

May 2018

Elevator Speech

Central Ohio's population is quickly growing. Through insight2050, a collaborative public-private partnership, we are helping communities better plan for this growth by providing guidance, planning resources, and community engagement tools to evaluate local development opportunities and make informed decisions. We know people prefer communities with everything they need close by – a market demand driven by an increase in both older and young adults.

Now we are taking what we already know to the next level with the insight2050 Corridor Concepts study. By looking closely at five major thoroughfares in Central Ohio, we are gaining a deeper understanding of how our communities are impacted by various development patterns – especially as it relates to transit options that move a lot of people quickly and efficiently.

These five corridors are already in need of improved infrastructure and offer great opportunity for economic development and new housing choices. Insight2050 Corridor Concepts will tell us what that development can look like at its best and how to implement it. Just as important, we will be able to offer specific recommendations that can be applied to similar corridors throughout the region. Insight2050 Corridor Concepts builds on the foundation of insight2050 to create a higher quality of life for those who live in Central Ohio.

Talking Points

Insight2050 Corridor Concepts is one more way we are planning ahead to **adjust for growth and improve our quality of life.**

- Central Ohio could grow by up to one million people by the year 2050. We have learned that people want homes, jobs, services, and amenities within walking distance.
- The region will have more older adults and more young professionals, along with a strong base of young families. We want Central Ohio to continue to be a great place for everyone to live, where everyone feels a sense of community – whether enjoying retirement, raising a family, or starting a career.
- To be ready for the future, our time to plan is now for the infrastructure, transportation, and development that can make our region better than it is today. It's also the right time to look at new options, to take advantage of new technology, and to connect it to how we're growing.
- High-capacity transportation options that move a lot of people quickly along corridors could support re-using land in a new way, provide accessible options for residents and employees, and help improve everything from congestion to the environment.

Insight 2050 Corridor Concepts will study development patterns and infrastructure needs along five major corridors.

- We are taking what we know from insight2050 to the next level with insight2050 Corridor Concepts to further understand the impact of compact development on the local level.
- There is a high level of development opportunity along each of these corridors, but infrastructure improvements, incentives, or other strategies are needed to achieve compact development patterns.
- We will consider the feasibility of high-capacity transit, looking at all types of technologies, along each corridor.
- We will work closely with the communities, businesses, and residents along each corridor to create thoughtful policy and planning recommendations.

There are many reasons related to housing, transportation mobility, and economic development for why this study and planning for growth along these corridors is needed.

- Housing
 - There is demand for quality homes at all incomes, which means there is demand and need for a variety of housing choices
 - Older adults need accessible, safe homes close to quality services and amenities.
 - Young adults want “lifestyle” homes, close to work, entertainment, and amenities.
 - Families prioritize homes in good school districts, with quality amenities, and yards for the kids to play.
- Transportation/Mobility
 - Connected infrastructure is the key to unlocking mobility and access for Central Ohio residents.
 - We currently have areas that are overburdened by traffic yet underutilized or disconnected from the community.
 - We are studying some of these areas to explore if and how redevelopment could address these issues.
- Economic Development
 - As a region, we are competing against other regions for talent, businesses, and tourism dollars.
 - With a growing number of older adults in the work force, employers can benefit from the knowledge and skills of experienced workers.
 - As older adults leave the work force, employers must attract new talent to fill those jobs. Features such as walkable neighborhoods are attractive to people of all ages and can be an important recruiting tool.
 - Today’s young professionals are tomorrow’s families. Adapting to the amenities that young people want will encourage them to buy their first home in the same community where they might currently be renting an apartment.

Insight 2050 Corridor Concepts can be **beneficial to corridors across the region.**

- Recommendations and policies will be adapted to each corridor's best-case scenario. While the recommendations are specific to each corridor, other communities can glean information from the analysis for similar corridors.