



COLUMBUS, INDIANA

LEAD DEVELOPMENT PARTNER

REQUEST FOR QUALIFICATIONS

July 31, 2026



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Brad Battin

Co-Owner & President of
Development

BUILD BW

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July 31, 2026

Mary Krupinski
mary.krupinski@jsheld.com

Re: Request for Qualifications (RFQ) for Lead Development Partner

Dear Mary,

On behalf of Build BW and Browning Day, we are pleased to submit our Statement of Qualifications in response to the City of Columbus' Request for Qualifications for Lead Development Partner for the properties surrounding 4th and Brown Streets.

Our approach envisions a coordinated redevelopment of the Sears Parking Lot and Sears Building sites that advances the Downtown 2030 Strategic Plan's "Finish 4th" concept—extending the vitality of the 4th Street entertainment district westward to Mill Race Park, while contributing the envisioned public event plaza, market hall, and pedestrian bridge infrastructure.

The Sears Parking Lot concept centers on a luxury lifestyle hotel and conference center with integrated structured parking, creating a hospitality gateway between downtown and the park. On the Sears Building site, we will preserve Yes Cinema while introducing active ground-floor retail and entertainment along 4th, Brown, and Jackson Streets, thoughtfully reactivating the block's César Pelli-designed structure through adaptive reuse.

We also see meaningful potential in the Post Office site to reinforce the 4th and 5th Street corridors. We will detail this vision in a coordinated response to the companion Request for Information for Development Partners for Opportunity Sites.

Build BW is a vertically integrated development and construction firm with extensive experience delivering mixed-use and public-private partnership projects throughout Indiana. On a personal note, having grown up and attended school in Columbus, and with my family still residing here today, nothing would make me more proud than developing and building the future of my hometown.

We are enthusiastic about partnering with the City, the Redevelopment Commission, and the Capital Foundation to deliver a transformative redevelopment that reflects the community's history of design excellence and vision for a connected downtown "campus."

Thank you for your consideration. We welcome the opportunity to discuss our qualifications and vision further.

Sincerely,



Brad Battin
Co-Owner & President of Development
BUILD BW



BW DEVELOPMENT

Project Development • Project Financing • Build-To-Suit



BW CONSTRUCTION

Construction Management • Build-Operate-Transfer • Owner's Technical Representative



BW FACILITIES MANAGEMENT

Property Management • Facility Maintenance • Property Brokerage

Crafting dreams & building futures.



Build BW, LLC was founded on integrity, expertise, and a commitment to building better. Founded in 2017, Brad Battin, Troy Woodruff, and Dustin Frye combined their more than 65 years of experience in development and construction to create a firm that puts clients first and delivers with excellence.

The Build BW team includes more than 60 employees in offices in Indianapolis and Fishers, Indiana.

OUR EXPERTISE

Master Planning & Execution. We provide comprehensive coordination from initial concept to final construction, ensuring a seamless and efficient project delivery.

Site Selection & Feasibility. We conduct in-depth evaluations to identify the most strategic locations, ensuring long-term success and sustainability.

Zoning, Permitting & Entitlements. We expertly navigate complex regulations and approval processes, streamlining timelines and minimizing obstacles.

Financing & Investment Strategies. We develop tailored financial structures that optimize and streamline project funding.

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11 Municipal Drive
Suite 400
Fishers, IN 46038
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Brad Battin
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Shaping skylines, landscapes and civic pride since 1967.



Downtown Canal

browning day

Browning Day is an award-winning, nationally recognized architecture, planning, landscape architecture and interior design firm. We help our clients transform a place into a space by communicating with stakeholders and the community, resulting in an artistic, holistic and integrated design.

Our team of 40+ professionals brings a wealth of expertise, diverse talents, and a collaborative approach to every project, enabling us to elevate the vision of our clients. True collaboration is an art that begins with listening. We reflect and then design places that are impactful, functional, sustainable, and memorable. Together, we bring your vision to life.

With every opportunity Browning Day creates possibility. Possibility for cities to prosper, organizations to achieve their desired outcomes and for occupants to enjoy these places in exciting and unexpected ways.

 **24 Architects**

 **8 Landscape Architects**

 **5 Interior Designers**

 **6 Professional Support**

PHILOSOPHY

We are both scientific and artistic, methodical and creative, and we develop designs that impress visually and function appropriately – on time and within budget.

We listen, adapt to and assimilate client needs. By immersing ourselves in a project's challenges and opportunities, we design solutions that meet (and exceed) expectations.

We collaborate—with our clients and with each other. Our expertise helps us operate better, design smarter, and be more cost savvy.

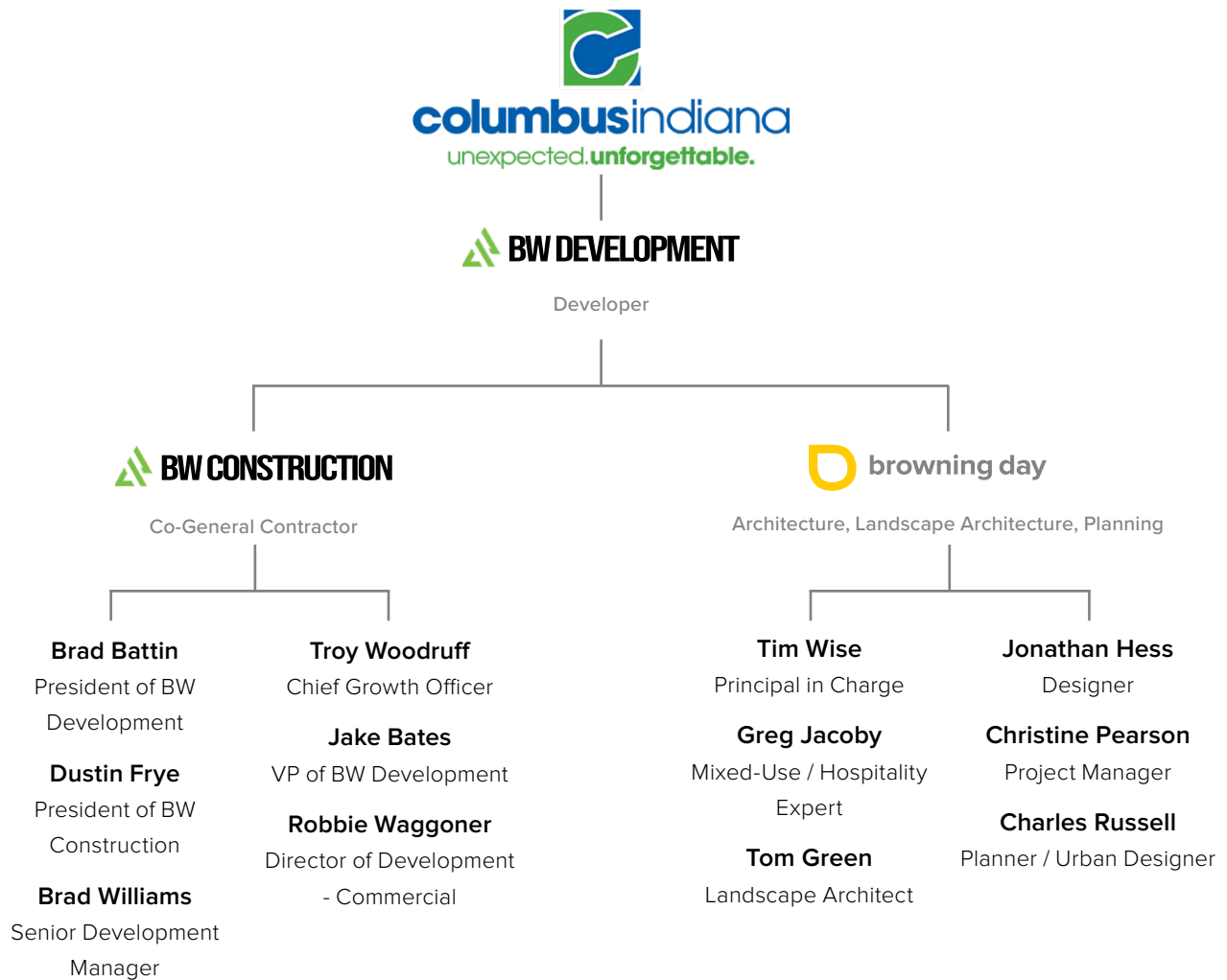
We value every vision. We're committed to cultivating a diverse, equitable and inclusive team that makes one another better and our collective work stronger.

We push the envelope but never an agenda. We bring our own ideas to the table, but we're ever mindful of our clients' overarching goals and budget. No ego will get in the way of your plans coming to fruition.

We are Browning Day, Designers of Possibility™

Office Address
830 Massachusetts Ave
Suite 1500 Floor 4
Indianapolis, IN 46204

Main Point of Contact
Tim Wise
twise@browningday.com
p: 317.613.4279



The projects under consideration by the Columbus Redevelopment Commission require a blend of high-level construction acumen and technical construction mastery. Our project team reflects the deep experience of Build BW and Browning Day, bringing together a project team with extensive experience in delivering complex facilities.

By uniting our respective strengths, we provide a stable, high-capacity team that understand the importance of working closely with all stakeholders in the practicalities of a budget-conscious construction schedule. This combined experience ensures a seamless “no-surprises” delivery for the development.



Newfields (Browning Day)



Indianapolis Motor Speedway Gate 1 (Browning Day)

**BRAD BATTIN**

BUILD BW

President of BW Development

Brad brings over 20 years of leadership experience across architecture, development, and construction. Known for his creative problem-solving and strategic mindset, he helps guide projects with a focus on flexibility, efficiency, and client success. Brad's ability to think beyond traditional approaches delivers solution-oriented outcomes that align with each client's unique goals. His deep industry knowledge and business acumen continue to shape BW's growth and long-standing client partnerships.

RELEVANT EXPERIENCE

- + Fishers Event Center, Fishers, Ind.
- + Grand on Main, Westfield, Ind.
- + RQAW Headquarters, Fishers, Ind.
- + Fishers Ellipse Office Building, Fishers, Ind.

**TROY WOODRUFF**

BUILD BW

Chief Growth Officer

Troy brings decades of leadership across both the public and private sectors, with a strong foundation in operations, infrastructure, and government relations. Known for his results driven approach, Troy is committed to building high-performing teams by empowering top talent and fostering a culture of trust, accountability, and continuous improvement. His career includes executive roles such as Indiana State Representative, Chief of Staff and Chief of Operations for the Indiana Department of Transportation under Governors Daniels and Pence, and service as a U.S. Marine.

RELEVANT EXPERIENCE

- + Ohio River Bridges, Jeffersonville, Ind.
- + County Office Building Rockville, Ind.
- + Marion Pedestrian Bridge, Marion, Ind.

**DUSTIN FRYE**

BUILD BW

President of BW Construction

As President and Co-Owner of Build BW, Dustin brings over 20 years of leadership and hands-on construction experience. He is known for his ability to manage complex projects, lead cross-functional teams, and drive value from concept to closeout. Throughout his career, Dustin has overseen nearly \$1 billion in construction projects across public, private, and infrastructure sectors. His focus on client goals, proactive communication, and operational excellence ensures that every project is delivered with precision, accountability, and long-term value.

RELEVANT EXPERIENCE

- + Dannar Headquarters, Muncie, Ind.
- + Fishers Event Center, Fishers, Ind.
- + Fishers Ellipse Office Building, Fishers, Ind.

**JAKE BATES**

BUILD BW

VP of BW Development

Jake brings nearly a decade of experience in finance and real estate development to his role at BW, where he plays a key role in aligning capital strategy with project delivery. Before joining the team, he served as a Senior Associate at Trammell Crow Company in Boston. His background also includes investment banking and commercial lending, with prior roles at Davenport & Company and Fifth Third Bank. Jake's diverse expertise across capital markets, development, and financial analysis strengthens BW's ability to execute complex projects with precision and longterm value.

RELEVANT EXPERIENCE

- + Grand on Main, Westfield, Ind.
- + Alexan Community, Boston, Mass.
- + 700 River, Austin, Tex.

**BRAD WILLIAMS**

BUILD BW

Senior Development Manager

Brad Williams serves as a Senior Development Manager for BW Development, with over 30 years of experience in the fields of landscape architecture, civil engineering, architecture, construction, real estate, and commercial development. As a Professional Landscape Architect, Brad has built his career working in commercial real estate with a focus on helping clients navigate the complexities of land acquisition, due diligence, project feasibility, design, and site development.

RELEVANT EXPERIENCE

- + The Yard, Fishers, Ind.
- + The Union, Fishers, Ind.
- + Grand on Main, Westfield, Ind.

**ROBBIE WAGGONER**

BUILD BW
Director of Development -
Commercial

Robbie leverages over six years of experience in financial modeling and real estate development to execute complex retail, office, and mixed-use projects at BW. Previously an AVP at Bank of America, he combines institutional banking expertise in capital markets and credit analysis with hands-on development work. This dual background enables Robbie to effectively capitalize opportunities, manage risk, and drive long-term performance across BW's diverse development portfolio.

RELEVANT EXPERIENCE

- + The Crossings, Fishers, Ind.
- + Whistle Drive Development, Fishers, Ind.
- + Grand on Main, Westfield, Ind.

**TIM WISE AIA, RID**

BROWNING DAY
Principal in Charge

At the age of 10, sitting outside his grandparents' house and drawing, Tim Wise knew design and architecture was his calling. He believes we live in a created world where God is the master designer, architect and engineer. His diverse background helps clients achieve a design that reflects them. He believes all design should be experiential, taking the user on a journey that starts the moment they arrive and instills a memory of a place that stays with them long after they leave. Tim's favorite works include spaces where creation and life meet.

RELEVANT EXPERIENCE

- + CNO District Master Plan, Carmel, Ind.
- + Newfields (formerly Indianapolis Museum of Art) Expansions and Renovations, Indianapolis, Ind.
- + Eiteljorg Museum of American Indians and Western Art Master Plan and Expansions, Indianapolis, Ind.
- + Indiana University Herron School of Art and Design, Indianapolis, Ind.

**JONATHAN HESS AIA**

BROWNING DAY
Designer

For Jonathan Hess, every project is a new opportunity. From altering skylines to designing signature landmarks, Jonathan knows a trusted relationship is essential. He acts as a conduit for clients to realize their dreams and wishes in a project. He strives to amplify, reflect and focus on appropriate, creative solutions to their needs. With more than 40 years in the industry, Jonathan's favorite project is always the next one.

RELEVANT EXPERIENCE

- + Newfields (formerly Indianapolis Museum of Art) Expansions and Renovations, Indianapolis, Ind.
- + Eiteljorg Museum of American Indians and Western Art Master Plan and Expansions, Indianapolis, Ind.
- + Indianapolis Motor Speedway Pagoda, Indianapolis, Ind.
- + Indiana University Eskenazi Museum of Art Renovation, Bloomington, Ind. (Architect of Record)
- + CityView 55+ Mixed-Use, Fishers, Ind.

**GREG JACOBY AIA**

BROWNING DAY
Mixed-Use/Hospitality Expert

With extensive experience in mixed-use, residential, hospitality, adaptive use and commercial projects, Greg Jacoby delivers on time and within budget. He believes in working with clients from initial design throughout the construction process to ensure the finished product improves their organization, business investment or environment. A proud Ball State graduate, Greg's favorite projects include spaces where people come together to share experiences and grow.

RELEVANT EXPERIENCE

- + Pulliam Square, Indianapolis, Ind.
- + Nickel Plate Station Apartments, Fishers, Ind.
- + The Whit, Indianapolis, Ind.
- + The Conrad Hotel, Indianapolis, Ind.
- + Crowne Plaza Hotel at Union Station, Indianapolis, Ind.

**CHRISTINE PEARSON**

PLA
BROWNING DAY
Project Manager

Throughout Christine Pearson's 33+ years in landscape architecture, she has emerged as a Jill-of-all-trades in the pursuit of designing for a better tomorrow. Her designs are seamlessly integrated within their existing urban fabric while emphasizing the principles of accessibility, inclusivity and safety.

RELEVANT EXPERIENCE

- + City of Columbus State Street Streetscape and Urban Trail, Columbus, Ind.
- + Downtown Westfield Redevelopment Master Plan, Westfield, Ind.
- + Indianapolis Downtown Canal Assessment & Improvements, Indianapolis, Ind.
- + 16 Tech District Master Plan and Multiple Streetscape Projects, Indianapolis, Ind.
- + IU Health District Design Guidelines and Standards, Indianapolis, Ind.
- + Art District Apartments at Atlantic Station, Atlanta, Ga.

Opportunities are plentiful, the challenge is to develop a vision to see them.

The relevant experience of our project team is anchored by a partnership between Build BW and Browning Day, bringing together **nearly \$1 billion in construction and development execution with decades of visionary architectural design.** The key personnel assigned to this project bring a powerful multidisciplinary approach. This team unites deep expertise in capital strategy, executive operations, and turn-key construction management with experiential, user focused design.

By combining creative problem-solving with strict operational accountability, our combined leadership has established a proven track record of delivering transformative, high-profile commercial, hospitality, and mixed-use destinations that align seamlessly with our clients' strategic goals. This collective expertise is directly reflected in the recent projects highlighted in the following pages, demonstrating our ability to navigate complex developments from initial design through construction closeout. Spearheaded by this core team, these successes include dynamic public-private partnerships like Grand on Main in Westfield, which anchors the local cultural district. In Fishers, we are working as a key partner in the **master planning and development of The Fishers District, including developing three distinct properties; The Whistle Drive Development, Fishers Crossing Retail Development, and The Fishers District Hotel,** as well as serving as Owners Representative for the district's anchor, the **7,500 seat Fishers Event Center Arena.**



Fishers District Master Planning & Development (Build BW)

The included profiles illustrate our capability to revitalize urban cores and enhance public spaces, as seen in the **Nickel Plate Station mixed-use development** and the stunning **adaptive reuse of the historic Indianapolis Star building into Pulliam Square.** Together, these projects showcase our team's dedication to executing premier spaces with precision, and as the references provided for each project will attest, to the highly collaborative and quality relationship you can expect when working with our team.

Transparency, Communication, Collaboration, Adaptability

Transparency, communication, collaboration, and adaptability truly separate us from the pack. We are adept at analyzing the details and relaying the important information back to you with full transparency. Good or bad, we communicate all critical information to make sure stakeholders understand every aspect of every project.

During the early phases, collaboration and adaptability are critical. Options presented initially will often transform as we work together to understand the goals of the stakeholders. This synergistic approach will establish the best delivery processes for the Columbus Redevelopment Commission and its taxpayers.

Ultimately, we adapt to the various needs of the stakeholders until we have a product that is satisfactory in all facets of scope, quality, schedule, and budget.



Grand on Main (Build BW)



Grand on Main
Westfield, Indiana



Client: Build BW — **Size:** 300,000 SF — **Floors:** 5
Cost: \$105M — **Completion Date:** Expected Winter 2027

Grand on Main is a dynamic mixed-use development under construction in downtown Westfield that integrates 216 upscale residences with over 60,000 square feet of retail and office space.

Developed by BW Development and built in collaboration with BW Construction and Skender, the project features premium amenities such as rooftop plazas, a resort-style pool, and a wellness suite with a cold plunge and sauna.

This development was made possible through a public-private partnership with the City of Westfield and includes a TIF-supported 575-space parking garage. By incorporating public art and connecting to Grand Junction Plaza, the project serves as a vital anchor for the local cultural district.

Project Team:	Reference:
BW Development	Mayor Scott Willis
<i>Developer</i>	e: swillis@westfield.in.gov
BW Construction / Skender	p: 317.804.3000
<i>Construction Manager</i>	



Fishers District Master Planning + Development
Fishers, Indiana



Client: City of Fishers — **Size:** 370,000+ SF across 4 projects
Cost: \$285M

Build BW serves as a key partner in the development of the \$900+ Million, 130+ Acre Fishers District.

BW is responsible for the development of The Whistle Drive Retail Development, a \$10 Million, 30,000 SF development that brought first-to-market anchor tenants including Cava and Kura Sushi; The Fishers Crossing Retail Development, a 38,000 SF premier destination for Class A restaurants, bars, and retail; and the Fishers District Hotel, a 100,000 SF 125-key high-end hotel that includes 14,000 SF of dedicated event space and four restaurant and retail suites.

Additionally, BW served as the Owners Representative for the \$170 Million, 202,310 SF, 7,500 seat Fishers Event Center Arena.

Project Team:	Reference:
BW Development	Mayor Scott Fadness
<i>Developer</i>	e: sfadness@fishersin.gov
BW Construction	p: 317.595.3111
<i>Construction Manager</i>	



Nickel Plate Station Apartments

Fishers, Indiana



Client: CRG Residential — **Size:** 250,000 SF — **Floors:** 4
Cost: \$35M — **Completion Date:** Spring 2022

Designed by Browning Day, Nickel Plate Station Apartments is a 237-unit mixed-use development in the heart of downtown Fishers along the Nickel Plate Trail.

Developed by Browning Investments and CRG Residential, the project combines high-end apartments and townhomes with over 10,000 sq. ft. of ground-floor retail and a 337-space parking garage.

It seamlessly integrates modern urban architecture with rehabilitated historic buildings along 116th Street, offering resort-style courtyards, a pool, and direct access to downtown amenities.

Project Team:

Browning Day
Architect

CRG Residential
Construction Manager

Reference:

David George
 e: dgeorge@crgresidential.com
 p: 317.575.9400



Pulliam Square

Indianapolis, Indiana



Client: TWG Development — **Size:** 141,864 SF
Cost: \$18M — **Completion Date:** 2018

Designed by Browning Day, Pulliam Square is a major multi-phase mixed-use development built on the former site of The Indianapolis Star headquarters.

Developed by TWG Development, the urban infill project features 479 high-end apartments and roughly 20,000 SF of ground-floor retail and restaurant space (anchored by The Tap Craft Beer Bar). The complex includes a skywalk-connected parking garage, a sixth-floor rooftop pool deck overlooking University Park, and a landscaped pedestrian walkway along Talbott Street.

Project Team:

Browning Day
Architect

TWG Construction
Construction Manager

Reference:

Tyler Ridge
 e: tridge@twgdev.com
 p: 317.672.0931