MARKET TOWER

WE BELIEVE THAT THE MOST ROBUST, UNIQUE NEIGHBORHOODS ARE BUILT WITH HARD WORK AND INTEGRITY.
Dear Ms. Senn and Members of the Selection Committee:

The North Market is one of our city's true treasures – historic, eclectic, and all about freshness, quality, community, artisanship, and nurturing local businesses. Its history must not be forgotten even as we look toward its vibrant future. It’s a special place, a revered place, a landmark. The community is appreciative and protective of the North Market. Its future must be imagined by people who have a deeply personal interest in its success.

The Wood Companies is already a major stakeholder in the Short North, having long ago developed a long-term vision for the neighborhood and working diligently over the past 34 years to see that vision implemented. We’ve been one of the entities who have nurtured and curated this neighborhood, and we see nurturing the North Market as the next logical step for us. We are vested neighbors and we do what’s in the best interest of the neighborhood. We offer a grassroots approach to development, working with our neighbors, community groups and stakeholders; we are a “buy and hold” developer and we are immensely proud of the personal relationships we develop with our tenants.

Schiff Capital Group has also dedicated much of its work to improving Columbus neighborhoods and providing appealing housing, office, and retail space through our development and financing services. Successful projects such as the Atlas Apartments, Aston Place, and the Diplomat demonstrate that we bring the expertise needed to develop desirable, high-performing properties, obtain financing, and structure complex business transactions.

In short, this is what we do. We live this. We live here. Our firms have collaborated for several years and we are prepared to undertake this large, exciting, challenging project together, with the goal of securing the North Market’s future and providing a vibrant new destination that further enhances the Short North and Columbus.

It’s our sincere hope that this proposal and its accompanying video begin to express our excitement about the possibilities that lie ahead for the North Market and for the neighborhood. In preparing the proposal, our team has done a significant amount of work, but it has been a labor of love. The prospect of being involved in what will surely be a monumental project and a turning point for our community has captured our imagination and filled us with enthusiasm.

What can’t be achieved via a proposal is the constructive dialogue and teamwork that will be required for this project to be successful. Our team is very much looking forward to the interview stage, where we can begin this conversation and hear your ideas.

Sincerely,

Mark Wood, President
The Wood Companies

Michael Schiff, Esq., Principal
Schiff Capital Group

ABOUT THE TEAM

This is a team comprised of local boutique firms made up of people who care deeply for this neighborhood and this city. We have all worked together and we have mutually respectful, productive relationships that were established years ago and continue to this day.

We decided to come together to imagine the North Market’s future because of these existing relationships and our joint history of developing and designing projects that have a positive impact on our city – projects such as Hubbard Park Place, the Brunner Building, and the Wood Co. building, which all involved infill in the historic Short North.

The Wood Companies’ knowledge of the Short North is unparalleled; we’ve been one of the main caretakers and advocates of this neighborhood since the early 1980’s. Residents love the character, energy and amenities of the area, and businesses have confidence doing business here because of our commitment to doing what’s best for the neighborhood. Schiff Capital Group shares this commitment and has been a true partner on several projects, lending their significant expertise and ensuring that complex financing and real estate transactions are handled thoroughly and efficiently.

Schooley Caldwell has been in business in Columbus since 1944, and because of the firm’s history of preserving and giving new life to Columbus’ iconic buildings, such as the Statehouse, LeVeque Tower, Main Library, Atlas Building, Supreme Court of Ohio, and the Lazarus Building, brings an unmatched sensitivity to the historic context of the North Market and its surrounding Historic District. Much of Schooley Caldwell’s work involves “legacy projects” – buildings that will stand the test of time and be important to future generations. Market Tower will undoubtedly be one of these.

Together we offer the skill and vision that this vital project will require, and we are local, accessible, and passionate about this neighborhood. We’re ready to get started!
The Wood Companies has played a major role of the Short North since the very beginning of the neighborhood’s renaissance in the early 1980’s. Sandy Wood bought and renovated dilapidated buildings in the Short North, an area plagued, at that time, by crime, prostitution, and derelict structures. Sandy Wood worked with the neighbors in a bottom-up fashion and started building a community consisting of an eclectic mix of residents, artists, retailers, and restaurateurs. Sandy played an integral part in creating the Short North Special Improvements District, commissioning the now iconic, artistic murals around the neighborhood, and helping to set up the nationally-recognized Gallery Hop.

As the Short North has become more developed, Mark Wood remains committed to the Wood Companies’ identity as a curator of the neighborhood and nurturer of small businesses. The Wood Companies leases space to over half of the art galleries in the Short North at highly subsidized rates. The Wood Companies is committed to getting the right user for the neighborhood, not who can simply pay the highest rent. It is this forward thinking that played a large part in the New York Times to describing the Short North as “an eclectic grove that can be found nowhere else in Ohio.”

In 2012, the Wood Companies partnered with Schiff Capital to create the best living, working, and dining experiences in all of central Ohio. With over $100 million under development, Mark Wood still thinks of each apartment and commercial space as a home, and minutely planning each and every detail. Whether it’s its new construction or a historic preservation project, the objective behind every project is create a landmark building with authentic materials that will fit seamlessly within the existing streetscape.

Over the last 34 years, Sandy and Mark Wood have developed $525,000 of development all located in the Short North. However, the most important accomplishment of the Wood Companies is the relationships it has built with residents and business owner. Many of the Wood Companies tenants have lived or worked with us for over 30 years.

SERVICES PROVIDED, EXPERIENCE, PERSONNEL, AND CAPACITY

SERVICES PROVIDED:
- Real estate development; property leasing and construction management

EXPERIENCE:
- 30+ years of developing properties in the Short North Arts District (see “Development Experience” section)
- Over $100 million currently in development in the Short North Arts District

PERSONNEL:
- 21

CAPACITY: All appropriate staff will be available for this project. The Wood Companies’ current projects under construction (Hubbard Park Place, 711 N. High Street, and the Brunner Building) will all be complete prior to the start of construction on Market Tower; so all needed staff will be able to commit the time needed for this project.

www.woodcompanies.com

Mark Wood, President

Mark Wood has been with the company for 25 of its nearly 35 year history. The Wood Companies were pioneers in the redevelopment of the Short North Arts District, remain the area’s premier real estate firm, and the single largest property owner of High Street frontage in the Short North.

Mark believes that as vibrant as the Short North is today, the neighborhood has not come close to reaching its potential. He remains passionate about cultivating the neighborhood’s retail mix as a destination for independent shopping, supporting and subsidizing the neighborhood’s art galleries and setting some of the highest standards for construction and finishes in the City. With a specialty in mixed use developments, Mark understands the opportunities to create vibrancy by strategically mixing and managing a wide range of uses within a compact footprint.

The Wood Companies currently has over $100 million of development under construction and control some of the best in-fill development sites in the Short North. Several of the new developments are owned in partnership Schiff Capital Group, which is also part of the proposed development team for the North Market site.

Mark currently serves as Vice President of the Short North Special Improvement District. He has served on numerous neighborhood and City of Columbus committees focused on improving quality of life issues in the Short North such as development of area parking strategies, development of neighborhood architectural guidelines and planning for public infrastructure improvements.

Joe Mitchell, Director of Development

As Director of Development, Joe is responsible for managing both development and construction activities for The Wood Companies. Such responsibilities encompass development conception and financing, municipally compliant and permitting, job costing, project buyout and contract awarding, managing design changes and contingency planning, and overseeing day-to-day construction management. Joe has been with The Wood Companies since 2008 and is currently engaged in the management of over $100 million in project development in the Short North. Joe served as the project manager for such notable projects as The Wood Co Building, The Dennison, and The Diplomat.

Prior to working for The Wood Companies, Joe served as a project manager for regional general contractors and real estate development firms in Ohio and Florida. Joe is a graduate of Franklin University.

Michael J. Schiff, Esq., Principal

As an experienced real estate executive and advisor, Mr. Schiff has structured and led the development of numerous real estate projects. Additionally, he has worked on many sophisticated and complex deals of all types with a focus on orchestrating the structure and closing of the transaction.

Prior to founding Schiff Capital, Mr. Schiff was the Executive Vice President of Schottenstein Property Group and Managing Director of Schottenstein Stares Corp. In that capacity, he handled numerous transactions across the United States and spent a significant amount of time in the Columbus and New York City real estate markets executing deals and building relationships for nearly all of the Schottenstein divisions. During the past 25 years, Mr. Schiff has worked on the purchase and sale of major corporations and properties totaling nearly a billion dollars. Mr. Schiff is a graduate of the Washington University in St. Louis School of Law and the University of Cincinnati.

Joel M. Lilly, COO & CFO

As COO & CFO of Schiff Capital, Mr. Lilly is responsible for managing the capital needs (debt and equity) for Schiff Capital’s existing and future investment portfolio, compliance and performance, marketing, raising of equity funds for investing in real estate and many other unique business investment opportunities. Prior to joining Schiff Capital, Mr. Lilly was the co-founder, COO, and CIO of TalentRooster.com, the premier provider of digital video technology for talent acquisition connecting job seekers with employers using state-of-the-art digital video profiles. While at TalentRooster Mr. Lilly managed the day-to-day operations of the company, directed business development opportunities, and implemented TalentRooster’s cutting-edge technology.

Mr. Lilly holds a BA from Albion College. He also previously served as Vice President of Finance & Development for another large real estate developer, where he was responsible for securing land and construction financing for real estate projects in development.

SCHIFF CAPITAL GROUP

SCHIFF CAPITAL GROUP is a privately held real estate development and investment firm headquartered in Columbus, Ohio. Schiff Capital specializes in buying, selling, and developing properties, obtaining and providing financing, and using its extensive experience to structure complex real estate deals and business transactions.

SCHIFF CAPITAL GROUP is experienced in dealing with entitlements, tax credits and other forms of public and private incentives. Schiff Capital’s real estate background includes mixed-use projects, multi-family residential, retail, office, and medical office. This experience, combined with their ability to locate opportunities and complete transactions, makes Schiff Capital uniquely positioned to structure and close intricate business and real estate deals.

SCHIFF CAPITAL GROUP’s services range from planning and structuring real estate projects as the role of developer to raising equity funds for investing in real estate and many other unique business opportunities. The following are a sampling of Schiff Capital’s prior projects:

- The 600 Goode apartments and The Gramercy Apartments, the build-to-suit. Ohio Health Office located in Pickerington, medical office buildings in three states, several retail shopping centers

- Columbus and two recently developed shopping centers in Naples, Florida. Schiff Capital is also a majority owner in other buildings such as the LeVeque Tower and a major office building on Riverside Drive in Grandview.

Click to see our full site.

www.schiffcapital.com

President of Finance & Development for another large real estate developer, where he was responsible for securing land and construction financing for real estate projects in development.

www.schiffcapital.com
ANTICIPATED GENERAL CONTRACTOR:

The beautiful, enduring structures we create for government, education, cultural and other public and private clients are inspired by the people that interact with them where they live, learn, work and play. We draw from over 70 years of experience to design unique and innovative new buildings. Our architects also breathe new life into time-honored spaces through preservation, renovation, additions and adaptive use. The success of our work can be measured by the legacy of impact it has on our clients and communities.

Much of Schooley Caldwell’s work involves iconic buildings in historically rich contexts. Designing a new building in a historic district requires sensitivity to and respect for the architectural character of the original buildings in the area. Because of Schooley Caldwell’s significant portfolio of historic building additions and renovations, we offer an unmatched level of historical sensitivity to the team. One of the City of Columbus’ considerations for this project is how best to integrate a new building into the North Market Historic District, and our experience qualifies us to successfully address this challenge. Time and again our team has designed new buildings and additions that are modern and of their time, but appropriate and respectful to their historic surroundings.

In addition to our historic renovation expertise, Schooley Caldwell’s work for public and private clients encompasses diverse building types and sizes, and includes mixed-use developments, civic/government facilities, academic spaces, student housing, multi-unit residential facilities, cultural and recreation facilities, and office space.

ANTICIPATED CONSTRUCTION MANAGER:

With over 80 years in the industry, Dugan & Meyers truly understands the unique construction needs of different markets and has completed thousands of assignments successfully. Our project list is varied and includes such diversified construction projects as parking structures, school and university buildings, health care and hospital facilities, manufacturing, power, sewage and water plants, pump stations, high-rise offices, hotels, retail, convention centers and airports.

Our team of construction professionals is motivated by intense corporate pride that results in performance well exceeding our customers’ expectations. This pride speaks loudest with our long list of national and local satisfied repeat clients.

Dugan & Meyers Construction Co. is a C corporation and was incorporated in 1960 in the State of Ohio. The Board of Directors consists of Chairman Jerome E. Meyers, Jr., and Board Members Daniel F. Dugan, Timothy A. Dugan, Jeffrey P. Kelly, Gary Hartman of Integrated Protection Services and Andrew Englehart of Construction Process Solutions, Ltd.

ARCHITECT:

SCHOOLEY CALDWELL

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Hubbard Park Place

Developed by The Wood Companies and Schiff Capital Group and designed by Schooley Caldwell, Hubbard Park Place is a new mixed-use infill development, replacing a surface parking lot. This much-anticipated addition to the Short North/Italian Village area will contain 101 apartment units, 12,000 square feet of office space, 145 parking spaces, and a magnificent rooftop pool experience.

Throughout the design process, one of the team’s goals was to create a building that would enhance its historic and character-filled surroundings while filling the demand for more housing and office space. Featuring lovely brownstone-style townhomes in front of a seven-story apartment and office building, Hubbard Park Place will do just that.
711 North High Street will soon be one of the most iconic and enviable office developments in the city, showcasing both a street-level restaurant and a rooftop dining experience connected by an elevator that ascends the nine-story building, which will be the tallest in the Short North. Developed by The Wood Companies and Schiff Capital Group, this project replaces a surface parking lot with density and activity, featuring modern finishes and high-class amenities.
PROJECT EXPERIENCE

WOOD CO. BUILDING

This project, developed by The Wood Companies and designed by Schooley Caldwell, involved a 3-story addition to an existing building in one of the most desirable locations in Columbus - the heart of the bustling Short North Arts District.

The 37,500 square foot addition included office space on the second floor and 24 luxury apartments on the third and fourth floors, featuring 11 different floor plans. The addition was built while the ground floor tenants, including Z-Pizza and Northstar Café, remained open and fully in operation. The project also included design of a single-story parking structure for the use of the building’s tenants.

THE ATLAS BUILDING

Schiff Capital Group was the developer and Schooley Caldwell the architect for the long-anticipated renovation of the historic Atlas Building, a remarkable example of fin de siècle high-rise architecture. The first three floors feature dark-red stone columns, the next seven floors are done in red brick, while two over-scaled top stories form a crown of white stone with ornate terra-cotta detailing. The lobby features a pristine white marble staircase and atrium. The team went to great lengths to preserve the striking features and architectural character that have defined this landmark since the turn of the 20th century. The Atlas Apartments embody timeless, modern design for the upscale urban lifestyle. New York inspired, residents enjoy the welcoming metro environment and first class service provided by The Atlas Apartments in the heart of downtown Columbus.
PROJECT EXPERIENCE

THE BRUNNER BUILDING

This Short North infill project, another collaboration between The Wood Companies and Schooley Caldwell, is a six-story mixed use building just north of East 1st Avenue. The Brunner Building includes 3,700 square feet of retail space, 10,000 square feet of office space, and 33 apartment units. Currently under construction, the Brunner Building will soon be known for its penthouse-level clubhouse and rooftop patio, along with three impressive penthouse suites, each with its own sweeping private terrace.

THE DENNISON AND SANBORN AT THE PARK

The Wood Companies developed both the Dennison, a historic hotel from the late 1800’s, and the Sanborn at the Park, a new building with classic touches, into residences nestled in the historic residential streets of Victorian Village overlooking Goodale Park. Schooley Caldwell was the architect and was tasked with designing a building that integrated seamlessly into this well-established, historic neighborhood.

The Dennison and Sanborn at the Park offer a rooftop experience unlike any other in the city, complete with a fireplace, dining tables and lovely views of the park and neighborhood rooftops. A secure, underground parking garage is provided for residents, along with custom-built wooden cabinetry, custom closets and large kitchens with quartz countertops and imported 36” six-burner gas ranges from Italy.
This team is committed to maximizing opportunities for minority and woman-owned businesses. Our plan involves M/WBE participation throughout both the design and construction phases. Both Schooley Caldwell and Dugan & Meyers frequently work for public entities; this means each firm has excellent relationships with M/WBE firms and has a process in place for facilitating inclusion and assembling diverse, well-qualified teams of consultants and subcontractors. Our team is accustomed to meeting or exceeding the participation goals of various public entities.

**M/WBE Participation During Design:**
Schooley Caldwell will lead the design phase and will be responsible for assembling the full design team, with input from Wood Companies and Schiff Capital Group. The Market Tower development will be a large, complex project that will require the expertise of several engineering consultants and other specialty consultants. These may include, but are not limited to, the following:

- Surveyor
- Civil engineer
- Landscape architect / urban planner
- Cultural resources / archaeology
- Structural engineer
- Mechanical / electrical / plumbing engineer
- Technology designer
- Lighting designer
- Parking consultant
- Security consultant
- Building commissioning consultant

We have identified several M/WBE firms that could provide these services, and we will give them first consideration. These are local companies with whom we’ve worked in the past, and who share our commitment to quality design and excellent service.

Schooley Caldwell is proud of the results of some of our recent inclusion efforts:

- Michael B. Coleman Governmental Center
  - Combined M/WBE participation exceeds 8%

- The Ohio State University South High Rises
  - EDGE participation exceeded 20%

- Franklin County Hall of Justice Renovation
  - M/WBE participation exceeded 7%

The Wood Companies has a long history of working with Buckner & Sons Masonry, a local minority owned business. Buckner & Sons has approached our team about the possibility of joining as a minority partner, and we are exploring this further. This is just another example of the significant opportunities this project is anticipated to afford local M/WBE’s.

During the construction phase, M/WBE participation will be facilitated via several methods including:

- In addition to typical advertising through local newspapers and subscription services such as The Blue Book, advertising bidding/subcontracting opportunities in minority trade publications and through local minority business assistance centers, such as Ohio MBE, COMBA, and the Call & Post
- Breaking large scopes of work into smaller bid packages, to allow smaller firms to compete
- Providing plans / bidding documents to M/WBE subcontractors and organizations, as well as all local and regional planrooms and online planroom services
- Hosting outreach sessions / informational meetings to allow M/WBE firms to meet key personnel and learn first-hand of upcoming project opportunities

**INCLUSION PLAN**

**PROJECT EXPERIENCE**

**MICHAEL B. COLEMAN GOVERNMENTAL CENTER**

Schooley Caldwell (in conjunction with DesignGroup) designed this new 180,000 square foot office building at the corner of Front and Long Streets for the City of Columbus, which will consolidate four city departments currently housed elsewhere.

The Departments of Development, Building and Zoning, Public Services, and Public Utilities will occupy the new building, which has been designed around the concept of an efficient “one-stop shop” for residents and businesses to take care of a multitude of City-related transactions, including utility payments, building permits, and more. A 700-space parking garage is also part of the project.
Introducing Market Tower

We envision an elegant, iconic tower, the silhouette of which will be one of the most recognizable in the Midwest. “Market Tower,” which will contain attractive offices and residences, offers a larger customer base for the North Market, along with space for expansion. Top notch amenities, such as restaurant, retail, and entertainment space; varied rooftop experiences, including lush, public gardens; and flexible event and community areas render this structure unparalleled in Columbus and truly unique to the region. A gorgeous glass-ceiled atrium, for example, abundant with greenery and offering much needed space for people to gather, will connect Market Tower to the North Market.

Our goal is for Market Tower to enhance the North Market, and ensure and bolster its success. Inevitably, with the North Market as its anchor, Market Tower will also act as the launching point for the development of a vibrant new neighborhood.

The development of the Market Tower concept began with several organizing ideas; primary among these was treating the North Market as the absolute center of gravity for the redevelopment of not only the North Market Historic District, but also the urban area bounded by I-670, Neil Avenue, the CSX rail line and North High Street.

The North Market is and should remain the center of activity as the surrounding neighborhood continues to reinvent itself with dense residential development replacing existing surface lots and active mixed-use renovation and redevelopment of properties closer to Front Street. Our proposal seeks to expand upon the success of the existing North Market by creating area for additional market vendors and expanded operations, adding retail space for needs such as a pharmacy, in addition to a built-in customer base consisting of residents, office tenants, and increased foot traffic.

The design of Market Tower also embraced the need to add sufficient density and intensity of use to the site, creating synergy with the North Market, adding to its activity, and helping to ensure its long-term success, while keeping the authenticity and feel of the historic North Market intact and central to the experience. Market Tower is oriented to allow upper floor office tenants and residents to be just steps from a perfect amount of the liveliness and energy of the market, without being overwhelmed by it.
A Neighborhood-Defining Centerpiece

The strategy for the ground floor experience revolves around the Grand Atrium – a new neighborhood centerpiece and hub of activity, open and civic in scale, and complementary to the North Market’s dense, “elbow-to-elbow” feel. The Grand Atrium will be light-filled, warm, and bustling. It will serve as a community gathering space, a beautiful setting for dining, and will also be leasable for special events after peak hours. Currently, the North Market is busy at a couple of peak times daily; this new focal point for the neighborhood will promote all-day activity and pedestrian traffic. The Grand Atrium will allow the North Market to host more events and could even allow the Farmer’s Market to be year-long event. This flexible, welcoming space will be an incredible asset to the North Market and the community.

The Grand Atrium also provides an inviting new entry for the North Market and connects it to significant expansion space, the East Wing. The East Wing provides additional space for vendor stalls, dining, and other possible uses that the North Market may wish to explore.

Rethinking Spruce Street

Currently, Spruce Street is a roadway that is occasionally closed for special events. Our design seeks to challenge this – we propose Spruce Street as an outdoor venue that is sometimes open to vehicular traffic. This will allow activity to spill out from the North Market and the Grand Atrium, engaging the neighborhood and encouraging increased foot traffic. The Spruce Street Plaza will be another amenity available to the North Market and Market Tower and will also provide more visibility from High Street, drawing in more visitors.

The Spruce Street Plaza is one of the most important features of our proposal and will be a new neighborhood gathering space.
Engaging with the streets and neighbors

The design seeks to create an active relationship with the neighborhood by developing ways for the North Market to engage with new outdoor spaces, activate the street frontages and connect with the surrounding neighborhood. We describe the ground floor of Market Tower as “porous” and consciously sought to allow the flow of market activity and marketgoers to shape the layout and dynamic of Market Tower. In support of this, we’ve endeavored to reinforce free-flowing circulation by developing an extensive open second floor, which overlooks the East Wing and the Grand Atrium. We have also limited the number of spaces which require solid walls, to open views across the floor area as much as possible. An anticipated 2-story retail pharmacy at the corner of Wall St. and Vine St. will further engage the street and increase pedestrian traffic.
**More, Better Connected Space**

The second floor of Market Tower is intended to add additional activity to the existing North Market mezzanine and help better activate this space. Market Tower’s second floor is home to spaces intended to provide the North Market with opportunities to develop its business model with new ventures like cooking classes, incubator spaces for food-related startup businesses, a leasable commissary kitchen, a school of mixology – or even programs that have yet to be conceived! The second floor could also become home to vendor stalls for artists or crafts-related businesses, providing additional draw and adding diversity to the shopping experience (similar to pairings at other public markets like Seattle’s Pike Place).

Market Tower’s second floor also features the first of many levels of outdoor terraces, which accommodates relaxed outdoor dining overlooking the activity of the Spruce Street Plaza with a visual connection back to High Street. This roof terrace is conceived as a linear park which defines the northern edge of Market Tower. We envision it extending across Wall Street towards High Street, to engage the public open space on the south side of the corner of Spruce and High. Reclaiming this public space will allow the North Market to increase its visibility from High Street and extend the park-like quality of the Spruce Street Plaza to High Street, expanding the visual presence of the North Market.
Market Tower’s second floor is intended to provide the North Market with opportunities for new ventures like cooking classes.
The Vine Street garage will be used for circulation and as a pass through to Market Tower’s 3rd floor parking level. The parking level will be able to be repurposed if parking needs change in the future.

Circulation, Parking, and Logistics

The ground floor of Market Tower includes two entrances to the vertical circulation for the upper floors. A public entrance opens from Vine Street for access to the lower floors, which house parking, office areas, retail, and restaurants, and the public outdoor rooftop terrace. A second entrance from Wall Street serves the apartment residents. The existing loading dock, accessed from Vine Street, will be revamped to serve both the North Market and Market Tower. The new enclosed space will allow loading and unloading for merchants and provide space for trash and recyclables to be contained within the service bay.

Parking is provided at two levels. East of the service dock is the entrance to below-grade parking for approximately 100 spaces, anticipated to be the garage used by North Market customers; the service dock and the below grade parking are laid out to serve the current and future needs of the North Market and planned to minimize interruptions to market operations during construction. The below grade parking can also be brought online as an early phase of the project, to limit the potential impact of parking disruptions on the North Market’s operation.

The third floor of Market Tower is planned as another parking level, a further acknowledgement of the very real need to support this development with adequate parking. It is also a reflection of our effort to maximize the space dedicated to people/public uses and pedestrian activity on the ground level, and minimize the area occupied by vehicles. We propose to develop a shared use agreement with the Franklin County-owned parking garage on the south side of Vine Street, which would allow Market Tower patrons and residents to enter the Vine Street garage, circulate up to the third level (P5), then cross Vine Street on a covered pedestrian/vehicular bridge to the third floor of Market Tower which houses a parking deck of 80 spaces. Market Tower patrons would pass through a separate set of control gates in the garage, in order to be separated from the aggregate garage users. This strategy capitalizes on the existing resource of the garage for control and vertical movement, but also envisions an ability to respond to changes in parking needs that may be the result of developing technologies like autonomous vehicles or broader use of car sharing. Market Tower’s third floor will be able to be repurposed into an additional floor of office space if parking needs change in the coming years – so it is responsive to today’s needs as well as tomorrow’s.
The fourth floor of Market Tower is set back 15 feet from the lower floors, creating an outdoor terrace on all sides of the building. This floor is designed as an open multi-tenant office floor with all office suites having access to an outdoor terrace area. Similarly, the fifth floor is an office floor with smaller terraces for office tenants. The various terraces create varied rooftop experiences that bring activity outdoors and are softened by plantings to create a stair stepping of green spaces on the building’s lower floors, complementing the North Market’s emphasis on connecting consumers with the natural origins of their produce.

The sixth floor provides space for a restaurant with another outdoor rooftop experience; at this level the height of the terrace will have cleared the height of the Vine Street Parking Garage, and as a result dramatic views of the downtown skyline will open up. Approximately half of the sixth floor will be developed as office space.
On the seventh floor will be a private terrace area with a pool for the use of Market Tower’s residents. This floor will also include the fitness, spa and club room spaces. The seventh floor will be home to many of the amenities that have helped the Wood Companies establish their reputation as developers of the premier residential projects in the Short North, the Wood Boutique Collection. The lifestyle of residents in the tower will be centered upon these shared amenities – and the communities and friendships they foster.

The remaining floors of Market Tower will house apartments, with the number of units per floor decreasing on the upper floors and the possibility of including penthouse units.
ECONOMIC BENEFIT

TOTAL NUMBER OF PERMANENT JOBS CREATED OR RETAINED

A project of this scale will have a very significant economic impact. Our estimate of the total project investment is $115.8 million. Shown below are estimates of the total number of permanent jobs created and the tax benefits to the City of Columbus:

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<tr>
<td>Fire Protection</td>
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<tr>
<td>Plumbing</td>
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<tr>
<td>HVAC</td>
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</tr>
<tr>
<td>Electrical</td>
<td>25</td>
</tr>
</tbody>
</table>

Subtotal 306 *

* on site labor only - does not include supply chain

OTHER DIRECT ECONOMIC IMPACTS

Construction jobs, while not permanent, are another significant and direct economic impact. We estimate the following construction jobs as a part of this project:
COMMUNITY IMPACT

The goal of creating a positive community impact via this proposed development has been at the forefront of our team’s efforts thus far, and it will continue to be. Throughout the process of brainstorming, discussing, and developing ideas and concepts for the development, the question we’ve continually asked ourselves is “does this provide maximum benefit to the North Market and the community as a whole?” Below we summarize the ways in which our proposal addresses each of these critical concerns:

*Plan for long-term sustainable financial structure to support North Market*
Incentives for other Wood Companies and Schiff Capital Group Residents

The Wood Companies and Schiff Capital Group manage and lease housing, office, and retail. Our team has identified various ways to use our portfolio of properties to drive more business to the North Market, and we would work in close conjunction with NMDA to develop an even more comprehensive marketing plan that provides incentives to residents of The Wood Companies and Schiff Capital Group properties (for example, running promotions to our residents to promote more traffic Monday through Wednesday). By encouraging our residents to take advantage of the North Market’s remarkable variety, value, quality, and convenience—all of which will only be enhanced once Market Tower is complete—we hope to also increase its customer base and revenues.

One of the ways we plan to promote to the North Market to our existing residents is to offer them gift cards during construction of the Market Tower, in order to offset potential revenue losses that may occur. We will also provide a North Market gift card as a move-in gift to new residents, to introduce them to the Market if they aren’t already patrons or to encourage them to visit and spend more if they are already regular customers.

Our team wants to be a true long-term partner with the NMDA. We plan to work together to introduce and keep more customers, and we believe that our proposed programming within the Market Tower development will go a long way toward this. However, we look forward to discussing this with the NMDA to identify more ways to help the North Market thrive.

Our team is very aware of the need to keep the North Market up and running during construction. Schooley Caldwell in particular frequently designs renovations to buildings that cannot close. The Greater Columbus Convention Center, currently under renovation, has remained operational during construction.
How the new development will complement the North Market building and integrate into the surrounding Historic District

Understanding of the North Market Historic District is fundamental to our design for Market Tower. Our design philosophy centered on treating the existing North Market building as the landmark that it is, while designing everything else to harmonize with the North Market and its surrounding context.

We began by developing an understanding for the North Market’s scale, circulation patterns, strengths, and weaknesses. We share the fondness Columbus residents have for the North Market’s slightly shopworn feel and its authenticity. Those of us who have been market patrons from the days of the double Quonset hut have a love and appreciation for the grit and determination of the North Market; we also understand that those who have only come to know the North Market in more recent years appreciate its vibrancy and diversity, keeping pace with an increasingly diverse and multicultural city.

We have sought to create an architectural form large enough to have the economic impact required to provide a secure future for the North Market, while also creating a meaningful outdoor space to allow the North Market to continue to be the epicenter of food culture in Central Ohio, with outdoor festivals and other events throughout the year. The Spruce Street Plaza is intended to allow the North Market to change the impression of Spruce Street from a roadway that is occasionally closed for festivals, to a festival/market area which is sometimes open to traffic.

The scale and massing of Market Tower have been carefully thought out. Our challenge in finding a way to fit a large building onto what is a comparatively small site led us in the direction of a tall tower; its form was created by paying close attention to the defining scale of the existing historic neighborhood buildings. This led us to establish a low three-story base and introduce the stepping back of the mid-rise floors until the tower form emerges free from the base. We took many cues from traditional high-rise buildings, which used setbacks to create a street edge and articulate the form of the building. Knowing that the building will become a prominent presence in the Columbus skyline and will be visible from a great distance, we chose a form that is tall, elegant, and alluring.

The materials have been selected to complement the other buildings in the district. On the three-story base we’ve chosen to use traditional brick masonry with deeply punched window openings to relate to the scale, rhythm and depth of the surrounding neighborhood buildings. Moving up, the brick masonry continues but we begin to lighten the expression and form by integrating terra cotta banding and larger amounts of glass, allowing the glass to eventually become the defining expression at top of the building.

The resulting Market Tower is contextual and respectful of its surroundings – it is a building that could only be built on this particular site. Market Tower is also modern and graceful, a beautiful new element of our city’s skyline.
Proposed treatment of North Market and plan to expand its services and operations

The Grand Atrium will serve as the new civic center or “hub” of the neighborhood, providing a new, vibrant focal point and community gathering and dining place. It will also be leasable as a special event space after peak hours, and will provide a beautiful and seamless connection between the North Market and Market Tower. Additionally, the Grand Atrium provides a new, welcoming entrance to the North Market’s second floor, enhancing its appeal to tenants and patrons alike. The Grand Atrium will create synergy between the North Market, Market Tower, and the surrounding neighborhood. We envision it being, more often than not, filled...with light, people, food, conversation, laughter, reflection, camaraderie...community.

To avoid disrupting the North Market’s ongoing operations during construction, our proposal provides limited renovations and upgrades to the existing building. These are mainly limited to issues related to improved circulation within the North Market and connectivity with Market Tower. We are also proposing improved wayfinding throughout, and upgrades to the finishes to provide an enhanced, fresh look to the existing building. These can be completed without negatively impacting the existing North Market vendors’ operations.

An early phase of the project should include upgrades to the entrances and seating areas on the west side of the existing building, so that the North Market becomes more of a “beacon” to those approaching from Vine and Front Streets. This will also encourage all visitors to enter the North Market from the west entrance, thereby avoiding the construction site on the east.

When it comes to expanding the North Market’s services and operations, our proposal provides many exciting possibilities! Community gathering space, leasable event space, space for additional vendors, incubator spaces for entrepreneurs and startups, and community kitchen/cooking spaces are all envisioned as part of Market Tower. We will work with the North Market to determine the best uses and programming, as well as to firm up how much leasable space is desired both now and in the future. The design for Market Tower provides ample space to expand and increase the North Market’s number of vendors, programming, and special events - and therefore its revenue as well. Additionally, Market Tower proposes 40,000-50,000 square feet of office space, which means more built-in weekday customers in addition to the residents.

Our team is receptive to any ideas that the NMDA has with regard to treatment of the existing building. Further, once Market Tower is complete, it will provide expansion space so that if the NMDA wishes to pursue more extensive renovations to the existing building, they’ll be able to potentially move tenants out during the renovations to avoid negatively impacting their businesses.
**Arrangements to address any and all operational needs of the North Market during development phase**

The ability of the North Market to continue to operate uninterrupted has been at the forefront of our planning efforts. We have a line item in the project budget dedicated to supporting the North Market during the construction period. We would like to discuss this with the NMDA to appropriately allocate these funds, but we anticipate a significant portion will go toward addressing the availability of parking. The specific amount will become more defined in the next stage of the selection process and through discussion with the appropriate stakeholders.

We understand that having short-term, inexpensive parking options available to patrons is paramount to the North Market’s operations during construction. We could fulfill this need through various means:

1. Leasing designated spaces in the Vine Street Garage from the Franklin County Convention Facilities Authority and making these available at a reduced rate to North Market patrons with a validated ticket. We have already had preliminary discussions with the County about this plan and will continue to explore this further.

2. Leasing parking spaces from neighboring properties, particularly on weekends, and making these available to North Market patrons.

3. Leasing a designated number of spaces in the parking lots on Vine Street, just west of the North Market, and providing a shuttle service to/from these lots during peak hours.

We would need to discuss this in-depth with the North Market Development Authority to understand issues such as their peak hours, employee hours, and special events, but there may be other options that would be viable solutions as well and our team will explore these with the NMDA.

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**Impact on visitor experience**

During construction, we will seek to minimize the impact on the visitor experience. As previously mentioned, upgrading the west side entrances so that visitors can more easily avoid the construction site; providing clear signage and wayfinding all around the site; and providing convenient short-term parking are some of the ways we’ve identified to achieve this. Communication will be key. Our team will work with the NMDA to develop a thorough and specific communication plan to keep visitors informed. Social media, e-mail, and a dedicated section on the North Market’s website will likely be the primary channels; we can also involve local media outlets when appropriate and explore any other ideas with the NMDA.

Once Market Tower is completed, our goal is to maximize the visitor experience! The list of ways this will be accomplished is lengthy, but exciting:

- The Grand Atrium will transform the visitor experience. It will serve as a hub for social engagement throughout the day, filling previously slow times with activity. The dining experience for visitors will be greatly enhanced with several new options.

- Expansion space to allow the North Market to continue to support current businesses, startups, and to provide goods and services not currently offered at the North Market. More varied offerings will attract more visitors and regular customers. The addition of retail spaces not currently located in the area, such as a pharmacy, will transform the area into a one-stop shopping experience. This will also be an attractive amenity for Convention Center and nearby hotel guests, which in turn could increase North Market visitors.

- The 180+ residential units will serve as a catalyst for a vibrant neighborhood anchored around the North Market.

- The North Market’s 2nd floor will be easier to access.

- The revamping of Spruce Street will improve the visual connection to the North Market from High Street, drawing in more people (e.g. from the Convention Center).

- Ground floor activity will activate the surrounding streets; Spruce Street will become more pedestrian friendly and more of a community area, providing better/expanded space for things like farmer’s markets. The Grand Atrium could potentially allow the North Market to expand the farmer’s market to a year-round event.

- The development provides vibrant public spaces, both indoor and outdoor.
Treatment of the historic building and sensitivity to the environmental site conditions

Our design treats the historic North Market building as the beloved and iconic place that it is. The North Market and other surrounding buildings in the Historic District have informed the design of Market Tower, which has been formulated as a respectful yet modern addition to the neighborhood, and in such a way that its height does not mar the significant pedestrian and street-level activity that will take place here.

Construction on this site will require sensitivity to not just the historic neighborhood, but the history that lies below its surface. Before proceeding with design, our team will engage a Cultural Resources Management firm to develop a thorough plan for the treatment of any remains or artifacts that may be found. This will be done in close consultation with the State Historic Preservation Office. We are very mindful of the need to proceed with this project in a considerate manner.

In our view, sensitivity to the environmental conditions doesn't just mean being mindful and respectful of the past, but also of the future. Market Tower’s construction will incorporate sustainability and environmental awareness throughout planning, construction and operation. Our team is very aware of the opportunity to limit our environmental footprint through careful planning. This project will accomplish this in several ways:

- The building will meet contemporary benchmarks for energy usage, lessening its impact on the environment
- By increasing density in the urban core, we’re maximizing the use of the existing infrastructure
- The mixed use character of Market Tower encourages changes in people’s thinking regarding the use of automobiles, and increases the viability of alternative forms of transportation. This is one more step toward making Columbus more encouraging of lifestyles that are not completely reliant upon automobiles.
- Market Tower incorporates layers of rooftop terraces for residents, office tenants and patrons to have access to satisfying outdoor environments that connect them with the natural world. In addition to creating a respite for people, these terraces create “green roof” cover for much of the site, reducing the urban heat island effect, lowering the energy usage of Market Tower, and providing expanded opportunities to manage storm water.

Additional Community Impacts

A catalyst for future growth

We envision this project being so impactful that it will spur significant growth and development of the immediate surrounding area and form a cohesive neighborhood coalescing around the North Market. The area west of the North Market is ripe for development; new housing and additional retail would join the new Market Tower in creating a much more dense, connected community out of an area that currently feels disjointed (for example, the Flats Apartments feel somewhat isolated even though they’re only about a quarter mile from the North Market).

Our design for Market Tower is intended to set a precedent for future growth and development: appropriate in size, scale, and use; respectful of its surroundings and seeking to be a “good neighbor;” and continuing to encourage Columbus’ diversity, entrepreneurial spirit, and progress!

### PROPOSED SCHEDULE

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<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
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- Development Team Selected

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<table>
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<th>2018</th>
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- 1st - 28th Permitting
- 19th Construction starts: Mass Excavation/Earth Retention System
- 14th Structure begins
- 1st Building Envelope starts
- 24th MEP Rough-in begins

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- 19th Interior Framing begins
- 10th Finishes begin
- Partial Building Occupancy

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- Building Occupancy
MARKET TOWER FINANCIALS

The Market Tower Project Budget

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<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Land</td>
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<td>Soft Costs</td>
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<td>Development</td>
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<td>Hard Costs</td>
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The Market Tower Project Proforma

<table>
<thead>
<tr>
<th>Category</th>
<th>SF Units</th>
<th>Per SF/Unit</th>
<th>Annual</th>
<th>Revenue</th>
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<td>Retail</td>
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<td>Restaurants</td>
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<td>Grand Atrium</td>
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<td>Market Stalls</td>
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<td>Market Opportunity Space</td>
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<td><strong>Total</strong></td>
<td><strong>298,205</strong></td>
<td><strong>$7,967,962</strong></td>
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| Other Revenue     | $314,393 |
| Parking           | 78,970   | $288       | $648,600|

| Expense Reimbursement | $9.75 | $1,066,163 |
| **Total Revenue**    |       | **$9,511,238** |

| Operating Expenses  | $1,630,157 |
| **Net Operating Income** |       | **$7,881,081** |

| Debt Service       | $6,055,348 |
| **Debt Service Coverage** | 1.30 |

*Operating Expenses Assumes 100% 15 year Real Estate Tax Abatement*

We propose an acquisition price of $2.25 million to be paid over the 15-year period via a special assessment tax assessment. We are proposing that $150,000 / year be redirected to the North Market to cover lost parking revenue and to support market operations. We would also be requesting a 15-year, 100% tax abatement.

REFERENCES

Andy Dale, President
FC Bank
Andy.dale@fcbank.bank

Scott McComb, President
Heartland Bank
McCombs@heartlandbank.com

Greg Davis, President
Claypool Electric
GDavis@claypoolelectric.com
To express our enthusiasm for this project, we’ve produced a video highlighting our proposal. Thanks for watching!
Bid Proposal Submitted By:

Short North Partners LLC, % The Wood Companies

Company Name/DBA

939 North High Street

Street Address

Columbus OH 43215

City State Zip

Federal I.D. No. Contract Compliance No. and Expiration Date

Mark Wood, President 614-298-9663

Contact Person Phone No. Fax No.
EQUAL OPPORTUNITY CLAUSE

(1) The contractor will not discriminate against any employee or applicant because of race, color, religion, sex, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, or national origin. Such action shall include, but not be limited to the following: employment upgrading, demotion, or termination; rates of pay or other forms of compensation; and selection for training. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices summarizing the provisions of this Equal Opportunity Clause.

(2) The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that the contractor is an equal opportunity employer.

(3) It is the policy of the City of Columbus that business concerns owned and operated by minority and female persons shall have the maximum practical opportunity to participate in the performance of contracts awarded by the city.

(4) The contractor shall permit access to any relevant and pertinent reports and documents by the Executive Director for the sole purpose of verifying compliance with this article, and with the regulations of the Equal Business Opportunity Commission Office. All such materials provided to the Executive Director by the contractor shall be considered confidential.

(5) The contractor will not obstruct or hinder the Executive Director or her deputies, staff, and assistants in the fulfillment of their duties and responsibilities imposed by Article I, Title 39.

(6) The contractor and each subcontractor will include a summary of this Equal Opportunity Clause in every subcontract. The contractor will take such action with respect to any subcontract as is necessary as a means of enforcing the provisions of the Equal Opportunity Clause.

(7) The contractor agrees to refrain from subcontracting any part of this contract or contract modification thereto to a contractor not holding a valid contract compliance number as provided for in Article I, Title 39.

(8) Failure or refusal of a contractor or subcontractor to comply with the provisions of Article I, Title 39, may result in the cancellation of this contract.

ALL CONTRACTORS MUST HOLD A VALID CONTRACT COMPLIANCE CERTIFICATION NUMBER ISSUED BY THE EBOCO EXECUTIVE DIRECTOR.

For information regarding contract compliance, please contact the Equal Business Opportunity Commission Office at 614.645.4764 or online: http://eboco.ci.columbus.oh.us/contractcompliance.

Contract Compliance Applications are available online by registering at the City of Columbus Vendor Services website: http://vendorservices.columbus.gov/e-proc/

City of Columbus Home Page: http://www.columbus.gov
INFORMATION FOR BIDDERS

SPECIAL CONDITIONS
Special conditions included in the specifications, if inconsistent with provisions included hereunder, shall be precedence over any provisions in “Information for Bidders” to the extent inconsistent.

SUBMISSION OF PROPOSAL
Bids must be sealed, signed, and submitted in a single envelope clearly marked with the bid name and satisfaction number. Blank spaces must be completed and completeness and phraseology of the proposal must not be changed. This document must be returned in its entirety with no additions, deletions, omissions, or alterations. Additions must not be made to the items listed in the proposal and any unauthorized changes, additions, deletions, omissions, or alterations which may render the bid non-responsive and result in its rejection. If vendor does not wish to bid, the instrument of withdrawal may be accepted. Bidders are invited to present at the opening of the proposals.

ACCEPTANCE AND REJECTION
This proposal submitted by the bidder to the City of Columbus shall be accepted or rejected within a period of 180 days from bid opening date. The City reserves the right to waive technicalities, and to request a refund on the required material. If more than one item, prices shall be quoted on the units requested. However, each item shall be considered a separate bid and the City reserver the right to award a contract on each item separately or on all items as a package. Bidders whose proposal is made on “All or None” basis must clearly state such fact in the proposal.

WITHDRAWAL OF PROPOSAL
Bidders may withdraw their bids at any time prior to the time specified in the advertisement as the closing time for receipt of bids. However, no bidder shall withdraw his bid after the proposal has been accepted or rejected within a period of 180 calendar days after said advertised closing time for the receipt of proposals.

DEFAULT PROVISION
In case of default by bidder or the contractor, the City of Columbus may procure the services or furnish the materials at the price and on the terms and conditions of which said bid or offer was rejected, and hold the bidder or contractor responsible for any excess costs occasioned or incurred thereby.

SIGNATURE REQUIRED
In case of default by bidder or the contractor, the signature of the owner is required. Where the person authorized to sign said bid; if a partnership, indicated partnership names must be signed. Where the person signing for a corporation is not an officer or Member of the Company, an affidavit or a resolution of the Board of Directors showing the authority of that person to bind the corporation must be furnished.

APPLICABLE LAWS
The Revised Code of the State of Ohio, the Charter of the City of Columbus, and all City ordinances insofar as they apply to the laws of competitive bidding, contracts, and purchases, are made a part hereof.

PRICING
Bidders are to quote firm or fixed prices for the duration of any contract which may be a result of this proposal unless otherwise noted in the specifications. In case of discrepancy in the amount of the bid, the UNIT PRICE quoted will govern. In the event of a conflict between the prices in numbers and the price in words, the price in words will control.

REMARKS
All claims, counterclaims, disputes and other matters in question between the City, its agents and employees, and the Contractor arising out of or relating to this agreement or its breach will be decided in a court of competent jurisdiction within the County of Franklin, State of Ohio.

OFFERORS TERMS AND CONDITIONS
Terms and conditions, submitted with this proposal, which are contrary to this Contract, are not binding on the parties except as otherwise provided herein. The only offeror to be considered for the purposes of this proposed contract shall be the offeror who submits the bid and has the contract. The successful bidder shall be notified as to which terms and conditions, if any, have been deleted. 4