

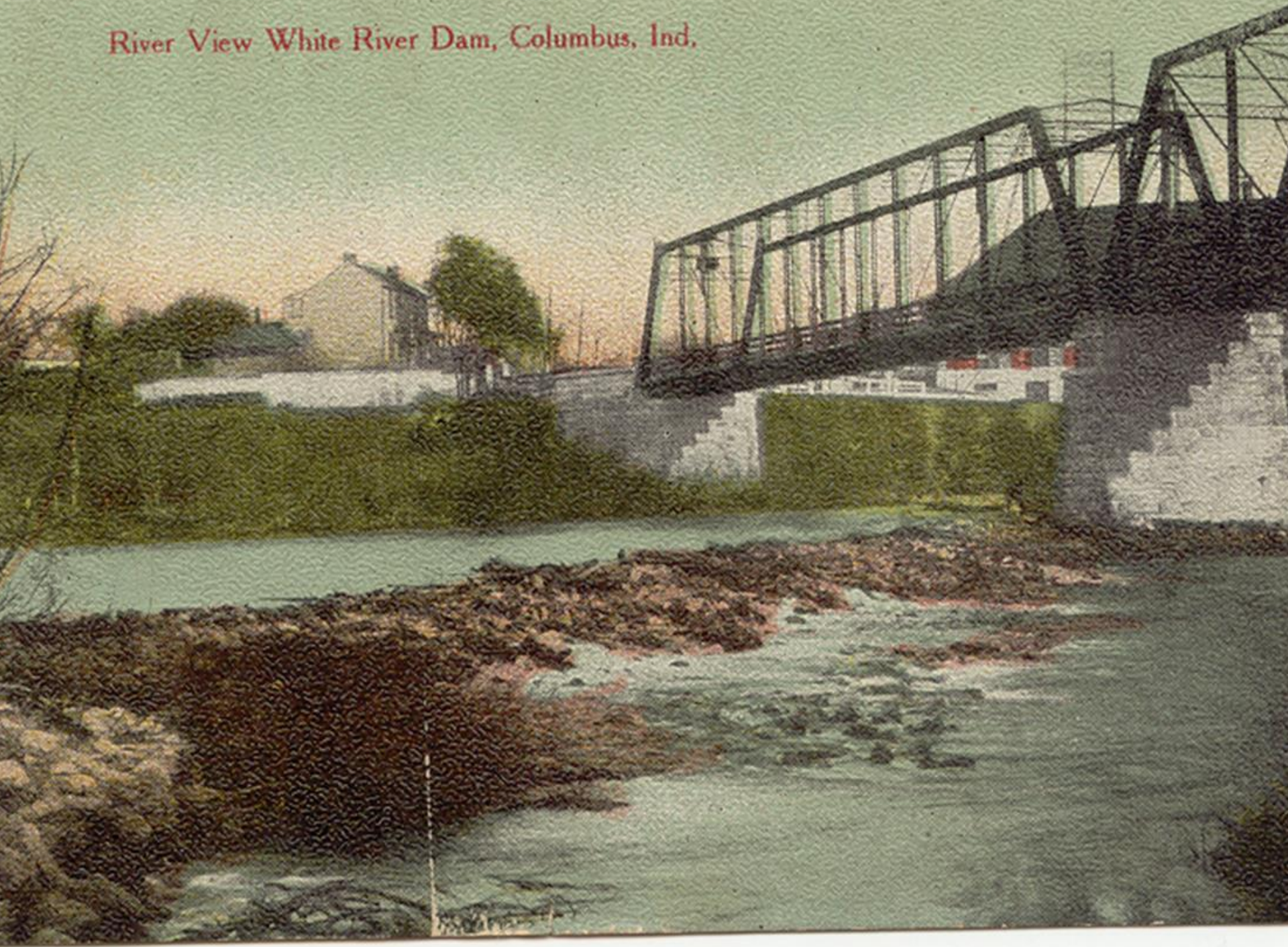
A photograph of a red cable-stayed bridge spanning a river. The bridge has a concrete deck and red-painted steel pylons and stay cables. The river is calm, reflecting the bridge and the surrounding green trees. The sky is blue with some white clouds. A red banner with white text is overlaid on the top left of the image.

# Columbus **RIVERFRONT**

**Columbus Redevelopment Commission**  
*November 30, 2017*



River View White River Dam, Columbus, Ind.



# Stay Connected

- Project webpage:

[www.columbusriverfront.org](http://www.columbusriverfront.org)

- Email:

Heather Pope: [hpope@columbus.in.gov](mailto:hpope@columbus.in.gov)

Randy Royer: [rroyer@hitchcockdesignngroup.com](mailto:rroyer@hitchcockdesignngroup.com)

# Process

## Opportunity Analysis

Resources  
Marketplace  
Stakeholders  
Outreach  
Analysis  
Memorandum

## Alternative Riverfront Concepts

Strategy  
Alternative Concepts  
Hydraulic Testing  
Market Impacts  
Preferred Concept  
Implementation  
**Outreach**

## Riverfront Concept Plan

Finalize Concept  
Priority Actions  
Riverfront Guidelines  
Outreach  
Report



# Goal

*Create and sustain an iconic riverfront experience that strengthens Columbus' distinctive brand and robust economy.*

# Objectives

- Superbly connect
- Attract residents, workers, visitors
- Complement rich cultural tradition
- Incrementally construct





**riverfront  
today**



# Opportunity





# Resources

River

Land

Structures

Infrastructure

Environmental

Culture

Funding

# Stakeholders

- Residents
- Visitors
- Business and property owners
- Community organizations
- Special interest groups
- Jurisdictional regulators



# Marketplace

- Demographics
- Leisure activities
- Tourism
- National, regional trends
- Best Practices

# Best Practices

- **Sustainable** (environment, economy, culture)
- **Multi-dimensional** (appealing to residents and visitors, flexible, high ROI)
- **Healthy** (active, comfortable, clean, safe)
- **Attractive** (engaging, stimulating, clean)
- **Distinctive** (differentiated from other riverfronts)
- **Respectful** (of resources, diverse stakeholders)
- **Barrier-free** (accessible by all)
- **Incremental** (phase-able)



**riverfront  
tomorrow**

# Strategy

- Construct a network of **3 dimensional connections**.
- Construct a package of **compelling attractions** that target young professionals and families and will act as catalysts for nearby private investment.
- Create a complementary, **captivating appearance**.
- Create and sustain momentum by carefully synchronizing big picture thinking and systematic **incremental implementation** supported by public and private sector funding starting with:
  - Publicly funded People Trail connection
  - Privately funded East Bank features
  - Publicly/privately funded in-river and West Bank improvements

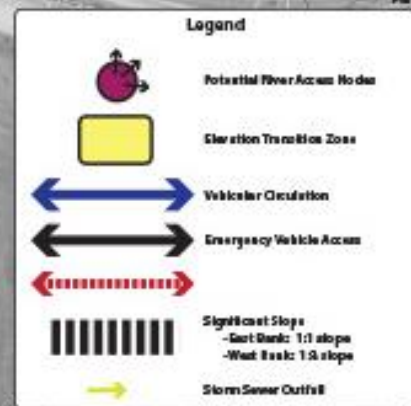


# vision

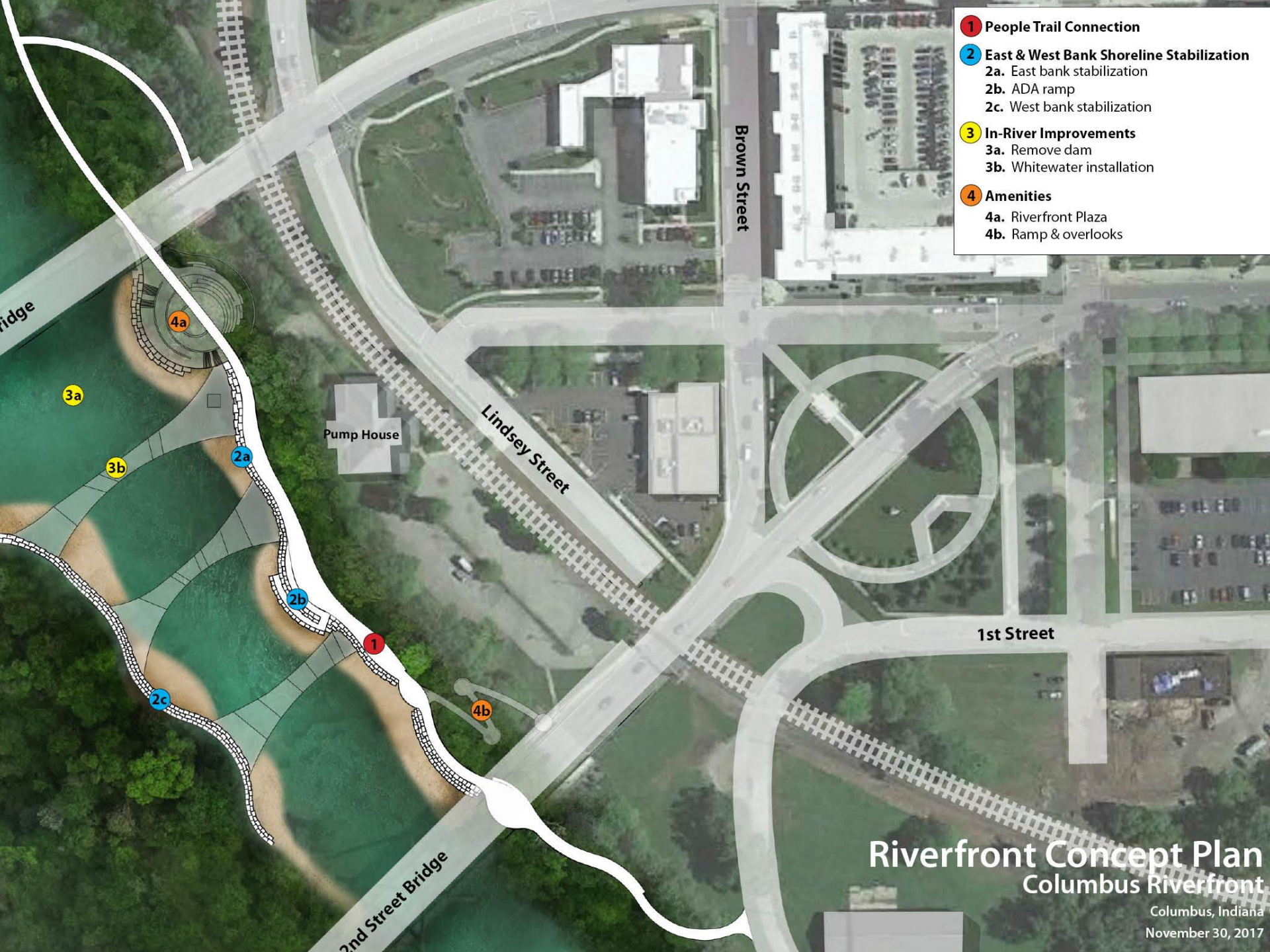




# 3 Dimensional Connections







- 1 People Trail Connection**
- 2 East & West Bank Shoreline Stabilization**
  - 2a. East bank stabilization
  - 2b. ADA ramp
  - 2c. West bank stabilization
- 3 In-River Improvements**
  - 3a. Remove dam
  - 3b. Whitewater installation
- 4 Amenities**
  - 4a. Riverfront Plaza
  - 4b. Ramp & overlooks

# Riverfront Concept Plan

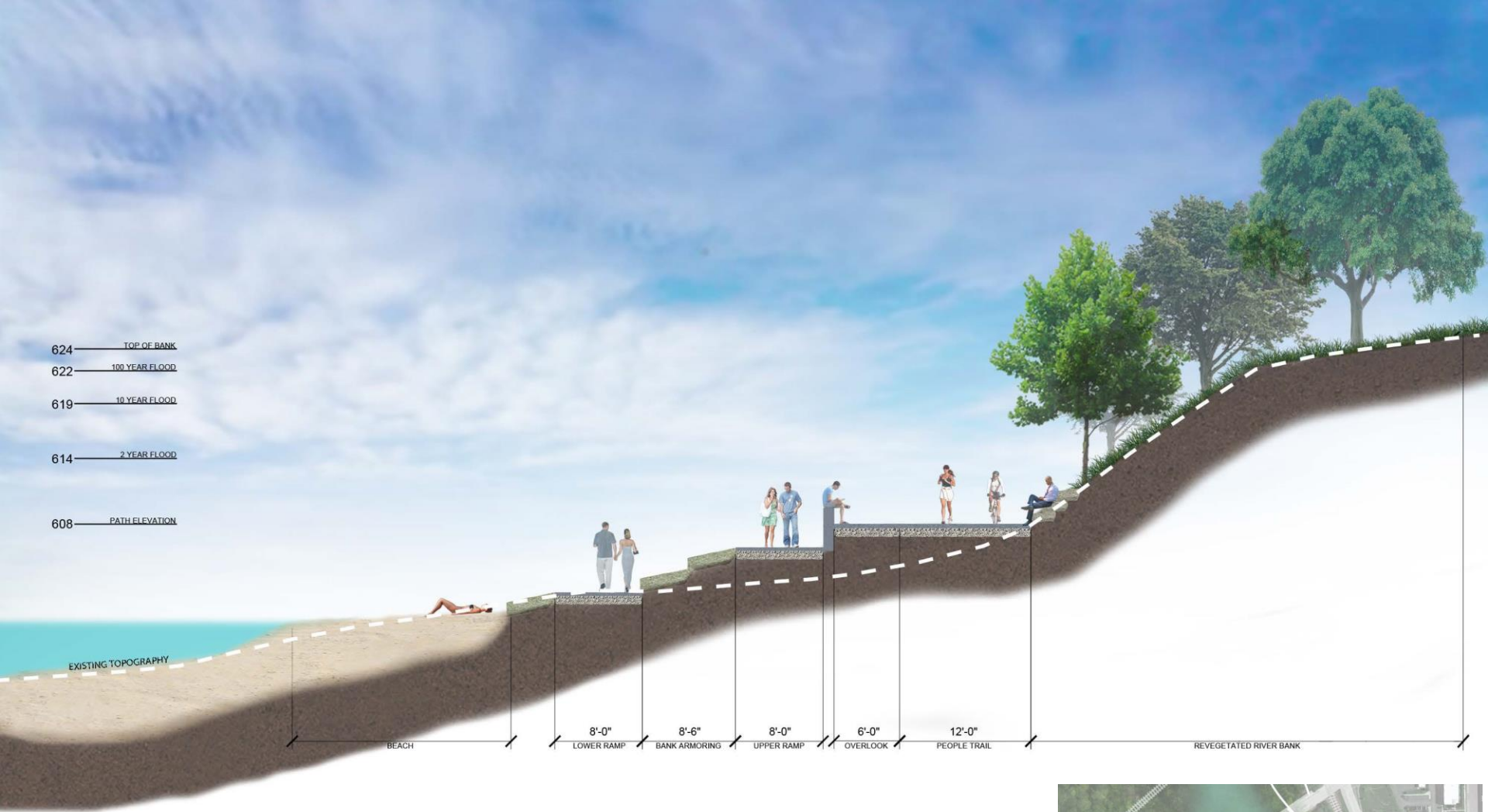
## Columbus Riverfront

Columbus, Indiana  
November 30, 2017

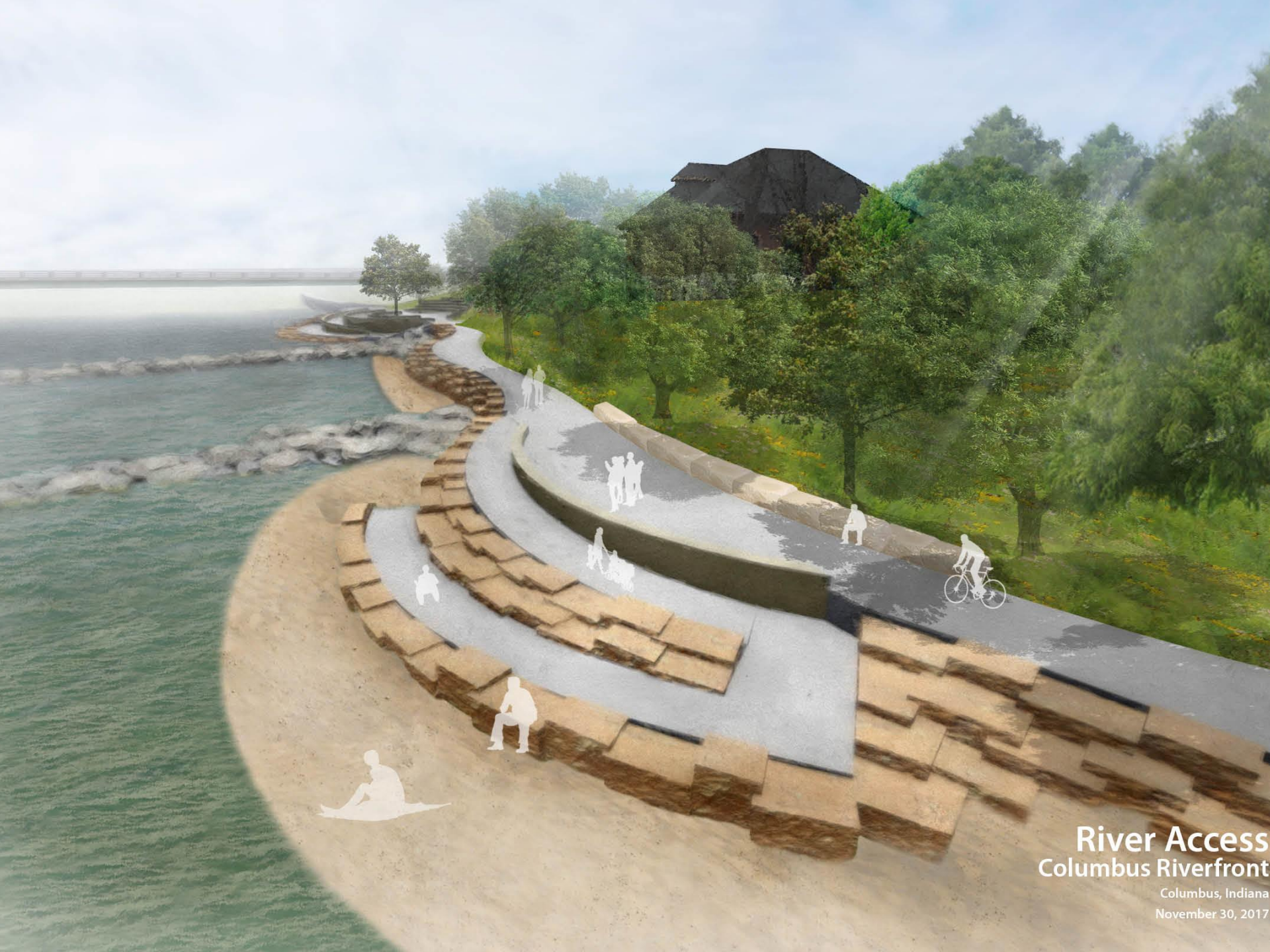












# River Access Columbus Riverfront

Columbus, Indiana

November 30, 2017





## 2nd Street Gateway Columbus Riverfront

Columbus, Indiana  
November 30, 2017









## 2nd Street Gateway Columbus Riverfront

Columbus, Indiana  
November 30, 2017



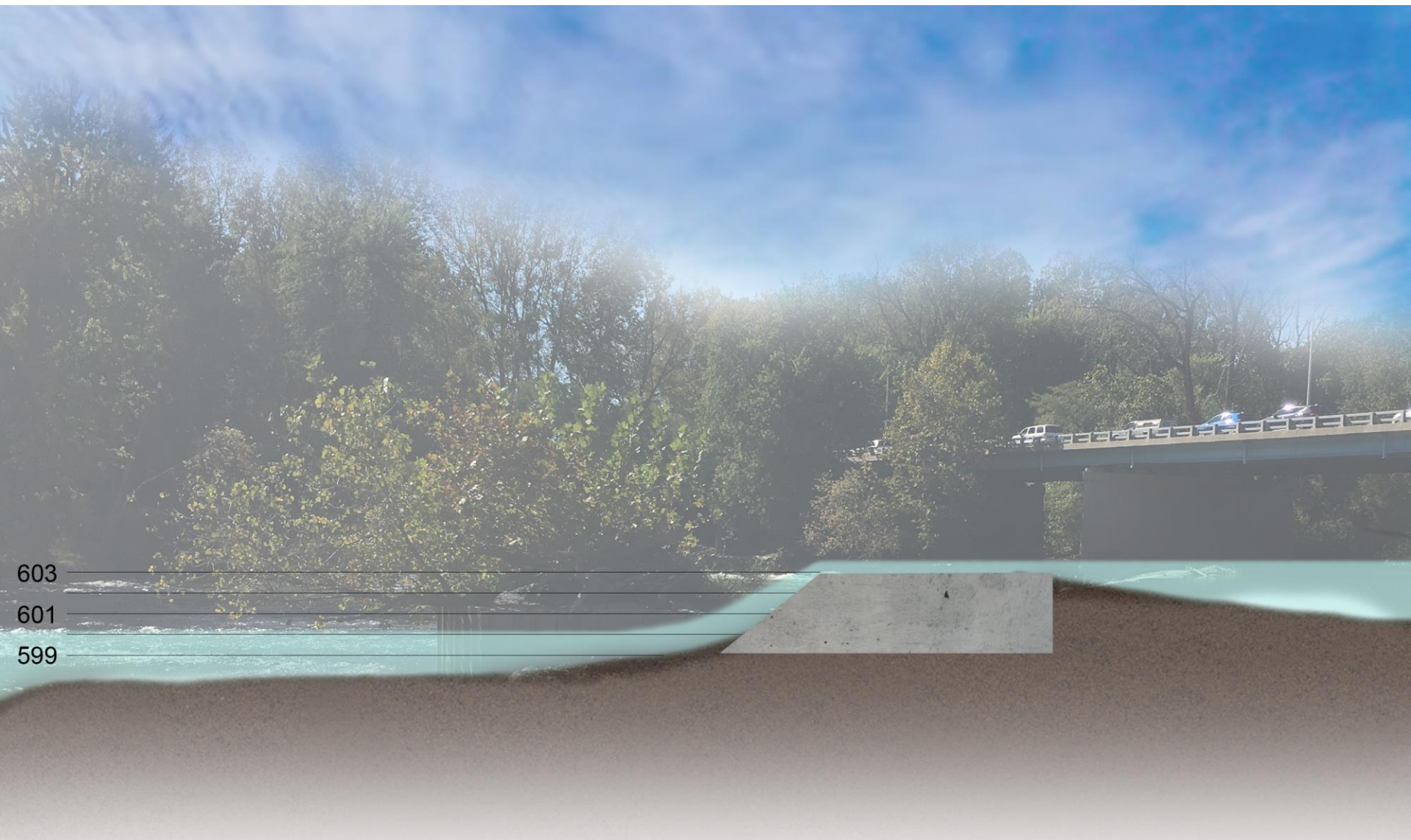
# Compelling Attractions









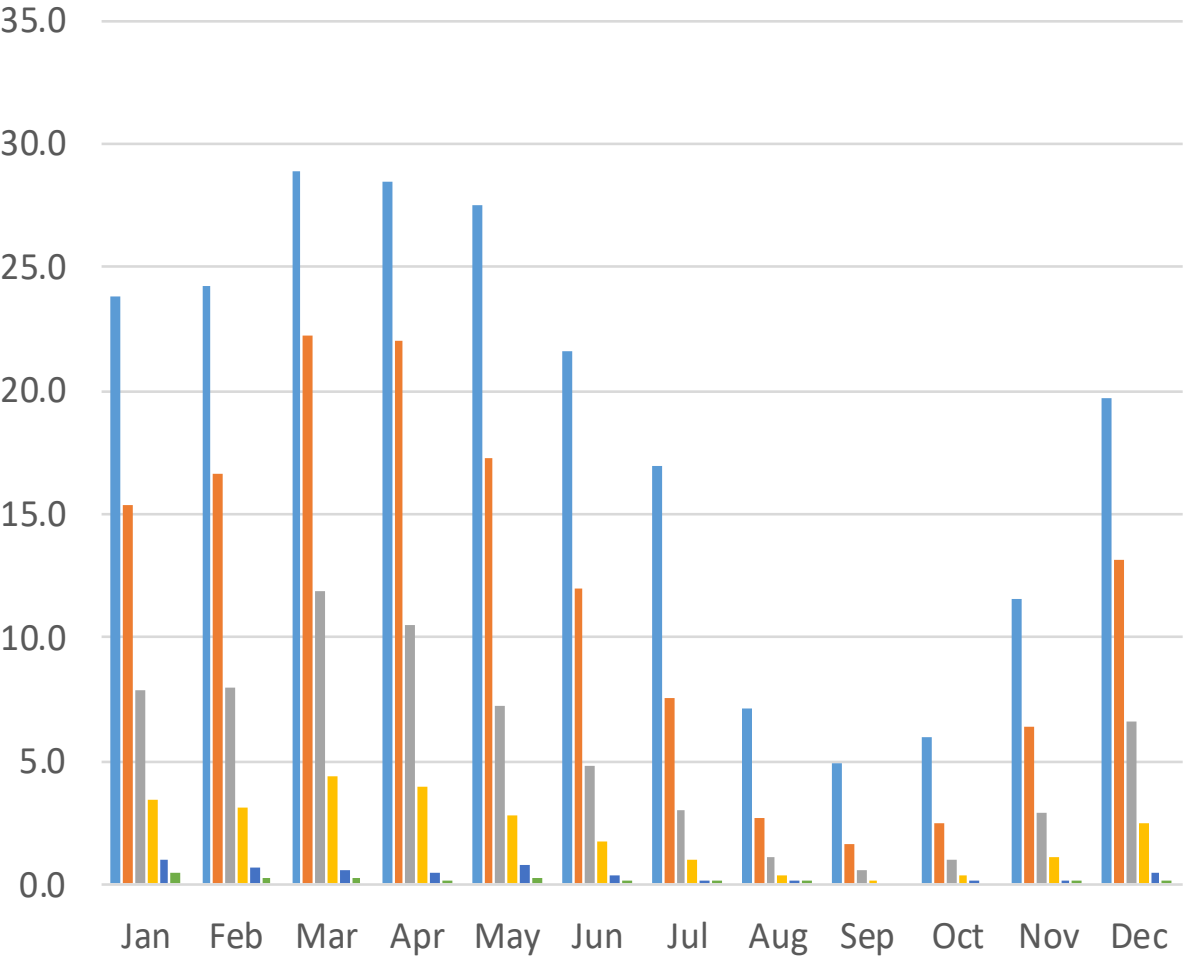


603

601

599

Average of # of... Average of # of... Average of # of... Average of # of... Average of # of... Average of # of...



Values

- Average of # of Days Above 700 cfs
- Average of # of Days Above 1400 cfs
- Average of # of Days Above 2800 cfs
- Average of # of Days Above 5600 cfs
- Average of # of Days Above 14000 cfs
- Average of # of Days Above 20200 cfs

Start Date ▼



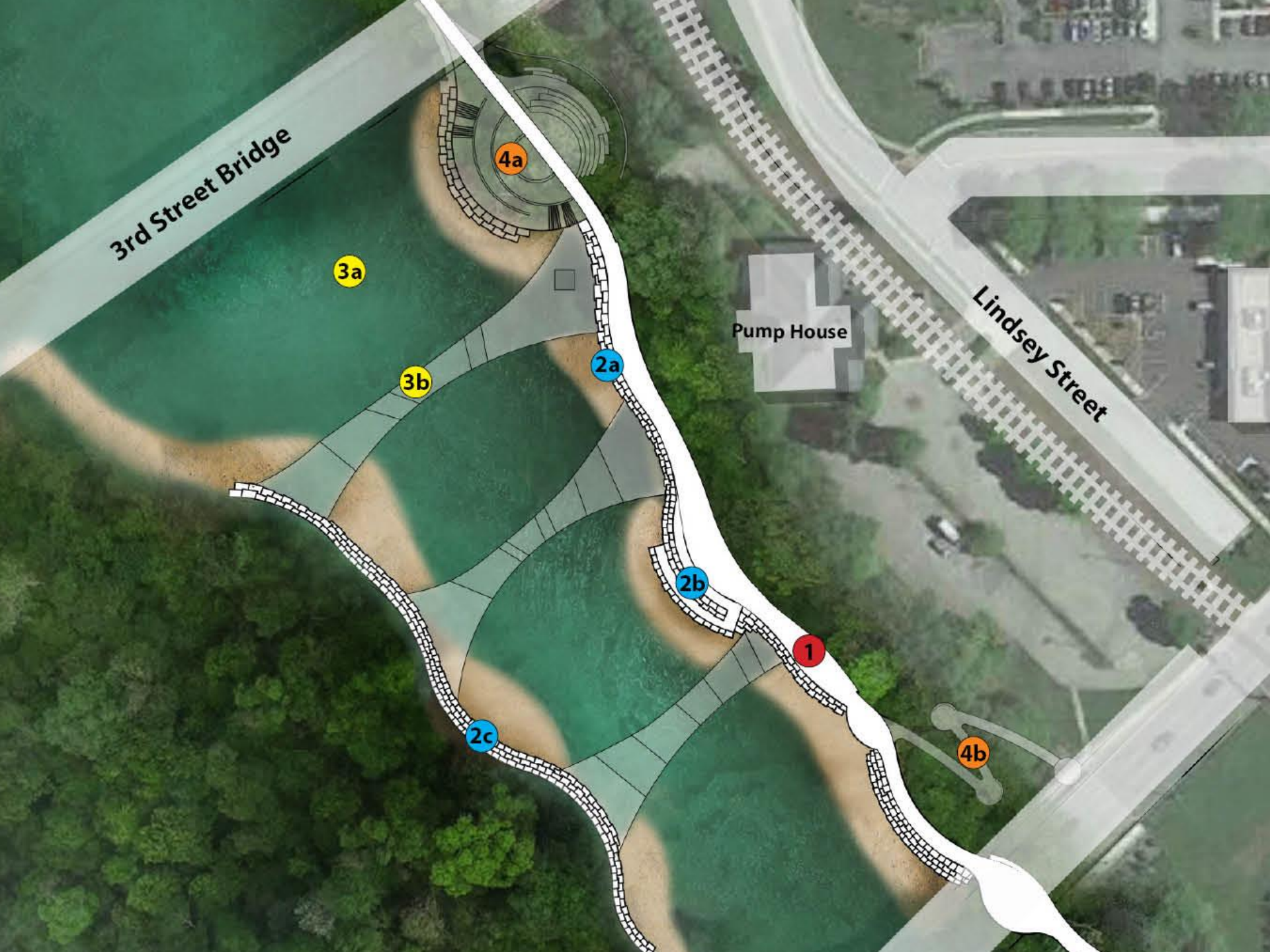


UPLAND PARK AREA

EXISTING

EAST FORK OF THE  
WHITE RIVER





3rd Street Bridge

Pump House

Lindsey Street

3a

3b

2c

2a

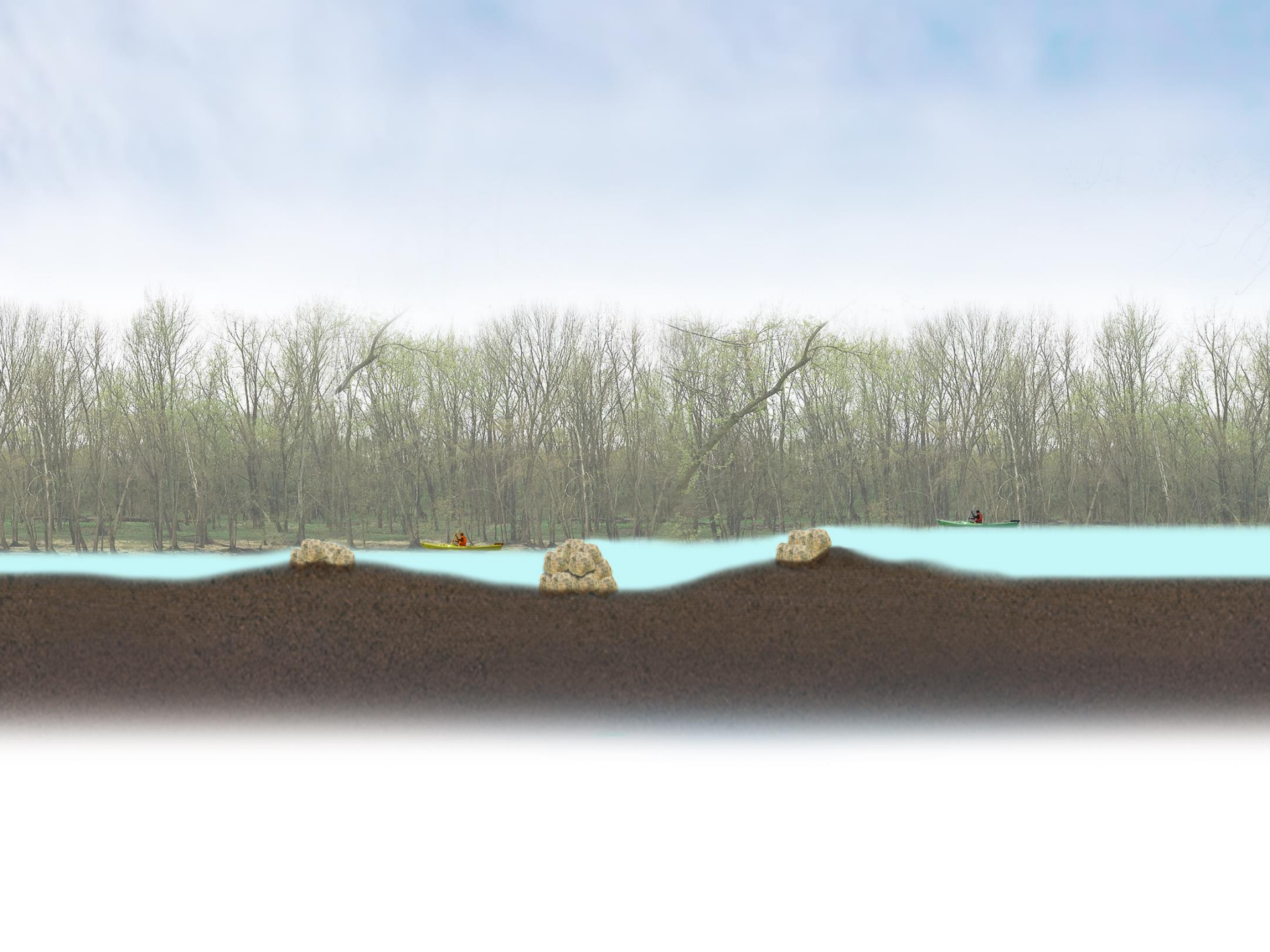
2b

1

4a

4b













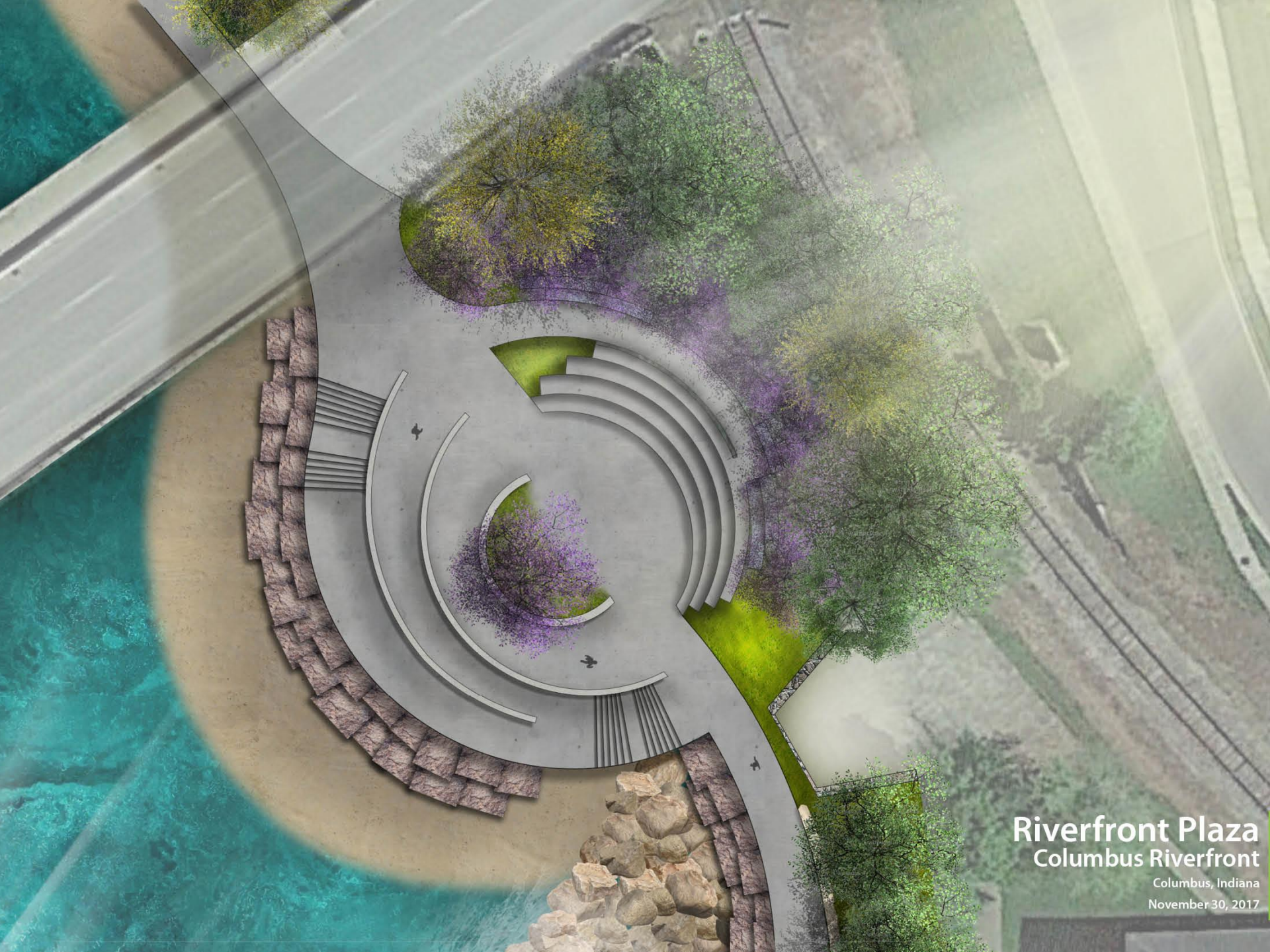












# Riverfront Plaza

## Columbus Riverfront

Columbus, Indiana

November 30, 2017









# Riverfront Plaza Columbus Riverfront

Columbus, Indiana  
November 30, 2017









# Captivating Appearance

## *"Sinuosity"*

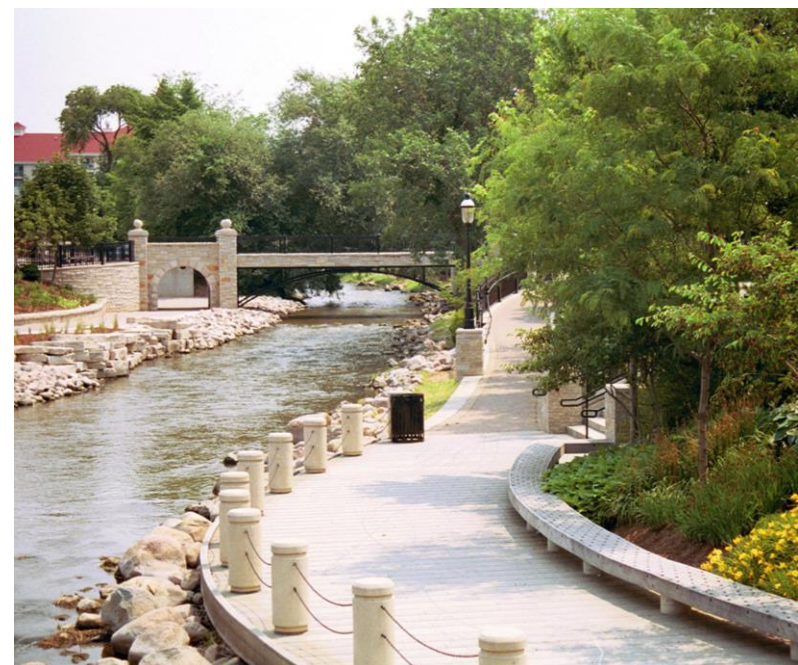




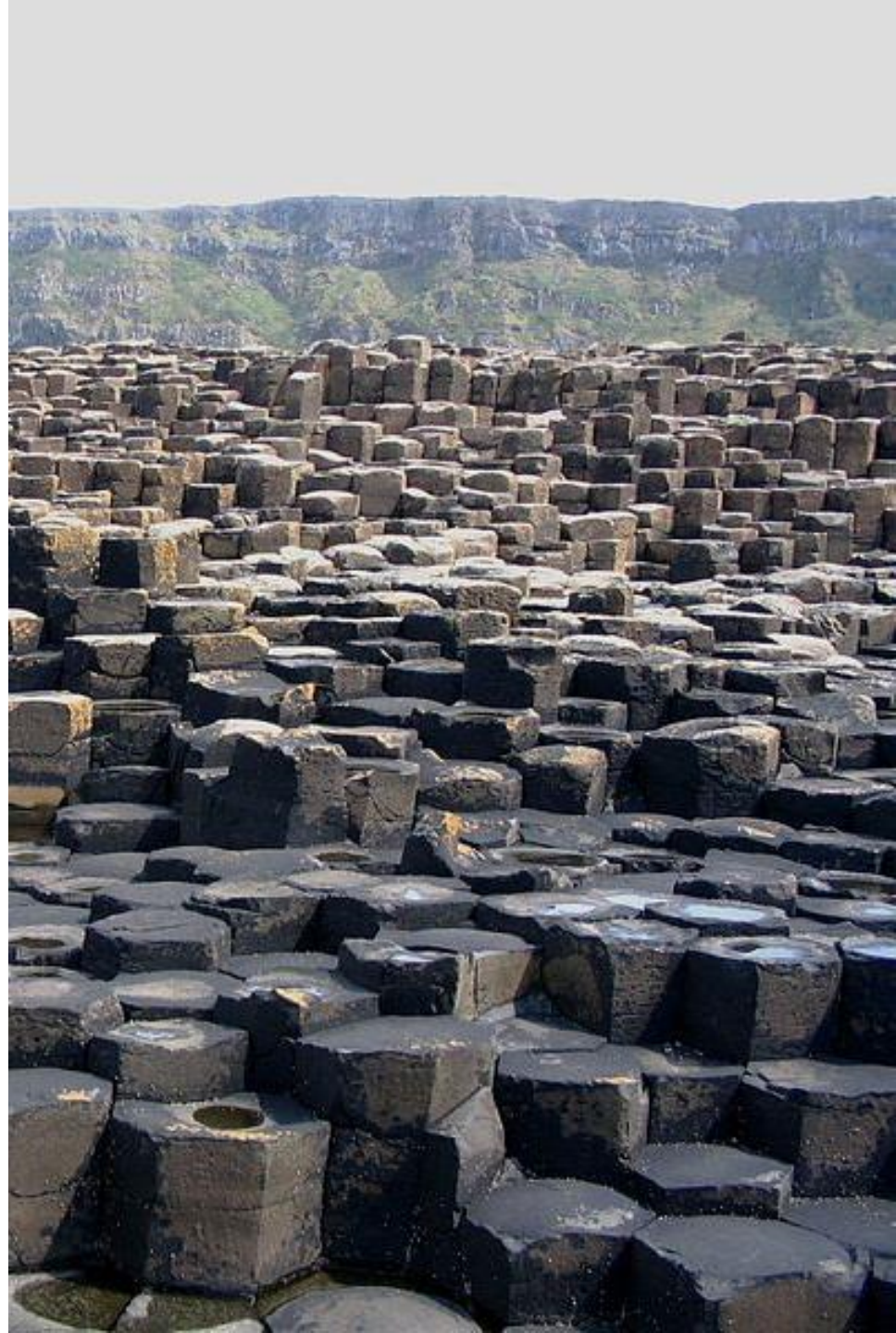


























# Economic Impacts

Downtown development pattern, diversity

New development incentive

Construction

Operations

Tourism



# Economic Impacts

Could trigger retail, F&B, residential and hotel construction

Example:

- 150 Residential units
- 20,000 square feet of commercial space
- Similar to The Cole
- Two separate new hotel properties, a Midscale Type Hotel with F&B and a Extended Stay Type Hotel
- Total of 180 rooms – partial replacement for the 199 rooms lost at the Clarion



# Economic Impacts

## Potential Additional Annual Tax Revenue *(at current tax rate levels)*

|                   |           |
|-------------------|-----------|
| ▪ Sales Tax       | \$780,000 |
| ▪ Innkeeper's Tax | \$250,000 |
| ▪ Property Tax    | \$490,000 |



# Economic Impacts

- “Impact Analysis” *estimates* economic activity related to a capital improvement project or operational expenditure:  
(Such as expenditures on programs, or increased sales from a new initiative)
- Investment creates additional demand which triggers economic activity/responses from the local economy through the linkages in an input-output matrix.  
(Ripple effect)



# Economic Impacts

- **During construction estimate:**
  - Support 89 Jobs
  - Create \$4.1 Million in Income
  - Create \$280,000 in State and Local Tax Revenue
- **Post construction estimate:**
  - Support 29 Jobs
  - Create \$769,000 in Annual Recurring Income
  - Create \$103,000 in Annual Recurring State and Local Tax Revenue



# Economic Impacts

- Every construction dollar returns roughly \$1.8 in economic impact
- Every operational dollar returns roughly \$4.6 annually in  
(Assumes that all spending is local)



# Impacts

## Tourism:

- Diversified with outdoor activity experiences compatible with both the architectural and sports tournament markets
- Potentially supported with proximate new hotel development focused more on the Columbus experience and less on the pass-through market.



# implementation

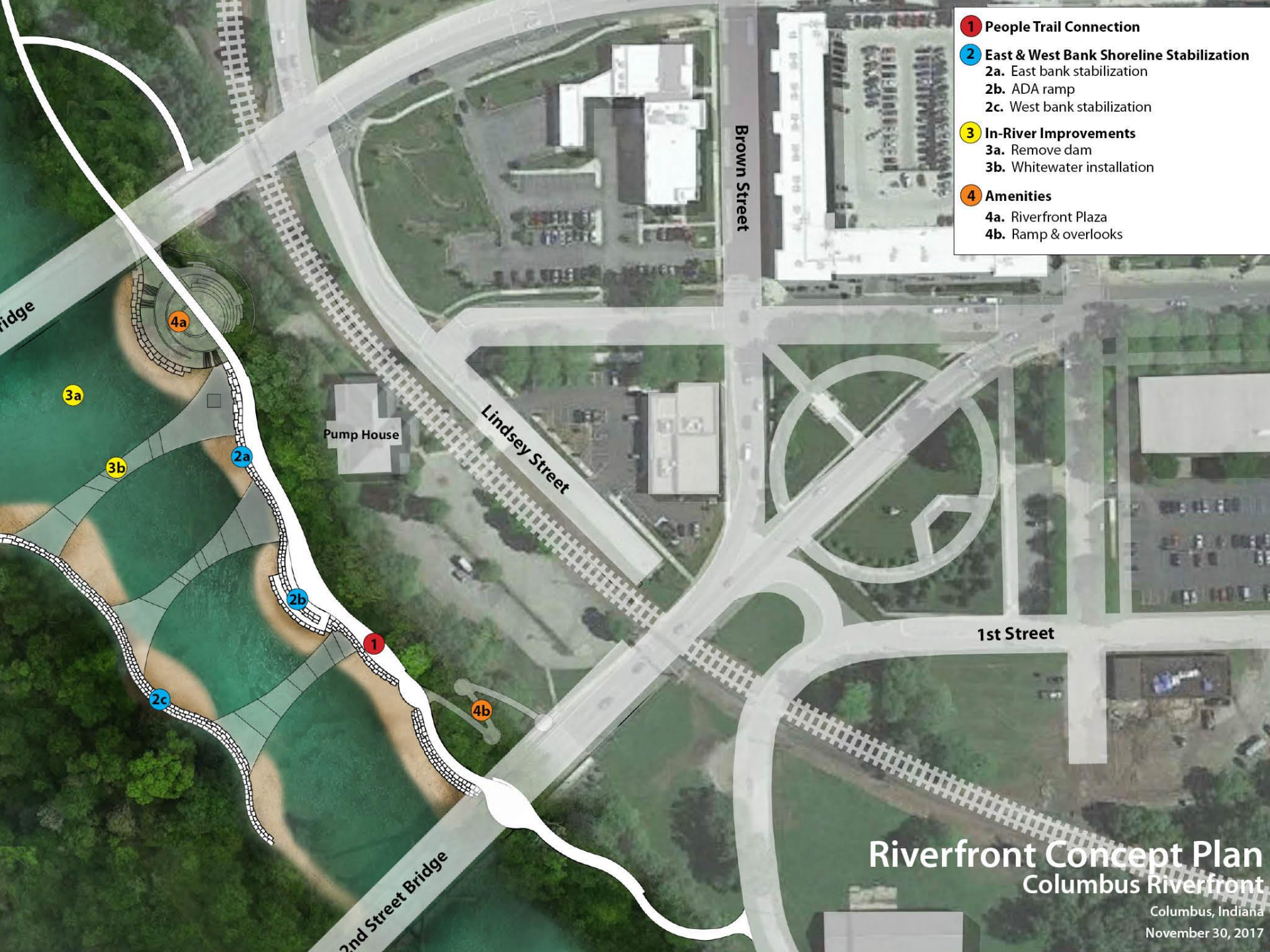


# Implementation

Public policy

Operations

Capital Improvements



- 1 People Trail Connection**
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- 3 In-River Improvements**
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# Riverfront Concept Plan

## Columbus Riverfront

Columbus, Indiana  
November 30, 2017



# Implementation

## Construction Cost Opinion

|                         |                    |
|-------------------------|--------------------|
| People Trail            | \$1,946,000        |
| E&W Bank Stabilization  | \$3,474,000        |
| Dam Removal, Whitewater | \$2,369,000        |
| <hr/>                   |                    |
| <b>Sub-total</b>        | <b>\$5,843,000</b> |
| <br>                    |                    |
| Amenities               | \$815,000          |
| <hr/>                   |                    |
| <b>Total</b>            | <b>\$8,604,000</b> |

# Implementation

## Potential Construction Funding Sources

City

State and Federal Grants

Philanthropy



# Implementation

## Construction Process

Design, engineering

6-9 months

Permitting

6-12 months

Construction

9-12 months

2nd St. Bridge, City Water Works Looking East over White River,  
Columbus, Ind.



discussion



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Randy Royer: [rroyer@hitchcockdesigngroup.com](mailto:rroyer@hitchcockdesigngroup.com)

# Schedule

Columbus Redevelopment Commission

January 16, 2018



# Columbus **RIVERFRONT**



thank you!



# Playground



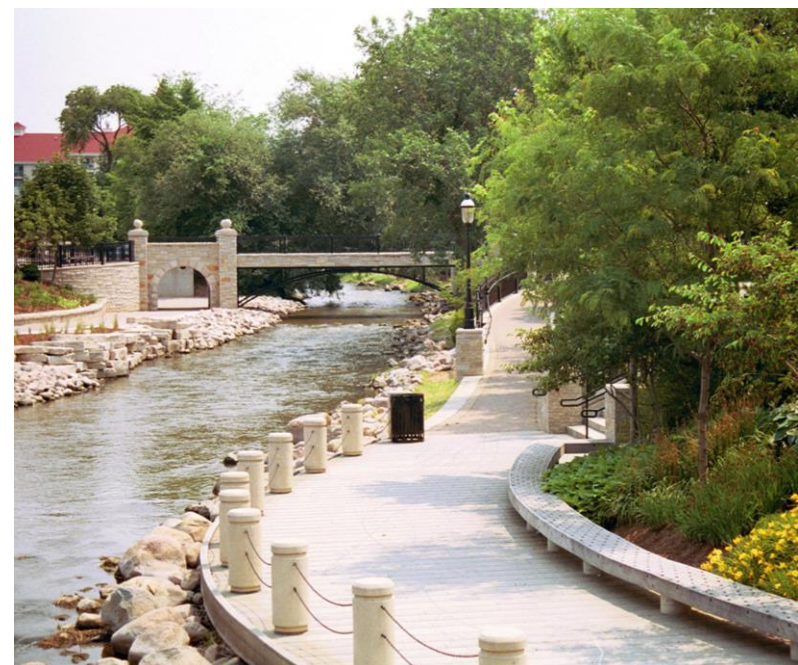












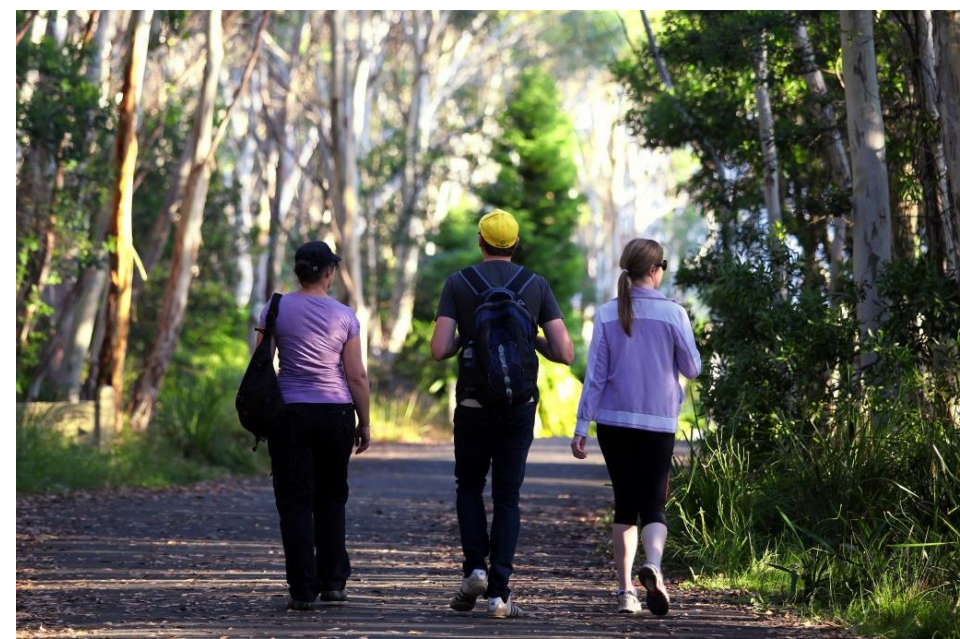


# Fishing



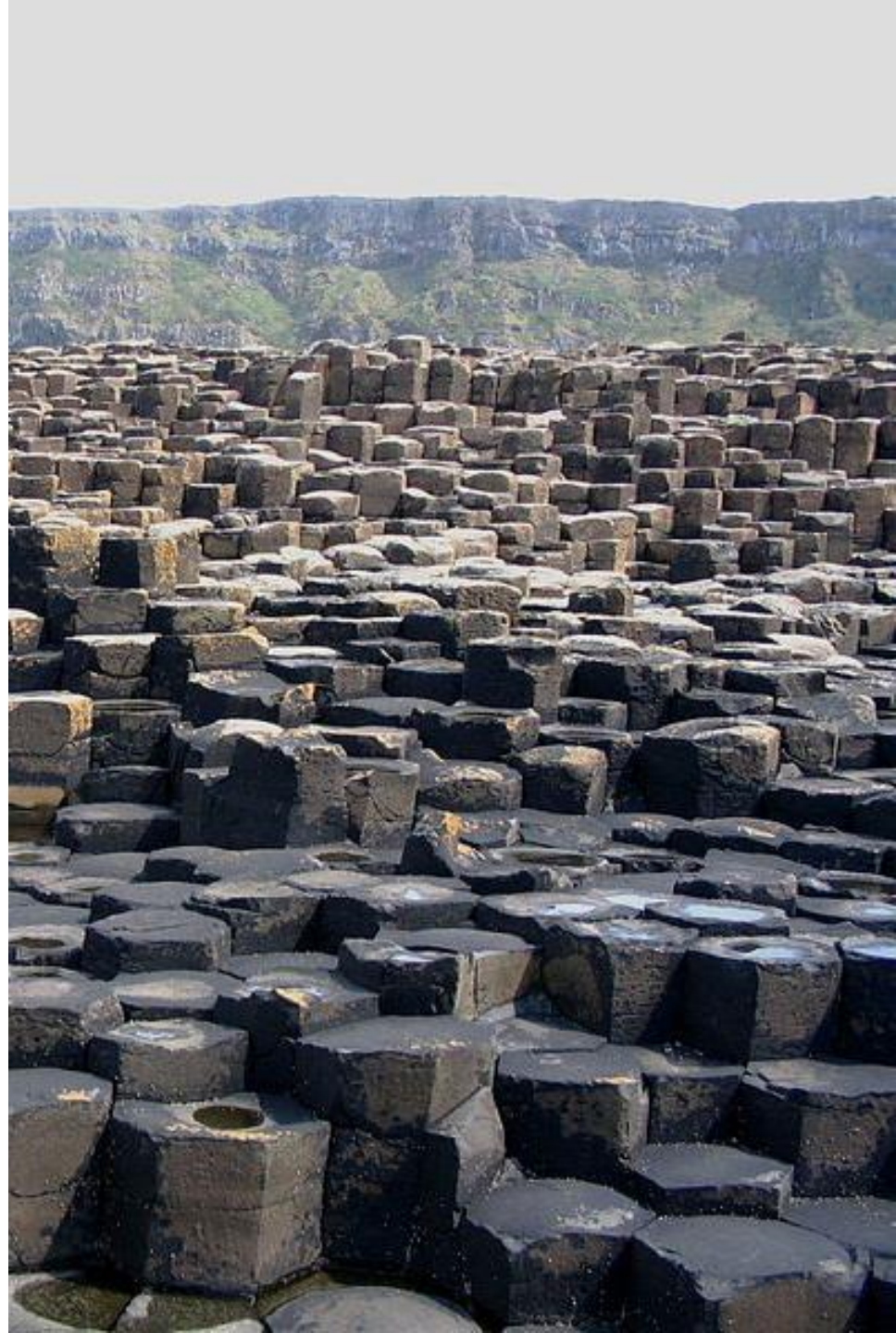


# People Trails





# River Edge Access





# Swings





# Impacts

- Diversifying downtowns with programmed outdoor passive and active recreational area adds a leisure 'air' to the destination whether it's:
  - The freeway top parks in Seattle or Dallas,
  - Boston's Common/Public Garden,
  - The city parks of Savannah, or
  - Any of more than forty US developed waterfront areas.
- Communities like Savannah and other cities demonstrate that multiple outdoor leisure areas can bring property value enhancement and draw visitation to more than one location in a city plan.