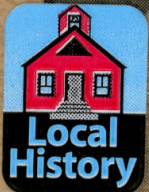


South Parsons Avenue Redevelopment Opportunities

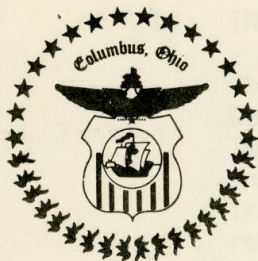


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The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

The City of Columbus
Mayor Tom Moody



Department of Development
140 Marconi Boulevard
Columbus, Ohio 43215

Director Ralph W. Smithers
614-222-7763



192 812 4377

April 1982

This South Parsons Avenue Redevelopment Opportunities brochure is one of a series of similar publications intended to provide information on development opportunities for neighborhood commercial areas. It provides information on market conditions, recent development sites and financial incentives.

If you desire further information about redevelopment opportunities along South Parsons Avenue or any other neighborhood commercial area, please contact Mr. Craig Thompson at (614) 222-8135.

Sincerely,

RALPH W. SMITHERS, DIRECTOR
DEPARTMENT OF DEVELOPMENT

BY: Lin Carver, Administrator
Division of Planning

LC/CT:cm

Building Regulation
222-7433

Code Enforcement
222-7260

Community Development
222-7336

Economic Development
222-8135

Planning
222-8172

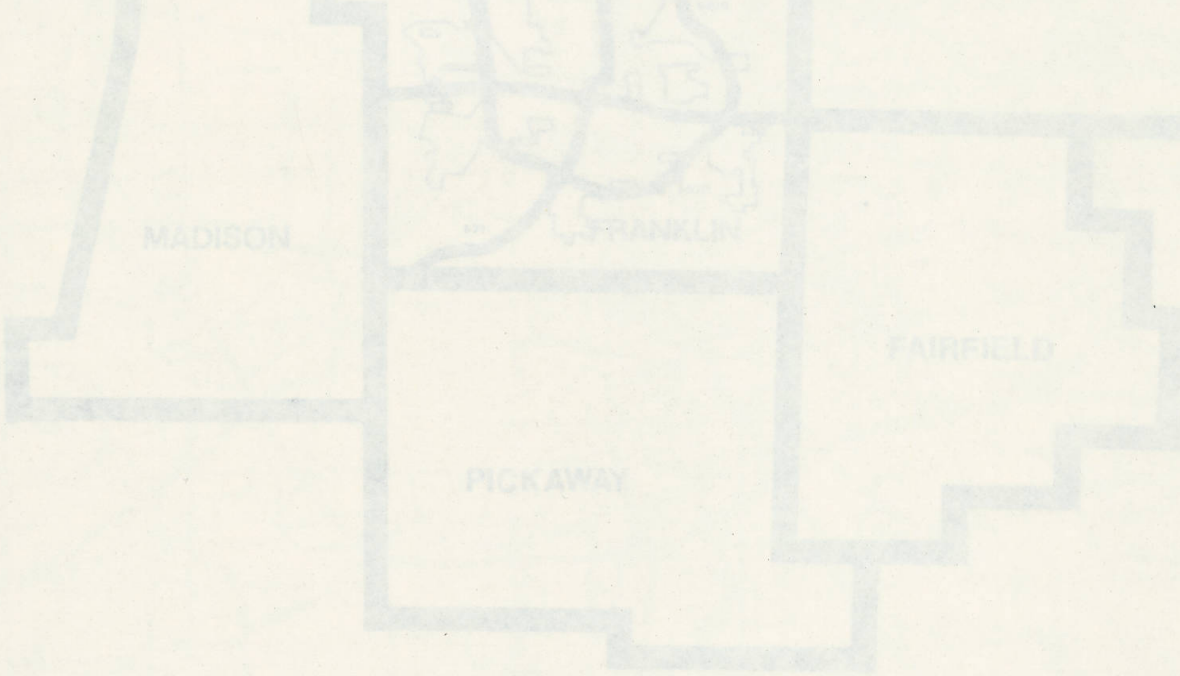
COLUMBUS METROPOLITAN LIBRARY

OHIO
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S726

I. INTRODUCTION

The South Parsons Avenue commercial area between Hinman Avenue and Frank Road today retains many of the physical characteristics of the early Twentieth Century. However, changes in the income levels of the residents in the neighborhoods adjacent to Parsons Avenue over time have resulted in changes in the characteristic of the commercial strip itself. The current commercial revitalization program for South Parsons Avenue, between Hinman Avenue and Frank Road, is the result of efforts by area businesses, neighborhood groups, and the City of Columbus to address the problems which evolved gradually as the economic ability of market area residents to purchase goods and services declined.

As part of the South Parsons Avenue commercial revitalization program, the Department of Development, Division of Economic Development has prepared this information packet in an effort to provide information about the redevelopment potential of the South Parsons Avenue commercial area.



The Columbus regional economy has been enhanced by the development of outstanding transportation systems.



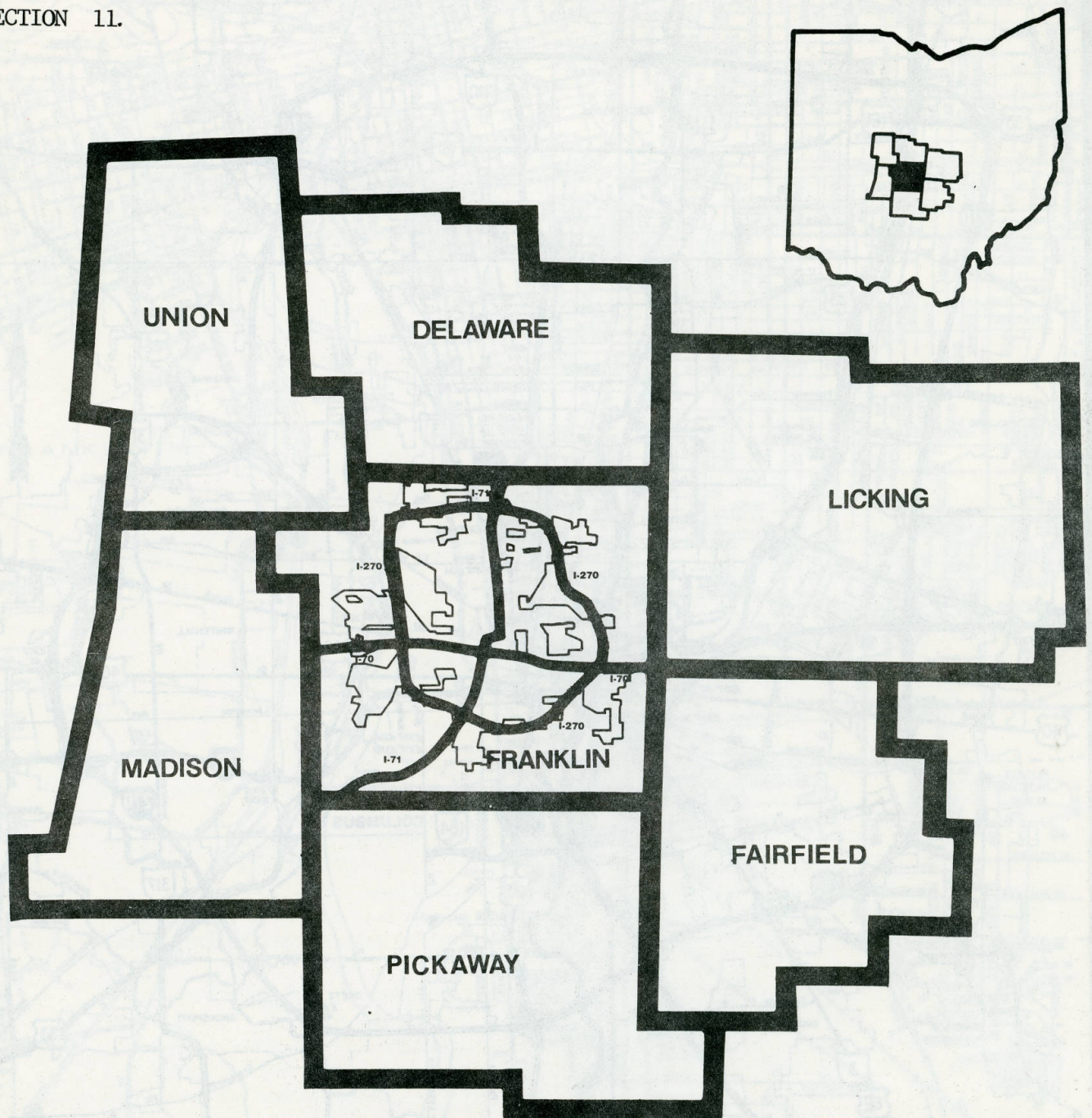
The State of Ohio
 Department of Development
 Division of Economic Development
 100 North High Street, Suite 1000
 Columbus, Ohio 43260-1000

Columbus Regional
 Economic Development
 100 North High Street, Suite 1000
 Columbus, Ohio 43260-1000
 (614) 462-1000
 Fax: (614) 462-1001
 www.columbusregional.org



Columbus Regional
 Economy

SECTION 11.



The Columbus regional economy has been enhanced by the development of outstanding transportation systems.



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

_____	Columbus Corporation Limit



**Columbus Regional
Economy**

III. MARKET INFORMATION

In March, 1980, the Kenneth Danter Company completed a commercial support analysis on Parsons Avenue (Hinman to Merritt) to determine the opportunities and constraints of the commercial strip. The following is a brief summary of their conclusions.

The Effective Market Area of the Parsons Avenue commercial strip is; to the west the Scioto River, reinforced by High Street, quarry, farming, and manufacturing operations. To the south Groveport Road reinforced by the railroad right of way and various manufacturing firms.

The eastern boundary, as indicated by the intercept survey, is Lockbourne Road and to the north, Deshler Avenue.

In addition to the EMA boundaries a significant intensified primary market area is identified with the EMA. This area is bounded by High Street, Markinson Avenue, Ann Street, and Merritt Street. Nearly 55% of the intercept survey shoppers were identified as residing in this small area.

In 1978, the EMA generated an estimated \$78.3 million Effective Buying Income (80% of gross EMA income). Retail expenditures in the EMA account for approximately 56.6% of the total EBI. Within the EMA this yields 44.3 million in retail expenditures.

The Kenneth Danter Company marketing plan for revitalization contains the following components:

1. A consolidation of remaining commercial facilities should be initiated. Currently, commercial facilities are distributed throughout the length of the Study Area. A consolidation of these facilities into the area of Parsons between Marion Road and Woodrow Avenue would enhance the shopping center image and increase the potential for capture of EMA expenditures.

The consolidation of commercial facilities would provide a focal point for improvements to the aesthetic quality of the commercial area. Improving the appearance of the commercial area would not only create a more desirable and competitive site, but would also serve to demonstrate a commitment to the area by businesses.

2. Businesses fronting on Parsons Avenue should work closely with Schottenstein's to enhance the Study Area as a comprehensive retail area that offers more than Schottenstein's. This could attract to retail establishments on Parsons Avenue shoppers who would not ordinarily shop in the Study Area.
3. Study Area retailers should make a strong effort to reach new residents coming into the EMA. There is a high probability that many new families are replacing families with strong shopping loyalties to the Study Area, while the new families may not have such loyalties. Indeed new residents may be even more inclined to establish buying patterns at periphery shopping centers and malls. A "welcome wagon" approach could help establish neighborhood loyalty.

4. Strategy should be developed to increase customer loyalty among existing EMA residents. The intercept survey has clearly defined a primary market area. Area businesses could aim at this relatively small area employing less expensive methods of advertising. Neighborhood newspapers, direct mail, and circulars are all viable advertising vehicles. Such a program would promote the businesses located in the Study Area and their convenience to EMA residents, as well as price information and special services.
5. Study Area retailers must take advantage of both strengths and weaknesses of competitive chain operations, and structure their operating concept accordingly. Such factors as merchandise lines, price points, credit policy, and customer service should be reviewed.

Buyer and market profiles should also be analyzed. It is significant that during the survey of local businesses, many of the business people who responded to the question could not identify general characteristics of their customers.

While major chain retailers in the area as well as on the periphery of the EMA capture a significant share of EMA expenditures, this same strength also enlarges the EMA to the benefit of remaining shop owners.

Major chains lack the "personal service" often associated with small, independently owned stores. The Development of "personal service" skills would include knowledge of customers' tastes or needs, regular personal contact, and community participation. This image of "personal service" should be presented in a combined effort by all area independent merchants.

6. A marketing program should encourage EMA residents to support local businesses as a function of community pride and loyalty.

IV. RECENT DEVELOPMENTS

In the 1980's interest in the redevelopment of South Parsons Avenue was revived. Several factors are contributing to this new focus on South Parsons Avenue.

- Active participation by the Southside Business and Industrial Association (SBIA) in the redevelopment of South Parsons Avenue.
- Expenditure of Community Development Act funds for housing rehabilitation and other physical development needs in the Reeb-Hosack and Hungarian Village areas.
- The completion of the Parsons Avenue Urban Design Action Plan; stage 1 in February, 1981.
- Series of workshops involving business/property owners, consultants, City of Columbus officials and neighborhood residents for the purpose of discussing Parsons Avenue redevelopment alternatives.
- Earmarking of \$400,000 of 1981 voted bond monies for public improvements.
- Completion of the Southside Settlement House.
- Proposed infill housing by Columbus Metropolitan Housing Authority within the Reeb-Hosack area.
- The completion of building facade and sidewalls improvements by TeeJay's restaurant at 1385 South Parsons Avenue.
- Approval of building plans and subsequent construction of a new warehouse building at 1015 Marion Road by Grossman International.
- Construction of a new building to house Pic Way Shoes at 870 S. Parsons Avenue.
- In addition, the South Parsons Avenue Commercial Revitalization Program offers low-interest commercial loans for exterior building renovation.

V. Redevelopment Sites

Even with the new development's planned or underway for South Parsons Avenue, there are still several tracts either vacant or underutilized which could be redeveloped. Six sites between Hinman Avenue and Frank Road are described in this section.

UTILITIES:

GAS:

ELECTRIC:

WATER:

SEWER:

UTILITIES:

GAS:

ELECTRIC:

WATER:

SEWER:

TRANSPORTATION:

TRANSPORTATION:

HIGHWAY:

AIRPORT:

TOTAL ACRES:

TOTAL ACRES:

EXISTING BUILDINGS:

EXISTING BUILDINGS:

PLANNING AREA:

PLANNING AREA:

CONTACT:

CONTACT:



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

REDEVELOPMENT SITE

LOCATION: 1747-51 S. Parsons Avenue (see map reference #1)

ZONING: C-4 (see appendix)

UTILITIES:

GAS: provided by Columbia Gas

ELECTRIC: provided by Columbus & Southern

WATER: provided by City of Columbus

SEWER: provided by City of Columbus

TRANSPORTATION:

HIGHWAY: access to State Route 104 and I-71 to the South approximately 3/4 mile

AIRPORT: Port Columbus approximately 10 miles northeast, South Columbus Airport approximately 3½ miles to the south

TOTAL ACRES: approximately 8,250 sq. ft. .20 acres

EXISTING BUILDINGS: 1; approximately 3,600 sq. ft.

PLANNING AREA: 22

CONTACT: Harold J. Evans, Owner
(614) 231-1660



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

REDEVELOPMENT SITE

LOCATION:

1756 S. Parsons Avenue (see map reference #2)

ZONING:

C-4 (see appendix)

UTILITIES:**GAS:**

provided by Columbia Gas of Ohio

ELECTRIC:

provided by Columbus & Southern Ohio

WATER:

provided by City of Columbus

SEWER:

provided by City of Columbus

TRANSPORTATION:**HIGHWAY:**

access to State Route 104 and I-71 to the south approximately 3/4 mile

AIRPORT:

Port Columbus approximately 10 miles northeast;
South Columbus Airport approximately 3½ miles to the south.

TOTAL ACRES:

approximately .28 acres; 12,150 sq. ft.

EXISTING BUILDINGS:

None

PLANNING AREA:

22

CONTACT:

L. D. Stark
(614) 228-5331



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

REDEVELOPMENT SITE

LOCATION: 1865 S. Parsons Avenue (see map reference #3)

ZONING: C-4 (see appendix)

UTILITIES:

GAS: provided by Columbia Gas

ELECTRIC: provided by Columbus & Southern

WATER: provided by City of Columbus

SEWER: provided by City of Columbus

TRANSPORTATION:

HIGHWAY: access to State Route 104 and I-71 to the south approximately 3/4 mile

AIRPORT: Port Columbus approximately 10 miles northeast
South Columbus Airport approximately 3 1/2 miles to the south

TOTAL ACRES: approximately 14,400 sq. ft.; .33 acres

EXISTING BUILDINGS: 1; 5600 sq. ft.

PLANNING AREA: 22

CONTACT: The Niam Company
(614) 445-8461



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

REDEVELOPMENT SITE

LOCATION: 1894 S. Parsons Avenue (see map reference #4)

ZONING: C-4 (see appendix)

UTILITIES:

GAS: provided by Columbia Gas of Ohio

ELECTRIC: provided by Columbus & Southern

WATER: provided by City of Columbus

SEWER: provided by City of Columbus

TRANSPORTATION:

HIGHWAY: access to State Route 104 and I-71 to the south approximately 3/4 mile

AIRPORT: Port Columbus approximately 10 miles northeast
South Columbus airport approximately 3½ miles to the south

TOTAL ACRES: approximately 4,200 sq. ft.; .1 acres

EXISTING BUILDINGS: 1; approximately 2,300 sq. ft.

PLANNING AREA: 22

CONTACT: Wm. Hoermle
(614) 231-2598
(614) 466-4207



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

REDEVELOPMENT SITE

LOCATION: 1918 S. Parsons Avenue (see map reference #5)

ZONING: C-4 (see appendix)

UTILITIES:

GAS: provided by Columbia Gas of Ohio

ELECTRIC: provided by Columbus & Southern

WATER: provided by City of Columbus

SEWER: provided by City of Columbus

TRANSPORTATION:

HIGHWAY: access to State Route 104 and I-71 to the south approximately 3/4 mile

AIRPORT: Port Columbus approximately 10 miles northeast;
South Columbus Airport approximately 3½ miles to the south

TOTAL ACRES: approximately 3,788 sq. ft; .09 acres

EXISTING BUILDINGS: 1; 2,268 sq. ft.

PLANNING AREA: 22

CONTACT: L. D. Stark
(614) 228-5331



The City of Columbus
Mayor Tom Moody
Department of Development
Director Ralph W. Smithers

REDEVELOPMENT SITE

LOCATION: 1924 S. Parsons Avenue (see map reference #6)

ZONING: C-4 (see appendix)

UTILITIES:

GAS: provided by Columbia Gas of Ohio

ELECTRIC: provided by Columbus & Southern

WATER: provided by City of Columbus

SEWER: provided by City of Columbus

TRANSPORTATION:

HIGHWAY: access to State Route 104 and I-71 to the south approximately 3/4 mile

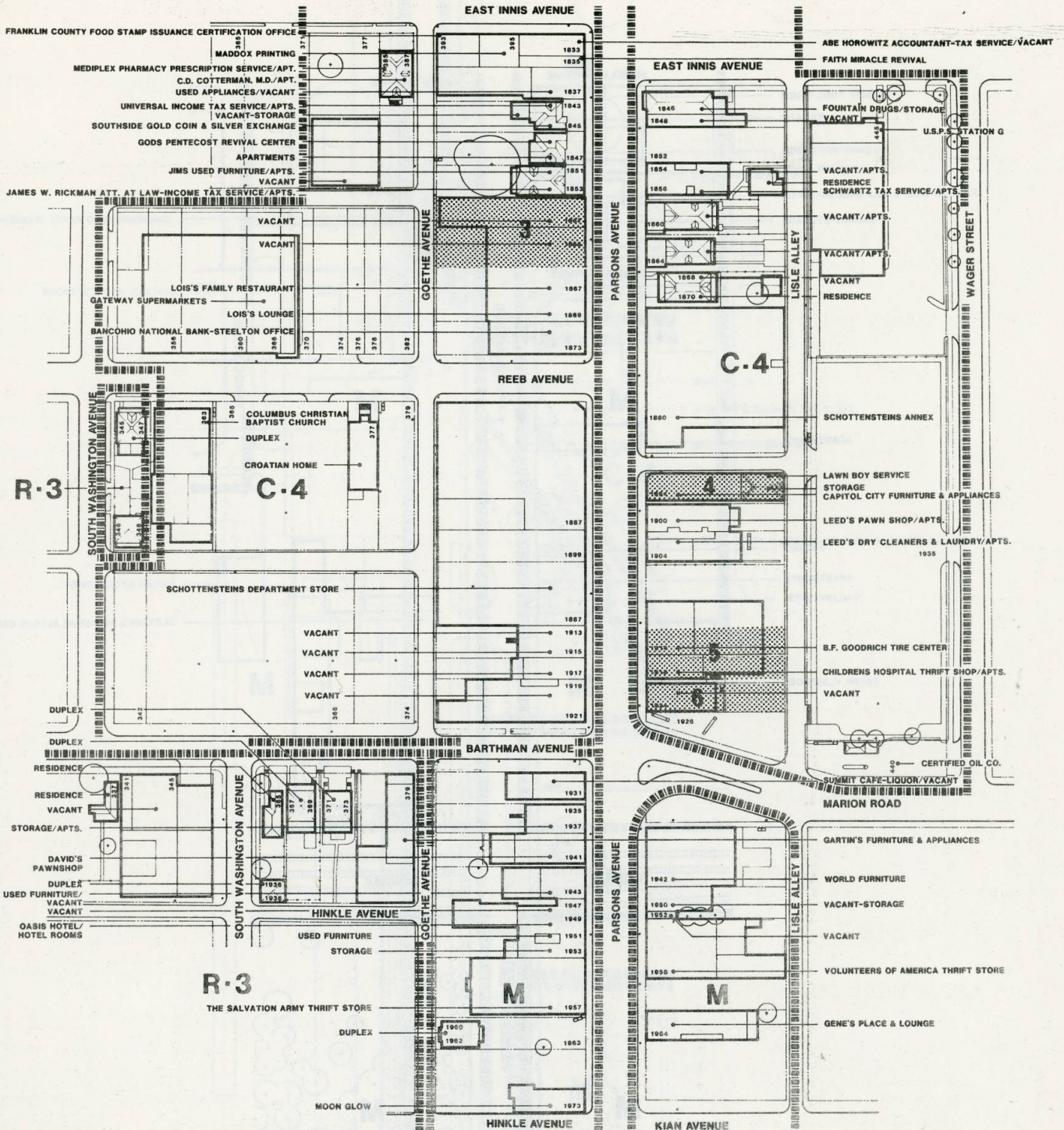
AIRPORT: Port Columbus Airport approximately 10 miles northeast.
South Columbus Airport approximately 3½ miles to the south.

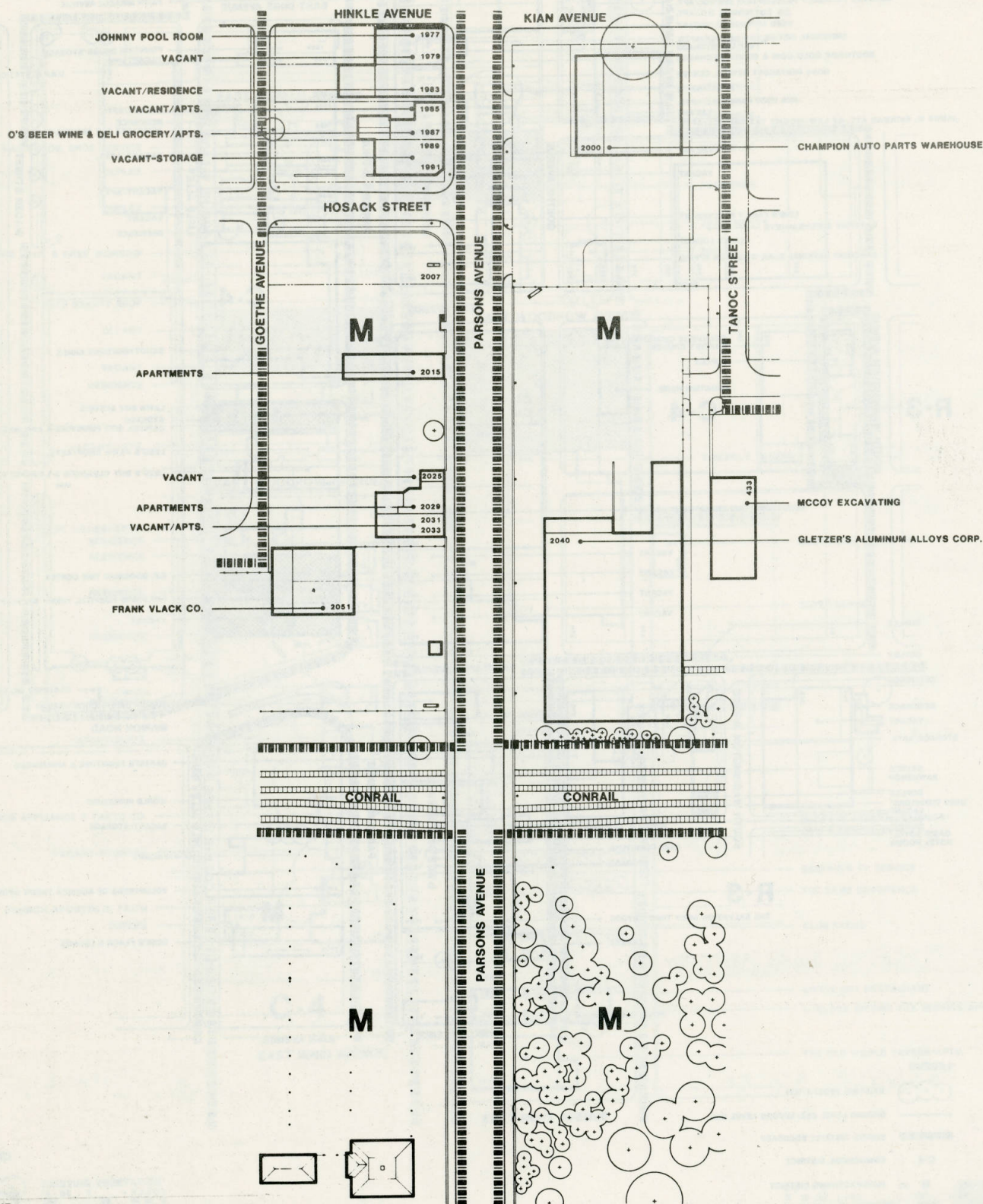
TOTAL ACRES: approximately 4,200 sq. ft.; .1 acres

EXISTING BUILDINGS: 1; 2,100 sq. ft.

PLANNING AREA: 22

CONTACT: L. D. Stark
(614) 228-5331





LEGEND



EXISTING VEGETATION



GROUND LEVEL USE/SECOND LEVEL USE



ZONING DISTRICT BOUNDARY

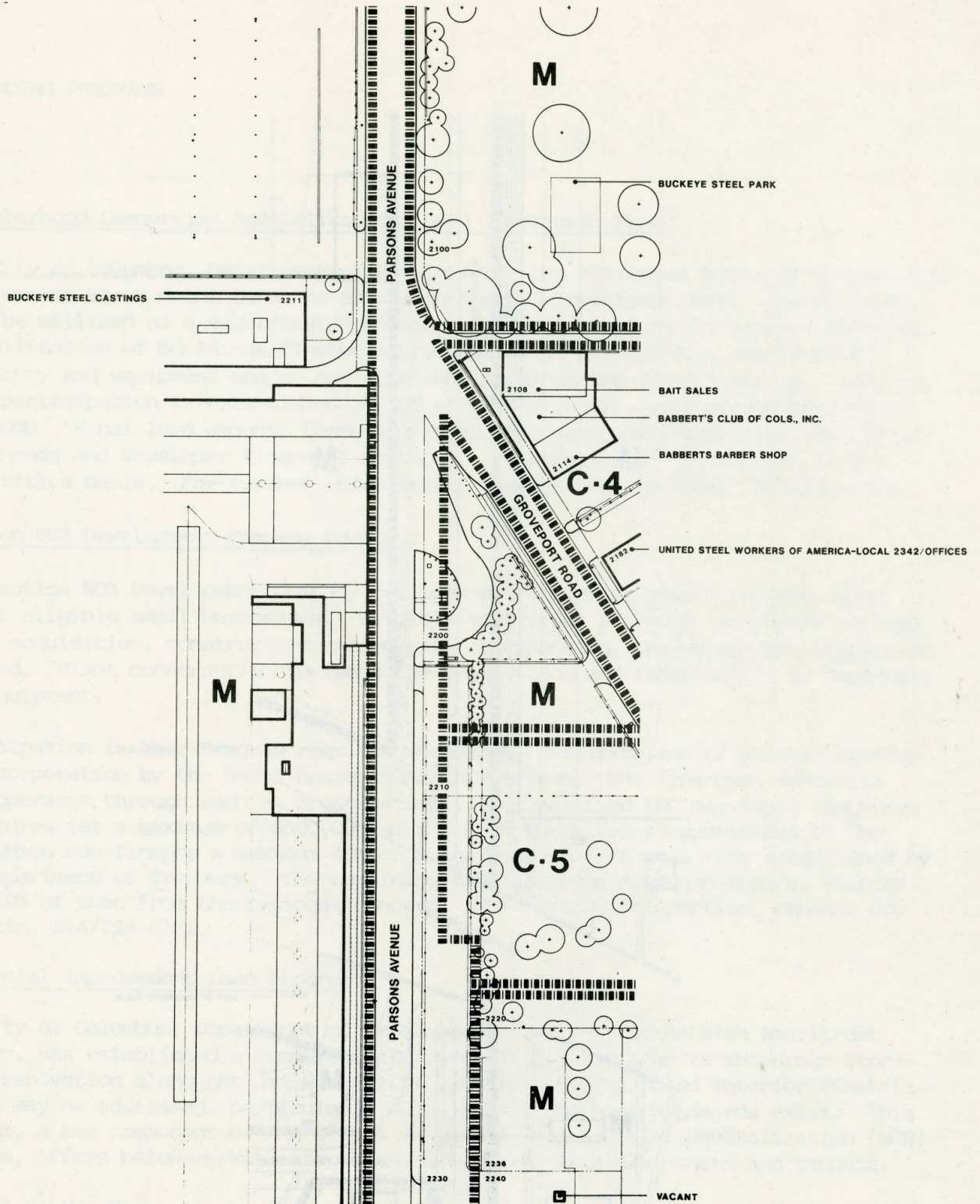
M

MANUFACTURING DISTRICT

SCALE: 1" = 30'-0"

0' 15' 30' 60' 120'





LEGEND



EXISTING VEGETATION



GROUND LEVEL USE/SECOND LEVEL USE



ZONING DISTRICT BOUNDARY

C-4

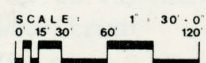
COMMERCIAL DISTRICT

C-5

COMMERCIAL DISTRICT

M

MANUFACTURING DISTRICT



FINANCING PROGRAMS

Neighborhood Commercial Revitalization (NCR) Investment Fund:

The City of Columbus, Department of Development, has allocated \$450,000 of Community Development Block Grant funds to establish the NCR Investment Fund. These funds will be utilized as a subordinated mortgage financing tool to encourage substantial rehabilitation of buildings (including residential), acquisition, purchase of machinery and equipment and/or new construction along the six NCR strips. Maximum fund participation is established at 30% of project costs, with a maximum loan of \$100,000. Final loan amount, terms and rates will vary according to project financing needs and developer financial strength. Proposals will be reviewed on a competitive basis. For further information, contact Patrick Grady, 614/222-8586.

Section 503 Development Company Program:

The Section 503 Development Company provides attractive financing incentives to assist eligible small businesses. Eligible activities for such assistance include plant acquisition, construction, conversion or expansion, including the acquisition of land. Plant construction includes the acquisition and installation of machinery and equipment.

Participation in this Program requires the formal certification of a Local Development Corporation by the Small Business Administration. The financing mechanism only operates through such an organization. The qualified LDC may issue long-term debentures (at a maximum of \$500,000 with a term 20-25 years) guaranteed by the SBA, which can finance a maximum 40% of a business project at a rate established by the Department of Treasury. The remaining 60% must come from non-federal sources with 10% of that from the business concern. For further information, contact Bob Millikin, 614/222-6171.

Commercial Improvement Loan Program:

The City of Columbus, Department of Development, in cooperation with Ameritrust Company, has established a Commercial Improvement Loan Program to encourage storefront renovation along the six NCR strips. Additionally limited interior rehabilitation may be addressed, particularly where safety and health hazards exist. This program, a key component of the City's Neighborhood Commercial Revitalization (NCR) Program, offers below-market interest rate loans to eligible owners and tenants.

Funds from the Community Development Block Grant Program will be utilized as 0% (non-interest bearing) loans of up to \$10,000, matched by Ameritrust Company at market rate. The term of the loan shall be on a case by case basis, up to fifteen years. Loan approval, fund disbursement and payment is operated by Ameritrust Company. For further information, contact Nicky Leppert, 614/222-8578, or Christine Schneider, 614/222-8580.

Industrial Revenue Bond Financing:

Industrial Revenue Bond Financing involves the issuance of tax-exempt bonds by the County of Franklin to finance a manufacturing, distribution, commercial or research facility and/or equipment to be owned or used by a company. Payments under an agreement are established in an amount sufficient to pay all costs of servicing the bonds.

The Columbus Area Growth Foundation, Inc. was established in 1963 by the Columbus Area Chamber of Commerce in a joint move with the City of Columbus and the County of Franklin to assist in the financing of industrial and commercial expansion through the issuance of Industrial Revenue Bonds exempt from Federal income tax.

The primary advantage to a company using Industrial Revenue Bonds is the lower tax-exempt rate of interest. Historically, the spread between interest rates on Industrial Revenue Bonds issued and conventional financing has ranged from 1½% to 2½%.

Another tax advantage is that the company treats the project as its own, thereby permitting the company to take normal depreciation, expense the interest and take the applicable investment tax credit. Upon retirement of the bonds, the company acquires full title to the project with only a nominal payment, if any, to the issuer. For further information, contact Kathleen Walsh, 614/222-1321.

Urban Development Action Grants (UDAG):

The purpose of Urban Development Action Grants is to provide a flexible economic tool that stimulates new development and investments through a partnership among the government, the community, and private industry to overcome economic stagnation and rehabilitate deteriorated urban areas.

Eligible activities include specific projects that encourage public/private partnerships in neighborhood revitalization, job creation, strengthen tax bases and rehabilitation and construction of public, commercial, industrial and residential structures. The primary criteria for assessing project grants will be the comparative degree of physical and economic distress and the demonstrated ability of the applicant to successfully carry out housing and community development projects. For further information, contact Marc Hirth, 614/222-8135.

Investment Tax Credit for Rehabilitation:

The previous 10 percent investment tax credit for renovating or restoring an existing older building has been raised upwards. The former 10 percent tax credit has been replaced with a new credit for these categories of property: a 15 percent tax credit for the rehabilitation of buildings from 30 to 40 years old; 20 percent for buildings 40 years old and older; and 25 percent for certified historic structures. For further information, contact the Internal Revenue Service, 614/222-0520.

NOTE: The recently passed Ohio House Bill 351 authorizes counties and certain municipal corporations to designate certain areas urban jobs and enterprise zones.

The bill authorizes agreements, on or before December 31, 1987, between a municipal corporation or county with an established urban jobs and enterprise zone and a business firm.

The business firm agrees to establish, expand, renovate or occupy a business facility and hire new employees within an enterprise zone in return for exemption from taxation of a portion of real and personal property at the facility for up to ten years or for other non-tax incentives.

The Department of Development is currently reviewing this bill in anticipation of implementation in 1982.

In addition, Ohio Senate Bill 313 is on hold pending a ruling by the Internal Revenue Service. This bill provides state assistance in financing public or private facilities for industry, commerce, distribution and research in designated local economic needs areas of the state. This permits the issuance of economic development bonds to raise funds for providing the assistance and also pledges a maximum of \$15,000,000/year from the profits on the sale of liquor. The liquor profits are to be used to retire the bonds and, if necessary, to make payments on loans guaranteed by the state.

DEPARTMENT OF DEVELOPMENT, CITY OF COLUMBUS, OHIO

INDEX TO ZONING CODE

DISTRICT	USE	NET DENSITY	NOTES
R - Rural	Single Family	5 Acre Minimum	
LRR-Limited Rural Residential	Single Family	1 Acre Minimum	100' minimum lot width
RRR-Restricted Rural Residential	Single Family	20,000 sq. ft.	100' minimum lot width
RR-Rural Residential	Single Family	10,000 sq. ft.	80' minimum lot width
SR-Suburban Residential	Single Family	7,200 sq.ft.	60' minimum lot width
R-1-Residential	Single Family	7,200 sq.ft.	50' minimum lot width
R-2-Residential	Single Family	5,000 sq.ft.	50' minimum lot width
R-3-Residential	Single Family	5,000 sq.ft.	50' minimum lot width
R-2F-Residential	1-2 Family	12-14.5 D.U./Acre	3,000 sq.ft. lot area/ Unit 2-story 3,600 sq.ft. Lot Area/ Unit 1-story
R-4-Residential	1-4 Family	17.4 D.U/Acre	4 units/Building Max.
PUD-Planned Unit Development	Single & Multi-Family	2-8 D.U/Acre	Registered Site Plan
AR-12 Apartment Residential	Apartments	12 Units/Acre	
AR-LD Apartment Residential Low Density	Apartments	17.4 Units/Acre	
AR-1 Apartment Residential	Apartments	36.2 Units/Acre	
AR-2 Apartment Residential	Apartments	54.6 Units/Acre	
AR-3 Apartment Residential	Apartments & Institutions	Unlimited	Rooming Houses and Nursing Homes
AR-4 Apartment Residential	Apartments & Group Quarters	36.2 D.E./Acre	Fraternities, Dorms & Rooming Houses
AR-O Apartment Office	Apartments & Offices	Unlimited	
MHP-Mobile Home Park	Mobile Homes	6 per Acre	Registered Site Plan & Development Standards
PC-Planned Community	Mixed	14 Units/Gr.Acre	200 Acre Min. Size Registered Site Plan
I-Institutional	Medical Buildings & Quasi Public Uses		Limited Commercial Schools, Day Care Center
P-1 Private Parking	Parking		No structures, no charge
P-2 Public Parking	Parking		No structures, Pay Parking
C-1 Commercial	Neighborhood Uses Limited		
C-2 Commercial	Offices		
C-3 Commercial	General Commercial Limited		
C-4 Commercial	General Commercial		Liquor License Permitted
C-5 Commercial	Drive-In & Auto Oriented		Development Standards
CB-Central Business	All Commercial		
CC- Civic Center			
M-2 Manufacturing	Limited Industrial & Office only		Development Standards
M-1 Manufacturing	General Industrial only		Development Standards
M - Manufacturing	General Industrial & Commercial		
EQ-Excavation & Quarrying	Quarrying & Agriculture		Development and Redevelopment Standards
FP-Flood Plain	Camp Ground & Open Land Use		