



**COLUMBUS**  
GIVING LIFE TO PARKING LOT WASTELANDS  
**PULSE**

# EXECUTIVE SUMMARY



## PULSE

To create a Pulse is to give life again. People have shopped at strip malls with their vast parking lots for six decades. The time of the Post WWII American Dream is coming to an end and now we are looking to what is next. Individuals want an environment that reflects their culture and time so this new movement is toward pedestrian scaled architecture and focuses more on the human being than the automobile. People want a destination to shop and see the life that surrounds them. They want to see and be seen. This new wave of shopper wants more than big box.

# They want life.

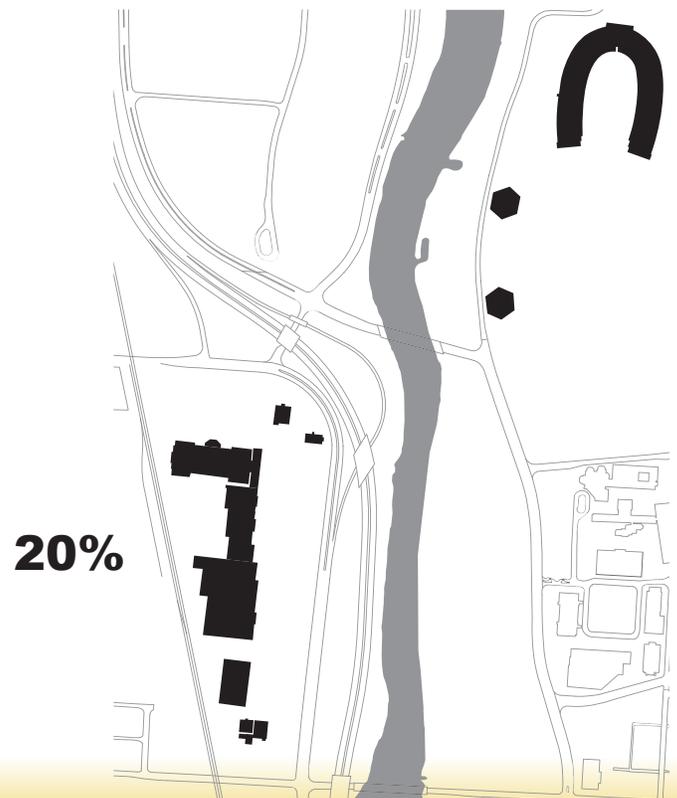


# EXECUTIVE SUMMARY

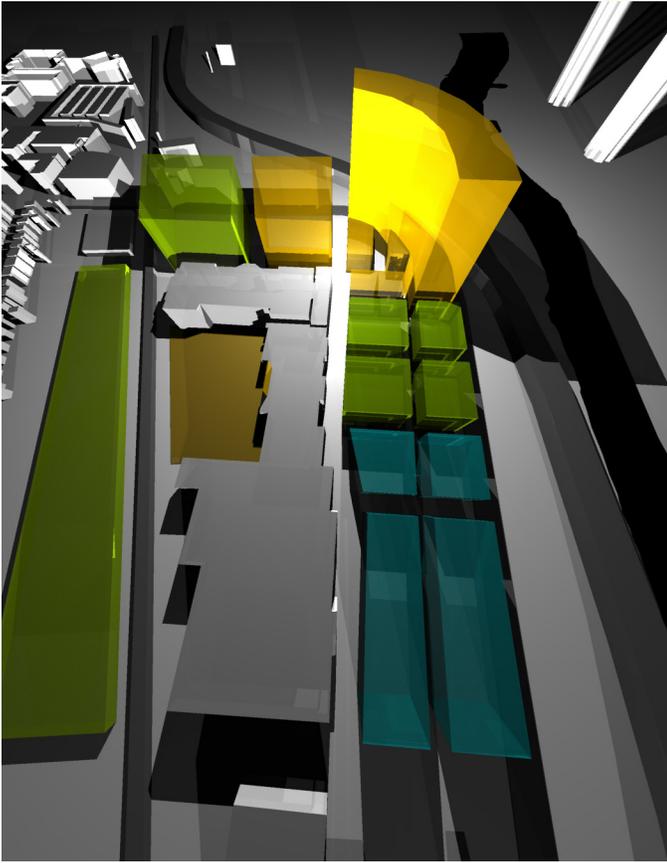
## ISSUE

The Lennox Town Center has provided over 323,588 citizens within a 5 mile radius, services and retail for 14 years. This 352,913 ft<sup>2</sup> was a risk development for Casto but has proven profitable for many years. This mall design focused all energies on the automobile and having a quick turnover in customers. This is demonstrated through the vast amounts of parking leaving only 20% of the total site developed. All strip malls have a shelf life and my proposal is to integrate lost parking wastelands back into the urban fabric to remain competitive.

Columbus also has a 'Hotel Room Deficit' and needs to increase the number of rooms offered in the city. This proposal focuses on adapting to a changing market and capitalize on an under-served one by bringing in a landmark hotel to form an anchor for the development. This will bring in new people to Columbus who need to be accommodated. This anchor will start the shift in creating an infrastructure that can adapt to the pedestrian and future development trends.



# PHASE 1



## SOLUTIONS

*“Integrate lost parking wastelands back into the urban fabric by capitalizing on the under-serve hotel market.”*

**Hotel** – Which will bring in more people with disposable income who need a place to eat and to be entertained.

**Restaurants** – Higher class restaurants which make it a destination for locals to enjoy the night life and for hotel guest to have a meal with their stay.

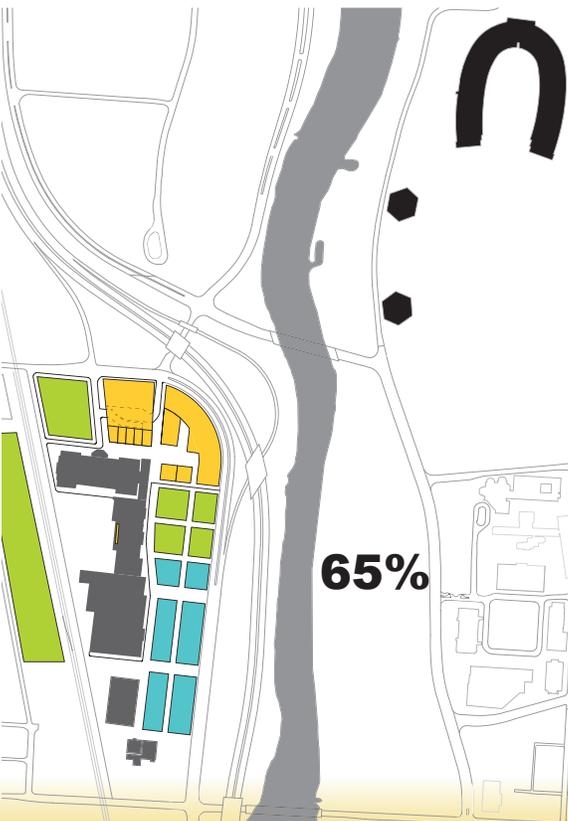
**Parking Garage** – Removal of 200 spaces for phase one development and the hotel demand will create a need for a parking structure.

**Retail** – Added to the pedestrian streetscape at the base of the parking structure, will add character to this new development making it a desirable destination. It will also generate more revenue to support the area and other services.

**Drive-In Movie Theater** – This idea is to utilize the rear parking lot as a means to generate revenue and create an outlet for advertising. This novelty approach will bring people in from farther out to the area.

**Phase 2** – Includes the construction of more ground retail storefronts with apartments on top and student housing which will bring more local daily spending. Also the construction of a parking garage.

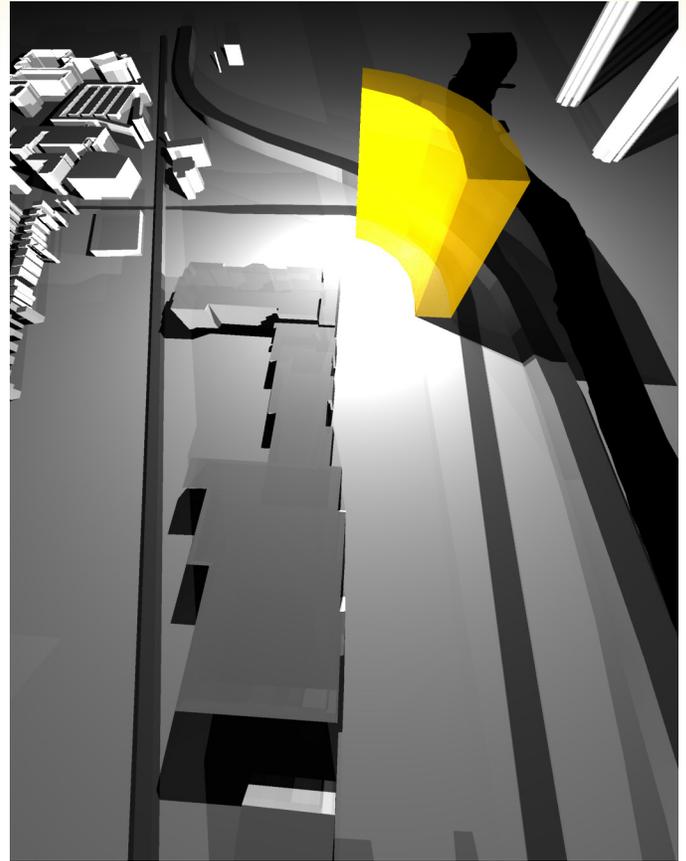
**Phase 3** – Is the continued development along the lines of previous pedestrian guidelines.



# PHASE 1

## HOTEL

There are nine hotels within 3 miles of the stadium. There are about **1264** rooms that service the game crowd from these hotels with net revenue of **40 million** a year. That is **1/1000** of the seats available at the OSU stadium. Research shows that the farther away you get the cheaper the rooms but also lower the occupancy. Hotel rooms are hard to come by in Columbus because there is a hotel rooms deficit. A proposed **15 story landmark hotel** would bring around **480** rooms and about **\$23.2 million** in annual revenue. This also means an annual of **\$2.3 million** in hotel taxes for the county. A higher class hotel will bring in a demographic with more of a disposable income that will spend their money in the surrounding areas. The close proximity to the OSU stadium makes the hotel a perfect addition to the area to help accommodate OSU fans. Now that there is a greater night life, Lennox will become a destination, and more people will travel to the area to enjoy it.



### Typical Construction Cost

6 stories of Glass and Metal Curtain Walls / Steel Frame

**-\$16.7 million (Open shop)**

**-\$18.8 million (Union labor)**

15 stories of Glass and Metal Curtain Walls / Steel Frame

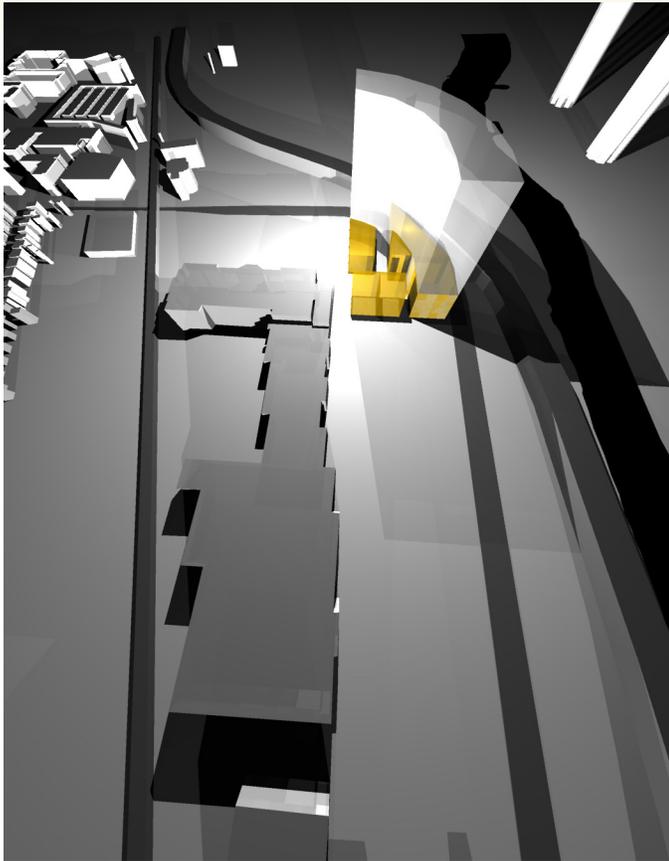
**-\$55.1 million (Open shop)**

**-\$61.5 million (Union labor)**

### Who is going to pay for this?

*Any hotel company that wants to build it will fund the project but could be given incentives from the county/ city/ university/developer to help get them in to start the project.*

# PHASE 1



## RESTAURANTS

With the addition of a hotel and its 480 rooms, there will be new guests in the area that need something to eat and want more options than room service. The added large presence of people that need accommodations and food, restaurants would serve these guests and the surround community perfectly. Filling this need would not be just oine restaurant but a collection of restaurants, of varying price ranges. These would be in an urban street setting to create an outdoor patio space large enough for all the restaurants to utilize. This shared patio area will become a destination for the city. This will be an attractor for more nightlife ex-pantson, thus creating a larger market. Now there is a greater option for a dinner and a movie or just a night out with some friends. These additional **8,122 ft<sup>2</sup>** of restaurant space will generate an estimated **\$6.5 million a year.**



### Typical Construction Cost

8,122 ft<sup>2</sup> of new restaurant space

**-\$1.14 million (\$140/ft<sup>2</sup>)**

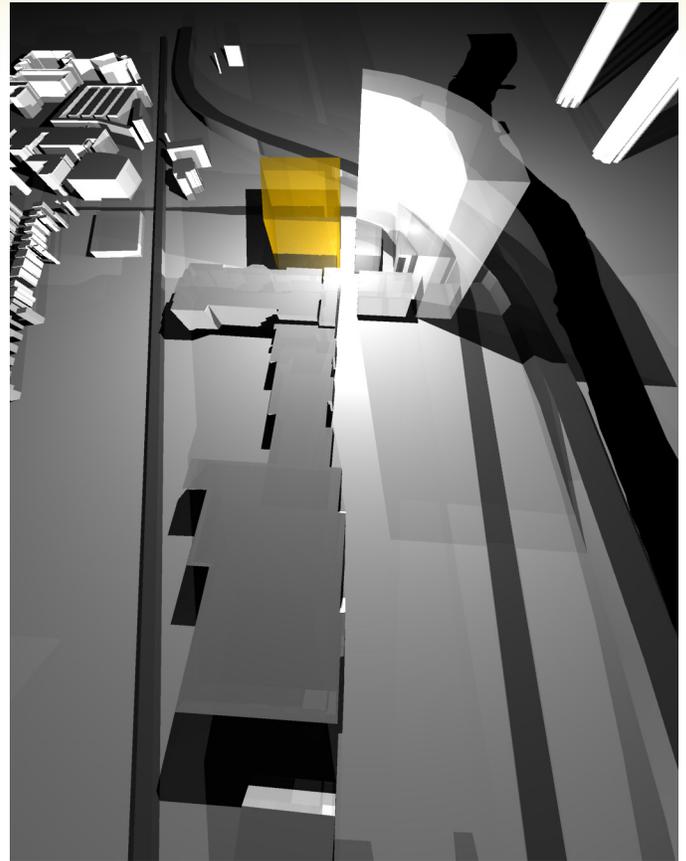
### Who is going to pay for this?

*The developer will build these new restaurant spaces and the rent will pay for the financed construction.*

# PHASE 1

## PARKING GARAGE

There is **2,447 ft<sup>2</sup>** of existing parking spaces, and 200 spaces will be converted to development. A five story parking structure is needed to support an initial automotive customer base. This new structure will provide about **600** new spaces for customers and hotel guests. These spaces could be sold as event parking for the various events held by The Ohio State University to increase revenue. This would be a big seller due to the inability to park at Lennox on game ay. If each space is sold for \$20 on game day, it will bring in **\$12,000 in one day**. The ground floors is reserved for retail space to enhance the pedtrian streetscape and as a revenue generator.



### Typical Construction Cost

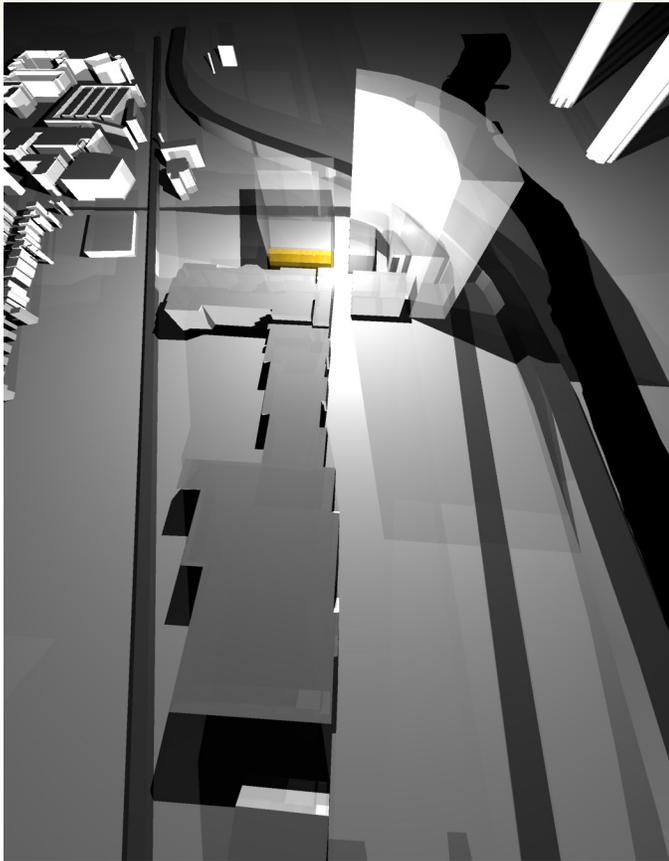
Five stories parking structure of 145,000 ft<sup>2</sup> which would add about 600 new parking spaces.

**-\$7.56 million (in Ohio)**

### Who is going to pay for this?

*The developer will build the structure but the surrounding businesses will pay for it in the end. The hotel would buy a certain number of spaces in the garage to accommodate their guests. The retail on the ground floor would have a percentage of the sales go back to the garage and there could also be a minimal fee to park.*

# PHASE 1



## RETAIL

Retail will be added to the ground level of the parking garage. This will create a urban streetscape that is pedestrian scaled and more appealing to the pedestrian. These retail shops will help supplement the retail market with smaller shops in comparison to the big box stores on the south end of the site. These shops will also help pay for the parking garage through a small percentage added to each sale. Estimations in adding **4387 ft<sup>2</sup>** of retail space will generate about **4.4 million a year.**



### Typical Construction Cost

There will be an added 4387 ft<sup>2</sup> of Retail space

**-\$214,350 (\$50/ft<sup>2</sup>)**

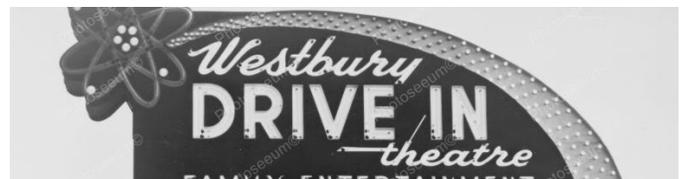
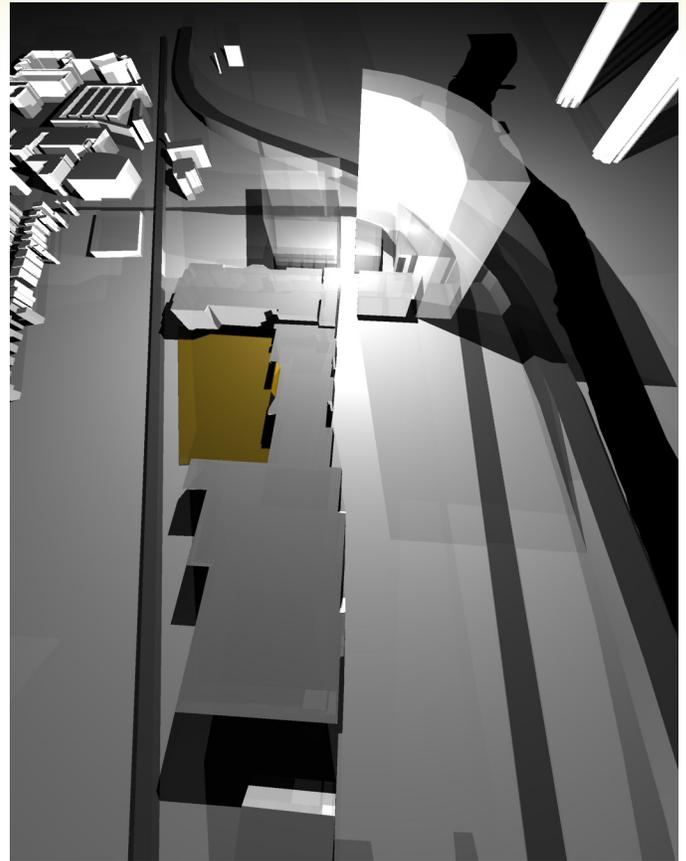
### Who is going to pay for this?

*The developer will build these new retail interior spaces and the rent will pay for the financed construction. These will be places in the parking garage so the structure will already be there, so the main cost of these new spaces is very minimal.*

# PHASE 1

## DRIVE-IN MOVIE

There has been a resurgence in the outdoor movie industry. Columbus only has one of these kinds of theaters, which is located on the far south side. This will provide a novelty to the area and a better use for the spaces on the back side of the town center. This will have a minimal overhead and front end cost but will provide additional advertising space which faces the highway, as a revenue generator. The advertising ranges from \$500-\$5000 a month quoted by American Outdoor Advertising. With this prime location, estimateion sales of around **\$3,000 a month** which can easily cover overhead costs. This is estimated to generate around **\$40,000** in annual revenue.



### Typical Construction Cost

30' x 17' screen:

**\$10,795**

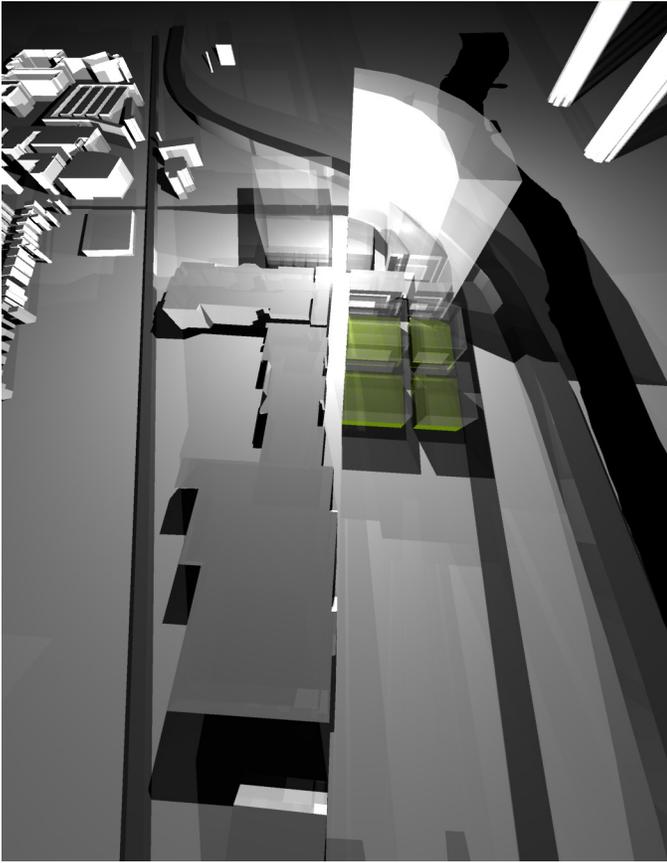
Panasonic Projector 6,000 lumens (power):

**\$5,088**

### Who is going to pay for this?

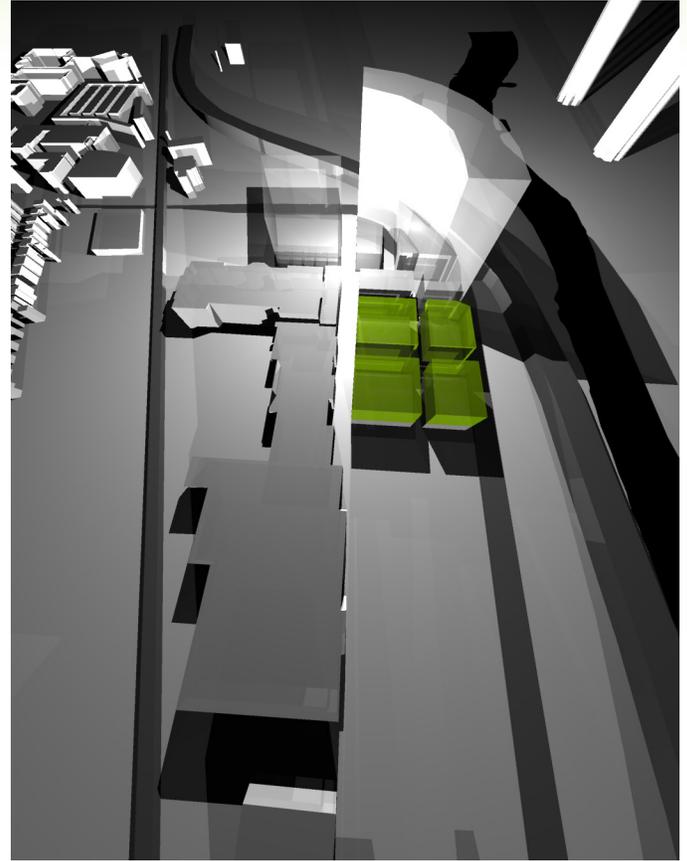
*AMC Theater will cover the front end cost but will make their money back quickly because of the prime advertising on the back side of the screen which faces the highway. This is not including ticket sales and concessions which would be direct profit back to the movie theater.*

# PHASE 2



## HOUSING

Housing will be located on top of the retail. This above housing will bring more people closer to the amenities of the area and bring in more money from daily trips from the residences.



## RETAIL

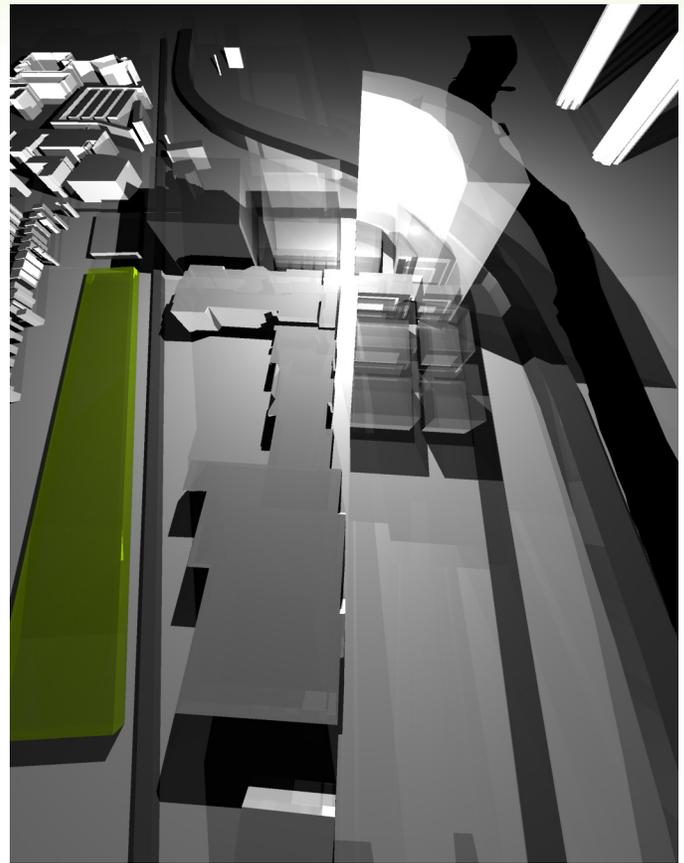
In phase 2, The development will demonstrate the growth pattern for future investments of the site. The retail will be set up like small block streets for ease of pedestrian access. These streets will stitch back into the urban fabric and create an even stronger identity for the site.

# PHASE 2



## **PARKING GARAGE 2**

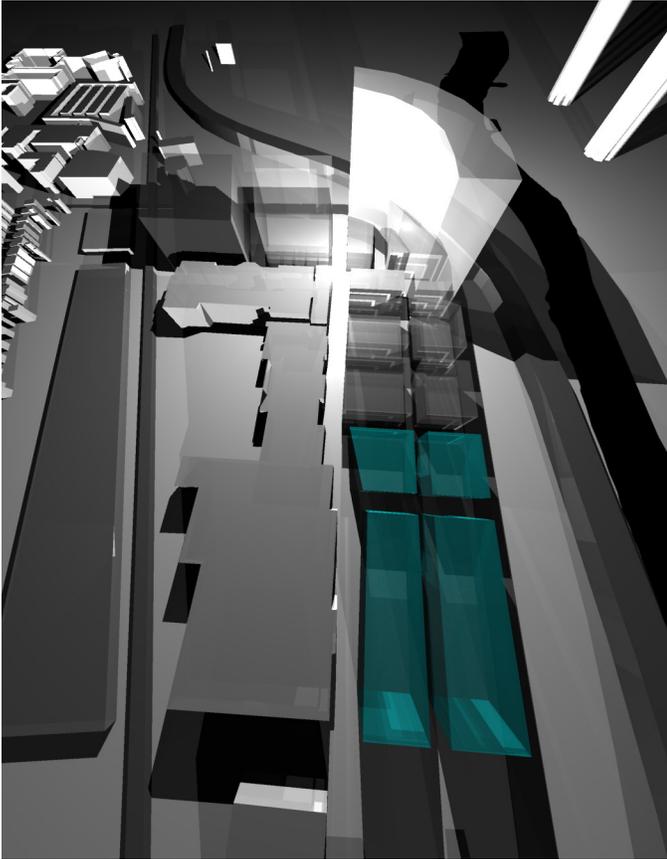
With the increase in people there will be a need for more parking. Because you do not want to build only for automobiles the structure will be hidden behind more retail which is on the ground floor. Retail on the street level will create that pedestrian atmosphere that people desire and that created this desirable place.



## **STUDENT HOUSING**

Gee has plans to keep students in the residence halls through sophomore year. Student housing is in shortage and being located only a half mile from the university makes this a desirable location to house students. This area not only has amenities but is so close to campus. A partnership with the University could be arranged to create this housing development.

# PHASE 3



## PHASE 3

Phase 3 this the continued development along the growth patterns of the earlier development. This will continue the small block idea and continue to stitch it back into the urban fabric. This theme will be carried throughout the whole site and will remain adaptable over time, still keeping the idea of pedestrian scale as the focus.

# APPENDIXES

## Blackwell

Price per Room - \$260

Number of Rooms - 151

Distance from OSU Stadium - 0.2 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$39,260.00	\$314,080.00	\$31,408.00
91%	Weekend	96	\$35,726.60	\$3,429,753.60	\$342,975.36
73%	Weekday	260	\$28,659.80	\$7,451,548.00	\$745,154.80
	yearly	365			\$1,119,538.16

## Varcity Inn South.

Price per Room - \$160

Number of Rooms - 119

Distance from OSU Stadium - 1.3 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$19,040.00	\$152,320.00	\$15,232.00
50%	Weekend	96	\$9,520.00	\$913,920.00	\$91,392.00
30%	Weekday	260	\$6,283.20	\$1,633,632.00	\$163,363.20
	yearly	365		\$2,699,872.00	\$269,987.20

## Red Roof Inn

Price per Room - \$130

Number of Rooms - 112

Distance from OSU Stadium - 1.5 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$14,560.00	\$116,480.00	\$11,648.00
50%	Weekend	96	\$7,280.00	\$698,880.00	\$69,888.00
30%	Weekday	260	\$4,804.80	\$1,249,248.00	\$124,924.80
	yearly	365		\$2,064,608.00	\$206,460.80

## Holiday Inn Express Hotel

Price per Room - \$130

Number of Rooms - 112

Distance from OSU Stadium - 1.5 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$20,000.00	\$160,000.00	\$16,000.00
70%	Weekend	96	\$14,000.00	\$1,344,000.00	\$134,400.00
70%	Weekday	260	\$14,000.00	\$3,640,000.00	\$364,000.00
	yearly	365		\$5,144,000.00	\$514,400.00

# APPENDIXES

## Fairfield Inn

Price per Room - \$130  
 Number of Rooms - 162  
 Distance from OSU Stadium - 1.9 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$21,060.00	\$168,480.00	\$16,848.00
70%	Weekend	96	\$14,742.00	\$1,415,232.00	\$141,523.20
50%	Weekday	260	\$10,530.00	\$2,737,800.00	\$273,780.00
	yearly	365		\$4,321,512.00	\$432,151.20

## University Plaza Hotel

Price per Room - \$140  
 Number of Rooms - 243  
 Distance from OSU Stadium - 2.1 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$34,020.00	\$272,160.00	\$27,216.00
50%	Weekend	96	\$17,010.00	\$1,632,960.00	\$163,296.00
30%	Weekday	260	\$11,226.60	\$2,918,916.00	\$291,891.60
	yearly	365		\$4,824,036.00	\$482,403.60

## Varcity Inn North

Price per Room - \$140  
 Number of Rooms - 90  
 Distance from OSU Stadium - 2.2 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
30%	GameDAY	8	\$3,780.00	\$30,240.00	\$3,024.00
10%	Weekend	96	\$1,260.00	\$120,960.00	\$12,096.00
30%	Weekday	260	\$3,780.00	\$982,800.00	\$98,280.00
	yearly	365		\$1,134,000.00	\$113,400.00

## Hilton Garden Hotel

Price per Room - \$200  
 Number of Rooms - 158  
 Distance from OSU Stadium - 2.2 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$31,600.00	\$252,800.00	\$25,280.00
50%	Weekend	96	\$15,800.00	\$1,516,800.00	\$151,680.00
30%	Weekday	260	\$10,428.00	\$2,711,280.00	\$271,128.00
	yearly	365		\$4,480,880.00	\$448,088.00

# APPENDIXES

## Hyatt Place Hotel

Price per Room - \$150

Number of Rooms - 129

Distance from OSU Stadium - 3 miles

occupancy	type of day	type in a year	price per day	price per year	taxes
100%	GameDAY	8	\$19,350.00	\$154,800.00	\$15,480.00
70%	Weekend	96	\$13,545.00	\$1,300,320.00	\$130,032.00
50%	Weekday	260	\$9,675.00	\$2,515,500.00	\$251,550.00
	yearly	365		\$3,970,620.00	\$397,062.00

## TOTAL

Number of Rooms - 1264

type of day	type in a year	price per day	price per year	taxes
GameDAY	8	\$183,320.00	\$1,621,360.00	\$162,136.00
Weekend	96	\$128,883.60	\$12,372,825.60	\$1,237,282.56
Weekday	260	\$99,387.40	\$25,840,724.00	\$2,584,072.40
yearly	365		\$39,834,909.60	\$3,983,490.96

# APPENDIXES

## PROPOSED HOTEL

<b>Proposed Hotel</b>	<b>\$200 a night</b>				
<b>5 floors</b>			day	yearly	
	Price		\$200		
	Rooms		160		tax
100%	GameDAY	8	\$32,000.00	\$256,000.00	\$25,600.00
80%	Weekend	96	\$25,600.00	\$2,457,600.00	\$245,760.00
60%	Weekday	260	\$19,200.00	\$4,992,000.00	\$499,200.00
	yearly	365		\$7,705,600.00	\$770,560.00
<b>10 floors</b>					
	Price		\$200		
	Rooms		320		tax
100%	GameDAY	8	\$64,000.00	\$512,000.00	\$51,200.00
80%	Weekend	96	\$51,200.00	\$4,915,200.00	\$491,520.00
60%	Weekday	260	\$38,400.00	\$9,984,000.00	\$998,400.00
	yearly	365		\$15,411,200.00	\$1,541,120.00
<b>15 floors</b>					
	Price		\$200		
	Rooms		480		tax
100%	GameDAY	8	\$96,000.00	\$768,000.00	\$76,800.00
80%	Weekend	96	\$76,800.00	\$7,372,800.00	\$737,280.00
60%	Weekday	260	\$57,600.00	\$14,976,000.00	\$1,497,600.00
	yearly	365		\$23,116,800.00	\$2,311,680.00

# APPENDIXES

## PROPOSED HOTEL

<b>Proposed Hotel</b>	<b>\$250 a night</b>				
<b>5 floors</b>			day	yearly	
	Price		\$250		
	Rooms		160		tax
100%	GameDAY	8	\$40,000.00	\$320,000.00	\$32,000.00
80%	Weekend	96	\$32,000.00	\$3,072,000.00	\$307,200.00
60%	Weekday	260	\$24,000.00	\$6,240,000.00	\$624,000.00
	yearly	365		\$9,632,000.00	\$963,200.00
<b>10 floors</b>					
	Price		\$250		
	Rooms		320		tax
100%	GameDAY	8	\$80,000.00	\$640,000.00	\$64,000.00
80%	Weekend	96	\$64,000.00	\$6,144,000.00	\$614,400.00
60%	Weekday	260	\$48,000.00	\$12,480,000.00	\$1,248,000.00
	yearly	365		\$19,264,000.00	\$1,926,400.00
<b>15 floors</b>					
	Price		\$250		
	Rooms		480		tax
100%	GameDAY	8	\$120,000.00	\$960,000.00	\$96,000.00
80%	Weekend	96	\$96,000.00	\$9,216,000.00	\$921,600.00
60%	Weekday	260	\$72,000.00	\$18,720,000.00	\$1,872,000.00
	yearly	365		\$28,896,000.00	\$2,889,600.00

