



WESTERVILLE
ROAD AREA PLAN

2015

ACKNOWLEDGMENTS



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AREA
PROFILE

INTRODUCTION

PURPOSE OF THE PLAN

GUIDE . . .

...the community in evaluating proposed public, private, or public/private projects

INFORM . . .

...and guide property owners, prospective property owners, and developers as to what is needed, desired, and acceptable in the study area

MEASURE . . .

...progress and effectiveness in the development and redevelopment of the Westerville Road Corridor Area to ensure projects have harmonious qualities that strengthen the community as a whole

OVERVIEW

In 2014, Blendon Township and the Blendon / Westerville Joint Economic Development Zone (JEDZ) Board initiated a process to create the Westerville Road Area Plan. The project evaluates the current and future development potential for various market segments in the Westerville Road Corridor, identifies target development areas that are currently vacant or underutilized, and develops a vision and strategy for these areas that will respond to opportunities in the regional marketplace.

The Westerville Road Area Plan provides a unified, comprehensive approach toward planning Blendon's future over the next 20 years. This Plan serves as a guide for future development and policy decisions that reflect the community's long-term vision, goals, and priorities, balanced with an understanding of marketplace conditions. It will assist Township staff in communicating the Township's values to potential residents, developers, and businesses.

IMPETUS FOR THE PLAN

Blendon Township leaders and the JEDZ Board expressed a desire to create a strategic redevelopment plan to guide future planning and investment decisions in and around the Westerville Road Corridor area. At this time, there are many parcels that are vacant and/or not at their highest and best use.

PLAN GOALS AND OBJECTIVES

This Plan will help achieve a number of goals and objectives for future development in the Corridor:

- Establish a refined vision for the Westerville Road Corridor.
- Identify the opportunity for new catalyst projects that will generate new township revenue while enhancing the character and brand of the community.
- Support future development through creative redevelopment strategies and incentives.
- Create a plan rooted in a market based approach.
- Create a plan that has broad public and private sector support.
- Minimize financial risks and build momentum and trust with the private sector.
- Support future funding initiatives (e.g. state and federal grant programs)

PLAN STRUCTURE

Three elements come together in the Plan to create a holistic and informed guide for future growth and development within the Westerville Road Corridor Area. These elements were established from quantitative and qualitative analyses alongside stakeholder input. This Plan is designed to be realistic, strategic, and actionable. The market analysis identifies the amount and type of uses that can be supported in the Corridor. These findings are carried into development concepts to illustrate how those particular uses can come together to create a functional and effective land use pattern that raises the overall aesthetics and sense of place within the Corridor. The implementation section outlines how these uses and development concepts could ultimately become reality, coordinating the financial tools available with the vision for the future of the Corridor. The following section details the elements found within the Plan.

MARKET ANALYSIS

In 2014, Blendon Township leaders and the JEDZ Board commissioned a team of consultants to conduct a market assessment to determine what the current market conditions are within Blendon and the surrounding region, and to identify opportunities and gaps within the marketplace. Through this analysis, a plan was created that responds to market gaps and position properties within the Westerville Road Corridor Area to be at their highest and best use.

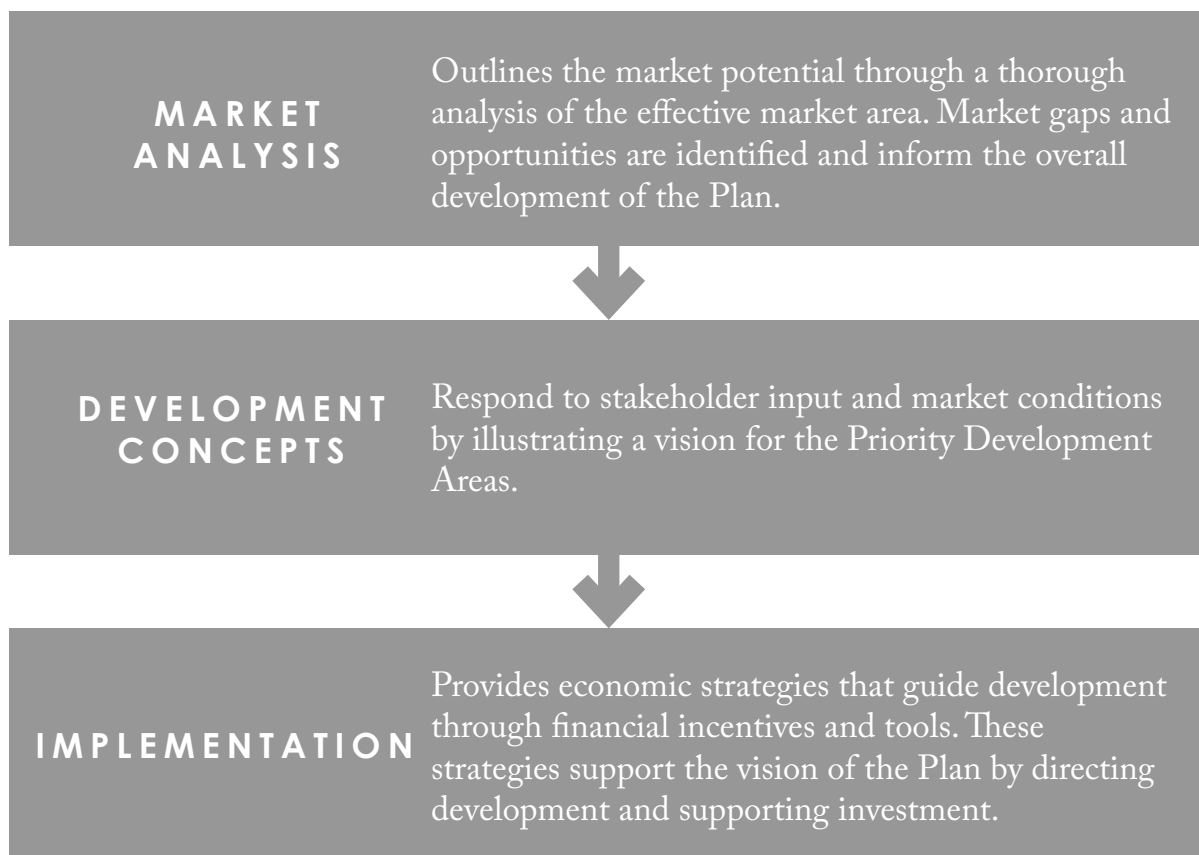
DEVELOPMENT CONCEPTS

The Plan includes a series of development concepts that illustrate the development potential of the Corridor Area. They are derived from market research and stakeholder input and thus are both intuitively and technically informed. They represent the development potential of the area and outline how future development and redevelopment may occur.

IMPLEMENTATION

The implementation section outlines economic development tools and incentives to support the development concepts and overall Plan vision. This includes projects, programs, or actions that can be taken by the Township to achieve the desired outcome of the Plan.

FIGURE 1.1 *Planning Phases*



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 Area. The following is a summary of how decisions and processes should align with the Plan.

1. Annual Work Programs and Budgets

Township administrators should use 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 elected and appointed officials should reference relevant Plan recommendations and policies. Township plans and codes should also reflect and support the vision and recommendations in the Plan.

3. Capital Improvement Program

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

4. Economic Development Incentives

Economic development incentives outlined in this Plan should be used to further the Plan's vision and recommendations.

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. This Plan should be used as a tool by the Township to clearly communicate to property owners and developers the overall vision for what is desired within the Westerville Road Corridor Area.

6. Be Flexible

The Plan is intended to serve as a guide to help the Township, development community, and local residents plan for the redevelopment of Westerville Road Corridor. It is intended to be flexible and fluid, and should be updated and amended as appropriate.

As projects, policies, and programs 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 develop within these sites and provide a sense of what is acceptable to the Township and its residents from a development standpoint.

PLANNING STUDY AREA

The study area of this plan consists of the commercially zoned land located within Blendon township located near the I-270 and Westerville Road interchange. The area shaded in blue (Figure 1.2) outlines the extents of the study area.

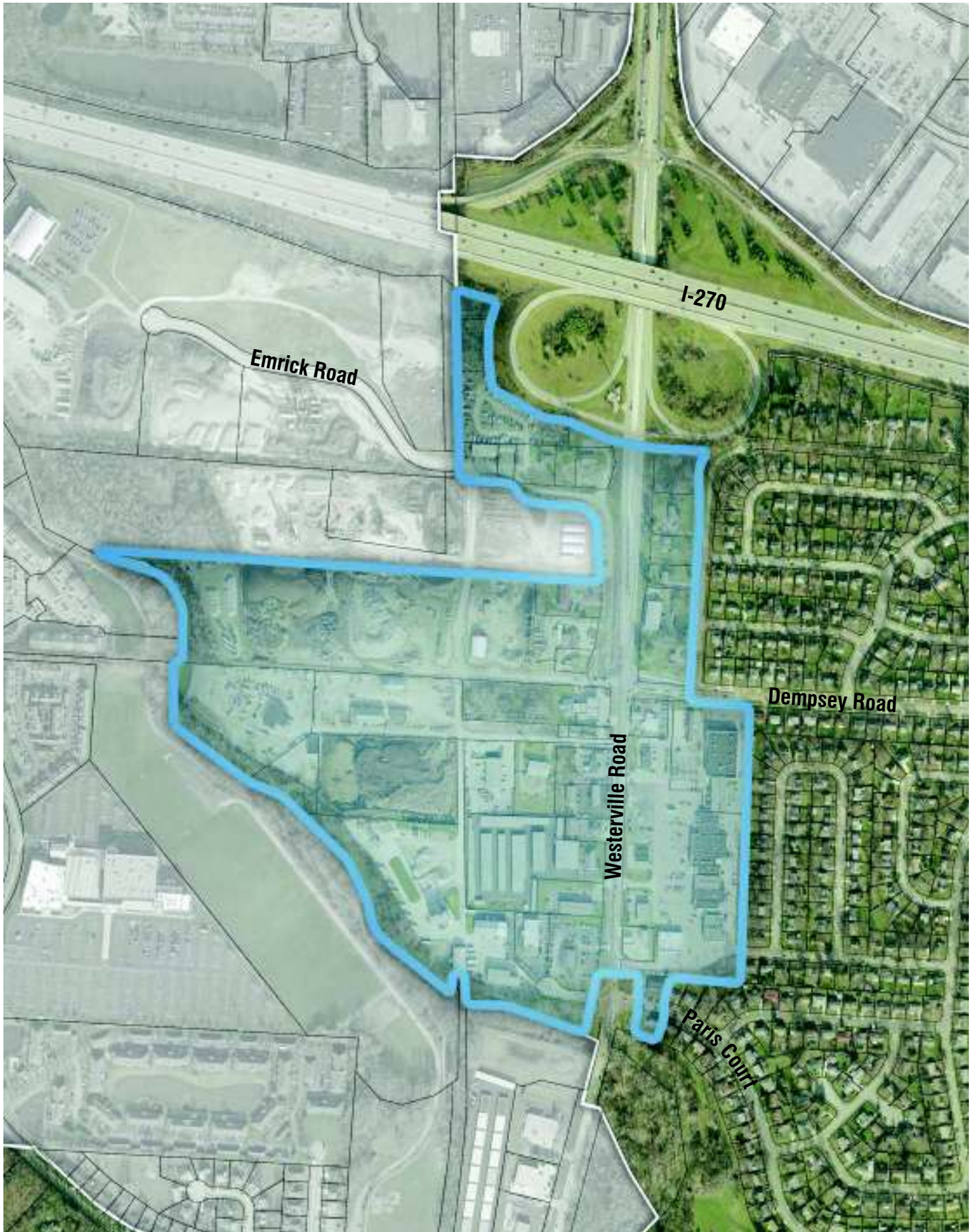


FIGURE 1.2 *Study Area Map*



REGIONAL CONTEXT

The Westerville Road Corridor is located within minutes of many regional destinations including shopping and employment centers. Its quick access to I-270, I-71, and I-70 provides an excellent opportunity to connect the Corridor to the Central Ohio region, the Midwest and beyond.





DRIVE TIMES:

UPTOWN WESTERVILLE **5 MINUTES**

EASTON TOWN CENTER **7 MINUTES**

WORTHINGTON MALL **7 MINUTES**

POLARIS MALL **7 MINUTES**

DOWNTOWN WORTHINGTON **10 MINUTES**

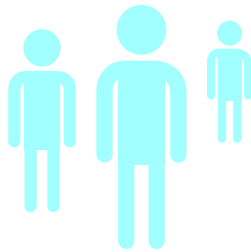
THE OHIO STATE UNIVERSITY **15 MINUTES**

DOWNTOWN COLUMBUS **15 MINUTES**

LOCAL STATISTICS

BLENDON TOWNSHIP DEMOGRAPHICS

Population



Population - 2014*

9,507

Households - 2014*

3,583

Average Household Size - 2014*

2.61

Income



Median Household Income - 2014*

\$60,101

Average Household Income - 2014*

\$71,464

Per Capita Income - 2014*

\$27,404

Housing



Owner Occupied - 2014*

68.7%

Renter Occupied - 2014*

31.3%

Median Owner-occupied Home Value - 2014*

\$145,799

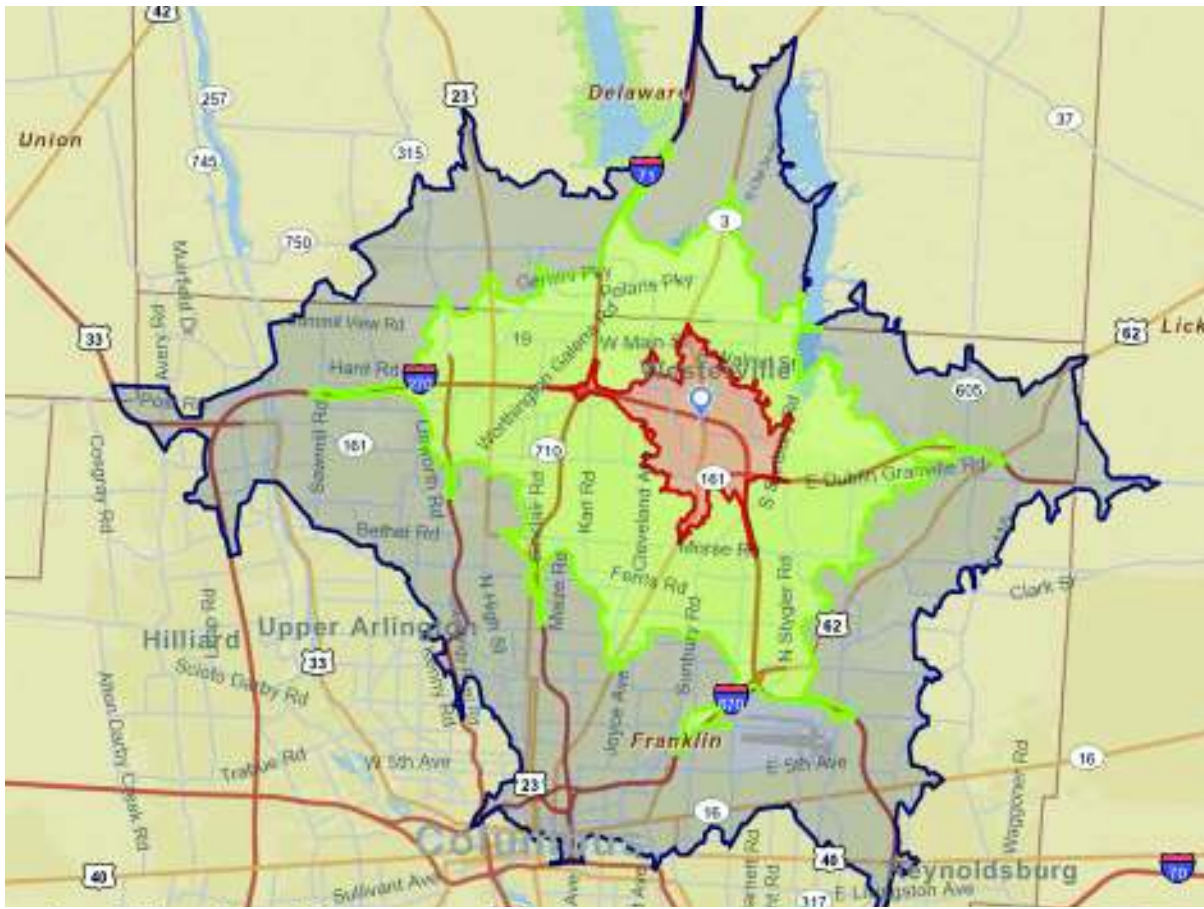


FIGURE 1.3 *Driving Distance Map**



AREA DEMOGRAPHICS*

POPULATION	Year	Drive-time		
		5-minute	10-minute	15-minute
	2000	2,846	105,416	375,719
	2010	3,081	110,274	418,360
	% change (10 year)	+8.25%	+3.2%	+11.3%

HOUSEHOLDS	Year	Drive-time		
		5-minute	10-minute	15-minute
	2000	1,075	43,863	154,411
	2010	1,164	45,544	173,224
	% change (10 year)	+8.27%	+3.83%	+12.18%

HOUSEHOLD INCOME	Year	Drive-time		
		5-minute	10-minute	15-minute
	2000	\$59,940	\$50,243	\$52,985
	2010	\$68,393	\$58,480	\$62,325
	% change (10 year)	+14.1%	+16.3%	+17.6%

TRAFFIC COUNTS

Many retailers, offices, and signature offices tend to locate into areas with high visibility. Traffic counts provided by the Mid Ohio Regional Planning Commission (MORPC) indicate that much of the properties in and around the Westerville Road Corridor Area are a prime location for businesses needing high visibility. I-270 (133,560 average daily trips) provides a favorable location for signature offices with direct visibility from the freeway. With counts of 17-23,000 average daily trips, Westerville Road mirrors other prime commercial areas in the Central Ohio area.

COMPARABLE INTERSECTIONS

- 161 / SAWMILL 15,000
- SAWMILL / BETHEL 19,000
- STATE / SCHROCK 30,770
- HIGH / N BROADWAY 23,800
- POLARIS / STATE 20,400
- SUNBURY / EXECUTIVE PKWY 25,000



FIGURE 1.4 *Average Daily Traffic Map*



LOCAL ASSETS

The Westerville Road Corridor Area is well positioned to support a variety of uses. Recent streetscape improvements along Westerville Road to the north of I-270 provides a notable gateway to the Township. The high visibility and competitive traffic counts along both I-270 and Westerville Road create a favorable location for a range of businesses.

Existing residential areas to the east coupled with residential counts in the 5 to 10 minute drive time provide a basis of support for retail within the Corridor Area, while the bike path connecting the study area to the City of Westerville provide access for residents to the north. In addition, the Corna / Kokosing construction company headquartered adjacent to the site can provide a solid base of retail support.

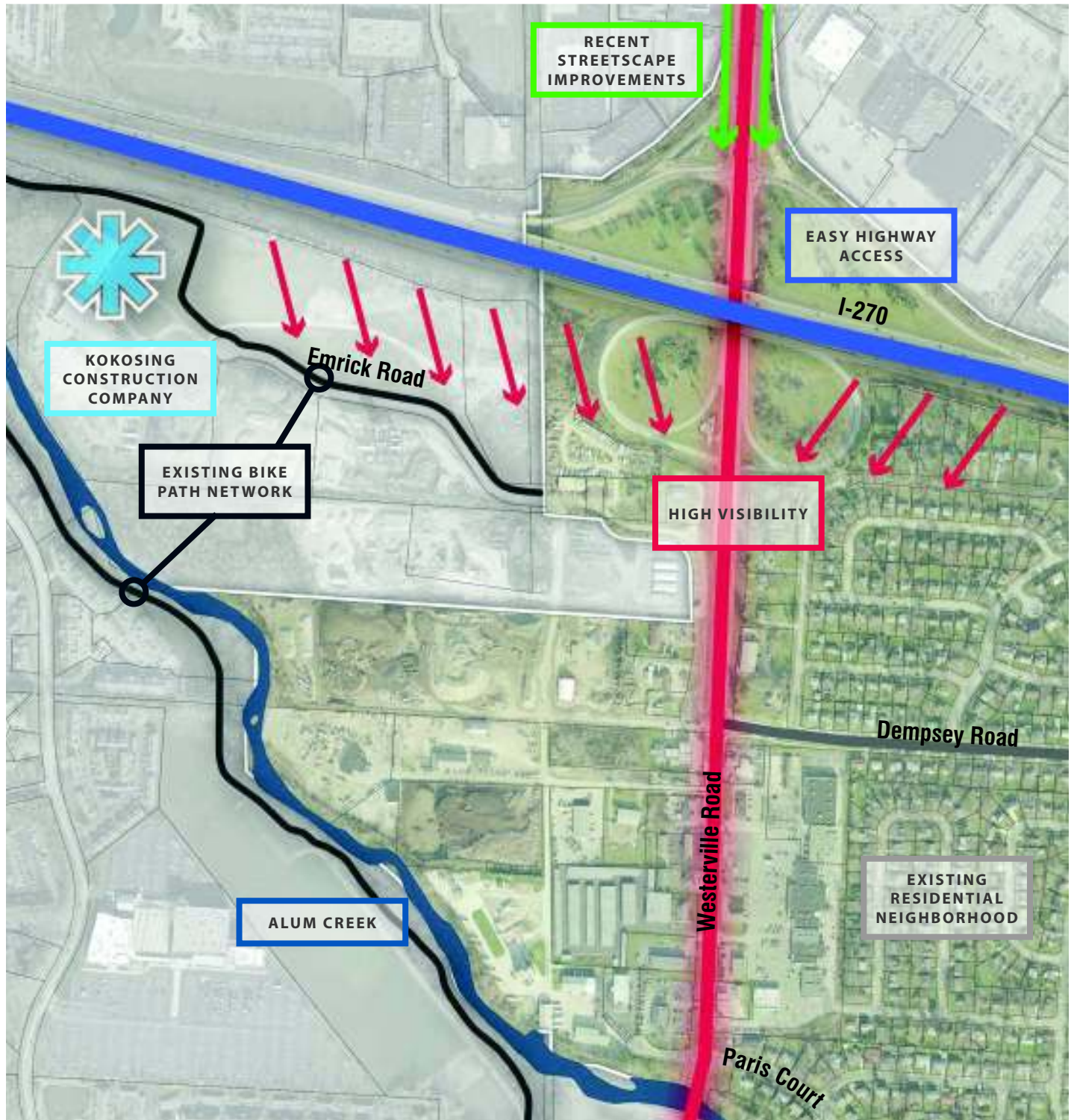


FIGURE 1.5 *Local Asset Map*

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MARKET
ANALYSIS

INTRODUCTION

MARKET ASSESSMENT

In 2014 a market study was conducted to examine the market potential for office, retail, and hotel users within the Westerville Road Corridor Area. This assessment focuses on the Westerville Road Corridor Area from Interstate 270 (to the north) to Paris Court (to the South), a distance of approximately 0.45 mile. The Corridor is occupied by various businesses including the Glengary Shopping Center, which includes a grocery store, three restaurants, a day care center, post office, nail salon, cosmetology school, dollar store, convenience store, as well as several vacant spaces including a movie theatre. Other existing businesses in the Corridor include various auto related businesses, a landscaping company, electrical contractor, cement companies, a gas station, as well as several parcels of vacant land.

This assessment considers and evaluates the following components:

- *Multi-tenant office*
- *Single-tenant office*
- *Signature office*
- *Retail*
- *Hotel/lodging*

METHODOLOGY

The methodology used in the assessment centered on three analytical techniques: the Effective Market Area (EMA) principle, a 100% data base, and the application of data generated from supplemental proprietary research.

THE EFFECTIVE MARKET AREA (EMA) PRINCIPLE

Central to the methodology is the Effective Market Area (EMA) which is defined as the smallest geographic area that will contribute 60% to 70% of support for new development in the Westerville Road Study area. The EMA principle is a concept that delineates the market support that can be expected for a proposed development. An EMA is the smallest specific geographic area that will generate the most support for that development. This methodology has significant advantages in that it considers existing natural and human-made boundaries and socioeconomic conditions.

For each component of this study (multi-tenant office, single-tenant office, and retail), a separate Effective Market Area (EMA) was determined. Each EMA was determined based on interviews with local businesses, previous case studies, as well as personal observations by field analysts. EMAs for each land use component can be found in Figure 2.1.

SURVEY DATA BASE

The market study survey employs a 100% data base of properties or business consistent with the scope of research. In the course of this study, field analysts surveyed not only the developments within a given range of price, amenities, or facilities, but all conventional developments within the EMA.

PROPRIETARY RESEARCH

In addition to site-specific analyses, the market study identifies a number of ongoing studies, the results of which are used as support data for the conclusions.

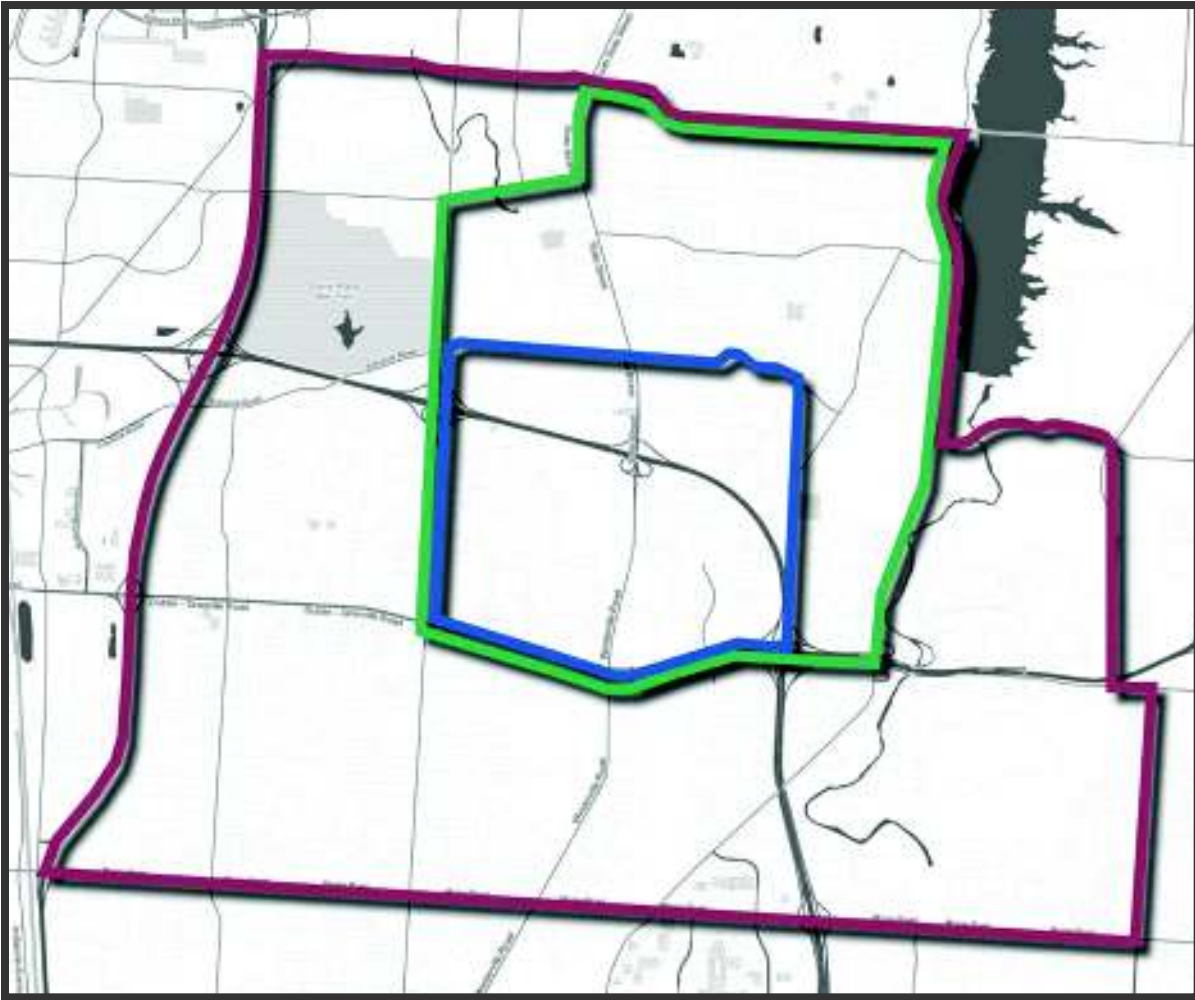



FIGURE 2.1 *Combined EMA Map*



LEGEND



 MULTI-TENANT OFFICE

 SINGLE-TENANT OFFICE

 RETAIL

MULTI-TENANT OFFICE

INTRODUCTION

This component of the document identifies the potential support for multi-tenant office space as part of a strategy for the revitalization of the Westerville Road Corridor Area. The conclusions for potential support levels of multi-tenant office development in the study area are based on a thorough analysis of the Effective Market Area (EMA) shown below.

SUMMARY OF FIELD SURVEY

- Multi-tenant office space in the Westerville Road Study Area EMA totals 2,902,628 square feet within 66 office buildings/office parks.
- There is 599,971 square feet of vacant space among the 66 multi-tenant office buildings/office parks.
- The overall vacancy rate among the multi-tenant office space is 20.7%.
- The median adjusted gross rent (includes all utilities and expenses) is \$14.00 per square foot.

CLASS DISTRIBUTION

The low median lease rate for Class A space is reflective of the high vacancy rate in the market and the discounts offered to secure tenants (Table 2.1). Further, the higher vacancy rate has created little elasticity in rents with Class C space achieving \$12.50 and Class A space only \$2.40 higher at \$14.90. Most Class A space elsewhere in Central Ohio is in the \$18.00 to \$20.00 range.

Space is well allocated between Class A, B and C; however, the vacancy rate for Class B space is considerably higher (28.7%) than Class C space, 16.0%. The Class B space vacancy rate is also 10.7 percentage points higher than the overall vacancy rate of Class A Space (18.0%). There is little variation between the median lease rates for Class A and B office space at \$14.90 and \$14.78 respectively. This is in part due to the discounted rents being offered at the Class A buildings to maintain occupancy.

The overall vacancy rate among the office space in the market area of 20.7% is considered high. However, from an economic development viewpoint, having sufficient office space to accommodate firms new to the area is important. At 20.7%, the market is capable of attracting new office users without impacting the existing office users or current lease rates. The largest available space is within the Brooksedge Corporate Center. This property includes several buildings and has 107,288 total square feet available for lease and a 41.2% vacancy rate.

TABLE 2.1 *Distribution of office space by class*

	TOTAL SQUARE FEET	DISTRIBUTION	VACANT SQUARE FEET	VACANCY RATE	NUMBER	MEDIAN LEASE RATE*
CLASS A	1,111,360	38.3%	199,814	18.0%	9	\$14.90
CLASS B	889,034	30.6%	255,351	28.7%	17	\$14.78
CLASS C	902,234	31.1%	144,806	16.0%	40	\$12.50
	2,902,628	100.0%	599,971	20.7%	66	\$14.00

*Excludes offices with negotiable lease rates, offices for sale, flat rates, or fully occupied office space

TABLE 2.2 *Distribution of Multi-tenant Office Space by rent and vacancy*

Rent Range per S.F.	SF	Distribution	Vacancy Rate
Under \$10	91,476	3.2%	27.4%
\$10 - \$12.49	255,696	8.8%	27.4%
\$12.5-\$14.99	1,234,735	42.5%	26.6%
\$15-\$17.49	648,819	22.40%	21.1%
\$17.50 and over	106,104	3.7%	28.0%
Information not available	565,798	19.5%	1.7%
TOTAL	2,902,628	100.0%	20.7%
MEDIAN ADJUSTED RENT	\$14.00		

The majority of the existing office space, 52.8%, has existing lease rates of \$12.50 to \$14.99 per square foot. The space with lease rates under \$10.00 per square foot has the least amount of square feet, 91,476, or 3.2%. It is of note that the space with lease rates of \$17.50 or higher also has the highest vacancy rate of 28.0%.

*all rents have been converted to gross equivalent

TABLE 2.3 *Annual absorption potential of site*

Component	Annual Capture Factor	Absorption Potential (SF)
Internal Mobility - Site EMA	10.0%	29,000
External Mobility from outside Site EMA	12.0%	7,000
New Business Formations	4.0%	1,500
TOTAL		37,500

RECOMMENDATIONS

When considering past and current absorption trends and turnover rate in the Site EMA, support from the net gain (expiring leases) of existing, occupied office space, as well as external support, there is the *potential* for annual support of up to 386,900 square feet of office space. **It is important that the net gain to the market will be only 123,100 square feet.**

Based on annual absorption potential, the Westerville Road Corridor Area has the potential to support up to 37,500 square feet of multi-tenant office space (Table 2.3). Absorption estimates consider the following:

- *There is a relatively high vacancy rate in the EMA and potential tenants have a wide range of options. Rent concessions further compromise potential absorption.*
- *While \$15.00 per square foot is the optimal price point, it could be very difficult to achieve at current construction costs without public sector incentives.*

- *A more likely achievable rent expectation in today's construction environment is \$18 to \$20 per square foot. Such rents would greatly reduce the expected absorption.*

However, it must be noted that estimates for potential support assume a revitalized study area as previously defined.

Based on the current office market in the EMA, a very cautious approach is recommended to office development in the Corridor. Currently, there is a 20.7% vacancy rate with over 54% of all space renting for under \$15.00 per square foot.

While the construction of a new multi-tenant office building is not recommended at this time, existing retail space could be used by traditional office tenants. It is recommended that any strategic plans for the Study Area include appropriate zoning for office space. If the existing multi-tenant office market experiences an increase in occupancy rate, the study area is an attractive location for highly visibly office space.

SINGLE-TENANT OFFICE

INTRODUCTION

This section identifies the potential support levels for single-tenant office space as part of a strategy for the revitalization of the study area. These conclusions are based on a thorough analysis of the Effective Market Area (EMA).

It is of note that the EMA for single-tenant office space is smaller than the EMA for multi-tenant office space. Research indicates that single-tenant office users, when they move, more often relocate to new office space in the same general area as their current office location.

SUMMARY OF FIELD SURVEY

- Single-tenant office space in the EMA totals 350,858 square feet within 33 buildings.
- There are 4 vacant buildings with a total of 23,930 square feet.
- The overall vacancy rate among the single-tenant office space is 6.8%.

The majority of the single-tenant office space is occupied by financial oriented firms, with 46.2% of the total single-tenant office space. Medical businesses occupy the second most amount of space, 39.9% of the total.

RECOMMENDATIONS

Over the past 5 years, 8 single-tenant office buildings have changed occupants. These 8 buildings total 52,388 square feet. This equates to a net absorption of 10,468 square feet of single-tenant office space per year. The average square feet per business that moved over the past 5 years is 6,542 square feet. Given a revitalized corridor area, the potential sites would be equal to, or exceed, the existing single-tenant sites in the EMA.

Most of these, or similar firms, could function very well in mixed use flex buildings that could be displayed in a campus setting at a competitive modest rent. Destination retailers, office/showrooms would also be desirable tenants.

A revitalized study area could compete very well for single tenant office buildings in the 6,000 to 10,000 square foot range. The area, if revitalized, would be equal to or superior to any of the sites that have attracted new tenants over the past 5 years.

TABLE 2.4 *Distribution of single-tenant office space*

#	Business Type	SF	% of Space
1	Insurance	1,269	0.4%
1	Day Care	2,230	0.6%
2	Attorney	4,868	1.4%
2	Engineering	7,851	2.2%
2	Real Estate	8,938	2.5%
4	Vacant	23,930	6.8%
19	Medical	139,836	39.9%
2	Financial	161,936	46.2%
TOTAL		350,858	100.0%

SIGNATURE OFFICE

INTRODUCTION

This section identifies the potential support levels for signature office buildings as part of a strategy for the revitalization of the study area. These conclusions are based on a thorough analysis of the Effective Market Area (EMA).

SUMMARY OF FIELD SURVEY

Signature office buildings are often defined by the size of the buildings, the location relative to major thoroughfares, interstates, and visibility to high traffic locations.

Over the past 15 years, there have been 17 signature office buildings constructed in the northern suburban Columbus area with a total of over 3.0 million square feet. The average size of these 17 buildings is 178,417 square feet. It should be recognized that no new signature office buildings have been constructed in the northern suburban Columbus area since 2010.

Of the 17 signature office buildings surveyed, 11 have at least partial visibility from an interstate and 10 are visible from major thoroughfares. Four of the buildings are within 0.5 mile from access to an interstate and 4 buildings are between 0.5 and 0.99 mile from access to an interstate. Among the buildings, 13 are within 0.5 mile of a major road. Only 3 building are further than five miles from access to an interstate and only three are more than 1.0 mile from a major road.

RECOMMENDATIONS

Site selection for signature office buildings are defined by three primary criteria:

- *Traffic exposure, averaging more than 75,000 vehicles daily. The average daily traffic on Interstate 270 at Westerville Road is 133,560 (2010).*
- *Proximity to Interstate Highway – Interstate 270 is immediately adjacent to the Westerville Road Corridor Area.*
- *Park-like setting – Potentially a function of the revitalization plan.*

The site has a distinct advantage in that the Corna Kokosing Company, as a signature building, anchors the Interstate 270/Westerville Road intersection. Also, Corna Kokosing owns a significant amount of property surrounding their facility that could provide the nucleus for the expansion of an office commercial center.

It is reasonable to expect that a revitalized study area, with most of the attributes developers are seeking, could compete for this component of the market.

TABLE 2.5 *Distribution of signature and single tenant office buildings by year*

Year	Number	SF	Percent	Average SF
1998-2000	7	1,321,670	43.6%	188,810
2001-2005	2	437,432	14.4%	218,716
2006-2010	8	1,273,989	42.0%	159,249
TOTAL	17	3,033,091	100.0%	178,417

RETAIL

INTRODUCTION

This section outlines the retail market potential within the study area. The analysis identifies the market potential for retail development in the study area. Conclusions for the potential for retail development in the study area are based on a thorough analysis of Effective Market Area (EMA).

Based on the inventory of EMA retail establishments, the area north of Interstate 270 along Westerville Road, as existing today, is a very well-developed and vibrant area, anchoring the northern portion of the EMA. This area includes a wide range of retailers and few vacant storefronts. The region is also well served by two regional malls; Polaris Fashion Center, 7 minutes to the northwest, and Easton Town Center, 7 minutes to the south. There are however, significant vacant retail spaces in the southern portion of the EMA.

SUMMARY OF FIELD SURVEY

Retail development potential is based on an analysis of existing retail businesses and available space, as well as a demographic and economic analysis of the EMA. The following findings outlines market support for retail in the study area:

- *Economic and demographic analysis of households and population*
- *Analysis of traffic patterns*
- *Interviews with local real estate and planning professionals*
- *Interviews with area business owners and managers*
- *Personal observations of market analysis representatives*

RECOMMENDATIONS

Recommendation are based on a survey of retail establishments and a review of expenditures and sales in the retail EMA. While most retail categories are well represented in the market, additional retail can be supported in the Westerville Road Study Area.

The Westerville Road Study Area is not considered a retail destination although most of the existing businesses are considered retail. Within the study area, there are various businesses that while technically are categorized as retail based on the fact that they provide sales or a service, these businesses are typically not associated with a retail center or mall. These businesses include used car lots, auto repair facilities, landscaping, and swimming pools and supplies.

Overall, the EMA has a wide range of retail choices. In a comparison with peer city and neighborhood retail districts, the EMA fares above average in the distribution of retailers by category. The most notable voids in the market were limited more by specific store offerings rather than by retail categories.

- *Analysis of consumer spending patterns in the area impacting the EMA*
- *Analysis of retail sales in the EMA*

It is of note that the EMA for the retail component of this study is different than the multi- and single-tenant office components. The retail EMA is larger than the single-tenant office EMA but smaller than the multi-tenant office EMA.

TARGET RETAIL USERS

While no categorical retail gaps exist in the site EMA, there are gaps of specific users within the EMA. A list of potential target users has been included, along with their nearest location to the study area.

	Business Name	Nearest Location
RESTAURANT	Applebee's	Easton
	Baskin-Robins	NE Columbus
	Boston Market	Sawmill
	Chili's	Dublin
	Cracker Barrel	Reynoldsburg
	Denny's	Sunbury
	Dunkin Donuts	NE Columbus
	"Five Guys Burgers and Fries"	Easton/Polaris
	Golden Corral	Dublin
	Hardee's	Circleville
	IHOP	Maxtown Rd
	Johnny Rockets	Upper Arlington
	Krispy Kreme	Polaris
	Logan's Roadhouse	Easton
	Lone Star Steakhouse & Saloon	Hilliard
	Max & Erma's	Easton
	Olive Garden	Gahanna
	Outback Steakhouse	NW Columbus
	Panda Express	Easton/Polaris
	Raising Cane's Chicken Fingers	Polaris
	Red Lobster	Polaris
	Smokey Bones	Easton/Polaris
	Steak 'N Shake	NE Columbus
	Texas Roadhouse	Polaris
	Moe's Southwest Grill	Dublin
	Buffalo Wild Wings	Polaris
	First Watch	Polaris

	Business Name	Nearest Location	
RETAIL	Best Buy	Easton/Polaris	
	HHGregg	Easton/Polaris	
	ture	Easton	
	Front Room Furnishings	Polaris	
	Dicks Sporting Goods	Easton/Polaris	
	The Sports Authority		
	GROCERY	Target	Easton/Polaris
		Meijer	161/Cleveland
		Giant Eagle	N. State St
		GFS Marketplace	161/Cleveland Ave
RETAIL		Hallmark	Easton/Polaris
		Michaels	Easton
		Jo-Ann Fabric & Crafts	Polaris
		Finish Line	Easton/Polaris
		Famous Footwear	Easton
		Men's Warehouse	Easton/Polaris
	Old Navy	Easton/Polaris	
	Gap	Easton/Polaris	
	Hollister	Easton/Polaris	
	Ann Taylor	Easton/Polaris	
FITNESS	Talbots	Easton/Polaris	
	Staples	Easton	
	Walgreens	Maxtown Rd	
	CVS	W. Schrock	
	GameStop	Maxtown Rd/ Easton	
	T-Mobile	Easton/Polaris	
	Verizon	Maxtown Rd	
	Anytime Fitness	Maxtown Rd	
	Lift Time Fitness	Easton	
	Planet Fitness	Clintonville	
LA Fitness	Polaris		
YMCA	St. Ann's Hospital		

LODGING/TRAVELER SERVICES

The Westerville lodging market is generally served by several aging and functionally obsolete motel and hotels. Most new hotels in the northeast Columbus and Franklin County area have been built in the Polaris and Easton areas. There are only two modern hotels along Interstate 270 between Morse Road (Easton area) and Worthington: Ramada Inn and Embassy Suites, both of which are served by the Cleveland Avenue/Interstate 270 interchange.

- *The Ramada Inn Columbus North was built in 1985 and includes 122 rooms. The facility includes 2 meeting rooms, an outdoor pool and an exercise room. Room rates typically range from \$59 to \$99 per night.*
- *Embassy Suites was built in 1984 and includes 221 suites. The facility also includes a restaurant and bar, 2 banquet rooms and 3 meeting rooms. Room rates typically range from \$129 to \$209 per night.*
- *Only one other hotel, the Red Roof Inn, which is north of Interstate 270 along Westerville Road, serves the immediate study area. Red Roof Inn was built in 1983 and includes 95 rooms. Room rates typically range from \$59 to \$69 per night.*

Most new hotels are developed in areas that have convenient access to traveler services, such as restaurants and gas stations. The Interstate 270 and Westerville Road Corridor Area includes restaurants and several gas stations, as well as other services such as grocery and convenience shopping. However, the area has a lack of family style restaurants, especially those with brand name recognition that would entice travelers to consider staying at a new hotel in the study area. Notable restaurants missing from the area include:

- *Cracker Barrel (nearest location is Pickerington)*
- *Chili's (Upper Arlington/Dublin and in Port Columbus International Airport)*
- *Golden Corral (Whitehall and Dublin)*
- *Longhorn Steakhouse (Morse & Hamilton)*
- *Moe's Southwest Grill (Dublin and Upper Arlington)*
- *Outback Steakhouse (Dublin and Reynoldsburg)*
- *Ruby Tuesday (Polaris and Dublin)*
- *Texas Roadhouse (Polaris, Upper Arlington and Reynoldsburg)*

While it is difficult to speak to the location strategies of specific restaurant chains, it is clear that a revitalized Westerville Road corridor, with a significant population backup and immediate accessibility to Interstate 270, is a site worthy of consideration.

RECOMMENDATIONS

There is potential for a mid- to upscale hotel to be supported in the study area. A new hotel in the study area would not only serve the study area, but the greater Westerville, Blendon Township, and northeast Columbus area. In addition, a new hotel in the study area would benefit from the traffic along Interstate 270 as well as the proximity of the numerous businesses that are in the Westerville Road. Preliminary recommendations for a new hotel in the study area would be for up to 100 rooms. Hotels typically in the mid- to upscale category are:

- *Hampton Inn (Easton and Polaris)*
- *Holiday Inn (Easton and Polaris)*
- *Fairfield Inn (Airport and Polaris)*

BUSINESS SURVEYS

During the course of the field work, and during stakeholder meetings at the Blendon Township offices, business surveys were conducted with business owners or managers of the businesses in the Corridor Area as well as several local residents.

Following is a summary of the significant issues/concerns of those interviewed:

TRAFFIC/INGRESS/EGRESS

Traffic and ingress and egress into the local businesses and homes is a concern of nearly everyone we interviewed. Most noted that trying to turn onto Westerville Road from the Glengary Shopping Center or from one of the business on the west side of Westerville Road is difficult during most of the day. Several people interviewed noted that there are several accidents a month on Westerville Road near or at the northern entrance to the Glengary Shopping Center. This entrance is located directly across from the entrance to the Westerville Mini Storage and Midas. There is no traffic light at this intersection and turning left onto Westerville Road from either the shopping center or Westerville Mini Storage and Midas is very difficult and at times very dangerous.

The speed limit on Westerville Road in the study area is 45 mile per hour. Several people interviewed noted that they would like to see the speed limit reduced or the traffic patterned changed. Several noted that adding a traffic light at the northern entrance to the shopping center would likely eliminate the dangerous conditions at the intersection.

LACK OF SIDEWALK

Most people interviewed noted that the Corridor Area needed to be more pedestrian friendly and the area needs sidewalks. Many noted that although there is a traffic light at the Westerville Road and Dempsey Road intersection, it is still difficult to cross the street.

LACK OF LIGHTING

Several people interviewed noted that there are no street lights located along Westerville Road. They noted that the area is dark and with the amount of traffic and the speed limit, it is very dangerous to walk in the area when it is dark.

DIRT/DUST ISSUES FROM AREA BUSINESSES

An issue raised by several of those interviewed is the dirt and dust coming from the mulch and cement businesses located west of Westerville Road. The dirt and dust is a constant nuisance for everyone in the area. Several people complained of the mulch business producing foul odors, especially after a heavy rain, with the runoff usually heavy and very dirty.

AREA APPEARANCE

Virtually everyone that we interviewed noted that the Glengary Shopping Center is outdated and needs improved, renovated, or redeveloped. Several people noted that the area felt less safe during the evening and night hours.

Most people interviewed would like to see the vacant movie theatre either renovated and opened or redeveloped. The car wash at the northern portion of the shopping center is also an issue and some would like to see it removed and redeveloped.

Almost everyone interviewed would like to see the area improved aesthetically. Many noted that they would like to see the streetscape appearance north of Interstate 270 be continued through the Corridor Area. Some noted that a zoning code that required any new or upgraded businesses to utilize similar building materials that will provide some continuity to the area.

003

DEVELOPMENT
PROGRAM

DEVELOPMENT PRINCIPLES

The development principles for this Plan build on the feedback from business owners, property owners, and residents of the community, and integrate the goals and principles of good urban design, along with findings from the market study, to create a successful and thriving corridor. These principles were used to guide the development of the concepts and designs for the future of this corridor.



ENSURE THE ECONOMIC COMPETITIVENESS OF THE AREA

Future development should include a mix of uses to ensure the Westerville Road Corridor is economically competitive within the region. The Corridor should create an atmosphere where businesses are able to grow and thrive, bringing jobs and economic benefit to the Township.



PROMOTE A HIGH QUALITY IMAGE AND BRAND

High-quality architecture and urban design elements and treatments should create a unique, visually appealing environment along the Corridor.



SUPPORT QUALITY REDEVELOPMENT

The economic success of the Corridor should be enhanced by creating a balance of retail, office, and light industrial in a vibrant and integrated development pattern.



MAINTAIN AND IMPROVE CONNECTIVITY

The Corridor should be well connected with surrounding areas, providing choices for people to move throughout the Corridor, adjoining neighborhoods, centers of commerce, and public spaces.



ENSURE COMPATIBILITY AMONG LAND USES

Every business and property owner in the area should use and enjoy his or her property reasonably, without causing interference to others.



LEVERAGE THE AREA'S PRIME LOCATION

Businesses in the Corridor should fully utilize their proximity to Central Ohio's freeway network.

MOBILITY

Much of the current roadway configuration on the west side of the Corridor Area is preventing substantial development and redevelopment to occur. As part of the future vision for the Corridor, a preferred road network has been developed (see figure 3.1) that will improve many of the current issues seen in the area. The goals of the proposed configuration are as follows:

- Utilize as much of the existing roadway as possible
- Utilize the existing signalization along Westerville Road to manage traffic access
- Position roadways to maximize land for development
- Provide access for future development sites within Blendon Township and the City of Columbus

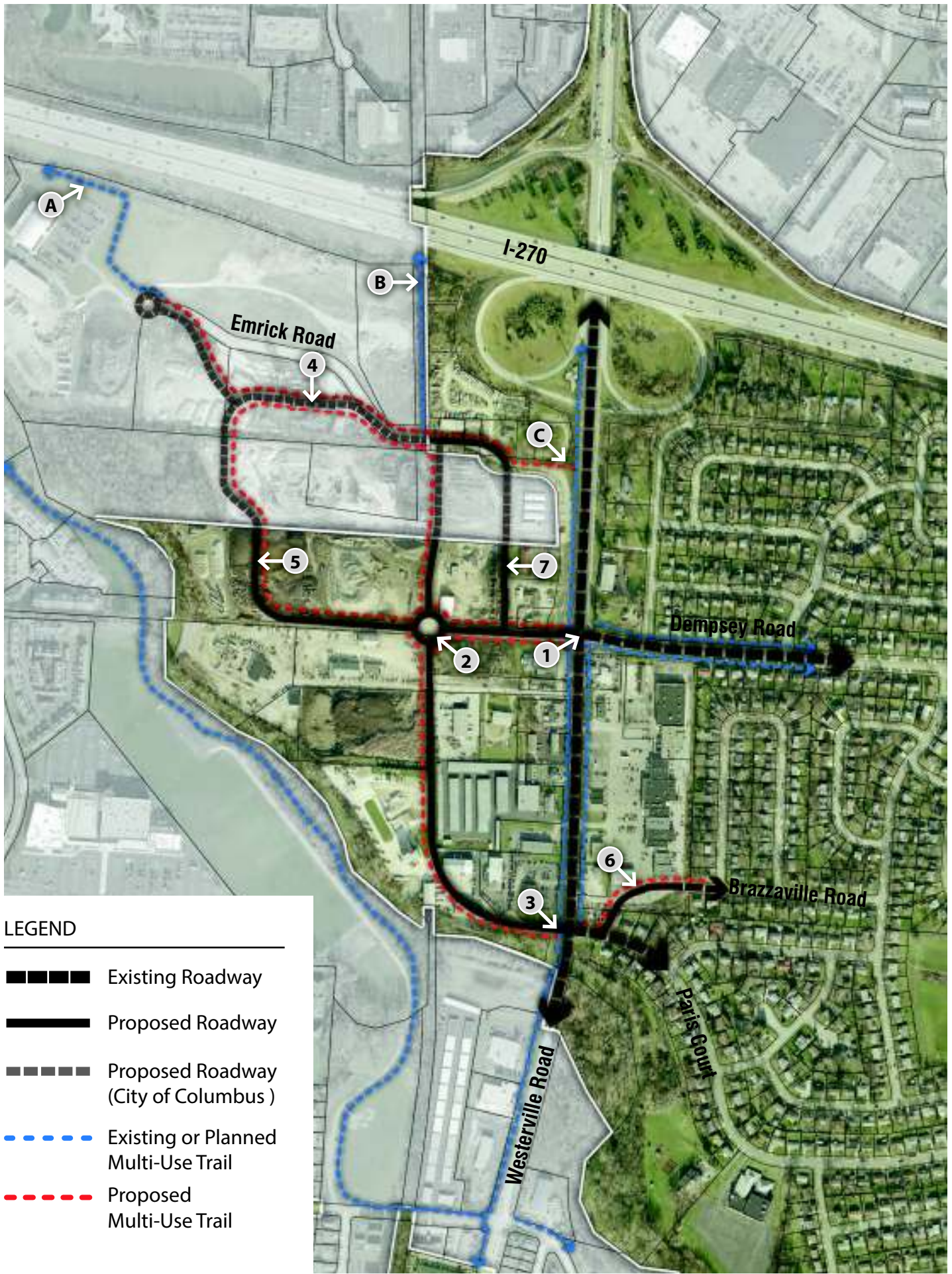
The road network as presented will allow the ingress and egress of traffic from signalized intersections, while providing multiple points of entry into the development west of Westerville Road.

MULTI-USE TRAIL IMPROVEMENTS

- A. Existing multi-use trail to tie into existing Alum Creek trail
- B. Planned multi-use trail connection under existing I-270 bridge to connect to future trails in Westerville.
- C. New sidewalks and multi-use trails to tie into existing or planned trail / sidewalk system.

ROADWAY IMPROVEMENTS

1. The intersection of Westerville Road and Dempsey Road should be simplified by eliminating the entrance to Emerick Road. Future development to the west should make full use of the signalization at this intersection.
2. A roundabout located at the primary intersection within the site will manage traffic flow between future development and the two signalized intersections.
3. Extending Paris Court and connecting to the internal road network of the site will add an additional signalized intersection to the development area.
4. Moving Emerick Road to the south will allow a greater depth to fully develop the land fronting the freeway. A minimum depth of 600 feet should be maintained between the edge of the property and the roadway.
5. The interior loop will open more land up for development while maintaining an adequate circulation of traffic.
6. The extension of Brazzaville Road to tie into Paris Court will simplify the traffic pattern in this area. Additionally, it will allow a left turn at the Paris Court signal for residents leaving Brazzaville Road.
7. The location of Emerick Road adjacent to Westerville Road is not optimal for future development. Moving the roadway to the rear of the properties will leave sites with valuable frontage along Westerville Road. Additionally, it will simplify the traffic pattern at the existing intersection.



LEGEND






-  Existing Roadway
-  Proposed Roadway
-  Proposed Roadway (City of Columbus)
-  Existing or Planned Multi-Use Trail
-  Proposed Multi-Use Trail

FIGURE 3.1 *Mobility Map*

PREFERRED LAND USE

The preferred land use plan was developed by reviewing the existing conditions analysis, the market study, and input from the steering committee and stakeholders. The goal is to create a land use pattern that is economically diverse, supports a mixture of uses, and leverages the Corridor's natural competitive advantages.

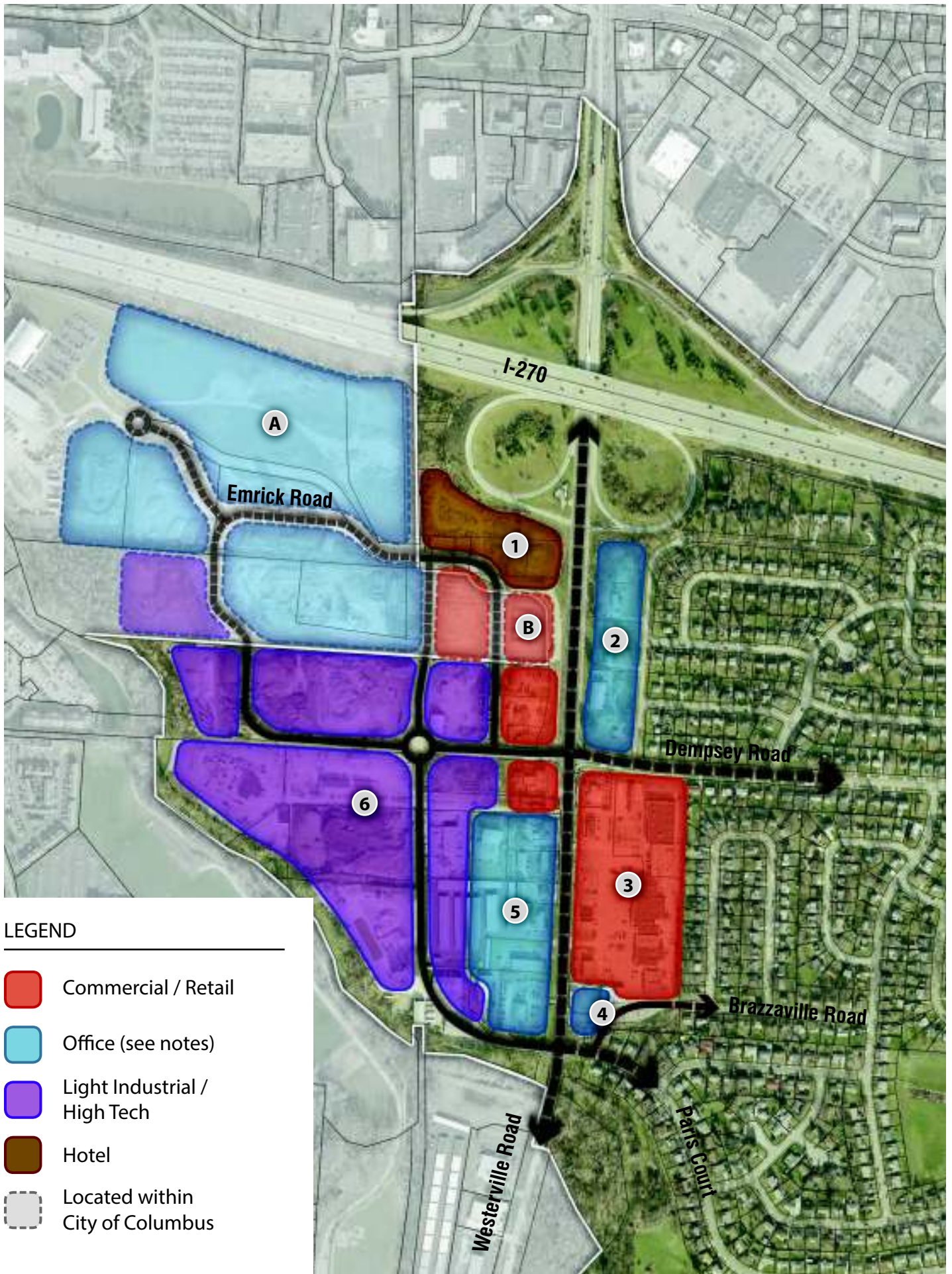
BLENDON TOWNSHIP PREFERRED LAND USE

1. **Hotel** - The market study indicated the potential for a 100-120 key hotel, and the property near the exit-ramp from I-270 would provide the visibility and access necessary to support a hotel.
2. **Professional Office / Business Services** - The lack of visibility, difficulty in access, and adjacency to the residential districts make this a difficult site to develop intensively. The site is appropriate however, for professional services (veterinarian, catering services, etc.) or business services (contractor, sign company, etc.).
3. **Neighborhood Commercial** - The market study indicated no categorical gaps in retail services within the market area, although there are gaps in specific businesses in operation. A mixture of retail and commercial services is appropriate for the Corridor Area, ranging from smaller scale businesses like coffee shops and pharmacies, to larger scale businesses like a fitness center or grocery store.
4. **Professional Office** - A small scale professional office building located at the intersection of Paris Drive and Westerville Road would be a step-down from the heavier intensity commercial to the north, and provide a good transition for the residential areas to the south and east.

5. **Single Tenant Office** - Making use of the high visibility and excellent access off Westerville Road, the properties fronting the street have the potential to support a mixture of office users. The market study indicated the potential for a range of office users, from single-tenant financial offices to offices connected to a retail showroom.
6. **Light Industrial / High Tech** - Businesses that require excellent access to freeways without needing high visibility are a suitable fit for the area on the west side of the study area. These users can range from business services to small-scale manufacturing or call centers.

CITY OF COLUMBUS PROBABLE LAND USE

- A. **Signature Office** - This site, more than any others, has the potential to alter the perception and success of the Westerville Road Corridor Area. This site remains one of the last large undeveloped properties with good access along the northern portion of I-270. Because of its high average daily trip count (over 140,000), high visibility, and proximity to an exit, it is well situated to support the development of a signature office building.
- B. **Travel Center Retail** - Although not within Blendon Township, property with frontage along Westerville Road could support travel-oriented businesses, such as a restaurant.



LEGEND

- Commercial / Retail
- Office (see notes)
- Light Industrial / High Tech
- Hotel
- Located within City of Columbus

FIGURE 3.2 Preferred Land Use Map

DEVELOPMENT VISION

The Development Vision is the culmination of the findings from the market study, applied to the Westerville Road Corridor Area in a way that is described in the Development Principles. These plans show how the proposed improvements in the transportation network and the Future Land Use Plan will coordinate with future development and create a vibrant land use pattern that adds to the overall character and aesthetics of the Corridor.

While future development in the Corridor may not happen exactly as outlined in the Development Vision, its intent is to convey the desired character of the corridor, while communicating the potential of the site to developers and businesses.

The following pages explain the features, capacities and uses of the following subareas:

- Travel Center
- Pedestrian Center
- Technology Triangle





FIGURE 3.3 *Development Vision*



TRAVEL CENTER

The market assessment indicated solid market support for a “travel center” group of uses that will cater primarily to commuters and travelers. These uses can leverage their proximity and high visibility from the I-270 / Westerville Road intersection, as well as their proximity regionally.

A 100-120 key hotel has been recommended at the prominent corner between Westerville Road and the on-ramp to I-270 east. This will be the first building along Westerville Road south of the freeway, and will act as the de-facto gateway into the Township.

A fueling station and a new restaurant oriented toward travelers have been placed at the intersection of Westerville Road and Dempsey Road. This location offers a signalized intersection and easy access and visibility from the I-270 exit. The parcel located within the City of Columbus with frontage along Westerville Road could likewise be developed in the “Travel Center” category of uses.

H	A	100-120 keys	Hotel
	B	13,000 s.f.	Anchor Restaurant
C	C	4,500 s.f.	Fueling Station





FIGURE 3.4 *Travel Center Development Program*



PEDESTRIAN CENTER

The Pedestrian Center development concept emphasizes the creation of a pedestrian friendly and identifiable retail and office district. Buildings have been pulled closer to the street to improve visibility, while parking has been moved to the rear. The retail buildings on the east and the office buildings on the west have been organized to create a public space to promote pedestrian activity.

A larger scale user, such as a grocery store or retail store has been located near the street while allowing easy access to parking from the side. This concept reduces the number of curb cuts onto Westerville Road and aligns the ingress and egress points from east to west. Additionally, the existing signalized intersection at Paris Drive has been utilized as a point of access to both the existing neighborhood and the commercial development.

COMM	A	10,000 s.f.	Neighborhood Comm.
	B	18,500 s.f.	Neighborhood Comm.
	C	19,000 s.f.	Neighborhood Comm.
	D	57,000 s.f.	Grocery / Retail
	E	6,000 s.f.	Restaurant / Coffee
	F	14,000 s.f.	Fitness
OFFICE	G	8,000 s.f.	Professional Office
	H	16,000 s.f.	Office / Showroom
	I	19,000 s.f.	Office / Showroom
	J	12,500 s.f.	Office / Showroom
	K	10,500 s.f.	Office / Showroom
	L	12,500 s.f.	Office / Showroom





FIGURE 3.5 *Pedestrian Center Development Program*

0 50 100 200 FEET



TECHNOLOGY TRIANGLE

The Technology Triangle subarea is an appropriate site for businesses users that need quick access to the interstate system without requiring high visibility. A number of users have been represented in the development concept for this area, including small scale business services, light industrial users, high tech manufacturers, and a larger-scale call center. Critical to the success of the study area is the promotion of businesses and development that will have little negative effect on neighboring businesses.

The general goal behind this development concept is to provide a number of different sized areas suitable for various users. Additionally, an emphasis on framing the streets and creating an identifiable and recognizable district that will promote the growth of business and economic activity.

LIGHT INDUSTRIAL/OFFICE	A	27,000 s.f.	Light Industrial / Tech. / Office
	B	25,000 s.f.	Light Industrial / Tech. / Office
	C	8,500 s.f.	Light Industrial / Tech.
	D	10,500 s.f.	Light Industrial / Tech.
	E	10,500 s.f.	Light Industrial / Tech.
	F	12,000 s.f.	Light Industrial / Tech.
	G	18,000 s.f.	Light Industrial / Tech.
	H	41,500 s.f.	Light Industrial / Tech. / Call Center
	I	28,000 s.f.	Light Industrial / Tech.
	J	27,500 s.f.	Light Industrial / Tech. / Office
	K	29,500 s.f.	Light Industrial / Tech. / Office
	L	24,500 s.f.	Light Industrial / Tech.
	M	10,000 s.f.	Ext'g Light Industrial





FIGURE 3.6 *Technology Triangle Development Program*

0 50 100 250 FEET



004

IMPLEMENTATION
TOOLBOX

ASSESSING THE ISSUES

NUISANCES

Several key properties within the study area are contributing to the overall deterioration of the corridor. Excessive noise, foul odors, and heavy amounts of dust are creating an atmosphere that is not conducive to operating businesses. Additionally, these nuisance properties are detracting from the overall aesthetic and character of the area, and the Township should be aggressive in neutralizing their effects.

STRATEGIES FOR IMPROVEMENT

- **Address nuisances through zoning**
 - Since Blendon Township is home-rule, nuisance properties can be addressed through zoning. A zoning overlay on commercial properties within the study area could address some of the nuisance issues occurring. It must be understood however, that an injunction could be potentially expensive to pursue.
- **Work to acquire (purchase) nuisance properties**
 - Property acquisition, as outlined within the Financial Tools section, would allow the Township or its designee to purchase a nuisance property to eliminate its harmful effects.

MULTIPLE OWNERS

One of the biggest challenges for redeveloping the Westerville Road Corridor Area is the presence of a large amount of different property owners. The market assessment indicated that development should occur in a comprehensive fashion, and piecemeal improvement is not likely to be successful. Assembling multiple properties typically takes a buyer with a large amount of capital, typically a developer. A successful strategy will communicate the development opportunities to those with the means to execute them, and to make it profitable enough for the existing property owners to sell.

STRATEGIES FOR IMPROVEMENT

- **Engage Development Community**
 - One of the goals of this plan is to complete some of the preliminary legwork for developers before a project even starts. This Plan, including the market analysis and development tools, will serve as a framework for communicating the development opportunities within the Corridor. Allowing developers to see the opportunities, in terms of capacity and market potential can help raise interest in acquiring and assembling properties.
- **Engage existing owners of large properties**
 - Owners of large properties already have a vested interest in seeing the Corridor succeed. Every effort should be made to sell these owners on the vision of the corridor and to communicate future opportunities for redeveloping their property.
- **Engage owners of smaller properties**
 - Outreach to some of the smaller property owners can allow the Township to understand the long-term goals of these owners, and possibly their willingness to sell.

AESTHETICS

The aesthetics along Westerville Road have improved considerably since the repaving and addition of curbs and gutters in 2013. There are several areas where the Township can do more to improve the appearance of the area, as well as encourage property owners to do the same.

STRATEGIES FOR IMPROVEMENT

- **Streetscape Improvements**
 - The Township already has plans for streetscape improvements that include the addition of lighting and landscape treatments that will complement the streetscape improvements in Westerville. Blendon should continue efforts to secure funding for improvements, including JEDZ funds and any available grants or financing.
- **Signage Guidelines and Standards**
 - Creating continuity among signage styles will improve the overall appearance of the district. A zoning overlay that contains clear language and calculations for allowable signage dimensions will help to clarify and communicate signage regulations within the area.
- **Architectural Design Guidelines and Standards**
 - As with signage, creating continuity with architecture will work to improve the overall appearance of the area. A zoning overlay that addresses architectural characteristics and features will allow the Township to enforce a minimum level of quality for development and redevelopment.
- **Site Design Guidelines and Standards**
 - Controlling how buildings front the street and how parking is positioned on-site will minimize the visual impact of parking, while allowing businesses and architecture to become the focal point for the Corridor.

COORDINATION

Coordinating implementation efforts can be a challenge, as multiple parties including businesses owners, property owners, and municipalities must be engaged. This list is not meant to be exhaustive, but the strategies for coordinating efforts must take into consideration the actions and plans of other entities in the area.

STRATEGIES FOR IMPROVEMENT

- **Establish an Implementation Taskforce (likely the JEDZ Board)**
 - Efforts to carry out the vision outlined within this Plan must be a sustained effort from a group that can measure progress and assist in implementation. A taskforce that meets regularly, such as the JEDZ board, would have the appropriate incentive to implement the Plan.
- **Engage Corna / Kokosing**
 - Development of the Corna / Kokosing property would have the ability to transform the success of the Corridor, and help support additional businesses within Blendon Township. Efforts should be made to engage Corna / Kokosing to coordinate plans and improvements to help promote further development of the property.
- **Engage City of Columbus**
 - Blendon Township shares a significant border of the study area with the City of Columbus. Infrastructure improvement and land use suggestions were made for areas within the City as a means to coordinate efforts within Blendon, and every effort should be made to coordinate future efforts to align with Columbus's future plans.

FINANCIAL TOOLS

RECOMMENDED INCENTIVE TOOLS FOR CONSIDERATION

The recommended incentives assume that Blendon Township would prefer to utilize as many tools as possible while preserving property tax revenue and retaining the income tax associated with its existing JEDZ to continue to optimize its services. With that in mind, typical municipal tools such as municipal income tax credits, jobs growth incentives, Community Reinvestment Areas (CRAs) and Enterprise Zones (EZs) are not recommended. Tax Increment Financing, however, may be an option as the property tax revenue would be redirected in the form of service payments to fund infrastructure improvements.

FINANCING FOR LIGHT/ INDUSTRIAL & OFFICE

- **Port Authority Financing**
(construction and fixed project costs)
 - Port Authorities in Ohio have the ability to sell tax-exempt and taxable bonds. Those bonds may be backed by a variety of revenue streams including long term leases, TIF revenue and other revenue, such as parking fees.
 - The use of Port Authority financing conveys several benefits to the project. First, it provides access to capital markets for entities that typically would be challenged to reach those markets. Second, for projects that qualify to issue tax exempt bonds, interest rates can be reduced. Finally, projects financed and owned by a Port Authority are exempt from sales tax on construction materials. Additionally, Port Authorities are exempt from prevailing wage.

- Port Authority financing is a relatively low-risk tool to use in conjunction with other financing mechanisms. Port Authorities serve as a convenient aggregation of financing streams on public/private partnerships, and the use of Port Authority financing brings its own tax advantages. Port Authority financing can add some additional costs and complexity, but these are offset by sales tax savings on significant construction projects.
- The Columbus Franklin-County Finance Authority may be utilized, though Port Authorities do not necessarily have jurisdictional boundaries, so utilization of Ports with higher credit ratings such as Toledo and Dayton is a possibility.
- **Ohio Job Creation Tax Credit (job creation)**
 - The State of Ohio offers a 35%-55% refundable tax credit on State payroll tax for the creation of \$660k in new payroll, for non-retail operations.
- **JobsOhio Growth Fund Loan (capital investment)**
 - Low-interest loans for capital expansion projects

FINANCING FOR OFFICE, COMMERCIAL & HOSPITALITY

- **SBA 504 Loans**
 - When businesses cannot afford to put more than 10% cash into a project, are less than 2 years old, are in a high risk industry or lack the ability to support project debt, USBA can provide funding up to 40% of commercial real-estate and equipment costs, below market-rate interest with lower down payments.

FINANCING PUBLIC INFRASTRUCTURE IMPROVEMENTS

- **Tax Increment Financing**
 - Used to finance public improvements to spur economic development activities within a defined district. Leveraging future revenues from increased property values, enhanced transportation infrastructure, streetscape improvements, enhanced public safety services, and other benefits may be available to eligible property owners. TIF is customized for each eligible project.
- **New Community Authorities**
 - Governments and private developers in an area may utilize a type of public-private partnership to execute development projects known as a New Community Authority (NCA). A NCA is an area of land that levies a “community development charge” to pay for a development project. Community development charges may be based on real property, resident income, business profits and/or a parcel fee as long as the mechanism lies within the established boundary.
 - An NCA has no acreage requirement unless the NCA is not wholly within a single municipal boundary, in which the requirement is 1,000 acres.
 - Owners of real property within the proposed NCA must petition the legislative authority in order to create an NCA. The petition must be approved by the NCA county’s most populous City and the NCA’s “organizational board of commissioners”, which generally consists of the county commissioners of the county where the NCA lies. The NCA is governed by a Board of Trustees appointed by the organizational board of commissioners and the developer, consisting of seven (7) to thirteen (13) members.
 - NCAs have the authority to acquire and dispose property, enter into land development and facility construction agreements with developers & governments, levy community development charges and issue bonds.
 - NCA may also issue bonds to fund development projects secured by community development charges. The NCA, and not the political subdivision, carries the debt of the bonds.

METHODS OF PROPERTY ACQUISITION

- **Direct acquisition of property by Township**
 - May be financed under a lease purchase agreement for proper purposes.
 - Un-voted general obligation bonds may be issued for park purposes.
 - Un-voted general obligation bonds may be issued to fund township buildings and the sites thereof.

- Home rule townships have additional powers to issue un-voted debt.
- **Form a Community Improvement Corporation (CIC)**
 - Private corporation organized under Chapter 1724 of Ohio Revised Code.
 - Designated by a township, either alone or in combination with other townships, municipalities or counties.
 - May act as agent for industrial, commercial, distribution and research development within the township.
- **Township Support of CIC**
 - Contribution of land with no competitive bidding.
 - Appropriations of amounts from township general fund.
 - Potentially includes JEDZ revenue.
- **CIC/Township Financing structure**
 - Bank financing goes to CIC, secured by real property
 - Source of payments – contributions by Township
 - Potential SBA 504 Loan or guaranty – 20 year fixed rate for up to 50% of the indebtedness to be incurred by the CIC

BROWNFIELD-ENVIRONMENTAL CLEANUP

- **Clean Ohio Revitalization Fund**
 - Property owners can access state funds to help remediate designated brownfield sites. Grant money is available for site assessments, demolition, and other activities related to redeveloping contaminated commercial properties.
- **JobsOhio Revitalization Program**
 - Grants and loans geared toward site remediation

005

REFERENCE
MATERIALS

OWNERSHIP MAP

ID	Address	Parcel No.	Acres	Owner	Tax Mailing Information				
					Name	Address	City	ST	Zip
1	WESTERVILLE RD	110-002130	0.36	BECKMAN CONSTANCE	CONSTANCE BECKMAN	2517 GOLDENROD LN	BOZEMAN	MT	59718
2	WESTERVILLE RD	110-002123	0.03	TYE DAVID S	DAVID S TYE	12025 CEDARCREEK DR	CINCINNATI	OH	45240
3	WESTERVILLE RD	110-002128	0.62	BECKMAN CONSTANCE	CONSTANCE BECKMAN	2517 GOLDENROD LN	BOZEMAN	MT	59718
4	6165 WESTERVILLE RD	110-000699	3.03	SABO GEORGE E	GEORGE SABO	3591 GRAFTON AVE	COLUMBUS	OH	43220
5	WESTERVILLE RD	110-000506	0.31	STOUGHTON JOHN E	STOUGHTON JOHN E	6147 WESTERVILLE RD	WESTERVILLE	OH	43081
6	6167 WESTERVILLE RD	110-005715	0.61	LALAMA DANNY A	DANNY LALAMA	7493 PHELPS CLOSE	NEW ALBANY	OH	43054
7	6161-163 WESTERVILLE RD	110-005636	0.28	ADAMS RONALD E &	JACK R CLAY	3051 JERSEY DR	COLUMBUS	OH	43204
8	6155 WESTERVILLE RD	110-005807	0.36	WALSAM PROPERTIES LLC	WALSAM PROPERTIES LLC	4661 SAWMILL RD STE 102	COLUMBUS	OH	43220
9	6147 WESTERVILLE RD	110-003129	0.36	STOUGHTON JOHN E &	STOUGHTON JOHN E &	6147 WESTERVILLE RD	WESTERVILLE	OH	43081
10	6147 WESTERVILLE RD	110-002118	0.65	STOUGHTON JOHN E &	STOUGHTON JOHN E &	6147 WESTERVILLE RD	WESTERVILLE	OH	43081
11	WESTERVILLE RD	110-001932	0.96	ZOLLARS C PATRICK	C PATRICK ZOLLARS	7980 PALMER RD SW	REYNOLDSBURG	OH	43068
12	6118 WESTERVILLE RD	110-000219	0.93	ZOLLARS C PATRICK	C PATRICK ZOLLARS	7980 PALMER RD SW	REYNOLDSBURG	OH	43068
13	6106 WESTERVILLE RD	110-001324	0.62	STANTON BRIGITTE P	WELLS FARGO REAL ESTATE	1 HOME CAMPUS	DES MOINES	IA	50328
14	6100 WESTERVILLE RD	110-000372	0.50	BOYD VICKI L	BAC TAX SERVICES CORP	2375 N GLENVILLE DR	RICHARDSON	TX	75082
15	6060 WESTERVILLE RD	110-000079	2.41	STONE SARA T	STONE SARA T	3111 GREY FOX DR	GAHANNA	OH	43230
16	6075 WESTERVILLE RD	110-003107	1.08	REINER WALTER G & LOIS J	REINER WALTER G & LOIS J	5030 WESTERVILLE RD	COLUMBUS	OH	43231
17	6055 WESTERVILLE RD	110-005713	0.34	MAC-DEAN ENTERPRISES LTD	MAC-DEAN ENTERPRISES LTD	5377 CLUB DR	WESTERVILLE	OH	43082
18	6055 WESTERVILLE RD	110-000077	23.00	MAC-DEAN ENTERPRISES LTD	MAC-DEAN ENTERPRISES LTD	5377 CLUB DR	WESTERVILLE	OH	43082
19	6007 WESTERVILLE RD	110-001009	2.68	EMRO MARKETING CO	MARATHON ASHLAND PETROL	539 S MAIN ST	FINDLAY	OH	45840
20	5995 WESTERVILLE RD	110-001611	0.34	BALTUS JAN M TR	JAN M BALTUS &	2073 S R 61	SUNBURY	OH	43074
21	6005 WESTERVILLE RD	110-005902	5.02	NEW RIVER ELECTRICAL CORP	NEW RIVER ELECTRICAL CORP	PO BOX 70	CLOVERDALE	VA	24077
22	6005 WESTERVILLE RD	110-000103	5.30	MORRIS KENNETH	MORRIS KENNETH	6001 WESTERVILLE RD	WESTERVILLE	OH	43081
23	5999 WESTERVILLE RD	110-005912	1.43	MONACO ANTHONY G	MONACO ANTHONY G	5949 SINCLAIR RD	COLUMBUS	OH	43229
24	5989 WESTERVILLE RD	110-000212	1.01	INVESTMENT LAND HOLDINGS	INVESTMENT LAND HOLDINGS	2125 ACKLEY PL	COLUMBUS	OH	43219
25	5965 WESTERVILLE RD	110-000921	0.96	MOORE JACK R	MOORE JACK R	PO BOX 1017	WESTERVILLE	OH	43086
26	5987 WESTERVILLE RD	110-005907	1.49	BRADFORD C W EXCAVATING	BRADFORD C W EXCAVATING	4790 BLUE CHURCH RD	SUNBURY	OH	43074
27	5981-85 WESTERVILLE RD	110-000137	1.56	R C REAL ESTATE LTD	R C REAL ESTATE LTD	5985 WESTERVILLE RD	WESTERVILLE	OH	43081
28	3296 PARIS CT REAR	110-000250	5.75	MORROW GRAVEL CO	MORROW GRAVEL CO	11641 MOSTELLER RD	CINCINNATI	OH	45241
29	5951 WESTERVILLE RD	110-001543	0.53	MUTH REAL ESTATE LLC	MUTH REAL ESTATE	5951 WESTERVILLE RD	WESTERVILLE	OH	43081
30	5909 WESTERVILLE RD	110-005913	4.50	WESTERVILLE STORAGE	WESTERVILLE STORAGE	PO BOX 1378	PATASKALA	OH	43062
31	5891 WESTERVILLE RD	110-000058	1.15	KATZKIDD INVESTMENTS	MIDAS SERVICE EXPERTS	1101 MONROE ST	TOLEDO	OH	43604
32	5885 WESTERVILLE RD	110-005729	1.62	H&R ENTERPRISES	H&R ENTERPRISES	925 N STATE ST STE L	WESTERVILLE	OH	43082
33	3310 PARIS CT	110-005728	0.92	MGR REAL ESTATE II LLC	MGR REAL ESTATE II LLC	3310 PARIS CT	WESTERVILLE	OH	43081
34	3296 PARIS CT	110-005905	10.00	TAYLOR THOMAS C III	TAYLOR THOMAS C III	3296 PARIS CT	WESTERVILLE	OH	43081
35	6010 WESTERVILLE RD	110-000204	0.95	BIJO LLC	FIRST AMERICAN COMMERCIAL	PO BOX 167928	IRVING	TX	75016
36	5996 WESTERVILLE RD	110-005857	3.46	BIJO LLC	FIRST AMERICAN COMMERCIAL	PO BOX 167928	IRVING	TX	75016
37	6000-990 WESTERVILLE RD	110-001556	10.89	BIJO LLC	FIRST AMERICAN COMMERCIAL	PO BOX 167928	IRVING	TX	75016
38	5870 WESTERVILLE RD	110-001319	0.47	PRICE JOHN G	PRICE JOHN G	505 WHITNEY AVE	WORTHINGTON	OH	43085
39	3382 PARIS BL	110-003458	0.29	AMICO JACQUELINE M	AMICO JACQUELINE M	10443 HOOVER WOODS RD	GALENA	OH	43021
40	3383 PARIS BL	110-003459	0.27	AMICO JACQUELINE	CHASE HOME FINANCE LLC	1721 MOON LAKE BLVD #400	HOFFMAN ESTATES	IL	60169
	6007 WESTERVILLE RD	110-002870	0.00	COLUMBIA GAS OF OHIO INC	COLUMBIA GAS OF OHIO INC	PO BOX 117	COLUMBUS	OH	43216



FIGURE 5.1 *Ownership Map*





FIGURE 5.2 *Current Zoning Map*

0 225 450 900 FEET



ZONING

The existing zoning map indicates the current zoning districts (2015) as they apply to the study area, outlined with the dashed line. Current zoning regulations should be continually reviewed for potential inconsistencies with the vision as outlined in this Plan.

LEGEND

- CS - Community Services
- CC - Community Commercial
- NC - Neighborhood Commercial
- SCPD - Select Commercial Planned District
- SO - Suburban Office
- EU - Exceptional Use
- LI - Limited Industrial
- R8 - Single Family Residential

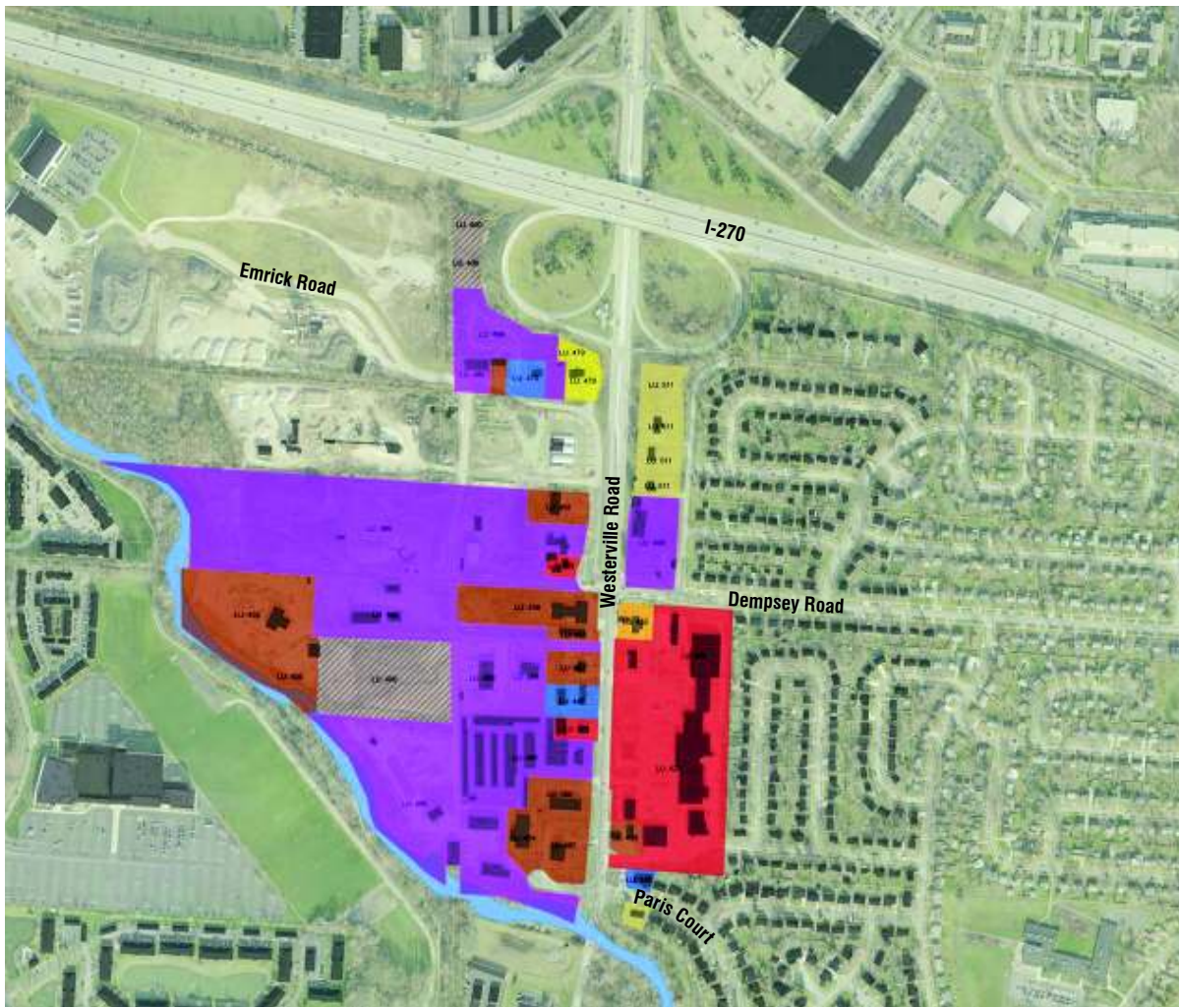


FIGURE 5.3 *Current Land Use Map*



CURRENT LAND USE

The Franklin County Auditor provides land use data for parcels within the County, including those shown on this page. For ease of use, the codes have been grouped into basic categories, such as retail, office, automotive, miscellaneous, industrial and residential.

	400	Vacant commercial land
Retail	426	Community Shopping Center
	429	Other Retail Structure
	471	Dwelling Converted to Retail
Office	442	Medical Clinics and Offices
	447	Office Building - 1&2 Stories
	470	Dwelling Converted to Office
Auto	452	Automotive Service Station
	454	Auto Sales and Service
	455	Commercial Garage
Misc.	467	Used Car Lot
	458	Gas Station / Convenience Store
	479	Dog / Cat Kennel
Industrial	480	Commercial Warehouse
	481	Mini Warehouse
	399	Other industrial structure
Res.	499	Other Commercial Structure
	510	One-family Dwelling - Platted
	511	One Family Dwelling - Unplatted



FIGURE 5.4 *Flood Map*







0 225 450 900 FEET



FLOODPLAIN

Floodplain boundaries determined by the Federal Emergency Management Agency (FEMA), accessed 2014, are shown within the study area. A majority of the floodplain affecting the study area is classified as 100-year floodplain, which still allows development, so long as the ground floor of the building is at least 12” above the peak flood level.

LEGEND

-  Alum Creek
-  Regulatory Floodway
-  500 Year Floodplain
-  100 Year Floodplain
-  Project Study Area
-  Blendon Township Boundary

