

## Future Land Use Plan & Proposed Demonstration Sites

### 5.1 Future Land Use Plan

The Future Land Use Plan seeks to enhance the character of the Hamilton Road corridor and adjacent areas to help guide the changes in the development pattern that will take place over the next ten to fifteen years. The Future Land Use Plan strives to:

- Promote a balance of business, office/research, warehousing and residential development so that necessary services and jobs are available to serve that needs of the population.
- Establish an efficient and compatible development pattern that encourages an appropriate mix of land uses including residential, office, commercial and office/research uses.
- Enhance the long term vitality of the corridor by reinforcing its unique features and visual quality.
- Create a new mixed use center and international community market that establishes a special sense of place for community life.
- Fully utilize public facilities investments by encouraging infill development.
- Identify opportunities for future redevelopment of under utilized and vacant properties.

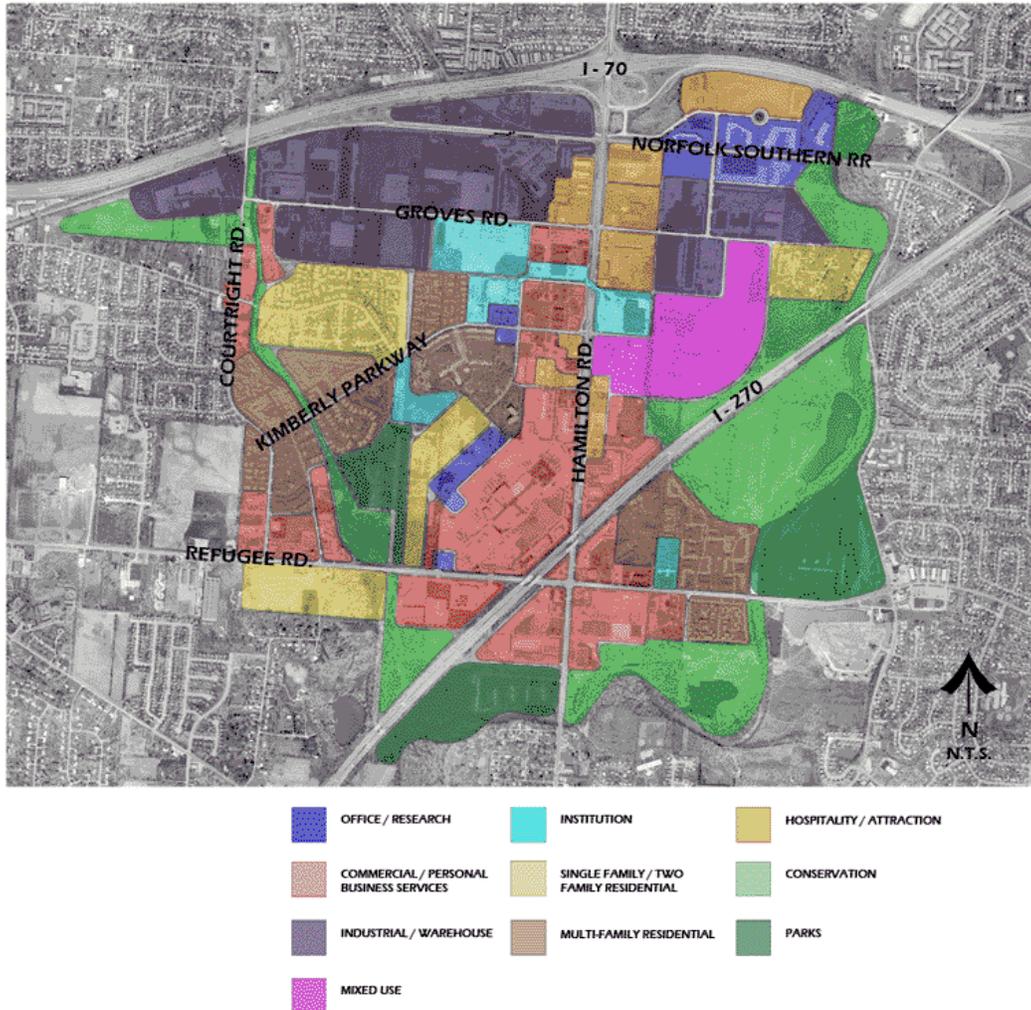
The Future Land Use Plan [Map 5.1] illustrates the recommended future development pattern for the Hamilton Road corridor and its adjacent areas. It provides more than an adequate supply of additional acreage for various land uses relative to market demand projections. This map will be useful as a guide for all future decisions, including rezoning and other regulatory land use decisions.

This pattern recognizes the concentration of residential neighborhoods surrounding the corridor and the need for additional housing, goods and services resulting from population growth in the larger market areas. Building upon these strengths, the plan seeks to promote a range of developments, located on redevelopment opportunity sites [Map 5.3] concentrated at key intersections and within residential neighborhoods that can

provide efficient access and contribute to the desirability of nearby neighborhoods, and thus to the long term vitality of the corridor. The Redevelopment Opportunities sites provide locations of under utilized and/or vacant sites and redevelopment potentials that are compatible with market demand and existing development.

- Near the intersection of Hamilton Road and Grove Road, two redevelopment sites are shown as potential expansion areas for hospitality, which expands upon existing hotel, attraction and restaurant uses and is located near the existing and planned office/research and warehousing district along Grove Road.
- At the Hamilton Road and Kimberly Parkway intersection, an international community market is recommended west of Hamilton Road and north of Kimberly Parkway to announce the diverse culture and multi-generational population that live in the neighborhood. To continue this redevelopment effort to reinforce the Hamilton Road community/neighborhood, a new mixed-use development is planned on the east side of Hamilton Road at Kingsland Avenue. This mixed-use neighborhood would include retail, office and single and/two family residential.
- In the residential neighborhoods west of Hamilton Road and south of Kimberly Parkway, a community “family” center and neighborhood park is recommended to provide further amenities and facilities for adjacent residents.
- At Hamilton Road and Refugee Road, the hub of the regional commercial district for the corridor, there are several sites that have been identified for redevelopment opportunities, including: the redevelopment of the commercial strip center into a large format regional retail site, west of Hamilton Road and south of Refugee Road; expansion of the trade center into an international bazaar on the south side of Refugee Road; and the redevelopment of vacant and under utilized parking areas west of the Eastland Mall shopping center into office/research and single family residential.

**Map 5.1: Hamilton Road Corridor/Eastland Area Future Land Use**



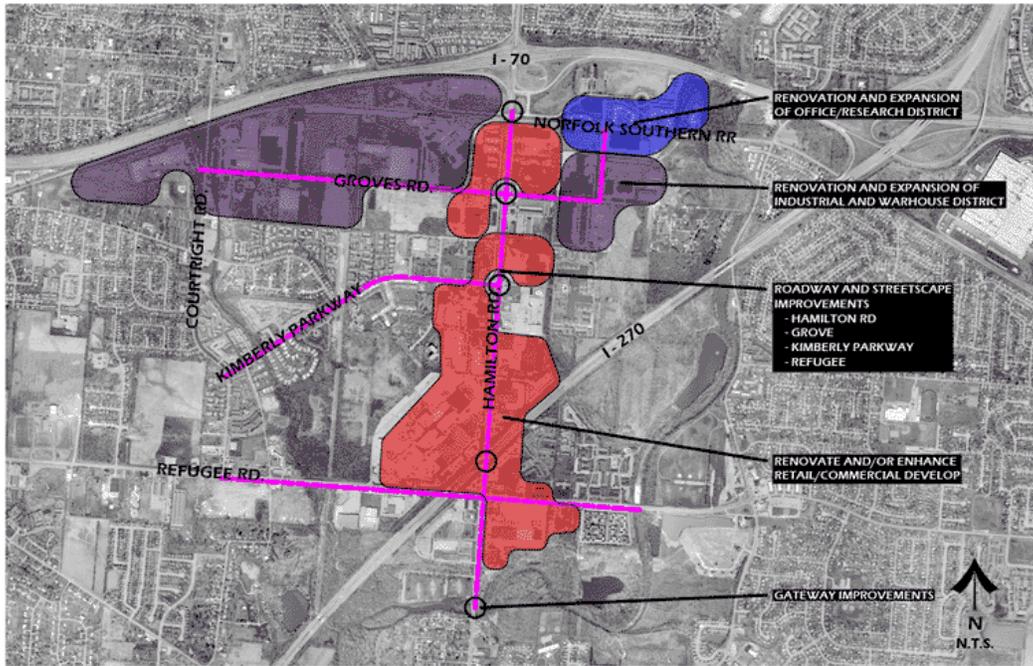
Source: BBPC, Jacobs Carter Burgess

Infill development/redevelopment in the Hamilton Road corridor will take place over the next ten to fifteen years. The pace of development will be incremental, especially with respect to commercial redevelopment, which tends to lag behind residential growth. An overriding influence will be the restricted share of market demand for commercial space that the study area is expected to capture. Another factor that may play a role in future business location decisions are variations in acquisition and development/redevelopment costs of individual sites, which in the past have acted to scatter redevelopment activity versus building business synergy and long term stability.

These market realities suggest the importance of weighing priorities within the corridor regarding how commercial development should occur in order to strengthen its market

niche. As development/redevelopment is occurring the City and the community/business partnership should be working on Early Action Strategies (see following map) to improve and enhance the corridor by working with existing business and/or property owners to renovate and expand retail/commercial, office/research and industrial/warehousing uses and upgrade and enhance the Hamilton Road, Kimberly Parkway, Groves Road and Refugee Road roadway, streetscape and gateways.

### Map 5.2: Early Action Strategies



Source: BBPC, Jacobs Carter Burgess

Activities planned for this corridor are directed at capturing feasible and appropriate opportunities in the market area, primarily for retail and commercial services, entertainment and leisure activities, and for offices and flexible large floor plate office-warehouse space. The plan also supports varying density housing opportunities such as single family, two family and attached/cluster units. Such housing types could fill a growing demand by “empty nester” households and older residents who want to stay in the area, as well as first time homebuyers.

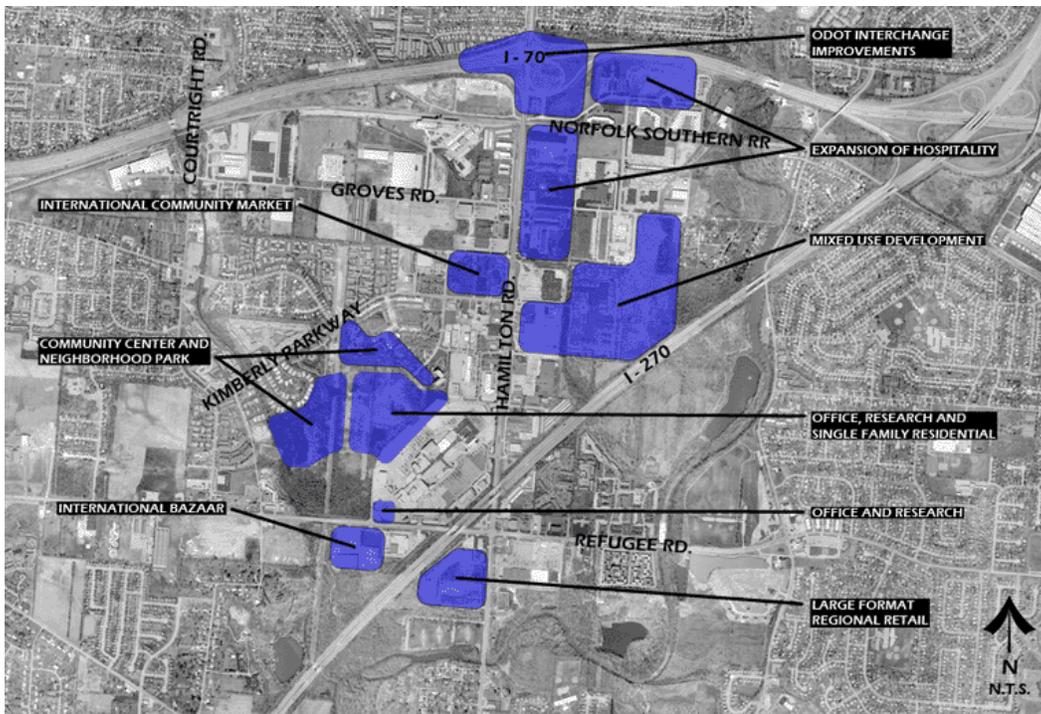
Key to the economic feasibility and long-term value of this corridor and its intersections are the mixture, densities and arrangement of land uses. Its success will be measured by the vitality it draws from multiple generations.

The Design Guidelines in the appendix establish a series of key recommendations that will supplement current zoning regulations. Any development within this corridor and its adjacent areas should comply with the new recommended standards to achieve high quality site design, architectural features, landscape and pedestrian amenities, all of which are aimed at strengthening compatibility with surround development.

## 5.2 Redevelopment Opportunities Sites

As noted, several redevelopment sites/areas have been recommended along the Hamilton Road corridor extending from I-70 to Big Walnut Creek, south of Refugee Road. The following four sites/areas have been included to illustrate the development potential, character and site aesthetics to further advance objectives of the plan and its objectives. Details regarding implementation are provided in the implementation plan action agenda.

**Map 5.3: Proposed Opportunity Sites**



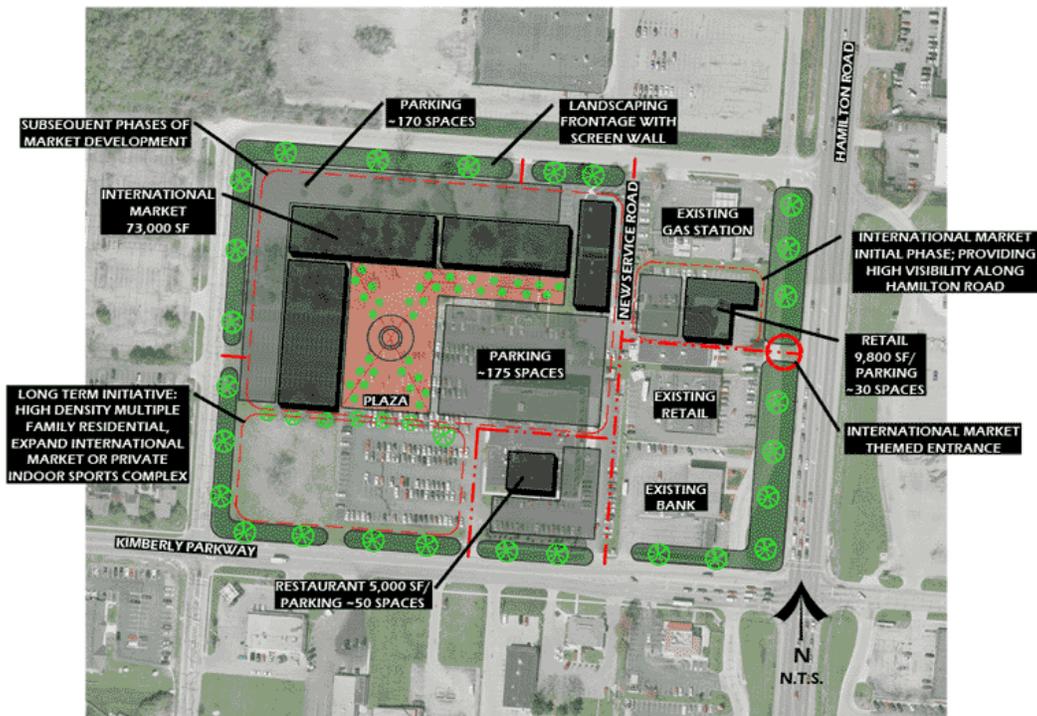
Source: BBPC, Jacobs Carter Burgess

### International Community Market

This concept is located on the western side of Hamilton Road between Kimberly Parkway and Groves Road. Based on market potential for specialty food and beverage goods on the corridor, the concept is designed to cluster the growing presence of international

grocers and specialty shops in southeast Columbus and provide a centralized location for the region's residents and visitors to purchase international items.

**Map 5.4: Demonstration Site—International Community Market**



Source: BBPC, Jacobs Carter Burgess

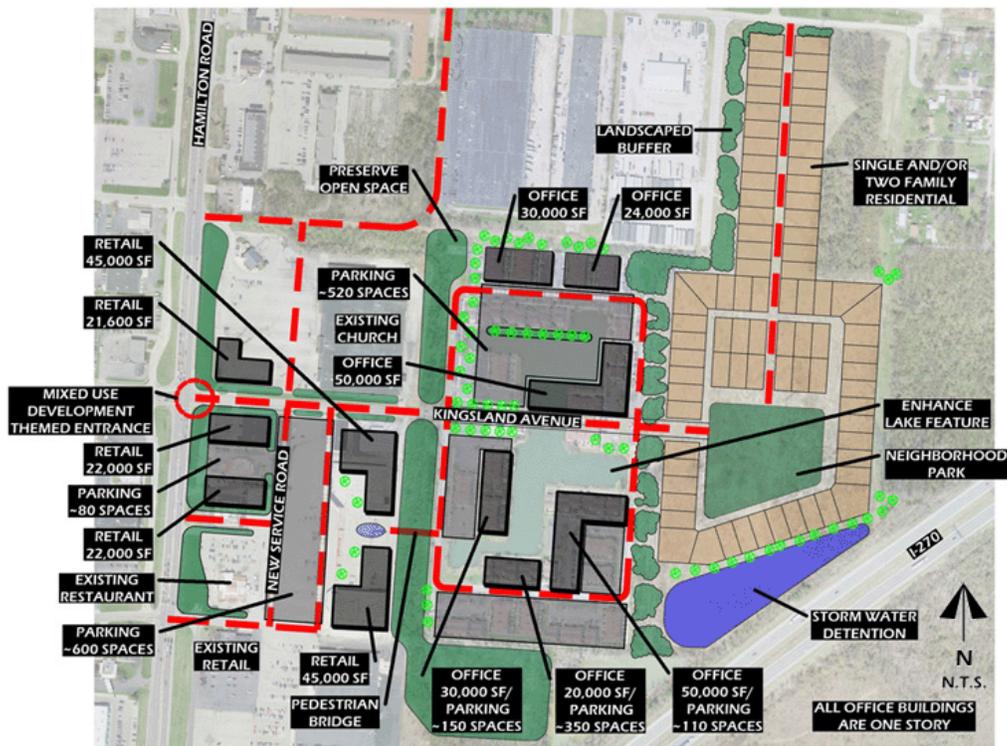
The design provides a gathering space to showcase the region's international appeal. The open air Mercado offers a spot for ethnic events surrounded by culturally diverse shops and markets. A new service road, at the rear of the existing businesses, will reroute traffic to allow a pedestrian connection along Hamilton Road. Initial phase will provide opportunities for new individual retail and restaurants to support existing businesses. Longer term development provides area for high density multiple family residential; expansion of the International Market or a private indoor sports complex for residents. The entire expansion would include lush landscaping, walkways and an overall pedestrian sociable experience.

### **Mixed Use Development**

This opportunity builds upon the growing market preference for mixed use development that incorporates diverse land uses in a single project. The project would occur along Kingsland Avenue and Hamilton Road - offering layers of mixed use opportunities. By

providing residential, retail, and office uses in a single project, the project offers diverse amenities not currently located elsewhere on the corridor. The presence of these amenities in a compact, pedestrian-oriented project heightens market appeal, provides mutual support for each land use represented, and strengthens the potential economic and financial feasibility of the project. The concept also builds upon market demand for large format regional retailers and the need for office space designed to support small users as well as potential non-traditional users, such as medical tenants.

**Map 5.5: Demonstration Site—Mixed Use Development**



Source: BBPC, Jacobs Carter Burgess

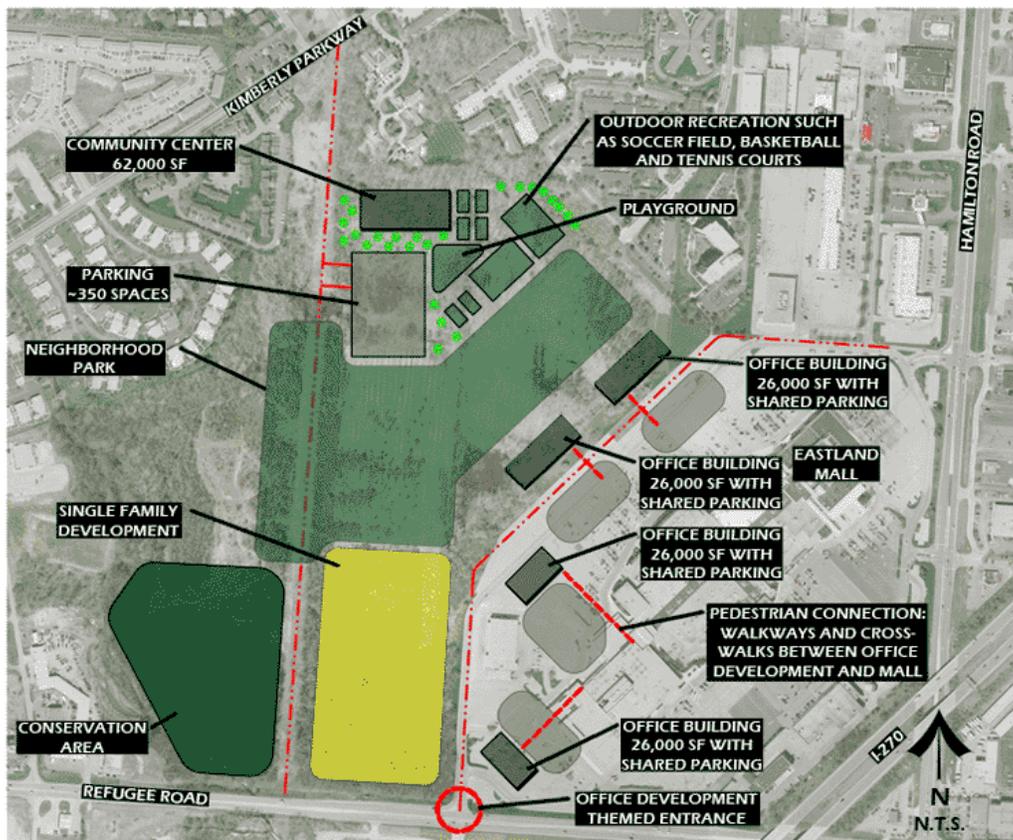
Retail space is located along the Hamilton Road frontage, supported by ample office space, followed by development of a new residential neighborhood. Retail will be focused along Hamilton Road and Kingsland Avenue with convenient and enhanced parking areas interconnected with a new service road. The major gateway is located at Hamilton Road and Kingsland Avenue. Retail/services uses in this area would front on Kingsland Avenue and Hamilton Road with articulated architectural building features to announce the entrance to the development. Office/research is planned on the deteriorating multiple family site (apartment complex) focused around an enhanced and modified lake feature to create an office park setting. Single family residential is planned

at the rear of the site centered around a new neighborhood park which is on axis to Kingsland Avenue.

## Eastland Mall Office Development

Adding to the resurgence of the Eastland Mall shopping center, this development provides the area with office space that can be flexibly configured to accommodate potential large format users as well as small users seeking smaller office suites. The project builds upon the existing retail at Eastland Mall, offering future tenants a much sought after amenity—the opportunity to walk to the mall for shopping and dining.

**Map 5.6: Demonstration Site—Eastland Mall Office Development**



Source: BBPC, Jacobs Carter Burgess

The project includes two new office buildings located at or near the western edge of the Eastland Mall site in mall parking areas that are underutilized. In keeping with the potential linkages between the office project and the existing mall activity, office parking would be shared with the retail patrons. A major entrance/gateway to the office

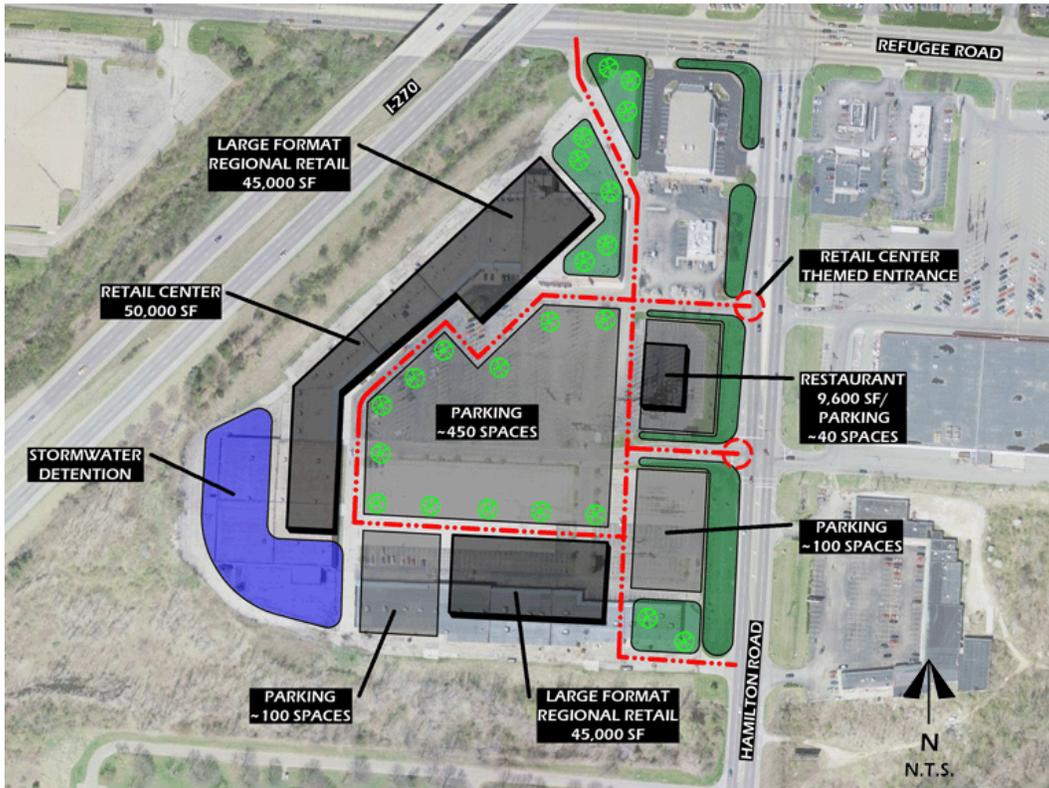
development is planned from Refugee Road, connecting to Kimberly Parkway. Landscape and streetscape improvements would be constructed along the frontage and right-of-way of Refugee Road.

This site could also provide an opportunity for a new community recreation center for the existing residential neighborhoods. The community center could have outdoor sports fields and a playground to support the residents in the area. The neighborhood park could provide plenty of recreational opportunity from bike paths to nature walks and offer the area ample green space.

### **Large Format Regional Retail**

Located at the south end of our development area, this site builds upon the opportunity for additional large format regional retail and serves to strengthen the retail character of the southern end of the study area. With opportunity for two large stores and sufficient room for additional retail, this site complements Eastland Mall. There is also an opportunity for a restaurant pad site fronting Hamilton Road along with improved landscaping as part of an overall corridor enhancement program. Site improvements would include resurfaced and reorganized parking areas and interior drives and service roads to facilitate traffic movement through the center.

**Map 5.7: Demonstration Site—Large Format Regional Retail**



Source: BBPC, Jacobs Carter Burgess