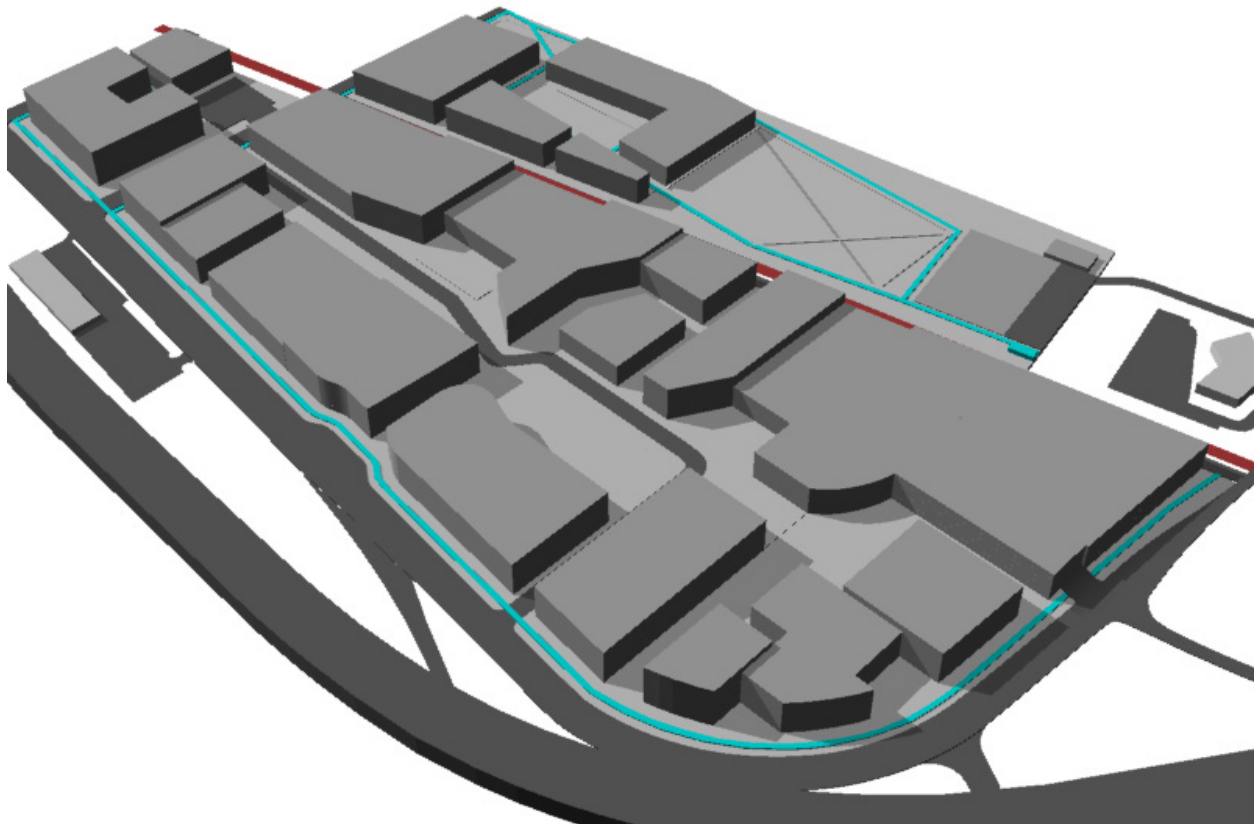


# LENNOX



## Redevelopment Plan

Clinton Township - City of Columbus :: Franklin County, Ohio



Prepared by :: JM Rayburn



# Contents

## Section 1

Introduction	1
Site Profile	1
Client's Vision	2
Developer's Vision	2
Stakeholders' Vision	3
Key Recommendations	4

## Section 2

Existing Conditions	5
Summary of Findings	6
Pedestrian + Bicycle	
Accessibility	7
Weaknesses v. Opportunities	8
Economic Assessment	9

## Section 3

Plan Recommendations	10
Open Spaces	11
Weekend Market +	
Community Garden	12
Urban Design Standards	13

## Section 4

Plan Implementation	14
Community + Commission	15
Cost Assessment	16
Mixed-Use Success in	
Columbus	16



# Section 1

## Introduction



### Site Profile

The site of the current Lennox Town Center is situated in Clinton Township and falls under the jurisdiction of Franklin County. The current big-box retail development occupies the former Lennox furnace manufacturing site, which closed in 1994. In 1996, developers Casto and Continental Real Estate converted the Lennox brownfield into its current use.

### Section Highlights

- » This plan consists of four sections: Introduction, Existing Conditions, Plan Recommendations, and Implementation
- » Recommendations concern open space, land use, urban design, transportation, weekend markets, and business expansion
- » The plan's recommendations are directly influenced by the area stakeholders and public input

# Section 1

## Site Visions

### Franklin County

The county commissioners' priorities include economic growth, environmental sustainability, universal accessibility, healthy communities, and regionalism. Economic growth is paramount due to job creation and sales tax revenues for the county balance sheet.

Franklin County sales tax revenues have declined as a result of the current economic climate. Using the data from 2007, the year preceding the 2008 Recession, it can be shown that the revenue flows are down 29.97 percent.

2007 (Pre-Recession Peak)	2009
\$177,398,000	\$124,249,000

Source: Franklin  
County Auditor

### CASTO

CASTO sees the Lennox Town Center site as the chosen retail destination for the surrounding consumer demographics. These demographics include the Ohio State University main campus student body and residents of the Grandview Heights, Upper Arlington, Harrison West, and Clintonville neighborhoods. The site is a prime location on the SR 315 corridor with an Average Annual Daily Traffic (AADT) of approximately 110,000 vehicles. CASTO has highlighted the interests of the retail tenants to maintain a clear view of their store fronts from SR 315. There are issues of connectivity to the site in regards to pedestrian and bicycle accessibility. CASTO would like to increase density in the area while keeping leases and rents high.

### **Clinton Township**

The township supports redevelopment of the site towards a more efficient land use — big box shopping centers have finite life expectancies. There is not a natural or artificial buffer between residential and industrial/commercial space on the western perimeter of the site. Safety continues to be an issue as there is a lack of pedestrian and bicycle infrastructure to and from the site.

### **Fifth by Northwest Commission**

The future outlook is comprised of more upscale restaurants, mixed-use development, a parking garage, and mid- to high-end retail space. The commission stresses more comprehensive pedestrian and bicycle infrastructure to promote connectivity to surrounding neighborhoods.

### **The Ohio State University (OSU)**

The OSU Master Plan emphasizes community and neighborhood partnerships. Investing in civic infrastructure is a priority for the area. Kinnear Road is to be extended to cross the Olentangy River, creating a direct connection between the Lennox site and Main Campus. The plan seeks to capitalize on natural assets such as the Olentangy River. The river should be a highlight of campus, a center for activity, and an active research and learning corridor instead of a parking lot, as much of it is today. There is an ongoing emphasis to expand and enhance culture.

# Section 1

## Key Recommendations

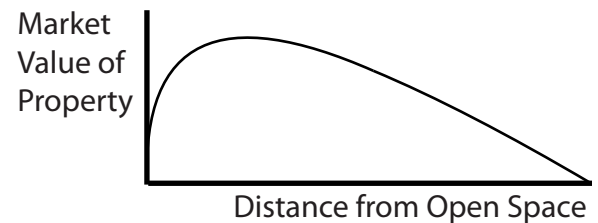
**Open Space.** The plan offers a concept for the redevelopment of the current Lennox Town Center site at the intersection of Kinnear Road and Olentangy River Road. The preferred use of the site is a chain of open spaces flanked by a collection of mixed-use buildings, a passive park, and a community garden facility.

**Land Use.** The land on the site is underutilized. Mixed-use development, added density, and positive outcomes for the existing nearby residential areas are the main focuses of the plan's land use recommendations.

**Urban Design.** Design guidelines for mixed-use development are incorporated to ensure the new development contributes to the overall attractiveness and economic vitality of the area. The main goal is to be proactive in recognizing that retail centers have a shelf life. To dramatically increase this shelf life remains the top priority in the plan's urban design recommendations.

**Transportation + Infrastructure.** Wide sidewalks, off-street bicycle ways, bicycle shelters, strategically placed bus stops, a parking garage, and on-street parking are recommended to increase safety and to connect the site to surrounding neighborhoods. The plan also recommends that remaining utility lines be buried underground.

### *The Proximate Principle + Open Space:*



Source: see pg. 11

**Weekend Market.** The plan recommends the adoption of a weekend market to promote the selling of locally-produced goods. Consumer demand for local products and organic produce is booming. The introduction of a weekend market is positioned to enhance the business models of the retail on site by drawing in larger crowds and activity.

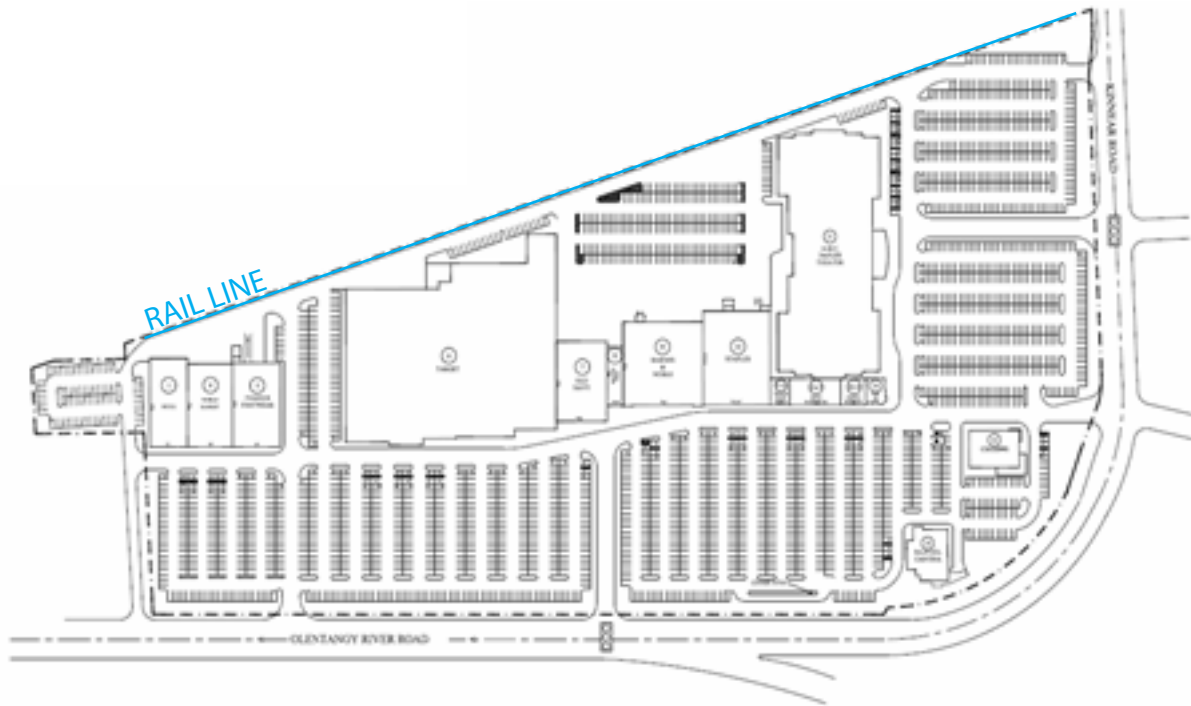
**Business Expansion.** The urban design and land use elements of the plan protect and expand the market exposure for businesses on site. The plan aims at rebranding the Lennox site as a retail, residential, and entertainment destination.





## Section 2

# Existing Conditions



### Section Highlights

- » The Lennox site is surrounded by a large consumer base with a diverse demographic body
- » The site is divided into land uses by an active rail line: shopping center retail (shown above) and industrial
- » The industrial land use sits right up against a residential area without any buffer present
- » The site lacks safe and easily accessible points of entry for pedestrians and bicyclists
- » Public input highlights a disconnect between the current site development and the everyday needs of the OSU student body

## Section 2

# Summary of Findings



Source: CASTO

### **Demographics.** Based on 2009 estimates:

- » 323,588 consumers live within 5 miles
- » The median age is 35 years with 26.7% of the population under 20
- » There are 132,528 households with an average household income of \$52,048. Households making over \$75,000 account for 24.2% of the area population
- » Renter occupied housing accounts for 41.4% of the housing within a 5 mile radius and 66.8% within one mile

### **Transportation.**

- » The planning area has excellent access to the highway system via SR 315
- » Olentangy River Road carries high traffic volumes
- » There are no bicycle facilities
- » Pedestrian and bicycle accessibility to site is difficult and unsafe
- » The site does have access to COTA bus transit, but the stops are sporadic and hidden

### **Urban Form.**

- » The Lennox Town Center site is characterized as a big-box strip mall development
- » The buildings are set back away from the roadways to allow for a 2,447 space surface parking lot
- » This type of development is impersonal and detached rather than reflecting the surrounding community
- » There is a lack of distinguishing features to serve as a gateway to the University View neighborhood behind the site

## Section 2

# Pedestrian + Bicycle Accessibility

**Safety.** Sidewalks are located on site, but connectivity is an issue. The only crosswalks exist at the intersect of King Avenue and Olentangy River Road. Bicycle infrastructure remains non-existent. This isolates Lennox from taking full advantage of the local bicycling initiatives set by the public and city. Any bicyclists attempting to travel in the area must exercise extreme caution.

**Traffic Volume.** The figure to the right uses color designations to illustrate traffic volumes during non-rush hour travel.

- **MODERATE.** Roadways where the speed and volume of traffic may present challenges, especially at peak hours. Suitable for bicyclists with intermediate skills.
- **POOR.** Roadways with a high volume of traffic or high speeds. Extreme caution should be used on these roadways. Suitable only for bicyclists with advanced skills.



Source: Mid-Ohio Regional Planning Commission (MORPC)



## Section 2

# Weaknesses v. Opportunities



**Weaknesses.** Lennox Town Center fails to maximize the spending power of its student consumer base. It fails to capture a slice of the OSU Game Day market share given its direct proximity to the Ohio Stadium. The land is underutilized. There is poor connectivity and a lack of multi-modal infrastructure.

Lennox Town Center fails to champion an identity of itself and a marketable image which can be used to compete with other prime retail destinations. Big box shopping centers have finite life expectancies. Most notably is the Columbus City Center [20 years].

v.

### Opportunities.

Lennox Square presents an opportunity to diversify the land use and to add density. The re-

development plan seeks to rebrand the site as a retail, residential, and entertainment destination. The result is an enhanced business model. It will positively affect the area through increased land values, tax revenues, and local market share. The Lennox Square model will immortalize retail centers. Lennox Square = proactive.



## Section 2

# Economic Assessment

Tenant	Annual Property Tax (2009)	Space (sq. ft.)	Accessed Acreage
AMC Movie Theaters	\$367,732.92	80,300	10.626
Target	\$306,196.32	134,640	8.735
Old Navy :: Beauty First Barnes & Noble Staples :: Cup'O Joe Bath & Body Works Men's Warehouse Johnny Rockets	\$237,461.20	78,733	9.322
Petco :: World Market Famous Footwear	\$116,737.80	41,450	4.571
Champs Brio/Bravo	\$120,565.26	17,790	2.483
<b>TOTAL:</b>	<b>\$1,148,693.50</b>	<b>352,913</b>	<b>35.737</b>

Source: Franklin County Auditor

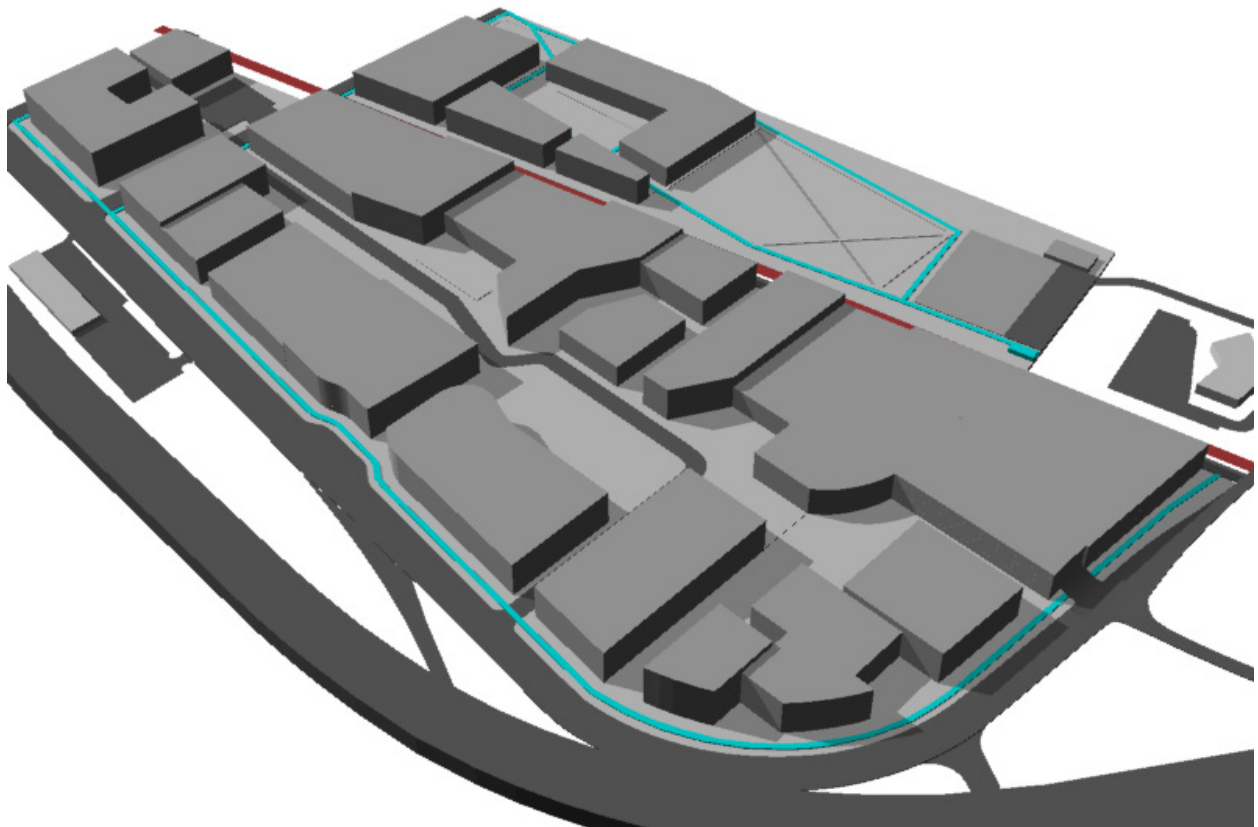
**Mixed-Use.** The figure below serves as a comparative model between the big box development of Lennox Town Center v. the mixed-use development of the South Campus Gateway. Both have exposure to the OSU market: one of the largest collegiate markets in the nation.

Measurement	Lennox Town Center	South Campus Gateway
Annual Tax Revenue (2009)	\$1,148,693.50	\$805,607.52
Accessed Acres	35.74	7.50
<b>Tax Revenue to Acre Ratio</b>	<b>\$32,142.98 per acre</b>	<b>\$107,414.34 per acre</b>
Entertainment/Retail Space	353,913 sq. ft.	225,000 sq. ft.
Residential Units	0	184
Parking	Surface lot: 2,447 spaces	Garage: 1,200 spaces
Parking Spaces per 1,000 sq. ft.	6.94 spaces	3.83 spaces
Market Value (2009)	\$32,502,900.00	\$57,100,100.00
Land Value (2009)	\$11,143,300.00	\$6,964,000.00
<b>Land Value to Acre Ratio</b>	<b>\$311,787.91</b>	<b>\$928,533.33</b>

Source: Franklin County Auditor

## Section 3

# Plan Recommendations



### Section Highlights

The Lennox Square Redevelopment Plan recommends the following:

- » Construct a chain of open spaces flanked by mixed-use buildings and a passive park to appreciate land values and provide a higher quality of life for the area residents
- » Foster a community garden and support a weekend market to enhance business model and create a symbol of community identity
- » Enhance sense of place by using urban design standards for redevelopment
- » Eliminate industrial land uses next to residential areas, while expanding the job market through retail and office land uses
- » Improve transportation system + connectivity for pedestrians, bicyclists, and transit users

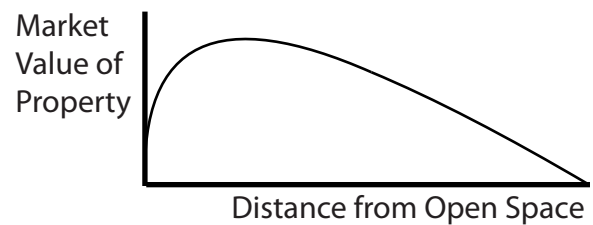


## Section 3

# Open Spaces

### The Proximate Principle.

Open space adds values to properties within a radius of influence, resulting in higher taxable property values. Land values also appreciate in value. This positive impact offsets the capital and operating costs. Recent studies using sophisticated techniques have confirmed the fundamental legitimacy of the proximate principle.



Source: *The Role of the Proximate Principle in the Emergence of Urban Parks in the United Kingdom and in the United States* (Crompton 2007)



## Section 3

# Weekend Market + Community Garden

**Competitive Advantage::** Weekend Market. Markets lend a competitive advantage over more conventional big box retail forms:

- » Consumer demand for locally-produced goods and organic produce is booming
- » Community connects with local farmers and producers
- » Rebuilds a sense of community
- » Quality v. quantity
- » One-on-one attention delivers high customer service satisfaction
- » Internal competition builds quality, variety, and keeps prices reasonable
- » Self-determination for local economy
- » Flexibility permits the ability to sustain many activities
- » Can be used as a marketing tool for site
- » Sell re-usable bags with Lennox Square logo for additional profit
- » Creates a symbol of community identity

**Benefits.** Gardens are economically beneficial to local municipalities, help beautify communities, provide recreation, and contribute to local food production

- » Developing and maintaining garden space is less costly than parkland area in part because they require little land
- » It has been shown to actually increase property values in the immediate vicinity where they are located
- » Add beauty to community and heighten people's awareness and appreciation of gardening
- » A 1995 Regional Plan Association poll of individuals nationwide found that the major components of a satisfactory quality of life are safe streets and access to greenery and open spaces
- » Provide areas for recreation and exercise
- » Local gardening conserves resources by shortening the commodity chain and saving on fuel demanded for transportation and packaging
- » Allow families and individuals without land of their own the opportunity to produce food for the household





## Section 3

# Urban Design Standards

### First-floor Retail + Entertainment.

- » Jobs
- » Retains market patrons and visitors
- » Capitalize on niche opportunities
- » Establish site as halfway meeting point for businesses [downtown v. suburbs]
- » Creates a space of relaxation and leisure
- » Off-street bicycle ways + shelters to promote safety and connectivity.
- » Adheres to the Columbus Bicentennial Bikeway Plan
- » Pedestrian-oriented to establish a health-conscious design and to provide a forum for social interaction
- » More efficient and centrally located transit stops

### Upper-level Residential.

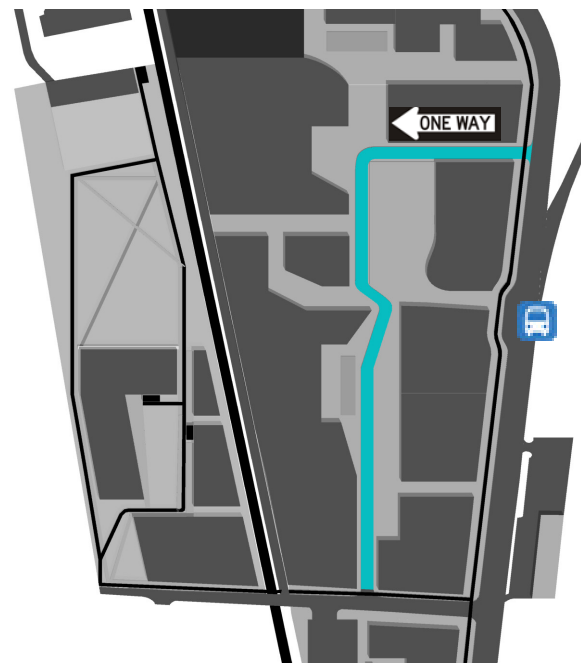
- » A built-in consumer base for the retail, entertainment, and weekend market
- » Housing demand from OSU campus
- » Targeted at graduate students and young professionals

### Upper-level Office Space.

- » Jobs
- » Direct access to SR 315
- » Easily accessible from Port Columbus International Airport
- » On-site retail and entertainment meet everyday needs of business activity

### Infrastructure.

- » Parking garage for automobile transportation



■ One-way automobile-friendly roadway with parallel parking on both sides



Proposed transit stop

## Section 4

# Plan Implementation

# LENNOX



### Section Highlights

- » The Lennox Square Redevelopment Plan calls for a commission entity to be formed in order to efficiently administer the implementation and progress
- » Community outreach, awareness, and education are essential to achieving the plan's goals
- » Revisions and amendments to the plan will be subject to a final checklist to ensure compatibility with the core values and main goals of this plan
- » The plan allows for the construction of the Lennox Square redevelopment to be undertaken in phases
- » Clinton Township, City of Columbus, and Franklin County must work together to successfully implement this plan

## Section 4

# Commission + Community

### Lennox Square Commission.

The most efficient and effective way to implement the Lennox Square Redevelopment Plan is through the active and unified advocacy of a site-specific commission. The commission will need to coordinate work and resources in conjunction with Clinton Township, the city of Columbus, Franklin County, and the other stakeholders. This includes, but is not limited to, the developer CASTO, the Fifth by Northwest Commission, the Central Ohio Transit Authority (COTA), local business and civic associations, development-related agencies, and social service agencies. The plan can be used to seek additional investment in the area, advocate for community issues, pursue grant funding, and guide capital improvement initiatives.

Major implementation elements include:

- » Community outreach, awareness, and education
- » Plan revisions and amendments
- » Redevelopment checklist
- » Phase-based development

### Core Values Checklist.

Yes    No

1. The final proposal is consistent with the land use plan (p. 4)

☐    ☐

2. Connectivity and safety for pedestrians, bicyclists, and transit users are improved (p. 7,13)

☐    ☐

3. Open space is incorporated and green space serves as a buffer between site and the University View residential area (p. 11-12)

☐    ☐

4. The final proposal supports a weekend market (p. 12)

☐    ☐

5. The final proposal is consistent with the urban design standards (p. 13)

☐    ☐

6. The final proposal allocates land for a community garden (p. 12)

☐    ☐

## Section 4

# Cost Assessment

Demolition Phase	Quantity	Cost per Unit	Total
Lennox Town Center	352,913 sq. ft.	\$0.56	\$196,022
Manufacturing	266,100 sq. ft.	\$0.56	\$149,021
Subtotal:			<b>\$345,043</b>

Construction Phase	Quantity	Cost per Unit	Total
Retail + Entertainment	971,872 sq. ft.	\$120	\$116,624,640
Office	1,588,196 sq. ft.	\$120	\$190,583,520
Residential	3,157,354 sq. ft.	\$90	\$284,161,860
Parking Garage	129,973 sq. ft.	\$42.37	\$27,536,400
Subtotal:			<b>\$618,906,390</b>

Source: m+a architects

Infrastructure	Quantity	Cost per Unit	Total
Off-street Bicycle Lane	1.42 miles (7,528 ft.)	\$705,556	\$1,001,889
Transit Shelters	2	\$5,000	\$10,000
Site Improvements	35 acres	\$250,000	\$8,750,000
Subtotal:			<b>\$9,761,889</b>

**Estimated Total: \$623,013,322**

## Mixed-Use Success in Columbus:

**South Campus Gateway.** This redevelopment project is the result of a partnership involving the Ohio State University and City of Columbus to improve the quality of life in the University District neighborhood. It stands as proof that mixed-use investments promote revitalization and economic vitality to urban communities.

- » Redevelopment Costs: \$154 million
- » Job Creation: 700 new jobs
- » Visitors Annually: 3.5 million
- » Visitor Spending: \$175 million

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