



MAIN & BROAD CORRIDOR REVITALIZATION



MAIN & BROAD CORRIDOR REVITALIZATION DRAFT



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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.

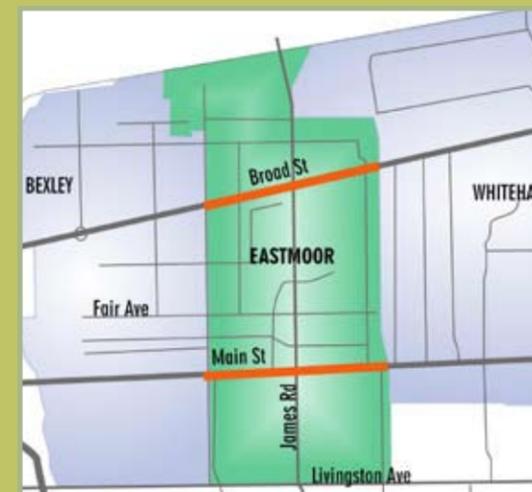
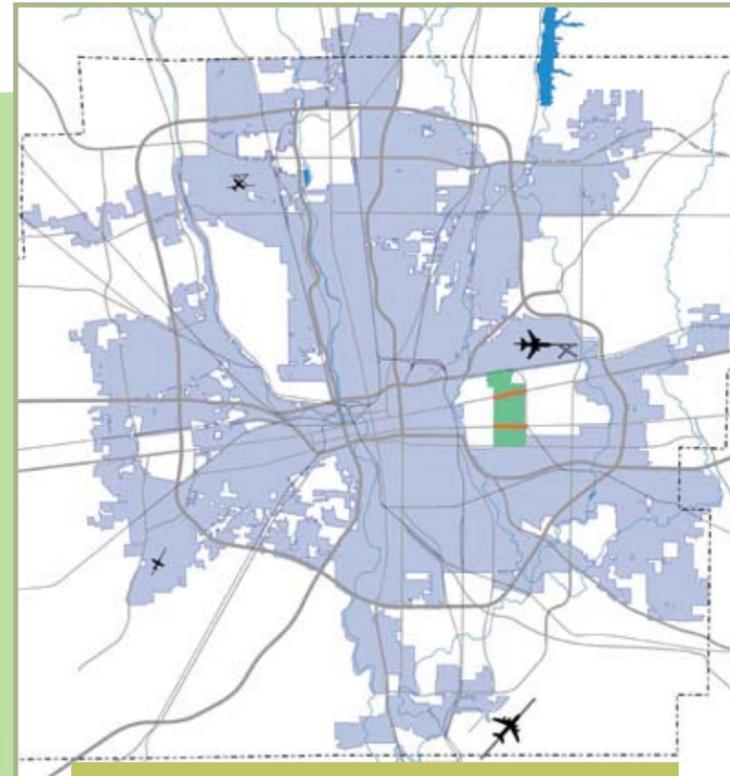
The plan consists mostly of maps and images, with supporting text, to be adopted by City Council as a guideline for undertaking land use, zoning, and development changes within the study area.

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



Enhance pedestrian crossings

Enhance pedestrian crossings

Brookside & Capital Motels
US 40 Prototypical Court Motor Hotels

- Redevelop

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

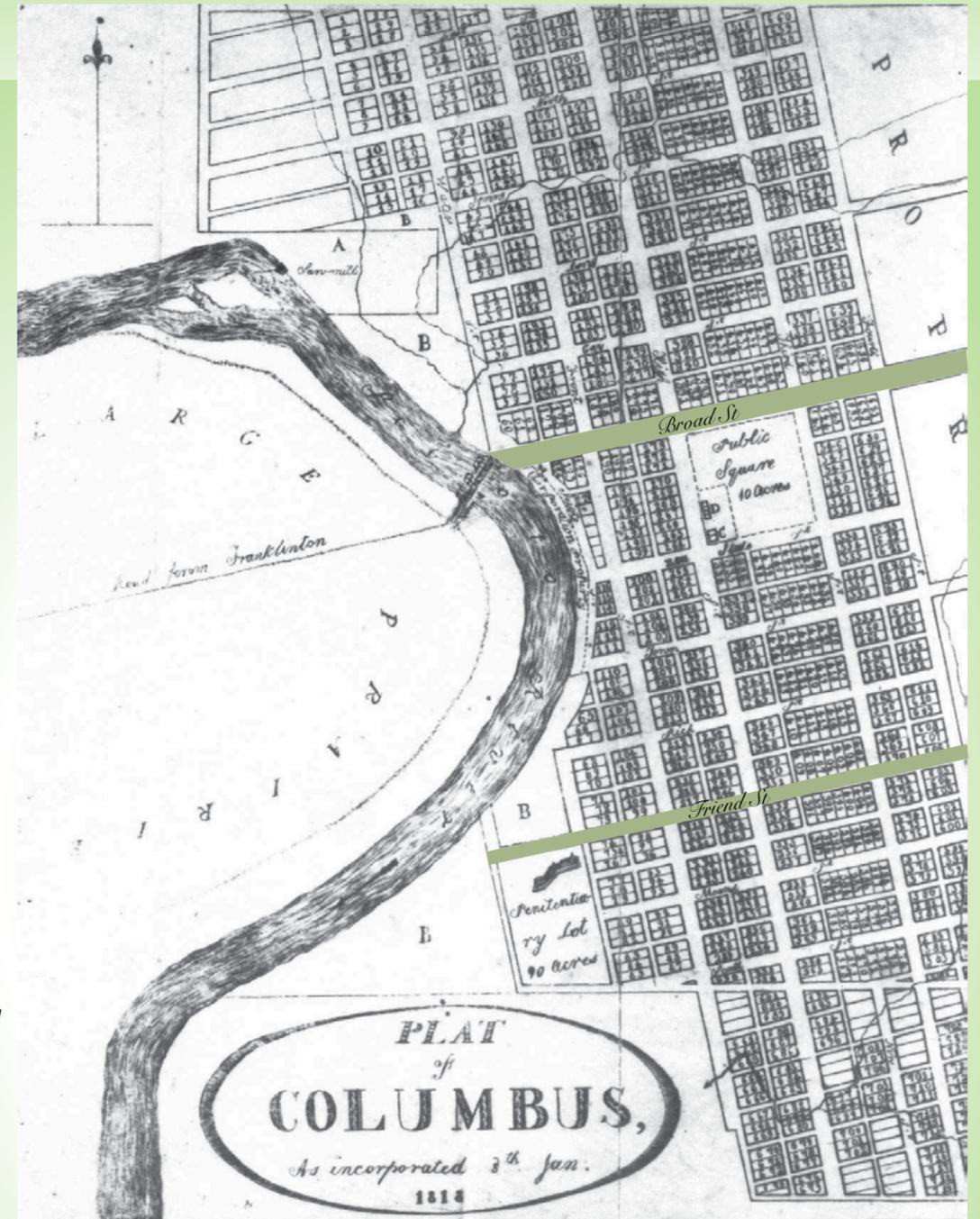
Eastmoor

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 tree 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.



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.

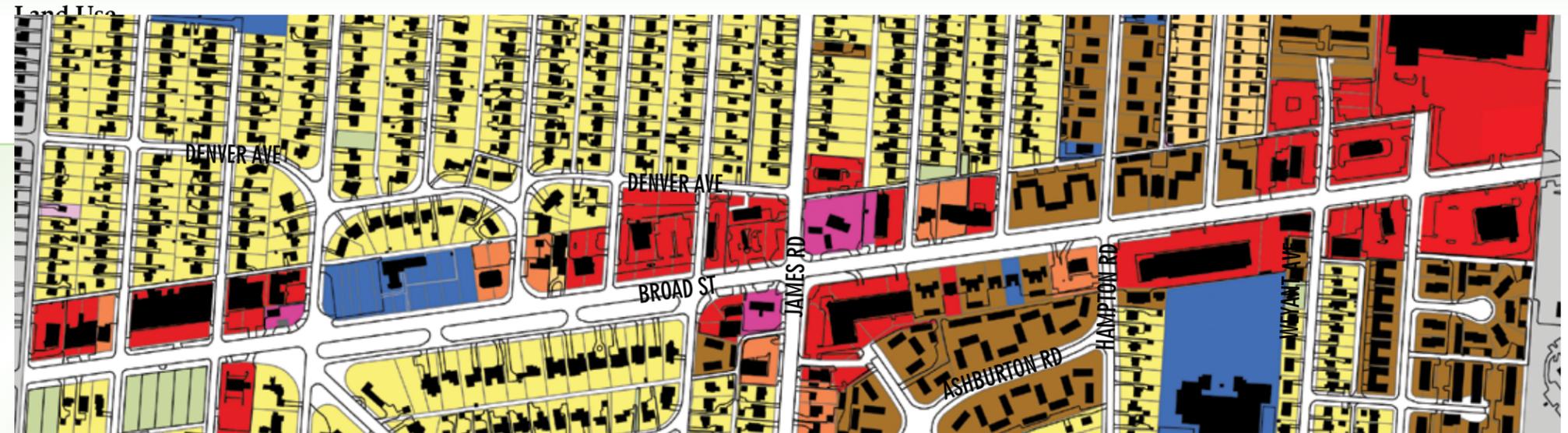
Main Street has been designated a state scenic highway.

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.



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



Zoning



DENVER AVE

DENVER AVE

BROAD ST

JAMES RD

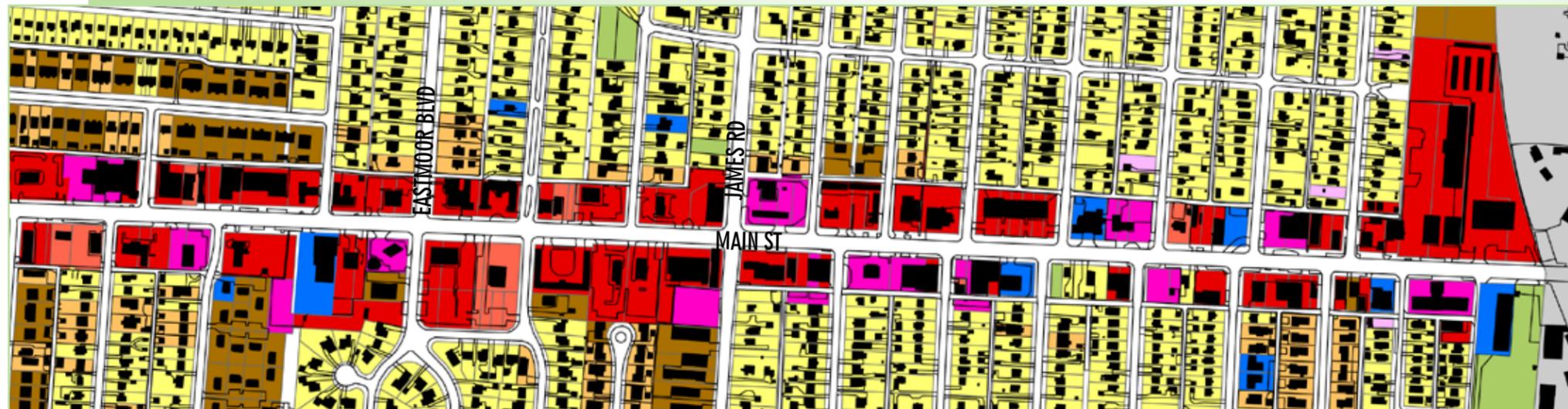
ASHBURTON RD

HAMPTON RD

Land Use/Zoning Legend

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

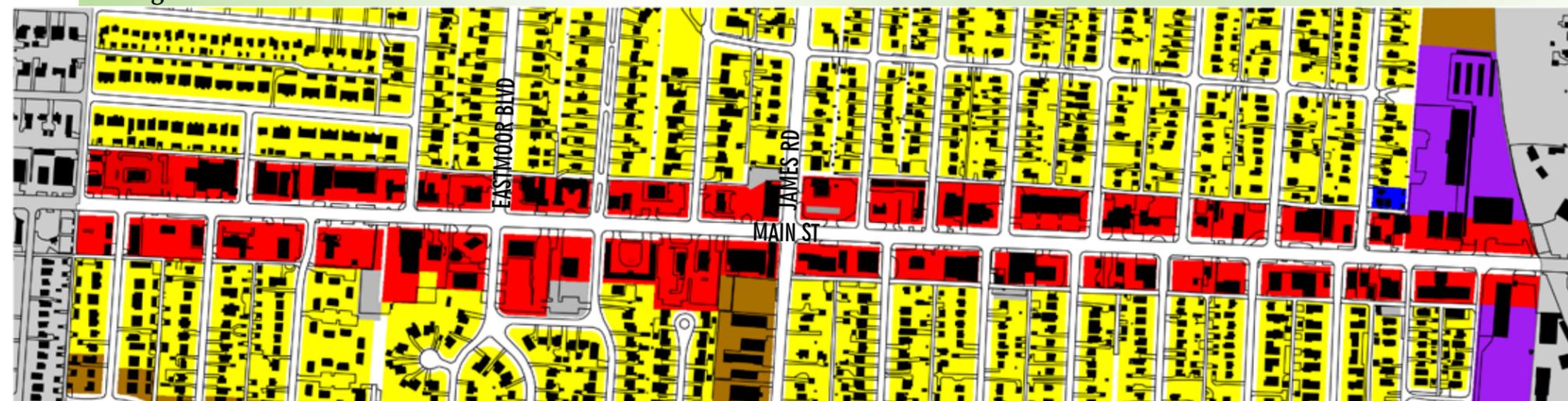
Land Use



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 including drive-through facilities
 - 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

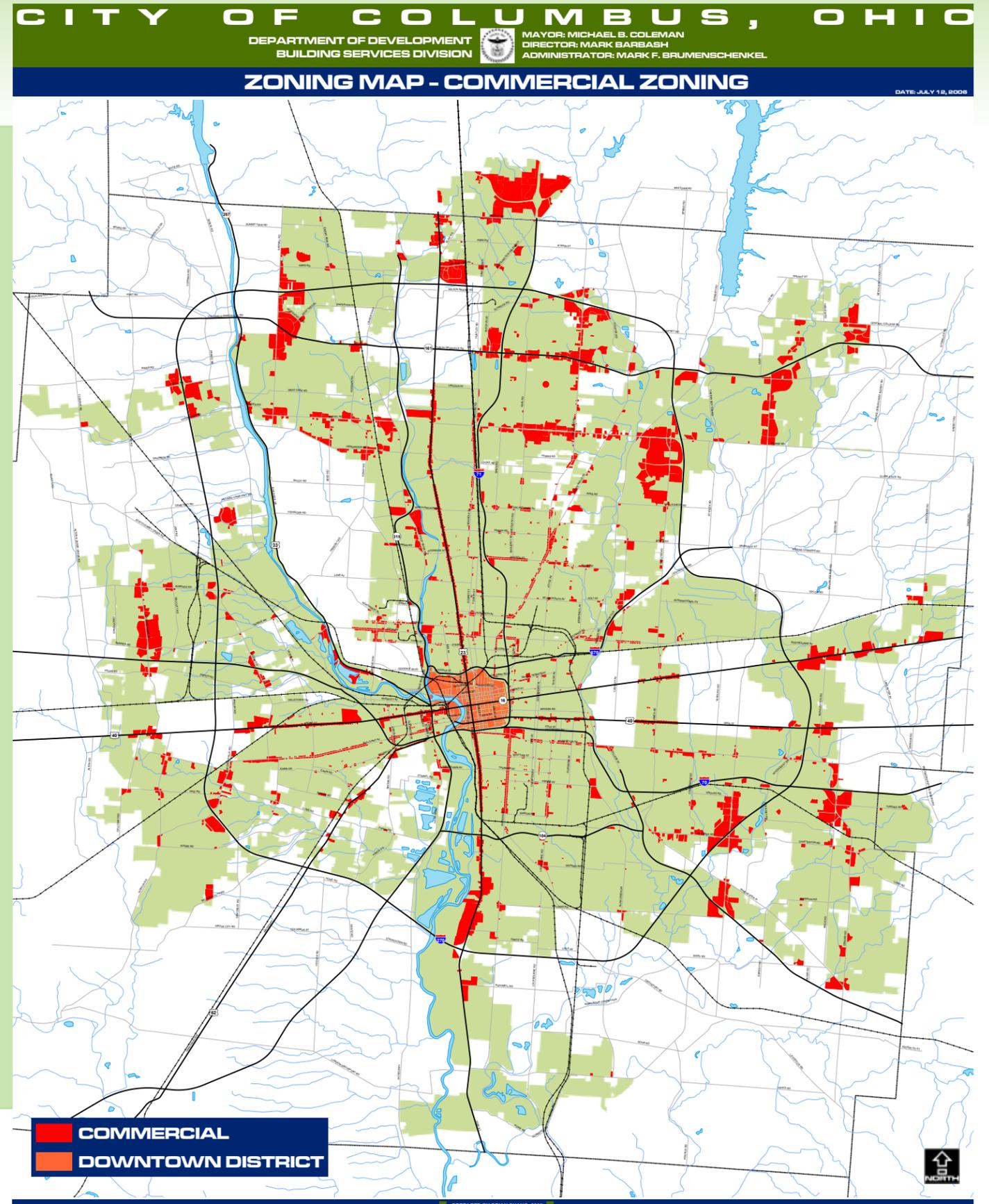
■	Single-family residential
■	Medium density residential
■	High density residential
■	Commercial
■	Commercial auto oriented
■	Industrial
■	Institutional
■	Vacant
■	Parking
■	Office



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

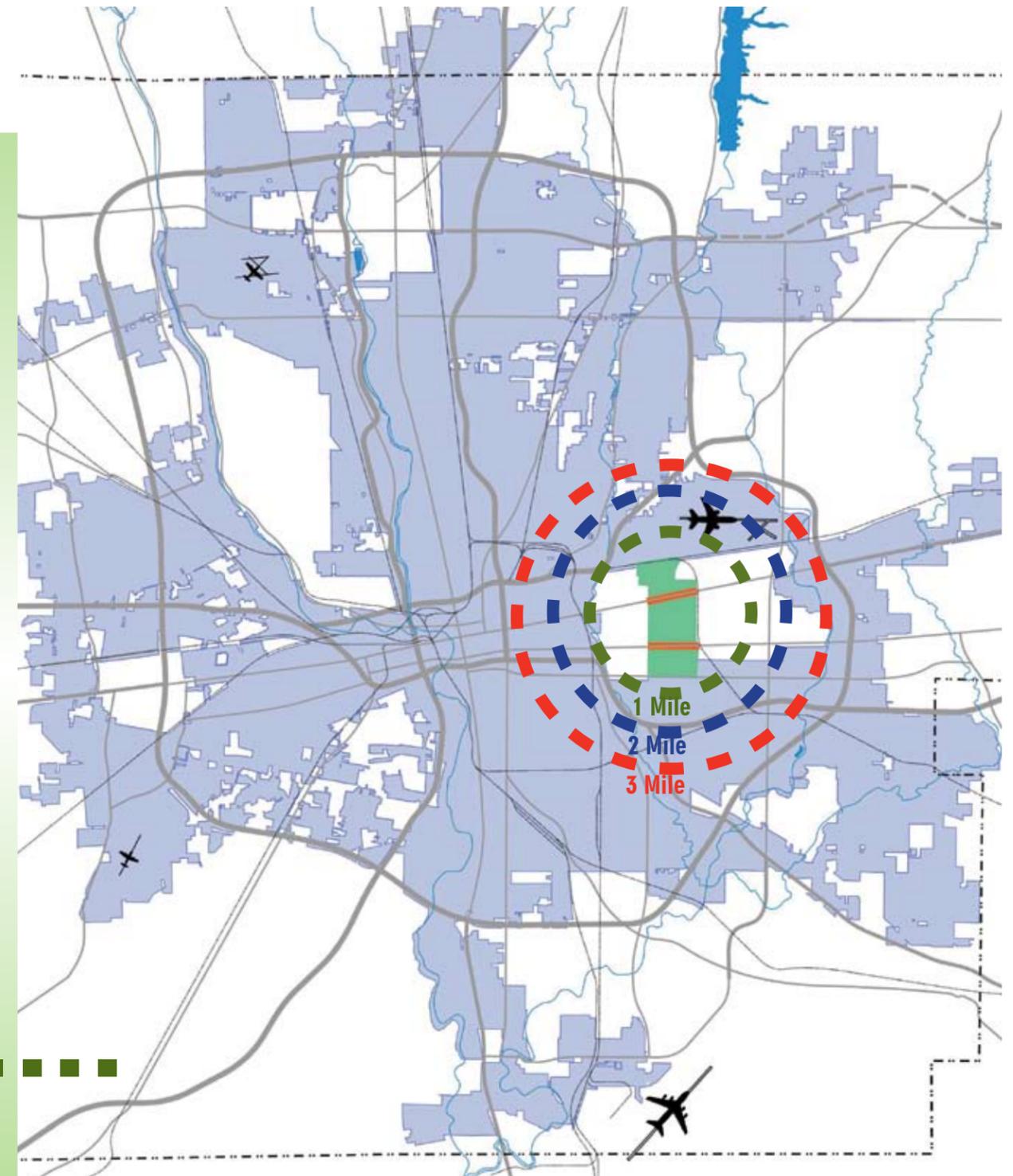
Eastmoor and its surrounding area is a study of contrasts. Within a mile of the Broad and Main corridors are areas of both wealth and modesty. Bexley, Berwyck, and western Eastmoor are all areas of affluence. Within three miles of the Broad and Main corridors live over 150,000 people. In an aggregate 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 Speciality	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	

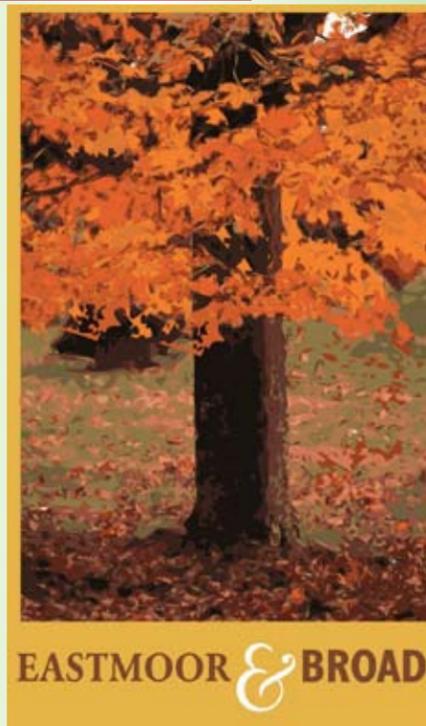
Table summary of the Market Mapping exercise for the Main Street Second Charrette.

• 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 and loitering enforcement, 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.

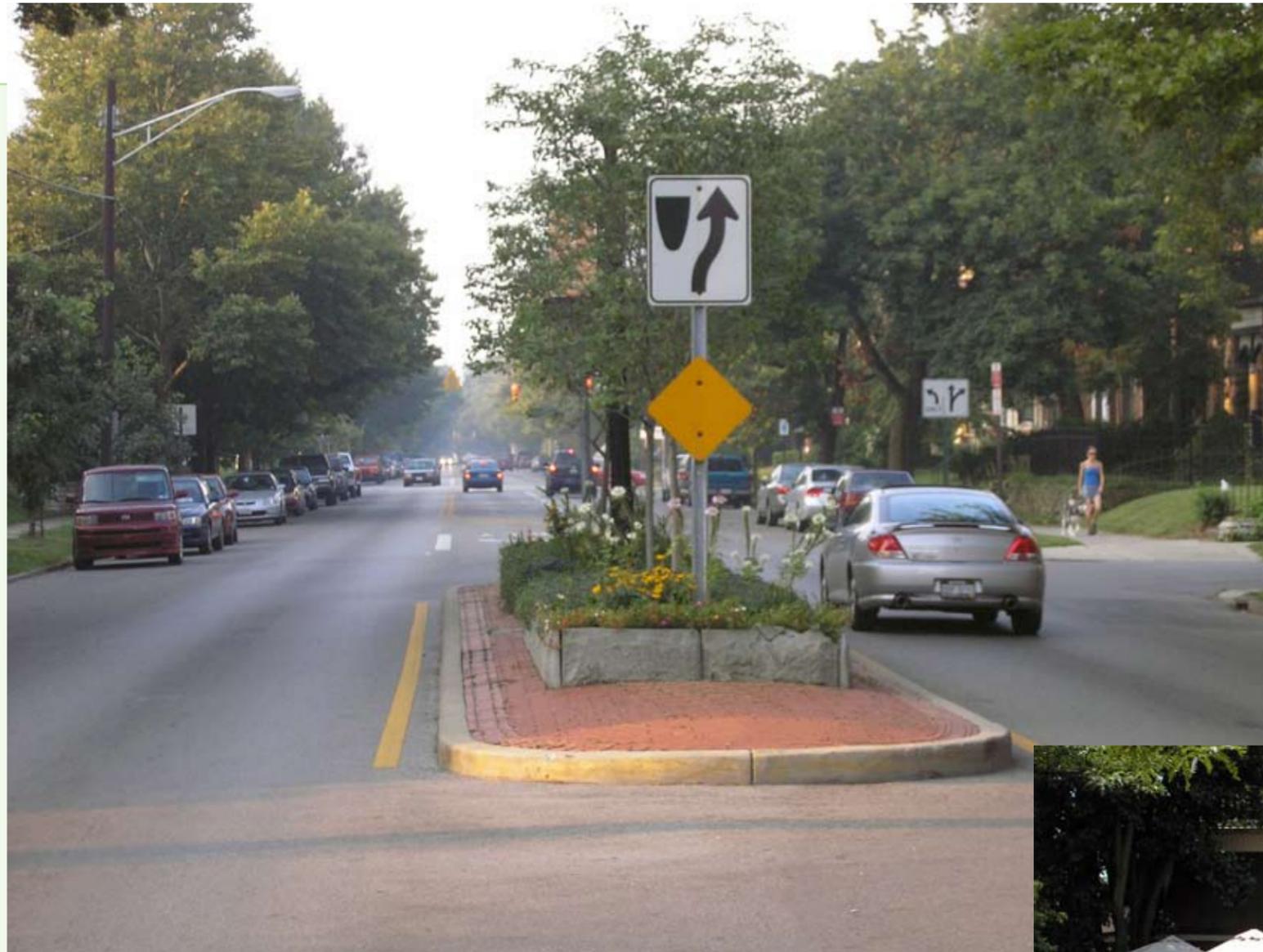
STREETSCAPE

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. As shown in the photos at the far right, opportunities exist, sometimes without any parking reduction, to replace hard surfaces such as concrete and asphalt with greenery.
- 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 Power 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. Bike traffic should be directed to low trafficked side and parallel streets.



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.

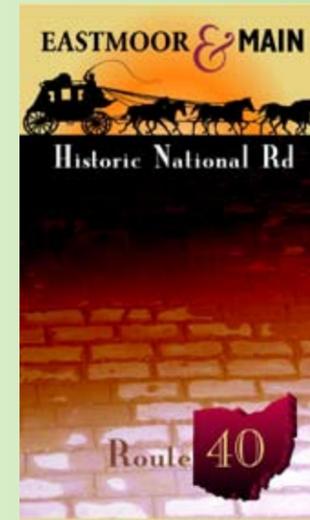
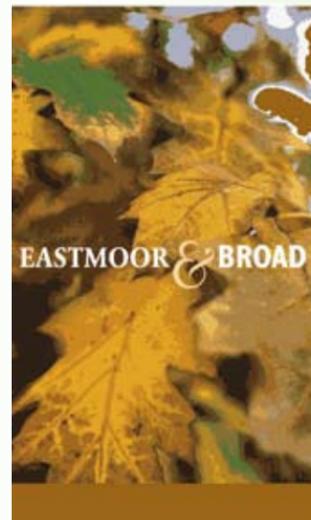
There are opportunities for art. One prospect is the conversion of blank walls that could be prime candidates for murals. In any case, these efforts should come from the community and involve area students.

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.



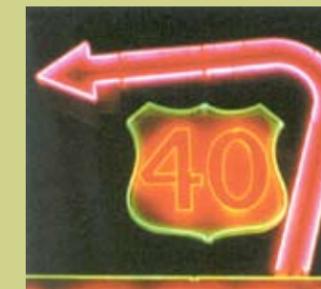
Murals: Short North; Mount Carmel West Nursing College, Franklinton



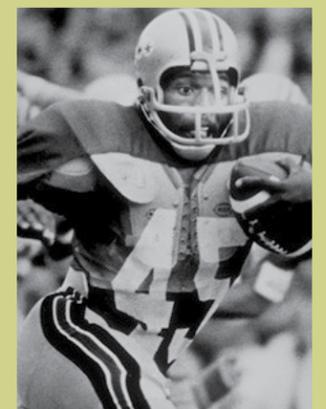
Examples of entrances: landscaping and signage at park; stanchion; and simple sign



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.

PROJECTS

Participants of the charrette process identified specific locations that were either assets or liabilities. During the second charrettes in August these locations were explored. Afterward, the Planning Division staff summarized and illustrated principles discussed by the break-out groups. These locations are indicated on the adjacent map, and are as follows:

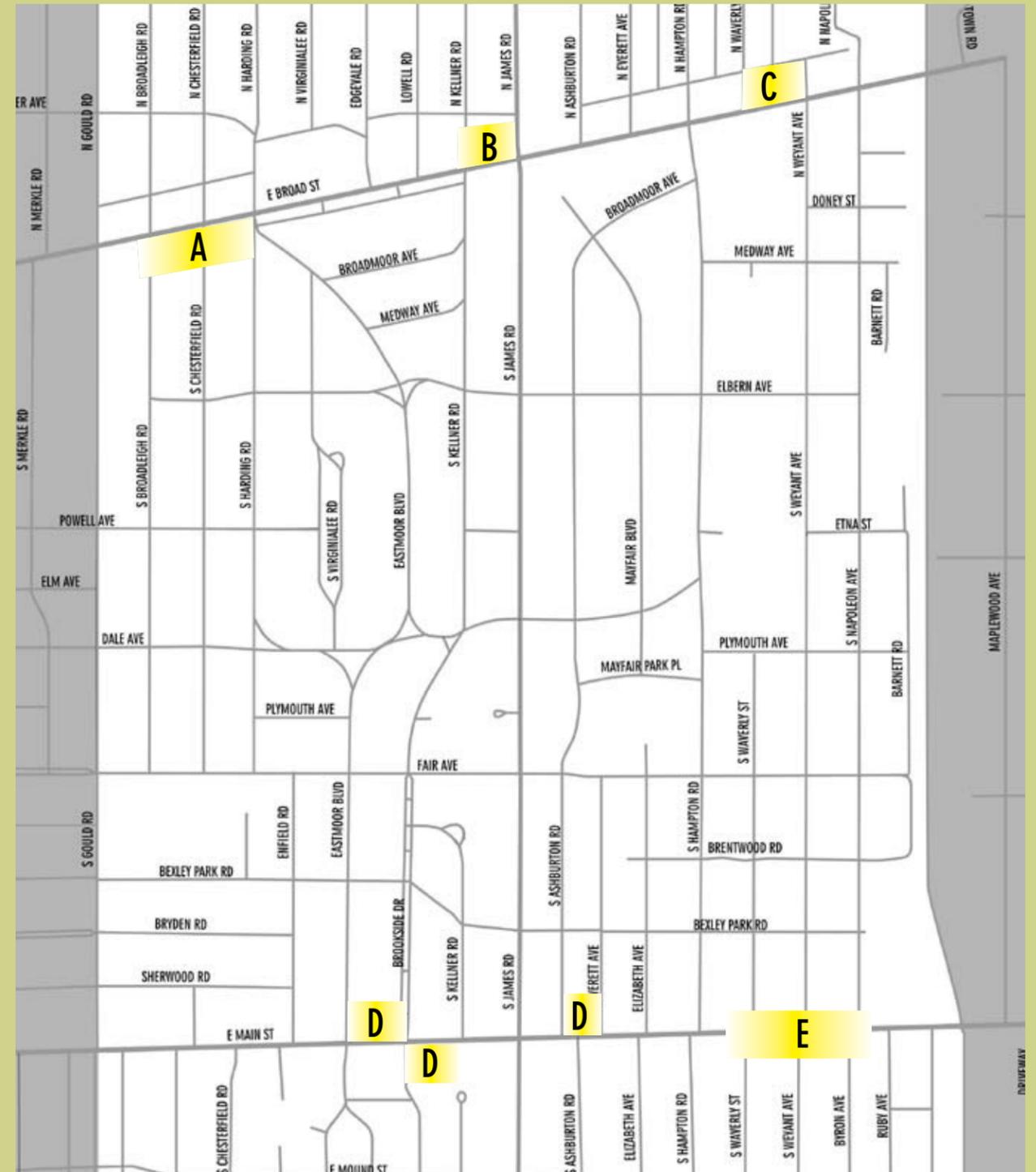
Recommendations:

- Vacant parcel on Broad Street between Broadleigh Road and Chesterfield Street
- Intersection of Broad Street and James Road
- Vacant apartments on Broad Street between Waverly Street and Weyant Ave
- The three motels on Main Street
- The east end of Main Street.

The discussion and application of solutions to specific locations have potential applicability elsewhere on Eastmoor's Broad and Main Streets. They serve as models.

Project Locations

- | | |
|-----------------------|-------|
| A. West Bank | p. 23 |
| B. Broad & James | p. 24 |
| C. Boarded apartments | p. 25 |
| D. Motels | p. 26 |
| E. Main-East end | p. 27 |



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 residential building with ground floor retail use may be a possibility if the business (such as a café) primarily serves the community with minimal parking. 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

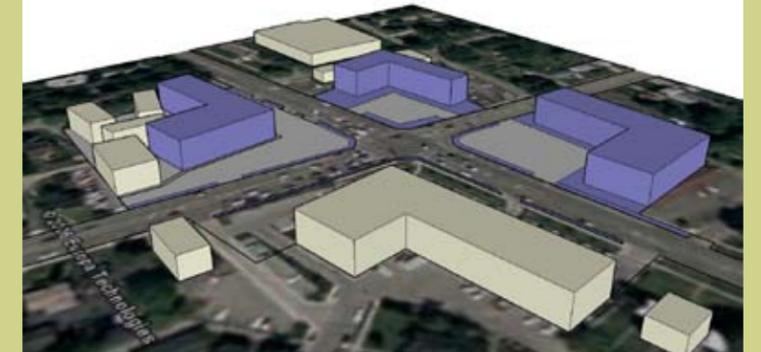
Aside from the current negative appearance of this intersection, charrette participants envisioned a potential future of higher density and intensity of development. Four Corners in Linden and Campus Gateway at OSU are Columbus models of intersection developments. There are some local models of higher 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. Successful redevelopment of the site would have a beneficial impact on the surrounding neighborhood. The community also felt the conditions of the neighborhood to the north were of concern and some form of action was warranted.

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 market the apartments and reconfigure the floor plans. While market rate housing is preferred by the community, ground floor units 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:

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.

Brookside and Capital

- After deliberation, the community felt that there was too much of a stigma attached to the motels in regard to crime, prostitution and drugs. Without immediate transformation, redevelopment is imminent. While new uses of the existing structures may be considered (below) this would have to be accomplished quickly.
- 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



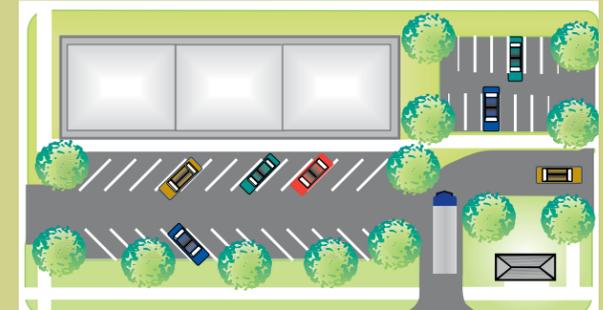
Community Commercial Overlay:
25 ft. - Building setback, Parking on side (behind building line) or in rear, 60% windows, Billboards prohibited



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 potential 50% reduction in off-street parking requirements as an incentive and it also prohibits 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 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
Marketing, Community Organization <ul style="list-style-type: none"> Establish merchants or business association Establish area commission 		Marketing, Community Organization <ul style="list-style-type: none"> Community
Regulatory, Programmatic <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 		Regulatory, Programmatic <ul style="list-style-type: none"> Planning Division, City Council Economic Development Division Economic Development Division Code enforcement, Police Division
The street <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 		The street <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
Public ROW flanking the street (sidewalks and tree lawn) <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 		Public ROW flanking the street (sidewalks and tree lawn) <ul style="list-style-type: none"> Division of Power, 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
Setback area <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 		Setback area <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
Facades <ul style="list-style-type: none"> Signage, materials, design, windows, crime prevention 		Facades <ul style="list-style-type: none"> Columbus Neighborhood Design Assistance Center
Crime Prevention <ul style="list-style-type: none"> Community Patrol Crime Prevention Through Environmental Design Audit Aggressive code enforcement 		Crime Prevention <ul style="list-style-type: none"> Community with cooperation with police Neighborhood Pride Center – police, Design Center Neighborhood Services – code enforcement
Development Nodes <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"> Redevelopment Brookside and Capital 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 		Development Nodes <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