

UPTOWN WESTERVILLE MASTER PLAN

Public Meeting #3 – May 13, 2013

plan
UPTOWN
WESTERVILLE



MKSK

Photo by: Mike Doel

AGENDA

1. Introduction
2. Draft Recommendations
3. Catalytic Projects
4. Priorities & Input
5. Next Steps

SCHEDULE

City of Westerville Uptown Westerville Comprehensive Plan Schedule

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DRAFT RECOMMENDATIONS

plan
UPTOWN
WESTERVILLE



Photo by: Mike Doel

PLANNING TOOLS

Recommendations advocate for incentives and public improvements along with improved standards and districts

- Historic District to attract tax credits & tourism along with Certified Local Government recognition for grants.
- Special Improvement District to pull in all property owners and focus action.
- Potential to expand Uptown District in exchange for additional incentives.
- Code update to reflect refined direction.
- Façade Program expansion and Tax Abatements to facilitate additional private investment.
- Land Banking, Tax Increment Financing, and Capital Improvements to advance public realm improvements to enhance Uptown vitality and economic development.



STRENGTHEN NEIGHBORHOODS

Potential Actions:

1. Potential recommendations to strengthen the surrounding residential neighborhoods:
 - a) Residential Façade Improvement Program
 - b) Forgivable loan program for SF home conversions of rental buildings (WICC)
 - c) Tax Abatements for conversion to single-family home and/or \$x threshold of improvements (w/URB approval)
 - d) Regular inspections of rental properties by City
 - e) Property maintenance code/aggressive enforcement
 - f) Advocate for all undergraduates to be housed in University property.

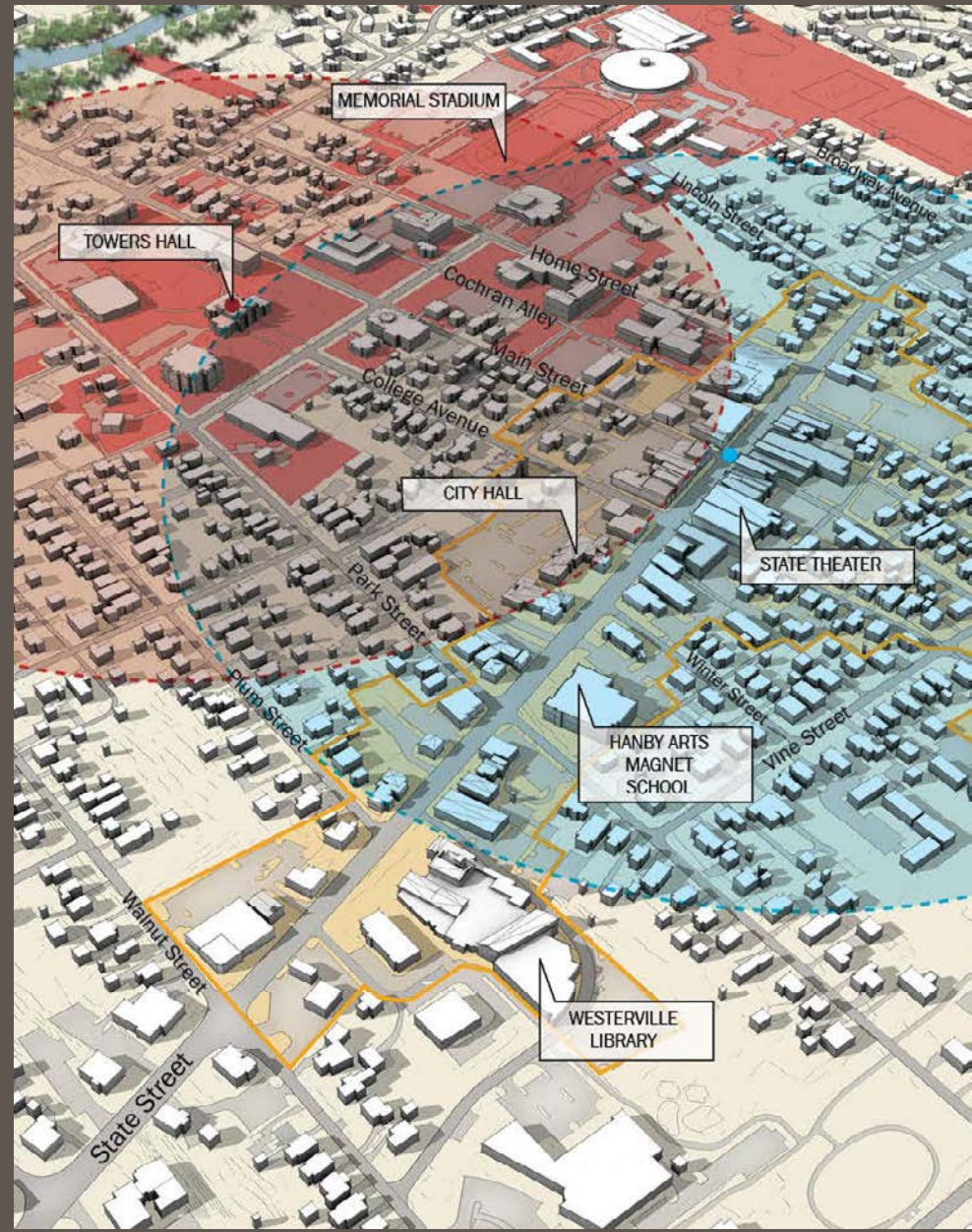
* Note that this requires time and support from the community and city to approve appropriate residential quad areas for Otterbein.



TOWN-GOWN RELATIONSHIP

Potential Actions:

2. Potential areas of opportunity and coordination between Otterbein & Uptown:
 - a) College Ave as “ceremonial gateway connection”
 - b) Main Street infill & improvement
 - c) Bike system connections
 - d) Residential / mixed use infill projects
 - e) Encourage University presence on State Street – ex. book store, gallery, performance space
 - f) Cardinal Card Bucks
 - g) Restrict undergraduate living to on-campus
 - h) Joint parking lot/deck improvements



UPTOWN PARKING

Potential Actions:

3. Potential tools for addressing Uptown parking concerns:
 - a) Additional Parking way-finding signage
 - b) Designated employee parking areas
 - c) Valet and/or shuttle system
 - d) Parking fee-in-lieu of requirement (replaces variances)
 - e) Shared private parking lots – through master shared use agreements
 - f) Additional public parking lots
 - g) Parking authority
 - h) Implement rear alley access system
 - i) Parking Deck
 - j) Improved parking lot aesthetics (landscape, buffers, lighting, dumpster enclosures, etc.)



UPTOWN STREETS

What we heard:

- How to reduce traffic impact to strolling and storefront retail experiences like outdoor dining?
- State Street's streetscape has many strong features already including hanging baskets and banners.
- The varied sidewalk widths should be addressed.
- There is some concern about pedestrian safety when crossing State Street.
- Additional outdoor dining is desired.

IDEAS

Walkability combined with street facing usable space

Cross Walk in front of City Hall >

Wider Sidewalks >

Archway >

Select Language

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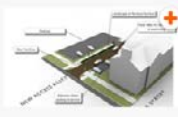
Walkability combined with street facing usable space

UPDATED: APR 17, 2013 Sam R. Implemented

64 8 3

REVIEWED IDEAS

Implemented



VIEW OTHER IDEAS IN THIS STATUS

Traffic along State Street and the availability for outdoor dining space is a problem, so the City hopes to use the concepts of Mid-Block Alleys and the Rear-Access Alleys (pictured) to alleviate local traffic along State St and provide for more space in the rear of buildings for dining and pedestrians!

While trying to keep the sidewalks available for pedestrian traffic, I would love to see more usable space for places like Heavenly Cup, Old Bag of Nails, Pasquales etc. Only Jimmy V's offers a more formal outdoor dining option. The other concern is, State St limits itself from being a more pleasant pedestrian experience due to the high level of commercial and commuter traffic. Perhaps this area could become less of a through way with the aid of some redirection of that traffic that is only passing through.

3 Comments

STATE STREET

Recommendations:

1. Add "bump outs" (curb extensions) at intersections.
2. Add curb extensions at pinch points (ex. Old Post Office, State St Theater).
3. Consider adding curb extensions at key outdoor dining locations.
4. Implement unique crosswalk pattern, or even real brick crosswalk.
5. Create more consistent sidewalk width for pedestrians within Uptown.
6. Add median for mid-block crossing at City Hall.



MAIN STREET

Recommendations:

1. Improve streetscape to recognize its importance as western vehicular gateway.
2. Bury overhead utilities.
3. Screen surface parking lots.
4. Create signature gateway elements.
5. Achieve academic and residential infill.
6. Implement unique crosswalk pattern, or even real brick crosswalk.



COLLEGE AVENUE

Recommendations:

1. Build on existing streetscape to recognize its importance as:
 - a) Ceremonial gateway to Otterbein University to the west, and
 - b) Additional commercial street to the east.
2. Maintain and extend brick street.
3. Bury overhead utilities.
4. Maintain existing residential setback and wide tree lawn.
5. Create signature gateway elements.
6. Encourage residential and academic and infill.



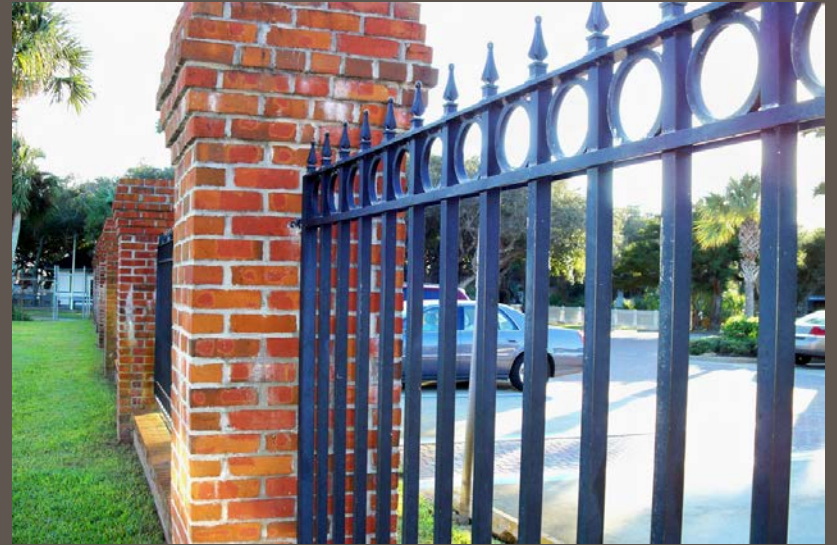
CURB EXTENSIONS & CROSSWALKS



SIDEWALK TYPOLOGIES



PARKING LOT SCREENING



PARKING LOT LANDSCAPING / DUMPSTER ENCLOSURES



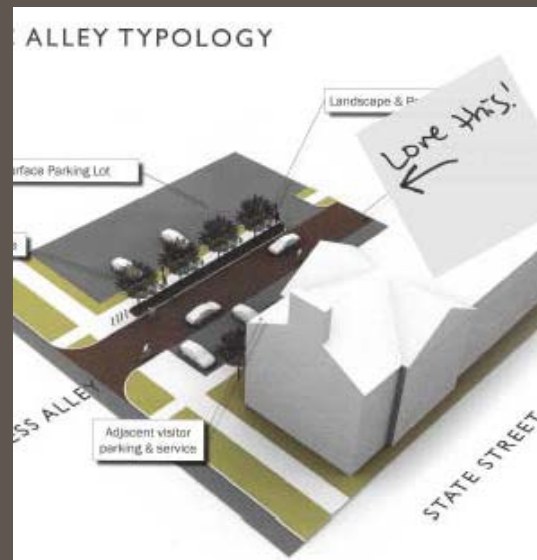
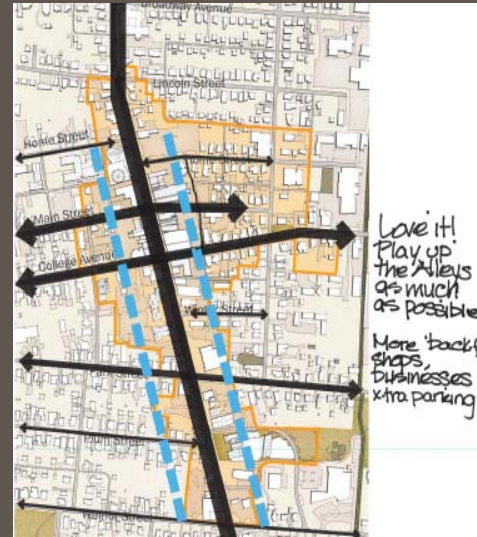
PUBLIC ART



NEW PUBLIC ALLEYS

What we heard:

- Help lighten State Street congestion with circular traffic movement.
- Create better connection between parking areas and State Street.
- Opportunity for bicycle amenities and connections through Uptown.
- Pedestrian-dominant area.
- Opportunities for sustainable practices.



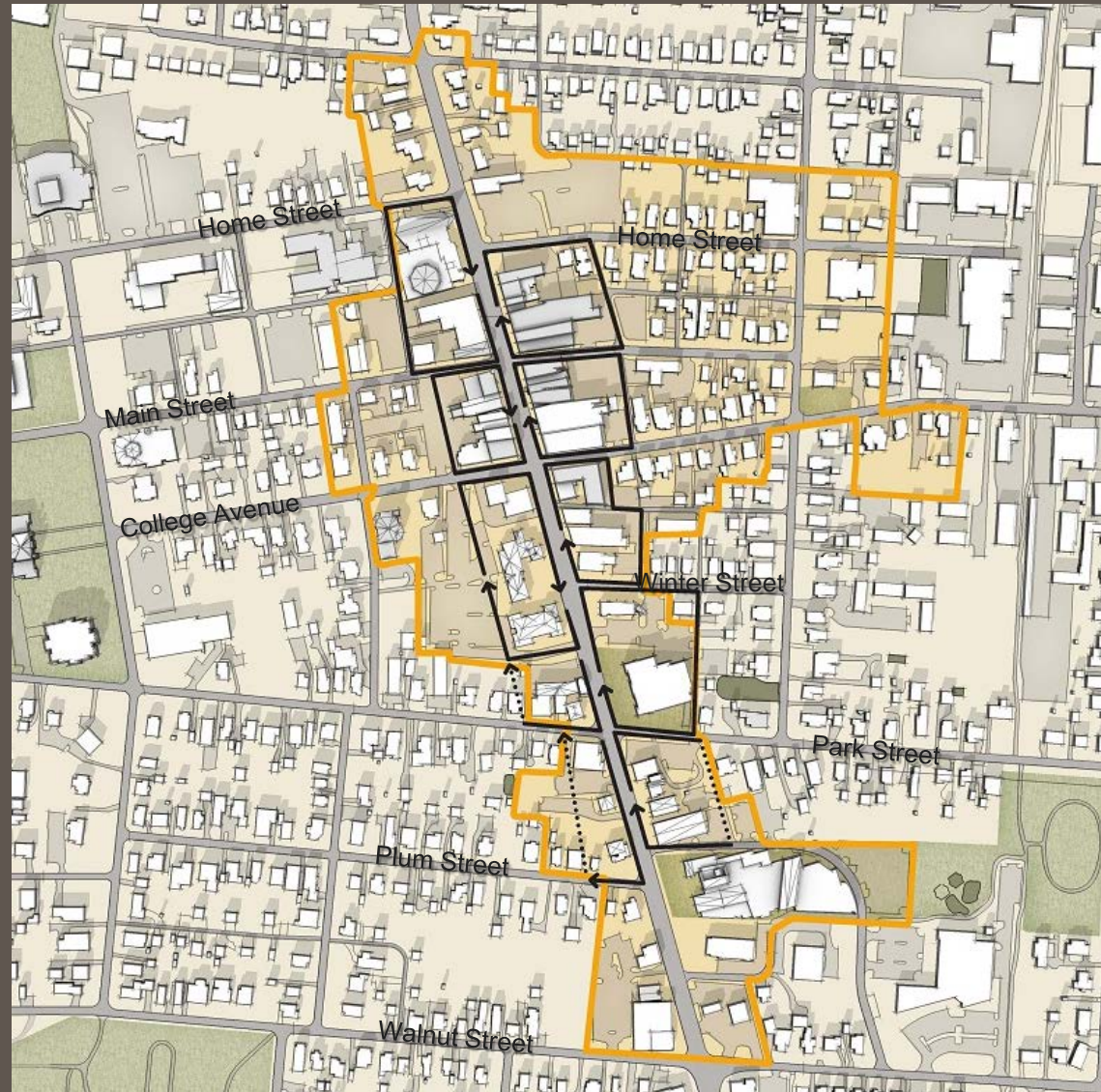
NEW PUBLIC ALLEYS

Recommendation:

- Create system of new public alleys parallel to State Street behind the commercial businesses.

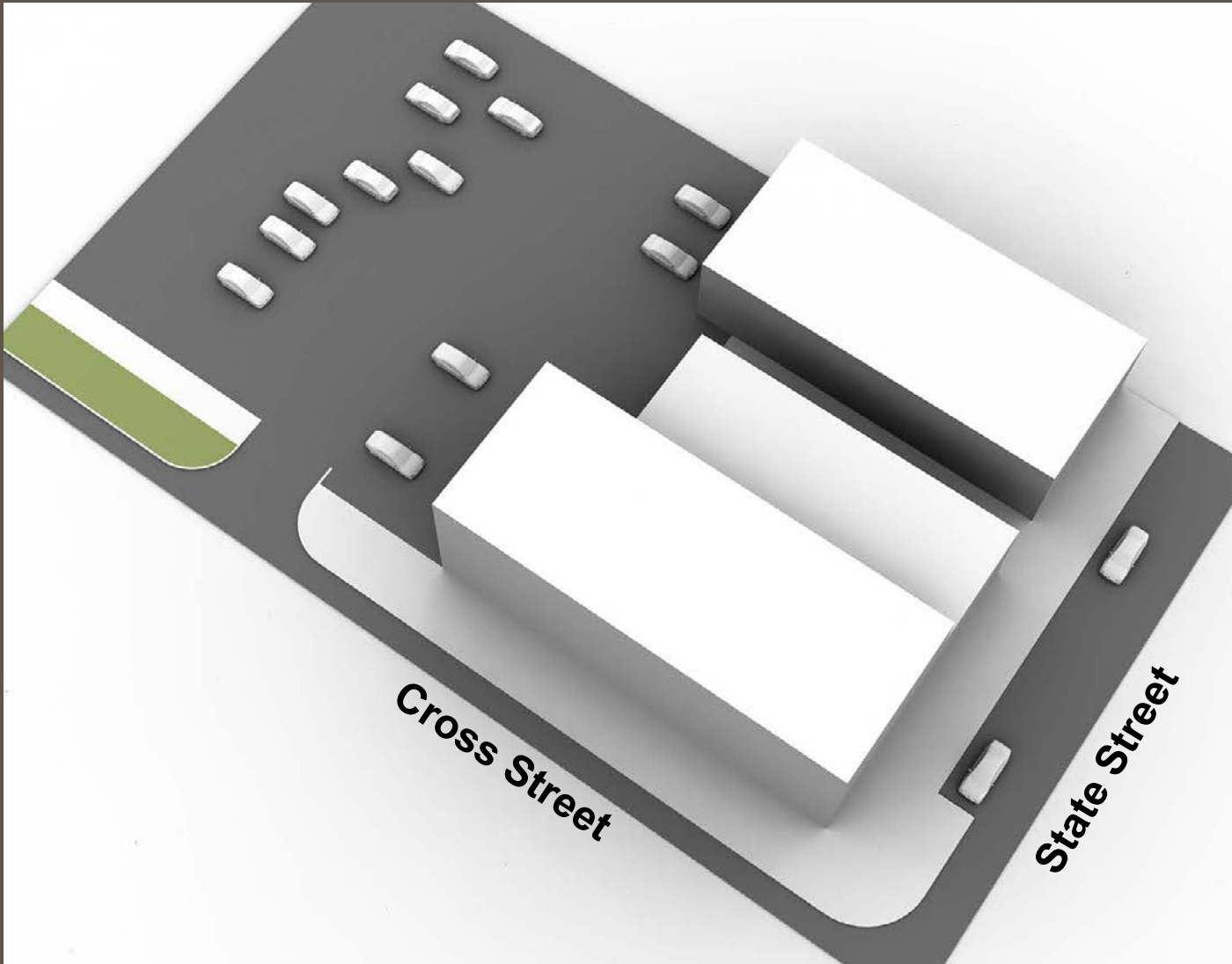
Benefits:

1. Creates intuitive circulation system for vehicles looking to park.
2. Rear Alley system shortens search loop.
3. Keeps parking traffic from drifting into neighborhoods.
4. Provides:
 - Access to parking areas & service
 - Materials & design that invites the public
 - Close proximity to rear of buildings
 - Bike routing & accommodations
 - Pedestrian connections
 - Permeable pavers & bio swales



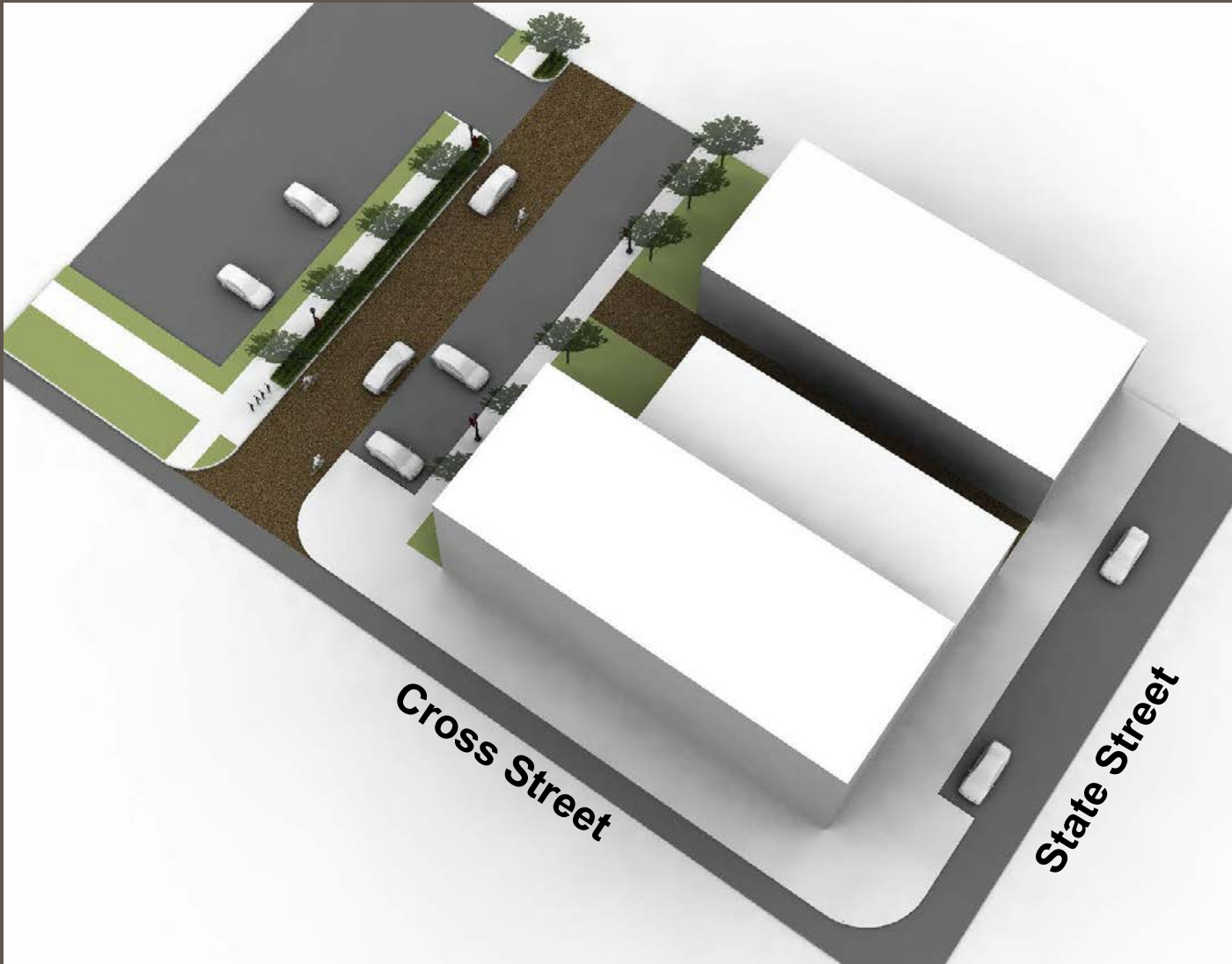
NEW PUBLIC ALLEYS

Existing Condition



NEW PUBLIC ALLEYS

Improved Condition



NEW PUBLIC ALLEYS

BEFORE



NEW PUBLIC ALLEYS

AFTER



PEDESTRIAN WALKS

What we heard:

- Existing walkways a unique character of Uptown
- Desire for additional tables and outside dining opportunities in mid-block walkways
- Opportunity to help create a more intuitive connection with parking
- Introduce unique features such as lighting, public art, and murals
- Build upon example of alley along Java Central



Reviewed Ideas



Mid-Block Alleys

JAN 10 - FEB 11, 2013 IDEA SUBMISSION

2
IDEAS

JOIN NOW

Hidden Gems

JAN 10, 2013 Meredith J

2
SECONDS

NEXT

I didn't even know that Mid-Block Alleys were a "thing" until last night's meeting, and then it was like my eyes were open to a whole new part of Uptown I didn't know could exist. Mid-block alleys are a fantastic idea! Anywhere that can be turned into an experience, rather than just an alley, gets my vote for sure!

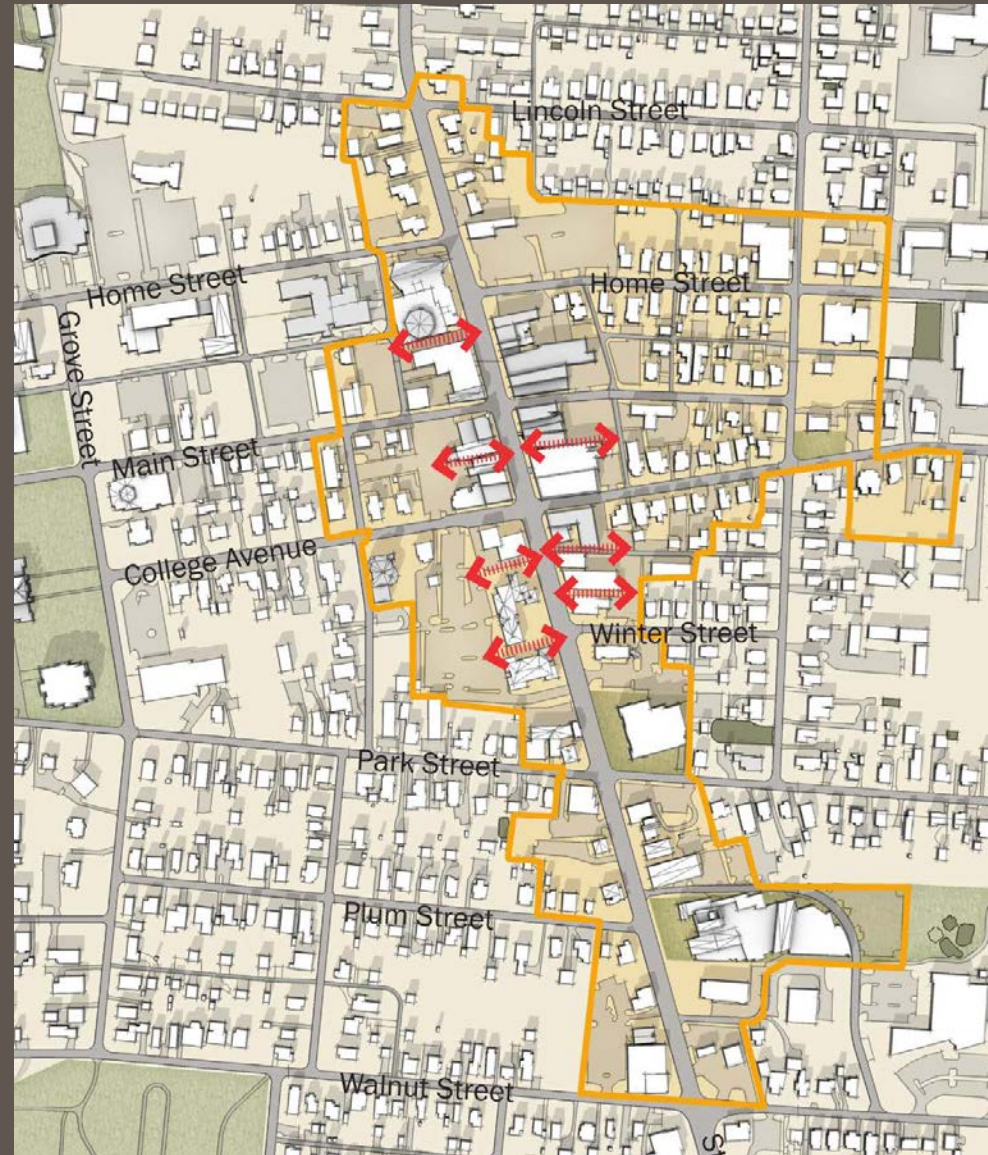
PEDESTRIAN WALKS

Recommendation:

- Enhance the existing mid-block alleys to draw people from the parking nodes to State Street.

Benefits:

1. Opportunity to create an element unique to Uptown Westerville.
2. Become wonderful areas to discover and use.
3. Create enjoyable connection between rear parking lots and State Street storefronts.
4. Aids with way-finding.
5. Creates opportunities for retail frontage and use.



PEDESTRIAN WALKS

“Pasquale’s” - today



PEDESTRIAN WALKS

“Pasquale’s” – potential



PEDESTRIAN WALKS

“Pasquale’s” – potential
at night



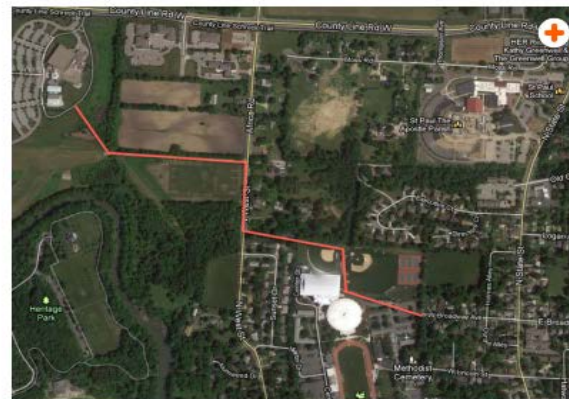
BICYCLE CONNECTIONS AND AMENITIES

What we heard:

- There are many local amenities , such as the Westerville Recreation Center, that could be connected to Uptown through bike connections.
- Westerville's new Bike Hub could be more intertwined with Uptown.
- Should introduce cycling amenities in Uptown.
- Potential for an inn or overnight facility.



REGIONAL CONNECTIONS



I'd love to see a path that cuts through the woods behind the rec center to connect it to Otterbien and uptown. There song land north of Otterbien's stadium that could be easily used to put a path in.

IMAGE

1 Comment



by **Oliver B** The more bike paths the better

Feb 13, 2013 at 9:43 PM

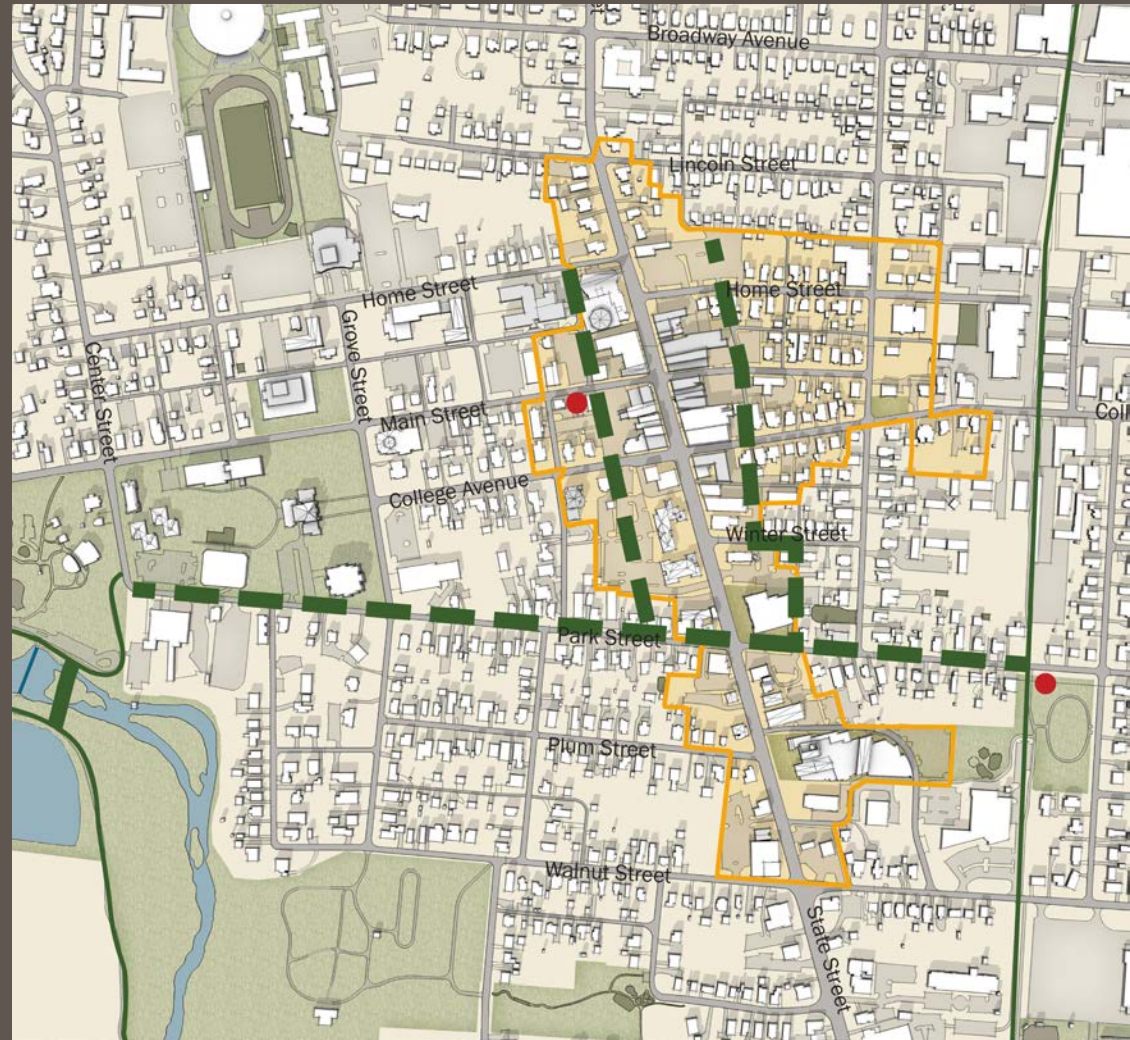
UPTOWN BIKE CONNECTIONS

Recommendation:

- Add bike connections & amenities that make Uptown a hub in the regional bike system.

Benefits:

1. Uses new alley system for bike connections to Uptown
2. Links Bike Hub with bike amenities/services like bike shop
3. Adds bike amenities
4. Provides direct connection between Bike Hub (Ohio to Erie Trail) and Alum Creek (add bridge)
5. Makes connection(s) between Uptown and the Community Center
6. Makes connection(s) with Sharon Woods, as well as the Alum Creek and Ohio to Erie Trails



CIVIC SPACE

What we heard:

- One of the things Uptown could really benefit from is a civic green space.
- Should be located on State Street.
- Should include a splash pad or water feature.
- Potential food truck location.
- Space for programmed events and informal gathering.

CONCEPT



Water Play

UPDATED: APR 17, 2013 Mary W14 We Agree!

77 ★ 10 3

REVIEWED IDEAS We Agree!



Take a look at some of the Public Space concepts provided in the current topics! We think a splash pad would be a great addition to the space!

VIEW OTHER IDEAS IN THIS STATUS

What if we had a small water play area for kids in one of the public spaces (like the areas they have at Easton, Polaris, Powell, and the Scioto Mile)? This would be a great opportunity for parents to meet and allow kids to play. You could get some ice cream or grab some lunch and let the kids run around in the water. It would be a nice summer attraction for families.

3 Comments

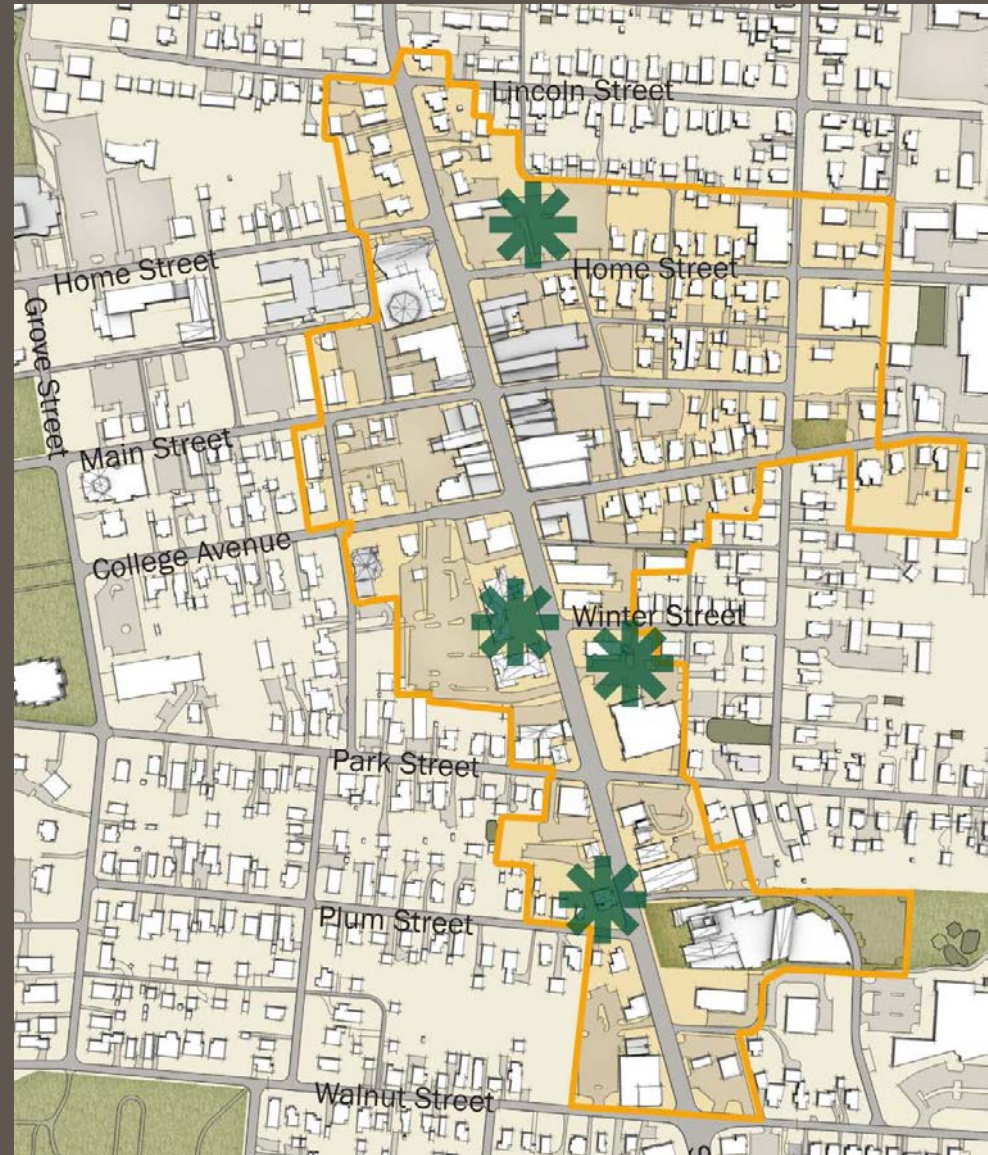
CIVIC SPACE

Recommendation:

- Create civic space in core to provide community gathering place and amenity that draws people to Uptown.

Benefits:

1. Creates missing, desired amenity.
2. Enhances the surrounding retail by drawing potential customers to Uptown.
3. Provides gathering place for community and families.
4. Designed as flexible space for many activities from performances, to movie night, to play, to farmer's market.
5. Adds to the economic vitality and value of Uptown.



CIVIC SPACE – EXAMPLE

BEFORE



CIVIC SPACE – EXAMPLE

AFTER



REUSE – STATE THEATER

Pursue Preservation of the State Theater as a Community Asset

Benefits

- Destination location within Uptown.
- Strong activity node would serve as attractor and economic generator for Uptown.
- Site for potential collaboration among City, Uptown, Otterbein, local schools and local businesses.
- Unique opportunity to secure use that will serve current and future generations of Westerville residents.

Action

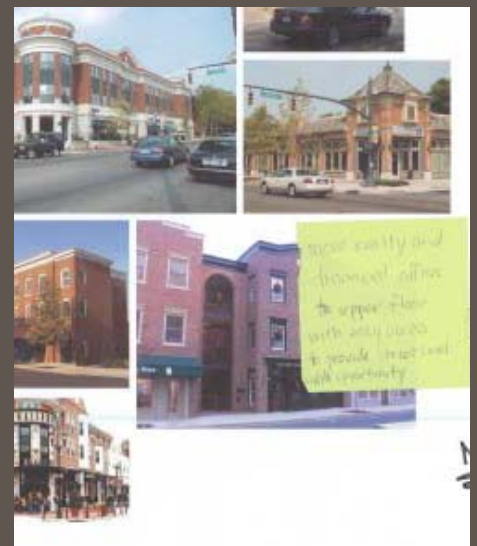
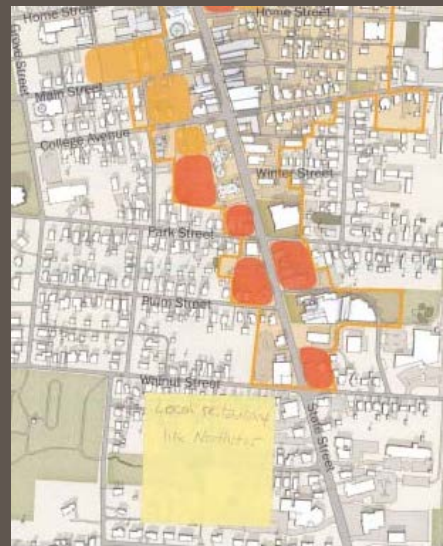
- Secure Option to Purchase for a specific period of time (at least six months) to pursue a feasibility study that would evaluate future uses, potential partners, sources of funding and ongoing operations, and community benefit



INFILL OPPORTUNITY

What we heard:

- There are several areas that are prime for additional development/redevelopment.
- Higher density residential uses in Uptown would be appealing to empty-nesters and college students alike.
- Mixed-use developments should be considered along State Street.
- All new development should complement the existing Uptown fabric.



INFILL DEVELOPMENT

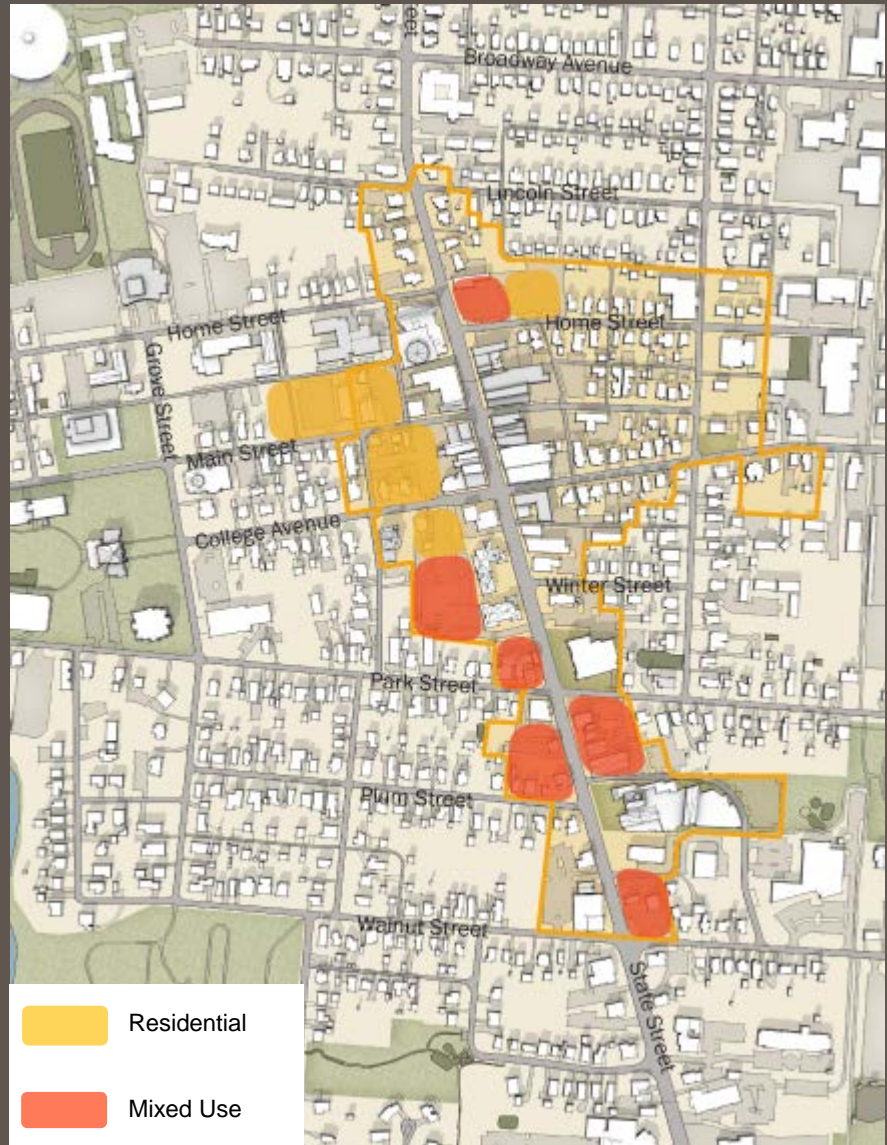
Encourage High-Quality New Infill on Key Sites in Uptown

Benefits:

- Allows broad array of uses that are desired in today's market place including greater variety of housing options in Uptown.
- Occurs through market and private investment.
- Create greater residential density to support current and expanded businesses in Uptown.
- Stabilization of and increase in tax base.

Action:

- Update Uptown Review District Guidelines to encourage new and compatible infill development.
- Indicate to the private development market that the City and community are interested in quality redevelopment proposals for these sites.



INFILL OPPORTUNITIES – NORTH GATEWAY

BEFORE



INFILL OPPORTUNITIES – NORTH GATEWAY

AFTER



INFILL OPPORTUNITIES – SOUTH GATEWAY

BEFORE



INFILL OPPORTUNITIES – SOUTH GATEWAY

AFTER



PARKING DECK

What we heard:

- There is a perceived shortage of parking in Uptown.
- Existing parking is difficult to get to and navigate.
- The district could benefit from a strategically located deck.
- The area behind City Hall should be considered as a site for a parking deck.



POTENTIAL LOCATIONS

Not a bad spot - best of the 4

better location, although scale still a concern

scale of footprint concern here

Not a bad spot if retail fronts State St. still

Parking - Where is the Study

Select Language

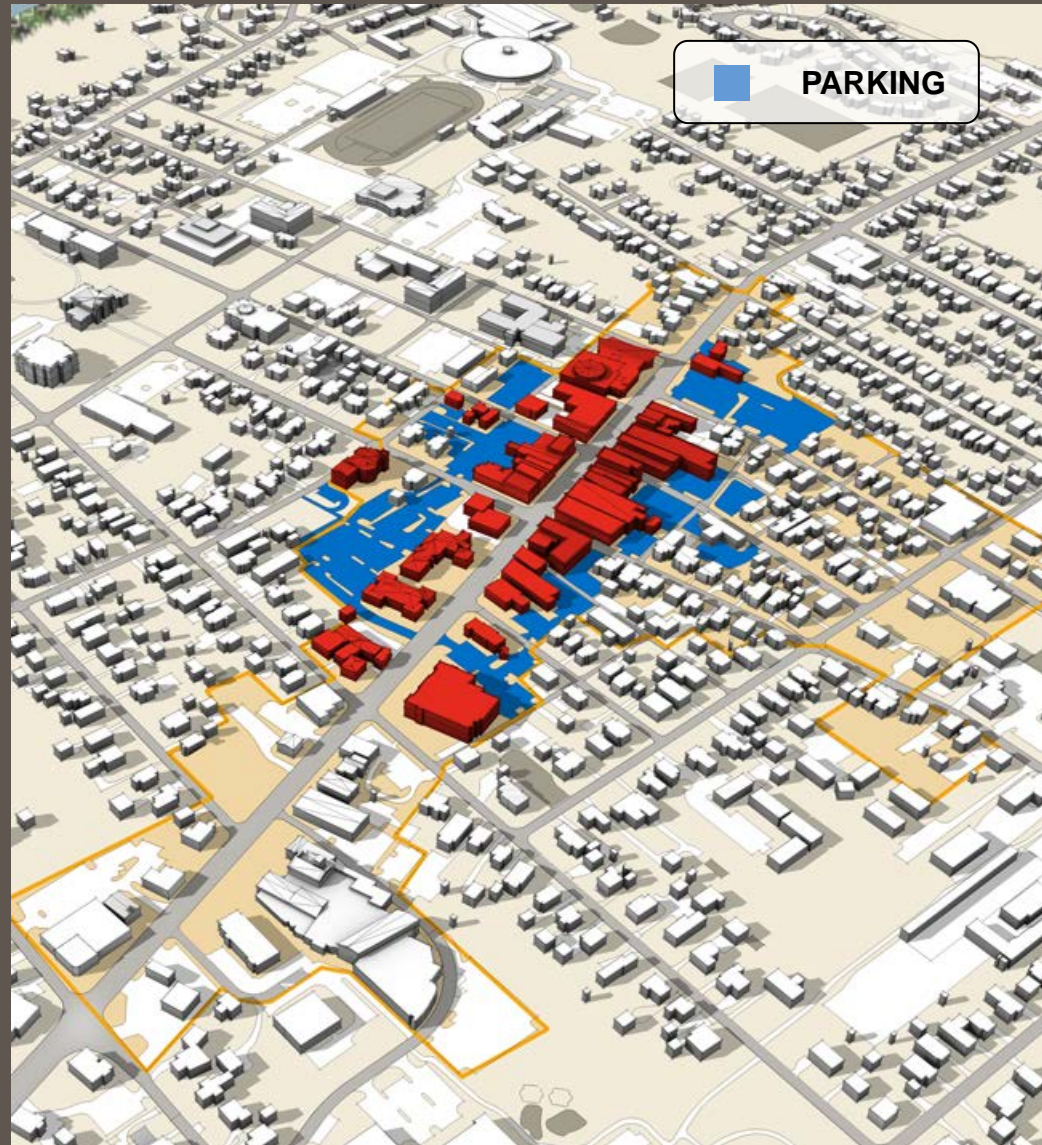
Powered by Google Translate

VIEW OTHER IDEAS IN THIS STATUS

It never fails when we decide to go to uptown for dinner on a Friday, Saturday or Sunday evening that parking is always a problem! Sometimes we end up going to Polaris since we can get parking there, but would rather stay local in Westerville. I think it would be awesome to have a central parking garage behind the police/city hall area. It would be easy to walk to everything from that area.

PARKING DECK

- The typical urban mixed-use parking need is 3 spaces per 1000 sq. ft.
- There is 325,000 sf. ft. of existing mixed use in Uptown (Includes vacant 2nd and 3rd stories)
- Based on 3 spaces per 1000 sf. ft., Uptown needs 977 parking spaces
- There are currently over 1,100 parking spaces in Uptown and almost 900 in the CBD



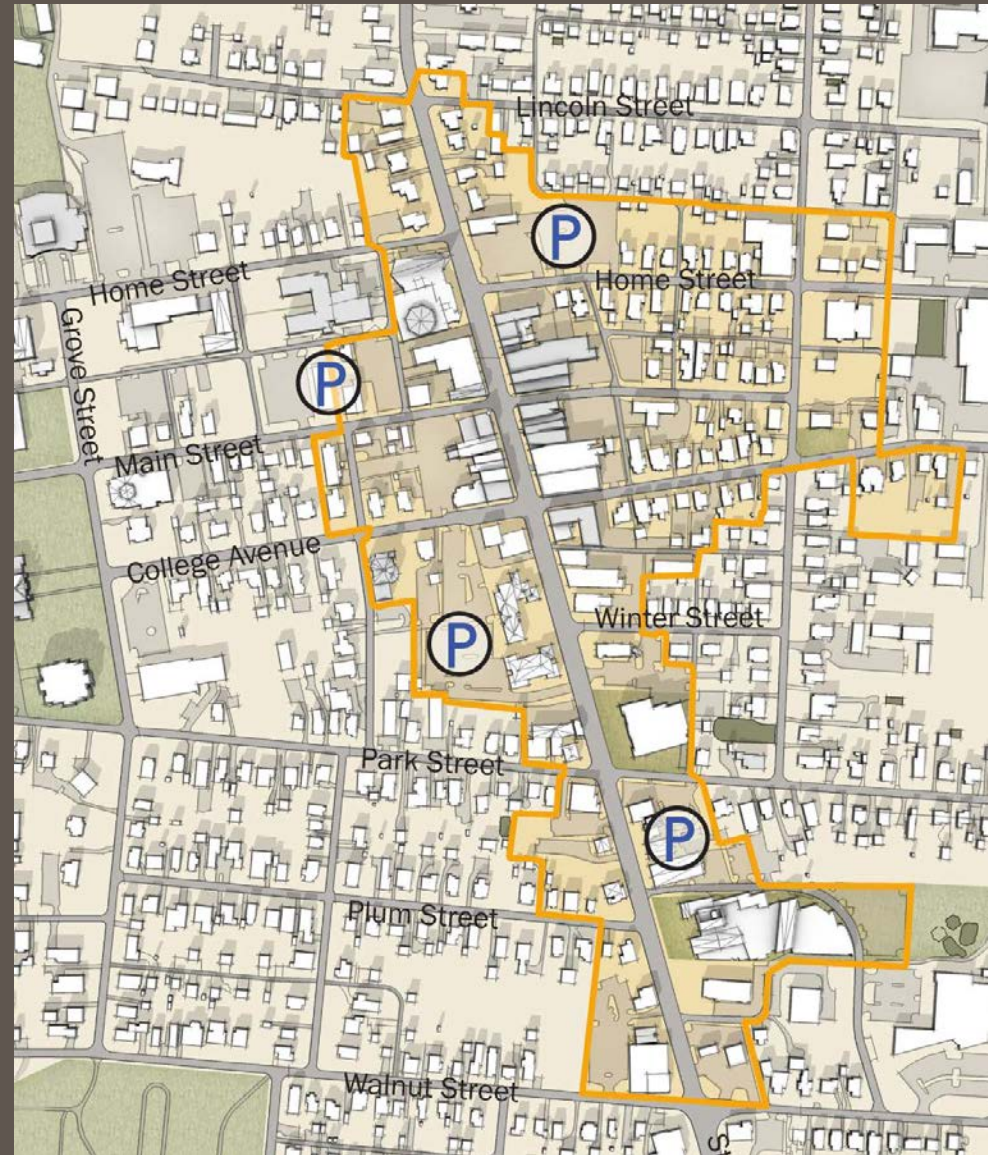
PARKING DECK

Recommendation:

- Investigate the potential of building a parking deck in Uptown.

Benefits:

1. Eases real and perceived parking issue.
2. Provides parking for Uptown visitors and merchants.
3. Encourages private redevelopment of nearby infill sites that could share parking.
4. Could provide joint/shared use with major users like City Hall, Otterbein University, Church of the Messiah, etc.
5. Becomes a central parking sink.



HOW CATALYTIC PROJECTS MIGHT WORK

Example

(Note: This is just an example of how these strategies could apply to a State Street block)

Components:

- Rear Alley Circulation System
- Parking Deck/Shared Parking Field
- Pedestrian Walkways to State Street
- Accommodates building expansion & strategic redevelopment & infill



EXAMPLE PHASE 1

Example

(Note: This is just an example of how these strategies could apply to a State Street block)

Components:

- Rear Alley Circulation System (complete street system – bicyclists, pedestrians, vehicles, service, sustainable elements)
- Parking Deck – internal to block (doubles # spaces, structures hide)
- Pedestrian Walkways to State Street (for art, dining, wayfinding, interest)



EXAMPLE PHASE 2

Example

(Note: This is just an example of how these strategies could apply to a State Street block)

Components:

- Rear Alley Circulation System (complete street system – bicyclists, pedestrians, vehicles, service, sustainable elements)
- Parking Deck – internal to block (doubles # spaces, structures hide)
- Pedestrian Walkways to State Street (for art, dining, wayfinding, interest)



EXAMPLE PHASE 3

Example

(Note: This is just an example of how these strategies could apply to a State Street block)

Components:

- Rear Alley Circulation System (complete street system – bicyclists, pedestrians, vehicles, service, sustainable elements)
- Parking Deck – internal to block (doubles # spaces, structures hide)
- Pedestrian Walkways to State Street (for art, dining, wayfinding, interest)
- Accommodates building expansion & strategic redevelopment

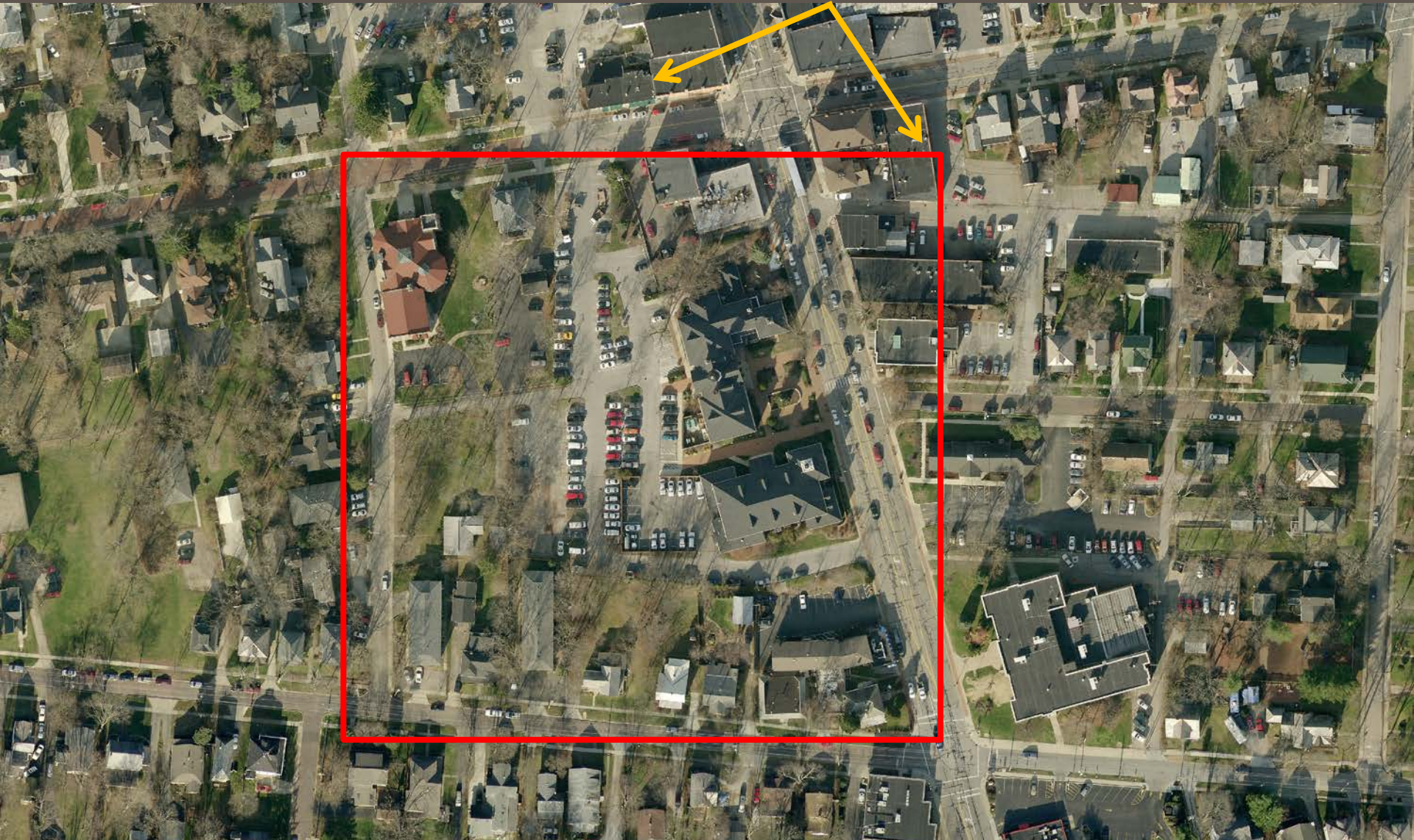


PARKING DECK POCKET PARK



PARKING DECK

BEFORE



PARKING DECK

AFTER



PRIORITIZATION

plan
UPTOWN
WESTERVILLE



Photo by: Mike Doel

PRIORITIZATION

Vote on your favorite idea.

Go to www.planuptown.com to vote:

1. State Theater
2. Civic Park
3. Public Alley
4. Street Improvements
5. Pedestrian Walkways
6. Opportunity Areas
7. Parking Deck
8. Bike Amenities and Connections

Will be active later this week.



NEXT STEPS

plan
UPTOWN
WESTERVILLE



Photo by: Mike Doel

NEXT STEPS

1. Complete Draft Master Plan
2. Plan Adoption Process
3. Deliver Final Master Plan



PLAN ADOPTION PROCESS

1. Joint Uptown Review Board and Planning Commission Review & Recommendation
2. City Council Reading, Hearing, & Adoption



CONTACT

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