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Crawford Hoying's \$84M OSU-area development includes 141-room Marriott hotel



A conceptual rendering of how a University Square hotel would relate to Ohio State's Oval and the red brick walk to Thompson Library.

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The city of Columbus plans to contribute \$5 million to guarantee public parking in [the University Square hotel and apartment complex](#) proposed by Crawford Hoying and [Ohio State University's](#) real estate arm.

The project would cost \$83.5 million and include a [Marriott Tribute Portfolio](#) hotel, according to an economic development agreement between the Columbus Department of Development and affiliates of the Dublin-based developer.

Other details have evolved from previously announced plans, according to the agreement signed in January and obtained in a public records request. Columbus City Council authorized the department to negotiate the deal in December, including the \$5 million city contribution.

"This is an exciting next step in the process as we work alongside Crawford Hoying," said a statement from Campus Partners, OSU's nonprofit real estate affiliate. "The budget, schedule and scope are all estimates as design is still in progress."

Crawford Hoying has included Marriott hotels in Dublin's Bridge Park and other projects, including the [Tribute brand in a Cincinnati development](#). Representatives for the developer were not immediately available.

Campus Partners characterized plans as "pursuing" the nameplate for University Square.

The 141-room hotel will include a cafe, fitness center, ground-floor restaurant and rooftop bar with two terraces facing campus and views of downtown, plans show.



The 141-key cream-colored hotel will be operated by Marriott Tribute, according to an economic development agreement with the city of Columbus.

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A four-story wing stretches along 15th Avenue, stepping down the height so the development blends into the residential neighborhood. That portion includes 5,500 square feet of retail or office space on 15th.

The residential portion would have 121 market-rate apartments ranging from "micro" studios to two bedrooms, according to the agreement. The number of units had not previously been determined.

The five-story building would be accessed from 16th Avenue, with a resident lobby at the corner of 16th and Pearl Alley.

Crawford Hoying plans to apply for a tax abatement for the residential structure in exchange for making a portion of the units affordable, according to the agreement.

The 430-space parking structure would nestle between the two structures, with access points from both Pearl Alley and a new alley to be created to the east of

the development.

Columbus's \$5 million contribution requires that 220 of those spaces be open to the public instead of reserved for residents and hotel guests.



A rendering of the hotel and apartment development (taller building at right) planned by Campus Partners and Crawford Hoying for University Square at 15th and High.

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The Development Department also plans to propose legislation for a tax increment financing district this year, according to a statement.

The 30-year TIF would apply only to the public portion of the parking garage, with payments in lieu of property taxes going toward repaying debt on needed infrastructure such as road improvements.

The parcel is just outside the 2014 [University TIF](#) stretching along High Street from Chittenden to Lane avenues. Columbus has nearly 100 active TIFs.

Crawford Hoying aims to start construction this year and open by May 2029. The economic development agreement includes a three-year deadline to complete

the garage.

Matt Hansen, president of OSU's Campus Partners, has said the hotel complex would [complete the longtime vision for University Square](#), which has twin office and retail buildings with a plaza at 15th and High.

The nearest parking garages are near the OSU Union across High Street and four blocks south at Gateway University District. Otherwise there is limited street parking in the area.

The city agreement signed by Crawford Hoying co-founder and CEO Brent Crawford is with affiliates North Pearl Holdings LLC and CH Executive Investments LLC.



OSU's Campus Partners and Dublin-based Crawford Hoying plan a hotel, apartments and parking garage for 2.5 acres behind University Square North, at right, and University Square South.

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Campus Partners, which owns the 2.5 acres through a subsidiary, filed an [application with the city in October](#) to rezone it as "urban core," a district created with the recent Zone In legislation.

Both the University Area Commission and University Impact District Review Board [recommended in November that City Council approve the rezoning](#), which allows 15 feet additional height and slightly reduces the required number of parking spaces.

Columbus firm Meyers + Associates is the architect. Final designs would need to return to the Impact Board to obtain a certificate of appropriateness.

The project joins several privately developed student apartment high-rises [in the north campus area, ranging from proposed to recently completed](#).

REMAKING NORTH CAMPUS

Several high-rises are proposed or have opened replacing older retail and residential structures off the northeast corner of OSU's campus.