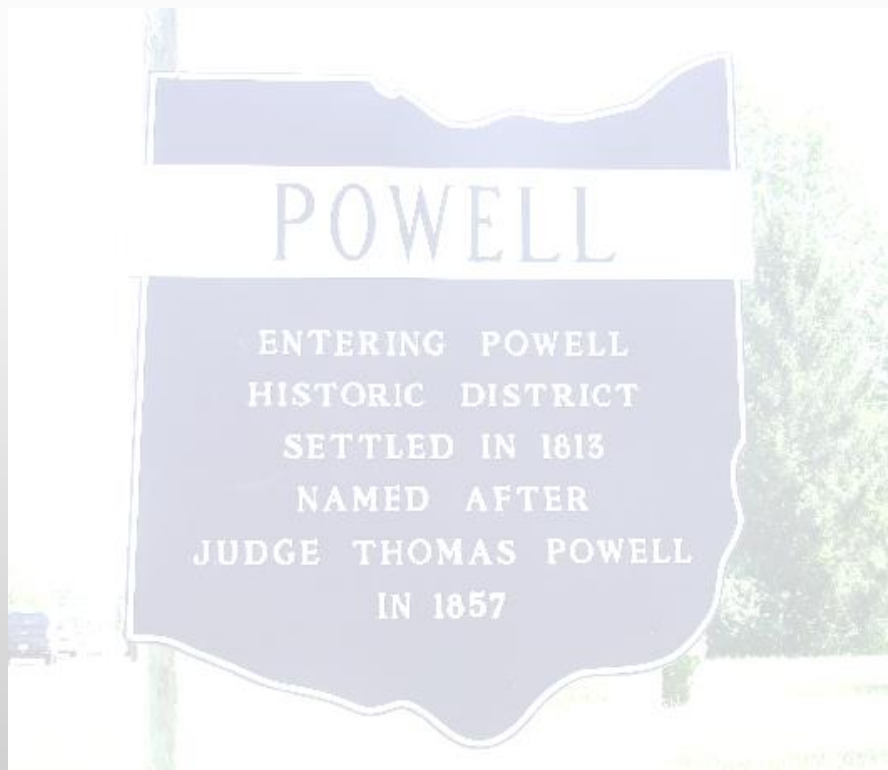




Vogt Strategic
Insights

Real Estate Market Study and Analysis:

City of Powell





Vogt Strategic
Insights

Who we are & what we do:

- Specialists in real estate market research (primary focus on housing)
- 35 Full-time staff members on the market research side of VSI
- VSI affiliate VSI-Appraisal Group has staff of 7 (focus on commercial appraisals)
- ~1,000 market evaluations completed per year
- 48-states + Puerto Rico + U.S. Virgin Islands visited: 2018 (Vermont or Wyoming)
 - Experience in all 50 states + Puerto Rico + U.S. Virgin Islands + Northern Mariana Islands (Saipan) + Select Canadian cities
- Rob Vogt, Founding Partner: This year marks 40 years experience
 - Founding member of the National Council of Housing Market Analysts (NCHMA)
 - Executive committee member (currently serving)
- Andrew Mazak, Partner: 16+ years experience
 - Co-chair of NCHMA Standards Committee (currently serving)

Urban Decision Group:

- Founded in 2010 by Rick Stein
 - City and Regional Planning
 - GIS & Demographic Service
 - Market & Economic Analysis
 - Transportation Planning
 - Urban Design
 - Planning for Technology
- Rick Stein, Principal
 - B.S.B.A of Management Information Systems: Bowling Green State University
 - Masters of City and Regional Planning: The Ohio State University
 - Graduated #1 in his class
 - Awarded “Outstanding Student” award from the American Planning Association – Ohio Chapter
 - 15 years of planning experience
 - Active member of the American Institute of Certified Planners (AICP)
 - Urban Land Institute Member
 - Mid Ohio Regional Planning Commission: Regional Data Access Committee
 - The Ohio State University: Advisor
 - Urbanism Next (University of Oregon): Advisor
 - Urban Mobility Research Center: Co-founder
 - National Public Speaker & Lecturer
 - Self-described: “Futurist” and “Nerd”

Identify project goals

Inspect each business/property

Interview stakeholders

**Identify commercial nodes or
“zones”**

Establish commercial trade areas

Analyze each trade area

Analyze each commercial zone

Case studies

Provide recommendations



Vogt Strategic
Insights



Businesses:

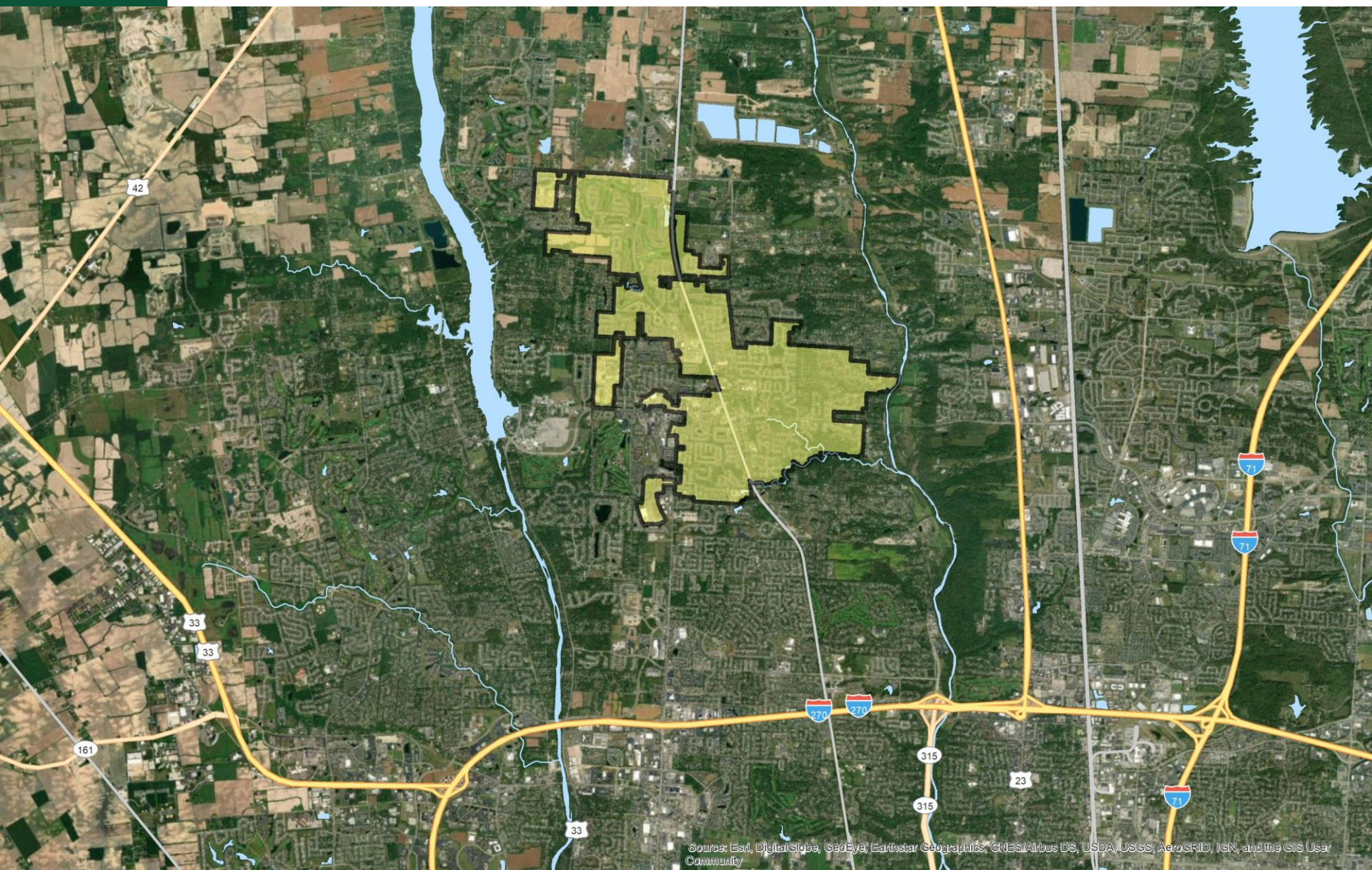
Condition
Visibility
Signage
Ingress/Egress
Circulation/Parking
Design/Layout
Age
Adjacent Uses
Rent
Property Value
Zoning
Revenue
Traffic
Efficiency



Vogt Strategic
Insights

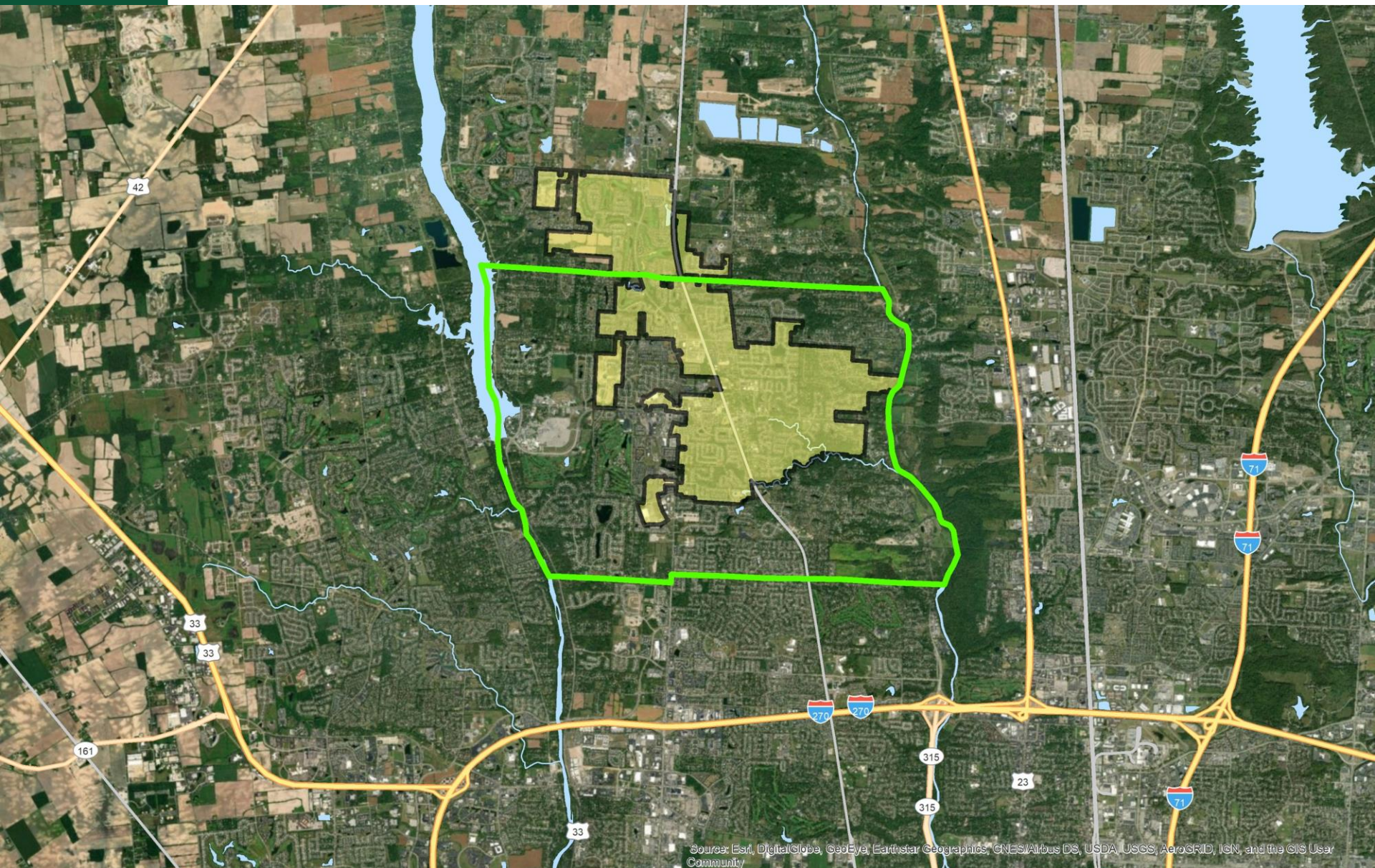


Stakeholders:
Business
Owners
Property
Owners
City Officials
Realtors
Consumers
Chamber of
Commerce



Commercial Trade Area Analysis

Population
Growth
Income
Expenditures
Travel Friction
Supply/Demand
Retail Sectors
Demand
Elasticity



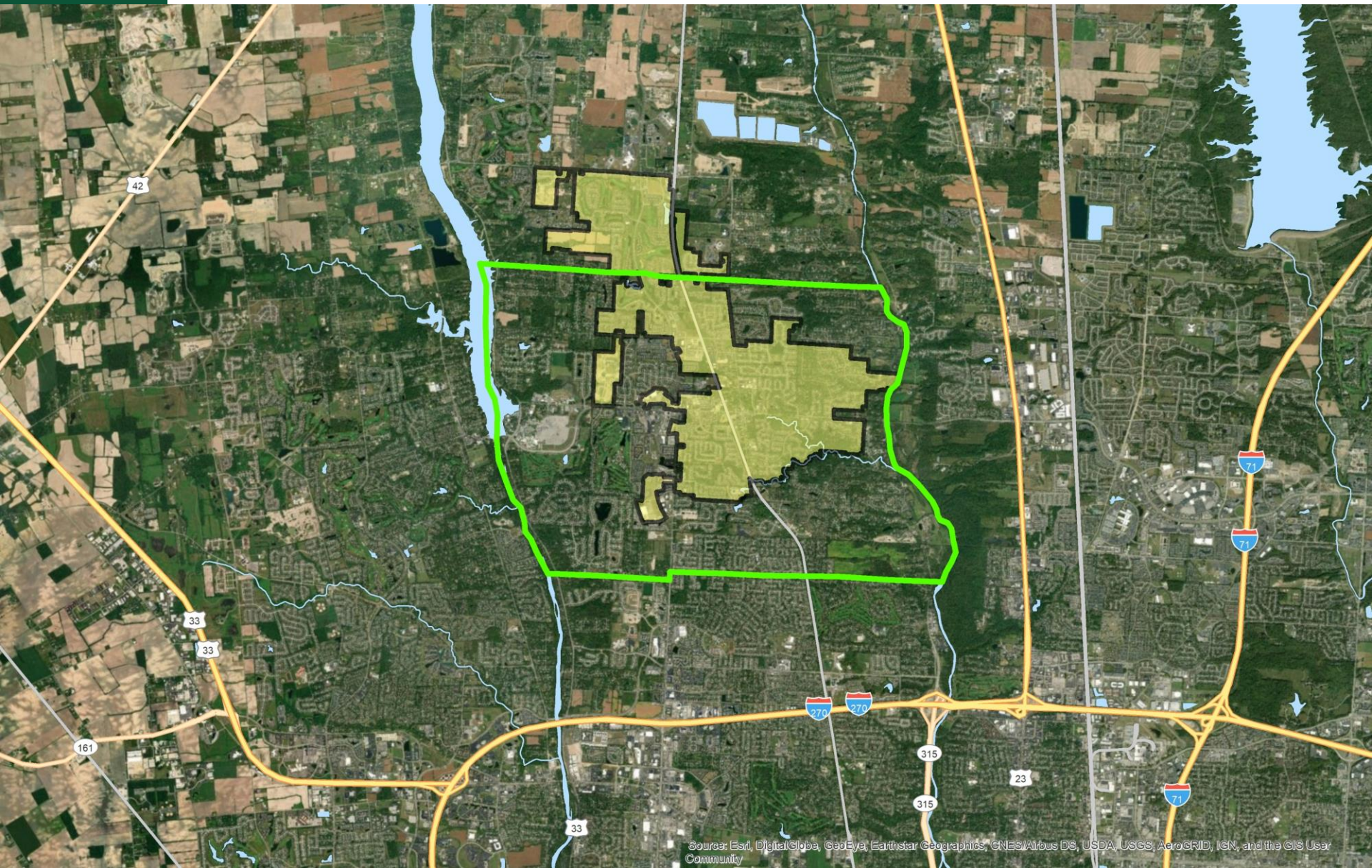


Vogt Strategic
Insights

Rutherford Road

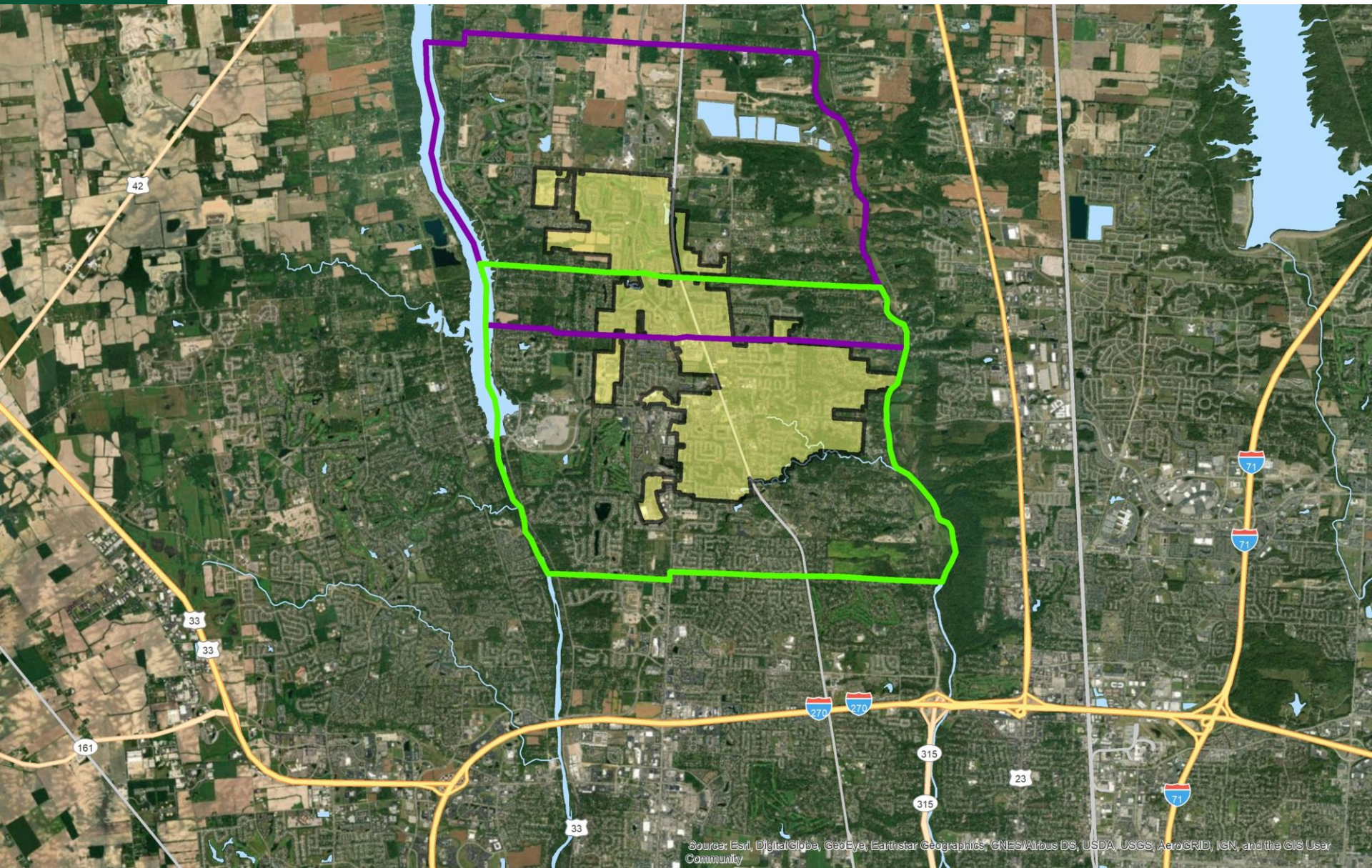
Central

Summit View
Road





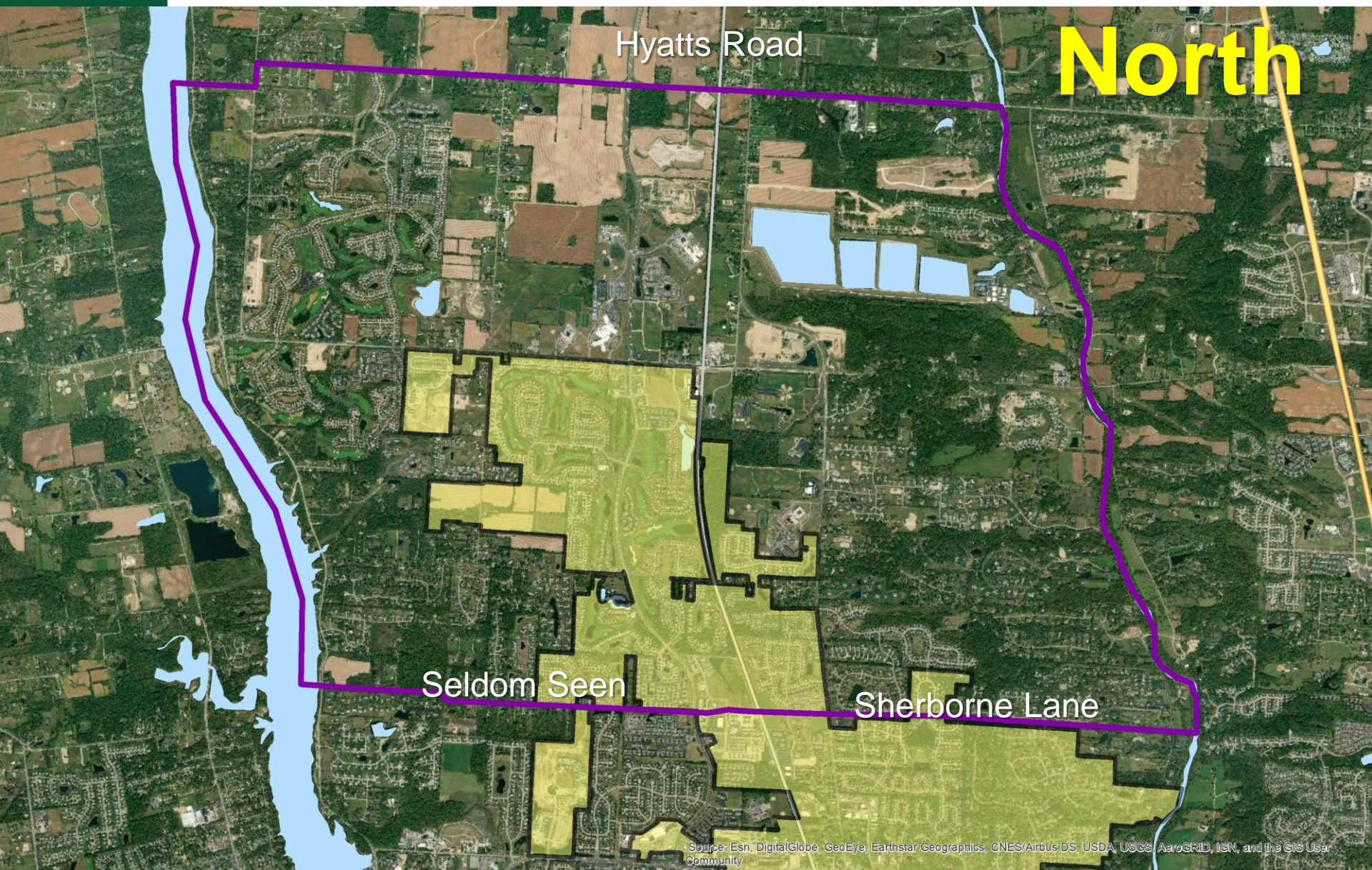
Vogt Strategic
Insights



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Vogt Strategic
Insights



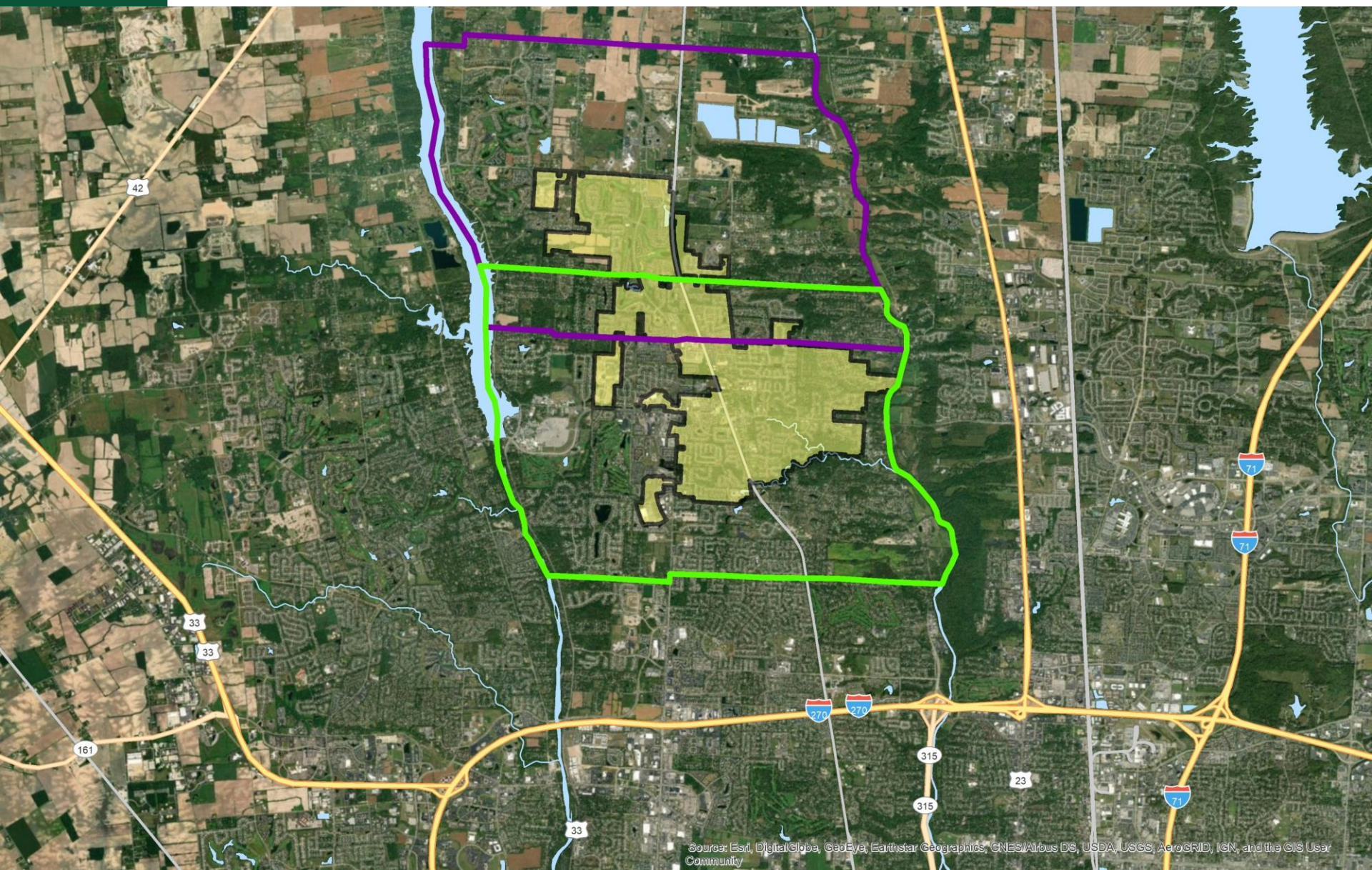
Hyatts Road

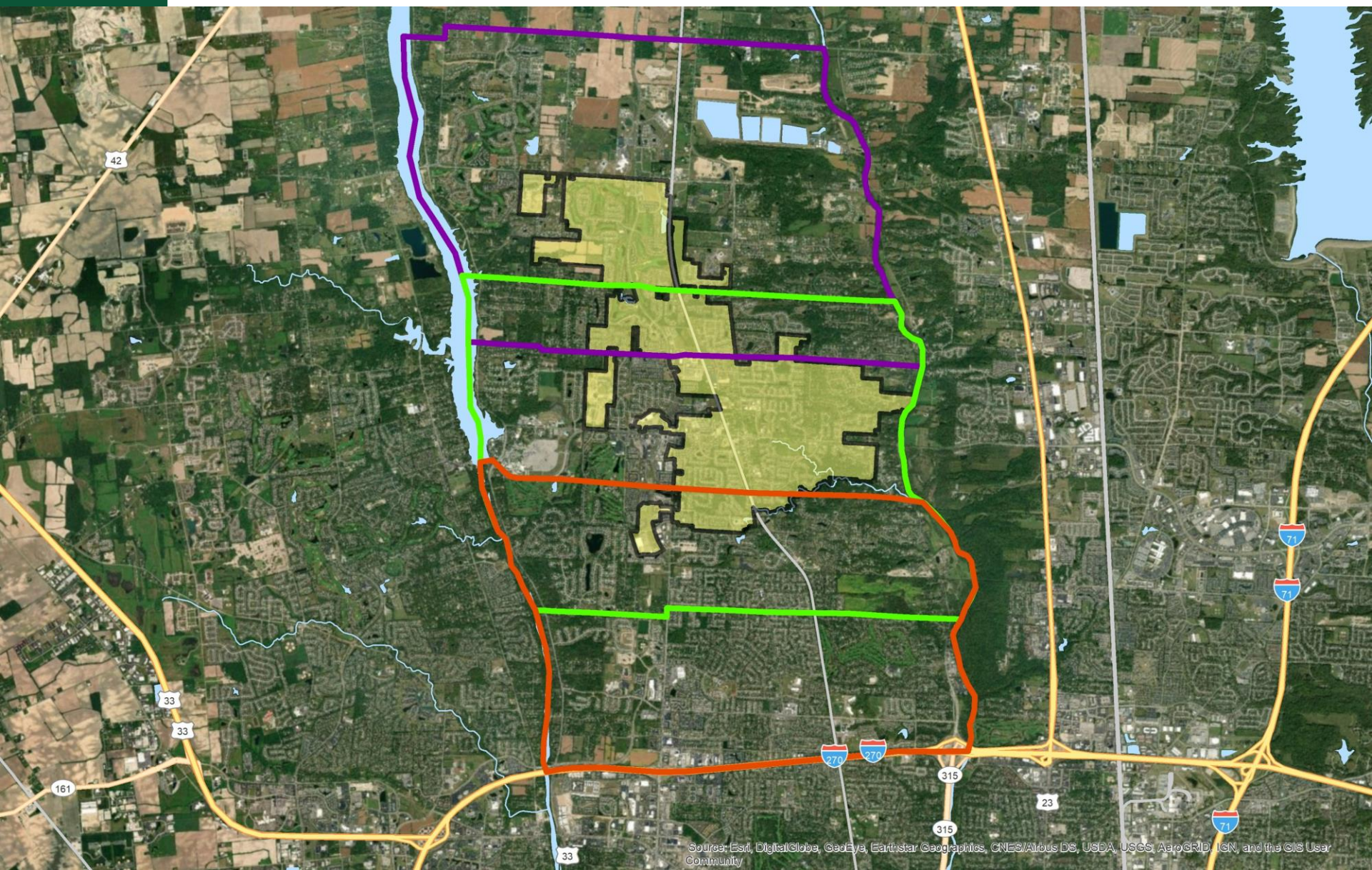
North

Seldom Seen

Sherborne Lane

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community







Vogt Strategic
Insights

South

SR 750

Presidential
Parkway

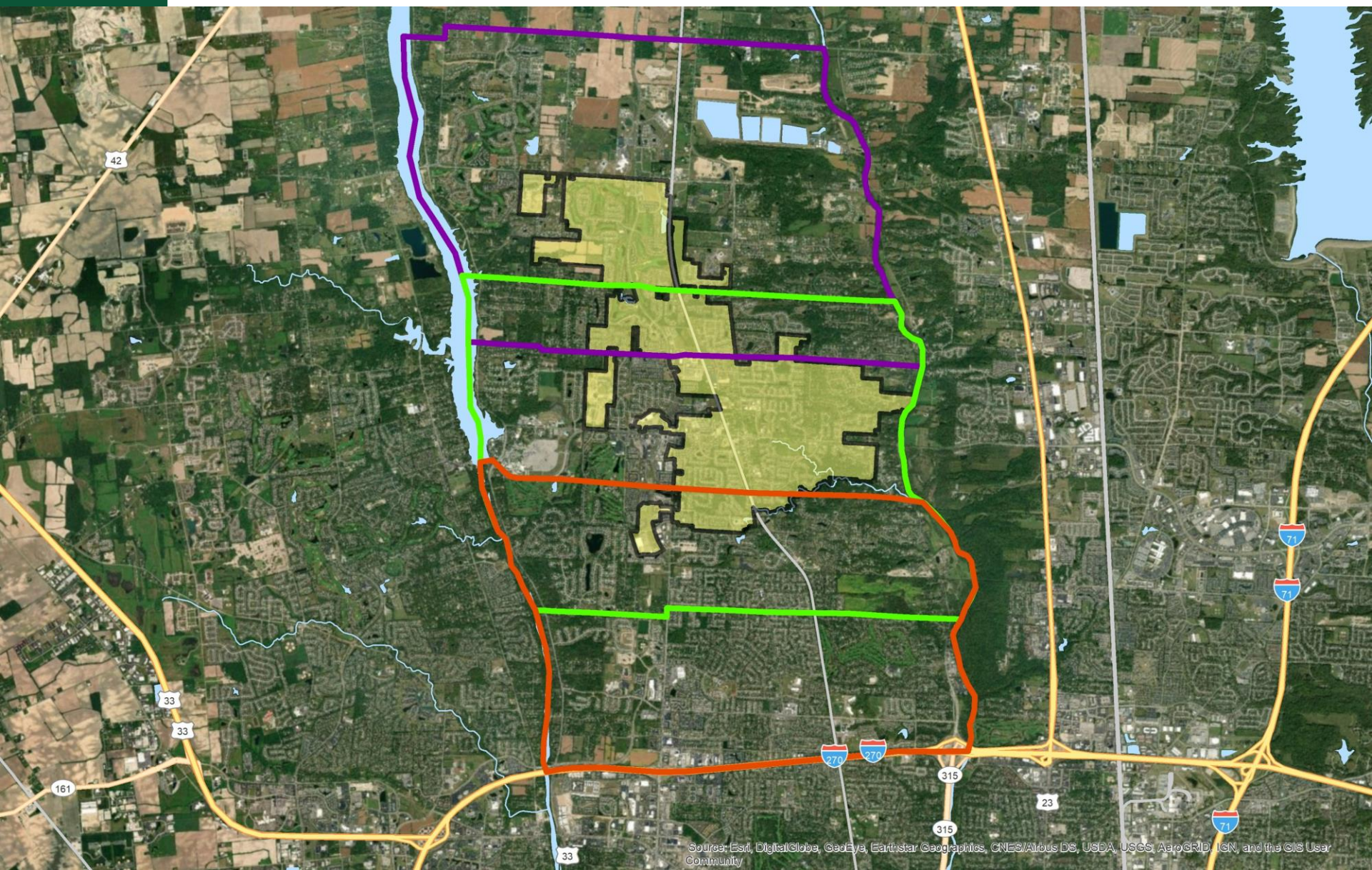
Jewett Road



315

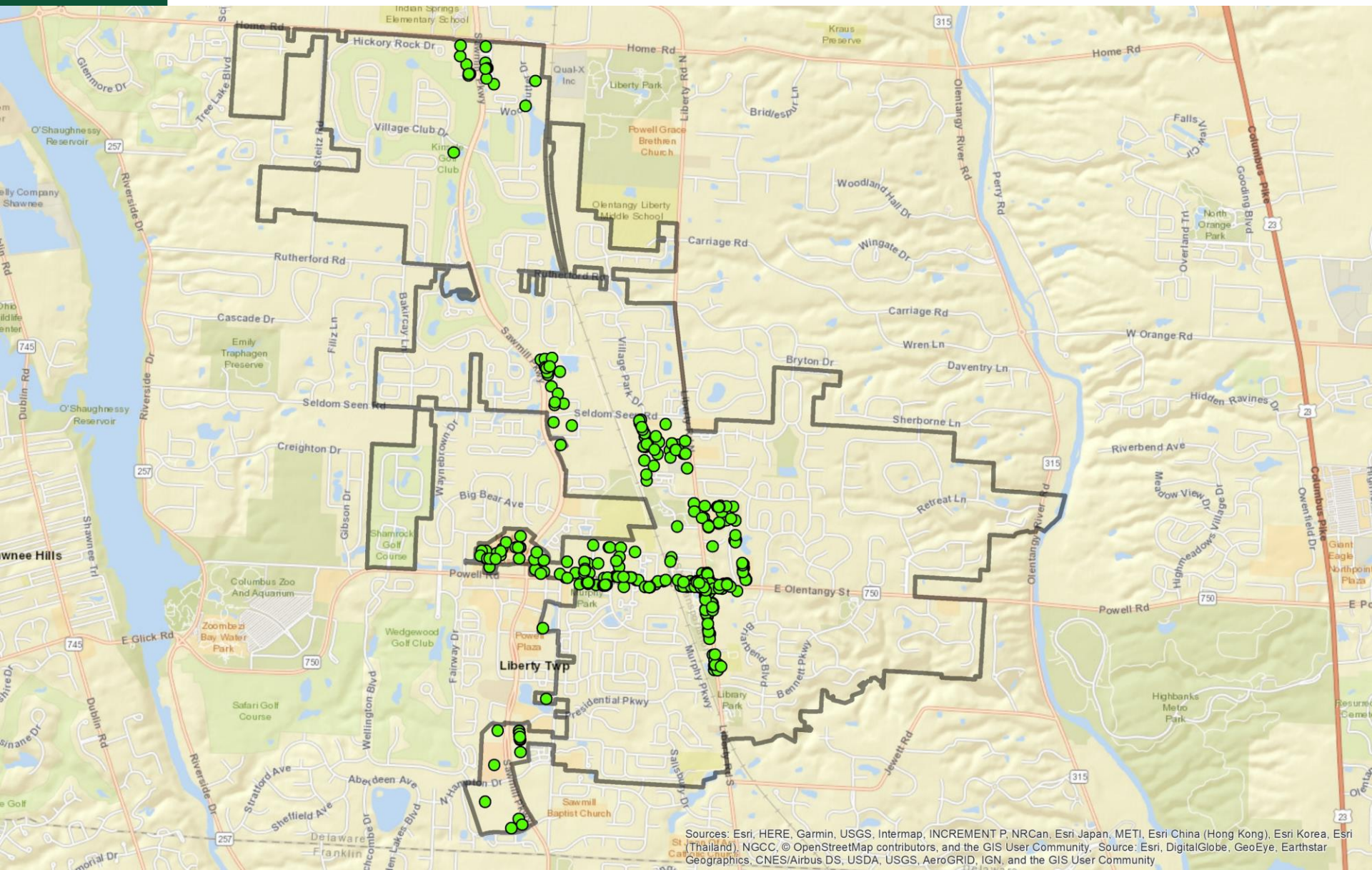
315

*Source: Esri, DigitalGlobe, GeoEye, Earthstar/Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



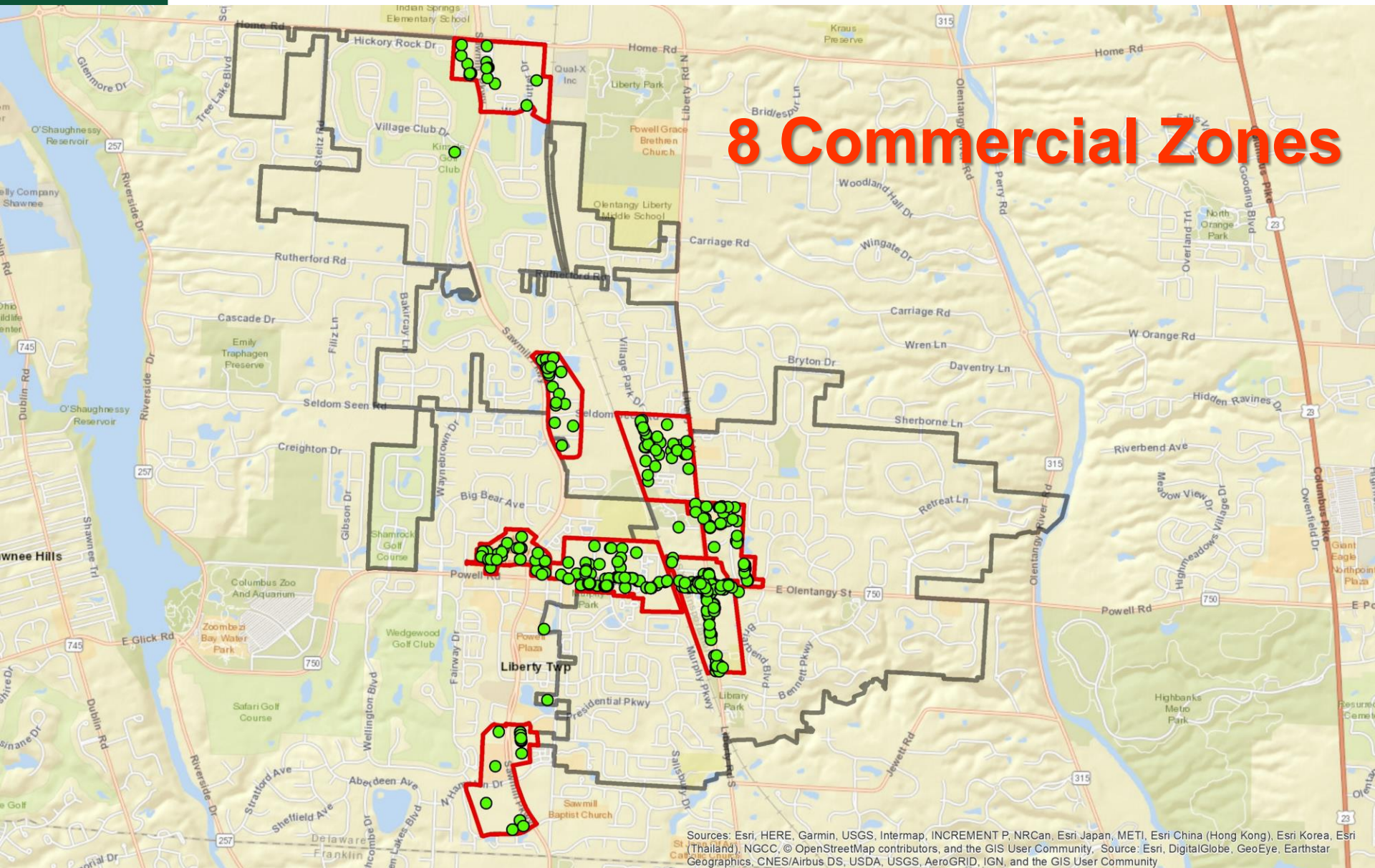
VS

Vogt Strategic Insights



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community. Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

8 Commercial Zones

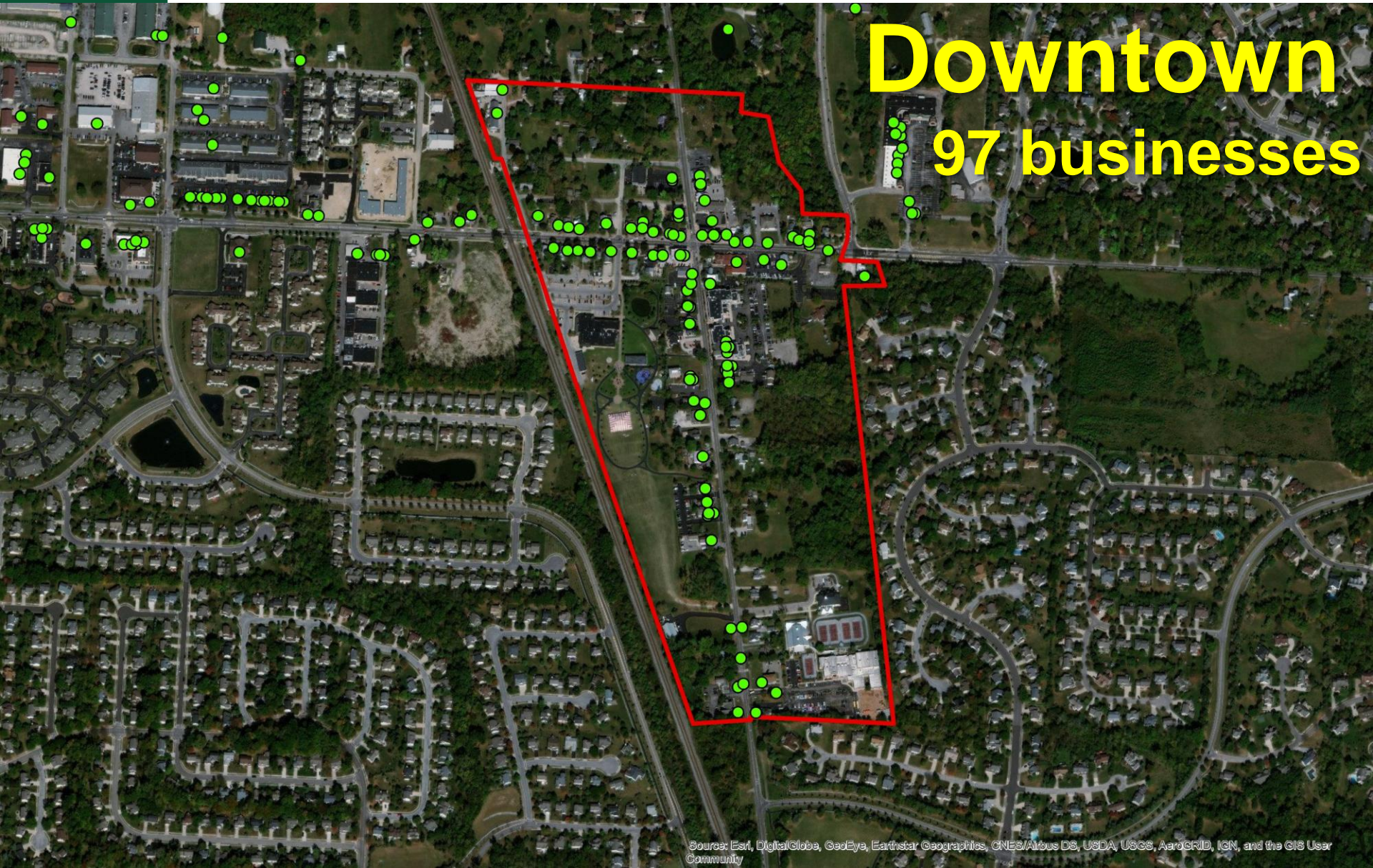




Vogt Strategic
Insights

Downtown

97 businesses





Vogt Strategic
Insights



Downtown:

Mix of Uses

Office

Retail & Service

Housing

Business Organization

More Events!

**Designated Outdoor
Refreshment Area (DORA)**

Parking Management

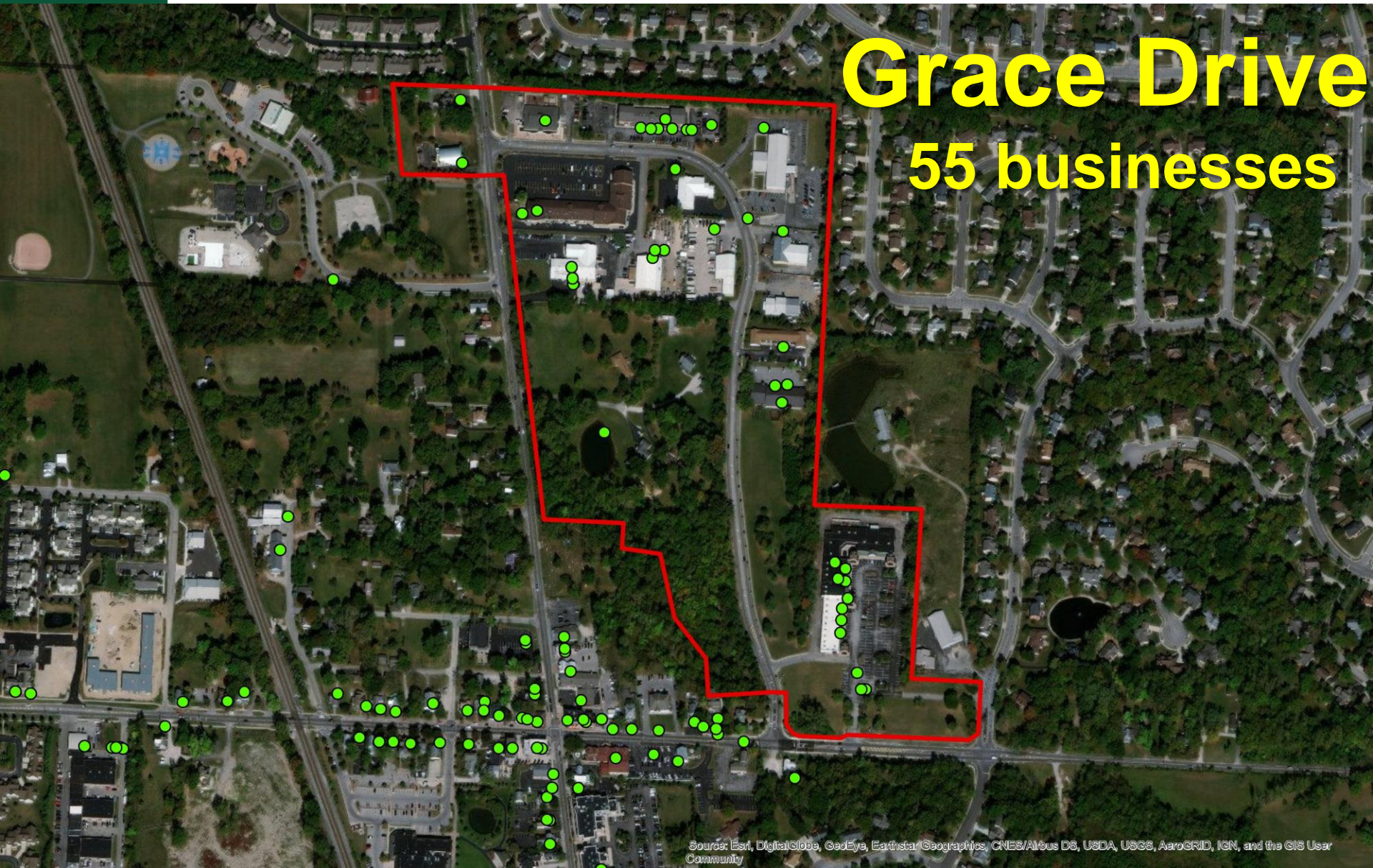
**District or Eliminate Private
Parking**



Vogt Strategic
Insights

Grace Drive

55 businesses



Source: Esri, DigitalGlobe, GeoEye, Earthstar/Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Vogt Strategic
Insights



Grace Drive:

Redevelop
Uniform Zoning
Community Reinvestment
Area
Improve Visibility
Neighborhood Market
Make Connection to
Downtown



Vogt Strategic
Insights

West Olentangy

89 businesses





Vogt Strategic
Insights



West Olentangy:

**Armita Plaza = Good
Development**

Zoning Overlay

**Extend Downtown Business
District**

Single Zoning District

Branding with Downtown

Connectivity & Access

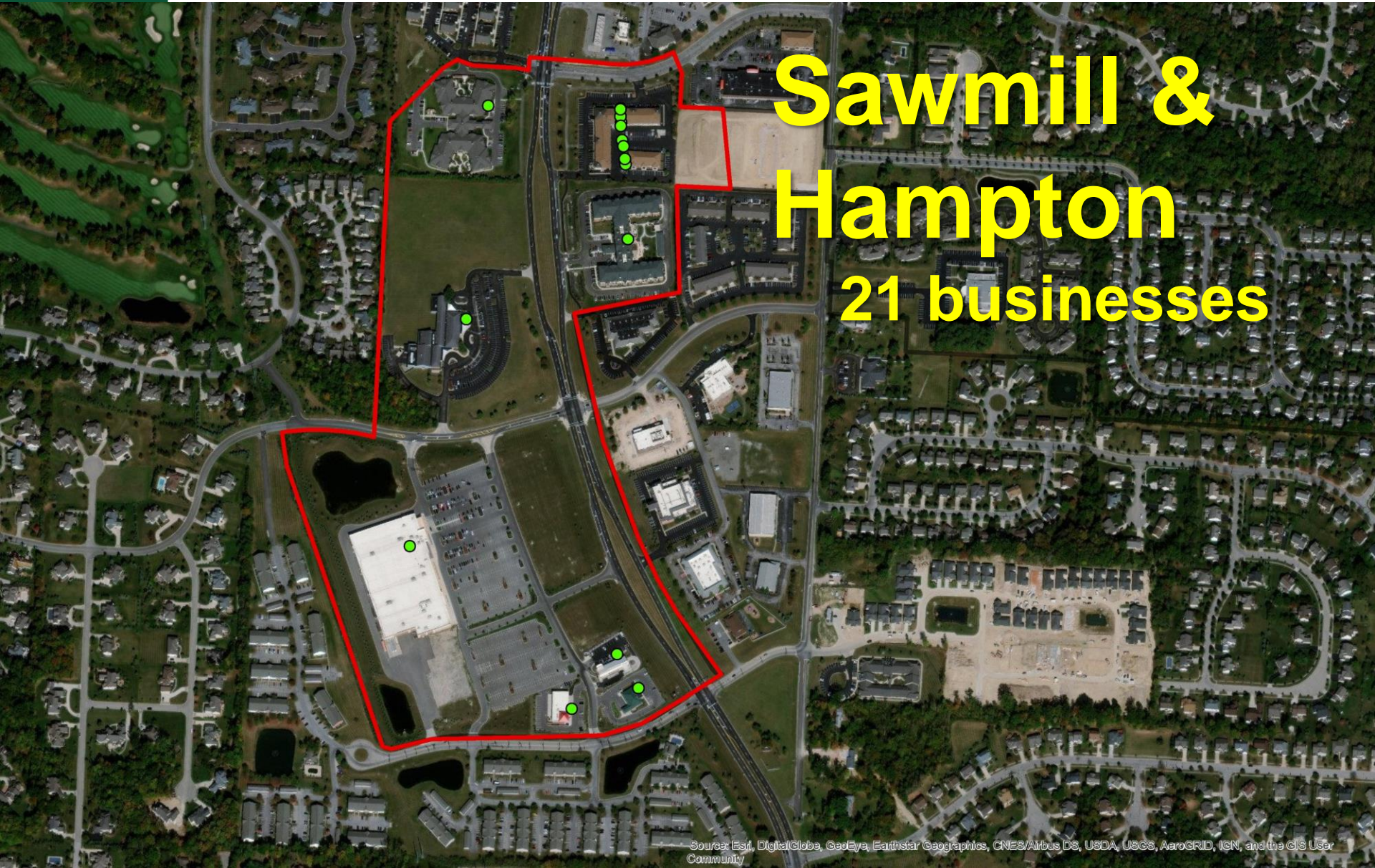
**Reduce impact of railroad
tracks**



Vogt Strategic
Insights

Sawmill & Hampton

21 businesses





Vogt Strategic
Insights



Sawmill & Hampton:

**Opportunity for Home
Improvement and/or Furniture
Store**

Office Development

**Compact Retail with Shared
Parking**

Encourages spillover

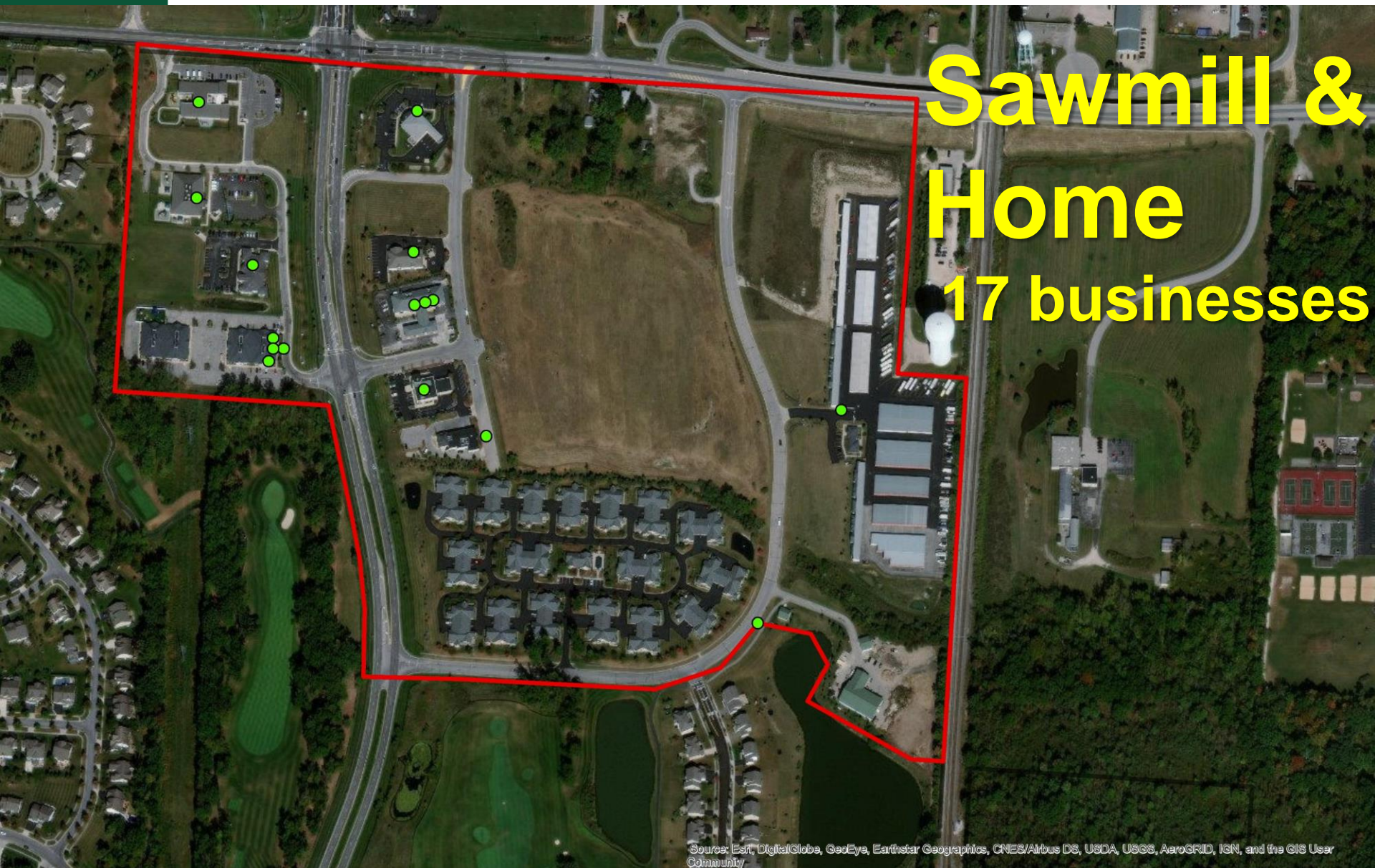
Reduces total trips

Attract office workers

Restaurant(s)

Sawmill & Home

17 businesses





Vogt Strategic
Insights



Sawmill & Home:

Lies in the path of growth
High School and Medical
Center = market opportunities
for retail

Compact development

Strip Center

Shared Parking

Target Market

Young families

Medical center employees

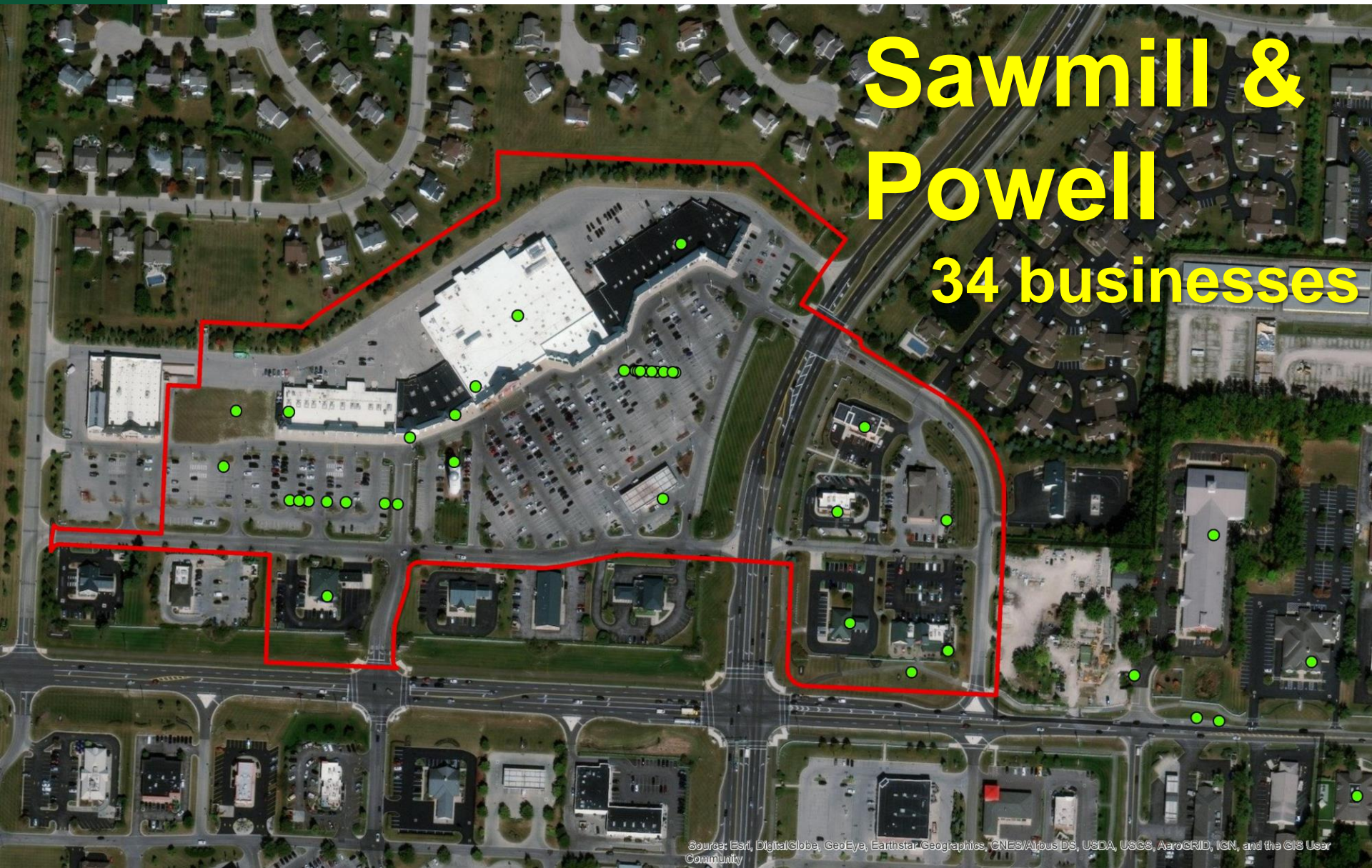
Support for several restaurants



Vogt Strategic
Insights

Sawmill & Powell

34 businesses





Vogt Strategic
Insights



Sawmill & Powell:

Stable rents

Significant retail supply gap

Low vacancy rates

Significant competition nearby

Vulnerable to changes in retail

Sawmill & Seldom Seen 21 businesses



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Vogt Strategic
Insights



Sawmill & Seldom Seen:

Lack of developer interest

Poor visibility and/or price

Auto-dependent layout

**Promotes single-destination
trips**

**Undeveloped parcels should be
combined or subdivided**

Extremely vulnerable

Change the plan and vision

**Currently unable to
compete**



Vogt Strategic
Insights

Village Park Drive 21 businesses



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Vogt Strategic
Insights



Village Park Drive:

**Class B & C office, flex office
and warehouse**

**Rents and vacancy consistent
with area norms**

**Office trends are moving away
from suburban office (single
use)**

Two undeveloped parcels

Restaurant and/or retail

Demand exists

**Would improve desirability
of existing office**

All zones have some degree of vulnerability

Mix it up

Embrace the change

The disruption has just begun

Plan for people

Stores = Warehouses

Everything can be delivered

Compact commercial development

Connect your places

Housing Analysis: What We Did

Primary Market Area (PMA) – Established

Demographic and Economic Trends – Evaluated

In-person Survey of Rental Housing

- 87 Apartment Communities with 17,263 rental units
- 31 Non-conventional Rentals (Single-family Homes, Duplexes, Condos, etc.)

Detailed Evaluation of the Rental Supply

- Year built, Location, Quality, # of Units, Type of Units, Rents, Unit Sizes, Amenities, etc.

In-person Survey of Dozens of For-sale Homes

In-person Survey of Dozens of For-sale Condominiums/Townhomes

Sales Records Evaluated

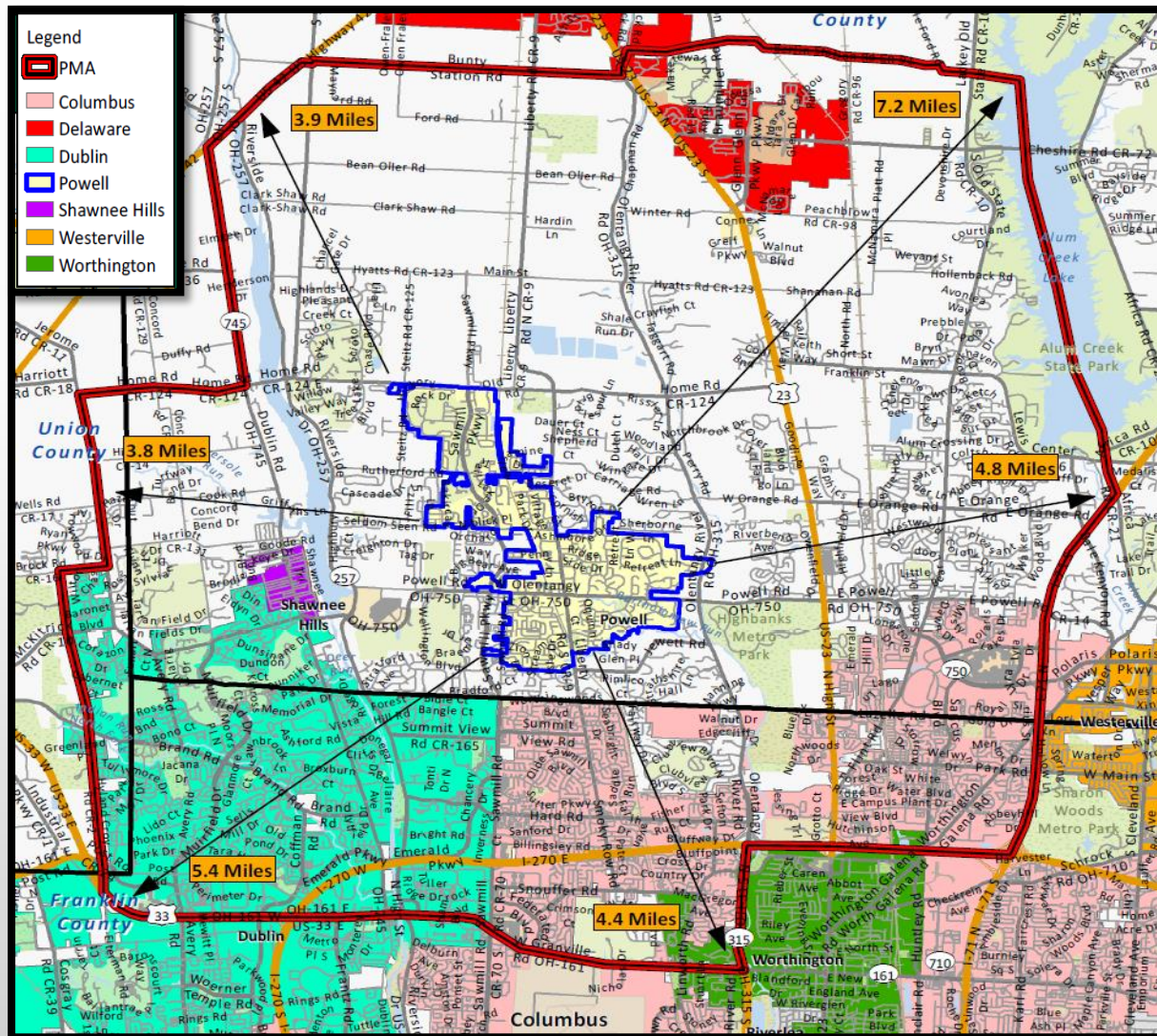
- Evaluation of # of homes sold, list prices, sales prices, sale price/square foot, sales prices/year built, etc.

Established Demographic Support Conclusions

- For-sale support by various price-points and target demographic (family vs. senior)
- Rental Support by type of apartments (family, senior, workforce, rent-assisted)

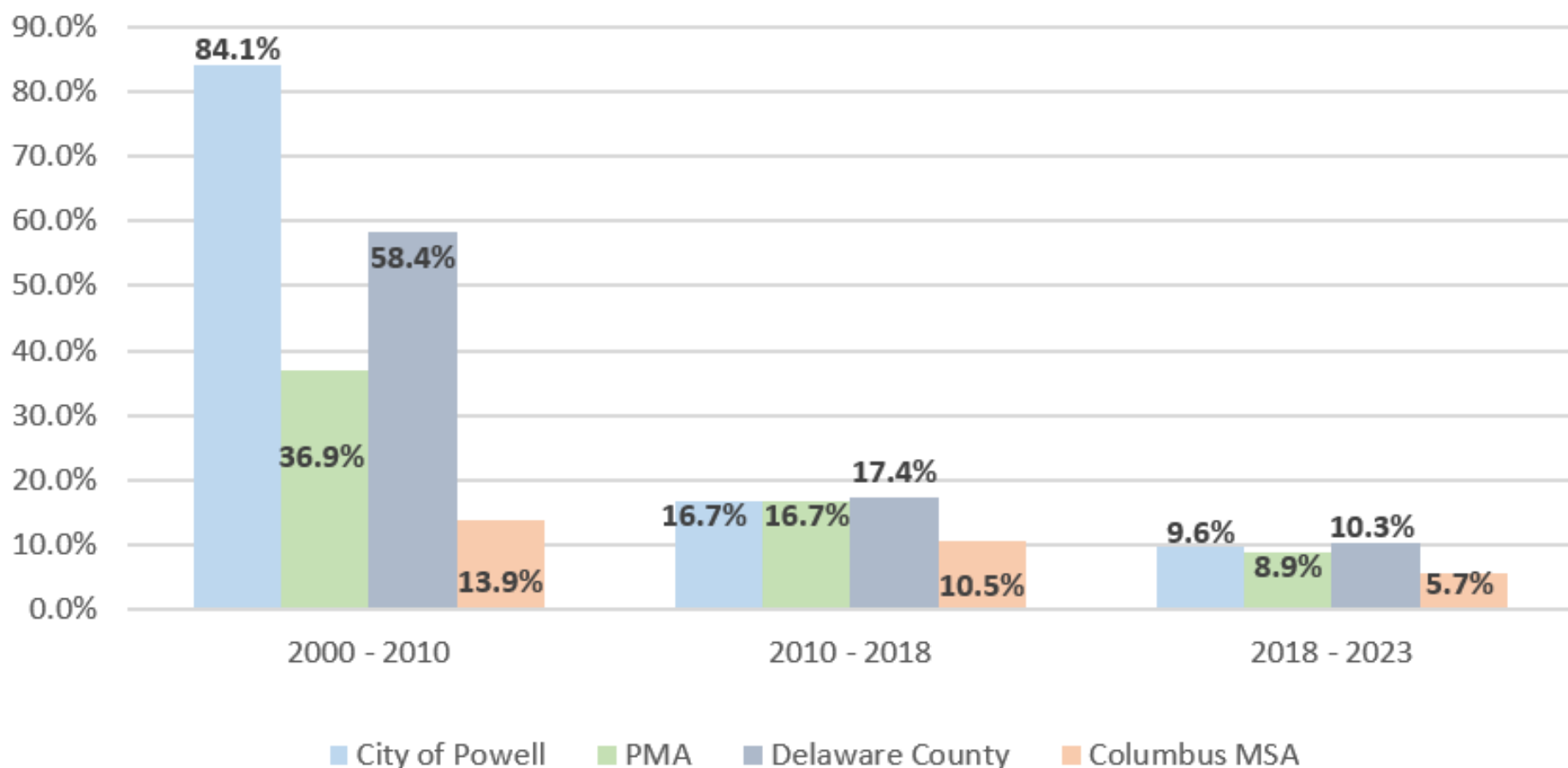
Housing Analysis: What We Did

Primary Market Area (PMA) – Established



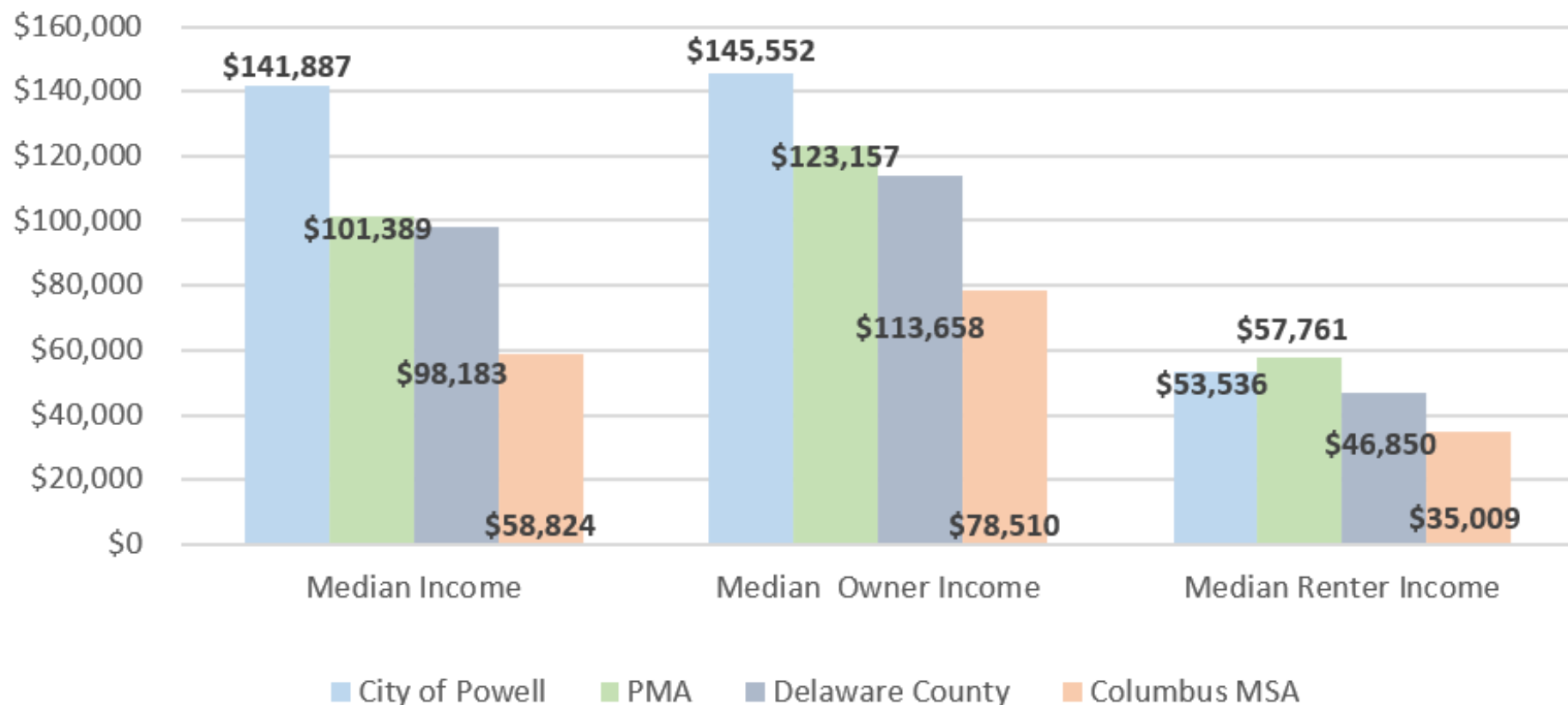
Demographic Analysis

Population Growth Percent Change Comparison

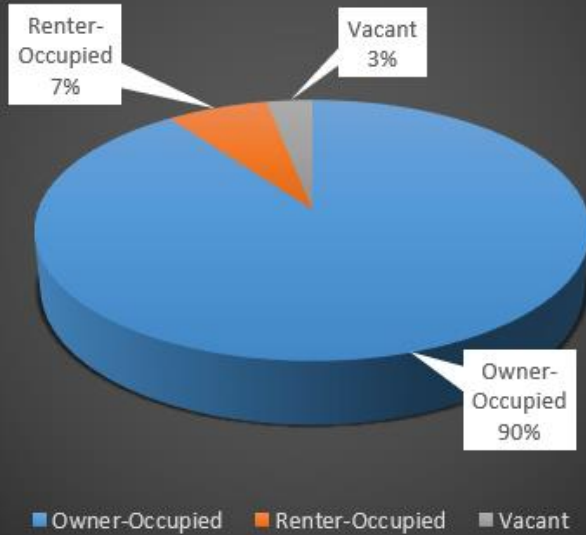


Household Income Analysis:

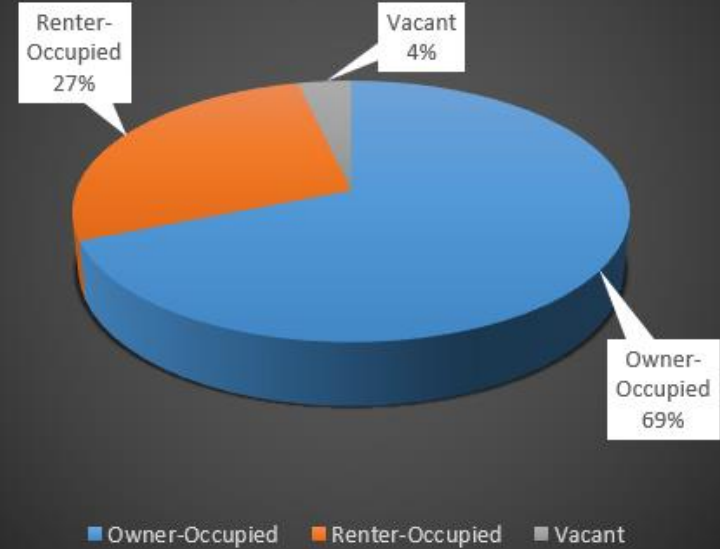
Household Income – 2018 (Estimated)



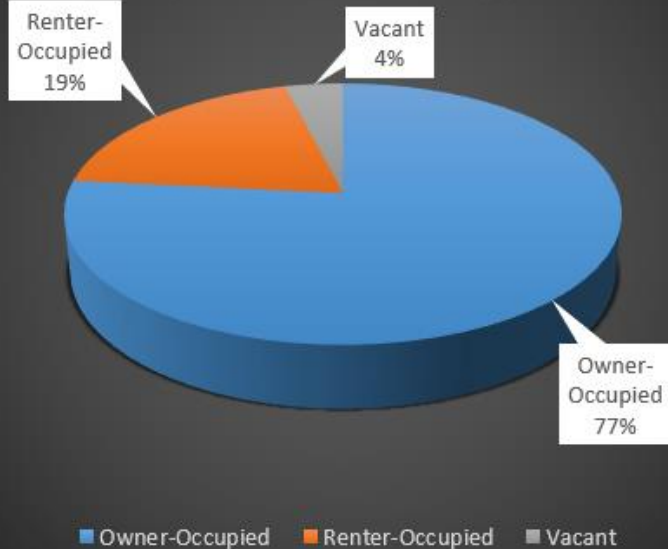
**Distribution of Housing Stock
(City of Powell)**



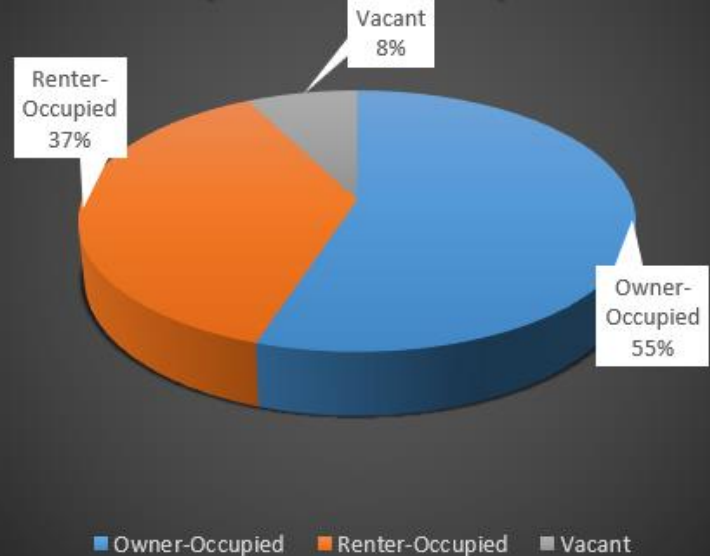
**Distribution of Housing Stock
(PMA)**



**Distribution of Housing Stock
(Delaware County)**



**Distribution of Housing Stock
(Columbus MSA)**





Vogt Strategic
Insights

Apartment Survey

87 Apartments

17,263 Units

96.3% Occupied

Typical Occupancy
= 95%

Demand Exceeds Supply
Powell has a
Disproportionately low
Share of apartments

64% of Powell Rentals

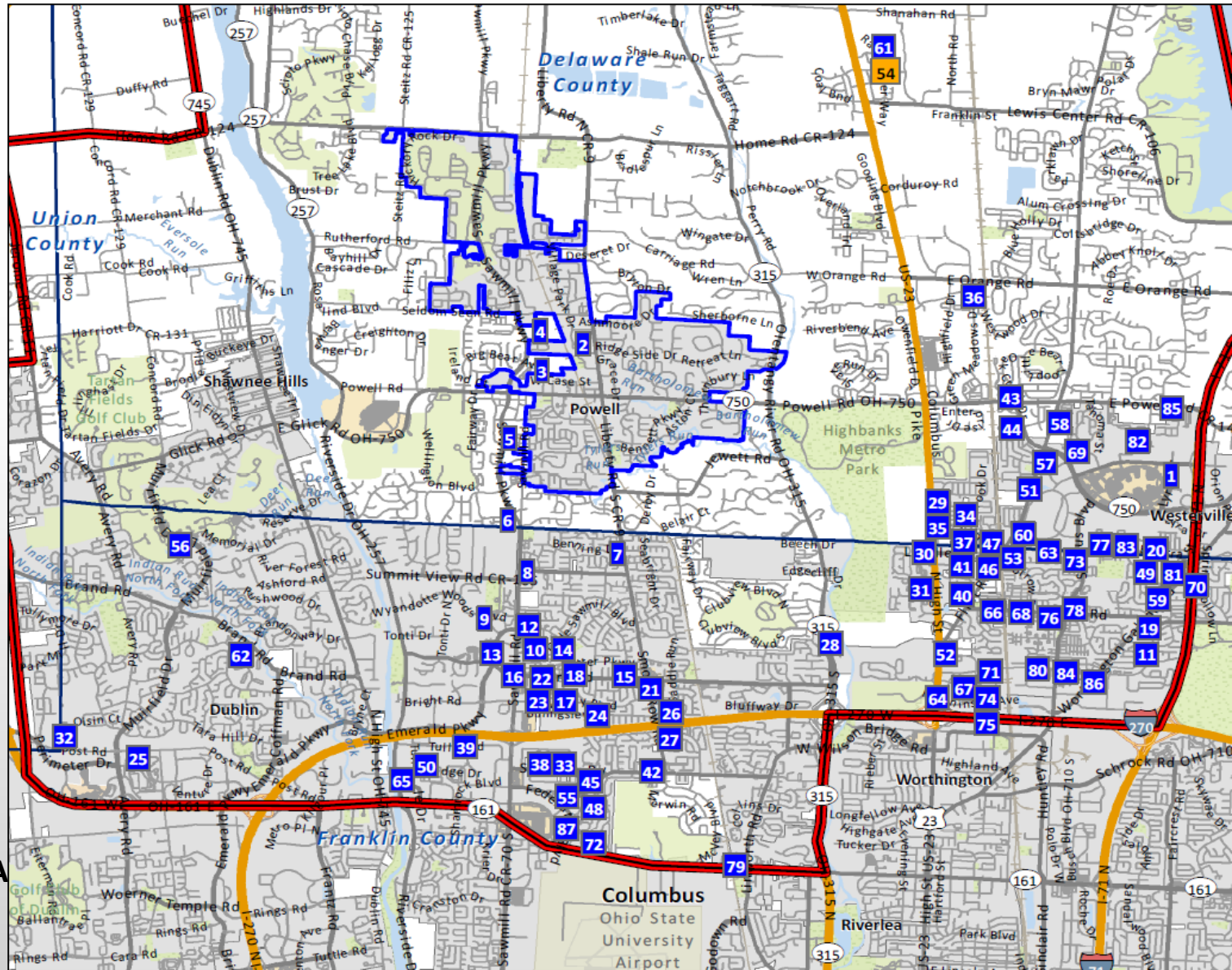
Detached/Non-Conventional

37% of Delaware Co.

Detached/Non-Conventional

33% of Columbus MSA

Detached/Non-Conventional





Vogt Strategic
Insights

Example of Modern, "A" Quality Market-Rate Apartments



Survey of Non-Conventional Rentals

Bedrooms	Units	Square Footage Range	Low Collected Rent	High Collected Rent	Median Collected Rent
Two-Bedroom	4	1,056 – 1,240	\$1,100	\$1,350	\$1,183
Three-Bedroom	8	1,809 – 2,554	\$1,775	\$2,495	\$1,983
Four-Bedroom	16	1,800 – 4,700	\$1,985	\$3,400	\$2,545
Five-Bedroom	3	2,200 – 4,500	\$2,495	\$3,330	\$2,799
Total	31	1,056 – 4,700	\$1,100	\$3,400	\$2,210

Source: VSI Field Survey

Example of Non-Conventional Single-Family Rentals



1,173 Renter HH's (3+ person)

\$100,000+ incomes in PMA

**Unique Powell Opportunity:
Positive Demographic Trends
Excellent Olentangy LSD**

**Dense, Small-lot, S/F
rental communities**

examples on following slide:

Example of Duplex/Condominium Non-Conventional Rentals



Example of Non-Conventional Rental Home/Neighborhood Options





Vogt Strategic
Insights

Powell Home Sales Analysis

Median Sales Price Per Year		
Year Sold	Powell	
	Median Sales Price	Percent Change
2013	\$302,000	-
2014	\$313,000	+3.6%
2015	\$330,000	+5.4%
2016	\$337,050	+2.1%
2017	\$356,000	+5.6%
2018*	\$343,000	-3.7%
Overall Change (2013 – 2018*)	+13.6%	

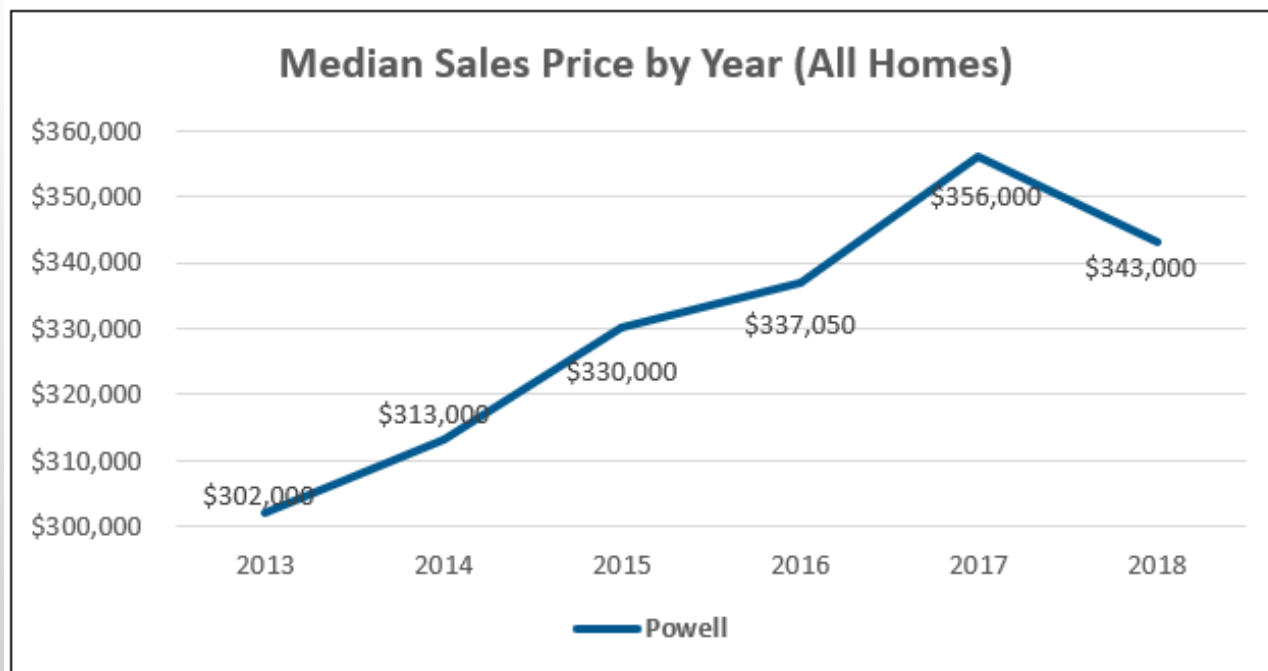
Source: Delaware County Auditor

*Through March

Key Takeaways:

Fewer 1st-time buyer options than
other surrounding communities
Comparably high median prices

Community sustainability is increased by a
greater variety of for-sale options:
Young households can “move-up” through
housing continuum as earnings increase,
children are born and careers progress.
Empty-nesters can “downsize”.





Vogt Strategic
Insights

Powell Home Sales Analysis

Median Sales Price by Year Built		
Year Built	Median Sales Price	Median Sales Price/Square Foot
Before 1950	\$205,000	\$116.61
1950 to 1969	\$245,000	\$143.21
1970 to 1989	\$291,250	\$123.86
1990 to 1999	\$323,950	\$132.59
2000 to 2009	\$330,000	\$132.14
2010 to 2014	\$351,253	\$132.73
2015	\$288,406	\$128.99
2016	\$400,425	\$131.01
2017	\$373,745	\$134.45
2018*	N/A	N/A

Source: Delaware County Auditor

*Through March

Key Takeaways:

Construction costs and demand are resulting in increased sales prices/square foot

Many new homes in the area are selling for \$150-\$200/square foot

Challenges:

Rising construction costs are making it difficult to provide more affordable for-sale housing

Potential Solution:

Recent improvements to modular patio home development has made this a more appealing option

Examples of modern “modular” homes on next slide:

VS

**Vogt Strategic
Insights**

Example of Modern, High-Quality, “Modular” Home Options



vs

**Vogt Strategic
Insights**

Example of Modern, High-Quality, “Modular” Home Options





Vogt Strategic
Insights

Housing Support Conclusions

Powell potential over the next 5 years

Potentially Supportable New Housing Units – 2023 Conclusions

Type of Housing	Supportable Units
Family (Under Age 55) For-Sale: \$150,000 to \$249,999 Homes	Up to 195 Homes
Family (Under Age 55) For-Sale: \$250,000 to \$499,999 Homes	Up to 225 Homes
Family (Under Age 55) For-Sale: \$500,000 and Higher Homes	Up to 120 Homes
Senior (Age 55+) For-Sale: \$150,000 to \$249,999 Homes	Up to 85 Homes
Senior (Age 55+) For-Sale: \$250,000 to \$499,999 Homes	Up to 110 Homes
Senior (Age 55+) For-Sale: \$500,000 and Higher Homes	Up to 60 Homes
Market-Rate Apartments	~ 585 – 880 Units
Affordable (“Workforce”) Apartments	~ 550 – 700 Units
Affordable (Tax Credit) Senior-Restricted (Age 55+) Apartments	~ 140 – 215 Units
Very Low-Income (Rent-Assisted) Apartments	~ 135 – 200 Units
Very Low-Income (Rent-Assisted) Senior-Restricted (Age 55+) Apartments	~ 70 – 90 Units

Key Takeaways:

- A health continuum of housing with a variety of housing options (location, type & price-points) is a positive community attribute
- A wide variety of potential exists in Powell over the next 5 years
- City can decide how to steer community development