

## **AGENDA**

What We've Heard

Plan Framework & Components

3 Next Steps

Tonight's Activities

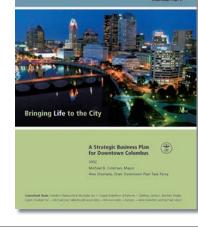


# **PROJECT SCHEDULE DRAFT PLAN** Q3 **P2 P3 STRATEGIC FRAMEWORK** & COMPONENTS Q2

## **DOWNTOWN STRATEGIC PLANS**

2002

A STRATEGIC BUSINESS PLAN FOR DOWNTOWN COLUMBUS



**POLICY FOCUS** 

Established housing goal and abatements that aided in increase in downtown population for the first time since 1950

**2010**DOWNTOWN COLUMBUS
STRATEGIC PLAN



CATALYTIC PROJECT FOCUS

Set in motion the transformation of the riverfront and public realm that supported new urban development and growth

**2022**DOWNTOWN COLUMBUS
STRATEGIC PLAN



PEOPLE FOCUS

Mix of people-first policies, practices, and projects that make Downtown inviting for all.



## THE VOICES WE'VE HEARD SO FAR

### **Engagement Methods:**

- One-on-one stakeholder interviews
- Neighborhood and stakeholder outreach
- Interactive online activities
- Virtual public workshop
- Online survey

1,400+

Community Members Engaged To-date **255** 

Public Workshop #1 Attendees

**787** 

Online Survey Respondents

**323** 

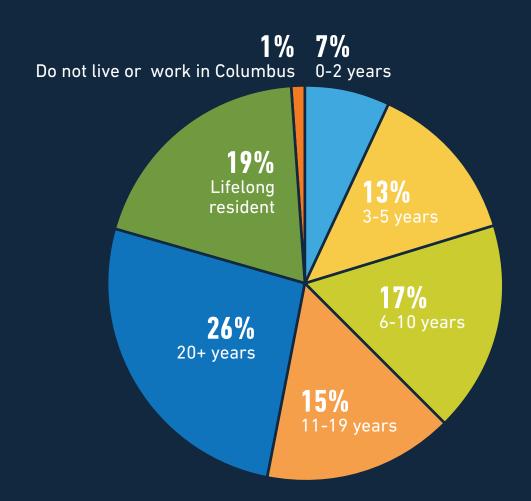
Online Activity Participants

120

Stakeholders Interviewed

## THE VOICES WE'VE HEARD SO FAR

► How long have you lived or worked in Columbus? (n=749)



**▶** What brought you to Central Ohio? (n=745)



I came here for school/education | 30%



I was born here | 27%



I came here for a job/opportunity | 13%



I came here for the quality of life | 13%



I have family here | 11%



I have friends here | 11%



I moved here with my family as a child | 8%





## **HOW PEOPLE EXPERIENCE DOWNTOWN**

► How often do you visit Downtown Columbus? (n=920)



**▶** What best describes you? (n=958)



I visit Downtown Columbus | 60%



I work in Downtown Columbus | 37%



I am a resident of Downtown Columbus | 24%



I would like to live in Downtown Columbus | 16%



I own property in Downtown Columbus | 11%



I am a renter in Downtown Columbus | 8%



**Other** | 7%



I own a business in Downtown Columbus | 4%

## **VOICES WE'VE HEARD SO FAR**

### **Stakeholder Groups**

- CDDC board members
- Capital Crossroads/Discovery District
   Special Improvement Districts
- Central Ohio Transit Authority (COTA)
- City of Columbus officials
- Columbus Partnership
- Columbus Regional Airport Authority
- Columbus State Community College
- Columbus Urban League
- Downtown Development Commission
- Downtown Residents' Association of Columbus (DRAC)
- Equity Now Coalition (ENC)

- Experience Columbus
- Franklin County officials
- Franklin University
- Greater Columbus Arts Council (GCAC)
- Mid-Ohio Regional Planning Commission (MORPC)
- NAACP
- Nationwide Children's Hospital
- One Columbus
- State of Ohio officials
- The Columbus Foundation
- United Way of Central Ohio

### **OVERARCHING THEMES**

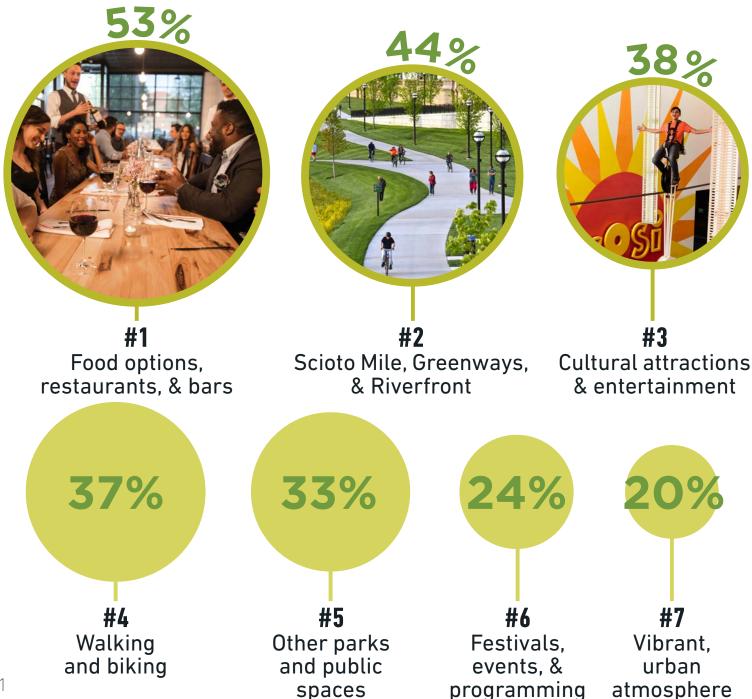
Stakeholder Groups

### **Key Concerns**

- Columbus must not lose the Downtown momentum built over the past 20 years...the city has had great success and ground cannot be lost.
- There are concerns about the future of office space as a result of the pandemic, and the economic impact this could have on Downtown and the city as a whole.
   How can Downtown be maintained as a major employment center?
- Downtown must play a role in addressing the need for housing and affordable housing in the region.
- Downtown must embrace, reflect, and be a leader in equity and inclusion.
- Restaurant and entertainment activity Downtown was improving until COVID, but the retail and shopping experience is still lacking and should be so much more.
- It is imperative to address public safety issues and perceptions. This includes working to deal with aggressive panhandling and growing homelessness.
- Downtown must continue to be special and distinct in the region and differentiated from the suburbs.



## WHAT ARE YOUR FAVORITE PLACES/THINGS DOWNTOWN?



"The Scioto Mile—
excellent walkability,
beautiful views of
downtown!"

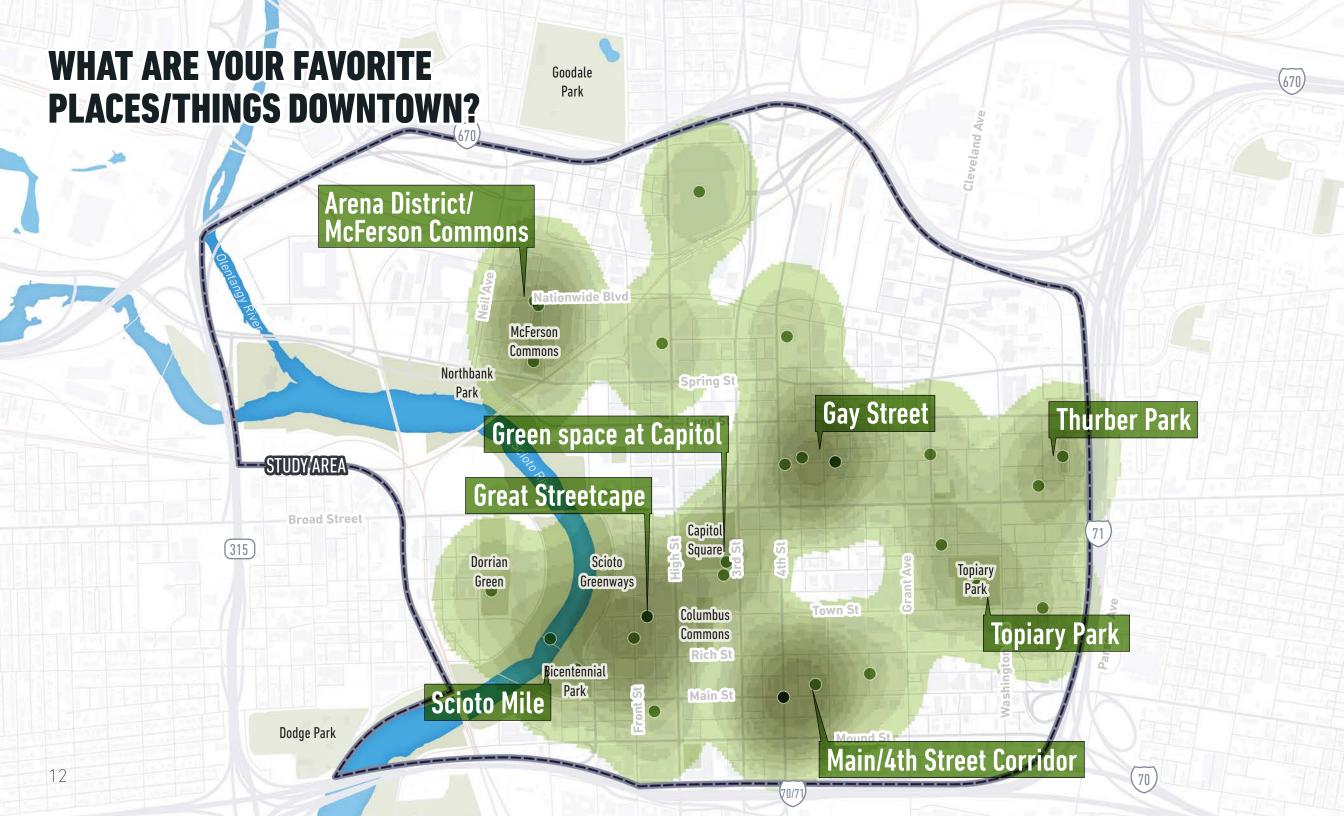
"Local, small business retailers and restaurants"

"The abundance of walkable spaces"

"Places like 4th Street and Gay Street that are starting to become "districts" rather than parking lots"

"The amount of **breweries** and coffee shops! Always somewhere new to try!"

"Concentration of art and civic institutions"



## WHAT WOULD YOU CHANGE/IMPROVE ABOUT DOWNTOWN?



"Less surface lots.
At least convert to garages or put solar panels over the cars to make use of the space."

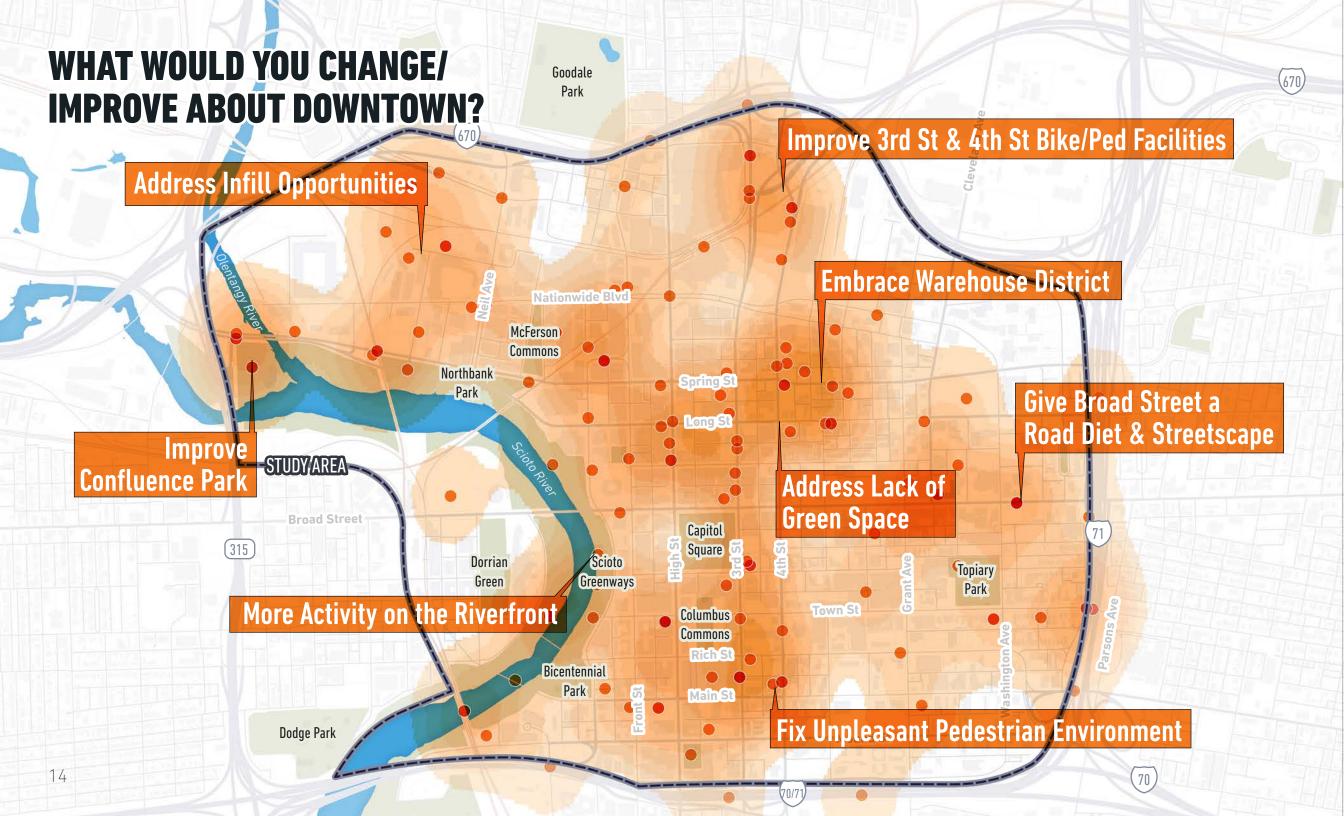
"More weekend activities in the heart of downtown"

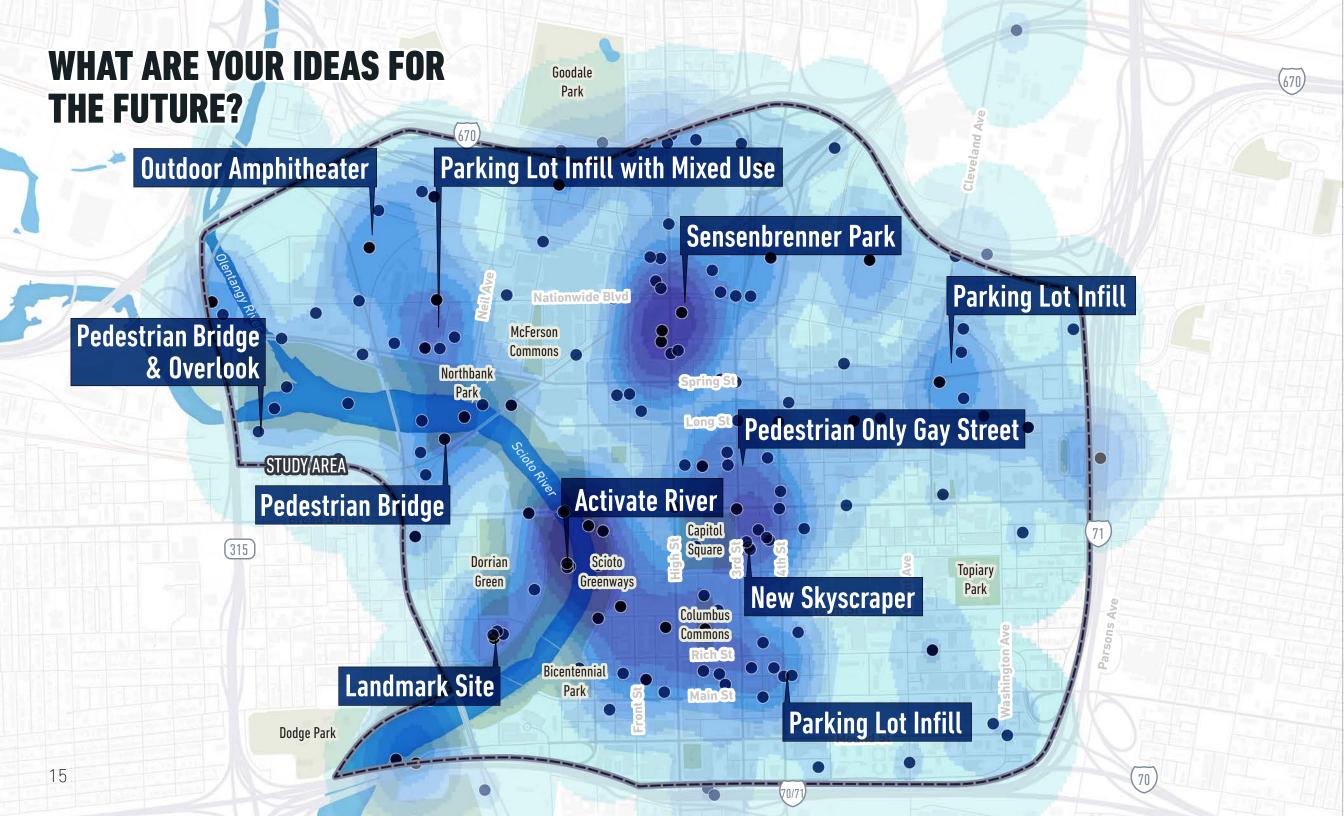
"More things to bring people to the area and stay for a time, not just their specific event"



"Lower tenant building rents so fewer restaurants go out of business"



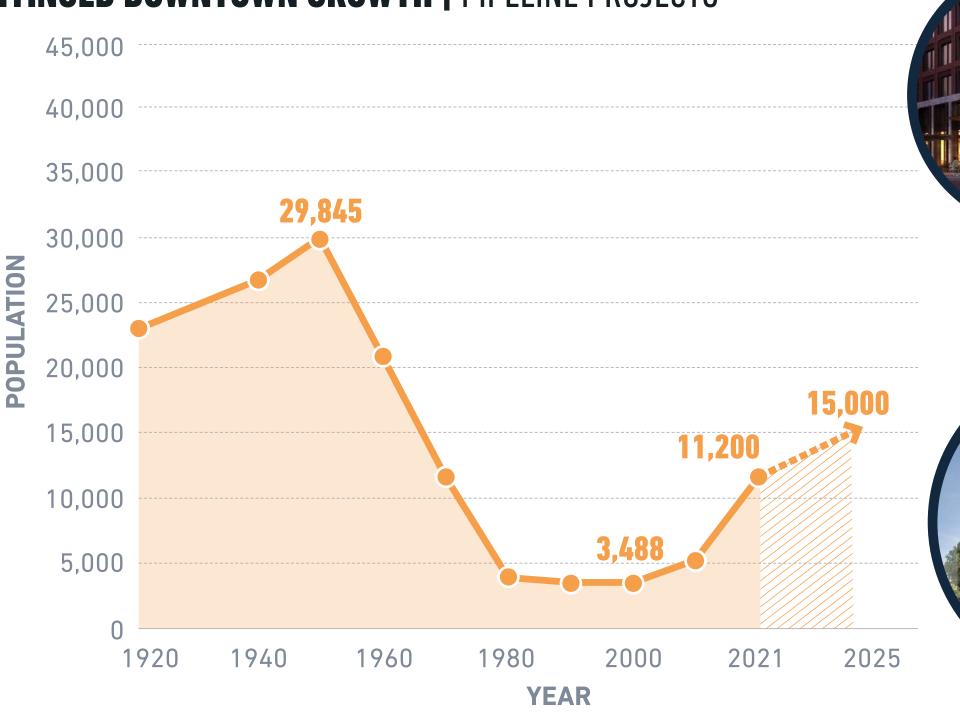






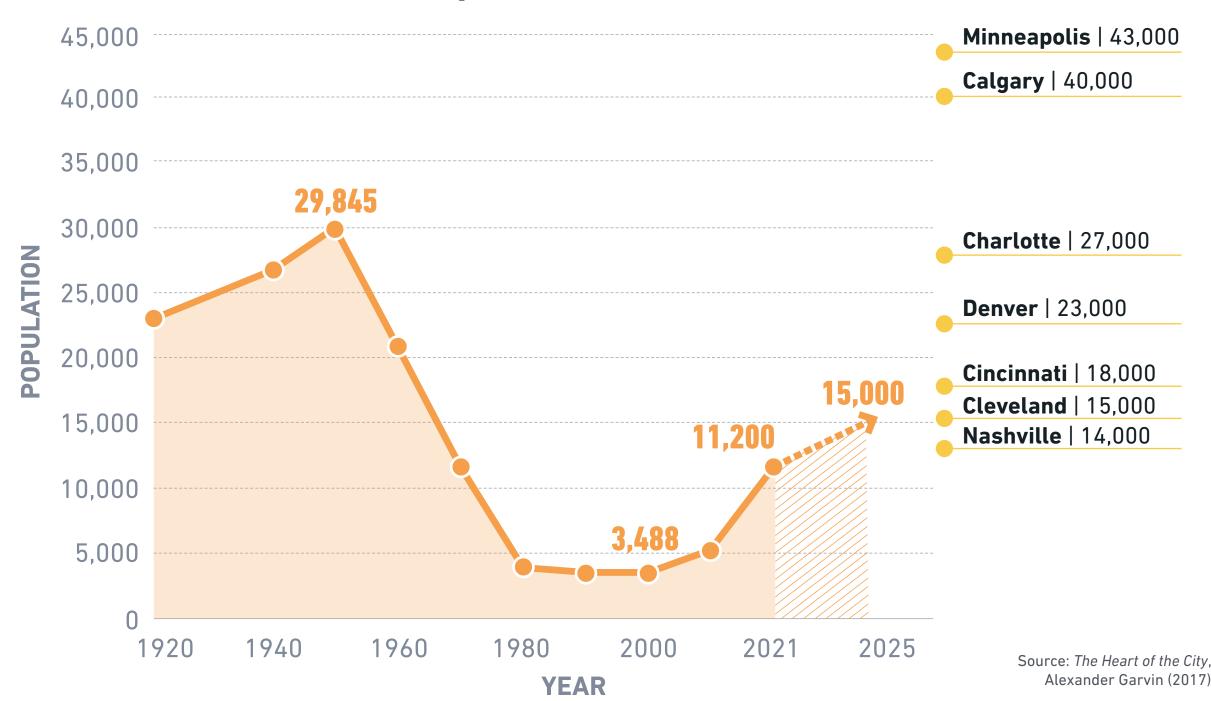
## **DOWNTOWN POPULATION TRENDS** 45,000 40,000 35,000 29,845 30,000 **POPULATION** 25,000 20,000 15,000 11,200 10,000 3,488 5,000 1920 1940 1960 1980 2000 2021 **YEAR** 17

## **CONTINUED DOWNTOWN GROWTH | PIPELINE PROJECTS**

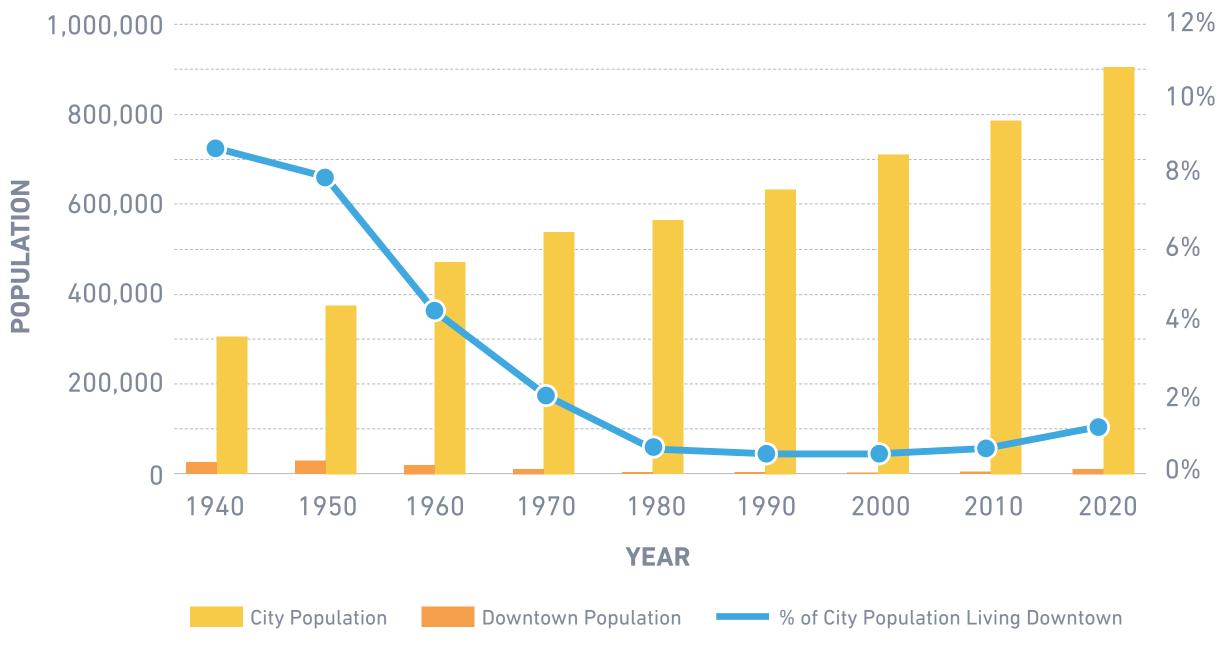




## **CONTINUED DOWNTOWN GROWTH |** HOW POPULOUS DO WE WANT TO BE?



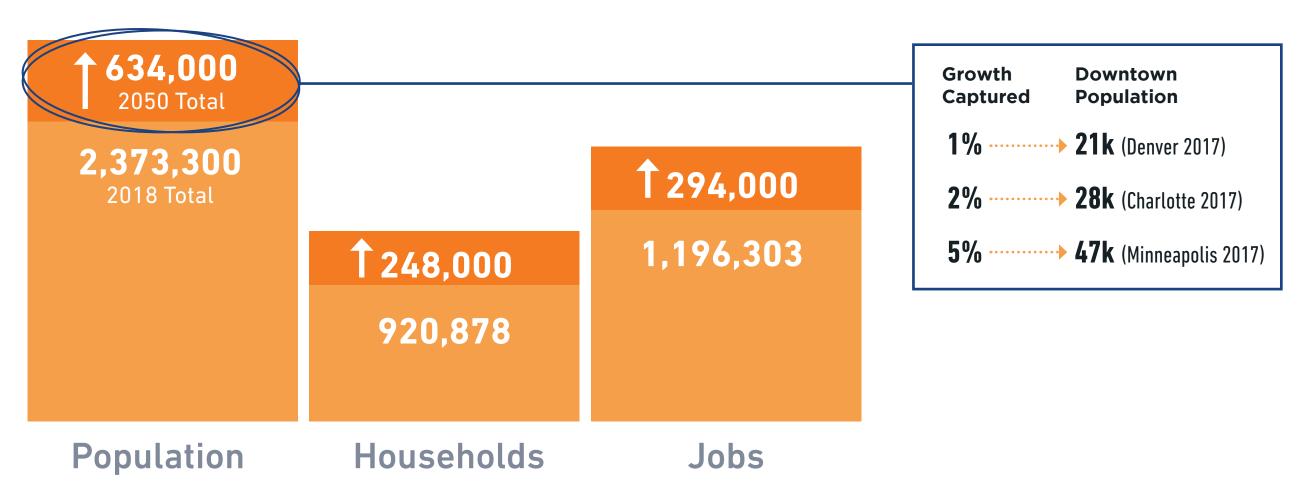
## **POPULATION TRENDS**



## **CONTINUED REGIONAL GROWTH**

### 2018-2050 PROJECTED POPULATION GROWTH

15-COUNTY CENTRAL OHIO REGION



Sources: MORPC (2020); *The Heart of the City*, Alexander Garvin (2017)

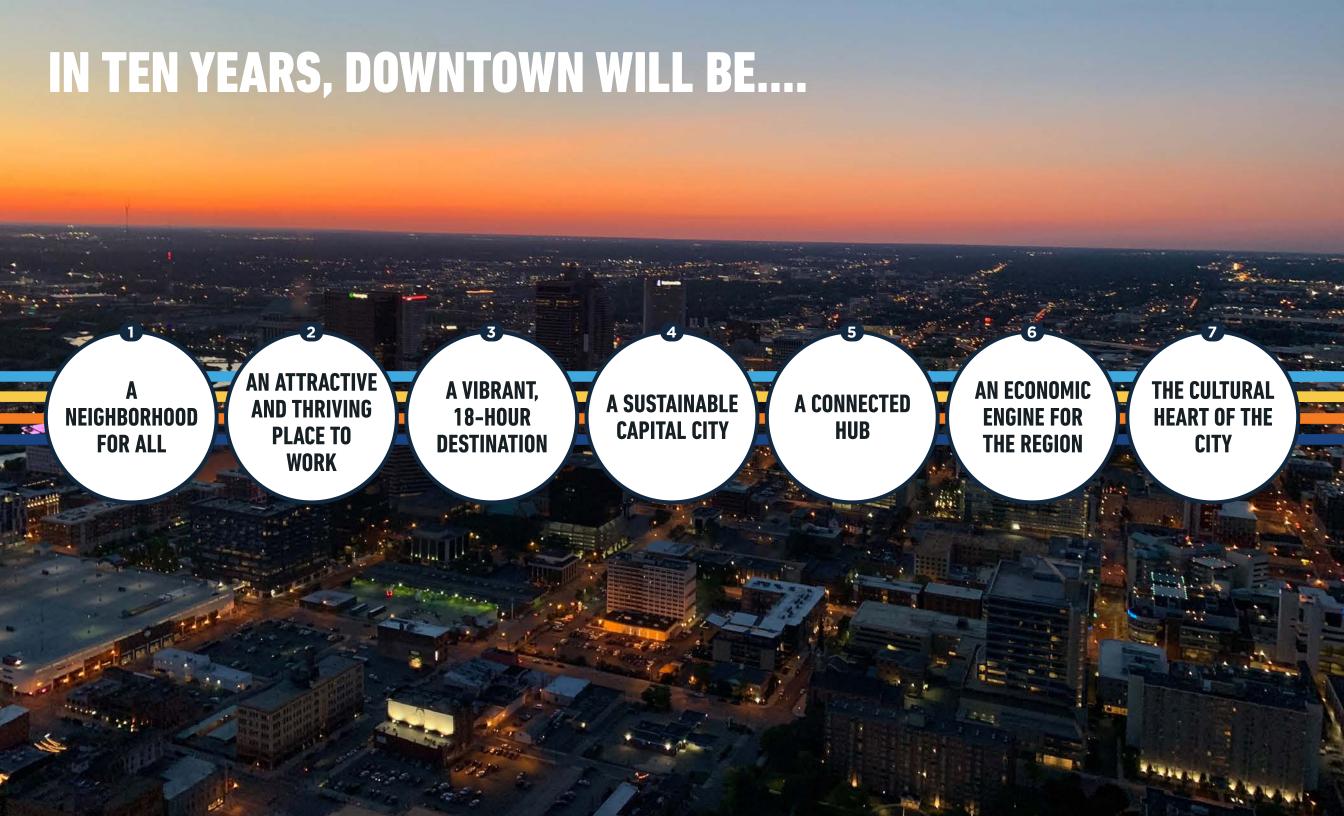










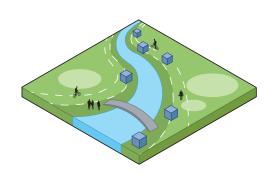


## HOW WE'RE GOING TO GET THERE...

## Increase and Leverage Our Assets

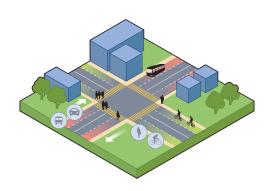
- Amenitize Office Environment
- Support Downtown Retail
- Grow Arts & Culture
- Activate Our Streets

## Boost the Green Network



- Make Our Streets Linear Green Parks
- Fill the Park Gaps
- Maximize the Riverfront

# Accelerate the Mobility Momentum



- Support Regional Transit Improvements
- Make it Easier to Get Around Downtown
- Establish Downtown
   Street Typologies

## Grow Urban Neighborhood Districts



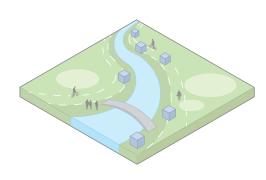
- Add More Downtown Residents
- Create Complete Neighborhoods
- Ensure Daily Necessities are Accessible in a 15-minute Walk

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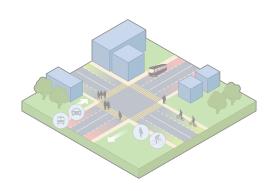
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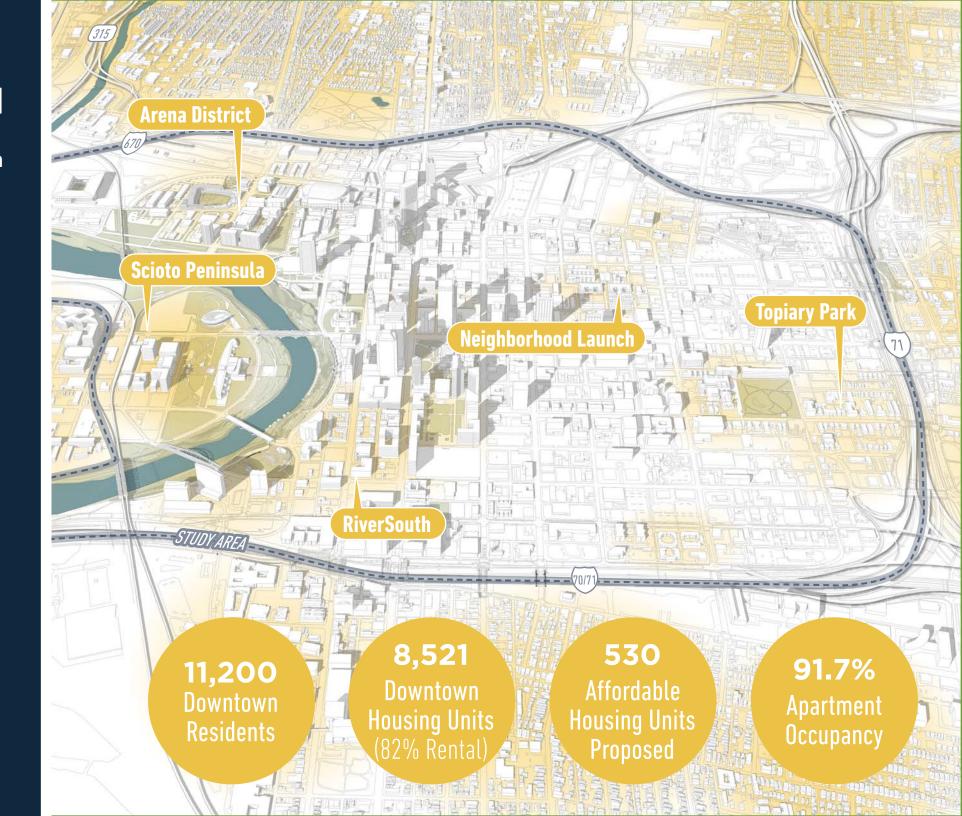
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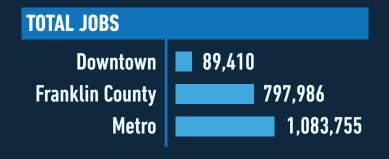
## BUILDING UPON THE RESIDENTIAL FOUNDATION

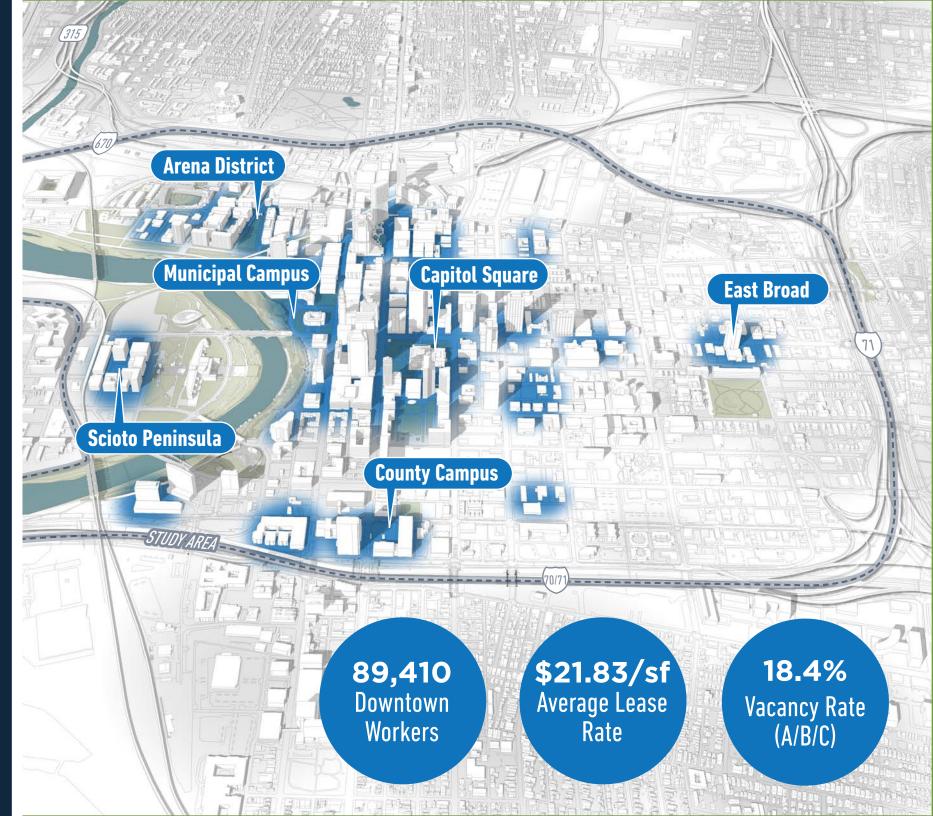
- Encourage high density urban residential development
- Create 5-minute neighborhood districts
- Make Downtown one of THE places people want to live in Central Ohio
- Grow a broad spectrum of housing Downtown
- Create strong connections with adjacent neighborhoods



## AMENITIZING DOWNTOWN OFFICE SPACE

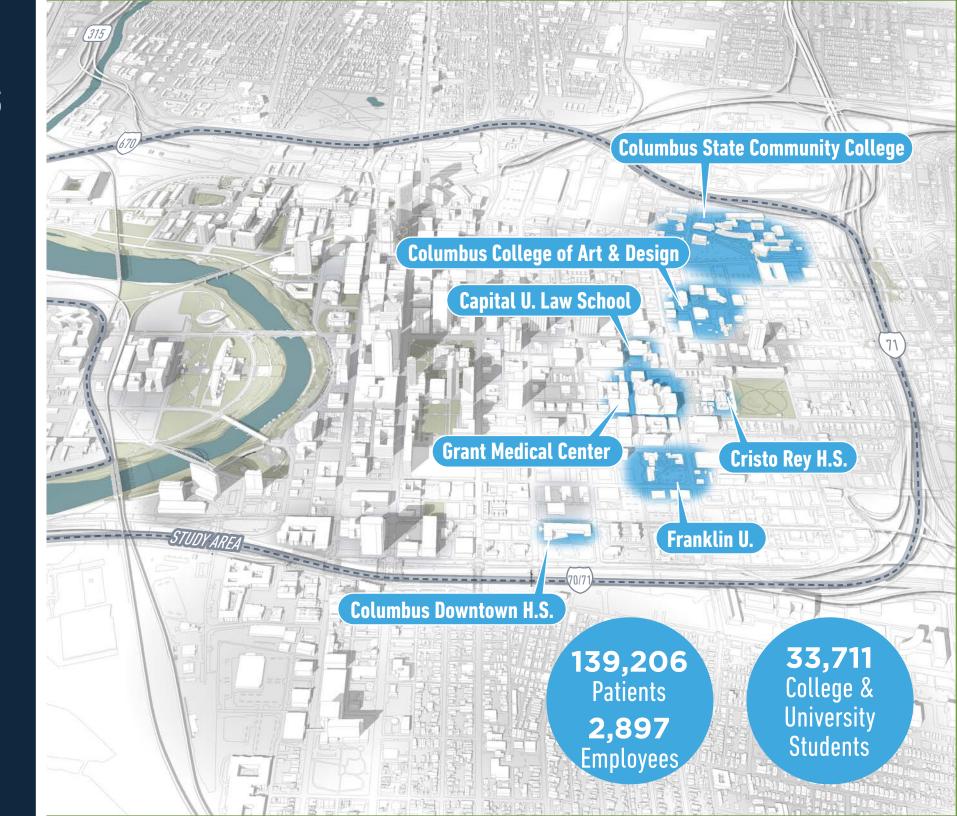
- Creating, renovating, adding Class A office space that is open, flexible, luxurious, inviting, and collaborative
- Leverage Downtown's advantages and proximate destinations
- Create dynamic settings with high-quality environments with many amenities
- Facilitate an easier, less stressful commute





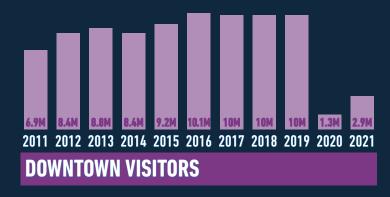
## **SUPPORTING DOWNTOWN INSTITUTIONS** | EDS & MEDS

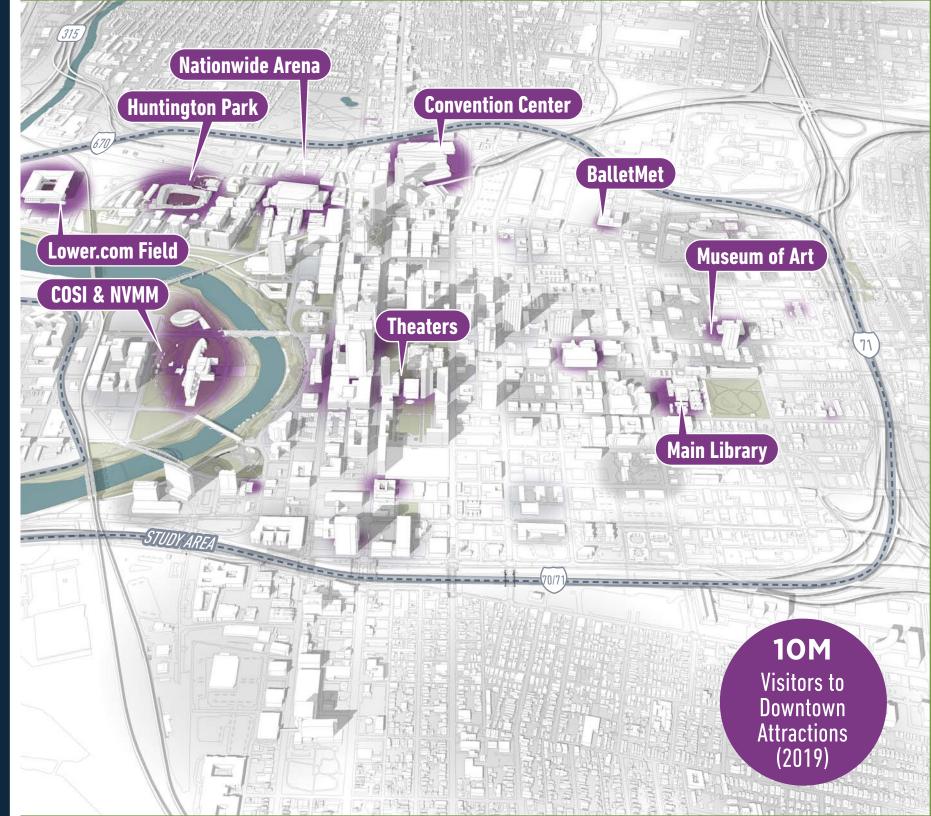
- Identify ways for institutions to connect to, grow and invest in Downtown
- Connect institutions with retail areas and amenities within a 5-minute walk
- Assist institutions with their parking needs so that surface parking lots can be converted to contributing buildings and uses
- Help these campuses better blend with the surrounding Downtown fabric
- Improve transit connectivity to these institutions



## SUPPORTING ARTS & CULTURE

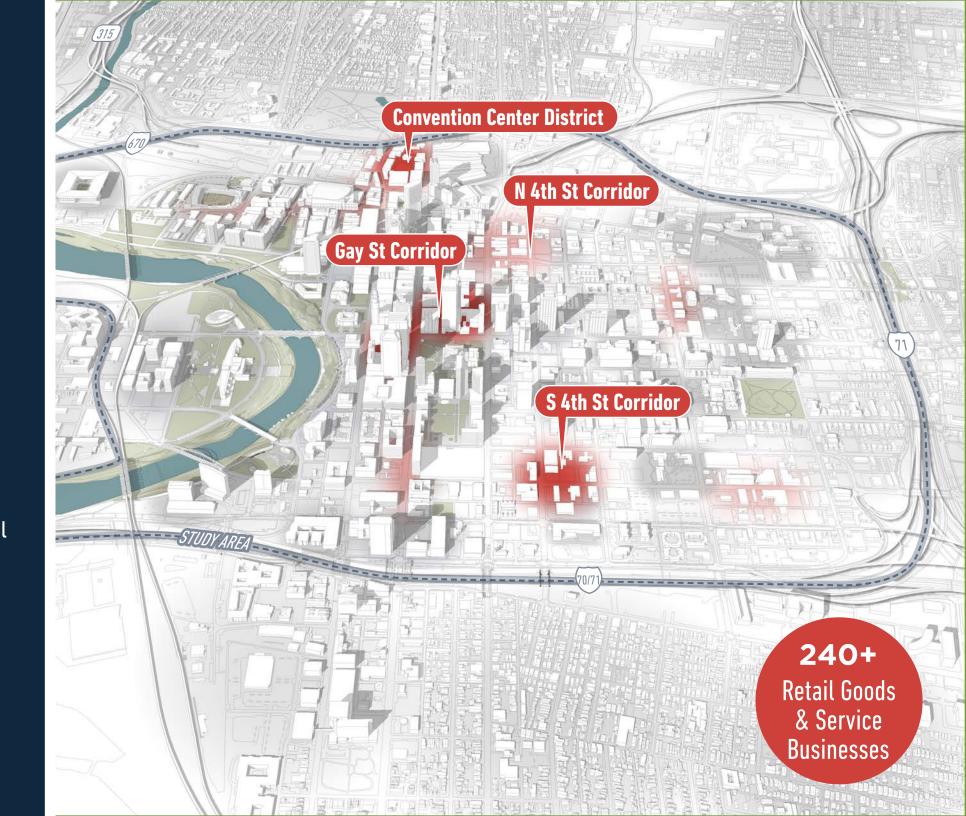
- Locate retail near cultural institutions
- Identify and support needed venue improvements
- Work to provide additional festivals and events throughout all four seasons
- Create synergy and connectivity between cultural, art, and entertainment venues
- Reflect local, authentic history, culture, and heritage





## ACTIVATING & SERVICING DOWNTOWN | RETAIL

- Create retail districts
   where people can walk
   from employment centers,
   cultural institutions, and
   neighborhoods to get food
   and retail services
- Enact public/private support mechanisms, incentives, and policies to encourage and incubate retail in identified areas
- Incentives should assist local residents, minority businesses, and needed retail uses
- Assist retail with the ability to appropriately use public space/ROW for outdoor dining, activation, etc.



## **INCREASE AND LEVERAGE OUR ASSETS**

Connect the Destinations

## **Activate Ground Floors**

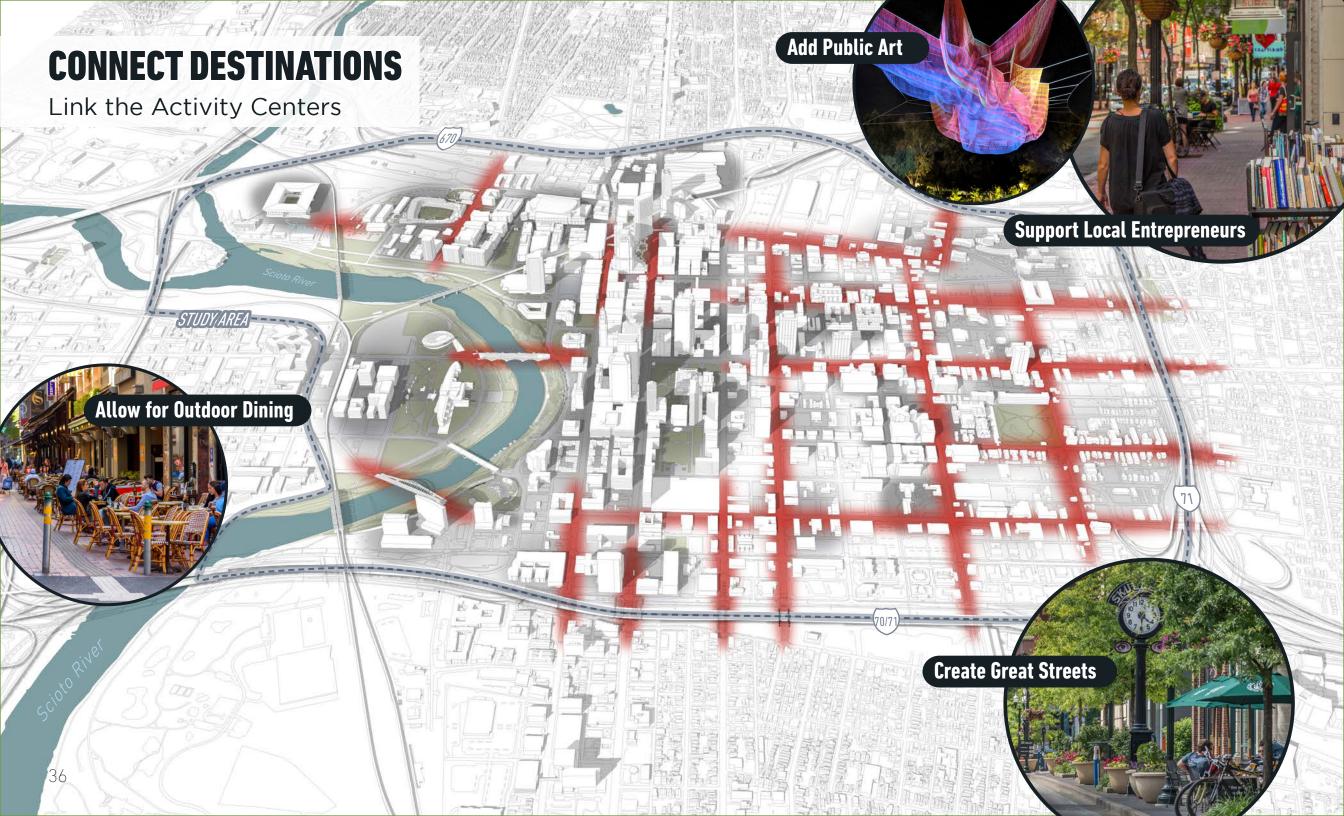


Infill Surface Parking



## Add Street Life & Programming



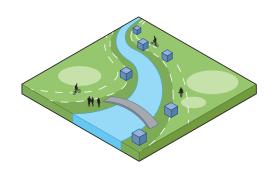


### HOW WE'RE GOING TO GET THERE...

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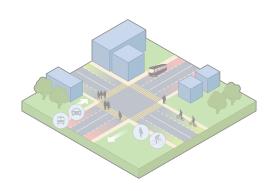
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# Accelerate the Mobility Momentum

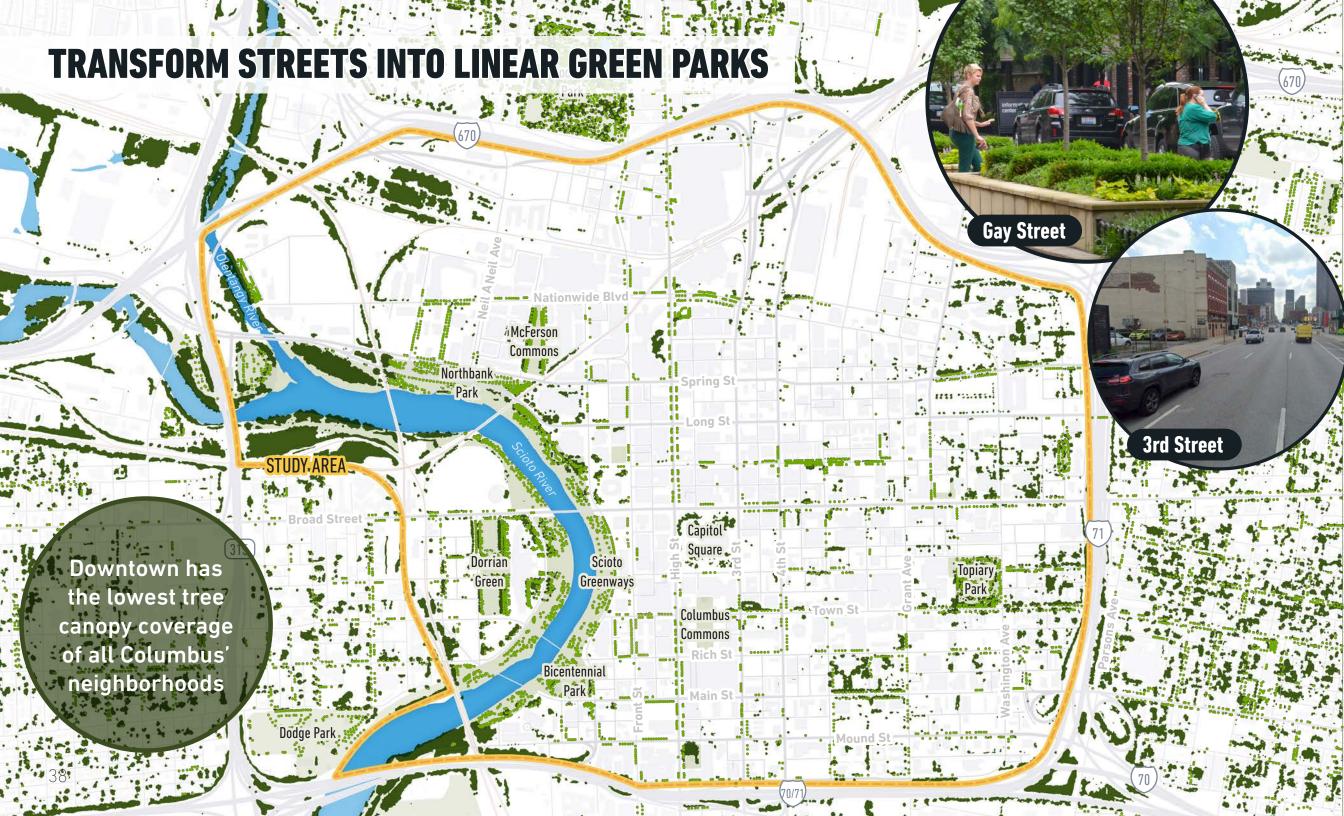


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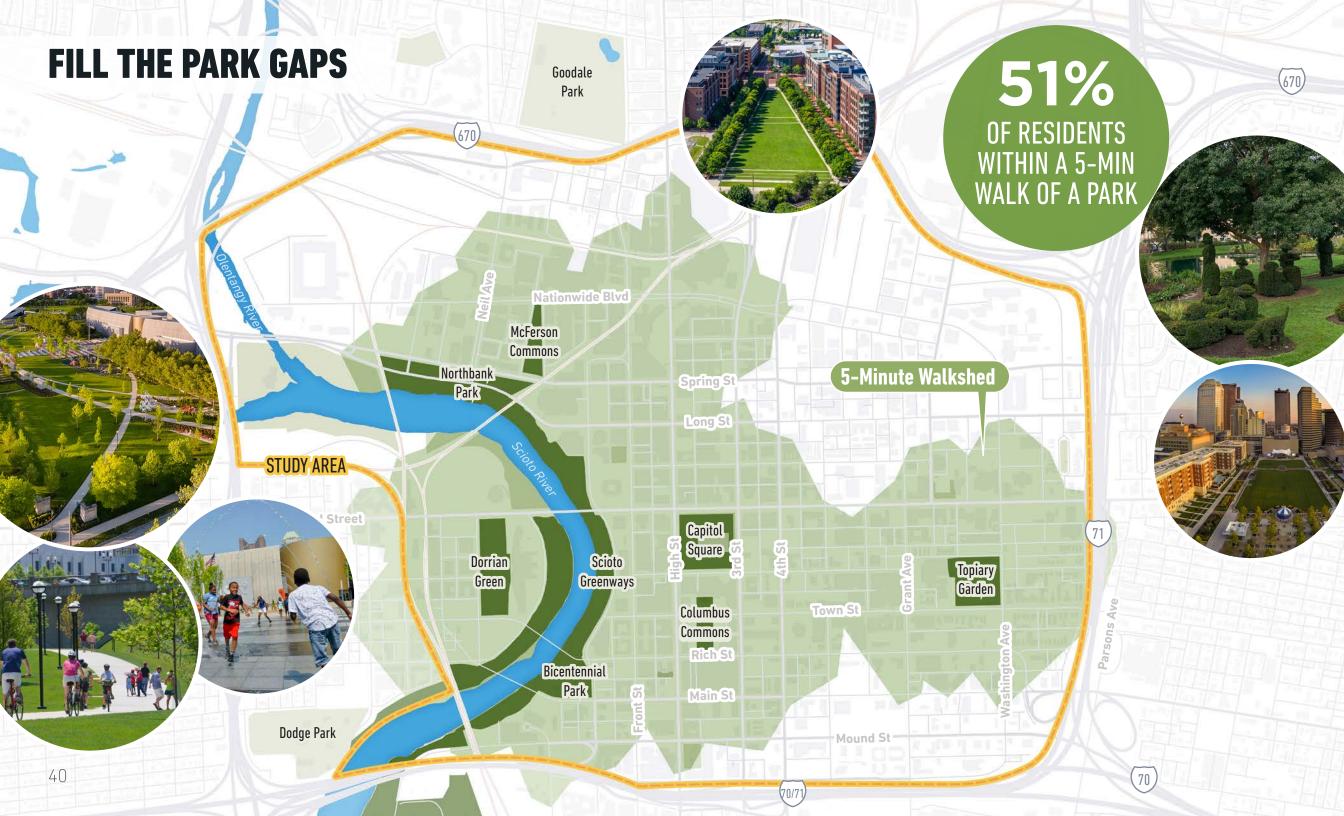
#### Grow Urban Neighborhood Districts

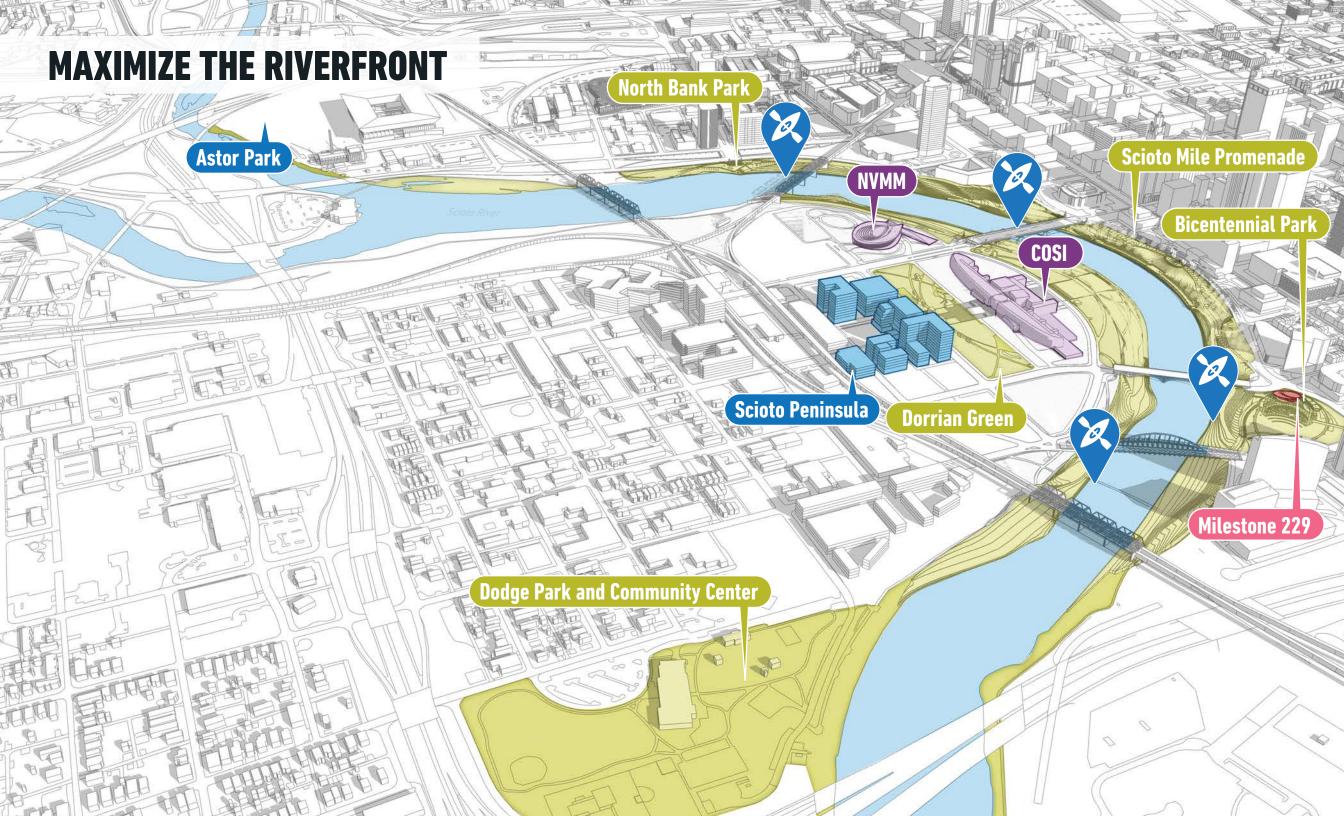


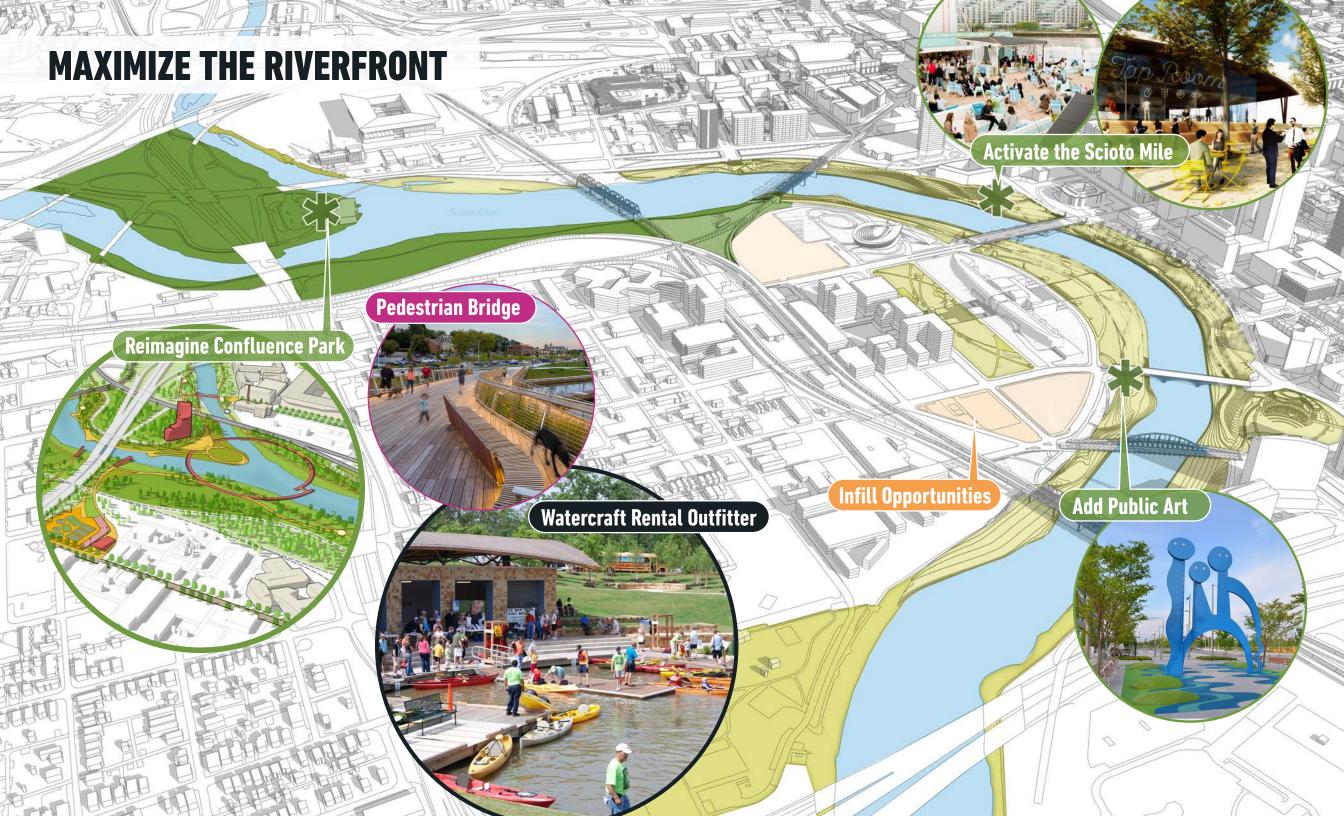
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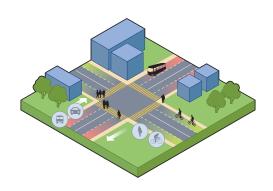
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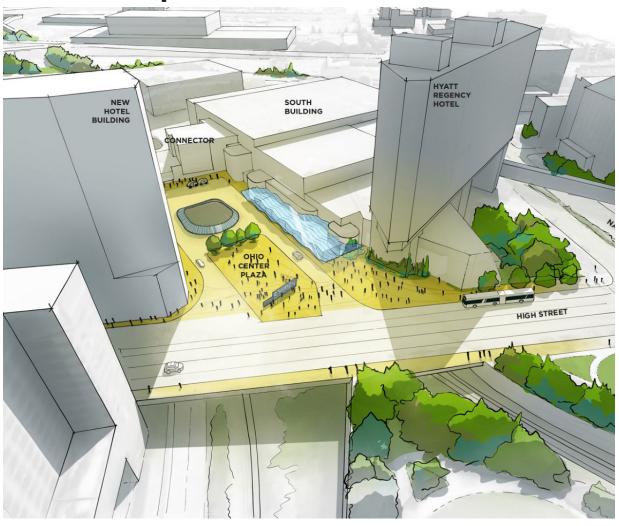
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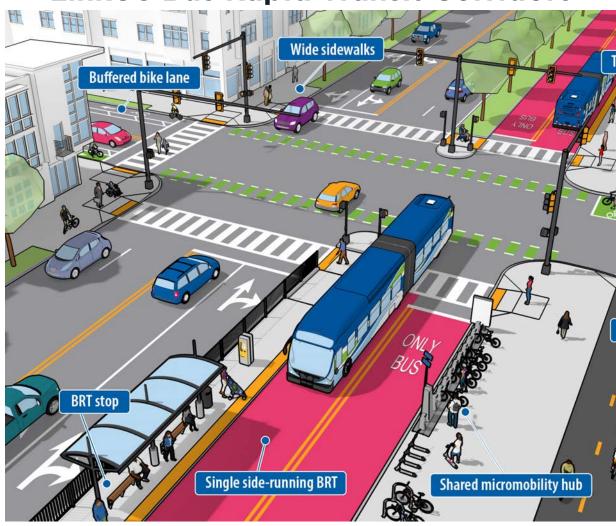
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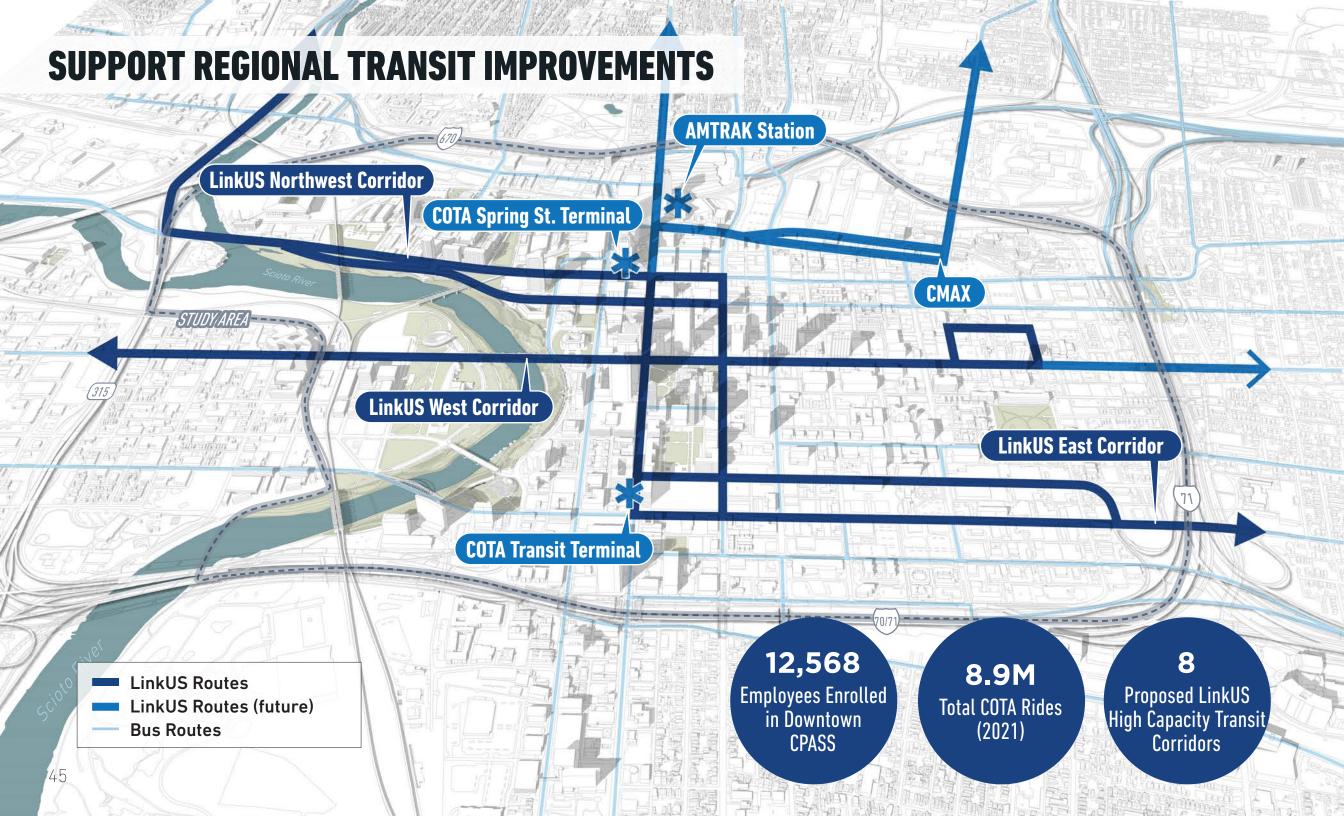
#### **SUPPORT REGIONAL TRANSIT IMPROVEMENTS**

#### **Proposed AMTRAK Station**



#### **LinkUS Bus Rapid Transit Corridors**



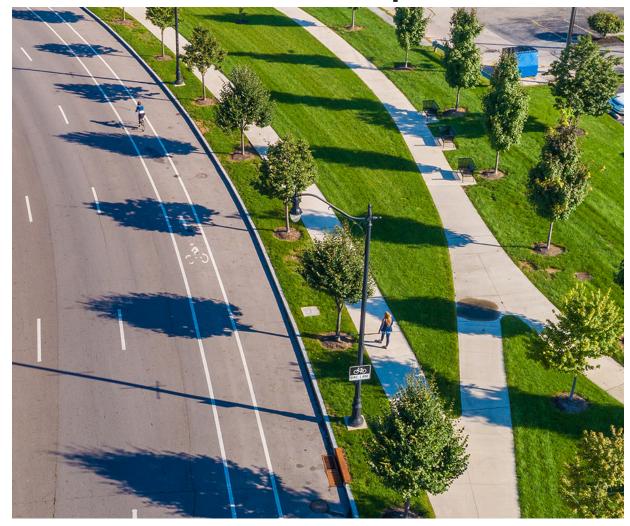


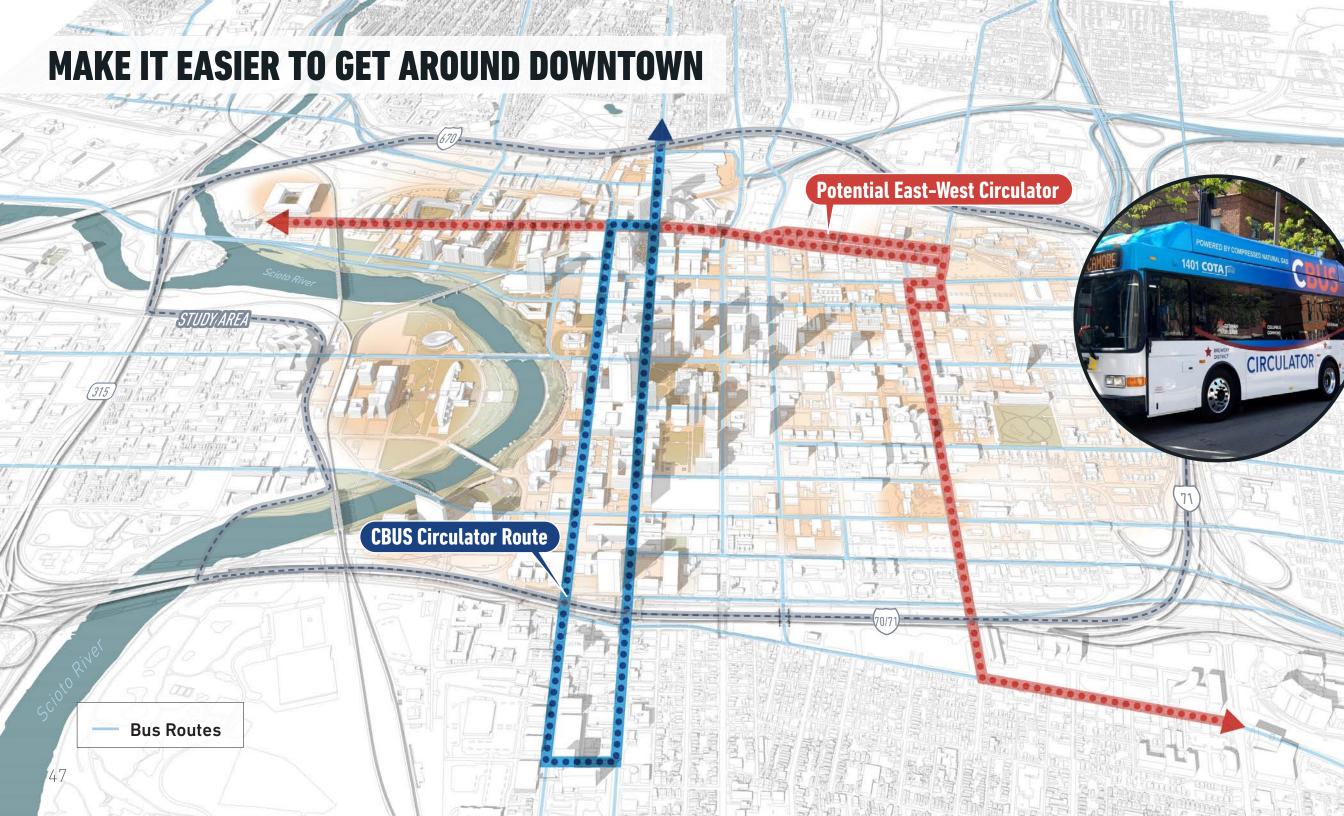
#### MAKE IT EASIER TO GET AROUND DOWNTOWN

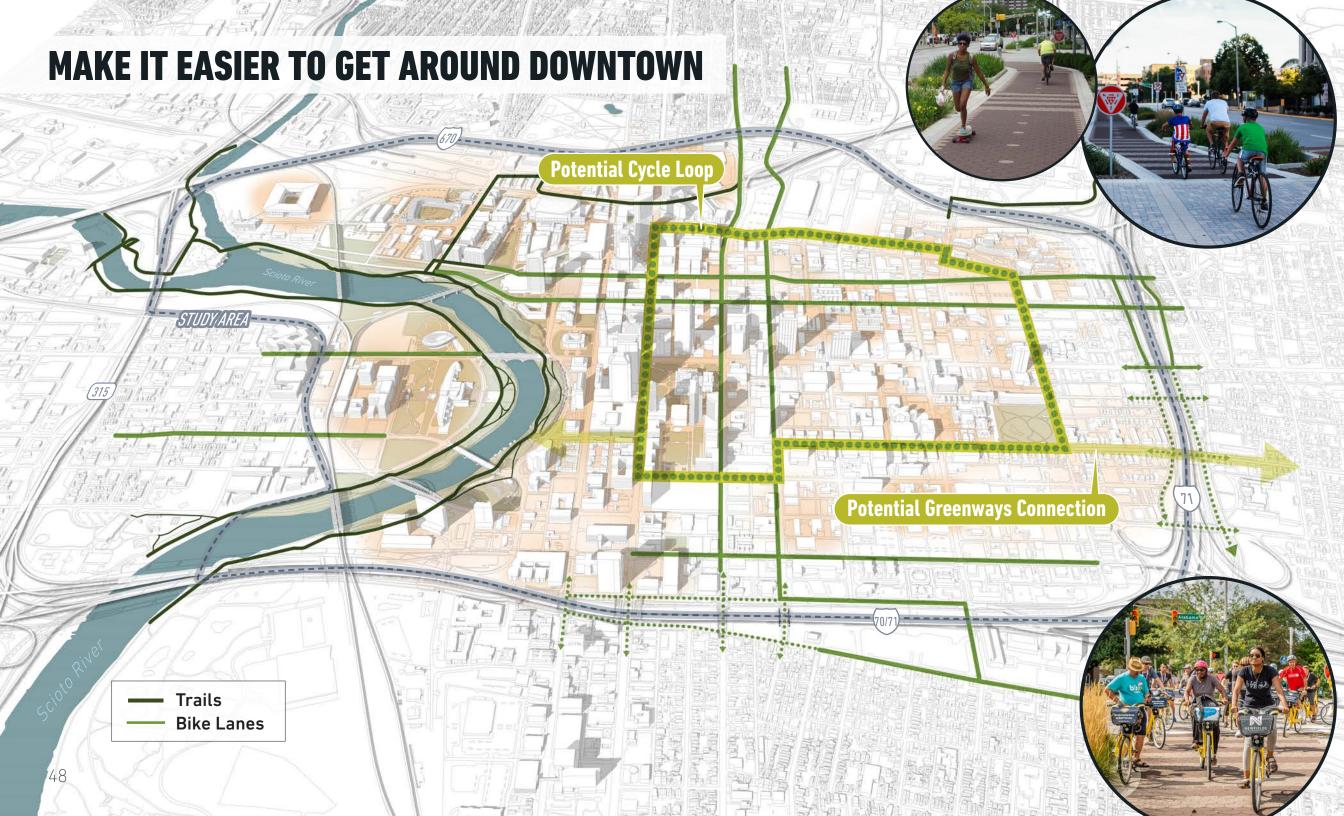
**Bus Circulators** 

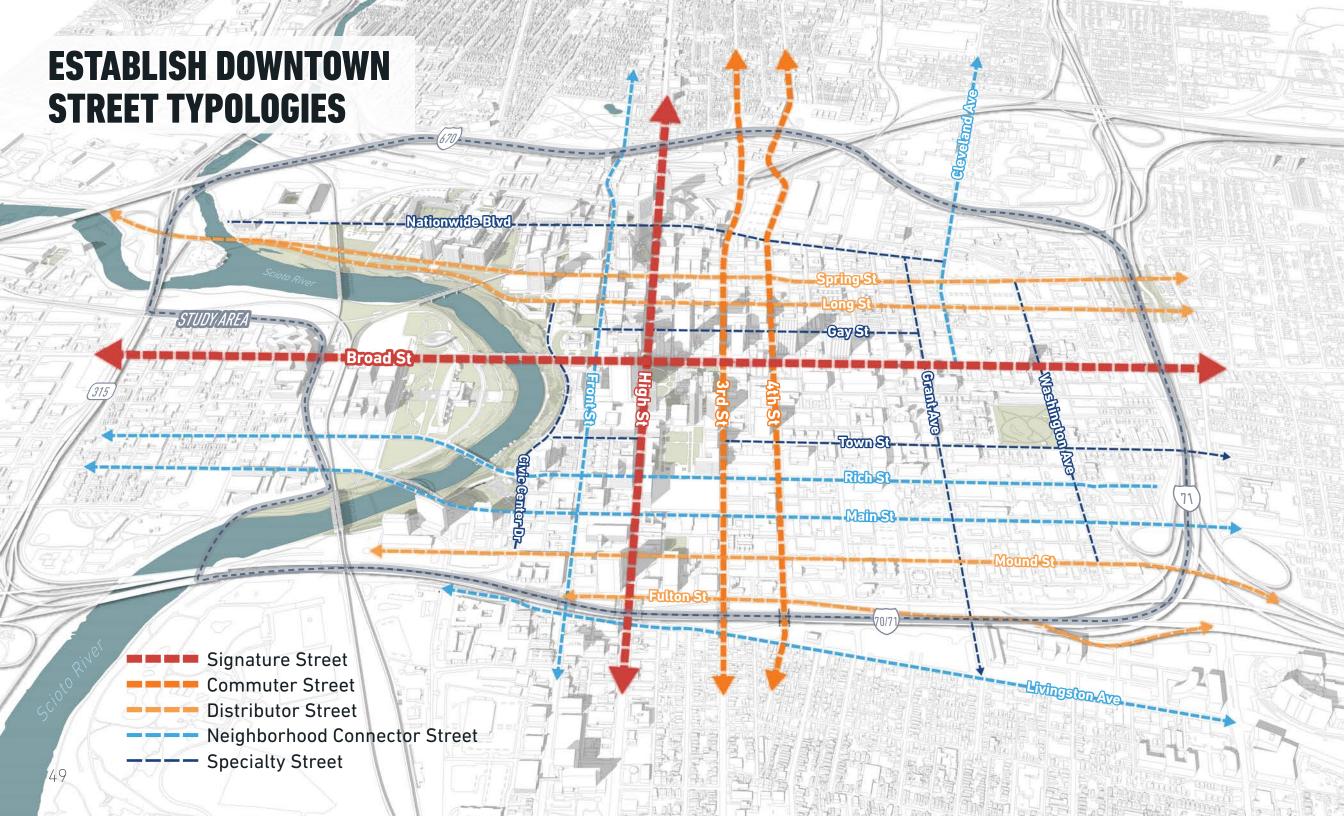


#### **Bike Infrastructure Improvements**







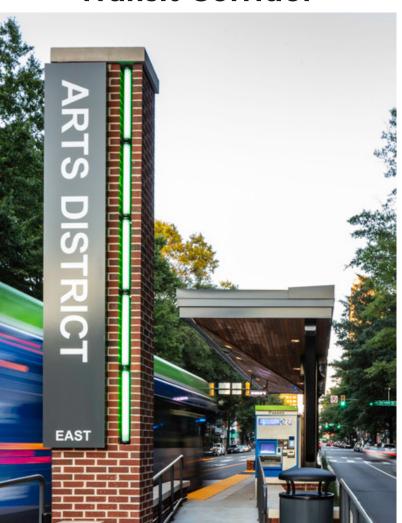


#### **ESTABLISH DOWNTOWN STREET TYPOLOGIES**

**High Street - Signature Street** 



**3rd Street - Premium Transit Corridor** 



4<sup>th</sup> Street - Bike Commuter Corridor



### **HOW WE'RE GOING TO GET THERE...**

## Increase and Leverage Our Assets

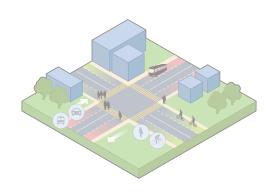
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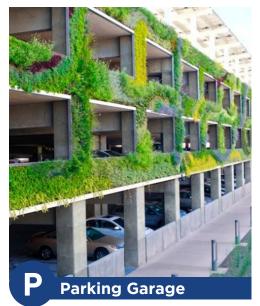
#### Grow Urban Neighborhood Districts



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#### WHAT MAKES AN URBAN NEIGHBORHOOD DISTRICT?

#### **Essential Elements**











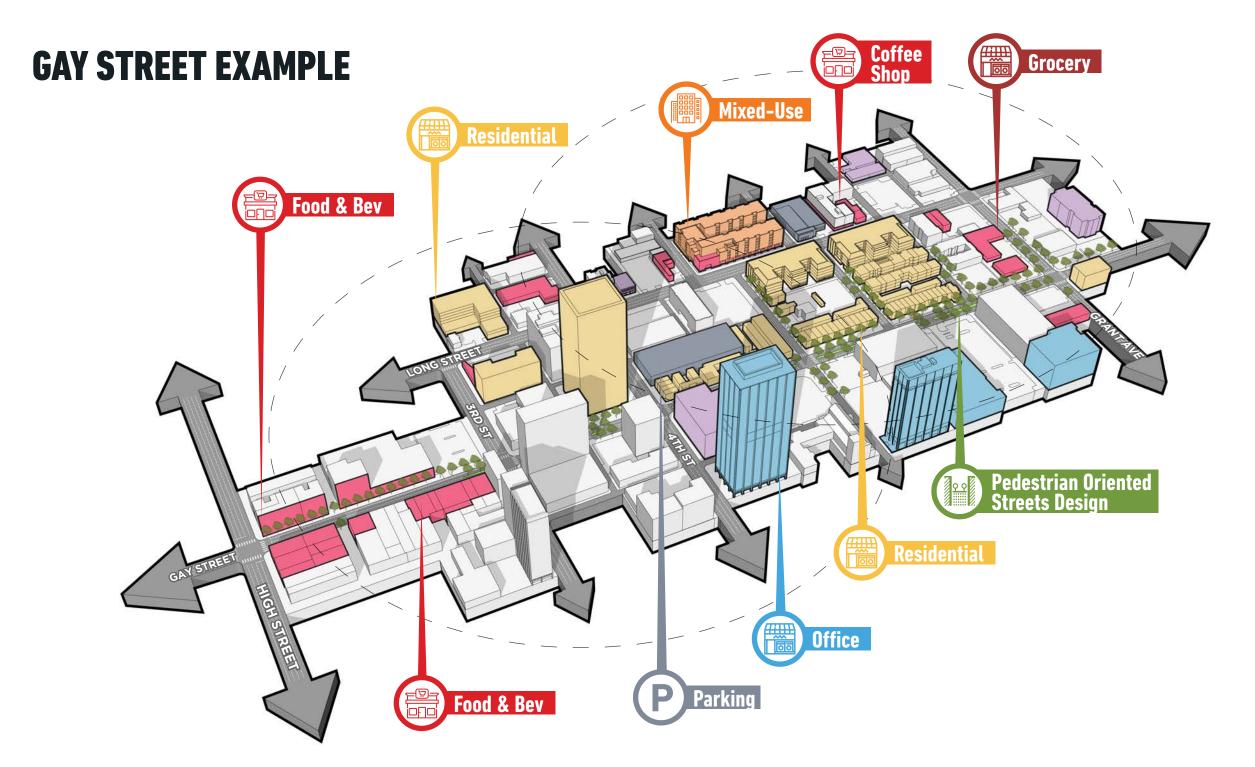


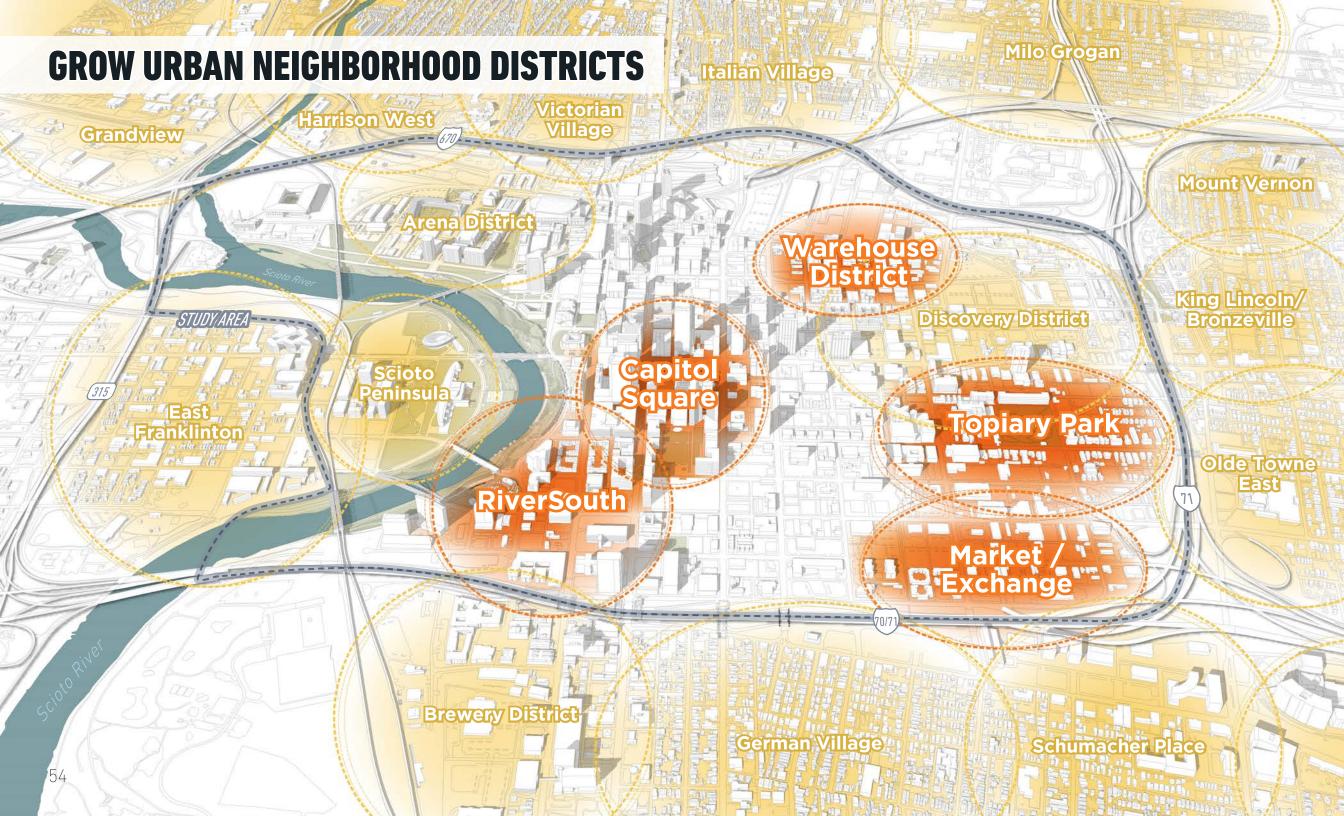






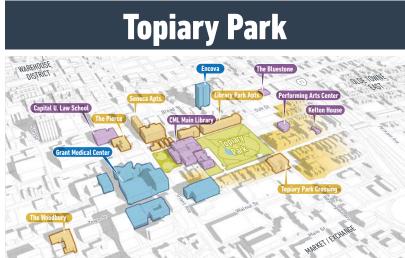




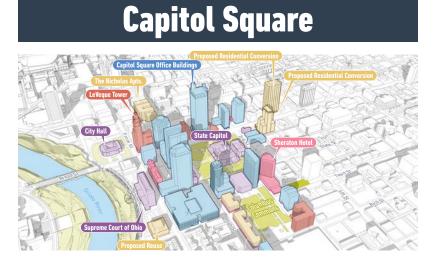


#### **GROW URBAN NEIGHBORHOOD DISTRICTS**



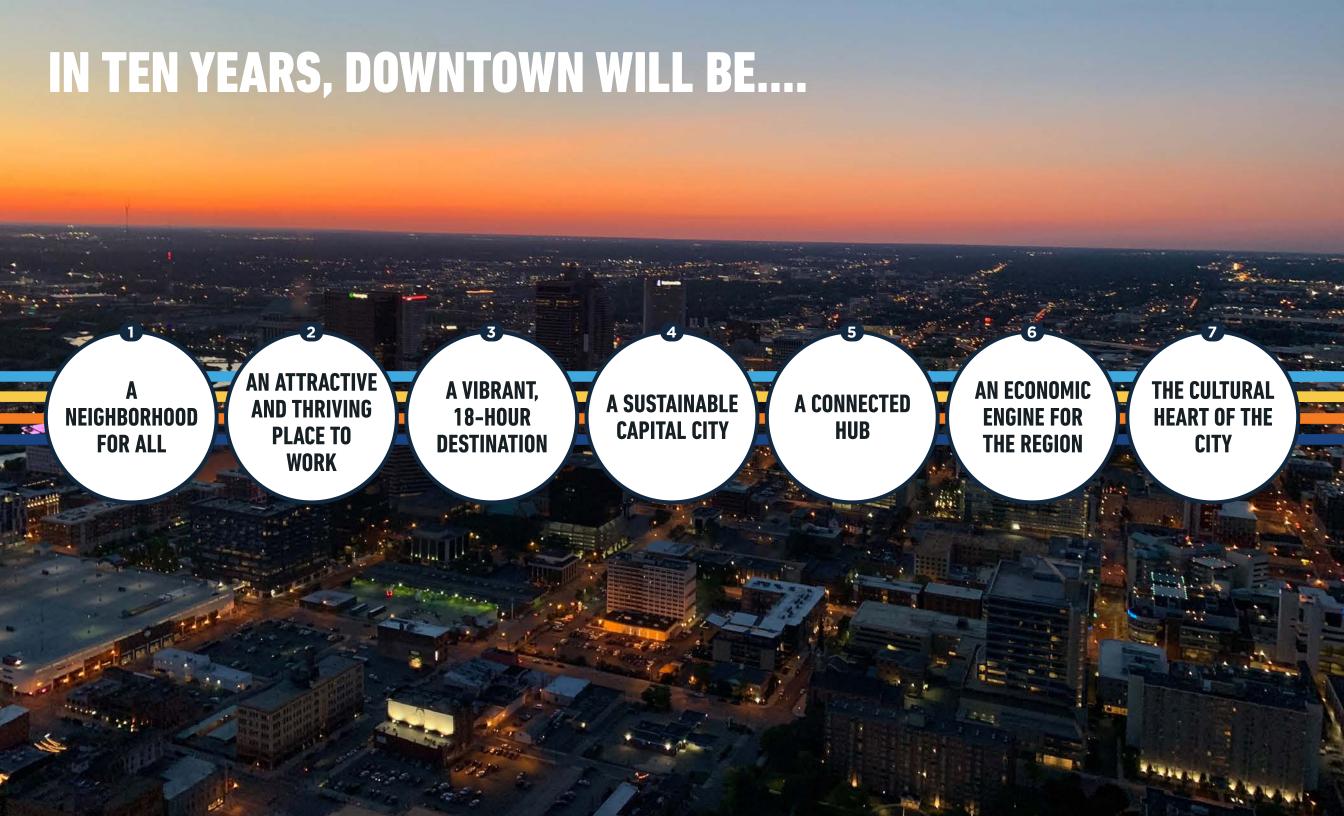














#### **NEXT STEPS**

- Workshop activities
- Follow-up online survey
- Workshop #3



#### **PROJECT WEBSITE**

downtowncolumbus.com/plan





#### **INSTRUCTIONS**

#### 1. Visit the stations

- Big Ideas
- Increase and Leverage Our Assets
- Boost the Green Network
- Accelerate the Mobility Momentum
- Grow Urban Neighborhood Districts
- 2. Post your ideas and comments on the boards
- 3. Fill out the survey sheet and turn it in when you're finished

