

# UPTOWN WESTERVILLE MASTER PLAN

Public Meeting #1 – January 9, 2013

*plan*  
**UPTOWN**  
WESTERVILLE



**MKSK**

Photo by: Mike Doel

# AGENDA

1. Introduction
2. Process and Schedule
3. Public Input
4. Shifting Societal Trends
5. Stakeholder Summary
6. Opportunities
7. Next Steps





# INTRODUCTION

# plan UPTOWN WESTERVILLE



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# PLANNING TEAM

## CITY OF WESTERVILLE

Julie Colley,  
Assistant City Manager

Karl Craven,  
Planning & Development Director

Bassem Bitar,  
Senior Planner

Jeff Buehler,  
Planner

Lisa LaMantia,  
Planner

Chelsea Nichols,  
Planning & Zoning Secretary

Molly Gaudioso,  
Planning Intern

Randy Auler,  
Director of Parks & Recreation

## MKSK (Planning, Urban Design, Landscape Architecture)

Keith Myers, Principal

Chris Hermann, Director of Planning

Aron Fraizer, Associate

Denis de Verteuil, Planner

## BENJAMIN D. RICKEY & CO. (Historic Preservation)

Nancy Recchie, Principal

Jeff Darbee, Principal

## TRANSASSOCIATES (Traffic Engineering)

Mark Mann, Project Engineer

## LINCOLN STREET STUDIO (Architecture)

Ruth Gless, Architect

Joe Moss, Architect

## MINDMIXER (Web-based Public Involvement)

# STEERING COMMITTEE

## STEERING COMMITTEE MEMBERS

- Craig Treneff, City Council
- Paul Johnson, Planning Commission
- Diana Welling, Uptown Review Board
- Rebecca Vazquez-Skillings, Otterbein University
- Debbie Bennati, Uptown Merchants Association
- Jeff Hartnell, Visitors & Conventions Bureau
- Rick Rano, Realtor/Broker
- Tamara Krause, Uptown Property Owner
- Gerhard Hillman, Uptown Resident
- Mary Lou Prouty, Uptown Resident
- Doug Winbigler, Uptown Merchant/Property Owner





# PROCESS

# plan UPTOWN WESTERVILLE



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# PROCESS

Task I: Project Understanding  
(Sept. – Nov. 2012)

Task II: Conceptual Strategies and Approaches  
(Nov. 2012 – Jan. 2013)

Task III: Preferred Strategies and Policies  
(Feb. – March 2013)

Task IV: Draft Uptown Comprehensive Plan  
(March – May 2013)

Task V: Final Plan and Adoption  
(May – July 2013)







# MINDMIXER

1. On-Line Presence
2. Interactive Site

www.PlanUptown.com

The screenshot shows the PlanUptown website for Westerville, Ohio. The header features the 'plan UPTOWN WESTERVILLE' logo and a 'MOST ACTIVE IDEAS' list including 'More Vendors at the Farmers Market', 'date night', 'Movie Theater', 'More Patios', 'Tearing down existing buildings', and 'Organic Restaurants'. A welcome message encourages users to sign up and contribute ideas. The main content area is titled 'FEATURED TOPIC Improving Uptown' and asks 'What could be improved in Uptown?'. Below this is a list of categories: Civic / Open Spaces, Parking, Streets / Connections / Pathways, Bike Accommodations, Relationship to Otterbein, and Other (comment below). A 'Vote' button is visible. Another featured topic is 'Uptown Favorites' with the question 'What site, place or building in Uptown is your favorite?'. This section includes a photo of the 'STATE FURNISH ORIGINALS FURNITURE CO.' building and a 'Vote' button. On the left sidebar, there is a 'Reviewed Ideas' button, 'PROJECT DETAILS' (About the Project, How It Works, Rewards Store, Uptown Existing Conditions), a language selection dropdown, 'CONTRIBUTORS' icons, and a 'Weekly Active Users' table.

Weekly Active Users	
1 Shilah G	124
2 Bethany L1	76

# SHIFTING SOCIETAL TRENDS

# *plan* **UPTOWN** WESTERVILLE



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# SHIFTING SOCIETAL TRENDS

A COMMUNITY'S APPEAL DRIVES ECONOMIC PROSPERITY

DESIRE FOR AUTHENTIC, WALKABLE TOWN CENTERS





# SHIFTING SOCIETAL TRENDS

DESIRE FOR TRANSPORTATION OPTIONS

RETAIL IS DYNAMIC & EVOLVING

DESIRE FOR MORE DIVERSE HOUSING OPTIONS





# STAKEHOLDER SUMMARY

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# STAKEHOLDER INTERVIEWS

## ORGANIZATIONS

- Otterbein University: Rebecca Vazquez-Skillings
- Westerville Public Library: Don Barlow, Director
- Westerville City Schools: Jeff LeRose, Executive Director of Business Operations
- Uptown Merchants Association: Debbie Bennati, President
- Westerville Area Chamber of Commerce: Janet Tressler-Davis, President/CEO
- The Arts Council Of Westerville: Jane Denick
- Westerville Historical Society: Bill Merriman, President
- Church of the Messiah: Jim Wilson, Senior Pastor

## UPTOWN RESIDENTS

- Mary Lou Prouty
- Billy Saltz/Jim Saltz
- Rita Fickeisen/Lee Heizer
- Gerhard Hillmann
- Sandy Ortega
- Ted Chaney

## UPTOWN BUSINESS OWNERS

- Amish Originals: Doug Winbigler
- Jimmy V's: Jim Velio & Mario Nedelkoski
- Dairy Queen: Sonny D'Andrea
- HER: Kurt McCurdy
- Marketing Galore: Elaine Reid
- Uptown Westerville Farmers' Market: Linda Foor, Manager
- Encircle: Amy Heath
- Gallery 202: Renee Kropat
- Salon 59: Gerry Domanik
- Generations Dance Studio: Angie & J Haver

## UPTOWN PROPERTY OWNERS

- Charles Moon
- Hale Whipkey
- Link Llewellyn
- Scott Hrabcak
- Gary Gitlitz
- Denny & Gene Brunton



# STAKEHOLDER SUMMARY

## GENERAL COMMENTS

- Satisfaction at progress Uptown has made
- Uptown is cozy, warm, charming, and quaint
- Historic atmosphere
- Sense of community
- Uptown's biggest asset is foot traffic
- Give people a reason to come to Uptown
- Need to concentrate on creating/maintaining attractors
- Uptown is turning into an entertainment district
- There is not a strong link (retail, physical, etc.) between Otterbein & Uptown



# STAKEHOLDER SUMMARY

## ISSUES

- Parking
- Civic Gathering Space
- Housing Stock
- Uptown Retail
- Festivals & Events
- Uptown Review Board



# STAKEHOLDER SUMMARY

## WANTS & DESIRES

- More Public Space / More Gathering Spaces
- Save the State Theatre
- Parking Garage
- Otterbein Bookstore
- More / better connections to Otterbein
- Need a permanent Market and/or Co-Op
- Free Wi-Fi
- Boutique Hotel / Inn
- Conference space
- Pedestrian path between buildings
- More apartments above retail





# OPPORTUNITIES

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# CIVIC GATHERING SPACE

- Does the existing civic space serve current daily and special event needs?





# CIVIC SPACE

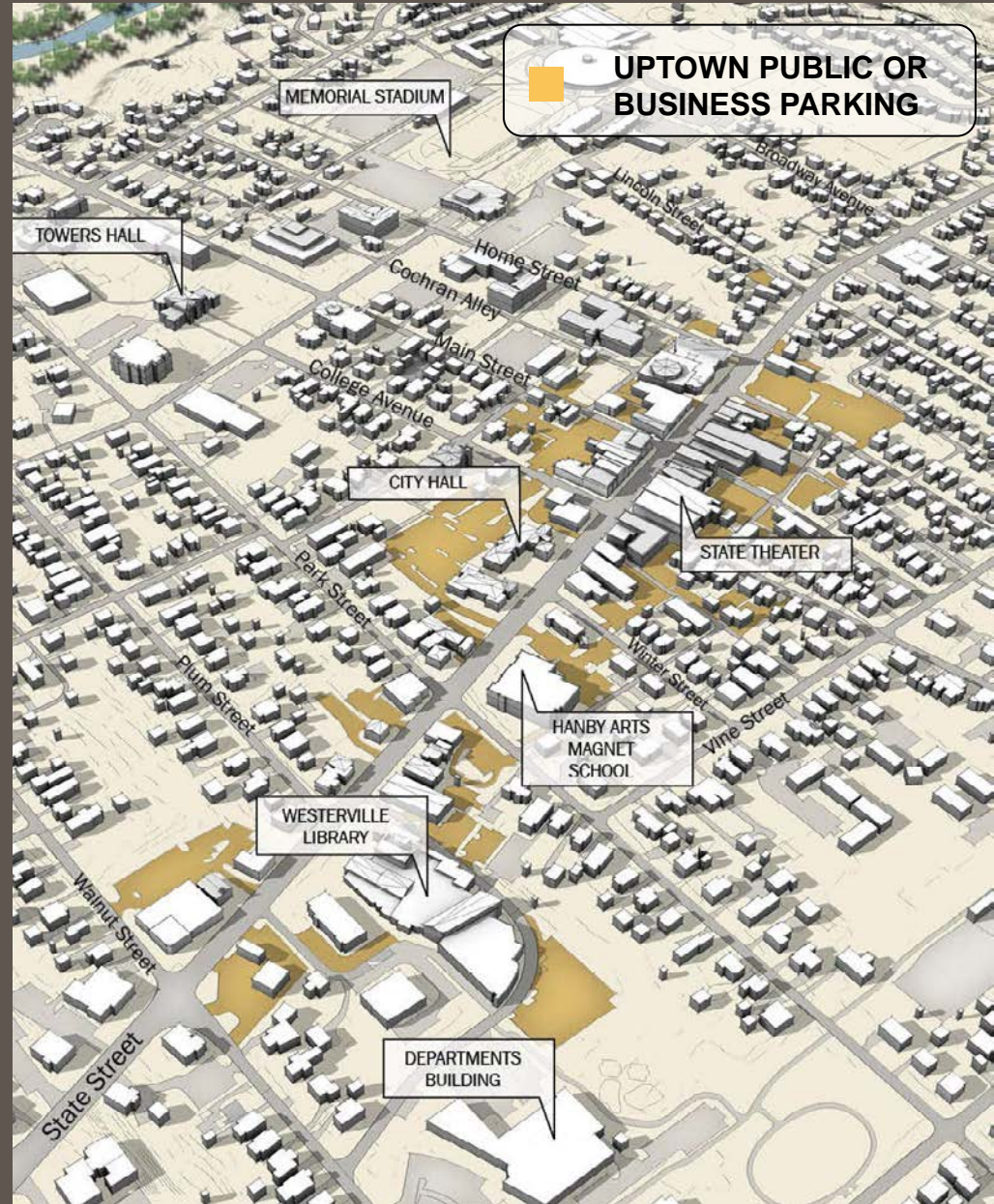
- Gathering Space?
- Festival location?
- Farmers Market location?
- Performance Space





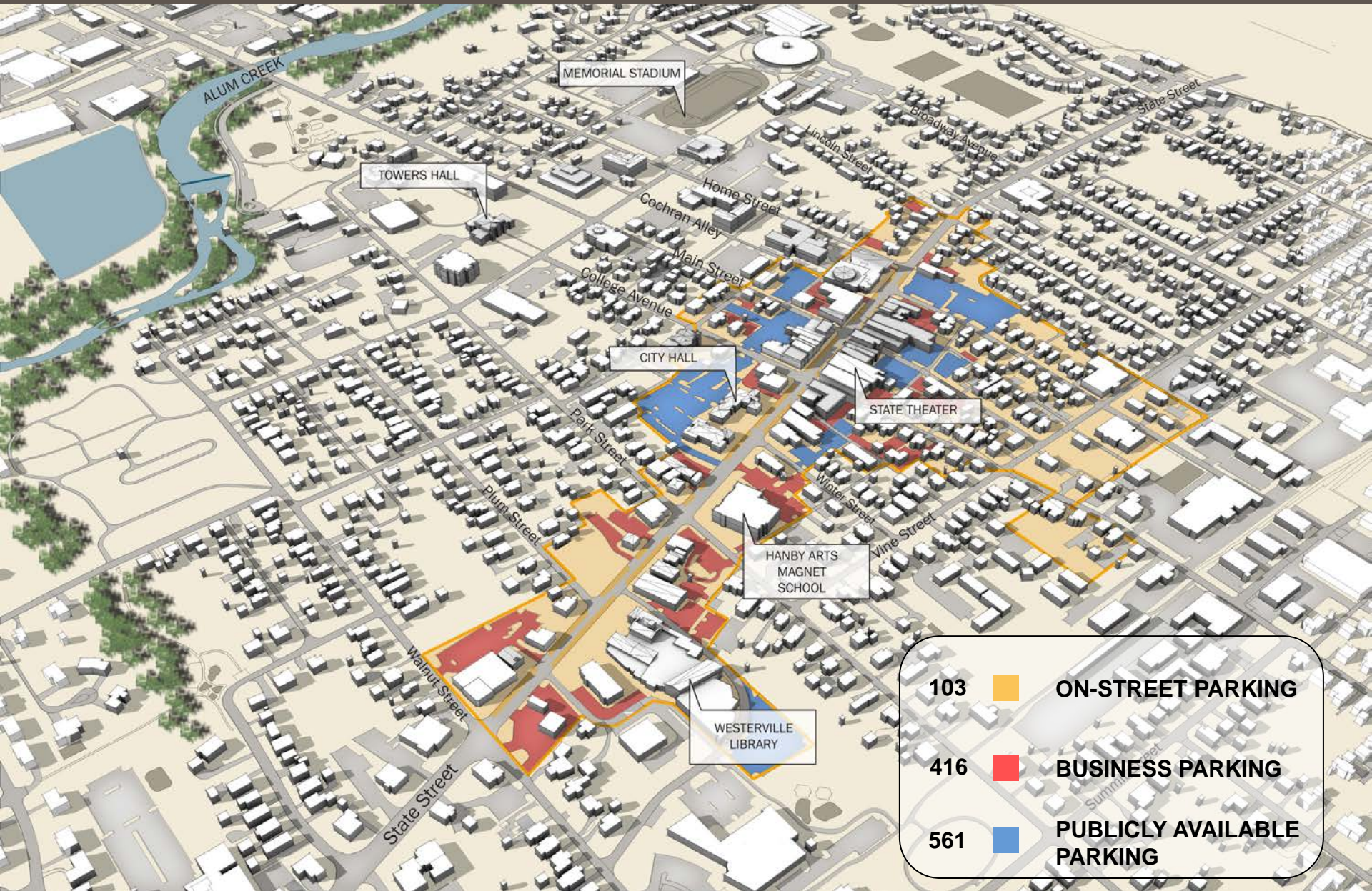
# PARKING

- How do we improve the perception & function of parking in Uptown?





# PARKING QUANTITY





# MID-BLOCK ALLEYS

- How do we take advantage of Uptown's mid-block alleys?



**Brick Walk Shops**



# MID-BLOCK ALLEYS

Opportunities:

- Tivoli lighting?
- Seating?
- Public art & murals?
- Landscape?
- Fine materials & details for pedestrian?



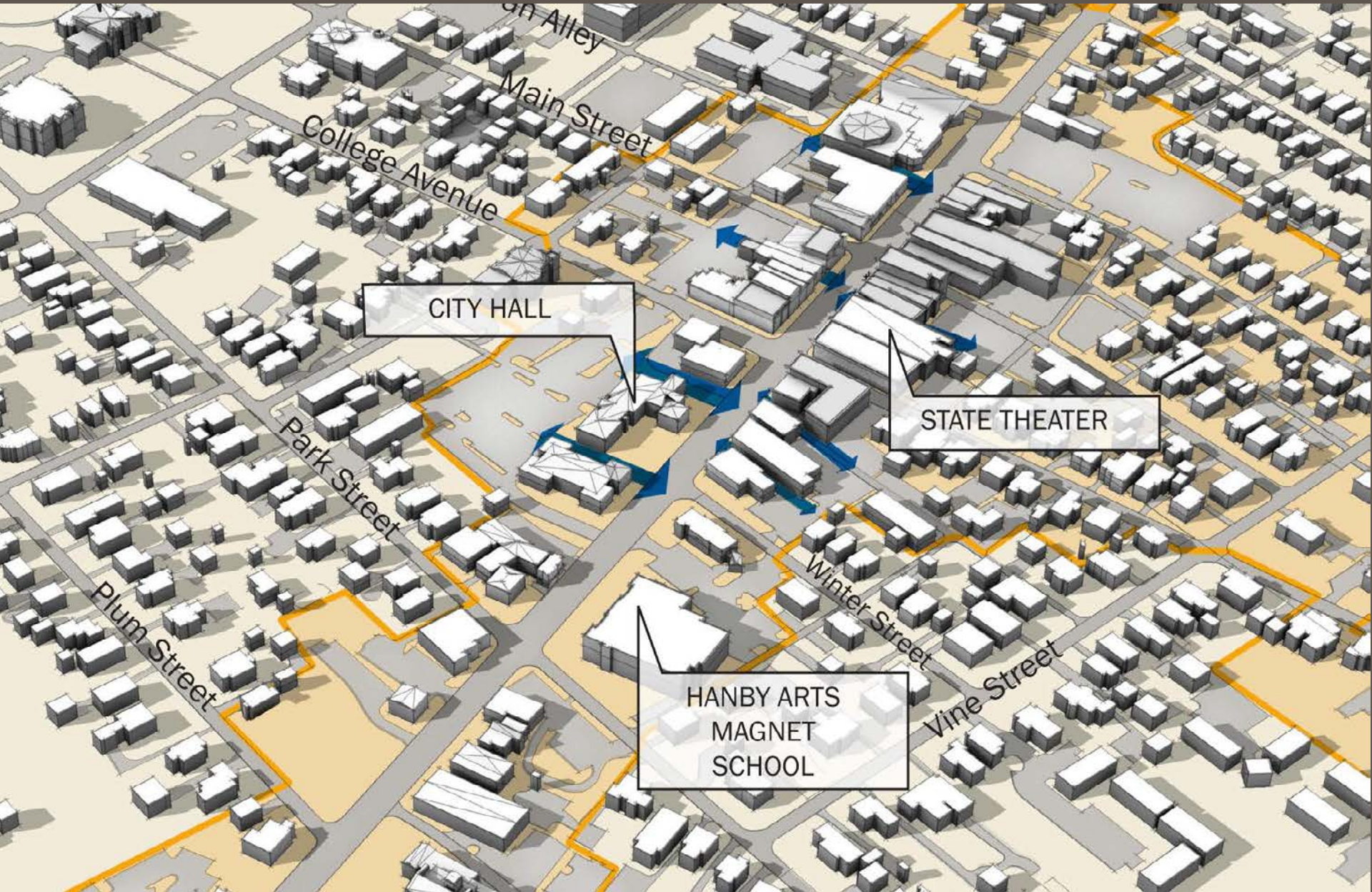


# MID-BLOCK ALLEYS





# MID-BLOCK ALLEYS



CITY HALL

STATE THEATER

HANBY ARTS  
MAGNET  
SCHOOL



# STATE STREET

- Are there any improvements to be made along State Street?





# STATE STREET

- Shorter pedestrian crossings at intersections (more pedestrian friendly)?
- Additional landscape planting space?
- Maximize pedestrian space?
- Swap parking for sidewalk at pinch points (like Old Post Office)?



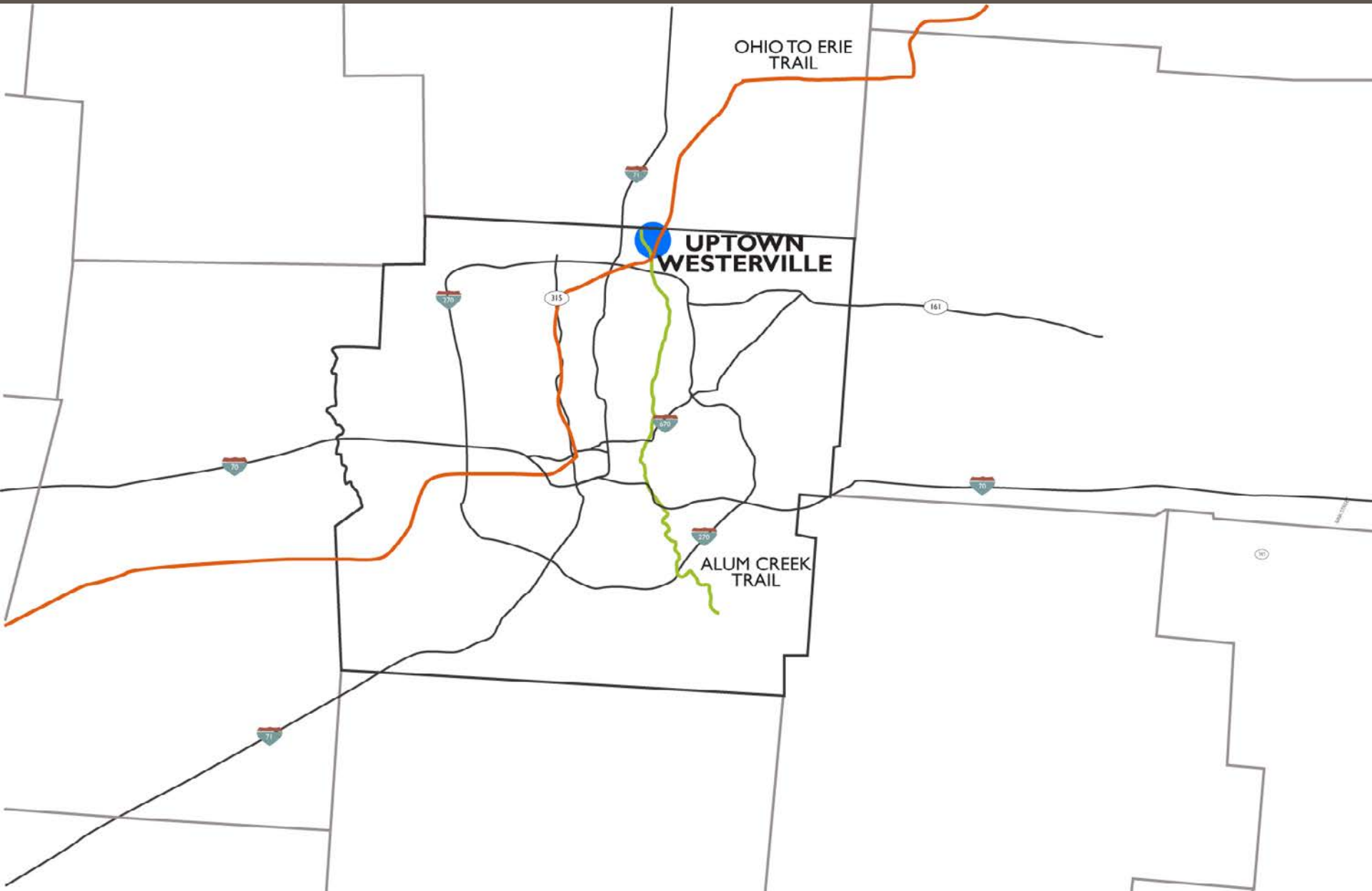
# BIKE ACCOMMODATIONS

- Can we improve bike accommodations in Uptown?



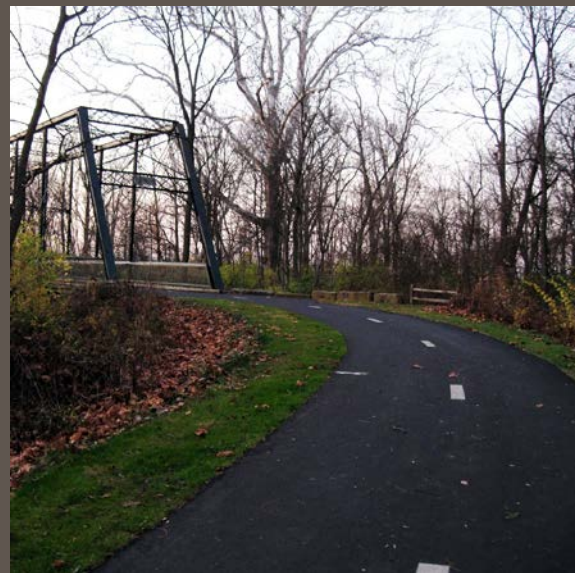


# BIKE CONNECTIONS



# BIKE ACCOMMODATIONS

- Bike racks
- Bike lockers
- Bike routes
- Public restrooms
- Overnight camping / inn accommodations





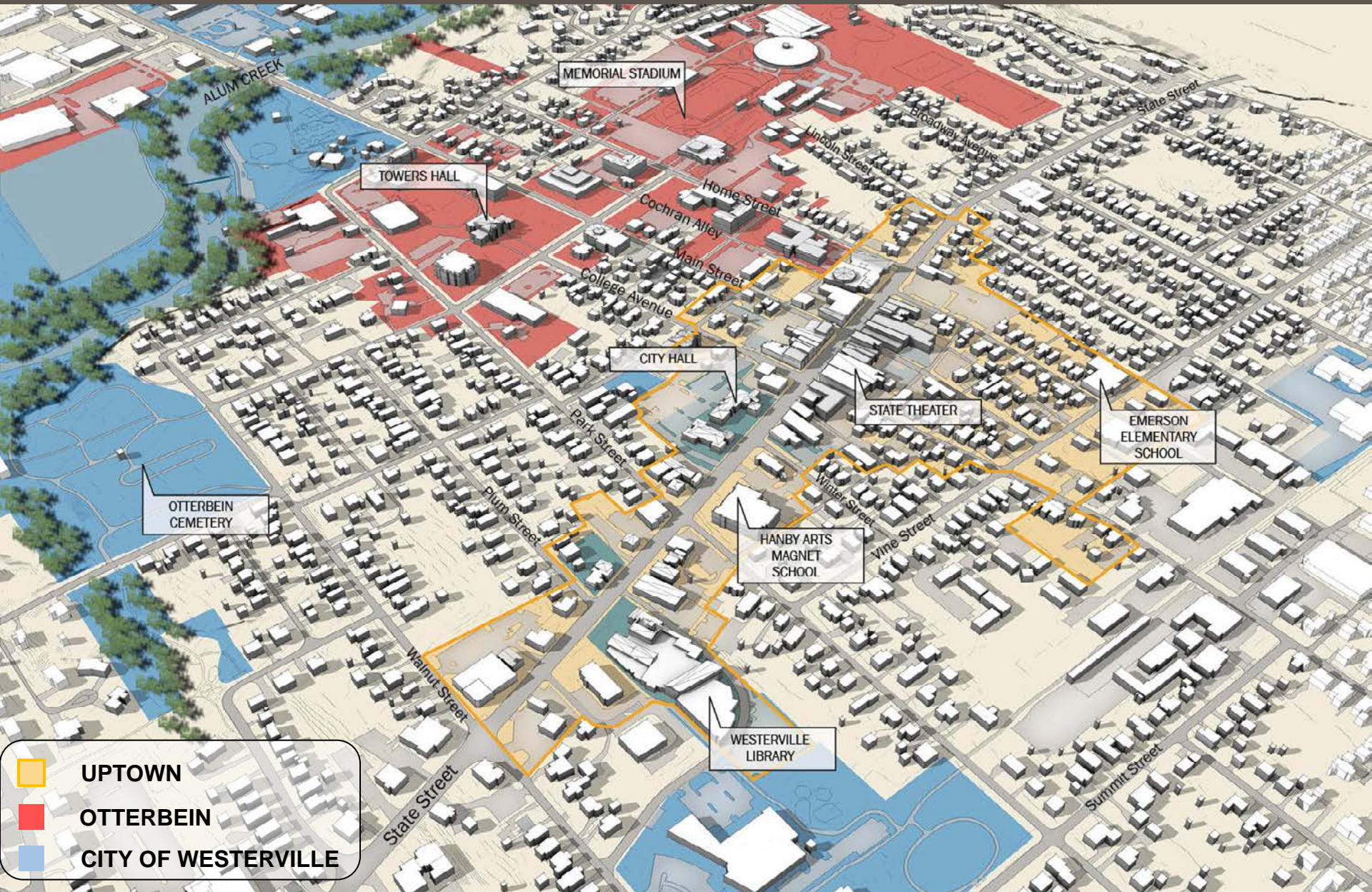
# CONNECTIONS TO UNIVERSITY




- Can we create better connections between Uptown and Otterbein University?





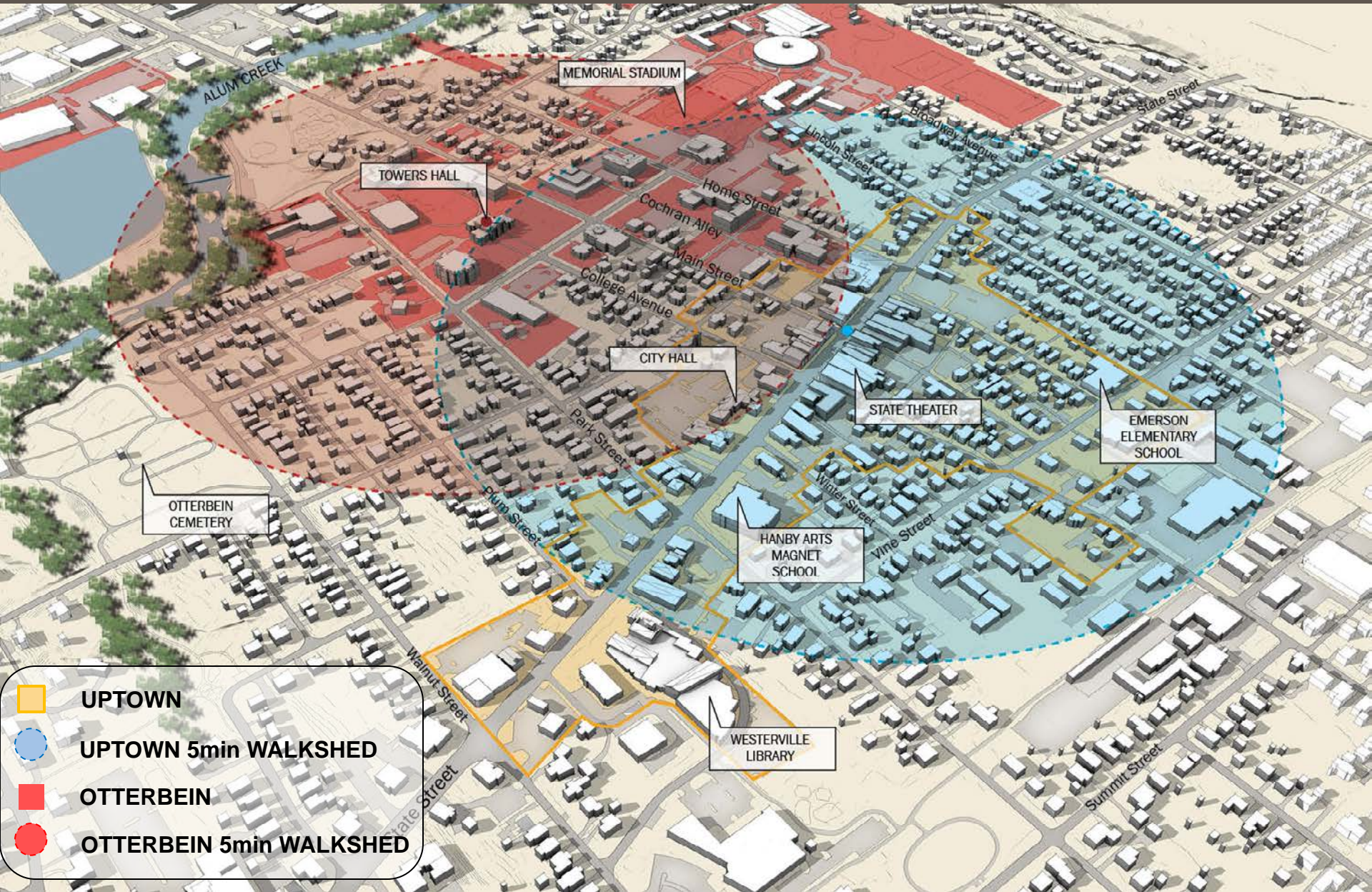
# AREAS



-  UPTOWN
-  OTTERBEIN
-  CITY OF WESTERVILLE



# WALKSHEDS





# CONNECTIONS TO UNIVERSITY





# CONNECTIONS TO UNIVERSITY



# STRENGTHEN NEIGHBORHOODS

- What can be done to strengthen the neighborhoods surrounding Uptown?





# STRENGTHEN NEIGHBORHOODS





# INFILL DEVELOPMENT POTENTIAL

- Where are there opportunities for new, infill development in Uptown?



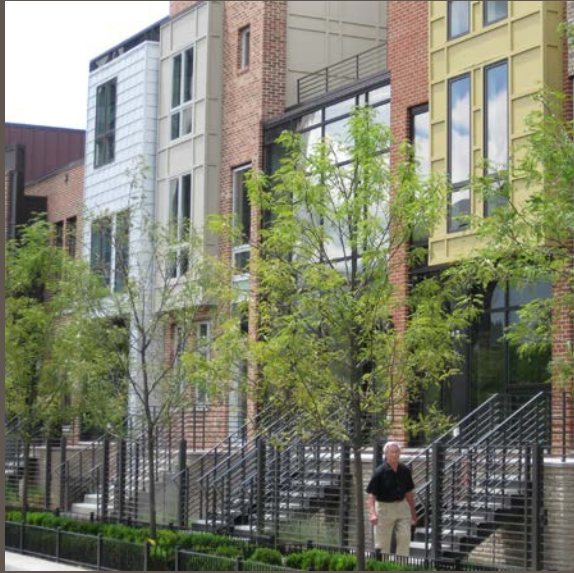


# INFILL – MIXED USE COMMERCIAL





# INFILL - RESIDENTIAL





# NEXT STEPS

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# NEXT STEPS

1. Preliminary Concepts and Strategies
2. Web Idea Generation
3. Preferred Concepts and Strategies
4. Draft Master Plan
5. Public Review
6. Final Master Plan





# CONTACT

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[www.PlanUptown.com](http://www.PlanUptown.com)