

# 2010 DOWNTOWN COLUMBUS STRATEGIC PLAN

## **IMPLEMENTATION**

*Downtown Columbus has experienced a resurgence during this decade as more residents and investment has returned downtown. The 2010 Downtown Columbus Strategic Plan seeks to build on this momentum and establish a vision for Downtown Columbus. A thriving downtown core is essential for the long-term success of the City of Columbus and the Central Ohio region. With proper leadership, strategic investment and public/private cooperation, this vision can be achieved. To guide implementation, all of the strategy recommendations are summarized, and an overall project idea matrix provides a method for tracking progress and assessing priorities.*



# IMPLEMENTATION

## INTRODUCTION

The 2010 Downtown Columbus Strategic Plan contains **12 Ideas** and **8 Strategies** that aim to improve downtown and solidify its place as the employment, governmental, institutional, entertainment and commercial core of Central Ohio. This implementation section pulls together all the project ideas and strategy recommendations raised in earlier sections to establish a roadmap that systematically guides actions regarding public and private investments. These will be political investments in policy and financial investments in infrastructure and project funding.

To guide the implementation of the **12 Ideas** and **8 Strategies** the following matrix and summary have been created. The **8 Strategies** have been cataloged to provide a comprehensive list of the action items necessary to advance the overall vision of the Plan. The **12 Ideas** matrix goes into greater detail and identifies the potential public and private sector actors and leaders in charge of implementing the next steps for each proposed project. A potential timeframe has also been estimated for each project. Short term identifies projects that could be completed within one to three years, medium term represents three to five years, and long term represents five to ten years.

While the **12 Ideas** and **8 Strategies** will require further discussion and analysis, the implementation matrix and summary table provide a starting point for implementation. As projects get implemented and conditions change, this list can be revisited to add and subtract projects and act as a benchmark for the continued revitalization of Downtown Columbus.

The 2010 Downtown Columbus Strategic Plan represents the first step in a longer planning process. The plan should be continuously revisited and updated over the coming years to ensure that projects and policies still meet the intended goals and to ensure that there is adequate political support for these ongoing planning efforts. Continued community discussion and cooperation will be necessary to guarantee that the vision for downtown remains a priority for all parties involved over the long-term.

## POTENTIAL ACTORS GLOSSARY

|              |                                                 |
|--------------|-------------------------------------------------|
| <b>CCAD</b>  | Columbus College of Art and Design              |
| <b>CDDC</b>  | Columbus Downtown Development Corporation       |
| <b>COSI</b>  | Center of Science and Industry                  |
| <b>COTA</b>  | Central Ohio Transit Authority                  |
| <b>FCCFA</b> | Franklin County Convention Facilities Authority |
| <b>GCSC</b>  | Greater Columbus Sports Commission              |
| <b>MORPC</b> | Mid-Ohio Regional Planning Commission           |
| <b>ODNR</b>  | Ohio Department of Natural Resources            |
| <b>ODOT</b>  | Ohio Department of Transportation               |
| <b>OEPA</b>  | Ohio Environmental Protection Agency            |
| <b>OSU</b>   | The Ohio State University                       |
| <b>SID</b>   | Special Improvement District                    |

## 12 IDEAS IMPLEMENTATION MATRIX

| 12 IDEAS                                                                              | POTENTIAL ACTORS                                                                | POTENTIAL LEAD                                                                                                      | POTENTIAL TIMEFRAME* |                      |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|
| <b>DISCOVERY DISTRICT</b>                                                             |                                                                                 |                                                                                                                     |                      |                      |
|    | <b>01 Southeast Downtown Gateway Opportunity</b>                                | CDDC, Property Owners, Institutions, ODOT, City, Discovery District SID                                             | CDDC                 | Long-Term            |
|    | <b>02 Infill Housing around Topiary Park</b>                                    | CDDC, City, Property Owners, Discovery District SID                                                                 | CDDC                 | Short to Medium-Term |
|    | <b>03 The Creative Campus</b>                                                   | CDDC, City, CCAD, Columbus State, Columbus Museum of Art, State Auto, Property Owners, ODOT, Discovery District SID | CDDC, Institutions   | Short to Long-Term   |
| <b>HIGH STREET CORE</b>                                                               |                                                                                 |                                                                                                                     |                      |                      |
|    | <b>04 Redefine Broad Street as the civic spine of the City</b>                  | CDDC, City, ODOT, Capital Crossroads SID                                                                            | City, CDDC           | Medium to Long-Term  |
|    | <b>05 Restore High Street as Downtown's commercial corridor</b>                 | CDDC, City, COTA, Capital Crossroads SID                                                                            | City, CDDC           | Medium to Long-Term  |
|   | <b>06 Develop a Downtown Transit Center to replace High Street Transit Mall</b> | CDDC, City, COTA                                                                                                    | City, CDDC, COTA     | Medium-Term          |
|  | <b>07 3-C Multi-Modal Station</b>                                               | City, ODOT, FCCFA, COTA                                                                                             | City, ODOT           | Short-Term           |
|  | <b>08 Develop a Downtown Bike Station</b>                                       | City, Capital Crossroads SID                                                                                        | City                 | Short to Medium-Term |
|  | <b>09 Develop a Downtown Field House</b>                                        | FCCFA, GCSC, City, Capital Crossroads SID                                                                           | FCCFA, GCSC          | Medium to Long-Term  |
| <b>RIVERFRONT</b>                                                                     |                                                                                 |                                                                                                                     |                      |                      |
|  | <b>10 Pedestrian Bridge connecting Arena District to Scioto Peninsula</b>       | City                                                                                                                | City                 | Short to Medium-Term |
|  | <b>11 Continue the Development of the Scioto Peninsula</b>                      | CDDC, City, COSI, Franklin County, Private Developers                                                               | CDDC, City           | Short to Long-Term   |
|  | <b>12 Scioto-Olentangy Greenway Corridor</b>                                    | CDDC, City, Army Corps, OEPA, OSU, Metro Parks, ODNR, MORPC, Stakeholders                                           | CDDC, City           | Medium to Long-Term  |

\* Short-Term = 1-3 years; Medium-Term = 3-5 years; Long-Term = 5-10 years

## 8 STRATEGIES SUMMARY

### 01 URBAN FORM

Update height standards and adopt density standards to ensure the appropriate build out of downtown consistent with plan recommendations.

Implement parking and transit policies in this plan that facilitate the redevelopment of surface parking lots and create a denser urban form.

Concentrate office and government development in the Mile On High and encourage supportive retail, entertainment and service businesses.

Facilitate concentrations of residential development to create neighborhood nodes at critical locations in the downtown, while encouraging supportive retail and services businesses.

Continue to implement incentive packages/programs that encourage the construction of a broad range of housing types and price points.

Continue to implement incentive packages/programs that attract office and retail development at key locations and corridors

### 02 TRANSIT

Continue to improve bus service operations to and within downtown, and investigate a downtown Bus Transit Center located in close proximity to downtown employment centers and services.

Ensure that downtown is accessible to those that are transit dependent.

Continue to implement the Bikeways Plan with an emphasis downtown on bike lanes, sharrows, storage facilities and bike stations.

Study bike sharing as a method for linking downtown with nearby neighborhoods

Build a comprehensive streetcar system to link downtown with OSU and other nearby neighborhoods and significant activity nodes

Continue to study other alternative modes of transportation (light rail, bus rapid transit, and heavy commuter rail) to facilitate long term-growth both in downtown and the region.

Explore the development of a stronger transit connection between Port Columbus and downtown.

Support the 3-C plan to connect Cincinnati, Columbus and Cleveland with passenger rail, including construction of a rail station at the Convention Center.

### 03 PARKING

Conduct a comprehensive parking study related to the land use and density requirements outlined in this plan.

As part of the above study, investigate and implement the following strategies as appropriate:

- The creation of parking districts to guide the construction of parking facilities where economically supported.
- Prioritize garage locations and provide improved access to structured parking via transportation links in key areas of downtown.
- Mandate that all large development provide structured parking.
- Create a system of peripheral parking “sinks” and transportation circulator to link them to downtown activity centers.
- Continue to use innovative financing solutions and public/private partnerships to build new parking garages.
- To allow garages to contribute to the urban fabric, encourage garages to be fronted by buildings, include first floor retail and use architectural screening

### 03 PARKING continued

Enact policies to better regulate existing surface parking lots in terms of aesthetics and screening.

Study the creation of financial incentives that encourage surface parking lot owners to develop property as contributing uses to downtown.

Encourage taxi service, centralized valet service, car sharing and bike sharing and other similar strategies downtown to enable residents, workers and visitors to park once and visit multiple locations within downtown.

Continue to study mass transportation systems to alleviate the pressure for automobile access into and out of downtown, reduce the need for costly parking structures, and enable greater density.

Provide on-street parking on downtown streets to the maximum extent possible as an amenity to retail development.

### 04 PARKS/OPEN SPACE

Continue current and planned park initiatives.

Establish a network of “green connections” that link existing green spaces downtown with residential, employment and activity centers.

Prioritize new parks and green spaces throughout downtown to increase the amount and quality of green space and provide amenities to attract new residential development.

Ensure the construction of expanded bridges and park caps as part of the I-70/I-71 project to better connect downtown with its adjacent neighborhoods.

Require the provision of public or private green space as part of all new major development in the downtown area.

Ensure quality, long-term maintenance and programming for all downtown parks, plazas and event spaces through an endowment and an entity charged with such duties.

Implement a public art program in the Downtown that targets public green space and plazas and public facilities.

### 05 STREETScape/STREET NETWORK

Update the Downtown Columbus Circulation Study as a means of implementing the Plan.

Apply the City’s “Complete Streets” policies and standards into the downtown street, pedestrian and cycling network taking into account existing conditions and prioritizing aesthetics.

Implement traffic calming measures in areas with high pedestrian traffic.

Balance the needs of ADA requirements with the need to activate the streetscape with such things as outdoor dining and cafes.

Prioritize streetscape improvements along key corridors concurrent with major roadway projects, such as the improvements proposed for Broad and High streets and for the four new urban avenues as part of the I-70/I-71 improvements.

Ensure full development of caps, expanded bridges, and the development of four urban avenues as great city streets as part of I-70/I-71 project to improve the pedestrian connection between downtown and adjacent neighborhoods.

Study the conversion all but essential one-way street pairs to two-way traffic flow.

### 06 SUSTAINABILITY

Develop a comprehensive green strategy for Downtown Columbus that will enable and encourage green infrastructure and construction practices for both the public and private sectors.

Develop a robust system of incentives (and in some cases requirements) to encourage green roofs, energy efficient buildings and other sustainability measures.

Educate citizens and business owners about the benefits of “going green” and provide information to link suppliers with customers.

Pursue construction of the transit center to reduce greenhouse gas emissions from idled COTA buses along the High Street Transit Mall.

Encourage investment in downtown-wide solutions such as green roofs and rain gardens to address stormwater issues, such as at RiverSouth.

Monitor new and existing green infrastructure to document its impact.

Explore development of Scioto Peninsula as a model green development.

Explore creation of Scioto-Olentangy Greenway to return river corridors to their natural condition.

Encourage State, City and County governments and other downtown medical and educational institutions to take a lead in developing sustainable practices in their planned future projects.

Promote the Green Columbus Fund to help offset the costs of sustainability projects downtown.

### 07 ARTS AND CULTURE

Continue to fund and champion existing arts institutions and organizations.

Create a City-managed public art program focused on public spaces in the entire downtown under the leadership of the Columbus Art Commission.

Continue to sponsor and promote arts and cultural events and happenings downtown (such as Independents Day on Gay Street and art exhibitions and installations).

Explore an expand role for public art, art facilities and arts-related events on the Scioto River corridor.

Focus retail and entertainment businesses around downtown theatre locations to provide nodes of activity throughout the day and evening.

### 08 CONNECTIONS

Ensure the success of downtown and its adjacent neighborhoods (both east-west and north-south) by improving the ability to access downtown by biking, walking and other forms of transit.

Implement I-70/I-71 project to connect near neighborhoods to downtown through the use of gateways, building caps, park caps and expanded bridges.

Identify additional improvements to the High Street corridor to better connect downtown with OSU including transit.

Continue to maintain and enhance the connectivity between OSU, and Downtown Columbus and the Whittier Peninsula via the Olentangy Bikeway.

Explore the removal of the Main Street and Fifth Avenue low-head dams to restore unimpeded river flow between OSU and downtown.

Study the removal of the five low-head dams above Fifth Avenue to complete a 16.5 mile greenway along the Olentangy and Scioto Rivers between Highbanks and Scioto Audubon Metroparks.

# IMPLEMENTATION

## ACHIEVING THE DOWNTOWN VISION

Downtown Columbus has the potential to be a vibrant, thriving community core. Already the employment, arts, and entertainment center of Central Ohio, Downtown Columbus has the opportunity use these strengths to attract more residents, workers and visitors. The 2010 Downtown Columbus Strategic Plan provides the framework for the projects and strategies that need to be implemented to help downtown fulfill its potential.

Achieving this Plan will take a concerted effort over the next few decades. As has been demonstrated on numerous recent successful projects, such as the Arena District, Huntington Park, the Scioto Mile and Columbus Commons, a strong public/private partnership will be critical in achieving the vision that has been illustrated in this Plan. The 2010 Downtown Columbus Strategic Plan will only be successful if there is collaboration with elected leadership, downtown development and planning entities, and other members of the downtown community. The public and private sectors need to continue to collaborate to advance needed and numerous policy changes, make strategic investments, and enable private sector development. Aligning both the public and private support for downtown planning will be critical in instilling an ongoing collective sense of priority for the Plan.

Now is the time to build on the success of the last decade. With renewed attention on Downtown Columbus comes the opportunity to transform not only the urban core, but the City as a whole. This plan establishes a long-term framework for downtown and identifies the strategic drivers for successful growth. Strong public/private partnerships and continued attention to project implementation and policy adoption will allow the 2010 Downtown Columbus Strategic Plan to have greater longevity and effectiveness. A successful downtown will, in turn, create a more successful region that is both nationally and globally competitive.

**THE 2010 DOWNTOWN COLUMBUS STRATEGIC PLAN WILL ONLY BE SUCCESSFUL IF THERE IS COLLABORATION WITH ELECTED LEADERSHIP, DOWNTOWN DEVELOPMENT AND PLANNING ENTITIES, AND OTHER MEMBERS OF THE DOWNTOWN COMMUNITY.**





*Downtown Vision*