

East Franklinton Creative Community District Plan

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



R
307.3
E132

GOODY
CLANCY

ARCHITECTURE
PLANNING
PRESERVATION



Development



DISPATCH PHOTO BY CRAIG HOLMAN, ABOARD WBNS CHOPPER 10

Veterans Memorial, at left on the west bank of the Scioto River, would be demolished and replaced with a new arts center as part of the redevelopment plan, which also would include a new memorial to veterans as well as a zoo attraction.

A 'new' plan for the peninsula

By Josh Jarman and Lucas Sullivan • THE COLUMBUS DISPATCH

Veterans Memorial would be demolished and replaced with a new arts venue under a \$50 million plan local officials are considering for the Scioto Peninsula, across the river from Downtown. • Key to the plan is a \$25 million donation from Limited founder Leslie H. Wexner and his wife, Abigail, for the new arts facility. • That would include a new memorial for veterans, a museum and an amphitheater or auditorium smaller than the 3,916-seat auditorium currently at Vets. • See **Peninsula** Page A6

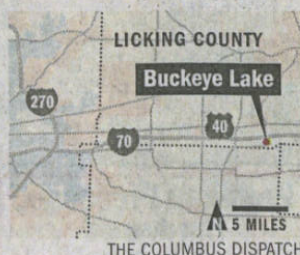


THE COLUMBUS DISPATCH

Mystery

Exploding targets a hit, but beware

By Theodore Decker



THE COLUMBUS DISPATCH

Housing

Minimum bid stalls sale of foreclosures?

By Jim Weiker

no one placed the minimum bid of \$25,000. "No bid; no sale."

Such a scene has been increasingly common the past few years as foreclosed properties fail to attract even the minimum bid from investors or banks.

Ohio law currently requires that bidding begin at two-

Bo
Por
Halt
Moist &



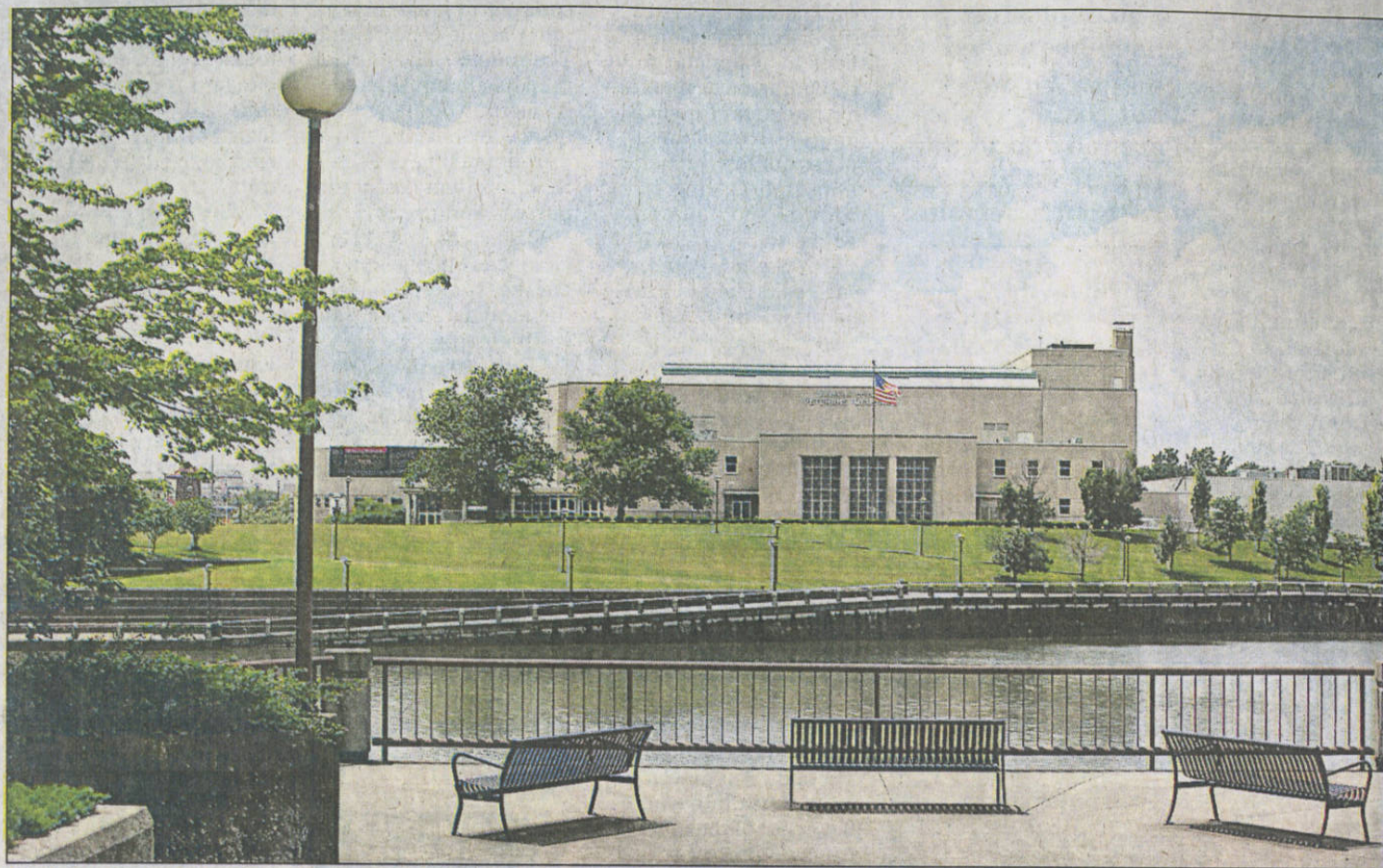
On
Se
re
sta
yo

By Al
THE CO

Ass
to all
tions
federal
state's
worst
other
incarc
"W
doing
prote
Parse
of You
ering
to you
free to
on."

The
Burea
report
states
assau
Circle
Facili
nation
rate o
found
Corre
cent)
nile C
perce
ities v

Jo
tor of
Instit
tee, s
"abs
ly cor
the



ADAM CAIRNS | DISPATCH

Veterans Memorial, built in 1955, has faced increasing competition from other venues over the years. In 2011, the county loaned it \$3 million for improvements, and this year plans were made to upgrade the sound system to increase bookings for the auditorium.

Peninsula

FROM PAGE A1

The redevelopment plan also includes a new, permanent attraction from the Columbus Zoo and Aquarium, a roughly \$50 million project that would be financed separately. Zoo officials said in March that they want the space just south of COSI Columbus. Yesterday, zoo officials confirmed that they are considering a November 2014 levy to help pay for that attraction.

Three sources who have seen the plan for Veterans Memorial say it was presented to all three Franklin County commissioners and Columbus Mayor Michael B. Coleman and their staff members in the past few weeks by Guy Worley, president of the Columbus Downtown Development Corp. and the Capitol South Community Urban Redevelopment Corp.

Worley declined to comment on the plan. Government officials, who did not want to be named because Worley asked them to keep the plan under wraps, said some details could change before it is unveiled. The sources said they expect an official announcement in July.

Under the plan, land west of COSI and Veterans Memorial and east of the railroad tracks that cross the peninsula would be developed as apartments, condominiums and shops.

firmed that the mayor met with Worley about the plan. Franklin County Administrator Don Brown confirmed that he met with Worley.

After the Wexners' donation, the remaining funding for redeveloping the Scioto Peninsula, including a new memorial for veterans, would come from Worley's development corporation, the county and the state. The development corporation would put in \$5 million, and Worley is seeking \$5 million from the county and \$15 million from the state, the sources said.

Under the plan, land west of COSI and Veterans Memorial and east of the railroad tracks that cross the peninsula would be developed as apartments, condominiums and shops.

attraction is also in flux, as well as what kind of attraction would be built. Zoo board members said the new location would not be a recast of the complex in Powell.

"We won't be replicating the gorilla exhibit Downtown," said Phil Pikelnny, chairman of the zoo's board of directors and an executive of The Dispatch Printing Co. "The Powell location, many would consider it to be an all-day attraction, and Downtown we are looking at something that might take two to three hours of time for visitors."

An elevated pedestrian path and walkways would connect COSI with the zoo and the new museum and arts center.

The private, nonprofit Columbus Downtown Development Corp. managed the construction of the Scioto Mile on the east bank of the river Downtown and is involved in a plan to remove a dam and return the river to a more natural state. Capitol South, Downtown Development's sister group, oversees Columbus Commons, a park that was built on the site of the former City Center mall.

John Raphael, president of

plan for the Scioto Peninsula but has not seen it. He said his group will honor the wishes of the county commissioners.

"We were told by Worley more than a year ago that at the appropriate time he will present us with his plan," Raphael said.

The commissioners likely would not commit to providing \$5 million to the project at least until after a third-party study of county finances is completed this summer. It's believed that study will lead to a recommendation that the commissioners raise the county's sales tax.

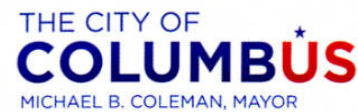
Questions also remain about who would run the building replacing Veterans Memorial and where the Veterans Service Commission and other veterans groups would meet. Also unknown is who would pay for the upkeep and maintenance of the new complex. In addition, there are events booked at Veterans Memorial through 2017.

Veterans opened in 1955. In 2012, the county announced it would receive \$3 million in upgrades.

jjarman@dispatch.com
@josh_jarman

East Franklinton Creative Community District Plan

Adopted November 12, 2012



CITY OF COLUMBUS

Mayor Michael B. Coleman

DEPARTMENT OF DEVELOPMENT

Boyce Safford III, *Director*
Bill Webster, *Deputy Director*
Nichole Brandon, *Deputy Director*

COLUMBUS CITY COUNCIL

Andrew J. Ginther, *President*
Hearcel F. Craig
Zachary M. Klein
A. Troy Miller
Michelle M. Mills
Eileen Y. Paley
Priscilla Tyson

DEVELOPMENT COMMISSION

Michael J. Fitzpatrick, *Chair*
John A. Ingwersen, *Vice Chair*
Marty Anderson
Stefanie Coe
Maria Manta Conroy
John A. Cooley
Kay Onwukwe

FRANKLINTON AREA COMMISSION

Matt Egner, *Chairperson*
Donna Woods, *Secretary*
Philip R. Johnson, AIA, *Treasurer*
Judy Box
Allan Brown
Adrienne Corbett
Conchita Dillinger
Pauline Edwards
Jennifer Flynn
Rebecca Hunley
Sharlon Koch
Joanne Ranft
Thomas Rathbun
Summer Sherman
Jim Sweeney
Bruce Warner
Chris Winchester

PLANNING DIVISION

Vince Papsidero, AICP,
Administrator
Mark Dravillas, AICP,
Neighborhood Planning Manager

109 N. Front Street
Columbus, Ohio 43215
614-645-8036
www.development.columbus.gov/planning.aspx

EAST FRANKLINTON WORKING GROUP

Bryan Brown, *Vice President, Business Development, Columbus Metropolitan Housing Authority*
Mark Dravillas, AICP,
Neighborhood Planning Manager, Planning Division
Vince Papsidero, AICP,
Administrator, Planning Division
Rita Parise, *Administrator, Housing Division*
Lance Robbins, *Principal, Urban Smart Growth*
Chris Sherman, *Principal, CDS Construction*
Kim Stands, *Assistant Administrator, Housing Division*
Jim Sweeney, *Executive Director, Franklin Development Association*
Bill Webster, *Deputy Director, Department of Development*

CONSULTANT TEAM

Goody Clancy
ACP Visioning + Planning
Clarion Associates
MJB Consulting
Moody Nolan
Nelson\Nygaard
W-ZHA
Zimmerman/Volk

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	
II. COMMUNITY ENGAGEMENT	2.1	V. IMPLEMENTATION	5.1	
		• 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

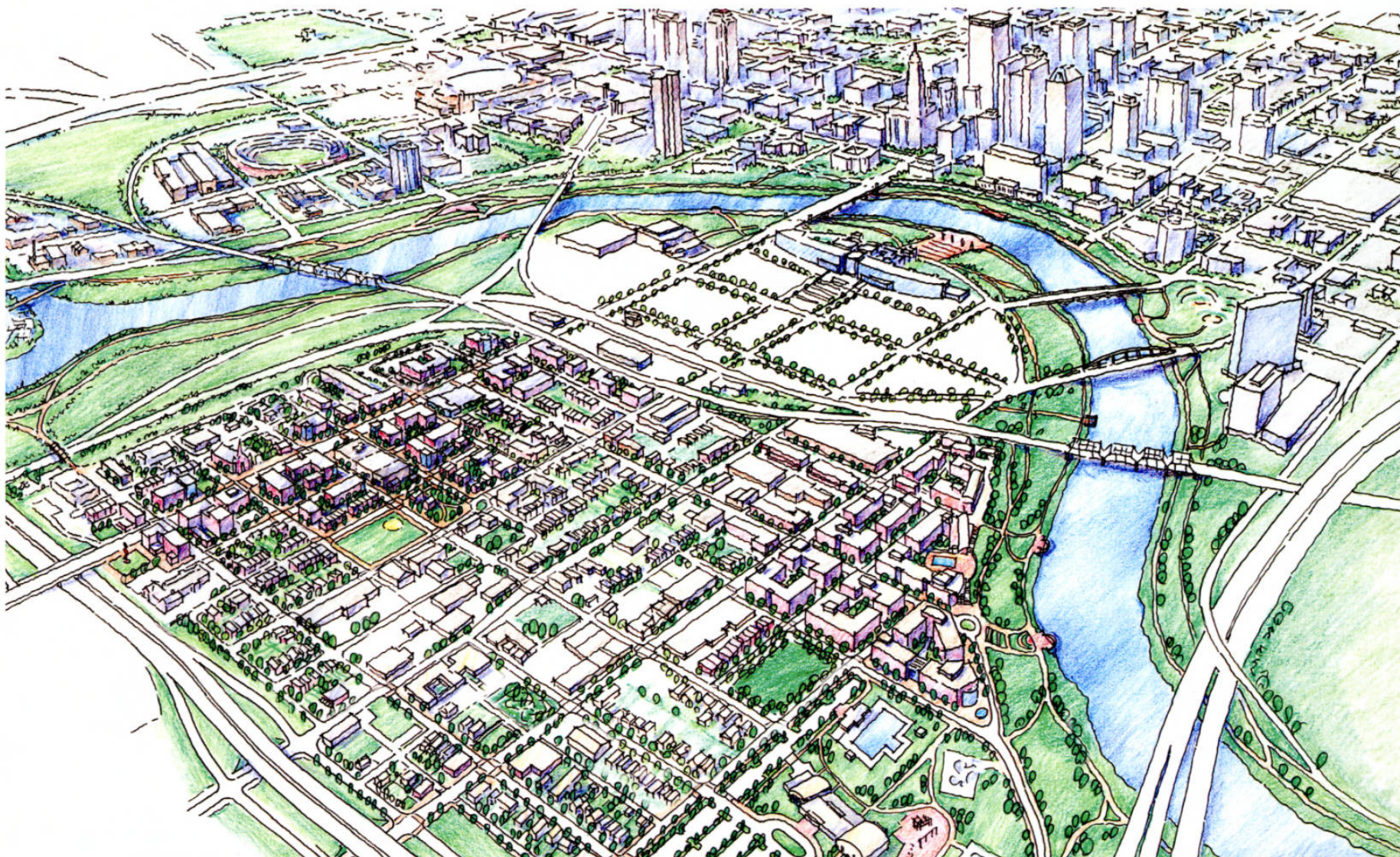
Overview. For years low density, inflexible zoning, misperceptions about safety, fragmented land ownership, a sense of isolation, and other challenges discouraged market interest in East Franklinton. Mayor Coleman's commitment to revitalizing the district, however, may



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).

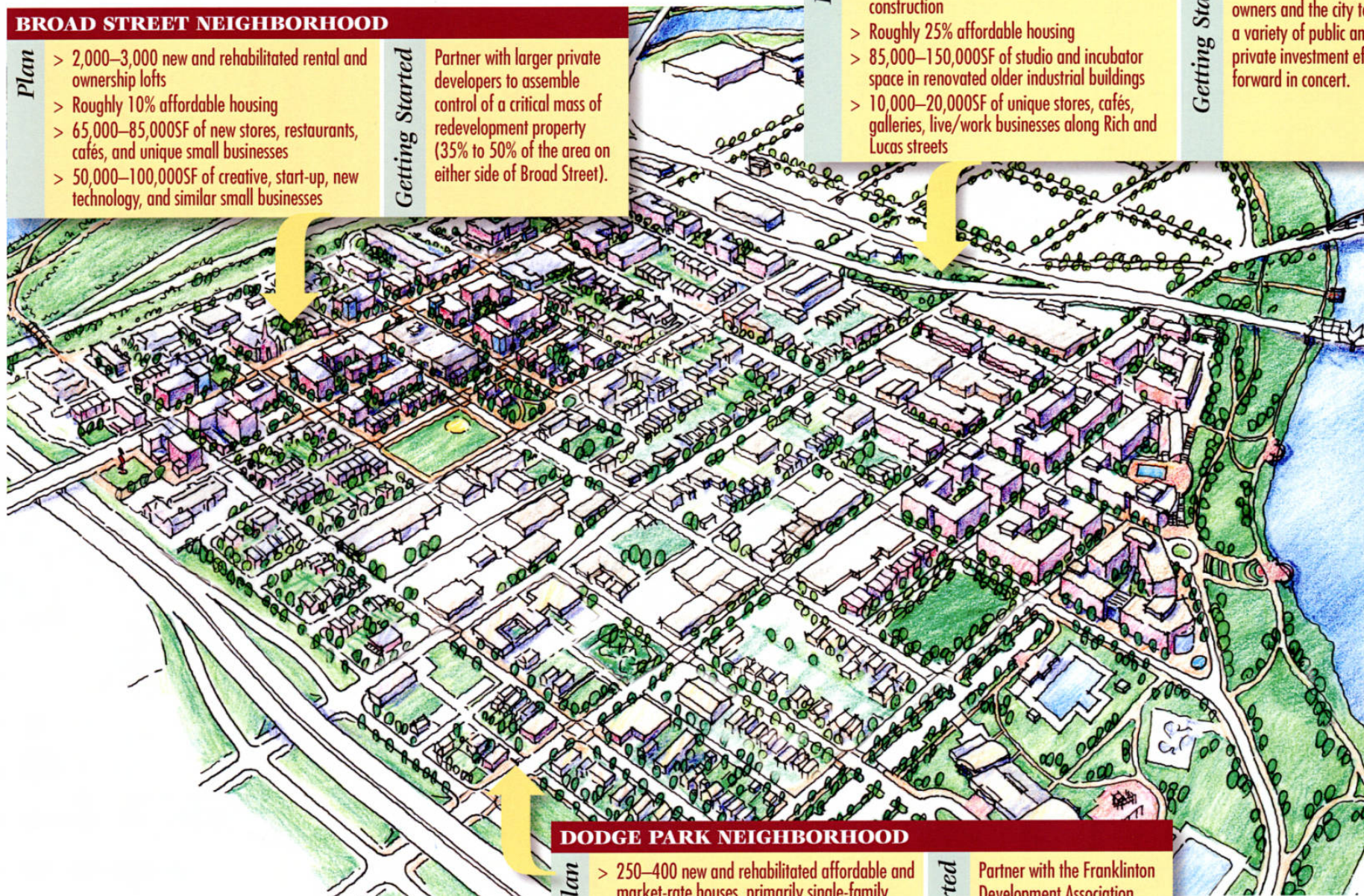
ARTS AND INNOVATION NEIGHBORHOOD

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 infill 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)

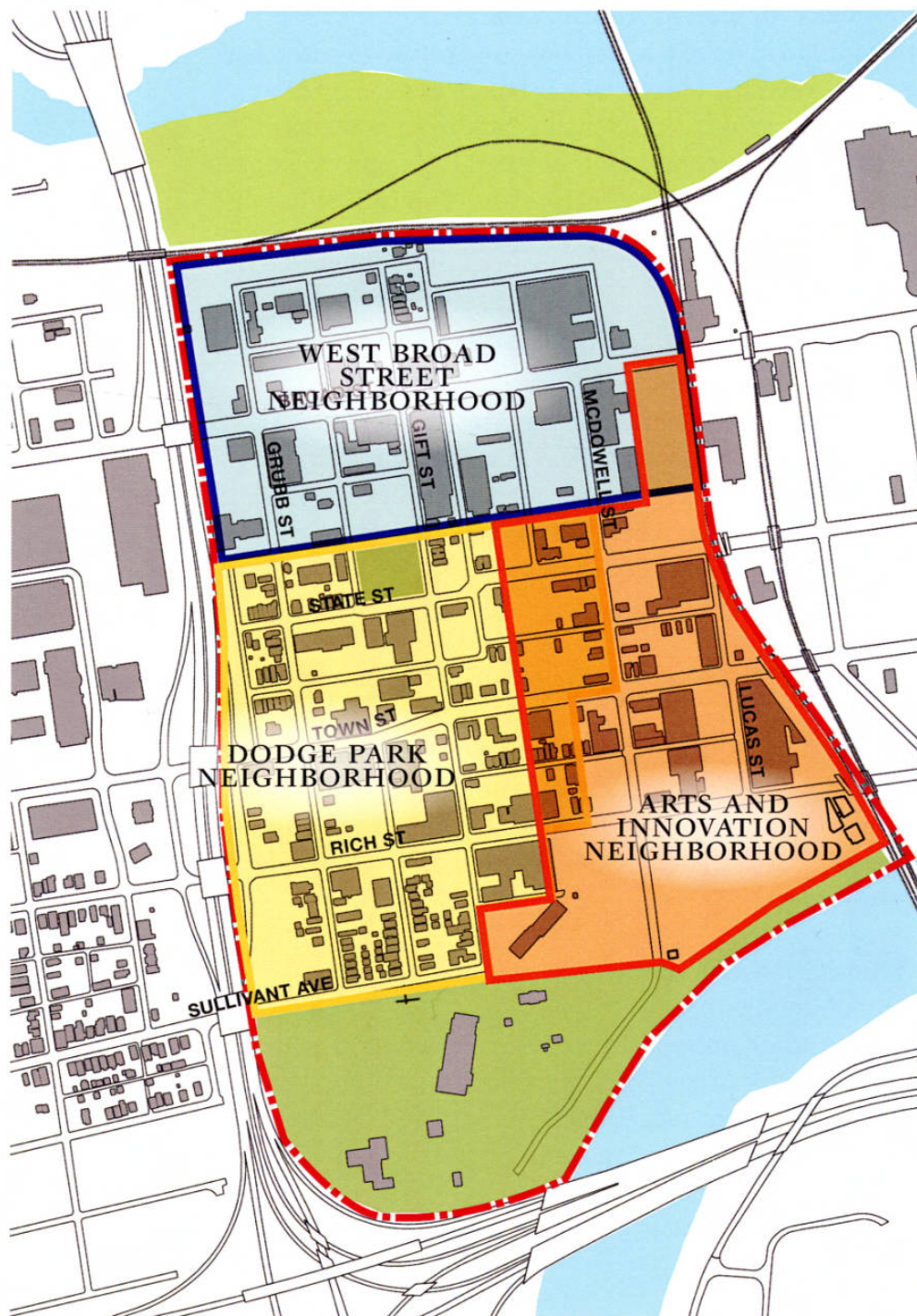
COSI has begun work on a plan to improve site conditions. Due to potential plans by the Downtown Development Corporation, the museum will focus on its building. The museum's leadership believes East Franklinton redevelopment is moving in a positive direction and wants to deepen its relationship with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

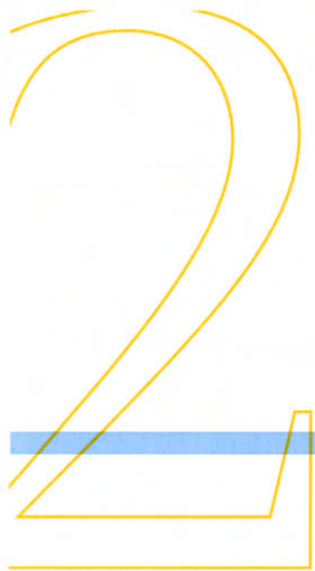
- Continuing infill development of affordable single-family and duplex housing. Marketing housing to current residents and creative community households seeking a more traditional neighborhood.
- Encouraging a land swap between the Recreation & Parks Department and CMHA to bring green space deeper into 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.

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*.



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].






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.		



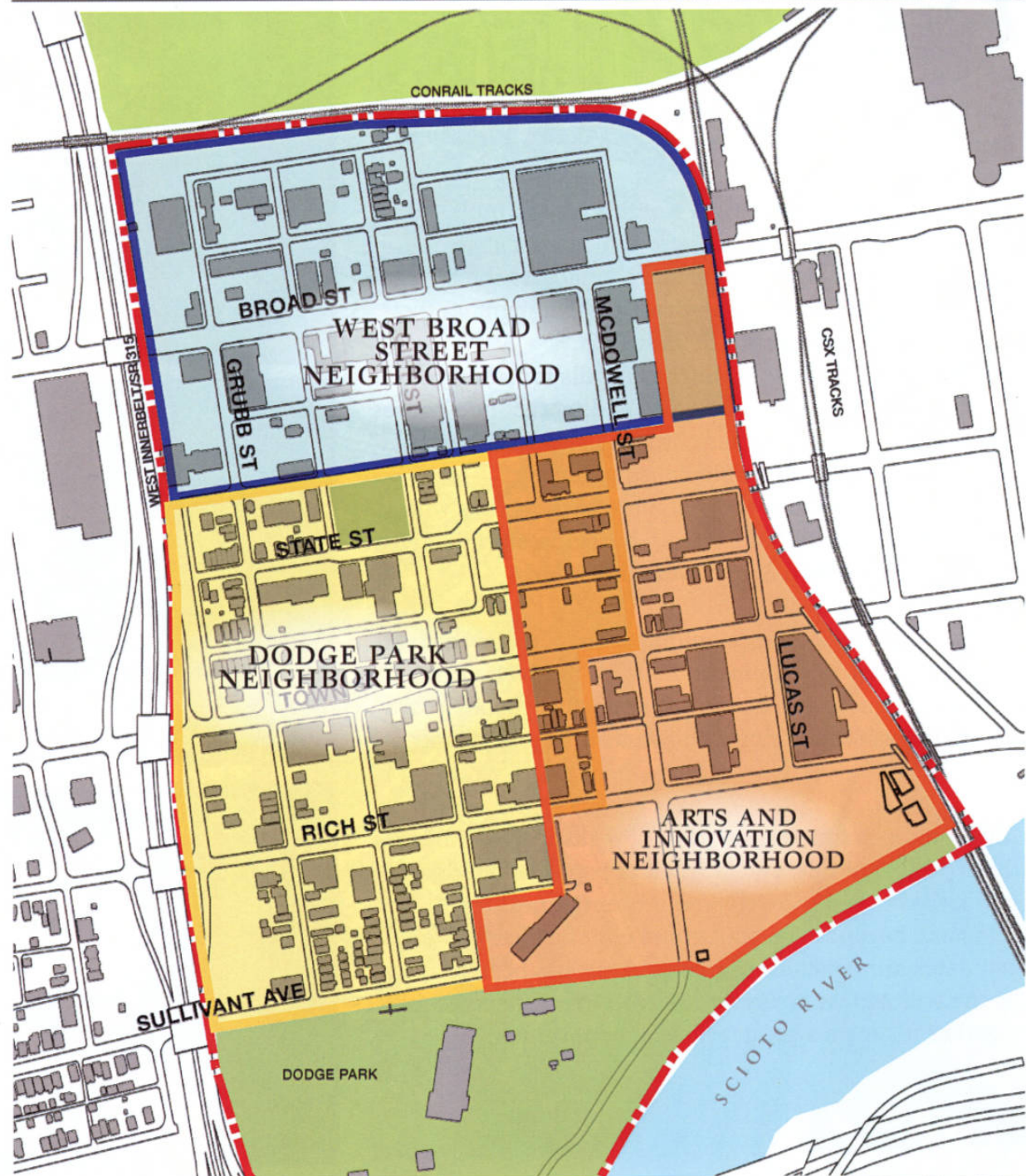
PRINCIPLES: EAST FRANKLINTON WILL BE...	KEY OPPORTUNITIES TO APPLY THE PRINCIPLES		
	ARTS AND INNOVATION NEIGHBORHOOD	DODGE PARK NEIGHBORHOOD	WEST BROAD STREET NEIGHBORHOOD
DISTINCTIVE An identity... > separate from downtown and other neighborhoods > inspired by the area's authentic, "funky" character > 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.



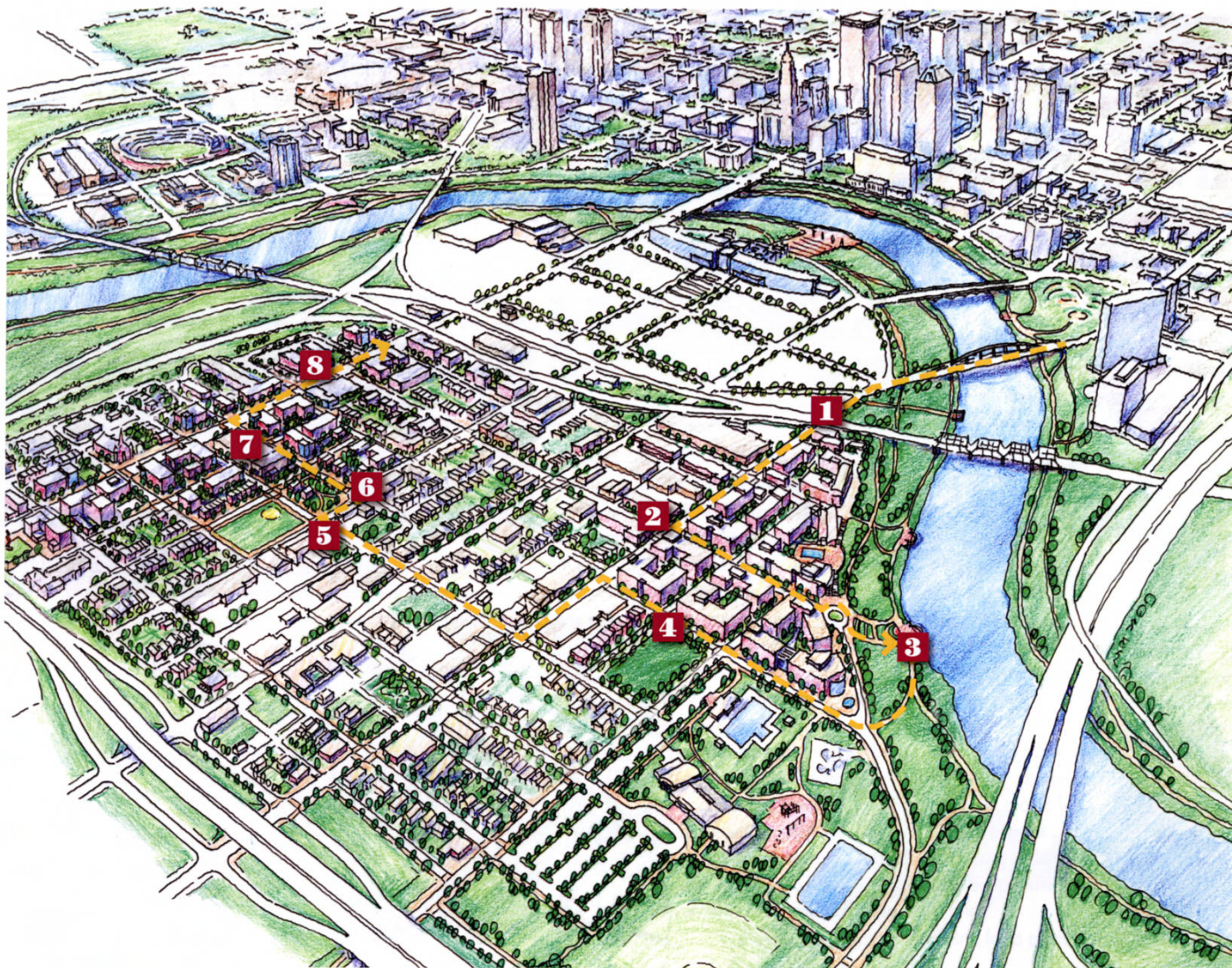
*Arts and
Innovation
Neighborhood*



*Dodge Park
Neighborhood*

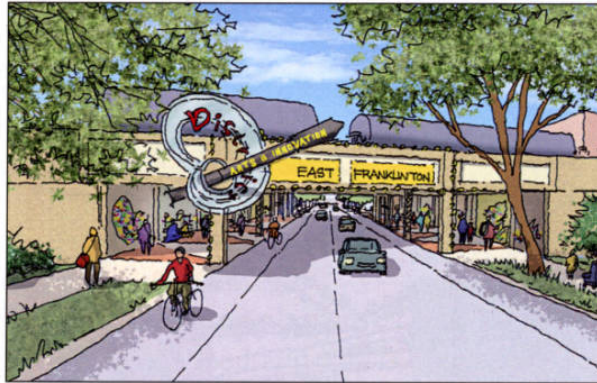


*West Broad
Street
Neighborhood*



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.



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.



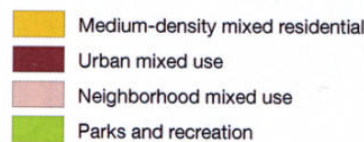
8 You wander west on Broad for a couple of blocks before turning around to see how new development has filled in around the street’s historic 19th-century structures. It all works well together; West Broad looks like a whole new place, with housing, restaurants, and businesses—even a grocery store. You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



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 (PRIMARYLY RENTAL) Primarily 3- to 5- story lofts, with live/work and townhouses	300-400 units	limited*	limited
HOUSING (PRIMARYLY 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	300,000–440,00SF	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.



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		
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.		
<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

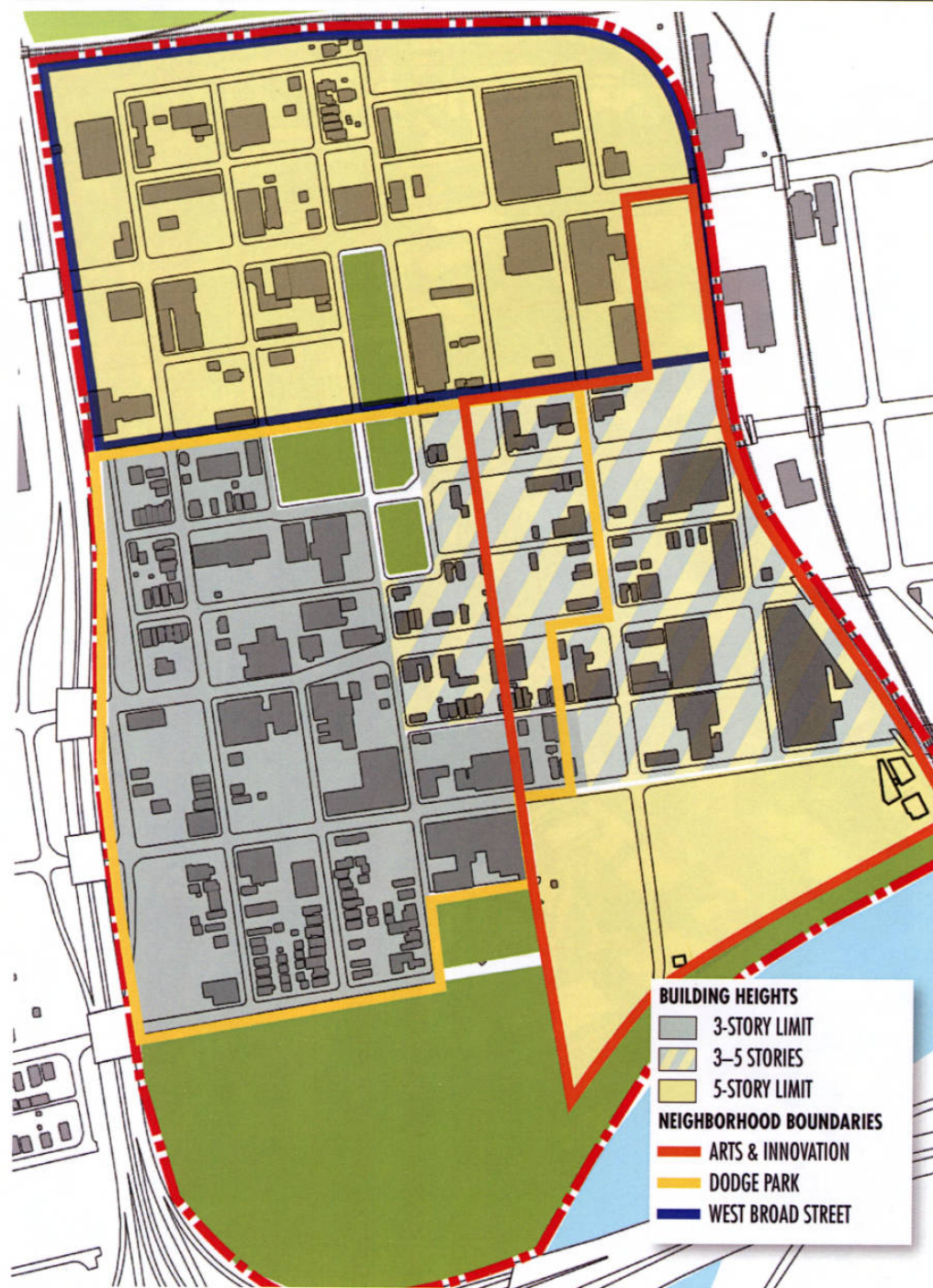
different expressions of the plan and the vision principles in their development. Some may fulfill certain principles more than they do others, but collectively all three districts will work together to fulfill all of the principles.

	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.





- **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.

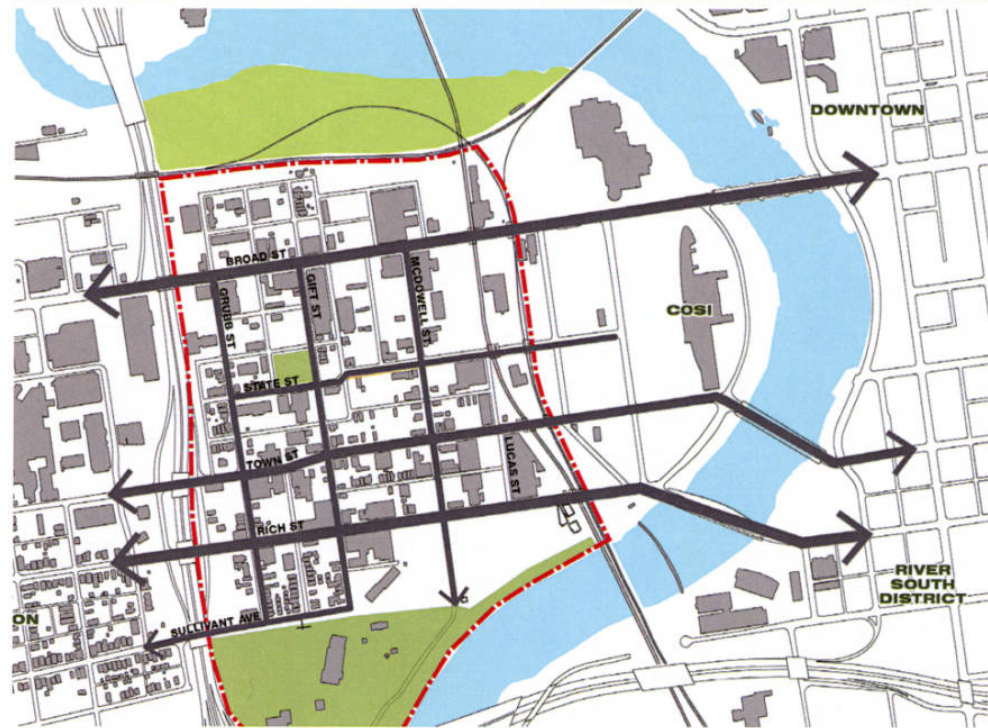
Calm traffic on Broad Street.

- 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:

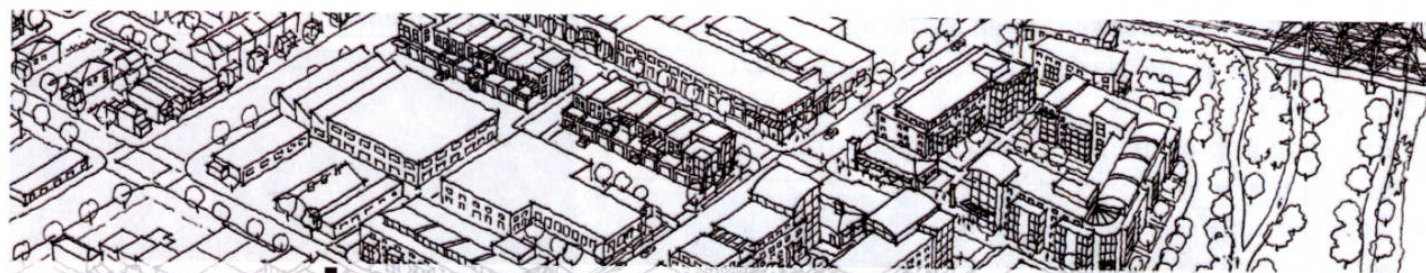
- offers the best connectivity to nearby destinations;
- reduces the need for parking in East Franklinton (also, one auto parking space can accommodate 10 parked bikes);
- can create streets with premier bicycling facilities;
- contributes to street life and supports retail; and
- can take advantage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

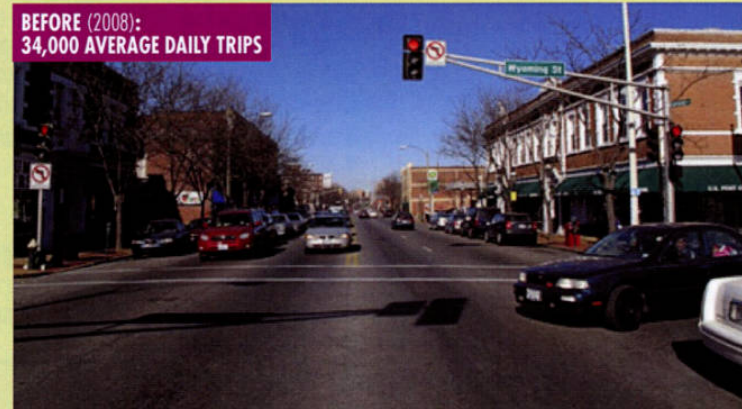
- Appeals to the new residents the district is designed to attract, particularly young knowledge workers, who consider bicycling a mainstream transportation choice.
- Can help current and new residents reduce car ownership, significantly reducing household costs.
- Provides the best connectivity to nearby 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.

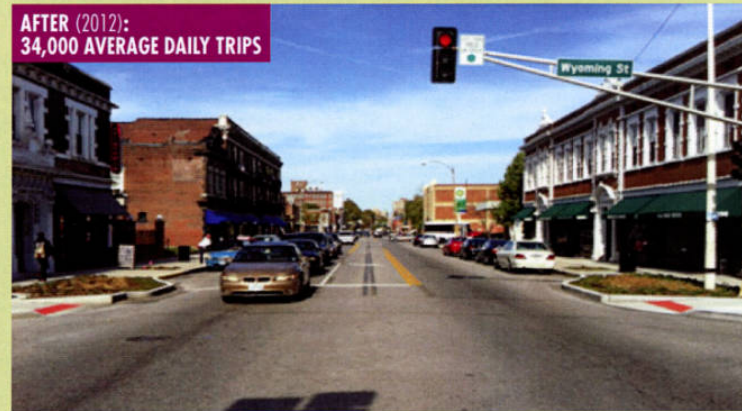
WHAT'S A 'ROAD DIET'?

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.
			Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements.	Install new curb inlets per current design requirements.
	Mill Street (Chapel to Culbertson)	12-inch storm pipe and inlets at intersections (RP# varies)	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.
			Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements.	Install new curb inlets per current design requirements.
	State Street (Skidmore to McDowell)	18-inch storm pipe system and inlets (RP 156)	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.
			Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements.	Install new curb inlets per current design requirements.
	Chapel Street (Skidmore to McDowell)	12- and 15-inch storm pipe system and inlets (RP # varies)	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.
			Northern portion of street is deficient in number of drainage points exceeding maximum gutter-flow requirements.	Install new curb inlets per current design requirements.
	Town Street (Skidmore to McDowell)	12- and 15-inch storm pipe system and inlets (RP # varies)	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.
			Northern portion of 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
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
	Gift Street (State to Broad)	12-inch storm pipe system 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 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
	Mill Street (Culbertson to Shepherd)	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. Intercept existing 18-inch storm west of Gift.
			No water-quality appurtenances	Install r/w BMPS as part of streetscape
	Walnut Street (McDowell to Gift)	No storm shown in city records.	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
	Town Street (Grubb to Skidmore)	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
	Culbertson Street (Skidmore to Mill)	18-inch storm pipe systems and curb inlets at intersections (RP-296)	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

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

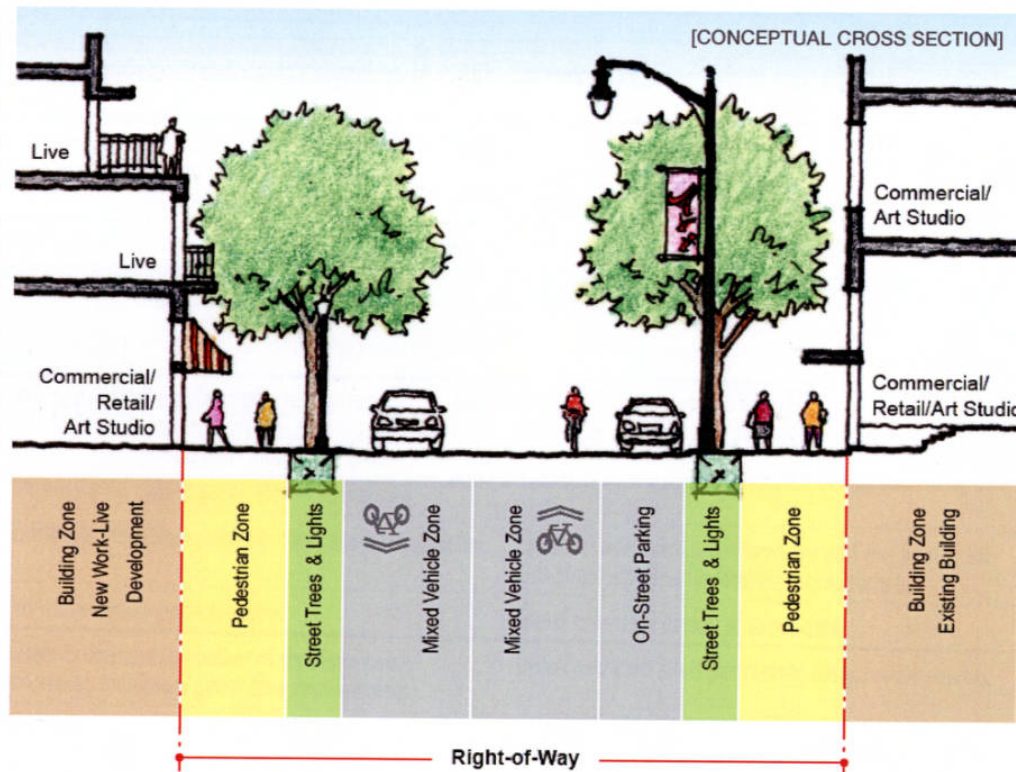
Public Realm and Streetscape

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.

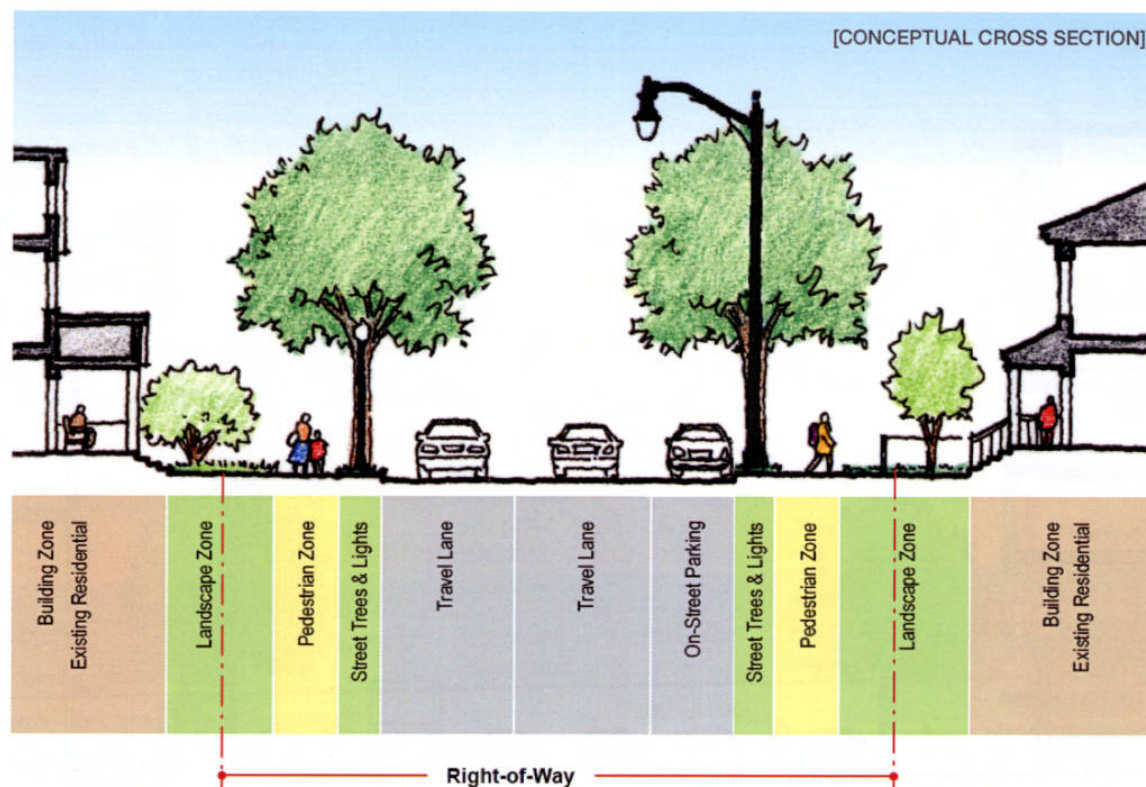
Arts and Innovation Neighborhood

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.

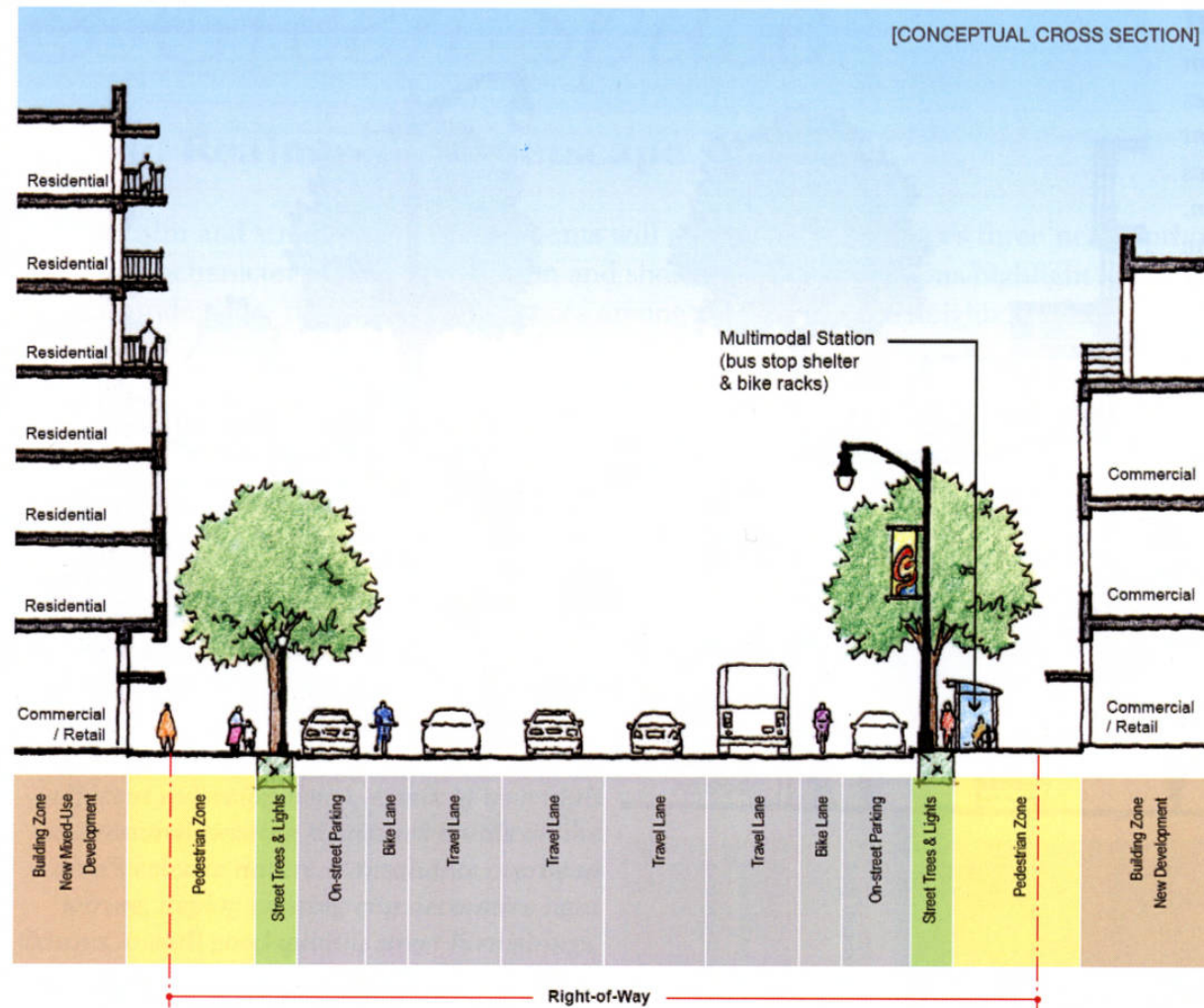


Dodge Park Neighborhood

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 - midterm
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).

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.

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 5.15 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.

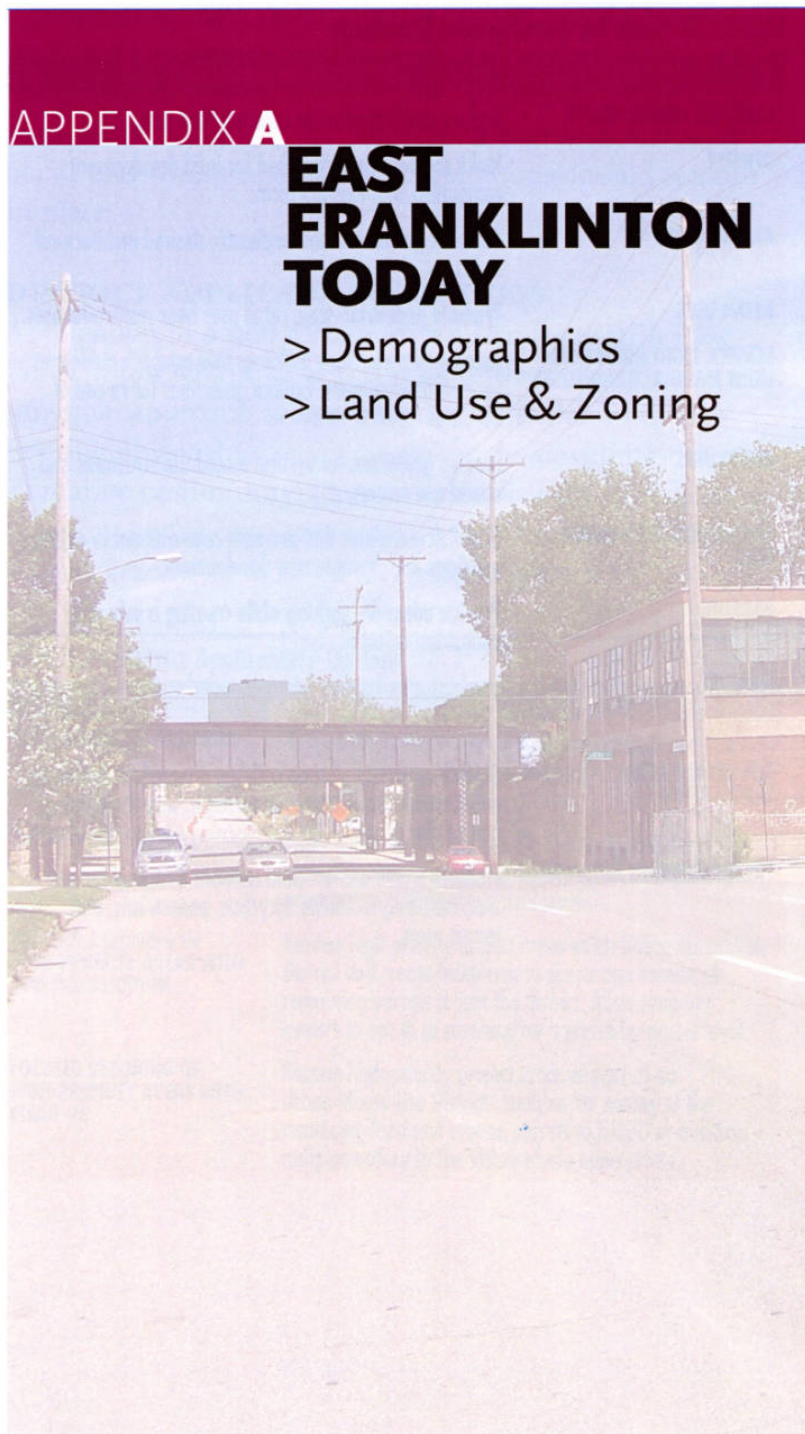
FIGURE 5.16 Goals for Development Standards

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

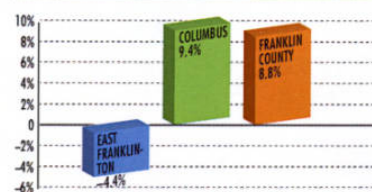
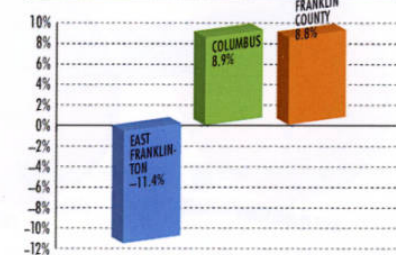


FIGURE A3 Household Change, 2000–2010





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

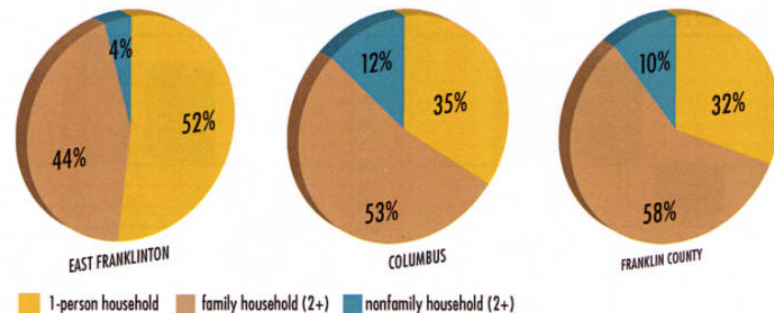
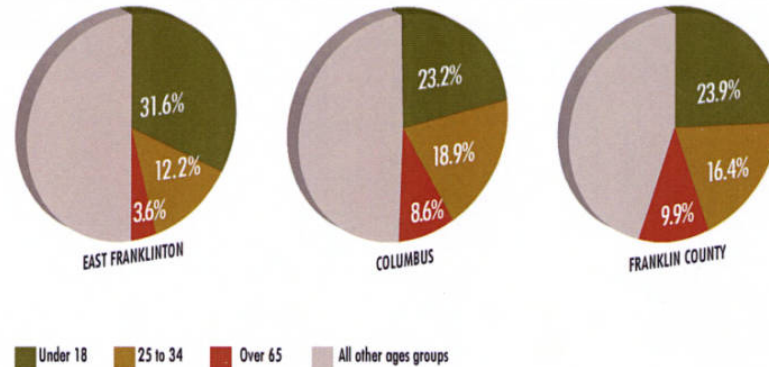


FIGURE A5 Age Composition

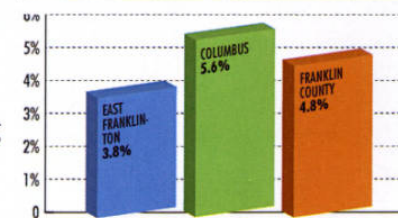


had a significantly larger proportion of children under 18 and far fewer people 65 and older (Exhibit A5). Additionally, only 12 percent of East Franklinton residents were between the ages of 25 and 34, compared to 19 percent in the city as a whole. This is significant for an area looking to attract 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).

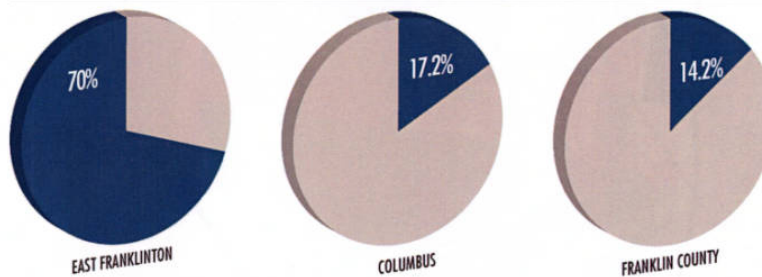
	EAST FRANKLINTON	COLUMBUS	FRANKLIN COUNTY
White	36.7%	61.5%	69.2%
Black	57.6%	28.0%	21.3%
American Indian	0.4%	0.3%	0.2%
Asian	0.1%	4.1%	3.9%
Pacific Islander	0.1%	0.1%	0.1%
Some other race	0.7%	2.9%	2.3%
Two or more races	4.5%	3.3%	3.0%

Source: Census 2010, ESRI

INCOME AND POVERTY

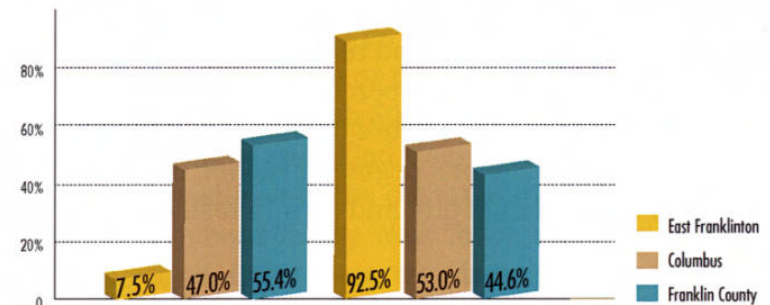
Residents of the plan area earned relatively low incomes, and most lived below the poverty level. Median income within East Franklinton was only \$10,000, less than a quarter of the citywide median (\$43,569) and a fifth of

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



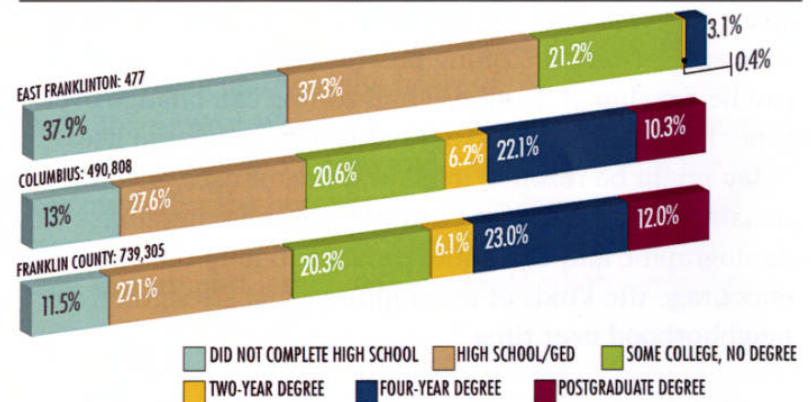
HOUSING VACANCY AND TENURE

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.

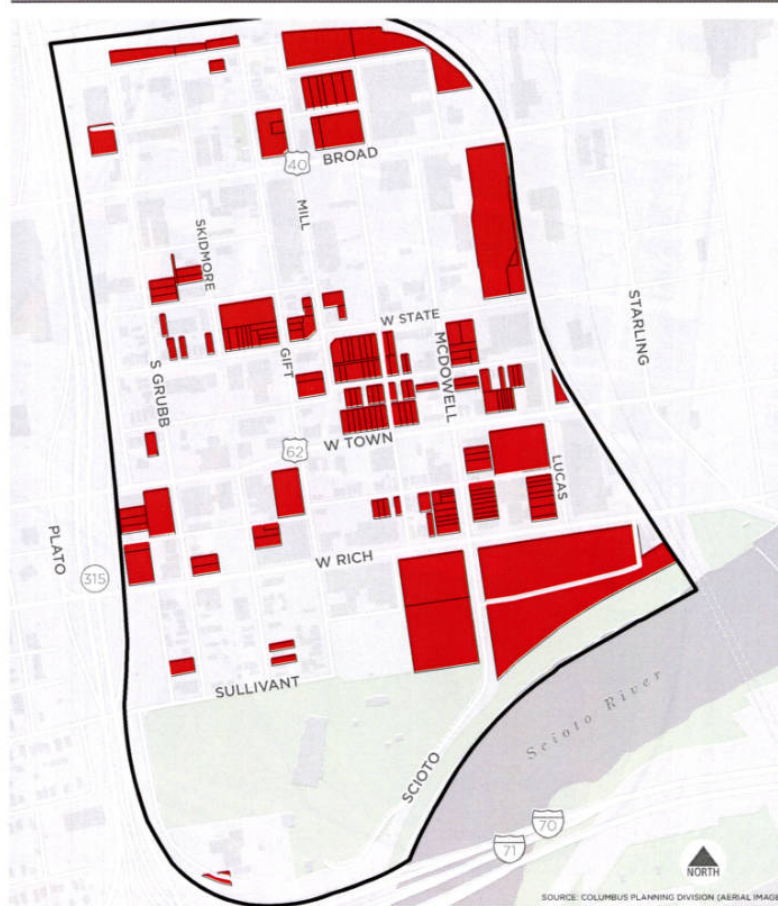
FIGURE A10 Land Uses



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

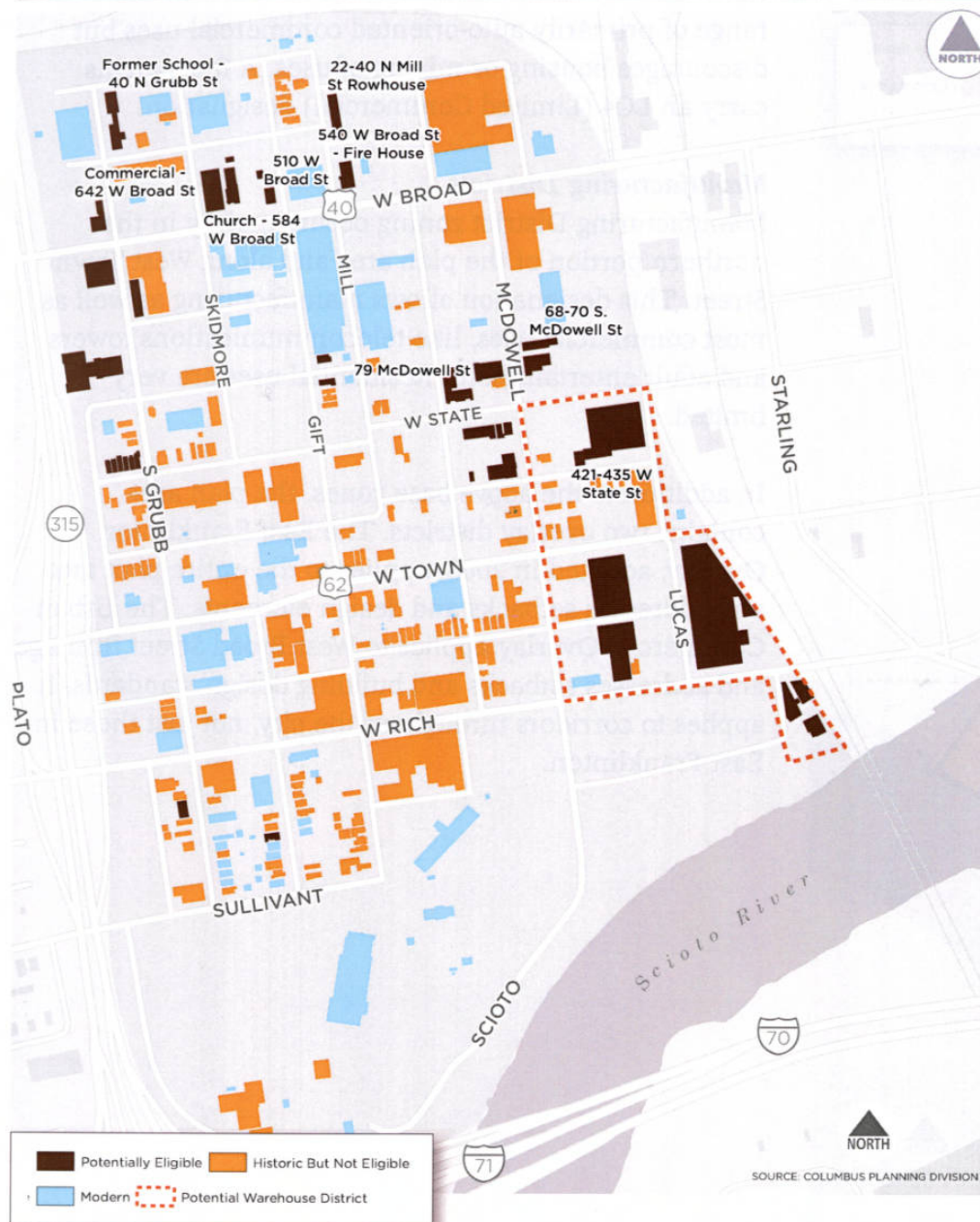
East Franklinton has numerous historic structures, many eligible for historic designation. These include the Lucas Sullivant Land Office, David Deardurff House, churches throughout the neighborhood, a former Catholic school, and several commercial buildings along West Broad Street (see Figure A13, *Historic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

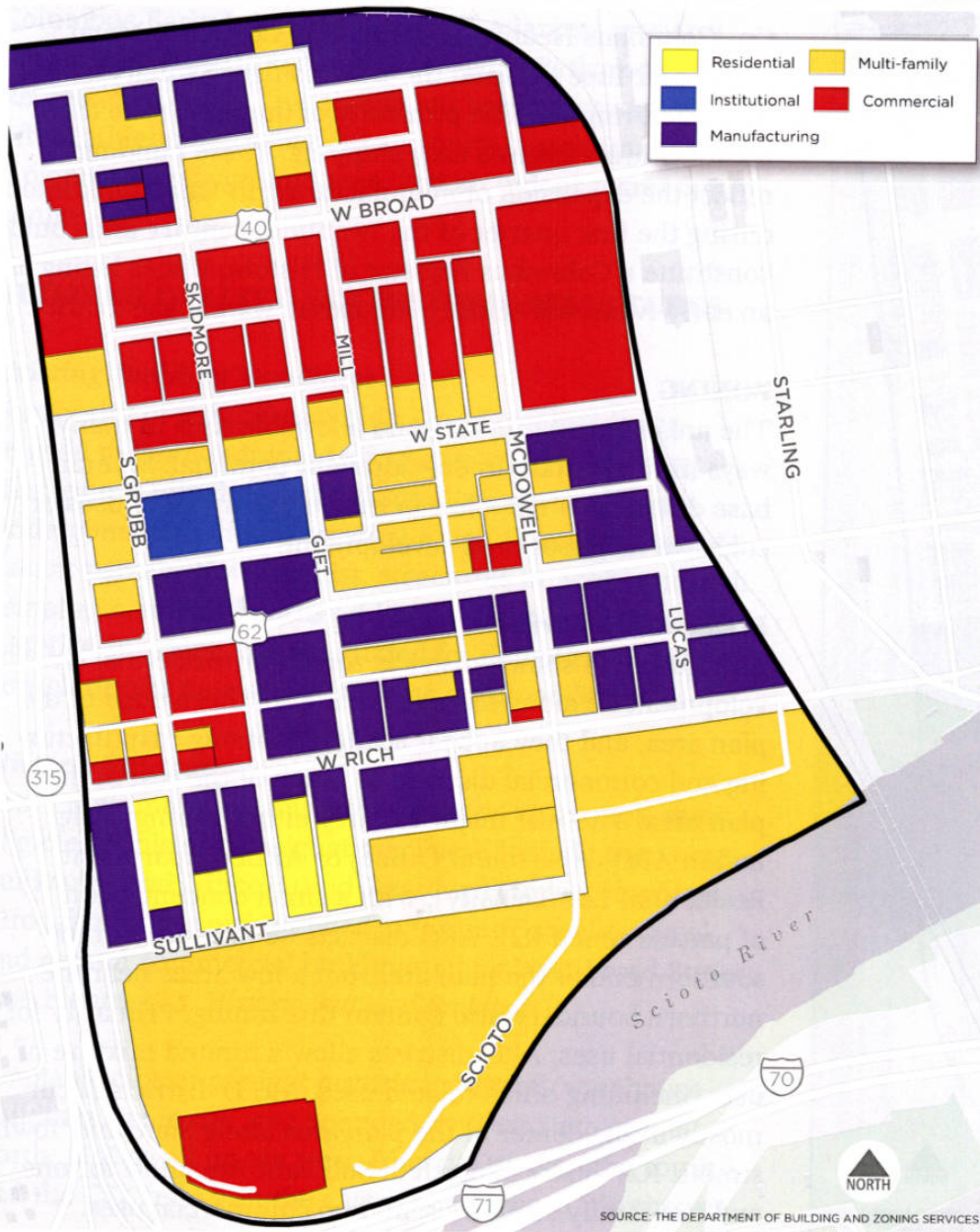
ZONING

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 it 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
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

TABLE 1

PRIORITIZED IDEAS

TABLE 2	IDEA NUMBER	IDEA
	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

TABLE 3	IDEA NUMBER	IDEA
	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