

Greater Hilltop Plan Amendment



City of Columbus / Department of Development / Planning Division

Michael B. Coleman, Mayor

Boyce Safford, III, Director

Greater Hilltop Plan Amendment

The Greater Hilltop Plan Amendment was adopted by Columbus City Council on September 27, 2010.



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Department of Development

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Letter from the Director

I am pleased to present the Greater Hilltop Plan Amendment, adopted by Columbus City Council on September 27, 2010. On behalf of the city's Department of Development, congratulations to the residents of the Hilltop and the many stakeholders who participated in the planning process.

Goals of the plan include: supporting the significant employment base in the northwest part of the planning area, facilitating community-scale mixed use for the northeast and northwest corners of West Broad Street and Wilson Road, promoting retail in the West Broad corridor, and establishing development guidelines for new commercial and residential development.

Implementation of the Greater Hilltop Plan Amendment will be accomplished through several avenues: the review of zoning applications for consistency with the plan, the review of proposed project improvements, and by guiding other neighborhood or city development-related initiatives.

I would like to thank the representatives of the Greater Hilltop Area Commission and other stakeholders for their many hours of hard work and leadership in the development of the plan. Stakeholder participation during the planning process was instrumental to engaging the community and informing the plan's final policy recommendations. The Development Department looks forward to continued cooperation with the Hilltop as we work together on the implementation of this plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Boyce Safford III".

Boyce Safford III, Director
Department of Development

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Introduction

What is a Plan and How is it Used?

The *Greater Hilltop Plan Amendment* serves as an amendment to the *Greater Hilltop Plan* adopted in 2001. The plan amendment was developed in collaboration with the Greater Hilltop Area Commission. It provides an opportunity for the community to help shape and direct the pattern of growth and the character of future development in the neighborhood. The amendment addresses land use and urban design. The *Greater Hilltop Plan* provides recommendations on issues pertaining to traffic and circulation, housing, economic development, community service and facilities, and parks and recreation. In addition, the Hilltop Community Mobility Plan provides recommendations addressing mobility needs for the Greater Hilltop.

Adoption of the plan amendment will help the neighborhoods of the Greater Hilltop in a number of ways. The adopted plan will:

- Reflect clearly what the neighborhood desires for the future.
- Provide a framework for zoning and other land use decisions.
- Create a clear picture of the type of development that is desired by the neighborhood.
- Provide guidelines for the design of new development.

The plan amendment does not address the following:

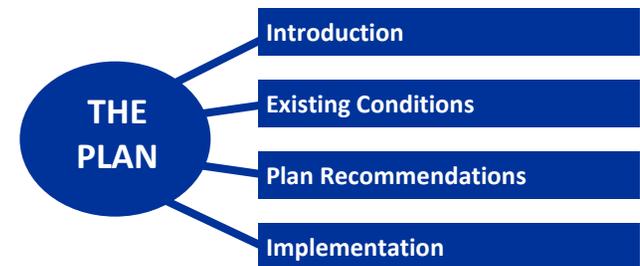
- It does not resolve disputes between property owners.
- It does not solve issues unrelated to the built and natural environment, such as health care, code enforcement, street lighting, and public safety.
- It is not zoning, though it provides the policy basis for zoning and related development decisions.

Plan Amendment Format

The plan amendment consists of four elements: Introduction, Existing Conditions, Plan Recommendations, and Implementation Strategy. The bulk of the Amendment consists of the Plan Recommendations Element, which includes text, maps, charts, photos and other illustrations.

The recommendations are organized by Development Principles that apply to the neighborhoods of the Greater Hilltop. Policies were developed for each Development Principle to help guide their implementation. Guidelines and Strategies were then formulated to implement the policies.

The Development Principles generally support a sustainable environment where practical land uses and transportation options are encouraged to support an urban neighborhood that lies outside the core of the city, but which is also suburban in nature.



Key Recommendations

Key recommendations of the plan amendment:

Land Use

- The planning area benefits from a significant employment base in the northwest. The land use emphasis for industrial areas should continue to be employment based. Appropriate specific uses include light industrial, research and development, laboratories, warehouse distribution, and flex office space.
- Community-scale mixed use is recommended for the northeast and northwest corners of West Broad Street and Wilson Road. The continued use of larger retail centers with possible infill of additional retail, office, or multifamily is recommended. On the northeast corner, the development of small medical office buildings along the Wilson Road frontage should be considered, encouraging medical offices as infill while preserving portions of the existing commercial strip.
- The land use plan supports business development by: 1) recommending that retail be primarily focused on West Broad Street, 2) on Sullivant Avenue (east of Wilson Road) retail should be limited to existing sites - additional retail, if considered, should occur at major intersections, and 3) the land use emphasis for industrial areas should continue to be employment based (light industrial, research and development, laboratories, warehouse distribution, and flex office space).

Urban Design

- Design guidelines are provided for new commercial and residential development.
- Development concepts are provided for the intersection of Powell Avenue and West Broad Street and the Great Western Shopping Center.

Plan Implementation

- Plan implementation is recommended through the use of a development review checklist for the review of zoning and variance applications for consistency with the plan and a chart of action-oriented recommendations to assist with the prioritization of plan recommendations.

Planning Process Summary

The amendment was initiated at the request of the Greater Hilltop Area Commission to update the 2001 *Greater Hilltop Plan*. Previously, the 2008 *Hilltop/West Broad Corridor Market Analysis* and the 2005 *West Broad Street Economic Development Strategy* were developed for portions of the planning area. The *Hilltop/West Broad Corridor Market Analysis* detailed a market analysis for land uses along West Broad Street from Highland to Demorest avenues. The *West Broad Street Economic Development Strategy* focused on the portion of West Broad Street from Highland to Terrace avenues, to provide the city and the community with a blueprint for revitalizing this portion of West Broad Street. This plan refers to these previous studies and plans throughout.

The planning process included data gathering and analysis, alternative concept analysis, consensus through community participation, draft plan preparation, and final plan development and adoption. A Working Committee consisting of various stakeholders in the neighborhood was formed and met from February 2009 to March 2010 to provide input and guidance. Three public workshops were held over the course of the planning process, including an issues and opportunities workshop, visioning workshop, and finally the draft plan open house. The draft plan was recommended by the Greater Hilltop Area Commission on June 1, 2010.



Residents in attendance at the first public meeting.



Existing Conditions



Introduction

The Existing Conditions element of the *Greater Hilltop Plan Amendment* provides an overview and assessment of the existing physical conditions that affect land use and development within the planning area. The major subjects addressed are:

- Demographics.
- Employment.
- Land Use.
- Zoning.
- Urban Form.
- Public Input.

Planning Area Boundaries

The Greater Hilltop planning area is located west of the Franklinton planning area. The area is bounded on the north by Interstate 70, on the east by the CSX Railroad, and on the south and west by Interstate 270.

There are several jurisdictions within the planning area. These are the city of Columbus, city of Urbancrest, village of Valleyview, Franklin County, Jackson Township, Prairie Township, and Franklin Township. The planning area covers approximately 9,917 acres (15 and one-half square miles).

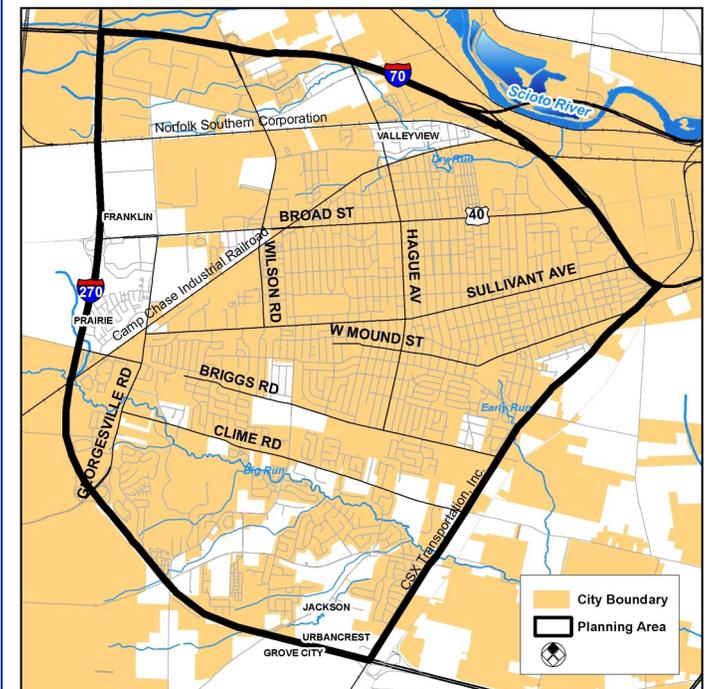


Figure 1: Planning Area

Demographics

The Greater Hilltop planning area included 68,600 residents and 26,620 households in 2000, resulting in approximately 2.5 persons per household (as compared to 2.4 for the city as a whole). The planning area was slightly older than the city as a whole with a median age of 34 years (the city was 31 years). The Greater Hilltop population decreased 1.2% between 1990 and 2000, while the number of households increased by 1.2%, indicating a gradual reduction in the average household size, a common trend found in many areas of Columbus. The Hispanic population has been increasing along with an emerging Somali population (*Hilltop/West Broad Corridor Market Analysis*, 2008).

Employment

According to the Harris Selectory (March 2009), there were over 18 different employment categories employing over 24,000 workers in the Hilltop. The most dominant sectors were retail trade, other services, health care, professional, construction, wholesale trade, and accommodation/food services. According to Census 2000 the estimated 1999 median household income in the planning area was \$35,165, slightly below that of the city as a whole (\$37,897). Greater Hilltop households consist of a mix of blue and white collar households (*Hilltop/West Broad Corridor Market Analysis*, 2008).

Population	1990	2000	Change	Percent Change
Total	69,444	68,600	-844	-1.2%
Male	33,918	33,575	-343	-1.0%
Female	35,526	35,025	-501	-1.4%
Households	26,314	26,620	306	1.2%
Average Household Size	2.56	2.52	-0.04	-1.4%
Race and Ethnicity				
Black	8,064	8,741	677	8%
White	59,945	54,979	-4,966	-8%
American Indian and Alaska Native	213	308	95	45%
Asian and Pacific Islander	996	1,282	286	29%
Other Race or Mixed	226	3,290	3,064	1356%
Age				
< 14 years of age	15,928	16,096	168	1%
15 - 29 years of age	17,551	15,248	-2,303	-13%
30 - 59 years of age	25,173	27,808	2,635	10%
60+ years of age	10,792	9,448	-1,344	-12%

Table 1: Demographics

Business Sector	Number of Businesses	Percent
Retail Trade	266	17%
Other Services (except Public Admin)	241	15%
Health Care and Social Assistance	197	12%
Professional, Scientific, and Tech Services	116	7%
Construction	105	7%
Wholesale Trade	101	6%
Accommodation and Food Services	99	6%
Real Estate and Rental and Leasing	77	5%
Manufacturing	69	4%
Finance and Insurance	60	4%
Transportation and Warehousing	56	3%
Waste Management & Remediation	54	3%
Public Administration	46	3%
Educational Services	30	2%
Information	29	2%
Arts, Entertainment, and Recreation	27	2%
Agriculture, Forestry, Fishing and Hunting	3	0.2%
Mining	1	0.1%
No Data	35	2%
Total	1,612	

Table 2: Area Businesses

Business Sector	Number of Employees	Percent
Retail Trade	5,376	22%
Health Care and Social Assistance	3,903	16%
Other Services (except Public Admin)	2,903	12%
Public Administration	1,632	7%
Accommodation and Food Services	1,395	6%
Wholesale Trade	1,384	6%
Educational Services	1,363	6%
Construction	1,351	6%
Manufacturing	1,301	5%
Professional, Scientific, and Tech Services	1,054	4%
Transportation and Warehousing	702	3%
Information	453	2%
Waste Management & Remediation	390	2%
Finance and Insurance	322	1%
Real Estate and Rental and Leasing	319	1%
Arts, Entertainment, and Recreation	278	1%
No Data	96	0.4%
Agriculture, Forestry, Fishing and Hunting	5	0.02%
Mining	2	0.01%
Total	24,229	

Table 3: Employment Figures

Development Opportunities and Constraints

This section summarizes the key physical attributes of the planning area that may have an influence on development, either as a positive opportunity or as a negative constraint. Opportunities typically include locations, circumstances, or situations that may allow for physical and other future improvements in the planning area. Constraints may be environmental factors, ownership patterns, or other existing circumstances that may inhibit development. Both opportunities and constraints were identified by existing documents, stakeholder interviews, and/or analysis during the planning process. Figure 2 maps out the development opportunities and constraints for the Hilltop area.

The following locations have been identified as opportunities or constraints:

- **Wheatland Site (east of Wheatland Avenue/north of West Broad Street).** This site has been cleared and has undergone environmental remediation to prepare the site for future development. The city has initiated the development process, but a developer has not been identified as of this date. As with the past efforts, future development of the site will take place in conjunction with community involvement.
- **Senior Apartments/Condos near Health Center.** The *Highland West Vision Plan* identified the possibility of locating senior apartments/condos on the West Broad Street corridor in close proximity to the new Columbus West Family Health and Wellness Center.
- **Live/Work Units on West Broad Street.** The *Highland West Vision Plan* identified the possibility of developing storefronts and second story units into live/work units to revitalize the corridor and create business opportunities and employment.
- **West Broad Street and Powell Avenue Intersection.** The northwest and southwest corners of the West Broad Street and Powell Avenue intersection present two development opportunity sites. The northwest corner is a vacant site. The row of buildings adjacent to the vacant site would be improved with façade renovations. The southwest corner of the intersection consists of excess parking for the Buckeye Ranch facility and a small commercial strip which could be redeveloped with new retail and/or residential.
- **West Broad Street.** The eastern portion of the West Broad Street corridor contains rows of older commercial buildings. Façade improvements would contribute to a vibrant streetscape on this corridor.
- **Sullivant Avenue Corridor.** Sullivant Avenue also has pockets of older commercial buildings. Façade improvements would also contribute to a vibrant streetscape on this corridor.
- **West Broad Street and Westgate Avenue Intersection.** The southwest corner of the intersection at West Broad Street and Westgate Avenue contains a continuous row of commercial buildings that could serve as a pedestrian friendly commercial district for the Westgate neighborhood.
- **Northwest/Northeast Corner of West Broad Street and Wilson Road.** Mixed use (retail, office, and multifamily) are recommended for the northwest and southwest corners of the West Broad Street and Wilson Road intersection. Support continued use of larger retail centers with possible infill of additional retail, office, or smaller scale multifamily.
- **West Broad Street and Wilson Road.** Streetscape and pedestrian improvements for the West Broad Street and Wilson Road intersection have been identified as a part of the *West Broad Street Streetscape Improvement Plan*, a joint planning study between the city of Columbus and Prairie Township (2007).
- **Westland Mall.** Westland Mall, just east of I-270 on West Broad Street has suffered from rising vacancy rates for several years. This site presents a redevelopment opportunity that takes advantage of the visibility from I-270 and the region's population. This property is located within unincorporated Franklin County.
- **Wingate Villages Apartments (formerly Lincoln Park West).** The 1,712-unit apartment complex south of Westland Mall suffers from a high vacancy rate. In some cases entire apartment buildings are vacant. This property is located within unincorporated Franklin County.
- **Former Delphi Manufacturing Site.** The former Delphi auto parts manufacturing plant at the southeast corner of West Broad Street and Georgesville Road is vacant. The facility sits on 123 acres. It is under redevelopment for the construction of a casino and related development. The site serves as an important redevelopment opportunity within unincorporated Franklin County (at the time of this writing).
- **Southern Portion of Hilltop.** The southern portion of Greater Hilltop is largely residential in nature and suffers from a lack of connectivity between neighborhoods and parks.

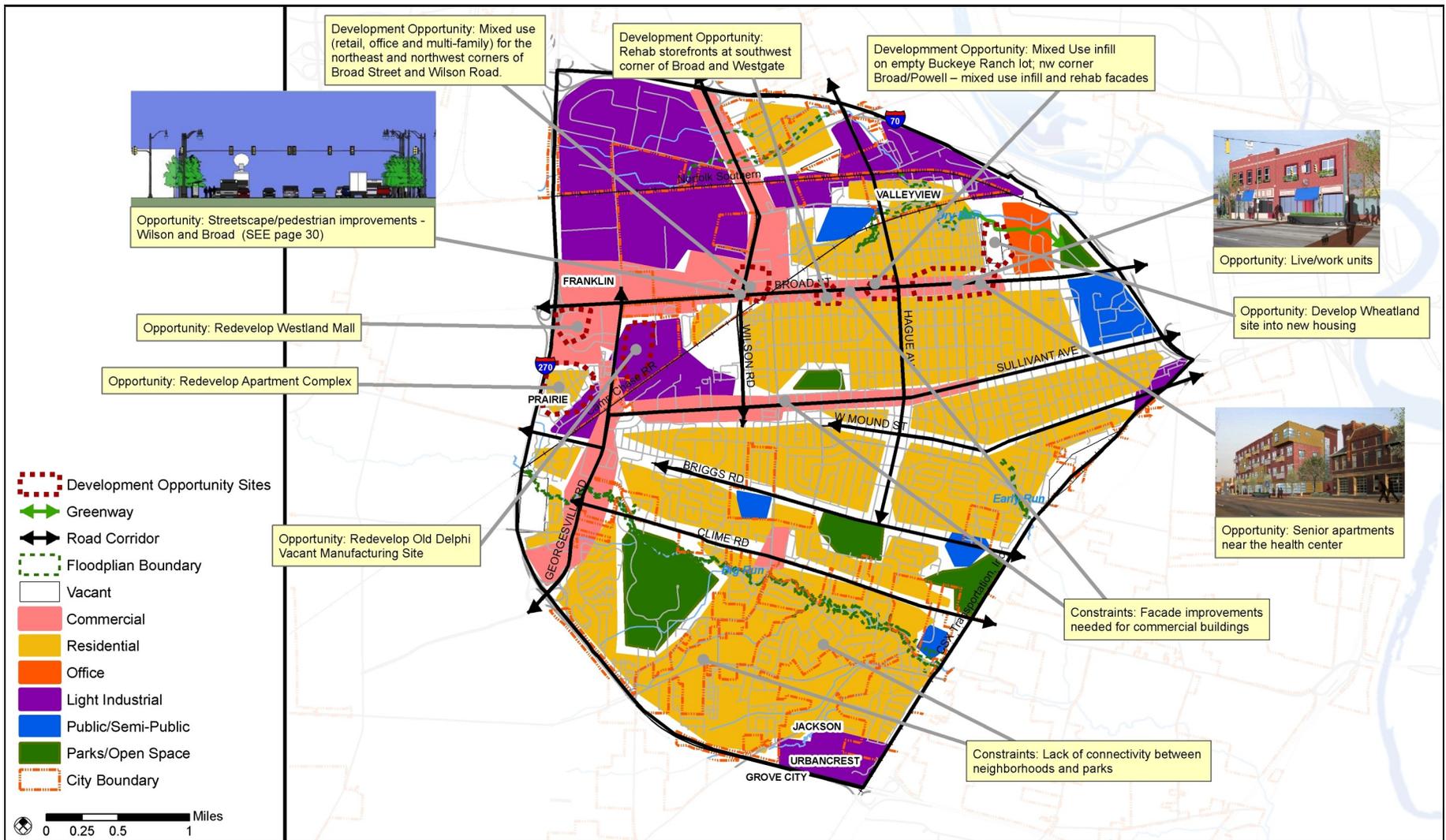


Figure 2: Development Opportunities & Constraints



The Hilltop is near Downtown.

Land Use

The expansive area of Greater Hilltop provides a diverse mix of land uses. The area is predominantly residential, with the majority of residential uses being single family. The next most predominant land use category is industrial, providing employment for the Hilltop and larger region.

The industrial property includes light industry, warehouse distribution, heavy industry, and warehouse flex.

Commercial land use makes up nine percent of the planning area with mostly community-scale commercial followed by auto-oriented commercial, regional-scale commercial, neighborhood-scale commercial, and mixed use.

Institutional, parks and open space, vacant property, office, agriculture, and utilities/railroads make up the remainder one-quarter of the area.

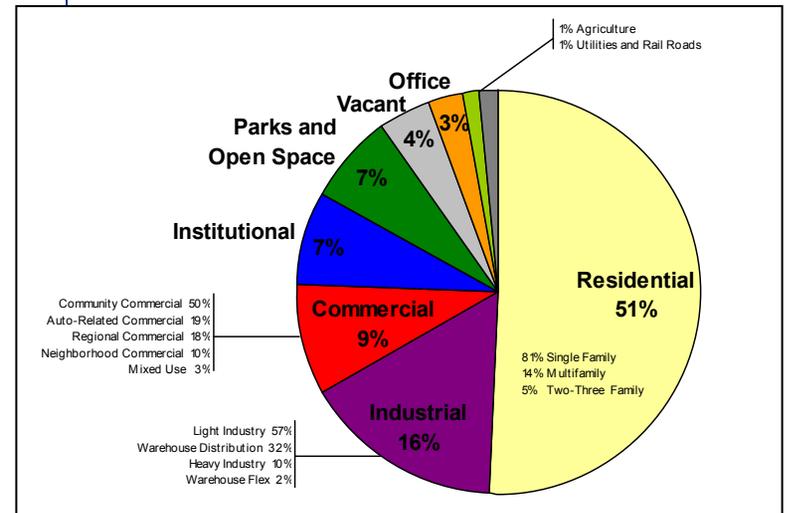


Chart 1: Existing Land Use Chart: All figures are approximate and were compiled based on data from the Franklin County Auditor's Office.

Existing land use is illustrated in Figure 3. Single family and two-three family residential units are located in the interior of the planning area with developments of multifamily generally located on the major corridors or minor arterials. Industrial land is mainly found in the northwest quadrant of the planning area. Commercial uses are found along the primary corridors – West Broad Street, Sullivant Avenue, and Georgesville Road.



Ohio Department of Transportation's central office.

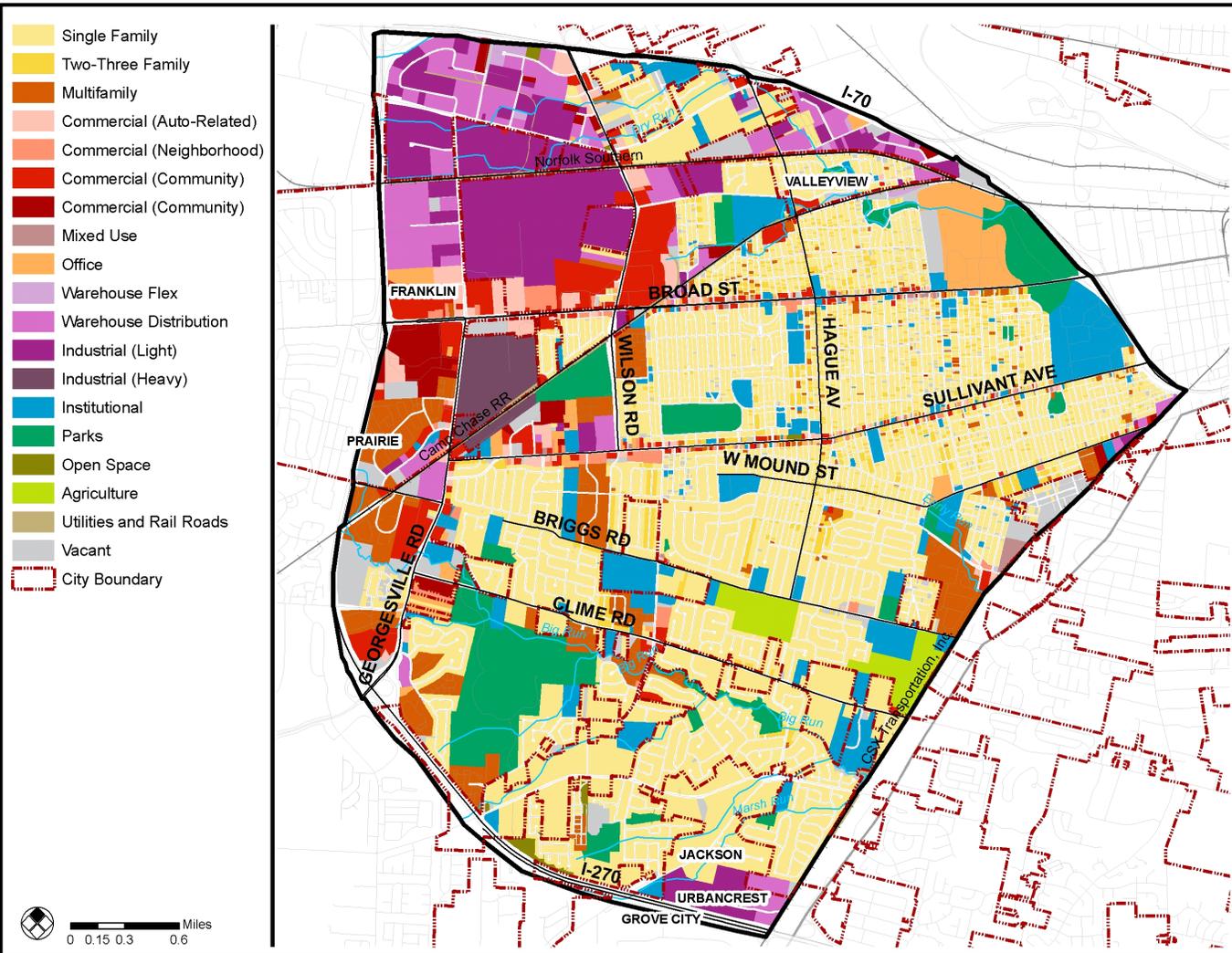


Figure 3: Existing Land Use



Commercially-zoned property along W. Broad Street.

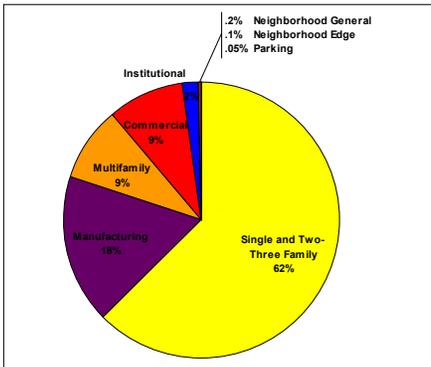


Chart 2: Existing Zoning

Zoning

The majority of the planning area is zoned residential and manufacturing (See Chart 2 and Figure 4). Manufacturing is primarily located in the northwest portion of the planning area. Both West Broad Street and Sullivant Avenue corridors are zoned almost entirely commercial.

The Georgesville and Wilson road corridors have pockets of commercial zoning mixed with single family, multifamily residential and manufacturing zoning classifications.

Additional zoning designations for the portions of the planning area not in the city of Columbus are zoned under the Franklin County zoning resolution for Jackson, Prairie, and Franklin townships in addition to the city of Urbancrest and Village of Valleyview.

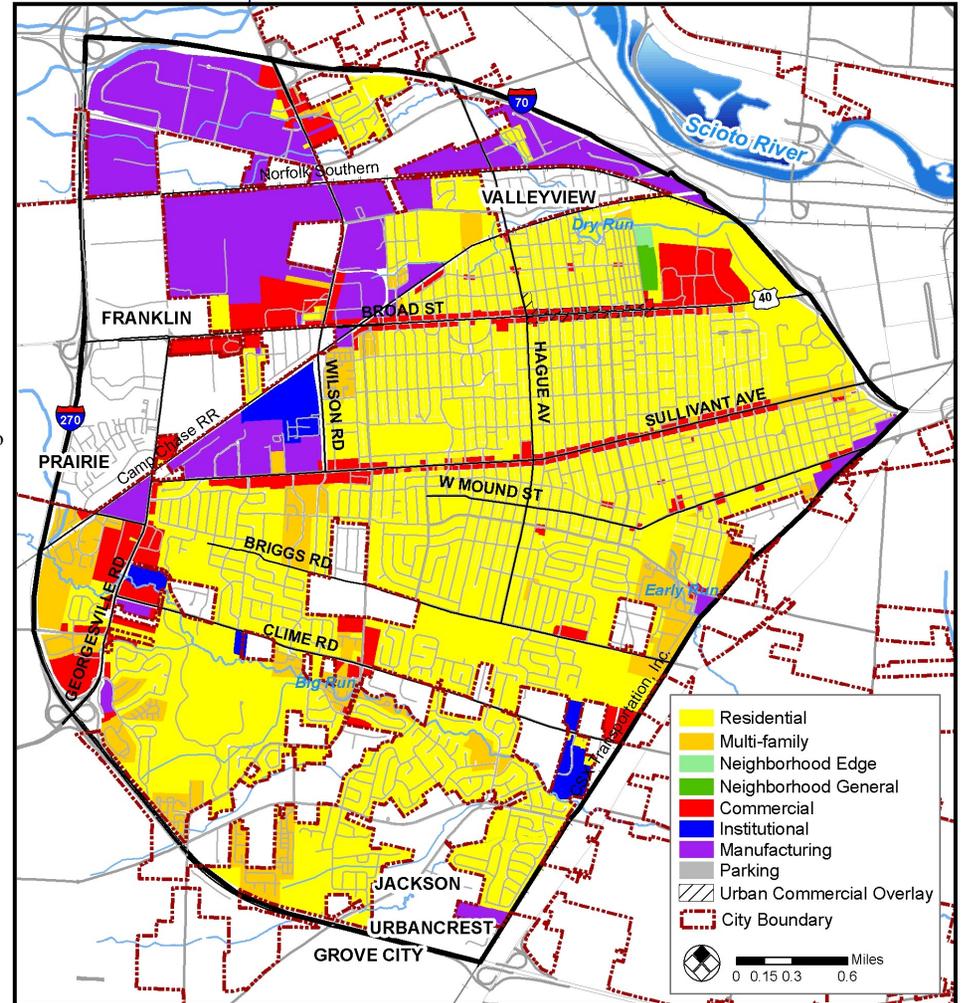


Figure 4: Existing Zoning

Urban Form

The Greater Hilltop is one of the larger planning areas and contains a wide range of uses. In many ways it is a small town, complete with newer and historic neighborhoods, churches, schools, a variety of stores, industrial and service sector enterprises, and a number of recreational uses. Residents can quite easily meet most of their daily needs without ever leaving the planning area.

The development of the Greater Hilltop followed an east to west pattern. The eastern portion of the Hilltop was first settled in the early 1800's. Accordingly, the community's earliest neighborhoods, parks and commercial uses are located here. The development pattern to the south and west takes on a distinctly suburban feel; commercial uses are larger, auto-oriented retailers and residential uses change from a traditional grid street pattern to winding subdivision streets and cul-de-sacs.



Westgate neighborhood.

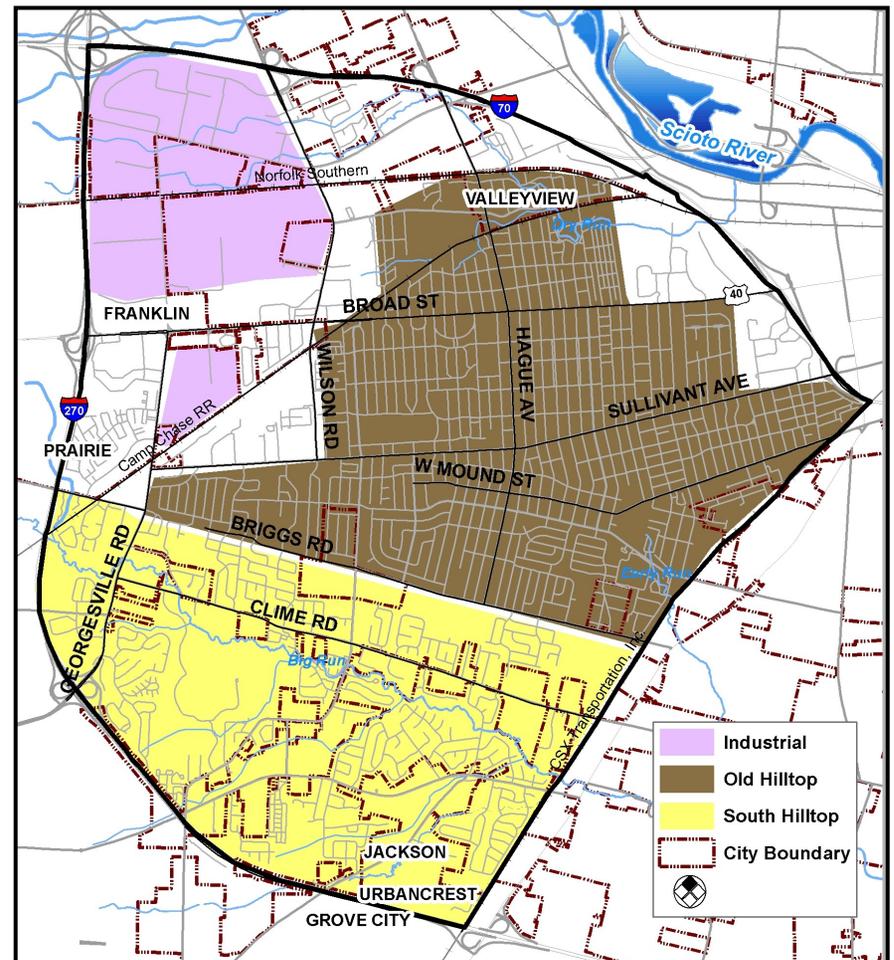


Figure 5: Urban Form

Natural Environment

Tree coverage for the planning area is densest in the southern and northern portion of the planning area. The central portion of the planning area is largely developed and includes less dense tree cover.

Multiple tributaries of the Scioto River are in the planning area, including Dry Run, Early Run, Big Run and smaller unnamed creeks. Potential wetlands exist within the floodplain, as well as in a few scattered areas.

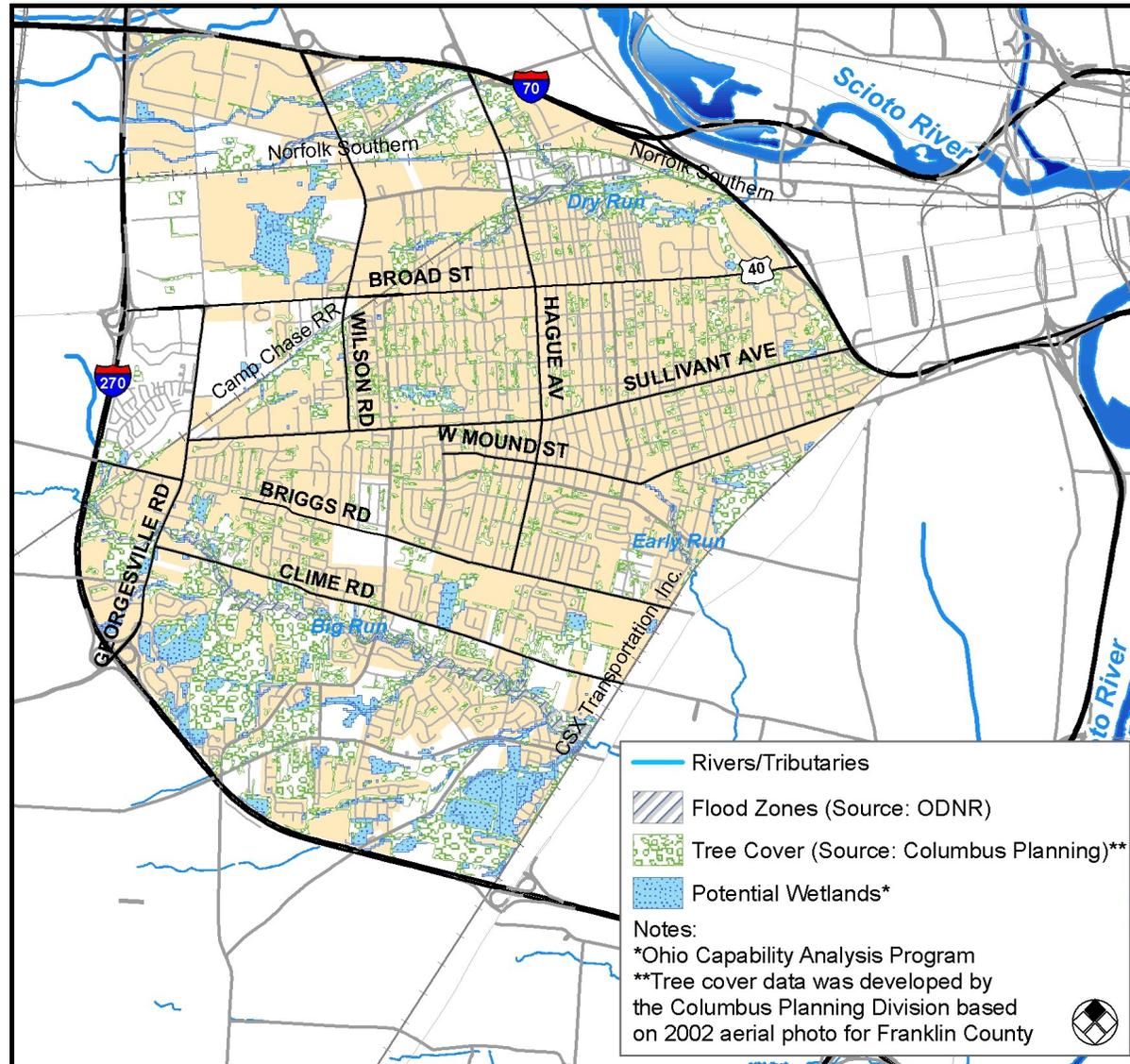


Figure 6: Natural Resources



Economic Development

Economic development and the revitalization of the Greater Hilltop has been an ongoing concern for the Hilltop community. In an effort to focus on revitalizing the eastern portion of West Broad Street, the *West Broad Street Economic Development Strategy* was adopted in 2005. Following the development of the *Economic Development Strategy*, the *Hilltop/West Broad Corridor Market Analysis* (Boulevard Strategies) was completed in 2008 to assess the market potential for this portion of the corridor. The following paragraphs summarize the market outlook and recommendations from the Market Analysis.

There are an estimated 50 to 60 residential units scattered among West Broad Street's commercial uses. Most are apartments and other rental units. Many older homes have been split into apartments or converted to offices. Apartment rents are low enough on West Broad Street that some landlords prefer to leave them vacant. Local real estate professionals are not optimistic about the market for new condos on West Broad Street as there are too many available units in other urban neighborhoods. Senior housing is a potential opportunity, given aging residents want to stay in the Hilltop community and value the proximity to pharmacies, medical offices, and bus lines.

The southwest retail submarket (including Greater Hilltop) had over 1.3 million square feet of vacant space at year-end 2007 according to Grubb & Ellis/Adena Realty Advisors. This translates to a 19.6% vacancy rate, the highest among Franklin County's submarkets. Most of the vacancies are concentrated in the Westland Mall area as retail trade follows new rooftops to the south and west.

The West Broad Street stretch from Highland to Demorest avenues includes approximately 180 first floor spaces, totaling 520,000 square feet of commercial space. Of this available space, 90,000 square feet (17%) is vacant, slightly above city-wide average of a 14% vacancy rate. The majority of the vacancies (27 spaces) are east of Hague Avenue. A total of 133 businesses occupy 330,000 square feet of commercial space along with 20 non-profit/religious/governmental uses occupying about 100,000 square feet of first floor space. The corridor has an estimated 1,250 jobs, 1,050 of these are in the private sector, of which 450 are retail positions (many part-time).

Retail uses are dominated by convenience goods and services - 31 of 51 retail businesses serve everyday needs of local residents and workers. The 51 retail businesses occupy an estimated total of 125,000 square feet, all of which could fit easily inside a single big box store. The retail anchors include Walgreens pharmacy and Gearhardt's True Value Hardware. The remainder of the retail mix includes mini-marts/carry-outs, hair/barber salons, fast food, and retail services. The retail offerings include relatively few specialty shops and sit-down restaurants. Services businesses outnumber retail businesses slightly with a high number of doctor/dentist offices and medical clinics. The corridor also offers numerous automotive supply/repair establishments.

The entire Hilltop portion of West Broad Street has twice as much occupied office space (estimate of 250,000 square feet) than retail space (estimate of 125,000 square feet). The stretch of West Broad Street between Mount Carmel Hospital and Doctor's West has attracted a concentration of doctors and medical offices and clinics. Overall, the westside is among the smallest submarkets for office space in central Ohio.

The Market Study concludes that the Hilltop/West Broad Street business corridor appears to be at a tipping point where it could be revitalized or could decline further. It asserts that there is clearly an underserved middle class market in its trade area when spending patterns and the current business mix are compared. A significant barrier to revitalize the corridor is the amount of vacant retail space. Property owners can be expected to continue to seek office users. The study recommends building on the strong base of medical uses and other professional uses. And it's expected that new housing on West Broad Street will probably need to take place in mixed-use concepts to be feasible.



Highland West District on West Broad Street.

Public Input

The participation of stakeholders is critical to a successful planning process because consensus must be reached to ensure an implementable plan. To accomplish that means gaining the input and support of a wide range of individuals and organizations in addition to the Working Committee.

Summary of Stakeholder Interviews

Preliminary community outreach was the foundation for initiating the planning process for the plan amendment. Planning Division staff interviewed 10 stakeholders representing various interests in the planning area to clarify the perspectives and priorities of the community. Stakeholders are persons with personal, business, or other strong interests in the present and future of the community.

In general, interviewees felt very favorably about many aspects of the Greater Hilltop community but also had concerns over some aspects of the aging physical environment. Highlights of the interviews include:

Land Use & Zoning

- Underserved market: restaurants, and day to day necessities in eastern portion of planning area.
- Land use mix in certain areas with inadequate buffering/landscaping.
- Depressed commercial corridors.
- Maintain the existing character of the Greater Hilltop's residential areas from inappropriate commercial and industrial development.
- Create senior housing close to health center.
- Demolish some of the vacant houses that are not rehabable for residents to purchase for sideyards or community gardens.

Urban Design & Development

- Vast and has diverse mix of neighborhoods.
- Pockets of commercial development that do not contribute to streetscape.
- Lack of definitive gateways for area.
- Lack of identity for Hilltop and its neighborhoods.
- Improve the Highland West District by implementing the West Broad Street Economic Development Strategy and West Broad Charrette report.
- New construction should fit in with the Broad Street corridor to keep the look and feel of the corridor.

- Need to improve the appearance of older residential areas.
- Need more street trees and landscaping along the commercial corridors.
- Street boulevards should be preserved.
- Railroad overpass needs to be maintained.
- Pay tribute to Broad Street as National Road.
- Development opportunity sites include: Tonti site on Briggs Road, the vacant northwest corner at Powell Avenue and Broad Street, the vacant building at Algonquin Avenue and Broad Street that has space for parking, 2285 Broad Street where a building exploded, the northeast corner of Broad Street and Terrace Avenue (possible deli), and in the area around the new health center develop a medical research hub – encourage startup companies in biometrics and nanotechnology.
- Build off the stable residential base of Westgate and develop an active commercial corridor on Broad Street that offers services for residents.

Summary of Public Workshop Input

The first plan public workshop provided the public the opportunity to identify top priorities and concerns. Top priorities and concerns identified were:

- Improve Transportation.
- Like/Want General Business Development.
- Improve Neighborhood Services/Code Enforcement.
- Improve Appearance of Area in General.
- Like/Want Business Development on West Broad Street.
- Improve Safety of Area.
- Improve Environmental Resources/Open Space.
- Improve Residential Development.
- Improve Appearance of Sullivant Avenue.
- Improve Appearance of West Broad Street.
- Improve Commercial Development.

It is important to note that the plan amendment does not address transportation issues, as these are addressed by the Hilltop Mobility Plan. The plan does not address immediate needs such as safety, neighborhood services, or code enforcement.



Public Workshop for Plan.



Recommendations



Introduction

The Recommendations element includes a land use plan and urban design plan. These plans include maps and four overall development principles that address the primary planning priorities that will guide future growth and development. The Plan Recommendations element is an outgrowth of staff analysis, guidance from the Working Committee, and the public input summarized in the Introduction and existing plans and studies. The resultant development principles, policies, guidelines and strategies respond to the identified needs and priorities and are consistent with overall city of Columbus development related policies. Each of the four development principles are followed by supporting policies and guidelines/strategies. Land Use and Urban Design plans are included within the body of this text along with pictures and renderings that illustrate recommended policies. Development concepts that illustrate preferred development patterns are provided at the end of this section of the plan.

Land Use Plan

The Land Use Plan includes the Future Land Use Plan map, land use classification table, and as indicated above, corresponding development principles, policies, and guidelines/strategies. The Land Use Plan map includes a land use recommendation for every property within the planning area. These recommendations were developed based on a review of the existing land use, staff analysis and public input. The land use classification table provides explanatory text that corresponds with the recommended land use category.



Draft Plan Open House.

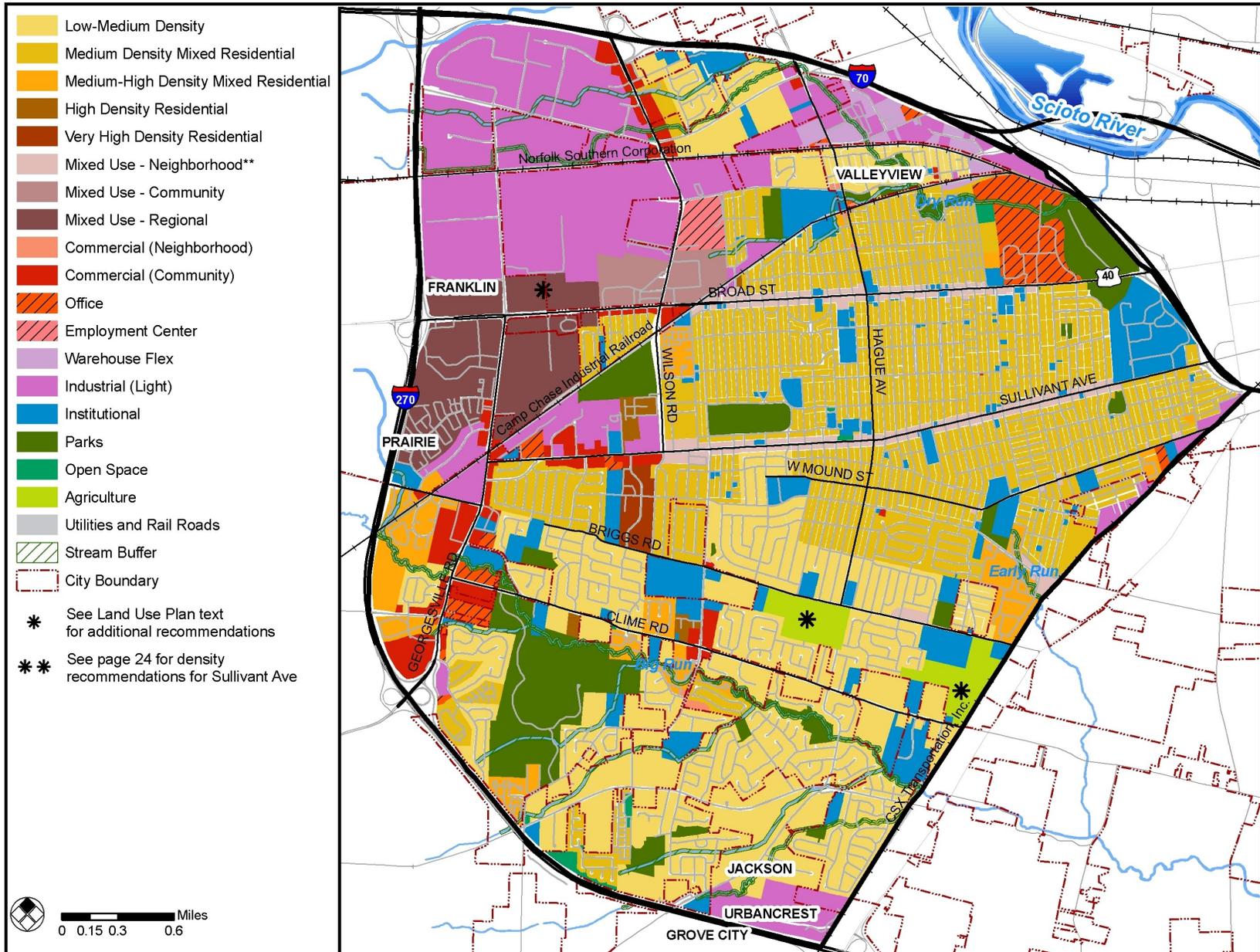


Figure 7: Future Land Use Plan

Land Use Quadrants

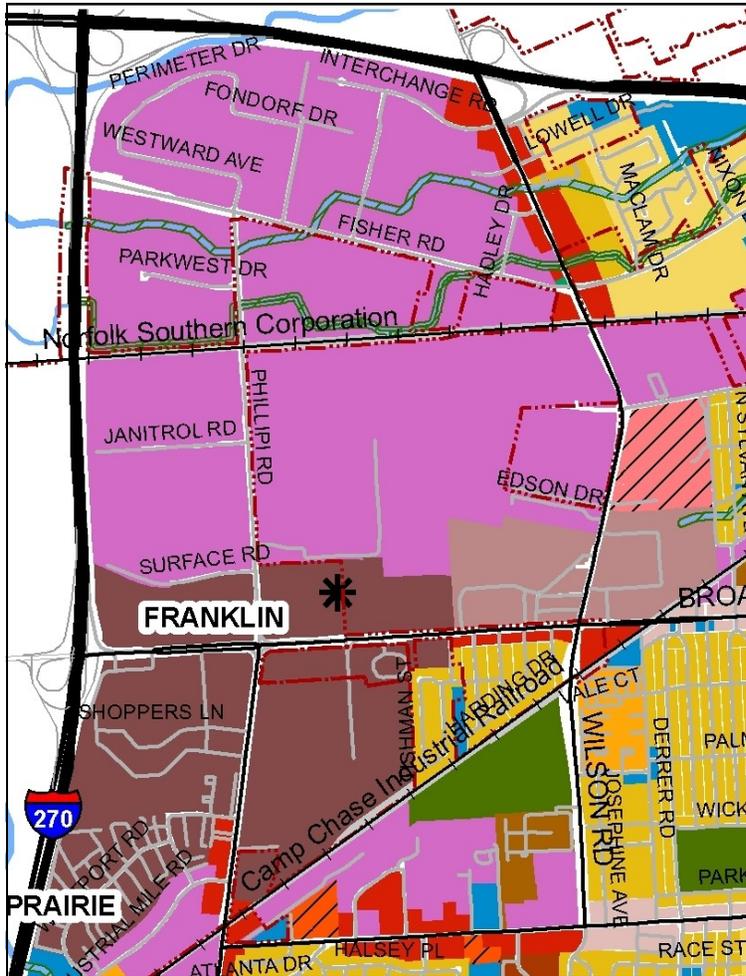


Figure 8: Northwest Quadrant

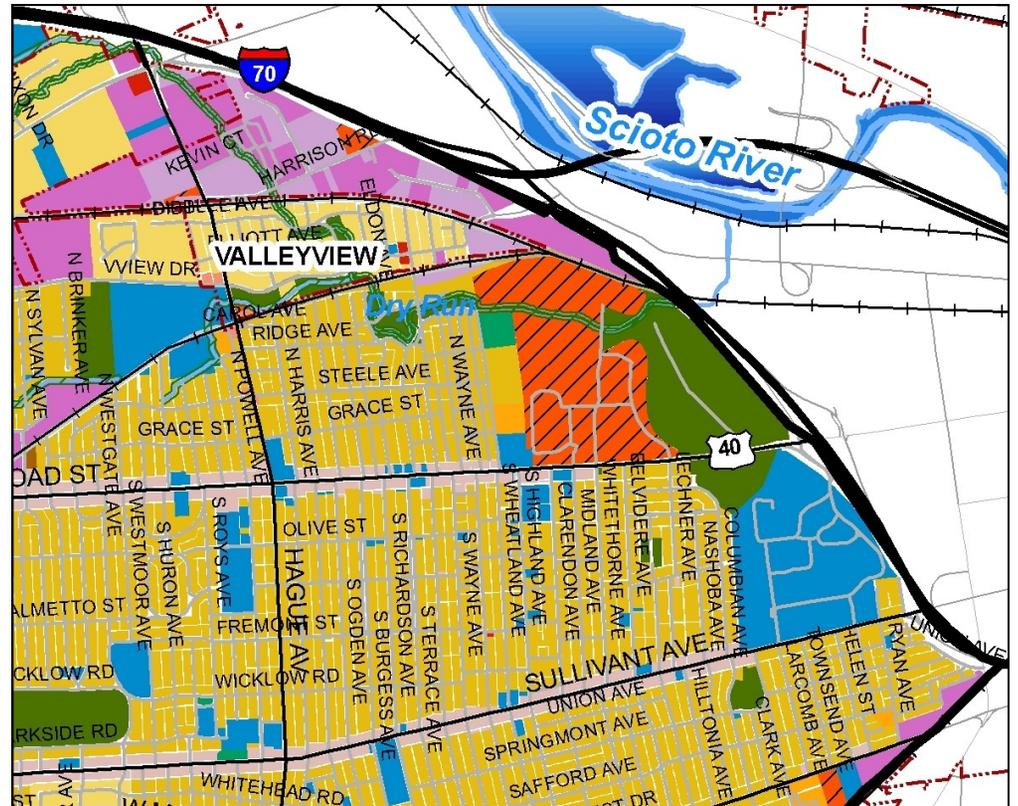


Figure 9: Northeast Quadrant

Land Use Quadrants

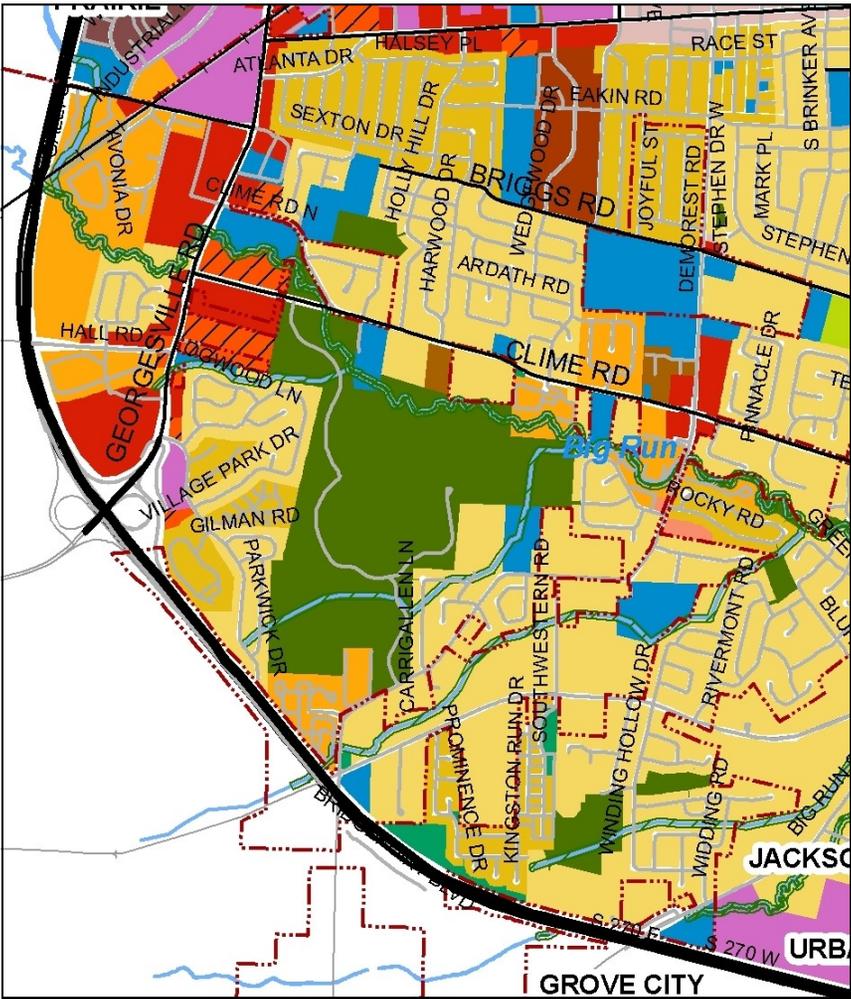


Figure 10: Southwest Quadrant

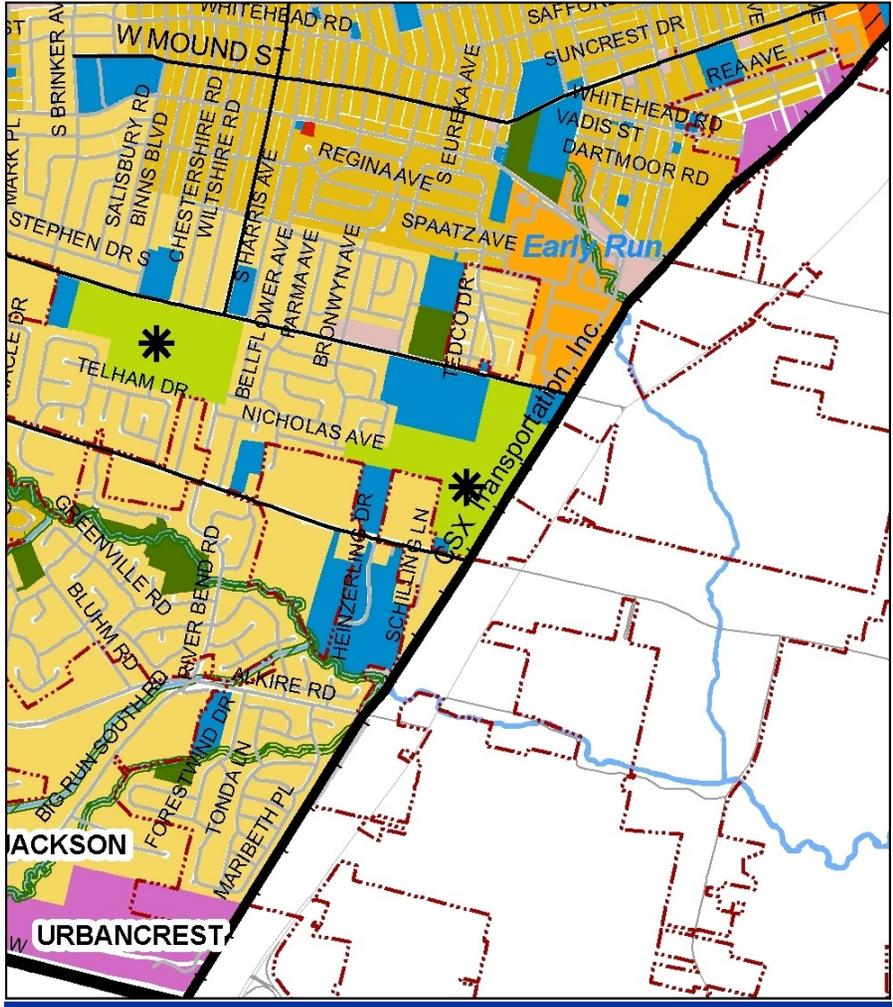


Figure 11: Southeast Quadrant



Table 4: Land Use Classification

CLASS	SUB-CLASS	TYPICAL DENSITY/ INTENSITY	DESCRIPTION
Residential	Low-Medium Density	4 to 6 du*/acre	Predominantly single-family development, with limited amounts of 2-4 unit buildings interspersed - often at intersections or along larger streets. In suburban areas, this category may also include lower density townhouses/condominiums.
	Medium Density Mixed	6 to 10 du/acre	Common in older neighborhoods and can include single-family, doubles, and townhouses. In suburban areas, this category is characterized by townhouse and condominium development as well as smaller lot single-family. New development should reinforce the existing pattern and type of residential in the neighborhood. Somewhat higher densities and multi-story buildings with more than four units per building may be considered for areas that are immediately adjacent to a neighborhood's primary corridor(s). Proposals for multifamily development in these areas must demonstrate that they will not adversely impact the existing development pattern.
	Medium - High Density Mixed	10 to 16 du/acre	Includes doubles, townhouses and multi-family are included in this category. It exists in both older neighborhoods and suburban areas. New development patterns should reinforce the existing pattern and type of residential in the neighborhood. Somewhat higher densities may be considered for areas that are immediately adjacent to a neighborhood's primary corridor(s). Proposals for multifamily development in these areas must demonstrate that they will not adversely impact the existing development pattern of the area.
	High Density	16 to 45 du/acre	Multi-story multifamily housing in specific areas where high density is considered appropriate, such as the primary corridors. Each development application must be reviewed on a case by case basis, be judged on its own merits, and must consider the specific site and the site's context (adjacent uses and development pattern). Proposals that include the highest end of the density range should include structured parking and be located at primary intersections and particularly scrutinized in regard to their contribution to street level activity, relationship to adjacent neighborhoods, building materials, and architecture.
	Very High Density	45 and higher du/acre	Permits multi-story multifamily housing in limited areas. Parking would be structured. Each development application must be reviewed on a case by case basis, judged on its own merits, consider the specific site and the site's context (adjacent uses and development pattern), and be scrutinized in regard to its contribution to street level activity, relationship to adjacent neighborhoods, building materials, and architecture.
Commercial	Neighborhood	20,000 sf**/acre	Provides neighborhood commercial services. These areas contain multiple functions and act as local centers of economic activity. Examples include smaller scale retail, office, or institutional uses, including gas stations with convenience stores that are built to Urban Commercial Overlay design standards. Neighborhood commercial uses should be located at key intersections and nodes along minor arterials and collectors that intersect with arterials.
	Community	12,500 sf/acre	Supports retail, office, or institutional uses that serve multiple neighborhoods, but generally do not attract residents from outside the area. An example includes neighborhood shopping centers. Gas stations built to Community Commercial Overlay design standards may be supported. Community commercial uses should be located along arterials and at key intersections.

Table 4: Land Use Classification (cont.)

CLASS	SUB-CLASS	TYPICAL DENSITY/ INTENSITY	DESCRIPTION
Mixed Use	Neighborhood	20,000 sf/acre 16 to 45 du/acre	Same as the Neighborhood Commercial classification but also includes residential units located either above and/or next to the commercial, office, or institutional uses. Neighborhood mixed uses should be located at key intersections and nodes along minor arterials and collectors that intersect with arterials, as appropriate.
	Community	12,500 sf/acre; 10 to 16 du/acre	Same as the Community Commercial classification but also includes residential units located either above and/or next to the commercial, office, or institutional uses. Should be located along arterials at key intersections and at interstate highway intersections.
	Regional	10,000 sf/acre 45 or higher du/acre	Large scale shopping centers and regional malls, entertainment centers, big box retailers, and similar retail uses that have the potential to attract consumers from major portions of the city, as well as the Central Ohio region. Office or institutional uses may also be appropriate. Also includes residential units located either above and/or next to the commercial, office, or institutional uses in multistory buildings. Should be located at nodes on major arterials and at interstate highway intersections.
Industrial	Light	12,500 sf/acre	Should be located in older industrial areas, within industrial parks, and in limited locations on major arterials but not within close proximity of residential uses. Typical uses include light assembly, fabrication, and related uses.
	Warehouse Flex	10,000 sf/acre	Should be located in older industrial areas and at locations on major arterials but not within close proximity of residential uses. Typical uses include flex office, warehouse flex, distribution and logistics, and smaller light industrial uses.
Employment Center	Na	10,000 to 15,000 sf/acre	Business and professional offices, technology park clusters, research and development, light industrial operations, and visitor service establishments, with retail only as a secondary use.
Office	na	15,000 sf/acre	Should be located at major intersections, sites with freeway visibility, in mixed use buildings, or as a transition between residential and non-residential development.
Institutional	na	na	Includes schools, government property, and houses of worship. These uses should be located on major arterials, in nodes of commercial activity, and within neighborhoods but only along arterials or collectors provided sites are sufficiently large to accommodate on-site parking.
Parks/Open Space	Parks and Recreation	na	Integrated into residential neighborhoods and/or located adjacent to preserved open spaces. Parks are either publicly- or privately-owned recreational facilities and include golf courses.
	Open Space	na	Conserved lands that are not suitable for development, such as the floodway, wetlands, major wood stands, steep slopes and ravines, and species habitat. These are natural areas that do not provide recreational facilities.
Agriculture	na	na	Full range of agricultural activities consistent with city health and nuisance requirements, including cropland and animal husbandry.
Other	Utilities and Railroads	na	Utilities and railroads.

* Dwelling Units
** Square Feet



Development Principle 1: Neighborhoods will include a vibrant mix of uses (residential, retail, office, etc.)

Policy

Mixed use development should be common on the Hilltop’s primary corridors and include multi-family housing, retail, offices, and other services that meet community needs and contribute to a walkable environment.

Guidelines/Strategies

- Neighborhood-scale mixed use is recommended for West Broad Street, from Whitethorne Avenue west to the railroad underpass. The intersections of West Broad Street and Westgate Avenue; West Broad Street and Powell Avenue; and West Broad Street and Wheatland Avenue may serve as mixed use redevelopment opportunities.
- Community-scale mixed use is recommended for the northeast and northwest corners of West Broad Street and Wilson Road. Support continued use of larger retail centers with possible infill of additional retail, office, or multifamily. On the northeast corner, also consider development of small medical office buildings along the Wilson Road frontage, encouraging medical offices as infill while preserving portions of the existing commercial strip.
- Community scaled commercial is recommended for the southeast corner of Wilson Road and West Broad Street. The plan recognizes the existing industrial use, but recommends community commercial in the case the site is redeveloped in the future.
- Regional-scale mixed use is recommended for Westland Mall area. This area is not within the city of Columbus and is subject to the regulatory guidance of Franklin County. Improve access and connections to the surrounding neighborhood.
- Regional-scale mixed use is recommended for West Broad Street from Phillip Road west to I-270.
- Neighborhood-scale mixed use is recommended for Sullivant Avenue, east of Wilson Road, limiting retail to existing sites. Additional retail, if considered, should occur at major intersections.
- Support existing mix of land uses in the area between Wilson Road on the west, Norfolk Southern railroad tracks on the south, and I-70 on the north/east. The area to the east of Hague Avenue is primarily recommended for light manufacturing. Limit retail on Hague Avenue to locations of existing retail. As opportunities arise, enhance buffering and screening (landscaping) to minimize potential conflicts and protect streams with a buffer, as shown on the Future Land Use Plan (See Figure 7).
- The vacant commercial property at Briggs Road and Bronwyne Avenue: Support neighborhood-scale mixed use, office, smaller scale multi-family (townhouse style), or single family. Any retail should only be supported if part of a neighborhood scale mixed use project (retail with residential above).

- Redevelopment of the opportunity sites (and other applicable locations) should be guided by the principles illustrated through the development concepts and other urban design guidelines included in this Plan.
- Refer to the Highland West Vision Plan for design and other development related considerations.
- North of West Broad Street: Support mix of existing land uses with Medium Density Mixed residential as the primary land use. Protect the streams with a buffer as shown on the Future Land Use Plan (See Figure 7) as opportunities arise.
- Wilson Road corridor, north of railroad tracks: Community commercial uses are recommended. Medium Density Mixed residential for the vacant property to the immediate east of the commercial corridor at Wilson and Fisher roads is recommended as a transition to the single family to the east.
- Southeast corner of Wilson Road and Valleyview Drive (northern half of Greater Western Shopping Center): Employment Center uses are recommended.
- Northwest quadrant of the Sullivant Avenue and Wilson Road intersection: Support continued mix of current land uses. Limit retail to existing retail locations. Existing light manufacturing sites should continue as light manufacturing or office related uses. Light manufacturing, office, or flex office should also be considered for existing retail sites. As opportunities arise, utilize buffering and screening (landscaping) to minimize potential conflicts between land uses.
- Regional-scale mixed use is recommended for apartments on Georgesville Road, south of Westland Mall as a possible redevelopment opportunity following appropriate guidelines in the Plan. This area is under the regulatory guidance of Franklin County.
- Small-scale neighborhood retail currently exists within residential portions of the planning area east of Wilson Road and north of Briggs Road. If managed carefully, these storefronts can serve as an amenity for the community. Retail should be limited to existing storefronts. Evidence should be provided that any proposed retail development at these existing locations would have minimal negative impact on the surrounding residential area in terms of parking, lighting, noise, graphics, or other potentially negative impacts.
- The vacant Delphi site is recommended for regional-scale mixed use in anticipation of a redevelopment of the site as a regional entertainment center. In the event that the site is not redeveloped into a mixed use site, Employment Center uses are recommended.
- The Wheatland site is recommended for medium density residential for the northern portion of the site. Medium-high density residential is recommended for the southern portion. This could include apartment, condos or senior housing.



Motel along the National Road.

Policy

Highest densities should be focused on the area’s primary corridors (West Broad Street and Sullivant Avenue) in order to support transit and neighborhood retail, encourage a more walkable environment, and preserve the nature of the existing neighborhoods.

Guidelines/Strategies

- High density multi-family or mixed use/multi-family uses should be located on West Broad Street and Sullivant Avenue and follow the density recommendations given below. These density recommendations are to be used as general guidelines. Each development should be judged on its own merits and must consider the specific site and the site’s context (adjacent uses and development pattern). Some developments may merit a higher density, but specific rationale for support of such higher density should be provided.
 - Residential densities along West Broad Street should range from 16-45 dwelling units per acre.
 - Residential densities along Sullivant Avenue should range from 16-24 dwelling units per acre.
 - Proposals that include the highest end of the density ranges should consider structured parking and be located at primary intersections and be particularly scrutinized in regard to their contribution to street level activity, relationship to adjacent neighborhoods, building materials, and architecture.

Policy

Future development patterns in areas that are generally single family should be developed at a density level consistent with the existing development.

Guidelines/Strategies

- Area generally to the south of Briggs Road: Low-Medium Density residential development is recommended. Enhance or create road, pedestrian and/or bicycle connections between neighborhoods and between neighborhoods and parks when possible. Establish stream buffers if opportunities arise.
- Farmland on Briggs Road: Support existing use of crop farmland. In the event farming ceases, support Low-Medium Density residential with connections to surrounding neighborhoods and existing street grid where possible.
- Development of areas south of Clime Road at densities reflected in this plan will generally require that property is annexed to the City and provided with centralized water and sewer services.
- The area south of Clime Road contains significant natural resources - streams, mature tree stands, etc. These resources should be protected through such techniques as sensitive site design and establishment of no-disturb easements. It is recognized that these conservation practices may impact potential development densities.

Policy

Job centers with office and light manufacturing uses should be supported.

Guidelines/Strategies

- The land use emphasis for industrial areas should continue to be employment based. Appropriate specific uses include light industrial, research and development, laboratories, warehouse distribution, and flex office space.
- Businesses are encouraged to take advantage of the city’s economic development incentives targeted for offices and manufacturing, including: the Business Development Fund, Working Capital Loan funds, real estate tax abatements on improvements, and job growth incentives for new jobs created.
- For the north side of West Broad Street from Phillipi Road to Soldano Boulevard the primary recommendation is Mixed Use – Regional. In the event that the investment in retail usage declines in this portion of West Broad Street, the conversion to Employment Center uses consistent with urban design guidelines in the plan is recommended. The purpose of this recommendation is to focus commercial retail at the intersection of West Broad Street and Wilson Road and at West Broad Street and I-270 and provide new job opportunity sites on the West Broad Street corridor.
- Development in industrial areas should optimize job densities.

Policy

A neighborhood park, community park or recreation facility (public or private) should be located within one-half mile of all residents, consistent with the city’s Recreation and Parks Master Plan.

Guidelines/Strategies

- As development occurs within the planning area, opportunities to include green space should be explored, with an emphasis on city parkland.
- Opportunities to enhance connections to adjacent recreation areas and green space should be explored.
- Wherever feasible new housing developments should provide for on-site open space to meet the recreation needs of the development’s occupants.



Sullivant Road Manufacturing.



Development Principle 2: Neighborhoods will have an increased range of housing options.

Policy

New residential developments should offer a range of housing types, sizes, and price points.

Guidelines/Strategies

- New development of a mixed use nature on West Broad Street, Sullivant Avenue, or other areas as depicted on the Future Land Use Map should include residential products that include entry level, “empty nester” or workforce housing.

Development Principle 3: Open space and natural resources should be preserved and protected.

Policies

Natural areas should be preserved as integral components of development.

Natural areas should be preserved as a part of public or private park and recreation systems.

Guidelines/Strategies

- Natural features adjacent to development should be treated in a sensitive manner to highlight and complement the natural environment, utilizing conservation easements when possible.
- Grading should be minimized to maintain the natural topography.
- Natural features should be protected during development activity, through delineation and use of best management practices (BMPs) to mitigate negative impacts.
- Alternative methods to manage stormwater should be considered (e.g. BMPs, such as bioswales, native landscaping, naturalized detention and retention basins, other. Refer to city of Columbus Stormwater Drainage Manual).
- The amount of impervious surfaces should be minimized in order to reduce stormwater flow and rates, and to facilitate stormwater infiltration.
- Trees greater than six inches in caliper should be protected during and after construction. The protection zone should include the drip line to avoid compaction of the roots.

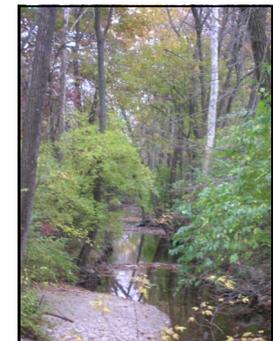
- The natural corridors illustrated in Figure 6 include the tributaries and streams of Greater Hilltop. Natural features within these areas should be preserved and enhanced over time as greenways and considered for acquisition. Stream buffers should be established according the stream corridor protection zone provisions defined in the city of Columbus Stormwater Drainage Manual. Streams that are currently diverted through culverts should be considered for "daylighting" as part of redevelopment of the site where economically feasible. "Daylighting" is a measure to restore the ravine to its natural state. This would both be a green approach to stormwater management and an attractive feature for a development.

Policy

Ravines should be preserved, restored, and enhanced.

Guidelines/Strategies

- Opportunities should be explored to restore any stream or ravine areas currently impacted by development using proven ecological practices and approaches.
- Any new development in the area of a ravine should incorporate the ravine as a design feature through preservation and to the extent feasible, restoration. New construction is encouraged to be set back from the ravine as far as possible, utilizing conservation easements when possible.
- Rain gardens should be considered on residential and commercial properties to minimize the impact of stormwater runoff on ravines and educate the public on the importance of the ravines and their protection.



Glenview Park.

Urban Design Plan

The Urban Design Plan provides design guideline for new commercial and residential development and other design related recommendations.

Development Principle 4: New development will respect community character and historic features.

Policy

New commercial and mixed use development should utilize design techniques to ensure that it accommodates the pedestrian and bicyclist and is integrated with the existing fabric and scale of the given neighborhood.

Guidelines/Strategies

- Consider the development of additional commercial overlay designations for the Greater Hilltop Area. Considerations include: the Urban Commercial Overlay or Community Commercial Overlay on West Broad Street between Hague Avenue and the railroad overpass; Regional Commercial Overlay on West Broad Street west of the railroad overpass; and the Urban Commercial Overlay may also be appropriate for key intersections on Sullivant Avenue with commercial or mixed use development.
- The following guidelines should be utilized in the review of development applications:
 - A consistent level of detailing and finish should be provided for all sides of a building (“four-sided” architecture).
 - Flat, plain building walls should be discouraged. This should be accomplished through the use of changes in color, materials, or relief, such as the inclusion of beltlines, pilasters, recesses, and pop outs (offsetting planes). Building surfaces over 20 feet high or 50 feet in length should be relieved with a change of wall plane or by other means that provide strong shadow and visual interest.
 - Front elevations for retail buildings should be divided into increments to mimic traditional storefronts, consist of 50% or more glass windows at the street level and utilize a variety of treatments and human scale details.
 - The architectural style of new buildings should not be literal duplications of historic styles. Instead, new designs should be contemporary interpretations of traditional buildings, especially styles found throughout the city. These interpretations should be similar in scale and overall character to historical precedents, but should differ in terms of detailing.
 - Taller or denser development is not necessarily inconsistent with older, lower density neighborhoods but must be designed with sensitivity to existing development.
 - Leadership in Energy and Environmental Design (LEED) - green building technologies, are encouraged for commercial buildings.
 - Signs are recommended to be placed and sized on buildings such that they are in keeping with the scale and size of the building facades and general streetscape so as not to obscure or interfere with architectural lines and details.
 - Freeway, pole signs, billboards, “sign benches,” roof signs, larger overhanging signs, LED and other such electronic or digital signs, or excessively large signs that interfere with visual character are discouraged.

- Lights should be fully shielded and recessed and directed downward to enhance safety without glare, hot spots, or spill light to adjacent properties.
- Buildings should be designed to address the street and enhance the pedestrian experience. Examples include the use of outdoor dining areas, transparent windows, or other means that emphasize human-scale design features at the ground floor level.
- Buildings should be generally parallel to the street, with the primary façade facing the major street.
- Building facades facing public streets should incorporate an entrance door. Buildings located at a corner should orient the main entrance to the corner instead of to one of the two abutting streets.

- Convenient, safe, well marked, and attractive pedestrian connections should be provided from the public street to commercial, office, mixed use and multi-family building entrances.
- Interconnected walkways and parking drives between buildings on a site and those of adjacent developments should be used to provide for the safe and efficient movement of pedestrians, bicycles, and vehicles within a site and between a site and adjacent development.
- Adjacent parking lots should be connected to better utilize parking spaces in an area where parking is limited.
- Refer to the *Greater Hilltop Plan*, *West Broad Street Economic Development Strategy*, and the *Highland West District Charrette* for additional design related recommendations.

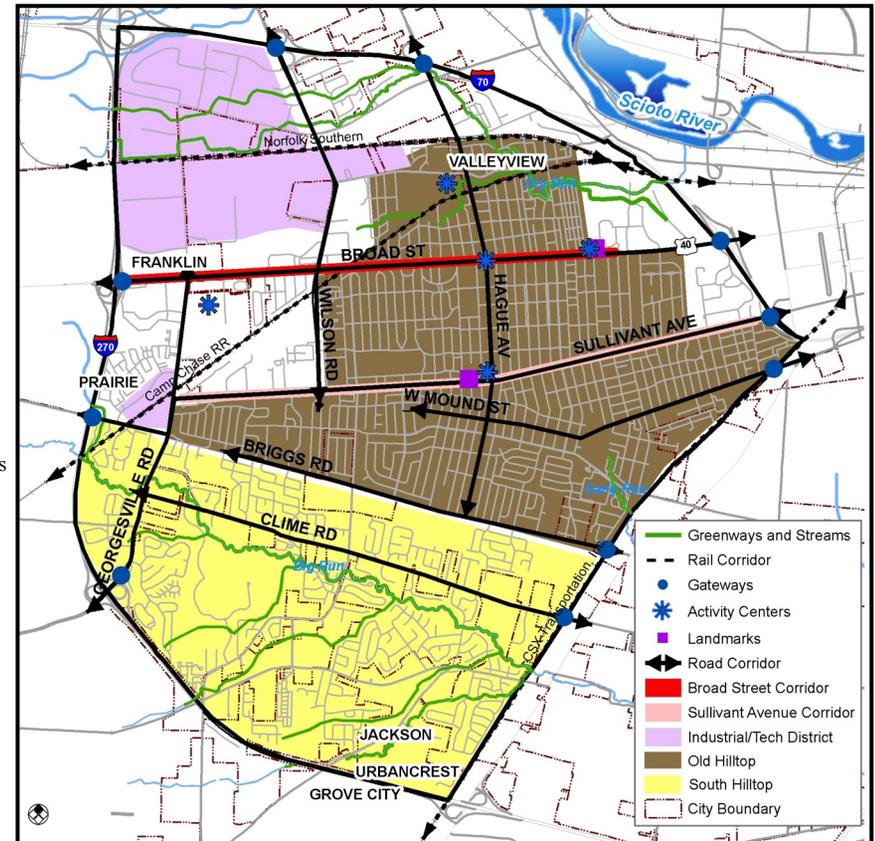


Figure 12: Urban Design Map



Policy

Landscaping and screening should be utilized in order to minimize the impact of commercial development on adjacent residential uses and to provide appropriate corridor landscaping.

Guidelines/Strategies

- In context with its location, all development should be landscaped and buffered as appropriate. Particular attention should be paid to screening and buffering between commercial and residential development.
- Landscaping should be used to support storm water management goals for filtration, percolation and erosion control, including rain gardens.
- All trees (including street trees) should meet the following minimum size at the time of planting: shade trees 2 inches caliper; ornamental trees 1 1/2 inches caliper; and evergreen trees 5 feet in height. Tree caliper is measured six inches from the ground.
- All trees and landscaping should be well maintained. Dead items should be replaced within six months or the next planting season, whichever occurs first. The size of the new material should equal the size of the original material when it was installed.



Georgesville Road doctor's offices.

Policy

Residential design guidelines should be used to protect the long-term quality and value of the community.

Guidelines/Strategies

- New housing design, housing additions and garages should be compatible with adjacent nearby housing design, and measured in terms of similar height and width, and setbacks, but does not need to be duplicative of historic style.
- The primary facade of new housing should face the public street.
- Any new garage should be located behind the house if the site is accessed by an alley. Otherwise, garage door openings facing a frontage should not exceed 40 percent of the width of the house façade (including the garage).
- Leadership in Energy and Environmental Design (LEED) - green building technologies, are encouraged for residential buildings.
- Multi-family developments with 20 units+ should have more than one building type and/or façade option, providing a variety of façade treatments.
- New houses should include front porches that are at least eight feet deep.
- Landmarks are recommended to be preserved and protected from the adverse impacts of adjacent development. The community should be encouraged to pursue funds for a historic preservation plan provided it will meet the city's Historic Preservation Office guidelines.
- New construction should complement adjacent landmarks by taking visual and design cues, and should not visually compete with adjacent landmarks.
- Housing developed on the primary corridors (West Broad Street and Sullivant Avenue) as multi-family or mixed use/multi-family development should include design treatments such as the use of front stoops and/or porches, having primary building entrances fronting the street, the use of balconies that face the street, small plazas, etc to ensure they contribute to street life.



Fisher Road Industrial Area.

Policy

The design of new industrial and manufacturing development should limit impacts on adjacent land uses.

Guidelines/Strategies

- Adequate areas for maneuvering, stacking, truck staging, loading, and emergency vehicle access should be accommodated on site. The use of common or shared driveways is encouraged.
- Loading/delivery service areas should be located and designed to minimize their visibility, circulation conflicts, and adverse noise impacts to the maximum feasible extent.
- Loading/delivery service areas should be screened with portions of the building, architectural wing walls, freestanding walls, and landscape planting.
- Parking should not dominate street frontages. Parking areas should be screened by buildings and landscaping.
- Where the parking area faces or is across the street from a residential or a commercial district, a landscaped buffer strip containing a wall, fence, hedge, and/or other plant material should be provided along the parking setback.
- A landscaped buffer strip at least 25 feet wide should be provided between industrial and residential uses. Buffer strip should contain landscaping in conjunction with a wall, fence or earthen mound.
- A landscaped buffer strip at least 15 feet wide should be provided between industrial and commercial uses. Buffer strip should contain landscaping in conjunction with a wall, fence or earthen mound.
- Means should be provided to prevent vehicle projection beyond the setback requirements and the buffer strip.
- Landscaping should be used to support storm water management goals for filtration, percolation and erosion control, including rain gardens.

Policy

Parking needs should be balanced with the goal of reducing development's impact on the natural environment, as well as the goal of creating walkable and bikeable neighborhoods and encouraging the use of transit.

Guidelines/Strategies

- On-street parking should be provided along street frontages consistent with Department of Public Service policies.
- To the extent possible parking should be located to the rear or side of a building.
- Parking reductions may be appropriate for higher density, mixed use projects along West Broad Street and/or other commercial areas served by transit.
- Shared parking arrangements should be encouraged, particularly between users with differing peak hours. Shared parking may only be implemented if a mechanism can be developed that is recognized and enforced by both the property owners and city of Columbus.
- Allow parking two lots deep on the north or south side of West Broad Street where there is an existing alleyway if the development adheres to Urban Commercial Overlay (UCO) (West Broad Street Economic Development Strategy).
- Parking lots are recommended to incorporate Low Impact Design (LID) features to minimize their impact on nearby waterways.



Development Opportunity Sites

The plan presents three development concepts: 1) northwest corner of the West Broad Street and Powell Avenue intersection; 2) southwest corner of the West Broad Street and Powell Avenue intersection; and 3) Great Western Shopping Center area (West Broad Street and Wilson Road). Staff analysis and public input suggested that these sites presented future development opportunities. It is important to note that the city does not own these sites, nor does it plan to acquire these sites. The design concepts are meant to illustrate a vision for future development.

Each development concept is consistent with the development guidelines from the plan. A survey of alternative design concepts was conducted for the West Broad Street and Powell Avenue intersection. The following describes the preferred concepts. Refer to Appendix A for the complete survey results.

Northwest Corner of the West Broad Street and Powell Avenue Intersection

Existing Conditions. Currently the .45 acre site at the northwest corner of West Broad Street and Powell Avenue is a vacant lot. The remaining buildings to the west on the block consist of one-story store fronts that, all but the corner building, line the sidewalk.

Concept. The preferred development concept (illustrated in Figure 13) includes multi-story buildings that potentially include retail, office, and residential uses. The building is set 10 to 15 feet from the edge of the street to create wide sidewalks. Access is provided both at the street level and from the existing alley, and parking is provided to the rear of the building. Parking under the building for the residential units is also a possibility. Balconies are used to create activity on the street. Overall, the illustrated concept is consistent with design standards presented in this plan. The public indicated strong support for this concept during the planning process. Guidelines consistent with those illustrated in this concept are recommended for future development along West Broad Street (east of the railroad overpass).

Southwest Corner of the West Broad Street and Powell Avenue Intersection

Existing Conditions. Currently the .5 acre site at the southwest corner of West Broad Street and Powell Avenue is excess surface parking for the small retail strip that includes the Buckeye Ranch facility.

Concept. Figures 14 and 15 illustrate the top two preferred development concepts. Concept 14 is a one-story building with traditional architecture. The building is set 10 to 15 feet from the edge of the street to create wide sidewalks. Access from the street is emphasized and parking is provided to the rear of the building. Overall, the illustrated concept is consistent with design standards presented in this plan.

The concept in Figure 15 is a two-story building that potentially includes retail, office, and residential uses. The style of architecture is more traditional in nature. The building is set 10 to 15 feet from the edge of the street to create wide sidewalks. Balconies are used to create activity on the street. Access from the street is emphasized and parking is provided to the rear of the building. Parking under the building for the residential units is also a possibility. Overall, the illustrated concept is consistent with design standards presented in this plan.

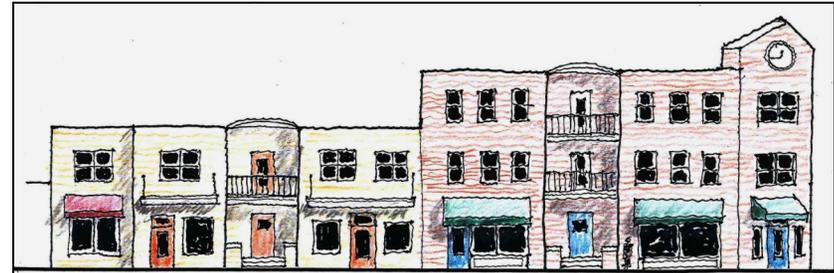


Figure 13: Concept for Northwest Corner of W Broad and Powell



Figure 14: Concept for Southwest Corner of W Broad and Powell

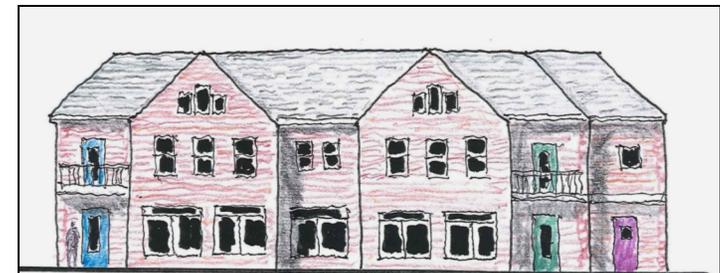


Figure 15: Concept for Southwest Corner of W Broad and Powell

**West Broad Street Streetscape Improvement Plan:
A joint planning study between the city of Columbus and Prairie Township (2007)**

In 2007 the City of Columbus worked with Prairie and Franklin townships to develop a streetscape improvement plan for West Broad Street from Alton and Darby Creek Road to Wilson Road. The plan strives to make the corridor friendly to pedestrians, improving the aesthetics of the corridor through streetscape and roadway improvements. The hope is that this revitalization leads to a new image for the corridor and encourages an increased level of economic development.

The figures below illustrate the proposed improvements at the West Broad Street and Wilson Road intersection.

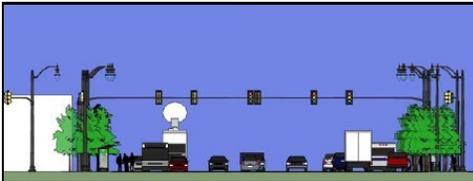


Figure 16: Proposed Streetscape Improvement Concepts for W Broad St and Wilson Rd.

**Great Western Area
(Northwest/Northeast Corners of W Broad and Wilson)**

Existing Conditions. Currently the approximate 100-acre site has several vacancies. It provides minimal landscaping, contains expansive unused parking lot surface, and provides weak accommodations for pedestrians.

Concept. The redevelopment of the Great Western area could take shape in a phased approach. The first less intense redevelopment scenario would emphasize the appearance of West Broad Street. Improvements could include: façade improvements, infill of new buildings that follow Regional Commercial Overlay (RCO) standards, sidewalks and bikeways, landscape, parking lot

standards, signage, and landscaping treatment to try and connect and shorten the distances between buildings fronting West Broad Street and buildings in the rear.

Phase two, illustrated in Figure 17, would involve a more intense and radical restructuring of the area. Improvements could include phase one elements in addition to the following: establish a grid network of streets, green space as an organizing element, reduction in the amount of parking pavement, introduction of medium density residential to create village, and more aggressive demolition.

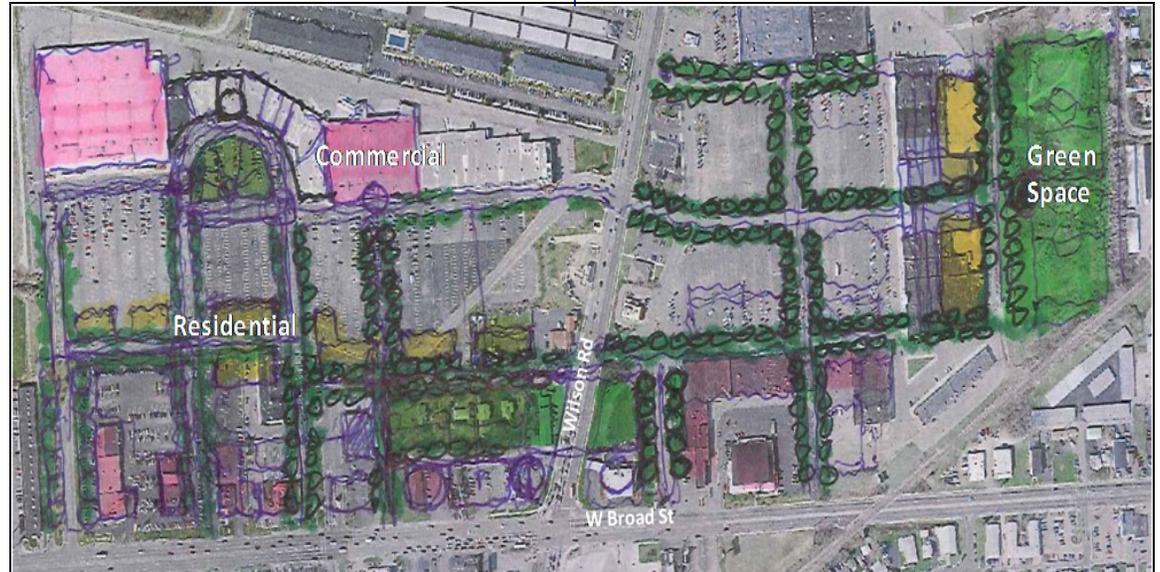


Figure 17: Redevelopment Concept for the Great Western Area



Implementation



Introduction

The most effective way to implement the provisions of the *Greater Hilltop Area Plan Amendment* is through the consistent and unified advocacy of the Greater Hilltop Area Commission (GHAC) and civic associations working in concert with the city of Columbus and other stakeholders, including community development corporations, business associations, development related agencies, churches, social service agencies, and others. Typically, the most common mechanism of plan implementation is review of development proposals for consistency with the plan. Additionally, the plan can be used proactively to seek investment in the area, advocate for neighborhood issues, pursue grant funding, and guide capital improvements planning and expenditures.

Major implementation elements include:

- Organization, Education and Outreach
- Plan Amendment and Revision
- Development Review Checklist
- Chart of Action Oriented Related Recommendations

Organization, Education, and Outreach

Organizational, educational and outreach mechanisms can play a key role in area plan implementation. Potential mechanisms include:

- Assign plan implementation to a committee of Greater Hilltop Area Commission. Also consider adding representatives from the business and civic/neighborhood organizations and other stakeholders. The committee would work to foster the implementation of priority projects and goals of the area plan.
- The Planning Division could serve as a limited resource to the committee in its plan implementation efforts. Other city departments/staff may also provide assistance as necessary.
- Copies of the plan and/or its executive summary can be distributed to key stakeholders and community agencies, including community development corporations, developers, civic associations, schools, libraries, religious organizations, and social service agencies.
- A website and email communications could be used to supplement more traditional information distribution systems.

Plan Amendment and Revision

Area plans should be regularly reviewed and updated to ensure timeliness and relevancy. Minor amendments and brief updates may be considered on an as-needed basis. A more comprehensive review and revision of this plan should be considered within ten years of adoption.

Development Review Checklist

Guidelines from an area plan are not city code but, as part of a city adopted plan, they serve as city policy and provide a basis for stakeholders to review development proposals and ensure that a plan's goals and priorities are considered and optimally included in the proposal. This plan's development review checklist summarizes its development guidelines and recommendations. The checklist is designed for application by stakeholders in the review of development proposals for consistency with plan provisions and is intended for use with zoning and variance requests, investments in community facilities and infrastructure, and other initiatives or requests impacting the built environment in the Hilltop area. It is also intended as a means to provide a clear and concise record of stakeholder input in each stage of project consideration.

Users of the checklist are strongly encouraged to review additional background information for each item on the checklist by referencing the relevant plan section. The "Conditions to Approval" column is intended to note specific conditions that a proposal must address in order to meet a particular standard and the "Mitigating Circumstances" column should be used to note specific reasons why a proposal is expected not to meet a standard. Nothing in the checklist is intended to speak to development proposals' conformance with other city code requirements and policies.

Recommendations regarding the use of development review checklists include:

- Applicants for a zoning and/or variance are encouraged to review a checklist and incorporate the provisions into their proposals.
- GHAC should use a checklist as an organizing element for their review and comment on development proposals.
- Department of Development staff should use the checklist for their internal review of zoning and variance applications for plan consistency.
- City staff should consider the checklist submitted by the GHAC in the development of a staff position or response to development proposals.
- City departments should use the checklist as community facilities and infrastructure investments are made.

The Development Review Checklist starts with General Guidelines for all development proposals, after reading through the General Guidelines, please refer to the applicable sections for the given proposal: Commercial, Industrial, and Residential.

Table 5: Development Review Checklist

General Guidelines and Recommendations					
Guidelines	Yes	No	N/A	Conditions to Approval	Mitigating Circumstances
Developer has reviewed the recommendations of the <i>Greater Hilltop Plan Amendment and Greater Hilltop Plan</i> ?					
Has a site plan of the project been submitted?					
Is the proposal consistent with the Land Use Plan? (p. 18)					
If the development is located adjacent to natural features, are the natural features treated in a sensitive manner to highlight and complement the natural environment, utilizing conservation easements when possible? (p. 25)					
Is the grading minimized to maintain the natural topography? (p. 25)					
Does the proposal include the use of delineation and use of best management practices (BMPs) to mitigate negative impacts on natural features during development activity? (p. 25)					
Does the proposal include alternative methods to manage stormwater (e.g. BMPs, such as bioswales, vegetated swales, native landscaping, naturalized detention and retention basins, other. Refer to city of Columbus Stormwater Drainage Manual)? (p. 25)					
Does the proposal minimize the amount of impervious surfaces in order to reduce stormwater flow and rates, and to facilitate stormwater infiltration? (p. 25)					
Does the proposal protect trees greater than six inches in caliper during and after construction? (p. 25)					
If the development includes a stream that is currently diverted through a culvert, has the "daylighting" of the stream been considered? (p. 25)					
Does the proposal provide interconnected walkways and parking drives between buildings on a site and those of adjacent development? (p. 26)					



Commercial Related Guidelines and Recommendations					
Guidelines	Yes	No	N/A	Conditions to Approval	Mitigating Circumstances
If the proposal is for the vacant commercial property at Briggs Road and Bronwyne Avenue, does the proposal include neighborhood-scale mixed use, office, smaller scale multi-family (townhouse style), or single family. Any retail should only be supported if part of a neighborhood scale mixed use project (retail with residential above). (p. 16)					
If the proposal is a mixed use development on Broad Street or Sullivant Avenue does it include residential products that include entry level, “empty nester,” or workforce housing? (p. 25)					
Does the proposal include a shared parking arrangement? (p. 28)					
Does the building design include outdoor dining areas, plazas, transparent windows, or other elements to encourage pedestrian activity and interest at the ground floor level? (p. 26)					
Does the proposal include a rain garden to minimize the impact of stormwater runoff on ravines? (p. 25)					
If the proposal includes a surface parking lot, does the design of the lot incorporate LID features to minimize its impact on the nearby waterways? (p.28)					
Is the building(s) located parallel to the street on which it fronts, is the primary façade located on the major street abutting the building, and are the secondary façades located adjacent to secondary streets, service drives, and alleys? (p. 26)					
Does the building façade facing a primary public street incorporate an entrance door? (p. 26)					
Does the proposal include street trees, pedestrian-scaled lighting and signs, landscaping, and street furniture? (p. 27)					
Does the proposal provide a consistent level of detailing and finish for all sides of a building? (p. 26)					
Does the proposal include an architectural style that is a contemporary interpretation of traditional buildings, similar in scale and overall character to historical precedents, but different in terms of detailing? (p. 26)					
Is the proposed signage appropriate according to the guidelines listed on p. 26?					
Does the proposal provide an appropriate level of landscaping as indicated in the guidelines on p. 27?					
Does the proposal include convenient, safe, well marked, and attractive pedestrian connections from the public street to the entrance(s)? (p. 26)					

Industrial and Employment Center Guidelines and Recommendations					
Guidelines	Yes	No	N/A	Conditions to Approval	Mitigating Circumstances
Does the proposal include adequate areas for maneuvering, stacking, truck staging, loading, and accommodate emergency vehicle access on site? The use of common or shared driveways is encouraged. (p. 28)					
Does the proposal locate loading/delivery service to minimize their visibility, circulation conflicts, and adverse noise impacts? (p. 28)					
Does the proposal screen parking areas with buildings and landscaping? (p. 28)					
If the proposal includes a parking area that faces or is across the street from a residential or a commercial district, is a landscaped buffer strip containing a wall, fence, hedge, and/or other plant material provided along the parking setback? (p. 28)					
If the proposal is located adjacent to residential uses is a landscaped buffer strip of at least 25 feet wide included? (p. 28)					
If the proposal is located adjacent to commercial uses is a landscaped buffer strip of at least 15 feet wide included? (p. 28)					
Does the design of the proposed site prevent vehicle projection beyond the setback requirements and the buffer strip? (p. 28)					

Residential Related Guidelines and Recommendations					
Guidelines	Yes	No	N/A	Conditions to Approval	Mitigating Circumstances
If the proposal is for a higher density multi-family or mixed use/multi-family development on West Broad St or Sullivant Ave does it follow the density recommendations included in the plan? For proposals that include the highest end of the density ranges does the proposal include elements such as: structured parking, located at primary intersections, contributes to street level activity, consider relationship to adjacent neighborhoods in terms of building materials and architecture? (p.24)					
If the proposal is for the area generally to the south of Briggs Road, does the proposal include road, pedestrian and/or bicycle connections between neighborhoods and between neighborhoods and parks and establish stream buffers if applicable? (p.24)					
Does the housing development provide for on-site open space to meet the recreation needs of the development's occupants? (p.24)					
If the proposal is in a residential area, is it consistent with the residential densities as stated in the Future Land Use Plan? (p.18)					
For proposals for a new garage, does the site plan provide a design that is appropriate according to the guidelines listed on p. 27?					
For proposals for a new home or addition, does the site plan provide a design that is appropriate according to the guidelines listed on p. 27?					
For proposals for multifamily structures with six or more units, does the site plan have more than one building type and/or façade option, providing a variety of facade treatments? (p.27)					
For residential proposals, is there a front porch on the building? (p.27)					
Does the proposal include Leadership in Energy and Environmental Design (LEED) - green building technologies? (p.27)					

Action Oriented Recommendations

The *Greater Hilltop Area Plan Amendment* also includes recommendations that are action oriented. Rather than being used for the review of development proposals, they are pro-active in nature and require specific steps on the part of neighborhood leaders in cooperation with other stakeholders, including the city of Columbus. The chart below lists these action-oriented recommendations.

It is recommended that, upon plan adoption, the GHAC and other groups use the chart to assign priorities to the listed recommendations. Part of this process should include discussions with the city of Columbus and any other potentially responsible parties to evaluate the feasibility of various recommendations at the given time and under given circumstances. After priorities are established through community agreement, the top recommendations should be addressed.

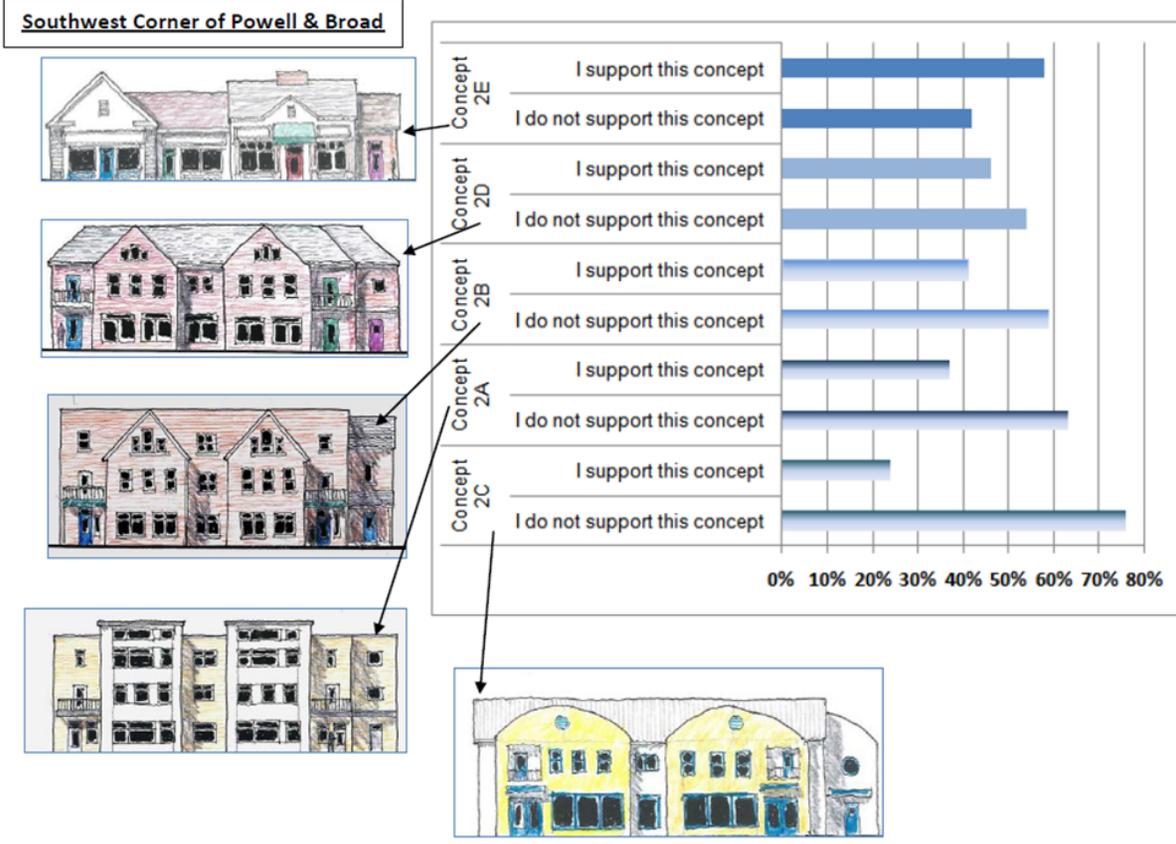
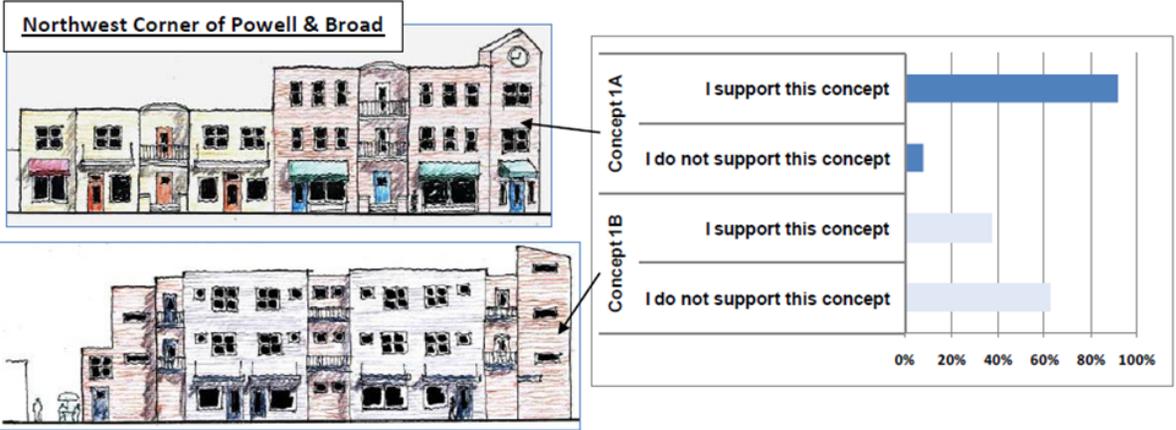
Table 5: Development Review Checklist

Action-Oriented Recommendations Chart	
Recommendation	Notes/Resources
Businesses are encouraged to take advantage of the city's economic development incentives targeted for offices and manufacturing, including: the Business Development Fund, Working Capital Loan funds, real estate tax abatements on improvements, and job growth incentives for new jobs created. (p.24)	
Opportunities should be explored to restore any ravine areas currently impacted by development using proven ecological practices and approaches. (p.25)	
Rain gardens should be considered on residential and commercial properties to minimize the impact of stormwater runoff on ravines and educate the public on the importance of the ravines and their protection. (p.25)	
Consider the development of additional commercial overlay designations for the Greater Hilltop Area. Considerations include: the Urban Commercial Overlay or Community Commercial Overlay on West Broad Street between Hague Avenue and the railroad overpass; Regional Commercial Overlay on West Broad Street west of the railroad overpass; and the Urban Commercial Overlay may also be appropriate for key intersections on Sullivant Avenue with commercial or mixed use development. (p.26)	
Landmarks are recommended to be preserved and protected from the adverse impacts of adjacent development. The community should be encouraged to pursue funds for a historic preservation plan provided it will meet the city's Historic Preservation Office guidelines. (p.27)	

**DRAFT Hilltop Development Opportunity Site Concepts
Survey Results**

The concepts are shown in their order of preference.

This page includes a summary of the public input on several development concept alternatives that were developed for the northwest and southwest corners of Powell and Broad. The preferred concepts are shown on page 29.





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