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BURNS, BERTSCH, AND HARRIS, INC.

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GROVE CITY

GROVE CITY **LAND USE ANALYSIS**

APPROVED BY CITY COUNCIL - SEPTEMBER 7, 1999

Land Use Analysis

Prepared for the City of Grove City
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Introduction

Study Assignment

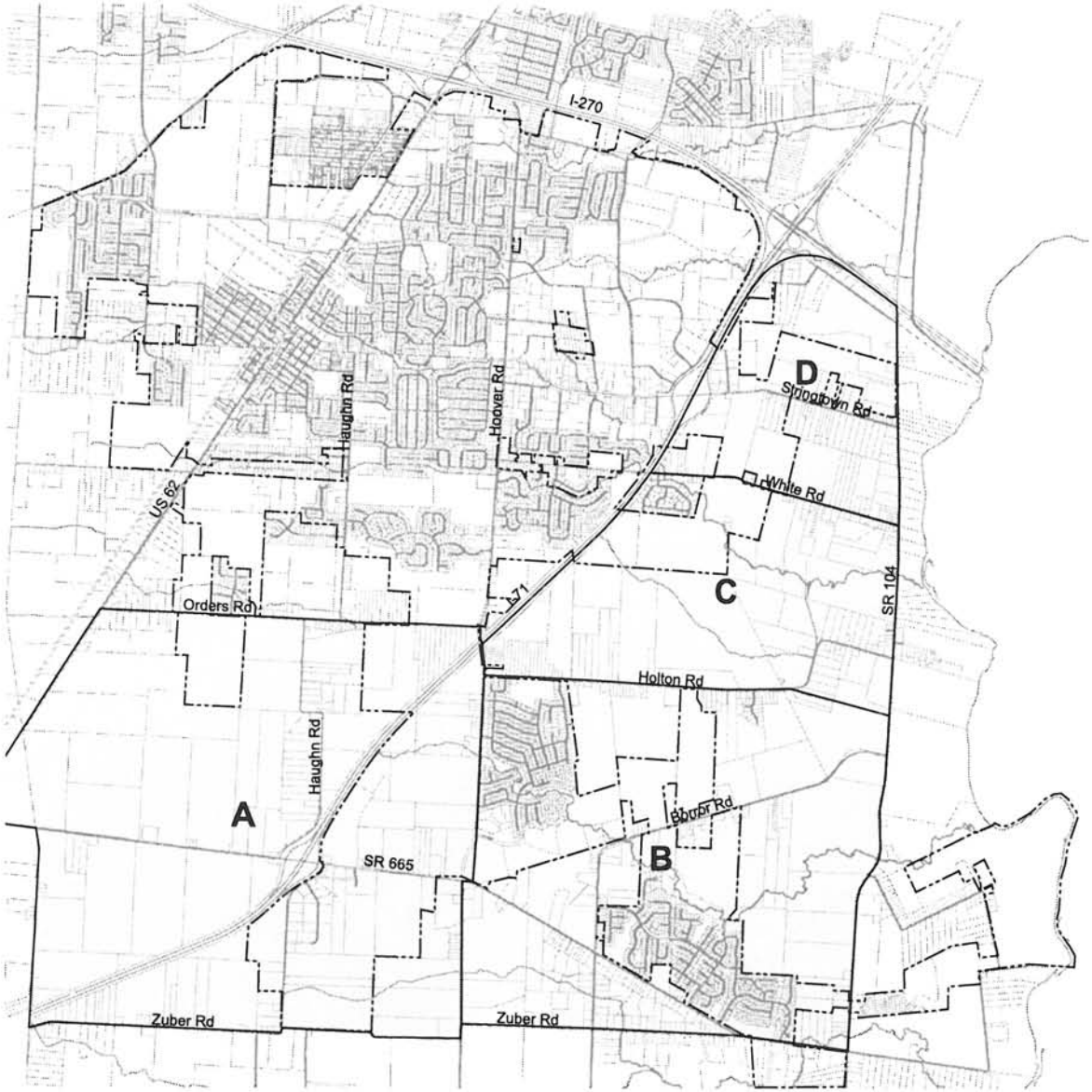
To conduct a planning study that will analyze existing local land use conditions and survey regional land use trends in order to provide Grove City with a strategic assessment of the types, general location and character of future land uses.

Study Process

- Demographic and Land Use Market Trend Analysis
- Development Asset and Liability Determination
- Goal Setting
- Assessment of "big picture" land use strategy concepts
- Land use recommendations

Study Outcomes

This study was prepared with the primary intent of providing Grove City decision makers with an analytic and rational basis on which to develop a consensus on the strategic direction the City must follow to insure that growth and development results in a "preferred" community and enhances community life. With an understanding and consensus on citywide land use concepts, the City decision makers will be well positioned to develop and implement specific development standards and capital plans that will result in a vibrant, healthy community. This study also makes specific recommendations the City may use to evaluate development proposals or to prepare detailed area plans for certain areas of the City.



The study area includes the land bounded by I-71, I-270, the Scioto River, and Zuber Road. It also includes the land bounded by Orders Road, I-71, London-Groveport Road, and U.S. 62.

The study area has been further subdivided into planning areas to permit more detailed analysis.

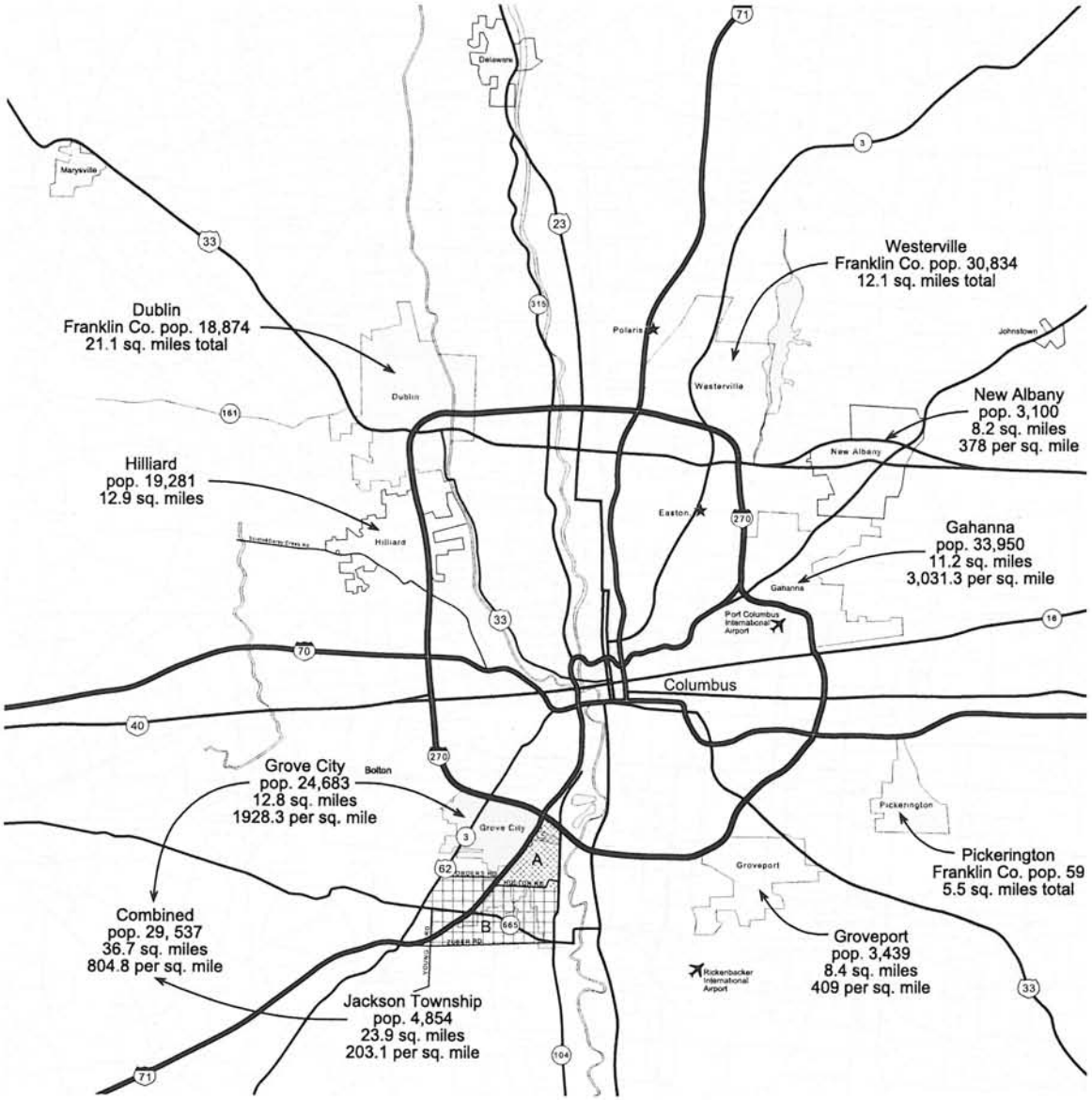
Regional Discussion

Grove City was founded in 1852 as part of Jackson Township. Population growth has been positive since 1960 when the population was 8,107. Mid-Ohio Regional Planning Commission (MORPC) estimates the 1998 population of Grove City to be 24,683. Population estimates prepared by MORPC project the Grove City population to be over 50,000 in the year 2020. Building permits for single family homes are expected to stay in the range of 250 to 300 per year.

Up until the late 1980's and early 1990's, development within Grove City was limited to the area surrounding the community core between Hoover Road and Broadway (U.S. 62). The retail commercial development along Broadway and Stringtown Road primarily serviced the existing community. The core community was weakly connected to the interstate roadways via Stringtown Road and Broadway (U.S. 62).

Beginning in the early nineties, the large parcels adjacent to I-71 and I-270 became prime real estate for commercial/industrial development. From 1993 to 1997 the value of non-residentil construction totaled 135 million dollars. The total of the previous ten years was just over 51 million dollars. Grove City is receiving its share of central Ohio growth, however, the community remains somewhat isolated from other growth areas of the county.

Major growth within the region has tended to be in the northern portion of the county, including the cities of Dublin, Worthington, and Westerville. The cities of Hilliard and Gahanna experienced increased growth beginning in the mid-eighties. The Village of New Albany and the developments of Polaris and Easton caused prime growth areas in the nineties. Growth and development in the southern areas of Franklin County, including Grove City, are likely to increase due to the fact that development sites within the central Ohio urban area are rapidly diminishing. Many more development sites will be considered for development to meet the needs of the expanding central Ohio economy. Grove City's excellent transportation attributes, available utilities, and strong community core well-positions the community to benefit from this trend by planning and creating sites for development that will enhance the community.


Dublin
Franklin Co. pop. 18,874
21.1 sq. miles total
Hilliard
pop. 19,281
12.9 sq. miles
Grove City
pop. 24,683
12.8 sq. miles
1928.3 per sq. mile
Combined
pop. 29, 537
36.7 sq. miles
804.8 per sq. mile
Jackson Township
pop. 4,854
23.9 sq. miles
203.1 per sq. mile
Westerville
Franklin Co. pop. 30,834
12.1 sq. miles total
New Albany
pop. 3,100
8.2 sq. miles
378 per sq. mile
Gahanna
pop. 33,950
11.2 sq. miles
3,031.3 per sq. mile
Pickerington
Franklin Co. pop. 59
5.5 sq. miles total
Groveport
pop. 3,439
8.4 sq. miles
409 per sq. mile
Columbus
Bolton
Delaware
Marysville
Polaris
Johnstown
Easton
Port Columbus International Airport
Rickenbacker International Airport
A
B

Land Use Market Analysis

Introduction

This section presents market trends and developer issues for each of the market driven uses to provide an analytical basis for future land use planning, as follows:

- Industrial
- Office
- Residential
- Retail
- Other

Existing Zoned Land Use

	Approximate Acres	Percentage
Industrial light, heavy, transportation, and P.U.D.	1,391	16.7%
Commercial service, retail, P.U.D. and central business district	849	10.2%
Community educational, service, recreational, and community facilities	1,376	16.5%
Single Family single family and P.U.D.	4,280	51.3%
Multi Family double, twin single, duplex, zero lot line	258	3.1%
Office professional services, medical, office, laboratory, and research	51	0.6%
Rural	130	1.6%

Land Use Market Analysis

Market Trends

Economy

The Columbus area offers a strong service-oriented economic base, educated work force and central location. The Columbus Metropolitan Statistical Area is a six county area consisting of Franklin, Delaware, Licking, Fairfield, Pickaway, and Madison counties, a land area of 3600 square miles. Columbus is within 500 miles of over 50% of the total U.S. population and over 50% of U.S. manufacturing facilities, as well. Service-based employment opportunities, as shown in the facing exhibit, strong interstate transportation systems, and urban amenities have fueled Columbus employment growth. Unemployment rates in the Columbus MSA and in Franklin County are at historic lows and almost always track below state and national unemployment rates.

According to Demographics USA 1996, published by CACI, a leading provider of geodemographic data, zip code 43123, which includes Grove City as well as other portions of southwestern Franklin County, currently has about 650 business establishments with employment of 8500 persons. About 62% of those jobs are considered to be white collar positions, though only about 10% are executive, managerial, or administrative. The Southwest Franklin County submarket fills 44% of its jobs with residents from within its boundaries, the highest percentage within Franklin County, according to a MORPC study.

Columbus Economic Trends

Columbus MSA Employment by Industry

Annual Average	1994	1998 (e)	Change, 1994-1998
Total Non-Agricultural Employment	755,900	834,900	+ 10.5%
Services	27.1%	28.4%	+ 1.3%
Wholesale/Retail Trade	26.4%	26.1%	- 0.3%
Government	17.6%	16.5%	- 1.1%
Manufacturing	12.2%	11.1%	- 1.1%
Finance, Insurance, Real Estate	8.4%	8.8%	+ 0.4%
Construction	3.8%	4.5%	+ 0.6%
Transportation, Public Utilities	4.3%	4.5%	+ 0.2%

Source: Ohio Bureau of Employment Services

Land Use Market Analysis

Market Trends

Demographics

The Columbus MSA has an estimated population of 1.5 million persons. Its strong economy continues to create jobs, which, in turn, drives population and household growth. Central Ohio is the most rapidly growing area in the State of Ohio. The Columbus MSA population is younger (due to The Ohio State University influence), better educated, more white collar, and more affluent than the national averages. Columbus shows a three-tiered pattern of growth: very high growth outside of the north I-270 outerbelt spilling into Delaware and Union Counties, moderate growth in the southern suburbs and northwest suburban area inside of I-270, and low growth or loss of households in the central city and radiating out to the I-270 outerbelt to the north and east. In terms of income, suburban northeast and northwest suburbs are most affluent, and central city, University, and northeast Columbus submarkets are lower income.

As shown in the facing exhibit, the demographic profile for Grove City is dependent on how a potential developer pulls demographics for "Grove City". Grove City, as defined by its city boundaries, has a rapidly growing affluent base of family households, an attractive market for neighborhood retailers such as grocery stores. Zip code 43123 includes households surrounding Grove City in southwestern Franklin County. Although the zip code market is larger than the Grove City market alone, it also picks up competition from the Glimcher shopping center development on I-270 at Georgesville Road. The suburban southwest Franklin County market, which would cover a regional retail trade area, includes the Hilltop and Franklin Township inside I-270 and south of I-270, in addition to Grove City and southwest Franklin County. Although this market definition includes 182,000 people and 71,400 households, the composition is diluted considerably with lower growth rates, fewer family households, lower incomes, and more retail competition.

Grove City was one of the fastest growing areas in the State of Ohio between 1990 and 1996, when its population grew by 22%, according to U.S. Census Bureau. Locally, it ranked behind Hilliard (+55%), Dublin (+46%), and Gahanna (+31%).

Local Demographic Trends

	Grove City	Zip Code 43123	SW Franklin County	Columbus MSA
Current Estimated Population (1996)	26,600	40,400	192,000	1,447,000
Annual Growth Rate (1990-1996)	5.3%	3.0%	0.7%	1.1%
Current Estimated Households (1996)	10,200	14,800	71,400	551,000
Population Density (1996)	2,630	640	1,260	460
% Family Households (1996)	79%	77%	71%	68%
Median Household Income (1996)	$42,700	$43,600	$32,800	$36,500
Annual Retail Spending in millions (1996)	$170	$250	$1,100	$6,700
Shopping Center Square Footage in millions (1996)	0.3	0.8	4.6	31.8
Shopping Center Square Footage Per Capita (1996)	13	22	24	22

Source: Claritas, Inc. Greater Columbus Chamber of Commerce, & Boulevard Strategies

Land Use Market Analysis

Market Trends

Industrial

In 1998, Columbus's industrial market absorbed 1.25 million square feet while leasing activity totaled 6.5 million square feet. This indicates a high percentage of "churn" in the Columbus industrial marketplace, with companies moving up to bigger and better locations. The vacancy rate in suburban markets stands at 6.5% while it is 10.0% downtown. This compares to a U.S. average of 6.7%. The southeast Franklin County submarket is the tightest within the Columbus market, according to Welsh Companies.

There is an inventory of 10 million square feet currently available in the Columbus industrial market, according to the Society of Industrial and Office Realtors. The association predicts less speculative construction of industrial and warehouse buildings in 1999. Development will focus on mid-sized buildings. Lease and sales prices should hold steady.

The lion's share of activity will be in newer bulk warehouses. A record year is anticipated in 1999. According to an SIOR official in Corrden, "The overall industrial market in Central Ohio is in pretty good shape. The biggest exception is some of the 15 to 25 year old buildings that do not have 28-foot clear heights, state-of-the-art sprinkler systems and tax abatements. They are at a 40 to 45 cent per square foot disadvantage to new buildings in the south end." Grove City continues to be the regional leader in industrial development, attracting significant industrial investment from major developers including Duke, Ruscilli, Metropolitan Life Insurance, Pizzuti, and ProLogis. Duke Realty Investments owns 1.1 million square feet in its Southpointe development off of Stringtown Road near I-71. Metropolitan Life Insurance has developed Gateway Business Park at Route 665 and I-71. It recently expanded The Gap by 80,000 square feet and is leasing Phase II. Ruscilli Construction Company is developing 230 acres on the west side of the Route 665 and I-71 intersection. Pizzuti recently completed major lease transactions with Nationwide Insurance (300,000 square feet) and Genco (263,000 square feet) in its 2.5 million square feet (and growing) South Park development. ProLogis has 1.2 million square feet of industrial space in its Capital Park South development at the intersection of I-270 and Route 62. Based on historic absorption trends, Grove City currently has an eight month supply of available industrial space according to ProLogis.

The Rickenbacker/Groveport area, Obetz and Canal Winchester also showed strong leasing activity in their industrial parks. In fact, the absorption of available zoned development ground with convenient access has been so strong that developers in some communities are being forced to consider secondary sites.

Columbus Industrial Market Trends

Buildings 100,000 SF & larger				Market Leasing Activity for the Year		
Submarket	**#**	**Total SF**	**Vacancy**	**1996**	**1997**	**1998**
NW	75	15,235,348	10.01%	1,802,366	738,291	1,750,755
NE	74	18,879,313	7.68%	998,478	777,424	825,882
SE	115	38,407,789	8.12%	1,884,939	1,845,345	1,882,750
SW	64	24,005,167	6.50%	1,672,377	2,325,615	1,632,337
CBD	15	3,489,881	1.72%	48,000	95,755	130,000
Columbus Market	343	100,017,498	7.71%	6,406,160	6,094,450	6,413,744

Source: Welsh Companies

Land Use Market Analysis

Market Trends

Office

Columbus has the sixth lowest office vacancy rate among 129 U.S. office markets at 3.3% (U.S. average = 8.8%). Lease rates downtown averaged $18 to $27 per square foot for Class A space and $18 to $22 per square foot in the suburbs, up slightly from 1997. Overall, Columbus had a net absorption of 1.4 million square feet in 1998. If that rate continues, the city has less than a year's available inventory remaining. About 2.1 million square feet of new office space is under construction, however. Much of the activity downtown is being sparked by the development of Nationwide Arena, COSI's new Whittier Peninsula, and other work along the riverfront. Suburban activity is hottest in Dublin (especially, surrounding Tuttle Crossing), Gahanna, Westerville (Polaris), New Albany, Worthington, and Easton in northeast Columbus. It is a landlord's market now -- vacancy rates are low and rents are escalating. But the pendulum may swing back as new construction outpaces absorption in upcoming years. Key trends include an increase in average tenant size, more employees per square foot, taller buildings, adaptive re-use projects in mature locations, more on-site parking, and more site selection influence on the part of human resources departments of office space users.

Grove City has relatively few office buildings to speak of, at present, much like its suburban neighbors. In fact, office construction, absorption, and vacancy rates are not tracked in markets south of I-70 because of a lack of activity. However, one general contractor/ builder, Maverick Builders, Inc., has plans for a three building Class A office campus north of Stringtown Road along I-71 in Grove City. Maverick Builders completed a four building Class B office park about eight years ago in Grove City along Stringtown Road.

Another developer is adding 20,000 square feet of office space to an existing 50,000 square feet of professional offices at Gantz Road and Stringtown Road. Also, it should be noted that certain projects classified as "industrial" such as Banana Republic and Nationwide contain a high percentage of "office flex" space that might be counted as office space in another market.

Columbus Office Market Trends

Submarket	#	Base SF	Vacancy Rate	Annual Net Absorption 1996	1997	1998
Downtown A	8	3,400,000	7.5%	(34,000)	25,000	141,000
Downtown B	11	3,000,000	3.6%	92,000	12,000	99,000
Suburban NE	28	2,500,000	7.3%	250,000	317,000	682,000
Suburban N	39	3,500,000	3.2%	49,000	124,000	316,000
Suburban NW	52	5,000,000	9.5%	528,000	124,000	442,000
Columbus Market	139	17,400,000	6.5%	885,000	602,000	1,680,000

* Buildings 40,000 square feet or more, multi-tenant

Source: Welsh Companies

Land Use Market Analysis

Market Trends

Residential

Single-family building permits were issued at a record pace in Franklin County in 1998. According to The Danter Company, however, there is a shortage of entry level single-family housing (i.e. under $120,000) and a glut of move-up and high-end housing in the Columbus market. Golf course-oriented developments in New Albany and Dublin and subdivisions near new high schools in Hilliard and Dublin are local hot spots. Emerging submarkets include Delaware County, Canal Winchester, Marysville, Johnstown, Pataskala, and Granville.

Grove City continues to be one of the most active housing markets within Central Ohio. In addition to its excellent location and high employment growth, Grove City's broad range of housing types attracted new residents to the area. Grove City's land prices are lower than other suburban communities, allowing for more home for the money. Grove City is also attracting more people relocating to the area rather than simply retaining those who already live there. Its downtown, low crime rate, infrastructure improvements, and sense of community are positive attributes for potential homeowners, as well as apartment dwellers.

Multi-family construction rose sharply in 1998 in Grove City with 232 versus 62 units in 1997. At the same time, multi-family construction in Columbus and in Franklin County dropped by 20-30% during 1998.

Columbus MSA Residential Market Trends

Community	1998 Single	1997 Single	1998 Multi	1997 Multi
Bexley	6	1	0	0
Canal Winchester	96	75	21	3
Columbus	2,929	2,665	3,719	5,535
Dublin	387	277	318	410
Franklin County	297	243	0	0
Gahanna	132	164	58	61
Grove City	**268**	**240**	**232**	**62**
Groveport	36	30	6	0
Hilliard	205	201	96	8
New Albany	95	100	0	0
Pickerington	198	201	0	0
Reynoldsburg	259	223	10	8
Upper Arlington	1	10	2	252
Westerville	86	116	31	12
Worthington	3	3	0	3
Total	4,998	4,549	4,620	6,344

Source: Business First of Columbus, February 18, 1998

Land Use Market Analysis

Market Trends

Retail

Changes at the ownership level are also impacting the mature strip center development business. Real estate investment trusts are buying community grocery-anchored centers in stable locations throughout Columbus. The transfer of shopping center properties to new owners totaled almost $300 million in 1998, according to Lorms & Belfrage, Inc., a local real estate appraisal company. On another front, Columbus's two strip center titans, The Don M. Casto Organization and R.J. Solove & Associates have formed a new company called Columbus Realty which has a portfolio of 35 local shopping centers totaling 15 million square feet of space, mostly in the Greater Columbus area.

The retail market in Greater Columbus is undergoing the greatest upheaval in its history. New mall projects at Easton, Polaris, and Tuttle are replacing City Center and Northland as the region's premier shopping centers. Big box national chains are locating in brand new centers and bigger freestanding boxes are shadowing sprawling suburban subdivisions.

Meanwhile, older centers along aging retail corridors (Morse Road, South Hamilton Road, West Broad Street, Route 161) and local chains (Sun TV) are going dark. Twelve million square feet of shopping square footage will be built in the 1990's in Greater Columbus versus 9 million in the 1980's and 4 million in the 1970's.

Compared to other Midwestern markets, Columbus is under-malled but over-stripped. That is, Columbus has only 4.1 square feet of enclosed mall space per capita versus 6.1 in Cleveland and 5.3 in Cincinnati. However, Columbus will leap to 6.0 square feet of mall space per capita in a few years when malls at Polaris and Easton are completed. This will place Columbus in the middle of the pack among Midwestern markets in terms of enclosed malls.

Greater Columbus has 18 square feet of strip center space per capita, or 20% more than the U.S. average. Strip center development has been driven by superstore competition in nearly every conceivable merchandise category, even pet food. Superstores offer a dominant assortment in a focused product category or group of related categories, at low prices in high tech stores that are several times larger than the conventional format in their respective merchandise lines. Each chain is racing to beat the competition as the market will only allow for one or two winners per category. They are opening brand new stores and leaving behind older, smaller locations. These dynamics are causing tremendous turmoil in the local shopping center industry even as the retail industry grows, in aggregate.

The hottest segment of Columbus retailing currently is dining and entertainment. The number of upscale restaurants (i.e. those accepting credit cards) increased by 27% and the number of movie screens increased by 45% between 1993 and 1998. Meanwhile, the Greater Columbus population grew by only 5% in the same time period. Even more, however, are on the way. Easton Town Center, scheduled to open in the summer of 1999, will feature more than 100 unique retail concepts, restaurants, and entertainment venues oriented toward leisure time activities, including a 30-screen Planet Movies cinema/restaurant complex. A planned mall at Polaris will include significant dining and entertainment components as well. New dining and entertainment districts are also being planned in the Arena and University Districts as spin-offs to new arenas. Other strong growing entertaining/dining clusters are found in the Short North and the Convention Center

District, the Brewery District, Crosswoods, North Hamilton Road, Olentangy River Road, and Mill Run.

There are four shopping centers in Grove City of at least 30,000 square feet, including Derby Square, Grove City Plaza, and Eastgrove Shopping Center on Stringtown Road and Broadway Center at the intersection of Broadway and Southwest Boulevard. Derby Square, owned by Continental Real Estate Co. is anchored by Big Bear and Grove City Plaza is anchored by Kroger. Both centers are of early 80's vintage. Much older are Eastgrove Shopping Center, anchored by Odd Lots and Broadway Center, anchored by Family Dollar. Both of these centers suffer high vacancy rates. There is also an older freestanding K-Mart on Stringtown Road. Grove City also boasts one of mid-Ohio's more vibrant downtown boulevards and an active merchants association. A public plaza has been developed to create a downtown square.

Competition for Grove City households' retail expenditures primarily comes from the large cluster of shopping centers and freestanding superstores and restaurants surrounding Westland Mall, Georgesville Square at Georgesville Road and I-270, and Great Southern and Southland Shopping Centers on South High Street. Westland Mall is currently having problems with the loss of J.C. Penney and other vacancies but has a prime location for future redevelopment if sold. There are several large strip centers and power centers featuring big box retailers of all types. West Broad Street is one of Greater Columbus's largest, but oldest, retail concentrations. Georgesville Square is a multiphase power center project along the southern edge of I-270 east of Georgesville Road. Kroger, Lowe's, and a multi-screen cinema and several restaurants opened in the first phase of what will eventually be a 600,000 square foot center on 102 acres. Wal-Mart recently opened at Great Southern Shopping Center.
Many retailers are seeking locations in southwestern Franklin County, in general, and Grove City, specifically. Meijer has reportedly been looking for a Grove City site and Kroger has proposed a new 55,000 square foot superstore at the intersection of State Route 665 and Hoover Road. Also, the struggles of Westland Mall coupled with continued growth in southwestern Franklin County (including Grove City) may inspire development of a new regional mall or a major redevelopment of Westland Mall.

Columbus MSA Retail Trends

Zone	No. of Shopping Centers	Total GLA (Millions)	Median Year Opened	Estimated S.C. GLA Per Capita
Franklin County				
Central	11	2.1	1973	9.2
Northwest	44	6.5	1985	28.5
Northeast	41	6.1	1978	35.3
East	39	6.1	1976	26.7
West	20	4.1	1968	21.8
Delaware, Licking Counties	12	1.9	1986	9.0
Fairfield/Madison/Pickaway Counties	10	1.6	1984	8.0
TOTAL MSA	177	28.4	1980	19.8

*Shopping Centers of 30,000 square feet or more

Source: Boulevard Strategies, 1996

Columbus Retail Trends

	Upscale Restaurants*	Movie Screens	Population**
1993	322	157	1.07 million
1998	408	227	1.12 million
% change (1993-1998)	27%	45%	5%

* Restaurants that accept American Express, Diners Club, or other dining/entertainment credit cards

** Franklin and Delaware Counties

Source: Columbus Monthly Guide to Dining, 1998, 1993, Columbus Dispatch movie listings, Ohio Department of Development, and Boulevard Strategies

Southwestern Franklin County Shopping Centers

Name of Center/Store	GLA (sq. ft.)	Year Opened	Location	Anchors
Westland Mall	861,960	1969	West Broad Street	Lazarus, Sears, Staples
Great Western Shopping Center	633,219	1955	West Broad Street	Home Quarters, Schottensteins, Value City
Great Southern Shopping Center	440,387	1957	South High Street	Kroger, Big Bear, Wal-Mart
Consumer Square West	351,000	1988	West Broad Street	Target, Drug Emporium, Office Max
Southwest Square	240,000	1987	Harrisburg Pike	Kroger
Lincoln Village Plaza	213,338	1967	West Broad Street	Big Bear, Heilig-Myers
Central Point Shopping Center	168,109	1951	West Mound Street	Big Bear
Big Bear Center at Central Point	147,194	1967	West Mound Street	Big Bear
West Broad Plaza*	141,482	1987	West Broad Street	Phar Mor, TJ Maxx
West Broad Plaza*	134,644	1970	West Broad Street	Kohl's, Ben Franklin
National Road Plaza	120,000 (est.)	1977	West Broad Street	K-Mart
Derby Square	100,000 (est.)	N/A	Stringtown Road	Big Bear
Grove City Plaza	90,000 (est.)	N/A	Stringtown Road	Kroger
Broadway Center	86,370	1962	Broadway & Southwest Blvd.	Family Dollar
Westland Square	75,000	1987	West Broad Street	CVS, Hollywood Video
Demorest Road Shopping Center	72,000	1960	Demorest Road	CVS
Unnamed - Sullivant Avenue	67,487	1959	Sullivant Avenue	Big Bear
Northern Plaza	49,100	1975	West Broad Street	Kroger
Eastgrove Shopping Center	45,746	N/A	Stringtown Road	Odd Lots
Franklin Square	34,010	N/A	West Broad Street	CVS
Freestanding Large Scale Stores				
Media Play			West Broad Street	
Service Merchandise			West Broad Street	
Toys 'R Us/Kids 'R Us			West Broad Street	
Sun TV			West Broad Street	
Meijer			Georgesville Road	
K-Mart			Stringtown Road	
K-Mart			South High Street	

* There are two West Broad Plazas located at virtually the same intersection; #9 is anchored by Phar-Mor and TJ Maxx, while #10 consists of Kohl's and Ben Franklin

Source: Boulevard Strategies

Land Use Market Analysis

Market Trends

Other

Beulah Park, a thoroughbred track, and Scioto Downs, which features harness racing are located in Grove City and attract visitors to the City from all the mid-Ohio regions and beyond. Beulah Park celebrated its 75th anniversary last summer. Beulah Park attracts thousands of people to Grove City each year.

Hotel rooms surged in Franklin County between 1996 and 1998 from 15,700 to 18,250, an increase of 16.3%, including the new Adam's Mark Hotel, additions to the Crowne Plaza Hotel, and two new Marriotts. The airport, downtown, and I-270 outerbelt markets are all active. The airport market has an occupancy rate of 98% and the downtown market has an occupancy rate of 70%; both should be able to absorb more rooms without too much harm, as convention business is bringing more people to Columbus from out of town. Average daily rates for the market as a whole increased to $61 from $57 between 1996 and 1997 as occupancy remained high (67%). This has encouraged new development. However, hotel developers may overrespond to market demand.

A new hotel is planned for Jackpot Road, north of Stringtown Road, in Grove City. Gateway Plaza Hotel, will be sixth on the street, and the largest with 106 rooms. A new Holiday Inn Express is also planned.

These hotels follow on the heels of rapid expansion of rooms in Grove City from 1995 to 1998.

Land Use Market Analysis

Developer Issues

Attribute Ratings

The consulting team conducted one-on-one interviews with real estate developers, realtors, public utility executives familiar with the Grove City real estate market to provide us with their responses to a series of questions regarding the potential market for various land use types in Grove City.

As shown in the facing exhibit, Grove City, compared to other Central Ohio communities, leads the pack in highway accessibility and transportation of goods costs. It is second only to Columbus for numbers of available entry level workers and real estate costs. Site availability is fair but not as many quality sites as Obetz and Westerville can offer. Its weaknesses relative to other communities are perceptions of recreation and cultural resources and overall image.

Attributes	Grove City's Position in the Pack	Leader of the Pack
Highway Accessibility	leader	Grove City
Transportation of Goods Cost	leader	Grove City
Access to Entry Level Workers	front	Columbus
Real Estate Costs	front	Columbus
Housing Prices	front to middle	No Consensus
Suitability of Available Sites	front to middle	Obetz, Westerville
Access to Higher Skilled Workers	middle	Columbus, Dublin
Quality of Schools	middle	Upper Arlington
Recreational & Cultural Resources	middle to back	Columbus
Image	back	Dublin
OVERALL	front to middle	Columbus

Source: Developer/Realtor/Utility Interviews

Developer Issues

Strengths and Weaknesses of Grove City

The same group of developers, realtors, and utility executives were asked to list the top three strengths and top three weaknesses of Grove City's business environment. Interestingly, as shown in the facing exhibit, many of Grove City's strengths and weaknesses are two sides of the same coin:

- It is unanimously agreed that Grove City's strategic location at I-270 and I-71 and proximity to downtown Columbus, make up its No. 1 strength.

  However, Grove City's great location also attracts activity which begets traffic bottlenecks at certain intersections

- The development community senses a receptiveness to new development from the City administration. On the other hand, it is encountering an increasing anti-growth sentiment among residents and City Council on recent proposals.

- Generally, land availability is a strength in Grove City and should continue to be available as annexation, infrastructure, and development continue southward and eastward. To the south, there is a landfill along a development growth corridor that will need to be addressed. Also, infrastructure costs will escalate if uncontrolled sprawl is allowed to occur.

- Grove City is perceived by the development community to have high taxes but also willing to give generous tax incentives for the desirable projects.

- Grove City is the clearly recognized Central Ohio leader in industrial and distribution uses. This is an enviable strength. The flip side of this image is that many see Grove City only in terms of industrial and distribution uses. Also, Grove City has intense competition from outside development (Rickenbacker, Obetz, Groveport, and many others). On the retail side, Grove City is a less desirable location than Georgesville Square for big box retail, as Georgesville Square's visibility and location on I-270, and centrality with the southwest Franklin County quadrant give it an edge as a regional draw.

Developer's Perceptions of Grove City

Strengths	Weaknesses
Location, location, location	Transportation bottlenecks
Receptiveness to new development from administration	Anti-growth sentiment among residents and City Council
Land Availability	Landfill in path of growth Infrastructure costs due to sprawl
Labor Availability	
Tax Incentive Availability	High taxes
Image/track record in industrial & distribution	Blue collar image Competition from outside development (Glimcher, Rickenbacker, Obetz, Groveport, etc.) Lack of executive housing Weak demographics for big box retail

Source: Developer/Realtor/Utility Interviews

Land Use Market Analysis

Developer Issues

Land Use Market Potential in Grove City

The market potential for warehouse/flex space in Grove City is "excellent" according to developers, realtors, and utility executives interviewed. Grove City has an outstanding location for such uses and there are no current obstacles to more development of this type of space. Industrial uses have "good to excellent" market potential if land can be assembled into meaningful sites and issues regarding the landfill are addressed. Some developers, however, find that local residents do not want any more industrial development in Grove City.

The market potential for housing is "good," according to those interviewed, for both single-family and multi-family residential development. Obstacles for single-family housing growth include negative image of community by some people, currently overcrowded schools, affordability of expensive new homes for local workers, and buffering from industrial uses (see above). Barriers to multi-family residential development include negative attitudes in some parts of the community toward apartments and lack of proper zoning to allow for higher density uses on many sites that are suitable for multi-family development.

The market potential for retail uses is rated as "okay to good". There are several market-related obstacles for big box retailers considering Grove City locations - not enough rooftops/density in Grove City itself, unproven ability for Grove City retailers to pull beyond Grove City, competition from Glimcher site at Georgesville Road. A few developers have encountered a challenging development environment in Grove City.

The real estate community sampled was lukewarm about research and development and office uses in Grove City. The current image of Grove City is not attractive to users in these categories. In the case of potential office uses, Grove City is perceived to lack supporting amenities such as executive housing, sit-down restaurants, business services suppliers, and community, recreational, and shopping amenities. In the case of potential research and development uses, Grove City is not close to any institutions of higher learning and does not have a high percentage of college-educated adults. Both types of land uses will require special programs (incubators, for example), tax/financial assistance, and infrastructure construction to attract users. Office uses will need to occur before research and development uses will find Grove City attractive.

Land Use Type	Market Potential Rating by Developers	Obstacles to Overcome/Improvements Needed
Warehouse/Flex Space	excellent	None
Industrial	good to excellent	Land assembly Land fill Negative attitude towards industrial uses
Single-Family Housing	good	Community image Overcrowded schools Affordability for local workers Buffering from industrial uses
Multi-Family Housing	good	Higher density zoning needed Negative attitude towards multi-family development
Retail	okay to good	More rooftops/density Fewer restrictions on developers Prove ability to draw beyond Grove City Competition from Glimcher at Georgesville Road
Research & Development	okay	Need office first Lack of proximity to institutions of higher learning Education levels of local work force too low Community image May require incubator program
Office	below average	Community image Quality of life issues Image as distribution center Lack of executive housing Lack of services/sit-down restaurants Incentives/tax abatements/build infrastructure
Other potential uses mentioned:		Hotel/Motel, Travel/Tourism, Stadium, Outdoor Parks/Recreational Facilities, Education Facilities, Medical

Source: Developer/Realty/Utility Interviews

Developer Issues

Suggestions for Improvement

Each interviewee was asked what the Grove City government and community could do to assist them. As shown in the facing exhibit, financial assistance is not the only type of assistance that developers seek. They also seek marketing assistance in the form of image improvements and in selling projects to prospects and the community. Developers also ask that the Grove City government and community be realistic about what the market will bear, particularly, in terms of office and high-end residential development.

Developer's Suggestions for how Grove City government/community could assist them:

Be creative with partnering, tax incentives, infrastructure financing, economic development tools

Promote a unique image for Grove City

Help us market our products to prospects

Assist with community acceptance of new businesses and projects

Be realistic about what the market will bear

Source: Developer/Realtor/Utility Interviews

Land Use Strategy Development

The preceding analysis has demonstrated that specific forces, trends and conditions are "driving" public and private land use decisions that will impact the Grove City community. The strong central Ohio economy is evidence that the focus of change will be ongoing and persistent. The public's ability to control and shape growth and change is limited under the law and is further limited by the amount of competition that exists for desirable developments.

The successful land use plan will be founded upon a community's vision for the future. The strategy to take the community plan from where it is to where it wants to be will incorporate varying degrees of public intervention measures in the development market. The degree of public intervention will be based on a perception of how the community may change and the community's need to either accommodate positive and desired trends or to guard against unwanted threats to preferred community development. A planning strategy that is totally oblivious to the forces of change is likely to fail. Likewise, a strategy that is not based on the desires of the community will also fail.

The next section of this study assesses the community's ability to affect change by identifying strengths and weaknesses associated with the City's development potential. The section that follows establishes the goals the City expects to accomplish. Land use planning strategies will then be tested and evaluated agains Grove City's capacity for change and an assessment of the community's ability to maintain what residents now consider to be a good quality of life.

Strategic Planning Findings

Strengths/Opportunities

- Strong community core - something to be celebrated and enhanced
  - High density
  - Parks
  - Schools
  - Pedestrian orientation
  - Connected to historic center
  - County seat (without the seat)

- Beautiful countryside - great association with the community
  - Scioto River
  - Darby watershed
  - Horse country

- Scenic river corridor
  - New foothold on the river
  - Image for attractive development

- Part of a strong central Ohio economy
  - Grove City can rely on a share of that growth and could potentially increase its share

- Reliable growth rate/steady development market
  - Growth rate is reasonably managed

- Reasonable balance of existing land uses
  - Good balance of revenue to non-revenue producing uses

- Excellent transportation hub
  - Three interchanges

- Excellent utilities
  - Most currently exist

- Stronger Schools
  - New building program will peak interest

Weaknesses/Constraints

- Weak market for corporate offices
  - Corporate offices generally locate in high income areas
  - There will be much uncertainty in planning for office land uses

- Grove City is at the edge of the retail market area
  - Retail uses are presently locating near the center of the market area
  - There will be much uncertainty in planning for retail land uses

- Empty storefronts along Stringtown Road
  - Some buildings are a little old and a little tired - likely need for redevelopment

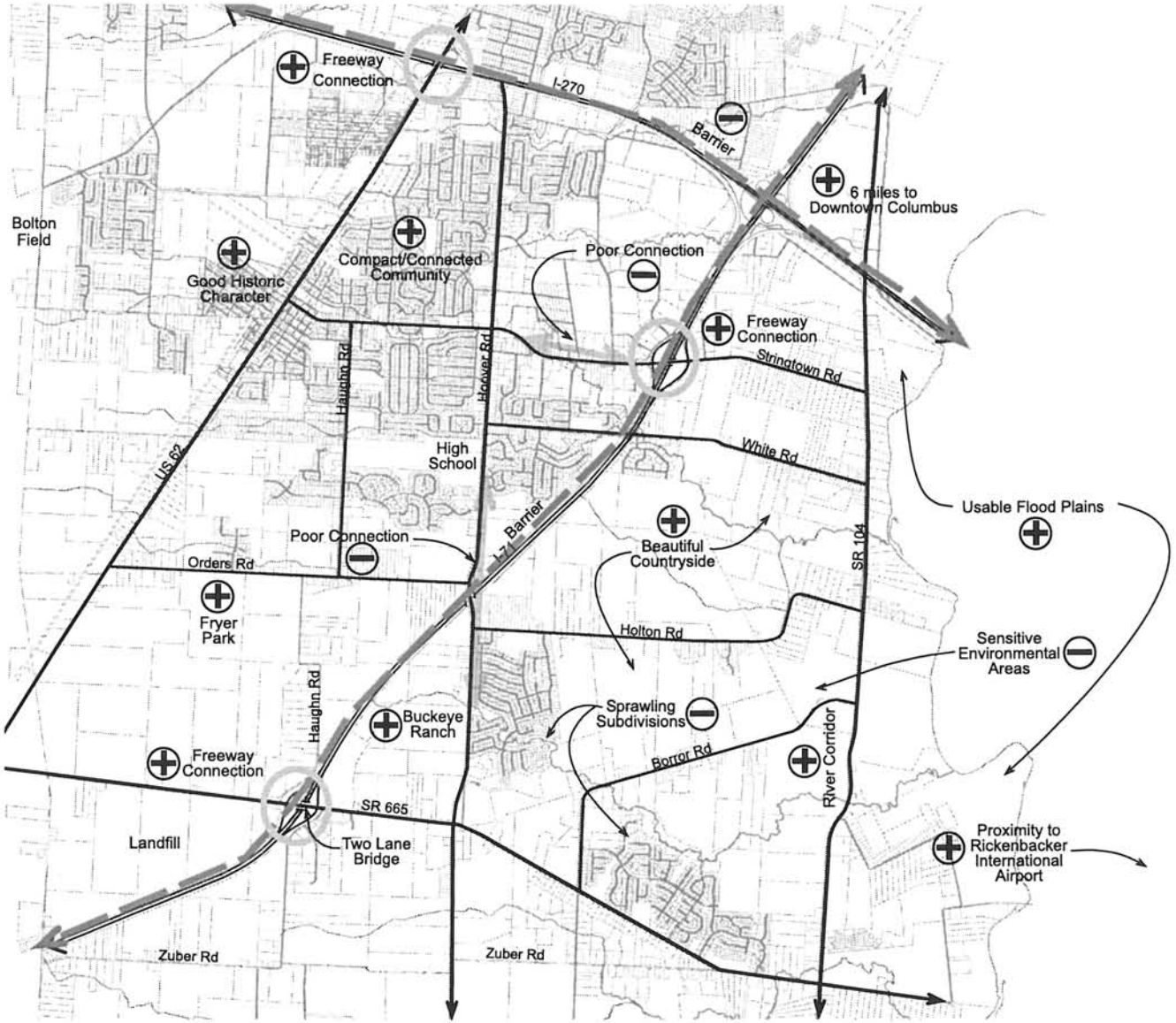
- I-71 is a major barrier/edge
  - Currently creates two different worlds - community core on the east and countryside on the west
  - The east and west sides of the freeway are not well-connected
  - New development may not contribute to enhanced image of whole community
  - Should development create new image or enhance what exists?

- Residential developments between Hoover Road and Jackson Pike have not contributed to an enhanced image of the community

- Framework of street and open spaces not readily apparent
  - The connections to the community core are weak and are in some cases unattractive
  - The core community is hidden from the major streets

- Few sites for major economic development purposes
  - No place to accommodate large uses
  - Warehouse/flex spaces must be directed to appropriate locations

- Development market not strong enough for developers to invest in long-term ventures
  - Land will be "taken down" in small increments
  - Little willingness to hold land for future use
  - Public improvements will be in only as immediately
  - There will be difficulty in getting developers to participate in long-term plans for community preferences


Freeway Connection
I-270
Barrier
6 miles to Downtown Columbus
Bolton Field
Good Historic Character
Compact/Connected Community
Poor Connection
Freeway Connection
Stringtown Rd
Haughn Rd
Hoover Rd
US 62
High School
White Rd
Usable Flood Plains
Poor Connection
I-71 Barrier
Beautiful Countryside
SR 104
Orders Rd
Fryer Park
Holton Rd
Sensitive Environmental Areas
Haughn Rd
Buckeye Ranch
Sprawling Subdivisions
Freeway Connection
Borror Rd
River Corridor
SR 665
Landfill
Two Lane Bridge
Proximity to Rickenbacker International Airport
Zuber Rd
Zuber Rd

Land Use Evaluative Criteria

The highest and best land uses from the public perspective are those that permit the City to achieve multiple citywide goals.

- Protects Grove City's unique environmental setting
- Preserves and protects the quality of residential life
- Ensures the adequate supply of suitable land for economic development needs
- Promotes the development of diversified economic base
- Promotes harmonious high quality development
- Maintains a healthy vibrant community
- Enhances the internal and external image of the City

Land Use Strategy Alternatives

Three big picture land use strategy alternatives have been developed in consideration of the trends, conditions and issues faced by the municipality. The alternatives range from an extremely selective growth strategy that is intensely dependent upon private sector initiative and market conditions, to one that is extremely aggressive, making the bold actions of the City the catalyst for desired development.

Grove City, like all cities, is in a fight for economic survival. By the same token this quest for economic development cannot come at the expense of the quality of residential life within the existing or future community. An adopted planning strategy considers the importance of both sectors of the community by identifying and accommodating opportunity and by mitigating negative impacts.

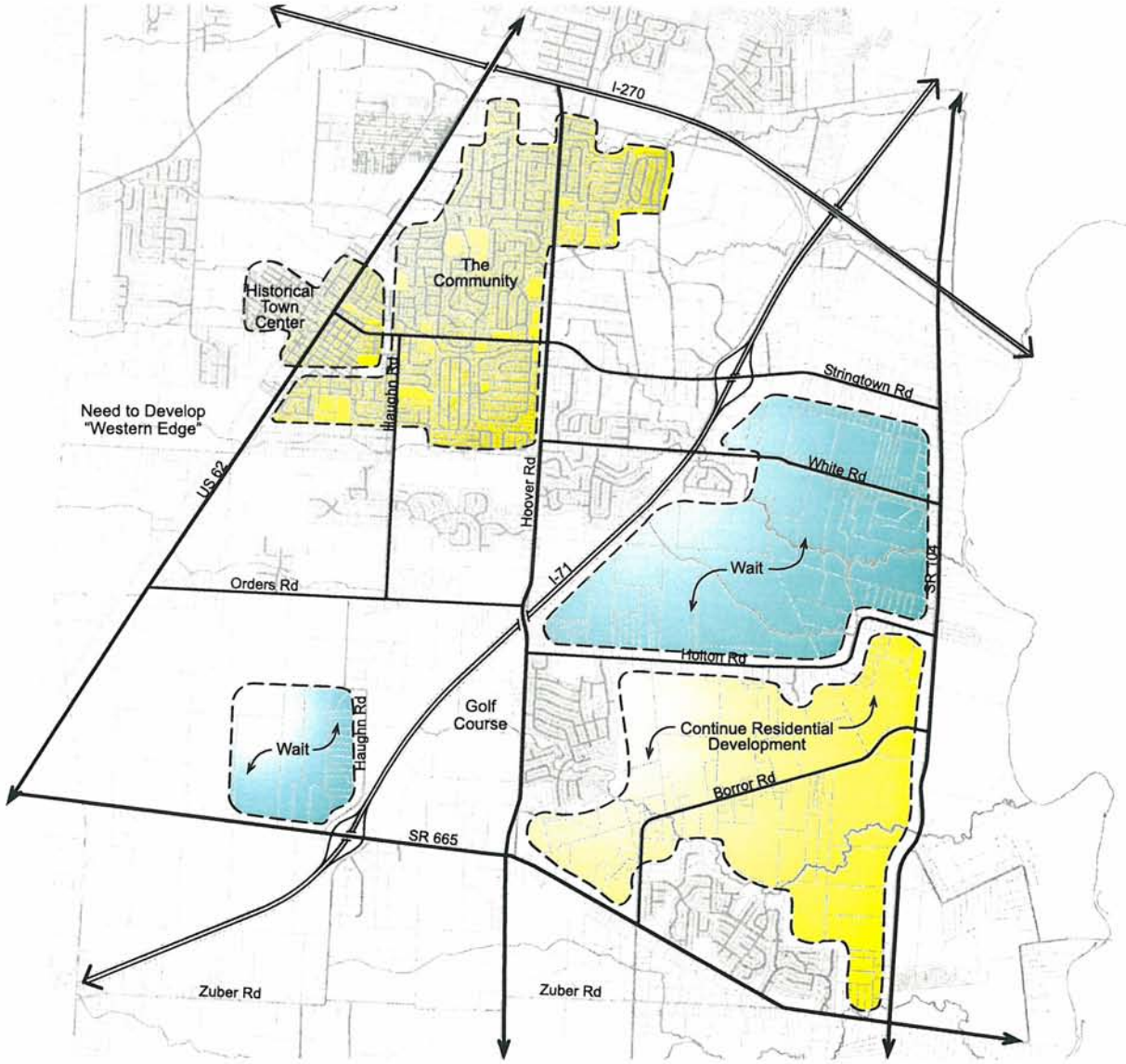
Evaluating and testing of these extreme strategies reveals that the strategy most likely to achieve the goals of the City, given its present ability to affect change, is a strategy that balances the development of market driven land uses in some areas with the ability to either wait for the development market to ripen for new land uses, to enhance existing areas and/or to deliberately affect the character and form of development in pristine and environmentally sensitive areas. Such development planning strategy does not give up some areas for the sake of other areas. Nor is it all things to all people. An adopted land use strategy will permit the City to focus on developing consistent development standards and guidelines that will require development in all segments to be the best it can be.

The Wait Strategy

This strategy assumes that Grove City is in a position to pick and choose the type of development that will occur within the City. The City will plan and promote the preferred growth of corporate office and large residential lots and wait for central Ohio growth to produce demand. Rezonings and annexations will be on hold until there are commitments for specific desirable projects in all areas of the City. Direct all economic development efforts toward corporate office development. Identify areas for executive housing.

Strategy Implications:

- Fragile - the development/political pressure will increase. When will the dam burst?
- Potentially branded as a no growth community
- The preferred uses may never materialize
- The development market is not strong enough to complete the big picture
- The City may lose needed economic development revenue in the short run
- The City of Columbus may expand to meet the growth demands
- Development pressure will increase within the Township


I-270
The Community
Historical Town Center
Haughn Rd
Need to Develop "Western Edge"
US 62
Hoover Rd
Stringtown Rd
White Rd
Wait
Orders Rd
I-71
SR 104
Hotton Rd
Golf Course
Wait
Haughn Rd
Continue Residential Development
Borror Rd
SR 665
Zuber Rd
Zuber Rd

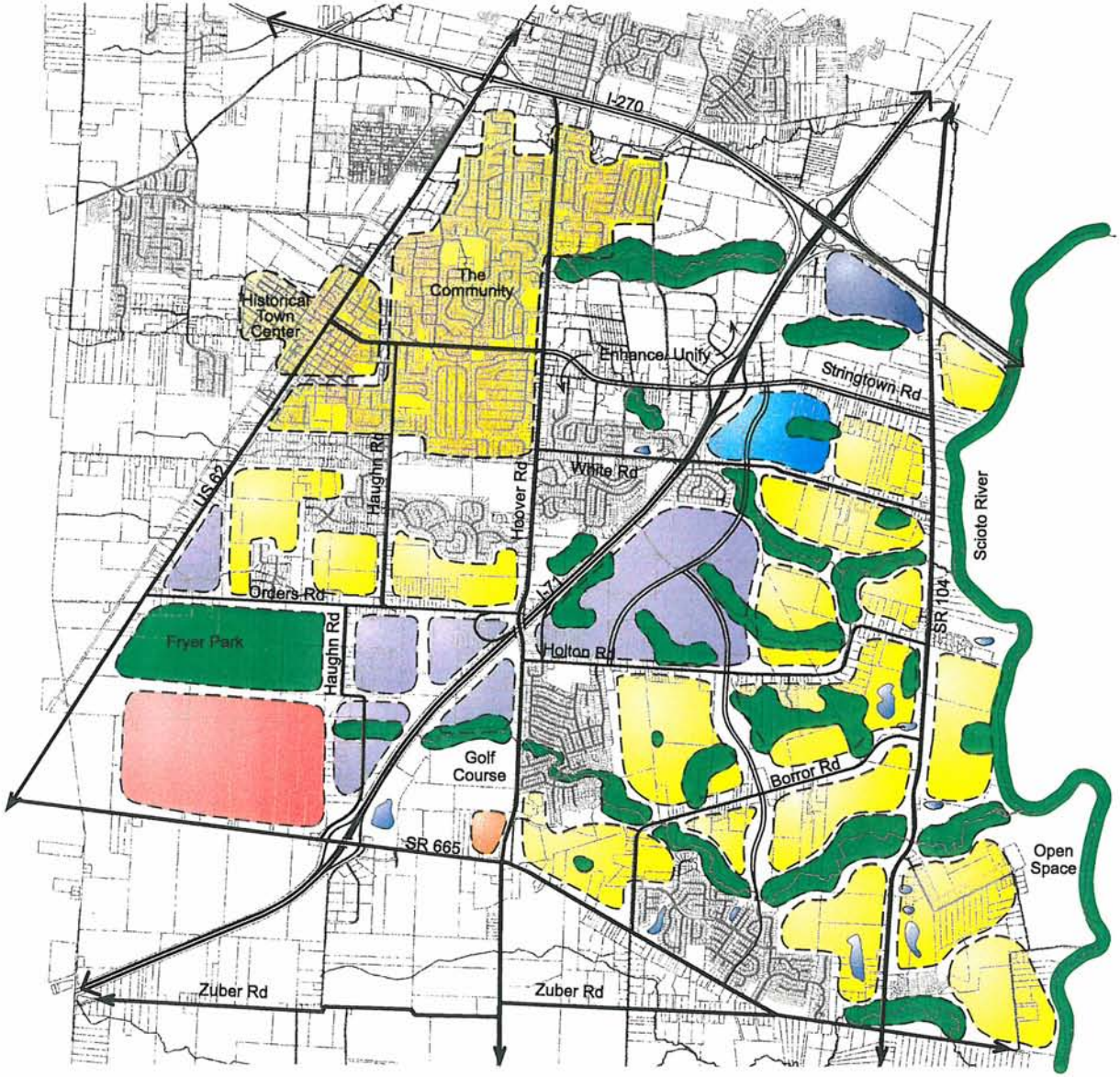
The Bold Move Strategy

This strategy assumes that Grove City has the opportunity to appreciatively overcome any perceived weaknesses in the development market and affect the type and timing of development. While there are still larger tracts of vacant land, this strategy will develop market demand for development sites by virtue of major capital improvements. The City will become the catalyst for specific types of development by providing needed infrastructure (interchange and roads). For residential development this may be a golf course or an equestrian center, among other things.

Strategy Implications:

- The improvements will be expensive
- Major change may not be perceived as a benefit to existing residents
- The improvement will be designed to create an instant brand and image
- Implementation will require private partnership

Grove City Land Use Analysis
Bold Strategy



Legend

- Retail Center
- Commerce
- Single Family-Conservation Development
- Park/ Open Space
- Corporate Office
- Mixed Uses

NBBJ

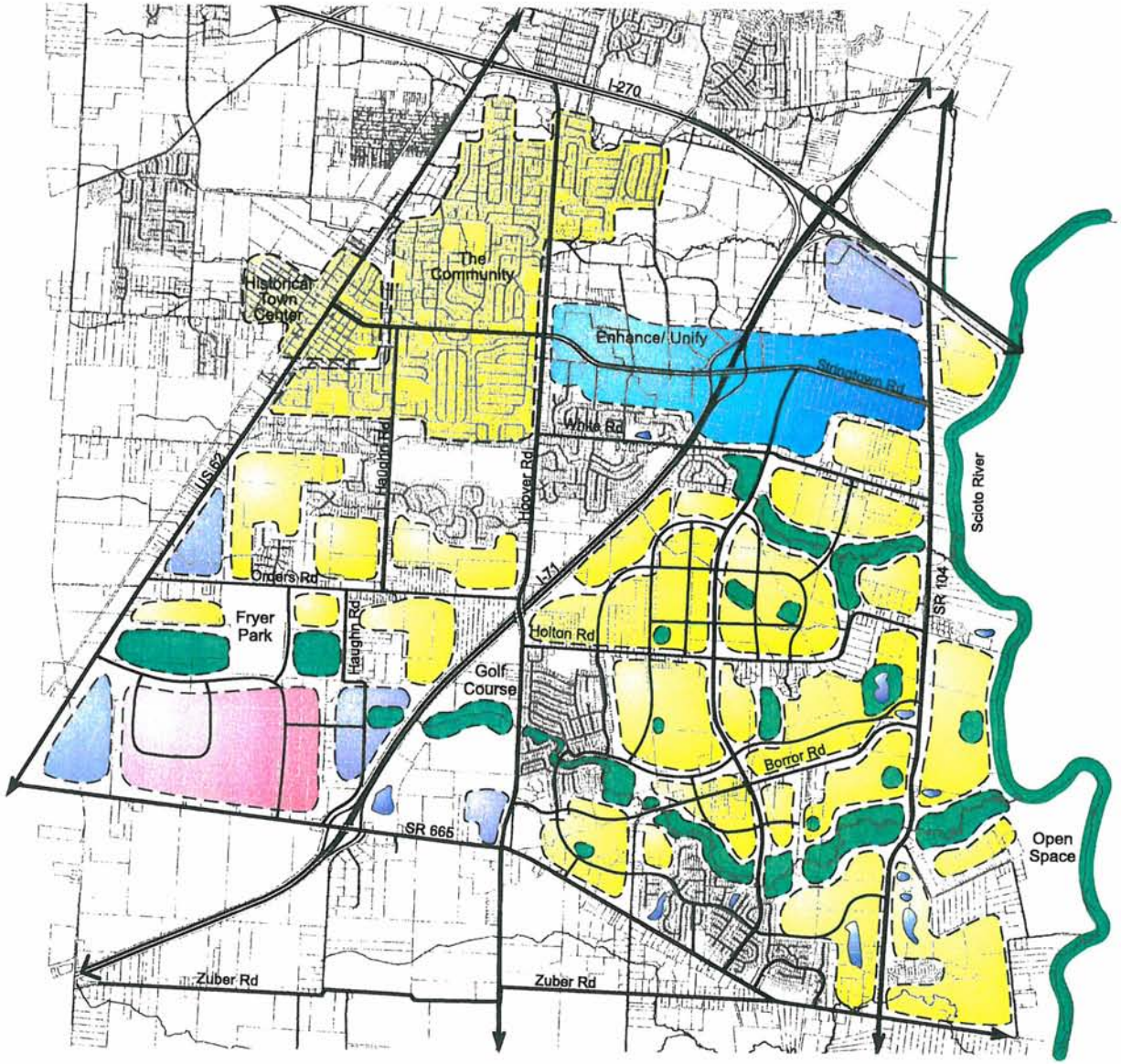
The Balanced Strategy

This is a comprehensive planning strategy that balances planning efforts and capital resources throughout the City. It recognizes the importance of strengthening the existing core of the City. To maintain positive growth and to promote economic development the strategy will plan and guide new development to appropriate locations while reserving key sites for high image land uses.

Strategy Implications:

- Balances interests of the community and development
- Accommodates economic development in best possible manner at appropriate locations
- Combines an enhancement/redevelopment strategy with plans for new development
- Identifies prime locations, specifies desired development and "advertises," sells, and otherwise promotes these sites for desired development

Grove City Land Use Analysis
Balanced Strategy



Legend

- Enhanced Corridor
- Commerce
- Single Family
- Park/ Open Space
- Mixed Use- multi-family, office, limited retail

NBBJ

- Designate Stringtown Road, I-71 and Grovebrook Golf Course as needed economic development sites
  - Develop a well-connected east anchor to Stringtown Road
  - Identify preferred land uses - retail should not be at the expense of existing Stringtown
  - Develop high quality site and design standards
  - Work with the property owners to enable them to reserve and hold portions of the property for corporate development

- Take advantage of the river corridor for higher end housing
  - Preserve the river/Jackson Pike corridor
  - Use the river as strong open space image builder
  - Build on existing open spaces
  - Connect the new flood plain park with the rest of the community

- Plan the western edge of the community
  - Incorporate Beulah Park
  - Plan for parks and other services
  - Differentiate Grove City from Columbus in some manner

Land Use Descriptions

Core Residential
Existing and future residential developments that connect and contribute to the framework of the core community.

Rural Residential
Single family homes built on very large lots along the rural roadways or as a means of preserving special natural features.

Neighborhood Residential
Single family homes in subdivisions that are designed within an interconnected framework of open spaces and rural roads. Lot sizes in these subdivisions will vary in proportion to the amount of open space that is preserved.

Cluster Residential
Developments containing varying densities of dwelling units such as condominiums and apartments. These developments will be located adjacent to employment areas or major roadways.

Mixed Use Center
Planned developments that include residential, retail, office/development and community facilities. These developments must accommodate street and pedestrian connections to unify each individual development and to keep traffic off of the arterial streets.

Stringtown/White Corridor
This corridor represents the commercial core of the community. It must also serve to connect the east and west side of the community. The City should seek development and uses within the corridor that are complementary and synergistic, blending new uses with the old uses. New development must be connected with the existing development to present a coordinated image of managed curb cuts, a pleasant streetscape and pedestrian amenities. New development or redevelopment efforts within the corridor should incorporate architectural focal points, visual landmarks and public spaces to provide visual image, reference points and identity.

Office Image
These sites present an opportunity to develop a headquarter or corporate image along the freeway. Future development on these highly visible non-residential freeway locations will have a significant impact on the image of the community.

Community Commercial
Business complexes serving the community located on larger parcels.

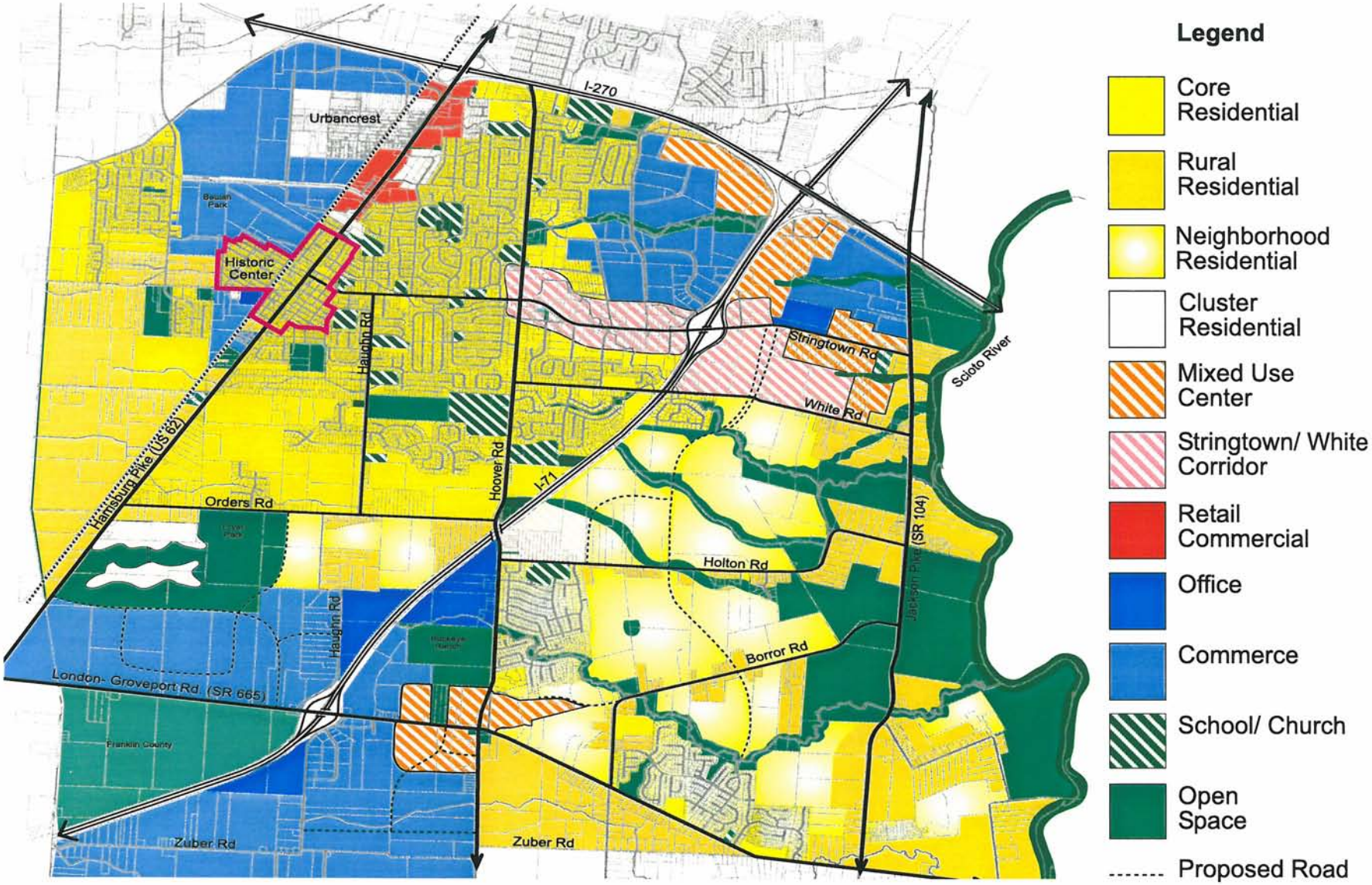
Commerce
Major employment centers of the City. Land uses recommended for commerce centers include offices, light industrial, warehouse and distribution centers. Large tracts of land that are included within planned districts may include convenience retail uses that are primarily devoted to servicing the work force within the center.

School/Church
Existing schools and churches serving joint community recreation needs.

Open Space
Public and private open space.

Grove City Land Use Analysis

Generalized Land Use



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Planning Area Recommendations

The section that follows provides detailed development recommendations for each of the planning areas. The recommendations were made in consideration of property ownership patterns and the development factors that will affect the potential for development.

The recommendations may be used to establish development guidelines and standards and/or as a basis for establishing a capital improvement program.

Planning Area A

Major Recommendations

A. Create an integrated high quality business park between U.S. 62 and I-71.
Actions:
1. Extend Fryer Park green space east and west to serve as a buffer to the residential community.
2. Develop an interior collector street that will extend from the interchange to U.S. 62. This will preserve the rural character of S.R. 665 as an edge to the community. The new business park road will serve as a major street within the community. It will also permit Haughn Road to be severed from the residential areas.
3. Create a prominent gateway on the business park street at S.R. 665 and at U.S. 62.
4. Minimize curb cuts onto S.R. 665. Business should be accessed and serviced from interior roadways.
5. Consider overlay zoning techniques to encourage the consolidation of the Haughn Road properties so that future development may be functional and attractively integrated into the larger development.
6. Work with ODOT on relocating its maintenance facility.
7. Promote higher image "corporate-like" development along I-71.
8. Work with property owners and developers to develop appropriate Haughn Road relocation alternatives to its intersection on S.R. 665.

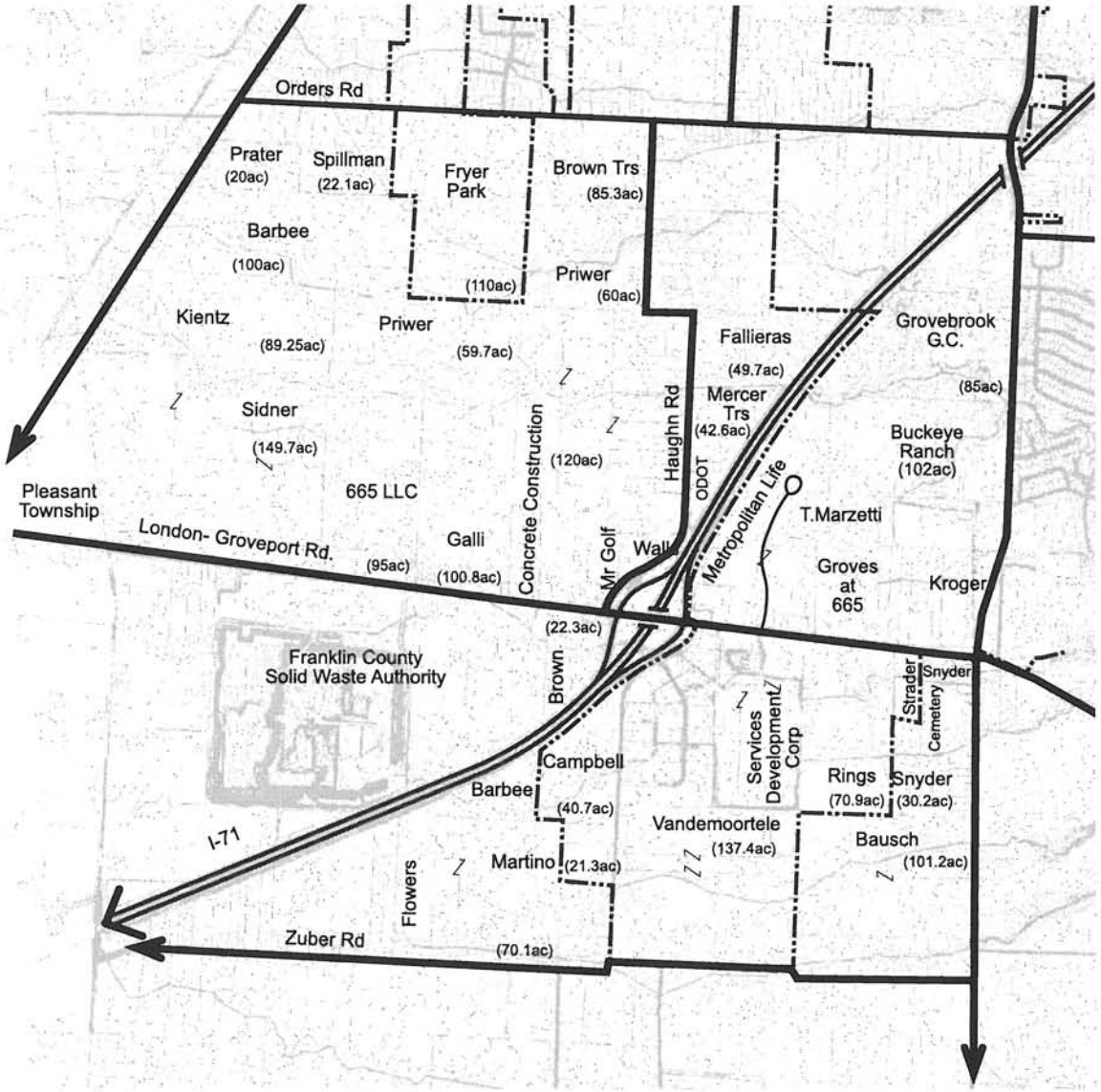
B. Maintain and enhance S.R. 665 as a major gateway to the west side of the Grove City community.
Actions:
1. Conduct an engineering feasibility study that will examine and make recommendations on the improvement of the I-71 interchange and S.R. 665. Consider both roadway and aesthetic improvements.
2. Use regulatory and/or other incentives to ensure that the lone parcel in the southwest corner of I-71 and S.R. 665 develops in a manner that results in a quality gateway to the west side business park. Work with the Franklin County Solid Waste Authority to combine the land area necessary to increase the development value of the parcel.
3. Ensure appropriate right-of-way dedications on S.R. 665 between the I-71 interchange and Hoover Road.
4. Develop a consistent frontage treatment for public and private improvements along S.R. 665 between I-71 and Hoover Road.
5. Plan and design a community focal point feature at the intersection of S.R. 665 and Hoover Road.
6. Preserve the balance of S.R. 665 from Hoover Road to the Scioto River as a rural collector street.

C. Create a well planned employment/service area between I-71 and Hoover Road.
Actions:
1. Use Kroger, Strader's, the new apartment development and the fire station as the nucleus of a "town center" mixed use area. Extend the road stub on the south side of S.R. 665 around to Hoover Road to create a service road for smaller scale retail, office and higher density residential land uses. Use the P.U.D. district to ensure that the mixed uses remain at a community sized scale - no regional scale retail uses.

2. Permit the expansion of light industrial uses to Zuber Road west of Hoover Road. Require connected exterior roadways if the large properties are subdivided for smaller development. Connect the business areas to the mixed use area to lessen the need to travel the arterial perimeter streets.
3. Promote the I-71 frontage for highly visible corporate/industrial development.
4. As quality open and green space alternatives are developed east of I-71, consider the redevelopment of the golf course as a site for corporate office development.
5. Maintain the residential land use of the properties along the west side of Hoover Road so long as the golf course remains. Consolidate or work to integrate these properties into the larger development if the opportunity emerges.
6. Develop a frontage treatment plan along Hoover Road that incorporates an attractive consistent buffer along the residential side of Hoover Road.

Grove City Land Use Analysis

Property Characteristics
Area A



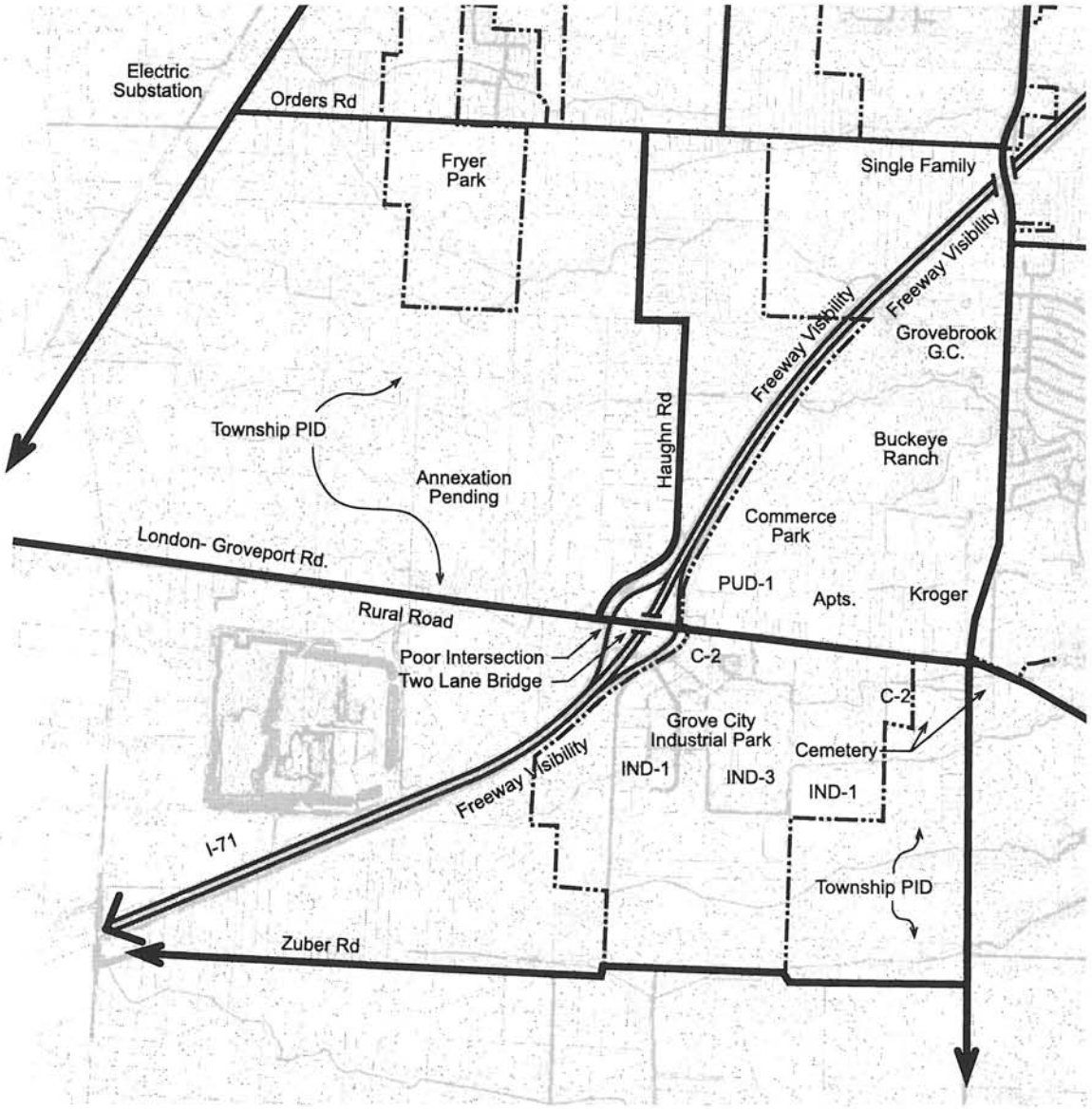
- Excellent access to I-71
- Few property owners with large acreages
- Expensive sewer extension under I-71 required for west side development
- Confluence of major electric transmission lines

Grove City Land Use Analysis

Development Factors

Area A

- Continued development of single family homes on Orders Road
- Much of the planning area presently zoned in the Township
- London-Groveport east of I-71 s a major gateway to the west side of the community
- Haugn Road intersection with London-Groveport Road must be relocated
- Existing sites with great freeway visibility
- I-71 interchange and bridge will need improvement in the future
- Must develop a major road between Orders Road and London-Groveport Road



Harrisburg Pike (US 62)
Orders Rd
Hoover Rd
I-71
Fryer Park
Haughn Rd
Buckeye Ranch
London- Groveport Rd. (SR 665)
Franklin County
Zuber Rd
Zuber Rd
Legend
Core Residential
Rural Residential
Neighborhood Residential
Cluster Residential
Mixed Use Center
Stringtown/ White Corridor
Retail Commercial
Office
Commerce
School/ Church
Open Space
Proposed Road

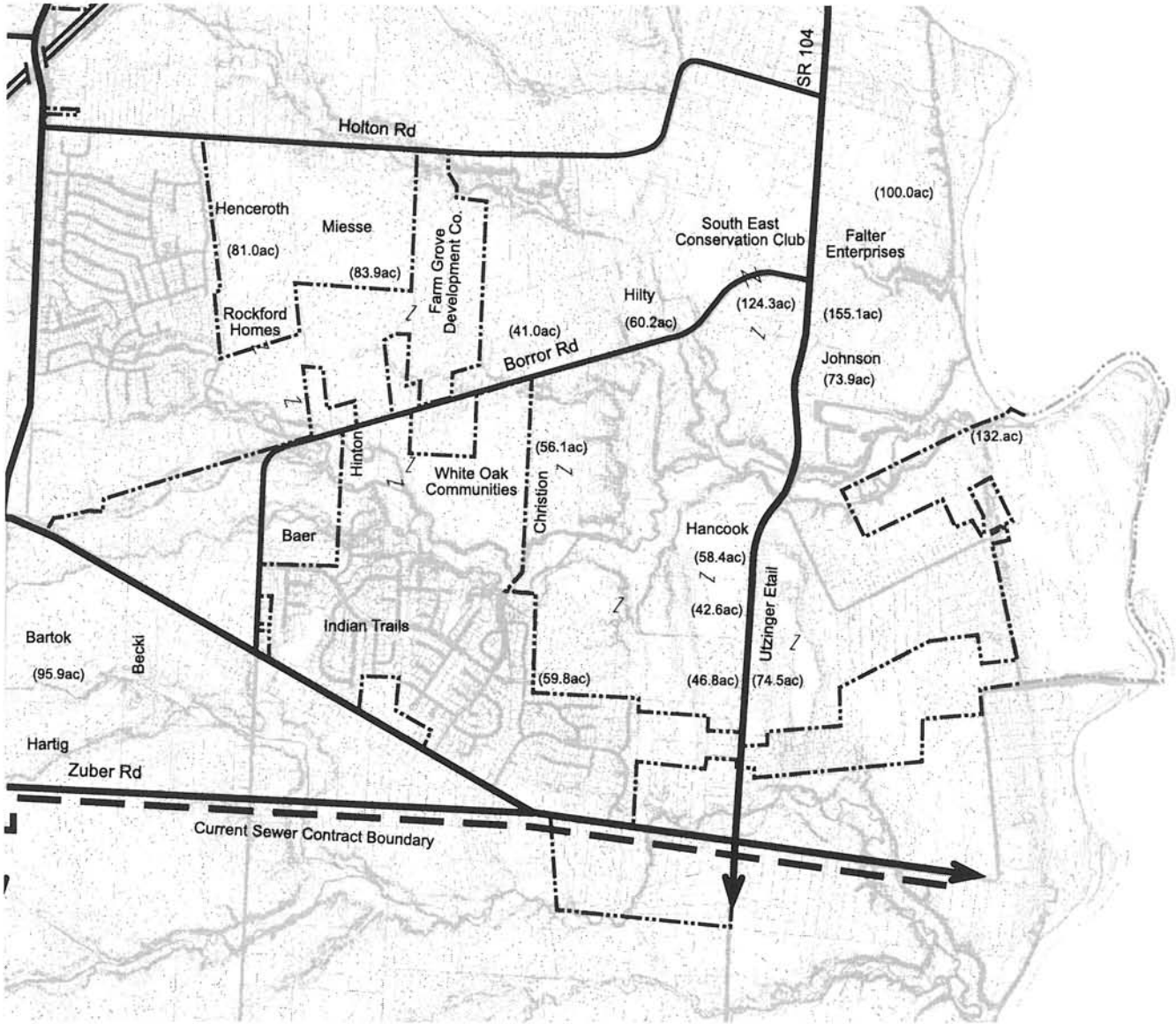
Planning Area B

Major Recommendations

A. Create and assemble open spaces to provide neighborhood identity and to make connections between the growing suburban developments.
Actions:
1. Require open space dedications at locations where additional land may be dedicated on adjacent properties. Combine the open space with a site for an elementary school.
2. Use the creek areas as usable open space connectors.
3. Assemble additional Scioto floodplain areas for community open space and recreation. Seek opportunities to create a front door to the Scioto floodplain areas that have already been dedicated.
4. Use density as an incentive for developers to create quality open space within new developments.

B. Preserve Jackson Pike (S.R. 104) as a scenic rural river road corridor.
Actions:
1. Maintain low density development unless substantial open space is preserved to maintain the corridor.
2. Require land suitability and other environmental investigations before the corridor properties are subdivided or rezoned.

C. Preserve Borror Road, London-Groveport Road, Zuber Road, Jackson Pike and portions of Holton Road as scenic rural collector streets.
Actions:
1. Develop an appropriate thoroughfare standard for a scenic collector road.
2. Develop an appropriate setback standard that creates open space on the larger development parcels.

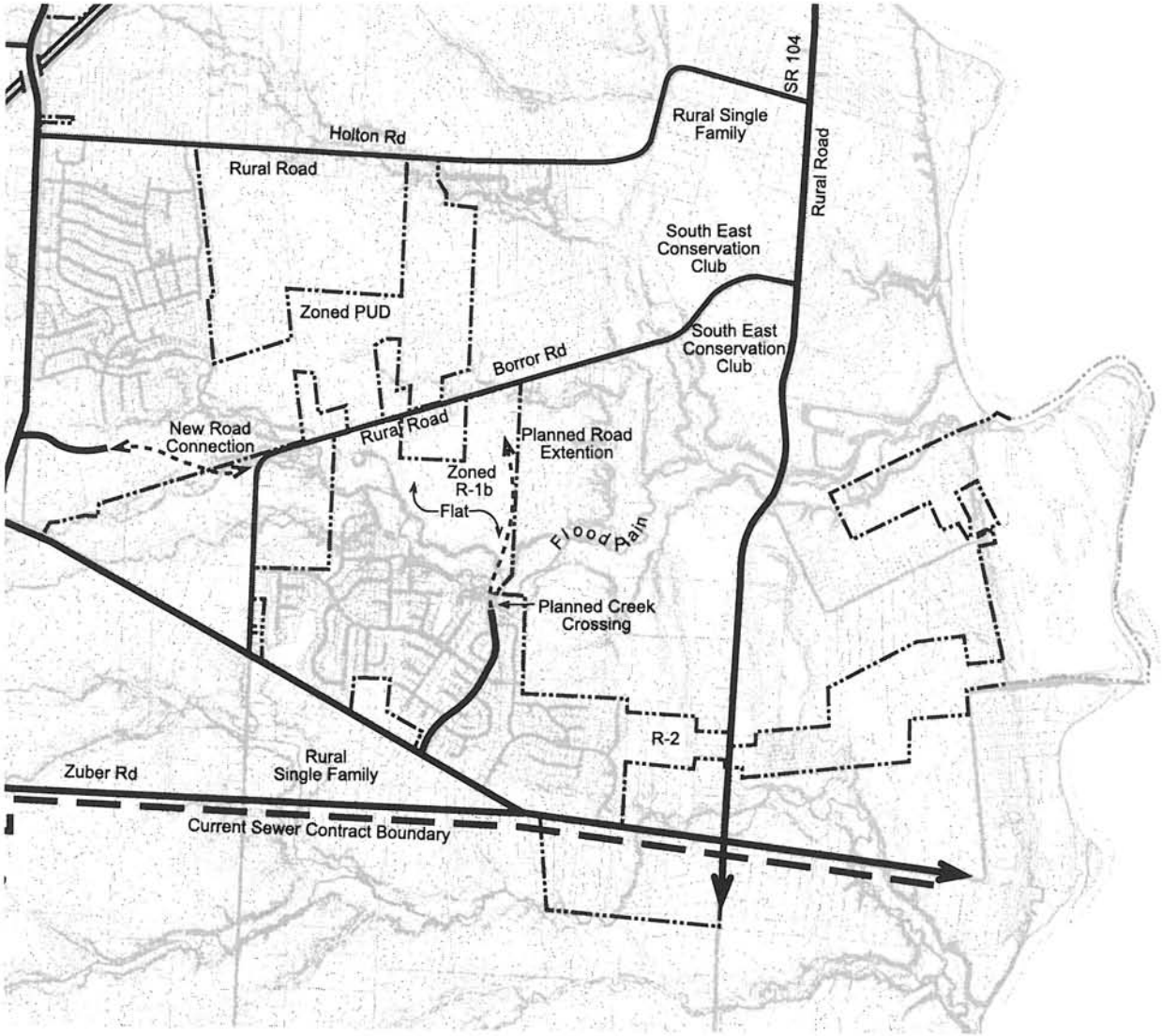

SR 104
Holton Rd
Henceroth
(81.0ac)
Miesse
(83.9ac)
Farm Grove Development Co.
Rockford Homes
(41.0ac)
Borror Rd
Hilty
(60.2ac)
South East Conservation Club
(124.3ac)
(100.0ac)
Falter Enterprises
(155.1ac)
Johnson
(73.9ac)
(132.ac)
Hinton
White Oak Communities
(56.1ac)
Christion
Baer
Hancook
(58.4ac)
(42.6ac)
Utzinger Etail
Indian Trails
Bartok
(95.9ac)
Becki
(59.8ac)
(46.8ac)
(74.5ac)
Hartig
Zuber Rd
Current Sewer Contract Boundary

Grove City Land Use Analysis

Development Factors

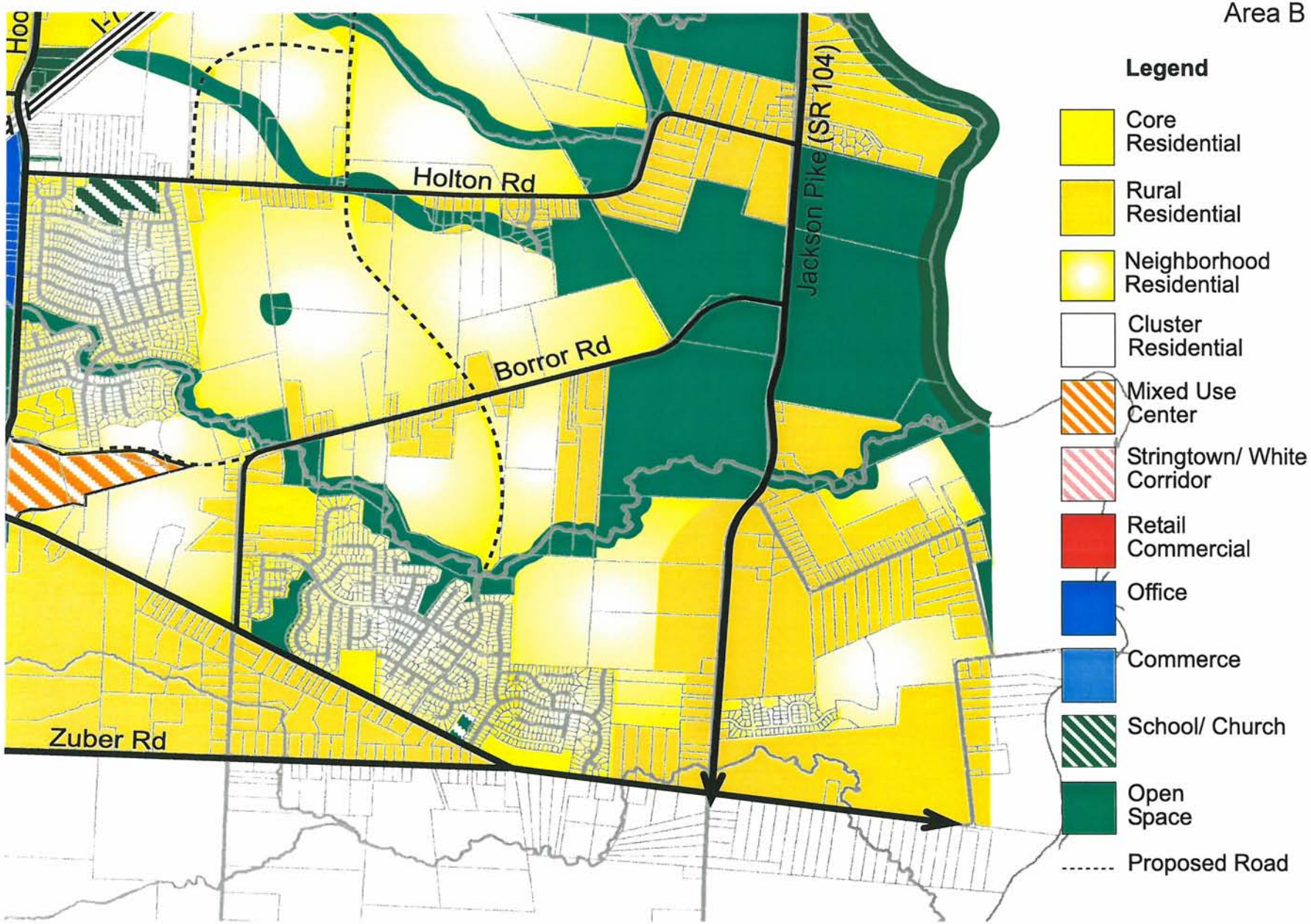
Area B

- Zoning already in place
- Opportunities for flood plain acquisition



Grove City Land Use Analysis

Land Use Concept
Area B



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Planning Area C

Major Recommendations

A. Plan for distinctive residential neighborhoods within a framework of open space.
Actions:
1. Take advantage of the large developable properties and floodplain to plan a connected framework of open spaces. Distinctive pockets of residential neighborhoods may be developed within this framework. The plan should consider varying residential development lot sizes to create incentives for the property owners and developers to participate in the plan.
2. Identify a site for an elementary school to be an integrated part of the open space system.
3. Seek undevelopable properties along Jackson Pike for open space and recreation.

B. Plan a street system that relies upon multiple access routes to distribute traffic.
Actions:
1. Keep high volume traffic uses (if any) near White Road or near Holton and Hoover Roads.
2. Create multiple access points on Holton Road to distribute traffic and prevent the need to widen Holton beyond three lanes.
3. Consider the larger tracts north and east of the residences at Holton and Hoover Roads for office land uses if access is secured close to the intersection of Hoover and Holton.

C. Consider overlay zoning techniques to guide the development or redevelopment of the long narrow properties at Holton and Hoover Roads. Maintain residential zoning unless the properties are consolidated, integrated with larger tracts or otherwise developed in a manner that will create an attractive gateway to the residential neighborhoods.

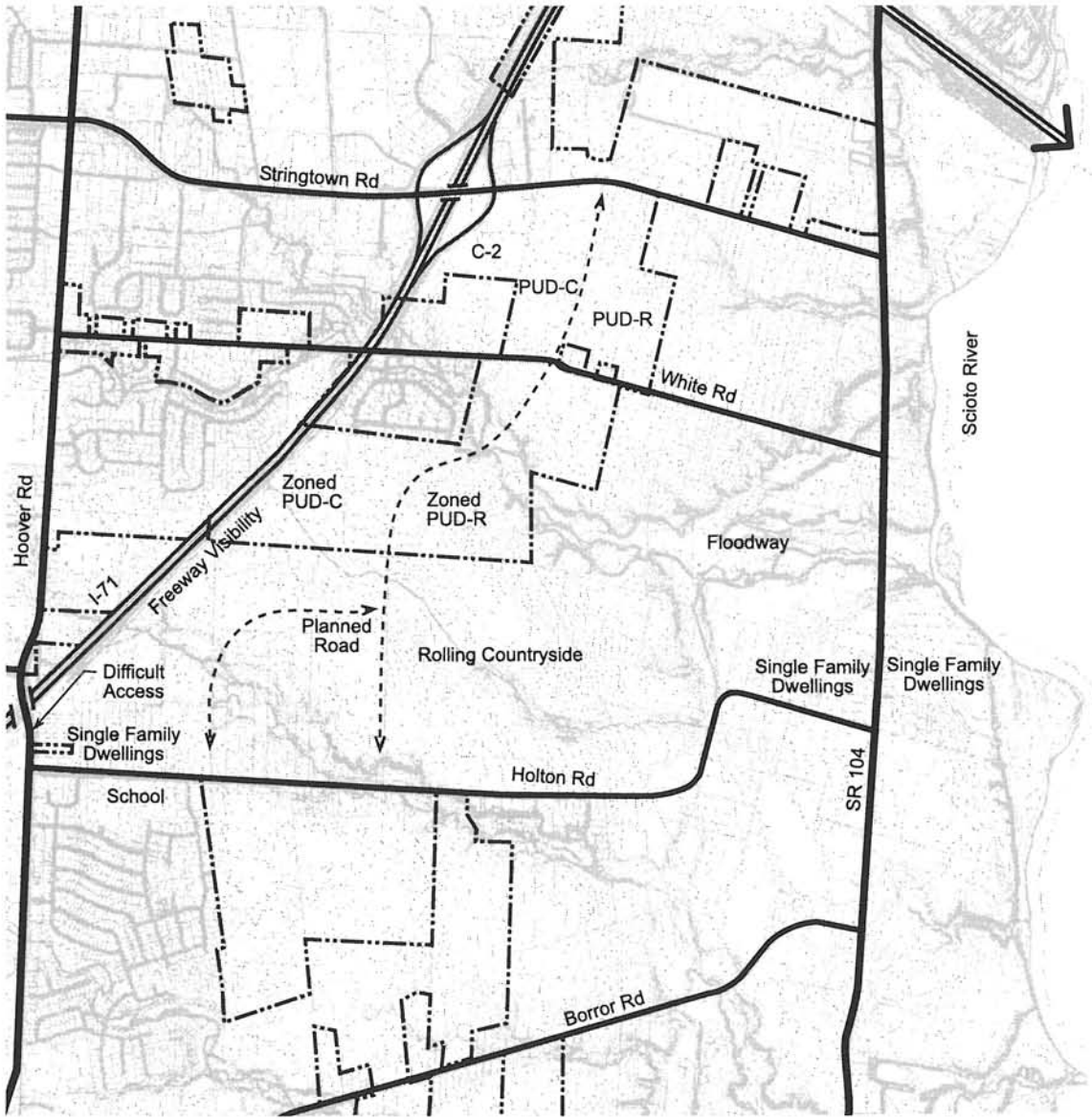
D. Preserve Jackson Pike (S.R. 104) as a scenic rural river road corridor.
Actions:
1. Maintain low density development unless desired open space is preserved to maintain the rural nature of the character.
2. Require land suitability and other environmental investigations before the corridor properties are subdivided or rezoned.

Grove City Land Use Analysis

Development Factors

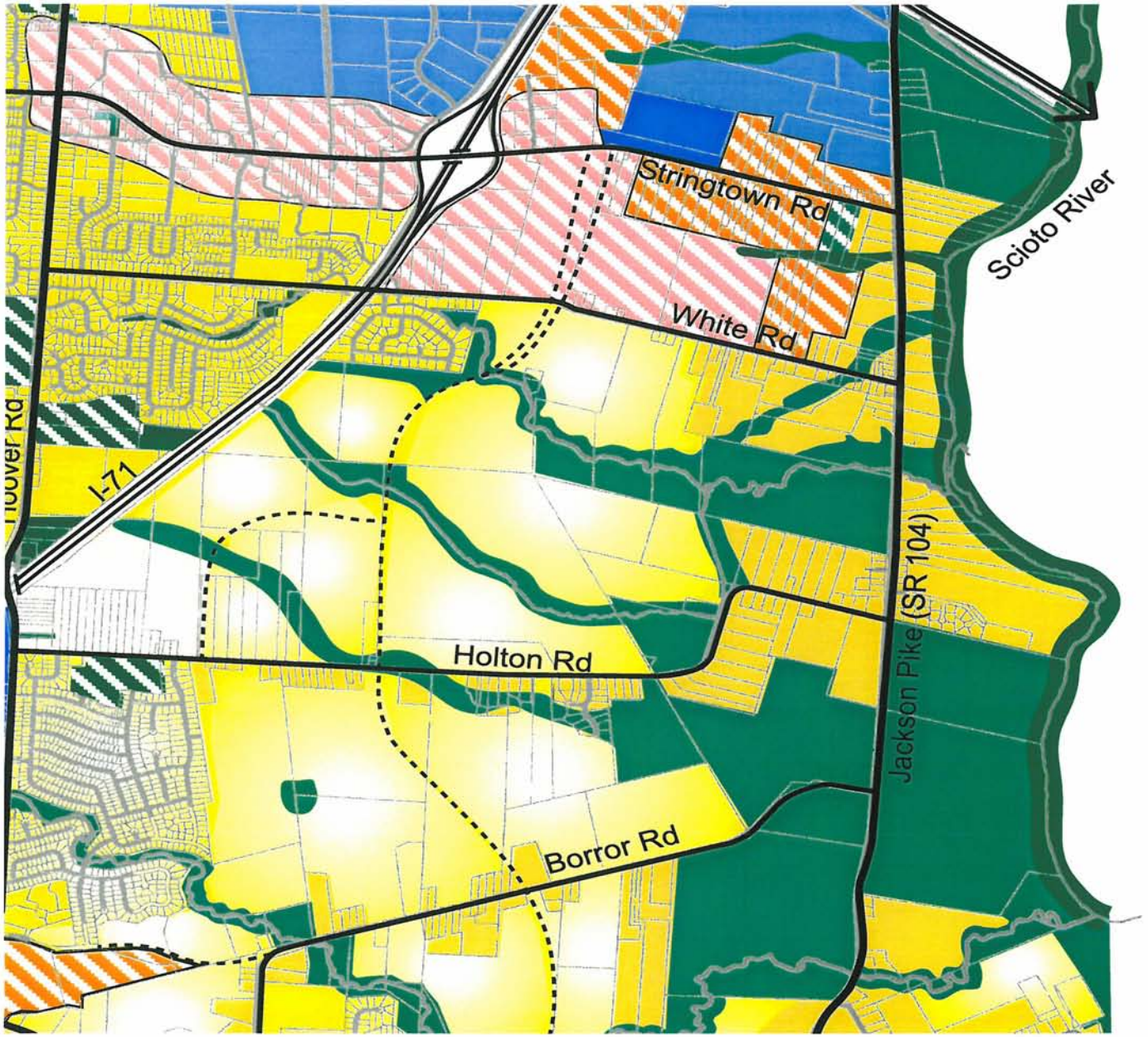
Area C

- Existing zoning commitment
- Existing roadway plans based on potential interchange at Hoover and Holton Roads
- Future development of township lots at Holton Road and Hoover Road is crucial to area development



Grove City Land Use Analysis

Land Use Concept
Area C



Legend

- Core Residential
- Rural Residential
- Neighborhood Residential
- Cluster Residential
- Mixed Use Center
- Stringtown/ White Corridor
- Retail Commercial
- Office
- Commerce
- School/ Church
- Open Space
- ------- Proposed Road

NBBJ

Planning Area D

Major Recommendations

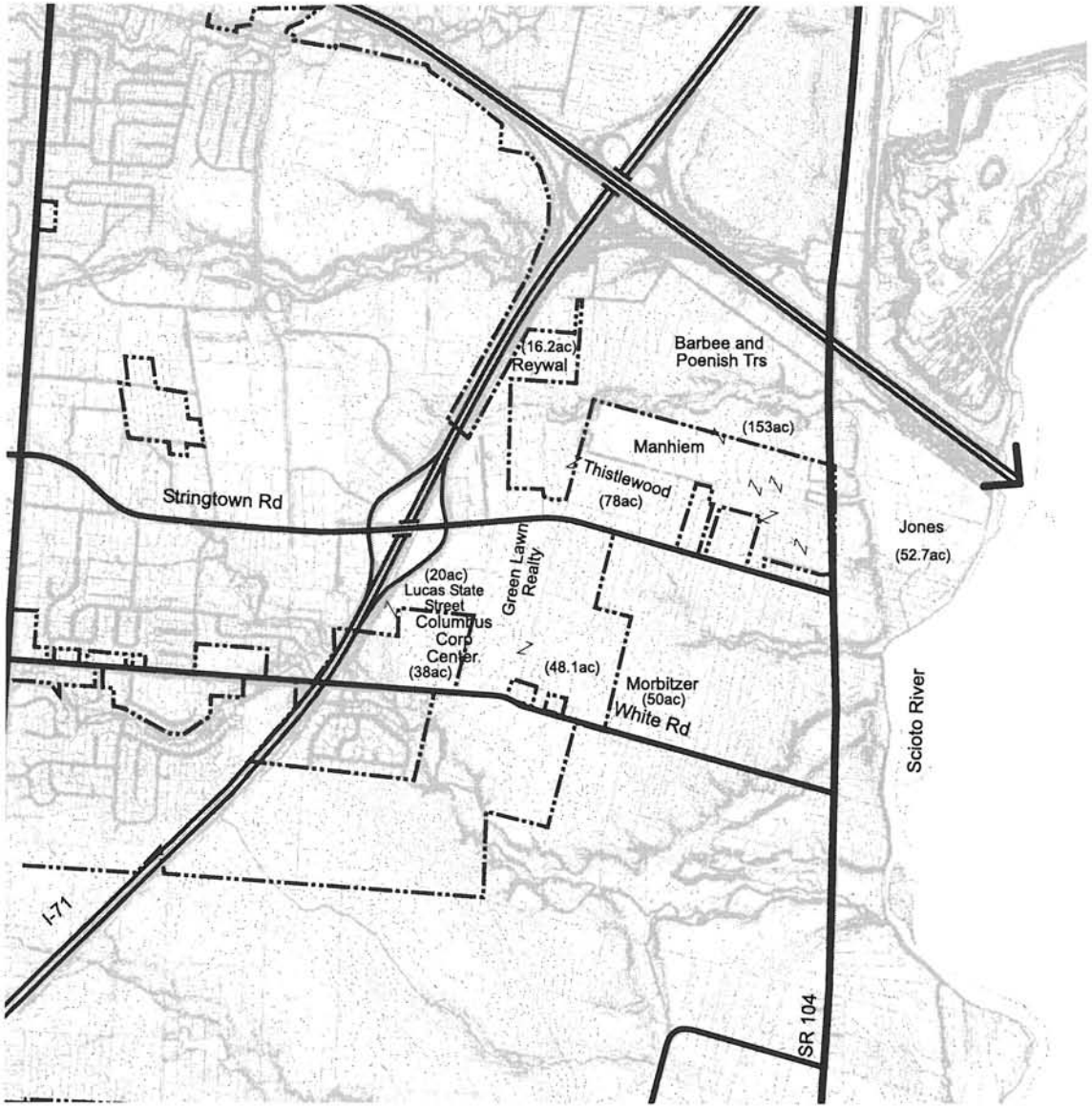
A. Create a freeway oriented employment center and community retail anchor along Stringtown Road at I-71.
Actions:
1. Utilize the site's positive visibility and excellent access to promote and wait for the development of employee intensive uses such as offices, credit agencies, or very light industrial uses.
2. Reduce the amount of land devoted to retail uses within the existing commercial Planned Development District. Do not compete with the existing commercial developments on Stringtown Road.
3. Prevent retail uses from extending along Stringtown all the way to Jackson Pike. Develop overlay development standards to guide the development of the residential properties along Stringtown Road.
4. Land uses east of the proposed boulevard and north of White Road should be reserved for office use. Other uses may be considered if the land west of the boulevard is developed with revenue producing uses.

B. Utilize Scioto floodplain as open space.

C. Preserve Jackson Pike as a scenic river corridor south of Stringtown Road.

Grove City Land Use Analysis

Property Characteristics
Area D



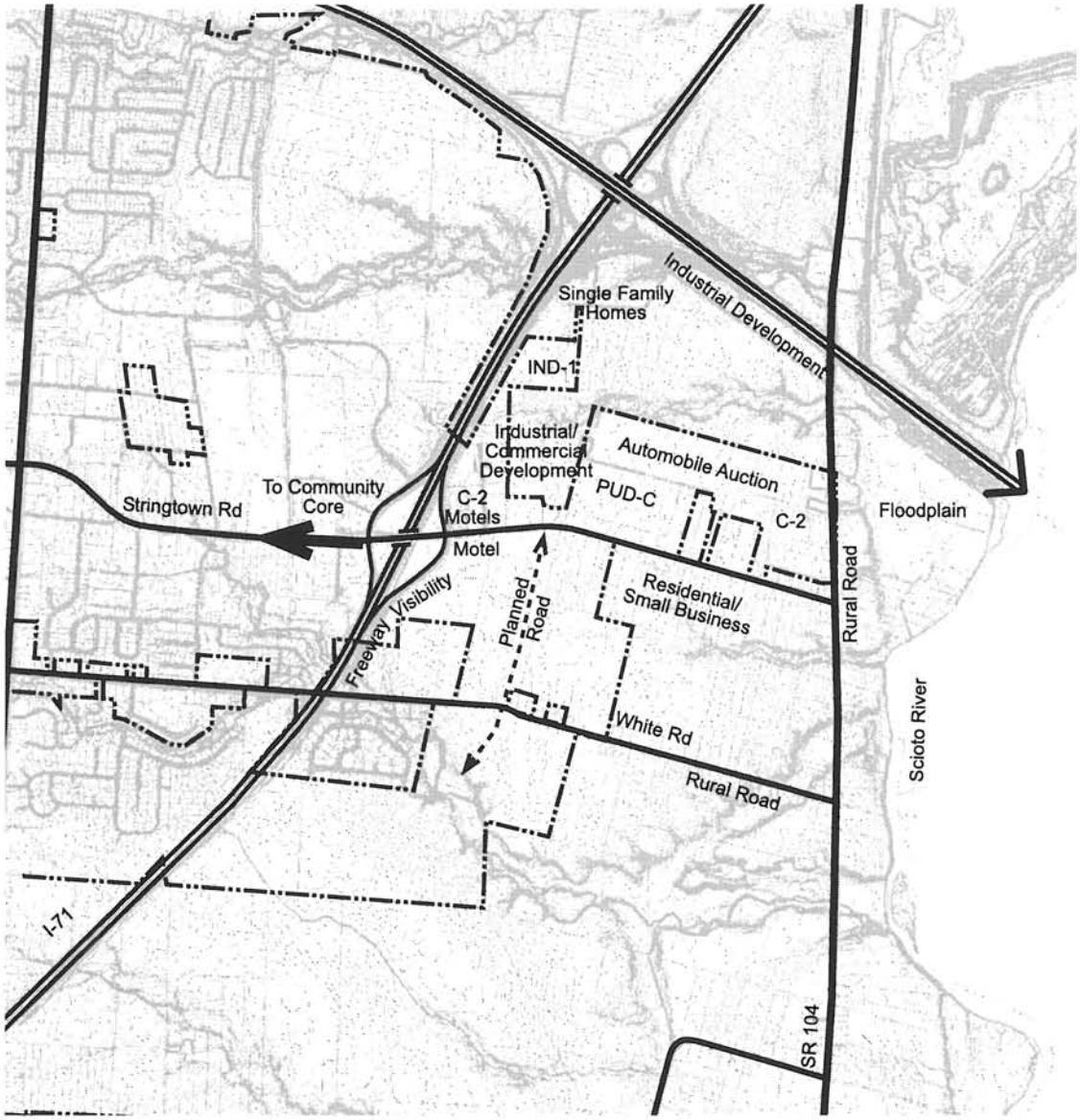
- Property owned by Thistlewood and Greenlawn represent greatest development opportunities

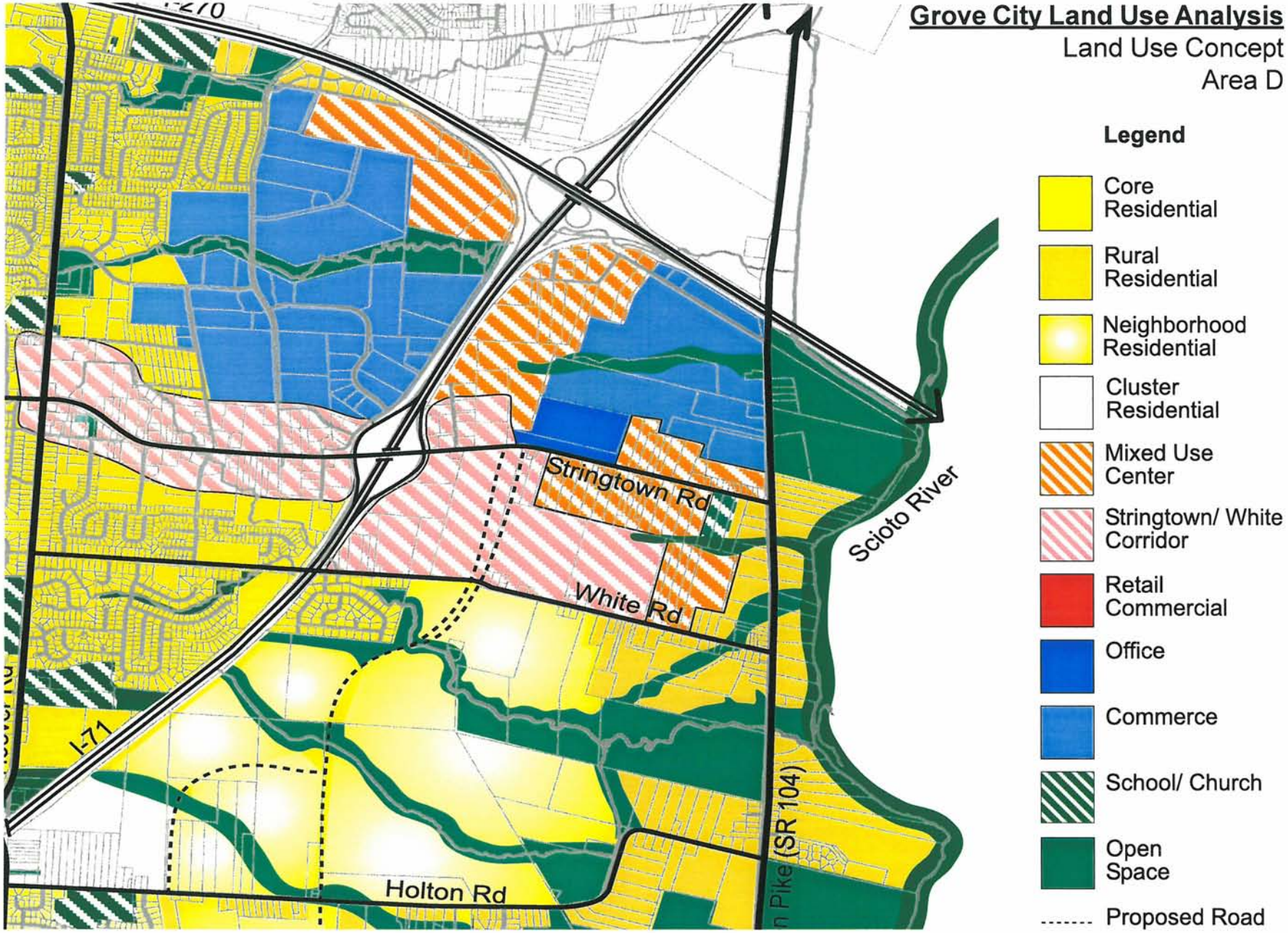
Grove City Land Use Analysis

Development Factors

Area D

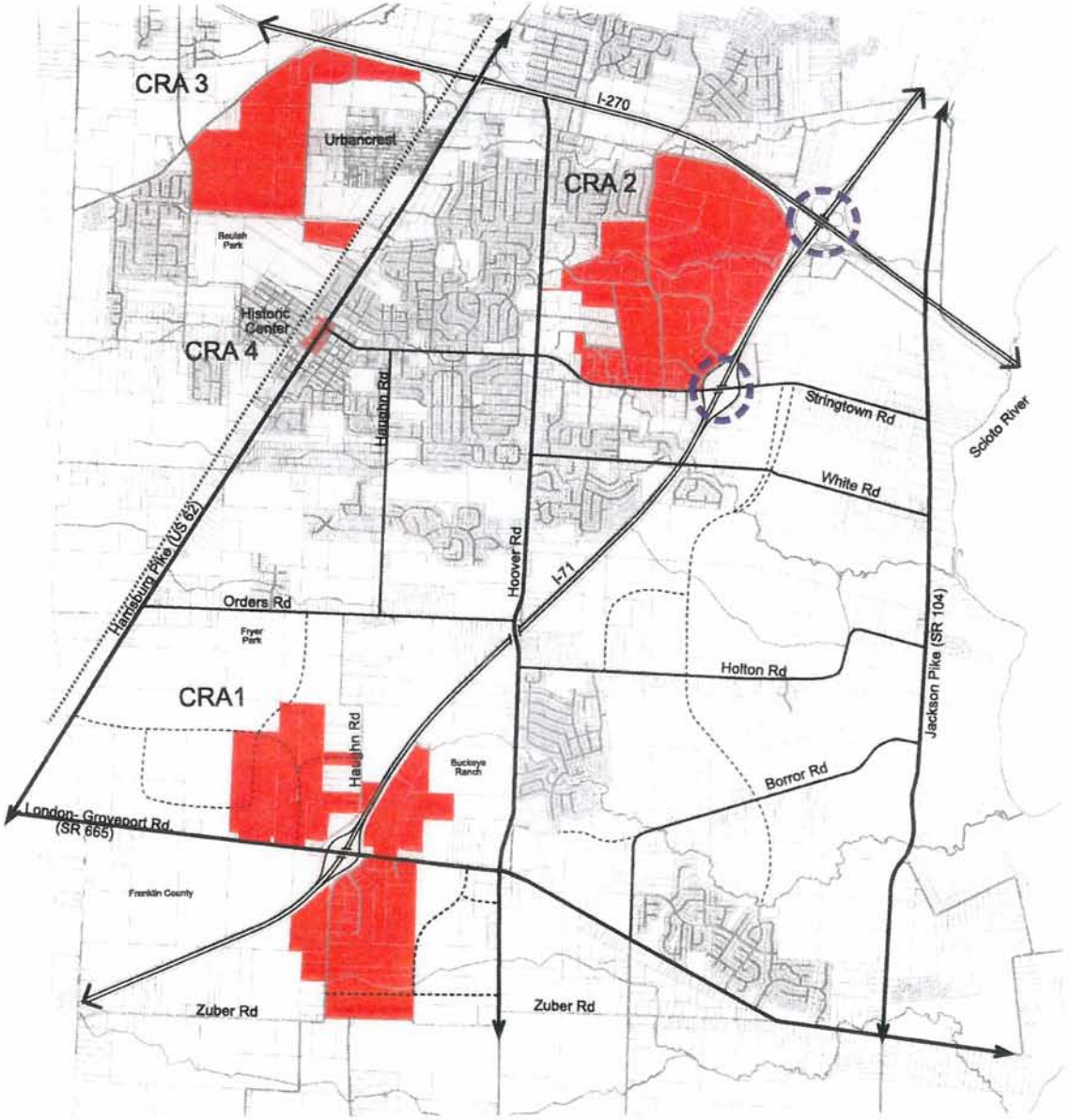
- Land within Grove City already zoned
- Important roadway planned between Stringtown Road and White Road
- Area must connect to Stringtown corridor as well to serve as a gateway to east side residential areas




Grove City Land Use Analysis
Land Use Concept
Area D
Legend
Core Residential
Rural Residential
Neighborhood Residential
Cluster Residential
Mixed Use Center
Stringtown/ White Corridor
Retail Commercial
Office
Commerce
School/ Church
Open Space
Proposed Road
Stringtown Rd
White Rd
Holton Rd
I-71
Scioto River
(SR 104)

Grove City Land Use Analysis

Community Reinvestment Areas

Legend

- Community Reinvestment Area (CRA)
- Interchange