

FACTSHEET

WHAT

Insight2050 is a public-private partnership to help Central Ohio better plan for growth over the next 30 years. The insight2050 Corridor Concepts study explores more walkable/compact environments and high capacity transit along five representative routes to help communities make informed decisions about housing, transportation, and economic development. The process will be replicable so similar analysis can be conducted on different corridors in the future.

SMALLER HOUSEHOLD SIZES

Over 80% of growth by 2050 will be 1-2 persons, with no children



MORE TRANSIT MOVES MORE PEOPLE

40 People = 40 cars
40 People = 1 Bus



STRONG & STEADY POPULATION GROWTH

Central Ohio is expected to be a region of nearly 3 million people by 2050



WHERE

We identified five regional corridors that offer great opportunity for economic development, new housing choices and improved infrastructure. Each includes the route (e.g. Main St.) and a half mile buffer on either side:

- ➔ E. Main St.: SR 256 to Downtown Columbus
- ➔ Northeast: Polaris Pkwy to Downtown Columbus
- ➔ Northwest: US 33 at Post Rd./Frantz Rd. to Downtown Columbus
- ➔ Southeast: Rickenbacker International Airport to Downtown Columbus
- ➔ W. Broad St.: Norton Rd. to Downtown Columbus

WHEN

Insight2050 Corridor Concepts began in November 2017 and will take about one year to complete. It's the right time in Central Ohio to explore our options for growth, to take advantage of new technology, and to enhance mobility across the region.

WHY

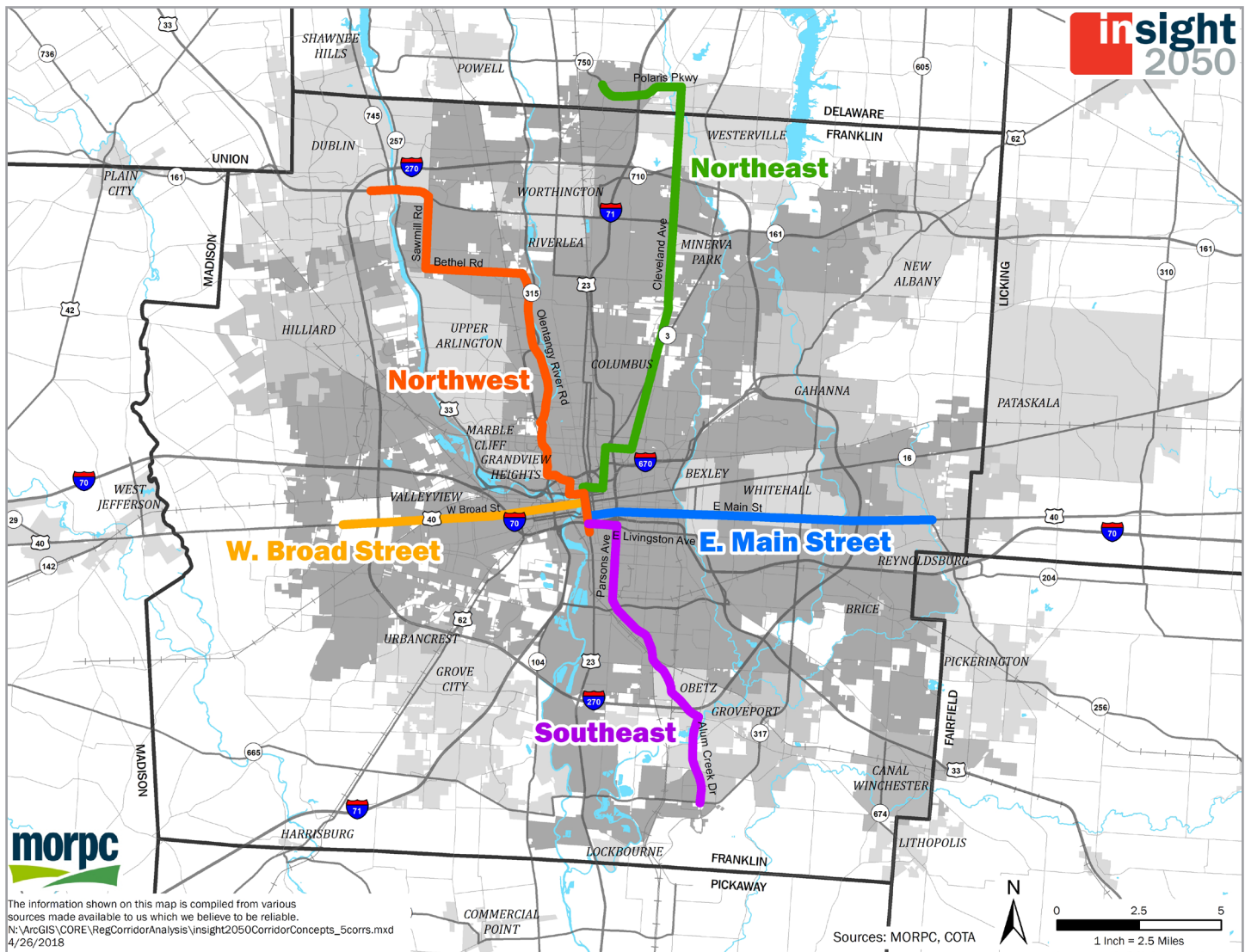
By looking closely at five major thoroughfares in Central Ohio, we are gaining a deeper understanding of how our communities are impacted by various development patterns and how that relates to transit options. Insight2050 Corridor Concepts will tell us what that development could look like at its best and how to implement it. For example, there is a growing market demand for smaller residences in neighborhoods where you can walk, ride a bike or take transit to your destination. This study will look at how we can support that demand.

WHO

Funding partners include Central Ohio Transit Authority (COTA), Mid-Ohio Regional Planning Commission (MORPC), The Columbus Foundation, The Columbus Partnership, Urban Land Institute Columbus and the cities of: Bexley, Columbus, Dublin, Grandview Heights with Clinton Township, Groveport, Reynoldsburg, Westerville, and Whitehall. The partners will work closely with developers, businesses, residents, government planners, and elected officials along each study corridor to create thoughtful policy and planning recommendations to preserve and enhance existing communities.

EXPECTED RESULTS

The study will provide specific recommendations for each corridor based on several development scenarios. Land use and transportation initiatives, such as the Metropolitan Transportation Plan, Smart Columbus, and other local community plans, will be taken into account. Recommendations will identify market conditions, tools, strategies, and timing/phasing considerations necessary to support implementation.



**More information is available online
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