



# Wilson Bridge Corridor Zoning

Department of Planning & Building



# Wilson Bridge Road Corridor Study

## Background:

- The City conducted a strategic study of one of the community's primary economic centers, the Wilson Bridge Road Corridor.
  - One of the most important corridors, this corridor contains seeds that provide a vital support for the future of the City's economy and quality of life.
  - The appearance and vacancy rates in the corridor led the City to invest in further planning for the corridor.
    - Streetscape, signage and development standards



# Wilson Bridge Road Corridor Study

## Existing Zoning

The existing zoning in the corridor consists of seven different zoning districts. The primary zoning districts in the corridor are commercial and office districts comprising approximately 128 acres, or 52 percent of the total land area in the corridor. The planning area also includes approximately eleven acres of floodplain. This area consists primarily of the Olentangy Parklands and is bisected by the Olentangy Trail. Residential also makes up a significant portion of the corridor; approximately 35 acres, or 14 percent of the total land area in the corridor. It is important to note that residential uses are also permitted as a conditional use in the C-2 zoning district, which would bring the total area available for residential uses to approximately 65 acres.

District	Acreeage
C-2 Community Shopping Center	128.0
C-3 Institutions and Offices	
C-4 Highway and Automotive Services	
AR-3 Medium Density Apartment Residence	20.8
AR-4.5 Low Density Apartment Residence	3.2
R-10 Low Density Residence	14.3
F-1 Flood Plain	11.20
S-1 Special	29.74
ROW	43.45
<b>Total</b>	<b>250.7</b>





# Recommendations:

## Promotion

### Objective 1

Enhance the image and brand of Worthington.

### Actions

1.6 Develop a new signage and wayfinding package/standards for public signage.

## Design

### Objective 2

Promote new residential development in the corridor that complements existing and planned developments.

### Actions

2.1 Create an overlay district for the Corridor that will allow for a variety of housing types including medium to high-density development that matches the intent of the Plan.

2.3 Create residential design guidelines for the Corridor that complements the existing residential character, but is also unique and helps define the image of the Corridor.

### Objective 3

Guide the redevelopment of underutilized commercial properties.

### Actions

3.2 Create new design guidelines and zoning tools to ensure the development concept and intent of the Plan is implemented.

### Objective 4

Create a pedestrian-friendly environment.

### Actions

4.2 Allow for the redevelopment of buildings along the Corridor to have varied building heights with reduced setbacks to develop a defined 'street wall'.

4.4 Develop new standards that encourage and/or require new development to have pedestrian access from the street and include bike parking on site.

### Objective 5

Promote the development of civic spaces, buildings, and events in the Corridor.

### Actions

5.1 Encourage new development to provide public spaces on site or pay in-lieu fee to be used for other public space improvements in the corridor as identified in the Plan (e.g. outdoor activities and dining.)

5.3 Enhance the entrance to McCord Park and Olentangy Parklands with new signage and landscaping to improve visibility and access.

### Objective 6

Create a concentrated yet diverse commercial core along Wilson Bridge Road.

### Actions

6.1 Create an overlay for the Corridor that will expand permitted and conditional uses to include residential, and allow for the vertical integration of uses where appropriate.

6.4 Revise parking requirements in the Corridor to promote new development (e.g. reduced parking requirements, shared parking, include on-street parking).



# Wilson Bridge Corridor Zoning

## Process:

- Wilson Bridge Corridor Zoning Draft
  - Drafted by Planning Staff and the City's Law Director
    - Recommended in the 2011 Wilson Bridge Road Corridor Study
  - Reviewed and approved by the Code Review Committee in January 2015 and again in August 2015.
  - Reviewed and approved by the Wilson Bridge Road Steering Committee on August 13, 2015
  - Reviewed and approved by the Municipal Planning Commission on September 24, 2015



# Wilson Bridge Corridor Zoning

## **Wilson Bridge Steering Committee:**

The committee consists of commercial property owners, property managers and business owners in the corridor; residents in and adjacent to the corridor, and from elsewhere in the City; representatives from the Council, MPC, CRC, Bike and Pedestrian Committee; hired consultants. Additional residents were included due to planning, design and real estate backgrounds.

- Original committee was created in 2008 for the Wilson Bridge Road Corridor Study which was adopted in 2011, then morphed into a committee for the Wilson Bridge Corridor Enhancement & Wayfinding Projects adopted in 2015. This same group reviewed and provided feedback on the proposed Wilson Bridge Corridor Zoning.



# Wilson Bridge Corridor Zoning

## Current committee:

- Cathy Lyttle
- David Gallanis
- Graham Cochran
- Stacy Cochran
- Lynda Gildea
- Sandy Byers
- Shane & Gina Switzer
- Tim Gehring
- Tom Carter
- Dick Hunter
- Mikel Coulter
- Jeannie Martin
- Scott Myers
- Jennifer Kerestan
- Patricia L. Botic
- Ohm Patel
- Russell Hunter
- Jo-Anne LaBuda
- Oscar Gonzalez
- Gary Rutledge
- Mike Shannon
- Todd Barhorst

## Others that have been involved over the years:

- Curtiss Williams
- Friedl Bohm
- Kathryn Paugh
- Kevin James
- Linda Patterson
- Fred Hower
- Tom Dalcoma
- William Whitlatch
- George and Kathy Bleimes
- Joe Davis
- Jim Houk
- Aaron Domini
- Heather Munsell
- Joe Pichert
- Gary Smith
- Phil Giessler
- Chris Hermann
- Gary Parsons
- Dave Foust



# Wilson Bridge Corridor Zoning

## City Council Process:

- City Council Briefing – November 9, 2015
- Outreach
  - Website updated to include all meeting materials, presentation and meeting dates.
    - Notify Me – Mass email went out on November 18, 2015 to all those signed up on the City's email, updated email went out on January 8, 2016 and again on February 5, 2016.
  - Steering Committee updated on the status of the proposed regulations
  - Met with residents on Hayhurst and Caren – discussed proposed language
- City Council Briefing – January 11, 2016
  - Email correspondence with residents who have questions and concerns.
- City Council Briefing – February 8, 2016
- Introduce Legislation – Future meeting - TBD
- Public Hearing
  - 60-Day Referendum Period for proposed Code Amendment, then rezoning can occur with another 60-day referendum period after each rezoning.



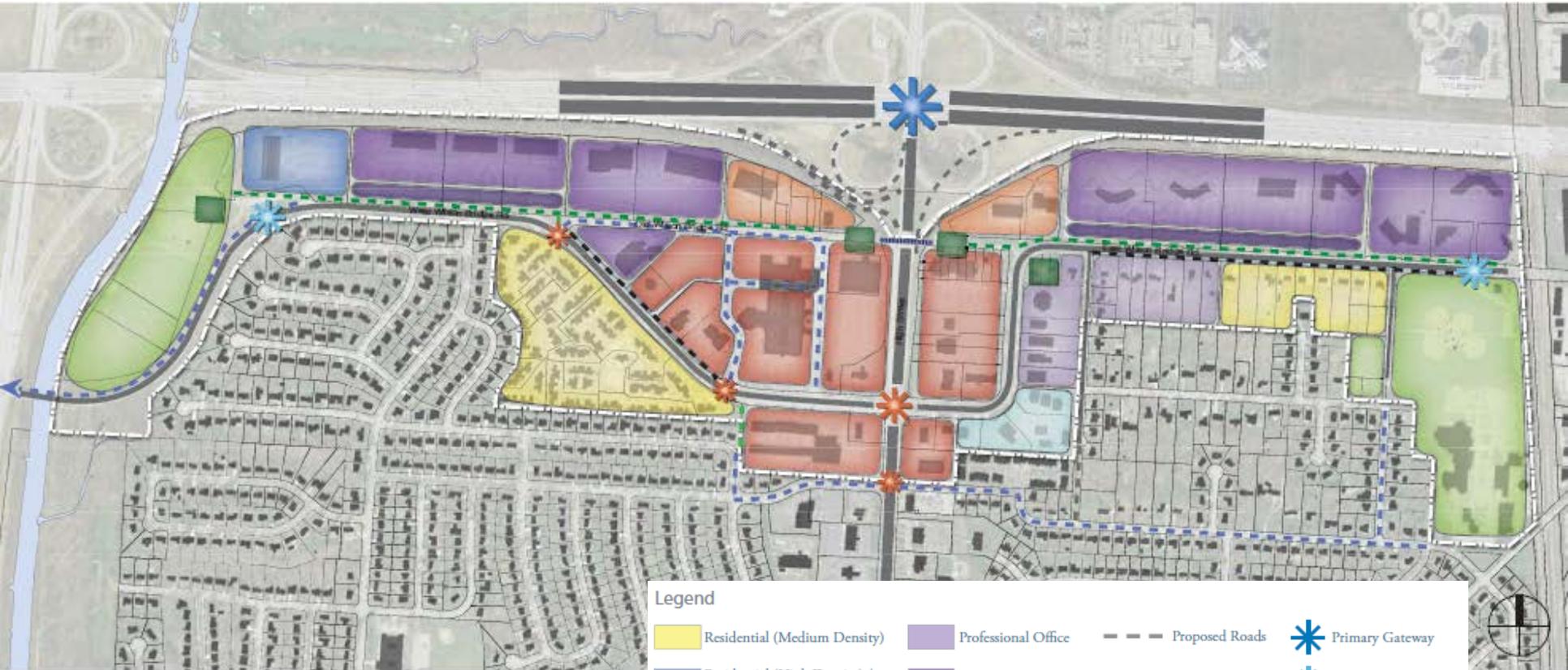
# Wilson Bridge Corridor Zoning

## Discussion Items:

- Building Height
- Setbacks
- Tract Coverage
- Design & Materials
- Natural Features



# Wilson Bridge Road Corridor Study Recommendations



## Legend

 Residential (Medium Density)	 Professional Office	 Proposed Roads	 Primary Gateway
 Residential (High Density) / Office	 Office	 Proposed Sidewalks	 Secondary Gateway
 Residential (Medium Density) / Office	 Neighborhood Office	 Proposed Sharrow	 Enhanced Intersection
 Mixed Use	 Office / Hotel	 Proposed Multi-use Path	 Public Space
 Park		 Pedestrian Bridge	



# Wilson Bridge Road Corridor Study Recommendations

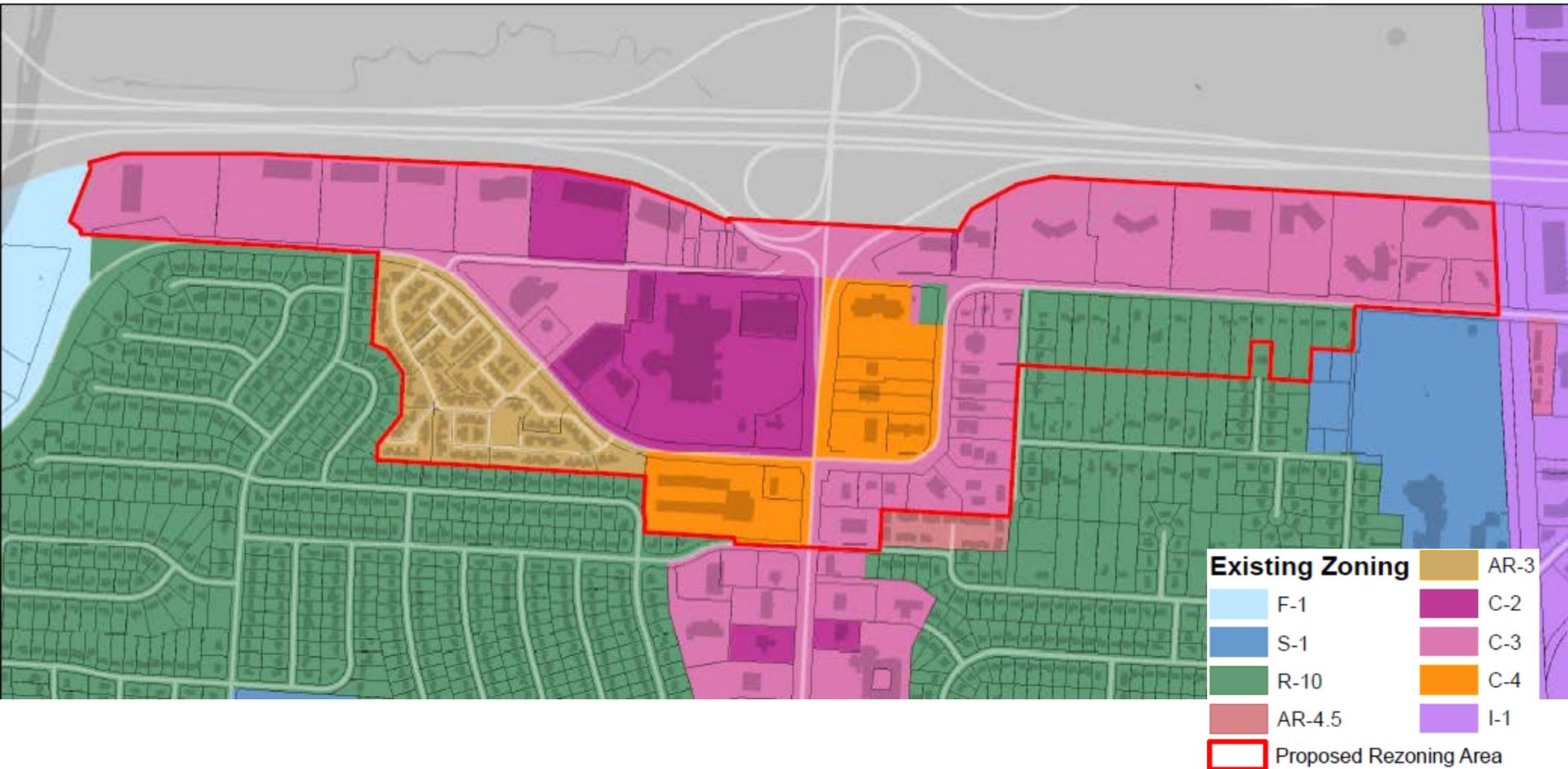
Land Use Type	Area (Acres)	Building Blocks		Uses (P = Preferred / O = Optional)				
		Desired Density	Max. Height (Stories)	Multifamily	Office	Civic	Commercial	Hotel
Residential (Medium Density)	57.2	10-14 units/acre	3	p		p		
Office/Residential (High Density)	7.1	Housing 10-20 units/acre	5+	p	p	p		
		Office 15,000-30,000 s.f./acre						
Office/Residential (Medium Density)	5.2	Housing 5-10 units/acre	3	P	P			
		Office 12,000-15,000 s.f./acre						
Mixed Use	59.0	Housing 10-20 units/acre	5	o	p	p	p	o
		Office/Commercial 10,000 - 15,000 s.f./acre						
Professional Office	15.6	10,000 - 20,000 s.f./acre	3	o	p	p		
Office	57.2	30,000 - 60,000 s.f./acre	6		p	p		
Neighborhood Office	6.9	8,000 - 10,000 s.f./acre	2		P			
Office/Hotel	8.0	Hotel 100-200 Rooms	6		p	p		p
		Office 15,000 - 30,000 s.f./acre						

*Note: Medium density residential and professional office on the south side of Wilson Bridge Road between Westview Drive and McCord Park should be limited to two stories in height.*



# Wilson Bridge Corridor Zoning

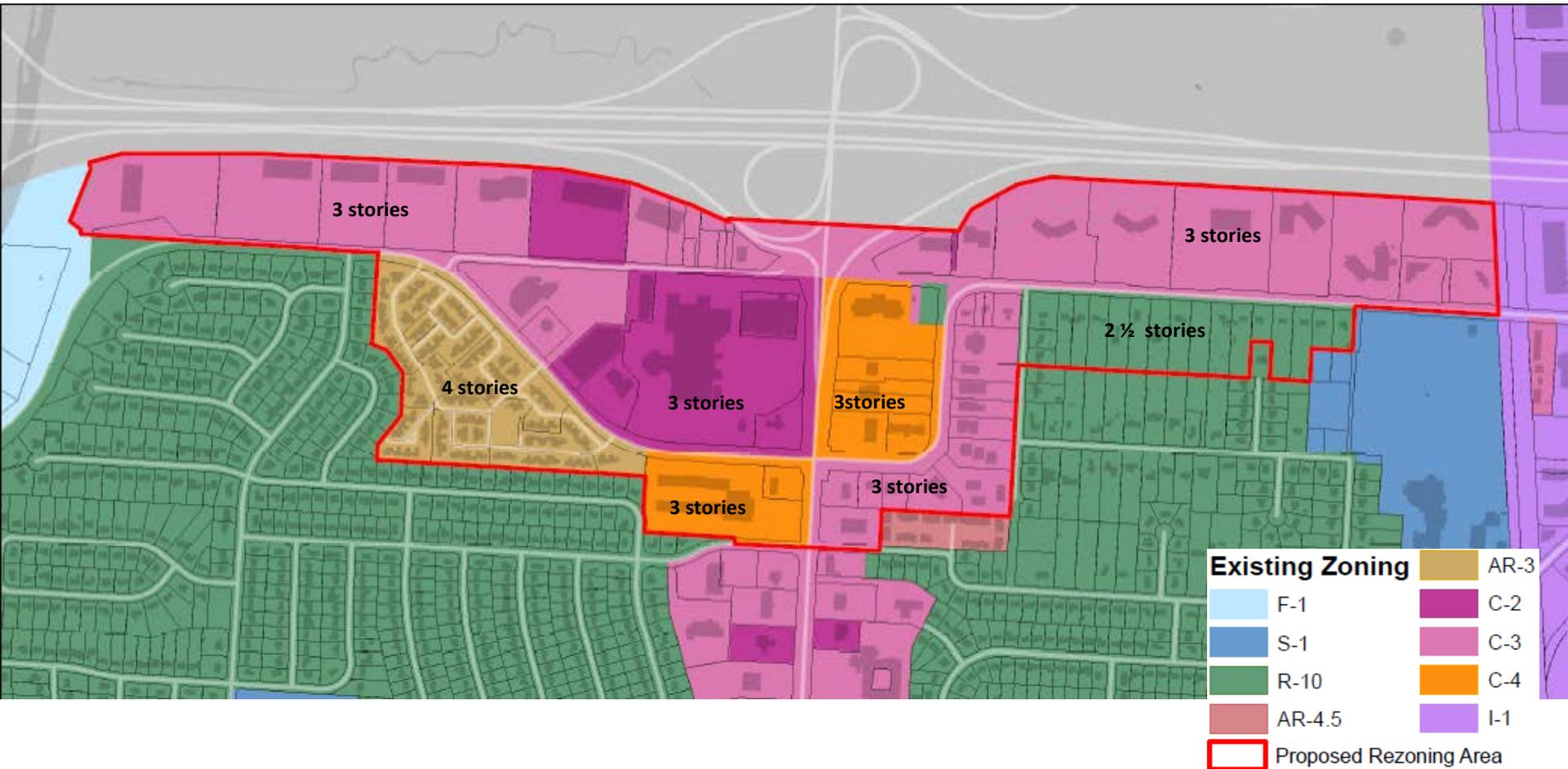
## Current Zoning:





# Wilson Bridge Corridor Zoning

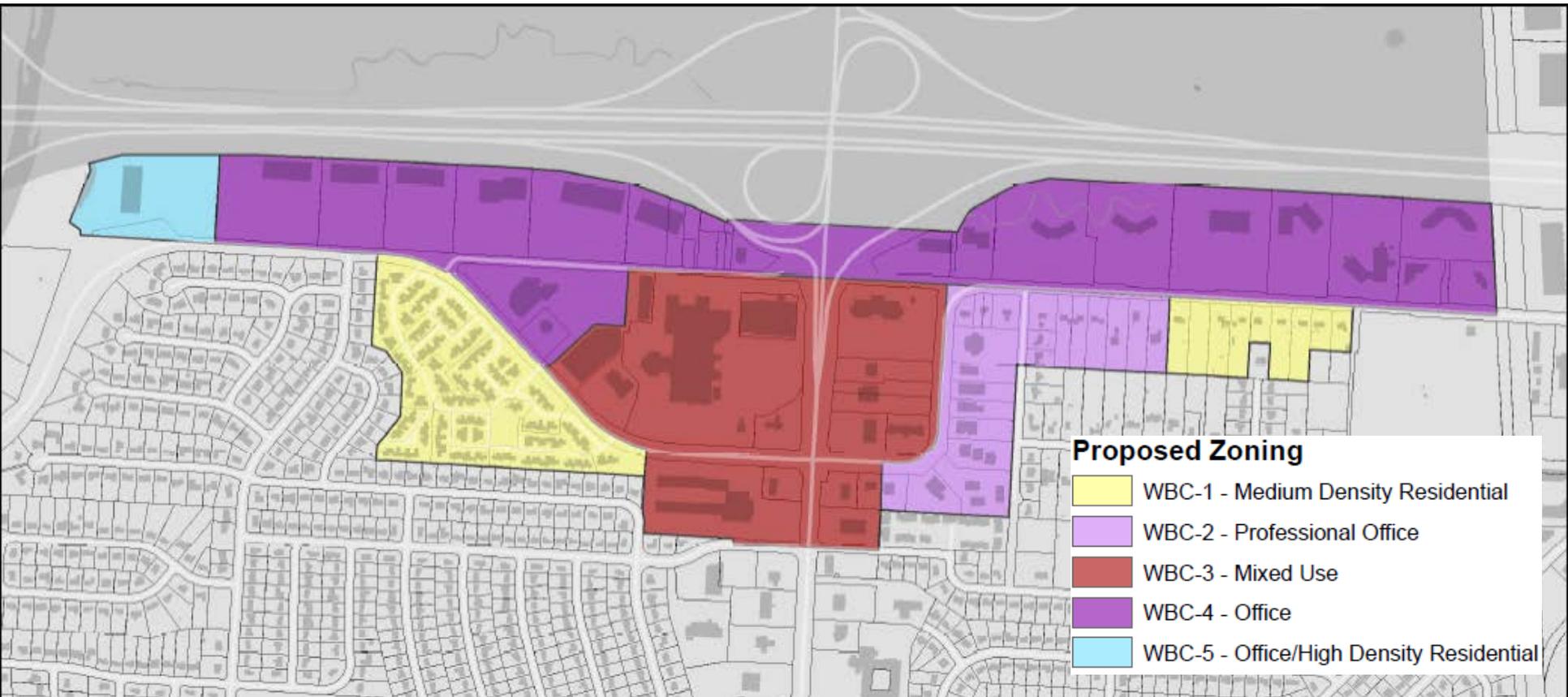
## Current Zoning Permitted Height:





# Wilson Bridge Corridor Zoning

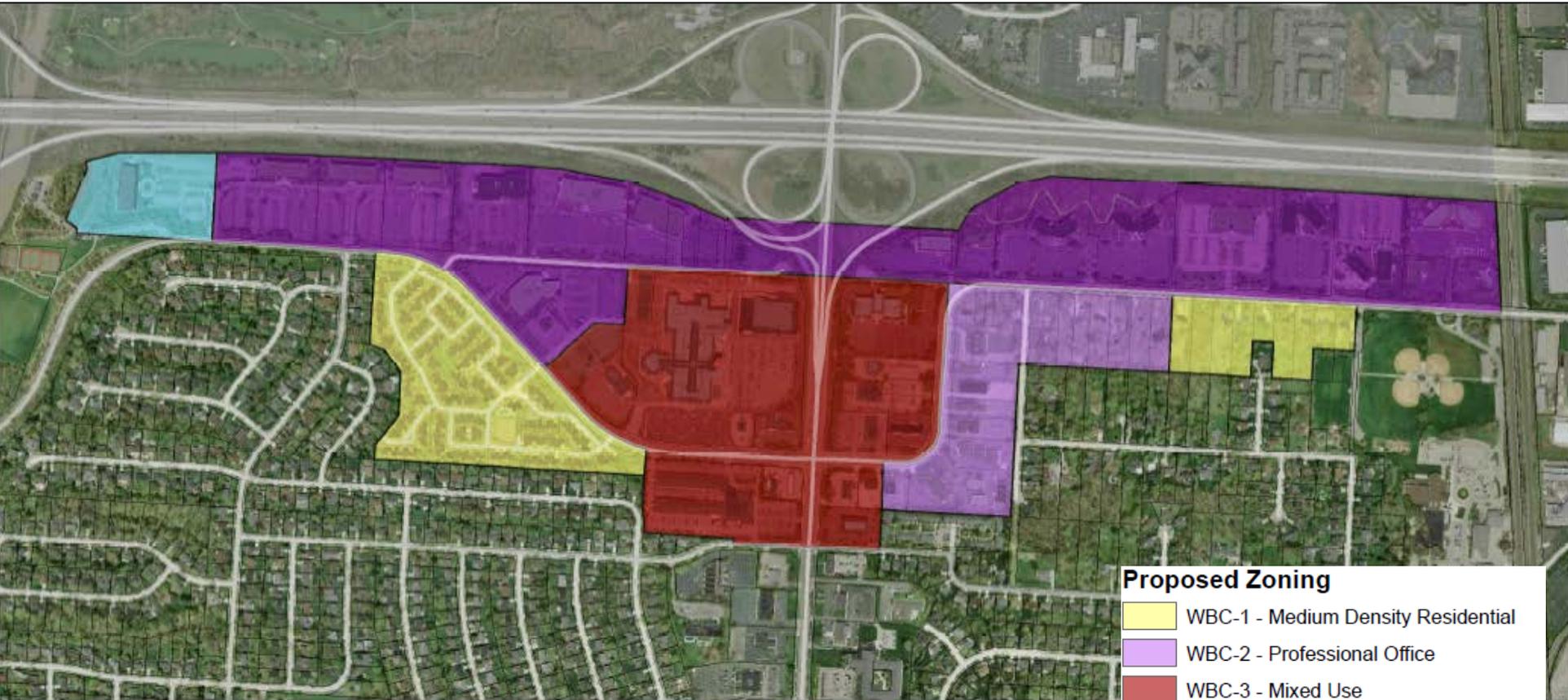
## Proposed Zoning Categories:





# Wilson Bridge Corridor Zoning

## Proposed Zoning Categories:



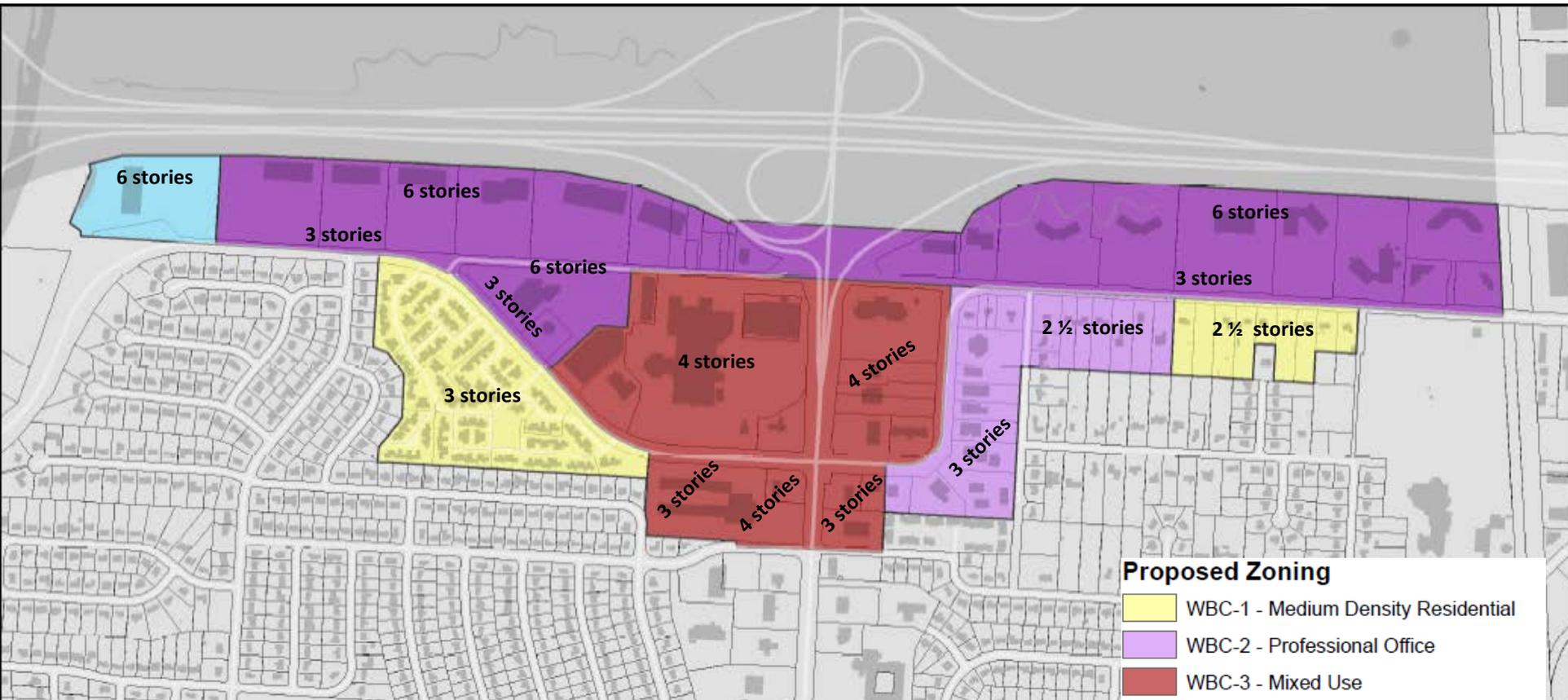
### Proposed Zoning

-  WBC-1 - Medium Density Residential
-  WBC-2 - Professional Office
-  WBC-3 - Mixed Use
-  WBC-4 - Office
-  WBC-5 - Office/High Density Residential



# Wilson Bridge Corridor Zoning

## Proposed Building Heights:



### Proposed Zoning

- WBC-1 - Medium Density Residential
- WBC-2 - Professional Office
- WBC-3 - Mixed Use
- WBC-4 - Office
- WBC-5 - Office/High Density Residential



# Wilson Bridge Corridor Zoning

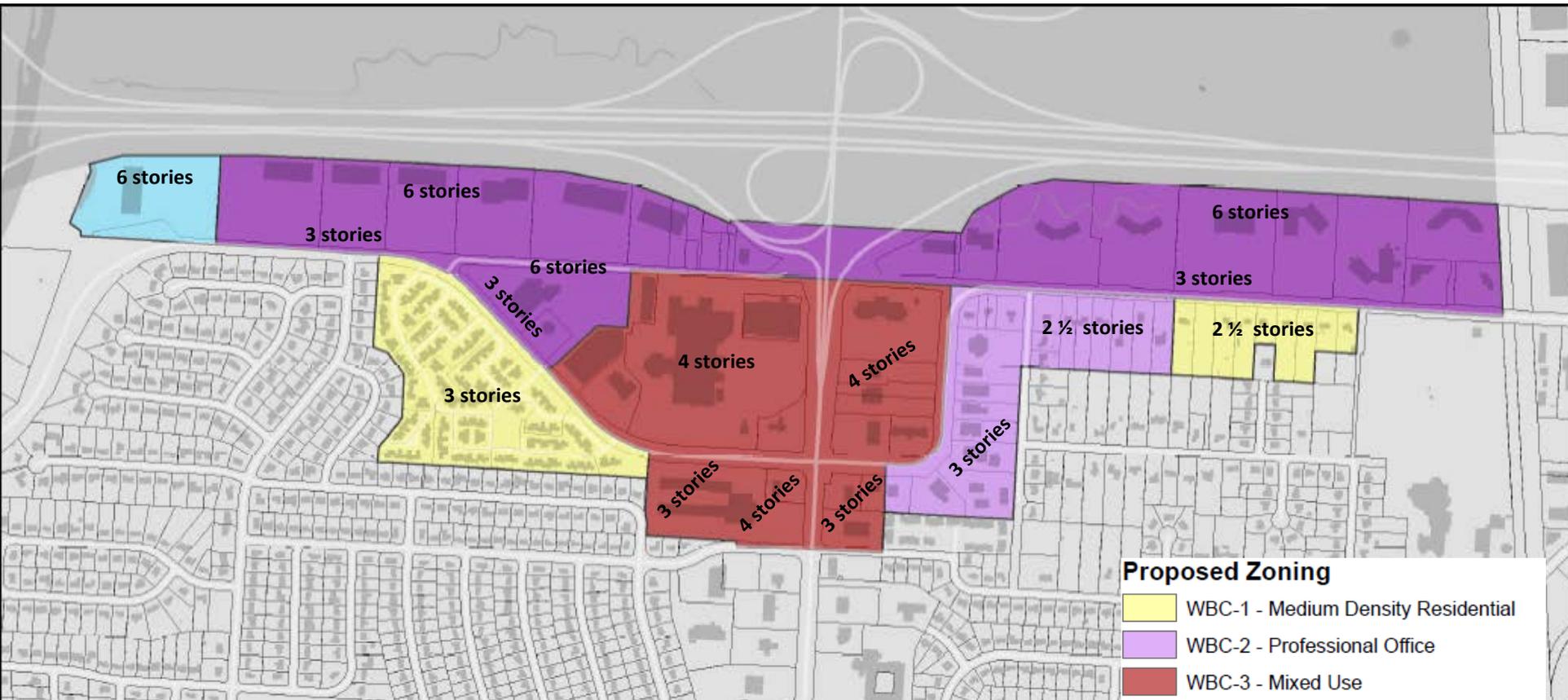
## Zoning Districts:

- WBC – 1 – Medium Density Residential
- WBC – 2 – Professional Office
- WBC – 3 – Mixed Use
- WBC – 4 – Office
- WBC – 5 – Office/High Density Residential



# Wilson Bridge Corridor Zoning

## Proposed Building Heights:



### Proposed Zoning

-  WBC-1 - Medium Density Residential
-  WBC-2 - Professional Office
-  WBC-3 - Mixed Use
-  WBC-4 - Office
-  WBC-5 - Office/High Density Residential



# Wilson Bridge Corridor Zoning

## Description of Zoning Districts:

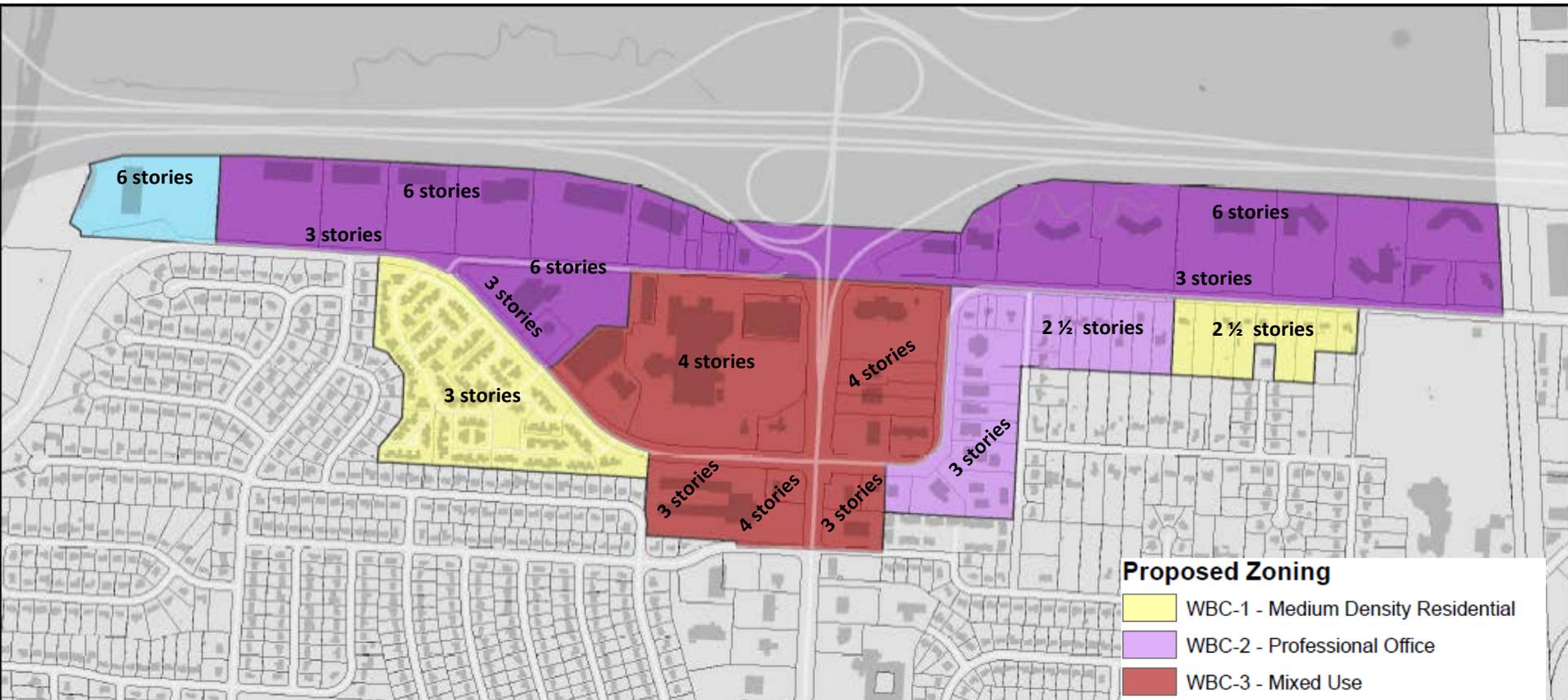
“WBC-1” Medium Density Residential: An area along the WBC that allows for medium density residential housing, offering a variety of housing styles and pricing options that complement the residential and architectural patterns and styles in the City.

- Permitted Uses: Multi-family dwellings, Home Occupations, Public uses, Essential services and Accessory uses.
- Maximum Building Height: Three stories except buildings on the south side of Wilson Bridge Road between Westview Drive and McCord Park should be limited to 2 ½ stories and 30’.
- Density: The maximum number of dwelling units allowed per acre for development within the WBD-1 shall be 14, with a desired number between 10 and 14 dwelling units.



# Wilson Bridge Corridor Zoning

## Proposed Building Heights:



### Proposed Zoning

- WBC-1 - Medium Density Residential
- WBC-2 - Professional Office
- WBC-3 - Mixed Use
- WBC-4 - Office
- WBC-5 - Office/High Density Residential



# Wilson Bridge Corridor Zoning

## Description of Zoning Districts:

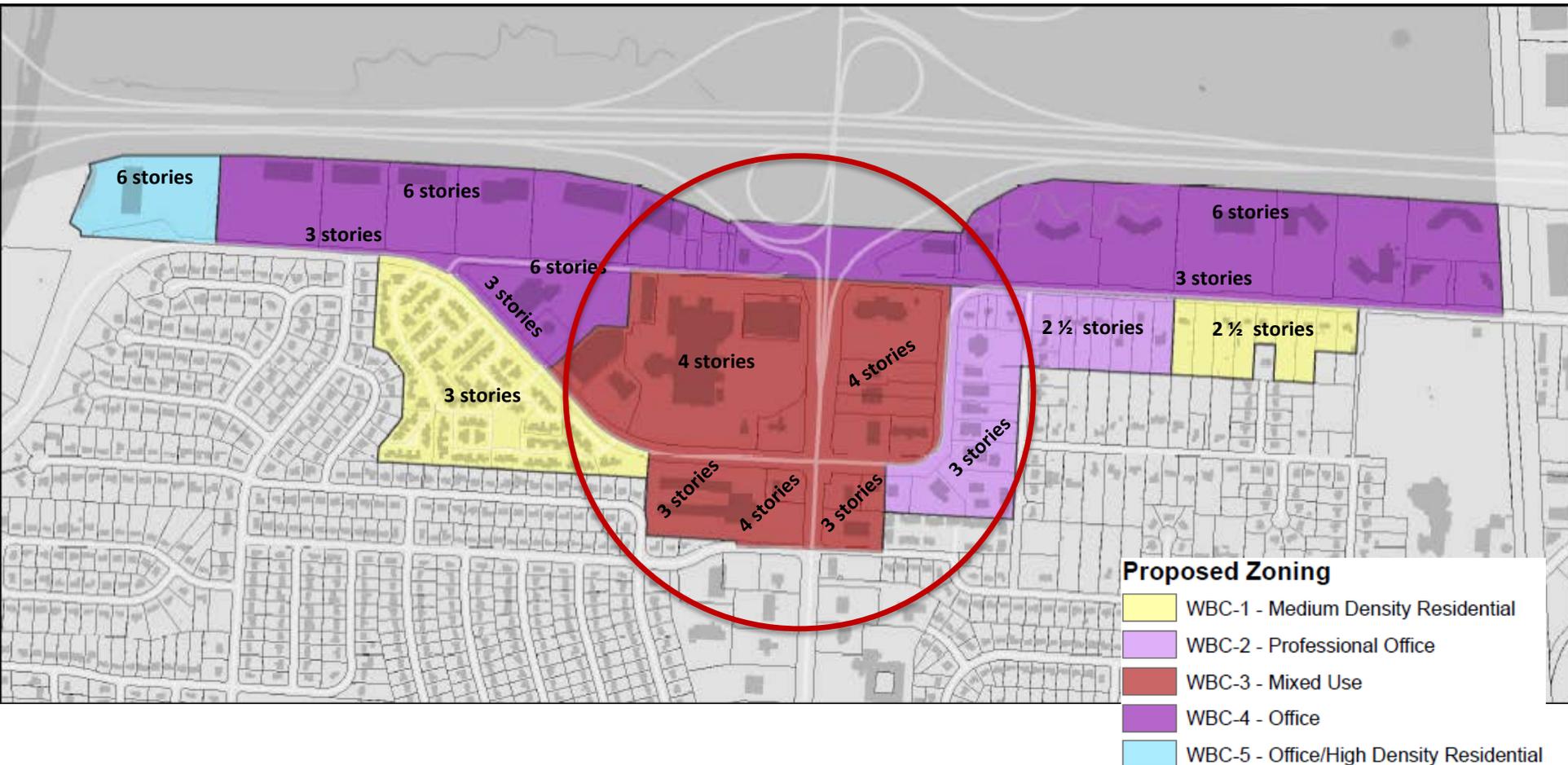
“WBC-2” Professional Office: Areas to promote small to medium sized office uses. A variety of office types and styles are encouraged to promote flexibility and adaptability.

- Permitted Uses: Office uses, Essential services and Accessory uses.
- Conditional Use: Public uses and Semi-public uses.
- Maximum Building Height: 3 stories, except buildings on the south side of Wilson Bridge Road between Westview Drive and McCord Park should be limited to 2 ½ stories and 35’.



# Wilson Bridge Corridor Zoning

## Proposed Building Heights:





# Wilson Bridge Corridor Zoning

## Description of Zoning Districts:

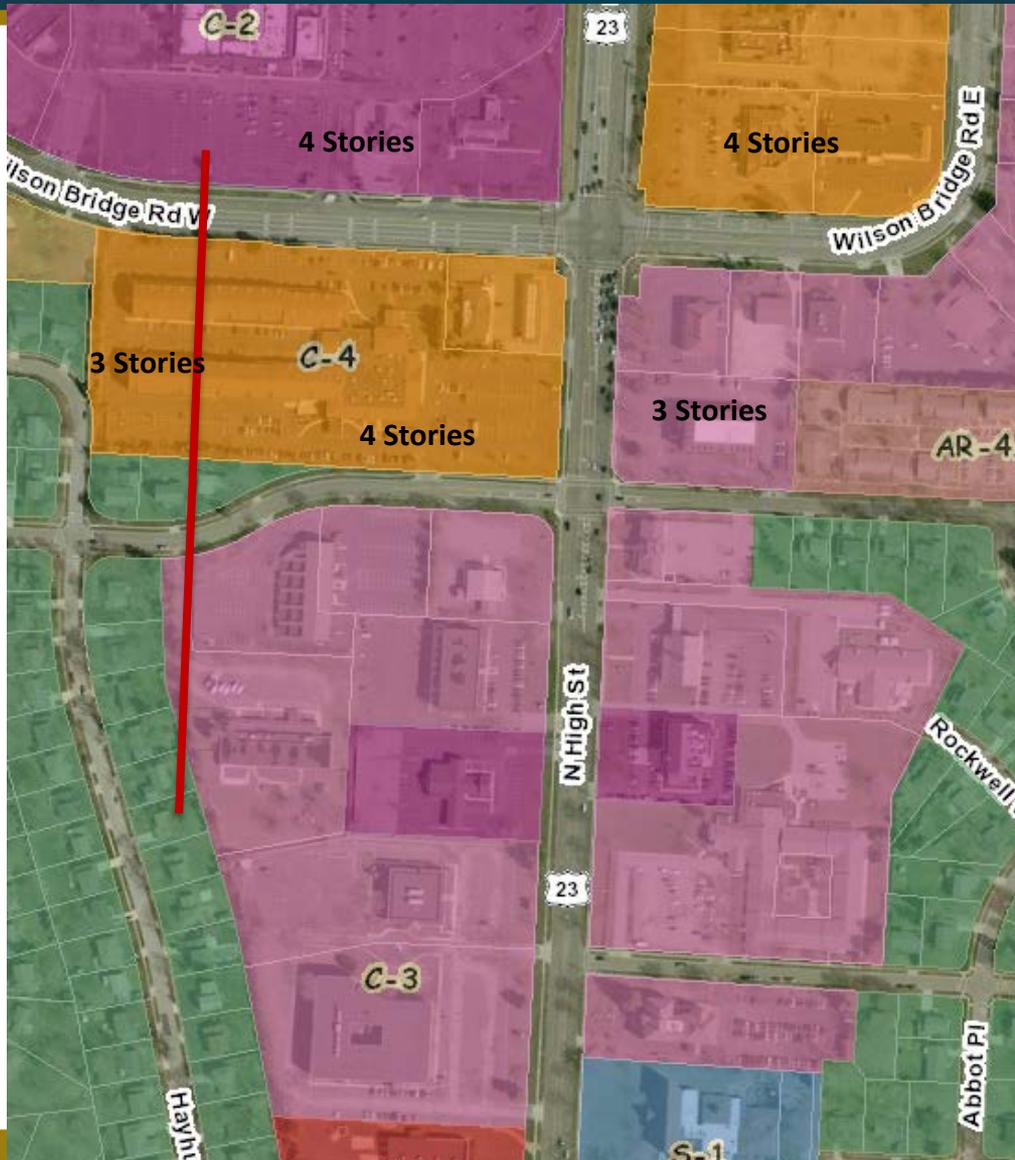
“WBC-3” Mixed Use: An area along the WBC that allows for a mix of retail and office uses both vertically and horizontally. Retail uses are encouraged for the first floor of multi-floor developments. Pedestrian facilities and public spaces are encouraged. Some residential uses may be incorporated in this area.

- Permitted Uses: Uses listed in Chapter 1147 of the Codified Ordinances as permitted uses in the following districts: “C-1” Neighborhood Commercial, “C-2” Community Shopping Center, and “C-3” Institutions and Offices.
- Conditional Uses: Residential Uses, Hotels, Motels, Drive-in Commercial Uses, and Breweries, Distilleries and Wineries.
- Maximum Building Height: 3 stories for properties south of Wilson Bridge Rd; except for the WBC-3 Mixed-Use location south of Wilson Bridge Road and west of High Street, where the maximum building height shall be 3 stories within the westernmost 180 feet and 4 stories in the remaining area; 4 stories for properties north of Wilson Bridge Rd.





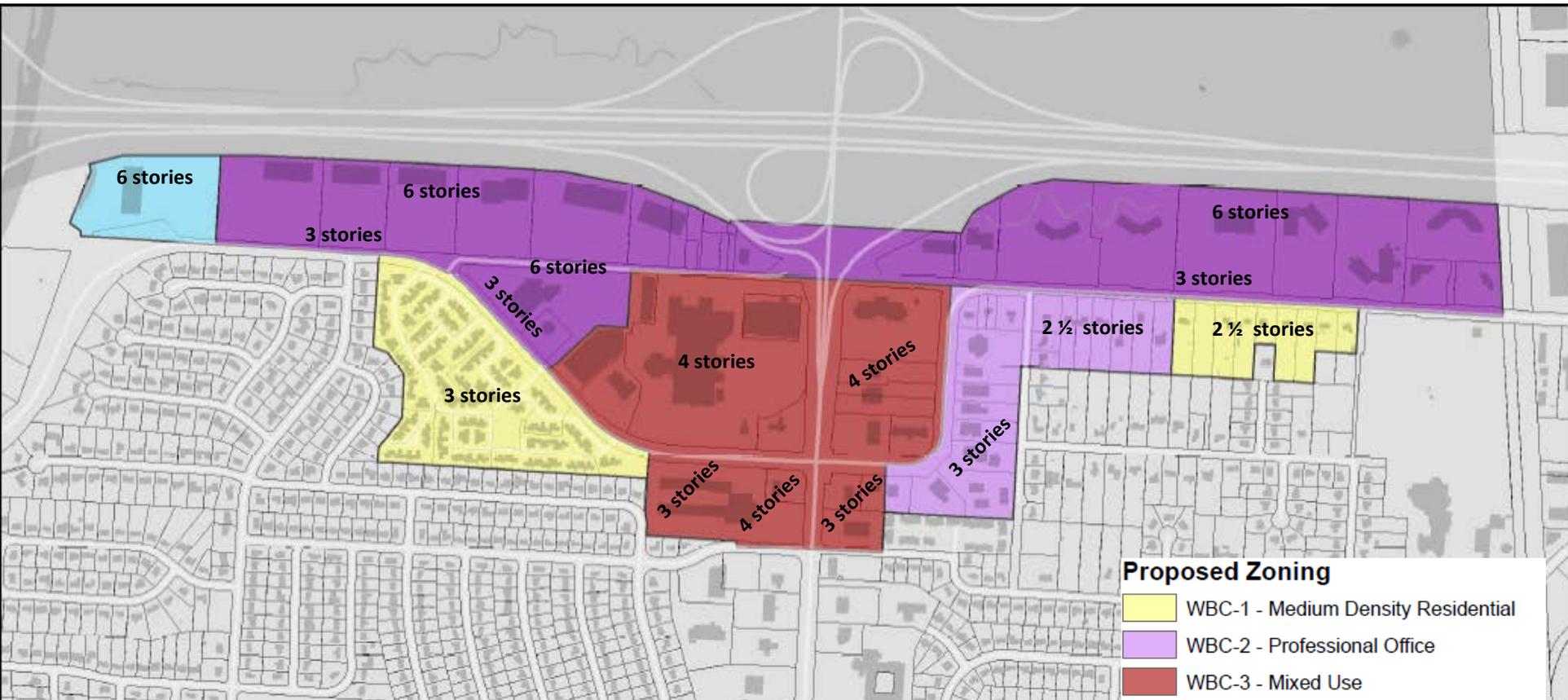
# Wilson Bridge Corridor Zoning





# Wilson Bridge Corridor Zoning

## Proposed Building Heights:



### Proposed Zoning

- WBC-1 - Medium Density Residential
- WBC-2 - Professional Office
- WBC-3 - Mixed Use
- WBC-4 - Office
- WBC-5 - Office/High Density Residential



# Wilson Bridge Corridor Zoning

## Description of Zoning Districts:

“WBC-4” Office: Areas along the WBC that allows for large-scale office development and redevelopment, with such product offering prominent freeway visibility and serving local, regional and national tenants.

- Permitted Uses: Office uses, Animal Hospitals, Essential services and Accessory uses.
- Conditional Uses: Hotel, Public uses and Semi-public uses.
- Maximum Building Height: 6 stories except buildings abutting the Wilson Bridge Rd. right-of-way should be limited to 3 stories.



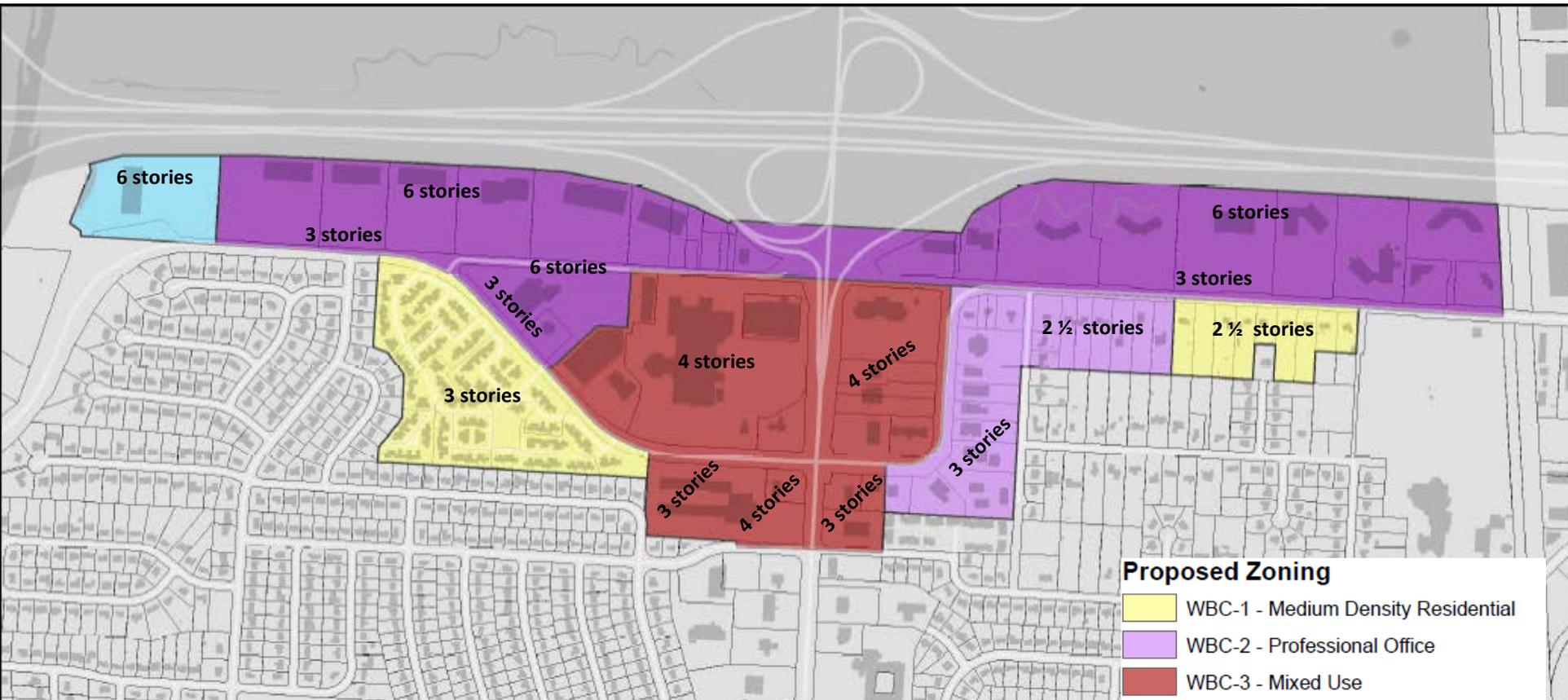
# Wilson Bridge Corridor Zoning





# Wilson Bridge Corridor Zoning

## Proposed Building Heights:



### Proposed Zoning

- WBC-1 - Medium Density Residential
- WBC-2 - Professional Office
- WBC-3 - Mixed Use
- WBC-4 - Office
- WBC-5 - Office/High Density Residential



# Wilson Bridge Corridor Zoning

## Description of Zoning Districts:

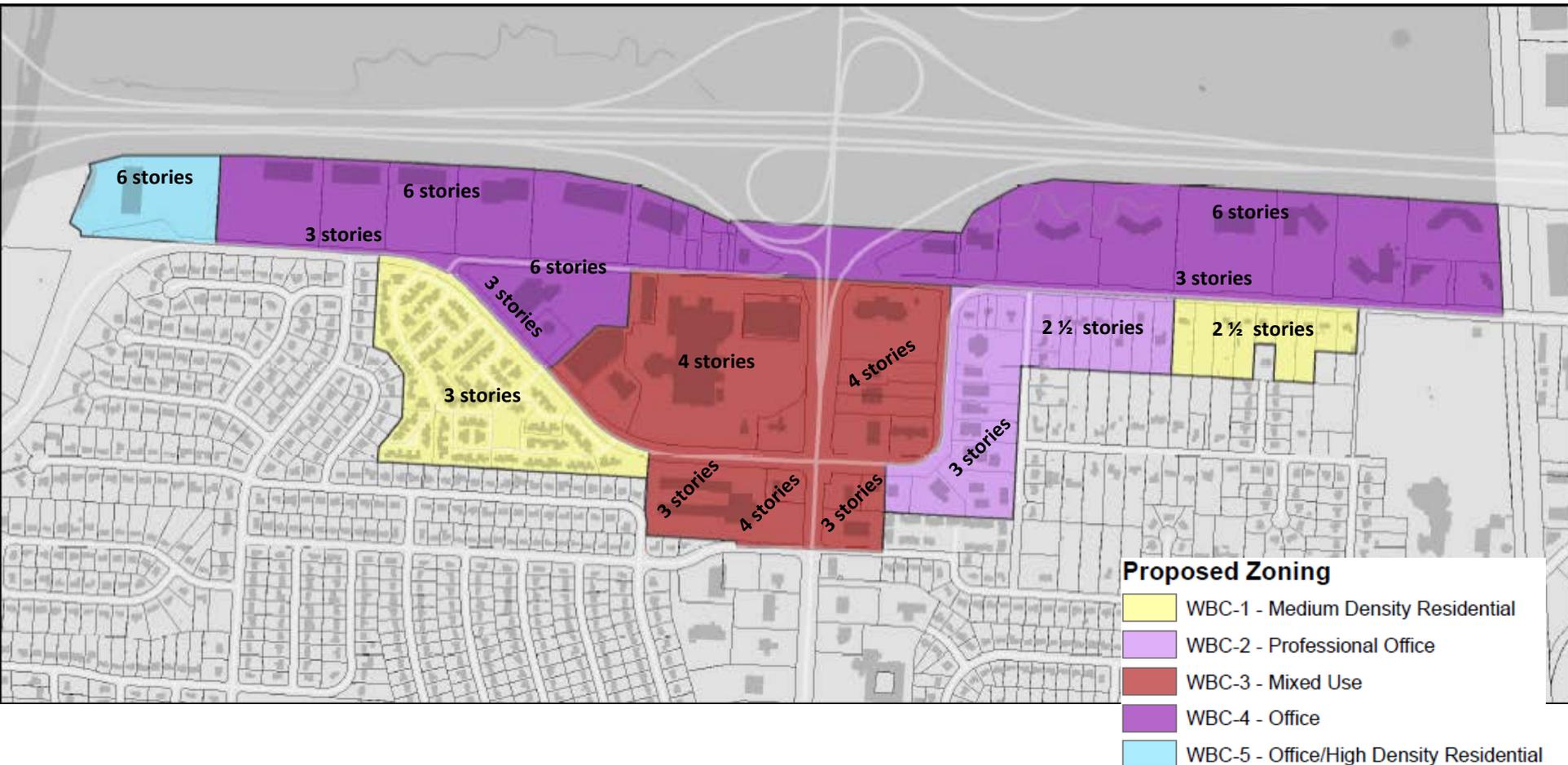
“WBC-5” Office/High Density Residential: An area of high density office development either as a single use or as a use mixed with multi-family housing. The residential use includes a variety of high density multi-family housing such as condominiums, apartments and townhomes.

- Permitted Uses: Permitted uses within the WBC-4 Office District.
- Conditional Uses: Multi-family uses as part of the office building structure. No detached multi-family structures are permitted.
- Maximum Building Height: 6 stories.
- Density: The maximum number of dwelling units allowed per acre for development within the WBC-5 District shall be 20.



# Wilson Bridge Corridor Zoning

## Proposed Building Heights:





# Wilson Bridge Corridor Zoning

Zoning Districts:	Permitted Uses:	Conditional Uses:
<b>WBC-1</b>	Multi-Family Dwellings Home Occupations Public Uses Essential Services Accessory Uses	N/A
<b>WBC-2</b>	Office Uses Essential Services Accessory Uses	Public Uses Semi-Public Uses
<b>WBC-3</b>	Permitted Uses listed in the following districts: C-1 District C-2 District C-3 District	Residential Uses Hotels & Motels Drive-in Commercial Breweries, Distilleries and Wineries
<b>WBC-4</b>	Office Uses Animal Hospitals Essential Services Accessory Uses	Hotel Public Uses Semi-Public Uses
<b>WBC-5</b>	Permitted uses within the WBC-4 Office District	Multi-Family uses as part of the office building structure. No detached multi-family structures permitted.



# Wilson Bridge Corridor Zoning

## Discussion Items:

- Building Height
- Setbacks
- Density
- Tract Coverage
- Permitted & Conditionally Permitted Uses



# Wilson Bridge Corridor Zoning

## Development Standards:

- Site Layout:

- Setbacks

- Buildings less than 50,000 sq. ft. in area shall be between 5' and 20' from ROW
    - Buildings 50,000 sq. ft. in area shall be located at least 20' from ROW
    - Buildings abutting "R" districts shall be **50'** to the property line
      - Parking facilities and access drives shall be **25'** to the property line

- Right-of-Way Dedication

- May be required to accommodate public improvements



# Wilson Bridge Corridor Zoning

## Development Standards:

- Site Layout:

- Setbacks – **City Council Comment – Language added**
  - Avoid canyon/tunneling effect along corridor.
    - Use of floor terracing, changes in building massing, insertion of green commons, recessed seating and dining areas, and lush landscaping will be required.



# Wilson Bridge Corridor Zoning



**Wilson Bridge Road - Varying ROW Widths**



# Wilson Bridge Corridor Zoning



**High Street - Varying ROW Widths – Westside has a greater setback than the eastside**



# Wilson Bridge Corridor Zoning



**Wilson Bridge Road - Varying ROW Widths – ROW dedication required for planned projects**



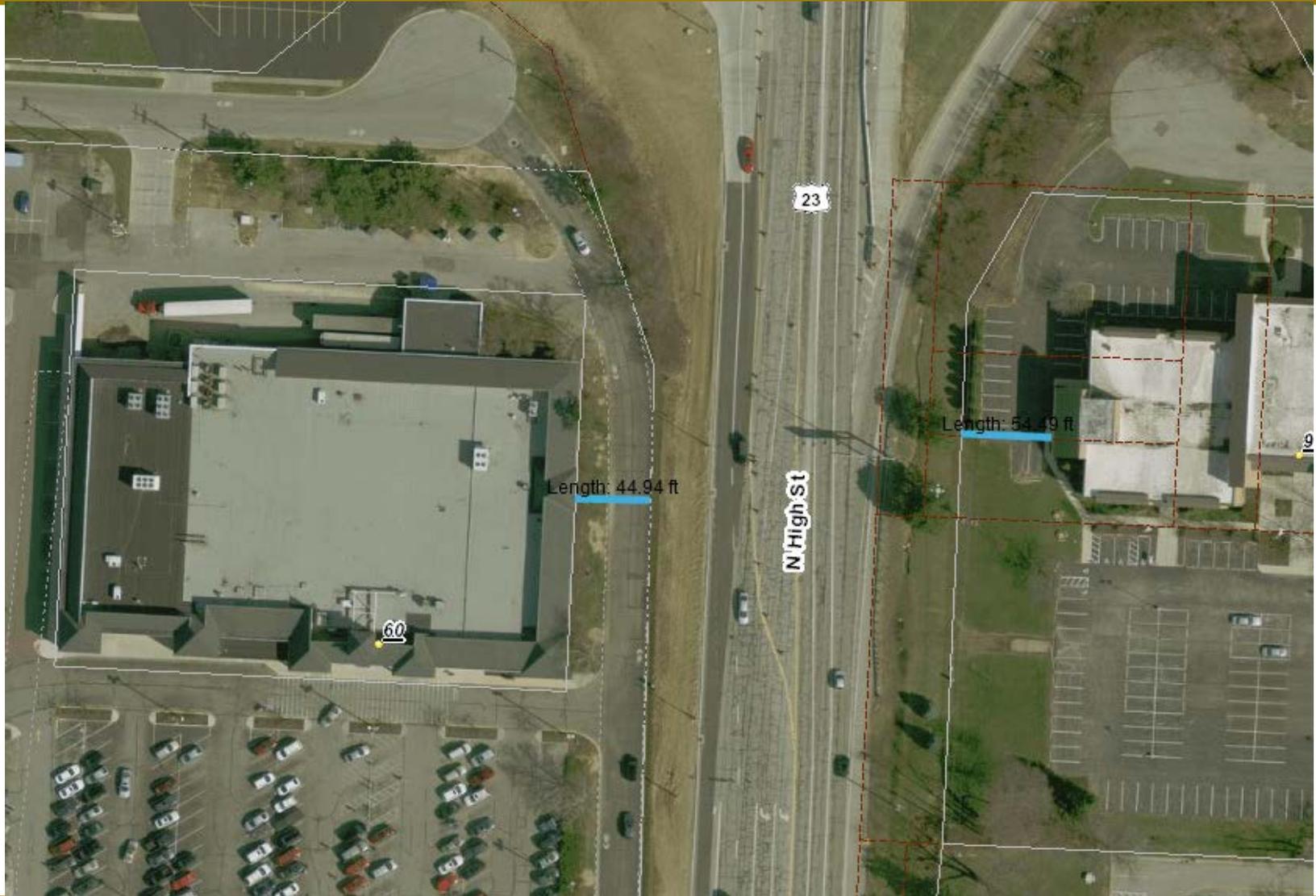
# Wilson Bridge Corridor Zoning



Old Wilson Bridge Road - Varying ROW Widths



# Wilson Bridge Corridor Zoning





# Wilson Bridge Corridor Zoning





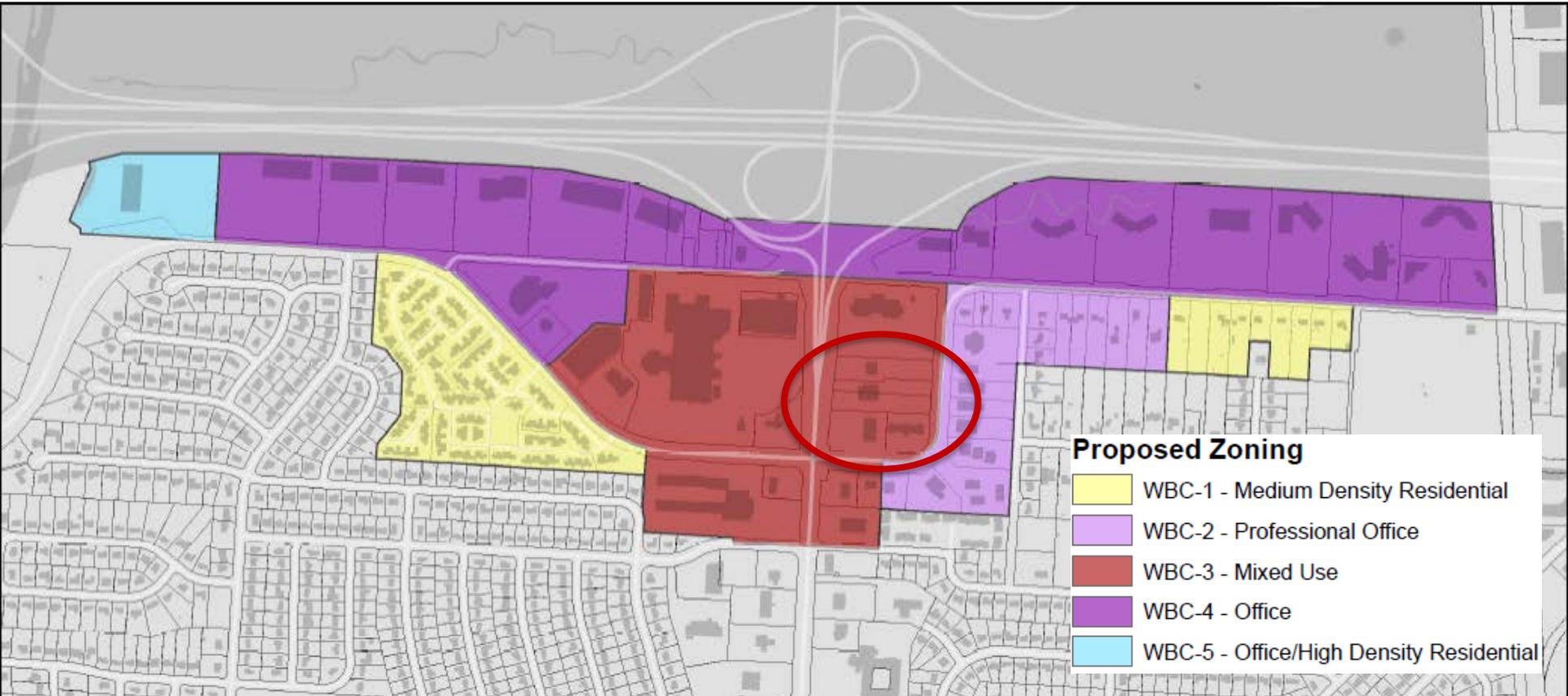
# Wilson Bridge Corridor Zoning





# Wilson Bridge Corridor Zoning

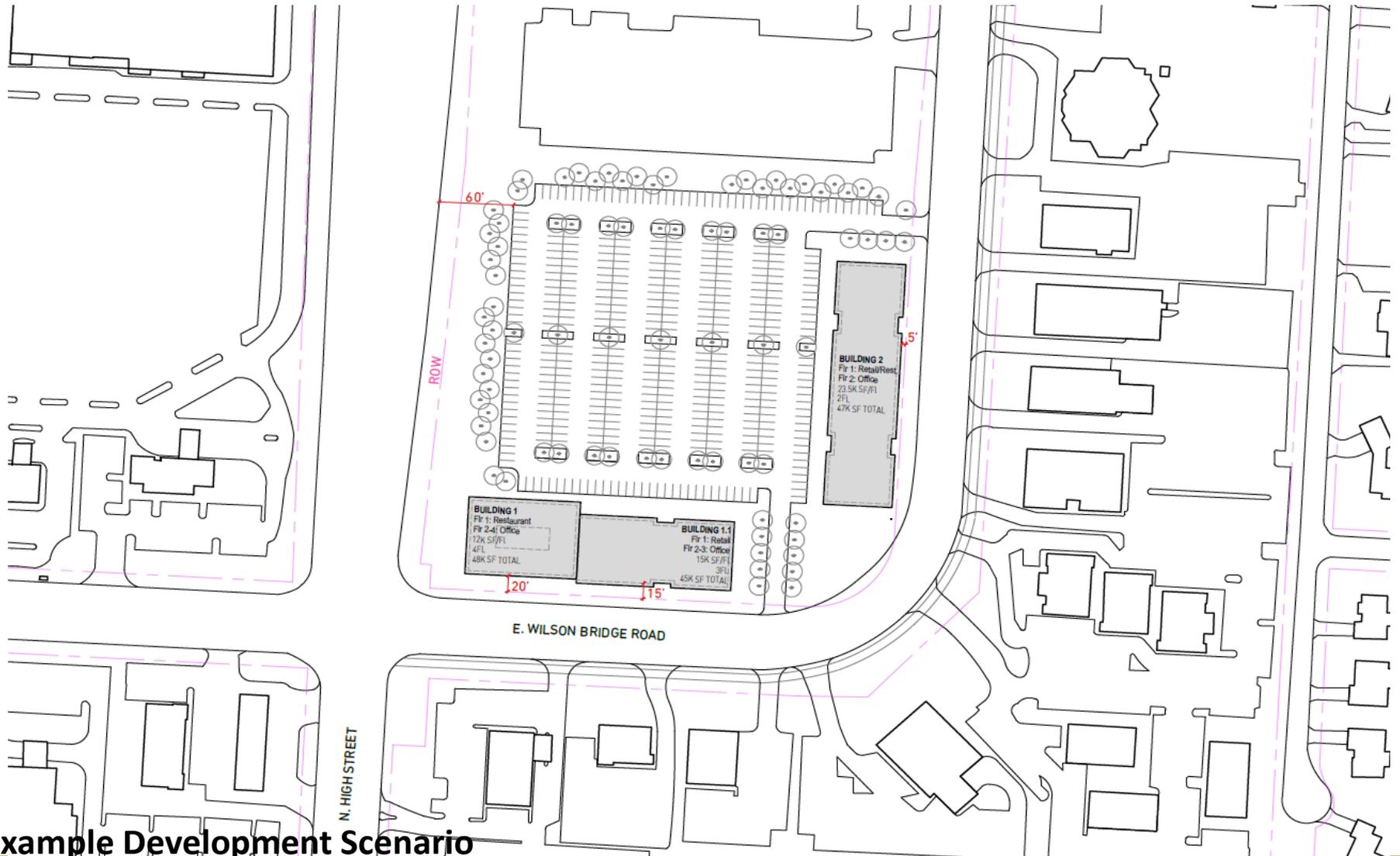
## Proposed Zoning Categories:



## Example Development Scenario



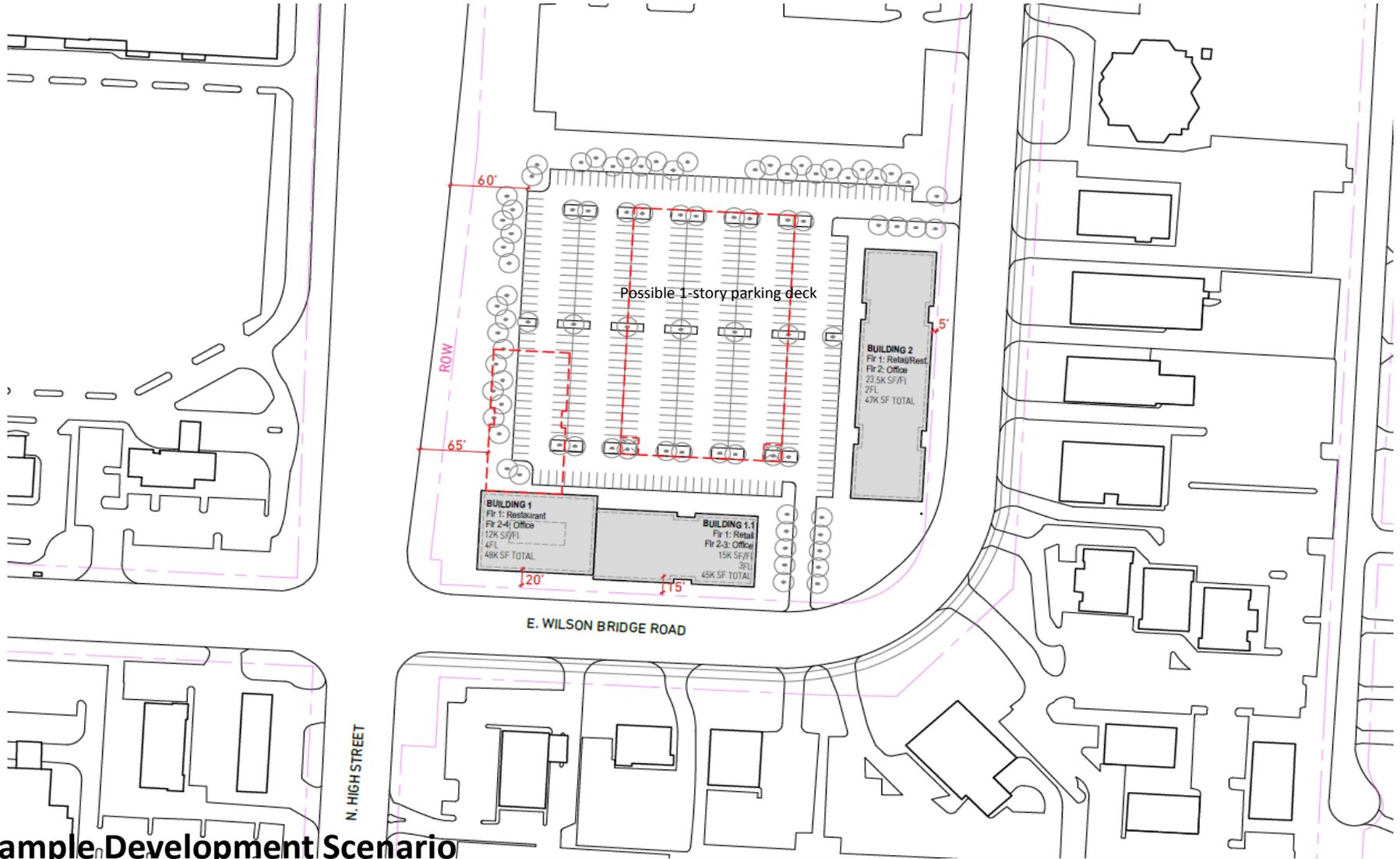
# Wilson Bridge Corridor Zoning



Example Development Scenario



# Wilson Bridge Corridor Zoning



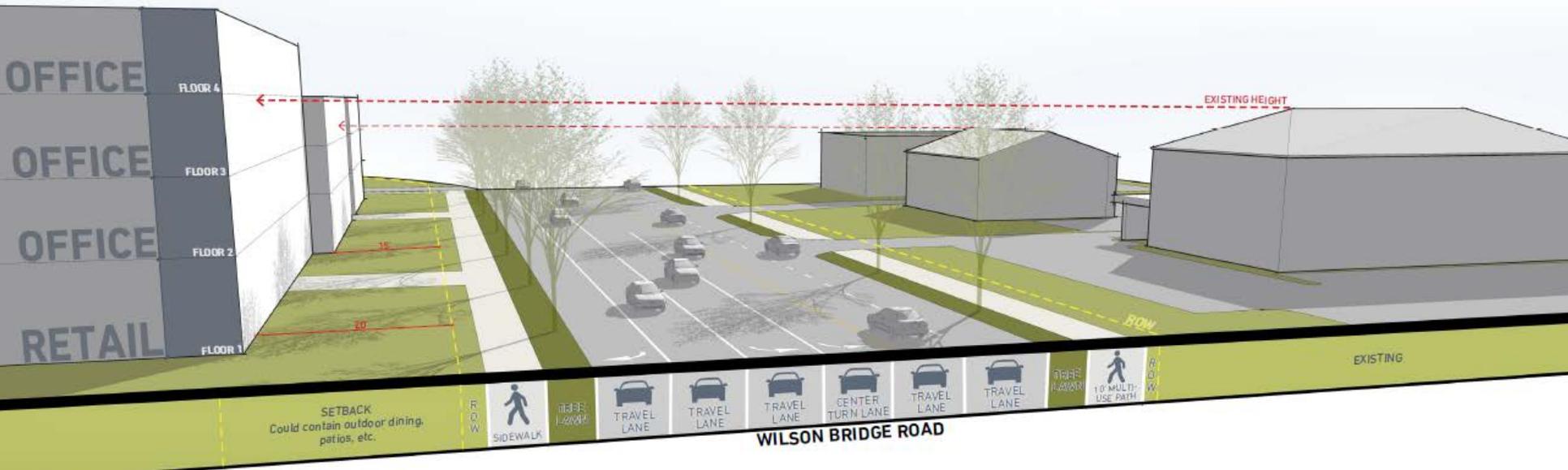
Example Development Scenario



# Wilson Bridge Corridor Zoning



LOOKING EAST TOWARDS WILSON BRIDGE ROAD FROM HIGH STREET

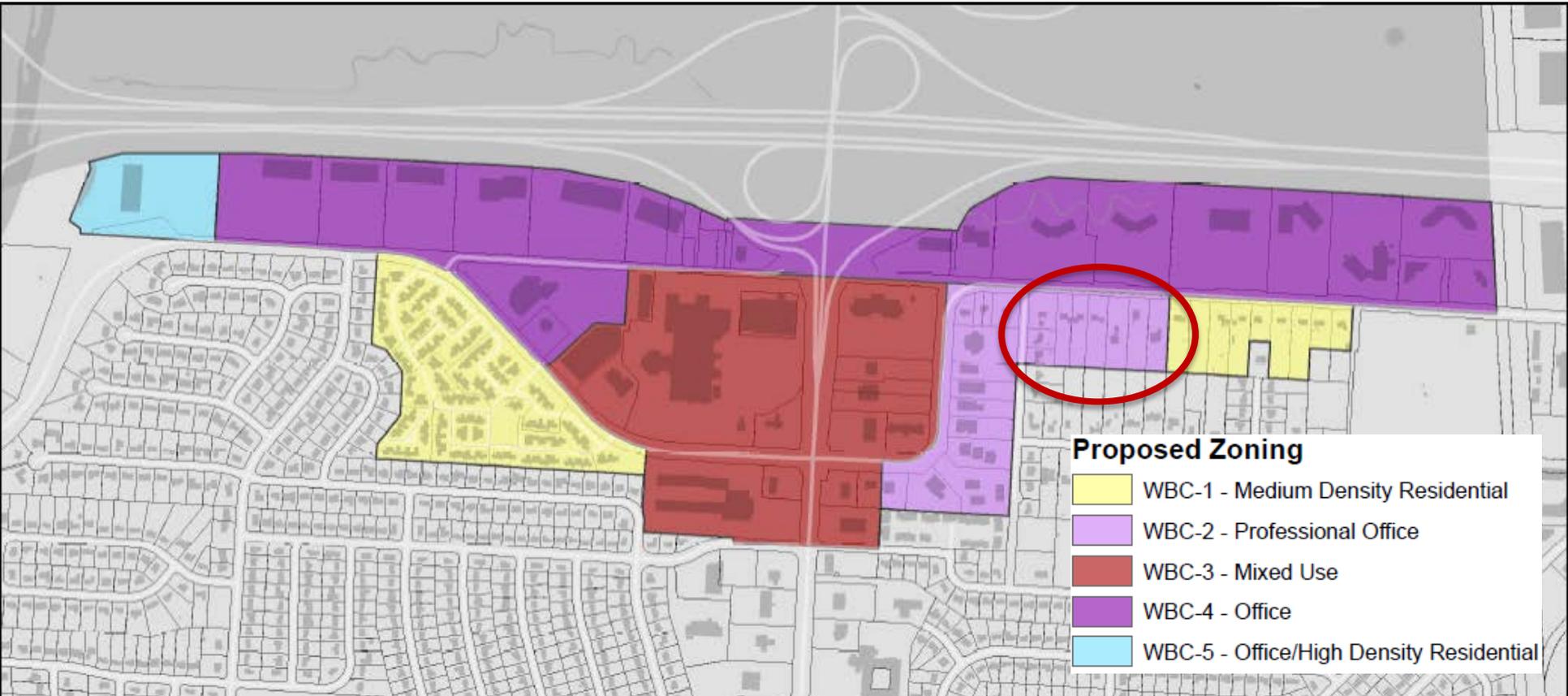


Example Development Scenario



# Wilson Bridge Corridor Zoning

## Proposed Zoning Categories:

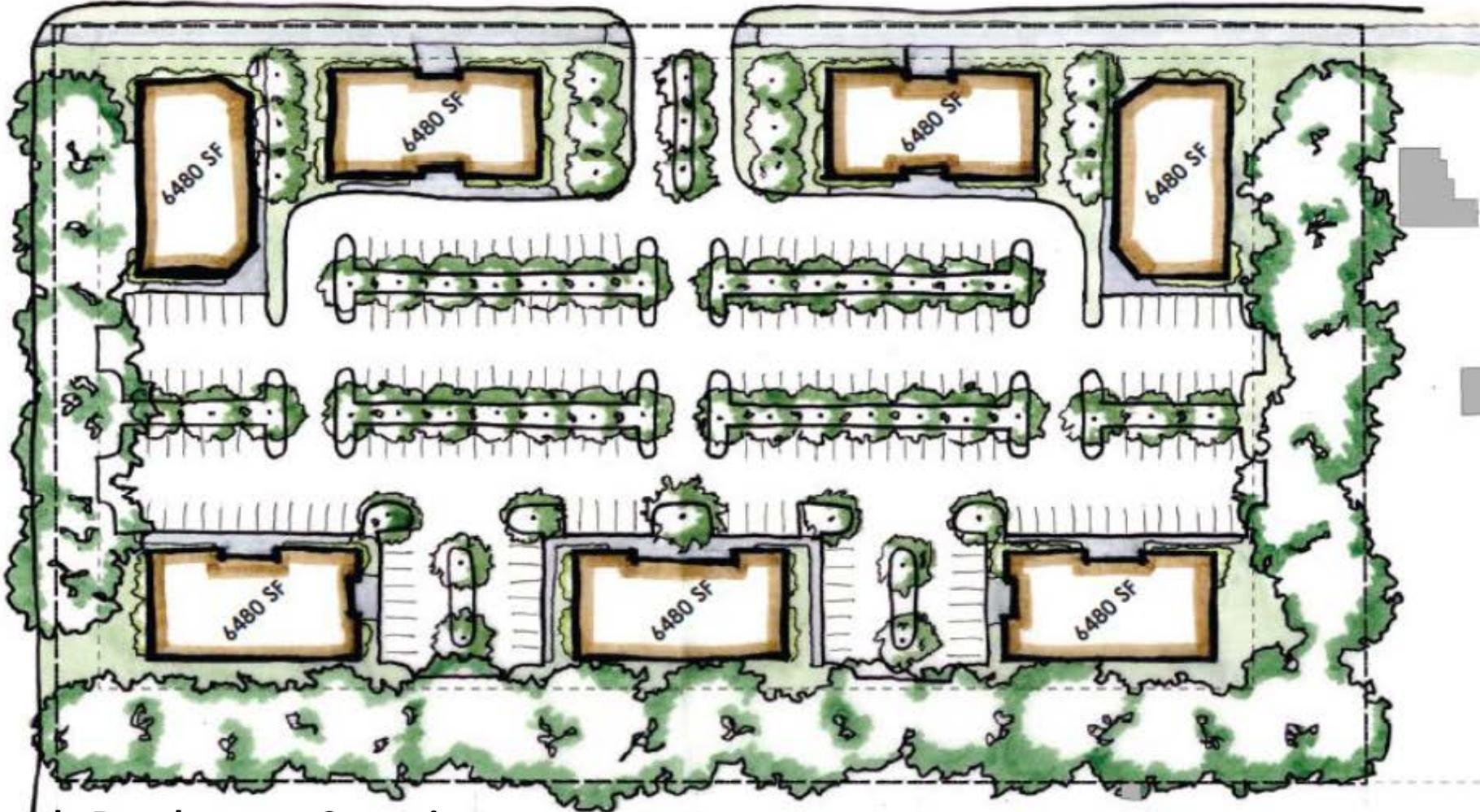




# Wilson Bridge Corridor Zoning

E. WILSON BRIDGE ROAD

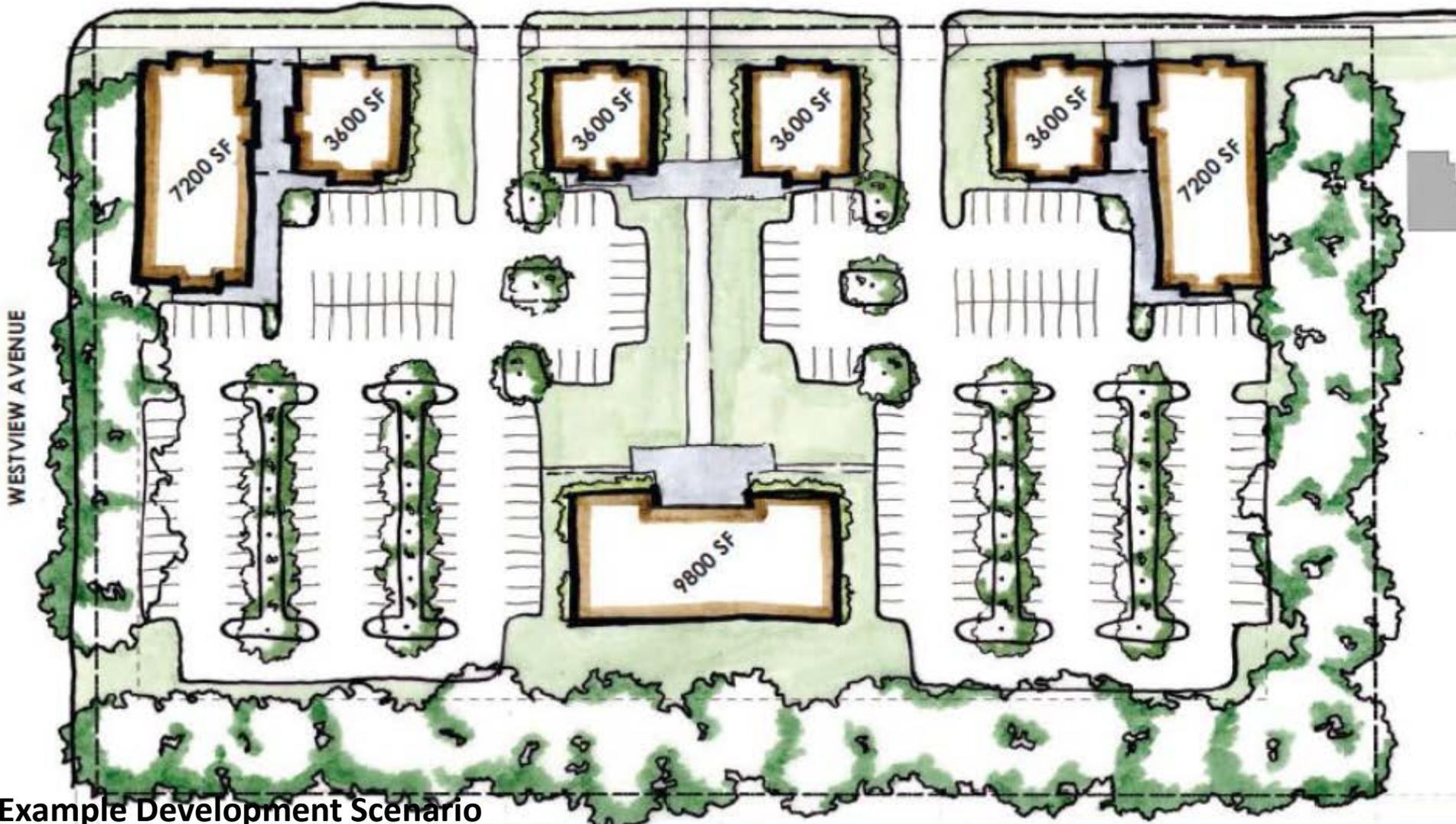
WESTVIEW AVENUE



Example Development Scenario



# Wilson Bridge Corridor Zoning



Example Development Scenario



# Wilson Bridge Corridor Zoning

## Development Standards:

- Site Layout:

- Setbacks – City Council Comment – Language added

- Avoid canyon/tunneling effect along corridor.

- Use of floor terracing, changes in building massing, insertion of green commons, recessed seating and dining areas, and lush landscaping will be required.

- High Street Setback – **Possible Language**

- Possible 50' setback along High Street



# Wilson Bridge Corridor Zoning

## Development Standards:

- Site Layout:

- Screening

- Development abutting “R” districts shall be permanently screened in the setback area. Solid wall or fence and landscaping of 6’ in height.

- Equipment

- Exterior equipment shall be located to the rear of buildings and screened from view



# Wilson Bridge Corridor Zoning

## Development Standards:

- Site Layout:

- Tract Coverage – Maximum Impervious Surface

- 50% - Proposed

- Other jurisdictions range in the 80%-90% range

- Pedestrian Access

- Sidewalks, recreation paths or combination with a minimum width of 5' for sidewalks

- Drive-in Commercial Uses

- Shall be oriented so that the drive through is not between the street frontage and the building



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:

- Design

- Building oriented towards Wilson Bridge Road, operational front entry
    - Height of at least 18' for flat roofs measured at the parapet or 12' for pitched roofs measured at the eave
    - Roof-mounted equipment screened
    - No extensive blank walls
    - Avoid a canyon/tunneling effect along the corridor, the use of floor terracing, changes in building massing, insertion of a green commons, recessed seating and dining areas, and lush landscaping will be required.



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:

- Design

- Avoid extensive blank walls
    - Details & materials shall be varied horizontally to provide scale and three-dimensional qualities
    - Entrances shall be well marked
    - Designing for different uses, an identifiable break between buildings ground floors and upper floors shall be provided.
    - Where appropriate, shade and shadow created by reveals, surface changes, overhangs and sunshades to provided sustainable benefits and visual interest.



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:
  - Materials – **City Council Comment – Updated Language**
    - **75%** of materials consisting of brick, stone, cultured stone, wood or fiber cement board siding.
    - **No vinyl siding permitted.**
    - Color palette shall be designed to reinforce building identity and complement changes in the horizontal or vertical plane.
  - Windows & Doors
    - Ground-floor windows and doors
    - Provide an unobstructed view



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:
  - Lighting
    - Illumination shall not exceed 3 foot candles & the light level at the property line shall not exceed 0 foot candles
    - Parking lot lights – max height
    - Pedestrian walkways – decorative low level fixtures – 12” above grade
    - Security lighting – full cut-off type fixtures



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:

- Signs

- Exterior lighting fixtures for illumination
- Freestanding signs
  - No more than 1 per parcel on parcels less than 2-acres in size, no more than 2 per parcel on parcels over 2-acres
  - Monument signs – max height of 10'
  - Sign area – maximum of 50 sq. ft. per side
  - Can include up to 8 tenants



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:

- Signs

- Wall-mounted signs

- Each business occupying 25% or more of the building may have one wall sign and one projection sign
  - » 40 sq. ft. in area max and 12 sq. ft. max for projection signs
- Businesses occupying 25% or more of the building on a parcel abutting more than one ROW may have a sign facing each ROW
- Businesses occupying 25% or more of a building abutting I-270 ROW may have a wall sign facing each ROW.
  - » Non-illuminated background up to 200 sq. ft.
  - » Graphic portion of such signs shall not exceed 100 sq. ft.



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:

- Parking

- Design

- Located to the rear or side of a building

- Non-residential Uses

- Parking shall not exceed 125% of what is required by Code

- Residential Uses

- A minimum of one parking space per dwelling unit

- Bicycle Parking

- Required to adequately serve the proposed use

- Structured Parking

- Permitted and encouraged within the WBC, and meet all standards outlined in the WPC for setbacks, screening and height



# Wilson Bridge Corridor Zoning

## Development Standards:

- Buildings:

- Landscaping

- Natural Features

- 6" caliper or larger shall be retained, or replaced

- \$450.00 per caliper inch of tree lost and not replaced

- » *Varies by jurisdiction from \$0 - \$450.00*

- Drought tolerant and non-invasive

- Deciduous trees – minimum of 2"

- Evergreens – minimum of 6' height

- Shrubs – minimum of 24" in height

- Parking lot landscaping

- Seasonal plantings

- Landscape plan shall be maintained for the life of the development



# Wilson Bridge Road Corridor Study

## Updated text from the January Briefing:

- Pg. #3 and Pg. #4 – Added language concerning building height related to setbacks along the street corridor. The goal is to mitigate any potential for canyon/tunneling effect along the corridor.
- Pg. #4 – Moved roof-mounted equipment to the end of the section under Building Design.
- Pg. #5 – Increased the percentage from **40%** to **75%** of materials must be full set clay bricks, stone, cultured stone, wood or fiber cement board siding.
- Pg. #5 – No vinyl siding and other less durable materials should be used.
- Pg. #10 – Building Height WBC-3 – Mixed Use
  - The maximum building height was adjusted for the WBC-3 Mixed Use location, we adjusted the maximum building height: 3 stories for properties south of Wilson Bridge Rd; except for the WBC-3 Mixed-Use location south of Wilson Bridge Road and west of High Street, where the maximum building height shall be 3 stories within the westernmost 180 feet and 4 stories in the remaining area; 4 stories for properties north of Wilson Bridge Rd.



# Wilson Bridge Corridor Zoning

## Discussion Items:

- Building Height
- Setbacks
- Tract Coverage
- Design & Materials
- Natural Features



# Planning & Building

# Questions