

GRAVITY-ADJACENT
IN THE HEART OF
FRANKLINTON

INVESTMENT/
OWNER-USER
OPPORTUNITY

THE PRIETO
68 MCDOWELL ST

4,648 SF
RENOVATED
1925 GEM

ROTH REAL
ESTATE
GROUP

kaufman

ROTH

REAL
ESTATE
GROUP

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THE PRIETO

68 MCDOWELL ST

TWO STORIES
PLUS BASEMENT

4,648 SF RETAIL OR
UNIQUE OFFICE SPACE

900 SPACE PARKING
GARAGE ADJACENT TO
THE PROPERTY

[SCHEDULE A TOUR](#)



ROTH

THE PRIETO

REAL
ESTATE
GROUP

68 MCDOWELL ST



NEW SALE PRICE: \$1.2M

DISCOVER A HIDDEN GEM IN FRANKLINTON

Nestled in the heart of Franklinton, Columbus' burgeoning creative district, 68 McDowell St stands as a testament to the neighborhood's rich history and promising future. This 4,648 SF property, known locally as the Prieto Building, offers investors a unique opportunity to be part of Columbus' most exciting urban renaissance.

THE PRIETO

THE PRIETO

ADDRESS

68 McDowell St,
Columbus, OH 43215

BUILDING SIZE

4,648 SF

LOT SIZE

6,081 SF

PARCEL ID

010-042942-00

YEAR BUILT

1925

YEAR RENNOVATED

2022

ZONING

C-4 Regional Scale
Commercial District

PROPERTY TYPE

Office, Retail, Restaurant

ASKING PRICE

\$1,200,000

STORIES

2 + Full Basement

PARKING

Adjacent 900-space
parking garage



BUILDING DETAILS

UNIQUE BLEND OF HISTORICAL CHARM AND
MODERN POTENTIAL, PERFECTLY POSITIONED
TO CAPITALIZE ON FRANKLINTON'S ONGOING
RENAISSANCE

PROPERTY HIGHLIGHTS



THE PRIETO



HISTORICAL SIGNIFICANCE

Originally constructed in 1925, the Prieto Building carries nearly a century of Columbus history within its walls.

VERSATILE SPACES

Each floor offers 2,324 SF of flexible space, adaptable to a wide range of business needs.

PRIME LOCATION

Located adjacent to Gravity 2.0 and near Franklinton's newest restaurant, Prim Mason, it's positioned in a rapidly developing area of the neighborhood.

MODERN RENOVATIONS

Extensive 2022 renovations have brought the property up to contemporary standards while preserving its unique character.

PARKING CONVENIENCE

The adjacent 900-space parking garage ensures ample parking for tenants and visitors alike.

GRAVITY PHASE II

Part of the innovative Gravity development, Ohio's conscious community living project.

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THE PRIETO

A HISTORIC GEM IN COLUMBUS'
CREATIVE HUB - FRANKLINTON'S
PREMIER INVESTMENT OPPORTUNITY

**PART OF GRAVITY
DEVELOPMENT**

**OPPORTUNITY
ZONE**

**STRONG ROI
POTENTIAL**

**HIGH VISIBILITY AND
FOOT TRAFFIC**

**PRIME
LOCATION**

2018

NATIONAL REGISTER OF HISTORIC PLACES

The building's significance was recognized in 2018 when it was listed on the National Register of Historic Places as part of the Franklinton Commercial Historic District. **This designation not only highlights the property's historical importance but also opens up potential tax incentives for investors.**

A DISTINCTIVE CORNICE

ORIGINAL BRICK FAÇADE

MAJOR RENOVATIONS

HISTORIC PRIETO BUILDING WAS BUILT

ICONIC PRIETO BUILDING

HISTORIC TIMELINE

LARGE STOREFRONT WINDOWS

The Prieto is a shining example of early 20th-century commercial architecture in Columbus. Built in 1925 and expertly renovated in 2022, this 4,648 square foot property seamlessly marries historical charm with modern functionality. The renovation, overseen by acclaimed preservation architects Schooley Caldwell Associates, has breathed new life into this Franklinton landmark while maintaining its original character.



THE PRIETO



DESIGNED BY RENOWNED LOCAL ARCHITECT JOHN SCHOOLEY SR. IN 1925, THE PRIETO BUILDING STANDS AS A TESTAMENT TO FRANKLINTON'S RICH ARCHITECTURAL HERITAGE AND ITS PROMISING FUTURE.



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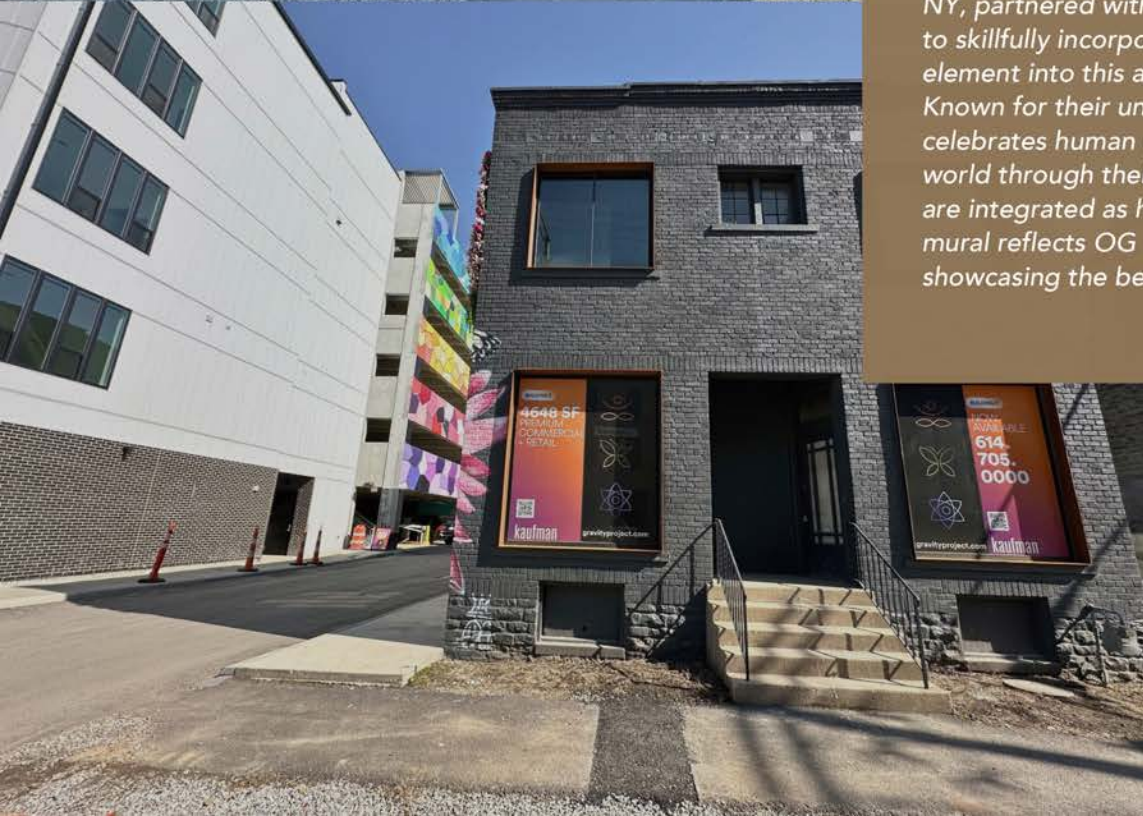
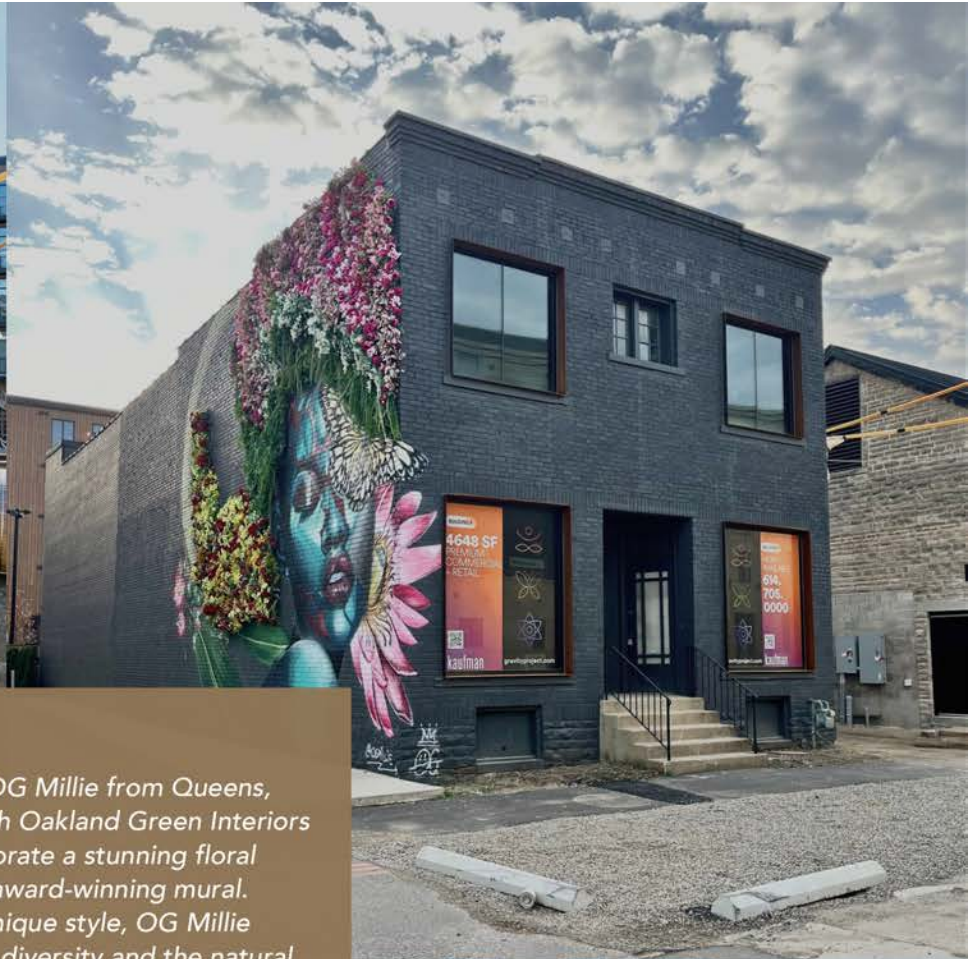
PRESS FEATURES

- Columbus Business First included the property in a 2022 piece on "**Franklinton's Top 10 Investment Opportunities**"
- The Columbus Dispatch ran a feature article in 2023 titled "**Franklinton's Renaissance: Historic Buildings Find New Life,**" which prominently featured the Prieto Building's renovation
- (614) Magazine highlighted the building in a 2023 article about Franklinton's emerging arts scene, noting its potential as a gallery or creative workspace



The Columbus Dispatch

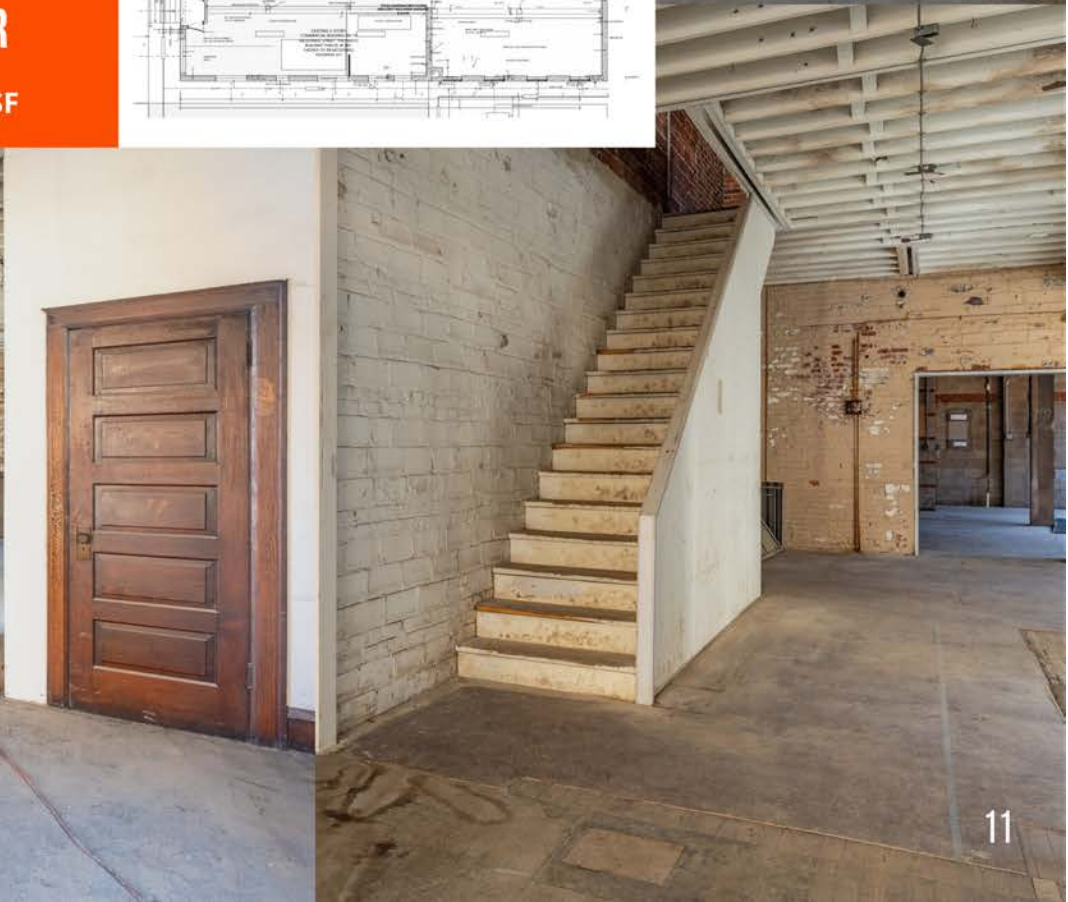
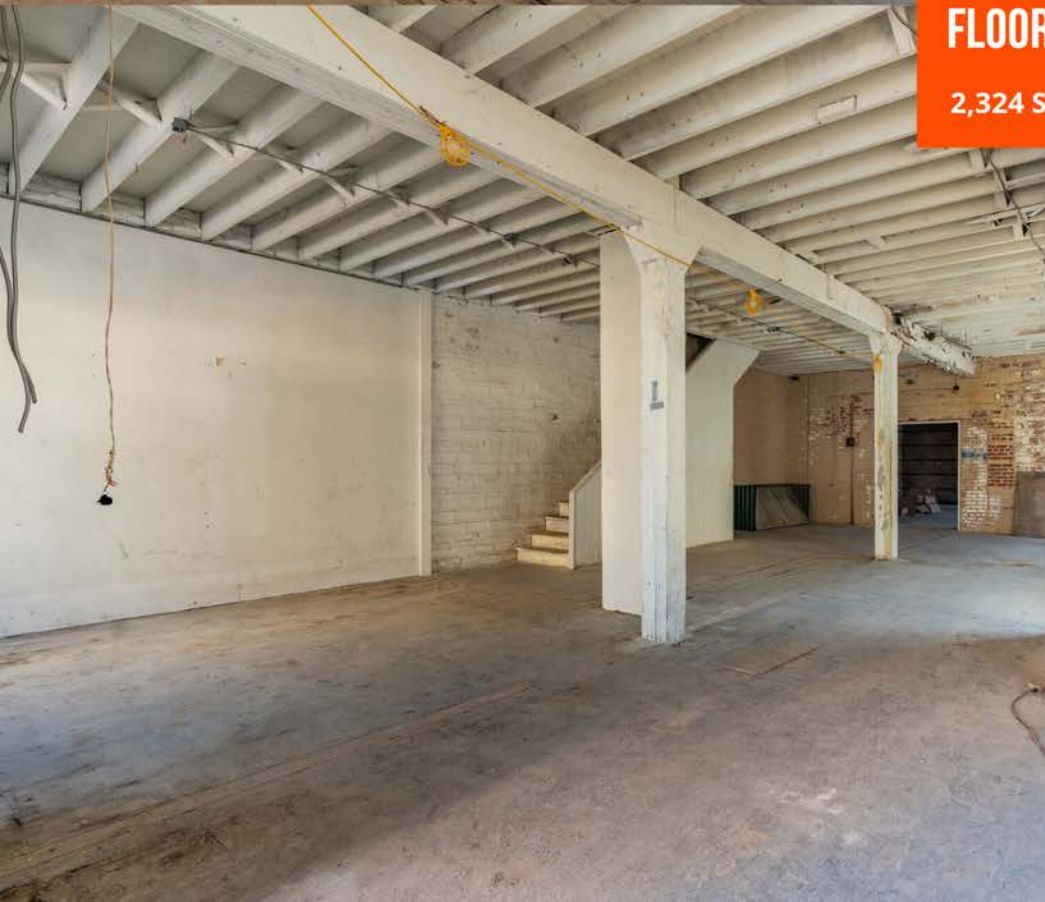
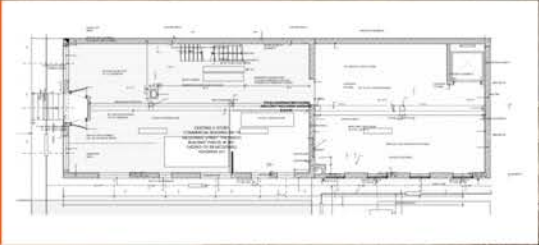


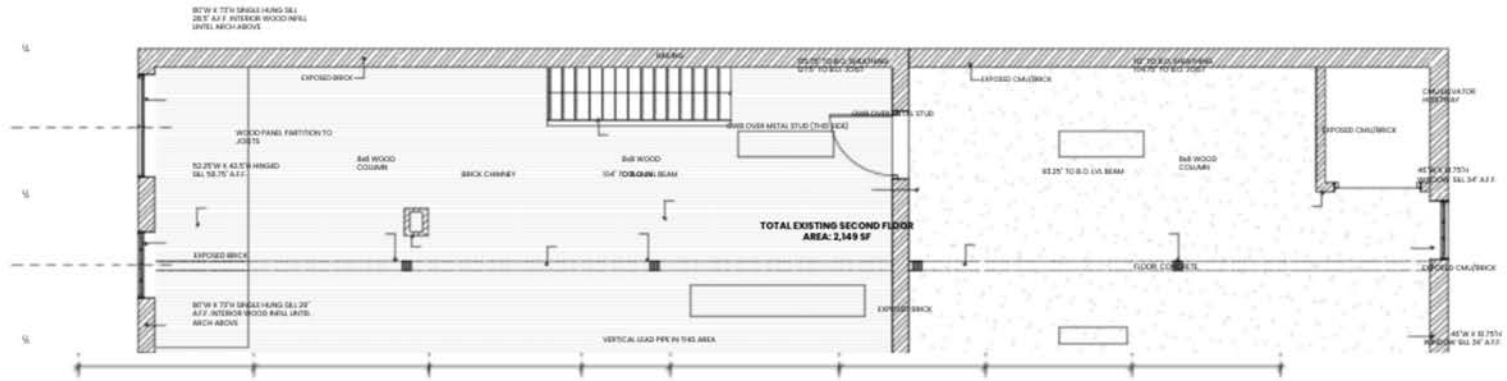


Renowned artist OG Millie from Queens, NY, partnered with Oakland Green Interiors to skillfully incorporate a stunning floral element into this award-winning mural. Known for their unique style, OG Millie celebrates human diversity and the natural world through their portraits, where flowers are integrated as hair or other details. This mural reflects OG Millie's signature style, showcasing the beauty of both

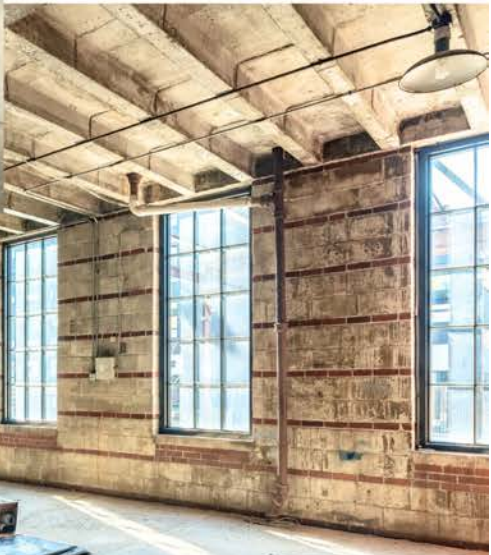


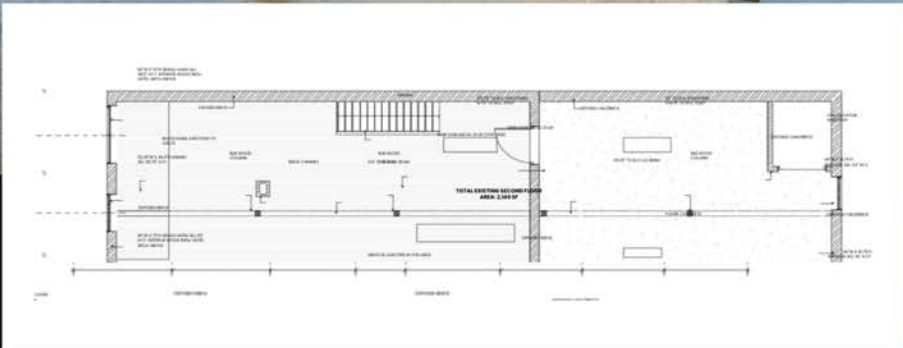
FIRST FLOOR
2,324 SF





SECOND FLOOR
2,324 SF





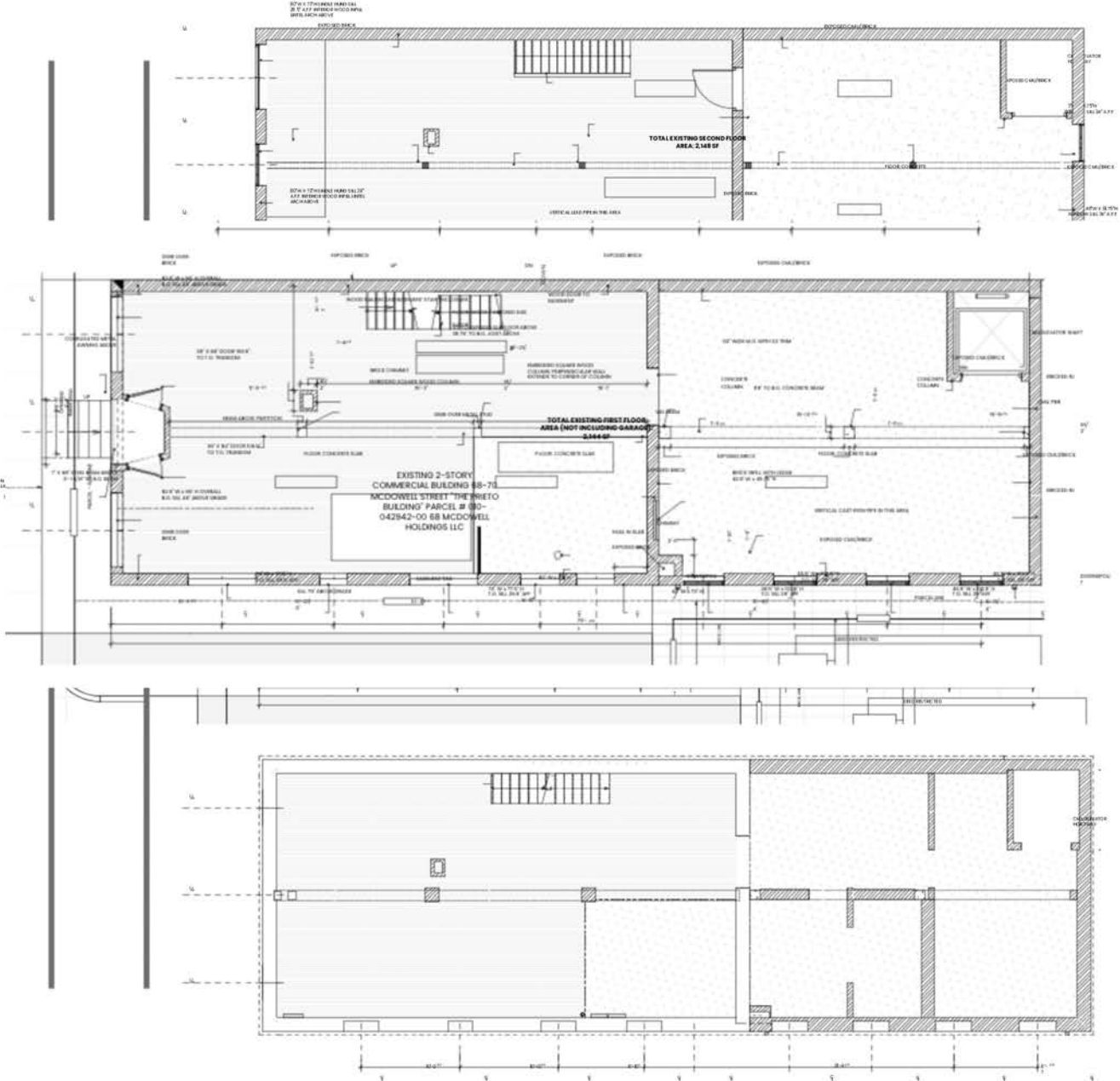
**SECOND
FLOOR**

2,324 SF



THE PRIETO BUILDING'S VERSATILE LAYOUT, SPREAD ACROSS TWO STORIES AND A FULL BASEMENT, PROVIDES AN IDEAL CANVAS FOR A VARIETY OF COMMERCIAL VENTURES. FROM INNOVATIVE OFFICE SPACES TO TRENDY RETAIL OUTLETS OR CUTTING-EDGE DINING CONCEPTS, THIS PROPERTY OFFERS UNPARALLELED FLEXIBILITY IN ONE OF COLUMBUS' MOST EXCITING NEIGHBORHOODS.

MCDOWELL ST



SECOND FLOOR

FIRST FLOOR

BASEMENT

ADAPTABLE REUSE SPACE

ZONING INFORMATION

The Prieto is zoned C-4 Regional Scale Commercial District, allowing for a wide range of commercial uses.

This flexible zoning opens up numerous possibilities for investors and business owners looking to make their mark in Franklinton.

IDEAL USE

RETAIL SPACE
OFFICE SPACES
RESTAURANTS AND BARS
ENTERTAINMENT VENUES
MIXED-USE DEVELOPMENTS

UNIQUE BLEND OF HISTORICAL CHARM
AND MODERN POTENTIAL, PERFECTLY
POSITIONED TO CAPITALIZE ON
FRANKLINTON'S ONGOING RENAISSANCE

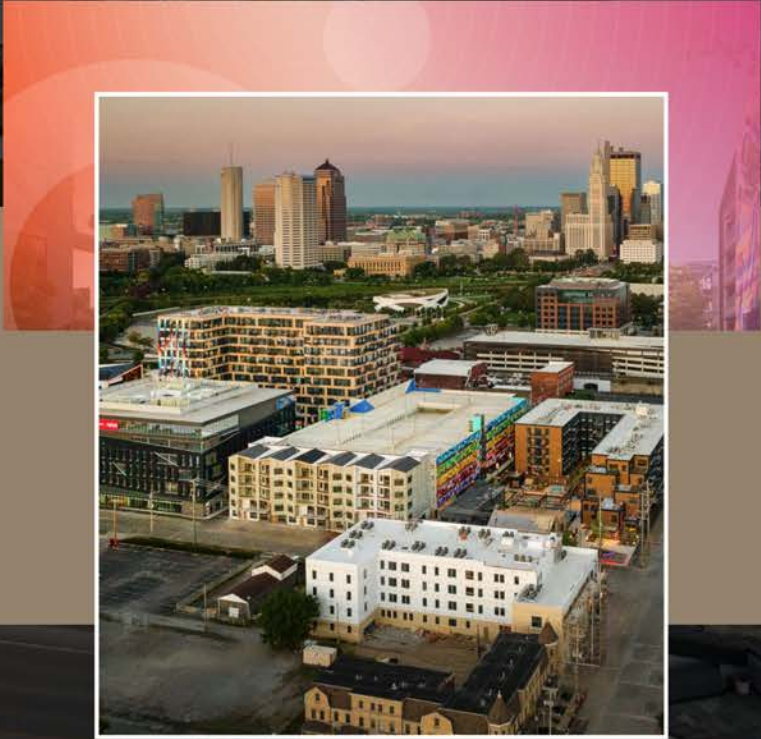


GRAVITY-ADJACENT INVESTMENT OPPORTUNITY: 4,648 SF OF VERSATILE SPACE IN FRANKLINTON



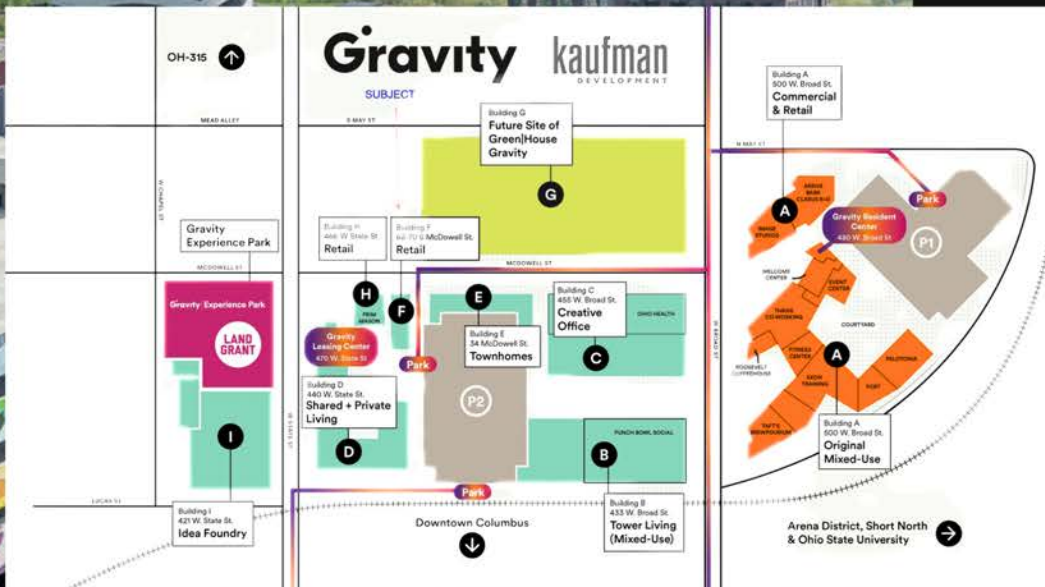
**WINNER OF URBAN LAND
INSTITUTE'S GLOBAL AWARD
FOR EXCELLENCE IN 2021**

Gravity



The Prieto Building is situated within the award-winning Gravity development, a mixed-use project that has garnered national attention for its innovative approach to urban living and working. Gravity was recognized with the Urban Land Institute's Global Award for Excellence in 2021, further cementing Franklinton's reputation as a hub for forward-thinking urban development.

SITE PLAN

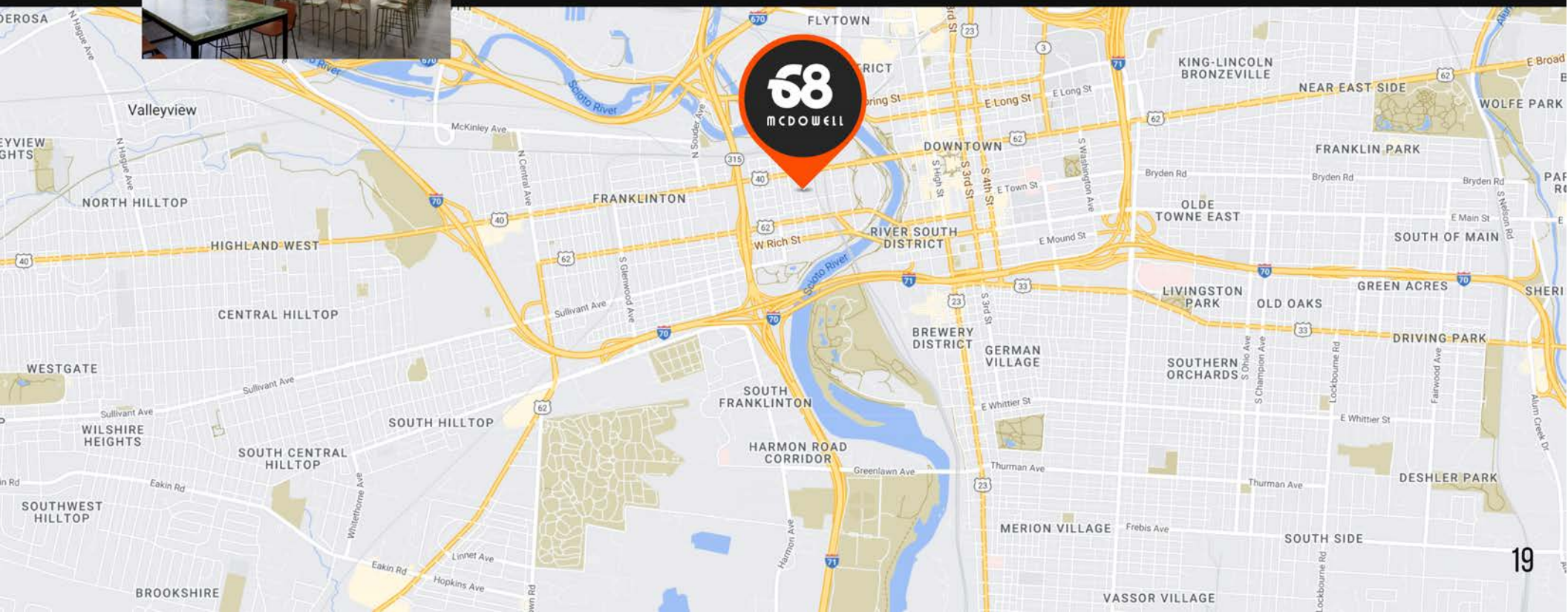


PRIME LOCATION

ADJACENT TO BRAND NEW RESTAURANT PRIM MASON



The property's location within the Gravity Phase II development sets it apart as a prime investment opportunity. As part of Ohio's largest conscious community, **The Prieto** is at the epicenter of a thriving ecosystem designed to promote wellbeing, creativity, and positive impact. This unique positioning ensures a steady stream of forward-thinking professionals and community members, creating a built-in audience for potential tenants.





68 MCDOWELL ST

LOCATION ADVANTAGES

BIKE SCORE®
VERY BIKEABLE (82)

0.5 MILES | 3 MINS

DOWNTOWN COLUMBUS

Just minutes from downtown Columbus, offering easy access to the city's business hub.

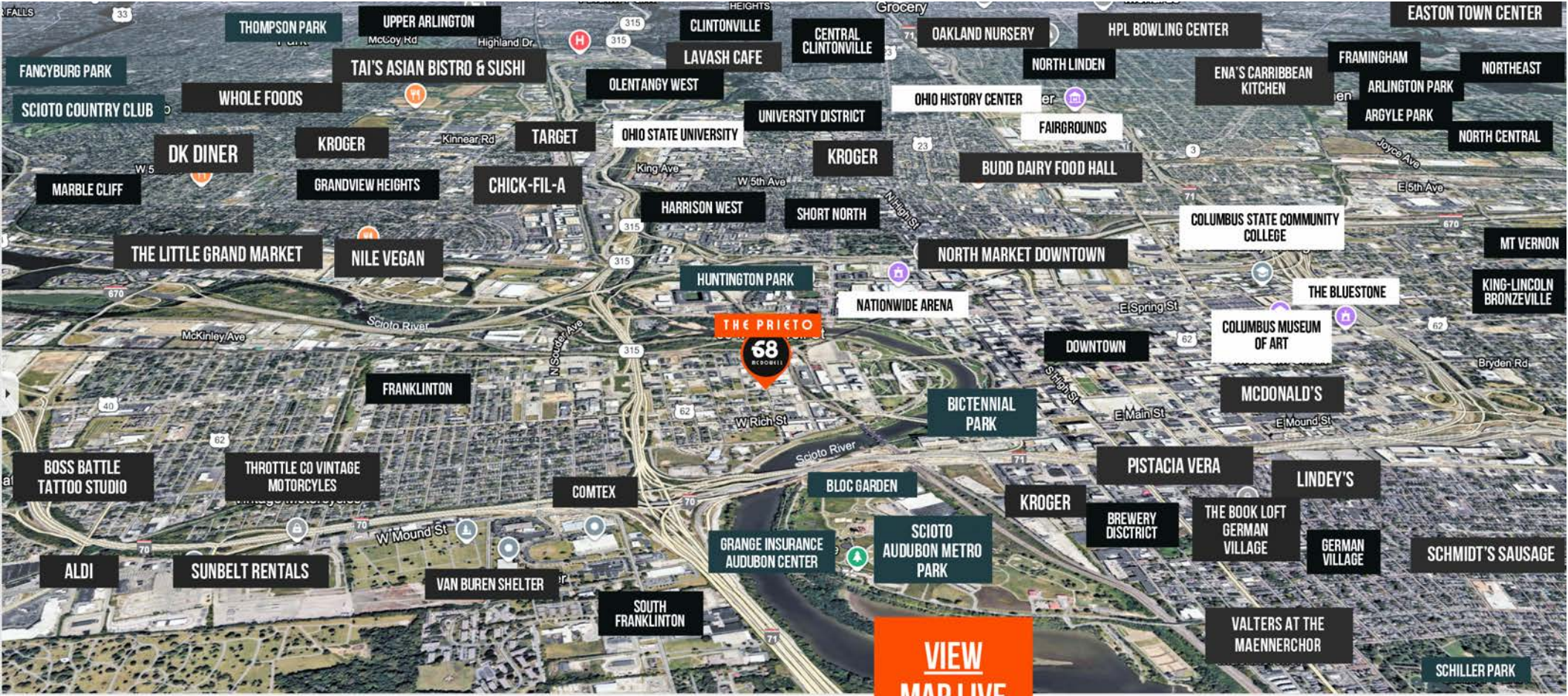
8 MILES | 14 MINS

JOHN GLENN COLUMBUS INTERNATIONAL AIRPORT

15.6 MILES | 23 MINS

RICKENBACKER INTERNATIONAL

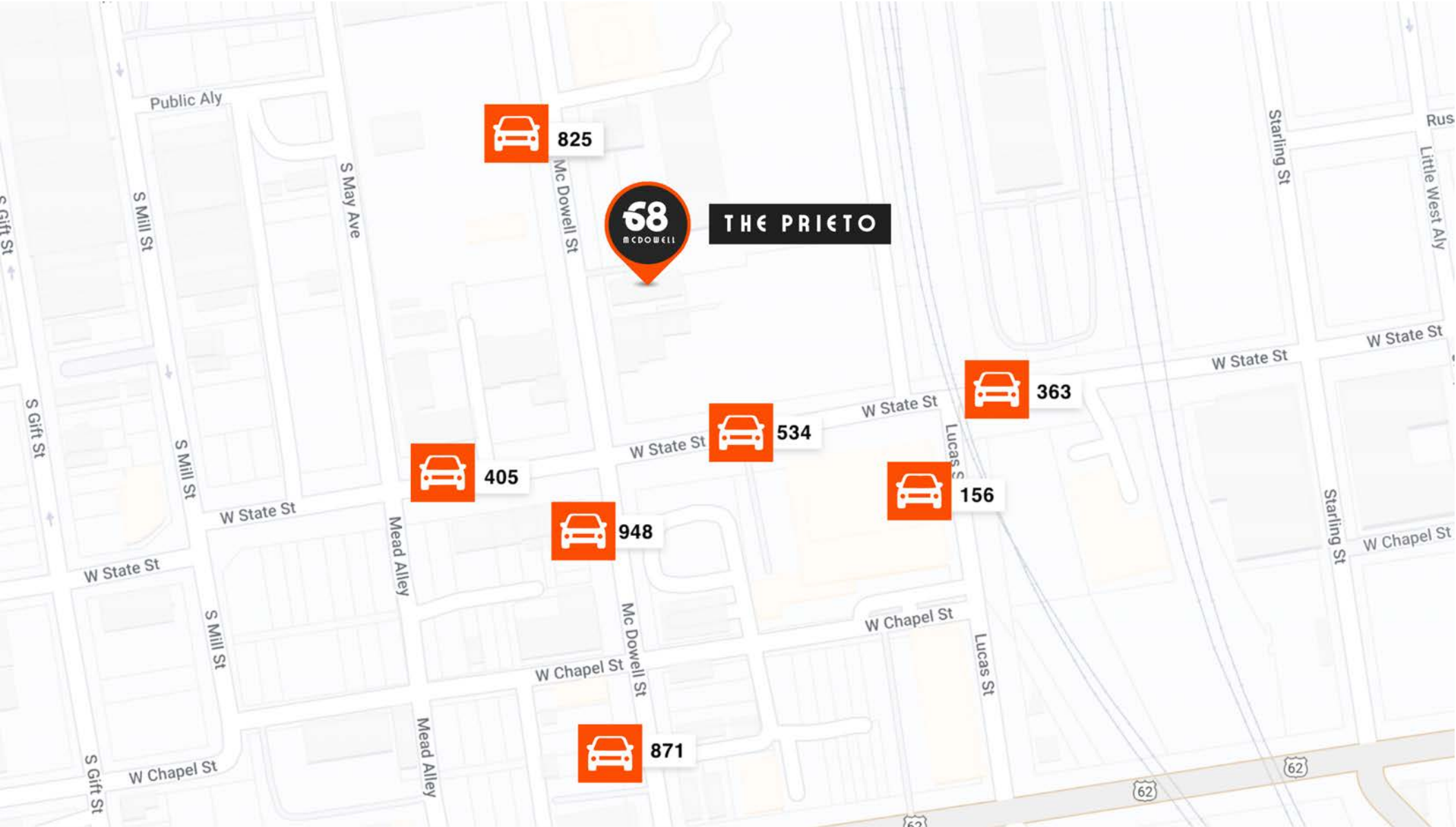
The Prieto is right in the heart of Columbus's central location which makes it accessible to a large regional market, including nearby cities and suburbs.



**VIEW
MAP LIVE**

NORTH VIEW

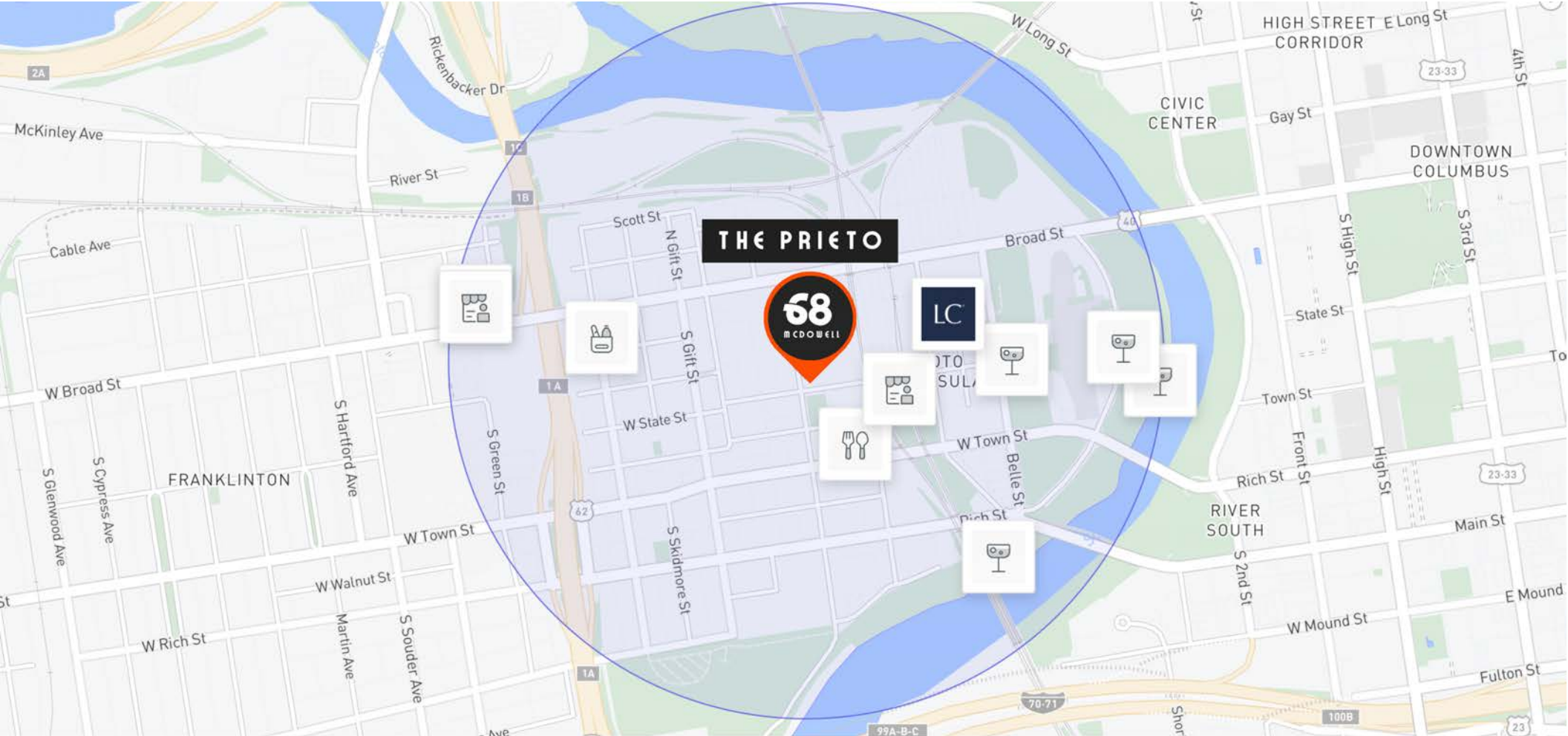




TRAFFIC COUNTS

HIGH
VISIBILITY

68 MCDOWELL ST



NEARBY LOCATION INSIGHTS

MONTHLY VISITS

Local insight data derived from Crexi.

SCIOTO MILE

52.8K

DORIAN GREEN

20.1K

RAY RAYS DOG PIT

6K

NEARBY MAJOR RETAILERS



	1 MILE	3 MILE	5 MILE	15 MIN DRIVE
2024 Population	12,223	154,749	357,179	673,118
2029 Population	12,468	157,427	361,495	677,577
2024-2029 Projected Population Growth	2.0%	1.7%	1.2%	0.7%
Median Age	35.9	32.3	32.9	34.3
College Degree + Higher	53%	42%	38%	22%
Daytime Employees	79,518	241,255	316,770	438,392
Total Businesses	4,511	19,730	27,126	44,041
Average Household Income	\$93,140	\$76,757	\$76,862	\$78,692
Median Household Income	\$72,452	\$55,230	\$54,754	\$57,709
Total Consumer Spending	\$184.8M	\$1.8B	\$4B	\$7.6B
2024 Households	6,953	72,790	152,601	280,819
Average Home Value	\$451,754	\$347,272	\$309,918	\$281,518

Demographic data derived from Costar.



FRANKLINTON: A NEIGHBORHOOD ON THE RISE

Franklinton's vibrant arts scene adds significant value to this investment. The neighborhood is home to numerous galleries, studios, and creative spaces, including 400 West Rich, Chromedge Studios, and the Columbus Idea Foundry. These cultural assets contribute to the area's appeal and foot traffic, benefiting businesses located at 68 McDowell St.

Franklinton is quickly becoming Columbus' go-to spot for creatives, entrepreneurs, and young professionals.

FEATURED IN THE NEW
YORK TIMES AS
"COLUMBUS'S ARTISTIC
HAVEN" IN 2019

New York Times

NAMED ONE OF "AMERICA'S
10 BEST UP-AND-COMING
NEIGHBORHOODS" BY
FORBES IN 2020

Forbes

By Jsjessee - CC BY-SA 2.0, Wikipedia

The New York Times

Forbes

THE PRIETO

FRANKLINTON DEMOGRAPHICS



By Isjessee - CC BY-SA 2.0, Wikipedia

Investors should note Franklinton's demographic trends, with an influx of young professionals and creatives driving demand for innovative spaces. The median age here is around 32, with a growing population of college-educated residents. As the neighborhood continues to evolve, The Prieto stands poised to benefit from this upward trajectory. Franklinton's seeing an influx of young professionals and creatives. It's a neighborhood on the up-and-up.

With Franklinton's ongoing development, property values here have been on a steady climb. This could be a solid long-term play.



Residential and demographic information comes from public data provided by the US Census.

FRANKLINTON

MIDWEST'S MOST EXCITING MARKET

As part of this dynamic neighborhood, The Prieto offers investors the chance to be part of a community on the rise, with the added value of owning a piece of Columbus history. **The building's prime location, historical significance, and recent high-quality renovation make it an unparalleled opportunity in one of the Midwest's most exciting real estate markets.**

RICH
HISTORY
CREATIVE
HUB

ONE OF COLUMBUS' OLDEST NEIGHBORHOODS, FOUNDED IN 1797

HOME TO NUMEROUS ART GALLERIES, STUDIOS, AND MAKERSPACES

FRANKLINTON

COMMUNITY
FOCUS
TECH
INNOVATION

STRONG EMPHASIS ON COMMUNITY DEVELOPMENT AND LOCAL INITIATIVES

EMERGING AS A CENTER FOR TECHNOLOGY STARTUPS AND CREATIVE BUSINESSES



COLUMBUS, OH

ECONOMIC GROWTH WITH HIGH DEMAND FOR COMMERCIAL SPACES AND REDEVELOPMENT OPPORTUNITIES

Columbus is experiencing rapid population growth, with community leaders estimating that the region's population could double by 2050 and potentially triple by 2035. This surge in population is driving a high demand for housing, making Columbus the fourth hottest housing market in the nation. The competition for housing is intense, signaling a robust market demand.

THRIVING

COLUMBUS, OH

902,449

TOTAL
POPULATION

\$62,994

MEDIAN
HOUSEHOLD
INCOME

\$212,500

MEDIAN HOME
VALUE

Residential and demographic information comes from public data provided by the US Census.

*Columbus, Ohio,
A Hidden Gem In
Plain Sight
- Forbes*



97%

EMPLOYMENT RATE



**NAMED TOP 10 BEST CITIES TO
MOVE TO IN 2024 | FORBES HOME**

**OHIO RANKED #7 AMERICA'S TOP
STATES FOR BUSINESS 2024 | CNBC**

**#3 BEST BEER CITIES IN THE US |
USA TODAY**

**BEST DESTINATIONS FOR CULINARY
TRAVEL 2024 | ESSENCE**

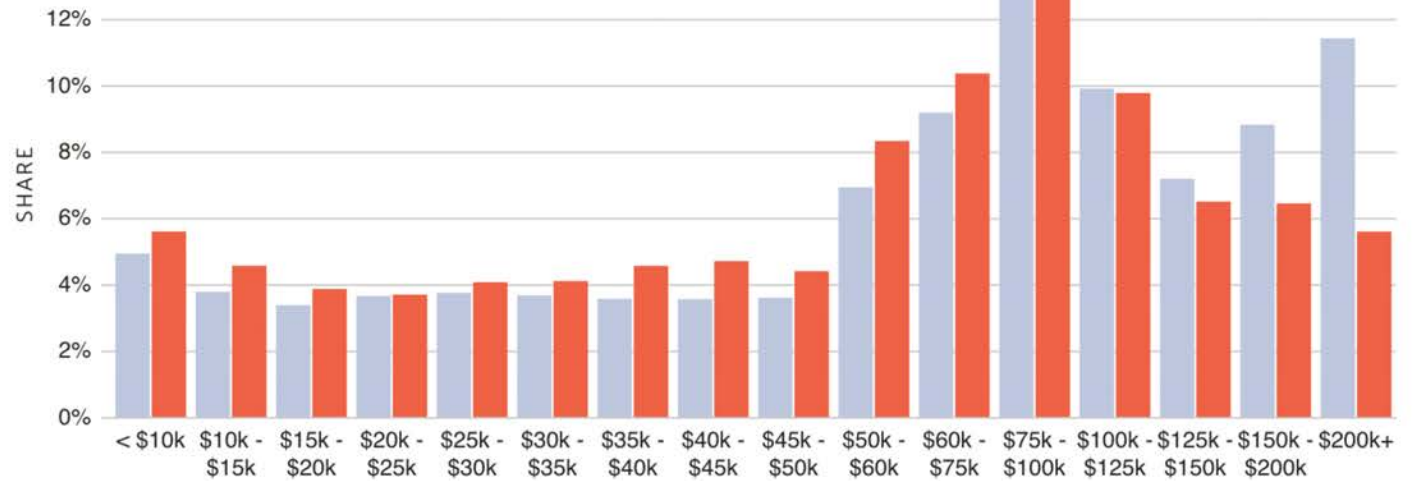
**#3 HOTTEST HOUSING MARKET
HEADING INTO 2024 | ZILLOW**

Columbus is one of the fastest-growing cities in the Midwest. In fact, Columbus has the most population growth out of any metropolitan in U.S. Vibrant and alive, Columbus is known for its public-private collaborations and entrepreneurial spirit.

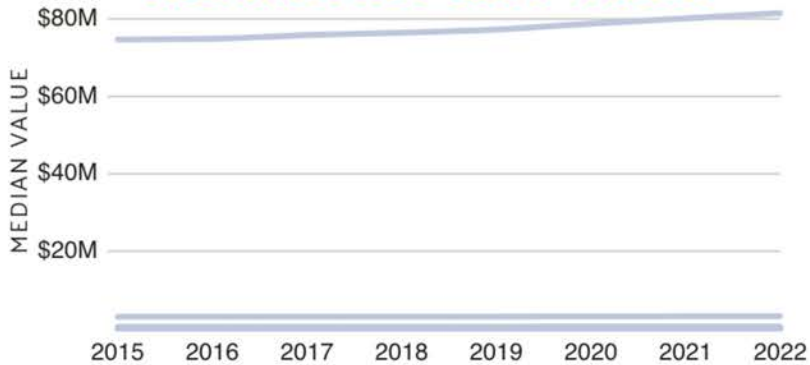
COLUMBUS DEMOGRAPHICS

Columbus, OH United States

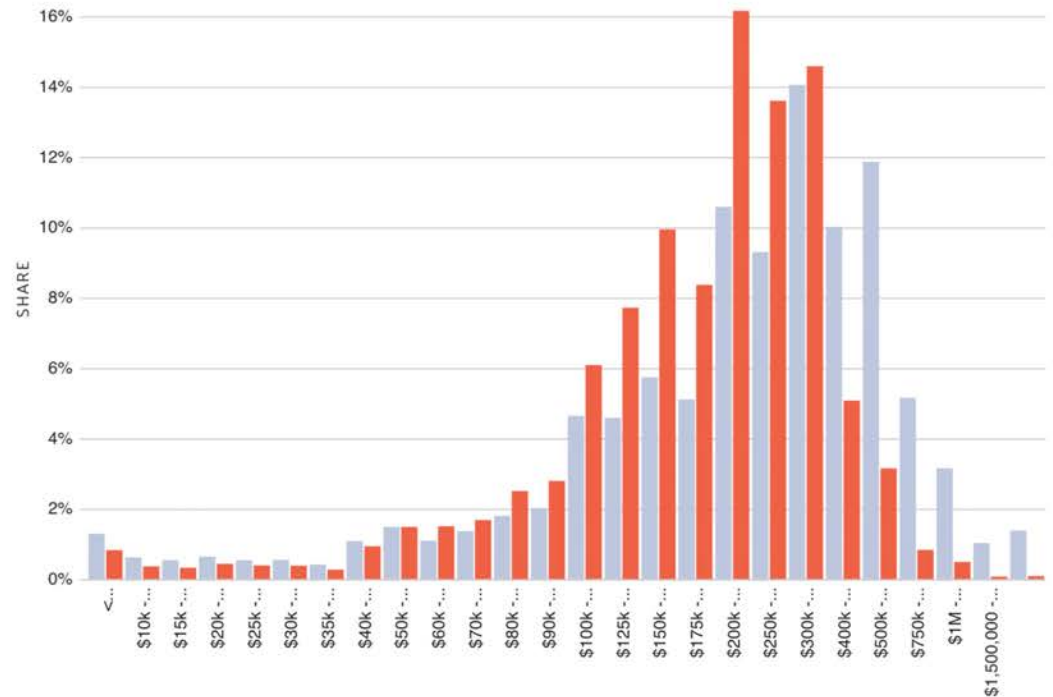
HOUSEHOLD INCOME [2022]



MEDIAN PROPERTY VALUE



PROPERTY VALUE



Residential and demographic information comes from public data provided by the US Census.



FRANKLIN COUNTY

LOCAL MARKET OVERVIEW



Franklin County is a vibrant region with a diverse economy and a strong community spirit. The county is known for its excellent infrastructure, educational institutions, and cultural amenities. With a focus on economic development, Franklin County offers numerous resources for businesses, including support programs and networking opportunities.

The county's commitment to growth is evident in its ongoing investments in public infrastructure and community services. This supportive environment makes Franklin County an ideal location for businesses looking to expand and thrive.

INNOVATION FOR BUSINESS

Franklin County and the Columbus Region have received numerous accolades that highlight their attractiveness to businesses, including retailers. The region is recognized as a top-ranked business climate with a strong economy and a prepared workforce. It has been named the **No. 1 Rising City for Startups** and has grown multiple unicorn companies, showcasing its potential for innovation and business success.

ECONOMIC INFRASTRUCTURE

Franklin County stands out in terms of retail growth due to its strategic location and robust economic infrastructure. The Columbus Region is a leader in population, job, and GDP growth, outpacing other major Midwest metros. This growth is supported by a diverse economy that includes key sectors such as retail, logistics, healthcare, and finance. The region's central location provides unparalleled market access, with the ability to reach 45% of the U.S. population within a one-day drive, which is a significant advantage over other cities.

FRANKLIN COUNTY THE HEART OF OHIO

- › A STRONG JOB MARKET WITH OPPORTUNITIES IN VARIOUS SECTORS
- › HOME TO MULTIPLE FORTUNE 500 COMPANIES
- › EXCELLENT HEALTHCARE FACILITIES AND RESEARCH CENTERS
- › A THRIVING ARTS AND CULTURE SCENE
- › NUMEROUS PARKS AND RECREATIONAL AREAS

Situated in Franklin County, The Prieto benefits from being part of one of Ohio's most prosperous and forward-thinking regions. As the most populous county in the state, Franklin County is known for its diverse economy, world-class educational institutions, and thriving cultural scene.

The county's commitment to growth and development is evident in its ongoing initiatives to attract businesses, support innovation, and enhance quality of life for its residents. By investing in The Prieto, ***you're not just acquiring a property; you're becoming part of a larger story of progress and opportunity in the heart of Ohio.***

#3 IN AMERICA'S
BEST COUNTIES 2024



#8 BEST COST OF DOING BUSINESS

AREADEVELOPMENT

10% LOWER COST OF LIVING
THAN THE NATIONAL AVERAGE

THE
COLUMBUS
REGION

1.32M

TOTAL POPULATION

\$71,070

MEDIAN HOUSEHOLD
INCOME

\$243,100

MEDIAN HOME VALUE

42.3%

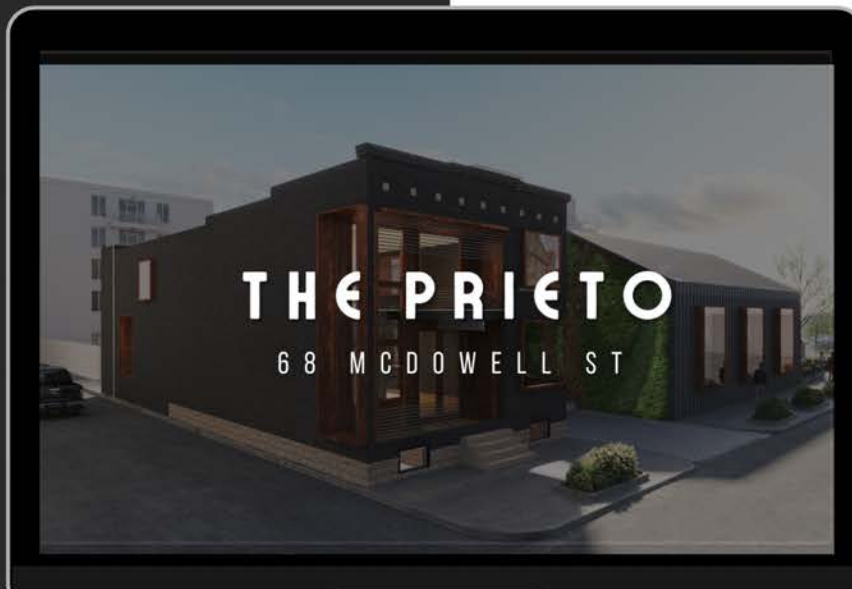
BACHELOR'S DEGREE
OR HIGHER



Residential and demographic information comes from public data provided by the US Census.

UNIQUE OPPORTUNITY

INVESTMENT HIGHLIGHTS



- FLEXIBLE SPACE ADAPTABLE TO VARIOUS BUSINESS NEEDS
- UNIQUE BLEND OF HISTORICAL CHARM AND MODERN FUNCTIONALITY
- STRONG POTENTIAL FOR APPRECIATION AS FRANKLINTON CONTINUES TO DEVELOP
- PART OF THE INNOVATIVE GRAVITY DEVELOPMENT, ENSURING A BUILT-IN COMMUNITY
- HIGH VISIBILITY IN A RAPIDLY GROWING AREA

THE PRIETO

FRANKLINTON'S PREMIER INVESTMENT OPPORTUNITY



A PART OF HISTORY
LIVING IN A
THRIVING BUSINESS
COMMUNITY AND
CULTURAL HUB
TODAY

MORE THAN JUST A BUILDING

As part of this dynamic neighborhood, The Prieto offers investors the chance to be part of a community on the rise, with the added value of owning a piece of Columbus history. The building's prime location, historical significance, and recent high-quality renovation make it an unparalleled opportunity in one of the Midwest's most exciting real estate markets.

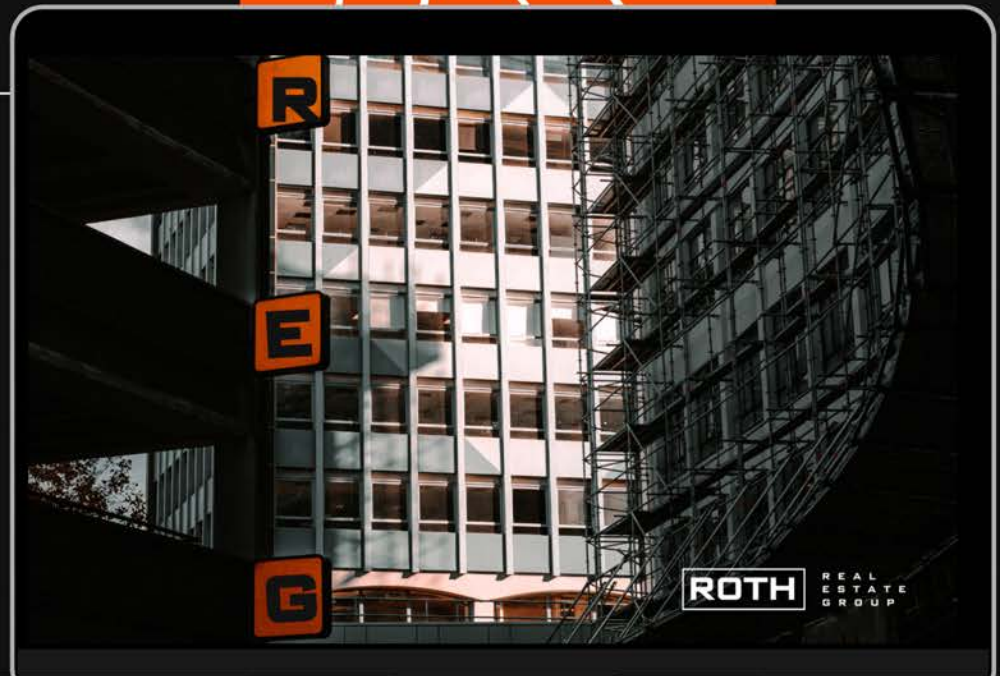
The Prieto Building's renovation and its place within Franklinton's broader redevelopment have made it a focal point for those interested in Columbus' urban renewal. Its blend of historical character and modern functionality, coupled with its location in one of the city's most dynamic neighborhoods, positions it as a unique investment opportunity in the Columbus real estate market.

SHAPING THE COLUMBUS SKYLINE ONE PROPERTY AT A TIME



Roth Real Estate Group offers a full range of services uniquely tailored to create value for you and your objectives, from commercial to residential real estate.

We work with prevailing technology and use a data-driven approach to ensure we are investing in your vision. All of us here at Roth Real Estate Group commit to the education of our clients every step of the way. As a client, you're not only in the know, but you're also up to date on the latest opportunities that address your property needs.



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68 MCDOWELL ST

**DON'T MISS THIS CHANCE TO BE PART
OF FRANKLINTON'S EXCITING FUTURE.**

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Renowned artist OG Millie from Queens, NY, partnered with Oakland Green Interiors to skillfully incorporate a stunning floral element into this award-winning mural. Known for their unique style, OG Millie celebrates human diversity and the natural world through their portraits, where flowers are integrated as hair or other details. This mural reflects OG Millie's signature style, showcasing the beauty of both humanity and nature.

THE PRIETO

68 MCDOWELL ST

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kaufman

