



DOWNTOWN  
**COLUMBUS**  
STRATEGIC  
PLAN



**COLUMBUS**  
DOWNTOWN  
DEVELOPMENT CORPORATION  
& CAPITOL SOUTH

THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

**COLUMBUS CITY COUNCIL**

# CROSS SECTION OF THE VOICES WE HEARD

## Engagement Methods

- One-on-one stakeholder interviews
- Neighborhood and stakeholder outreach
- Interactive online activities
- Virtual public workshop
- In-person public workshops
- Online surveys

**1,900+**

Community Members  
Engaged To-date

**340**

Public Workshop  
Attendees

**1,124**

Online Survey  
Respondents

**333**

Online Activity  
Participants

**120**

Stakeholders  
Interviewed

# MY BIG IDEA FOR DOWNTOWN COLUMBUS IS...

“Make **Downtown a true cultural crossroads**, bringing pieces of different cultures that are around the city — embrace more diverse representations of community members”

“Transforming Broad Street from a needlessly wide road into a complete street featuring **BRT infrastructure and protected bike lanes**”



“**Storefronts should feature black-owned businesses** like a black-owned Jazz club”

“Fund local artists/muralists for **more art in public spaces**”

“Downtown needs a mixed use building with **grocery on the first floor**”

“**River-based outdoor activities and food stalls** like the Chicago Riverwalk.”

“**Bring back the CBUS**. Add another CBUS to go east and west. Simplify the bus routes.”

“1940 population by 2040!”

“**Make it family and kid friendly**—more green space, more parks, dog parks, playgrounds.”

“**A cultural trail connecting the Scioto Mile to cultural institutions and landmarks**”

“Downtown can’t be just ‘diverse’; **it has to be believable belongingness**”

# VISION

## A DOWNTOWN FOR ALL

Embark on the next stage of Downtown's urban revival and transformation into a world class city by **enhancing equity, expanding accessibility, creating connectivity, supporting local, and improving inclusion** so that Downtown is a **safe and welcoming** destination where the prosperity of our city can be enjoyed by all.

# GOALS



## **A VIBRANT AND DISTINCTIVE DESTINATION** | RETAIL & ENTERTAINMENT

### **FOCUS:**

Grow Downtown retail, service, and entertainment businesses and Columbus brands—with a focus on small and minority- and women-owned businesses— to create a foundation of commercial services for a 15-minute Downtown.

**OUTCOME:** Grow local, diverse small businesses Downtown by 20% by 2040.

### **IMMEDIATE NEXT STEPS:**

- Execute a Downtown retail support and growth study to cultivate a more diverse retail environment



## **A NEIGHBORHOOD FOR ALL** | HOUSING & LIVABILITY

### **FOCUS:**

Make Downtown a neighborhood for all that prioritizes safety, provides a significant, broad spectrum of housing with the services and infrastructure that help a neighborhood thrive.

**OUTCOME:** Achieve 40,000 residents living Downtown by 2040

### **IMMEDIATE NEXT STEPS:**

- Invest in safety policies and programs Downtown, including the creation of a Safety Plan
- Analyze surface parking reduction strategies
- Explore partnerships to increasing economic diversity in Downtown housing

# GOALS

## **A HUB FOR URBAN MOBILITY** | TRANSPORTATION

### FOCUS:

Advance Downtown mobility projects to create a complete streets network that provides many safe, inviting, and efficient means to travel within Downtown and to encourage travel from other neighborhoods, cities, and states with an emphasis on desired but underrepresented modes.

### OUTCOME:

Expand non-vehicular mobility options Downtown—including high-frequency transit, physically separated bike lanes, and improved pedestrian experiences—creating a mobility network by 2030 that serves as a model for the region

### IMMEDIATE NEXT STEPS:

- Support the City’s Downtown traffic study to enhancing mobility ease and options, especially looking at mobility changes on Third and Fourth Streets and Broad Street.
- Develop a Public Realm Campaign to activate and invigorate the Downtown pedestrian experience.

## **A GREEN AND SUSTAINABLE CAPITAL** | PARKS & RESILIENCY

### FOCUS:

Build upon efforts to “green” Downtown to meet the needs of and attract residents, workers, and visitors, and integrate sustainability and resiliency into Downtown streets, structures, and systems.

### OUTCOME:

Improve the urban tree canopy in Downtown to at least 15% (22% is the city average) by 2040 via parks and street trees.

### IMMEDIATE NEXT STEPS:

- Create and execute a 2023 Riverfront Activation Plan

# GOALS

## **THE CULTURAL HEART OF THE CITY** | ARTS, SPORTS, & CULTURE

### FOCUS:

Continue to reinforce Downtown as the cultural heart of the city by supporting and celebrating the breadth, diversity, and interests of the community through art, music, history, sport, and cultural venues, districts, performances, and events.

### OUTCOME:

Create an actionable Cultural HeART plan for Downtown by 2025.

### IMMEDIATE NEXT STEPS:

- Participate in a citywide public art study
- Determine specific locations to bring temporary public art concepts and execute five concepts in 2023

## **A THRIVING AND ATTRACTIVE PLACE TO WORK** | OFFICE & EMPLOYMENT

### FOCUS:

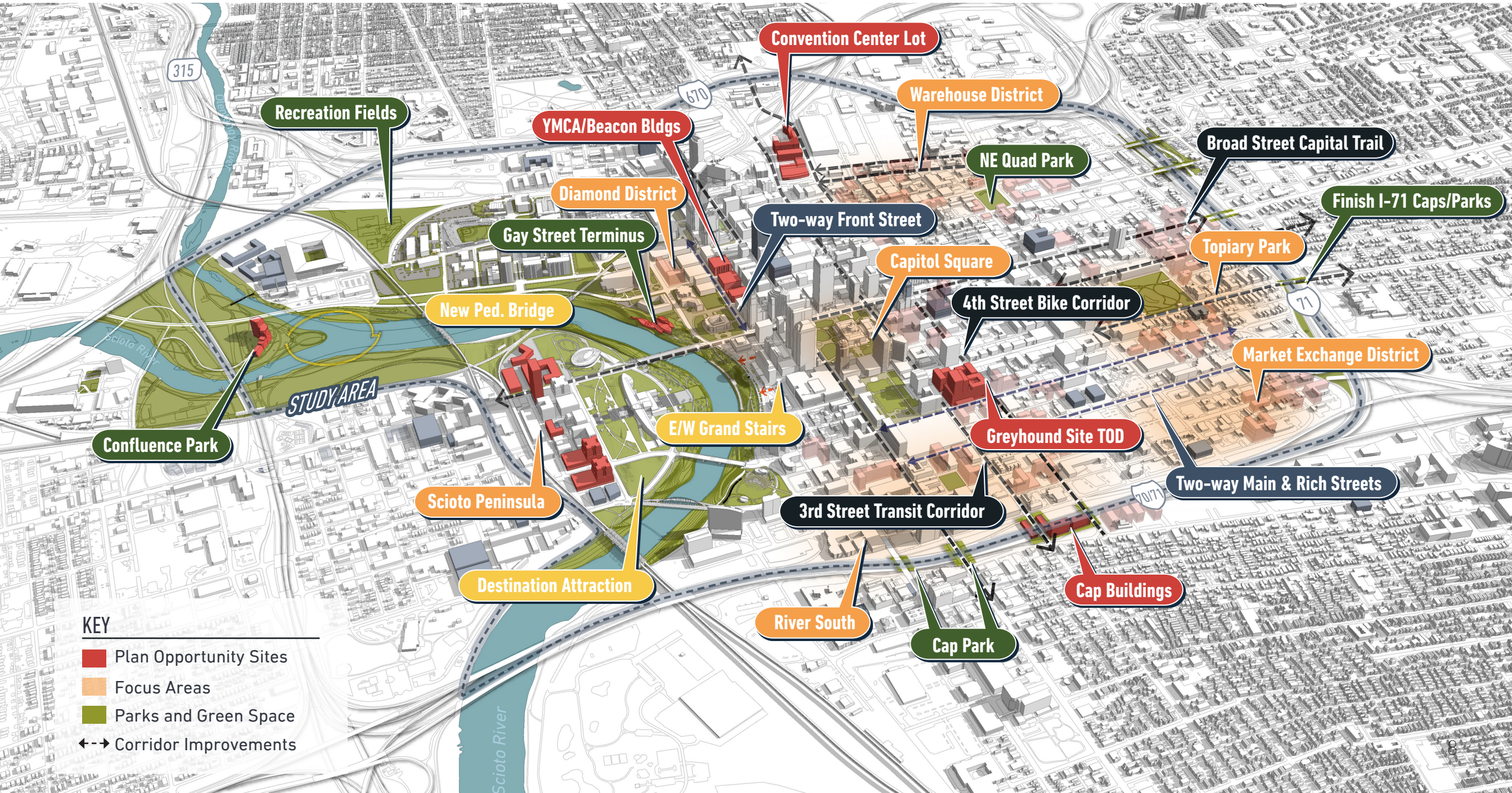
Maintain Downtown Columbus as the center of employment for the region and a thriving and attractive place to work that confidently addresses the future of the office environment.

### OUTCOME:

Achieve 120,000 people working Downtown by 2040



# A TAPESTRY OF LIVABLE URBAN DISTRICTS | CONNECTIVITY & DENSITY







THANK YOU!



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