



City of Columbus  
Department of Development  
Planning Division



# **WEST BROAD STREET**

## **Streetscape Improvement Plan**

**A Joint Planning Study Between the City of Columbus and Prairie Township**

August 2007





# West Broad Street Streetscape Improvement Plan

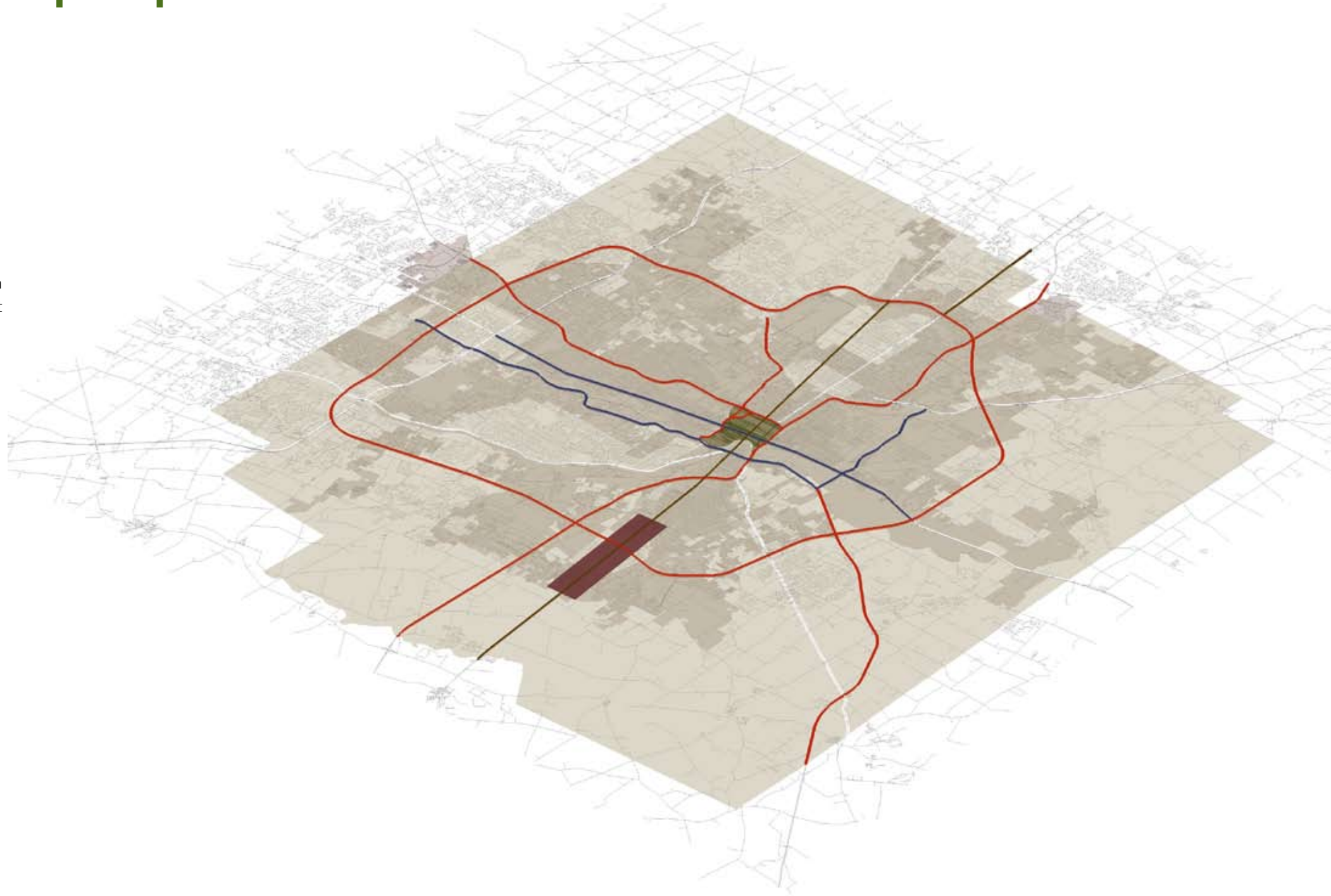
## Overview

The *West Broad Streetscape Improvement Plan* focuses on the right-of-way along West Broad Street stretching from Alton & Darby Creek Road (the western edge of the study area) to Wilson Road (the eastern edge). The study area crosses three jurisdictions: the City of Columbus, Prairie Township and Franklin Township. (See jurisdictions map on page 2).

The map at right shows the location of the corridor in relation to the city as a whole. The six aerial maps that follow present proposed improvements such as sidewalks, street trees, and street furniture. Numbered photos correspond to locations on individual maps that illustrate the existing conditions of the corridor. In addition to the maps, renderings of three different portions of the corridor present a street-level view of the proposed improvements, and portray the enormous potential of the West Broad Street corridor.

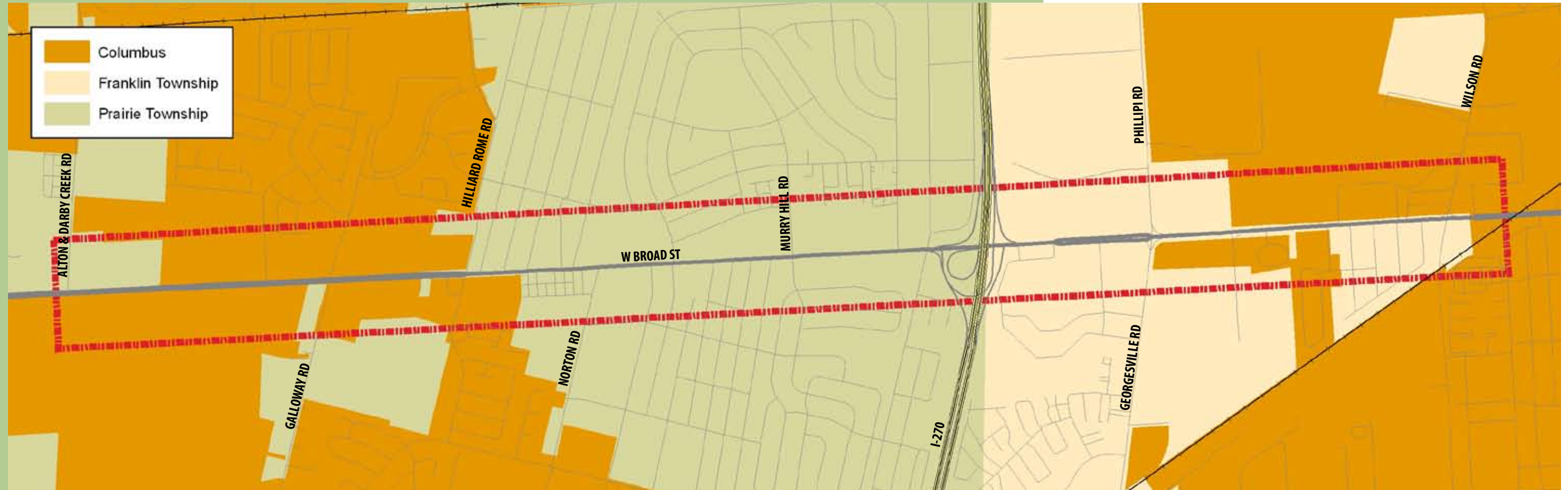
In conjunction with this plan, Prairie Township is producing an economic development plan. Both projects are first steps in the establishment of a Joint Economic Development District (JEDD) between the City of Columbus and Prairie Township. The long term goal is to target the revenues generated through the JEDD to fund the streetscape improvements outlined in this plan.

By making the corridor friendly to pedestrians, and by improving the aesthetics of the corridor through streetscape and roadway improvements, this stretch of West Broad Street can be completely revitalized. The hope is that this revitalization leads to a new image for the corridor and encourages an increased level of economic development.





# Jurisdictions



Right-of-way along West Broad Street stretching from Alton & Darby Creek Road (the western edge of the study area) to Wilson Road (the eastern edge).





## Character of the Corridor

The development pattern of West Broad Street is that of a low density, automobile-dependent commercial corridor. Development is dispersed along the entirety of the corridor, with large parking lots fronting West Broad Street and a lack of connectivity between businesses and adjacent neighborhoods.

Not unlike many other commercial corridors from the same era, West Broad Street has experienced some decline amid increasing economic competition. Older suburban retail areas throughout the nation have been experiencing difficult times as newer commercial developments attract shoppers that used to frequent these older shopping malls and adjacent strip centers. The West Broad Street corridor is no exception.

Another defining feature of the corridor is the number of curb cuts and the close proximity between the curb cuts and adjacent intersections. The safety issues presented by this are addressed by a roadway safety improvement plan being completed by ODOT. The scope of the ODOT plan covers a 3.2 mile area between Wilson Road and Hilliard-Rome Road, however many of the suggested improvements can be applied to additional areas of the corridor.

The landscaping of the corridor is generally very sparse. There are several areas that contain mature trees and landscaped signage (such as the entrance to the Lincoln Village shopping center and the frontage of Doctors Hospital), but overall there is no consistent planting pattern, and very few trees.

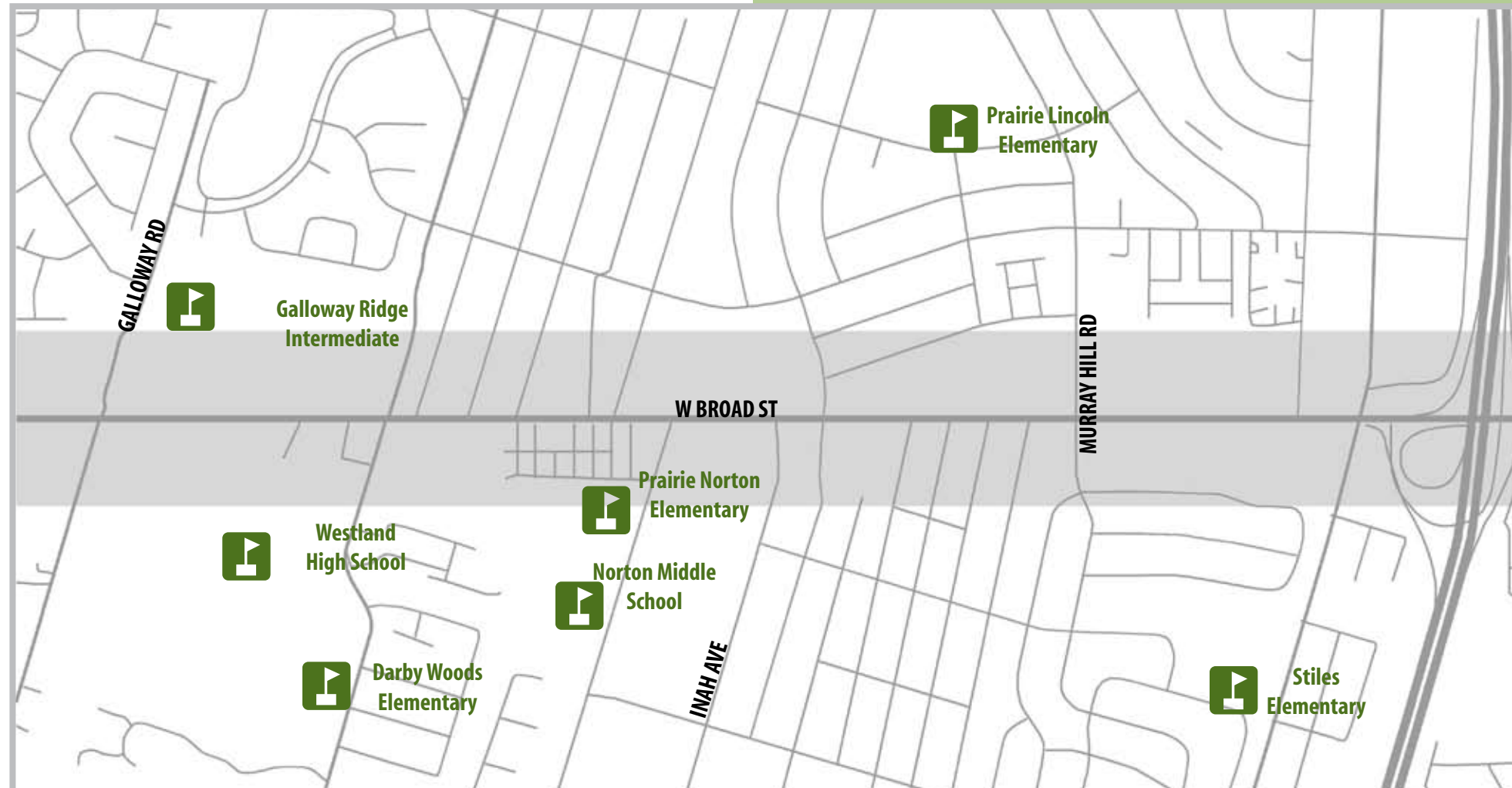
**Sidewalks.** The majority of the corridor lacks sidewalks; of the nearly 34,000 linear feet of frontage along West Broad Street, there is an estimated 2,700 feet of existing sidewalks (that's less than eight percent). The existing sidewalks in the study area are concentrated east of I-270, and many of them are in deteriorating condition.

An improved sidewalk network, in addition to helping to connect the many businesses of the corridor, would also greatly enhance the livability of the area. Despite the automobile-centered development of West Broad Street, there is significant pedestrian use of the corridor. Many families in the adjacent neighborhoods, especially among the rapidly growing Latino community, do not own multiple cars and must rely on walking, biking or transit. The current physical environment is not ideal for pedestrians.

There are also many schools in the study area, and the lack of an adequate sidewalk network leads to unsafe conditions for schoolchildren walking to school.

**Bus Stops.** COTA has 34 bus stops within the study area, servicing both the #10 West Broad Street line and the #53 Lincoln Village Express. According to the latest data available from COTA, an average of 1,197 riders get on or off the bus at one of these stops each day. The conditions for these riders are less than ideal; most of the bus stops do not have shelters, and very few are accessible by sidewalk.

## Schools Near the Planning Area



ALTON & DARBY CREEK ROAD to DOHERTY ROAD

The western edge of the study area is still largely agricultural, with very little pedestrian infrastructure. There are, however, plans for development along much of this stretch, primarily on the south side of West Broad Street. Under the City of Columbus code, developers are responsible for providing sidewalks for any new development that does occur.



- Proposed Sidewalks
- Existing Sidewalks
- Sidewalks to be Built by Others
- Proposed Street Trees
- Parcels



(Photos 1 and 2) This sidewalk in front of the Walgreens at the corner of Galloway Road and West Broad Street shows the type of infrastructure improvements that have occurred with recent development. The new sidewalks though, stop at the development's property line and need to be extended to complete the sidewalk network.

1



2




3



4



- Existing Sidewalks
- Proposed Sidewalks
- Proposed Street Trees
- Parcels
- Proposed Bus Shelters/Benches
- 

(Photo 5) While some bus stops along the corridor have benches, very few have shelters for protection from the elements. Also, the lack of sidewalks makes most of the stops difficult to access.

5





1



2



(Photo 2) In front of Doctors Hospital is a nicely landscaped lawn and mature trees, but no sidewalks.

4



3



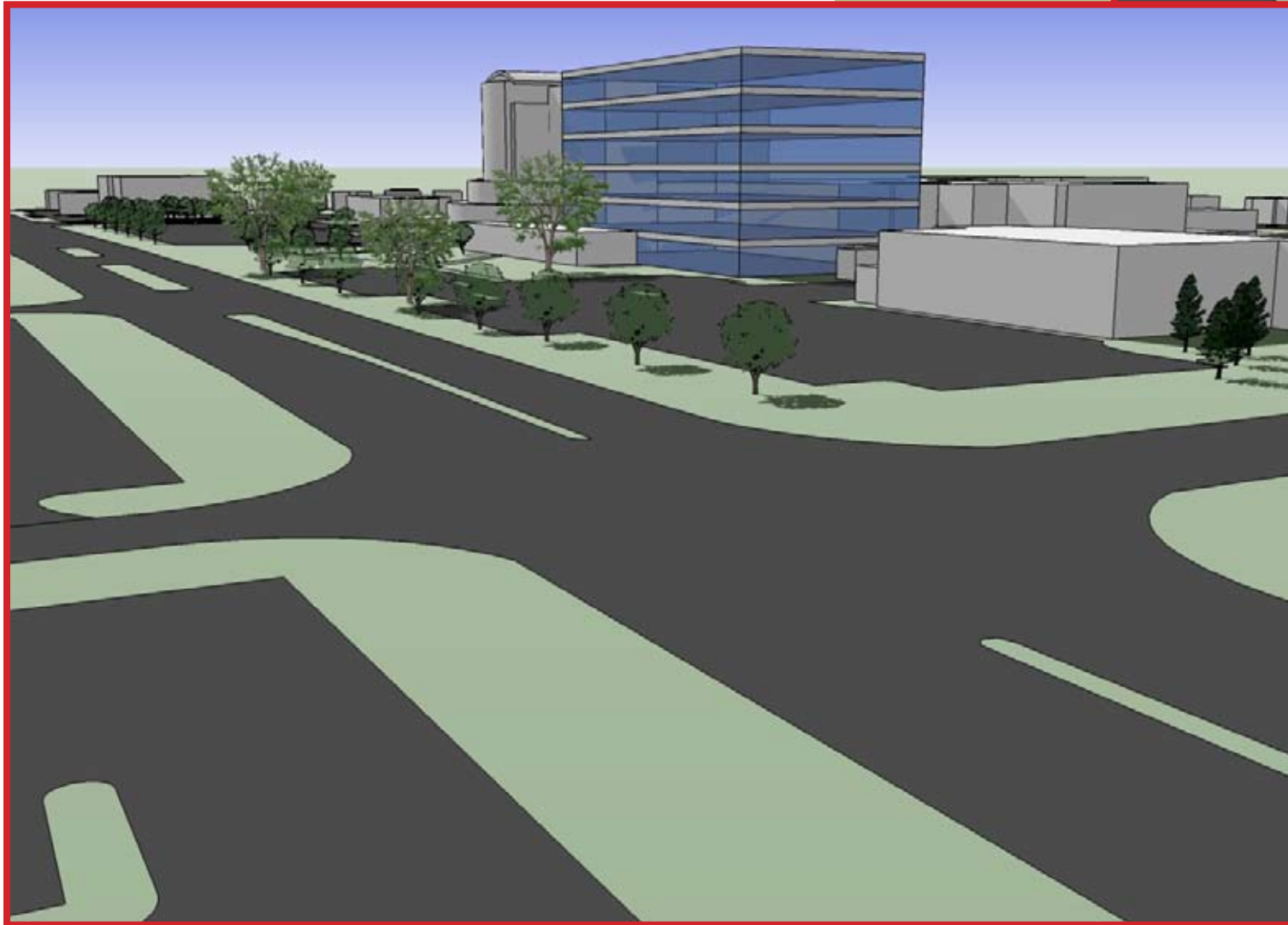
(Photo 3) Commuters wait for the bus across from Doctors Hospital.

- Existing Sidewalks
- Proposed Sidewalks
- Proposed Street Trees
- Parcels
- Proposed Bus Shelters/Benches
- Streetscape Rendering Areas





Proposed Streetscape Improvements Concept



Existing Streetscape

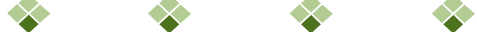




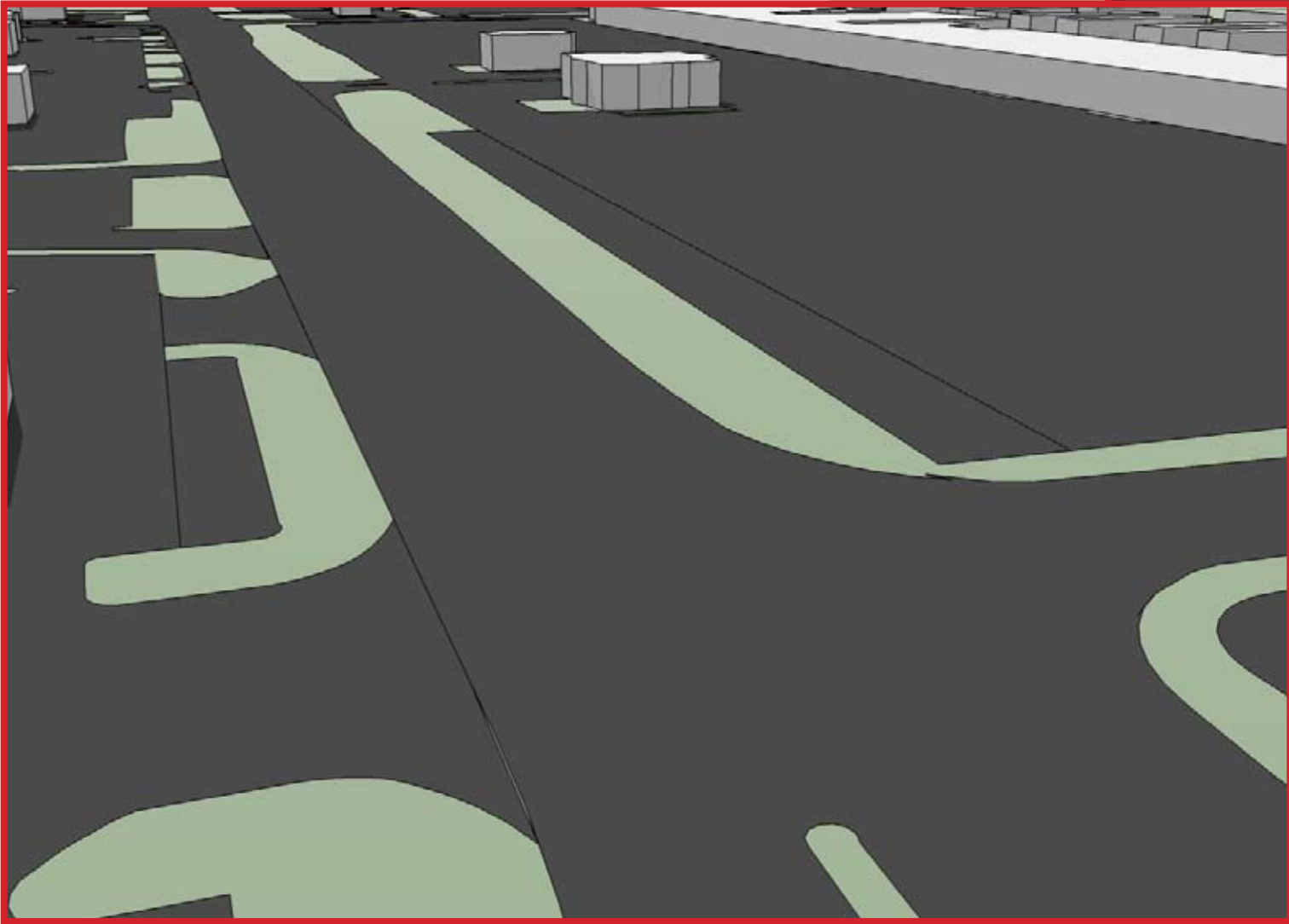
(Photo 5) – Worn paths show that people do walk along the corridor, despite the less-than-ideal conditions.

(Photo 6) – The appeal of West Broad as a commercial corridor is hurt by the condition of the infrastructure.

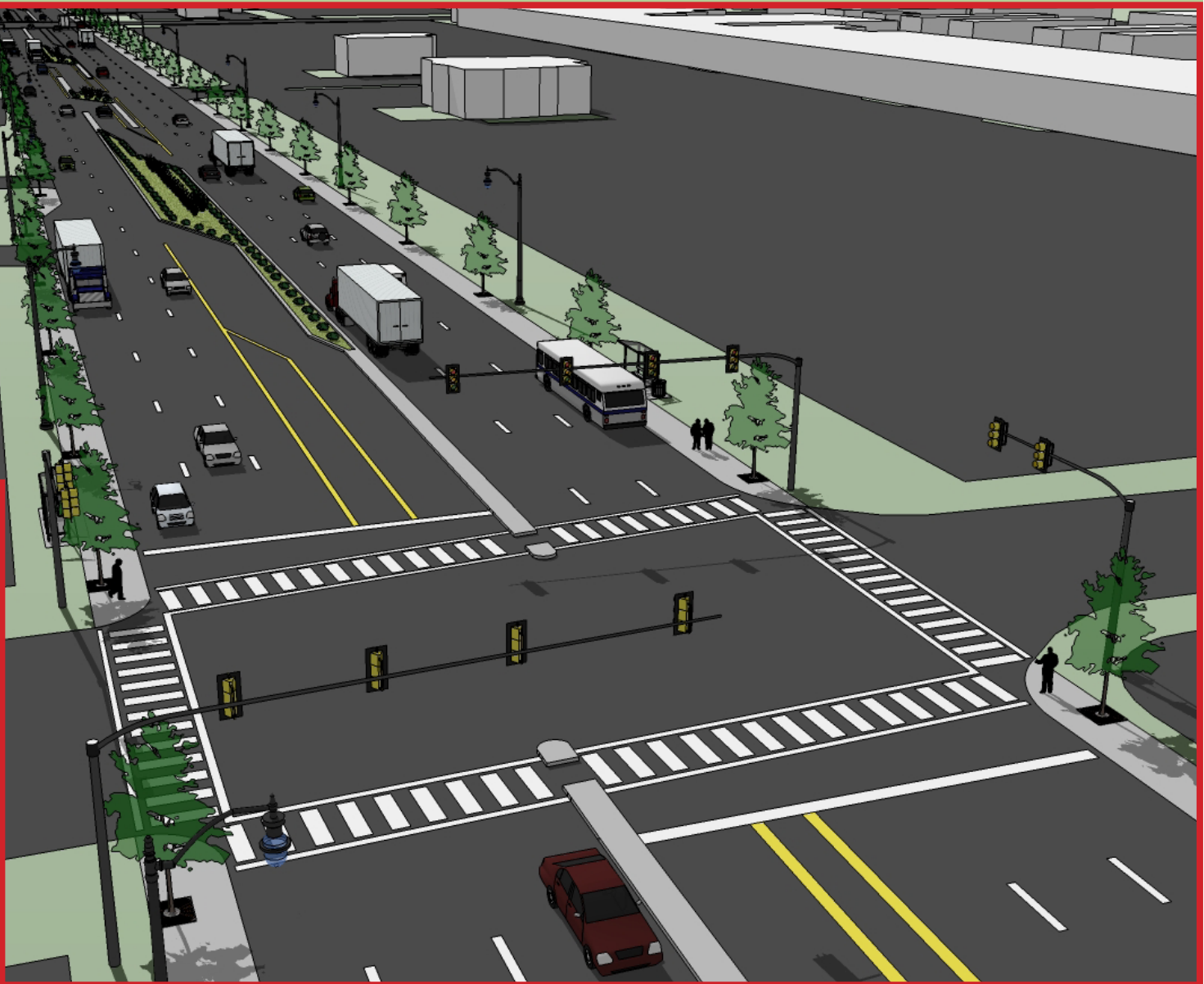
- Proposed Sidewalks
- Proposed Street Trees
- Parcels
- Proposed Bus Shelters/Benches
- Existing Bus Shelters
- Streetscape Rendering Areas







Existing Streetscape



Proposed Streetscape Improvements Concept



1



2



3



(Photo 3)  
Pedestrians  
utilize a worn  
pathway along the  
corridor.

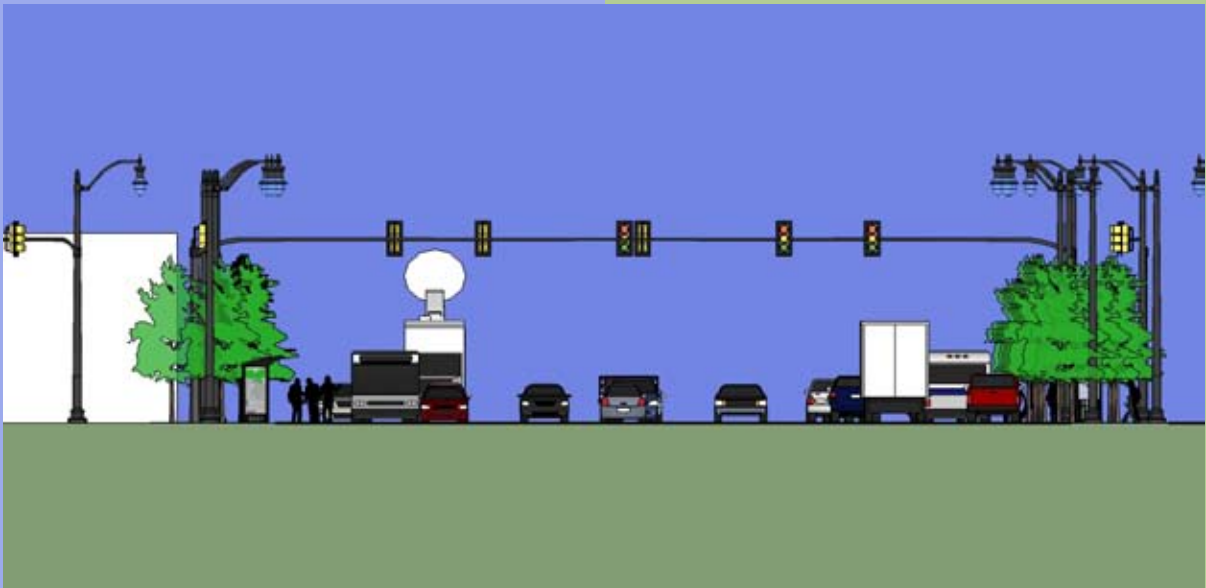


- Proposed Sidewalks
- Existing Sidewalks
- Proposed Street Trees
- Parcels
- Proposed Bus Shelters/Benches
- Existing Bus Shelters
-

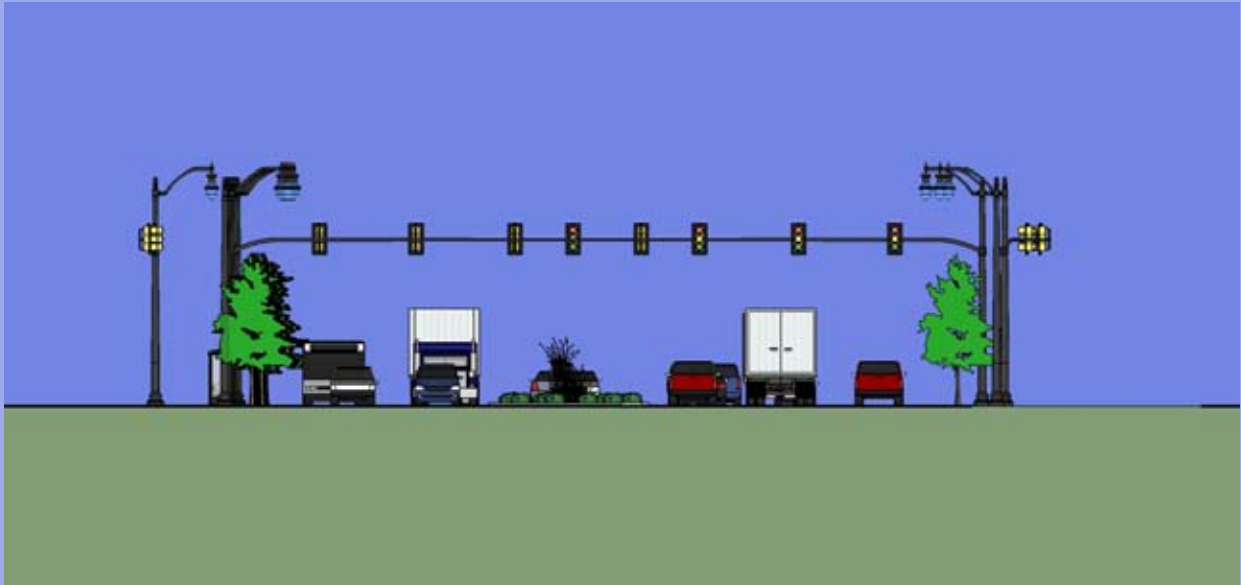




Section of West Broad Street at Doctor's Hospital.



Section of West Broad Street at Wilson Road.



Section of West Broad Street at Lincoln Village.



1



2



3



4



5



(Photos 4 and 5)  
Of the 34 bus stops within the study area, only seven have shelters, all of which are located east of I-270.





Proposed Streetscape Improvements Concept



Existing Streetscape



# Cost Estimates

The following represents three scenarios for improvements on West Broad Street, with approximate cost estimates. All three scenarios include streetscape improvements such as adding street trees and landscaping, street lights, street furniture and upgrading the traffic lights. The primary difference between them is that Scenario A looks at the price of just these improvements, while Scenarios B and B-1 factor in the costs of sidewalks and a tree lawn.

## SCENARIO A

**Scenario A** presumes that the ODOT safety improvement plan will be completed as is currently proposed with an eight foot sidewalk abutting the curb. These sidewalks would be paid for by ODOT. The other streetscape improvements would be paid for by the JEDD.

Street Trees	674 trees at \$600 each	\$405,000
Tree Grates (4' x 4')	674 tree grates at \$720 each	\$486,000
Street Lights (pedestrian scale)	*Cost per mile (for pedestrian scale lights)	\$960,000
Street Furniture	10 benches at \$1,800 each	\$18,000
	11 bike racks at \$360	\$4,000
	10 trashcans at \$1,800 each	\$18,000
	17 bus shelters at \$7,200 each**	\$123,000
Grass/Shrubs in medians*	Approximately 70,000 SQ FT of median	\$36,000
Traffic Lights with Mast Arms	9 intersections at \$240,000 each	\$2,200,000
Total, not including Street Furniture		\$4,250,000

\* Based on Morse Road Project, Phase 1  
\*\*Based on quote from COTA



Proposed streetscape improvements concept of sidewalks abutting the curb, with tree grates along West Broad Street.





Example of sidewalks abutting the curb, with tree grates.

SCENARIO B

**Scenario B** presumes that sidewalks are not able to be built as a part of the ODOT project. The sidewalks would be built with money from the JEDD, and would meet the ODOT specifications (eight feet wide and abutting the curb). The other streetscape improvements would be the same as in Scenario A.

NOTE: Scenarios B and B-1 would likely involve some right-of-way acquisition, which is not factored into the estimates.

Curb Ramps	400 at \$1,200 each	\$480,000
Detectable Warnings	400 at \$600 each	\$240,000
Sidewalk	222,280 SF at \$12/SF	\$2,700,000
Excavation	8,800 CYD at \$12/CYD	\$106,000
Embankment	8,800 CYD at \$12/CYD	\$106,000
Curb removal	5,000 FT at \$10/FT	\$50,000
New Curbing	5,000 FT at \$10/FT	\$120,000
Removal of Drive Approaches	19,200 SQ YD at \$24/SQ YD	\$461,000
Approaches	19,200 SQ YD at \$72/SQ YD	\$1,140,000
Total		\$5,663,000
Grand Total, including streetscape costs of Scenario A		\$9,913,000



SCENARIO B-1

**Scenario B-1** proposes a different configuration for the sidewalks. Instead of being built right next to the road, the sidewalks would be separated from the curb by a four to six foot tree lawn. The tree lawn would eliminate the need for tree grates and provide separation between pedestrians and vehicular traffic

Tree Lawn, Seeding and Mulching	31,000 SQ YD at \$3/SQ YD	\$93,000
Scenario B-1 total (B plus B-1)		\$5,756,000
Grand Total, including street- scape costs of Scenario A (minus the cost of tree grates)		\$9,520,000

SUMMARY

Scenario A (streetscape improvements)	\$4,250,000
Scenario B (streetscape improvements plus a sidewalk abutting the curb)	\$9,913,000
Scenario B-1 (streetscape improvements plus a sidewalk with tree lawn)	\$9,520,000

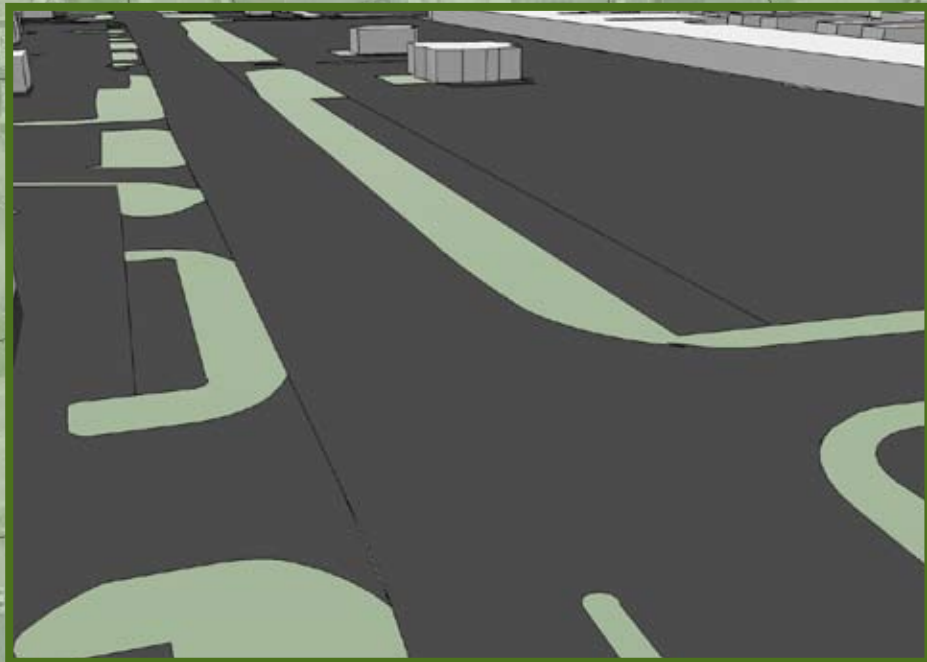
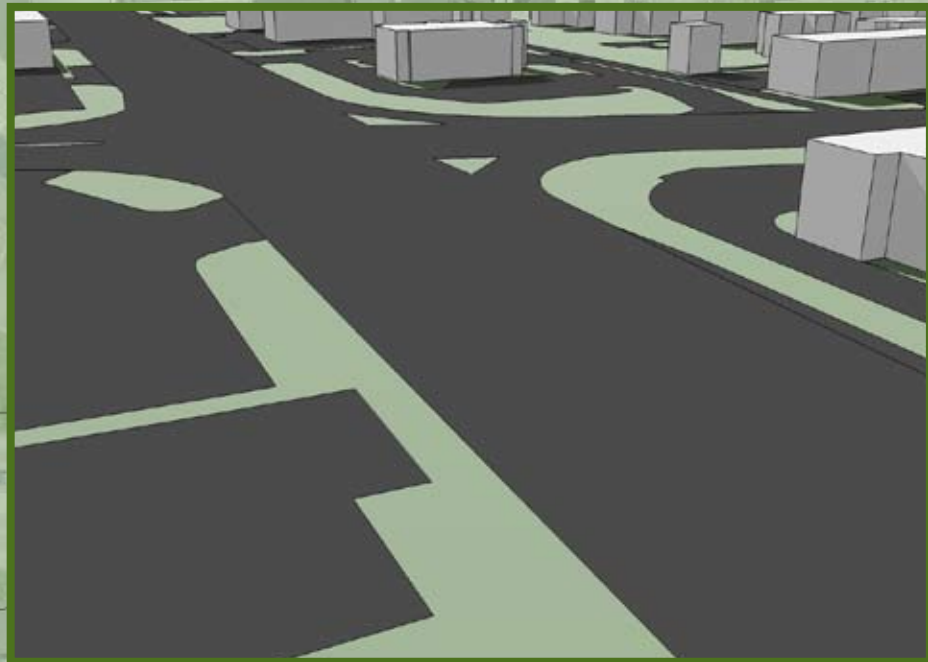
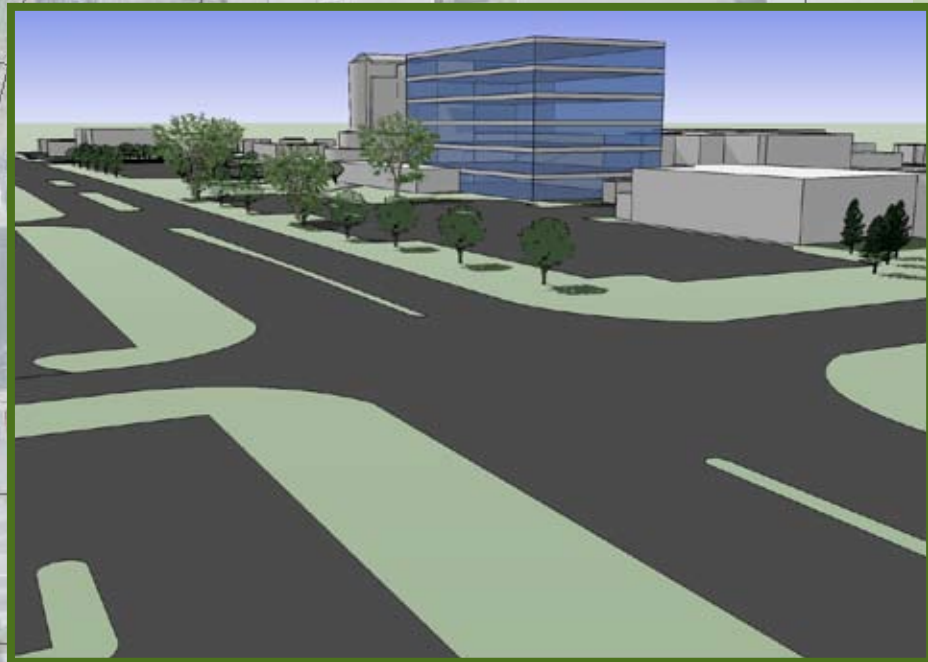


Example of a tree lawn.









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