

< < << THE
<< *west* franklinton

< < << PLAN

2014

COLUMBUS PLANNING DIVISION

THE CITY OF
COLUMBUS^{*}

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CITY OF COLUMBUS

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Adopted by Columbus City Council on December 8, 2014.
This plan supersedes The Franklinton Plan (2003).

The capital improvement recommendations from this plan serve as the Urban Infrastructure Recovery Fund priorities for West Franklinton.

For this plan and other adopted city plans, visit:
www.columbus.gov/planning/documentlibrary/

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West Franklinton

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EXECUTIVE SUMMARY

West Franklinton is a neighborhood of opportunity, with a history reaching back to the origins of Columbus and a location only one mile west of downtown. Home to 8,830 residents, the neighborhood is centered around some of Columbus' most notable roadway corridors including Broad Street - the historically celebrated National Road. West Franklinton also faces clear challenges.

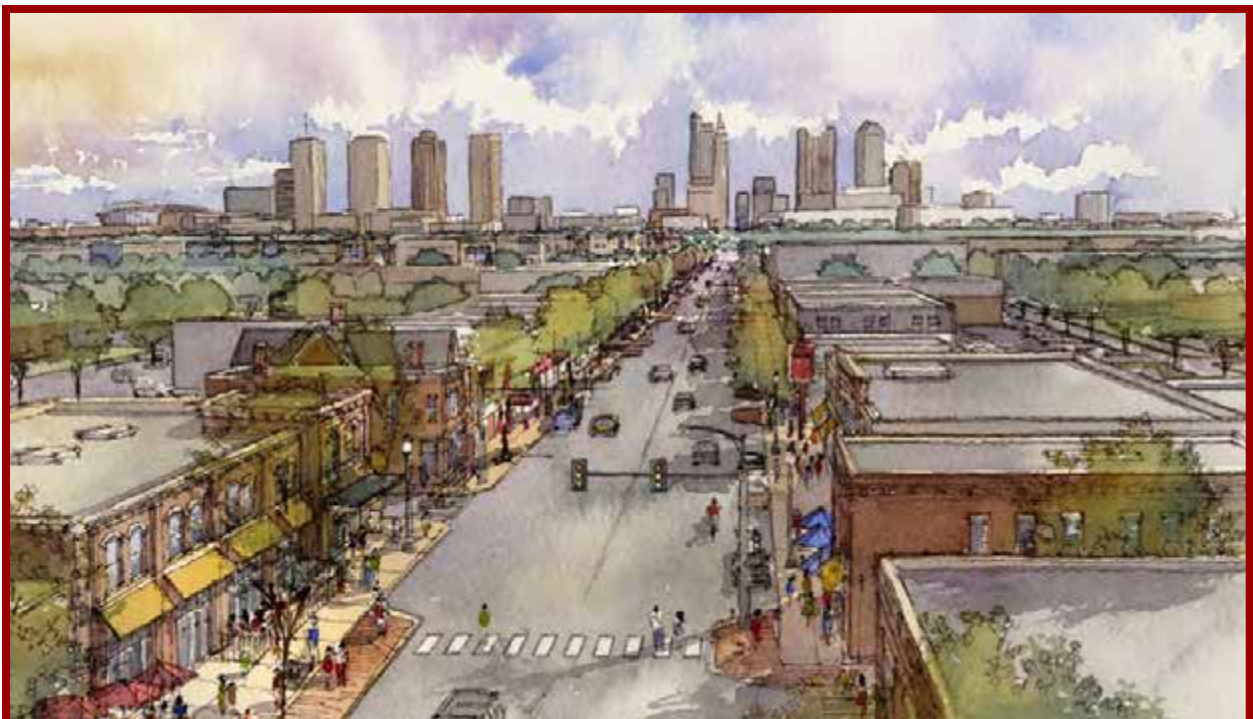
This plan is the result of a 9-month community outreach and planning process. From the outset, the intent was to develop a clear and actionable set of strategies to address the most immediate neighborhood land use and development challenges, while outlining a vision for the next 20 years.

PLAN RECOMMENDATIONS

This plan provides a number of strategic recommendations:

Land Use Strategy

Land use recommendations include preservation of the largely residential neighborhood character while proposing targeted updates. Regional mixed-use redevelopment opportunities have been identified along the SR 315 corridor to allow for gateway development. Industrial uses have been proposed for expansion along rail corridors in underutilized locations. Neighborhood commercial uses are focused along key corridors.



WEST BROAD STREET REVITALIZATION CONCEPT



WEST FRANKLINTON: WEST BROAD STREET AND NEIGHBORHOODS

Design Guidelines

Design guidelines are proposed including expanded use of commercial corridor overlays. Used in collaboration with project review, this will help ensure quality, consistent mixed-use and retail corridor redevelopment on a project-by-project basis. Immediate suggestions include:

- Continued use of the Urban Commercial Overlay (UCO) standards in established locations along with the additional design guidelines.
- Establishing Community Commercial Overlay (CCO) standards in key locations such as the West Gateway along Broad Street and on Mound Street.

Vacant Property Strategy

A vacant property strategy has been developed to guide the city in use and disposition of land banked properties. The intent of this strategy is to focus market investment, recognize strategic locations for tax credit housing, and determine opportunities for greater land assembly. Larger sites may be appropriate for parkland or other development.

Infrastructure Strategy

Potential infrastructure updates have been identified, combining efforts of earlier city studies with neighborhood input. Specific design elements have been outlined, compatible with community-identified preferences. Those include new sidewalks, lighting, street trees, pedestrian “bump-outs”, alley repair and “road diets.”

Parkland Strategy

Parkland strategies have been outlined, establishing general areas and criteria and to assist in adding significant parkland to the existing and emerging residential neighborhoods. A bikeways plan outlines potential routes and projects connecting potential park locations.

Zoning Strategy

Establishment of a mixed-use zoning district along West Broad Street is recommended. This district would incorporate overlay standards as well as select design guidelines to create a cohesive and streamlined zoning category, favorable to the type of development most desired along the city’s reemerging corridors.

REDEVELOPMENT OPPORTUNITIES

The key redevelopment opportunities in West Franklinton were identified along the Broad Street corridor and at the Broad Street gateways to the neighborhood.

The market analysis outlines potential immediate redevelopment opportunities. The plan also sets the stage for the next generation of redevelopment in the neighborhood.

In conjunction with new opportunities, the plan examines ways to strengthen the existing residential areas. The quantity of existing housing and reuse of vacant lots allow for long-term income diversity throughout West Franklinton.

Broad Street Corridor

The commercial core of West Franklinton is the Broad Street corridor. This includes an area that this plan has labeled “Downtown Franklinton,” the location of many of the most identifiable long-term Franklinton restaurant destinations. Opportunities for mixed-use infill exist in both the near-term and long term.

Broad Street Gateways

315 Gateway

The 315 Gateway is the largest potential redevelopment area in West Franklinton. The former Graham Ford site is vacant and adjacent to SR 315. In addition, there are a number of surface parking lots and potential opportunities, emerging from possible changes to the Mount Carmel West Hospital campus.

The plan identifies a mixed use concept for the area to include significant residential, office and retail development. Different options outline the flexible approach that must be taken as opportunities meet market demand in upcoming years.

West Gateway

The West Gateway is the western entrance to Broad Street from I-70 and the adjacent Hilltop neighborhood. West Gateway currently has a large amount of the convenience retail and restaurants in the neighborhood. This plan indicates an approach to retain those uses, while improving the usability and appearance of the corridor.



315 GATEWAY REVITALIZATION CONCEPT

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PROJECT OVERVIEW



Project Overview

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SUMMARY

West Franklinton is a neighborhood of great history, clear challenges and emerging opportunities. Home to 8,830 residents, the neighborhood is centered around some of Columbus' most notable roadway corridors including Broad Street - the historically celebrated National Road - Town Street, and Sullivant Avenue. Less than 1 mile west of the Scioto River and the heart of downtown Columbus, West Franklinton became a solid working-class residential neighborhood that also boasted jobs in local trades, thriving commercial corridors and strong neighborhood schools. Both the housing and commercial building stock dates largely from the first half of the 20th century with much of the neighborhood built in the years subsequent to the devastating flood of 1913 that destroyed hundreds of buildings and damaged thousands more¹.

While West Franklinton had strong neighborhoods and healthy businesses in the mid-1900s, several factors led toward the decline that has characterized the neighborhood in subsequent decades. Highway construction split portions of the neighborhood and reduced the commercial importance of Broad Street. The lack of flood protection, not remedied until completion of the Franklinton Floodwall in 2004², further hindered investment in the area.

Neighborhood areas south of I-70 were physically separated after highway construction. Today the area is a mix of industrial development, subsidized housing, and pockets of retail and single-family residential.

West Franklinton has also experienced loss of commercial investment and jobs, and the resulting decline in property values. The result is a community where nearly 600 of the approximately 4,000 housing units are currently vacant.

This plan is the result of a 9-month community outreach and planning process. From the outset, the intent was to develop a clear and actionable set of strategies to address the most immediate neighborhood land use and development challenges, while outlining a vision for the next 20 years. Listening to extensive input from stakeholders, neighbors, public meeting attendees, online participants and city strategists, the plan reflects both the most immediately practical and ambitious ideas for West Franklinton.

As the following pages outline, the West Franklinton community was a driving force behind establishment of plan principals and goals which led directly to the implementation strategies. A market analysis was performed in order to better understand the current market conditions and the elements of change needed to achieve an aspirational view of the neighborhood. This led to strategies addressing vacancy issues within the context of current city programs, and land use recommendations that are influenced by the future potential of the area.

The market analysis coordinates potential redevelopment areas and infill concepts with current and future market conditions. The plan outlines potential redevelopment opportunities within the context of

¹The Columbus Dispatch, March 24, 2013: 1913 Flood: Hundreds killed and thousands of buildings damaged in Columbus, By Randy Ludlow

²The Columbus Dispatch, March 14, 2004: Franklinton Floodwall - All dried up?, By Debbie Gebolys and Mary Mogan Edwards



WEST SIDE NEIGHBORHOODS - SOURCE: COLUMBUS DISPATCH



Neighborhood Housing



improving, rather than replacing, the current character of the neighborhood. The illustrated development approaches maintain a mixed-use urban character while presenting new ways to enhance the positives of West Franklinton.

In order to facilitate implementation, technical planning elements outlining design guideline and zoning recommendations are established. The plan also includes general recommendations for infrastructure and parkland improvements, reflecting specific feedback from process participants.

Project Overview

EXISTING PLANS & STUDIES

The West Franklinton neighborhood will be impacted in the near term by studies of adjacent neighborhoods and transportation networks. The following are brief summaries of those planning efforts:

MCKINLEY AVENUE CORRIDOR PLAN

City of Columbus

This 2000 plan addresses the area between the railroad and the Scioto River. It focuses on strengthening the existing manufacturing and industrial uses of the corridor. Recommendations included expediting planned roadway and stormwater updates in the area, which have now been largely completed. This plan will continue to guide the McKinley Avenue corridor.

THE FRANKLINTON PLAN

City of Columbus

The 2003 Franklinton Plan provides recommendations addressing area zoning changes, additional parking for the Broad Street business corridor, implementation of additional development standards, and promoting housing for a mix of income levels. Rising vacancy levels in the neighborhood were cited as a growing concern. The East Franklinton Plan of 2012 has superseded the 2003 plan for areas east of SR 315, and this current West Franklinton Plan will supersede it for the remaining study area.

FRANKLINTON COMMUNITY MOBILITY PLAN

City of Columbus

The entire roadway network of Franklinton was analyzed in this 2008 study. The result was an extensive set of recommendations

based on improving overall mobility, safety, and connectivity for all transportation modes. Suggestions for road “diet” strategies, improved pedestrian facilities and corridor/intersection improvements were made on a road-by-road basis.

Initial implementation has begun with examples such as the Town/Hawkes intersection, which was reconstructed with bump-outs to narrow the road section and upgraded crosswalks with brick pavers.

The recommendations in the Mobility Plan were used in this process, as a basis for evaluating future opportunities and working with the community to prioritize potential infrastructure investment.

EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT PLAN

City of Columbus

The planning process for East Franklinton was completed in 2012 with Council adoption. The resulting plan outlines potential future redevelopment of the neighborhood. While both East and West Franklinton make up the larger Franklinton neighborhood, East Franklinton is characterized by large areas of vacant land and existing warehouse structures. The availability of land and immediate proximity to downtown are noted as near-term catalysts for neighborhood improvement.

Since completion of the plan, East Franklinton has seen substantial investment. This includes a number of bars, restaurants, and arts-based fabricating studios. The area has seen significant interest for residential development as well, most notably, redevelopment of the Columbus Metropolitan Housing

Authority site on Rich Street, which will bring hundreds of new residential units to the area. New development within East Franklinton undergoes review by a city-appointed panel, which was formed in conjunction with a new mixed-use zoning district for the area.

SCIOTO PENINSULA MASTER PLAN
Columbus Downtown Development Corporation

Located adjacent to the Scioto River, the master plan for the peninsula outlines a mixed-use near-downtown district. The plan incorporates the redesign of the Veteran's Memorial along with underground parking and parkland adjacent to COSI. The plan also envisions market-rate residential to be developed in a series of mid-rise towers with views of the downtown skyline.

2000

MCKINLEY AVE PLAN



2003

FRANKLINTON PLAN



2008

FRANKLINTON MOBILITY



2012

EAST FRANKLINTON



NOW

SCIOTO PENINSULA



Project Overview

PUBLIC OUTREACH SUMMARY

The West Franklinton planning process was based on extensive community outreach. Consideration of community ideas, concerns, and aspirations for the neighborhood informed every aspect of the plan. The plan's Principles, Goals and Strategies all tie back to input received through the community involvement process.

In order to achieve a robust cross-section of ideas and a fair representation of those most invested and interested in West Franklinton, a number of public outreach approaches were utilized.

Made up of community leaders, the Working Group served as the backbone for the planning process. This group served as the steering committee for the plan, meeting monthly and providing invaluable feedback. Members represented local residents, business owners, the area commission, and neighborhood civic and medical institutions.

The planning team conducted over 30 stakeholder interviews with over 60 participants. The initial stakeholders were identified by the Working Group and city staff, and the planning team identified additional people to meet throughout the process.

Public Workshops were held at three key points in the planning process. Special effort was made to bring long-time residents into the discussion. The effort led to over 250 attendees at the 3 events.

A project website was established at www.westfranklinton.com, creating a vibrant online forum. The website posted topics

for review and debate, along with specific questions and capital improvement spending prioritization exercises. In addition, the website provided a source for project updates and meeting reminders. Other online tools, such as facebook and postings on local discussion sites such as www.columbusunderground.com, were used to raise awareness about the process.

WWW.WESTFRANKLINTON.COM

TOTAL USERS: 271

PAGE VIEWS: 15,875

TOTAL IDEAS: 200 on 25 topics

RESIDENT SURVEY

ADDITIONAL COMMUNITY PAPER SURVEY

March, 2014

LONG-TERM RESIDENT INTERVIEWS

NEIGHBORHOOD INTERVIEWS

April 17, 2014

ST. JOHN'S COMMUNITY DINNER

April 23, 2014

PUBLIC OUTREACH



Outreach via Website



Written Responses



Explaining the Process



One-on-One Discussion



Workshop Agenda



Explaining Details

Project Overview

COMMUNITY INSIGHTS

In order to be assured that the planning team met with residents who might otherwise be overlooked in this type of planning effort, Gladden House representatives helped organize a series of face-to-face meetings to get direct input on concerns and hopes for the neighborhood from these long-term residents.

A paper version of online survey questions was distributed through Gladden Community House, the Lower Lights Christian Health Center, and the Franklinton Library. In addition, the planning team attended a weekly community meal at St. John's church to speak directly with the residents there.

WHAT TYPE OF RETAIL WOULD YOU MOST LIKE TO SEE IN WEST FRANKLINTON?

NUMBER OF RESPONSES	RETAIL TYPE
47	GROCERY (INCLUDES AT LEAST ONE PRODUCE AND MEAT DEPARTMENT)
29	SPECIALTY FOOD (EXAMPLES: BAKED GOODS, ICE CREAM/YOGURT, COFFEE SHOP, PREPARED MEALS)
22	SIT-DOWN FULL SERVICE RESTAURANT (WAITED ON; PAY AFTER MEAL)
21	VISITOR-ORIENTED RETAIL (ANTIQUE STORE, ART GALLERY, BOOK STORE, HOBBY SHOP, MUSIC STORE)
11	OTHER DAYTIME POPULATION SERVICES (EXAMPLES: BANK/ATM, CAR WASH, COPY CENTER/OFFICE SUPPLIES, FLORIST, QUICK OIL CHANGE)
11	USED MERCHANDISE (EXAMPLES: APPAREL, FURNITURE, HOME FURNISHINGS)
9	FAST CASUAL/TAKE-OUT RESTAURANT (PAY UPFRONT)
8	PUB/TAVERN (MOSTLY DRINKING ESTABLISHMENT)
6	RESIDENT SERVICES (EXAMPLES: BARBER SHOP/HAIR SALON, DRY CLEANER, LAUNDROMAT)

The stakeholder interviews yielded a wealth of key information. In meeting with over 60 people in the course of more than 30 interviews, the planning team heard a wide range of hopes, concerns and suggestions. While the thoughts expressed in each meeting were distinct, key themes emerged overall. These themes were then used to create the principles and goals for the plan, which then led directly to the strategies for change and implementation. The following summarizes the primary **EMERGENT THEMES** from the feedback received:



Public Workshop

STAKEHOLDER INTERVIEWS: EMERGENT THEMES

- **Place of great opportunity**
 - Take advantage of location and affordability
 - Proximity to downtown
 - Access and visibility to major highways
- **Change the current perception**
 - Very negative
 - Crime reduction
- **Build on the history**
 - Use history as a touchstone for development and visitors
 - Celebrate historical aspects that are currently under valued
 - Create park access to the river
- **Solve issue of abandoned housing**
 - Primary concern
 - Attracts crime, disinvestment
- **Build on the character of the neighborhood and the people**
 - Maintain the character while improving
 - Create diverse socioeconomic opportunities
 - Strengthen schools
- **Change the development pattern**
 - Selective densification
 - New mixed use on Broad Street
- **Target key locations for investment / improvements**
 - Build on existing strengths
 - Won't get the same impact if spread out
- **Change transportation network**
 - Broad Street is too wide and too fast
 - Better COTA access
 - Better pedestrian facilities

Project Overview

PRINCIPLES & GOALS

The goals and principles for the West Franklinton Plan are a direct extension of feedback received through the community outreach process.

The Principles establish the philosophical compass of the plan, guiding all efforts, from goals to strategic action steps:

CELEBRATE NEIGHBORHOOD HISTORY

West Franklinton has a proud history, with a central role in the origin of Columbus. This continues not only through historical sites, but even more so through the remaining architecture and community fabric, which evoke a unique neighborhood attachment.

FACILITATE ECONOMIC (RE)DEVELOPMENT

A top concern from stakeholders and workshop attendees was finding ways to reverse the long decline of the neighborhood. The need for reinvestment in the community is paramount.

MAINTAIN EQUITY FOR ALL RESIDENTS

Despite the challenges, the residents and business owners in West Franklinton care deeply about their neighborhood. It was clearly expressed that they want the neighborhood to improve, but not at the expense of the long-time contributors who have made the community character so strong.

STRENGTHEN CONNECTIONS - WITHIN THE NEIGHBORHOOD AND TO THE GREATER COMMUNITY

West Franklinton has become isolated in many ways. Instead of thriving as gateways, the freeways have become barriers, and perceptions of the area create another type of disconnect. This is the time to take advantage of the growing excitement and redevelopment in East Franklinton, to ensure a successful future for Franklinton as a whole.

From the Principles, we established Goals:

ENCOURAGE NEW INVESTMENT

To accomplish this goal, specific areas have been paired with market understanding to outline potential solutions.

ATTRACT NEIGHBORHOOD SERVICES

Participants in the process were asked about specific neighborhood services needed. This plan outlines the steps necessary to achieve those aspirations.

ATTRACT NEIGHBORHOOD JOBS

Relatively few employment opportunities exist within the neighborhood. New land uses and building reuse could provide additional opportunities for jobs. This is reflected in the land use and market strategies for implementation.

IMPROVE NEIGHBORHOOD CHARACTER

The “front door” for visitors is Broad Street, and that major corridor, along with Central, Town, Sullivant and Harmon, must be improved visually and functionally.

IMPROVE NEIGHBORHOOD PERCEPTION

Vacancy and crime were frequently cited as the drivers of negative neighborhood perception. This drove creation of a vacant property strategy to help mitigate this root cause of trouble.

IMPROVE TRANSPORTATION NETWORK FOR ALL MODES

Approximately 30% of the more than 3,000 households in West Franklinton do not have a car. This led directly to prioritization for infrastructure improvements that broaden access for all - walking, biking, transit - while maintaining or improving auto access.

The Strategies that resulted from the Principles and Goals detail the action-oriented aspects of the plan. The subsequent sections of this document outline the implementation methods suggested for bringing the Strategies to fruition in West Franklinton.

(4) PRINCIPLES



1 CELEBRATE NEIGHBORHOOD HISTORY



2 FACILITATE ECONOMIC (RE)DEVELOPMENT



3 MAINTAIN EQUITY FOR ALL RESIDENTS



4 STRENGTHEN CONNECTIONS - WITHIN THE NEIGHBORHOOD AND TO THE GREATER COMMUNITY

(6) GOALS



1

ENCOURAGE NEW INVESTMENT



2

ATTRACT NEIGHBORHOOD SERVICES



3

ATTRACT NEIGHBORHOOD JOBS



4

IMPROVE NEIGHBORHOOD CHARACTER



5

IMPROVE NEIGHBORHOOD PERCEPTION



6

IMPROVE TRANSPORTATION NETWORK FOR ALL MODES

(8) STRATEGIES



1 IDENTIFY OPPORTUNITY SITES AND STRATEGIES



2 DEVELOP WEST FRANKLINTON LAND BANK ACQUISITION STRATEGY



3 PRIORITIZE INFRASTRUCTURE IMPROVEMENTS



4 IDENTIFY MARKET OPPORTUNITIES



5 IDENTIFY REUSE OPPORTUNITIES



6 PRIORITIZE POTENTIAL PARK LOCATIONS



7 EVALUATE FUTURE DEVELOPMENT PATTERN / LAND USE



8 IMPLEMENT DESIGN GUIDELINES





EXISTING CONDITIONS



Study Area

SUMMARY

West Franklinton is located approximately one mile west of Downtown Columbus. A sizable neighborhood at approximately 1.7 square miles, West Franklinton is part of the larger neighborhood traditionally known as Franklinton.

West Franklinton includes the dense urban residential and commercial neighborhood located west of SR 315, south of the Norfolk Southern railroad tracks, and north of I-70. That same interstate, I-70, bends to form the western boundary of West Franklinton. This portion of the study area is approximately 1.2 square miles in size.

West Franklinton also includes a significant area south of I-70, centered around Harmon Avenue, extending south to Greenlawn Avenue. This area is approximately 0.5 square miles in size.

Several key factors define the character of West Franklinton. The first is the predominance of traditional neighborhood housing located on an interconnected local street grid. These residential neighborhoods

are organized around a series of primary commercial / institutional corridors, which run east-west in the primary neighborhood areas.

West Franklinton lags significantly behind the city and region in terms of income levels, educational attainment and housing values. This has contributed to high vacancy rates.

Population losses have been significant, dropping 51% from the high point of over 18,000 in 1950. Despite that, there remains a large quantity of housing stock and numerous viable businesses operating in the area. Several iconic restaurants regularly attract visitors to West Franklinton.

The second significant factor that defines the neighborhood is the presence of distinct mixed-use corridors that serve as the identity and central spines of the neighborhood. These corridors are the locations where retail and institutional uses are focused.

GENERAL 2013 DATA COMPARISON SUMMARY

2013 COMPARE DATA	WEST FRANKLINTON	COLUMBUS	FRANKLIN COUNTY	OHIO
MEDIAN INCOME 2013	\$16,946	\$40,340	\$47,449	\$46,291
MEDIAN AGE 2013	30.0	32.1	34.0	39.3
RENTER SHARE 2013	76.3%	54.0%	47.0%	34.1%
VACANCY RATE 2013	24.4%	10.5%	9.4%	10.4%



NORTHWEST NEIGHBORHOOD



WEST BROAD STREET



Franklinton Cycle Works

Finally, medical and related land uses combine with service industries to provide the bulk of employment opportunities here. These uses also attract substantial numbers of workers from outside the neighborhood and throughout the region.

The following pages detail the general demographics of the study area and outline the basic challenges faced in the neighborhood.

Study Area

DEMOGRAPHICS

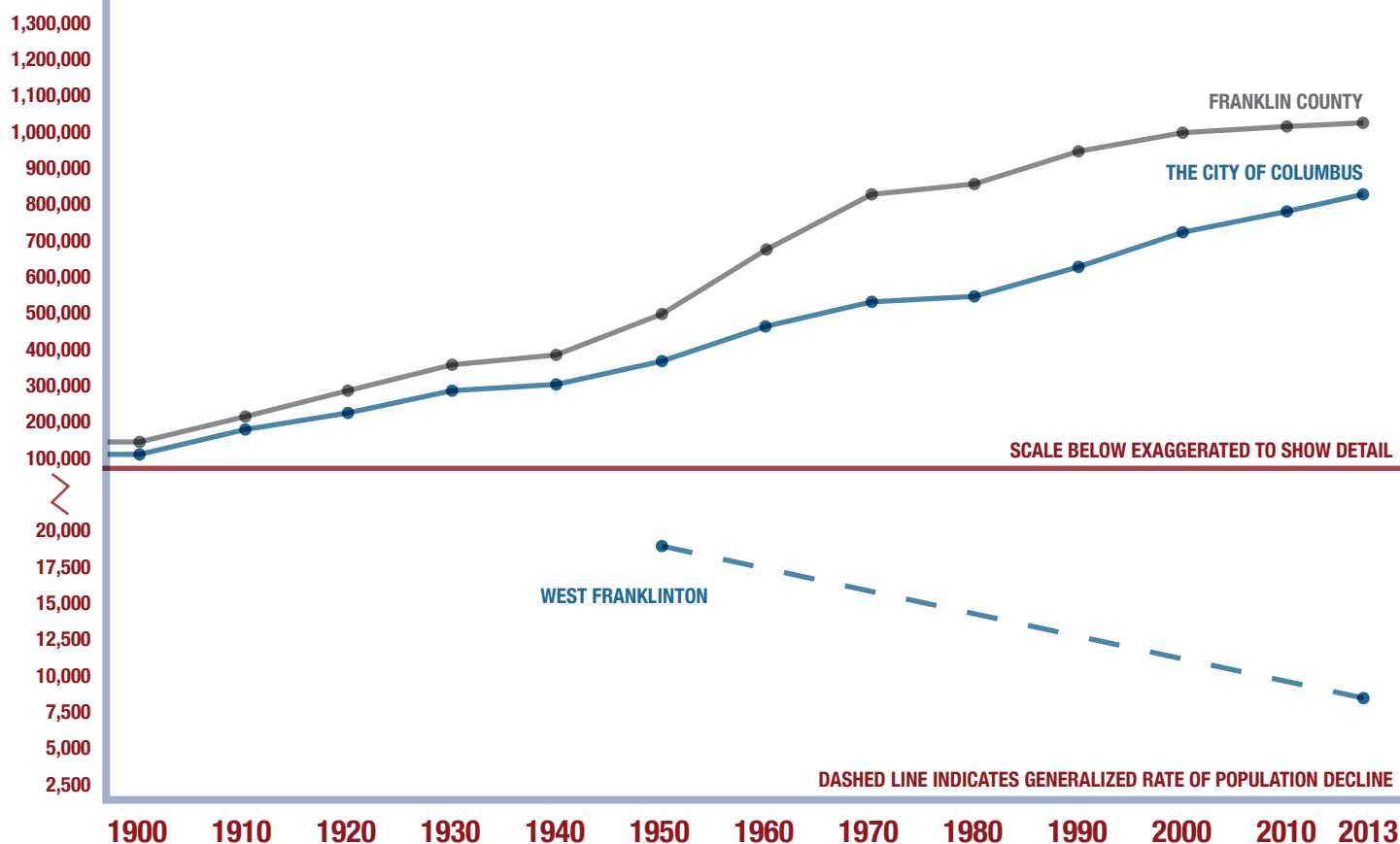
West Franklinton has a population of 8,830 (ESRI 2013 estimate) which make up 3,058 households. This represents a significant decline from the overall population high of approximately 18,154 in 1950.

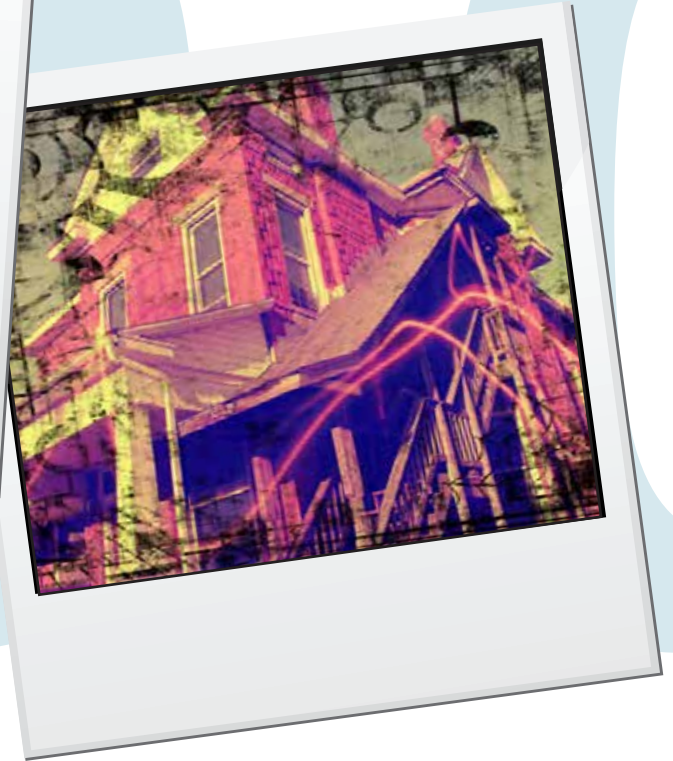
The racial makeup of West Franklinton is primarily white (approximately 70%) and black (approximately 23%). This is generally similar to both Franklin County and the City of Columbus as a whole.

POPULATION AND HOUSEHOLDS	
	2013*
POPULATION	8,830
HOUSEHOLDS	3,058
FAMILIES	1,695
AVERAGE HOUSEHOLD SIZE	2.78
MEDIAN AGE	30

*ESRI (ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE) ESTIMATES

POPULATION GROWTH BY DECADE





POPULATION - BY RACE

RACIAL ETHNICITY 2013	WEST FRANKLINTON	COLUMBUS	FRANKLIN COUNTY	OHIO
WHITE ALONE	69.5%	61.7%	68.9%	82.7%
BLACK ALONE	22.5%	27.1%	20.9%	12.2%
AMERICAN INDIAN ALONE	0.5%	0.3%	0.2%	0.2%
ASIAN ALONE	1.1%	4.2%	4.0%	1.7%
PACIFIC ISLANDER ALONE	0.1%	0.1%	0.1%	0.0%
SOME OTHER RACE ALONE	1.5%	3.2%	2.7%	1.1%
TWO OR MORE RACES	4.8%	3.5%	3.2%	2.1%
HISPANIC ORIGIN (ANY RACE)	3.4%	6.5%	5.6	3.1%

DEMOGRAPHICS

HOUSEHOLDS BY INCOME				
	2013		2018	
ANNUAL HOUSEHOLD INCOME	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,339	43.8%	1,366	43.5%
\$15,000 - \$24,999	668	21.8%	523	16.6%
\$25,000 - \$34,999	291	9.5%	289	9.2%
\$35,000 - \$49,999	318	10.4%	357	11.4%
\$50,000 - \$74,999	254	8.3%	311	9.9%
\$75,000 - \$99,999	124	4.1%	199	6.3%
\$100,000 - \$149,999	50	1.6%	82	2.6%
\$150,000 - \$199,999	12	0.4%	14	0.4%
\$200,000+	3	0.1%	3	0.1%

The household income levels in West Franklinton present a barrier to sustained neighborhood improvement. Almost 44% of households earn less than \$15,000. Nearly 22% earn between \$15,000 and \$24,999. This places 2 of every 3 West Franklinton households in an income range where attainment of basic needs and services is a challenge. Without significant reinvestment in the neighborhood, these ratios are not expected to change significantly over the next 5 years as per ESRI estimates for 2018³.

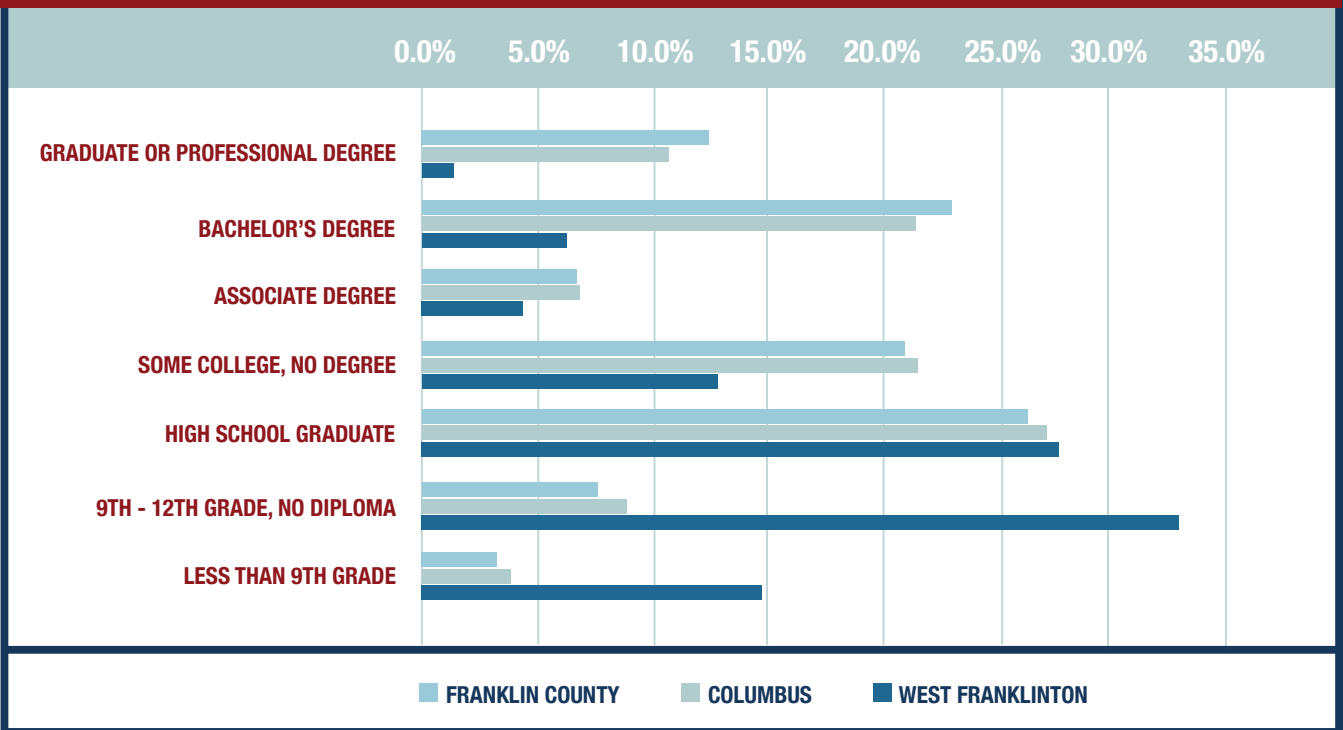
Educational attainment for the area lags significantly behind both Franklin County and the overall City of Columbus in most categories. This correlates with the percentage of low income

households. Nearly 50% of the population has not achieved a high school diploma. This widespread level of under-education presents a distinct barrier to increasing neighborhood employment through local job creation.

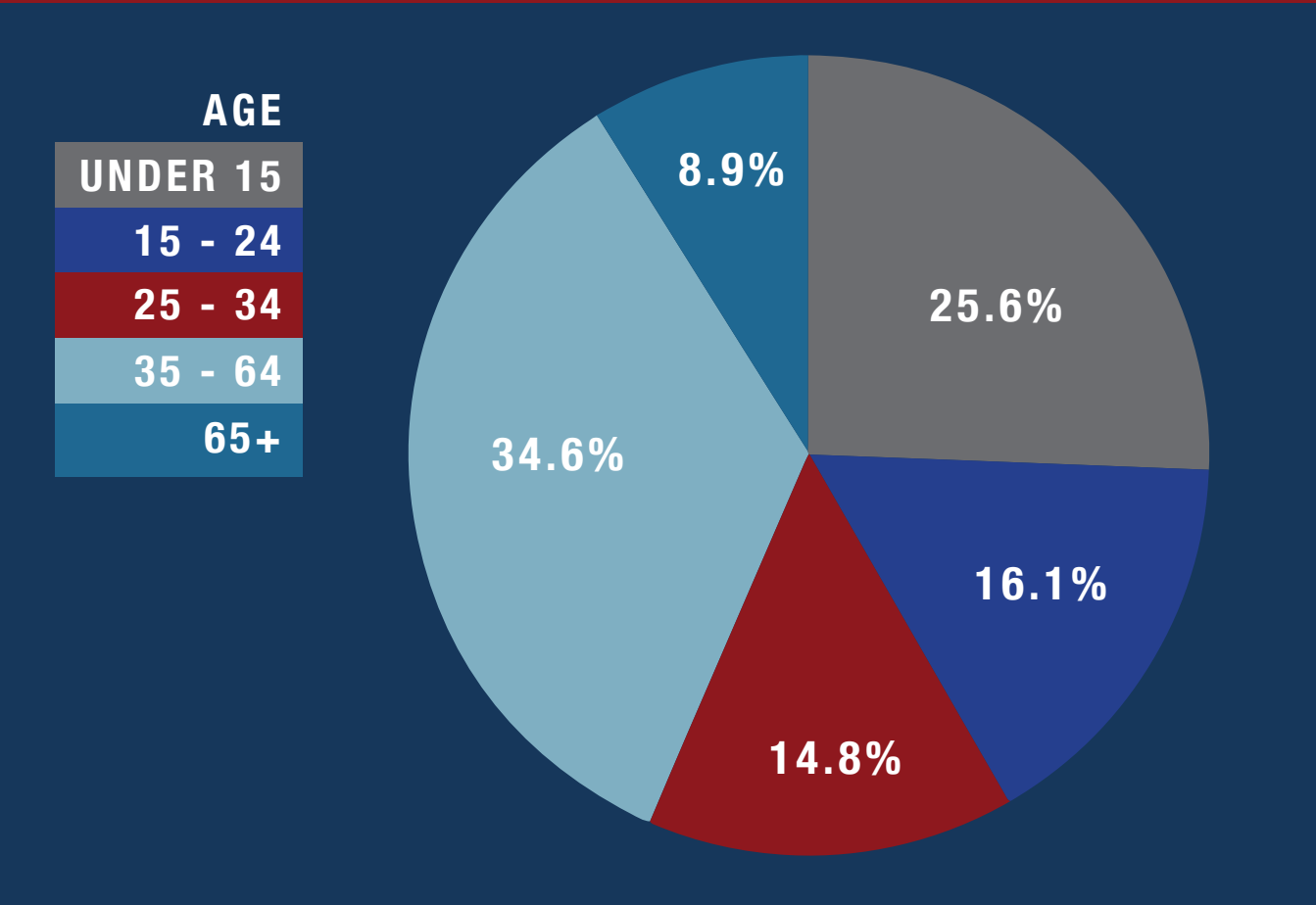
West Franklinton population numbers show a fairly even age distribution. This indicates that people tend to stay in the neighborhood. Considered in conjunction with the household income data, this also suggests that many residents have limited economic choices and may be staying in the area due to the low housing costs and an economic inability to relocate. Others though, have multi-generational attachments to the area, as expressed by residents during the public outreach process.

³Esri's 2013/2018 demographic updates incorporate a variety of sources including Census 2010 counts, American Community Survey estimates, as well as data from Experian, the US Postal Service, and Metrostudy. The data represents demographic point projections from July 1 of the current and forecast years.

EDUCATIONAL ATTAINMENT FOR ADULTS 25 AND OVER



WEST FRANKLINTON POPULATION BY AGE 2013



Study Area

HOUSING & EMPLOYMENT

With 3,058 households, West Franklinton is a substantial urban neighborhood; However, the area has the capacity for a much greater number of households due to the large amount of vacant and abandoned homes. In addition, there are underutilized areas along the primary corridors that have the potential to be developed into additional residential units. The ratio of homeownership is low, at just over 700 of the total units, for an overall homeownership rate under 24%.

While this presents a challenge for West Franklinton, new housing opportunities focused on vacant structures and infill property can promote preservation of the physical character of the existing neighborhood. Specific strategies for the use of vacant properties could raise the overall population, number of households and home ownership rates in the neighborhood, while creating various housing options. (see vacant property strategy, pages 52-55)

EMPLOYMENT

Employment in the area is concentrated in a few key sectors. Nearly 45% of jobs are in the health care and social assistance field. Mt. Carmel West hospital plays a large role in this area, and there are numerous social service agencies throughout the neighborhood, serving both West Franklinton and the greater west side community. Service jobs in various sectors combine for over 35% of the area employment. Of this, retail includes 42 businesses, but only accounts for 3% of the overall employment.

As changes occur in the area, a more even balance in job sectors would benefit the neighborhood. An expansion of manufacturing, construction and warehousing would also help to bring more local residents into the workforce, as those industries typically provide more opportunities for entry-level employment.



RENTER/OWNER OCCUPIED

HOUSEHOLDS	3,058
OWNER OCCUPIED HOUSING UNITS	723
RENTER OCCUPIED HOUSING UNITS	2,336

*2013 ESRI ESTIMATES

HOUSING STOCK COMPARISON

	SINGLE-FAMILY	DUPLEX	3+ UNITS	TOTAL
TOTAL	1946	926	1224	4096
NEIGHBORHOOD %	47.5%	22.6%	29.9%	100.00%
CITY OF COLUMBUS %	45.7%	13.9%	39.5%	100.00%
DIFFERENCE	+1.8%	+8.7%	-9.6%	

WEST FRANKLINTON EMPLOYMENT

EMPLOYMENT	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
HEALTH CARE & SOCIAL ASSISTANCE	75	19.5%	2,754	45.0%
PROFESSIONAL, SCIENTIFIC & TECH SERVICES	21	5.5%	482	7.9%
PUBLIC ADMINISTRATION	5	1.3%	405	6.6%
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	63	16.4%	391	6.4%
EDUCATIONAL SERVICES	8	2.1%	377	6.2%
WHOLESALE TRADE	22	5.7%	316	5.2%
ACCOMMODATION & FOOD SERVICES	26	6.8%	271	4.4%
CONSTRUCTION	24	6.3%	242	4.0%
RETAIL TRADE	42	10.9%	181	3.0%
TRANSPORTATION & WAREHOUSING	10	2.6%	179	2.9%
ADMINISTRATIVE & SUPPORT & WASTE MANAGEMENT & REMEDIATION SERVICES	31	8.1%	151	2.5%
MANUFACTURING	16	4.2%	130	2.1%
REAL ESTATE, RENTAL & LEASING	16	4.2%	74	1.2%
INFORMATION	6	1.6%	62	1.0%
FINANCE & INSURANCE	12	3.1%	53	0.9%
UTILITIES	0	0.0%	37	0.6%
ARTS, ENTERTAINMENT & RECREATION	3	0.8%	10	0.2%
MANAGEMENT OF COMPANIES & ENTERPRISES	3	0.8%	6	0.1%
AGRICULTURE, FORESTRY, FISHING & HUNTING	1	0.3%	4	0.1%
MINING	0	0.0%	0	0.00%
TOTAL	384		6,125	

Study Area

EXISTING LAND USE

The land use pattern in West Franklinton is typical of other long-established Columbus neighborhoods. While there are numerous land uses indicated on the existing land use map, the current conditions generally break down into six usage categories:

RESIDENTIAL

Existing land use reflects the largely residential character of the neighborhood. Residential land use comprises almost 40% of the study area.

INSTITUTIONAL

There are numerous institutional uses throughout the area, including Mount Carmel West Hospital and Ohio Department of Transportation (ODOT) facilities, and various schools and social service agencies.

INDUSTRIAL

Industrial (and Warehouse) uses are mainly located along the rail corridors north of I-70 and along Harmon Avenue and Greenlawn Avenue south of I-70.

COMMERCIAL & MIXED-USE

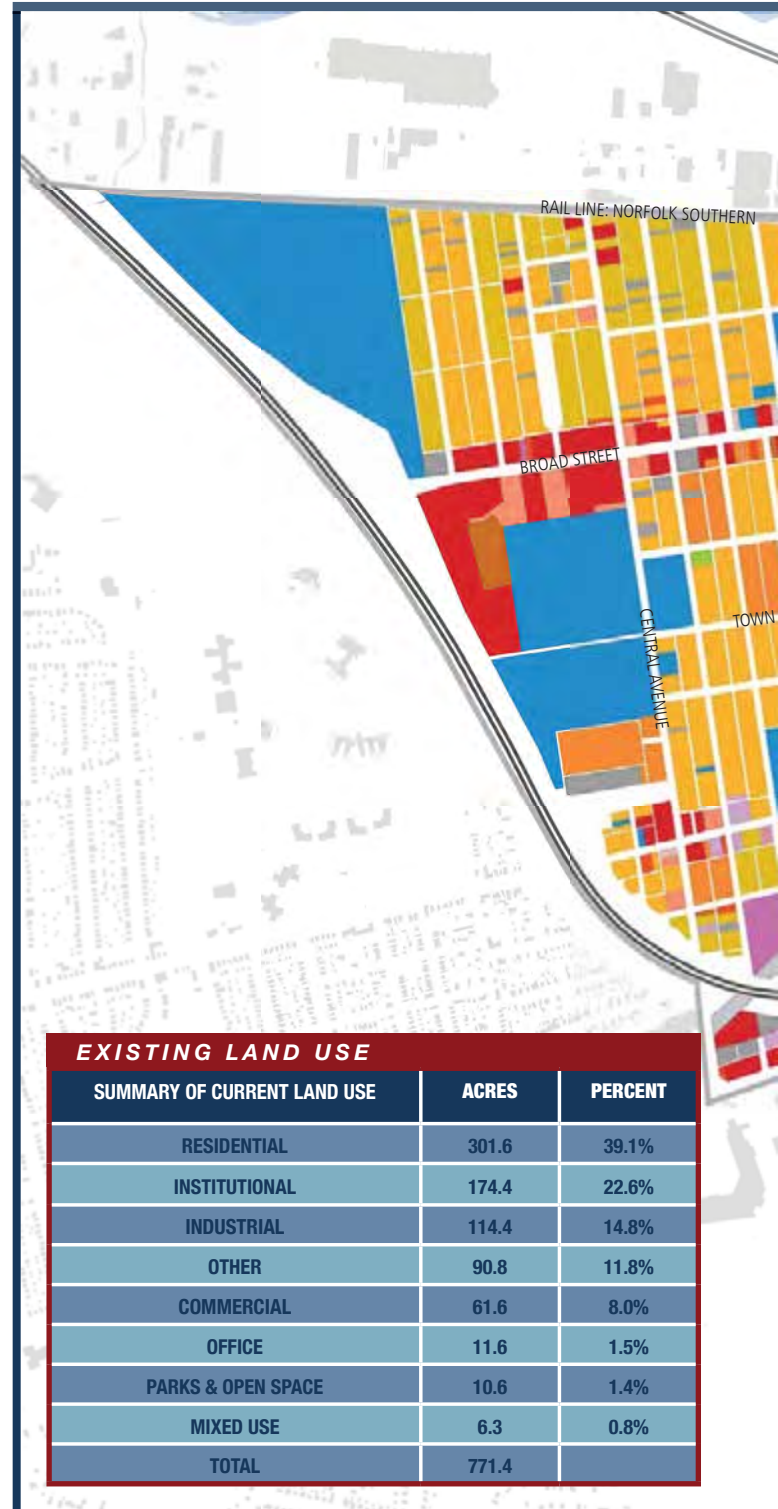
West Franklinton commercial use is typified by the Broad Street corridor, but also includes four other commercial corridors and some scattered retail nodes.

OFFICE

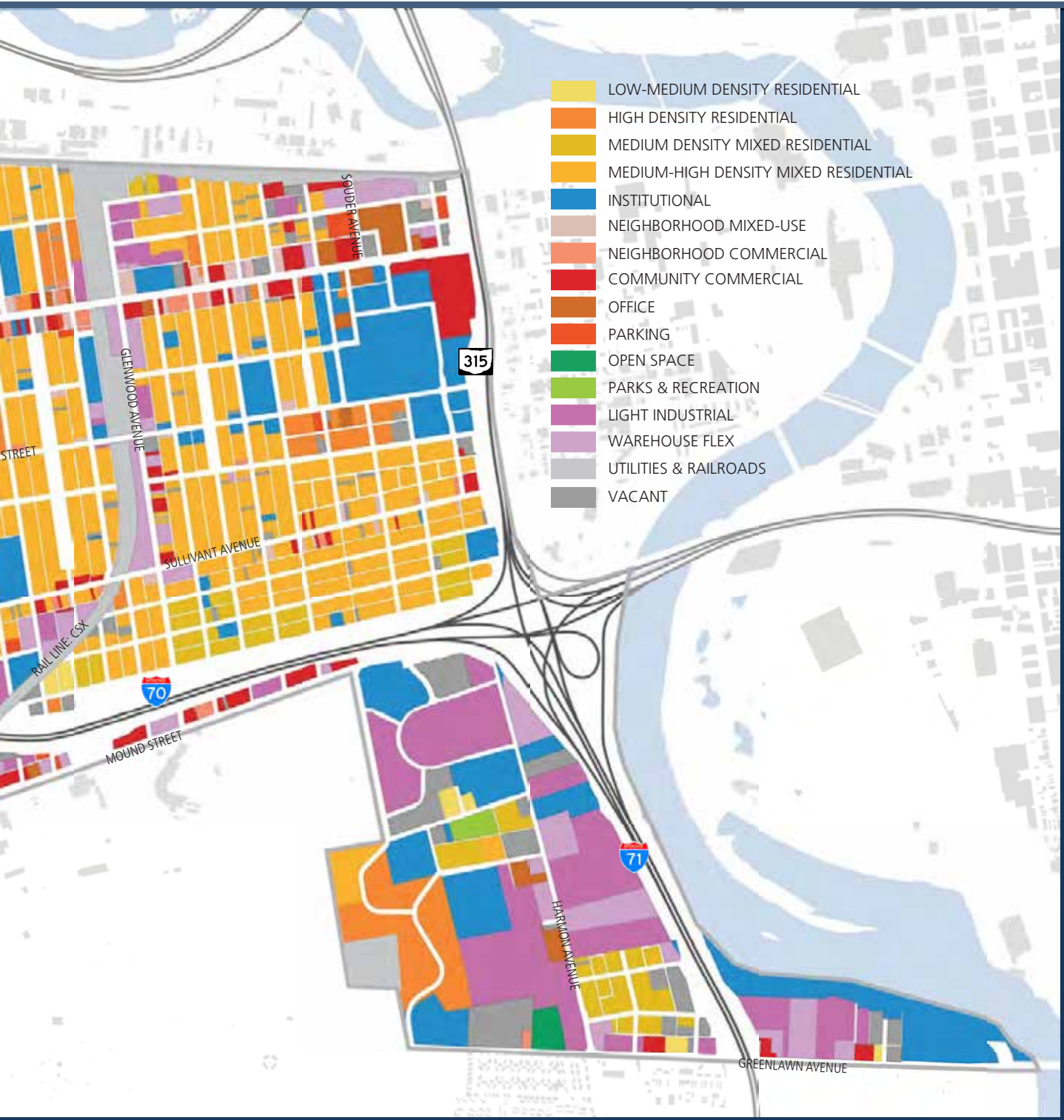
Office uses are limited and typically intermingled with other uses along the Broad Street and SR 315 corridors. Some limited office uses exist in other locations such as Harmon Avenue.

PARKS & OPEN SPACE

Very little parkland exists throughout the neighborhood as indicated at only 1.4% of the overall land area.



CURRENT LAND USE



Study Area

EXISTING CONDITIONS: ZONING

The zoning in West Franklinton is typical of patterns in other long-established Columbus neighborhoods. While there are numerous detailed zoning categories indicated on the existing zoning map, the current conditions generally break down into 4 usage categories.

RESIDENTIAL

Largely single-family and duplexes in West Franklinton with limited areas of multi-family, particularly south of I-70.

COMMERCIAL CORRIDORS

Commercial zoning in West Franklinton is focused on Broad Street, Sullivant Avenue, SR 315, Mound Street, and at the intersection of Harmon and Greenlawn avenues. Other single site commercial zonings are scattered throughout the neighborhood.

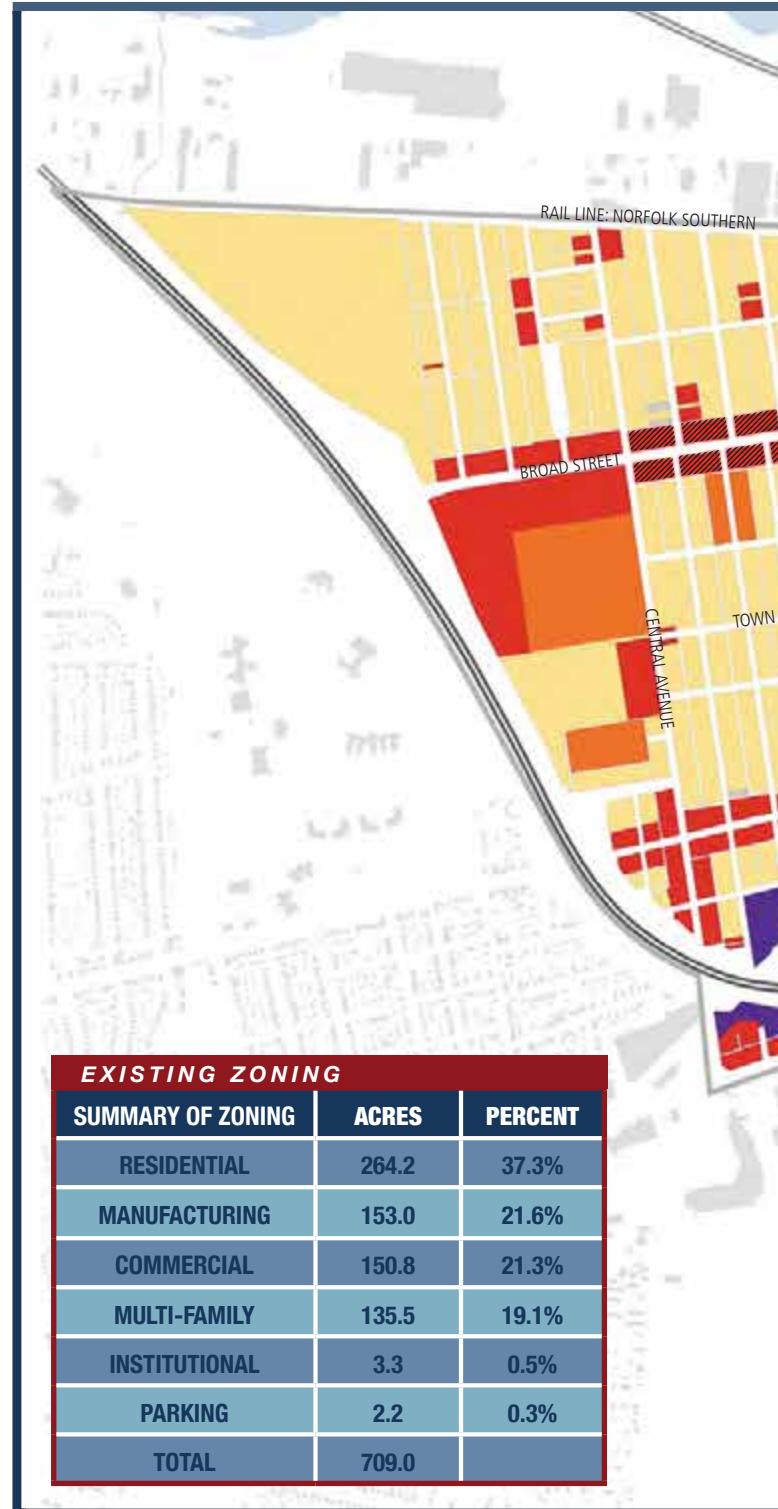
MANUFACTURING / INDUSTRIAL

Industrial zoning extends along both rail corridors, along Harmon Avenue, and at the eastern portion of Greenlawn Avenue.

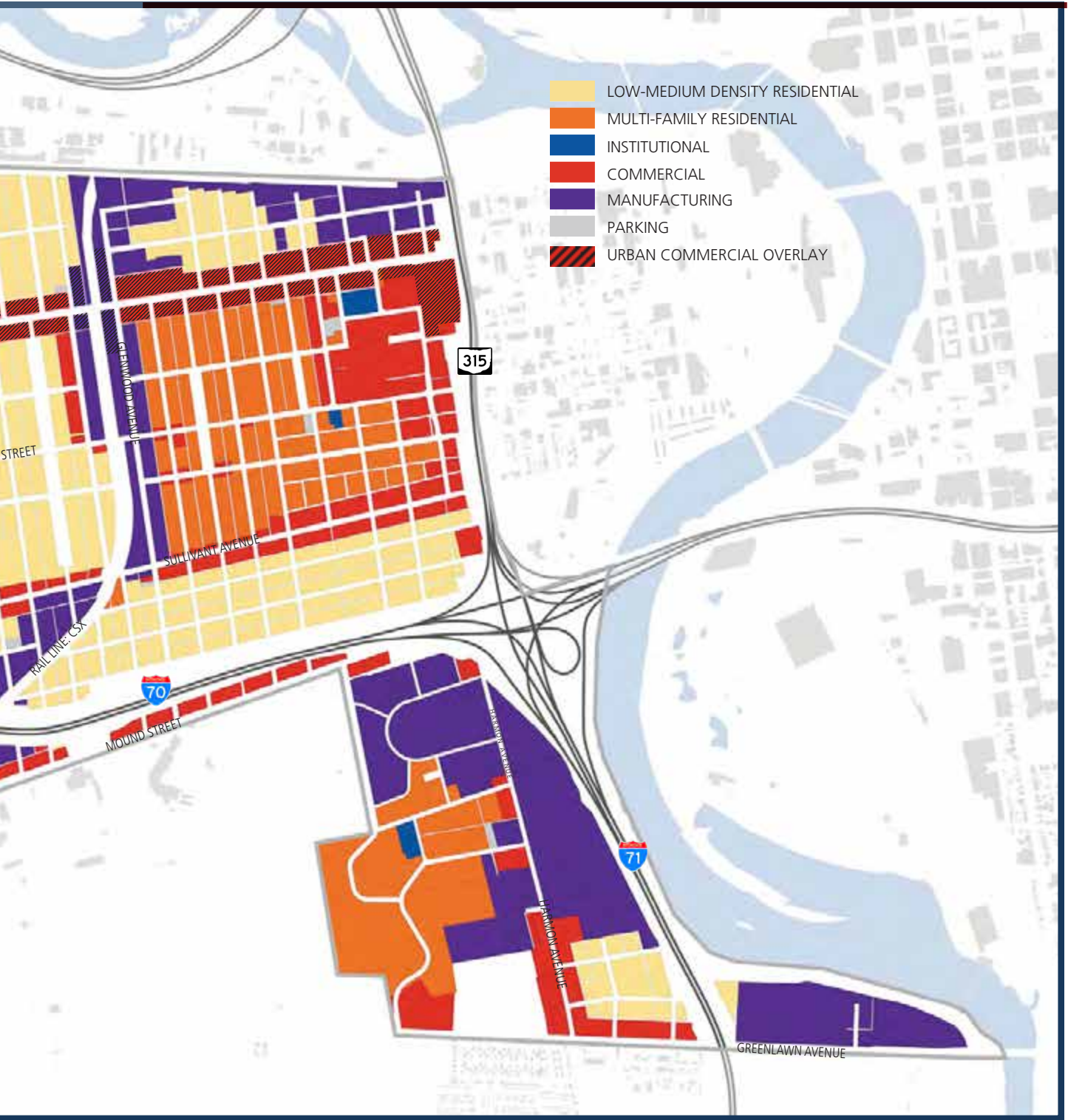
INSTITUTIONAL

While there are numerous institutional land uses throughout the neighborhood, only a few scattered sites carry this zoning.

The older zoning categories in the Columbus code substantially limit the potential for mixed-use development in the same structure or mixed-use parcel. Reestablishing the traditional development pattern generally requires the use of variances on a site specific level.



CURRENT ZONING



- LOW-MEDIUM DENSITY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- INSTITUTIONAL
- COMMERCIAL
- MANUFACTURING
- PARKING
- URBAN COMMERCIAL OVERLAY

315

70

71

STREET

SULLIVAN AVENUE

RAIL LINE CST

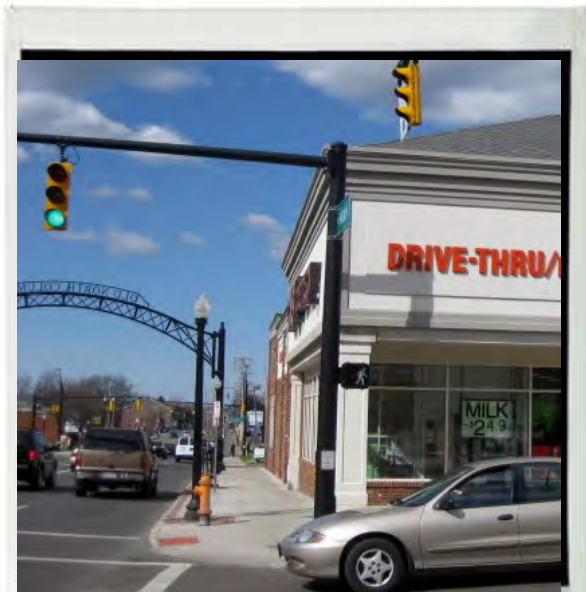
MOUND STREET

GREENLAWN AVENUE

GREENLAWN AVENUE

Study Area

EXISTING CONDITIONS: ZONING OVERLAYS



UCO Example Results

Zoning Overlays have become highly useful tools in successful redevelopment of traditional neighborhood corridors. The City of Columbus has implemented a series of three commercial overlay types in various locations throughout the city.

Commercial overlays put additional development standards in place for designated areas, while keeping the underlying zoning intact. The result is that the uses allowed in specific zoning districts still remain, but new development and redevelopment is held to a higher urban design standard.

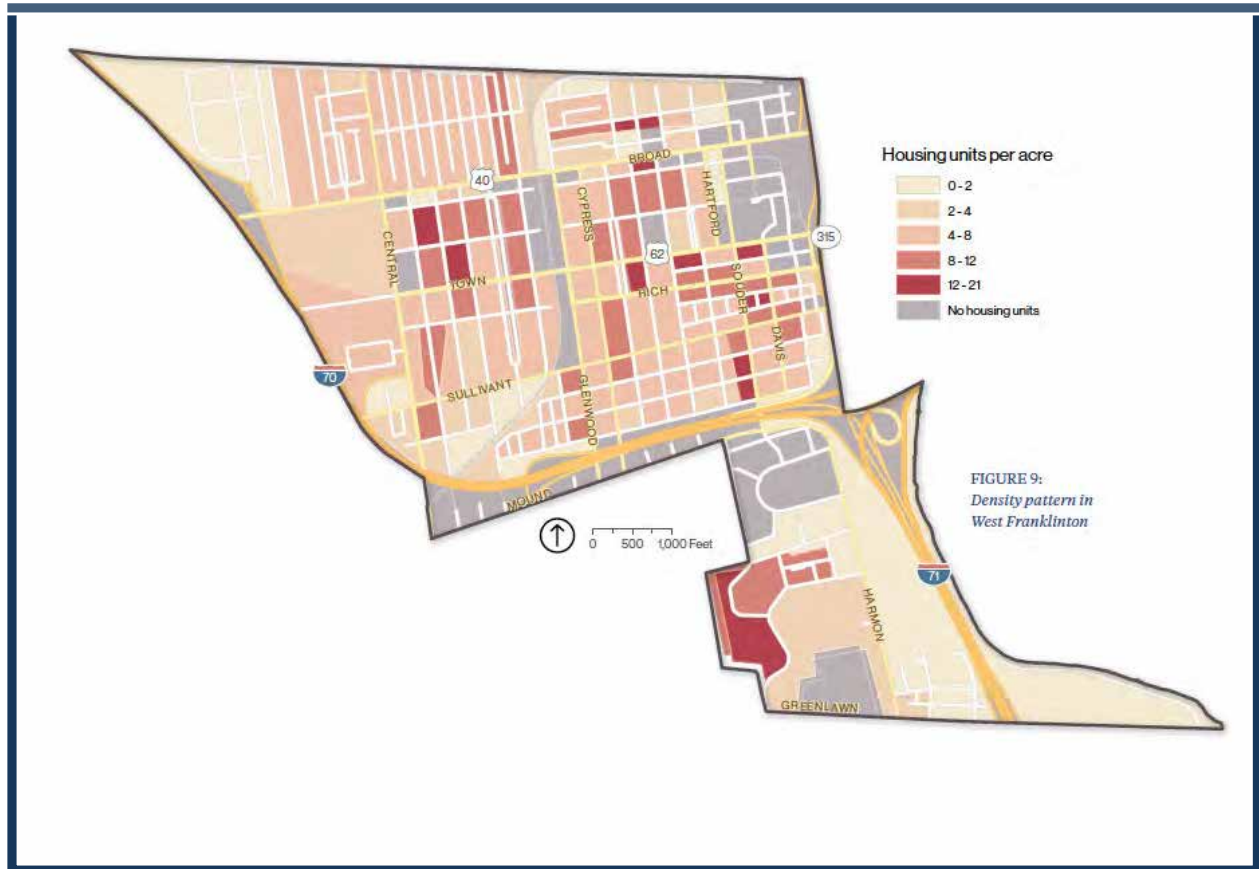
The overlay in place on Broad Street is the Urban Commercial Overlay (UCO). This overlay is designed to reinforce traditional pedestrian oriented development patterns with requirements such as buildings being built to the sidewalk edge and parking located to the rear. There are also standards for building architecture, such as a requirement for a high percentage of window transparency in the front facade and the location of a front door on the primary roadway. The Broad Street UCO extends from Central Avenue to SR 315 (for a map of the UCO boundary, see page 37).



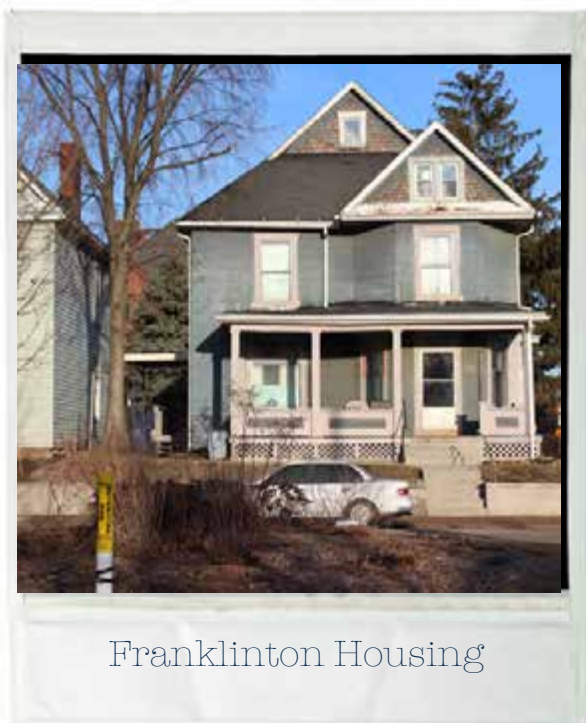
CCO Example Results

The Community Commercial Overlay (CCO) is designed for areas with a mix of pedestrian and vehicular development patterns. It includes building setback and design standards as well as provisions for signage and parking locations. The CCO is not currently in place in West Franklinton, but could potentially be a useful tool in key locations.

EXISTING CONDITIONS: RESIDENTIAL DENSITY



RESIDENTIAL DENSITY EXHIBIT
Source: Columbus Planning Division



West Franklinton is a largely residential neighborhood with fairly consistent residential density throughout. Typical density ranges from 4-12 units per acre, with some limited areas at a higher density. Variation in housing stock is limited with mostly single-family housing and duplexes throughout the traditional neighborhood gridded street pattern (for detailed estimates of unit types throughout study area see page 51).

Current conditions regarding specific block densities are also impacted by the locations of vacant lots which are prevalent in the area. Future potential infill of these lots would impact block-by-block density.

Study Area

TRANSPORTATION: EXISTING CONDITIONS

ROADWAY NETWORK

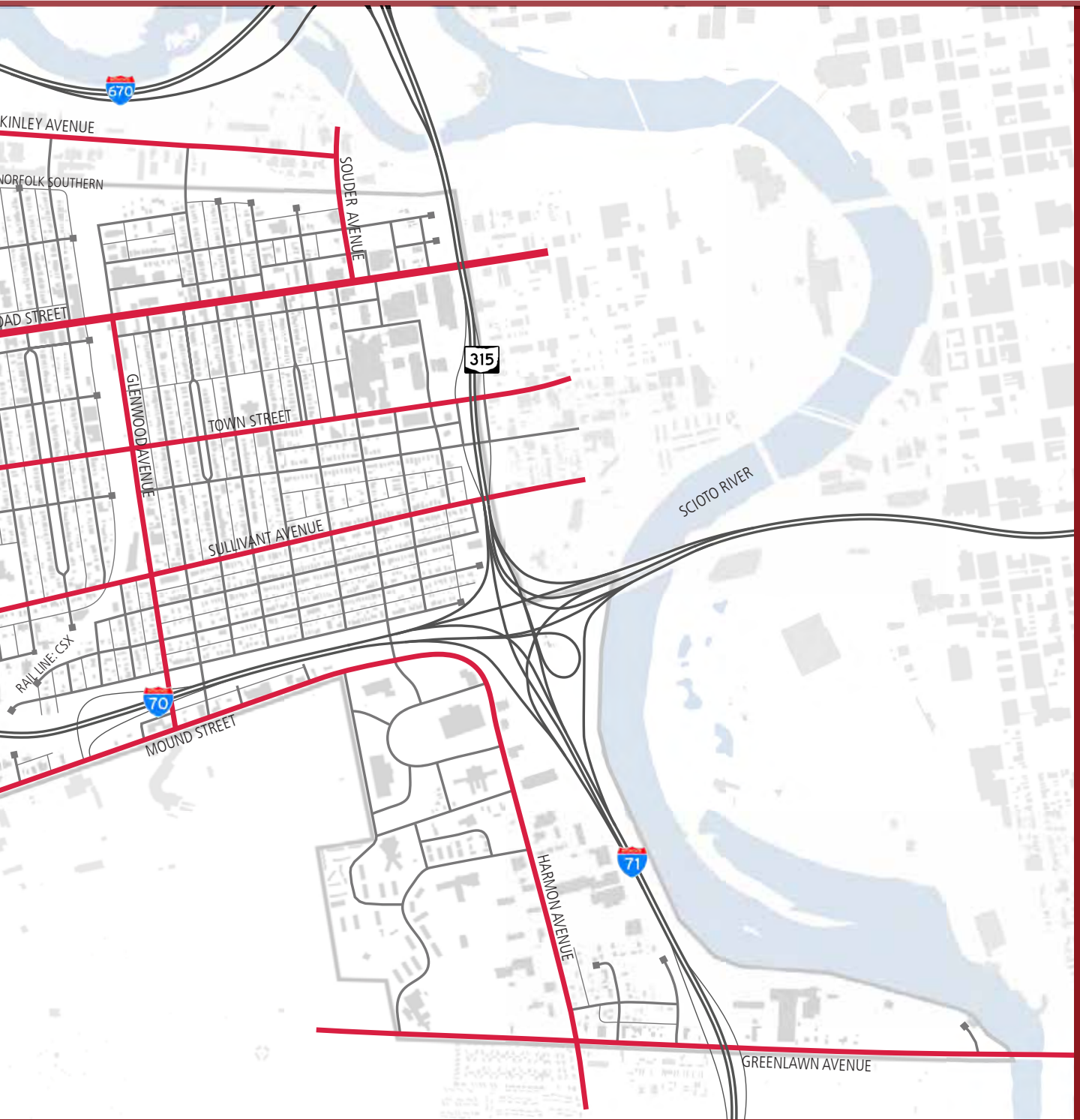
The West Franklinton roadway system is a traditional grid pattern of primary arterials and local residential streets. East-west connectivity is strong on the arterials, but many neighborhood streets have been severed by highway construction, limiting secondary connectivity options. The rail line at the northern border also limits connections. In the southern portion of the study area, two primary corridors provide access to and from the area, with very limited connectivity out of the area through the secondary roads.

The heaviest traffic volumes are found on the interstates, which impact the local arterial grid at highway exits. Broad Street in particular maintains a fairly high traffic volume due to the presence of a full I-70 interchange, a limited interchange at SR 315, commuter traffic, and its function as the area's "Main Street."

The limited number of through north-south streets has created isolated residential pockets and restrictions on connectivity to adjacent areas. While Central Avenue serves this purpose at the western edge of the neighborhood, a more complete north-south connection is lacking in the eastern section of the neighborhood.



CURRENT ROADWAY NETWORK
Source: City of Columbus



KINLEY AVENUE

NORFOLK SOUTHERN

ROAD STREET

SOUDER AVENUE

315

GLENWOOD AVENUE

TOWN STREET

SULLIVANT AVENUE

SCIOTO RIVER

RAIL LINE: CSX

70

MOUND STREET

HARMON AVENUE

71

GREENLAWN AVENUE

TRANSPORTATION: ALTERNATIVE OPTIONS



COTA Bus Service

COTA

COTA provides bus service on all major corridors including Broad, Town, Sullivant, Central and Harmon. Since approximately 30% of West Franklinton households do not own a car, bus service is vital for movement within the community and connections to the region. Many residents rely on COTA for access to limited retail options such as groceries and restaurants. With increasing institutional residential uses under construction south of I-70, improved access to transit may be needed in the area of the Harmon Avenue corridor. Also on Harmon, improved pedestrian access to the bus stops will be important as additional residents who lack vehicles move into the area.

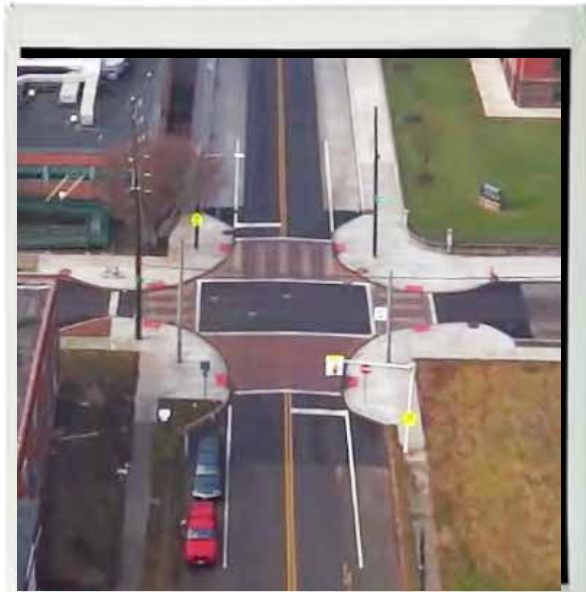


Car2Go

CAR SHARE

The car-share service Car2Go began operations in Columbus in 2013. Their all-inclusive rent-by-the-minute approach operates in designated service areas. In these areas, vehicles can be picked up and parked when done with use. The portion of West Franklinton north of I-70 is included in the service area. For those with a valid driver's license and bank account, this can serve as another means of mobility that is often more convenient than the bus, but presents a much lower entry cost than full car ownership.

TRANSPORTATION: RECENT CITY PROJECTS



Town/Hawkes Intersection

TOWN STREET INTERSECTION IMPROVEMENTS

As a result of the 2008 Franklinton Community Mobility Plan, the City of Columbus implemented intersection improvements on Town Street. The intersections of Town/Hawkes and Town/Avondale have been rebuilt. The design includes permanent intersection “bump-outs,” brick-patterned crosswalks, new sidewalks and ADA accessible curb ramps.

With a focus on pedestrian scale and accessibility, these improvements can serve as a prototype for similar intersection upgrades in that corridor and elsewhere throughout West Franklinton. The Mobility Plan has identified numerous intersection locations for similar upgrades.



Central/Town Intersection

SIDEWALKS / SAFE ROUTES TO SCHOOLS

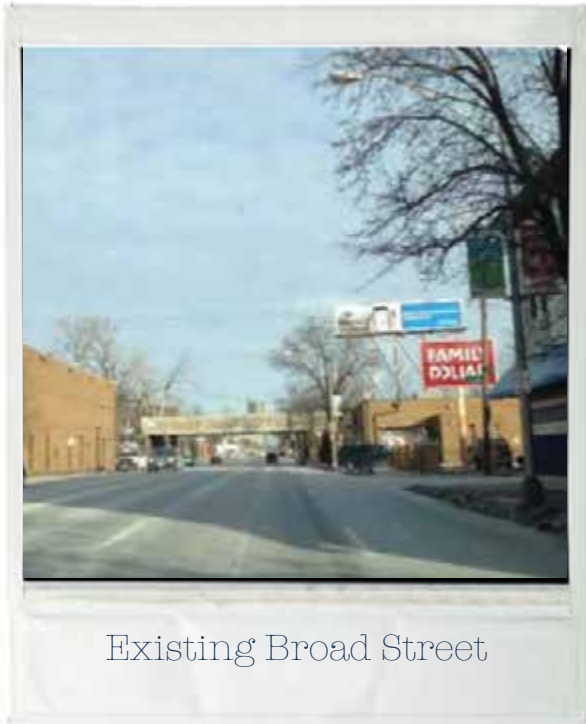
Quality pedestrian connections are lacking on many neighborhood streets. Key areas have been addressed, particularly in creating safe access routes to schools.

In conjunction with the construction of the new Starling Middle School, new sidewalks and ADA accessible curb ramps were installed in the area of the Town and Central Avenue intersection.

Other projects, recent or underway:

- Railroad underpass sidewalk improvements - Broad, Town, Souder, Yale, and Central
- Rich Street sidewalk - Central to Yale
- Sullivant Avenue bikeway sharrows - Hague to Yale

TRANSPORTATION: CITY PLANNED PROJECTS



Existing Broad Street

BROAD STREET RESURFACING

The City of Columbus has two significant roadway updates planned for West Franklinton. The first is a resurfacing of Broad Street which will enable the implementation of numerous “complete streets” approaches. The city is studying potential options which include some combination of the following elements at different portions of the corridor: fewer travel lanes, narrower travel lanes, on-street parking, bike lanes, and in-lane

bike sharrows. Other improvements that could be considered as longer-term improvements include intersection corner bump-outs, pedestrian-scale lighting, sidewalk upgrades, and alternate crosswalk materials.

The Broad Street resurfacing in West Franklinton is part of a larger project extending to the west, where the Hilltop Road Diet project is working to slow traffic speeds and improve bicycle access. To the east, improvements are planned to the East Franklinton portion of Broad. Near the river on the Scioto Peninsula, Broad Street improvements are in the planning stages. The goal in that area is not only to improve the roadway, but also to improve pedestrian connectivity across Broad Street in the area with significant community institutional uses. Crossing the river, the Downtown Action Plan recommends continuing a version of the road diet approach through downtown.

A further description of the community input and potential collaborative Urban Infrastructure Recovery Fund (UIRF) funding options for the West Franklinton portion of the Broad Street corridor can be found in the Capital Improvements chapter (see pages 128, 129 and 137).



EXTENTS OF PLANNED BROAD STREET CHANGES

RICH AND TOWN TWO-WAY

With completion of the ODOT Columbus Crossroads project, access to Town and Rich streets from SR 315 north will also include access to Sullivant Avenue. It is anticipated that this change will help to facilitate conversion of Town and Rich streets to two-way operation under the SR 315 bridges. This will alter the last section of one-way operation on these streets, resulting in two-way operation throughout the neighborhood on Town and Rich. Since ODOT does not anticipate rebuilding the overpass bridges to accommodate wider Rich and Town streets, the addition of the Sullivant access point should help to disperse traffic over several streets, helping reach the thresholds needed to accommodate two-way operation within the existing street widths.

Note that a study is in progress evaluating the feasibility of extending the two-way treatment of Rich and Town streets underneath the SR 315 underpass see (pages 45 and 47).



Two-Way Town Street



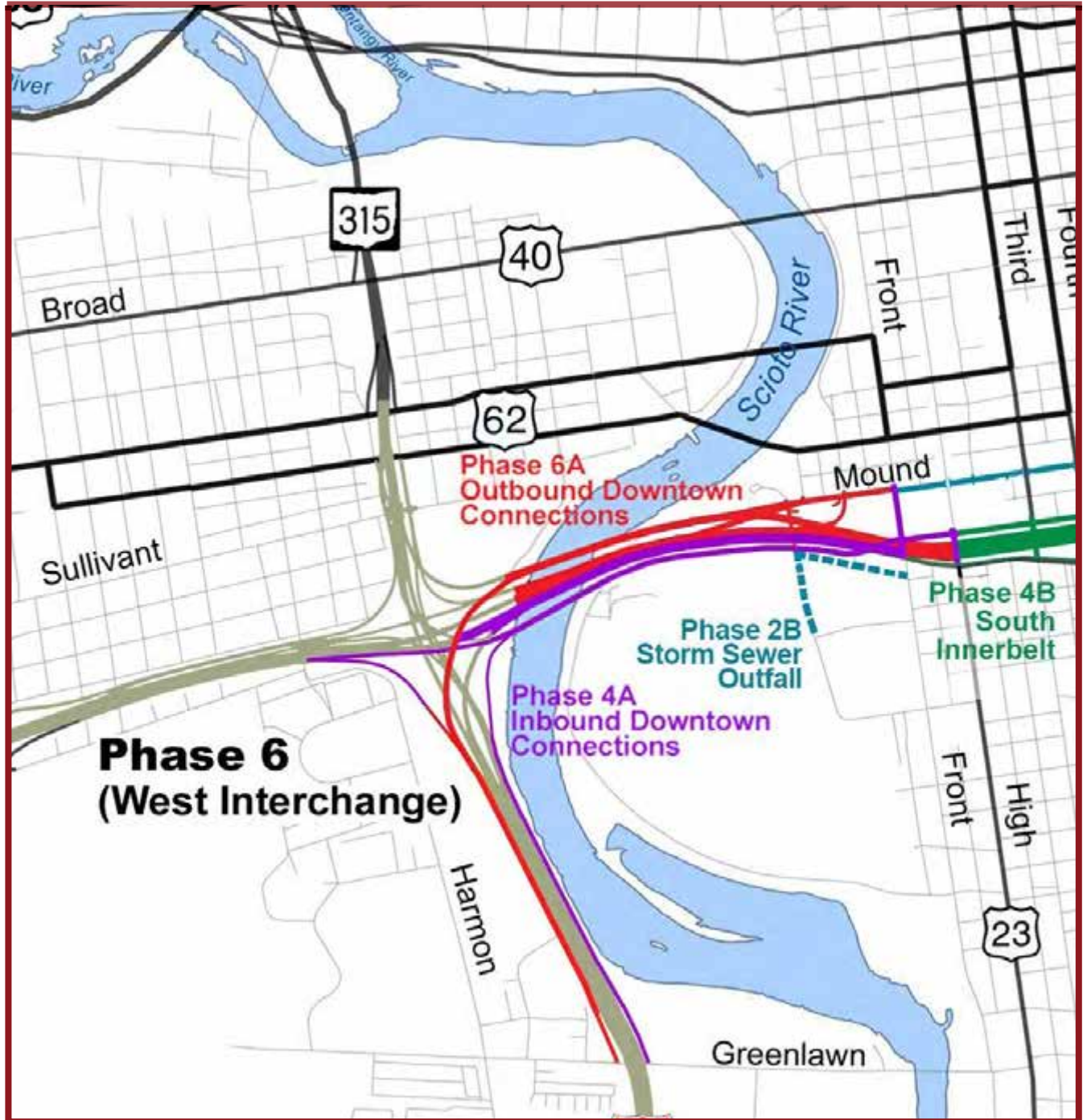
POTENTIAL HIGHWAY RAMP CHANGES
Could facilitate conversion of Town and Rich to two-way operation



One-Way Town Street

Study Area

TRANSPORTATION: ODOT PLANNED PROJECTS



COLUMBUS CROSSROADS PROJECT
Phasing diagram



Crossroads Construction

As part of the Columbus Crossroads project, the Ohio Department of Transportation is in the midst of a large-scale rebuild of the highways through downtown Columbus. The last phase of this multi-decade project is labeled as Phase 6 and directly impacts West Franklinton.

This will place more emphasis on access to the neighborhood at Broad Street from the west and on Greenlawn from the south. The changes are as follows:

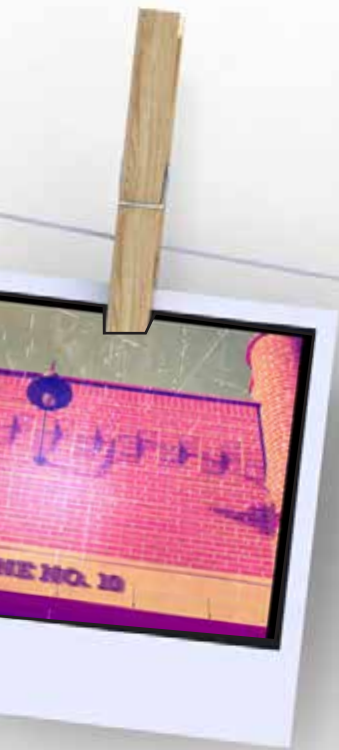
- Elimination of I-70 eastbound to SR-315 northbound
- Elimination of the I-71 northbound to Mound Street
- Elimination of SR-315 southbound to Greenlawn Avenue

Access to Town and Rich streets from SR 315 north will also include access to Sullivant Avenue. It is anticipated that this change will help to facilitate the change to Town and Rich streets to two-way under the SR315 bridges. Improvements to the pedestrian realm under these bridges and on top of the Broad Street bridge might mirror updates made elsewhere in the larger innerbelt rebuild project.

Repair and expansion of the ramps to SR 315 will require encroachment into the neighborhood along Thomas Avenue. The Bellows Avenue School is now located only a few feet from the elevated highway section and is scheduled for demolition with the construction of Phase 6. In addition, some number of homes along Thomas have been discussed for potential demolition in order to accommodate the realigned ramp. ODOT is conducting a public process throughout 2014 to collect feedback on the construction design for this phase.



Bellows Avenue School





MARKET ANALYSIS



Market Analysis

INTRODUCTION AND RESIDENTIAL ANALYSIS

INTRODUCTION

The purpose of the market analysis was to identify short- and long-term market-supported opportunities and align them with ongoing redevelopment strategies for the West Franklinton Planning Area. This was done as part of an overall comprehensive land use planning effort.

The recommendations for short-term opportunities represent uses which are supported within a five-year period based on current market conditions and redevelopment efforts. Long-term opportunities, 10 years and beyond, were identified and used to assess local aspirational goals of the community and in identifying realistic steps toward creating a more vibrant and sustainable neighborhood.

RESIDENTIAL ANALYSIS

West Franklinton is a large planning area, one of Columbus' largest historic neighborhoods. Because of the expansive nature of the area and the diverse locational market dynamics, the most effective way to analyze the housing market is to divide it into more manageable submarkets. The neighborhood was divided into seven housing submarkets for further analysis based on the following criteria:

- Thoroughfares and mobility patterns
- Socio-economic characteristics
- Hard boundaries (e.g. railroads, highway)
- City block orientation

Housing Type

In comparison to the City of Columbus, West Franklinton has a slightly higher single-family housing stock; much higher share of duplexes (+8.7%), and a significant shortfall of higher-density multifamily housing of 3 or more units.

MARKET STUDY SUB-AREAS



HOUSING TYPE				
SUBMARKET	SINGLE-FAMILY	DUPLEX	3+ UNITS	TOTAL
WEST FRANKLINTON	1946	926	1224	4096
NEIGHBORHOOD %	47.5%	22.6%	29.9%	100.00%
CITY OF COLUMBUS %	45.7%	13.9%	39.5%	100.00%
DIFFERENCE	+1.8%	+8.7%	-9.6%	

Rental Housing – Subsidized

The subsidized rental housing represents 16.0% of the overall housing stock in West Franklinton. The Far South has 60% of the West Franklinton’s subsidized housing and another 100 units will be added by Volunteers of America (VOA) at West Edge. The Central West and East areas have 13.4% and 12.9% shares of subsidized housing respectively. Subsidized rental housing is nearly nonexistent in the areas of West Franklinton north of Broad Street and south of Sullivant Avenue.

Rental Housing – Market-Rate

West Franklinton represents one of the lowest rent tier neighborhoods in Columbus. The highest achieved rents are well below the average regional rents. Despite the general lower quality of much of the housing stock, there is limited availability among all unit types in West Franklinton. Research indicates a rental housing vacancy rate below 5%.

For-Sale Housing

Homes in West Franklinton in move-in ready condition (no significant work needed) are typically priced at \$50,000 and higher. A correlation with that price point is that homes purchased below \$25,000 will typically require more reinvestment costs than the actual acquisition price. Homes within this price category represented one-fifth of the valid home sales in West

Franklinton. Most of these homes are bank financed and owner-occupied.

A total of 29 single-family homes priced above \$85,000 were sold in the neighborhood from 2008 through 2013. All of these were subject to housing program incentives/abatements/subsidies.

Vacant Housing

Successful redevelopment must address the prevalence of vacant/boarded-up homes which adversely impact the neighborhood’s marketability. As of January 2013, there was an inventory of 568 vacant homes in West Franklinton. The city has made this a priority issue and has taken steps to expedite the transfer of vacant properties to the city land bank to facilitate reuse/redevelopment.

The following pages outline a vacant property strategy developed in collaboration with the city land bank. This strategy is intended to guide the use of acquired properties and could be adapted to both acquisition and disposition strategies for those parcels.

City blocks are categorized based on the characteristics of that particular block. This categorization (A, B, C, or D) guides the appropriate strategies for acquisition and use of vacant properties.

Market Analysis

VACANT PROPERTY STRATEGY

A

MINOR HOME REPAIR TO SUBSTANTIAL REHAB

- More than 1/2 of the block has housing stock in move-in condition (valued over \$50,000)
- Average home value of \$55,000
- More than 1/2 of the blocks have amenities (boulevard green, schools, parks, library, Gladden House, garden lot)
- Highest duplex share (28.3%), best opportunity for market to support conversion to single-family homes, encouraging homeownership



BLOCK A STRATEGY FOR VACANT PROPERTIES

- Best opportunity for market to support new construction and market rehabilitation of existing structures

MINOR HOME REPAIR TO MODERATE REHAB

B

- 30% of housing stock in move-in condition
- Average home value of \$45,000
- 20% of housing have amenities
- Also a high share of duplex rentals (26.7%), conversion price may be too high for this group



BLOCK B STRATEGY FOR VACANT PROPERTIES

- Best opportunity to support improvements to existing structures (still may require some level of public subsidy)

C

MINOR HOME REPAIR AND/OR DEMO WITH GREEN RE-USE OF LOT (ADD BLOCK AMENITIES)

- 15% of housing stock in move-in condition
- Average home value of \$38,000
- Less than 10% have amenities
- Largely single-family homes; low share of duplexes (11.2%)

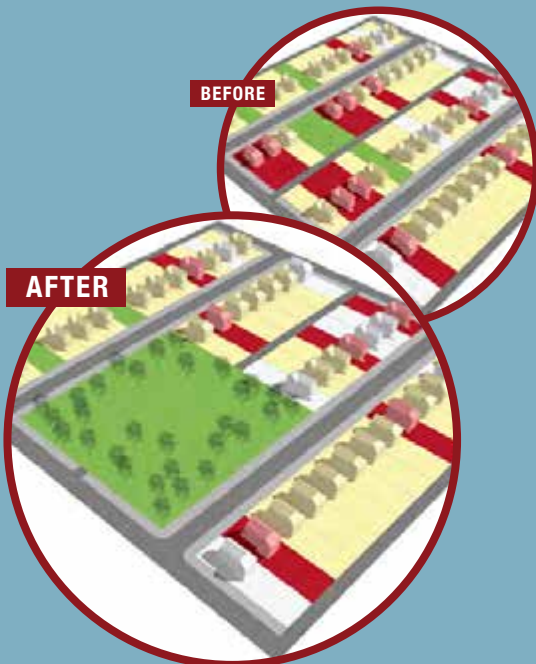


BLOCK C STRATEGY FOR VACANT PROPERTIES

- Best opportunity for limited improvements to existing structures (still may require some level of public subsidy), or demolition and garden/yard improvements for adjacent homeowners

CRITICAL MASS REDEVELOPMENT OPPORTUNITIES

D



- Less than 10% of housing stock in move-in condition
- Less than 25% homeownership rate (35% in other groups)
- Average home value of \$35,000
- 20% of housing stock - duplexes
- No amenities (e.g. schools, green space, cultural assets)

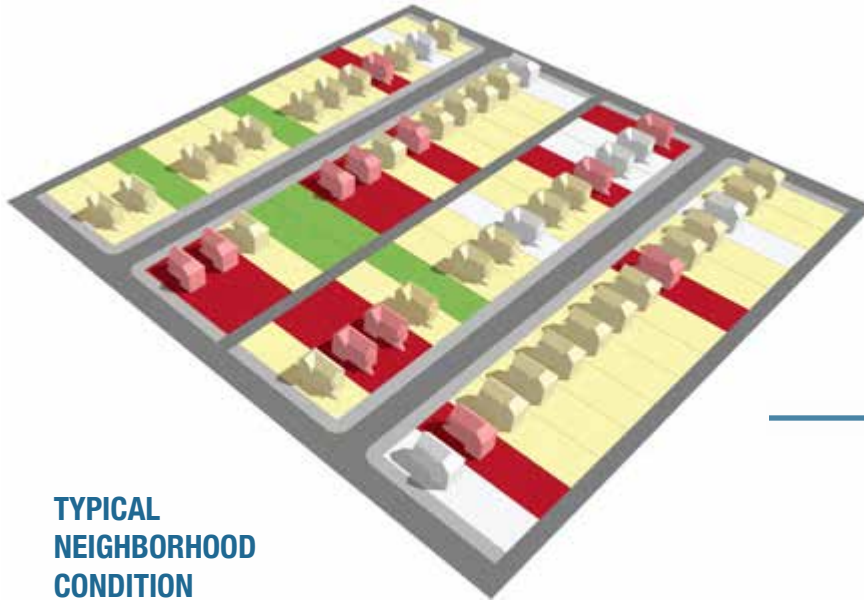
BLOCK D STRATEGY FOR VACANT PROPERTIES

- Best opportunity to clear and hold land, assembling larger sites for future parkland or development

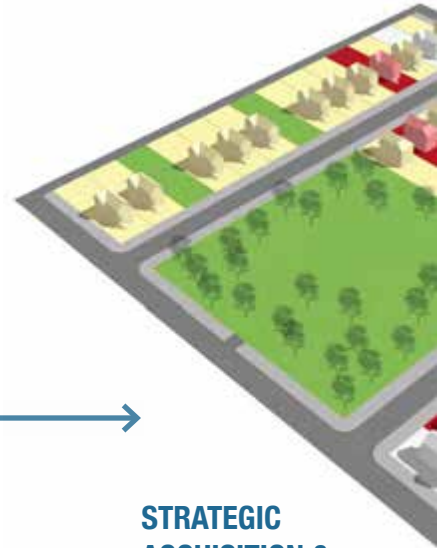
Market Analysis

VACANT PROPERTY STRATEGY

PARK SCENARIO

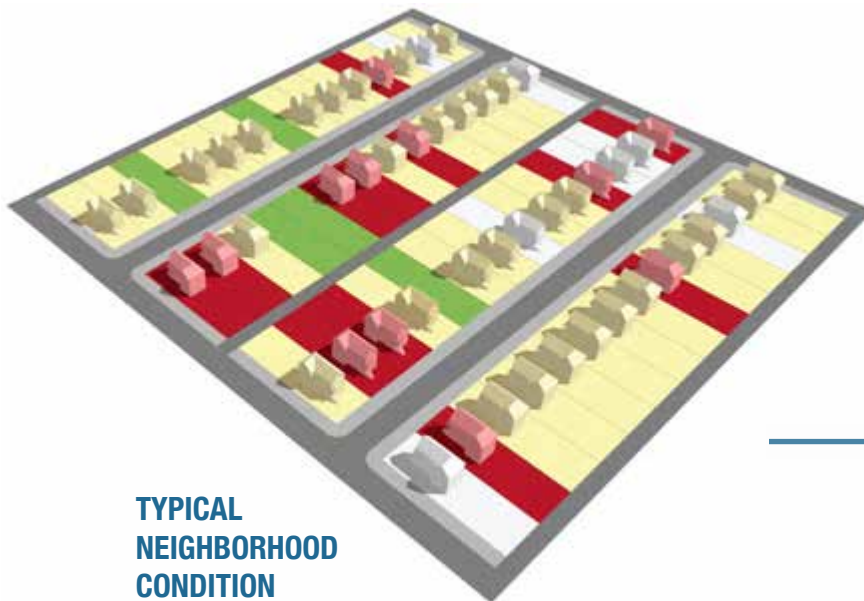


TYPICAL
NEIGHBORHOOD
CONDITION

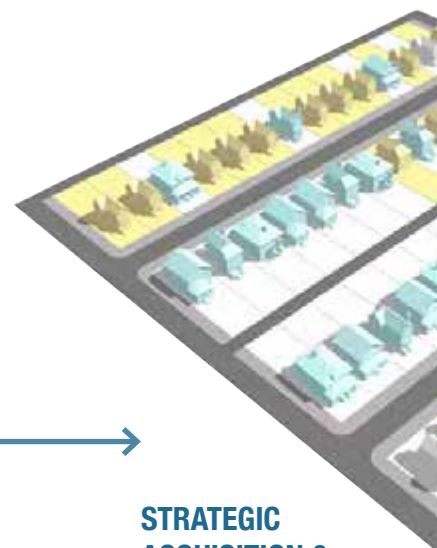


STRATEGIC
ACQUISITION &
PARK DEVELOPMENT

INFILL DEVELOPMENT SCENARIO



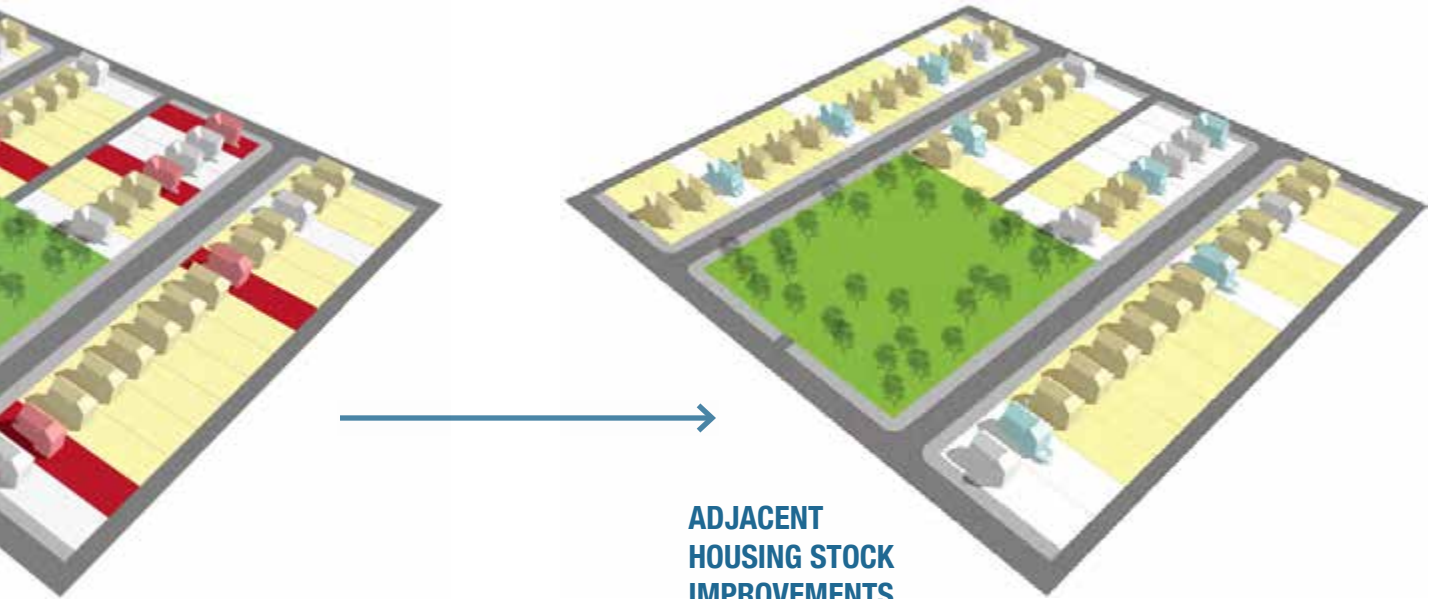
TYPICAL
NEIGHBORHOOD
CONDITION



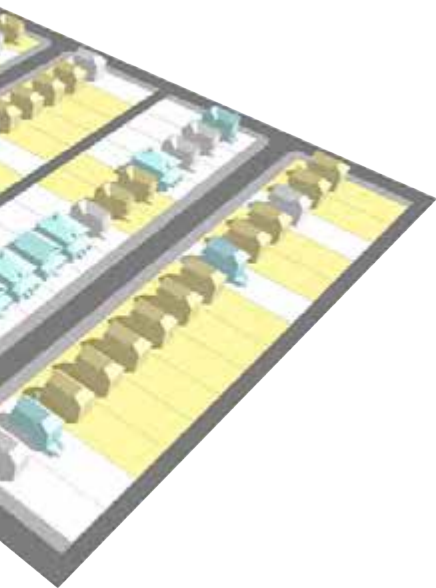
STRATEGIC
ACQUISITION &
INFILL HOUSING
DEVELOPMENT







CRITICAL MASS REDEVELOPMENT OPPORTUNITIES

Certain blocks in West Franklinton are ideal for assembling groups of vacant structures and vacant lots in order to create a critical mass of property. The graphic examples shown here indicate how such parcels could be assembled to create a neighborhood park or infill housing.



**ADJACENT
HOUSING STOCK
IMPROVEMENTS
ENHANCED BY
PARK INVESTMENTS**



KEY	
	PARK
	NEW INFILL HOUSING
	HOUSE IN MOVE-IN CONDITION
	HOUSE IN MODERATE CONDITION
	VACANT HOUSE
	VACANT LOT

Market Analysis

RESIDENTIAL OPPORTUNITIES

MARKET-RATE RENTAL HOUSING

Attracting new residents to West Franklinton requires a variety of rental housing stock. The neighborhood is under-served by high density market-rate multifamily housing. The large underutilized parcels in the 315 Gateway area combined with their proximity to the vibrant businesses in Downtown Franklinton make this area a candidate for multifamily development. Project amenities, such as fitness facilities, will be required to be competitive with other multifamily housing projects in regional urban districts. Approximately 150 to 200 units are needed for a development to support a comprehensive amenity package.

AFFORDABLE HOUSING DEVELOPMENT

The market can readily support a 40-60 unit apartment use developed under the Low-Income Housing Tax Credit (LIHTC) program and another 40 single-family rentals (rent-to-own) under the same program. The single-family rentals should be developed in a critical mass of at least 8 to 10 homes within adjoining blocks.

STUDENT HOUSING

Mount Carmel College of Nursing is among the largest baccalaureate nursing programs in Ohio, with an enrollment of approximately 1,200 students.

There are two resident halls on West Town Street adjacent Mount Carmel that are fully occupied and can accommodate up to 144 students. This indicates a likely opportunity to expand the existing “campus” area to accommodate more students.

FOR SALE HOUSING

Current opportunities for purchasing a single-family home in West Franklinton are generally limited to “fixer-uppers” with few move-in ready homes for sale. Ongoing rehabilitation efforts of the vacant and boarded up home inventory will continue to present new opportunities for families to purchase their first home at affordable rates.



MARKET SUPPORTED NEAR-TERM DEMAND

TYPE	TOTAL UNITS	RENT RANGE
MULTI-FAMILY		
MARKET RATE	150 - 200	\$625 - \$990
AFFORDABLE	80 - 100	\$425 - \$625
STUDENT	TBD*	

* STUDENT ENROLLMENT OF 1200 STUDENTS - ONLY 144 CURRENTLY ALLOCATED IN CAMPUS HOUSING

RETAIL ANALYSIS

RETAIL ANALYSIS

West Franklinton currently has nearly 300,000 square feet of existing ground floor retail space. The overall occupancy rate is 80.2%, approximately 10 percentage points below the Central Ohio average. There is only one conventional (suburban style) shopping center in West Franklinton, Franklinton Square, which is located at the west end of Broad Street near I-70. Generally, retail in West Franklinton is housed in mixed-use buildings built in an urban style.

The West Broad Street corridor has 75% of West Franklinton’s overall ground floor retail space, followed by Sullivant Avenue (18.3%), and five nodes scattered in the neighborhood (7.0%). Due to the location of the primary retail corridors north of

I-70, that area was the focus of the retail analysis. Retail areas south of I-70 such as Mount Street and Greenlawn were included in the data collection and analysis, however.

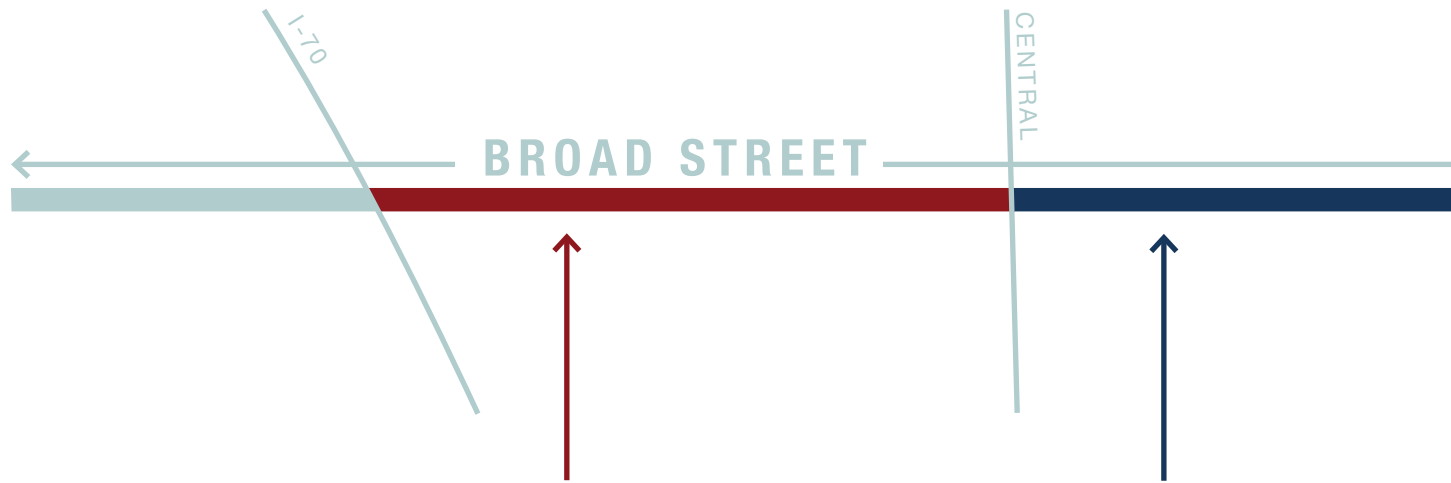
Based on current population and visitor usage, some near-term opportunities exist for retail development, primarily along Broad Street. There are also significant potential long-term opportunities that could emerge in conjunction with the overall improvement of the neighborhood and the Broad Street commercial corridor in particular. Reestablishment of Broad Street as a thriving mixed-use corridor will be the backbone of positive future retail development in the area. These near and long-term potential opportunities are summarized for Broad Street on the following pages.

RETAIL CORRIDORS - OCCUPANCY RATE			
CORRIDOR	TOTAL GROUND FLOOR SPACE (SF)	TOTAL OCCUPIED GROUND FLOOR (SF)	OCCUPANCY RATE
West Broad Street	213,543	176,795	82.8%
Sullivant Avenue	52,256	35,468	67.9%
Various Locations	20,006	17,036	85.1%
TOTAL	285,805	229,299	80.2%

OCCUPIED GROUND FLOOR SPACE BY RETAIL TENANT TYPE (ESTIMATED SF)				
CORRIDOR	MARKET/ CONVENIENCE	RESTAURANT, TAVERN & SPECIALTY FOOD	RETAIL	AUTO SALES & SERVICE
West Broad Street	28,562	48,446	55,849	43,938
Sullivant Avenue	20,646	7,581	2,323	4,918
Various Locations	5,290	10,696	-	1,050
TOTAL	54,498	66,723	58,172	49,906

Market Analysis

RETAIL OPPORTUNITIES: BROAD STREET



WEST GATEWAY

- HIGH DAYTIME EMPLOYEE USAGE
- ONLY SHOPPING CENTER IN WEST FRANKLINTON
- MANY DRIVE-THRU USES

NEAR TERM OPPORTUNITIES

- MORE SERVICE- ORIENTED CONVENIENCE RETAIL INCLUDING:
 - DRY CLEANER
 - FLORIST
 - CAR WASH
 - ADDITIONAL BANK / ATM
 - CASUAL RESTAURANT

LONG TERM OPPORTUNITIES

- REPLACEMENT OR RENOVATIONS TO EXISTING BUILDINGS (E.G. BANKS & FAST FOOD) - RESULTING IN IMPROVED SITE DESIGN AND ACCESS

DOWNTOWN WEST

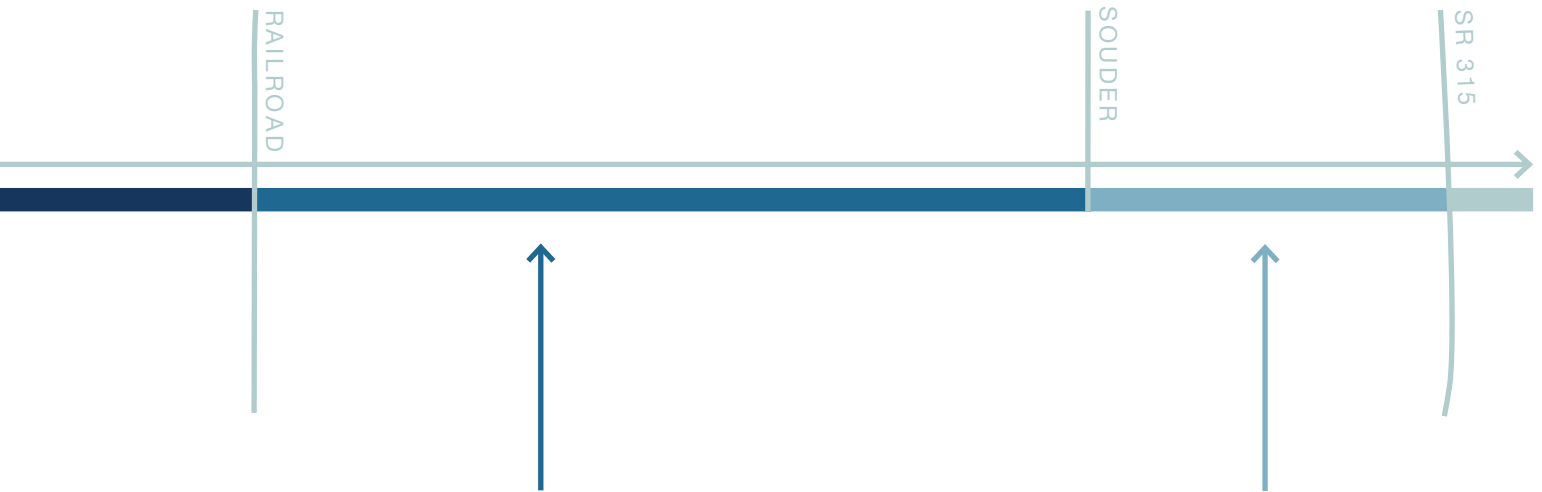
- 50,000 SQUARE FEET VACANT FIRST FLOOR SPACE
- EXISTING LONG-TERM AUTO SERVICE USES

NEAR TERM OPPORTUNITIES

- INCUBATOR BUSINESS/ TRADE SCHOOLS
- AUTO REPAIR / SERVICE

LONG TERM OPPORTUNITIES

- WILL FOLLOW DOWNTOWN AREA WITH ADDITIONAL RESIDENT/BUSINESS SERVICES
 - SMALL BUSINESS OFFICE SPACE
 - INDEPENDENT RETAIL SHOPS
 - FLEX-SPACE USE



DOWNTOWN FRANKLINTON

- RELATIVELY LOW VACANCY RATES
- CONCENTRATION OF DESTINATION RESTAURANTS

NEAR TERM OPPORTUNITIES

- 10,000 – 15,000 SQUARE FEET OF RETAIL INCLUDING:
 - FAST/CASUAL RESTAURANT
 - SPECIALTY FOOD, COFFEE SHOP, ICE CREAM
 - CONSIGNMENT SHOP
 - TAVERN
 - BARBER SHOP AND HAIR SALON

LONG TERM OPPORTUNITIES

- WITH RESIDENTIAL GROWTH AND ADDITIONAL VISITORS, OTHER RETAIL MAY INCLUDE:
 - ANTIQUE STORE
 - GIFT/HOBBY/BOOK SHOP
 - VINTAGE SHOP
 - MORE RESTAURANTS

315 GATEWAY

- HIGH VACANCY RATES RESULTING FROM UNUSED GRAHAM FORD SITE
- RELATIVELY CONSOLIDATED PROPERTY OWNERSHIP

NEAR TERM OPPORTUNITIES

- GRAHAM FORD SITE REDEVELOPMENT
- FIRST FLOOR RETAIL ASSOCIATED WITH NEAR-TERM DEVELOPMENT NORTH OF BROAD STREET

LONG TERM OPPORTUNITIES

- FIRST FLOOR RETAIL/COMMERCIAL ASSOCIATED WITH LONG-TERM MIXED-USE REDEVELOPMENT

Market Analysis

RETAIL OPPORTUNITIES: GROCERY CASE STUDY

Throughout the West Franklinton planning process, a full-service grocery store was the most sought after retail business to add to West Franklinton.

With such overwhelming interest in this use, the planning team researched the potential for West Franklinton to attract a full-service grocery while also framing the results as a basis for understanding the overall market demand for a variety of uses. In short, the current demographics, spending patterns and market conditions do not support a grocery store in West Franklinton in the short-term.

The investigation into the steps needed to attract a grocery to West Franklinton set the parameters for what would likely be needed to jump-start thriving retail in general. The grocery can be looked at as a bellwether use, whereby the spending patterns that could attract one, would indicate a healthy overall environment for other investment.

The following outlines a scenario under which the area could potentially attract a grocery store operator in the long-term:

GROCERY SCENARIO

Household growth and income diversity in Franklinton are key to attracting a full-service grocery store and even more resident-specific retail. The average annual household spending for at-home consumption of food and beverages for Franklinton residents is \$2,100, nearly half that of the average City of Columbus resident (\$4,000). If neighborhood growth continues to be concentrated at the same income level, the household base in Franklinton would have to more than double (from 3,600 to 8,500) to support the average supermarket which has gross

annual sales of \$17.8 million. Therefore, income diversity is a critical factor in increasing neighborhood spending and attracting more retailers. As a 10-year goal, increasing the household base to 5,900 could reach the grocery store threshold sales amount of \$17.8 Million.

The accompanying charts indicate a direct strategy that could accomplish this increase in income-diversity and spending power. This would require:

- Maintaining the existing buying power of the 3,600 households already in West Franklinton
- Realizing the vision articulated in the East Franklinton Plan to add 1,800 new units, most of which will likely be developed at market rate
- Adding 300 units to West Franklinton residential neighborhoods by rehabbing vacant houses or building infill houses on vacant lots (at Columbus average median household income levels)
- Adding 200 high-density market rate units at a key redevelopment site such as near SR 315 where vacant land currently exists (at Columbus MSA average median household income levels)

It is important to note that having the spending power on its own is not enough to attract a grocer. There are many site-related criteria and corporate decisions that may disqualify Franklinton as a site for a grocery store. In the interim, there are several strategies that could be employed:

- Explore further expansion and partnership opportunities for Franklinton Gardens

HOUSEHOLDS REQUIRED TO SUPPORT THE AVERAGE GROCERY STORE (Current Conditions)

AREA	MEDIAN HOUSEHOLD INCOME	AVERAGE HOUSEHOLD SPENDING ON FOOD & BEVERAGE AT HOME	TOTAL HOUSEHOLDS REQUIRED TO SUPPORT GROCERY SALES
Franklinton	\$20,000	\$2,100	8,500
City of Columbus	\$40,000	\$4,000	4,500
Columbus MSA	\$50,000	\$5,000	3,500

HOUSEHOLDS REQUIRED TO SUPPORT THE AVERAGE GROCERY STORE (With Existing and Potential New Households)

AREA	HOUSEHOLDS	TOTAL SPENDING	CUMULATIVE SPENDING
Franklinton	3,600 Existing	\$7.5 Million	\$7.5 Million
East Franklinton	1,800 New*	\$8.1 Million	\$15.6 Million
West Franklinton	300 Additional (vacant rehab & infill)	\$1.2 Million	\$16.8 Million
West Franklinton	200 High-Density Housing Units	\$1.0 Million	\$17.8 Million 5,900 Households (10-Year Period)
	5,900 Households (10-Year Period)	\$17.8 Million	

*** SOURCE: NOVEMBER 2012, EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT PLAN**

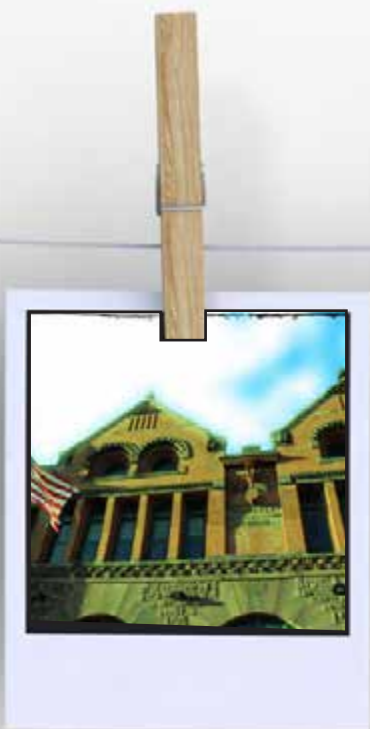
- Continue to get local market owners to improve curb appeal and sell fresh produce as they did at the Broad & Princeton Market
- Start a cooperative as was done on the east side of Columbus (Near East Side Cooperative)
- Incentivize a small grocer (approximately 15,000 square feet) as a tenant of a larger mixed-use development. Example: A

16,000 square foot grocery was built in Cleveland partially funded through a local foundation and federal funds (Constantino’s Market in Uptown)

- Seek federal funds available to areas characterized as “food deserts”
- Attract Project Related Investment (PRI) from local foundation(s)



<< PLAN RECOMMENDATIONS



Study Area

PLAN RECOMMENDATIONS: LAND USE

Land use defines how a property and/or a building is used: single family residential, a business, or mixed use in the same building (for example, retail on the first floor and residential on upper floors). For neighborhoods to be sustainable over the long term, it is important that a mix of uses is provided. This means that people can live, shop and perhaps work in their neighborhood. This mix of uses provides for a stable economic and residential base. It also supports walking and biking as options to driving, provided densities (number of units per acre) are sufficient to encourage such transportation options (such as short walking distances between a home and shops).

The Land Use Plan recommends future land uses for the West Franklinton. The map legend corresponds with table on pages 72-73, which provides generalized descriptions of the recommended land use classifications. Density recommendations from the table 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 a specific rationale supporting the higher density should be provided.

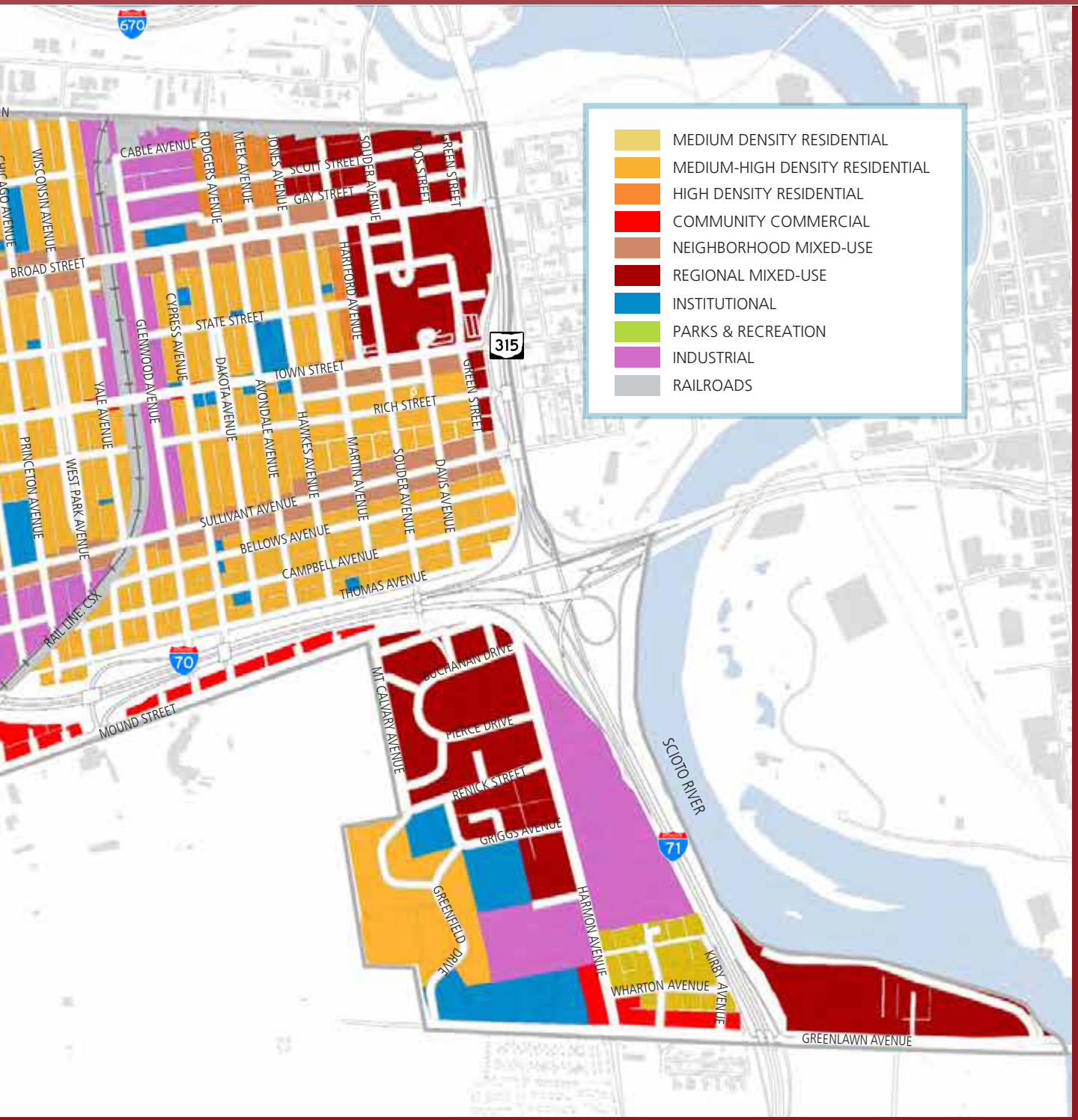
FUTURE LAND USE RECOMMENDATIONS

The following are land use recommendations for West Franklinton:

1. Maintain medium density residential land uses throughout existing residential neighborhoods.
2. Preserve institutional uses including schools, churches and public services.
3. Refine boundaries of industrial areas to accommodate industrial market and



PROPOSED LAND USE PLAN

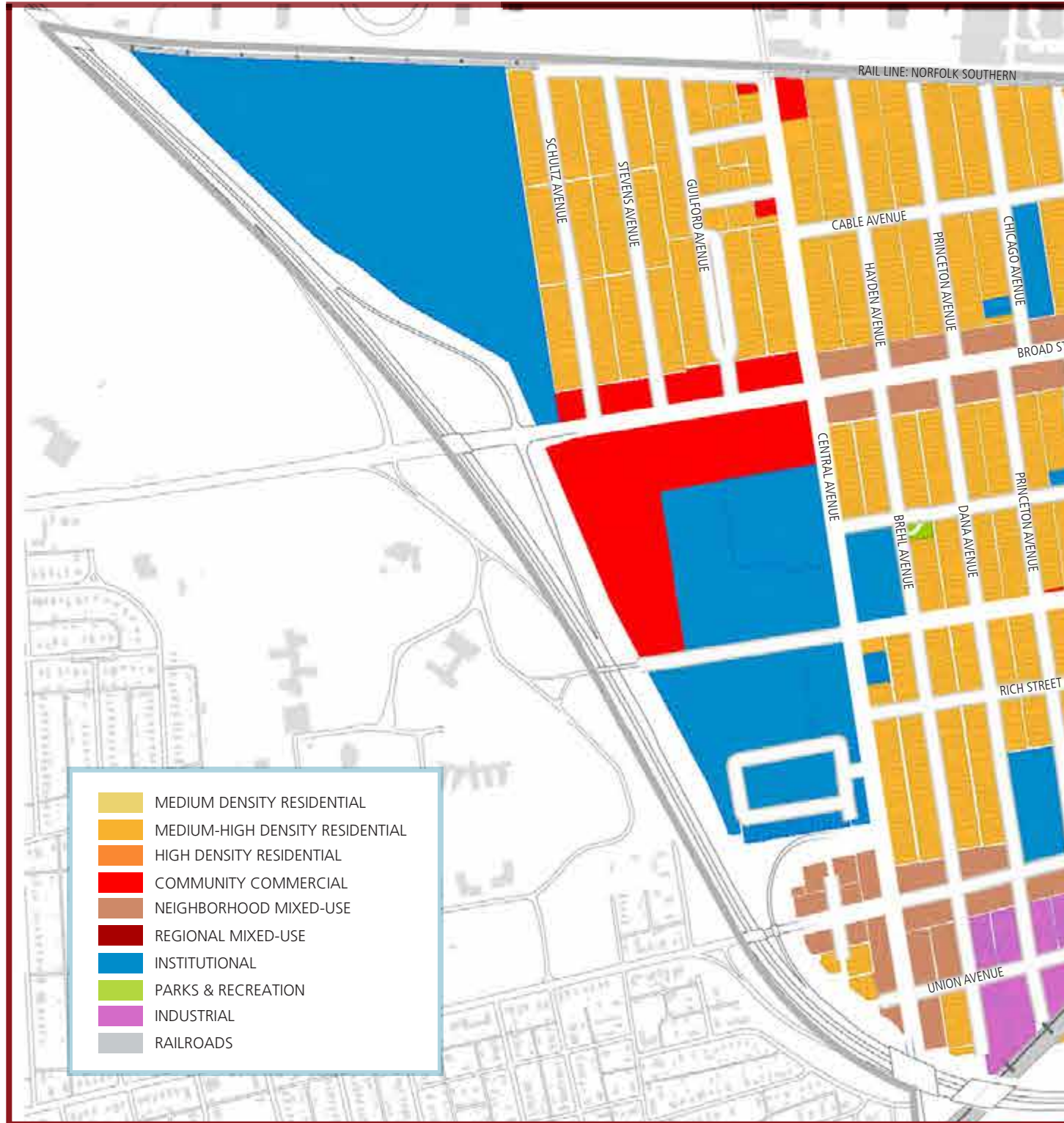


Study Area

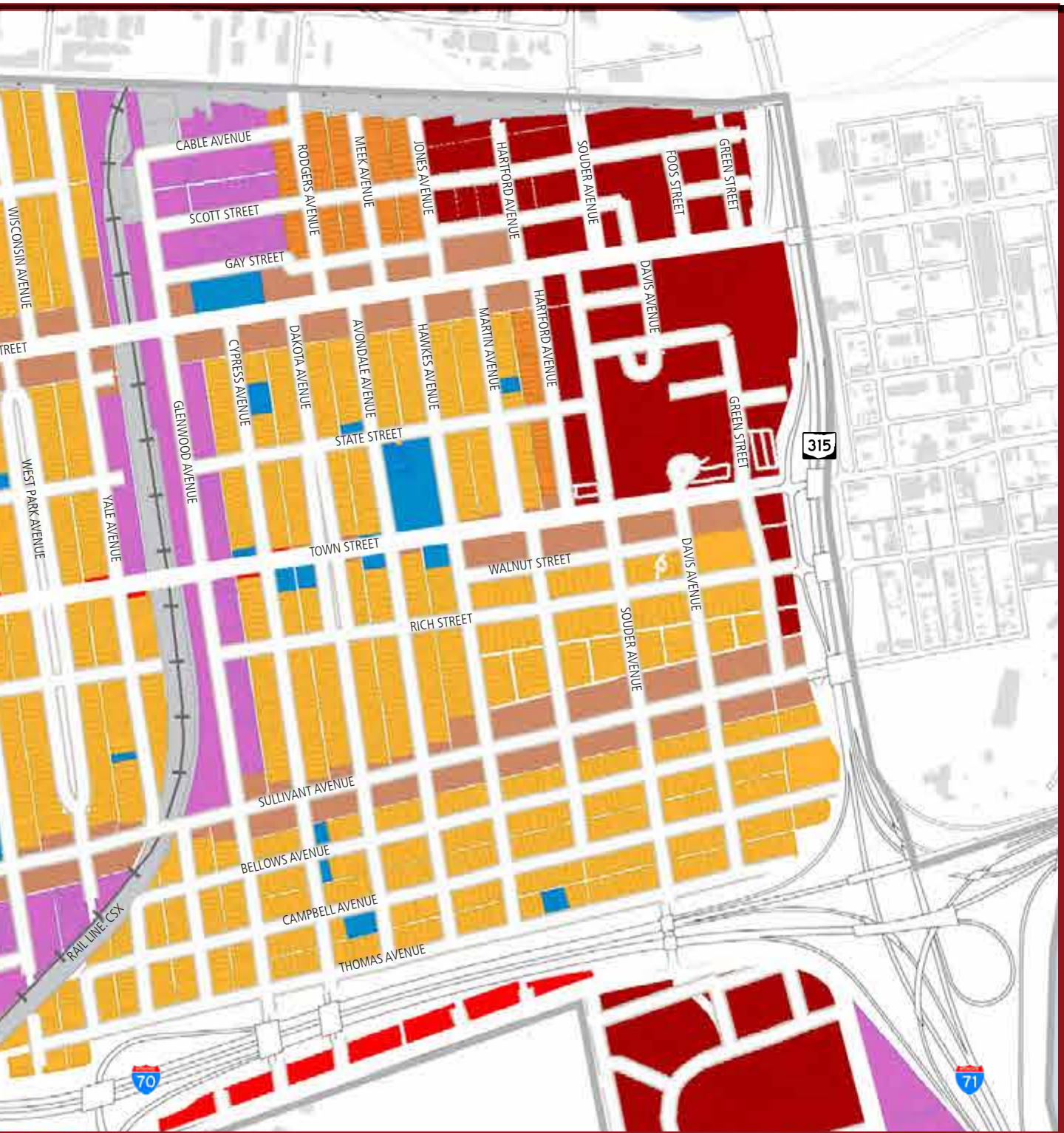
PLAN RECOMMENDATIONS: LAND USE

PROPOSED LAND USE

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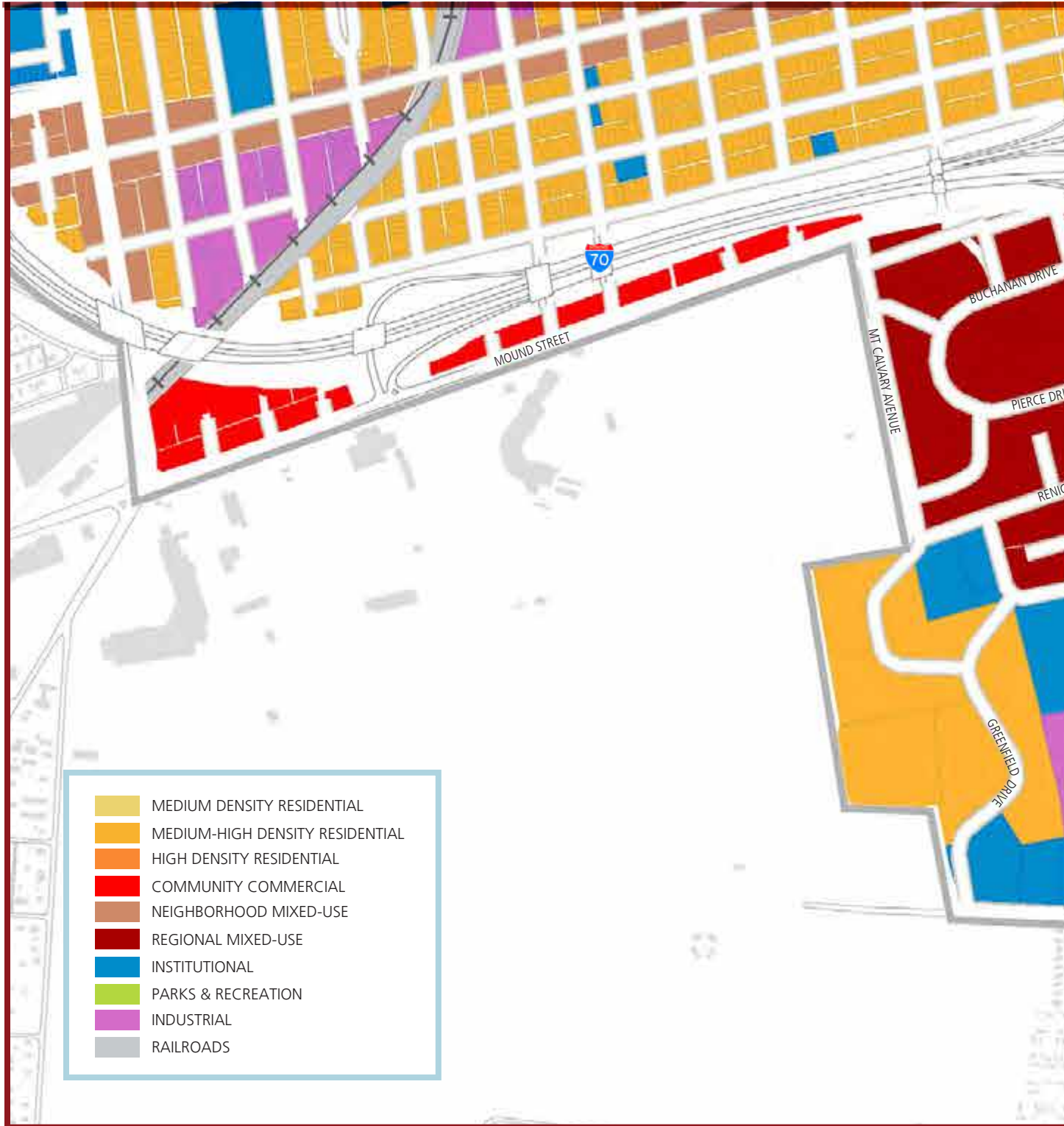


PROPOSED LAND USE PLAN: NORTH STUDY AREA

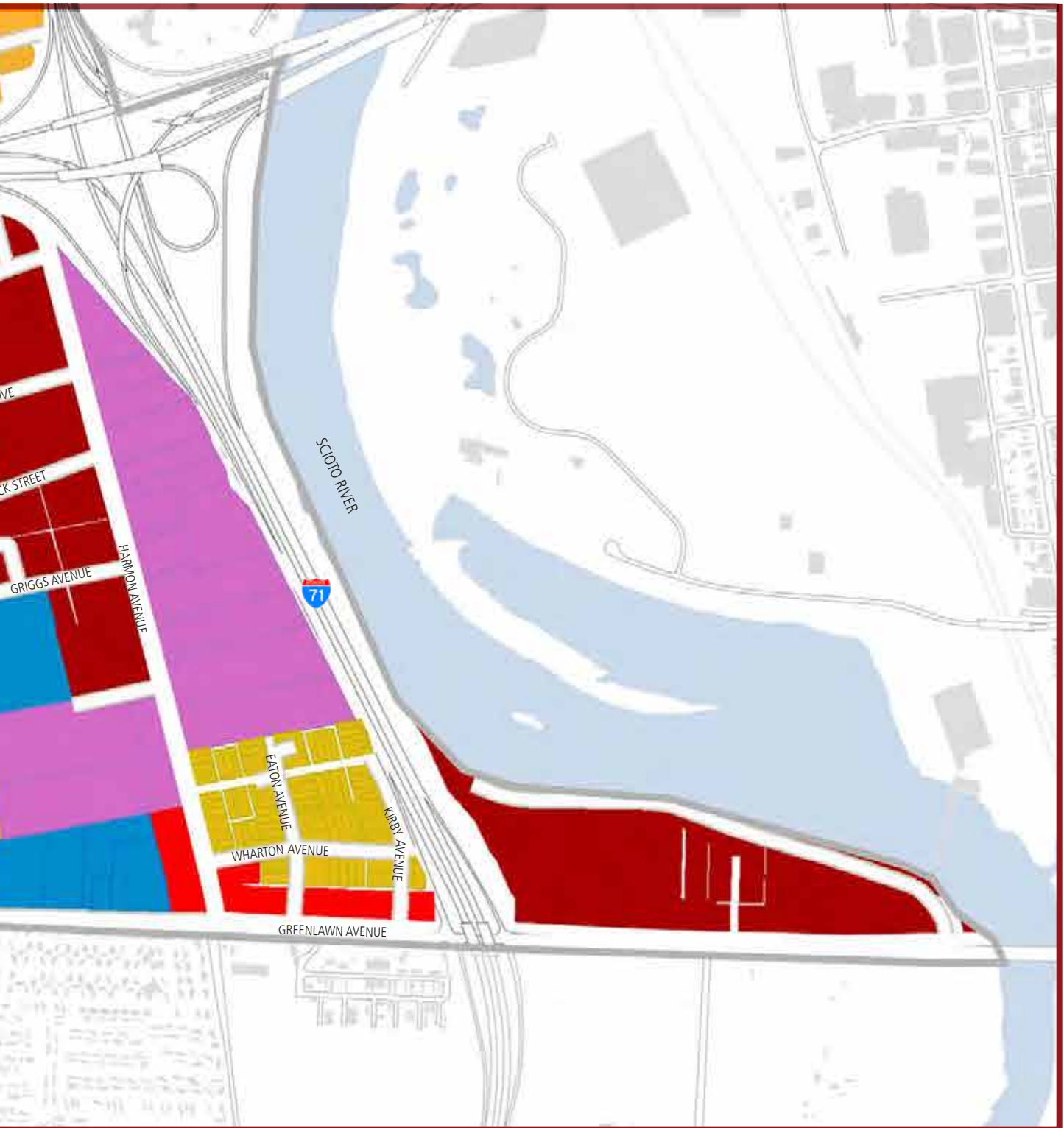


Study Area

PLAN RECOMMENDATIONS: LAND USE



PROPOSED LAND USE PLAN: SOUTH STUDY AREA



PLAN RECOMMENDATIONS: LAND USE

to minimize conflicts between industrial and residential uses. The neighborhood north of Broad Street, immediately east of the CSX rail corridor may benefit by conversion of properties into a cohesive industrial district in the area west of Rodgers Avenue. The area adjacent to the rail corridor south of Sullivant and east of Central may also be a good location for this approach.

4. Maximize economic development opportunities by establishing a Regional Mixed Use Zone along SR 315, the hospital campus, and the SR 315 Gateway.
5. Preserve Broad Street as a Neighborhood Mixed Use Corridor.
6. Establish a Community Commercial Overlay for the West Gateway.
7. Encourage clustering of retail opportunities along Sullivant Avenue while anticipating a mix of residential and office uses between these nodes. Residential, home office and professional uses would be potential uses along Sullivant Avenue between the nodes until such time as additional demand for higher-intensity uses increases.
8. Establish a Community Commercial Overlay for retail areas along Mound Street and Greenlawn Avenue.
9. Maximize economic development opportunities by establishing Regional Mixed Use Zones along Harmon and Greenlawn Avenues, east of I-71.
10. Preserve existing industrial uses along the Harmon Avenue corridor.
11. Isolated residential uses south of I-70 remain, but a transition to industrial or commercial uses would also be a logical long-term evolution of land use.
12. Expand institutional uses along Greenlawn Avenue, west of Harmon Avenue, and establish an appropriate

gateway to the historic Greenlawn Cemetery.

OVERALL LAND USE GUIDELINES

In addition to the targeted land use recommendations above, there are overall guidelines that apply based on specific land use types. Those land use guidelines are listed below:

General

- A. Changes in land use should be consistent with recommendations of the adopted plan.
- B. In situations where a proposed change is inconsistent with recommended land use, but is otherwise supportable, potential conflicts should be minimized through project design focusing on such elements as buffering and screening.

Community Gardens

- A. Community gardens can serve an important neighborhood role. Ideally, they should be sponsored by an organization or entity with a management plan and in consultation with key agencies.
- B. Appropriate sites for community gardens include locations with access to a source of water, near existing parks, schools, or other community facilities, as well as highly visible locations and gateways.

Corner Stores

- A. Existing “corner” retail stores/office located within residential areas offer potential benefits in that they may offer a pedestrian based destination. But they can also have negative impacts.
- B. Support for zoning or variance requests for retail or office uses in these buildings

should consider the following conditions:

- 1) The proposed use is within an existing storefront.
- 2) Evidence is provided that the development would have minimal negative impact on the surrounding residential area in terms of parking, lighting, graphics, noise, and similar issues.
- 3) Expansion of the building footprint of the retail or office use is discouraged.
- 4) Residential uses in existing units above the storefront may also be considered, provided the proposed residential use is consistent with the plan's density and other recommendations.

Institutional Uses

- A. A broad range of adaptive reuses may be appropriate for existing institutional uses and sites, but is largely dependent on the specific location and associated impacts on the surrounding neighborhood.
- B. New uses could include retail, office, education, housing, arts and entertainment, recreation, health care, and neighborhood assembly, depending on scale and intensity relative to surrounding uses and access. Retail and entertainment uses may be appropriate on commercial corridors, but not in residential neighborhoods.
- C. Site design for reuse or expansion should minimize negative impacts on adjacent properties and neighborhood character, relative to height, future access, lighting, outdoor activity, and buffering.

Neighborhood Business Districts

- A. Retail, services and office uses are critical to neighborhood business districts. In general, neighborhood plans

cannot distinguish between types of retail that are developed within business district.

- B. Sidewalk dining as an enhancement to street level activity is supported, provided ADA requirements are accommodated per Department of Public Service (DPS) approvals.
- C. Multi-family development and mixed use buildings are appropriate in neighborhood business districts and strengthen the retail market by providing more residents who are consumers.
- D. In general, expansion of commercial developments beyond an alley into primarily residential districts is discouraged. (Note: The Land Use Plan recommends residential uses for some existing parking lots (associated with commercial uses) that are across the alley behind the commercial corridors. The Plan recognizes these parking lots as permitted commercial uses, but recommends residential in order to reinforce the plan policy that, in general, expansion of commercial development beyond the alley is discouraged.) Such expansion may be supported in limited circumstances, subject to considerations such as:
 - 1) General compatibility of the proposed land use with the adopted land use plan.
 - 2) Compliance with any existing commercial overlays.
 - 3) Buffering and landscaping to minimize impacts on the adjacent neighborhood.
 - 4) Minimization of off-site impacts such as noise and light.
 - 5) Consistency with other applicable plan recommendations as well as site specific considerations.
 - 6) Attempts to preserve the existing structure, if historic or contributing.

Study Area

PLAN RECOMMENDATIONS: LAND USE

Columbus Land Use Classification

Classification	Sub-Classification	Density Guideline*	Map Color	General Description
Residential	Low Density Residential	up to 4 du/acre		This classification is characterized by low density single family residential development.
	Low-Medium Density Residential	4-6 du/acre		This classification is characterized by predominantly single-family development, with limited amounts of multifamily.
	Medium Density Residential	6-10 du/acre		This classification is characterized by residential development including both smaller lot single-family and smaller scale multifamily development.
	Medium - High Density Residential	10 to 16 du/acre		This classification is characterized by a variety of dwelling types, including doubles, townhouses and multi-family development.
	High Density Residential	16 to 45 du/acre		This classification is characterized by multi-story multifamily housing.
	Very High Density Residential	45 and higher du/acre		This classification is characterized by very dense multi-story multifamily housing.
Commercial	Neighborhood Commercial			This classification is characterized by retail, office, or institutional uses that serve the immediate neighborhood. Examples include smaller scale retail, office, or institutional uses, including gas stations with convenience stores that are built to Urban Commercial Overlay design standards.
	Community Commercial			The Community Commercial classification is characterized by retail, office, hotel, 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.
	Regional Commercial			The Regional Commercial classification is characterized by large scale shopping centers and regional malls, big box retailers, hotels, entertainment centers 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 are also be appropriate.

Classification	Sub-Classification	Density Guideline*	Map Color	General Description
Mixed Use	Neighborhood Mixed Use	16-45 du/acre		This classification is the same as the Neighborhood Commercial classification but also includes residential units located either above and/or next to the commercial, office, or institutional uses. Residential densities should fall within the range of 16 to 45 dwelling units per acre.
	Community Mixed Use	10-16 du/acre		This classification is the same as the Community Commercial classification but also includes residential units located either above and/or next to the commercial, office, or institutional uses. Residential densities should fall within the range of 10 to 16 dwelling units per acre.
	Regional Mixed Use	45 or higher du/acre		This classification is the same as the Regional Commercial classification but also includes residential units located either above and/or next to the commercial, office, or institutional uses in multistory buildings. Residential densities of 45 dwelling units per acre or higher are appropriate.
Industrial	Industrial and Warehouse			This classification is characterized by industrial, manufacturing, and warehouse uses.
Employment Center				This classification is intended for business and professional offices. It may also include light industrial operations, with retail, hotels, and other uses that are supportive of the businesses only as a secondary use.
Office				This classification is characterized by office uses.
Institutional				This classification is characterized by schools, government property, and houses of worship.
Parks/Open Space	Parks and Recreation			Parks are either publicly- or privately-owned recreational facilities and include golf courses.
	Open Space			Open space refers to natural areas that do not provide recreational facilities.

*Density guidelines reflect “net” densities. That is, the number of dwelling units per acre on the land to be developed, not counting any right-of-way (e.g., roads and/or alleys). The given density ranges and other information are guidelines that are provided to provide as clear an expectation as possible regarding future development in an area, but do not imply that development proposals will be approved at the maximum density or intensity.

Plan Recommendations

PARKS & OPEN SPACE



Existing School Facilities

West Franklinton is under-served by neighborhood parks. Although a largely residential area, current in-neighborhood recreation opportunities are largely limited to school facilities which have varying access policies. There is one city recreation center, Sullivant Gardens, in the southern portion of West Franklinton, but it is a significant distance from most of the residents and is not highly accessible by bus. Nearby neighborhoods have facilities including Dodge Park (includes a recreation center and pool), Glenwood Park (includes a recreation center and a pool), and McKinley Park (play fields), but West Franklinton community input determined that many residents find these difficult to access regularly, due to the added time and expense to reach them by walking or taking the bus.



Sports Fields at McKinley

Participants in the planning process were asked to rank their preferences for the use and make up of new park spaces. As the accompanying chart indicates, there is a distinct preference for basic neighborhood amenities such as playground equipment, paths and benches rather than programmed sports spaces.

IN ORDER TO ACCOMMODATE PARKS AND OPEN SPACE NEEDS IN WEST FRANKLINTON, THIS PLAN RECOMMENDS THE FOLLOWING:

- Park locations be acquired in each of the under-served neighborhood quadrants.
- Utilize the outlined vacant properties strategy to aid parkland assembly.

- Explore coordination with schools (public and charter) to allow evening and weekend access to playgrounds and open space.
- Include open space in the development of any new residential projects.
- Neighborhood priorities for park amenities should be considered when park development/improvement occurs (see chart below).
- Utilize the Park & Open Space Development Guidelines (see next page).
- Improve access to existing parks.



WHAT WOULD YOU MOST LIKE TO SEE IN A NEW NEIGHBORHOOD PARK?

1. PLAYGROUND EQUIPMENT

2. WALKING PATHS

3. BENCHES

4. PICNIC TABLES

5. PICNIC SHELTERS

6. HARD COURTS (BASKETBALL, TENNIS)

7. SPORTS FIELDS

Plan Recommendations

PARKS & OPEN SPACE



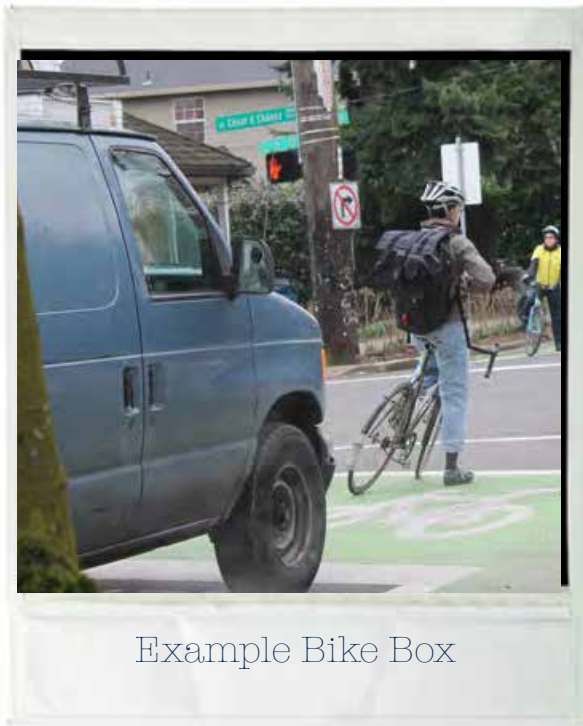
A map of a city area showing parks and open spaces. The Scioto River flows through the center. Several parks are highlighted in green: Dodge Park, Scioto Audubon Metro Park, and Sullivant Gardens Recreation Center. A red circle highlights Sullivant School. Major streets shown include S. R. 315, Harmon Avenue, and Greenlawn Avenue. A red box on the right contains development guidelines.

PARK & OPEN SPACE DEVELOPMENT GUIDELINES

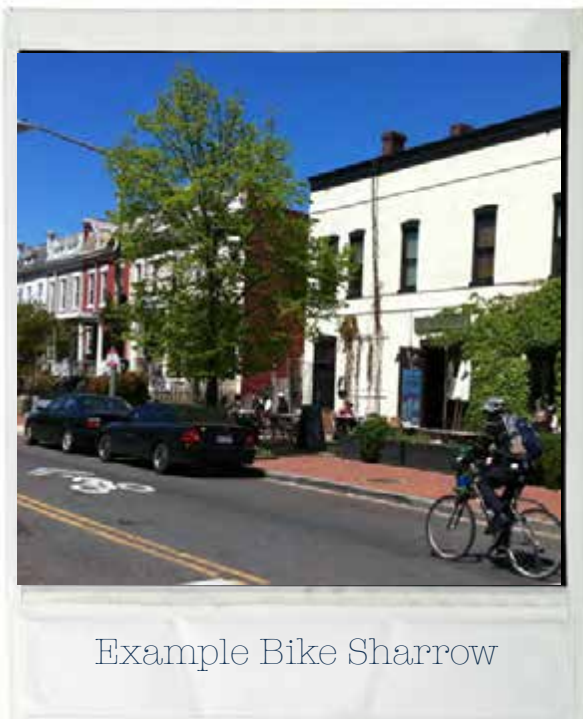
- #1: Within 1/4 mile (5 minute walk) from majority of residences
- #2: Minimum size of 1.5-2.0 acres (maximum 5 acres)
- #3: Where possible, combine with existing open spaces (e.g. school playgrounds)
- #4: Frontage and visibility from a major corridor (e.g. Broad Street, Sullivant Avenue, Central Avenue)
- #5: Homes fronting the park to maximize visibility and surveillance
- #6: Balance parkland development with ongoing investment in housing

Plan Recommendations

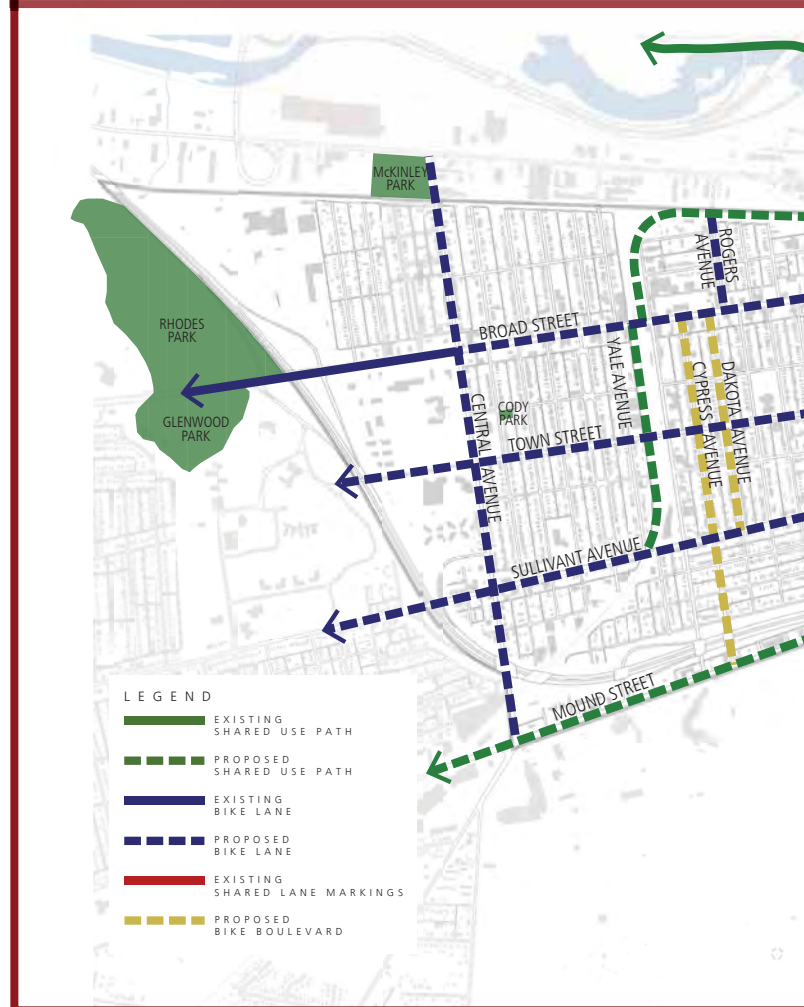
BIKEWAYS PLAN



Example Bike Box



Example Bike Sharrow

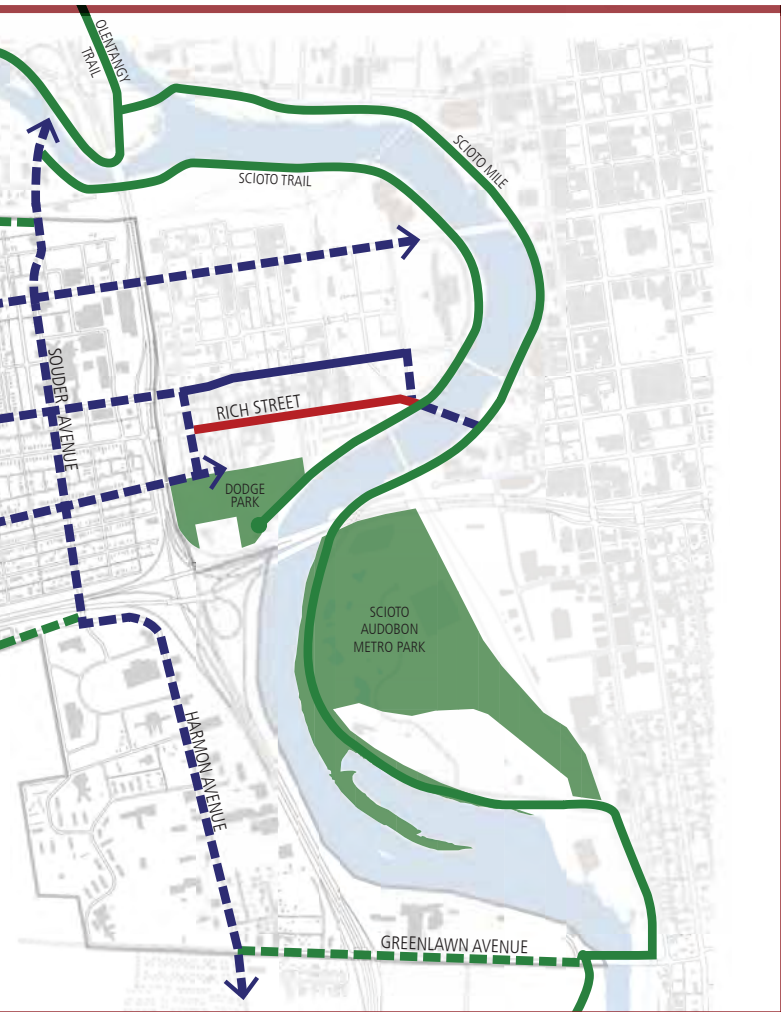


PROPOSED BIKEWAYS PLAN



CURRENT

YALE CORRIDOR ALLEY



Columbus is making great progress in becoming more bike-friendly. Improvements throughout the city include on-street bike facilities and links to the regional trail system, both of which are needed in West Franklinton. The 2008 Bicentennial Bikeways Plan initiated many of the city-wide ideas that are now being refined into the Columbus Bike Plan. The possible bikeway solutions for West Franklinton shown here could be incorporated into this larger update to the city's bike planning strategy.

Bikeway routing is a vital component of both an updated transportation network and for recreation linkages. This proposed bikeways plan incorporates two types of bikeway facilities, on-street bike routing and separate shared use trails. For the on-street improvements, options will need to be determined on a road-by-road basis based on overall width and lane usage. These options could include the use of sharrows, bike lanes, and bike boxes at intersections.

Shared use paths are suggested here for several locations. These shared use paths would serve to supplement the on-street facilities while linking future neighborhood park spaces and making connections to the larger trail network. While all locations proposed could physically accommodate the pathways, circumstances of individual ownership and property access would have to be determined in conjunction with any future project. One particular location for a combined rebuilt alley and separated multi-use path would be the alley corridor immediate east of Yale Avenue.



PROPOSED YALE PATH CONNECTION





DISTRICT CONCEPTS



Plan Recommendations

PLANNING DISTRICTS

In order to offer targeted planning recommendations, eleven smaller districts have been designated in the West Franklinton study area.

PLANNING TOOLKIT

In keeping with planning analysis and community input, planning strategies have been developed for each district. This toolkit for improvement includes concepts detailed throughout this study and are summarized here for ease of understanding. They include:



Infill Development
New development on single or scattered-sites within established neighborhoods and commercial corridors. Uses may include:

- Mixed-Use
- Commercial
- Residential
- Industrial



Area Redevelopment
Larger-scale new development on significant contiguous sites



Vacant Property Strategy
Use and/or redevelopment within neighborhoods based on developed strategy (see pages 52-55)



Increased Housing Density
Multi-unit residential projects on larger sites



Commercial Nodes
Strengthening of commercial nodes on mixed-use corridors



Overlays
Use of zoning overlays to guide new development.



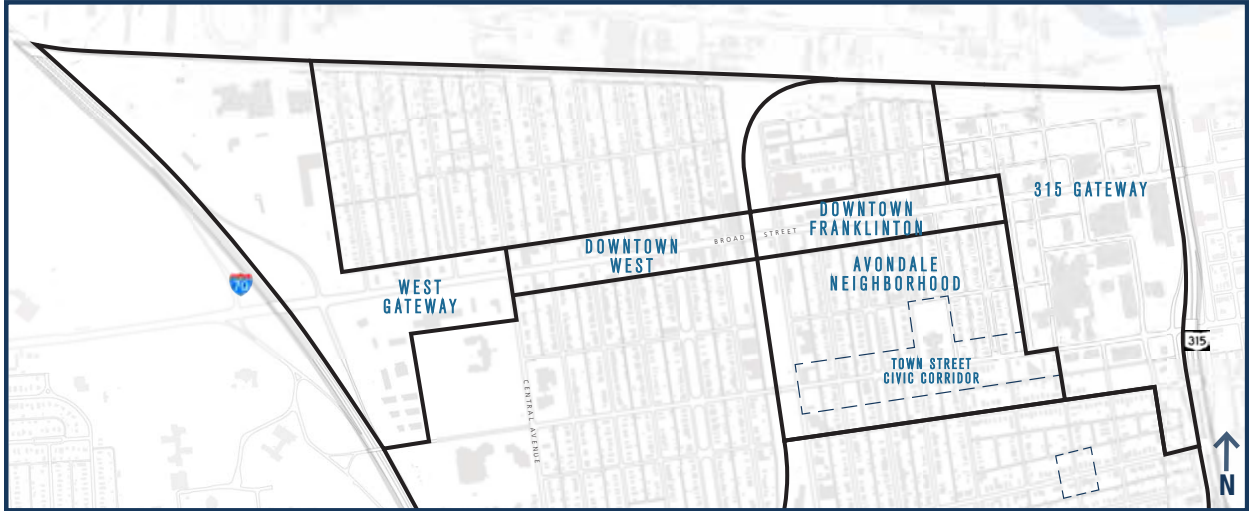
Parkland Development
Creation of parkland in established neighborhoods and in conjunction with new development



Design Guidelines
Use of design guidelines to influence new development.



Land Use
Development/redevelopment in conformance with recommended land use



FOCUS AREA DISTRICTS

DEVELOPMENT POTENTIAL

The market analysis included in this report indicates potential demand categories that could drive investment. However, this plan acknowledges that the demand does not currently exist in the neighborhood for the quantity of redevelopment shown. Build-out will depend on developing increasing interest in the neighborhood. It is the intention of this plan that a combination of approaches, including preservation and improvement of existing neighborhoods and the reuse of vacant lots will increase the population and buying power in West Franklinton. It is also anticipated that the momentum building in adjacent East Franklinton will help to spur increased development interest on the west side of SR 315 as well.



Plan Recommendations

PLANNING DISTRICTS

Within the planning districts, West Franklinton includes key focus areas where redevelopment potential is greatest. Factors in determining these focus areas included:

- Vacant or underutilized land/buildings
- Significant size
- Highly accessible via transportation network
- Potential for mix of uses
- Proximity to existing complementary commercial / employment uses
- Proximity to provide neighborhood services to existing residential districts

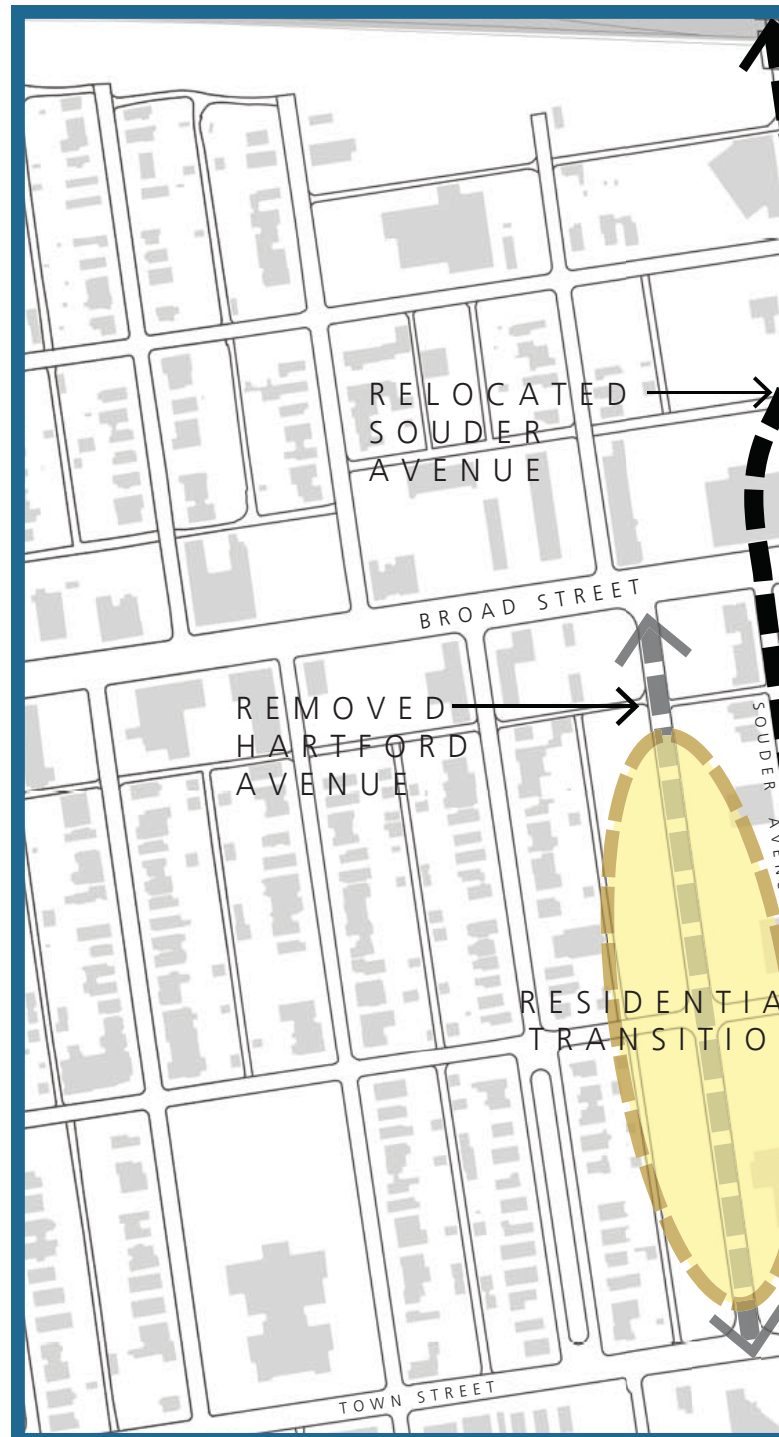
These locations were verified through the public input process with high support from both in-person and on-line survey respondents. The specific locations identified were:

- 315 Gateway
- Downtown Franklinton
- Downtown West
- Avondale Neighborhood (with Town Street Civic Corridor)
- West Gateway

The following district concepts illustrate potential improvements in the identified focus areas. These illustrative concepts are intended to be aspirational rather than prescriptive. The options shown indicate potential development ranges that are within logical site capacities, but the specific market demand at the time of development will lead to the actual use and intensity of development seen here.

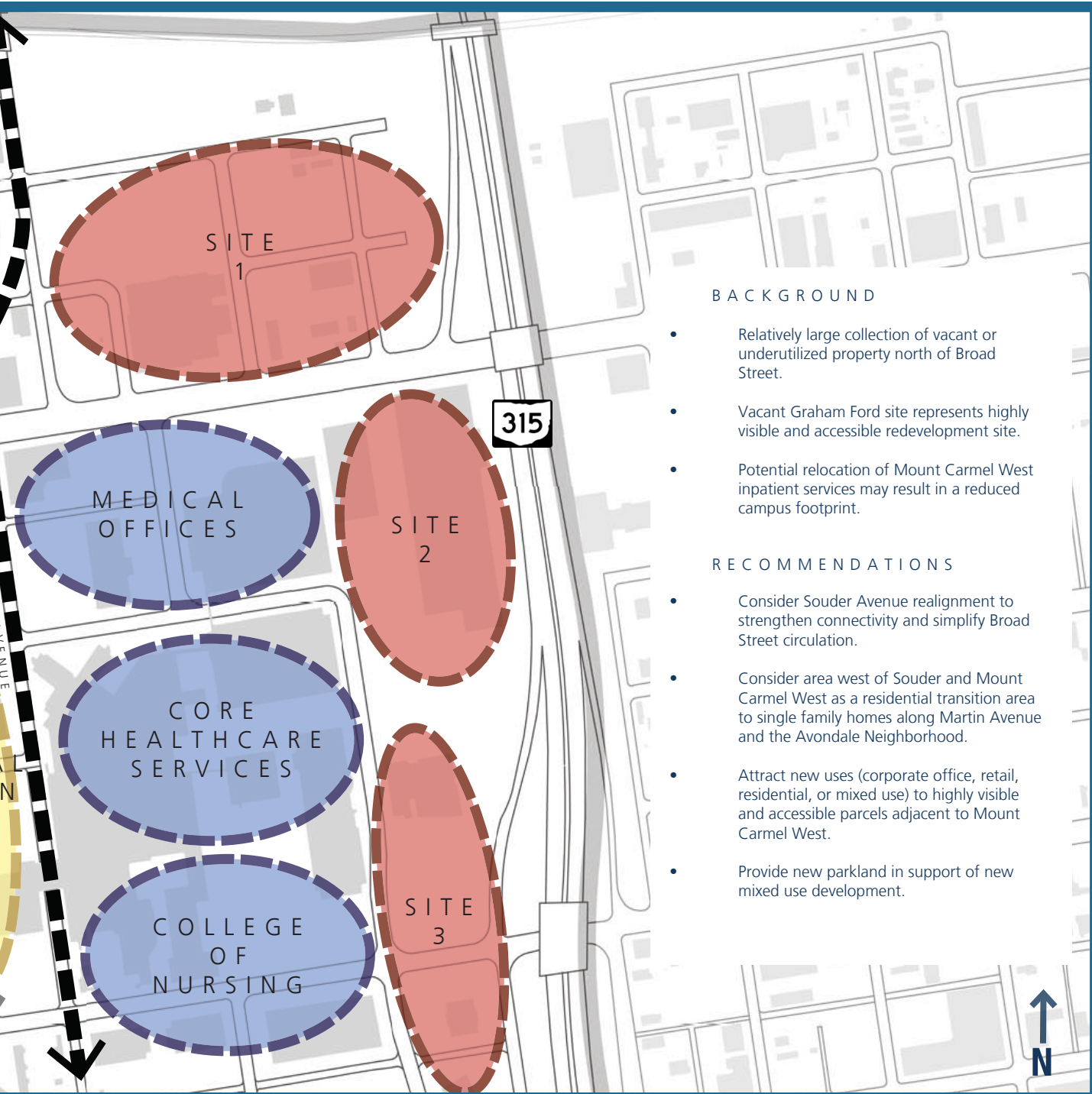
315 GATEWAY

The 315 Gateway is the most visible and potentially impactful of all the redevelopment focus areas due to its location and size. Broad Street at the crossing of SR 315 is a primary entrance into West Franklinton. The area is highly



PLANNING ANALYSIS FOR 315 GATEWAY

visible from the downtown freeway system and provides an easy access to the local and regional roadway network. The 315 Gateway encompasses a good deal of existing vacant land including the Graham Ford site on the south side of Broad Street and numerous contiguous parcels on the



BACKGROUND

- Relatively large collection of vacant or underutilized property north of Broad Street.
- Vacant Graham Ford site represents highly visible and accessible redevelopment site.
- Potential relocation of Mount Carmel West inpatient services may result in a reduced campus footprint.

RECOMMENDATIONS

- Consider Souder Avenue realignment to strengthen connectivity and simplify Broad Street circulation.
- Consider area west of Souder and Mount Carmel West as a residential transition area to single family homes along Martin Avenue and the Avondale Neighborhood.
- Attract new uses (corporate office, retail, residential, or mixed use) to highly visible and accessible parcels adjacent to Mount Carmel West.
- Provide new parkland in support of new mixed use development.

north side. This land is largely controlled by a relatively small ownership group, making larger redevelopment sites potentially easier to assemble.

In order to understand the development potential for the 315 Gateway, the focus

area was considered as a series of use nodes. Opportunities around the edges allow for a variety of new uses, while the central core can be a repositioning of medical uses already in place.

Plan Recommendations

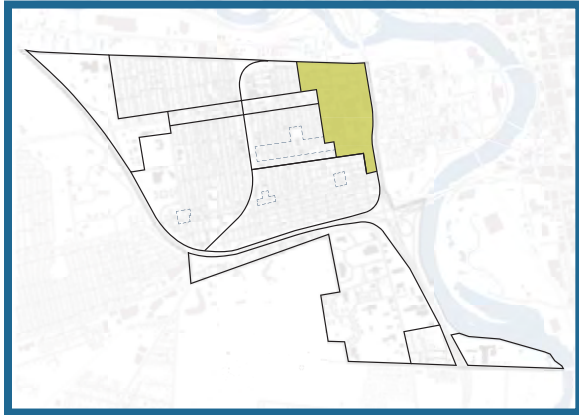
315 GATEWAY: SCENARIO 1



DISTRICT CONCEPTS

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315 GATEWAY DISTRICT KEY

A mix of uses is central to the 315 Gateway potential redevelopment scenarios. While exact outcomes are uncertain, the two scenarios shown illustrate options for development that consider market potential, while also reflecting the recommended design guidelines for development. Plan features include:

MIX OF USES

Specific uses will be determined through market demand at the time of development, but this site provides great opportunity. Located adjacent to the highway, office and continued medical-related uses are possible. The location on a major corridor could encourage retail, and the proximity to downtown and emerging neighborhood services could encourage residential uses.

CREATE A GATEWAY

The building massing for potential 315 Gateway redevelopment indicates 3-5 story development adjacent to the highway, with lower, 2-3 story buildings further west as a transition to the residential uses in the neighborhood. As with the building layout and uses, massing and height will be determined as specific projects arise but this presents a framework for the overall 315 Gateway area.



LARGER-SCALE RESIDENTIAL REDEVELOPMENT



MIXED-USE INFILL WITH FIRST FLOOR RETAIL



MIXED-USE INFILL WITH OFFICE



URBAN PUBLIC SPACE

Plan Recommendations

315 GATEWAY: SCENARIO 1



LEGEND

- COMMERCIAL
- OFFICE
- RESIDENTIAL

**ESTIMATED DEVELOPMENT PROGRAM:
SCENARIO 1**

Retail (square feet)	50,000-60,000
Office (square feet)	75,000-100,000
Residential (units)	1000-1200

DISTRICT CONCEPTS





FOCUS AREA NORTH OF BROAD STREET

REDEVELOPMENT OPPORTUNITIES

- The vacant Graham Ford site and the potential shrinkage of uses on the Mount Carmel West campus provide large site opportunities for new development.
- In conjunction with redevelopment, the existing small-scale medical office uses along the SR 315 frontage could be redeveloped at a higher intensity .
- Mixed use on Broad Street corridor:
The uses suggested include fronting Broad Street with first floor retail/restaurant uses. Upper stories are indicated as office or residential uses, which would be typical for a successful mixed-use corridor.
- Reuse of hospital campus border properties: Hospital parking currently exists along S. Hartford Avenue. With potential shrinking of the campus, along with the potential realignment of Souder along with the 315 Gateway plans, S. Hartford Avenue could be eliminated to create a more

substantial redevelopment site.

This site could accommodate 175-225 townhome-style residential units at a scale in keeping with the adjacent residential areas. The development of this site could accommodate all needed parking, access from the rear of the site via the alley system.

- Scenario 1 - New north residential gateway

The residential use shown north of Broad Street is an opportunity to create a number of new housing units in the corridor. This is envisioned as a large-scale redevelopment opportunity, as one large development project or a series of smaller projects. Needed parking would be incorporated into the residential development site.

Plan Recommendations

315 GATEWAY: SCENARIO 1



**315 GATEWAY:
LOOKING SOUTHWEST FROM NORTH OF W. BROAD STREET AND EAST OF SOUDER AVENUE**



Plan Recommendations

315 GATEWAY: SCENARIO 2



DISTRICT CONCEPTS

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LEGEND	
■	COMMERCIAL
■	OFFICE
■	RESIDENTIAL
■	MIXED-USE <i>(upper figure)</i>

ESTIMATED DEVELOPMENT PROGRAM: SCENARIO 2	
Retail (square feet)	100,000-120,000
Office (square feet)	175,000-200,000
Residential (units)	600-700

- Scenario 2 - New north office gateway

This scenario indicates an option for larger-scale office development on the north side of Broad. This is envisioned as a large-scale redevelopment opportunity, potentially being as few as one, or maybe a series of developer-driven projects.

REALIGNED SOUDER AVENUE

A realignment of Souder Avenue would create a needed north-south connection in either scenario. This would require the realignment of the Souder/Broad intersection and the reconnection of Souder Avenue through the hospital campus. Ideally, Souder Avenue would operationally become a two-way street with bike markings/lanes to provide direct bicycle access to the Scioto/Olentangy trail system immediately north of the neighborhood. The trail system exists along the river corridors and can be accessed on Souder Avenue, north of McKinley Avenue. Specific details of the roadway section would be determined at the time of detailed design.

NEW PARKLAND

New parkland should be developed in conjunction with development in either scenario. New residential areas should incorporate parkland. Significant additional parkland of up to 3.0 acres in size could also be created as a result of the Souder Avenue realignment. This plan also indicates the potential for new parkland as part of the S. Hartford residential development. This would serve the new residential development while being large enough to also serve existing residential uses. This park area could be an alternative or complementary to other suggested park locations in this portion of West Franklinton.



OFFICE CAMPUS INFILL



TOWNHOUSE-SCALE RESIDENTIAL INFILL



COMMERCIAL MULTI-STORY



PUBLIC GATHERING SPACES

Plan Recommendations

AVONDALE NEIGHBORHOOD FOCUS: TOWN STREET CIVIC CORRIDOR



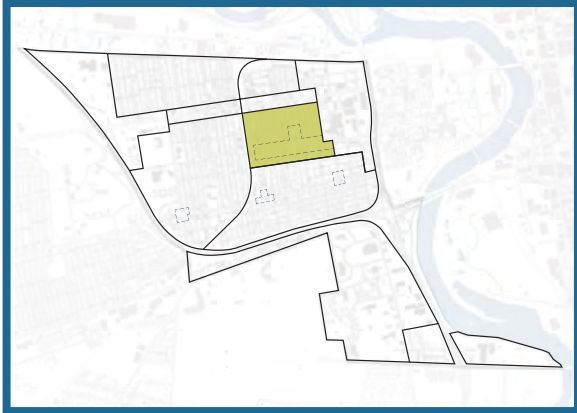
DISTRICT CONCEPTS

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ESTIMATED DEVELOPMENT PROGRAM:

Residential (units) 90-100



AVONDALE DISTRICT KEY

The Town Street / Avondale neighborhood focus area presents a great opportunity to knit together the civic corridor uses along Town Street with potential redevelopment of hospital campus parking areas. This could create a residential village that could play off the strengths of the revitalizing Martin Avenue and the growth of the Mount Carmel Nursing School.

DEVELOPMENT OF A RESIDENTIAL VILLAGE

Development of a residential village here would take several strategies including:

- Infill of vacant lots: Vacant lots along Town Street can be paired with additional acquisitions to continue plans already proposed by the Franklinton Development Association for the corridor.
- Create linkages to the new residential development created through reuse of hospital campus border properties.

Described as part of the 315 Gateway, this development could replace surface parking and additional ground in the area of S. Hartford Avenue.

ADDITIONAL PARKLAND

Additional park space could be considered as an extension of the Avondale School grounds or through vacant property acquisition strategies.



INFILL TOWNHOUSE-SCALE RESIDENTIAL



LOCAL-SCALE NEIGHBORHOOD SERVICES



INFILL TOWNHOUSE-SCALE RESIDENTIAL



INTEGRATE PARK SPACE

Plan Recommendations

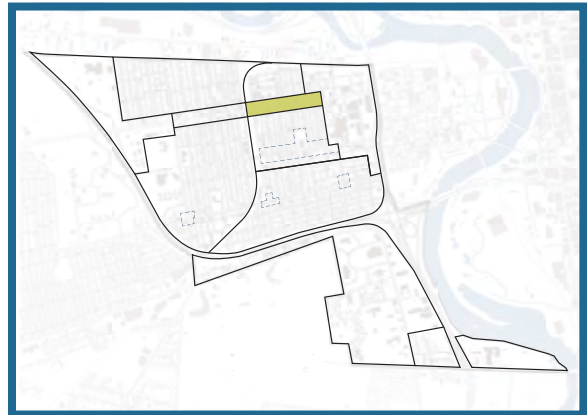
DOWNTOWN FRANKLINTON



DISTRICT CONCEPTS

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**DOWNTOWN FRANKLINTON
DISTRICT KEY**

Downtown Franklinton is the retail center of the neighborhood. There are core established businesses here that can serve as the backbone to future development. Several strategies will facilitate ongoing improvements to this key portion of Broad Street.

INFILL OF VACANT PROPERTIES

The indicated infill development pattern is a series of 2-4 story buildings, developed in a traditional manner, which is in keeping with the Urban Commercial Overlay already in place. These buildings would resemble the massing and uses of the structures already in place, with commercial uses – primarily retail, restaurant, and neighborhood services - on the first floor, with residential or office uses above.

Potential additional development capacities are estimated in the development summary chart (see page 98). The ranges shown include the proposed infill only and do not take into account the square footage of structures already in place along the corridor.

Plan Recommendations

DOWNTOWN FRANKLINTON

CONTINUED OVERLAY IMPLEMENTATION

With the Urban Commercial Overlay already in place along Broad Street, all new development should adhere to those standards. As the traditional mixed-use core of the neighborhood, the siting of buildings along the street frontage, with parking located to the rear, will be paramount in reestablishing the pedestrian environment. Retail and restaurant uses on the first floors with a high degree of facade transparency will help to energize the corridor.

SYSTEMATIZED / ADDITIONAL PARKING

Long-term redevelopment along Broad Street will be greatly facilitated by implementation of a few key parking strategies.

NORTH SIDE OF BROAD

- Shared parking: On the north side of Broad, the parking availability is scattered amidst existing buildings with no consistent access between the parking areas.
- Aligned alley access: The current alley access to parking is disjointed and

creates small pockets of unconnected parking. Realigning and rebuilding the alley to better serve rear lots would improve efficiency and capacity, but further study would be needed to determine implementation opportunities and feasibility.

SOUTH SIDE OF BROAD

- Shared parking: On the south side of Broad, parking is typically isolated into pockets for individual users. Shared parking arrangements would even out capacity for users by identifying complementary demand generators.
- Additional parking across the alley: On the south side of Broad, the lots are more shallow, limiting the number of parking spaces possible behind buildings. As identified in the Franklinton Mobility Plan, the first one or two lots south of the alley could be considered for development of additional parking over time.

BOTH SIDES OF BROAD

- Maximize on-street parking opportunities on Broad Street.
- Maximize on-street parking on side streets back to the first alley.

DEVELOPMENT SUMMARY: "DOWNTOWN"

	RETAIL SPACE (SF) ESTIMATED	OFFICE SPACE (SF) ESTIMATED	RESIDENTIAL UNITS
North of Broad Street	40,000-50,000	20,000-25,000	25-30
South of Broad Street	40,000-50,000	20,000-25,000	25-30
TOTAL	80,000-100,000	40,000-50,000	50-60

	OFF-STREET	ON-STREET
Parking	+/- 600	+/- 150



DOWNTOWN FRANKLINTON CORE

BROAD STREET ROADWAY IMPROVEMENTS

Broad Street roadway resurfacing is planned with specific lane configurations and alignments under study. Additional improvements are identified in the UIRF matrix (see page 137) that would improve the pedestrian realm, overall appearance and functionality of the corridor.



ACTIVATED RETAIL CORRIDOR



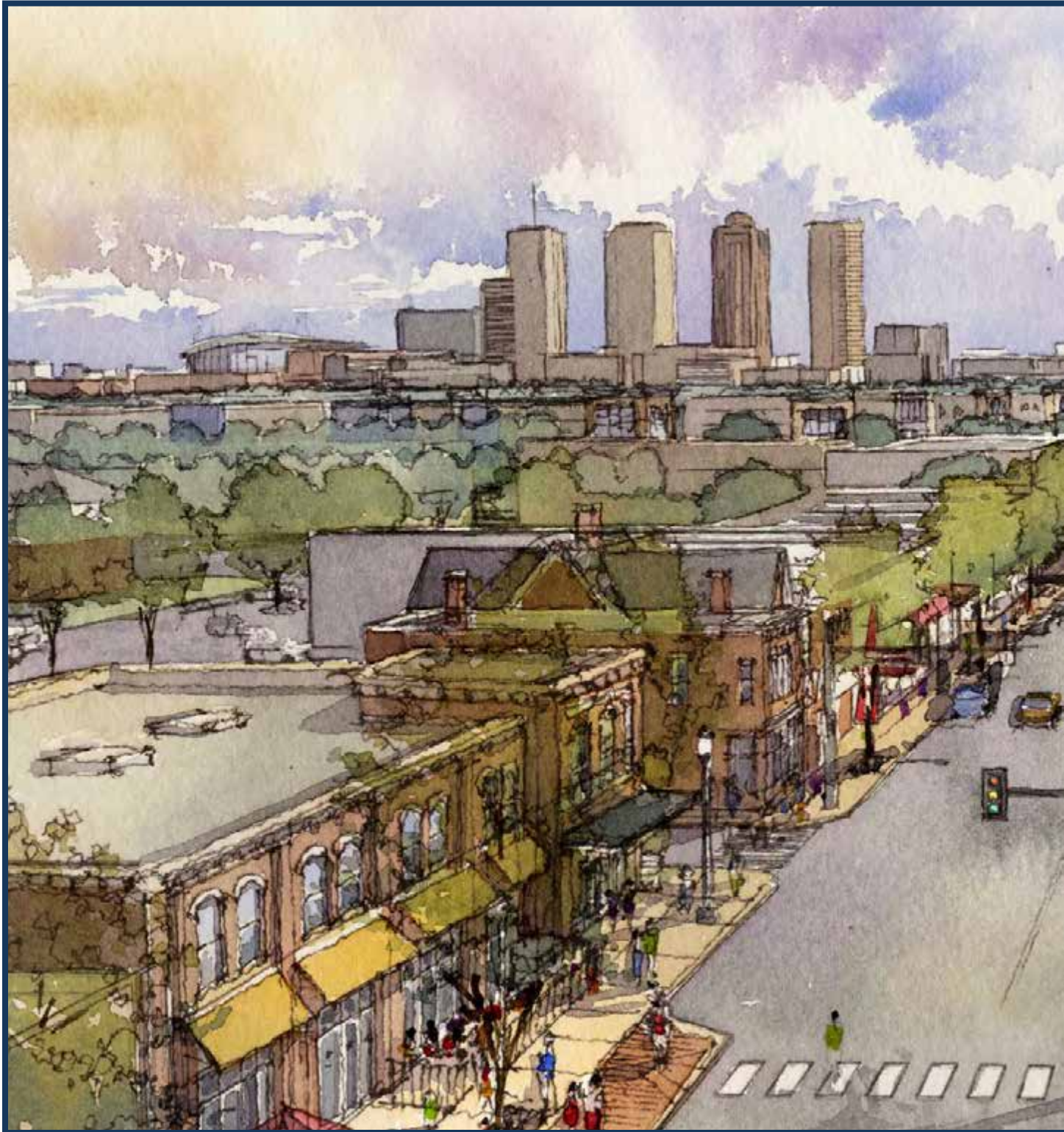
ACTIVATED RETAIL CORRIDOR



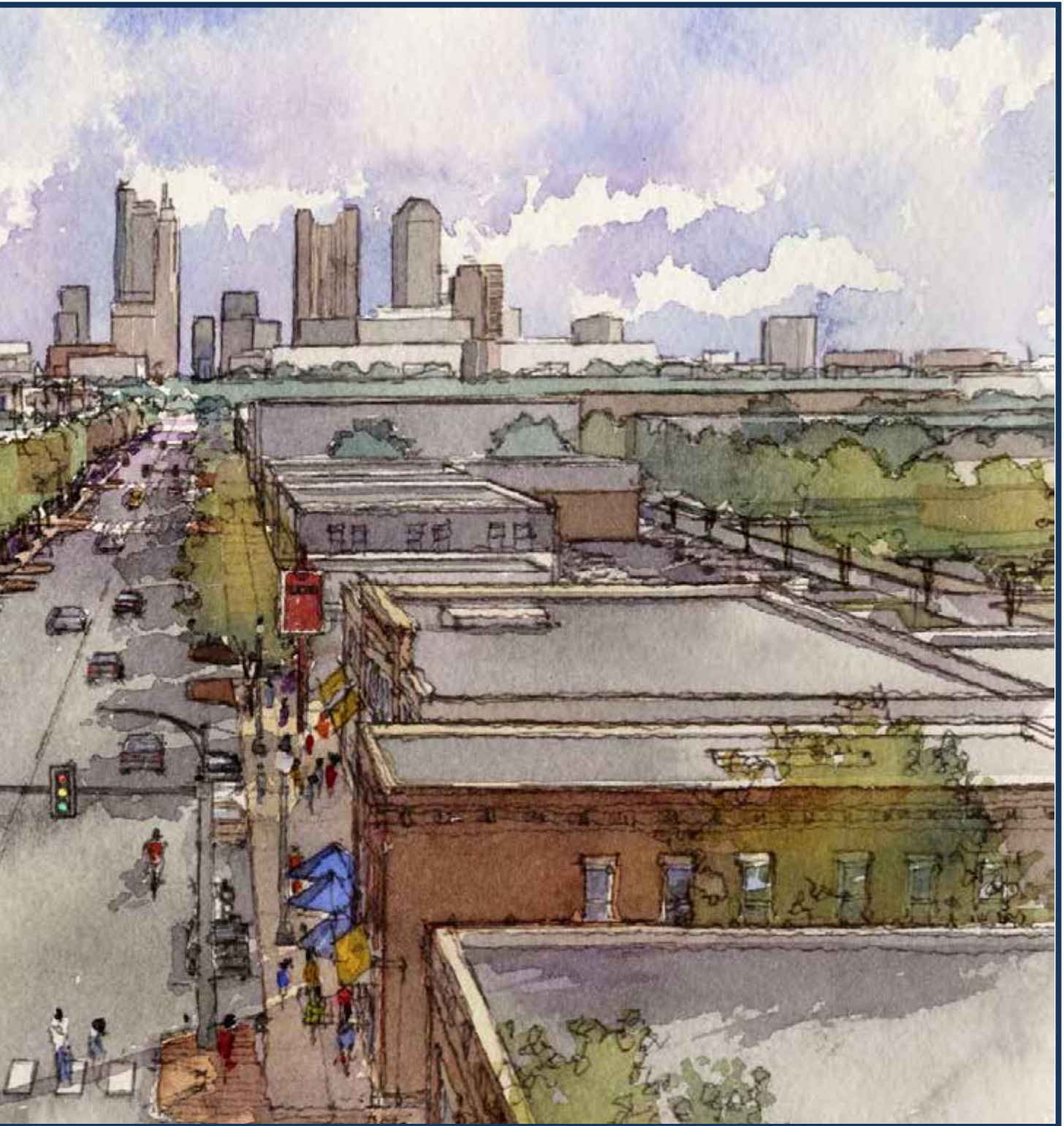
POTENTIAL LONG-TERM ALLEY REALIGNMENT NORTH OF BROAD

Plan Recommendations

DOWNTOWN FRANKLINTON



**DOWNTOWN FRANKLINTON:
LOOKING EAST FROM THE INTERSECTION OF BROAD STREET AND HAWKES AVENUE**



Plan Recommendations

DOWNTOWN FRANKLINTON: LUCAS PARK

DISTRICT CONCEPTS

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LEGEND

- MIXED-USE
- RESIDENTIAL



LUCAS PARK

Development of additional park space is needed throughout West Franklinton. In “Downtown” Franklinton, a neighborhood gathering space should be considered. A “commons” type space could serve as a location for community events and closely tie to the overall improvement of the Broad Street Corridor. The concept illustrated here is a long-standing idea that has been dubbed Lucas Park by its advocates in the community.

The advantages to Lucas Park include:

- Extends existing open space at Avondale School, taking advantage of school grounds to create a larger park.
- Creation of a needed central neighborhood multi-use park in an area under-served by parkland.
- Establishing a linkage between the Town Street civic corridor uses and the Broad Street commercial corridor.

There are difficulties in locating the park in the exact location shown due to existing residential uses. Implementation of the proposal would require willing sellers. Even if this location is not eventually realized, the principles of having a central gathering space and an opening onto the Broad Street corridor should be followed.



Plan Recommendations

DOWNTOWN WEST



DISTRICT CONCEPTS

104



Downtown West is the extended pedestrian retail core of the neighborhood. This portion of Broad Street has many more “missing teeth” along the street frontage than in Downtown Franklinton. This makes the current condition uninviting, but does present great opportunities for redevelopment. Several strategies will facilitate ongoing improvement to this connecting portion of Broad Street.

INFILL OF VACANT PROPERTIES

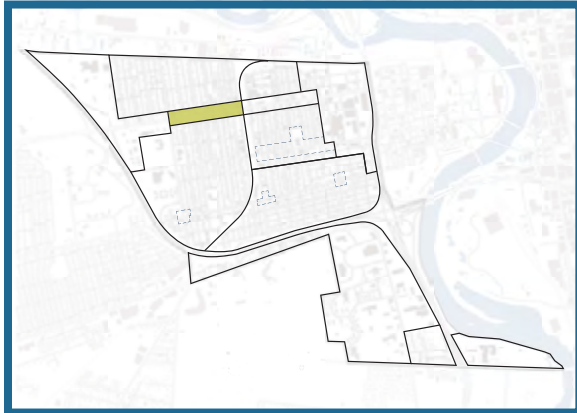
The infill development pattern is recommended as a series of 2-3 story buildings, developed in a traditional manner, which is in keeping with the Urban Commercial Overlay already in place. As

in Downtown Franklinton, the preferred development approach is commercial uses – primarily retail, restaurant, and neighborhood services - on the first floor, with residential or office uses above.

Potential additional development capacities shown include the proposed infill only.

CONTINUED OVERLAY IMPLEMENTATION

With the Urban Commercial Overlay already in place along Broad Street, all new development should adhere to those standards. As an extension of the traditional mixed use core of the neighborhood, the siting of buildings along the street frontage,



DOWNTOWN WEST DISTRICT KEY

with parking located to the rear, will be paramount in reestablishing the pedestrian environment. Retail and restaurant uses on the first floors with a high degree of facade transparency will help to reinvigorate the corridor. Opportunities to retain long-term auto services in the neighborhood should also be considered.

SYSTEMATIZED / ADDITIONAL PARKING

Long-term redevelopment along Broad Street will be greatly facilitated by implementation of a few key parking strategies.

BOTH SIDES OF BROAD

- Parking is typically isolated into pockets for individual users. Shared parking arrangements would even out capacity for users by identifying complementary demand generators.
- Maximize on-street parking.

BROAD STREET ROADWAY IMPROVEMENTS

Broad Street roadway resurfacing is planned with specific lane configurations and alignments under study. Additional improvements are identified in the UIRF matrix (see page 137) that would improve the pedestrian realm, overall appearance and functionality of the corridor.



COMMERCIAL MIXED-USE CORRIDOR



REUSE OF EXISTING MIXED USE BUILDINGS



CREATION OF CONSISTENT STREETScape WITH EXISTING USES

ESTIMATED DEVELOPMENT PROGRAM:

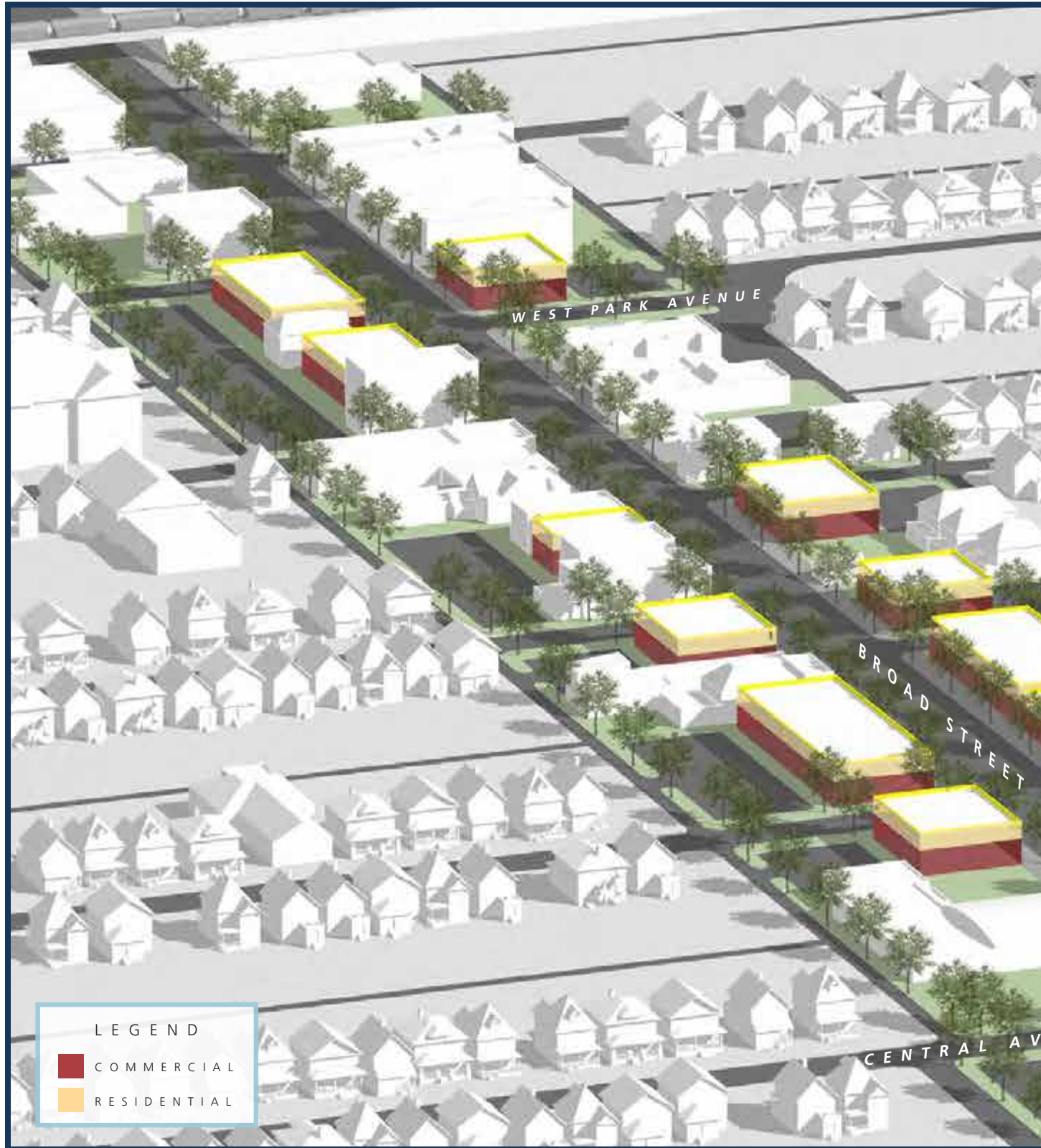
Retail (square feet)	70,000-80,000
Office (square feet)	35,000-40,000
Residential (units)	40-50

Plan Recommendations

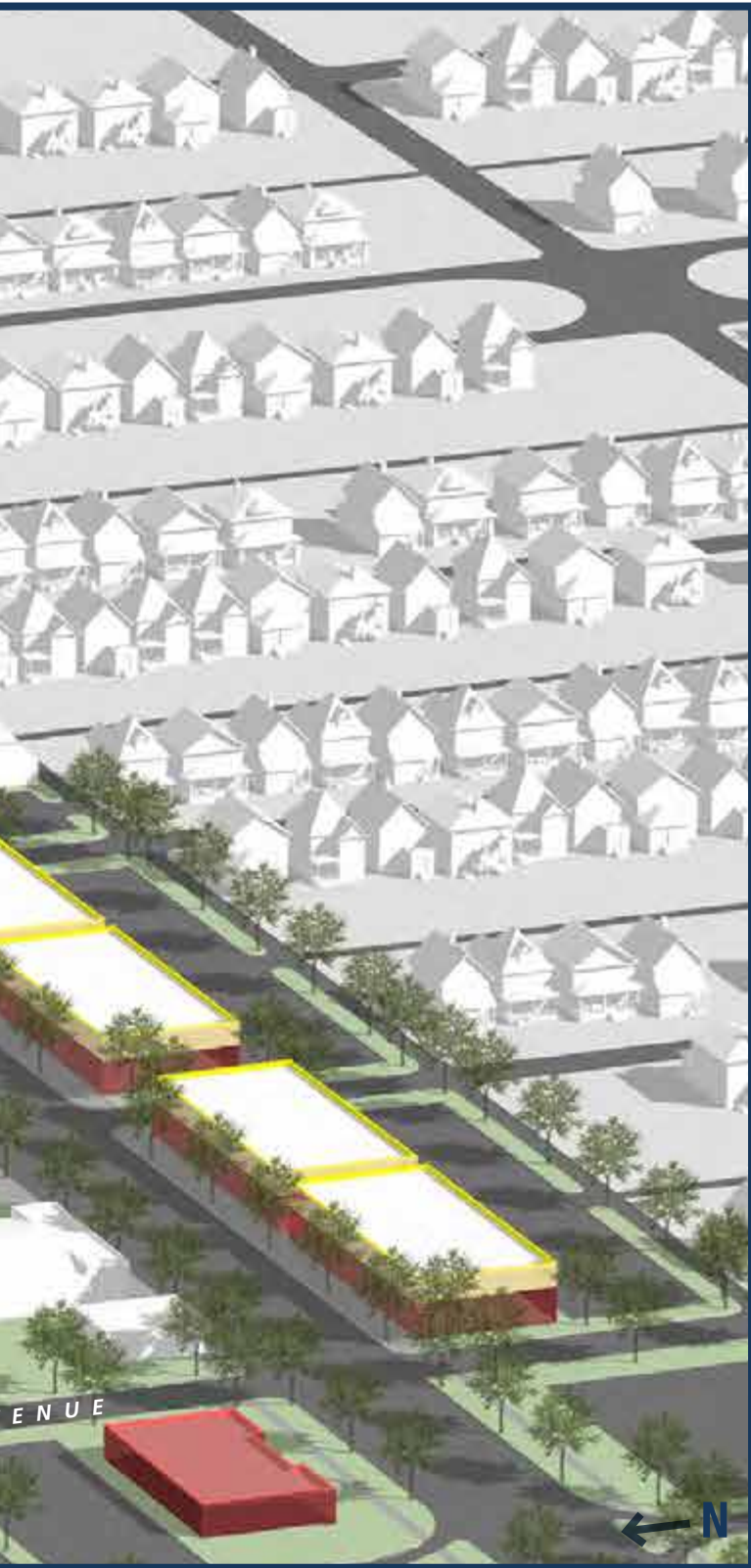
DOWNTOWN WEST

DISTRICT CONCEPTS

106



LEGEND	
	COMMERCIAL
	RESIDENTIAL



MIXED-USE INFILL WITH OFFICE



MIXED-USE INFILL WITH FIRST FLOOR RETAIL



IMPROVED PEDESTRIAN REALM



REUSE OF EXISTING MIXED USE BUILDINGS

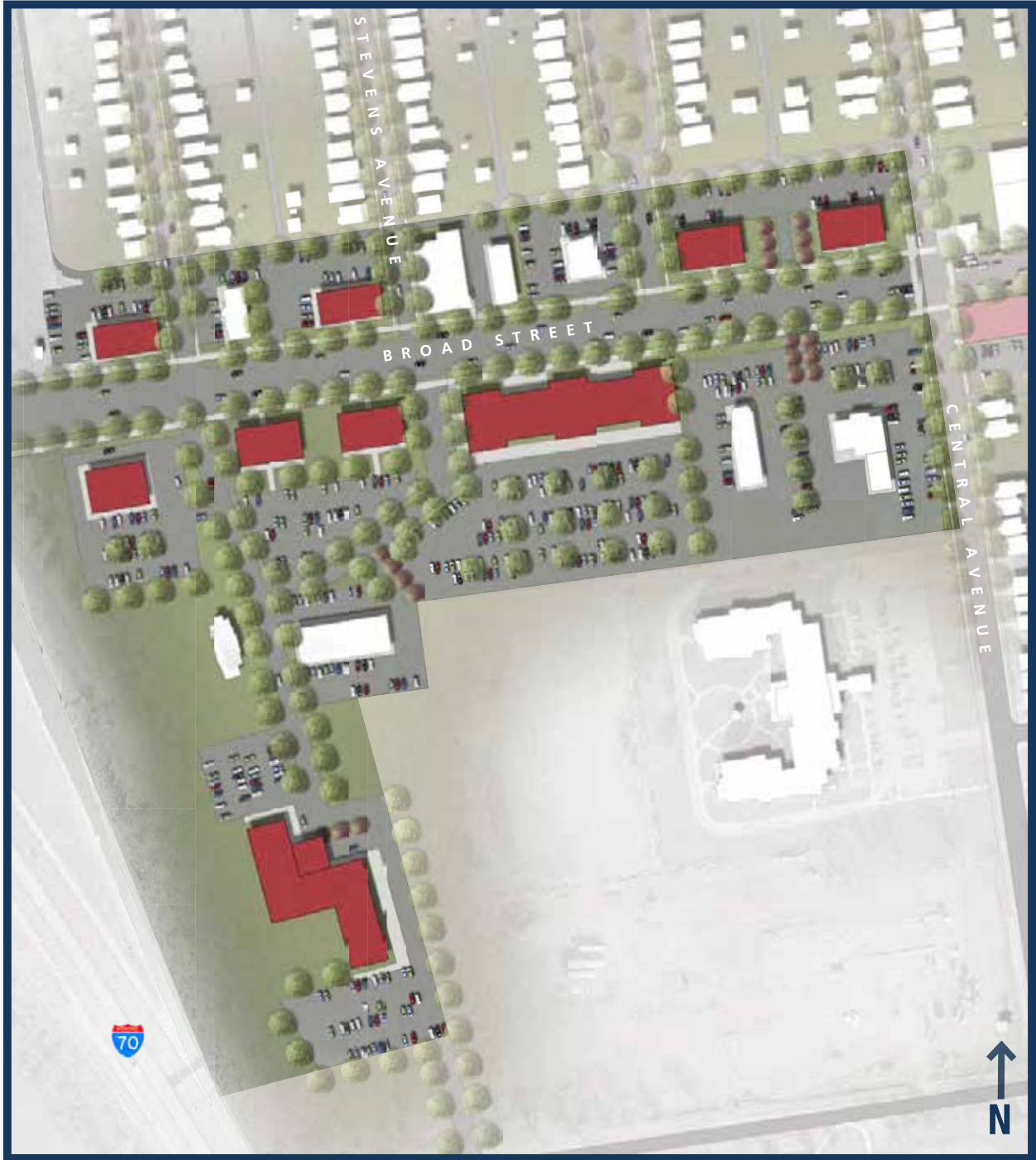
Plan Recommendations

WEST GATEWAY



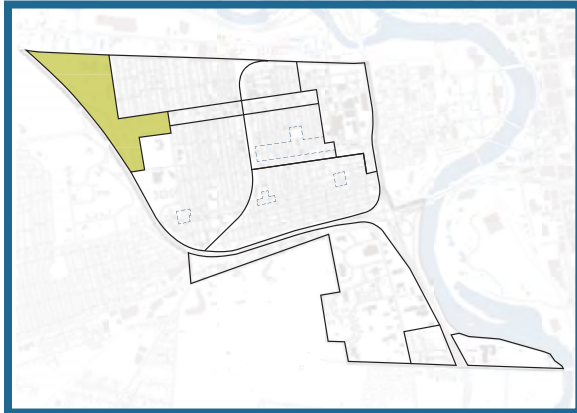
DISTRICT CONCEPTS

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LEGEND

COMMERCIAL



WEST GATEWAY DISTRICT KEY

The West Gateway provides an opportunity to serve West Franklinton with needed retail and highway-oriented services. The focus here would be an upgrade of current uses that are relevant to both neighborhood residents and those commuting along Broad Street and on I-70.

REDEVELOPMENT OPPORTUNITIES

- Retail/service use on Broad Street corridor:
 - Many of the current uses rely on customers arriving by car, and often staying in their car by using a drive-thru. In the overall composition of the community, these “auto-oriented” uses can fill distinct needs. Uses include banks with drive-thrus, fast food restaurants, and auto repair facilities.
- This scenario indicates an option in which the existing strip mall is redeveloped in keeping with the Community Commercial Overlay and better site design practices. This long-term approach would allow consolidation of the parking for adjacent uses to remain, while creating an improved streetscape. However, the existing retail plaza may remain. Redevelopment of adjacent



IMPROVED RETAIL SITE DESIGN



CONSISTENT STREETScape AND ACCESS MANAGEMENT



ECONOMY BUSINESS HOTEL DEVELOPMENT



BUILDINGS AT STREET FRONTAGE

Plan Recommendations

WEST GATEWAY



LEGEND

COMMERCIAL

DISTRICT CONCEPTS

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WJ

WEST GATEWAY



FOCUS AREA AT BROAD STREET AND I-70

lots fronting Broad Street could take place with this strip mall condition continuing.

- Redeveloped hotel site: The West Gateway district concept also includes a redeveloped hotel site along the I-70 frontage, to better attract travelers with a need for proximity to downtown Columbus or the ODOT central office.

COMMUNITY COMMERCIAL OVERLAY

In today's development cycle, it is fairly common for the types of facilities in the West Gateway to be completely revamped, if not rebuilt, in a 15-year cycle. By implementing the Community Commercial Overlay here, a higher quality urban environment will result. In particular, quality pedestrian connection and thoughtful site design can minimize auto/pedestrian conflicts. Over time, buildings can be reconstructed closer to Broad Street, creating a connected pedestrian frontage.

While it is not anticipated that the West Gateway will mirror traditional development patterns of areas such as Downtown Franklinton, it is still possible to create a quality streetscape that includes sidewalks, safe pedestrian crossings at site access points, and pedestrian crosswalks across Broad Street.

BROAD STREET ROADWAY IMPROVEMENTS

Broad Street roadway resurfacing is planned with specific lane configurations and alignments under study. Coordination of this effort will tie into the Hilltop Road Diet underway to the west of I-70. Improvements to pedestrian and bicycle accessibility, lighting and overall safety under the I-70 overpass would be a key aspect of creating additional connectivity to the west along Broad Street.





DESIGN GUIDELINES



Design Guidelines



The quality of the built environment is a reflection of a community's character and identity. Design guidelines for future development are a key factor in ensuring it makes a strong contribution to the overall goals of the plan. The design guidelines recommended here should be used as a tool to promote high-quality development, which will present a positive image of the area. They will also help to ensure long-term economic viability by maintaining property values and encouraging additional development.

The Design Guidelines inform development review by providing developers with policy guidance concerning community priorities relative to urban design issues. Typically they are applied in the zoning process either through incorporation into the design of a project or as conditions of approval that are subsequently met by the developer. Design Guidelines are not regulation and they do not replace the zoning code and its legislatively-adopted standards. But guidelines can help to "mold" projects to better reflect community priorities.

COMMERCIAL OVERLAYS

Commercial overlays have been used in a number of Columbus neighborhoods to address community design priorities. The standards of the overlays work in conjunction with the underlying zoning district to impact such things as building and parking placement, screening, graphics and pedestrian access. The Urban Commercial Overlay, intended for use in preserving/establishing traditional pedestrian oriented development patterns, is in place along Broad Street between Central Avenue and SR 315. The

Community Commercial Overlay, designed for use in areas with a mix of pedestrian and vehicle oriented development, has not been applied in West Franklinton. Establishment of commercial overlays requires a public review process including property owner notification and City Council adoption. Within West Franklinton, such an effort would also involve consultation with the Franklinton Area Commission and Board of Trade.

- Application of the Urban Commercial Overlay should be explored for Sullivant Avenue.
- Application of the Community Commercial Overlay should be explored for Mound Street, Greenlawn Avenue, and West Broad Street to the west of Central Avenue.
- In the absence of commercial overlays in these and other locations, the design guidelines included in this section plan should be used in reviewing development proposals.

MIXED USE ZONING DISTRICT

Establish an urban mixed use zoning district for use on West Broad Street that would allow a mix of commercial, residential, and institutional uses. Said district would incorporate the design and parking standards from the Urban Commercial Overlay and consider additional standards to ensure high quality development. The goal of the district would be to support/facilitate urban development on West Broad Street by providing greater flexibility of potential uses while ensuring pedestrian – oriented development. Development within this district would not require the review of an appointed board, but would require staff review for consistency with the code and



plan guidelines. This district would serve as a model for potential future application in additional commercial districts in Columbus.

ARCHITECTURE

MIXED-USE, COMMERCIAL, MULTIFAMILY AND INSTITUTIONAL BUILDINGS

- A. Historic and other contributing buildings should be preserved to the extent possible and consideration should be given to their incorporation with new development.
- B. New construction should be integrated with the existing fabric and scale of development in surrounding neighborhoods.
- C. In cases where a traditional style is proposed, new buildings should never 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.
- D. All sides of a building should be coherently designed and treated. A consistent level of detailing and finish should be provided for all sides of a building (“four-sided” architecture).
- E. Larger format retail buildings (50,000 SF or larger in size) should be designed to include elements such as varying roof lines, mix of building materials, and use of individual store bays to provide visual interest.
- F. Larger buildings should be divided into smaller modules or bays. Floor-to-floor heights should appear to be similar

to those in nearby traditional buildings, especially first floor windows.

- G. Street-level facades are recommended to be as transparent as possible to create an attractive pedestrian environment, except for residential spaces on ground floors. For a primary façade, at least 60 percent of the first-floor wall area (between two feet and ten feet) should be clear/non-tinted window glass, which permits a view of the building’s interior to a minimum depth of four feet. At least 25 percent of upper-floor wall areas should be clear/non-tinted window glass.
- H. Buildings with ground-floor residential spaces should have direct access to the public sidewalk and incorporate front stoops or small plazas to contribute to street activity. Multi-story buildings with residential units should incorporate balconies for the same reason.
- I. Ground-floor uses in mixed-use buildings should include retail, restaurants, services, cultural facilities and amenities, personal services and offices.
- J. Buildings should be generally parallel to and facing the street, with an entrance door(s) connected to the public sidewalk.
- K. Variation in building design is encouraged for larger, higher density multi-family developments with multiple buildings.

BUFFERING AND SCREENING

- A. Between non-residential and residential uses, screening should be a six-foot board-on-board fence or other comparable material; chain link is not acceptable.

Design Guidelines



- B. Service and loading zones should be located to the rear, side or in an internal location where visibility from public rights-of-way and views from neighboring buildings and properties will be minimized or screened to their full height.
- C. Roof-mounted mechanical units should be screened to their full height should complement the building in terms of color and materials.
- D. Ground-mounted mechanical units and dumpsters should be located to the rear of buildings and screened to their full height on all sides by screening that is complementary to the building in terms of color and materials, or by evergreen plant material.

BUILDING ORIENTATION AND SETBACKS

- A. Buildings should be located parallel to the street on which they front. The primary façade should be located on the major street abutting the building and the secondary façades should be located adjacent to secondary streets, service drives, and alleys. Buildings on corner lots should be oriented to the corner and to the street fronts, and should make a strong tie to the building lines of each street.
- B. Buildings, parking structures and other structures taller than four stories should provide additional space for pedestrians adjacent to the public sidewalk if the existing sidewalk is five feet or less in width.
- C. The minimum setback for fences and masonry or stone walls is three feet. Fences or walls along a Public- Private Setback Zone may be located zero feet from the sidewalk.

- D. Primary entrances to buildings should be oriented to the primary public street with at least one operable door on the primary public street. Buildings located at a corner should orient the main entrance to the corner instead of to one of the two abutting streets (only one operable door is necessary).
- E. Secondary entrances can be located on side and rear elevations to meet fire code and to service adjacent parking.

DENSITY

- A. Future development should be consistent with land use and density recommendations of the plan.
- B. Denser development may at times be supportable, provided that site design, architecture, higher levels of buffering and screening, and larger setbacks mitigate impacts.
- C. Building heights should be compatible with surrounding properties and the general pattern of adjacent areas.
- D. Buildings between three and five stories should provide an additional building setback above the third floor.

INDUSTRIAL USES

- A. Industrial development should be designed to minimize or mitigate impacts on adjacent uses, through such means as landscaping, buffering and enhanced setbacks.
- B. New buildings constructed for these uses should exhibit an architectural character in keeping with the neighborhood, relative to materials, design, and color.
- C. Loading, storage, and other external activities that generate noise and other

impacts should not face public rights-of-way or residential or institutional uses. In the event that this is not possible, such areas should be fully screened.

LANDSCAPING

- A. Landscape materials and design should enhance structures, create and define public and private spaces, and provide shade, aesthetic appeal, and environmental benefits.
- B. Paved areas should be shaded, especially parking lots.
- C. Public, semi-public/private, and private spaces should be demarcated clearly through the use of landscape, walls, fences, gates, pavement treatment, signs, and other methods to denote boundaries and/or buffers.
- D. Landscaping should be used to support storm water management goals for filtration, percolation and erosion control, including rain gardens.
- E. Landscaping and screening along property and parking lot perimeters should provide for visual openings into the site between three and eight feet above the sidewalk. This can be accomplished by staggering plantings and using walls and fences with openings.
- F. Street trees are recommended on all public and private streets, with species and spacing approved by the City of Columbus forester.
- G. Tree-lined residential and commercial streets should be either established or maintained.

LIGHTING

- A. Lighting should be appropriate to its location and utilized to enhance security and highlight distinguishing characteristics of buildings.
- B. Lights should have fully shielded, recessed lamps directed downward to prevent glare and shine above the horizontal plane.
- C. For aesthetic compatibility, light standards should be of the same or similar type and color.
- D. Lighting levels should provide sufficient illumination to ensure security, but without glare, hot spots, or light spillage through residential windows.
- E. Where appropriate, lighting should highlight special architectural or landscape features and/or prominent buildings and gateways.
- F. Wall-mounted lights should be directed downward.
- G. Soffit-mounted light fixtures should be recessed in the soffit or otherwise fully shielded from view from any property line.
- H. Ground-mounted or other upward directional lighting should be permissible only where some form of shield or light baffling is provided to create a soft, uniform light quality and minimize light spillage beyond trees, landscaping, walls or signs being illuminated.
- I. On-site lighting for security purposes should illuminate buildings and surfaces only, such as sidewalks and parking lots. Lighting should not be designed to illuminate the entire site, including adjacent property and rights-of-way, or the sky above the site.

Design Guidelines

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PARKING AND TRANSPORTATION

- A. Surface parking should be located to the rear or side of street-oriented buildings, with preference for the rear of buildings and screened per code.
- B. The use of pervious surfaces for surface parking is encouraged to minimize storm water runoff and increase infiltration.
- C. Structured parking should be considered for higher- density projects, as appropriate, and designed to minimize visual impacts. Building materials, detailing and landscape should be used that complement the surrounding area. Primary elevations should include ground floor uses (e.g., commercial space) or be screened with residential uses.
- D. Development should provide pedestrian access to transit stops.
- E. Existing street and alley connectivity should be maintained to ensure adequate connectivity.
- F. Parking reductions are incorporated in the urban and community commercial overlay, in recognition of the mixed-use development pattern, pedestrian accessibility, and transit service that characterize these areas. Reductions may also be appropriate for other locations that share these attributes and/or reductions beyond that provided by an existing overlay in order to facilitate reuse of an existing historic storefront. Important factors in considering reductions in such instances include the presence of on-street parking, extent of variance requested, size and nature of use, and potential impact on adjacent residential uses.

- G. Measures should be taken to facilitate access by pedestrians and bicyclists to offset vehicle parking demands.
- H. Shared parking arrangements should be encouraged, particularly between land uses with differing peak hours.
- I. Pedestrian connections should be made to the emerging regional trail system.

SIGNAGE

- A. In general, signage should be pedestrian in orientation and scale. Walls and blade signs are preferred.
- B. 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.
- C. Wall signs should not obscure or interfere with architectural lines and details.
- D. Larger commercial developments should utilize integrated signage, with an emphasis on wall signs and central identification signage for the entire development, rather than multiple freestanding signs. Building signs and on-site monument ground signs should be coordinated with building architecture in terms of material and color.
- E. Roof-top, changeable copy, LED, off-premises, ad murals, pole signs, and billboards are not supported.

SINGLE- AND TWO-FAMILY USES

- A. New housing should be compatible with nearby housing in terms of building height and width, building materials, porches, roof pitch, setbacks, and windows and door size, width, and spacing.
- B. Accessory buildings (including, but not limited to, detached garages) should be located at the rear of the principal building (garages should not access directly onto public streets for sites with alley access).
- C. The primary façade for single- and two-family buildings should abut a city street (i.e., be a building frontage).
- D. Single-family and two-family structures should include covered front porches that are at least six feet deep.

WIRELESS FACILITIES

- A. The visual impact of wireless facilities should be minimized.
- B. Wireless facilities should be concealed in existing structures when possible; otherwise, use appropriate camouflage and screening techniques to hide or blend them into the surrounding area.
- C. Facilities should be designed to be aesthetically pleasing and respectful of the neighborhood context.
- D. Mechanical equipment and devices associated with wireless facilities should be placed in underground vaults or unobtrusive structures.



<< CAPITAL IMPROVEMENTS



Capital Improvements

CORRIDOR PRIORITIZATION

The Franklinton Mobility Plan of 2008 resulted in a highly detailed analysis of the overall Franklinton roadway network. That document provided plan suggestions down to the level of individual intersections and specific site improvements.

Since that time, several infrastructure investment projects have occurred in Franklinton (see pages 43-45), including the two-way conversion of Town and Rich Streets in East Franklinton and installation of upgraded pedestrian facilities at the Town/Hawkes and Town/Avondale intersections. In addition, Broad Street is scheduled for a full resurfacing throughout Franklinton in 2016.

The West Franklinton planning process built on this previous work in planning and implementation, and reached out for current input from the community. By applying specific neighborhood feedback to earlier plans, the recommendations of this section were established.

The physical infrastructure conditions in West Franklinton are a challenge from the standpoint of both overall maintenance and urban design.

Priorities must be established to tackle the most pressing problems and those most likely to create a positive impact on the lives of residents in the near-term, while setting the stage for long-term neighborhood success.

To accomplish this prioritization, the planning team asked neighborhood participants to rank the five primary roadway corridors in West Franklinton with regard to potential infrastructure improvements and prioritization of funding. These rankings were then supplemented with a toolkit of potential infrastructure improvements, focused on possible funding through the City's Urban Infrastructure Recovery Fund (UIRF). Those factors were ranked both for their perceived need on the preferred primary corridors, as well as throughout the neighborhood. This resulted in a "UIRF Plan", which is a list of projects that may potentially be funded through the UIRF program (page 137).

The elements listed here are part of the toolkit of potential infrastructure improvements for the neighborhood.

WHAT CORRIDOR WOULD YOU RANK AS THE HIGHEST PRIORITY FOR IMPROVEMENT?	RANKINGS (LOWER PREFERRED)
BROAD STREET	2.02
TOWN STREET	2.34
CENTRAL AVENUE	2.86
SULLIVANT AVENUE	3.20
HARMON AVENUE	4.51

BROAD STREET

Narrowing, parking, bike lane + crosswalks



TOWN STREET

Curbs + pedestrian upgrades



CENTRAL AVENUE

Curbs, sidewalks + pedestrian upgrades



SULLIVANT AVENUE

Curbs + pedestrian upgrades



HARMON AVENUE

Curbs + sidewalks



Capital Improvements

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IMPROVEMENTS TOOLKIT

Public workshop and on-line participants were asked to rank these different approaches for some portions of the major roadway corridors as well as for the neighborhood as a whole.

This set of potential solutions is not an exhaustive list, but represents a combination of ideas suggested by the Mobility Plan and the most common input received throughout this planning process. The remainder of this chapter outlines the recommendations for use of specific items in this toolkit on those key corridors identified and throughout West Franklinton.



Hawkes / Town Intersection



Capital Improvements

IMPROVEMENTS TOOLKIT

NEW SIDEWALKS



ROAD DIET



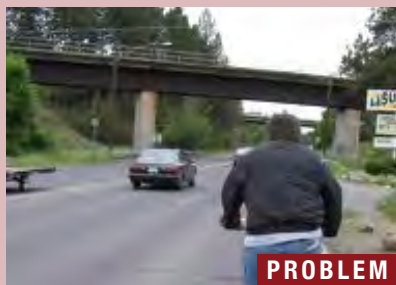
STREET TREES



STREET LIGHTING



BIKE LANES & TRAILS



ALLEY PAVING



CURB REPLACEMENT



WIDER SIDEWALKS



CURB RAMPS



PUBLIC ART



TRAFFIC CALMING



ON-STREET PARKING



Capital Improvements

BROAD STREET

FACTORS

- Serves as the “front door” to the neighborhood, but gives a very poor impression
- Is the commercial core of the neighborhood
- Attracts the most visitors to the neighborhood due to legacy businesses
- Parking for businesses should accommodate long-term growth
- Has been identified as the top priority for improvements by working group, public and survey respondents



BROAD STREET CORRIDOR



EXISTING CHARACTER

NEEDS

- Poor pedestrian realm
 - narrow sidewalks
 - sidewalks adjacent to high-speed travel lanes, no physical buffer
 - lack of street trees
 - lack of amenities such as benches, trash receptacles
 - limited pedestrian-scale lighting
- Deteriorated curbs and sidewalks
- High-speed traffic creates safety concern
- Crossing Broad Street is difficult













CURRENT SIDEWALK



CURRENT LANE CONFIGURATION

RECOMMENDED IMPROVEMENTS

-   ● Road “diet”*
-   ● Intersection “bump outs”*
-   ● Alley repair
-   ● Intersection or road improvements*
-  ● Street trees
-   ● Bike facilities (lanes or sharrows)*
 - Improved street lighting
-  ● Curb replacements
-   ● Curb ramps
 - Repaired sidewalks
 - Wider sidewalks
 - Additional on-street parking
 - Additional off-street parking
 - Shared parking strategy



INTERSECTION “BUMP-OUT”



ON-STREET PARKING



BIKE FACILITIES / ROAD DIET

 = *Mobility Plan recommendation*

 = *Project is part of UIRF plan on page 137*

* = *Subject to further study*

BROAD STREET: “DOWNTOWN FRANKLINTON” SURVEY & WORKSHOP PREFERENCES

RANKINGS (LOWER PREFERRED)

STREET TREES	2.28
STREET LIGHTS	2.70
PEDESTRIAN “BUMP OUTS” AT INTERSECTIONS	3.20
FEWER VEHICLE LANES	3.34
BIKE LANES	3.60
WIDER SIDEWALKS	3.87
ON-STREET PARKING	5.50
OTHER EXAMPLES: FLOWERS ALONG THE STREET, TREE LAWN	7.68

Capital Improvements

TOWN STREET

FACTORS

- Functions as the civic core of the community – schools, library, churches, social services
- Identified as the second-highest priority for improvements by the working group, public and survey respondents
- Town/Hawkes and Town/Avondale intersection installed with upgraded pedestrian/traffic calming elements



TOWN STREET CORRIDOR



NEEDS

- Poor pedestrian realm
 - narrow sidewalks
 - sidewalks adjacent to high-speed travel lanes, no physical buffer
 - lack of street trees
 - no pedestrian-scale lighting
- Deteriorated curbs and sidewalks
- Street improvements to encourage slower vehicle speeds



EXISTING CHARACTER

RECOMMENDED IMPROVEMENTS

-   Intersection “bump outs”
- Street trees
- Street lighting
- Curb replacement
- Repaired sidewalks
- Wider sidewalks

 = Mobility Plan recommendation

 = Project is part of UIRF plan on page 137

CENTRAL AVENUE

FACTORS

- Primary north-south corridor. Only through linkage from McKinley to Mound
- High concentration of school facilities
- Provides access to Broad Street convenience retail uses from the neighborhood



CENTRAL AVENUE CORRIDOR



NEEDS

- Poor pedestrian realm
 - narrow sidewalks
 - sidewalks adjacent to high-speed travel lanes, no physical buffer
 - lack of street trees
 - no pedestrian-scale lighting
 - need improved routes to schools
- Deteriorated curbs and sidewalks



CURRENT SIDEWALK

RECOMMENDED IMPROVEMENTS

-   Intersection “bump outs”
- Street trees
- Street lighting
- Curb replacement
- Repaired sidewalks
- Wider sidewalks / tree lawn

 = Mobility Plan recommendation

 = Project is part of UIRF plan on page 137

Capital Improvements

SULLIVANT AVENUE

FACTORS

- Primary east-west vehicular route moving through the neighborhood sections near I-70
- Many residential front doors mixed with commercial uses



SULLIVANT AVENUE CORRIDOR



NEEDS

- Poor pedestrian realm
 - narrow sidewalks
 - sidewalks adjacent to high-speed travel lanes, no physical buffer
 - lack of street trees
 - no pedestrian-scale lighting
- Deteriorated curbs and sidewalks
- Street improvements to encourage slower vehicle speeds



CURRENT CONDITION

RECOMMENDED UIRF IMPROVEMENTS

-   Intersection “bump outs”
- Street trees
- Street lighting
- Curb replacement
- Repaired sidewalks
- Wider sidewalks

 = Mobility Plan recommendation

 = Project is part of UIRF plan on page 137

HARMON AVENUE

FACTORS

- Functions as a spine of light industrial/warehousing uses and social service housing facilities
- Has been identified as the lowest priority corridor for improvements by the working group, public and survey respondents.
- Will have increased importance to West Franklinton as a gateway following changes to highway access



HARMON AVENUE CORRIDOR



NEEDS

- Poor pedestrian realm
 - missing sidewalks south of Renick Street
 - limited handicapped access
 - lack of access to bus stops
 - limited lighting
- Linkages between residential uses and greater transportation network



CURRENT CONDITION

RECOMMENDED UIRF IMPROVEMENTS

-   ● Install missing sidewalks / ramps
- Create pedestrian access to bus stops
- Install additional street lighting

 = Mobility Plan recommendation

 = Project is part of UIRF plan on page 137

Capital Improvements

OVERALL NEIGHBORHOOD

FACTORS

- Large residential areas south of Sullivant with no sidewalks, other areas as well
- Existing sidewalks and curbs in poor repair in many locations
- Poor condition of many alleys
- Uneven street lighting, lack of lighting in alleys
- Overall, high speeds at many intersections where neighborhoods meet major corridors
- Overpasses and rail bridges create barricades to pedestrian movement within and into the area



MISSING SIDEWALKS SOUTH OF SULLIVANT



POOR PEDESTRIAN REALM

NEEDS

- Poor pedestrian realm
 - missing sidewalks
 - existing sidewalks in disrepair
 - lacking safe street crossings and walking routes to businesses/schools
- Lighting
- Alley repair
- Curb extensions
- Median extensions



LACK OF PEDESTRIAN-SCALE LIGHTING



ALLEYS IN DISREPAIR

RECOMMENDED IMPROVEMENTS

-   ● Install missing sidewalks
-   ● Curb replacements
-   ● Alley repair
-   ● Street lights
-   ● Road “diet”
-   ● Intersection improvements - crosswalks, bulb-outs, curb ramps
-  ● Street trees
-  ● Bike facilities (lanes or sharrows)
-   ● Median extensions
-  ● Repaired sidewalks
-  ● Gateway enhancements



INSTALL MISSING SIDEWALKS



ALLEY REPAIR



MEDIAN EXTENSIONS

 = Mobility Plan recommendation

 = Project is part of UIRF plan on page 137

OVERALL WEST FRANKLINTON IMPROVEMENTS SURVEY & WORKSHOP PREFERENCES

RANKINGS (LOWER PREFERRED)

OVERALL WEST FRANKLINTON IMPROVEMENTS SURVEY & WORKSHOP PREFERENCES	RANKINGS (LOWER PREFERRED)
NEW SIDEWALKS WHERE MISSING	2.45
FIXING CURBS	2.88
STREET LIGHTS	3.36
ALLEY PAVING	3.72
ROAD DIET	4.48
TRAFFIC CALMING	4.75
BIKE LANES / TRAILS	5.49
CURB RAMPS (NEW OR REPAIR)	7.68
OTHER EXAMPLES: STREET TREES, PARKING	8.31



Capital improvements are investments in neighborhood infrastructure. This table lists projects that were identified during the neighborhood planning process that are potentially eligible for funding through the City of Columbus UIRF Program. Provided the availability of UIRF funds and further engineering

analysis, projects from this list may be implemented on an ongoing basis. Several of the listed projects require and are contingent on a study and/or preliminary engineering to determine the project's feasibility, in particular those related to West Broad Street.

FRANKLINTON UIRF PLAN – RECOMMENDED POTENTIAL PROJECTS

PROJECT TYPE	LOCATION
NEW SIDEWALKS	Harmon Avenue (recommend one side, from Greenlawn to Renick).
PARK IMPROVEMENTS	Allocate a percentage of UIRF dollars for Franklinton parks. Park improvements require additional communication with Recreation and Parks Departments to clarify needs and potential UIRF support.
ROAD “DIET”*	West Broad Street (existing study is underway to determine feasibility).
ALLEY REPAIR (CHIP AND SEAL/ SURFACE TREATMENT)	Allocate a percentage of UIRF dollars for the surface treatment of alleys. UIRF funding would only be allocated if surface treatment is not currently planned.
CURB REPLACEMENTS	Sullivant Avenue, west of Glenwood.
MULTI-USE ASPHALT PATH OR OTHER BIKE FACILITY (LANES OR SHARROWS)*	West Broad Street bike lanes or sharrows, pending results of existing study. Bikable path leading south under I-70. Recommend one-way bike boulevards on Cypress/Dakota with access under I-70 along Cypress.
PLANTED MEDIAN*	West Broad Street, pending results of existing study. Would require additional future study.
CURB RAMPS	West Broad Street curb ramps would be addressed as part of next resurfacing project.
INTERSECTION “BUMP OUTS”*	In general, intersection bump outs are possible on streets where there are not parking restrictions. West Broad – pending results of existing study. Town and Central – further analysis to identify potential locations without parking restrictions. Sullivant Avenue – further analysis to identify potential locations without parking restrictions.
OTHER TRAFFIC CALMING*	Median extensions at several locations (existing medians/ parkways) – additional study required.
STREET AND OTHER TREES	Allocate a percentage of UIRF dollars for the planting of street trees in areas recommended by City Forester, with follow up communication with the given neighborhood.
INTERSECTION OR ROAD IMPROVEMENTS*	West Broad Street and Hawkes, Yale, and Hartford, pending results of existing study.

*ANY PROJECTS NOTED WITH AN ASTERISK, INCLUDING PLANTED MEDIANS, BIKE LANES, AND ROAD DIETS ARE LISTED AS ITEMS FOR FURTHER ANALYSIS AND CONSIDERATION, INCLUDING A STUDY/PRELIMINARY ENGINEERING TO DETERMINE THE PROJECT'S FEASIBILITY AND PARTICULAR CONDITIONS. THESE ITEMS ARE CONTINGENT ON AND COULD ONLY BE CONSIDERED FOR IMPLEMENTATION AFTER 1) THE DEVELOPMENT, ON THE PART OF THE CITY, OF ACCESS MANAGEMENT GUIDELINES, 2) AN ANALYSIS OF POTENTIAL IMPACTS ON ACCESS TO PROPERTIES IN THE AREA OF INTEREST AND CONSISTENCY WITH SAID ACCESS MANAGEMENT GUIDELINES, 3) A TRAFFIC STUDY, 4) A MAINTENANCE AGREEMENT WITH AN ESTABLISHED ENTITY WHO WILL BE RESPONSIBLE FOR MAINTAINING THE ITEMS (FOR EXAMPLE, PLANTINGS IN MEDIAN STRIPS) AND HOLD THE NECESSARY INSURANCE POLICY, 5) NEIGHBORHOOD SUPPORT FOR ANY POTENTIAL CHANGES IN THE USAGE OF THE RIGHT-OF-WAY (TRAVEL LANE, PARKING, ETC.).





IMPLEMENTATION



DEVELOPMENT REVIEW CHECKLIST

A development review checklist is a summary of the development guidelines and recommendations found in an area plan. It is designed for application by stakeholders in the review of development proposals for consistency with plan provisions. It 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 community. Guidelines from an area plan are not city code, but as part of a city adopted plan they serve as city policy. This provides a basis for stakeholders to review development proposals and make sure the guidelines are considered and optimally included in a proposed development.

Users of the checklist are strongly encouraged to review additional background information for each item on the checklist by referencing the relevant plan element. Nothing in the checklist is intended to speak to the development proposal's 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 development review checklist and incorporate its provisions in their proposals.
- Community groups use a checklist to evaluate development proposals in their respective areas

	YES	NO	N/A	CONDITIONS TO APPROVAL	MITIGATING CIRCUMSTANCES
GENERAL					
Has the developer reviewed the recommendations of the <i>West Franklinton Plan</i> ?					
Has a site plan of the project been submitted?					
Is the proposal consistent with the Future Land Use Plan? (p.64-73)					
Is the proposal consistent with plan's strategy to locate parks in both existing neighborhoods and new development areas? (p.74-77)					

	YES	NO	N/A	CONDITIONS TO APPROVAL	MITIGATING CIRCUMSTANCES
FOCUS AREAS					
315 Gateway Focus Area: Is the proposal consistent with the guidelines and recommendations for this Focus Area? (p.86-93)					
Avondale Neighborhood (with Town Street Civic Corridor) Franklinton Focus Area: Is the proposal consistent with the guidelines and recommendations for this Focus Area? (p.94-95)					
Downtown Franklinton Focus Area: Is the proposal consistent with the guidelines and recommendations for this Focus Area? (p.98-103)					
Downtown West Focus Area: Is the proposal consistent with the guidelines and recommendations for this Focus Area? (p.104-107)					
West Gateway Focus Area: Is the proposal consistent with the guidelines and recommendations for this Focus Area? (p.108-111)					
MIXED-USE / COMMERCIAL / MULTIFAMILY / INSTITUTIONAL					
Is the residential component of Mixed Use development proposal consistent with the plan's densities recommended on the Land Use Plan? (p.64)					
Does the proposal follow guidelines regarding expansion beyond the alley as recommended? (p.71)					
Is the proposal consistent with the Plan's design guidelines for mixed-use, commercial, multifamily, institutional development? (p.115-118)					
Is the proposal consistent with the Landscaping, Lighting, and Parking guidelines? (p.116-118)					
INDUSTRIAL					
Is the proposal for industrial development designed to minimize or mitigate impacts on adjacent uses? (p.116)					
Is the proposal consistent with the Plan's design guidelines for industrial development? (p.116-117)					
RESIDENTIAL					
Is the proposal consistent with the densities recommended on the Land Use Plan? (Page 64)					
Is the proposal consistent with the Plan's design guidelines for residential development? (p.118-119)					

Implementation

DEVELOPMENT REVIEW CHECKLIST

ACTION ORIENTED RECOMMENDATIONS

Area plans also include recommendations that are action oriented. These recommendations are not utilized for the review of development applications, but are pro-active in nature and require action on the part of a given community group in cooperation with the city of Columbus and other stakeholders. The chart below lists these action-oriented recommendations.

	NOTES
ACTION ORIENTED RECOMMENDATIONS	
Coordinate parkland acquisition in existing neighborhoods with the Plan's parkland and vacant property strategies. (p.52-55 and p.74-77)	
Establish an urban mixed use zoning district for use on West Broad Street that would allow a mix of commercial, residential, and institutional uses. (p.114)	
Investigate the extension of commercial zoning overlays to commercial corridors recommended in the Plan. In particular, Community Commercial Overlay districts implemented in designated areas: Broad Street west of Central Avenue, Mound Street, and Greenlawn Avenue. (p.114)	
Encourage Developers to utilize residential incentives and housing resources available with the Housing Division (contact (614)645-7795)	

