



Community Development Department
MONTHLY REPORT
March 2021

Professionalism

Reliability

Creativity

Service

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DEPARTMENT OPERATIONS/UPDATES DURING COVID-19

MARCH 2021

COVID-19 Response

The operational plan implemented in June 2020 remained unchanged through March 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

MARCH 2021

Meetings

- Miller-Valentine Construction Relationship Building Meeting (March 3)
- New Albany Community Improvement Corporation Full Board Meeting (March 4)
- Economic Development Advisory Council (EDAC) Monthly Meeting (March 5)
- Ohio Economic Development Association (OEDA) ROI & Gap Analysis Webinar (March 8)
- SiteOhio Program Virtual Rollout (March 8 & 9)
- Ohio Economic Development Association (OEDA) Executive Committee Meeting (March 10)
- Bandwango Cultural Trail Demonstration (March 10)
- Columbus Business First* Power Quarter Series — Ohio's Economic Outlook (March 11)
- Strong Towns with Charles Marohn - A Strengthening Legacy Cities Event (March 12)
- Ohio Economic Development Association (OEDA) - Advancing Your Economic Development Organization (March 15)
- GROW Licking County Community Improvement Corporation Bi-Monthly Coordination Meeting (March 19)
- Columbus Business First* Power Quarter Series — Competitive Columbus (March 25)
- Ohio Gas Access Partnership (OGAP) - Fixing Natural Gas Supply Shortages Webinar (March 25)
- American Planning Association State of Ohio Section Director Call (March 30)
- Mid-Ohio Regional Planning Commission (MORPC) 2021 State of the Region (March 31)

Presentations

- New Albany Community Improvement Corporation Full Board Meeting (March 4)

Media Relations

**BOARD AND COMMISSIONS
MARCH 2021**

Parks and Trails Advisory Board: March 1, 2021

Applications : None

Other Business: Annual Organizational Meeting
2020 Leisure Trail Gap Update

Planning Commission: March 1, 2021

Applications : None

Other Business: Engage New Albany Strategic Plan Adoption

Architectural Review Board: March 8, 2021

Applications

Title: Certificate of Appropriateness and Waivers—New Residential Home
Location: 8323 Central College Road
Applicant: Romanelli & Hughes Building Company c/o Leanne Brewster
Request: Certificate of Appropriateness and Waivers (3)
Zoning: Agricultural (AG)
Commission Action: Certificate of appropriateness and two waivers approved with conditions

Title: Certificate of Appropriateness and Waivers—BrewDog
Location: 97 West Granville Street
Applicant: EMH&T c/o Katie Miller
Request: Certificate of Appropriateness and Waivers (6)
Zoning: Urban Center Code (UCC)
Commission Action: Certificate of appropriateness and three waivers approved with conditions

Other Business: Annual Organizational Meeting
Project Updates

Planning Commission: March 15, 2021

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

**BOARD AND COMMISSIONS
MARCH 2021**

Planning Commission Continued:

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

Title: 1998 NACO C-PUD Comprehensive Plan Zoning Amendment
Location: Generally located north and west of Lambton Park Road and south of Brandon Road
Applicant: The New Albany Company LLC c/o Aaron Underhill, Esq.
Request: Amendment to the 1.d and 1.g subarea boundaries of the 1998 NACO Comprehensive Plan
Zoning: Comprehensive Planned Unit Development (C-PUD) to Comprehensive Planned Unit Development (C-PUD)
Commission Action: Approved

Title: New Albany Country Club Section 30 Preliminary Development Plan
Location: Generally located north and west of Lambton Park Road and south of Brandon Road
Applicant: The New Albany Company LLC c/o Aaron Underhill, Esq.
Request: Preliminary Development Plan
Zoning: Comprehensive Planned Unit Development (C-PUD) to Comprehensive Planned Unit Development (C-PUD)
Commission Action: Approved with conditions

Title: New Albany Country Club Section 30 Preliminary Plat
Location: Generally located north and west of Lambton Park Road and south of Brandon Road
Applicant: The New Albany Company LLC c/o Aaron Underhill, Esq.
Request: Preliminary Development Plan
Zoning: Comprehensive Planned Unit Development (C-PUD) to Comprehensive Planned Unit Development (C-PUD)
Commission Action: Approved with conditions

Other Business: Annual Organizational Meeting
Amendment to Codified Ordinance Chapter 1153

Board of Zoning Appeals: March 22, 2021

Applications : None

Other Business: Annual Organizational Meeting

PROJECT UPDATES**MARCH 2021****ENGAGE**
NEW ALBANY*You're part of the plan***March Strategic Plan Update****Plan Adoption**

The Planning Commission formally reviewed and endorsed the entire plan during its meeting on March 1st. The staff summarized the public engagement, and highlighted the plan's goals, objectives, and recommendations. The staff and the commission discussed the implementation of the plan, how a rezoning process will be necessary to create hamlets, "big takeaways" and key policy recommendations for the focus areas.

MKSK presented the draft to City Council on March 2nd. Council had no substantial comments or concerns and tabled the resolution until its next meeting so the city staff could incorporate the feedback they had previously collected throughout the adoption process. MKSK revised the plan to create a final draft and city staff created three-page memo documenting these revisions. City Council reviewed and endorsed this final plan during its meeting on March 16th.

Schedule & Next Steps

This project is complete. The staff is coordinating final deliverable items such as maps and renderings with MKSK, updating the city's planning projects page to link to the final plan and content created by the city's public information officer, and printing the final planning document.

PROJECT UPDATES

MARCH 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 and together closed out approximately 120 permits.

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 March.

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.

PLANNING PROJECT UPDATES

MARCH 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 city received a contract proposal from MKSK and EMH&T to create the construction plans for the phase 1 park improvements. Staff is reviewing the proposal and anticipates construction to begin in the spring. The phase 1 improvements do not include the homestead.

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:

The city staff and consultant team held a design meeting for the 7-acre homestead and the 91 acres of wetland trails/boardwalks. The following describes project updates and recommendations:

- Homestead concept should include active equipment such as birding, treehouse, or adventure play areas.
- For the 91 acres of wetland trails/boardwalks:
 - A boardwalk crossing should be included through the wetland cell at the southeast corner of the site.
 - The leisure trail along Harlem Road north of Taylor Farm does not need to be extended with this project.
 - The leisure trail along west side of Sugar Run (not having it along the street) is acceptable.
 - There are options for the location of the bridge (trail crossing) over Sugar Run and the signal crossing along Harlem Road that should be further investigated.
 - Frontage along Dublin-Granville Road and Harlem Road is important to make this is a welcoming and accessible park. If there is to be horse fence, breaks should be located at corner of Dublin-Granville Road and Harlem Road, where Greensward dead ends into property and over by the homestead.

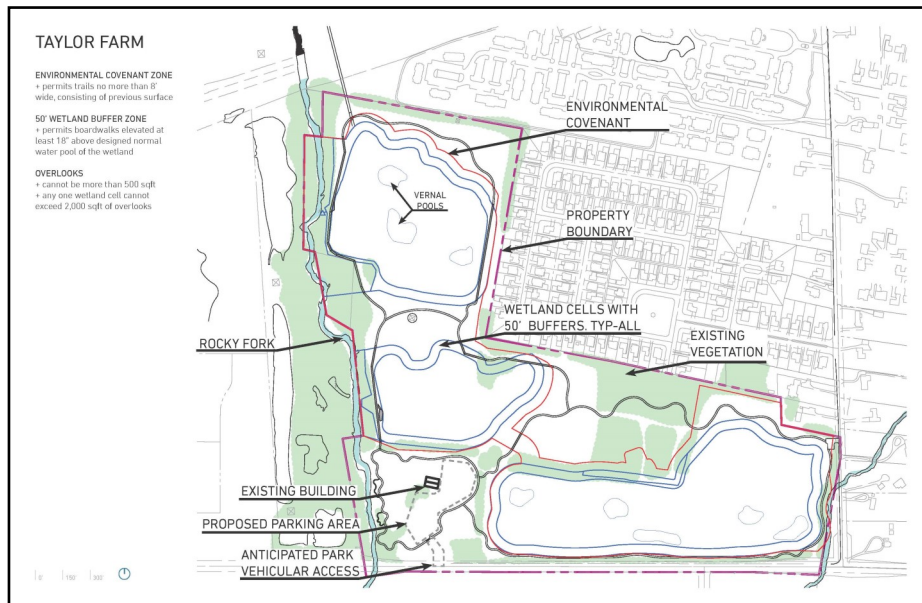
PLANNING PROJECT UPDATES

MARCH 2021

Taylor Farm Plan continued...

Next Steps:

A revised draft of the homestead site is expected from the consultant on April 12th.



PLANNING PROJECT UPDATES

MARCH 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

MARCH 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

MARCH 2021

Village Center Parking Strategy continued...

In February, the project team 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:

- A comparison of AADT (annual average daily traffic) to other cities
- The perception that people have to park far away from their destination in the Heit Center lot while the data shows there is sufficient parking at the Heit Center lot,
- The 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.

Status Update:

Using city council's comments/discussion as direction and basis for final agreement on the build-out plan, the consultant has started preparing the final document with the recommended parking assignments and recommendations for each parking district.

Next Steps:

An initial draft of the entire plan will be provided by MKSK on April 9th.

PLANNING PROJECT UPDATES

MARCH 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

MARCH 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.

In February, the staff began an extensive search for the appropriate playground equipment to ensure the needs of the community are met while balancing the playground design/aesthetics. The staff and MKSK decided to remove 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 beginning in February. 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.

Status Update:

- With the “playbook of amenities” pulled from the plan as a separate document, the consultant has started preparing a full initial draft the rest of the final Parks Framework Plan.
- The planning team continued reviewing playground material and designs from various vendors and manufacturers based on comments from the stakeholders. The consultants and city staff met virtually with a playground equipment vendor to discuss the community’s needs. The group went through various playground designs for consideration, however a suitable material and layout arrangement was not found.

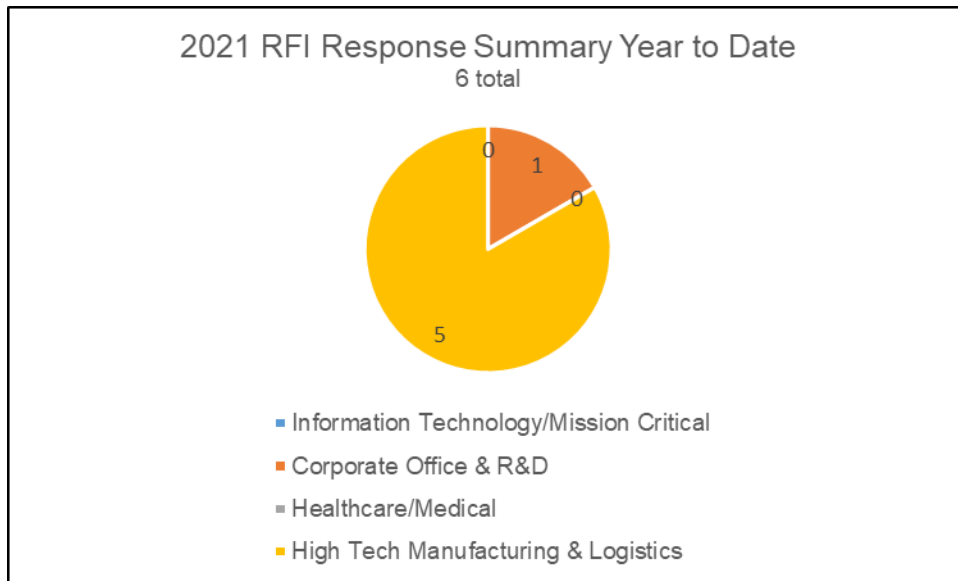
Next Steps:

- 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.
- An initial draft of the Parks Framework Plan will be provided by MKSK on April 16th. Once the complete draft plan document is received, the staff will send a copy to the entire working group for review.

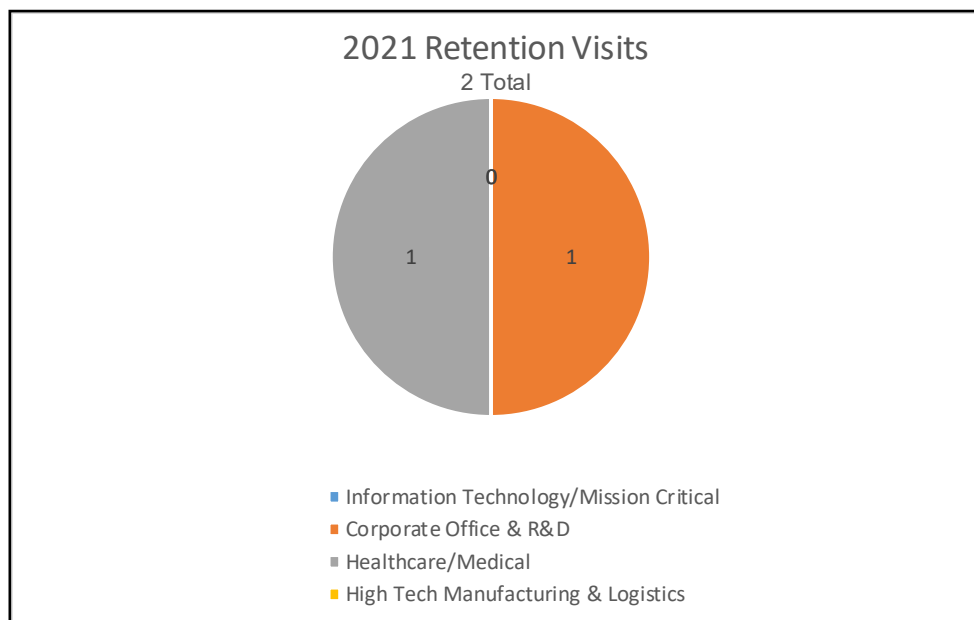
ECONOMIC DEVELOPMENT UPDATES MARCH 2021

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 6 RFIs representing 495 total acres, 240,000 square feet and \$307M 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

MARCH 2021

Business Retention and Expansion

Abercrombie & Fitch Co. — 6301 Fitch Path; 7775 Smith's Mill Road; 8100 Smith's Mill Road New Albany, OH 43054

- Abercrombie & Fitch Co. was founded in 1892 and is headquartered in New Albany, Ohio. Abercrombie & Fitch Co., through its subsidiaries, operates as a specialty retailer. The company operates in two segments, Hollister and Abercrombie. It offers an assortment of apparel, personal care products, intimates, and accessories for men, women, and children under the Hollister, Abercrombie & Fitch, abercrombie kids, Moose, Seagull, and Gilly Hicks brands. Abercrombie operates approximately 730 stores in North America, Europe, Asia, and the Middle East. The company sells products through its stores and direct-to-consumer channels; various third-party wholesale, franchise, and licensing arrangements; and e-commerce platforms.
- Approximately 130 stores were closed in 2020 including eight tourist-dependent “flagship” locations. Abercrombie also utilized lease flexibility to close approximately 1.1 million gross square feet, or 17%, out of the company’s base retail area.
- A summary of results for the full year ended January 30, 2021 as compared to the full year ended February 1, 2020:
 - Net sales of \$3.1 billion down 14% as compared to last year, reflecting the adverse impact of COVID-19.
 - Digital net sales increased 39% to approximately \$1.7 billion; Abercrombie is now a “digital-led business” with approximately 54% of annual revenues now derived from an online platform.
 - Gross profit rate improved by 110 basis points to 60.5% on higher average unit retail and flat average unit cost.
- Generated positive operating cash flows of \$405 million during the full year ending January 30, 2021, ending the year with liquidity of approximately \$1.3 billion.
- Heading into 2021, Abercrombie executives have been pleased with their start to the first quarter and believe that the company has proven strategies in place to build on recent successes in product, marketing and digital. The company believes that their strong liquidity position enable the company to be on the offense as it continues to focus on profitable topline growth, square footage optimization, digital transformation and global market share gains.
- There is a need to consider amending the company’s active incentive agreements to reflect possible changes to the income tax withholding associated with employees at the project site.

INNOVATE NEW ALBANY
MARCH 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.

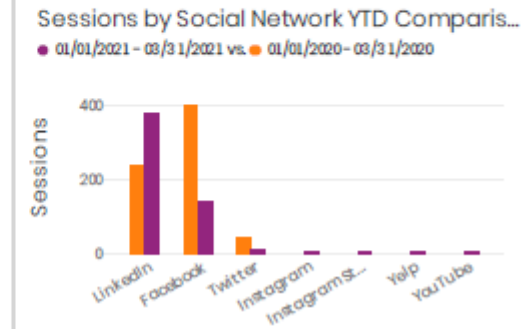
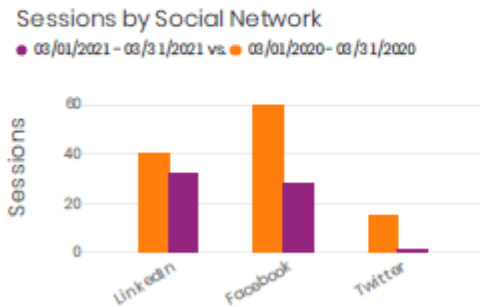
Traffic Metrics by Page Title

From 03/01/2021 until 03/31/2021

| Page Title | Pageviews | Avg. Time on Page | Entrances | Exits | Bounce Rate (%) |
|-----------------------------------------------------------|-----------|-------------------|-----------|-------|-----------------|
| Display - Events Innovate New Albany New Albany, Ohio | 15,421 | 0:00:02 | 62 | 62 | 50.00% |
| Innovate New Albany New Albany, Ohio | 423 | 0:00:58 | 338 | 234 | 59.64% |
| Justice Through Jobs (LIVESTREAM) Innovate New Albany | 202 | 0:01:43 | 105 | 121 | 50.00% |
| Events Archive Innovate New Albany | 158 | 0:00:46 | 62 | 72 | 66.13% |
| My Journey as Inventor & 4X Founder Innovate New Albany | 146 | 0:01:26 | 66 | 64 | 22.73% |
| Entire Site | 17,517 | 0:00:06 | 1,286 | 1,286 | 66.07% |

INNOVATE NEW ALBANY MARCH 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.



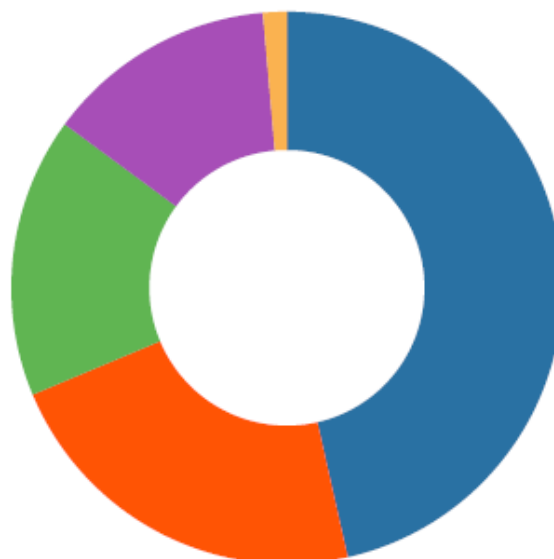
Engagement Percentage Breakdown - Where are users coming from?

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 03/01/2021 until 03/31/2021

| | |
|------------------|--------|
| ● Referral | 46.46% |
| ● Organic Search | 22.22% |
| ● Email | 16.41% |
| ● Direct | 13.51% |
| ● Social | 1.39% |



INNOVATE NEW ALBANY MARCH 2021

MailChimp Section

Subscribers: 3,609
Avg. Open Rate: 16.3%
Avg. Click-Thru Rate: 1.1%

Metrics by Campaign

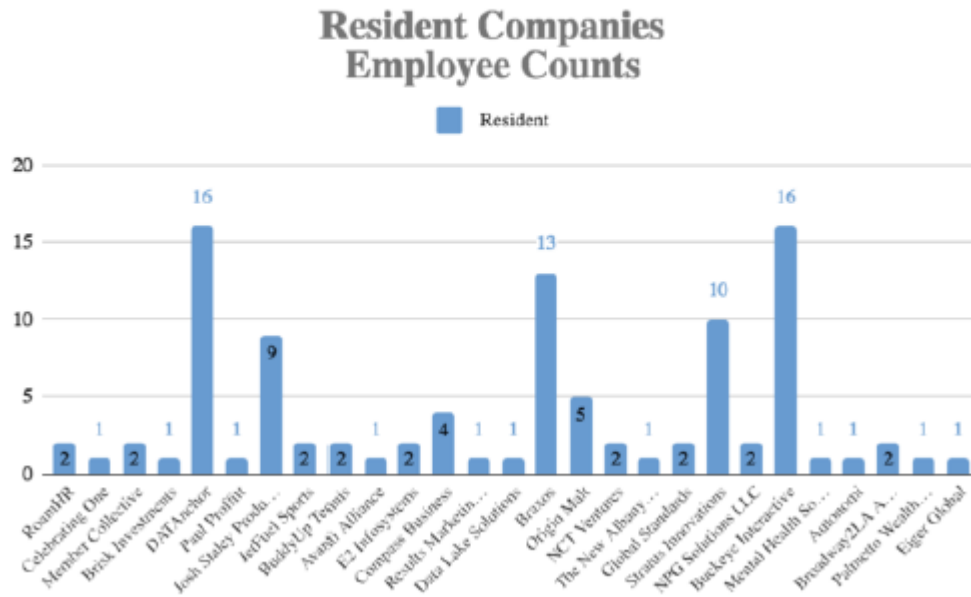
From 04/05/2021 until 04/05/2021

| Campaign | Sent On | Unique Opens | Open Rate | Unique Clicks | Click Rate |
|-----------------------------------------------------------------------------------------|------------|--------------|-----------|---------------|------------|
| 03-30-21 - TIGER □ Email - LAST CHANCE for 3/31 - plus ad for open office/cube space | 03/30/2021 | 683 | 19.01% | 199 | 1.00% |
| 03-29-21 - TIGER □ Email - 2 Events - plus ad for open office/cube space | 03/29/2021 | 664 | 18.50% | 125 | 1.20% |
| 03-27-21 - TIGER □ Email - 1 Event - Wed Mar 31 - plus ad for open office/cube space | 03/27/2021 | 538 | 14.94% | 169 | 1.67% |
| 03-18-21 - TIGER □ Email - 1 Event - Fri Mar 19 - plus ad for open space | 03/18/2021 | 526 | 14.64% | 73 | 0.64% |
| 03-16-21 - TIGER □ Email - 1 Event - Fri Mar 19 plus ad for space | 03/16/2021 | 535 | 14.90% | 87 | 1.00% |
| 03-22-21 - TIGER □ Email - 1 Event - Fri Mar 19 | 03/12/2021 | 581 | 16.16% | 86 | 1.06% |
| 03-02-21 - TIGER □ | | | | | |

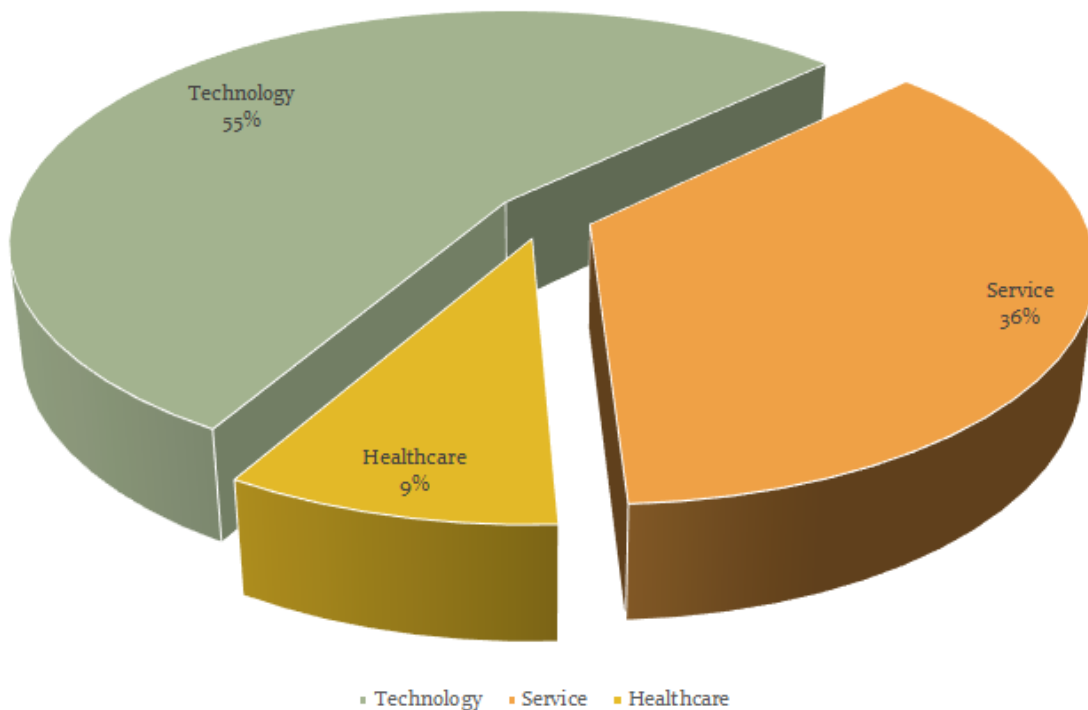
INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY

MARCH 2021

Tenant Dashboard



Types of Companies @ Innovate by Industry



INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY**MARCH 2021**

Eiger Global was founded by CEO **Mitch Robertson**, a New Albany resident and also a 2006 graduate of New Albany High School. The firm offers brokerage, trading, and agency services in the ferrous commodities business, in particular for steel-making raw materials. Eiger works with its partner companies to design and tailor customized risk management solutions for them.

Eiger Global is future-focused, aiming to address and improve upon the systematic lack of digitization and tech adoption in the metals trading industry. Some of the firm's specific services include:

- Trade Finance
- Physical Trading
- Consulting

INNOVATE NEW ALBANY

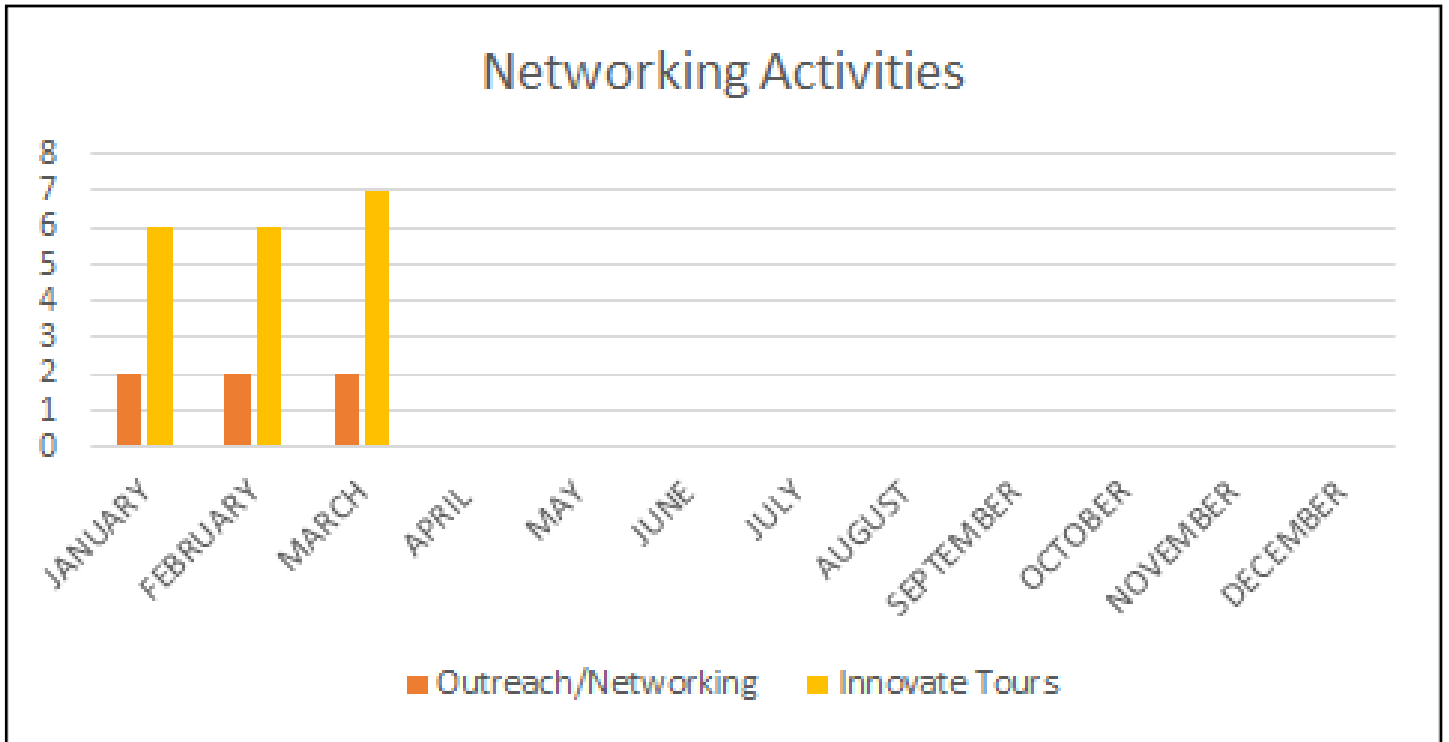
MARCH 2021

April & May 2021 Look Ahead

| Event Name | Photo | Date | Event Type |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------|-----------|------------|
| Expert Office Hours |  | 4/9/2021 | EOH |
| Diversity Certification: Good Business for Small Business |  | 4/16/2021 | TIGER Talk |
| How to Become Listening STARS |  | 5/7/2021 | TIGER Talk |
| Skills for Success Leading Remote Teams |  | 5/21/2021 | TIGER Talk |

INNOVATE NEW ALBANY-NEWS & FINANCIALS

MARCH 2021



PLAN REVIEW MARCH 2021

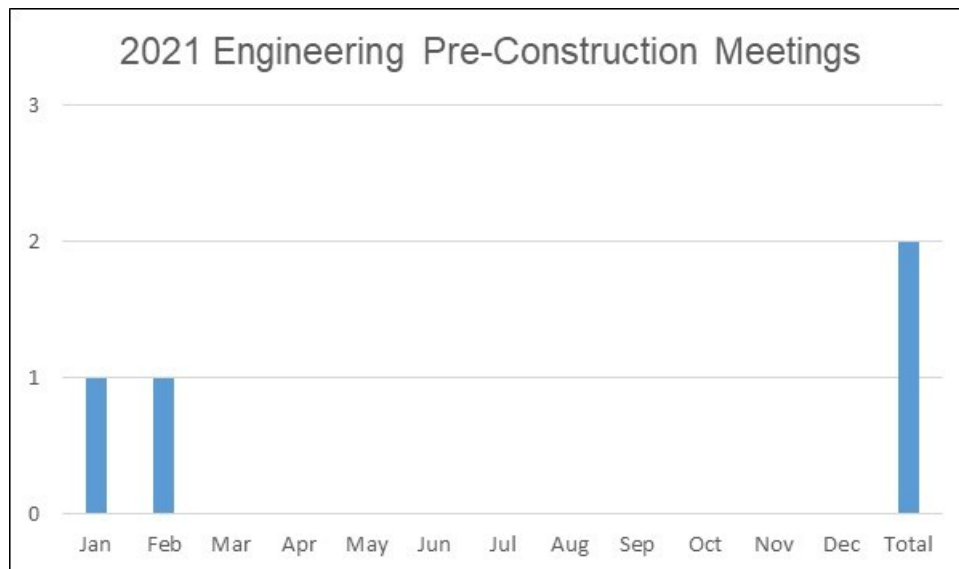
Engineering Plan Reviews

There were five (5) engineering plans submitted for initial review. Additionally, there were six (6) 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) |
|------------------------------------|------------------------|----------------------|--------------------------|-----------------------------|
| Project Vertex, Phase 1 | March 8, 2021 | March 17, 2021 | 9 | 18 |
| DC8 Trailer Lot Expansion | March 8, 2021 | March 23, 2021 | 15 | 18 |
| Project Walleye Private Site Plans | March 9, 2021 | March 26, 2021 | 17 | 18 |
| New Albany 315 Building Site Plans | March 18, 2021 | pending | pending | 18 |
| Jug Street Sanitary Subtrunk Sewer | 3/24/2021 | pending | pending | 18 |

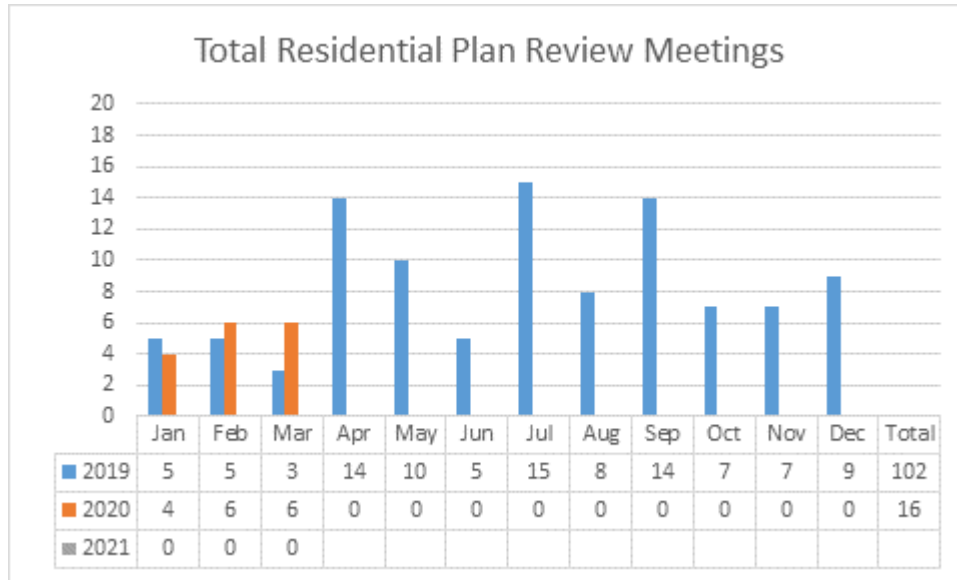
Engineering Pre-Construction Meetings

There were no pre-construction meetings in the month of March.



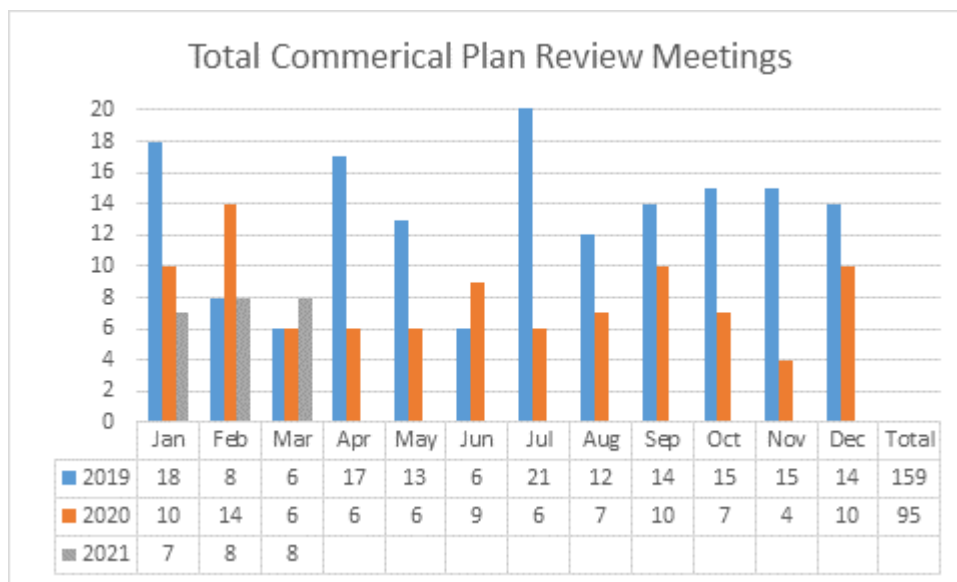
PLAN REVIEW CONTINUED MARCH 2021

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.

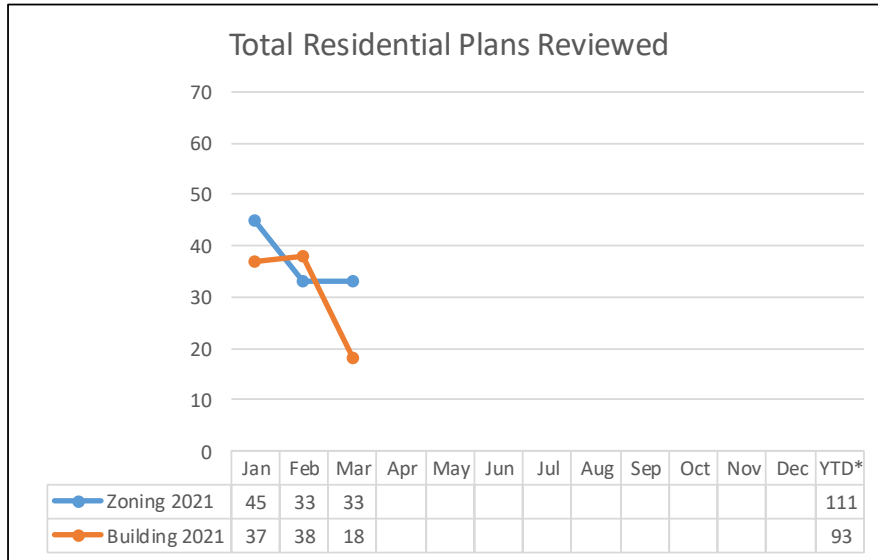
Commercial Walk-Through Meetings



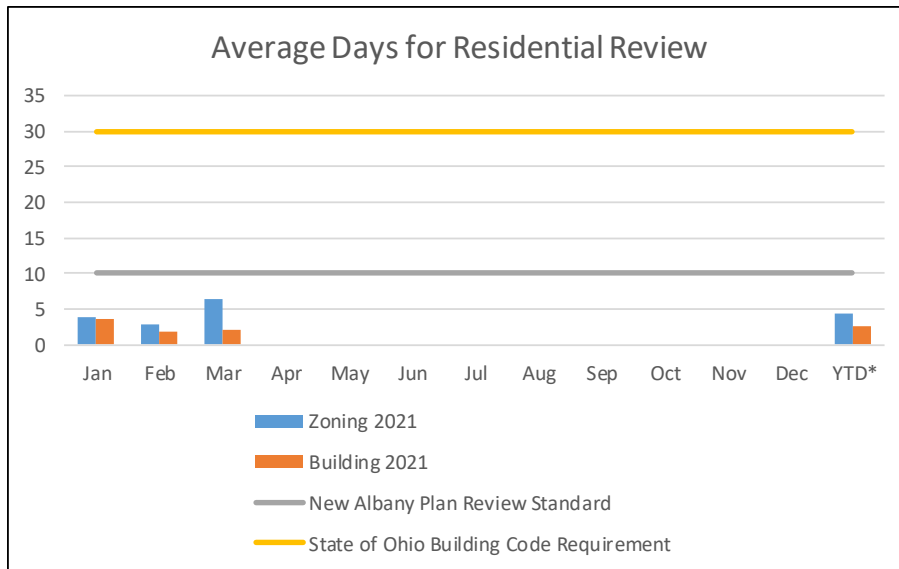
The development department offer in person meetings for commercial projects with the contractor/owners and appropriate city staff to discuss new projects, plan review submissions and occupancy coordination. These meetings have been offered virtually since March 23, 2020 due to COVID-19.

PLAN REVIEW CONTINUED MARCH 2021

Residential Plan Review



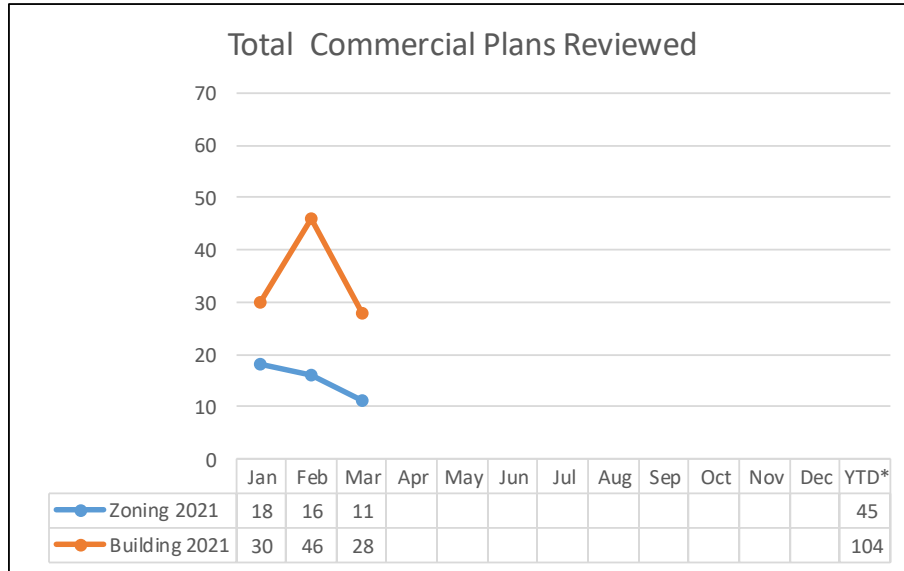
This graph shows the total number of residential plan reviews completed during each month. This includes new projects, response to denials and revisions to approved plans. *YTD is the total from January to the end of current month.



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.

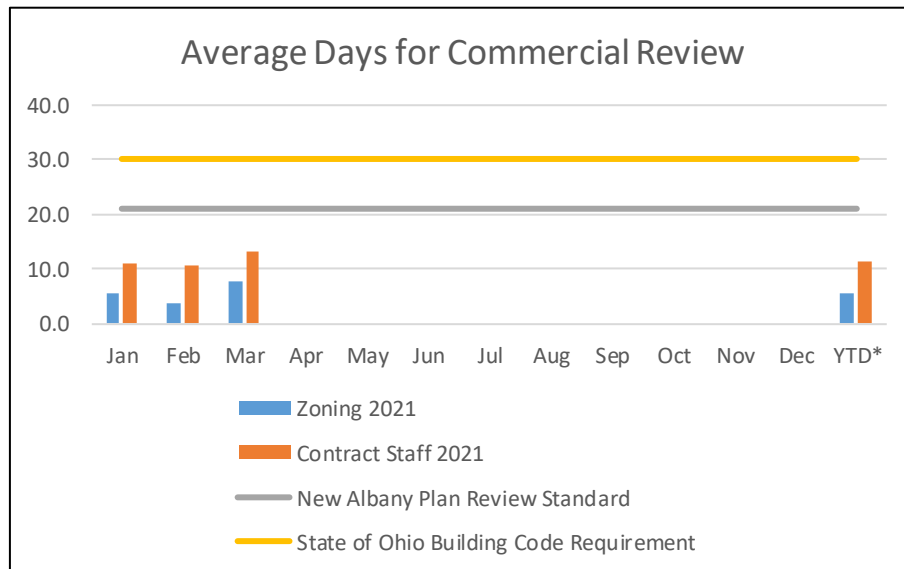
PLAN REVIEW CONTINUED MARCH 2021

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 MARCH 2021

Code Enforcement Activity

Address: 9905 Johnstown Road

Date of Complaint: March 19, 2021

Complaint Description: Temporary sign installed without a permit

Violations: Non-permitted signs

Activity: Contact was made with the construction superintendent, signs were removed

Status: Closed

Address: 5880 Dublin Granville Road

Date of Complaint: March 18, 2021

Complaint Description: Multiple cars that don't move, 2 boats stored on property, exterior rubbish and junk

Violations: To be determined

Activity: Initial inspection is scheduled in early April

Status: Open

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: None

Activity: Zoning officer had phone conversation with resident, one family lives there and no business is run from home. Inspection was not granted.

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: 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

MARCH 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

FIELD WORK AND INSPECTIONS CONTINUED
MARCH 2021

Commercial Inspections

Canine Companions—7480 New Albany Condit Road

The city staff completed an inspection on March 2nd and zoning provided full approval.

Axium Landscape renovation—9005 Smith's Mill Road

The city staff completed an inspection on March 2nd and zoning failed the inspection.

The Barrington School—8415 Walton Parkway

The city staff completed an inspection on March 22nd and zoning provided full approval.

COMMERCIAL PROJECT CONSTRUCTION STATUS MARCH 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

Name of Project: United Methodist Church Expansion
Location: 20 Third St.
Square Footage: 24,727
Start Date: Fall 2019
Estimated Completion: May 2021

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



Amphitheater



United Methodist Church Expansion



All About Kids Daycare

COMMERCIAL PROJECT CONSTRUCTION STATUS MARCH 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 MARCH 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

COMMERCIAL PROJECT CONSTRUCTION STATUS MARCH 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: 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

COMMERCIAL PROJECT CONSTRUCTION STATUS MARCH 2021

Partial Occupancy Status

Name of Project: Sidecat, LLC– NAO 1 & 2 Building 1
Location: 1500 Beech Rd.
Expiration Date: April, 2021

Name of Project: Canine Companions
Location: 7480 New Albany Condit Rd.
Expiration Date: February 2021

Name of Project: Duchess Shop
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

Name of Project: Barrington School
Location: 8415 Walton Parkway
Expiration Date: May 24, 2021

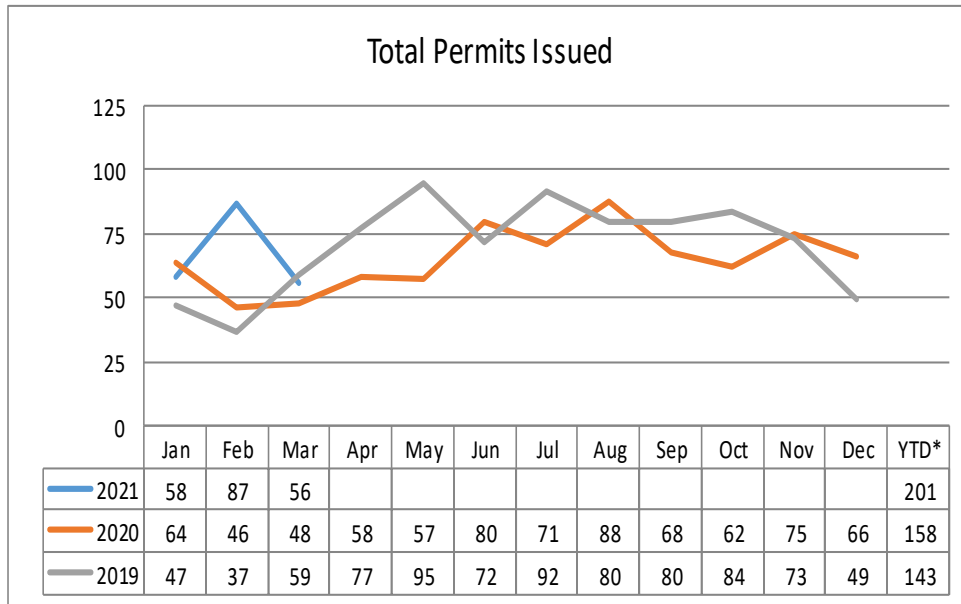


Axium Building 3

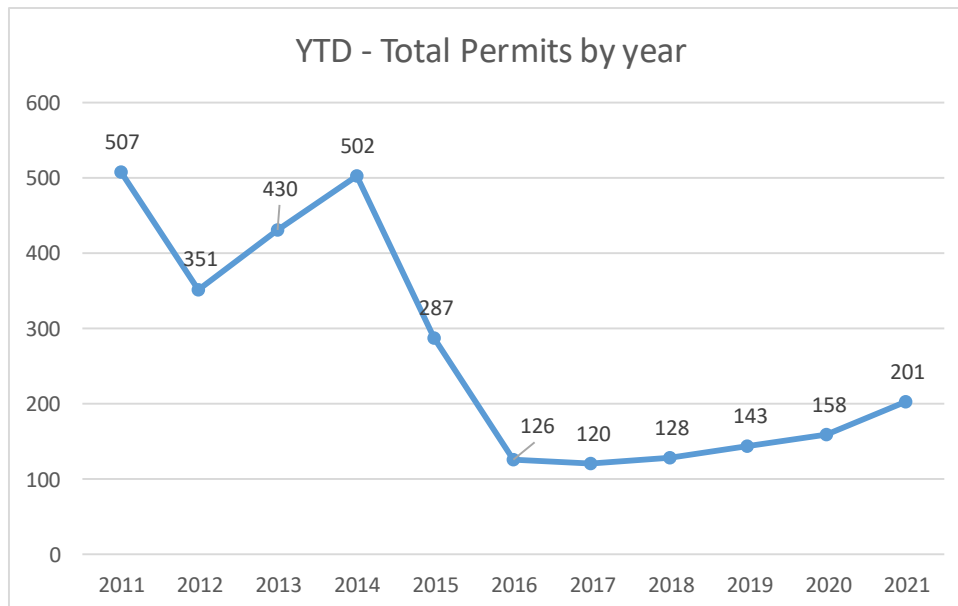


Barrington School

BUILDING AND ZONING STATISTICS MARCH 2021

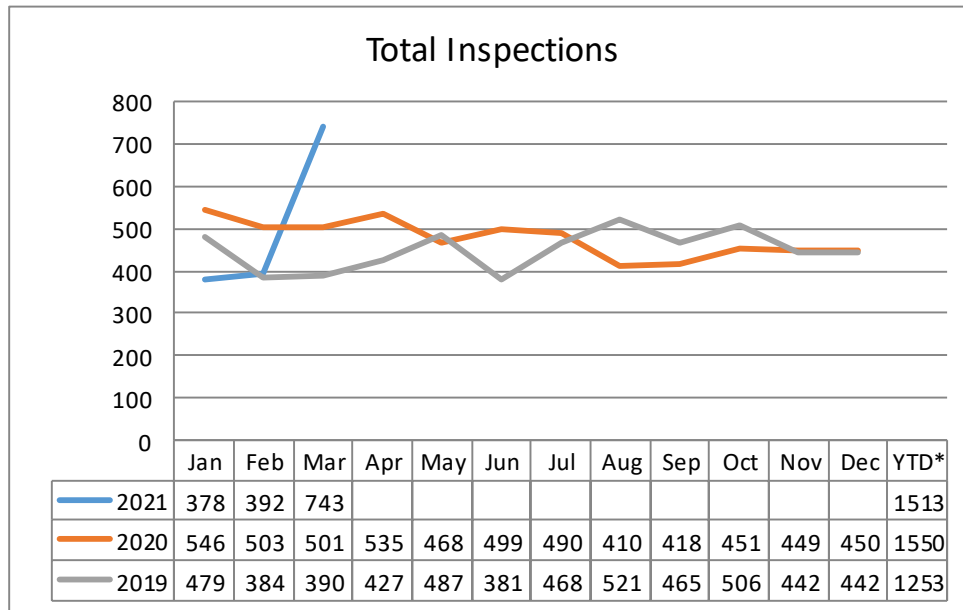


*YTD is the total from January to the end of current month.



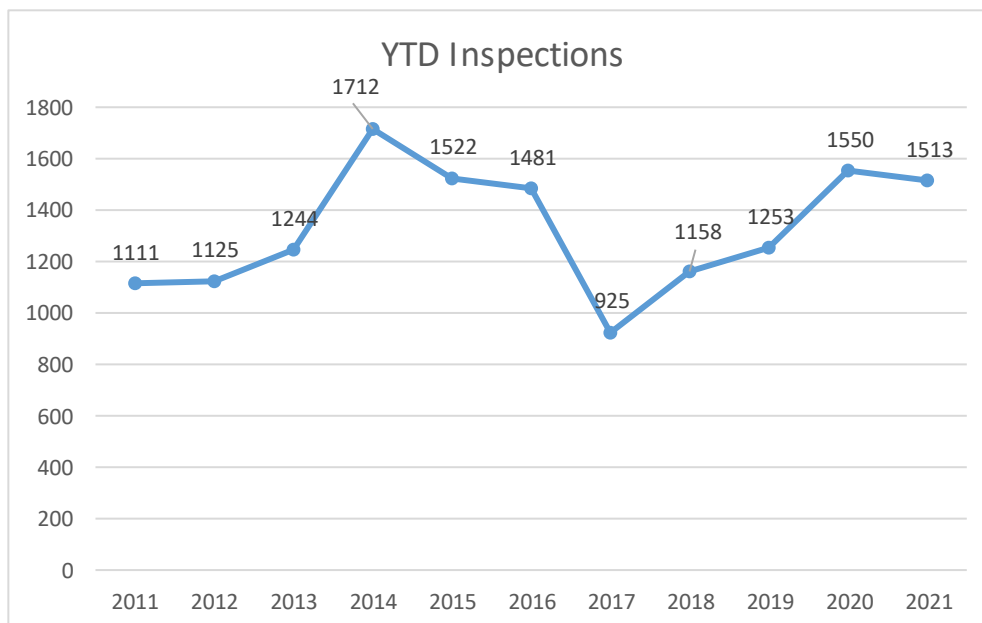
This graph represents the number of building and zoning permits issued per year. The significant decrease in the total number of permits in mid-2015 is due to an internal change in process. The change in process combined all permits related to one project into a single permit for ease of tracking and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

BUILDING AND ZONING STATISTICS MARCH 2021



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

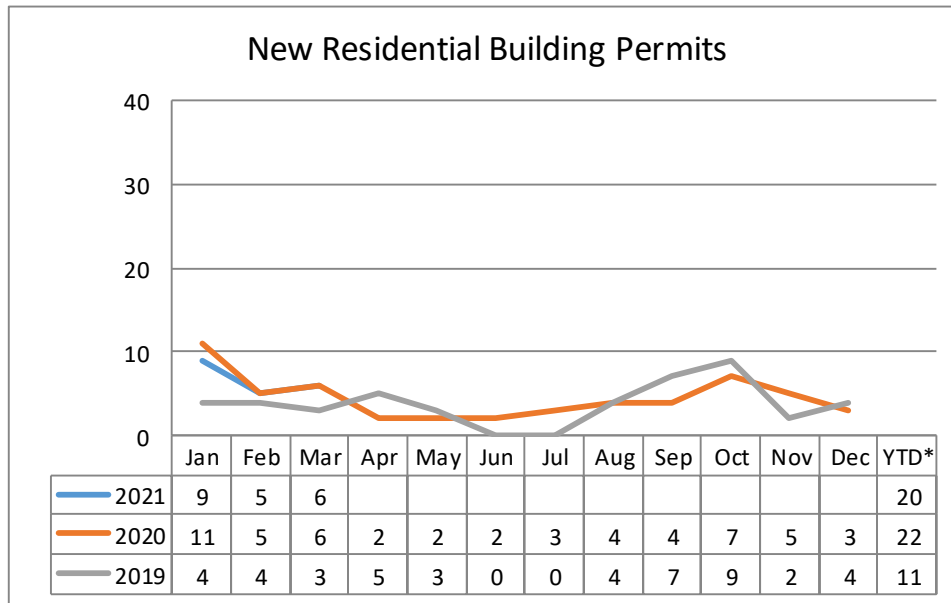
*YTD is the total from January to the end of current month.



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

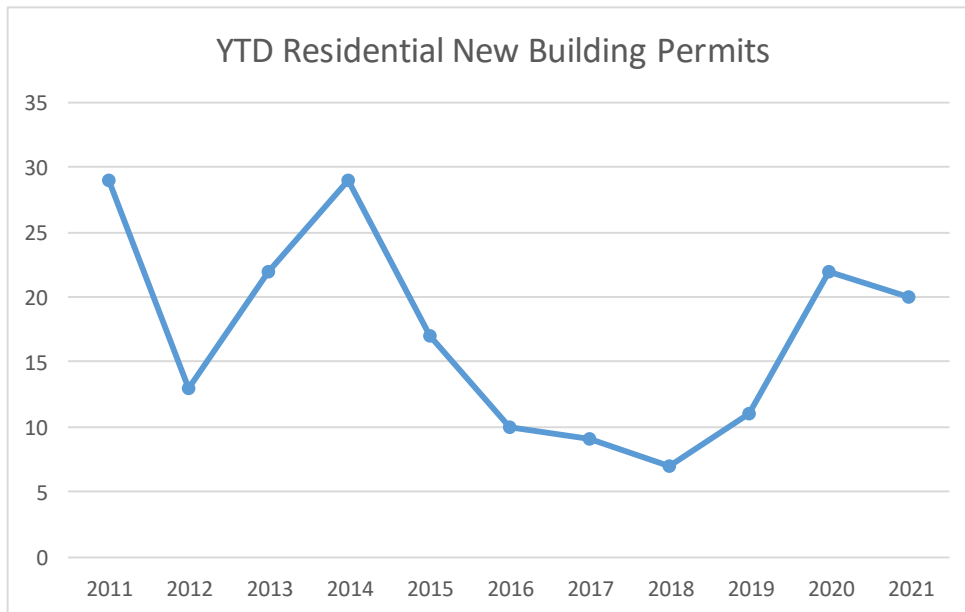
*YTD is the total from January to the end of current month.

BUILDING AND ZONING STATISTICS MARCH 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.

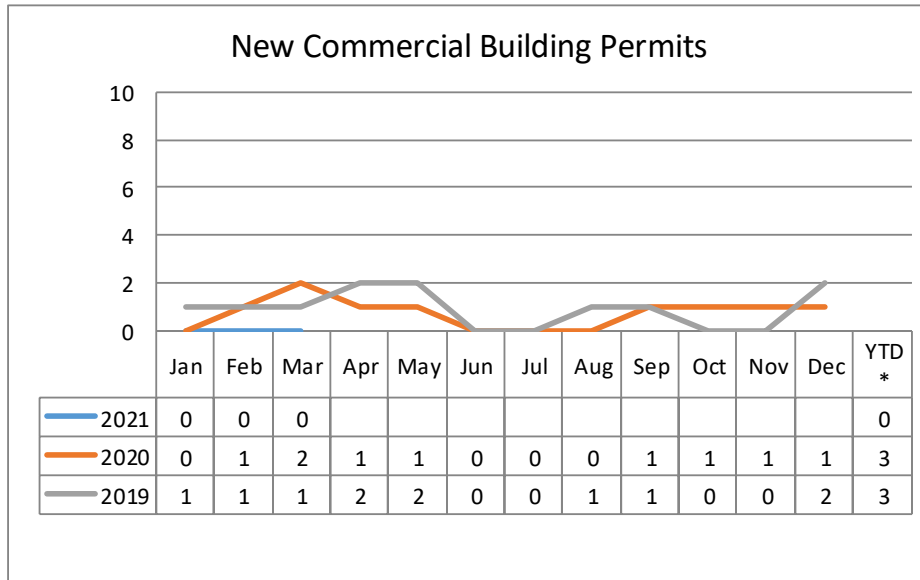
*YTD is the total from January to the end of current month.

RESIDENTIAL BUILDING STATISTICS
MARCH 2021

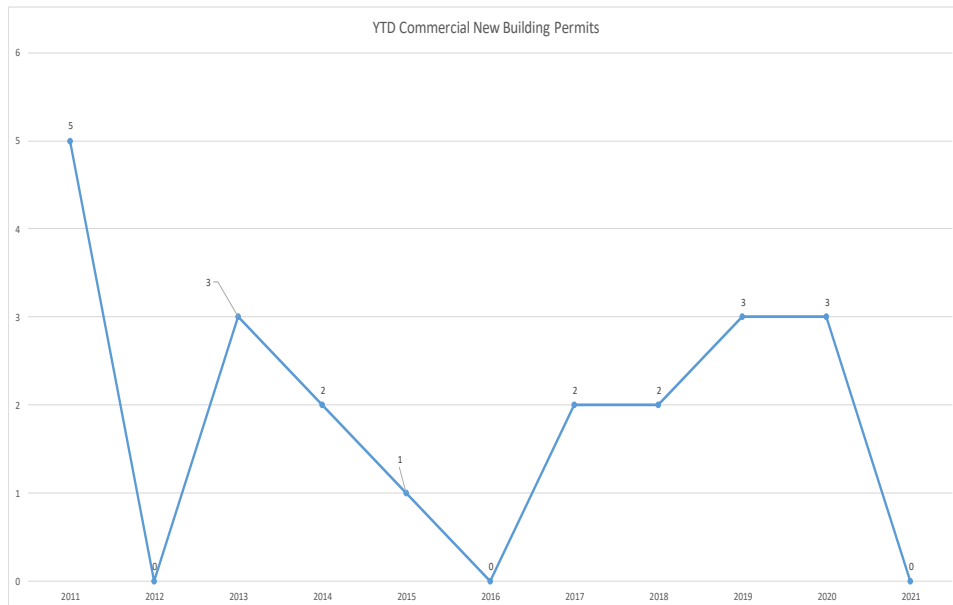
| Subdivision Summary | | | |
|----------------------------|-------------------|-------------------|-----------------------|
| Subdivision | Total lots | Built lots | Available lots |
| Courtyard at New Albany | 105 | 51 | 54 |
| Nottingham Trace | 240 | 37 | 203 |
| NACC 28 (Ebrington) | 66 | 34 | 32 |
| 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 MARCH 2021

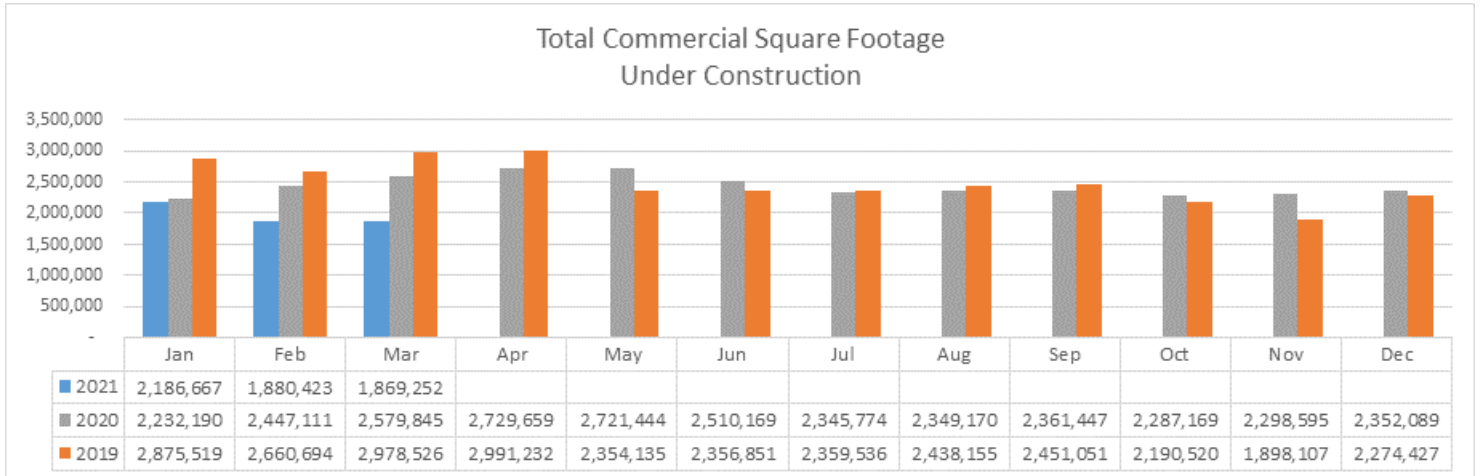


This graph represents the number of new commercial building permits per month over a three year period of time.
*YTD is the total from January to the end of current month.

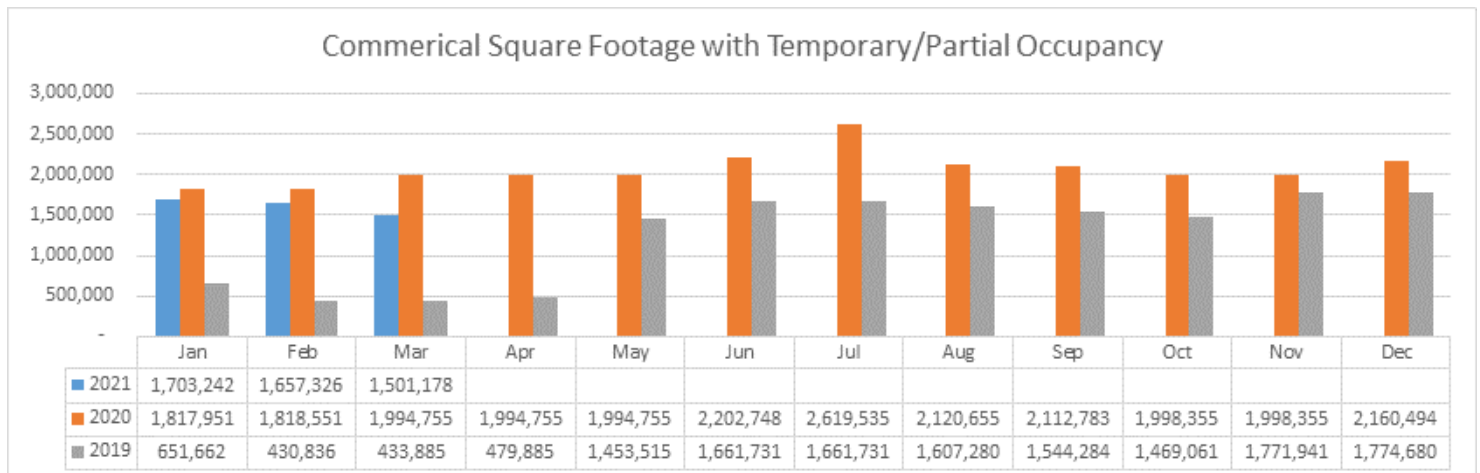


This graph represents that number of new commercial permits issued per year over a 10 year period of time. The large increase in 2013 was a result of permits pulled for Walcott Manor, a multi family subdivision.
*YTD is the total from January to the end of current month.

COMMERCIAL BUILDING STATISTICS MARCH 2021

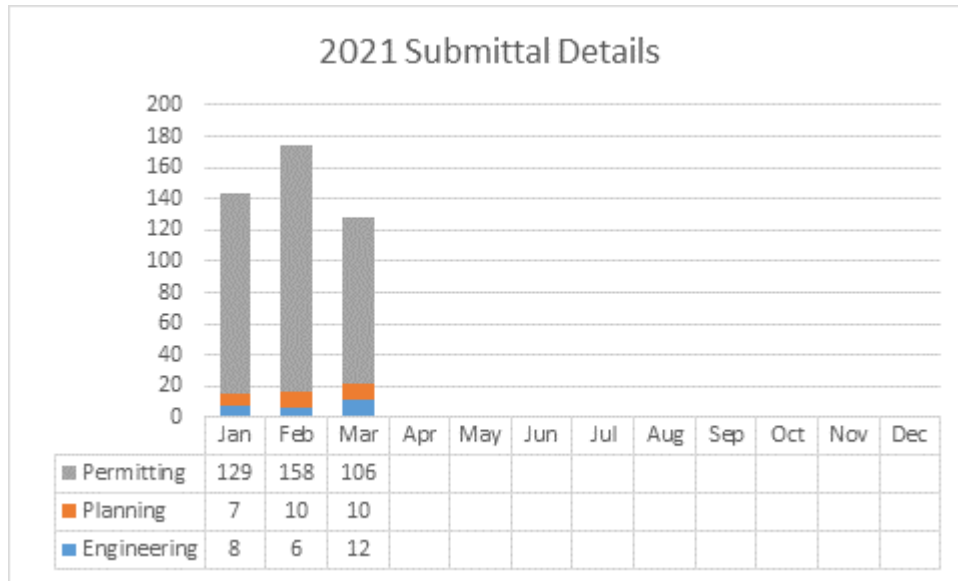


This graph represents the total square feet of commercial projects actively under construction each month evaluated over a three year period.

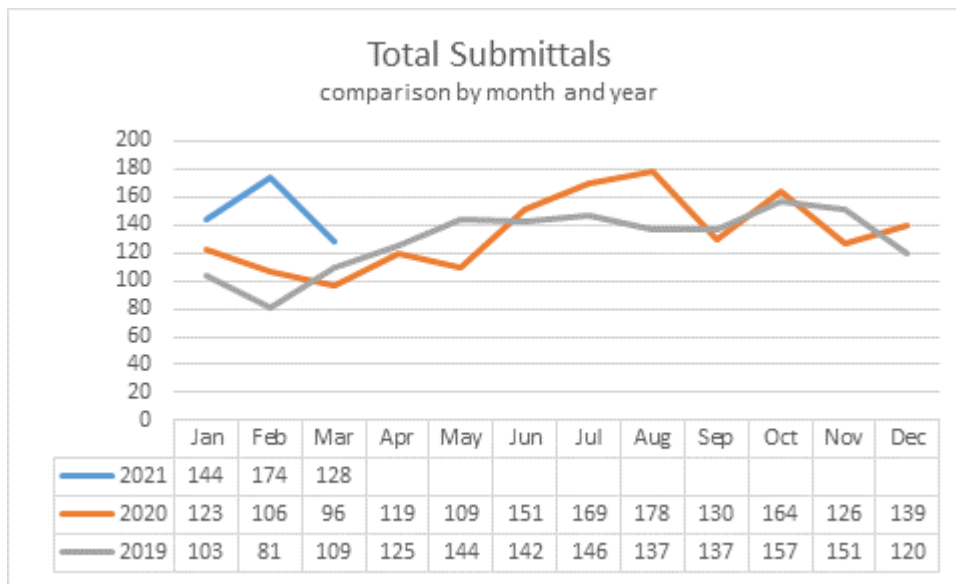


This graph represents the total square feet of commercial activity with partial, temporary or conditional occupancy each month evaluated over a three year period of time.

SUBMITTAL STATISTICS MARCH 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.