



Community Development Department
MONTHLY REPORT
February 2021

Professionalism

Reliability

Creativity

Service

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DEPARTMENT OPERATIONS/UPDATES DURING COVID-19

FEBRUARY 2021

COVID-19 Response

The operational plan implemented in June 2020 remained unchanged through February 2021. Village Hall was reopened to the public on June 15th. As a result, the Community Development Department resumed normal staffing, operations and work hours at the front desk. All of changes are consistent with the guidance issued by Governor DeWine, the Ohio Department of Health, Franklin County Public Health and the Centers for Disease Control and Prevention (CDC). The changes have enabled the department activities to proceed with limited interruption while reducing person to person contact. These measures are necessary to ensure that quality customer service continues during this time and to establish a framework to protect the health, safety and welfare of those doing business in the city of New Albany.

Office: The department is generally staffed by eight people each day in order to complete administrative tasks and to facilitate permitting, plan review and inspection services. All staff members are required to adhere to the social distancing, sanitization, and other recommendations of the Centers for Disease Control and Prevention (CDC) while in the office.

Permitting: In-person permitting services are available weekdays between 8am and 5pm.

Inspections: Building inspectors continue to utilize remote inspection protocol to the extent practical, however, in-person inspections are being regularly scheduled. When on-site inspections are conducted, the contractors are directed to ensure the inspection area has a minimum number of people present and that social distancing is observed.

Support Services and Meetings: The staff continues to utilize remote meeting platforms to the extent practical. This platform enables staff to effectively host a variety of meetings without causing service interruption or delay to our customers. In-person meetings are only being scheduled as deemed necessary by staff and by appointment only.

Board & Commission Meetings: The planning staff continues to use a web-based platform for all board & commission meetings.

COMMUNITY ENGAGEMENT AND OUTREACH

FEBRUARY 2021

Meetings

Heath-Newark-Licking County Port Authority Relationship Building Meeting (February 4)
Economic Development Advisory Council (EDAC) Monthly Meeting (February 5)
Clark Schaefer Consulting Relationship Building Meeting (February 5)
Catylist Real Estate Technology Demonstration (February 8)
Innovate New Albany & New Albany Chamber of Commerce Coordination Meeting (February 10)
Columbus Business First Power Quarter Series — Commercial Real Estate Forecast (February 11)
Ohio Economic Development Association (OEDA) Executive Committee Meeting (February 11)
ETCH Area Workforce Transportation Discussion (February 11)
Columbus Chinese Chamber of Commerce Annual Meeting (February 17)
Ohio Economic Development Association (OEDA) Full Board Meeting (February 18)
Vorys Economic Development Incentive Conference (February 18—19)
CoStar Real Estate Technology Demonstration (February 19)
Columbus Chinese Chamber of Commerce Relationship Building Meeting (February 22)
C-TEC Relationship Building Quarterly Meeting (February 23)
Mid-Ohio Development Exchange (MODE) State & Federal Econ Dev Policy Review (February 25)
Danis Construction Relationship Building Meeting (February 25)

Presentations

Ohio Economic Development Association (OEDA) New Board Member Orientation (February 3)

Media Relations

BOARD AND COMMISSIONS

FEBRUARY 2021

Parks and Trails Advisory Board: February 1, 2021

Applications : None

Other Business: Engage New Albany Strategic Plan Adoption—Parks and Recreation Chapter

Planning Commission: February 17, 2021

Applications

Title: Mink Interchange Expansion Rezoning
Location: 12746 Cobbs Road
Applicant: MBJ Holdings LLC, c/o Aaron Underhill, Esq
Request: Rezoning
Zoning: Agricultural (AG) to Limited General Employment (L-GE)
Commission Action: Approved with conditions

Title: Mink Interchange Expansion Zoning District Conditional Use
Location: 12746 Cobbs Road
Applicant: MBJ Holdings LLC, c/o Aaron Underhill, Esq
Request: Conditional use to allow manufacturing and production uses
Zoning: Agricultural (AG) to Limited General Employment (L-GE)
Commission Action: Tabled

Title: Jug Street South Rezoning
Location: 13607 and 13525 Jug Street
Applicant: MBJ Holdings LLC, c/o Aaron Underhill, Esq
Request: Rezoning
Zoning: Agricultural (AG) to Limited General Employment (L-GE)
Commission Action: Approved with conditions

Title: Jug Street South Zoning District Conditional Use
Location: 13607 and 13525 Jug Street
Applicant: MBJ Holdings LLC, c/o Aaron Underhill, Esq
Request: Conditional use to allow manufacturing and production uses
Zoning: Agricultural (AG) to Limited General Employment (L-GE)
Commission Action: Tabled

BOARD AND COMMISSIONS

FEBRUARY 2021

Planning Commission Continued:

Title: Ganton Parkway West Phase 1 Final Plat
Location: Generally located west of Beech Road and south of Worthington Road
Applicant: City of New Albany
Request: Final Plat
Zoning: Limited General Employment (L-GE)
Commission Action: Approved

Other Business: Engage New Albany Strategic Plan Workshop
Amendment to Codified Ordinance Chapter 1153

Board of Zoning Appeals: February 22, 2021

Applications

Title: Variance—Central College Medical Office Building
Location: Generally located at the northwest corner of Central College Road and New Albany Road East
Applicant: Advanced Civil Design, Inc.
Request: Variance
Zoning: Office Campus District (OCD)
Commission Action: Approved

Architectural Review Board: February 24, 2021

Applications : None

Other Business: Engage New Albany Strategic Plan Adoption—Village Center Land Use and Focus Areas

PROJECT UPDATES
FEBRUARY 2021

ENGAGE
NEW ALBANY

You're part of the plan

February Strategic Plan Update

Draft Plan Review

At the end of December, a major milestone was achieved when MKSK provided a final draft of the plan to the city staff. An electronic copy of Engage New Albany was distributed to the steering committee members. The staff received feedback from various committees ranging from grammatical and contextual items to policy questions and suggestions about the development standards for hamlets and the mixed use district.

The Parks & Trails Advisory Board reviewed and endorsed the parks and recreation chapter of the plan during its meeting on February 1st. The board members provided feedback on the wording regarding the city's support of a future community center in order to accurately reflect the desire and community's need for such a facility.

The Architectural Review Board reviewed and endorsed the Village Center chapter of the plan during a special meeting on February 24th. The board recommended additional board and commission reviews as part of the entitlement process for hamlets and the mixed-use district in order to ensure the high quality architectural and site planning envisioned in the document is fully accomplished.

The staff and MKSK workshopped the entire plan with the Planning Commission during its meeting on February 15th. Background data on build out and population projections, and new components of the plan such as hamlets and the mixed use district was provided by MKSK. The staff and the commission discussed the application of the plan and the necessary rezonings needed to create the hamlets.

Schedule & Next Steps

The planning team is preparing for upcoming presentations to the city's Planning Commission and city council as part of the adoption process.

Adoption Schedule

Planning Commission Adoption
City Council Workshop
City Council Adoption

March 1st

March 2nd

March 16th

PROJECT UPDATES

FEBRUARY 2021

Electronic Plan Review and Permitting Software

Anticipated completion date: June 2021 (Software Buildout)

Project Description:

The staff will identify, evaluate and recommend for selection a software package that will automate the plan review and permitting process of the department. The evaluation will include a detailed cost/benefit analysis of the software package, as well as an assessment of the specific user interface, workflow and data capabilities. The staff will also establish a transition plan necessary to implement the selected software into the daily operations of the department and create a communication plan to share any changes and updates with residents, contractors and consultants. After the software is accepted by city council, the staff will buildout and implement the new software.

Status Update:

An implementation committee was formed within the development department that has started to plan the software buildout and implementation with Accela staff. Staff continued to work through the analysis phase which involves creating workflows, modifying existing Accela module applications, and identifying changes that need to be made to the standard Accela template.

Next Steps: The staff will work closely with technical support staff from Accela to continue the software buildout.

Inventory & Analysis of Building Records and Conditional Occupancies

Anticipated completion date: March 2021

Project Description: The staff will review and close all commercial and residential building permit records that are not currently active. Additionally, each permit will be electronically closed in CityView and physically inventoried with VRC (formerly known as FireProof) in accordance with our records retention policy.

Status Update: The staff continued to review and close out inactive building permits. The building inspectors continued taking inventory of expired permits that need closed out.

Change of Occupancy Procedures

Anticipated Completion Date: March 2021

Project Description:

The staff will establish an updated procedure to better facilitate changes of occupancy within existing buildings that do not include a building modification. This update seeks to simplify the city's current change of occupancy policy while providing assurance that conformance with applicable zoning and fire codes is maintained. This will also result in reduced costs to property owners and will expedite and streamline the issuance of a change of occupancy permit.

Status Update:

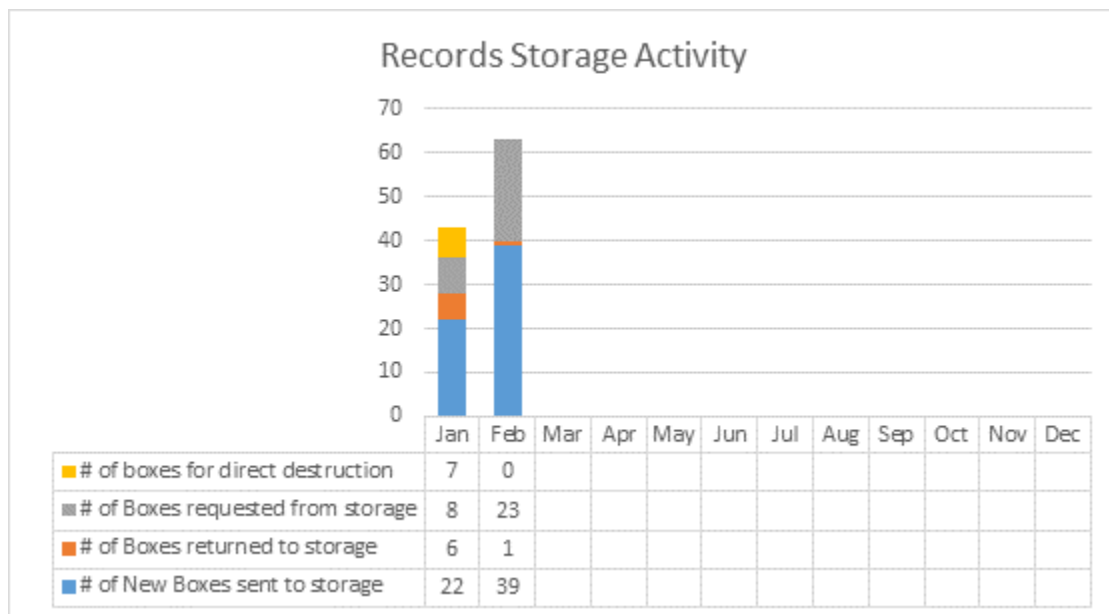
No update for the month of February.

Next Steps:

- The staff will conduct additional research to further compare and contrast our policies with 2-3 additional peer communities.
- The staff will collaborate with our chief building official to recommend policy changes and to create any necessary forms.

FEBRUARY 2021

Project Description: VRC (formerly known as Fireproof) is the company that provides record storage for the city. The department sends records to storage after the project / permits are completed or when the record is no longer needed. These records are inventoried in boxes. Boxes are frequently called back to the city offices for reasons that include but are not limited to public records requests and research purposes. This graph shows the monthly activity between the department and VRC.



PLANNING PROJECT UPDATES

FEBRUARY 2021

Taylor Farm Plan

Anticipated Completion Date: Spring 2021

Project Description:

Develop initial design strategies and schematic design documents including a site plan with narrative descriptions of major systems, amenities and materials for the Taylor property. This project is comprised of the 88 acre +/- Taylor Farm Park and the 10 acre +/- Taylor Home site.

Historical Context:

The site consists of a total of three wetland cells encompassing the majority of the previously farmed area. An effort has been made to preserve the tree row along the rear and side of the homestead and subdivision. The team primarily discussed how the size of the three wetland cells may affect the homestead site programming and the city's ability to construct leisure trails throughout the entire property.

An updated site plan was submitted that met staff's remaining comments:

- The wetland cell located east of the Taylor Home site was revised to allow the same streetscape treatment that is established on the south side of Dublin-Granville Road with the understanding that the southern edge of the cell needs to be naturalized so it's not a straight edge.
- There is at least a 50 foot setback between leisure trails and residential lots.
- There is an 80-85 foot buffer on the east side of the Taylor Home site in order to achieve flexibility in the design of the future homestead uses.

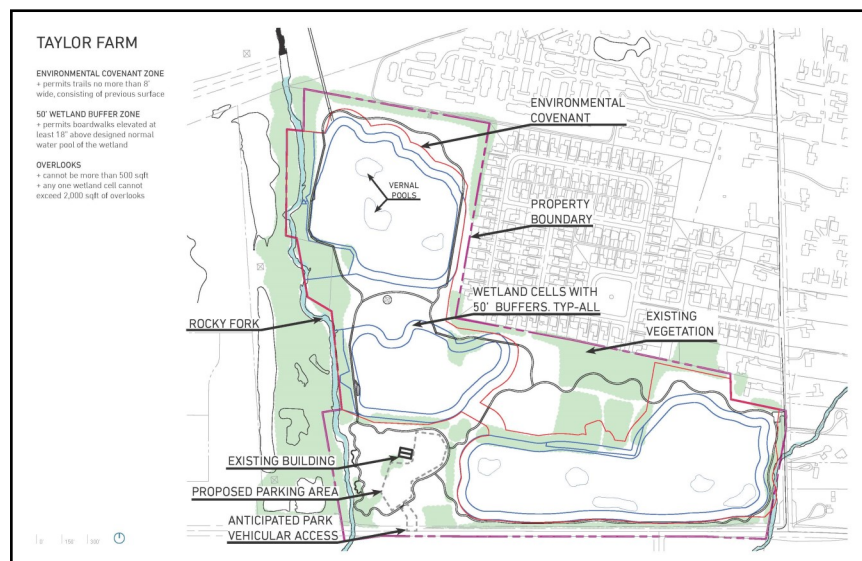
With the exception of the homestead, this latest update includes all of the schematic phase 1 improvements including streetscape along the public roads, grading, and layout for a leisure trail network. The staff shared this schematic plan with city council during their capital workshop retreat. The plan was received favorably and subsequently the construction design documents for the parking lot and leisure trail system were ranked as a 2021 priority project.

Status Update:

There are no status updates to report for the homestead. The city received a contract proposal from MKSK and EMH&T to create the construction plans for the phase 1 improvements to the farmstead. Staff is reviewing the proposal and anticipates construction to begin in the spring. The phase 1 improvements do not include the homestead.

Next Steps:

Our opinion is that it is best to wait for MKSK to finish the Parks Framework Plan since it includes programming recommendations for this area. Once the framework plan is finished, the staff can complete the homestead planning with some real site information that is consistent with other planning efforts.



PLANNING PROJECT UPDATES

FEBRUARY 2021

Village Center Parking Strategy

Anticipated Completion Date: Spring 2021

Project Description:

Examination of existing and future parking needs in a comprehensive, data driven manner as necessary to develop a plan that provides targeted parking recommendations to facilitate the continued growth of the Village Center. The project deliverables include:

- Data validation of the parking model recommendations and traffic data analysis to ensure the parking recommendations and existing roadways are in alignment (transportation consultants Wells & Associates).
- Development of a Build-Out Plan that includes a range of future development scenarios varying in density and scale to adequately understand the impact on future parking and the overall transportation network (i.e. traffic).
- Short-term parking management strategies to address existing parking needs and long-term parking management strategies that anticipate future development conditions. Certain areas within the Village Center may be assigned multiple long-term parking management strategies based on the consensus plan.
- A phasing plan as well as an order of magnitude costs for the parking improvements recommendations.
- The plan will link parking and street improvements to density or other quantitative measure rather than time. This will allow the plan to remain relevant regardless of the timeframe that the Village Center builds out or how it might build out. It will also provide options for the city when evaluating proposed development projects.
- The traffic studies from the engineering firm Carpenter Marty and MORPC will be used to inform final parking recommendations in the final deliverable. The final report will tie parking recommendations to these traffic studies.

The working group includes the following members:

- Tom Rubey, The New Albany Company
- Jennifer Chrysler, Director of Community Development
- Adrienne Joly, Director of Administrative Services
- Mike Barker, Deputy Director of Community Development
- Steve Mayer, Planning Manager
- Chris Christian, City Planner
- Jeff Pongonis, MKSK
- Chris Hermann, MKSK

Historical Context:

The traffic consultant, Wells & Associates, finished their review of two proposed extensions of Market Street in November. The traffic simulation analysis concluded that connecting Third Street to Market Street results in overall less car travel delay within the Village Center. This connection, along with other intersection improvements at Main Street and Third Street, provides the most efficient flow of vehicular traffic. The simulation modeled AM/PM peak travel times based on anticipated development in the year 2031.

PLANNING PROJECT UPDATES

FEBRUARY 2021

Village Center Parking Strategy continued...

The working group met in August to review key takeaways and recommendations:

- Key Takeaway #1: Rose Run II & Locust Alley
 - There were two parking districts that have been combined.
 - The group decided that this district requires a low and high density development scenario.
 - Provides parking for historic Village Center to the north of the site.
 - Explore on-street parking near Main Street dogleg. Implementation of the Market Street extension will make this feasible.
- Key Takeaway #2: Market & Main Continued Growth
 - Any new development will park itself.
 - Need to acknowledge timing and staging of future construction projects and materials may create temporary parking deficits.
 - Developers are responsible for producing a parking solution during construction.
 - At the completion of Market & Main development, the new parking created will likely be part of a regional parking solution during off-peak hours. (ie: event parking for McCoy and Amp).
 - RAMSA plan was created prior to Rose Run I's completion. An updated development plan will be required to address the new park and understand parking requirements for this district.
- Key Takeaway #3: Market Street Extension
 - Traffic bypass through town – reduces pressure on High (605) & Main (62) intersection to allow a more pedestrian friendly environment to walk to parking.
 - This new alignment may present options for new pocket parking lots (15-20 spaces each) around the Historic Core.
- Key Takeaway #4: 9 Acres
 - The district must park itself.
 - If the district cannot park itself then a shared agreement for a parking structure at Rose Run II must be in place.
- Key Takeaway #5: Park Once!
 - Enhancing the pedestrian experience from parking space to destination (ie: alleys, streetscapes) will increase likelihood people will walk.
 - Shared parking solutions are potentially available at Learning Campus parking available during non-school hours for event parking overflow.
 - Wayfinding solutions should be discussed for all types of parking (e.g lots, on-street, shared, etc.) and for local Village Center destinations.
- The idea of a “decision schedule” was introduced as a means for the city to prioritize improvements and determine when infrastructure improvements are needed based on the scale of private developments.

PLANNING PROJECT UPDATES

FEBRUARY 2021

Village Center Parking Strategy continued...

Status Update:

- The consultant and the city staff provided an update to city council on the initial findings and draft recommendations of the plan. The staff provided an overview of traffic modeling data, parking blocks, current conditions, and recommendations for parking scenarios based on anticipated future growth.
- The city council comments/discussion included:
- How AADT (annual average daily traffic) compares to other cities
- While the data shows there is sufficient parking at the Heit Center lot, there is a perception that people are having to park too far away.
- Best practices and the parking space to building area ratios used for the parking standards.
- The impact of traffic from school campus on public streets. The staff acknowledged the issue and commented that there are limits to infrastructure improvements. The goal of this plan is to balance operational and infrastructure improvements.

Next Steps:

- MKSK will continue working on the build-out plan, create scenarios for the historic Village Center and “decision schedule” drafts.
- Once there is final agreement on the build-out plan, it will be used to create draft recommended parking assignments and recommendations for each parking district.
- The staff will provide city council an update along with draft strategies and recommendations from the plan during their February 16th meeting.

PLANNING PROJECT UPDATES

FEBRUARY 2021

Parks Framework Plan

Anticipated Completion Date: Spring 2021

Project Description:

Development of a park system hierarchy complete with park typologies, use sheds, and program elements and components for each existing and future park. These recommendations will be used as a tool for the city to evaluate and prioritize future improvements for each unique park location. The project's deliverables include:

- Improvement recommendations for the facilities in each neighborhood park based on an assessment, analysis, and hierarchy developed out of the planning effort.
- Recommendations will include a basic diagram and descriptive narrative.
- A phasing plan and an order of magnitude costs to accomplish the recommended improvements.

The project working group includes the following members:

- Dave Wharton, Director of the NA Joint Parks District
- Abbey Brooks, Healthy New Albany and Parks and Trails Advisory Board
- Tom Rubey, The New Albany Company
- Jennifer Chrysler, Director of Community Development
- Adrienne Joly, Director of Administrative Services
- Steve Mayer, Planning Manager
- Chris Christian, City Planner
- Andrew Overbeck, MKSK
- Jeff Pongonis, MKSK
- Chris Hermann, MKSK

Historical Context:

The third and final working group meeting was held in August. MKSK presented the following:

- Park hierarchy consisting of four types:
 - Neighborhood Playground
 - Neighborhood Parks
 - Parkland Preservation
 - Destination Parks
- For each park hierarchy type, the draft plan includes:
 - General recommendations
 - Locations of each throughout the community
 - A "playbook of amenities" consisting of types of equipment, seating, landscaping, and other types of programming.
- The working group was supportive of the draft. The working group discussed the following details of the plan:
 - The Miracle Field area is not included in the plan because there is not enough space to provide desired amenities. Additionally, it is private property and the rest of the parks included in the plan are all publically owned.
 - The "playbook of amenities" should include pre-selected materials and colors for equipment. There are two main age groups for playground equipment: 2-5 and 5-12 years old. The "playbook of amenities" should be broken down by age group.
 - The group still wants to be disciplined with playground aesthetics but at the same time wants to provide more dynamic programming and design.
 - Park maintenance should be considered in the plan.
 - Park access should be contemplated. Access meaning how easy it is to find a park. An example is Byington Park which has a narrow walkway between to homes as an entrance. It is easy to miss.

PLANNING PROJECT UPDATES

FEBRUARY 2021

Parks Framework Plan continued...

- The working group virtual meeting was recorded. The staff was able to share the video with members of city council so they can see and hear, firsthand, the presentation and feedback from the group.
- MKSK presented the analysis and recommendations to city council during their capital retreat workshop. City council prioritized the recommended improvements in neighborhood parks for the 2021 budget. City council set a goal to improve at least 2-3 parks per year until all of the neighborhood parks are updated. The number of parks updated annually may fluctuate dependent on overall budget and the costs necessary to upgrade each park.
- MKSK finalized the draft plan which includes the “playbook of amenities” to pick and choose park improvements for each neighborhood park based on the feedback from the working group.
- The playbook consists of:
 - Three options for the primary play structure.
 - Three options for complementary activities.
 - Options for additional individualized components.
 - Finishes, site amenities, selection for colors, benches and landscaping.
 - All of the options listed above can fit within the existing 50'x50' square mulched areas. There are 27 total different combinations possible based on the pre-selected equipment.
 - All of the 50'x50' square mulched areas are proposed to have a solid rubber surface to make it ADA accessible.
 - An order of magnitude costs for each playground.

Status Update:

- The planning team continued reviewing playground material and designs from various vendors and manufacturers based on comments from the stakeholders.
- Since an extensive search for the appropriate playground equipment is necessary to ensure the needs of the community are met while balancing the playground design/aesthetics, the staff and MKSK decided to pull the “playbook of amenities” from the Parks Framework Plan so it can act as a standalone document. This will allow staff to proceed and finalize the remainder of the Parks Framework Plan while an extensive search for the appropriate playground equipment continues.
- The staff coordinated park upgrades to Sumption Park in the New Albany Links subdivision with the HOA. The HOA and the city are partnering to provide the addition of a climbing structure, upgraded play surface, benches, picnic tables and a redesigned seating/shade structure. The city’s goal is to have the benches, seating, and shade structure match other public parks to achieve a cohesive design with the other subdivision playgrounds.

Next Steps:

- The planning team is reviewing playground material and designs. Once a playground equipment vendor and design is selected the “playbook of amenities” will be updated.
- Once the draft plan and the “playbook of amenities” is completed, the staff will identify parks to improve and get an estimated cost for the 2021 budget. In addition to park maintenance.
- Once the complete draft plan document is finished, the staff will send a copy to the entire working group for review.

ECONOMIC DEVELOPMENT UPDATE

FEBRUARY 2021

Economic Development Plan Update

Anticipated Completion Date: January 2021

Project Description:

This project is an update to the economic development plan adopted in 2006. The city created an RFP for services in February 2020 after review and approval from the Community Improvement Corporation (CIC). The CIC serves as the “steering committee” for the project. The RFP was sent to twelve firms. Three firms (one local and two from outside of the state of Ohio) responded to the request. A small committee comprised of staff and the president of the board of trustees of the CIC reviewed the proposals and made a recommendation to the city manager to enter into contract with Camoin 310. Camoin was the consultant that developed the original plan adopted in 2006. The contract includes a scope of services as follows:

- An economic baseline report that includes an analysis of the region’s current economic situation and the city’s role in the regional economy; identification of the city’s competitive assets and opportunities for generating economic activity; and, a comparison of the city’s position relative to the region and the nation (where appropriate). The baseline report will also include the following specific information:
 - Demographic and socioeconomic profile of the community;
 - Economic, industry and business data and trends; and,
 - Workforce and skills assessment.
- An inventory of economic drivers, i.e. site availability, land use policies and regulations, private sector investments, which will shape the creation of an Action Map. The Action Map is the main tool for implementation and will identify specific economic drivers that will be critical to move forward with economic strategies that are resilient and practical for implementation.
- An action plan matrix in the form of a table or spreadsheet and final report that includes business attraction strategies, business retention strategies, recommendations for improving the business climate and strategies to build on existing assets.

Status Update:

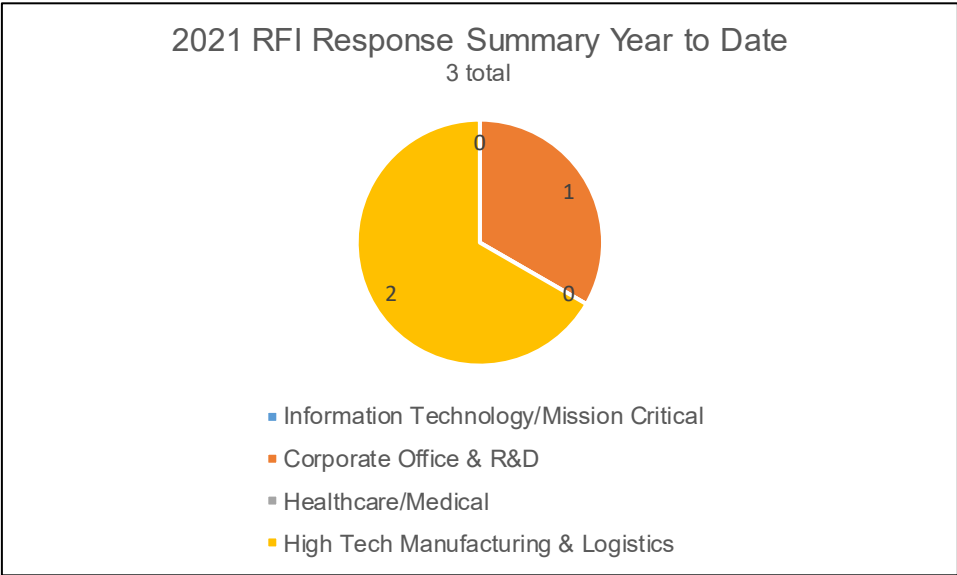
The final plan is complete.

ECONOMIC DEVELOPMENT UPDATES

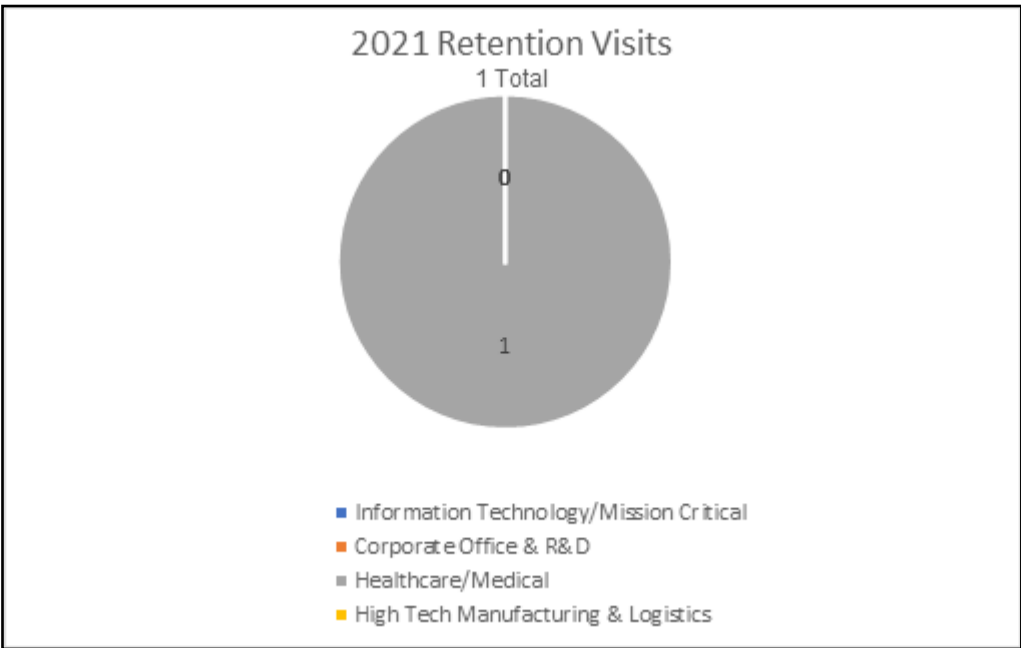
FEBRUARY 2021

Requests for Information

This chart describes the number and type of Requests for Information (RFI) responses submitted by the department by month. To date, the department has responded to 3 RFIs representing 80 total acres, 180,000 square feet and \$15M total investment. All of the responses to date have been for prospects in the high tech manufacturing & logistics industry and Corporate Office & R&D.



Business Retention and Expansion



ECONOMIC DEVELOPMENT UPDATES

FEBRUARY 2021

Business Retention and Expansion

American Regent - 6610 New Albany Road East

- American Regent develops, manufactures and supplies high-quality sterile injectables for healthcare providers;
- The company is headquartered in New York;
- Since April 1, 2020, the company has hired approximately 220-230 employees, of which approximately 60% are located in the Columbus market;
- Operators responsible for filling operations and Aseptic Cleaner positions have been the most challenging to recruit and maintain;
- To assist in recruiting prospective employees, the company requested more information to be connected with veteran resource groups;
- The company hopes to build a better brand locally, so they are going to put more resources towards gaining visibility in the local market.
- The company expressed tentative interest in being featured on New Albany's economic development website to promote their business and advertise available positions.

INNOVATE NEW ALBANY FEBRUARY 2021

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

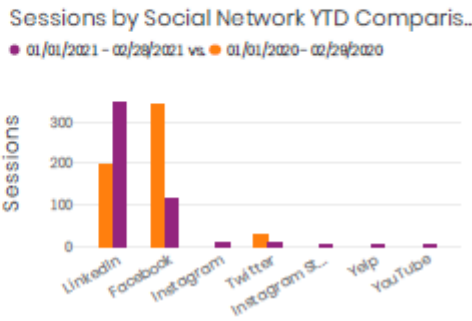
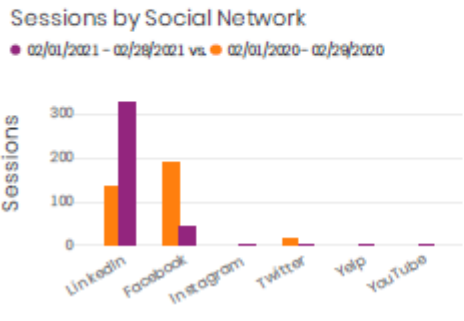
From 02/01/2021 until 02/28/2021

Page Title	Pageviews	Avg. Time on Page	Entrances	Exits	Bounce Rate (%)
Display - Events Innovate New Albany New Albany, Ohio	14,029	0:00:01	57	57	50.88%
AI: Not Futuristic. Solving Big Problems. Here & Now. (LIVESTREAM) Innovate New Albany	890	0:02:14	620	623	70.81%
Innovate New Albany New Albany, Ohio	435	0:01:21	330	207	49.39%
Events Archive Innovate New Albany	172	0:01:04	61	71	63.93%
Solving the Right Problems First (LIVESTREAM) Innovate New Albany	138	0:01:58	74	72	47.30%
Entire Site	17,223	0:00:10	1,884	1,884	65.99%

INNOVATE NEW ALBANY

FEBRUARY 2021

Social Media Platforms – This shows the importance of active and engaging social media posts. This stat will always be compared to the previous year.



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 02/01/2021 until 02/28/2021

● Organic Search	29.11%
● Direct	27.39%
● Email	23.32%
● Social	14.87%
● Referral	5.32%

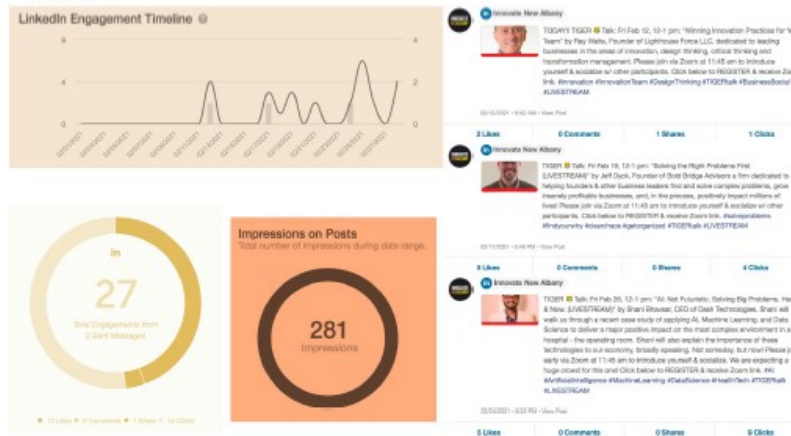


INNOVATE NEW ALBANY

FEBRUARY 2021

Social Media Section – LinkedIn

LinkedIn



MailChimp Section

Subscribers: 3,600

Avg. Open Rate: 15.9%

Avg. Click-Thru Rate: 1.1%

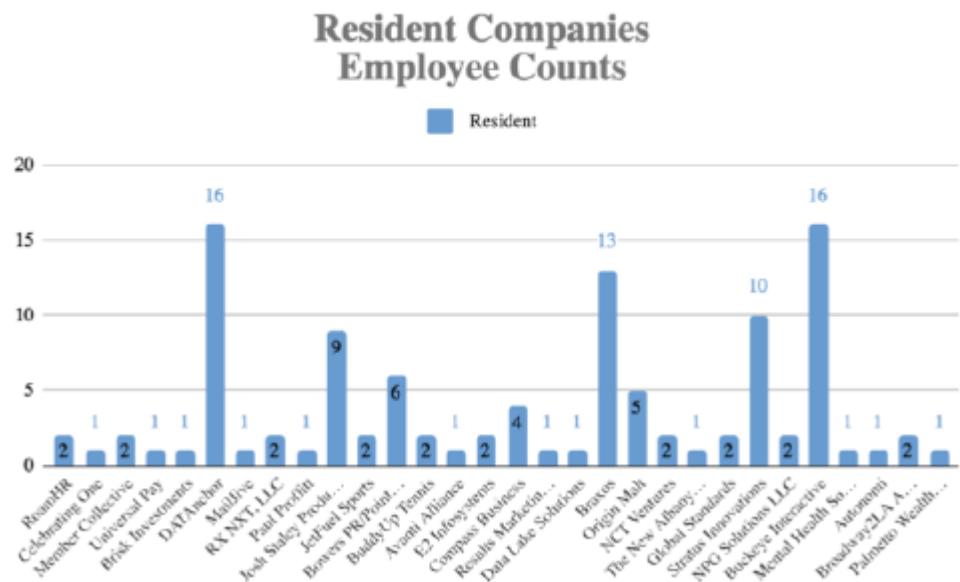
Metrics by Campaign

From 03/04/2021 until 03/04/2021

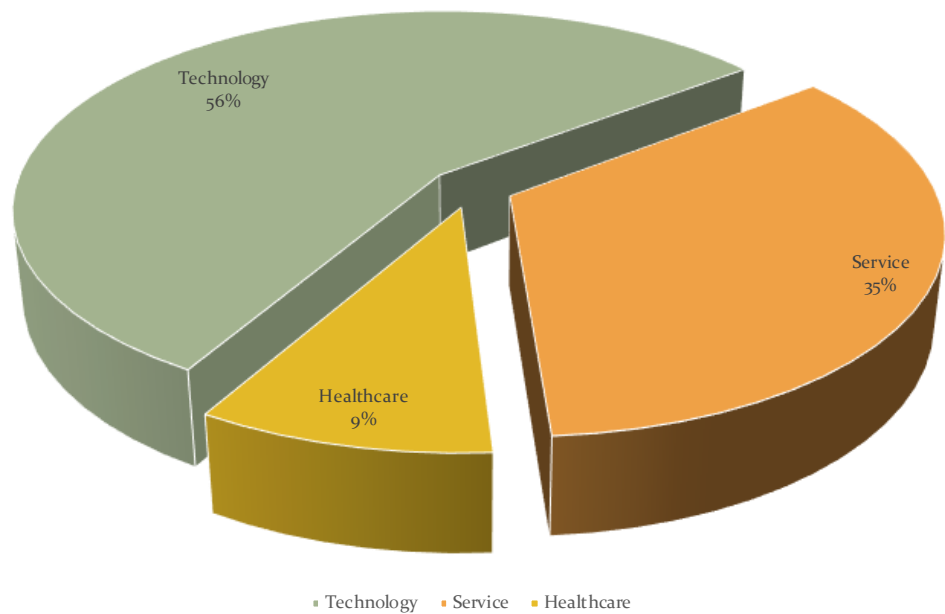
Campaign	Sent On	Unique Opens	Open Rate	Unique Clicks	Click Rate
02-25-21 – TIGER 🐅 Email – 3 Events – Fri Feb 26, Wed Mar 3, Fri Mar 5 – last chance for 0226	02/25/2021	519	14.25%	99	0.77%
02-23-21 – TIGER 🐅 Email – 3 Events – Fri Feb 26, Wed Mar 3, Fri Mar 5	02/23/2021	559	15.73%	76	0.93%
02-15-21 – TIGER 🐅 Email – 4 Events – Feb 19, Feb 26, Mar 3, Mar 5 (copy 01)	02/18/2021	565	16.12%	34	0.91%
02-15-21 – TIGER 🐅 Email – 4 Events – Feb 19, Feb 26, Mar 3, Mar 5	02/15/2021	564	16.19%	109	1.35%
02-08-21 – TIGER 🐅 Email – 3 Events – Feb 12, Feb 26, Mar 5 (copy 01)	02/11/2021	540	15.55%	75	1.04%
02-08-21 – TIGER 🐅 Email – 3 Events – Feb 12, Feb 26, Mar 5	02/08/2021	608	17.56%	109	1.67%

INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY
FEBRUARY 2021

Tenant Dashboard



Types of Companies @ Innovate by Industry



INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY

FEBRUARY 2021



Mental Health Soldier



Mental Health Soldier joined Innovate New Albany as a resident company in late 2020. The company was founded by CEO Alenna Smith who lives in New Albany. Alenna is a board certified Psychiatric Mental Health Nurse Practitioner. She received her master's degree in nursing at The Ohio State University in Columbus, Ohio.

The company mission is "to close the gap between mental health stigma(s) and welcoming each unique individual through virtual de-stigmatized combat zones and healthcare research." Alenna's specialty is psychiatric nursing across the lifespan. Alenna has extensive expertise treating patients across the lifespan with acute and chronic illnesses and can assess their response to actual or potential alterations/crises in their health and mental state. Alenna sees patients from ages 13 and up via Tele-Mental Health visits. Learn more about Mental Health Soldier

INNOVATE NEW ALBANY

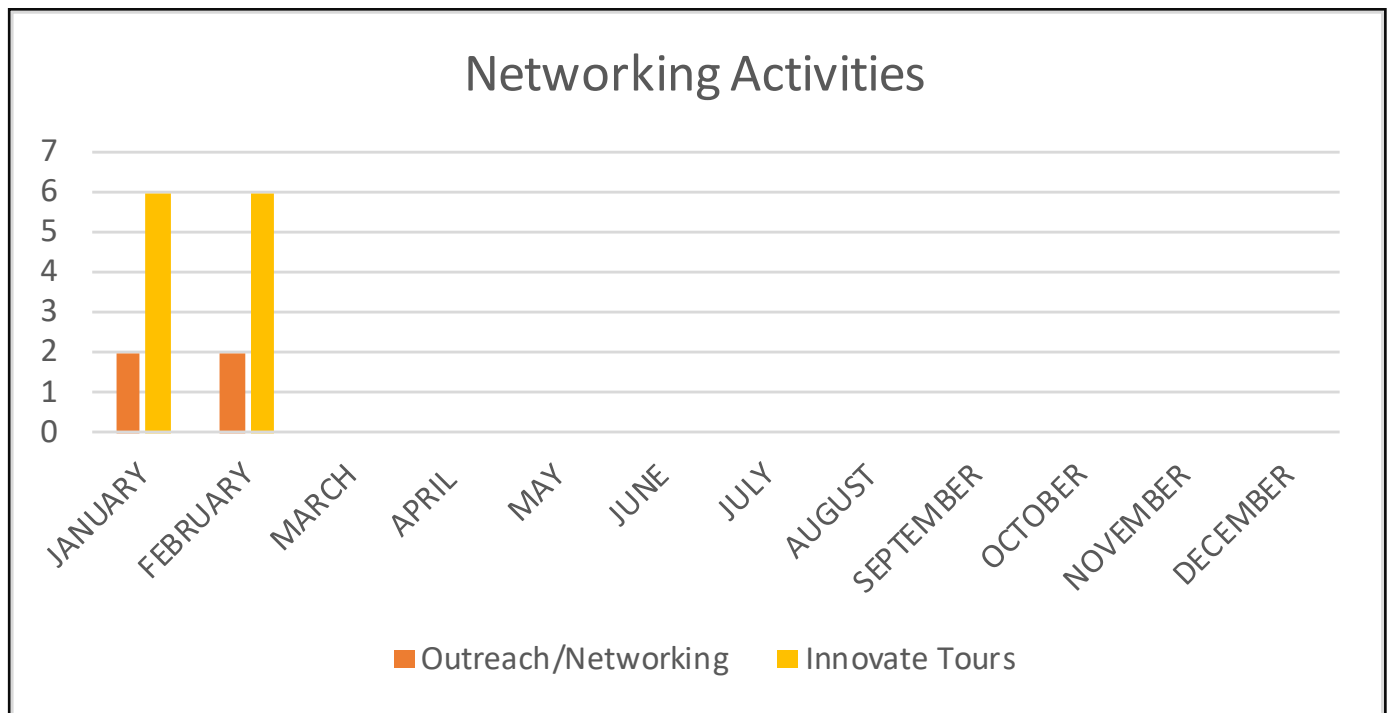
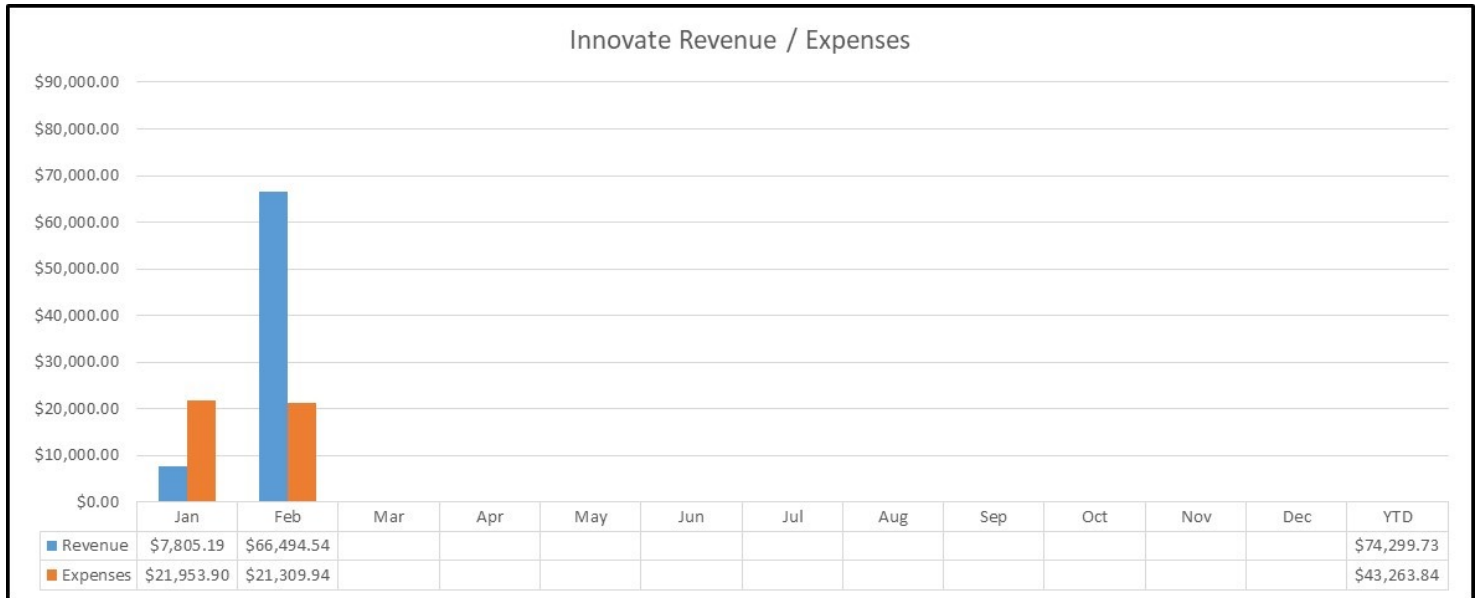
FEBRUARY 2021

March Look Ahead

Event Name	Photo	Date	Event Type
Refined Products for Crowdfunding Success (LIVESTREAM)		3/3/2021	TIGER Talk
Quit Wasting Time & Money On LinkedIn (LIVESTREAM)		3/5/2021	TIGER Talk

INNOVATE NEW ALBANY-NEWS & FINANCIALS

FEBRUARY 2021



PLAN REVIEW

FEBRUARY 2021

Engineering Plan Reviews

There were two (3) engineering plans submitted for initial review. Additionally, there were seven (7) engineering plans that were resubmitted for back check review.

Project Name	Initial Submittal Date	Comments Issued Date	Total Review Time (Days)	Review Time Standard (Days)
Medical Center of New Albany	February 11, 2021	February 26, 2021	15	18
Axium Mink Road Private Site Improvements	February 3, 2021	February 12, 2021	9	18

Engineering Pre-Construction Meetings

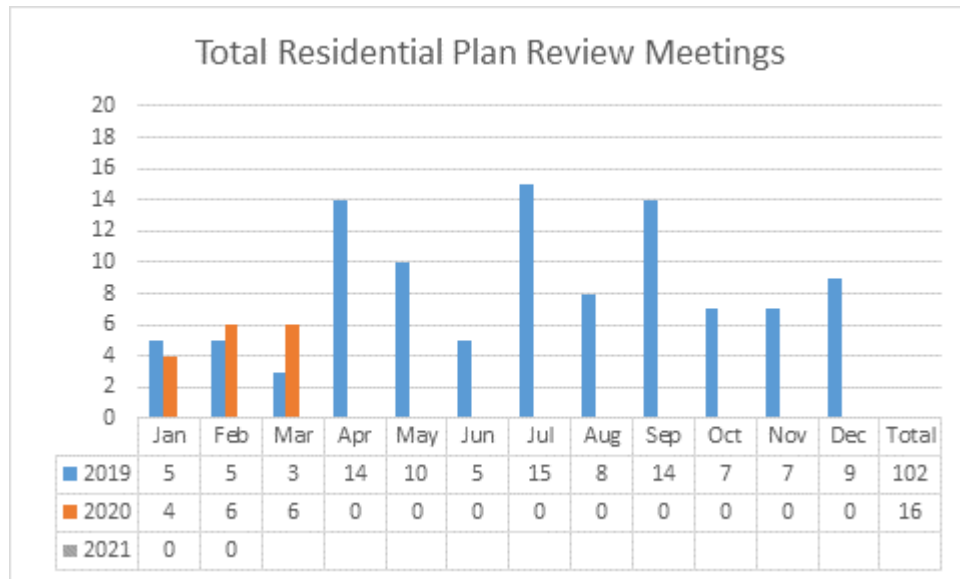
There was one (1) pre-construction meeting in February:

- NBY3 Project

PLAN REVIEW CONTINUED

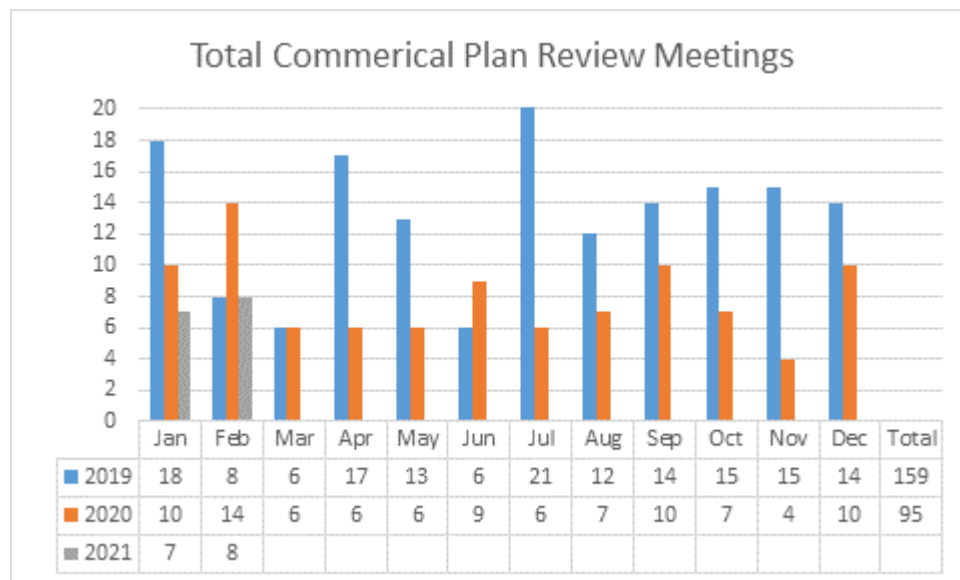
FEBRUARY 2021

Residential Walk-Through Meetings



The development department offers in person meetings for small residential projects with the contractor/owners and the zoning and building plan reviewers. These meetings have not been offered since March 23, 2020 due to COVID-19.

Commercial Walk-Through Meetings



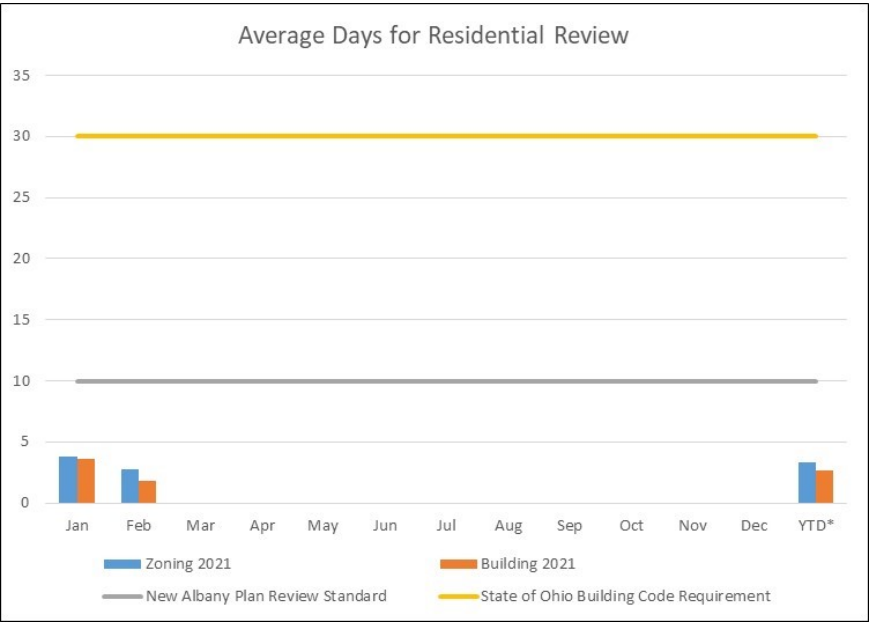
The development department offer in person meetings for commercial projects with the contractor/owners and appropriate city staff to discuss new projects, plan review submissions and occupancy coordination. These meetings have been offered virtually since March 23, 2020 due to COVID-19.

PLAN REVIEW CONTINUED
FEBRUARY 2021

Residential Plan Review



This graph shows the total number of residential plan reviews completed during each month. This includes new projects, response to denials and revisions to approved plans. *YTD is the total from January to the end of current month.



This graph shows the average number of days for residential plan review for building and zoning completed during each month. The state standard from the Board of Building Standards and the city standards are listed as solid lines for comparison.

PLAN REVIEW CONTINUED

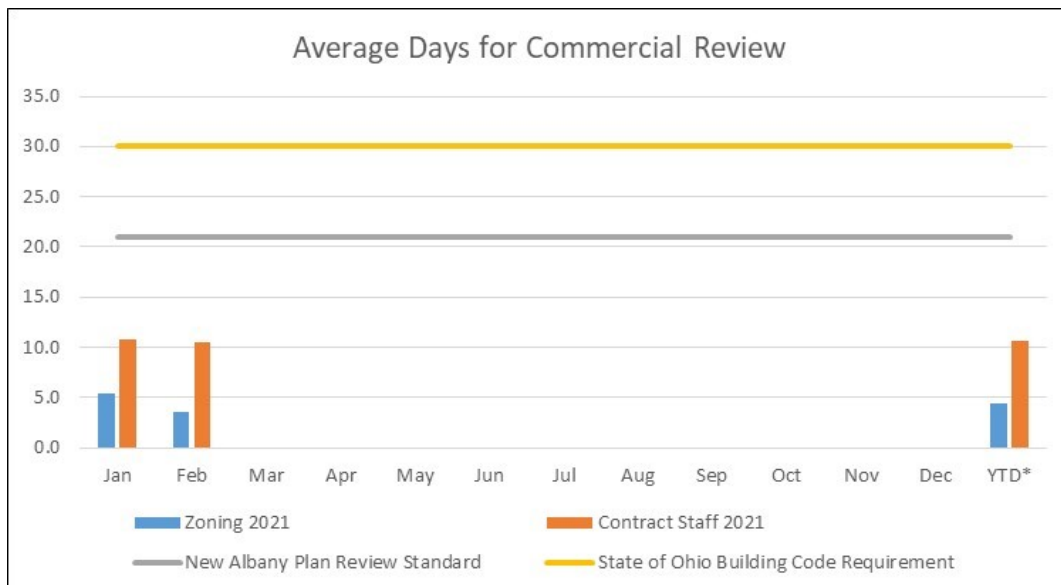
FEBRUARY 2021

Commercial Plan Review



This graph shows the total number of commercial plans reviewed during each month. This includes new projects, response to denials and revisions to approved plans.

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



This graph shows the average number of days for commercial plans reviewed by building and zoning during each month. The state standard from the Board of Building Standards and the city standards are listed as solid lines for comparison.

In February, the city standard was not met due to a period of extended sick leave for both the primary and backup plans examiners.

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

FIELD WORK AND INSPECTIONS

FEBRUARY 2021

Code Enforcement Activity

Address: 3993 Prince George Lane

Date of Complaint: February 9, 2021

Complaint Description: Safety concerns regarding multiple families in home and possible child care business.

Violations: Unknown

Activity: Letter mailed requesting a response to the concerns

Status: Open

Address: 6700 Central College Road

Date of Complaint: January 15, 2021

Complaint Description: Trash and debris in the rear yard

Violations: Accumulation of rubbish or garbage

Activity: Re-inspection completed, violation corrected

Status: Closed

Address: 7145 Central College Road

Date of Complaint: January 13, 2021

Complaint Description: Chickens on property

Violations: Improper Use of property

Activity: Extension granted

Status: Open

Address: Windsor Reserve

Date of Complaint: November 10, 2020

Complaint Description: Fence needs painted

Violations: Fence /Wall

Activity: Extension granted until spring due to weather

Status: Open

Address: 5666 Morgan Road

Date of Complaint: September 29, 2020

Complaint Description: Ceiling damage, interior trash, egress blocked, resident welfare

Violations: Motor vehicle, accumulation of debris (owner refused entry into house due to COVID concerns)

Activity: Re-inspection completed, violation corrected.

Status: Closed

Address: 5065 Johnstown Road

Date of Complaint: September 19, 2020

Complaint Description: Pool without a barrier

Violations: Working without a permit, Pool barrier required

Activity: Permit approved, pending installation

Status: Open

FIELD WORK AND INSPECTIONS CONTINUED

JANUARY 2021

Code Enforcement Activity continued...

Address: 3493 Reynoldsburg New Albany Road

Date of Complaint: July 21, 2020

Complaint Description: Vacant house

Violations: Protective treatment, rubbish and garage accumulation, accessory structure maintenance

Activity: Extension granted until spring due to weather

Status: Open

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

Activity: Pending court proceedings

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: None

Status: On observation

COMMERCIAL PROJECT CONSTRUCTION STATUS FEBRUARY 2021

Village Center

Name of Project: Blue Horseshoe Partners Owner Improvements

Location: 24 E. Main St.

Square Footage: 3,990

Start Date: May 2019

Estimated Completion: Pending tenant commitment

Name of Project: All About Kids Daycare

Location: 96 N. High St.

Square Footage: 22,051

Start Date: Fall 2019

Estimated Completion: January 2021



Amphitheater

Name of Project: United Methodist Church Expansion

Location: 20 Third St.

Square Footage: 24,727

Start Date: Fall 2019

Estimated Completion: May 2021



United Methodist Church Expansion

Name of Project: The Mill Redevelopment

Location: 65 W. Dublin Granville Rd

Square Footage: 6,690

Start Date: Fall 2020

Estimated Completion: Spring 2021

Name of Project: Charleen & Charles Hinson Amphitheater

Location: 170 W. Granville St.

Square Footage: 13,349

Start Date: October 2020

Estimated Completion: Summer 2021



All About Kids Daycare

COMMERCIAL PROJECT CONSTRUCTION STATUS

FEBRUARY 2021

Innovation Campus Way Corridor

Name of Project: VeePak Expansion

Location: 9040 Smith's Mill Rd.

Square Footage: 174,360

Start Date: Summer 2018

Estimated Completion: Spring 2020

Name of Project: Sidecat, LLC—NAO3 Building 2

Location: 1500 Beech Rd

Square Footage: 518,184

Start Date: March 2019

Estimated Completion: Spring 2021

Name of Project: Sidecat, LLC—NAO5&6 Building 3

Location: 1500 Beech Rd

Square Footage: 976,626

Start Date: July 2020

Estimated Completion: July 2023

COMMERCIAL PROJECT CONSTRUCTION STATUS FEBRUARY 2021

Innovation Campus Way Corridor continued...

Name of Project: Montauk Innovations, LLC Building II

Location: 1101 Beech Rd

Square Footage: 281,792

Start Date: January 2020

Estimated Completion: January 2021

Name of Project: VanTrust Site J Building II

Location: 8200 Innovation Campus Way West

Square Footage: 196,000

Start Date: December 2020

Estimated Completion: September 2021

Name of Project: Holiday Inn Express

Location: 1955 Beech Road

Square Footage: 60,164

Start Date: February 2021

Estimated Completion: Summer 2022



Axium Building 3

COMMERCIAL PROJECT CONSTRUCTION STATUS FEBRUARY 2021

Forest Dr./Walton Parkway Corridor

Name of Project: American Regents Expansion

Location: 6610 New Albany Rd East

Square Footage: 178,302

Start Date: June 2018

Estimated Completion: August 2021

Name of Project: Barrington School

Location: 8415 Walton Parkway

Square Footage: 10,360

Start Date: August 2020

Estimated Completion: Spring 2021

Name of Project: Sheetz Gas Station and Convenience Store

Location: 9905 Johnstown Rd

Square Footage: 6,118

Start Date: November 2020

Estimated Completion: Summer 2021

Name of Project: Medical Office Connector Skybridge

Location: 5040 Forest Dr

Square Footage: 2,620

Start Date: January 2020

Estimated Completion: Summer 2021



Sheetz Gas Station



Barrington School

COMMERCIAL PROJECT CONSTRUCTION STATUS FEBRUARY 2021

Partial Occupancy Status

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

Location: 1500 Beech Rd.

Expiration Date: February 2, 2020

Name of Project: Canine Companions

Location: 7480 New Albany Condit Rd.

Expiration Date: February 2, 2020

Name of Project: Duke & Duchess

Location: 9550 Johnstown Road

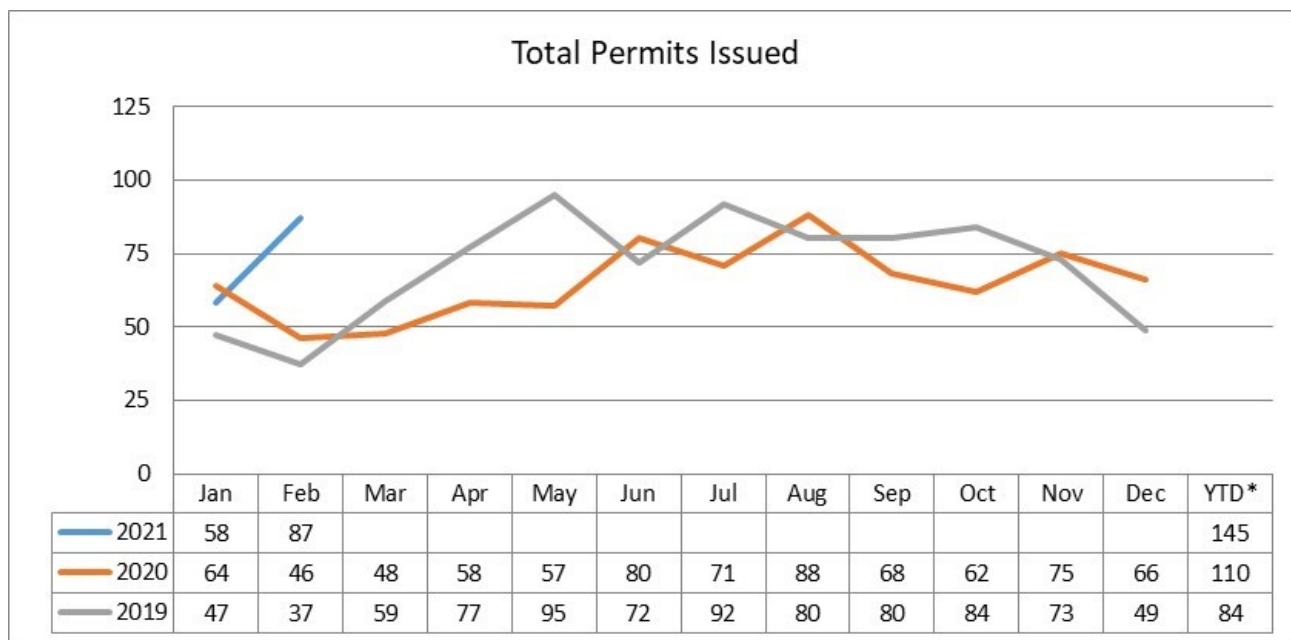
Expiration Date: June 3, 2021

Name of Project: Axium Building 3

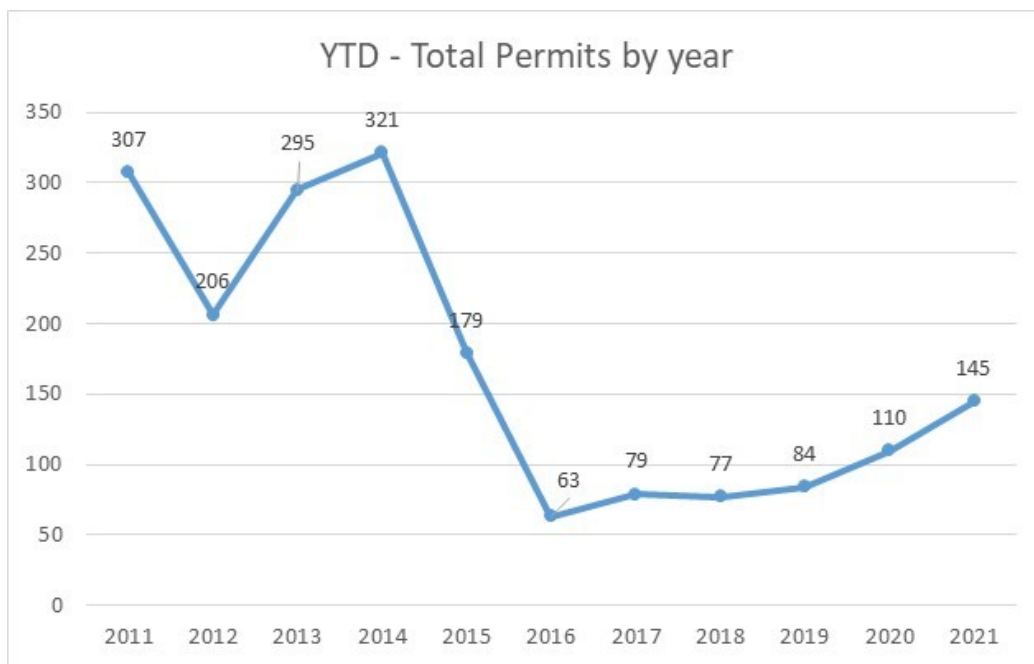
Location: 9043 Smith's Mill Rd

Expiration Date: April 22, 2021

BUILDING AND ZONING STATISTICS FEBRUARY 2021

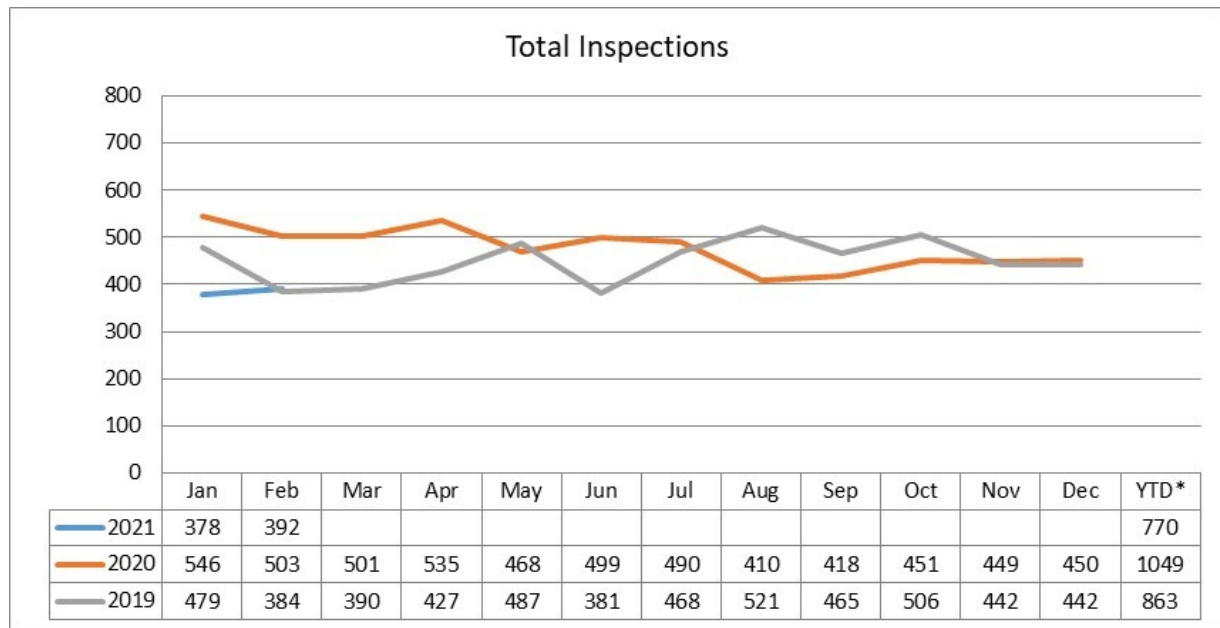


*YTD is the total from January to the end of current month.



This graph represents the number of building and zoning permits issued per year. The significant decrease in the total number of permits in mid-2015 is due to an internal change in process. The change in process combined all permits related to one project into a single permit for ease of tracking and overall project coordination. However, this change does not always reflect the number of plan/permit reviews in a single permit.

BUILDING AND ZONING STATISTICS FEBRUARY 2021



This graph represents the number of building and zoning inspections completed per month.

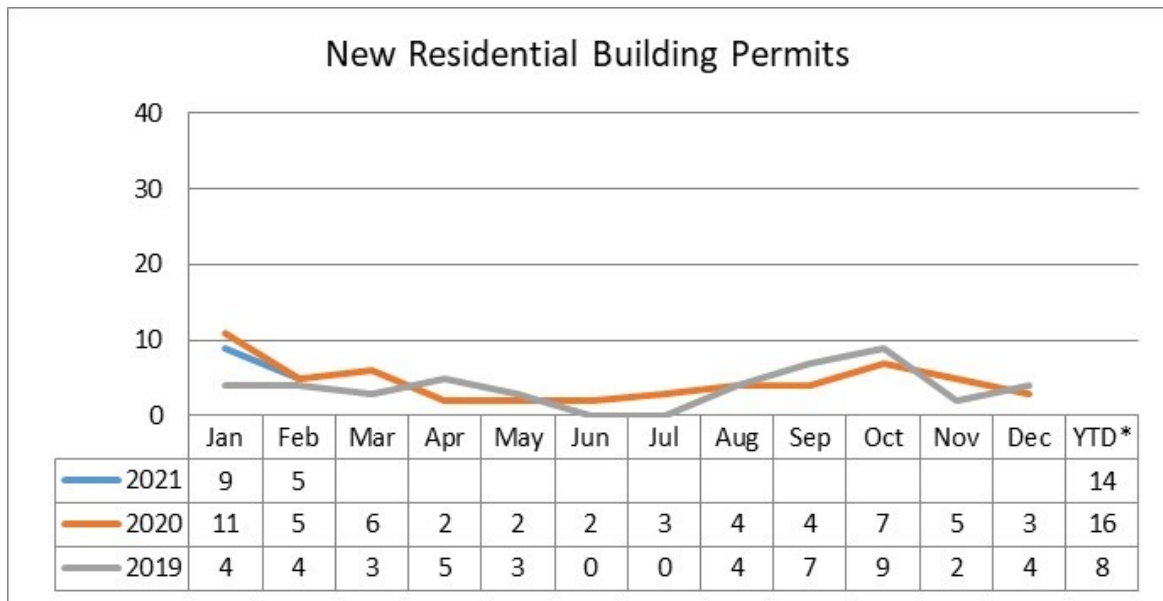
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This graph represents the number of building and zoning inspections completed per year.

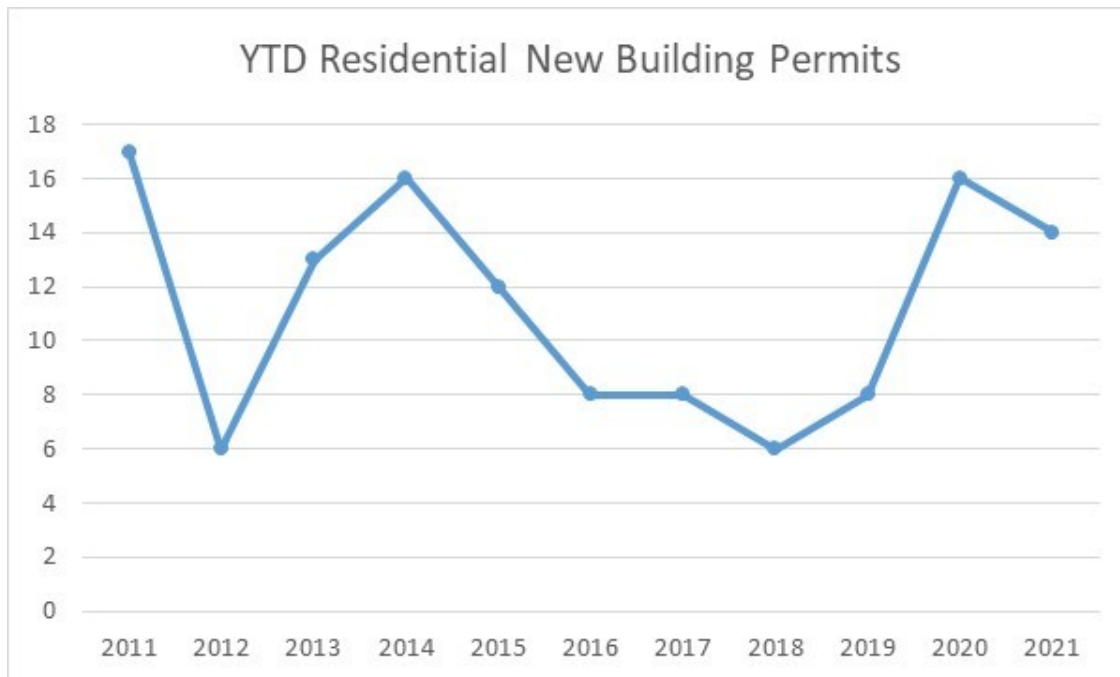
*YTD is the total from January to the end of current month.

BUILDING AND ZONING STATISTICS FEBRUARY 2021



This graph represents the number of new residential permits per month over a three year period of time.

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



This graph represents the total number of new residential permits issued per year over a 10 year period.

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

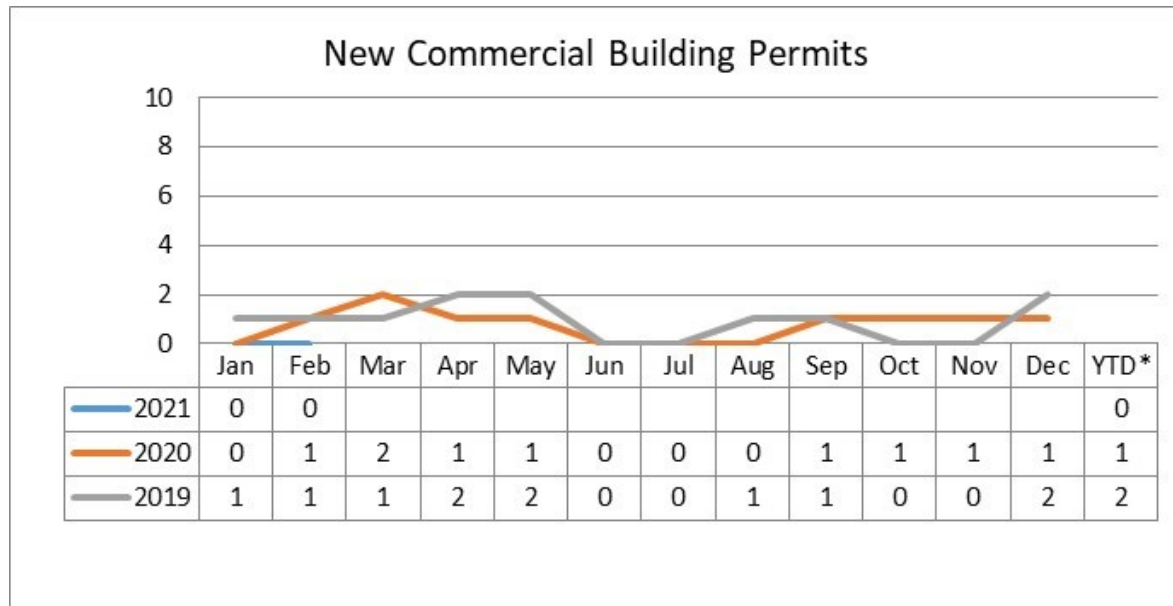
RESIDENTIAL BUILDING STATISTICS

FEBRUARY 2021

Subdivision Summary			
Subdivision	Total lots	Built lots	Available lots
Courtyard at New Albany	105	48	57
Nottingham Trace	240	35	205
NACC 28 (Ebrington)	66	33	33
NACC 29 (Oxford)	30	19	11
Millbrook	30	30	0
NACC 22	43	41	2
Hawksmoor	16	10	6
NA Links 13-1	19	18	1
NACC 20-3	23	19	4
NACC 24	28	26	2
NACC 11/11a	102	99	3
NACC 26 (Highgrove Farms)	8	7	1
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

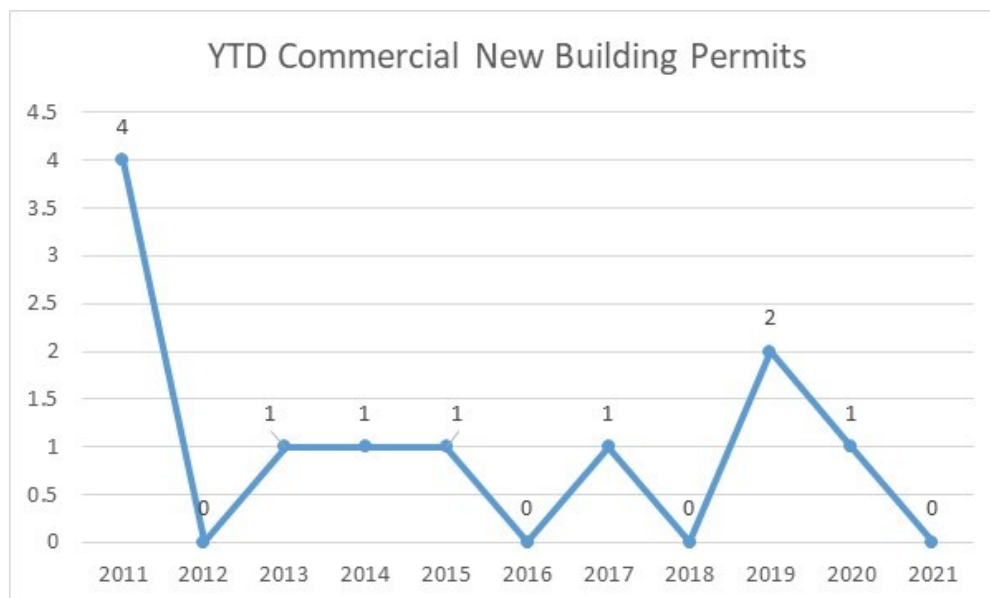
*YTD is the total from January to the end of current month.

COMMERCIAL BUILDING STATISTICS FEBRUARY 2021



This graph represents the number of new commercial building permits per month over a three year period of time.

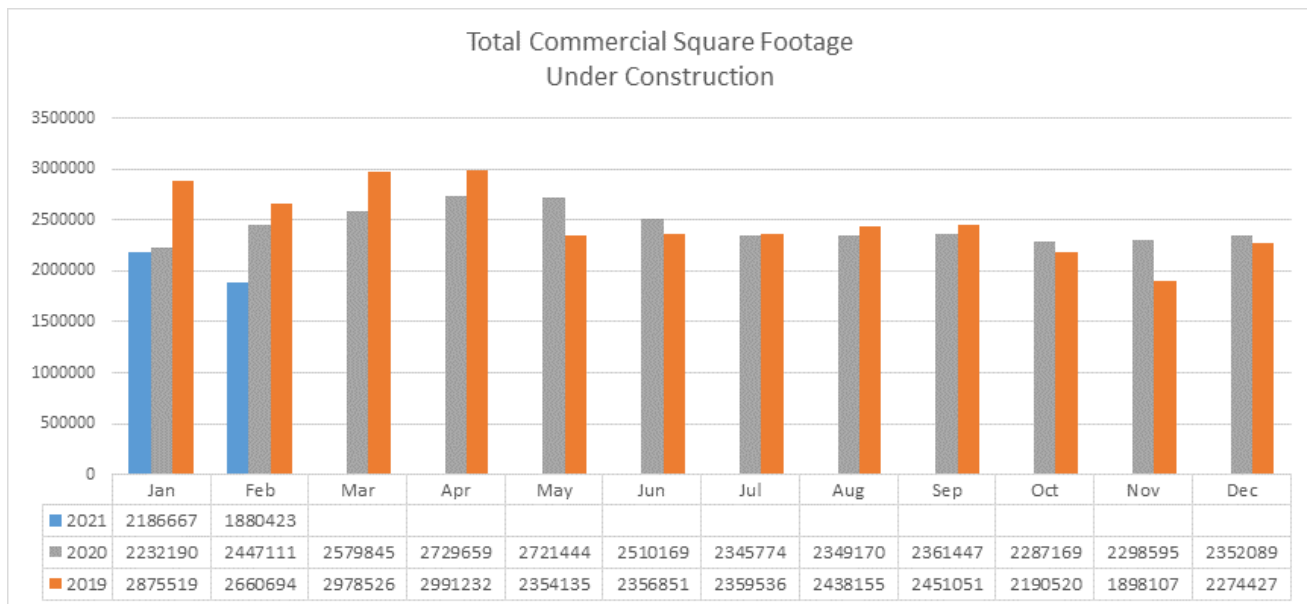
*YTD is the total from January to the end of current month.



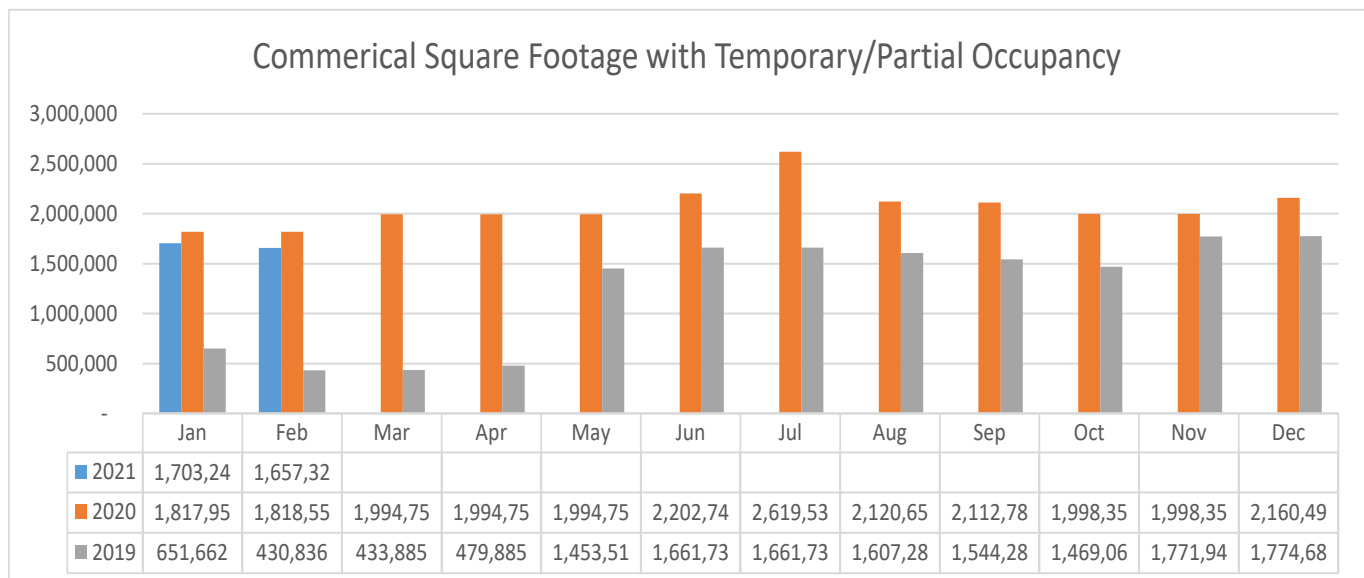
This graph represents that number of new commercial permits issued per year over a 10 year period of time. The large increase in 2013 was a result of permits pulled for Walcott Manor, a multi family subdivision.

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

COMMERCIAL BUILDING STATISTICS FEBRUARY 2021

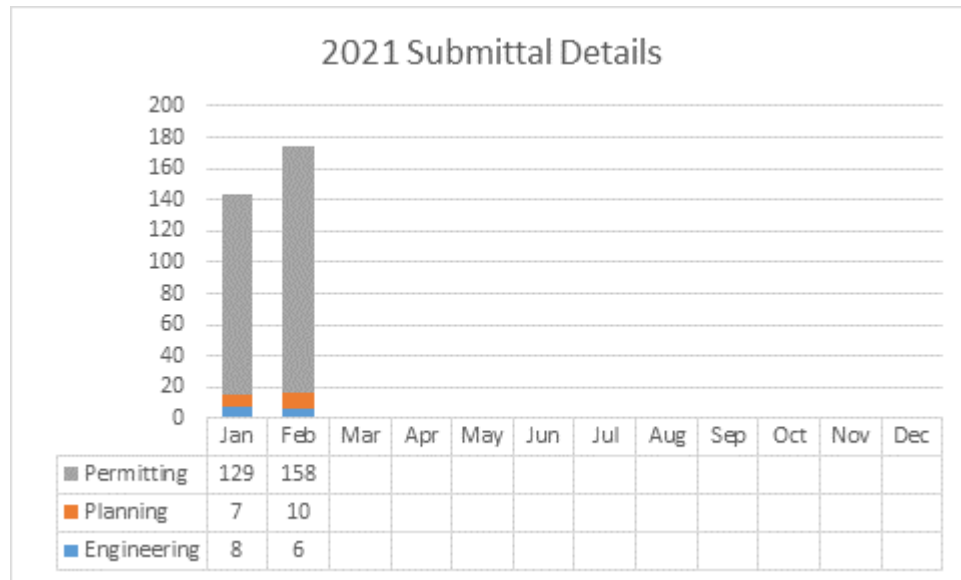


This graph represents the total square feet of commercial projects actively under construction each month evaluated over a three year period.

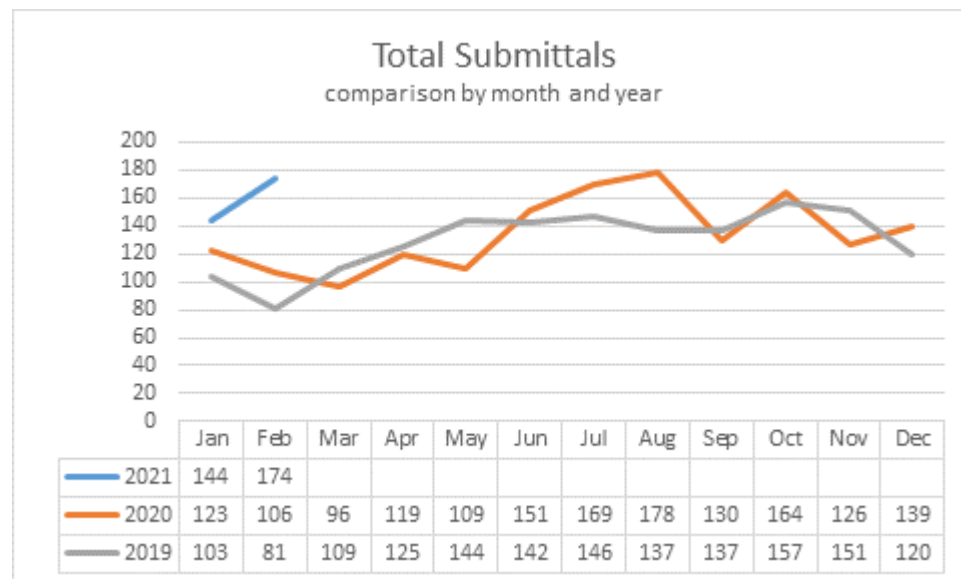


This graph represents the total square feet of commercial activity with partial, temporary or conditional occupancy each month evaluated over a three year period of time.

SUBMITTAL STATISTICS FEBRUARY 2021



This graph shows the total number of submittals processed by the development department during each month by each discipline.



This graph shows the total number of submittals processed by the development department per month compared over a three year period of time.