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**M E M O R A N D U M**

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**DATE:** October 14, 2022

**TO:** Marty Hohenberger, Director, Center for Economic Development & Community Resilience,  
*Ohio University Voinovich School of Public Affairs*

**FROM:** Kate Perani, Special Projects Manager RISE Ohio, *Buckeye Hills Regional Council*  
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Andy Clemens, Investigative Projects Manager, *American Structurepoint, Inc.*

**CC:** Samantha Miller, Development Director, *Buckeye Hills Regional Council*

**RE: RISE Ohio Project Proposal: McConnellsville Opera House Evaluation and Prospectus**

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**Overview**

The Opera House building at 15 West Main Street in the Village of McConnellsville, Ohio is an approximately 20,000 square-foot, century-old commercial building with a long history as a downtown anchor of local economic activity. Constructed in 1892, the building has a commanding presence at the intersection of West Main Street and South Kennebec Avenue. Over the years, this building has primarily served as a performing arts theater on the main level and office space on the upper floors. However, the County believes all the spaces are underutilized, and can be improved to further drive economic development in the Village. The repurposing of approximately 12,500 square feet of second and third story space at 15 West Main Street to productive use is thus critical to the downtown revitalization efforts of the Village, and Morgan County.

15 West Main Street is located within Opportunity Zone #9689, and is thus eligible for technical assistance under the RISE Ohio program. After consultation with the building owner, Morgan Council Economic Development, and the Village of McConnellsville, the technical assistance Buckeye Hills Regional Council proposes for American Structurepoint to provide for the owner of 15 West Main Street (Opera House) will include:

1. A detailed report of current building conditions, including overall structural condition and theater accessibility
2. An assessment of real estate market conditions in the surrounding area for the proposed adaptive reuse of second and third story.
3. Recommendations of creative and tested methods to maximize physical improvements to the building

This assistance described above will allow the owner of the Opera House to better 1) understand the structural needs of the building so that improvements can be made, 2) market their property to potential

tenants, and 3) demonstrate the building is worthy of outside investment/development. Thus, this project achieves the goal of the RISE Ohio program by increasing Opportunity Zone investment opportunities within the Buckeye Hills Region.

### **Project Description**

American Structurepoint will deliver the following:

- Structurally assess the Opera House and second and third floor areas to identify recommended building and accessibility improvements
- Review overall structural condition, as well as building envelope, including windows, façade, and roofing, and derive high-level cost estimates for improvements
- Analyze existing market and building conditions to identify and prioritize improvements, including gathering rental and sales data for comparable buildings.
- Draft a prospectus that identifies potential adaptive reuses, based on financial analysis of possible rental streams and incorporating the construction estimates derived from the structural inspection, and including estimates of any public subsidy that may be required.

### **Scope of Work**

#### **Phase 1 – Analyzing 15 West Main Street**

- Objective: The analysis will examine the estimated costs of the recommended physical improvements to the Opera House and upper floors.
- Phase One Milestones:
  1. Market Analysis: We will collect and analyze market data pertinent to the possible reuse of the structure, focusing on the potential to repay any loans necessary to rehabilitate the property, given reasonable assumptions on financing and public assistance. Rent data will be garnered from external sources and be used to populate a development proforma with a typical 10-year analysis window.
  2. Physical assessment of 15 West Main Street: Our assessment will include one site visit to document items whose repair will ready the second and third stories for potential reuse by a private developer and subsequent tenant fit-out. Our assessment will include our findings and recommendations, relating to building façade, roofing, ADA accessibility, and lack of vertical transportation. Items that are considered part of the final tenant fit-out, and thus not in this current scope, include HVAC-related upgrades, electrical improvements, kitchen equipment, and plumbing.

#### **Phase 2 – Analysis of 15 West Main Street Improvements and Amenities**

- Objective: The in-depth analysis further studies the opportunities and constraints of the 15 West Main Street adaptive reuse project. The analysis generates site specific recommendations for the type of improvements.
- Phase Two Milestones:
  1. Cost analysis of site-specific improvements and opinion of probable cost for immediate or near term repairs or retrofits required relating to our structural and building envelope analysis that would make the building more “turn-key” to private development and final tenant fit-out.
  2. Operational and ongoing maintenance cost estimates based on conventional assumptions for

real estate analysis and external data sources, including comparable real estate projects in the general geographic market. Any supplemental information available from the owner that could assist with this analysis, including but not limited to data from other owned real estate projects and/or records from prior tenant conversations should be supplied at the start of the project.

**Phase 3 – Final Recommendation of 15 West Main Street Improvements**

- Objective: The final phase considers the comprehensive findings of the previous phases and provides the final report and presentation with recommendations for 15 West Main Street, Opera House.
- Phase Three Deliverables:
  1. Final report/prospectus to act as a guide for the 15 West Main Street redevelopment, incorporating Phase 1 and 2 milestones. This prospectus will include sufficient information at a reasonable level of detail to describe the use of the proceeds, the total cost of the project, and the anticipated return on investment of the project. Any notable project risks will be shared, as per good business practice.

**Budget**

It is anticipated that the services described above will be approximately ~~\$20,000.00~~. Justification of this amount is based on American Structurepoint’s projection of the hours necessary to complete this work for a building and project of this size. All time spent on the project will be billed using the standard hourly rates indicated in our master service agreement. Reimbursable expenses will be invoiced at cost.

**Commented [CA1]:** Assuming about 14k for INV and 6k for Planning here

Once project activities begin and should it arise that project costs may exceed \$20,000, Buckeye Hills Regional Council and American Structurepoint will justify the need for additional resources in writing.

# McCONNELLSVILLE OPERA HOUSE

15 West Main Street, McConnellsville, Ohio

American Structurepoint Project No. 202200371

March 30, 2023



## PREPARED FOR:

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AMERICAN  
**STRUCTUREPOINT**  
INC.

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## EXECUTIVE SUMMARY

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The Opera House is an iconic building in the center of downtown McConnelsville and anchors the historic charm of the downtown area. This study considered many factors, including condition, size, possible use, and market values, to identify if the building could be better utilized under different configurations. The building's structure is in good condition with few recommendations for repair. The roof is also in good condition with few broken or missing slate shingles requiring replacement. Although an accessible entrance is provided for the auditorium, the overall accessibility of the building is poor as there is no elevator to provide accessibility to the second or third stories. Space is available to install an elevator, but it will require a significant investment.

The building has good potential to be converted into commercial spaces that will produce a good return on investment. Still, it will require a substantial investment to convert the spaces and provide accessible access. Use of the building may be limited by the absence of dedicated parking and will rely on street parking during business hours.

## RECOMMENDATION FOR ADDITIONAL ASSESSMENT

There are no recommendations for additional assessments at this time.

## INTRODUCTION

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### PURPOSE

The Twin City Opera House at 15 W Main St, McConnelsville, Ohio, is a Romanesque-style theater located in Downtown McConnelsville, built from 1889 to 1892 on the site of a devastating fire ten years earlier that destroyed several buildings.<sup>1</sup> Over its history, the 535-seat venue has hosted many live events, political gatherings, graduations, other ceremonies, and movies, and currently hosts the Ohio Valley Opry. It is the longest-serving movie theater in the State of Ohio.<sup>2</sup> Administrative offices for the Village of McConnelsville are housed in the three-story entrance, capped by a 108-foot tower. Because the theater and office building do not front the street but are set at an angle to fit on the city block, two complementary two-story buildings flank the office structure on either side, providing street frontage and a coherent urban design aesthetic. These flanking structures have retail on the ground floor; second-story uses are unclear but are probably vacant/storage.

The building is currently underutilized and does not function well for its present use. The opera house lobby is very narrow and becomes congested with patrons trying to enter the auditorium while others are at the concessions counter. The only accessible entrance to the theater is in the alleyway behind the building. The governmental use of the spaces with street frontage works well; however, these spaces may be better utilized as commercial spaces to increase utilization and provide revenue to maintain the building. The government spaces may be better situated on the second story if the building can be altered to comply with ADA accessibility standards, such as installing an elevator or moving the government spaces into a separate building with ADA access. The top story of the building, formerly an event hall, is used for storage. Considering that many buildings downtown are being renovated for residential use, there is currently no interest in converting any part of this building into residential use.

15 West Main Street is located within Opportunity Zone #9689 and is thus eligible for technical assistance under the RISE Ohio program. After consultation with the building owner, Morgan County Commissioners' Development Office, and the Village of McConnelsville, the technical assistance Buckeye Hills Regional Council proposes for American Structurepoint to provide for the owner of 15 West Main Street (Opera House) will include:

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<sup>1</sup> Source: "The Twin City Opera House" website, history page (<https://www.operahouseinc.com/NEWHISTORY.htm>), retrieved March 21, 2023.

<sup>2</sup> Source: <https://ohioswindingroad.org/ohios-winding-road-stories-morgan-county-part-3/>, retrieved March 21, 2023.

1. A detailed report of current building conditions, including overall structural condition and theater accessibility
2. An assessment of real estate market conditions in the surrounding area for the proposed adaptive reuse of second and third stories.
3. Recommendations of creative and tested methods to maximize physical improvements to the building

This assistance described above will allow the Owner of the Twin City Opera House to better understand the structural needs of the building so that improvements can be made. Thus, this project achieves the goal of the RISE Ohio program by increasing Opportunity Zone investment opportunities within the Buckeye Hills Region.

## SCOPE OF WORK

### Phase 1 – Analyzing 102 East Main Street

- Objective: The analysis will examine the estimated costs of the recommended physical improvements to 102 East Main Street.
- Phase One Milestone:
  1. Physical assessment of 15 W Main Street: Our assessment will include one site visit to document items whose repair will ready the building for first-floor retail and second-floor apartments. Our assessment will include our findings and recommendations regarding building façade, roofing, and ADA accessibility. Items considered part of the final tenant fit-out, and thus not in this current scope, include HVAC-related upgrades, electrical improvements, kitchen equipment, and plumbing.

### Phase 2 – Analysis of 15 W Main Street Improvements and Amenities

- Objective: The in-depth analysis further studies the opportunities and constraints of the 15 W Main Street adaptive reuse project. The analysis generates site-specific recommendations for the type of improvements.
- Phase Two Milestone:
  1. Cost analysis of site-specific improvements and opinion of probable cost for immediate or near-term repairs or retrofits required relating to our structural and building envelope analysis that would make the building more "turn-key" to private development and final tenant fit-out.



### Phase 3 – Final Recommendation of 15 W Main Street Improvements

- Objective: The final phase considers the comprehensive findings of the previous phases and provides the final report and presentation with recommendations for 15 W Main Street.
- Phase Three Deliverable:
  1. Final report to act as a guide for the 15 W Main Street redevelopment, incorporating Phase 1 and 2 milestones. As per good business practice, any discovered and noteworthy project risks will be shared.

## OPINION OF PROBABLE COST

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The opinion of capital cost listed is for repairing or replacing visible and accessible building systems and component defects. These costs are based on approximate quantities and values. Not all building areas were accessible, and additional repairs may be required. The cost opinions presented in the below schedule are generated from multiple sources, primarily RS Means Cost Data.

These opinions should not be interpreted as a bid or offer to perform the repairs or replacements. The opinions of cost do not address the cost impact of environmentally regulated materials on renovation or demolition activities. These opinions should be construed as preliminary, order-of-magnitude budgets. Actual costs will likely vary from the consultant's opinions of cost depending on such matters as type and design of suggested remedy, quality of materials and installation, manufacturer and type of equipment or system selected, field conditions, whether a physical deficiency is repaired or replaced in whole, phasing of work (if applicable), quality of contractor, quality of project management exercised, market conditions, whether competitive pricing is solicited, etc. Qualified professionals should be contacted for quotations concerning each individual system or component.

<b>Building System</b>	<b>Cost</b>
Architectural System	\$30,000
Structural System	\$0
Roofing System	\$1,000
Accessibility & Egress	\$293,000
<b>TOTAL</b>	<b>\$324,000</b>

Costs do not include repairing or replacing mechanical or electrical systems or tenant build-out. The Feasibility Analysis section of this report estimates the cost of renovating tenant spaces.

## BUILDING ASSESSMENT

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### ARCHITECTURAL SYSTEMS

The building consisted of a three-story commercial building and a two-story auditorium.

### EXTERIOR ENCLOSURE

The building is clad in multi-wythe brick masonry with stone accents. Entrances consist of large windows in wood-clad storefront systems. Aluminum-framed canopies with fabric cladding were located over the end storefronts. Doors at the front entrances were typically solid wood. Doors at secondary entrances were typically insulated metal in metal frames. Windows along the back and sides of the building were typically double-hung vinyl-framed with double panes. Many windows throughout the building were double-hung wood-framed with a single pane.

- Many areas of the brick masonry have been tuck-pointed with incompatible cementitious mortars, which has caused some of the bricks to spall. Cementitious mortars prevent moisture from escaping the brick masonry, contributing to the premature deterioration of individual bricks.
- Few areas of deteriorated mortar were observed.
- The surface of the bricks was scuffed along the alley.
- Bricks at the base of the wall were stained and deteriorated along the alley.
- The wood-framed windows were in overall good condition but were stained.

### RECOMMENDATIONS

- Repair brick masonry by removing incompatible cementitious mortar, tuck-pointing with a compatible mortar, and replacing deteriorated bricks.
- Refinish the wood-framed windows and install wood-framed storm windows to improve efficiency.



Front elevation



Partial side elevation



Partial side elevation



Storefronts



Typical metal door



Typical metal doors





Typical vinyl windows



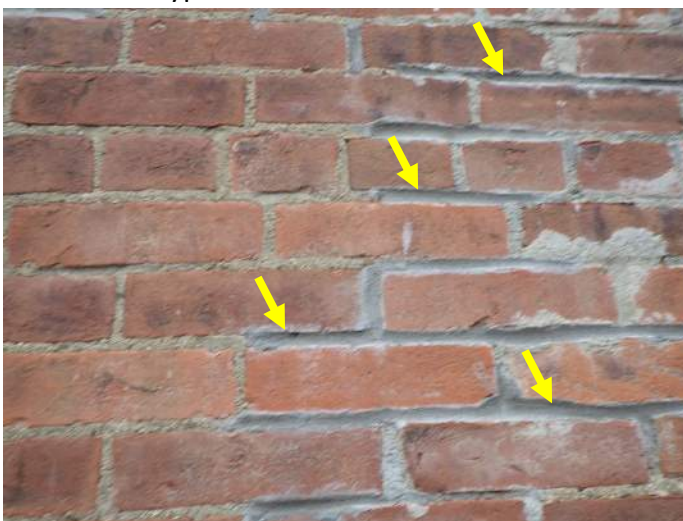
Typical vinyl windows



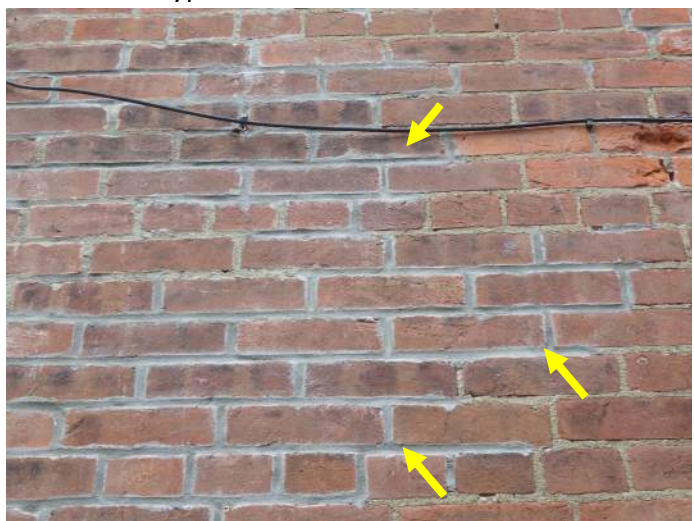
Typical wood-framed window



Typical wood-framed window



Typical cementitious mortar



Typical cementitious mortar





Spalled bricks at cementitious mortar



Spalled bricks at cementitious mortar



Deteriorated mortar



Deteriorated mortar



Scuffed bricks along alley



Stained and deteriorated bricks along alley

## STRUCTURAL SYSTEM

Exterior load-bearing walls were constructed of multi-wythe brick masonry. Floor and roof framing typically consisted of a wood floor, roof joists, and rafters. Metal beams and columns were present that supported the back and sidewalls of the tower. A basement below much of the building consisted of a dirt "floor." The basement area below the stage in the auditorium had a cast-in-place concrete slab on grade. Foundation walls were constructed of stacked stone.

- Stains characteristic of exposure to water were present along some of the valley rafters; however, no indication of current roof leaks was observed. The wood at the stains appeared to be solid and not deteriorated.
- Many prior repairs had been performed in the basement, including reinforcing split and checked timber beams and installing supplemental concrete masonry unit (CMU) piers on new cast-in-place concrete foundations.

## RECOMMENDATIONS

- No current recommendations.



Wood-framed roof framing of tower



Overview of roof framing





Overview of roof framing



Overview of roof framing



Steel beams below tower



Steel columns supporting tower



Overview of basement



Overview of basement





Overview of basement



Water stains along beam in attic



Water stains along valley rafter



Water stains along valley rafter



Water stains at beam support



Reinforced timber beam and CMU pier



Water stains along valley rafter



Water stains along valley rafter



## ROOFING SYSTEM

### MAIN BUILDING

The roof over the main building consisted primarily of slate tile roofing, with areas of apparent ethylene propylene diene monomer rubber (EPDM) roofing membrane. The roof over the auditorium was clad in laminated asphalt composition shingles. Stormwater from the roof flows to gutters and downspouts located along the roof edges.

- Two slates had fractured or were missing from the rear slope.

### RECOMMENDATIONS

- Replace fractured or missing slates.



Overview of tower roof



Overview of main building roof



Overview of main building roof



Overview of main building roof



Overview of shingled roof



Overview of shingled roof



Overview of shingled roof



Fractured or missing slates

## ACCESSIBILITY & EGRESS

### BUILDING INTERIOR

Much of the building is not accessible. The entrances to the building from Main Street are provided at street level, which provides accessible access to the three storefronts. The tenant spaces on either side of the building occupy only the first story and do not provide access to the upper stories. The middle storefront acts as a lobby and concessions for the auditorium. Access to the auditorium from the lobby is via a short staircase. Accessible access to the auditorium is provided by a ramp accessed from the alleyway in the rear, forcing disabled patrons to use a rear entrance. The second and third stories are only accessible by a stairwell and are not accessible.

- Accessibility throughout the building could be improved with an elevator that provides access to the lobby, auditorium, and upper floors. That would need to be located near the middle of the building, allowing city offices to move upstairs and rent the first-story spaces for commercial purposes.

### RECOMMENDATIONS

- Provide elevator access to the auditorium, second and third stories.

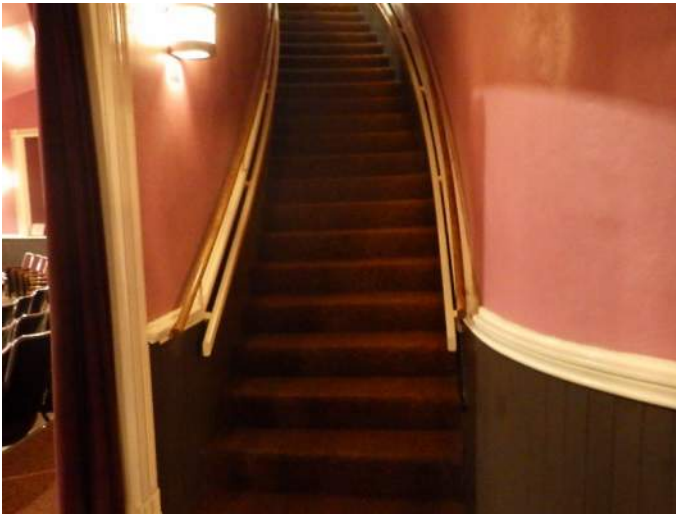


Typical storefront

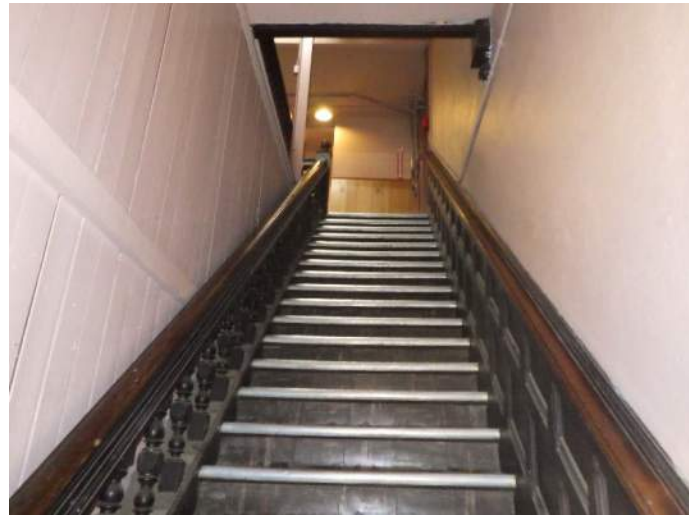


Access to auditorium from lobby





Access to balcony from auditorium



Staircase to second story



Accessible ramp in alley to auditorium



Accessible ramp in alley to auditorium

## FEASIBILITY ANALYSIS

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### INTRODUCTION

This section describes the possible reuses for the McConnellsville Opera House. Beginning with a discussion of the potential use categories, the financial evaluation methodology is then described, followed by a site evaluation.

### PROPERTY DESCRIPTION

<b>Location Significance</b>	15 W Main St, McConnellsville, OH  Located on courthouse square, intersection of Main Street and SR 376
<b>On-Site Amenities</b>	Building facades in good condition  Neighboring storefronts are attractive and have tenants  Wide sidewalks with streetscaping amenities such as light posts, mature trees, and benches  Mayor's Office located inside building
<b>Surrounding Amenities</b>	Morgan County Courthouse  Ohio Hunting Lodge located inside building  Various boutiques, shops, local businesses, and restaurants  Meyers Specialty Market  Old Bridge Brewing  Muskingum River  On street-parking
<b>Potential Obstacles</b>	No dedicated parking lot  Accessibility obstacles  Necessary repairs could be off-putting to potential tenants

## ANALYSIS

The proforma estimated a total project cost of \$559,760, broken down into an acquisition price of \$210,000, a rehabilitation cost of \$324,000, and finishing costs of \$25,760. (Note: it is standard in market analysis to include the acquisition cost in the total project cost, even when the building has already been acquired, to achieve a holistic picture of the project's market worth). With an estimated post-project property value of \$300,000 and private financing at 75% of this figure (or \$225,000), the project will require an equity investment of \$334,760. The project would yield an estimated net present value (NPV) after ten years of \$201,222 and an estimated internal rate of return (IRR) of 15.2 percent. The property could still be attractive to the right owner, but a substantial subsidy in the acquisition and/or rehabilitation would help ensure the project's success.

## USE NARRATIVES

The 2019 pandemic made many aware of the importance of their health while it wasn't safe to go to the gym. That led to a rise in the "green exercise" movement, where people choose to exercise outdoors instead of indoors. Interest in hiking is now at an all-time high, and the popularity of other outdoor activities, such as cycling and running, have also increased.<sup>3</sup>

8.1 million more Americans went hiking in 2020 compared to 2019, according to the Outdoor Foundation, the philanthropic wing of the Outdoor Industry Association. 7.9 million more went camping in 2020 than the year before, and 3.4 million more participated in freshwater fishing. Overall, there was a decline in inactivity for most age groups and across all income levels, with a 52.9% surge in outdoor participation, an increase from 50.5% in 2018 and 50.7% in 2019.<sup>4</sup>

The increase in outdoor activities can be a positive for McConnelsville since it is a gateway into Appalachia. A focus on outdoor recreation can create new jobs in businesses that rent out bicycles and other gear, sell camping equipment, or offer excursions. To further serve tourists and residents alike, support businesses such as coffee shops, restaurants, and urgent care centers. Since McConnelsville already has a great downtown and outdoor resources, the city can attract visitors and supply employment to residents with this new diversity of businesses and some directed marketing.

## RETAIL

The COVID-19 pandemic changed how retailers of all sizes had to operate. While retailers are still an essential part of any town's economy, allowing for a more diverse set of retail spaces will help McConnelsville stay resilient throughout the ebbs and flows of the economy. Examples of

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<sup>3</sup> <https://fortune.com/2021/12/19/green-exercise-hiking-cycling-outdoor-workouts/>

<sup>4</sup> <https://www.dailysabah.com/life/health/outdoor-activities-boom-in-us-amid-covid-19-pandemic>



diverse retailers include bike shops, print-on-demand and shipping, and day spas. Other ways to bolster retail storefronts are adding new bike racks, bike lanes, benches, holding special events where retailers stay open longer hours, and creating new business incubators that include retail shops.



<i>Potential Reuse Examples</i>	Six-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Boutique clothing, vintage shop, record store, jewelers  Upper floors n/a
	Four-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Drop-shipping, hardware store, bookstore, phone retailer, toy store, laundromat/dry cleaner  Upper floors n/a
	Three-story structure – 1 <sup>st</sup> floor Florist/plant shop, stationery, print-on-demand, paint your own pottery, home décor

	Upper floors n/a
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**DINING**

In the wake of COVID-19, perhaps no other type of business changed as much as restaurants and bars. The industry pivoted to delivery and take-out services, new menus, and outdoor dining to keep its doors open. Regulatory flexibility will be essential so restaurants can continue to operate and protect public health. Ways to support the dining industry include free public events, performances, and activities. Welcoming immigrant communities can lead to the opening of a wide variety of dining options. To bolster late-night dining services and keep everyone safe, towns could encourage residents to become rideshare drivers, utilize ridesharing, or both.

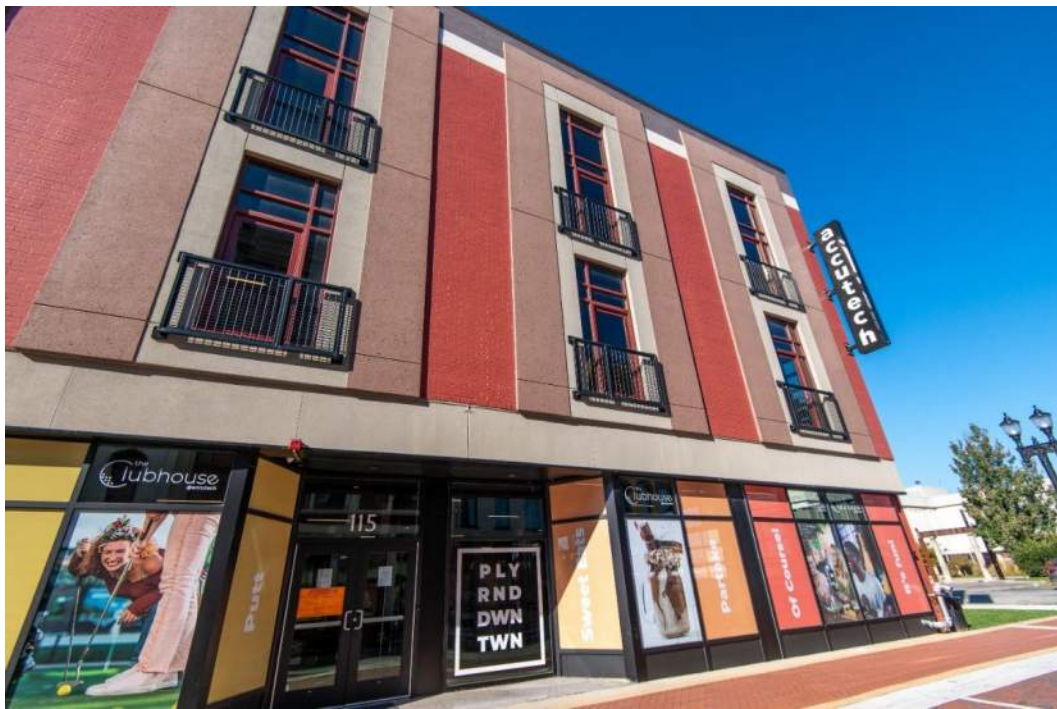


<i>Potential Reuse Examples</i>	Six-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Café, catering, shared kitchen  Upper floors n/a
	Four-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Restaurant/bar, bakery, indoor farmer's market, distillery  Upper floors n/a
	Three-story structure – 1st floor Café, juice bar, ice cream shop

Upper floors  
n/a

### ENTERTAINMENT

Entertainment options draw customers beyond typical business hours and help add to the local economy. Entertainment options rising in popularity are innovative businesses like bars with ax throwing, cat cafes that house rescue organizations, and arcades that include indoor mini-golf. To keep residents healthy, there is now also a focus on social distancing while enjoying entertainment options. To get people outside, towns need to change the purpose of public space. Currently, most public space nationwide is dedicated to parking, not parks.<sup>4</sup> Parks can even be small "pocket parks" and still provide a valuable outdoor space for local businesses to use. Pocket parks within McConnelsville would greatly complement the vast outdoor resources available for residents who want to enjoy being outside but engage in more "passive" recreation choices.



<i>Potential Reuse Examples</i>	Six-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Arcade, cat café  Upper floors Hotel
	Four-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Ax throwing, craft brewery, indoor mini-golf  Upper floors Hotel
	Three-story structure – 1st floor Arcade, cat café, craft brewery  Upper floors Hotel

**HEALTHCARE**

Healthcare has come to mean many things in recent years. For some, healthcare is access to affordable and quick services such as urgent care facilities and doctor's clinics. For others, it is a safe community where seniors can live, or children grow in an educational setting while their parents are at work. And in many neighborhoods, residents need access to fresh and healthy foods in a convenient location, such as a local greengrocer. All these needs can be met in a small-town environment. Town centers can be ideal for these businesses because they are centrally located, have ample parking, and allow users to be integrated into a vibrant part of their town's social life.





<i>Potential Reuse Examples</i>	<p>Six-story structure – 1<sup>st</sup> and 2<sup>nd</sup> floors          Pilate's studio, doctor's offices, chiropractor's offices, personal trainer, dispensaries, daycare</p> <p>Upper floors          Senior living</p>
	<p>Four-story structure – 1<sup>st</sup> and 2<sup>nd</sup> floors          Yoga studio, pharmacy, veterinarian's office, gym, clinic/urgent care, martial arts studio, dispensary</p> <p>Upper floors          Senior living</p>
	<p>Three-story structure – 1st floor          Pharmacy, martial arts studio, dispensary, doctor's offices, chiropractor's offices</p> <p>Upper floors          Senior living</p>

*PROFESSIONAL SERVICES*

Professional and consulting services are ideally suited for small-town environments. They are often quiet, with a steady flow of customers, and do not need an excessive amount of parking. Employees of those businesses can frequent each other, such as the insurance agent who eats lunch at the local deli and picks up their dry cleaning on the way home. These businesses also attract visitors who may visit several offices and shops during one trip to the area. Lastly, professional offices often do not require renovations to existing buildings as extensive as other uses like restaurants. The rise in demand for business incubators and co-working spaces could be met in the available storefronts in McConnellsville, perhaps including the opera house's first floor. Additional up-to-the-minute businesses include pet grooming, technology repair, and – while historically shunned in many downtowns but now making inroads – tattoo studios.



<i>Potential Reuse Examples</i>	<p>Six-story structure – 1<sup>st</sup> and 2<sup>nd</sup> floors  Financial adviser, insurance agent, IT consulting, tech repairs, consulting office, co-working space, career/life coaching, photography studio, tattoo studio, event planning, tax services, architecture &amp; interiors, pet grooming, house cleaning, attorney, virtual assistant</p> <p>Upper floors  Hotel</p>
	<p>Four-story structure – 1<sup>st</sup> and 2<sup>nd</sup> floors  Financial adviser, salon/barber, banking, insurance agent, IT consulting, tech repair, consulting office, travel agent, marketing/PR, tattoo studio, real estate office, event planning, tax services, architecture &amp; interiors, construction services, attorney</p> <p>Upper floors  Hotel</p>
	<p>Three-story structure – 1st floor  Financial adviser, salon/barber, banking, insurance agent, IT consulting, tech repair, consulting office, travel agent, marketing/PR, tattoo studio, real estate office, event planning, tax services, architecture &amp; interiors, construction services, attorney</p> <p>Upper floors  Short-term rentals, Airbnb/VRBO</p>

**ARTS, CULTURE, & EDUCATION**

COVID-19 put a temporary damper on the rapid growth of the arts, culture, and education industries, but they are experiencing a comeback. Town centers have traditionally housed art galleries, museums, and libraries, which will continue to be needed in the future for the cultural enrichment of our communities. Another art and education industry member that has taken off is "makerspaces," where the public can access shared tools and technology to create and sell their innovations. Related to makerspaces are trade school annexes, shared kitchen facilities for caterers, artist collectives and residencies, craft events, and pop-up art installations.





<i>Potential Reuse Examples</i>	Six-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Trade school annex, craft collective, tutoring Upper floors Makerspace, artist's collective/residency, museum
	Four-story – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Library annex, art gallery Upper floors Makerspace, artist's collective/residency, museum
	Three-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Library annex, art gallery Upper floors Makerspace, artist's collective/residency, museum

*CIVIC*

Locating civic uses and public spaces downtown increases accessibility, thereby increasing the foot traffic that keeps the area lively and growing. As cities recover from the pandemic, they can help confront challenges, such as economic and environmental challenges, while investing in the future. One way to do that is to invest in public spaces. When municipalities implement changes that make their streets, sidewalks, and other public spaces more equitable, inclusive, and accessible, they experience benefits such as decreased crime and increased tax

revenues.<sup>5</sup> Civic functions well-suited to downtown locations are visitors' bureaus, municipal office annexes, "cop shops," and outposts for local political representatives.



<i>Potential Reuse Examples</i>	Six-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Municipal office annex, political representative's local office Upper floors n/a
	Four-story – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Municipal office annex, political representative's local office, cop shop, community center Upper floors n/a
	Three-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors Municipal office annex, political representative's local office, cop shop, community center Upper floors n/a

**RESIDENTIAL**

"Residential infill development" is when new housing is located on vacant or underutilized land in previously developed areas, such as town centers.<sup>6</sup> Residential units are ideal for the upper stories of existing buildings. The unique size and character of these buildings can allow for various housing types to be in the more dense and walkable environments that are in demand from residents of all ages. While the young may be attracted to the area's restaurants and shopping, the middle-aged may like the convenience of living near their job, and seniors may appreciate access to their social network and local services. Some towns may also discover an unmet need for short-term and vacation rentals, and residential units near outdoor recreation are perfect ways to meet those needs.



<i>Potential Reuse Examples</i>	Six-story structure – 1 <sup>st</sup> and 2 <sup>nd</sup> floors n/a Upper floors Multi-unit residential, short-term rentals, Airbnb/VRBO
	Four-story – 1 <sup>st</sup> and 2 <sup>nd</sup> floors n/a

	Upper floors Multi-unit residential, short-term rentals, Airbnb/VRBO
	Three-story – 1 <sup>st</sup> and 2 <sup>nd</sup> floors n/a
	Upper floors Multi-unit residential, short-term rentals, Airbnb/VRBO

## SUPPLEMENTAL TABLE - USES

General reuse categories include retail, dining, entertainment, healthcare, professional services, arts, culture, education, civic, and residential. Detailed examples of each general use are listed below and are assumed to be part of a mixed-use environment.

### RETAIL/PERSONAL SERVICES

- Boutique clothing
- Florist / Plants
- Paint your own pottery
- Home décor
- Vintage shop
- Record shop
- Bookstore
- Phone retailer
- Jewelers
- Toy store
- Bike shop
- Drop-shipping
- Stationery
- Laundromat or Dry cleaner
- Hardware store
- Print-on-demand and/or shipping

### DINING

- Distillery
- Restaurant / Bar
- Café
- Bakery
- Juice bar
- Catering
- Shared kitchen
- Ice cream shop
- Farmer's Market

### ENTERTAINMENT

- Ax throwing
- Craft brewery
- Indoor mini-golf
- Arcade
- Cat café
- Hotel

### HEALTHCARE

- Yoga studio
- Pilate's studio
- Doctor's office
- Chiropractor's office
- Pharmacy
- Veterinarian's office
- Gym
- Personal trainer



- Senior center
- Clinic / Urgent care
- Martial arts studio
- Dispensaries
- Daycare

### PROFESSIONAL SERVICES

- Financial adviser
- Hair/nail salon or barber
- Banking
- Insurance agent
- IT consulting
- Tech repair
- Consulting office
- Travel agent
- Co-working space
- Career/life coaching
- Photography studio
- Marketing / PR
- Tattoo studio
- Real estate office
- Event planning
- Attorney
- Tax services
- Architecture & interiors
- Bed & breakfast
- Hospitality
- Pet grooming
- House cleaning
- Construction services
- Virtual assistant

### ARTS, CULTURE, & EDUCATION

- Trade school annex
- Library annex
- Library annex makerspace
- Makerspace
- Artist's collective / residency / studio
- Craft collective
- Tutoring
- Art gallery
- Museum

### CIVIC

- Visitor's Bureau
- Municipal office annex
- Cop shop
- Political representative's local office
- Community center

### RESIDENTIAL

- Multi-unit apartment complex
- Short-term rentals
- Airbnb/VRBO

## MARKET RATE ANALYSIS

A rental market analysis was conducted by comparing listings for buildings of similar use nearby. The rental market analysis reflects market data from February 2023.

### NONRESIDENTIAL BUILDINGS

Link	Location	Use	Condition/ Building Class	Size	Rate	Evaluation
<a href="https://www.loopnet.com/Listing/48-Olive-St-Caldwell-OH/26567401/">https://www.loopnet.com/Listing/48-Olive-St-Caldwell-OH/26567401/</a>	Caldwell	Office	C	2,400 SF	\$94	\$224,900
<a href="https://www.loopnet.com/Listing/7529-East-Pike-Norwich-OH/26562656/">https://www.loopnet.com/Listing/7529-East-Pike-Norwich-OH/26562656/</a>	Norwich	Retail	C	4,800 SF	\$93	\$445,000
<a href="https://www.loopnet.com/Listing/217-Union-Marietta-OH/25342540/">https://www.loopnet.com/Listing/217-Union-Marietta-OH/25342540/</a>	Marietta	Industrial	B	23,680 Sf	\$9	\$210,000
<a href="https://www.loopnet.com/Listing/170-Front-St-Marietta-OH/27014918/">https://www.loopnet.com/Listing/170-Front-St-Marietta-OH/27014918/</a>	Marietta	Retail	C	6,236 SF	\$144	\$900,000
<a href="https://www.loopnet.com/Listing/212-Putnam-St-Marietta-OH/25342547/">https://www.loopnet.com/Listing/212-Putnam-St-Marietta-OH/25342547/</a>	Marietta	Retail	C	16,916 SF	\$11	\$190,000
<a href="https://www.loopnet.com/Listing/100-N-Chester-St-New-Cumberland-WV/26005434/">https://www.loopnet.com/Listing/100-N-Chester-St-New-Cumberland-WV/26005434/</a>	New Cumberland	Retail	C	6,018 SF	\$32	\$190,000
<a href="https://www.loopnet.com/Listing/214-8th-St-Parkersburg-WV/26764084/">https://www.loopnet.com/Listing/214-8th-St-Parkersburg-WV/26764084/</a>	Parkersburg	Office	B	10,158 SF	\$25	\$249,900
<a href="https://www.loopnet.com/Listing/831-Wheeling-Ave-Cambridge-OH/23939206/">https://www.loopnet.com/Listing/831-Wheeling-Ave-Cambridge-OH/23939206/</a>	Cambridge	Office/MU	C	10,501 SF	\$93	\$980,000
<a href="https://www.loopnet.com/Listing/1672-Linden-Ave-Zanesville-OH/26048827/">https://www.loopnet.com/Listing/1672-Linden-Ave-Zanesville-OH/26048827/</a>	Zanesville	Office	C	4,000 SF	\$90	\$359,900
<a href="https://www.loopnet.com/Listing/30-S-4th-St-Martins-Ferry-OH/24512219/">https://www.loopnet.com/Listing/30-S-4th-St-Martins-Ferry-OH/24512219/</a>	Martins Ferry	Bank	C	7,546 SF	\$48	\$359,000
<a href="https://www.loopnet.com/Listing/3154-Belmont-St-Bellaire-OH/27590959/">https://www.loopnet.com/Listing/3154-Belmont-St-Bellaire-OH/27590959/</a>	Bellaire	Retail	C	3,960 SF	\$57	\$225,000

Source: loopnet.com

## CLOSING COMMENTS

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American Structurepoint would be pleased to advise and assist with any questions regarding any of our recommendations. Should you have any questions, please do not hesitate to contact us.

Very Truly Yours,

**American Structurepoint, Inc.,**

A handwritten signature in blue ink that reads "Andy Clemens". The signature is written in a cursive style with a large initial "A" and "C".

Andy Clemens, PE, SE  
Project Development Director  
Investigative Services