

WESTERVILLE

COMMUNITY PLAN



WESTERVILLE, OHIO



APPROVED JULY 2016

Recital

The Westerville Community Plan was adopted by the Planning Commission (PC2016-17) on April 27, 2016 with Central College Strategic Location (PC2016-35) added January 25, 2017.

City Council approved May 10, 2016 with Central College Strategic Location approved February 7, 2017 as a guidebook for future growth and development in the City of Westerville, Ohio.

ACKNOWLEDGMENTS

WESTERVILLE CITY COUNCIL

Chair Craig Treneff
Vice Chair Larry Jenkins
Mayor Kathy Cocuzzi
Vice Mayor John Bokros
Mike Heyeck
Diane Fosselman
Tim Davey
Pete Otteson (*former member*)
Jenifer French (*former member*)

WESTERVILLE PLANNING COMMISSION

Chair Paul Johnson
Vice Chair Brian Szuch
Amy Koorn (*former member*)
David Berger
David Samuelson
Kathleen Cunningham
Rob Rishel
Mike Heyeck (*Council representative*)
Jenifer French (*former Council representative*)

CITY ADMINISTRATION

David A. Collinsworth, City Manager
Julie A. Colley, Assistant City Manager

CITIZEN ADVISORY TEAM

Vaughn Bell
Dennis Blair
John Bokros
Kimberly Burton
Matthew Crill
Diana Ferguson
Nicole Fischer
Sarah Galbreath
Chris Hayter
Paul Johnson
Suzanne Kile
Bob Lawler
Karen Lint
Carol Mahaffey
Steve Munger
Henrietta Nwomeh
Dr. Allen Prindle
Rick Rano
Al Schutz
Maureen Trimble
Alan Vestal
Jon Walden
Bill Zieber

WESTERVILLE PARTNERSHIP

Dr. Kathy Krendl, Otterbein University President
Dr. Nancy Nester-Baker, Westerville City School Board
Dr. John Kellogg, Westerville City School Superintendent
Janet Tressler-Davis, Westerville Chamber of Commerce President
Don Barlow, Director, Westerville Library
Craig Treneff, City Council
David A. Collinsworth, City Manager
Julie A. Colley, Assistant City Manager

DEPARTMENT STAFF

Karl Craven, Director of Planning & Development
Kimberly Sharp, Deputy Director of Planning & Development
Susan Banbury, City Engineer
Robb Beckstedt, Engineer
Bassem Bitar, Senior Planner
Jeff Buehler, Planner
Lisa LaMantia, Planner
Chelsea Nichols, Assistant Planner
Jayme Maxwell, Planning Clerk
Andrew Moore, The Ohio State University Intern
Ryan Thombs, Otterbein University Intern
Paul Beck, The Ohio State University Intern
Jacqueline Russell, The Ohio State University Public Policy Intern
Matt Dean, The Ohio State University Intern
Joe Morbitzer, Police Chief
Brian Miller, Fire Chief
Derek Robinson, Fire Department
Laura Ball, Parks & Rec
Randy Auler, Director, Parks & Rec
Michael Hooper, Parks & Rec
Mike Herron, Parks & Rec
Mike Phillips, Parks & Rec
Jason Bechtold, Economic Development
David Meadows, Economic Development
Christa Dickey, Community Affairs
Kevin Kilbane, Community Affairs
Lee Ann Shortland, Finance Department
Gina Love, Finance Department
Adam Maxwell, Administrative Services, Facilities
Courtney Orr, GIS
Ryan Kelley, GIS
Kevin Weaver, Service Department
Andrew Boatright, Electric Division
Michael Pope, Electric Division
Richard Lorenz, Water Division
Bruce Bailey, Law Director
Kyle Stroh, Legal Counsel
Thomas Schmitt, Legal Counsel
Todd Jackson, Information Systems

COMMUNITY PARTICIPATION


American Red Cross • American Legion • Blendon Grange #708
Boy Scouts of America • Building Industry Assoc. • Center for Surgical Dermatology • Chamber of Commerce and Local Businesses • Columbus Running Company • Columbus State Community College • Concord Counseling • Delaware Area Career Center • Friends of the Trail (rails to trails) • Girl Scouts of Ohio's Heartland • Habitat for Humanity • Hondros College • Knights of Columbus • Leadership Westerville • Local doctors and dentists • Medical Rotary Sunrise • Metro Parks • Mid-Ohio Regional Planning Commission (MORPC) • Mount Carmel St. Ann's Hospital • Nationwide Children's Hospital • Ohio Dept of Natural Resources • Ohio Dept of Transportation • Ohio Ear Institute • Ohio Health • Ohio School for the Deaf Alum Assoc • Otterbein University • Progressive • Rotary Noon Rotary Club of Westerville • Still Going Strong Senior Citizens • S.O.A.R. (Support Our Able Resources) • St. Pauls Catholic School • Uptown Merchant's Association Westerville Bicycle Club • W.A.R.M. • Westerville Area Ministerial Association • Westerville Area Realtors Associations • Westerville Area Soccer Association • Westerville Area Women's Club Westerville Boot-N-Leggings • Westerville Caring and Sharing • Westerville Chamber Foundation • Westerville Civitans Club • Westerville Crew Westerville Education Foundation • Westerville Fund • Westerville Historical Society • Westerville Kiwanis • Westerville Knights of Columbus • Westerville Lions Club • Westerville Public Library • Westerville Sertoma • Westerville Special Olympics • Westerville VFW Post 7883 • Westerville YWCA • Young Budd #171



All rights reserved. This is a public document to be used to guide development proposals and development decision making. Any questions, please forward to the Planning & Development: www.westerville.org.

Photography of Westerville by Gary Gardiner, Tyla Rowen, Rick Hilyard, City staff and Planning NEXT.

CONSULTANTS

 **Jamie Greene and Sarah Bongiorno**
Lead Planning and Public Facilitation Consultant

 **Stephen Stansbery and Jessica Rossi**
Scenario Planning and Transportation Planning Consultant

 **Marie Keister**
Technical Editing and Communications

 **DAVIS WALKER CREATIVE**
Steven Walker and Evelyn Davis-Walker
Cover Art and Document Design

TABLE OF CONTENTS

	INTRODUCTION 7 <i>Executive Summary</i> 8 <i>Process</i> 12 <i>Purpose</i> 16 <i>Context</i> 17	
1	COMMUNITY 37 <i>Education</i> 40 <i>Public Safety</i> 43 <i>Parks and Recreation</i> 46 <i>Historic Preservation</i> 50 <i>Urban Design</i> 56	 <p>Preserve the neighborhoods, parks and recreational trails that we love.</p>
2	DEVELOPMENT 62 <i>Land Use</i> 64 <i>Growth Scenarios</i> 66 <i>Strategic Locations</i> 89 <i>Neighborhoods and Housing</i> 155 <i>Public Utilities</i> 164 <i>Community Facilities</i> 173 <i>Natural Environment</i> 177	 <p>Focus future growth in eight strategic locations with jobs, a variety of housing choices and easy walking access to work, home and play.</p>
3	MOBILITY 185 <i>Roadways</i> 188 <i>Walking & Biking</i> 208 <i>Transit</i> 212 <i>Parking</i> 216	 <p>Provide transportation choices to get people where they need to go.</p>
4	ECONOMIC VITALITY 219 <i>Job Growth</i> 222 <i>Leveraging Assets</i> 227	 <p>Be economically viable today and tomorrow.</p>
	IMPLEMENTATION PLAN 229 <i>Principles</i> 231 <i>Who Will Use this Plan</i> 232 <i>Cost of Development</i> 233 <i>Public Finance</i> 235 <i>Implementation Tools</i> 238 <i>All Recommendations</i> 240 <i>Glossary</i> 255 <i>Bibliography</i> 261	

**THIS PAGE IS
INTENTIONALLY
BLANK**

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

— Jane Jacobs

Author, “The Death and Life of Great American Cities”

Introduction

<i>Executive Summary</i>	8
<i>Purpose</i>	11-12
<i>Process</i>	13-15
<i>Historical Context</i>	16
<i>Demographics and Trends</i>	20

Photograph of Uptown Westerville

EXECUTIVE SUMMARY

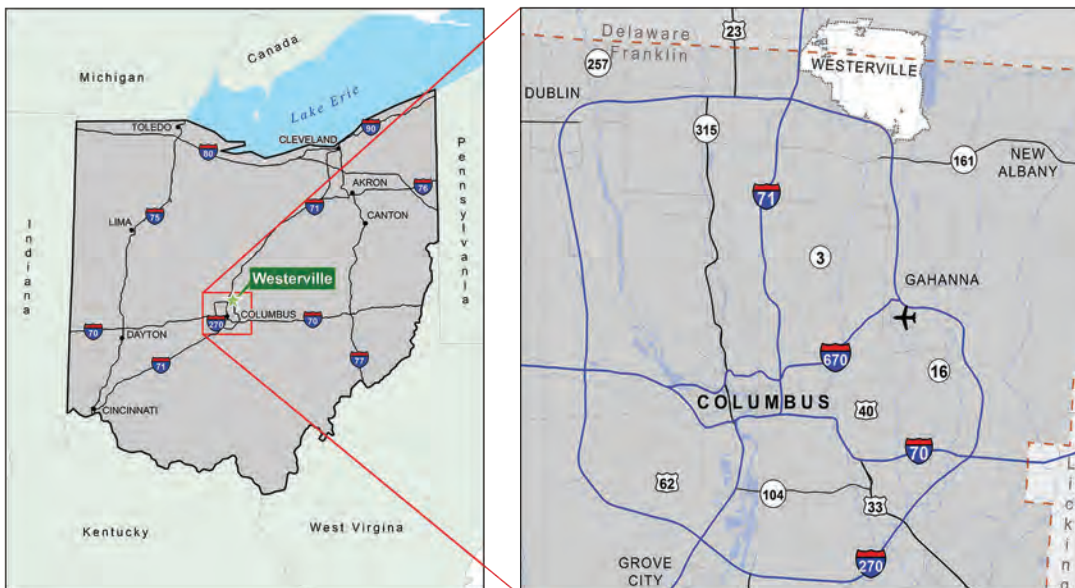
Westerville, Ohio is the second largest suburban city surrounding the state capital of Columbus, sharing resources, cultural shifts and demographic growth. The Central Ohio region is experiencing an exponential increase of residents, jobs and homes, and a portion of that growth is in Westerville. The “Imagine Westerville” Community Plan is the first comprehensive plan the City has undertaken since 1962. It is intended to establish a clear and collective vision for the next 20 years. To plan for the type of growth desired is to be prepared and remain competitive.

Westerville will continue to be a strong contributor to the Central Ohio region’s vitality with its economic base, extraordinary parks system, publicly owned utilities and entrepreneurial spirit. However, challenges exist, including developing with a limited land supply, making redevelopment and public transit increasingly important; and ensuring each development proposal and public infrastructure project considers long-term impacts on the community as a whole. As a city in a growing region, Westerville must capture selected opportunities and use what land is left very carefully, being selective about what is built.

This Executive Summary shares the vision statement, as developed through the public process, which sets the tone for the future. To implement this vision, this document is organized around four key recommendations (page 10). All strategies, which are desired outcomes, and Recommendations, which are recommendations to fulfill strategies, are organized within the four key recommendations. A map illustrating key recommendations (page 11) highlights the strategic growth and thoughtful preservation desired in Westerville. From all Recommendations, there are a few characterized as “game-changers,” which if implemented would redefine Westerville and advance its position for success.

This Community Plan serves as the official guiding policy document for City Council, Planning Commission, Board of Zoning Appeals and City administration when addressing growth and development issues. It is the broadest and most comprehensive policy document for our community, outlining the vision of the future Westerville, with strategies and Recommendations recommended to achieve our vision. As such, many community partners, such as Otterbein University, Westerville City School District, Westerville Chamber of Commerce and local businesses, and the Westerville Public Library all contribute towards the success of working towards this vision.

MAP: Westerville’s location in Ohio (l); Westerville’s location in the Central Ohio region (r)



VISION

Westerville shall continue to be a leader in the Central Ohio area as an authentic place that celebrates its history, diversity, culture and educational opportunities. People choose Westerville as a place to live and work in part because of its caring neighbors, healthy active lifestyle opportunities and access to health care, housing and employment choices. Westerville will be a safe, friendly, vibrant, attractive and diverse community, where people and families live, learn, work and play, and where a small-town feel and quality of life is valued.

In the 21st Century, Westerville will leverage its most prominent assets: A City within a Park character, with a unique natural setting, outdoor recreational opportunities and great streetscapes. Uptown, the heart of the City, is a heritage resource and key to our authentic sense of place. The Westerville Partnership, represented by the City, Westerville City School District, Westerville Public Library, Westerville Area Chamber of Commerce and Otterbein University, serves as our community leadership, guiding progressive life-long learning and innovation.

Westerville's success is built upon continued collaboration with residents, workforce, government, educational institutions, transit providers, health care providers, businesses, developers and financial entities working together to achieve this collective vision.

GUIDING PRINCIPLES

The following Guiding Principles were developed from the hundreds of 'Treasure Cards' submitted by the community, and then verified with public officials. These guiding principles frame the vision of the future Westerville as well as the Desired Outcomes and Recommendations within each chapter:

- 1) Uphold a strong sense of community-creating places of timeless beauty for people;
- 2) Ensure economic vibrancy and fiscal stability for our desired quality of life;
- 3) Promote connectivity of people, places and ideas;
- 4) Continue to strengthen the attractiveness of the natural and built environment with a commitment to quality design and materials;
- 5) Balance development opportunities with effective long-range land use decisions.



KEY RECOMMENDATIONS

The Imagine Westerville Community Plan contains 33 strategies with recommended Recommendations developed as a means to implement the vision. The planning team analyzed existing and future demographic trends (page 22-36) and all previous planning documents (page 21). The community helped determine what values are most important, and what changes they believe most benefit the City of Westerville. Subsequent public Planning Commission and City Council meetings steered the following KEY RECOMMENDATIONS for Westerville's future:

1. Uphold a strong sense of **COMMUNITY**

Build complete neighborhoods, grow the City's reputation of events and services, and encourage a society of caring people.

2. Pursue thoughtful **DEVELOPMENT**

Establish the brand of a City within a Park, commit to intentional design of attractive natural and built environment, and allow this long-term vision to guide opportunities for the greatest public return on investment.

3. Improve **MOBILITY**

Promote connectivity of people and places, with an extensive parks and trail system and transit stops to educational and business centers.

4. Strengthen **ECONOMIC VITALITY**

Ensure economic vibrancy, fiscal stability and entrepreneurial business growth with a diverse job base, people-centered community design, educational opportunities, and thriving as a college town. (See page 216-217)

City within a Park

DEFINITION

Treating public infrastructure and private investment as if this city is being designed as a park.

LEVERAGING COLLABORATION- **THE WESTERVILLE PARTNERSHIP**

The City of Westerville is a loved community, and yet it takes a lot of work to improve and work towards this Plan's larger vision - to ensure that this City remains a place where people are healthy, safe, and have extensive social, cultural and economic opportunities. This COMMUNITY PLAN is one that involves all partner organizations effectively working with each other. The Westerville Partnership is an on-going informal collaborative effort between City government, Westerville School District, Westerville Public Library, Otterbein University and the Chamber of Commerce. This natural alliance addresses emerging community issues by identifying potential shared resources and initiatives, and promoting civic engagement and innovation. A key success factor in the implementation of this plan rests with the Partnership continuing their collaborative problem-solving, proposing new ideas together, and leveraging shared capital for greater community outcomes. One of the key tools in implementing this Plan through this partnership is tracking changes in measurable outcomes (i.e. demographics, usage statistics) over time, to reach shared goals.

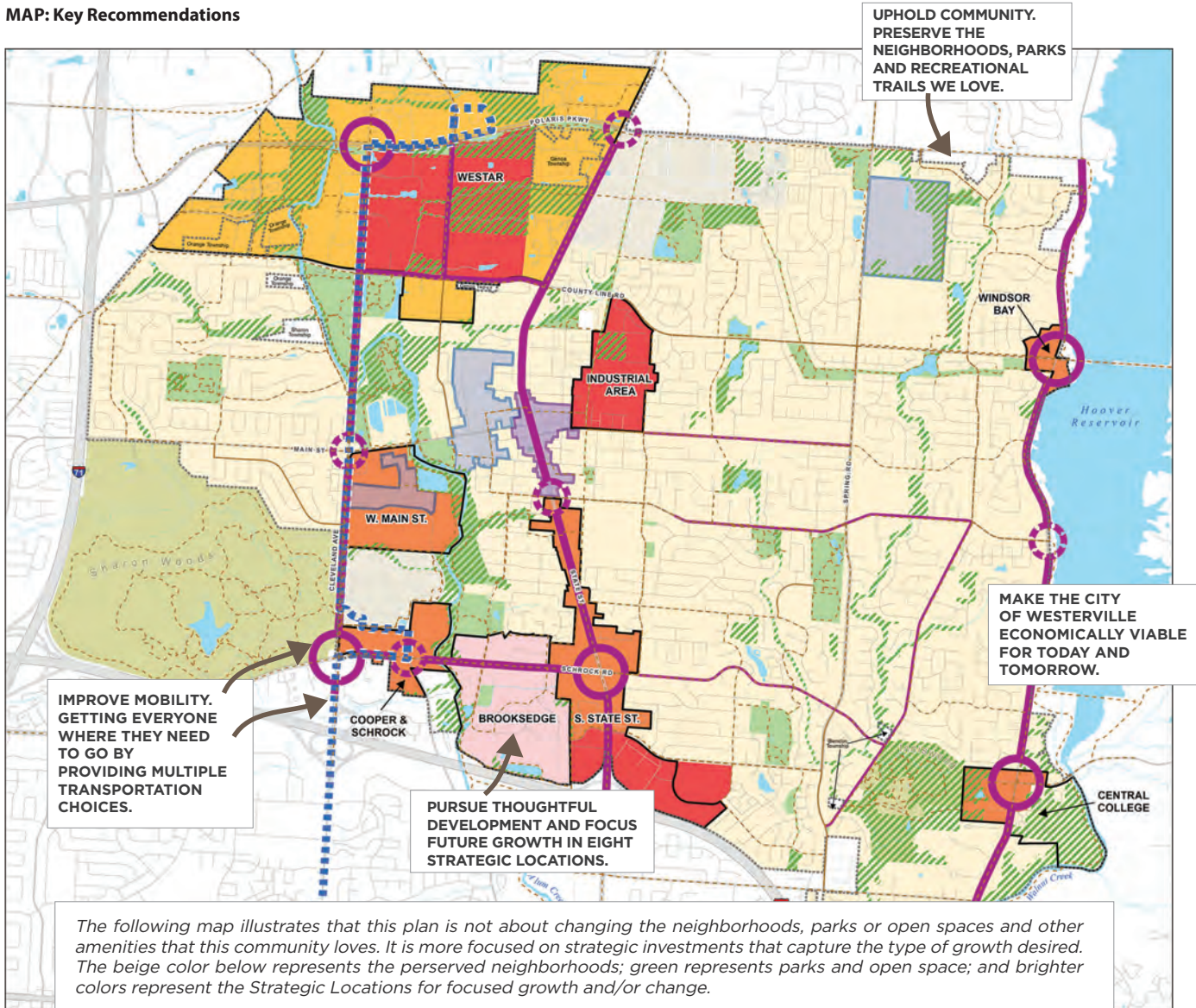


RECOMMENDATIONS AS GAME CHANGERS

The following Recommendations, if successfully implemented, would truly change Westerville's competitive edge. These represent a holistic approach for community involvement. It is not the sole responsibility of local government to implement these strategies.

- C1.1** (p.41) Westerville Partnership data and measurements create team focus.
- C1.2** (p.41) City and school district collaborate to reinvest in workforce development as an attraction for companies and young families in the workforce.
- D1.1** (p.84) Update the Westerville Zoning Code to reflect the character types.
- D4.5** (p.163) Evolve existing housing stock for today and tomorrow's market.
- D13.1** (p.175) Explore delivery of affordable 1 GB high speed internet to every house and business.
- M3.1** (p.215) Develop mixed-use around transit stops.
- E1.2** (p.225) New development is built as urban walkable form around transit stops.
- E1.5** (p.225)

MAP: Key Recommendations



The following map illustrates that this plan is not about changing the neighborhoods, parks or open spaces and other amenities that this community loves. It is more focused on strategic investments that capture the type of growth desired. The beige color below represents the preserved neighborhoods; green represents parks and open space; and brighter colors represent the Strategic Locations for focused growth and/or change.

General	Water Body	Development	Enhancement Area	Mobility
Uptown District	Water Body	Intensity 3 (highest)	Residential Preservation	BRT Route
Otterbein University	Parks	Intensity 2 (medium)	Non-Residential - "as-is"	Trail/Bikeway - Existing & Proposed
Natural Areas	Metro Park	Intensity 1 (lowest)		Priority Corridor 1
River/Stream	Strategic Location Boundary			Priority Corridor 2
	Westerville City Boundary			Priority Corridor 3
				Primary Intersection
				Secondary Intersection

PROCESS

In 2014, the City of Westerville began a planning initiative to be better prepared for a changing tomorrow. This process, called **“Imagine Westerville Community Plan,”** originated and guided by:

1. Analysis of existing data
(see ‘Demographics’, p. 20-34; and ‘Rationale’ in each section)
2. Identifying what residents, businesses, students and visitors value most about the city today, and what they want for Westerville’s future. This process emphasized that development and transportation choices made today greatly impact our sense of community, quality of life and economic viability tomorrow.
3. Analyzing public comments and facts, and assembling that input for consistency.
4. Preparing the plan by organizing the document around key findings and recommendations summarizing data analysis, public input analysis, and best examples of other vibrant university communities of similar size.

Outlined below are the major milestones of the planning process:

DATA AND IDEA GATHERING: Spring 2014

A Steering Committee (City Administration, Legal Counsel, Mayor and Planning staff) published a call for residents and business owners to apply to serve on a Citizen Advisory Team (CAT). After reviewing submissions, the Steering Committee selected 23 applicants. The CAT met monthly from May 2014 to July 2015 (15 months) with planning staff and lead planning consultant to initiate a rigorous public input process and develop the key recommendations of the plan. More than 2,000 volunteer hours were spent by the CAT in monthly meetings and public events.

A City staff internal team, with representation from each department, was organized to meet monthly from June 2014 to June 2015, outlining existing resources, challenges and their vision for future growth. This team provided, reviewed and reacted to data, public feedback and Council/Planning Commission direction.

A **“Snapshot Report”** (August 2014) outlined demographic trends, key findings from census data, the **Economic Development Strategic Plan** for Westerville (2014), the **Parks, Recreation and Open Space Plan** (2014), **Westerville Branding Initiative** (2014) and all previous planning documents, such as the **Uptown Plan** (2014) and **South State Street Corridor Study** (2002), all of which contributed to the baseline of this Imagine Westerville! Community Plan.

See page 19 for full list.

GOAL SETTING: Summer 2014 to Spring 2015

March 1, 2014: COUNCIL MEETING. Example comprehensive plan review, approve Speaker Series and process to developing guiding principles.

March 11, 2014: SPEAKER SERIES. “Community Health & Wealth,” Scott Ulrich with Columbus Healthy Places; Nancy Reger, MORPC.

April 8, 2014: SPEAKER SERIES. “Sense of Place,” Kyle Ezell, Ohio State University Knowlton School of Architecture; Jamie Greene, Planning NEXT.

May 13, 2014: SPEAKER SERIES. “Connectivity,” Kerstin Carr, MORPC; Terry Foegler, City of Dublin.

July 1, 2014: COUNCIL MEETING. Multi-family “Missing Middle” housing discussion.

Summer 2014: PUBLIC OUTREACH. Invitation to citizens to the August Planning Workshops: website, surveys, Facebook and Letters to the Editor resulted in more than 19,000 people who interfaced with the project.





August 26/27/28 2014: COMMUNITY PLANNING WORKSHOPS. Three days of 280+ people.

September 9 and November 11, 2014: JOINT COUNCIL / PLANNING COMMISSION WORK SESSIONS.

October 10, 2014: MORPC SUSTAINABILITY SUMMIT. The overall ideas of the plan and process were shared with regional communities for public discussion and feedback.

December 4, 2014: CHOICES WORKSHOP. Reviewed and made considerations of three growth scenarios with metric outputs. Eighty-four people attended; 120 online survey participants.

March 6, 2015: BUS TOUR. Met with officials and discussed the merits and challenges of local projects, including the Worthington Wilson Bridge and UMC site, Upper Arlington Lane Avenue and Kingsdale, Grandview Yard and the Bexley Main Street Corridor.

March 7 and June 9, 2015: COUNCIL. Preferred scenario for each strategic location reviewed and discussed. Outline and organization of document confirmed.

April 27, 2015: "REVEALING THE FUTURE" OPEN HOUSE. Public review and prioritization of drafted strategies and Recommendations.

DOCUMENT DEVELOPMENT & ADOPTION PROCESS: Spring 2015- Spring 2016

August 2015: PUBLIC DRAFT. Released for review. Available online and hard copies available at Westerville Public library, City Hall, Otterbein University Library, Planning & Development offices, Westerville Area Chamber of Commerce and Westerville City School District offices. A total of 541 editing suggestions were submitted over six weeks.

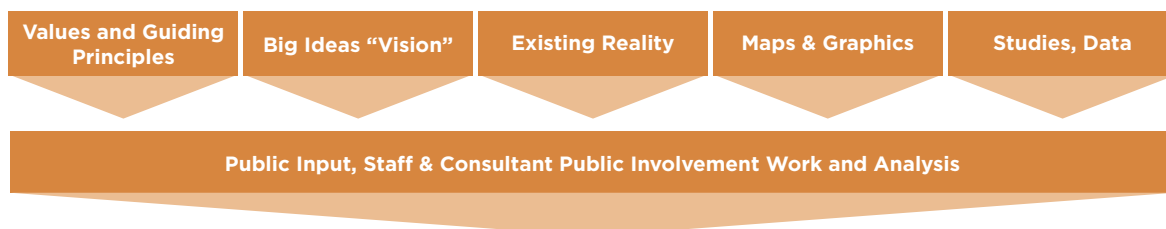
August 26, September 24, October 27, November 23, December 15 2015: PLANNING COMMISSION. Public review and editing of document. Clarification of organization and consistency recommended. Detailed editing performed.

September 9 and November 10, 2015: JOINT COUNCIL / PLANNING COMMISSION WORK SESSION. Issues, refinements, and public feedback.

January 27, February 24, March 23 and April 27, 2016: PLANNING COMMISSION. Draft review and public hearing.



PROCESS OF THE COMMUNITY PLAN



Public Engagement

A community plan needs to be developed by the community it serves. It is true that not every one of the 37,000 residents, 42,000 employees in the workforce, or 3,000 university students chose to participate, but thousands did, and even many more thousands heard about the planning process. Below outlines the majority of these outreach and engagement efforts:

SUMMER OUTREACH

Summer 2014
Arts Festival, (3) Fourth Fridays, (31) Civic Group presentations, (30) posters, public mailer to 30,000 residents; (5) newspaper ads in ThisWeek; (10) letters to the editor; Facebook posts reach 19,000+ people; Banner over State Street.



JOINT COUNCIL / PLANNING COMMISSION WORK SESSION

September 9 and November 11, 2014
Review public workshop outcomes, guiding principles and process forward. The Guiding Principles, as developed from the August workshops, were:

- Strengthening the attractiveness of the physical environment (**96%**)
- Fiscally strong community (**93%** agree or strongly agree)
- Providing more places where walking is safe and enjoyable (**89%**)
- Increasing the intensity of development in strategic locations (**88%**)
- Respecting the heritage of areas that have historic significance (**88%**)
- Pursuing opportunities where uses can be integrated (**86%**)
- Expanding housing choice that supports economic development (**66%**)
- Maintaining primarily land use as single-family housing (**63%**)

COMMUNITY CHOICES WORKSHOP
December 4, 2014
Reviewed and made considerations of three growth scenarios with metric outputs. 84 people attended; 120 on-line survey participants.

TOUR OF CENTRAL OHIO COMMUNITIES

March 6, 2015
Met with officials and discussed the merits and challenges of - Worthington Wilson Bridge and UMC site; Upper Arlington Lane Avenue and Kingsdale; Grandview Yard; Bexley Main Street Corridor.



SPEAKER SERIES
180 people attended
March 11, 2014
Community Health & Wealth
April 8, 2014
Sense of Place
May 13, 2014
Connectivity



CITIZEN ADVISORY TEAM

May 2014 - July 2015
(15) monthly meetings



Vaughn Bell
Dennis Blair
John Bokros
Kimberly Burton
Matthew Crill
Diana Ferguson
Nicole Fischer
Sarah Galbreath
Chris Hayter
Paul Johnson
Suzanne Kile
Bob Lawler

Karen Lint
Carol Mahaffey
Steve Munger
Henrietta Nwomeh
Dr. Allen Prindle
Rick Rano
Al Schutz
Maureen Trimble
Alan Vestal
Jon Walden
Bill Zieber

SNAPSHOT REPORT

August 2014
Existing demographic conditions and trends published analyzed, summarized and published.



HIGH SCHOOL PRESENTATIONS

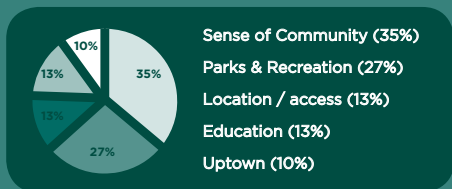
December 2014
14 classes, 300+ students participated and voiced ideas for future development.

COUNCIL

March 7, 2015
Preferred scenario for each strategic location reviewed and discussed. Outline and organization of document confirmed.

COMMUNITY PLANNING WORKSHOPS

August 26, 27 and 28, 2014
Three days of 280+ people identifying Westerville's "strengths" (Historic Uptown, Otterbein University, and parks); areas needing attention (traffic and unattractive or outdated development); as well as areas of opportunity (redevelopment). A total of 364 "Treasure Cards" were completed, identifying what the community treasures most:



Three growth scenarios were introduced to the public for initial feedback:

- A:** Continue to develop similar to today's patterns
- B:** Moderate intensification in strategic locations
- C:** Robust development of walkable mixed-use in strategic locations

Stakeholder groups were interviewed: education, local business, large businesses, arts & culture, sports, transportation and utilities.



REVEALING THE FUTURE OPEN HOUSE

April 27, 2015 and then boards on public road show for three weeks
Boards and Display - community voted on

Top 10 favorable Recommendations:

1. Promote Uptown.
2. Complete Community Center expansion and recreational trails.
3. Retain Westerville's unique sense of place with architecture, landscaping, gateways.
4. Creative innovative city amenities such as fiber optic lines to every home and business.
5. Invest in infrastructure that will retain and attract businesses.
6. Job creation is more than just building office buildings.
7. Continue to implement the Uptown Plan and parking recommendations.
8. Collaborate with school district for particular redevelopment goals, then reinvest back into district workforce development.
9. Incorporate green infrastructure into City's capital projects.
10. Encourage and incentivize retrofitting existing buildings where practical.

Top 10 Recommendations needing work or eliminated:

1. Executive housing options and redevelopment of older housing along Sunbury Road and Uptown.
2. Encourage multi-family housing that reflects Westerville's architectural style, is appropriately scaled.
3. Partner with public and private partners to fund neighborhood enhancements.
4. Incorporate various housing choices that meet the needs of multiple economic and intergenerational ranges.
5. Do not allow parking to drive the overall design of a development.
6. Complete and expand upon the Alum Creek Corridor Park.
7. Require transitions in building scale and massing so development is sensitive to surrounding neighborhoods.
8. Consider incentives for building a boutique hotel or B&B in Uptown.
9. Establish wayfinding for truck and freight movements within and through the community.
10. Protect established neighborhoods by providing sensitive transition between existing and new neighborhoods.



CITY COUNCIL REVIEW AND ADOPTION
May - July 2016

2015

2016



WESTERVILLE WALKABOUTS

June 2015
Planning team walked the strategic locations, public invited, to discuss what had been proposed so far.



PUBLIC DRAFT RELEASED FOR REVIEW

August 2015
Available online and hard copies available at Westerville Public Library, City Hall, Otterbein University, Planning & Development offices; Westerville Area Chamber of Commerce; and Westerville City School District offices. A total of 541 editing suggestions were submitted over six weeks.



JOINT COUNCIL / PLANNING COMMISSION WORK SESSIONS

September 9 and November 10, 2015
Issues, refinements, public feedback thus far, and editing process.

PLANNING COMMISSION
January 27, February 24, March 23, and April 27, 2016.
Public review, adoption and recommendation to Council.

PLANNING COMMISSION PUBLIC REVIEW AND EDITING

August 26, September 24, October 27, November 23, December 15 2015.

STRATEGIC LOCATION NEIGHBORHOOD DESIGN MEETINGS

All property owners invited to review and discuss a vision.

- Brooksedge & State St - March 2015
- Central College - March 2015
- Windsor Bay - March 2015
- Westar - March 2015
- Industrial Area - April 2015
- West Main Street - April 2016

PURPOSE

The purpose of a comprehensive plan

Planning for the future means articulating a community’s vision for its future and what the city, including government, educational institutions and businesses working together, can do to preserve and enhance what is most important. There are opportunities to protect important natural environment features while providing for appropriate growth and development. It is understanding the potential of a place, and working together on the “big ideas” that in many cases takes many years to plan, pay for and build, such as a major roadway or new water and sewer infrastructure. This plan for the future is a statement of optimism and belief in the future: that this City can become a better place through the concerted efforts of both the public and private sectors.

How will Westerville know if the planning efforts are successful? Communities, like businesses, measure their success with metrics that can be reviewed on a regular basis. A factual reporting of agreed-upon metrics, or measurements, will allow the community to gauge success over time.

For example, metrics of “Grow as a City within a Park” may be:

1. Private investment made as stimulated by streetscape improvements (macro);
2. Resident satisfaction survey of the Westerville Parks & Recreation Department (macro);
3. Number of street trees planted annually (micro).




A comprehensive plan IS:

- a community vision articulated with a collection of facts and analysis
- recommendations to achieve the vision through strategies and Recommendations
- a tool for decision making
- a framework for more specific planning
- a plan for the whole community to implement over the long term (20+ years)

A comprehensive plan IS NOT:

- a mandate for development
- a zoning ordinance
- a city budget
- an unchangeable plan
- a “to-do” list or formal obligation for City government.

How to use this document

SECTION TITLE	FACTS AND DATA	DESIRED OUTCOME (STRATEGY)	SECTION TITLE
PARKING	<p>Existing Conditions</p> <p>Westerville’s core Uptown area has a traditional street grid with on-street parking and smaller parking lots in the back of commercial and mixed-use buildings; the rest of the city has evolved in a more suburban pattern of large parking lots in the front of commercial, retail and office buildings, with setbacks conducive of planting areas for trees and turf.</p> <p>Future Needs</p> <p>as indicated from growth trends and potential capacity of increased commercial, office, retail and residential uses, are for increased parking. Even if the community is able to shift the needle (“mode shift”) to other ways of travel – meaning if more people are willing to walk, bike, car-pool and take the public bus to work, school and appointments – the majority of users will most likely still drive.</p> <p>A “City in a Park” would make sure all parking balances convenient access with visual appeal and lush landscaping</p> <p>Parking needs are changing</p> <p>A balanced view point is needed when thinking of future parking needs, as research asserts the driving boom is on the decline (thus parking ratios would be less); the next generation does not want to drive¹, they want to walk; there is interest over fluctuating gas prices, driverless cars and increased telecommuting. Westerville’s aging population has particular needs when it comes to driving and parking.²</p> <p>Westerville can encourage a decrease in parking needs by:</p> <ol style="list-style-type: none"> 1. Land use choices – mixing uses so that it is easy to walk and bike from home to work, school and shopping. 2. Convenient and reliable public transit that can easily be reached by walking to the bus stop – this would have to be partnered with 1 and ‘transit-oriented-development’ design standards, especially along Cleveland Avenue and State Street. 3. Change in demographics and their preferences.³ <p>To be fiscally viable, mixed-use development of increased densities in the strategic areas will necessitate a different paradigm of parking standards – namely, on-street parking, shared parking lots and parking structures. Increased jobs per acres provides a revenue stream to pay for the shared parking facilities, thus allowing the desired development to make economic, social and environmental sense.⁴</p> <p>28% of all land developed for institutional, civic, commercial, office and industrial uses is used for PARKING LOTS. (See data table in land use)</p> 	<p>M5 Develop smart parking policies to be applied throughout the city.</p> <p>ACTION ITEMS</p> <p>MS.1 Implement the Uptown Parking Study recommendations to enhance the vibrancy of the Uptown District.</p> <p>MS.2 Update current parking requirements and site design standards to support the functional parking needs of all land uses as well as enhancing the sense of place – “City in a Park.”</p> <p>MS.3 Pursue on-street parking in applicable urban-areas using the street design priority matrix – see Corridor Section.</p>  	<p>PARKING</p> <p>RECOMMENDATIONS</p> <p>CHAPTER TAB</p> <p>MAPPING</p> <p>Maps are for illustrative purposes of desired urban form. They do not represent literal capital projects.</p>

CONTEXT

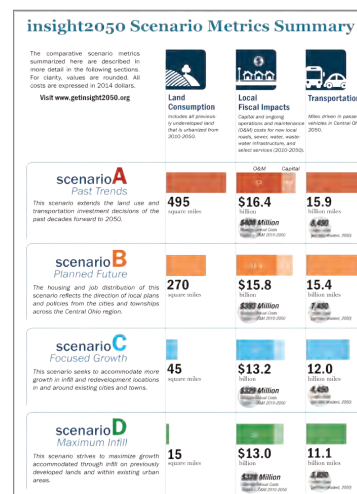
Regional

The Central Ohio area is one of serene beauty, hard-working and kind hearted people, and opportunity. Columbus and all of the counties and cities surrounding the state capital are invested in each other for success. **The Columbus Metropolitan Statistical Area (MSA)' is home to 1.9 million people.** With 37,000 people, Westerville represents 2% of the MSA population. If the region expects 500,000 in population growth in the next 30 years, Westerville's projection of 9,000 additional people remains 2% of the total growth in the MSA.



The Mid-Ohio Regional Planning Commission (MORPC), along with Columbus District Council, Urban Land Institute (ULI) Columbus and Columbus 2020, have partnered to develop **insight2050**, a collaborative initiative among public and private partners designed to help communities pro-actively plan for development and population growth in Central Ohio over the next 30+ years that is expected to be dramatically different from the past. A few results of that study include:

- The region could very well experience growth by way of 300,000 new residences; 300,000 new jobs; 500,000 additional people; and 1 billion square feet of new or redeveloped non-residential building space by 2050.
- 81% of our region's new households will be without children. While this includes Millennials, this growth will be driven substantially by the increasing numbers of "Empty Nesters" (one and two person households) as the Baby Boomers reach later stages of life in numbers greater than any previous generation.
- Looking ahead to the next 30 years, projections and other emerging trends suggest that the market demand will be very different: More walkable neighborhoods; more mixed use environments; more mixed age, mixed income communities; smaller residences; more transportation choices.



How is Westerville a positive participant in the success of Central Ohio?

Westerville is a strong contributor to the Central Ohio region, with an economic base of finance and health care industries, higher education at Otterbein University and Columbus State Community College, and "City within a Park" recreational experiences. Through partnerships with MORPC, ULI Columbus, Columbus 2020; through an exchange of information across our region; and by staying knowledgeable of surrounding municipality's growth and development policies, Westerville can continue to be a positive participant in the success of Central Ohio. By being good neighbors, we coordinate roadways, recreational trails, business growth, water quality protection and food production, helping us all succeed.

Coordinating economic development with neighboring communities helps attract quality jobs and talented workforce in the region. Our neighbors and regional partners play a vital role in protecting the quality of our air and water, important and vulnerable assets. We encourage each other to grow in a way that achieves the community's vision, with compact development in particular locations that take advantage of a growing public transit system and protect water riparian ways as a recreational resource to ensure a vibrant future.

METROPOLITAN STATISTICAL AREA

In the United States, a metropolitan statistical area (MSA) is a geographical region with a relatively high population density at its core and close economic ties throughout the area. The Columbus MSA includes Delaware, Fairfield, Franklin, Hocking, Licking, Madison, Morrow, Perry, Pickaway and Union counties. The Mid-Ohio Regional Planning Commission serves all of these counties.

Historical Context

Native American peoples made Westerville their home for generations. The land between Big Walnut Creek and Alum Creek was traversed by the Paleo-Indians and their descendants. By the time the first settlers arrived in the area, the Wyandot was the primary tribe remaining in the area, with campgrounds along Alum Creek.

In 1805, Edward Phelps and Isaac Griswold left Windsor, Connecticut to travel to Central Ohio to look for fertile land for farming. They staked out land along Alum Creek and their families arrived in the summer of 1806, building log homes and clearing farm fields in the area of State Route 161 and Westerville Road. Their relationships with the Native Americans were mainly positive. However, in 1813, as conflict began to break out across the frontier, the pioneers chose to build a fort where Pioneer Cemetery is located today. When the men were called into duty with the militia, the women sought shelter at the log fort.

Farther north in what today are the city limits of Westerville, Garrit Sharp arrived in 1809. Following him was the Westervelt family in 1817. Matthew and Peter Westervelt set aside a parcel of land to be used as the site for an institution of higher learning – the Blendon Young Men’s Seminary – and a parcel to be divided into city lots to be sold to pay for the school. The generosity of the Westervelts was recognized when the village was named in their honor, yet the seminary did not survive. The campus was offered to the United Brethren in 1847 and Otterbein University was formed. That school was one of the first to admit women and people of color without restrictions.

The townspeople had a reputation for their abolitionist sentiments and a number of residents participated in the Underground Railroad. Local resident Benjamin Hanby became known for his famous anti-slavery ballad “Darling Nelly Gray.”

When Westerville incorporated as a village in 1858, the citizens banned the sale of alcohol. Challenges to this occurred in the 1870s with a series of events called the “Whiskey Wars” when two saloons were vandalized and damaged by dynamite explosions. In 1909, the Westerville Board of Trade used this strong anti-alcohol history and the gift of land and a home to entice the Anti-Saloon League of America, the organization most responsible for the passage of the 18th amendment to the U.S. Constitution, to locate their national printing center in the village. Forty tons of anti-alcohol printed material was shipped monthly from the location and earned Westerville the nickname, “Dry Capital of the World.” Uptown Westerville remained without a liquor establishment until January of 2006.

Historical Population of Westerville

CENSUS	POPULATION
1870	741
1880	1,148
1890	1,329
1900	1,462
1910	1,903
1920	2,480
1930	2,879
1940	3,146
1950	4,112
1960	7,011
1970	12,530
1980	22,960
1990	30,269
2000	35,318
2010	36,120
2015	37,500 <i>(estimate)</i>



Towers Hall, Otterbein University

the story of state street

CONSTRUCTION OF INTERURBAN ELECTRIC CAR RAIL



[18]

1895

STATE STREET WITH ELECTRIC CAR



1906

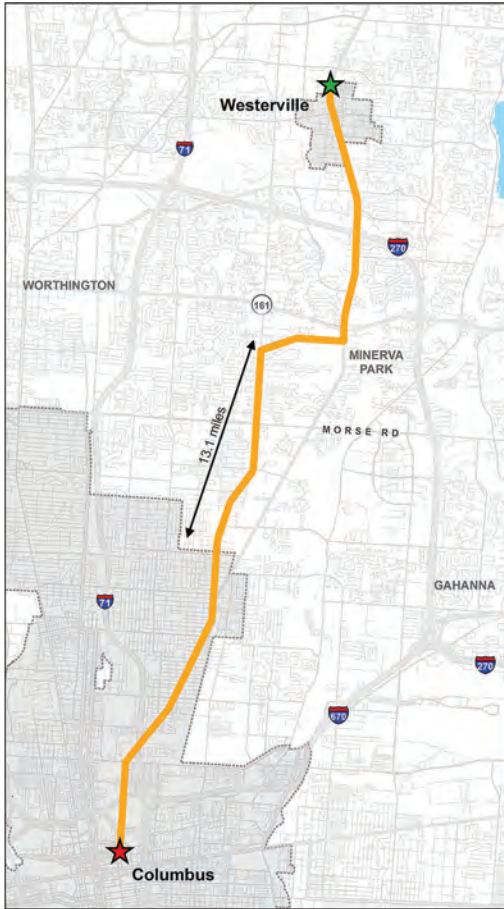
STATE STREET WITH INTRODUCTION TO CARS



1920

All images courtesy of Westerville Public Library

By 1826, there were one-room schools spread across the area. In 1855 a brick one-room schoolhouse was built on Home Street and the Westerville Public School District was born. The village gradually grew and improved with the advent of the railroad in 1870, the trolley line in 1895 and other improvements like the telephone, electric street lights, and a water plant. In 1916, Westerville became the first village in Ohio to adopt a council-manager style of governance. In 1930, the public library was opened, and in 1936, the City opened its first public park.



- Current Road Network
 - Columbus Streetcar Line - 1927
 - City Boundaries - 1927

Manufacturing developed along the railroad line including Bennett Manufacturing Company which made stump pullers and exported them internationally; Hance, maker of go-cycle scooters for young people; and Kilgore, which was the nation's foremost producer of toy cap pistols. During World War II, Kilgore produced signal flares and hand grenades to aid in the war effort. By the end of WWII, the Westerville Creamery had become the largest family-owned producer of canned milk in the country.

Automobiles and the freeway system linked Columbus and Westerville more closely together and auto-oriented commercial development expanded.

In the 1960s, the first shopping center opened on Schrock Road and State Street. The Parks and Recreation Department was established and a full-time fire chief was hired. In the 1970s, new subdivisions doubled the population, creating 30% of Westerville's current housing stock. By 1980, land use was 90% residential. At that time, city leaders knew that commercial business and retail uses were necessary for the future economic stability. Thus, Brooksedge Business Park was established.

In 1984, St. Ann's Hospital located to Westerville to meet the needs of the growing population. Also 941 acres were annexed from Delaware County into the city, specifically for job growth.

Today, Westerville prides itself for being a City within a Park with an engaged citizenry and talented, educated workforce. This Plan's vision is to continue the tradition of progress upon which Westerville was founded.





Otterbein University – Towers Hall 1847



Stoner House – Underground Railroad stop 1852



1950's suburban development - Westerville Estates



Schneider's Bakery, at current location since 1957



Suburban home, 1967



1990 - Suburban development - Spring Grove North



Housing, 2010



Housing 2000

Development Patterns

1848 to 1920s - Population 70 - 2,400.

By 1856, the Village of Westerville had been platted and a college founded through the efforts of the Westervelts, early settlers from Dutchess County, New York. The citizens rewarded the philanthropy of the family by naming the first post office Westerville, thus naming the village. This early plat map (1872) shows the plank road from Columbus passing through the village with businesses springing up along the route and creating the forerunner of the Uptown business district. Every year new streets were laid out, new walks built, the bark being supplanted by brick in the late 1860s. The population in 1840 was under one hundred with two or three stores and one church. By 1858 the population was 275 with businesses emerging to serve the citizens and the 267 students at Otterbein University. In the 1850s, Westerville hosted several stations on the Underground Railroad. It took two hours to travel from Columbus to Westerville via stagecoach. *Examples of businesses during that time period include: Otterbein University, Everal Tile and Brick Works, electric service from Bennett MFG. Note that Bennett MFG provided the first electric service in Westerville. By 1920s the city had taken over running the service.*

1930 to 1980s - Population 2,800 - 22,900.

After WWII, the City grew exponentially with suburban housing tracts. In the 1970s, with Ohio's tax structure making income tax the municipal revenue source for public infrastructure – parks, streets, and sidewalks – the City realized it was 90% residential and began exploring how to increase jobs. Brookside Business Park was established off of I-270 when the interchange was built in 1970. This opened opportunities for business expansion as well as quick automobile and truck access to the region and Port Columbus International Airport. *Examples of businesses during that time period include: Worthington Industries (1955); MAC Tools (1961 from Mechanics Forge Co. 1938); Lakeshore Cryotronics (1967); Cheryl's Cookies (1981); Mount Carmel St. Ann's Hospital (1984).*

1990 to 2010 - Population 24,000- 36,120.

The 1990s development patterns were part of the housing boom, with many suburban developments such as this photo (left), increasing opportunities for families to be a part of the Westerville City School District. The separation of uses (homes from business areas, shopping centers and schools) has contributed to Westerville's auto-oriented base. The majority of the established residential neighborhoods can be well-maintained for future viability. In 1995, the "941" (941 acres) was annexed into the City north of County Line Road. In 2009, the OhioHealth Westerville Campus was built along Polaris Parkway and Cleveland Avenue. In 2014, Westar Place was planned and commercial development began in this corridor. Now the City is 65% residential and 35% business. New development from 2015 onward can be more reminiscent of the earliest examples, thus keeping a healthy jobs-to-housing ratio. *Examples of businesses during this time period include the "Medical Mile" established along Cleveland Avenue – St. Ann's to Nationwide Children's Hospital Close to Home to OhioHealth on Polaris.*

Planning Documents Referenced in the Westerville Community Plan

YEAR	PLAN	OUTCOME
1955	Community Plan for Westerville	<ul style="list-style-type: none"> • College town of 4,112 “far enough away to keep from being called a suburb of Columbus.” • From 1945-1955, 501 acres annexed into the City of Westerville • <i>“It will remain for the older social groups in town to make conscience efforts to try to assimilate the newer residents as an integral part of the community, instead of allowing them to remain the “outsiders”; only in this way can Westerville keep the social environment it has cherished and sought to maintain.”</i> (Stated in plan) • Municipal outdoor amphitheater built • Municipal swimming pool (now the Jaycee pool)
1962	Westerville Comprehensive Master Plan	<ul style="list-style-type: none"> • Population of 8,200 with a plan to accommodate 40,000 • “It is generally agreed that unchecked urban sprawl neither results in effective utilization of land, nor produces a stable and desirable environment.” • “All drainage ways in flood ways of Alum Creek are to be gradually acquired as part of the public recreation and open space system...lessening drainage costs.” • Defined “neighborhood shopping centers” and “community shopping centers.” p.31 • Industrial areas defined as north of I-270 and N State Street served by the railroad. • City facilities planned: larger city hall, library, common pleas court and civic auditorium; two-three fire stations, hospital and public works yard. • I-270 interchanges at Cleveland Avenue, SR3, Spring Road and Sunbury Road • Westerville (South) High School built 1960 – plans for expansion
1995/2000 (updated)	North Westerville Plan	<ul style="list-style-type: none"> • 941 acres annexed from Blendon, Sharon, Orange, and Genoa Townships into the City of Westerville. • Construction of Polaris Parkway, Cleveland Avenue, McCorkle Boulevard, and County Line Road from State Street to Cleveland Avenue and Worthington Road. • Widening of Sunbury Road, County Line Road (from Otterbein to Spring) and North State Street. • Alignment and widening of Africa Road. • Westerville Community Center and athletic fields.
1990	Central College Plan	<ul style="list-style-type: none"> • Zoning recommendations to keep original 1847 plat intent – commercial, religious, educational and housing types found in a village.
1997	Central College Plan [Elmer]	<ul style="list-style-type: none"> • Village plan with small commercial, multiple housing types, civic uses all in walkable area.
1999	Polaris Parkway Corridor Design Standards	<ul style="list-style-type: none"> • Required planned development with final development plan approval. • Reduced building and parking setbacks with enhanced landscaping. • Parking to be at the side or in the back with screened parking lots. • Established roadway design standards for Cleveland Avenue and Africa Road.
2001 (not adopted)	Westerville 2020 Community Vision Plan	<ul style="list-style-type: none"> • Conservation easements and five-year financial plan
2002	S. State Street Corridor Study	<ul style="list-style-type: none"> • South State Street Corridor Special Overlay District
2010	Campus Area Planned Neighborhood District	<ul style="list-style-type: none"> • Established appropriate mix of uses in neighborhood contiguous to Otterbein University campus.
2012	Housing Study for Westerville	<ul style="list-style-type: none"> • Established potential demand for rental housing within various price points for existing and future population based upon incomes and jobs available
1997/2009/2014	Parks, Recreation and Open Space (PROS) Plan	<ul style="list-style-type: none"> • Voter approved income tax earmarked for Parks development and operations • Trail development continues • Alum Creek Park System - Edge Adventure Park • Community Center Expansion
2014	Uptown Plan	<ul style="list-style-type: none"> • Historic preservation efforts, infill and revitalization for economic stability. • Alleyways, Vias and increased shared parking and parking strategies. • Consideration of Uptown Management via Mainstreet or similar program.
2014	West Main Street Gateway Study	<ul style="list-style-type: none"> • Redevelopment potential of commercial areas along Cleveland Avenue and Main Streets in light of existing and future jobs and housing demands, using: <ul style="list-style-type: none"> o Recreational trails, future pedestrian bridge over Alum Creek and sidewalks. o Educational, commercial, civic and residential mixed use. o Increased public transit use – COTA BRT line.
2014	Economic Development 5-year Strategic Plan	<ul style="list-style-type: none"> • Targeted sectors for growth • Quality of life and sustainability as economic development tools

DEMOGRAPHICS

The City of Westerville has a reputation as one of the top locations in Central Ohio to live, work and raise a family. The City is known to have quality community services and facilities, many employment opportunities and a unique historic Uptown. The result is a **highly attractive community for families and businesses.**

But this is not without challenges. While population growth slowed over the 2000s, the region is **expected to grow at a much greater rate** over the next several decades. Westerville is anticipated to draw its share of these new residents, at a time when the City has virtually no opportunities to expand its boundaries. This will also challenge the road network and other infrastructure. Beyond growth, the community's demographics are shifting. With many long-term residents, median age is increasing at a faster rate than many Central Ohio peer communities. The City desires to attract quality jobs and keep existing neighborhoods viable. Thus, attracting a younger demographic to live and work here is vital for long-term stability.

TABLE: KEY DEMOGRAPHIC PROJECTIONS

Source: Census Data and ESRI

	2000	2010	2015 EST	% ANNUAL CHANGE 2000-2015	PROJECTED BASED UPON HISTORIC GROWTH	PREFERRED SCENARIO CAPACITY 2040
TOTAL POPULATION	35,318	36,120	36,414	0.20%	38,240	45,451
<i>Additional to 2015</i>	-	-	-	-	1,826	9,000
TOTAL HOUSING UNITS	12,580	13,739	13,763	0.22%	14,541	17,763
<i>Additional to 2015</i>	-	-	-	-	778	4,000
TOTAL JOBS IN LABOR FORCE*	23,500	30,100	37,929			66,929
<i>Additional to 2015</i>						29,000

* These numbers only represent full-time jobs

who we are



Key Findings in Westerville

Westerville has a number of characteristics that help define its physical environment. The following are a few key highlights from the Development chapter:

- 1. Slowing boundary expansion.** Westerville is the second largest suburban city in Central Ohio, with more than 37,000 residents. This population will see a significant increase in the retired age group, with smaller household sizes.
- 2. Nearing build-out.** Nearly 400 acres of undeveloped land remains in Westerville. Few parcels are larger than 10 acres, and the City limits will not expand.
- 3. Dominance of single-family housing.** Close to 66% of the City's land is used for residential purposes, with more than 3,000 acres comprised of single-family housing.
- 4. Strong parks systems.** The City maintains close to 600 acres of park land and 29 miles of recreational paths. There are also two major metropolitan parks within and bordering the City.
- 5. Connected but congested.** Access to two freeways have allowed the City's economy to grow, but have also strained its arterial street network. The City's two north-south connections to I-270 experience close to 50,000 cars per day.
- 6. Limited housing choices.** More than 70% of all housing stock is single-family homes, and over 40% of those were built in the 1970's and 80's. The current rental market has a 99.7% occupancy rate.
- 7. Sense of place in Uptown.** The character and vibrancy of Uptown is an asset today, and has potential to contribute more to the community in the future.

TABLE: TOTAL ACRES OF LAND USE

Source: GIS City data

TYPE OF LAND	2015	% OF 7,723 ACRES
Residential - sf	3,414	44.2%
Parks / Open Space	759	9.8%
Civic-Institution	753	9.8%
Commercial	702	9.1%
Roadways / Streets	688	8.9%
Office	594	7.7%
Residential - mf	489	6.3%
Industrial	164	2.1%
Agriculture	155	2.0%
Mixed-Use	4	0.0%
TOTAL ACRES	7,723	
*Parking Lots	623	
*Undeveloped	188	

**These acres are included in the land uses above, but these numbers reveal that there are significant acres under asphalt parking and very little undeveloped land remains."*



PEOPLE

Westerville is a large and growing suburb of Columbus, Ohio. The City grew quickly in the 70s and 80s, adding close to 10,000 residents each decade. Recently, growth has been more modest. The City's demographics, however, have not been as static. Household types mirror a national trend of smaller families and more individuals living alone. The community is aging at a faster rate than the state and other Columbus suburban communities. Racial and ethnic diversity has increased since 2000. So, while the overall increase in the population has been slow, the community has not stayed the same. The following are key points from the data that help reveal these dynamics.

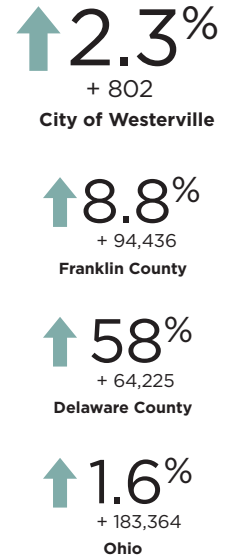
Where we are - Population

Second largest contiguous suburb of Columbus. With close to 37,000 residents in 2014, Westerville trails only Dublin in population. The growth of Columbus suburbs has been highly variable. A selection of Columbus suburbs were tracked over time by population. Many of these communities experienced growth after 1980.

Slowing growth between 2000 and 2010. The City of Westerville experienced its largest increase in population during the 1970s. More than 10,000 residents were added that decade alone. Since then, increases have been more modest. The city was passed by Dublin as the largest suburb of Columbus in the 2010 U.S. Census.

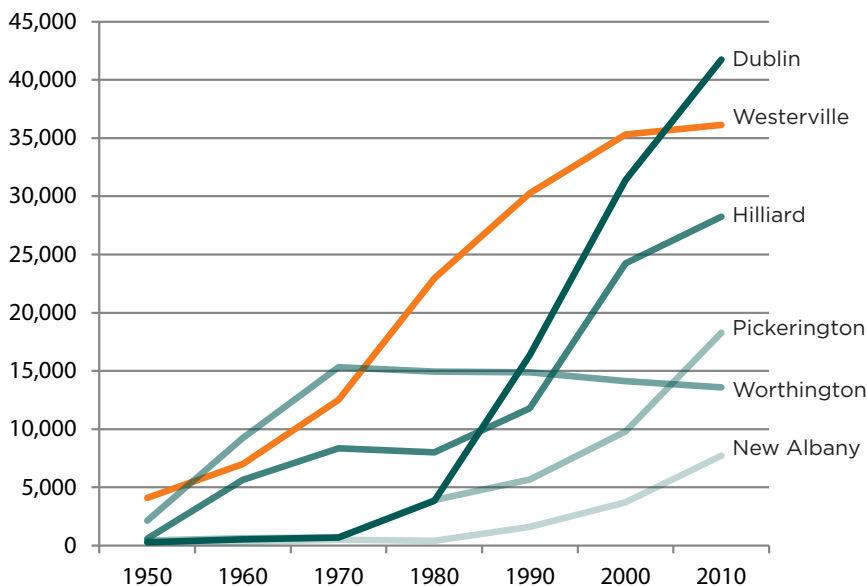
Strong growth predicted for the city over the next 10-30 years. According to MORPC, the City of Westerville may expect up to 9,000 (+25%) new residents by the year 2035. The actual growth will depend on a number of factors, including but not limited to available developable land for residential use, opportunities for higher density development and redevelopment, and changes in family size.

**TABLE:
CHANGE IN POPULATION
2000-2010**



Source: U.S. Census

TABLE: POPULATION CHANGE IN SELECTED COLUMBUS SUBURBS 1950-2010



Source: US Census

What makes a house a home?

DEFINITION

Household is a person or group of people living together in one housing unit.

Housing Unit is a house, apartment, mobile home, group of rooms or single room, which are intended as separate living quarters.

Family household is a group of two or more people living together in a housing unit who are related by birth, marriage, adoption, etc.

Source: U.S. Census

Where we are going - Households

A moderate 9% growth in the overall number of households since 2000. Nationally, the number of households is growing at a faster rate than the population (10.6% compared to 9.7%). Between 2000 and 2010, Westerville added just over 1,100 new households.

Households are decreasing in size. Between 2000 and 2010, the average size of households decreased from 2.7 to 2.5, which is still larger than the state and national average. Data from 2010 shows that household size, which had been decreasing since 1930, has stabilized. The mortgage crisis and subsequent recession (2007-2009) have been cited as reasons for this phenomenon.

Single-person households are the fastest growing type. Households made up of persons living alone increased by 27% from 2000 with 725 new households. This growth in single-person households is common in communities that are either attracting young adults and/or have an aging population. A majority of these new single-person households are made up of older adults.

The share of family households is decreasing. Since 2000, the share of family households decreased from 75% of households to 71%. Families with children under the age of 18 decreased at a faster rate, dropping from 39% of total households to 30%. While this does follow a trend at the state level, regionally the change in family households has been more static.

TABLE: CHANGE IN HOUSEHOLD SIZE AND OCCUPANCY 2000-2010

	2000	2010	2015	% change 2000-2010
Total Households	12,663	13,859	14,489	9%
Average Household Size	2.67	2.48	2.48	-7%
Occupied Housing Units	13,143	13,859	14,480	5%
<i>Owner Occupied</i>	12,663	10,670	72%	-16%
<i>Renter Occupied</i>	480	3,189	26%	56.4%

Source: US Census

TABLE: CHANGE IN HOUSEHOLD BY TYPE 2000-2010

	2000	2010	2015	% of HH 2010	% change 2000-2010
Total Households	12,663	13,859	14,489	100%	9%
Family Households	9,550	9,800	10,287	71%	3%
<i>With children under 18</i>	4,973	4,172	n/a	30%	-16%
Non-family Households	3,113	4,059	4,201	29%	30%
<i>Single-persons</i>	2,651	3,376	n/a	24%	27%

Source: US Census

Where we are - Age

An increasingly older community. Since 2000, Westerville's median age increased by 3.4 years from 37.8 to 41.2. While the median age at the state and county level is also increasing, it is doing so at a slower rate than Westerville. The City has an average older population than the comparable suburbs of Dublin, 38.4 and New Albany, 39.8.

The overall share of young people is decreasing. In the decade since 2000, the share of young people in Westerville has generally decreased. School aged children 15 and under decreased as a cohort by 16%, or by 1,200 individuals. While 15- to 24-year olds did grow as a cohort (around 5%, or 233 individuals) this growth was at a far slower rate than Franklin County. The County saw an 11% increase over the same time period.

A growing number of Westerville residents are now at, or approaching, retirement age. The fastest growing age cohort between 2000 and 2010 was the 55- to 64-year olds. This group added 2,400 people from 2000, an increase of more than 100%. Roughly 15% of the City's residents are now over the age of 65, compared to 22% between the ages of 25 and 44. In 2000, 27% of residents were between 25 and 44 and only 10% were over the age of 65.

**TABLE:
MEDIAN AGE OF POPULATION
(IN YEARS) WITH CHANGE FROM
2000-2010**

41.2
+ 3.4%
City of Westerville

31.2
+ 0.6%
City of Columbus

38.8
+ 2.6%
Ohio

37.2
+1.9%
United States

Source: US Census

TABLE: POPULATION BY AGE, 2000 CENSUS

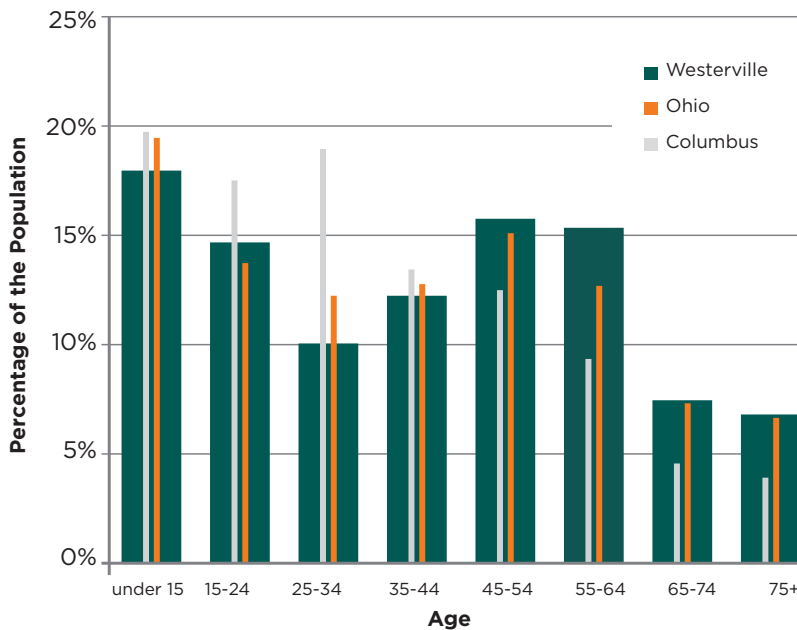


TABLE: CHANGE IN POPULATION BY KEY AGE, 2000-2010

	CITY OF WESTERVILLE			FRANKLIN COUNTY			DELAWARE COUNTY			OHIO		
	2000	2010	Change	2000	2010	Change	2000	2010	Change	2000	2010	Change
Population 55 to 64	3,095	5,518	78%	78,210	121,877	56%	8,893	19,862	123%	1,008,906	1,452,266	44%
Population 35 to 44	6,004	4,412	-27%	172,809	157,860	-9%	20,898	29,877	43%	1,805,316	1,479,831	-18%
Population under 15	7,658	6,454	-16%	227,531	233,663	3%	26,145	42,721	63%	2,399,087	2,243,444	-6.5%

Source: US Census

Race and Ethnicity

DEFINITION

Ethnicity and race are sometimes - but not always - synonymous. For example, the U.S. Census Bureau considers "Hispanic or Latino" an ethnic designation, but it considers "African American" a racial designation. A person may identify with one or both. An ethnicity is often a social classification, whereas race is primarily defined by physical characteristics. According to the Census, a Hispanic person might identify their race as "white," "black" or "other."

Where we are going - Diversity

Some of the most exciting, vibrant cities are also the most diverse.¹ More than 10% of Westerville City School students participate in Limited English Proficiency courses. According to the CRP Global Report and the Ohio Department of Education's 2013 OLEP report, close to 1,400 students in Westerville schools participate in English-as-a-second-language (ESL) courses. One out of every 10 Central Ohioans speak a language other than English at home.

Close to 6% of Westerville residents were not born in the U.S. Of the foreign-born population, 56% were naturalized U.S. citizens, and 92% entered the country before the year 2010. This follows a strong regional trend toward greater diversity of ethnic, racial and immigrant populations. Since 2010, 24% of the region's growth was from international migration.

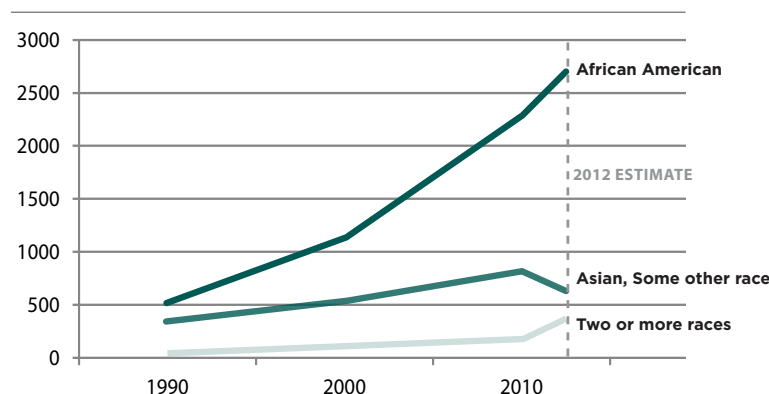
The African-American population increased in Westerville by more than 100% from 2000 to 2015. This was the largest growth within any minority group in the City. The Hispanic population increased about 3%.

As Westerville participates in the global economy, social awareness of diverse cultures promotes cross-education, dignity, respect, workforce development and entrepreneurship.²

TABLE: RACE OR ETHNICITY 2010

	Westerville		Franklin County	
	2010	% of Pop.	2010	% of Pop.
White	32,002	88.6%	805,617	69.2%
Black or African American	2,300	6.4%	247,225	21.2%
Asian	827	2.3%	44,996	3.9%
Some other race	177	0.5%	27,272	2.3%
Two or more races	753	2.1%	34,706	3.0%
Hispanic (of any race)	698	1.9%	55,718	4.8%
Foreign-born	2,253	6.2%	107,218	9.2%

TABLE: RACE OR ETHNICITY 2010-2012 - WESTERVILLE



¹Kinnoch, Daniel. "Does Diversity Make a Healthy Community?"

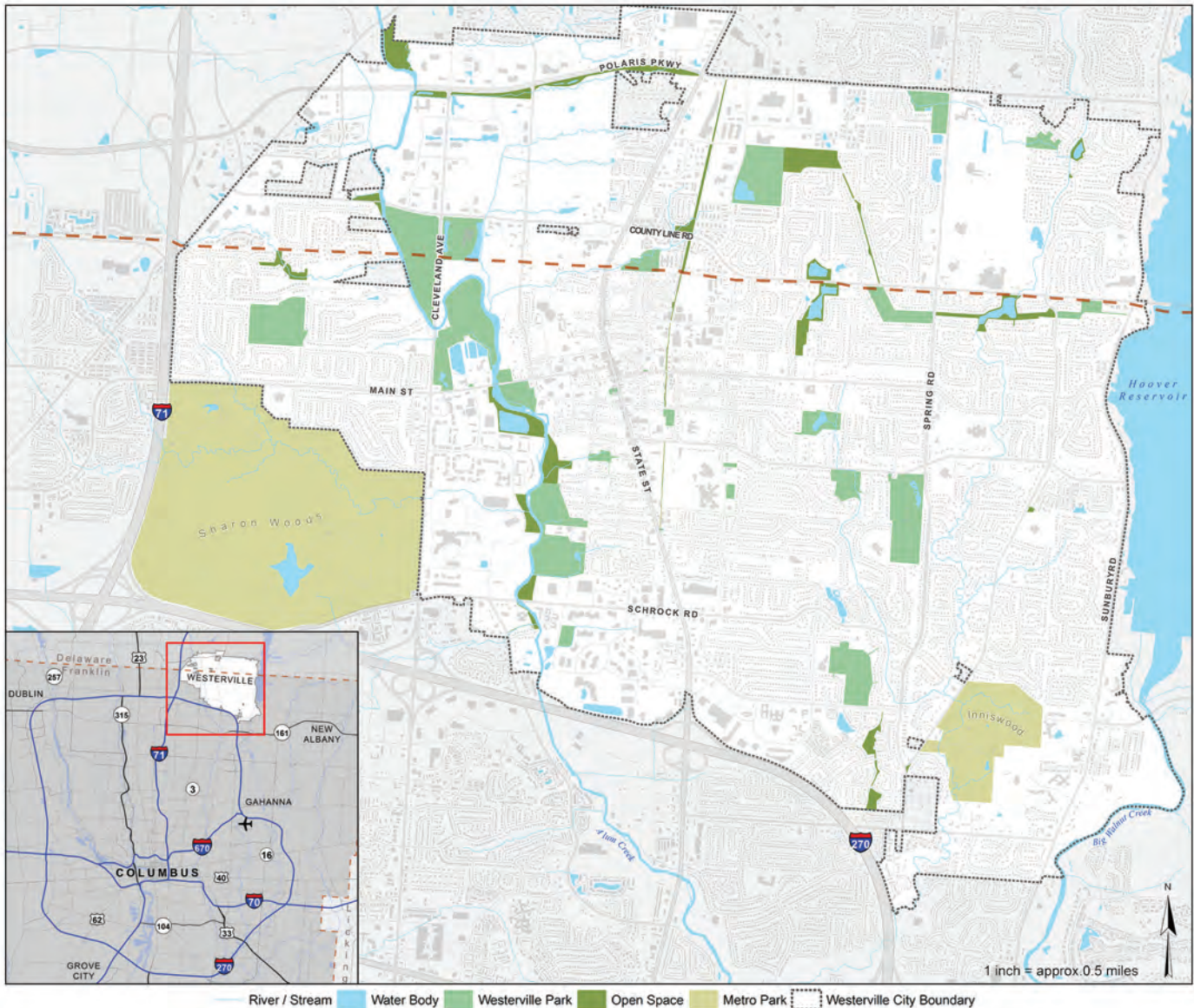
²Kirwin Institute. "Anchoring Equitable Development to Strengthen Institutions and Communities."

Source: US Census, American Communities Survey

PLACE

Westerville was incorporated as a village in 1858 with a population just over 700. The City's initial growth was relatively independent as the region around it remained relatively rural and disconnected. The building of Interstate 71 in 1962 and Interstate I-270 in the early 70s greatly enhanced the regional access for the City and ushered in an intense era of development. Through the 1970s and 80s, the City expanded in size and population. This development created much of the local street network, as land was annexed and subdivided for residential development. Today, the City's primary land use is still residential, but recent growth in health care facilities and offices have narrowed that margin. The following set of key points illustrate the physical characteristics of the city.

WESTERVILLE CONTEXT MAP

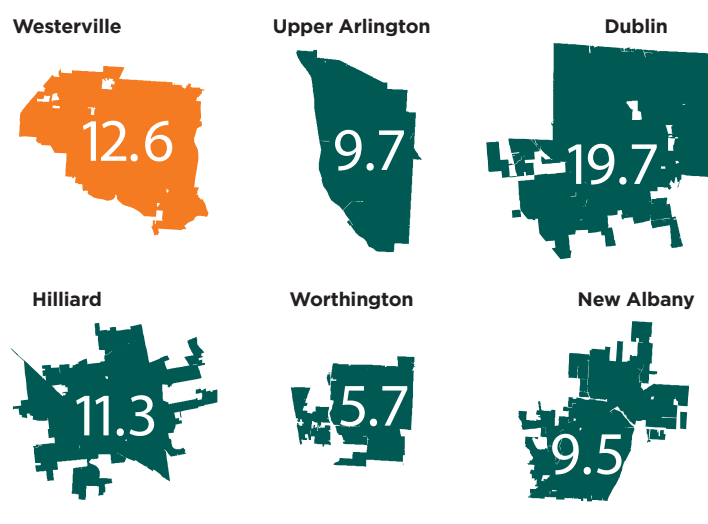


Growth History

The area to become Westerville was settled in 1809. The Westervelt family, attracted by affordable and available land, bought 890 acres along the eastern bank of the Alum Creek for \$3,562 in 1816. By 1847, the United Brethren Church had founded “Otterbein University of Ohio,” which was then called Otterbein College, and the area’s population approached 1,000. The town was incorporated into a village in 1858, three years after the establishment of the Westerville City School District.

Slowing boundary expansion following the 1990s. After adding close to three square miles of land each decade through the 60s, 70s and 80s, the rate of physical expansion for Westerville slowed in the 1990s. The City annexed just under two square miles that decade, and has added just over 50 acres since 2000. This follows a similar trend in the growth of population from 1990 to today. There are limited opportunities for annexation, and the City is approaching a fixed boundary in which all developable land has been consumed. This is often referred to as a “build-out” scenario.

TABLE: THE RELATIVE SIZE OF WESTERVILLE IN SQUARE MILES



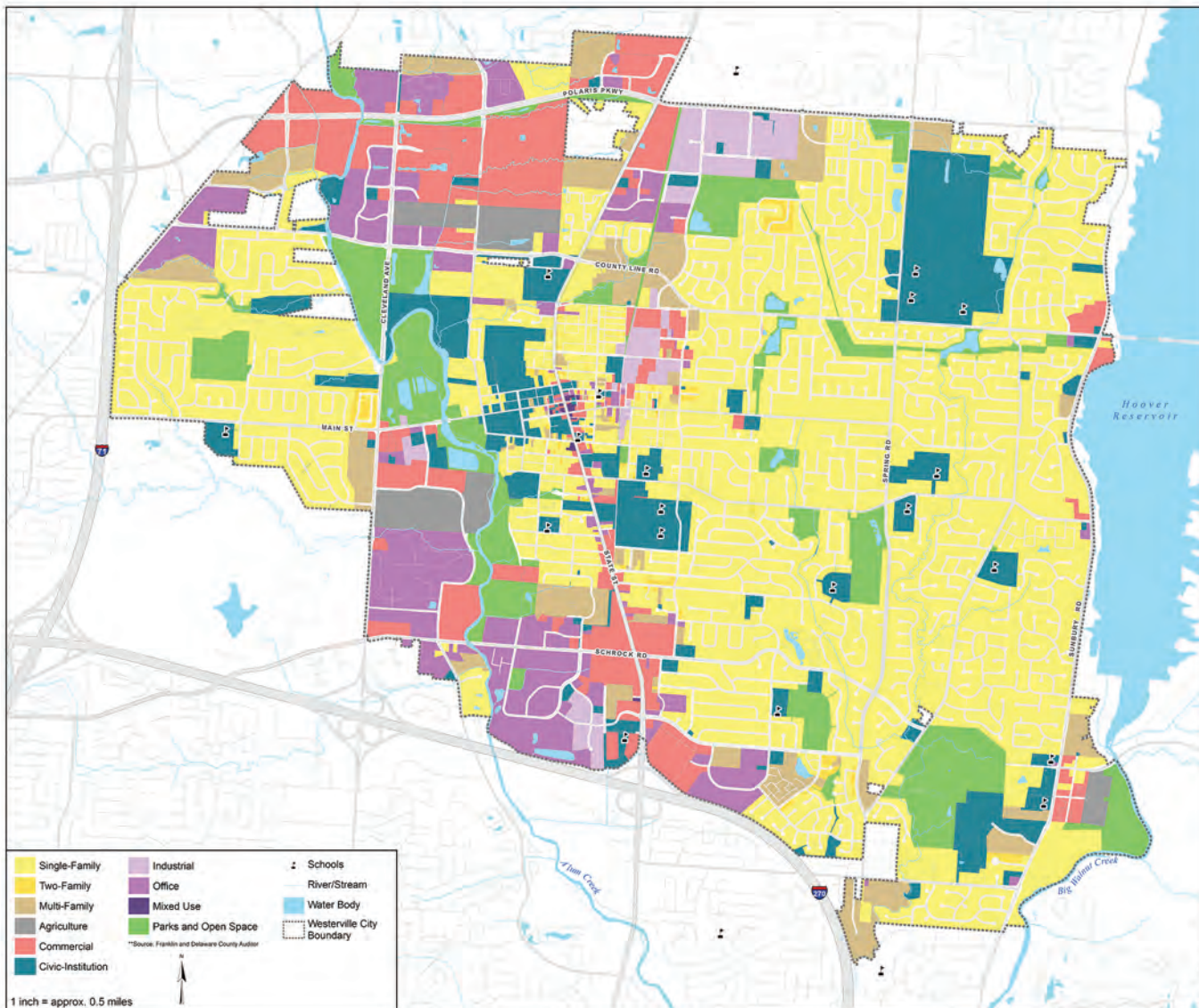
Source: US Census

Land Use

Residential uses, especially single-family, consumes most of Westerville’s land area. More than 3,000 acres of the City is made up of lots for single-family homes (coded yellow on the map). This is significantly larger than any other use type. Residential uses overall (including two-family and multi-family) make up more than 66% of the Westerville’s total land area.

The greatest mix of uses occurs in the City’s Uptown District. While the dominant use in this District is commercial or retail, there are also a number of other uses occurring on generally smaller lots. The institutional presence of Otterbein University (coded “exempt” see map), along with smaller office and mixed-use parcels make this one of the more diverse portions of the City. Several public uses such as City Hall and the Westerville Public Library are also in this district.

CITY OF WESTERVILLE CURRENT LAND USE MAP



Large office districts (including medical offices) in the western area of the City. Large concentration of office uses are mostly along Cleveland Avenue and Schrock Road. Many of the remaining developable parcels are currently zoned for office or commercial. After Parks/Open Space and Civic-Institutional, Office uses are the fifth largest land use, making up 8% of the total land area, or 594 total acres of land.

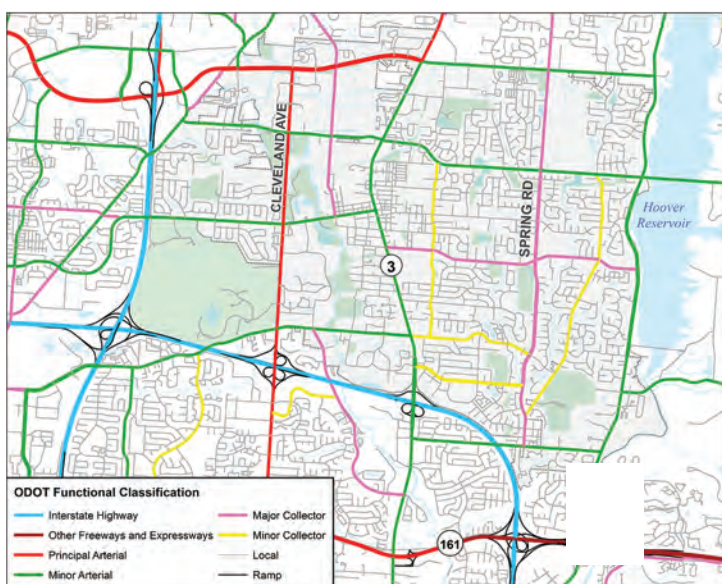
Note: 626 acres of various zoned land is currently built as parking lot.

TABLE: LAND USE TYPES AS A PERCENTAGE OF TOTAL AREA

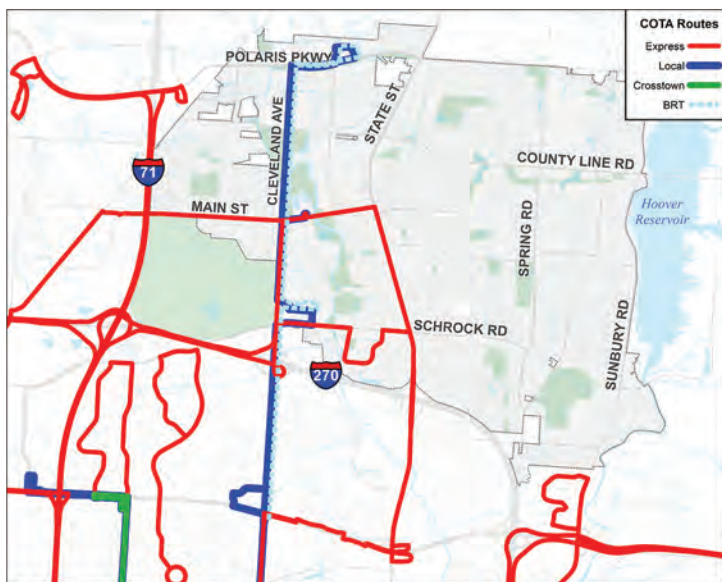
Land-use Category	Acreage	Percentage
Residential	3,904	50.5%
Parks and Open Space	759	9.8%
Civic-Institution*	753	9.8%
Commercial	702	9.1%
Roadways/Streets	688	8.9%
Office	594	7.7%
Industrial	164	2.1%
Agriculture	155	2.0%
Mixed Use	4	0.0%

Source: City of Westerville, ESRI

FUNCTIONAL CLASSIFICATION OF WESTERVILLE'S STREET NETWORK



CURRENT COTA ROUTES OPERATING IN WESTERVILLE



Mobility

Primarily a car-dependent city similar to other suburban communities outside of the I-270 Outerbelt. The land use pattern within Westerville is accessible primarily by car. The city is served by several bus lines (public transit), but these lack both the frequency and coverage to consider large portions of the city well-served. Westerville has a number of major arterials or high-volume routes and a set of collector routes that feed into the network. A majority of the local street network (outside of the grid pattern in Uptown) has been developed in a typical suburban pattern.

High usage of road network at peak times for major roads and intersections. Cleveland Avenue and State Street in particular experience significant traffic (3,000+ vehicles per hour) during peak usage times preceding and following the standard workday. The large volume of commuters coming into and out of the city each day are funneled into a limited number of roads and intersections. The Cleveland Avenue - Schrock Road intersection experienced close to 45,000 cars a day in 2012.

Limited public transportation options. The Central Ohio Transit Authority (COTA) operates both local and express services through the city. The Delaware Area Transit Authority also serves the city with on-demand ride options. The current project to connect the Cleveland Avenue corridor through a Bus Rapid Transit system will terminate at the OhioHealth Medical Campus along Polaris Parkway. This service will offer a frequent and regular connection to downtown Columbus via Cleveland Avenue.

Increasing connectivity through the Westerville B&W (Bike & Walk Route). There are over 29 miles of paved recreational trails through the city and there are plans to increase both their connectivity and coverage in the coming years. The path system through the city includes Recreational Trails, Side paths, Bicycle Lanes, and Sharrows. There is a desire to increase connectivity through Otterbein campus.

Development Potential

Just over 5% of the city's land area is developable as a greenfield. The city is 12.74 square miles. Of this area, 5% or 409 acres are currently developable without an approved development plan. This is land area that has access to utilities, is in the current city boundary and does not have an active or approved development proposal. A majority of this developable land is in the northern portion of the city along Cleveland Avenue and Polaris Parkway.

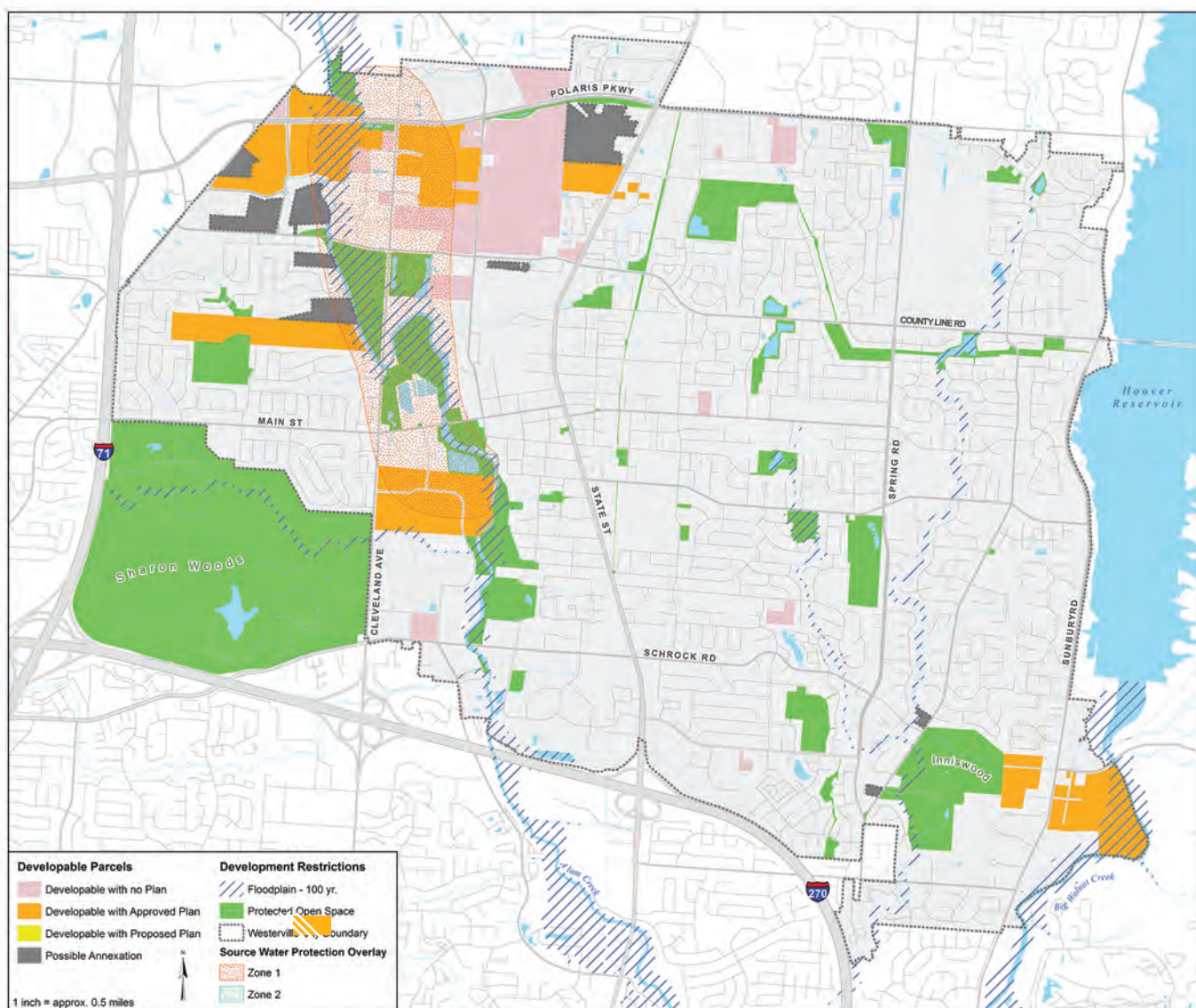
A number of development projects are in the pipeline, over 200 acres worth. Another 95 acres have a proposed plan that is currently awaiting approval. There are 130 acres within the city that could be annexed, however a majority of these parcels already contain residential development. The greatest potential for development is redevelopment. See strategic location map (p. 80-81).

TABLE: DEVELOPABLE LAND BY TYPE

Type	Acres	% of Total
Developable with no plan	409	5.0%
Developable with a proposed plan	95	1.2%
Developable with an approved plan	277	3.4%
Possible Annexation	122	1.5%
TOTAL CITY ACRES	7,723	

Source: City of Westerville

CITY OF WESTERVILLE DEVELOPABLE LAND MAP



Housing

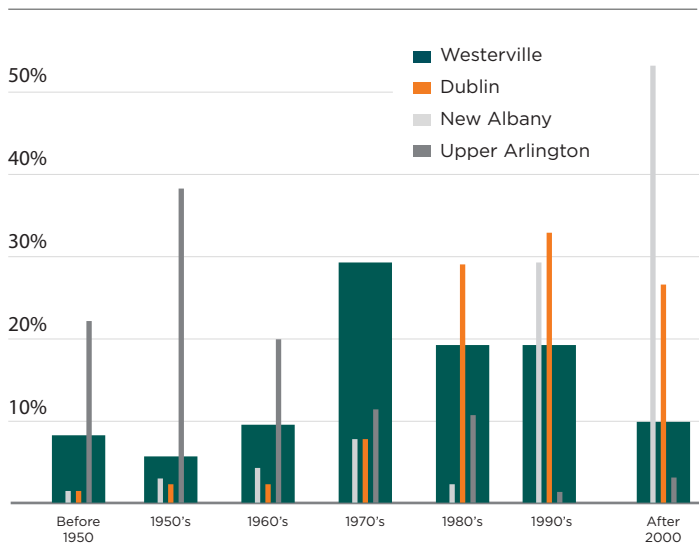
A high percentage of the City's housing stock was built during the 1970's. The 1970's was the strongest growth decade for the city in terms of population, physical growth and in the development of new housing stock. Close to 30% of the total housing stock within the city dates from this decade. A higher percentage of housing in Dublin and New Albany was built after 1990, where Upper Arlington has a comparatively older housing stock.

The highest demand for rental housing in the City is from moderate to high income-earning Millennials. A large number of young workers under the age of 29 (7,000), are employed in Westerville but commute into the City from around central Ohio. In the case of young workers, the housing product in highest demand has been characterized as higher-end rental units located in amenity-rich districts and/or complexes. A 2012 housing study for Westerville revealed that the occupancy rate for more than 1,700 rental units (or 55% of the total inventory) was well over 99%.

Increasing demand for senior housing. The city's median age is increasing at a faster rate than the county, state and nation. This aging could correspond with a change in housing preference. Housing that caters to older residents typically has smaller units, in less car-dependent amenity-rich environments. Currently the city has less than 10 senior communities, or housing development reserved for residents ages 55 and over.

Many residents are new to their home or new to the community. Close to 60% of residents moved into their home after 2000. Considering the majority of housing dates from 1970 and earlier, this means that many homeowners are occupying housing with multiple former owners.

TABLE: AGING OF HOUSING



Source: U.S. Census, ACS 2010-2012 (3 year estimates)

TABLE: OWNER OCCUPIED VS. RENTER OCCUPIED HOUSING IN WESTERVILLE

Residential Types	Units	%
Total Housing Units	14,489	100%
Single Family Owner Occupied	10,561	73%
Renter Occupied	3,928	27%
Multi Family Rental	1,035	7%
Single Family Renter Occupied	2,893	20%

Source: US Census 2015 estimates

PROSPERITY

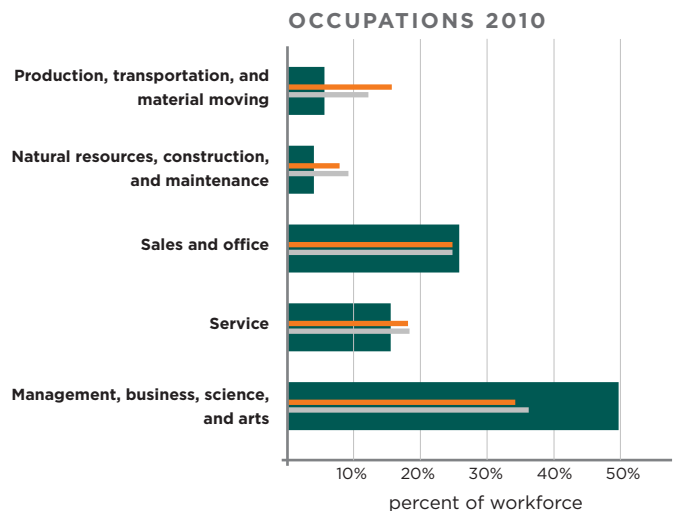
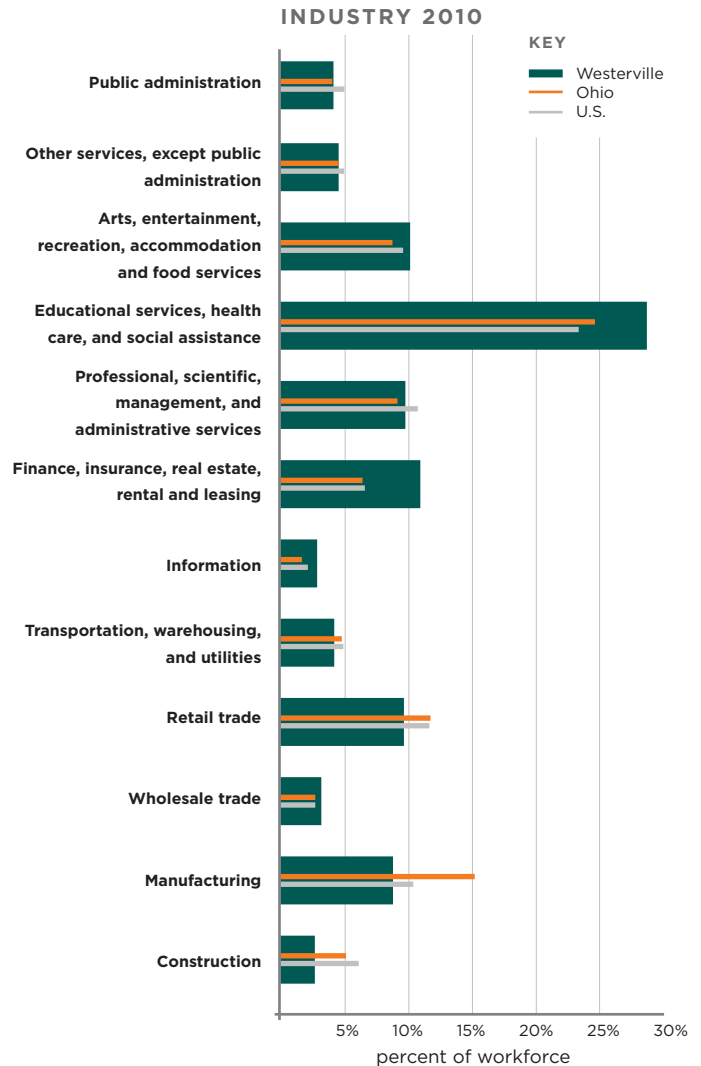
Westerville is a well-regarded suburb based on a number of measures. Its economy is strong and diverse and includes a portfolio of large, mid-sized and smaller employers. The city's residents out-earn the regional averages by a significant margin, and live in homes valued higher than average. Educational attainment and performance are both indicative of a community that values learning. Westerville's unique history provides yet another asset for the community especially felt in the in Uptown. The following are a set of key points that help to illustrate the relative prosperity of the city of Westerville.

Key Assets

Westerville has a reputation as one of the premier suburban communities in central Ohio. Over its 150 year history, Westerville has been successful in fostering strong neighborhoods for residents and a healthy local economy to support its tax base. The Snapshot report's analysis of data identified some of the city's key assets:

- 1. Businesses/Jobs.** Westerville's local economy is supported by a strong set of large, mid-sized and small employers.
- 2. Investment in technology.** Projects like WēConnect illustrate a respect and understanding for the present and future needs of business.
- 3. Health care services.** The health care district, anchored by St. Ann's Hospital, now includes three hospital systems that collectively employ more than 2,700.
- 4. Strong educational and institutional presence.** The presence of Otterbein University, Westerville School District, and Columbus State Community College provides a unique asset both in terms of employment, physical character and demographics.
- 5. The Historic Uptown.** The community's treasured past is clearly on display in its increasingly vibrant Uptown District.

TABLE: OCCUPATIONS AND INDUSTRIES PERCENTAGE



Source: Westerville Economic Development Strategic Plan, Boyette, 2014.

Economy and Employment

Strong and growing local economy with employment spread through many sectors. The city’s strong economy is supported by a number of diverse public and private employers. The largest of these, JP Morgan Chase, employs just over 5,000 daily workers. Mount Carmel, Otterbein University, Westerville City Schools, Alliance, and Franklin Education Services each employ more than 1,000.

Growing fiscal strength. On average, total income tax revenues have increased by 5% annually over the ten year period of 2003 to 2013. This growth was stable through the national recession due in large part to the income tax rate increase from 1.25% to 2% approved by voters in 2008. Pre and post-recession, the expansion of the overall tax base was associated with the growth in jobs across the city’s employment sectors. Between 2012 and 2013 revenues increased by close to \$2 million or just under 5%. Based on anticipated environmental factors, the city projects increased revenues of 2.5% for 2014 and 3.2% annually over the next five years. (See Economic Vitality chapter pg. 215-224.)

WESTERVILLE’S TOP INCOME TAX PAYERS, 2015

The following employers generate over 40% of the city’s annual income tax revenue

COMPANY	PRODUCT OR SERVICE	EMPLOYMENT
JP MORGAN CHASE BANK NA	FINANCE	4,200
MOUNT CARMEL ST. ANN'S	HEALTH CARE	2,000
WESTERVILLE CITY SCHOOLS	EDUCATION	1,587
ALLIANCE DATA SYSTEMS	PROFESSIONAL	760
EXEL LOGISTICS	LOGISTICS	660
OTTERBEIN UNIVERSITY	HIGHER ED	655
INVENTIV / GSW	ADVERTISING	588
AFFINION GROUP	PROFESSIONAL	550
CITY OF WESTERVILLE	GOVERNMENT	431
NATIONWIDE INSURANCE	PROFESSIONAL	423

Source: City of Westerville Department of Finance

Technology

The WēConnect Community Broadband Digital Corridor and Community Data Center provide a unique incentive for business development. The \$9 million utility opened in March of 2012 as the result of a public-private partnership and now extends more than 60 miles of high-speed fiber optic cable throughout the city. This network is connected to, what is considered the first municipally-owned data center.

The **Science, Technology, Engineering, Arts and Math (STEAM) Innovation Center** combines Otterbein University academics and lab research with the business and manufacturing needs of the community. This entrepreneurial center supports innovation, business start-ups, and job growth.

Health and Wellbeing

The **health care district** is an economic driver as well as a unique community asset. The opening of St. Ann’s Hospital in 1984 provided the catalyst for what would become one of the largest suburban medical districts in Central Ohio. Today, three hospital systems (Mt. Carmel St. Ann’s Hospital, Nationwide Children’s Hospital and OhioHealth Westerville Medical Campus) operate within the district, employing more than 4,500 in nearly 800,000 square feet of buildings. The recent \$110 million expansion to St. Ann’s (for open-heart surgery) is actively transforming the complex into a regional medical center.

A strong and growing medical district. Citizens have access to regional medical centers, private physicians and specialists that make up the health care district. In this district, inpatient and outpatient services are available for a wide-ranging set of procedures. The proximity of services make the community one of the better served suburban populations in the region.

Quick emergency response rate. Westerville’s average response times for police, fire and emergency medical services are less than four minutes, or about half the national average.

Education

A large and effective district. The Westerville City School District is the 10th largest in the state of Ohio with just under 15,000 students. The border of the district is not coterminous with the city and the district has nearly triple the population, with just over 91,000 residents. Based on comparable indicators, the districts rank high, both among central Ohio districts and the state overall.

High percentage of residents with a college education. Compared to state and national averages, Westerville residents have higher than average levels of educational attainment. Just under 55% of residents have achieved a Bachelor’s degree or higher. Conversely, very few members of the community, less than 10% have not graduated high school. Over 80% of the districts high school graduates pursue a college degree, and Otterbein University awards 600 Bachelor’s, Masters and doctoral degrees annually.

TABLE: OPPORTUNITIES FOR WESTERVILLE STUDENTS

Number of Schools	24
Total Enrollment	14,940
Attendance Rate	95%+
4-year Graduation Rate	92.10%
Number of Students offered All-Day Kindergarten option (tuition based)	425
Students per technology device	2
Elementary Magnet Schools <i>World Cultures, Fine Arts, Science and Math</i>	3
College credit plus courses at HS level	10
AP courses at HS level	15
District rank in Ohio among comparable districts	2

Source: Westerville City School District, 2016

Historic Uptown see pages 50-55 and 87-89 for more information.