



MAIN & BROAD DESIGN CHARRETTE



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EXECUTIVE SUMMARY

Overview

Residents of the Eastmoor area approached the city of Columbus Planning Division in the early part of 2006 seeking assistance with their two commercial corridors, Broad and Main Streets.

Planning issues of concern were:

- Increasing business vacancies.
- Declining property conditions.
- Changes in business types that may or may not be desirable by the neighborhood.
- Signage, aesthetic, landscaping, and architecture issues.
- Crime and safety, particularly prostitution on Main Street.

Specific items that were addressed:

- Key opportunity sites and concepts.
- Streetscape (street, sidewalks, lighting, private space) and neighborhood connections.
- Urban design components (gateways, architecture, materials, signage, landscaping).
- Zoning.
- Implementation.

The plan used the charrette approach to undertake an efficient, limited planning engagement that delivered consensus-based recommendations relative to future land use, zoning, urban design, and economics.

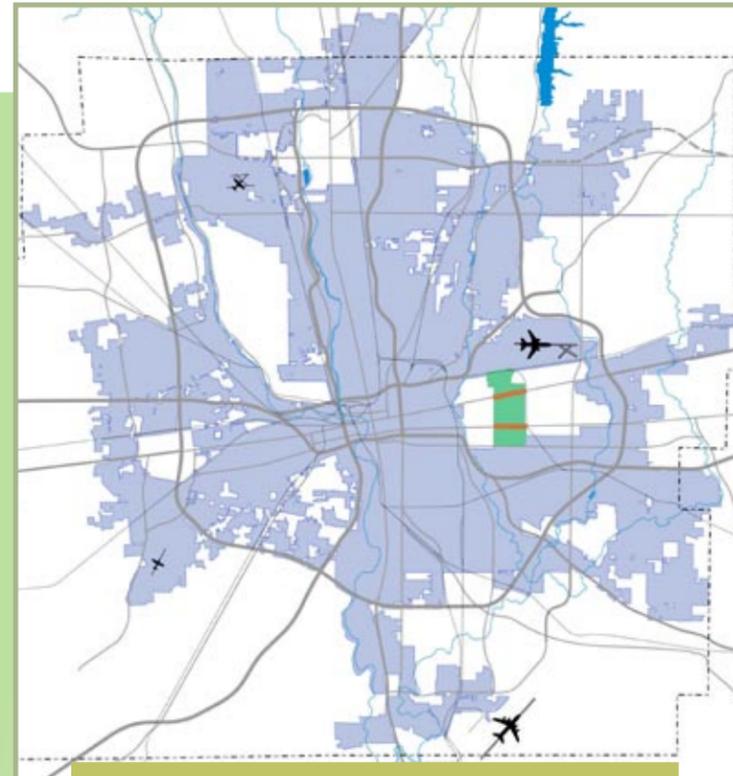
The plan consists mostly of maps and images, with supporting text, to be adopted by City Council as a guideline for undertaking land use, zoning, and development changes within the study area.

Vision

The Eastmoor residential area remains a viable place to own a home and raise a family. The commercial corridors of Broad and Main Streets must complement the neighborhood and improve in terms of marketing, physical appearance, crime prevention, and developing a sense of place.

The plan addresses the declining physical and economic environment of Broad and Main Streets and recommends a vision for each corridor and strategic action steps.

- Define a market strategy that will serve the neighborhood and bring in new customers.
- Demonstrate both large scale “visionary” and “doable” improvements.
- Identify specific tasks, responsible agencies and time parameters.



Eastmoor lies between Bexley on the west and Whitehall on the east, with Livingston Avenue on the south and the CSX Railroad on the north.

Neighborhood Statement

The Eastmoor Civic Association & Blockwatch (ECA&B) has led the multi-community effort and organization of eastside communities since 2004 to press for area revitalization and redevelopment between Bexley and Whitehall. In March 2005, the ECA&B was successful in building community advocacy that resulted in an environmental injunction and board-up of Motel One, a public nuisance and well-known eastside harbinger of crime and prostitution. Observing the development momentum following nearby Whitehall’s retention of the Defense Supply Center – Columbus, downtown revitalization efforts and Bexley’s Main Street development boom, the ECA&B recognized a necessary opportunity for E. Main and E. Broad Street corridor improvement between Bexley and Whitehall. Appealing to members of council and city development officials, the Eastmoor Civic Association & Blockwatch was placed on the city’s official docket of planning projects in 2005, implementing a charrette process to assist the community in the development of commercial corridor overlays to improve and revitalize the E. Main and E. Broad Street corridors.

The ECA&B maintains that the eastside Main and Broad Street corridors significantly influence the health and vitality of surrounding neighborhoods and the perception of Columbus’ eastside. The ECA&B identifies outdated land use, detrimental zoning, and a lack of design and aesthetic standards as primary culprits of the current pock mark-style development, deteriorating aesthetics, crime and the flight of longstanding businesses accelerating the deterioration of these two prominent and historic eastside corridors. Believing this particular project offers the city a great opportunity to demonstrate its progressive ability to work with its citizens to update the urban landscape, the ECA&B continues to aggressively press this project forward.

Heidi Samuel, President
Eastmoor Civic Association and Blockwatch

PROCESS

The word "charrette" originated in France during the days of the Ecole' des Beaux Arts in late 1700's or early 1800's Paris. Architecture students worked up until the last minute before placing their drawings on a cart that was taken to a jury. The word "charrette" literally means little cart. Later, the word was adopted globally by architecture schools and still later it was applied to other intense community design processes with time constraints.



Charrette #1 May 2006

The intent of the initial charrette was to gather feedback from area residents and businesses on the perception of strengths and liabilities of each corridor.

Because of the large geographical area and different characteristics and constituencies, it was decided to have separate charrettes for each corridor. Broad and Main Streets were then segmented into eight aerial photographs. Images of each building's front elevation were placed accordingly along the approximately 5,400 feet of roadway.

Upon entry, participants were asked to complete a questionnaire about how they perceive the corridors. Opening remarks were provided by Heidi Samuel, President Eastmoor Civic Association, and Council members Maryellen O'Shaughnessy and Mary Jo Hudson. PowerPoint presentations about the significance of the corridors, the history of Eastmoor, demographics and the intent of the meeting were provided as background.

The bulk of the charrette was given over to a couple of structured exercises:

- Red and green dots were handed out. Participants were asked to mark places that they considered a problem (red) or asset (green).
- Participants were also asked to write comments regarding concerns or comments about specific locations.

Results

Results of Charrette #1 are in the appendix. In summary, there were more negative points on both streets than positive.

Summary: Broad Street

- Keep green areas
- Favorable support for Lowe's
- Address the intersection of Broad and James
- Correct dilapidated apartments
- Improve the streetscape, with emphasis towards traffic mitigation

Summary: Main Street

- Address motel situation
- Reduce the number of auto oriented uses
- Address the east end
- Address crime
- Improve the visual appearance of the streetscape
- Encourage businesses that are more neighborhood oriented.



Charrette #2 August 2006

On the basis of results from Charrette #1, five projects were identified for Broad and Main Streets. Each project was intended to allow for expanded discussion. Some of the projects were about general topics concerning the width and breadth of each corridor. Other projects were specific in nature. Charrette participants were evenly distributed at five tables with staff members of the Planning Division as facilitators.

The collective results of Charrettes #1 and #2 have been used to generate ideas, images and implementation strategies.

Projects:

Broad Street

1. Marketing
2. Greening (Streetscaping)
3. Vacant Lot
4. Broad and James
5. Boarded up apartments

Main Street

1. Marketing
2. Streetscaping
3. Crime
4. Motels
5. Eastend – Improving facades and signage or redevelopment

Subsequent sections of this report expand upon the projects with illustrations and solutions. The full record of the projects descriptions and records are in the appendix.



BROAD STREET SUMMARY MAP



MAIN STREET SUMMARY MAP

- R.O.W. (Public) – General**
- National Road “celebration”
 - Ornamental street lights
 - Banners
 - Better articulation of pedestrian crosswalks
 - Trees
 - Close curb cuts, if possible
 - Widen sidewalks

- Private – General**
- Encourage greening
 - De-asphalt
 - Trees, grass, flowers, shrubs
 - Parking lot screening
 - Better signage
 - Facade improvements
 - Crime deterrence – lighting, definition of space
 - Land assemblage
 - Billboard - reduce

- Alternate A:**
- Facade, signage, site design improvements, crime deterrence
- Alternate B:**
- Assemblage and redevelopment



Motel One
• Redevelop

Enhance pedestrian crossings

Enhance pedestrian crossings

Brookside & Capital Motels
US 40 Prototypical Court Motor Hotels

- New uses - offices, antiques, artists
- “Clean up” - keep as motels

Main & James

- Crosswalk
- Additional landscaping
- Clean up
- De-asphalt
- Overhead wiring
- Bus shelter

Bus turnaround

- Improve as mini park

- Marketing (General)**
- Capitalize on National Road
 - Neighborhood oriented

◆ Entry feature

BACKGROUND



Eastmoor Academy, formerly Eastmoor High School, was built in the mid 1950's.

History

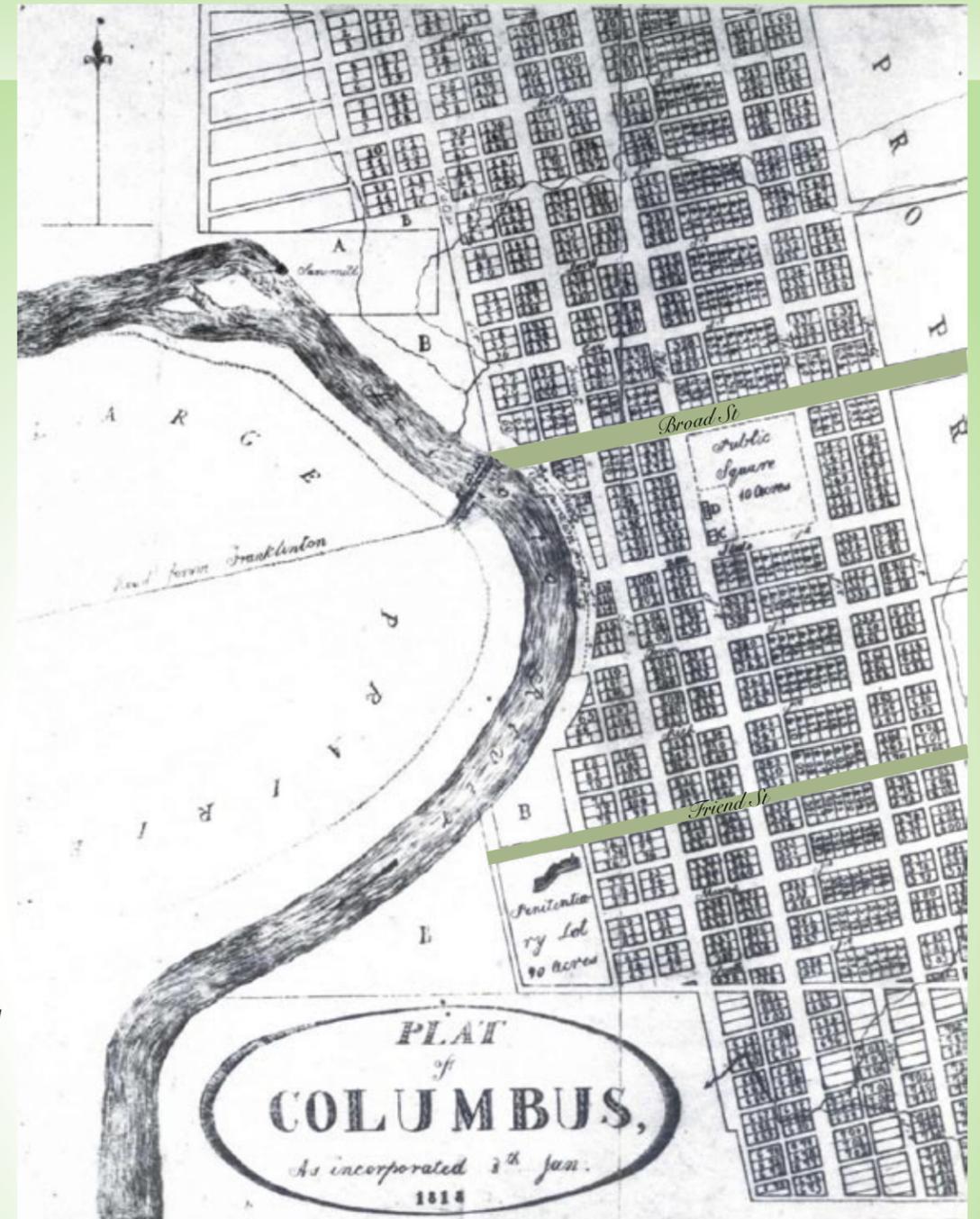
Eastmoor

Columbus has been constantly expanding at an accelerated rate since its founding in 1816. The eastern edge of an 1872 map of Columbus went only so far as the county fair grounds (now Franklin Park) and Alum Creek. Bexley (founded 1903) and Grandview Heights (founded 1906) to the east and west of downtown were early suburbs. Eastmoor was annexed to the city by 1937.

The 1937 Franklin Atlas showed Eastmoor subdivided but with few houses, mostly in the southern section of Eastmoor Boulevard. Main Street, the National Road (US Rt. 40) had a smattering of service stations and houses. Broad Street had yet to develop.

The eastern side of Columbus played a part supporting both World War I and II, which in turn impacted the development pattern in this part of town. During WWI, Camp Bushnell, a mustering camp, was established in the northern part of Bexley. During World War II, the Defense Supply Center Columbus employed and continues to employ thousands. Most of the houses in Eastmoor were built in the decades following World War II. Commercial and institutional development followed.

Whitehall was incorporated in 1950. Don Casto Sr. opened Town and Country Shopping Center in 1947. It was credited as the first suburban regional shopping center and is generally acknowledged as a national trend center.



Early plat of Columbus showing Broad Street north of Public Square. At the time Main Street was named Friend Street.

Broad Street

The preeminent two streets of Columbus are High Street and Broad Street, both forming an edge around the Ohio Capital. At 120 feet in width downtown, Broad Street was wide enough for two treed medians. To the west, the Broad Street bridge was the initial area crossing of the Scioto River into Franklinton, the oldest community in central Ohio (founded 1797).

To the east of downtown, Broad Street was lined with 19th and early 20th century mansions, significant churches and other institutions stretching out towards what is now Franklin Park.

In 1903, Bexley, was established. Significant houses, schools, churches and synagogues continued the pattern of uses from the near east side.

Broad Street in Eastmoor largely developed in the 1950's, 60's and 70's. It was typically more modest than its neighbor to the west and many of the stores provided local services. There has been change since then – the replacement of the Kahiki with a Rite Aid and new commercial development such as Lowes.

U. S. MAIL LINE.



The Subscribers would respectfully inform the traveling public that they commenced, on the 1st instant, carrying the United States Mail on the National Road, between ZANESVILLE AND COLUMBUS, in splendid Coaches, with good teams and sober and attentive drivers.

The Coaches will leave Zanesville, Daily, at 1 o'clock P. M., and arrive at Columbus at 9 o'clock the same evening, and will leave Columbus, Daily at 8 o'clock, A. M. and arrive at Zanesville at half past 3 o'clock, P. M.

FARE THROUGH, TWO DOLLARS.
Way passengers in the same proportion.

During the continuance of the Mail contract, whether an opposition line is run on the same route or not, the fare shall never exceed that amount.

It is deemed unnecessary to point out to the citizens of Zanesville, Columbus, and the intermediate points the advantage of sustaining a line which at once places the fare at a proper standard; and which the public have a positive assurance, will never be made higher. Should an Opposition be run upon the same route, the undersigned pledge themselves that under no circumstances which can possibly arise, will racing on their part be permitted. Should the opposition overtake the Mail Coach, orders have been given to the drivers on this line immediately to take to the right as the law directs, and permit them to pass if they desire it.

For seats, apply at the bar of the AMERICAN HOTEL, in Columbus; and at the store of JAS. TAYLOR, Jr. Main St., immediately opposite the Stuart House, in Zanesville. Passengers will be taken up at any of the Hotels in Zanesville and Columbus, and at any private dwellings, and delivered at any house in either of the above places, after delivering the Mail at the Post Office.

N. B. All baggage carefully attended to, but at the risk of the owners. Private conveyances to any part of the state will be furnished at either end of the route. Passengers are requested to be punctual as to the time of starting, as the Stages will positively leave at the hours named.

W. T. ROWE & CO.
July 10, '44. J. W. DODD, Agent.

Note the advertisement, dated 1844. The National Road's use for mail and passengers "splendid coaches with good teams and sober and attentive drivers."



Downtown Columbus, circa 1920. The Main street trolley only went as far as Bexley.



National Road sign on East Main.



Recreated mile marker on Broad Street, downtown Columbus.

Main Street

National Road

Main Street is part of the National Road which extends from Cumberland, Maryland to Vandalia, Illinois. Founding fathers such as George Washington and Thomas Jefferson recognized the need for an overland road to the west, to be built with the aid of the federal government. The United States Congress passed an act in 1806 initiating the National Road. In 1833 the National Road reached Columbus. By the 1850's the National Road was supplanted by railroads as the primary means of transportation to the west. The artifacts of the National Road – the materials and adjacent buildings – are largely gone. The Ohio Historic Preservation Office has been instrumental in celebrating the National Road and devising strategies for saving artifacts and improving the road.

US Route 40

With the advent of the automobile in the early 1900's, it soon became apparent that a route designation was needed. By the mid 1920's Main Street became part of this pre-interstate system – US 40 stretched from Baltimore, Maryland to San Francisco, California. Along the way, especially in approach to cities, these routes offered service stations, restaurants and diners, and motor hotels. In the mid 1950's the interstate highway system was initiated by the Eisenhower administration. Many of the uses serving the motoring public on the old national routes became obsolete.

Main Street has been designated a state scenic highway.

Route 40

ZONING & LAND USE OBSERVATIONS

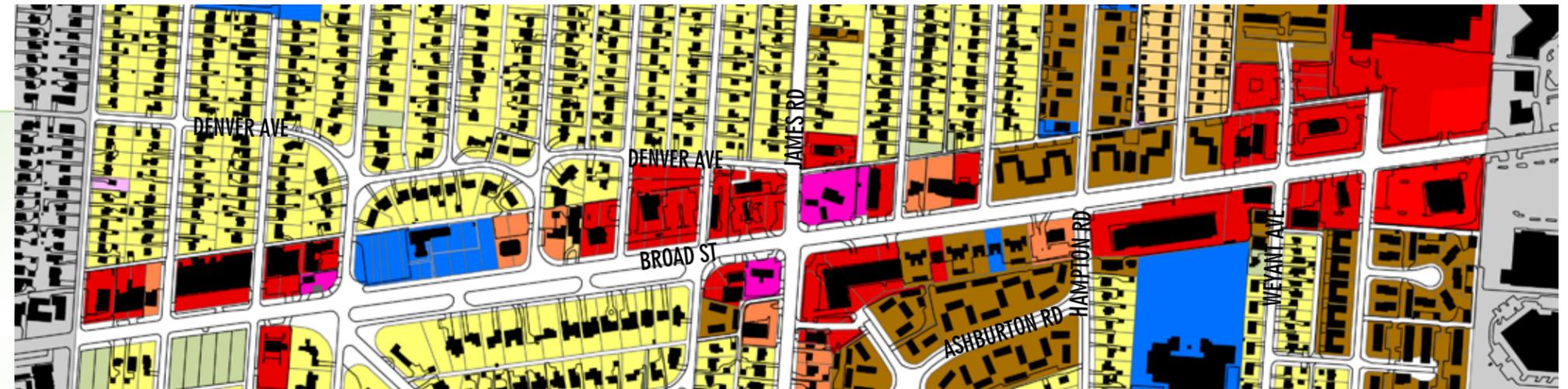
Broad Street

- About 70 % of the Broad Street frontage is zoned commercial.
- About 30 % of the Broad Street frontage is zoned residential
- Apartments north of Broad Street and east of James Road are zoned commercial, making the prospect of commercial redevelopment more likely.
- Vacant parcels on the south side Broad Street, east of Gould provide an opportunity for multi-story residential.
- The properties on the north side of Broad Street just east of Gould have the potential of a small “entertainment” area – i.e., restaurants, cafes, speciality foods. This could be done in conjunction with shared parking during off hours with the Presbyterian Church.
- The largest development on either Broad or Main Streets is Lowe’s 300,000 sq. ft. , 550 parking space “big box” development – identified by charrette participants as a community asset.
- No other parcel comes close in terms of developable size, relative to width and depth. This poses some issues in terms of the ability to assemble developable parcels.

Land Use/Zoning Legend

	Single-family residential
	Medium density residential
	High density residential
	Commercial
	Commercial auto oriented
	Industrial
	Institutional
	Vacant
	Parking
	Office

Land Use



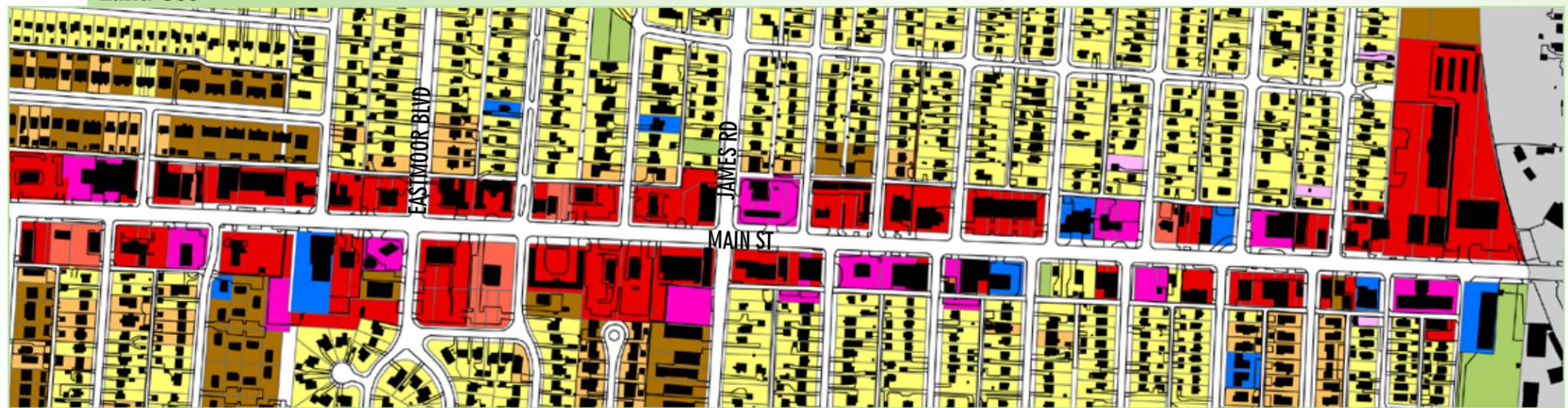
Uses along Broad Street range from treed residential lots to new “Big Box” commercial.



Zoning



Land Use



Main Street

- All of Main Street is zoned commercial
- The predominant land use is auto-oriented commercial. In a broad sense these are:
 - Auto-sales, services, gas stations, auto parts
 - Truck rental
 - Auto-oriented fast food with drive-through traffic likely constituting over 50% of business
 - Motels
- Many of these auto-oriented businesses were viewed as incompatible to the neighborhood by charrette participants. Other commercial uses were also identified, many of which were at the eastern end of Main Street, including pawn shops, night club, bars and adult entertainment.
- Other uses of note include banks, small offices and professional buildings. Institutional uses include post office, fire station, bus turnaround and churches.
- New uses include Donatos Pizza near Gould Road, and a small strip commercial center.

Zoning



Land Use/Zoning Legend

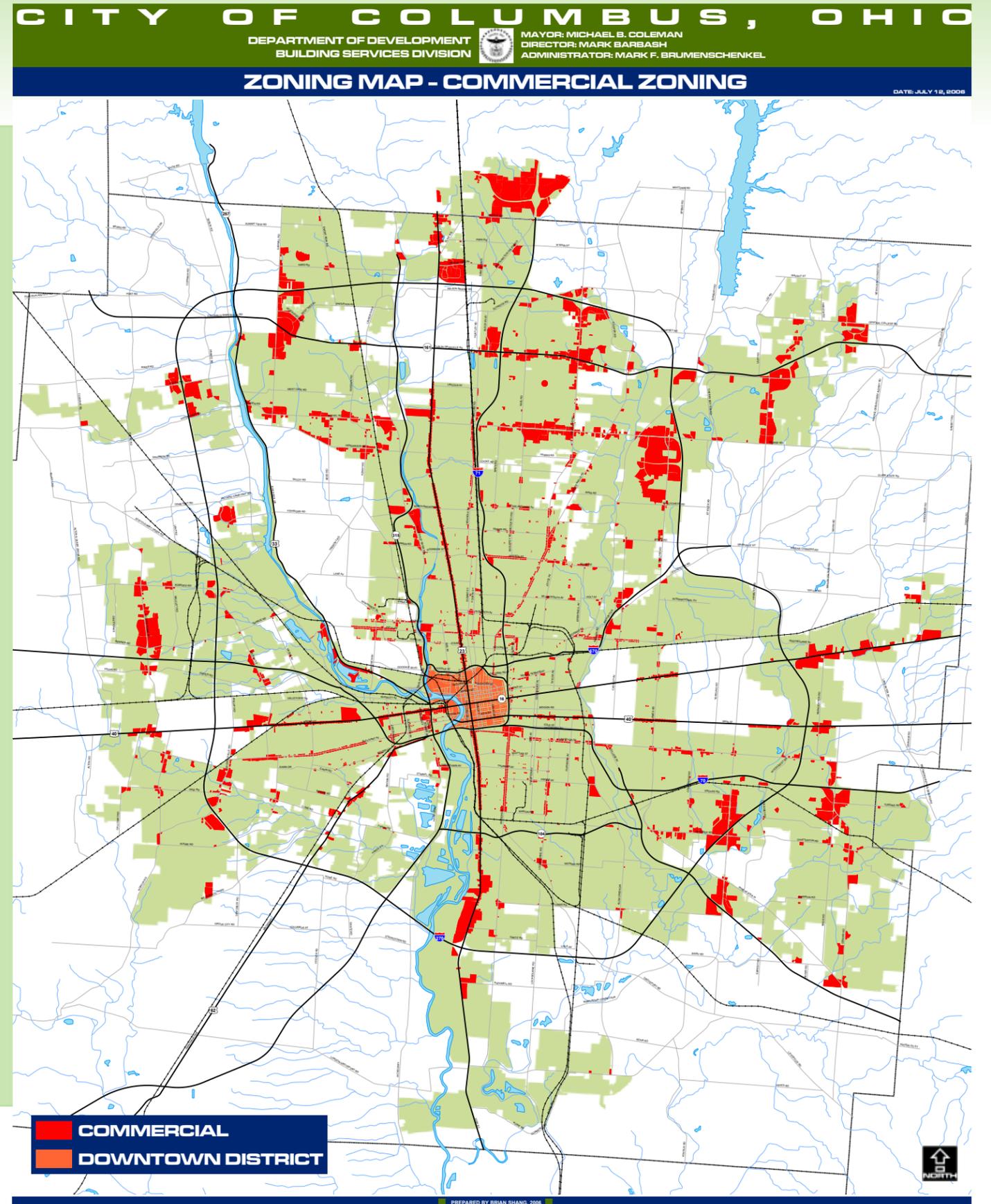
	Single-family residential
	Medium density residential
	High density residential
	Commercial
	Commercial auto oriented
	Industrial
	Institutional
	Vacant
	Parking
	Office



Economic Context

A look at a Columbus map showing commercially zoned property reveals ribbons of red, the conventional color for commerce, radiating out from downtown and extending out to larger concentrations toward the further reaches of suburbia. Many of these older commercial areas are in one state of distress or another. What to do with them, how to rejuvenate, prevent further decay, establish new markets, introduce new land use concepts, address demographic changes – is of concern to city decision makers and neighborhood residents alike. Broad Street and Main Street in Eastmoor have also experienced difficulties. Commercial development has an increasingly short life span of viability; some estimates are less than 10 years. Commercial corridors that are 50, 60 years old such as Broad and Main must continue to adapt in order to survive.

Commercial corridors and their adjacent neighborhoods are integrally related. The health and vitality of one affects the other. The decline and character of stores, physical maintenance, etc. impacts the adjacent neighborhood.



Demographics

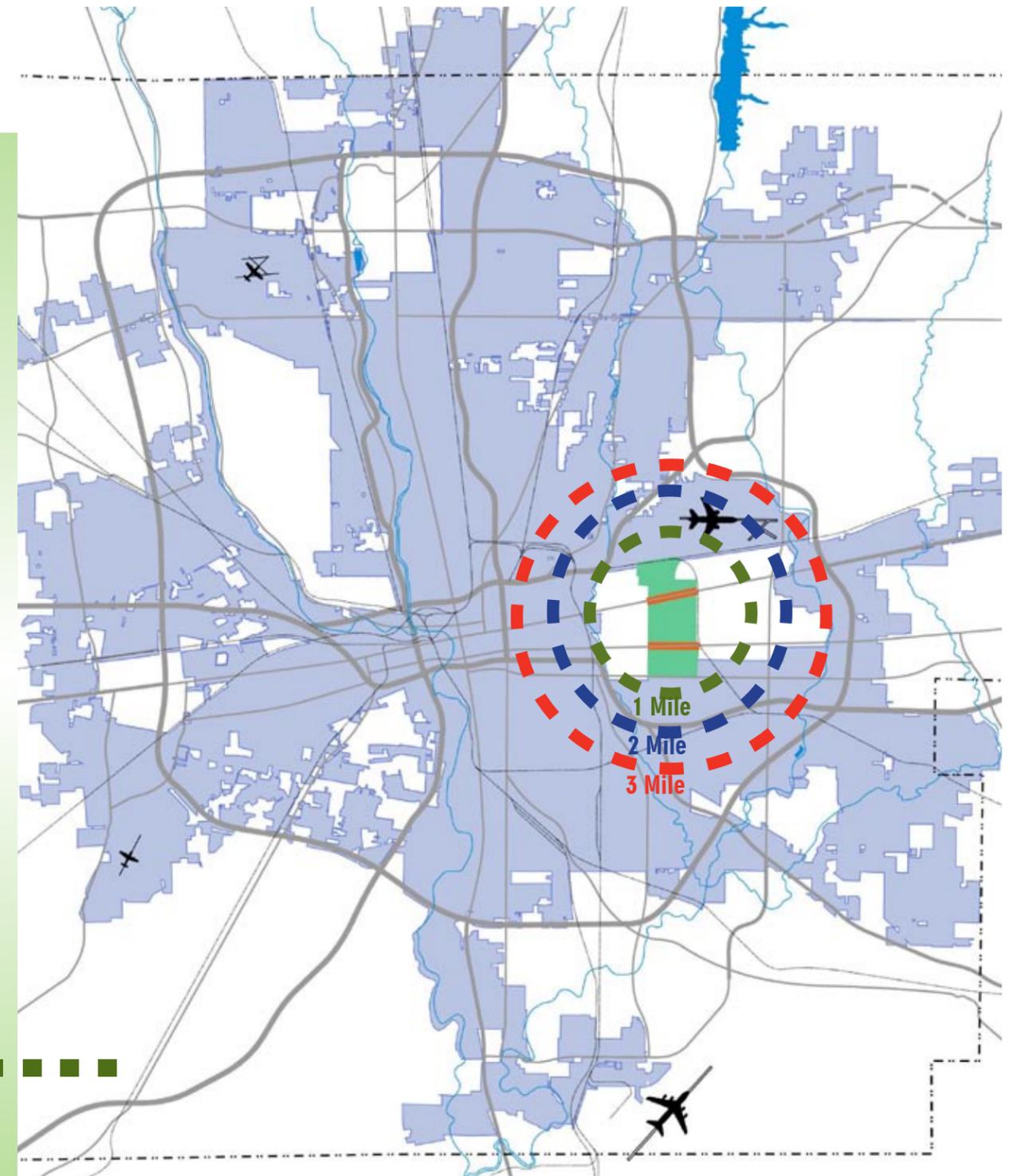
Eastmoor and its surrounding area is a study of contrasts. Within a mile of the Broad and Main corridors are areas of both wealth and modesty. Bexley, Berwyck, and western Eastmoor are all areas of affluence. Within three miles of the Broad and Main corridors live over 150,000 people. In an aggregate sense, regardless of income levels, there is demand for goods and services. Marketing strives to determine what needs have yet to be met.

One of the recent trends of large scale retailers has been their rediscovery of the inner city and the mature suburb. On Broad Street in Eastmoor, the trend is evident in Lowe's (rated very high by charrette participants). This continues in Whitehall with Target and Town & Country on Broad and the new Walmart on Main Street in Whitehall.

The table below presents basic demographic data on Eastmoor* and the surrounding neighborhoods.

	Population	White	Black	Other	Per Capita Income (Thousands \$)	Housing Units	Average Housing Unit Cost (Thousand \$)
Columbus	711,749	483,490	174,174	54,085	\$19.5	327,332	\$68.6
Eastmoor	12,628	6,990	4,885	753	\$19.4	6,187	\$63.2
Bexley	13,190	12,172	617	401	\$42.7	4,972	\$212.3
Whitehall	19,232	14,285	3,711	1,236	\$17.2	9,017	\$51.5
1 Mile	45,775	29,677	13,277	2,831	\$24.5	20,571	\$92.2
2 Miles	82,714	41,854	36,075	4,795	\$20.0	38,301	\$67.6
3 Miles	151,509	65,587	77,117	8,815	\$19.2	68,967	\$63.3

* As indicated on the map to the right Eastmoor is defined as the area between Bexley and Whitehall with Livingston Avenue as a Southern boundary and the Columbus and Ohio River Railroad as the northern boundary.



RECOMMENDATIONS



Charrette 1 participants indicating where they shopped, see tables on the right.

Economic Restructuring

The Economic Restructuring recommendations are based upon public input gathered in the To Market committee during the second charrette and incorporates comments from the first charrette. The focus of these recommendations is the restructuring of each corridor to reflect the desires of adjacent neighborhoods, economics of current property owners and businesses, and the goals of economic restructuring and revitalization. Rethinking of each corridor as a neighborhood business district is the goal.

- Encourage neighborhood-scale retail, services, and office uses.** The economic function of each corridor within the Eastmoor planning area is as a neighborhood business district. Both about strong neighborhoods with generally strong walkable connectivity. Lots are small and therefore can only accommodate smaller scale buildings. The neighborhood desires a smaller scale business district in the planning area and acknowledges that community and regional scale retail needs are met east of the planning area. For Main Street, the number of motels must be reduced because under current economic circumstances they are attracting unwanted activities.
- Focus on speciality retail.** The future retail mix should focus on speciality stores that meet a neighborhood need for goods and services. These include smaller book stores, craft stores, casual and fine dining restaurants, coffee houses, speciality/ethnic groceries and food purveyors, medical uniforms and supplies, and children’s clothing. Day care is an appropriate service, along with banking, and medical offices. Again, big box stores and larger general merchandisers are more appropriately located east of the planning area.
- Capture larger share of regional shoppers.** The larger big box stores and general merchandisers located east of the planning area (Target, Lowes, Kroger, and Town and Country) are evidence of the regional trade area located in both corridors. One of the goals of economic restructuring is to attract those regional shoppers to the planning area to better support local businesses (i.e., combined shopping trip).
- Enhance services to local residents.** Each business district should also offer a larger array of service-based businesses to meet local needs. Examples include child day care, medical and dental services, banking, and legal and tax preparation services.

Main Street: Market Mapping Summary

Location	Necessities Groceries/ Drugs	Entertainment Fine Dining Movies etc.	Large Appliances/ Hardware	Clothing/ Smaller Specialty	Auto Oriented-- Fast Food, Repair	Personal Services \\ (Doctor, Dentist, Beautician, etc.)	Dot Total
Whitehall/Broad	10	1	2	3	3		19
Easton	1	5	3	6			15
Bexley - Main	1	10			1	2	14
Broad Eastmoor		1	7			4	12
Main - Eastmoor	1	2		1	3	1	8
Far East - Broad	3				1	1	5
South James - Livingston	3	2					5
North Hamilton Rd.	2	2					4
Far East - Main				1		3	4
South Hamilton	1	1			1	1	4
Eastland				3			3
Brice-Tussing	1			1			
Tuttle				1			
Cleveland - North							1
Lennox		1					
Near East - Broad		1					
Livingston/ Berwick							1
Whitehall - Main	1						
	24	26	12	16	9	12	

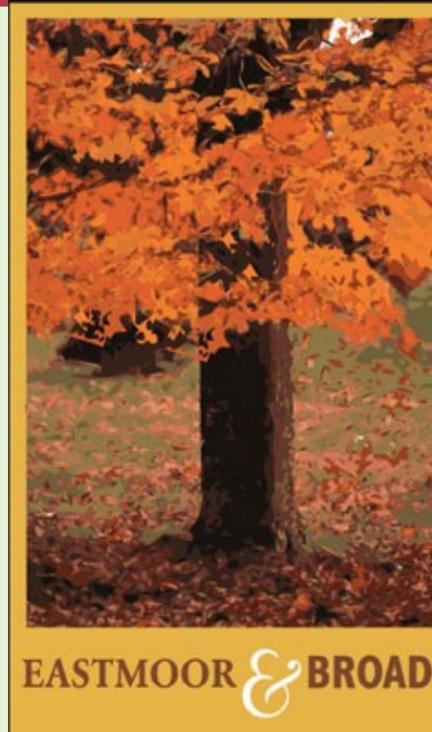
Table summary of the Market Mapping exercise for the Main Street Second Charrette.

• Create several nodes of intensive business activity.

On Broad Street there are two key locations in the corridor where appropriately intensive redevelopment should occur that establishes a sufficient amount of square footage to improve its economic vitality. These are the western three blocks of Broad Street and the intersection of Broad and James. Sensitive and appropriately scaled redevelopment of these locations is critical to long term success. For Main Street, redevelopment could focus in the three blocks east of James Road, creating a new retail node.

• Enhance the shopping experience. As part of economic restructuring for each corridor, an enhanced physical environment is necessary. This includes gateway treatments that identify each district and welcome visitors, improvements to the streetscape that improve the visual appearance of the district and encourage walking and biking, safety enhancements, and a marketing campaign that reinforces a new identity for each district. Improvements to COTA bus stops, such as bus shelters, were also noted.

• Brand the districts. Creating a unique identity for each corridor is important to attracting existing and future shoppers. The physical character of Broad Street in Bexley (which is principally residential in character) is one "brand". The currently healthy retail environment east of the planning area, in Columbus and Whitehall, is another physical "brand". For the planning area, an identity should be based on the greener, more mixed use character of Broad Street and the long held identity of "Eastmoor" for this part of Columbus



Broad Street: Market Mapping Summary

Location	Necessities Groceries/ Drugs	Entertainment Fine Dining Movies etc.	Large Appliances/ Hardware	Clothing/ Smaller Specialty	Auto Oriented-- Fast Food, Repair	Personal Services \\ (Doctor, Dentist, Beautician, etc.)	Dot Total
Bexley - Main	6	12			3	2	25
Easton		7	4	8			19
Broad Eastmoor	4		6		3	2	15
Whitehall - Broad	6		2	2	3	1	14
Downtown	3	4		2	2	2	13
North Hamilton Rd.	4	1	1	1		2	9
Brice-Tussing	1	1	2	1	1		6
Main - Eastmoor	4					1	5
South Hamilton	3				1		4
Bethel Rd.						4	4
German Village Brewery District		4					4
Lennox		1		2			3
Short North		3					3
Near East - Broad						3	3
Whitehall - Main					1	1	2
Kingsdale - Upper Arlington						2	2
Airport	1				1		2
Gahanna						2	2
South James	1						1
Tuttle				1			1
Sawmill			1				1
High Street - S. Clintonville						1	1
Cooper Road						1	1
SR 256						1	1
Linworth						1	1
TOTAL	33	33	16	17	15	26	

Table summary of the Market Mapping exercise for the Broad Street Charrette.

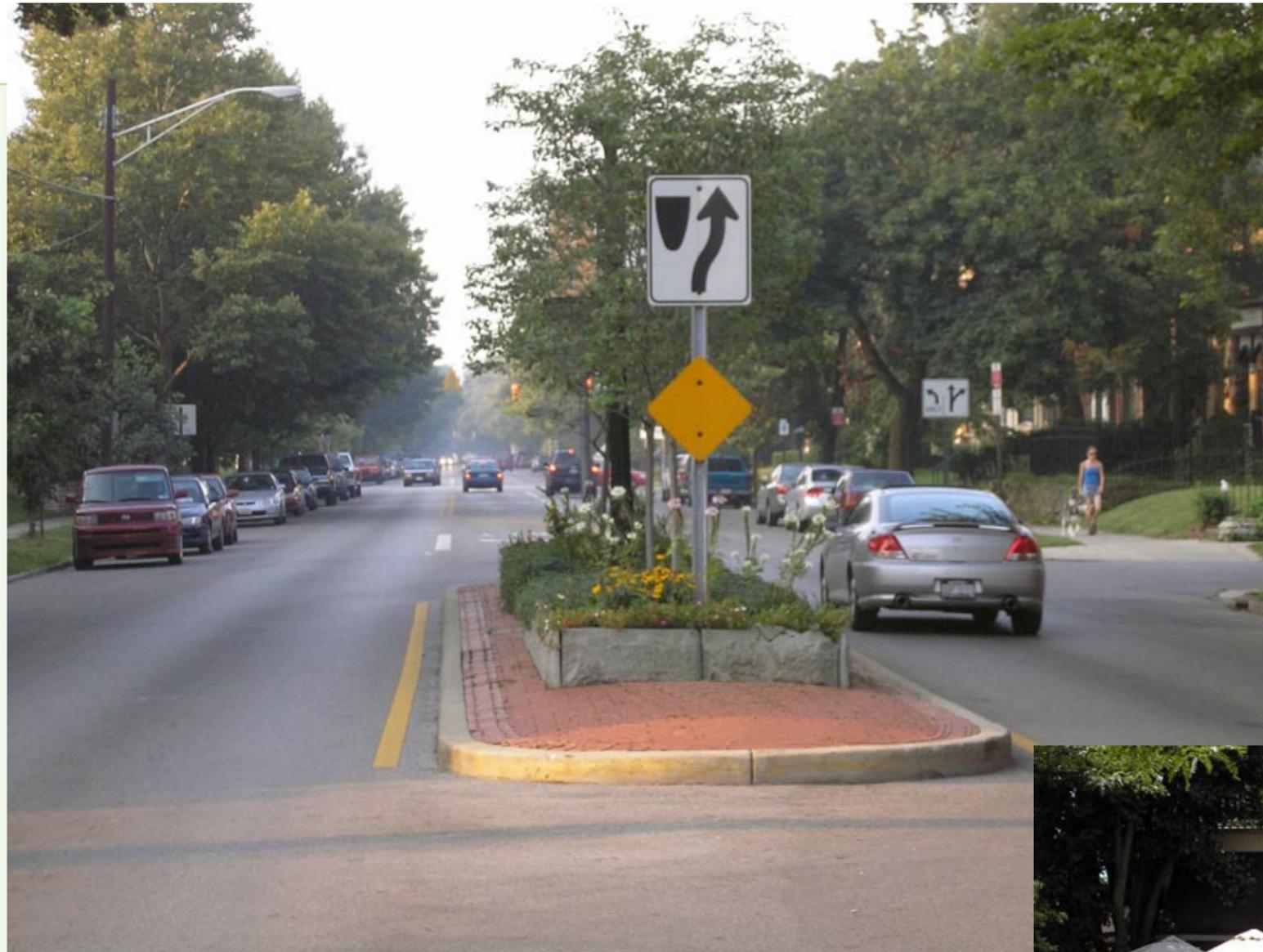
STREETSCAPE

Participants in the Broad and Main Streets charrettes identified the need to improve the quality of the visual environment and streetscape.

Streetscape can be defined as everything between building faces on opposite sides of a street. Most emphasis is given to public elements that frame the street – lighting, trees, bus stops, benches, signage, utilities, etc.

This section addresses:

- Greening
 - Trees in the public right-of-way
 - Trees, landscape and parking lot landscaping – private property
 - Greening opportunities
- Overhead Lines
- Lighting
- Facade Improvement and Signage
- Billboards
- Traffic Management
- Bus Stops
- Buses
- Amenities
 - Art, Banners, Gateways, Entrances
- Shared Parking



Examples of streetscape treatments. Above: traffic calming median. Right: outdoor seating highlights entrance to restaurant.



Charrette participants mentioned the contrast between Broad and Main Streets in Bexley and Eastmoor. The difference in greenery is noticeable. While parts of Eastmoor's landscaping are adequate, there is room for improvement. Mayor Michael B. Coleman has emphasized the need for the greening of Columbus and in doing so has set a goal of planting 20,000 trees a year.

In 2000, the city of Columbus Department of Recreation and Parks planted European Beach trees on Broad Street and Upright European Horn beams along Main Street. Roughly 200 trees were planted altogether. These trees are roughly 2 1/2 inch calliper. Because of the urban nature of both streets – i.e., driveways and curb cuts - trees were spaced somewhat sporadically, but generally 40 to 50 feet on center. Aside from removing portions of extra wide sidewalks there are few opportunities for more street tree plantings.

Greening opportunities refer not just to trees, but also to other plants and environmentally beneficial techniques. This includes the screening of parking lots.

Undoubtedly there are more opportunities on private property to plant trees and landscaping than there are currently in the public right-of-way. The question is how to encourage and provide incentives. The city of Columbus has historically focused on the public right-of-way.

Recommendations:

- Private landscaping, in addition to facades and signage, should be considered as part of any program such as the Neighborhood Commercial Revitalization Program.
- Work in conjunction with the Division of Stormwater Management in terms of new and innovative ways of using landscaping and parking surface as a means of alleviating storm runoff and site retention.
- Consider parking reduction in lieu of environmental treatment.



Most of the residential streets in Eastmoor are shaded and lined with trees. General perceptions along Broad and Main are that these commercial streets are devoid of much landscaping. However places such as Wing's and Epstein Memorial Chapel, both on Main Street, reveal care and pride.



Example of greening opportunity for parking lot screening.

OVERHEAD LINES



Most of the utilities serve properties from the rear.

There was an expressed desire to remove overhead utilities. Most overhead lines on Main Street run down the rear property lines or alleys. It is unlikely that the city or utilities would consider burying lines that are already located in the rear of the property. The nominal amount of lines running down the front of Main Street (on both sides of the street) appear to serve lighting and traffic lights only. Exceptions occur from Weyant to James and from Napoleon to Whitehall, where additional power lines front of the north side of Main Street. Power lines mounted on high creosote poles run along both sides of James Street, which adds even more to the visual clutter of this busy intersection.

Recommendations:

- Obtain a cost estimate to bury the small amount of lines running along the front of Main Street in conjunction with new street lighting and or mast arms
- In the event of any significant redevelopment, consider designating the areas around the intersections of Broad and James and Main and James as underground utility districts. Underground utility districts were initiated by the Public Services Department and Public Utilities in 2004. These were places of significant public interest due to high investment, traffic or interest where removing the sight of lines was warranted. So far, only two places have been designated: the North Campus area of Lane and High and the Four Corners area of in South Linden



Before and after of removal of overhead wires and installation of new street lights, trees and banners along Main Street. Extensive removal of wires is not likely at this location.

LIGHTING

Both Broad and Main Streets are lit by 28 foot high “cobra head” lights mounted on spun aluminium poles. Although serviceable, these standards are old and do not compare favorably with the adjacent standards in Bexley and Whitehall. Charrette participants identified a desire for new lighting on Broad and Main Streets. With the use of Urban Infrastructure Recovery Fund monies, the city erected ornamental pedestrian level street lights in Eastmoor west of James Road (acorn fixture). These fixtures are the same as fixtures used on Main Street in the Near East Side and similar to standards in Bexley and Whitehall.

Participants also considered a standard recently installed in the Columbus portion of Lane Avenue across from the Ohio State University. While still acorn fixtures, this standard was taller (20 ft. versus 14 ft.) and perhaps more appropriate in scale to arterials.

A new standard is the “tear drop” recently installed on Main Street from Kroger store just west of Bexley. This is an attractive, modified historic fixture that would be a compatible, yet pronounced difference from adjacent fixtures.

The Division of Electricity has practiced trenchless installation of wiring conduit from light to light and this should continue on Broad and Main Streets.

Charrette participants also expressed a desire for traffic mast arms that are similar to Bexley’s. Bexley’s double luminaire mast arms do not have a counterpart in the city of Columbus inventory. Currently use of mast arms has been relatively restrictive due to the expense.

Recommendations:

- Consider using Urban Infrastructure Recovery Fund money to install new lighting fixtures.
- On a lower priority, use Urban Infrastructure Recovery Fund money to install new mast arms in limited locations.



Existing cobra head street lighting on Broad and Main



Tear drop fixture



Acorn fixture currently on Eastmoor residential streets.

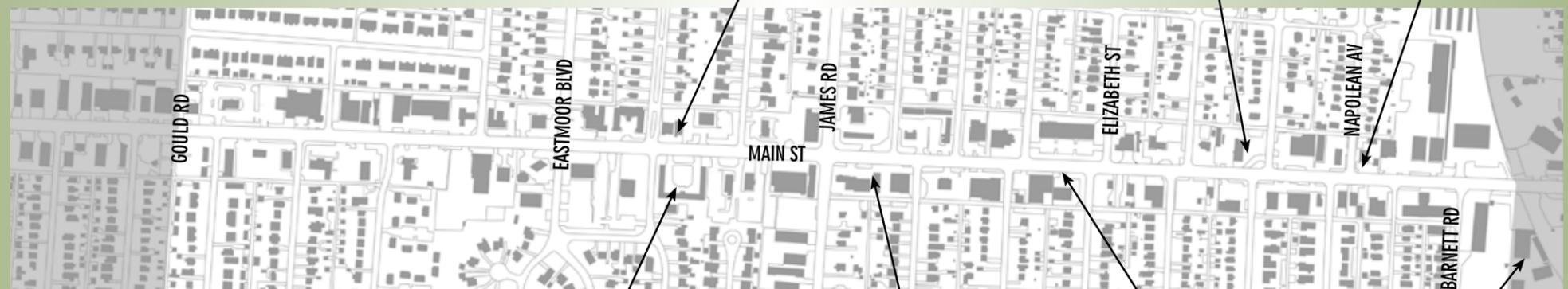
BILLBOARDS

There are three billboard locations on Broad Street and seven locations on Main Street. The charrette participants clearly noted that no additional billboards should be added to either corridor.

Each location has more than one billboard, i.e. one billboard facing west and one facing east, both mounted on the same monopole. Billboards require the approval of two agencies – the city’s Building Services Division, which regulates billboards throughout the city under the graphics code, and the Ohio Department of Transportation (ODOT), which requires permits on state and federal routes of scenic status. There is a disconnect between the two sets of regulations that needs to be addressed.

Recommendations:

- Coordinate efforts between the city zoning office and ODOT by modifying city code to require submittal of ODOT billboard permit prior to application to the city.
- Utilize this document as an expression of community desire to prohibit more billboards and as a policy statement by the city to the same effect.
- On the basis of the scenic status of these two streets, do not permit more billboards.
- If need be, apply Urban Commercial or Community Commercial Overlays, which also prohibit billboards.



TRANSPORTATION

Traffic Management and Pedestrian Crossings

Broad, Main and James are all heavily travelled arterials. Broad Street charrette participants voiced concerns over crossing Broad; Main Street participants said there was basically no need to cross Main.

In general it was expressed that road widths, speeds and traffic light sequence are set. The idea of a traffic roundabout was discussed but generally dismissed. Three ideas of merit were:

- Better crossing light mechanisms such as those with audible signals and count down.
- Better articulated crosswalks, if warranted.
- Construction of traffic islands at places with dead space in the central lane. Planting and maintenance would be managed by a local non-profit organization.

Except for one block on Main Street continuous sidewalks occur through out. Some sidewalks extend all the way out to the curb.

Some of these sidewalks could be taken up to make way for a tree lawn and more trees in the public right-of-way. There are other locations that are only five feet wide and could be widened to at least seven feet.

Broad and Main Streets have little room for bikeways. There are little, if any, bike racks. Bike traffic should be directed to low trafficked side and parallel streets. Bike racks should be installed.



Simple, vertically painted crosswalks are generally more visible than the horizontal stripes and could be used at busier locations where warranted.

Five different COTA bus routes serve Eastmoor – two locals (#2 – Main and #10 – Broad), two cross towns (#87 - Cassidy and #92 – James) and one express (#43 East Broad, which goes to Gahanna). The #2 and #10 are two of the busiest routes in the system. #92 provides access to Port Columbus International Airport – riders from downtown take the #2 or #10 and transfer at James Road. The bus routes were identified as community assets – providing direct service to downtown particularly for the elderly and disadvantaged but also to workers who use the routes out of convenience.

Charrette participants identified some of the bus stops as problematic. There were complaints of loitering. There are three general types of stops:

- Pole and sign only
- Stops that also include benches
- Stops that also include shelters

While the current shelters are in relatively good condition, it was expressed that new ones, contextually appropriate to other new furniture would be desirable.

Recommendations:

- Work with the Transportation Division to comprehensively review and assess pedestrian crossings and safety.
- Work with COTA to improve bus stops with new shelters
- Work with the city's bike coordinator to evaluate and improve bike circulation and amenities.



Improvements to bus stops. Above: Existing turnaround on Main Street. Bottom: Bus stop in Victorian Village with planter and bench. The planter is maintained by the Victorian Village Society. New bus shelter on High Street.



Opportunities for softening Broad Street or adding an entry feature. Above: Existing image of Broad Street. Notice yellow painted, crossed hatched area, vehicles are already restricted from.

Middle and bottom: two different variations of small medians.

CREATING AMENITIES A SENSE OF PLACE, IDENTITY, HISTORY & PRIDE

Eastmoor is a distinct neighborhood, with a unique history and identity. There are many ways of articulating a sense of identity. What is appropriate for one community may not be for another. Clearly, the National Road can be an identifiable symbol for Main Street. The community could also establish a theme for Broad Street, such as "greening".

Entrances into Eastmoor could be designated by special landscape treatment, signs, stanchions, arches, medians, banners, etc. This page features some ideas. It is recommended that the community be attentive to what adjacent municipalities are doing, and stay within their own identity.

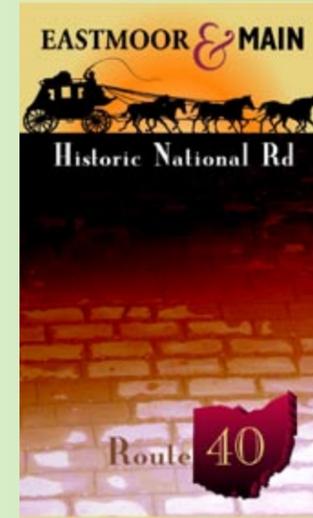
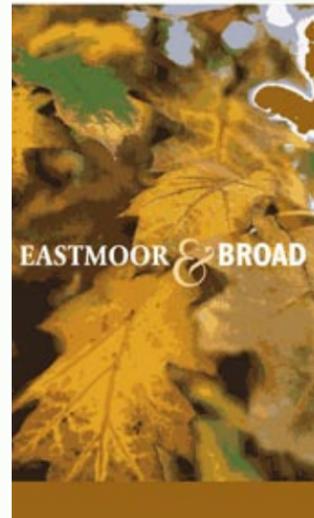
There are opportunities for art. One prospect is the conversion of blank walls that could be prime candidates for murals. In any case, these efforts should come from the community and involve area students.

The dictionary defines amenity as "the quality of being pleasant or attractive; agreeable". From the context of an urban (or suburban) commercial corridor, charrette participants readily identified desirable elements – streetscape, landscape, pedestrian scale, aesthetically pleasing signage and facades.

There are a surprising number of outdoor eating areas but typically they are set back from the street or walled off on the side. Given the volume and speed of traffic, the lack of amenities is no surprise. A few strategically placed, well landscaped and designed outdoor areas would help make both streets more hospitable.

Recommendations:

- Establish an amenity committee to work with Transportation Division and UIRF to implement amenity improvements.
- Consider a wall mural program working with business and property owners and integrating with school art programs.
- Promote outdoor dining.



Potential banners for both Broad and Main Streets. Main Street uses the National Road as a theme.



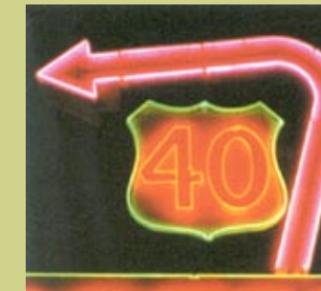
Murals: Short North; Mount Carmel West Nursing College, Franklinton



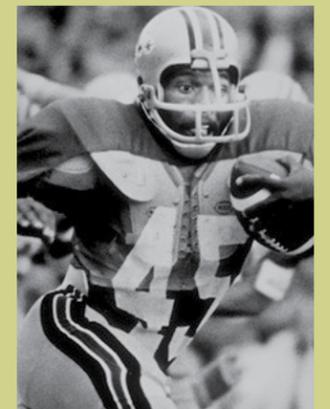
Examples of entrances: landscaping and signage at park; stanchion; and simple sign



Outdoor seating creates an amenity. Top: Worthington; right Clintonville



Elementary school students with the help of teachers made this marker at 2nd Avenue School in Italian Village.



Celebrate local history banner. Archie Griffin is the nation's only two time Heisman trophy winner. He went to Eastmoor High School (now Academy).



Celebrate history banner: U. S. Route - Operative dates - mid 1920's to mid 1960's. Capitalize on the milieu. People love the old cars, etc..

CRIME PREVENTION

Charrette participants were highly concerned about crime throughout Eastmoor with Main Street, seen as particularly problematic. Crime prevention is normally not within the purview of physical planning initiatives. Crime in Eastmoor is of significant concern, of both residents and businesses alike.

Recommendations:

- The crime break-out table from the Main Street Charrette #2 shared concerns can be broken down into general areas: action by the community, business, police, – cooperative or joint. Additional actions can be taken by other city divisions. Code enforcement can be an effective tool on properties that harbor illegal activity.
- Do an assessment or appraisal of properties. Evaluate physical structure, visual surveillance, parking lots, windows on the street, hidden areas etc. Consider police, Neighborhood Pride Center or the Columbus Neighborhood Design Center as the means for doing this assessment.
- Make certain that preventative measures aren't counter productive. Conveying the image of a war zone isn't the way to encourage legitimate customers to local businesses.
- Look for opportunities for amenities such as outdoor seating that might provide more visual surveillance more, "people on the street."
- Extend the neighborhood blockwatch program. The University and Hilltop both have programs that operate on commercial streets. Consider the use of bicycles to quietly increase distance covered.
- Use code enforcement as a tool for correcting egregious property code violations. Report such issues with the city's 311 complaint system.



Barred windows on both commercial (Main Street) and residential (Broad Street) are an indication that security is a concern on both streets.



At the Main Street Charrette #2, crime prevention participants were asked to mark places where they felt safe (green) or unsafe (red). The results were telling. People generally felt safer towards the west end. Participants felt unsafe near the motels, in alleys, at specific intersections (Main at James and at Weyant) and at the east end.

WEST PARK NEW BROAD ST ENTRY



Issue:

At the first charrette participants identified the vacant block bordered by Broadleigh Road, Broad and Chesterfield Streets as a community asset. Many articulated the need to preserve the open space and make a park. The second charrette investigated alternatives surrounding this site.

At the second charrette options were explored:

- Keeping the land open and designing its use
- Developing the site and determining how best to develop

A fairly new trend is occurring in the early suburb areas (Harrison West, Short North, Northwest Blvd, Grandview Blvd – Columbus; Main Street-Bexley; higher density housing – in the form of empty nester condominiums. They have similar characteristics, offering younger adults and empty nester households new housing close to

amenities, restaurants, bus routes. They are also adjacent to single family neighborhoods so that one could conceivably leave your house but still be close to neighbors. This area of Broad Street shares many of these characteristics.

Development proposals:

- A three-story mixed-use building with ground floor retail and second- and third-story residential. The building would have a setback to allow for amenities such as a café. Parking would be in the rear of the site behind the building. (A)
- Turn the vacant parcel into a small park with some focus feature such as a gazebo or water feature and also have a small playground. Flank this park with new higher density residences. (B)



BROAD & JAMES – FOUR CORNERS



Issues:

The intersection of James Road and Broad Street lies at the heart of Eastmoor. It is the entryway into the area from both I-70 and the airport. Unfortunately, this highly visible intersection and surrounding area conveys a poor image to residents and visitors alike.

Charrette #1 participants identified specific land use and design concerns, which included billboards, overhead wiring, pawnshops, a bar, and a convenience store. Charrette #2 expanded these issues and developed a course of action to improve this prominent intersection. Infrastructure and land use changes were considered – both in the short term and long term.

**Recommendations:
Short Term**

Transportation

- Bus Stops were mentioned as problematic. Consider relocating stops further away from the intersection to lessen congestion. Install new and aesthetically improved bus stops and concrete pads for buses at stops.

- Traffic calming and pedestrian safety was an issue. Improve pedestrian crossings with better marking and crossing mechanisms.

Aesthetics

- The importance of the intersection as an entryway has already been articulated. There are numerous smaller improvements that can be made on a short term basis. Signage and facade improvements can be assisted by the Columbus Neighborhood Design Center. The center can also assist in streetscape design – greening and hardscaping within the right-of-way, including entry design.

Procedural (Zoning - Land Use)

- Some of these items are concerns articulated by charrette participants. Investigate ways restrict or eliminate billboards and pawnshops.
- Consider application of overlays and down zoning.
- Make certain that high intensity uses such as restaurants and bars have adequate parking. Consider permitting parking on residential streets.

Long Term

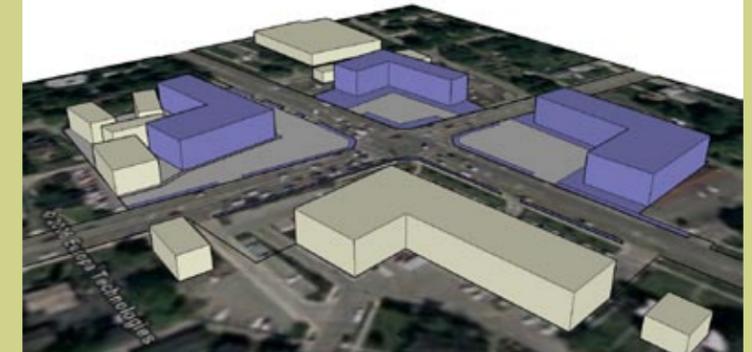
Aside from the current negative appearance of this intersection, charrette participants envisioned a potential future of higher density and intensity of development. Four Corners in Linden and Campus Gateway at OSU are Columbus models of intersection developments. There are some local models of higher density uses. Consider:

- If development occurs bury overhead lines on Broad and James.
- Mixed use development
- Integrated bus transfer
- Structured parking

Existing Building Layout



Buildings set back from street with parking in the front



Buildings not set back with parking in the back



Proposed improvement rendering of a similar intersection. Illustration of a progression of treatments from minor to major.

BOARDED APARTMENTS



Issues:

Apartments in the eastern end of Broad Street were identified as problematic by Charrette #1’s participants. The boarded-up apartments on the north side of the street between Everett Road and Hampton Road, in particular, were identified as a significant problem.

While other apartments in the vicinity were in much better shape, they were also of concern. Participants felt that all apartments were solidly built, but with their age (built in the 1950’s) they were in need of maintenance and are on the cusp of deterioration.

Participants believed that even the worst of these apartments were salvageable and that they offered the opportunity to provide unique housing to specific segments of population, such as new Americans. Successful redevelopment of the site would have a beneficial impact on the surrounding neighborhood.

Recommendations:

- These buildings are salvageable and should continue to be used for residences. Ownership is preferable over rental. Multi-family residences are appropriate along this segment of Broad Street because of its proximity to downtown, public transportation service, and close to shopping and amenities. The building’s brick exterior is compatible with the neighborhood.
- There are options for how to both market the apartments and reconfigure the floor plans. The ground floor could be marketed to senior citizens. Potentially the upper and lower floors could be combined for family use. The exterior court could be used by younger children.
- Most of these apartments have generous setbacks but have little landscaping other than grass. Extensive landscaping is advised.



Before and after. Illustration of improvements to landscaping and the exterior.

MOTELS



Issues:

Participants in Charrette #1 overwhelmingly had negative remarks about the three motels on Main Street. There were numerous stories of criminal activity. These motels are also one of the last true vestiges of the hey day of U. S. Rt. 40, the motoring equivalent of I-70 between the 1920's and 1960's.

In the second charrette participants were asked what should be done with the motels. Suggestions ranged from maintaining the buildings with current user changing use or demolish and support new uses, i.e., commercial, residential, mixed use, public.

One general suggestion for unwanted uses on this street was to investigate the option of down zoning those parcels with legal restrictions on development. This stretch of Main Street in between Bexley and Whitehall can be developed as a transition area close to the street design standards of Bexley or the large setback design standards of Whitehall. The community supports commercial uses for each of the three sites (neighborhood friendly uses such as a restaurant, bookstore, speciality foods, or other uses mentioned on this summary). Residential uses should only come in the form of residential above retail or office.

Recommendations:

New Buildings (Motel One)

- Motel 1 is the high priority site and investigation of any available funding options for redevelopment was encouraged. Building conditions are inappropriate.
- Some of the ideas for redevelopment for the Motel 1 building were an auto part store, a bike store, a hardware store or a mixed-use building with retail on first floor and residential on the upper floors. One possibility expressed for this property is to involve the City of Columbus in buying it for an office building use to attract employees to the corridor.

Uses

- Most participants felt that use as motels is not necessarily a problem but the use should be strictly operated as a legitimate motel.
- Other uses suggested for Brookside and Capital, considering their unique architecture, was artist's studio, flexible business spaces like salons, speciality foods, doctor's office or medical facility, personal services or a National Road history museum.



MAIN EAST END: FACADE IMPROVEMENTS OR REDEVELOP



Just simple things – accent lighting, coordinated paint and awnings, smaller signs with essential information, reducing clutter in the store front, can go a long way in terms of dressing up a facade. Perhaps the most expensive improvement would be replacing the barred windows with roll up security grating that comes down after store hours – helping to alleviate the perception of “crime area”. Above far right photo shows the need for enforcing existing sign regulations.

Issues

Participants of Charrette #1 remarked about the east end of Eastmoor’s Main Street as “ratty/ugly” to “needs redevelopment”. Charrette #2 posed the question to the group about what marginal and broader development could be done to improve appearances. In general, the group chose to address larger issues.

These issues include investigating standards and ordinances to see which is most appropriate and applicable – including Bexley’s and Whitehall’s efforts on Main Street or a comparison of the Urban Commercial Overlay and Community Commercial Overlay.

Recommendations:

Redevelopment

- Review Bexley and Whitehall standards to see how Columbus could work with their guidelines for future development.
- Determine whether Community Commercial Overlay or Urban Commercial Overlay will work for the Eastmoor portion of Main Street.
- Encourage new development to build to an established setback line or set-to line to create a consistent character along the corridor.

Existing Structures

- Encourage existing building owners to renovate and update their buildings or install new storefront. Extend the city’s NCR program to this section of Main Street. The Columbus Neighborhood Design Assistance Center would be part of this solution.
- Enforce existing sign regulations.
- Develop design guidelines for storefront design. This would be accomplished in tandem with the adoption of a commercial overlay.

Streetscape

- Make street more walkable, i.e. plant street trees; reduce curb cuts; reduce paved area in front of buildings with landscaping.
- Create a natural barrier at street - street trees, hedges and grass to soften the built environment and provide separation for pedestrians from traffic flow.
- Install street furniture - benches and trash receptacles to make the street corridor more welcoming to pedestrians.



Conventional zoning:
50 ft. - Building setback, 10 ft. - Parking setback



Community Commercial Overlay:
25 ft. - Building setback, Parking on side (behind building line) or in rear, 60% windows, Billboards prohibited



Urban Commercial Overlay
0 ft. - Building setback, Parking in rear of building, Billboards prohibited



Existing



Conventional



Community Commercial Overlay:



Urban Commercial Overlay

IMPLEMENTATION

Implementing the recommendations contained in this plan is the critical component to ensuring concrete changes occur along both corridors. Implementation will require the active participation of a variety of entities; neighborhoods, businesses, property owners, and the city. The opportunities are significant, but patience and diligence will be required. This plan should be adopted by Columbus City Council as official city policy relative to the future revitalization of Broad and Main Streets in the Eastmoor area.

- **Adopt the Community Commercial Overlay.** The Community Commercial Overlay (CCO) is a zoning district that best matches the physical character of each corridor with the goals of the neighborhoods to encourage pedestrian scale redevelopment. The CCO addresses building form and placement (including parking located to rear or side of buildings), but not architectural design and materials. It ensures a modest 25-foot front yard setback and landscaping that softens the built environment, yet encourages appropriately scaled new construction and outdoor dining. The CCO also offers a 50% reduction in off-street parking requirements as an incentive and it also prohibits off-premises signage (billboards).

- **Consider designation of Broad and Main Streets as neighborhood commercial revitalization areas.** The city is currently considering a restructuring of the NCR program. Broad and Main Streets should be considered as possible new neighborhood business districts for inclusion in the program. This would provide funds for capital improvements, facade improvements, and technical support from the Economic Development Division, depending on the final design of the revised program.

- **Target UIRF funds.** Urban Infrastructure Recovery Fund Priorities for the neighborhood improvements within the city property (streets, parks) should be considered under the city's Urban Infrastructure Recovery Fund. There should be emphasis given to the recommendations of this plan.

- **Initiate the first signature project.** The city and neighborhood should work with business and property owners in the western "gateway" area to initiate the first signature project along Broad Street and the first project on Main Street. This should include Columbus Urban Growth Corporation, the city's Economic Development District, and neighborhood leadership working with these stakeholders. Creative developers should also be identified to work in partnership. Urban Growth could facilitate this effort, coordinating with stakeholders, packaging the project, and identifying the city's financial role.

- **Enhance code and safety enforcement activities.** The city has been considering an expansion to the Neighborhood Pride program to commercial districts (one week of intensive delivery of city services and enforcement activity). If that expansion occurs, Broad and Main Streets should be considered as one of the first priorities. This will provide an intensive application of city services and enforcement.

- **Consider establishing an area commission.** The neighborhood leadership should discuss the establishment of an area commission that represents all neighborhoods between Bexley and Whitehall, from Fifth Avenue south to Livingston. City code provides area commissions with an official seat at the table to make recommendations regarding zonings, variances, capital improvements, and other city initiatives and programs.

- **Consider establishing Broad and Main Street Merchants Associations.** It will be critical for the businesses and property owners on Broad and Main Streets to be active participants in the revitalization of the corridors. A merchants association provides the business community with a single, focused voice to weigh in on future changes, improvements, etc. and to build consensus and support among the private sector. Joint marketing, fund raising, consistent business hours, special improvement district, enhanced safety, enhanced maintenance (public right-of-way and private property), and other initiatives are typically a high priority for these associations.

IMPLEMENTATION TABLE

ISSUES TO ADDRESS	PRIORITY	WHO SHOULD ADDRESS THEM
<p>Marketing, Community Organization</p> <ul style="list-style-type: none"> • Establish merchants or business association • Establish area commission 		<p>Marketing, Community Organization</p> <ul style="list-style-type: none"> • Community • Community, Planning Division, City Council
<p>Regulatory, Programmatic</p> <ul style="list-style-type: none"> • Adopt Community Commercial Overlay • Neighborhood Commercial Revitalization Program • Use Urban Infrastructure Recovery Fund • Enhance code and safety enforcement activities 		<p>Regulatory, Programmatic</p> <ul style="list-style-type: none"> • Planning Division, City Council • Economic Development Division • Economic Development Division • Code enforcement, Police Division
<p>The street</p> <ul style="list-style-type: none"> • Facilitate safer crosswalks (done in conjunction with schools) • New walk lights with count down mechanism • Median on Broad Street only (off-set streets on Main preclude this) small landscaped medians to be maintained by Civic groups 		<p>The street</p> <ul style="list-style-type: none"> • City Department of Public Services, Division of Transportation, Urban Infrastructure Recovery Fund • Division of Transportation • Civic Group – Planting and Maintenance, Public Services, UIRF
<p>Public ROW flanking the street (sidewalks and tree lawn)</p> <ul style="list-style-type: none"> • New lighting - 28 ft. teardrop • Banners • Entry feature • Reduce hard surfaces, install trees • Continuous adequate sidewalks (7 feet) • Better bus stops 		<p>Public ROW flanking the street (sidewalks and tree lawn)</p> <ul style="list-style-type: none"> • Public Utilities Electricity, UIRF or Property Assessment • Design – Community, Design Center, Transportation Approval, Civic – Insurance • Community, Design Center, Transportation, Recreation and Parks • Community, Recreation and Parks • Transportation, Community • COTA, Community
<p>Setback area</p> <ul style="list-style-type: none"> • Edge-low, hardy, evergreen hedge • Dimensional parking, replace asphalt with amenities and or landscaping • Crime Prevention – appraisal, better lighting, surveillance 		<p>Setback area</p> <ul style="list-style-type: none"> • Private initiative, site improvements as part of NCR low interest loans • Site improvements as part of NCR low interest loans • Appraisal from Pride center, Private initiative, Police
<p>Facades</p> <ul style="list-style-type: none"> • Signage, materials, design, windows, crime prevention 		<p>Facades</p> <ul style="list-style-type: none"> • Columbus Neighborhood Design Assistance Center
<p>Crime Prevention</p> <ul style="list-style-type: none"> • Community Patrol • Crime Prevention Through Environmental Design Audit • Aggressive code enforcement 		<p>Crime Prevention</p> <ul style="list-style-type: none"> • Community with cooperation with police • Neighborhood Pride Center – police, Design Center • Neighborhood Services – code enforcement
<p>Development Nodes</p> <p>Broad and James</p> <ul style="list-style-type: none"> • Minor landscaping improvements • Major Redevelopment <p>Main and James</p> <ul style="list-style-type: none"> • Minor landscaping improvements <p>Motels</p> <ul style="list-style-type: none"> • Creative reuse of Brookside and Capitol • Demolish Motel One – public use, i.e. fire/ police station, community center, etc. <p>Eastend Main</p> <ul style="list-style-type: none"> • Initially, landscape, signage, awnings windows <p>Westend Broad</p> <ul style="list-style-type: none"> • Develop higher density mixed used (retail on ground floor, apartments/condos above) – ideal for empty nesters to stay in the area. • As alternative keep green, flank with apartments/condos 		<p>Development Nodes</p> <p>Broad and James</p> <ul style="list-style-type: none"> • Private initiative, community participation, site improvements • Urban Growth, Campus Partners or like type redevelopment <p>Main and James</p> <ul style="list-style-type: none"> • Private initiative, community participation, site improvements as part of NCR low interest loans <p>Motels</p> <ul style="list-style-type: none"> • Private initiative, community support of variance of procedure • Urban growth, city <p>Eastend Main</p> <ul style="list-style-type: none"> • Private initiative, community participation, site as part of NCR improvements low interest loans <p>Westend Broad</p> <ul style="list-style-type: none"> • Private development • Community support of appropriate variance procedure

CHARRETTE RESULTS

The results from the charrettes formed the basis for much of the subsequent process, perceptions, ideas, asset identification and problems determined in the public meetings.



APPENDIX



**CHARRETTE #1, MAY 16, 2006
BROAD ST.
GOULD & BROADLEIGH RD/**

1. Annex and confiscate its tax revenues (Bexley)
2. This is more the type of retail I would like to see.
3. Very nice.
4. Like to walk here
5. Decent looking but could be nicer.
6. Needs landscaping and better lighting.
7. Needs newer facade, but example of neighborhood serving businesses.
8. Ugly dirty sidewalk, trash is not picked up.
9. This property has done a wonderful aesthetic improvement, unsure what business it is.
10. Panera needs more parking.
11. Screen with trees.
12. Strong statement needed here to 'demark Eastmoor' take advantage of green space.
13. Great idea needs signage.
14. Annex Bexley to Eastmoor
15. Single unit family housing.
16. Consider mixed-use with commercial on street with services.
17. Closeness to downtown is important to our neighborhood. Please make some bike baths for people and children to travel safely downtown for entertainment and services.
18. These homes are important, not more retail commercial development here.
19. I agree
20. Nice attractive quality homes.

● Asset
● Liability



14

15

16

17



18-20

BROADLEIGH & HARDING RD/BROAD ST. 2

1. Update facade, neighborhood serving businesses
2. Since stoplight removed from Broad and Chesterfield traffic goes through neighborhood, (Broadleigh/Chesterfield). Delivery trucks also drive through neighborhood, chewing up corner lots.
3. Better looking signage
4. Eliminate this building.
5. Ugly
6. Ugly corner
7. Good neighborhood business to have — space is too small though
8. Get rid of the billboard
9. Oh yeah! Billboards do not belong in our neighborhood
10. I am glad to have the establishment but needs blockage from sight with trees, do not want to see this gas station
11. Trees
12. I agree
13. Update this shopping area, make more attractive to walk-in shopping
14. Screen, revamp design of Sunoco
15. A wasted residential resource great for very low density green space, water feature
16. Make a public space — park — more usable
17. Love this space needs to be a permanent park
18. Put street light back in
19. Leave green
20. Why can't Reuben develop luxury apartments here, or condos? Look what he is doing on no space in Bexley! Green space authorize park.
21. Keep this space green
22. Residential? Senior Housing?
23. Consider park space
24. Needs to be mowed more regularly
25. Protect this lot
26. Larger sidewalks and bike path
27. No commercial zone of any kind
28. Slow traffic for children
29. Would like to return to residential, but seems to be "good neighborhood"
30. Can not be zoned commercial
31. Needs to be residential. Needs to be maintained as residential important entrance to Eastmoor
32. This is Eastmoor's main entrance from Bexely and it would be very bad if this ever went commercial



4-12



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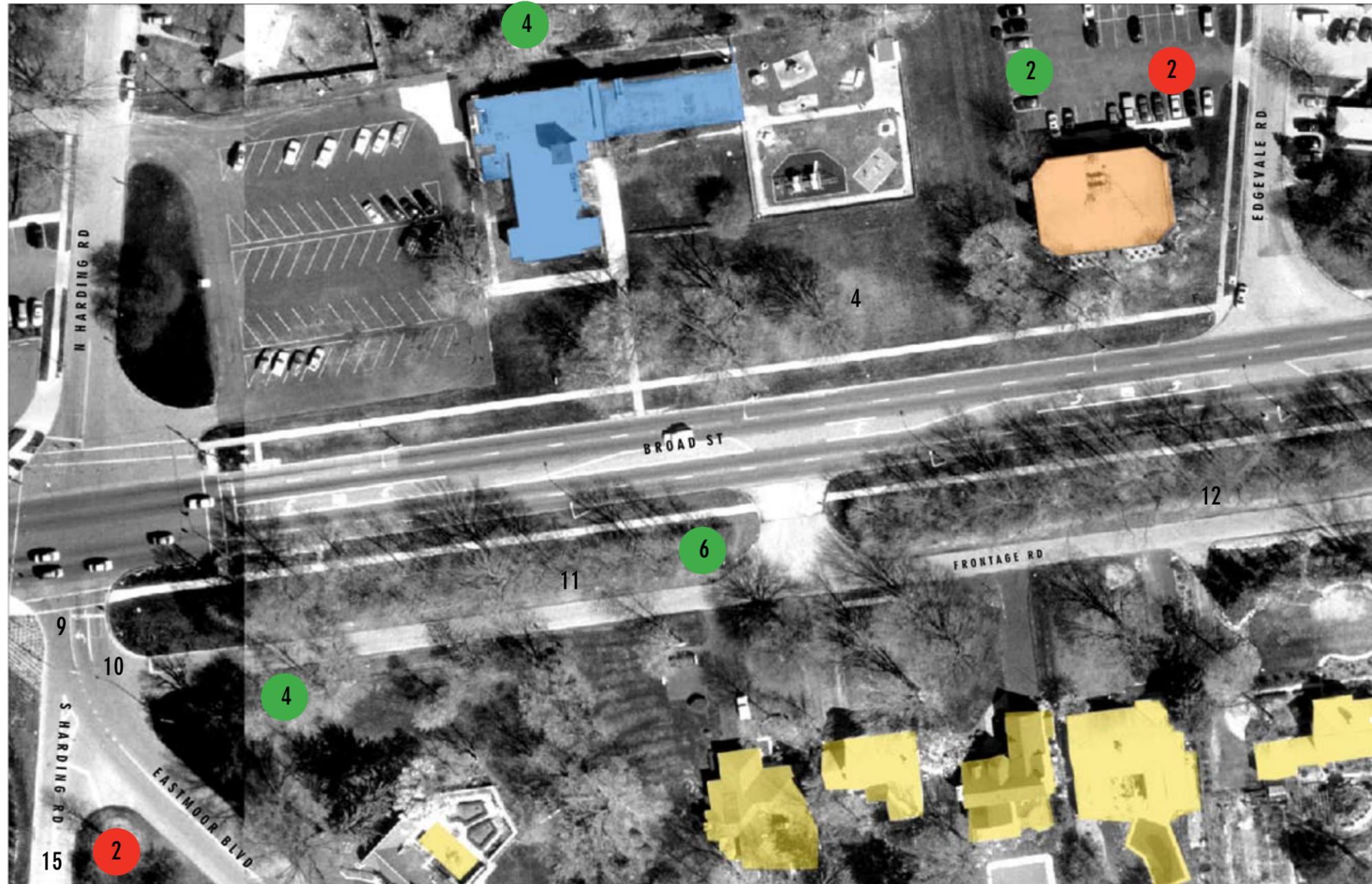
● Asset
● Liability ▲ N



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6-8



HARDING & EDGEVILLE RD/BROAD ST. 3

1. They keep it clean, not the prettiest building; consistent design standard in the neighborhood is needed.
2. Keep the church. I like the day care center there. Great parking on side of church.
3. Need more trees, greening.
4. Trees trees, yes.
5. Better upkeep of street at this corner
6. Better upkeep everywhere on Broad Street.
7. Edgerville needs sidewalks.
8. Yes
9. Update and make more inviting.
10. Excellent gateway area, play it up.
11. Keep this buffer
12. This buffer is extremely important
13. Nice residential, love the trees.
14. Preserve this! Residential integrity is important.
15. Slow down "cut-through" traffic. Stop signs?

● Asset
● Liability



3

13-14

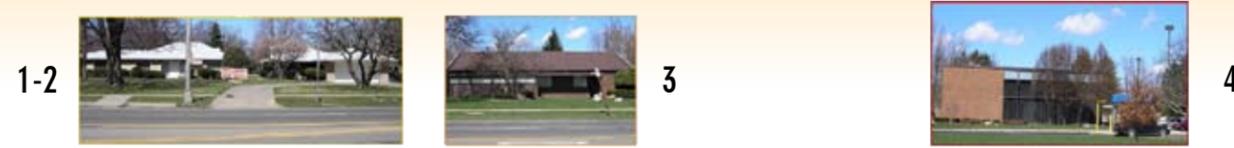


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EDGEVALE & KELNER RD/BROAD ST. 4

1. It looks out of place, somewhat run down.
2. Poor example of (?) properties. They were originally houses? How does this happen?
3. Ugly, doesn't fit.
4. Set so far back.
5. This buffer is very important-could be improved / yes
6. Upgrade public green space, but keep it.
7. Great idea. Beef this up with more than "junk" trees.
8. Bar is inappropriate for area.
9. A dump! Code violation? C1.
10. Vote the area dry. No bars!
11. C1. Get rid of this
12. Possible zoning change?
13. Terrible "first impression" as a gateway intersection.
14. Parking problem.
15. GJs, awful property. A bar in location is not welcome.
16. These homes are very important.
17. ECAB needs to coordinate with the city and create a beautification committee to keep the green here cleaned up.



● Asset ▲
● Liability N



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14-19



● Asset
● Liability



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33 34 35 36

37-38 39-41

KELLNER & ASHBURTON RD/BROAD ST. 5

1. Blocks sidewalks on Broad when polishing cars.
2. Obviously a good business to have here-well used services.
3. Big traffic problem to the wood beams keep falling down.
4. This property causes problems with traffic flow on Broad – lack of parking in front of business.
5. Maybe share some space.
6. Horribly ugly, always dirty.
7. Ugly laundromat.
8. Too much black top for the business. Need landscape and trees in back.
9. Always the wrong type of people (late night) to the area.
10. Corner of James and Broad is greatly impeded by Woodland Meadows and the vacant apartment buildings at James and Maryland.
11. This is the first intersection from airport needs to be tone set for area.
12. They have done some nice landscaping
13. Every other Shell is much better landscaped. This one looks trashy.
14. Give this place the heave ho. Another business here, but I don't know what kind.
15. Tear down. Redevelop.
16. Take down and replace with green.
17. Tear down and redevelop.
18. Remove.
19. Tear it down!!
20. Need more trees.
21. This are has never felt safe, and is really ugly. People just standing around.
22. Vote this corner dry!
23. Bar needs to go!
24. Lots of parking issues with the bar.
25. Eyesore
26. Looks bad
27. Scary place
28. This is a problem and the bar next door. Grass not cut, looks really bad.
29. More trees screen from view
30. Could be upgraded big time.
31. Get rid of the bus stop.
32. Usually unattractive – doesn't invite you to shop here.
33. Needs street lighting and trash receptacles.
34. Cash Advance and Rent-a-center do not promote good quality businesses.
35. Get rid of the Cash Advance.
36. Business mix is redundant of our concentration issues.
37. Good businesses.
38. Owner good.
39. Get rid of the bus stop.
40. Bus stops are good public transportation, but these structures block traffic and promote people to "hang out".
41. Good store, signage could be nicer.

ASHBURTON & HAMPTON RD/BROAD ST. 5

1. Building is in poor condition on backside.
2. Outdated – uninteresting needs green.
3. This business looks very good.
4. Property needs redeveloping.
5. This area would be good site for large senior citizen complex. / Amen / I agree.
6. Bulldoze, no more multi rental needed.
7. Blow up! Force owner to replace boards with windows.
8. Needs trees and hedges.
9. Absolutely the worst eyesore on the street.
10. Keep apartment that are well maintained courtyards, green space, and secure parking for residents.
11. These building are important.
12. Needs more trees as a buffer.
13. More trees screen all this from obvious vision.
14. Keep trees.
15. More trees, nice building.
16. Those buildings could be a positive point if more attractive and better care for.
17. This could work as ____ housing.
18. Save these! Fix up landscape.
19. Needs landscaping.
20. Plant street trees
21. Condo potential for sense of ownership?
22. These building are important but need code enforcement.
23. Good business link provides traffic from Bexley.
24. Good retail addition.



3



4-12



● Asset ▲
● Liability N



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16-18



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23-24

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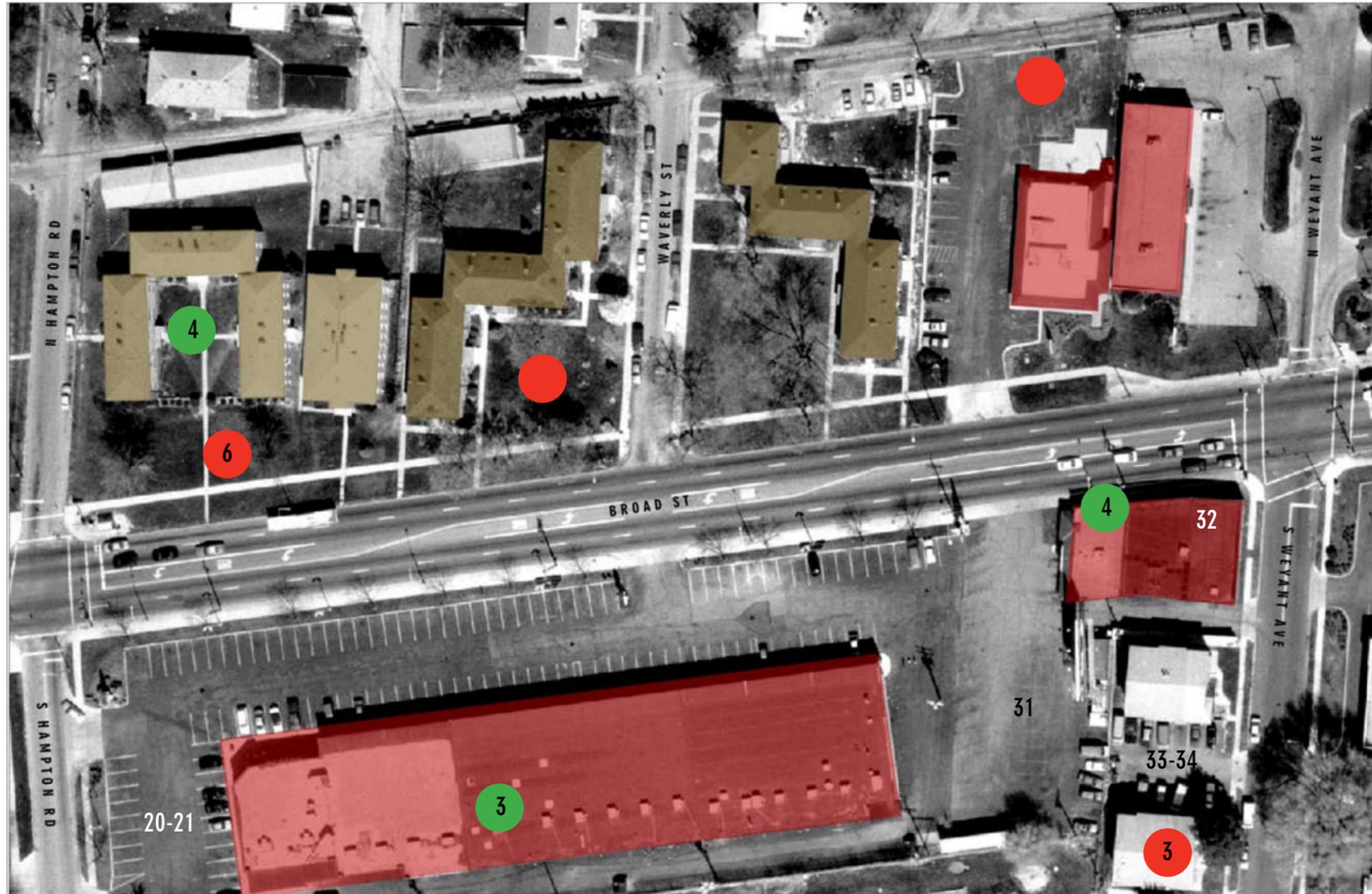
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● Asset
● Liability



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HAMPTON RD & WEYANT AVE/BROAD ST. 7

1. Alleys are not wide enough in this area, cement is decaying; two cars can not pass at all.
2. New works makes the whole place look better, like the parking in front with the gate.
3. Lots of improvement at this apartment complex.
4. Nice improvement.
5. Needs more landscaping
6. Good to see the improvement
7. Who authorized the fence? Looks "unsafe"
8. These buildings are important to Broad Street.
9. Boarded up buildings need to be fixed or removed
10. Not enough light at night – trees need cutting.
11. These buildings need improvements.
12. Raze
13. Looks like a barracks.
14. Boarded up windows are depressing, should be against code.
15. Big problem area.
16. Terrible crime area, infecting the whole area.
17. Residential area and crime behind is a concern.
18. Possibility of a neighborhood park? This whole is desperate for one.
19. They are moving. Make sure the grass is cut and the empty business is secure until occupied again.
20. Like this a lot.
21. Outdated signage needs new facade/larger landscape.
22. Change mix of businesses, screen from view. Terrible uninviting.
23. Signage ugly, cheap.
24. Low end store is unappealing.
25. Needs better street lighting.
26. Good mix, but needs a facade change to make shopping more inviting.
27. Lighting in lots, and also a better design theme needed... looks 70's.
28. Would like to ace side-down restaurants.
29. Fix front, make it inviting.
30. More walk-able feel and mix.
31. Feels unsafe.
32. Needs update or improvement
33. Better parking
34. Not good
35. Wonderful store-outdated building
36. They still deliver
37. Needs more parking
38. Ugly
39. Not very inviting, could use a new facade
40. Great store, ugly.

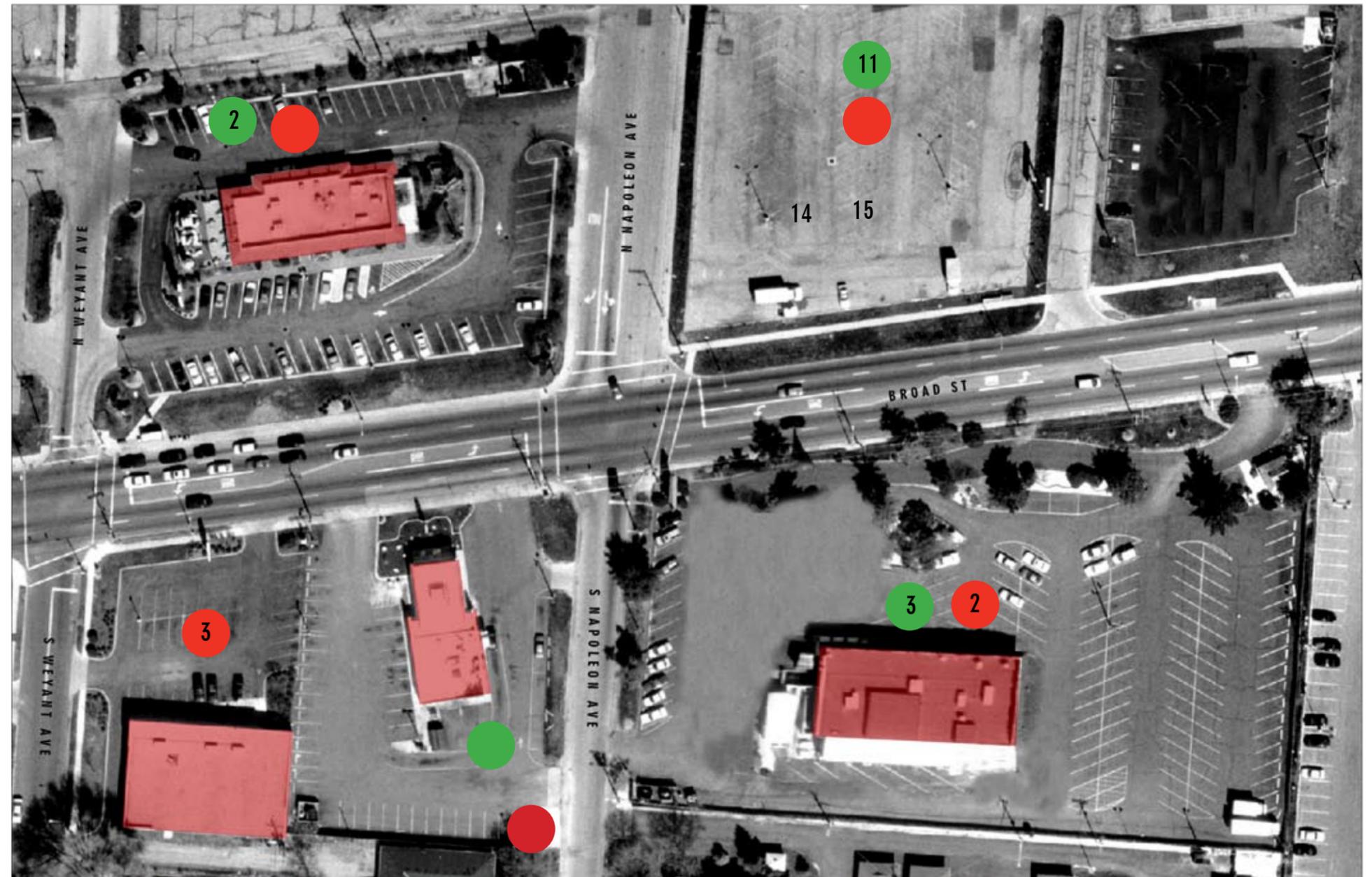
WEYANT AVE & NAPOLEON/BROAD ST. 8

1. Get rid of the free newspaper auto magazine stands- they end up all over the street.
2. Behind McDonalds' needs cleaned up. (three agree)
3. Nice, noticeable investment/improvement
4. Landscaping
5. Good business, promotes upkeep and improvements to neighborhood homes. Can we get them involved in a volunteer network to help improve the area?
6. Good large commercial anchor.
7. Nice.
8. Like this
9. Good retail addition
10. Need better lighting
11. Nice store, kept fairly clean out front. Different look would be nice, like brick.
12. Need additional trees in this area
13. Like this place a lot. I spend money and time here.
14. More landscaping here.
15. Possible restaurant?
16. This place looks bad-we don't need anything that has all the windows covered with bars-get rid of it! Outdated business.
17. Could be nicer looking.
18. Looks terrible compared to other locations.
19. Good business, clean
20. Needs to updated, good landscaping/green efforts.
21. This is not LA we can grow trees here. Screen off all this mess.
22. This needs site improvements, not attractive at all.
23. Better land use would be walking friendly shops.
24. Worried about long term commitment and potential light.
25. Needs more green
26. Bring back Kahiki, or something else more attractive.
27. Needs landscaping and better street lighting.
28. Too much blacktop.
29. This store is well run, do something with landscape.
30. I like this store, could use some landscaping and a smaller parking lot.
31. Enough of drug store please!

1-3



4-13



16-18



19-20



22-31



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10-12 13-15



● Asset
● Liability



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37-38



CHARRETTE #1, MAY 17, 2006
MAINT ST.
GOULD & CHESTERFIELD RD

1. Love it, go all the time.
2. Good look, serves needs
3. Love this- feel like this business would invest in area up change. * (3xs good)
4. Great, new, clean, attractive*
5. Nice and clean
6. Excellent, great, good, excellent
7. Serves the community well
8. Just the kind of business we need
9. This stretch needs better decorative street lighting to street signs.
10. Needs to be spruced up
11. Ugly
12. Has possibilities for right occupant
13. This poor little building just doesn't cut it for much of anything
14. Put something else here. Restaurant?
15. Restaurant- good, building- not so much.
16. So much cement- green?
17. Needs better lighting
18. Good
19. Manages many local apartments, glad it is close
20. Excellent never move
21. Very nice upkeep on property
22. Character we want feel this business would invest in improvements
23. Beautiful landscaping, great business
24. Great perennial garden
25. Needed service
26. Good
27. Good
28. Needs green space – trees?
29. OK
30. Could be made more attractive little has been done to improve, come on Art.
31. Good*
32. Loving look
33. New signage and paint
34. Drive through doesn't feel safe due to apartments nearby on Chesterfield
35. Good * serves needs
36. Clean look, but boring
37. Big parcel for this use
38. Well kept.

CHESTERFIELD & EASTMOOR BLVD/MAIN ST. 2

- | | |
|---|---|
| 1. Has potential for right occupant | 25. Nice improvement lately |
| 2. Beautiful but empty | 26. The top is great |
| 3. Great building for right tenant/business | 27. Great place. People actually come to community to go there |
| 4. Great potential, casualty of current condition | 28. Very good |
| 5. Update the sidewalks in this area- residents could walk to make these businesses profitable | 29. Fix parking |
| 6. Looks terrible | 30. Apartments in back are bad |
| 7. Add more streetscape to these quality businesses, they deserve it | 31. Draw to out community – but too much gunfire in apartments behind it. Apartments must go* |
| 8. Fine | 32. Someone needs to assist top / post office to share parking* |
| 9. Good | 33. Traffic hazard light? |
| 10. Update building | 34. Every time I go here, someone asks me for money |
| 11. Prostitutes hang out on corner | 35. Good |
| 12. I love it | 36. Important to the community |
| 13. Would be a 1950's national road look- needs sprucing up also | 37. Needs better parking lot |
| 14. Wouldn't want to lose current diner restaurant-but building and surrounding could really use and update | 38. Well kept |
| 15. Watch that this doesn't become a pawn shop | 39. Great. Serves needs of community |
| 16. Could be better and needs some sprucing up | 40. Good improvements |
| 17. Businesses ok, building needs update | 41. Needs some landscaping |
| 18. Update | 42. Cut the grass / landscaping |
| 19. Building need attention, dilapidated | 43. Update the facade and landscape |
| 20. Looks great, but alley gives easy access to robbers-it has been robbed | 44. This could look nicer |
| 21. Looks good | 45. Clean operation for gas station |
| 22. Needs great space, love the character | 46. Scary at night |
| 23. Apartment building behind needs to go | 47. Have seen some prostitution activity here |
| 24. High crime apartments behind, what a contrast | 48. Clean it up please |
| | 49. No liquor sales |
| | 50. Get rid of the pay phone |
| | 51. Please remove pay phone people from motel stand in line to get calls |
| | 52. Pay phone on the wall should go |
| | 53. Serves Brookside "regulars". I like it. |



▲ N
● Asset
● Liability

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5-16



18-19



● Asset
● Liability
▲ N



21-26



27-28



29-43



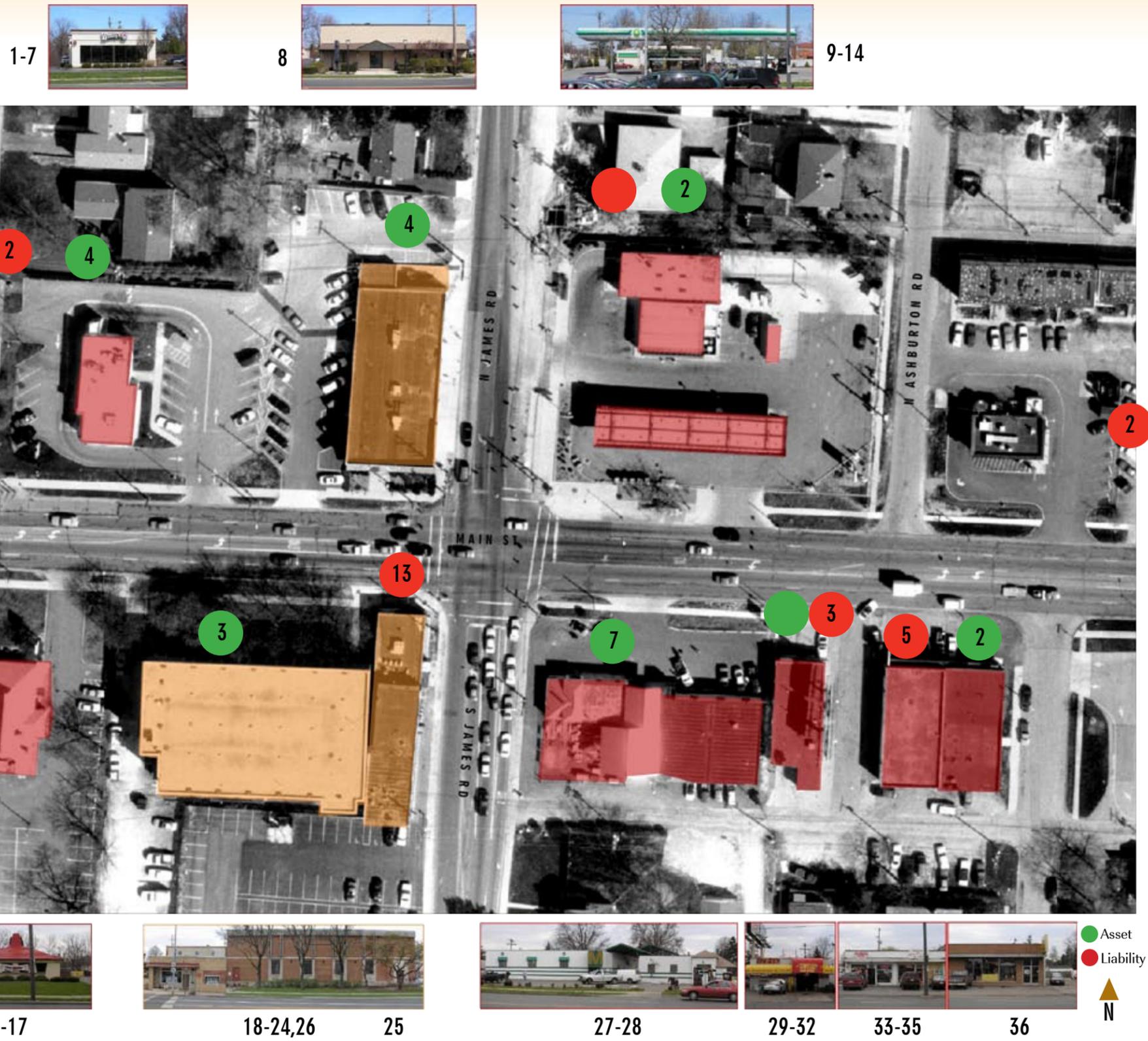
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EASTMOOR BLVD & KELNER RD/MAIN ST. 3

1. Good business, bad location
2. I use this business (2xs)
3. Nail and UPS are great
4. Love the nail place, use it 2xs / month
5. Need to get the motel behind the building
6. Can't possibly meet code and who would choose to patronize this place?
7. Get rid of it / bulldoze
8. No drugs! Eight year old opinion
9. Will keep people away form out businesses and businesses away from our strip.
10. Haven for drugs and prostitutes
11. Close this place down, tear it down, it would be a great space for a day care center, many working families in the area could use it
12. Let's face it, nobodies family is staying here during a visit to town
13. This should go-help us close it, you do not tour National Road and stay here.
14. Needs shut down ASAP. Bad for neighborhood
15. Better usage
16. Prostitution is from benches, don't need more
17. Prostitutes hang out on these corners / They approach my patients
18. Looks good
19. Nice and clean looking property
20. Have to be pretty agile to get across this street at the light
21. Hunting buildings are good
22. Trees out front
23. Good for pedestrians. Parking out back
24. Established would appreciate updating
25. Could be more community friendly - agree
26. I like the 50's look of the building - appropriate to the area, but landscaping would help.
27. Like the green space - yes needed
28. Nice
29. This should go. So glad I don't want it
30. Cute old look - just need to have adaptive re-use!
31. Without this place at the Brookside Motel, prostitution would go way down!
32. Better usage
33. Hurts out neighborhood
34. Must go / needs to go/ level it
35. But it out
36. Large lot- this no longer serves the area
37. Heavy crime corridor-traffic (people) between this motel and the apartments on mound and chesterfield, problem for neighborhood.
38. Certainly don't like
39. Start over-this is not usable
40. Find better usage
41. Needs shut down bad for neighborhood
42. Destroy building, put up new building
43. Tear this down-use this great space for a mixed use, multi-level space use as senior living with mixed business (coffee and bookstore on bottom) and put green space in front to promote community living.
44. Potential-billboard is illegal and needs to go
45. I have some good friends who own several restaurants in town, worried about crime
46. Good spot for open space
47. Don't like
48. Another restaurant please
49. Should be redeveloped
50. Suitable for a restaurant, but skyline had poor architectural presentation.

KELLNER & ASHBURTON RD/MAIN ST. 4

1. Get rid of the bus stop here and the pay phone at Speedway
2. Wendy's could do a better job with this-the building and the landscape
3. Get rid of the bus stop in front of Wendy's-hookers hang out there
4. Wendy's could improve grounds/landscape
5. Good business, but challenged by safety
6. Clean up bus stops in area
7. Maybe change sites
8. Needs to be updated to better serve the intersection
9. Liquor sales?
10. Walkers from hotel frequent
11. A lot of loitering there, not inviting/too much loitering
12. Major intersection-landscape and development would improve considerably
13. Don't mind it but think landscaping would be helpful
14. Bus stops and mote are challenge to safety
15. Good
16. Bring back dining room
17. Nice for neighborhood
18. Could be prime space if renovated
19. This parcel is almost unusable
20. Corner really needs major overhaul
21. Clean up apartments behind
22. Bad looking intersection
23. Always garbage here from COTA customers
24. Clean up area facing James Road
25. AEP-owned, make facade look less like a barracks
26. Corner needs to be cleaned up or town down
27. Great local business-challenged by crime and surrounding non-community serving bus
28. Well maintained
29. Has illegal removable sign-works for automobiles drive in
30. Shouldn't do repairs in he public view
31. How many do we need? Get rid of it
32. Not good for area-looks terrible
33. Good business, terrible structure
34. A good community business-building needs updated
35. Area needs to be streetscaped
36. Good business that wants to serve local community-challenged by surrounding non-compliant businesses and crime.



1-3



4-15



16-21



22-23



ASHBURTON RD & ELIZABETH AVE/MAIN ST. 5

1. Good business, bad (scary) location
2. Relocated
3. Decent business, but location makes me not want to go there
4. Could serve as a training exercise for firefighters
5. High crime attractor
6. Please get rid of
7. Tear it down
8. Should be raised
9. Terrible property! Promotes crime, no use any more for this type of business. It looks terrible
10. The owners could care less about the neighborhood! Tear it down!
11. Bulldozer needed
12. Drug source
13. Bad for area-drug activity-hookers
14. Replace with police station (fire/police combo)
15. Volunteer it as a site for hazardous waste.
16. Not needed
17. Get rid of all pawn shops! They promote theft from home owners.
18. Got to go!
19. Does not meet community need
20. Get rid of all pawn shops, promotes stealing, etc.
21. This needs to go. No service to the community.
22. The best- great landscaping
23. Great property, beautifully maintained!
24. Needs new facade
25. Looks awful, signs are awful
26. Too much loitering here
27. Does not service community
28. Good community business, casualty of crime-could be moved
29. All of these are for the auto, not the pedestrian
30. How many do we need?
31. What is this on the end?
32. Turn garage uses sidewalk (design standard)
33. Add more trees, streetscaping along this stretch
34. Lots of auto-who's using
35. Large parcel for it's use

24-24



26-28

←29→



30



31

32-35



ELIZABETH AVE & WAVERLY ST/MAIN ST. 6

1. We need to get more business in this space-good property
2. Maybe a nice sit down restaurant in here?
3. Maintained, but hard to distinguish businesses
4. Bar has been empty for a long time.
5. Very outdated, firemen deserve better
6. Consider how great looking Clintonvilles' new fair house is- this could be updated into something great. – Agree – update
7. Love having them
8. Serves the community, glad they are there.
9. Where's the sidewalk? How do we walk?
10. Spruce up. Community minded business, excellent prices.
11. How many do we need? Get rid of it!
12. Good space for unique retailer (specialty foods...)
13. Update. Needs repairing and better signage. New facade
14. Very unattractive. Yuck
15. Start over
16. Only needs cleaning up!
17. Needs to stay spruce up
18. Add landscaping/
19. Great business. Bad Product / agree
20. Bleak facade
21. Looks fine, provides a service, could look better
22. This looks nice
23. These are great
24. More of these would be nice
25. Signage too tall
26. It's ugly and gated realty co. Sends strong message re: lack of security / safety
27. Needs better lighting
28. Good worthwhile business
29. Legitimate business?
30. Update.

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12-16



17-21



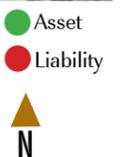
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23-24

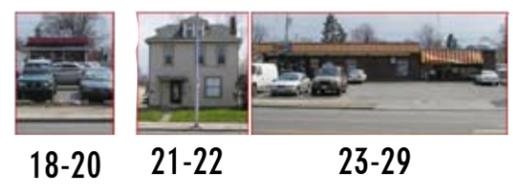


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● Asset
● Liability
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WAVERLY & NAPOLEON AVE/MAIN ST. 7

1. Needs torn down
2. Acceptable appearance could attract small business if addicts, prostitutes, and drunks were gone. / Agree.
3. Typical early 60's look – I love it. Needs maintained and good tenant
4. Too much junk. Needs shut down.
5. Pawn shops not neighborhood friendly.
6. No more pawn shops
7. Get rid of these.
8. Forget the pawn shops!!
9. Ratty / ugly
10. Needs to be redeveloped
11. Not a neighborhood friendly place
12. Selling autos illegally at this business
13. Time to reduce and clean up
14. These two owners do not have the welfare of out community at heart i.e. the condition of their auto shop and their former tenant club.
15. Bars not neighborhood friendly
16. Repaint more attractive color. Need large planters and trash receptacles
17. COTA should maintain better
18. Security gates sends negative message
19. Looks terrible
20. Bad
21. Needs some sprucing up
22. Probably a 100 years old
23. Looks scary
24. Too much loitering
25. Need trash receptacles and better lighting
26. Tear down
27. Hang out for hookers
28. More pizza shops
29. Attracts people who are looking for trouble
30. No use for us
31. Raise /must go/get rid of it/needs torn down
32. How many used tire shops?
33. Weird poles
34. What is this?
35. Not neighborhood friendly
36. Not bad businesses necessarily, but should improve appearance
37. Traffic is a problem (cars lining up for tires)
38. Must go/tear it down
39. Do we really need to say anything? Come on!
40. This needs to go.

NAPOLEON & RUBY/MAIN ST. 8

1. These appear to be good business (safety issue with bars on windows)
2. Good business, but need cosmetic improvement
3. More ratty little business, too many
4. Needs a make over
5. Drug addicts steal from businesses and community and sell to these pawn shops
6. Theft! Cops need to set and do paperwork.
7. Does not serve need of majority of Eastmoor community.
8. The building needs major help.
9. Bad for neighborhood
10. Are they legit? Know folks who have found the belongings here.
11. Why so many?
12. Does not serve need of majority of Eastmoor community.
13. Theft, need watching/promotes theft
14. Bad for neighborhood/not good
15. Time to move out
16. Needed
17. Good, good
18. Neat and clean
19. This unfortunately doesn't enhance image
20. Good business / good
21. Nice possibility with a good business
22. Nice for area
23. Need more churches
24. Too many empty?
25. What is it?
26. Needs lots of help
27. Needs trees
28. Recently improved, but still needs help
29. Work in progress, good business
30. This entire stretch should be improved-add trees, more useable sidewalk and crosswalks.
31. Needs complete make over
32. This was a bread store. Went out of business because of crime! Need a church, "Cast your bread up the water."
33. Give a chance, watch.
34. Unsightly building-questionable business?
35. No its now a church
36. Needs help.



21



22-23



24-30



31-36

● Asset
● Liability
▲ N



BROAD STREET TO MARKET

Issue:

Columbus and most other American cities are faced with the dilemma of what to do with aging commercial areas that have long since passed their prime. The life span of commercial property appears to be growing shorter. Investigate how regeneration can occur in Eastmoor.

Main Street has long been identified with movement westward. Can Main Street take advantage of its being part of the National Road, first designated 200 years ago in 1806? In the mid 1920's the Main Street in Eastmoor became part of U. S. Route 40, a main motoring route until it was effectively made obsolete by I-70 in the 1960's.

Everyone was asked upon entering to place dots upon a map indicating their personal market. This group will take the prior results and further define:

- What are the economic strengths and weaknesses of Main Street?
- What is lacking on Eastmoor / Main and the surrounding area?
- A little bit of history – what did this area used to have? Where did it go? Can it be recaptured?
- Where would new facilities be located?
- Any land assemblage opportunities?

Recommendations / discussion for:

- What is the market for this area? How far can this be extended?
- Potential avenues of pursuit and recruitment of business and/or other uses
- Unique demographic characteristics within the vicinity that can be capitalized on?
- Any sort of “branding” for Eastmoor / Main – based upon?

Keep in mind:

- Realistic appraisal on the dimensional needs of different commercial ventures
- Potential for site assemblage



**Marketing Group
Broad Street Meeting / Eastmoor Charrette #2
August 9, 2006**

Facilitator: Vince Papsidero

The following are comments shared by members of this break-out group. These comments do not necessarily reflect consensus of the participants. The group consisted of six individuals: three were residents of three separate neighborhoods, one represented Plaza Properties, and two represented Metropolitan Partners.

1. No more groceries.
2. Bigger boxes are OK in the neighborhood.
3. Neighbors may not want big boxes at Woodland Meadows.
4. Improve retail buildings; similar to Town and Country improvements.
5. Need a bookstore.
6. Need a day care center.
7. Buildings don't reflect sense of a cluster – a neighborhood business district. Could create a focal point.
8. Speciality retail/smaller book store would be great (Liberty Bookstore at Lane Ave.).
9. Bexley residents need places to eat and shop (could be located in Eastmoor).
10. Neighborhood scale retail businesses preferred; plus service oriented businesses.
11. Big boxes east of Eastmoor (in Whitehall) are great.
12. Crime has gotten worse; could have scarred away business.
13. Smaller grocery to serve renters without cars or a shuttle to Kroger would be helpful. Is COTA sufficient?
14. Participant would walk on Broad Street to shop if it had a better streetscape and felt safe.
15. People walk from North Eastmoor to the bus stop.
16. Everybody should feel that they belong in the neighborhood; should foster more openness, understanding and acceptance.
17. Casual dining restaurants would be appropriate, like Old Bag of Nails.
18. Trade area is huge – it draws from all four directions. Target and Lowes attract customers from a significant distance. Question is whether you can make Broad Street a better experience through enhances aesthetics and new businesses to capture those shoppers.
19. What is the market impact of the Defense Depot? What about the new Veterans Hospital on James north of Broad?
20. Could attract a business that sells medical uniforms and services.
21. To recruit new business to Broad Street, need to demonstrate/define the market place, offer expedited review process for building permits, get community support for a development concept, directly recruit developers (who will bring the businesses), reduce parking requirements, offer tax abatements.
22. The amount of disposable income with young families is significant in this area.
23. Higher density development on Broad Street will strengthen the local market; more households and more square footage.
24. North of Broad the demographics include retirees, young families, and singles.
25. The existing population density and sheer spending power is a strength.
26. The lack of a competition is a strength.
27. Need multiple restaurant destinations in the corridor to build a stronger market.
28. Branding: make it inviting; improve pedestrian experience and safety (need to reduce curb cuts at Broad and James); good place to call home; historic business area; neighborhood; central location.
29. Applicable benchmarks: Bexley Main Street; Main and Brice intersection (improvements); Old Dublin.
30. Broad, Main, James are major corridors; create an oasis on Broad Street; defined by character.
31. Need bus shelters to support those using transit.



STREETSCAPE

The Greening of Broad Street

Issues

Travel through Broad Street in Bexley and one of the things you notice is the green. While parts of Eastmoor's landscaping are adequate, there is room for improvement. Mayor Coleman has emphasized the need for the greening of Columbus and in doing so has set a goal of planting 20,000 trees

Streetscape can be defined as everything between building faces on opposite sides of a street. Most emphasis is given to public elements that frame the street – lighting, trees, bus stops, benches, signage, utilities, etc.

Specific emphasis of

- James and Broad
- Pedestrian crossings
- Tree planting – both in the public R.O.W. and on private property
- Animation opportunities
 - Establishing a human presence on the street – plazas, parks, outdoor eating
 - Parking diet – include shared parking
 - Coupled with marketing – new and different uses with different special characteristics
- Establish an identity
 - To be distinguished from Bexley and Whitehall?

Streetscape criteria

- Maintenance
- Affordability
- Promotes safety
- Looks good
- Comfortable



EASTMOOR Broad Street Charrette #2 Tuesday, August 8, 2006

Table #2 Streetscape / Greening Facilitator - Daniel Thomas

Traffic Mitigation / Pedestrian Interaction

- Crossing Broad only for the young and agile
- Better crosswalks
- Connection to side streets – arterials (James) should have sidewalks on both sides of the street
- Heart – James and Broad – with too much asphalt
- Possibility of bump outs
- Possibility of traffic circle at Broad and James
- Patterned crosswalks
- Decrease turn radii at certain residential streets
- Correct some awkward angles
- Pedestrian refuge islands
- Restrict right turns at certain locations

Greening

- Grand boulevard from downtown through Bexley a result of stately building and trees. Effect lost as one travels east. Need to recapture.
- Making eastern end as nice as western
- Reforest big parking lots
- Maintain street lawns
- Large planters in harsh areas
- Boulevard on street

Pedestrianization – Scale – Humanize

- Buildings up close to the street with parking behind
- Retail below?
- Benches
- Site furnishings
- Pedestrian scaled buildings

Lighting / Utility

- Get rid of overhead utility lines
- Ornamental (but not too ornate) pedestrian scaled lighting preferred
- Arched mast arms as in Bexley

Other

- Attracting all types of people
- How many people to pull?
- James Road is like railroad tracks – a physical and social divide (that needs to be bridged?)
- Better signage – clean visual looks
- Screening
- What have other communities done – Reynoldsburg, Bexley, Whitehall, Grove City



FOUR CORNERS

James Road and Broad Street- Entrance into the City

Issue:

The intersection of James Road and W. Broad Street lies at the heart of Eastmoor. It is the entryway into the area from both I-70 and the airport. Unfortunately, this highly visible intersection and surrounding area conveys a poor message of Eastmoor to residents and visitors alike.

Charrette I.e. participants identified specific land use and design concerns which include billboards, overhead wiring, pawnshops, a bar, and a convenience store. For this exercise we will look at the specific issues tied to each concern and develop a course of action to improve this prominent intersection. You should consider both infrastructure and land use – in the short term and long term.

Keeping in mind there are some things that, despite being objectionable, have a right to be there - however are there actions that could be taken to help alleviate the problems?



James Road and Broad Street Intersection Group Broad Street Meeting / Eastmoor Charrette #2 August 9, 2006

Facilitators: Christine Palmer and Elan Daniel

The following are comments shared by members of this break-out group. These comments do not necessarily reflect consensus of the participants. The group consisted of eight individuals: six were residents, one was a business owner on James Road and the eighth member was Officer Tripp of the Columbus Police Department.

1. Transportation

- Intersection is dangerous and intimidating for drivers to maneuver
- Traffic calming is needed
- Bus stops should be moved further away from the Broad and James intersection or better located to avoid traffic stopping in the middle of the intersection for buses. A stopped bus causes a hazardous driving situation with traffic backing up in the middle of the intersection. A bus stop offset from the street is recommended to avoid stopped traffic.
- Asphalt is rutting at the bus stop, better pavement treatment is needed to improve road condition.
- Appearance of bus stops should be improved with the use of brick treatments and other upgrades

2. Streetscape (need a welcoming entryway) people would walk the area more if it was more attractive and if there were destinations to walk to, i.e. restaurants, ice cream parlors

- Landscaping
- Green up the streetscape, similar to landscape along Broad Street in Bexley to continue connectivity of street. Currently there is a stark contrast in the amount of landscaping when travelling east just past Kellner Road.
- Street trees
- Green median if possible – boulevard style street
- Gas stations on both corners should provide more landscaping and less asphalt.
- Signage
- Provide identity for area
- Welcoming
- Billboards should not be allowed
- Street and utilities
- Brick pavers to delineate pedestrian crosswalk
- Brick pavers to add distinction to intersection, i.e. brick paver design in middle of intersection
- Bury utility wires or use more attractive utility poles as a cheaper alternative to burying the lines
- Use more attractive light poles

- Use mast arm for traffic lights
 - Building Setbacks
 - Building setbacks should help minimize the amount of surface parking seen from the street, while still providing a landscaped area in front of the building and provide easy to find parking at the building site.
- ### 3. Pawn Shops
- Current pawn shop at intersection is closed
 - Zone out pawn shops
 - Concerned with criminal activity associated with use of a pawn shop
- ### 4. Neighborhood Bar – GJ's Lounge
- The bar is in the wrong place
 - It is too close to residential units
 - There is too little parking
 - Limit parking along Kellner Rd adjacent to the bar during evening hours with a parking district
 - Use shared parking with other businesses that do not utilize their parking in the evening and communicate designated parking areas to patrons
 - Patrons are noisy when leaving the bar
 - Perception of questionable activity that goes along with the bar patrons – police statistics do not support this
 - Unattractive – facade needs improvements
- ### 5. Businesses
- Most of the older buildings need facade improvements to make them more aesthetically appealing; specifically GJ's and the convenience store next to GJ's
 - Civic association could put pressure on businesses to make certain improvements. Example: a Columbus civic association could demonstrate to businesses that they needed to better maintain their properties or lose the business of the association supporters.
 - Civic association should form better relationship with business owners and work to address issues such as upkeep of building and lot.

EAST BROAD @ BROADLEIGH



Issue:

Participants identified the vacant block bordered by Broadleigh, Broad and Chesterfield as a community asset. Many articulated the need to preserve the open space and make a park. But is this realistic? The entire 1.3 acre block has already been assembled and the land is currently zoned multi-family residential (ARLD).

Assignment

Explore two options:

- If it were a park what sort of activities should it have? Should it be active, passive or a little of both. Is this the right spot for a park? (On a busy road)
- If not a park, how best would this be developed? Is Broad Street already over commercialized? If not a park, could some of the site be utilized for public or quasi-public purposes? What about mixed-use with modest ground floor commercial and upper story residential? Could a public space (plaza) be incorporated into a private development? If so, how?

Broadleigh Road @ Broad Street Vacant Property Group
Broad Street Meeting / Eastmoor Charrette #2
August 9, 2006

Facilitator: Dan Ferdelman

The vacant property at Broadleigh & Broad is composed of 5 separate parcels but together is 1.3 acres and is owned by WES Realty Company. WES Realty is understood to be a joint venture of Plaza Properties and Shottenstein Properties, two local developers. The most recent transfer date on record is July 28, 1999.

The following are comments shared by members of this breakout group. These comments do not necessarily reflect consensus of the participants. The group consisted of six individuals five were residents of Eastmoor and one was a resident of Bexley but owned property on Eastmoor Blvd.

Proposed Uses:

- No parking lot
- No dime store (Shottenstein's)
- Senior housing
- Multi-family housing
- Mixed-use center
- High-end condos
- No fast food
- Trader Joe's (too much traffic)
- Athletic club
- Little to no interest in public use
i.e. Park, Library or Police substation

Design features:

- Underground utilities
- Proper landscaping, more mature trees
- Retain trees if possible
- Screen project sufficiently from (E) residential
- Proper lighting
- Setback similar to Bexley
- Design in-keeping with neighborhood
- Not more than three stories
- Reduce massing at Broad Street.
- Two story at Broad (balcony) with third story behind
- No parking on Broad Street frontage
- Café seating – gathering place for neighbors
- Water feature

BOARDED APARTMENTS



Boarded Apartments

3390 E Broad St
Broad Street Meeting / Eastmoor Charrette #2
August 9, 2006

Facilitators: Mark Dravillas & Devayani Puranik

Following ideas were presented by 3390 E Broad St group which consisted of 4 residents, a property owner and neighborhood liaison Cliff Browning

1. The buildings are in good condition and have a good amount of open space as compared to any other structure on Broad St and hence have a great potential to redevelop for a residential use.
2. Redevelopment of these buildings will help resolve a bigger issue (crime, illegal activities, and building maintenance) which is not only related to these structures but also to the entire residential block to the north of Broad St.
3. The brick architecture blends in with the general character of the area.
4. Multi-family land use is a good use for these buildings because their location is closer to the downtown, closer to the bus line and closer to the decent retail areas.
5. The units in these buildings can be marketed to the senior citizens for the first floor and families for the second. The other idea was to combine two floors to have bigger units and to market those to extended families. The first floor can be used for the elderly people in the family and will also have an advantage of existing courtyards for the kids. This kind of development will generate less number of cars while having good families in the neighborhood.
6. The new units can also target international immigrants with extended families to have cultural destination in the neighborhood as many international people (Vietnamese, Mexican, and Somalian) are moving in from other areas and also from Woodland Meadows.
7. This development will also depend a lot on streetscape improvement, good sidewalks, good pedestrian cross walks and slow traffic to cross to the retail facility or to the Eastmoor School.
8. The site definitely needs the landscape treatment and trees to utilize the available open space effectively.
9. Finally, it will be ideal if the units are owner occupied as opposed to the renter occupied.

MAIN STREET TO MARKET



Issue:

Columbus and most other American cities are faced with the dilemma of what to do with aging commercial areas that have long since passed their prime. The lifespan of commercial property appears to be growing shorter. Investigate how regeneration can occur in Eastmoor.

Main Street has long been identified with movement westward. Can Main Street take advantage of its being part of the National Road, first designated 200 years ago in 1806? In the mid 1920's the Main Street in Eastmoor became part of U.S. Route 40, a main motoring route until it was effectively made obsolete by I-70 in the 1960's.

Everyone was asked upon entering to place dots upon a map indicating their personal market. This group will take the prior results and further define:

- What are the economic strengths and weaknesses of Main Street?
- What is lacking on Eastmoor / Main and the surrounding area?
- A little bit of history – what did this area used to have? Where did it go? Can it be recaptured?
- Where would new facilities be located?
- Any land assemblage opportunities?

Recommendations / discussion for:

- What is the market for this area? How far can this be extended?
- Potential avenues of pursuit and recruitment of business and/or other uses
- Unique demographic characteristics within the vicinity that can be capitalized on?
- Any sort of “branding” for Eastmoor / Main – based upon?

Keep in mind:

- Realistic appraisal on the dimensional needs of different commercial ventures
- Potential for site assemblage



Marketing Group Main Street Meeting / Eastmoor Charette #2 August 16, 2006

Facilitator: Vince Papsidero

The following are comments shared by members of this break-out group. These comments do not necessarily reflect consensus of the participants. The group consisted of 11 residents and three business owners.

Strengths

1. Wing's
2. Johnson's
3. Post Office
4. Director route to downtown
5. Whitehall's improvements
6. Donato's
7. Wine shop
8. Grill and Skillet
9. A few good dentists and physicians
10. Plenty of banks
11. Traffic volumes that support businesses
12. Walking distance to many neighborhoods
13. Small scale of existing businesses
14. Accessible to airport
15. Number of COTA stops

Weaknesses

1. Pawnshops
2. Lack of sense of safety
3. Motels
4. Lack of scenic quality
5. Poor condition of sidewalks, proximity of sidewalks to streets, lack of sidewalk connections to adjacent neighborhoods
6. Residential adjacent to commercial; denigrating commercial has adverse impact on residential properties
7. Small parcel size limits scale of redevelopment
8. Lack of street trees
9. Lack of streetscape improvements – decorative street lights, street trees, relocate overhead wires

10. Not inviting to stroll

11. Problems with rental properties (conditions and tenants)
12. Frequent electrical outages

Future: what do we want?

1. More consistent look of buildings
2. Buildings should be closer to the street with landscaping in front yards
3. Day care center
4. Bookstore
5. Knit shop and bead shop
6. Small to medium size grocery
7. Improve the streetscape
8. Remove motels
9. Improve code enforcement, especially relative to rental residential properties
10. Slow traffic speeds
11. Improved business signage
12. Fine dining restaurants
13. Casual dining restaurants (not fast food)
14. Coffeehouse
15. Extend Bexley streetscape east to James (Bexley to James contains comparable businesses)
16. Remove questionable characters from motels and rental properties
17. Greater police visibility and enforcement
18. East of James – assisted living/senior living (i.e., Bexley Sunrise)

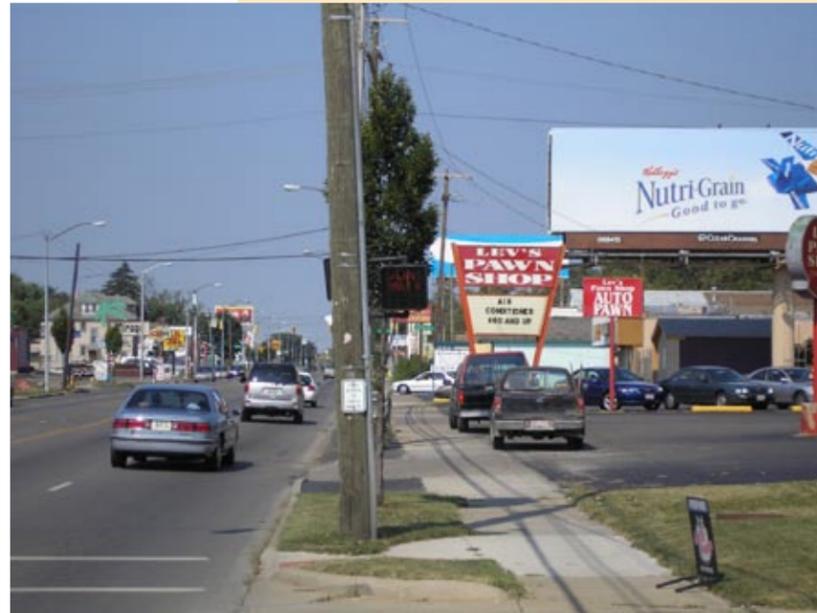
Miscellaneous Comments

1. James to Bexley: active Eastmoor Civic Association, more property owners, neighborhood advocacy
2. James to Whitehall: lacks neighborhood advocate, more renters, more bars, need for more code & law enforcement
3. Land bank commercial properties? (city role?)
4. Would city construct a public building and house public employees in the corridor?
5. Need improved streetscape the entire length of Main
6. Focus of redevelopment could be first three blocks east of James; clearance and redevelopment?
7. Need a business association
8. Would city conduct a pride business event along Main?
9. Illegal businesses not paying taxes
10. Reduce number of pawnshops
11. Improve COTA shelters

Branding

1. Consistent streetscape should link with Bexley
2. Encourage more flower gardens in front of businesses
3. Build on National Road but emphasize Eastmoor
4. Look for historic preservation dollars building on National Road

STREETSCAPING THE NATIONAL ROAD



Issue:

How can the physical nature of Main Street in Eastmoor be improved? Main Street has seen cycles of growth, decline and resurgence. Main Street is part of the National Road which was first authorized by Congress in 1806. By 1833 the road reached Columbus. By the 1850's the railroad became supreme. In the 1920's Main Street became part of U. S. Route 40, a major east-west motoring route. I-70 effectively replaced U. S. 40 in the mid-1960's.

Today much of the mile long stretch of Main Street in Eastmoor leaves much to be desired. Streetscape is generally defined as those elements in the right-

of-way. Mayor Coleman has emphasized the need for the greening of Columbus and in doing so has set a goal of planting 20,000 trees

Specific emphasis of

- James and Main, particularly as a gateway to Port Columbus to the north
- Pedestrian Crossing
- Reforestation, reducing asphalt
- Animation opportunities
 - Establishing a human presence on the street – plazas, parks, outdoor eating
 - Coupled with marketing – new and different uses with different special characteristics
- Establish an identity
 - To be distinguished from Bexley and Whitehall?

Streetscape Criteria

- Maintenance
- Affordability
- Promotes safety
- Looks good
- Comfortable

EASTMOOR

Main Street Charrette #2

Tuesday, August 15, 2006

Table #2 Streetscaping the National Road

Facilitator: Daniel Thomas

General Critique

- Main Street has been ignored since the 1950's – Capitalize on the National Road
- Not as much clutter
- Screen off street parking
- Concern about aesthetics
- Main & James intersection emphasis – beautification!
- Architectural standards – new build & renovation
- Eastern area: Dirty terrible, a mess,
- Rules for new development

Signage

- Encourage Banners
- Signage ordinance
- No billboards!
- National Road signage – make more abundant – use banners – not small and noticeable.
- Banners – Eastmoor identity
- Clean up signs
- Fun banners
- Temporary signage is not good
- Declutter visual field of signage, uniformity?
- Too many signs
- No billboards – if not possible to get rid of them reduce signage square footage on business signs and offsets
- Short North arch – makes a statement

Pedestrian Environment

- Consistent site furniture
- Define crosswalks
- Decorative paver opportunities
- Sidewalks need widening & “prettifying” – again where do people fit into the city?
- Sidewalks – sprawled, cracked; needs to be better, wider 7 – 8 feet
- Wing's – very nice, good, pretty garden, nice adaptation of the “box” building

- Newspaper vending – get rid of junk, move back to business
- Brick sidewalk pavers (as in Whitehall)

Architecture

- Bring buildings closer to street (park in rear)
- Ugly buildings
- Nice brick box. Very bad design
- Buildings closer to the street

Greenery

- Trees – plant at 4” caliper
- Need more green
- Soften buildings with plants
- Trim trees
- Alum Creek and Main park
- Good example – Bexley Library stonewall, landscape in front
- More green spaces
- Match Broad Street signage – greenery
- Trees, shrubs
- Need more green and flowers
- MacLaren Wines – landscaping - a good example, effort, beautiful, pretty
- Screening for parking
- Opportunities for landscaping

Utilities

- Taller lights (22' high) would be better (People friendly)
- Pedestrian lights (bury overhead) Ornamental tall streetlighting
- Remove or reduce city poles, wiring also more stringent rules on business signing.
- Nicer order (wires)
- Can wires go underground?
- Bexley – this is attractive lighting & banner, well kept
- More attractive lights
- Floodlight could be better done – there are beautiful exterior lighting options available

- Lots of wires, too many wires, looks bad, industrial, dull and flat

Transportation

- Too many curb cuts
- Upgrade bus shelters (New COTA)
- New sidewalks (Waverly) & replace 7' 8' width
- Seating (encourage commercial business i.e., Wings patio)
- No reason to cross street
- Bike path on street?
- Bus shelters should be more attractive, planters
- Bus turn area – create a small park, billboard must go, remove advertising benches, upgrade bus shelters

Central

- BP Gas station – needs improvement; can't this be more beautiful? Can't we make our practical spaces attractive?
- James and Main – very unattractive building, telephone building better; wires ugly; needs better crossing; stark looking – need more green and uniformity in architecture
- Look at major intersections

Eastern Area

- Mirage sign – needs to go
- Mirage sign – sign cute, historic (likes 50's look)– the rest is awful
- Papa Joes – only one worth staying
- Reduce signs, wires – do decent landscaping
- Too many signs, no uniformity, signs, no continuity
- A mess
- Concrete jungle – where do people belong? Non conductive to community

CRIME PREVENTION THROUGH URBAN DESIGN

Issue

Crime has been an overriding concern in Eastmoor on Main Street. Reality or perception, crime has a detrimental effect on a commercial corridor.



Exercise #1

Where do you feel most safe and least safe? Please mark on the map with a GREEN dot where you feel safe and mark with RED dots where you feel least safe

These dots represent where there are:

- Crime incidences
- Eyes on the street
- Territoriality - a feeling of control over personal property and the space around it
- Inadequate or good lighting
- Poor building conditions – The concept of fixing broken windows

Although urban design aimed at deterring crime is not a cure-all, it is a good starting point to facilitate social interaction and prevent crime in communities. This urban design approach is called defensible space. When strategies of defensible space are used in conjunction with other programs, such as community policing and neighborhood watches, they can have long lasting effects. By using formal social controls of the police to strengthen informal social controls of the community, urban safety problems can be more readily managed.

Exercise #2

- What simple things could be done in regards to changing the physical environment?
- What more long range and complicated steps could be taken in regards to the physical environment – assemblage, redevelopment, new uses

Exercise #3

Other concerns about crime go beyond the reach of physical planning and design.

- Outside of the physical, what other actions from your point of view can be done?

Topics:

Police Patrol
Civilian Patrol – biking, foot
Youth Programs
Education - employment

Crime & Urban Design Deterrence Group Main Street Meeting / Eastmoor Charrette #2 August 15, 2006

Facilitators: Christine Palmer
and Elan Daniel



The following are comments shared by members of this break-out group. These comments do not necessarily reflect consensus of the participants. The group consisted of twelve individuals: eight residents, a business owner on Main Street, an employee at the local Montessori school, and the final two participants were Officer Tripp of the Columbus Police Department and Moses Hubert of Columbus Public Safety.

Participants marked areas where they did and did not feel safe along Main St and discussed the elements that made them feel unsafe. Looking at the map of Main St from west (Bexley) to east (Whitehall), areas of concern with safety were identified about 3 blocks east of Bexley. Travelling east on Main St, participants felt safe until they came to Enfield Rd where they felt unsafe in the alley off Enfield Rd and began to note prostitution activity at the intersection in front of and across the street from the post office. Areas with safety concerns continued to the Whitehall-Columbus line, however there was a noticeable area between Elizabeth Ave and Waverly St which did not have any identified issues with crime. This two block section includes medical and office buildings, an auto repair shop, and the Columbus Fire Station. The western portion of Main St where participants felt safe is characterized by stable businesses with low turnover and well maintained property that includes a bank, restaurants, auto repair shops, offices, and a dry cleaner.

Safety concerns for Main Street include the following (participants indicated certain areas that were of special concern, but this is not an all inclusive list):

1. Apartments with frequent turn over of residents
Locations: behind Motel One – between Ashburton Rd and Everett Ave, connected to commercial structure at northeast corner of Eastmoor Blvd and Main St
 - Possible remediation tactics
 - Include renters in community
2. Prostitution and Loiterers
Prostitution locations: all along Main St starting at Enfield Rd and heading east, concentrated at the Main St and James Rd intersection
Loitering locations: Main St and James Rd intersection, Dairy Mart, Bar at northwest corner of Napoleon Ave and Main St, gas stations, and at strip bar at southeast corner of Weyant Ave and Main St
 - Possible remediation tactics
 - Create prostitution task force
 - Officer Tripp offered the creation of a prostitution crime group to attempt to create ideas to lessen the amount of prostitution in the area.
 - Look at Hilltop court watch program used by Homes on the Hilltop
 - Eyes on the Street
 - Place cameras in high prostitution areas
 - Place signs stating that people along the street are being watched and criminal activity will be prosecuted
 - Generate tourism through the creation of a historic National road monument or theme that uses motels as tour attraction and brings high pedestrian traffic from tourists that will discourage criminal activities
 - Remove pay phones
3. Motels
 - Possible remediation tactics
 - Beef-up public nuisance law
 - One year was not enough to fully shut down Capital Motel
 - Down zone
 - SEE tourism idea in #2
4. Pawn Shops
 - Connotation with burglaries/crime as a source of where some items come from
 - Possible remediation tactics
 - Down Zone
5. Dairy Mart-southwest corner of Weyant Ave/Main St
 - Selling to underage
6. Increase lighting
 - Areas to target
 - Ohio Bell
 - Alley behind Sherwood Apartments
 - James Rd and Main St
 - Apartments behind Mailboxes
 - ATM at First Star Bank
7. Other concerns creating an unwelcome environment
 - Burglaries
 - Derelict and closed establishments
 - Speedway gas station's uninviting design
 - Gas station set up to with defensive and uninviting layout to prevent robberies
 - Frequent turn over of businesses
 - Question of whether businesses have license to operate and property looks poorly kept (southwest corner of Ashburton Rd. and Main St and at northeast corner of Weyant Ave and Main St)
 - Sharp corner to maneuver at Barnett Rd/Main St
 - Need sidewalks along Barnett Rd

MOTELS



Issue

Issues:

What to do about the three motels. They were an overwhelming negative focus at the initial charrette. Numerous stories of crime – drugs and prostitution abound.

The motels are one of the last true vestiges of the hey day of U. S. Rt. 40, the motoring equivalent of I-70 between the 1920's and 1960's.

What should be done with them?

Keep

- Existing use
- New use

Demolition and new uses

- Commercial, residential, mixed use, public
- What sort of configuration?

Main Street Meeting / Eastmoor Charrette #2 August 15, 2006

Facilitators: Mark Dravillas and Devayani Puranik

Following ideas were presented by the motel group which consisted of 13 residents including 3 members of Eastmoor Civic Association.

1. All the properties are problems for the community because they are centers of the illegal activity like drug dealing and prostitution.
2. The use as motels is not necessarily a problem but it should be legitimate.
3. Community supports commercial uses for each of the three sites (neighborhood friendly uses such as restaurant, bookstore, "Trader Joes", or other uses mentioned in this summary). Residential uses should only come in the form of residential above retail or office.
4. Motel 1 needs to be demolished because the structure is bad as well as most of the illegal activities happen in this motel.
5. Some of the ideas for redevelopment for Motel 1 building are- auto part store, bike store, hardware store or a mixed use building with retail on first floor and residential on the upper floors
6. One possibility expressed for this property is to involve City of Columbus in buying it for office use which will bring in more employees and help reduce crime.
7. This stretch of the Main St in between Bexley and Whitehall can be developed as a transition close to street design standards of Bexley or large setback design standards of Whitehall.
8. The other uses suggested for Brookside and Capital considering their unique architecture are- Artists studio, Flexible business spaces like Salon Lofts, Trader Joe's, Doctor's office or medical facility, National Route 40 History Museum.
9. One suggestion for the unwanted uses on this street was to investigate the option of down zoning those parcels to have legal restrictions on the development.
10. Finally, Motel 1 is the priority site. Investigate any available funding option as an incentive for the redevelopment.



FACADE IMPROVEMENTS



Issue

Better building facades and signage can go a long way in improving the image of a commercial strip. Bad facades present a unfavorable picture to pedestrians and motorists alike. We have picked some concentrated blocks in the eastern portion of Eastmoor Main Street that had been identified as problematic by first charrette participants.

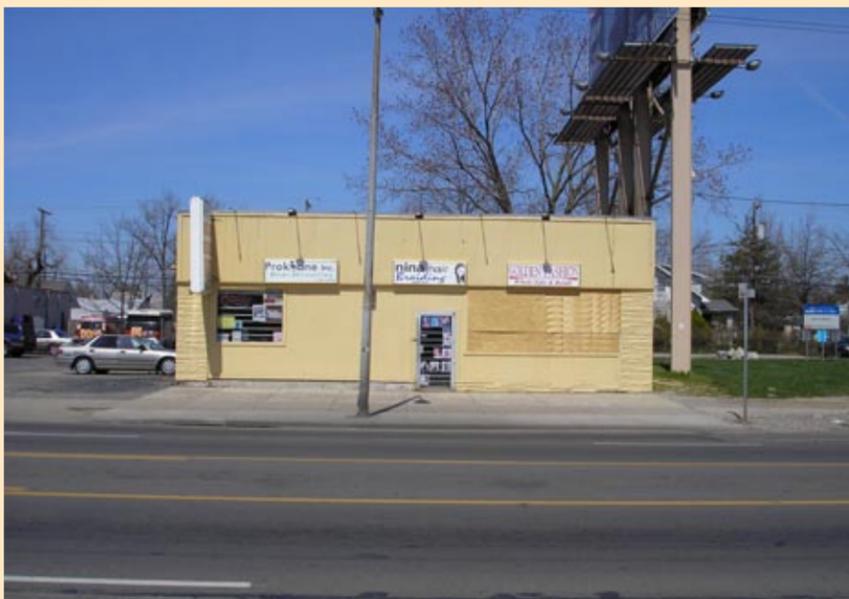
Can some simple things be done to make significant improvement?

Has reaction to crime created a bad impression (i.e. barred windows) and is there anything that can be done about them?

Would new uses help?

Is something more drastic needed to be done?

Redevelopment?



Facade Improvements on East Main Street Group Main Street Meeting/ Eastmoor Charrette #2 August 16, 2006

Facilitator: Dan Ferdelman

The following are comments shared by members of this breakout group. These comments do not necessarily reflect consensus of the participants. The group consisted of eight individuals, six were residents of Eastmoor and two were local Developers (Metropolitan Partners).

Suggestions:

- Review Bexley and Whitehall standards to see how Columbus could work with their guidelines for future development.
- Determine whether Community Commercial Overlay or Urban Commercial Overlay will work for Eastmoor portion of Main Street.
- Make street more walkable, i.e. plant street trees; reduce curb cuts; reduce paved area in front of buildings.
- Encourage existing building owners to clean up their buildings or install new storefronts —extend NCR program to this section of Main Street.
- Encourage new development to build to an established setback line or set to line.
- Create a natural barrier at the street —trees and grass
- Enforce existing sign regulations
- Install street furniture —benches and trash receptacles
- Develop guidelines for storefront design.

PARTICIPANT LIST

Composite of all Meetings)

Council Members

Mary Jo Hudson
Maryellen O'Shaughnessy

Planning Division Staff

Lori Baudro
Elan Daniel (Intern)
Mark Dravillas
Dan Ferdelman
Ken Klare
Christine Palmer
Vince Papsidero
Deyayani Puranick
Daniel Thomas
Kevin Wheeler

City of Columbus

Cliff Browning
Chris George
Tom Hewitt, Intern
Moses Hubert
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Columbus Neighborhood Design Assistance Center

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