STEVEN R. SCHOENY
Director

THE CITY OF COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF DEVELOPMENT

Date: May 9, 2019

To: Greater Hilltop Area Commissioners

CC: Mark Dravillas, Jackie Yeoman, Christopher Lohr

From: Alex Sauersmith, Columbus Planning Division

Re: Hilltop Land Use Plan – Summary of Feedback Received

Attachments: Hilltop Recommended Land Use Map - FINAL DRAFT

As part of the Planning process for the Hilltop Land Use Plan, the City of Columbus Planning Division developed a Draft Recommended Land Use Map. The recommended land use is based on existing land use, existing zoning permissions, as well as best practices grounded in the Guiding Principles of the Columbus Citywide Planning Policies (C2P2), with special attention to the following C2P2 principle statements:

- *Mixed-use and highest density residential development is encouraged within established commercial centers and along primary corridors with access to transit.*
- *Protection and expansion of employment oriented land uses, including office and manufacturing, is a priority.*

The Hilltop Land Use Plan process was coordinated with the Hilltop Community Plan. The community planning process occurring simultaneously, was led by the City of Columbus Department of Neighborhoods, and addressed topics other than land use.

Planning staff engaged with 475 community stakeholders, from September 2018 to April 2019, through in-person interviews, public meetings and online stakeholder surveys.

The first engagement with the public was at a Hilltop Community Plan kick-off meeting on September 24, 2018. Residents were asked to provide feedback on key recommendations which included:

- Mixed use development along primary corridors
- Maintaining the residential character of currently residential areas
- Updated design guidelines for new development

Columbus Citywide Planning Policies (C2P2) Guiding Principals were also presented for informational purposes. Planning engaged with a total of 21 participants who were generally supportive of the C2P2 policies that were presented at the meeting.

On November 1, 2018, the Planning Division held an open house at the Hilltop Branch Library. A concept land use map was presented and attendees were asked to provide their input. An online survey corresponding to the open house was also available. Planning engaged with a total of 97 participants (online and in-person) who were over 95% supportive of appropriate single and double unit homes in the areas labeled neighborhoods on the map (current predominately residential areas), over 90%

supportive of the areas labeled as job centers and over 95% supportive of mixed use development along the areas labeled primary corridors on the map.

On February 23, 2019, Hilltop Community Plan staff held a community workshop and open house where various city departments were available to talk about their active projects in the Hilltop. Planning Division staff presented the draft Recommended Land Use Map and a Focus Area Survey, took comments from the public, and engaged with 23 participants at the meeting. The draft Recommended Land Use Map and Focus Area Survey were also available online. The Focus Area Survey results are summarized later in the document.

On March 14, 2019, Planning collaborated with the Hilltop Community Plan team to conduct a land use density exercise. Participants listened to a short presentation on the land use plan and mixed use development, and were asked to provide a level of support for different levels of density based on images. Participants were generally more supportive of higher densities on West Broad Street and more moderate densities on Sullivant Avenue. This input was taken into consideration when assigning a higher density of mixed use along West Broad Street and a lower density of mixed use along Sullivant Avenue.

On March 5, 2019 and April 2, 2019, Planning Division staff held open public hours at the Hilltop Branch Library before the Greater Hilltop Area Commission meetings in order to provide residents the opportunity to comment on the draft Recommended Land Use Map and the Focus Area Survey. Planning also presented to the Highland West Civic Association's March meeting to provide an opportunity for members and attendees to provide their input on the draft recommended land use map. Overall Planning Division staff engaged with over 40 participants at these meetings. Common themes from these meetings were a desire for higher density mixed use recommendations along West Broad Street and Sullivant Avenue. Other requests included an increased density of the allowable building height (from 35' to 60') along the corridors and that development design standards should be in place along the corridors.

Planning met with stakeholders from the community throughout the planning process to have conversations around their thoughts on the current and future state of the Hilltop area. Some common responses were:

- The need for more restaurants
- Shopping and entertainment uses are desired along the corridors
- There is a lot of untapped buying power in the area
- The need to clean up litter
- The bones of the housing stock in the area is diverse and of good quality
- There are divergent needs in the area due the diversity of the neighborhoods
- The real estate prices are very affordable for both residential and commercial property
- Home ownership needs to be encouraged more
- A more walkable environment is desired
- Redevelopment is welcome, but the historical character of the neighborhood should be preserved
- Too many used car lots, check cashing places, pawn shops and drive-through carry outs
- Drugs and prostitution are dominate issues in the area
- There is a desire for a more diverse mix of economic levels in the area

Planning Division staff offered to meet with all area commissioners and any interested parties throughout the process. The following is a list of the stakeholders that staff met with:

Jay McCallister, Greater Hilltop Area Commission Chair, Great Western Civic Association
Geoffrey Phillips, Greater Hilltop Area Commissioner and Highland West Civic Association
Nikol Madison, Greater Hilltop Area Commission Secretary
JD Groves, Greater Hilltop Area Commissioner
Josh Maddox, Greater Hilltop Area Commission, Westgate Neighbors Association
Shawn Maddox, Greater Hilltop Area Commission, Westgate Neighbors Association
Neal Bronder, Greater Hilltop Area Commission
Leah Evans and Justin Metzler, Homeport
Justin Bird, Casto
Steve Torsell, Homes on the Hill

Notifications of the meetings and online surveys were announced through an email distribution list, on Facebook, and via the area commission meetings. Additionally, flyers were mailed to a random selection of addresses within the Hilltop Land Use Plan boundary for both the November 1 and February 23 open houses. The flyers were mailed to a statistically significant number of households within the plan area for both open houses.

Focus Area Survey & Interactive Map Feedback

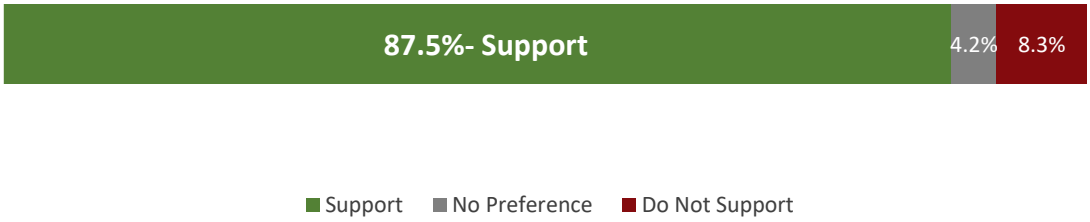
The following is a summary of the results of the Focus Area survey that was available from February 23 to April 15, 2019. The survey was available both online and in-person at the Hilltop Community Plan Workshop on February 23. The number of responses for each question ranged from 62 to 72, with an average of 68 responses per question.

Level of Support Scale	
0-20	Very Low Support
20-40	Low Support
40-50	Balanced Support (-)
50-60	Balanced Support (+)
60-80	High Support
80-100	Very High Support

Focus Area #1:

Mixed Use 1 along West Broad Street from Camp Chase Railroad (west) to Glenwood Park (east).

Area Specific Policy: On West Broad Street, Mixed Use 3 (45+ du/acre) will be supported on sites where historically significant structures are adapted, reused, and/or incorporated into new development, on vacant sites or on sites where non-contributing buildings are replaced with more appropriately designed structures.



Planning Response:
Focus Area 1 received Very High Support from respondents, with some comments suggesting the base density of Mixed Use 1 (up to 24 du/acre) was not dense enough. Regarding density, the recommended density on West Broad Street was raised from Mixed Use 1 (up to 24 du/acre) to Mixed Use 3 (45+ du/ac) for parcels that haven't been identified as a contributing building (see updated Area Specific Policy 3 for more information). On parcels that have contributing buildings, Mixed Use 3 will be supported if the contributing building is preserved, adaptively reused, or incorporated into a new development. Another common response was the desire to see more restaurants and entertainment uses in the area; however, encouraging specific commercial uses is not addressed by the Land Use Plan. Topics such as encouraging restaurant uses may be addressed by the Community Plan.

Focus Area #2:

Mixed Use 1 along West Broad Street from I-270 (west) to Camp Chase Railroad (east).

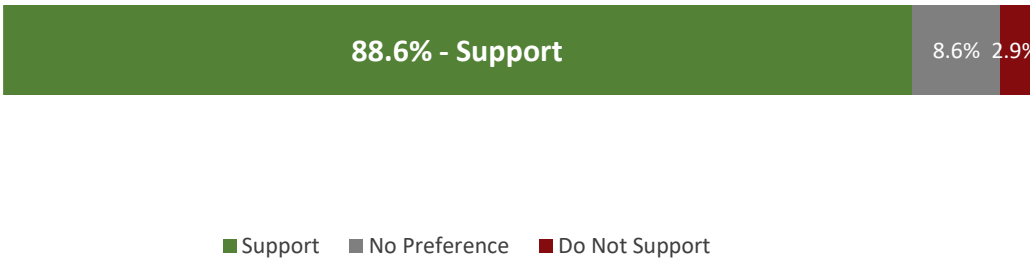
Area Specific Policy: Consideration should be given to the development of commercial overlays for areas on the Recommended Land Use Map designated as Commercial and Mixed Use. Until such overlays are in place for the Hilltop Plan Area, Community Commercial Overlay (CCO) standards should be used along with C2P2 Design Guidelines for areas designated Mixed Use on the Recommended Land Use Map. Priority will also be placed on developments providing a mix of uses and hiding parking to the greatest extent possible in areas recommended for Mixed Use. The commercial overlays that already exist on portions of West Broad Street and Sullivant Avenue are not impacted by plan policy.

Planning Response:
Focus Area 2 received High Support from respondents, and comments included similar themes to those expressed for Focus Area 1, such as Mixed Use 1 not being a high enough density for this corridor. The Mixed Use 1 recommendation (as shown on the survey) was a mistake, and it was always the intent for this section of Broad Street to be recommended for Mixed Use 3. Another common response was the desire to see more restaurants and entertainment uses in the area; however, encouraging specific commercial uses is not addressed by the Land Use Plan. Topics such as encouraging restaurant uses may be addressed by the Community Plan.

Focus Area #3:

Mixed Use 1 along Sullivant Avenue from Demorest Avenue (west) to I-70 (east).

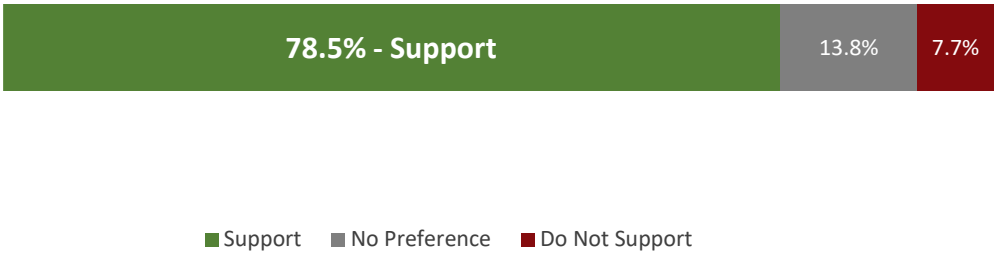
Area Specific Policy: On Sullivant Avenue, Mixed Use 2 (24-45 du/ac) will be supported on sites where historically significant structures are adapted, reused, and/or incorporated into new development, on vacant sites, or on sites where non-contributing buildings are replaced with more appropriately designed structures.



Planning Response:
Focus Area 3 received Very High Support from respondents with comments suggesting a preference for neighborhood-oriented commercial development in the Sullivant Avenue corridor. Regarding density, the recommended density on Sullivant Avenue was raised from Mixed Use 1 (up to 24 du/acre) to Mixed Use 2 (24-45 du/ac) for parcels that haven't been identified as a contributing building (see updated Area Specific Policy 3 for more information). On those parcels that have contributing buildings, Mixed Use 2 will be supported if the contributing building is preserved, adaptively reused, or incorporated into a new development.

Focus Area #4:

Mixed Use 1 along West Mound Street from Highland Avenue (west) to Larcomb Avenue (east).

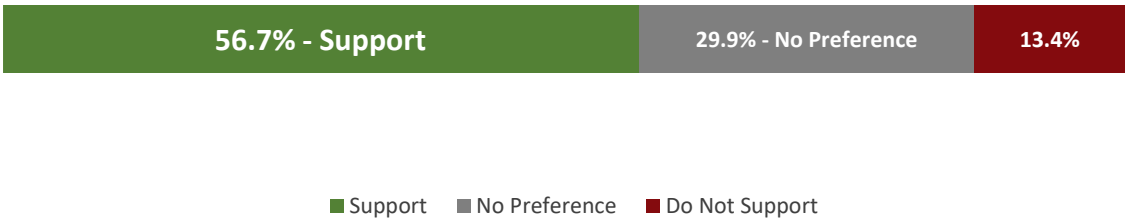


Planning Response:
Focus Area 4 received High Support from respondents. Some of the comments requested increasing the recommended density to Mixed Use 2. Due to the characteristics of the Mound Street corridor, including the current mix of uses and residential densities, Planning staff recommends Mixed Use 1 to remain the recommended land use density. This recommendation fits within the corridor hierarchy: West Broad Street is recommended to be Mixed Use 3 (45+ du/ac), Sullivant Avenue is recommended to be Mixed Use 2 (24-45 du/ac), and Mound Street is recommended to be Mixed Use 1 (up to 24 du/acre).

Focus Area #5:

Mixed Use 1 in the southwest edge of the planning area, generally bordered by Georgesville Road (west), I-270 (south, north), and Parkwick Drive (east).

Area Specific Policy: In these areas, a mix of uses are recommended, but retail uses are generally not supported. Retail may be considered when developed as a secondary use in support of residential, office, or other primary uses.

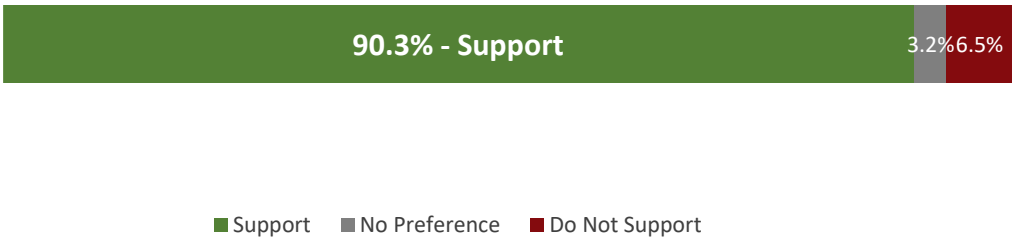


Planning Response:
Focus Area 5 received Balanced Support from respondents, with a large number of stakeholders having no preference. No changes are proposed for this site.

Focus Area #6:

Employment Center in the northwest edge of the planning area, generally bordered by West Broad Street (south), I-270 (west), I-70 (north), and North Wilson Road (east).

Area Specific Policy: Areas recommended for Employment Center may have scattered site residential uses located within the classification. The existing residential uses are supported, however, in the event that a residential site is proposed for redevelopment, the Employment Center recommendation would apply.

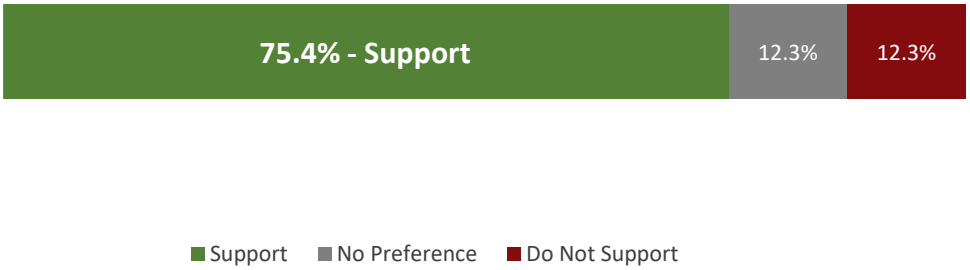


Planning Response:
Focus Area 6 received Very High Support from respondents. Some comments suggested the integration of institutional and commercial uses in this area as well. The Employment Center recommendation supports retail and hotel uses as a secondary use to the primary business.

Focus Area #7:

Employment center in the north part of the planning area, generally bordered by I-70 (north, east), Valleyview Drive (south), and North Wilson Road (west).

Area Specific Policy: Areas recommended for Employment Center may have scattered site residential uses located within the classification. The existing residential uses are supported, however, in the event that a residential site is proposed for redevelopment, the Employment Center recommendation would apply.

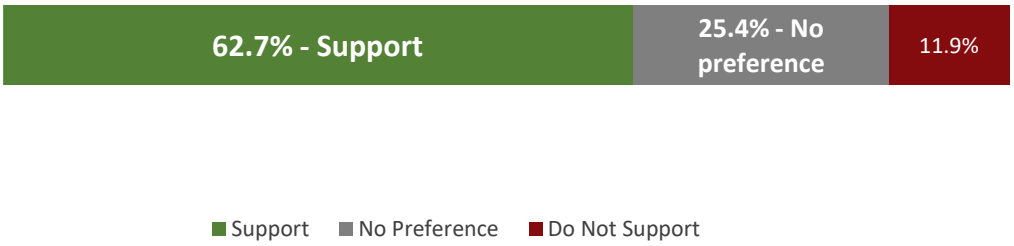


Planning Response:
Focus Area 7 received High Support from respondents. More mixed use and commercial uses were suggested by respondents. The Employment Center recommendation supports retail and hotel uses as a secondary use to the primary business. The Guiding Principles of Columbus Citywide Planning Policies recommend mixed use development be focused on the corridors and preservation of employment center sites for job creation.

Focus Area #8:

Very Low Density and Employment Center in the southeast edge of the planning area, east of Big Run South Road and north of the Village of Urbancrest.

Area Specific Policy: In this area, Very Low Density Residential is recommended, with support for Employment Center uses due to the proximity of an existing job center. Employment Center development should utilize the recommended the C2P2 Design Guidelines.



Planning Response:
Focus Area 8 received High Support from respondents, with a large number of stakeholders having no preference. No changes are proposed for this site.

Recommended Land Use Map Survey

The following is a summary of comments received through the online webmap for Recommended Land Use. The survey was available online from February 23 to April 15, 2019, presented in person at the February 23 Workshop, and during public open hours on March 5 and April 2. A total of five comments were received via the online webmap.

The responses received through the interactive recommended land use web map expressed the desire for higher density along the major corridors, lowering the recommended density in the Westgate area, reduced setbacks for a specific parcel on West Broad Street, a mixed use recommendation for a specific parcel where apartments currently exist, and the reuse of a parcel for a community garden where a house was recently demolished. In reply to these comments, Planning staff have provided the following responses:

- Planning has recommended higher density mixed use (Mixed Use 3, Mixed Use 2, respectively) along the West Broad Street and Sullivant Avenue corridors, with parcels identified to have contributing buildings (see Area Specific Policy 3 for more information) recommended for lower density mixed use (Mixed Use 1), with the ability for higher densities if the contributing buildings are preserved, adaptively reused, or incorporated into new development.

- The recommended medium density residential (10-16 du/acre) in the Westgate area is based on the existing land use, existing zoning and also allows for the addition of new accessory dwelling units to existing single-family parcels.

- The mixed use recommendation along West Broad Street supports the reuse or replacement of current apartments with mixed use development.

- The C2P2 design guidelines support open space being integrated into new development and recommends that protected natural areas be clearly delineated from development to prevent encroachment. For more information, see the C2P2 Design Guidelines.

- The land use plan will not directly address affordable housing, rising property values impacting residents, or the attraction of certain retail uses to the area. These topics may be addressed in the Hilltop Community Plan.