



# 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

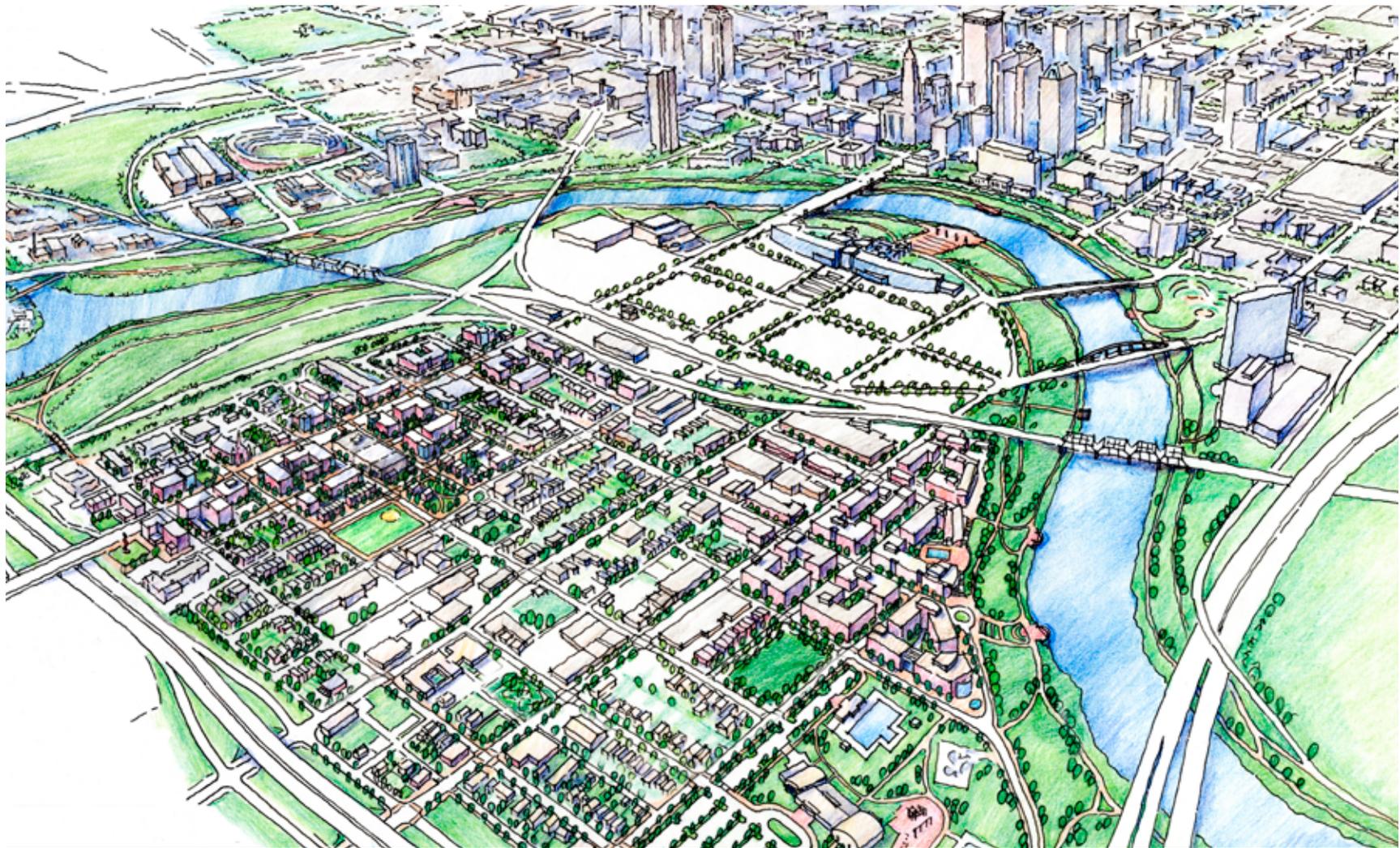
**Overview.** For years low density, inflexible zoning, misperceptions about safety, fragmented land ownership, a sense of isolation, and other challenges discouraged market interest in East Franklinton. Mayor Coleman's commitment to revitalizing the district, however, may



*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**

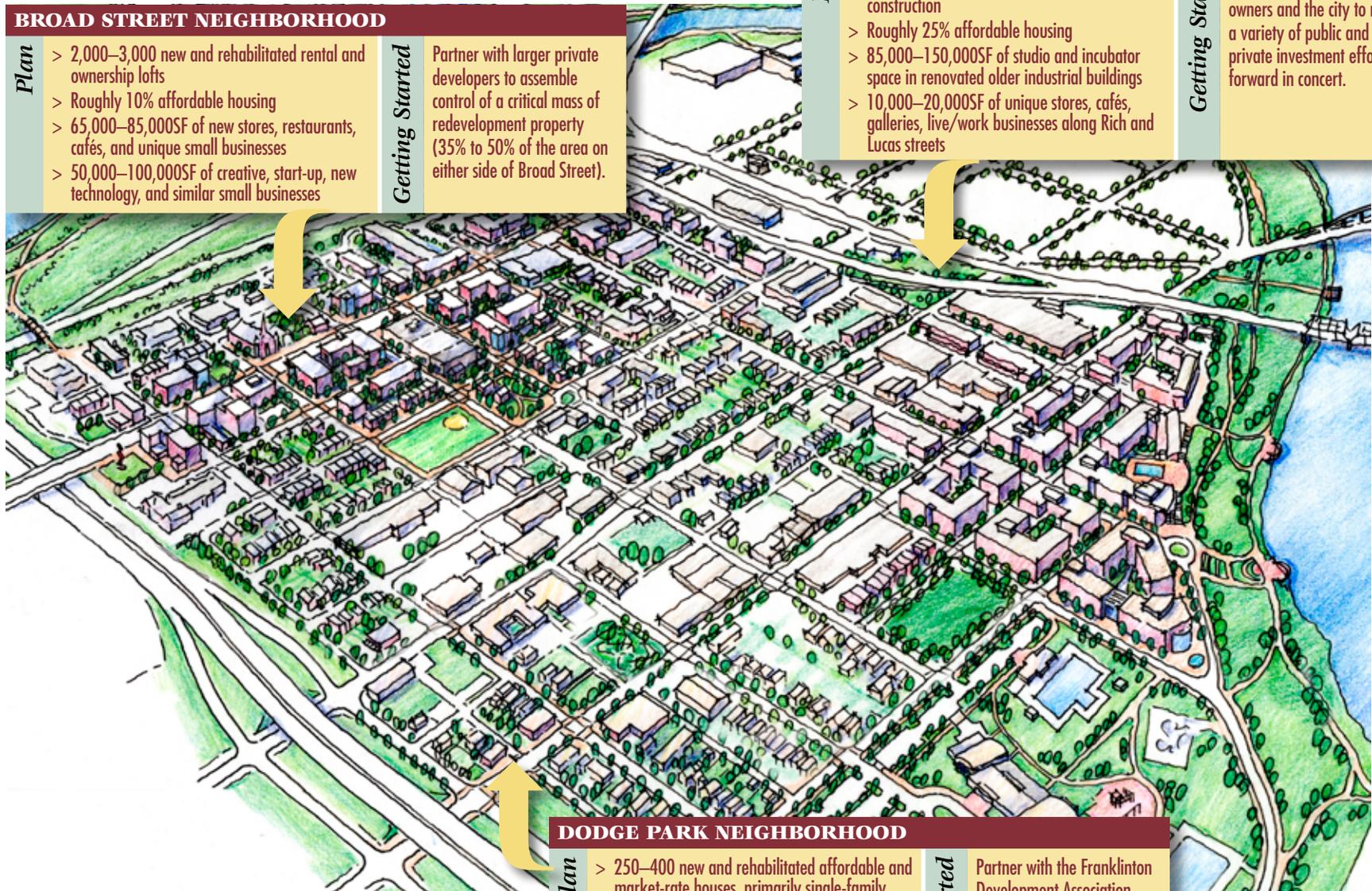
Partner with larger private developers to assemble control of a critical mass of redevelopment property (35% to 50% of the area on either side of Broad Street).

## 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.