

From the Columbus Business First:

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South side gets more retail and residential space with the Eisen on Parsons

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Another piece of Parsons Avenue redevelopment is in place.

The Eisen, a two-story, more than 13,000-square-foot mixed-use project, has opened at 960 Parsons Ave. with four of its five commercial spaces claimed and four renovated apartments ready to go on the market.



MIDWEST ATLANTIC

The venture is a collaboration between three friends who went to Bishop Hartley High School together: Mark Longstreth, of New York-based property owner Midwest Atlantic Group; John Mally, an agent with Ohio Equities; and Nicholas Evans, an artist who is taking one of the commercial spaces and also designed the residential units. Another friend, Mitch Deminski of Solutions for Real Estate, handled the construction.

“I drove by the building and noticed it was this charming, old, historic building built to the curb,” Longstreth said. “With the emphasis on walkability and the residents in this area, it felt like an opportunity.”

The investment in the property and redevelopment totaled more than \$600,000.

“This feels like the natural commercial corridor for the south side, not High Street,” he said. “Yes, there is a stigma here, but more development is coming. You have the great buildings. We thought if we could get out and prove it, others may do the same.”

The right mix

The project is two buildings with almost 9,000 square feet of commercial and 4,179 square feet of second floor residential space split between four units — a studio apartment, two two-bedroom apartments and a three-bedroom apartment.

The intersection with Whittier Street is the meeting point of several different neighborhood districts, including Schumacher Place, Merion Village and Southern Orchards.

“There is a diverse population within a half-mile so we needed an appropriate mix of tenants,” Longstreth said.

That mix includes:

Sacred Hand Tattoo Society.

Evans Deventer, an art gallery and retail shop.

Movements of Qi, an acupuncture, massage and wellness space.

Metro PCS, a prepaid wireless retailer.

Joey Knuckles, co-owner of Sacred Hand along with partners Big Meas and Troy Mort, said when he first opened High Street Tattoo in the Short North 11 years ago, it was above a strip club.

“This is way nicer than the space we moved into then,” he said.

A resident of Merion Village, he admitted he looked at buying the building himself before Midwest Atlantic acquired it. He said he sees some of those same attributes of the old Short North. The well-known tattoo artist owns or is partners in three shops around town and said he plans to bring the same high-end work and design to his Parson Avenue space, where he plans to host art events.

More coming

The only unoccupied commercial space is the former Whit’s End bar, which also has been renovated including adding windows.

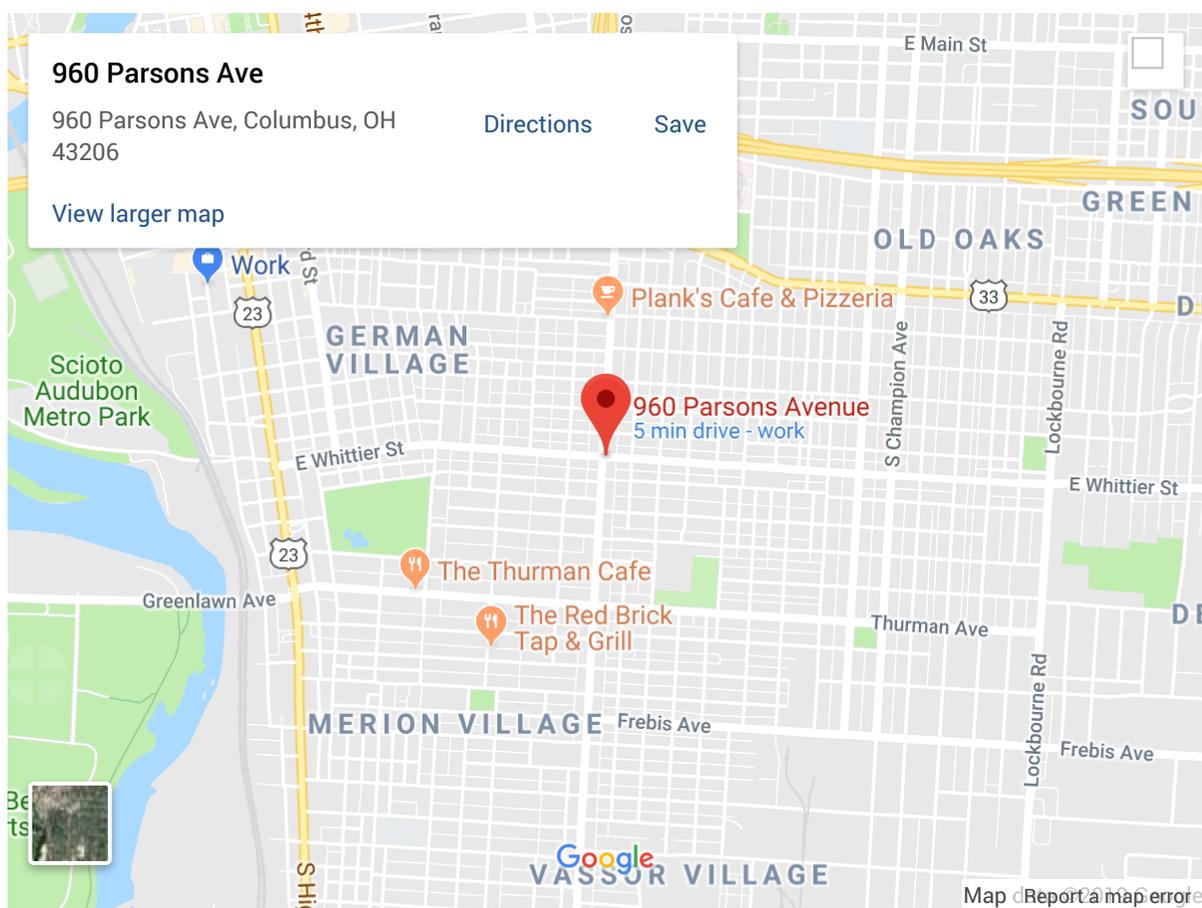
“We wanted to wait on leasing this one until we completed the renovations,” Longstreth said.

Mally said they think the pitch to a bar or coffee shop is stronger now that the rehab work is completed.

He said he expects the corridor to continue to be more individual driven with projects like the Eisen and Village Point, a 37,000-square-foot multitenant project owner Jeff May built a few blocks up the street, the tenants of which include the Crest Gastropub restaurant.

“We want to help spark something,” Mally said. “We hope that energy flows south.”

An open house will be held Thursday evening 4:30 to 7 p.m. with tours of the spaces.



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