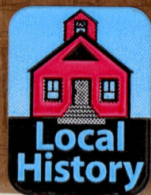


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franklin square

Commercial reinvestment and residential rehabilitation opportunities in a neighborhood of historical character that is accessible from the Mid-Ohio region and located in the heart of Columbus, Ohio.

This booklet describes the concept for redevelopment established over the last two years by the Columbus Development Department in working with residents, property owners and businesses in an unique neighborhood of Columbus: Franklin Square.

Franklin Square is located just east of Downtown and is generally bounded by Interstate 71, Broad Street, Monroe Avenue and Bryden Road. Parsons Avenue, in the western portion of the neighborhood, is the focus of commercial activity with opportunities for redevelopment along a quality entertainment theme. Immediately to the east of Parsons Ave. begins an area of one and two family residences which, due to their sound and historical character, offer rehabilitation opportunities as part of the Olde Towne East Historical District.

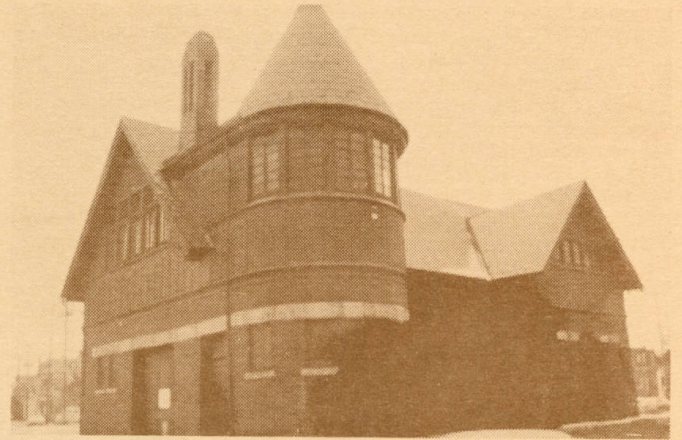
The Franklin Square Community Urban Redevelopment Corporation was created in 1977 by neighborhood property owners and business leaders to guide redevelopment as contemplated under Ohio Law. They are in the process of developing a detailed redevelopment plan based on the concept identified in this booklet to direct public and private improvement activities over the next years.

historic Background

In the heyday of Eastside society, Franklin Ave. was known as "Judges Row" and Parsons, Monroe, Garfield and Bryden Rd. were tree shaded avenues of stately mansions, elegant town apartments and great limestone institutions. These avenues were also the haunts of James Thurber whose books have memorialized the unique neighborhood ambience and a few of its even more unique residents. These were the days of strolls on the avenue, rides in the park; earlier with trotting rigs, later with racy automobiles.

key structures

Some of the structures that remain of those "high society" days are the key structures of Franklin Square. The Jones mansion whose carriage house will be one of the major restaurants of the complex is an amazing mixture of Victorian embellishments. St. Paul's parish house has a fine Tudor facade of grey limestone and a "great hall" for dining complete with stage and kitchen. Engine House No. 12 has a massive tower and ornately carved stone facade. The Reynolds building is designed in the Tudor half timber style with blue slate roof and leaded windows. Across the street is an excellent example of the early 1900's commercial building. It is three story brick, upper levels for apartments and first level for stores. In the early 1920's this building was a favorite haunt of jazz devotees. The entire block to the south of this building is an array of more of this style commercial building whose facades present an interesting play of fenestration using stone and brick.



Jones Mansion Carriage House



St. Paul's Parish house



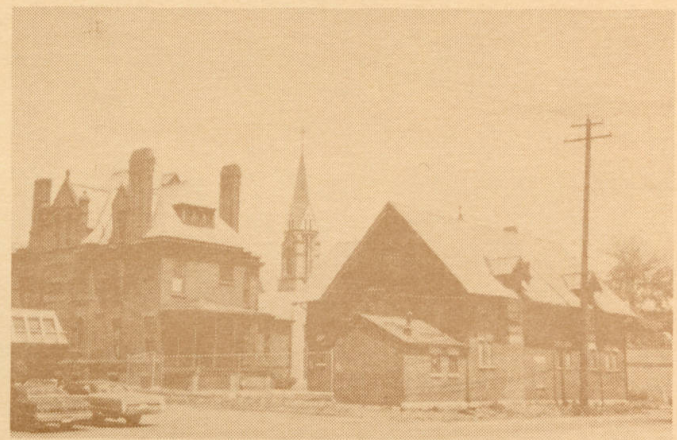
Reynolds building



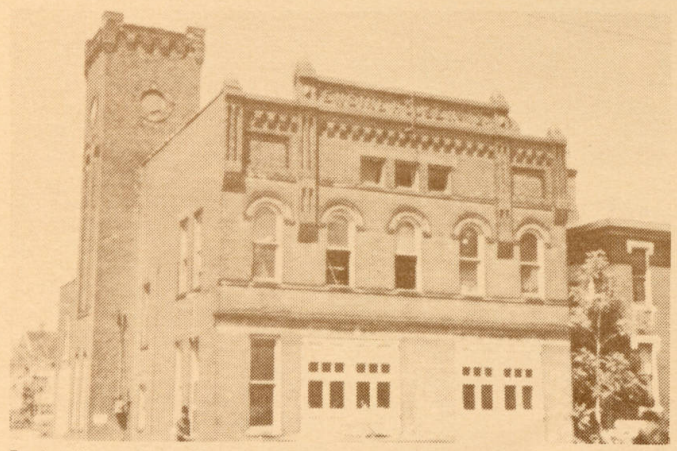
the Dell



Meyers building



the Jones Mansion and Carriage house



Engine House No. 12

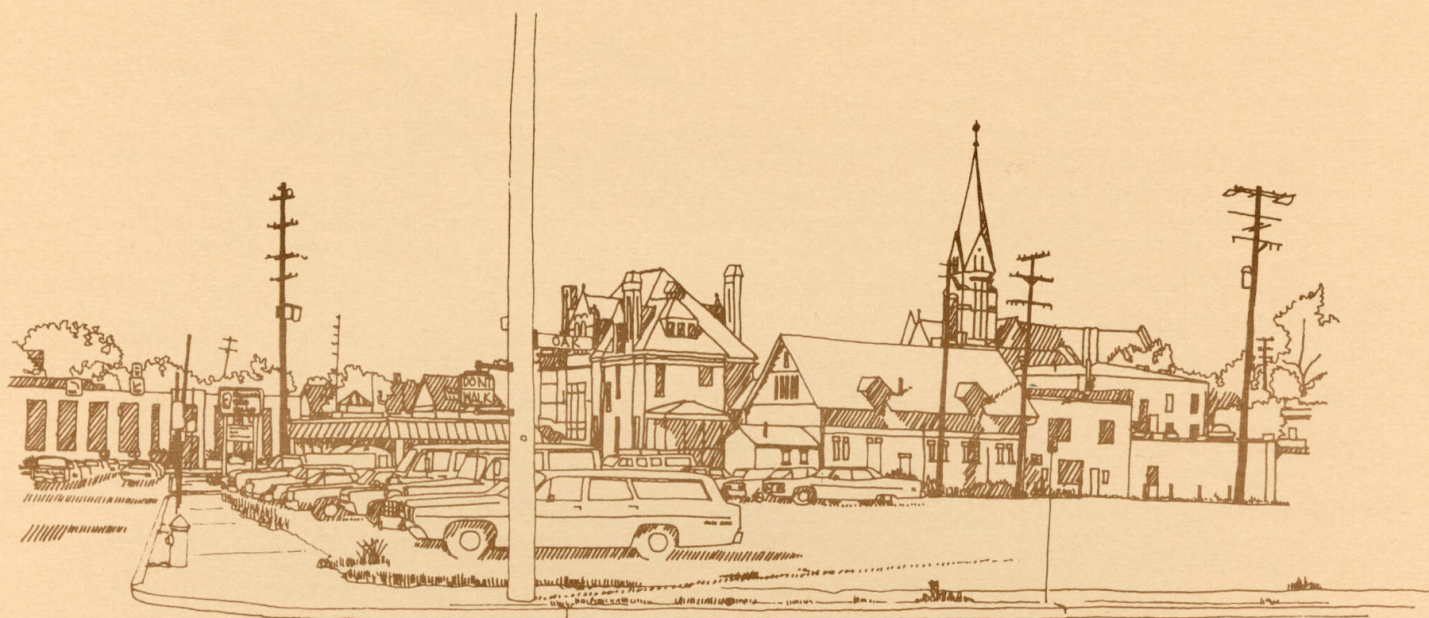
Development theme

The redevelopment concept for Franklin Square is commercial/entertainment along Parsons Avenue with rehabilitation of surrounding sound residential uses. The key structures suggest that character and provide ample space in pleasing proportions for the restoration and remodeling of these buildings into a variety of facilities for the dining, entertainment, shopping and living pleasure of Columbus and metropolitan area residents.

Included in the concept is the possibility of a nightclub with private dining rooms and disco, several restaurants and bistro ventures with scattered gift and coffee shops. Existing offices can be rehabilitated with new ones located in appropriate locations along Parsons Avenue.

Substantial area should be devoted to landscaped pedestrian open space and to conveniently located off-street parking.



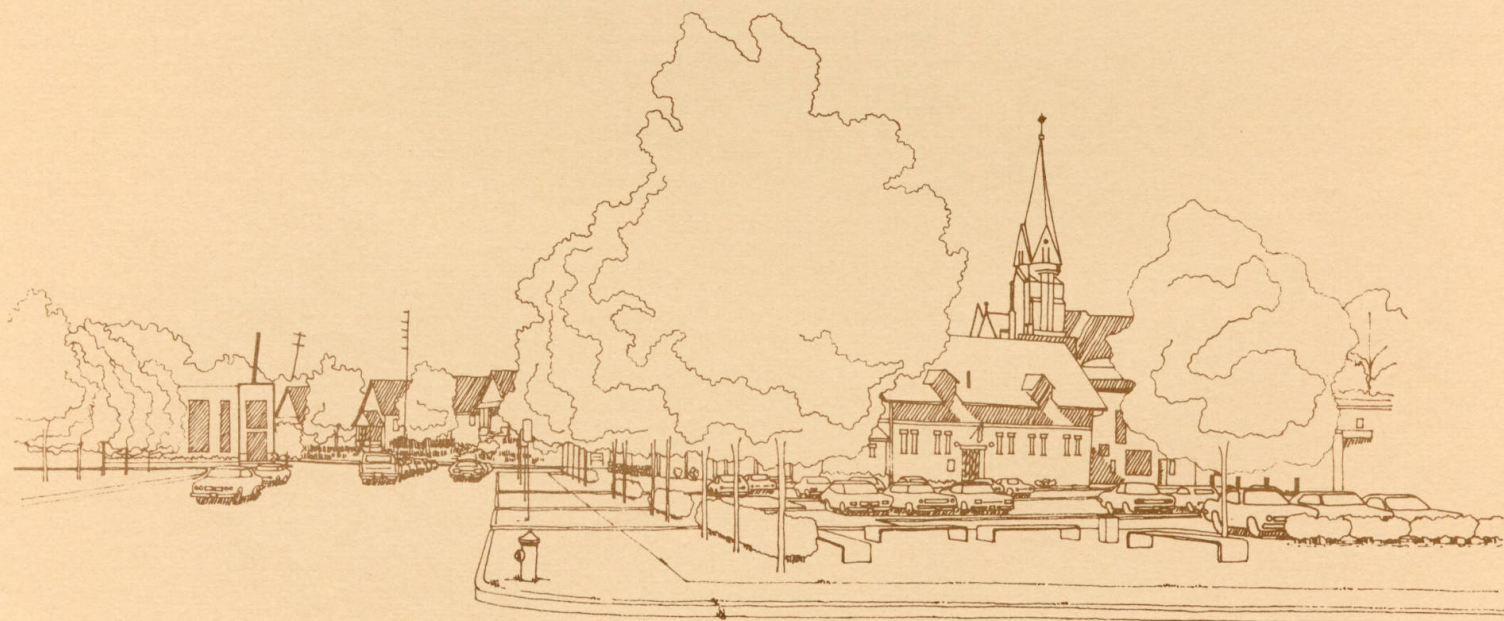


Franklin square

Recent clearance of a large property at Oak and Parsons provides the necessary land for the proposed Franklin Square park which lies at the heart of the project. Proposed restaurants, shops and clubs could cluster around the Square while the overall project is anchored on the south by

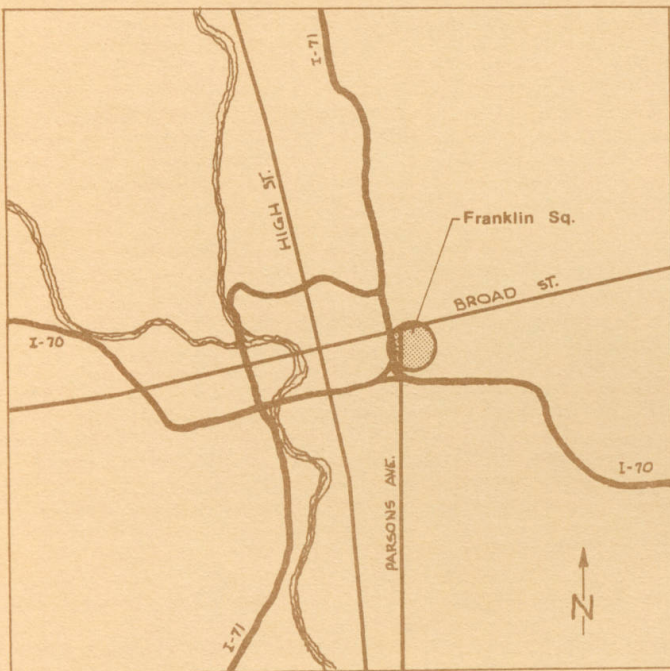
the very fine Dell Restaurant and on the north by the popular Jong Mea Restaurant.

Convenient off street parking with pleasant pedestrian circulation are also strong elements of the project concept.



project statistics

The "Square" is on the fringe of the downtown and within walking distance of some of our major institutions such as the Art Gallery, Columbus College of Art and Design, Franklin University, Grant Hospital, and Columbus Technical Institute.



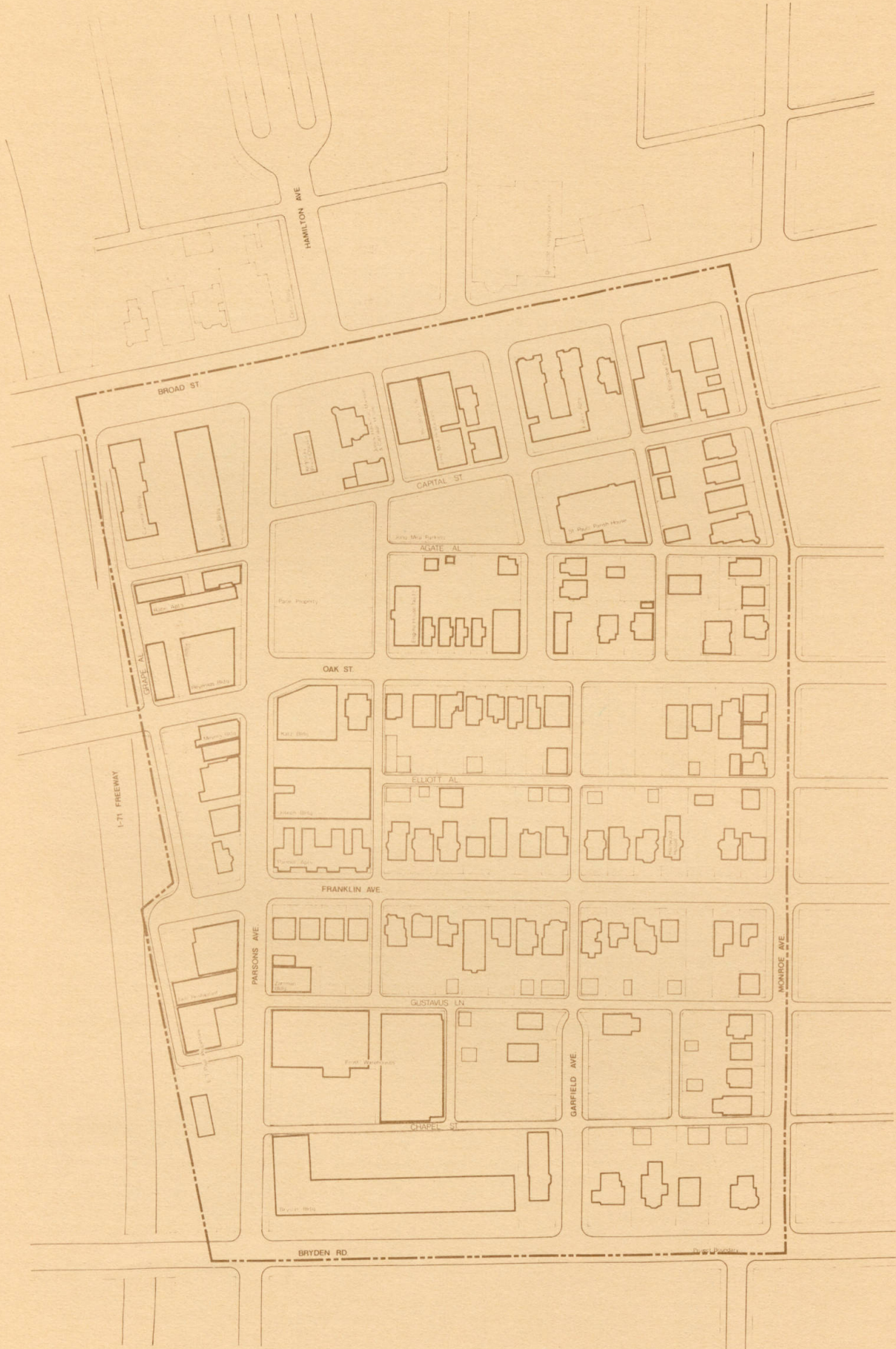
Following are some statistics on existing and proposed facilities within Franklin Square.

Office Buildings - Existing -	110,000 sq.ft.
Bryden Building	72,600 sq.ft.
Cameron Building	24,000 "
Ohio State Life	13,500 "
Restaurants - Existing -	9,850 sq.ft.
Dell	3,325 sq.ft.
Jong Mea	6,525 "

Residential Units - Existing -	350 units
Upper Level	70
Free Standing	280
Proposed New Restaurants, Entertainment & Shops (40,650 sq.ft.)	
Morgan Building	9,500 sq.ft.
Jones Carriage House	2,500 "
Engine House No. 12	5,600 "
Reynolds Building	2,500 "
Katz Building	6,750 "
Meyers Building	1,800 "
St. Paul's Parish House	12,000 "

existing site plan

This exhibit shows the existing problems in the project, such as the offset intersection of Parsons Ave. with Hamilton Ave., causing circulation problems. Also evident is overdevelopment on a number of properties which reduces available offstreet parking and the awkward inconvenient pattern of alleys that provide access to area properties.



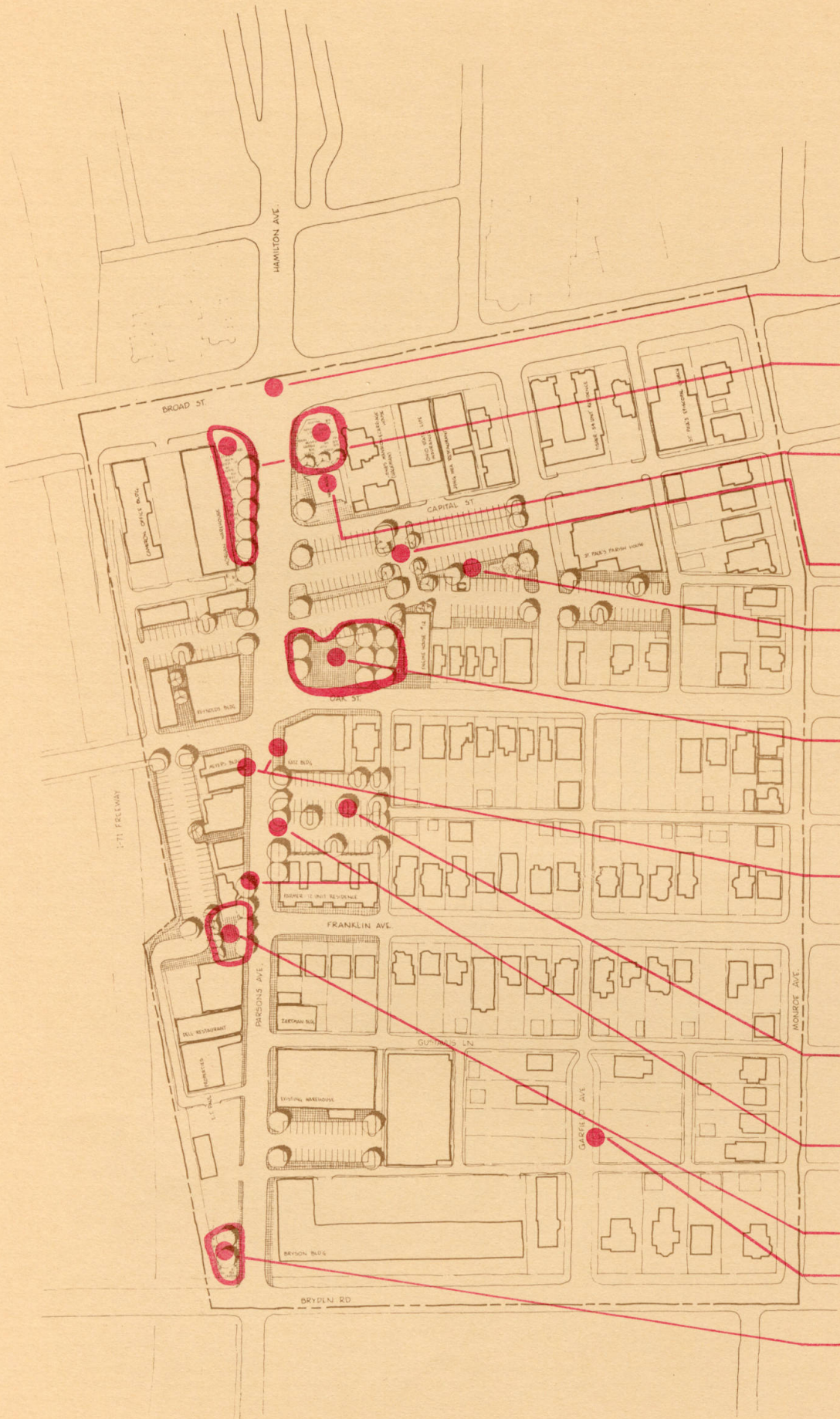
illustrative site plan a

This exhibit shows one acceptable realignment of Parsons Ave. to Hamilton Ave. It would require the clearance of the northwest corner of Hamilton and Broad St. as a means of accomplishing the realignment.

Shown also are off-street parking proposals some of them made possible by the demolition and clearance of overdeveloped properties.

Franklin Square Park is shown in a configuration based on the above mentioned realignment alternative.

Other proposals in Plan "A" show the vacation of inefficient alleys for purposes of improved circulation and off-street parking.



- Realign intersection (Alternate A)
- Provide portal with landscaping, special lighting, etc.
- Any new building should not block view of Jones Mansion from Broad Street
- Provide good pedestrian link
- Provide a strong visual and functional link between St. Paul's Parish House and Parsons Ave.
- Develop urban square with landscaping, seating, lighting, and other features, such as, sculpture, water, etc.
- Consider special sidewalk materials and lighting for Parsons Avenue. Provide pedestrian amenities, such as benches, waste receptacles, kiosks, etc.
- Provide adequate lighting and landscaping in all new parking areas
- Provide street trees where sidewalk widths or building setbacks permit
- Develop small urban space
- Rehabilitate existing residences as required
- Develop as southern portal

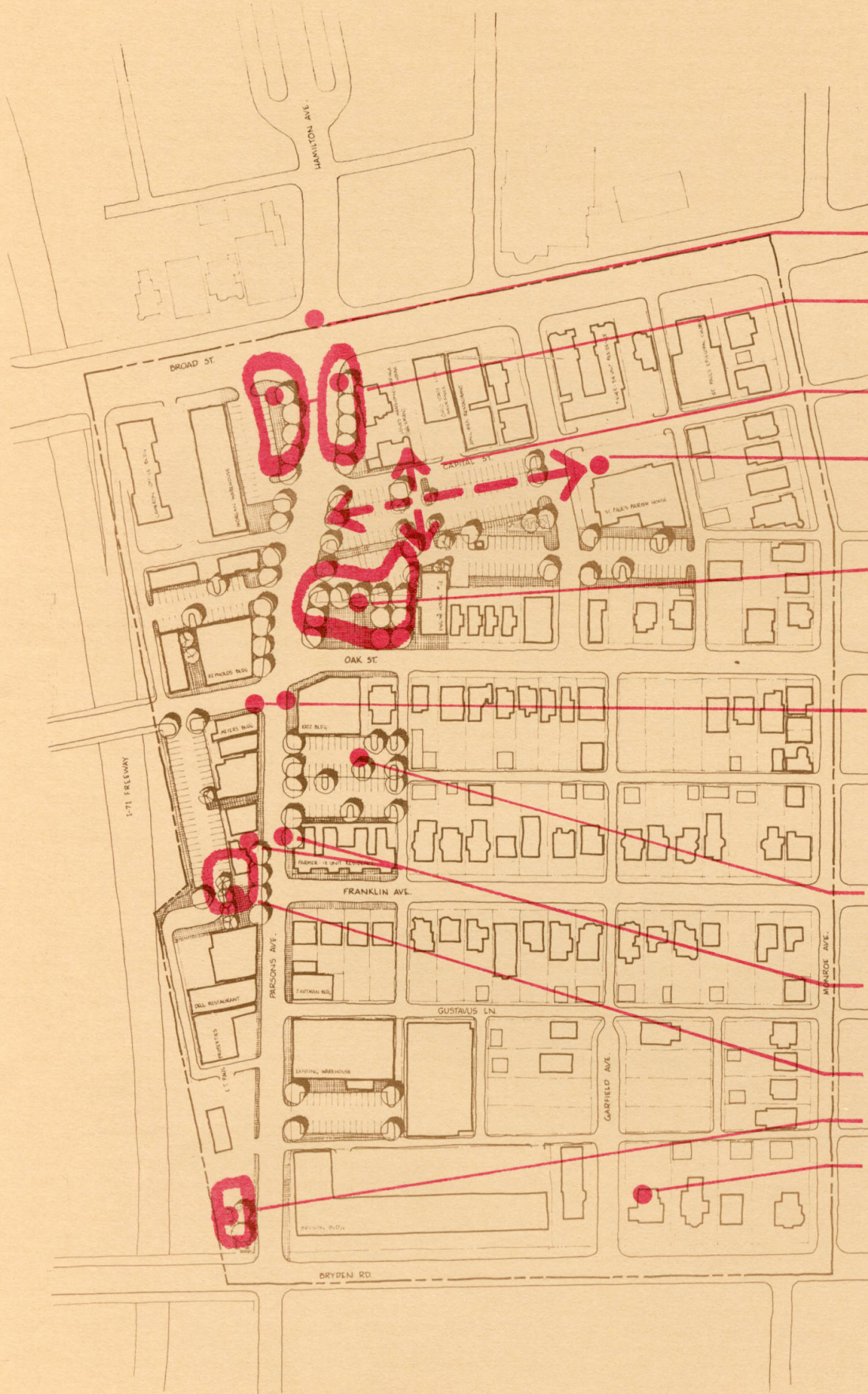
illustrative site plan B

Shown in Plan "B" is a second alternative re-alignment of the Parsons Ave. to Hamilton Ave. Here Parsons Ave. is swung to the east beginning at Oak St., meeting Hamilton Ave. at a slight angle. This plan would require the clearance of the southeast corner of Parsons Ave. and Broad St. to accomplish the realignment.

Based on this realignment, Plan "B" proposes a modified version of Franklin Square Park and the other properties affected by the realignment. Parking on the west side of Parsons Ave. at Broad St. is created by the vacation of that part of Parsons Ave. no longer needed for road purposes and the elimination of a narrow used car lot.

Shown also are other off-street parking proposals some of them made possible by the demolition and clearance of overdeveloped properties.

Other proposals in Plan "B" show the vacation of inefficient alleys for purposes of improved circulation and off-street parking.



Realign intersection (Alternate B)

Provide portal with landscaping, special lighting etc.

Provide good pedestrian link

Provide a strong visual and functional link between St. Paul's Parish House and Parsons Ave.

Develop urban square with landscaping, seating, lighting, and other features, such as, sculpture, water, etc.

Consider special sidewalk materials and lighting for Parsons Avenue. Provide pedestrian amenities, such as benches, waste receptacles, kiosks, etc.

Provide adequate lighting and landscaping in all new parking areas

Provide street trees where sidewalk widths or building setbacks permit

Develop small urban space

Develop as southern portal

Rehabilitate existing residences as required

accessability

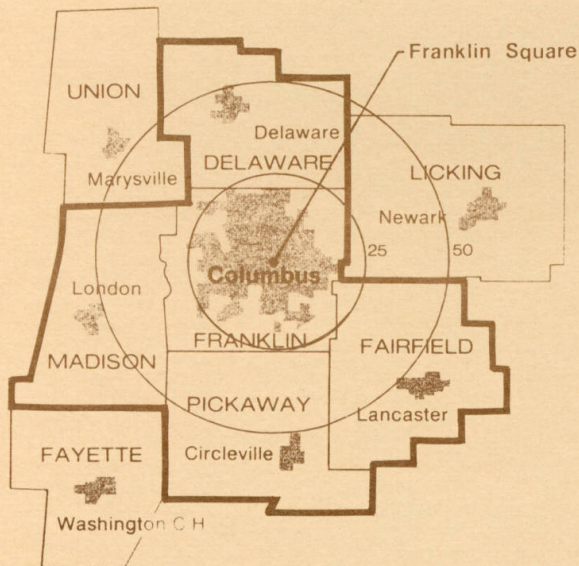
Franklin Square is one of the most easily reached points in the downtown. Located on the east fringe of the I-71 expressway at Broad St., it has ramp connections on and off north and south on I-71 and ramps peeling off at I-71 to the Innerbelt expressway ramps giving access to the I-70 expressway east and west.

In addition Broad St. and Bryden Rd. provide easy local access to east and west neighborhoods while Parsons Ave. and Hamilton Ave. provide north and south local access.



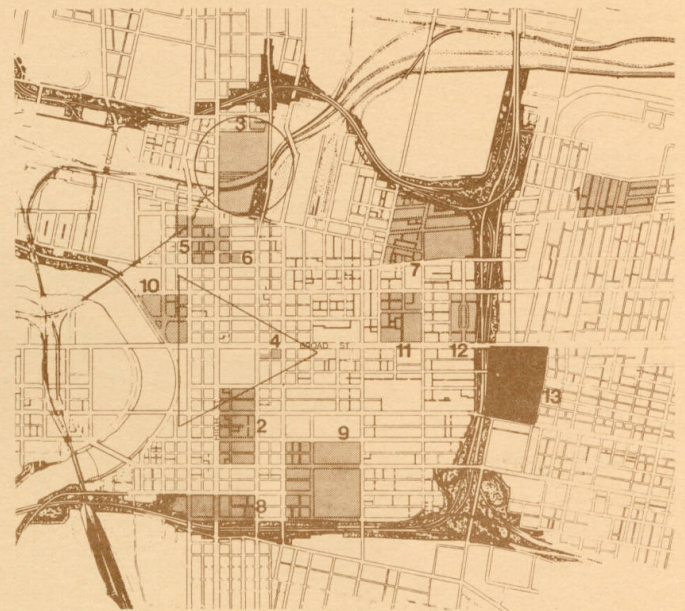
market projections

The market potential for Franklin Square ventures will be developed in detail as a part of the Re-development Plan to be established, but the outlines for market possibilities are fairly clear.



5-COUNTY SMSA

The Columbus SMSA in the 8-County Central Ohio Region



Downtown Market

Major Downtown Redevelopment Areas	7 Columbus Technical Institute
1 Mt. Vernon Plaza	8 County Complex
2 Capitol South	9 Market Mallpark
3 Ohio Center	10 Civic Center
4 Ohio National Plaza	11 CCAD & Art Gallery
5 Nationwide Plaza	12 Jefferson Park
6 Federal Building	13 Franklin Square

Due to the variety and scale of the facilities planned and to the fine accessibility of the project to the metropolitan area, a metropolitan market in a tier of six counties seems reasonable to project. In addition two sub-markets appear to be feasible - the first would be an aggressive effort to capture a share of the lunch trade in the downtown with mini-bus transportation, flyers and specials. The second would be a close relationship with the convention activities at the Ohio Center to capture convention trade as an ongoing market.

restoration and redevelopment objectives

There is a high compatibility in the character of the existing structures even though the styles vary with the eras in which they were built. Therefore except for highly restricted clearance for purposes of elimination of overdevelopment, the project objective will be to restore structures to reflect their original character with minor modifications necessary for the proposed reuse.

Some vacation of existing alleys will be required in order to achieve circulation and off-street parking needs.

Included in the Plan will also be a proposal to relocate Parsons Ave. to an alignment that will make possible a standard four way intersection with Hamilton Ave.

incentive programs

The Franklin Square project has evolved out of the Near East Side Small Business Restoration Study, a program funded by Community Development Block Grant (CDBG) funds administered by the City of Columbus in 1976. As a result, \$187,000 of CDBG funds have been allocated for capital improvements and a detailed redevelopment plan for the area.

The project will be developed as a special district with consideration given to the use of Section 1728 of the Ohio Revised Codes for the purpose of property assembly assistance and Section 3135 for restoration and redevelopment tax incentives.

A major source of commercial redevelopment and restoration funding will be the Section 502 of the Small Business Administration's program in the Department of Commerce.

the franklin square redevelopment corporation

The planned activities for Franklin Square were initiated through the efforts of a group of existing businessmen and property owners primarily located on the Parsons Avenue corridor, who now have incorporated into a group titled the "Franklin Square Community Urban Redevelopment Corporation". In their corporate form they are eligible for in excess of \$2,000,000 of guaranteed loans through the Small Business Administration Sect 502 program mentioned above.

The next steps of the Corporation involve establishing administrative capabilities, creating a public/private redevelopment plan, securing of financing and related approvals, and the initiation of redevelopment activities in a coordinated manner.

