total from January to the end of current month

COMMERCIAL BUILDING STATISTICS

NOVEMBER 2019



*YTD is the total from January to the end of current month