

Wilson Bridge Road Corridor Study

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The City of Worthington



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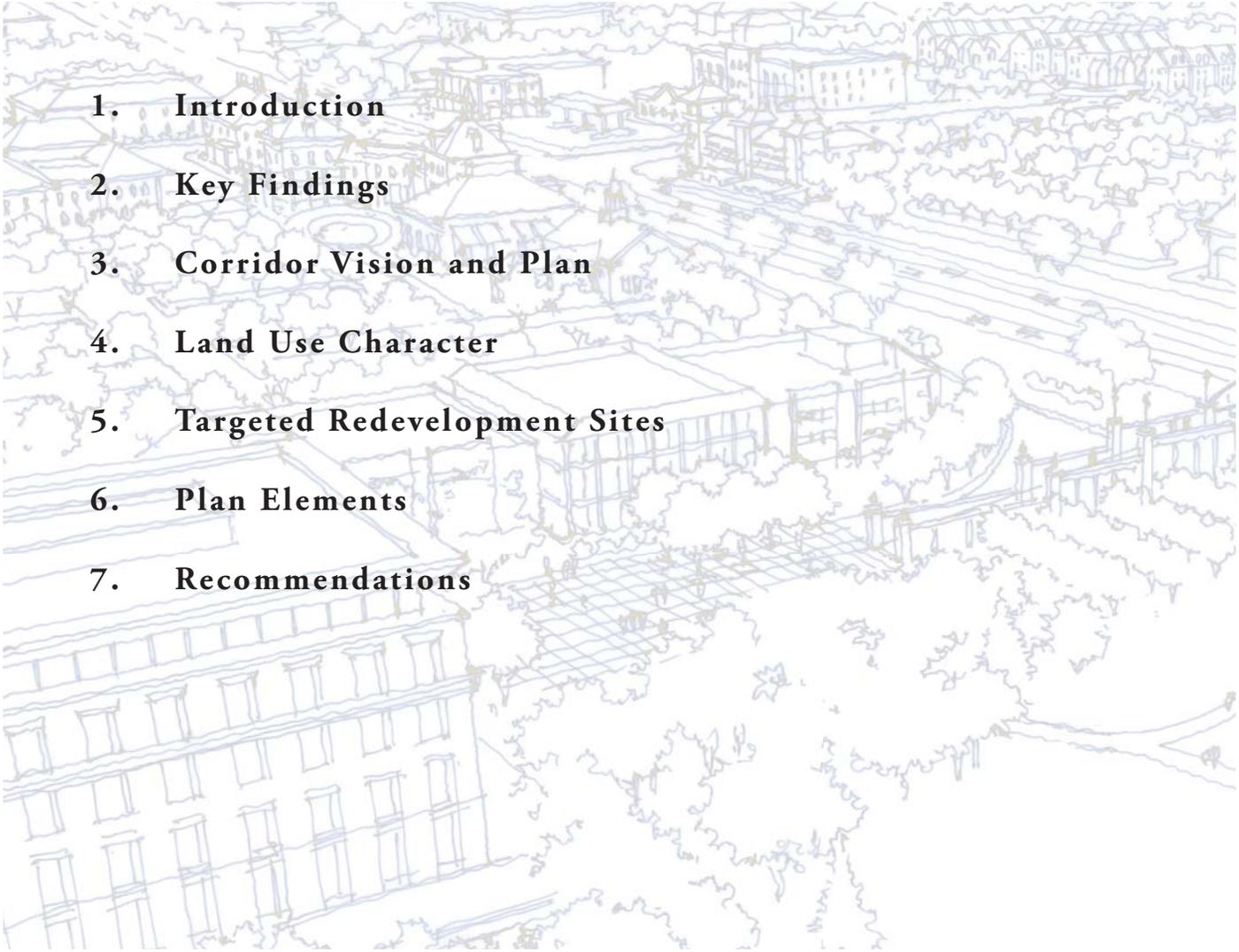
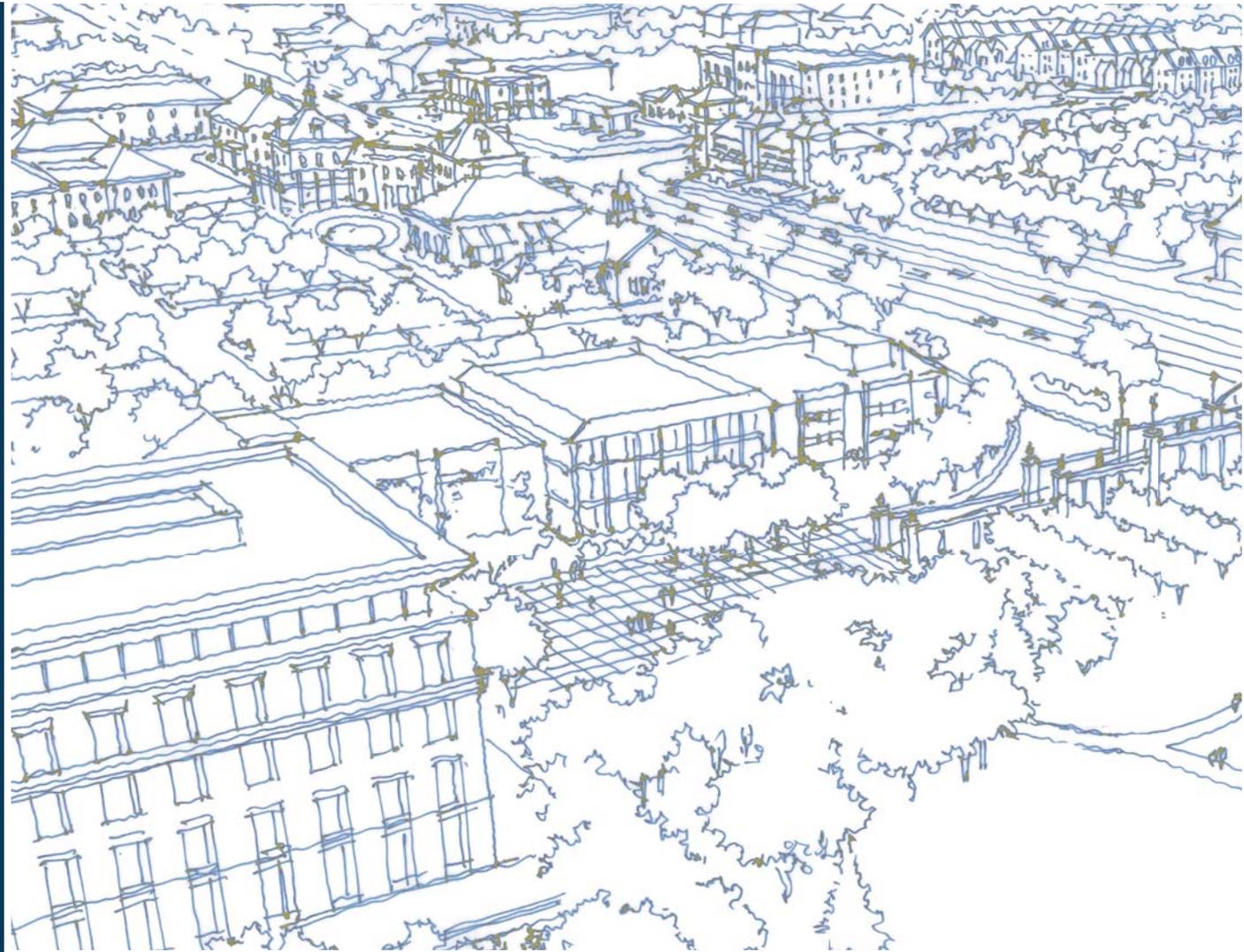
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INTRODUCTION

Introduction

Overview

In 2010 and 2011 the City of Worthington conducted a strategic study of one of the community's primary economic centers, the Wilson Bridge Road Corridor, sensing that it contains seeds that can provide vital support for the future of the City's economy and quality of life. The slowing economic conditions at the time of the study created a unique and appropriate time for the community to explore new avenues of preservation and growth in this important corridor, which contains some of the City's most valued assets and strategic redevelopment opportunities.

A Call To Action

The 2005 Comprehensive Plan Update called for the redevelopment of the south side of East Wilson Bridge Road from residential to commercial office in recommendation 4-d of the Focus Area Implementation Steps (p.107, map on p.77). This is consistent with other recommendations in the plan to maximize the revenue stream and increase commercial office space (p.104). The plan recommends that redevelopment of this area not be done on a piecemeal basis, and should contain high-quality architecture and design, adequate buffers from nearby residential uses, and a bike path. If commercial office development cannot be achieved here, the plan recommends urban village-style residential as a second option. This type of residential is intended to attract both young professionals and mature adults. It should be designed in a high-quality manner, oriented for pedestrians, be compact and walkable, and provide modern amenities.

Project History

The initial plan for the corridor focused on a segment of East Wilson Bridge Road. The Wilson Bridge Road Corridor Plan (the Plan) was initiated to foster the vision of the Comprehensive Plan as a thorough analysis of the development and redevelopment potential for this economic center. The City wanted to develop a community-based vision and plan for the district to help bring the corridor back to the vibrant center that it once was. The goal throughout the planning process was to create a plan for the corridor that supports the intent of the Comprehensive Plan, responds to the physical site constraints, reflects the public's vision for the corridor, and balances this vision with an in depth analysis of the current and future market and economic trends.

In December 2009, the project was put on hold due to significant public input that challenged the city and planning team to examine and create a plan for the entire corridor. The scope of the project was redefined to encompass the entire corridor from the Olentangy River at the west end, to the railroad tracks at the east end of the corridor. The Wilson Bridge Road Corridor, hereafter referred to as the "study area," includes a distance of approximately 1.4 miles (1.7 miles of roadway) along East and West Wilson Bridge Road. The study area includes all of the properties that front Interstate 270 as well as all of the properties along the south side of Wilson Bridge Road between Old Wilson Bridge Road and the railroad.



Through the planning process a number areas in the corridor were considered for redevelopment, Worthington Square Mall and the residential area on east Wilson Bridge Road were two of these areas as shown above.

What are the issues?

At the time this planning process was initiated in 2010, the current state of the study area presented the city with a variety of opportunities and challenges that needed to be examined to create a plan for the future of the corridor. The following issues were taken into consideration while developing the plan for the corridor:

- Currently, the district contains a mix of uses





Introduction - Continued



which would help to create a desired destination, but the uses are segregated and need to be better linked.

- The corridor remains one of the best locations for growth in Worthington.
- Due to the current density within the corridor, infill and increased density is the only option to accommodate new growth.
- Existing businesses should be retained.
- Access to the site will be improved with construction of a new interchange at US 23 and I-270, and the proposed changes should be part of the planning process; and
- The corridor lacks a 'brand', and needs to be identified as a distinct destination.

What will the plan do?

In evaluating the challenges and opportunities in the corridor, and discussing the needs of the city, the planning team developed a plan to meet the current challenges, and assist the city in carefully evaluating future development opportunities.

The Plan focuses on the impact of public investment and land-use policy, and coordinates future development with other public improvements and land-use activities. In essence, the Plan will serve as an organizing element for overall private and public sector investment.

Planning Approach

The planning process to prepare the corridor plan was based on a balanced approach that included public input, market analyses, and an evaluation of the current economic conditions. The process

The Plan

The Plan Generally...

- Establishes a vision for the future of the corridor
- Serves as a blueprint for creating an integrated land uses pattern
- Guides future growth and development
- Responds to local transportation improvements

And serves as a tool to...

- Improve the competitiveness of Worthington's primary commerce center
- Guide the opportunity to redevelop areas under single ownership
- Incentivize and promote redevelopment
- Ensure future redevelopment is sensitive to surrounding neighborhoods, and the overall quality of life in Worthington
- Improve linkages and promote the corridor as a gateway into the city



The plan will help set the vision and program for how properties should be redeveloped in the future.

truly comprehensive approach was followed to create a plan for the corridor; one that would fully integrate land use, transportation, parks and public spaces, economic development, and other physical elements.

This section outlines the detailed process the planning team followed to develop the plan (see Figure 1). As mentioned, the foundation of the plan was created through strategic public input, balanced with technical analysis, creating stepping stones which led to the creation of an informed and intuitive plan (see Figure 2). These steps of the process are outlined in the following sub-sections.

Figure 1: Primary Plan Drivers

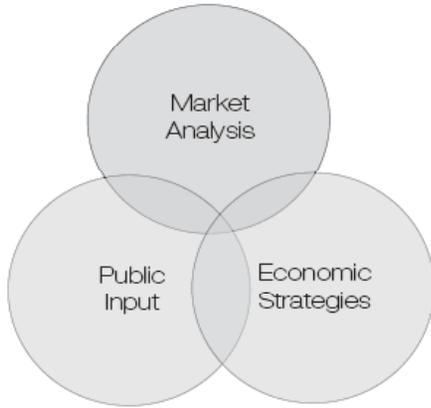
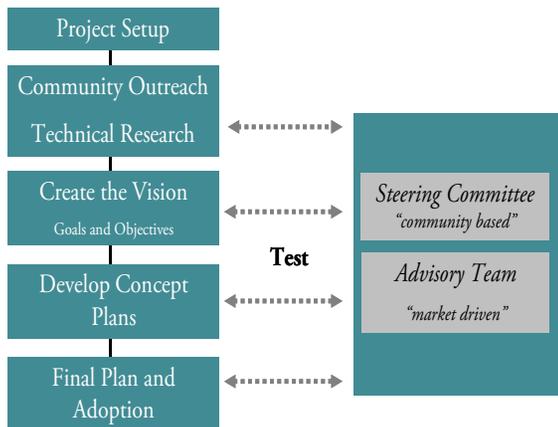


Figure 2: The Planning Process



Project Launch/Re-launch

During this initial step in the planning process, the scope of services was re-defined for the planning team, the study area was determined (the full corridor river to rail), and a sixteen member

Steering Committee was formed and invited to participate in the planning process.

Assess Existing Conditions

Throughout the spring and summer of 2010 the project team collected and analyzed data around all aspects of the corridor. This information provided an understanding of the current conditions in the corridor and served as a baseline for comparing future recommendations. This investigation included a market assessment of the office, commercial, and residential conditions in the corridor.

Public Meeting

On June 30, 2010 a steering committee meeting and public meeting were held to discuss the planning process for the corridor. The purpose of the meeting was to “kickoff” the planning process under an expanded scope which includes East and West Wilson Bridge Road, from the “river to rail”. Approximately 60 residents participated in this meeting.

A brief presentation was given during the meeting covering the project time line and process, as well as a snapshot of the existing market conditions and trends in the corridor and effective market areas of Wilson Bridge Road. Following the presentation the consultant team led an open discussion forum with the participants to identify their concerns and goals for the corridor.

Walking Tour

A walking tour of the corridor was conducted with approximately 30 community members. Participants recorded their observations using both digital photography and written notes. This documentation was later used in the planning process to inform the development of the plan.

Design Charrette (Idea Gathering, Develop Plan Vision, Principles and Concepts)

After the existing conditions assessment, public input, and a walking tour were completed, the planning team worked with the steering committee to develop the plan vision, development principles, and development concepts. This meeting was conducted as a two-day design charrette. The outcome of the meeting was a vision statement, development principles, and a draft plan for the corridor.

Joint Meeting

A joint meeting was held during the month of September with the Planning Commission and City Council. The purpose of the meeting was to share the draft plan with the city, gain feedback, and incorporate recommendations prior to creating the final plan.

Develop Plan Components

This step in the planning process involved developing the final plan. The final plan document is intended to be an accessible and easily understandable document that is based on detailed market research, public input, and an assessment of the existing site conditions. More in-depth





Introduction - Continued

information, such as the full market report, are contained in the appendices.

Adoption of the Plan

The final step in the planning process was the review and approval of the plan by the Municipal Planning Commission (MPC) and City Council.

How To Use The Plan

The Plan is intended to be used on a daily basis as public and private decisions are made concerning new development, redevelopment, capital improvements, economic incentives and other matters affecting the corridor. The following is a summary of how decisions and processes should align with the goals and strategies of the Plan.

1. Annual Work Programs and Budgets

Individual City departments and administrators should be cognizant of the recommendations of the Plan when preparing annual work programs and budgets.

2. Development Approvals

Administrative and legislative approvals of development proposals, including rezoning and subdivision plats, should be a central means of implementing the Plan. Decisions by the Municipal Planning Commission, Board of Zoning Appeals, Architectural Review Board, and City Council should reference relevant Plan recommendations and policies. The Planning and Zoning Code should be updated in response to strategies presented in the Plan.

3. Capital Improvement Program

The City's Capital Improvement Program (CIP) should be prepared consistent with the Plan's land use policies and infrastructure recommendations. New improvements that are not reflected in the Plan, which could dramatically impact the Plan's land use recommendations, should necessitate a minor update to the Plan.

4. Economic Development Incentives

Economic development incentives should be reviewed to ensure consistency with the recommendations of the Plan.

5. Private Development Decisions

Property owners and developers should consider the goals and strategies of the Plan in their land planning and investment decisions. Public decision-makers will be using the Plan as a guide in their development deliberations such as zoning matters and infrastructure requests.

6. Consistent Interpretation

City Council should collaborate with the Municipal Planning Commission to ensure clear and consistent interpretation of major items in the Plan.

7. Be Flexible

It is intended to serve as a guide to help the city, development community, and local residents plan for the redevelopment of the corridor. The plan is intended to be flexible and fluid, and should be updated and amended as appropriate. As projects, policies, and pro-

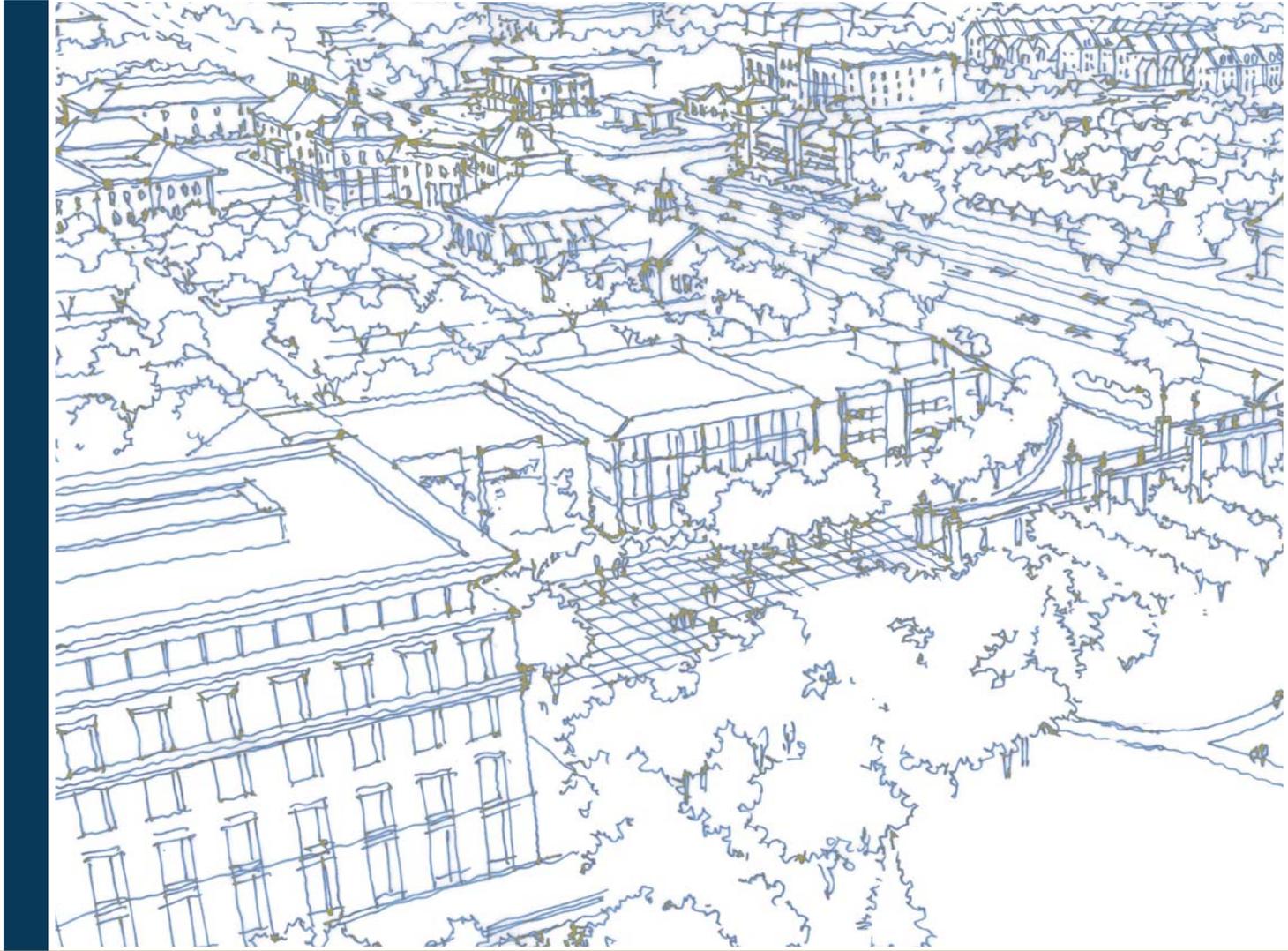
grams develop over time they may not look exactly like the images in the document, but they should address the intent of the plan. The sketches and descriptions herein provide a broad sense of how particular projects may function within the larger corridor and provide a sense of the intended development character.



Participants in the walking tour examined and experienced the study area through the pedestrian perspective, and recorded their goals for the redevelopment of the corridor, and identified opportunities that would support future investment.

Introduction





2

KEY FINDINGS

Public Input

Overview

The process to complete the Wilson Bridge Road Corridor Plan included extensive public input. Multiple public meetings were held to get feedback from Worthington residents and property owners about their concerns and goals for Wilson Bridge Road. This helped to gain feedback relevant to the thoughts, concerns, perceptions and suggestions that helped shape the vision of Wilson Bridge Road. The feedback gave the design team a better understanding of the internal and external factors associated with the current state of Wilson Bridge Road, the opportunities, and the values and aspirations of local residents.



Steering committee members and the general public were actively engaged in developing the design concept for the plan.

A total of 13 meetings were held during the planning process creating opportunities for public input at a variety of levels. These meetings included five steering committee meetings made up of residents and business owners in the study area. Below is an outline of the meetings:

- Steering committee Meetings (5)
June - October
- Public Meetings
December 1st, 2009
December 8th, 2009
June 30th, 2010
- Design Charrette
July 27th and 28th, 2010
- Walking Tour
July 17th, 2010
- Open House
August 4th, 2010
- Joint Meeting
September 13th, 2010
- Adoption
Spring/Summer 2011

The key questions raised during the public input process were “what concerns do you have regarding the future of the corridor”, and “what goals do you have for the corridor”. Residents responded to these questions both in round table discussions, and through paper surveys. Approximately 200 ideas were recorded through this process. These comments and ideas are summarized in the sidebar. These key findings were used to inform the development of the plan.

Public Input Key Findings

Concerns:

- Parking configuration is not attractive
- Crossing High Street safely
- How to effectively redevelop Worthington Square
- Will timing of I-270 improvements infringe on the success of the Plan?
- Need to show results after the Plan
- Alignment of Wilson Bridge Road
- Preserve and enhance the ravine
- Ensure adjacent property owners are included in the process
- Traffic management at railroad crossing

Goals:

- Promote new opportunities for economic growth in the corridor
- Integrate high-quality housing product(s) into the corridor
- Support the redevelopment of the mall as a local and regional destination
- Integrate an east to west leisure path that spans the length of the corridor
- Provide opportunities for health care services in the corridor
- Provide more cultural and entertainment options in the corridor
- Enhance/ maintain existing neighborhoods
- Improve and expand existing park space





Market and Economic Development Overview

Overview

A market and economic assessment was conducted as part of the planning process. The purpose of the assessment was to create a baseline of the existing market conditions in the corridor, and project what the market potential may be over a ten year period. This information was used to help guide the development of the Plan to ensure it is economically viable, and represents the market potential for the corridor. The key findings from the market assessment were balanced with the key findings from the public input to create a plan that is both intuitive and informed. The following is a summary of the key findings from the market assessment. The full assessment can be found in the Appendix.

The market assessment examined the office, commercial, multi-family, and senior housing markets based on an evaluation of the Wilson Bridge Road Corridor Effective Market Area. The Effective Market Area extends west to US Route 33, east to State Route 3, north to the Delaware County line, and south to Morse Road. (West of State Route 315 and east of Interstate 71, the southern boundary is State Route 161.)

It should be noted the recommendations for the market potential in corridor should be considered collectively within the context of a mixed-use corridor. A successful mixed-use development is exactly that; mixed use. The presence of a variety of uses is critical to creating a vibrant district, where each use supports and promotes the success of the others. For example, residential development supports retail and entertainment beyond the five o'clock departure of the office development.

Office

The office assessment revealed the potential for the development of new Class A space on under performing locations along the freeway, and the potential to develop additional professional office space in a mixed-use setting.

The office space is aging in the corridor as well as in the city as a whole, vacancy rates are increasing and capture rates are declining. Office space within the city totals 2,591,055 square feet with 337,762 square feet (13.0%) vacant. This space includes public and multi-tenant space, as well as owner-occupied, single-

tenant, institutional and governmental space. Public and multi-tenant space totals 1,823,784 square feet with 314,956 square feet (17.3%) vacant. Of the office space surveyed, 48% of all space was built in the 1970s and 43% was built in the 1980s. In the 1970s, Worthington captured 26% of the suburban office market, 11% in the 1980s and only 1% since 1990.

The total office space in the corridor is approximately 1,200,500 total square feet with an overall vacancy rate of approximately 16.0%. Twelve of the 35 buildings in the corridor (395,458 square feet) are owner-occupied or single-tenant buildings and, as such, do not generally compete within the multi-tenant office building market. The remaining 23 buildings total 805,093 square feet with a 23.3% vacancy rate, compared to a (13.0%) vacancy rate in the city. The average gross rent per square foot of multi-tenant office buildings is \$13.65. Rents peak at \$16.95. *(Note: this data analysis is as of 2010)*

The majority of the office space in the city is Class B space due to the aging stock and lack of new construction over the last decade. It is noteworthy that, on average, office space in the study area was constructed in 1980. Only two of the 35 buildings have been constructed since 1985, both in 1991. Many of the buildings were developed as Class A office space as defined in the mid-1980s; however, contemporary expectations and rents have increased significantly and study area space once rated as Class A is now rated as Class B or C. Within the study area,



Key Findings

Market Assessment - Generation Impacts
The much discussed and anticipated change in our population brought about by Baby Boomer's merging into retirement will have a dramatic impact on the housing market. The market assessment considered this demographic moving into retirement, and the migration of Gen X and Y into the housing market. These are the two largest generations in history to be impacting the housing market, and have the potential to dramatically shape how the City and corridor is developed.

Class B space accounts for 62% of all buildings and 92% of all space. Class C accounts for the remainder and there is no Class A space.

Support for new development originates from internal mobility, external mobility, and new business formations.

With an improving economy, there is likely to be modest improvements in performance of existing product. However, given the amount of Class B space in the market, additional space without a significant change in the character of the land use is not recommended. Currently, step up support is coming from within the Worthington market. Further, there is a net drain of space as more firms move out of the market. The creation of a competitive mixed use development along the Wilson Bridge Rd. Corridor will not only strengthen the existing facilities but create demand for additional space. An improved, competitive corridor will enable the area to be marketed to a broader Effective Market Area.



New office development in the corridor should be of high-quality architecture and take advantage of existing exposure to I-270.

Office - Key Findings

- It is estimated that up to 200,000 square feet of Class B+ space could be absorbed over an 8 to 10 year period in an improved marketing environment.
- There are numerous Class A office sites currently being occupied by Class B and C facilities. Typical Class A properties are 4 to 7 floors, contain an excess of 100,000 square feet, have freeway exposure and rent in the \$25.00 per square foot range.
- Having Class A sites available increases the potential to attract corporate offices to the area. It is impossible to predict such users; however, during the past ten years there have been at least ten signature sites developed for corporate users along the I-270 corridor.
- It should be noted that office development in an urban mixed use setting will often have the appearance of retail space. Many entrepreneurial type tenants such as realtors, accountants, financial servicing companies and even medical offices prefer to have a “street front” presence that can bring vibrant streetscapes to an otherwise typical office site.

Multi-Family (Condo/Apartment) Despite low demand, future condominium development should be considered as a component to the revitalized mixed-use corridor.

There are numerous properties, both under construction or completed units, that have been affected by the current recession. Many have turned to renting completed units until the market becomes favorable.

It is important to any recommendation to note that condominium development is not applicable in the current economic conditions. Further, condominiums usually do not lead development; however, value for condominium development can be created after a successful mixed-use development is well established.

There is not likely to be a short term return to a favorable condominium climate; however, future condominium development should be accommodated in the Wilson Bridge Rd. Corridor. Urban style condominiums have proven to be a popular product for both professionals and empty nesters. An improved office product and favorable demographics (i.e., an aging population) in Worthington favor both products.

Worthington must maintain the ability to attract new residents to the community.

There is simply not enough existing support for future home buyers. Other communities are addressing this issue by offering new and exciting housing choices for residents that will become the next buyers for the existing homes. By integrating these households into the community, they are more likely to remain when it comes time to purchase a home.





Key Findings

Market and Economic Development Overview - Continued

Renters are increasingly “renters by choice”, creating new demand for rental housing in place of the first time home buyer, and generating support for resales in the city.

Today, renters are more likely to remain in rental housing for a much longer time than in the past, and are more likely to delay the start of their families. More recently, renters are foregoing the typical “first time home buyer pool” by entering into the luxury rental market. The current economic climate has also improved the rental market as many home buying plans have been placed on hold. These upscale renters are excellent prospects for maintaining the resale market in the city, and the corridor is an ideal location for these housing opportunities.

More and more young families on solid career paths are foregoing the typical “first-time home buyer” housing choice. Homes in the \$200,000 and over price range are increasingly the first home purchased by this group. It is therefore important that rental housing developed in conjunction with an economic development and home value retention strategy be upscale and priced so they are within a step-up range that will support re-sales in the city. It is noteworthy that the average value of an existing home in Worthington in 2009 was estimated to be \$203,723. A \$50,000 income will easily support \$900 to \$1,000 rents and is only a “pay raise away” from supporting an 80% mortgage on a \$200,000 home.

The Wilson Bridge Corridor is in an excellent position to capture a portion of the luxury rental housing market.

Worthington is the center of an Effective Market Area (EMA) containing over 22,000 units. Of these, over 15,000 have rents that will support luxury rental housing. Further, the city has had little or no rental housing development. Median rent for a two bedroom unit in Worthington is \$675 compared with \$725 in the EMA. Worthington has no units renting in excess of \$900 per month (except condominiums currently being rented.) In the EMA, there are nearly 2,000 units with rents of \$900 or more.

Housing choices are important to the next generation.

The traditional family household as we know it is becoming a thing of the past. The next-generation of home buyers will desire a more diverse set of housing choices, price points, and amenities than those that attracted home buyers to the city in the past. The most significant trend in the US is the growing amount of the national population that is 65 years or older. Census data reports that currently 12% of the population is 65 or older; by 2030 20% will be 65 or older. By comparison 18.4% of Worthington is currently over the age of 65. This demographic will demand a new, low-maintenance housing choice that is close to amenities, and community services.

The aging demographic is creating a demand for housing that is similar to the younger generations both currently in, and moving into the housing

market. Now more than ever people are looking for a more dynamic lifestyle with a focus on neighborhoods that have shops, entertainment, and open space that is accessible by multiple modes of transportation. This is especially true for new housing that attracts young people allowing them to establish roots in Worthington, and generate future step-up support.

Multi-family - Key Findings

- There is an immediate demand for urban, mixed use style apartments that are price sensitive to the market.
- Approximately 120 urban style units at \$1,000 to \$1,500 per month, and 200 garden style units at \$900 to \$1,100 per month could be absorbed immediately.
- The demand for condos in the corridor is not immediate; it is estimated the market can support 100 units at \$250,000 to \$400,000 (18 to 24 units per year once the market has stabilized).

Senior Housing (Congregate Care and Assisted-Living)

The existing senior housing has been relatively stable, with moderate demand projected over the next twenty years.

Much of the existing supply of congregate care and assisted-living units are on the periphery of the EMA with reduced impact on the site area. There are seven congregate care facilities in the Worthington Effective Market Area containing over 1,100 units, and eleven assisted-living facilities totaling over 700 units. Traditionally,

occupancies have been in the 90% range, reflecting a healthy market. However, senior housing has undergone the same stresses as other housing choices and currently occupancies are slightly lower, in the 87% to 90% range. These occupancies are also somewhat higher than experienced elsewhere in Central Ohio.

Assisted-living units are similarly impacted by the current economic conditions, although to a lesser degree. Assisted-living is more likely to be a commodity of specific need while congregate care is more likely to be a lifestyle choice. With the market returning to normalcy and the increasing age-and income-qualified population, it is expected there will be an increased demand over the next 20 years for new senior housing.

Retail and Entertainment

While very competitive in the region, retail and entertainment will be an important land use to be considered as part of the redevelopment of the corridor.

The retail Effective Market Area for Worthington is very competitive with major malls bracketing the area. Support for retail and entertainment in the corridor will primarily originate within the immediate Worthington area. These uses will be critical to support the office and residential development, as opposed to dominating the development. As such, the amount of retail space should be a function of the redevelopment of the corridor, but should not drive the overall redevelopment of the corridor.

The redevelopment of Worthington Square will drive the overall retail plan for the corridor.

The future of the Worthington Square Mall was a major consideration of the corridor redevelopment. At the time this plan was created Worthington Square was purchased by a new owner. The new owner's vision and redevelopment plans for the mall were considered during the planning process. The future strategy for Worthington Square was to include and allow for a broader mix of uses with an increase in the overall density, and a stronger pedestrian orientation with strategically placed public spaces. Restaurants and specialty retail such as coffee shops, services, convenience, book stores, etc. are some of the target retail users that are being recruited to the center. These uses will complement and support future office and residential development. Also, as mentioned in the office component, there are numerous office users that prefer a store front location that can add to the retail "look" of the area, and interchangeably occupy ground floor office and retail space in Worthington Square.

Market and Economic Key Findings

The following is a summary of the development potential for the Wilson Bridge Rd. Corridor. It should be noted that these estimates are for the City as a whole, and it is recognized that the corridor is the premier area for redevelopment in the City. These uses should not be considered individually, but rather as a total mixed-use development. The recommendations are for a 10-year development plan.

Office Space

- Class B - 200,000 Square Feet (Over 8-10 year period)
- Class A - 150,000 Square Feet (Over 8-10 year period if an appropriate site, or sites, can be identified)

Condominiums

- Urban Style - 100 units at \$250,000 to \$400,000 (18 to 24 units per year once the market has stabilized)

Luxury Rental

- Urban Style - 120 units at \$1,000 to \$1,500 per month (2 BR) (Immediate)
- Garden Style - 200 units at \$900 to \$1,100 per month (2 BR) (Immediate)

Senior Housing

- Congregate Care - 80 Units
- Assisted Living - 100 Units





Overview-Planning Area

The second component of the technical research was an analysis to understand the physical conditions in the corridor. Through this process the planning team was able to reveal limiting conditions that may prevent or inhibit future development, and identify opportunities that would enhance or promote development and investment.

As noted in the Introduction, in early 2010 the scope of the project was redefined. The original planning area focused on small portion of East Wilson Bridge Road, but was broadened to encompass the entire corridor from the Olentangy River at the west end, to the railroad tracks at the

east end of the corridor. The planning area for this study extends from the State Route 315 exit ramp at I-270 east to the Norfolk Southern Railroad, a distance of approximately 1.4 miles (1.7 miles of roadway) along Wilson Bridge Road. The study area includes all of the properties that front I-270 as well as all of the properties along the south side of Wilson Bridge Road between Old Wilson Bridge Road and the railroad. The total planning area is approximately 250 acres.

This section will highlight the existing condition and analyze methods to support the development of the corridor plan. Specific features and conditions examined include:

- Planning Area Boundary
- Existing Zoning
- Connections and Access
- Viewsheds
- Planned Infrastructure Improvements
- Walkability

Map 2.1: Planning Area Boundary



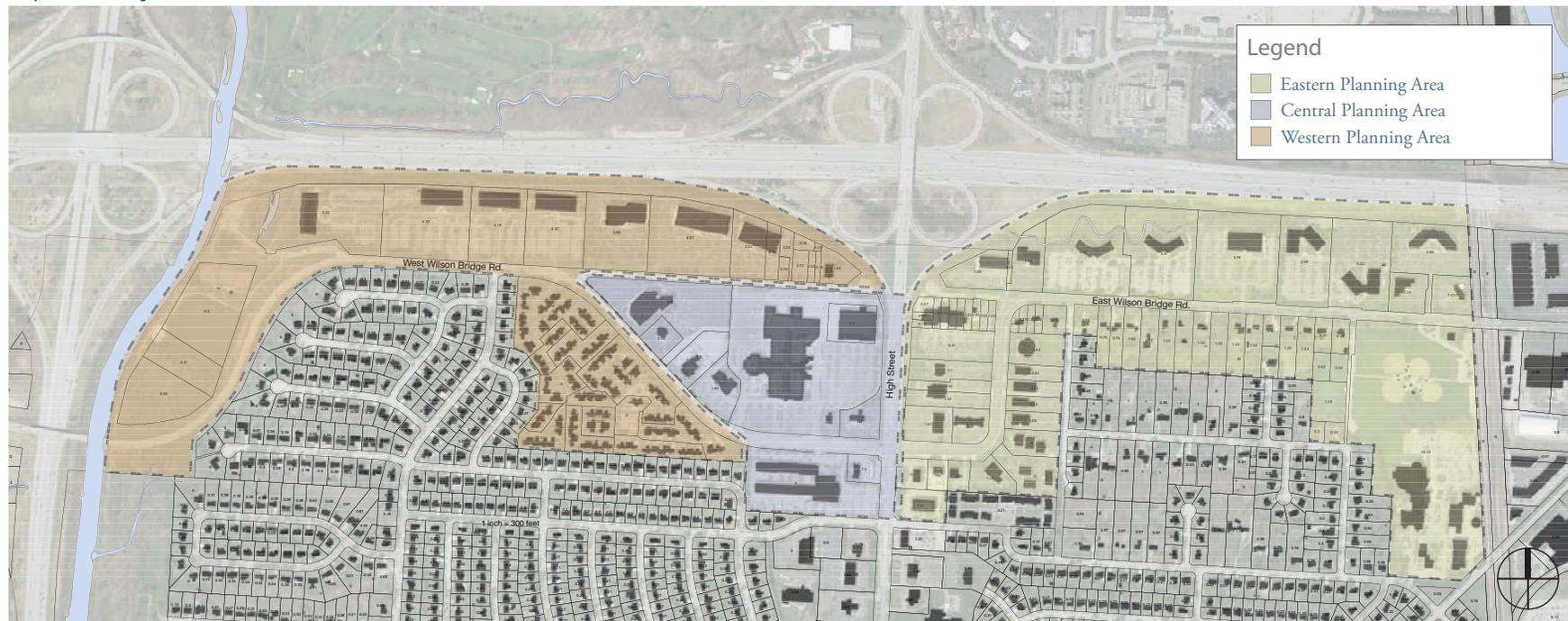
Overview - Planning Area

The urban design framework was identified through the analysis of these features. This framework is illustrated in this section through a series of illustrations and narrations.

One of the primary components of the framework was how the existing transportation network and land uses defined unique planning areas (see image below). These areas were considered during the existing condition analysis, specifically with a focus on how each area is connected to the corridor as a whole, and how the existing and future land uses in these areas could be planned in a way that would support each other and create a vibrant and walkable mixed use district.

These planning areas were also examined in the design process during the charrette. Plans were considered for each planning area and integrated to create a unified plan for the corridor.

Map 2.2: Planning Areas



The planning area is located at the intersection I-270 and U.S. 23, making it a highly visible site as the traffic patterns along these major routes create a high level of visibility for development.





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.

Table 2.1: Existing Zoning

District	Acres
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
Total	250.7

Map 2.3: Existing Zoning



Key Findings

Walking Distances

The planning process was highly focused on the understanding that a successful mixed-used district must be walkable and connect key destinations. It was important to analyze the current walkability conditions, and create a future plan that is truly walkable. For the district to be walkable it must be compact and have a continuously appealing walking environment that includes a variety of complementary land uses.

An analysis was performed on the corridor to examine the walkability based on an acceptable walking distance between uses in the corridor of about 5-7 minute walk, or 1/4 mile, which is the acceptable walking distance for most pedestrians.

The corridor from west to east is approximately one mile in length. The diagram below illustrates the walkable distance radiating from the central point of the corridor, the intersection of U.S. 23 and Wilson Bridge Road. The first concentric circle indicates a 5 minute walk (1/4 mile) which includes: Worthington Square, The Holiday Inn, and other commercial uses. The second concentric circle indicates a 10 minute walk (1/2 mile) which includes: corporate office buildings, single family homes, and Ville Charmante. The third concentric circle indicates a 15 minute walk (3/4 mile), and the fourth concentric circle indicates a 20 minute walk (1 mile).

Map 2.4: Walking Distances





Corridor Destinations

Key destinations in the corridor were also identified. The purpose and goal in identifying the destination in the corridor was to enhance the connectivity between these uses by improving the walking environment and physical infrastructure to improve the connections between the existing destinations (see also Connections in the Existing Conditions).

The primary areas/destination nodes in the corridor that were identified and in need of connection enhancement included (from west to east):

- Olentangy Parklands;
- Worthington Square; and
- The Worthington Recreation Center.

It became clear through this analysis that there was not a contiguous development pattern or walking infrastructure through the district, and that connecting these destinations would be an important element in the development of the corridor plan.

Map 2.5: Walking Distances - Destinations



Key Findings

Connections

Promoting connections in the corridor was a central focus of the planning process, specifically, increasing connectivity between existing and future uses. A number of mobility and transportation related elements influenced connectivity in the corridor at the time this plan was created. These elements are outlined below.

I-270 Interchange - At the time this plan was created the I-270 interchange was being planned to improve access between U.S. 23 and I-270. This was a much needed improvement that will enhance the connection of the corridor to the region and stimulate redevelopment. This interchange update will include a new traffic pattern at the interchange to improve traffic flow, and pedestrian connections across I-270 connecting Worthington and the Wilson Bridge Corridor to the Crosswoods area and beyond.

Railroad - The corridor is bounded on the east by an existing rail line which is perceived as a barrier by local residents. The rail line is active, and through the public participation process residents noted a moderate level of

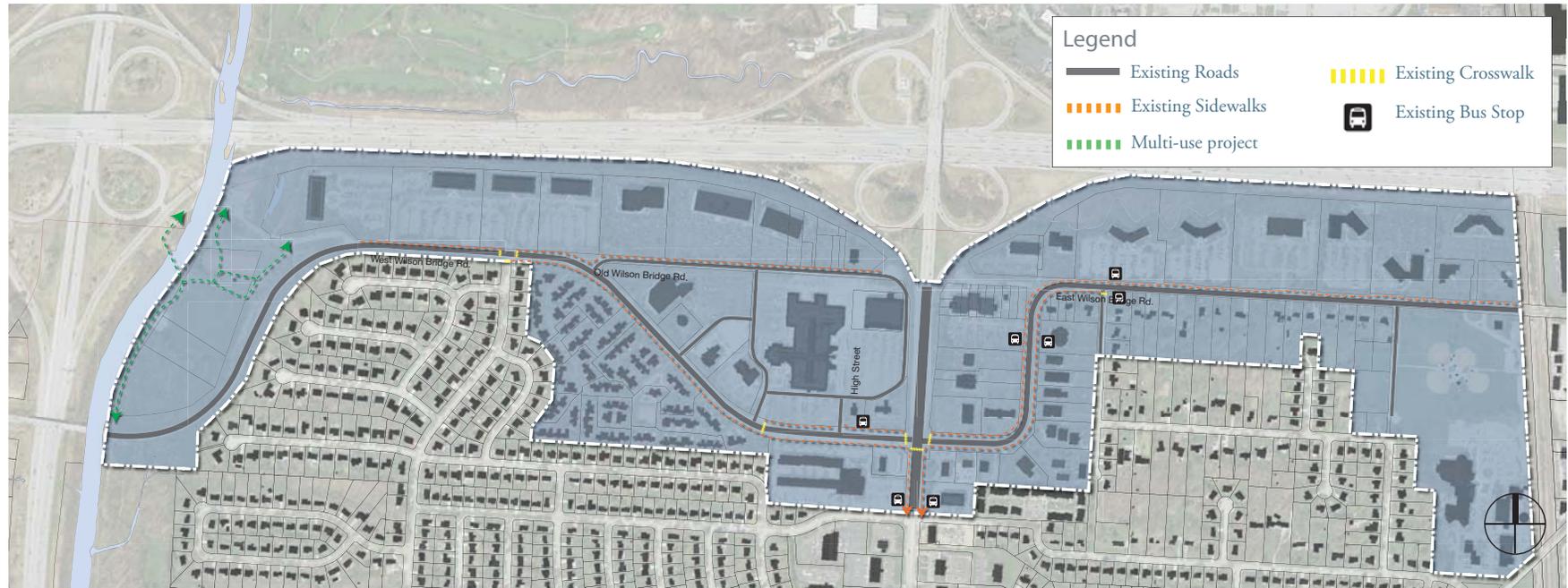
inconvenience due to train activity. Stacking at the crossing gate was specifically mentioned as an issue during peak travel, and making access to McCord park difficult.

Bus routes - The Central Ohio Transit Authority (COTA) serves the Wilson Bridge Corridor with a total of five bus stops, and seven in the study area.

Sidewalk - The corridor is served by an existing sidewalk system that is nearly complete, however, critical segments are missing on both east and west sides of the corridor.

Multi-use trail - The Olentangy Trail is located at the west end of the corridor, and is highly traveled by local and regional residents. Extending the trail to Worthington Square would increase the connectivity to the trail, and promote new economic opportunities by bringing new foot and bicycle traffic to the corridor. The trail would need to extend approximately half a mile to reach Worthington Square.

Map 2.6: Existing Connections





Visibility

One of the many unique attributes of the Wilson Bridge Road corridor is the prime visibility from I-270. Additionally, the visibility and character of the views along U.S. 23 are important, as the intersection of U.S. 23 and Wilson Bridge Road serves as the apex gateway to the corridor.

The existing visibility conditions (viewsheds) were analyzed as part of this planning process. There were two viewsheds identified that were particularly important to the future of the corridor. The first is the viewshed from I-270, and the second was the viewshed along U.S. 23.

The I-270 viewshed is critical for high-value office and commercial development. The existing viewshed from I-270 is not being maximized as the existing three story office buildings are not visible through the existing tree canopy that separates the corridor from the freeway. The viewshed along U.S. 23 was examined as it functions as a gateway. The existing intersection with Wilson Bridge Road is not distinctive, and does not define the corridor as a unique regional destination. It was important to improve both

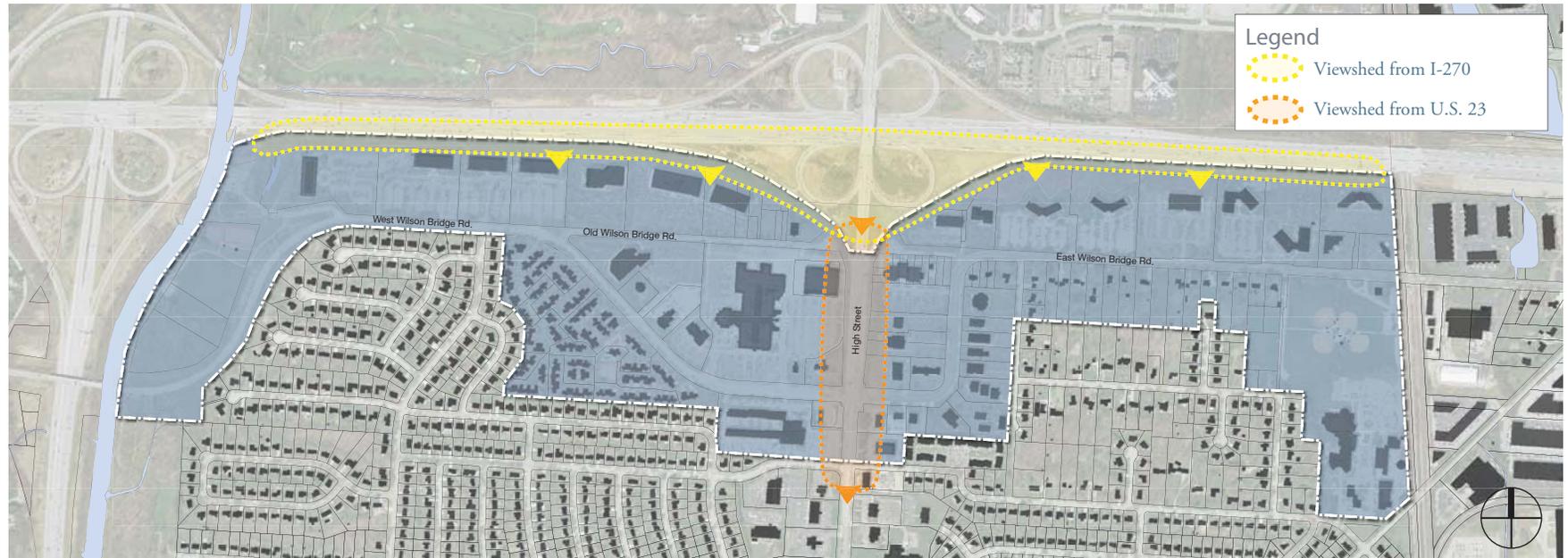
Map 2.7: Corridor Visibility

of these viewsheds through the planning process as high visibility gateways make a statement about the character of the corridor as a whole. Enhancing the visibility (existing viewsheds) and improving the distinct approaches to the corridor through the natural and physical environment both at the local level and regional level (from the highway), will maximize opportunities for new private and community value/investment in the corridor.



The existing tree line along I-270 is both a natural asset and a visual barrier to freeway development in the corridor (Source: Google Earth)

Key Findings



Planned Infrastructure

Infrastructure is one of the primary drivers to support future growth in the corridor. Transportation infrastructure will largely impact the future of the corridor.

Access to the corridor via I-270 has been an issue in the past. Short merging distances and lane configurations has created traffic and safety concerns which affect the attractiveness and viability of development.

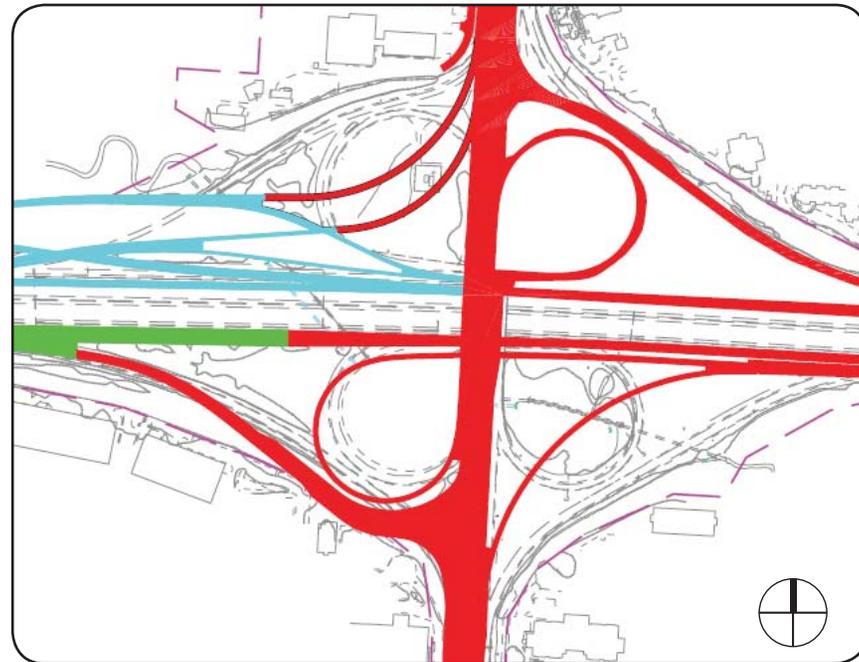
To resolve traffic and safety issues associated with the interchange the Ohio Department of Transportation (ODOT) has planned to reconstruct the interchange. The plans will also serve as a gateway to the city as the planned improvements include a variety of architectural features that will help signify the entrance to the city. As planned, when motorists of the future enter Worthington from I-270 or U.S. 23 from the north, they will know they have arrived.

Signature Worthington design features such as the city logo, the block letters from the familiar letterhead, red brick, and the Old Worthington-style light poles are proposed as part of the package of improvements when ODOT builds the new I-270/U.S.23 interchange.

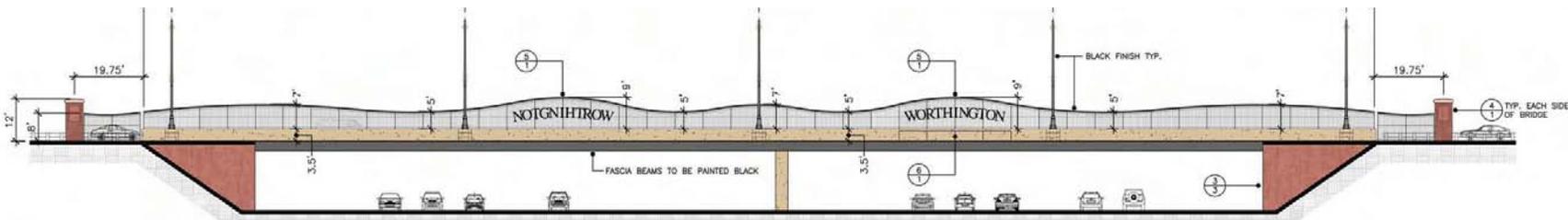
Now scheduled for construction beginning in 2014, the \$125-million project will include new ramps designed to handle more traffic efficiently and safely, removing the many weaving and merging movements that cause traffic accidents.

The project will also improve pedestrian and bicycle connections. A pedestrian walkway is planned on the east side of the bridge, veering right over

the northeast ramp, then turning back left and heading north. A bicycle lane will also be included on the main bridge.



Plan view of Proposed I-270 & U.S. 23. (Source: ODOT)



Elevation of Proposed US-23 Bridge (Source: Edsall & Associates)





Existing Conditions Conclusions

Future redevelopment must integrate the old with the new.

Planning for the future of the Wilson Bridge Rd. Corridor creates an opportunity to improve the image and identity of the City. However, redefining the corridor as a local and regional destination must be done with careful planning that respects the community’s current image and quality of life.

Worthington must focus inward to support future economic growth.

There is limited land available within the city to accommodate future economic growth. To support future growth Worthington must focus inward. Redevelopment and repositioning of existing office, commercial and residential markets will depend on a renewed vision and plan for how to reposition the existing areas within the community. The Wilson Bridge Road corridor is the one of the best opportunities in the city to support infill and redevelopment due to the existing land uses, access being improved from I-270, and the high visibility to I-270 which can attract and support office users who need to be highly visible.

Housing choices are important in creating a balanced housing market.

Shifting demographic trends that will last over the next decade are fostering demand from across the age spectrum for a broader variety of housing choices. Home buyers currently in or coming

into the market will demand a wider diversity in housing types than ever before. This will include new and existing demand for lofts, apartments and townhouses – while demand for single-family houses is declining. Now more than ever people are looking for a more dynamic lifestyle with a focus on neighborhoods that have shops, entertainment, and open space that is accessible by multiple modes of transportation. This is especially true for new housing that attracts young residents, which will establish roots in Worthington and provide step up support for future home sales.

There is an immediate demand for housing in the Wilson Bridge Rd. Corridor.

Housing options in the Wilson Bridge Rd. Corridor have been primarily in the form of traditional single-family; the demand for single-family is dwindling, and does not fit contextually with the office and commercial uses in the Corridor, nor is it the highest and best use of land in the Corridor. Market research conducted as part of this planning process indicated an immediate demand for urban, mixed use style apartments that are price sensitive to the market.

Demand for smaller flexible office space in a mixed use setting is important to help achieve a variety of plan objectives.

New office developments throughout the country are taking the form of mixed use developments featuring shopping, restaurants and entertain-

ment, etc. This type of development creates a vibrant environment to attract potential employees not only for work but for entertainment and recreation, as well as younger employees who will help fuel the housing market.

Making connections to destinations in the corridor and between uses is important to promoting the success of the district as a whole.

Improving the vehicular and pedestrian connections between destinations along the corridor and throughout the greater community will help to support future development.



New housing choices can fit contextually in with the existing built environment and accommodate both you and old generations.

Visibility, image and brand needs to be improved to help market the district and promote the success of current and future development.

Visibility is the key to making office and mixed used development a success in the future. Visibility to the corridor is currently obstructed from I-270 due to an existing dense natural buffer. This natural area was identified by the public and stakeholders as being an important element in the corridor that should be retained. To improve visibility and retain the natural buffer the height of the existing and future office buildings will need to be increased to be visible above the existing tree canopy.

Visibility of the corridor from a marketing and branding standpoint also needs to be enhanced. The corridor currently lacks a defined image from a landscape and architectural standpoint, and does not have defined brand in terms of marketing and signage that ties the district together.

Maintaining and creating new cultural, entertainment and recreational opportunities is important to local residents.

Residents noted a desire to have a variety of entertainment options. The corridor presents a prime opportunity to accommodate new entertainment options, which also supports the development intent to create a vibrant mixed use development.

Maintaining the character of existing neighborhoods should be considered when future development occurs.

This can be achieved through integrating public spaces, creating a defined gateway into the city and corridor, and promoting the creation of distinct neighborhoods and districts. The end goal is to position the corridor for redevelopment by creating a plan that responds to market trends and brands the corridor as a center of commerce, and place for people to live, work and play; creating a new destination in the community while staying true to old community traditions.

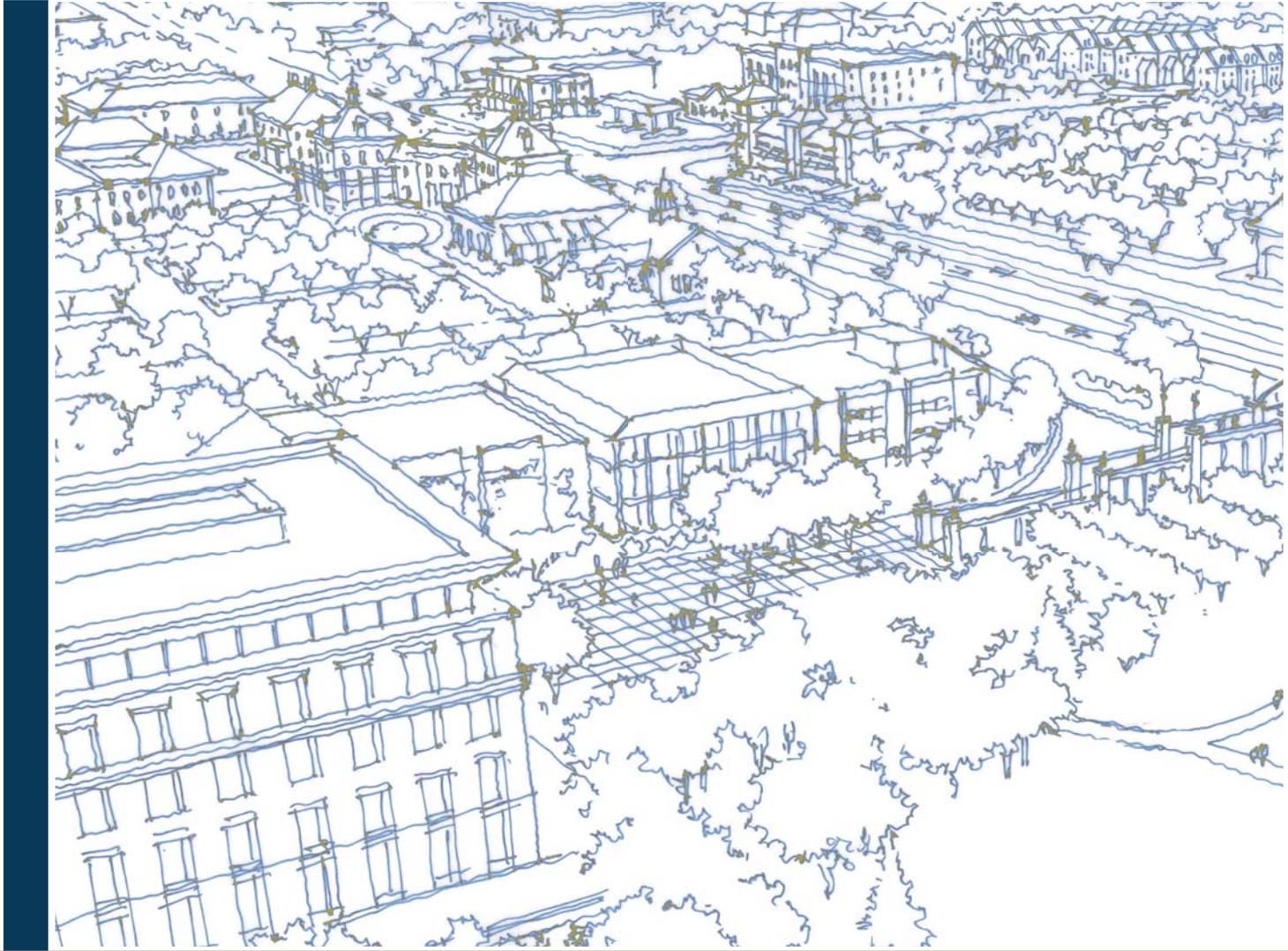


Entertainment opportunities can take the form of outdoor public space such as this public plaza which incorporates an interactive water feature.



Top: Flexible office space will help attract new office users looking for a smaller office space with a store front street presence. Left: Connections from the Olentangy Trail to destinations in the corridor will help build a vibrant walkable/bikeable district. Local events such as Market to Market are promoting destinations which can create new economic opportunities for Worthington.





3

CORRIDOR VISION AND PLAN

Charrette

A two day charrette was conducted as part of the corridor planning process. The goal of the charrette was to bring together a wide spectrum of ideas and perspectives to collaboratively develop a concept vision and plan for the corridor.

The charrette was a short, intensive, design-focused workshop, which included multiple stakeholders and team members.

The charrette began on the evening of July 27, 2010 with a steering committee meeting. The focus of the meeting was to present an overview of the key findings (public input and technical research). The project team gave a presentation highlighting the results of the market study, existing conditions, land use analysis and opportunities and trends identified by the public.

Using this information the steering committee developed a vision statement for the plan. The committee then identified reoccurring themes found in the key findings. Considering the themes the committee developed a set of development principles that described the desired form and type of future growth. Both the vision and development principles are listed on herein.

Vision Statement

Wilson Bridge Road is a regional destination with unique, vibrant, connected centers for retail, housing, entertainment, community and business that reflect Worthington's traditions, character and aspirations.

Development Principles

1. Economically Diverse and Competitive
2. Preserve What Is Worthington
3. Enhance the Green networks
4. Maintain and Improve Connections
5. Promote Choices
6. Grow Seamlessly
7. Quality Growth
8. A Unique Brand



Policy Hierarchy...

Vision statement

The vision statement is the desired outcome of the corridor expressed in simple terms

Development Principles

Statements of purpose that describe the desired direction of future growth. The principles serve as the framework for developing the redevelopment concepts. The purpose and intent of the principles are represented in the corridor plan.

Objectives

Actions (program, policy, plan) to achieve the development principles.





Charrette Development Plans

The following day the steering committee reconvened for a full day of design work. The committee was divided into three groups to develop conceptual land use plans for the corridor. Each group discussed issues such as vehicular and pedestrian circulation, gateways, potential development areas, and appropriate land uses.

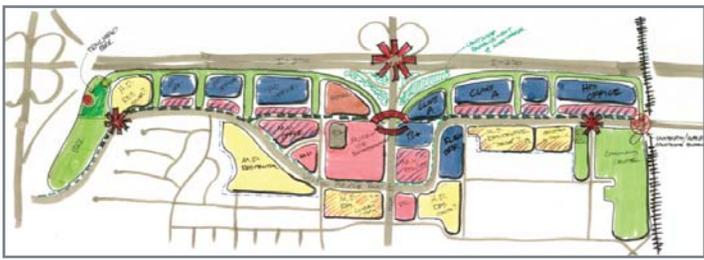
Through the discussion each group worked with the planning team to develop a concept plan for the corridor through a hands-on design process.

Three concept plans were created. After the committee reviewed each concept plan, the three plans were revised into a preferred development plan that:

1. Addressed current issues in the corridor identified by the public;
2. Was informed by a thorough market assessment; and
3. Integrated and enhanced existing conditions in the corridor.



Charrette Group #1 Concept



Charrette Group #2 Concept

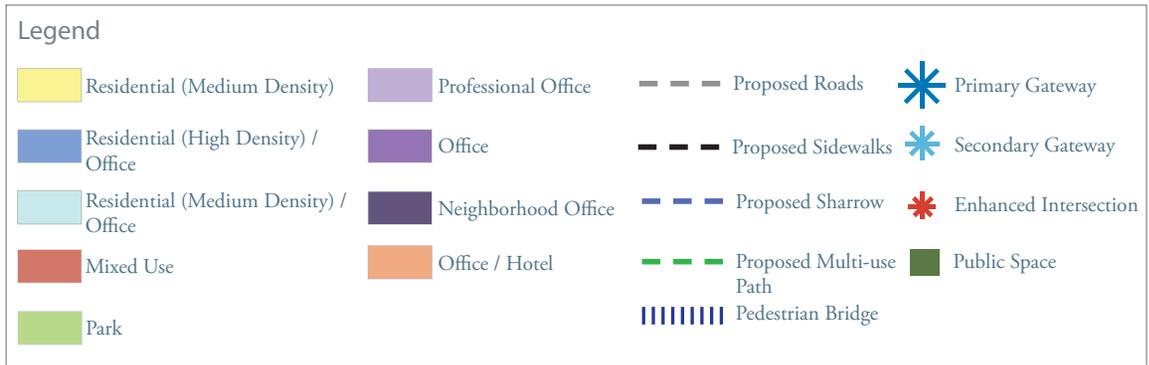


Charrette Group #3 Concept



Corridor Plan

The result of the charrette is an innovative concept plan. The primary focus of the plan is to promote a mix of uses in the corridor, and create new connections between these uses. The plan reflects the public's desire to create a new destination in the community, and includes new development and redevelopment areas that allow for new economic growth in line with the market potential for the corridor. The plan also promotes the development of new park/public space, outlines new pedestrian connections, and identifies and promotes the enhancement to existing gateways.



Map 3.1: Land Use Plan





Corridor Plan Continued

An illustrative plan was prepared which illustrates how development may occur in the future under the proposed corridor plan. The illustrative plan is intended to be flexible and conceptual in nature, and does not represent a specific development pattern that should be administered by the city. The illustrative plan was also used as a tool to test the potential build-out of the corridor based on the proposed development shown in the land use matrix.

Corridor Plan Build-out Scenario	
Proposed Plan	Market Study
<ul style="list-style-type: none"> Office: <ul style="list-style-type: none"> +14 acres professional office +250,000 new B space 90,000 medical +150,000 of new A space through redevelopment Residential: +350 units Commercial: +170,000 s.f. Hotel: Approx. 200 rooms 	<ul style="list-style-type: none"> Office: 350,000 s.f. Residential: 220 units Senior Housing: 180 units

Legend			
	Residential (Medium Density)		Office
	Residential (High Density)/Office		Neighborhood Office
	Residential (Medium Density)/Office		Office/Hotel
	Mixed Use		Structured Parking
	Professional Office		Surface Parking

Map 3.2: Illustrative Land Use Plan



Corridor Plan

Illustrative Rendering

Figure 3.1: Illustrative View of the Proposed Corridor Plan





Illustrative Rendering of Neighborhood Office On West Wilson Bridge Road

Figure 3.2: Illustrative View of the Proposed Corridor Plan (West Wilson Bridge Road)

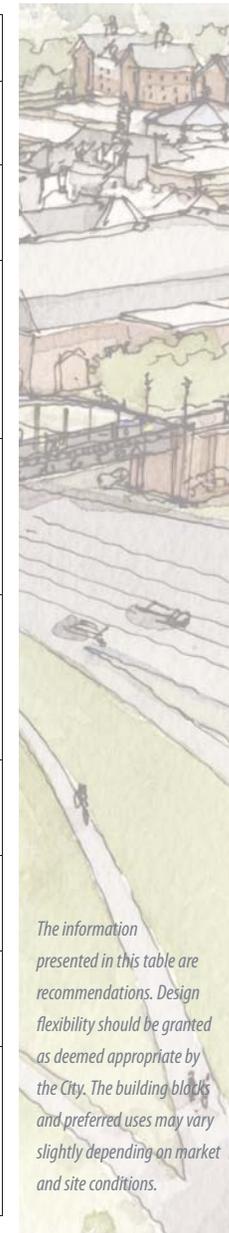


Introduction

Land Use Matrix

Table 3.1: Land Use Matrix

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						



The information presented in this table are recommendations. Design flexibility should be granted as deemed appropriate by the City. The building blocks and preferred uses may vary slightly depending on market and site conditions.

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.





Development Principles

This section of the report outlines the development principles, and illustrates how each principle is reflected in the land use plan.

Eight development principles were developed by the steering committee. Listed below are the development principles and a description of how future development should reflect the intent of the principle. The principles are graphically portrayed on the following pages.

1. Economically Diverse and Competitive

Future development will include a mix of uses to ensure the corridor is economically competitive in the region.

2. Preserve What Is Worthington

Future development will build on Worthington's sense of place and local traditions, maintain a "green feel", foster creativity, and create a distinct destination to attract and retain businesses, visitors, and residents.

3. Enhance the Green networks

Future development will enhance existing natural areas, promote the development of new public spaces, and improve the existing streetscape and landscaping along the corridor to define and soften the appearance of the corridor.

4. Maintain and Improve Connections

Future development will connect Worthington's diverse community through physical connections (roads and paths), and through the creation of new public spaces that serve as gathering areas.

5. Promote Choices

Future development will respond to market trends and demands, specifically the aging population and growing demographic of young professionals, by providing a range of housing, entertainment, transportation, shopping and recreational opportunities.

6. Grow Seamlessly

Future development will promote the corridor as a center for commerce, culture and community while safeguarding the function and success of Old Worthington and adjoining neighborhoods and civic spaces.

7. Quality Growth

Future development will maintain a high standard for architecture, public programming, and city services.

8. A Unique Brand

Future development will integrate new urban design elements that define and brand the corridor as a unique place within the greater Worthington community.

Development Principles:

- statements of purpose that describe the desired direction of future growth
- serve as the framework for developing the redevelopment concepts of tomorrow
- the purpose and intent of the principles should be found in the redevelopment concepts



Many of the development principles represent a development pattern, style, and intent that currently exists in Old Worthington. The principles will guide future growth to allow for a variety of development types, and styles, that complement the existing character in Worthington.

Corridor Plan

Development Principle #1

Economically Diverse and Competitive:

Future development will include a mix of uses to ensure the corridor is economically competitive in the region.

New Office Opportunities

New Competitive Mixed Use District

Variety of Residential Uses

Figure 3.3: Development Principle 1





Development Principle #2

Preserve What Is Worthington:

Future development will build on Worthington’s sense of place and local traditions, maintain a “green feel”, foster creativity, and create a distinct destination to attract and retain businesses, visitors, and residents.

Development Principles

- Re-inventing a Destination
- Pathway Connections
- 1/4 Mile Walkability Radius
- Secondary Gateway
- Gateway
- Pedestrian/Bike Bridge Connection
- Public Space
- Green Space

Figure 3.4: Development Principle 2



Development Principle #3

Enhance the Green networks:

Future development will enhance existing natural areas, promote the development of new public spaces, and improve the existing streetscape and landscaping along the corridor to define and soften the appearance of the corridor.

Public Space —
Pathway Connections —
Natural Areas —

Streetscape Improvements —
Green Space —

Figure 3.5: Development Principle 3





Development Principle #4

Maintain and Improve Connections:

Future development will connect Worthington's diverse community through physical connections (roads and paths), and through the creation of new public spaces that serve as gathering areas.

- New Roadway Connections
- Intersection Enhancements
- Pathway Connections
- Existing Roadway
- Pedestrian/Bike Bridge Connection
- Public Space
- Roadway Connection

Figure 3.6: Development Principle 4



Development Principles

Development Principle #5

Promote Choices:

Future development will respond to market trends and demands, specifically the aging population and growing demographic of young professionals, by providing a range of housing, entertainment, transportation, shopping and recreational opportunities.

Figure 3.7: Development Principle 5





Development Principle #6, #7, #8

Development Principles

6. Grow Seamlessly:

Future development will promote the corridor as a center for commerce, culture and community while safeguarding the function and success of Old Worthington and adjoining neighborhoods and civic spaces.

7. Quality Growth:

Future development will maintain a high standard for architecture, public programming, and city services.

8. A Unique Brand:

Future development will integrate new urban design elements that define and brand the corridor as a unique place within the greater Worthington community. Signage, gateway elements, and street furnishings should complement each other in style and convey a consistent identity.



Public Space



Pedestrian/Bike Bridge



Wayfinding and Signage



Passive Green Space



Pedestrian Pathway



Branding Element



Streetscape



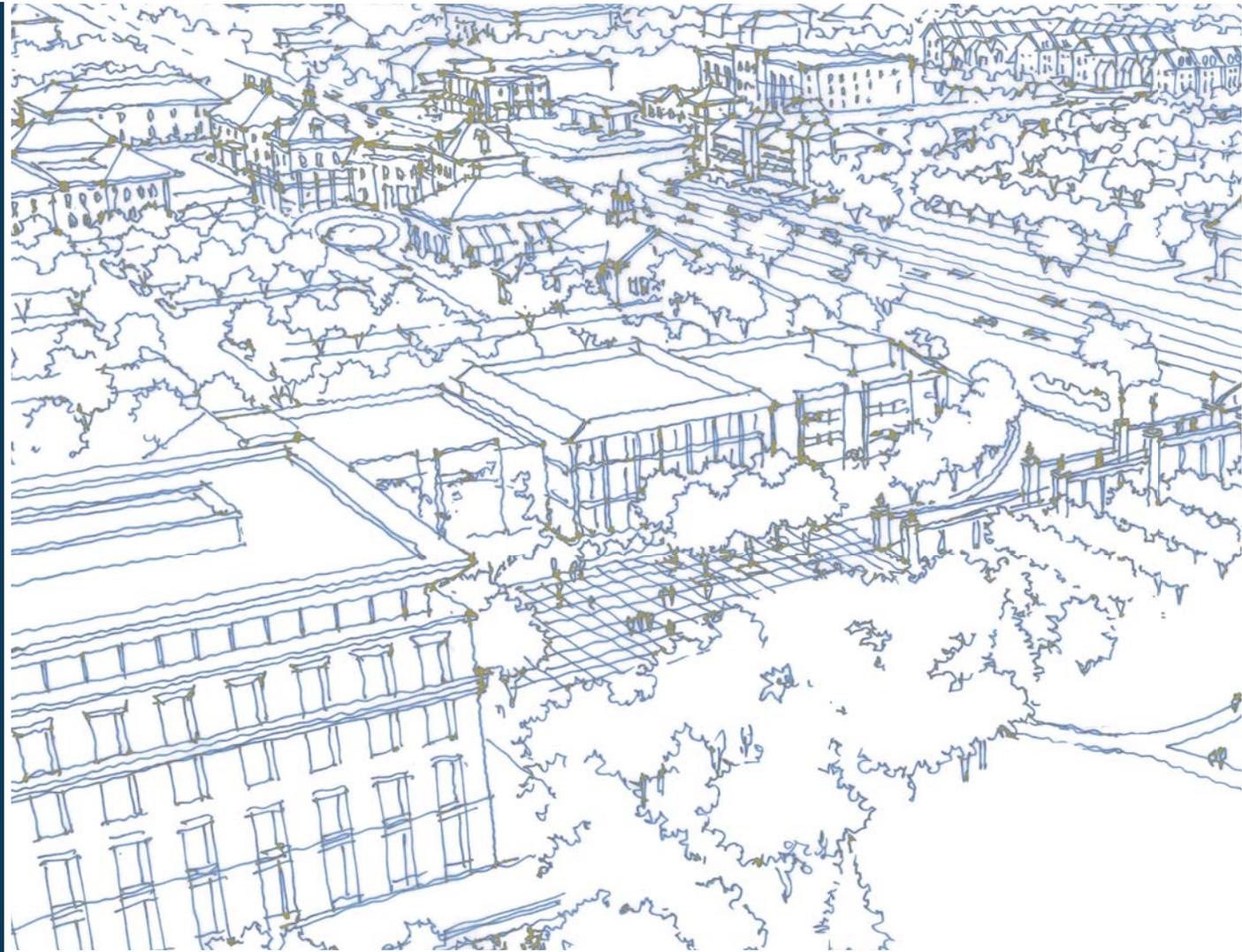
Pedestrian Pathway



Architectural Standards



4



LAND USE CHARACTER

Residential (Medium Density)



Existing Building(s)

Single-family	7 units
Condos	154 units

Development Scenario

Total Acreage:	+/- 29.5 ac.
Max. Density:	10-14 du/ac.
Potential Residential At Buildout:	295-413
Max. Building Height:	3 stories

Existing multi-family in Ville Charmante totals 154 condominium units at approximately 10 u/a. Under the proposed plan and additional 90-120 units could be accommodated on the medium density parcels on East Wilson Bridge Road (see page 53).

This area is planned for medium-density residential housing. New infill housing in this area should complement the residential and architectural patterns and styles in Worthington, and include multiple housing options (styles and prices) to avoid a monochromatic design. Parking should be located as to not dominate the front of the structure, side loaded or detached garages are preferred. Front porches and patios are strongly encouraged in this area. New development should also be walkable with a distinct center and edge, include usable open spaces, and well designed internal streets/drives. New development should also be context sensitive to surrounding land uses through the architectural styles, vegetative buffers, and other carefully planned site elements.



Existing Character



Proposed Character

Note: Ville Charmante is shown as proposed character and it is anticipated that this use will, in the short to mid-term, remain in the current location.





Office/High Density Residential



This area is intended for high-density office or residential development. A variety of multi-family housing types are permitted from townhomes to condominiums and apartments. Parking in this area should be off-street, as well as served by parking structures when feasible. Outdoor patios and public spaces should be integrated into the overall design of these areas.

It should be noted that office and residential uses can be mixed in this area, or the site could be developed as a single use. The proposed development data shows the potential for the site to be developed as a single use as either office or residential.

Existing Building(s)	
Office	52,580 sq.ft.
Development Scenario	
Total Acreage:	+/- 7.12 ac.
Potential Office At Buildout:	85,440 sq.ft.*
Potential Residential At Buildout:	20 du/ac. - 142 units possible*
Max. Building Height:	5 stories
Projected Office Income Tax Revenue: \$427,200	
<i>*Build-out could incorporate a mix of office and residential. Figures above maximums based on either residential or office as a single use on the site, not for both on the site together.</i>	
<i>Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot of (1:250) for office, and an estimated annual employee salary of \$50,000. The projections are general and should be used as a guide, not a strategic fiscal planning tool.</i>	

Land Use Character



Existing Character



Proposed Character

Office/Medium Density Residential



This area is planned for a mix of office and residential development. A variety of multi-family housing types are permitted from townhomes to condominiums. Parking should be located in courts to the side or rear of buildings, or in structures when feasible. The implementation of shared parking agreements between office and residential users is encouraged. Outdoor patios and public spaces should be integrated into the overall design of these areas. New development should also be walkable with a distinct center and edge, include usable open spaces, and well designed internal streets/drives. New development should also be context sensitive to surrounding land uses through the architectural styles, vegetative buffers, and other carefully planned site elements.

Existing Building(s)

Office 17,452 sq.ft.

Development Scenario

Total Acreage: +/- 5.19 ac.
 Potential Office At Buildout: 62,280 sq.ft.*
 Potential Residential At Buildout: 10 du/ac. - 52 units*
 Max. Building Height: 3 stories

Projected Office Income Tax Revenue: \$311,400.00

**Ultimate build-out should incorporate a mix of office and residential. Figures above are the maximum amounts based on a single use.*

Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot of (1:250) for office, and an estimated annual employee salary of \$50,000. The projections are general and should be used as a guide, not a strategic fiscal planning tool.



Existing Character



Proposed Character





Mixed Use

Land Use Character



This area is planned primarily to include a mix of retail and office uses both vertically and horizontally. The desired mix of uses should not include more than two-thirds of one use. Office uses should be encouraged on the second floor while retail uses should be reserved for the first floor and have a strong street presence. Some residential uses may be incorporated in this area, but are not necessarily encouraged, and are not permitted on the first floor. Development should be connected via a pedestrian network and include carefully integrated public spaces as indicated on the concept plan.

Existing Building(s)	
Office	107,270 sq.ft.
Commercial	384,943 (includes lodging)
Development Scenario	
Total Acreage:	+/- 63.5 ac.
Potential Office At Buildout:	335,280 sq.ft.*
Potential Retail At Buildout	419,100 sq.ft.*
Projected Office Income Tax Revenue: Office \$1,676,400 Retail \$586,740	
<i>*Assumes the site acreage would be divided into 2/3 retail and 1/3 office. Retail is estimated at 10,000 sq.ft. per acre, office at 16,000 sq.ft. per acre. Analysis does not assume a parking structure.</i>	
<i>Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot of (1:250 office and 1:500 retail), and an estimated annual employee salary of \$50,000. for office and \$28,000 for retail. The projections are general and should be used as a guide, not a strategic fiscal planning tool.</i>	



Existing Character



Proposed Character

Professional Office



This area should incorporate a mix of small to medium sized office spaces designed to serve local and regional markets. A range of office types and styles are desired in this area that are flexible and adaptable. New development should occur in a way that complements and enhances the streetscape through architectural design that is pedestrian in scale (e.g. setbacks, windows, facade treatments). Parking should be located to the side or rear of the structure, or be incorporated or shared with adjoining uses when possible. The professional office should be consistent with the residential design character of the surrounding area (e.g. windows, roof forms, gables).

Existing Building(s)

Office	45,216 sq.ft.
Single-family	10 units

Development Scenario

Total Acreage:	+/- 15.85 ac.
Potential Office At Buildout:	190,200 sq.ft.
Max. Building Height:	3 Stories

Projected Office Income Tax Revenue: \$951,000

Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot of (1:250) for office, and an estimated annual employee salary of \$50,000. The projections are general and should be used as a guide, not a strategic fiscal planning tool.



Existing Character



Proposed Character





Office

Land Use Character



This area is planned to accommodate large-scale office development/redevelopment with freeway visibility. Office development in this area is intended to serve local, regional and national tenants. New development should integrate the existing natural areas along the freeway and throughout the corridor to maintain a soft green appearance to the overall development of the area. Parking standards should be minimized to the extent possible to avoid large surface parking lots, it is anticipated this will be accomplished through a combination of reduced parking standards, shared parking agreements, and new parking structures. Special consideration should be given to signage in the area with the goal of improving visibility from I-270. This should be addressed by increasing building heights, and working with ODOT to develop creative solutions for signage in or near the ROW.

Existing Building(s)	
Office	658,774 sq.ft.
Projected Development Data	
Total Acreage:	+/- 57.24 ac.
Potential Office At Buildout:	858,600 sq.ft.*
Max. Building Height:	6 stories
Projected Office Income Tax Revenue: \$ 4,293,000	
<i>*Figure assumes half of the total area is developed at 12,000 s.f. acre, and that half develops at 20,000 acre with stacked parking structures.</i>	
<i>Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot based for both office and residential uses. The projections are general and should be used as a guide, not a strategic fiscal planning tool.</i>	



Existing Character



Proposed Character

Office/Hotel



These sites anchor the I-270 and U.S. 23 interchange providing freeway visibility. Development should accommodate new office or hotel uses depending on market demand. The hotel component is intended to serve as a hotel and conference center to attract local, regional users. Office development should be reserved for new high density office development which will benefit from the new interchange and enhanced visibility and access along the I-270 corridor, and surrounding mixture of uses. These areas should seamlessly integrate public spaces as indicated on the concept plan, be aesthetically compatible with the surrounding uses, and promote multiple modes of transportation options.

Existing Building(s)

Office 140,464 sq.ft.

Projected Development Data

Total Acreage: +/- 10.0 ac.
 Potential Office At Buildout: 121,000 sq.ft.*
 Potential Hotel Units: 200 units
 Projected Office Income Tax Revenue: \$ 606,000
 Projected Hotel Tax Revenue: \$ 175,200

**Assumes that a hotel and office use will each take up 1/2 of the total acreage., and include structured parking.*

Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot of (1:250) for office, and an estimated annual employee salary of \$50,000. Hotel tax as generated at 5%. The projections are general and should be used as a guide, not a strategic fiscal planning tool.



Existing Character



Proposed Character





Neighborhood Office

Land Use Character



Existing Building(s)

NA

Projected Development Data

Total Acreage:	+/- 6.9ac.
Potential Office At Buildout::	82,560 sq.ft.
Max. Building Height:	2 stories

Projected Office Income Tax Revenue: \$412,800

Income tax projections were developed using the current local income tax rate at the time of this study, and industry standards for employees per square foot of (1:250) for office, and an estimated annual employee salary of \$50,000. The projections are general and should be used as a guide, not a strategic fiscal planning tool.

Office in this area is intended to support the streetscape, and also to buffer to the less intense residential uses across the street from the larger scale offices along the freeway. Neighborhood office buildings should be located close to the street and should present an appropriately design front-door with access to the sidewalk. Parking should be located to the sides and rear of the buildings. The building architecture should be comparable to historic and traditionally designed examples throughout Worthington. The scale of the buildings and their design should appropriately address the uses across the street. Landscaping should not screen the building from the street, but should instead be used to accent the building architecture.



Existing Character

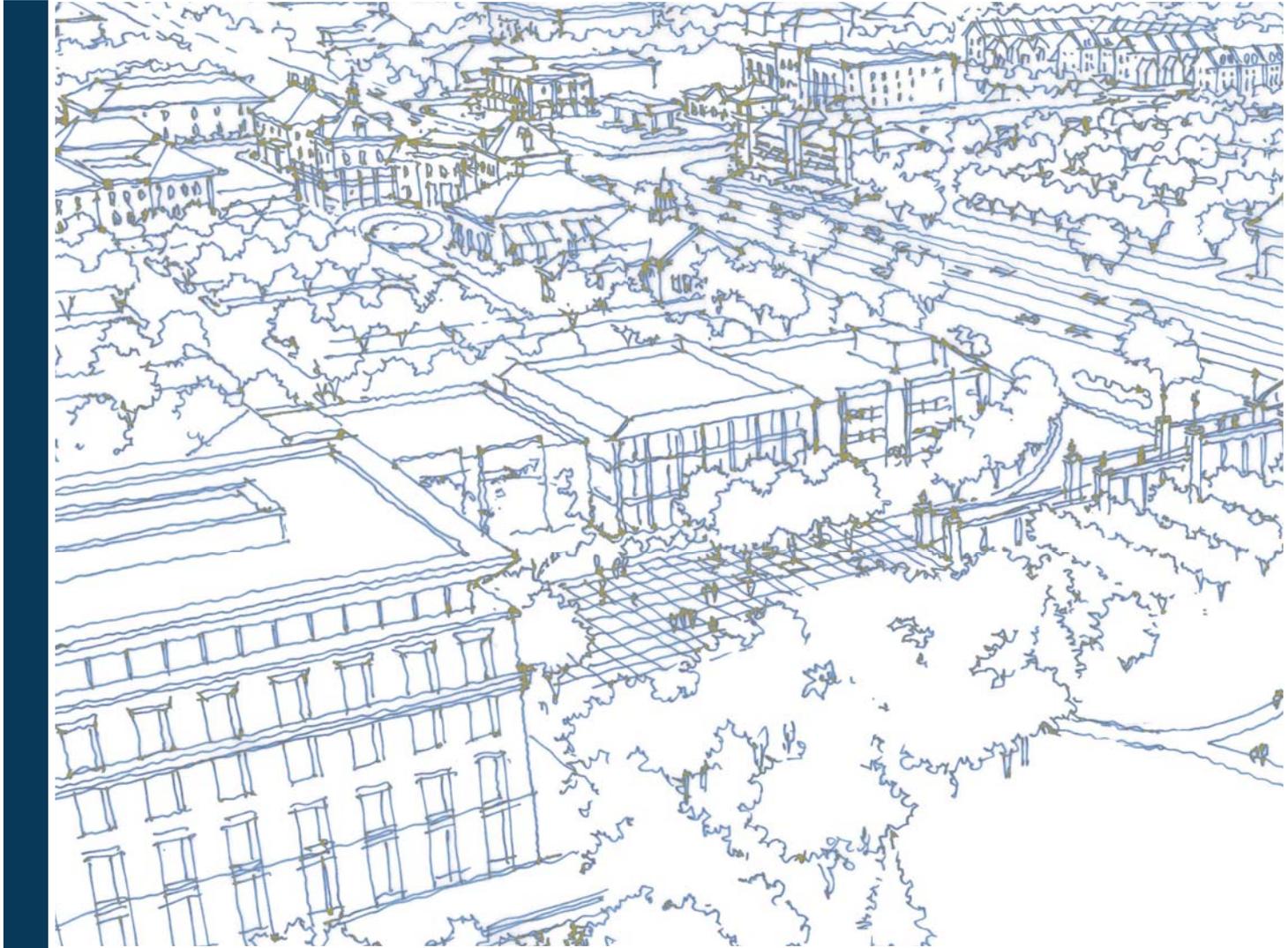


Proposed Character

Figure 4.1: Neighborhood Office



5



TARGETED REDEVELOPMENT SITES

Targeted Redevelopment Site Locations

The planning process included a thorough analysis of both private and publicly owned properties in the study area. Through this analysis the planning team identified a number of targeted redevelopment sites (TRS) that were carefully considered when creating a plan for the corridor. These areas are shaded in darker in the map below.

The purpose of the TRS was to identify areas suitable for redevelopment as identified by city staff and the planning team. These sites were selected because the size, location, and visibility made these site influential in the overall success of the redevelopment of the corridor. The sites also showed immediate redevelopment potential due to opportunities in

the market place at the time the plan was being prepared. Specific criteria considered by city staff and the planning team in selecting the TRS included:

- Contiguous parcels with similar land ownership
- Parcels that do not conform with existing city plans
- Ability to successfully integrate development projects into existing neighborhoods.
- Parcel that were blighted or underutilized
- Areas that if redeveloped would create economic development opportunities
- Opportunity to protect and/or enhance other planned redevelopment projects in the corridor

Legend

- Ⓐ Officescape Site
- Ⓑ Former James Tavern Site
- Ⓒ Northwest Side of Worthington Square
- Ⓓ East Wilson Bridge Road Residential

Figure 5.1: Targeted Redevelopment Sites





Targeted Redevelopment Sites

Officescape Site



Redevelopment Area

Existing Site Data: Development Intent:

Area:	4.47 acres
Number of Parcels:	1
Existing Buildings (Office):	52,580 s.f.

Development Intent:

Max. Bldg. Height:	6 Stories
Preferred Uses:	Office, Civic

Development Scenario A - Surface Parking

This development scenario is an estimate of the amount of office that can be developed in this area with surface parking.

Estimated Building Footprint:	20,000 s.f.
*Total Office Area:	80,000 s.f.
Parking Standard:	1 space / 250 s.f.
Parking Spaces:	320 spaces
Approx. lot coverage:	70 percent

**Assumes a density of 15,000 to 18,000 square feet of office per acre.*

Development Scenario B - Stacked Parking

This development scenario is an estimate of the maximum amount of office that can be developed in this area with a one story stacked parking deck.

Estimated Building Footprint:	30,000 s.f.
*Total Office Area:	120,000 s.f.
Parking Standard:	1 space / 250 s.f.
Parking Spaces:	480 spaces
Approx. lot coverage:	70 percent

**Assumes a density of 25,000 to 30,000 square feet of office per acre.*



Proposed Character

Former James Tavern Site



Redevelopment Area

Existing Site Data: Development Intent:

Area: 1.8 ac.
 Number of Parcels: 1
 Existing Buildings (Office): 10,017 s.f.

Development Intent:

Max. Bldg. Height: 5 Stories
 Preferred Uses: Commercial, Office, Civic, Multi-family

Redevelopment Scenario A - Office

This development scenario is an estimate of the amount of office that could be developed in this area with surface parking.

Estimated Building Footprints: 10,000 - 15,000 s.f.
 * Total Office Area: 27,000 - 36,000 s.f.
 ** Parking Standard: 1 space / 330 s.f.
 Parking Spaces: 80 - 110 spaces
 Approx. lot coverage: 50 - 70 percent

** Assumes a density of 15,000 to 18,000 square feet of office per acre.*

*** The parking ratio adjusted to account for shared parking*

Redevelopment Scenario B - Hotel

This development scenario is an estimate of the total number of hotel rooms that could be developed in this area with surface parking.

Estimated Building Footprints: 30,000 s.f.
 * Total Keys (Rooms): 70-80 room
 Parking Standard: 1 space / room
 Parking Spaces: 70 - 80 spaces
 Approx. lot coverage: 65 - 80 percent

** The hotel scenario assumed a maximum of 30 - 40 rooms per acre*

Note: For these analyses the redevelopment program was office and hotel uses. While other uses could be part of the redevelopment of this site they were not considered for this analysis.



Proposed Character





Targeted Redevelopment Sites

Northwest Side of Worthington Square - Redevelopment Scenario A



Redevelopment Area A

Existing Site Data: Development Intent:

Area A

Area:	1.8 acres
Number of Parcels:	1
Existing Parking:	Approx. 260 spaces

Development Intent:

Max. Bldg. Height:	5 Stories
Preferred Uses:	Office, Civic, Retail

Development Scenario A.1 - Office Surface Parking

This scenario is an estimate of the amount of office that could be developed on site with surface parking.

Estimated Building Footprints:	15,000 - 20,000 s.f.
* Total Office Area:	30,000 - 40,000 s.f.
** Parking Standard:	1 space / 330 s.f.
Parking Spaces:	90 - 120 spaces
Approx. lot coverage:	50 - 70 percent

**Assumes a density of 15,000 to 18,000 square feet of office per acre.
 ** The parking ratio f was adjusted to account for shared parking.*

Development Scenario A.2 - Office Stacked Parking

This development scenario is an estimate of the maximum amount of office that can be developed on site with a one story stacked parking deck.

Estimated Building Footprint:	20,000
*Total Office Area:	45,000 - 60,000
Parking Standard:	1 space / 330 s.f.
Parking Spaces:	140-180
Approx. lot coverage:	50-70 percent

**Assumes a density of 25,000 to 30,000 square feet of office per acre.*

Development Scenario A.3 - Hotel

This development scenario is an estimate of the total number of hotel rooms that could be developed in this area with surface parking.

Estimated Building Footprints:	30,000 s.f.
* Total Keys (Rooms):	70-80
Standard:	1 space / room
Parking Spaces:	70 - 80 spaces
Approx. lot coverage:	65 - 80 percent

**Assumes a density of 30-40 keys/rooms per acre.*

Note: For these analyses the redevelopment program was office and hotel uses. While other uses could be part of the redevelopment of this site they were not considered for this analysis.



Proposed Character

Northwest Side of Worthington Square - Redevelopment Scenario B



Redevelopment Area B

Existing Site Data: Development Intent:

Area B

Area:	3.2 acres
Number of Parcels:	2
Existing Parking:	Approx. 350 spaces

Development Intent:

Max. Bldg. Height:	5 Stories
Preferred Uses:	Office, Civic, Retail

Development Scenario B.1 - Office Surface Parking

This scenario is an estimate of the amount of office that could be developed on site with surface parking.

Estimated Building. Footprints:	20,000 - 30,000 s.f.
* Total Office Area:	50,000 - 60,000 s.f.
** Parking Standard:	1 space / 330 s.f.
Parking Spaces:	150 - 180 spaces
Approx. lot coverage:	50 - 70 percent

*Assumes a density of 15,000 to 18,000 square feet of office per acre.

** The parking ratio f was adjusted to account for shared parking.

Development Scenario B.2 - Office Stacked Parking

This development scenario is an estimate of the maximum amount of office that can be developed on site with a one story stacked parking deck.

Estimated Building. Footprint:	20,000 - 30,000
*Total Office Area:	80,000 - 96,000
Parking Standard:	1 space / 330 s.f.
Parking Spaces:	240-290
Approx. lot coverage:	50-70 percent

*Assumes a density of 25,000 to 30,000 square feet of office per acre.

Development Scenario B.3 - Hotel

This development scenario is an estimate of the total number of hotel rooms that could be developed in this area with surface parking.

Estimated Building. Footprints:	40,000 s.f.
* Total Keys (Rooms):	100 - 130
Parking Standard:	1 space / room
Parking Spaces:	100 - 130 spaces
Approx. lot coverage:	50 - 70 percent

*Assumes a density of 30-40 keys/rooms per acre.

Note: For these analyses the redevelopment program was office and hotel uses. While other uses could be part of the redevelopment of this site they were not considered for this analysis.



Proposed Character





East Wilson Bridge Residential Sites

Introduction



Redevelopment Area

Existing Site Data: Development Intent:

Area:	15.8 acres
Number of Parcels:	21
Existing Buildings (Single-family):	18 units

Development Intent:

Max. Bldg. Height:	2 Stories
Preferred Uses:	Office, Residential

Redevelopment Scenario

This development scenario is an estimate of the amount of office and residential that could be developed in this area with surface parking.

Residential Medium Density

Area:	8.8 acres
Max. Building Height:	2 Stories
Residential Density:	8 - 10 u/a
Residential Units:	70 - 90 units
Parking Standard:	2 per unit
Total Parking Spaces:	140 - 180
Approx. lot coverage:	<60 percent

Professional Office

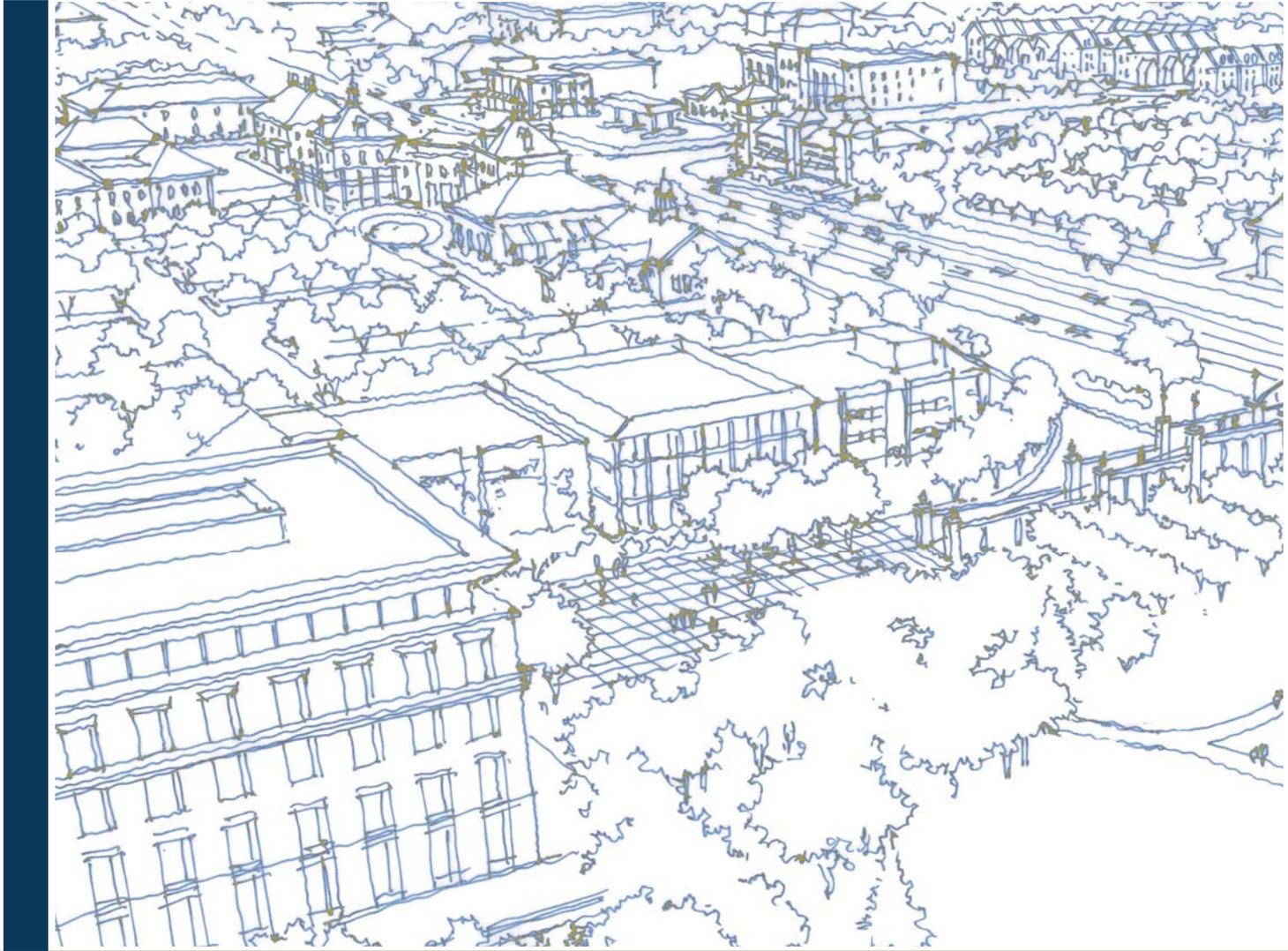
Area:	7.0 acres
Max. Building Height:	2 Stories
Estimated Building Footprints:	15,000 - 25,000 s.f.
*Total Office Area:	70,000 - 84,000 s.f.
Parking Standard:	1 space / 250 s.f.
Parking Spaces:	280 - 336 spaces
Approx. lot coverage:	<60 percent

** Assumes a density of 10,000 to 12,000 square feet of office per acre.*
*** Note these are general estimates for the development capacity of the site.*



Proposed Character





6

PLAN ELEMENTS (STREETS AND PUBLIC SPACES)

Public Spaces

Public spaces in the Corridor should be highly visible to pedestrian and vehicular traffic. Amenities such as seating, lighting, trees, bike racks and outdoor dining should be provided throughout the Corridor in both public and private developments. To create more meaningful public spaces, existing public spaces should intermingle with newly developed spaces. Private sector development should be encouraged to include outdoor dining and recreation spaces available for public use (plazas with tables, walking paths, etc.).



Public spaces should be arranged to be compatible with the surrounding architecture and environment, and should maintain a welcoming, civic appearance.



Restaurant and office patios can be arranged on the edge of public spaces, or agree to use part of the space, so that the space is always in use with lively activity.



Casual public seating, movable chairs allow users to take ownership of a place by making it fit the situation.



Public sitting areas should be accessible to a variety of people with varying preferences.

Figure 6.1: Existing and Proposed Public Spaces



Public spaces should serve as destinations, landmarks, and gathering spaces integrated into the existing and proposed path system.





Streetscape

The establishment of the proper street width and building setbacks are critical design elements to the creation of great public spaces. The new streetscapes should contain site amenities such as trees, lighting, bollards, benches, plantings, and decorative pavement where necessary. These streetscape enhancements help to create a welcoming and desired place to travel. Designing pleasant connections will promote community walkability and enhance the connections desired by residents to surrounding amenities.



Slight elevation change, along with on-street parking, can provide a feeling of safety to pedestrians.



To provide a well defined streetscape, buildings should be set close to the street and should have architecture that address the street.



Sculptural elements relate to the district's signage and branding, a fence and hedge create a strong edge to the sidewalk, and a tree lawn provides separation from the street.



Planters and seat-walls separate the pedestrian from the street, while decorative fencing and brick banding provides a human scale and relates to the surrounding architecture.



Landscaping should be used to screen undesirable views, service areas, and utility equipment.

Pedestrian Paths

Connectivity within the corridor is a key element in achieving various development principles for Wilson Bridge Road. The Corridor Plan is committed to creating a pedestrian friendly environment and building quality pedestrian spaces. A multi-use pathway, bike lane, sidewalks, and a pedestrian bridge are all components to create a successful pedestrian corridor.

A multi-use pedestrian path will be located on the north side of the roadway traveling between Olen-tangy Parklands and McCord Park. The multi-use path could vary in width at certain places along the corridor, but should maintain a 10 ft. width in most areas, providing a pedestrian and bicyclist enough room to pass one-another safely.



Bike Lane



Pedestrian Bridge



Multi-Use Path



Multi-Use Path

Figure 6.2: Pedestrian Path Network





Introduction

Pedestrian Bridge

A key component to the success of the proposed pathway system in the Corridor is the creation of a pedestrian connection across U.S. 23. A pedestrian bridge is conceived through this planning process, and will be the connection between the east and west sides of the Corridor and will reconnect Old Wilson Bridge Road.

In addition to improving connectivity in the corridor, a pedestrian bridge would help keep the mixed use centers and public spaces on either side of U.S. 23 vibrant. Pedestrians will be able to avoid crossing a major intersection at Wilson Bridge Road and High Street to reach these areas in the Corridor.

The bridge as proposed would span U.S. 23, connecting to two planned public spaces on either side of the Corridor. It would also connect the proposed multi-use trail system, and the proposed north-south pathway that is planned for construction as part of the I-270 / U.S. 23 interchange improvements.



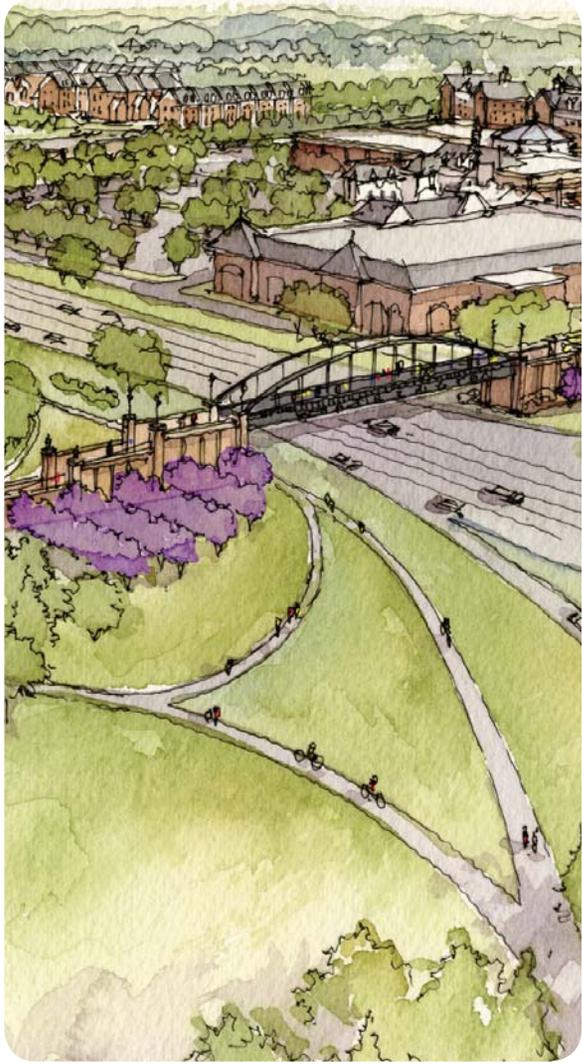
The bridge architecture should be compatible with the surrounding building architecture and reflect the style of the City of Worthington.



The pedestrian bridge should be designed as a civic structure through its appearance. Sculptural qualities in the design can create a gateway to the district.



The bridge should provide a convenient, accessible, and safe crossing of High Street, and should tie into important public spaces or destinations at either end.



The artist rendering above is a proposed concept for a pedestrian bridge connecting the east and west sides of the Corridor.

Gateways

Gateways can function as a primary element to define the Corridor. They help create a distinct image and brand that identifies the Corridor as unique destination which will help attract and retain businesses, visitors, and residents. Gateways promote community identification, pride, and demonstrate public investment for promotion of local businesses.

By locating gateways at primary vehicular access points into the Wilson Bridge Road Corridor, it will help to define the district. Establishing a hierarchy of gateways to define major and minor access point to the corridor will continue to reinforce the “Corridor Brand”. Gateway options can vary from primary, secondary, and tertiary gateways at various access points.

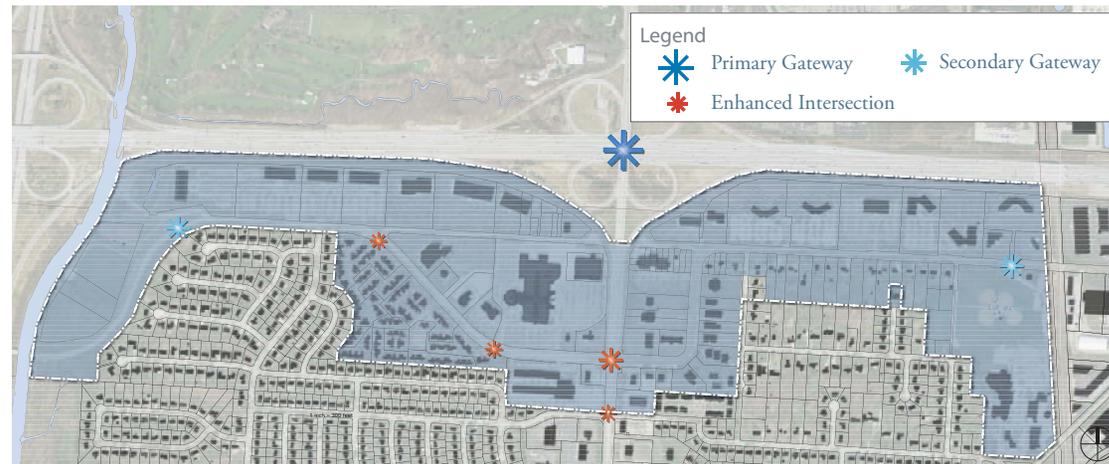
Gateways can be reinforced throughout the corridor signage as well. Vehicular, pedestrian or monument signage can be developed to reflect similar design elements in the Corridor and greater City of Worthington.



The above gateway elements are design as large sculptural elements that leave an impression with the visitor and serve as uniquely identifiable landmarks.

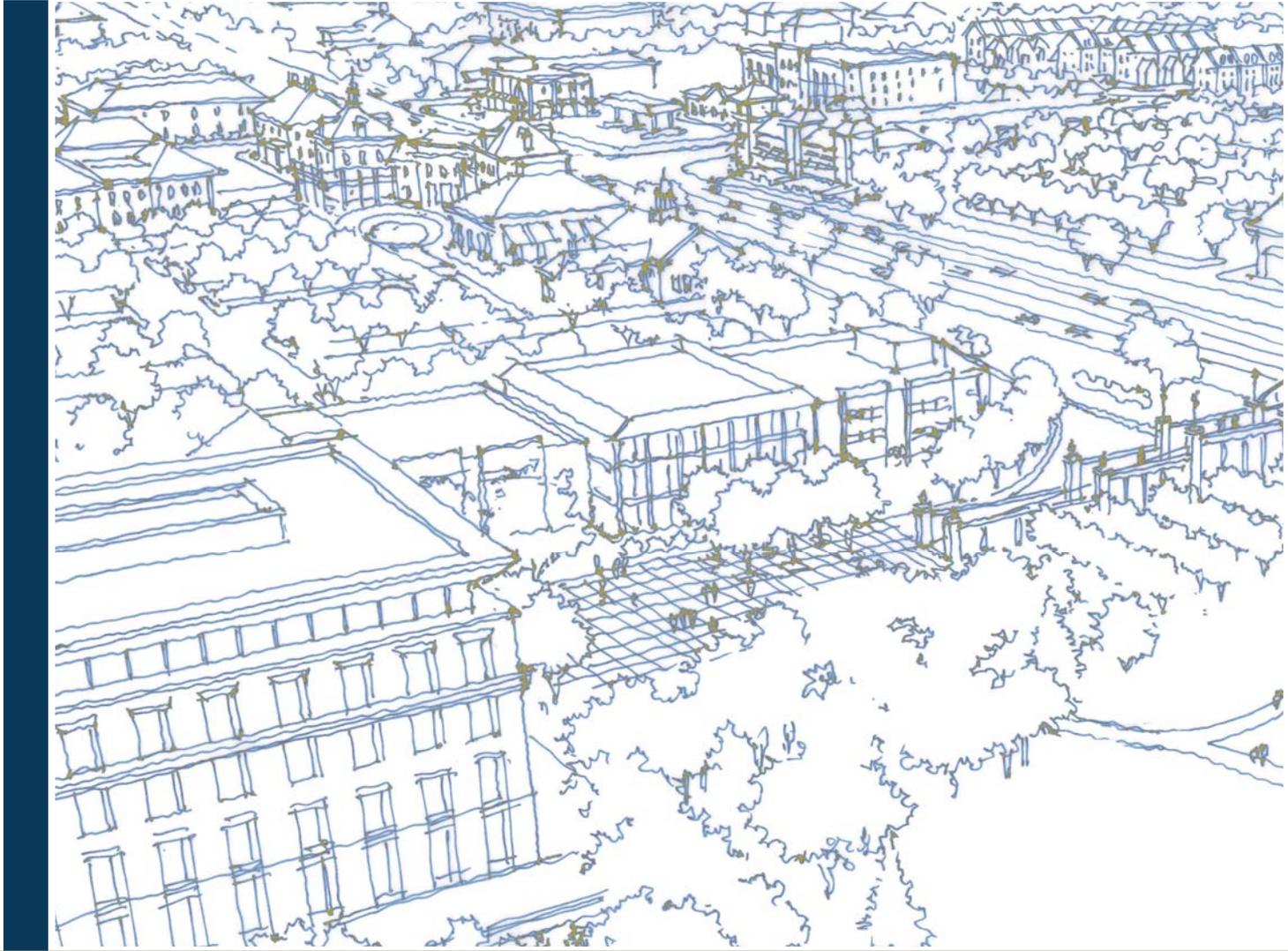
Smaller landscape features can be used to delineate edges of the district with signage that is tied to the overall district branding

Figure 6.3: Gateway Plan



This map highlights the gateways as identified in the Corridor Plan.





7

RECOMMENDATIONS

Recommendations

Overview

To succeed in redeveloping the Corridor, the City must show visible results that can come from completing projects. Frequent, visible changes are a way to show the revitalization effort is taking shape. These can be small successes, small projects at the beginning of the redevelopment effort can pave the way for larger ones as the revitalization effort matures. The revitalization of the Corridor will be incremental with each project to help build and create support for other projects. Investment will need to come from both the public and private sector for future projects, and the community must support these efforts, and help build new projects through grassroot initiatives.

This section includes recommendations to guide the successful implementation of the Plan, developed using input from the City staff. The goal was to develop a set of recommendations for the plan that are strategic and concise, and not a “laundry list” of things that can or may be addressed in the Corridor.

As a unique economic development tool, the approach that was developed was a foundation to revitalize the Corridor by leveraging local assets—from natural assets to local enterprises and community pride.

The approach highlights four areas to establish a sustainable and complete community revitalization effort for the Corridor. The four topic areas include.

- Promotion
- Design
- Funding
- Economic Development

Promotion

Promotion within the Corridor can take many forms. The goal of promotion as a recommendation topic area is to generate awareness and create a positive image that will renew community pride and improve consumer and investor confidence in the corridor. Advertising, retail promotions, special events, and marketing campaigns help sell the brand/essence and promise of the Corridor to the community and Columbus region. Recommendations for promotions will help communicate the Corridor’s unique characteristics, business establishments, and events to regional residents, investors, potential business and property owners, and visitors. The promotion efforts should also include a general awareness of the Plan and the recommendations herein.

Design

The purpose of this topic area is to physically guide the redevelopment of the Corridor creating a safe, welcoming environment for shoppers, workers, and neighborhood residents. This topic area is focused on taking advantage of the urban design elements proposed for the Corridor. This will be achieved by promoting all of the physical

elements of the Corridor. This includes storefronts, public spaces, buildings, streetscapes, signs, public art, and landscaping. An appealing atmosphere, created through attention to all of these and other visual elements, communicates a unique and progressive message about the Corridor and what it has to offer.

Funding

Funding is a critical component of the redevelopment and revitalization of the Corridor. Many of the proposed improvements in the corridor will be initiated by the public sector, and require a significant capital investment. The degree to which funding assistance sources can be identified, applied for, and secured, will shape the success of the redevelopment of the Corridor.

Economic Development

Economic development strengthens community’s existing economic assets while diversifying the economic base. This is accomplished by growing and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or under used commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today’s consumers.





Recommendations

Promotion

Objective 1

Enhance the image and brand of Worthington.

Actions

- 1.1 Enhance gateways at key locations as illustrated in the Corridor Plan.
- 1.2 Create a marketing and awareness strategy of the Corridor that includes the development of a new brand.
- 1.3 Work with local, regional, and state agencies to promote “Wilson Bridge Road”.
- 1.4 Support the development of new projects and public spaces that accentuate the differences in character between Worthington and other central Ohio suburbs.
- 1.5 Create signature public events that are held in the Corridor that create an enjoyable experience that feels genuine, attractive, and “cool” to a wide audience group.
- 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.
- 2.2 Develop specific marketing strategies to market the Corridor as a desirable location for new residential and mixed-use development.
- 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

- 3.1 Create an organization (e.g. redevelopment corporation) to support future redevelopment efforts, attract new business, and guide the implementation of the Plan.
- 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

- 4.1 Construct a multi-purpose trail from the Olentangy Parklands to the railroad tracts.
- 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’.
- 4.3 Construct updated clearly marked crosswalks that add to the character of Worthington at key locations identified in the Plan.
- 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.)
- 5.2 Encourage and support the development of new public spaces in prominent locations such as Worthington Square, with the pur-

Recommendations

pose of creating a venue for entertainment and gathering.

- 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.
- 6.2 Conduct a parking study to determine parking usage and demand in the Corridor.
- 6.3 Identify new areas for public parking in and around Worthington Square.
- 6.4 Revise parking requirements in the Corridor to promote new development (e.g. reduced parking requirements, shared parking, include on-street parking).

Economic Development

Objective 7

Seek funding assistance that will support public investment in the Corridor.

Actions

- 7.1 Utilize The Ohio Department of Natural Resources funding assistance grants to support the development of a multi-use trail connecting McCord Park to the Olentangy Parklands.
- 7.2 Consider applying for funding through the Transportation Enhancement Program administered by MORPC to support trail development in the Corridor. This program is federal in nature and requires a 20% match,

Ohio Department of Natural Resources (ODNR) Funding Assistance

ODNR has two funding assistance programs **Clean Ohio Trails Fund and the Recreational Trails Program**, The Clean Ohio Trails Fund is state-sourced and requires a 25% match; whereas, the Recreational Trails Program is federally-sourced and requires a 20% match. In most instances, an applicant would apply for both programs under one application and, as is often the case, ODNR would award funding from both pots. Applications are due in early February of each year.

plus ancillary expenses (usually).

- 7.3 The development of a pedestrian bridge across U.S. 23 is part of a larger trail development plan in the Corridor that can be funded through a combination of the Transportation Enhancement Grant, and/or Ohio Department of Natural Resources grant programs. If this project were to be a stand-

Transportation Enhancement Program for Streetscape Improvements

It is important to note that any project proposed for funding under the Transportation Enhancement Program must demonstrate a "direct relationship to surface transportation," which beautification efforts have been deemed to satisfy.

Applications are accepted by MORPC every two years, as part of the MORPC Attributable Funds, and require that the project be far enough along the project development process to warrant funding. In most instances, projects are initially slated for funding in "out years" (in 2012, it will be 2017) and subsequently moved up during the following two year application update, if it can be shown progress has been made. The next application cycle will be in the summer of 2012.





Recommendations

alone project, funding should be requested from the Recreational Trails Program.

7.4 Seek funding assistance for Roadway Improvements, including proposed sharrows, pedestrian connections (pedestrian connection across the Olentangy River), from the State Capital Improvement Program and/or the Local Transportation Improvement Program, collectively known as OPWC funding.

7.5 Apply for funding through the Transportation Enhancement Fund to create new streetscape improvements in the Corridor, specifically new lighting and street trees.

7.6 Seek funding assistance from the Ohio Department of Natural Resources, NatureWorks and Land and Water Conservation Fund for new park improvements that enhance the Corridor adjacent to the Olentangy Parklands and McCord Park.

7.7 Seek funding assistance from the Ohio Department of Development's Roadwork Development (629) and Rapid Outreach Grant available for public roadway improvements, including engineering and design costs. (Note: This fund is available for projects primarily involving manufacturing, research and development, high technology, corporate headquarters, and distribution activity).

7.8 Perform a traffic study to evaluate the potential impact of future development.

7.9 Work with ODOT to manage, plan for, and obtain additional rights-of-way at the I-270 / U.S. 23 interchange with the goal of creating an attractive gateway into the City.

Objective 8
Utilize and expand on existing economic development tools the City has in place to support future investment in the Corridor.

8.1 Utilize and combine economic development incentives on a sliding scale as outlined in the figure on the following page.



The last time the City received OPWC funding was 2005 (Round 20) for ADA improvements in Old Worthington.

**Ohio Department of Natural Resources
(NatureWorks & Land and Water Conservation Fund)**

The Ohio Department of Natural Resources has two funding assistance programs that may be applicable to enhancing and creating parks and public spaces in the Corridor: NatureWorks and the Land and Water Conservation Fund. NatureWorks is state-sourced, with a match requirement of 25% and the LWCF is federally-sourced with a 50% match requirement. NatureWorks funding is allocated on a county basis, with projects from the same county competing against each other for funding, but not on a statewide basis.

**OPWC Funding
In The Wilson Bridge Corridor**

Improvements to Wilson Bridge Road Corridor, including the addition of sharrows, may be a good fit for the State Capital Improvement Program and/or the Local Transportation Improvement Program, collectively known as OPWC funding administered by MORPC. Given the relatively high traffic volume and specific attributes of the area surrounding the Corridor, it is likely that improvements to the roadway would fit well under these programs. It is also important to note the City has not historically participated in this assistance program.

Multi-tool Approach To Render Aging Office And Commercial Property Marketable

