DOWNTOWN FRANKLIN

**MARKET DATA ASSESSMENT**

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EXECUTIVE SUMMARY

This merchandising assessment was completed by Dillin Corp (the "Consultant") for the City of Franklin (the "Client"), specifically to look at the downtown planning area (the "Planning Area"). The objective was to assemble the most relevant marketplace data and trends that would support initial market and financial risk considerations, including demographic and household segmentation information, competitive product positions, and comprehensive supply-demand modeling based upon a number of valid inputs. This confidential assessment is summary of the current market intelligence with initial recommendations from the Consultant to the Client.
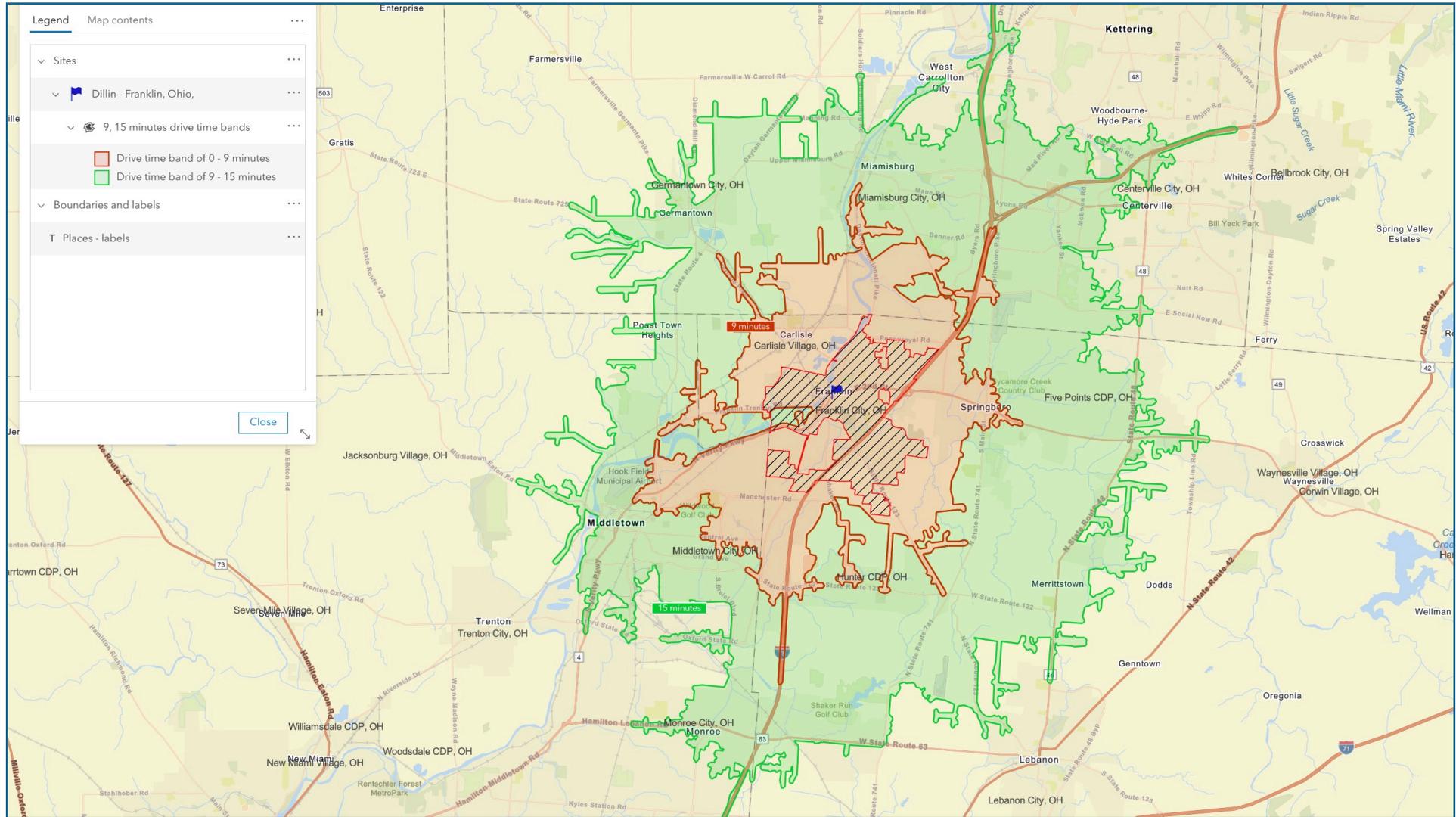
The Planning Area is defined by a nine (9) -minute drive time from the site in any direction under standard speed limits and traffic conditions (a second outer area is bounded by another six (6) minutes of drive to a similar fifteen (15) -minute drive time, a sub-market "ring" that surrounds and excludes Core Area above). The Consultant has examined the lifestyle, character and depth of the households within each of these areas.

In order to create long-term sustainable development in the Planning Area, a variety of residential living options in downtown must be created. Development of market-rate apartments, condominiums, and townhomes (rental & for-sale) will increase residential density in downtown. Density will generate higher pedestrian and vehicle counts and in turn create demand for commercial uses.

Proposed market-rate residential development is well positioned as a first choice amid the forecasted and unmet demand for more upscale rental living in the Franklin sub-market. The visible downtown location an unique product offerings should prompt a catalytic market response for more thoughtful redevelopment of Franklin housing and subsequent commercial resources.
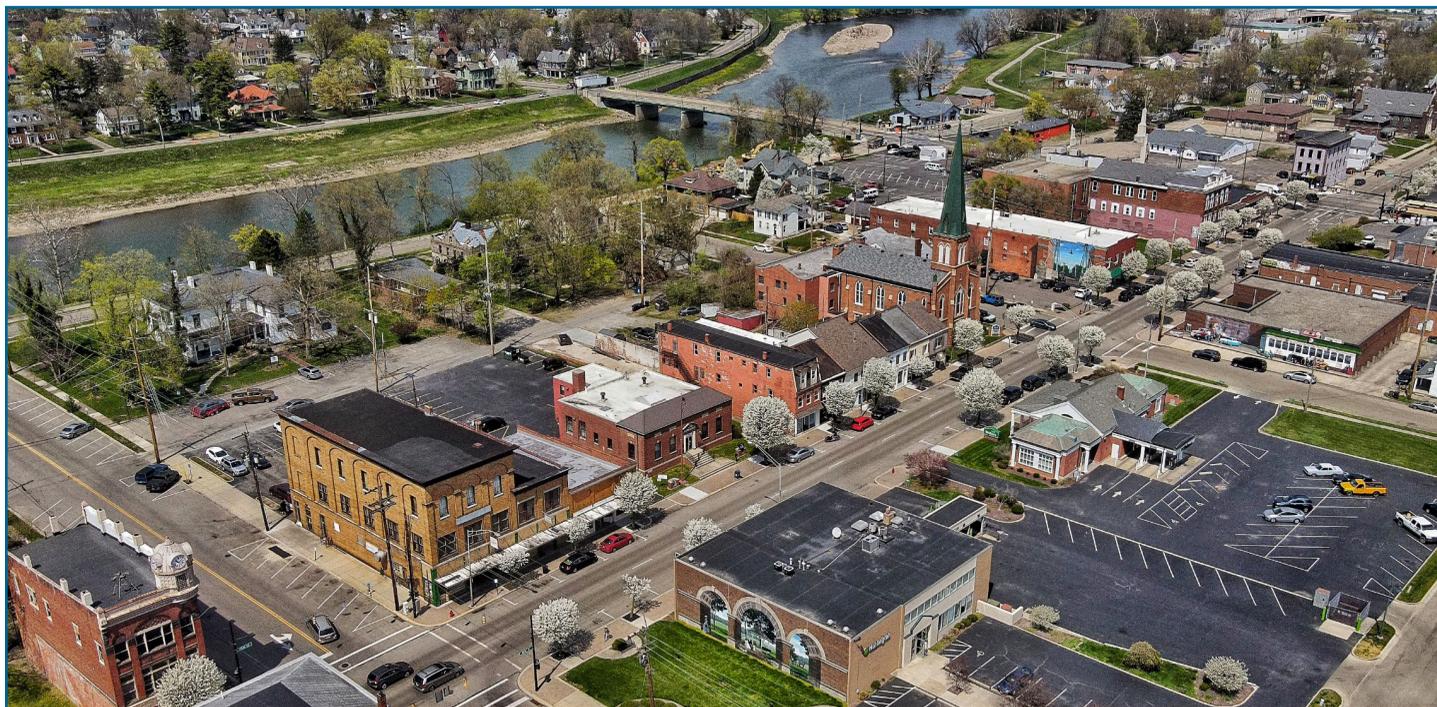
DOWNTOWN PLANNING AREA

The screenshot above describes the market-relevant Planning Area. The blue pin locates downtown Franklin for this and the following graphics. The Planning Area is formed by a nine (9)-minute drive time in any direction from the site, as shown by the red shade, while a separate net Outer Demographic Market Area (Outer Area) is a market "ring" formed by an additional six minutes of drive, a similar and concentric fifteen (15)-minute drive time shown by the green shade. For reference, the City of Franklin municipal boundaries are seen in red and black cross markings.

TAPESTRY SEGMENTATION

Beyond current demographics, the Consultant employs sophisticated market segmentation data to further categorize households by their shared lifestyles through Tapestry Segmentation.

The table at right is an excerpt of the top ESRI® Tapestry market segments found today in the Core Area by households (not population). The multi-database segmentation approach categorize all of the Area's households into one of 67 distinct life segments by mixing a wide array of Census, lifestyle, financial and other public and private data, each with a distinctive lifestyle name.

All of Core Area householders fall within the top 18 Tapestry market segments at right. Highlighted are 12 segments that index highest for rental households in red as the basis for modeling

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Tapestry Segmentation Area Profile

1 Benjamin Franklin Way, Franklin, Ohio, 45005
Drive time: 9 minute radius

Prepared by Dillin Corp
Latitude: 39.55962
Longitude: -84.30345

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households Percent	Cumulativ Percent	2023 U.S. Households Percent	Cumulative Percent	Index
1	Salt of the Earth (6B)	17.2%	17.2%	2.8%	2.8%	619
2	Comfortable Empty Nesters (5A)	12.1%	29.4%	2.4%	5.2%	502
3	Rustbelt Traditions (5D)	11.1%	40.5%	2.1%	7.3%	520
4	Heartland Communities (6F)	9.4%	49.9%	2.2%	9.5%	427
5	Traditional Living (12B)	9.2%	59.1%	1.9%	11.4%	493
	Subtotal	**59.0%**		**11.4%**		
6	Small Town Sincerity (12C)	8.5%	67.6%	1.8%	13.2%	479
7	Green Acres (6A)	6.9%	74.6%	3.3%	16.5%	212
8	Midlife Constants (5E)	6.0%	80.6%	2.4%	18.9%	250
9	Hometown Heritage (8G)	5.7%	86.3%	1.2%	20.0%	485
10	Old and Newcomers (8F)	4.2%	90.5%	2.3%	22.3%	185
	Subtotal	**31.3%**		**11.0%**		
11	Middleburg (4C)	3.8%	94.3%	3.1%	25.4%	123
12	Home Improvement (4B)	2.0%	96.3%	1.7%	27.1%	119
13	Bright Young Professionals (8C)	1.2%	97.5%	2.3%	29.4%	51
14	Set to Impress (11D)	0.9%	98.4%	1.4%	30.8%	65
15	Savvy Suburbanites (1D)	0.5%	98.9%	3.0%	33.8%	18
	Subtotal	**8.4%**		**11.5%**		
16	Southern Satellites (10A)	0.5%	99.4%	3.1%	36.9%	17
17	Down the Road (10D)	0.3%	99.8%	1.2%	38.0%	30
18	Boomburbs (1C)	0.2%	100.0%	1.9%	40.0%	10
	Subtotal	**1.0%**		**6.2%**		
	Total	**100.0%**		**40.0%**		**250**

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TAPESTRY SEGMENTATION

This table at right recasts all of the 67 ESRI® Tapestry household market segments into LifeMode Groups by their respective counts and overall share within the Core Area at near right and the net Outer Area at far right. There are total of 14 LifeMode Groups.

These respective LifeMode Groups each share a lifestyle experience, relative to the housing market.

Shown is 6 of 11 key renter segments in red text, all from either the GenXurban or Cozy County Living LifeMode Groups.

Tapestry Segmentation Area Profile

1 Benjamin Franklin Way, Franklin, Ohio, 45005
Drive time: 9 minute radius

Prepared by Dillin Corp
Latitude: 39.55962
Longitude: -84.30345

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	20,523	100.0%		39,846	100.0%	
1. Affluent Estates	**154**	**0.8%**	**7**	**327**	**0.8%**	**8**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	42	0.2%	10	98	0.2%	12
Savvy Suburbanites (1D)	112	0.5%	18	229	0.6%	18
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**1,189**	**5.8%**	**74**	**2,481**	**6.2%**	**76**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	410	2.0%	119	871	2.2%	121
Middleburg (4C)	779	3.8%	123	1,610	4.0%	130
5. GenXurban	**6,008**	**29.3%**	**262**	**12,125**	**30.4%**	**281**
Comfortable Empty Nesters	2,488	12.1%	502	5,292	13.3%	544
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,282	11.1%	520	4,223	10.6%	525
Midlife Constants (5E)	1,238	6.0%	250	2,610	6.6%	282
6. Cozy Country Living	**6,886**	**33.6%**	**285**	**13,796**	**34.6%**	**297**
Green Acres (6A)	1,425	6.9%	212	2,875	7.2%	212
Salt of the Earth (6B)	3,537	17.2%	619	7,312	18.4%	659
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,924	9.4%	427	3,609	9.1%	439
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

TAPESTRY SEGMENTATION

This table at right continues the previous Tapestry Segmentation Area Profile with 8 additional LifeMode groups.

Other key renter segments are found in the Middle Ground, Rustic Outposts, Midtown Singles, and Hometown LifeMode Groups, again seen in red text.

The following pages will then locate four key tapestry segments.

Tapestry Segmentation Area Profile

1 Benjamin Franklin Way, Franklin, Ohio, 45005
Drive time: 9 minute radius

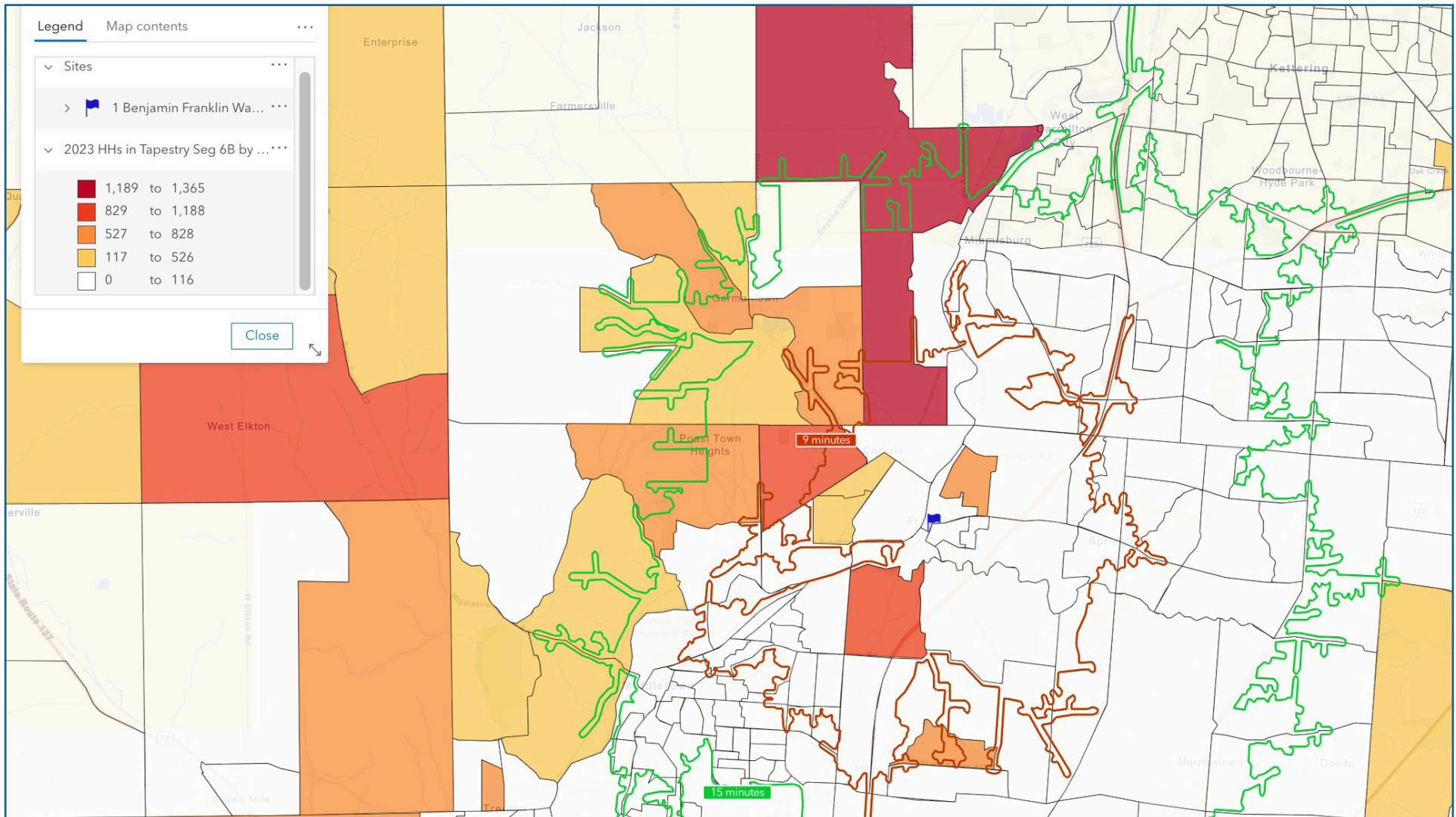| Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	20,523	100.0%		39,846	100.0%	
8. Middle Ground	**2,272**	**11.1%**	**102**	**3,977**	**10.0%**	**98**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	240	1.2%	51	327	0.8%	39
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	868	4.2%	185	1,403	3.5%	176
Hometown Heritage (8G)	1,164	5.7%	485	2,247	5.6%	520
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**180**	**0.9%**	**11**	**373**	**0.9%**	**12**
Southern Satellites (10A)	109	0.5%	17	219	0.5%	17
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	71	0.3%	30	154	0.4%	33
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**186**	**0.9%**	**14**	**375**	**0.9%**	**17**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	186	0.9%	65	375	0.9%	81
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**3,648**	**17.8%**	**301**	**6,392**	**16.0%**	**290**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,896	9.2%	493	3,438	8.6%	499
Small Town Sincerity (12C)	1,752	8.5%	479	2,954	7.4%	455
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

TAPESTRY SEGMENTATION - TRADITIONAL LIVING
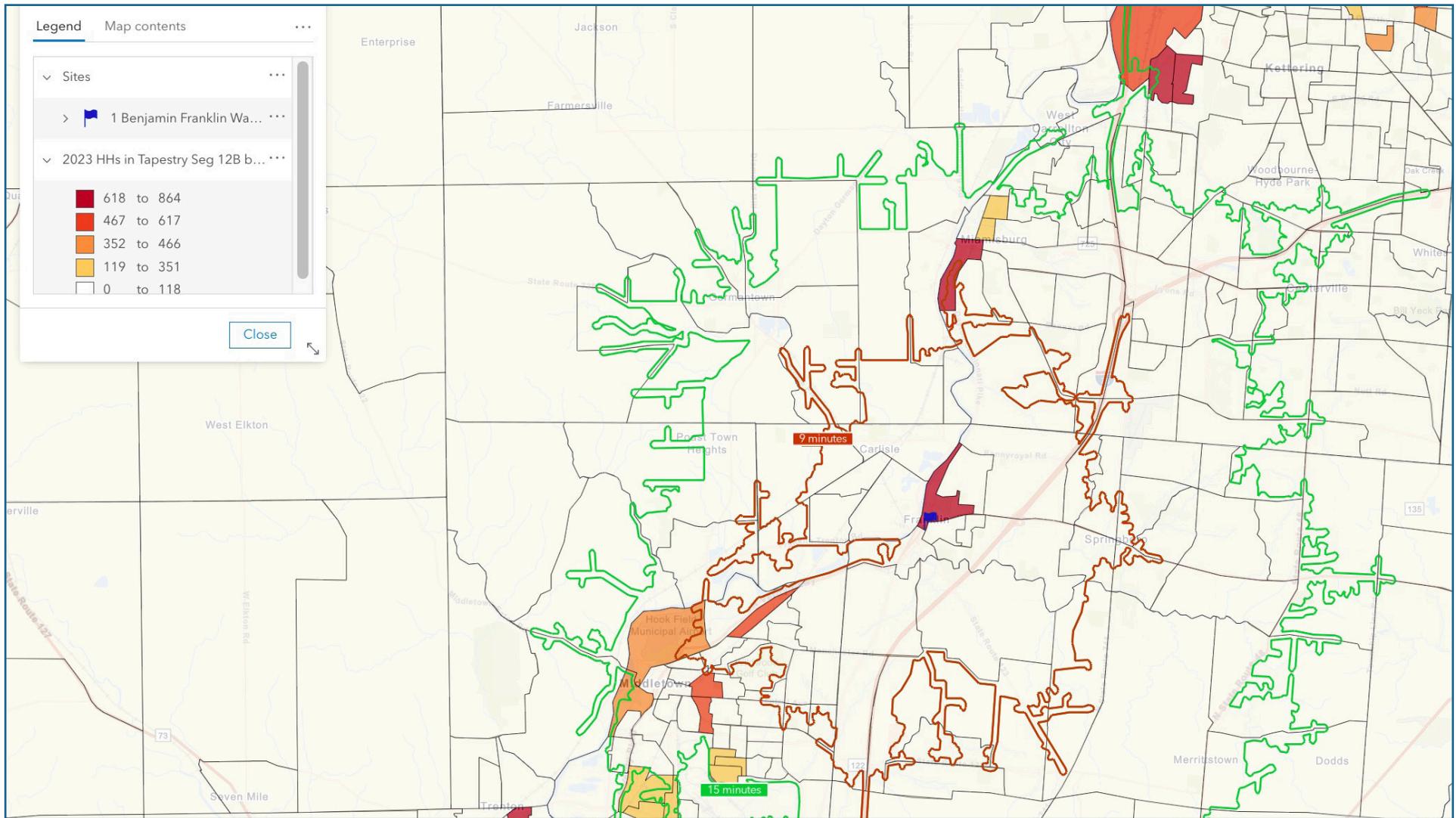
The screenshot above plots the concentration of key renter market segment Traditional Living with 5,565 nearby households surrounding the Site within or bordering the Planning Area. These younger householders have a median age of 36 and median combined household incomes of $44,500. About 39% rent and 24% favor attached housing. They are a key group to target and attract in the immediate downtown area.
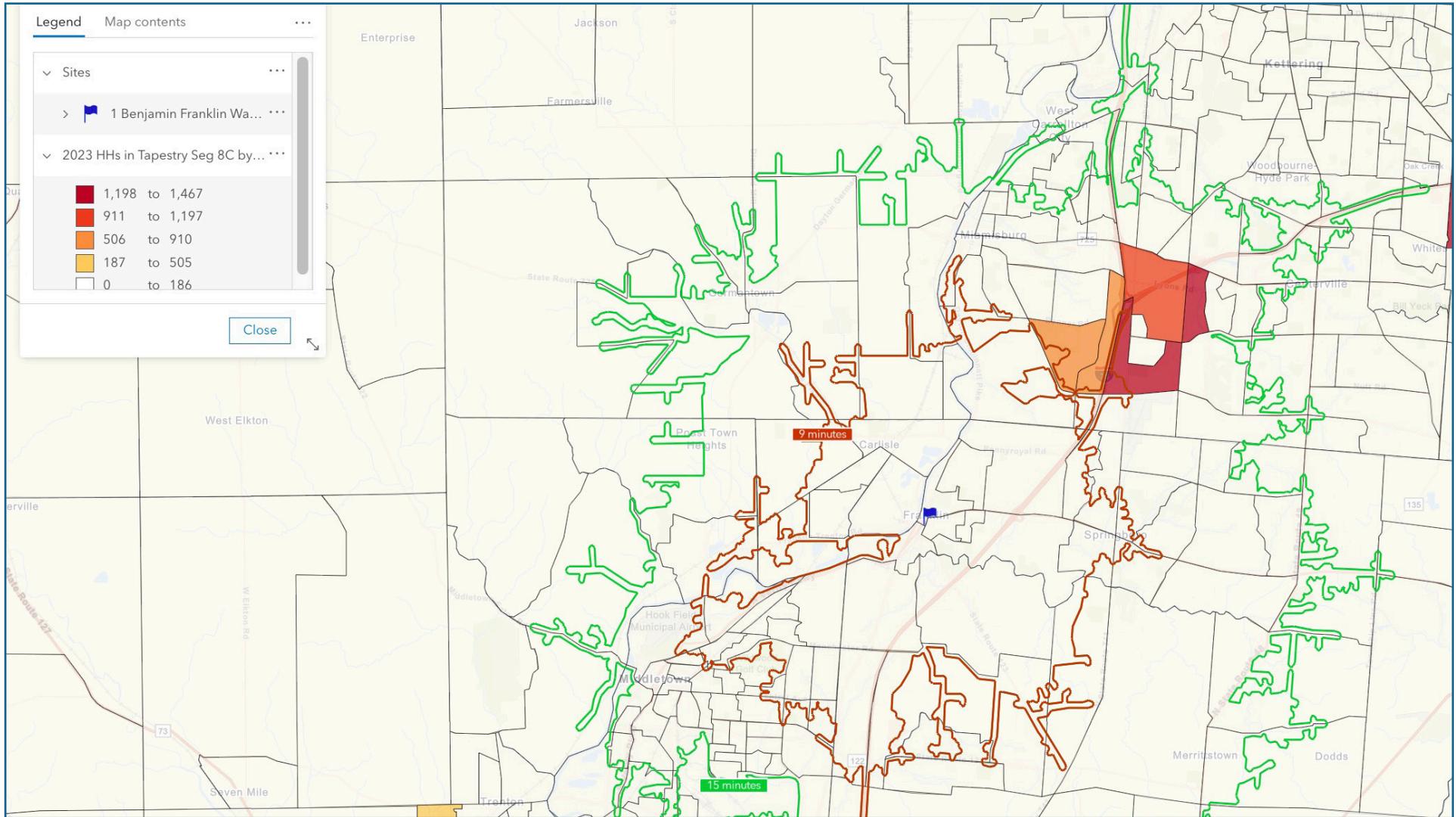
TAPESTRY SEGMENTATION - OLD & NEWCOMERS
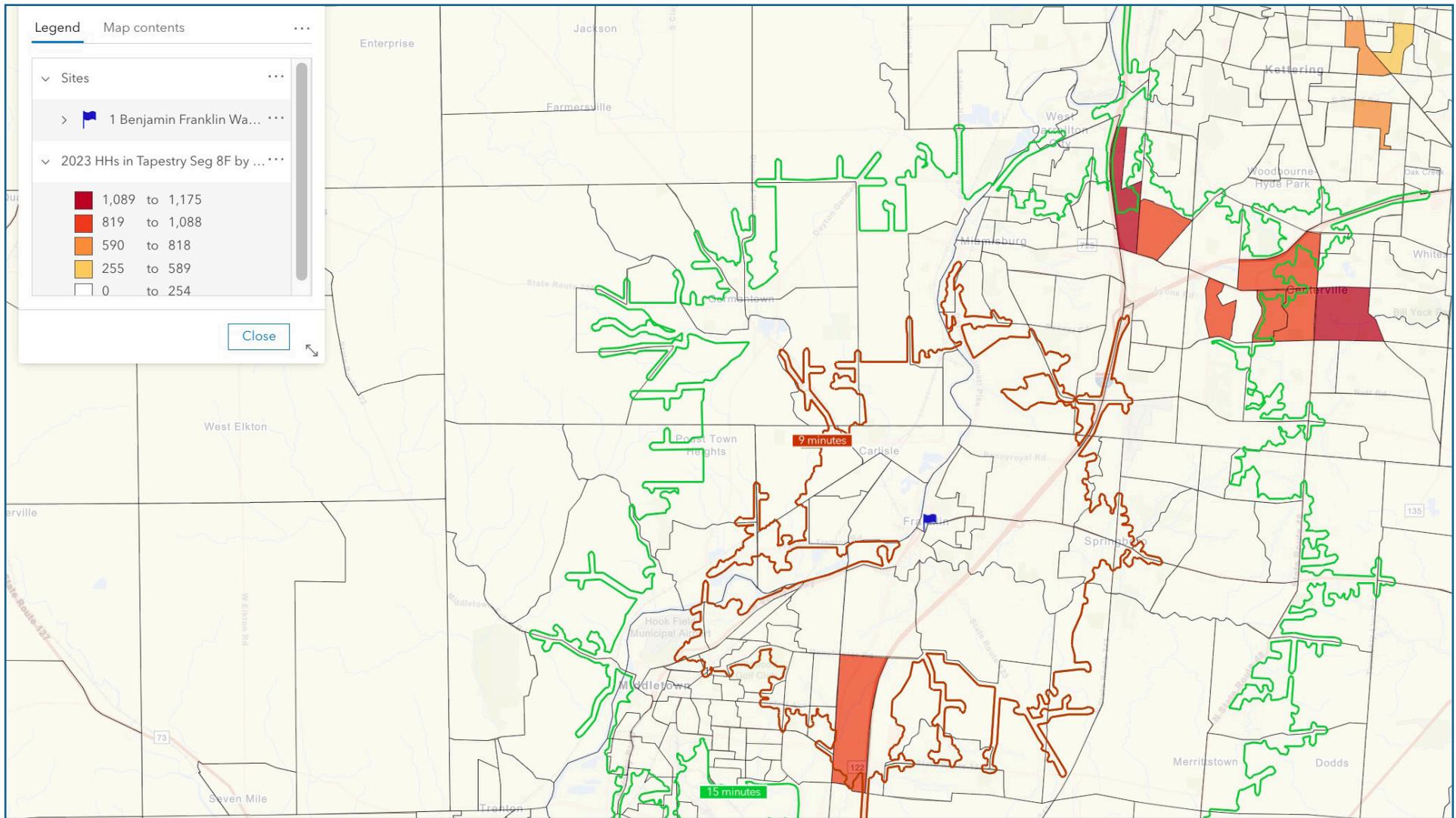
The screenshot above plots the concentration of key renter market segment Old and Newcomers with 3,909 nearby households concentrated towards Centerville and Middletown. These tandem-age householders have a median age of 40 and have median combined household incomes of $51,200. About 52% rent and 57% favor attached housing nationally.

TAPESTRY SEGMENTATION - SALT OF THE EARTH

Legend   Map contents   · · ·

Sites · · ·
> 🚩 1 Benjamin Franklin Wa... · · ·

2023 HHs in Tapestry Seg 6B by ... · · ·

■ 1,189	to 1,365
■ 829	to 1,188
■ 527	to 828
■ 117	to 526
□ 0	to 116

Close

The screenshot above plots the concentration of key renter market segment Salt of the Earth with 6,466 nearby households concentrated towards the western boundaries of the city. Their concentration is shown by Census block group per the legend at upper left. These householders have a median age of 44 and have median combined household incomes of $56,300. Only 17% of this market segment rent, but given the density in the immediate Planning Area they are an important demographic to target for dining, shopping, and retail services.

TAPESTRY SEGMENTATION - BRIGHT YOUNG PROFESSIONALS

The screenshot above plots the concentration of key renter market segment Bright Young Professionals with 5,368 nearby households concentrated towards Austin Landing and Cornerstone. There is only 240 households found in a 9-minute drive, but over 5,000+ in a 15 minute drive from the site. These householders have a median age of 33 and have median combined household incomes of $54,000. About 58% of this market segment choose to rent. This tapestry segment is a critical building block of success for attracting rental housing and office/employment centers.

DEMAND SEGMENTATION

Tapestry Market Segments	Comfortable Empty Nesters	Rustbelt Traditions	Midlife Constants	Green Acres	Salt of the Earth	Heartland Communities	Bright Young Professionals	Old and Newcomers	Southern Satellites	Set to Impress	Traditional Living	Small town Sincerity	
LifeMode Group	GenXurban	GenXurban	GenXurban	Cozy County Living	Cozy County Living	Cozy County Living	Middle Ground	Middle Ground	Rustic Outposts	Midtown Singles	Hometown	Hometown	
Tapest Segment Code	5A	5B	5E	6A	6B	6F	8C	8F	10A	11D	12B	12C	
Median HH Income	75,000	51,800	53,200	76,800	56,300	42,400	54,000	44,900	47,800	32,800	39,300	31,500	
Median Age Head HHolder	48	39	47	44	44	42	33	39	40	33	35	40	
Rental Share (%)	12%	27%	25%	14%	16%	29%	57%	55%	22%	72%	39%	50%	
CORE HOUSEHOLDERS (9 Min)	2,488	2,282	1,238	1,425	3,537	1,924	240	868	109	186	1,896	1,752	**17,945**
Core Renter Eligible	299	616	310	200	566	558	137	477	24	134	739	876	4,935
Target Income Qualified (%)	79%	47%	49%	80%	55%	24%	51%	31%	38%	39%	27%	41%	
Core Target Renters	**234**	**287**	**152**	**160**	**310**	**132**	**69**	**146**	**9**	**52**	**197**	**361**	**2,110**
													43%
OUTER HOUSEHOLDERS (15 Min)	1,842	3,248	2,860	1,513	2,929	528	5,128	3,041	557	2,975	3,669	1,517	**29,807**
Outer Renter Eligible	221	877	715	212	469	153	2,923	1,673	123	2,142	1,431	759	11,696
Outer Income Qualified	174	408	352	170	257	36	1,483	512	46	831	382	313	
*Drawn to Core Market (%)	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
Core Target Renters	**35**	**82**	**70**	**34**	**51**	**7**	**297**	**102**	**9**	**166**	**76**	**63**	**993**
													8%
Totals	269	368	223	194	361	139	366	249	18	218	274	424	

Household incomes over $ 53,600 Threshold rents of $ 1,250
Debt to Income Max 28%

TOTAL QUALIFIED HOUSEHOLDS 3,103
19%

*20% of outer householders drawn to market

Total householders for each segment are posted and then filtered by creating a Target Income Qualified share with median incomes above a $53,600 threshold able to afford base rents at or above $1,250 per month. Consultant uses a conservative 28% rent to income ratio.

The total counts of renter households within a 9 minute drive is 2,110 or 43% of all the eligible households within the targeted tapestry segments.

Consultant estimates there are at least a total 3,103 qualified households, or 19%, of all the eligible households within the entire Planning Area.

DEVELOPER OVERVIEW

The Dillin Mission: Create Legacy; Enhance Quality of Life; Strengthen Social Fabric; Energize Neighborhoods

Dillin has a special expertise in master-planned, mixed-use community place making. Walkability, architecture and connectivity matter to Dillin who focuses on the integration with surrounding neighborhoods and sustainable investment that improves the entire community.

Creating legacy projects that enhance quality of life and strengthen the social fabric of a community by energizing neighborhoods are the driving force behind the planning efforts of a Dillin program. Projects that harmonize with their neighbors and inject investment to enliven communities add to the character and alluring result of a master-planned effort with Dillin.

Creating neighborhoods, bringing communities to life!