

OLD HILLIARD



OLD HILLIARD

Old Hilliard is the historic downtown of the city including its original street grid and the adjacent Franklin County Fairgrounds. Though some of its historic character and links to the past are intact, suburban architecture and development styles have worked to weaken the district's sense of place. Over the past decade or more, the city has worked to implement streetscape improvements, gateway elements, and new public spaces such as First Responder's Park, Hilliard's Station Park, and Heritage Rail Trail extension.

Since the 2011 comprehensive plan, the City updated the Old Hilliard Design Guidelines and codified them in the Zoning Ordinance.

This current focus is intended to build upon the city's success and continue to develop Old Hilliard as a distinctive destination.



Map 6.1. Old Hilliard Existing Land Use

The Area Today

The existing land use and character map represents an assessment of conditions in 2021 based on parcel data and observation. The land use definitions are detailed in the Snapshot Part 1 Appendix. The numbered locations generally indicate distinct conditions that apply to a site or sub-area.

- ① The Franklin County Fairgrounds site is approximately seventy-five acres and includes land north of Northwest Parkway. Given its prominent location, this land could be underutilized.
- ② Old Hilliard Core / Old Hilliard Neighborhood is the dominant land use and aligns generally with the area's historic pattern and current Old Hilliard mixed use zoning.
- ③ Mixed-use residential represents the recent Landmark Lofts development.
- ④ Neighborhood Commercial located in the southwest portion of the focus area near the corner of Main Street and Cemetery Road has typical storefront and setback styles of conventional suburban retail. There is an opportunity for infill or redevelopment.



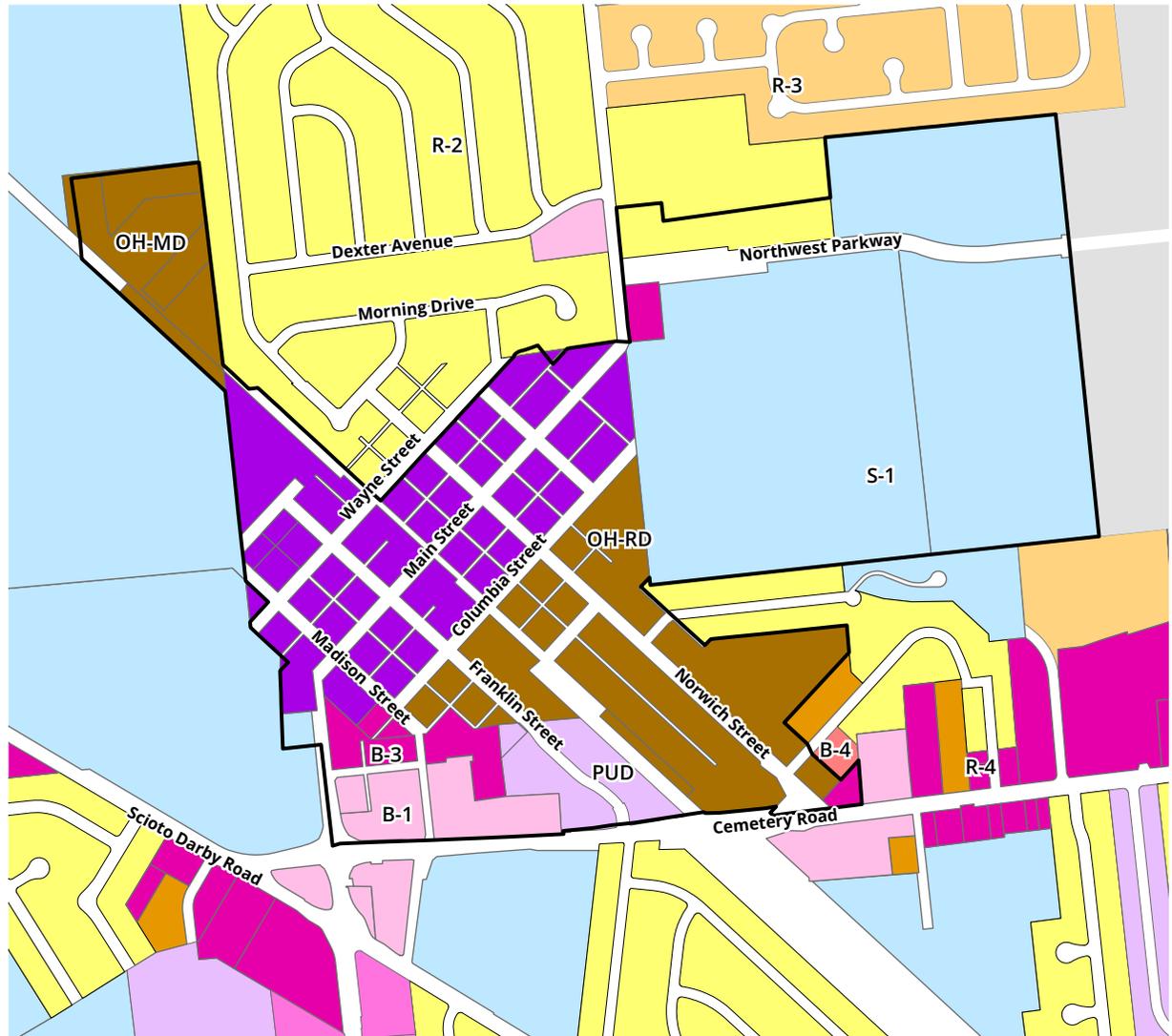
Map 6.2. Old Hilliard Existing Zoning

The existing zoning map shows the districts that apply to specific parcels of land today. Zoning districts define land uses that are permitted or conditional, and site development standards that are allowed today.

Most of Old Hilliard is zoned OH-MD (Old Hilliard Mixed Use) and OH-RD (Old Hilliard Residential District). These districts are intended to implement the principles outlined in the 2011 plan. They apply to the core of Old Hilliard along Main Street and the adjacent residential areas.

The recent Landmark Lofts development along Cemetery Road, which includes a horizontal and vertical mix of uses, is zoned PUD (Planned Unit Development). Planned Unit Development Districts are a zoning district tailored to a specific development. Each PUD is regulated by a unique zoning text adopted for that development.

Other than the Old Hilliard district, there are currently no base zoning districts that directly implement mixed-use concepts in the 2011 plan.



- | | |
|---|--|
|  B-1 (Neighborhood Business) |  OH-MD (Old Hilliard Mixed Use) |
|  B-2 (Community Business) |  OH-RD (Old Hilliard Mixed Use Residential) |
|  B-3 (Office/Institutional District) |  PUD (Planned Unit Development) |
|  B-4 (I-270 District) |  R-1 (Low Density Residential) |
|  S-1 (Support Facilities) |  R-2 (Low/Medium Density Residential) |
|  M-1 (Restricted Industrial) |  R-3 (Moderate Density Residential) |
| |  R-4 (High Density Residential) |



*Above: Existing character of Old Hilliard along Main Street.
Right: The Landmark Lofts mixed-use development along Cemetery Road.
Below: Hilliard Station Park and the Heritage Rail Trail along Center Street.*



Concept Plan

The Old Hilliard concept plan illustrates future land use types and development concepts that are intended to encourage growth while maintaining the district's distinctive small town character. The numbered concepts are described on the following pages.

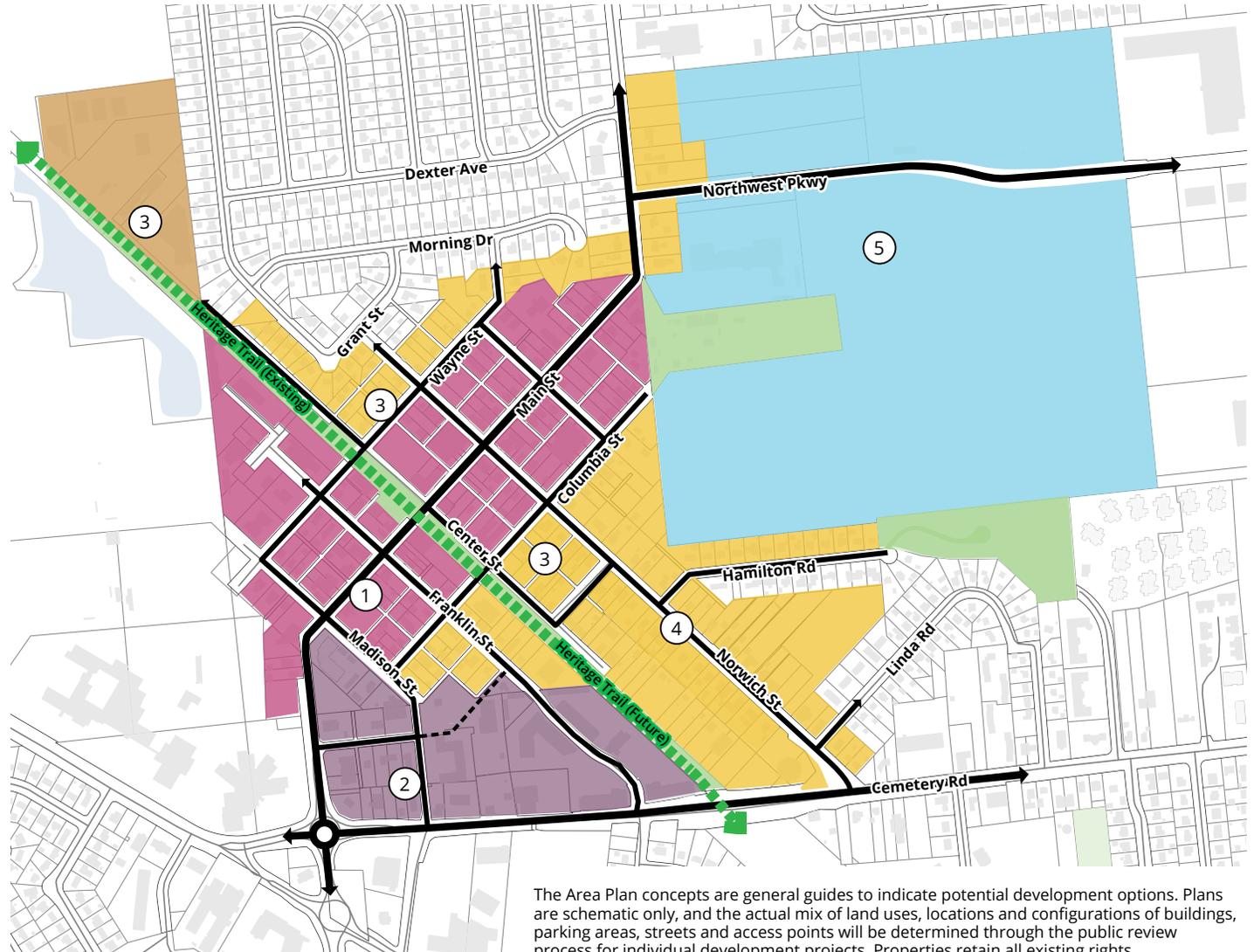
Map 6.3. Old Hilliard Focus Area Concept Plan

Concepts

- ① Create inviting pedestrian-friendly places and mixed uses along Main Street.
- ② Extend the mixed-use character south and west to the intersection of Main Street and Cemetery Road
- ③ Grow residential with mixed urban housing
- ④ Preserve the existing character of residential areas along Norwich Street.
- ⑤ Maximize use and benefit of the Fairgrounds

Future Land Use

- Village Residential (med)
- Urban Residential (high)
- Village Mixed Use
- Urban Mixed Use
- School / Public / Semi-public
- Park / Open Space
- Streets
- New Streets



1 Create inviting pedestrian-friendly places and mixed-uses along Main Street.

The village mixed-use future land use area along Main Street accommodates commercial, office, and residences mixed vertically and horizontally. Development should contribute to creating inviting public spaces, with buildings framing wide sidewalks with outdoor dining, plazas, or pocket parks. Commercial or office uses should occupy the ground floor on Main Street. Buildings should be at least two stories and located near the street with parking behind the building. Portions of a building may be one-story while other portions may be multi-story to allow for roof-top terraces and patios. A mix of architectural styles are encouraged while reflecting the traditional village character. Additional design features should be expected to support buildings over three stories. These features may include:

- Provision of public parking or reduced on-site parking
- Provision of a public or semi-public space including on upper floors.
- Architectural design that minimizes the visual mass of the building (articulation, material variation, step-backs, etc.)
- At least half of the above-ground floor area is a non-residential use such as office



2 Extend the mixed-use character south and west to the intersection of Main Street and Cemetery Road

The urban mixed-use future land use category applies to the area generally south of Madison Street. It supports redevelopment of the existing suburban commercial and continues the mixed-use character from the core of Old Hilliard. This area may feature buildings with larger footprints and greater height (generally up to five stories). Non-residential uses should occupy the ground floor on the Main Street or Cemetery Road frontage. A mix of architectural styles is encouraged while reflecting the traditional village character.

A street connection parallel to Cemetery Road to connect Madison Street and Franklin Street should be considered during redevelopment of this area.





Above: Building design should incorporate amenities such as outdoor dining.

Below: Architecture should be varied and include historic styles and contemporary designs.

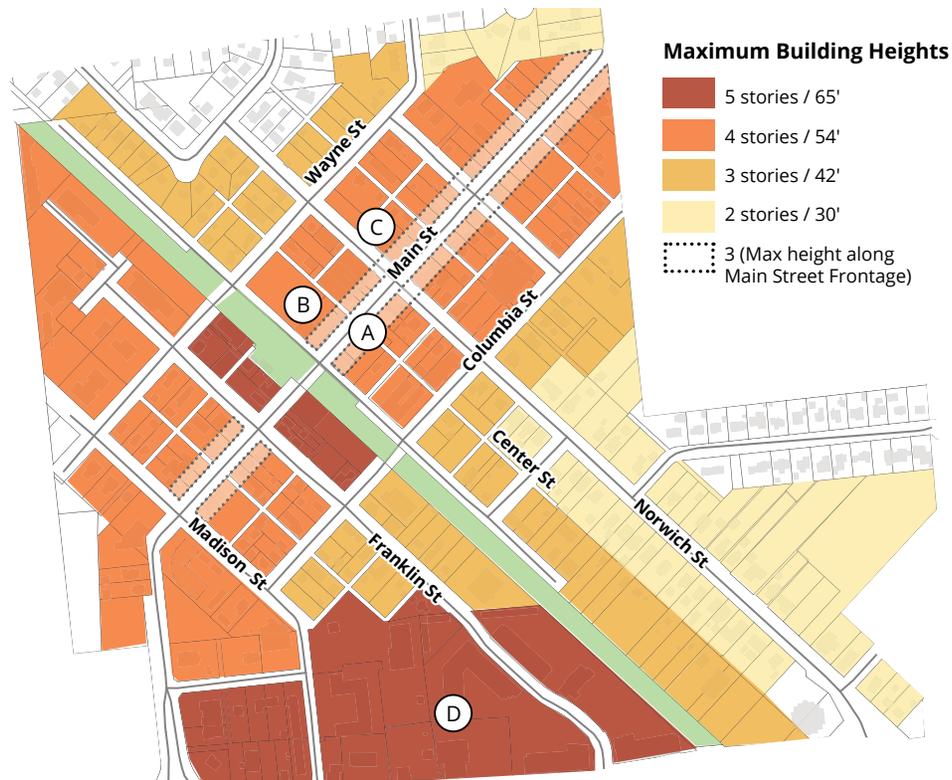


Building scale and character

In Old Hilliard, additional design characteristics should apply to new development to reflect the traditional character and appropriately transition between new and historic development. To create engaging pedestrian spaces, buildings should be located close to the street and amenities such as seating, pedestrian-scale lighting, trees, bike racks and outdoor dining should be provided in new development oriented to the adjacent public right-of-way. Building design should complement surrounding uses. Architectural styles should be diverse. Building massing and color should vary between buildings to break up long facades and provide visual interest. Windows at the street level should be large and transparent to a reasonable depth.

Building heights should range from two-to-four stories. The map on the following page indicates recommended maximum building heights in stories and feet. Generally a maximum of three stories (forty-two feet) is indicated along the Main Street frontage with opportunities for four stories (fifty-four feet) if additional design elements are incorporated (see previous page). Heights above fifty-four feet could be appropriate for sites that front directly onto the Heritage Trail and include additional public amenities or design features. For new residential development, a maximum height of three stories (forty-two feet) is generally recommended to serve as a height transition between the existing one to two-story single family homes.

Conceptual Maximum Building Heights for Old Hilliard



Examples of existing building heights in Hilliard

Map Location	Building Name	Height (ft/stories)
(A)	Sports on Tap	24.5' (2 stories)
(B)	Otie's	28' (2 stories)
(C)	Old Bag of Nails	33' (2 stories)
Not in Old Hilliard	BMW Financial Services	41.2' (3 stories)
	Lifestyle Communities Community Building	48' (3 stories)
	Avid Hotel	49.3' (4 stories)
(D)	Landmark Lofts	52' (4 stories)

The above map is conceptual and is intended to be used as a guide for considering updates to the zoning ordinance. The zoning ordinance regulates height and other design requirements and limitations. Minimum and maximum heights in both feet and stories should be specified in the zoning ordinance along with requirements for considering bonus heights.

Typical building heights recommended within the Village Mixed Use area



3 Grow residential with mixed urban housing

On Village Residential areas that face the mixed-use areas or the Heritage Trail, allow for a mix of compact village and urban housing including townhomes, duplexes, multiplexes, and small-scale apartments. Parking should be located so as to not dominate the front of the structure with side loaded or detached garages preferred. Front porches and patios are strongly encouraged in this area. The area designated as urban residential has opportunities for a mix of housing types that are oriented toward the Heritage Trail.

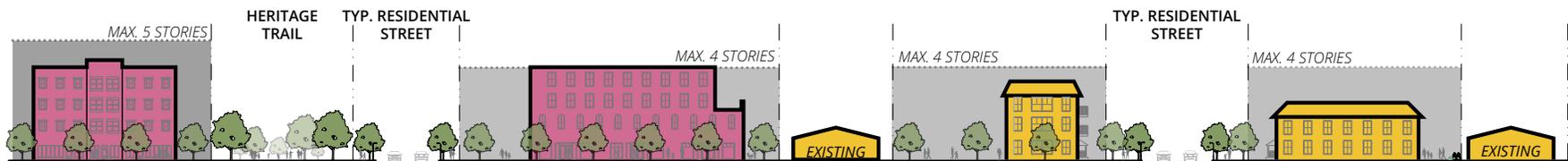


4 Preserve the existing character of residential areas along Norwich Street

Maintain the historic residential character along Norwich Street between Columbia Street and Cemetery Road. Provide appropriate transitions in building scale between mixed-use areas and residential areas.



Typical building relationship between mixed use, new residential, and existing residential



ALONG A RESIDENTIAL STREET
(EXAMPLE 1)



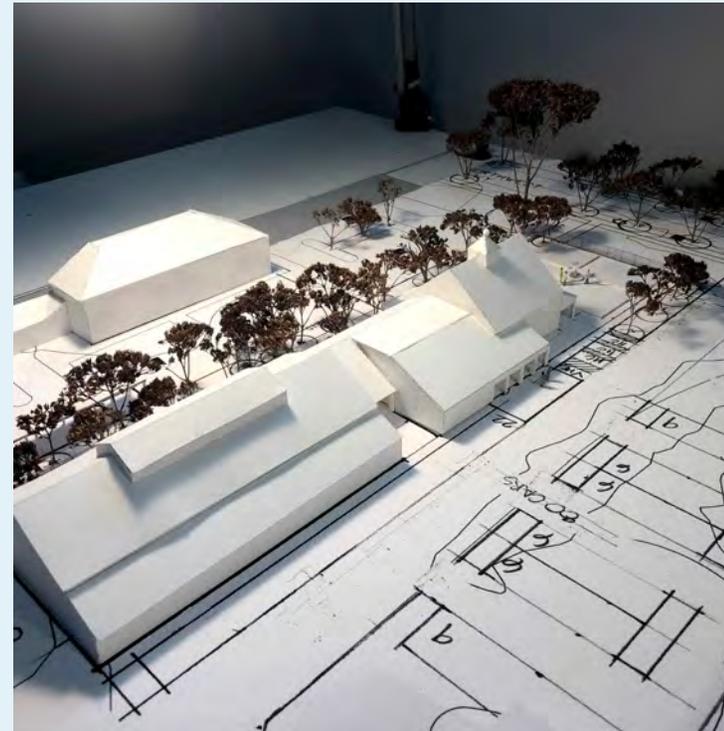
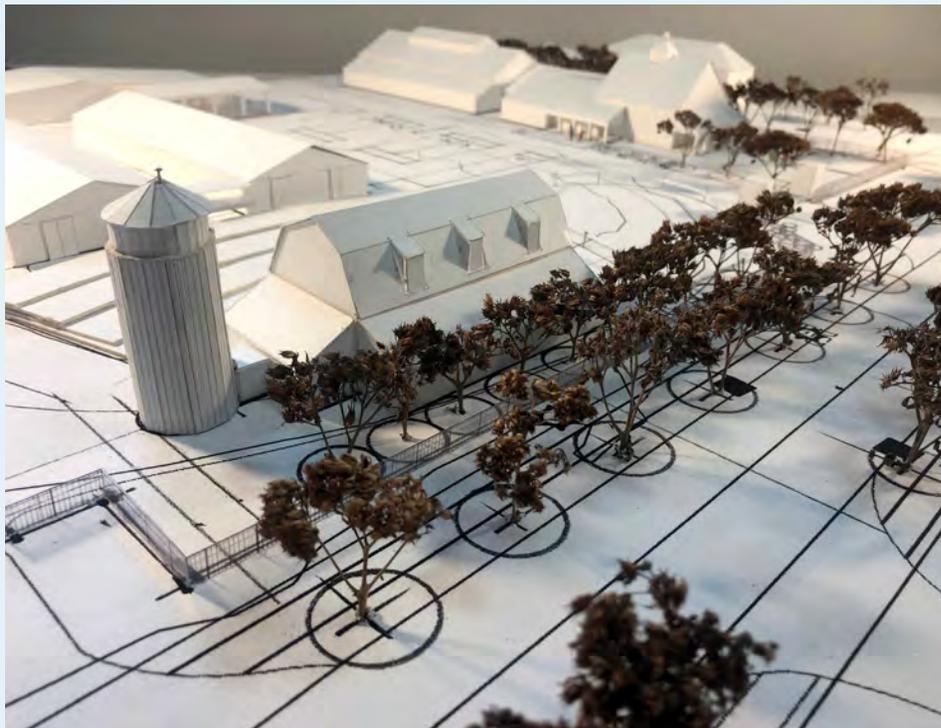
ALONG A RESIDENTIAL STREET
(EXAMPLE 2)

5 Maximize the use and benefit of the Fairgrounds

It is in the interests of the broader Hilliard community that the Fairgrounds includes facilities, spaces, and programming to serve as an amenity for the community while also preserving our region's rich agricultural heritage. While the city has very limited ability to influence what happens on the Fairgrounds, it could advocate for improvements to the facilities or programming that accommodate greater opportunities for community uses.

In 2019, a conceptual plan prepared by the Board of Directors was shared with City Council. That study featured proposed improvements such as new buildings, landscaping, and parking. While there are no commitments to undertaking this exact concept, the city and Board of Directors should work together to develop a strategy for site improvement. (see Action A5)

Conceptual models in 2019 Fairgrounds Master Plan Study (below, right)



ALTERNATIVE

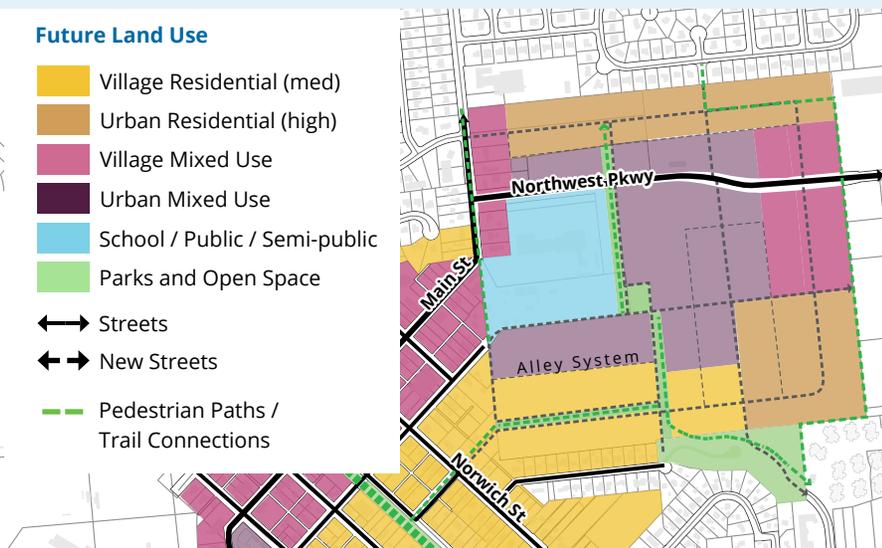
5 If the Fairgrounds were to relocate, the city should support redevelopment of the site with a mix of uses that would expand and strengthen Old Hilliard.

During the horizon of this plan, the Fairgrounds is not expected to relocate. However, if that were to occur in the future, the city should have expectations about the site's redevelopment. The city should support redevelopment on the site that:

- Expands the Old Hilliard street grid of walkable blocks;
- Features a major anchor use such as a civic building;
- Repurposes Weaver Park as a community gathering space;
- Includes mixed-use and mixed residential, transitioning in intensity to be compatible with adjacent neighborhoods;
- Provides street and path connections to surrounding neighborhoods; and
- Includes multi-use path connections to the extended Heritage Trail, and to adjacent neighborhoods.

Future Land Use

- Village Residential (med)
- Urban Residential (high)
- Village Mixed Use
- Urban Mixed Use
- School / Public / Semi-public
- Parks and Open Space
- Streets
- New Streets
- Pedestrian Paths / Trail Connections



The Area Plan concepts are general guides to indicate potential development options. Plans are schematic only, and the actual mix of land uses, locations and configurations of buildings, parking areas, streets and access points will be determined through the public review process for individual development projects. Properties retain all existing rights.



The Montgomery County Fairgrounds near downtown Dayton, Ohio, served as a community destination for 160 years. In 2017, the Fairgrounds relocated to a rural part of the county and the original forty acre site was purchased by the University of Dayton and Premier Health. After an extensive visioning and master planning process, the site, now known as *onMain*, is currently undergoing redevelopment. *onMain* promises to become a place that nurtures innovation and creativity and support the missions of the two institutions.



Beulah Park in Grove City was the first thoroughbred racetrack and event center in Ohio, and stood as a historic landmark for over ninety years. The over two hundred acre site adjacent to the historic town center of Grove City closed in 2014. After several years of planning, the site is now undergoing redevelopment to create "Central Ohio's largest walkable residential community" with a mix of housing, commercial, and a thirty-two acre open space.

Old Hilliard Actions

FA A1 **Update the Old Hilliard zoning standards.** Incorporate the following into the update:

zc

- Address open space set aside requirements (existing citywide standards may not be appropriate in all areas); consider incentivizing or requiring development to provide some amount of public space amenities adjacent to their properties such as outdoor dining spaces, pocket parks, art, seating, and green spaces;
- Address required parking in non-residential and mixed-use areas with the intent to provide adequate parking district-wide rather than on a site-by-site basis. Encourage shared parking arrangements. Allow relaxed, or entirely eliminate, on-site parking requirements in non-residential areas in exchange for improvements to on-street parking, including landscaping the right-of-way, curb and gutter, and sidewalks, except along Norwich Street between Columbia Street and Linda Road.
- Revise the allowed maximum height to specify both stories and feet. Set a separate maximum height for street frontage (ex: three stories at street, five stories overall); and consider requiring two-story minimum height. Allow for flexibility in height and permit additional height in exchange for additional design features.
- Consider modifying use provisions for first-floor uses along some streets to encourage retail and restaurant uses and discourage small professional services users from occupying limited real estate.

FA A2 **Construct water and wastewater capacity improvements to accommodate additional development.** Implement the recommendations of the 2022 Utility Capacity Analysis, which was prepared concurrently with this plan. The preliminary estimates indicate this work may cost ten million dollars.

FA A3 **Extend the Heritage Rail Trail from Main Street to Cemetery Road (and beyond).** Continue efforts to acquire the land to expand the Heritage Trail south to Cemetery Road through Hilliard. Continue to work with Central Ohio Greenways and Metro Parks to extend the Heritage Trail to Quarry Trails Metro Park and to downtown Columbus.

FA A4 **Develop a financing strategy to provide infrastructure improvements concurrent with development.** Consider “value capture” strategies such as special assessment districts, impact fees, development agreements, tax increment financing, or other models to generate revenue to build out and maintain public improvements. Value capture schemes attempt to recover a portion of the benefits of public investments. Infrastructure needs in Old Hilliard include building out the sidewalk system, providing parking, expanding wastewater systems, and improving lighting.

FA A5 **Create a branding and marketing campaign for Old Hilliard.** As described in the 2022 Economic Development Strategic Plan, undertake a campaign to promote Old Hilliard as a destination for businesses and visitors. Consider the creation of a special arts district.

FA A6 **Work with the Fairgrounds to develop a strategy for site improvement.** Engage in discussions with the Fairboard regarding potential site improvements that retains the Fairgrounds use but includes modernized facilities for additional community events. Identify opportunities for specific uses or programming and discuss the potential for sharing in costs or revenue from those improvements. Consider pedestrian connectivity to other parts of the city.

- FA A7 **Permanently close Center Street between Main Street and Wayne Streets to maintain a pedestrian space.** Maintain center street adjacent to Hilliard Station Park as a pedestrian space with outdoor dining, events, activities, and celebrations throughout the year.
- FA A8 **Develop additional public parking.** Use development to help fund the purchase of land for public parking. Develop plans for a public parking structure. Update wayfinding signs to direct visitors to public parking areas, particularly for events.
- FA A9 **Provide support to retain existing and attract new small businesses specifically within Old Hilliard.** As described in the 2022 Economic Development Strategic Plan, provide support to small businesses seeking to locate in Old Hilliard through initiatives such as a small business grant program, providing information on available funding, establishing an incubator and start up space within Old Hilliard, or organizing a support program made up of mentors from Old Hilliard businesses.
- FA A10 **Conduct periodic reviews of short-term rental regulations.** Large concentrations of short-term rentals can negatively impact neighborhoods, be a drain on city services, and inflate housing prices in an area. The city recently adopted regulations for short-term rental in the Old Hilliard area. The city should periodically evaluate these regulations with respect to local data, national trends, and technology, modify them as appropriate, and consider whether they should apply beyond Old Hilliard. The regulations should support the use of properties for short-term rental while minimizing nuisances such as noise, trash, and parking problems.

