

CITY OF GROVE CITY, OHIO

COUNCIL MINUTES

October 21, 2024

Regular Meeting

The regular meeting of Council was called to order by President Houk at 7:00 p.m. in City Hall, 4035 Broadway.

Roll was called and the following members were present:

Jodi Burroughs, Melissa Anderson, Mark Sigrist, Christine Houk, Ted Berry, Rodney Dew

1. Mr. Berry moved to excuse Mr. Holt; seconded by Ms. Anderson.

Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes
Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes

2. Ms. Houk moved to approve the minutes of the previous meeting and approve as written; seconded by Mr. Dew.

Ms. Anderson	Yes
Mr. Sigrist	Yes
Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes

2. The Chair recognized Mr. Scott Brown, State Auditor's Office, who presented the Finance Dept. with the Auditor of State Award of Distinction. Mr. Brown explained that this puts Grove City in a select group of the 6,000 clients they have. He said just 4% are eligible for this award. He recognized Council, Administration and the Finance Dept for watching every dollar and having the people in place that understand fiscal accountability. He recognized Mike Turner, Dir. of Finance, and presented him with the award.

3. The Chair read the agenda items and they were approved by unanimous consent. The Chair noted that Council discussed adding an item to the agenda this evening concerning the use of Brookpark Middle School. However, in light of the Mayor's commitment to keep the conversation going, no motion to add this item will be made.

The Chair recognized Ms. Burroughs, Chair of Lands, for discussion and voting under said Committee.

1. Ordinance C-41-24 (Approve the Plat for Farmstead, Phase 5B) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.
2. Ordinance C-42-24 (Approve a Special Use Permit for a Car Rental business for Avis Budget Car Rental located at 2189 Stringtown Road) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.

3. Ordinance C-43-24 (Approve a Special Use Permit for a Drive-Thru for Credit Union of Ohio located at 2336 Stringtown Road) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.
4. Ordinance C-44-24 (Approve a Special Use Permit for a Drive-Thru for JP Morgan Chase Bank located at 2811 London-Groveport Road) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.
5. Ordinance C-45-24 (Approve the Rezoning of 2121 Sonora Drive from C-1 (service commercial) to C-2 (retail commercial) was given its first reading. Second reading and public hearing will be held on Dec. 02, 2024.
6. Resolution CR-45-24 (Approve a Certificate of Appropriateness for the exterior painting of 5968 Hoover Road for Carmen Orthodontics) was given its reading and public hearing.

Dr. Carmen, applicant, was present to answer any questions. He explained that this is a simple request to paint the brick building white to give it a fresh look and create a sense of vibrancy and ease for his patients. He said they are trying to make it look less like a bank.

Mr. Rauch, Dir. of Dev., said this is not the typical process, but the Building Division did not feel comfortable approving this administratively.

There being no additional questions or comments, Ms. Burroughs moved it be approved; seconded by Ms. Houk.

Mr. Sigrist	Yes
Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes

7. Resolution CR-46-24 (Approve the Development Plan for JP Morgan Chase Bank located at 2811 London Groveport Road) was given its reading and public hearing.

Ms. Ashley Fowler, engineer for petitioner, was present to answer any questions.

There being no additional questions or comments, Ms. Burroughs moved it be approved; seconded by Ms. Houk.

Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes

8. Resolution CR-47-24 (Approve the Development Plan for Nationwide Children's Close to Home Center located at 1350 and 1370 Stringtown Road) was given its reading and public hearing.

Mr. Jonathan Welch, representing petitioner, was present to answer any questions.

Ms. Burroughs reviewed the stipulations from Planning Commission and Mr. Welch agreed to all.

Mayor Stage recommended waiving the variances for the signage.

Ms. Houk asked if the petitioner had addressed the driveway issues with Jackson Township. Mr. Rauch said the Dev. Dept. is working with the Township on this issue.

Ms. Burroughs moved to amend Section 1 of the Resolution to include the following: “, and the following: 1. Council hereby waives Section 1135.12 to allow for a maximum building height of 41’ 7”; 2. Council hereby waives Section 1131.03(49) to allow for parking spaces totaling 162 sq. ft.; and 3. Council hereby waives Section 1145.16(a)(2) & e(1) to allow for a monument sign with a total of 60.67 sq. feet at a total height of 9’.”; seconded by Mr. Dew.

Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes
Ms. Houk	Yes

There being no additional questions or comments, Ms. Burroughs moved it be approved as amended; seconded by Mr. Dew.

Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes
Ms. Houk	Yes
Mr. Berry	Yes

9. Resolution CR-48-24 (Waive certain provisions of Section 1101.07(b) of the Codified Ordinances for Bluegrass Park Medical Office Building) was given its reading and public hearing.

Mr. Ron Betizel, representing owner, asked for a one year waiver of their approved development to allow them to continue to work with the property owner.

There being no additional questions or comments, Ms. Burroughs moved it be approved; seconded by Ms. Houk.

Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes
Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes

The Chair recognized Mr. Dew, Chair of Service, for discussion and voting under said Committee.

1. Ordinance C-38-24 (Accept the Grove City Thoroughfare Map) as given its second reading and public hearing.

Mr. Rauch, Dir. of Dev., explained that the Thoroughfare Map is reviewed from time to time to update the planning of roads. They look at the functionality of roadways to understand the need for

future alignments and accommodations. This is a tool for development conversations. The lines for new roads are theoretical in nature, but are a guiding principle that has been thought through by engineering to provide proper transportation flow in the future. Just because you see a line on the map, it doesn't mean that road will come to fruition. *Mr. Sigrist* asked when the line between Hoover and Haughn roads was put on the Map. *Mr. Rauch* said that was added in 2019. This merely shows a possibility to connect if property owners ever change. *Mayor Stage* said Gantz Road and Buckeye Parkway are two examples of roads that were put on the thoroughfare map and remained for a long time. We have a long history of using this as a guiding document.

Mr. Ron Pfeifer, resident, voiced concern for his previous students who called him with concern for this road. He said he hears what is being said about the thoroughfare, but his concerns are with the present. He said they need to look ahead for the children as well. If *Murfin Fields* is displaced, where are the children going to go. He said he understands that roads help the city grow, but he wants to see the kids continue to grow. He said there have been a lot of positive things happen in *Grove City*. He said lets continue those good things.

Mr. John Emmerich, Pres. of GCKA, said he has been involved with GCKA for 25 years and is distressed about this potential road because there has been no conversation with the GCKA Board. He said he doesn't understand why it has never been brought up to them. All their programs are on the rise and there is a need for more park ground in *Grove City*, not less. He said he understands the need for future planning, but feels that should include GCKA.

Ms. Houk said she feels this conversation is starting from a foundational misunderstanding. She said no one is talking about a proposed road, because there is no proposed road. This is a map used for a planning document and we all understand that the concept behind it is to assess opportunities. He said we are not looking to close off the entrance for GCKA. The City is looking for more green space and field space. She said this map was already in existence and the two major changes on this new planning document are a connection of *Hawthorne Parkway* and a bypass to the *Town Center*. She said she is just trying to provide some clarity.

Mr. Chris Allen, resident, said when you talk about opportunity with *Gantz Road* that was a wide open space. Going through *Murfin* is not a wide open space and you take opportunity away from the kids. He said they need to have an outlet and a place to play. He said he understands the need for traffic outlets, but *Grove City* needs to align the lights so you can get better traffic flow.

Mayor Stage commented that we like to have plans for traffic, but with so many people here, he said he would erase the line between *Haughn* and *Hoover*. However, someday we need to plan for an east-west roadway in this area.

Mr. Berry moved that the connector road between *Haughn* and *Hoover* be removed from Exhibit "A"; seconded by *Ms. Burroughs*.

<i>Ms. Anderson</i>	Yes
<i>Mr. Sigrist</i>	Yes
<i>Ms. Houk</i>	Yes
<i>Mr. Berry</i>	Yes
<i>Mr. Dew</i>	Yes
<i>Ms. Burroughs</i>	Yes

Mr. Buskirk, resident, said while he understands the traffic needs and the need for a conceptual plan, he believes we need the same for green space and that is why he thinks everyone is here.

Mr. Caleb Griffin, resident, said the line may have been removed, but it could be put back. He feels there is no clarity or transparency and that is why everyone is here. Having the map on the website is great but he wants it published so everyone would know.

Ms. Janice Astolt, resident, said she believes the area proposed for a road floods and it would not be advisable to put one there. She also believes that adding more traffic to a road that has been reduced to 25 mph will cause more delays and congestion.

There being no additional questions or comments, Mr. Dew moved it be approved as amended; seconded by Mr. Berry.

Mr. Sigrist	Yes
Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes

The Chair recognized Mr. Sigrist, Chair of Finance, for discussion and voting under said Committee.

1. Ordinance C-40-24 (Amend Exhibit "A" of the Town Center Commercial Revitalization Grant Program as approved by C-31-18) was given its second reading and public hearing.

Mr. Rauch explained that this would change the existing program to permit a 100% grant – up to \$5,000.00 – for awnings in the Town Center. Ms. Burroughs asked if this already exists in the Program. Mr. Rauch said it does for 50% of an awning. He said enforcement of replacing or repairing awnings requires them to be tattered or moldy. Ms. Burroughs asked if this would be for existing awnings. Mr. Rauch said existing or new would qualify. Ms. Anderson asked if owners would have the option and not a "must do" issue. Mayor Stage said yes, all would have the option. Ms. Houk asked if we would be calling on people to suggest an awning. Mayor Stage said no, but those that are tattered would be encouraged to use the Program.

There being no additional questions or comments, Mr. Sigrist moved it be approved; seconded by Ms. Houk.

Ms. Houk	Yes
Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes

2. Ordinance C-46-24 (Authorize the City Administrator to enter into an Agreement with Plattenburg & Associates for Annual Financial Audits) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.
3. Ordinance C-47-24 (Authorize the City Administrator to enter into an Agreement for GIS Software Services) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.

4. Ordinance C-48-24 (Authorize the City Administrator to execute the amended and restated Central Ohio Health Care Consortium Joint-Insurance Agreement) was given its first reading. Second reading and public hearing will be held on Nov. 04, 2024.

The Chair asked that any new business to be brought before the attention of Council be done so at this time.

1. The Chair recognized representatives from Guide Studio for a presentation on the City's branding review.

Mr. Walters explained that the City contracted with Guide Studio for a branding of the City. He introduced Ms. Kelly Frobbit, President, for the presentation. Ms. Frobbit explained why it is important to have a branding program and the process they used for Grove City. She said branding is a communication tool and brings cohesiveness in all aspects for the City. She went through the slides attached hereto.

Mr. Berry asked if Council would be agreeing to something at some point for this. Mr. Walters said they were hoping that the Steering Committee would be the approving body.

2. The Chair recognized representatives from Broadway Live for a presentation.

Mr. Ethan Temianka, and Mr. Tim Kaskuski, Axiom Ventures, shared their vision for Broadway Live in the Town Center at the corner of Broadway and Columbus St. They showed a quick video and explained that they have been acquiring more land and wanted to add more uses, such as shopping and a transformational hub for all kinds of activities. They said the concept would offer 2.5 acres to the City to buy for green space and parking. There would be a large five (50 story apartment building on Broadway with different materials, along with the entertainment, food, shopping area on the corner. The slides are attached hereto.

Mr. Boso, City Admin., explained that this proposal includes a \$19 million commitment from the City for the first phase; an \$11 million commitment in the second phase. He said the document shown asks for \$30 million from the City to do this project. In addition, this is in a Community Reinvestment Area and would provide \$21 million in a tax break. Mr. Berry asked what the economic impact would be. Mr. Boso said they are looking into that now.

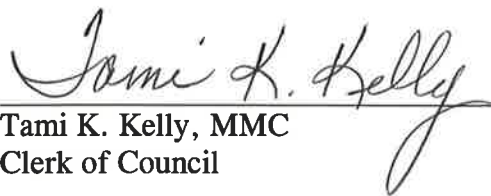
The Chair recognized members of Administration and Council for closing comments.

1. Mayor Stage reported on activities and said the Grove City High School Band and Football team was featured on the Today Show last Friday. He submitted the Mayor's Court Monthly Report and Ms. Houk moved to accept same; seconded by Mr. Dew.

Mr. Berry	Yes
Mr. Dew	Yes
Ms. Burroughs	Yes
Ms. Anderson	Yes
Mr. Sigrist	Yes

2. After closing comments from Council and Administrative staff members, a motion to adjourn was approved by unanimous consent.

Adjourned at 9:02 p.m.



Tami K. Kelly, MMC
Clerk of Council



Christine Houk
President of Council



Brand Defined

Brand is more than just a logo. It is a symbolic embodiment of all the information connected to your place, and serves to create associations and expectations around it.

This collective perception, planned or incidental, is the result of every interaction a user has with your place.

*"If you don't care where you're going,
it doesn't make a difference which path you take."*

— CHESHIRE CAT





Why does your place need to be branded?

When your city invests in brand building, it creates a platform that helps you make decisions, address challenges and achieves:

- A consistent representation of your city
- Support for economic development initiatives by positioning you to compete for residents, businesses and visitors
- A growing sense of community pride that fosters collaboration with your people
- Success with reputation management by helping to shed unfavorable perceptions

The Process: Design with Direction



Brand Objectives

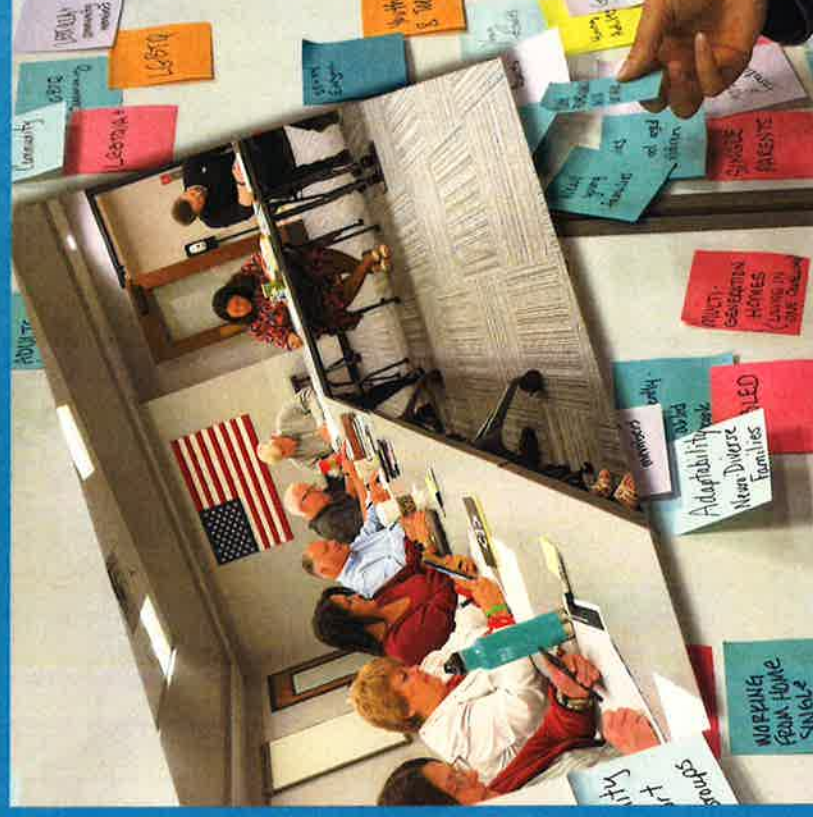
CREATE A BRAND THAT

- Supports the City's best hometown moniker
- Helps to define the City at a glance (quick read)
- Supports the City's long term plans (city and parks)
- Is supported by a proactive communications plan
- Brings cohesiveness to departments, with tone or style changes based on the communication objective and audience
- Is supportive of signature events with regional draw
- Brings people back to the City that haven't seen it in a while, that helps them see there is something for everyone here

The Process



Reviewed current brand and marketing materials, 2021 & 2023 Community Attitude Surveys

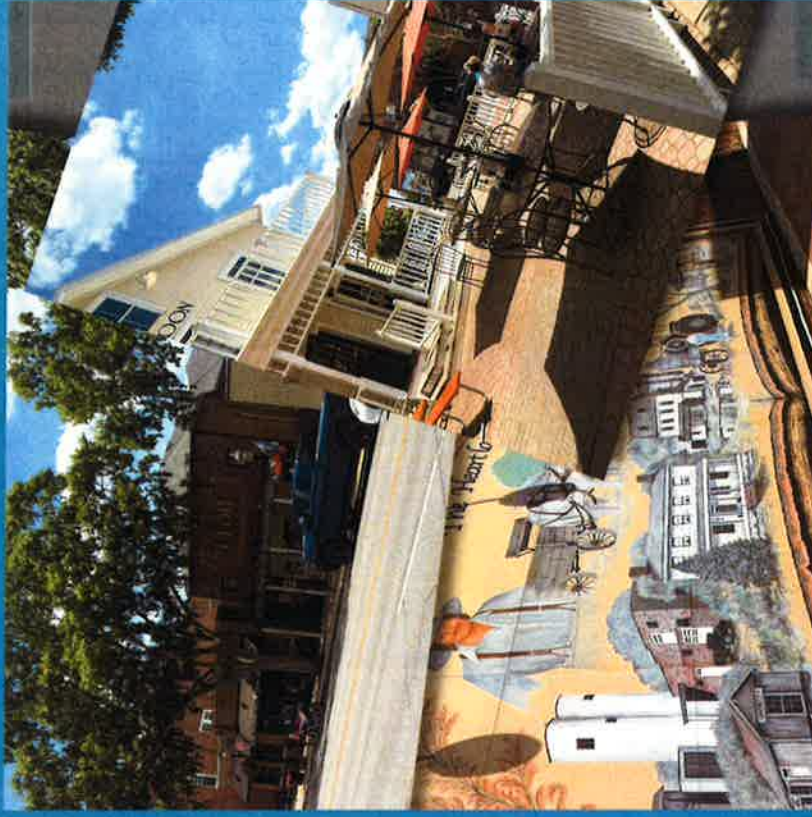


Brand Discovery workshop with the steering committee

The Process



Brand Discovery workshop with stakeholders; Focus group meeting



Walking tour of Downtown Grove City

**Brand strategy development &
Brand image and identity development**



Brand image and identity development

[illegible]

**Brand implementation plan
(coming soon)**

Brand Strategy Highlights

Target Audiences

In order to reach and speak effectively to your audience groups, you need to know where to meet them. Defining target audiences is essential for successful city branding as it allows you to communicate, differentiate, allocate resources effectively, and create a consistent brand image.



Target Audiences

Small Local Business Owners

Who they are

- First-time business owners or those looking to expand into a new market
- People familiar with Grove City and understand the hometown roots of the community
- Entrepreneurs who see gaps in offerings and fill them with authentic products and services

What they care about

- Customers who love and support local businesses
- Access to part-time, hometown employees
- Simple processes for permitting
- Other nearby local shops to build a supportive business community
- Location in a bustling downtown environment
- Access to customers that great events and a strong reputation bring to the community

Young Adults

Who they are

- Recent college grads
- Newly-coupled people looking to settle down
- Young families

What they care about

- A welcoming community
- Convenience amenities in a city with a strong sense of permanence and place
- Unique and authentic experiences
- Top-notch services like schools, public safety, libraries, and parks and recreation opportunities
- Quick access to downtown Columbus and the airport
- A variety of housing options

Large Businesses

Who they are

- Light manufacturing, service, research, or related industries
- Start-ups or established businesses looking to diversify geographically
- New businesses to the Central Ohio region

What they care about

- An eager and imaginative workforce and recent college grads
- Quick access to Central Ohio and beyond
- Local government support
- Great local amenities for employees and visitors
- Variety of housing options
- Opportunities for collaboration with other local businesses

Long-time Residents

Who they are

- People who live in the long-established parts of Grove City
- Families that have lived in the community across multiple generations
- Retirees looking for worry-free living

What they care about

- The hometown feel that Grove City has always offered
- Opportunities to age in place near the people and places they love
- Events and programming that celebrate the community and connect them to people and place
- To share their passion for Grove City with newer members of the community
- Quick and easy access to friends and family who don't reside in Grove City
- A place they can be proud to call home



Distinct Advantages

The high level, main points you want to communicate about your brand. These are the unique qualities that make Grove City stand out.

They formulate the backbone of any external facing key messages.

Distinct Advantages



A True Downtown

Unlike many cities, where the downtown is merely a collection of shops and restaurants catering to visitors, Grove City's historic downtown seamlessly integrates residential living within its core. Residents enjoy walking distance access to essential services and everyday amenities, such as a dry cleaner and library, allowing for a car-free lifestyle. This blend of convenience and vibrant local businesses creates a thriving, community-centric atmosphere that is the heart of Grove City.



Destination for Folks Near & Far

Grove City stands out with its unique blend of local charm and regional accessibility. Residents within and outside Franklin County frequently rely on Grove City for their essential shopping needs while attracting visitors from the greater Columbus region and beyond with its vibrant downtown, beautiful parks, and beloved community events. The city is well-known for hosting large-scale sports tournaments, drawing young athletes and their families from around the state and beyond. Hotels in Grove City serve as convenient accommodations for travelers seeking quick access to downtown Columbus and enjoying the offerings of Grove City itself.



Bang for the Buck

Grove City, offers exceptional value amidst the rapid growth of Central Ohio. Unlike other suburbs of Columbus, Grove City combines a vibrant downtown, many parks and recreation opportunities, top-notch safety services and schools, and vibrant community events with a lower tax rate — making the community highly desirable. Adding to this, Grove City's welcoming hometown feel provides that extra layer of charm, making it an outstanding choice for those seeking quality and affordability.

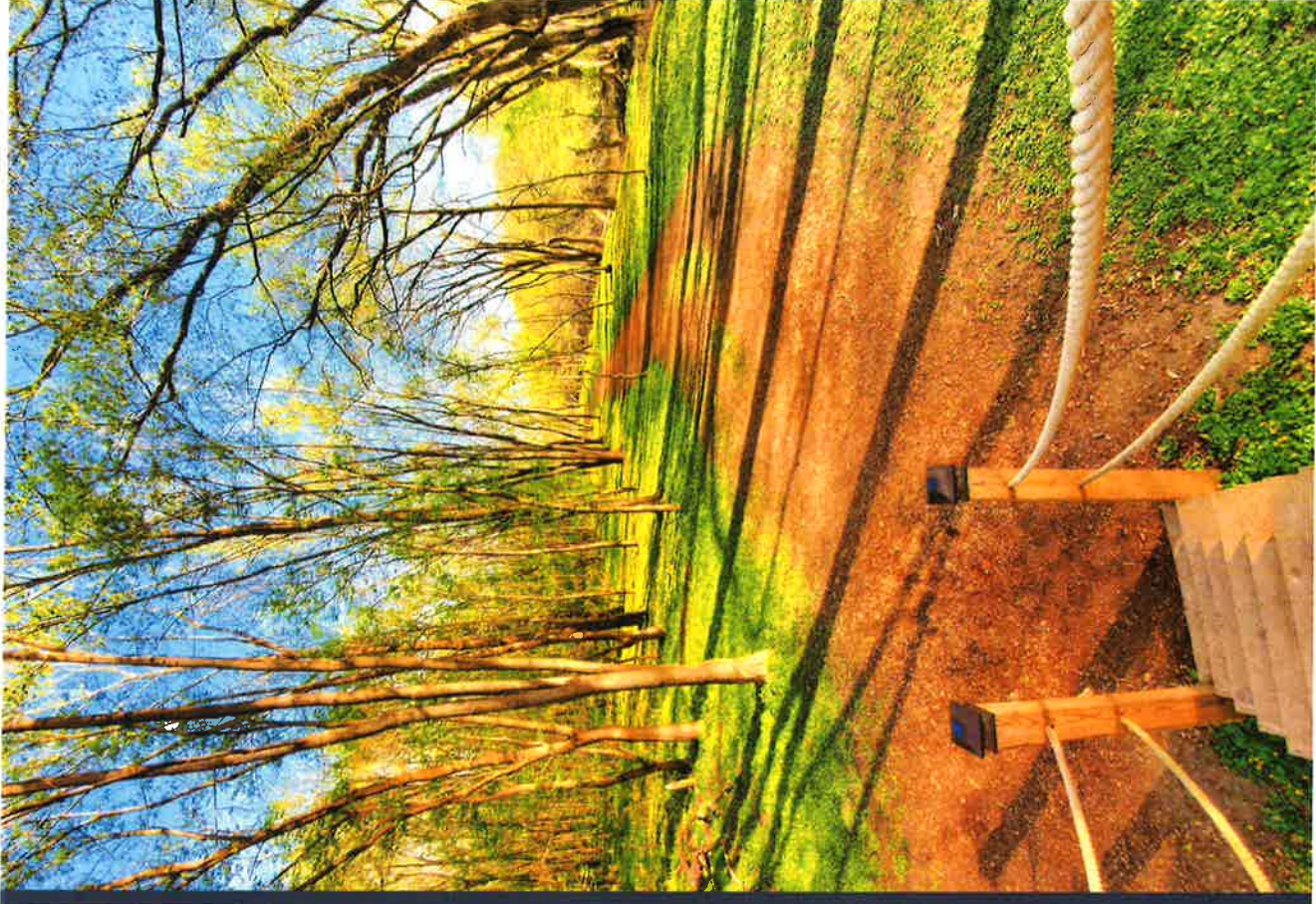


Preserved Hometown

Grove City stands out in Central Ohio by preserving its genuine small-town feel within a rapidly growing region. It is a welcoming community that supports people of all ages, backgrounds, and incomes, with diverse housing options from affordable apartments to single-family homes and age-in-place facilities. Valued services and targeted programming ensure everyone can take full advantage of what Grove City offers, fostering a tight-knit and inclusive community for all.

Positioning Statement

Your positioning is a simple and concise **internal statement** that articulates who you are, what you offer, who it's for and the end benefit, while also identifying what makes you unique within the marketplace.



Positioning Statement

For residents old and new, to businesses big and small, Grove City is beloved for its comfortable and safe neighborhoods, exceptional services, charming downtown, amazing parks, and vibrant community events—all at an unmatched value. Not only is it a great place to live, but its proximity to Columbus and its cache of hotels make it a great place to stay and enjoy during a visit to central Ohio. With a community spirit that is welcoming to all, Grove City stands out as Central Ohio's original and best hometown.



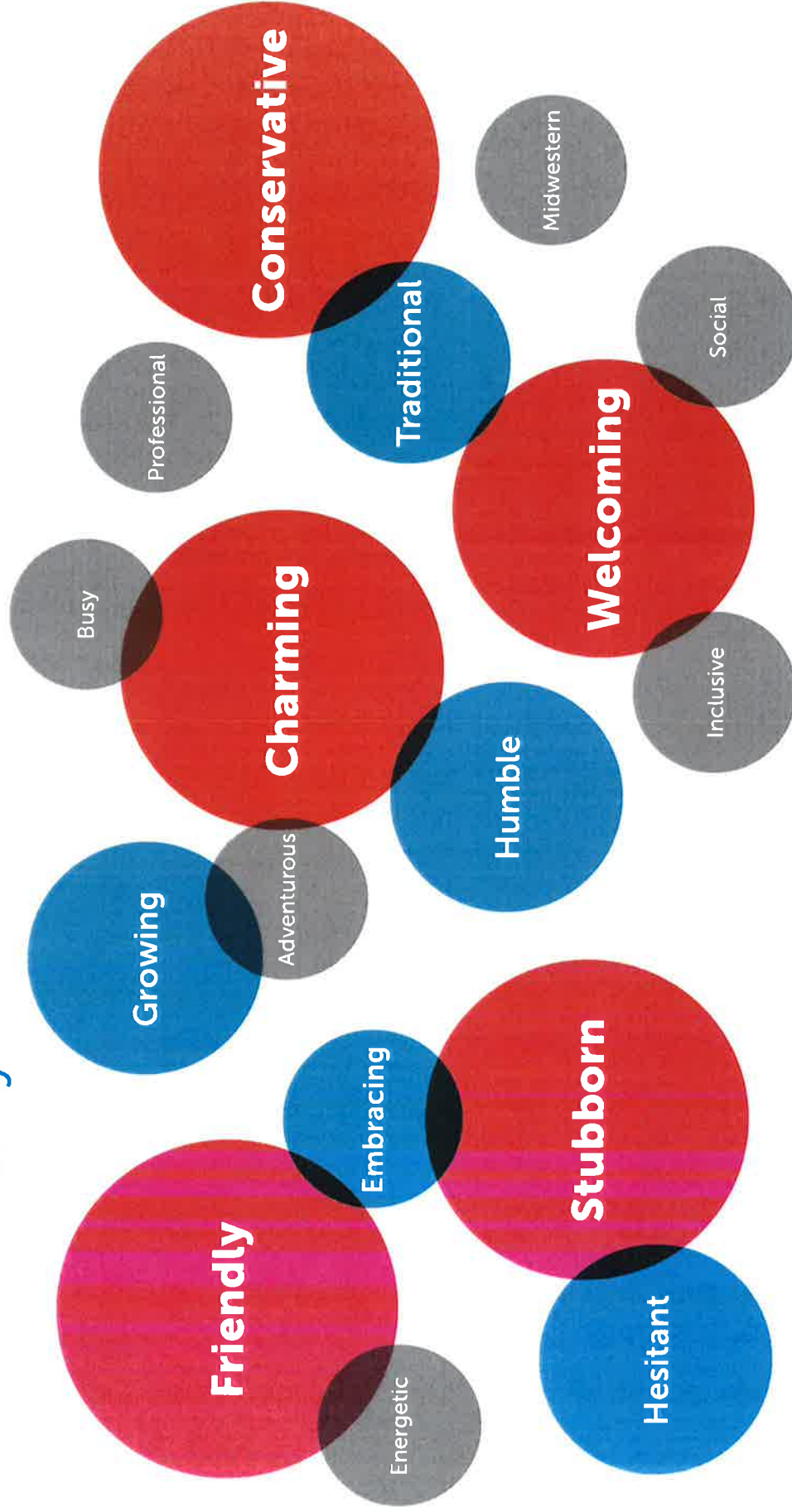
AUDIENCE:
residents and businesses

GUIDING PRINCIPLE:
community spirit that
is welcoming to all

DISTINCT ADVANTAGES:
comfortable/safe neighborhoods;
exceptional services; charming
downtown; amazing parks; vibrant
community events; proximity to
Columbus; hotels

END BENEFITS:
unmatched value;
great place to stay;
Central Ohio's original
and best hometown

Personality



Demographics



Top 5

WHICH OF THE FOLLOWING ASSETS AND ATTRIBUTES ARE YOU MOST PROUD OF?



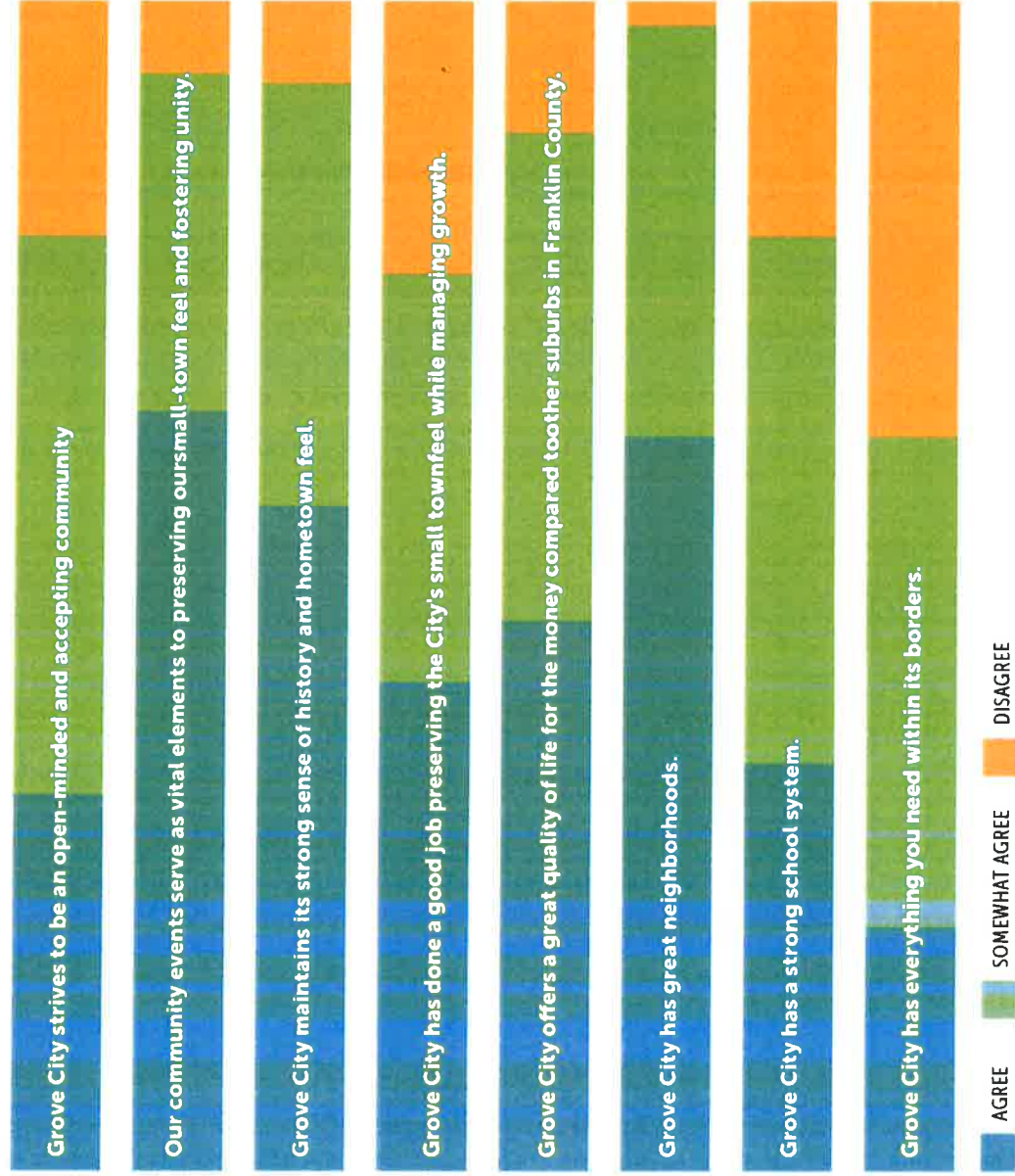
City Personality

HOW WELL DO THESE WORDS DESCRIBE GROVE CITY, THE PLACE AND THE CULTURE?

Charming Growing Welcoming Traditional Social
Conservative Growing Traditional Social

Brand Statements

DO YOU AGREE WITH THESE STATEMENTS? PLEASE RATE EACH.



Distinct Advantages

WHAT DOES GROVE CITY HAVE TO OFFER? HOW WOULD YOU RANK THESE ADVANTAGES? PLEASE RANK IN ORDER OF IMPORTANCE

- #1 A True Downtown
- #2 Bang For The Buck
- #3 Preserved Hometown
- #4 Destinations for Folks Near and Far



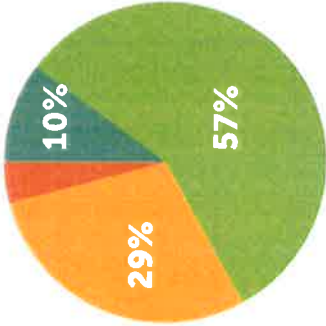
Community Quality

FOR BUSINESSES, HOW WOULD YOU RATE THE QUALITY OF SERVICE AND SUPPORT OFFERED BY GROVE CITY?

High Quality

Very High Quality

Neither High Nor Low Quality



Community Quality

FOR RESIDENTS, HOW WOULD YOU RATE THE QUALITY OF LIFE OFFERED BY GROVE CITY?

High Quality

Very High Quality

Neither High Nor Low Quality

Brand Look Highlights

Introduction

Grove City is Ohio's
first and best home
town, but has
always evolved to
meet the times...

Logotype

GROVE
1852 CITY OHIO

This mark presents as traditional but with a modern twist. The symmetrical design and establishment elements stress the city's permanence, while varied letter forms add an element of intrigue that speak to the evolving character of the city. The brand palette includes organic forms that tie the system back to nature – symbolizing growth and a bright future.

KEY WORDS

- Friendly
- Growing
- Charming
- Embracing/Inclusive
- Traditional
- Vibrant

Universal Color Palette







Variations Side-by-Side

STACKED



HORIZONTAL



OFFICIAL SEAL



STACKED



HORIZONTAL



Application Examples



Application Examples



Application Examples



Neighbor Logo Comparison



Next Steps

- Approval of Brand Identity/Platform
- Development of Departmental Versions and Parks & Recreation Treatment
- Implementation Planning & Voice Workshops
- Brand Style and Voice Guide Development
- Brand Launch Kit
- Complete Brand Manual including Management Process and Training



The City of Grove City

Broadway Live Walkthrough



DEVELOPMENT SUMMARY

SUB AREA A // MIXED-USE COMMERCIAL (0.89 AC)

- BROADWAY LIVE
2 STORIES | ~ 16,400 SF | FOOD & ENTERTAINMENT VENUE
- THE EXCHANGE AT BROADWAY LIVE
2 STORIES | ~ 12,000 SF | RETAIL, DINING, & SERVICES
- WILLIAM F. BRECK PUBLIC PLAZA
~ 20,000 SF | INTERACTIVE AMENITY PLAZA

SUB AREA B // PUBLIC PARKING (0.91 AC)

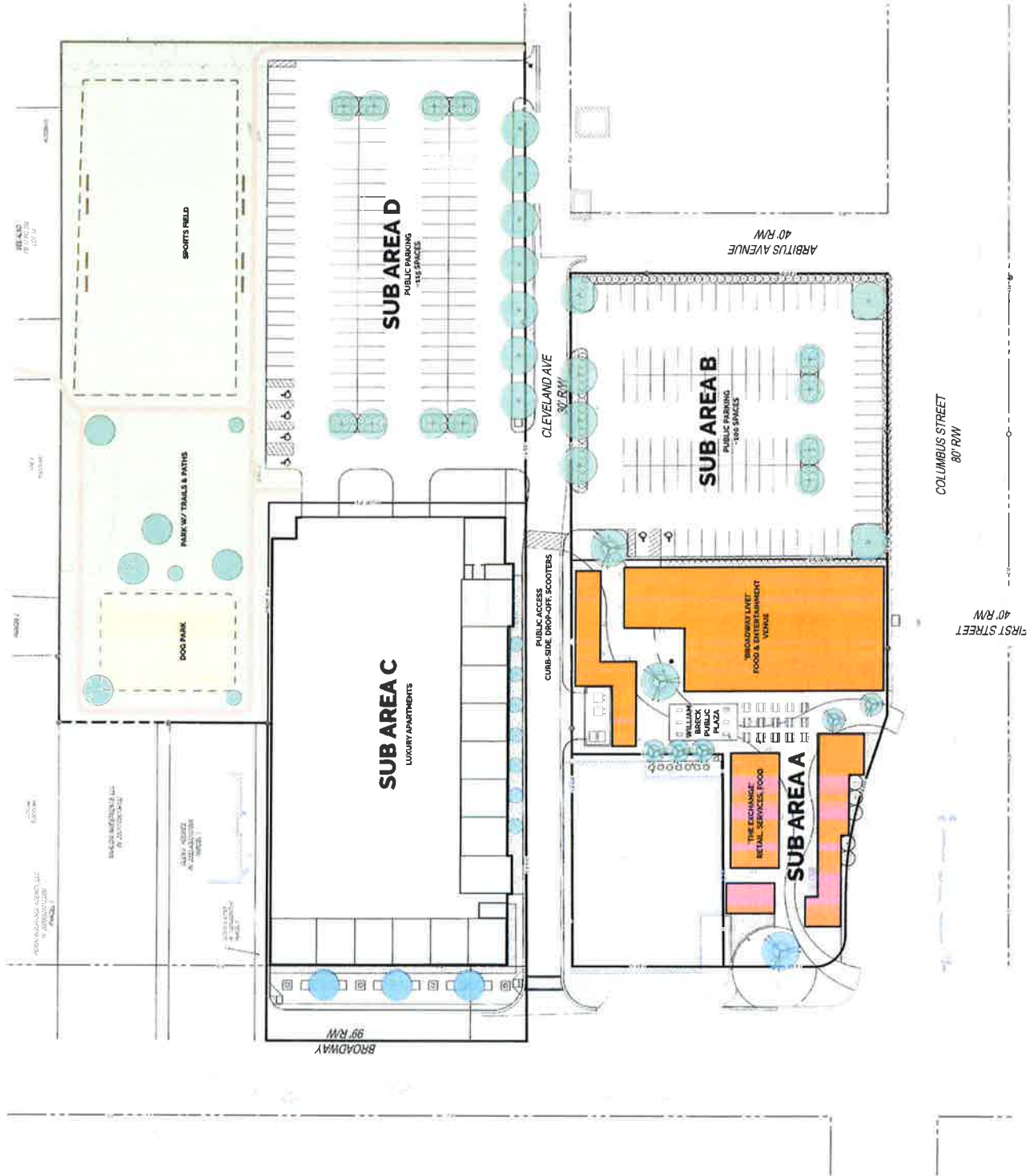
- TOWN CENTER PARKING
~100 SURFACE PARKING SPACES | PICK-UP/DROP-OFF

SUB AREA C // MULTI-FAMILY RESIDENTIAL (1.39 AC)

- THE APEX AT BROADWAY LIVE
5 STORIES | ~ 190,000 SF | LUXURY APARTMENTS
- ~150 APARTMENTS W/ ~90 PRIVATE PARKING SPACES

SUB AREA D // PUBLIC PARKING & PARK (2.60 AC)

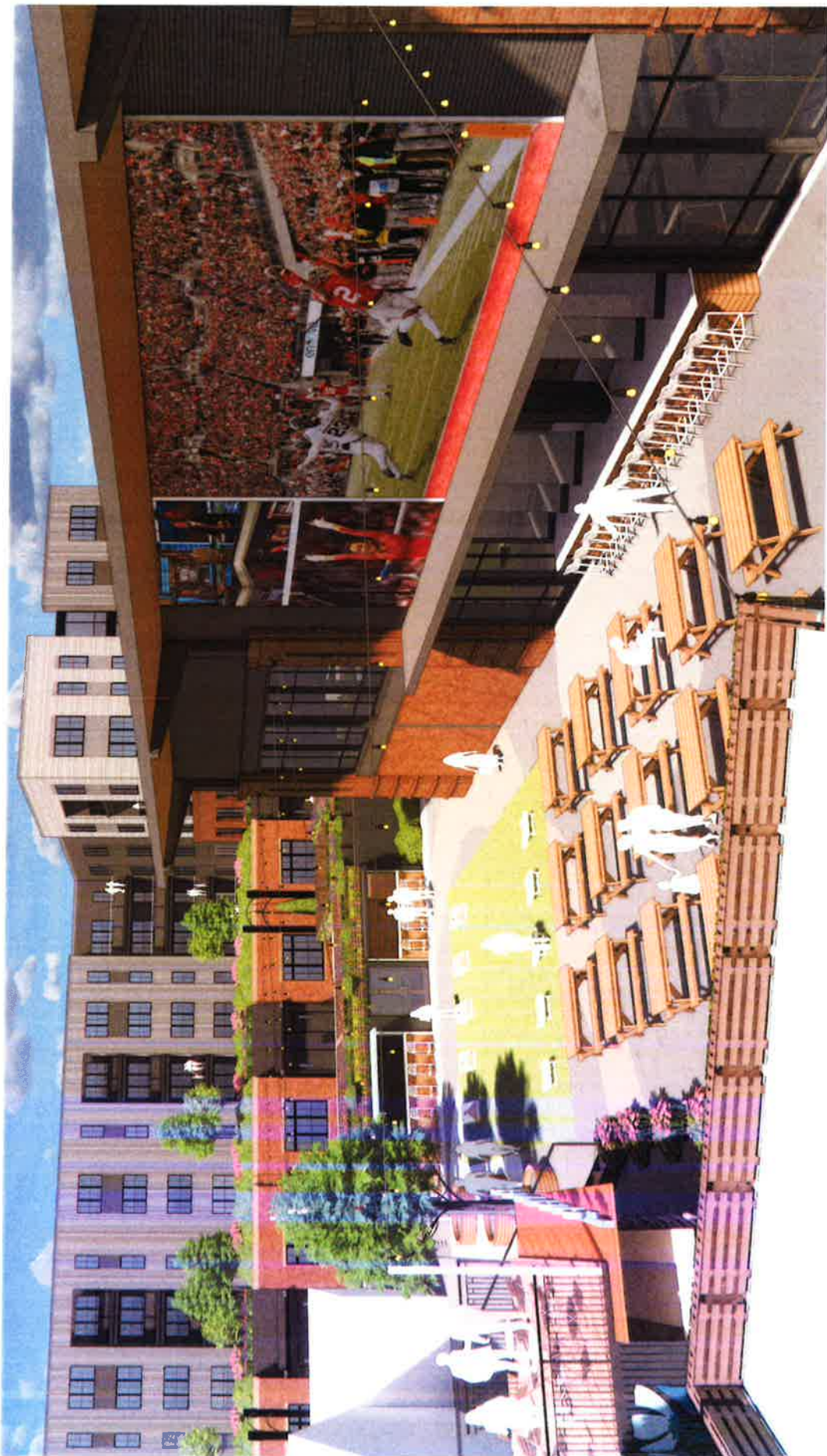
- TOWN CENTER PARKING
~115 SURFACE PARKING SPACES | CHARGING STATIONS | BIKES
- PARK LAND & PUBLIC OPEN SPACE
~141 ACRES OF DEDICATED OPEN SPACE
- DEDICATED BIKE & PEDESTRIAN CONNECTIONS
- DOG PARK
- RECREATION FIELDS











DEVELOPMENT SUMMARY

SUB AREA A // MIXED-USE COMMERCIAL (0.89 AC)

- BROADWAY LIVE
- 2 STORIES | ~ 16,400 SF | FOOD & ENTERTAINMENT VENUE
- THE EXCHANGE AT BROADWAY LIVE
- 2 STORIES | ~ 12,000 SF | RETAIL, DINING, & SERVICES
- WILLIAM F. BRECK PUBLIC PLAZA
- ~ 20,000 SF | INTERACTIVE AMENITY PLAZA

SUB AREA B // PUBLIC PARKING (0.91 AC)

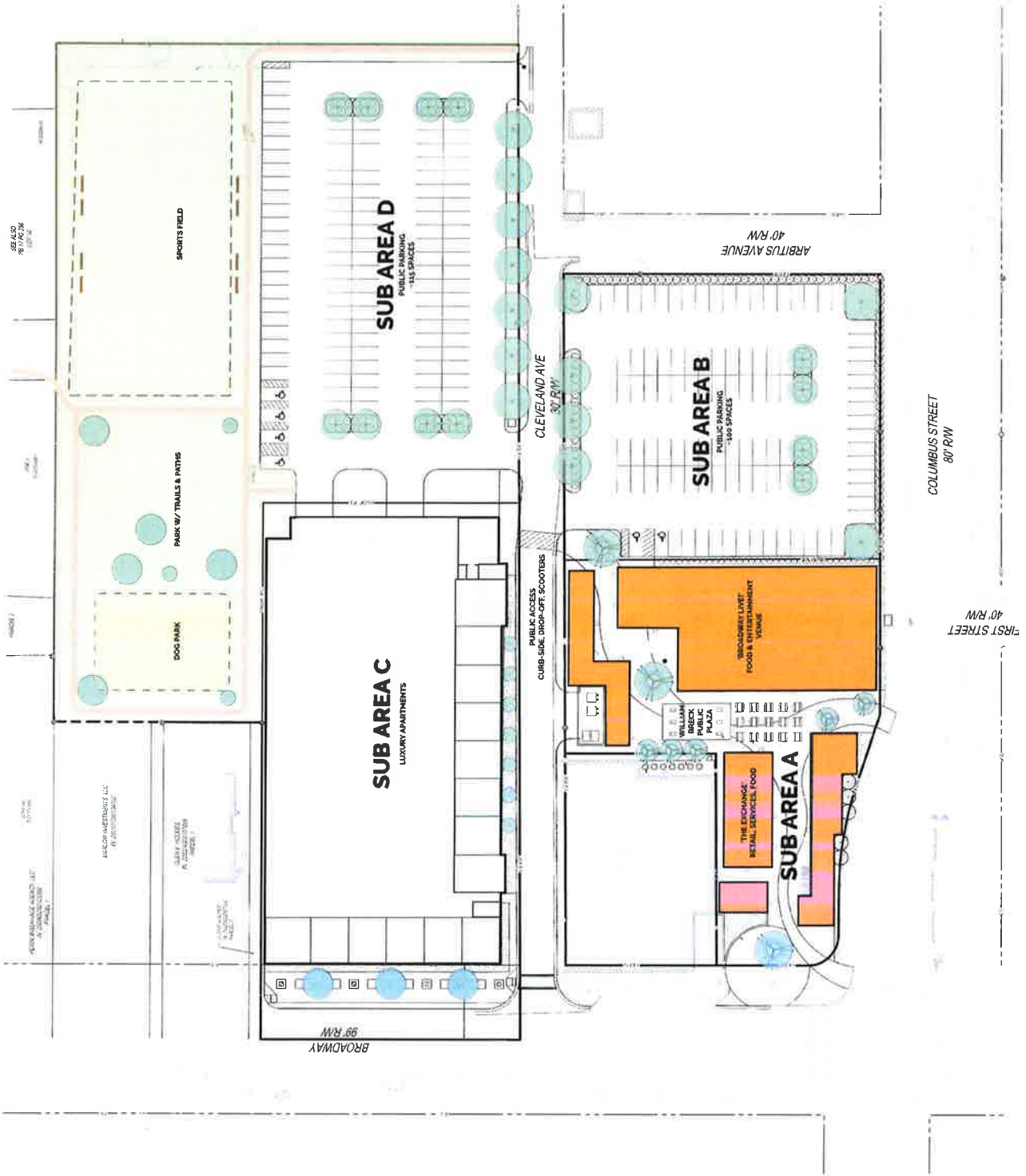
- TOWN CENTER PARKING
- ~100 SURFACE PARKING SPACES | PICK-UP/DROP-OFF

SUB AREA C // MULTI-FAMILY RESIDENTIAL (1.39 AC)

- THE APEX AT BROADWAY LIVE
- 5 STORIES | ~ 190,000 SF | LUXURY APARTMENTS
- ~150 APARTMENTS W/ ~90 PRIVATE PARKING SPACES

SUB AREA D // PUBLIC PARKING & PARK (2.60 AC)

- TOWN CENTER PARKING
- ~115 SURFACE PARKING SPACES | CHARGING STATIONS | BIKES
- PARK LAND & PUBLIC OPEN SPACE
- ~1.41 ACRES OF DEDICATED OPEN SPACE
- DEDICATED BIKE & PEDESTRIAN CONNECTIONS
- DOG PARK
- RECREATION FIELDS







10/2/2024 Updated Proposed Public-Private Partnership Summary:

Commitments of the Developer to the City (~\$61.2m):

- Sell ~2.62 acres to City - see Exhibit (\$1.5m/acre*)
 - ~1.21 acres to be dedicated for free public parking. Site shall be designated as a future City-owned parking structure location.
 - ~1.41 acres to be dedicated for public open space, bike paths, dog park, compensatory stormwater storage, and/or other public amenity space that City chooses.
- \$22.5m - Build Broadway Live - an Urban Dining, Entertainment & Events Hub:
 - 16,400sf Main Hall Building + ~1,500sf Patio Space
 - 5 Food Vendors
 - Large Stage for programming
 - City Events
 - Concerts
 - Movie nights
 - Sports
 - Large main central indoor/outdoor bar
 - 6,000sf Upstairs Game & Golf Lounge
 - Bar
 - Golf Simulator Bays
 - Private Event Rooms
 - ~1,500sf Outdoor Patio & Balcony
 - Multitude of other games
 - Ping Pong
 - Shuffleboard
 - Foosball
 - Board & Card Games
- The Exchange at Broadway Live
 - William F. Breck Public Plaza
 - Giant LED screen(s)
 - Game section for cornhole and other outdoor games
 - Coffee & Wine Bar + Patisserie
 - 3 Food vendors
 - 3-4 Dessert & Drink vendors
 - 7-9 distinct retail and service vendors
 - Tree-Centered Courtyard
 - Patio-style seating throughout, including multiple upstairs patios of 2,500+ sf.
- \$38.7m - Build ~153-unit Multi-Family Apartment Building on NW Parcel, with dedicated private parking spaces
- Work in good faith with the City to evaluate and support the use of Tax Increment Financing for improvements, including support of a \$50 NCA charge per unit on the 153-unit Apartment building.

Commitments of the City (\$5 - 7m + Infrastructure):

Public Infrastructure

- Improve Cleveland Avenue from Broadway to Arbutus Avenue to accommodate two-way vehicular traffic, pedestrian walkways, and underground of existing (and/or future) utilities.
 - Provide 8-5" Conduits for AEP Service duct bank
 - Provide 3-5" conduits for Communication duct bank
 - Extend Gas Service to Cleveland, Arbutus intersection.
- Provide traffic light or additional pedestrian-friendly crosswalks necessitated by the proposed development and traffic studies.
- Re-locate or underground Overhead electrical and telecommunication wires along Broadway between Cleveland Avenue and Columbus Street.
- Provide Public Town Center surface parking on proposed City-Owned Property (~137 surface spaces)
- Commit to Completing the First Street Pedestrian Promenade (per the City's 2021 Town Center Conceptual Framework) within a defined period of time.

Development Support (\$5-7m)

- \$0 - Support the Developer in establishing a Commercial PUD that supports the character, use, and scale of the proposed development. The PUD shall anticipate future phasing of the development to utilize proposed surface parking lots for additional density, including but not limited to: structured parking, additional multi-family units, public amenities, etc.
- \$0 - Maintain the 15-year, 100% CRA on the proposed development.
- \$0 - Work in good faith with the Developer to create, modify, or abandon utility easements necessary to the Development; including, but not limited to the vacation of the 10' Sewer Easement (Inst# 199807210181854) and the potential use of the 10' sewer easement on referenced City-purchased property on site plan.
- \$0 - Permit and allow underground detention below the 100-year floodplain.
- \$750,000 - Provide funding to remove/re-locate existing structures on the entire development site in coordination with the Developer's proposed construction timeline.
- \$400,000 - Provide funding to establish a finished grade elevation above the 100-year floodplain for approximately 1.8 acres south of Cleveland Avenue.
- \$825,000 - Provide funding for stormwater underground detention throughout the development.
- \$725,000 - Provide funding for lateral and branch utility connections for sanitary, domestic water, fire service, gas, and electric from City's main service lines beneath Cleveland Avenue to within 5ft of the proposed buildings or structures. Water service lines are estimated as follows:
 - Broadway Live: 4" domestic, 6" fire suppression
 - Broadway Apartments: 6" Domestic, 6" Fire Suppression
 - Future Columbus Apartments: 4" Domestic, 8" Fire Suppression
- \$300,000 - Provide funding for Public Town Center surface parking on proposed Southeast Parking Lot until additional apartments are constructed (~115 surface spaces)
- \$2,000,000 to \$4,000,000 - Provide funding for the improvement of the proposed William F. Breck Public Plaza and Exchange at Broadway Live; inclusive of hardscape, landscape, public art & amenities.

Economic Impact and Investment Summary - Silverlode Consulting

- \$237.3m - Total Economic Construction Period Impacts in Grove City
- \$2.6m - Direct City Taxes in Year One
- \$956,000 - Direct City Taxes Annually thereafter

*Cost of land to be sold to City not included in total development cost