

Southeast Area Plan — Bixby Road Economic Development Amendment



Southeast Area Plan — Bixby Road Economic Development Amendment

2007 October Final



City of Columbus

Michael B. Coleman, Mayor

Department of Development

Boyce Safford, III, Director

Planning Division

Vince Papsidero, AICP, Administrator

Kevin Wheeler, Assistant Administrator

Reza Reyazi, Long Range Planning (Former Manager)

Prepared by:

Lisa Russell, Senior Planner (Former Staff)

Jane Turley, Senior Planner (Former Staff)

Daniel Thomas, Urban Design Manager

Dan Ferdelman, AIA, Urban Designer

Elsie Stiger, Graphic Designer

Columbus City Council

Michael C. Mentel, President

Kevin L. Boyce

Andrew J. Ginther

Maryellen O'Shaughnessy

Charleta B. Tavares

Hearcel F. Craig

Priscilla Tyson

Columbus Development Commission

Michael J. Fitzpatrick, Chair

John A. Ingwersen, Vice Chair

Marty Anderson

Jonathan Barnes

David Brehm, Alternate

Maria Manta Conroy

John A. Cooley

Kay Onwukwe

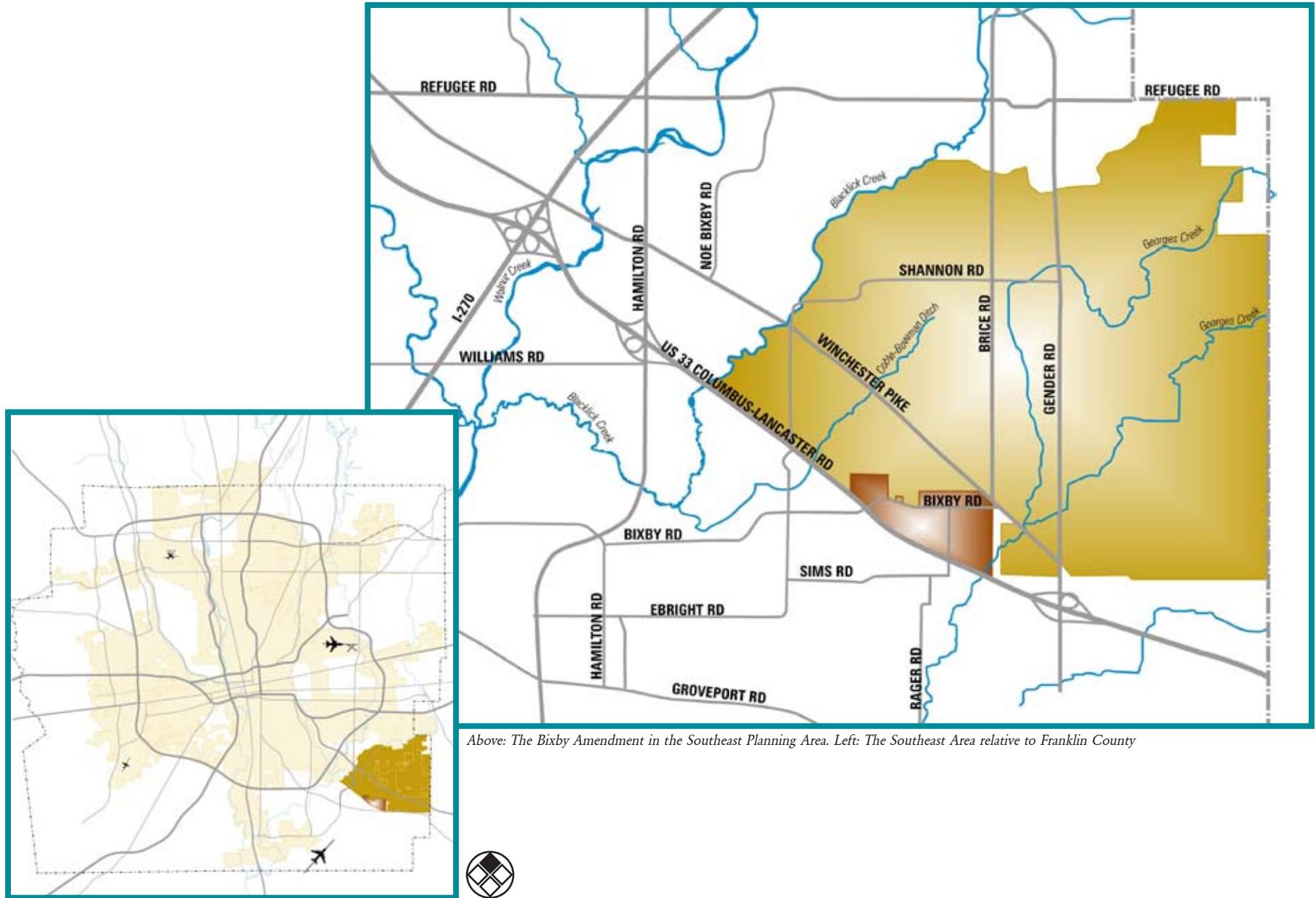
This document is the Southeast Area Plan — Bixby Road Economic Development Amendment and was approved by City Council on October 22, 2007. Please direct inquiries about the plan to the Columbus Planning Division, 109 North Front Street, Columbus OH 43215 or contact the office at 645-8664.

Letter From the Director

Table of Contents

Background	3
Vision	4
Background	5
Southeast Area Roadway Needs	7
Existing Site Conditions	8
Proposed Interchange	10
Opportunities	11
Constraints	12
Plan Concept	13
Illustrative Master Plan	15
Plan Concepts	16
Conceptual Plan Components	17
Design Standard Recommendations	21
Development Principles	22
Design Standards	24
Building Design, Materials and Orientation	25
Site Design Recommendations	26
View Control	27
Landscaping	28
Roads and Pathways	29
Parking	30
Signs	31
Lighting	32
Environmental Protection	33
Implementation	34
Recommendation Summary	34
Appendix	35





Above: The Bixby Amendment in the Southeast Planning Area. Left: The Southeast Area relative to Franklin County



Background



Office uses are recommended in the planning area

Vision

The **vision** of the *Southeast Area Plan — Bixby Road Economic Development Amendment* is to capture the income and job creating potential that is forecast to be attracted by the future Bixby Road interchange located on US 33. The planning area is flat, open, highly visible and an appropriate location for suburban office development. These factors make a dynamic combination for the development of income-generating uses.

Additionally, the proposed amendment area will serve as both a gateway and a major activity center for the Southeast Area.

The amendment goals for the area are:

- ◀ To foster economic development.
- ◀ To encourage development that attracts and retains employers, employees and residents because of its potential distinctive character.
- ◀ To set a positive tone defined by high quality development that serves as a gateway to the Southeast Area.
- ◀ To reflect the conservation spirit of the *Southeast Area Plan*.

Attractive corporate offices served by restaurants and shops that are easily walkable, tree lined streets, plazas, fitness trails and convenient parking are all a part of the vision for this area. This plan amendment offers tools to guide this vision and meet the overriding goal of having a lasting positive impact on the quality of development in the Bixby Road area.

The City of Columbus recognizes that realization of this vision can occur only over time and in conjunction with site-level analysis. Issues such as stormwater management, community facilities, and infrastructure funding will require ongoing consideration. While these factors will impact the ultimate form of development in the planning area, a clear vision is important to avoid a haphazard pattern of growth at this important location. Quality development, influenced by the character, history and architecture of the Southeast area, around the Bixby Road interchange can serve as an amenity for the Southeast and city overall.

Background

The 21st Century Growth Team

In 2005, the City of Columbus — 21st Century Growth Team concluded a review of city growth policies to address issues related to jobs, community facilities and infrastructure in developing areas. This team consisted of four subcommittees composed of community leaders. Each subcommittee focused on one of four growth issues: job growth potential, joint facilities and services opportunities, fiscal costs of growth, and regional cooperation. Consideration was given to the proposed interchange on US 33 and its likely impact on the area. This resulted in an endorsement to update the *Southeast Area Plan* to reflect the new interchange.

The Southeast Area Plan

The *Southeast Area Plan* was adopted in 2000 and offers policy guidance for the area bounded roughly by Blacklick Creek on the north and west, US 33 and Canal Winchester on the south, and Fairfield County on the east. This amendment addresses a sub district within the larger Southeast Area. In the *Southeast Area Plan*, neotraditional development is proposed for much of the area. This type of development, utilizing Columbus' Traditional Neighborhood Development zoning, is intended to be compact and mixed-use in nature. Floodplain coverage in the Southeast Area is extensive. Pickerington Ponds, a 1,446-acre Metro Park incorporating a natural peat bog, is located in the eastern portion of the area. The *Southeast Area Plan* advocates the protection of such unique natural features. The plan proposes hamlet/open space subdivisions for environmentally sensitive areas. Most of the development that has occurred in recent years has been residential, and includes a mix of multi-family and single-family units. Retail uses have been limited to existing commercial areas and neighborhood centers identified in the *Southeast Area Plan*. The area's historic agricultural focus is changing as new developments emerge.

The *Southeast Area Plan* provisions for the 243 acre Bixby Road Amendment Area include 30 acres of neotraditional village just north of Bixby Road and a substantial amount of "hamlet/open space." This district allows residential development of up to three dwelling units per acre with a minimum of 35% permanently protected open space. This low-density use was proposed in the absence of an interchange and is no longer considered to be appropriate for the amendment area.



Existing conditions



Current work on US 33 Ebright Rd. overpass (2007)

US 33

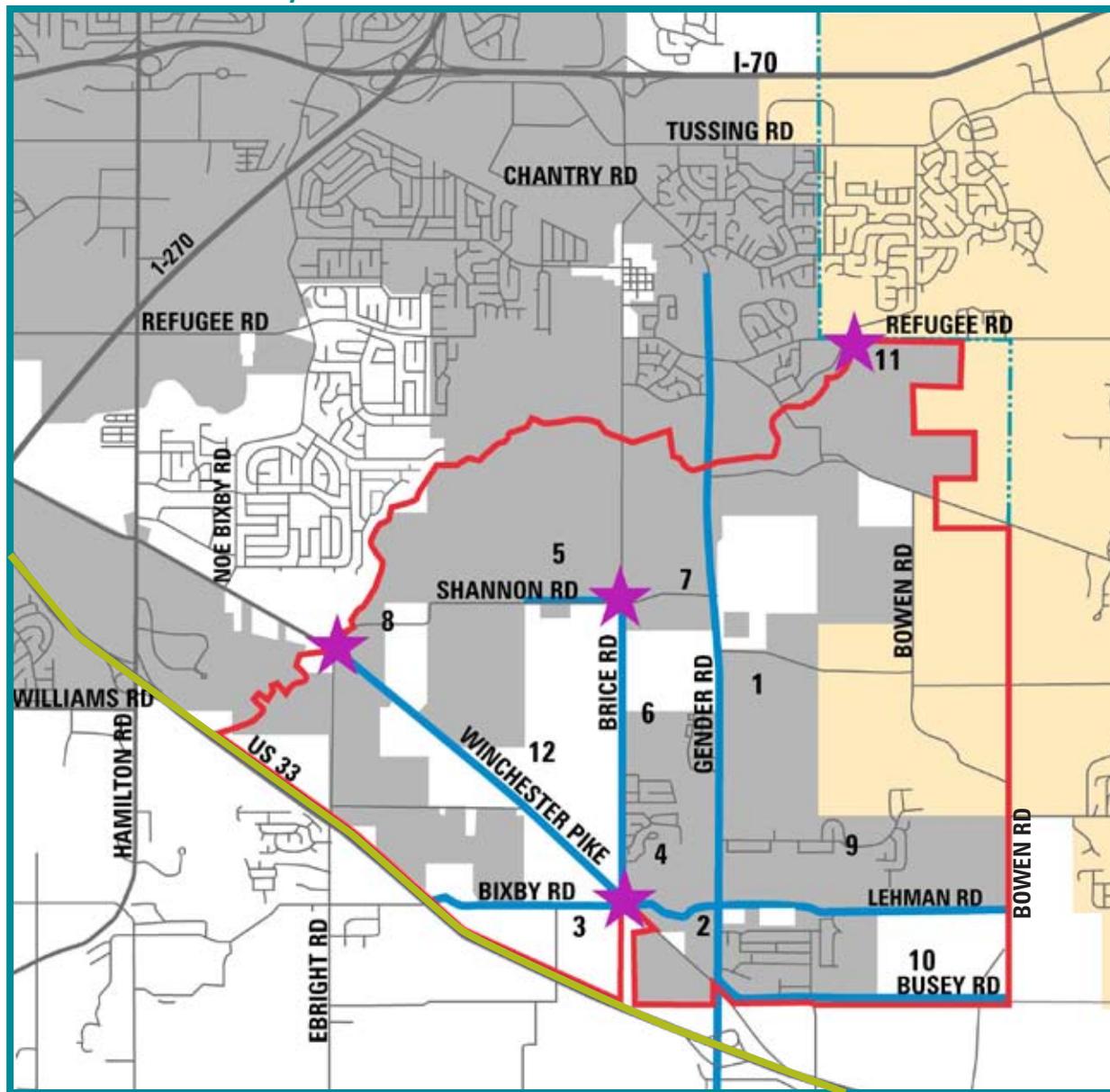
Soon after the *Southeast Area Plan* adoption, the Ohio Department of Transportation (ODOT) embarked on a process to consider improvements to US 33, with a focus on controlled access management to better accommodate high traffic volumes. The need for an additional interchange in Franklin County in conjunction with the closure of other intersections was identified. The intersection of Bixby Road and US 33 was selected as the appropriate location for the new interchange.

The Bixby Road interchange has been included in the Mid-Ohio Regional Planning Commission's 2030 Transportation Plan and is listed as an approximately \$30 million project. The Bixby Road interchange was included by ODOT's Review Advisory Council on the Final 2005-2010 Major/New Projects List as a Tier I project. The designation includes the new interchange as well as the associated modifications to the US 33 intersection with Rager Road.

Southeast Area Roadway Needs

During the 21st Century Growth Team process, primary roadway needs for the area were identified as represented on the Southeast Area Roadway Needs map. Currently, the Franklin County Engineer's Office is coordinating a transportation study to identify the necessary improvements to the local roadway network that would result from the construction of the interchange at Bixby Road. Major upgrades to Bixby Road and surrounding roadways will be necessary to service the proposed development and accommodate the interchange in the amendment area. A funding strategy for these improvements should be identified in conjunction with development proposals.

Southeast Area Roadway Needs



Key Roadway Needed Improvements

- 1) Gender Rd., US 33 to Chantry Dr.
- 2) Lehman Rd./Bixby Rd. connector
- 3) Bixby Rd. reconstruction, US 33 to Winchester Pike
- 4) Bixby Rd./Brice Rd./Winchester Pike intersection
- 5) Shannon Rd. improvement
- 6) Brice Rd. improvement, Shannon Rd. to Bixby Rd.
- 7) Brice Rd./Shannon Rd. intersection
- 8) Ebright Rd. /Winchester Pike intersection
- 9) Lehman Rd. construction, Gender Rd. to Bowen Rd.
- 10) Busey Rd. connector, Gender Rd. to Bowen Rd.
- 11) Hines Rd./Refuge Rd. intersection
- 12) Winchester Pike improvement, Ebright Rd. to Gender Rd.

Legend

- Key roadway improvements
- - - Franklin County limits
- Southeast Area
- Columbus corporation boundary
- US 33 improvement area
- ★ Key intersection improvements

Note

** US 33, including Bixby Rd. interchange, is a current project.





View from US 33 to the Bixby Amendment area

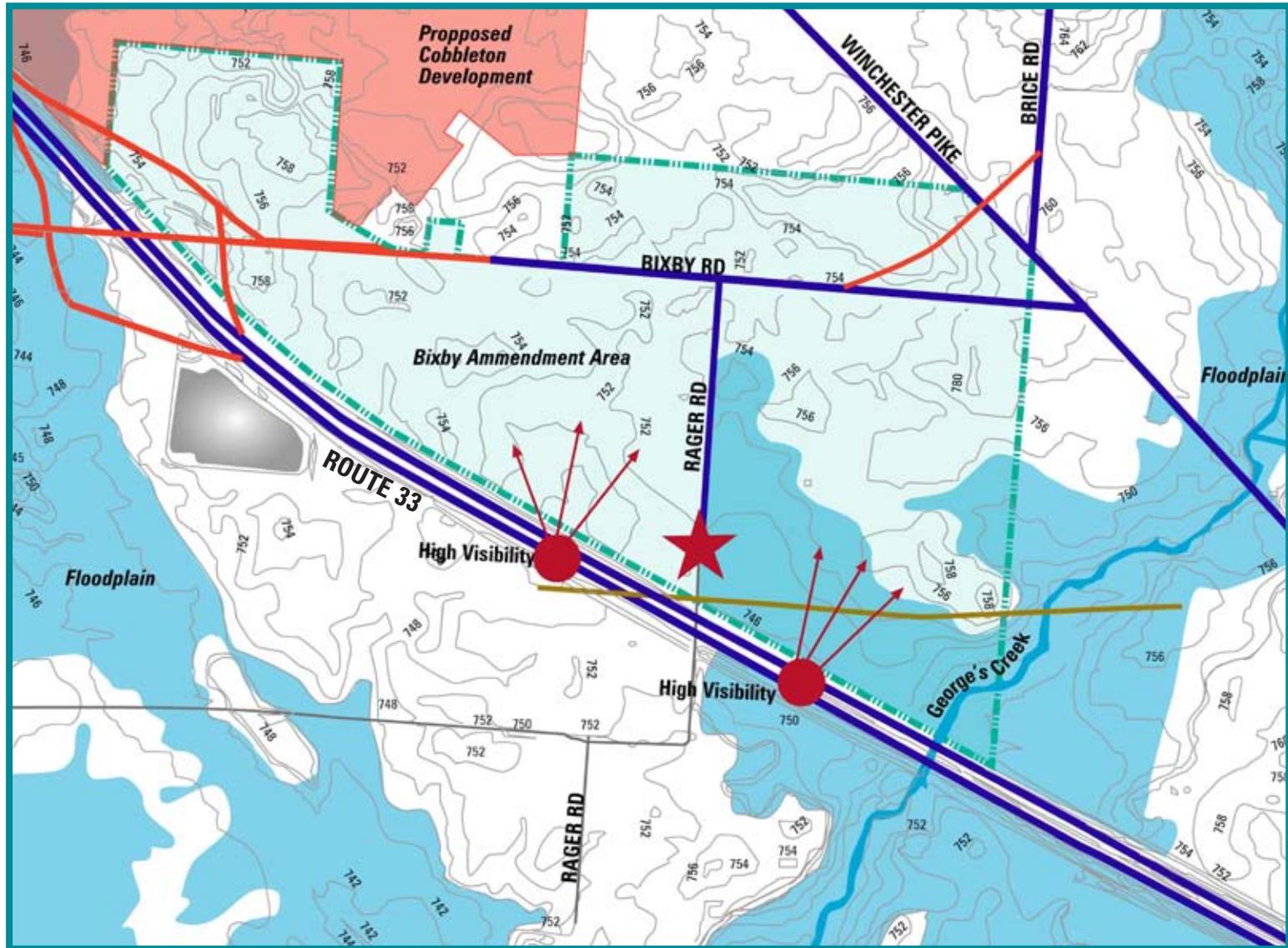
Existing Site Conditions

Physical Description

Approximately 243 acres adjacent to the proposed interchange are the focus of this plan amendment. The ultimate available acreage will be determined by the right-of-way needs of the interchange and the chosen new alignment of Bixby Road. Bixby Road is currently a two-lane unimproved township road. Two-lane Rager Road currently bisects the amendment area. Access to the amendment area will be primarily from the new interchange, with secondary access from Winchester Pike.

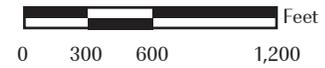
US 33 is mostly at-grade or slightly elevated above the amendment area and forms the southern border. Views are currently open and unencumbered. Most of the land is undeveloped, with a scattering of single-family residences and a church near the intersection of Rager Road and US 33. With a couple of exceptions the topography is very flat, and much of the southeastern portion of the amendment area is in the floodplain. Georges Creek, a small stream, cuts across the southeastern tip of the amendment area. Some trees grow along the creek around existing homes and along fence rows. An existing utility line cuts through the amendment area.

Existing Site Conditions



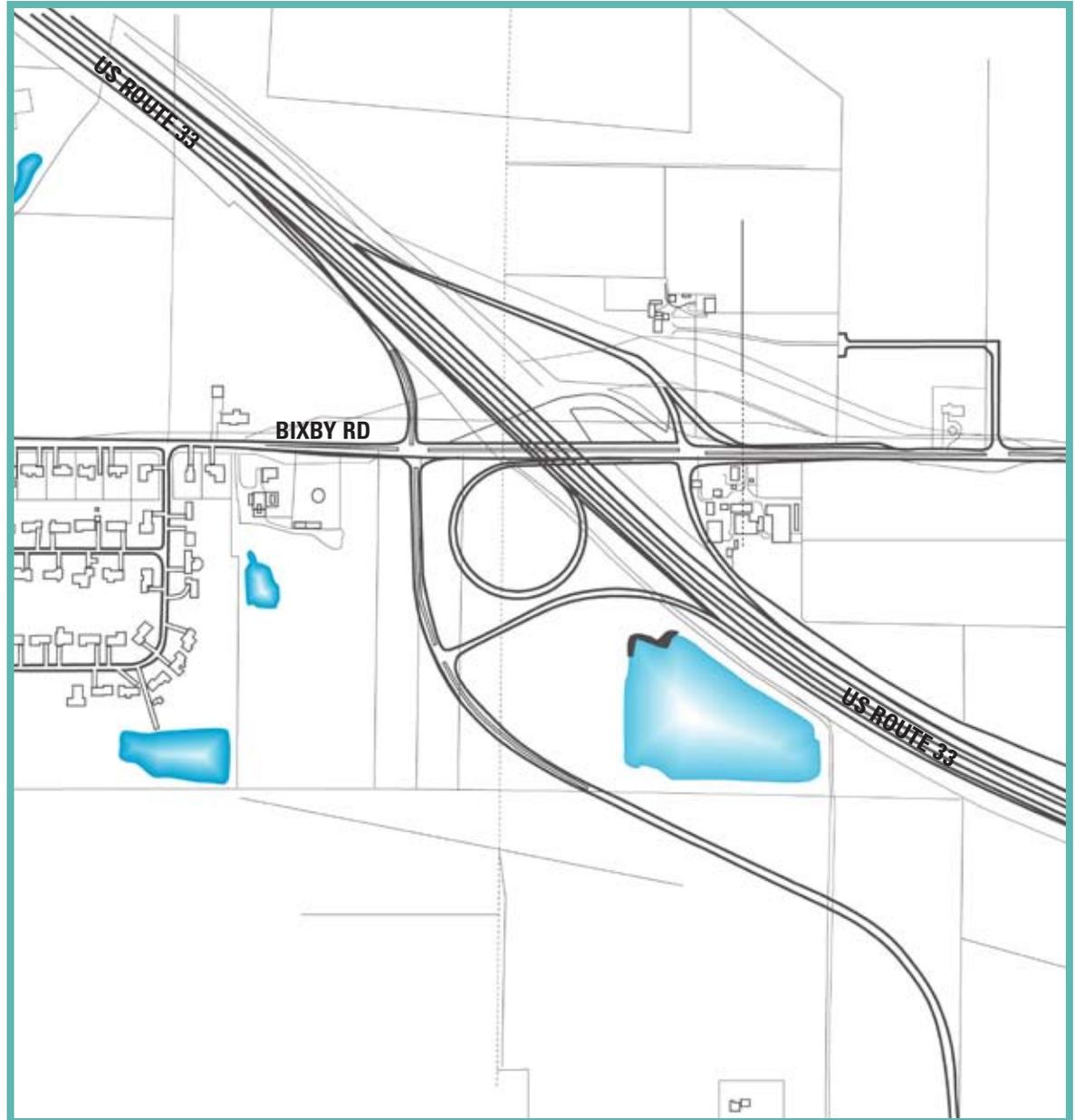
Legend

- Existing roadways
- Proposed interchange and realignment
- Contours (2' intervals)
- Floodplain
- Proposed Cobbleton
- Existing transmission line
- Proposed cul-de-sac
- Bixby amendment area
- View



Background

Proposed Interchange for U. S. Route 33 and Bixby Road



Source: Option B2 Modified 5-Lane Bridge
May 16, 2006
Provided by Ohio Department of Transportation



Opportunities

The Bixby Road Amendment Area can benefit from the following emerging opportunities in the area.

- ◀ The population base in the Southeast Area is growing rapidly and is projected to grow by thousands of residents by the year 2030 under the new interchange scenario. Additionally, northwest Fairfield County population is projected to increase from approximately 27,000 residents in 2000 to almost 50,000 residents in 2030.
- ◀ The flat and open physical conditions of the amendment area are conducive to development.
- ◀ The combination of an upgraded US 33 and the new interchange will offer easy and fast access for area residents, and the region benefits from a large skilled labor pool.
- ◀ Roadway improvements are currently proposed to the local transportation network that will improve access.
- ◀ Nearby Rickenbacker International Airport is a multi-modal cargo airport and distribution hub.



Farmland in the Bixby Road area



Georges Creek North at Little Walnut Watershed

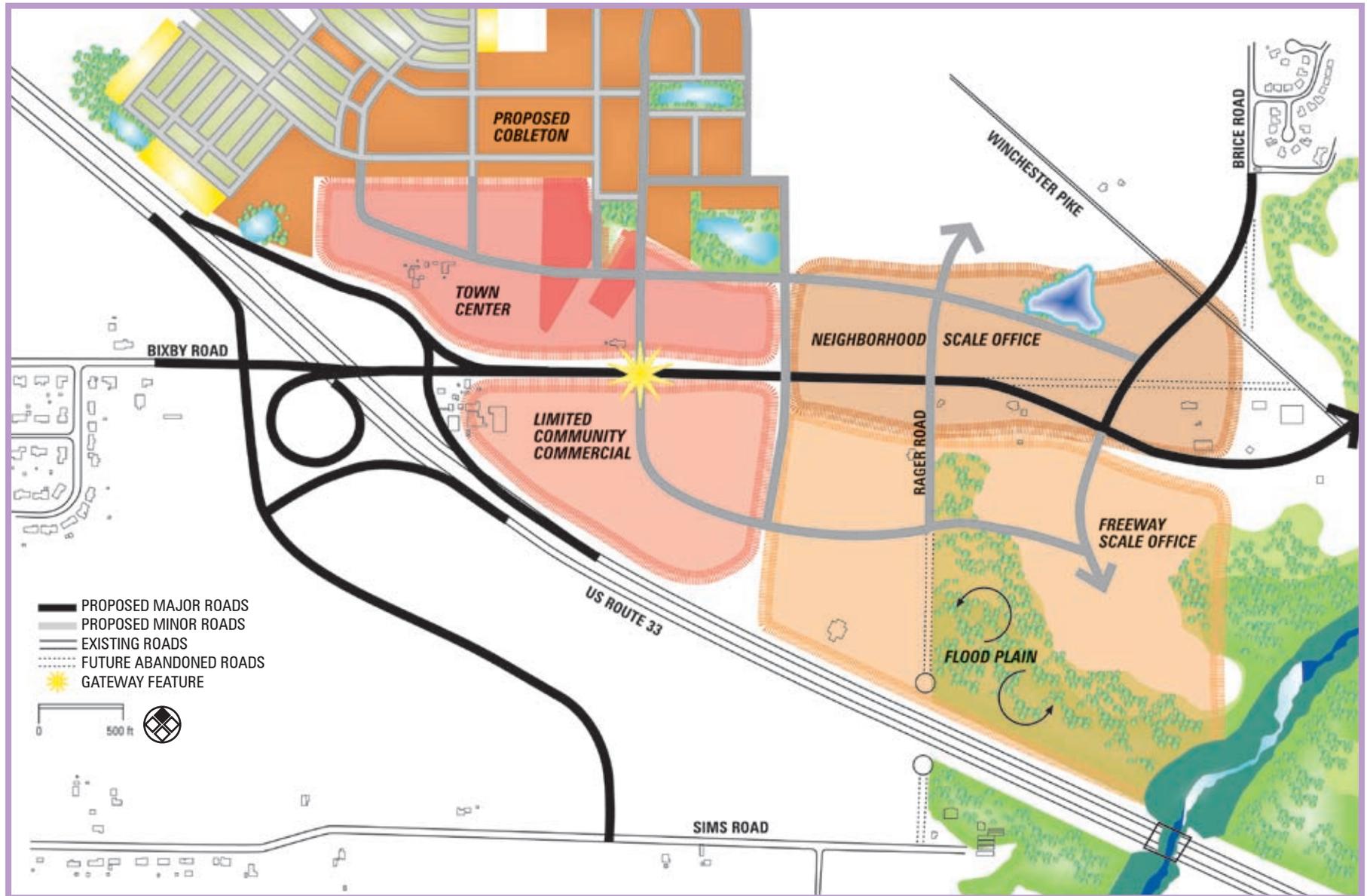
Constraints

There are also some challenges that should be addressed.

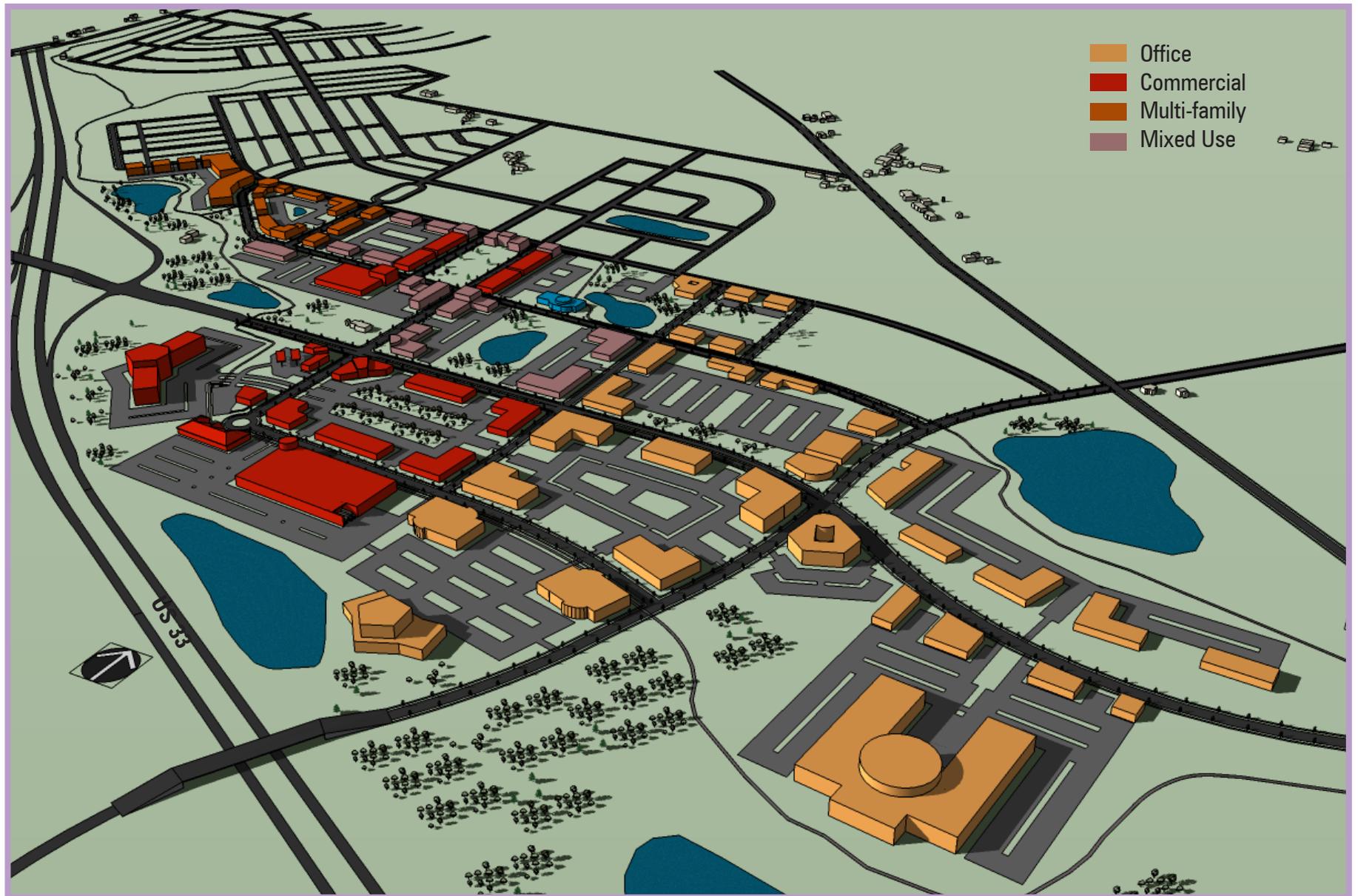
- ◀ A large portion of the site is located in the floodplain.
- ◀ Utility towers traverse the southwest corner of the site.
- ◀ Soils and poor drainage pose development challenges (See *Southeast Area Plan*).
- ◀ Bixby Road will be an overpass, and site access may have to be located away from the interchange to meet existing grade.
- ◀ The existing roadways are not adequate for development of any type, and considerable investment in roads and other infrastructure will be required to develop this area. A broader regional traffic study is planned that will build on the results of the Bixby Road interchange analysis.
- ◀ Market fluctuations may require patience for an opportunity that meets expectations. However, it is important to reserve land for office and light industrial job generating uses while it is still available so it can contribute to the economic vitality of the community in the future.



Conceptual Plan



Illustrative Master Plan





Freeway-scale office buildings

Plan Concept

A development concept is proposed for the amendment area to respond to the future interchange and roadway alignments.

Characteristics of the concept include:

- ◀ Freeway-scale office and limited commercial along U.S 33
- ◀ Town Center north of Bixby Road
- ◀ Gateway feature
- ◀ Neighborhood scale office on the both sides of Bixby Road from the gateway feature to the eastern edge of the amendment area
- ◀ Network of multi-purpose fitness and recreational trails that connects all uses
- ◀ Innovative stormwater management system focused in the southern portion of the site
- ◀ Includes a limited commercial component that is intended to serve US 33 customers as well as Southeast Area businesses, office workers, and residents
- ◀ Potential for approximately 1.9 million square feet of office and commercial uses could generate approximately 6,000 jobs (see appendix)

Illustrative Master Plan

Based on the concept, an illustrative master plan (pages 14-15) was produced to show how the area might be developed. Buildings were assumed to be two stories in determining general parking lot size. These are approximations that would be subject to further refinement based on specific project requirements and site engineering. It is important to note the conceptual nature of these plans. Other scenarios are possible. This project did not include detailed site analyses, code review, engineering or traffic studies, market analyses, or other precise supporting assessments.

Conceptual Plan Components

Below are descriptions of each component proposed within the conceptual plan. For additional definition and guidance, see the Development Principles and Standards sections.

Limited Community Commercial

This component is intended to provide commercial services for visitors and travelers as well as residents, workers and businesses in the area. Design standards are set to maintain the same high quality as the office development. Preferred uses include clusters of well-landscaped retail and restaurants in a pedestrian-friendly environment.

- ◀ Automobile access to Bixby Road should be controlled with the primary access located at the eastern edge of the development because of the overpass geometries.
- ◀ Retail building footprints should be limited to 50,000 (fifty thousand) square feet, although one major retail anchor (such as a grocery) exceeding this size may be appropriate.
- ◀ Automotive service stations should only be permitted if they meet the design standards of this amendment.
- ◀ Automotive repair businesses should be discouraged in the amendment area.
- ◀ A pedestrian-friendly and accessible environment with interior sidewalks, sidewalks on arterial streets, and sidewalk links to surrounding areas should be created and maintained.



Retail building footprint under 50,000 square feet



Mixed use combination of small scale retail and neighborhood office

Freeway-Scale Office

This component is intended to maximize the office potential for the area, ideally in the form of office parks. Architecturally distinct multi-story buildings and pedestrian-friendly spaces should define the area. A medical or an educational campus also could be appropriate.

- ◀ Open view corridors should be maintained from the freeway to buildings and open spaces.
- ◀ Development in this component should include outdoor pedestrian spaces, landscaping, tree-lined streets, sidewalks, and fitness trails.
- ◀ Stormwater bioretention facilities should be located between the buildings and freeway to create and maintain attractive open views.

Neighborhood-Scale Office

This area is intended for office development that is residential in scale and may include dwelling units. Buildings should be set close to roads, including Bixby, and are important in defining the street character and district identity. This area will also serve as a transitional space between the Traditional Neighborhood Development to the northwest and the freeway-scale development to the south.

- ◀ Each new development should include a minimum of 50 (fifty) percent office uses as measured by first floor total area.
- ◀ New development should be carefully and sensitively integrated with bordering residential areas.
- ◀ Live-work units are encouraged.

Town Center

In the northwest corner of the amendment area, the Town Center is intended to serve as the logical extension to the Traditional Neighborhood Development (TND) zoning that exists to the north and east of the amendment area. The mixed-use Town Center district is the densest of the TND districts, ideally incorporating small-scale businesses, shops and restaurants. Buildings may be attached with very small setbacks from the street.

- ◀ New development should be carefully blended with surrounding TND neighborhood.
- ◀ The existing 1910 residence on Bixby Road near the future interchange should be integrated into proposed development and depicted on development site plans at the rezoning application stage.
- ◀ Civic spaces should be formal and include squares and plazas.
- ◀ Office, neighborhood-scale retail and restaurants are preferred uses on the first floors.



Existing 1910 residence

Gateway Feature

This component is intended as a focal point and portal to the Southeast Area. It could emerge in many forms; a roundabout or central green defined by surrounding buildings are two possibilities. It should be a well-landscaped area with pedestrian amenities such as benches and lighting. The focal point could be a fountain, large art sculpture, or other notable highly visible feature.



Gateway feature in the form of landscaping -- a common central Ohio technique



Innovative stormwater management technique



Part of a trail system

Stormwater Retention System

As the city continues to explore ways to encourage sustainable development, it will be important that stormwater management in this area incorporate innovative and environmentally-friendly design.

- ◀ Preservation of the floodplain areas in the southern portion of the site should be a priority with expanded retention areas as necessary along US 33.
- ◀ Larger bioretention facilities should be located between the buildings and freeway to create and maintain attractive open view corridors.
- ◀ Bioengineered storm drainage techniques should be employed throughout the amendment area, including bioswales adjacent to parking areas.

Trail System

This area component consists of a multi-purpose paved recreational trail intended to connect all of the amendment areas and provide ties into the regional trail system that is emerging along Georges Creek and Blacklick Creek. This trail will be an amenity to residents and office workers and promotes public health with options for outdoor exercise.



Park near office complex



Design Standard Recommendations



Use landscaping to soften and enhance buildings

Development Principles

In order to establish a Southeast Area district image and identity, development principles and design standards are proposed for the entire Bixby Road amendment area. These recommendations are intended to create guidelines that have a lasting impact on the type and quality of development in the area.

- ◀ Maximize the economic potential of the amendment area.
 - Provide a mix of uses that maximizes fiscal return to the city and diversifies the tax base by emphasizing office and limited commercial uses.
 - Focus on quality job creation for residents.
 - Provide for supporting retail and business service uses.
- ◀ Create a district identity with attractive and distinctive building architecture and open space amenities that serve as a gateway to the entire Southeast Area.
- ◀ Arrange buildings in a manner to define open spaces and walkable pedestrian-scale spaces and street corridors.
 - Use landscaping to soften and enhance buildings, roadways, parking lots and other outdoor spaces.
 - Maintain good views both into and within the district.
 - Establish uniform and unique graphic and sign standards.
 - Establish uniform use of architecturally compatible lighting fixtures.
 - Utilize naturalized retention ponds as focal points of developments and to help maintain open view corridors.

- ◀ Carefully integrate new commercial and office development with surrounding proposed development.
- ◀ Include multiple safe and attractive vehicular, bikeway, and pedestrian connections both within the amendment area and to existing and potential regional connections.
 - Develop roadway systems that accommodate increased traffic but also maintain pedestrian accessibility and scale including the provision of a complete sidewalk and bikeway network.
 - Provide convenient but visually screened parking opportunities that include shared arrangements when feasible.
 - Facilitate COTA bus service and explore potential of transit center location.
- ◀ Promote environmental stewardship as advocated in the *Southeast Area Plan* and in the *City of Columbus Get Green Initiative 2005*.



Ideally, trails connect commercial and office development to regional bikeway systems



Use building architecture to create a district identity

Design Standards

Design standards are guidelines that are more specific and detailed than design principles. Unifying characteristics can be found in **building architecture, site design, view control, landscaping, roads and pathways, parking, signs and lighting**. These areas of impact are addressed in these standards.

In the plan amendment area, site plans are required for rezoning and variance applications. When possible, these standards should be implemented through the use of quantifiable limitation text and site plan commitments at the time of rezoning. Plan recommendations for roadway and right-of-way development should be implemented as roadways are built or improved.

All design standards that are quantitative or dimensional in character meet or exceed current city code, with the intent of ensuring a high quality built environment that supports highly valued business investment. Many of these standards have been implemented in other parts of Columbus through Planning Overlays such as the *Community Commercial Overlay* and the *Regional Commercial Overlay*.

Building Design, Materials and Orientation

Create a district identity with attractive and distinctive building architecture and open space amenities that serves as a gateway to the entire Southeast Area.

- ◀ The site's high visibility should be capitalized upon with high quality detailed four-sided architecture.
- ◀ Particular attention should be paid to the architectural quality of buildings that anchor intersections and other high visibility locations. These buildings should be slightly more prominent than neighboring buildings.
- ◀ Materials and color should be used to unify areas that lack architectural harmony.
- ◀ Brick and stone are preferred exterior building materials.
- ◀ Accessory structures should be architecturally compatible with the main structure with respect to building materials and screened with plant material on all sides if possible.
- ◀ Buildings should not back up to streets except alleys and lanes.
- ◀ Any pickup window or unit should be attached to the principle building and be located to the rear or side of the building.
- ◀ Loading docks and service areas should be located so they are not visible from major arterials (preferred) or are screened to their full height with earth mounding, vegetation or decorative fences and walls.



Brick and stone are preferred exterior building materials



Outdoor pedestrian areas

Site Design Recommendations

Arrange buildings in a manner to define open spaces and walkable pedestrian-scale street corridors. Graphics plans, site plans, landscape and natural features plans are required for evaluation of these objectives.

- ◀ Office and commercial campuses should have an identifiable heart or focus such as a central green, park, lake, roundabout or civic building.
- ◀ Open space should be used in one or more of the following ways:
 - As an organizational element
 - As a center focus
 - To protect and connect active and passive recreational areas, riparian corridors and tree stands
 - To maintain open view corridors from primary roadways
- ◀ Attractive outdoor pedestrian spaces with sitting areas should be included.
- ◀ Athletic amenities such as fitness trails should be considered.
- ◀ Fences, with or without masonry piers, should be decorative and constructed of ornamental metal tubes or solid metal bars and should not exceed a height of 4 (four) feet, unless otherwise required by city code. Chain link fences are not recommended.
- ◀ Use masonry or stone walls that match building materials for screening, sitting, or as independent architectural elements. Walls should not exceed a height of 4 (four) feet except when screening dumpsters, unless otherwise required by city code.
- ◀ Outdoor display should be limited to live or cut plant material and seasonal produce only.

View Control

View corridors should be maintained both into and within the district.

- ◀ The protection of view corridors into the site should be considered when determining the placement of buildings and the type and placement of plant material.
- ◀ Terminate vistas of 600 (six hundred) feet or more with the center of a building or an attractive open space feature such as a fountain, sculpture, or landscaping.
- ◀ Take advantage of the commercial value of buildings that anchor street vistas.
- ◀ In addition to the requirements of zoning code section 3342.09, a dumpster should be screened with materials compatible with the exterior of the primary building it serves. The gated side of the dumpster should not be visible from a public right-of-way nor facing a contiguous residence.
- ◀ Obscure mechanicals from roadway view by building architecture (preferred), roof parapet or with walls and plant material.
- ◀ Locate any loading docks and service areas so they are not visible from major arterials (preferred) or are screened to their full height with earth mounding, vegetation or decorative fences and walls.
- ◀ Locate all new wiring underground.



Use of masonry for screening



Street trees on a private street

Landscaping

Use landscaping to soften and enhance buildings, roadways and outdoor spaces.

- ◀ Landscape all areas extensively with a mix of deciduous, ornamental and evergreen plant material. A comprehensive Landscape Plan incorporating these amendment standards should be submitted for each rezoning proposal.
- ◀ New plant material should meet these specifications:
 - Single trunk ornamental trees are a minimum of 2 (two) inch caliper when measured 6 (six) inches from ground at the time of installation.
 - Single trunk deciduous trees are a minimum of 2 1/2 (two and one-half) inch caliper when measured 6 (six) inches from ground at the time of installation.
 - Evergreen trees are a minimum of 5 (five) feet to 6 (six) feet in height.
- ◀ Maintain all plants and landscaped areas in a neat and healthy condition. Replacement plants are planted no later than the next planting season.
- ◀ Provide street trees on all public and private streets as approved by the City of Columbus Forester.
 - Preferred tree spacing is 30 (thirty) to 40 (forty) feet on-center, with consideration of street width, setback, and tree species.
- ◀ In addition to the zoning code requirements for parking lot interior landscaping, shade trees should be provided in and around all parking lots at a rate of 1 (one) tree for every 10 (ten) parking spaces, or fraction thereof.
- ◀ A minimum soil area of 100 (one-hundred) square feet should be provided for each tree.

Roads and Pathways

Include multiple safe and attractive vehicular, bikeway, and pedestrian connections both within the amendment area and to existing and potential regional connections.

- ◀ Bixby Road Appearance
 - A minimum 10 (ten) feet wide treed planting strip on each side of the road
 - A minimum 6 (six) feet wide sidewalk on one side of the road and a 10 (ten)-foot multipurpose asphalt trail on the other
 - Black smooth shaft teardrop style for arterial level lighting fixtures
 - Decorative traffic signal mast arms that match arterial lighting
- ◀ Locate sidewalks along both sides of all other public and private roadways.
- ◀ Connect all use areas with a minimum 10 (ten) feet wide asphalt multipurpose trail.
- ◀ Connect area trails to emerging regional trail system.
- ◀ Provide a trail easement along Georges Creek to allow tie-in with a future system
- ◀ Locate crosswalks at all signalized intersections and delineate with an alternative pavement material, such as brick.
- ◀ Include bus stops and other provisions for mass transit as it becomes available to the area.
- ◀ Provide a minimum of 250 (two hundred fifty) feet between curb cuts on separate lots or to public streets as measured from pavement edge to pavement edge.



Noon fitness trail



On-street parking

Parking

Provide convenient but visually screened parking opportunities that include shared arrangements when feasible.

- ◀ Include on-street parking whenever possible.
- ◀ Explore the possibility of parking requirement reductions wherever feasible; such as shared parking arrangements between users with differing peak hours like churches and office buildings.
- ◀ Locate parking lots to the rear of buildings whenever possible. Break up the 'sea of asphalt' effect with tree islands and additional buildings.
- ◀ See landscaping section for parking lot tree requirements.
- ◀ The parking lot setback should be fully landscaped in addition to the below defined screen, but should not interfere with safe ingress and egress to parking lots and vision triangles at intersections.
- ◀ Screen all parking lots visible from roadways with a minimum 3 (three) feet high continuous wall, earth mounding, or hedge that reaches a minimum 75% opacity within five years. Walls and hedges are most appropriate in pedestrian areas, with mounding an appropriate option in auto-oriented areas. Walls should reflect building architecture and material.
- ◀ Parking lot lights should be unobtrusive and architecturally compatible with arterial lighting (see lighting) and should not exceed 18 (eighteen) feet above grade.

Signs

Establish uniform and unique graphic and sign standards for this district. Guidelines:

- ◀ No freeway or pole signs should be permitted.
- ◀ No off-premises graphics should be permitted.
- ◀ Encourage the use of ODOT Freeway directory 'logo' signage for commercial businesses if available.
- ◀ Submit a graphics plan to the Graphics Commission for all commercial and office uses.
- ◀ In the freeway office and community commercial areas, limit wall signage to individual stud mounted neutral colored backlit letters.
- ◀ Incorporate wall signs into the building architecture.
- ◀ No changeable copy or electronic message boards should be permitted.
- ◀ Develop attractive, subtle, and uniform directional and informational sign packages for office complexes.



Use of a projecting sign



Logo signage for commercial business



Teardrop lighting fixture



Capped post lighting fixture

Lighting

Establish uniform use of architecturally compatible lighting fixtures for this district.

- ◀ Limit the height of any source of exterior area lighting to 18 (eighteen) feet above grade.
- ◀ Black smooth shaft teardrop fixtures are recommended on all arterials.
- ◀ On non arterial roadways and pedestrian areas utilize a compatible capped post top fixture not to exceed 14 (fourteen) feet above grade.
- ◀ Exterior building illumination should be from concealed sources.
- ◀ Lighting fixtures used to illuminate the area below a freestanding canopy should be recessed.
- ◀ Cut-off fixtures should be used to minimize spillage on adjacent sites.
- ◀ Place all new wiring underground.

Environmental Protection

Promote environmental stewardship as advocated in the *Southeast Area Plan* and in the *City of Columbus Get Green Initiative 2005*.

- ◀ Encourage the utilization of LID (Low Impact Development) technology as encouraged on the US Environmental Protection Agency website (<http://www.epa.gov/owow/nps/lid/>). This cost effective approach includes site-based strategies that lessen the impacts of development on stream and groundwater resources. Components of this strategy may include:
 - Green roofs
 - Perimeter ponds
 - Bio-swales and rain gardens
 - Native vegetation
- ◀ Encourage the minimization of impervious surfaces, including reduction of paved parking surfaces through shared parking arrangements and parking requirement reductions wherever feasible.
- ◀ Encourage the construction of LEEDs (Leaderships in Energy and Environmental Design) certified green buildings as administered by the US Green Building Council (<http://www.usgbc.org/>) that promote the utilization of green building construction materials and methods or equal.
- ◀ Establish and maintain protective “no disturbance” natural buffer on both sides of Georges Creek to protect existing trees and stream water quality. This minimum natural buffer should consist of the entire floodway or 150 (one hundred fifty) feet (as measured from centerline on each side) whichever is greater. This buffer should be expanded wherever possible. Recreational trails may be located within this buffer.
- ◀ Develop and observe stormwater Best Management Practices (BMP) for the amendment area to be followed during and after construction.



Parking lot bio-swale



Georges Creek

Implementation

The successful implementation of this vision will hinge on the collaboration between the public and private sectors. The following strategies should be pursued to encourage development of the area as outlined in this document.

- ◀ Consider the establishment of a pre-annexation agreement that incorporates the provisions of this plan amendment.
- ◀ Consider a city initiated zoning of the site at the time of annexation to a category that will facilitate development as envisioned in this amendment. This could help expedite the planning review process for outstanding proposals that clearly meet all amendment requirements.
- ◀ Establish a funding mechanism for needed infrastructure such as a T.I.F. (Tax-increment Financing) before land is marketed.
- ◀ Develop an incentive program to encourage development of the site.
- ◀ Promote the availability and advantages of the amendment area to business and real estate interests.

Recommendation Summary

It is recommended that development in the Bixby Road Amendment area be guided by the following components presented in this document:

- ◀ Design principles
- ◀ Design standards
- ◀ Plan concept

All new development applications in the Bixby Amendment area should demonstrate compliance with the provisions of this plan through limited development text and site plan commitments.

One project at a time, the enforcement of these principles, standards, concepts and master plans will be a good investment not only for the amendment area, but will also have a positive long term impact on the entire Southeast Area. High quality planned development is the expectation around the Bixby Road interchange, and coupled with aggressive marketing strategies, will contribute to the area's success.



Appendix



Three-story office building

Appendix

Development Yield Assumptions

Source: Mid-Ohio Regional Planning Commission

- ◀ Retail: 80/20 split goods/services for strips less than 200,000 (two hundred thousand) square feet, 90/10 split goods/services for strips greater than 200,000 (two hundred thousand) square feet.
 - Retail Goods- 1 (one) job per 400 (four hundred) square feet (gross)
 - Retail Services- 1 (one) job per 200 (two hundred) square feet (gross)
- ◀ Office:
 - Freeway scale office- 1 (one) job per 300 (three hundred) square feet
 - Neighborhood scale office- 1 (one) job per 250 (two hundred fifty) square feet

Planning area estimated yields: A total of 243 acres minus 20% for roads, etc. leaves 194 acres. Two-thirds of that is recommended for office, or 130 acres. The office acreage multiplied by a diversity factor 10,000 square feet of building per acre equals 1,302,480 square feet of office space. That number divided by 300 (one job per 300 square feet) yields 4,342 jobs.

Commercial uses are one-third of the total acreage, or 64 acres. This is further separated into retail goods and retail services; 58 and 6 acres respectively. Multiplying by a diversity factor 10,000 square feet of building per acre produces 577,368 square feet of retail goods and 64,152 square feet of retail services. Dividing the retail square footage by the corresponding job factors (400 for goods and 200 for services) yields 1,443 jobs in retail goods and 321 jobs in retail services. Total potential office and commercial jobs is approximately 6,106 jobs. Total square footage of building space could be 1,944,000 square feet.

