

WEINLAND PARK

COMMERCIAL

STUDY



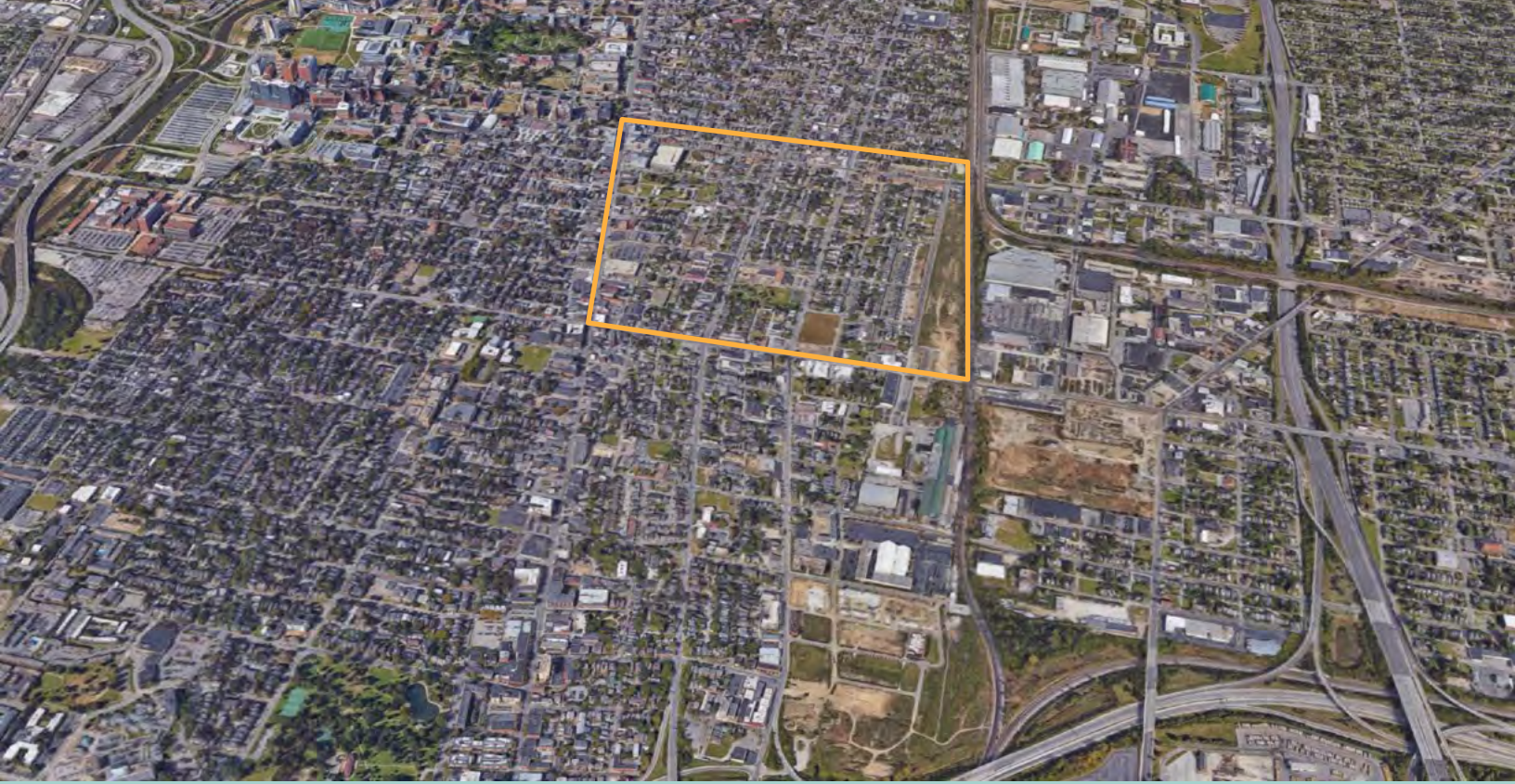


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**THE
OHIO STATE
UNIVERSITY**

**STATE
FAIRGROUNDS**

N. HIGH STREET

**WEINLAND
PARK**

WEST FIFTH AVENUE

**VICTORIAN
VILLAGE**

**ITALIAN
VILLAGE**

MILO-GROGAN

N. FOURTH STREET

1.36 MILES

E. BROAD STREET

DOWNTOWN

INTRODUCTION

The Weinland Park Commercial Study was prompted by the Housing Committee of the Weinland Park Community Civic Association, and represented a desire that the neighborhood have a voice in the future commercial development of vacant land and redevelopment of existing structures. With increasing pressures from a shrinking housing supply in Italian Village and a rising interest in urban living, Weinland Park is becoming more attractive in the conventional real estate market for residential and commercial opportunities. Rather than simply respond to future development proposals, neighborhood leaders wanted to understand and express the priorities and concerns of residents in a proactive manner.

This document illustrates that residents of Weinland Park have thoughtfully considered the future land uses in their neighborhood and have worked together to create a vision that represents a consensus of participants. The primary goals of this study are threefold:

1. **Existing conditions portrait**

Part one of this study provides a detailed assessment of the current land ownership and use in the Weinland Park neighborhood. It shows the current use and zoning classification as well as variances granted. To supplement the understanding of the retail and commercial development, demographic and retail market demand data are offered.

2. **Illustrate opportunities for development**

Part two presents specific sites that contain significant development or redevelopment potential, along with recommendations and allowable uses for the parcels. Sample site plans are offered to demonstrate that neighbors have a command of constraints that developers face, but also maintain high standards for the structural integrity, and architectural quality, context, and scale in this historic urban neighborhood.

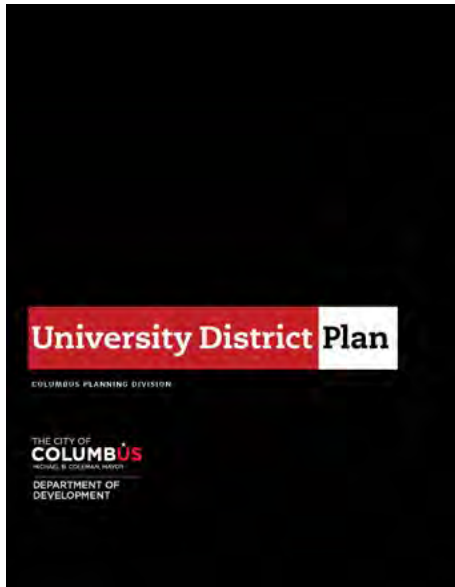
3. **Establish neighborhood priorities**

Part three discusses the public engagement process for the study and contains the results of the outreach efforts. Suggestions—both pragmatic and visionary—are offered for specific sites that carry importance for neighbors. Ideally, future development proposals will respond to the public input offered in this study.

PREVIOUS DOCUMENTS

University District Plan

2015



Columbus City Council adopted the latest plan for the University District in February 2015. “The Plan includes a land use plan, design guidelines for future commercial and residential development, and identify capital improvements for the neighborhood.

The UIDRB, UAC, and WPCCA will look to the new plan for guidance when making decisions on future neighborhood developments. The plan was composed with resident input, giving buy-in to the process.

Weinland Park Neighborhood Plan

2006



The Weinland Park Neighborhood Plan is a comprehensive and coordinated program to improve and enhance the quality of life for current and future residents. Its primary goal is the revitalization, rather than “gentrification,” of the neighborhood and the creation of an exciting, attractive, diverse, mixed income area where residents, business, institutions, and other stakeholders in the community work together to address and fulfill their mutual interests, dreams, and aspirations.

Neighborhood cohesiveness and desire to build a climate of sincere caring for one’s neighbors are major themes. The plan covers topics of streets, buildings, parks, schools, refuse collection, etc. More importantly the plan is about the inherent value of the people and families who need services and facilities, especially those already residing in Weinland Park. The guiding principle of the plan is: To assure that, in all facets of the plan, the current residents of the Weinland Park community have the opportunity to benefit from the improvements to the community resulting from the implementation of this plan.

University/High Street Development and Design Guidelines

2002



Details forthcoming.

A Plan for High Street: Creating a 21st Century Main Street

2000



The plan outlines a four-point mission:

- Restore High Street as the symbolic heart of the University District, providing a variety of public places for people from all walks of life to gather.
- Re-establish it as a vital main street for the district, providing a dynamic mix of retail, entertainment and services.
- Create a place for new economic opportunities, providing jobs and other public benefits to adjacent neighborhoods.
- Reinforce High Street as an environment that supports learning, providing settings and activities that draw Ohio State students, faculty and staff to the district.

University Neighborhoods Revitalization Plan

1996



Details forthcoming.

EXISTING CONDITIONS

Part one of this study provides a detailed assessment of the current land ownership and use in the Weinland Park neighborhood. It shows the current use and zoning classification as well as variances granted. To supplement the understanding of the retail and commercial development, demographic and retail market demand data are offered.

One of Columbus' first "streetcar suburbs," Weinland Park is a compact urban neighborhood just north of Downtown. Extending from E. 5th Avenue northward to Chittenden Ave. and bound by High Street and the CSX railway. A healthy mix of single- and multi-family housing units, a largely intact grid street pattern, and two public parks contribute to a high quality urban experience.

Historically, Weinland Park truly had it all: live, work, and play. Developed primarily between 1880 and 1920, Weinland Park followed the typical pattern of urban design for growing American cities. The impetus for development was the extension of the streetcar lines up North Fourth and Summit Streets, as well as proximity to jobs. The street grid is relatively regular, though some intersections

are offset—like other parts of Columbus. The neighborhood has a system of alleys to facilitate trash pickup and access to garages. Most properties in the neighborhood were built without regard for parking, the most prominent example being the New Indianola Historic District along North Fourth Street between E. Sixth and E. Eleventh Avenues.

This compact neighborhood of about 4300 residents is just 0.36 square miles, yet contains nearly 1000 distinct parcels of land. This creates a dense urban landscape with a multitude of land uses. The majority of the area is dedicated to residential use. Indianola, Summit, Hamlet, Fourth, Fifth, and Sixth Streets are the primary residential roads. Commercial activity is generally confined to E. 11th Ave., E. 5th Ave., and High Street, with some exceptions for interior cornerstores.

Additional land uses include (former) industrial and institutional. There are a number of religious and nonprofit organizations in the neighborhood and large swaths of former manufacturing facilities. Development is primarily one to two stories, with few exceptions.

DEMOGRAPHIC & HOUSING CHANGE, 1940 to 2015

	1940		1960		1980	
	Number	%	Number	%	Number	%
Weinland Park Average						
Total population	7726	-	8086	-	5838	-
Population density (per sq. mile)	19300	-	20627	-	14893	-
African-American	823	10.7%	2191	27.1%	1697	29.1%
White	6901	89.3%	5865	72.5%	4004	68.6%
Other race (or multi-racial)	0	0.0%	30	0.4%	49	0.8%
Unemployment	313	9.2%	285	7.7%	375	14.9%
Foreign Born	131	1.7%	202	40.1%	211	3.6%
Housing units	2439	-	2943	-	2869	-
Vacant housing units	103	4.2%	259	8.8%	405	14.1%
Owner-occupied units	374	16.0%	n/a		293	11.9%
Rental units	1962	84.0%	n/a		2171	88.1%
College degree or higher	215	4.5%	229	5.6%	348	15.2%
Less than high school graduate	2047	42.8%	2789	67.6%	1268	55.5%

Source: US Census Bureau, accessed via Social Explorer.

STUDY AREA

The area for business data includes a small buffer around the formal boundaries of Weinland Park to account for residents' ease of access to the immediately adjacent businesses. Demographic data is limited to the two census tracts that comprise Weinland Park.



The table below demonstrates significant change in Weinland Park over the decades. In 1960, the population peaked at just over 8,000. Today, the figure is about half of that.

2000		2010		2015 (ACS)	
Number	%	Number	%	Number	%
4810	-	4386	-	3614	-
12603	-	11321	-	9329	-
2447	50.9%	1590	36.3%	1013	28.0%
1952	40.6%	2145	48.9%	2164	59.9%
411	8.5%	651	14.8%	437	12.1%
324	15.5%	n/a		n/a	
318	6.5%	n/a		n/a	
2482	-	2359	-	2265	-
479	19.3%	443	18.8%	701	31.0%
204	10.2%	188	9.8%	201	12.9%
1799	89.8%	1728	90.2%	1363	87.2%
263	13.2%	n/a		495	27.3%
810	40.6%	n/a		370	20.3%

0.36
sq. miles

1000
parcels
approximately

BUSINESS TYPES & EMPLOYEE COUNTS

	Businesses		Employees	
	#	Percent	#	Percent
Retail Trade Summary	55	33.7%	881	46.0%
–Home Improvement	0	0.0%	0	0.0%
–General Merchandise Stores	2	1.2%	18	0.9%
–Food Stores	7	4.3%	282	14.7%
–Auto Dealers, Gas Stations, etc.	3	1.8%	13	0.7%
–Apparel & Accessory Stores	7	4.3%	35	1.8%
–Furniture & Home Furnishings	0	0.0%	0	0.0%
–Eating & Drinking Places	23	14.1%	335	17.5%
–Miscellaneous Retail	13	8.0%	198	10.3%
Services Summary	63	38.7%	748	39.0%
–Hotels & Lodging	1	0.6%	19	1.0%
–Automotive Services	3	1.8%	12	0.6%
–Motion Pictures & Amusements	6	3.7%	16	0.8%
–Health Services	1	0.6%	35	1.8%
–Legal Services	0	0.0%	0	0.0%
–Education Institutions & Libraries	5	3.1%	119	6.2%
–Other Services	46	28.2%	546	28.5%
Agriculture & Mining	3	1.8%	17	0.9%
Construction	2	1.2%	22	1.1%
Manufacturing	8	4.9%	76	4.0%
Transportation	1	0.6%	8	0.4%
Communication	6	3.7%	54	2.8%
Utility	0	0.0%	0	0.0%
Wholesale Trade	4	2.5%	62	3.2%
Finance, Insurance, Real Estate	9	5.5%	36	1.9%
–Banks, Lending Institutions	0	0.0%	0	0.0%
–Securities Brokers	0	0.0%	0	0.0%
–Insurance Carriers & Agents	1	0.6%	2	0.1%
–Real Estate, Other Investment Offices	8	4.9%	33	1.7%
Government	0	0.0%	0	0.0%
Unclassified Establishments	13	8.0%	15	0.8%

2010—ESRI, Household Data

Households w/ children	21.9%
Nonfamily households	26.4%
Family households	32.4%
1-person households	41.2%
Median age	24 y/o

2010—ESRI, Consumer Spending

Top 3 Categories (excluding shelter)

1. Food at Home	\$4.2 million
2. Health care	\$3.7 million
3. Food Away	\$2.9 million

2017 Household Income Projection—ESRI

<\$15,000	48.4%
\$15,000-\$24,999	14.8%
\$25,000-\$34,999	14.6%
\$35,000-\$49,999	5.8%
\$50,000-\$74,999	10.7%
\$75,000-\$99,999	3.1%
\$100,000+	2.7%

2017 Projection—ESRI

Total households	2343
Average household size	2.1
Total population	5219



Total businesses
163



Total employees
1,916



Median HH income
\$15,754



1-person HHs
41.2%

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures.

GENERAL CONSIDERATIONS

Retailers consider many factors when selecting a site to do business. Here are a few items that potential developers or business-owners might be thinking about before locating in Weinland Park:

- Size/location of available commercial sites
- Proximity to other commercial uses (competition)
- Traffic patterns of adjacent streets
- Availability of parking (convenience and security)
- Security
- Scale and context
- Discretionary income data
- Goods/services for local population vs. transient (commuter) population (what is missing?)
- Sustainability/plan for change
- Identification of negative influences that could diminish the viability of commercial development
- Commercial development must enhance the surrounding neighborhood
- Street design/appearance must accommodate pedestrian amenities
- Turnover rate of available on-street parking spaces
- Retailers that maximize hours of operation
- Use of public art

KEY TERMS

Corner store

- approximately 800-1000 households within walking distance required to support average corner store
- less if it is located on a major road carrying 10,000 cars per day.

Convenience center

- limited number of tenants; needs about 2,000 households
- larger market area than corner store

Neighborhood center

- supermarket, pharmacy, restaurant and 10-15 smaller retailers; needs 6-8,000 households in the “trade area”
- larger market area than convenience center

How many households are in Weinland Park?

- The best available data for 2017 suggests that there are **2,343 households** in the neighborhood

What space is available? Any visionary spots for neighborhood retail? Identify early.

- Cities can significantly improve their business recruitment and retaining efforts by creating a database of existing commercial spaces and making it available to the public as a brochure or on the web.

MARKET DEMAND

Market demand information is important for potential retailers to assess when considering moving into a new location. The information allows a business to understand the potential consumers that would shop at business. One way to assess demand is by looking at leakage and surplus in a retail trade area. Leakage in an area indicates there is unmet demand in the trade area, which could be one positive indication for a potential business operating in that retail sector. A surplus indicates that the needs of consumers in that specific area are being met—and exceeded. Weinland Park shows signs of future growth (see table, right).

Select 2017 Figures

Population	4,886
Households	2,113
Median Disposable Income	\$14,466
Per Capita Income	\$11,507

Projections

2022 Total Population	5,691
2017-2022 Annual Growth Rate	1.75%

MARKET DEMAND - cont.

According to business data collected from ESRI, there are many industry groups with high leakage factor in Weinland Park. Shown on the bar chart below, these include furniture stores, department stores, office supply stores, and special food stores. Using a measurement call Market Potential Index, the relative likelihood of households in a specified trade area to exhibit certain consumer behavior or purchasing patterns can be quantified. An MPI of 100 represents the U.S. average. According to the market potential index (immediately below), many of the top behaviors for consumers in the Weinland Park neighborhood do not rely on brick-and-mortar retail establishments. This is an important point for potential retrailers to consider as the economy continues to evolve into new modes of product distribution.

What is market leakage?

Leakage in an area represents a condition where a market's supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is "leaking out" of the trade area.

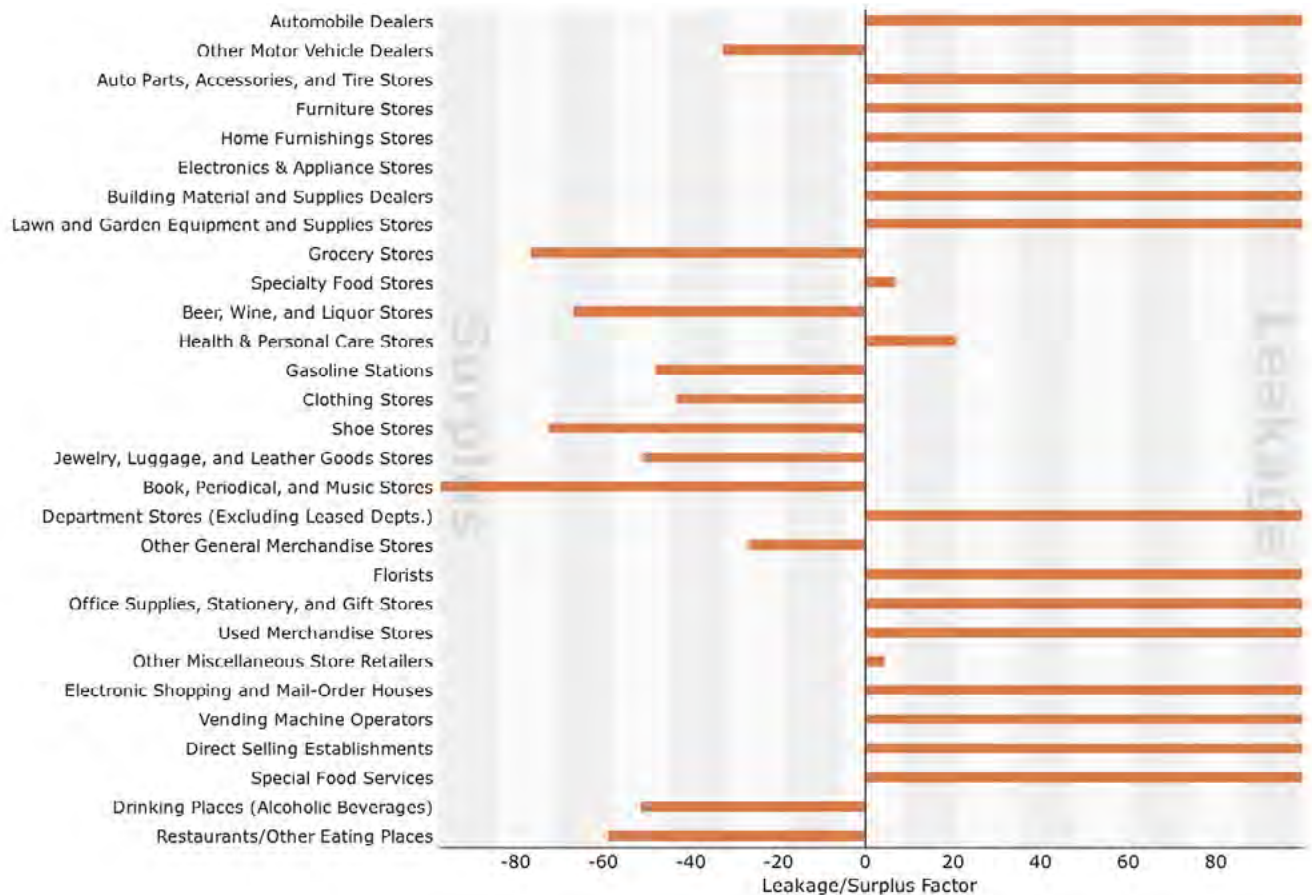
What is market surplus?

Surplus in an area represents a condition where supply exceeds the area's demand. Retailers are attracting shoppers who live outside the area, so there is a "surplus" in the supply of products.

Rank	Top 5 Behaviors	MPI
1	Watched a TV program online in last 30 days	220
2	Watched a movie online in the last 30 days	193
3	Downloaded movie over Internet in last 30 days	178
4	Played a video/electronic game in last 12 months	173
5	Did banking on mobile device in last 12 months	173

Bottom 5 Behaviors	MPI
HH subscribes to fiber optic	33
HH bought/leased new vehicle last 12 mo	38
Carry homeowner insurance	47
Have home mortgage (1st)	49
Watched any pay-per-view TV in last 12 months	49

Leakage/Surplus Factor by Industry Group – 2017



All data provided by ESRI Business Analyst, a product that uses demographic information of the selected area to compose estimates based on national trends and consumer preferences. The data is not a survey or census, but rather an estimation. It is possible that data on this handout may conflict with other data sources.

TRAFFIC

STREET TYPOLOGY

One-way residential



E. 8th Ave. N. 6th St. (part)
E. 9th Ave.
Hamlet St.

Two-way residential



E. 7th Indianola Ave.
Euclid Ave. N. 5th St.
N. 6th St. (part) Grant Ave.
Chittenden Ave. Courtland Ave.

One-way minor arterial



N. 4th St.
Summit St.

Two-way minor arterial

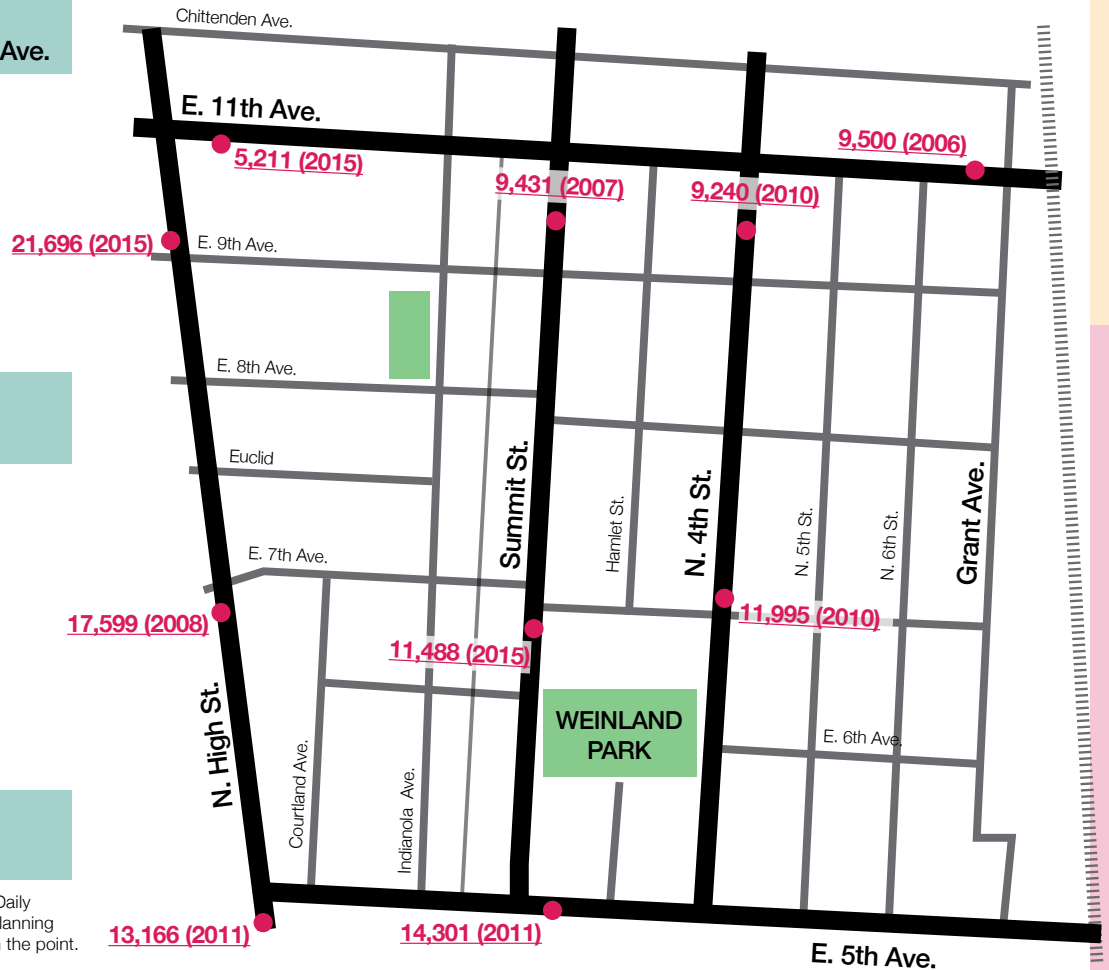


E. 11th Ave.
E. 5th Ave.

Weinland Park's traffic is largely contained to Summit and N. Fourth Streets, which serve as primary commuter routes to and from downtown. Average annual daily travel on each street has been measured at different levels in the past, but hovers around 10,000 vehicles. This is a strong number, but potential retailers should keep in mind that morning traffic is generally concentrated on Summit Street while evening traffic is heavy on N. Fourth Street.

On-street parking is available on every street in Weinland Park, though just on one side in some cases. Current commercial activities are generally reserved for the two-way minor arterials of E. 5th and E. 11th Avenues, with some exceptions. These streets act as defined borders of the neighborhood. The most porous border is to the north; some contention exists about the northern boundary of Weinland Park. Some say E. 11th Ave., while others say Chittenden or even E. 12th Avenue.

Converting one-way streets to two-way has been a trend around the country in recent years as a strategy to increase business activity. Advocates point out that two-way streets allow for more storefront visibility, generally have more comfortable pedestrian environments, and allow for easier navigability and access. Cities like Akron, Denver, and Kansas Cities have converted streets as part of revitalization efforts.



RIGHT: This map displays Average Annual Daily Travel provided by the Mid-Ohio Regional Planning Commission in available years, indicated on the point.

ZONING

Zoning is the delineation of districts and the establishment of regulations governing the use, placement, spacing, and size of land and buildings. It provides guidelines for setbacks, height of structures, lot sizes, lot coverage, parking and other requirements. Zoning also regulates the types of land uses permitted on a property. The purpose of zoning is to:

- Protect health, safety and welfare of the public
- Ensure the orderly, manageable, and predictable growth of the city
- Assist with the implementation of community planning goals
- Separate conflicting land uses
- Regulate land uses to achieve and maximize public benefits

Commercially zoned properties in Weinland Park are concentrated on the perimeter of the neighborhood and include C-2, C-3, C-4, and C-5 classifications—in addition to manufacturing and Commercial Planned Development. Below are examples of permitted uses in zoning districts C-1 through C-4.

C-1, Neighborhood Commercial District

Promotes small-scale, retail establishments and office uses.
Permitted uses (not an exhaustive or exclusive list)

- Baked Goods Stores
- Barber Shops, Beauty and Nail Salons
- Bicycle Shop
- Book Stores (2,000 sq. feet or less)
- Butcher/Meat Shops (2,000 sq. ft. or less)
- Cafes, Delicatessens and Restaurants (2,000 square feet or less)
- Coin-Operated Laundries
- Tailor
- Drug Stores and Pharmacies
- Dry Cleaning/Laundry (Drop off only)
- Fruit and Vegetable Markets
- Gift, Novelty, and Souvenir Stores
- Grocery Stores
- Health Supplement/Personal Care Stores
- Dwelling units

C-2, Office Commercial District

Promotes an office environment where the support functions of a business, profession, service or government may be conducted in a non-retail manner in addition to other incidental non-office commercial uses.

- Banks and Credit Unions
- Accounting and Bookkeeping Services
- Lawyers and Legal Services
- Public Relations Agencies
- Real Estate Agents and Brokers
- Surveying and Mapping Services
- Tax Preparation Services
- Title Abstract and Settlement
- Art Studios (No retail sales)
- Libraries and Museums
- Adult and Child Day Care Centers
- Outpatient Care Centers

C-3, Commercial District

Promotes community-scale commercial and retail uses where a business, profession, or service may be conducted.




- Exercise and Health Facilities
- Shoe Stores
- Funeral Homes and Services
- Game, Hobby and Toy Stores
- Hardware Stores
- Jewelry Stores
- Locksmiths
- Book stores (Unlimited size)
- Butcher/Meat Shops (Unlimited size)
- Cafes, Deli & Restaurants (Unlimited size)
- Dry cleaning and Laundry Services
- Adult/child day care

C-4 Commercial District

Promotes uses from office/community-scale retail uses through regional-scale where mix of business, professional and service may be conducted.

- Bars, Cabarets and Nightclubs
- Blood and Organ Banks
- Check Cashing and Loans
- Community Food Pantry
- General Merchandise Stores
- Pawn Brokers
- Used Merchandise Stores
- Automotive Maintenance and Repair
- Bowling Centers
- Garden and Nursery Centers and Sales
- Hotels and Motels
- Halfway House

COMMERCIAL & MANUFACTURING ZONING TYPES IN WEINLAND PARK

-  COMMERCIAL
-  MANUFACTURING
-  COUNCIL VARIANCE

- CPD** Commercial Planned Development
All Commercial
Registered Text & Site Plan
- C2** Commercial
Offices
- C3** Commercial
General Commercial, Limited
- C4** Commercial
General Commercial
- C5** Commercial
Drive-In & Automobile Oriented
- M** Manufacturing
General Industrial & Commercial
- R4** Residential,
1-4 Family, 17.4 d.u./acre, 4 units/bldg. max.
- AR1** Apartment Residential
36.2 units/acre
- AR4** Apartment Residential
Apartments & Group Quarters 36.2 units/acre
Fraternities, Dorms & Rooming Houses
- ###** Acreage



10.09.2017



Zoning or Council Variance

A variance is a deviation from the set of rules a municipality applies to land use and land development, typically a zoning ordinance, building code or municipal code.

A **council variance** is an alternative to a rezoning, granted by Columbus City Council. The council variance makes an exception to permit a land use that is not otherwise permitted by the underlying zoning district. A **zoning variance** granted through the Board of Zoning Adjustment (BZA) only affects development standards. This typically means reductions to minimum required building and parking setbacks, increases to maximum building heights, and required parking spaces. The Board does not hear applications to amend the Official Zoning Map.

NEIGHBORHOOD PRIORITIES

Housing Committee Activity

The Neighborhood Design Center led activities and discussions at the Housing Committee of the Weinland Park Community Civic Association at three meetings through the fall of 2017 in order to receive public feedback and educate neighbors about the commercial study. NDC also attended the full meeting of the Civic Association on Wednesday, Sept. 27 to lead a visioning exercise. Below are results from the activity at this meeting, indicating what people would like to stay the same and what they would like to be different about Weinland Park if they left for 10 years and returned.

Meeting Schedule

- Monday, Sept. 11, 2017 at 7pm
- Wednesday, Sept. 27, 2017 at 6pm
- Monday, Oct. 9, 2017 at 7pm
- Monday, Nov. 13, 2017 at 7pm

ACTIVITY RESULTS

What is the same?

- Diversity
- Elementary - centrally located
- Kroger
- Community garden
- Big Trees
- Civic still Active
- CPO still here / housing mix

What is different?

- 4th Street / 5th Avenue development at 3M site
- More greenspace
- Tea and coffee shop / ice cream
- 2 way traffic on Summit / 4th
- More trees
- No more doorbell cameras
- Better pedestrian connectivity
- No vacant commercial
- More early learning spaces
- Empty lots utilized
- More public art
- Civic involvement mirrors community
- 7th / Summit crossing is safe and beautiful

How do people get around?

- Biking
- Public transportation (bus)
- Walking
- Shared ride (Uber, Lyft, Car2Go)

What businesses would you not like in Weinland Park?

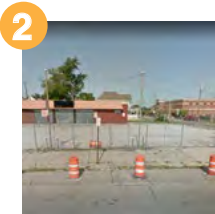
- Big business (more)
- Chain stores and fast food
- Carryouts



Public Input



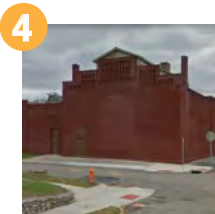
- Carry out market
- Barber shop / salon
- Teen drop-in center
- Dance / art / music studio
- Small business incubator
- Dollar store
- Corner store



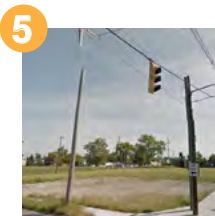
- Restaurant (BBQ) with patio
- A gateway to Weinland park
- Open air market
- Restaurant
- Mixed-use / multi-story



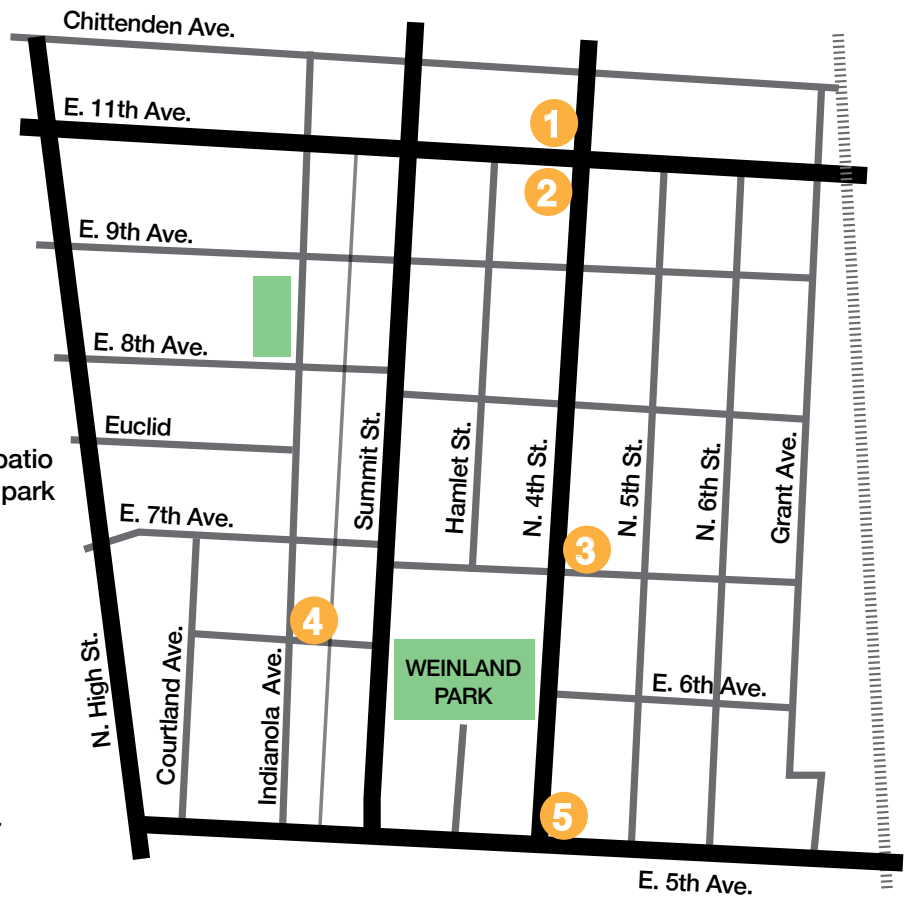
- Coffee shop with residences on 2nd floor
- Bar
- Sandwich shop
- Healthy corner store
- 24-hour diner
- Bakery



- Daycare
- Recreation center
- Laundromat
- Co-working space
- Shared kitchen
- Office
- Local foods
- Gym
- Event space
- Artist space



- Swenson's
- Senior center
- Dry cleaner / laundry
- Recreation center / community center
- Arts center with recording studio
- Soccer / baseball field
- Mixed-use / multi-story



YOUR IDEAL NEIGHBORHOOD

Imagine you left Weinland Park for 10 years, and then moved back.

What would you like to see at these five important neighborhood sites?

You can think outside the box (and the building), big and small.

This visioning activity allowed residents to escape the constraints of current property ownership and zoning in order to understand the fundamental desires for the future commercial character of their community. Responses for the five selected sites are listed on the left and their locations are indicated on the map above by their corresponding numbers.

GOVERNING BODIES and COMMUNITY GROUPS

There are two primary bodies and one secondary body that govern zoning, land use, and design in the University District. As a University District neighborhood, Weinland Park is governed by these entities.

UNIVERSITY IMPACT DISTRICT REVIEW BOARD

“To hear, decide, and take action on all applications for a certificate of zoning clearance and applicable permits or registrations, and when appropriate, issue a certificate of approval thereon; To review applications for a zoning change, variance, or special permit that may cause a stated guideline to apply and to forward comments to the appropriate decision-making body.”

The UARB’s jurisdiction is limited to the University Impact District, a jagged boundary that only includes the western portion of Weinland Park. Within this district, new construction and exterior alterations must be approved by the UIDRB. The decision of the body is final; it is an adjudicative body with the power to approve or deny projects. If an applicant wishes to challenge the ruling of the UIDRB, the matter would become judicial and be heard in a courtroom.

UNIVERSITY AREA COMMISSION

“The University Area Commission was established by Columbus City Council in 1972. According to Columbus City Code, Area Commissions afford additional voluntary citizen participation in decision-making in an advisory capacity and to facilitate communication, understanding, and cooperation between neighborhood groups, city officials, and developers.”

Unlike the UARB, the University Area Commission is purely an advisory body. While City Council usually abides by the recommendation of the UAC, the Council retains authority to overturn the UAC recommendation. The other factor that sets UAC apart from UARB is membership. No UARB members are required to live in the University District, while 12 out of 20 UAC members are required to live in the University District. Weinland Park is afforded three of the 12 elected representatives on the UAC.

WEINLAND PARK COMMUNITY CIVIC ASSOCIATION

The last entity that can potentially influence urban design and development in Weinland Park is the neighborhood resident group: the Weinland Park Community Civic Association. While the Association has no authority to approve or deny any aspect of neighborhood developments, some developers may wish to seek public input to support their projects. If developers utilize the entire Civic Association process—beginning in the housing committee and ending with a full vote of the Civic Association membership—the positive publicity would benefit the developer and strengthen ties with the neighborhood.

Another positive of seeking approval from the WPCCA is that monthly attendance ranges from 30—90, giving developers a much larger audience than official zoning and regulatory body meeting.

HISTORIC RESOURCES COMMISSION

The Historic Resources Commission (HRC) also exercises power over limited properties in Weinland Park. Established in 1980, the HRC “considers applications and issues Certificates of Appropriateness for exterior alterations at properties within the Columbus Register Districts and properties individually listed in the Columbus Register of Historic Properties. It is the duty of the Commission to maintain the Columbus Register of Historic Properties and promote the conservation of the city’s historic sites and structures.”

There are two properties and one district covered by the HRC in Weinland Park. If property owners wish to make alterations to these registered properties, they would first have to seek a Certificate of Appropriateness from the HRC.

POTENTIAL INFILL SCALE

At the October 9 housing committee meeting, participants were asked to place stickers next to pictures that represent different examples of architectural scale to indicate their preference for different types of potential structures.



Most appropriate



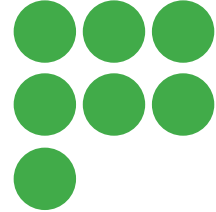
Somewhat appropriate



Not appropriate

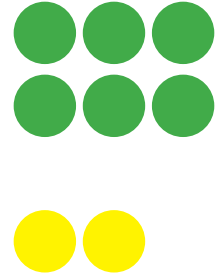
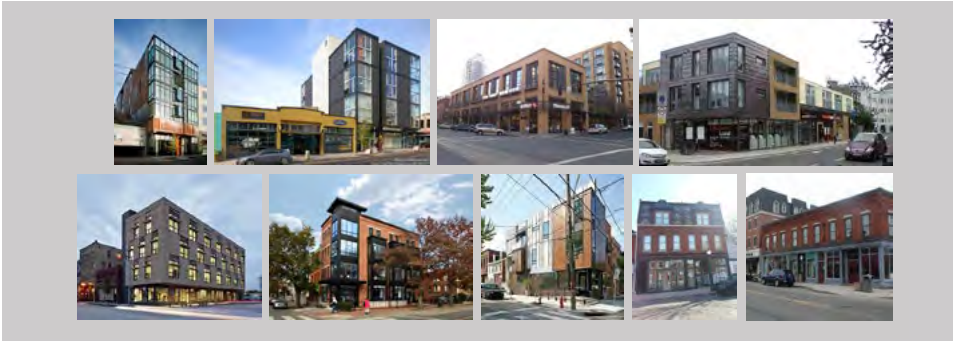
SMALLER

Examples of scale

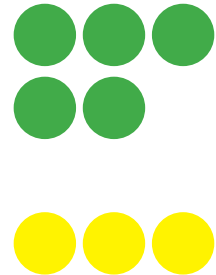
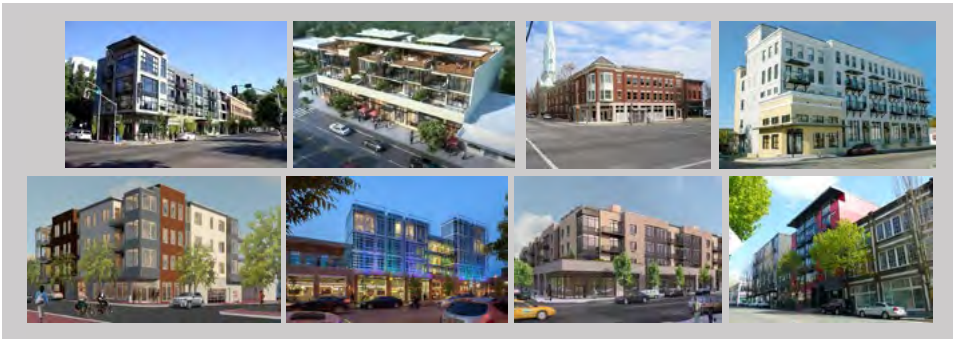


BUILDING SCALE

Examples of scale

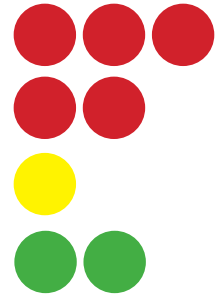


Examples of scale



LARGER

Examples of scale



RESIDENT VOICES: SPECIFIC SITE VISIONING

At the Housing Committee of the Weinland Park Community Civic Association on **Monday, Oct. 9, 2017**, attendees participated in an activity to receive feedback on the desired potential uses for select sites within the neighborhood. The four options to indicate were (1) general merchandise, (2) services, (3) food and beverages, and (4) mixed-use residential. In the following section, the number in each of the circles indicates the number of votes it received. Comments from participants are included below the photos as well. Most of the sites have voting results that are nearly evenly split among potential use types and not all participants voted on each site.

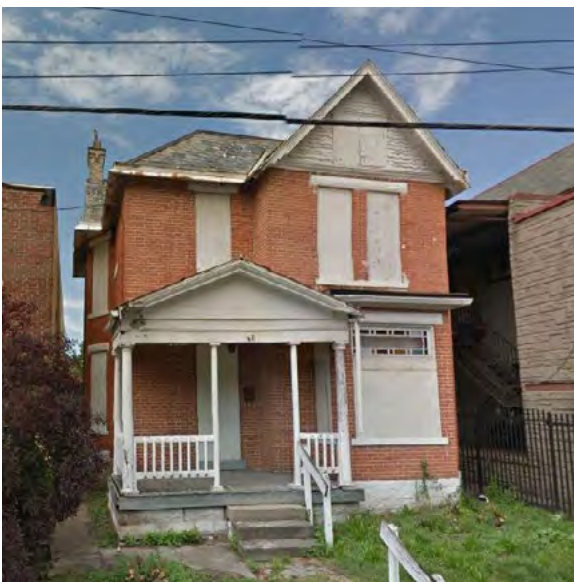
- **general merchandise**
Clothing and apparel, household goods, supermarkets
- **services**
Drycleaning, daycare, laundromat, insurance, tax prep, physical therapy
- **food and beverages**
Cafes, restaurants, bars, breweries, bakeries
- **mixed-use residential**
Residential over retail, office over retail

N. 4TH STREET AND E. 5TH AVE.



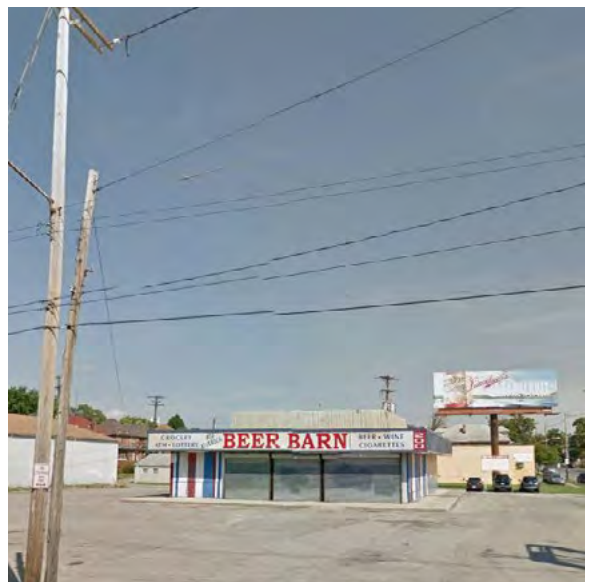
- 6 3 5 6 Southern 2/3 of site should have broad business uses (light industrial / processing)
- Athletic field (soccer / football) at north end of site

48 E. 5TH AVE.



- 4 4 4 4 Provides zero parking
- Should we keep residential?

200 E. 5TH AVE.



- 7 4 4 8 Large, visible site, should encourage high-quality design

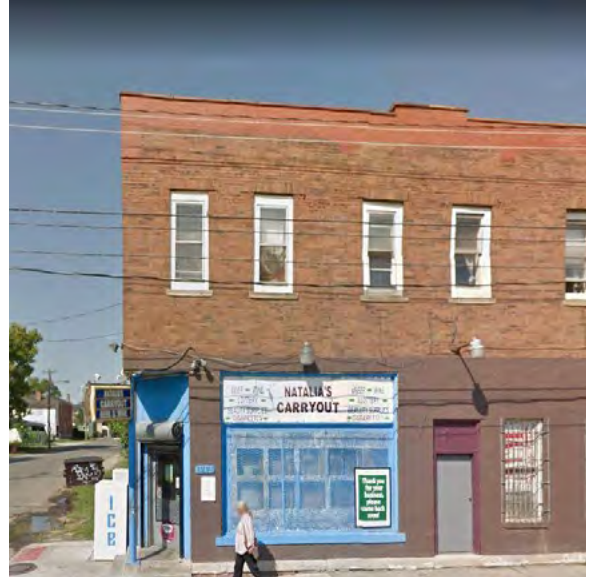
1521 N. 4TH STREET



- 5
- 5
- 5
- 6

Health food store
Local social enterprise

1293-1297 SUMMIT STREET



- 5
- 5
- 5
- 8

Building is unsafe
Provides zero parking
Renovate and preserve if possible

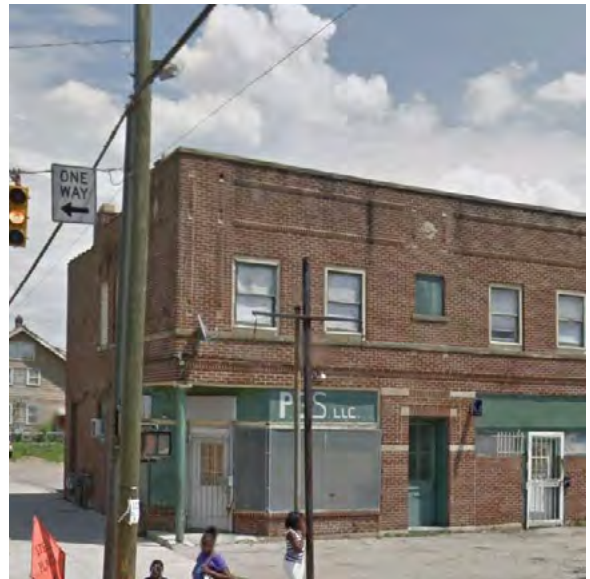
266 E. 5TH AVE.



- 6
- 7
- 6
- 7

Large, visible site,
should encourage high-quality design

1304 - 1306 N. 4TH STREET



- 5
- 5
- 5
- 8

Preserve this building!

RESIDENT VOICES: SPECIFIC SITE VISIONING - cont.

268 E. 11TH AVE.



6
6
6
8
 Preserve this building!
 Revovate

193 CHITTENDEN AVE.



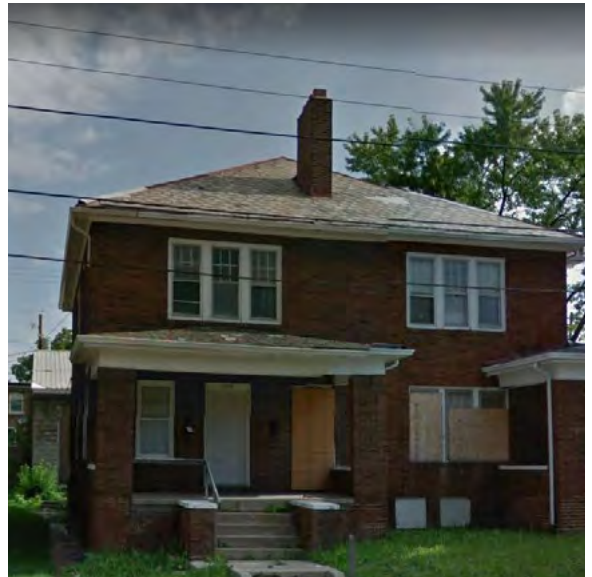
4
4
7
6

1555-1563 N. 4TH STREET



6
7
6
7
 Preserve this building!
 Limited 2nd story
 (residential on top
 not appropriate)

404 E. 11TH AVE.



0
1
1
2
 Keep use
 residential
 only

 general merchandise

 services

 food and beverages

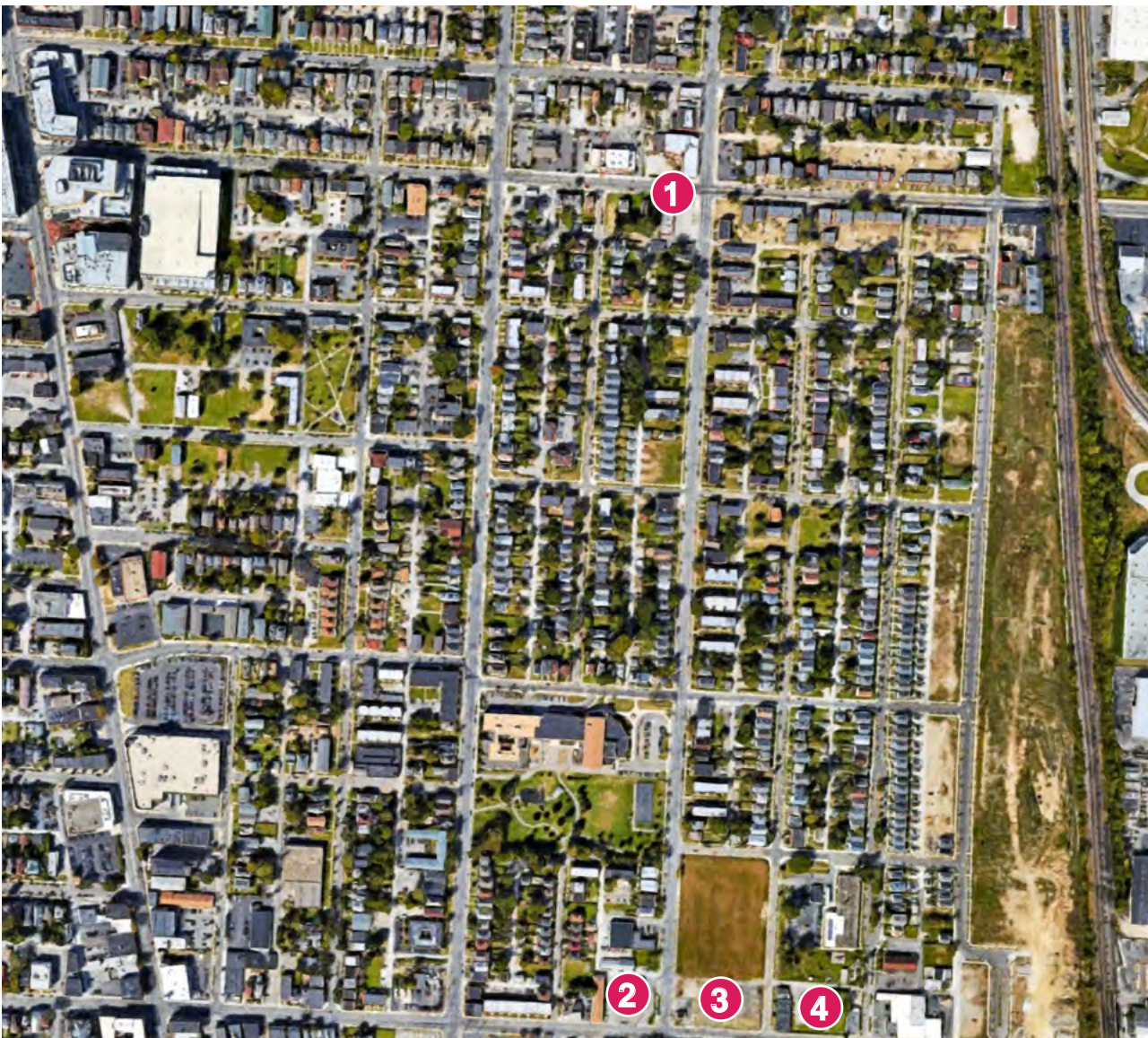
 mixed-use residential

DEVELOPMENT OPPORTUNITIES

There are numerous sites in Weinland Park that contain significant development or redevelopment potential. Sample site plans are offered for four areas to demonstrate that neighbors have a command of constraints that developers face, but also maintain high standards for the structural integrity and architectural quality in this historic urban neighborhood.

- 1** E. 11th Avenue & N. 4th Street
— northwest and southwest block
- 2** E. 5th Avenue & N. 4th Street
— northwest block
- 3** E. 5th Avenue & N. 4th Street
— northeast block
- 4** E. 5th Avenue
— between N. 5th & N. 6th Streets

Selected sites for in-depth development potential



THE DEVELOPMENT PROCESS



1 FIND A SITE

Consider the current zoning of the site, and keep an open dialogue with the community about what kinds of amenities they would like to see in the area. Consider who the customer will be and how to make a space the community will embrace—not oppose.

Connect with community organizations, talk to residents, and check out the neighborhood plan. Be sure to walk or bike around the area to get a more detailed understanding of the built environment. Try to find a spot that needs some TLC so neighbors might be more supportive of your effort.



FIND A USE 2

Learn about the area through demographic and market research. Create a narrative for your project—why is it necessary? Why will it succeed? Meet with neighborhood groups before you've got the idea fully developed so they can provide reasonable feedback and input.



3 FACT-FINDING and PREP

After you've met with neighbors, done your research, and created a strong development proposal, it's time to go through the regulatory steps necessary to make the project happen.



DEVELOP! 4

IN DEPTH: SPECIFIC SITE DETAILS

This section contains detailed information on the current use, zoning, and acreage of all commercially zoned parcels in the study area. It is to be used as a reference guide.

Properties detailed in this section:

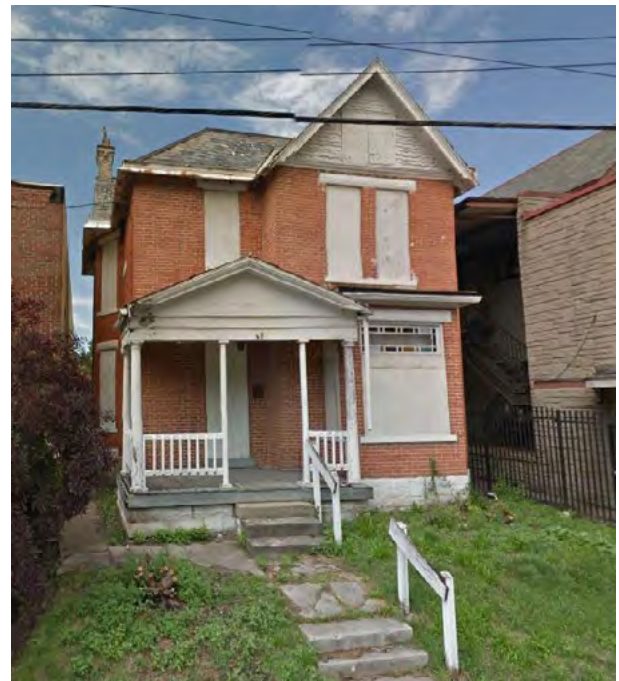
- 48 E. 5th Avenue
- 200 E. 5th Avenue
- 266 E. 5th Avenue
- Corner of N. 4th Street and E. 5th Avenue
- 1521 N. 4th Street
- 268 E. 11th Avenue
- 1555-1563 N. 4th Street
- 193 Chittenden Avenue
- 404 E. 11th Avenue
- 1293-1297 Summit Street
- 1304-1306 N. 4th Street

48 E. 5TH AVE.



Zoned c4 (general commercial) with council variance
0.07 acres
current use: single family dwelling (boarded-up)

FALL 2017

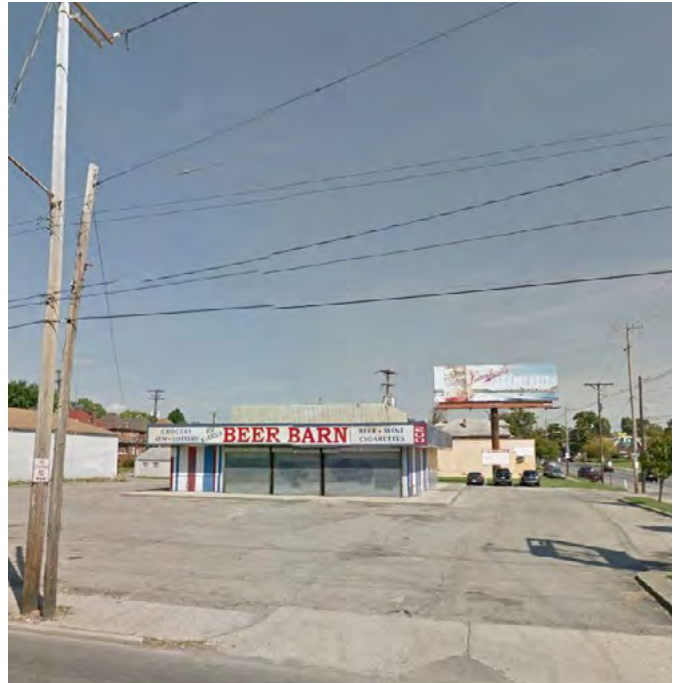


200 E. 5TH AVE.



Zoned c4 (general commercial)
0.57 acres
current use: convenience store (boarded-up)

FALL 2017

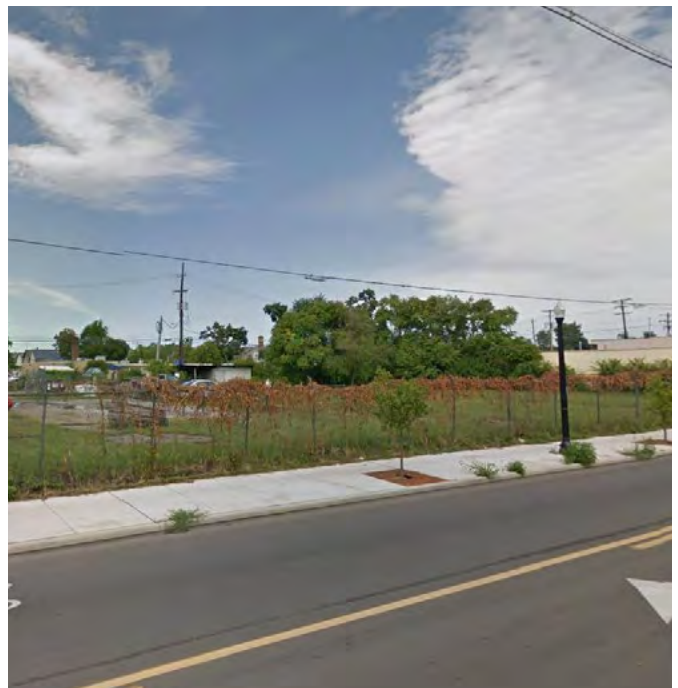


266 E. 5TH AVE.



Zoned c4 (general commercial)
0.76 acres
current use: partially vacant

FALL 2017



N. 4TH STREET AND E. 5TH AVE.



Zoned c4 (general commercial)
3.50 acres
current use: vacant

FALL 2017

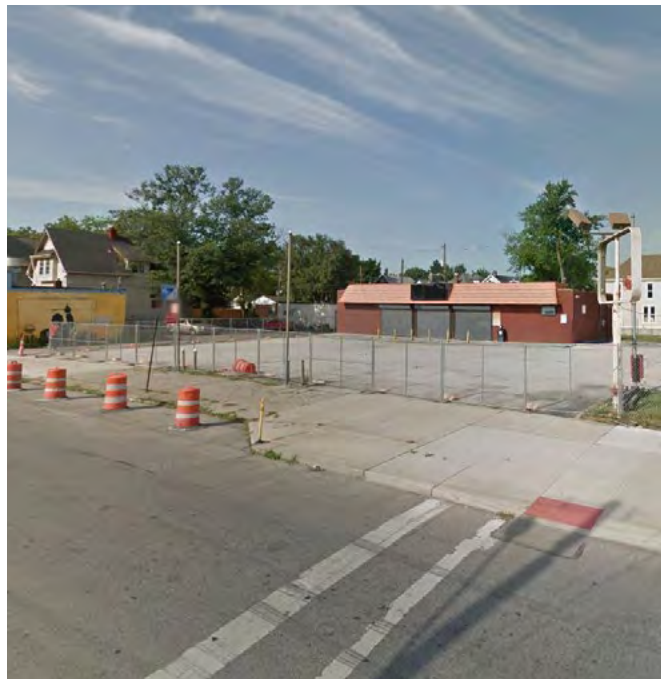


1521 N. 4TH STREET



Zoned c4 (general commercial)
0.43 acres
current use: boarded-up commercial

FALL 2017

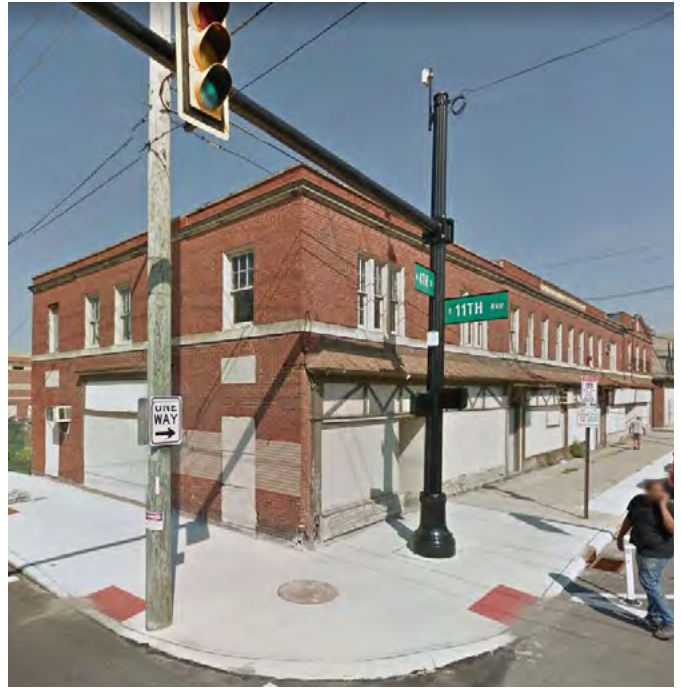


268 E. 11TH AVE.



Zoned c4 (general commercial)
0.56 acres
current use: boarded-up commercial

FALL 2017

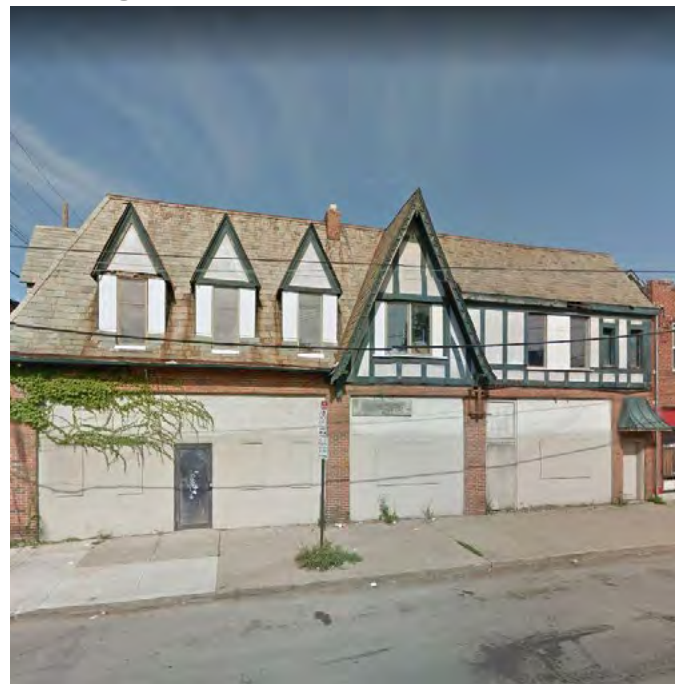


1555-1563 N. 4TH STREET



Zoned c4 (general commercial)
0.32 acres
current use: boarded-up commercial

FALL 2017

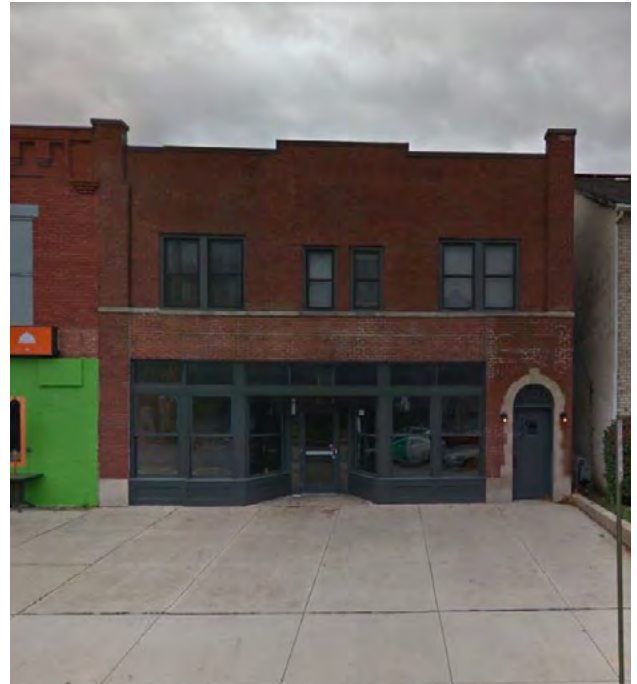


193 CHITTENDEN AVE.



Zoned cpd (commercial planned development)
0.11 acres
current use: visually vacant

FALL 2015

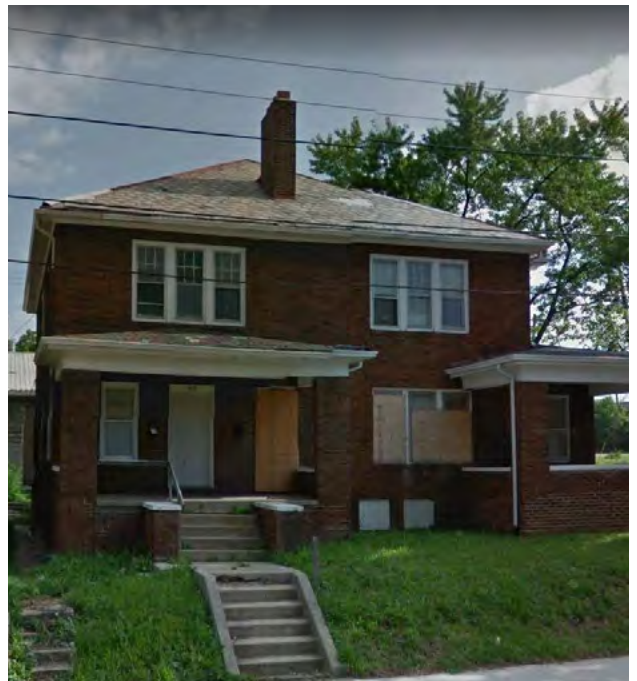


404 E. 11TH AVE.



Zoned c4 (general commercial)
0.15 acres
current use: single family dwelling (boarded-up)

FALL 2017

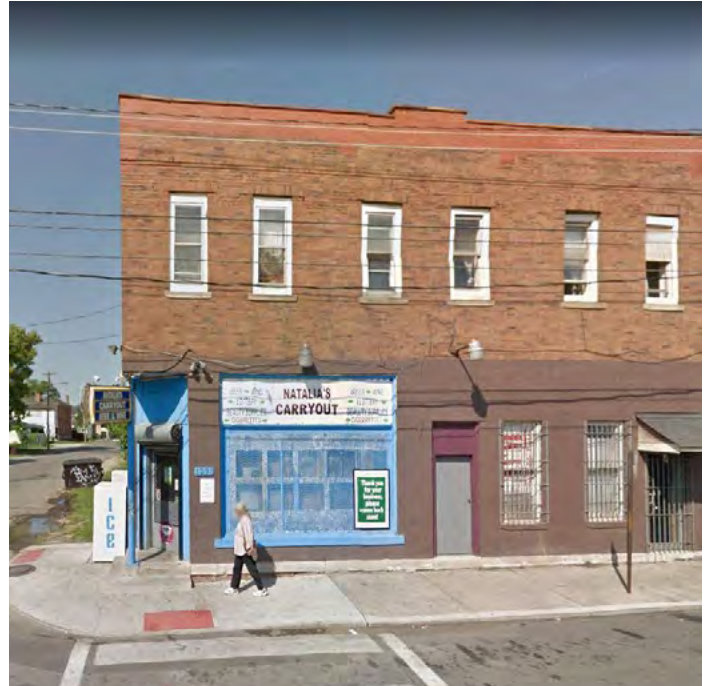


1293-1297 SUMMIT STREET



Zoned ar1 (apartment residential)
 0.11 acres
 current use: mixed-use, with vacant ground level

FALL 2017

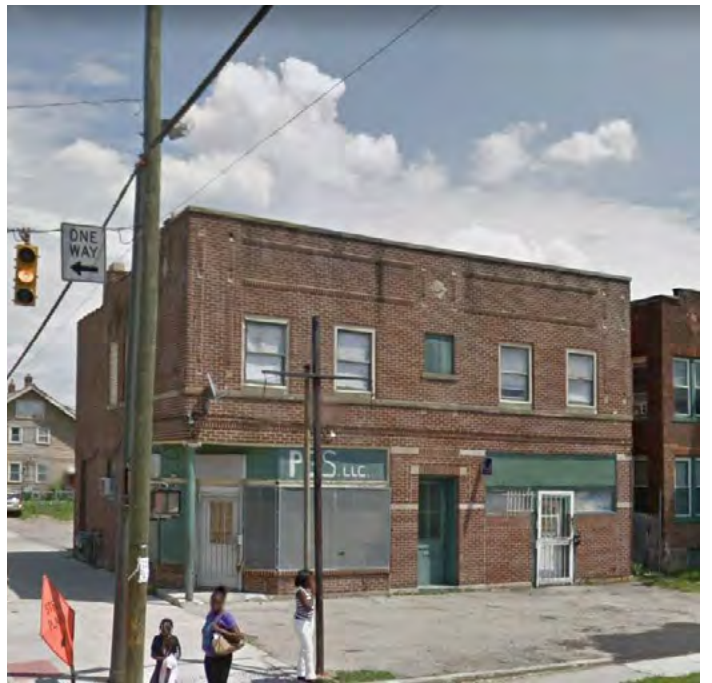


1304 - 1306 N. 4TH STREET



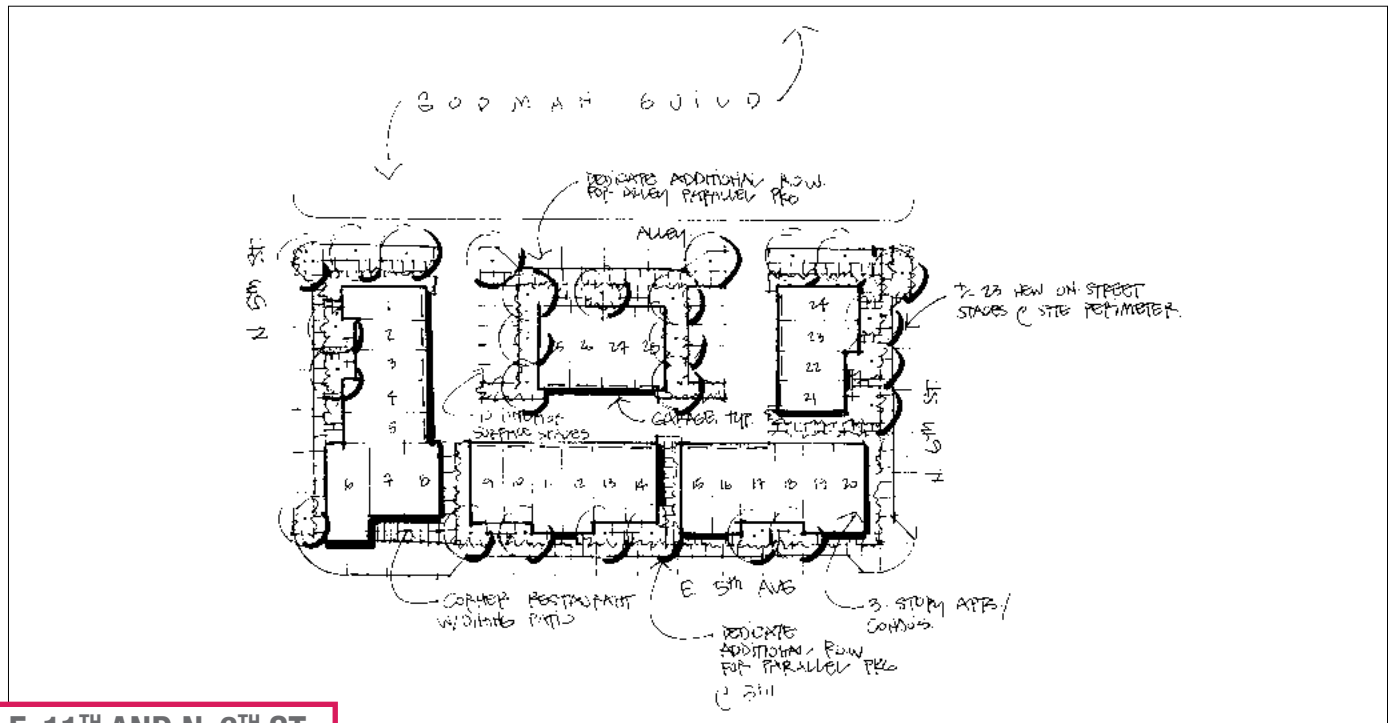
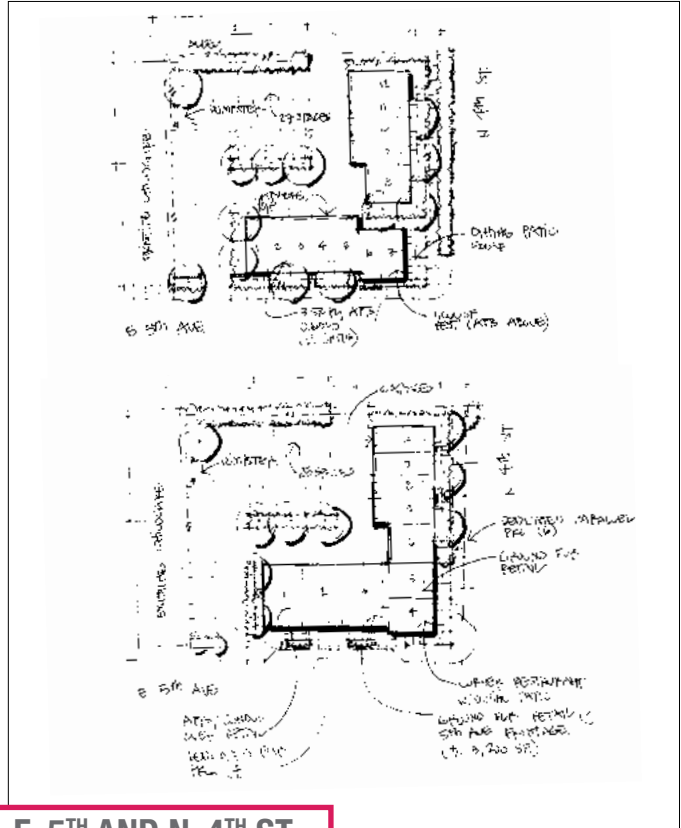
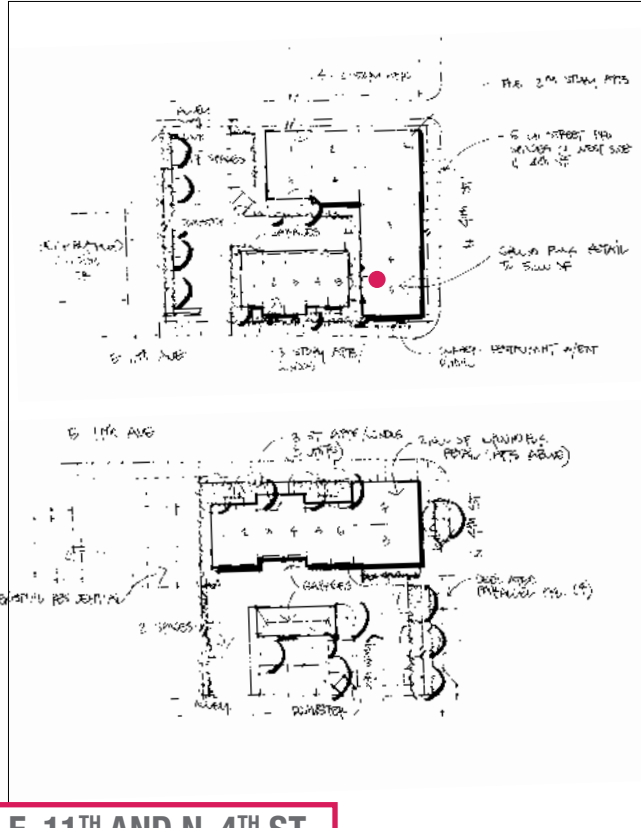
Zoned R4 (MULTI-FAMILY residential)
 0.14 acres
 current use: mixed-use AND BOARDED UP

FALL 2017



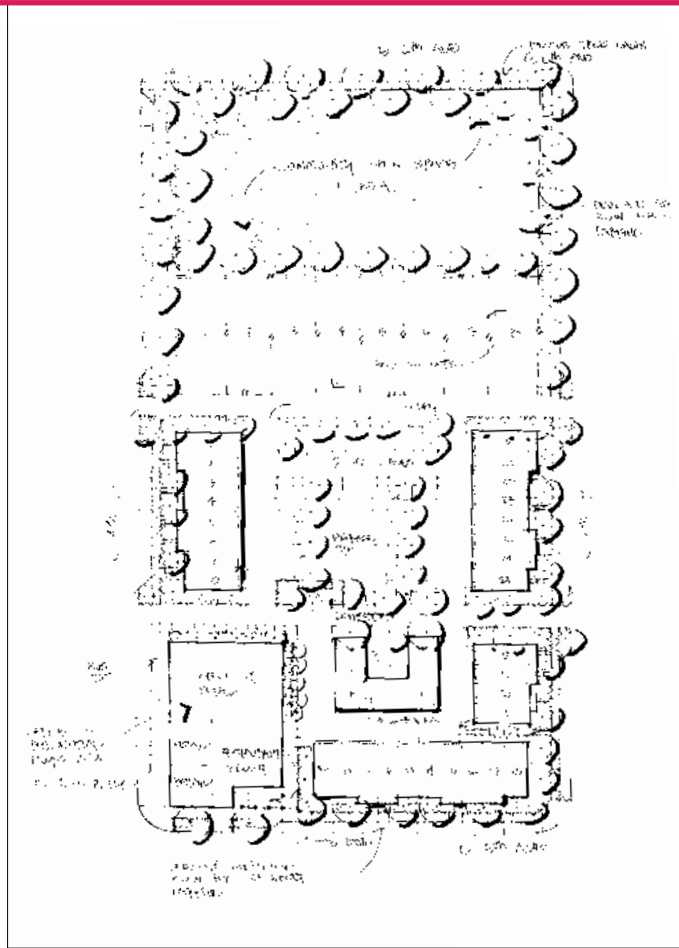
CONCEPT SKETCHES

This section contains conceptual sketches for four sites in the Weinland Park study area. The sketches are intended to demonstrate potential development options for the sites. They take into consideration the most critical components of any site plan, like traffic circulation and access, parking ratio, and retail square footage.

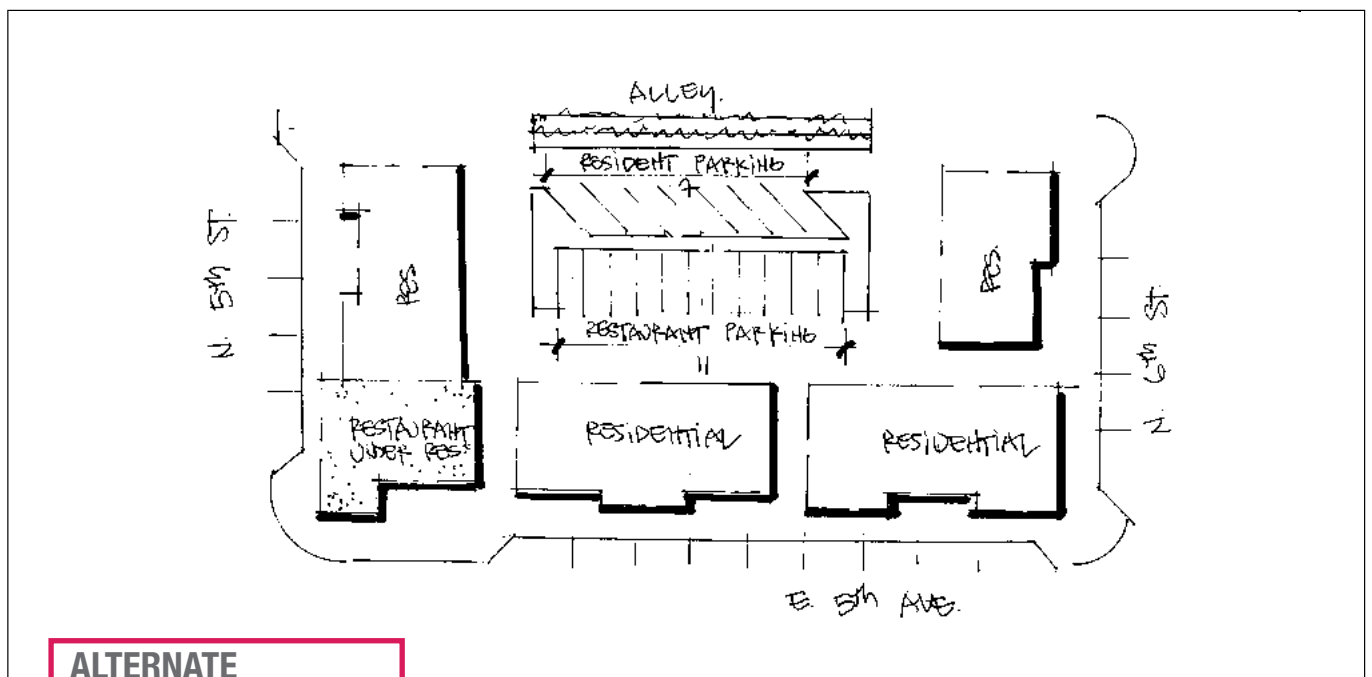
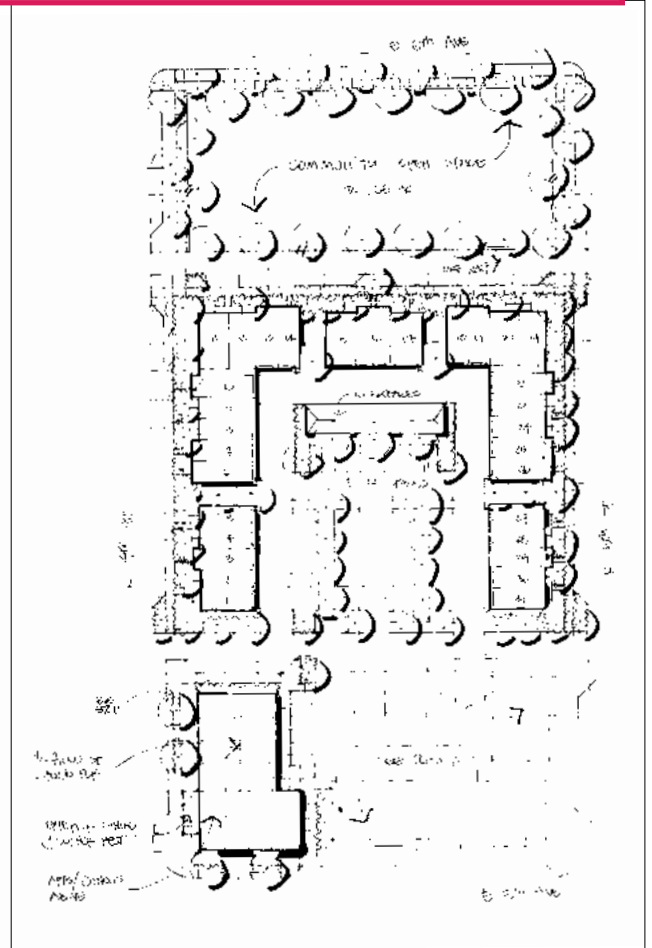


CONCEPT REFINEMENT

E. 5TH AND N. 4TH ST. // ALTERNATIVE 1



E. 5TH AND N. 4TH ST. // ALTERNATIVE 2



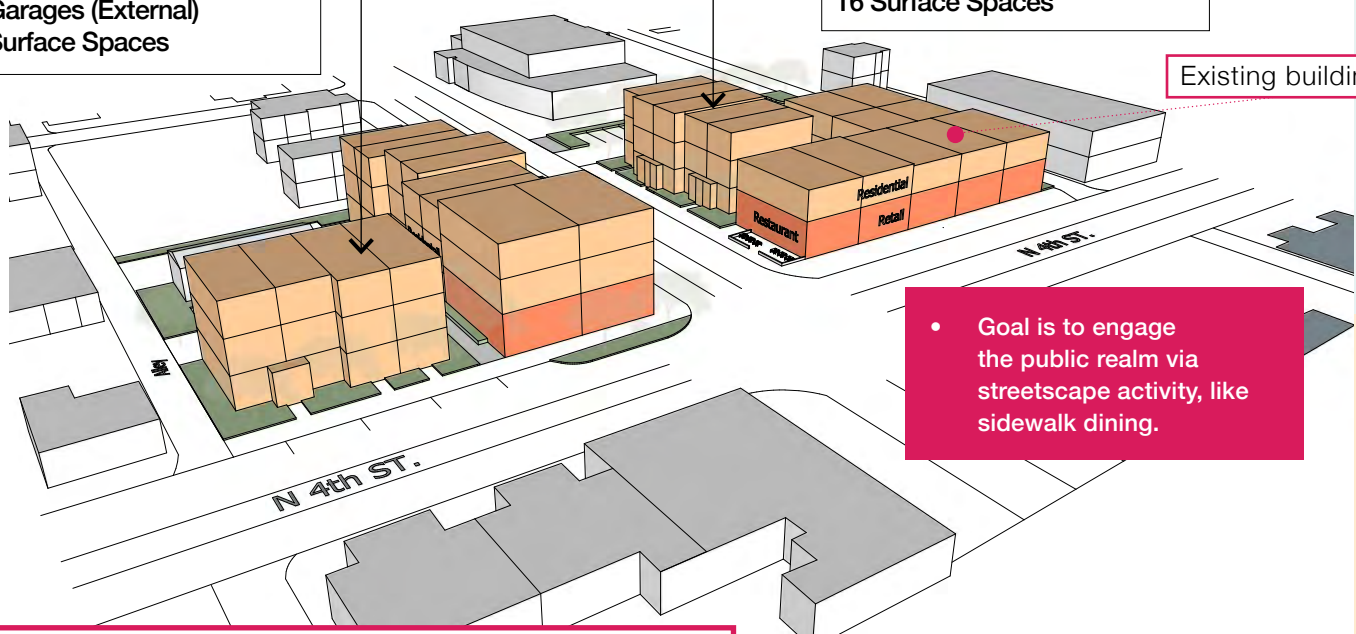
**ALTERNATE
E. 5TH & N. 6TH ST.**

AERIAL VIEWS

2,000 SF Retail
12-14 Units
9 Garages (Under Units)
5 Garages (External)
7 Surface Spaces

5,000 SF Retail
5 Units (E. 11th Ave.)
5 Res. Units (Over Retail)
4 Res. Units (Re-Use)
5 Garages (Under Units)
16 Surface Spaces

Existing building

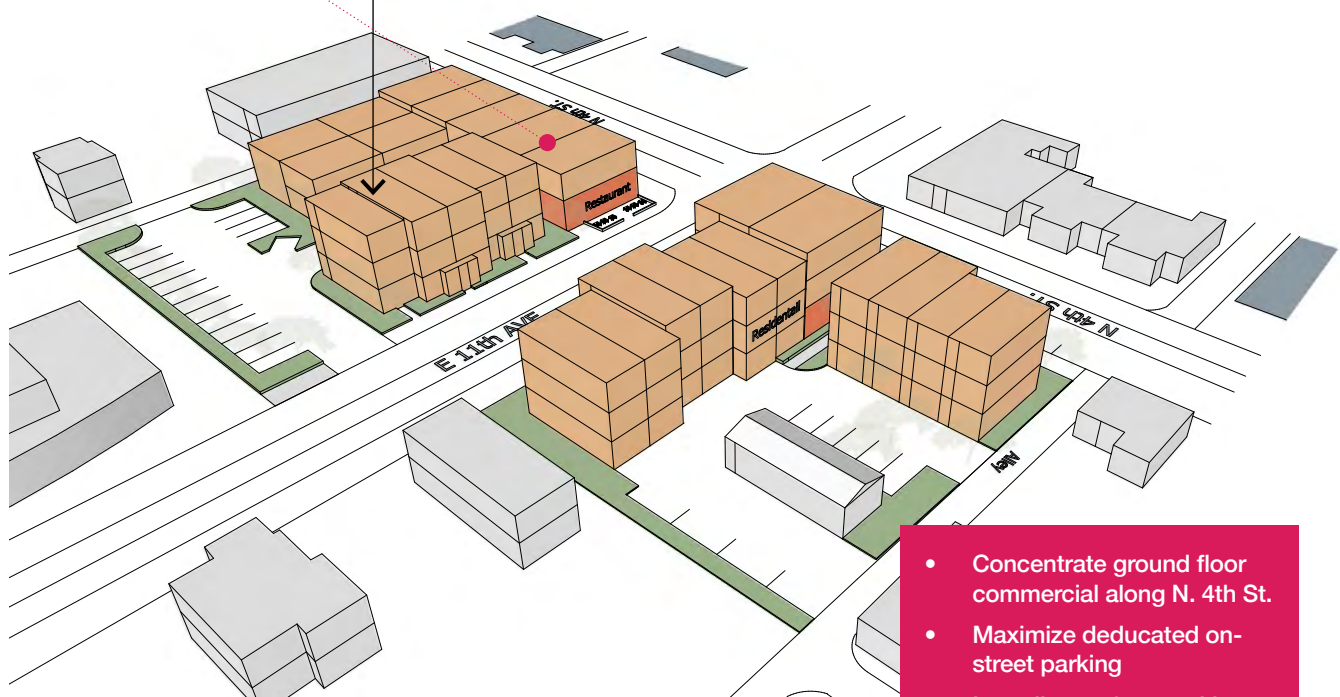


- Goal is to engage the public realm via streetscape activity, like sidewalk dining.

VIEW NORTHWEST (N. 4TH STREET / E. 11TH AVENUE)

Existing building

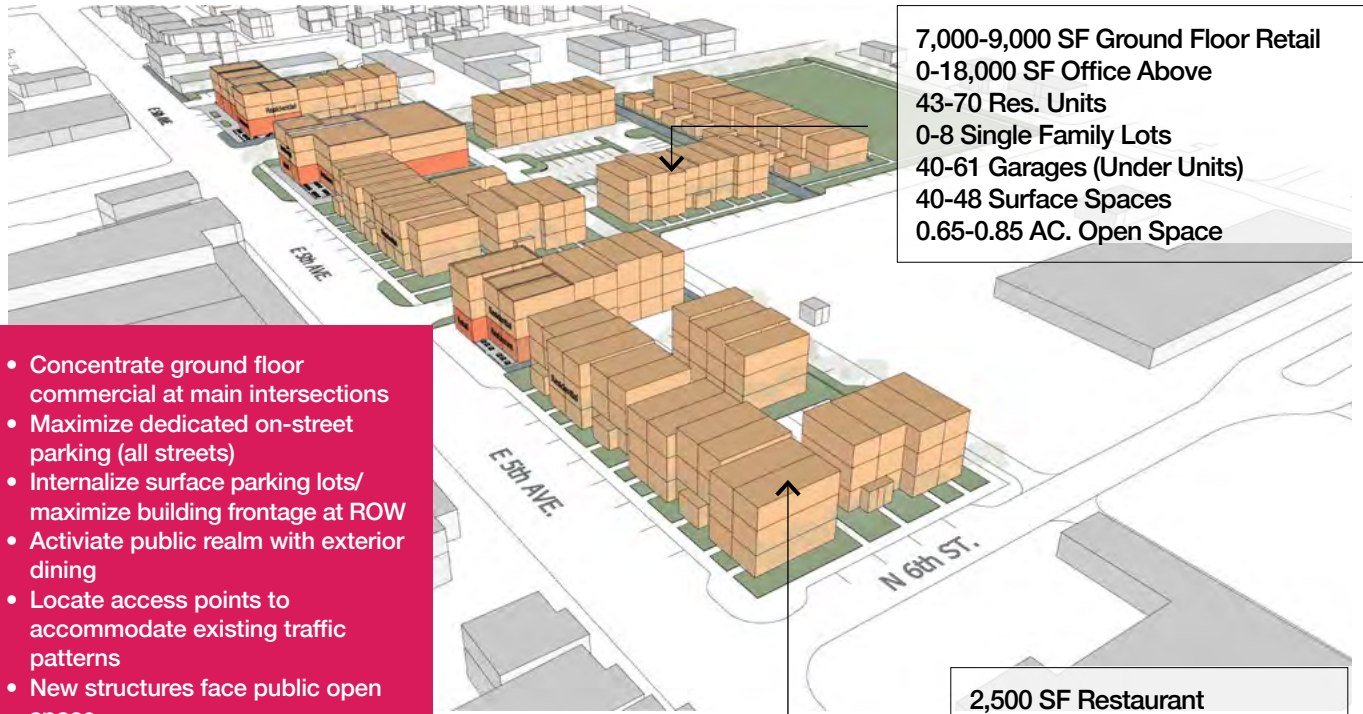
* Will Require Parking Variance (Proposed structure at 11th Ave.)



- Concentrate ground floor commercial along N. 4th St.
- Maximize dedicated on-street parking
- Internalize surface parking
- Maximize building frontage at public right of way

VIEW NORTHEAST (E. 5TH AVENUE / N. 4TH STREET)

AERIAL VIEWS

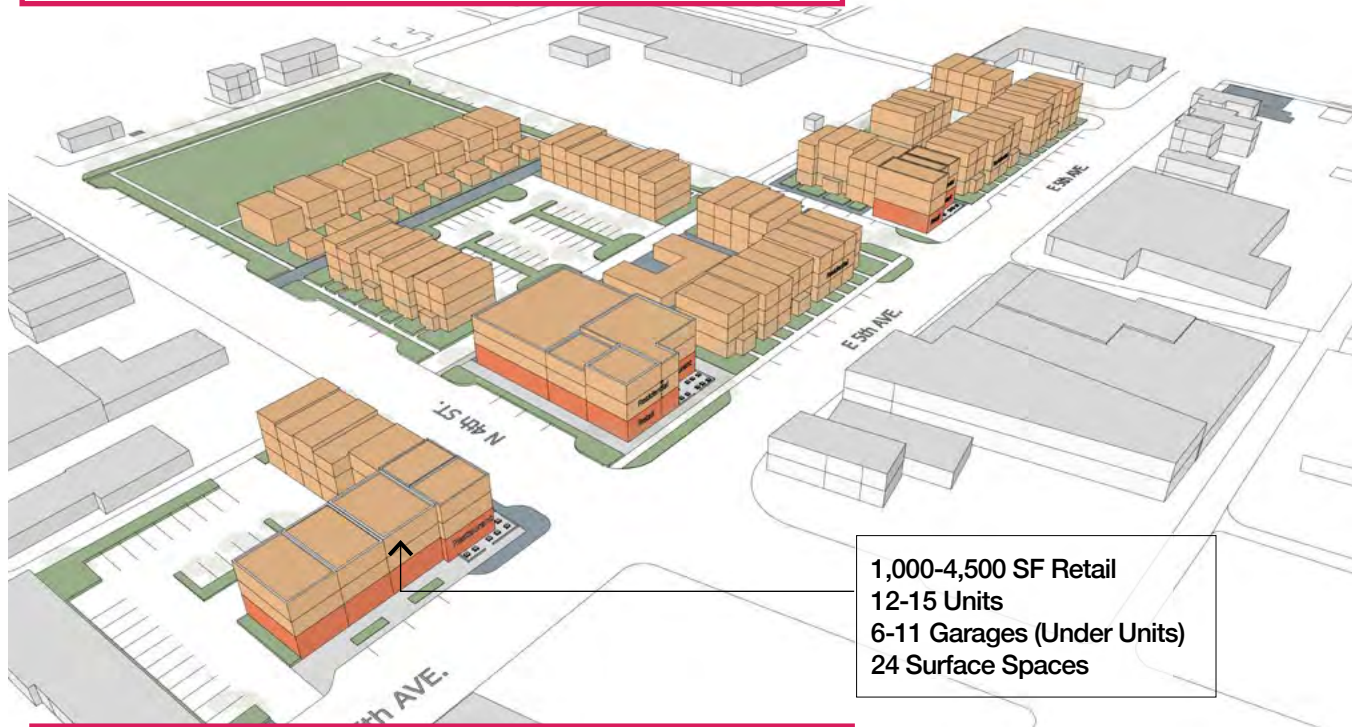


7,000-9,000 SF Ground Floor Retail
 0-18,000 SF Office Above
 43-70 Res. Units
 0-8 Single Family Lots
 40-61 Garages (Under Units)
 40-48 Surface Spaces
 0.65-0.85 AC. Open Space

- Concentrate ground floor commercial at main intersections
- Maximize dedicated on-street parking (all streets)
- Internalize surface parking lots/ maximize building frontage at ROW
- Activate public realm with exterior dining
- Locate access points to accommodate existing traffic patterns
- New structures face public open space
- Height/scale/materials respect existing neighborhood

2,500 SF Restaurant
 24-28 Units
 18-22 Garages (Under Units)
 9-16 Surface Spaces

VIEW NORTHWEST (E. 5TH AVENUE / N. 6TH STREET)



1,000-4,500 SF Retail
 12-15 Units
 6-11 Garages (Under Units)
 24 Surface Spaces

VIEW NORTHEAST (N. 4TH STREET / E. 11TH AVENUE)

CONCLUSION

The Weinland Park Commercial Study was an opportunity for residents to voice opinions for land uses on specific sites in the neighborhood, as well as more general feelings about the future of the area.

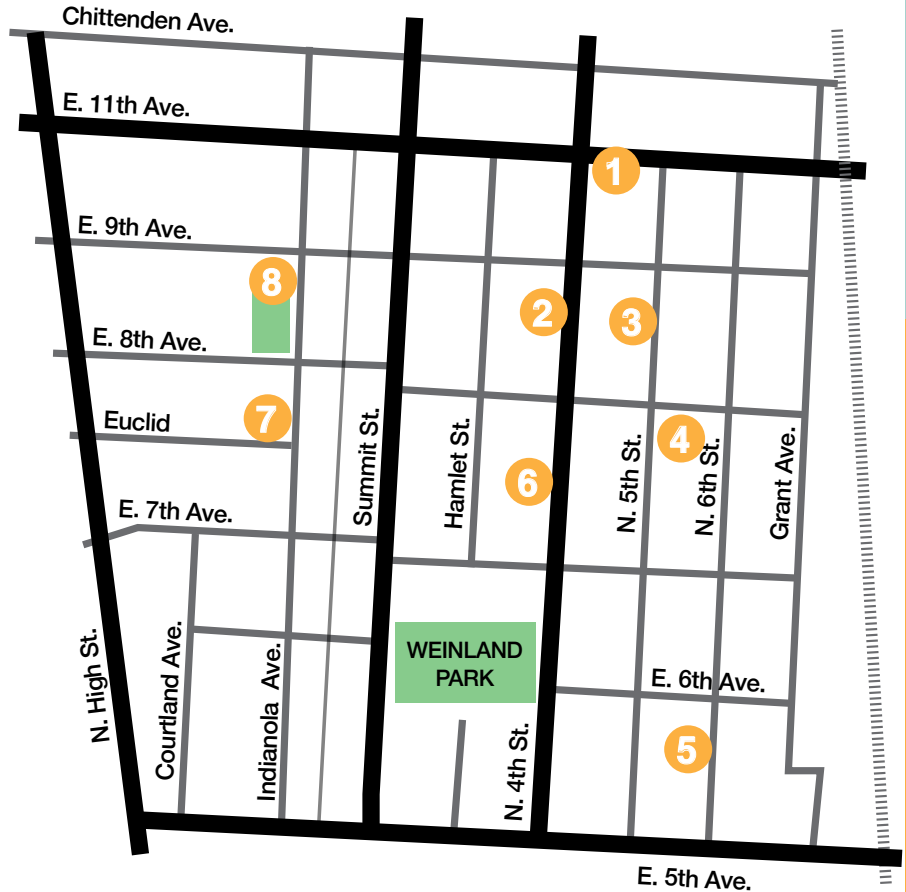
Throughout the process, community residents expressed concerns about maintaining certain parcels as neighborhood assets accessible to all. This includes land that has been used for community gardens, like 4th Street Farms, the 5th Street Bird Sanctuary, and the Euclid-Indianola Gardens. These areas—and others—represent important community-building spaces that are valued by neighbors and used to maintain social networks. The value of the greenspace in a dense urban neighborhood with growing demand for development cannot be overstated. Stakeholders, like Campus Partners, have demonstrated a sustained commitment to spaces like 4th Street Farms and other assets displayed on the adjacent map.

The results of the Weinland Park Commercial Study illustrate that the neighborhood is aware and engaged around issues of development. Potential developers should review this document to learn about the priorities of community stakeholders.

ACKNOWLEDGEMENTS

Special thanks to the Housing Committee of the Weinland Park Community Civic Association: Laura Bidwa and Sean Storey. Also thanks to Campus Partners for providing food at Housing Committees, through Blue Bow Tie Catering at The Godman Guild.

COMMUNITY OPEN SPACE



- 1 Weinland Park Berry Patch
- 2 Arawak Community Garden
- 3 Passmore 5th Street Bird Sanctuary
- 4 Fifth & Eighth Wildflower Garden
- 5 Godman Guild Community Garden
- 6 4th Street Farms
- 7 Indianola-Euclid Community Garden
- 8 Indianola & 9th Church Garden



WIP