



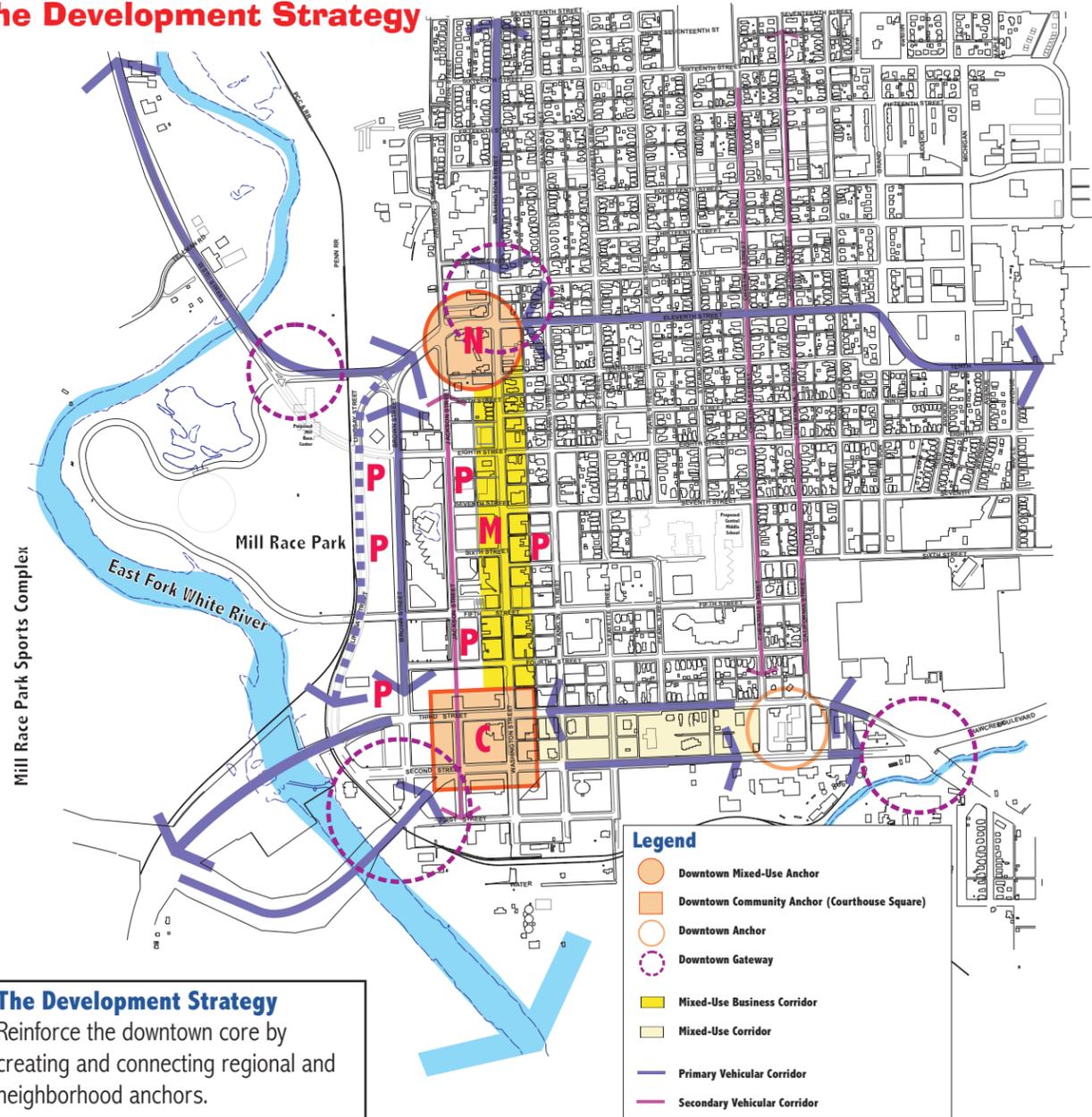
# 3. Development Strategy

- a. Downtown Development Strategy
- b. Downtown Development Goals
- c. Downtown Districts

## Downtown Districts

A successful development strategy for all of downtown requires an approach that recognizes the current or potential diversity of offerings each area can provide to the local, regional and tourism market while supporting development opportunities unique to Downtown Columbus.

## The Development Strategy



**The Development Strategy**  
 Reinforce the downtown core by creating and connecting regional and neighborhood anchors.

### M - Mixed-Use Business Corridor

Enhancement of the Mixed-Use Business Corridor should include reinforcing the existing retail, office and business character of Washington Street by filling vacant parcels with uses and buildings that enhance its distinct character. Emphasis should be placed on locating retail at street-level with loft housing and offices on upper floors. The corridor should serve as a primary pedestrian connector for the Courthouse Square and the Neighborhood Center.



### N - Neighborhood Center

The Neighborhood Center should provide daily goods and services that meet needs of the surrounding residents. The Neighborhood Center may include grocery stores, drug stores, restaurants, shops, convenience stores and other household oriented services.



### C - Courthouse Square

A mixed-use square offering a concentrated and pedestrian friendly government and professional services hub directly connected to other downtown amenities all within a walkable distance. The Courthouse Square would attract users and encourage them to utilize additional services within Downtown.



### P - Getting Around Downtown

Traffic patterns for people, cars, and bikes should be orchestrated to connect them to key destinations and increase the commercial viability of key properties. This includes the strategic placement of parking facilities, especially garages (see "P" on map), positioning them for easy, understandable access near the user's destination and to encourage pedestrian traffic on commercial corridors in downtown. One-way streets should be avoided where possible; commercial development does not benefit from expediting customers past their businesses.

Urban Land Institute: Place Making; Developing Town Centers, Main Streets, and Urban Villages

