



WEST BROAD STREET TRANSIT-ORIENTED DEVELOPMENT PLAN

Public Kickoff Meeting

COTA

Franklin County
BOARD OF
COMMISSIONERS

MID-OHIO REGIONAL
PLANNING COMMISSION

THE CITY OF
COLUMBUS
ANDREW J. GENTHER, MAYOR

COLUMBUS
PARTNERSHIP



Link us
Moving our region. Together.



AGENDA



- **INTRODUCTIONS**
- **WHAT IS LINKUS?**
- **WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?**
- **THE ASK**
- **COMMUNITY AMBASSADORS**
- **Q&A**



Mike Anderson

COTA

Sarah Richards

AECOM

Glennon Sweeney

Neighborhood Design
Center





WHY WE NEED MORE MOBILITY OPTIONS

The LinkUS initiative helps address three of our biggest community challenges with more COTA service and improved infrastructure.

GROWTH



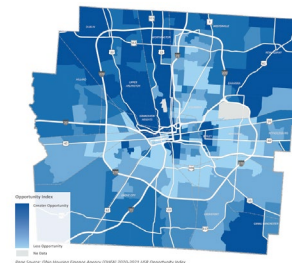
Nearly 750,000 new residents expected by 2050

HOUSING



200,000 unit housing shortage. Central Ohio median home sale price up 45% since 2020

OPPORTUNITY GAPS



OSU Kirwan Institute
Opportunity Index
(lighter = less opportunity)

40,000 Franklin County households lack access to a personal vehicle. One-third of residents live in areas with persistent opportunity gaps

LINKUS

MORE COTA

MORE SIDEWALKS

MORE OPPORTUNITY



MOVING OUR REGION FORWARD, TOGETHER

More COTA services

- Faster, more reliable transit
- Improved access

Expanded sidewalks, bikeways & trails

- 500+ miles of sidewalks, bikeways and trails
- Investing \$50-60M annually
- Improved pedestrian safety

More opportunity

- Focusing future regional job and residential growth along key corridors
- Increasing opportunities for existing residents and businesses

ABOUT COTA



SERVICE AREA

- 562 square miles
- 1.4 million residents
- All of Franklin County
- Portions of Delaware, Fairfield, Licking and Union Counties

GOVERNED BY

- 13-member Board of Trustees

RIDERSHIP	2022	2023	2024	2025
Fixed Route	10,190,000	11,127,967	11,854,567	12,429,158
COTA//Plus	113,592	157,213	183,097	250,714
Mainstream	292,505	331,574	326,971	377,502



YOUR COTA SERVICES

TRANSIT SOLUTIONS THAT CONNECT PEOPLE

COTA

Fixed-Route Service

COTA

MAINSTREAM

Paratransit Service

COTA ZooBus

*Seasonal Service

COTA//PLUS

On-Demand
Transportation

COTA

MAINSTREAM ON-DEMAND

Powered by
UZURV

On-Demand Paratransit
Service

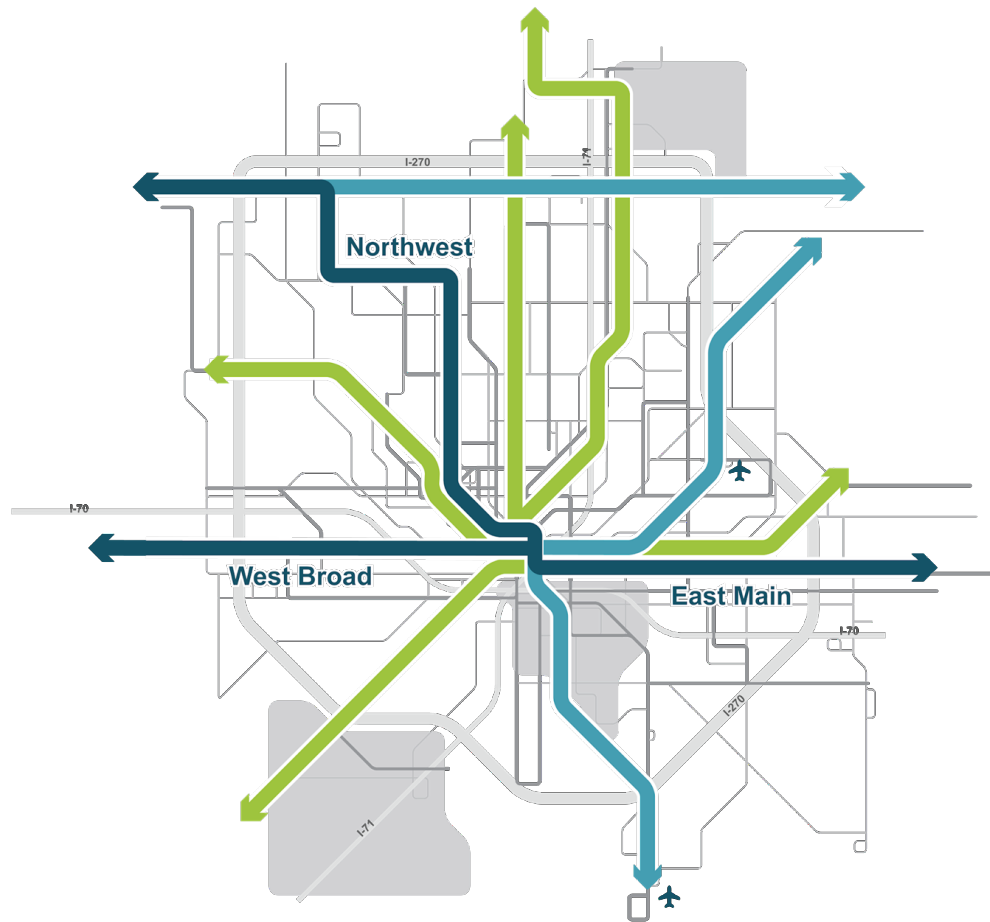


Cleveland Avenue Corridor



2050 REGIONAL TRANSIT VISION

In Progress
Planned for Near-term Study
Future Study



SAFER ROADWAY DESIGN

Dedicated Bus Lanes



Bus lanes through most of the corridor allow fast, reliable service without the cost of building rail

Median Guideway



Travel along the inside lane avoids bus interactions with parked and turning cars, improving reliability

Transit Signal Priority



Green lights hold for approaching buses; bus-only signals give a head start after red lights

QUALITY EXPERIENCE

Faster Payment



Fare payment and pass purchases are handled at station kiosks, shortening boarding times

More Connections



Micromobility hubs with path and trail access, onboard space for bikes, improved crosswalks and more

More Amenities



Sheltered seating, lights, real-time arrival boards, snow-melt pavement, community art and more

EFFICIENT AND ACCESSIBLE

More Room



Sixty-foot articulated buses hold more riders, strollers, bicycles and wheelchairs

Faster Boarding



Additional doors on both sides of the bus allow for faster boarding at platforms on either side

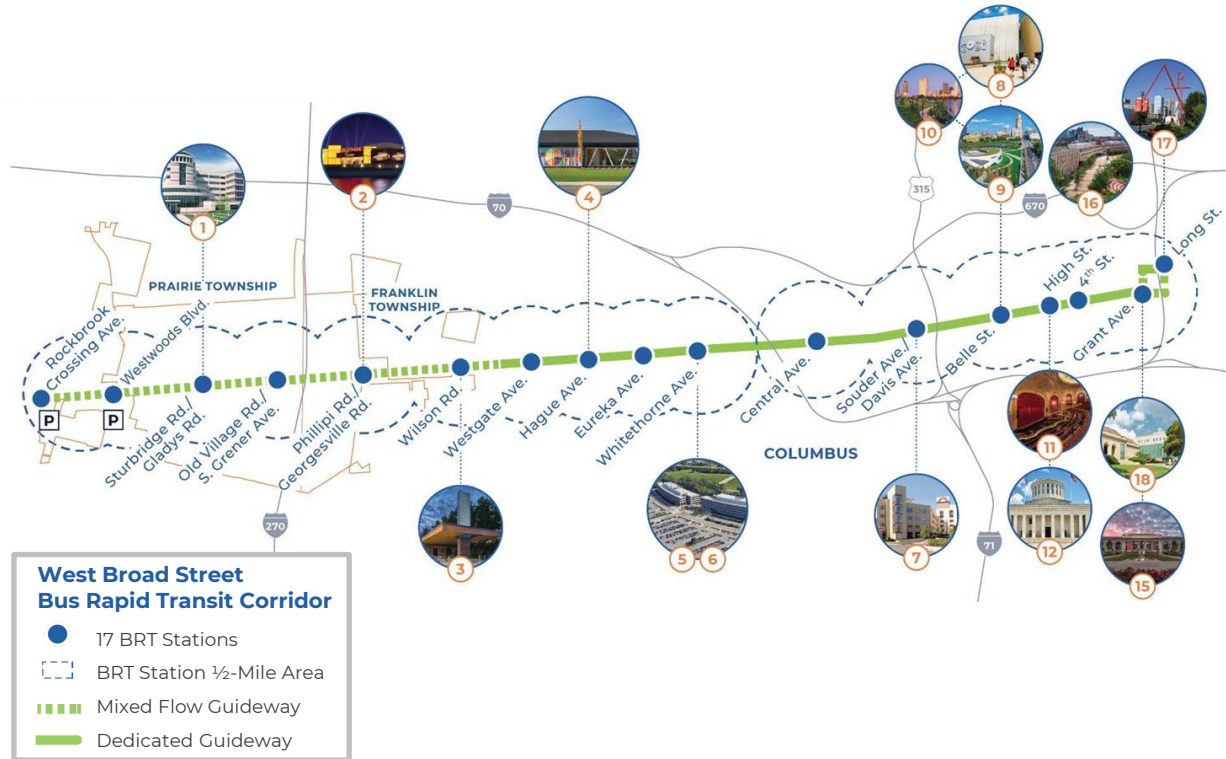
Easier Access



Platforms level with bus doors for more-accessible boarding with less need for kneeling or ramp use

WEST BROAD BRT

ACTIVITY CENTERS / TRIP GENERATORS



9.3 MILES

JOBS*
2020: 80,000
2045: 110,000

RESIDENTS*
2020: 49,000
2045: 86,000

***Analysis Based on MORPC Projections**

RENDERING: WEST BROAD BRT: EUREKA STATION



WHAT IS TRANSIT- ORIENTED DEVELOPMENT (TOD)?



- Dense, walkable, and bikeable mixed-use development within $\frac{1}{4}$ - $\frac{1}{2}$ mile of a transit stop that supports vibrant, well-connected communities that are less dependent on cars to access jobs, retail, restaurants, educational opportunities, and open spaces.

WHAT DOES TOD LOOK LIKE?





TOD BENEFITS



Walkability – Promotes health + wellbeing of residents, workers, and visitors



Housing Options – Expands housing options by adding diverse, transit-connected affordable homes in existing neighborhoods, supporting mixed-income communities.



Improved access – Supports reliable commutes to jobs & educational opportunities, as well as amenities and services.



Convenience – TOD environments welcome a mix of uses and amenities in one small geographic area, without the need to drive and park.



Affordability – The cost of taking transit, walking, and/or biking tends to be significantly lower than the cost to purchase, insure, and maintain a car

ZONEIN: Tools for TOD

The City of Columbus is modernizing its zoning code to promote growth in ways that meet the needs of a growing population and economy



<https://zone-in-columbus.hub.arcgis.com/>

ZONEIN
COLUMBUS

What is a zoning code?

A set of rules that regulate what can or can't be done on a particular piece of property

What is ZoneIn?

ZoneIn seeks to modernize the zoning code to support flexibility, encourage investment, and expand housing and economic opportunity citywide

Benefits of ZoneIn

- Encourages more housing and community-supportive development in specific areas
- Supports TOD on LinkUS corridors

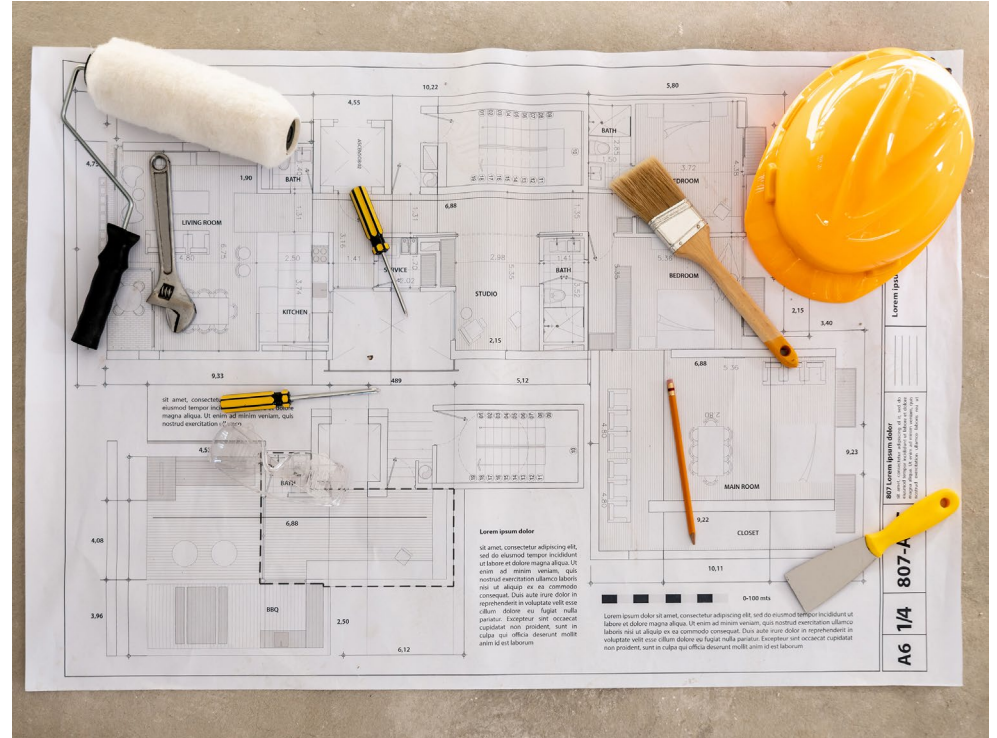


WEST BROAD STREET TOD PLAN GOALS

- Advance **Neighborhood Prosperity**
- Promote Walkable, **Transit-Connected, Affordable** Communities
- Assess **Housing Needs**
- Identify Tools for **Community Wealth Building**
- **Engage and Empower** Local Stakeholders
- Align with **Regional and Federal Frameworks**
- Develop Corridor-Wide **Goals**
- Deliver Actionable **Planning Tools**

TOD PLAN OUTCOMES

- Interactive, dynamic **Dashboard**
- Short, engaging **Plan Document** with key takeaways, recommendations, and strategies
- **TOD Development “Toolkit”** for emerging developers and community leaders





THE ASK

WE WANT TO HEAR FROM YOU

We want to hear your thoughts about:

- What you **love most** about your neighborhood
- What's **“missing”** from West Broad Street
- **Housing in your neighborhood** – is there enough? Is it affordable? What's missing?
- **What are** your top West Broad Street destinations?



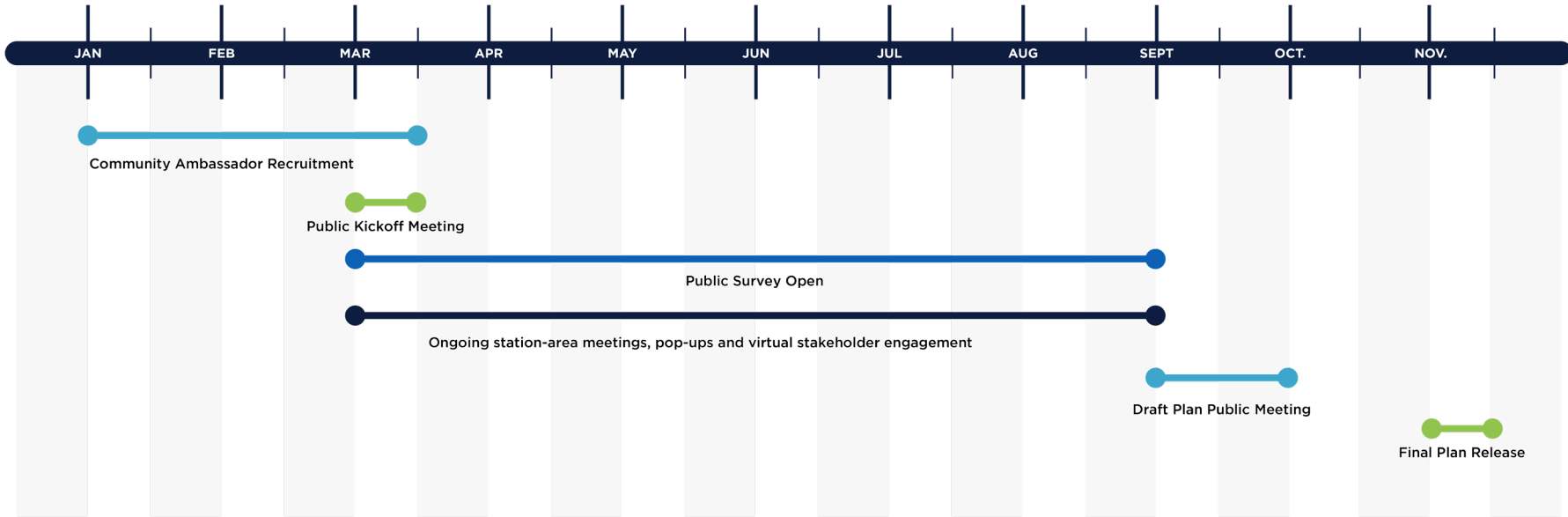
West Broad BRT Rendering



WHAT HAPPENS TO YOUR **INPUT?**

- Your input and feedback will be used to inform the **final vision and recommendations for implementing TOD** at each station area, and for the corridor overall
- If you're a developer, a builder, a community leader, or otherwise interested in helping implement your community's vision for the future of your neighborhood, **please let us know**

SCHEDULE AND NEXT STEPS





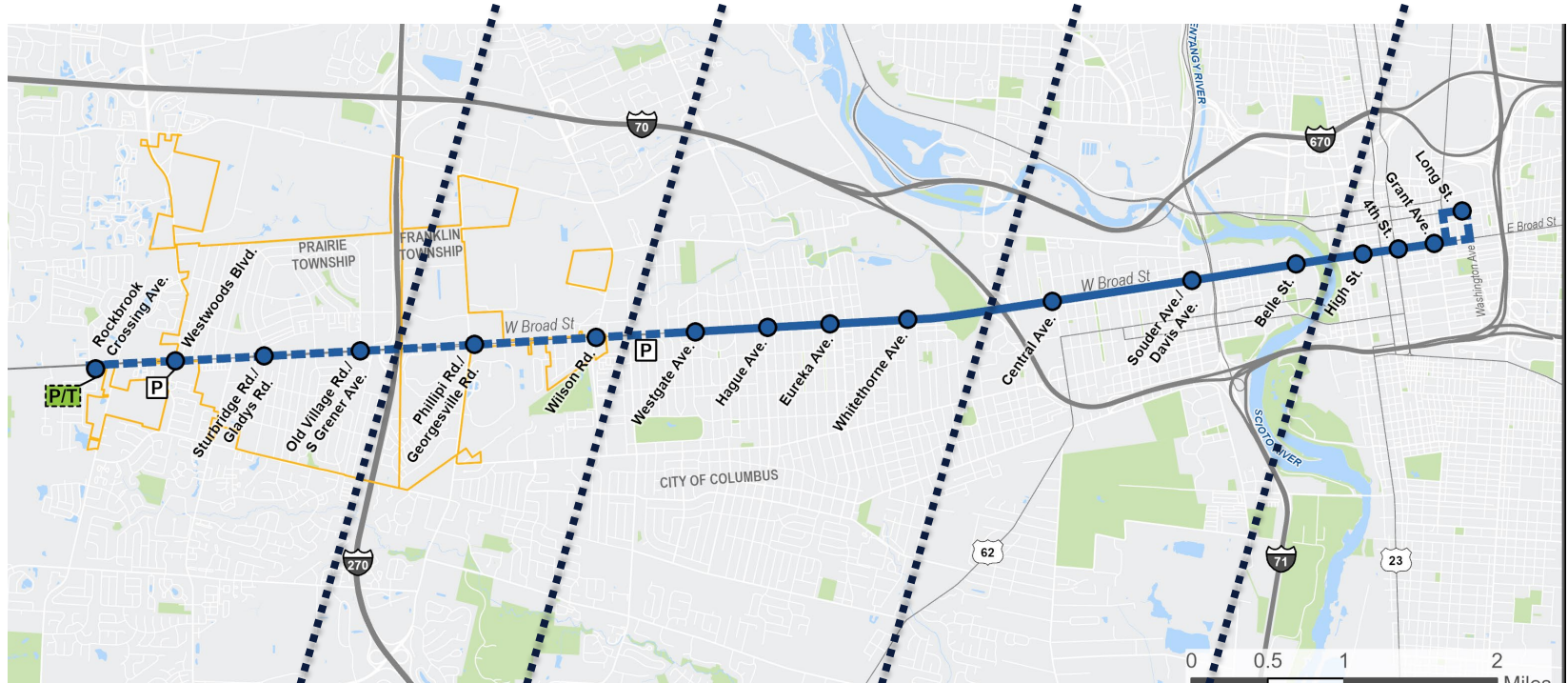
WHAT'S NEXT?

Please keep checking our project webpage and social media for the most up-to-date information on:

- Station Area Meetings and Pop-Up Events
- Release of Plan Materials
- Other ways you can get involved
- **Please take our survey!** Cards with QR codes and webpage information are located at tables around the room

Please visit <https://linkuscolumbus.com/west-broad-corridor-development/> to learn more!

STATION AREA MEETINGS



Group 5
(Prairie Township)
April 8 & 11

Group 4
(Westland)

Group 3
(Hilltop)

Group 2
(Franklinton)

Group 1
(Downtown)



INTERESTED IN BECOMING A COMMUNITY AMBASSADOR?

- Community Ambassadors are individuals who:
 - Possess strong local knowledge
 - Are connected to neighborhood/community groups and/or local businesses along the West Broad Street corridor
 - Live or work in neighborhoods along or near the planned BRT route

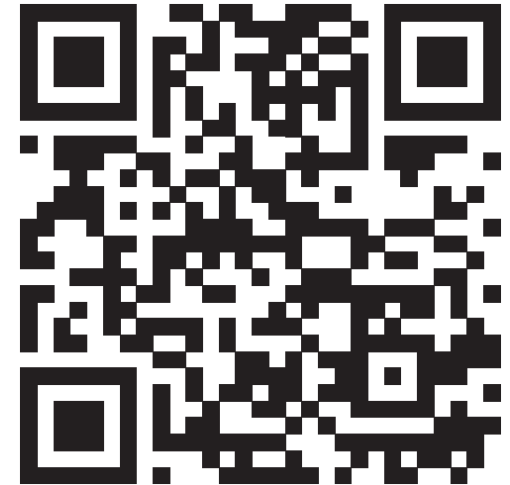
**Community Ambassadors
will work over a nine-
month period between
April and December 2026**

**Community Ambassadors
will be compensated with a
\$1,500 stipend paid in three
installments of \$500**



WHAT IS THE ROLE OF A COMMUNITY AMBASSADOR?

- Support engagement efforts + solicit local feedback
- Conduct outreach at public events and meetings
- Provide engagement support for station-area meetings
- To learn more, please connect with **Glennon Sweeney with the Neighborhood Design Center** after the meeting, and/or visit the project webpage





WEST BROAD BRT COMMUNITY AMBASSADORS

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QUESTIONS?

West Broad TOD Plan

- COTA: Mike Anderson AndersonMG@cota.com
- AECOM: Sarah Richards Sarah.Richards@aecom.com (Project Manager); Elliott Lewis Elliott.Lewis@aecom.com (Deputy PM)

Community Ambassador Recruitment

- Glennon Sweeney, Neighborhood Design Center:
glennon@columbusndc.org

West Broad BRT Buildout

- info@linkuscolumbus.com