In Partnership with The Ohio State University (OSU), Community Research Partners (CRP) acknowledge the importance of attracting young and talented individuals, and sought to ask them what they want in a neighborhood. CRP and OSU developed and executed a community visioning process, culminating in a day-long collaborative workshop. The event brought together young professionals to engage in a series of exercises focused on active participation and creative visualization.

WE WOULD LIKE TO EXTEND A SPECIAL THANKS TO THE FOLLOWING

• Create Columbus Commission (Jacob Taylor: grant officer; Tyler Durbin)
• Aaron Schill
• Zach Crafton
• CRP Staff
• William Murdock
• Dr. Bill LaFayette
• Mark Wagenbrenner
• Walker Evans
• Timothy Wolf Starr
• Strongwater (Chris Sherman, Kris Howell, Stephen Pence)
• CD 102.5
• Café Brioso
• Jim Sweeney
VISIONsixonefour was a collaborative community event with young professionals to help envision the Columbus of the future. We planned the event in order to ask young professionals to share their vision for an ideal neighborhood and what specific characteristics it would include. We facilitated discussions about transportation, streetscapes, parks, housing, business, and entertainment and recorded participants’ ideas, criticisms, preferences, and habits.

We gathered demographic information (age, gender, occupation) in order to see who attended our event. We invited participants to take part in activities like voting for their highest priority neighborhood amenities and placing different colored markers on a map to show where they “live, work, and play.”

With their input and the data that we gathered, we distilled the information into suggestions for city officials and private developers.

We asked young professionals what they want from their city. This is what they said. (Young professionals’ thoughts are displayed in RED.)
Demographics of Young Professionals in Columbus

Race: White, not Hispanic
Education: Some college
Income-Level: Low-Income

Race: African American
Education: High School Education
Income-Level: Moderate Income
Marital Status: Never Married

Race: Other Race
Education: High Graduate
Income-Level: In poverty
Marital Status: Married

Race: Two or more races
Education: Bachelor’s degree
Income-Level: High Income
Marital Status: Divorced

Race: Asian
Education: Master’s degree or higher

Race: African American
Education: High School Education
Income-Level: Moderate Income
Marital Status: Never Married

Race: White, not Hispanic
Education: Some college
Income-Level: Low-Income
VisionSixOneFour is a collaborative community event with young professionals (YPs) to envision the Columbus of the future. Attracting young professionals is important due to their disposable incomes which tend to be spent on entertainment and leisure. Columbus is looking for a way to attract and retain the young professionals. By collecting information on what young professionals already in the area want to see in their community, VisionSixOneFour was able to summarize ideas that were shared at the event. This information will be used for city officials as well as developers when planning for the Columbus of the future.

**Goals and Purpose**

- Target audience residents and potential residents of the Columbus Region ages 18-34
- 33% of Columbus residents are 18-34 years old
- Columbus average age 31.5
- National average age 39.3
- Higher educational attainment in Columbus than in the US as a whole
- Particularly mobile and entrepreneurial

**Stakeholders**

- The Ohio State University
- Create Columbus
- The Columbus Foundation
- Designing Columbus

**Timeline of Our Process**

- **JANUARY**
  - Pre-event planning and YP information gathering
- **FEBRUARY**
  - Pre-event marketing and online presence
  - Website Launch
  - The Event!
    - Held on Thursday, February 27, 2014 at Strongwater
    - More than 100 participants showed up to provide opinions on vision for future of Columbus
    - Total of 32 tables with 6 table topics which included Parks & Recreation, Transportation, Housing, Business, Entertainment, and Streetscape
    - Provided our usable information to put towards our final vision
- **MARCH**
  - Table Cloths Analysis
  - Focus Group
    - Held focus group to gather more image preferences from YPs
- **APRIL**
  - Final Product
  - Marketing Poster
  - Facebook
  - Twitter
  - First Radio Commercial
  - Website Launch
  - Live Work Play Map
  - Amenities Preferred
  - Survey Results
    - Our research has shown that young professionals want to be connected, whether it’s to amenities, transportation, events, Columbus culture, or each other. Using the theme “Connect Us” we have organized in our final booklet a number of ways city officials and private developers can connect young professionals to the things they love and attract more people to the area.

**Survey Results**

-Participants selected top 5 amenities for a city to have

**Recommendations**

- Our research has shown that young professionals want to be connected, whether it’s to amenities, transportation, events, Columbus culture, or each other. Using the theme “Connect Us” we have organized in our final booklet a number of ways city officials and private developers can connect young professionals to the things they love and attract more people to the area.

- **RECOMMENDATION**
  - is to declare the pedestrian the primary unit of transportation planning in Columbus. Prioritizing pedestrians automatically means planning for safety and transit.
Connect Us!!

Even though we had six topics, twelve table conversations at one time and over 100 young professionals who generated thousands of great ideas and suggestions, we still noticed there was one very clear directive: connect us.

Connect us to each other, and to our culture and identity. Connect us to all the great things already happening in our city; with a modern, efficient, and complete transportation system, and connect us year-round.

Young professionals have been brought up relying on the internet. It makes sense that the “Internet Generation” is begging for connections. The internet is a place where you can talk to anyone around the world at any time you want. Want to hear a song? Not only can you access it immediately, but there are literally hundreds of different ways to get to it (YouTube, Pandora, P2P network, Amazon, iTunes, on and on).

Today’s young professionals expect their city to work the same as the internet. From the moment a young professional leaves their home, they want to have convenient options that allow them to create their own unique experiences. Columbus, in particular, houses numerous young professionals. Forty percent of Columbus residents are 20-39 years old, all of which are included in the Create Columbus Commission age classification of young professionals. Retaining young professionals is important in order for the city as a whole to be successful. Young professionals have disposable incomes, often partake in the management of small businesses, and participate in community benefit organizations.

If young professionals do not find the experiences they are looking for, they will find another place to live. Attracting young professionals while they are still mobile is key to retaining them for life.
Connect Us
to each other

Based on those who showed up at our event, we noticed that young professionals span a variety of jobs with a variety of wages; they came from a variety of backgrounds and have a variety of interests. Young professionals cannot be easily defined due to their diversities. They may all have different views and opinions and potentially want completely different aspects in a city. What we found at our event was that regardless of their backgrounds, they all want to be able to walk to restaurants, parks, shops, and other amenities.

"Mixed use is more walkable, visually pleasing, and makes the best use of space."

This means that a young professional neighborhood should provide options for everyone. It should encourage diversity in age, race, income, gender and orientation. It should provide places within close proximity where all of these different people can meet and interact as they go about their day.

"A sense of community in a housing area is a BIG THING."

"If you don’t go to school or have connections, it’s hard to meet people. Spaces/things/events should help people meet [other] people and integrate folks into the community."
We asked young professionals, “where do you live, work, and play?”

“60 percent [of millennials] say they prefer a mix of housing choices, along with proximity to shops, dining, offices and transit.” - Urban Land Institute

RECOMMENDATION

To ensure our neighborhoods are accessible to people of all incomes, major residential new build or renovation should be required to include a percentage of units at fair market rent. If the units are for sale, the same percentage should be priced so they are affordable (housing cost less than 30% of income) at annual median income.
Young professionals value unique and authentic experiences that they can share with pride. The ubiquitous smart phone camera and the popularity of photo-sharing on Instagram and Facebook is evidence that people are instinctively visual, and the ability to alter photos and tag your friends is evidence that the people taking them feel a sense of ownership over the images they capture and share.

Columbus is not lacking a culture, and young professionals are not looking for one unified identity. They are looking for Columbus to wear all of it’s various cultures on it’s sidewalks, in it’s parks and plazas, on it’s walls, so they can pick and choose what to show off as their personal identity.

“Don’t fear colorful things” Public art, unique streetscapes, unexpected pockets of nature or color - these things not only improve resident and visitor experience, they give people things to be proud of, to take pictures with, and to share with their friends. There is no better marketing than free, organic marketing, and if all the world’s a stage, the City of Columbus needs to stand out if it expects to be used as a backdrop.

“Art should be able to be interacted with. Ask yourself, ‘Is it Instagram worthy? Would I take a selfie in front of it?’”

“[I want] something to show off to people from out of town.”
Columbus should be creating and encouraging the art culture even more by making a priority for street art and publicizing their locations.

“Things need to be authentic and real, not cheap and thrown together.”

“We asked young professionals, “is it important for you to live in close proximity to a park or recreational area?”

“Neighborhood identity has become so important, both for people’s sense of where they live, but also for the retail base, that we’ve created micro-neighborhoods.” - Mitchell Moss, professor of urban policy and planning, New York University

**Recommendation**

To connect us to our culture, revive the “1% For Art” plan that would require private developers to set aside funding for public art and creative infrastructure (in addition to the mayor’s commitment). Young professionals want to be proud of their city and they want to show it off, but major improvement projects require resources that are beyond the reach of most individuals.
It was astonishing that many of the great ideas that were suggested at the event already exist here in Columbus without people’s knowledge. Bike repair stations, ethnic food tours, Shakespeare in the Park, entrepreneurial services, and volunteer opportunities - even something as simple as block parties were brought up as creative ways to improve the Columbus experience for young professionals - and all of these already exist.

There is clearly interest in all of these services and activities. The Independent’s Day celebration was a specific example of the type of successful interactive and creative experience that young professionals of Columbus like to see.

Young professionals already living in Columbus seem to be unable to easily find out about the services and events that are available to them. Young professionals want to feel like they make their own decisions based on word of mouth and peer reviews, so to communicate with young professionals, it is more important to “inform” than to “market”.

Connect Us
to what’s already going on

“We need to support and popularize things that are already cool.”

Even just one retweet from a popular account provided immense exposure for our account. This effect snowballed over time, allowing us to go from zero followers to 647 in a matter of months.

Twitter was especially useful in encouraging people to take our survey on the website. For instance, on February 18th we tweeted the link to the survey and within 5 hours, our records showed that XX people actually took the survey.

Facebook played a crucial role in getting people to actually attend the event - many people at the event stated they heard about it via Facebook.

The success of our event came from being able to tap into the existing organic networks of notable Columbus figures as well as every day individuals. We found that by presenting information about our event to people in places they were already looking (i.e., their social media feeds), we could harness the existing connections between our desired demographic and use them to our advantage.

Recommendation

To connect us to what’s already going on, tap into existing networks to disseminate opportunities (Create Columbus Commission, ColumbusUnderground, etc). There have been many efforts to consolidate event listings into one central location, but the young professionals we spoke with do not regularly check event listings - they have worked hard to build their personal networks and they trust them because they spread information organically. Focus on becoming a part of their network instead of making them part of yours.

Our primary Twitter strategy was to first follow existing relevant accounts. In our case, these included Columbus Underground, (614) Magazine, CD102.5, and many others that we knew had followers in our demographic.

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Our first push launched February 19th – this included pasting event posters all across town, using social media upwards of 10 times a day, and using word of mouth to create excitement. We saw a huge spike in Facebook reach shortly after that time.

Our second push launched February 25th – this included sound bites on the radio and mentions on Twitter from CD102.5 and (614) Magazine which led to a second spike in reach.

To connect us to what’s already going on, tap into existing networks to disseminate opportunities (Create Columbus Commission, ColumbusUnderground, etc). There have been many efforts to consolidate event listings into one central location, but the young professionals we spoke with do not regularly check event listings - they have worked hard to build their personal networks and they trust them because they spread information organically. Focus on becoming a part of their network instead of making them part of yours.
For over two decades, there have been efforts to bring rail back to Columbus. Clearly, as evidenced by its absence, the efforts have been unsuccessful. Young professionals do not view public transportation as an alternative to driving. Instead, they see it as an extension of walking and they see walking as the default mode of transportation, and as a basic human right.

The young professionals we spoke with at our event do not believe Columbus currently provides them with an efficient system of public transportation. Similar to the internet, young professionals want to use transportation how they please. They want options that allow them to define their own route at any time using whatever form they choose. While some participants branched out and encouraged monster trucks and space ships, others mentioned things like slow zones, improved infrastructure for bikes, and light rail options in order to improve the existing Columbus transportation systems.

An efficient transportation system is built from the ground up, and the basic building block is the pedestrian. Building for walkability makes attractive streetscapes, pedestrians, and bicycle safety the first priority. Efficient local transit becomes necessary to connect the nodes, and efficient citywide transit becomes necessary to connect the metro area. From there, regional transit (and connecting to the national Amtrak network) is the next logical step.

Young professionals want to be able to ‘walk’ to NYC by walking out of their home in Clintonville to the streetcar that takes them to Union Station in Columbus where they board the Amtrak to New York, where they emerge in the heart of Manhattan and can just keep on walking. And in reverse, visitors from around the country should be able to ‘walk’ to Columbus. By not allowing them to do so, we have literally closed our front door to the young professionals community around the country and around the world.

“A system that can serve a variety of everyday needs (i.e. work, leisure, grocery shopping) [is necessary to prevent having to drive everywhere].”
The first step to connect us with an efficient, modern, complete transportation system is to declare the pedestrian the primary unit of transportation planning in Columbus. Prioritizing pedestrians automatically means planning for safety and transit.

"Nearly 70 percent of millennials, people 18 to 34, use multiple ways of getting around a City or suburb." - American Public Transportation Association

We asked young professionals, "which amenities are the most important to live near?"
Columbus is a completely different place from May through September. There are hundreds of outdoor events and activities all through spring, summer, and fall, but when the cold hits, the city sleeps. We saw this in conversations throughout the event. Young professionals were seeking entertainment during the winter weather seasons.

"Ohio is one of the few areas with four distinctly different seasons and that could be shown in the art somehow."

Without mountains for skiing and snowboarding, Columbusites are left with little to do outside in the winter. This isn’t just about boredom. The lack of activity and people on the streets hurts businesses (particularly restaurants and bars), safety (‘eyes on the street’), and tourism and economic development (a visitor in the summer has a much more favorable view of Columbus than a visitor in the winter.)

We do not have to be at the mercy of the weather. Young professionals can be hardy and resourceful, but they need some tools to be able to keep the energy up through the doldrums of the year.

**Connect Us**

all year round
“If there are people out, other people will come out too to see what’s going on. But there has to be a reason to be outside—a market, ice skating, music, decorative lighting or just a good place to hang out when it’s cold. No one will stay outdoors to stare at an empty plaza.”
- Cynthia Nikitin, Project for Public Spaces

**RECOMMENDATION**

To connect us year-round, invest in a consistent, long-term winter attraction (ice rink, sledding hill, heated outdoor market) that can serve as an anchor for events throughout the season. Young professionals continue to (begrudgingly) live and work in Columbus through the winter - if we want to keep them from moving to the beach, we need to give them a chance to play.

**APPENDIX**

- Arena District is under utilized during off season
- Gooddale Park (or near it) there is a concrete patio that should have an outdoor park
- There are so many great events in Columbus
- Weakness is that there are not good ways to get to them
- There is not enough parking on High St. (Short North) and there need to be more garages that are
- Biking at High & Gooddale is scary
- Plenty of bars and galleries
- Want more live theater from all levels and especially Broadway productions
- Think that the Crew Stadium should be moved downtown or some place with bar and restaurants close
- Behind the “I” center was brought up, but others believe the location would be too small
- Another location was directly along the river
- Believe Columbus should have an NBA team because it would bring in a lot of money from out of town.
- Believe there should be more “fests” where they close off a whole street or block for the weekend.
- 2 people straight out hate the Art Fest
- One guy brought up the idea to have the 1st publicly own bowling ally (ie. Stock like GB Packers)
- Reason is because he wants a place to spend his money and know it is coming back to him
- Walkability needs to be better
- Want more concerts
- A concert series in the public parks was brought up
- An amphitheater is wanted (like Playhouse in the Park, Cincinnati)
- People liked the idea of cafe style seating for bars
- Beer gardens with grass under the tables
- Rooftop bars are a big hit!
- People want the Bluejackets and Crew to be better
- Open Container District is wanted
- An area like Fourth Street Live, Louisville is wanted for open contain
- NoMa, Wex, twice as large
- Need to support and popularize things that are already cool, want more of Cooperative space
- Unsanitized space (old campus, old SN), OTE rising
- More non-drinking, participative event, like this event, engaging, want new interesting with other people
- Transportation options between entertainment spots
- Creative and intensive open spaces (like dining hall), lots of people, lots of action beach in LA
- Repealing stuff, ie shorthorn, we need to keep the vibe going, cutting edge.
- Large city wide “defining” events
- Hard to know where to go and to find your spot
- Interactive spaces, maybe more interacted in event some time than venues
- naked bike ride
- communication between ideas and funding
- groups to help get events/ ideas off the ground with funds
- support from the city for new events and festivals
- Love picture of patios (looks like parklet)
- people love patios
- not boxed in, open space
- outdoor park space/ beer garden not attached to bar
- park like space
- curbside/ accessibility for bike
- More he LC at door
Commons/ bicentennial parks outdoor concerts and venues
More neighborhood entertainment
More theaters especially in the suburbs; devoid of cloture
Coffee shops that serve wine, quiet, chill vibes
After work feel cheap concerts
More diverse atmospheres
More plazas and public space especially in more suburban areas; we are sorely lacking
Nave to come downtown or go somewhere commercial like Easton
More diverse, nonfestival option
More smaller activities out in the neighborhoods
More activities out in the neighborhoods
Use all the vacant dead reatial spaces and repurpose them as neighborhood centers
If you don't go to school or nave connects it's hard to meet people; move spaces/ things/ events to help
people meet people and integrate folks into the community
Art class/ fitness classes ect, nub of all events classes ect
Big open center with free classes ect.
Street art events/ entertainment on the streets especially neighborhoods that don't have it
Urban scrawl type thing but in other neighborhoods
Esp in low income neigh that need cultural community
More options to use water ways
Better use of historical society statehouse, etc, more history lessons about important ppl
Another museum that focus on local culture
Rock on the range, outdoor concerts
Hip hop festival
Dance, ballet, comprehensive
More kid friendly things out side neigh
More outdoor theaters
Kid friendly festivals
Zoo great option/Zoombesi bay
Improved
Dolores park in SF
Amusement parks, improving upon Zoombezi Bay
Pool downtown, for young people
More retail spaces around Bicentennial
schiller park good
obus commons i
bicentennial ll
rortops under utilized downtown
rortop, bars, restaurants don't need to build new space
not enough street musicians, entertainers, perfomers
dancing outdoors in alley on street
outdoor platts
more communication local bands
Character of neighborhood
Keep identity
Walkable
Downtown has no identity
Short North
Walkable
Unused space – do cool stuff
Creating art
More plants/green space
Gathering space
Stop making unused spots hard to have community events
Architecture
General interest
Having places connected by places like bar/retail/ret/etc.
Street art
Mix is good
Keep old
Not genuine
Poorly laid out
Blocks are too large
More unique things in smaller spaces
Place
Connecting the neighborhood
Block of emptiness
COTA bus art stops
Less surface parking
Walkable art areas compatible with walking your dog
Art making spaces
Music, having something played on the street
Commercial areas that can be in a walkable area, ex: rails or food courts
(healthy) that does not
Move restaurant patios (inside or outside, both)
Closing tough areas, ex: in the middle of two big buildings to be only walkable/bike able
Move exposure of small businesses
Less advertising
Murals
Bus stop schedules
Liveliness – walkability – short north type
Nothing has to be new to be awesome
Street art
Keeping old
Mix is good
Not generic arch
Contrasts old/new
Maintaining character of neighborhoods
Identity of neighborhood
Gay street – walkable
Poorly laid out
City blocks are large
Generate interest
People just stand
Blocks of emptiness
Weinland/Wilden Park
17th ave & Indianola
Short North business association
Fine art = advertisement
Special galleries, artists
Encourage street art – support from the city
Activities
Expanding campus of Short North
Short North
Easier to walk and biker friendly because of scale small blocks.
Want complete streets for the east side
Scary for bikers at the same time
Italian Village
Want more greenspace
More parks on the cap. Feels like there is space for it but it is underutilized
Bluegrass or some other type of small concert series in these small parks
Opposite side of hydro park very under utilized, there is a lot of traffic in the area from park street to high
Overall want more plants and greenspace
Want more safety for bikers.
Dedicated bike lanes
Likes the bike lanes to be on the other side of parked cars next to the sidewalk so you are separated
Want more public art. And nowhere to go just watch people making art outside. Columbus should be treating and encouraging the art culture even more by making a priority for street art and publicizing their locations. Places like New Orleans and Montreal Likes the music from UDF in the short north. It's random in a way that art district culture. And can minimize other street sounds at night. The randomness of the idea makes it awesome, its just a UDF
DrRuta eleye likeye orea vikmogwisi niit aonwds u ospeesi i ta amnd ah eamreing u spo kuind so of fs pstorte. ets making you feel close to community and
Art should be subtle but beautiful and should accent the idea of seasons more. Ohio is one of the few areas with four distinctly different seasons and that could be shown in the art itself. Hates how stuff from Christmas still up shows lack of caring. Placemaking is all about the attention to detail and even something as small as Christmas decorations. Planters should change with the seasons. Excited for the Scioto mile and slow zones that’s one of her most favorite areas in Columbus. Like the idea of road diets for Columbus. Equal priorities for the street and sidewalks. Likes no setbacks and the sense of enclosure that comes with it. Hates the one way streets in Columbus. Make summit and 4th more like Neil avenue through traffic calming techniques. Take out one lane to make a dedicated bike lane. Design elements to promote walkability Columbus should coordinate with COTA better. Sometimes they do different projects on their own that don’t end up working well together. So anything that changes roads or lanes should be told to COTA early so they can make adequate changes to it. Likes pedestrian only streets. Likes no setbacks and the sense of enclosure that comes with it. Likes the traffic circle in Victorian village that has a small park space with a bench on it. Streetscape has to be visually pleasing doesn’t matter how it just has to grab your attention. Columbus public art is too restricted. Hates the elephant statue in Goodale Park. Art should be voted on before it is installed. “Art should be able to be interacted with ask yourself is it instagram worthy? Would I take a selfie in it? Should make areas where it is legal to carry open containers(alcohol). Like in the arena district and short north. Similar to New Orleans this would be unique to the Midwest and connects people to the sbrinmergts b preschool inside. Creates a unique culture. Should be done peacefully. Good streets St marks place, east manhattan village. Lots of restaurants people on the street and awesome karaoke bars Critical mass for street life on the streets. Outdoor patios like in munchen germany, pedestrian only streets. More rooftop bars, patios, and outdoor spaces “Give the density and people of European cities back to the downtown areas and YPs will flock here” covered seating areas in the median of streets like in Barcelona span. Likes the traffic circle in Victorian village that has a small park space with a bench on it. Streetscape has to be visually pleasing doesn’t matter how it just has to grab your attention. Columbus public art is too restricted. Hates the elephant statue in Goodale Park. Art should be voted on before it is installed. “Art should be able to be interacted with ask yourself is it instagram worthy? Would I take a selfie in it? Should all have a place to sit and be covered. 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Likes the traffic circle in Victorian village that has a small park space with a bench on it. Streetscape has to be visually pleasing doesn’t matter how it just has to grab your attention. Columbus public art is too restricted. Hates the elephant statue in Goodale Park. Art should be voted on before it is installed. “Art should be able to be interacted with ask yourself is it instagram worthy? Would I take a selfie in it? Should all have a place to sit and be covered. Opportunity for solar panels, light, heat, and electric charging station Publicly promote art list schedules on public walls and in business. Community driven public art where citizens have the opportunity to make something together. Take one. Gives a sense of investment. Leaves a legacy for generations to come. Development stay on a human scale with person to person economy. Populate with character not big. New builds should have to be super unique and modern because they are destroying the history of the Hate polaris feels fake. Things need to be authentic and real not cheap and thrown together. Worried about growth in the next coming years how to we expand with culture and authenticity not fake Affordable housing Renovation of unused spaces Redeﬁning older buildings into spaces Vacant properties being renovated Columbus Land Bank (unknown amenity) Desire to live downtown but too expensive How do you bring people together? School districts large part of deciding where to live and public or private types Days of having huge house and yard are over Tradeoff of where you work and where to live Variety of housing desired Work from home and want to live close to parks Housing decisions based on surrounding amenities Care a lot about convenience Walking to work from home 20 min walk to work over 20 min drive to work Proximity to surrounding stuff like work and environment Having a park over having a yard for social reasons On-campus vs. off-campus living Affordability involves tradeoffs for other desired traits Short North replication on south side with revitalization Develop city center/downtown with housing Urban gardening/small yards Terrace gardens Location associated with costs with higher end areas much more expensive Subsidize housing and better school districts Quality important Hope 6 Gentrification as an issue Short North losing artistic style it began with in the revitalization process (turning into commercial area) Market controlled gentriﬁcation Rent control Controlled development so Short North situation doesn’t become same in Franklinkent Balancing location with costs Mixed income housing School system becoming involved in decision process later when have kids Cultural change of where people want to live as compared to decades past Sense of community in a housing area (BIG THINGS) “What if housing helped facilitate a sense of community with shared spaces?” Getting to know your neighbor Niches/specialized communities possible Having a porch vs. small 1-2 bedroom apartment Columbus vacancies much better than other cities Historic housing desired Proximity to work and play Less suburban Schools are a hot topic Housing is inexplicably linked to transportation costs so if you want more cheap housing, move where Specialty shops Things you can buy at a big box store but specialized to the store Walking and transits nearby Easy access in the community so that people do not have to go out of their way to have something
Another north market
There used to be one on each side of town
The north market is the last and central location
The space is nice because it serves as a test market
Business owners can set up shop and move to a storefront as they build a client base
Mix of age
What kind of shops would you want to see?
More cultural shops
Things you can only find in the area
Things that people will be willing to travel to in order to access the goods
More co-ops
There are co-ops but people are not familiar with them
Old Towne East
Franklinton
Walkable shops
4 people said that they liked the set up (Business Image #25)
It was favorable (Business Image #25)
People liked the idea of an outdoor street market (Business Image #25)
Limited by the weather in Columbus—temporary seasonal (Business Image #25)
Multipurpose space (Indoor/outdoor) (Business Image #25)
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other potential small business owners get their company started. His main talking point was stressing how important small creative businesses are. He has seen a lot of businesses such as photography, marketing, artistry making a come up in the Columbus region. A couple had just moved here from A small town in Georgia. They said both Georgia and Columbus have this main point in common: It is tough for graduates to find jobs. They suggested starting a small business that addresses these problems Goal: to create a community and provide them your unique partner east sidioenaad sa nd putting them in an organized According to the couple, there is more opportunity here than there is/was in Georgia. Attractive amenities will always attract people: in other words the amount and variety of outside of work activities is important. (Bars, malls, other forms of entertainment) Example: The Pearl in the short north. It has good, unique food and as a result it attracts more people. Possible habits of young professionals (based on the young professionals we had during this discussion). This is a broad topic we can discuss further. Sherrard bakery in Bexley is a staple for the couple mentioned earlier. It is a gluten free bakery, and so it can provide to a wider Aesthetics for business amount of people. Matching architectural styles of buildings with the places that surround each other When we have the opportunity to rebuild vacant buildings and lots, we should not hesitate to do so. Bigger cities creating a unique feeling Columbus does not yet portray this feeling. His main talking point was stressing how important small creative businesses are. This feeling that New York, Los Angeles creates. A feeling of importance within the business realm of the United States. Our first topic of discussion continued on the aesthetics of business. We go on to discuss the Aesthetics are beneficial for future development, but it doesn’t have an affect on smaller business as Easy access to the things you want and need is huge in attracting young professionals. Girly boutique stores are good for young female professionals. Organic, fresh food grocery stores are becoming increasingly important for our future. This is true for most large cities in the United States Farmers markets provide this to young professionals The experience of getting exposed to new things is a vital aspect. Going back to a previous point made: Young professionals don’t always have time to cook dinner. It is important to have fast food options that are also healthy. Farmers markets provide this service. Farmers markets also act as an incubator for other up and Musical Venues, performance halls, theaters all provide entertainment for young professionals. The people within this discussion made it a point to single out Little Brothers performance venue as a place that always provided a comfortable atmosphere for those that attended shows there. Provided an example: Easton is a great cluster of stores. Currently the number 1 mall attraction in America. People will tend to gravitate to places they know. Some examples of clusters in Columbus that are 4th street crawl (16-bit arcade bar, etc..) provide happy hour specials that attract people. Easton is a great cluster of stores. Currently the number 1 mall attraction in America. Bad Example: Park Street bars. They only appeal to the party type of people. No variety. Canton is a great event for the city of Columbus. As stated before, entertainment is a big part of Attractive amenities will always attract people. No variety. Contfest is a great event for the city of Columbus. As stated before, entertainment is a big part of One thing Columbus lacks compared to other young professional cities: museums. New York would be Overall, people generally tend to have a bad perception of Columbus. Of course, there are exceptions to this. Word of mouth is huge. People at this discussion have heard multiple times how Cleveland and Cincinnati are more well known in Ohio. Dcuolntu’re aftr Cthoelu umsbeu osf. Color!!! Aesthetically pleasing places will always attract people. Example: the colorful rows of houses in San Tourist possibilities – this would also help to create more jobs. VARIETY in general is a good thing. Example: IKEA stocks their stores differently according to where People tend to gravitate to places they know. Some examples of clusters in Columbus that are 4th street crawl (16-bit arcade bar, etc..) provide happy hour specials that attract people. Easton is a great cluster of stores. Currently the number 1 mall attraction in America. Parks and Rec 1 Local Community Parks Smaller Dog friendly Off leash Amenities such as water stations and clean up products Relaxing Social seating Valladolid Central Park (Mexico) Something to show off to people from out of town All weather facilities Plant life Food courttruck Walking paths Located in/around existing outdoor parks
Bridge the gap between inside/outside
Connected Parks
Trials between parks for biking or pedestrians
Better connection with local community
Safer for children to get to
Bicycle
Repair stations
More trails
Bike security - Cleveland Bike Brewery Nano (Bike Box)
Bike to shopping/eating areas
Other
Close proximity (10 minute walk max)
Large sports complexes and metro parks are good
tavel is ok as long as local parks exist for day to day visits
Organized sports not a big factor in school choice if parks provide good
quality options
Usable architecture/art
Furniture
Interactive
WiFi
Email not just an at work or at home activity
iconic park
Millennium park, Central Park
Covered large areas
Singapore covered bar park
Louisville
Peaceful
Solfitude
Discovery
Park in Blacklick
During winters like we just had it would be great to have more public parks
with rinks
Warming houses that have benches where you can sit and put on your
skates. Having vending machines,
There are some costs involved, like any other maintenance in a public
park.
Public parks need to be an area where we can foster education and
reduce petty crime (mayor's
Highline in NYC)
The scoot trail is a good route but not really designed for commuting
More water activities (scoot water way plan)
"If you want people to use the public works like public pools, don't build
shitty pools"
"I want to make sure we don't think about what just works for young
professionals, but for the middle to
clower class that don't have as much disposable income. I want to live in a
place that takes this heado"
Gn.e"ographically, we have restrictions (lack of lakes,
Lets create a band of green space throughout the city
Smaller parklets, with minimal impact and maintenance
Zero setback ideas. things like corner parks that take away from sidewalk
retail aren't maybe the best
I like bike paths and i think the city is doing a great job with them and the
new development
Parks that have unique aspects or draw specific audiences are important.
The topiary park is drawing a
Let's put a zipline from the top of the columba gas building down to the
riverfront once construction
Not very much connectivity between parks. Not super easy to get to
different parks.
Host a park tour (like a historic tour), that shows you all the great parks in
town. Like the Boston History
Some people have set up their own with COGO. Ride a bike to the next
town. Like the Boston History
Host a park tour (like a historic tour), that shows you all the great parks in
town. Like the Boston History
Some people have set up their own with COGO. Ride a bike to the next
landmark.
Have to hit all demographics with these. Cant be putting riders with
families on 40 MPH highways.
The topiary park is great, but its not well known. You don't find a lot of
people, which is kind of a good
Maybe its because you want to take a book and read, as opposed to
taking a group of children.
Ohio State is a public campus. Anybody can go onto the campus. The
oval is a huge resource that
people treat as JUST for the university, but it is in fact a public park.
It would be great to have a COGO station on campus that you could use
for 1 way trips.
Biggest problem is accessibility to parks, between parks.
What if there was a full expansion of the metro parks that connects the
major neighborhoods.
The metro park system in Cleveland has a 25+ mile trail that goes from
the riverfront down into
The Nature Center in Shaker Heights was created to prevent the highway
(480) from coming through
Transportation 1
Transportation biggest deficient
Bad choices about encouraging car use
Design, needs scrutinized
Higher parking rates
Protected bike lanes
Accessibility issues without car
21st century transit amenities
safety of any mode of transit
employer incentives for other modes of transportation
hierarchy during snow storms
COTA is inefficient with respect to time vs driving
How does everyone get to work
Drive 5
Walk 1
Bustbike 1
What would it take to not drive alone?
Car is reliable
Can serve multiple needs work, leisure, grocery shopping
Diversifying options for lifestyle
Anything that incentivizes the consolidation of transportation
The benefits/attraction of transit
Love the downtown circulator
How effective the network is
Balance of pragmatism and attractiveness
We need rail
Bolder freight infrastructure
A more transit friendly and accessible rickenbaker airport and industrial
park
Having heavy trucks on dedicated lane
Direct transportation between CMH and downtown in 3020 min
frequencies
Why doesn't the Audubon metro park have sidewalks and trails that
connect to the the city grid
Connecting to other regional cities by rail
Converting front street to two-ways over I-70
CAPs over downtown highways like I-670 cap
Pedestrian only streets in entertainment districts with open containers
Bus service inconsistent
Would fixed rail transit work
Where would it go
One bad experience and it ruins transit
BRT is an idea worth exploring
Like a train
Buses have a stigma
Would you use car2go?
More than a 5 min trip?
Bus Rapid Transit
Cleveland Avenue - not reliable, expand it
GoGo
Bring to Ohio State campus, a lot of demand
COTA
Likes that it runs out to Galloway, etc.
Dead space after hours, make it effective
Decrease commuting
Downtown -> Airport
Bring in economic development
Olympics 2024
High Street
Concentration of young people
Slow down high street- improve connections
BRT
Use 4th Street; open up connections to Italian Village
4th Street/Summit
Make bike lanes, park cars just sit there
Keep one way only
Bike Lanes
Encourage/Incentivize carpooling, etc. to reduce commuting
Bus maps/stops too hard to understand
Bike- on v. off track
Off track doesn’t require as much infrastructure
Existing transportation options don’t take into account public opinions/needs
Need better access to airport and convention center
New plans for rail expansion = +
Other areas that need access: Short North, Easton
Different modes of transportation need to be better targeted to different audiences
Trivelle- tourism
Buses - local traffic
Rail- commuters, from suburbs
Subways
Utilize existing rail lines
Trolleys
More of a tourist attraction, not needed
Waste of money to do assessment
Downtown surface lots
Tax incentives

Airport to Downtown rail, bike lanes, Car2Go all good
Promote alternative transportation
Community ride sharing- expand
Suspended rail on waterways and rings around city both good ideas
Other ways to pay- what demographic are you going for? How do they pay?
Could expanding airport hub draw demand away from 3C?
Change culture
Rebrand neighborhoods (ex: Short North uses streetcars, German Village)
bikes a lot)
Get surrounding cities on board with regional transportation
Find neighborhoods/cities willing to share access
Rebranding can increase public awareness and get in touch with public

Takes forever
Designated bus lanes would encourage use and speed (more reliable)
Cleveland has BRT
Project in Dublin
Suspended transportation over river ways (cable car, trains)
Air rights are cheaper than land rights
Examples in China, Europe, London, Portland, Germany
P28, P30
3C Rail- best would be high speed from Cleveland to Columbus
Bikes
More bike lanes especially on campus
Have to ride on sidewalks (illegal)
Columbus AHTS standards
4th street bike lane- unsafe
Interior bike lanes, arterial streets with protected bike lanes
How does this impact parking?
Transportation projects need better funding
Transit authority, ODOT
Transit nodes and land use
Incentive transit to increase transit use
Smart Sidewalks
Light up when you cross street
Create more ways for pedestrians to interact with city and street
Streetcars
Good, but need to preserve
Summit v. 4th
Hard to convert, city resurfacing, keeping one way
Bikes share street with bus lanes
Opposed by city engineers
Transit hub- regional
Columbus lacks:
Light rail, 3C, (to and from suburbs)
Connectivity on regional scale, inter-city travel
Buses are insufficient, take too long, unpleasant
Services not integrated
Need one pass for all modes!!!
Speed up system, more options, more efficient
Light rail around I-270, buses radially out to 270
Way to view combined modes of transportation to plan routes
Hop Stop – New York
Battles is working on this?
Columbus has big data/capabilities to develop
Model: DC, Amsterdam, Chicago, NY
Bus maps/stops too hard to understand
Poor signage
Other types of transportation
Boston’s trolley
Trolley doesn’t have as much of a stigma as busses
Cool, good for tourism
Trolley- on v. off track

Transportation in Columbus exists
Reach is not sufficient enough

Category Topic Topic List Categories
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