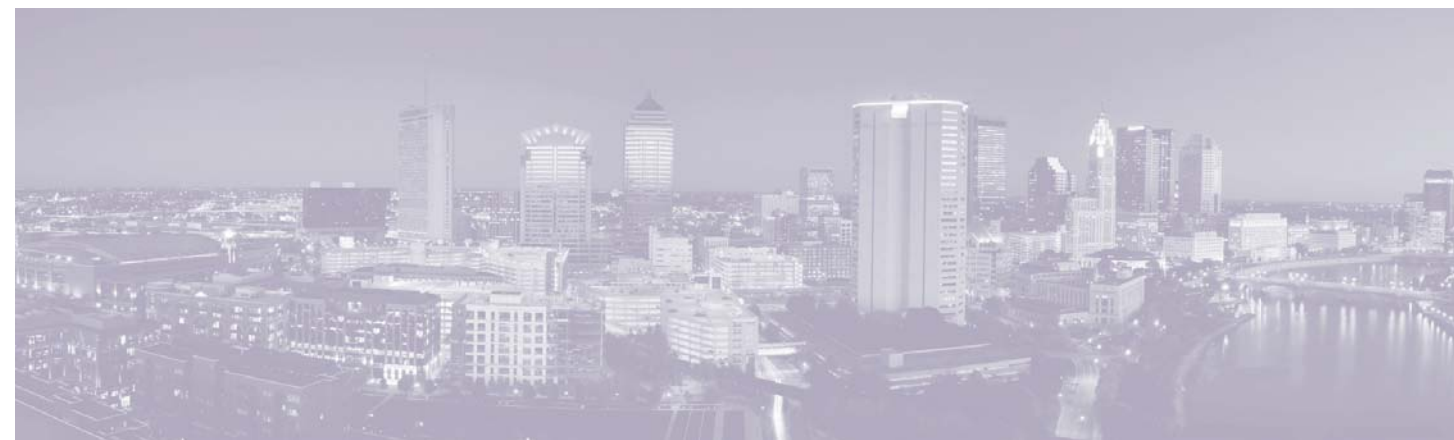


2010 DOWNTOWN COLUMBUS STRATEGIC PLAN

10 PRINCIPLES

The 10 Principles were informed by the public process and the existing conditions analysis. This unified vision provides the basis for the 12 Ideas that will transform Downtown Columbus.



10 PRINCIPLES

As part of the planning process, a list of **10 Principles** were created to cohesively and comprehensively express the community's goals and common vision for Downtown Columbus. Combined with the existing conditions analysis that was outlined in the Downtown Today section of this document, these core principles provide a common understanding of both where Downtown Columbus is today and what it wants to become tomorrow. These principles serve as the foundation for each of the **12 Ideas** for Downtown Columbus and directly inform the resulting **8 Strategies** that have been created to implement the Plan.

PRINCIPLE #1

CONNECT USES, DISTRICTS AND PEOPLE

- Create an interconnected, walkable and vibrant downtown
- Plan a rich mix of uses that fills in the gaps to better connect downtown's assets, districts, corridors, and neighborhoods



PRINCIPLE #2

MAINTAIN DOWNTOWN'S STATUS AS THE EMPLOYMENT CENTER OF THE REGION

- Expand the role of downtown as the economic engine of the region
- Create opportunities for new business clusters that take advantage of synergies between existing firms and emerging technologies



PRINCIPLE #6

CONTINUE TO DEVELOP SIGNATURE PARKS AND PUBLIC SPACES

- Plan an interconnected system of parks, plazas and green spaces that provide for a wide variety of leisure activities
- Design additional public and private green space to attract private investment and revitalization by establishing new neighborhood gathering places



PRINCIPLE #7

INVEST IN ARTS AND CULTURE

- Ensure downtown's place as the preeminent cultural and creative hub of Central Ohio
- Establish a network of support for local artists, engaging adjacent neighborhoods and business districts
- Make art and performance facilities, cultural institutions, and a high quality built environment prominent and visible in everyday life downtown



PRINCIPLE #3

EMBRACE TRANSIT AS A COMPETITIVE ADVANTAGE

- Improve and expand existing transit service
- Develop and fund alternative transportation options to improve mobility, ease parking pressure, facilitate higher density mixed-use development, and improve Columbus' and the region's competitiveness



PRINCIPLE #4

GUIDE BUILDING FORM, DESIGN AND QUALITY OF THE PUBLIC REALM

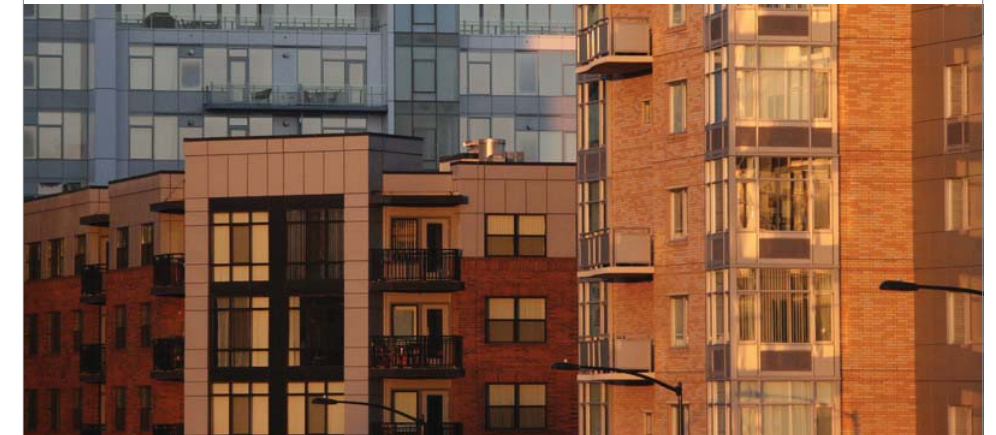
- Develop stronger guidelines to achieve a higher standard of development and streetscape enhancements
- Protect public and private investment and ensure that downtown achieves its full potential as a unique urban environment



PRINCIPLE #5

INCREASE AMOUNT AND VARIETY OF DOWNTOWN HOUSING

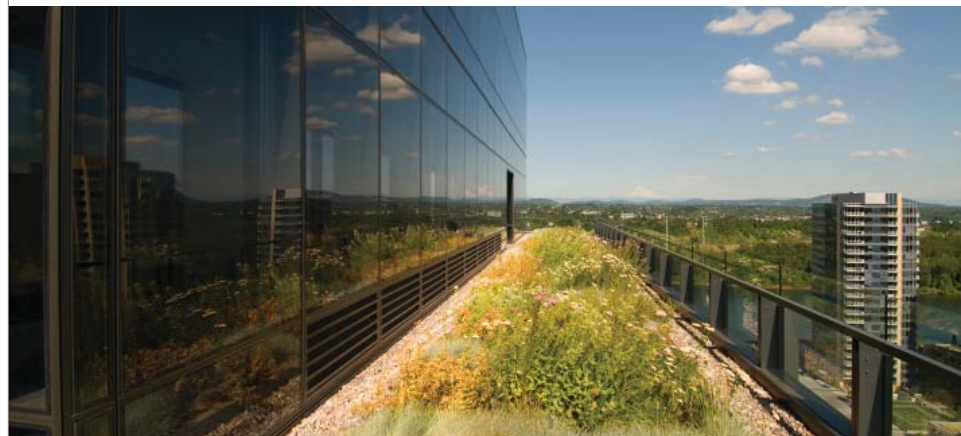
- Plan for a wide range of housing types, styles and price points to meet the space and cost requirements of current and future residents
- Focus downtown housing to create dynamic, sustainable and active neighborhoods that will attract retail, entertainment and other supporting services



PRINCIPLE #8

PRIORITIZE SUSTAINABILITY AND THE GREENING OF DOWNTOWN COLUMBUS

- Establish Downtown Columbus as the green capital of the Midwest by prioritizing sustainability
- Invest in green infrastructure, promote incentives for green buildings, and capitalize on green-oriented job growth that can transform the City's economy
- Develop an off-the-grid urban neighborhood that serves as a Midwest model of sustainability



PRINCIPLE #9

CONTINUE COLLABORATION BETWEEN PUBLIC AND PRIVATE SECTORS

- Target and prioritize new development opportunities and public green spaces that both the public and private sectors can jointly implement
- Promote existing and identify new policies and development incentives that advance desired outcomes



PRINCIPLE #10

CELEBRATE THE URBAN EXPERIENCE THAT ONLY EXISTS DOWNTOWN

- Understand and cultivate the allure of the downtown experience
- Focus on the strengths and opportunities unique to great urban environments, such as density, diversity, walkability, day-to-night activity and the greatest attractions in the region
- Continue and expand community celebrations in the downtown

