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**Economic Development Plan**  
*for*  
East Broad Street Planning Area

*Prepared by:*

*Planning Division  
Department of Development  
City of Columbus*

2-16-05

## **Introduction**

Section 5709.40 of the Ohio Revised Code authorizes the legislative authority of a municipal corporation to create, by ordinance, an incentive district and declare improvements within the district to be a public purpose. Improvements are defined as increases in assessed values of properties that occur after adoption of the ordinance that created the district.

To be eligible for establishment, an incentive district must be enclosed by a continuous boundary, contain no more than three hundred acres and have one or more distress characteristics defined by the Code. Distress characteristics include (but are not limited to) blighted property, high unemployment rates and above-average poverty rates. In the absence of these characteristics, or in addition to them, evidence that the public infrastructure serving the district is inadequate to meet development needs may be presented, in the form of an economic development plan. The plan must be adopted by the corresponding legislative authority and certified by the municipal corporation's engineer.

In accordance with the above, this Economic Development Plan was created to document the public infrastructure needs of East Broad Street planning area. Several properties within the planning area have been targeted for development and public improvements will be necessary to ensure that the development is adequately served by utilities, roadways and other forms of infrastructure. The establishment of one or more incentive districts will enable the city of Columbus to provide funding for these public improvements and thus meet the area's infrastructure needs.

## **Planning Area**

The planning area is predominantly within the city of Columbus corporate limits and contains approximately 4,400 acres of land. It consists of approximately 3,350 parcels to the north and south of East Broad Street from I-270 on the west to the Franklin County boundary on the east (see Exhibits A and B). The properties within the

Planning Area are presently zoned M1, R. CPD, ARLD, PUD8, LC4, AR12, ARLD, LR2, LSR, LR2, LAR12, and R2 (Exhibit C).

### **Proposed Development**

Current plans for the planning area include a new medical office campus, new housing and commercial retail. Upon completion, this development will provide new job opportunities and housing options for local residents and thus help to enhance the physical, social and economic health of the surrounding area.

The new medical campus is expected to consist of five new buildings, totaling approximately 425,000 square feet. This campus will be focused at the intersection of East Broad Street and Taylor Station Road, in close proximity to the East Broad Street/I-270 interchange. Current housing plans include three developments consisting of approximately 1,080 new units. Commercial plans presently include at least 200,000 square feet of new retail space. Significant additional commercial retail space is expected in the area.

### **Infrastructure Needs**

Significant improvements and/or additions to public infrastructure will be necessary to serve the anticipated development and planning area. By providing additional infrastructure capacity where needed, the improvements and/or additions will also serve to mitigate any adverse impact upon adjoining properties.

The following transportation improvements are representative of those needed to provide safe vehicular and pedestrian circulation and improve the overall livability of the area:

- Widen E. Broad Street to provide additional travel lanes and a landscaped median
- Other improvements to East Broad Street to improve left-turn and other traffic movements

- Widen Morrison Road at Claycraft Road to provide for north and southbound left-turn lanes
- Widen Taylor Station Road at Claycraft Road, E. Broad Street and other locations to provide for turn lanes
- Signalize Taylor Station Road/Claycraft Road intersection when warranted
- Change lane use and signal phasing on Westbourne Avenue to improve turn movements
- Widen McNaughten Road at E. Broad Street to provide for new turn movements
- Improvements to internal vehicular access and to street network throughout the area
- Enhanced bus service and amenities (bus stops, shelters)
- Interconnected pedestrian and bicycle network (sidewalks, multi-purpose trail system)
- Addition of east-west road connections

### **Economic Impact**

The planned development is desirable for several reasons. Current plans for approximately 425,000 square feet of medically related development will result in approximately 1,750 job opportunities (550 retained and 1,200 new jobs) over the next 10-12 years. The medical campus will produce approximately \$1,740,000 per year in income tax revenues for the city of Columbus.

Additional benefits include the development of 1,080 new housing units and the improvement of both the appearance and function of the area. Over time, the development may also serve to attract contiguous growth by extending and expanding necessary public infrastructure.

### **Supporting Policies**

The Columbus Comprehensive Plan states:

“Infrastructure is necessary whenever development and redevelopment occur. When adequate public infrastructure investments are planned and programmed to accompany development activities of the private sector, ‘growing pains’ can be minimized. It is one of the principal aims of this Plan to ensure that the city of Columbus coordinate and plan infrastructure investments, as well as investments in other municipal functions and services, to meet the needs of this growing community and enhance the quality of life for all.”

Similarly, the Principles of Progress contained in the Columbus Covenant 2000 recognize that provisions for adequate infrastructure are essential for economic growth and job creation. The Covenant also notes that the efficient delivery of services contributes to quality of life and helps to promote “strong, distinct and vibrant neighborhoods”.

The City’s East Broad Street Study (2000) States:

“The East Broad Street Corridor Study confirms that staggering growth and development has occurred along the East Broad Street corridor...The vast amount of residential and commercial development has combined to generate huge traffic volumes on East Broad Street”

## **Public Process**

The East Broad Street Study provided for public review of the planned transportation improvements. Public review of the planned developments are currently underway. The Development Commission and City Council review and approval process will provide for mailings to adjoining property owners, an advertisement in the Columbus City Bulletin, and staff reports distributed at public hearings.

## **Conclusion**

The development of the East Broad planning area will contribute to the economic and physical growth of the city of Columbus. Though desirable, this growth must be served with adequate public infrastructure - at significant expense. The creation of one or more incentive districts will help the city of Columbus to provide this infrastructure and accommodate future growth, while providing for the safe and efficient delivery of public goods and services.

**Certification**

As evidenced by the information contained in this economic development plan, I hereby certify that the public infrastructure serving the East Broad Street planning area is inadequate to meet the future development needs of any incentive district within the planning area.

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Randall J. Bowman, City Engineer

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Date

Attachments

Attachment A: Location Map

Attachment B: Parcel Map

Attachment C: Existing Zoning