

TOWARD A NEW VISION TOGETHER

**PROPOSAL FOR REDEVELOPMENT OF 152 – 1170 MILL STREET
CREEKSIDE DISTRICT - THE CITY OF GAHANNA**

PRESENTED BY:



December 6, 2021 - Committee of the Whole

PRESENTATION OVERVIEW

A. Introduction – Company History & Experience, Present, Future Vision

- A. Metropolitan Holdings
- B. Project Team – Key Personnel Leading Our Vision Here Tonight

B. Previous Proposals: 2018 - Early 2021

C. Revision & Final Proposal: A New Project

D. Goals & Objectives

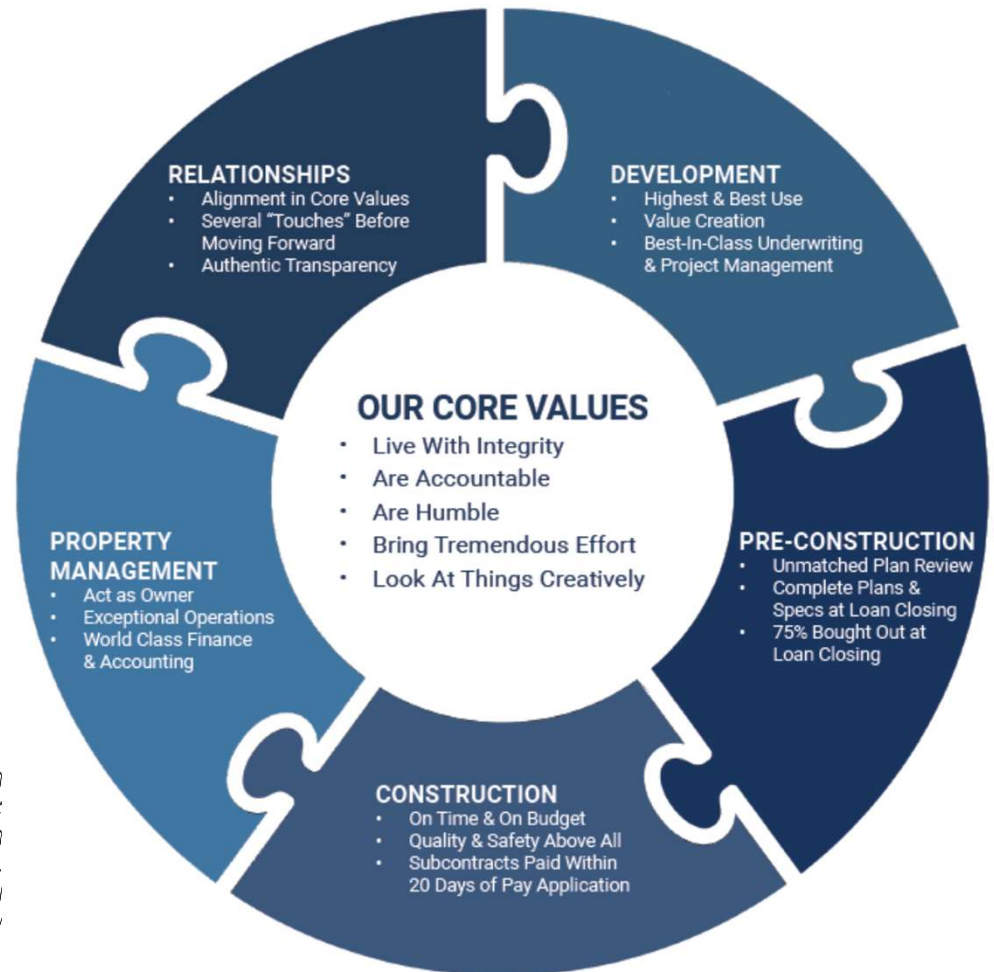
E. Question & Answer / Interactive Dialogue

Metropolitan Holdings

History & Relevant Experience

- **Founded in 1998**
- **Headquartered in Ohio**
- **Completing over \$125M in multifamily assets**
- **750+ new units complete; 800+ in development**
- **Grown to 22 people**
- **Vertical integration - seamless execution**
 - **Development & Construction**
 - **Management & Operations**
 - **Asset Management & Accounting**

"As a fully integrated firm, we associate with vendors, partners, and investors who share our core values. Our business is not without risks; however, we have ultimate control over many of these risks and plan accordingly for those that we don't. Through this disciplined approach, we are able to enrich the lives of our employees and share financial rewards with our partners and investors while delivering quality multifamily assets to the communities we serve."



Metropolitan Holdings
History & Relevant Experience

“The 21st century is a golden age of personalization. Whether it's customizing our smart phones with our favorite apps or ordering exactly what we need when we need it from Amazon, we increasingly expect a unique customer experience, not a one-size-fits-all model.”

Alex Azar



Grandview Village (Columbus, OH)

168 units
Garden, townhome & carriage-style buildings
Completed 2011 - 2016





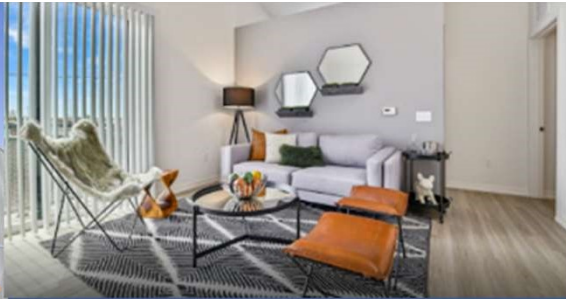
“Dull, inert cities, it is true, do contain the seeds of their own destruction and little else. But lively, diverse, intense cities contain the seeds of their own regeneration.”

Jane Jacobs

Peake (Columbus, OH)

46 units

Completed November 2017



Out of Town (Columbus, OH)

45 units
Partnership with City of Columbus – Land Redevelopment Office
Completed November 2018

Skytop (Cincinnati, OH)

361 luxury units with best-in-class amenities
Incentives Partnership with Anderson Township
Demolition Started September 2021 – In Progress

Metropolitan Holdings

History & Relevant Experience

Project List:

| | |
|-----------|---|
| 2011-2016 | Grandview Village (Columbus, OH) 168 units, \$22.0M Carriage/Garden/Townhome |
| 2014 | Concord Square (Columbus, OH) 28 units, \$3.75M Garden |
| 2017 | Peake (Columbus, OH) 46 units, \$6.36M 3-Story Midrise |
| 2018 | Out Of Town (Columbus, OH) 45 units, \$5.32M 3-Story Midrise |
| 2019 | Yardley (Columbus, OH) 78 units, \$13.42M Midrise & First Floor Retail |
| 2019-2021 | Parkview (Dayton, OH) 308 units, \$45.72M Carriage/Garden/Townhome |
| 2022 | Skytop (Cincinnati, OH) 361 units, \$64.0M 4-Story Luxury Midrise |



Yardley (Columbus, OH)

78 units
Includes first floor parking podium
Completed September 2019

**Previous Proposals:
2018 - Early 2021**



Mill Street 2018 - 2019

Iterations of modern two-building approach
Over 100 units with 142 beds
Complex site with substantial incentives and variance needed

Previous Proposals:
2018 - Early 2021

• **Design Challenges:**

- Massing
- Setbacks & Vision
- Bikeway relocation
- Linter Park
- Easements
- Parking variance
- Modern architecture

• **Natural Challenges:**

- Floodway
- Grading

• **Financial Challenges:**

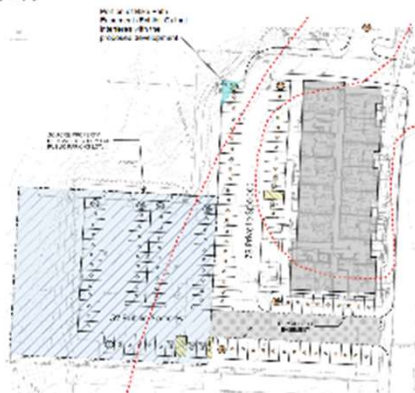
- \$22M project with gaps
- Multilevel garage unfeasible
- \$271K in TIF reimbursements
- \$128K in fee waiver relief
- Rising construction costs

• **Other Issues:**

- Retail sustainability
- Site control



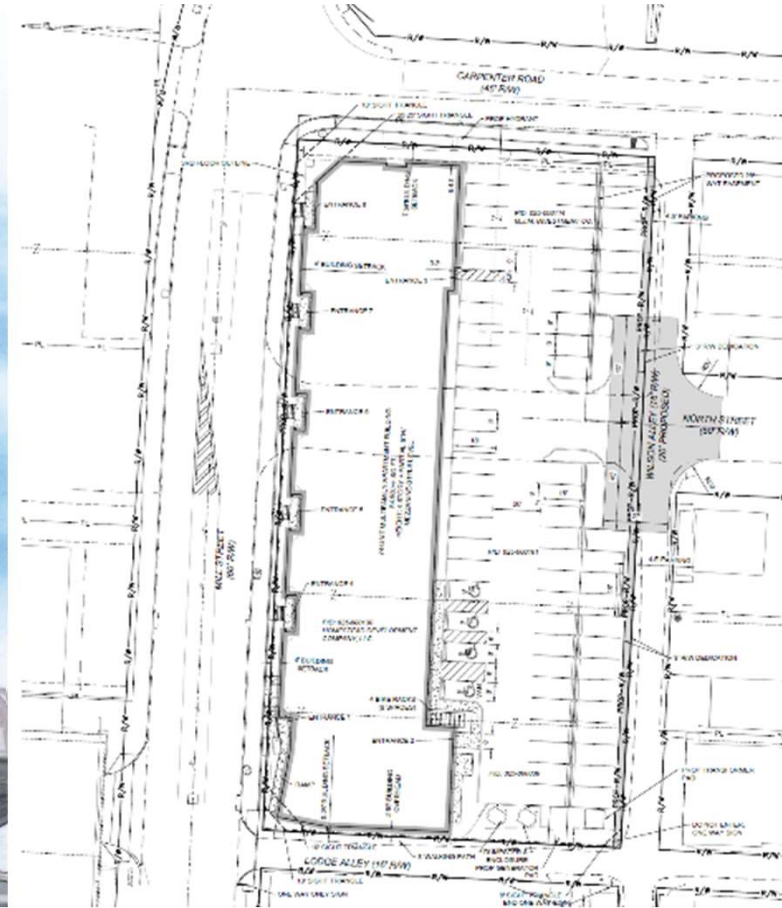
1 EAST ELEVATION
SCALE 1/8" = 1'-0"



Mill Street 2020

Dense two-building approach
129 units with varying retail components
Complex site with substantial incentives and variance needed

Revision & Final Proposal:
A New Project



Mill Street 2021 Forward

Single building approach
74 units with 84,600+/- square feet
Little incentives and few variance needs

Revision & Final Proposal:
A New Project



• **Design Solutions:**

- Stepped massing with “pull-back”
- Contextual classic architecture
- Nominal parking issues
- Modern architecture
- Transparent & semi-transparent corners
- Wilson Alleyway widening
- Hammerhead T-turnaround

• **Other Resolutions:**

- Supporting adjacent retail

• **Financial Solutions:**

- Feasible residential construction type
- \$16.3M project with smaller gaps
- Possible County partnership
- Nominal Cost - Vacation of North Street
- Legislated tax abatement

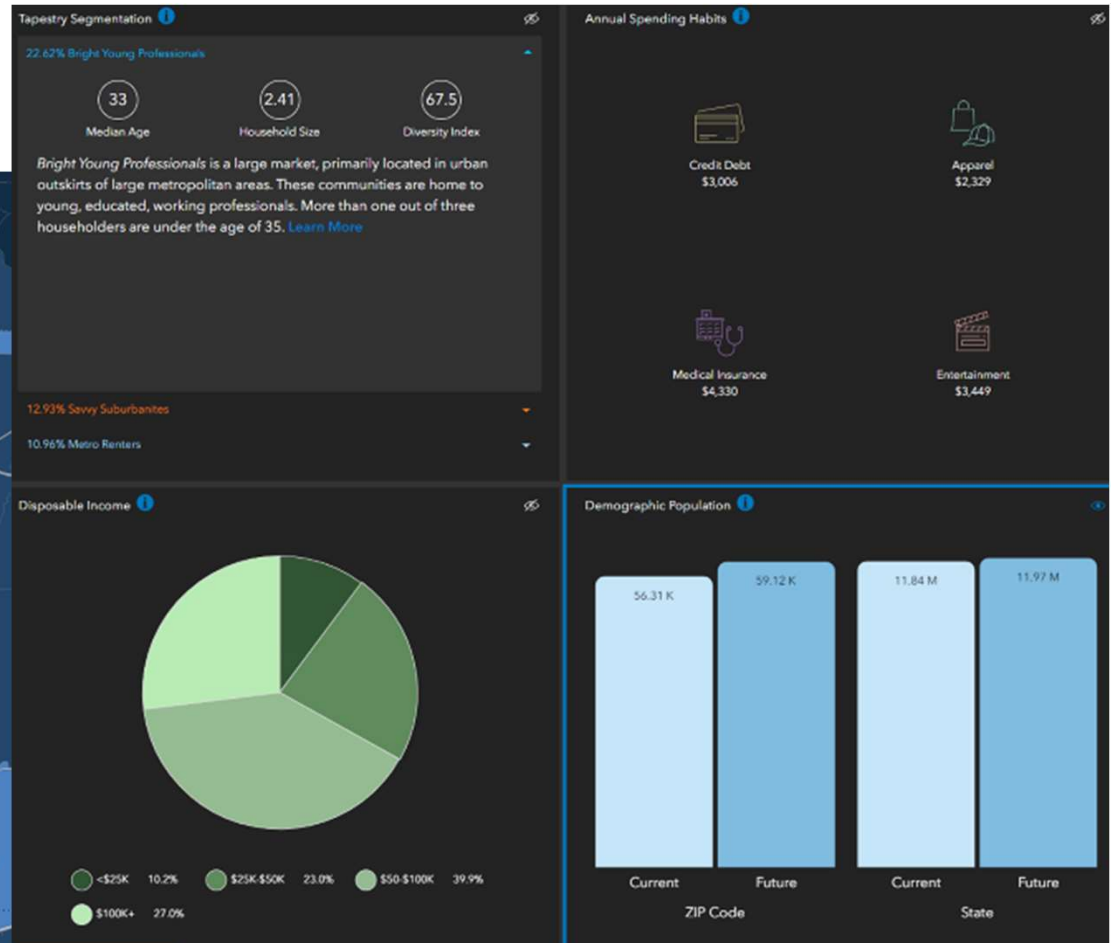
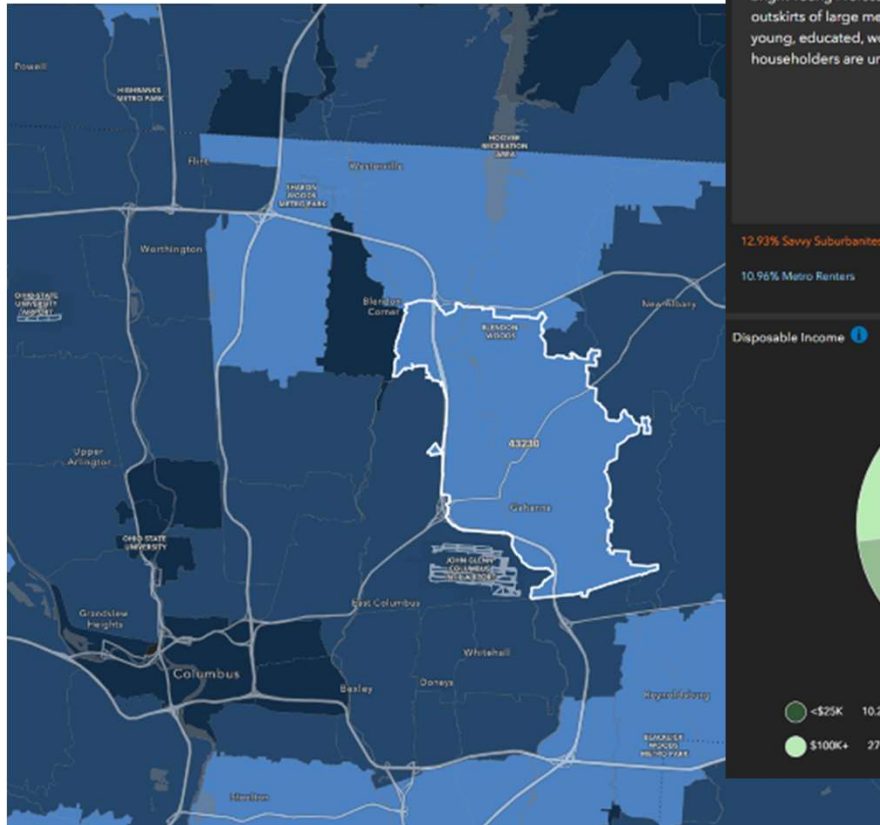


Mill Street 2020

Dense two-building approach
129 units with varying retail components
Complex site with substantial incentives and variance needed

Who Will This Housing Serve?

Market Demographics





LifeMode Group: Middle Ground
Bright Young Professionals

8C

Households: 2,750,200
Average Household Size: 2.41
Median Age: 33.0
Median Household Income: \$54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than non-owners. More than two-thirds of the households live in single-family homes, over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index: 125) and single-person (Index: 115) households.
- Multiunit buildings or row housing make up 54% of the housing stock (row housing (Index: 176), buildings with 5-19 units (Index: 275); 43% built 1980-99).

SOCIOECONOMIC TRAITS

- Education completed: 55% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the internet.
- Concern about the environment impacts their purchasing decisions.



LifeMode Group: Uptown Individuals
Metro Renters

3B

Households: 1,911,500
Average Household Size: 1.67
Median Age: 32.5
Median Household Income: \$67,000

WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro-Renters resident income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro-Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated, value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

8C LifeMode Group: Middle Ground
Bright Young Professionals



MARKET PROFILE (Source: csmi.com/csmi/segment/csmi/01000002)

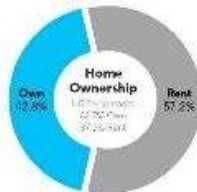
- Own retirement savings.
- Own newer computers (desktop, laptop, or both), iPods, and 21" TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast food and family restaurants.

HOUSING

Median home value, mortgage, and interest rates are primarily owner-occupied, average rent is shown for renter-occupied units only. Tenured home values are measured by 7th Edition type and average rent is from the Greater Business American Community Survey.



Typical Housing:
 Single-Family;
 Multi-Units
Average Rent:
 \$1,042



3B LifeMode Group: Uptown Individuals
Metro Renters



MARKET PROFILE (Source: csmi.com/csmi/segment/csmi/01000002)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; prefer to organic foods.
- Own a Mac computer and use it for reading/writing, blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a habit for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

HOUSING

Median home value, mortgage, and interest rates are primarily owner-occupied, average rent is shown for renter-occupied units only. Tenured home values are measured by 7th Edition type and average rent is from the Greater Business American Community Survey.



Typical Housing:
 Multi-Unit Rentals
Average Rent:
 \$1,430





LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied, 66% mortgaged (Index 162).
- Primarily single-family homes, with a median value of \$362,900 (Index 181).
- Low vacancy rate at 3.6%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 57.9% (Index 129) with proportionately more 2-worker households at 62.2% (Index 122).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

1D

LifeMode Group: Affluent Estates

Savvy Suburbanites



MARKET PROFILE

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

Median home value, mortgage loan interest rate, and property owner-occupied average rent estimates for metropolitan areas are based on the 2013 Census Bureau American Community Survey. Rent rates are the Census Bureau's American Community Survey.



Typical Housing:
Single Family

Median Value:
\$362,900

US Index = 100/100



Summary

Market Demographics

- The population will increase 3,000 people in the next 5 years.
- The heaviest population segment is "Bright Young Professionals" – accounting for 22.62% of the 56,310 living in this zip code.
- One out of three of these households are under the age of 35.
- 57% of Bright Young Professionals rent.
- Over 27% of the population have a disposable income of over \$100K; with 3400+ high-income households who prefer to rent from this Bright Young Professionals segment alone.
- Metro Renters account for 10.96% of the population, with 79.8% renting. The typical household size is only 1.67 - meaning are single person households.
- The second largest population segment "Savvy Suburbanites" accounts for 12.93% of the population. They have an average income of \$108K and net worth in excess of \$500K. While only 9.4% rent, that is still 684 people looking to not be constrained by home ownership.
- Our 74 units can attract new talent and provide something for the unmet existing population. They will lease fast and without concession of any type.

METROPOLITAN
HOLDINGS

Economic Impact

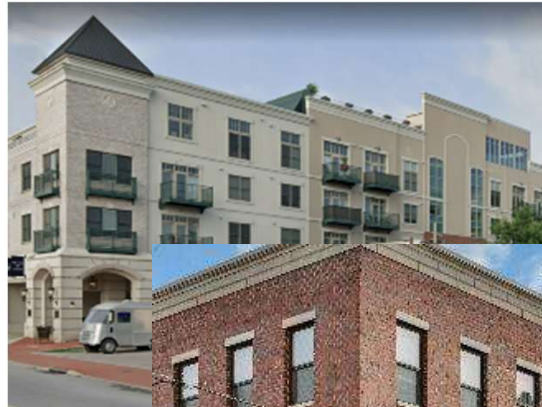
Gahanna Benefit Analysis

| | 2022-2023 Construction | 2024-2038 Abatement Period | 2039-2046 Post Abatement |
|--|---------------------------|-------------------------------|-----------------------------|
| Change in Real Estate Taxes | (\$296) | (\$5,544) | \$177,025 |
| Income Tax | | | |
| Construction | \$143,401 | \$0 | \$0 |
| Leasing/Management | \$0 | \$28,579 | \$20,165 |
| Residents | \$0 | \$339,120 | \$239,278 |
| Total Income Tax | \$143,401 | \$367,699 | \$259,443 |
| Total Revenue to Gahanna | \$143,105 | \$362,155 | \$436,468 |
| Cumulative Revenue to Gahanna | \$143,105 | \$505,260 | \$941,729 |
| Discretionary Resident Income - Food Away From Home & Entertainment | \$0 | \$7,085,105 | \$4,999,145 |

Objectives

Proposal Goals

- Revitalize two key parcels in the Creekside District
- Avoids orphan development sites on “Main Street”
- Utilize contextually appropriate architecture and form:
 - Massing
 - Complementary design – respects the past, advances the future
 - Creatively addresses vision clearances
 - Balance automobiles, pedestrian and bicycle movement
 - Addresses improvements on Wilson Alley & North Street
- Construct a “right-sized” project – least amount of incentives producing the greatest economic benefit



Objectives

Proposal Goals

- **Balancing public and private partnership:**
 - Additional households in walkable proximity to Creekside
 - Do not duplicate – Creekside is and continues to be an amenity
 - Request few incentives offering the greatest impacts
 - De minimis vacation of North Street outweighs benefits
 - Future engagement opportunities:
 - Gahanna Area Chamber of Commerce
 - Gahanna Area Arts Council
 - Gahanna Community Improvement Corporation
 - Creekside District Alliance
- **Create quality housing meeting a specific demand**
- **Project becomes close to “shovel-ready”**

