

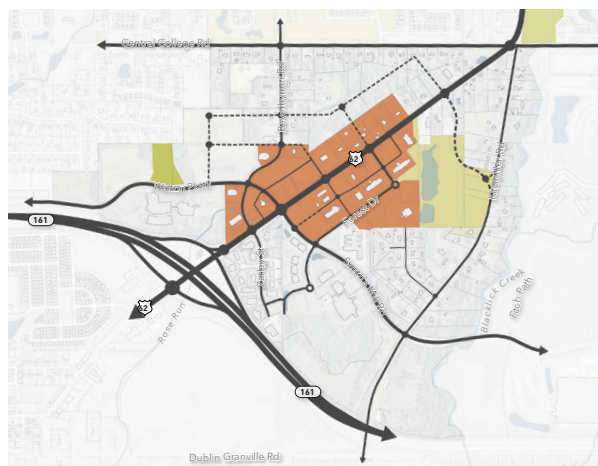
US-62 COMMERCIAL CORE

The US-62 Commercial Core identifies land areas along US-62 and Forest Drive that are primarily commercial and serve a regional market. Significant changes to this area are unlikely in the near term, as much of it has been developed within the past decade. The steady flow of through-traffic on US-62 and the growing employment base in the city's business park continue to drive demand in this corridor. However, if change does occur, landowners should consider how to align future development with the community's preference for less auto-oriented development pattern.

Purpose

- Encourage vibrant, pedestrian-friendly commercial and retail uses that reflect the community's preference for less auto-oriented development along the corridor.
- Identify strategies for tenant curation in collaboration with landowners to attract retail, commercial, and accommodation uses that align with the community's aspirations for this corridor.
- Incorporate community input throughout the development process to ensure future land uses align with local values and aspirations.
- Promote uses that complement and support existing anchor uses. Existing anchor uses include hotels, medical facilities, and civic/event spaces.

US-62 Commercial Core



Development Considerations

Roadway Character

Business Park, see pg. 108

Commercial Center, see pg. 110

Alley / Service Drive, see pg. 116

Building Height

Maximum 4 stories

Open Space

Preserves, woodlots

Parking

Parking lots, located along the side or rear of principle buildings

Other

- Discourage uses that typically require drive-through facilities, in favor of development that encourages pedestrian accessibility. Where these uses are already entitled, promote strong site design and strategic building orientation to mitigate undesired visual and circulation impacts.
- Integrate high-quality pedestrian infrastructure that connects businesses to adjacent uses, neighborhoods, and future leisure trail systems.
- Maintain a grid-like internal street network to enhance connectivity, providing multiple vehicular access points to main arterial/collector streets.
- Align drive access points strategically to minimize congestion and unsafe turning movements, with a preference for shared access drives and cross-parcel connections.
- Encourage strong principles for site design, landscaping, access, parking, and other best management practices outlined on pages 98-101. This includes contributing to the overall connectivity and functionality of the surrounding area, while also focusing on improving site-specific conditions.

Market Strategy Considerations

- **Establish a tenant curation process and strategy.** Using data-driven analytics, ongoing public input, and survey results gathered during previous planning efforts, the city can assist landowners and developers to procure tenants that meet market demands and align with the needs and aspirations of local residents.
- **Promote mini-nodes as a long-term redevelopment strategy.** While already reaching full build-out, the US-62 Commercial Core may present long-term redevelopment opportunities that focus on “hyper-local” destinations for services and retail establishments curated for the specific desires and needs of residents. Similar mini-nodes in the region include Plaza at Hamilton Quarter, The Shoppes at Olentangy Crossing, and Linworth Crossing. These strip centers vary from 15,000 to 43,000 square feet and source nearly all customers from within a 10-mile radius, but rely typically on much smaller trade areas within a one-mile radius that generate repeat traffic and customers.



Plaza at Hamilton Quarter



The Shoppes at Olentangy Crossing



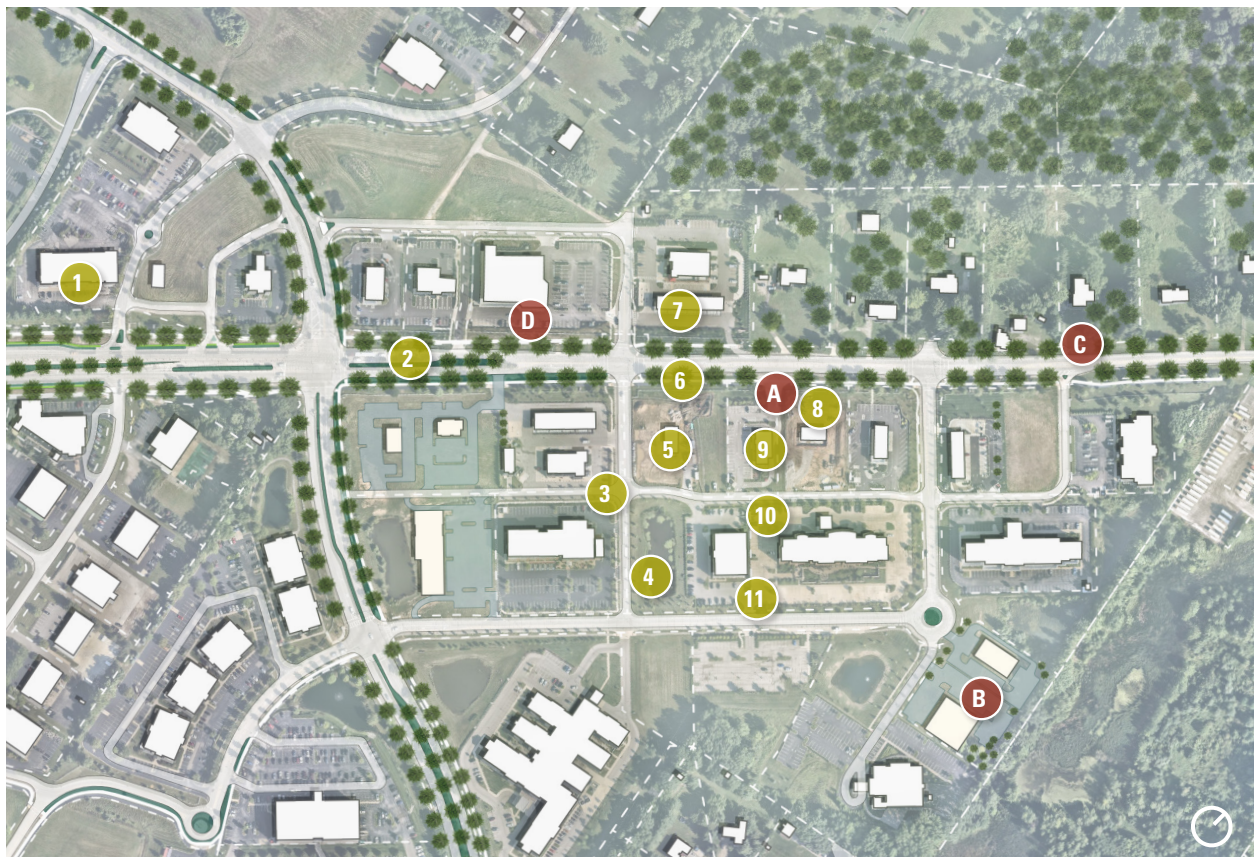
Linworth Crossing Retail

Principles for Successful Corridor Development

The following diagram highlights both successful design elements and existing challenges in the US-62 Commercial Core district. These observations are intended to guide future development by reinforcing proven design practices while addressing challenges or gaps. Strong emphasis should be placed on the following:

- **Internal Circulation:** Emphasize consolidated access management, shared parking, shared drives, and other internal vehicular and pedestrian connections.
- **Parking Orientation:** Parking should be placed behind principle buildings, and building setbacks should be modified accordingly to allow for buildings to shift closer to the front lot line.
- **Landscaping:** Provide a robust landscape buffer around internal parking areas, drive lanes, stormwater facilities, and dumpsters. Utilize a combination of approved deciduous shade trees and plant materials that are placed strategically within parcels to provide proper screening and improve the visual aesthetic of the corridor.

Diagram of US-62 Commercial Core District Existing Strengths and Challenges



Successful Design Elements:

- 1 Example of a mini-node with shared parking and access
- 2 Landscaped median breaks up amount of pavement between drive lanes
- 3 Interior roadway network disperses traffic and improves access management along US-62
- 4 Well-landscaped and graded stormwater basins create a buffer between development sites, adding to natural, New Albany character
- 5 Drive-thrus and menu boards are located on the side or rear of buildings and screened
- 6 Bike and pedestrian connectivity exists along sections of the corridor today
- 7 Certain sites achieve sufficient interior pedestrian circulation and connectivity
- 8 Consistent signage, lighting fixtures, and landscape elements
- 9 High-quality four-sided architecture
- 10 Strategic screening using plant material and architectural features
- 11 Shared site access

Challenges / Gaps:

- A Unnecessary curb cuts on US-62 create pedestrian/vehicular conflicts and disrupt the streetscape
- B Missed opportunity for shared parking and access
- C Gaps remain in bike and pedestrian network along US-62
- D Portions of parking areas are in front of buildings, not behind.

