Joyce, Woodland, Fields Urban Employment Center

June 1993

City of Columbus
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ECONOMIC DEVELOPMENT POLICIES FOR THE JOYCE, WOODLAND, FIELDS URBAN EMPLOYMENT CENTER

Within the City of Columbus, areas exist that have the potential to be developed or redeveloped into Urban Employment Centers, generating city revenue and employment opportunities for area residents. Potential sites are generally large enough to support office, light industrial, distribution, and manufacturing uses, and are accessible to railroad spurs and the interstate. With proper site design, the uses can be compatible with, as well as enhance, surrounding land use patterns.

The Economic Development Division is actively involved in the recruitment of business and industry to the Joyce-Woodland-Fields Urban Employment Center. In order to attract projects that will enhance and upgrade the image of the community, the city will, on a project by project basis, consider providing incentives to assist projects that comply with these policies and guidelines and meet other city objectives. This document has received the support and endorsement of the I-670 Corridor Business Association, as a tool to create and economically viable and aesthetically pleasing environment for development in the I-670 Corridor.

In recognition that this is also an area where people live, the City of Columbus has worked with members of the North Central and South Linden communities to incorporate neighborhood needs into the economic development of the Joyce, Woodland, Fields Urban Employment Center. As a result, the following mission statement, goals, economic development policies, and design guidelines have been developed to direct future industrial development in manufacturing areas, while protecting the neighborhoods' quality of life.

MISSION STATEMENT:

To provide a set of economic development policies to guide future economic development decisions in the manufacturing areas of the Joyce, Woodland, Fields Urban Employment Center.

GOALS:

- Upgrade and enhance the image of the community
- Provide jobs and economic opportunities for area residents
- Provide development guidelines that will serve as a resource and assist:
    - the Economic Development Division in evaluating which business/industries to encourage in the planning area through the use of financial incentives
    - The Regulations Division in evaluating site plans and applications for new construction and expansion in the planning area
    - present and future businesses in upgrading the development image of the area, while meeting their business needs.

City Policies Guiding Economic Development in the Joyce, Woodland, Fields Urban Employment Center:

1. The I-670 Corridor Guidelines, as adopted by City Council in 1989, will be followed for the development of sites in the I-670 Corridor.
2. The I-670 Corridor development guidelines, adopted by City Council in 1989, will be modified as appropriate and applied to the remainder of the Urban Employment Center.
3. The City will strongly consider providing incentives to developments that comply with these development policies and meet other city objectives.

4. The Development Department will not support new development proposals requesting variances to the thirty-five foot height district, nor reduce setback and buffer requirements, where adjacent to residential uses.

5. Owners will be required to maintain landscape elements and buffers, as well as continue to meet applicable performance standards.

6. The City will not provide financial incentives to developers who fail to meet code standards, these development policies, or landscaping and buffer guidelines.

7. The City will examine transportation corridors as necessary to address neighborhood traffic concerns. Possible solutions include re-routing trucks away from residential streets where possible, improving signs and sidewalks, limiting times of heavy truck access, etc.

8. Light industrial development, that includes warehousing, distribution, and other less objectionable uses, is the preferred land use in areas adjacent to residential areas and activity centers.

9. More objectionable Uses (MOU) or uses that pose a public health risk, in terms of transporting, processing or storing hazardous materials, will be discouraged from locating or expanding in areas near residential and activity center uses. Whenever possible, rezonings from M to M2, or C2, will be encouraged as transitional zones between M uses and residential or activity centers. The Development Department will require that a report be prepared by an approved technical institute and that the project is reviewed by the City Health Department, before evaluating the appropriateness of any such application.

10. The City will notify Area Commissions and seek public input, before residential users and activity centers are located near More Objectionable Uses, or uses that may pose a public health risk. The evaluation of such projects will also include an analysis by the Health Department.

    In order to facilitate community input, Area Commissions will be provided copies of applications and notices of all public hearings related to rezonings, special permits, variances, demolitions, and zoning appeals regarding property located wholly or partly within that commission's boundaries.

11. Developers and businesses who file applications for rezonings or variances are required to communicate their plans to Area Commissions representing impacted communities. The Economic Development Division will inform business and community leaders of proposed plans within there are involving the use of public incentives.

12. The City will not support the extension of roadways through residential areas to accommodate manufacturing related traffic.

LAND USE:

- In those cases where transitional zoning is not possible, means must be provided to minimize objectionable elements. Potential treatments include, but are not limited to, landscaped screening, fences and walls, additional setback, building orientation, bulk, and height limitations, restrictions on hours of operations, limitation on size of operation, and limitations on truck and service traffic.

- All primary site intensive uses or uses that require a high proportionate use of outdoor storage or operations, such as junk yards, salt piles, lumber yards, car dealerships, cement product manufacturing, and any type of storage yards, should utilize adequate screening and setback

SIGNAGE:

- The height of all signage should comply with the Columbus Graphics Code. No high-rise signs exceeding 35 feet shall be permitted.
- No roof-mounted graphics will be allowed.
- High quality, corporate graphics shall be encouraged.

LIGHTING:

- The emission of light should be contained within the boundaries of one's site.
- Lighting levels should only be as great as minimum standards dictate.
- The height of any light source adjacent to a residential area should not exceed 14 feet.
- All flood lighting should be danced inwards
- Floodlighting entire buildings is discouraged, but accent lighting is encouraged.
- Down-lighting through the use of cut-off fixtures is encouraged;
- The direct light source of wall-mounted fixtures should not be detected from off the property.
- All lighting should be appropriate to the building, use, and its surroundings in terms of style, scale, and intensity of illumination.
- Lighting sources should be shielded or so arranged as not to constitute a nuisance to the occupants of the site or neighboring areas.

UTILITIES:

- All above ground equipment, such as transformers, pump stations, junction boxes, etc., should be screened with landscaping.

STRUCTURES:

- Establish a cohesiveness in a building's design by incorporating consistent architectural treatment to all sides of a building. The design and materials of additions, alterations, and accessory buildings should be compatible with the principle structure. When possible, cluster accessory buildings.
- Any mechanical equipment, support systems, or other nonbuilding appurtenances should be screened from view and/or de-emphasized. If on the ground, these items should be screened by means of a fence or plant material, or housed in a structure that is in harmony with the surroundings and the architecture of the principal building. If attached to the side or roof they should be kept as low as possible and covered or painted to blend with the background.
- Satellite dishes should be of the were mesh type of subdued or natural colors and should be no greater than 9 feet in diameter and no higher than 10 feet from grade. There should be no dishes in the front yard and there should be a 25-foot setback. They should be totally screened from view. Roof top dishes may be permitted if they are screened from residential areas.
- Large blank walls should not face roadways or residential areas. Efforts should be made to reduce the scale of expansive wall area, especially those with elongated, or exaggerated proportions.

- Loading areas, dumpsters, and outside storage shall be screened from public view by structures and/or landscaping.

SITE DEVELOPMENT:

- Site development should consider: the respect and treatment of site characteristics, water management and native environmental features; compatibility with the existing environment; respect of topographical features; external and internal circulation and access; site layout, including functional patterns; and appropriate setbacks.

  In addition, site development should also include: building orientation; building mass in terms of bum, height, and setback; building height with relationship to right of way width, setbacks, highway, topography, and neighboring structures; and building design and the use of materials, color, details, lighting, landscaping, and signage.

- Good site design shall require a site of sufficient size and orientation to efficiently and safely accommodate a development's functional needs as well as satisfying the community's desire for landscaping, screening and open space.

- When possible, individual sites are encouraged to develop site plans (access and circulation, parking, utility location, service areas, screening, and open space areas, storm water management, building orientation, etc.,) within the context of neighboring properties. Coordinated and shared functions among developments is encouraged.

- Large areas of imperious treatment are discouraged and should not exceed the area necessary to provide functional efficiency. Parking areas should be divided into individual landscaped lots not to exceed 25,000 square feet each.

- Twenty-five percent of the lot shall be planted and maintained with grass and/or other live vegetation.

- Preservation of existing vegetation is encouraged. All healthy trees greater than 10 inches in diameter shall be maintained whenever possible, and if necessary, replaced at a rate of one new tree, minimum 3 inch caliper, for every three trees greater than 10 inch caliper removed.

- A general tree planting program, exclusive of any screening or parking lot requirements, but inclusive of existing trees, is encouraged at a rate of one tree, minimum 3 inch caliper, for every 12,000 square feet of impervious lot coverage (i.e. buildings, parking and circulation, outside storage lots, etc.).

- Landscaping should be varied and interesting as well as functional. It can be a valuable tool to establish scale and distance, focusing and controlling views, and adding texture and variety to the environment. Mounding is also useful but should appear gentle and natural and not abrupt or linear. Plantings should always be used with mounding.

- Any fencing should be done in conjunction with landscaping.

- Open space and landscaping should be incorporated around major entrances to the site.