

Why is the Powell Grand Community good for Powell

1. Powell Grand is supported by its immediate neighborhood

- Over 70 neighbors signed and submitted support petition to Planning Commission
- Positive neighbor witness testimony during hearing process
- Neighbor support based on:
 - Powell Grand addressing existing traffic issues and the need for an upscale, flexible housing option.
 - Concern over previous plans, past zoning and unknown alternatives.

2. Powell Grand Zoning Map Amendment and Preliminary Plan were approved unanimously at Planning Commission and Council after extensive vetting through public hearings.

- Powell Grand is Zoned and Annexed into Powell
- Powell has held **11 public hearings to date** on Powell Grand at Powell City Council and Planning Commission, with 1 hearing at Delaware County Commission
 - Council hearing on Pre-Annexation Agreement (site plan shown – 4-21-15)
 - PC hearing on Sketch Plan (5-13-15)
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 - Powell Grand Final Development Plan approved 5 to 1 at PC on 10-14-15

3. Powell Grand meets Powell's Comprehensive Plan Goals

- ***The Comprehensive Plan represents the collective will of the community qualified by many months of public outreach and resident involvement.***
- Powell Grand meets Comprehensive Plan goals:
 - Provides more diverse housing options in Powell
 - Provides flexible housing choices to allow the growing numbers of empty nesters and seniors to stay in Powell
 - Allows downsizing and frees time/resources from upkeep
 - Freedom from mortgage and year round ownership responsibilities
 - Many Powell seniors live part-time in warm states or travel
 - Allows seniors to live near Powell adult children and grandchildren
- Provides mixed uses in a location where infrastructure exists to handle it.
- Provides significant new tax revenues that will pay for needed regional roadway improvements, and quality of life amenities such as bike path connectivity and Seldom Seen Park improvements.
- Quality design standards and luxury amenities meet community expectations and Powell's high standards:
 - Country Club Living Amenities;
 - Supports active adult and senior activities, as well as relationships and community building;
 - Architecture and design consistent with the Powell environment.

4. Powell Grand Meets Comprehensive Plan Specifics

- Powell Grand meets market forces and demographic changes in Powell and Region, as documented in the Powell Comp. Plan Update (pp. 16 through 19) and MORPC studies.
 - The 65 and older demographic is projected at highest percentage population increase in coming years. (p. 16 Comp. Plan, and Exh. 1.21)
 - **Exhibit 1.19** – Growing demand in region for attached housing.
 - **Exhibit 1.2** – As age increases, demand for large lot high maintenance single family housing drops and demand for quality attached housing increases.
 - **Exhibit 1.23** – Largest increases in households projected are singles living alone and households without children from 2010-2040.
 - Powell households are made up of 83% single-family homes today. When single-family homes are combined with condos, it means that nearly 90% of Powell dwellings are owner occupied. Very few rental communities exist in the Powell market. (See Comp. Plan pp. 10 and 11)
 - Powell must compete with other high quality suburban sub-markets that are diversifying to meet the needs of aging baby boomers and seniors.
- The Powell Grand community is designed to fit the specific intent of Powell Land Use Plan and Map as a Mixed Use Activity Center, documented on pages 34 and 35 of the Comp. Plan.
 - "Mixed Use Activity Centers should incorporate commercial and mixed residential development including townhomes and multi-unit buildings." P. 34
 - "Mixed Use Activity Centers are recommended as nodes of activity at the major arterial intersections along Sawmill Parkway." P. 34
 - "Mixed Use Activity Centers should include a variety of public spaces, greens and plazas." P. 34
 - Developments should be designed to create a system of interconnected streets and blocks. P.34

- **Building heights may range from one to three stories (P. 34 with examples of three-story buildings shown on pages 35 and 39)**
 - **To be clear: Powell's Comp. Plan supports 3 story building heights in mixed use and mixed residential settings as documented on pages 35 and 39, when designed properly with architectural elements.**
- **Neighborhoods should be designed with architectural diversity in terms of building scale, form and style. P. 38**

5. Powell Grand Does Not Compete With but Rather Compliments Existing Powell Housing

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- **Luxury Empty Nester and Senior housing architecture is different than single family in scale, look, design and use, as well as impact.**
- **For these reasons, Powell Grand will not compete with single family residents trying to re-sell homes or other new-build residential.**

6. Lower Impact of Empty Nesters for Traffic and Intensity of Use is Less Than Alternatives

- **Previous Township Zoning – heavy retail, commercial and even Planned Industrial – would bring more traffic**
- **Empty nester traffic significantly less than equivalent single-family homes (see TIS)**
- **Powell Grand density meets code for this site and the zoning district.**
- **Density is less than “young adult” apartments proposed previously.**

7. Powell Grand Generates Infrastructure Funding

- Estimated @ \$32 – \$33.5 million in new value which provides significant new TIF funds
- Addresses traffic needs created regional traffic demand
- AND will fund solutions to existing traffic challenges for residents to the south
- Will support Seldom Seen park improvements and fund other City infrastructure needs

8. Development Plan is Compatible with Adjacent Area

- Site plan fits with other residential, commercial, retail and future park uses and connects to the regional bike path system
- Quad-plexes on the south match neighboring Woods at Big Bear Farms
- 3- story buildings placed next to existing 40 foot industrial style building to soften/screen it
- Luxury multi-family in location best suited in Powell – with access to Sawmill Pkwy and with signalization and secondary access/outlet on Seldom Seen.
- This development location is called for in the Updated Comp Plan for this site – **see Page 34 and “Mixed Use Activity Centers are recommended as nodes of activity at the major arterial intersections along Sawmill Parkway.”**
- Infrastructure is largely built in this area to accommodate Powell Grand and development will fund further improvements, as well as solve existing problems.
 - Powell Grand will provide improved traffic flow for **Woods at Big Bear Farms** (neighbors to the south)
 - De-cell lane into their site
 - Traffic light to allow turns
 - Safe U-turn option
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9. Powell Grand Will Not Stress Schools, Based on City and OLSD Analysis

- **Reality Check:** Housing designed for empty-nesters and seniors does not attract school aged children.
- **Arguments to the contrary are not supported by evidence.**
 - See Powell Comp. Plan page 10, – “Average household sizes for attached housing types (condos and apartments) within Powell generally range between 1.3 and 1.9 persons per households. A result of condos being designed for retirees.”
 - Thus, the city’s own data documents that attached housing has fewer people, less intensity of use per unit and is not overrun by children and 3, 4, or 5 people per unit.
 - This point is also supported by Olentangy Local Schools District data and decades long data tracking of households and students per housing types: OLSD reports that district-wide there are:
 - .80 students average per Single-Family home
 - 0.15 students fixed average per Multi-Family household
(This means all Apartments, Manufactured Homes or Condo units, whether age-targeted or not)

Source: 2014 Student Potential Analysis Report, by Dejong and Richter, OLSD Website, Departments, Treasurer

- Kids go where there are large individual lots, large open spaces programmed for tot lots, playgrounds, soccer, basketball, Frisbee, etc.
 - Parents understand that kids want to be with other kids and in an environment designed for children and families.
 - Some things in life are self-regulating - One is most parents act in their children’s best interest without it being legislated or controlled. Another is kids want to be where other kids are.

10. Powell Grand Wants to Welcome People, Not Regulate Lifestyles

- Today's market for empty nester and senior housing calls for flexibility and amenities to fit active adult lifestyles, welcoming active adults to an environment that attracts them.
- The design of the community brings active adults, empty nesters and seniors:
 - Age "policing" runs counter to this.
 - Marketers of senior housing do not want to be in the "lifestyle policing business".
 - Empty nesters in the Powell market want flexible, luxury living, designed for their needs with quality amenities.
 - Senior housing will succeed because it attracts those it fits, accommodates various lifestyle arrangements and changing demographics, ***not because it regulates and restricts the age of occupants.***
 - **As a developer and owner of the community, we don't want to track or "police" our customers' lives! This is a negative in terms of welcoming our target market and making people feel they are wanted, not overly regulated.**
 - Lease provisions have occupancy limitations which insure that rental units will not be occupied by large numbers of people.
- We asked the neighbors at Woods at Big Bear Farms (HOA President, Tom Fink) about the age restriction issue and he answered, "We don't have age restrictions, but our environment attracts empty nesters based on the community and home design."
- **Chance to Succeed and Competitiveness: Powell Grand cannot be one of few empty nester communities in Powell with age restrictions, hard rules, and age policing when most other projects lack same. If age restrictions are placed here, they will need to be or should have been forced in all empty nester communities – to be fair and comparable. (If not, this amounts to disparate treatment.)**
- Society is changing. Lifestyles are more flexible. The housing market is moving away from restrictive living and regulating relationships.
- We have designed a community for active adults, empty-nesters and seniors and facts support that it will attract such customers. We do not want to turn customers off and exclude them. We want to welcome them and not regulate their lives.

Presenters

MARGELLO DEVELOPMENT CO. & SCHOTTENSTEIN REAL ESTATE GROUP

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November 4th, 2015

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Powell Grand Facts

November 4th, 2015

Stakeholder Input & Neighborhood Support

- Powell Grand vetted and reviewed at 11 public hearings
 - City Council
 - Planning Commission
 - Delaware County Commissioners
 - 70+ Neighbors Signed Petition of Support Presented to Planning Commission.
- Concerned Citizen Input + Planning Commission/City Council Feedback = Design Refinements & Changes
 - Architectural Detail
 - Lighting Controls
 - Pedestrian Scale
 - Pathways & Connectivity
 - Landscaping Enhancements
 - Key Roadway & Traffic Improvements Benefitting Neighbors

City of Powell Action

- Planning Commission - Unanimous Approval
 - Zoning Map Amendment
 - Preliminary Development Plan
- City Council - Unanimous Approval
 - Zoning Map Amendment
 - Annexation
 - Preliminary Development Plan
- Final Development Plan
 - October 14, 2015
 - Planning Commission Approval

Positive Impact Olentangy School District (OLSD)

- Significant New Property Tax Revenue
- Few School Age Children Live In Rental Communities
- Confirmed by:
 - Powell Comprehensive Plan
 - Census Data
 - OLSD
- OLSD has tracked student data past 20 years
- OLSD Study
 - *Student Potential Analysis 2014*, OLSD Treasurer's Office
 - OLSD study results **0.15 students per multi-family unit**
- Powell Grand - Age Targeted Community
 - **Few, if any students, live in age targeted multi-family communities**
 - Woods at Big Bear Farms - no better example
 - Designed for & targeted to empty nesters
 - Source: Woods at Big Bear Farms, Owners' Association

Age Targeted vs. Age Restricted

- Empty Nester Communities "Age Targeted"
- Retirement Communities "Age Restricted"
- Empty Nesters Resent Being "Age Policed"
- Age Restrictions Negatively Impact Appeal of Empty Nester Community
- Empty Nesters Attracted to Amenities & Lifestyle Not Age Regulation
- Rental Agreements Provide Occupancy Limits

3 Story Buildings

- Average roof height 38 feet 10 inches
- Screens existing 40 foot high LA Fitness building
- Spectrum Building Sawmill Parkway Powell Approval at 47 feet
- Powell Comprehensive Plan supports
 - 3 story buildings in proper mixed use context
 - Pages 34, 35, 39 examples
- Many High Quality Communities Allow 3 story Residential Buildings
 - Bexley
 - Upper Arlington
 - Oak Park, IL
- Incorporated Planning Commission/City Architect Design Refinements & Changes
 - Roof Line & Massing
 - Eliminated Roof Dormers
 - Limited Vertical Porch Elements
 - Enhanced Pedestrian Scale - Refinements to Fenestrations

Use of High Quality Vinyl Materials

- Vinyl materials significant improvements in quality and detailing since the 1990's.
- Many communities accept vinyl on higher-end housing with specifications, grade standards, and fit and finish controls.
- Powell Planning Commission & City Architectural Advisor recognized:
 - Upgrades to high quality vinyl building materials
 - Overall design, installation, fit and finish details matter the most with any building material
 - Recommended approval of high quality vinyl materials
- Planning Commission added conditions on installation, fit and finish details to match high quality City of Powell standards.
- High Quality Vinyl Materials
 - Look and wear better than traditional materials
 - Over time, less maintenance provides better curb appeal

Significant New Tax Revenue to Fund Important New Public Improvements

- Pending Finalization, Powell Grand Provides:
 - \$32 to \$33.5 Million New Assessed Property Tax Value
 - \$3.3 million TIF Funding Regional Infrastructure
 - \$2.3 million Sawmill Parkway Safety & Access Improvements
 - Woods at Big Bear Farms
 - Deceleration turn lane
 - Southbound turn lanes, and
 - Safe U-turn option
 - New traffic signal Sawmill Parkway Manage/Slow Traffic
 - Regional Bike Path Connections
 - \$1 million in Seldom Seen Park Initial Improvements

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- **Provides mixed uses in a location and where infrastructure supports.**
- **Quality design standards and luxury amenities meet community expectations and Powell's high standards.**

Powell Grand Meets Comprehensive Plan Specific Intent as a Mixed Use Activity Center Pages 34 and 35

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Powell Grand Meets Zoning Code Density limits and is Less Intensity of Use based on Empty Nesters and Senior Residents vs. other uses

- Powell Grand meets allowable Code densities under Planned Residential Districts Regulations
- Density and Intensity of use is less than “young adult” proposal and single-family housing
- Previous Township approved zoning – heavy retail, commercial and Industrial would bring more traffic and greater intensity of use
- Empty nester traffic is significantly less than other uses as documented in Traffic Impact Study

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