

East Franklinton Creative Community District Plan

PREPARED FOR THE CITY OF COLUMBUS, DEPARTMENT OF DEVELOPMENT, PLANNING DIVISION



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East Franklinton Creative Community District Plan

Adopted November 12, 2012



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Contents

| | | | | |
|---|-------------|--|-------------|--|
| I. SETTING THE STAGE | 1.1 | III. VISION | 3.1 | TECHNICAL APPENDICES |
| • Mission: Why This Effort Is So Important | 1.3 | • Vision | 3.1 | A East Franklinton Today: Existing Conditions |
| • The Mayor’s Vision for East Franklinton | 1.3 | • Community-based Principles and How They Apply Across the District | 3.2 | B Stakeholder & Public Engagement |
| • Existing Conditions | 1.3 | | | C The Evolution of Creative Communities |
| • One District, Three Neighborhoods | 1.4 | IV. THE PLAN | 4.1 | D Residential Market Potential |
| > Arts and Innovation Neighborhood | | • Overview | 4.3 | E Transportation & Utilities |
| > Dodge Park Family Neighborhood | | • In Twenty Years: A Walk Through East Franklinton | 4.5 | F Development Standards |
| > West Broad Street Neighborhood | | • Proposed Future Land Use | 4.7 | |
| • The Evolution of Creative Communities: A New Model | 1.5 | • Program and Phasing | 4.9 | |
| • Opportunities and Challenges | 1.6 | • Strategy | 4.14 | |
| > Market Demand | | • Urban Design and Character | 4.16 | |
| > Current Initiatives | | • Public Realm and Green Spaces | 4.19 | |
| • Three Neighborhood Strategies Add Up to One Vibrant District | 1.10 | • Access | 4.21 | |
| | | V. IMPLEMENTATION | 5.1 | |
| II. COMMUNITY ENGAGEMENT | 2.1 | • Development | 5.3 | |
| | | • Transportation and Infrastructure | 5.9 | |
| | | • Public Realm, Streetscape and Green Space | 5.21 | |
| | | • Zoning and Development Standards | 5.26 | |



Executive Summary

Setting the Stage

WHO ARE THE 'CREATIVE CLASS'?

Broadly speaking, the creative class includes workers in the arts, design, media, information technology, science, engineering, education, research, and other knowledge-based professions. Creative class workers tend to be younger (a higher percentage of 25- to 34-year-olds) and are typically characterized as hip, urban, diverse, and politically progressive.

Why this plan? Cities increasingly find that economic success depends on their ability to retain and attract innovative, educated workers and to promote the informal interaction and discovery that occurs in mixed-use, walkable, diverse neighborhoods. In his 2011 State of the City address, Mayor Michael B. Coleman focused on the need for an urban district that could attract such “creative class” residents, nurture innovation and interaction, and complement the success of neighborhoods like the Arena District, Short North, and German Village. Building on growing interest in East Franklinton, the Mayor called for an initiative to revive the area by making it a center of creative activity and entrepreneurship. Redeveloping East Franklinton as an arts and innovation community will position Columbus to lead Ohio into the new economy of the 21st century.

The East Franklinton vision. Embrace and expand the mix of arts lofts in historic factories and affordable single-family houses that has held long-term residents and attracted urban pioneers. Add new lofts, studios, and incubators for artists and entrepreneurs and encourage distinctive cafés and galleries that can attract a generation of designers and innovators. Leverage past and present to transform East Franklinton into a magnetic “arts and innovation district” that invites people of every income and age to live, work, play, and create in a cool new downtown community.

One district, three neighborhoods. The 200-acre district, a 10-minute walk from downtown, traces its history to Columbus's first settlement in 1797. Despite low household incomes and years of disinvestment, the district today offers diverse, distinct resources that can spur revitalization. In the **Arts and Innovation Neighborhood**, redevelopment of historic factory buildings and large vacant sites can attract creative and knowledge-based businesses and workers; around **Dodge Park**, compact single-family houses—already home to existing residents—have already begun to attract urban pioneers; and **Broad Street's** handsome older buildings and underutilized sites present the building blocks for a vibrant loft neighborhood. Redevelopment throughout the district will focus on creating conditions that promote innovation and nurture the new economy.

Evolution of creative communities. Creative communities in the last decade have evolved to become increasingly inclusive, gathering existing residents and new arrivals, such as entrepreneurs drawn by opportunities to live, work, play and innovate in lively, compact environments that invite robust interaction. Common themes emerging from these case studies include diversity, affordability, walkability, and a mix of new and old.

Opportunities and Challenges

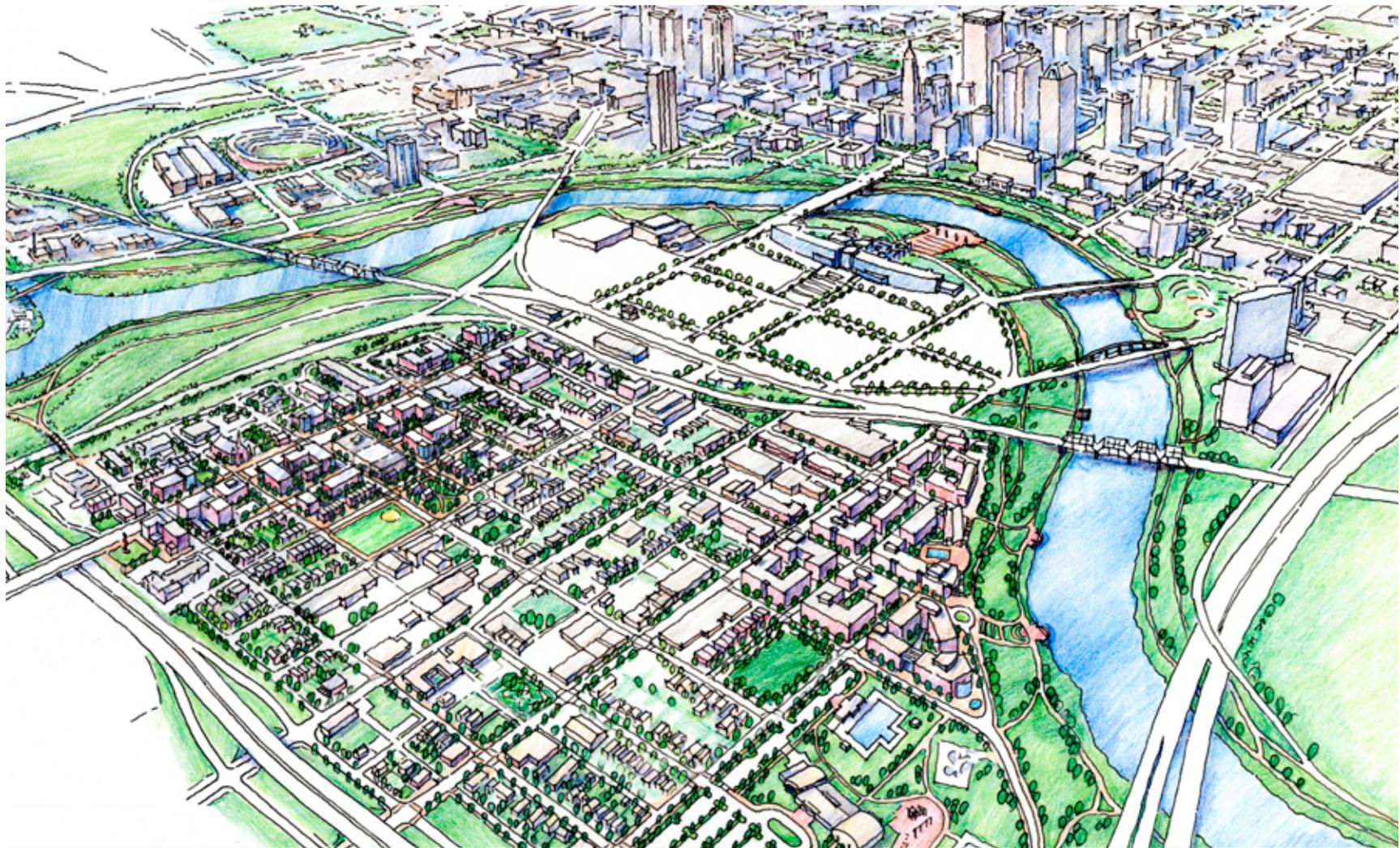
Overview. For years low density, inflexible zoning, misperceptions about safety, fragmented land ownership, a sense of isolation, and other challenges discouraged market interest in East Franklinton. Mayor Coleman's commitment to revitalizing the district, however, may



Sufficient market demand exists to support a variety of housing options especially suited to a creative district—including live/work space for artists and entrepreneurs—and the kinds of stores and restaurants that appeal to them.

have tipped the scale. It reinforced a new spirit of collaboration among the Columbus Metropolitan Housing Authority (CMHA), other property owners, residents and artists to begin reducing these barriers to investment.

Market demand. Market studies show that sufficient demand exists to support 1,450 to 2,000 new lofts, live/work rowhouses, and single-family houses over the next five to ten years, along with roughly 50,000SF of stores, cafés, and galleries and potentially more than 100,000SF of converted factory studios and incubators for a wide range of artists and entrepreneurs. This demand, translating to an anticipated 3,600 to 4,800 new residents, will play a key role in building a truly urban mixed-use district where existing businesses continue to prosper next to thriving new investment.



DISTRICTWIDE PROGRAM

- > Arts-themed east and west gateways
- > Arts-themed streetscapes
- > Investment in schools, community theater, preservation of Columbus's earliest

- history, and creation of cutting-edge arts and innovation venues
- > Funding strategy: A mix of private equity and financing; affordable-housing funds

(25% to 75% targeted to artists and entrepreneurs, depending on the neighborhood); real estate tax abatements; tax-increment financing (TIF); and city investment in infrastructure

Initiatives already under way. CMHA, the owner of 400 West Rich Street, the Franklinton Development Association, the city and other stakeholders have begun significant development and infrastructure initiatives that range from turning railway underpasses into arts-themed gateways to investment of more than \$100 million in housing, arts, and other development. COSI, Veterans Memorial Auditorium, and the Columbus Downtown Development Corporation plan significant new development on the Scioto Peninsula that will enhance walkable connections to downtown and add valuable nearby amenities.

Community engagement. Through dozens of interviews, two community meetings, a two-day charrette, and a final public open house, nearly 300 residents and other stakeholders played an active part in framing an achievable vision for a 21st-century East Franklinton where people from every walk of life come to work, play, and create together in a network of distinctive neighborhoods, each of which celebrates a rich past and a vital future.



In three to five years, new development and streetscape improvements could transform the intersection of Lucas and Rich streets (left) into a lively new commercial node for the new district (above).



20-Year Vision

BROAD STREET NEIGHBORHOOD

- Plan**
- > 2,000–3,000 new and rehabilitated rental and ownership lofts
 - > Roughly 10% affordable housing
 - > 65,000–85,000SF of new stores, restaurants, cafés, and unique small businesses
 - > 50,000–100,000SF of creative, start-up, new technology, and similar small businesses

Getting Started

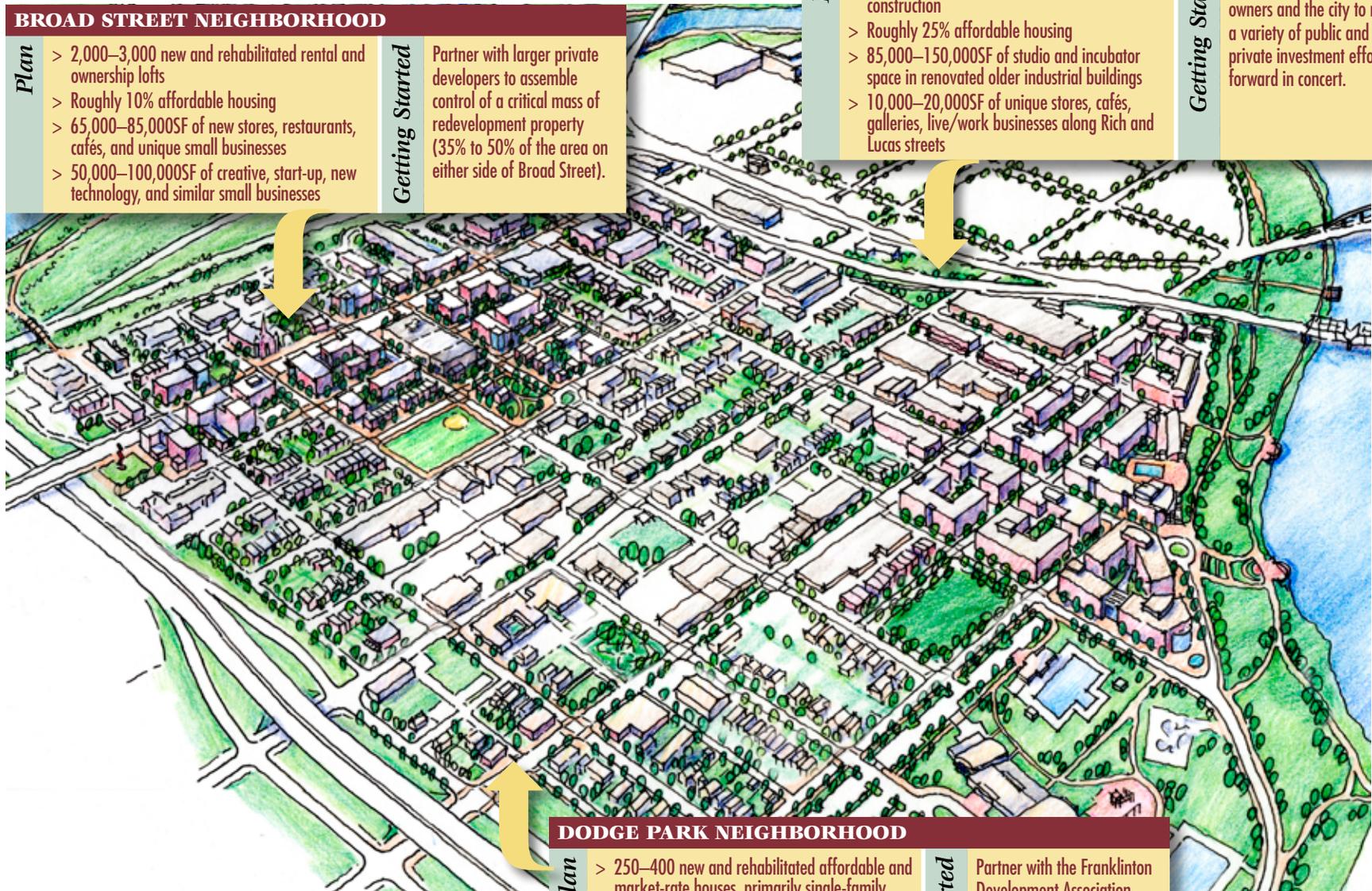
Partner with larger private developers to assemble control of a critical mass of redevelopment property (35% to 50% of the area on either side of Broad Street).

ARTS AND INNOVATION NEIGHBORHOOD

- Plan**
- > 800–1,300 rental and ownership lofts and live/work rowhouses, primarily new construction
 - > Roughly 25% affordable housing
 - > 85,000–150,000SF of studio and incubator space in renovated older industrial buildings
 - > 10,000–20,000SF of unique stores, cafés, galleries, live/work businesses along Rich and Lucas streets

Getting Started

Initiate collaboration among the three major property owners and the city to move a variety of public and private investment efforts forward in concert.



DODGE PARK NEIGHBORHOOD

- Plan**
- > 250–400 new and rehabilitated affordable and market-rate houses, primarily single-family
 - > Roughly 10% affordable housing
 - > Limited new retail and other neighborhood businesses
 - > New active neighborhood park

Getting Started

Partner with the Franklinton Development Association and other nonprofit and smaller for-profit developers to initiate infill development and rehabilitation of existing houses.



Setting the Stage

The Creative Community District Plan aims to foster arts-oriented, grassroots revitalization efforts already under way in East Franklinton and to help build a new district that embraces and sustains the very elements that have attracted its urban pioneers. Major components of this plan included public engagement to understand the values and interests of the existing community and of Columbus's creative class; detailed market studies to measure fully the residential, retail and office markets and their potential in this district; an urban design strategy intended to guarantee that reinvestment occurs in an organic way that preserves East Franklin's existing grittiness while supporting existing businesses; and an implementation strategy that brings all parties together to advance a common vision for East Franklinton as the new focal point of Columbus's residents engaged in creative work.

The East Franklinton Creative Community Planning Area



Mission: Why This Effort is Important

Columbus's population has increased nearly 11% in the last decade, outpacing even Franklin County. The priority that both public and private sectors have placed on nurturing a vibrant downtown has paid off handsomely, especially in comparison to similar cities. Columbus has one of the highest overall mobility rates in the country, with more than 70,000 households every year seeking out new or existing market-rate or affordable housing within the city. Increasingly they look in downtown and surrounding urban neighborhoods. Over the last 10 years, the population of 25- to 34-year-olds living within three miles of the city's center has grown by 43% (an additional 4,033 residents in this group). That rate of increase was higher than in Austin (24%; 3,726), Denver (25%; 5,237), or Boston (40%; 20,558).

Some of this growth reflects a shifting demand for household types here (and nationally). The fastest-growing household groups—"empty nesters," retirees, younger singles and couples—express a strong preference for urban housing and more kinds of urban housing. These two categories make up 68% of the entire Columbus market.

| HOUSEHOLD TYPE | COLUMBUS 2012 |
|---|---------------|
| Empty nester and retiree | 26% |
| Traditional and nontraditional families | 32% |
| Younger singles and couples | 42% |
| | 100% |

As the Arena District, Short North, and German Village have grown more popular, so has the cost of living there—putting these neighborhoods out of reach for many young (and older) creative workers. They can no longer afford the downtown neighborhoods they have helped make so vibrant.

The Mayor's Vision for East Franklinton

In his 2011 State of the City address, Mayor Michael B. Coleman announced the goal of nurturing an organic character that promotes creative energy, arts, and innovation in East Franklinton by attracting creative businesses and residents. The city had already initiated several projects with direct investments and incentives, such as the FDA Warehouse and 400 W. Rich redevelopment projects. Mayor Coleman saw that these developments, combined with the attraction of additional private investment, would bring diverse ideas and incubate new businesses as part of the new economy, attracting entrepreneurs drawn by the culture and "cool" factor that could mature in East Franklinton. This development strategy embraces the young and talented to build this neighborhood.

Existing Conditions

East Franklinton sits west of the Scioto Peninsula, bounded by SR 315 on the west, the river on the south, and railroad tracks to the north and east. The area contains residential properties, underutilized 20th-century industrial buildings, and an auto-oriented commercial corridor along West Broad Street. The condition of existing buildings varies, but the overall area has seen significant disinvestment. Part of the oldest neighborhood within the city, East Franklinton contains a number of historic buildings, including eight large industrial warehouse structures.

Over the last decade, population and household numbers declined within East Franklinton while they increased in both the city and county. This decline traces in large

part to Scioto River flooding, a problem resolved by construction of the flood wall and relocation of residents of the Riverside Bradley public housing development. The area's median income of \$10,000 is less than 25% of the citywide median. The make-up of the residential market reflects this high level of poverty: 90% of all housing units are rentals, a rate significantly higher than in most Columbus neighborhoods. Residents have low levels of educational attainment, with approximately 40% lacking a high school diploma. Columbus Public Health's socioeconomic vulnerability index ranks Franklinton residents among the most socioeconomically vulnerable and susceptible to poor health outcomes in Columbus.

Despite these discouraging measurements, East Franklinton has seen increased reinvestment in recent years and has significant assets to draw on. The neighborhood sits next to SR 315 and adjacent to such important facilities as Mt. Carmel Hospital, COSI, and the Franklin County Veterans Memorial. Plans are being prepared for large-scale redevelopment of city-owned property between East Franklinton and downtown. Most significant, East Franklinton lies within a ten-minute walk of most of downtown and an easy bike ride to numerous neighborhoods and employers, such as The Ohio State University and Battelle Memorial Institute.¹

One District, Three Neighborhoods

To reflect unique existing conditions and potential opportunities, the plan treats East Franklinton as one district with three distinct component neighborhoods: Arts and Innovation, Dodge Park, and the West Broad Street.

¹ Appendix A provides a more detailed and comprehensive picture of existing conditions in the plan area.

Arts and Innovation Neighborhood

Several large parcels of land dominate the Arts and



Innovation Neighborhood, including the 12-acre Columbus Metropolitan Housing Authority (CMHA) property south

of West Rich Street; a contiguous group of properties owned by Urban Smart Growth between West Rich and West Town streets; and the warehouse and adjacent lot owned by the Franklinton Development Association (FDA) along State Street between Lucas and McDowell. With the CMHA site cleared of the former housing development, the area contains mostly large industrial buildings with limited single-family and townhouses. Its only active retail establishment is the former Three Deuces Bar.

Dodge Park Neighborhood

Dodge Park Neighborhood has the most diverse existing



uses, ranging from single-family houses to commercial/retail businesses to parks. This area contains most of the plan area's single-family

housing, although a significant portion of it stands in moderate to severe disrepair. Recent single-family in-fill development has contributed positively to this area, which also includes a cluster of important neighborhood assets such as the Dodge Park Recreation Center, The Boys and Girls Club of Columbus, the former Franklinton Elementary School, and the historic David Deardurff House.

West Broad Street Neighborhood

Primarily a commercial/retail corridor, West Broad



Street in East Franklinton includes industrial, nonprofit, and church/religious properties. Small clusters of single-

family houses exist both north and south of West Broad, although they are surrounded by several surface parking lots. While some commercial/retail businesses—including Byers Chevrolet, AD Farrow/Harley Davidson, and Phillip's Original Coney Island—have succeeded here, vacant retail structures and an inability to attract new retail remain problems. A major commuter thoroughfare, West Broad contains up to three travel lanes in each direction and sees significant daily traffic volumes (above 16,000 trips in each direction). These characteristics, added to a high proportion of parking lots, make the streetscape an extremely discouraging for pedestrians.

The Evolution of Creative Communities: A New Model

Creative communities have historically emerged when visual and performing artists colonize an urban district with abundant cheap space, especially buildings whose market demand has vanished. Today, that group includes young knowledge workers and entrepreneurs, and their arrival begins a sequence of recognizable stages:

- The colonizing settlers convert old, underutilized industrial structures into live/work spaces.
- Galleries, performance spaces and small entrepreneurs follow, raising the profile of the pioneering community through events like art walks, performances, speed-networking, food trucks, and special events.
- Other “early adopter” settlers arrive, attracted by a hip, creative image and still-affordable rents.
- Retail and service establishments move in to serve the growing population, which in turn attracts more residents, including young families.
- Demand for space increases, raising rents and attracting the attention of developers, who renovate additional structures or build new ones from scratch.
- A thriving neighborhood emerges from seeds sown by artists, entrepreneurs and innovators—who, ironically, often find themselves forced to move by rising real estate values.

East Franklinton has already entered the first stage of a similar process, but this plan includes strategies designed to prevent the displacement of current residents and artists typically associated with the final stages of a community's emergence. From the start, this planning process has made maintaining long-term affordability for pioneers, current residents, and businesses a fundamental priority.

As noted, creative communities no longer contain just artists; over the past decade they have become more inclusive, diverse and organic. Today they draw a broad spectrum of people, interests, skills and professions to collide and interact, creating a more robust community.



Artists live and work next to chefs, IT entrepreneurs, new and old media specialists, “makers” and small businesses in a mix whose diversity generates the dynamism and success of these emerging communities. Policies to promote creation of creative communities include mechanisms to protect current residents, artists, and existing businesses, and this plan intentionally builds in such provisions.



Appendix B, *The Evolution of Creative Communities*, examines several best-practice examples from across the country—including Somerville and Cambridge in Massachusetts, Providence, Denver, and San Francisco. These case studies highlight the varied ways that innovative spaces and structures encourage the emergence of creative communities today. Regardless

of scale, all share a similar vision: a space or neighborhood where new ideas, concepts and products incubate based on diversity, proximity and collaboration.

The case studies yield four key lessons about the evolution of creative communities:

1. Flexible co-working spaces are essential to attracting a creative workforce.
2. Arts-based anchors and organizations that aim to create community remain an important element in the new paradigm.

3. An amenity-rich, walkable, live/work/play environment remains vital to long-term success.
4. The private sector can orchestrate a creative community on a large scale without losing sight of the creative worker.

Appendix B, *The Evolution of Creative Communities*, examines these lessons and presents further detail about what has worked in communities around the U.S.

Opportunities and Challenges

East Franklinton has both prospered and suffered from its status as Columbus's oldest neighborhood. The land, made fertile by centuries of Scioto River flooding, proved ideal for farming and attracted the earliest settlers. Yet the same flooding proved destructive as the area urbanized. The floods—and insurance issues—promoted disinvestment in the 20th century. Only in 2004 did completion of a flood wall lay to rest the threat they pose to the area. More recently, the 2007–09 recession significantly reduced interest in new development.

Other issues have beset the area and will need to be addressed before new development and future successes can occur:

- East Franklinton lacks residential density.
- Broad Street is wide and far from pedestrian-friendly.
- The area contains a high level of vacant or inappropriately utilized properties.
- Some observers worry that creating a new arts district would divide the relatively young art scene elsewhere in Columbus. Broadening the plan's focus

to include the full innovation economy responds to these concerns and will help moderate any potential disruption of the city's arts scene.

- A perception of East Franklinton as unsafe persists.

At the same time, other factors have aligned to encourage a widespread sense that the time has arrived for major redevelopment to occur in East Franklinton. In addition to proximity to downtown, several important qualities appear to position the neighborhood well for revitalization:

- A strong coalition of property owners willing to work together has emerged.
- The support and interest of creative workers is high and continues to grow.
- Initiatives within and around East Franklinton offer significant potential synergies.
- New infrastructure investment, including the bridge openings, will improve traffic flow.
- The neighborhood offers direct access to recreation trails and green space, and holds the potential for significant new green spaces.
- A citywide “buzz” about East Franklinton already exists.

MARKET DEMAND

With the exception of several destination retail and commercial establishments along West Broad Street, the residential, retail, and commercial markets in East Franklinton remain depressed. Residential vacancy rates of 10% mirror averages within the city as a whole, but over 90% of residents rent their homes, a significantly higher rate than the city or county.

The city witnessed significant job growth between 2002 and 2009, when the number of people with jobs who also lived in the city grew by 66,300 to 306,595 persons. This

represented a 28% increase, especially significant when compared to such peer cities as Seattle, Minneapolis and Austin. Separately, the number of people who both worked in and lived in the city increased by 12%, while those choosing to live outside the city declined by 14%. Growing numbers of workers are choosing to live within the Columbus city limits, regardless of where they work. The market for downtown living has momentum, and East Franklinton sits in a prime near-downtown location.

To assess future market demand, the planning team assumed that a new development of up to 250 units would occur on the CMHA site in three to five years. That assumption helped shape this report's conclusions about anticipated impacts for residential and retail demand. Commercial demand is not expected to increase substantially within the plan area.

Residential

- Although East Franklinton will attract residents from outside the state, from elsewhere in Ohio, and from other parts of Franklin County, the city itself will be the greatest potential source of new residents.
- The types of new households likely to move to East Franklinton consist predominantly of younger singles, younger childless couples, and empty nesters and retirees.
- East Franklinton has the potential to attract residents from a pool of 1,800 households each year that would likely consider settling in a redeveloped East Franklinton.
- Over the next five years, a redeveloped East Franklinton could conservatively expect to attract 186–230 households each year (also known as *capture rate*).
- The strongest demand will be for rental units.

PROJECTED ANNUAL MARKET DEMAND FOR HOUSING

| UNIT TYPE | UNITS PER YEAR | FIVE-YEAR TOTAL |
|----------------------------|----------------|------------------|
| Rental units | 124–148 | 620–740 |
| Condominium units | 20–28 | 100–140 |
| Townhouses/live-work units | 28–36 | 140–180 |
| Detached houses | 14–18 | 70–90 |
| TOTAL | 186–230 | 930–1,150 |

Housing Affordability

The plan places significant emphasis on maintaining and providing affordable housing options for both current and future residents. It sets affordability targets of 10% to 25% for key development sites, establishing a framework for pursuing affordable housing options using a variety of funding mechanisms (including Low Income Housing Tax Credits), as appropriate, and working with nonprofits and entities like Habitat for Humanity to provide rental and ownership opportunities for low- to moderate-income households and individuals. The plan's affordability targets should deliver an estimated 665 housing units over 20 years.

Retail

Based on a potential 1,800 new housing units over ten years—assumed to house 3,600 to 4,600 new residents—and an increase in traffic generated by destination retail options, East Franklinton could support an additional 50,000 square feet of retail space over the next ten years.

CALCULATING SUPPORTABLE RETAIL CAPACITY OVER 10 YEARS

Market demand exists for 1,800 new housing units with at least **3,600 new residents**.

Individual spending typically supports 63 sq.ft. of retail space, meaning new residents could support a total of **227,000 sq.ft. of retail space**.

Assume, conservatively, **15% of this spending** can be “captured” in the area.

That translates to **34,000 sq.ft. of retail space**.

Destination traffic can add roughly 50% to demand.

The result is **50,000 sq.ft. of supportable retail space**.

Studio space

In the last ten months, 50 art studio spaces, averaging 150 to 375 square feet, have been leased at 400 West Rich Street. A waiting list for studio space exists, and new units are leased as soon as they reach the market. That rate of leasing appears likely to continue over the next five years, assuming new studio space is created. Conservatively projecting growth at only half that rate still yields demand for 25,000 square feet of art studio space or 125 new artists spending time daily within East Franklinton.

CURRENT INITIATIVES

With the firm support of Mayor B. Coleman, the City of Columbus and other organizations, agencies, and institutions have begun to focus on significant redevelopment and improvement initiatives within and around East Franklinton.

Columbus Metropolitan Housing Authority (CMHA)

CMHA has completed demolition of the former Riverside Bradley Homes and is currently developing 100 new units of affordable senior housing on Broad Street. Once that building opens, residents from Sunshine Terrace on South Gift Street will move in, and Sunshine Terrace will undergo demolition to make way for mixed-income redevelopment.

400 West Rich Street

400 West Rich Street opened its doors to artists in July 2011. Twelve studios built on the first floor, ranging from 150 to 350 square feet, served as the first step in transforming this former warehouse into a multi-functional arts complex within walking distance of downtown. In the 10 months following its opening, an additional 38 studios were leased, with more units expected to enter the market in the last half of 2012.

The FDA Warehouse and Adjacent Property

The city assisted the Franklinton Development Association (FDA) with the purchase of the warehouse at 435 West State Street and adjacent properties. FDA has begun work on plans that combine collaborative artist work space, affordable condos, and/or live-work townhouses.

Town/Rich Two-Way Conversion and Urban Design Elements

The city has reached the preliminary engineering phase for converting Town and Rich streets to two-way traffic with bicycle accommodations. At the same time, it is preparing to introduce gateway features and short-term streetscape enhancements to support the vision for East Franklinton as a creative district. It will complete all construction by the fall of 2013.

Mt. Carmel West Hospital

Working with neighbors, Mt. Carmel has developed an agreement about maintaining green space. It recently completed a new housing complex for nursing students (the College of Nursing is a significant presence in Franklinton). Although recent growth has occurred largely at its suburban locations, Mt. Carmel has expressed interest in developing new collaborative relationships with future initiatives in East Franklinton.

Veterans Memorial Auditorium

In addition to an expansion now under way to add a new gallery, Veterans Memorial has begun to develop of a new strategic plan. Ideas include adding a hotel atop the existing complex and building a parking garage to allow development of existing surface lots. The facility has also begun to explore with COSI the idea of hosting more joint programs.

Center of Science and Industry (COSI)

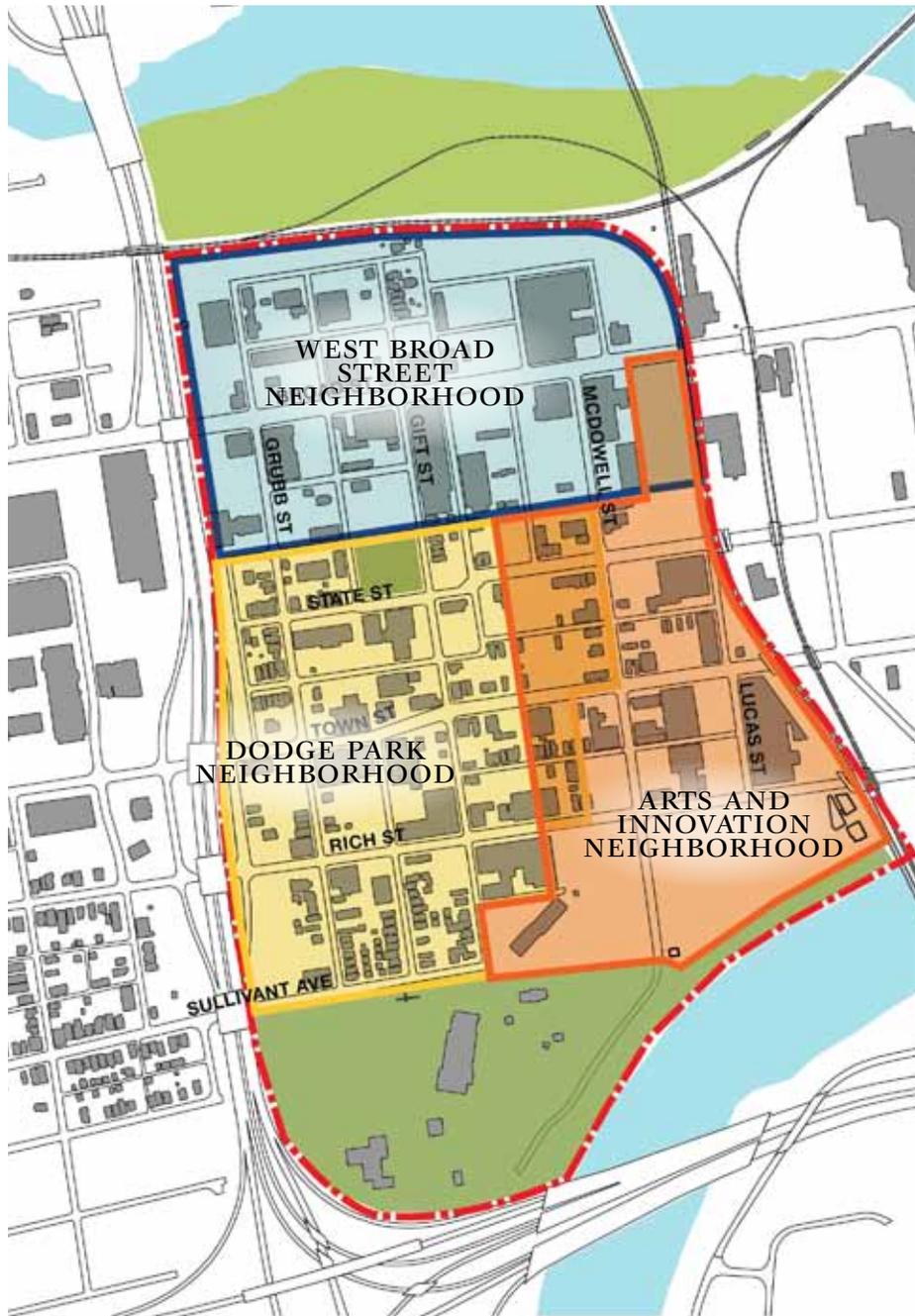
COSI has begun work on a plan to improve site conditions. Due to potential plans by the Downtown Development Corporation, the museum will focus on its building. The museum's leadership believes East Franklinton redevelopment is moving in a positive direction and wants to deepen its relationship with its host neighborhood.

Columbus Downtown Development Corporation (CDDC)

The City has asked CDDC to help plan the redevelopment of the Scioto Peninsula. Market-rate housing and cultural uses would complement the innovation focus of East Franklinton, supporting revitalization efforts and private investment.

Other initiatives under way or planned in East Franklinton include:

- Continuing investigation of East Franklinton as the possible location of charter schools.
- Three separate museum efforts
 - > Harley Davidson Museum
 - > David Deardurff House
 - > Catholic Artifacts Museum



PRESERVATION OF EXISTING BUSINESSES

The City of Columbus is committed to preserving appropriate existing businesses that are consistent with an urban mixed-use district. This includes efforts under way, like 400 West Rich, as well as existing businesses along Broad Street and other corridors. Broad Street participates in the city's Neighborhood Commercial Revitalization Program.

Three Neighborhood Strategies Add Up to One Vibrant District

As noted earlier, this plan divides East Franklinton into three subareas and tailors a redevelopment strategy for each one to existing conditions and opportunities for reinvestment. Described more fully in Chapter 4, "The Plan," these subareas are:

- Arts and Innovation Neighborhood
- Dodge Park Neighborhood
- West Broad Street Neighborhood

ARTS AND INNOVATION NEIGHBORHOOD

Covering the eastern and southeastern portions of the planning area, the Arts and Innovation Neighborhood, comprises historic industrial warehouses of varying sizes and large parcels of vacant land. West Rich Street connects to downtown across the Main Street Bridge, and West Town Street will soon connect across a new



bridge that will increase commuter traffic and raise the area's visibility. Grassroots arts initiatives have already taken root here, most notably at the quickly expanding 400 West Rich Street warehouse development by Urban Smart Growth. Core strategy elements include:

- Concentrating the first new developments within this subarea to maximize their impact.
- Clustering early retail at the intersections of Lucas and Rich and McDowell and Rich.
- Focusing on three catalytic sites
 - > CMHA property south of West Rich
 - > Urban Smart Growth properties
 - > FDA warehouse and adjacent lot
- Emphasizing uses that appeal to the creative community.

DODGE PARK NEIGHBORHOOD

The southwest portion of the plan area contains the highest concentration of single-family housing in the district but also has significant industrial, institutional and commercial uses. The investigation of East Franklinton as a possible charter-school location has included sites in this neighborhood, where

it would join the Boys and Girls Club of Columbus facility. The area contains newly built

and rehabilitated, affordable single-family houses, and the plan recommends adding more such housing throughout the revitalization process to help maintain affordability in East Franklinton. In addition to providing an appealing new option for existing residents, participants in focus



groups and public events convened for this plan repeatedly underscored the need for single-family housing (with yards) to accommodate young families of the creative community. Core strategy elements include:

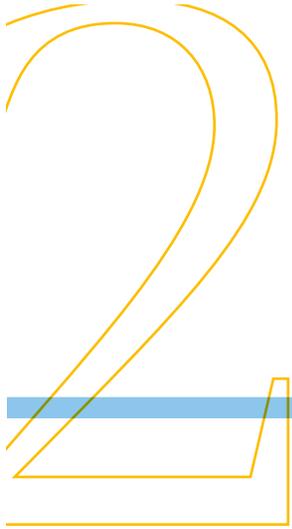
- Continuing infill development of affordable single-family and duplex housing. Marketing housing to current residents and creative community households seeking a more traditional neighborhood.
- Encouraging a land swap between the Recreation & Parks Department and CMHA to bring green space deeper into the neighborhood and identifying other opportunities for shared green space.
- Developing collaborative relationships with educational and cultural institutions to create high-quality education opportunities and emphasize arts and innovation.
- Prioritizing both redevelopment of existing buildings and new development.
- Providing for flexibility of first-floor uses in all new and redeveloped buildings
- Subsidizing retail space within new developments.

WEST BROAD STREET NEIGHBORHOOD

A major east-west commuter road, Broad Street hosts most of the existing retail and commercial uses in East Franklinton. It functions primarily as an edge to the blocks on either side of it but also serves as an entry to downtown not unlike East Broad and North and South High streets. This plan recommends creating a development strategy for the full corridor that would be implemented by a collaborative development partnership. Because the market does not appear strong enough to support such an initiative now, Broad Street redevelopment should take place as a later phase of East Franklinton's revitalization. Core elements include:

- Identifying development partners with the capacity to focus on the entire corridor (for example, AEP owns a key parcel).
- Allowing larger-scale, mixed-use development with structured parking.
- Establishing incentives that encourage residential development on upper floors above retail uses.
- Focusing on crossover retail uses that would appeal to new creative-class residents but also draw from beyond the neighborhood, attracting customers from the rest of Franklinton and downtown commuters.





COMMUNITY Engagement

An effective planning effort seeks to gather ideas from and earn the support of everyone it will touch. Outreach for the East Franklinton plan added an extra dimension: It sought to engage not only existing residents but people who might choose to live in an emerging creative district. For this reason, this planning process deliberately added to a core group of East Franklinton stakeholders representatives of Franklinton, of the creative class, arts groups and other organizations, and of the broader Columbus community.

The response from the community, particularly at the two-day community visioning charrette, was strong and consistent. Engagement forums included large public meetings, focus group sessions, and one-on-one interviews conducted from late summer 2011 through early 2012. The city also established a dedicated project page on its website and created a Facebook page for the planning effort. Throughout the process all participants were asked to dream big as they worked together, but also to stay grounded. The resulting ideas showed surprisingly consistency and coherence, even though they came from diverse participants with many different perspectives. Appendix F contains a detailed account of responses.

SEPTEMBER 15, 2011: KICK-OFF MEETING

A meeting on September 15 launched the public discussion about developing a plan for building a creative district in East Franklinton. The meeting had two objectives: explaining to stakeholders the process that would create the *Creative Community District Plan* and gathering comments and ideas to further sharpen outreach efforts and begin shaping the plan itself. Participants took part in a general assembly, small-group work, and an individual map exercise.



At the kick-off meeting on September 15, 2011, participants used a map of the planning area to identify issues, opportunities and priority development sites.

STAKEHOLDER FOCUS GROUPS

To better understand issues, needs, opportunities, and challenges both in East Franklinton and for creative workers in Columbus, the planning team organized meetings with stakeholders in a variety of formats. They ranged from one-on-one interviews with residents to meetings with business leaders to discussions with

WHAT WE LEARNED

The first public workshop identified some of the central themes of the planning process. Key ideas included:

- **Affordability**—inexpensive residential and retail property
- **Amenities**—gardens, festivals, public spaces, women’s center, nightlife and entertainment
- **Appearance**—clean, well-maintained and attractive physical appearance
- **Character**—artistic, lively and unique feel to the neighborhood
- **Diversity**—wide representation of demographics of both residents and visitors
- **Economy**—increased business opportunities, especially for small businesses and artists
- **Education**—expansion of both traditional and trade school opportunities
- **Safety**—protection from personal and property crimes
- **Urban Form**—easily walkable and bikeable; dense, mixed-use development
- **Youth**—consideration and inclusion of young people in new opportunities

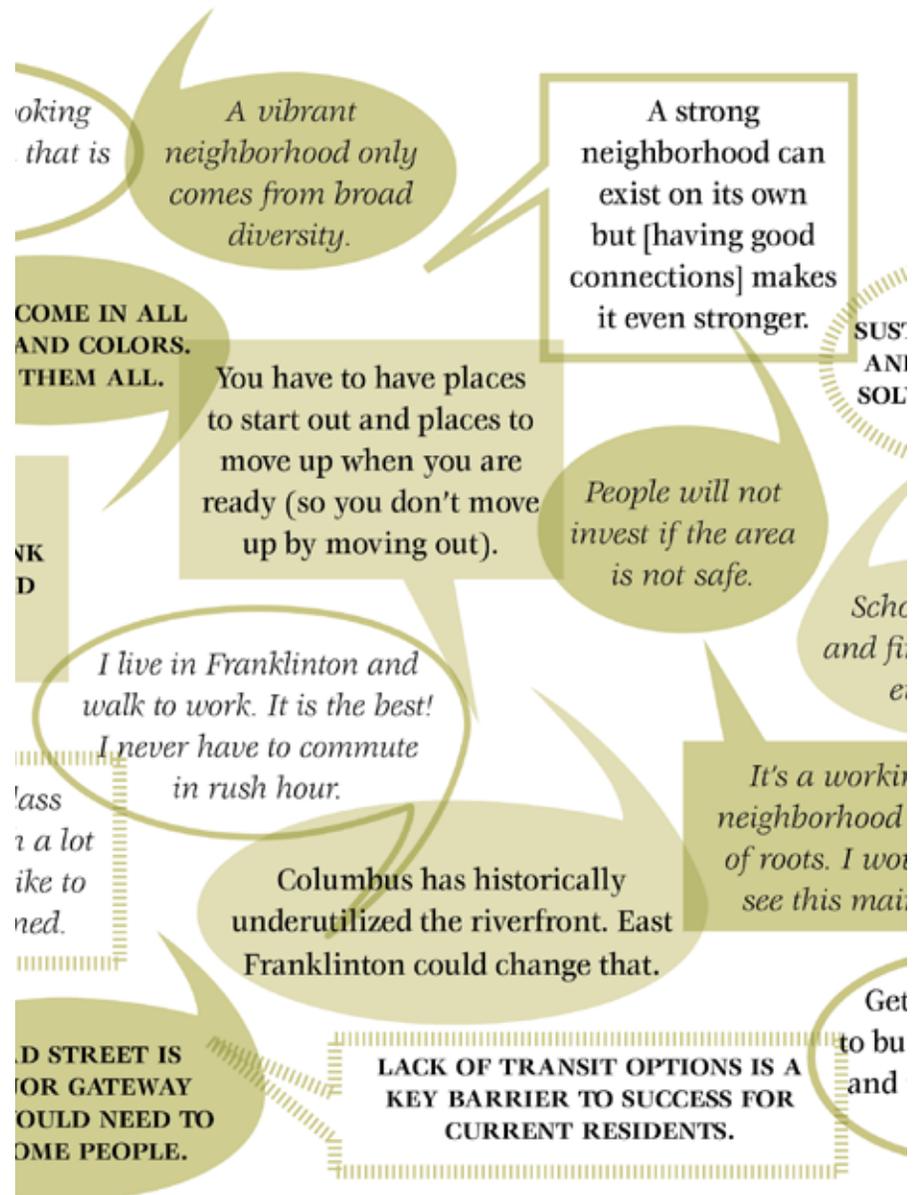
the mayor and staff from city departments. The groups interviewed included:

- Franklinton area commissioners
- Neighborhood stakeholders
- Stakeholders from nearby areas
- Major property owners
- Citywide creative class representatives
- Urban design stakeholders
- Art institution representatives
- Local developers

Many of these focus groups took place within East Franklinton, and some included stakeholder-led guided tours. The themes that emerged from these discussions, combined with ideas generated during the September public meeting, became the six principles that guided development of the plan (see Chapter 3, *Vision*).

DECEMBER 13-14, 2011: COMMUNITY CHARRETTE

Feedback from arts organizations and creative class representatives led the planning team to organize a community charrette, held December 13 and 14 in an open studio at the FDA Warehouse at 435 West



Comments from participants in public meetings, focus groups, and interviews played a key role in shaping this plan.

State Street. The first night involved testing and reviewing the draft principles to build a deeper understanding of participants' priorities. Comments and reactions from this meeting further refined the principles and guided preliminary design schemes. During open studio hours, dozens of community members stopped in to observe the work's progress and comment on the evolving designs. On the 14th, the community reaffirmed the planning principles and previewed design ideas and graphics generated between the two meetings.



JULY 12, 2012: PRESENTATION OF THE FINAL PLAN

The final draft plan was presented to the community at an open house on July 12, 2012.

The final draft plan was recommended for adoption by the Franklinton Area Commission on September 11, 2012, and by the Columbus Development Commission on September 13. Columbus City Council adopted the plan on [DATE].

JANUARY 18, 2012: PUBLIC PRESENTATION – A MARKET-DRIVEN PLAN

The planning team gave a public presentation on January 18, 2012, to review the process to date, discuss the analysis, and answer more questions. Because the plan was designed to respond to market demand, the presentation included particular focus on how findings about market capacity shaped the emerging designs.¹

¹ A full report on the market findings appears in Appendix D, *Development Economics*.





Vision

East Franklinton will thrive as a district in which to live, work, play, and create. The community will be known for a mix of uses that promote vitality; for densities that support walkability; for streets and public spaces that encourage interaction and active lifestyles; and for options for living and working that foster diversity. Within a ten-minute walk of downtown, people of every income, age, and race will find a neighborhood known for unique public art; a beautiful new riverfront park; quiet streets of rehabilitated houses; historic factories that house working artists and entrepreneurs; the city's newest arts, food and music venues; and distinctive new and renovated lofts. Columbus's first neighborhood will blend old and new in a manner that honors the city's rich history and celebrates its future as a creative center for arts and innovation.

Community-based Principles

The community framed this vision at the December 2011 charrette that produced a series of principles to guide and shape East Franklinton's revitalization as a creative district.

| | PRINCIPLES: EAST FRANKLINTON WILL BE... | KEY OPPORTUNITIES TO APPLY THE PRINCIPLES | | |
|---|--|--|--|---|
| | | ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
|  | WALKABLE <ul style="list-style-type: none"> > Walkable, dense, and mixed-use environment > Where living and working can take place in proximity and make an active lifestyle possible > Strengthened by a transformed and pedestrian-focused Broad Street | Create a critical mass and mix of uses to support a 24/7 environment. | Replace vacant and blighted parcels with new houses and create inviting connections to the mixed-use Arts and Innovation and Broad Street neighborhoods. | Add a new generation of mixed-use development at densities sufficient to transform Broad and surrounding streets into a walkable environment. |
|  | DIVERSE AND AFFORDABLE <ul style="list-style-type: none"> > Attractive to a broad and diverse group of people > Broadly affordable to both existing residents and new pioneers | Create affordable live and work environments for people in the arts and entrepreneurs. | Create new houses affordable to people in the arts and working families; provide relief from rising real estate taxes for lower-income residents. | Create housing affordable to a wide spectrum of incomes that supports a similarly wide range of lifestyles. |
|  | CONNECTED <ul style="list-style-type: none"> > Well connected to surrounding neighborhoods, the city and region > Connected to the river by significant public access > Served by improved transit opportunities | Create bike lanes that link to downtown, Scioto Mile, and points west; introduce new transit routes to OSU, employment centers, and other regional destinations. | | |



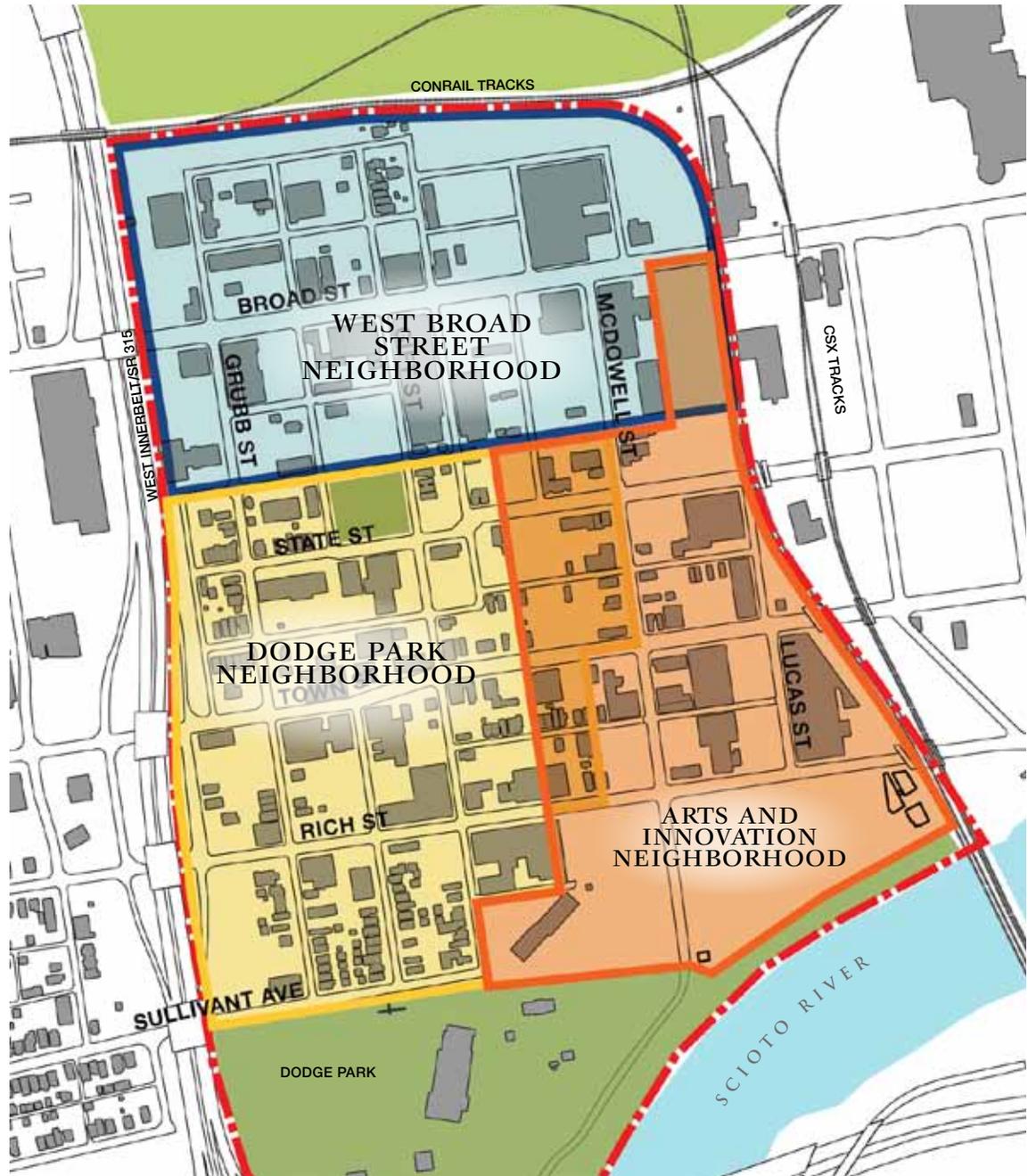
| PRINCIPLES: EAST FRANKLINTON WILL BE... | KEY OPPORTUNITIES TO APPLY THE PRINCIPLES | | |
|--|---|---|---|
| | ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
| DISTINCTIVE | | | |
| An identity... > separate from downtown and other neighborhoods > inspired by the area's authentic, "funky" character > respectful of history and tradition as it evolves | Throughout the district, mix new and historic buildings; respect existing, appropriate businesses; emphasize a strong, visible presence for arts, music, and other creative activities along public streets; include civic and cultural uses along with private development; and provide public art that communicates the vision and vitality of the East Franklinton arts community. | | |
| CIVIC AND SUSTAINABLE | | | |
| > A place where people feel safer > An environment with strong civic infrastructure > Developed with sustainable practices | Promote more "eyes on the street" throughout the district and insure that every block is "owned" by people who live and/or work along the street. | Create a new neighborhood school and park; establish and promote education-campus effort. | Incorporate civic and cultural uses as part of redevelopment. |
| ACHIEVABLE | | | |
| > Driven by catalytic development opportunities | Focus early redevelopment and rehabilitation to create a critical mass of new activity and amenity. | Pursue infill development targeted to blighted and vacant properties. | Aggregate sites necessary to create a critical mass of walkable, mixed-use development. |



»» The Plan

The idea of a creative district for Columbus began with a grassroots, artist-led effort that has won strong support from the city and attracted growing private interest. Drawing on this existing energy, the creative district plan builds on a historic framework to transform East Franklinton into a magnet that attracts people of every income and age to live, work, play, and create in a new urban community defined by creativity and innovation. The plan includes mechanisms to ensure that East Franklinton remains eclectic, affordable, and welcoming to diverse newcomers while ensuring that existing residents and businesses always have a home there.

The Three Neighborhoods of East Franklinton



Overview

The creative district plan outlines three overlapping neighborhoods that together make up the East Franklinton district:

- The **Arts and Innovation Neighborhood** builds on the concentration of existing warehouses between West Rich and State streets and connects to the Scioto River through a mixed-income redevelopment on the CMHA properties south of West Rich.
- The **Dodge Park Neighborhood** calls for strategic infill of single-family affordable and market-rate houses to reinforce the character of this neighborhood and ensure ongoing affordable housing options
- Strategic acquisition and assembly of properties will encourage several large-scale redevelopment initiatives in the **West Broad Street Neighborhood**.

While each area possesses unique characteristics that will shape its future development, many of these strategies will apply equally across the entire neighborhood. Above all, each area should incorporate a diverse mix of land uses.

Illustrations in this section present realistic scenarios for the type, magnitude, and location of potential building development and redevelopment over the next ten years and beyond. The plan grows out of conservative estimates of market-based potential but has been shaped by the willingness of large-scale property owners to work together to create a greater level of opportunity.



Arts and Innovation Neighborhood



Dodge Park Neighborhood



West Broad Street Neighborhood



IN TWENTY YEARS...

A Walk Through East Franklinton

1 After a 10-minute walk from Bicentennial Park over the Main Street Bridge, you find yourself surprised by the art installation at the railroad bridge welcoming you to East Franklinton. Before even passing under the tracks, you know you're heading toward something—or someplace—different.



2 First stop: the coffee shop at the southwest corner of West Rich and Lucas, where a diverse crowd spills onto the seating area along the sidewalk, people moving back and forth through full-height windows that make up its facade. Some folks look hard at work, others are hanging out, and some just dash in for a quick coffee.



3 Caffeine fix in hand, you head back outside and continue west on West Rich, walking alongside the cluster of five-story, mixed-income buildings where Riverside Bradley once stood. Unlike Riverside Bradley, the new structures come right up to the sidewalk, creating a comfortable but decidedly more urban feel.

New townhouses rise across the street, mixing in with some of the area's original warehouses, now rehabbed. This distinctive blending of old and new looks like nothing else in Columbus.

You turn left on McDowell Street to check out the shady groves, lawns, and native Ohio plantings of Scioto River Park. Looking across the new park toward downtown you see joggers, kite-flyers, Frisbee players, sunbathers, and dog walkers all taking advantage of one of the country's newest and most talked-about park corridors.



4 Walking along the river you reach South May Avenue extension and more new mixed-income housing. A land swap between the city and the Housing Authority made this new development possible: The popular pool remains on the left, but further toward Town Street, filling a full block, lies an expanded Dodge Park. Lined by townhouses on the north side and filled with older kids playing basketball and younger ones cavorting in play areas, it feels more intimate than the old park, a more neighborhood-oriented open space. The land swap was smart—it moved the park closer to where families and park users actually live.



5 As you wind through the Dodge Park Neighborhood, you see mostly single-family homes—an entirely different vibe than you find among the funky warehouses at Lucas Street. You make a mental note to tell your friends to add the Dodge Park area to their post-baby house-hunting list.

7 Heading north on Mill Street past the expanding greenway and restored Deardurff House, you sense a change in the neighborhood. Buildings grow bigger, the street feels more urban, and restaurants and shops fill each building below upper-floor lofts and apartments.



6 At South Gift and West State you turn right, pausing to note yet another, much smaller, green space. The bend in West State now boasts a quirky neighborhood center with stores and cafes, making you realize this is what city officials meant when they said the “public realm” was a priority of the planning process.



8 You wander west on Broad for a couple of blocks before turning around to see how new development has filled in around the street’s historic 19th-century structures. It all works well together; West Broad looks like a whole new place, with housing, restaurants, and businesses—even a grocery store. You double back toward the new pedestrian bridge that leads to downtown and think



maybe *you* might start looking for a place in East Franklinton.

Proposed Future Land Use

The map on this page and text on the following page describe the proposed future land uses for East Franklinton. The map and text, when adopted by City Council, become city land use policy and form the basis for the city's review of land use, zoning, and variance requests. Plan recommendations apply if a property owner wants to change the use of his/her property and, as indicated, a zoning or variance is required.

The given density ranges and other information are guidelines provided to make expectations about future development in an area as clear as possible, but they do not imply automatic approval of development proposals at the maximum density or intensity. Development standards from the East Franklinton Creative Community Plan apply (see Appendix F).



- Medium-density mixed residential
- Urban mixed use
- Neighborhood mixed use
- Parks and recreation

| CLASSIFICATION | DENSITY (DWELLING UNITS PER ACRE) | DESCRIPTION |
|---|-----------------------------------|---|
| MEDIUM-DENSITY MIXED RESIDENTIAL | 6–10 | This classification includes single-family houses, duplexes, and townhouses. New development should reinforce the existing pattern and type of residential construction in the neighborhood. Somewhat higher densities and multistory buildings of more than four units may be considered for areas that sit immediately adjacent to a primary corridor, but proposals for multifamily development in these areas must demonstrate that they will not adversely impact the existing development pattern. Existing commercial, light-industrial, and institutional uses are recognized and supported but are limited to existing footprints and must comply with zoning and other regulations. |
| NEIGHBORHOOD MIXED USE | 16–45 | This classification encourages mixed uses at the neighborhood level. These areas contain multiple functions and act as local centers of economic activity. Examples include smaller-scale retail, office, institutional or mixed uses built to Urban Commercial Overlay design standards. Neighborhood commercial uses should be located at key intersections and nodes. Residential units should be located either above and/or next to the commercial, office or institutional uses. |
| URBAN MIXED USE | 45 or higher | This classification encourages mixed uses at the regional level, including larger mixed-use development, residential, retail and office uses. Residential units are located either above and/or next to the commercial, office, or institutional uses in multistory buildings. Highest-density buildings should be located adjacent to W. Broad Street. |
| PARKS AND RECREATION | N/A | Integrate parks into residential neighborhoods where possible. Parks are either publicly or privately owned recreational facilities and include golf courses. |

Program and Phasing

In January 2012, Laurie Volk of Zimmerman Volk Associates completed an analysis designed to estimate the potential demand for housing in a revitalized East Franklinton as part of the planning study for the creative community district. Analyzing various sources—including data for population mobility, migration trends, and target-market analysis—she conservatively projected that demand over the first ten years of redevelopment could support construction of at least 1,800 units of rental and ownership housing with a wide range of unit configurations—including live/work space for artists—and a mix of market-rate and affordable units.

The tables on the next four pages reflect these projections (and in all cases represent the low range of possible estimates). The tables provide a summary of the phased-development program recommended in this plan. As noted earlier, the first phase focuses on establishing East Franklinton's Arts and Innovation Neighborhood. Subsequent phases will expand redevelopment efforts to the Dodge Park and West Broad Street neighborhoods.

Appendix D, Residential Housing Market Analysis, comprises a detailed discussion of the Zimmermand Volk analysis of the residential market's potential and capacity.



Demand exists for a broad range of housing types, from lofts to apartments buildings to smaller urban houses. Mixing new development that stresses contemporary design with existing buildings will help the neighborhood build a distinct sense of place that appeals to the creative class.



PROGRAM & PHASING

| PHASING AND USES | ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
|---|--|-------------------------|--------------------------------|
| NEAR-TERM (3–5 YEARS) *** | | | |
| HOUSING (PRIMARY RENTAL) Primarily 3- to 5-story lofts, with live/work and townhouses | 300-400 units | limited* | limited |
| HOUSING (PRIMARY RENTAL) New and rehabilitated detached single-family | — | 50-70** | limited |
| RETAIL | 3,000–5,000SF | limited | limited |
| ARTS, INCUBATOR | 50,000–100,000SF | limited | limited |
| OFFICE AND OTHER USES | limited | — | limited |
| PUBLIC SPACE | new riverfront park | new neighborhood park | — |
| MID-TERM (5–10 YEARS) *** | | | |
| HOUSING (MIX OF RENTAL, OWNERSHIP) Primarily 3- to 5-story lofts, with live/work and townhouses | 400–600 units | limited | 600–800 units |
| HOUSING (MIX OF RENTAL, OWNERSHIP) New and rehabilitated detached single-family | — | 100–150** | — |
| RETAIL | 5,000–10,000SF | limited | 35,000–45,000SF |
| ARTS, INCUBATOR | 25,000–50,000SF | limited | limited |
| OFFICE AND OTHER USES | limited | limited | limited |
| PUBLIC SPACE | — | — | new neighborhood green |
| EDUCATION FACILITIES | Collaboration of education-focused institutions to create a K–12 learning campus; potential partnerships with COSI and Mt. Carmel Hospital | | |
| LONGER-TERM (10–20 YEARS) *** | | | |
| HOUSING (MIX OF RENTAL, OWNERSHIP) 5-story lofts, with live/work and other townhouses | 100–250 units | limited | 1,300–2,000 units |
| HOUSING (MIX OF RENTAL, OWNERSHIP) Detached single-family | — | 100–150** | — |
| RETAIL | 5,000–10,000SF | limited | 35,000–45,000SF |
| ARTS, INCUBATOR | 10,000–50,000SF | limited | limited |
| OFFICE AND OTHER USES | limited | limited | 100,000–200,000SF |
| 20-YEAR TOTALS *** | | | |
| Subtotal for housing (2,900–4,400 new/rehabilitated units) | 0.95–1.5 millionSF | 300,000–440,000SF | 2.3–3.4 millionSF |
| Total projected new and rehabilitated redevelopment | 1.6–1.9 millionSF | 300,000–500,000SF | 2.5–3.6 millionSF |

NOTES

* *Limited* indicates that some redevelopment may occur but is unlikely to be significant (less than 50 units of housing or 25K SF of other uses).

** Includes subsidized moderate-income and market-rate units. Does not include possible low-income, publicly funded housing units.

*** Projections for the first 10 years reflect market assessments prepared by the consultant team. 10- to 20-year projections reflect extension of 10-year trends. The consultant team believes this represent a conservative projection of longer-term demand, which typically increases in response to a stronger market and amenities created by the initial 10 years of development.

PROGRAM & PHASING

3 to 5 Years

| COST TO RENT OR OWN | COST PER SQ. FT. | CONFIGURATION* | SIZE RANGE** |
|--|------------------|------------------|---------------|
| 260-350 RENTAL LOFTS | | | |
| \$750-\$1,850 per month | \$1.22-\$1.50 | S, 1BR, 2BR | 550-1,350sf |
| 40-50 OWNERSHIP LOFTS/CONDOS | | | |
| \$125,000-\$300,000 base | \$140-\$217 | S, 1BR, 2BR, 3BR | 700-1,450sf |
| 50-70 OWNERSHIP URBAN DETACHED HOUSES | | | |
| \$185,000-\$375,000 base | \$185-\$205 | S, 1BR, 2BR | 1,000-1,800sf |

* S = studio; BR = bedroom

** sf = square feet

NOTE: All prices are expressed in 2012 dollars

This illustration reflects overall development capacity over 3 to 5 years. Actual build-out would likely occur in a different pattern than shown here.



- RESIDENTIAL
- PRIMARY ART/RETAIL/MIXED
- PRIMARY OFFICE/MIXED
- INSTITUTIONAL
- PARKS AND OPEN SPACE

PROGRAM & PHASING

5 to 10 Years

| COST TO RENT OR OWN | COST PER SQ. FT. | CONFIGURATION* | SIZE RANGE** |
|--|------------------|------------------|---------------|
| 1,125-1,575 RENTAL LOFTS | | | |
| \$750-\$1,850 per month | \$1.22-\$1.50 | S, 1BR, 2BR | 550-1,350sf |
| 175-230 OWNERSHIP LOFTS/CONDOS | | | |
| \$125,000-\$300,000 base | \$140-\$217 | S, 1BR, 2BR, 3BR | 700-1,450sf |
| 150-220 OWNERSHIP URBAN DETACHED HOUSES | | | |
| \$185,000-\$375,000 base | \$185-\$205 | S, 1BR, 2BR | 1,000-1,800sf |

* S = studio; BR = bedroom

** sf = square feet

NOTES

- > All prices are expressed in 2012 dollars.
- > The numbers for housing units are cumulative.

This illustration reflects overall development capacity over 5 to 10 years. Actual build-out would likely occur in a different pattern than shown here.



| | |
|---------------------------------------|--------------------------|
| ■ | RESIDENTIAL |
| ■ | PRIMARY ART/RETAIL/MIXED |
| ■ | PRIMARY OFFICE/MIXED |
| ■ | INSTITUTIONAL |
| ■ | PARKS AND OPEN SPACE |

PROGRAM & PHASING

10 to 20 Years

| COST TO RENT OR OWN | COST PER SQ. FT. | CONFIGURATION* | SIZE RANGE** |
|--|------------------|------------------|---------------|
| 1,900-2,600 RENTAL LOFTS | | | |
| \$750-\$1,850 per month | \$1.22-\$1.50 | S, 1BR, 2BR | 550-1,350sf |
| 300-400 OWNERSHIP LOFTS/CONDOS | | | |
| \$125,000-\$300,000 base | \$140-\$217 | S, 1BR, 2BR, 3BR | 700-1,450sf |
| 250-400 OWNERSHIP URBAN DETACHED HOUSES | | | |
| \$185,000-\$375,000 base | \$185-\$205 | S, 1BR, 2BR | 1,000-1,800sf |

* S = studio; BR = bedroom

** sf = square feet

NOTES

- > All prices are expressed in 2012 dollars.
- > The numbers for housing units are cumulative.

This illustration reflects overall development capacity over 10 to 20 years. Actual build-out would likely occur in a different pattern than shown here.



Strategy

Strategy represents the steps that transform the vision, principles, and plan into pragmatic, action-oriented initiatives. They apply to all three neighborhoods in the district, although development phasing will occur differently within each and in response to market demand. In order to get revitalization under way quickly, the strategies focus first on the Arts and Innovation Neighborhood and the collaboration of development partners. At the same time, they encourage infill single-family housing development in the Dodge Park Neighborhood. Both initiatives will contribute the enhanced amenities and rising value that will set the stage for the future revitalization of West Broad Street.

Across East Franklinton the strategies place emphasis on initiatives designed to build a vital, diverse, and creative neighborhood. They include:

- Create a nonprofit redevelopment entity to lead revitalization.
- Seek private-sector development partners.
- Focus affordable-housing funds on creating housing for people working in the visual and performing arts, handmade products, and entrepreneurship.
- Transform railroad underpass barriers into a series of “cool” gateways.
- Prioritize and incorporate green space throughout East Franklinton with a new river park; a land swap between CMHA and the Recreation & Parks Department that allows creation of a new neighborhood park closer to residential areas; a new “central park” extending south from Broad Street between Gift and Mill; park space atop an abandoned rail spur; and pocket parks on vacant parcels.

| ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
|---|--|---|
| OVERVIEW | | |
| <p>City-created nonprofit redevelopment entity will represent the city’s interests in the redevelopment process, working with existing nonprofits and neighborhood entities. It will work as a partner with FDA and other nonprofits, as well as for-profit entities seeking to invest in East Franklinton.</p> | | |
| <ul style="list-style-type: none"> > Through redevelopment entity, initiate collaboration among three major property owners and City of Columbus to move variety of public and private investment forward in tandem. > Promote subsidies for retail and related amenities, essential to creating a livable, competitive neighborhood. | <ul style="list-style-type: none"> > Through redevelopment entity, partner with the FDA and other non-profit and smaller for-profit developers. > Pursue infill development using variety of housing investment programs. > Focus affordable housing, home-improvement assistance, real estate tax abatements, and similar tools to promote economic diversity and benefit existing residents. | <ul style="list-style-type: none"> > Through redevelopment entity, partner with larger private-sector development partners. > Assemble critical mass (roughly 35–50%) of redevelopment area to create a higher-value, vibrant urban district and unlock potential of strong urban housing market. |

| ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
|---|---|---|
| SITE CONTROL | | |
| <ul style="list-style-type: none"> > Create memorandum of understanding between collaborating property owners and new redevelopment entity. | <ul style="list-style-type: none"> > Through redevelopment entity, pursue ownership of blighted and vacant parcels and help channel rehab funds to property owners, nonprofit affordable-housing providers, and/or smaller-scale affordable and possibly market-rate developers. | <ul style="list-style-type: none"> > Through redevelopment entity and private-sector partners pursue control of at least half of the development area through acquisition and cooperative development agreements. |
| EARLY CITY ACTIONS | | |
| <ul style="list-style-type: none"> > Complete rezoning strategies. > Create arts-themed gateways for all east/west streets to help brand the district: railroad underpasses on the district's east side in the short term; work with reconstruction of SR 315 over the long term. > Complete two-way conversion of Town and Rich in the short term and work with ODOT to carry out road diet for Broad in the midterm. > Prioritize affordable-housing development funds and establish low-interest loan funds, potentially forgivable, for owner-occupied housing improvement. | | |
| PUBLIC/PRIVATE PARTNERSHIP FUNDING | | |
| <ul style="list-style-type: none"> > Private equity and financing > 75% real estate tax abatements > Affordable-housing subsidies 75% targeted to creatives (\$10–\$25 million) > Publicly funded streetscape and infrastructure > Public art installations | <ul style="list-style-type: none"> > Private equity and financing > 75% real estate tax abatements > Affordable-housing subsidies, 25% targeted to creatives (\$8–\$12 million) > Publicly funded streetscape and infrastructure > Public art installations | <ul style="list-style-type: none"> > Private equity and financing > 50-75% real estate tax abatements > Affordable housing subsidies, 25% targeted to creatives (\$10-15 million) > Publicly funded streetscape and infrastructure > Public art installations |
| ADDITIONAL PARTNERSHIPS | | |
| <ul style="list-style-type: none"> > Work with partners to create a neighborhood-based educational campus. > Work with COSI to extend education programs into the neighborhood. > Work with arts partners to expand public art installations and programs into the neighborhood. | | |
| GENTRIFICATION | | |
| <p>Participants in the public-input process raised concerns about protecting current East Franklinton residents from the market forces that will attract new investment. The city will pursue creation of a tax-abatement district that will provide a property tax abatement for existing residential properties rehabilitated under the program, whether owner- or renter-occupied. Property owners and the city's affordable housing development partners, such as FDA, can take advantage of this program to protect existing residents from tax increases on the value of improvements while they also improve existing residential properties.</p> <p>At the same time, the plan aims to create new housing opportunities for residents, both existing and new. Affordable-housing targets written into the plan will generate around 665 new affordable units, about half on the Riverside Bradley site. The city will seek creation of affordable units as part of memoranda of understanding (MOUs) with developers, such as CMHA; as a requirement of any incentives the city offers to residential or mixed-use projects; and for projects in which the city is an active participant.</p> | | |

Urban Design and Character

The three neighborhoods have unique existing conditions of access, physical features, development history, land-ownership patterns, adjacent land uses, and other factors that significantly affect potential opportunities. These differences will mean that each neighborhood may reflect

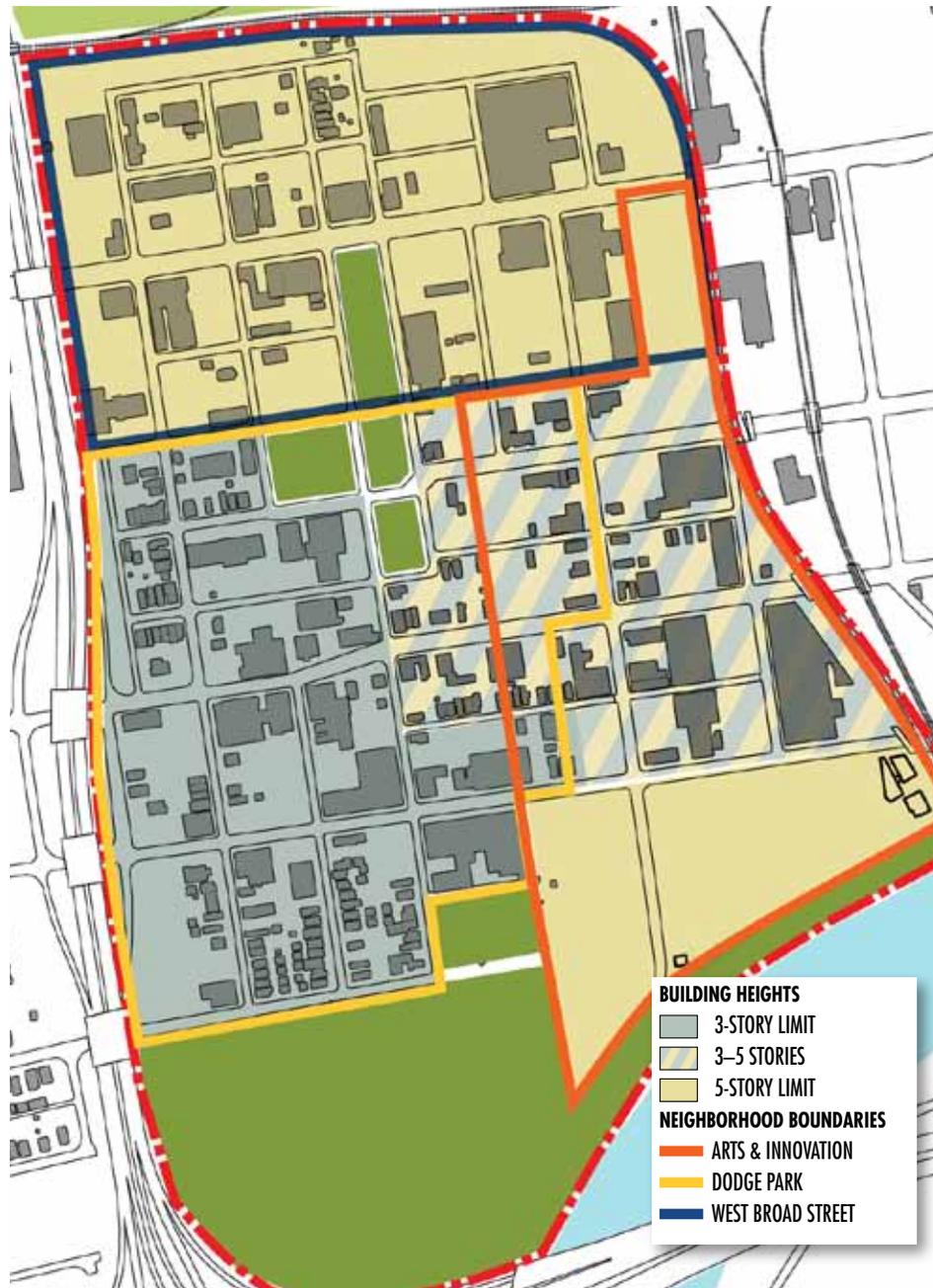
different expressions of the plan and the vision principles in their development. Some may fulfill certain principles more than they do others, but collectively all three districts will work together to fulfill all of the principles.

| | ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
|--------------------------|---|---|--------------------------------|
| EAST-WEST STREETS | | | |
| W. RICH | <ul style="list-style-type: none"> > Medium-density—three to five stories > Setback: 0' > Rehabilitation of existing commercial/industrial structures > Construction of new mixed-use buildings > New building types: mixed-use, multifamily, townhouse > Flexible street-level live/work spaces > Retail uses concentrated at Lucas and McDowell | <ul style="list-style-type: none"> > Low-density—up to three stories > Setback: 0–10' > Maintenance of existing quality commercial/industrial structures; conversion to mixed-use as opportunities arise. > New building types: single, two-family, townhouse > Priority to infill housing over retail or commercial uses. > Flexible street-level live-work spaces | NA |
| W. TOWN | <ul style="list-style-type: none"> > UCO standards should apply* > Low- to medium-density; up to three stories recommended, with maximum of five stories allowed > Setback: 0' > Rehabilitation of existing commercial/industrial structures > New building types: Commercial, office, mixed-use, multifamily, townhouse > Flexible street-level live-work spaces > Retail uses concentrated between McDowell and Lucas | <ul style="list-style-type: none"> > Low-density—up to three stories > Setback: 0–10' > Maintenance of existing quality commercial/industrial structures; convert to mixed-use as opportunities arise. > New building types: single, two-family, townhouse > Priority to infill housing over retail or commercial uses. > Flexible street-level live-work spaces > Conversion of up to one acre of existing vacant lots into park space. | NA |
| W. STATE | <ul style="list-style-type: none"> > UCO standards should apply* > Low- to medium-density; up to three stories recommended, with maximum of five stories allowed > Setback: 0' > Rehabilitation of existing commercial/industrial structures > New building types: Commercial, office, mixed-use, multifamily, townhouse > Flexible street level live-work spaces > Retail uses concentrated at McDowell Street | <ul style="list-style-type: none"> > Low-density—up to three stories > Setback: 0' > Maintenance of existing quality commercial/industrial structures; conversion to mixed-use as opportunities arise. > New building types: single, two-family, townhouse > Maintain/increase education uses. > Retail uses concentrated at Mill. > Purchase of ball field for incorporation into park; conversion of up to one-half additional acre of vacant lots to park space. | NA |

| | ARTS AND INNOVATION NEIGHBORHOOD | DODGE PARK NEIGHBORHOOD | WEST BROAD STREET NEIGHBORHOOD |
|-------------------------|--|---|--|
| W. BROAD | NA | NA | <ul style="list-style-type: none"> > Urban Commercial Overlay standards apply * > Medium- to high-density; up to five stories encouraged along Broad Street > Setback: 0' ** > Three to five stories encouraged on southern and northern edges of Broad Street corridor > Preservation and re-use of existing historic buildings > New building types: commercial, office, mixed-use, multifamily > Retail uses on first floor |
| NORTH-SOUTH STREETS | | | |
| LUCAS | <ul style="list-style-type: none"> > Low- to medium-density, three to five stories > Setback: 0' ** > New building types: mixed-use, multifamily, townhouse > Flexible street-level live-work spaces > Extends south through CMHA parcels > Three-story loft development along western block of Lucas between Rich and Town > Retail uses concentrated at intersection with Rich > Retail frontage within 400 West Rich property | NA | <ul style="list-style-type: none"> > Extends north through AEP site to connect to Broad |
| MCDOWELL | <ul style="list-style-type: none"> > Low- to medium-density, three to five stories > Setback: 0–10' ** > New building types: mixed-use, multifamily, townhouse > Flexible street-level live-work spaces > Extends south through CMHA property > Retail uses concentrated at intersection with Rich | NA | <ul style="list-style-type: none"> > Urban Commercial Overlay standards apply * > Medium- to high-density, up to five stories > Setback: 0' ** > Preservation and re-use of existing historic buildings > New building types: commercial, office, mixed-use, multifamily > Retail uses on first floor > Adaptive reuse of Greater Christ Temple Apostolic Church at McDowell and State |
| GIFT/SKIDMORE/ GRUBB | NA | <ul style="list-style-type: none"> > Low-density, up to three stories > Setback: 0–10' ** > Single-family and duplex residential housing within interior blocks > Maintenance of existing quality commercial/industrial structures; convert to mixed-use as opportunities arise. > New building types: single, two-family, townhouse > Retail uses concentrated at intersections with east-west streets | <ul style="list-style-type: none"> > Urban Commercial Overlay standards should apply * > Medium- to high-density, up to five stories > Setback: 0' ** > Preservation and re-use of existing historic buildings > New building types: commercial, office, mixed-use, multifamily > Retail uses on first floor |

* Urban Commercial Overlay should be applied to new mixed-use, commercial and office buildings on major streets.

** Zero-foot setbacks should provide for a two-foot allowance to accommodate building footers relative to the right-of-way.



Density

The table on pages 4.16–4.17 and this map provide guidance on appropriate building heights as new construction takes place in East Franklinton. These standards represent maximum heights that will be written into new zoning for the planning area. Support for taller buildings was expressed during the planning process, but such projects should be addressed through applications for zoning variances. For the Arts and Innovation Neighborhood, buildings taller than three stories should provide an additional building setback above the third floor.

Public Realm and Green Spaces

Enhancing the public realm—facilities like streets, sidewalks, and parks that everyone in the district uses—will draw life to the streets; create spaces for residents and visitors to sit and have lunch or coffee; and ensure high-quality green spaces of all scales and throughout the district.

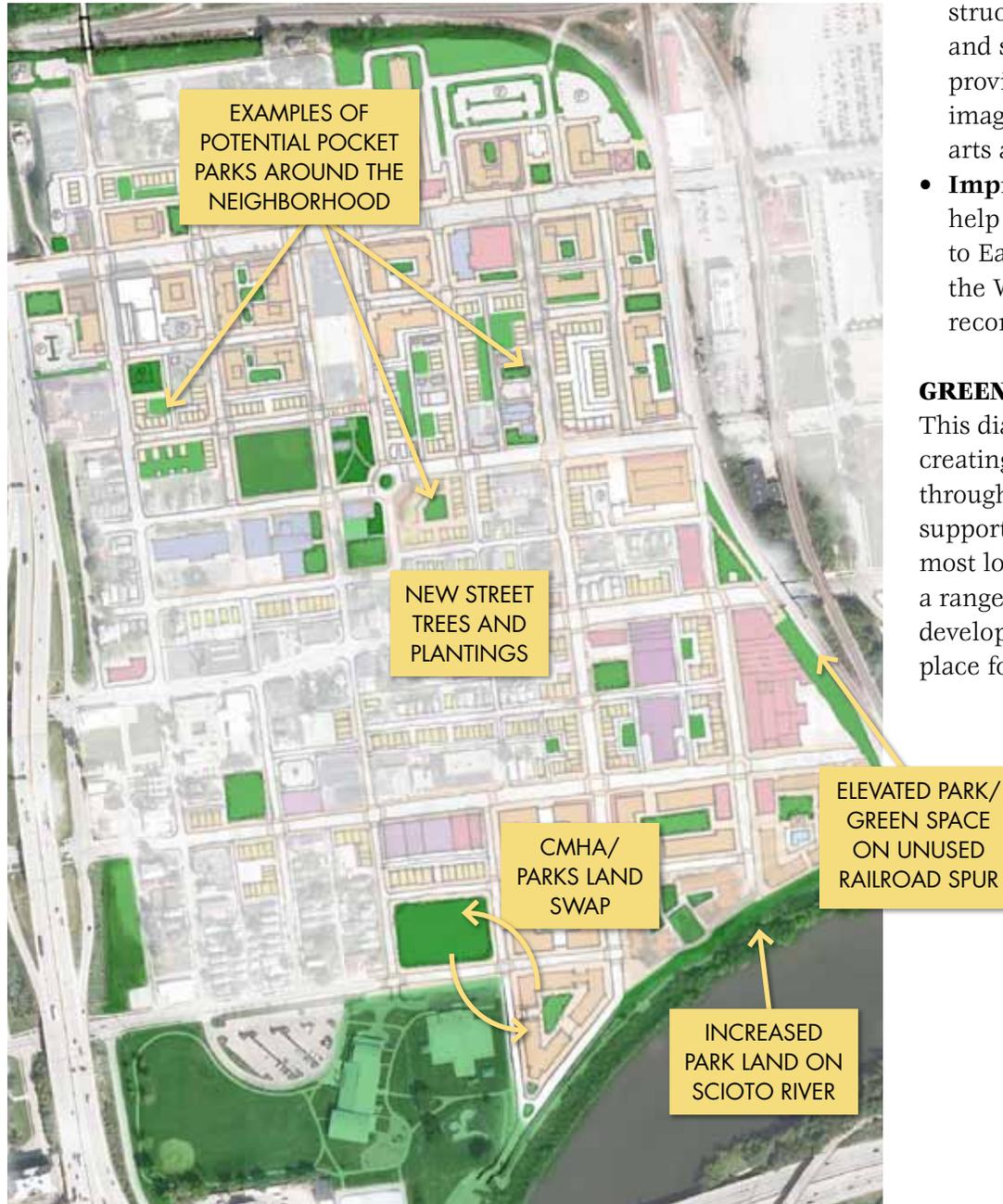
PUBLIC REALM

These strategies can enhance the public realm within East Franklinton to increase a sense of community and make the neighborhood more attractive and usable—particularly for current residents and the initial group of new residents.

- **Improve lighting:** Upgrade street lights and lighting in open spaces, paying attention to both security and the esthetic quality of fixtures.
- **Install public art:** Site and install public art by local and nationally recognized artists in public spaces.
- **Consolidate utility lines:** Gather overhead lines on one side of the street or move them to parallel alleys to reduce their negative impact on the street's appearance. Wherever possible as part of new development, move lines underground.



Existing and New Green Spaces



- **Screen parking lots:** Parking lots and garage structures should not be directly visible from sidewalks and streets. Model screening guidelines on existing provisions for downtown, but encourage more imaginative solutions, given the district's focus on the arts and creativity.
- **Improve connections under bridges:** The city will help fund transformation of bridges into gateways to East Franklinton. Develop gateway strategies at the West Innerbelt/State Road 315 as part of future reconstruction by ODOT.

GREEN SPACES

This diagram highlights possible opportunities for creating new green spaces and enhancing existing ones throughout East Franklinton, which will require the active support and participation of property owners. (Note that most locations and sizes shown are conceptual.) Providing a range of such spaces will support more intense development while helping build a distinctive sense of place for each district neighborhood.

Access

Improving access to, from, and within East Franklinton will facilitate revitalization efforts, particularly for new retail and residential development. Make sure that all modes of connectivity receive healthy emphasis, but pay particular attention to promoting biking and walking, priority forms of transportation for creative class workers.

Convert Town and Rich streets to two-way operation.

- More connections to and from downtown.
- Slower, more customer-friendly streets.
- Multiple connections to SR 315.
- City pursues conversions east of SR 315; interchange ultimately requires rebuilding to support two-way operation.

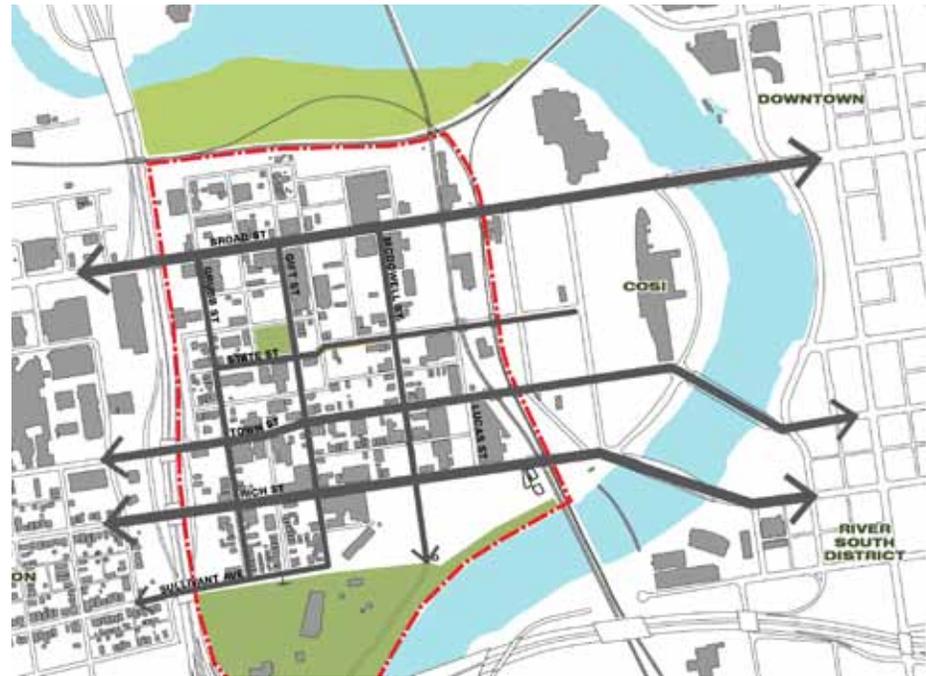
Calm traffic on Broad Street.

- Even at peak hour, traffic volumes remain below street capacity.
- These relatively moderate volumes make Broad an ideal candidate to study for a road diet—that is, a reduction in lanes to accommodate wider sidewalks and bike lanes.

Improve non-motorized connectivity.

- Maintain the existing urban pattern of shorter block lengths and encourage non-motorized permeability.
- Promote development of bike/pedestrian bridge.
- Enhance gateways.

Street Connectivity



Address issues that discourage walking.

- Identify new pedestrian facilities for an improved network.
- Prioritize improvements to existing pedestrian facilities.
- Consider using pedestrian and multimodal level-of-service measures for design of key intersections.
- Work on sidewalk-design parameters; convert tree lawns to furniture zones in key locations.
- Focus on safety and access

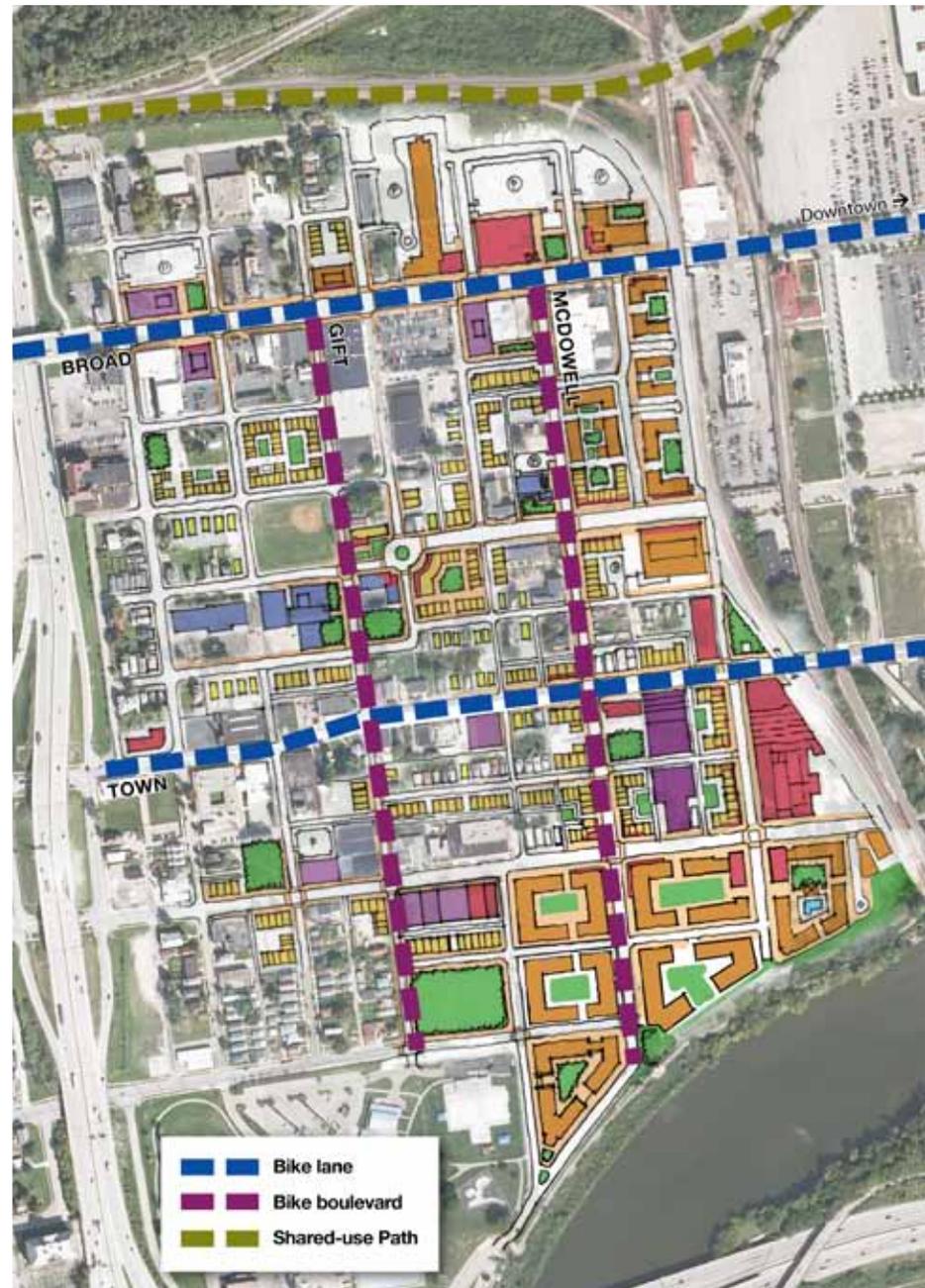
Take advantage of anticipated demand for bicycle infrastructure and the ability to plan that infrastructure from scratch.

Bicycling is a key element of the plan. It fits well with the creative district's target population, and it generally:

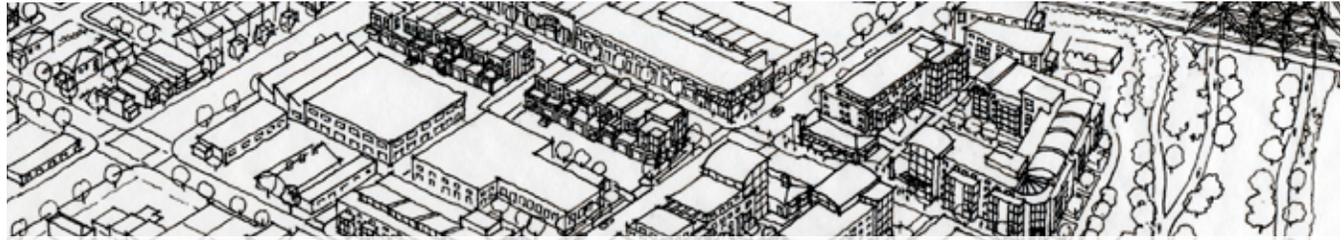
- offers the best connectivity to nearby destinations;
- reduces the need for parking in East Franklinton (also, one auto parking space can accommodate 10 parked bikes);
- can create streets with premier bicycling facilities;
- contributes to street life and supports retail; and
- can take advantage of the district's flat topography.

The city should continue to implement the *Franklinton Mobility Plan* and the *Bicentennial Bikeways Plan* at a rate that matches the pace of development in East Franklinton.

Proposed Bicycle Infrastructure



5



Implementation

This plan provides a vision and overall framework for guiding change within the East Franklinton district over the next 10 to 20 years. Implementing the plan will involve actions big and small by multiple actors, including the City of Columbus, private developers, and nonprofit entities. The key first steps include:

- Moving forward with near- and mid-term ***development*** projects, including housing and retail.
- Improving the ***public realm***, including streetscapes, transportation facilities and infrastructure.
- Amending and updating ***zoning, design guidelines*** and the ***design review process*** to enable implementation of key plan elements.

Development

Manage Redevelopment and Financing of New Projects

SET UP A NONPROFIT REDEVELOPMENT ENTITY

The city should establish a nonprofit entity to serve as its agent in guiding and coordinating redevelopment in East Franklinton (as well as redevelopment responsibilities citywide). It would identify, acquire, and develop properties; coordinate with private property owners and developers to facilitate private reinvestment; and undertake other activities that revitalize the district. All of these responsibilities would need to follow plan recommendations and policies.

- > **Timing:** Upon adoption of East Franklinton Creative Community District Plan
- > **Estimated cost:** To be determined by the City of Columbus

ESTABLISH A TAX-INCREMENT FINANCING (TIF) DISTRICT

Establish a non-school TIF district for East Franklinton to fund investments in future pedestrian streets and other infrastructure. Establish the district prior to the start of the first large-scale development initiative. The city will consider using the TIF district to reimburse developers who invest in infrastructure that benefits the public, such as structured parking.

USE MULTIPLE MECHANISMS TO ASSURE LONG-TERM HOUSING AFFORDABILITY

The plan recommends that the city link housing-affordability targets all incentives provided by the city to ensure consistency. Targets are intended to provide affordable housing for households earning 60% to 80% of the area median income (AMI, a figure calculated annually by the U.S. Department of Housing & Urban Development), but city policy may provide additional flexibility as appropriate. The plan recommends the provision of around 665 units of affordable housing based on the noted targets over the next 20 years. Development agreements, memoranda of understanding, and other legal mechanisms should protect this affordability in perpetuity. Additionally, in preparing new zoning for East Franklinton, the city should investigate zoning tools to address affordability.

SUPPORT STRATEGIC REDEVELOPMENT OPPORTUNITIES

The strong projections for the East Franklinton market heavily favor multifamily rental. Based on the analysis conducted for this study, an annual market capture of 186 to 230 units in each of the next five years in East Franklinton appears realistic¹. Overall, this translates to the potential to support 930 to 1,150 additional units of housing by 2017.

¹ Appendix C, *Residential Market Potential*, contains the complete Residential Market Potential Study conducted for East Franklinton.

FIGURE 5.1 Projected Housing Market Demand in East Franklinton

| UNIT TYPE | UNITS PER YEAR | 5-YEAR TOTAL | 10-YEAR TOTAL |
|----------------------------|----------------|------------------|--------------------|
| rental units | 124–148 | 620–740 | 1,240–1,480 |
| condominium units | 20–28 | 100–140 | 20–280 |
| townhouses/live-work units | 28–36 | 140–180 | 280–360 |
| detached houses | 14–18 | 70–90 | 140–180 |
| TOTAL | 186–230 | 930–1,150 | 1,860–2,300 |

The market analysis also revealed distinct preferences for particular housing types. Of these, by far the strongest demand appears to be for multifamily rental units:

- Rental apartments 56%
- Condominiums 15%
- Townhouses/live-work 19%
- Single-family houses 10%

A breakdown of rent levels and purchase prices that would find market acceptance appears in Figure 5.2.

FIGURE 5.2 Characteristics of Housing Types for the East Franklinton Market

| RENTAL LOFTS AND APARTMENTS | OWNERSHIP TOWNHOUSES |
|---|--|
| <ul style="list-style-type: none"> > Monthly rents: \$750 to \$1,850 (\$1.22 to \$1.50 per square foot) > Configurations: Studio, 1BR, 2BR > Area: 550–1,350SF | <ul style="list-style-type: none"> > Base prices: \$185,000 to \$375,000 (\$185 to \$208 per square foot) > Configurations: Studio, 1BR, 2BR > Area: 1,000–1,800SF |
| OWNERSHIP LOFTS/CONDOS | OWNERSHIP URBAN HOUSES |
| <ul style="list-style-type: none"> > Base prices: \$125,000 to \$300,000 (\$140 to \$217 per square foot) > Configurations: Studio, 1BR, 2BR, 3BR > Area: 700–1,450SF | <ul style="list-style-type: none"> > Base prices: \$245,000 to \$395,000 (\$198 to \$204 per square foot) > Configurations: 2BR, 3BR > Area: 1,200–2,000SF |

RETAIL PROJECTIONS

Assuming the low end of projected residential demand over ten years—1,800 new units housing approximately 3,600 new residents—the retail analysis conducted for this study projected that East Franklinton could support roughly 50,000 square feet of retail development. This conservative estimate assumes that this new development would capture 15% of new residents’ retail spending and attract additional destination traffic.

FIGURE 5.3 Calculation to Determine Supportable Retail

| HOUSING UNITS | POPULATION | RETAIL SPACE PER CAPITA | TOTAL RETAIL POTENTIAL |
|--|---------------------|--------------------------------------|--------------------------|
| 1,800 | 3,600 | 63SF | 227,000SF |
| CAPTURE RATE FOR NEW-RESIDENT SPENDING | NEW-RESIDENT RETAIL | DESTINATION TRAFFIC-GENERATED RETAIL | TOTAL SUPPORTABLE RETAIL |
| 15% | 34,000 | 16,000 | 50,000 |

NOTE: In keeping with this report’s reliance on conservative projections, the calculation assumes 1,800 housing units, slightly less than the low end of the ten-year range shown in Figure 5.1.

Advance Near- and Mid-Term Development Projects

The market capacity described in the market analysis could support the redevelopment initiatives identified during the planning process. Full details of possible financing appear in Appendix D, *Development Economics*.

NEAR-TERM

Key near-term development projects would deliver important benefits that help build market interest in East Franklinton. Figure 5.4 summarizes these projects, which would attract market investment, recruit an “image” anchor, help reorient the market and begin to alter market expectations, and build out neighborhood infrastructure.

MID-TERM

Over time, move forward with key mid-term projects to attract market investment, maintain a mixed-income housing balance (60% market-rate and 40% workforce/artist/low-income units at 30% to 80% of area median income, or AMI, calculated annually by the Department of Housing and Urban Development) to further market repositioning and to invest in neighborhood infrastructure. Figure 5.5 lists key mid-term projects.

TAKE ADVANTAGE OF INCENTIVE PROGRAMS TO ADVANCE REDEVELOPMENT

Encourage use of incentives—including performance, property tax, capital funding and/or housing incentives—to advance redevelopment efforts. Take full advantage of existing incentive programs to encourage redevelopment in the district. Figure 5.6 catalogs nearly two dozen programs available through the City of Columbus that can support

FIGURE 5.4 Near-Term Projects (3–5 Years): Develop Anchors and Implementation Tools

| PROJECT/INITIATIVE | DESCRIPTION | # AND TYPE OF UNITS | PARKING | PUBLIC ASSISTANCE REQUIRED |
|--|---|---|---------|---|
| CMHA PHASE I | 20% affordable housing, 10,000SF retail, and tax abatement on 75% of improvement value | > 300 market-rate units > 75 low-income units > 10,000SF retail with free rent | surface | 75% tax abatement |
| FDA WAREHOUSE OPTION 1— Idea Foundry | Establish entrepreneurial “flex” space where members gain access to industrial tools and education. | > Renovate first floor as flex industrial space > Renovate second floor as event/gallery space | — | Federal and state historic tax credits |
| FDA WAREHOUSE OPTION 2— Mixed-Income rental housing | Establish mixed-income rental housing . | > 26 market-rate rental units > 18 low-income rental units | — | Eligible for federal and state historic tax credits (but works without) |
| LUCAS/MCDOWELL WALK-UP LOFT/APARTMENTS | 100% market-rate housing and 50% tax abatement | > 72 market-rate units | surface | 75% tax abatement |
| WARNER JUNCTION TOWNHOUSES | Ownership market-rate townhouses | > 16 units | | Will likely need initial, refundable gap financing |
| GREATER CHRIST TEMPLE HOUSING | Adaptive reuse of church at State & McDowell | | | Grants and loans (backed by leases) |

AMI = area median income

FIGURE 5.5 Mid-Term Projects (5–10 Years): Strengthen Rich and State Streets

| PROJECT/INITIATIVE | DESCRIPTION | # AND TYPE OF UNITS | PARKING | PUBLIC ASSISTANCE REQUIRED |
|-------------------------|---|--|--------------------|--|
| CMHA PHASE II | 20% affordable housing and tax abatement on 100% of improvement value | > 296 market-rate units > 74 low-income units | 740 spaces, podium | 75% tax abatement |
| AEP AND B&T METALS SITE | TBD | TBD | TBD | Brownfield incentives from the Clean Ohio Fund |

AMI = area median income

redevelopment efforts. Development proposals may also qualify for some of the state and federal programs in Figure 5.7.

FIGURE 5.6 City of Columbus Incentive Available to Support Redevelopment

| INCENTIVE | DESCRIPTION |
|---|--|
| PERFORMANCE INCENTIVES | |
| JOB-GROWTH INCENTIVE | A cash payment equal to 15% to 25% of local income tax withholdings for up to five years for a business locating or expanding in the Franklinton area. The rate and term depend on number of new employees, investment amount and lease term. |
| JOB-CREATION TAX CREDIT | A non-refundable tax credit calculated as a percentage of city income tax withholdings for eligible new employees and applied to the company's municipal tax liability. The credit rate and term are based on the amount of new investment and the number of jobs created as a result of the project. To receive this credit the State of Ohio must also grant an Ohio Job Creation Tax Credit. |
| PROPERTY TAX ABATEMENT | |
| ENTERPRISE ZONE | A designated area of land in which a business can receive a tax exemption related to eligible new investment in real property. Enterprise Zones allow local officials to negotiate exemptions on new tax from investment of up to 75% for 10 years. The City of Columbus's Enterprise Zone covers approximately 97% of the city. Eligible businesses must create new investment in building construction and/or improvements in existing land and buildings. |
| COMMUNITY REINVESTMENT AREA (CRA) | CRAs are designated areas in which property owners can receive tax exemptions for new investment in real property improvements. CRAs allow abatement on new property taxes of up to 100% for 15 years. |
| CAPITAL IMPROVEMENT FUNDS | |
| FRANKLINTON STREETScape IMPROVEMENTS | Funding specific to streetscape improvements for commercial, residential, and mixed-use projects. |
| CAPITAL IMPROVEMENT FUNDS | Funding assistance targeted to public right-of-way improvements related to commercial development projects. |
| URBAN INFRASTRUCTURE RECOVERY FUND | Annual awards made to central-city neighborhoods for capital improvements proposed by the neighborhood. |
| TAX INCREMENT FINANCING | Establishment of a special district in which all new property tax revenues are captured and re-invested in that same area. |

| INCENTIVE | DESCRIPTION |
|---|---|
| BUSINESS LOANS | |
| BUSINESS DEVELOPMENT LOAN FUND | Low-interest loan of up to \$200,000 for the acquisition of real estate and/or large equipment. |
| WORKING CAPITAL LOAN FUND | Loan of up to \$50,000 per year for five years for operating costs associated with a business. |
| NCR INVESTMENT FUND | Loan of up to \$200,000 for fixed-asset financing within the Neighborhood Commercial Revitalization (NCR) business district. |
| STOREFRONT RENOVATION GRANT | A grant designed to encourage storefront renovation in business districts designated under the Neighborhood Commercial Revitalization Program. |
| GREEN COLUMBUS FUND | A grant program established to encourage sustainable development and redevelopment. Grant funding of up to \$200,000 per project may be available. |
| PUBLIC UTILITIES CREDIT | |
| TAP FEE CREDITS | Credits against cost of new taps based on value of existing tap. |
| HOUSING INCENTIVES | |
| AMERICAN DREAM DOWNPAYMENT INITIATIVE (ADDI) | Downpayment assistance to purchase a first home in the City of Columbus and Columbus School District. |
| CHORES PROGRAM | The Chores Program assists senior citizens and/or disabled persons with minor home repairs required for the safety and/or health of the senior or disabled person. |
| DEAF MODIFICATION PROGRAM | Special housing needs for deaf and hard-of-hearing individuals. |
| EMERGENCY REPAIR PROGRAM | A program that provides for immediate correction of an emergency condition that poses an imminent danger to the health and/or safety of occupants of residential property in the City of Columbus, including heating, plumbing, and electrical repairs. |
| HOME MODIFICATION PROGRAM | Special housing needs to enable accessibility. Grants of up to \$20,000 are available. |
| HOMEOWNER DEVELOPMENT PROGRAM (HDP) | Developer/builder assistance to construct or rehabilitate homes in Neighborhood Investment Districts (NIDs). East Franklinton is part of the Franklinton NID. The program provides development gap financing of up to \$40,000 per unit in the form of a forgivable loan. This provides an incentive for developers and/or builders to rehabilitate or construct houses for income-qualified buyers to be able to afford homes in the older portions of the city. |

| INCENTIVE | DESCRIPTION |
|--|--|
| LEAD SAFE COLUMBUS | Lead-based-paint hazard-control work (interior and exterior). Grants of up to \$8,500 per unit are available to qualified property owners. |
| NEIGHBORHOOD INVESTMENT DISTRICTS & COMMUNITY REINVESTMENT AREAS/RESIDENTIAL TAX INCENTIVES | Property tax abatement on increased valuation due to property improvements in a Neighborhood Investment District or Community Reinvestment Area. East Franklinton lies in the Franklinton NID. |
| RENTAL HOUSING PRODUCTION AND PRESERVATION PROGRAM (RHPP) | Developer/builder assistance for rehabilitation or new construction of affordable multifamily rental housing. |
| TOOL LIBRARY | The city created the Rebuilding Together Central Ohio Tool Library in 1976 using a federal Community Development Block Grant. In 2009, Rebuilding Together Central Ohio took over operation of the tool-lending library, which offers more 200 different types of hand and power tools—more than 4,500 in all. |

NOTE: Housing funding streams currently include Federal HOME funds; Federal CDBG funds; Federal NSP 1, 2 and 3 funds; and City of Columbus Capital Improvement Bond funds for housing.

FIGURE 5.7 Other Incentive Support: Foundation, Federal and State Programs

| INCENTIVE | DESCRIPTION |
|--|--|
| FOUNDATIONS | |
| ROBUST CULTURAL COMMUNITY | Administered by the William Penn Foundation, this program seeks to foster an environment in which arts and culture flourish and in which artists are valued and enabled to undertake a wide range of creative pursuits and investigations. While all proposals are reviewed on merit, preference goes to projects that enable the creation and presentation of high-quality artistic work; provide support for artists in advancing their careers; encourage active participation in the cultural life of the region; reserve and promote the region's cultural assets; create new cultural opportunities in and for a particular neighborhood or community; and strengthen arts and cultural organizations in their core programs and administration. |
| FOSTERING THE ARTS PROGRAM | Through its arts program, the Knight Foundation seeks to weave the arts into the fabric of communities to engage and inspire the people living in them. The foundation believes that the arts are a catalyst for public dialogue and that shared cultural experiences help build a sense of place and communal identity. |
| ARTPLACE | ArtPlace invites letters of inquiry on behalf of initiatives involving arts organizations, artists and designers working with local and national partners to make communities more vibrant. ArtPlace believes that art, culture and creativity, expressed powerfully through place, can create vibrant communities and increase economic opportunity for people to thrive in place. |
| ARTS AND COMMUNITY BUILDING INITIATIVE | Administered by the Kresge Foundation, this program seeks to foster the ability of arts and culture to recharge and rebuild communities of all sizes. |
| SUPPORTING DIVERSE ARTS SPACES INITIATIVE | Administered by the Ford Foundation, supports the creation of a new generation of arts leadership and facilities that are firmly grounded in their communities and that serve as models of artistic innovation, cultural and community collaboration, and social partnership. Focuses on emerging and established institutions recognized as powerful forces within their communities and working to build unique and vitally needed facilities that match the dignity of their creative work. Also provides resources—intellectual, physical, technical and financial—to support arts leaders who nurture creativity, share knowledge and build capacity in the arts community. |

FIGURE 5.7 Other Incentive Support: Foundation, Federal and State Programs

| INCENTIVE | DESCRIPTION |
|--|--|
| FEDERAL PROGRAMS | |
| FEDERAL TAX INCENTIVES FOR HISTORIC PRESERVATION | Federal tax law offers a 20% tax credit for the rehabilitation of historic buildings and a 10% tax credit for the rehabilitation of non-historic buildings built before 1936. The credits are dollar-for-dollar reductions of taxes owed. The 20% rehabilitation investment tax credit equals 20% of qualified expenditures in a certified rehabilitation of a certified historic structure. The 10% rehabilitation investment tax credit equals 10% of qualified expenditures for rehabilitation of a non-historic building built before 1936. For both credits, the building must be depreciable and the rehabilitation must be substantial. |
| HEALTHY FOOD FINANCING INITIATIVE | A US Department of Agriculture program that provides funding to increase access to healthy food, particularly in lower-income neighborhoods without grocery stores or other sources of fresh produce and nutritious food. Funds can finance new grocery stores; support renovation of existing stores to expand supply of healthy food; improve distribution systems; undertake outreach and education to consumers about healthy food choices. |
| BROWNFIELD ECONOMIC DEVELOPMENT INITIATIVE (BEDI) | A US Department of Housing & Urban Development competitive funding program to spur redevelopment of brownfield sites to productive economic use. Must be in conjunction with a Section 108 loan. |
| NEW MARKET TAX CREDIT PROGRAM | Administered by the US Treasury, the program provides tax credits to investors in exchange for investment in designated community development entities. The federal subsidy goes to qualifying projects in the form of below-market interest rates and more flexible loan terms like longer amortizations and higher loan-to-value ratios. |

FIGURE 5.7 Other Incentive Support: Foundation, Federal and State Programs

| INCENTIVE | DESCRIPTION |
|---|--|
| STATE OF OHIO PROGRAMS | |
| JOB RETENTION TAX CREDIT (JRTC) | Provides corporate franchise or state income tax credit for businesses that commit to retain a significant number of full-time jobs. |
| OHIO HISTORIC PRESERVATION TAX CREDITS | Provides 25% of qualified hard-construction costs for historic-rehabilitation projects—generally, improvements in building structure and interior. Work must meet the U.S. Secretary of Interior’s Standards for Rehabilitation of Historic Properties. |
| COMMUNITY HOUSING IMPROVEMENT PROGRAM (CHIP) | Helps communities undertake housing-related activities, including related infrastructure improvements. Awarded competitively, the grants encourage a flexible, community-wide approach to providing or improving affordable housing for low- and moderate-income residents and helping develop local administrative capacity. |
| REGIONAL 166 DIRECT LOAN PROGRAM | Promotes economic development, business expansion and job creation by providing low-interest loans to businesses creating new jobs or preserving existing employment opportunities in Ohio. Requires the creation or retention, within a three-year period, of one job for each \$50,000 of loan proceeds. Priority may go to projects with higher wage and job-creation commitments or projects located in a Priority Investment Area. |
| OHIO VOLUME CAP PROGRAM | The federal government grants some private activity bonds an exemption from federal income tax, but the IRS limits the volume of these bonds. Ohio had a 2011 total “volume cap” of \$1,095,967,880, meaning the state could issue no more than that amount of tax-exempt private-use bonds. Ohio projects in five categories can use tax-exempt financing: multifamily housing (15 percent allocation up to \$120 million, whichever is less); single-family housing (\$300 million allocation, available for the Ohio Housing Finance Agency); exempt facilities (10 percent allocation up to \$100 million, whichever is less); qualified small issue (10 percent allocation up to \$100 million, whichever is less, for manufacturing companies), and student loan bonds (10 percent allocation up to \$120 million, whichever is less). |
| OHIO WORKFORCE GUARANTEE GRANTS | Managed by the Ohio Department of Development’s Workforce and Talent Division, provides technical and financial assistance to help employers train workers. The program reimburses the cost of approved training for full-time employees making at least \$10.88 an hour, not counting benefits. Last year, more than \$13 million in grants supported training for roughly 1,600 new hires and 8,300 incumbent workers. |

FIGURE 5.7 Other Incentive Support: Foundation, Federal and State Programs

| INCENTIVE | DESCRIPTION |
|---|--|
| MINORITY DIRECT LOAN PROGRAM | Provides direct loans for businesses locating or expanding in the state that demonstrate they will create new jobs for Ohio citizens. The program evaluates several factors to determine eligibility, chiefly the number of jobs created and/or retained as a result of the investment; the extent of participation by the business and a conventional lender in the project; and a demonstration that the state's assistance is necessary in order for the project to go forward. |
| OHIO AIR QUALITY DEVELOPMENT AUTHORITY (OAQDA) | Provides financing for new air-quality facilities for all types of Ohio businesses, ranging from small, family-owned shops to multimillion-dollar manufacturing plants. Many large companies must purchase new equipment or make operational changes to comply with EPA air-quality regulations. Firms with 100 or fewer employees that need to make similar changes can receive free, confidential consultation and financing from OAQDA's small-business arm, the Clean Air Resource Center. |
| SOLAR RENEWABLE ENERGY CREDITS | Administered by the Public Utilities Commission of Ohio, provides Solar Alternative Compliance Payments per megawatt hour produced annually by photovoltaics in residential, commercial, and institutional installations. |
| ECO-LINK | This partnership between the State Treasurer of Ohio and participating state banks provides a 3% interest-rate reduction for five or seven years on bank loans fused to complete energy-efficient upgrades in Ohio homes. The maximum loan amount eligible for the rate reduction is \$50,000, and homeowners can opt for a seven-year reduction if the loan is greater than \$25,000. |

Transportation

Transportation

Establishing East Franklinton as a haven for the creative class—mixed-use, walkable, and truly urban—will require its main streets to serve the needs of all users: pedestrians, bicyclists, and drivers. Although past projections for the area’s streets anticipated significant traffic growth, the predicted volumes have failed to materialize. In the coming months, the responsible agencies will generate new projections based on current traffic volumes.

In general, East Franklinton’s streets do not carry extensive traffic, and over the last 10-15 years, traffic volumes have actually gone down on the major corridors as highway-system improvements around Columbus have

taken effect. The existing configuration of the district's major through streets—Broad, Town and Rich, all running east-west—could accommodate much more traffic than currently uses them.

ODOT and the City of Columbus will initiate a comprehensive redesign of Broad Street that includes a “road diet.” Carrying only 16,000 vehicles a day, this wide street lives up to its name with a curb-to-curb measure greater than 60 feet. It has three lanes in each direction, peak-hour restrictions on parking, limited pedestrian crossings, and one traffic signal. Although it provides an important link between SR 315 and downtown and serves as a major corridor to the western part of the city, Broad Street’s width makes it an excellent candidate to study for possible transformation into a much more multimodal street.



FIGURE 5.8 Recommended Transportation Improvements in East Franklinton

| TIMING | STEPS |
|--|--|
| TASK: SUPPORT THE CITY'S EFFORTS TO CONVERT RICH AND TOWN FROM ONE-WAY TO TWO-WAY STREETS | |
| NEAR-TERM | <ul style="list-style-type: none"> > Reinforce and expand local circulation patterns needed for East Franklinton vibrancy. > Calm these streets in East Franklinton by reducing directional throughput and making them slower, more customer-friendly streets. > Promote designs that work in tandem with current ramps at SR 315. (Consider reversing Skidmore to run one-way northbound to operate with Grubb as a one-way pair. Alternately, consider operating Gift as a two-way crossover street or as part of a one-way pair.) > Overall connectivity of these streets is essential <ul style="list-style-type: none"> • with downtown plans • with creative solutions for bridges • to Franklinton > Promote Rich Street as East Franklinton's primary transit street, with all COTA service located here. > Designate Town Street as the district's primary bicycle corridor with bicycle amenities. |
| TASK: PUT WEST BROAD STREET ON A ROAD DIET | |
| MID-TERM | <ul style="list-style-type: none"> > Re-visit traffic-volume projections on local and regional levels, as trends suggest ongoing declines.* > Re-evaluate the number of travel lanes and reduce them where possible. Consider both peak- and non-peak-hour traffic. > Allow on-street parking at all hours. Eliminate peak-hour restrictions. > Incorporate pedestrian improvements, such as bulb outs, wider sidewalks, more crossings, and streetscape amenities. > Include significant accommodations for bicycles, recognizing Broad's function as a major east-west corridor. > Include transit accommodations and substantive stations in all planning and design processes. > Any potential redesign should include a block-by-block assessment of the need for left turns and adjust the proposed design accordingly; a continuous left-turn lane should not represent the default design approach. > Eliminating peak-hour restrictions should be studied. Bulb outs would only be installed if parking restrictions were eliminated. |

* Models used by the Mid-Ohio Regional Planning Commission show traffic volumes increasing on Broad by 2035, however, other data sources show declines. The city will conduct additional studies.

| TIMING | STEPS |
|--|---|
| TASK: ENHANCE CONNECTIVITY THROUGH DESIGN | |
| NEAR-TERM | <ul style="list-style-type: none"> > Encourage development of a bike/ped bridge to the north, linking East Franklinton to the Arena District. > Minimize block lengths in East Franklinton to encourage connections and walkability. > Create pedestrian (and vehicle) permeability on blocks longer than 400 feet. > Establish connections for pedestrians through undeveloped parcels and parking fields. > Enhance gateways at the east and west ends of neighborhood at railroad and SR 315 overpasses. |
| TASK: BUILD GATEWAYS | |
| NEAR-TERM | <ul style="list-style-type: none"> > Promote the district's bridges, overpasses and underpasses as gateways (lighting, connectivity, modal accommodations). |

TRANSIT

Well-connected and attractive transit service is an essential component in linking East Franklinton to the areas around it. Understanding how people connect from nonmotorized modes to transit stops is critical: a complete sidewalk network, safe crosswalks, and bus stops that are inviting places to wait for the bus are critical to a complete transit network.

| TIMING | STEPS |
|--|--|
| TASK: IMPROVE TRANSIT HUBS/SERVICE/VISIBILITY | |
| NEAR-TERM FOR TOWN/RICH; MID-TERM FOR BROAD | <ul style="list-style-type: none"> > Substantive transit already exists in East Franklinton. > Identify COTA bus-service improvements (scheduling, connectivity, amenities). > Establish transit hubs at key nodes (McDowell at Broad; McDowell at Rich). > Focus on internal pedestrian and bicycle circulation to transit hubs. > Once Town and Rich are converted to two-way, recommend Rich as the "transit" street. |

BICYCLING

Bicycling should be the key element of redevelopment in East Franklinton because it:

- Appeals to the new residents the district is designed to attract, particularly young knowledge workers, who consider bicycling a mainstream transportation choice.
- Can help current and new residents reduce car ownership, significantly reducing household costs.
- Provides the best connectivity to nearby destinations.
- Reduces the need for parking.
- Promotes an active lifestyle and improves the overall health for residents.
- Can create streets with premier bicycling facilities (Town would be the primary east-west bike street).
- Contributes to street life and is the mode most supportive of retail after walking.
- Benefits from the area's flatness.

| TIMING | STEPS |
|--|---|
| TASK: MAKE BICYCLING A KEY TRANSPORTATION ELEMENT—PHASE 1 | |
| NEAR-TERM | <ul style="list-style-type: none"> > Improve bicycling conditions: <ul style="list-style-type: none"> • Identify facility standards (location, security, access, rack design/dimensions). • Include bike-route and informational signage. • Incorporate changing facilities—showers and lockers—into new developments. |
| TASK: MAKE BICYCLING A KEY TRANSPORTATION ELEMENT—PHASE 2 | |
| MID-TERM | <ul style="list-style-type: none"> > Review and strengthen bicycle lane/cycle tracks design and standards, locations, connectivity. > Identify impact of increased bicycling on mode share. > Identify impact of bicycling on reduced parking requirements. > Identify gaps in Bicentennial Bikeways Plan. > Create bicycling street hierarchy. |

WHAT'S A 'ROAD DIET'?

A road diet involves rebalancing roadway organization to accommodate not just vehicles but pedestrians (with safer and shorter crossing points) and bicyclists (with dedicated lanes). A road diet improves safety while preserving a road's capacity for motorized traffic, as shown here on South Grand Boulevard in St. Louis.

BEFORE (2008):
34,000 AVERAGE DAILY TRIPS



AFTER (2012):
34,000 AVERAGE DAILY TRIPS



PEDESTRIAN

Making East Franklinton’s streets pedestrian-friendly creates a place safe for people of all ages and abilities. By enhancing the pedestrian experience in retail districts, more people walk between stores and destinations, creating a more vibrant and inviting environment. Accommodating pedestrians with amenities such as sidewalks, crosswalks, pedestrian signals, all-access ramps, and similar improvements helps making walking from home to work or school an easy and pleasurable experience.

| TIMING | STEPS |
|---|--|
| TASK: IMPROVE ACCOMMODATIONS FOR PEDESTRIANS | |
| NEAR-TERM FOR PLANNING; MID-TERM FOR IMPLEMENTATION OR IN CONJUNCTION WITH DEVELOPMENT | <ul style="list-style-type: none"> > Identify new pedestrian facilities for an improved network. > Identify improvements to existing pedestrian facilities, including types and locations of upgrades needed. > Measure and use pedestrian and multimodal levels of service (LOS) in design of key intersections. > Work on sidewalk-design parameters; convert planting strips to furniture zones, walking areas, or zones that can host sidewalk cafes. > Focus on safety and access. > Require developers to design and improve adjacent sidewalk space as a part of their development. |

PARKING

The proposed East Franklinton zoning district will be based upon the city’s current parking standards, which were revised in 2010 to better respond to urban conditions. The zoning will encourage shared parking and other creative solutions to meeting parking demand while reducing its footprint on built environment.

New development in East Franklinton will take two forms: new infill on vacant sites and rehabilitation of existing buildings. Both of these forms will produce lower demand for off-street parking than comparable suburban developments would because a larger share of East Franklinton residents, customers and workers will easily

be able to bus, walk or bike to many destinations. Higher densities will make this possible, as along W. Broad—where transit service is available—and destinations that lie closer together (shopping, entertainment and workplaces) will reinforce this pattern. According to the U.S. Environmental Protection Agency, when residential density doubles in an urban setting, auto ownership falls by 32 to 40 percent.

A significant share of new development will be mixed-use in nature, with people living and working in the same buildings. Although true for all building types—multistory buildings, townhouses or other live/work arrangements permitted by the new zoning district for East Franklinton—it will apply particularly in the Arts and Innovation and West Broad neighborhoods. Mixed-use buildings can successfully provide less parking because they combine residents who need overnight parking and employees/customers who need daytime parking.

The city conservatively estimates that a current district inventory of more than 900 on-street parking spaces, based on an analysis of aerial photography. Redevelopment of the Riverside Bradley site will necessitate two-level, podium parking within residential buildings in later phases (five to ten years out or later). Depending on specific project needs, district zoning requirements may require structured parking for other major new development, such as along West Broad Street.

Historically, “solving the parking problem” has meant increasing the parking supply. Unfortunately, constantly increasing supply does not resolve everyone’s desire to park in the most convenient space—it simply invites more auto use, encouraging people to drive to places

that offer “plenty of free parking.” Parking-demand management “manages” curb space for availability and provides the optimal amount of parking to meet needs, while reducing traffic congestion and accommodating new development.

A parking-management plan includes strategies such as parking shared by multiple uses; improved signage and wayfinding; a pedestrian-oriented “park once” plan for drivers to park and conduct multiple trips on foot; and demand-responsive regulatory strategies that distribute parking more evenly to avoid overcrowding some areas while nearby spaces sit empty.

Decisions about parking will be critical to East Franklinton’s long-term success. The City of Columbus, private developers, and the community should collaborate on a series of tasks designed to maintain adequate parking as redevelopment takes place.

FIGURE 5.9 Recommended Updates for Parking

| TIMING | STEPS |
|---|---|
| TASK: UPDATE OR REPLACE EAST FRANKLINTON OVERLAY DISTRICT ZONING WITH MORE PROGRESSIVE CODE. | |
| NEAR-TERM | <ul style="list-style-type: none"> > Refine current shared-parking provisions to further encourage this practice. > Adjust dimensional requirements (setbacks) for East Franklinton. > Review DPS requirements in order to minimize curb cuts along key corridors wherever possible. Introduce design standards to continue safe crossings for pedestrians and cyclists. > Codify needed combinations of bicycle and vehicle parking. > Recommend measure to manage or reduce traffic demand. |
| TASK: REVIEW ON-STREET PARKING. | |
| NEAR-TERM OR IN CONJUNCTION WITH DEVELOPMENT | <ul style="list-style-type: none"> > Identify locations where on-street parking is appropriate in conjunction with transit, bicycle, and pedestrian needs and land use plans. > Review parking supply, regulations, and enforcement. > Allow on-street parking on Broad Street > Include parking on at least one side of both Town and Rich streets. |
| TASK: IMPROVE CUSTOMER ACCESS TO PARKING. | |
| MID-TERM | <ul style="list-style-type: none"> > Explore the use of demand-responsive strategies. > Provide improved signage and information. |

Infrastructure

In order to complete the multiple infrastructure initiatives needed to support full redevelopment of the East Franklinton Creative Community District, the city will need to establish a dedicated infrastructure fund.

For some measures—for example, the introduction of sustainable stormwater-management best practices—the city should work with private developers to share implementation costs.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|--|---|---|---|---|
| 3 TO 5 YEARS | | | | |
| HIGH-SPEED BROADBAND AND/OR WIFI NETWORK | Coverage throughout the district | N/A | N/A | Various models are available, but one cost-effective choice would build a high-capacity fiber-optic backbone to link anchor sites (e.g., Boys & Girls Club, COSI, 400 W. Rich, Dodge Park rec center). These in turn would act as nodes of a wireless “mesh network” that fully covers the district but avoids hard-wiring every structure. The city should explore ways that any network can encourage resident engagement in neighborhood planning and support a district intranet. Phase the build-out to match development, with the first phase focusing on Town and Rich streets. |
| STORM Exhibit and Estimate Reference #MP3-5 STORM | W. Rich Street (McDowell to east limit) | 18-inch storm pipe system and manholes (RP-362) | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer mainline | Construct new outlet sewer to 36-inch sewer stub in Gift Street for inflow redirection within the 3- to 5-year development area. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |
| | McDowell Street (south limit to State) | 12-inch storm pipe systems and curb inlets (RP# varies) | Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer mainline | Construct new outlet sewer to Gift street for local-inflow redirections. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |
| | Town Street (McDowell to Lucas) | 12- and 15-inch storm pipe systems and curb inlets (RP# varies) | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer mainline | Construct new outlet sewer to existing 18-inch in Lucas Street for local inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |

Note: Infrastructure costs will reflect project scheduling and scale.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|---|---|--|--|--|
| SANITARY/ COMBINED Exhibit and Estimate Reference #MP3-5 SANITARY | McDowell Street (south limit to State) | 30-, 36- and 48-inch combined pipe system and manholes (RP-19 & RP-8786) | Sewer system provides adequate sanitary service but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only (study of overall sewage system after conversion may allow one of the systems to be abandoned.) |
| | Town Street (McDowell to east limit) | 36-inch combined pipe system and manholes (RP-93) | Sewer system adequately serves the area with sanitary service but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only system. |
| | Chapel Street (McDowell to east limit) | 18-inch combined pipe system and manholes (RP-59) | Sewer system provides adequate sanitary service but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only system. |
| WATER | W. Rich Street (McDowell to east limit) | 6-inch cast-iron water pipe and fire hydrants | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | Add fire hydrants to achieve better spacing and over-all coverage. |
| | | | The age of existing piping raises concern about remaining service life. | Replace aging lines with new 8-inch minimum ductile iron. |
| | Town Street (McDowell to east limit) | 12-inch cast-iron water pipe and fire hydrants | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | Add fire hydrants to achieve better spacing and over-all coverage. |
| | | | The age of existing piping raises concern about remaining service life. | Replace aging lines with new 12-inch minimum ductile iron. |
| | State Street (McDowell to east limit) | 8-inch cast-iron water pipe and fire hydrants | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | Review fire-hydrant spacing as part of final development planning to ensure proper coverage. |
| | | | The age of existing piping raises concern about remaining service life. | Replace aging lines with new 12-inch minimum ductile iron. |
| McDowell Street (south limit to State) | 8-inch cast-iron water pipe and fire hydrants | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | Add fire hydrants to achieve better spacing and over-all coverage. | |
| | | The age of existing piping raises concern about remaining service life. | Replace aging lines with new 12-inch minimum ductile iron. | |
| Lucas Street (Rich to State) | No water shown in city records | Street corridor is deficient in fire protection and service-connection availability. | Construct new 8-inch ductile iron system with new fire hydrants spaced to meet current requirements. | |
| ELECTRIC | The city will coordinate consolidation and /or burial of overhead lines with AEP as development occurs on a block-by-block basis. | | | |

Note: Infrastructure costs will reflect project scheduling and scale.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|--|--------------------------------------|---|--|---|
| 5 TO 7 YEARS | | | | |
| STORM | Gift Street (Town to State) | 12-inch storm pipe and inlets at intersections (RP# varies) | Existing storm system outlets to combined sewer main line. | Construct new outlet sewer east on Town and south on Skidmore to 72-inch sewer at in Skidmore and Rich streets for local-inflow redirection within 5- to 7-year development area. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |
| | Mill Street (Chapel to Culbertson) | 12-inch storm pipe and inlets at intersections (RP# varies) | Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer main line. | Construct new storm sewer branch from the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |
| | State Street (Skidmore to McDowell) | 18-inch storm pipe system and inlets (RP 156) | Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer main line. | Construct new storm sewer branch from the Gift Street mainline for local-inflow redirection. Intercept existing 18-inch storm west of Gift. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |
| | Chapel Street (Skidmore to McDowell) | 12- and 15-inch storm pipe system and inlets (RP # varies) | Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer main line. | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape. |
| | Town Street (Skidmore to McDowell) | 12- and 15-inch storm pipe system and inlets (RP # varies) | Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| Existing storm system outlets to combined sewer main line. | | | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. | |
| No water-quality appurtenances | | | Install r/w BMPS as part of streetscape. | |

Note: Infrastructure costs will reflect project scheduling and scale.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|--------------------------------------|--------------------------------------|---|---|---|
| SANITARY/ COMBINED | Gift Street (Town to State) | 36x24-inch combined pipe system and manholes (RP-19) | Sewer system adequately serves the area with sanitary service but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. Upstream flows will likely continue to include stormwater inflow, which should be redirected under future projects. |
| | | 8-inch sanitary pipe system (RP-113) | Sewer system adequately serves the area with local sanitary but outlets into the combined system. | Rehabilitate pipe for continued use in collecting local sanitary flow (combined outlet addressed under separate item). |
| | Mill Street (Chapel to Culbertson) | 36-inch combined pipe system and manholes (RP-93) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. |
| | Chapel Street (Skidmore to McDowell) | 18-inch combined pipe system and manholes (RP-59) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. |
| | | 18-inch combined pipe system and manholes (RPS -58 & -59) | Sewer system adequately serves the area with sanitary but outlets into the combined system. | Rehabilitate pipe for continued use in collecting local sanitary flow (combined outlet addressed under separate item). |
| | Town Street (Skidmore to McDowell) | 36x24-inch combined pipe system and manholes (RP-19) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points on the combined system. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. Upstream flows will likely continue to include stormwater inflow, which should be redirected under future projects. |
| | | 36-inch combined pipe system and manholes (RP-93) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. |

Note: Infrastructure costs will reflect project scheduling and scale.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|--------------------------------------|---|---|--|--|
| WATER | State Street (Grubb to McDowell) | 6- and 8-inch cast-iron water pipe and fire hydrants; 1.5-inch water piping | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | Add fire hydrants to achieve better spacing and over-all coverage. |
| | | | The age of existing piping raises concern about remaining service life. | Replace aging lines with new 8-inch minimum ductile iron. Abandon 1.5-inch line. |
| | Town Street (Skidmore to McDowell) | 12-inch water pipe and fire hydrants | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | Add fire hydrants to achieve better spacing and over-all coverage. |
| | | | The age of existing piping raises concern about remaining service life. | Replace aging lines with new 12-inch minimum ductile iron. |
| | Broad Street (west limit to Anson Street) | 6- and 16-inch water pipe and fire hydrants | No immediate compliance issues are present. Water system adequately serves the area with water and fire service. | No recommendations. Streetscape projects along Broad Street should re-evaluate replacement with the Division of Water & Power. |
| | ELECTRIC | The city will coordinate consolidation and /or burial of overhead lines with AEP as development occurs on a block-by-block basis. | | |

Note: Infrastructure costs will reflect project scheduling and scale.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|--------------------------------------|--------------------------------------|--|--|---|
| 10 YEARS AND BEYOND | | | | |
| STORM | Grubb Street (Town to Shepherd) | 12- and 15-inch storm pipe system and inlets at intersections (RP-629) | Existing storm system outlets to combined sewer mainline. | Construct new outlet sewer east on Town and south on Skidmore to 72-inch sewer at in Skidmore and Rich for local-inflow redirection within 5- to 7-year development area. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| | | | Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | Gift Street (State to Broad) | 12-inch storm pipe system and inlets at intersections (RP# varies) | Existing storm system outlets to combined sewer mainline. | Construct new storm sewer branch from the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| | | | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | Mill Street (Culbertson to Shepherd) | 12-inch storm pipe system and inlets at intersections (RP# varies) | Existing storm system outlets to combined sewer mainline. | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. Intercept existing 18-inch storm west of Gift. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| | | | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | Walnut Street (McDowell to Gift) | No storm shown in city records. | Existing storm system outlets to combined sewer mainline. | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| | | | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | Town Street (Grubb to Skidmore) | 12-inch storm pipe system and inlets at intersections (RP# varies) | Existing storm system outlets to combined sewer mainline. | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| | | | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | Culbertson Street (Skidmore to Mill) | 18-inch storm pipe systems and curb inlets at intersections (RP-296) | Existing storm system outlets to combined sewer mainline. | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| | | | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |

Note: Infrastructure costs will reflect project scheduling and scale.

FIGURE 5.10 Evaluation of East Franklinton’s Infrastructure and Recommendations

| PUBLIC UTILITY INFRASTRUCTURE SYSTEM | MAJOR STREET CORRIDOR AND LIMITS | EXISTING UTILITY FEATURE IN CORRIDOR | COMPLIANCE ISSUES WITH CURRENT UTILITY DESIGN STANDARDS | BRIEF ANALYSIS/ RECOMMENDATIONS |
|--------------------------------------|---------------------------------------|--|---|---|
| STORM (continued) | Shepherd Street (Skidmore to Mill) | 12-inch storm pipe system and inlets at intersections (RP# varies) | Street is deficient in number of drainage points exceeding maximum gutter-flow requirements. | Install new curb inlets per current design requirements. |
| | | | Existing storm system outlets to combined sewer mainline. | Construct new storm sewer branches east and west of the Gift Street mainline for local-inflow redirection. |
| | | | No water-quality appurtenances | Install r/w BMPS as part of streetscape |
| SANITARY/ COMBINED | Grubb Street (Town to Shepherd) | 8-inch sanitary pipe system (RP-113) | Sewer system adequately serves the area with local sanitary but outlets into the combined system. | Rehabilitate pipe for continued use in collecting local sanitary flow (combined outlet addressed under separate item). |
| | Gift Street (State to Broad) | 36x24-inch combined pipe system and manholes (RP-19) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points on the combined system. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. Upstream flows will likely continue to include stormwater inflow, which should be redirected under future projects. |
| | | 8-inch sanitary pipe system (RP-113) | Sewer system adequately serves the area with local sanitary but outlets into the combined system. | Rehabilitate pipe for continued use in collecting local sanitary flow (combined outlet addressed under separate item). |
| | Mill Street (Culbertson to Shepherd) | 36-inch combined pipe system and manholes (RP-93) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points on the combined system. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. |
| | Town Street (Grubb to Skidmore) | 36x24-inch combined pipe system and manholes (RP-19) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points on the combined system. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. Upstream flows will likely continue to include stormwater inflow, which should be redirected under future projects. |
| | Shepherd Street (Skidmore to Mill) | 12-inch combined pipe system (RP-177) | Sewer system adequately serves the area with sanitary but contains numerous stormwater-inflow connection points on the combined system. | Construct new storm system to alleviate inflow points into combined system. Rehabilitate and convert existing combined system to sanitary-only. |

Note: Infrastructure costs will reflect project scheduling and scale.

Public Realm, Streetscape & Green Space

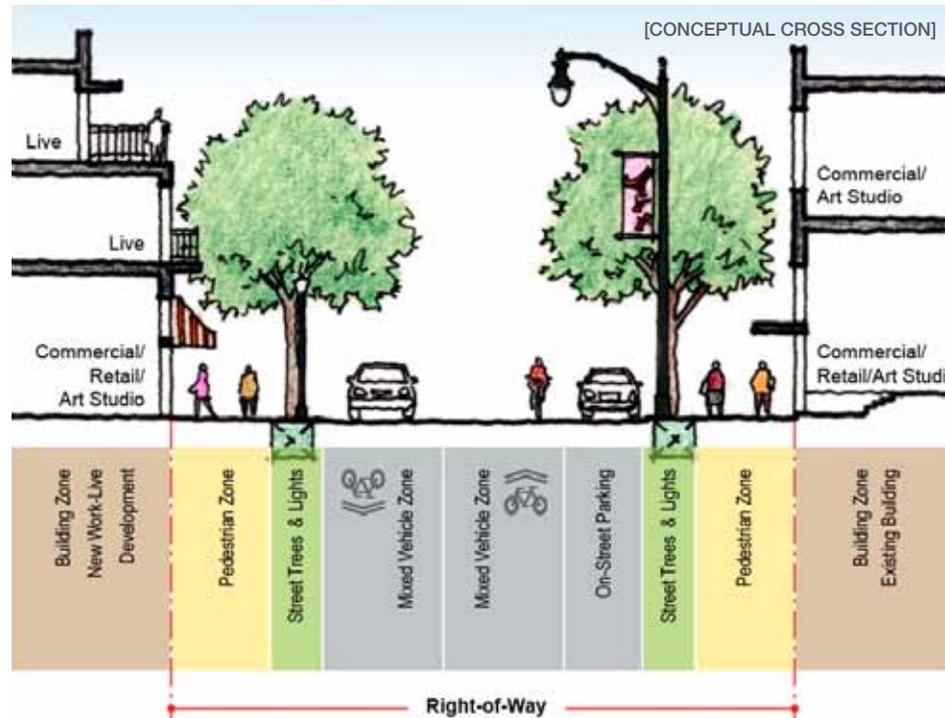
Public Realm and Streetscape

Public realm and streetscape improvements will convey the unique character of East Franklinton and should also work to underscore the distinct differences among the

district's three neighborhoods. These conceptual street sections highlight specific recommendations for each of the neighborhoods.

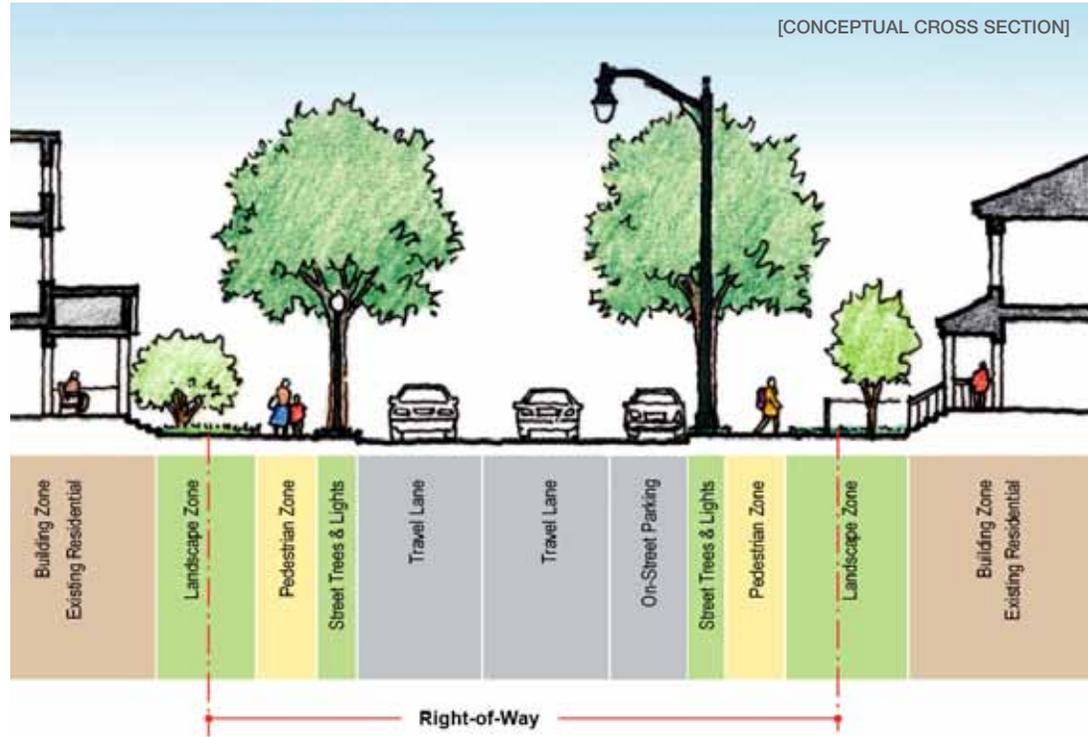
Arts and Innovation Neighborhood

This conceptual cross section of Lucas Street shows the lower density and more intimate feel typical of all streets in the Arts and Innovation Neighborhood. Repaving of streets and sidewalks throughout the district employs current materials, except on Lucas, where brick paving for roadway and sidewalks reflects the area's historic roots (and should occur at the same time as and be funded by adjacent redevelopment). A mix of new infill and restored existing structures builds on the area's eclectic nature. Consolidate overhead wiring, deploy existing city decorative light fixtures, install good-quality street furnishings, and plant continuous stands of street trees to improve the area's look and make walking and biking more appealing. The area includes some commercial development but also allows live/work spaces at the ground floor. All ground-floor uses offer high levels of transparency.



Dodge Park Neighborhood

This area will develop as a more traditional urban neighborhood with compact single-family houses set close to the street with porches, small front yards, limited on-street parking, and other features intended to encourage community interaction. This conceptual cross-section shows that, as in the Arts and Innovation Neighborhood, streets have narrower dimensions and a more intimate feel; use the city's decorative light fixtures; benefit from the consolidation of utility cables; and include generous stands of street trees.



[CONCEPTUAL CROSS SECTION]

West Broad Street Neighborhood

The scale and density of the mixed-use buildings along Broad is larger, recalling the Arena District, and development contains a greater proportion of market-rate housing. Ground-floor spaces house stores, restaurants, and service businesses, which encourages more walking. High-quality street furnishings, street trees, and the high design quality of both street furniture and lighting fixtures (possibly distinct from the decorative fixtures used elsewhere in the district) make Broad Street very appealing to pedestrians. Utility lines have been relocated to adjacent alleys, and mast-arm traffic signals have been installed. A slimmed-down roadway now includes dedicated bike lanes and multimodal bus shelters whose striking design contributes to an air of urbanity. (Any potential redesign of the street should include a block-by-block assessment of the need for left turns and adjust the proposed design accordingly; a continuous left-turn lane should not represent the default design approach.)

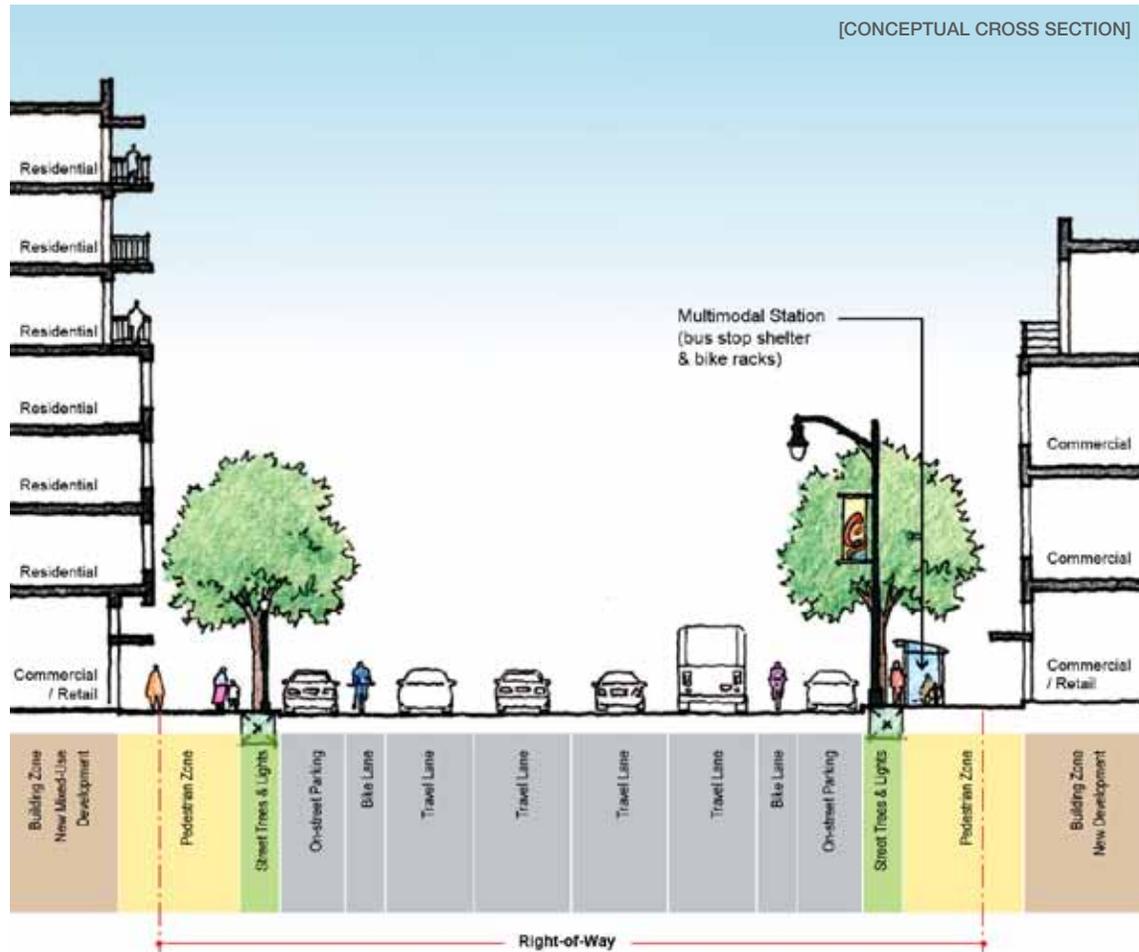


FIGURE 5.11 Public Realm Initiatives by Neighborhood

| INITIATIVE | DESCRIPTION | RESPONSIBLE ENTITY | FUNDING | TIMING |
|---|--|---|---|---------------------------|
| ARTS AND INNOVATION NEIGHBORHOOD | | | | |
| BRICK PAVING OF LUCAS STREET | Development of the adjacent properties should include replacement of the existing blacktop with brick. | City/private TIF | Private funding | Near-term |
| CONSOLIDATION OF OVERHEAD WIRES | Consolidate overhead wires on Lucas and McDowell streets. | City/utilities | Infrastructure fund | Near-mid-term |
| NEW LIGHTING DISTRICT | Using available decorative lighting, implement lighting district along Rich, Town, State, Lucas and McDowell streets. | City | Capital improvement funds | Near-term |
| STREETScape FURNISHINGS | Install well-designed, high-quality streetscape furnishings, including benches, waste receptacles and kiosks. | City | Capital funding | Near-term |
| STREET TREES | Plant new street trees to coincide with redevelopment initiatives. | City | Capital funding | Near-midterm |
| STREET BIOSWALES | Where appropriate, incorporate bioswale network within sidewalk. | City | Infrastructure fund | Near - mid-term |
| PUBLIC ART | Initiate public art program that competitively chooses locations and art within public spaces. | Private/not-for-profit with public assistance | Private fund raising; city art programs | Near-term |
| DODGE PARK NEIGHBORHOOD | | | | |
| IMPROVE/UPGRADE EXISTING STREETScape | Targeted pavement improvements and curb replacement; encourage sidewalk improvements | City; private homeowners | Capital funding | Match pace of development |
| STREET TREES | Initiate block-by-block street-tree planting program. | City | Capital funding | Near-midterm |
| WEST BROAD STREET | | | | |
| LIGHTING DISTRICT | Using available decorative lighting, implement lighting district along Rich, Town, State, Lucas and McDowell streets. | City | Capital improvement funds | Long-term |
| CONSOLIDATION (OR BURIAL) OF OVERHEAD WIRES | Consolidate overhead wires and relocate them to the alleys that parallel Broad Street or, where appropriate and feasible, bury them. | City/utilities; private | Infrastructure fund; private funding | Long-term |
| STREETScape FURNISHINGS | Install well-designed, high-quality streetscape furnishings, including benches, waste receptacles and kiosks. | City | Capital funding | Long-term |
| STREET TREES | Plant new street trees to coincide with redevelopment initiatives. | City | Capital funding | Long-term |
| STREET BIOSWALES | Where appropriate, incorporate bioswale network within sidewalk. | City | Infrastructure fund | Long-term |

Green Space Initiatives

Major green space initiatives will occur alongside major redevelopment projects in the mid- to long-term time range. In the near-term, small plazas and pocket parks should be encouraged where possible. Adding green space will attract private investment to East Franklinton by enhancing quality of life and attracting new residents,

which in turn will strengthen the market for stores and services. A conceptual map of potential green-spaces appears on page 4.20. As noted previously, creating new green space in East Franklinton will require the active support and participation of property owners.

FIGURE 5.12 **Green Space Initiatives**

| INITIATIVE | DESCRIPTION | RESPONSIBLE ENTITY | FUNDING | TIMING |
|---------------------|--|---|---|-------------------|
| DODGE FAMILY PARK | Swap land currently owned by CMHA with southeast section of Dodge Park to create new family-oriented park within a neighborhood setting. | City CMHA (through land swap initiative) | Capital/Parks funding | Near-term |
| WIDENED SCIOTO PARK | With removal of Main Street Dam, convert any increased land area into public park space. | City/State/Federal | Capital funding | Mid- to long-term |
| STREET BIOSWALES | Where appropriate, incorporate bioswale network within sidewalks. | City | Infrastructure fund | Mid- to long-term |
| CORRIDOR PARK | Within the Broad Street corridor, seek opportunities to create public open space that extends south into the adjacent neighborhood. | City Private | Capital/Parks funding; private funding | Long-term |
| ELEVATED PARK | Create elevated park space along unused rail spur. | TBD | TBD | Long-term |

Zoning & Development Standards

CREATE REGULATIONS THAT REFLECT THE EAST FRANKLINTON VISION

To implement the East Franklinton Creative Community District, the city should revise zoning and development standards to promote the mixed-use, pedestrian-oriented development the community envisions and the plan spells out.

The city should add to zoning regulations a new Urban Mixed-Use District (UMUD) designation that encourages pedestrian-scale mixed-use buildings and desired creative uses while accommodating existing live-work buildings, single-family residential areas, and commercial uses. Application of this new zoning in East Franklinton should show sensitivity to current and envisioned development (Figure 5.13 shows the proposed land-use pattern to serve as a guide to the application of the new UMUD). Options for application range from parcel-by-parcel rezoning to a comprehensive rezoning of the entire district. Analyzing and streamlining review procedures will promote the regulations' effectiveness and reduce barriers to development.

The plan establishes development standards that promote reinvestment in the existing building stock, create attractive and pedestrian-friendly streets, and ensure that new development supports the East Franklinton vision. The appendices contain further details on development standards.

The implementation steps for the zoning and development standards reflect four core assumptions:

- Redevelopment cannot move forward in East Franklinton without its designation under a new Urban Mixed-Use District (UMUD) category in city zoning.
- The code's new district designation should be as simple, efficient, and predictable as possible.
- The new plan should govern design quality.
- The kind of development envisioned in the plan will require an efficient review process.

URBAN MIXED-USE DISTRICT (UMUD)

District Overview

The city should introduce a new district designation into the zoning code to promote the East Franklinton vision of embracing and expanding the mix of studio and live/work lofts in historic factories, affordable single-family houses, multifamily residential buildings, and commercial and support services that will contribute to the creation of a creative district.

These district regulations should define as appropriate the uses called for in the East Franklinton vision. These include the current mix of single-family houses and studio and live/work lofts, and the regulations should encourage vertically mixed structures that include various types of housing units above ground-level retail and service uses. Additional standards or requirements should be established to prohibit or regulate uses that do not support the district vision. Defining use categories in simple and broad terms will promote ease of use.

The language that describes the district should create incentives to encourage development, rather than discouraging it. Figure 5.13 shows proposed future land uses, identifying where mixed-use designations should occur and where residential designations should remain in place.

DISTRICT APPLICABILITY OPTIONS

Application of a new Urban Mixed-Use District in East Franklinton will require rezoning of the district and a sensitive approach to applying a UMUD that builds on existing physical form yet advances the development of a creative community. Options include a comprehensive rezoning of the plan area, a voluntary “opt-in” approach, and variations on focused rezoning (Figure 5.14).

While the city should weigh the merits of each option, the comprehensive rezoning option should have priority for initial consideration. A comprehensive rezoning will best bring all zoning into conformity with this plan; signal a strong intent to implement the plan; avoid prolonged and incremental rezoning; and remove the uncertainty of possible discretionary legislative rezoning decisions from market considerations. It will also provide the most efficient approach, provide consistency and clarity to property owners, and promote consistent implementation of this plan.

REVIEW PROCESS OPTIONS

Analyzing review-process options with the goal of streamlining them would build in flexibility while ensuring a high level of design and the desired mix of uses. Streamlining the current review process can facilitate new development and promote reinvestment in existing building stock. A flexible review process that accommodates creative uses while requiring review will ensure that any proposed development supports the community’s vision. The review process should encourage redevelopment and reinvestment rather than acting as a barrier to it.

The city should select one of four possible review processes when updating procedures (Figure 5.15). If it decides to apply the Urban Mixed-Use District in East Franklinton using the comprehensive rezoning option, a commission-based review process is recommended. Commission-based review streamlines the review process by creating a single commission to oversee review and allows for the level of flexibility needed in a creative community.

FIGURE 5.14 District Applicability Options

| OPTION | RECOMMENDATION |
|---|---|
| COMPREHENSIVE REZONING | Rezone the entire project area as an Urban Mixed-Use District. Consider creating area-specific subdistricts tailored to desired development. |
| INCENTIVE-BASED REZONING | Apply the Urban Mixed-Use District designation with incentives that encourage property owners to opt-in to rezoning on a parcel-by-parcel level. |
| FOCUSED REZONING OF HIGH-PRIORITY AREAS WITH ADDITIONAL OPT-IN | Rezone high-priority project areas as an Urban Mixed-Use District and create incentives to encourage owners of remaining parcels to join the district. Allow property owners to opt-in to rezoning on a parcel-by-parcel level. |
| FOCUSED REZONING OF HIGH-PRIORITY AREAS WITH CLEAN-UP | Rezone high-priority project areas as part of an Urban Mixed-Use District. Analyze the zoning of the remaining land and rezone parcels to UMUD or a district complementary to the vision where appropriate. |

FIGURE 5.15 **Review Process Options**

| OPTION | RECOMMENDATION |
|------------------------------|--|
| STATUS QUO | Keep existing review procedures in place. |
| ADMINISTRATIVE REVIEW | Staff-based review with responsibilities divided between Zoning Services Section and Planning Division. Administrative decisions are appealable to the Board of Zoning Adjustment. |
| REVIEW BOARD | Keep existing review procedures in place. Apply additional design review through a review board. |
| COMMISSION | Create a simplified single zoning district and apply design review. Create a commission to oversee review. |

DEVELOPMENT STANDARDS

Development standards detailed in the appendices ensure that new development in the area supports the East Franklinton vision. Development standards should treat historic sites and the existing fabric with care while promoting new development. Reflecting the vision, these standards, summarized in Figure 5.16, should emphasize a strong, visible presence for the arts, music, and other creative activities.

FIGURE 5.16 **Goals for Development Standards**

| CATEGORY | RECOMMENDATION |
|--|--|
| LAND-USE COMPATIBILITY | Reduce conflicts between adjacent land uses. |
| DENSITY | Make the densities prescribed for infill development compatible with existing form. |
| ARCHITECTURE | Establish guidelines that emphasize desired architectural styles. |
| RETAIL USES | Promote pedestrian-scale retail uses near residential uses. |
| SERVICE, LIGHT INDUSTRIAL, LIGHT MANUFACTURING USES | Accommodate existing buildings and establish guidelines for new development. Explore guidelines for re-use of buildings. |
| MIXED USES | Provide guidelines for vertical mixed-use structures and mixed-use centers. |
| SINGLE- AND TWO-FAMILY USES | Establish guidelines that promote reinvestment in existing buildings and promote new development. |
| PARKING | Provide adequate parking while creating a safe and pedestrian-oriented district. |
| SIGNAGE | Emphasize pedestrian orientation and scale. |
| SITE DESIGN AND LANDSCAPING | Guidelines should address building orientation, buffering, public space, landscaping, streetscape, security, lighting, and similar issues. |
| TRANSPORTATION NETWORK | Promote a safe and efficient network designed for any user, including motorists, bicyclists, pedestrians, and transit users. |

APPENDIX A

**EAST
FRANKLINTON
TODAY**

- > Demographics
- > Land Use & Zoning



Conditions in the Plan Area

Easily distinguishable but relatively isolated, East Franklinton sits on a peninsula in the Scioto River just west of downtown and south of the Arena District. This plan includes an area bounded by SR 315 on the west, the river on the south, and Conrail and CSX tracks on the north and east. The area includes residential properties, often underutilized 20th-century industrial buildings, and numerous vacant parcels. Significant commuter traffic passes through the district on the way to and from downtown. Highways, railroad tracks, and the river all act as physical barriers, although recently completed new bridges have improved connections to and from downtown.

FIGURE A1 East Franklinton Creative District Plan Area



A4 : EAST FRANKLINTON TODAY

Population and Households

An analysis prepared for this planning effort compared population and households in the plan area, the city, and Franklin County. Based on data from the 2010 census and from the Census Bureau's American Community Survey for 2005 through 2009, the analysis showed that over the last decade, both population and household numbers within the plan area declined—even though both increased in the city and the county. Compared to other city and county residents, plan-area residents earned significantly less money, were far more likely to live in poverty, and reported very low levels of educational attainment. Residents were also more likely to rent than to own their homes.

POPULATION AND HOUSEHOLDS

Both the number of residents and the number of households within the plan area declined. East Franklinton lost more than 4 percent of its population from 2000 to 2010, compared to Columbus as a whole, which experienced nearly a 10 percent increase. Given a national trend toward smaller households, the number of households within the plan area decreased by more than 11 percent compared to city and county increases of nearly 9 percent. A major factor driving this loss was

FIGURE A2 Population Change, 2000–2010

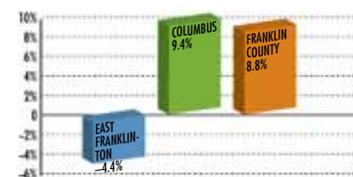
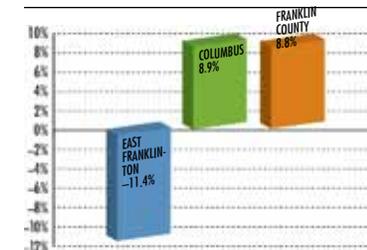


FIGURE A3 Household Change, 2000–2010





Demolition of the Riverside Bradley development contributed to the decline in plan-area population.

demolition of the Riverside Bradley housing development owned by the Columbus Metropolitan Housing Authority.

Riverside Bradley’s closure meant that the plan area not only lost population and households, but that it lost a significant number of larger households. Today, the majority of plan-area households (56 percent) are non-family, and nearly all the non-family households (52 percent of all households) contain only one person, compared to 35 percent in the city and even fewer in Franklin County, where families make up the majority of households. (Exhibit A4)

The population within the plan area was relatively younger than the city and county populations. While the median age of 30.9 came close to the median for the city and county (31.4 and 33.5, respectively), East Franklinton

FIGURE A4 Households by Type, 2010

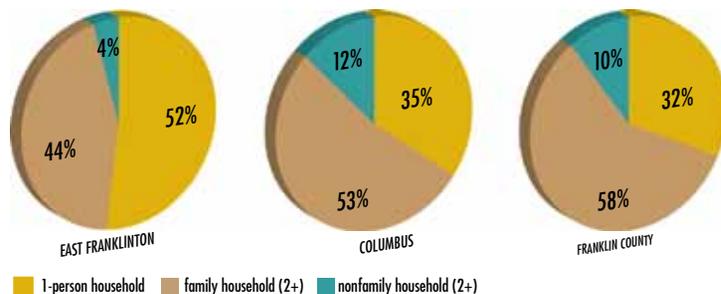
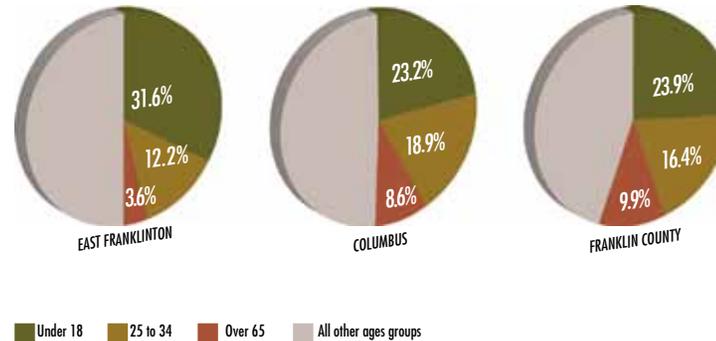


FIGURE A5 Age Composition

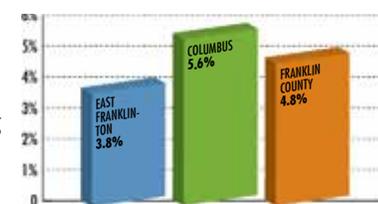


had a significantly larger proportion of children under 18 and far fewer people 65 and older (Exhibit A5). Additionally, only 12 percent of East Franklinton residents were between the ages of 25 and 34, compared to 19 percent in the city as a whole. This is significant for an area looking to attract creative workers, since people between the ages of 25 and 34 are often credited with leading the way in creative-community and entrepreneurial development. A second demographic group, empty nesters and retirees, has become a significant source of new residents in urban neighborhoods nationally as they seek out environments with easily accessible amenities. East Franklinton had very few residents within this demographic.

RACE AND ETHNICITY

Residents in East Franklinton were most likely to identify as black or African American—nearly 60 percent of plan-area residents, compared to 28 percent of city residents and just over 20 percent of county residents. More residents within East Franklinton also identified themselves as representing two or more races. Although 6 percent of

FIGURE A6 Hispanic Population



city residents identified as Hispanic, less than 4 percent of East Franklinton residents identified themselves as Hispanic (of any race).

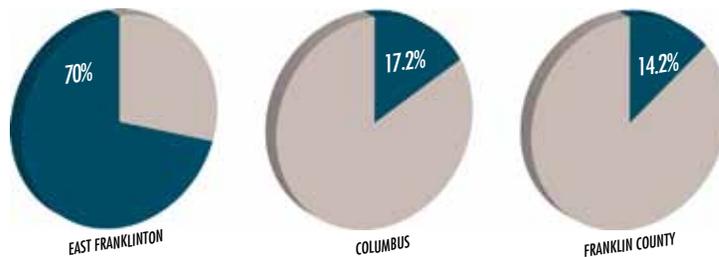
| | EAST FRANKLINTON | COLUMBUS | FRANKLIN COUNTY |
|-------------------|------------------|----------|-----------------|
| White | 36.7% | 61.5% | 69.2% |
| Black | 57.6% | 28.0% | 21.3% |
| American Indian | 0.4% | 0.3% | 0.2% |
| Asian | 0.1% | 4.1% | 3.9% |
| Pacific Islander | 0.1% | 0.1% | 0.1% |
| Some other race | 0.7% | 2.9% | 2.3% |
| Two or more races | 4.5% | 3.3% | 3.0% |

Source: Census 2010, ESRI

INCOME AND POVERTY

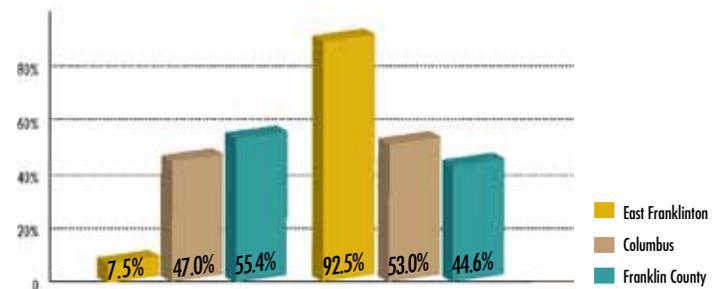
Residents of the plan area earned relatively low incomes, and most lived below the poverty level. Median income within East Franklinton was only \$10,000, less than a quarter of the citywide median (\$43,569) and a fifth of

FIGURE A7 Percent of Population Living in Poverty



the countywide median (\$49,041). A full 70 percent of residents lived below the poverty level within the last 12 months, significantly more than the 17.2 percent figure for the city and the county poverty rate of less than 15 percent.

FIGURE A8 Housing Tenure



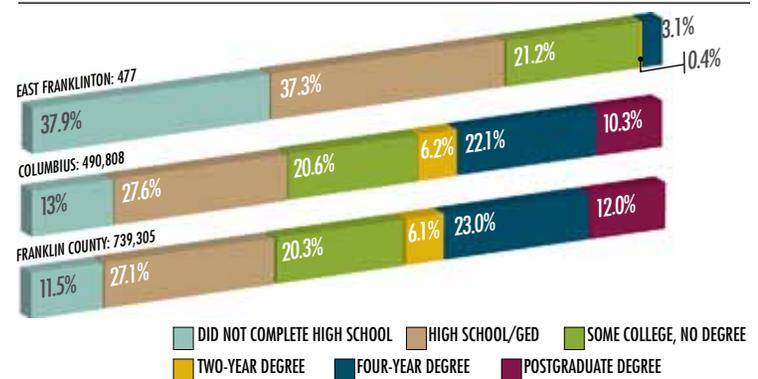
HOUSING VACANCY AND TENURE

Of the nearly 550 housing units within the plan area, less than 10 percent were vacant, a slightly lower percentage than in the city or county. Over 90 percent of all housing units within the plan area were occupied by renters, significantly above the city and county percentages. This large percentage reflects the 127 units of the now-closed Riverside Bradley development, which was in operation at the time of the census.

EDUCATION

Residents over 25 years old within the plan area reported very low levels of education. Nearly 40 percent did not hold a high school diploma, a significantly higher

FIGURE A9 Educational Attainment (Adults 25 and over)



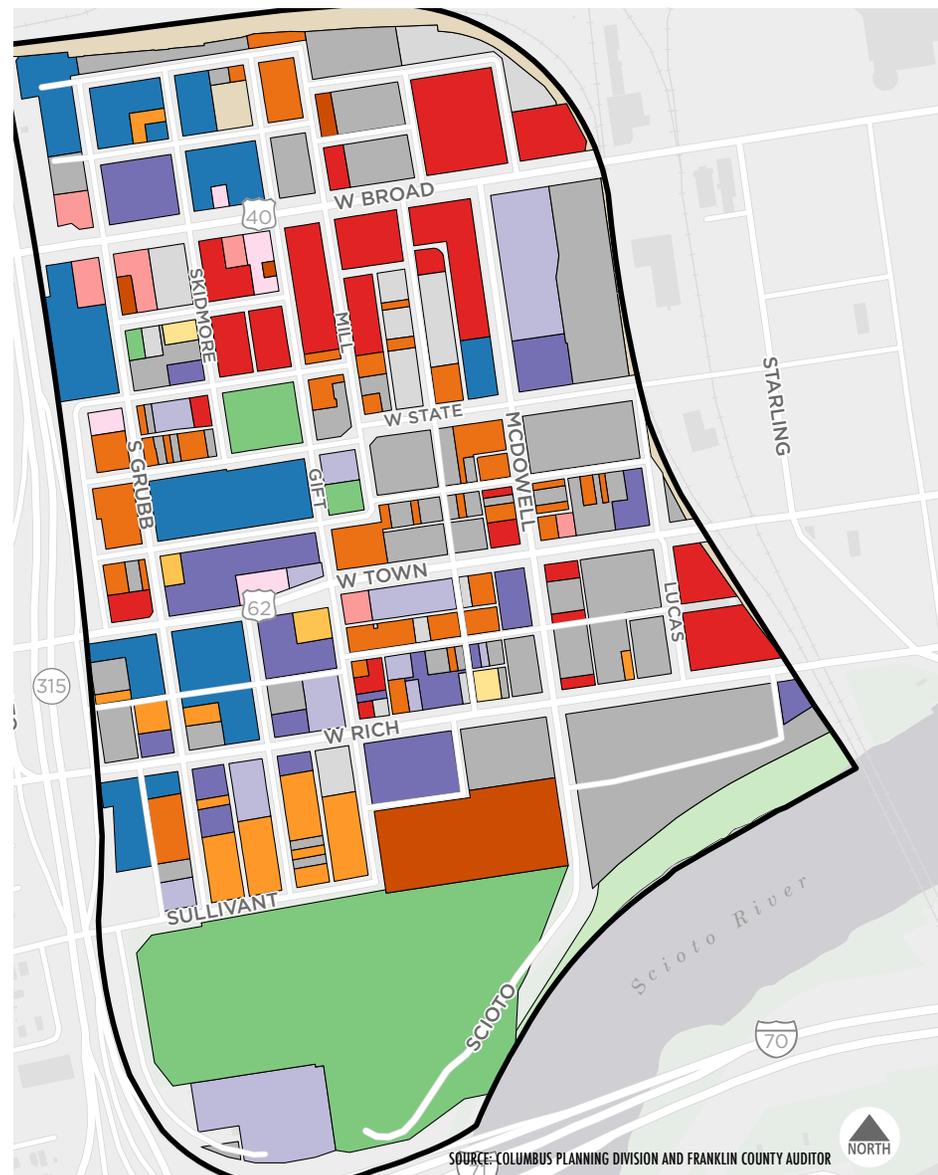
proportion of residents than in the city or county. Additionally, compared to the city and county, far fewer people in East Franklinton had received any education beyond high school. Only 22 percent had received any college training or an associate's degree, and fewer than 3 percent held a bachelor's degree or higher, compared to more than 30 percent of city and county residents.

Land Use and Zoning

Existing land use and zoning patterns vary unpredictably from block to block and do not contribute to an overall sense of place in East Franklinton. A key challenge facing the creative-district goal will be to identify ways to improve connectivity and encourage a mix of uses (e.g., live/work space, studios, lofts, single-family housing, stores and restaurants) while helping to reinforce East Franklinton as a distinct, desirable community.

Existing land use refers to uses or activities that occur on a parcel of land at any given time. Zoning is a tool a municipality uses to regulate what can be built on a parcel of land, including how buildings should occupy the site (for example, limits on height and the minimum space required between buildings) and what kinds of uses are permitted. Zoning provides the “rules” for what can be developed. Land use and zoning can change over time. For example, land that holds light industrial uses today might be rezoned to allow a mix of uses, including housing. Understanding current uses and emerging demographic and economic trends will help the city to encourage the kinds of development that strengthen the neighborhood over time.

FIGURE A10 Land Uses

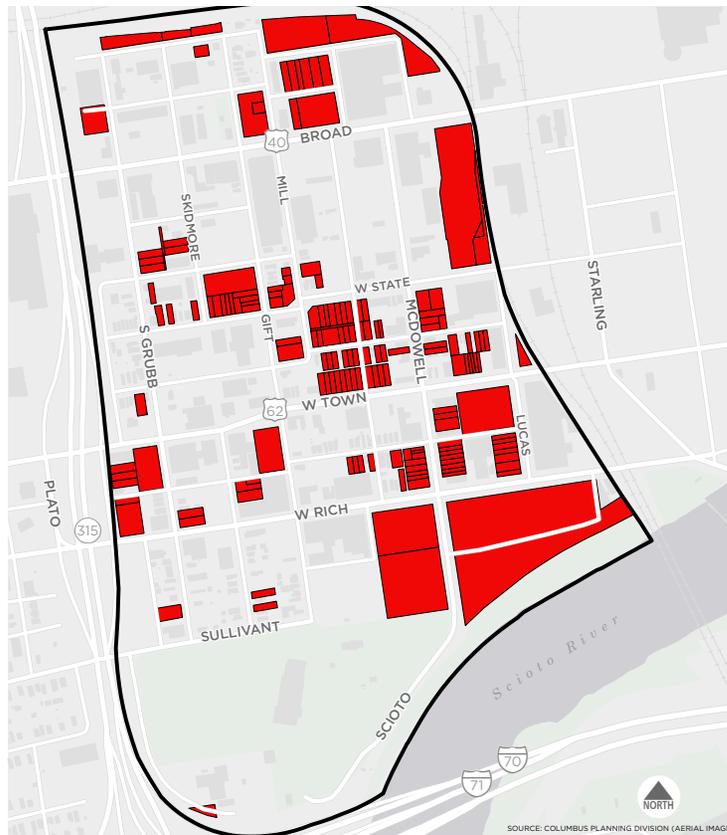


- | | | | |
|-------------------|--|--------------------------------|-----------------------|
| Commercial | Industrial, Warehouse | Residential, High Density | Open Space |
| Mixed Use | Residential, Low-Medium Density | Residential, Very High Density | Parking |
| Office | Residential, Medium Density Mixed | Institutional | Utilities & Railroads |
| Industrial, Light | Residential, Medium-High Density Mixed | Parks & Recreation | Vacant |

EXISTING LAND USES

Existing uses within the plan area vary greatly, often from parcel to parcel, reflecting historic development patterns. Aside from a few clusters, very different uses bump up against one another—single-family houses abut industrial or commercial properties, which sit next to institutional uses, which abut railroad right of ways. No clear guide exists for locating new development to support a mixed-use, creative community. Additionally, East Franklinton lacks a clear center or neighborhood “hub” that could serve as the focal point for new development in the district.

FIGURE A11 Vacant Parcels



Note: Vacant parcels include surface parking lots.

Residential Uses

Although residential uses occur throughout East Franklinton, the majority lie in the south of the plan area. Clusters of one- and two- or three-family properties exist mostly south of West Rich Street and west of South Grubb Street, with others sprinkled elsewhere. Multifamily properties mostly sit in the center of the area, particularly in the section bounded by West Town, McDowell, West State and South Gift streets, with large vacant parcels and parking lots adjacent to many.

Commercial and Industrial Uses

Commercial uses lie primarily along major roads leading to and from downtown. The largest such concentration is the cluster of auto-oriented businesses and warehouses on West Broad Street, which includes auto dealerships, hotels/motels, wholesale warehouses, and limited-service eating establishments. Smaller concentrations are located throughout the plan area. Industrial and warehouse buildings, many vacant or underutilized, are scattered across East Franklinton, with large concentrations along Lucas Street and off of West Town and West Rich streets. Few businesses cater to neighborhood residents.

Vacant Parcels

The plan area contains 168 vacant parcels with a combined area of 28.8 acres. Most of these parcels occur in clusters, particularly in the heart of the plan area along West Town, West Walnut, McDowell, and Lucas streets. Abutting vacant properties and larger clusters of vacant lots may offer the best opportunities for new development, particularly if under the same ownership, since they can support larger developments when combined.

Institutional and Park Uses

Institutional uses dot the western half of the plan area, including a homeless shelter; religious institutions that include a Buddhist Center, a Boys and Girls Club, the Jubilee Museum and Catholic Cultural Center; and the Columbus Early Learning Center. The largest property within East Franklinton contains Dodge Park and Recreation Center. This significant community asset offers athletic fields, basketball courts, a swimming pool, a picnic and playground area, and an indoor recreation center

BUILDING QUALITY AND HISTORIC STRUCTURES

Existing Building Condition

A majority of structures within East Franklinton are in good to fair condition. In part this reflects the fact that some badly deteriorated structures have already undergone demolition, creating a significant number of vacant parcels. Nevertheless, structures in poor condition remain, including houses on West Walnut Street and CMHA's Sunshine Terrace (slated for demolition after completion of new senior housing on Broad Street).

Historic Structures

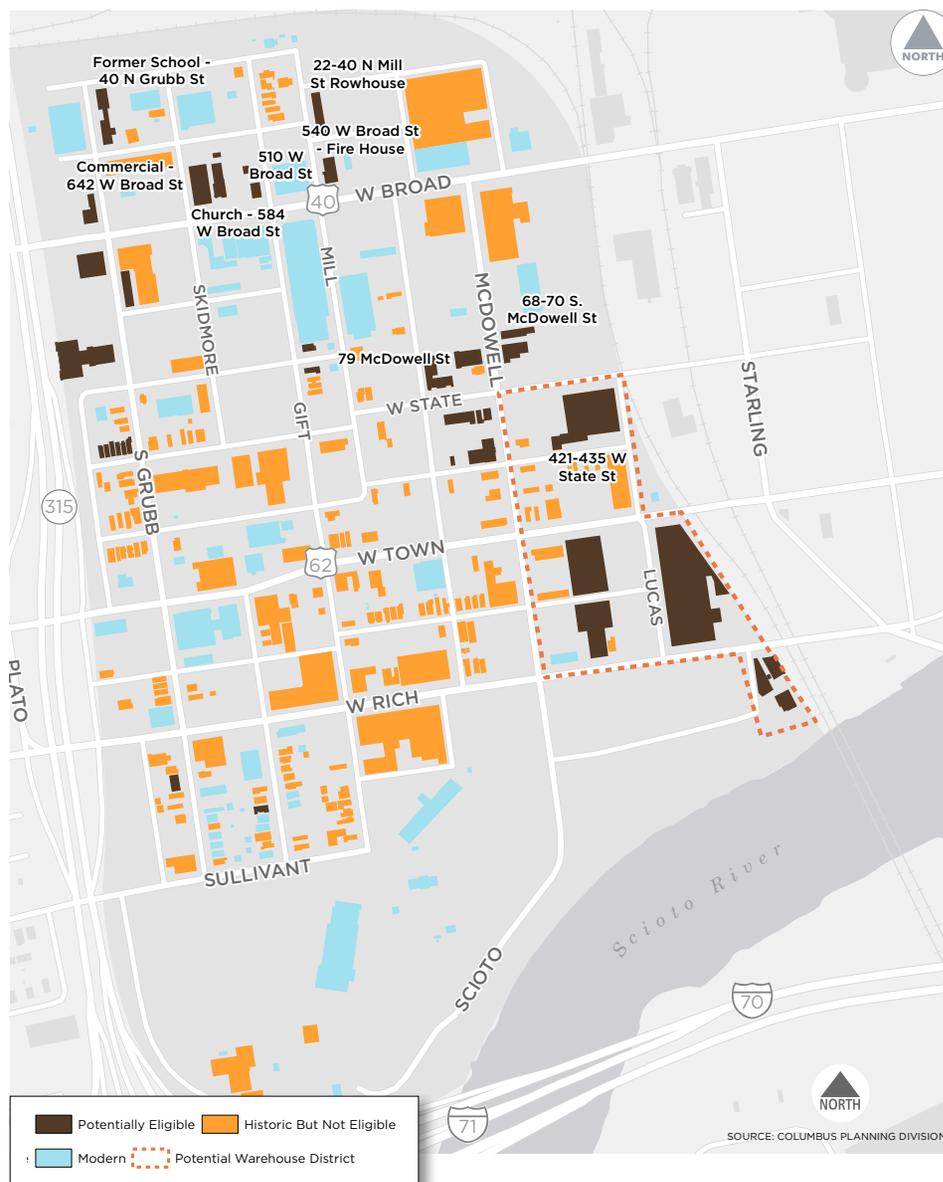
East Franklinton has numerous historic structures, many eligible for historic designation. These include the Lucas Sullivant Land Office, David Deardurff House, churches throughout the neighborhood, a former Catholic school, and several commercial buildings along West Broad Street (see Figure A13, *Historic Status of Buildings*).

A notable cluster of eight historic industrial/warehouse buildings sits in the area bounded by West State on the north, McDowell on the west, Cherry Drive on the south, and the CSX tracks on the east. The Spaghetti Warehouse,

FIGURE A12 **Building Conditions**



FIGURE A13 Historical Status of Buildings



on the site of the former Crystal Ice Manufacturing Company, stands just northeast of this area. Based on Sanborn Fire Insurance maps, most of the buildings were constructed early in the twentieth century (roughly 1902 to 1922) and included the H.C. Godman Shoe Co., Columbus Heating & Ventilating Co., B.&T. Metal Works and Tube Co., and the D.A. Ebinger Sanitary Manufacturing Co. The proximity of the railroad to these manufacturers assured easy shipping. These buildings reflect the expansion of manufacturing in East Franklinton during the first quarter of the twentieth century and could constitute a Columbus Register of Historic Places listing as an early twentieth-century industrial/warehouse district.

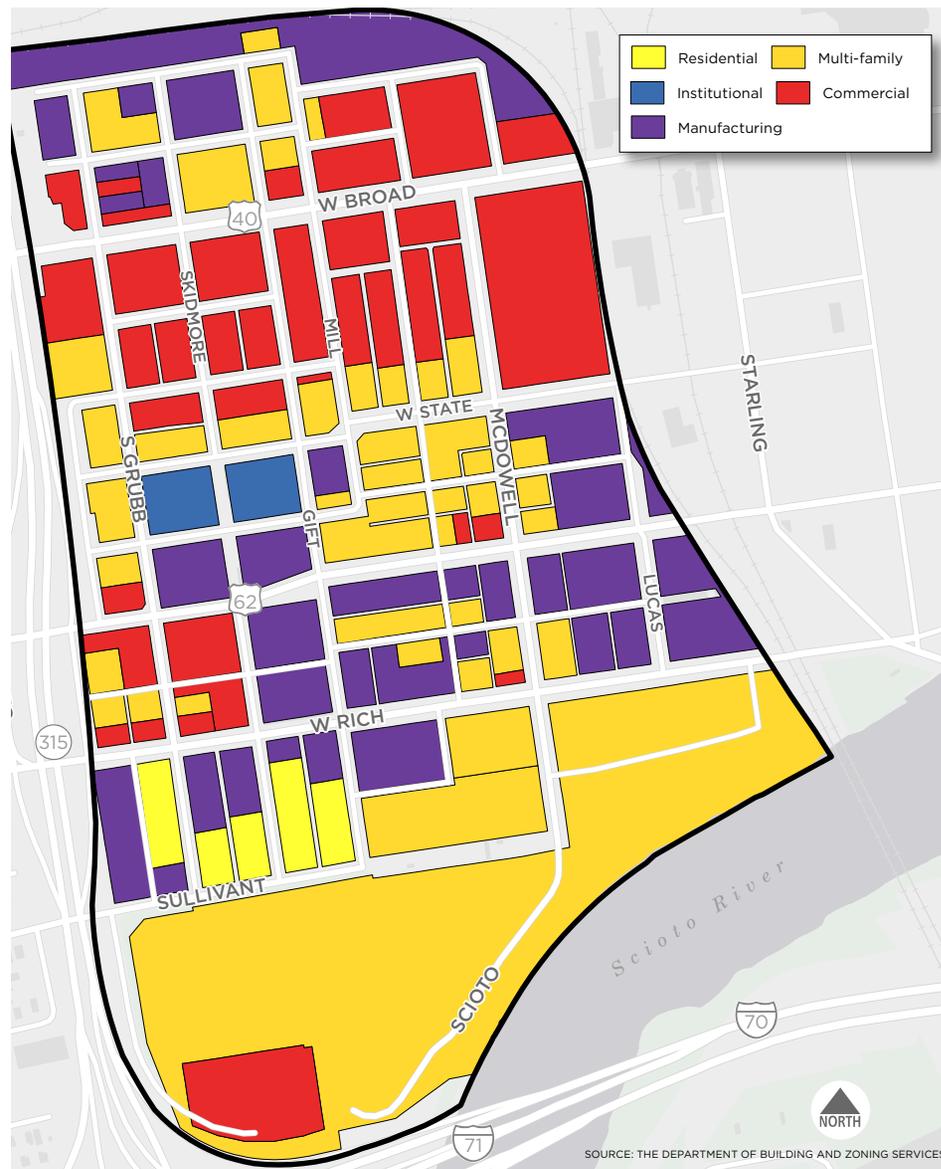
ZONING

The area's existing zoning and allowable uses in many ways limit or hinder redevelopment potential. Several base districts do not allow or encourage a mix of uses or cohesive neighborhood development.

Residential Districts

As Figure A14 shows, districts zoned for residential development lie along the river at the southern edge of the plan area, and they appear scattered among manufacturing and commercial districts in much of the rest of the plan area. The vast majority carry either zoning designation ARO (Apartment Office) or ARLD (Apartment Residential Low-Density), with a small concentration of parcels zoned R2F. ARO districts lie primarily in the southern end of the plan area, but a few areas near the northern boundary also contain this zoning. Primarily for residential uses, ARO districts allow a limited mixture of uses, including office-related uses. ARLD districts occur mostly at the center of the plan area along State and Town streets. R2F districts north of Sullivant Ave allow for one and two-family structures, and no commercial uses.

FIGURE A14 Zoning



Commercial Districts

The planning area contains three commercially zoned districts. Of these, the C-4 Regional Commercial district, primarily along West Broad Street, contains the vast majority of commercial properties. It allows a wide range of primarily auto-oriented commercial uses but discourages housing or mixing of uses. A few parcels carry an LC4 (Limited Commercial) designation.

Manufacturing Districts

Manufacturing District zoning occurs mainly in the northern portion of the plan area and along West Town Street. This designation allows manufacturing as well as most commercial uses, like telecommunications towers and adult entertainment. Residential uses are very limited.

In addition to the above base zones, the plan area contains two overlay districts. The East Franklinton Overlay, adopted in 2003, applies to the entire plan area and addresses setbacks and design elements. The Urban Commercial Overlay applies to West Broad Street frontage and addresses setbacks and building design standards. It applies to corridors throughout the city, not just those in East Franklinton.

APPENDIX B

STAKEHOLDER AND PUBLIC ENGAGEMENT



Stakeholder and Public Engagement

Overview

Public and stakeholder engagement continued throughout the East Franklinton Creative Community District Plan effort. This appendix provides a summary of each public event and detailed notes on all focus group meetings.

Public events:

- September 15, 2011
- December 13-14, 2011
- January 18, 2012
- July 12, 2012

The focus groups were organized into these categories:

- Franklinton Area Commissioners
- Neighborhood Stakeholders
- Surrounding Stakeholders
- Major Property Owners
- City-wide Creative Class Representatives
- Urban Design Stakeholders
- Art Institution Representatives

In addition to the focus groups, the planning team conducted individual stakeholder meetings with city officials, CMHA employees, and representatives from private and not-for-profit institutions.

SEPTEMBER 15, 2011: PUBLIC MEETING

A lengthy workshop opened the planning process on September 15, 2011, to begin discussions about creation of the East Franklinton Creative Community District Plan. The meeting had dual objectives: to inform stakeholders about the planning effort and to gather ideas about the future of the community, which would serve as a foundation for subsequent public meetings.

Workshop format

The workshop consisted of a general assembly, small-group work, and an individual map exercise.

A presentation to the *general assembly* introduced the main participants, goals and a time line for the revitalization plan. Following this introduction, participants broke into *small groups* charged with answering two questions.

- *Question 1: What qualities do you desire in the future of East Franklinton?*

After asking participants to generate ideas about qualities they wanted to see in the new district, the group facilitator asked each one to share their ideas with the rest of the group, which the facilitator recorded. Each group reviewed its list of ideas and selected the three that members felt were most important.

- *Question 2: Why are these qualities important?*

After the group had chosen and ranked its three ideas, members discussed why each was important. The three priorities were selected by the group, with each member encouraged to contribute her/his thoughts.

Once all groups finished answering both questions, the general assembly re-formed and groups took turns explaining their priorities and their reasons for selecting them.

Following these reports, the facilitators asked participants to complete two final tasks that together constituted the *individual map exercise*. First, participants worked to think of a name for the revitalization plan and recorded it on a white index card. Participants received three other cards, each corresponding to a rank, and then selected three locations within East Franklinton they believed had the greatest potential to help build a creative district. The participants wrote each site's name or address on one of the cards, ranking them by importance, and then briefly explain what made their location significant. Next, using an oversized map of East Franklinton, participants placed their cards next to the locations they had selected.

A detailed accounting of participant responses from this workshop begins on page G5 in the section "Workshop Results."

DECEMBER 13-14, 2011: PUBLIC CHARRETTE

The planning team held a two-day public charrette to develop the vision, principles, and goals that would shape plan strategies and implementation. The public reviewed a series of principle statements on the first night. The principles were:

- statements of intent that capture participant and stakeholder values for the future of East Franklinton;
- based on what the team had learned so far from stakeholders and public input;
- composed for the purpose of testing at public meetings; and
- revisable and dependent on quantitative and qualitative input (to be recorded on comment form).

After the presentation, participants worked to revise and prioritize the statements. On the evening of the 14th, the planning team presented the revised and prioritized principles back to the public:

1. *Provide a connected, walkable, dense, and mixed-use environment.*
2. *In the future East Franklinton should be attractive to a broad and diverse group of people.*
3. *Improve personal safety.*
4. *Provide an environment that is conducive to the development of a strong civic infrastructure (schools, recreation facilities, and youth-oriented programming).*
5. *Maintain all aspects of affordability within the neighborhood.*
6. *Provide places for both living and working within proximity to one another.*
7. *Ensure East Franklinton is well connected to its surrounding neighborhoods, the city, and the region.*
8. *Incorporate sustainable development practices, including: storm water runoff management and green building practices.*

9. *Maintain public access to the Scioto River throughout East Franklinton.*
10. *Prioritize catalytic development opportunities.*
11. *Respect history and tradition as East Franklinton evolves.*
12. *Transform Broad Street into a pedestrian-focused street.*
13. *Maintain a distinct and separate identity from downtown.*
14. *Improve transit opportunities for East Franklinton.*
15. *Maintain the current character of East Franklinton.*

**JANUARY 18, 2012: PUBLIC MEETING:
MARKET REVIEW AND ANALYSIS**

On January 18, a public meeting was held to review the market-based residential analysis. From the beginning the planning effort included a heavy emphasis on market analysis. During the event, Laurie Volk of Zimmerman Volk Associates presented the residential findings, which appears in full in Appendix C, *Residential Housing Market Analysis*.

JULY 12, 2012: OPEN HOUSE & DRAFT REPORT

An open house on July 12 provided Columbus residents an overview of the draft plan and solicited their feedback. David Dixon, principle of Goody Clancy, led the discussion, which included a Q&A with participants. Members of the public completed and returned comment cards, and the planning team encouraged them to provide further feedback through the project website.

Workshop results

The remainder of this appendix summarizes the input gathered during the public workshops.

WHAT WE LEARNED

1. Qualities for the future

During the small-group sessions, participants addressed two questions. Question 1, in which participants generated a list of qualities comprised two steps. First, the group facilitator recorded every group participant's ideas on a master list, then, working as a group, participants identified three ideas from the list as the group's priorities.

A. QUESTION 1, PART 1

The three groups generated a total of 64 ideas, which can be classified under ten themes. The number of ideas generated within each theme follows in parentheses.

- 1 Affordability (3)**—inexpensive residential and retail property
- 2 Amenities (5)**—gardens, festivals, public spaces, women's center, nightlife and entertainment
- 3 Appearance (3)**—clean, well-maintained and attractive physical appearance
- 4 Character (13)**—artistic, lively and unique feel to the neighborhood
- 5 Diversity (6)**—wide representation of demographics of both residents and visitors
- 6 Economy (8)**—increased business opportunities, especially for small businesses and artists
- 7 Education (4)**—expansion of both traditional and trade school opportunities

- 8 Safety (4)**—protection from personal and property crimes
- 9 Urban form (8)**—easily walkable and bikeable; dense, mixed-use development
- 10 Youth (4)**—consideration and inclusion of young people in new opportunities

B. QUESTION 1, PART 2

After the groups compiled lists of their members' ideas, each group reviewed their respective lists and selected their top three prioritized ideas. While common themes emerged in Part 1, groups did not necessarily rely on a particular theme's popularity to identify it as a priority. Instead, groups discussed the ideas and picked priorities based on what the whole group felt was important. The top three ideas identified by each group were:

- Affordable housing (identified by two groups)
- Diversity of entertainment and arts activities for all demographics of people
- Employment and trade school opportunities, especially for youth
- Emphasis on the community's history
- Collaboration
- Safety
- Walkable, complete streets
- Diverse population

2. Places with great potential

During the map exercise, participants compiled a list of five locations within East Franklinton with the greatest potential for redevelopment. Because multiple participants mentioned each site, the list (see Figure G1 and the list below, with numbers showing how many recommendations each site received) reflects the highest-

priority locations for new development.

- *400 West Rich Street* (4)—opportunity for a mixed-use facility and already a driver for artistic opportunities
- *Dodge Park* (3)—expansive recreational center offering ample gathering space and parking
- *McDowell Avenue between Town and State streets* (3)—great location for residential (re)development
- *Riverside Bradley* site (3)—proximity to downtown, the river and new parks; also potential for a variety of uses
- *Area bounded by South Skidmore, West Town, Lucas and West Rich streets* (3)—prime location within Franklinton and great location for residential and business development

3. Suggested names for the plan

Five names were submitted as proposals for renaming the East Franklinton Creative Community District Plan:

- Collective Investment
- Creative Edge
- Franklinton “Fun”
- Phoenix of Franklinton
- West Opportunity

WHO WE HEARD FROM

The kick-off meeting gathered input from 25 participants. Many live in East Franklinton, but others represented organizations affiliated with the community like the Franklinton Development Association (FDA), Columbus Metropolitan Housing Authority (CMHA), Mid-Ohio Regional Planning Commission (MORPC), the Boys and Girls Club of Columbus, and Dodge Park and Recreation Center. There were also media representatives from 90.5 FM WCBE and ABC News 6.

FIGURE B1 High-Priority Sites for Redevelopment



PRIORITIZED IDEAS

| | IDEA NUMBER | IDEA |
|----------------|-------------|--|
| TABLE 1 | 1 | Emphasis on education |
| | 2 | Encourage youth to take on active role |
| | 3 | Address crime generally |
| | 4 | Encourage goal setting for youth |
| | 5 | Communal, small business friendly |
| | 6 | Walkable, green space |
| | 7 | Cooperative retail |
| | 8 | Creative hub |
| | 9 | Architectural impact |
| | 10 | Young minds work |
| | 11 | Historic preservation/rehabilitation |
| | 12 | Small business, foodstore |
| | 13 | Easier to reoccupy, manufacturing |
| | 14 | Community work opportunities |
| | 15 | Trade school, union chapter |
| | 16 | Better mix of classes |
| | 17 | Family friendly |
| | 18 | Eclectic—who lives here? |
| | 19 | Broadest sense of creativity for all |
| | 20 | Blank canvas, unique ability to create a unique structure, unusual opportunity |
| | 21 | Openness, fluidity |
| | 22 | Collaboration, synergy in all respects, new kind of Columbus neighborhood |
| | 23 | Potential to break down classifications, structures |
| | 24 | Need to expand employment |
| | 25 | Void in skilled labor |
| | 26 | Self-sustaining —jobs, people |
| | 27 | Universitas |
| | 28 | Science Community |

PRIORITIZED IDEAS

| | IDEA NUMBER | IDEA |
|----------------|-------------|---|
| TABLE 2 | 1 | More safe, affordable housing |
| | 2 | More green space—parks, gardens |
| | 3 | Safety |
| | 4 | Walkable to local assets—Scioto Mile, Columbus Commons, Arena District |
| | 5 | Diverse housing |
| | 6 | Focus on unique aspects of the neighborhoods—housing, industrial warehouses |
| | 7 | Develop creative producers—artists |
| | 8 | Thriving arts district |
| | 9 | Clean |
| | 10 | Sustainable |
| | 11 | Needs a good bar |
| | 12 | Density |
| | 13 | Fun kid stuff |
| | 14 | Funky vibe |
| | 15 | Welcoming atmosphere |
| | 16 | Small town feel |
| | 17 | More educational opportunities—100% high school graduation rate |
| | 18 | Wellness of mind, body and spirit |
| | 19 | Well lit |
| | 20 | Home to best boys and girls club |
| | 21 | Good dance club |
| | 22 | Women’s center |
| | 23 | Grocery store/Market |

PRIORITIZED IDEAS

| | IDEA NUMBER | IDEA |
|----------------|-------------|---|
| TABLE 3 | 1 | Safety—walkable at night |
| | 2 | Mutual respect between old and new residents |
| | 3 | Family-owned businesses, restaurants |
| | 4 | Complete streets, walking, biking |
| | 5 | Stay affordable (such as campus) |
| | 6 | Place of innovation, attracts innovation |
| | 7 | Mixed-use neighborhood—retail and residential |
| | 8 | Downtown zonings |
| | 9 | Festivals and events |
| | 10 | Public space, greenspace |
| | 11 | Preservation |
| | 12 | Gardens |
| | 13 | Public art, diversity, affordability |

RESPONSES TO QUESTION TWO

TABLE 1

GROUP LEADER: KYLE MAY

- *Priority 1: Trade Schooling, Educational Opportunities for Youth, Employment*
 - > Gives people a reason to remain in the neighborhood
- *Priority 2: Focus on the History and Poverty the Right Way*
 - > Gentrification should be gentle
 - > The current sense of community is strong
- *Priority 3: Maintain Eclectic Nature*
 - > Current demographics and sense of community are strong assets

TABLE 2

GROUP LEADER: BRIAN DAVIS

- *Priority 1: Safe, Affordable Housing*
 - > Creates true diversity because it allows a range of housing prices
 - > Offering affordable housing does not displace current residents
 - > Leads to safety because it creates a sense of ownership
- *Priority 2: Nightlife, Arts and Entertainment*
 - > Gives both Franklinton residents and visitors places to congregate
 - > Arts increase educational attainment
 - > Leads to business opportunities and draws in revenue
- *Priority 3: Inclusive Opportunities*
 - > Makes area approachable for all different sorts of people, which leads to sustainability

TABLE 3

GROUP LEADER: MICHAEL CURTIS

- *Priority 1: Affordability*
 - > Draws residents and businesses, especially start-ups
 - > Gives people places to live and work
- *Priority 2: Walkability/Complete Streets*
 - > Fosters sense of community and leads to greater safety
- *Priority 3: Safety*
 - > Mitigate personal and property crimes
- *Priority 4: Preservation*
 - > Unique and attractive place draws people and creates sense of pride

SIGNIFICANT LOCATIONS—HIGHEST PRIORITY

| DOT NUMBER | NAME OF PLACE | REASON |
|------------|--|--|
| 1 | Plausibly Vacant Warehouse | Live/work space, music venue, mixed-use, Wonderland |
| 2 | Cristo Rey Columbus | Catholic high school, college prep, kids work, jobs created and community sustained |
| 3 | W. Town & McDowell | Some old houses, warehouse and 3 Deuces Bar |
| 4 | W. Town & Mead Alley | Interesting architecture, multi-level building |
| 5 | Square blocks bounded by Rich, Town, Lucas & Skidmore | Busy in-and-out of downtown space, high visibility |
| 6 | 400 W. Rich St. | I would be fired if I didn't put it down; kidding, lots of activity and buzz; tons of potential for future build-out and occupancy |
| 7 | Riverside Bradley | Prime spot; Adjacent to new Rich St. bridge and close to Bicentennial Park; once row houses are gone, lots of space, empty lots |
| 8 | Riverside Bradley/Sunshine Terrace Area | Because such a large area is ripe for comprehensive plans that incorporate all ideas |
| 9 | Town St. & S. Gift St. to Scioto River and railroad tracks | This corner of E. Franklinton will drive what happens in the total area |
| 10 | Dodge Park | Green space is the largest open space for <ul style="list-style-type: none"> • Community gathering • Natural enjoyment • Recreation |
| 11 | Dodge Park | Huge asset to provide parking support as area matures and variety of programs that are spawned by community |

SIGNIFICANT LOCATIONS—HIGH PRIORITY

| DOT NUMBER | NAME OF PLACE | REASON |
|------------|-----------------------------|---|
| 12 | Sullivant House | Franklinton is oldest (European) community in Central Ohio; historic preservation |
| 13 | Empty Residential Lots | Great opportunity to add more housing density to E. Franklinton |
| 14 | Warehouse | Can be developed family |
| 15 | 400 W. Rich St. | Proximity to Riverside Bradley neighborhood; great concept for the facility; build on with living space concept |
| 16 | CMHA Site | New residence w th affordable choices for diverse population |
| 17 | Old Riverside Bradley area | Huge potential for housing near downtown, family space, near COSI |
| 18 | SE corner of E. Franklinton | New center place for the neighborhood; ripe for development |

SIGNIFICANT LOCATIONS—SOME PRIORITY

| DOT NUMBER | NAME OF PLACE | REASON |
|------------|------------------------------|---|
| 19 | May Street Housing Complex | Architectural interest; Core—central area at E. Franklinton; People live there now |
| 20 | W. State St. & McDowell St. | Open land, Quick development |
| 21 | W. State St. & McDowell St. | Love this! |
| 22 | 400 W. Rich or Glass Factory | Artistic community center, develop sense of community, first place with new life and energy |
| 23 | 400 W. Rich St. | Expansion of programs to other lots! |
| 24 | Dodge Park | Housing here has appeal because of proximity to rec center and transportation ease |

FIGURE B2 Priority Locations



APPENDIX C

THE EVOLUTION OF CREATIVE COMMUNITIES



The traditional paradigm for a creative community holds that artists colonize an urban area with plentiful space in buildings for which market demand has vanished. Their arrival triggers a sequence of recognizable stages:

1. They convert underutilized industrial structures into live/work spaces.
2. Galleries and performance spaces follow, raising the profile of the pioneering community through events like art walks, performances, and special events.
3. Other “early adopter” settlers arrive, attracted by a hip, creative image and still- affordable rents.
4. Retail and service establishments begin trickling in to serve the growing population, which in turn draws more residents, who are neither artists nor pioneers.
5. Demand for space increases and rents rise, attracting the attention of developers, who renovate additional structures or build new ones.
6. A thriving neighborhood emerges from seeds sown by the pioneers— who, ironically, find themselves forced out by rising real estate values.

This plan aims to break the traditional paradigm by assuring that East Franklinton always contains a significant component of housing affordable to artists, entrepreneurs, and the district's current residents.

Creative communities have become increasingly inclusive, diverse and organic. Today they draw people with a broad spectrum of backgrounds, interests, skills, and professions to collide and interact, creating a more robust community. Visual and performing artists are still present, but they live next to chefs, IT entrepreneurs, new and old media specialists, “makers” and small businesses. This diversity fuels production in the creative community and it attracts younger, educated “creative workers” whose presence holds the key to Columbus’s success in the new economy.

Several best practice examples from across the country highlight the novel ways that innovative spaces and districts shape creative communities today. Regardless of scale, all share a similar vision: a space or neighborhood where new ideas, concepts and products materialize based on diversity, proximity and collaboration.

The case studies yield four key lessons about the evolution of creative communities:

1. Flexible co-working spaces are essential to attracting a creative workforce.
2. Arts-based anchors and organizations that aim to create community remain an important element in the new paradigm.
3. An amenity-rich, walkable, live/work/play environment remains vital to long-term success.
4. The private sector can orchestrate a creative community on a large scale without losing sight of the creative worker.

1. Creative Spaces Are Key

Informal, collaborative co-working spaces serve as magnets for creative workers and start-ups, drawn by low rents and a highly social environment. Many of them offer basic shared office space and services; some are fully equipped tech shops with expensive, shared mechanical equipment; and others fall on a continuum between the two. All are fueled by the shared belief that creativity and innovation accelerate when people with diverse interests work side-by-side in spaces that facilitate informal interaction.

Such spaces have popped up across the country and include *The Pumping Station* in Chicago; *the Transistor* in Provo, Utah; *Crash Space* in Los Angeles; and *NY Resistor* in Brooklyn. Similar facilities exist in many other cities, including Baltimore, Detroit, Kansas City, Memphis, and Washington, as well as in Asia, Europe and South America. Beyond the benefit these spaces provide the creative workforce, they also generate compelling PR for their host communities. Media coverage of these centers puts the communities themselves on the creative/maker/entrepreneur map, which helps attract additional talent.

ARTISAN’S ASYLUM: NONPROFIT CRAFT STUDIO FOR MAKERS | SOMERVILLE, MASSACHUSETTS

Artisan’s Asylum is a co-working, craft workshop with a community-learning component. The brainchild of two twenty-somethings with a mission of “mak[ing] creativity a way of life,” the facility opened in 2010 in a 1,000sf space with \$40,000 of shared mechanical equipment. The concept enabled artisans to rent out small spaces, share

the space's equipment, and teach classes on their craft to the public. Essentially, the space's shared infrastructure lowers the daunting up-front cost of creating mechanical/craft art and marketable products.

Within a year, AA outgrew its space and moved to a 10,000sf space, followed by a move to an even larger space in 2011. The current 25,000sf facility offers leased space for more than 100 artists, artisans and fabricators. Artisan's Asylum maintains a waiting list for space and has begun planning to add another 5,000sf.

From the start, Artisan's Asylum's founders and tenants emphasized learning, with classes aimed at building a larger community of craft workers within Somerville. Subsequently, it caught the media's attention, and the area around the facility has built a growing reputation as a hub for "makers."

Rental Spaces at Artisan's Asylum

Artisan's Asylum rents spaces ranging from storage only to large workspaces. Members have 24-hour access, and monthly rent includes utilities. Tenants provide only first- and last-month deposit up front.

| RENTAL TYPE | COST PER MONTH' | NORMAL DIMENSIONS |
|---------------------|-----------------|----------------------|
| Storage—shelf space | \$5 | 2'x'2x'2' |
| Storage—palletized | \$20 | 40x48 inches or 13sf |
| Workspace—50sf | \$75 | 6'x 8.5' |
| Workspace—100sf | \$125 | 12'x 8.5' |
| Workspace—200sf | \$275 | 12'x 16.5' |

**CAMBRIDGE INNOVATION CENTER (CIC)
CAMBRIDGE, MASSACHUSETTS**

The hugely successful Cambridge Innovation Center helped pioneer the concept of co-working facilities in the US. Launched in 1999 on one floor of an office building, CIC provides start-ups and small companies, primarily in biotech and IT, a collaborative work environment without the burden of high overhead costs.

Designed to foster collaboration and interaction, the Center offers flex office space to start-ups and small companies for a monthly fee based on head count and type of space leased. Affiliates choose from configurations that range from single seats at tables in open co-working rooms (known as C3 within the facility), to individual cubes, to enclosed offices for companies. Any affiliated employee has access to shared facilities, including numerous conference rooms, community kitchens, and lounge areas. Member companies also have access to the Venture Café, a networking facility that hosts numerous social events each week that are open to entrepreneurs and other interested parties.



The facility has grown to the point that nearly 450 companies—mostly biotech, IT, venture capital and other businesses—call CIC home. Now occupying six floors, the facility continues to expand as space opens up in its building. Other co-working spaces, like WorkBar Boston



and Intrepid Labs, have opened in the area to meet the space demands for startups seeking co-working environments.

CIC owes much of its success to its format, but its location in the Kendall

Square education/biotech/IT hub plays a key role in its success. Beyond encouraging networking, the location benefits CIC's affiliated companies in two ways: the startups like the proximity to large organizations in the area, and many of those companies contract work out to CIC tenants.

2. Arts-based anchors and nonprofits still matter.

Artists and arts organizations continue to play a vital role in the emergence and long-term success of creative districts. However, many now work on specific projects to help maintain or attract talent by building, adapting, or preserving affordable space in areas where market rents would otherwise push artists out.

THE STEEL YARD | PROVIDENCE, RHODE ISLAND

This award-winning project rehabilitated and transformed an abandoned steel plant into a successful arts-based community center and sought-after space for working artists, students, tradespeople and entrepreneurs.

Located in Providence's Industrial Valley neighborhood, the facility acts as a community builder by providing

arts and technical programs designed to increase opportunities in cultural and artistic expression, as well as career-oriented training. The Steel Yard also functions as a business incubator, renting out spaces to numerous programs, businesses and artisans in need of space to create.

After purchasing the abandoned mill in 2002, two young artists/entrepreneurs worked with local artists and community members to create a facility that would act as a catalyst for urban revitalization, arts promotion, workforce development and community growth. Financing proved complex, involving private funding, multiple state and federal grants, a large federal brownfields grant for site clean-up, and additional funding sources. The Steel Yard team hired architects to transform the property in a way that maintained its "grittiness" and carved out large spaces for artistic creation.

The Steel Yard operates as a nonprofit corporation, drawing funds from a combination of program-related income, foundation and government grants, corporate giving, and individual philanthropy. In addition to



the working artists and businesses that call it home, the facility stands as a centerpiece of the surrounding community, providing activities that range from free industrial arts classes for low-income teens and a children's summer camp to courses in metals, jewelry making, ceramics, theater arts, writing, and more. As at the Artisan's Asylum, artists located in the facility teach most of its classes.

THE RAILYARD | SANTA FE, NEW MEXICO

In the 1980s, the City of Santa Fe announced its intention to redevelop a vacant rail yard as a tourist destination. Strong resident and stakeholder opposition to the initial plan led to a comprehensive community planning process that produced the Railyard master plan.

The master plan embraced the site's history and "rugged, gritty" appeal. It dedicated key anchor spaces to community arts organizations; encouraged art galleries to set up shop; incorporated a performance center; and focused development marketing on creative industries. These plan elements grew from a belief that concentrated arts activity would attract creative workers and companies, and the retail to support them.



The Railyards' subsequent success demonstrates that the arts can, in fact, attract the right mix of businesses, retailers, and residents of surrounding communities, the development did not incorporate housing into the mix. In retrospect and compared to other successful creative communities, this looks like a missed opportunity.

ARTSPACE

Maintaining affordable space for artists and other innovative workers represents a significant challenge once a creative community becomes successful. Many US cities and nonprofits have worked with organizations like Artspace to bring in or help retain the "creatives" within creative communities. Artspace is an arts-based non-profit with a mission to create, foster, and preserve affordable space for artists and arts organizations. The organization has developed numerous catalyst projects at all scales.

Artspace operates both as a developer and a property manager to accomplish its goals. The property-development division works on adaptive reuse and new construction, using creative financing to create mixed-use properties with affordable live/work units, retail space, and administrative/performance space for arts organizations. These projects then act as centers for the arts community, thus helping anchor and protect the creative community's presence.

3. Live/work/play environments are critical to long-range success.

Local and state governments increasingly recognize the importance of the creative community to economic development. According to Carol Coletta of CEOs for Cities, walkability adds value to communities, with more than half of all 25- to 34-year-old “creative workers” more likely to choose vibrant, walkable, urban neighborhoods over suburban ones. Additionally, walkable metro areas had higher levels of highly educated people, higher wages, higher housing values, more high-tech companies and greater levels of innovation, and more artistic creatives.¹ Thus, jurisdictions have put into place the land use, zoning and procedural frameworks that allow and encourage the vibrant, live-work-play environments that innovation workers find attractive.

¹ *Richard Florida, 2011*

COLORADO CREATIVE DISTRICTS

The State of Colorado created its Creative Districts program as a statewide economic development tool. The program encourages municipalities to identify neighborhoods, often disadvantaged, suitable for mixed-use development with artist live/work spaces, restaurants and shopping, entertainment and other living spaces that appeal to “hip, young” professionals. The state believes that clustering creative industries—including design, film/media, literary, heritage, publishing and visual/creative arts—can benefit communities, particularly disadvantaged ones, by cultivating unique, vibrant places and venues that engage younger residents and creative workers.

KENDALL SQUARE | CAMBRIDGE, MASSACHUSETTS

Careful cultivation has helped a former underutilized industrial area adjacent to MIT has evolve into one of the world’s most successful biotech and information technology clusters. Redeveloped as part of an urban renewal district over the last 30 years, Kendall Square now serves as a



global model for a mixed-use, academic/office innovation district with offices, labs, hotels, and university facilities. The area's high energy level plummets at 5:00 p.m., however, because it has few amenities and stores, limited residential offerings, and minimal arts and cultural spaces outside of MIT.

Although some new housing and restaurants have popped up in recent years, the City of Cambridge and MIT share the goal of transforming the area into the amenity-rich, walkable, live/work/play environment that the innovative work force and its biotech and IT employers seek out. The municipality and the university have both embarked on planning processes to guide future growth.

Both projects aim to establish a new “sense of place”—to make Kendall Square feel lively, accessible and people-oriented and to encourage the informal social interaction that appeals to creative workers. Strategies include an improved mix of uses, with more housing, a better range of stores and services, and more cultural offerings. Improving the public realm to enliven streets and upgrade the quality of open spaces plays a key role in both planning processes.

4. Creative communities can be orchestrated.

Creative communities generally evolve organically over extended periods—but they don't have to. Private interests like developers can “force” them successfully, as long as both project and process respect the ideals and needs of the innovative workers the project hopes to attract.

5M | SAN FRANCISCO, CALIFORNIA

Named for the nearby intersection of 5th and Mission streets, 5M stands as the most successful “orchestrated” creative community in the US. In planning a mixed-use development on 4.5 acres, Developer Forest City formulated a vision for an “open place where diversity comes together in the form of artists..., students, changemakers... where we share resources, programs, connections and ideas to create value for our economy and our communities.”

To achieve this goal, Forest City built a virtual foundation for a community before construction had begun. First, it recruited three creative entrepreneurial groups to anchor the facility:

- Intersection of the Arts, San Francisco's oldest nonprofit arts group.
- TechShop, a DIY workshop for industrial designers and craftsman.
- Hub SoMa, a co-working incubator particularly attractive to IT start-ups.

At the same time, 5M engaged in a community process that identified the desire and need for a “permeable campus” that would provide education and workforce



5M's co-working space.

training for neighborhood residents and youth. Forest City established a stand-alone nonprofit, 5M.org, to oversee this task.

Now in its third year, 5M is home to 2,000 artists, makers and start-ups ranging from 1 to 100-plus workers. The project's success has bred plans for expansion: Forest City appears likely to announce a formal development plan in 2012 for the adjacent parking lots. Although details are scarce, this second phase should include housing, retail, and more than 1,000,000sf of commercial space.

Second, Forest City built 5M with the kinds of spaces and amenities that appeal to creative community interests and needs, among them:

- Flexible, open, co-working studio and office environments at various scales to allow start-ups to grow within the facility.
- A black box theater for live performances.
- Minimally built-out areas with high ceilings suitable for art creation.
- A weekly food truck, music and crafts fair to provide amenities lacking in the area.

Third, 5M marketed itself as a creative melting pot. Although Forest City developed the entire facility, the marketing had the feel of a grassroots effort. Hip and non-corporate, the project website (www.5mproject.com) highlights the diversity of uses and interests under one roof. 5M promotes user events—such as theater and music performances, open social gatherings, public classes like digital filmmaking, and craft fairs—to the community and beyond.

APPENDIX D

RESIDENTIAL MARKET POTENTIAL



Residential Market Potential

Overview

In January 2012, Laurie Volk of Zimmerman Volk Associates completed an analysis of potential demand for housing in East Franklinton as part of the City of Columbus's creative community planning initiative. Analyzing various sources—including data for population mobility, migration, and target-market analysis—she conservatively projected that demand over ten years could support construction of at least 1,800 units of rental and ownership housing with a wide range of unit types—including live/work space for artists—and a mix of market-rate and affordable units.

This appendix presents the analysis that produced the final projections, including an explanation of methodology. As with all other analyses undertaken for this plan, the projections rest on conservative assumptions about market absorption, rents and prices, and financing.

SUMMARY OF FINDINGS

Residential Market Potential

East Franklinton
Creative Community District
City of Columbus, Franklin County, Ohio

January, 2012

This study identifies the depth and breadth of the market for newly-introduced market-rate and affordable housing units—created both through adaptive re-use of existing non-residential buildings as well as through new construction—that could be developed over the next several years within the East Franklinton Creative Community District, in the City of Columbus, Franklin County, Ohio. The boundaries of the study area include the railroad tracks to the north and east, the Scioto River to the south, and the West Innerbelt Freeway to the west.

For purposes of this analysis, housing units that could be considered to be affordable are those that can be rented or purchased by households earning between 80 and 120 percent of the Columbus Area Median Family Income (AMI), which was determined to be \$67,500 for a family of four as of December 11, 2011. In many cases, especially with for-sale housing, subsidies may be required to ensure affordability. Market-rate units are those that can be rented or purchased by households with annual incomes above 120 percent AMI.

The current constrained market—characterized throughout most of the United States by weak housing prices; higher than typical levels of unsold units, both builder inventory units as well as foreclosed and/or abandoned houses; and high levels of mortgage delinquencies by speculators and investors as well as homeowners—has resulted in restrictive development financing and mortgage underwriting, taking a significant percentage of potential homebuyers out of the market. However, contrary to typical performance during economic recessions with high unemployment levels, rental occupancies have, in general, risen over the past year.

These market constraints do not reduce the size of the potential market; however, depending on the timing of market entry, the initial percentage of the potential market able to overcome the constraints of the deep recession and restrictive mortgage underwriting could be reduced.

The findings of this analysis reflect the impact on the study area of local, regional, and national demographic and housing trends. The remarkable transformation of American households—particularly the emerging predominance of one- and two-person households—over the past decade, combined with steadily increasing traffic congestion and rising gasoline prices and home heating/cooling costs, is contributing to significant changes in neighborhood and housing preferences. A shift has become discernable away from single-family detached houses in lower-density exurban locations to a diverse mix of apartments, townhouses, and higher-density detached houses in downtowns and in walkable, mixed-use neighborhoods. This fundamental transformation of American households and housing preferences is likely to continue for at least the next decade, representing an unprecedented demographic foundation on which cities can rebuild their downtowns and in-town neighborhoods.

In brief, using the target market methodology, Zimmerman/Volk Associates determined:

- Where the potential renters and buyers for new affordable and market-rate housing units in East Franklinton Study Area are likely to move from (the draw areas);
- How many have the potential to move to the study area if appropriate housing units were to be made available (depth and breadth of the market);
- What their housing preferences are in aggregate (rental or ownership, multi-family or single-family);
- Who currently lives in the draw areas and what they are like (the target markets);
- What their alternatives are (other relevant housing in the Greater Downtown Columbus area);
- What they will pay to live in the study area (market-rate rents and prices); and
- How quickly they will rent or purchase the new units (absorption forecasts).

SUMMARY OF FINDINGS

Where will the potential market for housing in the East Franklinton Study Area move from?

As derived from migration, mobility and target market analysis, the draw area distribution of market potential (those households with the potential to move to the East Franklinton Study Area) is as follows:

Market Potential by Draw Area
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio

| | |
|--|--------------|
| City of Columbus (Primary Draw Area): | 54.5% |
| Balance of Franklin County (Local Draw Area): | 6.3% |
| Delaware, Fairfield, Licking, Pickaway and Madison Counties (Regional Draw Area): | 0.7% |
| Cuyahoga, Montgomery and Hamilton Counties (Urban Draw Area): | 6.5% |
| Balance of US (National Draw Area): | <u>32.0%</u> |
| Total: | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

How many households are likely to rent or purchase new or existing units each year in the East Franklinton Study Area?

As derived by the target market methodology, up to 1,800 households represent the annual potential market for new market-rate and affordable higher-density housing units in the East Franklinton Creative Community District. (See Table 1.) These households comprise just 2.4 percent of the approximately 70,885 households that represent the potential market for new and existing market-rate and affordable housing units in all of the City of Columbus, a share of the total market that is consistent with Zimmerman/Volk Associates' experience in other cities.

Who is the potential market?

As noted above, the increasing market interest in urban neighborhoods—walkable, with a mix of uses and a variety of housing types—is the result of dramatic changes in American household composition, the growing cost of commuting by private automobile, and the profound impact of the Great Recession—which began in 2007—on both households and builder/developers.

The changing composition of American households may have the most lasting influence, however, because of the changing housing preferences of the two largest generations in the history of America: the Baby Boomers (currently estimated at 77 million), born between 1946 and 1964, and the estimated 78 million Millennials, who were born from 1977 to 1996 and, in 2010, surpassed the Boomers in population.

As determined by the target market analysis, and reflecting these trends, the annual potential market—represented by lifestyle—for new affordable and market-rate housing units in the East Franklinton Study Area can be characterized by general household type as follows (*see* Table 2):

- Younger singles and childless couples—including, among others, office workers, junior executives, university affiliates, artists or artisans, and retail and service employees (71 percent);
- Empty nesters and retirees, 30 percent of whom would be moving from elsewhere in the city (16 percent); and
- A range of urban families (13 percent).

What are their housing preferences?

As derived from the tenure and housing preferences of the target households, the distribution of higher-density rental and for-sale housing types is as follows (*see again* Table 1):

**Annual Potential Market for New Housing Units
Higher-Density Housing Units
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
*City of Columbus, Franklin County, Ohio***

| HOUSING TYPE | NUMBER OF HOUSEHOLDS | PERCENT OF TOTAL |
|--|----------------------|------------------|
| Rental Multi-Family (lofts/apartments, leaseholder) | 1,005 | 55.8% |
| For-Sale Multi-Family (lofts/apartments, condo/co-op ownership) | 265 | 14.8% |
| For-Sale Single-Family Attached (townhouses/ live-work, fee-simple, condominium ownership) | 350 | 19.4% |
| For-Sale Single-Family Detached (urban houses, fee-simple ownership) | <u>180</u> | <u>10.0%</u> |
| Total | 1,800 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

The market potential delineated by tenure (rental vs. for-sale) and housing type represents a long-term sustainable mix for the East Franklinton Creative Community District. The initial residential mix, however, should be biased significantly to rental housing due to higher rental absorption paces, the long-term lack of any investment-grade multi-family development in the neighborhood, and the greater willingness of renters to move to an emerging neighborhood.

A majority of rental development in the near-term residential mix is critical for several important reasons.

- New quality rental housing is the linchpin of urban redevelopment and should be introduced to the market as quickly as possible.

- Rental apartments are required for the establishment of “critical mass,” because rentals are absorbed at higher rates than for-sale units.
- Rentals are the most efficient way to incorporate units affordable to households with a range of incomes.
- Rentals allow households to experiment with living in an area without the mortgage commitment of home ownership.
- The perception of declining home values creates a lack of confidence in the for-sale market.
- Renters form a pool of potential purchasers of for-sale condominiums, and townhouses that can be built in later phases, when the market has recovered.

Although there is often the perception that multi-family rentals reduce the value of nearby ownership housing units, this is not the case in new construction with appropriate site planning. In fact, there is growing academic evidence that new apartment developments may actually increase values of nearby single-family houses by adding choice to an area that is made more attractive through planning and design.

Because of these fundamental dynamics—as well as currently constrained financing, both for potential developers and for potential homebuyers—the target mix of housing units to be developed within the East Franklinton Study Area over a 10-year time frame should include approximately 56 percent rental housing. Over time, however, as the pent-up market potential for urban rentals in the neighborhood is met, the balance should shift toward for-sale dwelling units.

What are their current housing alternatives?

There are several rental properties located in Downtown Columbus, across the Scioto River from the East Franklinton Study Area, with rents ranging from approximately \$575 per month for a small one-bedroom apartment to over \$2,100 per month for a two-bedroom, two-and-a-half bath townhouse (*see Table 3 for further detail*).

There has been extensive for-sale development activity in Greater Downtown Columbus over the past several years. The majority of downtown condominium development has consisted of projects of 50 or fewer units, with prices currently starting at just under \$140,000 for a 700-square-foot condominium to \$1.275 million for a 4,000-square-foot penthouse (*see Table 4 for further detail*).

*The Optimum Market Position
for the East Franklinton Creative Community District*

The successful establishment of new housing options in disinvested neighborhoods or in previously non-residential areas has often been initially dependent upon “risk-oblivious” households. “Risk-oblivious” households are mostly young singles and couples, often with a large contingent of gays and a high percentage of artists and artisans seeking inexpensive space for combined living and working. These pioneers will often begin neighborhood transformation by living illegally in commercial space. Eventually, restaurants, bars, clubs and unique or unusual retail establishments begin to define the neighborhood character and raise its profile. At this point, these neighborhoods become sought after by “risk-tolerant” households, a mix of younger and older singles and couples who are almost always childless. The “risk-tolerant” includes those willing to make investments in ownership housing—sometimes they are the former “risk oblivious” seeking to recoup years of sweat equity.

In every case, however, the neighborhood established by these households has grown to encompass more than simply housing; its flavor and tone has been reinforced by the non-residential uses—*avant garde* shops, cutting-edge galleries, trendy clubs and stylish eating and drinking establishments—that follow the risk-oblivious and risk-tolerant households and make the neighborhood acceptable for the “risk-aware” households that follow.

The target market analysis has indicated that there is a significant number of risk-oblivious and risk-tolerant households who already live within the city limits, and who represent the majority of the market for new housing units in the East Franklinton Creative Community District.

However, despite significant market potential, there are major challenges to new residential development in the East Franklinton Study Area. These include:

- High costs: The high costs of materials and labor, in addition to the typically high cost of adaptive re-use, are, without incentives or subsidies, likely to drive rents and prices beyond the reach of many potential residents.

- Financing challenges: Restrictive mortgage underwriting and development finance are a challenge to developers and mortgage qualification continues to be difficult for many potential buyers.
- Neglected and vacant properties: Derelict and vacant properties are a deterrent to potential urban residents, as they contribute to the perception that the neighborhood is neglected and/or dangerous.

It is unlikely that the rents and prices outlined below will be achievable without the development of a catalytic project of sufficient scale to alter public perceptions. The project will need to be large enough to achieve development efficiency, to have a significant perceived impact on the neighborhood, and to support a high-profile marketing campaign.

Within the East Franklinton Study Area, the development of the Housing Authority property adjacent to the Scioto River has the greatest potential to be that catalyst. The site is large enough to support between 800 and 1,000 units, in a mix of rental and for-sale, affordable and market-rate units, including the potential for retail uses on the ground floors of the buildings that front Rich Street.

A catalytic project on the Housing Authority site does not have to foreclose the possibility of smaller-scale, quirky and unusual projects more likely to appeal to less affluent artists and artisans. There are a number of buildings in the study area that represent redevelopment potential as artists' live-work studios or creative commercial space. However, depending on acquisition and construction costs, it is likely that many of these projects will require financing assistance, subsidies and/or tax incentives to make redevelopment of these buildings economically feasible.

What is the market currently able to pay?

As noted in the introductory paragraphs, affordable housing units have been designated to be those that are affordable to households earning between 80 and 120 percent of the Columbus AMI, and market-rate units are generally those that are affordable to households with annual incomes above 120 percent AMI.

For affordable housing, then, an income qualification range established between 80 percent and 120 percent AMI would mean an income range of approximately \$37,800 to \$56,700 for a single-person household; \$43,200 to \$64,800 for a two-person household, \$48,600 to \$72,900 for a three-person household, and so on. To qualify for new market-rate units, households would generally need annual incomes above 120 percent AMI.

A single-person household with an income at 80 percent AMI, or \$37,800 per year, paying no more than 30 percent of gross income for rent and utilities—which is HUD’s affordability standard—would qualify for a rent—including utilities—of \$945 per month. A two-person household, with an annual income just under 120 percent AMI, or \$72,000 per year, paying no more than 30 percent of gross income for rent and utilities, would qualify for a rent—including utilities—of \$1,600 per month.

The distribution by rent range of the 1,005 target households—with incomes above 80 percent of the AMI (*as shown on Table 5*)—that represent the potential market for new rental units in the East Franklinton Study Area is as follows:

**Distribution by Rent Range
Target Groups For New Multi-Family For Rent
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio**

| MONTHLY RENT RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|-----------------------|------------------------|--------------|
| \$750–\$1,000 | 284 | 28.3% |
| \$1,000–\$1,250 | 250 | 24.9% |
| \$1,250–\$1,500 | 195 | 19.4% |
| \$1,500–\$1,750 | 144 | 14.3% |
| \$1,750 and up | <u>132</u> | <u>13.1%</u> |
| Total: | 1,005 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2011.

As noted above, for affordable housing, the income limitation of 80 percent to 120 percent AMI would mean an income range of \$37,800 to \$56,700 for a single-person household; \$43,200 to \$64,800 for a two-person household, \$48,600 to \$72,900 for a three-person household, and so on, and to qualify for new market-rate units, households would generally need annual incomes above 120 percent AMI.

A single-person household with an income at 80 percent AMI, or approximately \$37,800 per year, paying no more than 30 percent of gross income for housing costs, including mortgage principal, interest, taxes, insurance and utilities, could qualify for a 30-year mortgage of \$100,000 at a 4.5 percent interest rate. The down payment—contributed by the buyer, or subsidized through a soft second mortgage, another mechanism, or some combination—would be required to make up the difference between \$100,000 and the purchase price. A two-person household, with an income just under 120 percent AMI, or \$64,800 per year, under the same criteria, could qualify for a 30-year mortgage of \$200,000 at a 4.5 percent interest rate. Again, the down payment would be required to make up the difference between \$200,000 and the purchase price.

The distribution by price range of the 265 target households—with incomes above 80 percent of the AMI (*as shown on Table 6*)—that represent the potential market for new for-sale multi-family units (condominiums) in the East Franklinton Study Area is as follows:

Distribution by Price Range
Target Groups For New Multi-Family For Sale (Condominiums)
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio

| PRICE RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|---------------------|---------------------|-------------|
| \$125,000–\$150,000 | 70 | 26.4% |
| \$150,000–\$175,000 | 55 | 20.8% |
| \$175,000–\$200,000 | 50 | 18.9% |
| \$200,000–\$225,000 | 30 | 11.3% |
| \$225,000–\$250,000 | 20 | 7.5% |
| \$250,000–\$275,000 | 20 | 7.5% |
| \$275,000–\$300,000 | 10 | 3.8% |
| \$300,000 and up | <u>10</u> | <u>3.8%</u> |
| Total: | 265 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

The distribution by price range of the 350 target households—with incomes above 80 percent of the AMI (*as shown on* Table 7)—that represent the potential market for new for-sale single-family attached units (townhouses and live-work units) in the East Franklinton Study Area is as follows:

Distribution by Price Range
Target Groups For New Single-Family Attached For Sale (Townhouses/Live-Work)
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio

| PRICE RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|---------------------|---------------------|-------------|
| \$150,000–\$200,000 | 100 | 28.5% |
| \$200,000–\$250,000 | 92 | 26.3% |
| \$250,000–\$300,000 | 90 | 25.7% |
| \$300,000–\$350,000 | 38 | 10.9% |
| \$350,000 and up | <u>30</u> | <u>8.6%</u> |
| Total: | 350 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

The distribution by price range of the 180 target households—with incomes above 80 percent of the AMI (*as shown on* Table 8)—that represent the potential market for new for-sale single-family detached units (urban houses) in the East Franklinton Study Area is as follows:

Distribution by Price Range
Target Groups For New Single-Family Detached For Sale (Urban Houses)
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio

| PRICE RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|---------------------|---------------------|--------------|
| \$225,000–\$250,000 | 25 | 13.9% |
| \$250,000–\$275,000 | 30 | 16.7% |
| \$275,000–\$300,000 | 30 | 16.7% |
| \$300,000–\$325,000 | 35 | 19.4% |
| \$325,000–\$350,000 | 30 | 16.7% |
| \$350,000 and up | <u>30</u> | <u>16.7%</u> |
| Total: | 180 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

Therefore, based on the tenure preferences of draw area households and their income and equity levels, the general range of rents and prices for newly-developed affordable and market-rate residential units in the East Franklin Study Area that could currently be sustained by the market is as follows (*see* Table 9):

General Rent, Price and Size Ranges
Newly-Created Housing (Adaptive Re-Use and New Construction)
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio

| HOUSING TYPE | RENT/PRICE RANGE | SIZE RANGE | RENT/PRICE PER SQ. FT. |
|---|-----------------------|----------------|------------------------|
| FOR-RENT (MULTI-FAMILY)— | | | |
| Hard Lofts * | \$750–\$1,400/month | 550–1,150 sf | \$1.22–\$1.36 psf |
| Soft Lofts † | \$850–\$1,600/month | 600–1,250 sf | \$1.28–\$1.42 psf |
| Luxury Apartments | \$1,050–\$1,850/month | 700–1,350 sf | \$1.37–\$1.50 psf |
| FOR-SALE (MULTI-FAMILY)— | | | |
| Hard Lofts * | \$125,000–\$175,000 | 700–1,250 sf | \$140–\$179 psf |
| Soft Lofts † | \$145,000–\$225,000 | 750–1,350 sf | \$167–\$193 psf |
| Luxury Condominiums | \$195,000–\$300,000 | 900–1,450 sf | \$207–\$217 psf |
| FOR-SALE (SINGLE-FAMILY ATTACHED)— | | | |
| Townhouses | \$185,000–\$365,000 | 1,000–1,750 sf | \$185–\$209 psf |
| Live-Work | \$235,000–\$375,000 | 1,200–1,800 sf | \$196–\$208 psf |

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| HOUSING TYPE | PRICE RANGE | SIZE RANGE | PRICE PER SQ. FT. |
|---|---------------------|----------------|-------------------|
| FOR-SALE (SINGLE-FAMILY DETACHED)— | | | |
| Urban Houses | \$245,000–\$395,000 | 1,200–2,000 sf | \$198–\$204 psf |

* Unit interiors of “hard lofts” typically have high ceilings and commercial windows and are either minimally finished, limited to architectural elements such as columns and fin walls, or unfinished, with no interior partitions except those for bathrooms.

† Unit interiors of “soft lofts” may or may not have high ceilings and are fully finished, with the interiors partitioned into separate rooms.

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

The above rents and prices are in year 2012 dollars, within the economic capability of the target households, and are exclusive of consumer options or upgrades, or floor or location premiums, and cover the broad range of rents and prices for newly-developed units currently sustainable by the market. However, as noted above, it is unlikely that these rents and prices will be achievable without the development of a catalytic project of sufficient scale to alter public perceptions of the study area.

How fast will the units lease or sell?

As noted previously in this study, the current constrained market is characterized in many locations by reduced housing prices, high levels of unsold units, high levels of mortgage delinquencies and foreclosures, and restrictive mortgage underwriting and development finance. Partly as a result, there has been a significant shift in market preferences from home ownership to rental dwelling units, particularly among younger households. This results in a higher share of consumer preference for multi-family rentals even among relatively affluent consumers than would have been typical just three years ago.

Given current economic conditions, which are not likely to improve significantly for new for-sale housing over the near term, Zimmerman/Volk Associates has determined that an annual capture of approximately eight to 10 percent of the potential market for each for-sale housing type could be achievable over the next five years. (Nationally, prior to the housing collapse in 2008, new dwelling units represented 15 percent of all units sold; in the last quarter of 2011, new dwelling units represented just 8.3 percent of all units sold.)

In contrast to the constrained for-sale housing conditions, Zimmerman/Volk Associates has determined that for new multi-family rentals, an annual capture of 12 to 15 percent of the potential market is likely to be achievable.

Based on these market capture forecasts, the East Franklinton Study Area should be able to support between 186 to 230 new affordable and market-rate housing units per year over the next five years, as follows (*see again* Table 9:

Annual Capture of Market Potential
EAST FRANKLINTON CREATIVE COMMUNITY DISTRICT
City of Columbus, Franklin County, Ohio

| HOUSING TYPE | NUMBER OF HOUSEHOLDS | NUMBER OF NEW UNITS | ANNUAL CAPTURE RATE |
|---|----------------------|---------------------|---------------------|
| Rental Multi-Family (lofts/apartments, leaseholder) | 1,005 | 124 to 148 | 12.3% to 14.7% |
| For-Sale Multi-Family (lofts/apartments, condo/co-op ownership) | 265 | 20 to 28 | 7.5% to 10.6% |
| For-Sale Single-Family Attached (townhouses/live-work, fee-simple ownership) | 350 | 28 to 36 | 8.0% to 10.3% |
| For-Sale Single-Family Detached (urban houses, fee-simple ownership) | <u>180</u> | 14 to <u>18</u> | 7.8% to 10.0% |
| Total | 1,800 | 186 to 230 units | |

SOURCE: Zimmerman/Volk Associates, Inc., 2012.

These capture rates are well within the target market methodology's parameters of feasibility.

NOTE: Target market capture rates are a unique and highly-refined measure of feasibility. Target market capture rates are *not* equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the *annual* forecast absorption—in aggregate and by housing type—by the number of households that have the potential to purchase or rent new housing within a specified area *in a given year*.

The **penetration rate** is derived by dividing the *total* number of dwelling units planned for a property by the *total* number of draw area households, sometimes qualified by income.

The **traffic conversion rate** is derived by dividing the *total* number of buyers or renters by the *total* number of prospects that have visited a site.

Because the prospective market for a location is more precisely defined, target market capture rates are higher than the more grossly-derived penetration rates. However, the resulting higher capture rates are well within the range of prudent feasibility.

Mansion buildings should be strictly regulated in form, but flexible in use. However, flexibility in use is somewhat constrained by the handicapped accessibility regulations in both the Fair Housing Act and the Americans with Disabilities Act.

- Townhouse: Similar in form to a conventional suburban townhouse except that the garage—either attached or detached—is located to the rear of the unit and accessed from an alley or auto court. Unlike conventional townhouses, urban townhouses conform to the pattern of streets, typically with shallow front-yard setbacks. To provide privacy and a sense of security, the first floor should be elevated significantly above the sidewalk.
- Live-work is a unit or building type that accommodates non-residential uses in addition to, or combined with living quarters. The typical live-work unit is a building, either attached or detached, with a principal dwelling unit that includes flexible space that can be used as office, retail, or studio space, or as an accessory dwelling unit.

Regardless of the form they take, live-work units should be flexible in order to respond to economic, social and technological changes over time and to accommodate as wide as possible a range of potential uses. The unit configuration must also be flexible in order to comply with the requirements of the Fair Housing Amendments Act and the Americans with Disabilities Act.

- Urban House: A two- to three-story single-family detached house on a narrow lot. The garage is located to the rear of the house and accessed from an alley or auto court. Urban houses also conform to the pattern of streets, typically with shallow front-yard setbacks or dooryards.



City of Columbus; Balance of Franklin County; Delaware, Fairfield, Licking, Pickaway, and Madison Counties;
Cuyahoga, Montgomery, and Hamilton Counties, Ohio; Balance of U.S.
Draw Areas

TABLE 1

Annual Market Potential

Derived From Rental And Purchase Propensities Of Draw Area Households With The Potential To Move To The East Franklinton Study Area Each Year Over The Next Five Years

EAST FRANKLINTON STUDY AREA—CITY OF COLUMBUS, FRANKLIN COUNTY, OHIO

Sources: Nielsen Claritas, Inc.; Zimmerman/Volk Associates, Inc.

Total Target Market Households
With Potential To Rent/Purchase In
City of Columbus, Franklin County, Ohio 70,885

Total Target Market Households
With Potential To Rent/Purchase In
The East Franklinton Study Area 1,800

Annual Market Potential

| | Multi-Family | | Single-Family | | | Total |
|---------------------|--------------|----------|---------------------|--------------------|----------------------|--------|
| | For-Rent | For-Sale | Attached All Ranges | Low-Range Detached | Mid-Range High-Range | |
| Total Households: | 1,005 | 265 | 350 | 225 | 200 | 2,220 |
| (Mix Distribution): | 45.3% | 11.9% | 15.8% | 10.1% | 9.0% | 100.0% |

**Target Residential Mix
(Excluding Large-Lot Single-Family Detached)**

| | Multi-Family | | Single-Family | | Total |
|---------------------|--------------|----------|---------------------|----------------|--------|
| | For-Rent | For-Sale | Attached All Ranges | Urban Detached | |
| Total Households: | 1,005 | 265 | 350 | 180 | 1,800 |
| (Mix Distribution): | 55.8% | 14.8% | 19.4% | 10.0% | 100.0% |

NOTE: Reference Appendix One, Tables 1 Through 12.

| | Number of Households: | Multi- Family | | | Single- Family | |
|---|---|------------------------------|----------|----------|-------------------------------|-------------------------|
| | | Total | For-Rent | For-Sale | .. Attached .. All Ranges | .. Detached .. Urban |
| | | 1,800 | 1,005 | 265 | 350 | 180 |
| TABLE 2 | Empty Nesters & Retirees | 16% | 8% | 15% | 21% | 44% |
| Annual Market Potential By Household Type | Traditional & Non-Traditional Families | 13% | 11% | 0% | 19% | 36% |
| <i>Derived From Rental And Purchase Propensities Of Draw Area Households With The Potential To Move To The East Franklinton Study Area Each Year Over The Next Five Years</i> | Younger Singles & Couples | 71% | 81% | 85% | 60% | 19% |
| THE EAST FRANKLINTON STUDY AREA—CITY OF COLUMBUS, FRANKLIN COUNTY, OHIO | | | | | | |
| <i>Sources: Nielsen Claritas, Inc. Zimmerman/Volk Associates, Inc.</i> | | 100% | 100% | 100% | 100% | 100% |

TABLE 3
Summary Of Selected
Rental Properties

GREATER DOWNTOWN
 COLUMBUS, FRANKLIN COUNTY,
 OHIO—DECEMBER, 2011

Source: Zimmerman/Volk
 Associates, Inc.

| <u>Property Address</u> | <u>Number of Units</u> | <u>Reported Base Rent</u> | <u>Reported Unit Size</u> | <u>Rent per Sq. Ft.</u> | <u>Additional Information</u> |
|--|--|--|--|--|---|
| <i>Near East Side</i> | | | | | |
| Skyview Towers 525 Sawyer Blvd. VTI Properties | 1br/1ba 2br/1ba | \$575 to \$675 \$850 | 545 to 730 900 | \$0.92 to \$1.06 \$0.94 | Fitness center, indoor basketball court, billiard room, gaming center. Utilities included. |
| <i>Arena District</i> | | | | | |
| Flats on Vine 205 Vine Street Village Green | 226 Studio/1ba 1br/1ba 2br/2ba | \$805 to \$885 \$975 to \$1,395 \$1,465 to \$1,850 | 508 to 517 722 to 887 988 to 1,255 | \$1.58 to \$1.71 \$1.35 to \$1.57 \$1.47 to \$1.48 | 99% occupancy Clubhouse, fitness center, pool, whirlpool, business center, lounge. |
| Arena Crossing 423 North Front Street Village Green | 252 Studio/1ba 1br/1ba 2br/2ba 2br/2ba TH | \$805 to \$950 \$1,085 to \$1,245 \$1,535 to \$1,925 | 510 to 644 798 to 956 1,146 to 1,266 1,673 | \$1.48 to \$1.58 \$1.30 to \$1.36 \$1.21 to \$1.21 \$1.15 | 98% occupancy Fitness center, outdoor pool, spa, fire pit. |
| <i>River South District</i> | | | | | |
| Annex at RiverSouth 186 S. Front Street Lifestyle Communities | 213 1br/1ba 2br/2ba 2br/2.5ba TH 2br/2.5.5ba TH | \$825 to \$1,010 \$1,250 to \$1,435 \$1,730 to \$1,845 \$1,900 to \$2,115 | 661 to 725 980 to 1,135 1,255 to 1,687 1,612 to 1,865 | \$1.25 to \$1.39 \$1.26 to \$1.28 \$1.09 to \$1.38 \$1.13 to \$1.18 | Fitness center, sundeck. |

TABLE 3 (continued)
**Summary Of Selected
 Rental Properties**

GREATER DOWNTOWN
 COLUMBUS, FRANKLIN COUNTY,
 OHIO—DECEMBER, 2011

Source: Zimmerman/Volk
 Associates, Inc.

| <u>Property (Date Opened) Address</u> | <u>Number of Units</u> | <u>Reported Base Rent</u> | <u>Reported Unit Size</u> | <u>Rent per Sq. Ft.</u> | <u>Additional Information</u> |
|---|----------------------------|-------------------------------|-------------------------------|-----------------------------|---|
| <i>Brewery District</i> | | | | | |
| Brewers Yard | 303 | | | | |
| 100 Frankfort Square | 1br/1ba | \$950 to | 710 to | \$1.26 to | <i>Clubhouse, fitness center, pool, sundeck, lounge, movie theater, aerobics/yoga room.</i> |
| Elford Development | 1br/1ba/den | \$1,295 to | 1,024 | \$1.34 | |
| | | \$1,020 to | 944 | \$1.08 to | |
| | 2br/2ba | \$1,195 to | 1,074 to | \$1.27 to | |
| | | \$1,250 to | 1,074 to | \$1.16 to | |
| | | \$1,550 | 1,291 | \$1.20 | |
| Liberty Place | 135 | | | | |
| 250 Liberty Street | 1br/1ba | \$995 to | 664 to | \$1.47 to | <i>Business center, clubhouse fitness center, pool, spa, BBQ/picnic area.</i> |
| Winther Investments | 1br/1ba/study | \$1,325 to | 903 | \$1.50 | |
| | | \$1,455 to | 1,033 | \$1.41 | |
| | 2br/1ba | \$1,296 to | 976 | \$1.33 | |
| | 2br/2ba | \$1,595 to | 1,150 to | \$1.36 to | |
| | | \$1,755 to | 1,291 | \$1.39 | |
| | 3br/2ba | \$1,995 to | 1,697 | \$1.18 | |

TABLE 4
Summary Of Selected
For-Sale Multi-Family And
Single-Family Attached
Developments

GREATER DOWNTOWN
 COLUMBUS, FRANKLIN COUNTY,
 OHIO—DECEMBER, 2011

Source: Zimmerman/Volk
 Associates, Inc.

| <i>Development (Date Opened)</i> <i>Address</i> | <i>Unit</i> <i>Type</i> | <i>Base Price</i> <i>Range</i> | <i>Unit Size</i> <i>Range</i> | <i>Base</i> <i>Price Per</i> <i>Sq. Ft.</i> | <i>Total</i> <i>Units</i> | <i>Sold</i> <i>Units</i> |
|---|--|---|--|---|------------------------------|-------------------------------|
| Hartman Lofts 150 E. Main Street Plaza Properties | CO 1br/1ba 1br/1ba 1br/1ba 1br/1ba 1br/1ba 2br/2ba | | Current Listings 703 762 762 942 942 1,457 | \$199 \$210 \$219 \$198 \$201 \$198 | 24 | 18 Phase One |
| The York on High 1276 North High Street The New Victorians | CO 1br/1ba 1br/1ba/loft 2br/2ba 2br/2ba/loft | \$149,900 to \$154,900 \$179,900 to \$184,900 \$339,900 to \$229,900 to \$289,900 | Current Listings 726 926 1,881 1,500 to 1,734 | \$213 \$194 \$181 \$159 \$193 | 25 | 15 |
| Lofts at 106 106 N. High Street | CO 1br/1ba 1br/1ba 2br/2ba 2br/1.5ba 2br/1.5ba 2br/2ba 2br/2ba | \$149,900 \$179,900 \$199,900 \$234,900 \$259,900 \$274,900 \$479,900 | Current Listings 800 996 1,152 1,337 1,583 1,667 2,542 | \$187 \$181 \$174 \$176 \$164 \$165 \$189 | 48 | 23 |
| <i>Remaining unsold units are rented.</i> | | | | | | |
| Carlyle's Watch 100 East Gay Street | CO 1br/1ba 1br/1ba 2br/2ba 2br/2ba 2br/2ba | \$154,900 \$159,900 \$209,900 \$211,900 \$259,900 | Current Listings 882 882 1,185 1,185 1,475 | \$176 \$181 \$177 \$179 \$176 | 54 | 49 |

TABLE 4 (continued)
**Summary Of Selected
 For-Sale Multi-Family And
 Single-Family Attached
 Developments**

GREATER DOWNTOWN
 COLUMBUS, FRANKLIN COUNTY,
 OHIO—DECEMBER, 2011

Source: Zimmerman/Volk
 Associates, Inc.

| <i>Development (Date Opened) Address</i> | <i>Unit Type</i> | <i>Base Price Range</i> | <i>Unit Size Range</i> | <i>Base Price Per Sq. Ft.</i> | <i>Total Units</i> | <i>Sold Units</i> |
|--|----------------------|-----------------------------|----------------------------|---------------------------------------|------------------------|-----------------------|
| Ohio Lofts 139 East Main Street | CO | | Current Listings | | 21 | n/a |
| | 2br/1ba | \$159,900 | 1,163 | \$137 | | |
| | 1br/1ba | \$169,900 | 1,238 | \$137 | | |
| Buggyworks 400 W. Nationwide Blvd. Kyle Katz, Developer | CO | | | | 34 | Phase Two |
| | Open lofts | \$160,000 to \$600,000 | 852 to 2,207 | \$188 to \$272 | | |
| Terraces on Grant 195 S. Grant Avenue | CO | | Current Listings | | 44 | 27 |
| | 2br/2ba | \$165,900 to \$231,900 | 1,154 to 1,304 | \$144 to \$178 | | |
| One Ninety Nine 199 S. Fifth | CO | | Current Listings | | 28 | 10 |
| | 1br/1.5ba | \$199,900 to \$324,900 | 1,275 to 1,383 | \$157 to \$235 | | |
| | 1br/1ba | \$214,900 | 807 | \$266 | | |
| | 2br/2ba | \$229,900 to \$439,900 | 1,241 to 1,898 | \$185 to \$232 | | |
| | 2br/2.5ba | \$267,900 to \$319,900 | 1,331 to 1,453 | \$201 to \$220 | | |
| | | | | | | |
| Burnham Square Condos. 250 Daniel Burnham Square | CO | | Original Prices | | 98 | n/a |
| | 1br/1ba | \$229,000 to | 970 to | \$236 to | | |
| | 2br/2ba | \$850,000 | 2,370 | \$359 | | |
| | | | Resales | | | |
| | 1br/1ba | \$269,000 | 1,021 | \$263 | | |
| 2br/2ba | \$379,900 | 1,445 | \$263 | | | |

TABLE 4 (continued)
**Summary Of Selected
 For-Sale Multi-Family And
 Single-Family Attached
 Developments**

GREATER DOWNTOWN
 COLUMBUS, FRANKLIN COUNTY,
 OHIO—DECEMBER, 2011

Source: Zimmerman/Volk
 Associates, Inc.

| <i>Development (Date Opened) Address</i> | <i>Unit Type</i> | <i>Base Price Range</i> | <i>Unit Size Range</i> | <i>Base Price Per Sq. Ft.</i> | <i>Total Units</i> | <i>Sold Units</i> |
|---|---|---|--|--|------------------------|-----------------------|
| 8 on The Square 8 East Broad Street Casto Development | CO 1br/1ba to 2br/2.5ba | Original Prices \$239,400 to \$1,060,000 | 946 to 2,800 | \$253 to \$379 | 23 | 19 |
| | 2br/2.5ba | Current Listings \$779,000 \$799,000 \$819,000 \$850,000 | 2,800 2,800 2,800 2,800 | \$278 \$285 \$293 \$304 | | |
| Miranova (1999) One Miranova Place | CO 1br/1.5ba 1br/1.5ba 2br/2.5ba 2br/2.5ba Penthouse Penthouse | Current Listings \$275,000 \$499,900 \$579,000 \$675,000 \$850,000 \$1,275,000 | 1,471 1,453 2,021 2,573 3,045 4,031 | \$187 \$344 \$286 \$262 \$279 \$316 | 113 | 107 |
| Jackson on High 1127 N. High Street JBH Holdings | CO 2br/2ba flat 2br/3ba TH | Current Prices \$279,900 to \$499,900 \$319,900 to \$1,699,800 | 1,253 to 1,964 1,741 to 5,141 | \$223 to \$255 \$184 to \$331 | 44 | 24 |
| Neighborhood Launch Between 4th & 6th Streets, and Gay and Long Streets Edwards Companies | CO Bishop's Walk TH Contemporary Bishop's Walk | Current Listings \$289,900 \$385,500 \$399,900 to \$517,900 | 1,134 1,534 1,594 1,991 | \$256 \$251 \$251 to \$260 | 300 | 62 |

| <u>Development (Date Opened)</u> <u>Address</u> | <u>Unit Type</u> | <u>Base Price Range</u> | <u>Unit Size Range</u> | <u>Base Price Per Sq. Ft.</u> | <u>Total Units</u> | <u>Sold Units</u> |
|---|-------------------------------|---------------------------|------------------------|-------------------------------|--------------------|-------------------|
| North Bank Park 300 W. Spring Street Nationwide Realty | Lofts A&P Warehouse | \$376,000 to \$655,000 | 1,536 to 2,554 | \$245 to \$256 | # 21 to | 4 |
| | CO The Tower | \$425,000 to \$873,000 | 1,905 2,414 | \$223 to \$362 | 88 | 67 |

TABLE 4 (continued)
Summary Of Selected For-Sale Multi-Family And Single-Family Attached Developments

GREATER DOWNTOWN
COLUMBUS, FRANKLIN COUNTY,
OHIO—DECEMBER, 2011

Source: Zimmerman/Volk
Associates, Inc.

TABLE 5
Target Groups For New
Multi-Family For-Rent

EAST FRANKLINTON STUDY AREA
 CITY OF COLUMBUS, FRANKLIN
 COUNTY, OHIO

Sources: Nielsen Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

| Empty Nesters & Retirees | <i>Number of Households</i> | <i>Percent</i> |
|---|---------------------------------|----------------|
| Urban Establishment | 10 | 1.0% |
| Suburban Establishment | 5 | 0.5% |
| Affluent Empty Nesters | 5 | 0.5% |
| New Empty Nesters | 5 | 0.5% |
| Cosmopolitan Couples | 5 | 0.5% |
| Mainstream Retirees | 5 | 0.5% |
| Middle-Class Move-Downs | 15 | 1.5% |
| No-Nest Suburbanites | 25 | 2.5% |
| Middle-American Retirees | 5 | 0.5% |
| Multi-Ethnic Retirees | 5 | 0.5% |
| Subtotal: | 85 | 8.5% |
| Traditional & Non-Traditional Families | | |
| Nouveau Money | 5 | 0.5% |
| Unibox Transferees | 5 | 0.5% |
| Full-Nest Suburbanites | 10 | 1.0% |
| Full-Nest Urbanites | 15 | 1.5% |
| Multi-Ethnic Families | 20 | 2.0% |
| Blue-Collar Button-Downs | 30 | 3.0% |
| Multi-Cultural Families | 25 | 2.5% |
| Subtotal: | 110 | 10.9% |
| Younger Singles & Couples | | |
| The Entrepreneurs | 5 | 0.5% |
| e-Types | 20 | 2.0% |
| Fast-Track Professionals | 20 | 2.0% |
| The VIPs | 20 | 2.0% |
| Upscale Suburban Couples | 30 | 3.0% |
| New Bohemians | 60 | 6.0% |
| Twentysomethings | 75 | 7.5% |
| Suburban Achievers | 215 | 21.4% |
| Small-City Singles | 95 | 9.5% |
| Urban Achievers | 270 | 26.9% |
| Subtotal: | 810 | 80.6% |

TABLE 6**Target Groups For New Multi-Family For-Sale**

EAST FRANKLINTON STUDY AREA
 CITY OF COLUMBUS, FRANKLIN COUNTY, OHIO

Sources: Nielsen Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

| Empty Nesters & Retirees | <i>Number of Households</i> | <i>Percent</i> |
|--------------------------------------|-----------------------------|----------------|
| Urban Establishment | 5 | 1.9% |
| New Empty Nesters | 5 | 1.9% |
| Mainstream Retirees | 5 | 1.9% |
| Middle-Class Move-Downs | 5 | 1.9% |
| No-Net Suburbanites | 15 | 5.7% |
| Middle-American Retirees | 5 | 1.9% |
| Subtotal: | 40 | 15.1% |
| | | |
| Younger Singles & Couples | | |
| The Entrepreneurs | 5 | 1.9% |
| e-Types | 10 | 3.8% |
| Fast-Track Professionals | 10 | 3.8% |
| TheVIPs | 10 | 3.8% |
| Upscale Suburban Couples | 15 | 5.7% |
| New Bohemians | 10 | 3.8% |
| Twentysomethings | 25 | 9.4% |
| Suburban Achievers | 70 | 26.4% |
| Small-City Singles | 25 | 9.4% |
| Urban Achievers | 45 | 17.0% |
| Subtotal: | 225 | 84.9% |
| Total Households: | 265 | 100.0% |

TABLE 7
Target Groups For New
Single-Family Attached
For-Sale

EAST FRANKLINTON STUDY AREA
 CITY OF COLUMBUS, FRANKLIN
 COUNTY, OHIO

Sources: Nielsen Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

| Empty Nesters & Retirees | <i>Number of Households</i> | <i>Percent</i> |
|---|---------------------------------|----------------|
| Old Money | 5 | 1.4% |
| Urban Establishment | 10 | 2.9% |
| Suburban Establishment | 5 | 1.4% |
| Affluent Empty Nesters | 5 | 1.4% |
| New Empty Nesters | 5 | 1.4% |
| Cosmopolitan Couples | 5 | 1.4% |
| Mainstream Retirees | 5 | 1.4% |
| Middle-Class Move-Downs | 10 | 2.9% |
| No-Net Suburbanites | 20 | 5.7% |
| Middle-American Retirees | 5 | 1.4% |
| Subtotal: | 75 | 21.4% |
| Traditional & Non-Traditional Families | | |
| Nouveau Money | 5 | 1.4% |
| Unibox Transferees | 5 | 1.4% |
| Full-Nest Suburbanites | 10 | 2.9% |
| Full-Nest Urbanites | 10 | 2.9% |
| Multi-Ethnic Families | 10 | 2.9% |
| Blue-Collar Button-Downs | 15 | 4.3% |
| Multi-Cultural Families | 10 | 2.9% |
| Subtotal: | 65 | 18.6% |
| Younger Singles & Couples | | |
| The Entrepreneurs | 5 | 1.4% |
| e-Types | 5 | 1.4% |
| Fast-Track Professionals | 10 | 2.9% |
| TheVIPs | 15 | 4.3% |
| Upscale Suburban Couples | 20 | 5.7% |
| New Bohemians | 10 | 2.9% |
| Twentysomethings | 30 | 8.6% |
| Suburban Achievers | 65 | 18.6% |
| Small-City Singles | 30 | 8.6% |
| Urban Achievers | 20 | 5.7% |
| Subtotal: | 210 | 60.0% |

TABLE 8
Target Groups For New
Urban Single-Family
Detached For-Sale

EAST FRANKLINTON STUDY AREA
 CITY OF COLUMBUS, FRANKLIN
 COUNTY, OHIO

Sources: Nielsen Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

| Empty Nesters & Retirees | <i>Number of Households</i> | <i>Percent</i> |
|---|---------------------------------|----------------|
| Old Money | 15 | 8.3% |
| Urban Establishment | 15 | 8.3% |
| Small-Town Establishment | 5 | 2.8% |
| Cosmopolitan Elite | 5 | 2.8% |
| Suburban Establishment | 5 | 2.8% |
| Affluent Empty Nesters | 5 | 2.8% |
| New Empty Nesters | 10 | 5.6% |
| Mainstream Retirees | 5 | 2.8% |
| Middle-Class Move-Downs | 5 | 2.8% |
| No-Net Suburbanites | 5 | 2.8% |
| Middle-American Retirees | 5 | 2.8% |
| Subtotal: | 80 | 44.4% |
| Traditional & Non-Traditional Families | | |
| The Social Register | 5 | 2.8% |
| Nouveau Money | 10 | 5.6% |
| Unibox Transferees | 15 | 8.3% |
| Late-Nest Suburbanites | 5 | 2.8% |
| Full-Nest Suburbanites | 15 | 8.3% |
| Full-Nest Urbanites | 5 | 2.8% |
| Multi-Ethnic Families | 5 | 2.8% |
| Blue-Collar Button-Downs | 5 | 2.8% |
| Subtotal: | 65 | 36.1% |
| Younger Singles & Couples | | |
| The Entrepreneurs | 15 | 8.3% |
| Fast-Track Professionals | 5 | 2.8% |
| TheVIPs | 5 | 2.8% |
| Upscale Suburban Couples | 10 | 5.6% |
| Subtotal: | 35 | 19.4% |
| Total Households: | 180 | 100.0% |

TABLE 9
Optimum Market Position
 EAST FRANKLINTON STUDY AREA
 CITY OF COLUMBUS, FRANKLIN
 COUNTY, OHIO
 Sources: Zimmerman/Volk
 Associates, Inc.

| <u>Percent of Units</u> | <u>Housing Type</u> | <u>Rent/Price Range*</u> | <u>Unit Size Range</u> | <u>Rent/Price Per Sq. Ft.*</u> | <u>Market Capture</u> |
|-----------------------------|---|------------------------------|----------------------------|------------------------------------|---------------------------|
| 55.8% | Multi-Family For-Rent | | | | 124 |
| | Hard Lofts | \$750 to | 550 to | \$1.22 to | to |
| | Open Floorplans/1ba | \$1,400 | 1,150 | \$1.36 | 148 |
| | | | | | units |
| | Soft Lofts | \$850 to | 600 to | \$1.28 to | |
| | Studios to Two-Bedrooms | \$1,600 | 1,250 | \$1.42 | |
| | Luxury Apartments {New Construction} | \$1,050 to \$1,850 | 700 to 1,350 | \$1.37 to \$1.50 | |
| | One- and Two-Bedrooms | | | | |
| 14.8% | Multi-Family For-Sale | | | | 20 |
| | Hard Lofts | \$125,000 to | 700 to | \$140 to | to |
| | Open Floorplans/1ba | \$175,000 | 1,250 | \$179 | 28 |
| | | | | | units |
| | Soft Lofts | \$145,000 to | 750 to | \$167 to | |
| | One- and Two-Bedrooms | \$225,000 | 1,350 | \$193 | |
| | Luxury Condominiums {New Construction} | \$195,000 to \$300,000 | 900 to 1,450 | \$207 to \$217 | |
| | One to Three-Bedrooms | | | | |
| 19.4% | Single-Family Attached For-Sale | | | | 28 |
| | Townhouses | \$185,000 to | 1,000 to | \$185 to | to |
| | Two- and Three-Bedrooms | \$365,000 | 1,750 | \$209 | 36 |
| | | | | | units |
| | Live-Work | \$235,000 to | 1,200 to | \$196 to | |
| | One- and Two-Bedrooms | \$375,000 | 1,800 | \$208 | |
| | 2- and 3-story | | 500 sf work space | | |
| 10.0% | Single-Family Detached For-Sale | | | | 14 |
| | Urban Houses | \$245,000 to | 1,200 to | \$198 to | to |
| | Two- and Three-Bedrooms | \$395,000 | 2,000 | \$204 | 18 |
| | | | | | units |
| 100.0% | | | | | 186 |
| | | | | | to |
| | | | | | 230 |
| | | | | | units |

NOTE: Base rents/prices in year 2012 dollars and exclude floor or view premiums, options or upgrades.

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the methodology employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.



RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the methodology and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

APPENDIX E

TRANSPORTATION AND UTILITIES



Transportation & Utilities

Transportation Infrastructure

East Franklinton continues to undergo significant land use and transportation changes. The closing of the Riverside Bradley complex, construction of the new bridges to downtown at Town and Main, and the emergence of the Arena District have all contributed to changes in transportation patterns. Even the most recent data don't reliably capture "typical" conditions. Proposed changes in downtown circulation and plans to make Town and Rich two-way streets will further alter travel patterns throughout the plan area.

Mobility in East Franklinton reflects land use, demographics, and travel patterns. As development occurs and travel patterns change, the area's mobility needs will change as well. For a neighborhood circumscribed by water and SR 315, understanding existing and potential mobility conditions will play a central role in developing sound recommendations to reinforce the neighborhood's vision for revitalization. The limits and opportunities of existing transportation patterns set the stage for subsequent analysis and recommendations.

ROADWAY NETWORK

The existing transportation network within East Franklinton largely reflects the needs of east-west automobile travel. SR 315 defines the western edge of the neighborhood, with Broad Street (State Road 40), Town

Street (State Road 62), and Rich Street (State Road 62) as major arterials traveling east-west across through the area. The Rich Street and Broad Street bridges connect East Franklinton to downtown. The Town Street Bridge, recently opened, has added another link to downtown.

The continuing buildout of the interstate system around downtown Columbus has reduced vehicular traffic crossing East Franklinton to and from Downtown. SR 315 remains an important regional connection, and Broad Street in particular continues to provide a direct connection to downtown, but even these represent a primarily peak hour phenomenon.

Major Roads

- WEST BROAD STREET
West Broad Street—also known as National Road, Route 40, and Victory Highway—serves as a major, east-west thoroughfare that connects to downtown Columbus to the east and Interstate 70 to the west. The roadway has two to three travel lanes in each direction and experiences an average daily traffic volume of 16,615 cars (MORPC, 2011). The only signalized intersection is at Skidmore Street, and some blocks use the far right-hand lane for on-street parallel parking. Although sidewalks line both sides of the street and have pedestrian-scale lighting and street trees, multiple curb cuts degrade walking conditions throughout the corridor.

The *Downtown Columbus Circulation Study* (2005) and *East Franklinton Community Mobility Plan* (2010) investigated multiple options for narrowing Broad Street. To advance these efforts, the City of Columbus has issued a scope of service for pedestrian-safety improvements and a parking study along Broad from Central Avenue to Washington Boulevard. In conjunction, the Ohio Department of Transportation plans a complete traffic study of Broad Street. Current projections show traffic volume reaching 33,300 daily trips (both directions combined) in 2030.¹

- WEST TOWN STREET

West Town Street—or Route 3 and US Route 62—extends to Washington Boulevard at the Scioto River and west underneath SR 315 to Interstate 70. From Washington, West Town continues into downtown on the recently opened Town Street Bridge. In East Franklinton, Town measures about 50 feet wide, with three one-way westbound lanes and parallel parking on both sides. West Town sees average daily traffic of 3,081 (City of Columbus 2012). It has a signalized intersection at the ramp to SR 315. Projections for 2030 traffic volumes show 17,100 trips over the bridge and 16,400 headed toward SR 315.

¹ *In the coming months, the responsible agencies will generate new projections that more closely reflect traffic volumes today.*



- WEST RICH STREET

West Rich Street—or Route 3 and US Route 62—is a one-way two-lane thoroughfare and the eastbound companion to West Town. To the east, West Rich connects over a bridge to West Main Street in the River South District; to the west, it crosses under SR 315 and continues almost to Interstate 70. West Rich has both entry and exit ramps to SR 315. In East Franklinton, the roadway experiences an average daily traffic volume of 4,373 cars (City of Columbus, 2012), but traffic volume projections anticipate 11,800 daily trips by 2030. Some blocks have on-street parallel parking, and there are several signalized intersections: the entrance to SR 315, South Gift Street, and McDowell Street.

Neighborhood Streets

- WEST STATE STREET

West State Street is an east-west road that runs between Belle Street on the east and SR 315 on the west. The street features one lane in each direction, a right-hand turn lane to access McDowell Street, and has parallel parking on some blocks, with angled parking on the south side from McDowell to Belle Street. West State experiences an average daily traffic volume of 908 (MORPC, 1998).

- SOUTH GIFT STREET

Primarily one-way northbound, Gift Street runs between railroad tracks on the north and Sullivant Avenue on the south. It has one northbound lane plus a parallel-parking lane on the western side, except for the two-way segment between West State and West Town, with parallel parking on both sides. South Gift intersects several east-west streets, with stop signs and a

traffic signal at West Rich. The roadway experiences an average daily two-way traffic volume of 5,119 cars (City of Columbus, 2012).

- **MCDOWELL STREET**

A primary north-south thoroughfare in East Franklinton, McDowell connects West Broad to West Rich streets and Scioto Blvd. The roadway has one travel lane in each direction, plus intermittent parallel parking on the eastern side, and it experiences an average two-way daily traffic volume of 181 cars (City of Columbus, 2012). Signalized intersections occur at West Rich and West Town.

Roadway Capacity

East Franklinton's few trip generators, multiple vacant parcels, and low rate of building occupancy translate into low usage for its streets. Figure F1 shows current daily traffic volumes from 2012 on the district's major streets.

FIGURE E1 **Current Traffic Volumes**



The *Downtown Columbus Circulation Study Final Report* projected traffic volumes for 2030 and found no intersections within East Franklinton at or near capacity in the morning peak period, leading to the conclusion that existing lane and intersection configuration on Town and Rich streets can accommodate projected traffic volumes for the next 20 years.

Given these projected volumes and the opening of the Town Street Bridge to downtown, the city issued an engineering contract for converting both Town and Rich to two-way traffic operation by October 2013. Two-way streets generally carry traffic at lower speeds, but traffic volumes suggest that these streets have sufficient capacity to accommodate this change.

Parking

On-street parking can serve important functions, including buffering pedestrians from traffic and providing short-term parking to support businesses and other commercial activities. Even though most businesses and residential buildings in the plan area have dedicated off-street surface parking, most streets incorporate free on-street parking, either parallel or angled, head-in. Most of these spaces see only light use, largely due to the district's abundant vacant and underused parcels. Some pockets of activity draw more heavy use, particularly near COSI, where the city manages on-street parking with meters on Town, Belle, and Starling streets and Washington Boulevard.



Broad Street, East Franklinton's retail corridor, has no on-street parking except for some one-hour spaces only available during limited periods during the day. Alleys provide rear access to parking and loading areas, precluding a need for curb cuts along Broad Street.



TRANSIT

The Central Ohio Transit Authority (COTA) provides public transit in the study area with fixed-route bus and paratransit service. Forty-nine of its 64 bus routes operate through downtown, with roughly 65 percent (41,600) of its daily bus riders boarding or alighting at downtown stops. In East Franklinton, COTA operates buses along Broad, Town, and Rich streets that connect to and from downtown. Six local and three express

lines serve the neighborhood, with local service running seven days a week.

Broad Street Corridor

Express routes #53, #56, and #68 travel Broad Street between suburban park-and-ride facilities and downtown during morning and afternoon peak periods. Local lines #10 and #12 operate along West Broad to and from downtown throughout the day with headways of 20 minutes or less. After 10 p.m., headways increase, and bus frequency in East Franklinton drops to hourly. Broad Street (east-west) and High Street (north-south) through downtown carry the most transit service.

COTA Service : West Broad Street

| | ROUTE | TOTAL DAILY BOARDINGS/ E. FRANKLINTON BOARDINGS | TOTAL DAILY ALIGHTINGS/ E. FRANKLINTON ALIGHTINGS | DAYS OF SERVICE | PEAK HEADWAYS |
|---------|----------------------|---|---|-----------------|---------------|
| EXPRESS | 53: Lincoln Village | 59 / n/a | 57 / n/a | 5 (M-F) | 30 mins |
| | 56: Tuttle | 43 / 0 | 42 / 0 | 5 (M-F) | 25 mins |
| | 68: Hillard/Westbelt | n/a | n/a | 5 (M-F) | n/a |
| LOCAL | 10: East/West Broad | 8,016 / 179 | 7,420 / 168 | 7 | 7–10 mins |
| | 12: McKinley/Fields | 596 / 39 | 618 / 30 | 7 | 20 mins |

Town and Rich Streets Corridors

COTA operates four local lines on the Town and Rich streets corridor with headways of 15 to 40 minutes throughout the day. The four routes serve distinct destinations:

- Route 3 connects downtown and the Wal-mart Supercenter on Georgesville Road.
- Route 6 connects downtown and Westland Mall.
- Route 14 links the Statehouse with COSI and the southern portion of East Franklinton.
- Route 15 operates between Grove City and downtown.
- Route 14 operates along Town and Rich streets between East Franklinton and downtown but only during peak commuting periods.

Upon completion of the Rich Street bridge in the summer of 2012, Routes 3, 6, 14, and 15 will enter East Franklinton along Rich Street.

COTA Service: Town and Rich Streets Corridor

| | ROUTE | TOTAL DAILY BOARDINGS/ E. FRANKLINTON BOARDINGS | TOTAL DAILY ALIGHTINGS/ E. FRANKLINTON ALIGHTINGS | DAYS OF SERVICE | PEAK HEADWAYS |
|---------------|----------------------------|--|--|-----------------|---------------|
| LOCAL SERVICE | 3: W Mound/Northwest Blvd. | 1,747/30 | 1,675/29 | 7 | 20 mins |
| | 6: Mt Vernon/Sullivant | 2,989/43 | 2,952/44 | 7 | 15 mins |
| | 14: Harmon/Greenlawn | 9/1 | 10/0 | 5 (M-F) | 35 mins |
| | 15: Grove City | 719/18 | 679/17 | 7 | 20 mins |

Franklinton Service

Transit serving East Franklinton generally provides access to areas west and northwest of the area and downtown. Community members have expressed some interest in seeing route #18 connect the neighborhood directly (and without the downtown transfer now required) to destinations including the Arena District, the OSU campus, Riverside Hospital and the Mall at Tuttle Crossing with a single bus line.

Amenities

COTA transit service offers basic amenities to passengers such as clear signage at bus stops (which the authority owns), bus shelters, and trash cans.

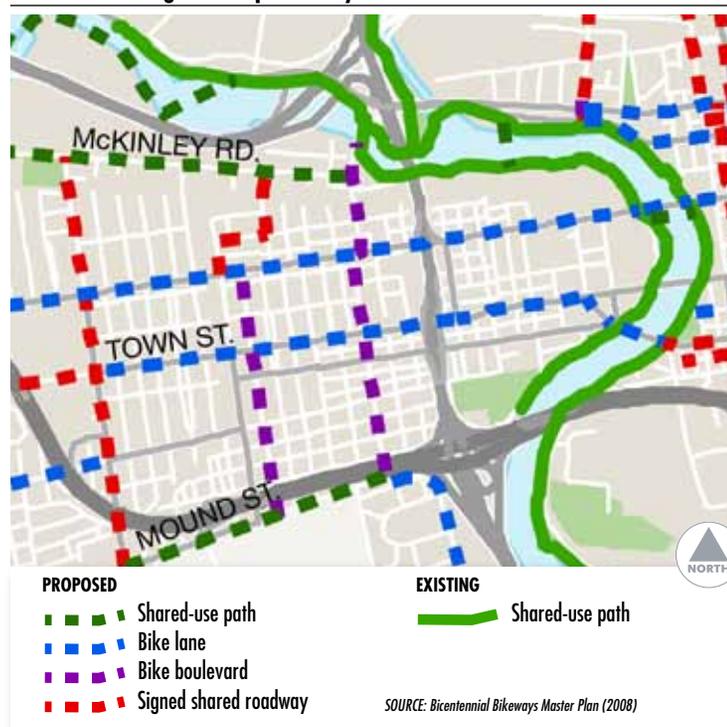


BICYCLING

Columbus has built 50 miles of shared-use paths along the Olentangy and Scioto rivers, Alum Creek, and I-670, and six miles of on-street bicycle lanes. Given its topography, rivers, large college-age population, and growing economy, Columbus is well poised to become a great city for bicycling. East Franklinton currently has few bicycle facilities outside of a shared-use path along the Scioto. Although new bridges have enhanced bicycle travel between East Franklinton and downtown and a pedestrian bridge has been proposed, the Broad Street Bridge could still benefit from improvements.

Multiple recent planning efforts—including the *Downtown Columbus Circulation Study* (2006), the

FIGURE E2 Existing and Proposed Bicycle Network



Columbus Bicentennial Bikeways Plan (2008), and the *Franklinton Community Mobility Plan* (2008)—focus on improving conditions for bicycling citywide and in East Franklinton, but none has yet produced any significant change in conditions. Although cyclists are encouraged to ride on streets, uneven pavement, potholes, and a general unfriendliness toward cyclists all represent obstacles to safe cycling.

Downtown Columbus Circulation Study

The *Downtown Columbus Circulation Study* identifies strategies to bridge the Scioto River to downtown and the I-70/I-71 freeway to Franklinton. It also recommends expanding downtown bicycle-parking facilities. In East Franklinton, the plan lists bike lanes on Broad, Rich, and Town streets as “important portals” to downtown and recommends creation of bike lanes on Grant Avenue.

Columbus Bicentennial Bikeways Plan

The *Bicentennial Bikeways Plan* recognizes the poor east-west connections between downtown and East Franklinton. It recommends on-street bicycle-facility improvements on Broad and Town and wayfinding to direct bicyclists to the shared-use path network along the Scioto. In addition to the new Town Street bridge, the plan recommends building a “signature bicycle and pedestrian bridge at the confluence of the Scioto and Olentangy Rivers” to link East Franklinton and the Arena District.

Franklinton Community Mobility Plan

The *Franklinton Community Mobility Plan* makes several recommendations to support bicycling, including improving access to properties (e.g., installation of sidewalk bike racks outside of the walking zone) and bicycle school buses (groups of children who bike together to school under adult supervision). The report also proposes traffic-

calming and road-diet measures that further enhance cyclist safety and free up roadway capacity for bike lanes. The *Mobility Plan* identifies West Broad street as a top citywide candidate for bikeway facilities and recommends a design that includes lanes on both sides of the street.

WALKING

Streets with wide travel lanes and excess capacity tend to carry traffic at higher speeds and often discourage pedestrian use. The design of Broad, Town, and Rich streets, major east-west connectors within Columbus, have put auto mobility ahead of all other considerations. Recent planning efforts have centered on improving pedestrian conditions on these streets.

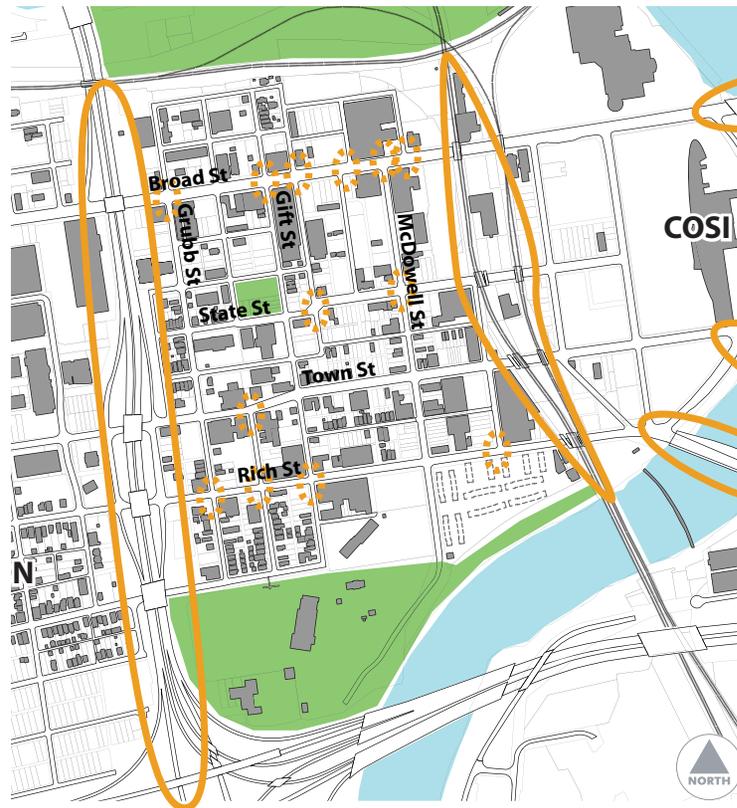
Pedestrian Priorities

The *Franklinton Community Mobility Plan* identified West Broad as a pedestrian priority street, in part because of its safety record. Between 2000 and 2006 it experienced

FIGURE E3 **Street Quality**



FIGURE E4 Barriers to Pedestrian Access



more accidents per mile involving pedestrians, bicycles, and children under 15 as well as more crashes per mile resulting in death or serious injury than any other street in Franklinton. West Broad Street is also the subject of an Ohio Department of Transportation “complete street” traffic study intended to help balance the needs of all users—pedestrians, bicyclists, drivers, and transit. *The Downtown Columbus Circulation Study* (2006) and *East Franklinton Community Mobility Plan* (2010) recommended narrowing Broad Street, and the city plans to make pedestrian-safety improvements on the street.

The Downtown Columbus Circulation Study ranked the level of livability on East Franklinton streets. According to the plan, highly livable streets have:

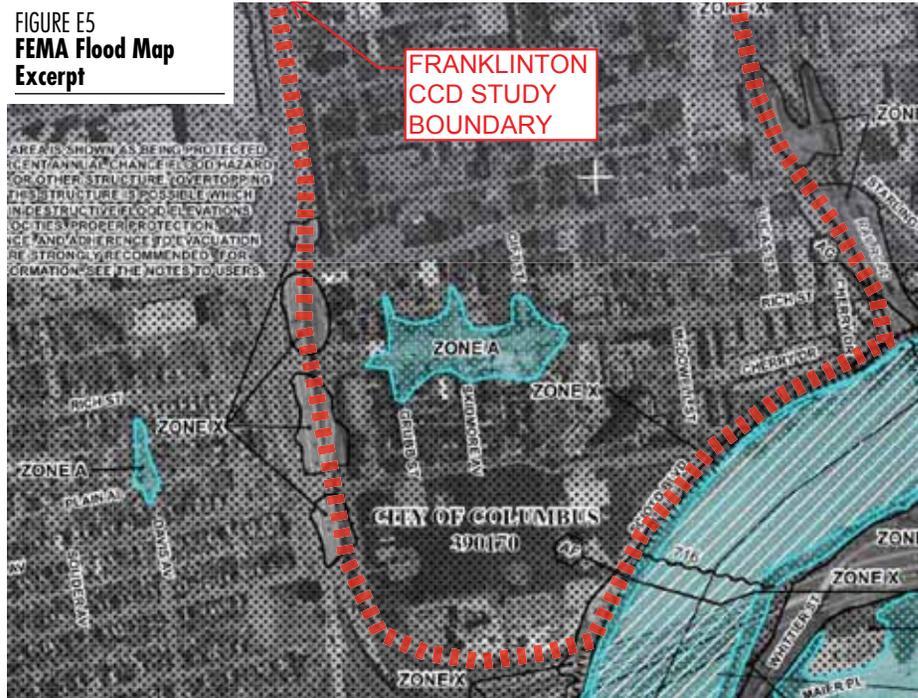
- slow vehicle speeds,
- attractive pedestrian facilities,
- street trees, and
- a buffer between pedestrians and vehicles

Only three streets in East Franklinton—McDowell and Gift streets and Washington Boulevard—ranked as highly livable. Broad, Town, Rich, and State streets and Sullivant Avenue all received a medium-livability ranking. Figure F3, taken from the study, shows how those East Franklinton streets examined in the study fared on the livability scale.

Except for Broad, Rich, and Town, most of East Franklinton’s narrow streets carry relatively low traffic volumes at low speeds. Most have sidewalks on both sides, although some spots, where weeds grow through the sidewalk, require repair. Crosswalks and other crossing enhancements are largely absent.

In addition to the low quality of pedestrian infrastructure, the limited number of connections to adjacent neighborhoods poses a major barrier to walking. Connections across SR 315 to Franklinton are poor at West Broad Street and completely absent at West Town and West Rich. Proximity to downtown makes East Franklinton well suited for development, but walking between the two districts remains difficult, particularly along the Rich Street Bridge. Figure F4 shows barriers to pedestrian access as well as intersections that lack crosswalks or signals needed to provide a safe location for crossing the street on foot.

FIGURE E5
FEMA Flood Map
Excerpt



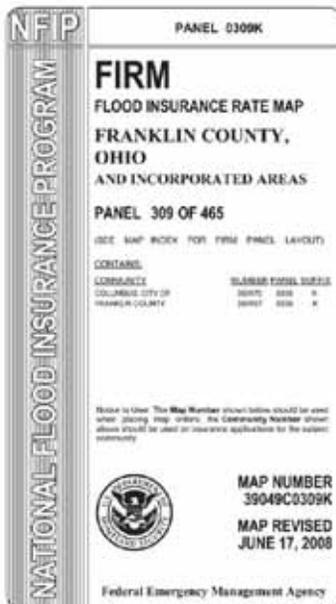
Utility Infrastructure

GENERAL

An established network of sewer-collection and water-distribution systems serve the current land uses within the planning area. Most major and neighborhood streets have sewer mains, water mains or, in many cases, both running inside the street right-of-way, with service taps and connections to adjacent parcels and buildings. These systems range in age from brick sewers installed at the turn of the 20th century to more modern installations that address system maintenance, flow and capacity requirements, and the needs of development projects.

Low-lying Franklinton has historically been highly susceptible to flooding. However, with the completion and dedication of the Franklinton Floodwall in 2004, lands within the study boundary have been reassigned from Zone X (0.2% annual chance flood hazard) to Zone X (protected from the 1% annual chance flood hazard by levee, dike or other structure), as designated on FEMA flood insurance (FIRM) mapping panel 39049C0309K dated June 17, 2008. Exhibit A20 shows the FEMA map. This major achievement gives development efforts a certainty of protection from future flooding along the Scioto.

In conjunction with the floodwall's construction, the Army Corps of Engineers and City of Columbus developed a flood-control action plan that requires City personnel to activate gates, stop logs and other protective barriers across portions of low-lying streets and rail connections. The plan also requires the closing of certain sewer gates to prevent backflow of rising river water through the area's storm sewers. In addition to the action



plan, stormwater pump stations at Rennick Run and Dodge Park collect and pump water into the river from the majority of the interior drainage area. This keeps water from ponding behind the floodwall in the event that high river levels coincide with high-intensity rainfall.

The Columbus Downtown Development Corporation (CDDC) has pursued further improvements to the Scioto River within the area. Currently the CDDC plans to remove the Main Street Dam and deepen the river channel. The intent is to restore the river to a more natural state with a narrower channel and increased flow rates. Narrowing the channel will expose new portions of the banks, creating additional space for recreation

and bike trails. This work would reduce the river profile through downtown by up to eight feet, which should further reduce flooding along the river corridor.

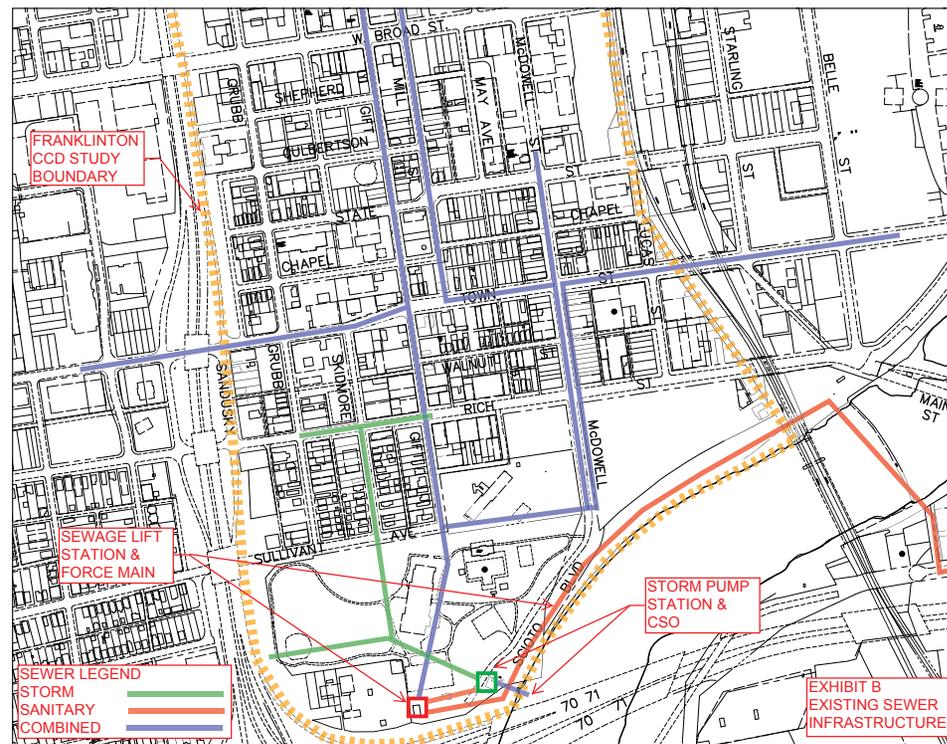
STORM, SANITARY AND COMBINED SEWERS

Some of the oldest sewers in Columbus—with brick construction dating to the late 1800s—lie beneath East Franklinton. As was common well into the 20th century, a single pipe handled both sewage waste and stormwater runoff. While this represented an efficient way to transport waste water, heavy rainfalls could exceed the pipe flow capacity and cause a hydraulic surcharge. The surcharge would flow out of manholes, carrying a mix of raw sewage and stormwater runoff overland and into local

waterways. Design advances introduced controlled surcharge points (combined sewer overflow or CSOs) that opened directly into the waterways, eliminating contact between raw sewage and human populations.

The combined sewer systems and overflow points represent challenges to contemporary high standards of water quality. Most major North American cities have begun eliminating antiquated combined systems and the overflows they produce, separating sanitary and storm flows into different pipe networks. On the leading edge of meeting this goal, Columbus has numerous projects under way to achieve it. Franklinton is an area that will benefit from the city's flow-separation work.

FIGURE E6 East Franklinton Storm Sewer and Sanitary Sewer Facilities Along the Scioto River



The entire East Franklinton watershed is drained by combined sewer mains. Many existing properties have separated storm and sanitary pipe systems on-site, but they discharge to combined-flow collector mains—as do all street drains. The destination of the combined flow is a system of regulators and sewage pump stations near Dodge Park. Sanitary flow is collected and pumped through a force main that crosses the river and enters the Olentangy Scioto Interceptor Sewer (OSIS) on the eastern bank.

A large, 72-inch storm pipe from a separate Dodge Park stormwater pump station system empties into the Scioto. This system handles the stormwater network in the plan area drainage boundary. To help protect the sewage pump station from potentially heavy combined flows originating upstream, an 18-inch overflow pipe to the stormwater pump station was put in place. This connection creates a potential CSO point where the 72-inch storm pipe empties into the Scioto (identified as Station ST-26 by the city and Ohio EPA). Overflow events are monitored to determine biological effects on the waterway, but no such event has been recorded since 2002 when the force-main and sewage-pump-station system opened (Exhibit B, Existing Sewer Infrastructure).

WATER SUPPLY

A complete grid network of water-supply piping lies within the major and neighborhood street rights-of-way in East Franklinton. Major distribution lines exist along Broad (16-inch main) and Town (12-inch main). A large 36-inch transmission main also exists along Grubb Street; it turns east at the plan area's southern boundary, crosses the river near McDowell, and enters downtown on the eastern bank. Secondary connections along cross streets primarily comprise existing 6-inch pipe systems. Since

the existing primary land use is residential, this water network appears to provide adequate water flow and pressure to the neighborhood. As with the sewer system, however, many of the pipes are very old and most likely suffer from internal buildup of debris and calcification, reducing their intended flow characteristics.

The water supply system serves numerous public fire hydrants. Overall fire hydrant spacing and coverage within the planning area appears adequate for current land uses.

Utility Infrastructure Improvements

GENERAL

The existing sewer and water infrastructure within East Franklinton can likely provide sufficient service for new development concepts recommended in this plan. The proposed new land uses and densities do not appear significantly more demanding than the area's existing mixed uses. The City of Columbus Public Utilities Department has a record of preemptively addressing utility upgrades for areas undergoing redevelopment. The department has shown an understanding that dollars spent on redevelopment should work in concert with utility infrastructure to provide both efficient utility servicing and systems longevity.

STORM, SANITARY AND COMBINED SEWER

Sewer upgrades in East Franklinton will primarily involve separation of stormwater and sanitary flows within the local collection system. The City of Columbus has historically used capital improvement project (CIP) funds to address similar conditions. For example, combined

sewers around South Campus Gateway near the OSU campus were converted to sanitary-only pipes after being rehabilitated with cured-in-place pipe liners. An infrastructure-improvement agreement introduced new storm sewers for public right-of-way drainage and redeveloped parcels, which were built as part of the overall public street and utility upgrades for the project. The new storm-drainage system connected to an outlet point for separated storm flows previously built under a different CIP. Figures F7–F9, at the end of the appendix, show recommended improvements for the three phases of East Franklinton development.

WATER

Water infrastructure upgrades in East Franklinton will likely be more selective and require the involvement of the City Water Division engineering staff in determining which lines require attention. Since the lines consist mostly of 6-inch pipes more than 100 years old, the Water Division's records of problem lines or lines requiring repeated repair should serve as the indicator of which lines should have priority for upgrades. Alternate methods, like cleaning and relining existing piping, may offer cost savings over traditional trenching. Figures F10–F12, at the end of the appendix, show recommended improvements for the three phases of East Franklinton development.

ELECTRIC AND TELECOMMUNICATIONS

Most public streets in the planning area carry overhead pole lines, often on both sides of the street. These lines primarily serve electric and telecommunications systems. Electric lines vary from large, three-phase transmission lines and distribution lines to local service lines down to transformers and feeders to existing buildings. The area also contains underground electric systems, including

a large, 138KV transmission line under Rich Street and duct-and-manhole systems beneath Broad Street. This report assumes that underground systems will remain in place and can be worked around as part of the master plan improvements.

Telecommunication lines include phone, data and cable television facilities. They also include main distribution feeds down to local service lines and feeders to existing buildings. As with the electricity supply, underground ducts and manholes are present, primarily in Broad Street.

Although this document does not evaluate the costs of burying utility lines, which can be considerable, burying does enhance streetscape design and is recommended along Broad Street. In other instances, the plan recommends consolidating pole lines and/or routing them along alleys behind buildings.

MISCELLANEOUS PRIVATE UTILITIES

Found throughout East Franklinton, underground gas piping occurs primarily within street rights-of-way and should not require adjustment or relocation except in rare exceptions. Gas-main capacity and its ability to serve the redevelopment will require further evaluation and will need to take into account the types of buildings added by new development.

SUMMARY

The East Franklinton Creative Community District Plan assumes phased development of the district. The required utility-infrastructure upgrades should be consolidated within a master plan that reflects development phasing and is developed with the help of the city's sewer and water divisions.

Large redevelopment projects in Columbus have typically involved entire city blocks, making it easier to determine the boundaries of the utility improvements required. East Franklinton will likely have multiple development sites, including those with frontage along one side of a street. The city will most likely require water-line upgrades, sewer separation, and drainage improvements for an entire right-of-way and not simply a portion of it. This plan attempts to identify work limits in a way that maximizes the efficiency and economy of recommended improvements, while generally respecting the plan boundaries.

The plan includes recommendations for utility-infrastructure upgrades for each phase of the master plan (3–5 years, 5–7 years, and 10–20 years). A defined boundary for each plan implementation area and the associated utility improvements appear on separate exhibits for sewer, water and overhead utility lines.

FIGURE E7 Recommended Sewer Improvements for the 3- to 5-Year Development Phase

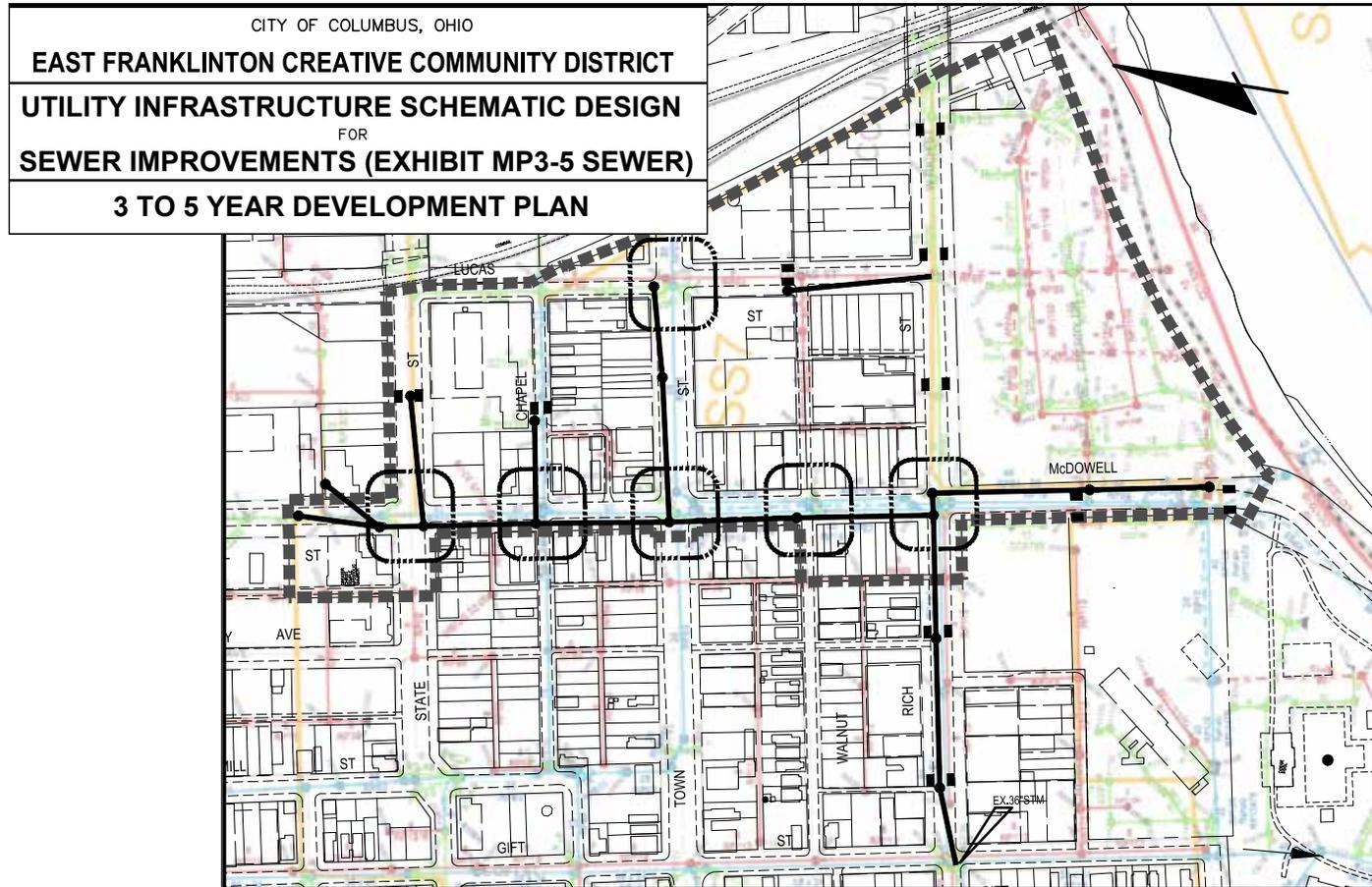


FIGURE E8 Recommended Sewer Improvements for the 5- to 7-Year Development Phase

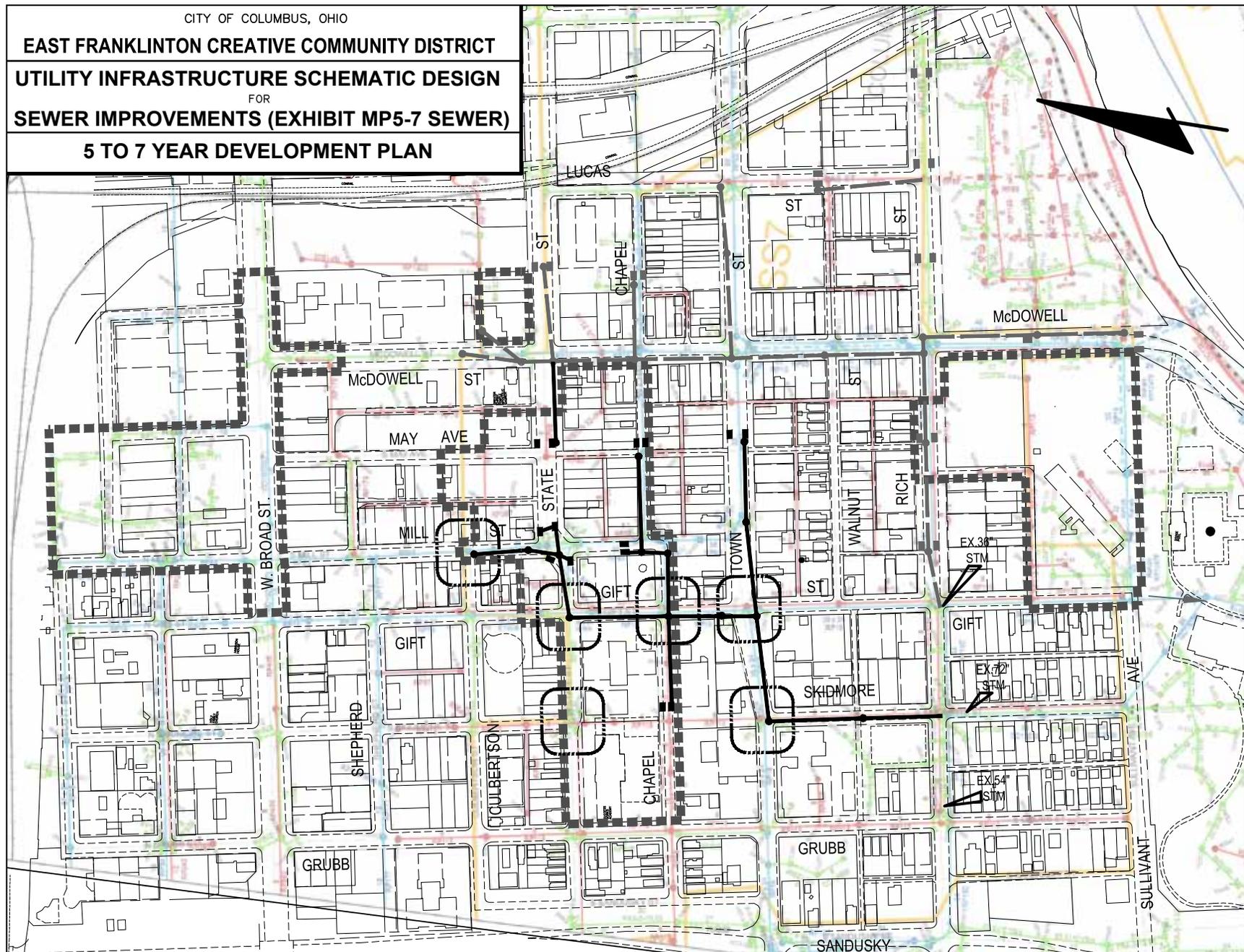


FIGURE E9 Recommended Sewer Improvements for Development 10 Years and Beyond

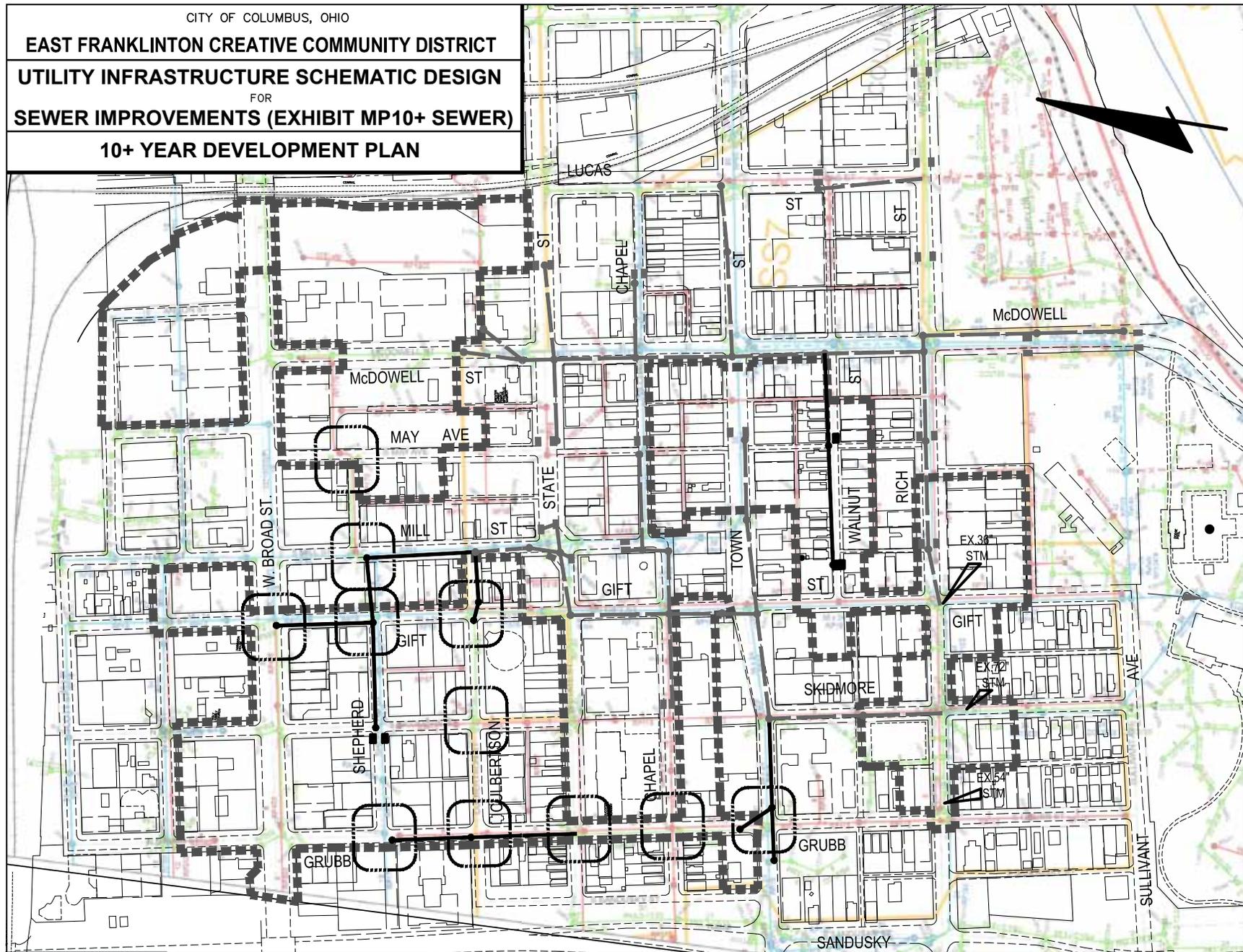


FIGURE E10 Recommended Water Improvements for the 3- to 5-Year Development Phase

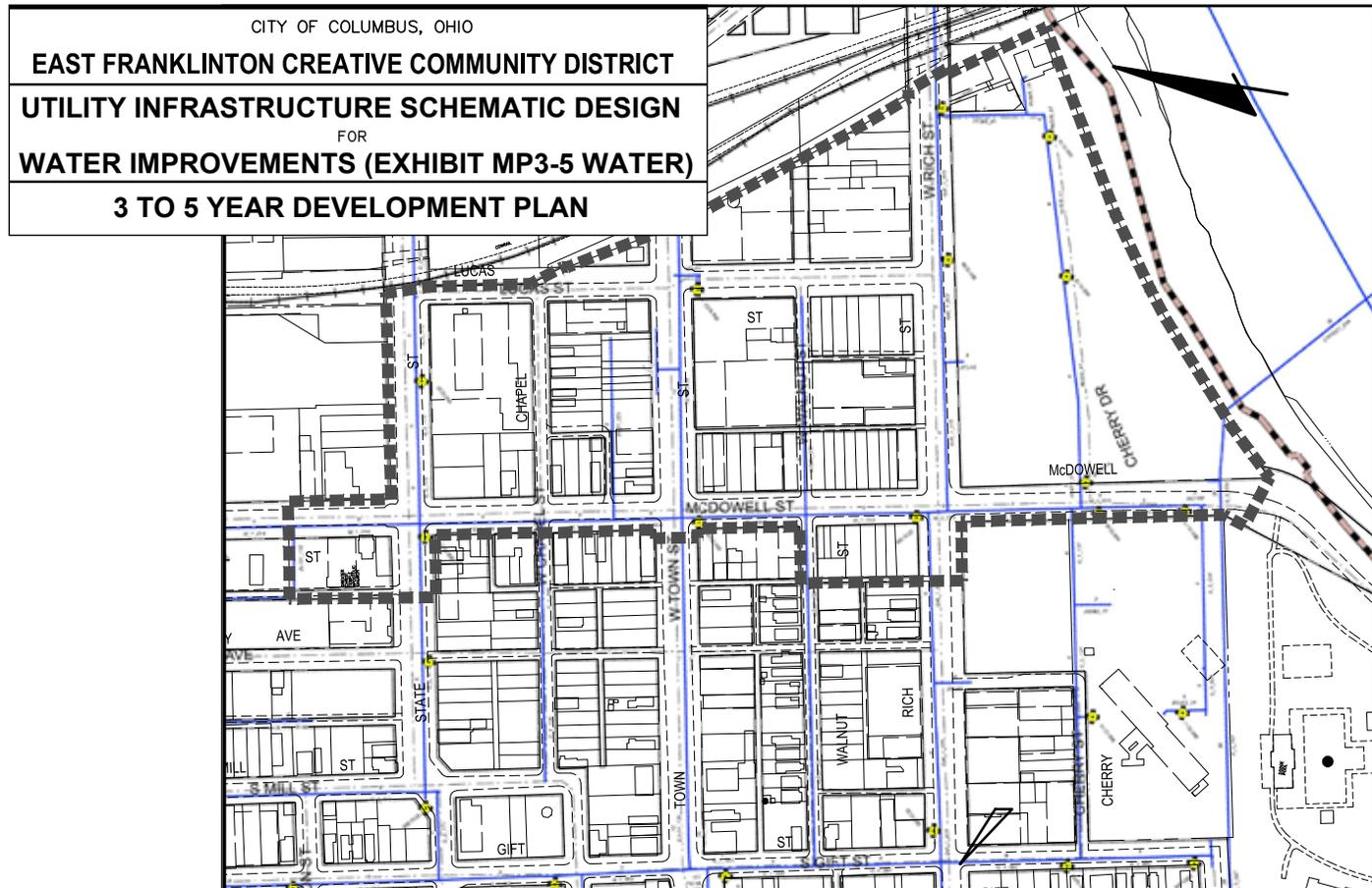
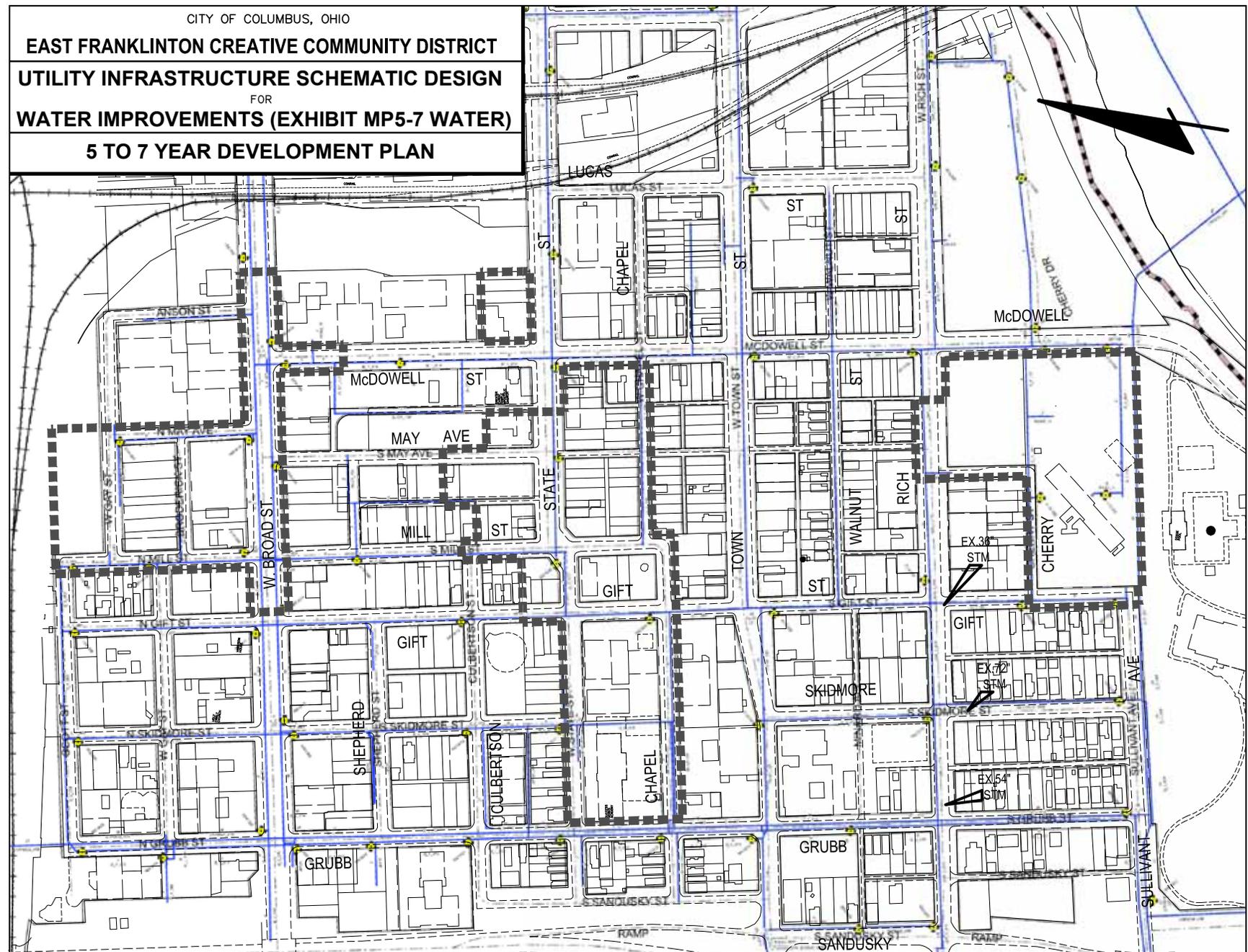


FIGURE E11 Recommended Water System Improvements for the 5- to 7-Year Development Phase



APPENDIX F

**DEVELOPMENT
STANDARDS**



Development Standards

Excerpts for the East Franklinton Creative Community District Plan

These development standards are intended to be used in the review of development applications and will be applied in tandem with the regulatory approach selected for implementing this plan in the form of adopted design guidelines.

Land Use and Design

LAND USE COMPATIBILITY

- When a proposed use is compatible with adjacent uses, it should be supported.
- When a proposed use may have potential conflicts with adjacent uses, such conflicts should be remedied or minimized through project redesign.

DENSITY

- Density of infill development should be consistent with the recommendations of the East Franklinton plan.
- Infill development proposed at densities higher than the plan recommendations should utilize an extraordinary high level of design and materials to provide compatibility with nearby architecture and design (appropriate setbacks, roof pitch and shape, building materials, windows and doors, height, width, massing, porches, etc.), as well as design solutions to mitigate impacts (stepping down the height of structures, screening, etc.).
- Building heights should be consistent with the urban design standards recommended in the plan and height map on page 4.18. Buildings between three and five stories should provide an additional building setback above the third floor. Buildings that exceed five stories should provide at least one additional setback above the fifth floor and employ design solutions that protect views.

ARCHITECTURE – MIXED-USE, COMMERCIAL, MULTIFAMILY AND INSTITUTIONAL BUILDINGS

- Architectural should be provided that establishes and defines a building’s appeal and enhances the industrial character of East Franklinton.
- Historic and other contributing buildings should be preserved to the extent possible and if necessary, incorporated into new development.
- New construction should be integrated with the existing fabric and scale of development in surrounding neighborhoods.
- A wide range of architectural styles are appropriate for East Franklinton, with preference for contemporary building design and materials.
- In cases where a traditional style is proposed, new buildings should never be literal duplications of historic styles. Instead, new designs should be contemporary interpretations of traditional buildings, especially styles found throughout the city. These interpretations should be similar in scale and overall character to historical precedents, but should differ in terms of detailing.
- All sides of a building should be coherently designed and treated. A consistent level of detailing and finish should be provided for all sides of a building (“four-sided” architecture).
- Building frontages that exceed 50 feet in width should consider using vertical piers or other vertical elements, spaced at intervals of 15 feet to 30 feet along the entire building elevation.
- New buildings should be consistent in mass and scale to recommendations in the East Franklinton plan. Larger buildings should be divided into smaller modules or bays. Floor-to-floor heights should appear to be similar to those in nearby traditional buildings, especially first floor windows.
- Street-level facades are recommended to be as transparent as possible to create an attractive pedestrian environment, except for residential spaces on ground floors. For a primary façade, at least 60 percent of the first-floor wall area (between two feet and ten feet) should be clear/non-tinted window glass, which permits a view of the building’s interior to a minimum depth of four feet. At least 25 percent of upper-floor wall areas should be clear/non-tinted window glass.
- Buildings with ground-floor residential spaces should have direct access to the public sidewalk and incorporate front stoops or small plazas to contribute to street activity. Multi-story buildings with residential units should incorporate balconies for the same reason.

RETAIL USES

- Retail uses are appropriate throughout the neighborhood, consistent with the East Franklinton plan, provided applicable code requirements are met.
- Corner stores and offices are an appropriate use, particularly at intersections. Any potential negative impacts should be mitigated.
- Sidewalk dining should be supported that enhances restaurant, dining and entertainment businesses, provided ADA requirements are accommodated, per DPS approvals.
- Drive-through pickup windows and coverings should not be located on building frontages and may be located to the rear and sides of the principal building only when adjacent property is not residentially used or zoned.

SERVICE, LIGHT INDUSTRIAL AND LIGHT MANUFACTURING USES

- The development character of East Franklinton includes a variety of businesses, including services, light industrial and light manufacturing. Unless otherwise noted in the plan's zoning recommendations, such uses are expected to continue in the neighborhood. It should be noted that certain artistic methods are industrial in nature, such as metal work and fabrication, and stone cutting.
- New buildings constructed for these uses should exhibit an architectural character in keeping with the neighborhood, relative to materials, design, and color. Loading, storage, and other external activities that generate noise, etc., should not face public sidewalks or residential or institutional uses. Screening of loading and outdoor storage and activities should comply with applicable city code.

MIXED USES

- Mixed uses can occur vertically in a building (i.e., first-floor retail, second-floor office, third and higher floors residential) or horizontally in a development among various buildings (in these cases, the uses should be integrated and not segregated).
- Ground-floor uses in mixed-use buildings should include retail, restaurants, services, cultural facilities and amenities, personal services and offices.
- A variety of housing unit types and sizes should be provided in the residential portions of mixed-use developments.

SINGLE- AND TWO-FAMILY USES

- New single- and two-family housing is especially appropriate in the southwest quadrant of East Franklinton, where such uses already are dominant.
- The minimum setback for a principal single- and two-family building should be zero feet and the maximum setback for a principal building should be ten feet from the public sidewalk.
- Accessory buildings (including, but not limited to, detached garages) should be located at the rear of the principal building (garages should not access directly onto public streets). A curb cut and driveway from a public street is only supportable where no alley exists.
- The primary façade for single- and two-family buildings must abut a city street (i.e., be a building frontage).
- New housing should be compatible with nearby housing in terms of building height and width, building materials, porches, roof pitch, setbacks, and windows and door size, width, and spacing.
- Single-family and two-family structures should include covered front porches that are at least eight feet deep.

ACCESSIBILITY

- Promote accessibility and “visitability” in all new construction and in rehabilitation and redevelopment of existing buildings.

Parking

- Surface parking should be located to the rear or side of street-oriented buildings, with preference for the rear of buildings and screened per code. The use of pervious surfaces for surface parking is encouraged to minimize storm water runoff and increase infiltration.

- The minimum setback for parking lots is five feet; parking located adjacent to a public sidewalk, however, can be located closer than five feet, provided that it fully meets all screening requirements. Parking lots and accessory buildings should be located at the rear of the principal building. Where access to the rear of the property is not possible from a public alley or street, up to 50 percent of the parking may be located at the side of the principal building.
- Structured parking should be considered for higher-density projects, as appropriate, and designed to minimize visual impacts. Building materials, detailing and landscape should be used that complement the surrounding area. Primary elevations should include ground floor uses (e.g., commercial space) or be screened with residential uses. Parking structures should be set back no more than 10 feet.
- Parking reductions may be appropriate for higher-density, mixed use projects. Shared parking arrangements may be appropriate.

Signage

Note: It is assumed that if a new zoning district or overlay is created for East Franklinton, that more definitive signage standards will be prepared.

- In general, signage should be pedestrian in orientation and scale. Walls and blade signs are preferred. Pole signs are generally discouraged. The dimensional standards of the city graphics code should be used unless new standards are developed specific to East Franklinton.
- Signs are recommended to be placed and sized on buildings such that they area in keeping with the scale

and size of the building facades and general streetscape so as not to obscure or interfere with architectural lines and details.

- Sign design and materials should relate to the general theme of the surrounding district and incorporate the building architecture. Examples include hand-crafted, artisan design and materials.
- Freeway-oriented signs, pole signs, sign benches, billboards and other off-premises signs should not be supported.

Site Design and Landscaping

BUILDING ORIENTATION AND SETBACKS

- Buildings should be located parallel to the street on which they front. The primary façade should be located on the major street abutting the building and the secondary façades should be located adjacent to secondary streets, service drives, and alleys. Buildings on corner lots should be oriented to the corner and to the street fronts, and should make a strong tie to the building lines of each street.
- The minimum setback for a principal building is zero feet and the maximum setback for a principal building is ten feet, except where a Public-Private Setback Zone is provided. Where a Public-Private Setback Zone is provided, a maximum setback of 15 feet is permitted for up to 50 percent of the building frontage.
- Buildings, parking structures and other structures taller than four stories should provide additional space for pedestrians adjacent to the public sidewalk if the existing sidewalk is five feet or less in width.
- The minimum setback for fences and masonry or stone walls is three feet. Fences or walls along a Public-Private Setback Zone may be located zero feet from the sidewalk.

- Primary entrances to buildings should be oriented to the primary public street with at least one operable door on the primary public street. Buildings located at a corner should orient the main entrance to the corner instead of to one of the two abutting streets (only one operable door is necessary).
- Secondary entrances can be located on side and rear elevations to meet fire code and to service adjacent parking.

BUFFERING AND SCREENING

- Between non-residential and residential uses, screening should be a six-foot board-on-board fence or other comparable material; chain link is not acceptable.
- Service and loading zones should be located to the rear, side or in an internal location where visibility from public rights-of-way and views from neighboring buildings and properties will be minimized or screened to their full height.
- Roof-mounted mechanical units should be screened to their full height should complement the building in terms of color and materials.
- Ground-mounted mechanical units and dumpsters should be located to the rear of buildings and screened to their full height on all sides by screening that is complementary to the building in terms of color and materials, or by evergreen plant material.

PUBLIC SPACES

- Developments over 1.5 acres in size in urban settings should include public spaces, such as plazas and courtyards.

LANDSCAPING

- Landscape materials and design should enhance structures, create and define public and private spaces, and provide shade, aesthetic appeal, and environmental benefits.
- Paved areas should be shaded, especially parking lots.
- Public, semi-public/private, and private spaces should be demarcated clearly through the use of landscape, walls, fences, gates, pavement treatment, signs, and other methods to denote boundaries and/or buffers.
- Barriers to views or light should be reduced by selecting appropriate tree types, pruning thick hedges, and large overhanging tree canopies.
- Landscaping should be used to support storm water management goals for filtration, percolation and erosion control, including rain gardens.
- Landscape adjacent to natural features should be used to soften the visual appearance of a development and provide a natural transition between the development and open space areas.

STREET TREES AND STREETScape

- Street trees are recommended on all public and private streets, with species and spacing approved by the City of Columbus forester.
- Tree-lined residential and commercial streets should be either established or maintained.
- Landscaping on private property bordering sidewalks should be designed with new elements, such as a new plant form or material, at a scale and intervals appropriate to the site. This is not intended to discourage a uniform street tree or landscape theme, but to add interest to the streetscape and enhance the pedestrian experience.

LANDSCAPE MATERIALS

- All trees (including street trees) should meet the following minimum size at the time of planting: shade trees 2 inches caliper; ornamental trees 1 1/2 inches caliper; and evergreen trees five feet in height. Tree caliper is measured six inches from the ground.
- All trees and landscaping should be well maintained. Dead items should be replaced within six months or the next planting season, whichever occurs first. The size of the new material should equal the size of the original material when it was installed.

SECURITY

- Crime Prevention through Environmental Design (CPTED) measures should be incorporated, as necessary to reduce incidences of fear and crime, and design safer environments.
- Development should be designed to encourage visible space that will serve as a means to discourage and to deter crime through the location of physical features, activities and people to maximize visibility.
- Landscaping and screening along property and parking lot perimeters should provide for visual openings into the site between three and eight feet above the sidewalk. This can be accomplished by staggering plantings and using walls and fences with openings.
- Clear boundaries between public, semipublic/private, and private spaces should be defined.
- On-site lighting for security purposes should illuminate buildings and surfaces only, such as sidewalks and parking lots. Lighting should not be designed to illuminate the entire site, including adjacent property and rights-of-way, or the sky above the site.

WIRELESS FACILITIES

- The visual impact of wireless facilities should be minimized.
- Wireless facilities should be concealed in existing structures when possible; otherwise, use appropriate camouflage and screening techniques to hide or blend them into the surrounding area.
- Facilities should be designed to be aesthetically pleasing and respectful of the neighborhood context.
- Mechanical equipment and devices associated with wireless facilities should be placed in underground vaults or unobtrusive structures.

LIGHTING

- Lighting should be appropriate to its location and utilized to enhance security and highlight distinguishing characteristics of buildings.
- Lights should have fully shielded, recessed lamps directed downward to prevent glare and shine above the horizontal plane.
- Light standards (poles) should not exceed 18 feet in height.
- For aesthetic compatibility, light standards should be of the same or similar type and color.
- Lighting levels should provide sufficient illumination to ensure security, but without glare, hot spots, or light spillage through residential windows.
- Where appropriate, lighting should highlight special architectural or landscape features and/or prominent buildings and gateways.
- Wall-mounted lights should be directed downward. Soffit-mounted light fixtures should be recessed in the soffit or otherwise fully shielded from view from any property line.

- Ground-mounted or other upward directional lighting should be permissible only where some form of shield or light baffling is provided to create a soft, uniform light quality and minimize light spillage beyond trees, landscaping, walls or signs being illuminated.

Transportation Network

- Off-street parking for bicycles should be provided per code. Major development should consider facilities beyond that required by code, such as bike lockers and water facilities.
- Bike lanes and sharrows provided by DPS in its implementation of the Bicentennial Bikeways Plan must be balanced with the need for on-street parking in East Franklinton.
- Existing street and alley grids should be maintained or reestablished.
- Developments should maintain any existing brick streets, existing street widths and intersection/turn radii, and minimize the number of curb cuts.
- Crosswalks should be provided at all signalized intersections where appropriate, per DPS.
- Traffic-calming devices should be proposed for new streets adjacent to schools, parks, libraries, and other community facilities, per DPS.
- The use of walls, gates and other barriers that separate residential neighborhoods from the surrounding community and commercial areas should be discouraged.
- Public sidewalk system should be maintained per code. Buildings, parking structures and other structures taller than four stories should provide additional space for pedestrians adjacent to the public sidewalk if the existing sidewalk is five feet or less in width.
- Pedestrian connections should be made to the emerging regional trail system.
- Accessibility should be provided per ADA guidelines and design standards.
- Bus stops and shelters should be provided per COTA standards.
- Development should provide pedestrian access to transit stops.
- Average gross residential densities that support transit are at least 12 dwelling units per acre.