



South State Street *Corridor Study*

nbbj

City of Westerville

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Acknowledgements

City of Westerville, Ohio:

City Council Members

- Michael Heyeck, Chairman
- Stewart L. Flaherty, Mayor
- Diane C. Fosselman, Vice Chairman
- William E. Highfield, Vice Mayor
- Damon 'Chip' Wetterauer, Jr.
- Anne H. Gonzales
- Terry L. Winebrenner

Planning Commission Members

- Jeffrey D. Mackey
- Ellen Milnes, Vice Chair
- John P. Parimuha
- Brian Szuch
- James Hines
- Craig P. Treneff, Chair
- Terry L. Winebrenner

City Administration

- G. David Lindimore, City Manager
- Karl Craven, Planning and Development Director
- Richard Kight, AICP, Planning Administrator
- Shannon Hamons, Economic Development Director

Consulting Team:

NBBJ

- Patrik Bowman, AICP
- Kim Way
- Jim Dziatkowicz, ASLA

Boulevard Strategies

- Christopher Boring

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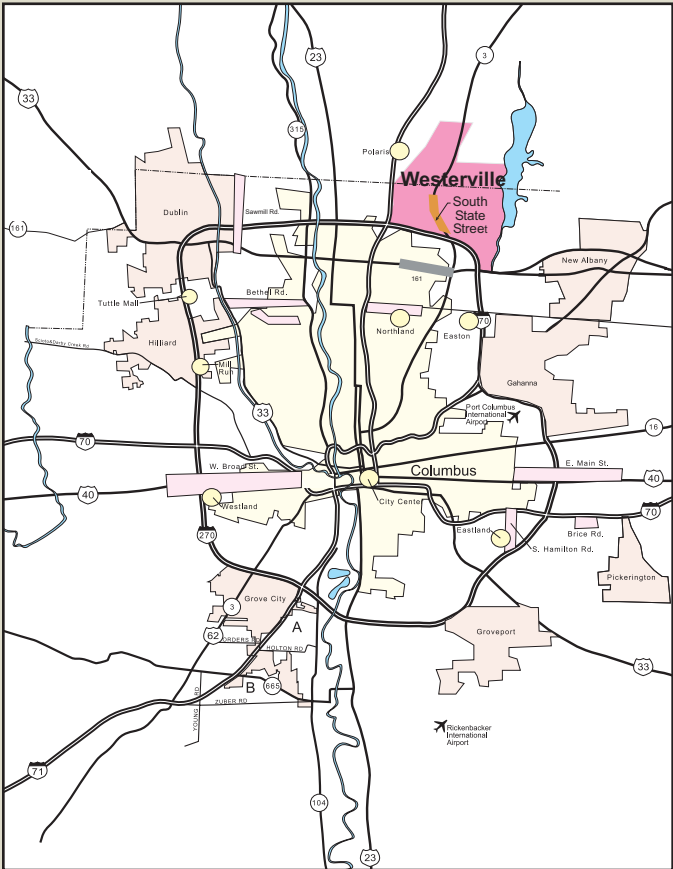
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Regional Map

State Street originated as an important state highway that connected Cincinnati, Columbus and Cleveland. This roadway was referred to as 3-C Highway. Uptown Westerville was founded on this rural highway and remained the civic, social, financial and educational center of the community for many years. The Uptown District is today a source of pride within the community as it embodies the character, image and functional attributes of the historic community. The City grew out from the Uptown District in a grid pattern that extended from State Street. A rail line that ran along the east side of the original settlement interrupted the grid pattern of the older city. Development within the older city for all practicable purposes stopped where the railroad line crossed South State Street. At this point development along the street was a scattered mixture of commercial and residential building adjacent to the tracks. From that point on, rural open space defined the community.

Suburban development, beginning in the late 60's and early 70's, greatly changed the way the City is perceived and experienced. The South State Street Corridor Study is largely about connecting, blending and organizing the newer parts of the corridor in a manner that will make the area a vital, competitive and real place within the community.

Before discussing the specific market and development issues being faced within the corridor, it will be helpful to understand some of the influencing factors that shaped and/or otherwise drove the existing pattern of development.

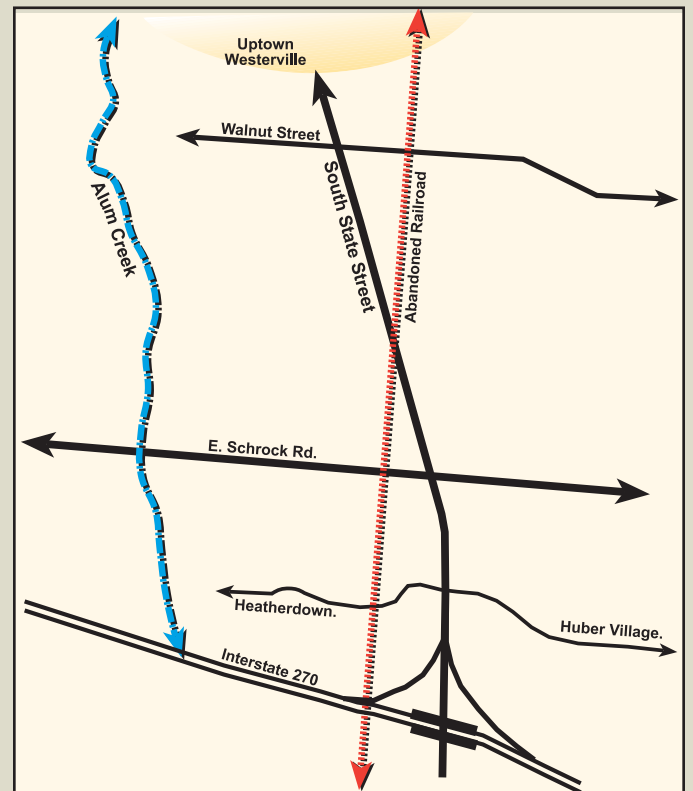
Introduction

The Railroad Tracks

The railroad right of way greatly influenced the pattern of development along the corridor in a number of ways. First it appears to have dictated the pattern of land ownership. Rarely did the property ownership fall on each side of the tracks. Secondly, it dictated the size of the parcels especially those parcels between the railroad line and South State Street. Thirdly, and most importantly, the rail line prevented future development from being connected. As a result there are separate unconnected developments on either side of the tracks. The high school, Charring Cross Apartments and Brookside Office Park are all major developments that would have had more connection and association with State Street had the tracks not been there.

The development pattern was already established when the right of way was abandoned in the 80's. The City of Westerville acquired most of the right of way north of State Street but retained only a small portion between I-270 and Westerville Plaza. The right of way to the north is being incorporated within a major bikeway system stretching across the City and across the state.

Long term enhancement and renewal of the Corridor may depend on how this lack of connectivity may be overcome.



Barrier Influences

I-270 Interchange



I-270 Interchange

The interchange of I-270 and South State Street greatly influenced the type of land uses and development pattern of the southern portion of Westerville. Throughout the 1970's this area was one of the hotter development markets for retail, office and residential development within greater Columbus. Brooksedge Office Park, Huber Village, Hills and Dales Subdivision and the larger shopping centers were all products of this development boom. The Schrock Road and South State Street intersection quickly became congested due to the fact that these streets were the only through streets to serve the larger area.

The I-270 interchange and the development pattern caused by the interchange effectively changed the way a northbound traveler experienced the City. Now instead of gradually moving from the fringe of the City to its center, the motorist is greeted by a relatively nondescript collection of developments that offer little clue as to how the City is organized. The City did well to keep up with the pace of development and capitalized on a great deal of economic development. However, as the corridor evolves it must be better connected to the larger community and again be made to take on a visual, functional and symbolic presence that heightens the experience of travelling through the City.

Introduction

Alum Creek

Even though Alum Creek is not within the State Street Corridor it has influenced the way the corridor functions. There are no road crossings of the Creek between Schrock Road and West Main Street, a distance of nearly two miles. The lack of additional east/west roads is a major contributing factor to the congestion at the intersection of State and Schrock. The extension of Cleveland Avenue and the recent improvements to Sunbury Road have and will help to alleviate this condition, however the lack of more east/west traffic routes will continue to keep the traffic pressure on the State and Schrock intersection.

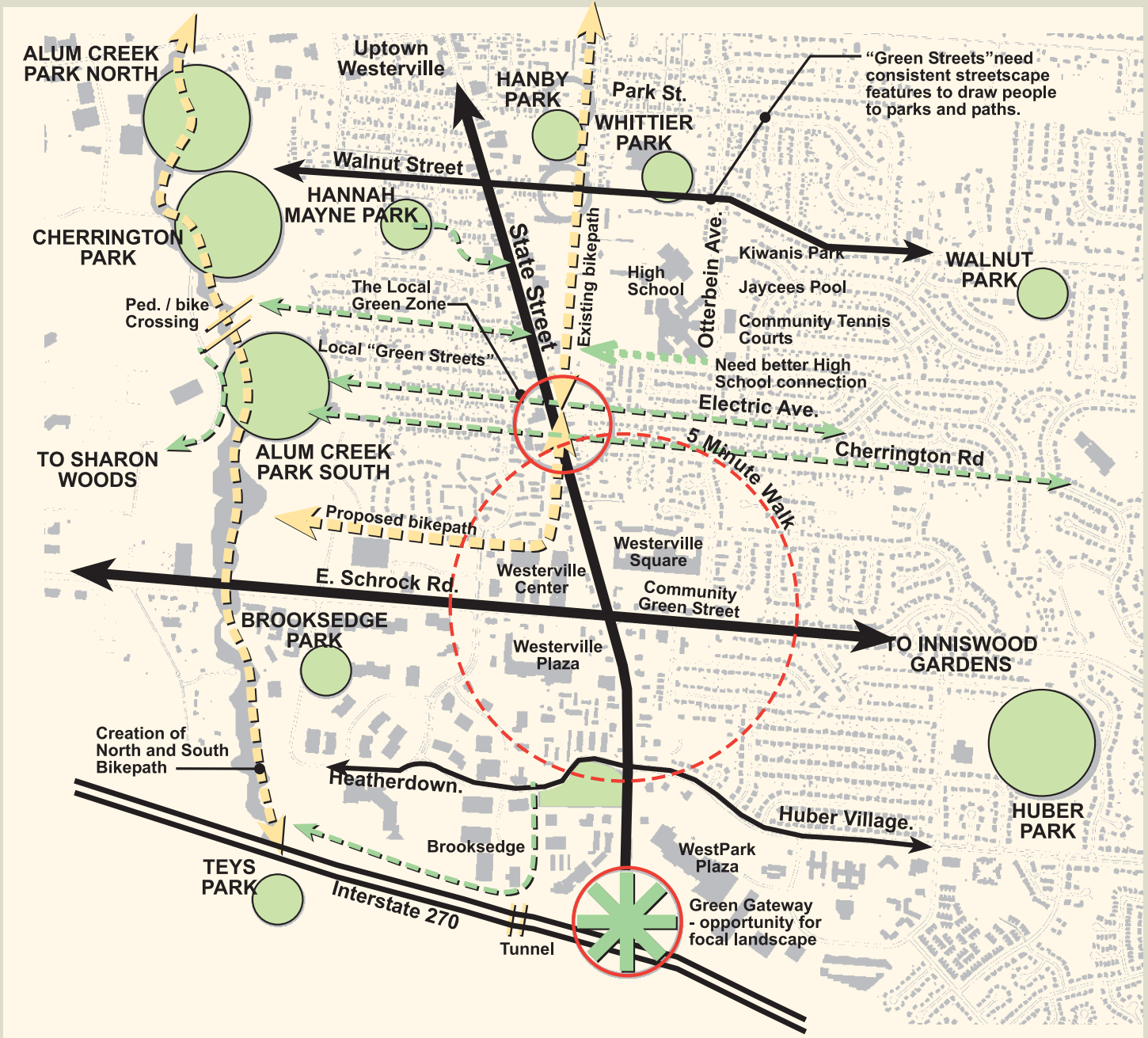
Alum Creek, although a bane to motorists, is emerging as a very important bike and greenway corridor. The corridor has the potential to extend across Columbus, through Westerville and into Orange Township to Alum Creek Reservoir. Visual and functional connections to this corridor will be extremely important to enable the community to fully utilize these alternative transportation routes and scenic recreation amenities.



Alum Creek



Pedestrian/Bike Crossing



"Green Streets"
connect parks and open spaces

Planning Analysis

Introduction: Corridor Development Issues



Uptown traffic

Westerville is at a stage of its ongoing evolution where planning for the community may now focus on the older areas of the City. Specifically, those areas of the City whose long-term land use viability and pattern of development may have been altered as a result of new market competition and changing consumer tastes. This was done once before for the Uptown District. It is now being done for the South State Street Corridor.

Planning for enhancement, renewal and potential redevelopment is a more difficult task than planning for new greenfield growth and development. Implementation is likely to take the form of many private and public actions that are made over a long period of time. To be of maximum value, it is important that each of these actions build toward a preferred vision of how the corridor should look and function in the future. A key step in the planning process is to identify development issues and opportunities associated with the existing pattern of development.

What follows is a more detailed discussion of the existing development pattern as dictated by the railroad bed, I-270 and the Alum Creek Greenway. The issues identified below are the primary issues that the South State Street Corridor Study must address.

Issues

Issue: Traffic Congestion

Traffic congestion is by far the most apparent issue facing the South State Street Corridor. The lack of additional arterial streets in this quadrant of the county funnels a high volume of traffic onto the State Street Corridor. A State Street Traffic Flow Study, completed in April of 2000, reported that the State/Schrock and the State/Huber Village/Heatherdown intersections were operating at an unacceptable level of service. The problems associated with high traffic volumes are exacerbated by the high density of driveways that exist along the Corridor. The accident data compiled for the Study pointed to a similarity between the density of curb cuts and the number of accidents along State Street and Schrock Road. In addition, the sharp grades of many of the existing driveways also increases the likelihood of rear end and angle collisions.

In dealing with traffic related issues, it must also be noted that South State Street is currently part of the state highway system. As a designated state highway, the roadway is maintained by the state in collaboration with the municipality for “through” truck and automobile traffic. It is the truck traffic that many residents find most unacceptable, especially as the trucks pass through the Uptown District. The Corridor Study must attempt to tame the traffic along the Corridor by identifying new connections, consolidating curb cuts, promoting more circulation between commercial establishments and making the travel experience more enjoyable.



Overhead utilities



Unwelcoming gateway



Vehicles queuing for interchange

Issue: Unwelcoming Gateway/Poor Driver Orientation

If Westerville had been planned and developed along with I-270, the commercial town center of the community would most likely have been in the vicinity of State Street and Schrock Road. Instead of being a planned town center, the South State and Schrock area was developed as a series of business ventures that were situated to take advantage of the proximity to the interstate. This development pattern extended from the ramps of the interstate to the edge of the older city. As a result, the area largely reflects the individual brands of the businesses and does very little to reflect the brand and image of the greater community. The Pioneer Cemetery and the roadways are the only perceived civic spaces in this part of the Westerville Community. The great width of South State with its dedicated right turn lanes, close signal spacing and visual clutter, all contribute to what is a less than enjoyable travel experience. The signalized intersections are all treated (or untreated) the same, making it difficult to distinguish between public streets and driveways into the retail centers. The bend in South State Street which was accentuated to make the street perpendicular to the Interstate, serves to prevent motorists from visually identifying their destinations and the particular landmarks that would make the trip less harrowing and more interesting.

The study must seek ways to help motorists to be more aware of their surroundings so that there is more time to react and make the proper movements and perhaps even enjoy the journey down the street.



Wide driveways



Merging traffic



Large expanse of pavement

Issues

Key to enhancing the trip sequence will be to develop a brand that is associated with services, character, and image. This will require the development of planned precincts along the corridor to provide the appearance that land uses are organized so as to work in conjunction with the Uptown District as well as to enrich the travel sequence by building anticipation of what may come next along the corridor.

The City's most recent traffic study identifies the need to widen South State from the I-270 interchange to Schrock Road. In response, this study must address this widening from an urban design point of view and suggest how to deal with the roadway, the sidewalk and the building area of the individual sites to accomplish the applicable objectives related to place making.

Issue: General Strip Unattractiveness/Curb Cuts

Development along South State Street, like most suburban corridors, was driven by the individual development decisions of small property owners along the corridor. These developments are visually incompatible and functionally unconnected. The separate driveways of the businesses have resulted in increased turn movement conflicts and leave little room for landscape and other street amenities. Street intersections and driveways are not particularly well defined and provide little guidance to the motorist.

Much of the development along the corridor was constructed as independent unconnected building projects that offer the motorist no alternative but to navigate through the corridor on the main arterial streets. This condition was exacerbated by the railroad tracks that



Unclear intersection



Unclear intersection



Potential land use conversion

ran parallel on the east and west sides of the corridor. Brookside Boulevard and Charring Cross Boulevard on the west side and Otterbein Avenue on the east side offer little local street relief to South State Street because they do not route traffic around the corridor. From Cherrington Road south to I-270, there is currently no local street access to the development along the corridor. The size of this superblock is over 1000 feet long. To try to address this weakness, the City has worked with the property owners of the recently redeveloped Starbucks and KFC to connect them with an access drive that could be constructed in the old railroad right-of-way.

The signals immediately north, south, and west of the State Schrock Intersection only service private driveways. This study must seek ways to connect more properties to these signalized intersections or ideally to a new framework of public service drives.

An enhanced streetscape will also contribute to making the South State Street Corridor an identifiable place within the community. Currently overhead wires contribute to the visual pollution along the corridor. Narrow sidewalks and multiple driveways make the street appear unsafe to the pedestrian. As mentioned above, the corridor contains little civic space or other areas of distinction. There is currently little of interest to motivate even the smallest of pedestrian journeys. The study must set out to seek ways to provide a sense of security, of delight and beauty for the pedestrian as well as for the motorist who may be calmed by the more attractive environment.

Issues

Issue: Unattractive/Unfriendly Intersection

The intersection of South State Street and Schrock Road is an extremely important intersection within the community and the region. Being framed by the larger retail centers on three of its corners, the intersection clearly has the potential to look and function like a major crossroad center. Each of these retail centers is within a five-minute walk of the intersection, suggesting that State and Schrock should serve as the hub or activity center of the commercial district.



Schrock and State

Currently, the intersection is visibly blighted and does little to contribute to the ambience of the overall community. The smaller out lots at the corners detract from the visibility of the larger centers.

The study must examine alternative redevelopment and/or enhancement options to: fulfill multiple place making objectives related to instilling the brand and character of the larger community within the corridor, create better driver orientation and respite, and provide an attractive and safe area for pedestrians.

Issue: Changing Land Uses (Decreased Retail Viability)

The analysis of market conditions and trends within the market area of the South State Street corridor indicates that the retail viability of the corridor has been lessened due to new retailing opportunities to the north (Polaris) and south (Easton). A long-term view of the corridor must consider the land use and physical development implications of this trend. On one hand, it is unlikely that property values will decrease to the extent that property



Changing tenants

owners will readily look to redevelopment of their properties. On the other hand, there may be little incentive to enhance these centers and to find tenants that will provide a mix of goods and services that strengthen the livability of the surrounding neighborhoods.

These trends suggest that retail land uses along the corridor may need to be condensed to bolster the retail viability of the remaining uses as well as the viability of the Uptown District. The retailing uses most vulnerable are those within the transition zone between the established grid streets of the older community and Westerville Square and Westerville Center. These businesses may not have a critical mass to enjoy long term staying power. There is also a concern that retail uses in this area may serve to compete for uses that could otherwise be in the Uptown District.



Heartland Bank

The houses south of Heartland Bank have ceased to be desirable residential land uses. Visually they appear to be out of place within the corridor. This condition is exacerbated by the fact that the property is somewhat elevated above the roadway. Two of the lots have a fairly deep lot depth. The conversion of these residences to individual business uses raises concerns about how they will look when they are converted, how the additional curb cuts will impact traffic on South State Street and how parking will be arranged on the lot. It must be determined whether the lots should develop independently or combined.

At the other end of State Street, the retail uses buried in the corners of I-270 are losing some retail viability, due in part to traffic congestion and lack of visibility. Only the uses that have a strong functional and visual connection to

Issues

the State Street Corridor may withstand the changing market. The Old Westerville Mall is currently under utilized, as it was built for a regional retailing market that no longer exists at this location. This site has some prominence on I-270 that is not fully exploited by the present development. It is doubtful that smaller retailers can sustain the existing structure. The size of the site (approximately 24 acres) and its proximity to residential land uses provide this site a good potential for mixed-use development.

The various businesses located in the northwest corner of State and I-270 are suffering from a lack of good connection and visibility from the major streets. Most of the vacancies in the Brooksedge Development are located in buildings near this corner of the interchange. Representatives of 84 Lumber have indicated that the business may some day seek to relocate to a new site with rail connection. The motel and the vacant restaurant do not have convenient access. The Camelot Condominium development appears to be an appropriate land use but it is very isolated. This raises a concern whether the development will remain viable and well maintained over time. As there are limited turns into the complex, residents must venture out onto the congested arterial for every trip. The unattractive uses at the entrance to the development do not contribute to the desirability of the residential units.

For this area of the corridor to become more viable, a new mix of uses may have to be considered as the area redevelops. Ultimately the lack of connection, character and identity must be overcome to instill some energy in this corner.



I-270 east



I-270 west



84 Lumber

Issue: Aging Shopping Centers

The aging retail centers existing at State Street and Schrock Road are at once a strength and weakness of the corridor. The centers are located on different corners with access from both State Street and Schrock Road. This arrangement gives each center a sense being multi-dimensional and not just an impenetrable wall against the corridor. Access to the centers is also good due to the fact that the main driveways of each center are at a signal location. The study should explore whether or not additional sites could be serviced by these signals.

The larger centers are now approaching 30 years old. The retail market analysis prepared by Boulevard Strategies indicates that the trade area for these centers is changing from a regional market to a neighborhood market. The location still maintains regional access, but the current mix of tenants reflects the demographics of the immediate neighborhood (Roush Hardware, CVS Drug Store, MCL Cafeteria, Kroger etc.) Roush Honda is a regional draw but needs to expand to keep pace with the requirements of Honda. To remain vital within the changing market, each of these centers must be well connected and convenient to the neighborhoods adjoining the corridor and be maintained as a high quality environment. Each center has assets and challenges that may be addressed over time.

Westerville Square is located on the northeast corner of the intersection. The outlots along Schrock Road are leased while the car wash and the office building at the corner are under separate ownership. Overall there are 16.25 acres associated with the main center.



Westerville Square



Westerville Center



Hanby Square

Issues

Westerville Square is not entirely visible from South State Street. The strongest retail spaces in the center are the tenant spaces that face the corridor. There are also some businesses that have a local draw located on the Otterbein Avenue frontage. The building is long and is barely walkable from end to end for shopping purposes. It was reported that many cars use the rear of the center to get from Otterbein Avenue to the signal on State Street. As previously mentioned, the tenants within this center reflect the demographics of the adjacent residential development.

Lazarus Department Store is the current anchor of the center. If Lazarus were ever to relocate, the portion of the building that it currently occupies may be difficult to re-lease to a tenant that has the same space need. Given the very large depth of this portion of the center, it is likely that the back portion of the building would remain vacant. Overall it appears that the center could be reconfigured over time to meet new market demands and to represent a more livable environment that is integrated with the surrounding neighborhood.

Westerville Center is the smallest of the centers and currently has no retail anchor. Roush Hardware serves this purpose although it is under separate ownership. The owner of the center purchased the lot to the north for a use still undetermined. The center is located behind a number of out parcels that make circulation somewhat difficult and parking availability fairly limited. The existing out parcels are leased for the long term to the respective users. This center has the greatest potential of being redeveloped over the long term given the smaller size and limited options to be reconfigured.



WestPark Plaza

Westerville Plaza is not visible from South State Street due to the sloping terrain and the existing development along the street. Kroger was constructed in the area of the site most accessible from both State and Schrock. It remains the anchor of the center. The larger center was built as two structures separated by the railroad right of way. When the right of way was vacated, a structure was built to connect the separate buildings. Like Westerville Square, this center has adapted to the demographics of its surrounding neighborhood. With the exception of Kroger, the center now appears to serve the office development of Brooksedge. To maintain its long term vitality, the center should potentially seek to strengthen its connection to Brooksedge Office Park and surrounding development so that it may even more conveniently serve its neighborhood as well as the larger community.

Introduction

There are a variety of ways that the business and property owners and the larger community can work together to ensure that the State Street Corridor evolves in a manner that increases property values and also positively impacts the entire community. The new litmus test for commercial areas is “livability.” The effort largely revolves around what is referred to as “place making”.

Geoffrey Booth in an article entitled “The New Sensory Law” published in *Urban Land*, October 2000, p. 14 describes place making as involving “the development of places designed, constructed and maintained to stimulate and please the senses, to encourage community use, and to promote civic and personal pride. Success in place making lies in configuring spaces and structures, and the connections between them in a way that facilitates and encourages human activity and interaction within the context of the larger community. Successful place making is not necessarily achieved by erecting architectural monuments or building with expensive materials and elegant finishes. Rather, it is the essence of best-practice urban planning; it creates an integrated vision of what people consider most desirable in terms of opportunities for social integration, economic return, and environmental sustainability.”

The discussion that follows identifies place making opportunities along the South State Street Corridor. These opportunities address the larger issues that were previously identified and set the stage for the more detailed work of preparing design standards and guidelines as well as the streetscape design recommendations.

South State Street Corridor Study

Planning Framework

The Planning Framework graphic on the facing page identifies the major planning and design concepts of the South State Street Corridor Study. The graphic serves to demonstrate the inter-relationships of the various place-making recommendations. The center of the graphic identifies long term opportunities for redevelopment as well as the pedestrian/vehicular connections that will serve to integrate these areas into the development patterns of the surrounding neighborhoods. These concepts were deemed to be desirable in light of existing conditions and current market and development trends.

Opportunity areas are sites that are in need of repositioning in order to better respond to the real estate market place. The illustrative development concepts prepared for each opportunity area serve to convey the desire of the municipality to work with the private sector in redeveloping sites along the Corridor. The recommendations are flexible as they are first meant to attract the interest of private sector developers and to then respond to real market opportunities as they emerge. The municipality in turn must also work to ensure that these opportunities remain viable and attractive.

The left column of the planning framework identifies three (3) zones or districts. Each district conveys a distinct character and image that may be strengthened and enhanced to visually create “places” along the Corridor. The primary enhancement tool will be the implementation of a set of Urban Design Guidelines that will over time unify the

individual developments within each district as well as make each area more distinctive and memorable.

The right column identifies the streetscape enhancement opportunities that will serve to strengthen the visual image of the character districts as well as to provide visual continuity along the entire corridor.

Districts

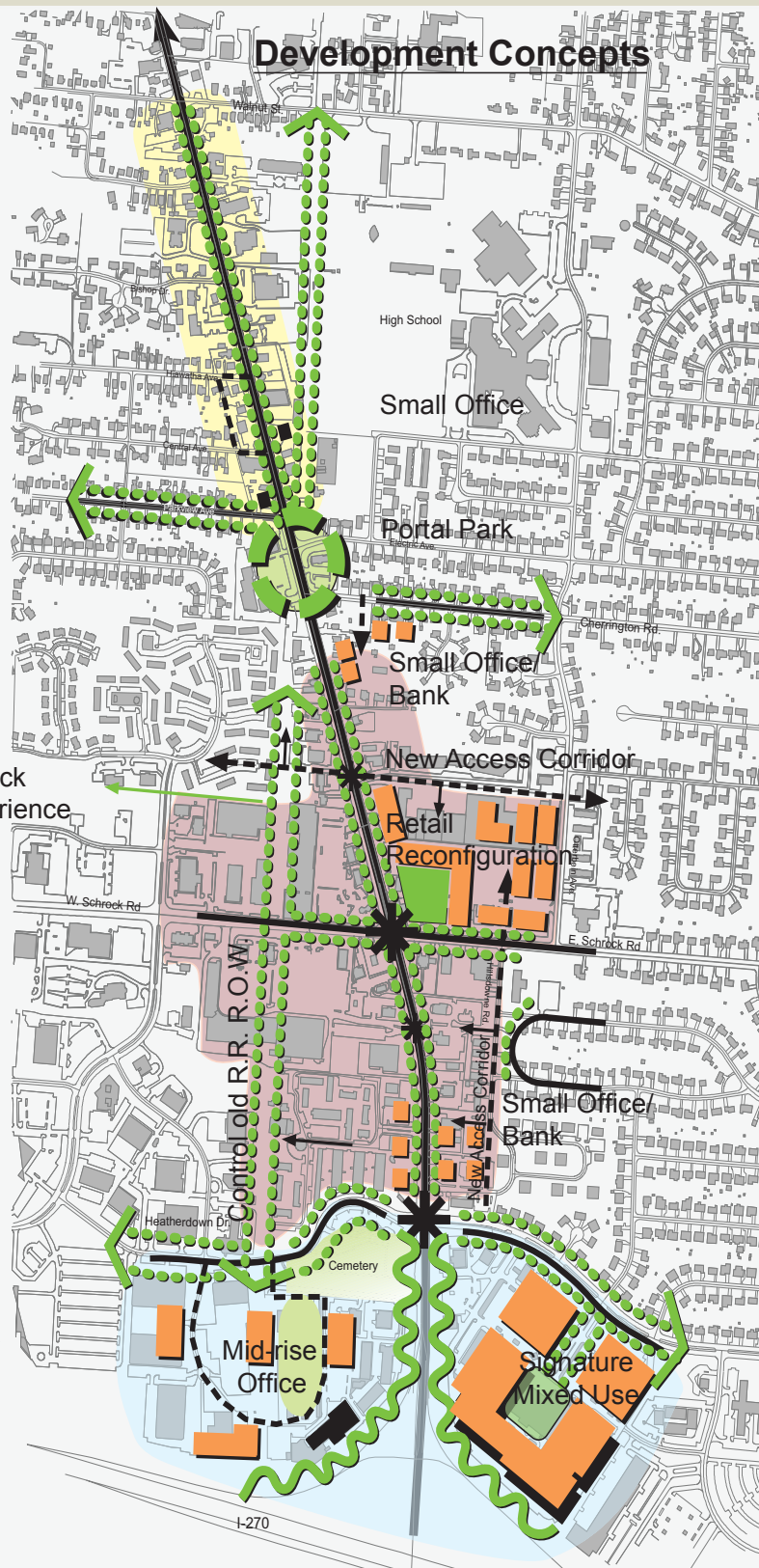
Old Town Character

State and Schrock

- Human experience
- Interaction
- Walking

Green Gateway

Development Concepts



Streetscape

Main Street

Greened & Screened

Minor Intersection

State and Schrock

Minor Intersection

Median

Orienting Gateway

“Brand Interchange”

Opportunities for Change

Taming the Traffic

In response to the major concerns about the high volume of traffic on South State Street, the City is currently pursuing a number of initiatives.

The recommendations of the State Street Traffic Flow Study have been progressively implemented since the study was completed in the Spring of 2000. The comprehensive study identified primary areas of concern with respect to traffic congestion and safety and proposed measures to address specific problem areas. The study recommended the following improvements:

- Modification to signal timing.
- Upgraded signing and pavement markings.
- Access management controls to consolidate driveways, to reduce the steep driveway grades and to convert existing driveways to right in/right out access.
- Construction of additional turning lanes and through lanes

City officials are also working with the Ohio Department of Transportation to change the state route designation that is currently assigned to the State Street Corridor. This initiative will change the truck route designation that currently exists on State Street. The primary purpose of this initiative is to remove the through truck traffic that travels across the City. Each of these proposals must be thoroughly analyzed and reviewed by ODOT before the routes will be redesignated.

The South State Street Corridor Study also makes a number of recommendations that will potentially serve to lessen traffic congestion.



Corridor traffic

These recommendations described later in this document include making new driveway and road connections that will permit some local traffic to circulate around the corridor of the main arterial. The study also recommends curb cuts be consolidated and that gateway signage and streetscape improvements be made to better guide traffic along the corridor.

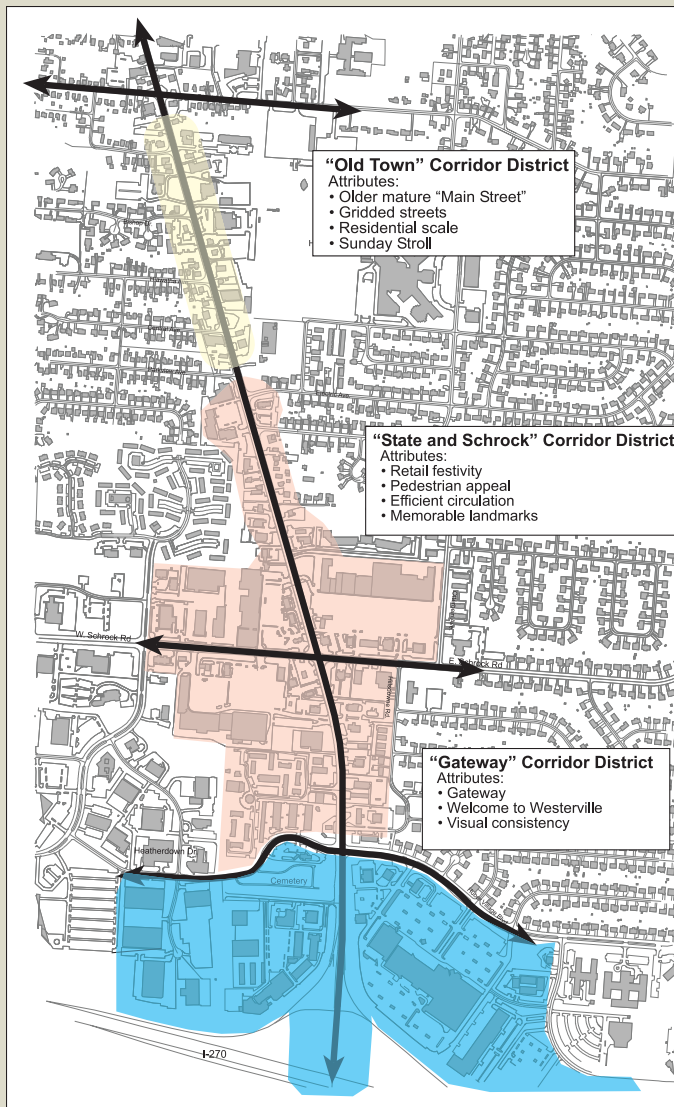
Character District Strategies

Goal: Designate and enhance areas of distinctive identity and character

Objectives:

- Designate functional use and character districts with clearly defined edges and entrances.
- Build upon the existing density/intensity and spatial order of defined districts along the corridor.
- Develop standards for each district that serve to unify the development patterns, scale of buildings, setbacks, and landscape treatments.
- Prepare design standards for each district that promote both visual interest and harmony through proper alignment, proportion and building materials.

The corridor is comprised of three distinct districts that meet at lines marked by historical patterns of development. Moving south from Walnut Street, the first district is referred to in this Study as the “Old Town” district. This portion of the corridor incorporates the historical grid development pattern established in the early community. This pattern of development extends south along State Street to the railroad tracks that once crossed State Street. Within the Old Town District, the study recommends the City adopt a preservation strategy that prevents further expansion of retail uses and supports the preservation of existing residential uses. The strategy also supports redevelopment with residential and office buildings that are in context with surrounding uses.



Character Districts

Opportunities for Change

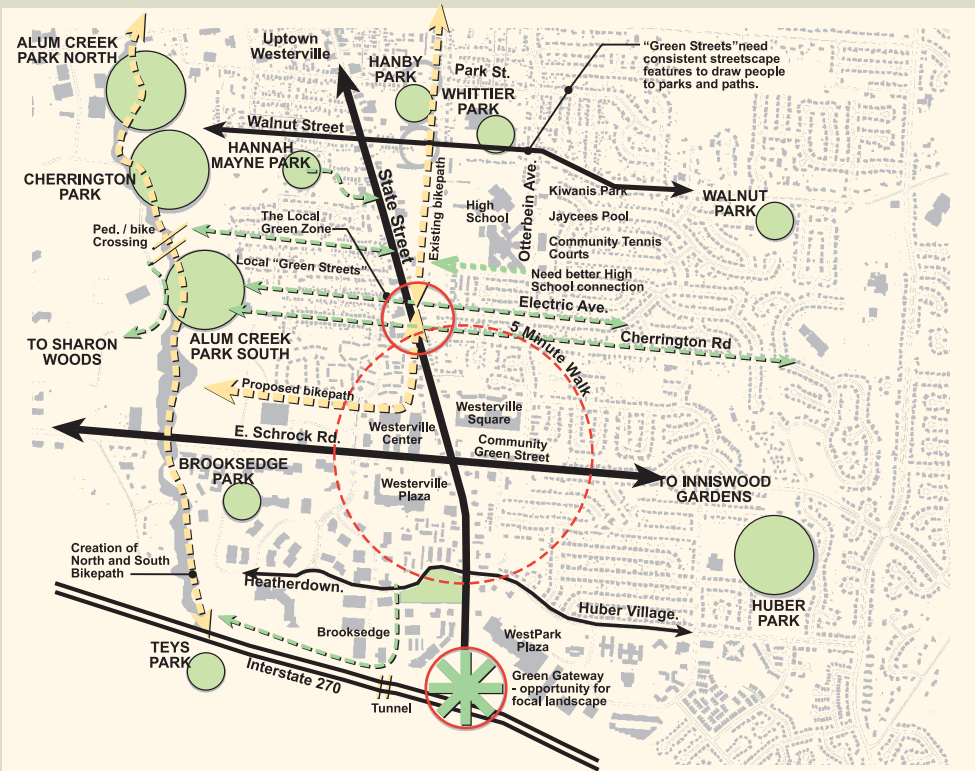
The next district is referred to as the “State and Schrock District”. The name is derived from the concentration of retail businesses that are within a five minute walk of the State and Schrock intersection. The study recommends a land use consolidation and enhancement strategy that seeks to compress retail uses within the district in order to maintain vitality and critical mass. Development standards, design guidelines and streetscape recommendations for this district will seek to better organize the individual developments and to develop a measure of visual consistency while maintaining pedestrian and vehicular safety and enjoyment.

The third district is the Gateway District. This district is largely shaped by edges and boundaries of I-270 and the South State Street interchange. The study recommends that many of the existing uses be redeveloped to be more in keeping with current development market trends. New development opportunities may take advantage of the views from the interstate as well as utilize the strengths of the surrounding mature commercial and residential neighborhoods.

Land Use Strategy

In an effort to increase and strengthen the retail viability of the corridor, it is recommended that the City adopt a land use strategy that limits new retail expansion and, over time, consolidates existing retail land use within a five minute walking distance of the State and Schrock intersection. The five minute walk radius extends to Otterbein Avenue on the east, Heatherdown Road/Huber Boulevard on the south, Brooksedge/Charring Cross Boulevards on the west, and Cherrington Road on the north. This radius takes in most of the larger centers in the area.

To be functional and up with the times the existing centers should be enhanced and/or altered to make them more neighborhood friendly.



Condense retail uses within 5 minute walking radius

Opportunities for Change

The strategy presumes that additional retail development north of Cherrington Road may serve to diffuse the retail attraction of the Uptown District as well as that of the State and Schrock area. At the south end of the corridor, so long as many of the structures remain available for retail use, the municipality should participate in marketing these sites to niche retail businesses that will provide new offerings within the corridor.

It is recommended that the municipality continue to monitor market trends and conditions. New retail development in the Westar Area may further shrink the State Street Corridor market area suggesting that retail uses be consolidated even further. Some of the retail and restaurant uses north of Westerville Square and Center may be redeveloped as office or residential uses. Remaining retail uses may be guided to one of the larger retail centers so as to maintain a critical mass of commercial attraction.

The South State Street Corridor Market Study reported a vacancy rate of about 7 to 8 percent within the corridor. This is below the greater Columbus average of 11 percent. A vacancy rate of 11 percent or more within the corridor may indicate that the corridor is entering an extended period of retail vacancy. It is at that time that the physical redevelopment and wholesale market repositioning of the retail centers are likely to be very viable alternatives.



Residential example



Connection Analysis

Connection Strategy

Goal: Make new connections that promote interaction and linkage.

Objectives:

- Use roadways, service drives and pedestrian ways to reorganize functional use and character areas within the corridor and to connect those areas to surrounding neighborhoods.
- Seek opportunities to increase accessibility and convenience as a means of increasing retail viability.
- Create opportunities for local traffic to avoid the main thoroughfares.
- Provide and promote transit system alternatives to decrease vehicular traffic within the corridor.
- Promote pedestrian continuity, interest and safety.
- Plan for symbolic connections that tie the corridor to the overall image and character of the greater community.
- Provide visual cues that guide travelers to destinations within the corridor as well as to destinations within the surrounding community.

In approaching corridor issues related to interconnectivity, the first concern is to seek the connections that will potentially eliminate curb cuts along the corridor.

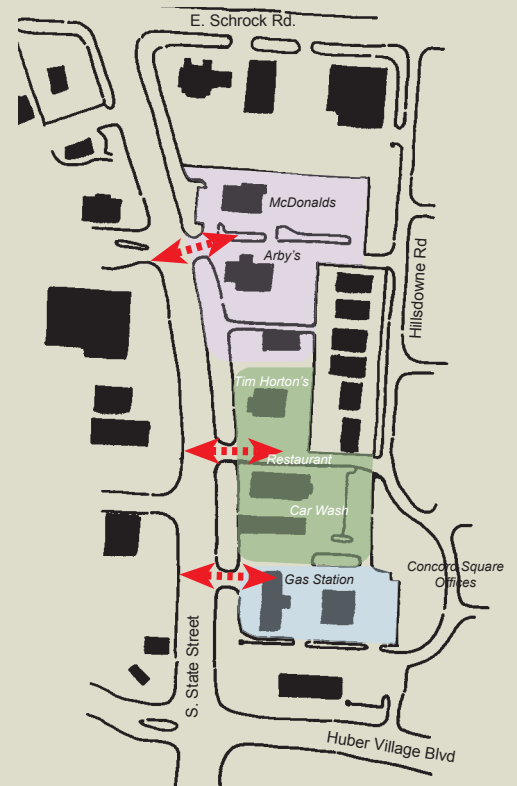
Opportunities for Change

This may be accomplished by providing interior circulation between developments or identifying new roadways/alleys to access the property and allow local traffic to circulate off the major corridor. The second area of concern is to utilize the existing signals to the greatest extent possible - to link as many properties as possible that can use the signal and eliminate curb cuts in the process. These solutions will generally be implemented as the properties change. It will also be likely that the City will have to actively participate in securing easements and potentially participate in the improvement. The third concern is to determine if there is an opportunity to make connections from State Street to other vehicular or pedestrian ways that would break down the large super block that was in part caused by the limited access railroad right of way.

The following is an area by area description of the potential connections for discussion purposes.



View west along Schrock Road from Otterbein Avenue



Lot integration scheme

East Side of State Street between Huber Village and East Schrock Road

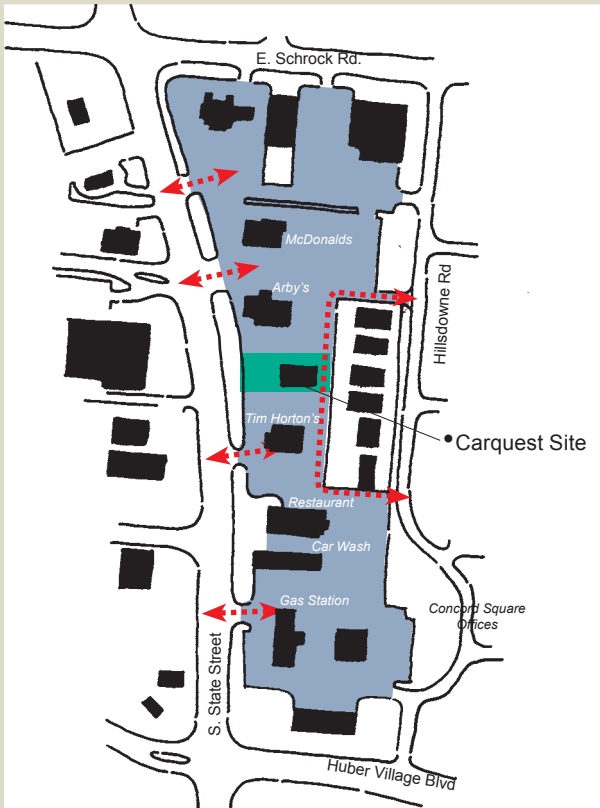
The major concern in this area is the predominance of curb cuts and the lack drives or roads that can facilitate local traffic movement on and around the corridor.

Potential Solutions:

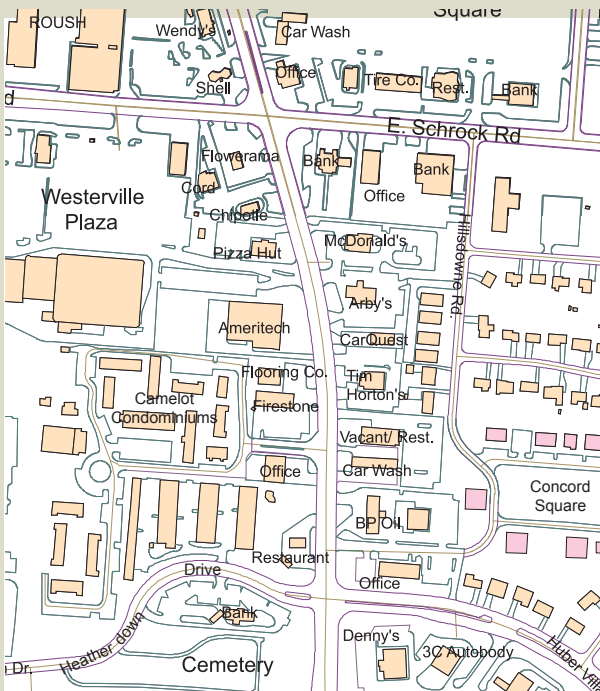
1. For zoning administration purposes, treat all of the individual parcels along this side of the road as one development. As these properties change, require that they redevelop in a manner that builds toward a comprehensive internal circulation pattern that links each parcel and directs vehicles to fewer curb cuts and to the signal locations. A median on this stretch of State Street will provide an inducement for property owners to participate. The solution will take time and potentially require the City to purchase the carquest site to add more parking and allow more circulation between the restaurants.
2. Commit to a bigger improvement using Hillsdowne as a means of back feeding and organizing the parcels along the corridor. This solution has the added benefit of providing a way for local traffic to circulate around the community without having to get on the larger arterial streets. The adjacent neighborhood may or may not be connected to Hillsdowne Road.

It is recommended that both options be pursued in lieu of widening this section of South State Street in the future. The State Street Traffic Flow Study recommended that an additional lane be added to the east side

South State Street Corridor Study



Circulation across the rear of the lots with connections to Hillsdowne Rd. (See p. 70 for a more extensive redevelopment scheme)



Existing conditions

Opportunities for Change

of the street to serve as a right turn lane for the businesses lining that side of the corridor. The slight gains in traffic flow may not be worth the high price of the project and the potential negative visual impacts that will result.

West Side of State Street between Heatherdown and Schrock

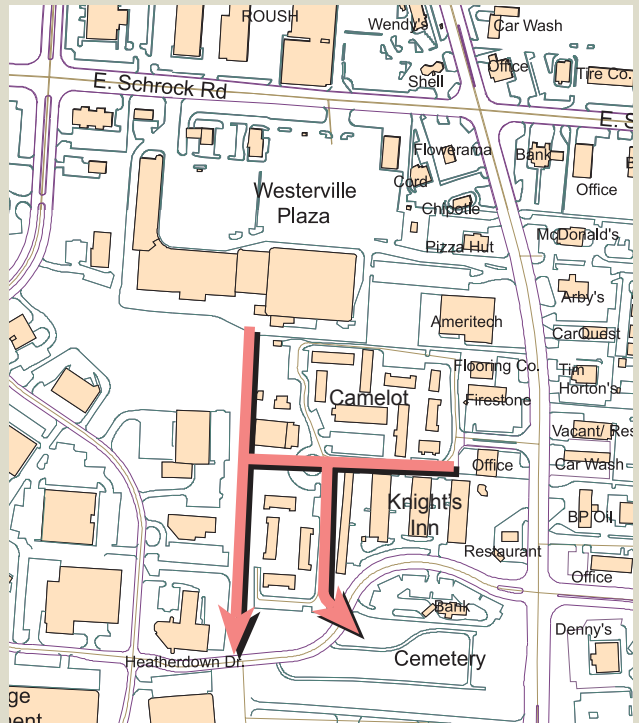
Along this side of State Street there is a concern that the Camelot Condominium development in particular, and the development in the corner of the interchange in general, is isolated and is not well connected to the corridor and adjacent development. The Kroger/McDonald's signal does little to decrease this isolation as it only serves Kroger and the four (4) businesses at the corner.

Potential Solutions:

1. The first option considers using the old railroad right of way to connect individual developments south of Kroger. This right of way would permit some north/south movement not presently possible in this vicinity. Over the long term the connection could be made back into Westerville Plaza, thus providing local access to the center. This center appears to have adapted to serve the needs of the Brookside employment center. A new roadway may also serve to provide more visibility and circulation options in the area south of Heatherdown Road.
2. Circulation is an issue for the condo development. The City could entertain a connection of this development to Heatherdown. It would be better if the condos were connected to the Kroger



View northeast from Brookside to the State and Schrock intersection



Potential new connections



View south along S. State Street from Cherrington Rd.



View west along Schrock Road from Otterbein Ave.

signal, but it doesn't appear that the condo development is arranged to allow such a connection.

3. The potential of a new circulation pattern through Fazoli's and Firestone doesn't appear to be a good option. There is not enough room for circulation and the drive onto Heatherdown will be too close to the intersection to adequately accommodate much of a traffic volume. A new circulation pattern could be achieved given a major redevelopment of the area especially the motel site. It is assumed that the telephone switching station would not change.

West of State Street between Schrock Road and Parkview Avenue

The connection issues to address within this portion of the corridor are the elimination of curb cuts and the greater use of the Westerville Center/Square signal. The connection of the Miami to Erie bikeway is also an issue.

Potential Solutions:

1. Since the owner of Westerville Center also owns the existing residential lot to the north, the present signal location may be moved north to service Westerville Square, Westerville Center, the senior residences, B. Dalton Bookstore and Starbucks Coffee. This option is likely to require at least a partial redevelopment of Westerville Square.
2. Utilize the railroad right of way as a bike/driveway that will provide rear access and greater circulation between the individual businesses north of Westerville Center. The whole strip of businesses should be

Opportunities for Change

considered one development for planning and design purposes. These options will require the acquisition of the old railroad right of way by the municipality.

3. A variation of the improvements identified above is to extend a new drive west from South State Street to the railroad right of way from the new signal location at Starbucks. This option would be most feasible if Starbucks were to move to the State and Schrock intersection with outdoor dining and the property be put up for sale.
4. Another more extensive variation of the option above is to extend the new road west to Charring Cross Drive South. This improvement provides a whole new local east/west corridor parallel to Schrock Road.

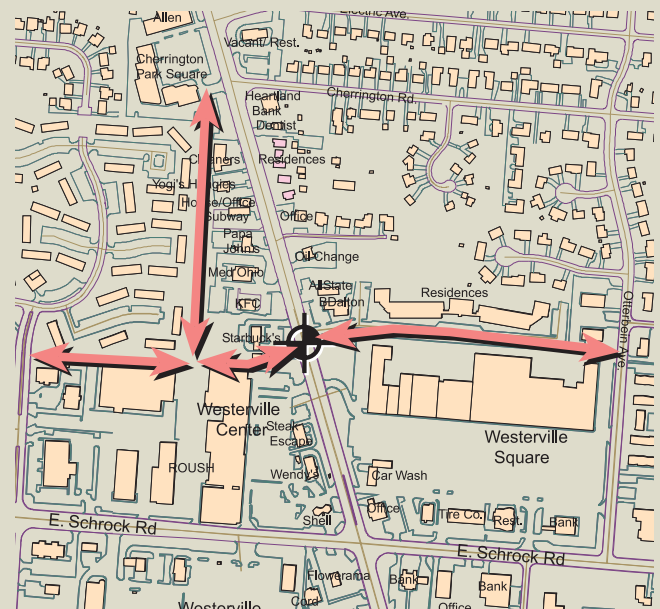
The bike path is currently planned to extend south within some portion of the old railroad right of way and then meander in the space between the apartments and the businesses located south of Charring Cross Road South.

East Side of State Street between Schrock Road and Cherrington Road

This area does not pose many connection-related issues. There are relatively few curb cuts and the superblock that results from Westerville Square is not that extensive. The lack of connecting streets in this area is due to Westerville Square and a ravine located just north of the senior residences. Single family residences were constructed on either side of the ravine that exists in a large part on the Valvoline property.



View south from Walnut St.



Potential new connection to relocated signal

Potential Solution:

The opportunity exists to connect Allview Avenue at Otterbein Avenue to South State Street. The purpose of this road is to connect the residential neighborhoods to the State Street Corridor eliminating the need to travel on an arterial. It will connect a few of the businesses to a new signal location at B. Dalton Books. A road at this location will also serve to create an improved pedestrian link to the residential neighborhood. Any longer term redevelopment of Westerville Square will more than likely seek to break up the building. A road at the rear of the Westerville Square Retail center may provide the framework for a larger redevelopment of the center into smaller more navigable retail buildings.

East Side of South State Street along the High School

The high school is a major activity generator within the community that should ideally have a presence on or at least a connection to the State Street Corridor. Ideally this connection will be both functional as well as visible. At minimum there needs to be a better bike connection from Hiawatha Avenue. This could be accomplished by using the existing right of way of Oakland Avenue located slightly to the north of the intersection or by utilizing the area between Hanby Square and the gas station.

Urban Design Guidelines



Desirable urban design character

The design guidelines that are being prepared for the South State Street Corridor are not intended to transform the Corridor into a whole new pattern of development, but are offered as a guide to future development so that it is more compatible with corridor traffic, provides a sense of place and contributes to the community.

The following overview of the major design guideline concepts is intended to facilitate review and discussion to ensure that the final product squarely addresses the issues the City will face as the corridor undergoes change and renewal.

The guidelines have been refined to address the specific redevelopment issues that may occur in what we are referring to as the State and Schrock District and the Old Town District. Guidelines for the Gateway District are included in the opportunity area descriptions.

Development along the corridor within the State and Schrock District should convey a sense of vitality, activity and shopping. Development standards and design guidelines should serve to separate driving from pedestrian areas, enhance the green spaces along the corridor, minimize curb cuts and overall present a more attractive appearance.

Development along the corridor within the Old Town District should serve to strengthen the adjacent residential neighborhoods by maintaining a scale, form and activity level that is consistent with the grid pattern of the streets and the existing residential structures.

Opportunities for Change

General Guidelines

Architectural and Building Standards

Franchise or corporate style architecture and/or highly contrasting color schemes are discouraged. New freestanding buildings shall be sited and designed to be compatible with the emerging character of the corridor.

Where drive-though elements are appropriate, they shall be architecturally integrated into the building, rather than appearing to be applied or “stuck-on” to the building.

Trash enclosures and other service spaces shall be constructed of materials and finishes which are consistent with the main building.

All rooftop mechanical equipment, including antennas, shall be screened visually and acoustically. Such screening shall be integral to the architectural design of the building.

Cooking odors shall be eliminated to the extent feasible by installation of the best available ventilation technology. Project applications shall include information on proposed ventilation systems and odor scrubbing technology to be used.

Height and Massing

The height and massing of new buildings should be consistent with that of surrounding buildings along the Corridor. In the Old Town District, this generally means buildings of one to one and a half stories in height, although some styles like the American Foursquare are a full two stories.



Primary and secondary exterior materials



Compatible screening

Within the Schrock and State District buildings may be a full two stories. The height of commercial buildings should be divided into street level and upper levels, with the character of first and upper stories clearly distinguished. Use building massing, special architectural features, and changes in the roof line to emphasize building entrances.

The height of the potential mid-rise and high-rise buildings within the Gateway District will be dependent upon the parking capacity of the site as well as how well the building relates to the surrounding neighborhood. The mass of these buildings should be broken down horizontally and vertically into a hierarchy of volumes. These buildings are not to be large monolith structures. On the east side of South State Street, it is recommended that smaller buildings be used to create a more human scale environment at the street level.

Roof Form

Pitched roofs with gables or hips at ends shall have a minimum slope of 6:12.

Materials shall be shingles, cedar shakes, slate or synthetic slate. Shingles are to be at minimum, a medium weight dimensional or dimensional-look shingle.

Minimum 12 inch eave overhangs shall be required. Projections may not extend from the main building more than five feet.

Exterior Siding

A reddish brick is the building material most associated with the City of Westerville. To

South State Street Corridor Study



Pitched roof



Two story structure

Opportunities for Change

enhance that image, the walls of the main body of a building must be of one reddish brick material. A second material may be used to call attention to the composition. This second material may be used on building projections, gable ends, entrance recesses, or to emphasize the horizontal or vertical divisions of the building.

The materials used in the main body of the building must be applied consistently (on that mass) on all sides of the structure.

Within the Old Town District, materials used on new buildings should be consistent with the character of the immediate neighborhood and that of the Uptown District.

Windows and Doors

The relationship of width to height of windows and doors, and the rhythm of solids to openings, in new buildings should be consistent. For the most part this means vertical, double hung or casement, wood-frame windows.

Major Corridors and Gateways

An opportunity exists to strengthen the image of the City by using the major vehicular entry points and intersections as gateways to the City.

The appearance and prominence of City gateways and major intersections shall be improved through the use of appropriate signage, landscaping, setbacks, and building design to signal transition.



Complementary materials



Typical Old Town Building



Land reserved for gateway feature

Sites located at prominent City gateway locations shall be required to provide additional landscaping treatment and may be required to provide special design amenities such as public art. This is particularly important at intersections, which are often viewed by vehicle travelers, who when at rest are more aware of the character of the surroundings.

City designed projects should take advantage of gateway locations to create a sense of entry by the use of improvements such as landscaping, building corner setbacks, special lighting, and public art. Utility installations shall be underground where possible or located in well-screened or non-prominent locations.

Building Siting in the State and Schrock District

The urban design objective in the State and Schrock District is to create a high quality, pedestrian scale, and potentially walkable area. By addressing pedestrian needs, site and building design will also address and develop creative approaches to improving motorist interest, access and enjoyment.

Building setbacks for new buildings should generally conform to the setback of the adjacent structures. The 40 foot minimum setback of the zoning code should be considered a “build to” line. Slight location adjustments may be made depending on the adjacent structures. These guidelines recognize that in some instances, it may be desirable to move a new building closer to the street (25’ setback) especially when at a corner lot or when there is no vehicular circulation in front of the building. Reduced setbacks may also be conducive to planned mixed



Gateway feature

Opportunities for Change

use redevelopment urban designs. Preferred locations for the reduced setbacks are shown on the adjacent graphic. These are also areas where adherence to a build to line is most important to the street frontage design of the corridor.

The sequence of continuous pedestrian activity shall not be interrupted. Bland walls and other “dead” or dull spaces at the street level shall be avoided. Visually interesting activities at the sidewalk edge shall be maintained and/or established to engage pedestrian and motorist interest.

Frontage design and signage locations shall be coordinated with streetscape landscaping and street trees.

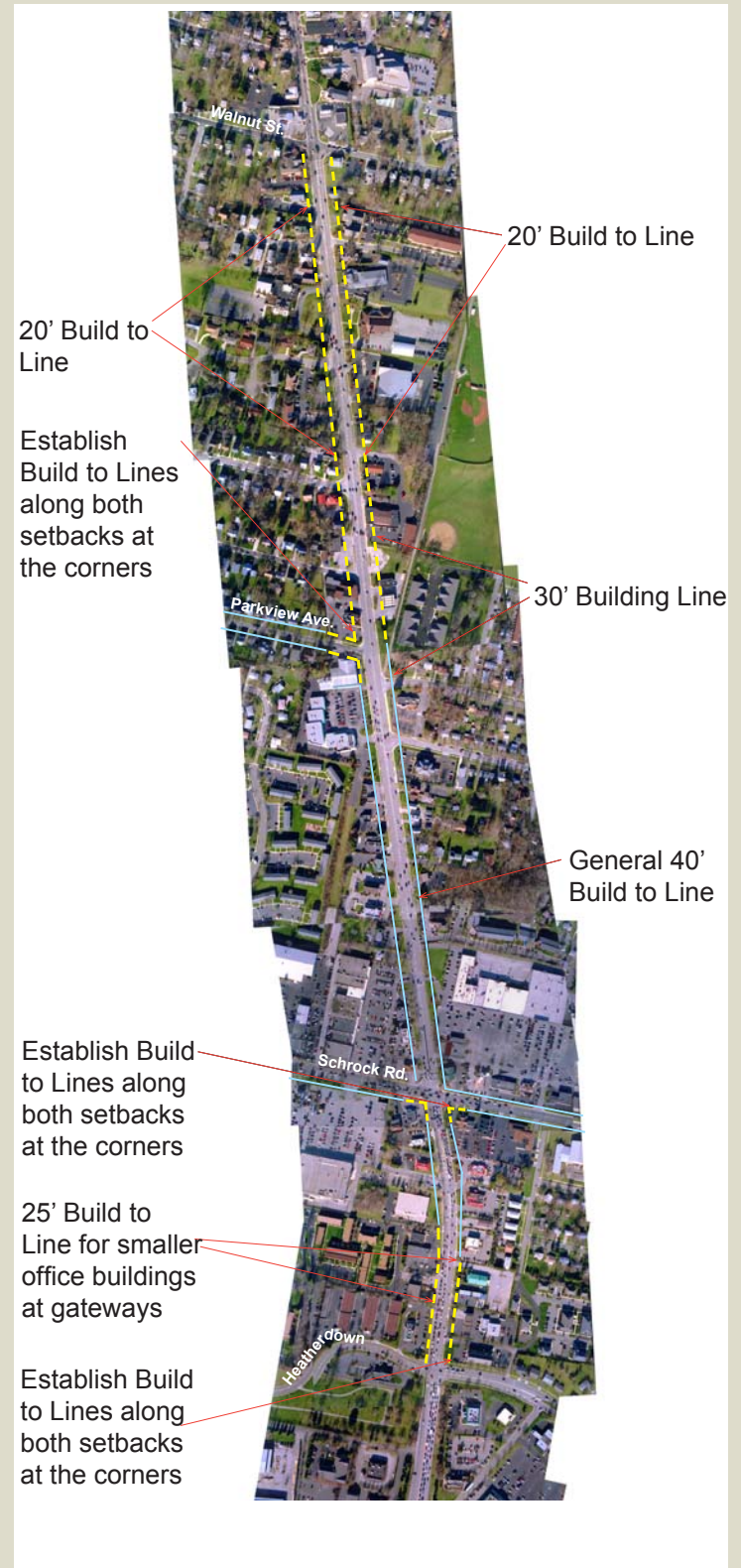
Building frontages should be active, with large nonreflective minimally tinted window openings at ground level.

Outdoor eating and activity areas shall be placed on or near the front property line to maintain the continuity of the street edge, or in alignment with adjacent property frontage.

Frequent street-facing pedestrian entrances shall be provided.

Pedestrian open spaces such as covered walkways, courtyards and plazas are encouraged, as well as the development of open and attractive passageways between buildings and blocks.

Parking lots shall be located in the interior of the block wherever possible, to encourage continuity of the street frontage.



The rear of existing buildings shall be enhanced, where appropriate, to improve public access from parking lots and service alleys.

Building Siting in the Old Town District

New buildings and converted residential buildings should maintain the residential character of this district. In particular, the residential size, shape, and scale of doors and windows should be maintained. Parking shall be accommodated behind the building and screened from surrounding uses and the street.

The typical pattern in this district is for houses (structures) to be located in the middle of the lots with front entrances facing the street. Corner lot structures should be pulled up to the minimum corner building lines with parking in the rear or in the interior of the lot.

Building setback lines in the Old Town District should be treated as “build to” lines. These lines are established by the older residential structures fronting the street. The build to line distance varies as the right of way changes. There is a 30’ build to line on the east side of South State Street from Electric Avenue to Hanby Square. From Hanby Square to Walnut, the build to line is 20’. A 20’ build to line is established on the west side of South State Street from Parkview Avenue to Walnut Street.

Pedestrian and Vehicular Circulation

Ingress and egress from the property should be designed to work with potential rear access drives.



Old Town Building



New building in the Old Town District

Opportunities for Change

The site design shall accommodate a logical and safe vehicle and pedestrian circulation pattern through the site. Circulation shall allow for adequate length of queuing for drive through elements that would not interfere with the on-site parking for patrons entering the restaurant or bank, nor result in traffic backing into the street.

Remodeling of existing structures shall also require a review of the entire site and circulation plan to ensure that the project is updated to current design review standards for the City. This may include requirements to improve and/or expand the existing landscaping, fencing, parking area or other site design issues.

Auto Service Stations

The site design for projects located at street corners should provide some structural or strong design element to anchor the corner. This can be accomplished using a built element or with strong landscaping features.

The on-site circulation pattern shall include adequate driving space to maneuver vehicles around cars parked at the pumps, with special attention to the circulation of vehicles not involved in the purchase of fuel.

All impervious service areas, including building and pavement, shall not cover more than 60 percent of the site.

To the greatest extent possible, required parking for the site shall be located adjacent to the convenience store facility and not interfere with circulation on the site or access to and from the pump islands.



Landscape parking lot screening



Consistent architectural detailing

Canopy size (dimensions) shall be kept to a minimum. Whenever possible the smallest dimension shall be parallel to the adjacent roadway. In no case shall the width of the dimension fronting on or parallel to the roadway exceed 25 percent of the width or frontage of the lot.

Should one or more bays for servicing cars be included in the convenience store structure, the site shall provide additional parking consisting of two spaces for each service bay and one space for each employee and service vehicle.

The amount of unrelieved pavement or asphalt area on the site shall be limited through the use of landscaping, contrasting colors and banking or pathways of alternate paver material. Extensive expanses of light grey concrete pavement shall be avoided. There shall be no parking or pavement in the front yard. All pumps and service doors shall be screened from the street and located behind the main structure on the site.

Accessory structures are prohibited.

Building architecture shall be designed to provide an attractive appearance which is compatible with the surrounding area. Prefabricated buildings are discouraged. Where allowed, such buildings shall be substantially modified and embellished to create a project that meets the community standards. All architectural details should be related to an overall architectural theme. Separate structures (canopy, car wash, cashiers booth, etc.) on the site shall have consistent architectural detail and design elements to provide a cohesive project site.



Alternate paver material

Opportunities for Change

The exterior facade of the structures included in the overall complex shall be natural materials such as brick or stone or some alternative material acceptable to the Planning Commission. The roof of these structures shall be covered with natural or manmade shingles and shall be designed so as to expose said materials to the adjacent streets and properties (such as a gabled or mansard roof).

A car wash, if incorporated into the project, shall be well integrated into the design. The car wash opening shall be sited so that it is not directly visible as the primary view from the street into the project site. An additional parking space shall be provided for each employee as well as a stacking lane sufficient to accommodate four waiting automobiles for each washing stall or device. The site design shall also address the issues of off-site noise exposure, provision of adequate on-site underground drainage systems to keep water off public streets and improvements, and circulation/vehicle stacking.

Lighting fixtures used to illuminate the area below a freestanding canopy shall be recessed so that the lens cover is recessed or flush with the bottom surface of the canopy. Lighting shall be minimized, reducing glare and eliminating spill over onto adjacent properties.

Shopping Center Design

A unified architectural design intention should be incorporated into each commercial center.

The appearance of a “sea of asphalt” parking lot in the front of the center shall be avoided.



Unified architectural and landscape design

Both perimeter and interior parking lot trees shall be provided for shade and visual relief in the parking area while maintaining view corridors to the store front areas.

On larger commercial sites, a portion of the total building area should be located at the street perimeter. Such siting, together with substantial landscape treatment, reinforces and strengthens the streetscape and helps to screen offstreet parking areas.



Outdoor gathering areas

Landscaping trees shall be allowed to achieve their natural form. Pruning to reduce the natural diameter of the trees shall be prohibited.

The architectural design of freestanding outlot buildings shall be consistent with the design of the remainder of the shopping center. Where centers require updating, outlot buildings, as they are updated, shall be remodeled in a manner that is consistent with the upgrade of the entire shopping center.

Shopping center remodeling for the “in-line” stores and anchor tenants that include comprehensive upgrades for the entire center, as opposed to just the new tenant, are encouraged.

All rooftop mechanicals equipment, antennas, etc. shall be screened from view. Rooftop lighting is strongly discouraged.

Textured or colored paving materials are encouraged to identify pedestrian circulation areas, especially within the parking lot.

Shopping cart storage areas shall be incorporated into the building design to provide a visual screen of the carts from the parking areas.



Parking lot lighting

Opportunities for Change

Outdoor gathering areas and public eating areas are encouraged.

Wherever possible new buildings should be sited toward the front of the lot to maintain a traditional relationship with the road.

Exterior Lighting Design

Exterior lighting design shall be architecturally integrated with the building style, material and colors.

All light poles and standards shall be dark in color.

Exterior lighting of the building and site shall be designed so that light is not directed offsite and the light source is shielded from direct offsite viewing.

Fixture mounting height should be appropriate for the project and setting. Use of low, bollard-type fixtures, 3-4 feet in height, is encouraged as pedestrian area lighting. The mounting height of fixtures in smaller parking lots or service areas should not exceed 16 feet, with lower mounting heights encouraged, particularly where adjacent to residential areas or other sensitive land uses.

The average horizontal illumination levels on the ground shall not exceed one (1) foot candle. The light level along a property line adjacent to a residentially zoned or used property shall not exceed an average intensity of one-half (1/2) foot candle.

Raised light pole bases are discouraged. Where unavoidable, base and pole shall be



Directional signage



Compatible sign within the streetscape



Sign with opaque background

attractively designed and well-detailed to be compatible with the overall project.

Parking lot lighting shall be metal halide.

No colored lights shall be used to light the exterior of the buildings.

Signs

Signs must positively influence the overall character and appearance of the streetscape and must be designed to complement the architecture of the building.

Franchise logos and identification signs will be allowed only if they are scaled down in size and are integrated into the building façade and street character.

Canopies designed as signs are prohibited.

Individual letters (either illuminated or non-illuminated) are considered preferable to sign cabinets. Signs shall be illuminated only by the following means:

- (a) By a white, steady, stationary light of reasonable intensity, directed solely at the sign and shielded or otherwise prevented from beaming directly onto adjacent properties or rights-of-way. Light fixtures shall be screened from view by site grading or evergreen shrubs. No exposed light sources are permitted.
- (b) By white interior light of reasonable intensity with primary and secondary images lit or silhouetted on an opaque background. The background must be opaque. No additional

Opportunities for Change

background lighting or illuminated borders or outlines shall be permitted.

Ground signs should be set on grade or be placed on a low masonry base to appear as a low monolith and take on the architectural appearance compatible with the actual building and the streetscape.

Wall signs are prohibited above the ground floor level, or above a height of one inch below the second floor window line, whichever is lower.

Landscaping

Westerville City Council recently adopted a vision statement that included a desire to have the City appear as if it were developed within a park. Landscaping, screening and buffering are extremely important components of that vision. The urban design standards that follow are in support of the 'City in a Park' concept:

Landscape plans must serve to tie buildings and sites together, define space and create a pleasant pedestrian environment.

Substantial landscape treatments should reinforce and strengthen the boulevard and tree-lined streetscape and serve to screen off-street parking areas.

Building owners must seek to reduce the amount of asphalt and replace excess circulation areas with landscape material.

Landscaping trees and shrubbery shall be allowed to achieve their natural form. Pruning



Desirable landscape character



Desirable landscape character

to reduce the natural diameter of the plants shall be prohibited.

Existing trees and vegetation cover should be protected in order to preserve the visual aesthetic qualities of the City.

Quality materials shall be used that will age well, stand up to abuse and have a comparatively long life expectancy.

Driveways

The number of driveways afforded any one site shall be minimized (the need for more than one driveway must be substantiated by a traffic study).

Access for multiple properties shall be combined, where feasible.

Driveways may be denied full traffic movement and turn movements may be restricted to right in/right out if traffic volumes and conditions on the corridor make the full movement operation unsafe.

Opportunities for Change

Guidelines for Public Improvements

The following is a discussion of the major strategic elements of the South State Street Corridor. Please refer to the Corridor Framework graphic for orientation. Many of the streetscape concepts are illustrated on the attached composite sheets.

Brand Interchange

State Street merchant and property owners are now competing with the Easton and Polaris areas for customers. Both of those areas are served by interchanges that are specially designed to include a particular visual brand to bring attention to these developments.

The State Street interchange is different than most in the area due to the fact that State Street goes under rather than over I-270. The underpass model puts the motorist at a slight disadvantage because the corridor cannot be instantly surveyed from the top of a bridge. The exiting motorist's first view of the corridor is when he or she is actually on State Street headed north.

Instead of using bridge hardware to reinforce the brand, Westerville should look to earth forms, gardens and street trees to guide the motorist into the community. Council's "city in a park" vision provides inspiration for an interchange landscape treatment that is more rustic within the ramps but funnels the motorist into the linear progression of the State Street light poles and street trees.



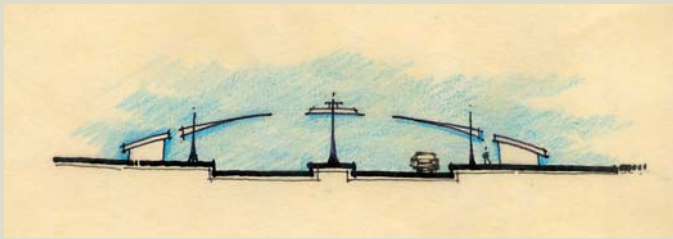
Interchange Concept

Gateway to the 'City in a Park'

- Park-like entry sequence
- Landscape terraces
- Sculpted mounds
- 'Snapshot' views into commercial
- Organic form to arrival corridor
- Focus on Huber Village/Heatherdown
- Arrival begins at underpass



Gateway feature



Gateway Concept
Huber Village Blvd./Heatherdown Dr.

Gateway Concept

- 'Arch-like' features
- Intersection sculpture
- Very illuminated
- Consolidation of lights, various signage types, and banners
- Reduction of street clutter
- Becomes a functional piece of art



Gateway feature



Planted median

As a side note, the fact that I-270 is elevated also supports the need for taller buildings in the east and west corners of State Street and the interchange.

Orienting Intersection at Huber Village Blvd./Heatherdown Dr.

The northbound State Street motorist is immediately faced with a critical navigation decision. The Huber Village/Heatherdown intersection currently offers few clues that prepare the motorist to make a desired turn or to proceed down the corridor. This intersection must not only convey directions to Brooksedge, Eastwind/WestPark and Uptown/Schrock but it must also serve to provide a sense of arrival and welcome to the City of Westerville. Streetscape solutions at this intersection will likely require structural elements, art and/or signage that will provide the motorist with immediate cues about the location of major destinations on and off the corridor.

Median

A median between the Huber Village/Heatherdown intersection and the Kroger signal will greatly serve to guide motorists down the corridor. A median will also eliminate the multiple turning options that are currently available. A median will make this stretch of the corridor less confusing and visually more attractive and enjoyable. The median may be placed in the existing turn lane and be approximately 16' in width. This will require a slight decrease in the width of other driving lanes or potentially require more right-of-way acquisition for the future road widening. A heavily planted and irrigated median can be virtually maintenance free.

Opportunities for Change

Decorative lighting may be extended down both Heatherdown Drive and Huber Village Boulevard so as to highlight the importance of these roads within the street system.

Streetscape between Huber Village Blvd./ Heatherdown Dr. and the Kroger Signal

West side

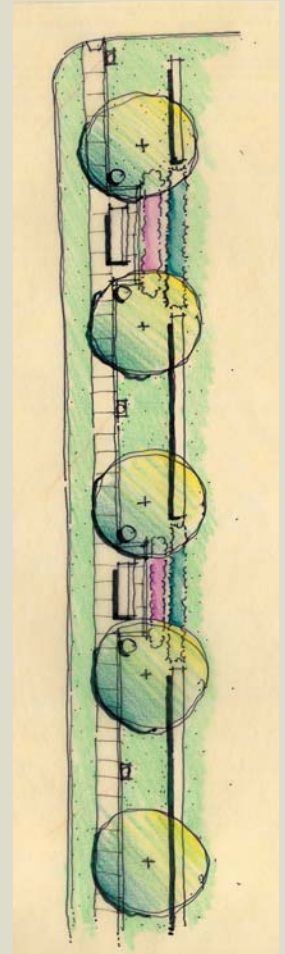
The west side of South State Street appears to be stable and not likely to change in the near future. The weakest section of the streetscape is found at the entrance to the Camelot condominiums where there is little green space in front of these businesses. Ideally the entrance to Camelot and these businesses could be enhanced so that the curb cuts on State Street could be eliminated and replaced with front lawn. The balance of the streetscape would then be enhanced with decorative street lights. Banner poles will also serve to enhance the festivity of this portion of the Corridor.

East side

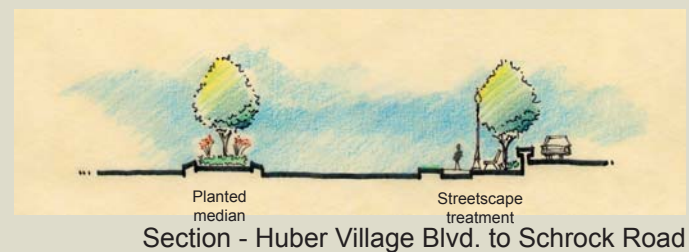
The catalyst for the streetscape on the eastside will be the proposed widening of the roadway from the interchange to Schrock Road. The additional lane and the relocation of the sidewalk will utilize an additional 20' of land behind the existing curb line. In many instances this amount of land cuts into existing landscape areas of the businesses. Two streetscape options exist. The improvements could be limited to the minimal amount of additional right-of-way it takes to widen the road. The property owners would then be required to conform. The other option is to enlarge the scope of the widening project. Since the

Pocket Seating Areas (with additional R.O.W. or landscape easement)

- Pedestrian seating along the sidewalk
- Pedestrian scale lighting
- Trash receptacles
- Wall and/or vegetation assists in elevation change and edge definition
- Site furnishings should be consistent in material and color.



Plan - Huber Village Blvd. to Schrock Road



Section - Huber Village Blvd. to Schrock Road



Sketch - Huber Village Blvd. to Schrock Road



Impact of road widening



Recommended light fixture for Gateway and State and Schrock Districts

widening is likely to be seven (7) or eight (8) years in the future, the City has the time to negotiate with the adjacent property owners to enlarge the scope of a street widening project from 20' to 30'. The additional 10' may be a landscape easement on what is already a required front yard area. The additional area will potentially allow for a larger sidewalk and/or a larger tree lawn area. The grade along this side of the street may require a seating wall across the properties. The look of this wall could begin on the south corner of Huber Village and State Street. The curb cuts of the individual businesses may be better highlighted with this landscape treatment. Signage may also be incorporated into the scheme.

Street Lighting

The burial of existing overhead utilities and the installation of decorative street lights will greatly contribute to the visual quality of the corridor. All of the overhead electric lines are owned by the City of Westerville except for the lines along the west side of South State Street between Schrock Road and I-270. These lines are owned by AEP and are used only for transmission and do not serve adjacent properties. AEP does not typically contribute to the cost of underground burial. When feasible and not objectionable to adjacent property owners, the AEP lines or any of the Westerville lines may be relocated to the rear of properties along the corridor

The recommended lighting fixture within the Gateway and the State and Schrock Districts is a decorative base, pole and mast arm with a cut-off cobra head fixture. This is

Opportunities for Change

one of Westerville's standard street lighting installations. This fixture will reduce the number of fixtures needed along the roadway, permit the addition of banners if desired, and otherwise blend into the streetscape.

Westerville's standard post top pedestrian scale lighting fixture or mast arm esplanade fixture may be introduced at the portal park transition between the State and Schrock District and the Old Town District. Acorn post top type fixtures on decorative bases could be placed along South State Street between Cherrington Road and Parkview Avenue to highlight the transition and to underscore the importance of the area as a key pedestrian/ bike junction.

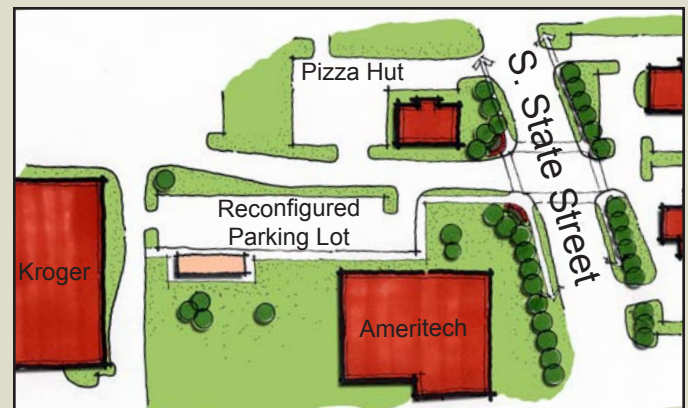
Kroger/McDonald's Signal - Minor Intersection

In providing visual clues along the corridor, an attempt will be made to differentiate between major signalized intersections (Huber Village/ Heatherdown, Schrock, Cherrington) and the signalized intersections that serve adjacent businesses. The signal configuration at minor intersections (signal heads spanning the roadway) should be consistent with the standard traffic engineering practices, but the scale and the look of the intersection should indicate to the motorist that turns at this location will be made to specific destinations as opposed to the larger street system.

Both driveways should be redesigned (especially the Kroger driveway) to provide a more attractive entry into the businesses. The median within the Kroger Drive should be eliminated and the driveway be made



Alternative lighting fixture for Old Town District



Reconfigured Kroger intersection at State Street



Recommended light fixture for Old Town District

less wide. The edges of the driveway may then be utilized to provide a gateway into the development. The same gateway treatment may also be implemented on the McDonald's side of the intersection. Decorative banners may identify this intersection as an important activity area. The signal mast arms should be different than those at the major intersections. The signal mast arm may be a different style or be set at a different angle, or the signals could remain mounted to wires that are attached to decorative poles.

It is recommended that the City begin discussions with all of the property owners who utilize this intersection to gain support for forming a special improvement district that will have as its goal to enhance and maintain this intersection. The special improvement district will serve to formalize the use of the driveways by all parties. A portion of the driveway could be put into public right-of-way in exchange for private contributions to the enhancement of the intersection.

State and Schrock Square

The intersection of State Street and Schrock Road should be celebrated as a very important place within the City of Westerville. Decorative street lights and specialty pavers will make a visual difference in the attractiveness of this intersection. There is currently not enough right-of-way to permit substantial change.

Over the long term the City may make key acquisitions that will serve to provide the intersection with some spatial prominence and put more of the corner in the public domain. The City should seek partnerships with surrounding property and business owners to

better position their businesses around new public open space at the corner.

There are two potential urban design solutions that can provide a sense of prominence at this important intersection. One solution recommends that new buildings be built right up to the street corner so as to provide enclosure, interest and activity along the street edge.

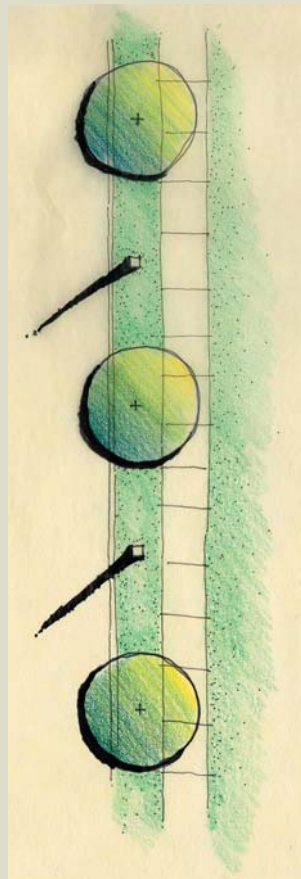
The other solution is to use open space to provide a green public respite within this very busy area. The open space model appears to be the preferred solution due to the fact that it serves to provide contrast with the enclosed feel of the Uptown District. This will reinforce the fact that the two activity centers work together in a different way to keep the Corridor vital. The open space model also enhances the redevelopment potential of the area, especially Westerville Square Center. Open space potentially increases views from the Corridor into this large property. Even without redevelopment, acquisition of the two properties in the northeast corner of the intersection may be combined with the existing open space in front of the Westerville Square to provide a green activity oasis. The COTA Link bus stops may be integrated into the corner open spaces as they are acquired over time.

Streetscape - Kroger/McDonald's Signal to Westerville Square/Center Signal

The streetscape in this stretch of the corridor should work with the design of the Schrock Road intersection with respect to paving materials, potential decorative walls and light

Streetscape

- 5' Tree lawn area if possible
- 5' sidewalk
- Street trees planted just within the R.O.W.
- Site furnishings should be consistent in material and color.



Plan - Schrock Road to Walnut Street



Section - Schrock Road to Walnut Street



Before



After

poles. The sycamores in front of Wendy's and the mature trees in front of Westerville Square should be preserved.

Minor Signal - Westerville Square and Westerville Center (and on Schrock between center and Plaza)

All three of the minor signal locations (including Kroger) are recommended to have the same treatment that will distinguish these intersections from the larger intersections of the primary street system.

Streetscape - Westerville Square/Center Signal to Cherrington Road

The streetlight and banner poles started at Huber Village Blvd./ Heatherdown Road will be extended through this section. Cobra head fixtures on spun-aluminum poles currently light this section of roadway. A decorative mast arm pole and light fixture is recommended along this portion of the corridor. The existing tree lawn is too small to contain trees, so street trees will have to be incorporated behind the sidewalk either as a city project or as private site plan alterations. Ideally the electric lines will be buried or relocated. At minimum, the City should seek to remove the overhead lines that span the roadway.

Streetscape - Cherrington Road to Parkview Avenue and portal park

This area has been identified as a potential activity node within the Corridor. (See the opportunity area description on page 72 for more detail.) It is recommended that the narrowing of the roadway be accentuated with

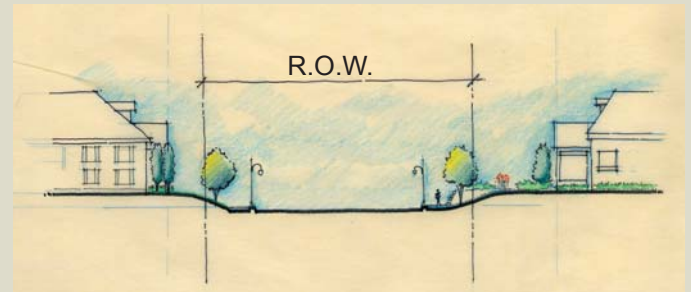
post top lighting fixtures (similar to Uptown) that line the roadway from Cherrington Road to Parkview Avenue. The open space at the mouth of the bike path may contain benches in a park-like setting. The mouth of the bike path may have bollard lighting to highlight its location. A paver design may be placed within the roadway.

Streetscape - Parkview Avenue to Walnut Street

The streetscape recommendations for this area will serve to maintain and enhance the main street stateliness of this stretch of roadway. Decorative lighting poles and fixtures may be extended along this stretch, although the spacing of the lights should be greater than it is in Uptown. The existing two foot (or less) tree lawn is too small to contain street trees. It is recommended that periodic plantings be made on the individual lots to maintain some semblance of a canopy.

Bus Stops

Bus stops are an important component of the corridor streetscape. Stops should be planned and designed to increase passenger comfort levels and actually serve to encourage the use of public transit. Bus stops should be designed with paved waiting pads, shelters, benches, windbreaks and lighting. Each stop may include landscape features that provide shade, act as windbreaks, and offer a visually appealing environment.



Section - Parkview Avenue to Walnut Street



Before



After

Streetscape

- Tree lawn area to remain
- 5' sidewalk
- Street trees planted just within the R.O.W. where possible to promote the continued philosophy of 'The City in A Park'
- Site furnishings should be consistent in material and color.

To increase the appeal of the waiting areas convenience items such as public phones, ATM's, trash receptacles, and newspaper vending boxes may be integrated within the site. Over time, tenants offering convenience services may be encouraged to locate in the nearby retail centers.

The City has the opportunity to integrate attractively designed bus waiting areas into the design of the State and Schrock and Westerville Junction opportunity areas as described later in the study.

Opportunities for Change

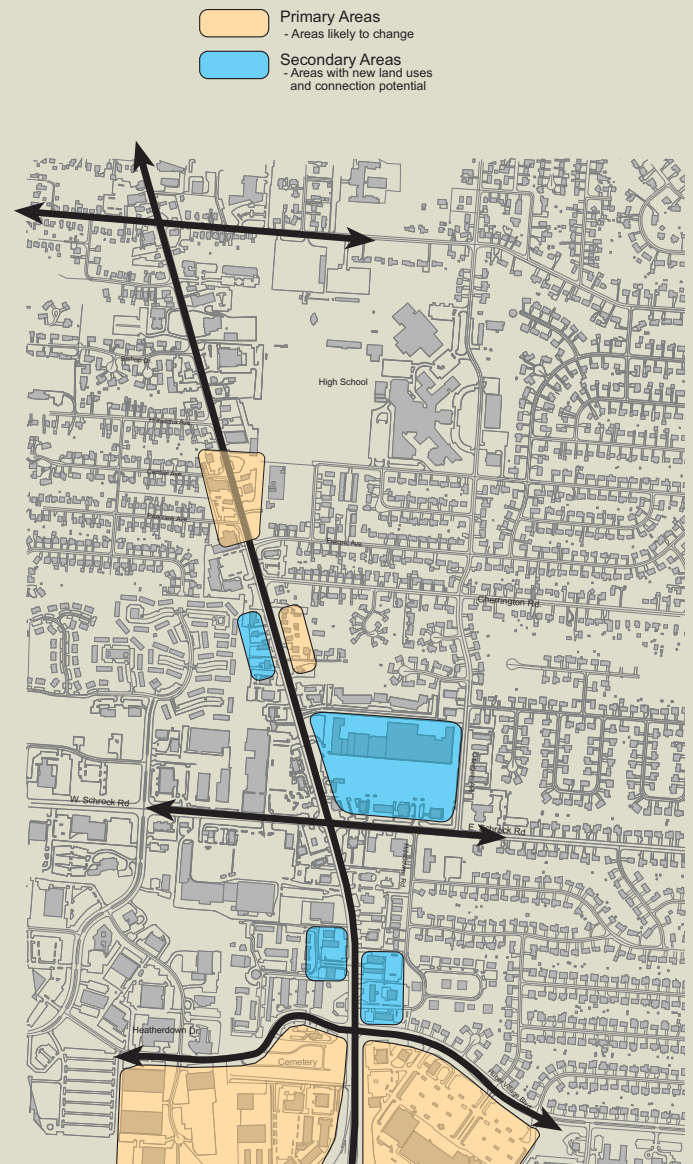
Opportunity Areas

Goal: Create vibrant mixed-use centers of activity

Objectives:

- Plan for concentrated peaks of commercial activity at State and Schrock and at the Uptown District.
- Enhance the live/work environment through safety convenience, and variety.
- Identify opportunities for community festivity (especially during Independence Day).
- Consider higher density, mixed-use developments to increase pedestrian activity and to promote economic development.
- Change the physical structure of designated areas to better reflect the mature developed community.

Changing market conditions, additional traffic congestion and aging, less attractive retail centers present the need and potential for change along the corridor. Change may take many forms in response to these issues. The larger retail centers may be repositioned to exploit niche markets. Change may also take the form of renovation and enhancement. It may eventually take the form of redevelopment when it is apparent that a new physical form and land use will provide a greater return on investment than an existing use. Over the next six or seven years, it is likely that the property and business owners will look to renovation and market repositioning strategies to enhance the return on existing structures. These strategies should



be supported by the public sector, especially when it involves the commercial centers adjoining the State and Schrock intersection. Over the longer term (+7 years), development patterns in the surrounding growing areas will be established to the extent that redevelopment of the existing sites will likely be the preferred strategy.

The opportunity concepts that follow were prepared to convey the desire of the municipality to work with private property owners to redevelop their sites to a mutually beneficial use. The concepts are flexible and are meant to convey land use, site and building concepts that respond to emerging market conditions and/or particular development situations.

Opportunities for Change

I-270 West

This concept identifies the long range opportunity to reorganize and to redevelop approximately 25 acres of land at a prominent yet difficult location along I-270. The market analysis and the visual inspection of the State Street Corridor and adjacent areas have indicated that only the most visible and accessible commercial uses on State Street and Schrock Road and I-270 are likely to be viable and competitive in the real-estate market place. The west side of South State Street along I-270 suffers from poor visibility, difficult access and very little identity.

The concept utilizes the 84 Lumber site as a central open space that serves to organize mid-high-rise office sites along parts of an existing roadway (Club Drive). The new lots illustrated in the graphic are approximately five (5) acres and contain three (3) or four (4) story buildings at 45,000 to 60,000 sq. ft apiece. The old railroad right-of-way serves as a pedestrian connector to the retail area to the north and to Brooksedge Office Park. The scheme is not entirely dependent on the acquisition of 84 Lumber as the surrounding lot may still be consolidated and redeveloped. The Athletic Club may remain as an amenity for the existing and future business area.

Office redevelopment was chosen to illustrate the concept although the area could accommodate mid or high rise residential use in combination with the new park and the athletic club.

Short-Term Actions

- Investigate the potential of freeway signage and/or signage at the bottom of the freeway ramp to direct motorists to properly cue for the Heatherdown left turn lane.

- Gain control of the old railroad right-of-way.
- Design and implement gateway features at Heatherdown Drive to direct motorists to the area.
- Promote the existing motels and the Athletic Club through the Convention and Visitors Bureau.

Mid-Term Actions

- Discuss the redevelopment potential of the area with the property owners outlining potential incentive and/or other public actions that could result in a redevelopment partnership.
- Further refine the development concept based on property owner and developer comments.
- Purchase the 84 Lumber land when it comes up for sale (the property is not likely to have a high commercial real estate value - except to similar users).
- Design the necessary public improvements.
- Examine potential Tax Increment financing strategies.

Long-Term Actions

- Support and participate in the redevelopment of the assembled properties.



Opportunities

- Taller buildings for visibility
- Extended streets to organize structures
- Expanded pedestrian system
- Greater identity in real estate market
- Heatherdown Gateway at State Street
- * Public/private partnership to renew land uses

Illustrative concept



Existing conditions

Opportunities for Change

I-270 East

The east corner of I-270 and South State Street represents an opportunity to utilize a large tract of land for substantial redevelopment. The key feature of this site is that it may be one of the largest remaining properties along I-270 under single ownership. The current owners of the site intend to continue to market the existing large building (former mall and movie theater) to potential retail tenants. The success of this effort will depend on the strength of the current anchors. Kohl's has a long-term lease and appears to be doing well as it does at similar locations. Office Max appears to be slightly out of place away from the business districts. If tenants are found for the vacant portions of the building and the real estate value of the property remain high, there will obviously be no need for public action.

The key components of short and mid-term strategy will be to maintain retail visibility and to keep the 24-acre tract consolidated under one ownership. The larger tract maintains the potential of phased redevelopment in accommodating existing buildings and businesses and beginning a cycle of new construction that would have a mutual benefit for new and existing enterprises.

The concept that is illustrated identifies the potential for a mix of uses that are anchored by a distinctive, multi-story structure. The site may feature parking decks, potential medical and other personal services and distinctive open/activity spaces that will also be attractive to the adjacent residential neighborhood.

Short-Term and Mid-Term Actions

- Complete streetscape improvements including the gateway feature at Huber Village Boulevard.
- Seek tenants for the existing building as part of the economic development program.

Mid- and Long-Term Actions

- Develop incentive to keep the parcel consolidated and under one ownership.
- Form a public/private partnership to redevelop site when the property is not marketable in its present form.



Illustrative concept

Opportunities

- Exhaust effort to re-establish retail tenants for the existing building
- Provide new land use options
- Develop a future public/private partnership for phased renewal or redevelopment of the site
- Develop Huber Village Gateway



Existing conditions

Opportunities for Change

State and Schrock

This concept identifies the opportunity to collaborate with the owners of the larger properties at the corner of State and Schrock to potentially enhance the identity, value and attractiveness of corridor real estate. State and Schrock represents the core of the retail district.

Westerville Square, due to its size, configuration and the distance from the State Street Corridor, may decrease in retail vitality. The most immediate need is to work with the property owner to update the center, emphasizing visual attractiveness and to find potential tenants that will enhance the shopping experience at the center and within the area.

The illustrated concept graphic recognizes the long-term opportunity to divide the property into a retail half and residential half. The retail portion is much better oriented to South State Street than the existing center. To help in that regard the concept shows the acquisition and removal of the corner outlots to provide more visibility and identity at the corner. The existing shopping center may be reconfigured in phases or in sections to keep existing tenants.

The concept also illustrates the opportunity to provide the Schrock and State intersection with a landmark identity. This feature will serve to increase the attractiveness and notoriety of the corridor as a real “place of activity.” The green area around the intersection within the existing right-of-way does not provide the space needed to truly make a meaningful visual impact at this large important intersection. The essence of the design idea is to tie the shopping center district together visually and symbolically and to create a more memorable

South State Street Corridor Study

experience while traveling the corridor. This improvement will also serve to further the “city within a park” vision of the community.

The enhancement of the northwest and the southeast corners may be done in partnership with private redevelopment efforts that will overcome the inefficient access and unattractive condition of the remnant corner properties. A new form of development at the corner will result in higher real estate values and create a new identity for the area. The existing greenspace on the southeast corner, (with the acquisition of a landscape easement) may be made part of the new feature. The gas station on the north corner will most likely have to be relocated or redeveloped to provide more space at the northwest corner.

Short-Term Actions

- Work with the Westerville Chamber of Commerce and corridor businesses to develop a “district” marketing strategy that promotes the larger retail area and reinforces the corridor as an active and vital place within the community.
- Design attractive intersection features and install decorative mast arm signal and lights.

Mid-Term Actions

- Seek commitments from property owners to participate in the redevelopment/renewal of the Schrock corners.
- Identify Tax Increment Financing and Community Reinvestment Act opportunities.

Long-Term Actions

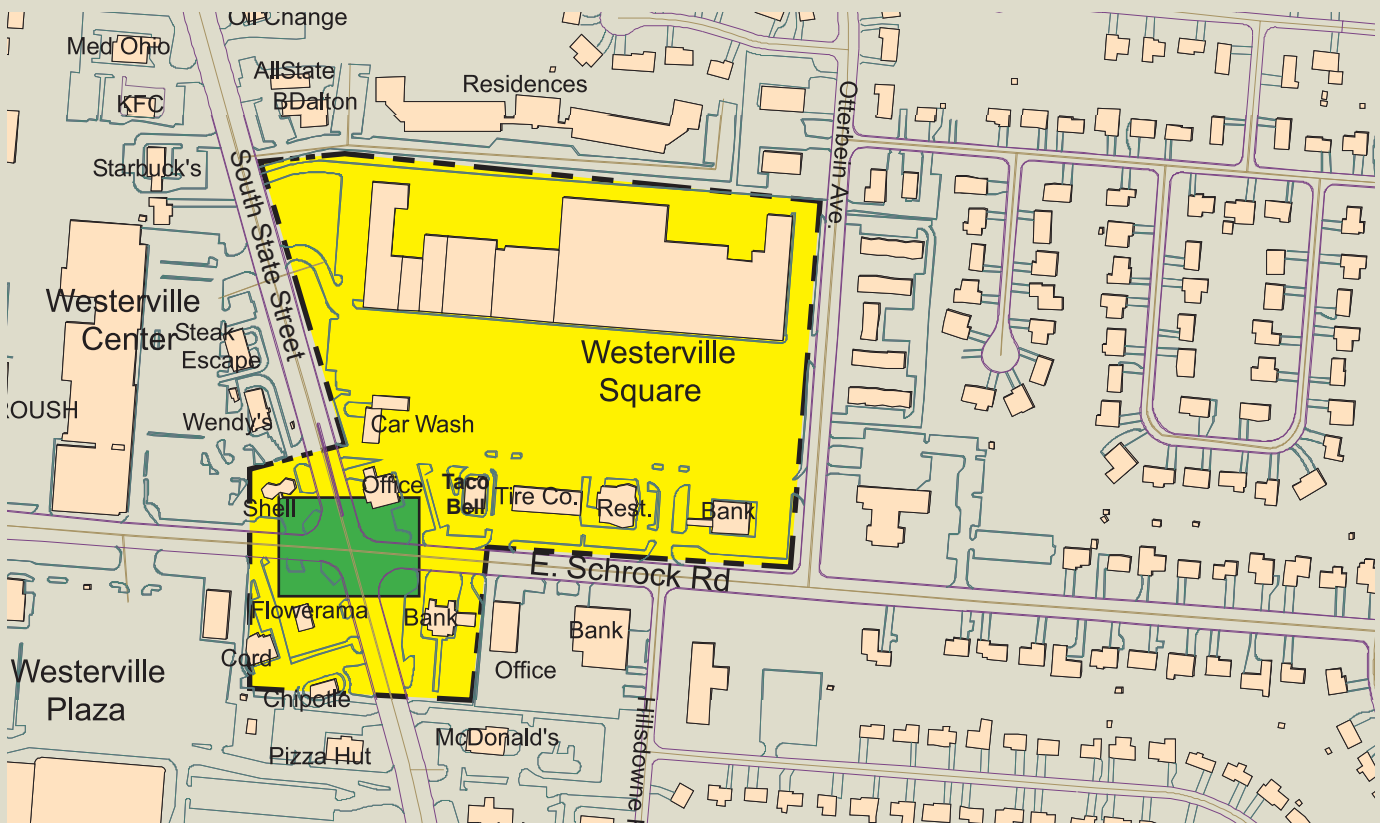
- Implement major intersection improvements along with private redevelopment efforts.



Illustrative concept

Opportunities

- Bolster retail viability with attractive streetscape features and waypoints
- Unify and connect the State and Schrock Retail District
- Seek public/private partnership to remodel/ reposition retail centers for new retailing opportunities
- Collaborate with private sector to develop new intersection identity
- Seek opportunities to incorporate remnant outlots into larger developments
- Allow for additional land use options



Existing conditions

Opportunities for Change

The Commercial Village

This concept identifies the opportunity to reduce the one-dimensional qualities of the corridor by providing new connections to adjacent roadways and by extending adjacent development out to the corridor for more visibility and integration.

A proposed median on this section of South State Street will provide the incentive for property owners to participate with the City in permitting traffic to circulate between properties at the rear of the businesses. These vehicles may either circulate to the Kroger/McDonald's signal or potentially, over the long-term, to Hillsdowne Road or out to either Schrock Road or Huber Village Boulevard. The circulation pattern will be enhanced by the redevelopment of the Carquest property. The connection to Hillsdowne may be made only after improvements are made to mitigate all potential cut-through traffic within the adjacent neighborhood.

The concept goes on to suggest that the scale, look and use of the Concord Square office development on Hillsdowne Road be extended out to State Street to provide a less intensive and more welcoming entry in to the corridor. This will require the redevelopment of the vacant restaurant, the car wash and the gas station. The redevelopment of the gas station is unlikely in the foreseeable future, however, the concept may begin with the vacant restaurant.

Short-Term Actions

- Design the median and streetscape improvements.

- Require that redevelopment proposals incorporate rear access and circulation capability.

Mid-Term Actions

- Construct the median and streetscape improvements.
- Pursue the Carquest redevelopment and work with adjacent property owners to modify their parking lot configuration to accommodate rear access and circulation.
- If Hillsdowne access option appears desirable, prepare preliminary engineering documents, meet with impacted property owners and conduct meeting with the adjacent neighborhood.

Long-Term Actions

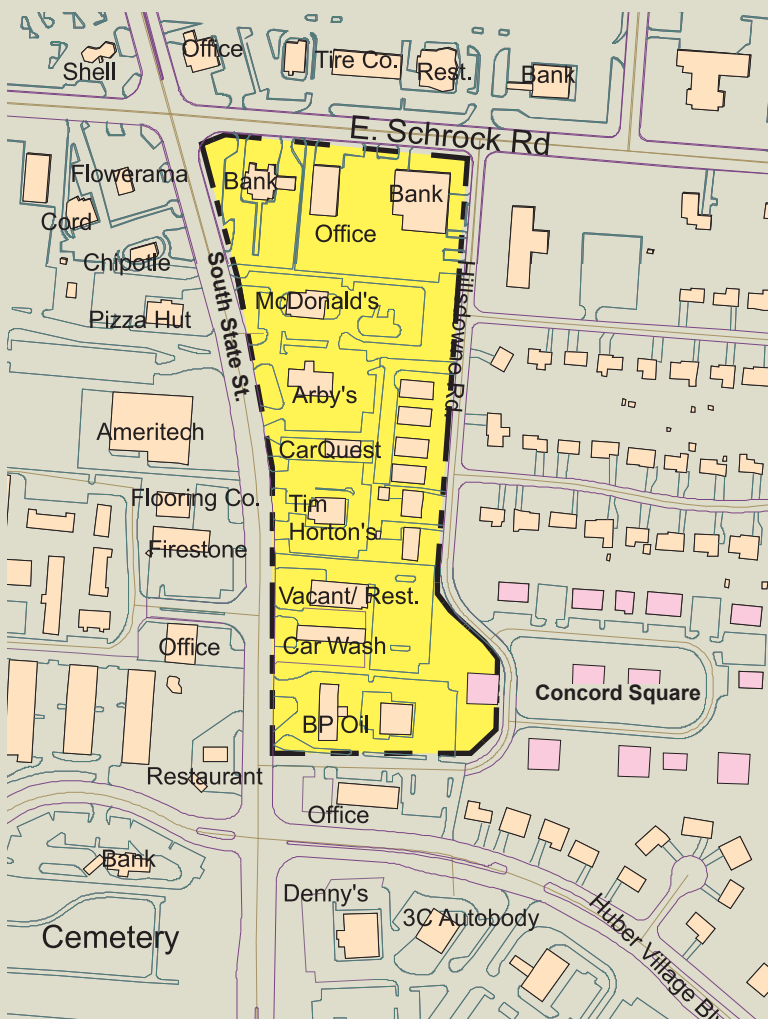
- Participate in the long term redevelopment of the car wash and gas station.

Opportunities

- Increase circulation between uses to eliminate curb cuts
- Remove residential neighborhood for commercial travel patterns
- Enhance access and visibility to Concord Square offices
- Develop a welcoming, attractive streetscape
- Strategic public sector acquisition to enhance access and circulation



Illustrative concept



Existing conditions

Opportunities for Change

Westerville Junction

This concept identifies the opportunity to mark a place of distinction along the corridor by celebrating the point of transition from the old and new pattern of development and the point of connection of the vehicular, pedestrian/bike and rail line.

This concept includes the opportunity to purchase the vacant lot adjacent to the bikeway right-of-way so that a portal park may be developed at the bike path crossing. The transition may be marked by a specially designed streetscape that will emphasize the pedestrian qualities of the area. The area included in the opportunity concept extends from Parkview Avenue to Cherrington Road. The City should pursue the acquisition of the old railroad right-of-way to permit vehicular circulation at the rear of the businesses fronting State Street. The acquisition of the converted residence adjacent to Yogi's Hoagies may spur the rehabilitation of the adjacent properties including Yogi's. It is also suggested that the negotiations for the railroad right-of-way include a redevelopment plan for the retail/warehouse building on the same site. A more complementary sized building containing a vital active use will better serve the area as well as provide more parking spaces to replace the ones lost at the railroad right-of-way.

Short-Term Actions

- Complete streetscape improvements.
- Purchase the vacant lot and secure an open space easement from Speedway.

Mid-Term Actions

- Acquire portions of the railroad right-of-way to provide rear access to all of the businesses.

Long-Term Actions

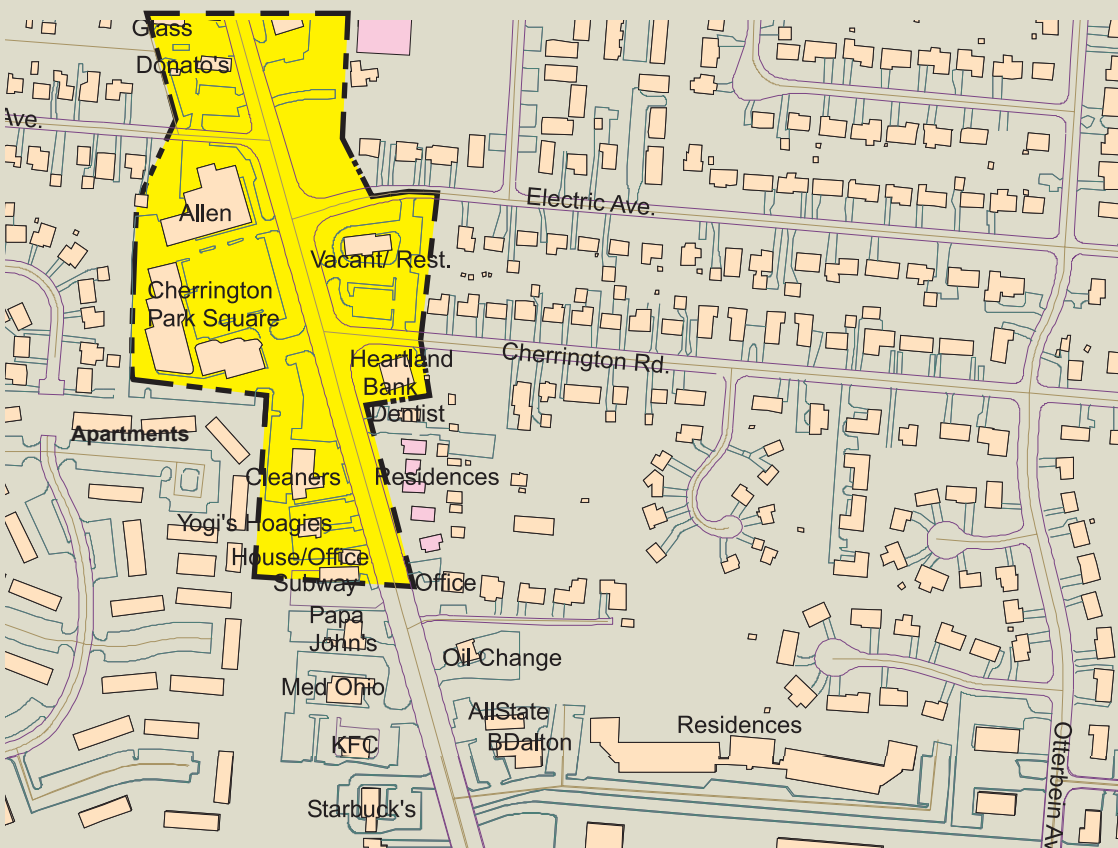
- Redevelopment of the large retail/warehouse structure.

Opportunities

- Develop an attractive waypoint along the corridor
- Utilize the old railroad right-of-way for bike and vehicular circulation
- Public/private partnership to develop architecturally and functionally significant building



Illustrative concept



Existing conditions

Opportunities for Change

Offices at Cherrington

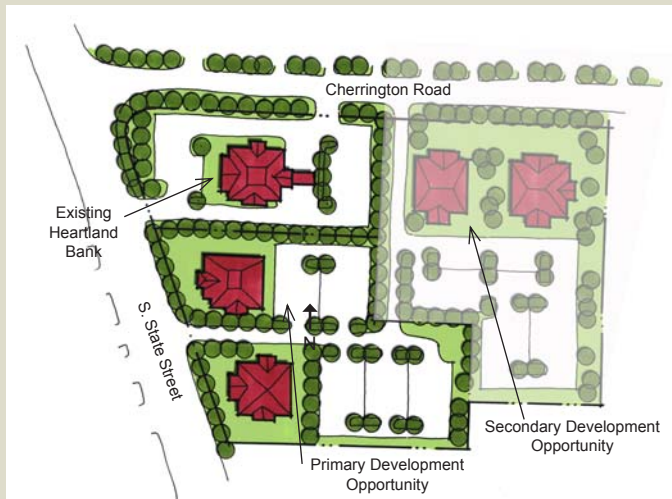
This concept identifies the opportunity to redevelop existing residential structures on the corridor that are now isolated and out of character with adjacent uses. The key to this redevelopment is to provide the incentive or enact the restrictions that will consolidate these properties to provide the lot area necessary for new office development. The conversion of the existing structures to offices will not be a desirable short term solution. Fortunately the lots are not wide enough to permit driveways around the existing structures so that the back yard may be accessed for parking. Lot consolidation will permit a greater density, more parking and better circulation than may otherwise be possible on the single lots. The City may consider utilizing the Community Reinvestment Area Program to provide just enough tax relief to make redevelopment and consolidation more attractive. In addition, it is recommended that the City acquire the residential lot adjacent to Heartland Bank on Cherrington Road. This lot greatly increases the redevelopment potential of the corridor properties by creating enhanced parking and circulation opportunities. Additional residential properties may be included in the redevelopment over a longer term.

Short-Term Actions

- Acquire key property.
- Identify a potential incentive package that will be attractive to potential businesses or developers.

Mid-Term Actions

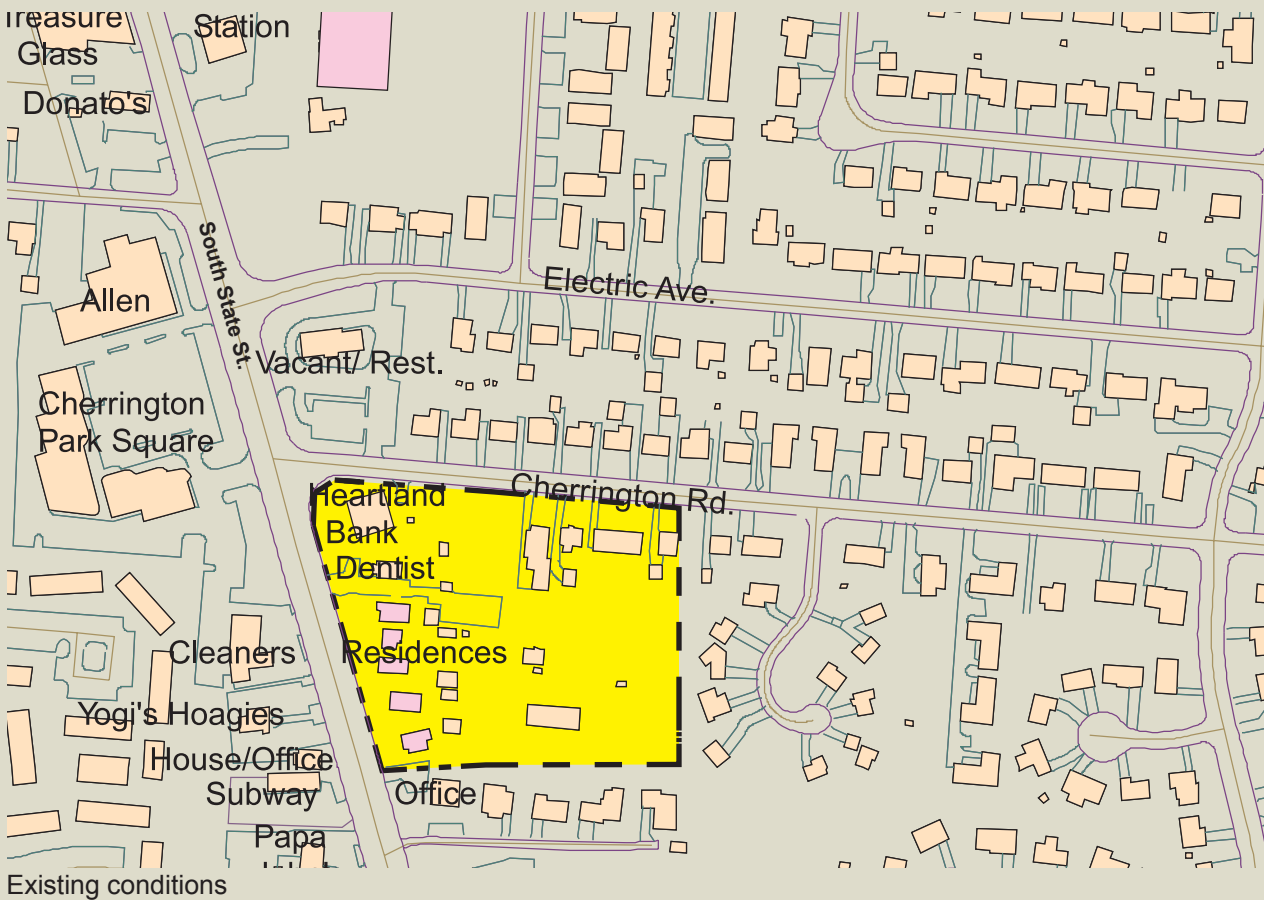
- Acquire houses, if for sale.
- Demolish houses and ready the land for development.
- Seek partnerships for redevelopment.



Opportunities

- Public/private partnership to help consolidate residential lots for redevelopment
- Build upon the attractiveness of Heartland Bank
- Strategic public sector acquisition to increase access and redevelopment potential

Illustrative concept



Introduction: Implementation Strategy

Early in the study process alternate development concepts were reviewed and discussed. The concepts identified various types and degrees of public action that may be required to achieve a long-term vision for the corridor and to deal with various current issues associated with change and development along the corridor.

As a means of seeking the desired balance between vision and action, the alternatives presented different ways the corridor could be adapted to a new role within the larger community; how it could be repositioned with new offerings to maintain vitality, and how the physical layout could change to better connect the corridor to the adjacent neighborhood. Public review and discussion of the alternatives determined that in the foreseeable future, the corridor will function much as it does in the present. It is likely to remain a high traffic volume service-oriented corridor. The shrinking retail market area is causing the retail centers to offer more neighborhood based goods, catering to both the adjacent residential and office communities. It was also determined that the physical layout of the corridor is not in need of major restructuring. There are instances, however, where the corridor may be better connected to the surrounding community. Recent private renovations have made the corridor more attractive and recent traffic improvements have made the corridor slightly more manageable at peak times.

These findings have shaped an implementation strategy that combines actions of enhancement, opportunity and ripening. The enhancement of the corridor will include the public improvements

Opportunities for Change

that will beautify the streetscape and make the corridor more distinctive, more attractive and memorable. These enhancements, along with a campaign to market the entire State and Schrock District, will be designed to enhance the traveling and shopping experience. The Urban Design Guidelines will, over time, serve to unify the corridor as well as make it more distinctive. The opportunity strategy requires the municipality to take on an adaptive posture rather than a prescriptive posture when investing in redevelopment. The cost of real estate along the corridor is simply too high for the City to acquire both property and business. The opportunity approach will require that the City continually seek to match opportunity as it occurs along the corridor with the City's capacity to exploit the opportunity.

The opportunity strategy recommends longer lead times for many of the more expensive improvements so that less costly agreements can be worked out. It also recommends that the City be prepared to move quickly should a key property come up for sale or temporarily become vacant. The strategy also requires that the municipality seek private partnerships to potentially bring a return on municipal investment.

The ripening strategy recommends that the municipality take great care to ensure that major change and development options are preserved and not used up. The corridor is in an early stage of transition due to the changing retail market and competition from new development. The corridor may find a new market niche that permits it to keep its present form and maintain its value. On the other hand, portions of the corridor may decline further and

leave little doubt that additional investment may be needed to rethink its role, offerings, and structure. During this transition the municipality should not readily endorse smaller “stop gap” measures, such as larger signage, additional outlots, or long term leases that may, in the future, greatly increase the difficulty and/or cost in acquiring, assembly, and construction of a new form of infill development.

Near-Term

The near-term projects are primarily enhancement projects that don't require a lot of design and could be implemented relatively quickly. The implementation time frame for many of the projects may be greater than three (3) years, however, many of these items are the initial phase of mid- and longer-term projects. In consideration of a limited budget overall, it is recommended that the municipality direct its resources to the portion of the corridor south of Schrock Road. The greatest improvement north of Schrock will be the burial of overhead utilities. Since it is likely that the wires may go under the sidewalk or in a tree lawn, both the burial and streetscape improvements north of Schrock Road are listed in the near-term. Other projects are prerequisites for the streetscape improvements south of Schrock Road.

The physical development strategy also lends itself to a marketing strategy that will promote the State and Schrock Shopping District. A logo, banners, and/or a collective advertising campaign will reinforce the corridor as a place within the community.

Opportunities for Change

Mid-Term

In this phase the streetscape improvements south of Schrock Road are implemented. The Cherrington Office Opportunity is also listed as these properties are likely to be under increasing pressure to convert to another use or redevelop.

Longer-Term

Once the streetscape improvements are in place, the municipality may pursue opportunities for change that were set in motion in earlier phases. In seven (7) to ten (10) years, market conditions may be such that the municipality may decide to more aggressively pursue redevelopment opportunities. The Commercial Village Circulation opportunity may be more desirable after the median is in place. The need for the State and Schrock Intersection improvement and redevelopment opportunity may be much more apparent. New development in the Westar area may further impact the South State Street Corridor. These changes may increase the willingness to form public/private partnerships to strengthen the retail base and further enhance the corridor. The same may be true for the Westerville Junction opportunity.

Future Opportunities

The future opportunities phase is directed to the potential redevelopment of the properties along I-270. These opportunities will be largely private development that create the potential for tax increment financing to pay for public improvements related to beautification of the interchange, public road construction, transit stop, parking decks, and open space improvements.

Opportunities for Change

<i>Near-Term (1 to 3 years)</i>	<i>Cost</i>	<i>Comments</i>
1. Bury overhead utilities (between Schrock Road and Walnut Street).	\$650,000	City of Westerville Electric Funds
2. Design and implement streetscape improvements between Schrock Road and Walnut Street, and Schrock Road intersection improvements.	\$250,000 lighting \$1,100,000	
3. Design streetscape improvements for State Street south of Schrock Road (extend around the corner on Schrock to Otterbein Avenue and Brooksedge/ Charring Cross Boulevards).	\$150,000	
4. Design gateway entry feature at Heatherdown Drive and Huber Village Boulevard in context with corridor and intersecting street streetscape designs.	\$70,000	
5. Acquire additional right-of-way as needed for the gateway entry feature.	\$100,000	Potential TIF or development req.
6. Acquire undeveloped portions of the old railroad right-of-way.	\$250,000 (650') \$375,000 (1000')	South of Schrock North of Schrock \$250,000/acre
7. Acquire vacant lot on Electric Avenue for portal park.	\$35,000	
8. Acquire additional right-of-way or landscape easement on the triangular piece of land adjacent to Speedway for portal park.	- 0 -	
9. Negotiate and construct connector to Camelot Condominiums.	\$40,000	Private investment
10. Negotiate with owners of Westerville Plaza to redesign Kroger Drive & intersection improvements.	\$25,000	Private Investment

Opportunities for Change

Mid-Term (3 to 5 years):	Cost	Comments
11. Implement streetscape improvements south of Schrock Road.	\$400,000	Public/Private Partnership
12. Bury utility lines/bury or relocate AEP electric lines south of Schrock.	\$500,000	City of Westerville Electric Funds
13. Construct the entry feature at Heatherdown/Huber Village Boulevard.	\$1.1 million	Public/Private Partnership
14. Pursue the Cherrington Office opportunity (see opportunity area concept).	\$1.8 million	\$200,000 public
Longer-Term (5 to 10 years)		
15. Develop the portal park at Electric Avenue.	\$50,000	
16. Pursue the Westerville Junction redevelopment opportunity.	\$2 million-public & private \$250,000 streetscape	Potential private investment
17. Construct rear access drive on recently purchased railroad right-of-way and relocate the Westerville Center/Plaza signal.	\$65,000	Cost may be assessed to adjacent businesses
18. Pursue the Schrock intersection redevelopment opportunities.	\$250,000	Up to \$1.5 million for acquisition/Potential private investment
19. Pursue the Commercial Village Circulation opportunity (see opportunity concept).	\$750,000	Includes acquisition

Opportunities for Change

<i>Future Opportunities (10+ years):</i>	<i>Cost</i>	<i>Comments</i>
20. Design and implement the I-270 interchange enhancements.	\$400,000	Pursue TIF funding
21. Pursue the I-270 East redevelopment opportunity (see opportunity concept).	\$700,000 public \$36 million private	Pursue TIF funding
22. Pursue the I-270 West redevelopment opportunity (see opportunity concept).	\$650,000 public \$21 million private	Pursue TIF funding

* All costs are reported as 2002 costs.

Corridor Action Schedule

South State Street Corridor Action Schedule													
Projects / Actions ⁽¹⁾	Years After Plan Adoption ⁽²⁾												
	0	1	2	3	4	5	6	7	8	9	10	11	+
ADMINISTRATIVE ACTIONS													
1) Determine if State will be widened south of Schrock	█	█											
2) Reroute truck traffic off State	█	█											
3) Develop ongoing forum for interested parties to discuss corridor issues	█	█											
4) Develop a marketing campaign to sell retail district		█	█										
9) Develop Mixed Use Overlay district		█	█	█									
STREETSCAPE IMPROVEMENTS													
5) Bury overhead utilities north of Schrock		█	█	█									
6) Design and implement streetscape north of Schrock and improve Schrock/State intersection		█	█	█									
7) Design streetscape improvements south of Schrock		█	█	█									
16) Bury and/or relocate utility lines south of Schrock				█	█	█							
17) Implement streetscape improvements south of Schrock				█	█	█							
25) Design and implement the I-270 interchange enhancements											█	█	█
CONNECTIVITY IMPROVEMENTS													
13) Acquire undeveloped portions of old railroad right of way		█	█	█									
14) Negotiate and construct connector road from Heatherdown north		█	█	█									
15) Negotiate for Kroger Drive redesign and intersection improvements		█	█	█									
22) Pursue Commercial Village Circulation opportunity						█	█	█	█	█	█	█	
23) Construct rear access drive and relocate Westerville Center/Plaza signal						█	█	█	█	█	█	█	
DEVELOPMENT OPPORTUNITIES													
PORTAL PARK													
10) Acquire vacant lot at NE corner of State/Electric intersection for Portal Park		█	█	█									
11) Acquire additional right of way or landscape easement at south end of Speedway station		█	█	█									
20) Develop Portal Park at Electric						█	█	█	█	█	█	█	
GATEWAY													
8) Design gateway entry feature for Heatherdown / Huber Village intersection		█	█	█									
12) Acquire right of way for gateway feature at Heatherdown / Huber Village intersection		█	█	█									
18) Construct entry feature at Heatherdown / Huber Village intersection				█	█	█							
OPPORTUNITY AREAS													
19) Pursue "Cherrington Office" opportunity				█	█	█							
21) Pursue "Westerville Junction" redevelopment opportunity						█	█	█	█	█	█	█	
24) Pursue State & Schrock intersection redevelopment opportunities						█	█	█	█	█	█	█	
26) Pursue I-270 East redevelopment opportunity											█	█	█
27) Pursue I-270 West redevelopment opportunity											█	█	█
LEGEND													
	█	█	█	█	█	█	█	█	█	█	█	█	█
		Old Town District		State & Schrock District		Gateway District		Corridor Wide					
NOTES													
	(1) Projects / Actions grouped by category. Number indicated anticipated priority and sequence.												
	(2) Anticipated implementation schedule and sequence. Opportunities will likely result in adjustments to schedule.												

Action Items

Note on Action Item 3

Develop ongoing forum for interested parties to discuss corridor issues

A yearly plan review meeting presents an excellent opportunity to re-engage all stakeholders in discussing and managing corridor market and physical development issues. This process will serve to shape a refined vision to meet current needs and serve to promote trust so all stakeholders cooperate toward meeting needs.

Sub-actions

Review progress on planning, designing and implementing the public improvements planned along the corridor.

Conduct a field survey of existing land uses to determine vacancy rates by corridor district. Compare vacancy rates with central Ohio averages to determine how competitive the State Street real estate market is with other places within the region.

Monitor and report on location and dollar value of corridor real estate transactions.

Monitor and report on the construction value of remodeling and new construction.

Identify planned or new developments within the three-mile market area that may affect the commercial viability of the corridor.

Corridor Action Schedule

Interview property and business owners to gain their perspective on emerging development and market issues within the corridor.

Identify new development products in central Ohio and around the country that may fit the particular development market and land use needs of opportunity sites along the corridor.

Monitor the need for public action and to recommend an updated strategy to maintain, increase or decrease the level of public sector involvement in the physical development of the corridor.

The most pressing development issue will be how to manage the adverse impacts caused by the shrinking retail market. Less marketable commercial properties may cause disinvestment along the corridor. After strategically assessing the current investment situation, the Planning Commission and Administration may recommend to City Council that programs be enacted to more aggressively promote incentives for property owners to enhance and renew their properties. These incentives may include loans or tax incentives to rehabilitate and physically reposition the retail centers for a variety of new tenants. It may also be recommended that City Council establish policies that aggressively pursue the partnerships that will cause existing retail properties to be redeveloped into other uses.

Resources

City of Hudson, Ohio: **Architectural and Design Standards**, 2001.

City of Walnut Creek, California: **Design Review Guidelines**, 1999.

City of Westerville Planning and Zoning Code.

City of Westerville, **Polaris Parkway Corridor Design Standards**, 1999.

PACE Suburban Bus Service. **Development Guidelines**. 1995
<http://www.pacebus.com>

Urban Land Institute, Michael D. Beyard and Michael Pawlukiewicz: **Ten Principles for Reinventing America's Suburban Strips**, 2001

Urban Land Institute, Geoffrey Booth et. al.: **Transforming Suburban Business Districts**, 2001.

