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## Community Development Department

### MONTHLY REPORT

May 2021

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*Professionalism*

*Reliability*

*Creativity*

*Service*

#### **Inside This Issue:**

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## DEPARTMENT OPERATIONS/UPDATES DURING COVID-19 MAY 2021

### COVID-19 Response

The operational plan implemented in June 2020 remained unchanged through May 2021. Village Hall was reopened to the public on June 15<sup>th</sup>. 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**

### **MAY 2021**

#### **Meetings**

APA OH Conference Planning (May 4)

C-TEC Quarterly Meeting (May 6)

New Albany Community Improvement Corporation Meeting (May 6)

Economic Development Advisory Council (EDAC) Meeting (May 7)

COTA & New Albany SmartRide Meeting (May 7)

Healthy New Albany and Innovate New Albany Partnership Meeting (May 10)

Rev1 Ventures Investor Update Meeting (May 11)

Pizzuti Community Reinvestment Area (CRA) Administration Meeting (May 28)

#### **Presentations**

Project Hyperion Site Visit (May 4)

#### **Media Relations**

None

**BOARD AND COMMISSIONS**  
**MAY 2021**

**Planning Commission: May 17, 2021**

**Title:** Walton-62 I-PUD Zoning Text Modification  
**Location:** Walton-62 I-PUD Zoning District  
**Applicant:** New Albany Company LLC, c/o Aaron Underhill, Esq  
**Request:** Zoning Text Modification  
**Zoning:** Infill Planned Unit Development (I-PUD)  
**Commission Action:** Approved with conditions

**Board of Zoning Appeals: May 24, 2021**

**Title:** Sheetz Temporary Signage Variances  
**Location:** 9999 Johnstown Road  
**Applicant:** Sheetz, c/o Cindy Kingery  
**Request:** Variances  
**Zoning:** Infill Planned Unit Development (I-PUD)  
**Commission Action:** Approved with conditions

**Title:** 7384 Hampstead Square North—Driveway Width Variance  
**Location:** 7384 Hampstead Square North  
**Applicant:** Noel Lavelle  
**Request:** Variance  
**Zoning:** R-4  
**Commission Action:** Approved

## PROJECT UPDATES

MAY 2021

### Electronic Plan Review and Permitting Software

**Anticipated completion date:** July 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:** August 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.

### Change of Occupancy Procedures

**Anticipated Completion Date:** August 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 May.

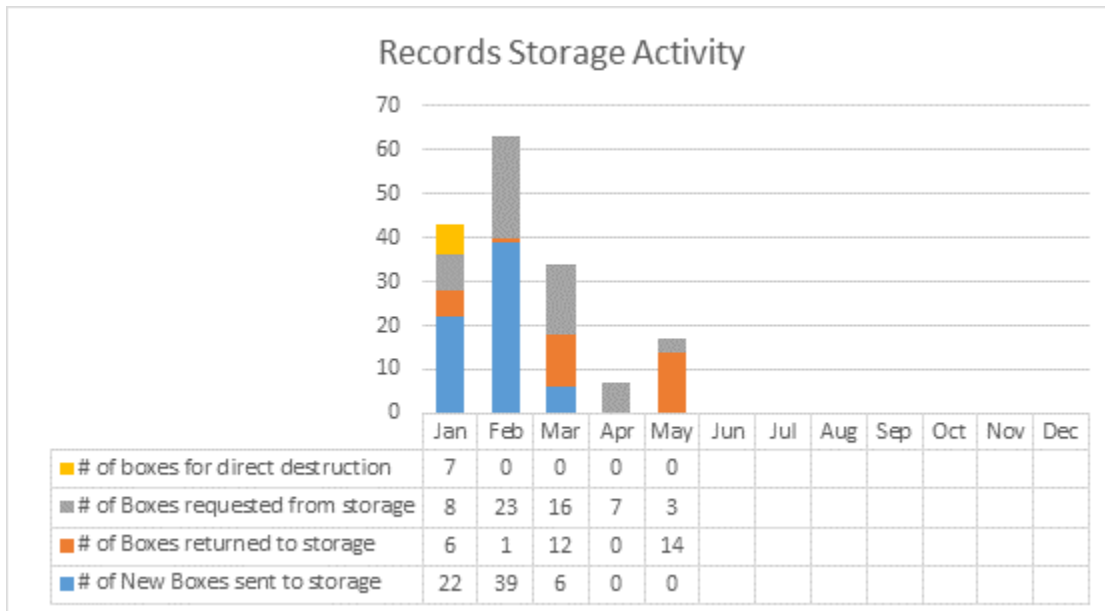
#### Next Steps:

- 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.

## PROJECT UPDATES MAY 2021

### VRC

**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

### MAY 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

### MAY 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

### MAY 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:

There are no additional status updates to report. Below is the latest status update from previous reports:

- An initial draft of the entire plan was provided by MKSK. The city staff reviewed and provided comments to MKSK. The primary comment is there should be additional background information regarding the analysis and data contained in the plan since that is used as the basis for the plan's recommendations.
- The city staff, New Albany Company representatives and consultants held a visioning meeting with the goal of creating consensus around future growth and development. Led by consultants, the group reached agreement on a conceptual Market Street extension road alignment, development sites, and general building heights.
  - The team agreed throughout the Village Center there should be a mixture of building width heights to create an authentic town center aesthetic. In general, though the team decided it would be appropriate for future development to be up to three stories in the historic Village Center, four stories in the nine acres behind CVS, and two stories in the area between south High Street and the Market Street extension, south of Granville Street.

#### Next Steps:

- MKSK is updating the draft plan to incorporate staff comments and the consensus items from the visioning meeting with the New Albany Company representatives.

## PLANNING PROJECT UPDATES

### MAY 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

### MAY 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.

The “playbook of amenities” will be pulled from the plan as a separate document, in order to advance the rest of the Parks Framework Plan while the planning team reviews playground material and designs from various vendors.

## **PLANNING PROJECT UPDATES**

### **MAY 2021**

#### **Parks Framework Plan continued...**

##### **Status Update:**

- An initial draft of the entire plan was provided by MKSK. The city staff reviewed and provided comments to MKSK. The primary comments revolved around making sure the ownership and maintenance obligations are correct, ensuring park names matched with on-site signage, and ensuring there is flexibility for certain park amenities in order to take into account public comment.

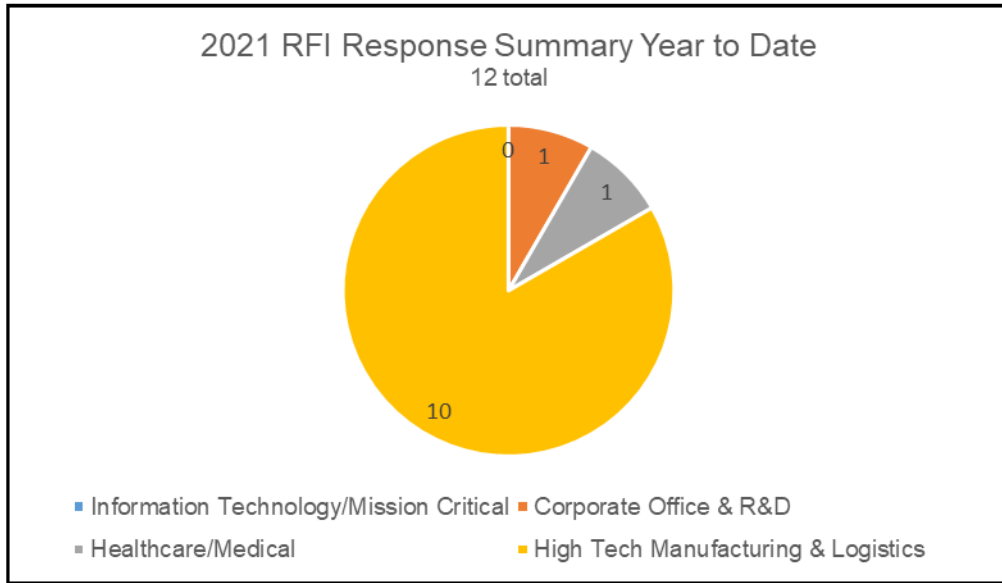
##### **Next Steps:**

- MKSK is updating the draft plan to incorporate staff comments. A revised draft is expected back from the consultant the second week of June.
- 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.

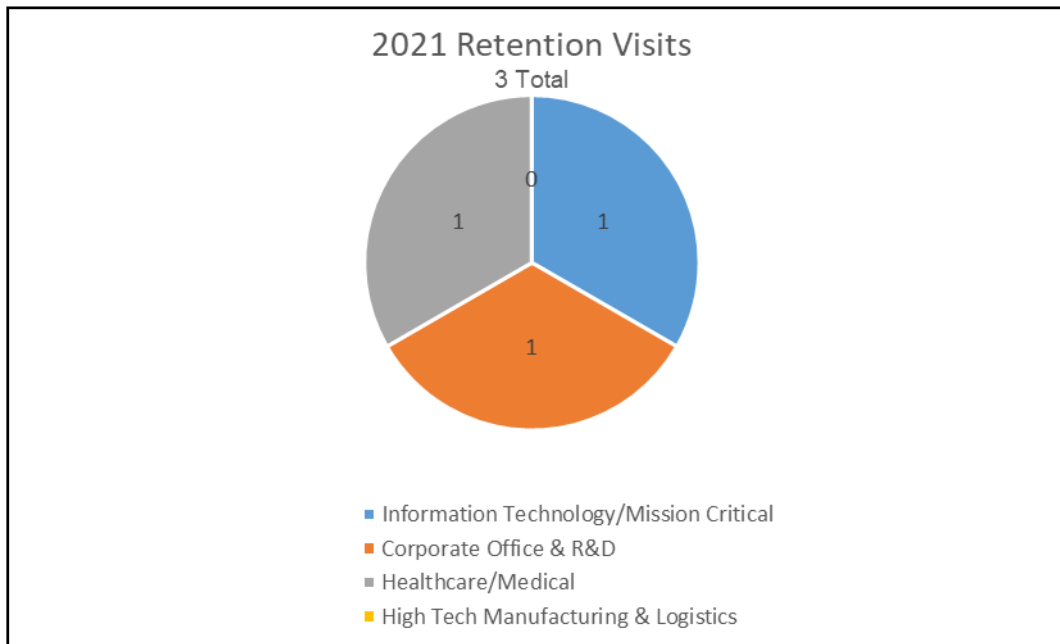
## ECONOMIC DEVELOPMENT UPDATES MAY 2021

### 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 12 RFIs representing a need for more than 2,450 total acres, 1,995,000 square feet and \$11.2 B total investment. All of the responses to date have been for prospects in the high tech manufacturing & logistics industry, Corporate Office & R&D, and Healthcare/Medical.



### Business Retention and Expansion



## **ECONOMIC DEVELOPMENT UPDATES**

### **MAY 2021**

#### **Business Retention and Expansion**

##### **Kulture — New Albany, OH 43054 (Remote)**

- The company was started after a recognition that existing texting, messaging, and social media hasn't focused enough on the productivity-needs of consumers. Meanwhile, enterprise productivity apps are widely enjoyed by workers and organizations. Therefore, Kulture was founded in 2018 by Ray Jones and Rob Snider to develop a product similar to Slack but for consumers. The Kulture software enables topic-driven, more organized, and more inspired social messaging.
- Kulture is initially for results-oriented consumers. As time goes on, the company to serve all of those individuals frustrated with the lack of productivity they experience communicating using existing messaging and social media apps. Likely clients include students for instance.
- Economic development staff met with Co-Founder Ray Jones and discussed municipal avenues of support to retain operations in New Albany. Currently, the owners of the company are exploring venture capital funding from a Houston-based firm that may require a relocation.

## NEW ALBANY AREA REAL ESTATE MAY 2021

### Northeast Columbus (Westerville/New Albany) Submarket - Office Summary

Northeast Columbus (Westerville/New Albany) is one of the largest office submarkets in Columbus, with 8.8 million SF of space and a total asset value of \$1 billion. It sits northeast of downtown, with inventory concentrated along the major thoroughfares, Interstate 270 and state routes 161 and 3.

The Northeast Columbus Submarket is characterized by fairly modest demand trends and limited development, with the pipeline dominated by a handful of corporate build-to-suit properties. This dearth of new supply has supported market fundamentals, with vacancy approaching the overall market average in 2019. Demand weakened notably in subsequent quarters, however, and net absorption fell sharply negative. Vacancy is up more than 400 basis points since the 2019 trough, sitting above 12% as of 2021 Q2.

While office-using employment suffered fewer losses initially and has recovered more swiftly, the pandemic is still impacting demand for office space. In the midst of expanded work-from-home protocols, firms are re-evaluating their space needs and, in many cases, choosing to reduce their real estate footprints. In the broader market, this is apparent in rising direct and indirect availabilities, with the volume of sublease space rising 150% since early 2020. The trend is similar in the Northeast Columbus Submarket, although the share of available sublease space is far higher at 3.9% of inventory.

Many firms are also delaying any big moves, which is weighing on leasing activity. Just under 160,000 SF of space was leased in the Northeast Columbus Submarket last year, 40% of the prior three-year average. And with little improvement year to date, near-term demand will remain tepid in CoStar's Base Case forecast. Vacancy peaks later this year, coinciding with a new delivery at Hamilton Quarter, but then gradually declines through the forecast period.

Demand is generally positive in the submarket, although highly volatile, spiking with the occupancy of new builds but registering far more modest gains in other years. 2018 provides a good example, with a record-setting 647,000 SF absorbed, largely driven by the delivery and occupancy of the 330,000-SF Big Lots headquarters building.

Absorption fell sharply negative in 2020, with 317,000 SF returning to the market. Downsizing was primarily to blame, as it was responsible for the year's largest move-out. In the second quarter, Alliance Data vacated 100,000 SF at Brooksedge Corporate Center, relocating 600 call center employees to the company's headquarters in Easton. The company is cutting additional real estate costs by permanently expanding the number of employees working from home.

These trends have continued in 2021, with a large move-out leaving absorption negative as of May. State Farm vacated almost 150,000 SF at 5400 New Albany Rd., in Columbus, resulting in a 300 basis point jump in 4 & 5 Star vacancy. Vacancy in this segment now sits at 12.6%, slightly above the submarket overall.

Vacancy in the 3 Star segment is even higher, in part due to the Alliance move-out last year. As of 2021 Q2, vacancy had moved past 16%, up 400 basis points year over year.

Corporate downsizing could accelerate further as firms re-evaluate their space needs and potentially follow Alliance Data's lead. Marketwide, firms are marketing space for sublease ahead of lease expirations, and availabilities are rising swiftly. Sublease space in the submarket has more than doubled since early 2020, and now represents 3.9% of inventory, well above the market average of 1.2%. Recent trends are primarily due to the Alliance and State Farm move-outs, combined representing almost 75% of the submarket's available sublease space.

## **NEW ALBANY AREA REAL ESTATE**

### **MAY 2021**

#### **Northeast Columbus (Westerville/New Albany) Submarket - Office Summary continued...**

Additionally, the Northeast Columbus Submarket is home to the global home office of Abercrombie & Fitch and tween clothing brand Justice. And while shopping center space is most at risk in light of the retail sector's significant dislocation, corporate real estate is also vulnerable to closure. In the wake of a bankruptcy filing, Ascena Retail Group sold several Columbus-based brands, including Justice, which was acquired by Bluestar Alliance.

Leasing activity is moderating, totaling less than 160,000 SF in 2020, 40% of the prior three-year total. The year's largest lease was signed in September, with multifamily investment firm White Oak Partners signing for 27,000 SF at Hamilton Quarter. The firm plans to occupy the space in 2021 Q4, after the 150,000-SF property delivers, at an asking rent of \$18.95/SF NNN.

As of May, activity has yet to improve, with leases signed year to date totaling just 51,000 SF. A 15,000-SF lease signed by Shremshock Architects & Engineers represents the largest. The firm signed for the space at Water's Edge Campus in February and occupied in mid-May. The asking rent was \$14.95/SF NNN.

#### **Northeast Columbus (Westerville/New Albany) + Licking County Submarkets - Industrial Summary**

Licking County is the second largest industrial submarket in Columbus, with inventory totaling over 30 million SF and an asset value of \$1.7 billion. Increased demand for logistics space amid the coronavirus pandemic has supported net absorption in the submarket, and 2020 was a record-breaking year for demand in Licking County. Vacancies have fell as a result and averaged just above 2% at the end of last year. However, leasing velocity decelerated in 2021 and demand moderated, which pushed vacancies higher, averaging 3.1%.

Developers are active in Licking County and just over 3 million SF delivered last year, which also set a record for the submarket. The development pipeline remains active and as demand moderates over the next year, deliveries expect to outpace demand and vacancies continue to trend higher. Similar to the market overall, rent growth slowed notably last year, with weakness coming from the logistics sector which saw a 16% increase in inventory last year. Rent growth for logistics space improved in 2021 and year-over-year gains average above 3%. Last year also set a record for investment volume. Investors were particularly active in 20Q4 and this momentum continued into 2021 with nearly \$27 million trading hands, one of the highest first quarter figures in recent years.



**INNOVATE NEW ALBANY**  
MAY 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.

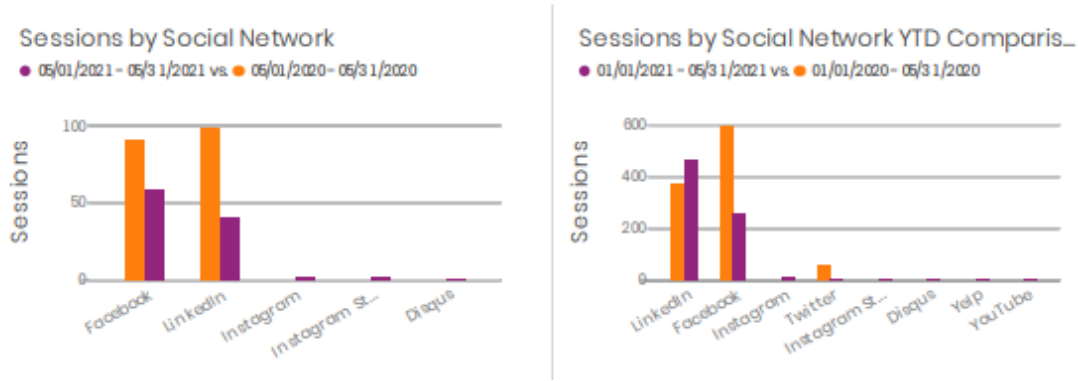
#### Traffic Metrics by Page Title

From 05/01/2021 until 05/31/2021

| Page Title   | Pageviews | Avg. Time on Page | Entrances | Exits | Bounce Rate (%) |
|--|-----------|-------------------|-----------|-------|-----------------|
| Display - Events   Innovate New Albany   New Albany, Ohio                    | 14,848    | 0:00:01           | 62        | 62    | 51.61%          |
| Events Archive   Innovate New Albany   | 813       | 0:00:50           | 742       | 756   | 97.17%          |
| Innovate New Albany   New Albany, Ohio                                       | 290       | 0:00:38           | 235       | 146   | 51.49%          |
| How to Become Listening STARS   Innovate New Albany                          | 150       | 0:00:53           | 81        | 89    | 54.32%          |
| How to Confidently Connect with Your Perfect Investors   Innovate New Albany | 144       | 0:01:14           | 73        | 79    | 53.42%          |
| Entire Site  | 17,617    | 0:00:05           | 1,976     | 1,976 | 77.79%          |

## INNOVATE NEW ALBANY MAY 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.



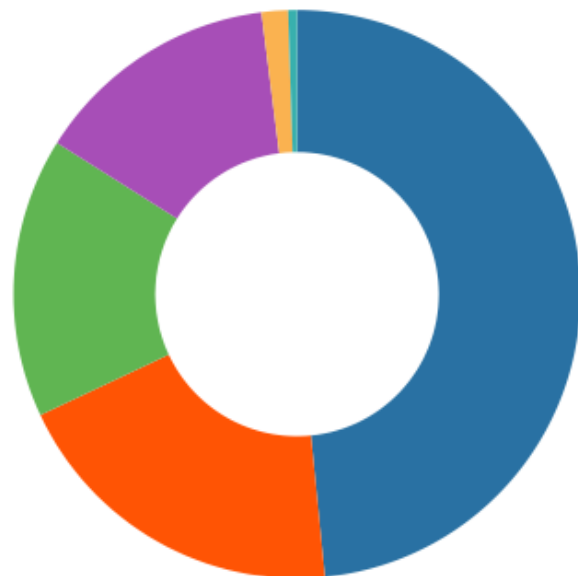
**Engagement Percentage Breakdown** - Where are users coming from?

**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 05/01/2021 until 05/31/2021

|                |        |
|----------------|--------|
| Referral       | 48.43% |
| Organic Search | 19.57% |
| Direct         | 15.93% |
| Email          | 14.05% |
| Social         | 1.51%  |
| (Other)        | 0.50%  |



## INNOVATE NEW ALBANY MAY 2021

# MailChimp Section

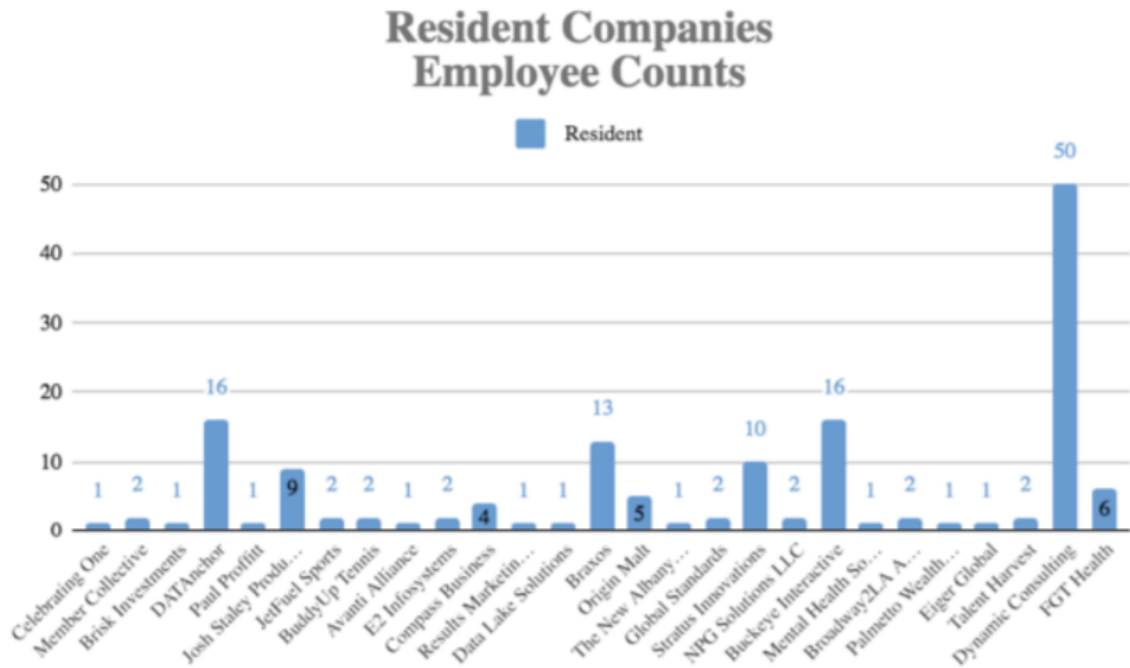
**Subscribers: 3,663**  
**Avg. Open Rate: 14.1%**  
**Avg. Click-Thru Rate: 1%**

### Metrics by Campaign

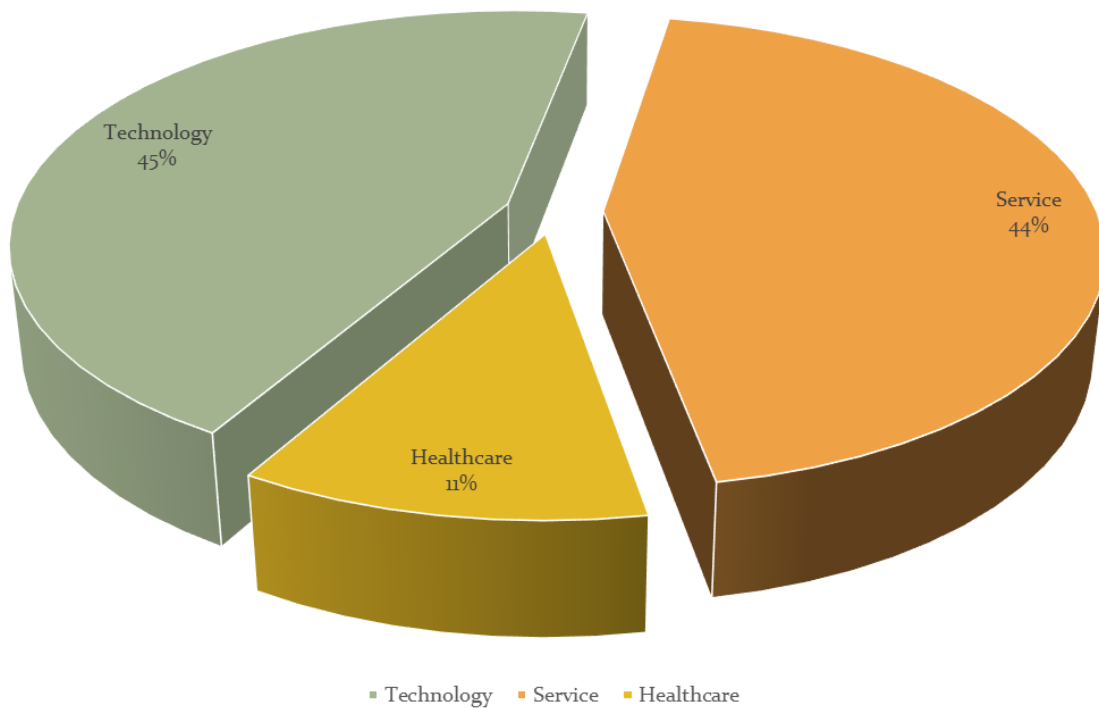
From 06/09/2021 until 06/09/2021

| Campaign  | Sent On    | Unique Opens | Open Rate | Unique Clicks | Click Rate |
|---|------------|--------------|-----------|---------------|------------|
| 05-27-21 - TIGER □<br>Email   | 05/27/2021 | 608          | 16.68%    | 80            | 1.21%      |
| 05-25-21 - TIGER □<br>Email - 4 events -<br>NO ad for open<br>office/cube space             | 05/26/2021 | 577          | 15.85%    | 105           | 1.24%      |
| 05-20-21 - TIGER □<br>Email - plus ad for<br>open office/cube<br>space                      | 05/20/2021 | 538          | 14.76%    | 119           | 0.85%      |
| Expert Office Hours<br>  Fri May 21, 2021 -<br>VIRTUAL FORMAT -<br>3rd email - sent<br>5/20 | 05/20/2021 | 328          | 9.00%     | 88            | 0.36%      |
| Expert Office Hours<br>  Fri May 21, 2021 -<br>VIRTUAL FORMAT -<br>2nd email - on 5/19      | 05/19/2021 | 387          | 10.60%    | 198           | 0.58%      |
| 05-18-21 - TIGER □<br>Email - plus ad for<br>open office/cube<br>space                      | 05/18/2021 | 598          | 16.35%    | 133           | 1.26%      |
| Expert Office Hours<br>  Fri May 21, 2020 -<br>VIRTUAL FORMAT -                             | 05/18/2021 | 402          | 10.98%    | 108           | 0.66%      |

## INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY MAY 2021



Types of Companies @ Innovate by Industry



## INNOVATE NEW ALBANY - TENANT DASHBOARD & SPOTLIGHT COMPANY

MAY 2021



Founded by New Albany resident D'Arcy Ryan, FGT Health is a health and wellness agency that brings together top health, wellness and pharmaceutical advertising and marketing professionals to create brand-building messaging that resonates with patients and Health Care Providers alike.

FGT Health is a specialized division of Fresh Ground Thinking – the agency that created the virtual advertising agency model. FGT Health operates nimbly to assemble the best team for every project for every client. Fresh Ground Thinking services B2B and B2C advertising and marketing clients.

## INNOVATE NEW ALBANY

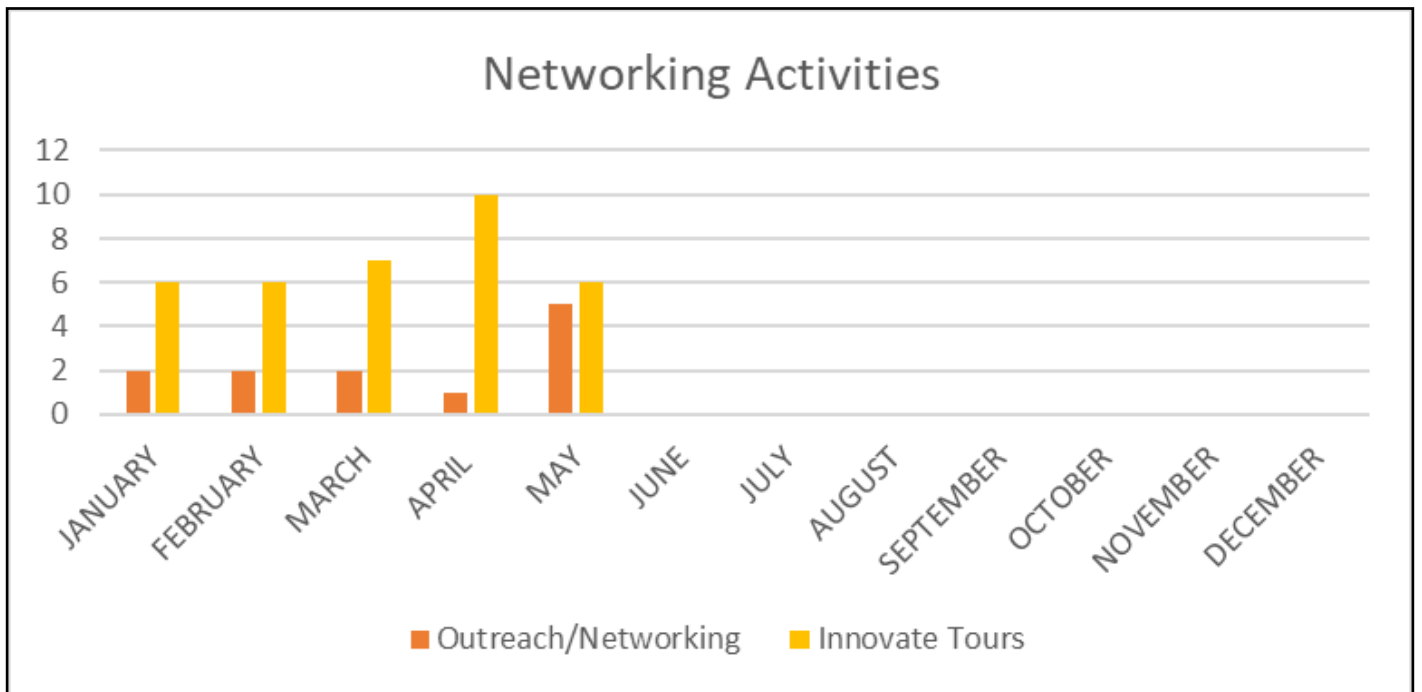
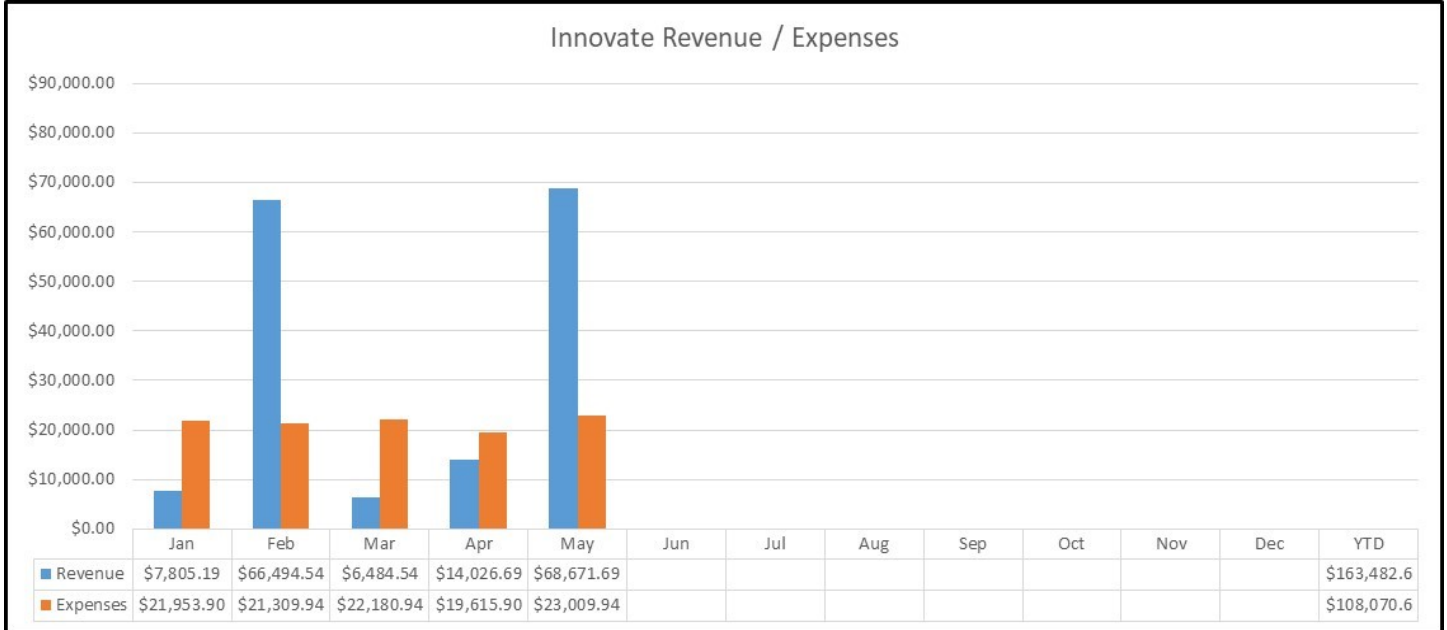
MAY 2021

### June 2021 Look Ahead

| Event Name  | Photo  | Date      | Event Type |
|---|--|-----------|------------|
| Branding for Non Branding People  |   | 6/4/2021  | TIGER Talk |
| The Top 5 Talent Mistakes – how to build a scalable talent strategy for your startup          |   | 6/9/2021  | TIGER Talk |
| The 3Cs of Scaling Up – How to Grow Companies and Communities Quickly Without Venture Capital |  | 6/18/2021 | TIGER Talk |

## INNOVATE NEW ALBANY-NEWS & FINANCIALS

MAY 2021



## PLAN REVIEW MAY 2021

### Engineering Plan Reviews

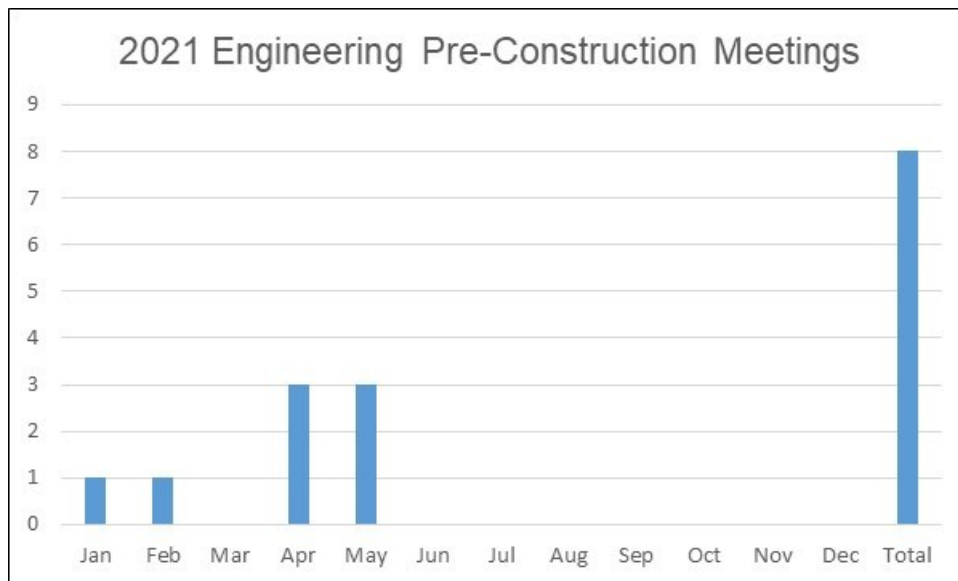
There was one (1) engineering plans submitted for initial review. Additionally, there were three (3) engineering plans that were resubmitted for back check review.

| Project Name                     | Initial Submittal Date | Comments Issued Date | Total Review Time (Days) | Review Time Standard (Days) |
|----------------------------------|------------------------|----------------------|--------------------------|-----------------------------|
| Worthington Rd Sanitary Subtrunk | May 15, 2021           | May 29, 2021         | 14                       | 18                          |

### Engineering Pre-Construction Meetings

There were three (3) pre-construction meeting in May:

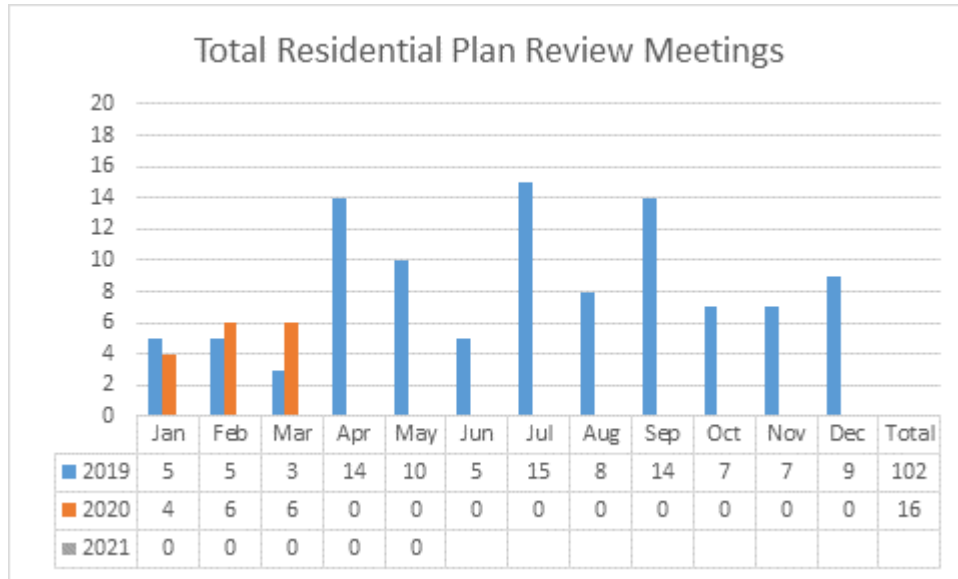
- New Albany Medical Office Building
- Buff City Soap
- New Albany Building 315





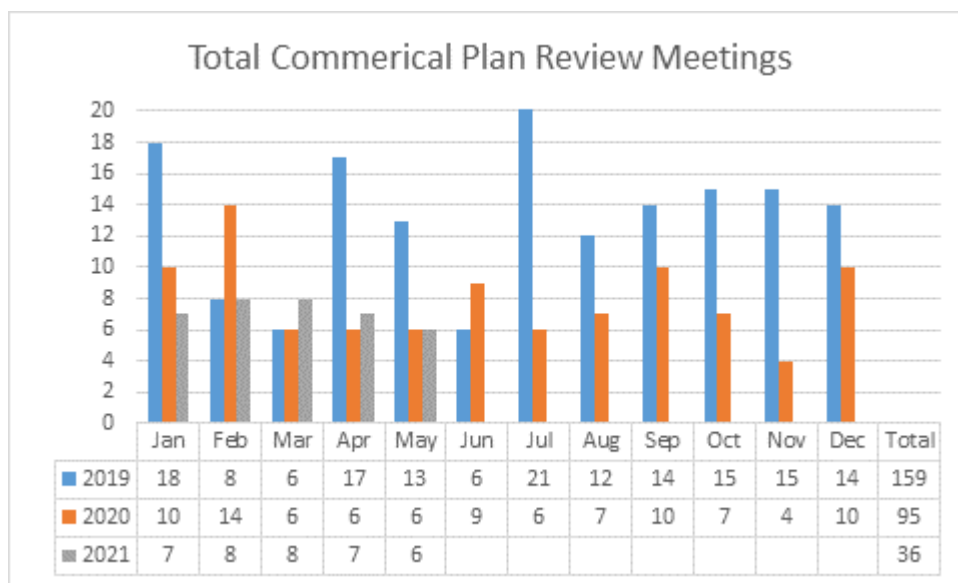
## PLAN REVIEW CONTINUED MAY 2021

### 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.

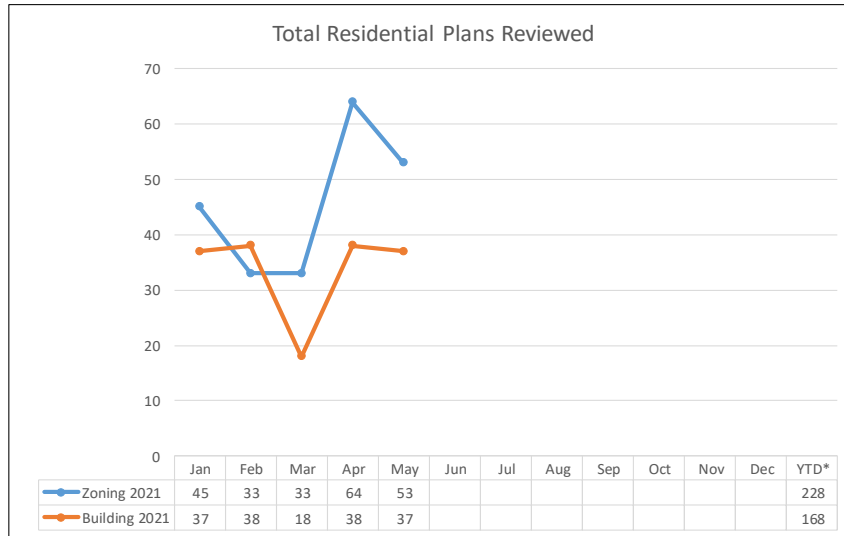
### Commercial Walk-Through Meetings



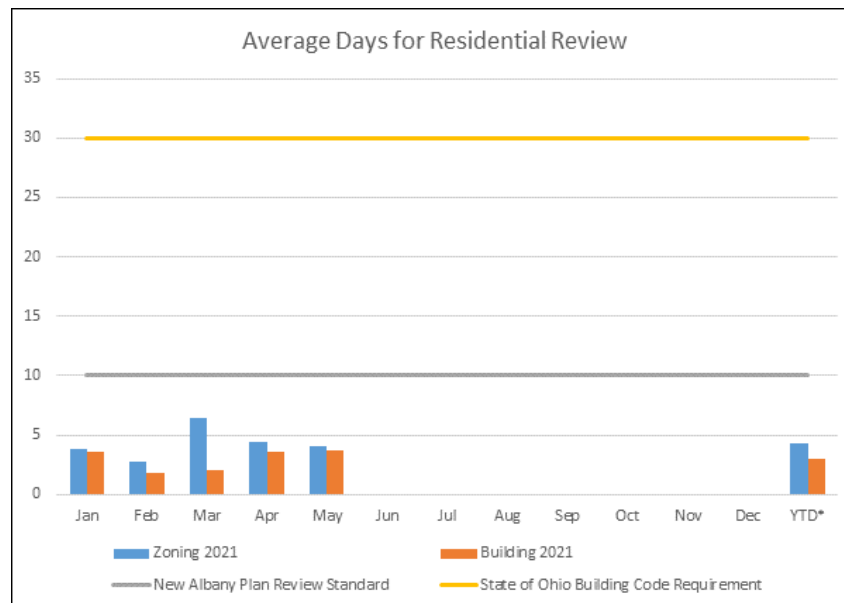
The development department offers in person meetings for commercial projects with the contractor/owners and appropriate city staff to discuss new projects, plan review submissions and occupancy coordination. These meetings have been offered virtually since March 23, 2020 due to COVID-19.

## PLAN REVIEW CONTINUED MAY 2021

### Residential Plan Review



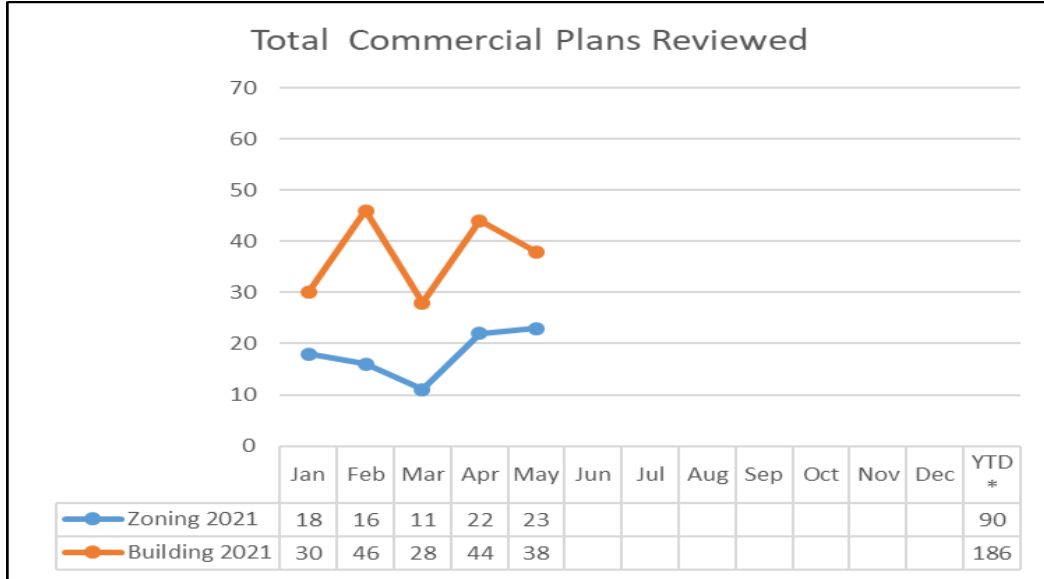
This graph shows the total number of residential plan reviews completed during each month. This includes new projects, response to denials and revisions to approved plans. \*YTD is the total from January to the end of current month.



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.

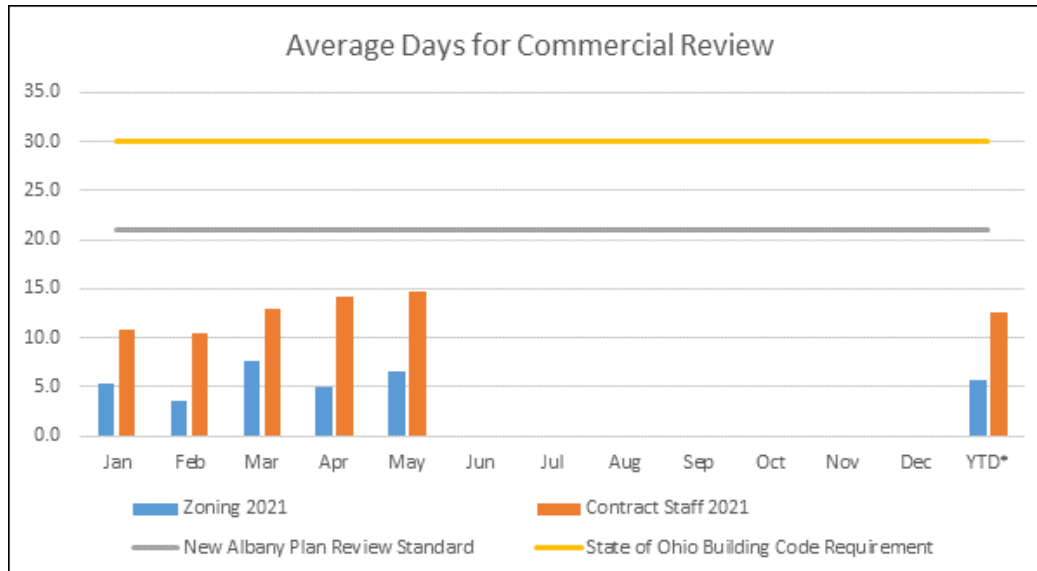
## PLAN REVIEW CONTINUED MAY 2021

### 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 MAY 2021

### Code Enforcement Activity

**Address:** 121 Miller Ave  
**Date of Complaint:** May 18, 2021  
**Complaint Description:** Couch sitting at curb for almost a month  
**Violations:** None  
**Activity:** Initial inspection completed, nothing was at the curb  
**Status:** Closed

**Address:** Harlem Road along new leisure trail  
**Date of Complaint:** May 18, 2021  
**Complaint Description:** Grass not mowed near leisure trail  
**Violations:** None  
**Activity:** Initial Inspection completed, grass was mowed  
**Status:** Closed

**Address:** 7514 Phelps Close  
**Date of Complaint:** April 23, 2021  
**Complaint Description:** No fence around pool  
**Violations:** Pool barrier  
**Activity:** Re-inspection completed, items corrected  
**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:** Parking limitations, outdoor storage and accumulation  
**Activity:** Property owner has passed away, property in probate, and contact has been made with probate attorney and family.  
**Status:** Open

**Address:** 7145 Central College Road  
**Date of Complaint:** January 13, 2021  
**Complaint Description:** Chickens on property  
**Violations:** Improper use of property  
**Activity:** Notice mailed with updated compliance date. Code update pending planning commission and council review.  
**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:** Compliance date was extended to schedule contractor  
**Status:** Open

## FIELD WORK AND INSPECTIONS CONTINUED

### MAY 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, pending new quote from contractor

**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—case was continued

**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**  
**MAY 2021**

**Commercial Inspections**

**Nottingham Clubhouse— 6100 Nottingham Loop**

The city staff completed an inspection on May 21<sup>st</sup> and zoning provided full approval.

**Sheetz—9905 Johnstown Road**

The city staff completed an inspection on May 24<sup>th</sup> and zoning provided full approval.

**All About Kids—96 N High Street**

The city staff completed an inspection on May 28<sup>th</sup> and zoning provided full approval.

**American Regent fence—6610 E New Albany Road**

The city staff completed an inspection on May 28<sup>th</sup> and zoning provided full approval.

## COMMERCIAL PROJECT CONSTRUCTION STATUS MAY 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



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:** Brewdog  
**Location:** 97 W. Granville St.  
**Square Footage:** 6,882  
**Start Date:** Spring 2021  
**Estimated Completion:** Summer 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

**Name of Project:** Miracle Field  
**Location:** 7600 Swickard Woods Blvd.  
**Start Date:** April 2021  
**Estimated Completion:** Summer 2021

**Name of Project:** F45  
**Location:** 9695 Johnstown Rd.  
**Square Footage:** 2,906  
**Start Date:** April 2021  
**Estimated Completion:** Summer 2021



Brewdog

## COMMERCIAL PROJECT CONSTRUCTION STATUS MAY 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

**Name of Project:** Amazon.com Inc.

**Location:** 1245 Beech Rd

**Square Footage:** 1,005,649

**Start Date:** April 2021

**Estimated Completion:** Summer 2022

**Name of Project:** Axium - Building 5

**Location:** 10015 Innovation Campus Way

**Square Footage:** 314,131

**Start Date:** April 2021

**Estimated Completion:** Fall 2021



## COMMERCIAL PROJECT CONSTRUCTION STATUS MAY 2021

### Innovation Campus Way Corridor continued...

**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



Vantrust Site J Building II

## COMMERCIAL PROJECT CONSTRUCTION STATUS MAY 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:** Medical Office Connector Skybridge

**Location:** 5040 Forest Dr

**Square Footage:** 2,620

**Start Date:** January 2020

**Estimated Completion:** Summer 2021



Medical Office Connector Skybridge

## COMMERCIAL PROJECT CONSTRUCTION STATUS MAY 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:** Montauk Innovations, LLC Building II  
**Location:** 1101 Beech Rd  
**Expiration Date:** November 1, 2021

**Name of Project:** Duchess Shop  
**Location:** 9550 Johnstown Road  
**Expiration Date:** June 3, 2021

**Name of Project:** Axiom Building 3  
**Location:** 9043 Smith’s Mill Rd  
**Expiration Date:** October 22, 2021

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

**Name of Project:** All About Kids Daycare  
**Location:** 96 N. High St.  
**Expiration Date:** July 28, 2021

**Name of Project:** Sheetz Gas Station and Convenience Store  
**Location:** 9905 Johnstown Rd  
**Expiration Date:** July 13, 2021



Axiom Building 3

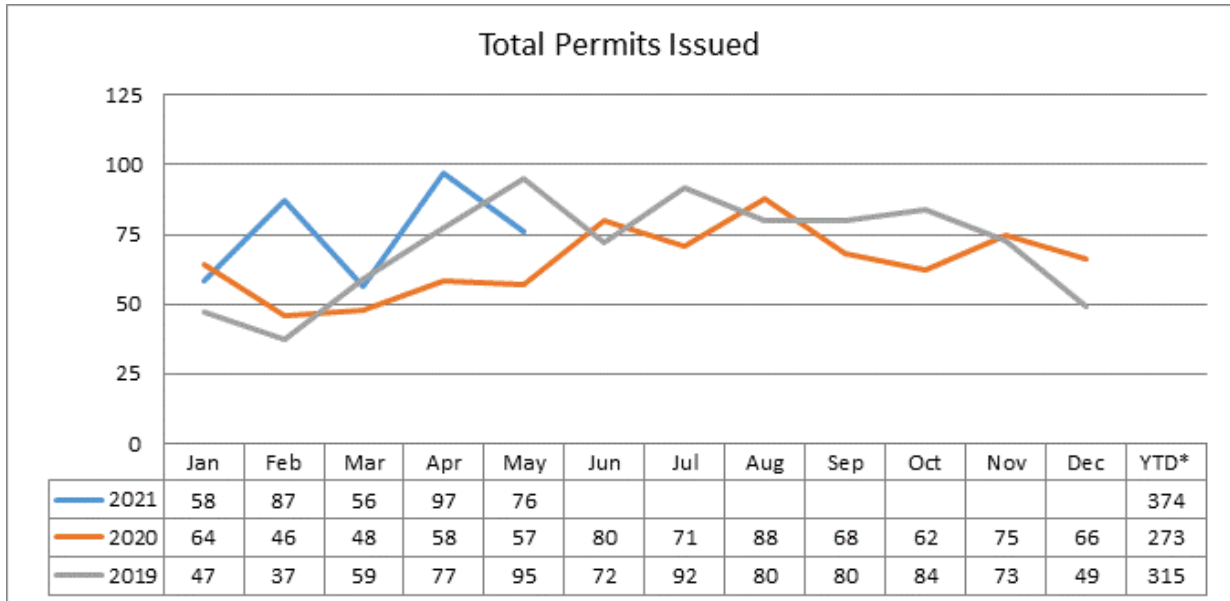


Barrington School

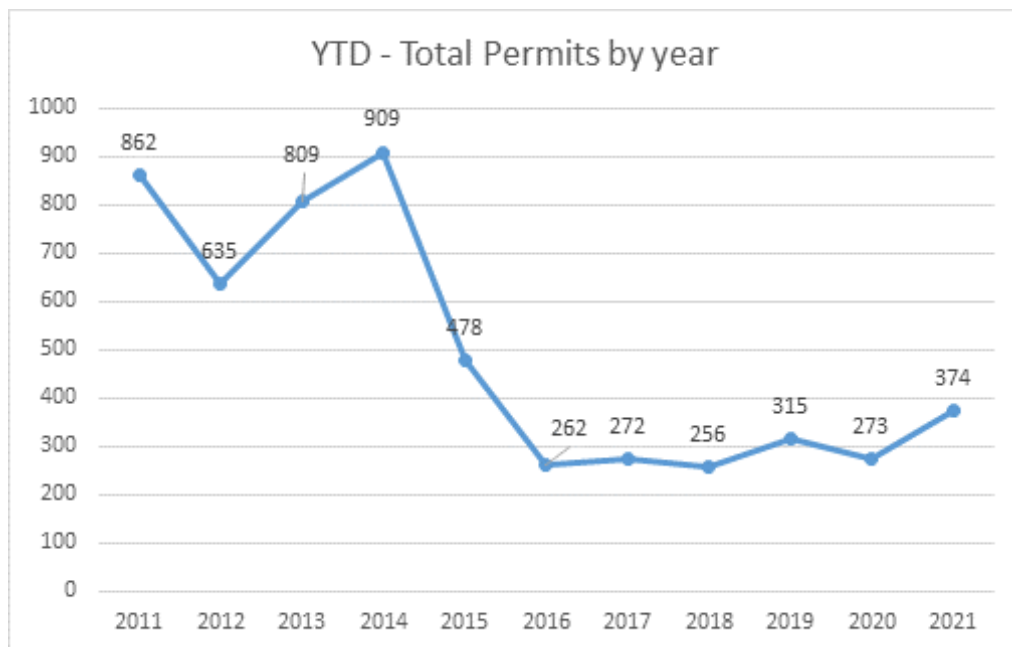


Sheetz Gas Station and Convenience Store

## BUILDING AND ZONING STATISTICS MAY 2021

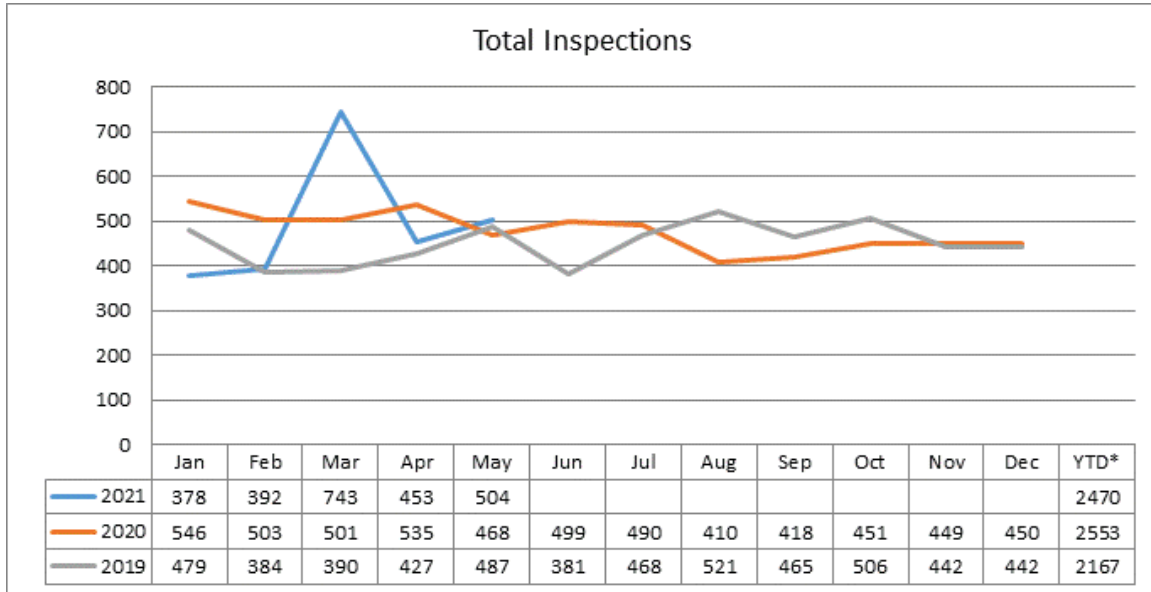


\*YTD is the total from January to the end of current month.



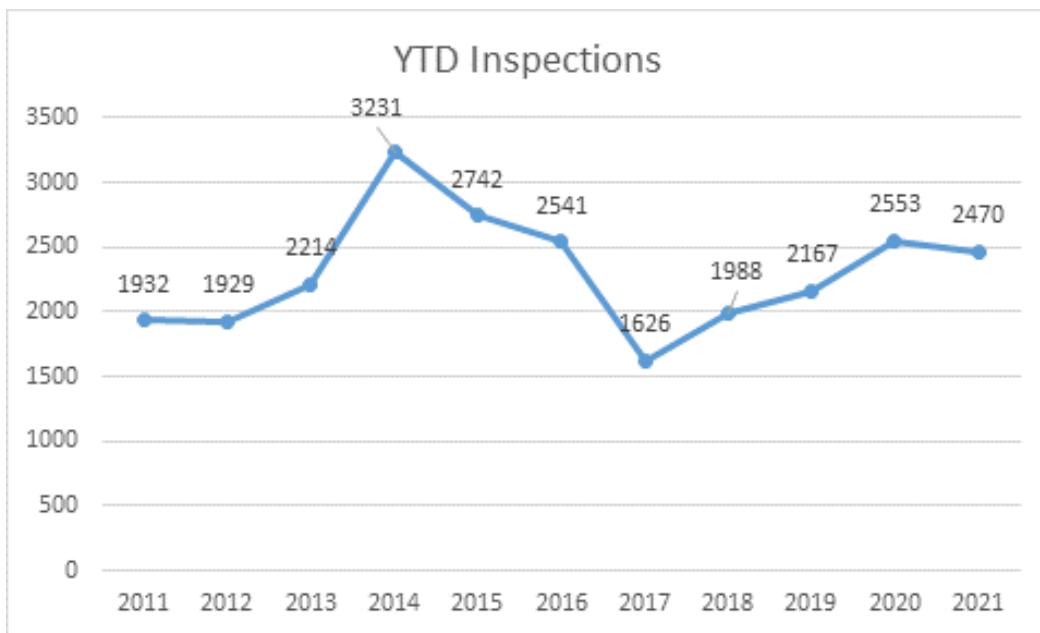
This graph represents the number of building and zoning permits issued per year. The significant decrease in the total number of permits in mid-2015 is due to an internal change in process. The change in process combined all permits related to one project into a single permit for ease of tracking and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

## BUILDING AND ZONING STATISTICS MAY 2021



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

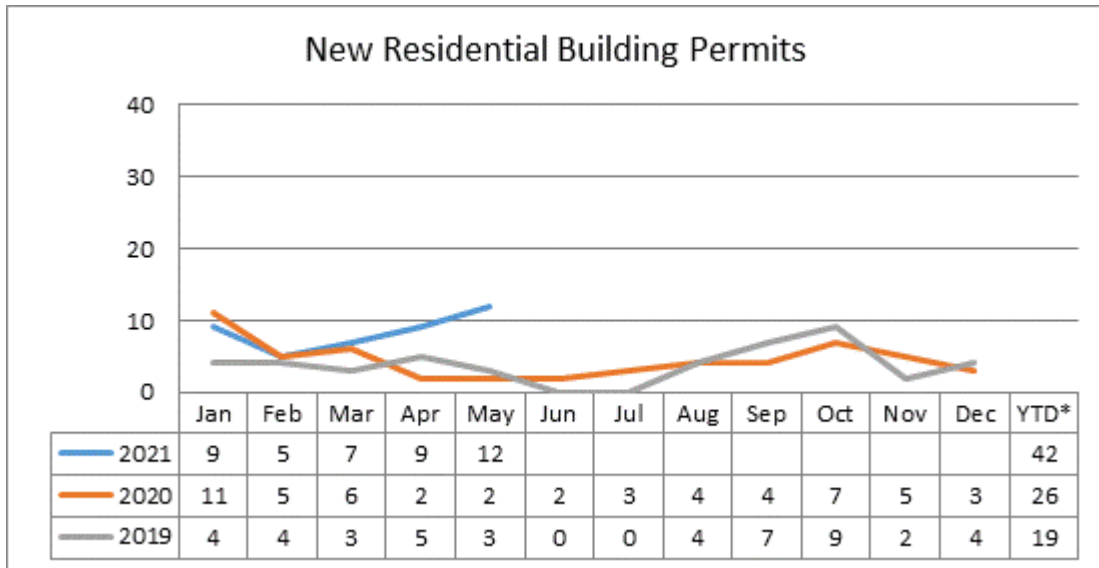
\*YTD is the total from January to the end of current month.



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

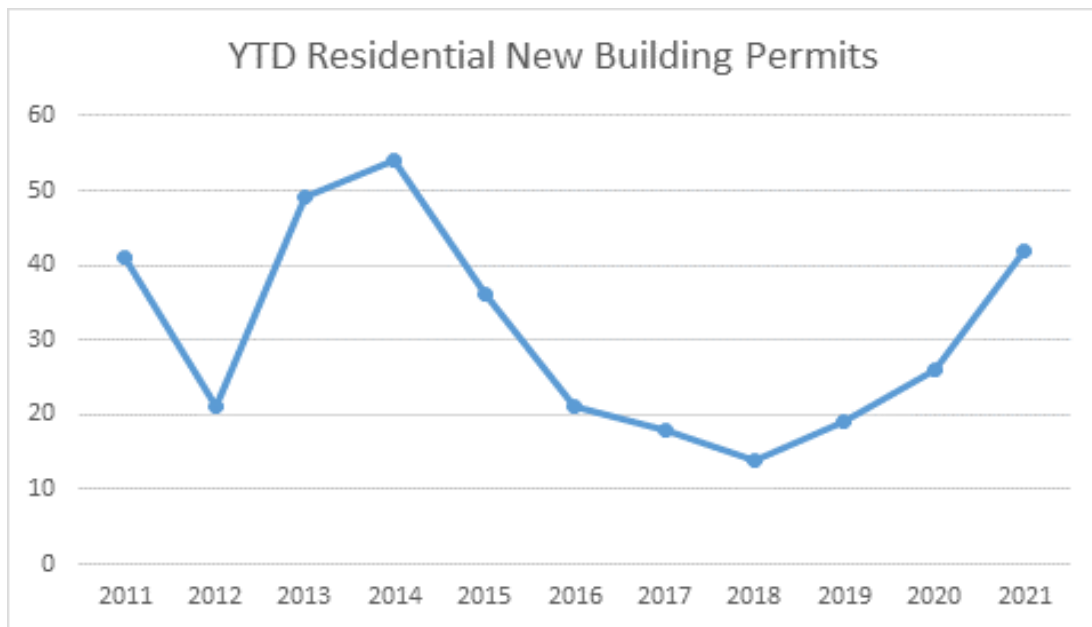
\*YTD is the total from January to the end of current month.

## BUILDING AND ZONING STATISTICS MAY 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.

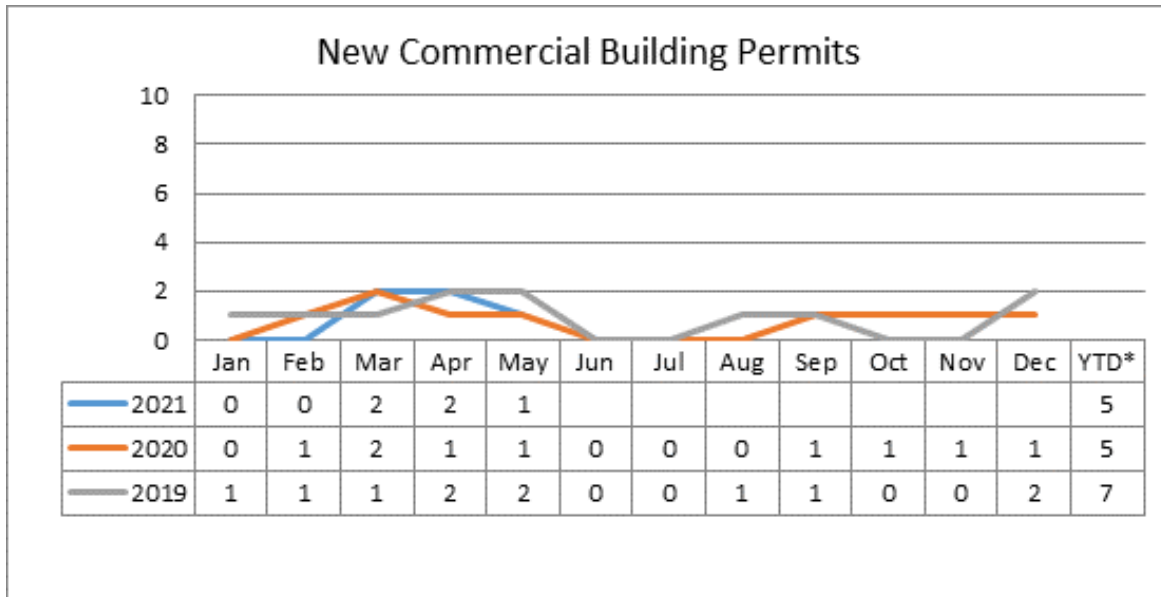
\*YTD is the total from January to the end of current month.

## RESIDENTIAL BUILDING STATISTICS MAY 2021

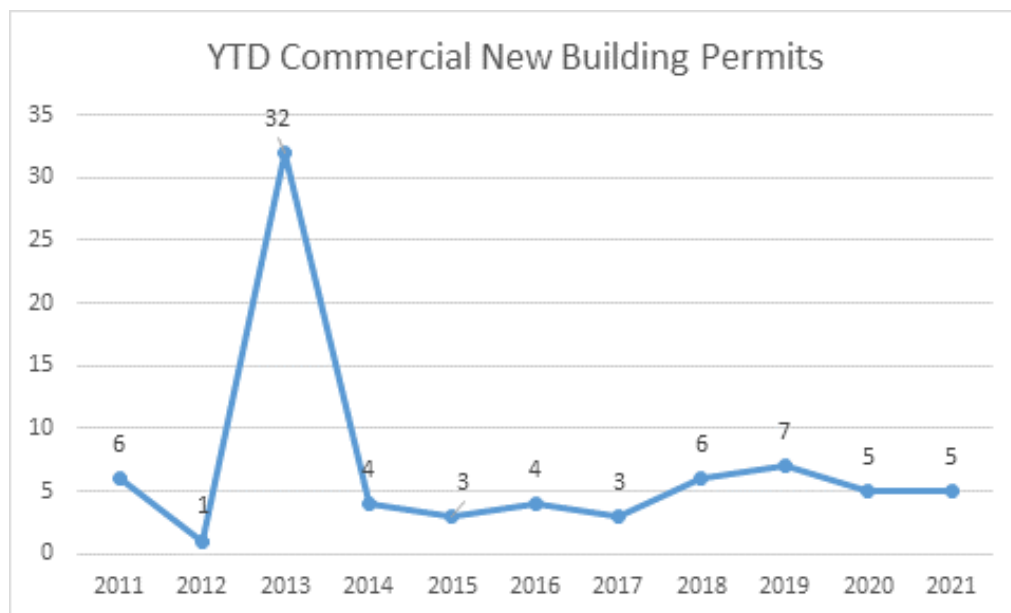
| <b>Subdivision Summary</b> |                   |                   |                       |
|----------------------------|-------------------|-------------------|-----------------------|
| <b>Subdivision</b>         | <b>Total lots</b> | <b>Built lots</b> | <b>Available lots</b> |
| Courtyard at New Albany    | 105               | 60                | 45                    |
| Nottingham Trace           | 240               | 41                | 199                   |
| NACC 28 (Ebrington)        | 66                | 35                | 31                    |
| 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                | 27                | 1                     |
| 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 MAY 2021



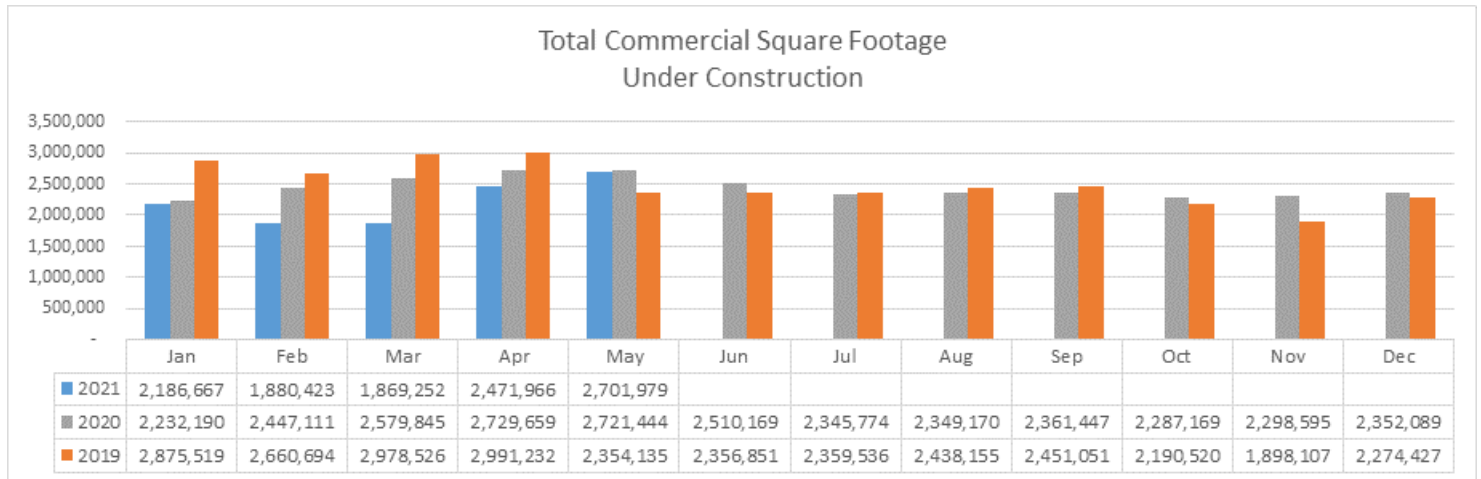
This graph represents the number of new commercial building permits per month over a three year period of time.  
\*YTD is the total from January to the end of current month.



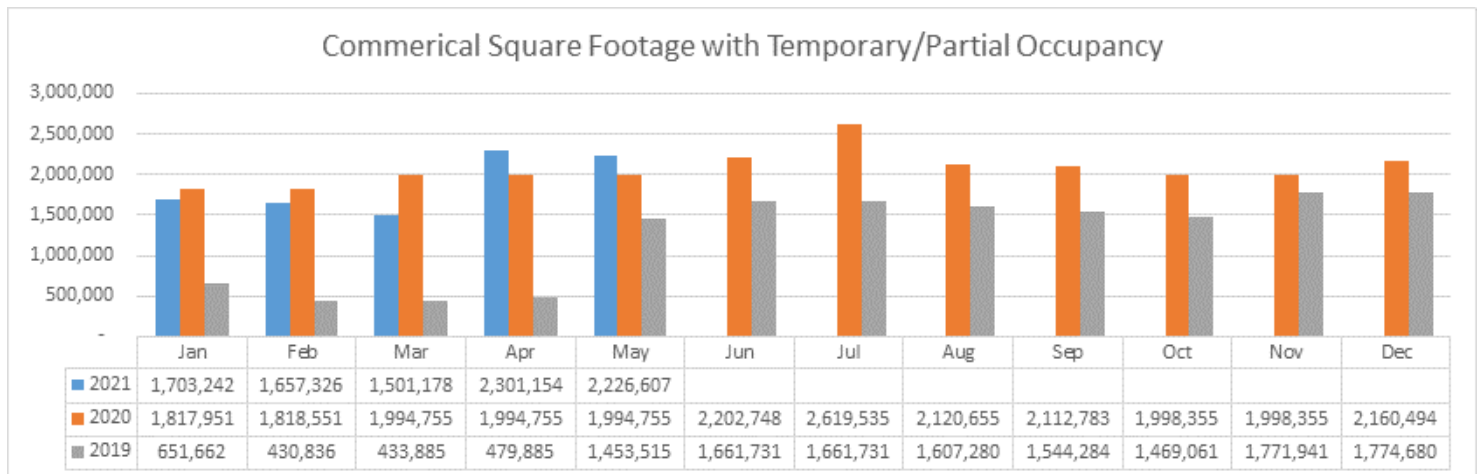
This graph represents that number of new commercial permits issued per year over a 10 year period of time. The large increase in 2013 was a result of permits pulled for Walcott Manor, a multi family subdivision.  
\*YTD is the total from January to the end of current month.



## COMMERCIAL BUILDING STATISTICS MAY 2021

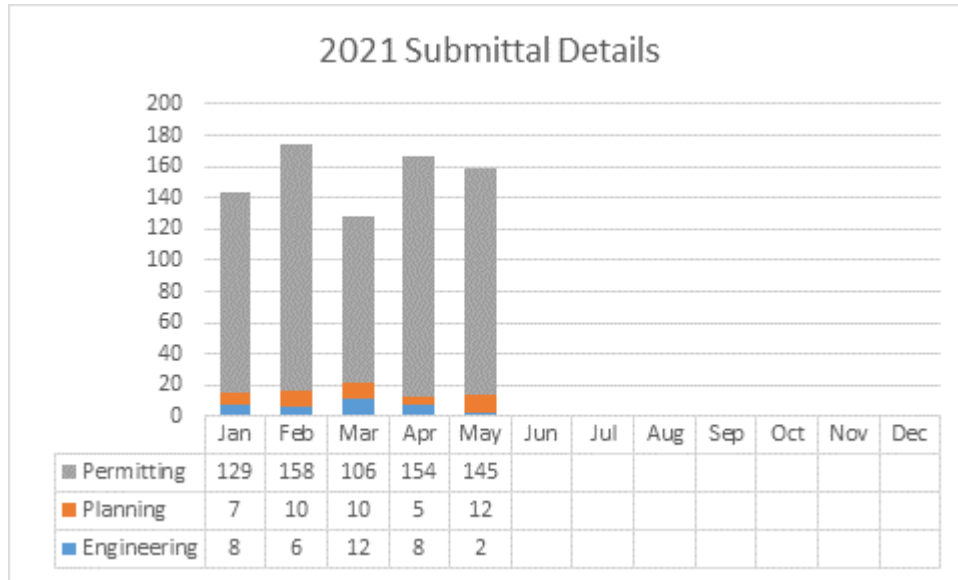


This graph represents the total square feet of commercial projects actively under construction each month evaluated over a three year period.

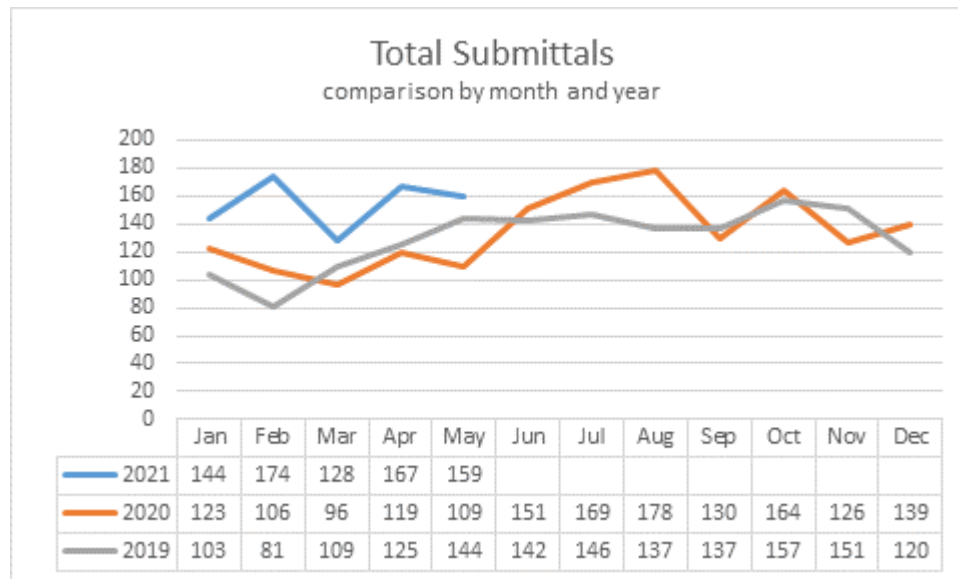


This graph represents the total square feet of commercial activity with partial, temporary or conditional occupancy each month evaluated over a three year period of time.

## SUBMITTAL STATISTICS MAY 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.