

WEST MAIN STREET GATEWAY STUDY

CITY OF WESTERVILLE

Planning Commission Meeting – February 18, 2014



MKSK

MAIN ST GATEWAY STUDY AREA



- Main Street Gateway
- Braun Farm Site
- Recreation Trail
- Park/Recreation Area
- Otterbein University Campus Building
- Mt. Carmel St. Ann's Hospital
- Invariable Facilities

MAIN GATEWAY STUDY AREA



Objectives:

1. Consider the context of this site – i.e. Is more walkable, town development appropriate here?
2. Explore connections with Uptown
3. Study the potential of Otterbein Lake
4. Examine potential/role of a public park in this area
5. Review integration with current planning efforts:
 - a. Otterbein University Master Plan
 - b. PROS Plan
 - c. Uptown Plan

SHIFTING SOCIETAL TRENDS

A community's appeal drives economic prosperity.

- What attracts people to a place and keeps them there? Community distinctiveness
- Community distinctiveness occurs at the individual scale and involves providing a unique and satisfying experience within the built environment; such as streetscapes, architecture, historic character, socially active spaces, restaurants, parks and open space, events, and attention to detail.



SHIFTING SOCIETAL TRENDS

Desire for authentic, walkable town centers

- Demand for new and existing homes will be high in areas well-served with amenities and activities that are within walking distance and that have a sense of community.



SHIFTING SOCIETAL TRENDS

Desire for more diverse housing options

- There is a growing interest in neighborhoods with a strong urban fabric -- mixed-use properties, higher population densities, entertainment options, and access to public transportation
- Desire to “Age in Place”: America's aging population prefers pedestrian-oriented neighborhoods with high levels of services and amenities. Similar desire among Young Professionals.



SHIFTING SOCIETAL TRENDS

Retail is dynamic & evolving

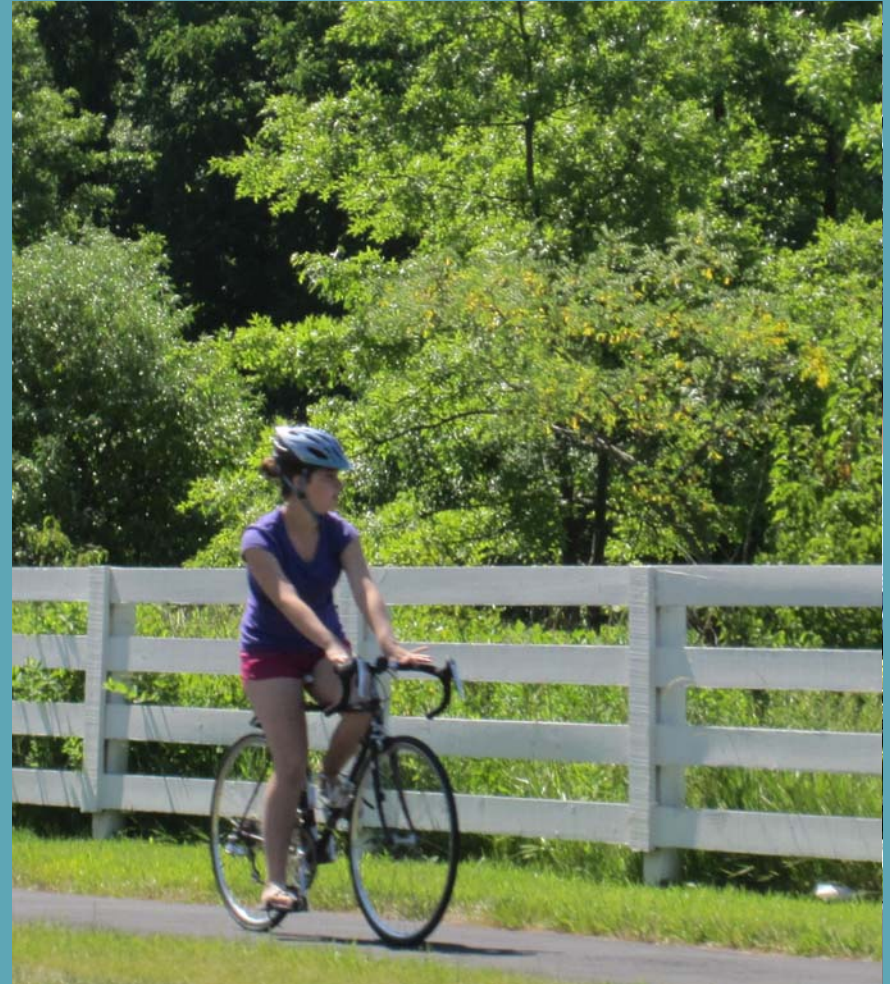
- Retail that is integrated into a mix of uses with vibrant public and civic space will remain competitive...it has to be an experience
- Corner store (1,500-3,000 square feet) requires 1,000 dwellings within a 5 minute walk



SHIFTING SOCIETAL TRENDS

Desire for transportation options

- 26% of 16-34 year olds don't have a driver's license
- In 2009, 16 to 34-year-olds took 24 percent more bike trips than they took in 2001
- A significant portion of the population does not drive: under 16, disabled, elderly, etc.



EXISTING CONDITIONS



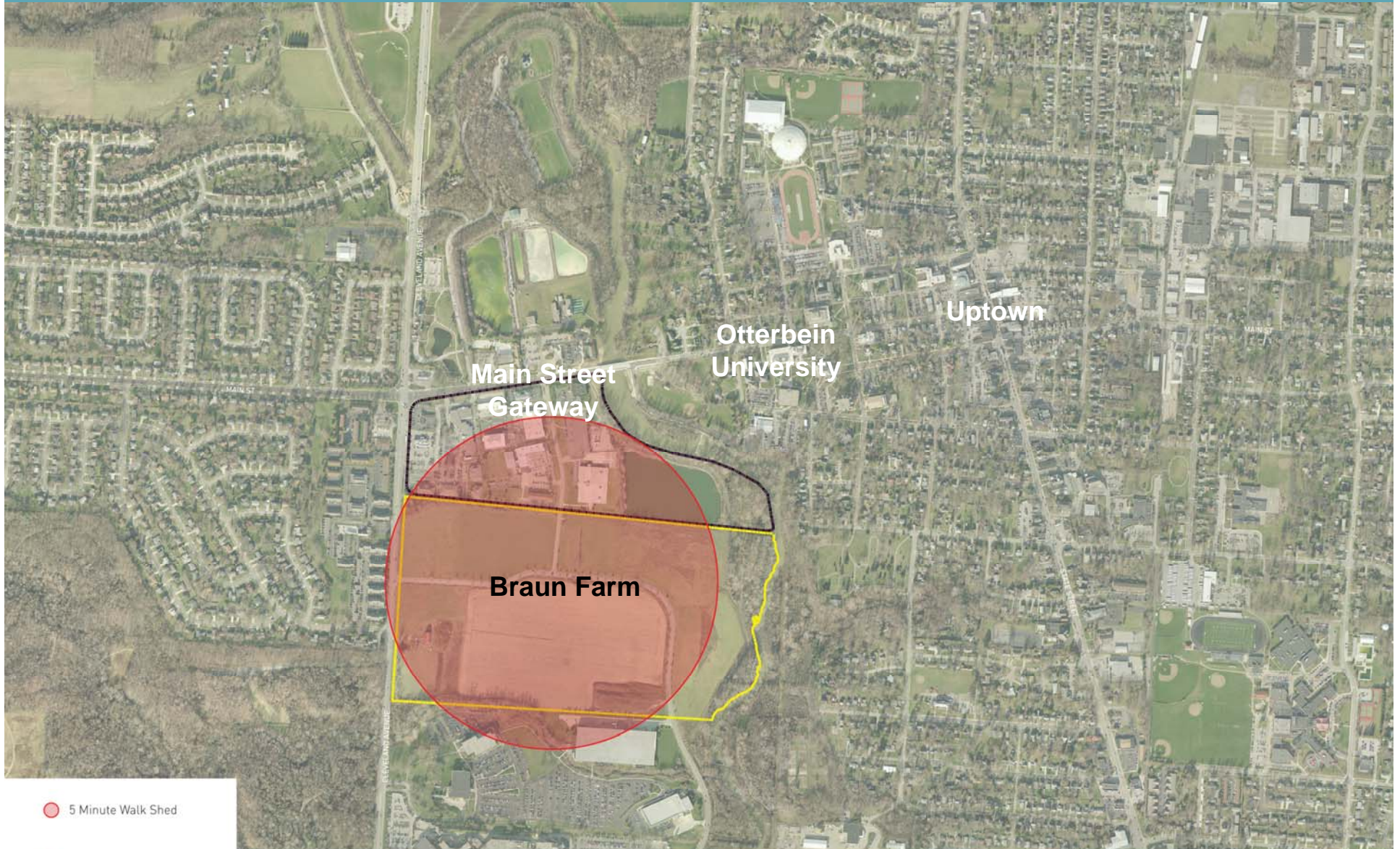
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STUDY AREA



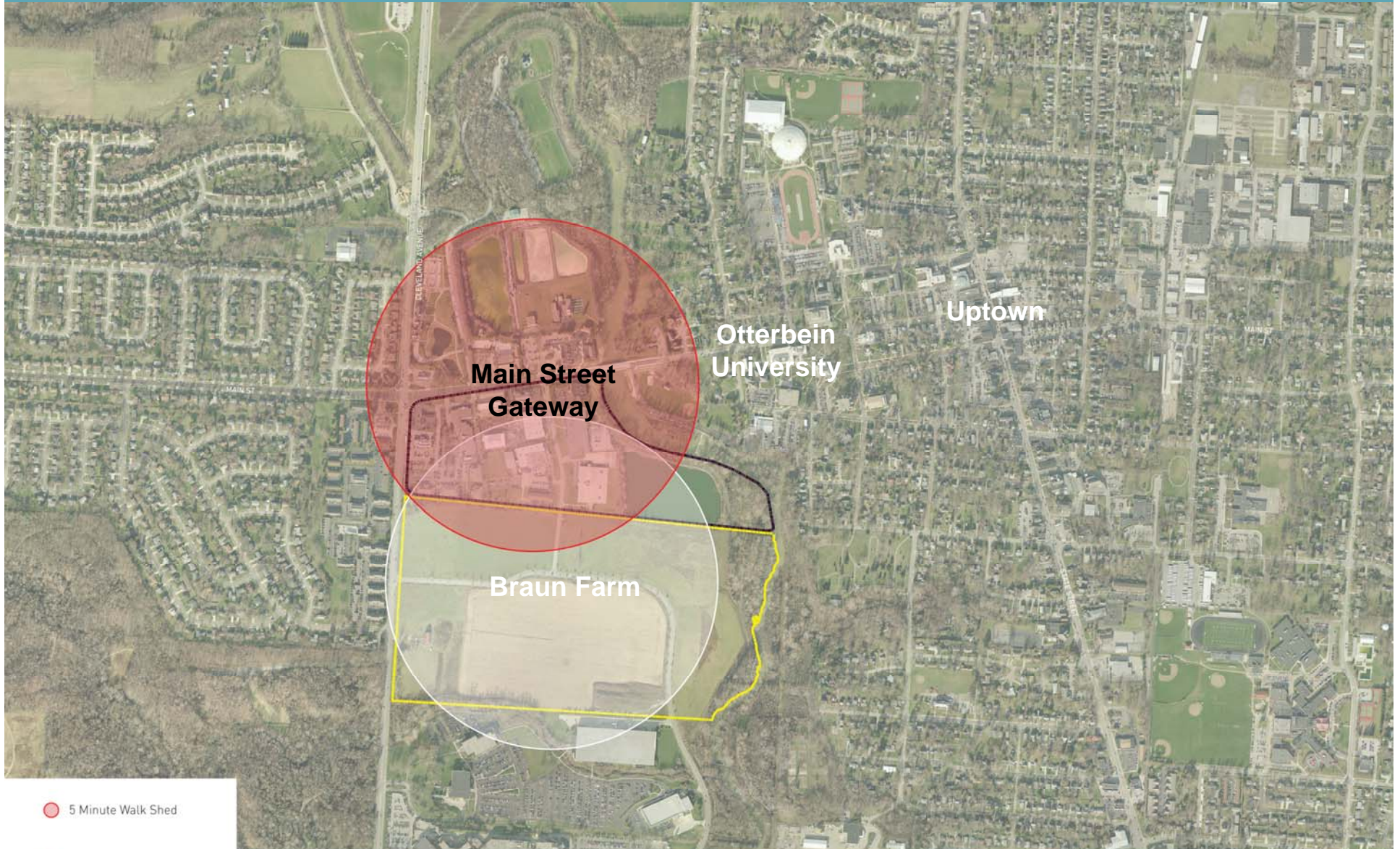
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WALKINGSHED – BRAUN FARM



5 Minute Walk Shed

WALKINGSHED – MAIN STREET GATEWAY



5 Minute Walk Shed

WALKINGSHED – OTTERBEIN UNIVERSITY



5 Minute Walk Shed

WALKINGSHED - UPTOWN



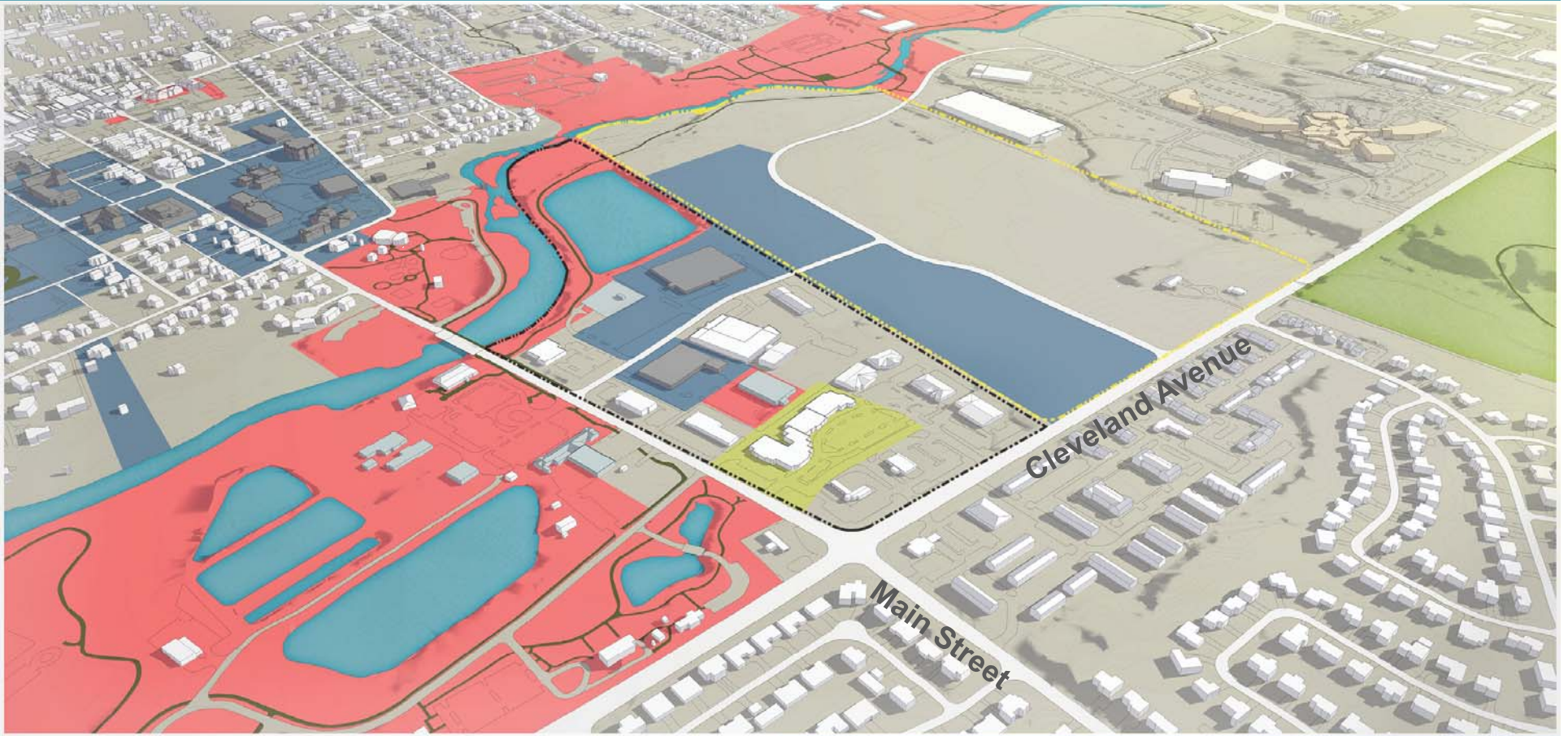
5 Minute Walk Shed

STUDY AREA



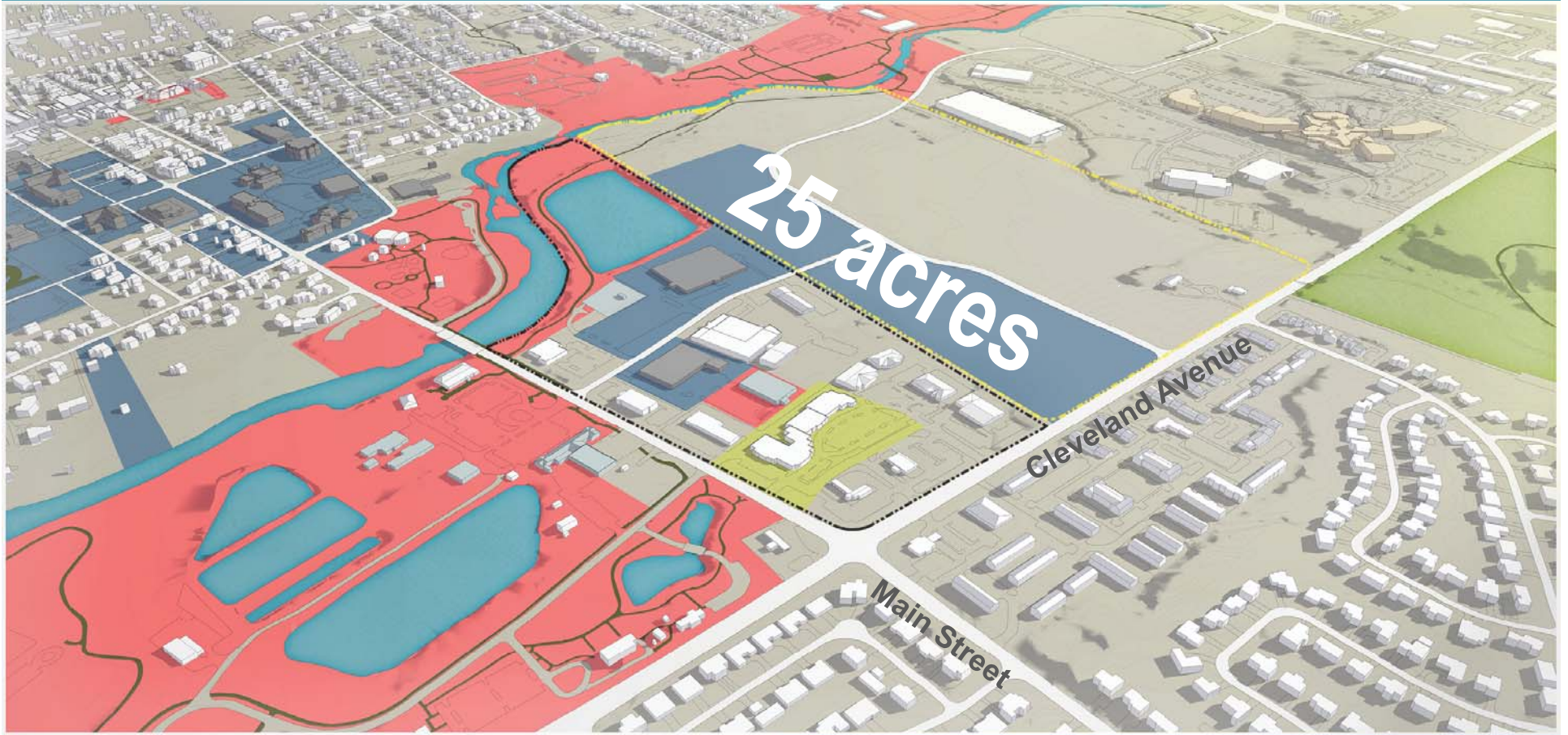
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PROPERTY OWNERSHIP



- [- - -] Main Street Gateway
- [---] Braun Farm Site
- [Red] City of Westerville Property
- [Blue] Otterbein University Property
- [Green] Westerview Plaza
- [Black] Recreation Trail
- [Light Green] Metro Park

PROPERTY OWNERSHIP



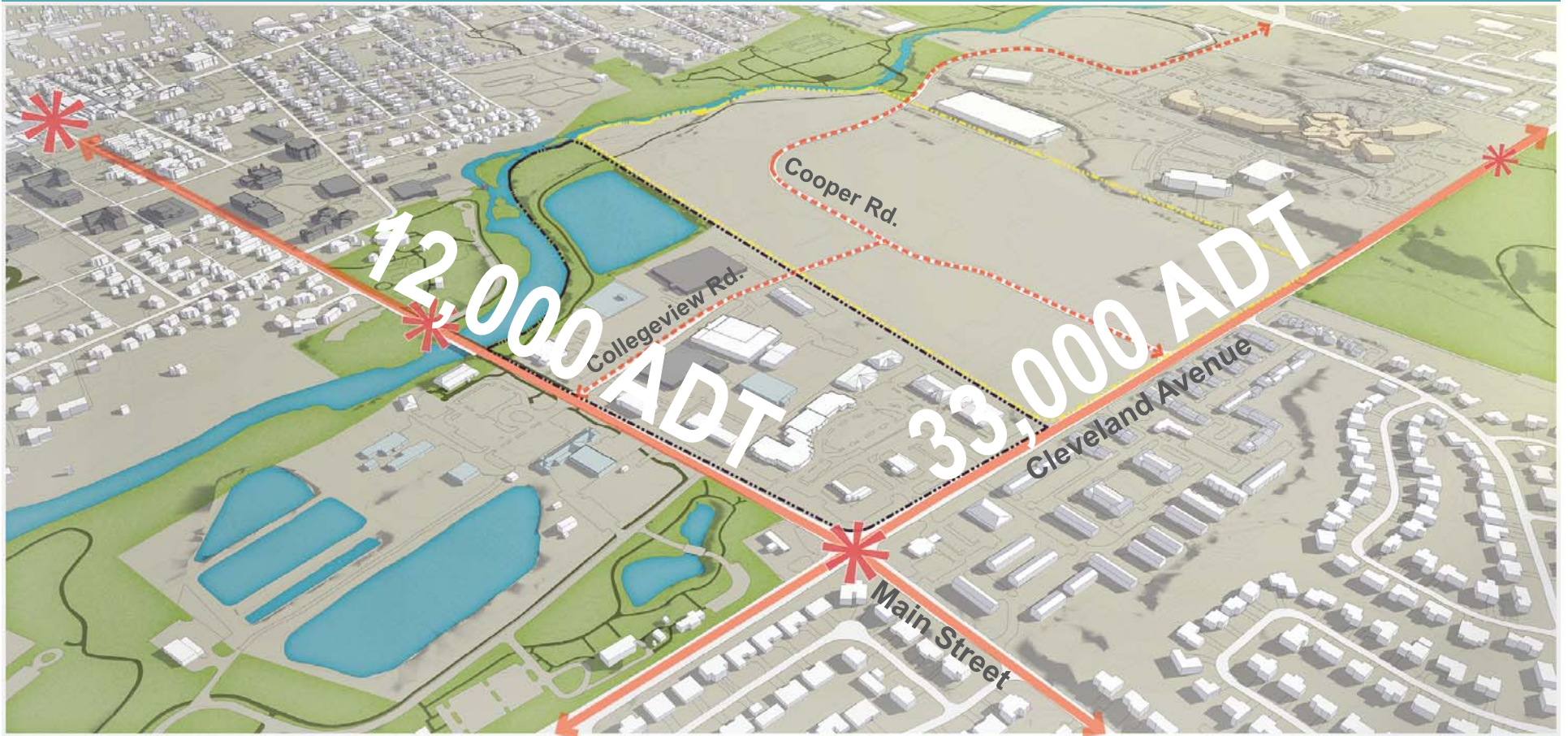
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STREETS



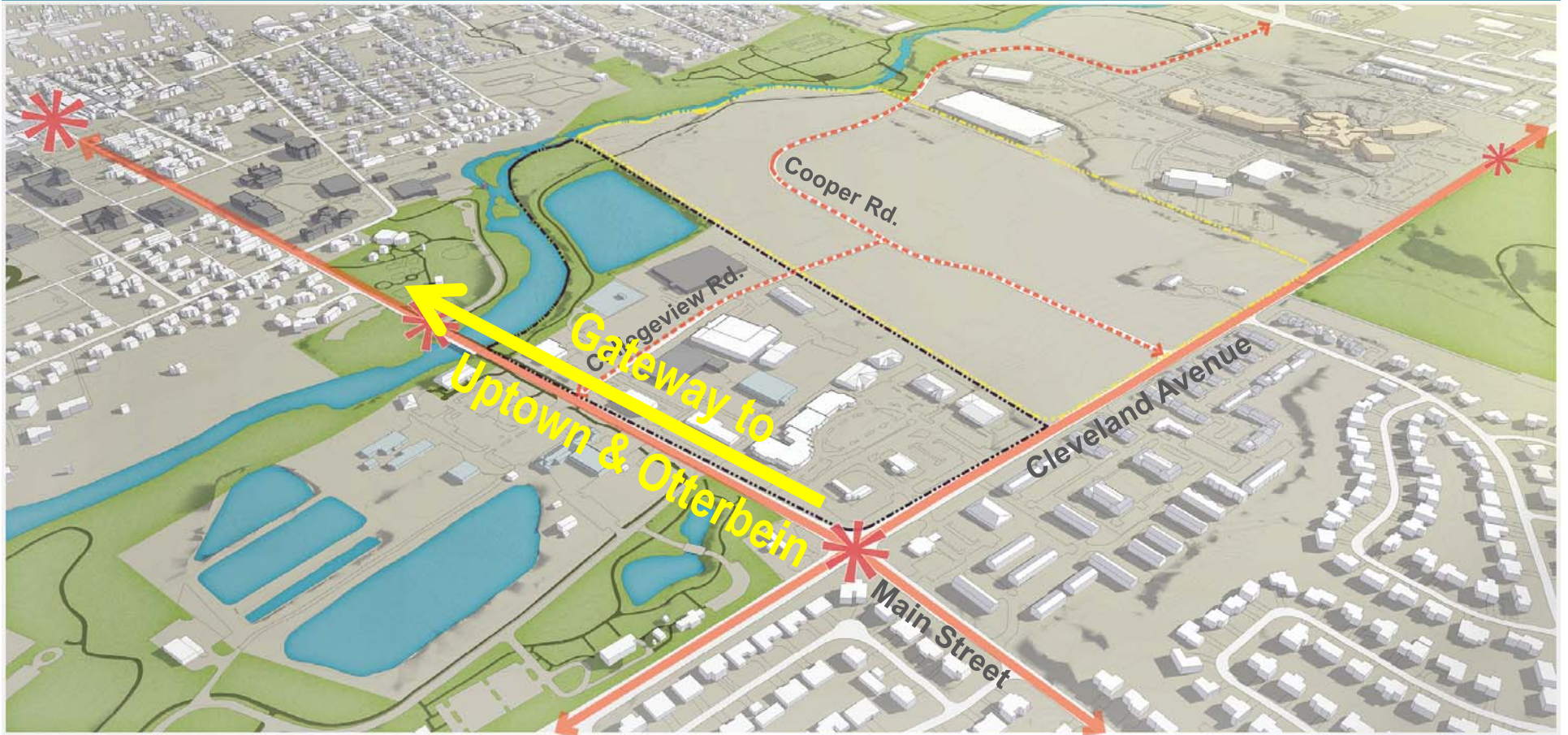
- [- - -] Main Street Gateway
- [---] Braun Farm Site
- [---] Existing Site Circulation
- * Gateway
- Recreation Trail
- Park/Recreation Area

STREETS



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STREETS



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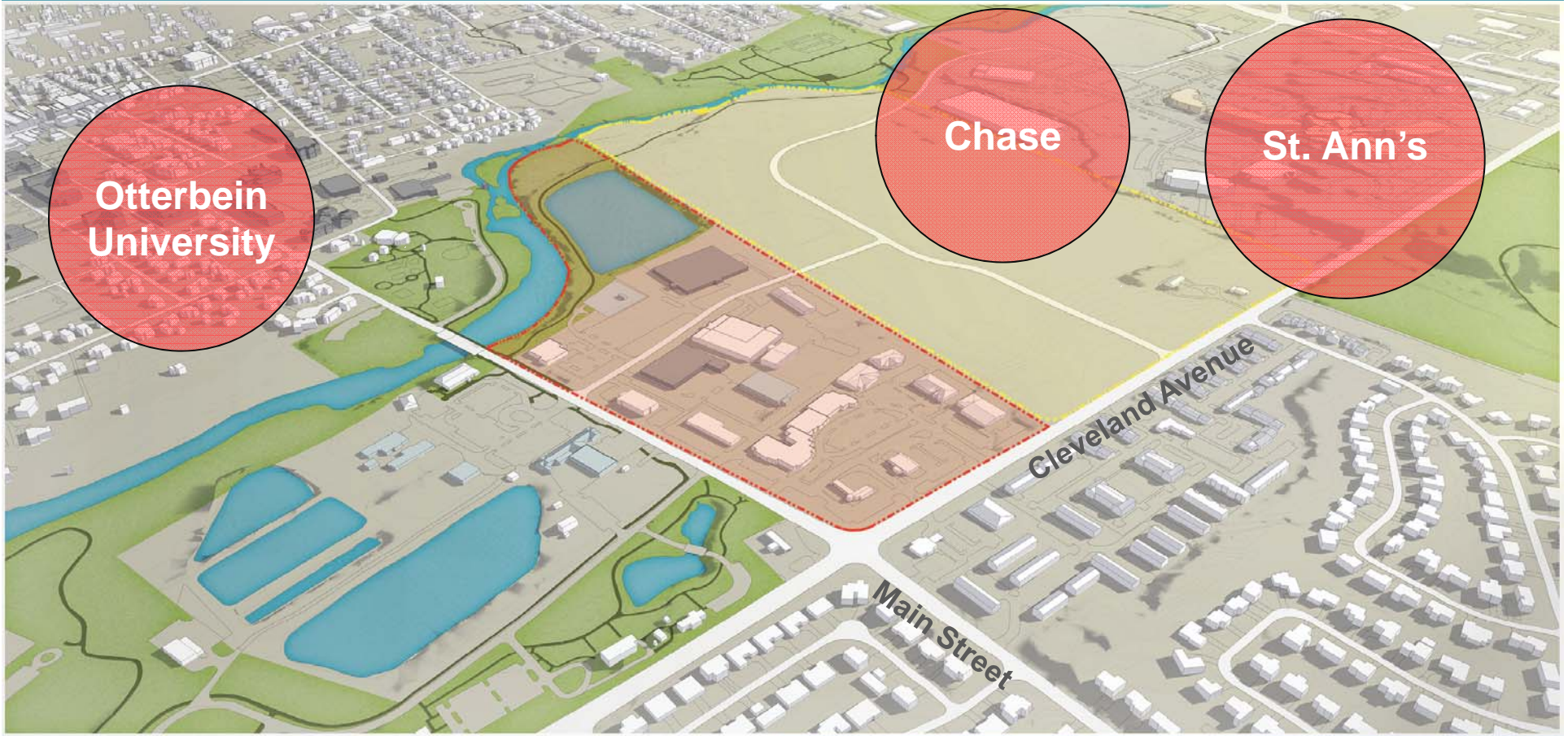
TRANSIT



- [- - -] Main Street Gateway
- [---] Braun Farm Site
- Express Bus Line
- Express Bus Stop
- Local Bus Line
- COTA Park & Ride

- Recreation Trail
- Park/Recreation Area

EMPLOYMENT CENTERS



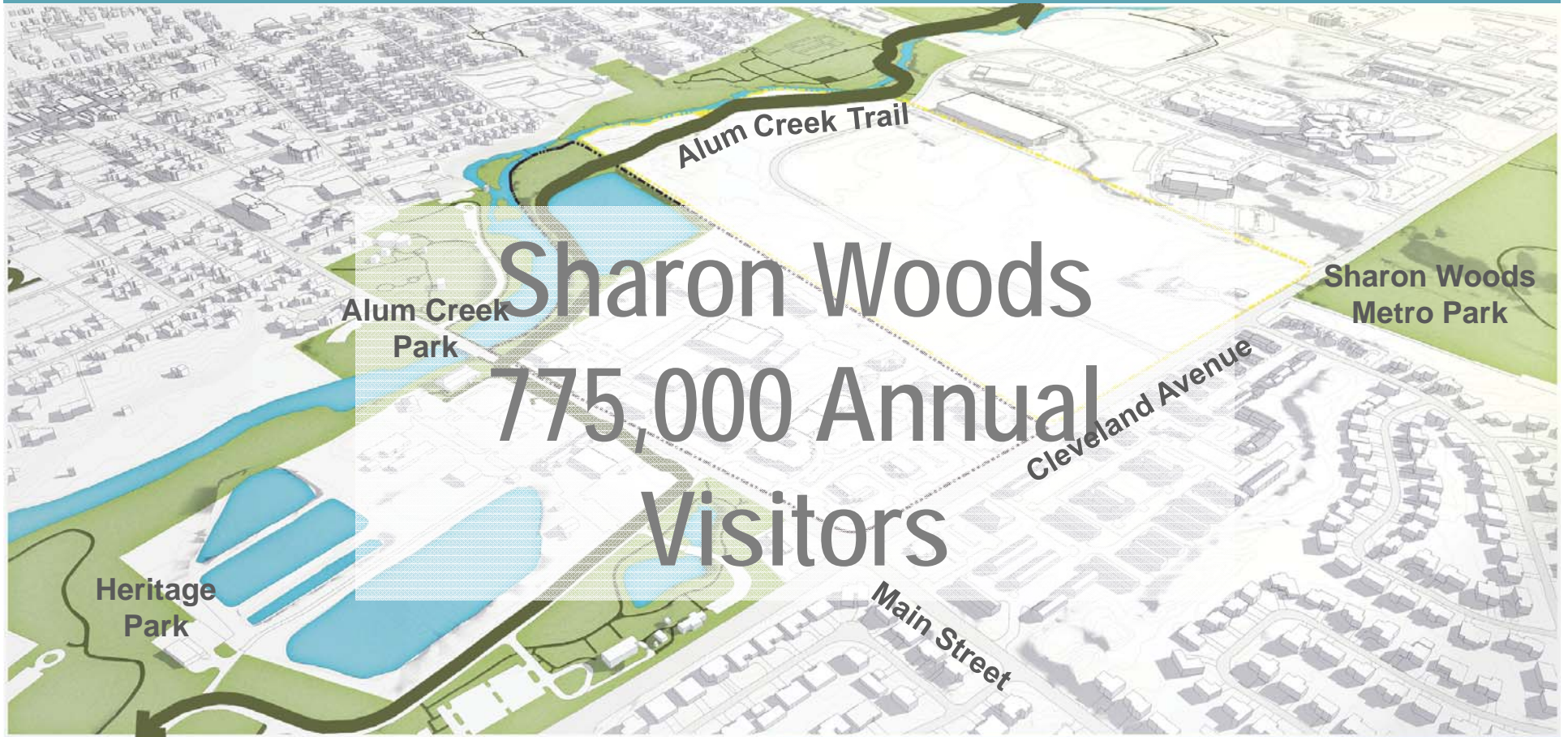
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EMPLOYMENT CENTERS



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PARK DESTINATIONS



- [- - -] Main Street Gateway
- [---] Braun Farm Site
- [—] Recreation Trail
- [■] Park/Recreation Area

MEDICAL MILE – BUS RAPID TRANSIT



CONCEPTS



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BRAUN FARM PLANNED DEVELOPEMT



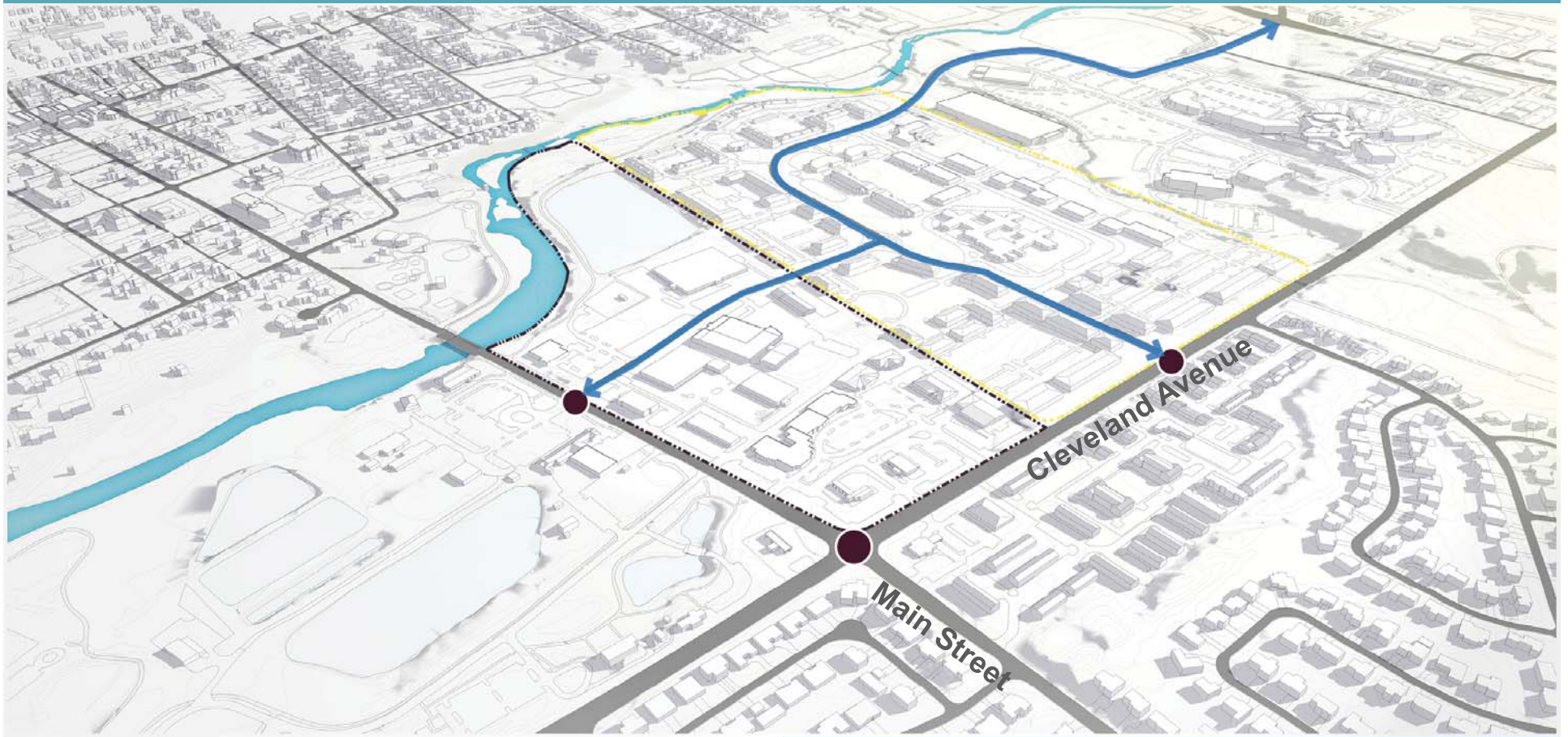
- PD Mixed Use
- Skilled Nursing Facility
- Recreation Trail
- Park/Recreation Area

BRAUN FARM PD – EXAMPLE DEVELOPEMNT



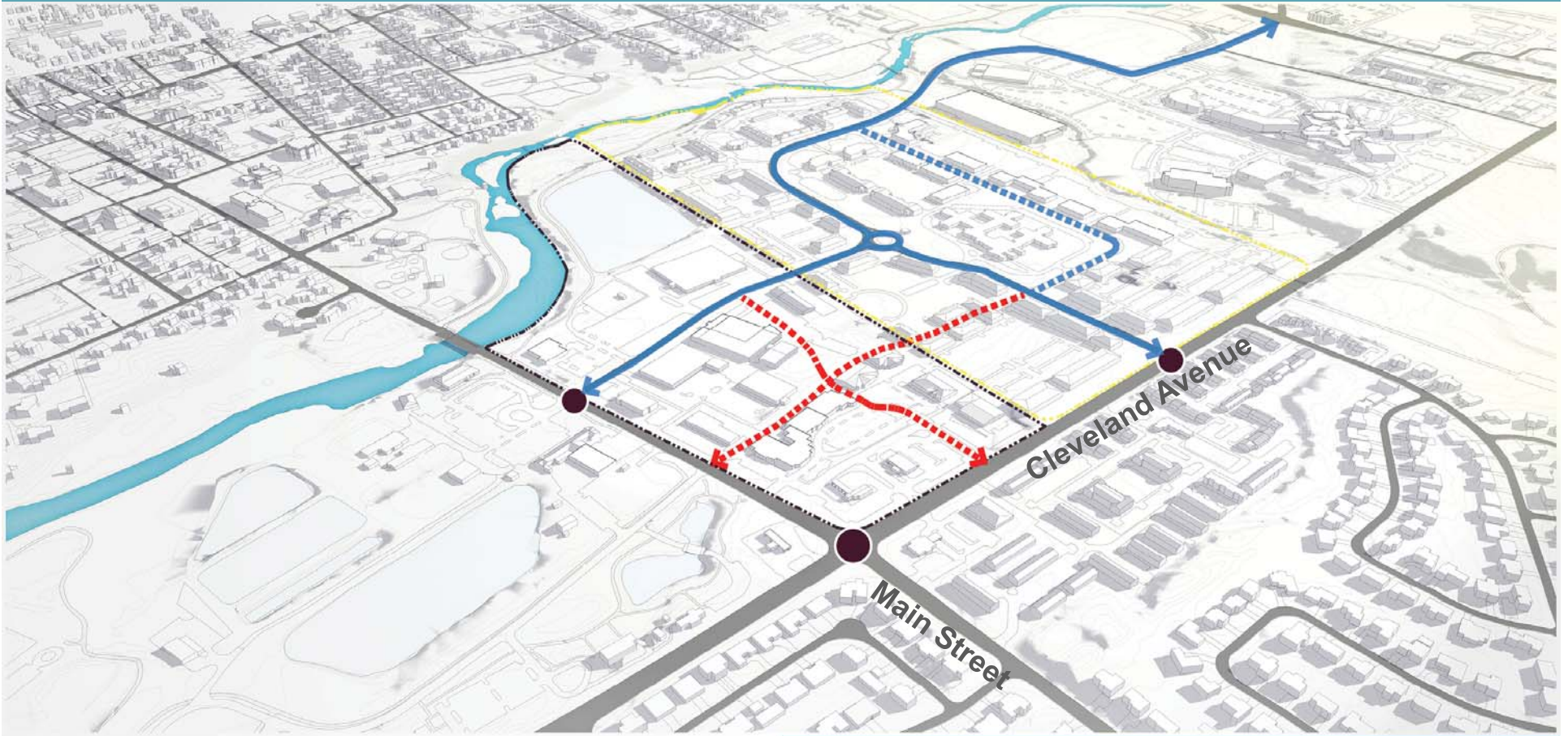
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POTENTIAL VEHICULAR CONNECTIONS



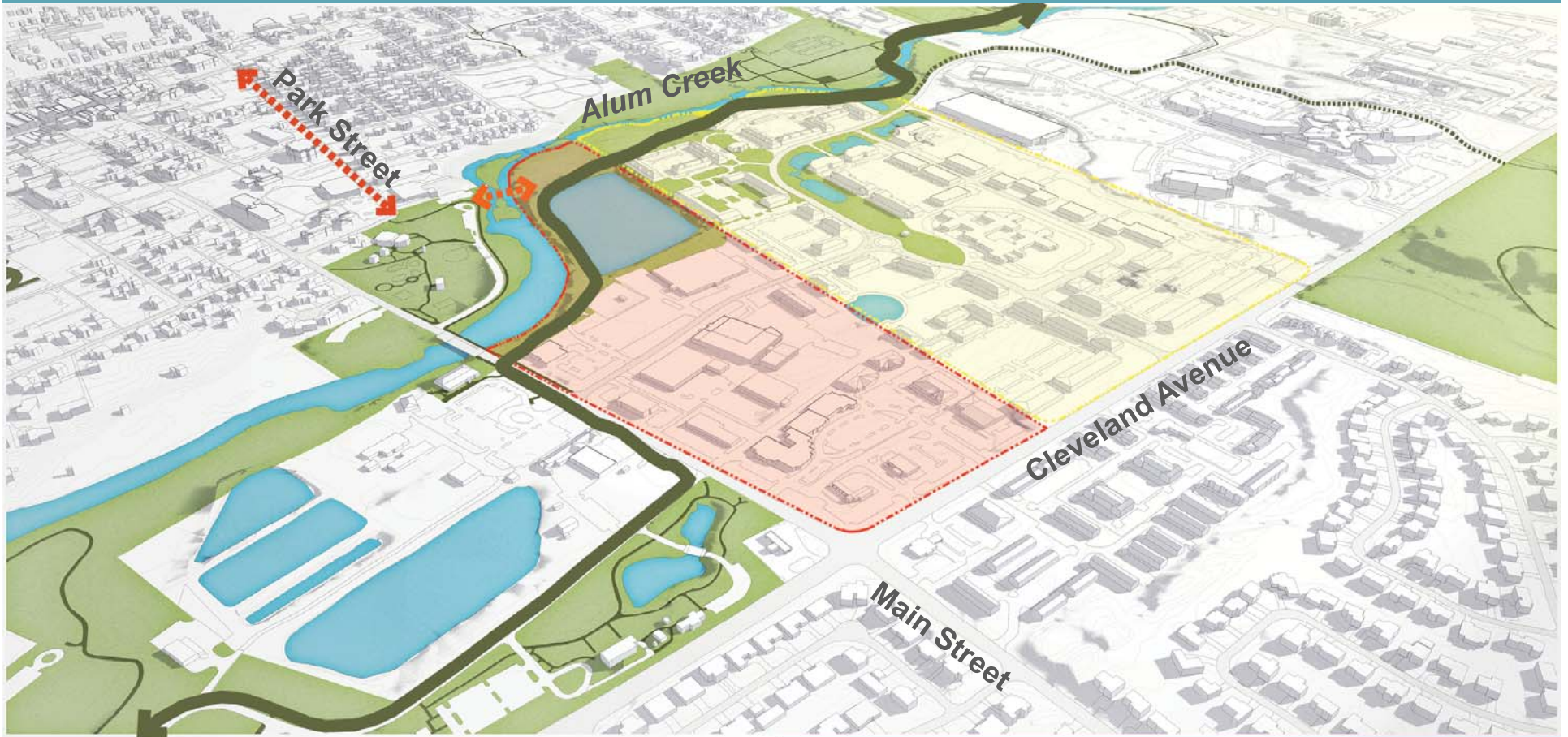
- [- - -] Main Street Gateway
- [---] Braun Farm Site
- Existing Street
- Existing Site Circulation
- Existing Traffic Signal

POTENTIAL VEHICULAR CONNECTIONS



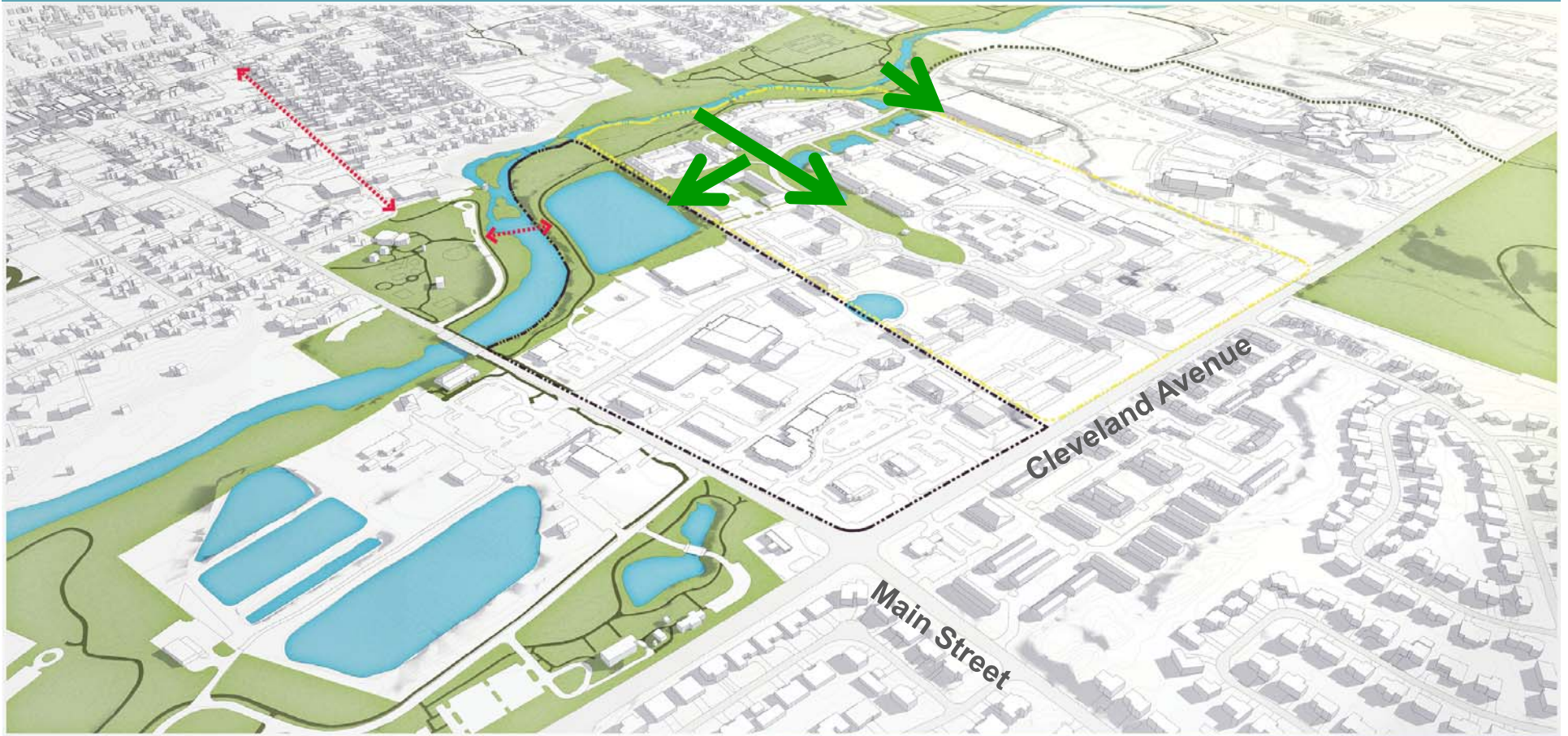
- [- - -] Main Street Gateway
- [---] Braun Farm Site
- Existing Street
- Existing Site Circulation
- [---] Proposed Street
- [---] Potential Street
- Existing Traffic Signal

PROPOSED PEDESTRAIN CONNECTIONS



- Main Street Gateway
- Braun Farm Site
- Recreation Trail
- ⋯ Future Recreation Trail
- ⋯ Recommended Bicycle/Pedestrian Connection
- Park/Recreation Area

POTENTIAL BIKE/PED CONNECTIONS



- [- - -] Main Street Gateway
- [---] Braun Farm Site
- Recreation Trail
- Future Recreation Trail
- Recommended Bicycle/Pedestrian Connection
- Park/Recreation Area

CHARACTER - PARK



Move pictures – best and most appropriate – to respective plan slides



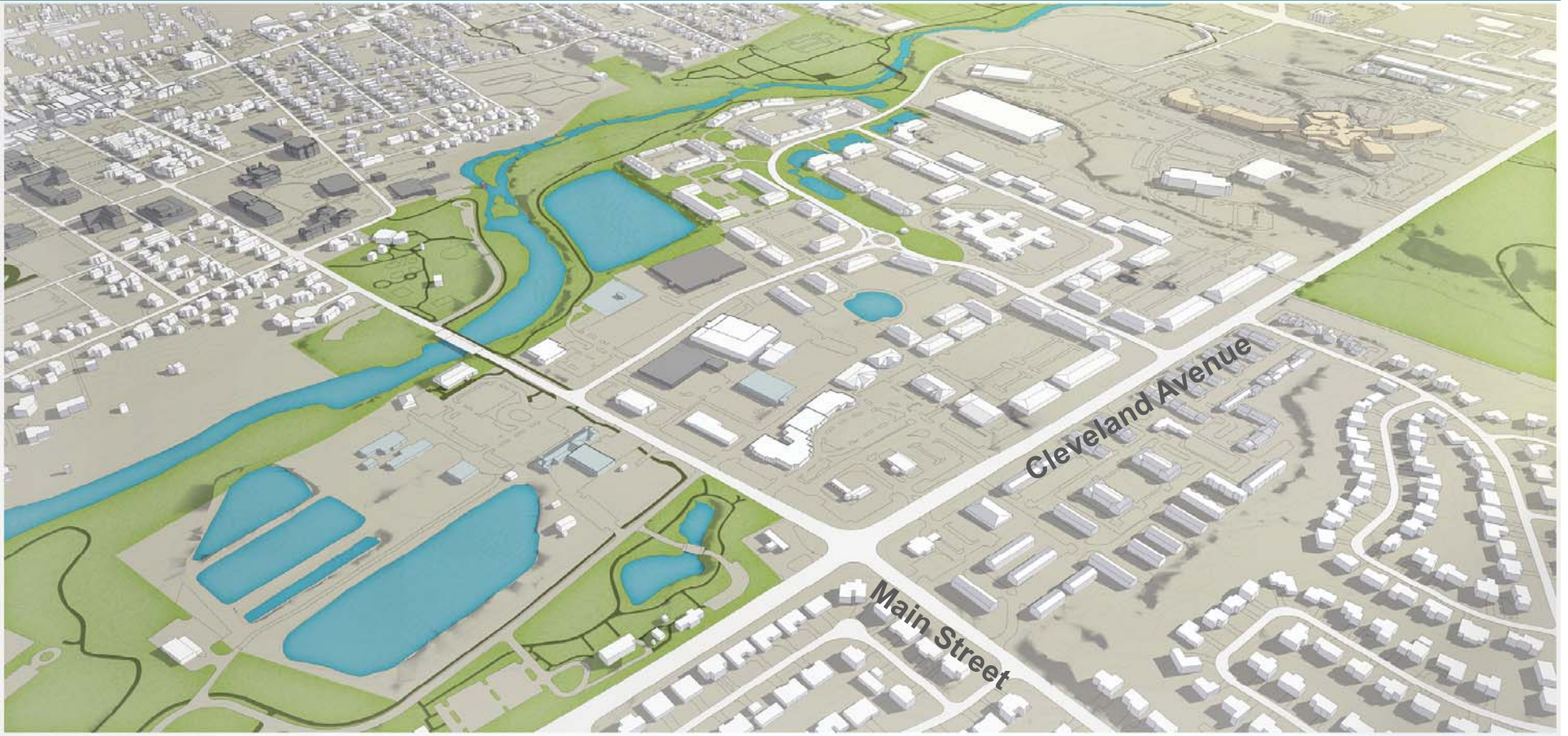
CHARACTER - NATURE



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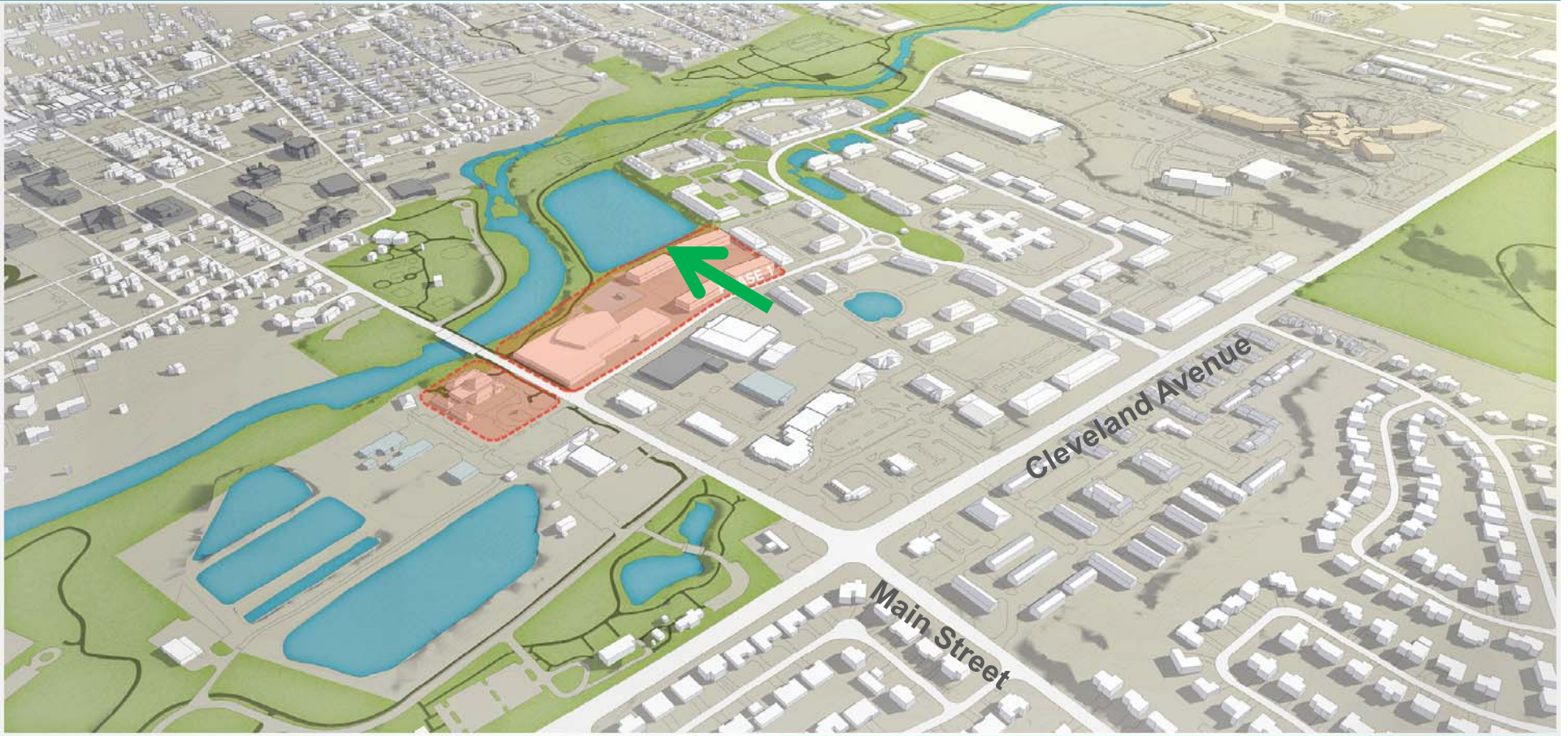


POTENTIAL REDEVELOPMENT SCENARIO



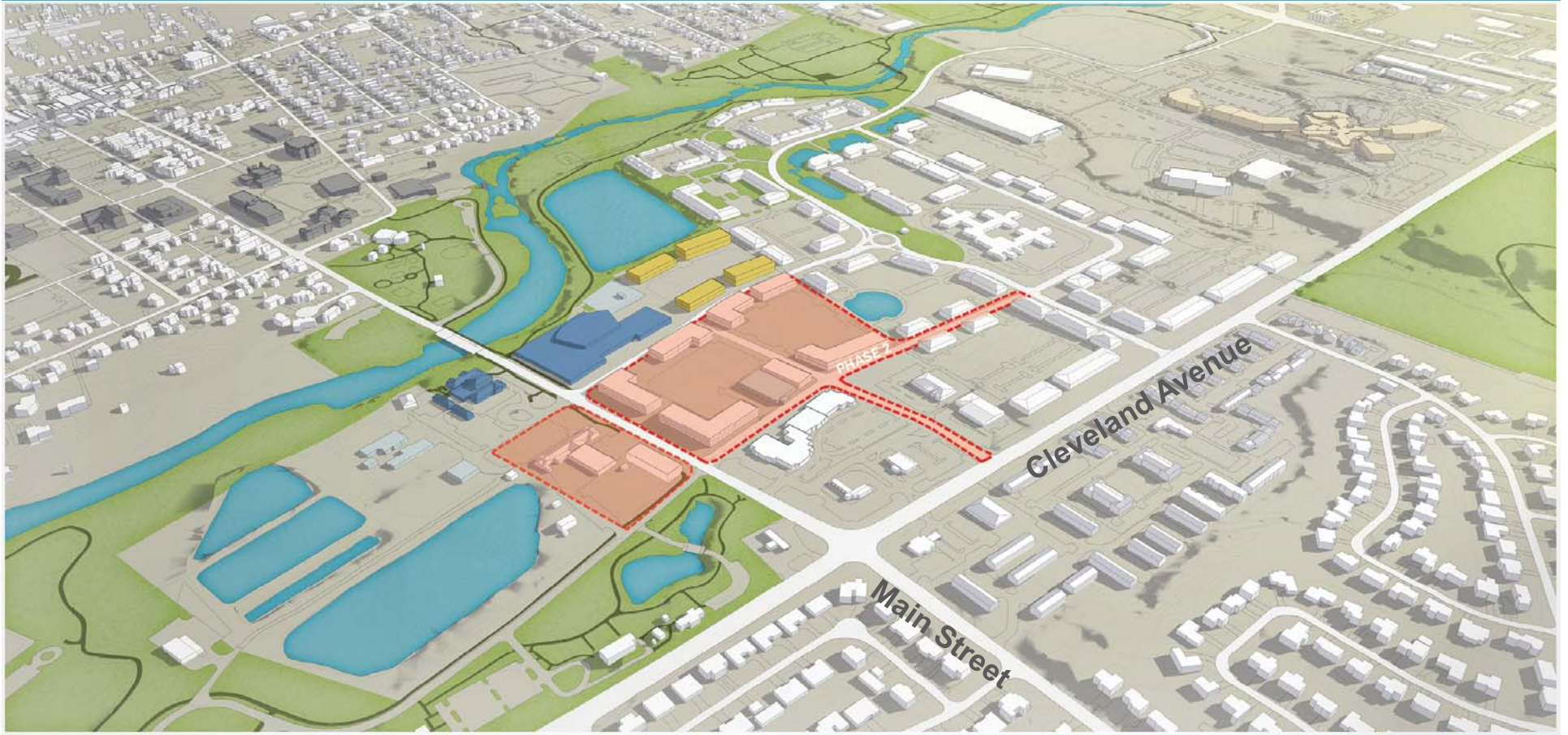
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POTENTIAL REDEVELOPMENT - PHASE 1



- Recreation Trail
- Park/Recreation Area
- Otterbein University Campus Building
- Mt. Carmel St. Ann's Hospital
- Invariable Facilities

POTENTIAL REDEVELOPMENT - PHASE 2



- Mixed Use
- Civil /Institutional
- Recreation Trail
- Park/Recreation Area

POTENTIAL REDEVELOPMENT - PHASE 3



- Mixed Use
- Civil /Institutional
- Recreation Trail
- Park/Recreation Area

EXAMPLE REDEVELOPMENT SCENARIO



- Mixed Use
- Civil /Institutional
- Recreation Trail
- Park/Recreation Area

EXAMPLE REDEVELOPMENT SCENARIO

700,000 SQ FT OF NEW DEVELOPMENT



- Mixed Use
- Civil /Institutional
- Recreation Trail
- Park/Recreation Area

OTTERBEIN LAKE

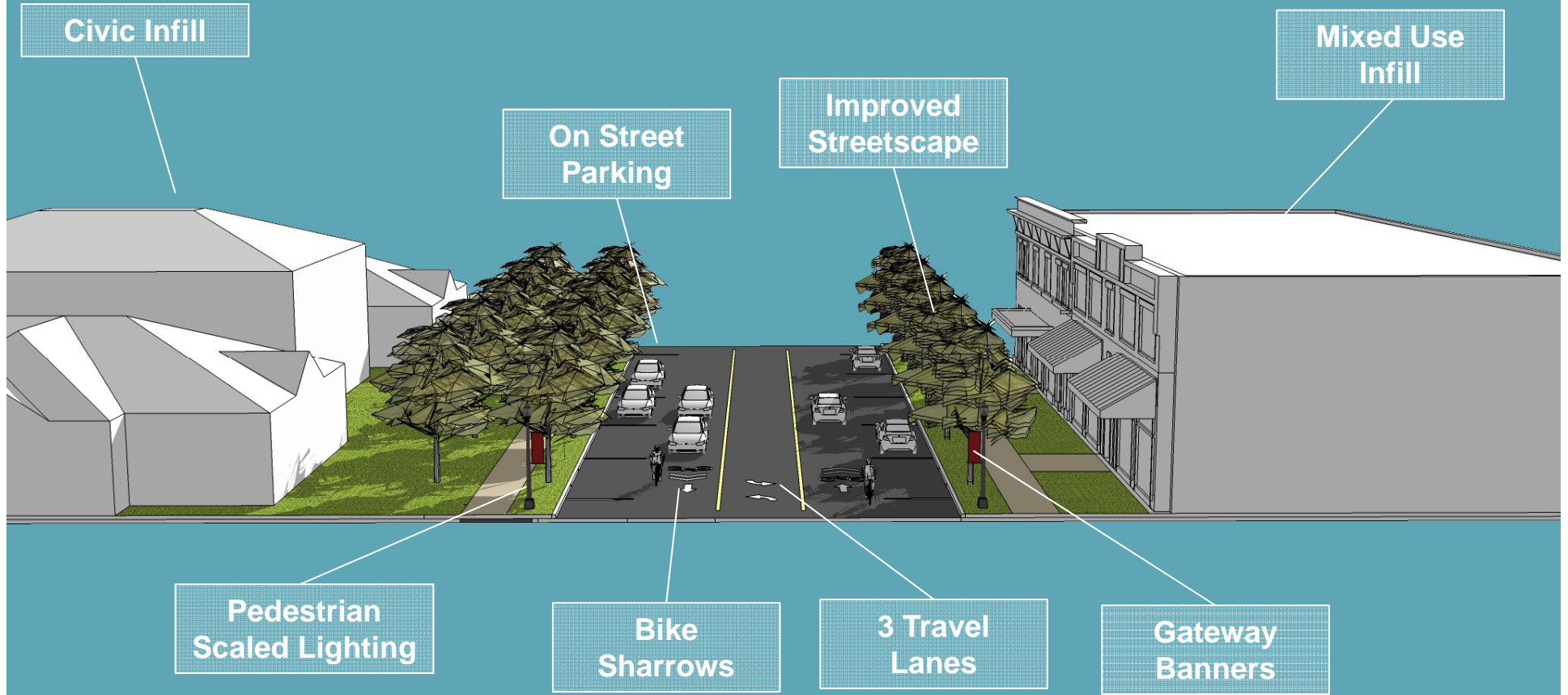
STREET CHARACTER – MAIN STREET

Main Street Recommendations:

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



STREET CHARACTER- MAIN STREET



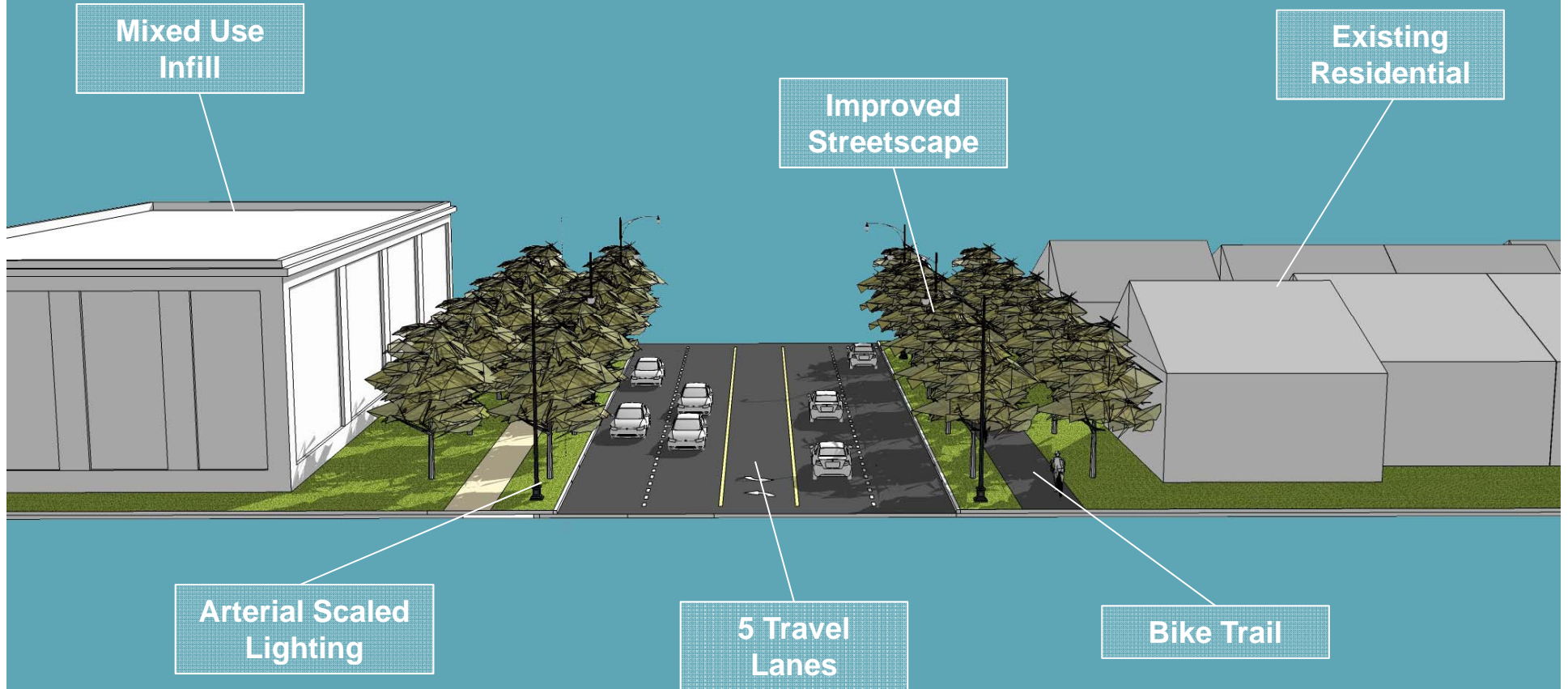
STREET CHARACTER – CLEVELAND AVENUE

Cleveland Avenue Recommendations:

1. Improve streetscape.
2. Bury overhead utilities.
3. Screen surface parking lots.
4. Achieve mixed use and medical office infill
5. Add bike path



STREET CHARACTER- CLEVELAND AVENUE



CHARACTER - RESIDENTIAL



CHARACTER - RESIDENTIAL



CHARACTER - OFFICE





NEXT STEPS



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NEXT STEPS

1. Revised Concepts
2. Incorporate recommendations in upcoming
Comprehensive Plan