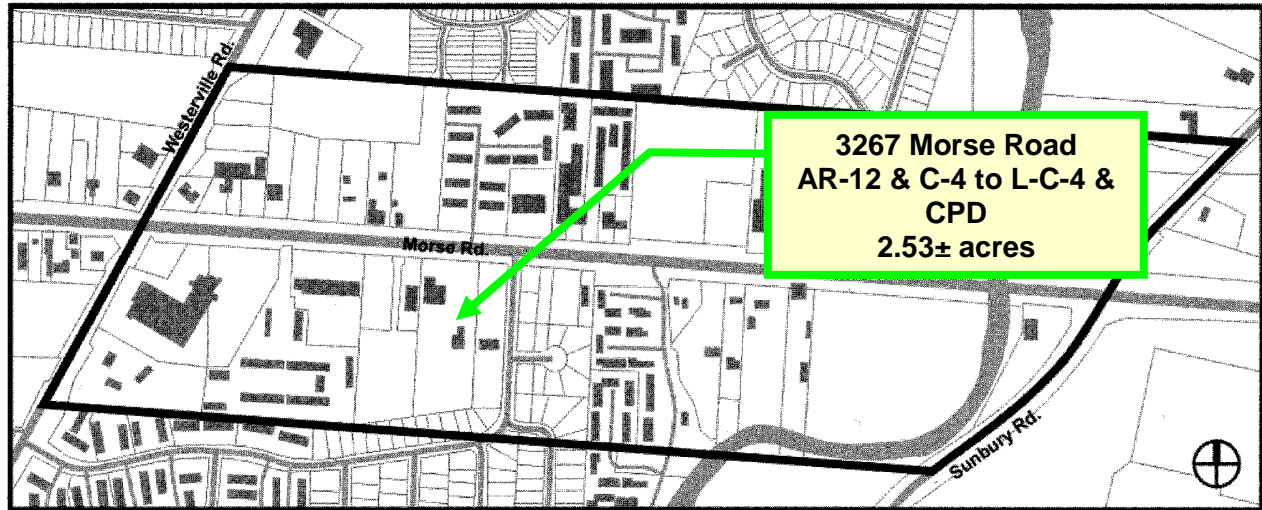


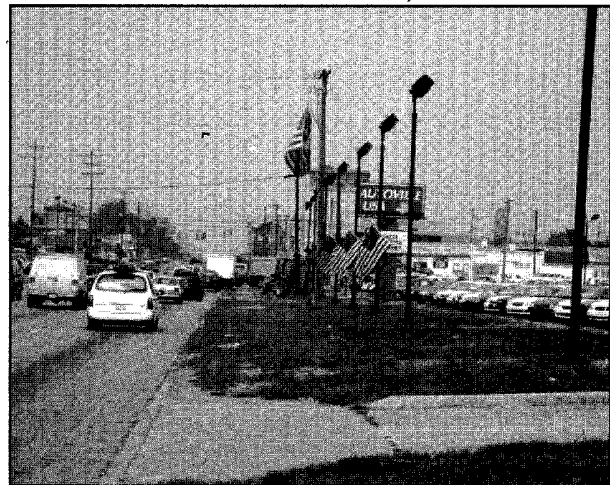
Area 13

Morse Road: Westerville Road to Sunbury Road



This area is split by township and city jurisdiction. It is characterized by a haphazard mixture of commercial uses including auto dealerships, gas stations, strip centers, auto repair, rental stores, miscellaneous retail and carry-out groceries. Portions of this area are without direct access to centralized sewer services. Curb-cuts, landscaping, graphics and other design factors are inconsistent and generally unattractive. Many residential structures have been converted to office and retail uses. Zoning includes commercial (C3, C4, LC4, CPD), apartment residential (ARL12 and ARLD), and parking (P1). Development of Easton to the east creates opportunities for high-quality redevelopment in this area. This portion of Morse Road is scheduled for widening within the next few years.

Morse Road serves as the “Main Street” for the Northland community. Development activity occurring here should be sensitive to the corridor’s high visibility. The city of Columbus’ Morse Road Market Analysis and Redevelopment Strategy and subsequent Morse Road Design Study, identifies steps the community and the city can take to ensure the long-term viability of this important corridor.



It is the recommendation of the Northland Plan that:

- annexations to Columbus be encouraged.
- recommendations of the Morse Road Market Analysis and Redevelopment Strategy and the Morse Road Design Study, as well as any future design recommendations, be implemented.
- the city should explore provisions for centralized sewer services in this area.
- when land is annexed, seek to upgrade development quality through limited zoning and appropriate development standards.
- offices and high-density residential uses are encouraged for the corridor. Fast-food restaurants, gas stations, warehousing, self-service storage, and similar uses are discouraged.
- creation of out-lots, which create visual clutter, traffic and circulation problems be discouraged.
- development proposals involve multiple parcels whenever possible and subdivision of lots for use in separate projects be discouraged.
- Morse Road be improved through widening, provision of curbs, gutters, and sidewalks; and elimination of curb cuts.
- a greater protective buffer be established for Alum Creek through the development process.
- land use conversions be accomplished through rezoning rather than the City Council variance process.
- pro-active code enforcement and sign controls be strongly encouraged.

