

The Blue Letter

March 29, 2024

Honorable Mayor & Esteemed City Councilmembers:

Have a happy and blessed Easter!

Monday, April 1, 2024, Council Meeting: Study Session will begin at 5:15 pm. The Council meeting will begin at 7:00 pm.

Income Tax Assistance – Extended Hours - The Income Tax Division will be open Saturday, April 6 from 8:00 a.m. to noon; Friday, April 12 from 7:30 a.m. to 6:00 p.m.; Saturday, April 13 from 8:00 a.m. to noon, Monday, April 15 from 7:30 a.m. to 6:00 p.m. The Tax office staff will be available to assist taxpayers in the preparation of city income tax returns. The deadline for filing is Monday, 15 2024.

Electronic Income Tax Filing - Income tax returns for Vandalia and Brookville can be completed electronically using the City Tax Online Preparation Tool. The Online Tool is available 24 hours a day, seven days a week, includes easy-to-follow, step-by-step instructions, and can be accessed through the city's website, www.vandaliaohio.org. If a taxpayer does not have access to the Internet, they are instructed to contact the tax office to receive a form.

Large Debris drop- off Saturday, April 13th - The City of Vandalia is offering Vandalia Residents free large debris drop off from 8 am – 2 pm at the Public Works Garage. Proof of residency is required.

Study Session:

Presentation:

Division of Fire Update – Chief Follick will present the Division of Fire Update to the Council.

Downtown Market Study – Mr. Michael Stumpf, of Place Dynamics, will present the Vandalia Downtown Market Study for the Council's review. The study is the result of a nine-month process involving market research, site visits, and interviews with local business owners, residents, and developers. The plan features a detailed look into Vandalia's economic place in the region and offers several concrete recommendations for improving the City's downtown core. I have enclosed a copy of the market study and presentation. In brief, the major recommendations of the analysis include:

- ▼ Phase One:
 - Build density to support businesses through market rate apartments, senior housing, and condominiums;
 - Grow anchor businesses and improve property not targeted for redevelopment; and
 - Assemble key redevelopment sites.

▼ Phase Two:

- Transition redevelopment focus to mixed use buildings on Dixie Drive frontage;
- Grow anchor businesses and improve property not targeted for redevelopment; and
- Coordinate streetscape and infrastructure improvements.

▼ Phase Three

- Continue to carry out redevelopment;
- Transition to district management and marketing; and
- Use redevelopment and density to attract neighborhood-serving businesses to National Rd.

Cassel Hills Golf Course Food & Beverage Operation – I have shown and pitched an operating and management agreement to several potential restaurateurs over the last three years. This has been a tough prospect for several reasons. This is, however, an opportunity that will enhance this community amenity by building the capacity for a private business to offer breakfast, lunch, dinner, grab-and-go meals for golfers, and concessions. Over time, I anticipate that this proposal will lead to other improvements that will draw people to Cassel Hills who are not golfers. Mr. Chris Royse, Dif Inc. Founder and President, along with Connor Royse, Dif Inc. Vice President, will be on hand to present their proposal for their new restaurant, ***The Approach at Cassel Hills***. This name is meant to have a dual meaning relating to both golf and aviation. Mr. Royse grew up on the east side of Vandalia. The City and Dif Inc., are working on developing a proposal for the contracted management of food and beverage operations at the Cassel Hills Golf Course Clubhouse. To assist with startup costs and cash flow, Mr. Royse is requesting a \$50,000 loan that could require an appropriation by the City Council to the Vandalia Development Corporation (VDC) – and subsequent management / collection of repayment to the VDC. Given the margins and challenges, I would recommend to the VDC that this be an interest-free loan. The City has not offered this sort of incentive to get a business going before; however, I am aware of this sort of startup assistance occurring in various forms in some communities – especially when the City is the landlord or developer. If it is the City Council's preference, the funds for this loan could be allocated from the existing community development appropriation, which would result in \$50,000 for the annual façade improvement program, and \$50,000 for the loan. I am aware of one likely forthcoming façade improvement application for a well-established business that could total \$15,000. If the Council is amenable to proceeding with the general terms, I will return to the next meeting and present a resolution for adoption that would authorize me to negotiate and enter into an agreement with Dif Inc., and work with Law Director McDonald to set up startup financing through the VDC.

Monday, April 1, 2024, Items:

Items on this evening's Council Meeting agenda

Amendment to Supplemental Appropriating Criminal Justice Information Services -CJIS- Mrs. Leiter and Chief Althouse will discuss and request approval of the following amendment to the original supplemental appropriation Ordinance for the following reason:

Computer Legal Research Fund:

- \$2,500 – increase appropriations to account for expenses related to additional programming costs for the expansion and ability to fingerprint employees and long-term contractors. Currently, the Vandalia Municipal Court only has the capability to capture and submit fingerprints for criminal cases. The additional programming

will provide an additional service to the city, assist with compliance, and satisfy security and safety requirements for individuals who have access to the police department in the Justice Center.

Monday, April 15, 2024, Items:

Resolution: EMS Billing Contract – The Division of Fire recently initiated a Request for Proposal (RFP) process to secure a third party to conduct EMS billing. The Division of Fire is not equipped to conduct EMS billing in-house, and it is standard for local government EMS providers to contract with a third party to conduct billing. The RFP response period ended today, which did not allow for a reasonable time for the Division of Fire to evaluate thoroughly prior to the Study Session on Monday. The Fire Division is reviewing submittals and will start to conduct reference checks next week.

In February the Division of Fire was notified that our long-term EMS billing company initiated a 90-day notice stating that they would be discontinuing the EMS billing contract. Other local government clients received similar notices with no clear explanation. The third-party billing company has not issued a single bill for an EMS call since late January. This has caused some revenue interruptions, although the next EMS billing company may be able to issue bills several months back to recuperate funds.

Due to the RFP schedule, the need for due diligence, and ongoing revenue interruption that was not caused by the City; I will likely request that the Council authorize me to negotiate and enter into an agreement with a third-party EMS billing company at the April 15th meeting. If Chief Follick is able to provide a recommendation ahead of the Council meeting, I will share that with you as early as possible.

Resolution: Helke Park Sport Court Maintenance Project – The Parks and Recreation Department is recommending awarding the bid for the Helke Park Sport Court Maintenance Project to A-to-Z Asphalt of Vandalia, Ohio at a price of \$58,770. On March 21, 2024, we publicly opened and read proposals received for the project, advertised in the Daily Court Reporter on March 8 and 15, 2024. Three (3) companies requested the bid specifications packet with only A-to-Z Asphalt submitting a formal bid proposal for the project. This project includes repairs and resurfacing of six (6) tennis courts and eight (8) pickleball courts.

The 2024 CIP budget has \$55,000 allotted for this project based on a price quote received during our budget preparation process. The total bid amount submitted by A-to-Z Asphalt for this project is \$89,755 (\$61,970 for tennis court repairs and \$27,785 for pickleball court repairs). As a result of our Joint Facility Use Agreement with the Vandalia-Butler Board of Education, the cost of repair and maintenance work to the tennis courts will be shared equally and the cost for pickleball court repairs are the sole responsibility of the City. Based on the agreement the costs for the project will be follows:

- City of Vandalia - \$58,770
- Vandalia-Butler Schools - \$30,985

Vandalia-Butler Schools will be invoiced separately for their portion of the cost. We are recommending the balance of funds (\$3,770) come from current balances in the capital project budget for Parks and Recreation.

Resolution: Vehicle Maintenance Bid - Division of Police – On February 26, representatives with the Division of Police opened and read aloud two bids received to perform vehicle maintenance and mechanical service on the Police Division's fleet. These bids were received from Muffler Brothers and Accel Automotive & Tire. Both bids had the proper

tax affidavit and forms. Accel Automotive & Tire offers the lowest bid on most maintenance and common vehicle services, such as oil changes and tire rotation, while Muffler Brothers offers these same services at slightly higher prices. The bid contract is for two years with the possibility of a two-year extension.

Accel Automotive has been the contracted vehicle maintenance provider for VPD for the past four years and provided adequate service during the contract period. However, there have been multiple times in the renewal period where Division vehicles were dropped off in the morning and not serviced until later in the day, causing evening shift officers to pick them up after hours. The Division has had several larger mechanical issues beyond normal maintenance where the costs for repairs were much higher at Accel than at other local repair shops. Additionally, over the past year, Accel has had several instances where they were in violation of City property ordinances on the storage and parking of vehicles as well as exterior maintenance issues with their site. The Division of Fire has also noted Accel Automotive stores flammable and combustible materials in violation of fire codes. Due to these violations and issues, the Division recommends City Council award the two-year contract to Muffler Brothers, a local repair shop, for vehicle maintenance and mechanical repairs on the Police Division's vehicles not to exceed \$40,000 per year with the possibility for renewal for an additional two-year period.

Ordinance: Signs VCCO – Enclosed is a memorandum from Mr. Hammes recommending amendments to Chapter 1220 of the Vandalia Zoning Code. The proposed amendments would create exceptions for existing nonconforming signs in the Vandalia City Center Overlay. This request was initiated by staff. On March 26th, 2024, the Planning Commission voted 5-0 to recommend approval of the proposed amendments.

Variance: BZA 24-05 Side Yard Setback - 1333 Helke Road - The Applicant, Mr. Matthew Beam has requested a variance to allow a 600 (15x40) square foot addition to his house that does not meet the minimum 20-foot side yard setback requirement for the property located at 1333 Helke Road. The Applicant has proposed adding an addition to his house that would have a 15-foot side yard setback. March 28, 2024, the Board of Zoning Appeals voted 4-0 to recommend approval.

Conditional Use: PC 24-01 Hotel/Motel in the O/IP District – 3675 Wyse Road - Enclosed is a memorandum from Mr. Hammes wherein Greg Monnig of Woolpert, Inc, on behalf of Choice Hotels International Inc., has submitted an application requesting conditional use approval for the property located at 3675 Wyse Road. The applicant seeks to construct a Hotel on the property. Hotels are a conditional use in the Office / Industrial Park (O/IP) district. On March 26th, 2024, the Planning Commission voted 5-0 to recommend approval with conditions.

Discussion Items:

Motorola Service Agreement Renewal – The Division of Police purchased three radio consoles and five consolettes from Motorola Solutions in 2015 as part of an upgrade to the MARCS radio system. Since then, we have continued to enter into an annual agreement with Motorola Solutions for the servicing of the hardware and for software upgrades. This radio system provides Vandalia Police, Fire, and EMS personnel with the ability to communicate with the City's Communication Center, as well as all other users in the State on the MARCS radio system. Vandalia has enjoyed exceptional reliability with Motorola public safety radio equipment since the city's first purchase in 1986. The Division budgeted \$34,657.00 for this annual maintenance service agreement and seeks to authorize a payment of \$33,683.52 to Motorola, for the service dates of February 1, 2024, through January 31, 2025, due to the proprietary nature of Motorola hardware and software and because of Vandalia's critical need to maintain its uninterrupted connection with public safety personnel and other users on the radio system.

Ohio Department of Liquor Control – Annual renewal of permits in Vandalia – All liquor permits in the city expire

June 1 of each year and are subject to renewal. City Council has the right to object to the renewal of any permit and to request a hearing before the Liquor Control Commission. Any such objection requires Council to pass a resolution specifying the problems at the establishment and the legal grounds for objection by May 2, 2024. Chief Althouse has indicated that there are no issues with any of the local liquor permit holders that would warrant an objection to their permit renewal.

Paving with Motor Vehicle Permissive Tax Funds – Motor Vehicle registration permissive tax is an optional tax that can be levied by counties, municipalities, and/or townships on motor vehicle registrations. It is defined in Ohio Revised Code (ORC) Chapter 4504: Local Motor Vehicle License Tax. “Motor Vehicles” includes personal passenger cars, motor homes, motorcycles, house vehicles, mopeds, non-commercial and commercial trucks and trailers, buses, etc. There are eleven \$5.00 levies that are available to be enacted, but only six can be in effect at any one time in any single taxing district.

Permissive tax revenue is to be used by the counties and taxing districts per ORC Chapter 4504, which includes planning, constructing, improving, maintaining and repairing public roads, highways, streets and for the maintaining and repair of bridges and viaducts.

The City of Vandalia currently receives revenue from four of the available six levies. All four of the levies are county levies and enacted by the county in years 1986 (4504.02), 1989 (4504.15 & 4504.16), and 2019 (4504.24). The two remaining levies under ORC sections, 4504.172 and 4504.173 are available and not contingent on any other levy. The City of Vandalia currently receives \$20.00 per registration, and if the two available levies are enacted, the amount will increase by \$10.00 to \$30.00 per registration per year.

If the two additional levies were enacted, the estimated additional amount of revenue to be received would be an estimated \$350,000 - \$375,000. The monies would be used for projects such as street resurfacing, concrete and street reconstruction. In addition to paving additional streets, it is possible that the increase in revenue would allow for a portion of the costs for these projects to be expensed from the permissive funds versus the safe and stable fund.

2024 Full-Time Pay Period Changes – Director Leiter and I will provide a brief presentation on the transition from the current pay period of Wednesday – Tuesday to Sunday – Saturday. Employees will continue to receive complete direct deposits on every other Friday without interruption or reduction in compensation. This change is not scheduled to take place until June, and it is our goal to give plenty of notice. The transition is possible as budgeted because the City budgets a set number of hours for each full-time position (i.e., 2,080 for a 40-hour full-time employee) and the number of base hours paid will not be changed.

It is important to know that the City’s goal is to ensure that employees are made whole and do not lose compensation because of the transition. To achieve this, the Finance Department has met with legal counsel several times over the last few months to ensure compliance. Last week, our team began conducting labor-management meetings with workgroups to advise of the change and to encourage dialogue. Labor-management meetings will continue with other workgroups.

There are several reasons for making this change. First, the current work week (i.e., Wednesday – Tuesday) has been confusing for hourly employees over the years, especially as it relates to overtime calculations. This change will create a more logical workweek for employees to track the number of hours they have worked in a week to avoid overtime. This change will also allow additional time for administrative and managerial staff to review and approve timecards in Executime before it is locked in for payroll processing. The result will be advantageous to employees, supervisors, and payroll.

Golf Irrigation Project Financing – Declaration of Official Intent – Mrs. Leiter will discuss the purpose and execution of the Declaration of Official Intent as it relates to the upcoming financing for the golf irrigation project.

Legislative Calendar - The calendar is included in your packets for your review.

Council Meeting:

Communications, Petitions and Awards:

Introduction Jeremy Games – Construction Inspector - City Manager Wendt will introduce Construction Inspector Jeremy Games, who began employment March 18, 2024.

Resolutions:

Resolution 24-R-21: Bid Award for Recreation Center Natatorium Painting Project - The Parks and Recreation Department is recommending awarding the bid for the Recreation Center Natatorium Painting Project to Martin Painting & Coating Co. of Grove City, Ohio because of their overall best bid proposal for the project. On March 11, 2024, we publicly opened and read proposals received for the project, advertised in the Daily Court Reporter on February 16 and 23, 2024. Four (4) companies submitted formal bid proposals for the project. The 2024 capital project budget has \$75,000 allotted for the project. Martin Painting & Coating Co. of Grove City, Ohio submitted the lowest and best proposal bid for the project with a price of \$69,312.

Resolution 24-R-22: Final Legislation and Contract for Vandalia Bikeway Connector - The City, Five Rivers Metro Parks and the Ohio Department of Transportation have previously agreed to partner in the Vandalia Bikeway Connector project PID 111388. Our original request for funding was approved back in 2020. Final plans have been approved by ODOT and the bid letting date is set for May 9, 2024. We originally received Congestion Mitigation and Air Quality (CMAQ) funding through MVRPC in the amount of \$ 2,136,703 for the project. Estimated costs of the project have risen over time due to inflation, change of scope and unanticipated costs associated with CSX Railroad. We did request and were awarded an additional 10% in funding through CMAQ in the amount of \$ 213,670. The total estimated cost of the project is \$4,368,506.49. The estimated local share costs are \$2,018,133.49 and this amount will be shared equally by the City of Vandalia and Fiver Rivers Metro Parks. I am recommending approval of a resolution authorizing the City Manger to enter into a contract with ODOT and make payment of the local share.

Resolution 24-R-23: Air Show Chalet Agreement – Annually, the City enters into a Letter of Understanding with the US Air and Trade Show. Per the terms of the Letter, the City agrees to provide Police and City services in direct support of the 2023 CenterPoint Energy Dayton Air Show being held this year on June 22 & June 23. The City will be reimbursed should such services exceed \$21,900.

Resolution 24-R-24: Declaring Emergency for the Eclipse – The total eclipse has been well publicized, an incident action plan has been being developed for Vandalia since late 2023, in these discussions several challenges were identified. All are associated with Vandalia being able to deliver the “top tier” services that citizens have become used to, without delay or complication. These challenges include: a sudden increase in traffic, traffic congestion, increase in visiting populations, and the possibility of loss of cellular communications (because of expected use) during this timeframe. In early March, at the request of public safety services, the City Manager approved the activation of the City’s Emergency Operations Plan (EOP) and approved the opening of the City’s Emergency Operations Center (EOC) as a part of the planning process. As emergency managers have been working to finalize the city’s action plan for dealing with the Eclipse it was suggested that it may benefit the city and its citizens to proactively declare an emergency

in the city for that day. The declaration provides the City Manager, public safety, and the finance office with resources they may need during this event to respond to, mitigate and/or recover from emergency situations that may occur as a result of this event. The fear is that if needed during the actual event, a loss of cellular communications and/or the limited ability for the City Manager to be able to reach and/or assemble the Policy Group to get a quorum may be difficult or impossible. To avoid this type of delay we are requesting that City Council put the Emergency Declaration in place as a preemptive emergency response action and that it only be used if it becomes necessary leading up to, during, or following this event.

Ordinance – Second Reading:

Ordinance 24-03: Storage of Construction Materials – This proposal includes an amendment to Chapter 1482 Housing/Property Maintenance Code of the City's Codified Ordinances. The amendment would limit the number of days that construction materials could be stored on a property with no activity/work taking place. This addition to Chapter 1482 would limit the time of inactivity to 30 days from when any work has taken place or 30 days from the expiration date of a permit if a permit was required for the work. This section would allow enforcement of this requirement to current existing conditions.

Ordinance – Emergency Reading:

Ordinance 24-04: Advance payment of monies for Vandalia Bikeway Connector Project – at the March 18th Study Session, Finance Director Leiter discussed and requested approval of advance payment of monies for the Vandalia Bikeway Connector Project. The City of Vandalia has been awarded Federal CMAQ Funds through Miami Valley Regional Planning Commission and has partnered with ODOT and Five Rivers Metro Parks to fund the 10' wide multi use trail known as the MOT-Vandalia Bikeway Connector. The City will receive funds from Five Rivers in 2024 and 2025 to cover a portion of the total local share cost. Due to the timing of the receipt of the expected amount of funds from Five Rivers in 2025, and the final payment due to ODOT in 2024, an advance of \$555,000 is necessary from the General Fund to the Capital Improvement Fund prior to the award of the contract. Once the monies have been received from Five Rivers in 2025, the funds will be reimbursed back into the General Fund.

Ordinance 24-05: Supplemental – At the March 18th Study Session, Director Leiter discussed and requested approval of the following supplemental appropriation Ordinance, with the addition to the Computer Legal Research Fund she and Chief Althouse will discuss in the April 1st Study Session, for the following reasons:

General Fund:

Fire:

- **\$4,875** – increase appropriations to cover equipment maintenance costs. The Division of Fire received a refund from vendor, Stryker, due to the termination of services included in the Cardiac Monitor Preventative Maintenance Agreement initiated by the city. The funds will be used to pay for future equipment maintenance costs.
- **\$55,173** - increase appropriations to cover the costs associated with the Community Risk Assessment (CRA). The Division of Fire applied for and requested an amount of \$25,000 in Federal funding back in 2021 and was awarded a grant in the amount of \$23,071.43. The grant was expected to be received in 2023 (originally included on the September 2023 supplemental) but was not received until 2024. Therefore, the request to re-

appropriate the funds to match the year the grant was received is necessary. The grant award will be used to offset part of the total costs of the CRA.

- **\$5,000** – increase appropriations to cover vehicle maintenance costs. The Division of Fire received funds from the sale of a 1997 E-One fire truck to the Miami Valley Fire District. The funds will be used to offset future vehicle maintenance costs.

Crime Prevention:

- **\$100** – increase appropriations to cover the costs of materials used for community crime prevention activities. The Division of Police received a donation in memory of retired Vandalia Officer, Steve Heil, and the donated funds will be used to offset those costs.

Police – Operations:

- **\$700** – increase appropriations to replace costs associated with a psych screening exam administered to a police officer candidate that accepted a job at another jurisdiction. The city invoiced the jurisdiction and received full reimbursement of costs.

Non-departmental:

- **\$27,229** – increase appropriations to account for funds received from the State of Ohio in November of 2023 for Law Enforcement Continuing Professional Education was originally posted to the General Fund and after additional information regarding the funds was received in 2024, the transfer of funds from the General Fund to the Police CPT Fund is necessary.

Computer Legal Research Fund:

- **\$2,500** – increase appropriations to account for expenses related to additional programming costs for the expansion and ability to fingerprint employees and long-term contractors. Currently, the Vandalia Municipal Court only has the capability to capture and submit fingerprints for criminal cases. The additional programming will provide an additional service to the city, assist with compliance, and satisfy security and safety requirements for individuals who have access to the police department in the Justice Center.

The next Council meeting is on **Monday, April 1, 2024, at 7:00 pm**. The meeting will be an in-person meeting in the Council Chambers at 333 James E. Bohanan Memorial Drive, Vandalia, OH 45377. The meeting is open to Council, staff, and the public to attend in-person. The meetings will be accessible for viewing through Zoom. A link to the online meeting is available on meeting agenda, which will be posted at <https://vandaliaohio.org/462/City-Council-Agendas-Minutes-and-Videos>. Please note, in compliance with Ohio Revised Code, no comments, electronic or oral, will be allowed by people that are participating electronically through Zoom. Anyone wishing to be heard on a topic will need to appear personally at the meeting. **The Study Session will begin at 5:15 pm followed by the City Council Meeting**

at 7:00 pm.

Please contact me directly with comments and questions.

Very Respectfully,

Dan Wendt
City Manager

CC: Board and Commission Members
All City Employees

Attachments:

1. Employee Appreciation Events Flyer;
2. Eclipse Notification;
3. Vandalia Market Analysis – Job Creation and Revitalization Area #1;
4. Market Analysis Presentation;
5. My Vandalia App Flyer; and
6. Citywide Policy Goals.

THROUGHOUT THE YEAR 2024 WE WILL
BE CELEBRATING OUR FAVORITE SUPER
HEROES... YOU!

EMPLOYEE APPRECIATION 2024



SEVEN BIG DAYS OF SWEET GRATITUDE!

CHECK IT OUT!!!

JUNE 12 - ICE CREAM SOCIAL
JULY 18 - PIZZA IN THE PARK
AUGUST 14 - PICNIC IN THE PARK
SEPTEMBER 18 - EMPLOYEE TACO BAR
OCTOBER 23 - DONUT BAR
NOVEMBER 6 - TEAM BREAKFAST
DECEMBER 16 - CITY COUNCIL EMPLOYEE
APPRECIATION DAY

WEDNESDAY
JUNE 12

THURSDAY
JULY 18

WEDNESDAY
AUGUST 14

WEDNESDAY
SEPTEMBER 18

WEDNESDAY
OCTOBER 23

WEDNESDAY
NOVEMBER 6

MONDAY
DECEMBER 16



Ice Cream Social
1 - 2 p.m.
Vandalia Sports
Complex



Pizza in the Park
11:30 a.m. - 1 p.m.
Helke Park



Picnic in the Park
11:30 a.m. to 1 p.m.
Vandalia Sports
Complex



Taco Bar
12:30 to 2 p.m.
Vandalia Senior
Center



Donut Bar
7 - 9 a.m.
Vandalia Justice
Center



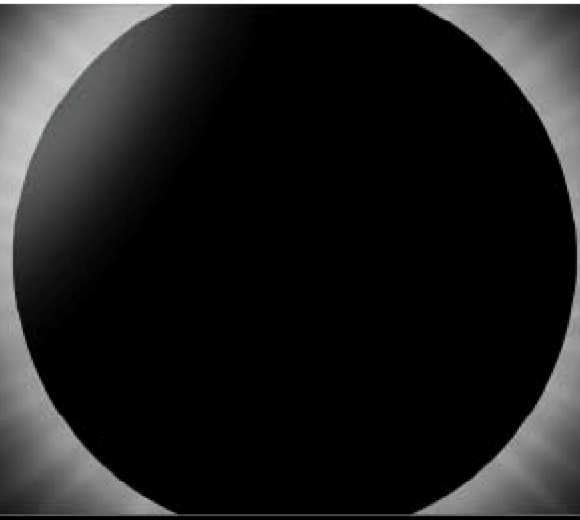
Team Breakfast
8 - 9:30 a.m.
Cassel Hills
Clubhouse



City Council
Employee
Appreciation Day
8 a.m. - 5 p.m.
All Locations

Total Solar Eclipse

Monday, April 8, 2024



On Monday, April 8, a total solar eclipse will occur in a narrow band across the United States. Vandalia will be one of the locations in which the eclipse will be fully visible for almost three minutes, from 3:09 p.m. to 3:12 p.m., with a partial eclipse viewable from around 1:53 p.m. to 4:25 p.m.

While this event is certainly rare in southwest Ohio, an eclipse does occur somewhere on Earth roughly every 18 months. From past eclipse events, we know that people who live within a few hours of the viewable band will drive to a location inside the band to view it.



For that reason, we anticipate heavy traffic and difficulty navigating the City in the hours leading up to and immediately following the eclipse. The City of Vandalia is taking steps now to be prepared.

With the possibility of severe traffic congestion and overwhelmed cellular phone service, Vandalia emergency crews will be staffed and positioned in such a way as to be able to reach any location within the City limits without relying on main thoroughfares such as National Road or Dixie Drive.

Several city buildings will close early on April 8 to further reduce congestion.

Vandalia Municipal Building - Closed at 10:30 a.m.

Vandalia Municipal Court - Closed at 10:30 a.m.

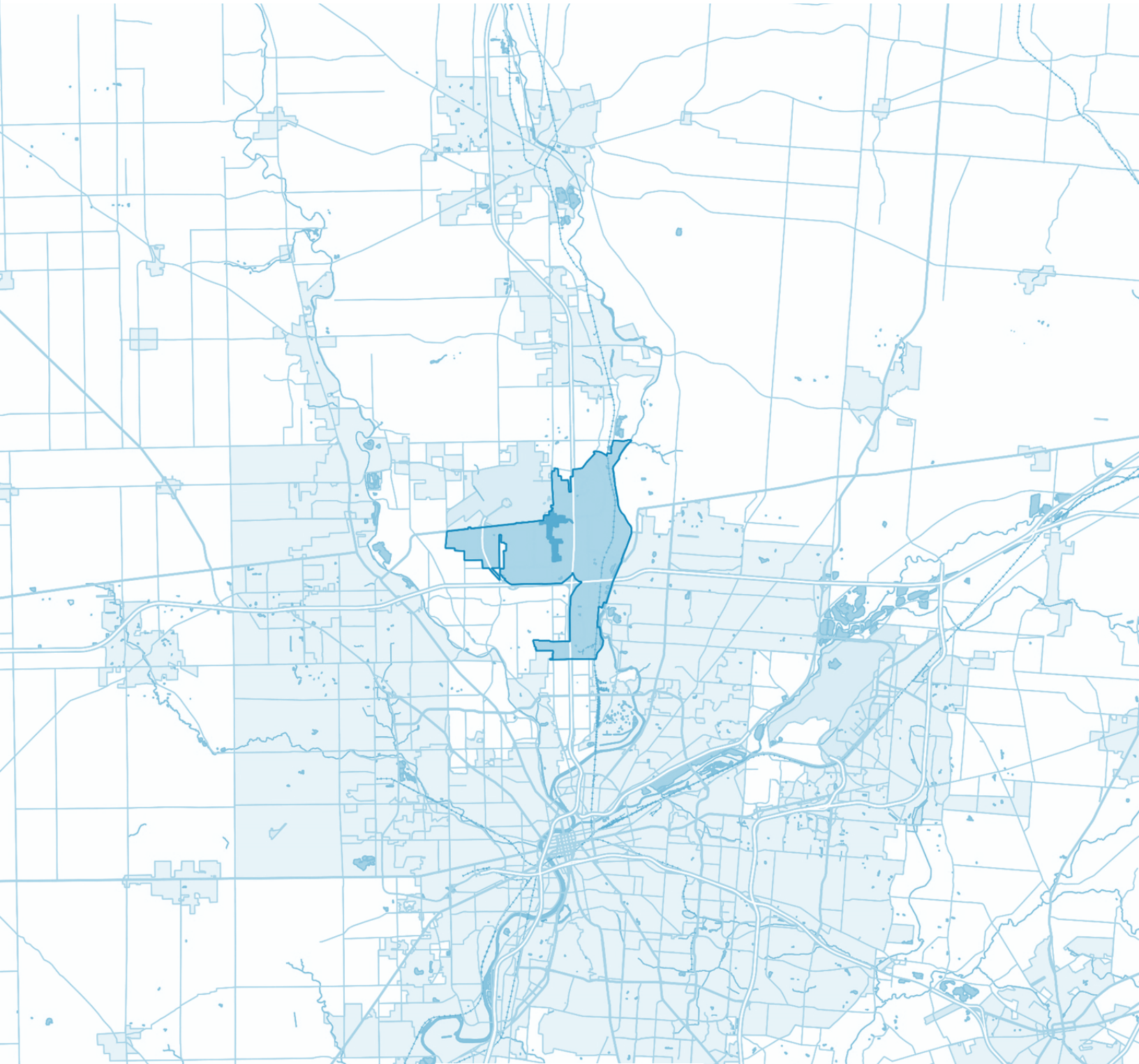
Vandalia Senior Center - Closed for the day

Vandalia Recreation Center - Closed at 10:30 a.m.

Please continue to check in with Vandalia social media for more information on the April 8 solar eclipse.

MARKET ANALYSIS

City of Vandalia Job Creation and Revitalization Area 1



Acknowledgements

Council

Richard Herbst, Mayor
Mike Blakesly, Vice Mayor (2024)
David Lewis, Vice Mayor (2023)
Amber Aivalotis-Weaver
Cindy Doogan
Candice Farst
Corey M. Follick
Bob Ahlers (former)
Constance Woods (former)

Staff

Dan Wendt, City Manager
Rob Cron, Assistant City Manager
Amber Holloway, Assistant City Manager (former)
Michael Hammes, City Planner

Special thanks to:

Matt Arnovitz, CBRE
Hank Betts, Miller Valentine Group
Ashley Franklin, Architect
Aaron Horn, Dillin Group
Nick Kavalauskas, Vandalia Butler Chamber of Commerce
Robi Simms, Simms Development
Jamie Spencer, Beau Townsend Ford
Steve Speranza, Woodard Development
Justin Spivey, Spivey Photography
Tim Stammen, Keller Williams Home Town Realty
Julie Sullivan, Dayton Development Coalition
Brandon Weiss, ERA Petkus Weis Real Estate
Holden West, Vandalia Barbershop
Mark Whetstone, Morton & Whetstone Funeral Home
Jeff Whisman, Jeff's Lawn Services
David Yenny, State Farm Insurance

Prepared by Place Dynamics LLC ▪ www.placedynamics.com



Contents

- Introduction 1
 - Findings 1
 - Approach 2
- Market analysis 3
 - Background..... 3
 - Existing market patterns 5
 - Comparing trade areas..... 11
 - Resident and market demographics 13
 - Competitive environment 15
 - Residential market 15
 - Market analysis summary 21
- Strategic recommendations..... 23
 - Strategy..... 23
 - Site development concepts 24

Introduction

The City of Vandalia commissioned this analysis to understand current and future opportunities for its downtown, or Job Creation and Community Redevelopment Area (CRA) No. 1. This is in response to resident desires to have a true “downtown” with the kinds of shops and eateries, and physical environment that encourage social interaction. With that goal in mind, the market research seeks to understand how the area is currently functioning, the transitions that must occur, the market-supported uses that will foster change.

Findings

Vandalia and the Job Creation and Community Redevelopment Area have many positive attributes. Dayton International Airport and the junction of two interstate highways (Interstates 70 and 75) have encouraged major logistics operations to locate in close proximity, creating jobs and attracting workers who will generate residential and commercial demand. Highway traffic is an additional source of commercial demand. National Road is already attracting workers and highway traffic with a large number of fast food restaurants.

The city’s middle-income, suburban neighborhoods are attractive to new residents, though they are largely built-out and most new construction will require redevelopment. There is a significant need for market-rate and better-quality multifamily housing, including apartments and condominiums.

While the opportunity for residential redevelopment is strong, there are more challenges for commercial redevelopment,

especially of the pedestrian-oriented uses intended for the downtown district. The city’s commercial corridors lack many uses that would be expected even in a neighborhood-serving district. There are few retail businesses, and aside from the fast food restaurants, most retail, dining, and services businesses in the city are performing at only an average level.

Any long-term approach to redevelopment will need to begin by focusing on opportunities to build market-rate apartments and condominiums that will increase residential density in proximity to the downtown, generating

foot traffic and demand for commercial uses. These units should target the upper half, or even top quarter of households able to afford \$1,000 to \$1,500 or more, per month, such as working singles and couples, or seniors who may include those in the community who are downsizing from detached single family homes.

Any long-term approach to redevelopment will need to begin by focusing on opportunities to build market-rate apartments and condominiums that will increase residential density in proximity to the downtown, generating foot traffic and demand for commercial uses.

Dixie Drive, from National Road south to East Alkaline Springs Road, can be the core target for initial redevelopment. This area contains several deep, under-developed lots where larger multifamily buildings can be constructed. Some potential sites are located off of Dixie Drive and could be developed entirely with residential uses. *Deep lots on Dixie Drive can also be redeveloped with residential uses to the rear, reserving the frontage for commercial or mixed-use buildings.*

Initiating redevelopment with residential uses has many advantages. It responds to the immediate market demand, can quickly demonstrate progress toward rejuvenating the

corridor, and will help to create a more active pedestrian environment to support for commercial businesses. While these projects move forward, the City can be engaged in the more time-consuming tasks of assembling redevelopment sites closer to the intersection, in what will be the core commercial area.

Approach

Place Dynamics prepared the market analysis. A combination of data analysis, consultant visits and observations, stakeholder insight, and interaction with City staff was used to inform the market analysis and recommendations. Stakeholders included a combination of business and property owners, and real estate sales or development professionals. City staff were instrumental in clarifying questions related to regulations, along with providing historical context and background information related to individual sites and the area as a whole.

The residential market analysis used a model projecting demand based on historical trends within the northern suburbs of the broader market, consisting of Clark, Greene, Miami, and Montgomery Counties. Expected demand was broken out for owned and rented housing by type, including apartments, single-family homes, townhomes, or condominiums.

The commercial analysis used mobile device tracking to understand current shopping patterns for retail, dining, and service uses. Tracking data was also used to understand competition within the region. The actual trade areas from which customers are being drawn were used to pull demographic information profiling existing customers, which was contrasted with a market area from which customers could be drawn. This gap represents a market opportunity for the Job Creation and Community Revitalization Area.

Market analysis

Vandalia is solidly a “middle market”, but one in which geography, competition, and other forces result in it missing many of the retail and other uses that would be expected in the community.

Filling those holes is not simply a matter of recruitment. Instead, the City will need to engage in a longer-term strategy of changing the landscape to attract the businesses it wants.

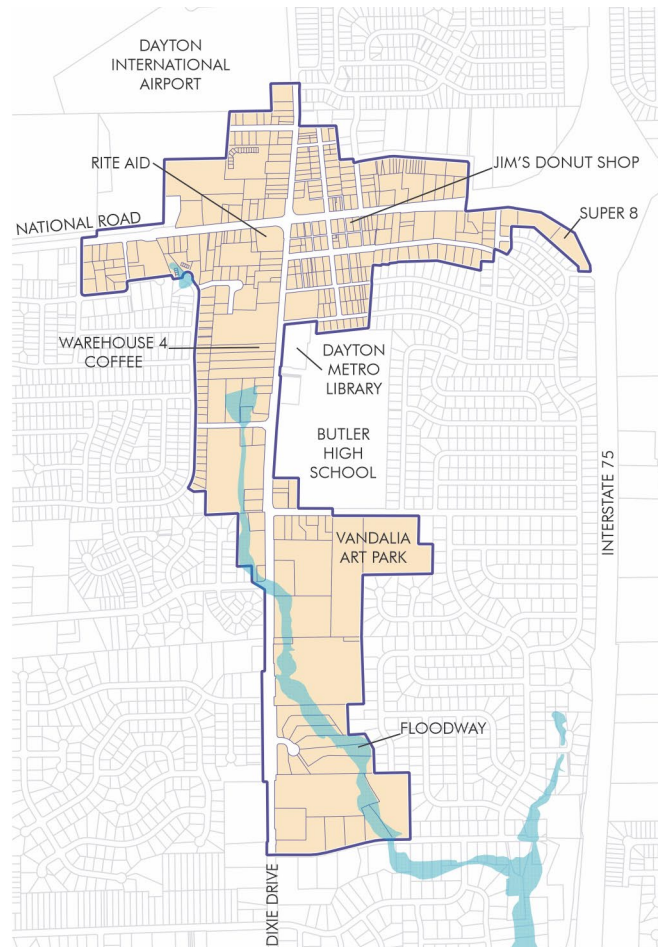
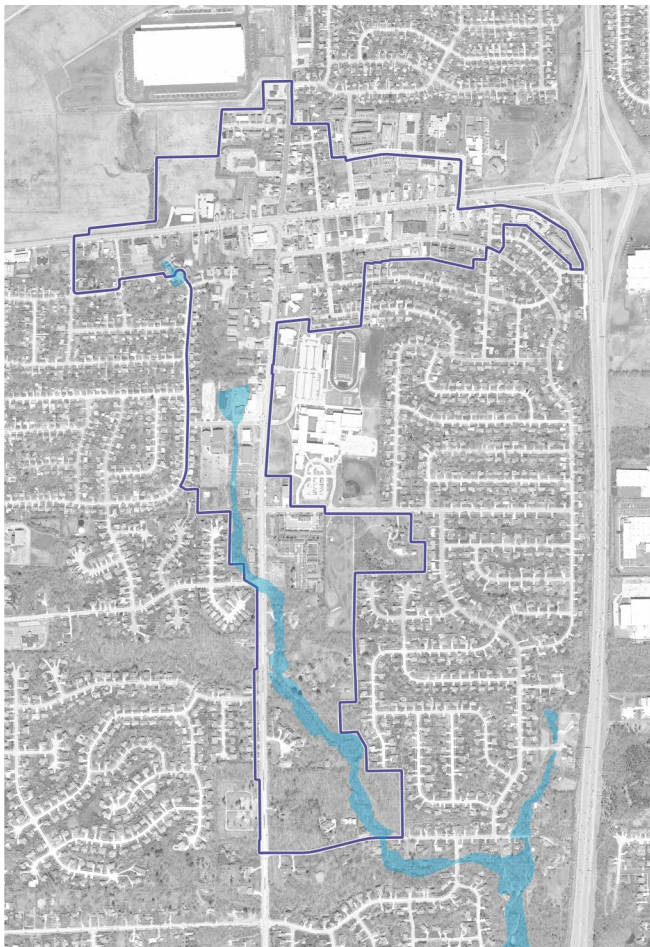
Actions focused on the Job Creation and Community Revitalization Area may also benefit the remainder of the National Road commercial strip.

Background

The JCRA has an irregular boundary, extending along National Road from Grossbeck Street east to Interstate 75, and along Dixie Drive from Skyview Drive south to Farrell Road. While most of the frontage of these two primary streets is commercial, some single- and multifamily residential lots are included within the redevelopment area.

While there are a handful of older buildings near the intersection of Dixie Drive and National Road, the majority of the JCRA – and really the city as a whole – was developed in the post-war

DOWNTOWN JOB CREATION AND REVITALIZATION AREA 1



decades up to about the 1990's. Some of the fast food restaurants along National Road are newer. Commercial buildings tend to be freestanding with a single tenant, or small strip centers. They have generally been maintained and are suitable for their use, though few have any architectural interest and many have a dated appearance.

Transportation plays a significant role in Vandalia's commercial landscape. Dayton International Airport is a barrier to the north. At the same time, it has attracted expansive logistics facilities with associated employment that is now a market for some businesses, and

whose workers can be a market for new residential units. Vandalia is not capturing airport travel-related spending, which is focused on the concentration of hotels and restaurants south of the city in Butler Township.

The two interstate highways and the airport access road are also barriers. Aside from the interchanges with National Road on Interstate 75 and the airport access road, there are no other connections to these highways. On the west, Stonequarry Road crosses the access road, while Dixie Drive and Peters Pike cross Interstate 75. There are no connections to the east, aside from National Road. The effect is to isolate this

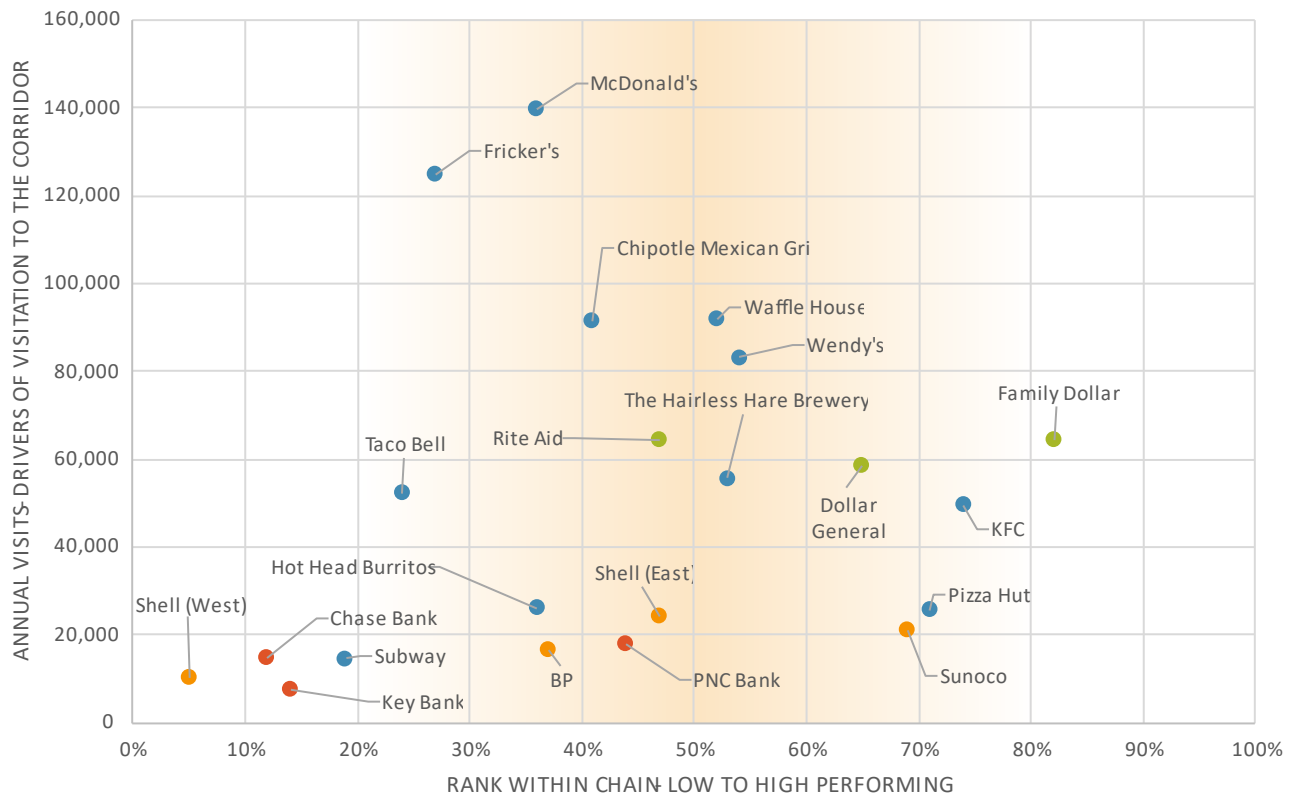
TYPICAL CHARACTER OF OLDER AND NEWER COMMERCIAL BUILDINGS AND CORRIDORS



TOP ROW: NATIONAL ROAD CORRIDOR; BOTTOM ROW: DIXIE DRIVE CORRIDOR



FOOT TRAFFIC AND CHAIN RANKING FOR AREA BUSINESSES



part of Vandalia from potential customers outside the boundaries created by these highways.

Although Vandalia is served by two bus routes, 17 and 43, few riders use this service. On average, there are 57 daily riders boarding and alighting, with the stop at Dixie Drive and National Road having the most passengers boarding.

There are a handful of sites worth noting either within, or near the JCRA. These include public uses that attract visits, such as Butler High School, the Vandalia Branch of the Dayton Metro Library, and Vandalia Art Park. Three businesses are important anchors that can help to build identity for the downtown, and might be considered targets for a heightened presence. These are Warehouse 4 Coffee, Jim's Donut Shop, and The Hairless Hare Brewery.

Existing market patterns

Vandalia's commercial corridors contain several chain businesses whose foot traffic can be assessed as a starting point to benchmark market performance. Mobile device tracking is used to measure foot traffic, generating an estimate of annual visits that can be compared across all stores in the respective chain.

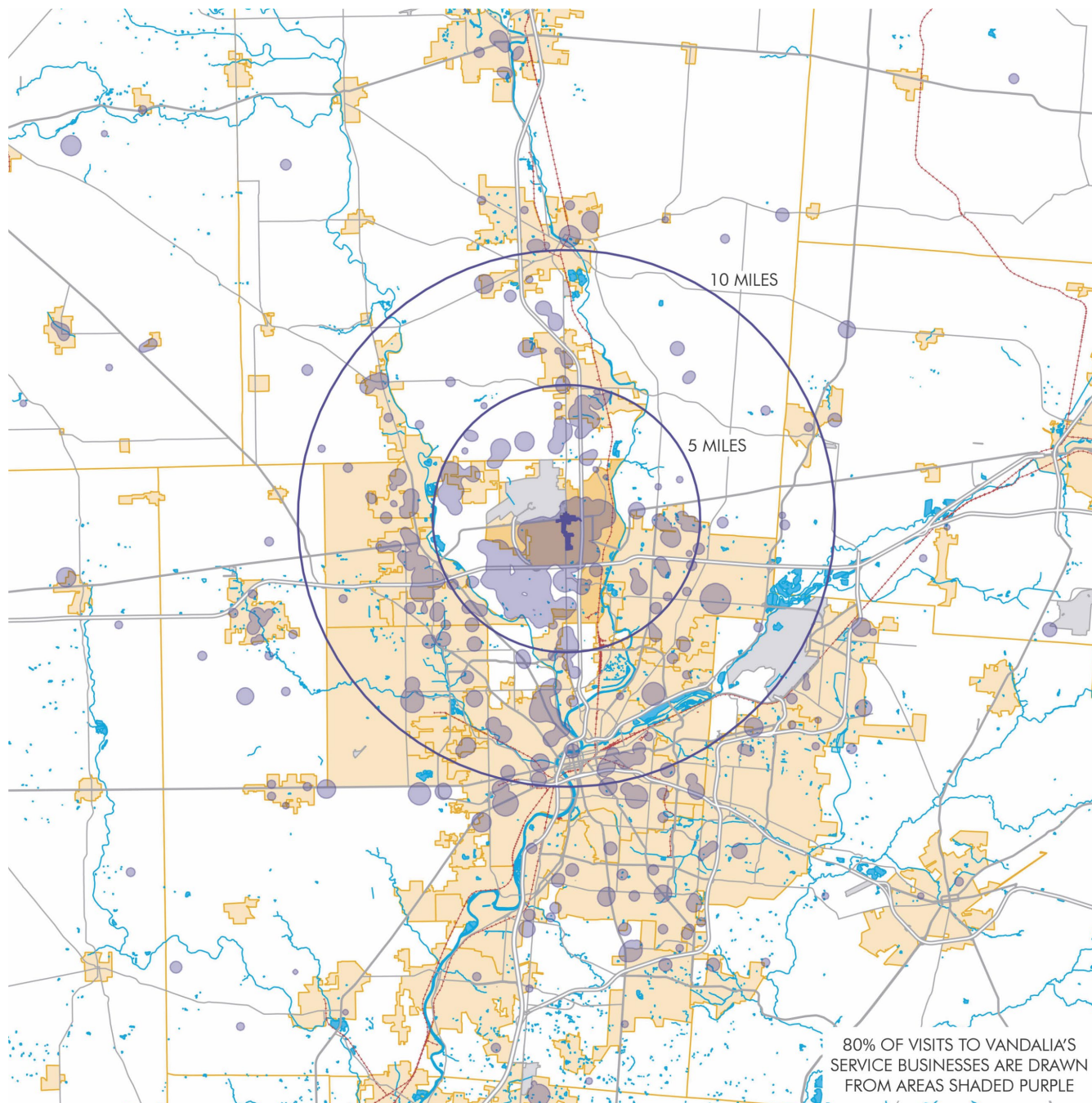
Vandalia's chain businesses are mostly performing around the middle of their respective chain. This is less true of service businesses (banks), which are all below average.

Gas stations are spaced across the continuum. These are older stations that lack the scale of convenience stores typical of modern stations. Redeveloping these stations can create more business opportunities (such as adding prepared foods) and generate more traffic for the

business, while transitioning the streetfront to a pedestrian-friendly character.

There are few retail stores in either the Dixie Drive or National Road corridors. Rite Aid is performing below, but near the chain average. This is still good relative to their stores in Ohio,

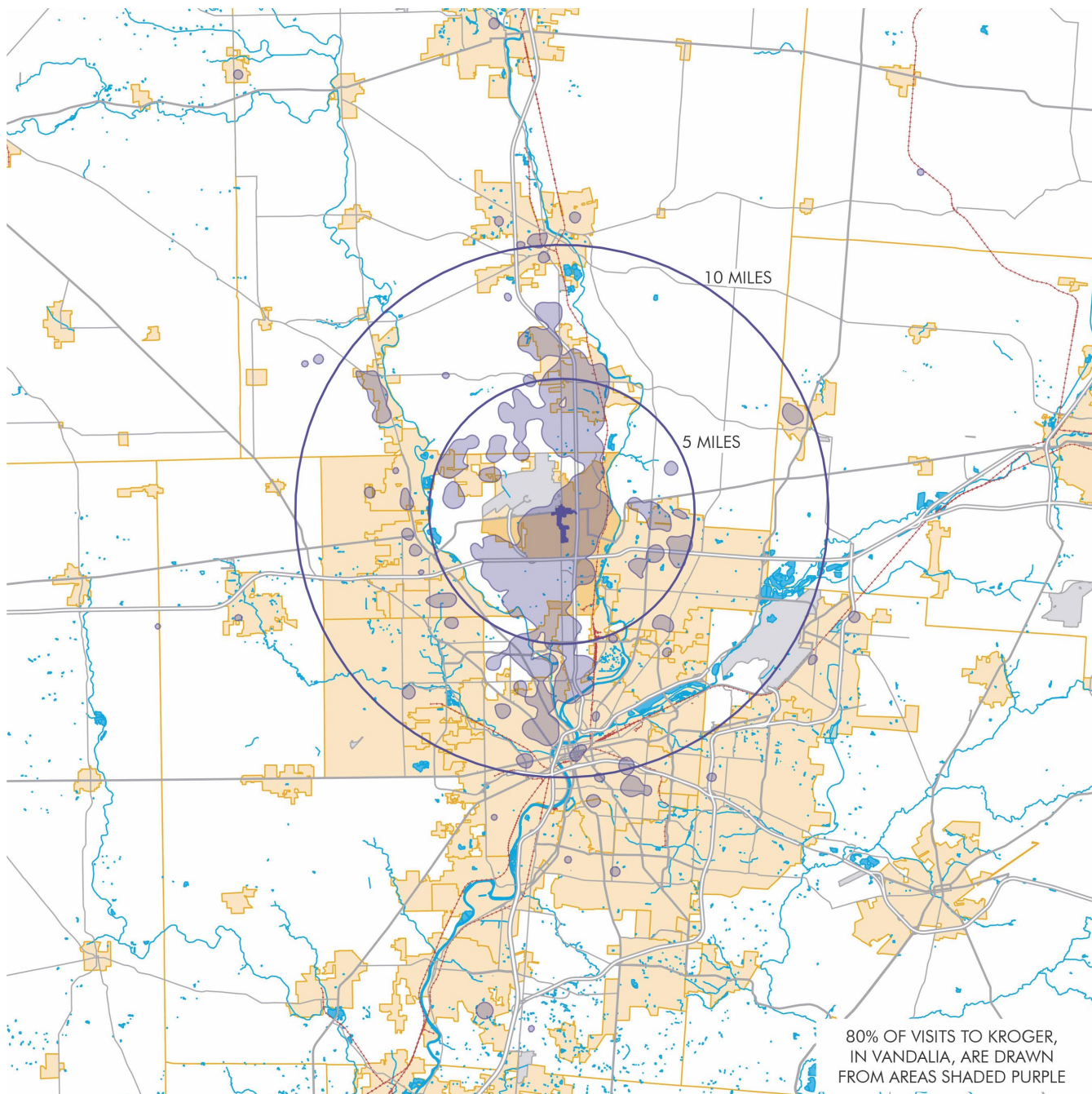
TRADE AREA FOR SERVICES (BANKING)



where it is 26th out of 181 stores, and it is the second-best Rite Aid out of 14 stores within 15 miles. Dollar General and Family Dollar are performing better than average, compared to other stores in their chains.

The trade areas for services, retail, restaurants, and gas/convenience were mapped using mobile device tracking, based on the areas from which 80 percent of visits are being drawn. Each of these uses will show customers from throughout the metropolitan area, but the bulk

TRADE AREA FOR KROGER – FIVE- AND TEN-MILE RADIUS



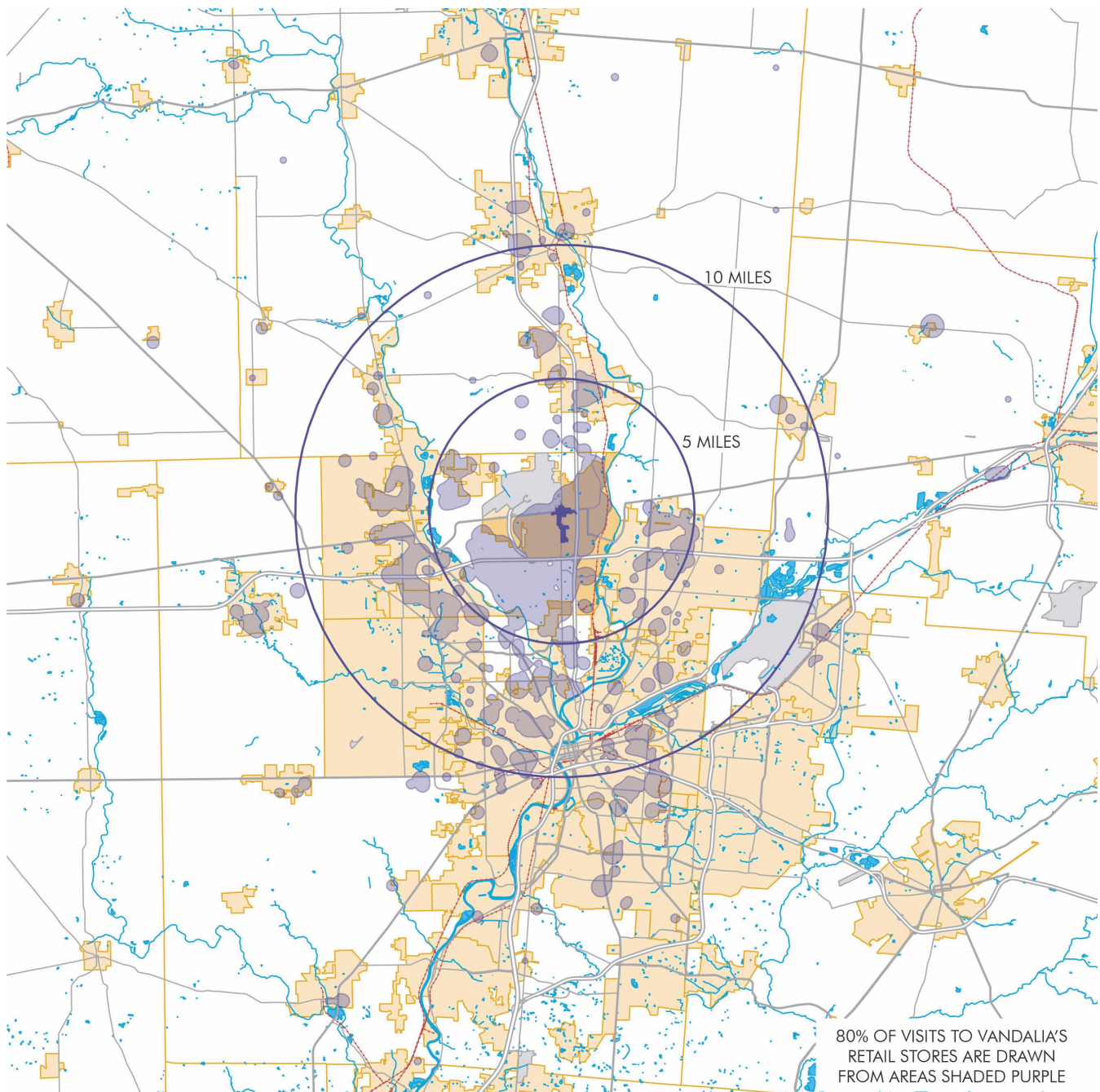
of traffic is coming from either a five- or ten-mile radius.

Businesses in the service sector, measured primarily through banks, are pulling most of their traffic from a five-mile radius, concentrated west of Interstate 75. Traffic drawn more broadly

is probably using the Vandalia branches of the banks for convenience. These customers may work in the area.

The majority of retail customers for these businesses (about 67 percent) are also drawn from within a five mile radius, although some

TRADE AREA FOR OTHER RETAIL – FIVE- AND TEN-MILE RADIUS

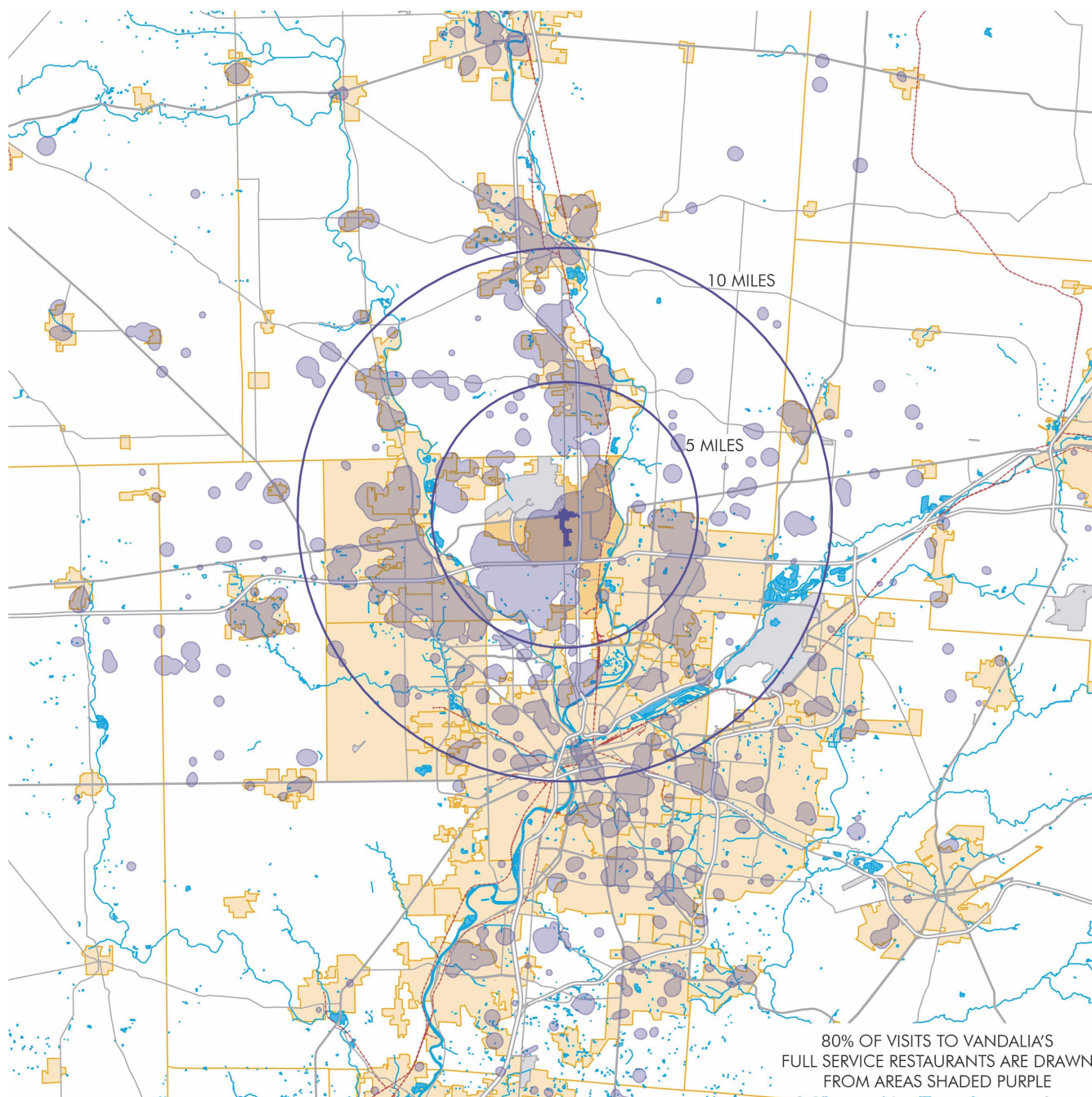


pull from the five-to-ten mile ring, more heavily to the south and west. Kroger has a trade area that is more compact compared to the other retailers.

Restaurants draw from the broadest geographic area. This is true of both full-service and fast

food restaurants, although the latter have the largest trade area of any use within the two corridors. This can be attributed to the large number of workers in the city and surrounding communities. While the mobile device data shows the *home location* of customers, customers from further away are not driving

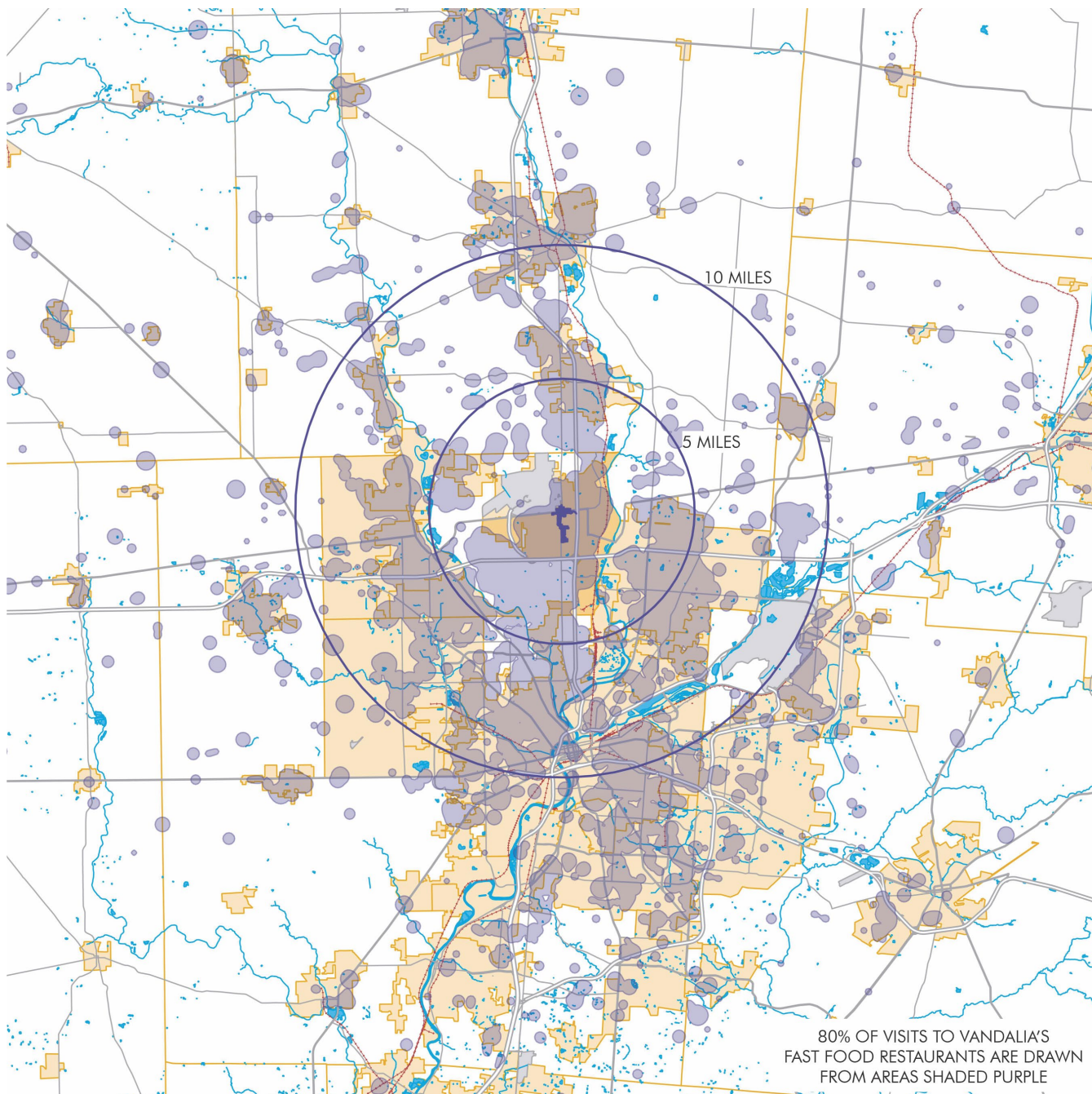
TRADE AREA FOR FULL-SERVICE RESTAURANTS – FIVE- AND TEN-MILE RADIUS



from home, but from their work location to patronize these businesses. Especially for the mostly hourly workers in industrial or logistics jobs around the airport, National Road is concentration of fast food restaurants closest to their place of work. Access from the interstate highways is a secondary factor.

The few full-service restaurants in the corridors do find more of their customers among residents of a five- to ten-mile radius, with a pattern similar to that of retail stores. Some of the traffic pulled from a greater distance will also be associated with the workplace. These workers are more likely to be employed in salaried, white

TRADE AREA FOR FAST FOOD RESTAURANTS – FIVE- AND TEN-MILE RADIUS

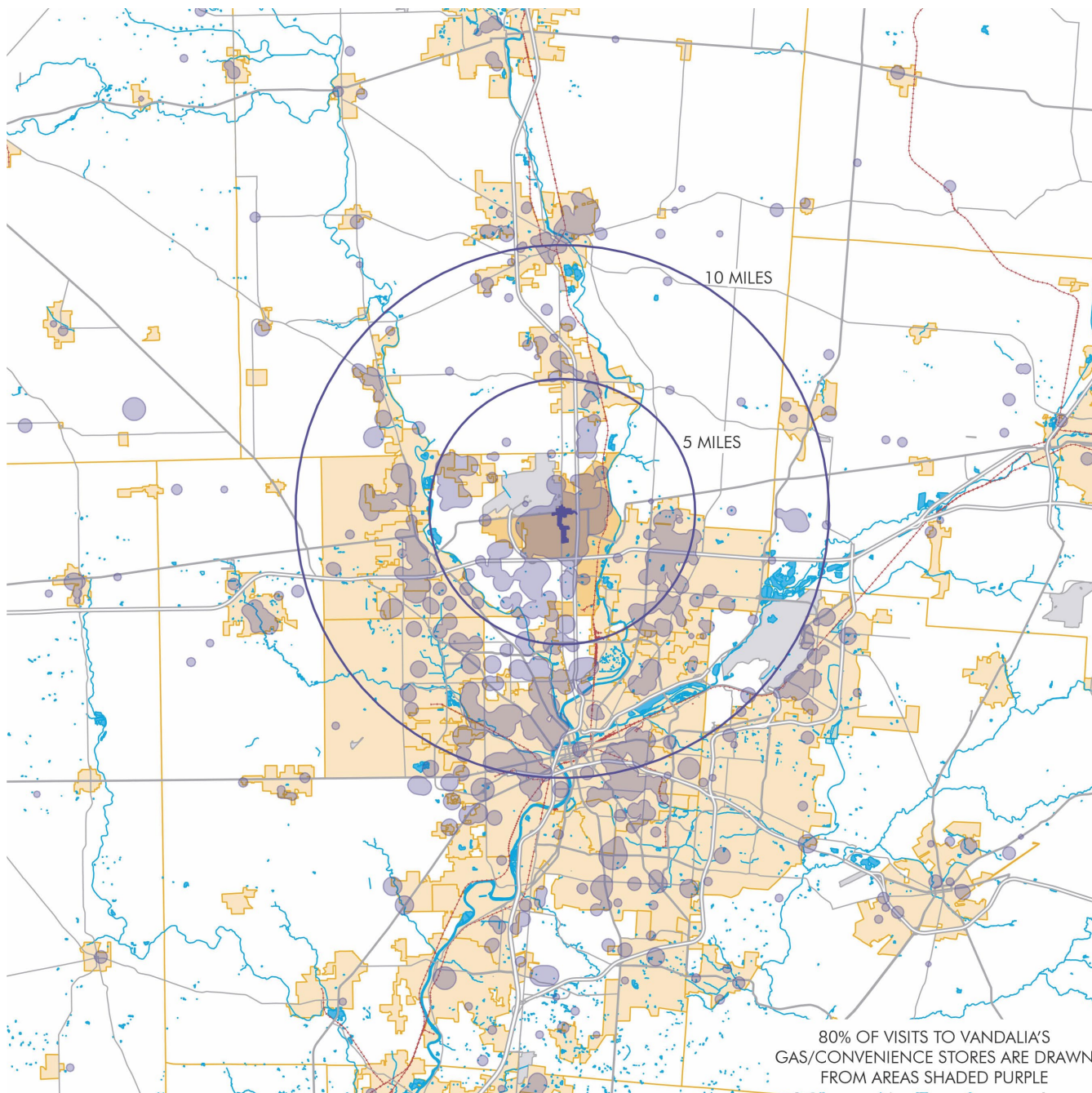


collar jobs with greater flexibility to take an extended lunch. This segment is concentrated south of the city where the bulk of chain full service and fast casual restaurants are located.

Comparing trade areas

It is possible to combine the trade areas for retail, dining, and services to construct a broader region in which the corridors' customers are normally found. *The retail or dining trade areas can be superimposed on this combined*

TRADE AREA FOR GAS/CONVENIENCE STORES – FIVE- AND TEN-MILE RADIUS



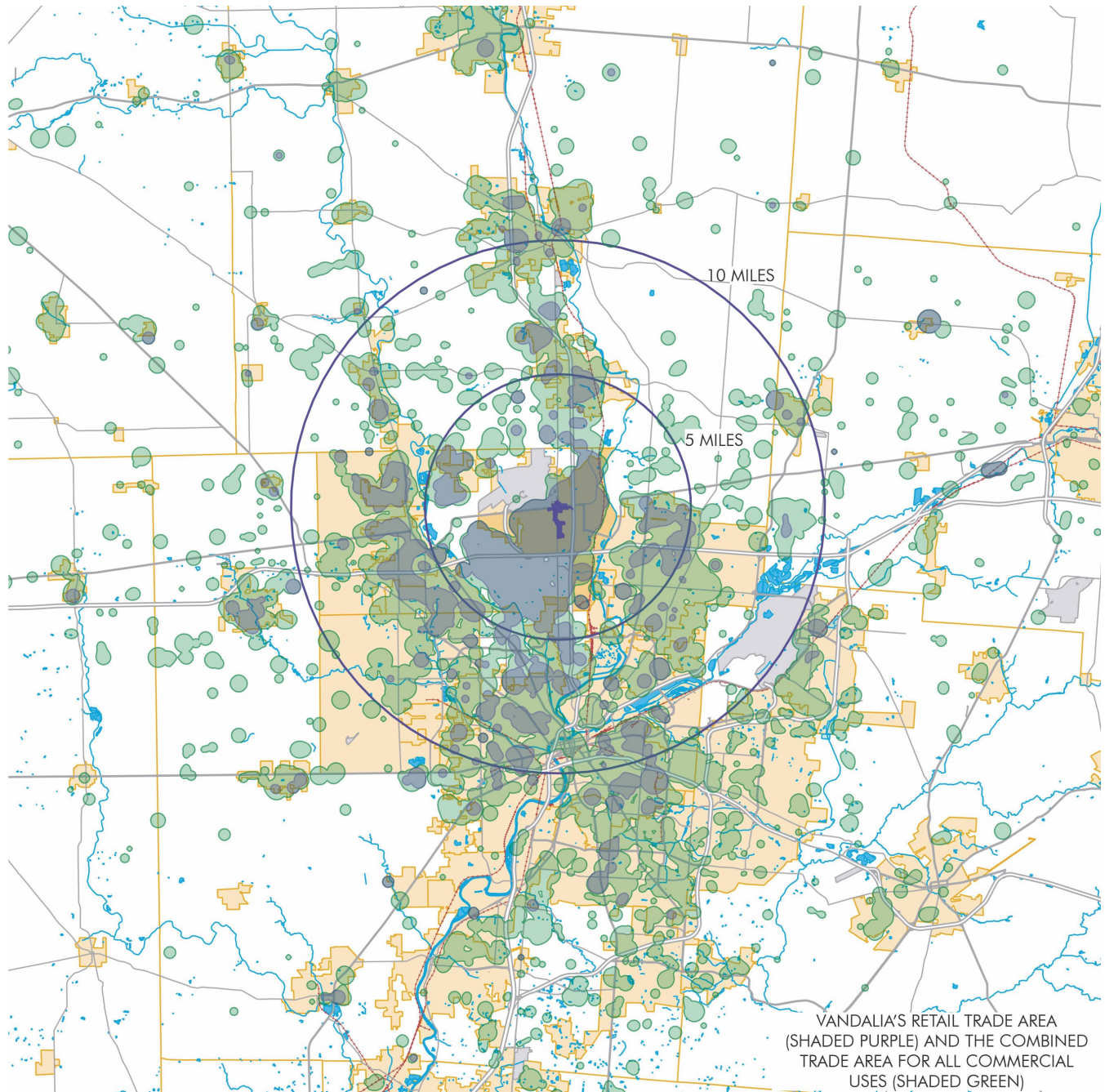
trade area to identify potential missed opportunities; places from which the corridors draw customers, but the retail or dining businesses do not.

Within five miles, the retail trade area closely overlaps the combined trade area, with most

gaps to the east and north. That observation continues to ten miles, with considerable gaps to the south and east. Beyond that distance, the corridors are pulling few retail customers.

Although the pattern is similar for restaurants, it is not as pronounced. *At five and ten miles, the*

RETAIL AND COMBINED TRADE AREAS – FIVE AND TEN-MILE RADIUS

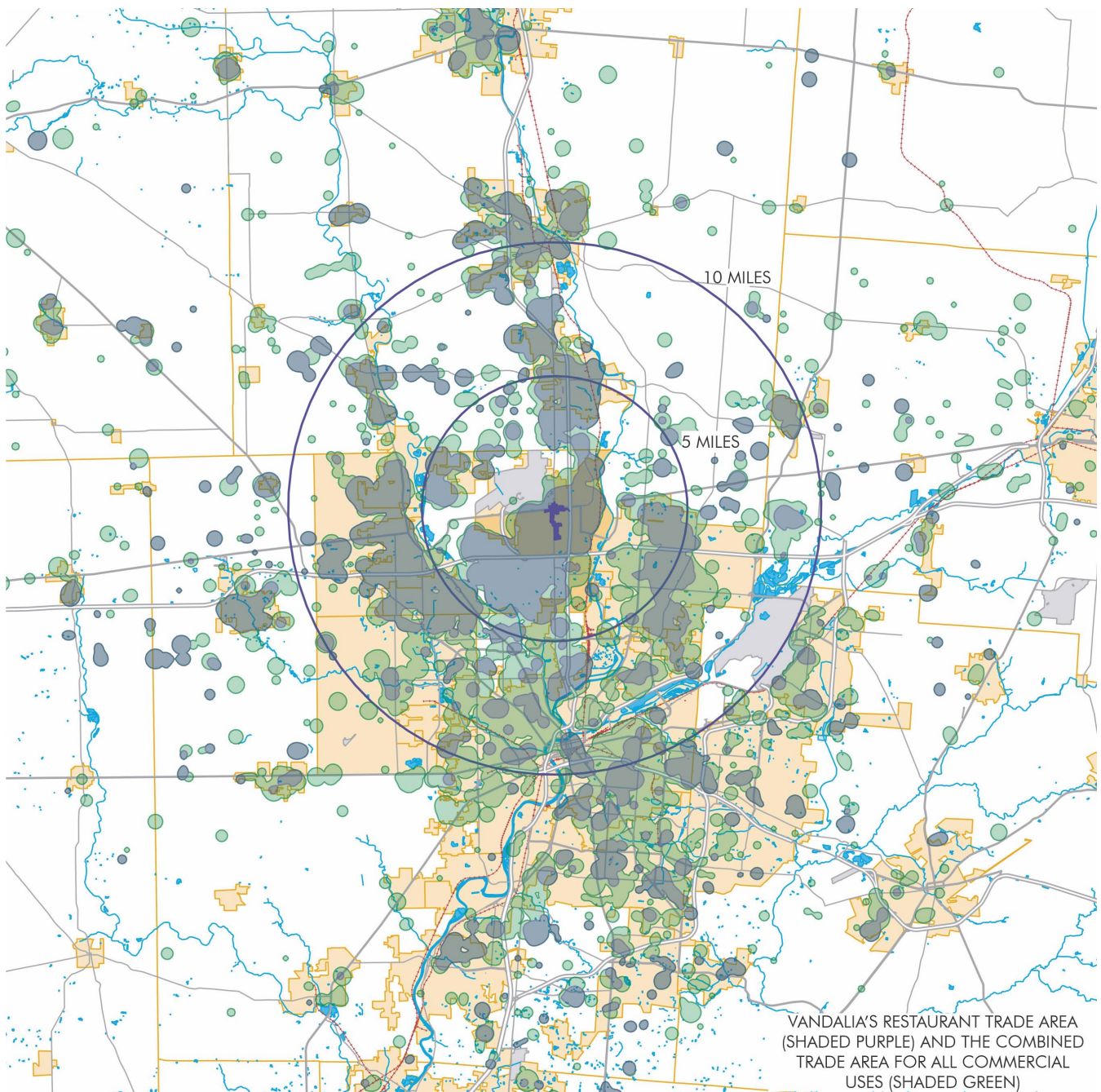


trade areas for restaurants closely matches the overall trade area in the north and south. There is still significant overlap to the east, out to ten miles. There is a greater gap to the south, with the concentration of restaurants in that area being the probable explanation.

Resident and market demographics

Retail businesses are drawing from a trade area with 172,152 residents. In 2022, there were 76,278 visits from this area, making up 80 percent of the total observed traffic (using mobile device tracking). The population of the

RESTAURANT AND COMBINED TRADE AREAS – FIVE AND TEN -MILE RADIUS



combined trade areas is 611,565, so that the retail trade area touches 28.1 percent of the larger area, and captures 12.5 percent of that potential traffic.

In 2020, there were 37,571 people employed within five miles of the intersection of Dixie Drive and National Road, an increase from 29,440 ten years earlier.

“Middle America” is a fitting term to describe the corridors’ market. Retail consumers have a somewhat lower income compared to the state and nation. The retail business mix will explain much of this. The

The restaurant trade area has a population of 320,571 persons. In 2022, an estimated 89,810 of them accounted for 80 percent of the mobile device traffic detected at businesses in the corridor. The restaurant trade area overlaps more than half (52.4 percent) of the combined trade area, but performs only slightly better than retail with a 14.7 percent capture rate.

In the case of both retail and dining, the data suggest that there is a potential to better reach customers who may be already traveling to the corridors, if even infrequently, who are not patronizing the specific category of business. These core targets for additional foot traffic can be supplemented by remaining residents at varying distances from the redevelopment area. More than 300,000 people live within ten miles.

segments included buy American and use coupons, are less interested in environmental claims, and are influenced by price more than quality or brand name.

Restaurant patrons are very close to state and national averages on income. When eating out, they prefer lower-cost family chains such as Bob Evans, Applebee’s, Texas Roadhouse, Cracker Barrel, and Golden Corral. These and similar chains are all found just to the south of Vandalia, offering a significant challenge for restaurants that may locate in the downtown.

Along with residents, there is a large worker population nearby. In 2020, there were 37,571 people employed within five miles of the intersection of Dixie Drive and National Road, an increase from 29,440 ten years earlier.

DEMOGRAPHIC CHARACTERISTICS

POPULATION

Combined trade areas	611,565
Five mile radius	73,473
Ten mile radius	304,751
Twenty mile radius	822,422
Retail trade area	172,152
Estimated customers	76,278
Restaurant trade area	320,571
Estimated customers	89,810

INCOME

US average	\$67,520
Ohio average	\$62,689
Retail trade area	\$55,130
Restaurant trade area	\$62,473

WORKERS WITHIN FIVE MILES

WORKERS	2010	2020
Total	29,440	37,571
Monthly earnings		
Under \$1,250	24.5%	25.7%
\$1,251 to \$3,333	55.6%	49.9%
More than \$3,333	19.8%	24.4%

INDUSTRY

Manufacturing	17.5%	16.2%
Retail trade	15.6%	14.4%
Accommodation / food	13.7%	10.6%
Health care / social assistance	9.0%	11.6%
Transportation / warehousing	7.8%	11.3%
Admin / support / waste	6.3%	8.3%

It is notable that retail and accommodation and food services have both seen a decrease in employment, consistent with observations about the pandemic impact on these sectors through some establishments closing, and lower levels of staffing at others.

The worker profile skews toward lower levels of education, with 32.6 percent of workers having a high school diploma or less, and only 16.2 percent having a bachelor's degree or higher. There is a relatively low proportion of the workforce in typical "white collar" industries like professional, scientific, and technical services, or finance and insurance. These would be workers more likely to patronize full-service and fast casual restaurants, and be less influenced by the speed of service or convenient location found at fast food restaurants with drive-up windows, and not associated with restaurants in a pedestrian-oriented district.

Competitive environment

Both traditional commercial districts and modern commercial agglomerations will compete with potential businesses in Vandalia's new downtown. The latter does not solely include the large concentration of commercial businesses along Miller Lane, south of Vandalia. This is best demonstrated by examining the pattern of grocery shopping among city residents.

Grocery stores are considered the anchors of neighborhood-level commercial districts, and attract other commercial uses to locate nearby. Neither Dixie Drive nor National Road has a grocery store, but there is one on Northwoods Boulevard in Vandalia. This store's main competitors are the Meijer in Englewood, Kroger in Huber Heights, Meijer in Huber Heights, Kroger in Englewood, and Kroger in Troy. Each of those stores overlaps at least a quarter of the customers belonging to the Vandalia Kroger.

Both design flexibility and marketing will need to be leveraged to make Vandalia's downtown a compelling and competitive alternative.

The pattern reflects the willingness of Vandalia residents to travel outside the city to shop elsewhere, even for the most basic goods. That will be more pronounced in the Dixie

Drive and National Road corridors, which lack as strong an anchor use. Supporting retail is a factor, as people will often combine trips to multiple stores or choose to go to a supercenter, most of which are not found in Vandalia.

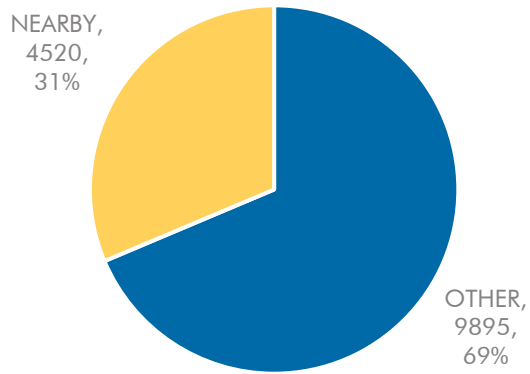
The Miller Lane area competes for accommodations and food service along with retail. There is a very large concentration of chain restaurants that may be the biggest challenge, as they have name recognition that attracts travelers as well as the "middle market" segments dominating the trade area. The market is very aware of this concentration of restaurants, making it more difficult to establish a rival location.

Tipp City's downtown is the primary competitor as a traditional business district. There is an established concentration of specialty shops and restaurants in the district. These are the kinds of businesses Vandalia's downtown needs to attract, and with which they will compete. Tipp City does have an established market presence, historic character, and lower occupancy costs compared to expected new construction in Vandalia. Both design flexibility and marketing will need to be leveraged to make Vandalia's downtown a compelling and competitive alternative.

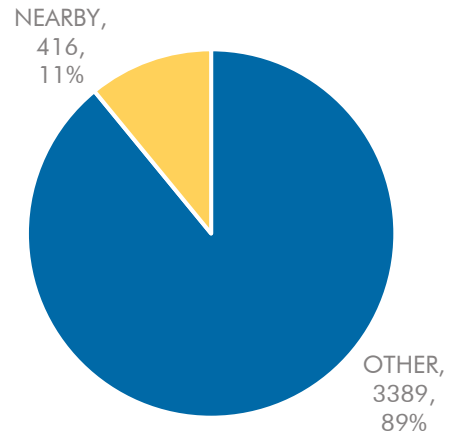
Residential market

The residential market has considerably more immediate opportunity, in comparison to the commercial sector. Like most of the country, the regional market supply has not kept pace with demand for housing. That market is fueled by both new households and existing households that may be considering a change in housing.

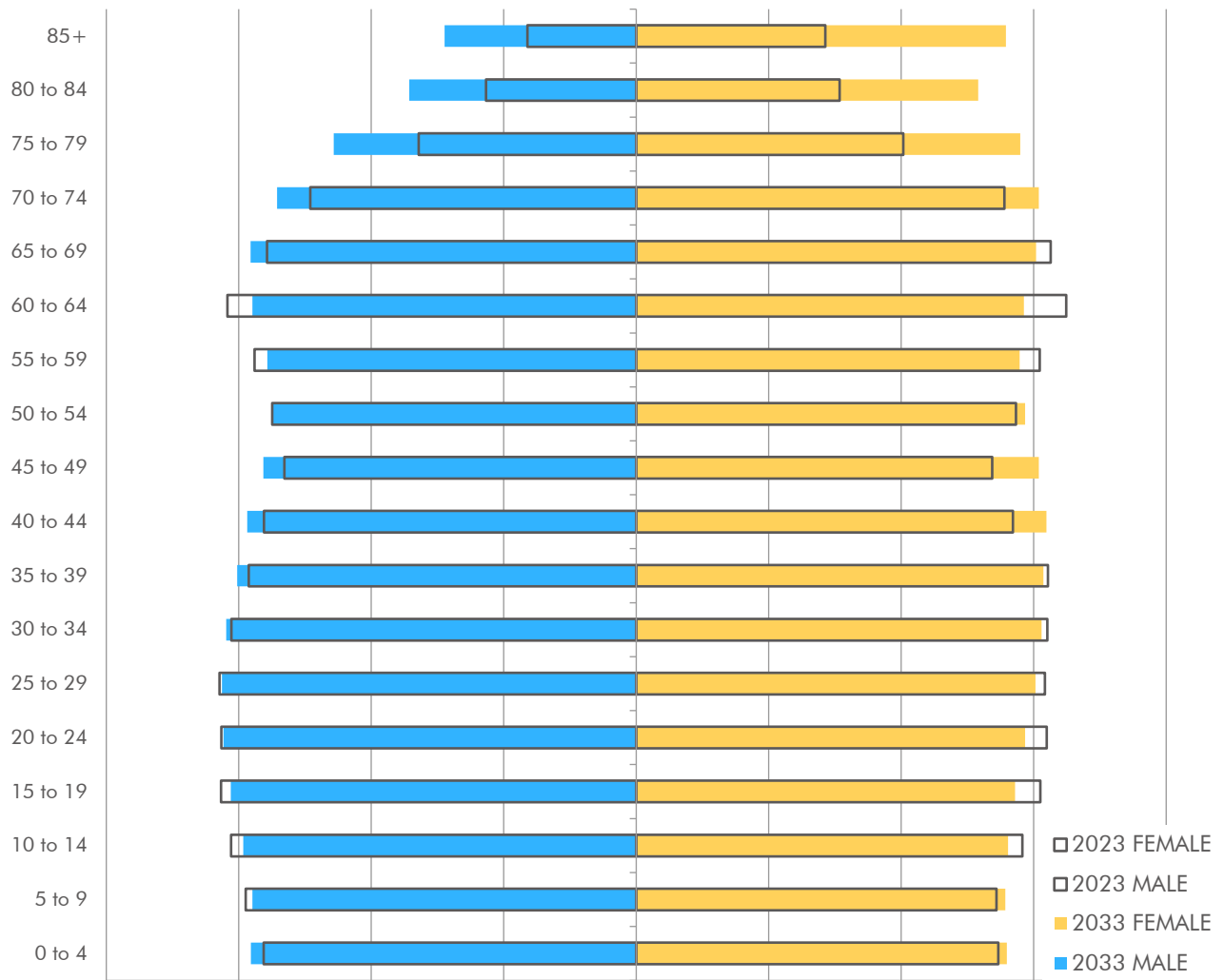
SINGLE-FAMILY BUILDING PERMITS
2013-2022



MULTIFAMILY BUILDING PERMITS
2013-2022



2023 AND 2033 POPULATION BY AGE AND SEX

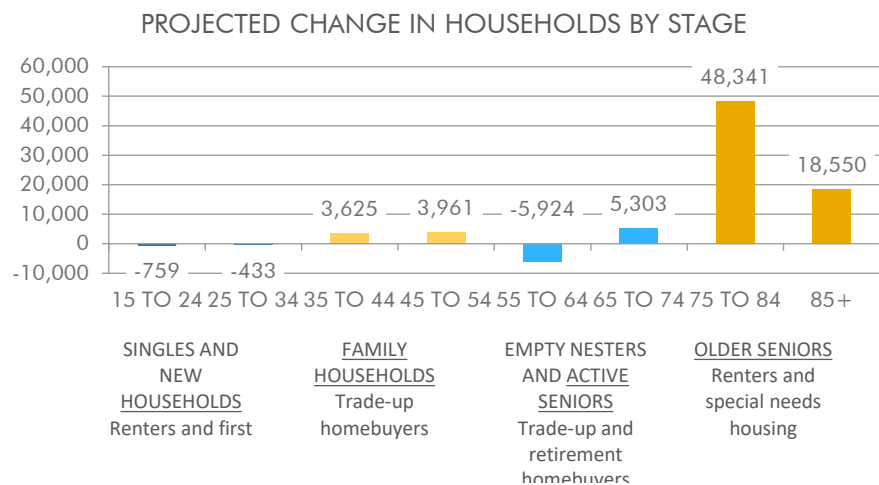
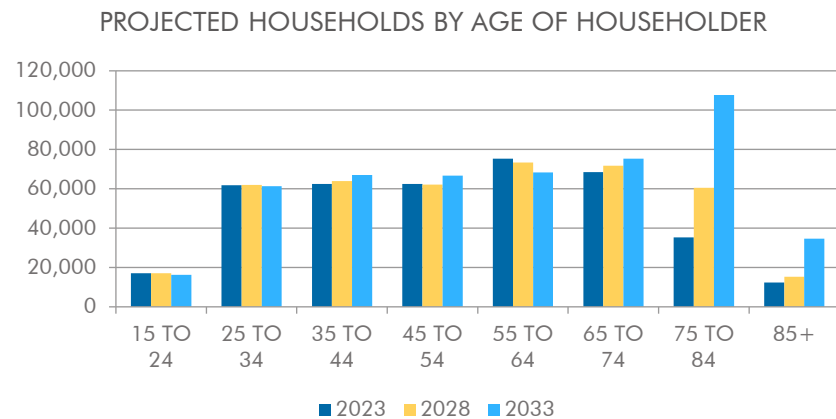


For many, the age and condition of housing in the region may be as much a source of discouragement as cost and rising mortgage rates.

Clark, Greene, Marion, and Montgomery Counties make up the region in which Vandalia competes for housing. The population is anticipated to grow over the next decade or longer, from about 395,518 persons in 2023 to 458,125 people in 2033. Much of that growth will be among the largest generational groups; Boomers (in retirement) and Millennials who are entering their middle age period.

It should be noted that the rate of increase in households will exceed that of population growth. This is mainly due to smaller household size as there are fewer households with children, younger people are putting off household formation until later than in the past, and there is an increasing number of one-person older households as a result of divorce or death of a spouse. The smaller size of households and growing older population has implications for the kind of housing units that are in demand.

Within the regional market, Vandalia and nearby communities like Tipp City, Fairborn, Huber Heights, Englewood, and others, have accounted for about 31 percent of the single-family building permits issued from 2013 through 2022. This drops to



about eleven percent of the units in multifamily buildings, for which permits were issued. Multifamily buildings, whether containing apartments or condominiums, will be the focus of the revitalization area.

While the population will grow overall, the change in housing demand by age cohort will be uneven. Losses are anticipated in the youngest groups, from 15 to 24 and from 25 to 34. Losses

are also expected in households aged 55 to 64. The largest gains are found in the number of the oldest households, from 75 to 84, and over 85 years.

The smaller size of households and growing older population has implications for the kind of housing units that are in demand.

PROJECTED HOUSEHOLDS BY TENURE

HOUSEHOLDS BY AGE	2023			2028			2033		
	TOTAL	OWN	RENT	TOTAL	OWN	RENT	TOTAL	OWN	RENT
15 TO 24	17,103	3,005	14,098	17,025	2,991	14,034	16,246	2,854	13,391
25 TO 34	61,906	25,598	36,308	62,005	25,639	36,366	61,351	25,368	35,982
35 TO 44	62,505	40,888	21,617	63,963	41,842	22,121	67,017	43,840	23,178
45 TO 54	62,553	46,298	16,255	62,118	45,976	16,142	66,670	49,345	17,325
55 TO 64	75,340	55,781	19,559	73,389	54,337	19,053	68,369	50,620	17,749
65 TO 74	68,481	53,412	15,069	71,704	55,926	15,778	75,281	58,716	16,565
75 TO 84	35,276	27,678	7,598	60,448	33,019	9,064	107,757	53,789	14,766
85+	12,354	10,027	2,327	15,272	12,395	2,877	34,635	28,111	6,524
TOTAL	395,518	262,687	132,831	435,707	294,465	141,242	458,125	312,644	145,481

EXPECTED CHANGE	2028			2033			TOTAL		
	TOTAL	OWN	RENT	TOTAL	OWN	RENT	TOTAL	OWN	RENT
15 TO 24	-78	-14	-64	-779	-137	-642	-857	-151	-707
25 TO 34	99	41	58	-654	-270	-384	-555	-230	-326
35 TO 44	1,458	954	504	3,054	1,998	1,056	4,512	2,952	1,561
45 TO 54	-435	-322	-113	4,553	3,369	1,183	4,117	3,047	1,070
55 TO 64	-1,951	-1,444	-506	-5,020	-3,717	-1,303	-6,971	-5,161	-1,810
65 TO 74	3,223	2,514	709	3,577	2,790	787	6,800	5,304	1,496
75 TO 84	25,172	5,341	1,466	47,309	20,771	5,702	72,481	26,111	7,168
85+	2,918	2,368	550	19,363	15,716	3,647	22,281	18,084	4,197
TOTAL	40,189	31,778	8,411	22,417	18,179	4,239	62,607	49,957	12,650

ANNUAL CHANGE	TOTAL	OWN	RENT
15 TO 24	-86	-15	-71
25 TO 34	-56	-23	-33
35 TO 44	451	295	156
45 TO 54	412	305	107
55 TO 64	-697	-516	-181
65 TO 74	680	530	150
75 TO 84	7,248	2,611	717
85+	2,228	1,808	420
TOTAL	6,261	4,996	1,265

AVERAGE ANNUAL BUILDING PERMITS ISSUED IN THE LAST TEN YEARS
1,328

PROJECTED ANNUAL CHANGE IN NUMBER OF HOUSEHOLDS
6,261

Based on distributions of tenure, income, and housing affordability, the market demand for owned housing is expected to outpace demand for apartments. Rising mortgage costs and lack of supply can impact the actual distribution of buyers and renters in the market, though, and

the estimated figures for renters should be considered a baseline.

If the north suburban part of the Dayton metropolitan area were to maintain its eleven percent share of rental housing construction,

PROJECTED MARKET FOR RENTAL UNITS

ESTIMATED ANNUAL RENTERS BY AGE											
AGE OF HHOLDER	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
15 TO 24	5,591	5,565	5,535	5,504	5,473	5,442	5,413	5,387	5,363	5,342	5,324
25 TO 34	14,563	14,568	14,567	14,560	14,546	14,525	14,498	14,464	14,424	14,380	14,331
35 TO 44	8,988	9,050	9,100	9,144	9,181	9,212	9,237	9,258	9,274	9,285	9,292
45 TO 54	6,444	6,492	6,547	6,606	6,668	6,730	6,792	6,851	6,907	6,960	7,010
55 TO 64	7,472	7,390	7,311	7,243	7,186	7,142	7,110	7,090	7,081	7,082	7,092
65 TO 74	6,509	6,595	6,647	6,680	6,696	6,698	6,689	6,672	6,650	6,623	6,596
75 TO 84	4,063	4,369	4,644	4,901	5,138	5,354	5,549	5,722	5,875	6,008	6,121
85+	1,315	1,433	1,564	1,705	1,855	2,013	2,176	2,345	2,517	2,691	2,866
TOTAL	54,945	55,462	55,916	56,342	56,742	57,116	57,466	57,790	58,092	58,372	58,631

ESTIMATED ANNUAL RENTERS BY MONTHLY RENT											
MONTHLY RENT	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
UNDER \$600	12,071	12,185	12,285	12,378	12,466	12,549	12,625	12,697	12,763	12,824	12,881
\$600 TO \$699	3,834	3,870	3,902	3,932	3,960	3,986	4,010	4,033	4,054	4,074	4,092
\$700 TO \$799	2,926	2,954	2,978	3,001	3,022	3,042	3,060	3,078	3,094	3,109	3,123
\$800 TO \$899	2,732	2,757	2,780	2,801	2,821	2,839	2,857	2,873	2,888	2,902	2,915
\$900 TO \$999	3,981	4,019	4,052	4,083	4,112	4,139	4,164	4,188	4,209	4,230	4,249
\$1,000 TO \$1,099	2,148	2,168	2,186	2,203	2,218	2,233	2,247	2,259	2,271	2,282	2,292
\$1,100 TO \$1,199	1,667	1,682	1,696	1,709	1,721	1,732	1,743	1,753	1,762	1,771	1,778
\$1,200 TO \$1,299	2,288	2,309	2,328	2,346	2,363	2,378	2,393	2,406	2,419	2,431	2,441
\$1,300 TO \$1,399	2,909	2,937	2,961	2,983	3,004	3,024	3,043	3,060	3,076	3,091	3,104
\$1,400 TO \$1,499	2,214	2,235	2,253	2,271	2,287	2,302	2,316	2,329	2,341	2,352	2,363
\$1,500 TO \$1,749	3,106	3,136	3,161	3,185	3,208	3,229	3,249	3,267	3,284	3,300	3,315
\$1,750 TO \$1,999	3,852	3,888	3,920	3,950	3,978	4,004	4,028	4,051	4,072	4,092	4,110
\$2,000 OR MORE	11,216	11,321	11,414	11,501	11,582	11,659	11,730	11,796	11,858	11,915	11,968

Tables reflect the number of potential renters in the market – not the demand for new units

anticipated household growth would dictate a needed pace of about 150 units per year. Over the past decade, only about 41 units have been built annually in this area. This strongly suggests a considerable degree of pent-up demand, exacerbated by the fact that much of the existing rental housing stock is old. Less than two percent of the rental units in Vandalia were constructed after 2000, while nearly 65 percent pre-date 1960.

The median renter in Vandalia is paying \$746 per month, according to the Census Bureau's American Community Survey. More than half of renting households (52.5 percent) pay between \$500 and \$799 per month, while nearly a quarter (24.4 percent) pay between \$800 and \$999 per month. This is significantly below the market's capacity. More than half (53.5 percent) of renter households can afford to pay at least \$1,000 per month, while more than a quarter (27.5 percent) can afford a rent greater than \$1,500 per month.

PROJECTED MARKET FOR HOMEBUYERS

ESTIMATED ANNUAL HOMEBUYERS BY AGE											
AGE OF HHOLDER	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
15 TO 24	684	696	697	698	697	696	695	693	690	688	685
25 TO 34	5,474	5,567	5,577	5,581	5,578	5,571	5,559	5,542	5,523	5,501	5,478
35 TO 44	2,737	3,783	2,788	2,789	2,789	2,785	2,779	2,771	2,762	2,751	2,739
45 TO 54	2,053	2,088	2,091	2,092	2,092	2,089	2,084	2,078	2,071	2,063	2,054
55 TO 64	1,779	1,809	1,813	1,814	1,813	1,811	1,807	1,801	1,795	1,788	1,780
65 TO 74	684	696	697	698	697	696	695	693	690	688	685
75 +	274	278	279	279	279	279	278	277	276	275	274
TOTAL	13,684	13,917	13,942	13,952	13,946	13,927	13,896	13,856	13,808	13,754	13,696

ESTIMATED ANNUAL HOMEBUYERS BY PROPERTY TYPE											
TYPE	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
DETACHED	11,358	11,551	11,572	11,580	11,575	11,559	11,534	11,500	11,460	11,416	11,367
ROWHOUSE	821	835	837	837	837	836	834	831	828	825	822
CONDO 5+	137	139	139	140	139	139	139	139	138	138	137
CONDO 2-4	547	557	558	558	558	557	556	554	552	550	548
OTHER	821	835	837	837	837	836	834	831	828	825	822

ESTIMATED ANNUAL HOMEBUYERS BY HOME PURCHASE PRICE											
PRICE RANGE	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
UNDER \$100,000	2,671	2,716	2,721	2,723	2,722	2,718	2,712	2,705	2,695	2,685	2,673
\$100,000 TO \$149,999	1,441	1,465	1,468	1,469	1,468	1,466	1,463	1,459	1,454	1,448	1,442
\$150,000 TO \$199,999	1,699	1,728	1,731	1,732	1,732	1,729	1,726	1,721	1,715	1,708	1,701
\$200,000 TO \$249,999	1,197	1,217	1,219	1,220	1,220	1,218	1,215	1,212	1,207	1,203	1,198
\$250,000 TO \$299,999	1,489	1,514	1,517	1,518	1,517	1,515	1,512	1,508	1,502	1,497	1,490
\$300,000 TO \$349,999	962	978	980	980	980	979	977	974	970	966	962
\$350,000 TO \$399,999	890	906	907	908	907	906	904	902	898	895	891
\$400,000 TO \$449,999	465	473	474	474	474	473	472	471	469	468	466
\$450,000 TO \$499,999	512	520	521	522	521	521	519	518	516	514	512
\$500,000+	2,359	2,399	2,403	2,405	2,404	2,401	2,395	2,389	2,380	2,371	2,361

Tables reflect the number of potential buyers in the market – not the demand for new units

The unmet demand for better-quality rental apartments is an opportunity for the revitalization area, where it is possible to build

larger buildings with amenities lacking in existing rental housing, such as covered parking, balconies, in-unit laundry, and quality finishes

desired by renter households able to afford the rent landlords need to make the units viable.

As is the case of the overall housing market, the greatest increase in demand will be from households 75 and older. *Many of these are people already living in Vandalia who want to transition to age-appropriate housing that is missing from the local market. The revitalization area is a desirable location in which to construct senior-oriented apartments, perhaps in coordination with local churches that often have development partnerships to build these types of units.*

While there is strong demand for single-family housing, only a fraction of the market is seeking the options for attached housing that might be constructed in the redevelopment area, such as rowhouses or condominiums.

As with rental housing, expected demand and actual demand are influenced by cost and supply. As housing costs and interest rates increase, some households may opt for condominiums or rowhouses as a more affordable option. Alternatively, low supply and slow condominium construction could cause buyers seeking these kinds of units to opt for other housing.

Attached units are favored by first-time buyers and downsizing older households. Lacking inventory is one reason cited to explain why older households are not moving from detached single-family homes as they have in the past. The character of condominium units that might be constructed in the redevelopment area is similar to that expected of better-quality apartment buildings. Units should be positioned to offer covered parking, balconies, and quality finishes on flooring and countertops, fireplaces, smart technology, and similar features.

Overall, though, commercial development will initially prove to be difficult, while there is an immediate demand for multifamily residential development.

Sixteen percent of the regional market cannot afford to buy housing over \$100,000, while an equal percentage can afford more than \$500,000. The target for Vandalia lies between these figures, represented by a range from \$150,000 to \$400,000, or 51 percent of the potential market.

Market analysis summary

Aside from car dealerships, the Dixie Drive and National Road corridors are mostly serving a neighborhood level of commercial activity. Retail is performing at an average level, but there is little depth or quality, and existing retail businesses will not draw customers from beyond the area. Much of the service sector has below-average traffic, perhaps as many people leave the area during the day, and there is little

nearby retail or other activity to generate foot traffic.

The strongest drivers of traffic tend to be short duration single stops, such as to purchase gas or pick up fast food. While there are many fast food

restaurants that are performing well, there are few fast-casual or full-service restaurants on the corridors. Lunch is the peak for restaurants, associated with the large number of employees in the vicinity.

Vandalia's downtown area will need to attract independent, unique, and compelling retail and dining businesses to be viable. Warehouse 4 Coffee, Jim's Donut Shop, and The Hairless Hare Brewery are three existing businesses representing this type, and upon which the district can build. Overall, though, commercial development will initially prove to be difficult, while there is an immediate demand for multifamily residential development.

Introducing new housing to the corridors is not only a viable strategy to redevelop tired and

under-used real estate. New construction will help to signal the potential to reimagine Dixie Drive as Vandalia's downtown, increase pedestrian activity on the street, build a market for commercial uses, and begin to transition the district to a pedestrian-friendly, mixed-use

pattern. Viable housing options include market rate apartments, senior housing communities, and condominiums.

Strategic recommendations

Market conditions dictate that Vandalia will need to take a phased approach to achieving its vision of a pedestrian-oriented downtown district. With few immediate opportunities to attract retail and dining businesses, the initial focus can leverage strong demand for better-quality, market rate apartments and condominiums in multifamily buildings. These can transition to mixed-use buildings on the street frontage. A secondary effort can enhance anchor businesses and buildings expected to remain in a redeveloped corridor. A larger retail and dining recruitment program can be implemented as conditions improve.

Strategy

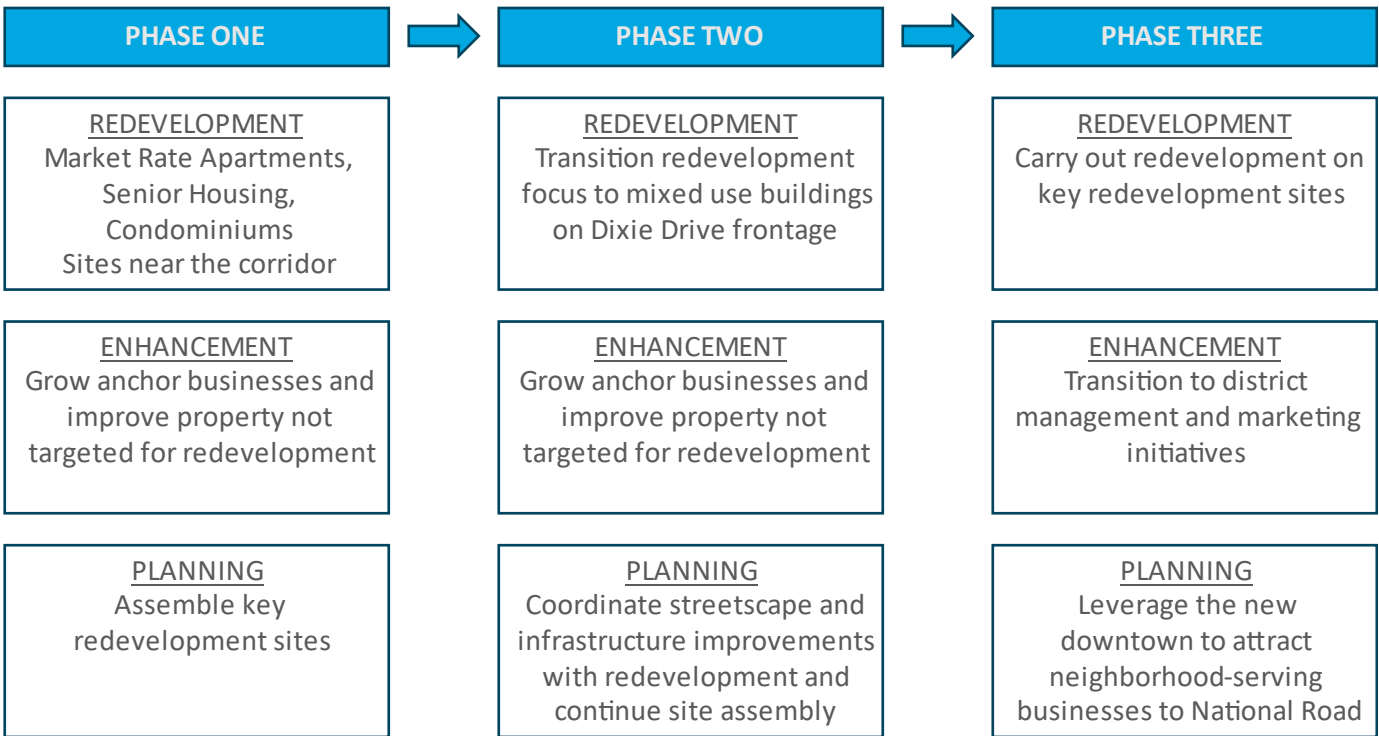
The recommended strategy has three overlapping phases, with the transition between them depending on the pace of development. The intent of each phase is to capture the

market opportunity available at the time, effecting change to bring about the conditions that make it possible to support other uses.

Phase one

The initial phase should focus on collaboration with property and business owners, encouraging and facilitating investments in real estate and business enhancement, while beginning to assemble future redevelopment sites in core areas of the downtown.

- **Redevelopment.** There is an immediate demand for market rate apartments, senior housing, and condominiums that can be built at the rear of large lots on Dixie Drive, or on side streets. The City can support this by sharing the market case, and through financial or permitting assistance.



- *Enhancement.* Efforts to renovate structures not targeted for redevelopment, and to strengthen anchor businesses (or relocate them to the revitalization area). This can include investments in real estate or tangible assets as well as providing professional services to help the business grow.
- *Planning. Blocks immediately south of the intersection with National Road are under multiple ownerships. These will be the core of the new downtown and should be completely redeveloped, which can only happen if the individual lots can be assembled to create redevelopment sites. This task is expected to take years to accomplish.*

Phase two

This phase begins redevelopment along Dixie Drive, with the ability to support street-level commercial activity in vertically-mixed buildings. Blending revenue from upper level apartments and the ground floor may be necessary to offer a rent that can be supported by businesses before the corridor is fully developed.

- *Redevelopment.* Continue residential redevelopment on adjacent areas, while transitioning to mixed use projects on the street frontage.
- *Enhancement.* Continue collaborations with individual businesses and property owners, to enhance businesses and real estate.
- *Planning.* Continue land assembly efforts. Construct streetscape and infrastructure improvements in conjunction with redevelopment along the street frontage.

Phase three

This phase of the project realizes the ultimate goal of creating a core downtown on Dixie Drive south of National Road.

- *Redevelopment.* Continue redevelopment on sites further south, while focusing on the assembled sites in the core downtown area.
- *Enhancement.* Shift the focus of enhancement efforts from individual businesses and properties, to district management and marketing programs.
- *Planning.* Leverage traffic to the new downtown to promote business attraction and redevelopment along the National Road corridor, with businesses serving neighborhood shopping and service needs.

Site development concepts

There are two primary sites in the Dixie Drive corridor where redevelopment can be prioritized. In addition, the City-owned lots on Maple Street, and the Super 8 site on National Road present supporting opportunities.

Site One – Dixie Drive (National to Tionda)

The two blocks on the east side of Dixie Drive, from National Road to Tionda Drive, can be redeveloped to serve as the core of Vandalia's downtown. There are multiple owners of the lots comprising these blocks. To facilitate redevelopment, the City should engage in acquisition to assemble larger lots on which redevelopment can occur.

The City may consider whether it will retain the properties it already owns (the senior center and Seger Park) or relocate them to enable private redevelopment. Possibilities could include relocating them to the east side of Perry Street, or incorporating the senior center into the plans for senior housing in the downtown area.

Both blocks should be made available for vertically mixed-use development, with two or three floors of residential above ground floor commercial, and underground parking for residents. There is the potential to create more

REDEVELOPMENT CONCEPT: SITE ONE – DIXIE DRIVE BETWEEN NATIONAL ROAD AND TIONDA DRIVE



public parking with angled parking on Perry Street, Kenbrook Drive, and Tionda Drive.

Site Two – Dixie Drive north of Elva Court

The largest redevelopment area, and the one with the most compelling case as a starting point for the district, is a collection of large lots with frontage on Dixie Drive or Elva Court. Most of these lots are underdeveloped, though a

floodway and elevation present some challenges. The elevation change can be used to more easily construct covered parking below the street level.

Multifamily buildings can be constructed on the rear portions of lots fronting on Dixie Drive, and those on Elva Street.

REDEVELOPMENT CONCEPT: SITE TWO – DIXIE DRIVE NORTH OF ELVA COURT



Site Three – Maple Street

The City owns several lots along Maple Street, and an adjacent lot fronting on Perry Street. The Perry Street frontage is lined with single family homes. There are apartment buildings to the north, a gas station on the south, and offices across Maple Street to the east.

There is no current demand for office use on these lots, and it would not be advisable to promote them for office uses that will create competition for potential development along Dixie Drive. Owner-occupied townhomes or condominiums would be the preferred use, with first-time buyers or older households as the target market. This is illustrated in the diagram labeled Concept Site Three "A".

REDEVELOPMENT CONCEPT: SITE THREE "A" – MAPLE STREET



There is also the possibility of redeveloping the gas station on the corner of National Road and Maple Street. This is labeled Concept Site Three "B". The BP gas station has an approximately 2,000 square foot convenience store, less than half of the 4,600 square foot average for a modern, urban convenience store with gas pumps. The City should explore entering into a

partnership with the owner to redevelop the site with a larger convenience store on the corner, and pumps to the rear. This would be made possible by using a portion of the City-owned property.

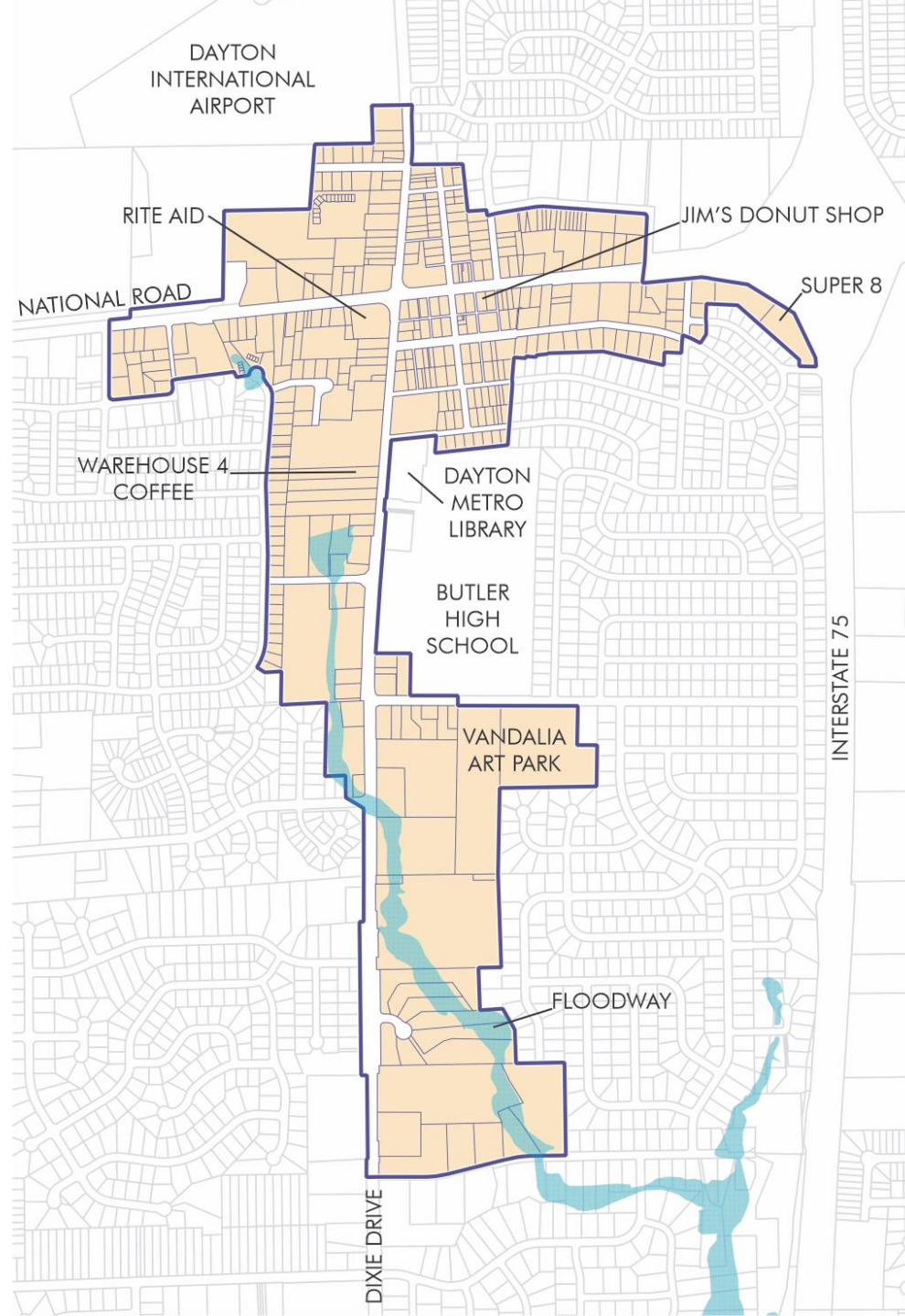
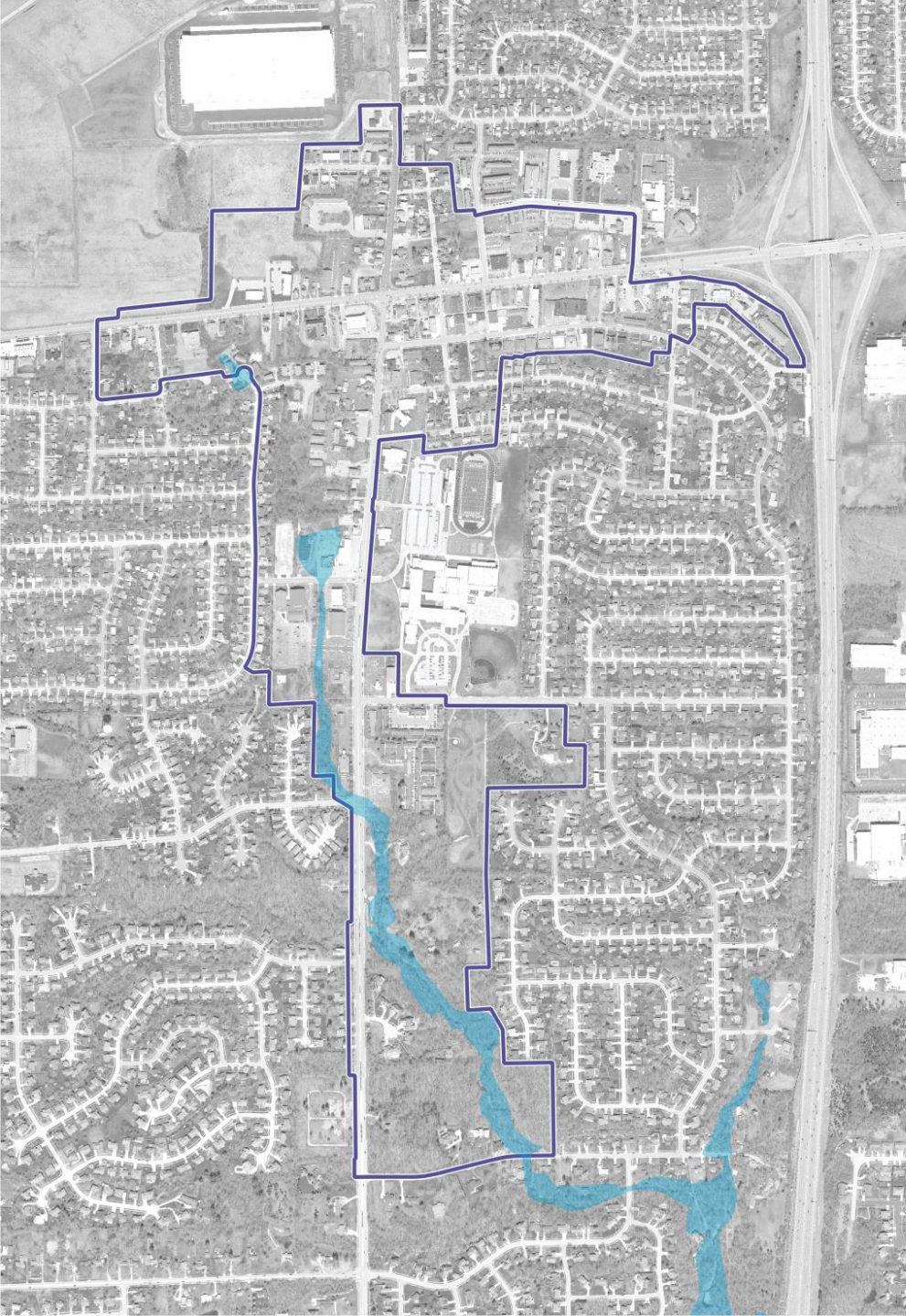
REDEVELOPMENT CONCEPT: SITE THREE "B" – MAPLE STREET



CITY OF VANDALIA JOB CREATION AND REVITALIZATION AREA 1



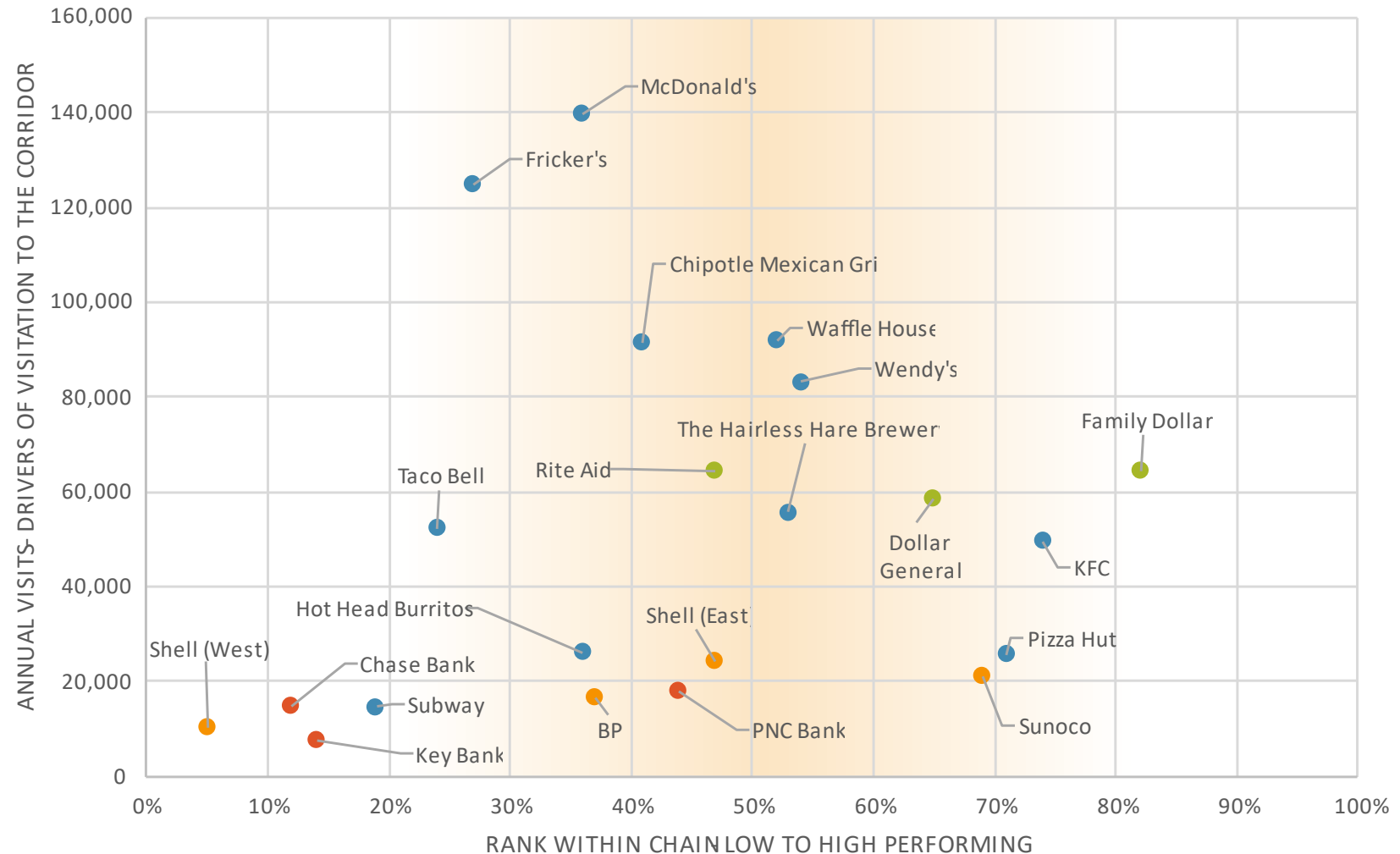
MARKET ANALYSIS



Any long-term approach to redevelopment will need to begin by focusing on opportunities to build market-rate apartments and condominiums that will increase residential density in proximity to the downtown, generating foot traffic and demand for commercial uses.

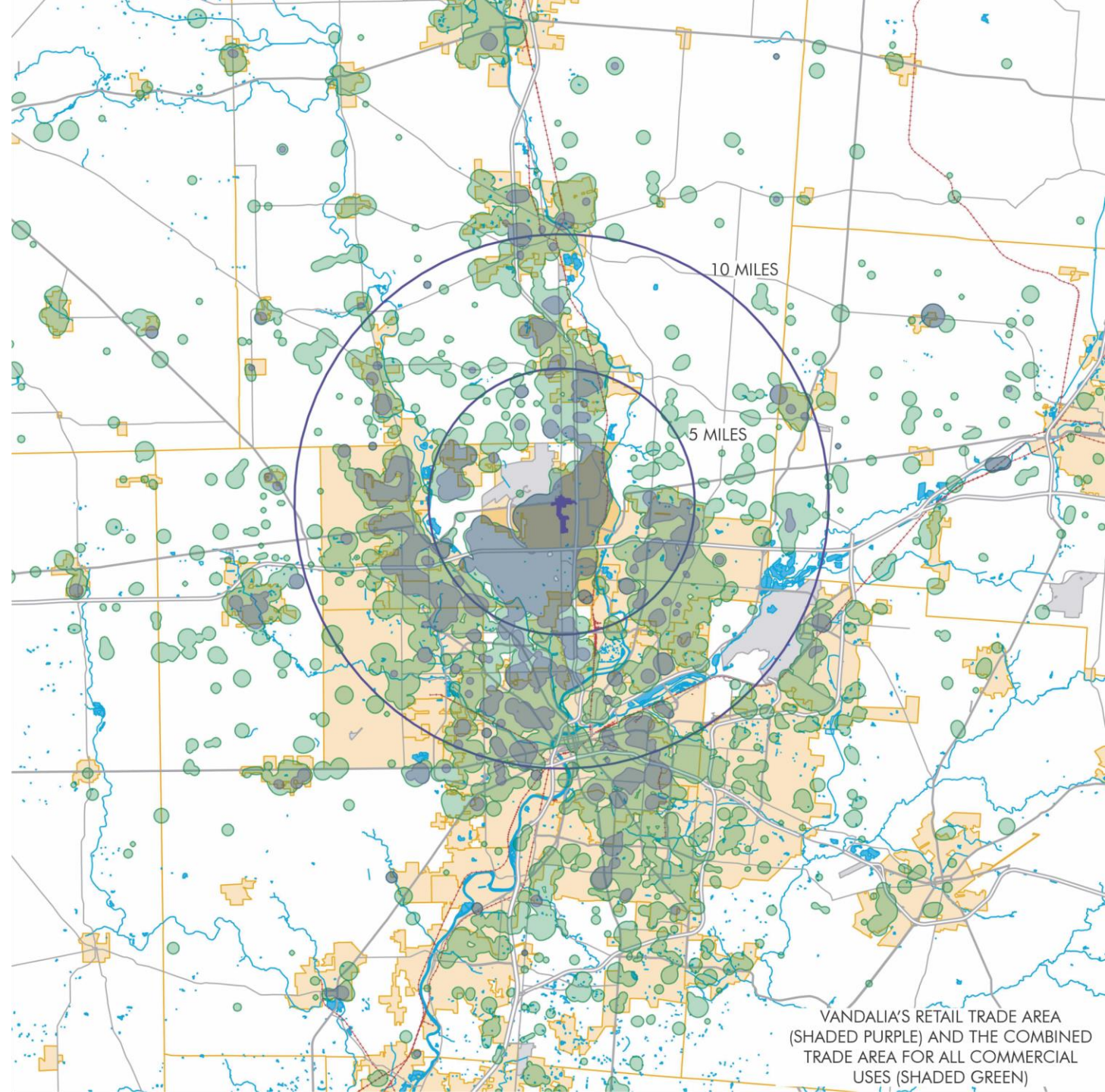
The City will need to engage in a long-term strategy of changing the landscape to attract the businesses it wants. Vandalia needs to build a market to attract those businesses and create its downtown.

- Solidly “middle market”
- Weak office demand
- Strong logistics market
- Hourly workers
- Interstate traffic
- Difficult geography
- Strong competition
- Few anchor businesses
- Not much existing character



TRADE AREAS

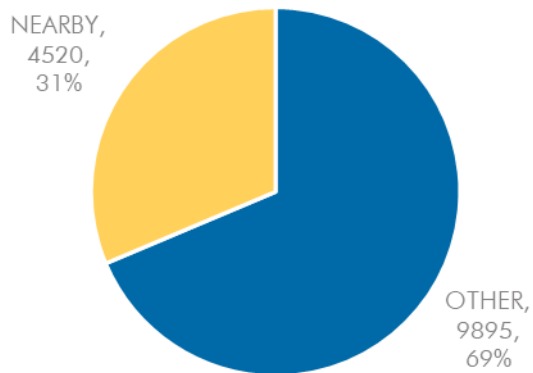
- 612,000 in the combined trade area
- 172,000 residents in the retail trade area
- 321,000 residents in the restaurant trade area
- 12-15% capture rate is low
- Most are likely to work nearby
- 37,571 employees within five miles in 2020
- 29,440 employees within five miles in 2010



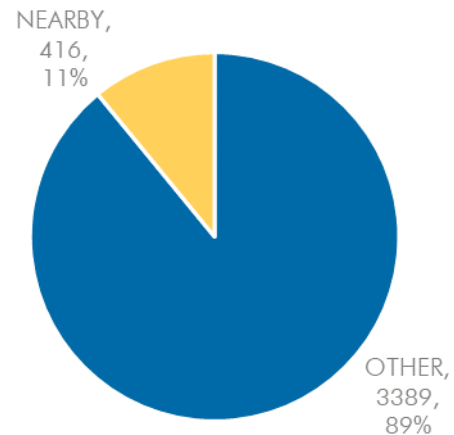
RESIDENTIAL MARKET

- Market driven by new households and existing ones making changes
- Housing age is a concern
- Existing housing may not match market desires

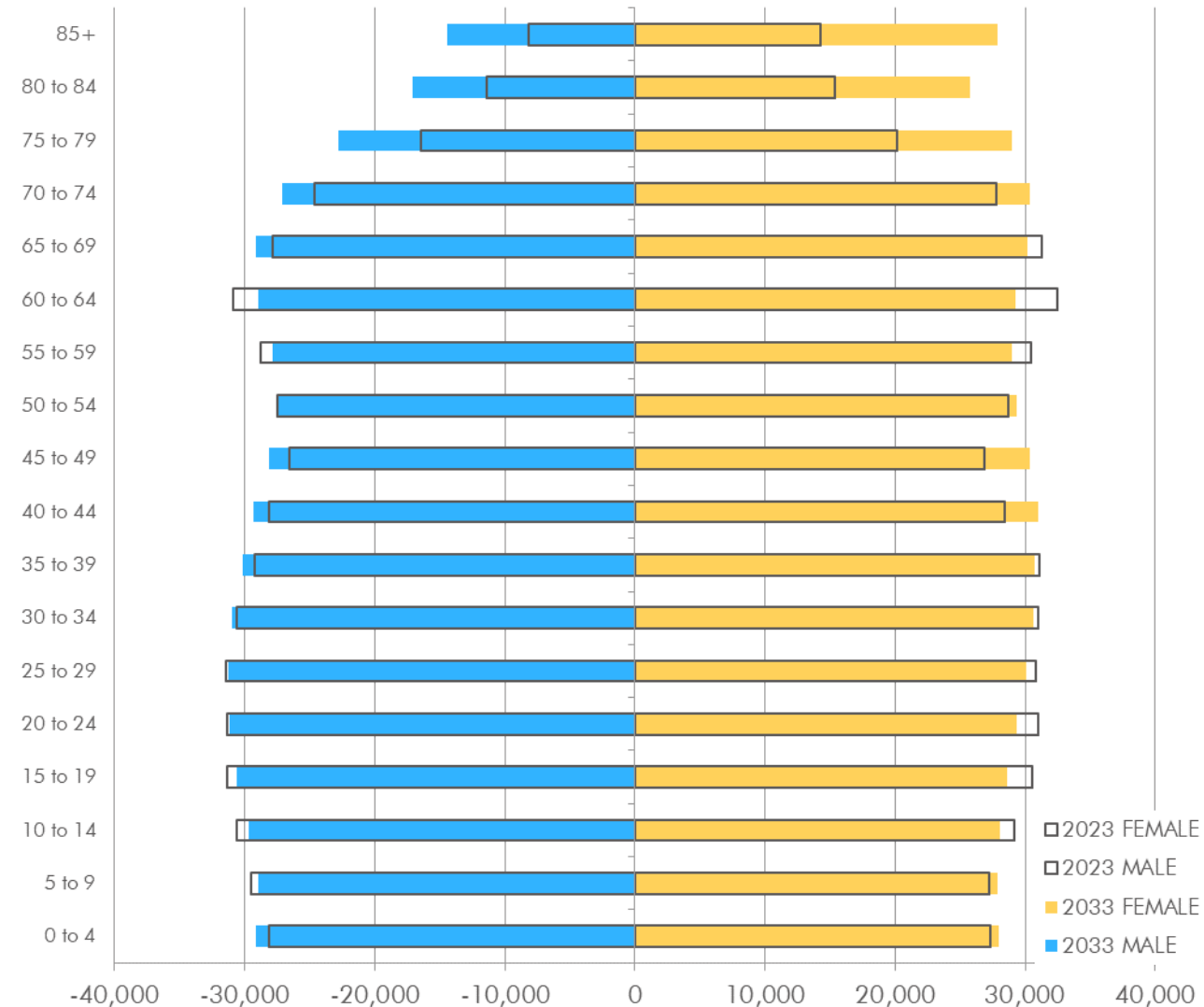
SINGLE-FAMILY BUILDING PERMITS
2013-2022



MULTIFAMILY BUILDING PERMITS
2013-2022



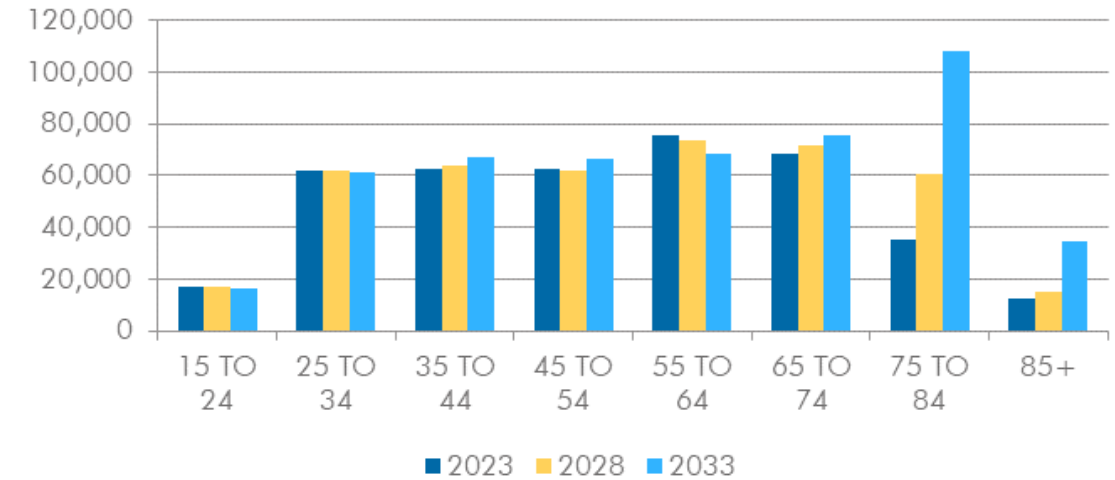
2023 AND 2033 POPULATION BY AGE AND SEX



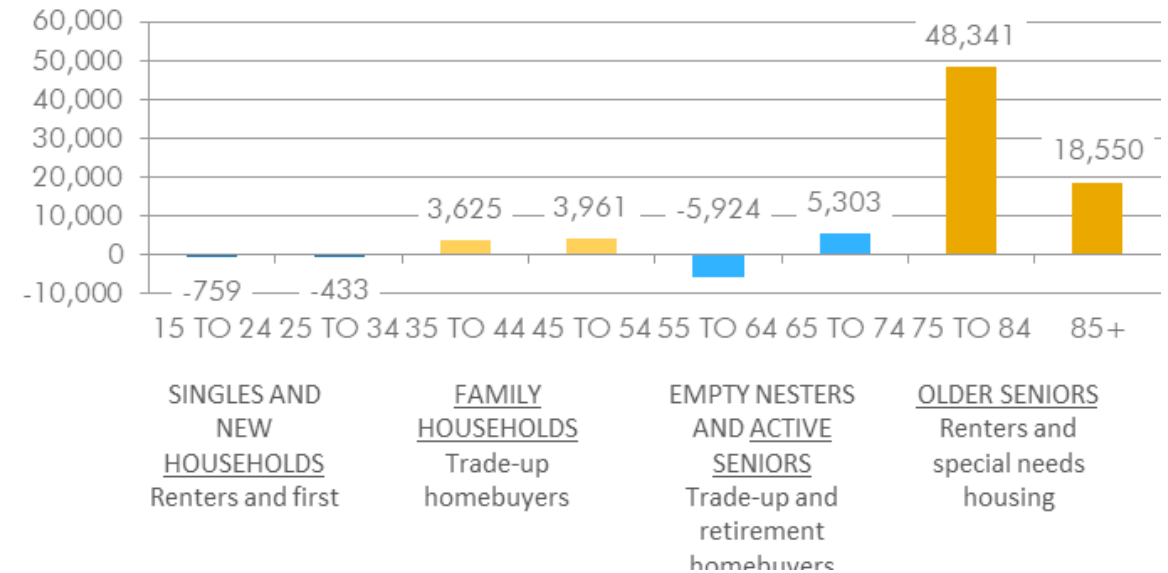
HOUSING DEMAND

- Existing city residents and others making housing transitions
 - Older households
 - Age-appropriate housing
 - Condominiums!
 - Senior-oriented housing
- New residents
 - Younger households
 - Better quality rentals
 - 77% of renters paying under \$1000
 - 54% can afford over \$1000
 - 28% can afford over \$1500

PROJECTED HOUSEHOLDS BY AGE OF HOUSEHOLDER



PROJECTED CHANGE IN HOUSEHOLDS BY STAGE



PHASE ONE



PHASE TWO



PHASE THREE

REDEVELOPMENT

Market Rate Apartments,
Senior Housing,
Condominiums
Sites near the corridor

REDEVELOPMENT

Transition redevelopment
focus to mixed use buildings
on Dixie Drive frontage

REDEVELOPMENT

Carry out redevelopment on
key redevelopment sites

ENHANCEMENT

Grow anchor businesses and
improve property not
targeted for redevelopment

ENHANCEMENT

Grow anchor businesses and
improve property not
targeted for redevelopment

ENHANCEMENT

Transition to district
management and marketing
initiatives

PLANNING

Assemble key
redevelopment sites

PLANNING

Coordinate streetscape and
infrastructure improvements
with redevelopment and
continue site assembly

PLANNING

Leverage the new
downtown to attract
neighborhood-serving
businesses to National Road

REDEVELOPMENT CONCEPT: SITE ONE – DIXIE DRIVE BETWEEN NATIONAL ROAD AND TIONDA DRIVE



REDEVELOPMENT CONCEPT: SITE TWO – DIXIE DRIVE NORTH OF ELVA COURT



REDEVELOPMENT CONCEPT: SITE THREE "A" – MAPLE STREET



REDEVELOPMENT CONCEPT: SITE THREE "B" – MAPLE STREET



Now there's a new and easier way to connect with the City of Vandalia!



Introducing My Vandalia, the fast, easy and free way to connect with the City for just about anything!



MY andalia^{ohio}

Request a "vacation house check."

Report property maintenance issues in an instant.

Report a pothole in seconds! Snap a photo and the app lets us know exactly where to send the crew!

Ask a question or submit a general comment.

It's your direct access line to the City!

Download the My Vandalia app today!





Citywide Policy Goals

Live



Small City Big Opportunity: Be known regionally as a top-tier suburb through top-tier City services. Enhance social and economic investment by promoting the City's high-quality services, well-performing schools, available workforce, escalating quality-of-life, and growing sense of place. Incentivize developments that improve life in Vandalia.



Safe and Secure: Ensure that Vandalia remains a safe and secure community by investing in both traditional public safety operations and creative outreach efforts to meet the evolving needs of our residents and visitors.



Enhance Infrastructure: Protect public assets and infrastructure by making calculated and deliberate investments in roadways, utilities, park spaces.

Work



Fiscal Sustainability: Leverage the operating position of the City to seize strategic opportunities for improving quality of life, while maintaining sustainable fiscal practices.



Trust and Confidence: Promote an open approach to government through coordinated, transparent, and evidence-based engagement practices. Empower residents, business owners and community stakeholders to partner in City programs.



Sharpen the Saw: Commit to process improvements by purposefully refining practices and leveraging technology to improve internal and external customer service.

Play



Vibrant: Be a vibrant community that uses its amenities and growth mindset to create a warm and welcoming environment in which to live, work, and play.