Westerville Strategic Mobility Plan

Prepared by: Kimley-Horn and Associates

February 2020

ACKNOWLEDGMENTS

We extend our sincere appreciation and gratitude to the residents, business owners, elected officials, city staff, and stakeholders who participated in the planning process and guided the development of the WSMP. Everyone's time, input, and energy are greatly appreciated.

Westerville City Council

Mike Heyeck, *Chair*
Craig Treneff, *Vice Chair*
Kathy Cocuzzi, *Mayor*
Valerie Cumming, *Vice Mayor*
Diane Conley
Alex Heckman
Kenneth L. Wright
John Bokros, *Former Council Member*
Tim Davey, *Former Council Member*

Department Staff

Jennifer Alford, *Traffic Engineer*
Laura Ball, *Parks & Facilities Administrator*
Jason Bechtold, *Director of Economic Development*
Bassem Bitar, *Planning Manager*
Erica Charles, *Community Affair Specialist*
Karl Craven, *Director of Planning & Development*
Todd Jackson, *Director of Information Systems*
Sophia Lanza, *Special Project Coordinator*
Brian Miller, *Fire Chief*
Chris Monacelli, *Electric Utility Manager*
Tracey Myers, *Police Lieutenant*
Mike Phillips, *Parks & Operations Supervisor*
Rob Rishel, *Economic Development Coordinator*
Emily Schaefer, *GIS Analyst*
Kimberly Sharp, *Former Deputy Director of Planning & Development*
Scott Tourville, *City Engineer*
Kevin Weaver, *Director of Public Service*
David Williams, *Chief Fire Marshal*

Consultant

Kimley-Horn

Westerville Planning Commission

Paul Johnson, *Chair*
Dave Samuelson, *Vice Chair*
David Berger
Steven Munger
Kristine Robbins
Brian Schaefer
Brian Szuch, *Former Planning Commission Member*
Craig Treneff, *Council Representative*

Citizen Advisory Team

Scott Dorne, *Westerville City Schools*
Andrew Grandjean, *Westerville Bicycle Club*
Bob Lawler, *resident*
Steven Michalovich, *Uptown Westerville, Inc. & Transit Columbus*
Kate Reagan, *Otterbein University*
Dave Samuelson, *Westerville Planning Commission*
Maria Schaper, *Mid-Ohio Regional Planning Commission*
Janet Tressler Davis, *Westerville Chamber of Commerce*

City Administration

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

TABLE OF CONTENTS

INTRODUCTION

OVERVIEW

As a successful job creation center, the Central Ohio region is rapidly growing. According to the Mid-Ohio Regional Planning Commission (MORPC), the region's population is expected to increase from 2.4 million in 2018 to 3 million people by 2050. In response to this projected growth, MORPC along with several Central Ohio cities including Westerville, conducted the insight2050 Corridor Concepts Study to better understand the impact of this growth and change in preferences. These preferences include a desire for vibrant communities where daily needs are met in close proximity to homes, jobs and access to transit. In Central Ohio, we see an increased market demand for walkable neighborhoods with more transportation choices and mixed-use environments. In Westerville, we want to continue to build our community by increasing safe and easy access to the great amenities offered within the city.

The insight2050 Corridor Concepts Study considered 5 major corridors where livable environments could be developed at increased densities and connected with more transportation options. Cleveland Avenue and Polaris Parkway are part of the 'Northeast Mobility Corridor' identified in this study. While growth is expected along these corridors, the Westerville community values the "small town feel". This document is a means to find the balance, build upon the land use recommendations of the Westerville Community Plan, and increase mobility choices. The Westerville Strategic Mobility Plan (WSMP), will act as a guide for prioritizing and implementing mobility decisions in the future for the City of Westerville, Ohio.

Mobility is defined as the ability to move easily and freely - which is the most important factor to consider when conducting transportation planning and a major contributor to successful cities, large and small. It is important to remember that mobility includes road travel for cars and trucks, as well as biking, walking, public transit, and any other method that one might use to move people and goods from one place to another. The Mobility Plan supports community-building by making biking, walking, and other mobility modes an easier, safe and accessible choice. Building a network of connectivity around our Uptown, University, commercial centers, neighborhoods, parks and playgrounds, and schools will make Westerville a vibrant place to work and live.

Purpose

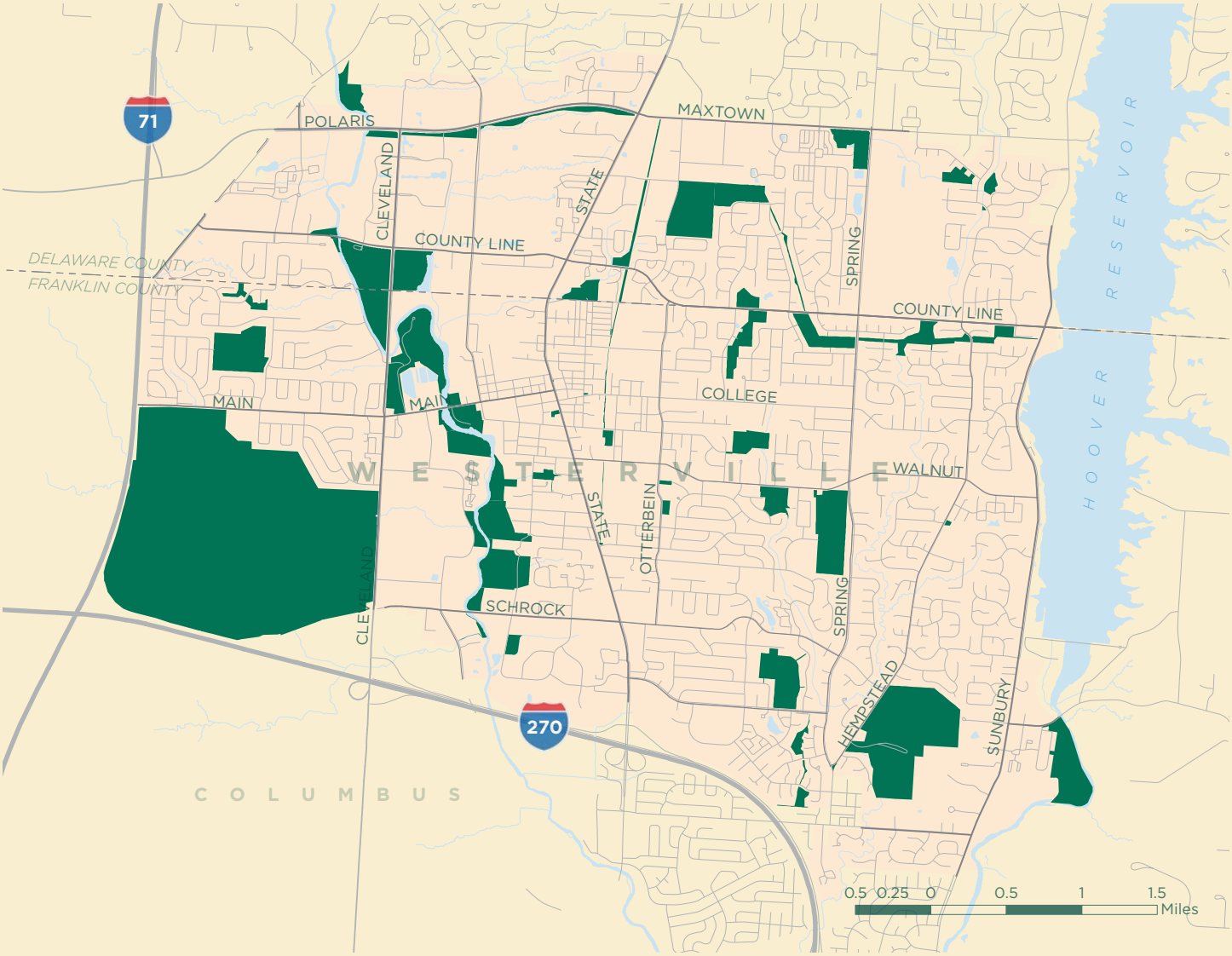
The WSMP supplements the Westerville Community Plan by providing further recommendations for mobility in the City. This document will consider a broad list of subjects that will inform the recommendations of the plan. This includes:

- Demographics
- Economics
- Travel and Commuting Trends
- Places
- Regional Influences
- Travel Modes
- Policy Review
- Community Engagement

Desired Mobility Outcomes

These desired outcomes (to the right) are derived directly from the mobility chapter of the Westerville Community Plan.

1. Develop a transportation system that respects the context in which it is built.
2. Create a pedestrian and bicycle system which is accessible, safe, convenient, and linked to priority destinations and transit.
3. Increase public transit use as a transportation choice.
4. Develop smart parking policies throughout the city.
5. Improve freight movement.



12.7
Square Miles

Centered around a lively Uptown that is adjacent to Otterbein University

156
Centerline Miles of Roadway

Most major streets are oriented in a classic grid system, with interstate access to I-71 and I-270

1858
Year Incorporated

Initially founded with a population of around 270

MOBILITY

A balanced and functional transportation system is a key element of any vibrant community. A well-planned system links residents to jobs, shops, and recreation activities, while managing congestion and promoting healthy lifestyles. In Westerville, the mobility system must be able to strike a balance between serving the needs of its residents and the workers who leave and arrive on a daily basis.

The mobility strategy in this plan supports the preferred growth strategy developed in the comprehensive plan. The Westerville Strategic Mobility Plan (WSMP) elevates broader community initiatives expressed through the desired mobility outcomes of the comprehensive plan. The WSMP is designed to give Westerville the tools to promote community culture, encourage vibrancy of the City's great places, promote a healthier community, and advance economic vitality—all while reinforcing that Westerville is a City in a

HOW TO USE THIS PLAN

As the City's blueprint for growing the mobility system to match the needs for the community, the WSMP lays out a transportation philosophy backed by recommendations and strategies to achieve it. This plan is one way the City is stressing the importance of a balanced and efficient transportation system to reinforce the livability and economic vitality of its community.

The WSMP offers a guide for the City's roadway, bicycle, pedestrian, transit, and freight network. The recommendations should be referenced during the development approval process and advanced through regional transportation planning processes when possible. The recommendations align with a general prioritization process for street design elements presented in the document. These recommendations also align community objectives to create a well-connected, multimodal transportation network.

MOBILITY STRATEGY ELEMENTS

The mobility strategy is expressed through three main components:

Framework Plans – Pg. 45

This series of maps and recommendations shows an inter-related set of mode-specific transportation recommendations.

Street Design Priorities – Pg. 51

Builds a relationship between land use context and transportation into a unique street typology that sets forth design priorities.

Strategic Location Recommendations – Pg. 68

Provides a higher level of detail for mobility recommendations related to key strategic location areas identified during the comprehensive planning process.

PLANNING PROCESS

The WSMP weaves the desired mobility outcomes of previous planning efforts, and existing conditions analysis throughout the description of mobility recommendations. The mobility planning process occurred in five steps.

1. Documentation of existing conditions for various travel modes.
2. Engagement of community and key stakeholders through various outreach events.
3. Understanding, leveraging, and incorporating existing planning work related to mobility.
4. Conducting a data and community-input driven analysis process.
5. Identification and prioritization of transportation solutions that align with the land use strategy.


Westerville
Florist

EXISTING CONDITIONS

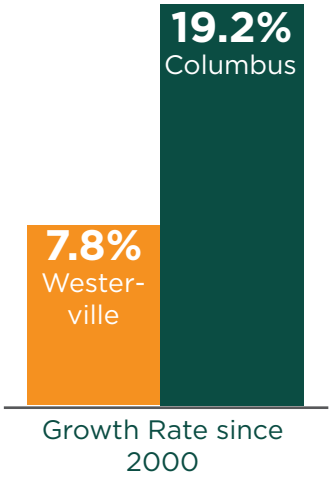
AT A GLANCE

Demographic, economic, and commuting trends help us understand current mobility conditions in Westerville and how mobility might affect or be affected by that growth in the future. The data presented in this section represents 2017 data, and is taken from ESRI Business Analyst, which derives it from US Census data, unless otherwise stated. The data shown represents the newest data available.

DEMOGRAPHICS

38,397 *residents in 2017.*

This is an increase of about **7.8% from 2000**. For comparison, the Columbus Metropolitan Statistical Area (MSA) has grown roughly 19.2% since 2000.



Households are **changing.**

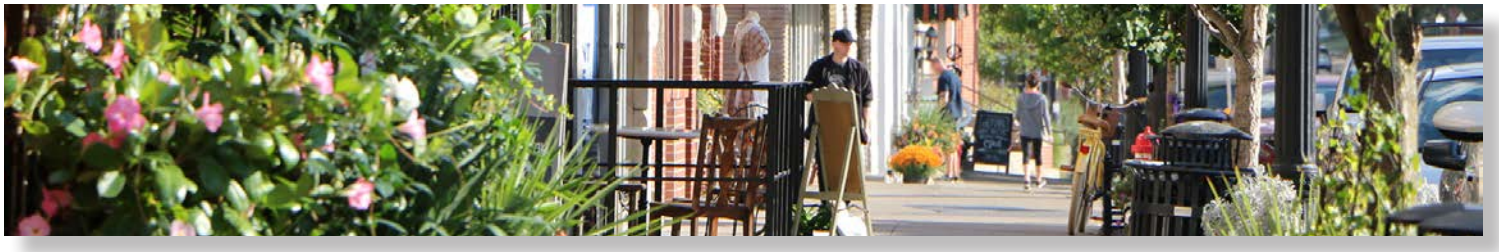
The average household size in 2017 was 2.48 people, which is a significant drop from 2000. Furthermore, about **23.9% of all households are occupied by a renter**, which is up a few percentage points from 2000. This is consistent with the MSA and national trends.

Westerville is **aging.**

Current residents above the age of 55 represent about 30% of the population. The MSA is at 25.7%, significantly lower than Westerville. **The median age is 42.2** in Westerville, compared to 36.4 in the Columbus MSA.

Students *need safe travel.*

School aged people (under 24) represent about 30% of the population. Westerville school policy states that all students who live more than 2 miles from a school will have access to school buses. All students at Otterbein University are expected to live on campus.



ECONOMICS

Westerville is **prospering.**

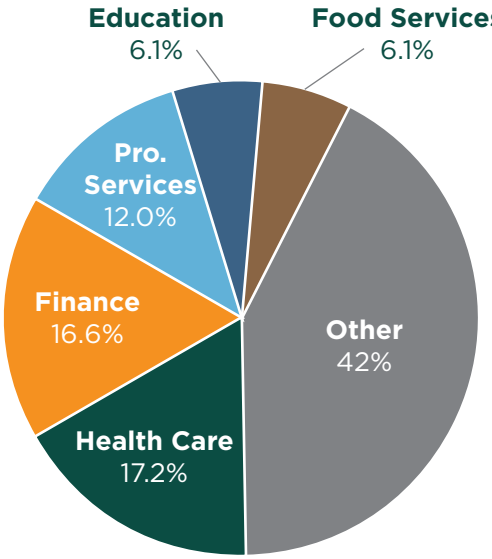
Median household incomes in the City of Westerville are **significantly higher than the surrounding Columbus MSA**.

Columbus MSA

Westerville

The top 10 employers in Westerville, as stated in the City of Westerville 2017 Resident Guide to the Annual Report, are as follows (number in parentheses represents total number of employees):

- JP Morgan Chase Bank NA (4,200)
- Mount Carmel Saint Ann's (1,800)
- Westerville City Schools (1,100)
- Alliance Data Systems (925)
- DHL Supply Chain (680)
- Otterbein University (655)
- Inventiv/GSW (480)
- Affinion Group (465)
- Nationwide Insurance (435)
- City of Westerville (430)



Employment is **strong.**

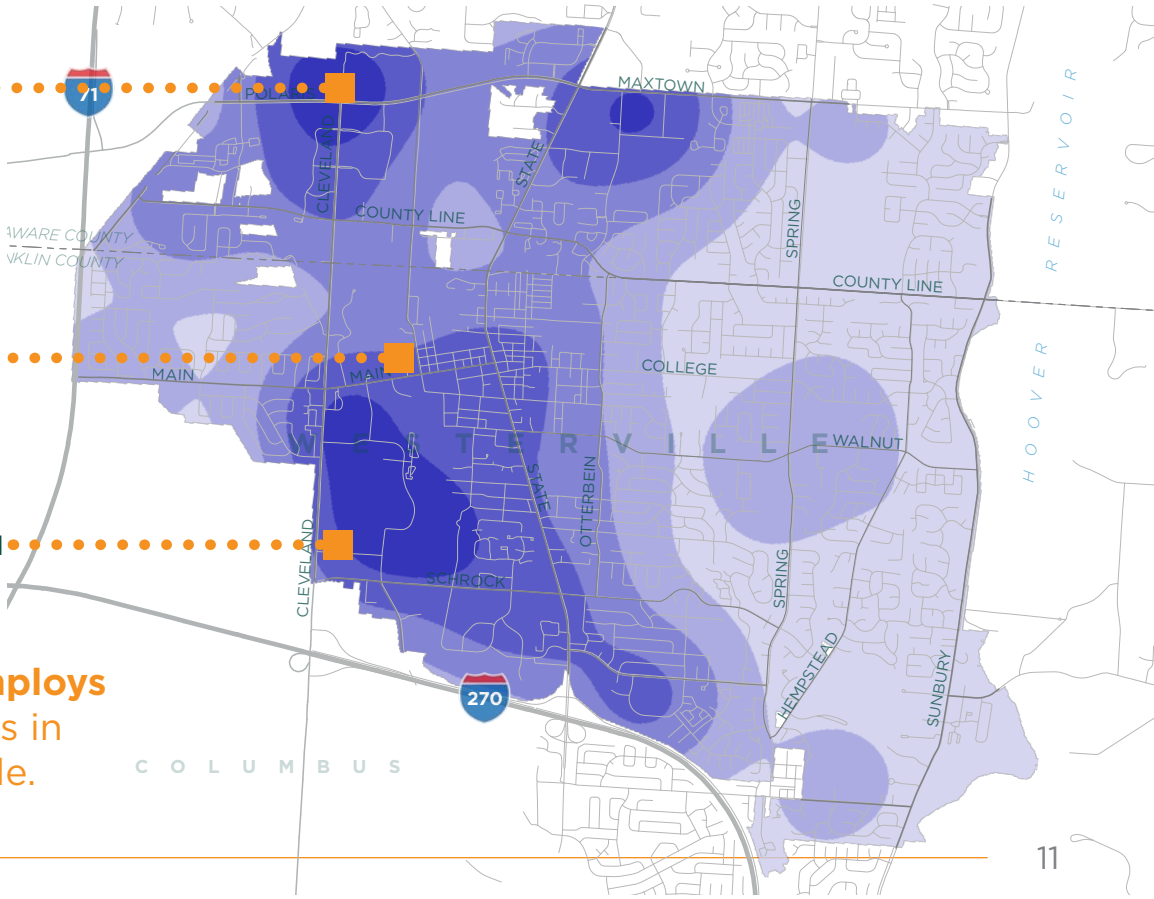
Over a third of all jobs are concentrated in the **Health Care and Social Assistance** (17.2%), **Finance and Insurance** (16.6%), and **Professional and Technical Services** (12.0%) sectors.

The map below shows the concentration of jobs in 2015, with the top three employers noted for reference.

JP Morgan Chase
(1 of 4 locations within the City)

Otterbein University

Mt Carmel St. Ann's Hospital



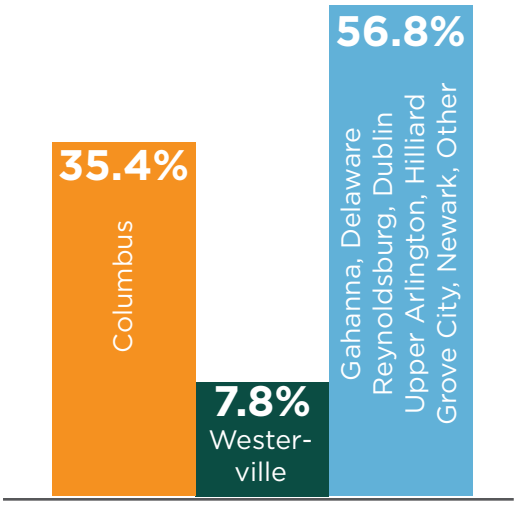
JP Morgan Chase **employs 9.3%** of all employees in the City of Westerville.

COMMUTING TRENDS

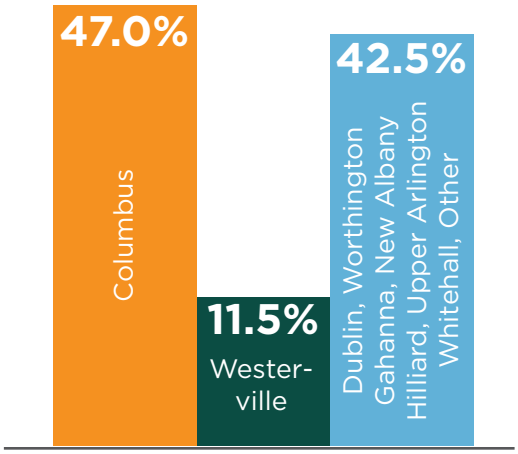
Home/Work **Disconnect.**

As seen in the adjacent map, roughly 25,161 people come **into** Westerville to work for their primary job, while 2,133 **live and work** in Westerville, and 16,375 leave Westerville to **work elsewhere**. This is typical of many suburban communities in Central Ohio. There is a surprisingly low number of people who both live and work in Westerville, considering that the area is shown to have strong employment and quality housing.

Source: LEHD OnTheMap (2015 US Census Data)



Where Westerville **workers** commute FROM



Where Westerville **residents** commute TO

7.8% of the Westerville workforce CHOOSE TO LIVE within the City

50% of residents commute MORE THAN 10 MILES to work on a daily basis

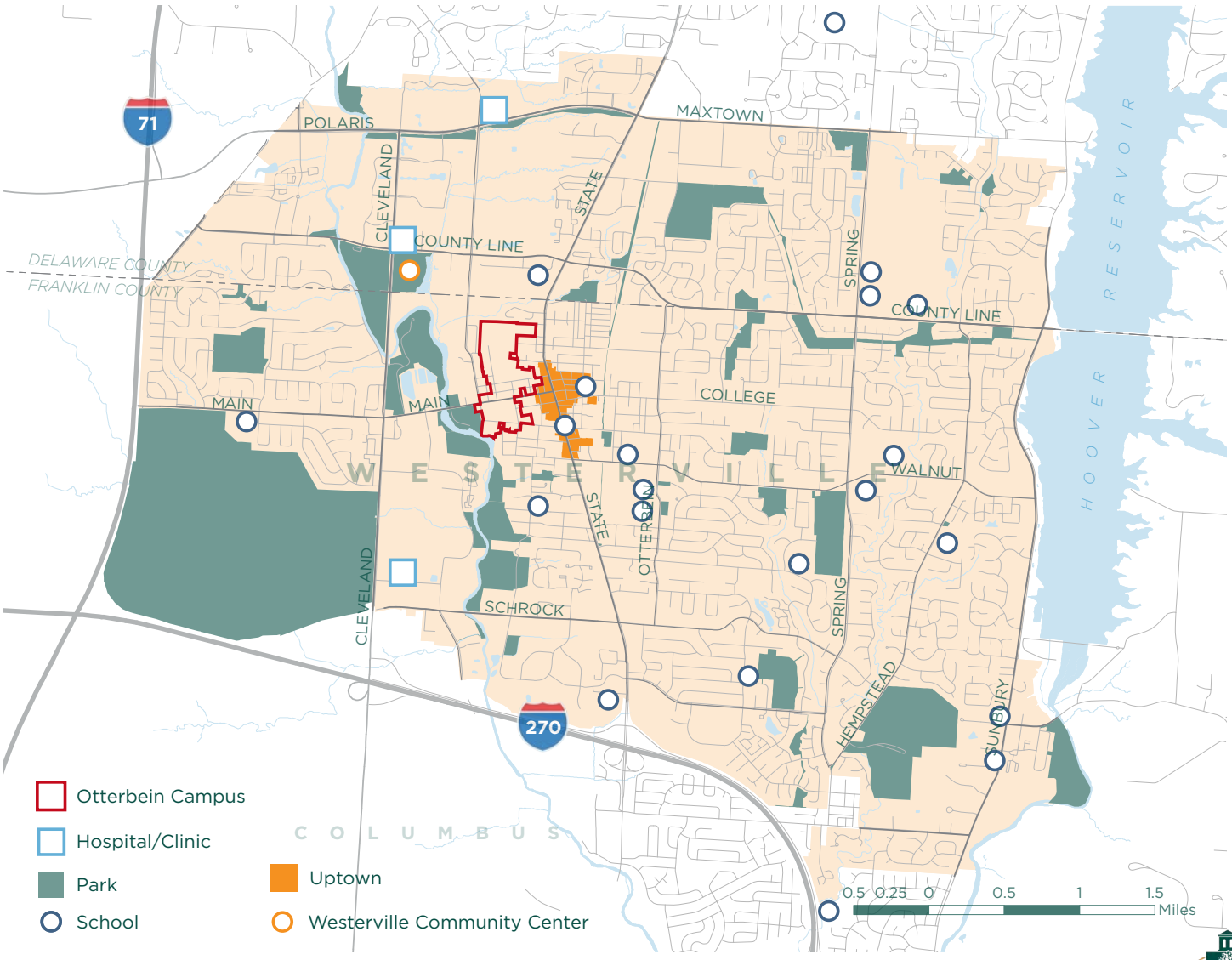
ROOTS

MOBILITY CONSIDERATIONS

This section takes a closer look at the existing conditions within and around the City of Westerville that directly affect mobility. This includes detailing the potential places, beyond employment, that people are traveling to and the facilities that would potentially take them there. Identifying strengths and opportunities for change in the current transportation system is critical to establishing recommendations for future growth. Data presented in this section is from the 2016 American Community Survey which is derived from US Census data.

PLACES

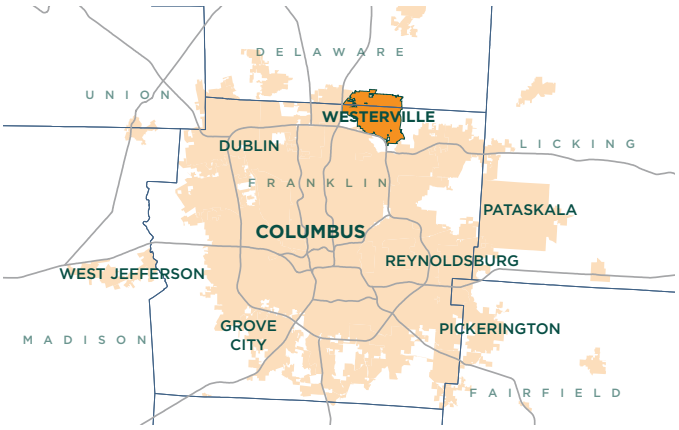
The map below identifies destinations and important nodes within the City of Westerville that represent places people travel to most regularly. The vast majority of these locations exist in the central and/or western portion of the City. However, schools are quite prevalent on the eastern portion of the City.



REGIONAL INFLUENCES

Franklin and Delaware Counties

The City of Westerville is bisected by Franklin and Delaware Counties. Franklin County is much more developed and urban in character, while Delaware County has suburban communities like Westerville occupying the southern portion of the County, which leads to sprawl going northward.



Columbus

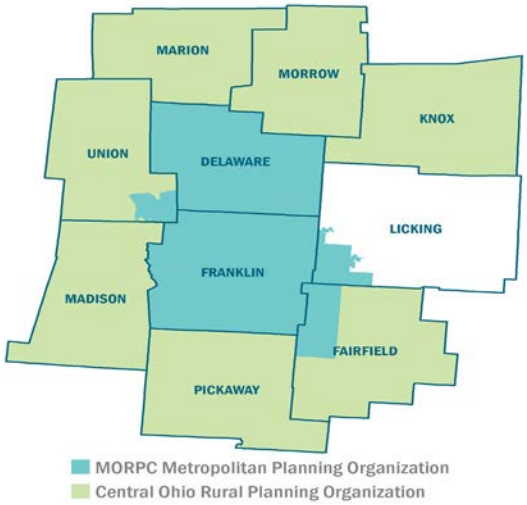
Westerville is a part of the larger Columbus MSA, and is a strong partner with the City of Columbus. Many Westerville residents commute into Columbus to work on a daily basis. Given the propensity for commuting from Westerville to Columbus, much consideration should be given to how best to move people between the two locations. I-71 and I-270 act as the main connectors for automobiles. Columbus has a population of roughly 900,000 people, which is slightly less than half the total of the MSA.

Local Townships

Westerville is bordered by a few townships that have development impacts on the City. These include: Genoa (North), Blendon (East, Southeast), Orange (Northwest).

MORPC

The Mid-Ohio Regional Planning Commission (MORPC), acts as the Metropolitan Planning Organization (MPO) for the greater Columbus metropolitan region. MORPC conducts the transportation planning process for the region, and serves the US Department of Transportation. The MORPC planning boundary is shown in the map below, which also shows the adjacent Rural Planning Organization (RPO) boundary.



COTA

The Central Ohio Transit Authority (COTA) is the public transit provider for the greater Columbus region. COTA has a service area of over 1.2 millions residents and serves more than 18 million passenger trips annually. More information on public transit related to Westerville is found later in this chapter.

ODOT

The Ohio Department of Transportation (ODOT) oversees all transportation planning at the statewide level. Westerville is in ODOT District 6, which encompasses Marion, Morrow, Union, Delaware, Madison, Franklin, Fayette, and Pickaway Counties. The District 6 office is located in Delaware County.

COTA MORPC OHIO DEPARTMENT OF TRANSPORTATION

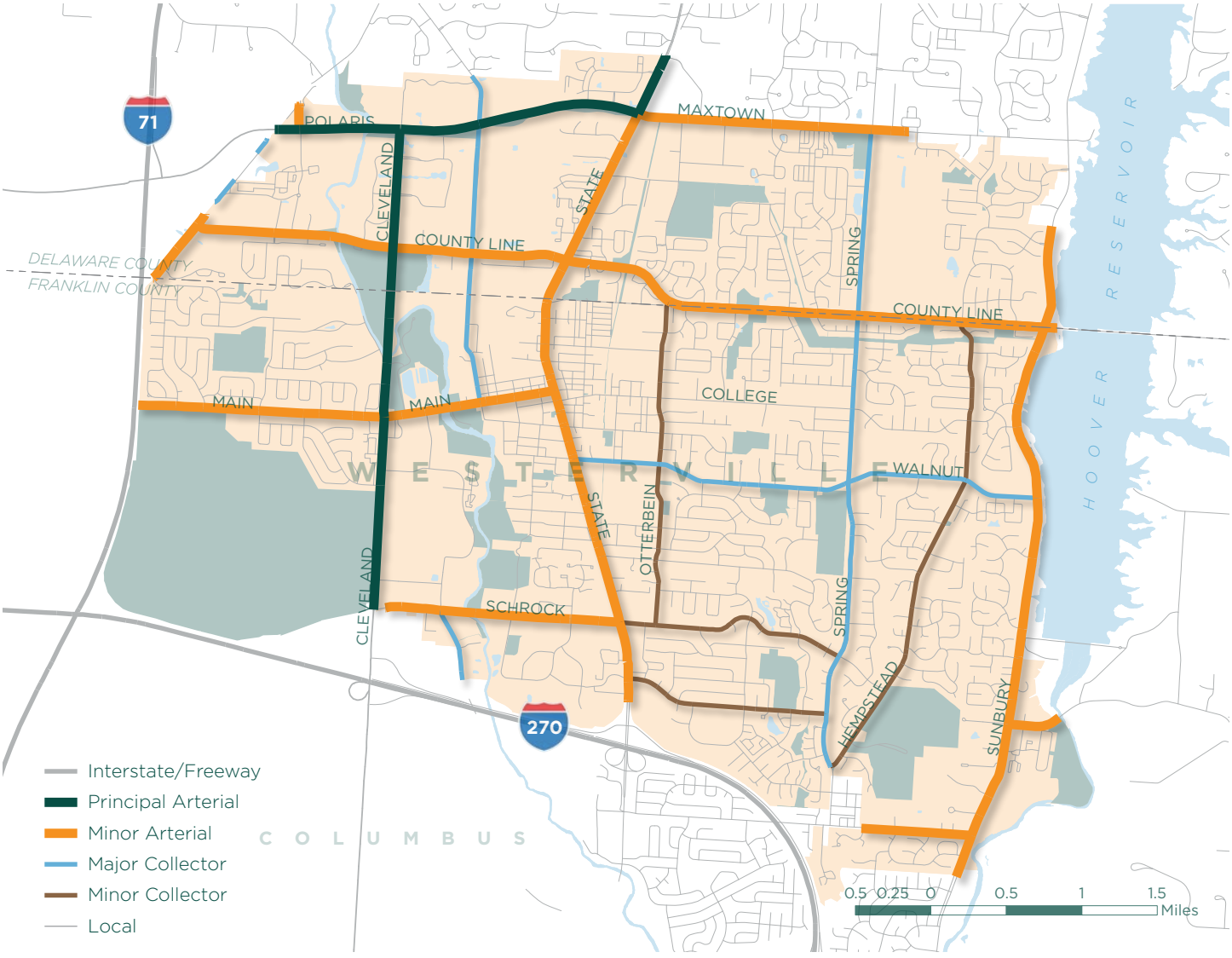
TRAVEL MODES

Cars *are #1.*

Automobiles continue to be the standard choice of travel. Most commuting occurs via single-occupancy vehicle, making the roadway system in Westerville a very important part of the overall mobility system. Currently, **over 35% of all households have 3 or more vehicles available at the home**. The map below highlights the ODOT designated functional class for roadways in Westerville.

Almost **84%** of all residents DRIVE ALONE in an automobile to work on a daily basis.

Roadway Network Map



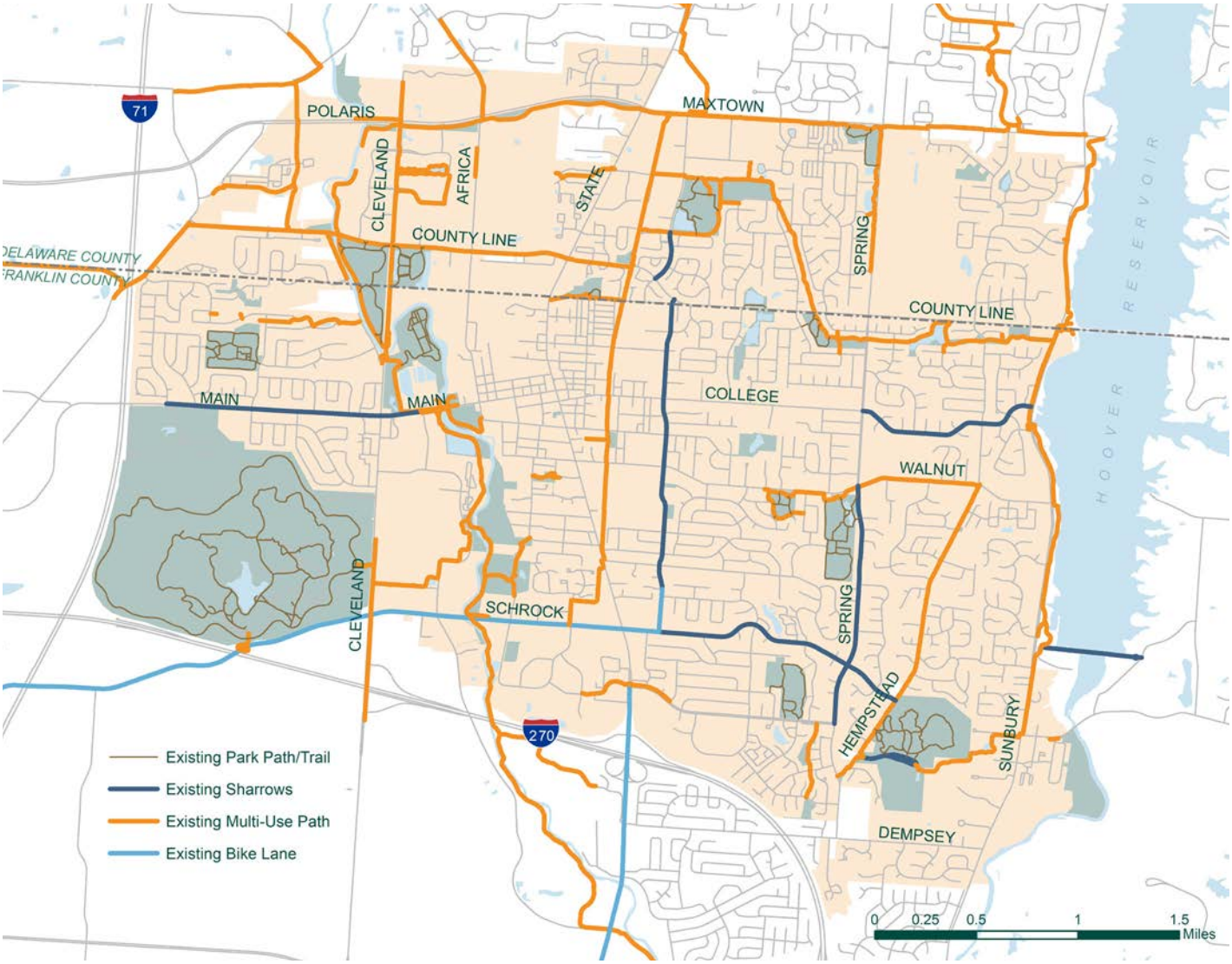
Less than **3%** of the population WALKS OR BIKES on a daily basis and are primarily for recreational purposes.

Bike/Ped is **Underutilized** for Commuting and **Highly Used** for Recreation

The bicycle and pedestrian network within the City of Westerville is fairly robust, as seen in the map below. While dedicated bike routes are somewhat lacking, most of the minor arterials and collector streets allow for bikes and cars to share the road. An extensive network of recreational trails exist within the City and combine with the bike facilities to provide real connections. The vast majority of local streets feature sidewalks for residents, connecting parks and open spaces.

Despite a strong network, there appears to be a lack of individuals utilizing it for daily commutes. This is likely due to the fact that very few people live and work within the City. In order to encourage more commuting, bike routes should include more direct routes and parallel existing roadways.

Bicycle Network Map



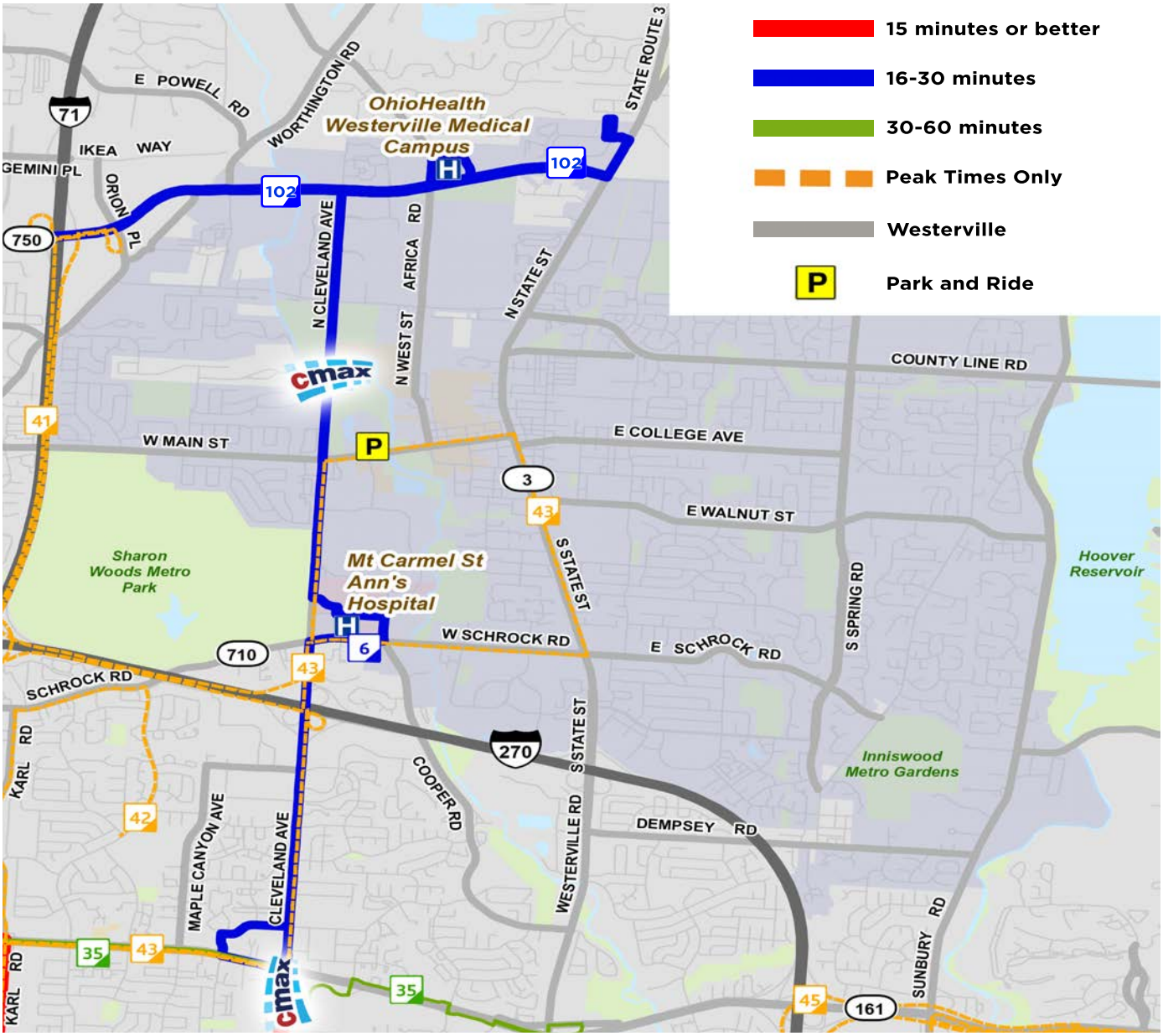
Transit is **Improving**

The public transit system in Westerville is part of the overall public transit system for the greater Columbus area that is run and operated by the Central Ohio Transit Authority (COTA). The map below is from COTA and highlights the routes that are in and around the Westerville area. Transit ridership in the area has shown an increase since COTA has launched a new Bus Rapid Transit (BRT) line called **CMAX**. The route runs along Cleveland Avenue, and greatly improves commuting from Westerville to Columbus, or vice versa.

It's worth noting that travel time is likely an issue for many residents in Westerville in regards to public transit, as none of the available routes consistently run at 15 minutes or better headways. Headway, synonymous with frequency, does influence travel time. The CMAX is more about increasing speed by making limited stops along much of the route. The Westerville Park & Ride provides direct nonstop service to downtown Columbus, but only at peak periods on weekdays. The map below shows COTA service in Westerville and is taken directly from the COTA system map.

Less than **1%** of Westerville USES PUBLIC TRANSIT to go to work daily.

Public Transit Map



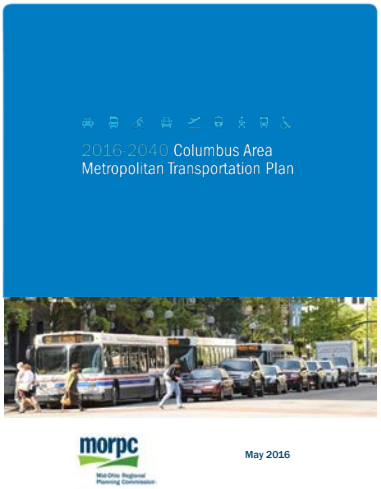

Uptown
Westerville
Renew

POLICY REVIEW

The WSMP provides recommendations for mobility in Westerville. To accomplish this task, it is vital to understand and leverage the planning work and mobility recommendations that already exist and how they can be carried forth within this plan. This section outlines various planning efforts that contain recommendations relevant to this mobility plan. All recommendations listed are verbatim from the respective documents.

COLUMBUS AREA METROPOLITAN TRANSPORTATION PLAN

http://www.morpc.org/program-service/metropolitan-transportation-plan/



Overview

The Columbus Area Metropolitan Transportation Plan is developed by MORPC to manage Central Ohio's transportation system through the year 2040. The MTP addresses all surface travel options, including automobile, transit, bicycles, pedestrian, and freight.

Mobility Recommendations

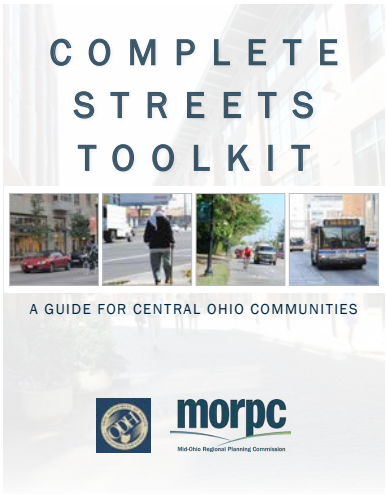
- Collaborate to reduce the need for vehicle travel through development regulations.
- Create travel demand management (TDM) partnerships to reduce congestion.
- Improve marketing of regional travel demand management (TDM) programs.
- Attract investment in alternative fuel vehicles and infrastructure.
- Alleviate existing or anticipated congestion.
- Improve fixed-route and demand-response transit service.
- Support efforts to introduce fixed-guideway transit service.
- Collect information on and analyze freight activity to identify developing trends, and work to disseminate that information.
- Expand key linkages among air, rail, and roadway transportation modes.
- Maximize the effectiveness of the region's integrated freight transportation system.
- Increase the quantity and quality of data on bicycle and pedestrian travel behavior.
- Expand bicycle and pedestrian networks through the implementation of complete streets and multiuse path connections.
- Collect, develop, maintain, and share data and information to improve local decision-making.
- Multi-jurisdictional dialogue to improve opportunities for collaboration.
- Promote and strengthen security and emergency preparedness efforts.
- Establish consistent data collection procedures and standard rating systems concerning roadway condition.
- Develop a regional multi-modal traveler information system.
- Develop a transportation system to serve all demographic population groups.
- Ensure the accuracy, availability, and timeliness of crash data and information.
- Reduce the occurrence of severe crashes and address high-crash locations.
- Support and advance initiatives that address high-risk drivers and behaviors.

COMPLETE STREETS TOOLKIT

http://www.morpc.org/tool-resource/complete-streets/

Overview

The MORPC Complete Streets Toolkit contains Complete Streets policies for urban, suburban, and rural areas as well as information on the "5 Es": Engineering, Education, Enforcement, Encouragement, and Evaluation. The toolkit also discusses land use, zoning policies, transit-oriented development (TOD), and funding sources.



Mobility Recommendations

- All users should be considered during the entire life cycle of a project.
- Street furniture, such as bike racks or benches, should be considered as part of all projects.
- Ensure appropriate pedestrian and wheelchair access is provided to and from transit stops.
- Traffic-calming elements including, but not limited to, landscaping, street trees, and narrowing of lanes, should be considered where safe and appropriate.
- Access management strategies should consider the placement of sidewalks and ramps to eliminate sight distance issues.
- Local governments are encouraged to adopt their own Complete Streets policies, consistent with this regional policy and federal and state design standards.

Key Takeaways

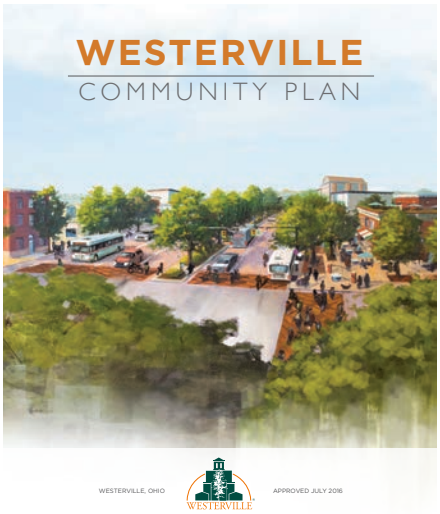
Instituting a Complete Streets policy at the regional, county, city, and township level ensures that planners and engineers consistently design and operate the entire roadway network with all users in mind. The toolkit contains "model Complete Streets policies" for urban, suburban, and rural areas. It's worth noting that Westerville's Complete Streets Policy (2012) will need to be updated and adopted with the new WSMP.

WESTERVILLE COMMUNITY PLAN

https://www.westerville.org/services/planning-development/planning-zoning/comprehensive-plan

Overview

The Westerville Community Plan is the guiding policy document for the City Council and others to address growth and development issues in the City. It outlines the vision for the future and includes various strategies and recommendations. Many partners, including the Westerville City School district, Otterbein University, the Chamber of Commerce, and local businesses, contributed to the document.



Mobility Recommendations

- Continue to expand and connect Westerville's recreational trails.
- Continue to develop inviting and walkable streets.
- Implement a wayfinding plan to define Westerville.
- Promote development along public transit routes.
- Promote unique neighborhood identity with streetscapes, urban design, community spaces and customized gateway signs.
- Maintain convenient multi-modal access.
- Develop a Comprehensive Transportation Plan.
- Update Westerville's complete streets policy.
- Prioritize place-making in the public realm.
- Encourage more walking and biking for a healthier community.
- Establish roadway design criteria.
- Establish way-finding for truck and freight movements.
- Require building placement that improves walkability.
- Support regional Travel Demand Management programs (TDM).
- Update current parking requirements and site design standards to support the functional needs of all land uses.

Key Takeaways

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

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

WESTERVILLE UPTOWN PLAN

https://www.westerville.org/home/showdocument?id=19111

Overview

The Westerville Uptown Plan focuses on preserving this historic area providing a mixed-use environment that is in growing demand and investments in the heart of the community.

Mobility Recommendations

- Develop a streetscape improvement plan for Uptown that includes State Street, Main Street, and College Avenue.
- Construct each pedestrian via as the opportunity arises or per CIP.
- Develop a detailed plan for each bike connection.
- Construct bike connections as the opportunity arises or CIP.
- Stripe bike lanes/shared use lanes on Park Street.

Key Takeaways

The Uptown Plan seeks to:

- Maintain and enhance the quality of life in Uptown.
- Identify, preserve, and enhance the existing amenities and unique charms of Uptown.
- Help businesses and institutions be successful in the changing market place.
- Improve the effective use and format of parking in Uptown.
- Strengthen the built environment, particularly the retail storefronts and upper floor residential and office.
- Improve and program the public realm.
- Ensure historic preservation benefits are known.

WEST MAIN STREET GATEWAY STUDY

https://www.westerville.org/home/showdocument?id=18270

Overview

The West Main Street Gateway Study considers the context of this site (i.e., is it walkable, is town development appropriate here), explores connections with Uptown, studies the potential of Otterbein University Lake, examines the potential/role of a public park in the area, and reviews integration with current planning efforts (i.e., Otterbein University Master Plan, PROS Plan, Uptown Plan). This area boasts unique character in its existing residential and office development.

Main Street Recommendations

- Improve streetscape to recognize its importance as western vehicular gateway.
- Implement unique crosswalk pattern, or even real brick crosswalk.
- Add on-street parking.

Cleveland Ave Recommendations

- Improve streetscape.
- Add bike path.

COTA SHORT RANGE TRANSIT PLAN

***https://www.cota.com/wp-content/uploads/2016/04/SRTP.*pdf**

Overview

The COTA Short Range Transit plan includes goals to achieve a ridership of 25 million passenger trips annually by 2025; plan and invest in a multimodal, high-capacity, mass transit system connecting central Ohio residents to opportunity, economic prosperity, and to each other; be recognized in our communities, our region, and nationally as an essential partner in economic development and mobility solutions as well as a leader in technological innovation and sustainability. The plan analyzes the transit market in central Ohio and the ability of the current COTA system to serve that market.

Mobility Recommendations

- Improving amenities at bus stops.
- First mile/last mile connections to difficult to serve attraction centers.
- Update bus stop spacing standards.
- Work with developers and employers to site developments close to transit.
- Encourage municipalities to develop transit supportive policies, guidelines and practices.
- Expanding the high-frequency network.
- Additional limited stop service in high-frequency corridors.
- Dedicated bus lanes on surface streets.
- Dedicated bus lanes or high-occupancy vehicle (HOV) lanes on highways.
- Implementation of high-capacity corridor(s).
- Expanding the fixed-route bus network.
- Lifestyle/health/environmental campaigns.
- New transit centers in areas of high ridership.

COTA LONG RANGE TRANSIT PLAN

***https://www.cota.com/wp-content/uploads/2016/04/LRTP.*pdf**

Overview

The COTA Long Range Transit Plan is an update to the previous transit plan (2012-2035). It is a comprehensive strategy for enhancing public transit in the central Ohio region during the next 24 years. The plan responds to the growing transportation needs of the central Ohio region by providing an expanded, reliable, and safe transit system.

LONG RANGE TRANSIT PLAN

2016-2040 Long-Range Transit Plan

Mobility Recommendations

COTA Long Range Planning Goals

- Ensure central Ohioans have access to jobs, housing, education, and services.
- Prepare central Ohio for future growth by identifying transit investments that integrate with regional plans and goals. **Critical regional goals include maintaining regional competitiveness, minimizing sprawl, and responding to demographic preferences.**

Long Range Planning Values

- Make better connections.
- Invest in under-served communities.
- Coordinate with growth. Encourage inward growth and serve existing neighborhoods. Strengthen fast-growing areas.
- Make transit an easy choice.

COTA Goals for Future

- Achieve ridership of 25 million passenger trips annually by 2025.
- Plan and invest in a multi-modal, high-capacity, mass transit system connecting central Ohio residents to opportunity, economic prosperity, and to each other.
- Be recognized in our communities, our region, and nationally as an essential partner in economic development, mobility solutions, and a leader in technological innovation and sustainability.

OHIO STATEWIDE FREIGHT STUDY

http://www.dot.state.oh.us/Divisions/Planning/SPR/StatewidePlanning/Documents/ODOT_FreightPlan_Updated%203.21.18.pdf

Overview

The Ohio Department of Transportation (ODOT) initiated a statewide freight study to understand, in the greatest detail possible, how Ohio's freight infrastructure is being used. Two general purposes of the study were 1) to plan and prioritize future strategic investments in Ohio's freight infrastructure; and 2) to guide future economic development activities to make the most efficient use of the existing freight infrastructure. Outputs of the freight study will help inform and guide the state transportation plan.

Mobility Recommendations

- » Identify a strategic roadway freight network.
- » Address truck parking issues through public-private partnerships.
- » Test expansion of routes for long combination vehicles.
- » Leverage intermodal transportation to reduce highway congestion.

COMMUNITY ENGAGEMENT

In addition to leveraging the existing engagement conducted for the Westerville Community Plan, engagement for the WSMP involved meeting directly with key stakeholders in the community, and uniquely interactive public workshops. This section gives an overview of the engagement phases and offers key takeaways relevant to the recommendations of the plan.

STAKEHOLDER INTERVIEWS

Community stakeholder and focus groups were engaged as part of the planning process. These groups shared the mobility needs of Westerville and the community members they represented. The engagement occurred in March 2018, August 2018, and August 2019. The groups are listed below with a brief summary of the findings.

Emergency Services

Local police and first responders focused on how mobility improvements can help improve safety and response logistics. Polaris Parkway was frequently mentioned as having the most accidents, mostly related to speed. Bicycle and pedestrian safety is generally pretty good, but there are concerns about cars not yielding appropriately to bikers and walkers at crossings. Traffic congestion causes concerns for accidents that result from queuing and other related traffic patterns.

COTA

The CMAX is COTA's primary focus at the moment as it relates to transit ridership in Westerville in the highest growth potential area. CMAX has experienced an increase in ridership in recent months. Ridership numbers for COTA's other bus stops are relatively low and don't necessarily justify additional frequency or facilities. Additionally, COTA is working to develop more strategies for first and last mile trips to and from transit stops/stations.

The Westerville Park & Ride has the highest single stop ridership in Westerville. The partnership with COTA is important as the City provides the parking for transit users.

Parks and Recreation

One of the biggest priorities for the Parks and Recreation department is creating a connected park system. This includes identifying bicycle and pedestrian gaps between the metro parks. There is a shuttle service run by the department that offers services to seniors and others if they reserve its use. According to the department, there is a public desire for more trails, greenways, and sidepaths within the City. Additionally, there is a desire to have bicycle and pedestrian infrastructure connect to COTA and CMAX stops.

Otterbein University

The University is primarily concerned with making sure their students can arrive and depart campus safely—whether it be in a car, bus, bike, or on foot. They have discussed some bicycle/pedestrian improvements with the City around the campus. There is a bicycle share program on the campus and they have been putting in more racks and maintenance stations. Uptown is the main destination for students and faculty.

Local Circulator Working Group

The idea of a local circulator bus route around Westerville is being explored by key stakeholders within the community and with the City. Providing microtransit services to meet the needs of the community could include: access to healthcare, jobs, schools, shopping, Uptown and much more.

Electric Division

The electric division is exploring future mobility changes (ride share, electric vehicles, autonomous vehicles, bike/scooter share, etc.). There is a desire to be on the cutting edge of mobility strategies, and Westerville believes they are well positioned to be a Smart City, with mobility playing a large role.

Local Schools

The priority for the local schools is to ensure that the transportation system in Westerville supports students getting to and from school safely. Most students are dropped off, take the school bus, or drive if they're in high school; this causes daily morning congestion during school arrival times. There is a strong desire to ensure that the bicycle and pedestrian system can support students walking or biking safely to school. Additionally, although transit is not heavily used by students, there is some appetite to help educate students on transit to encourage ridership, and make it a more feasible option.

Uptown

Business owners in Uptown Westerville are primarily concerned with how improved mobility will impact their business. Parking is generally a concern in Uptown, and some business owners are concerned that more parking restrictions will make them lose business. However, some feel that more parking turnover is good for their business. Most agree that improved bicycle and pedestrian accessibility and movement to and from Uptown will help their business by making Uptown a more vibrant place and bringing more people there.

Regional Partners

This group includes: MORPC, Franklin County, Delaware County, Delaware County Transit, ODOT, surrounding municipalities, and more. These partners were engaged to discuss important regional connections related to transportation and mobility. Encouraging regional transit and greenway connections were a key priority. Additionally, regional traffic congestion is a concern that can be alleviated with new mobility options and solutions.

Planning and Development

Within the department, the priorities for the WSMP are to interconnect the various transportations modes and systems together, follow community objectives outlined in the comprehensive plan, help to integrate land use and transportation decisions, and provide guidance and prioritization on decision making.

PUBLIC WORKSHOP

The public workshop for the WSMP occurred on September 25, 2018. The drop-in workshop allowed attendees to participate in a series of interactive stations.

Date	August 9, 2018
Location	Westerville Community Center
Time	5:30pm to 7:30pm

Agenda

The event featured a variety of informational and activity stations designed to inform attendees of the mobility planning process, engage them via interactive activities, and gather meaningful feedback that will guide the recommendations of the plan.

Information Stations

- Sign-In
- Project Background

Activity Stations

- Mapping Exercise
- Visual Preference Survey

Mapping Exercise

Participants were asked to use sticker dots and sticky notes to identify destinations, mobility challenges, and opportunities for change on a large map of the City.

Challenges

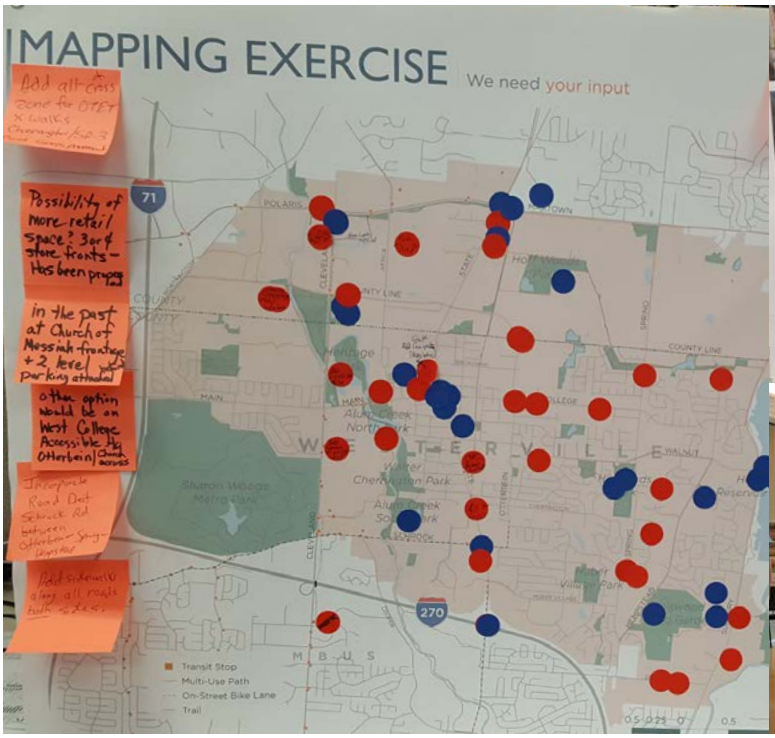
- Cleveland Avenue
- Connectivity to Uptown
- College Avenue

Destinations

- Uptown
- State and Polaris
- Hoover Reservoir

Visual Preference Survey

Participants used green dots to identify mobility strategies that they liked, and red dots for ones that they didn't like. There were three boards of mobility strategies: Roadway, Transit, and Bicycle/ Pedestrian.



OPEN HOUSE

The open house for the WSMP occurred on August 6, 2019. The drop-in workshop allowed attendees to participate in a series of interactive stations. A brief presentation of the project and strategies was presented for attendees.

Date	August 6, 2019
Location	Westerville City Hall
Time	5:30pm to 7:30pm

Activity Stations

Participants were asked to use sticker dots and sticky notes to identify mobility strategies they would like to see moving forward. These opportunities were separated by cycling, pedestrian, roadways and transit. Along with this, maps were provided at each station for participants to identify strategic locations for change.

Information Stations

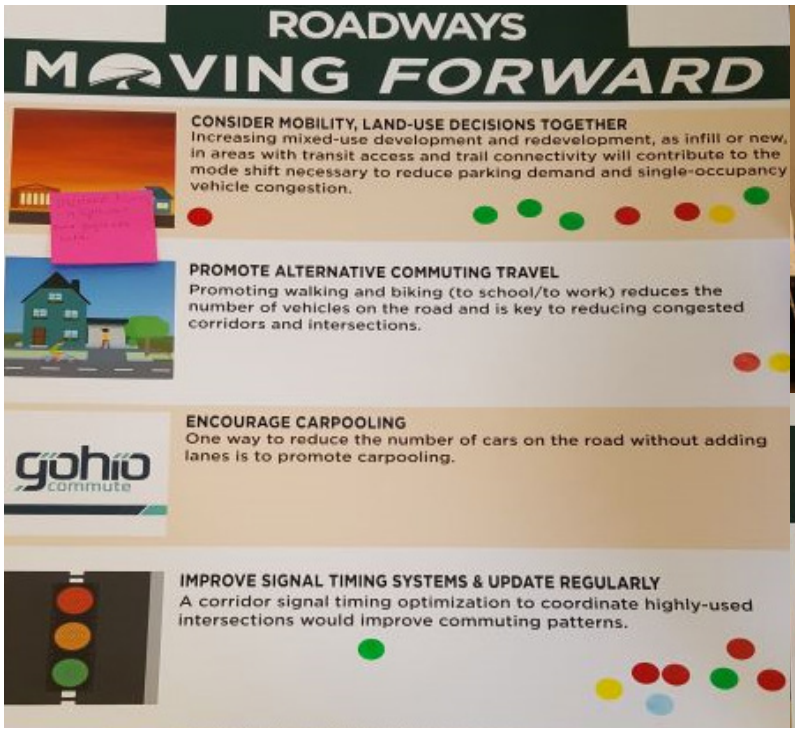
- Sign-In
- Project Background

Activity Stations

- Mapping Exercise
- Cycling
- Roadway
- Transit
- Pedestrian
- Strategic Locations

Key Strategies Identified by Attendees

- Improve signal timing systems
- Consider mobility, land-use decisions together
- Enhance pedestrian crossings
- Prioritize access to greenways
- Investigate the potential for micro-transit
- Promote first/last mile strategies at transit stops



ONLINE SURVEY

An online survey (608 respondents) was conducted during the month of August 2019 to help determine the level of support for the many strategies within the draft Mobility Plan. A number of topics important to those respondents rose to the top. The survey included the strategies from the Mobility Plan as they relate to vehicles, pedestrians, bicycling, transit, and strategic locations.

Some survey takers were dissatisfied with the requirement that all questions must be answered, but the reason was due to the need to understand the "appetite" for the strategies. We required responses for all modes even though some people may not use them so that we could ascertain the strategies that would be acceptable to the most people.

Comments

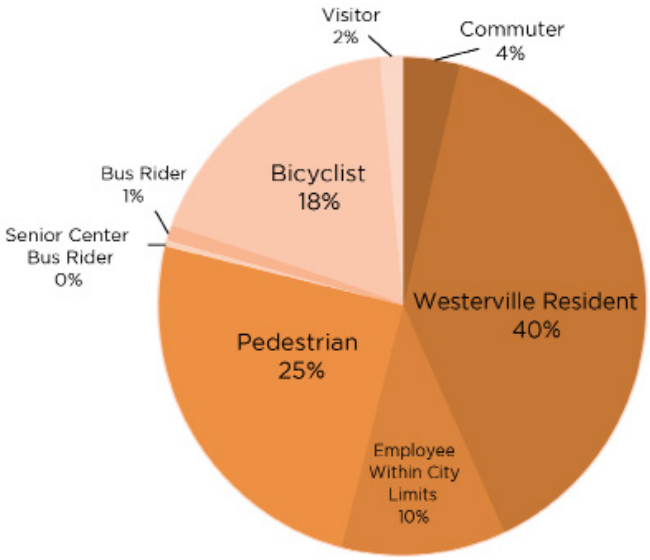
The "write-in" comments were enlightening and resulted in new overall strategies to be added to the Mobility Plan. These include an Education and Outreach component to better inform people of the rules of the road for drivers, bicyclists, and pedestrians. Safety is a big concern and more outreach is needed to help people understand how to better interact with those who are not in cars. A program developed to educate people on the many alternatives for getting around the City and the rules to follow will improve safety for all.

Additional Strategy

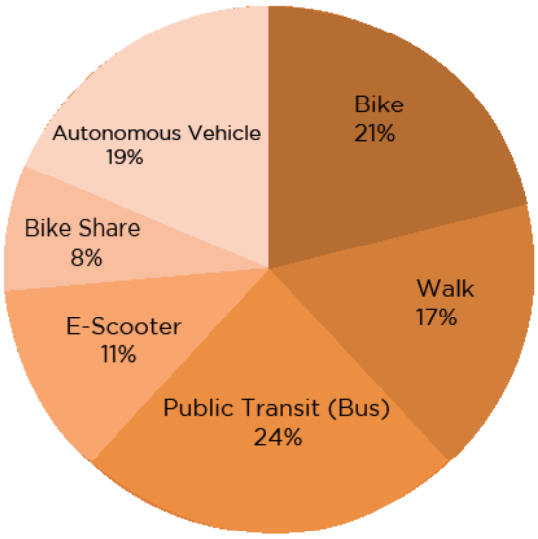
Another important strategy is the need to provide equitable access for all. Providing ADA complaint mobility options for the differently abled, children, and older adults is a high priority. This has always been a priority for the Planning and Development Division, but a renewed analysis of the entire system will be undertaken as it relates to this topic. The possibility of a citywide microtransit service could help many residents to access places that they cannot easily get to now.

Responses

I travel within the City of Westerville as a(n)...



In the future, are there methods with which you wish to travel, but currently don't? (Select all that apply).



KEY TAKEAWAYS

The existing conditions provide the foundation for future analysis and recommendations. Below are some of the key takeaways that are major influences on the development of the Westerville Strategic Mobility Plan.

Changing Demographics

Westerville isn't seeing the same intensity of growth as the Columbus MSA as a whole. However, growth has been steady and consistent. In addition, changes in housing needs and population age will require mobility recommendations that serve students, millennials, and the older population.

Prosperity

Westerville has strong employment numbers, high median incomes, and key employers and employment centers. The Strategic Mobility Plan should reinforce this strength and focus on getting employees to their place of business in a smart, efficient, and safe manner.

Regional and Local Influences

Westerville exists as a part of the greater Columbus MSA, and therefore is influenced by regional entities like the City of Columbus, MORPC, and ODOT. Additionally, the identified local destinations, such as, commercial centers and schools, are important for understanding where people travel to inside of Westerville. The recommendations of the plan will take into account these influences.

The Home/Work Potential

Though employment is strong in the area, there seems to be a disconnect between living in Westerville and working in Westerville, based on commuting data. One key element of the plan should be to help mitigate and repair this disconnect, and use mobility to encourage people to live closer to where they work in Westerville.

Underutilized Travel Options

Westerville is a car-centric city, based on census data. Although a thorough bicycle and pedestrian system exists, it is unfortunately underutilized by the workforce. Transit isn't heavily used currently, but recent changes to the system and the emergence of local ride-share transit options should yield more use in the future. A key goal of the analysis and recommendations will be to create a more balanced mobility system, and encourage a higher mode share for daily travel.

Westerville Has Good Plans

A wealth of great planning recommendations that relate to mobility in Westerville already exist. The WSMP should use this existing effort and act as a central repository for all mobility recommendations for the City of Westerville.

Online Survey Results

Westerville is interested in providing adequate transportation for all Westerville City residents. This includes creating more transportation options for seniors and creating ADA compliant modes of transit. Strategies to provide safer modes of transportation to pedestrians and cyclists seem to be important to residents of Westerville.

MOBILITY FRAMEWORK

OVERVIEW

The following Framework Plans for the different mobility areas recognizes and integrates existing transportation plans, strategies, services, and the existing conditions assessment documented in an earlier chapter of this plan (**pages 10-31**). Combined, these elements create the considerations leading to the identification of future mobility strategies (located on **pages 46, 48, 56, 60, 63, and 65**).

These mobility frameworks complement each other and serve the community by helping to achieve long term goals. This comprehensive mobility strategy addresses each mode, addressing elements deemed important to creating a well-coordinated and integrated transportation system, informed by design and prioritization guidance.

This chapter covers three key sections: **Mobility Enhancements**, **Supporting Elements**, **and Framework Plans**.

The Framework Plan focuses on five key mobility areas: Roadway, Biking, Pedestrian, Transit, and Freight. These five ingredients combine to create a complete transportation system for Westerville.

ROADWAY

BIKING

TRANSIT

FREIGHT

PEDESTRIAN

MOBILITY ENHANCEMENTS

This section outlines design and best practice elements for different mobility strategies. These descriptions and images are meant to give a broad overview of each strategy. This is not a comprehensive list of mobility strategies that the City of Westerville can explore, but a showcase of those strategies that are referenced later in the chapter as part of the mobility recommendations. Westerville already has wide roads, multiple lanes, and a good grid system. These are key enhancements to focus on to ensure better mobility for all travel modes in the City.

ROADWAY ENHANCEMENTS

Gateway Treatments

Intersections or corridors that serve as gateways to cities and communities can brand the city, enhance vibrancy, and create a sense of place with landscaping, public art, signage and streetscape design. Treatments can be given with landscaping, public art, signage and branding elements, and streetscape design. On corridors, landscaped and signed medians can provide this gateway characterization. Gateway treatments should not be limited to signage only, but should use many of the other features described above.

Service Roads

Service roads (also called backage roads or alleys) help create better mobility by allowing delivery and service type vehicles to more easily access the back of businesses rather than the front. This strategy helps clear the curb lane of unwanted vehicles and creates more space for things such as on-street parking, bike parking, bike lanes, multiuse paths, and more. Additionally, this strategy improves congestion by potentially removing a stopped vehicle from the curbside lane. Additionally, the strategy improves emergency response times by improving access for emergency vehicles. Service roads are ideal in downtown areas and dense commercial districts.

Smart Signal Systems

Include technology to improve signal operation. Smart Signal Systems collect and store continuous traffic data. The system compiles a history of traffic signal controls and performance measures. This information is used to improve the traffic signal timing and overall flow of road traffic. Can include preemption for emergency and transit vehicles.

Alternative Intersections

Alternative Intersections offer the potential to improve the safety of intersections and mitigate congestion. Examples of alternative intersections include roundabouts, restricted crossing U-turns, and median U-turn intersections.

CURB LANE MANAGEMENT

Loading/Unloading Time Restrictions

Especially useful in downtown urban cores and main street settings, dynamic loading zones can help create more efficient usage of the curb lane in key areas. For instance, specific areas of the curb lane can be designated for loading at off-peak times, and then switch to on-street parking during peak times. These areas need to be clearly marked, signed, and enforced to be successful. Having full and efficient usage of these areas creates a more successful urban area by allowing for maximized use of public right of way. The City of Columbus is piloting a program where vehicles can reserve a loading zone for a specific time of day.

Rideshare Pickup/Dropoff Zones

Curb lanes located near popular restaurants and entertainment establishments that are on-street parking with low turnover during the day are best prioritized as a pick-up/drop-off areas during the nighttime entertainment hours. Doing so facilitates greater access to the destinations along particular curbs by giving Transportation Network Company (TNC) vehicles access to curb space and reducing the need for these vehicles to stop in the line of traffic to pick up and drop off riders, helping to relieve congestion and improve safety.

Flex Zones

This approach requires a more comprehensive approach to communication (and parking specific technology) but will serve the most users throughout the day. A simplistic example is to have a commercial loading space transition to a passenger loading space based on the time of day. This requires the least amount of impact to parkers and takes advantage of space availability for curb uses when they are needed the most.

BIKE FACILITY ENHANCEMENTS

Protected Bike Lanes

Ideally, on-street bike facilities should be adequately protected and delineated beyond traditional striping. Simply put, protected bike lanes are much safer than a typical painted bike lane. There are several methods for creating the protective barrier, with use of landscaping, raised curbs, bollards, and more. This improves the safety of biking within the community and encourages more people to bike to their destinations.

Intersection Bike Boxes

Bike boxes are areas at the front of stopped travel lanes at a signalized intersection that are dedicated to allow bikes to get in front of queuing traffic. These bike boxes provide cyclists with safe and clear access to the intersection ahead. These bike boxes are typically painted bright colors, usually green, to signify the space.

Bike Share

Ideal for short distance trips, bike share programs are typically most successful in areas with higher densities (e.g., downtowns, tourist attractions, activity nodes) Bike share programs are particularly useful in enhancing transit services, providing links to existing routes. It should be noted that, bike share programs have high start-up costs and ongoing operations costs that need to be considered. Additionally, considerations should be given to other emerging technologies in shared mobility. This would include understanding the pros and cons of the various systems, as well as storage, parking, and management of these different mobility options.

PEDESTRIAN ENHANCEMENTS

High Visibility Crosswalks

Crosswalks should be painted in ways that make it extremely clear to all users of the intersection—including cars, buses, pedestrians, and bikes—that there are designated pedestrian zones of the intersection. High visibility crosswalks are more clear and noticeable to oncoming vehicles and therefore make it safer and more inviting for pedestrians to navigate the crossing, especially at wide intersections of major streets. Crosswalks can creatively use city branding or public art as long as they are still highly visible and follow FHWA requirements.

Pedestrian Refuge Islands

Pedestrian refuge islands allow for pedestrians to have a safe place to stop halfway through an intersection when crossing busy streets. The refuge islands are often designed at the end of median sections and are usually delineated with protective elements like raised areas, landscaping protections, and bollards. Refuge islands work well for wide crossings at major road intersections. Major road intersections are often a barrier for pedestrian travel, but pedestrian refuge islands can keep people safer and encourage more walking in the community. These are particularly useful for elderly and disabled residents who may take longer to cross large intersections.

Pedestrian Hybrid Beacons (PHBs)

PHBs give pedestrians the power to control the flow of traffic in order to cross a road or intersection. The pedestrian will press a button at the sidewalk that will facilitate a red light to stop the flow of traffic, giving the pedestrian the opportunity to cross. These can be implemented at intersections and mid-block areas in need of safe crossing. These are especially useful for areas with high volumes and/or fast moving traffic.

Lighting and Signage

Two-thirds of all pedestrian fatalities occur during low-light conditions. The quality, placement, and sufficiency of lighting helps create a safe environment for motorists and pedestrians. Pedestrian lighting should be considered for areas of higher pedestrian volume, including downtown and key intersections. Lighting in commercial areas should be provided on both sides of the street. Signage can be an effective tool to alert drivers to reduce speeds and allow pedestrians to exercise extra caution. It is important not to cause “clutter” when using a variety of signage which can confuse pedestrians. Signs should be properly located as not to obstruct the pedestrian or motorists.

Signalized Intersection Safety Improvements

Signalization at vehicular intersections can include signal timing elements that make it easier and safer for pedestrians to cross intersections with heavy traffic flow. Improvements like leading pedestrian intervals and “No Turn on Red” signs that can be lit when a pushbutton is activated, help to prioritize pedestrian movement in through an intersection over vehicular travel.

TRANSIT ENHANCEMENTS

Enhanced Transit Stops

Transit stops should be inviting locations that protect people waiting for transit from passing vehicles and weather conditions. Ideally, there should be covered shelter and ample seating for those who wish to rest while waiting. Additionally, transit stops should be attractive with sufficient signage, branding, and landscaping to make them more inviting to the community. WiFi hot-spots can be added to give free public access to the internet for the community. There should also be kiosks for easy ticket purchase. Transit stops should be ADA accessible with sidewalk adjacent to the curb for ease of access. Refer to COTA's Bus Stop Design Guide for additional enhancements to encourage transit use.

Improved Transit Access

Transit stops should have ample connectivity for bikes and pedestrians to easily access the stops. This includes have sidewalks, bike lanes, and bike parking around and accessible to the stop or station. Additionally, signage and maps can be displayed that show riders/walkers how to use the bike/pedestrian system to access other parts of the community from that particular station. These enhancements encourage more people to access transit via a variety of travel choices, create more efficiency in the system, and provide more travel options for the community.

Mobility Hubs

Mobility Hubs are places of connectivity where different modes of travel are available. They provide a suite of mobility services, amenities, and technologies to bridge transit and an individual's origin or destination. Features can include electric vehicle charging, bike or scooter share, autonomous shuttles, rideshare, carshare, and much more. Mobility Hubs are best located in centers of activity with a concentration of employment, housing, shopping, and recreation.

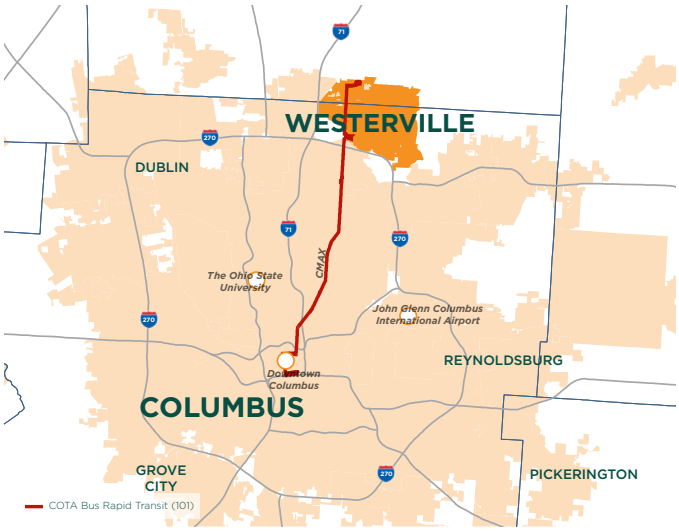
SUPPORTING ELEMENTS

In order to develop the Framework Plans, an assessment of key existing conditions was performed to a slightly deeper level. This review considered the impact of mobility as it relates to these supporting elements. These supporting elements are detailed and labeled with the corresponding mobility area icons that are most affected by the analysis.

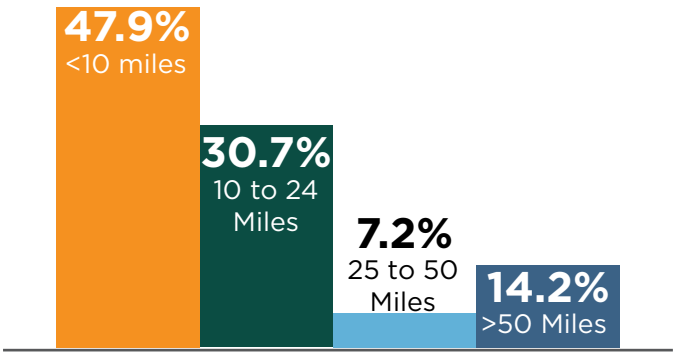
External Linkages

Westerville's proximity to Columbus offers insight into its relation to some of the region's major activity and employment centers—The Ohio State University, Downtown Columbus, and the John Glenn Columbus International Airport.

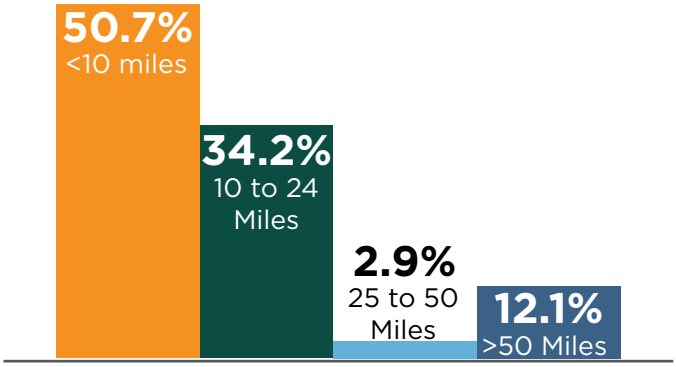
Longitudinal Employer-Household Dynamics (LEHD) OnTheMap uses US Census data to look closer at commuting patterns. The tool indicates that many people are traveling south to go to work on a daily basis, with 47% going into Columbus daily, according to census data. Those that go north are likely heading to jobs in Delaware County and beyond. LEHD OnTheMap also provides information about how far Westerville residents are commuting daily, and how far Westerville workers are commuting from. That information is shown below in a bar chart format, along with a map to the right that further illustrates Westerville's proximity and linkages to key locations in region.



Typical Commute Distance



How far do Westerville **workers** commute from?



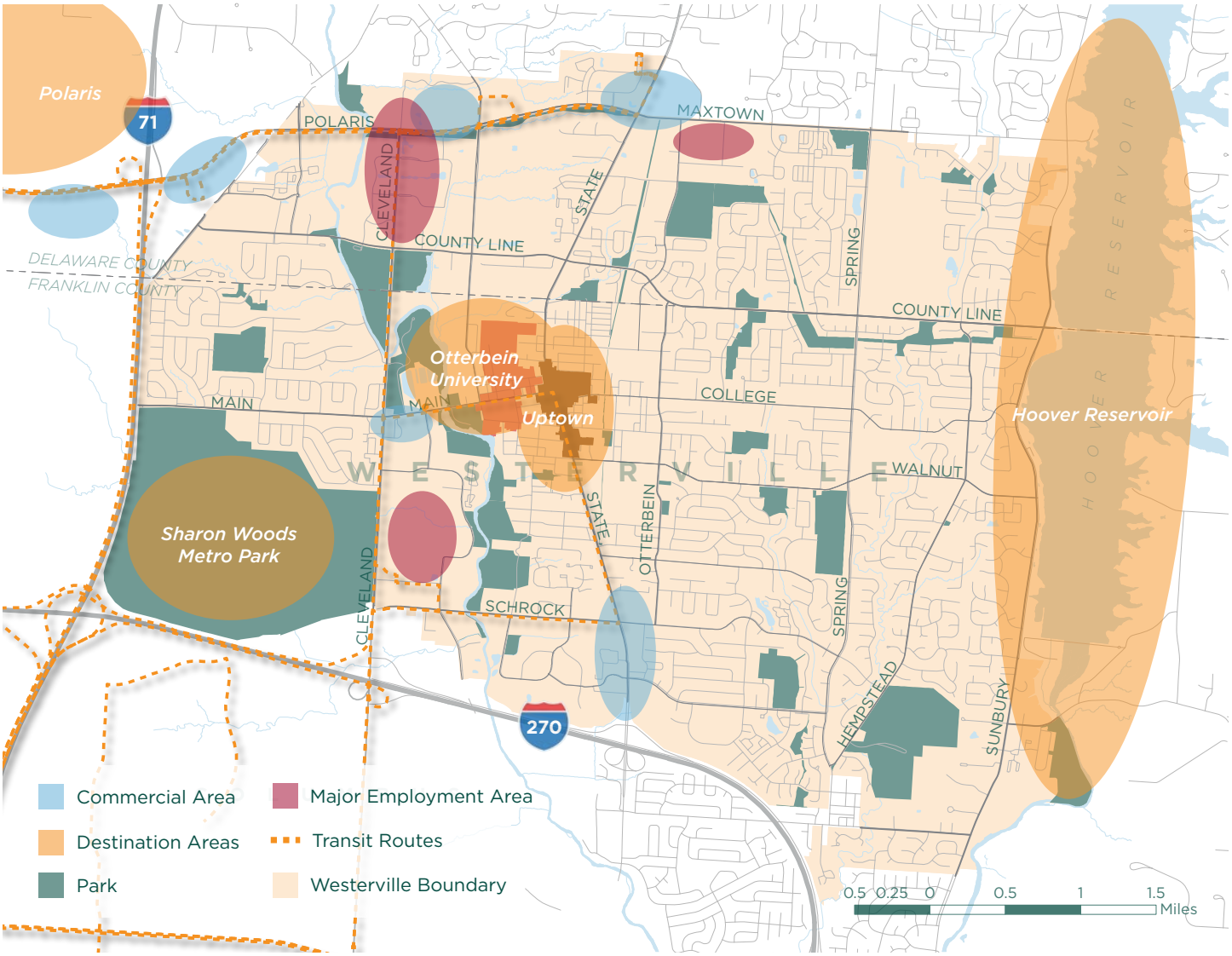
How far do Westerville **residents** commute?

Local Connections

The City of Westerville has unique community elements in the form of key destinations and public investments. The City's center is largely made up of Otterbein University and Uptown Westerville, which together, serve as the center for activity for the City. The east side of the city is bordered by the Hoover Reservoir, which serves as a regional amenity for the greater Columbus area. Most recently, CMAX, a new bus rapid transit (BRT) line operated by the Central Ohio Transit Authority (COTA), was launched with the City of Westerville through Cleveland Avenue as the end-of-line. The "Medical Mile" along Cleveland and Polaris is a key employment corridor.

Most of the key destinations within the City are accessible via transit routes, although there is some limitations with frequency and stop location. The biggest exception is the eastern side of the City, which is largely residential, along with the Hoover Reservoir area. Ideally, these two areas would be more accessible via transit. It is worth noting, however, that these areas are served well via roadway and bicycle/pedestrian facilities. Employment areas were identified using LEHD OnTheMap.

Local Connections Map



Mobility Index and Affordability

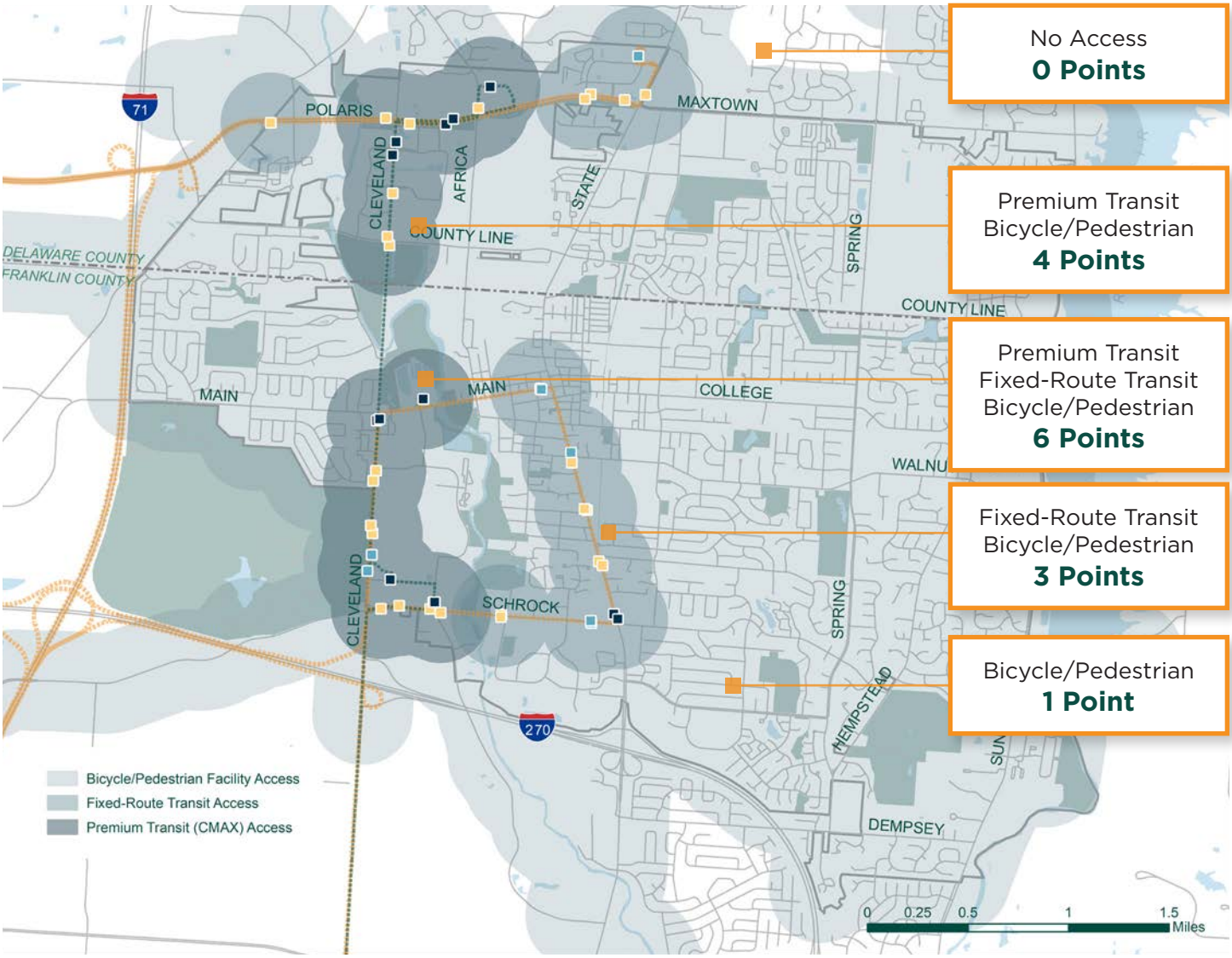
According to the Center for Neighborhood Technology (CNT), Westerville households on average spend upwards of 50% of their total household income on expenditures related to housing and transportation. Location-efficient places can help alleviate financial pressure for households, as they have a lower cost burden and better livability.

The Mobility Index shown in the map below is meant to highlight the areas that have prime mobility access and therefore have more potential for reduced transportation costs. **Prime access is defined as being within 1/4 mile of an alternative transportation choice.** Areas with overlapping access to different alternative transportation modes are even more affordable from a transportation cost perspective. Using weighted scores for amount and type of access, **the City can assess the mobility index for any development or individual property, which can help guide decision-making**. The mobility index scoring, and examples from the map, are described below:

- Premium Transit (CMAX) Access - **3 Points**
- Fixed-Route Transit Access - **2 Points**
- Bicycle/Pedestrian Facility Access - **1 Point**

6 Points — Lower Transportation Costs

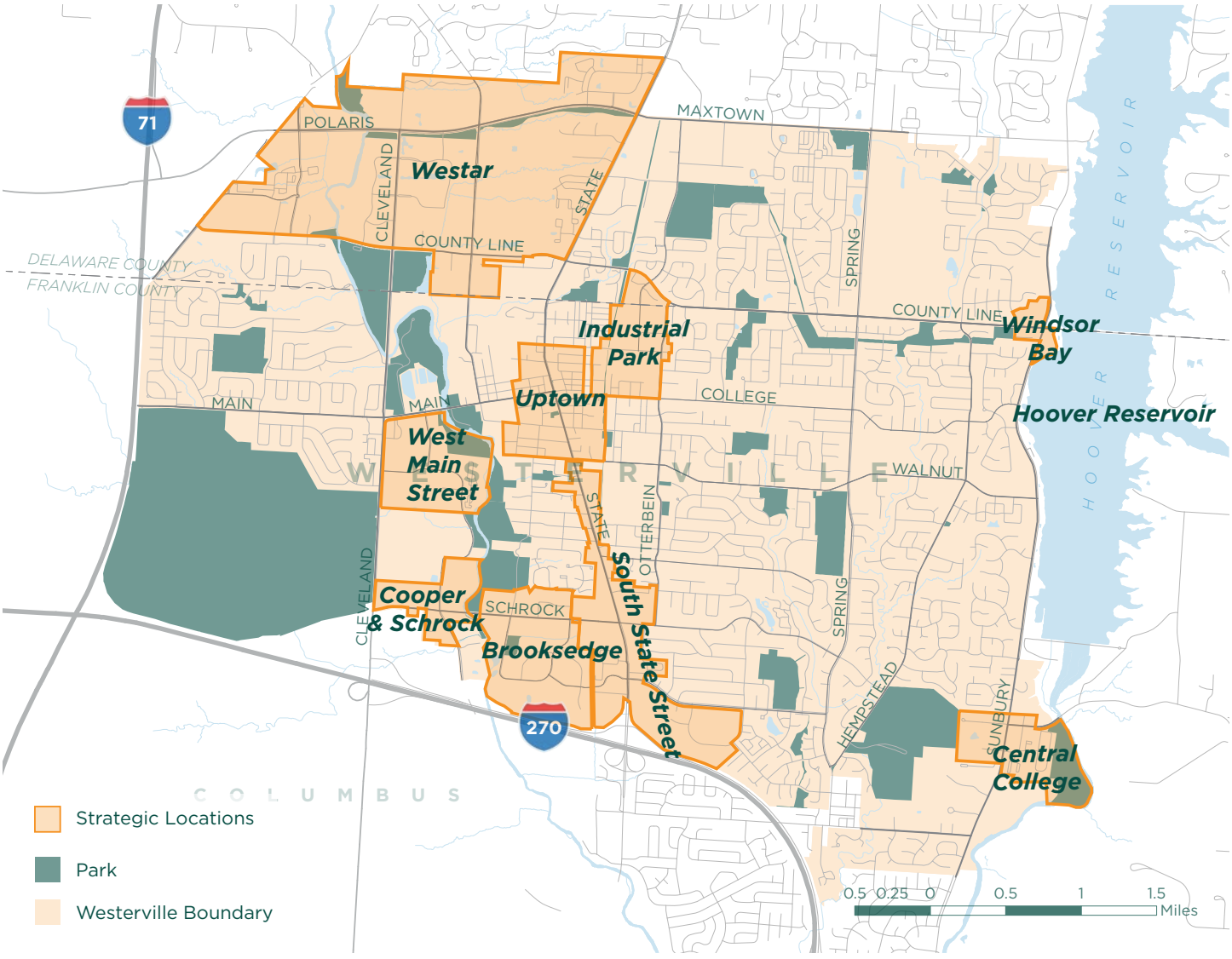
0 Points — Higher Transportation Costs



Strategic Investment Locations

Strategic Locations were derived during the comprehensive planning process. These areas are a prime opportunity for change in the form of redevelopment and/or new development, which has major implications for mobility. These locations have been identified for a variety of reasons, such as proximity to transit and existing commercial districts and for being infill growth opportunities. Understanding the implications of their locations and tying in mobility investments allows for the Strategic Locations to implement infill, redevelopment, and development. Strong investment, both in public infrastructure and development, within these areas is a tool for economic stability and managing congestion.

Strategic Locations



FRAMEWORK PLANS

The process for developing the Mobility Framework Plans for each mobility area is broken down into two parts: An overview of **Existing Conditions** and identification of **Opportunities and Considerations**. These parts then inform the **Recommended Mobility Strategies, Investment Time Frame, and Resource Allocation** for each mobility area.

Existing Conditions

These existing conditions are built on from the assessment in the Mobility Considerations Factbook with an extra layer of analysis applied.

Opportunities and Considerations

The initial assessments help to identify potential gaps or inefficiencies that represent opportunities for future change within the mobility system. Considerations for the future are identified using existing trends and knowledge of the area.

Recommended Mobility Strategies

The pieces above are then layered together to help identify high-level mobility strategies and policies for each mobility area. The highest priority recommendation for each mode is highlighted first.

Strategic Investments

For each **strategy**, an **investment timeframe** and **resource allocation** has been indicated that would be required from a financial and resources perspective. Understanding the timeline and cost of investment will help Westerville to prioritize mobility strategies as they plan for the future.

The investment timeframe for each strategy is meant to provide a **general idea of the immediacy of the need** for the strategy and the length of time it may take to implement. The investment timeframe is identified by the following icons:

Short-Term	A strategy that should be implemented within the next 1-5 years
Long-Term	A longer-term strategy that should be implemented after 5+ years
Continuous	A continued strategy that helps to supplement strong mobility growth in the short and long term

Overall Mobility Strategies

1.01 Adopt a Vision Zero Policy *(Continuous, $)*

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safety, health, equitable mobility for all. The Vision Zero approach recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities. This goal recognizes that everyone has the right to be safe on our roads- whether behind the wheel, behind the handle bars or on foot. System designers and policy makers are expected to improve the roadway environment, policies, and other related systems to lessen the severity of crashes. The key components to this is managing speed, centering equity, and engaging the community.

1.02 Provide Mobility Education and Outreach *(Continuous, $)*

Many people using transportation systemsw within the City are focused on continuing to use their personal vehicles and may not be aware of the desire for other ways to get around. A program developed to educate people on the many alternatives for getting around the City and the rules to follow will improve safety for all. Activities will improve safety for all. Activities should include hands-on events including electric vehicles, bikes, walking and transit. Laws and best practices for safe interactions with all modes should be included. Develop a mobility clearinghouse to inform of services available.

1.03 Promote Equitable Access to Mobility through Complete Streets *(Continuous, $$)*

Access to mobility options need to be equitable for all people including those that are diffferently abled, children, and older adults. Continue to use the current City of Westerville Complete Streets Resolution (2012) to guide roadway improvement decisions with consideration for all people. Adopt a Complete Streets Ordinance that considers all travel modes (e.g., biking, walking, transit, etc.), landscaping, street furniture, signage, and stormwater management play in the usefulness to users. Refer to the Complete Streets Toolkit from MORPC for guidance.

1.04 Promote First/Last Mile Strategies *(Short-Term, $$)*

Transit stops that are friendly to bikes and pedestrians help to encourage their use, and putting new mobility hubs in locations that are connected to existing bicycle and pedestrian facilities help create a more vibrant mode share and reduce the need for cars. Improve connections from transit facilities help create a more vibrant mode share and reduce the need for cars. Improve connections from transit facilities to residential and employment areas with complete sidewalks, trails, and/or bike lanes. This creates a more integrated mobility system. Fill in gaps where first and last mile strategies help get people to and from transit stops, whether they are arriving at their destination or returning to their home. Consider bike and scooter share and TNC drop-off and pick-ups in mobility hub designs.

1.05 Prioritize Access to Greenways and Parks *(Long-Term, $$)*

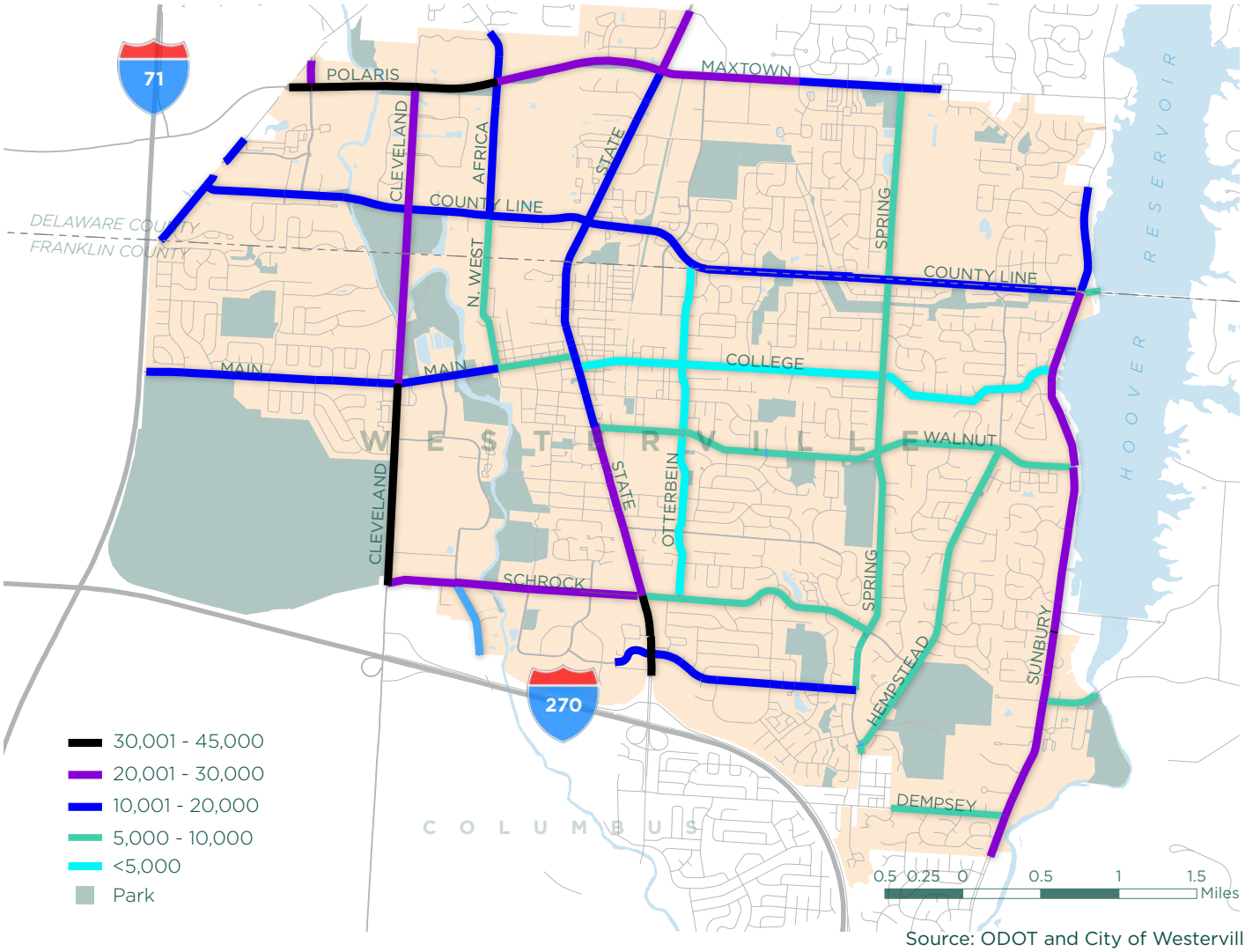
Westerville is a City in a Park and there is a desire for new east-west connections to regional greenway systems. This not only improves connectivity within Westerville, but creates better regional connections. Residents, workers, and visitors want to be able to seamlessly move along greenways to our city parks and this should be an emphasis as path development opportunities arise.

ROADWAY

Existing Conditions

The map below highlights Average Annual Daily Traffic (AADT) for the major roadways in Westerville. The roadways with the highest volumes of traffic are Cleveland, Polaris, State, and Sunbury. The City should use this information to help prioritize roadway projects meant to alleviate congestion and reduce traffic volumes on particular roads. Additionally, higher traffic volumes make it less safe for bikes and pedestrians on those roadways meaning that bike and pedestrian facilities on high traffic volume streets should be adequately protected.

Average Daily Trips



Source: ODOT and City of Westerville

Opportunities and Considerations

Commuters use Cleveland, Polaris, State, and Sunbury on a daily basis, to reach the local employment centers along each of those corridors and drive to Columbus. As the population in the Columbus metro region continues to grow, increase in daily commuters that are traveling into and from the City on a daily basis will have a big impact on the street system. Westerville's street network is largely built-out, and **it could prove difficult to efficiently add capacity** to major arterial roadways in the future, given space limitations, therefore a focus on using technology, alternative modes, and behavioral changes (carpooling, etc.) is needed to alleviate congestion. Solutions will also need to consider the potential increase in regional through traffic and its effect on congestion.

Recommended Roadway Mobility Strategies

2.01 Improve Signal Timing Systems and Update Regularly *(Continuous, $)*

The City should continue to regularly conduct corridor signal timing optimization studies to improve time of day plans for critical intersections facilitating commuting patterns. The study should be conducted in conjunction with the City of Columbus and ODOT, and should be inclusive of bicycle and/or pedestrian movements. To this point, the 2020 Intelligent Transportation System (ITS) Study will help plan for the future and interoperability with adjoining City, State, and County systems.

2.02 Prioritize Mobility Projects on Avenues *(Long-Term, $$)*

Westerville's avenues (see street typology on page 49) are the key mobility streets for the community. Investing resources in improving mobility for all travel modes (e.g., Complete Streets) along these street typologies is vital to improving the entire system. Consider road diets when a roadway section has more travel lanes than its current and future needed capacity requires. Road diets allow for greater capacity for all modes by reducing the number of lanes and adding designated on-street parking, bike lanes, and potentially wider sidewalks. Road diets also help calm traffic and make it safer for all users.

2.03 Invest in New Technology: Real-Time Data, Autonomous Vehicles *(Long-Term, $$$)*

Utilizing technology that gathers and analyzes roadways, traffic, and parking data in real-time will be key to the success of the future roadway system. Real-time data, allows for more dynamic shifts in the system to alleviate congestion issues, provide faster emergency response times, and improve travel time reliability. Consider joining the Waze Connected Citizens Program to provide and receive better real time data related to traffic. Long-term, add/improve infrastructure to better integrate with connected and autonomous vehicles. The 2020 ITS Study will be a guide for this effort.

2.04 Consider Mobility and Land Use Decisions Together *(Continuous, $)*

Increased mixed-use development and redevelopment, as infill or new, in areas with transit access and trail connectivity will contribute to the mode shift necessary to reduce parking demand and single-occupancy-vehicle congestion. Encourage multi-level parking in development plans.

2.05 Promote Alternative Commuting Travel *(Continuous, $)*

Daily commutes into and out of Westerville are the primary contributors to daily heavy roadway use. Promoting alternative travel and prioritizing projects that reduce the amount of vehicles on the road is key to mitigating current congested corridors and intersections, and preventing more in the future. By advertising the Gohio commute site, publishing trail connections, and incentivizing "bike to work/school" campaigns. Promoting carpooling is one way to reduce the amount of cars on the road without adding lanes. Local businesses can provide discounts to customers that carpool to the destination. Additionally, employers can offer incentives for employees to carpool together.

2.06 Integrate Electric Vehicles (EV) Infrastructure *(Continuous, $$)*

Locate EV charging stations in key areas such as Uptown, the Community Center, and public parks. Educate the community on the importance of electric vehicles to encourage more use. Engage the private sector to assist in supplying EV stations and equipment. The City should increase the number of electric vehicles in its own fleet.

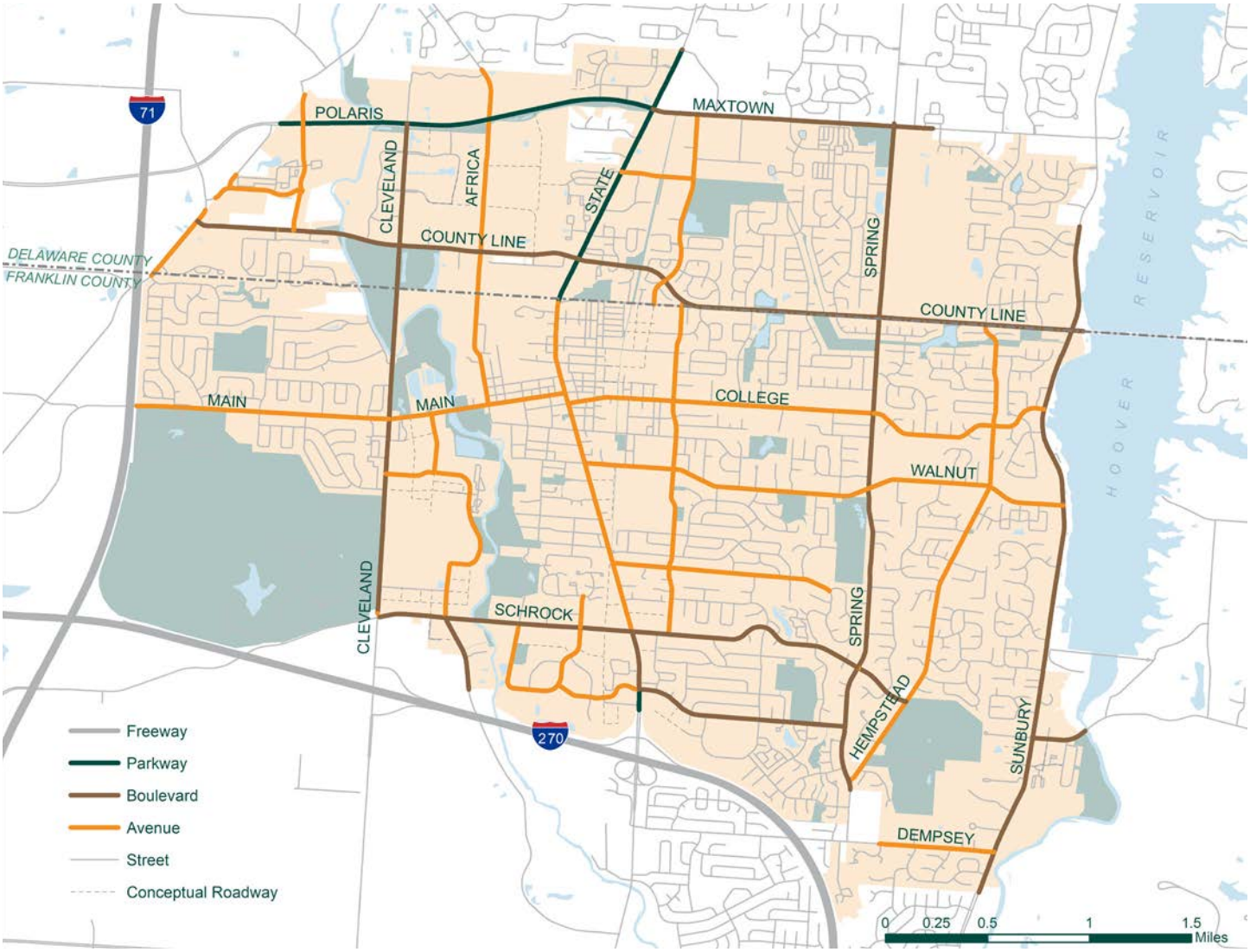
Roadway Framework

The recommended roadway framework helps to achieve Westerville's mobility goals by creating a network that connects people via all travel modes. In particular, Avenues are an important part of the framework. Key east-west streets such as Main, College, and Walnut help to provide equitable access to key north-south streets and regional greenway facilities. Conceptual roadways shown in the map below are recommended to build a more connected network for the future. These connections are necessary, but the exact location are to be determined based on development opportunities. These conceptual roadways shall use the Street Design Priority Matrix to determine the components of the roadway, such as on-street parking, sidewalks, street trees, etc.

Roadway Typologies

Specialized street types are vital to land use and placemaking decisions. These typologies are designed to align with local policies, codes, and programs. All road typologies are designed to reinforce the notion that Westerville is a City in a Park. **Westerville should use the map and typologies to help guide future decision-making and prioritization.** The map below highlights the typologies for roadways in Westerville, and the adjacent page describes each typology.

Roadway Typologies



ROADWAY

FREEWAY

Controlled access (full or partial), multi-lane roadway for higher speeds and longer distance travel. More regional than local. Minimal, if any, provisions for bicyclists and pedestrians.

Functional Classification: *Freeway/ Interstate*
Local Example: *I-71 and I-270*
Typical Section: *4+ Travel Lanes*
Speed Limit: *50-65 mph*

PARKWAY

Multi-lane thoroughfare that may include a landscaped center median. Bicycle and pedestrian facilities generally are provided. Because of their higher volumes and travel speeds, they require safe separation between bicyclists/pedestrians and travelway. Connects to major roadways.

Functional Classification: *Principal Arterial/Minor Arterial*
Local Example: *Polaris Parkway*
Typical Section: *4+ Travel Lanes*
Speed Limit: *35-45 mph*

BOULEVARD

Multi-lane thoroughfare that may include a landscaped center median. Bicycle and pedestrian facilities generally are provided. Provides access and connectivity to local roadway network.

Functional Classification: *Principal Arterial/Minor Arterial*
Local Example: *Cleveland Avenue*
Typical Section: *Multiple Travel Lanes*
Speed Limit: *25-45 mph*

AVENUE

Avenues are Westerville's mobility streets. They connect people to key destinations via roadways, bicycle, and pedestrian facilities. May include center medians and bike lanes. Provides access and connectivity to local roadway network.

Functional Classification: *Collector*
Local Example: *College Avenue*
Typical Section: *2-4 Travel Lanes*
Speed Limit: *25-35 mph*

STREET

Local, slow movement street. Can be urban (including alleys) or suburban (including many streets in subdivided neighborhoods). Can include public and private streets.

Functional Classification: *Local*
Local Example: *Neighborhood Streets*
Typical Section: *2 Travel Lanes*
Speed Limit: *25 mph*

Street Design

The Street Design Priority Matrix establishes the priorities for trade offs we often debate when dealing with limited right-of-way. Once the street type is determined based on the land use context and street classification, the matrix reveals ideal design elements and key priorities (high, medium, and low) for a variety of characteristics. The matrix organizes these characteristics by street realm (Travel way, Pedestrian Zone, and Other). The purpose of these charts are to guide the planning and design of new roadways, and improvement of existing roadways. Items of high importance should be prioritized in the design process based upon the context in which the road is built.

For clarity, the street design matrix has been split into three categories with three sub categories. First the matrix is split based upon the three main land use contexts (Commercial, Mixed-Use, and Residential) and color-coded accordingly. Then it is further broken down into three street realm groupings (Travel Way, Pedestrian Zone, and Other). A diagram of the typical zones of the street is shown on the adjacent page, and illustrative cross sections are shown on subsequent pages for the different land use contexts.

Please refer to the street design section in the Westerville Community Plan (page 195) for more detailed information.

TRAVEL WAY

Commercial

	Parkway	*Boulevard*	*Avenue*	*Street*
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	10' - 12'
Speed Limit (mph)	35 - 45	25 - 45	25-35	25
Design for Larger Vehicles	High Priority	High Priority	Medium Priority	Medium Priority
Vehicle Throughput at Intersections	High Priority	Medium Priority	Low Priority	Low Priority
On-Street Parking	None	None	Medium Priority	Medium Priority

PEDESTRIAN ZONE

Commercial

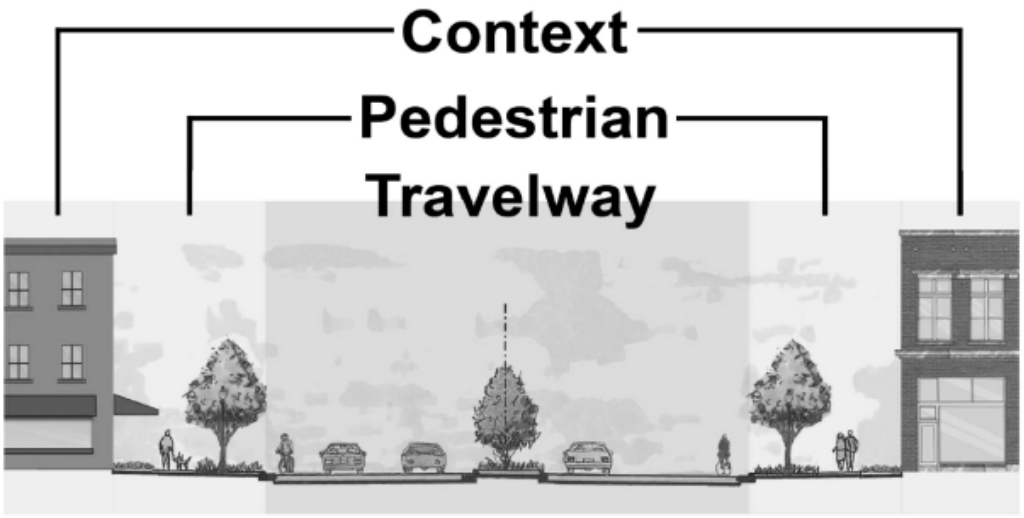
	Parkway	*Boulevard*	*Avenue*	*Street*
Landscaping/Street Trees	Medium Priority	High Priority	Medium Priority	Medium Priority
Buffer Zone	Medium Priority	Medium Priority	Medium Priority	Medium Priority
Street Furniture	Low Priority	Medium Priority	Low Priority	Low Priority
Wide Sidewalks	Medium Priority	High Priority	High Priority	Low Priority
Public Art	Low Priority	Medium Priority	High Priority	Low Priority

OTHER

Commercial

	Parkway	*Boulevard*	*Avenue*	*Street*
Access Management	High Priority	High Priority	Low Priority	Low Priority
Medians	Medium Priority	Medium Priority	Low Priority	Low Priority
Bicycle Accommodation	Medium Priority	High Priority	High Priority	Medium Priority
Transit Accommodation	High Priority	High Priority	Medium Priority	Low Priority

The graphic to the right shows a conceptual diagram for the different zones of the street as it relates to the travel way and pedestrian zone.



TRAVEL WAY

	Mixed-Use			
	Parkway	*Boulevard*	*Avenue*	*Street*
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	10' - 12'
Speed Limit (mph)	35 - 45	25 - 35	25 - 35	25
Design for Larger Vehicles	High Priority	Medium Priority	Low Priority	Low Priority
Vehicle Throughput at Intersections	Medium Priority	Medium Priority	Low Priority	Low Priority
On-Street Parking	None	Low Priority	Medium Priority	High Priority

PEDESTRIAN ZONE

	Mixed-Use			
	Parkway	*Boulevard*	*Avenue*	*Street*
Landscaping/Street Trees	Medium Priority	High Priority	Medium Priority	Medium Priority
Buffer Zone	Medium Priority	Medium Priority	Low Priority	Medium Priority
Street Furniture	Low Priority	Medium Priority	High Priority	Low Priority
Wide Sidewalks	Medium Priority	Medium Priority	High Priority	Low Priority
Public Art	Low Priority	Medium Priority	High Priority	Low Priority

OTHER

Access Management	High Priority	High Priority	Low Priority	Low Priority
Medians	Medium Priority	Medium Priority	Low Priority	Low Priority
Bicycle Accommodation	Medium Priority	High Priority	High Priority	Medium Priority
Transit Accommodation	High Priority	High Priority	Medium Priority	Medium Priority

TRAVEL WAY

	Residential			
	Parkway	*Boulevard*	*Avenue*	*Street*
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	10' - 12'
Speed Limit (mph)	35 - 45	25 - 35	25 - 35	25
Design for Larger Vehicles	High Priority	Medium Priority	Low Priority	Low Priority
Vehicle Throughput at Intersections	High Priority	Medium Priority	Low Priority	Low Priority
On-Street Parking	None	Low Priority	Medium Priority	High Priority

PEDESTRIAN ZONE

	Residential			
	Parkway	*Boulevard*	*Avenue*	*Street*
Landscaping/Street Trees	High Priority	High Priority	Medium Priority	Medium Priority
Buffer Zone	High Priority	Medium Priority	Medium Priority	Medium Priority
Street Furniture	Low Priority	Low Priority	Medium Priority	Low Priority
Wide Sidewalks	Medium Priority	High Priority	High Priority	Low Priority
Public Art	Low Priority	Medium Priority	Medium Priority	Low Priority

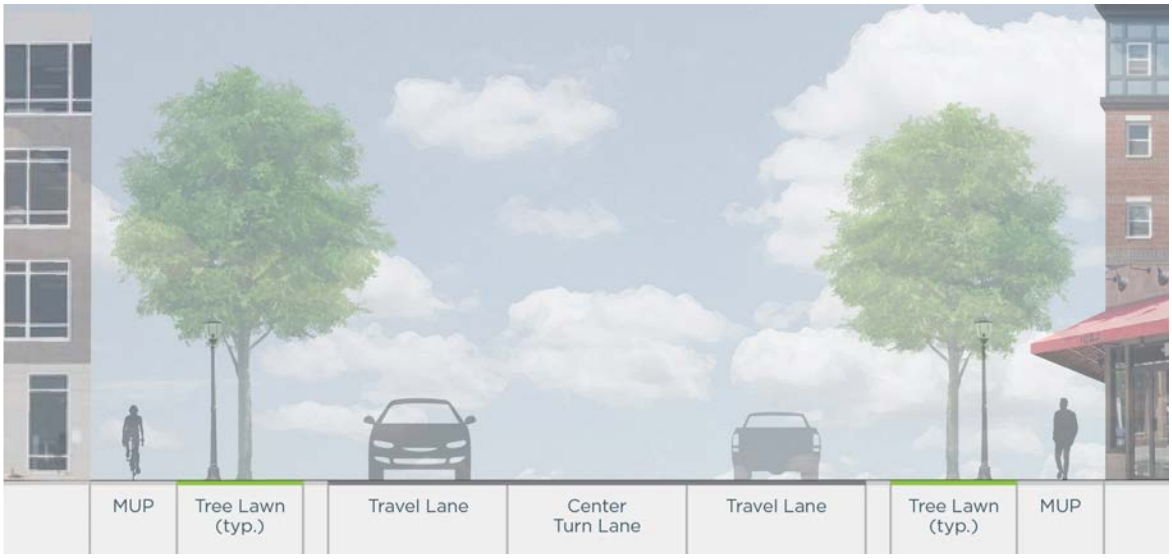
OTHER

	Residential			
	Parkway	*Boulevard*	*Avenue*	*Street*
Access Management	High Priority	Medium Priority	Low Priority	Low Priority
Medians	Medium Priority	Low Priority	Low Priority	Low Priority
Bicycle Accommodation	Medium Priority	Medium Priority	High Priority	Medium Priority
Transit Accommodation	High Priority	Medium Priority	Low Priority	Low Priority

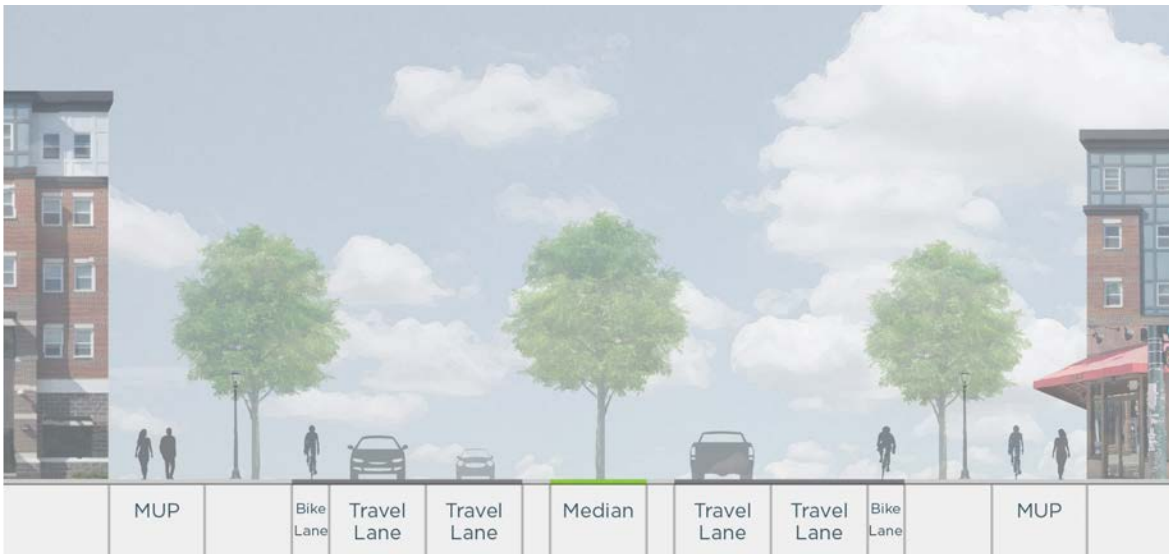
Illustrative Cross Sections

The cross sections on the following page represent recommended typical sections for the three different land use context groups—commercial, mixed-use, and residential. These cross sections are illustrative only and should be used as a guide in conjunction with the street design table and are subject to change once the design and construction process is underway.

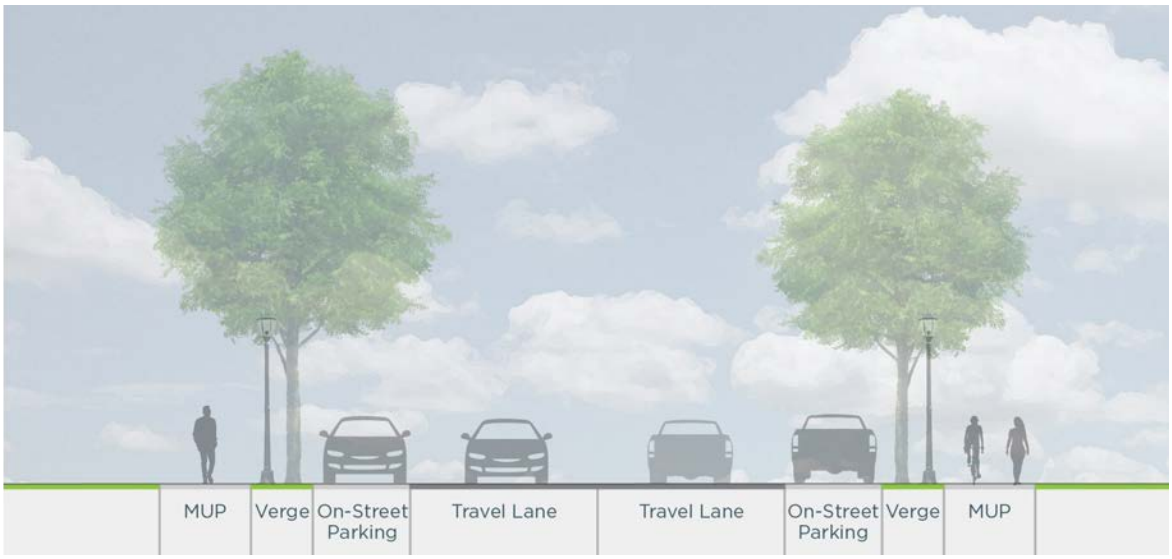
Commercial



Mixed - Use



Residential



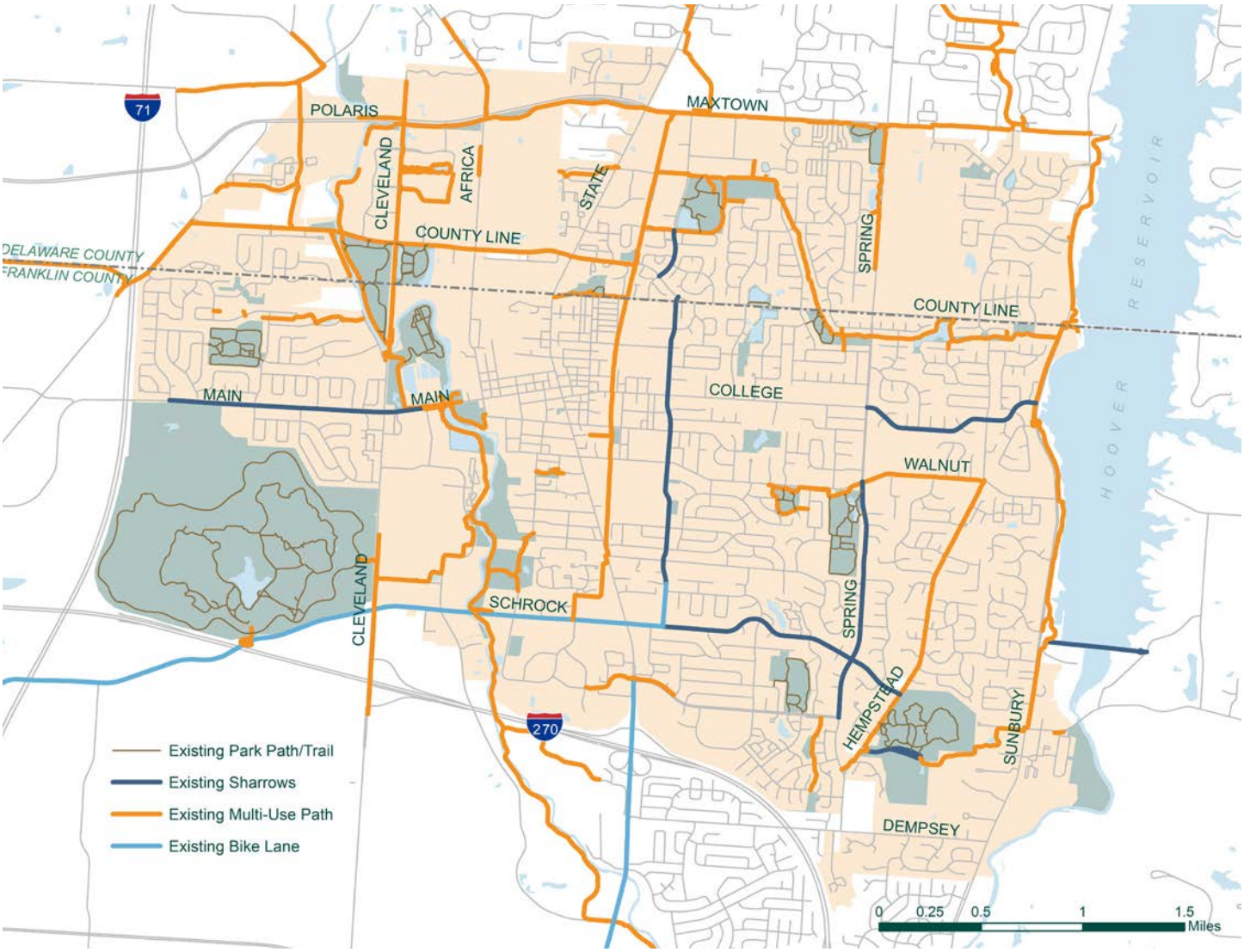
BIKING

Existing Conditions

Westerville's existing bicycle network is robust and offers connections along or following major roadways. However, when considering on-street bicycle facilities, there are limited east-west connections, particularly through the Otterbein University/Uptown area and north of County Line Road. The map below helps to highlight potential gaps in the on-street bike network that has impacts on connectivity to key destinations.

6,000+ people live within 1/4 mile of an on-street bike facility (bike lane/sharrow), and almost all Westerville residents live within 1/4 miles of any bike facility (bike lane/sharrow/multiuse path). Westerville can leverage this strength and its reputation as the City in a Park to create a more bikable community for recreation and commuting.

Existing Biking Facilities



Opportunities and Considerations

Westerville has a robust bike system, which is easily accessible by most residents. On-street facilities are somewhat lacking, particularly dedicated and protected bike lanes. Most Westerville residents use the bike system for recreation as opposed to commuting (less than 3% of people walk or bike to their work on a daily basis). This means that while the system may be strongly used, **it isn't really reducing that many vehicular trips on the road system.**

How best to prioritize building these proposed facilities is a key question for future growth of the bike system. Furthermore, as perceptions of travel continue to change, Westerville will most likely see an **increase in the amount of residents who are interested in utilizing biking** more frequently for daily commuting.

Recommended Biking Mobility Strategies

3.01 Provide More Dedicated and Protected Bike Lanes On-Street *(Long-Term, $$)*

Invest in More Dedicated and protected on-street bike lanes that will create a more connected transportation system that creates more transit connection and commuting via bicycle. Ensure this is part of the Complete Street policy.

3.02 Allow Multi-use Paths to be Used 24-7 *(Long-Term, $$)*

Though not explicitly enforced, current regulation prohibit multiuse path use overnight. Change the regulations to allow for 24-7 use of the Multi-Use Path system to encourage more bikers to create an equitable system that gives all users the opportunity to bike regardless of time of day. Many of these paths are not lighted and consideration for public safety must be evaluated before a change is instituted.

3.03 Create a Bicycle Benefits Program *(Continuous, $)*

Encourage businesses, especially in Uptown, to offer bicycle parking and discounts to those who ride their bike to the business. This encourages the message that Westerville is bike friendly and creates a more vibrant community that enhances economic vitality. Additionally, create a Bike Friendly Business Program to show cyclists where they are welcome. Encourage local employers to provide bicycle storage and on-site showers for its employees.

3.04 Invest in New Technology: Shared Mobility and E-Bikes/E-Scooters *(Long-Term, $$)*

Bike share and e-scooter programs are being implemented across the country. Understand the pros and cons of the various shared mobility system, including storage, parking, and management, and create a plan of action for when they arrive in Westerville.

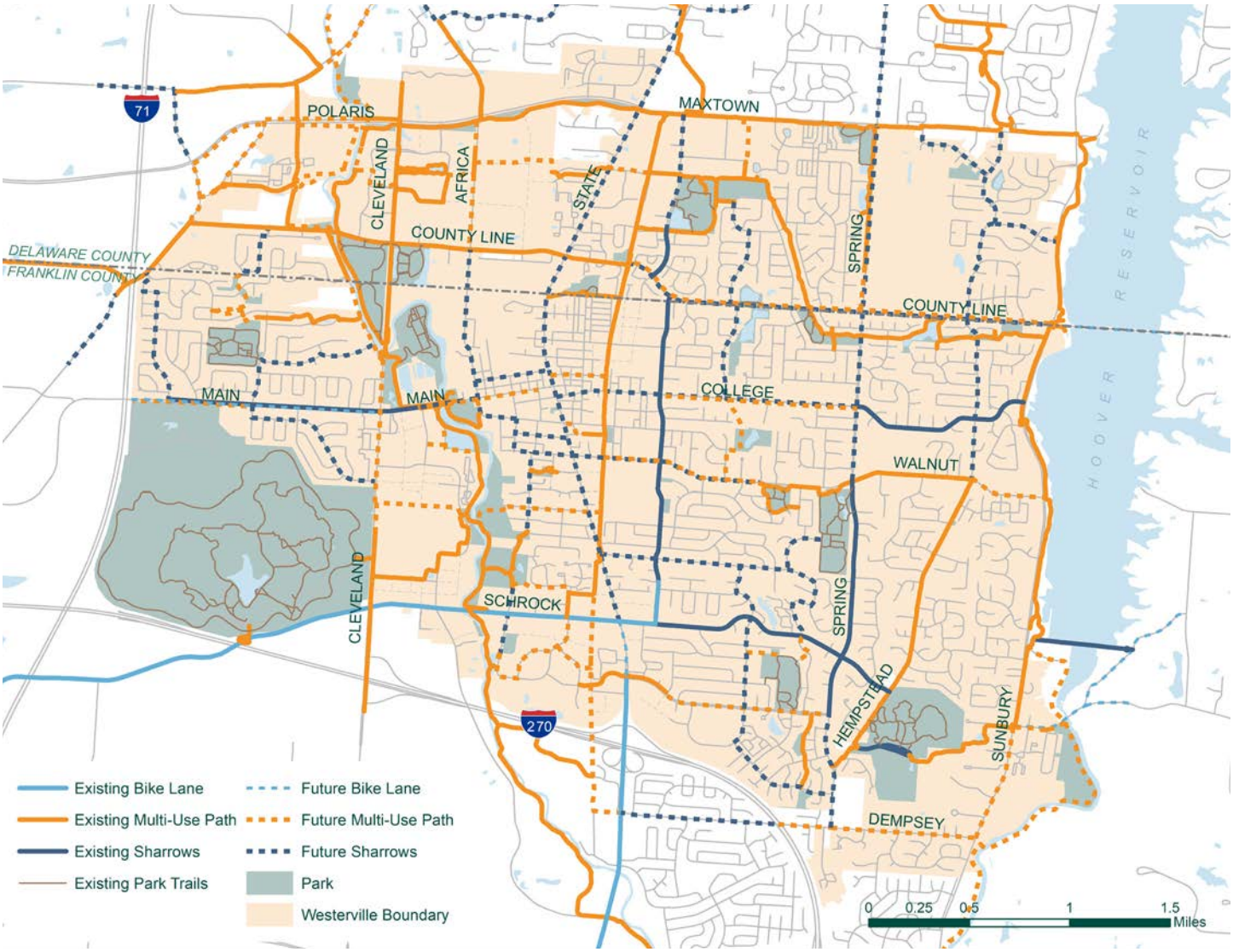
3.05 Provide Better Legal Protection for Cyclists on Roadways *(Short-Term, $)*

Add language to the Westerville Codified Ordinances that legally protect cyclists from vehicles on the road. Consider revising the Codified Ordinances to designate that bicyclists in a marked bike lane have the right-of-way and that other vehicles shall yield to them. These measures will not only encourage more bikers, but will make motorists more aware of how to navigate the roadway when bicycle facilities are integrated.

Biking Framework

The proposed framework seeks to fill gaps in the existing system while promoting the mobility goals for the WSMP. Proposed bike lanes and multiuse paths connect to existing facilities and promote connectivity to Uptown, employment areas, parks, north-south boulevards, and regional greenway systems. The proposed bike network, developed in conjunction with previous planning efforts, seeks to encourage more commuting by biking. These new additions will help to provide future connections from the east side of the City, to Uptown, transit facilities, and other amenities in other parts of Westerville.

Westerville is uniquely positioned to leverage existing facilities and assets to create a bicycle network that connects the entire city. Improving these connections will create a safer, more equitable, healthier, less congested, and better integrated community. **This map should guide future decision-making for the bike network.**



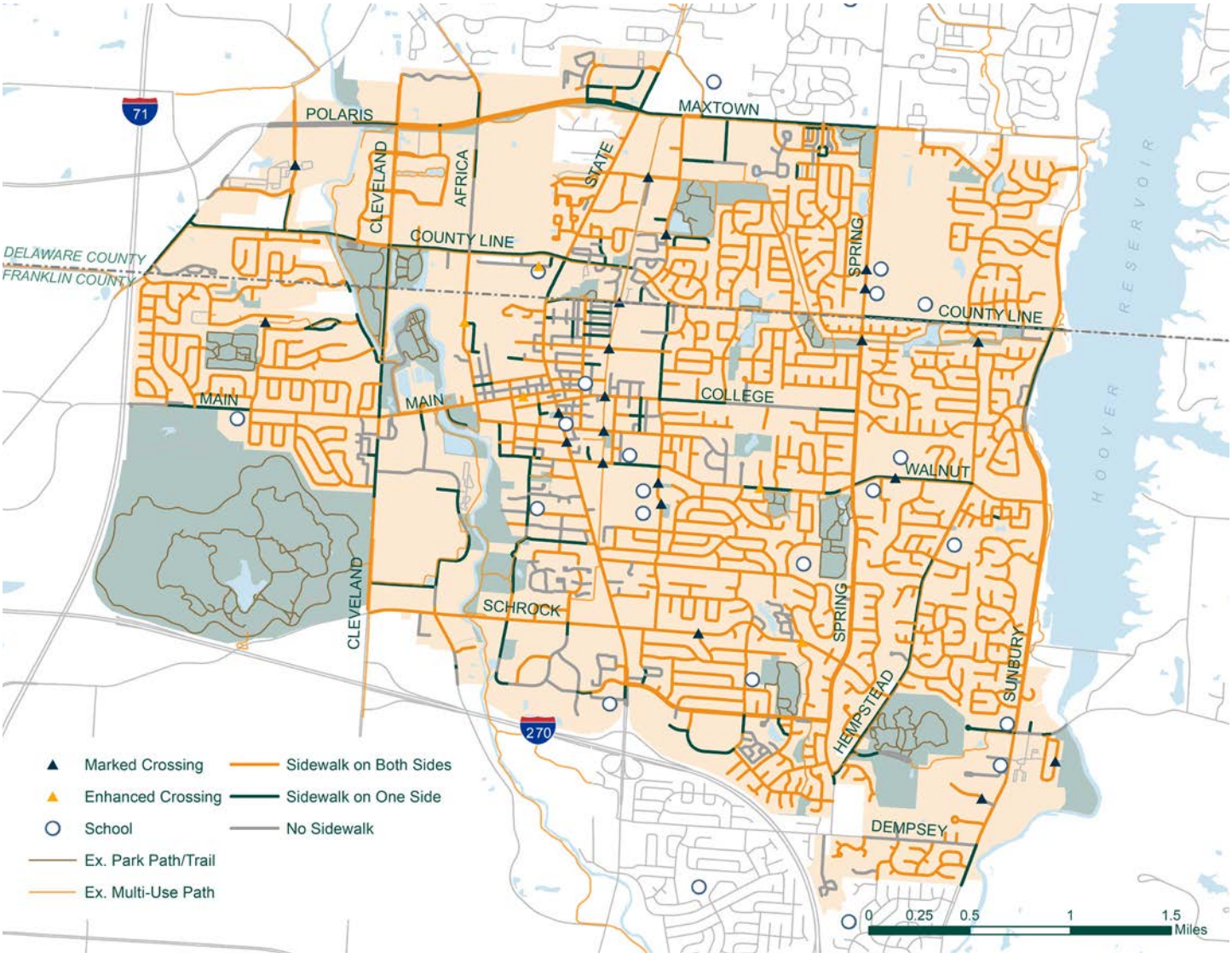
Note: Westerville constructs and maintains bikeways within City boundaries. Bikeways outside of city boundaries are the responsibility of the jurisdiction through which they run. This plan recommends that Westerville continues to collaborate with other jurisdictions to construct continuous bikeways along corridors that run through multiple jurisdictions.

PEDESTRIAN

Existing Conditions

The sidewalk network offers a high level of coverage, with minimal connectivity issues. Almost every resident in Westerville has access to a multiuse path or sidewalk within 1/4 miles. Larger gaps in the system stem from the area's several water features (e.g., Alum Creek) and larger lots used as parks and/or open space (e.g., Otterbein University's Equine Science Center, Inniswood Metro Gardens, Heritage Park). However, there is opportunity to improve pedestrian crossings at key intersections. Residential areas are a dominant land use in Westerville, particularly in the eastern half of the City. The area surrounding State Street, particularly in the Otterbein University/Uptown area, has a semblance of a grid network—offering greater connectivity and easy access. Creating an environment where students can walk safely to and from school is a priority for the City.

Existing Pedestrian Facilities



Opportunities and Considerations

Westerville has a robust pedestrian system, with most residential areas having an extensive sidewalk system, that generally connects to larger multiuse paths that go throughout the City. Given that less than 3% of people bike or walk to their destination on a daily basis, the pedestrian system is primarily being used for recreation similar to the bike network. While most people are not in a position to walk to work, there is ample opportunity to **encourage walking for students going to local schools**, given that a large majority of residents live within walking distance of schools.

As mode share increases in the near future, the pedestrian system will be more heavily used by people walking to and from transit stops and bike facilities used during their commute. Furthermore, population growth in the region could potentially lead to more school-aged children. **Creating safer walking routes to schools should be a key consideration for the future**. In addition, key destinations within the City, such as Uptown, Otterbein University, and natural amenities like Hoover Reservoir, provide several opportunities to encourage more pedestrian movement.

Recommended Pedestrian Mobility Strategies

4.01 Enhance Pedestrian Crossings *(Continuous, $$)*

Use enhanced pedestrian crossing strategies to make intersections safer for pedestrians to navigate. This is especially important near key amenities like parks, trails, greenways, and schools.

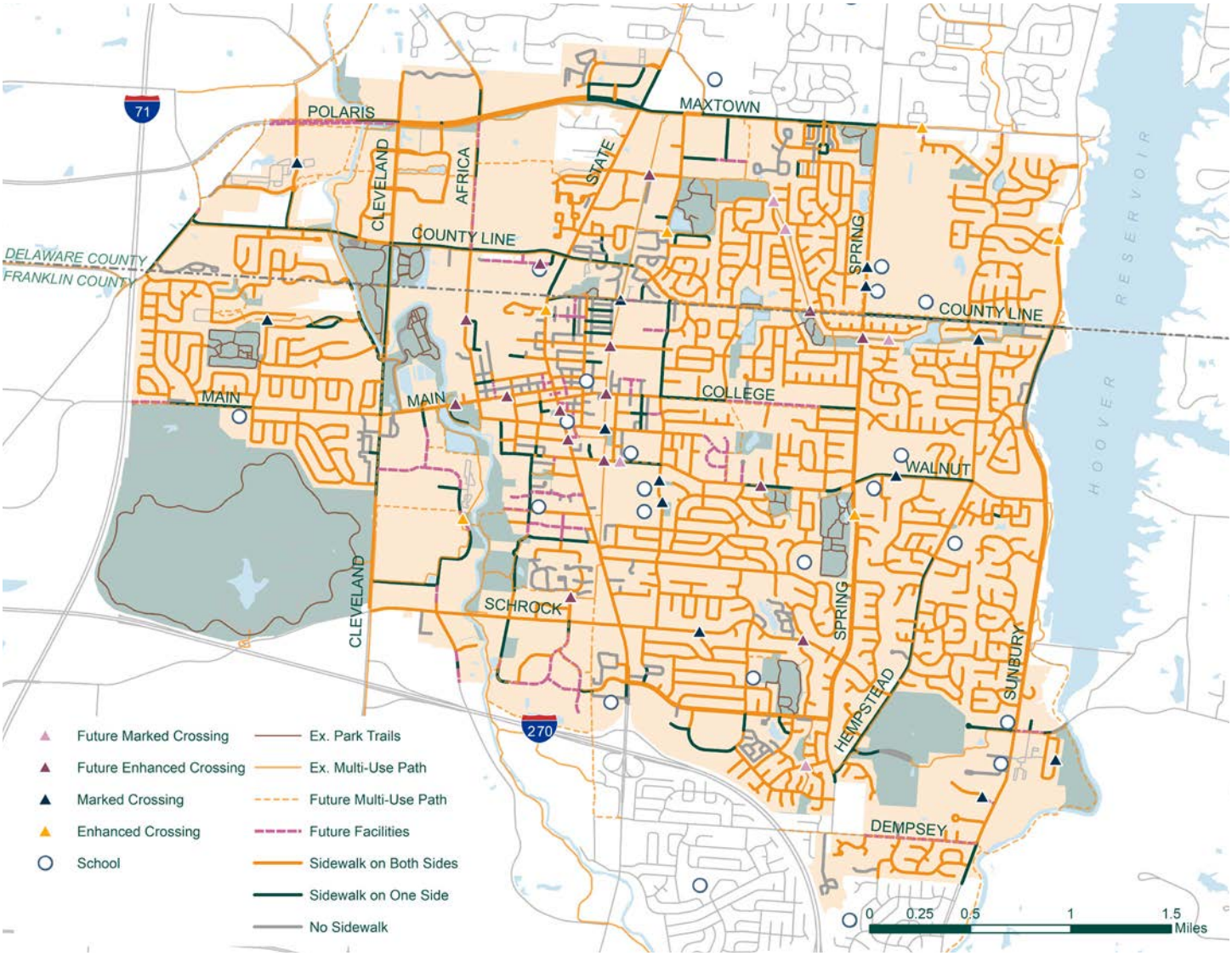
4.02 Prioritize Safer Walking Routes to Schools *(Short-Term, $$)*

Many Westerville residents live within walking distance of a school. Having a pedestrian system that allows students to walk to school reduces cars on the road and helps to create a healthier and safer community. Westerville should prioritize pedestrian projects that connect residences safely to and from schools on more direct routes to schools. Work with Safe Routes to Schools to develop a priority list of improvements and strategies specific to elementary and middle schools within the City.

4.03 Improve Comfort Levels and Safety on Parkways and Boulevards *(Continuous, $$)*

Many people choose not to walk or bike along certain roadways due to discomfort due to the nearness of vehicle traffic. To encourage walkers and cyclists on parkways and boulevards, increase the width of the walk to provide tree lawns to create a greater buffer from traffic. Many parents do not allow their children to walk along these roads due to concerns for safety and these changes could help alleviate their concerns.

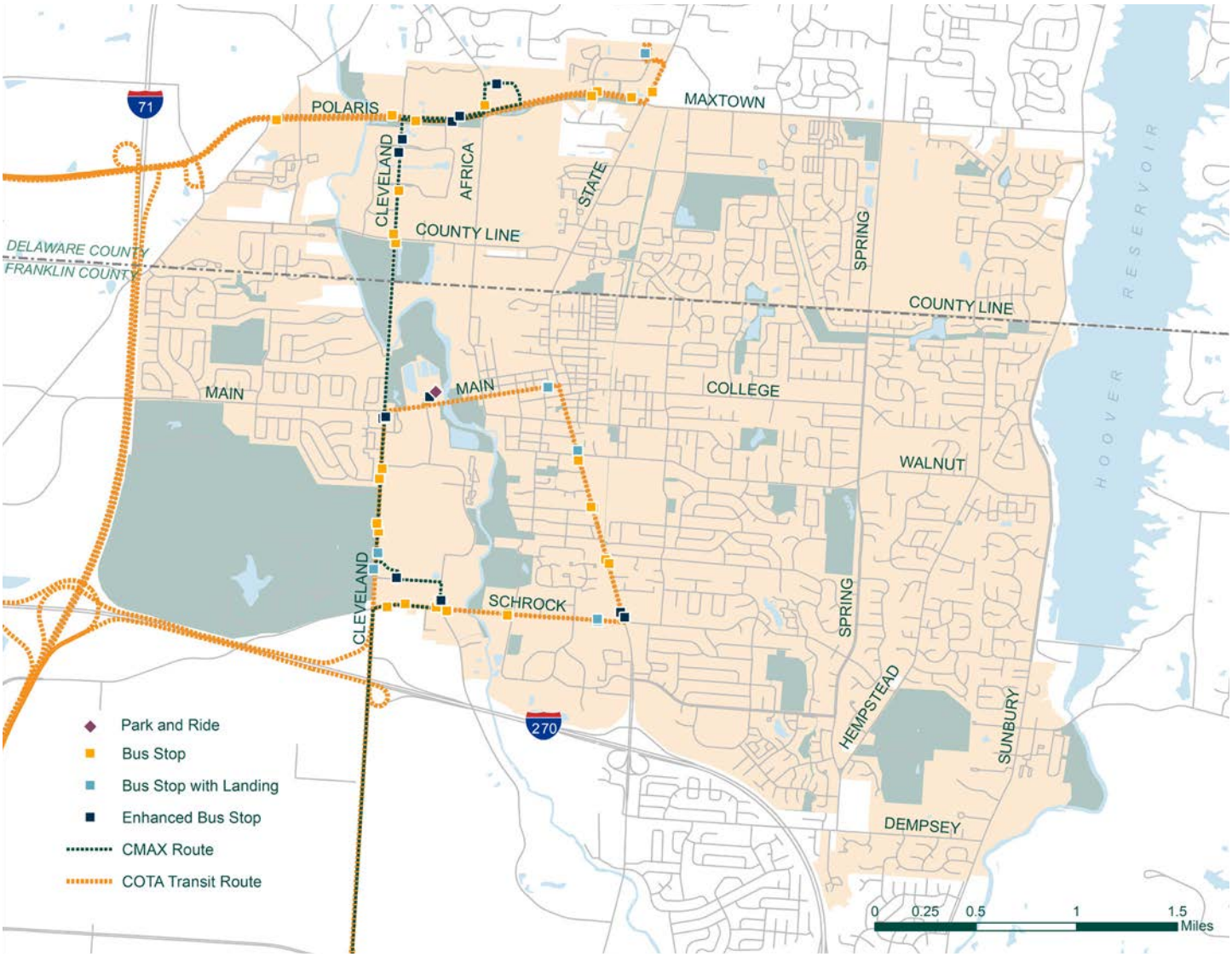
Pedestrian Framework



Existing Conditions

COTA largely serves the western half of Westerville, along major corridors such as I-71, I-270, Cleveland Avenue, and Polaris Parkway. Of the routes currently being served, over 20,000 Westerville residents live within 1/2 mile of a transit route. East of State Street, Westerville remains unserved by transit routes. It is worth noting that transit does seem to serve most employment centers and amenities within the City.

Existing Transit Routes



Opportunities and Considerations

While the COTA transit services appear to cover a good portion of the western side of the City, the analysis of existing conditions would indicate that service frequencies are still considered infrequent for most users. The new CMAX Bus Rapid Transit (BRT) route that connects Westerville, other neighborhoods along Cleveland, and Downtown Columbus is a useful new service, although the current frequency of buses is limited. The eastern side of the City is largely unserved by transit, as it is not quickly accessible for most bikers and walkers who live in those areas. There appears to be an **opportunity to better serve residential areas in Westerville.**

As the CMAX BRT route becomes more heavily used, considerations for connections (via all modes) should be given to get residents to those services. A large number of Westerville residents commute to Columbus on a daily basis, **and that number is only going to increase**, along with those who commute in. As residents' perceptions change (younger workforce desires more transit options) about transportation options, there will likely be a higher percentage of people that want to use transit in the future. Higher frequencies mean more flexible schedules and reduced wait times (and overall travel time) for passengers who get to stops before scheduled trips.

Recommended Transit Mobility Strategies

5.01 Investigate Local Circulator or Microtransit Service *(Short-Term, $$$)*

Investigate the potential for a local circulator or microtransit service to connect people to key destinations and employment. The service could be owned/operated by the City or through a partnership with a third party transit service.

5.02 Continue Prioritizing Key Destinations *(Continuous, $$)*

Westerville has transit connections to key locations and employment centers. As new key areas grow from the recommendations of the Comprehensive Plan, Westerville would be well served to continue prioritizing transit connections to these areas.

5.03 Highlight Mobility Connections *(Continuous, $$)*

Current public service in Westerville is at 30-minute to 1-hour headways that are not convenient for most potential riders. Highlighting new investments in mobility connectivity to transit facilities could encourage the transit provider to increase investment in transit in the Westerville area.

5.04 Invest in New Technology: Autonomous Vehicles *(Long-Term, $$$)*

Automatic vehicles have more potential beyond typical four-door cars. Westerville should consider the potential impact of automatic vehicles in transit as well, particularly in the long-term when implementing more transit around denser mixed-use developments in the future.

5.05 Incentivize Transit Use for Business *(Continuous, $)*

Use incentives to encourage local businesses to offer subsidies or rewards to employees who choose to commute to work via transit.

Existing Conditions

State Street (S.R. 3) is designated as a truck route by the Ohio Revised Code. Freight movements on State Street present friction points, particularly in Uptown, where retail and commercial fronts the road. Through truck traffic in Uptown creates traffic congestion, safety, air quality, noise concerns for bicycles and pedestrians, and loading zone issues along the street.

To better understand the amount of trucks on State that pass through Uptown, the information below showcases the AM and PM peak hour percentage of vehicles that were trucks. These percentages are taken from two intersections that bookend the Uptown area. **Note that truck percentages higher than 4% are generally considered high.** The numbers below show the number of trucks and percentage of all traffic that are trucks during the peak hours.

Freight Map

State at Walnut

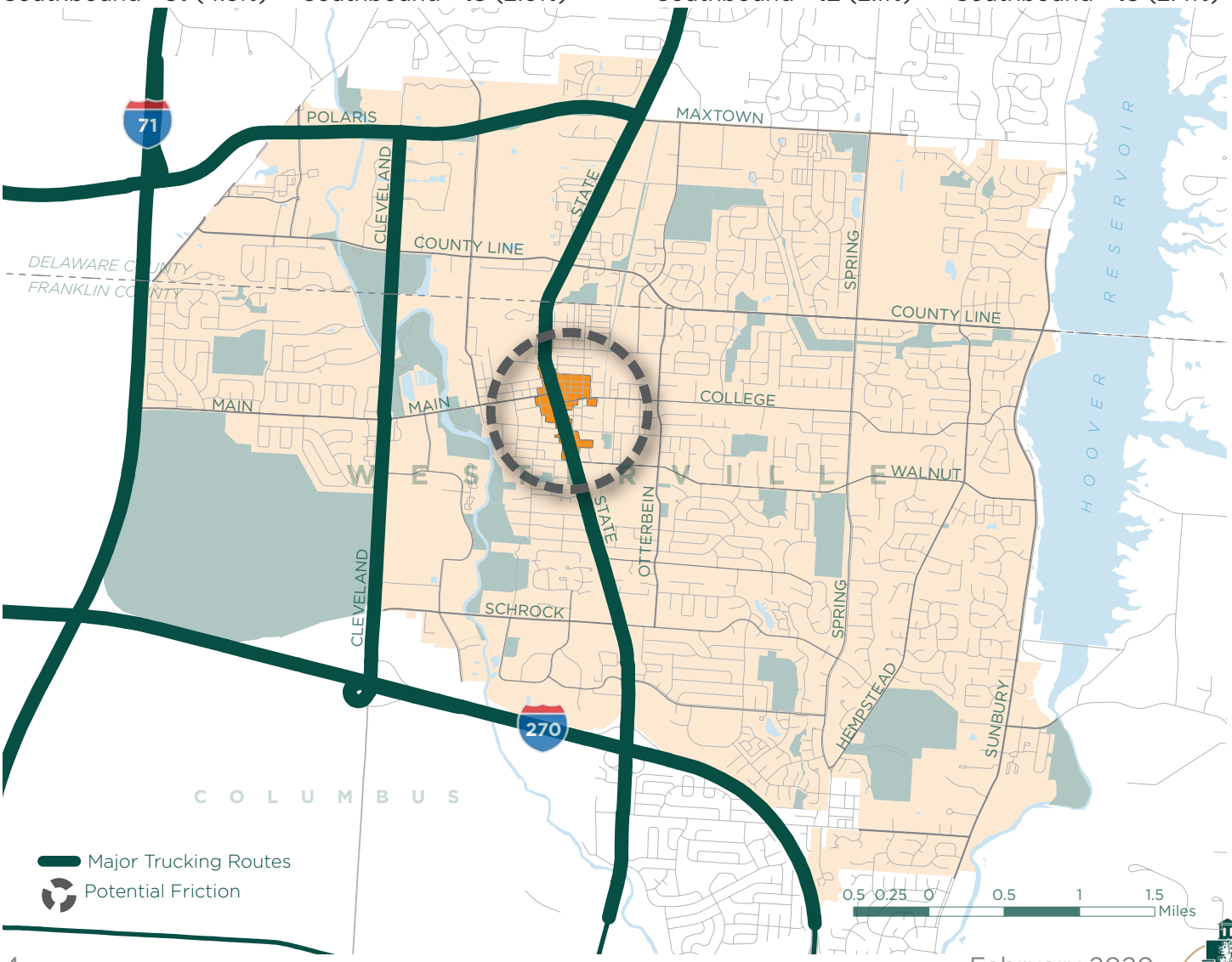
AM
Northbound - **31** (5.9%)
Southbound - **31** (4.5%)

PM
Northbound - **10** (1.3%)
Southbound - **15** (2.0%)

State at County Line

AM
Northbound - **16** (3.4%)
Southbound - **12** (2.1%)

PM
Northbound - **8** (1.0%)
Southbound - **15** (2.4%)



Opportunities and Considerations

Being that Cleveland, State, and Polaris bear the brunt of freight travel through the City and coupled with the data that identified those corridors as heavily used, it is likely that freight travel contributes to that overall congestion. Freight travel along State Street, due to its connection to communities to the north, presents a challenge for Uptown Westerville. Heavy truck traffic passing through Uptown is not desirable and detracts from the character of the area.

As the population in the region continues to grow, so will the amount of freight movement in the Columbus area. Striking a balance between encouraging freight movement for economic purposes and creating less congestion or damaging the character of existing areas, like Uptown, is complex.

Recommended Freight Mobility Strategies

6.01 Discourage Truck Travel Through Uptown ***(Short-Term, $$)***

Encourage through traffic from State Street to use I-71 instead. Changing federal designations is complex and difficult, but design and policy strategies conducted for State Street in Uptown can dissuade truckers from using that route. Road diets, more robust bike/pedestrian infrastructure, traffic calming strategies, and tighter turn radii will slow traffic along State, making it less desirable for truckers. Coordinate with navigation service companies to ensure that truck routes are properly shared.

6.02 Sign I-270 to I-71 for Through Trucking (Short-Term, $$)

Signage should direct through truck travel to I-71 instead of State Street. Signage should be placed near the I-270 interchanges with Cleveland and State to direct trucks to take I-71, should their destination be outside of Westerville. Coordinate with ODOT and navigation service companies to ensure that truck routes are properly communicated.

6.03 Dynamic Uptown Loading Zones (Short-Term, $)

Develop loading and unloading strategies in Uptown Westerville. A portion of freight movement within the City undoubtedly goes to Uptown, and utilizing strategies that get delivery trucks in and out easier will help to improve the access for other modes of travel in Uptown. These strategies include: maximizing the use of combination zones for loading, parking, and passenger pick-up/drop-off on State Street. Limit usage by time of day to maximize the use of the space. Deliveries in Uptown should be between 10 p.m. and 10 a.m. For safety, trucks larger than a standard box truck should not be permitted on Uptown side streets and alleys.

6.04 Consider E-Commerce Delivery (Long-Term, $$)

The E-Commerce delivery business is growing as more retail business moves online. These vehicles, like the Amazon Prime delivery vans, are smaller than your typical delivery truck. These vans can fit down slimmer streets in industrial areas that may have previously had wide streets. Additionally, these delivery services can use service and backage roads to access businesses. Should there be a quantifiable down-shift in delivery truck size on local roadways, Westerville should explore options for “downsizing” streets and curb radii in areas that would see increased mobility from this change. Westerville should use mobility recommendations in this plan as a guide for prioritizing which roadways would be best for these changes.

STRATEGIC LOCATIONS

OVERVIEW

The Westerville Community Plan outlined eight Strategic Locations that aimed to deliver focused recommendations for future land use and transportation decisions in critical areas of the City. Each Strategic Location can develop its own sense of place through architecture, landscape, streetscape and signage which is both unique to that area yet cohesive to Westerville. Most of the Strategic Locations focus on mixed-use development, with a focus on walkability and creating places that are their own destinations within Westerville.

These Strategic Locations are critical to the future vision for Westerville. Each Strategic Location has its' own mobility recommendation to achieve this overall vision for the future of the City. Understanding Westerville's nearly land-locked development potential, the most feasible and sustainable growth patterns in the future will focus on redevelopment and infill. The Strategic Locations are a part of the overall citywide recommendations and the collowing pages allow for a more detailed examination of these areas.

METHODOLOGY

Each Strategic Location had a traffic analysis conducted based on future year projections, which yielded unique mobility recommendations specific to intersection design and traffic flow. These six mobility areas were then considered for each Strategic Location as are highlighted below:

Roadway

Transit

Bicycle

Freight

Pedestrian

Traffic

STRATEGIC LOCATIONS

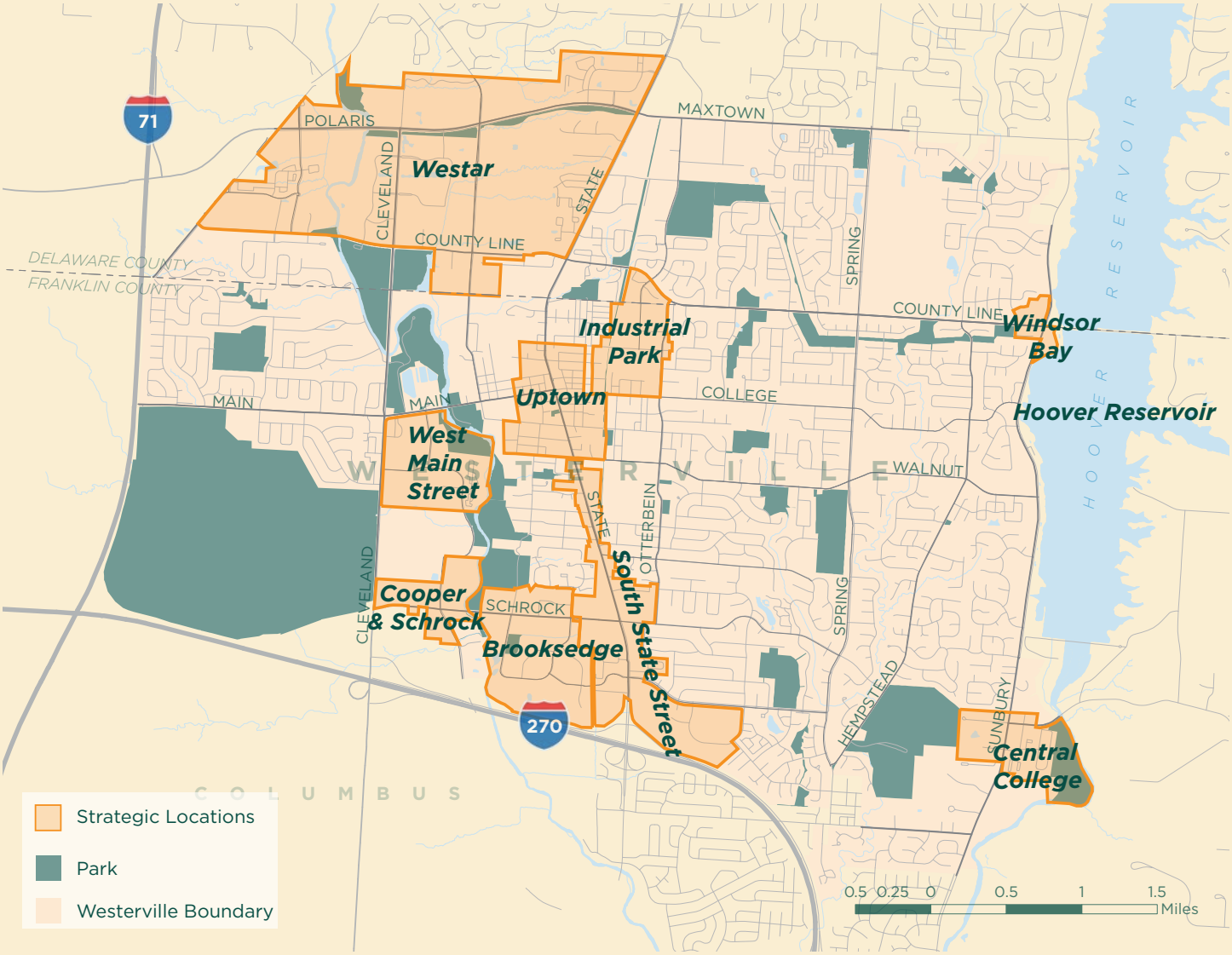
In addition to the eight Strategic Locations identified in the comprehensive plan, the WSMP also provides mobility recommendations for Uptown Westerville as a ninth Strategic Location. Location and boundaries for all nine areas can be seen on the map below.

Each Strategic Location is displayed on subsequent pages with the vision and key recommendations from the comprehensive plan, along with the new mobility recommendations. The nine Strategic Locations studied in this plan include:

Brooksedge
Central College
Cooper Rd & Schrock Rd

Industrial Park
South State Street
Uptown

West Main Street
Westar
Windsor Bay



Note: Conceptual roadways shown in the maps that follow are recommended to build a more connected network for the future. These connections are necessary, but the exact location are to be determined based on development opportunities.

Comprehensive Plan Vision

A modern office park that contains desirable office space with numerous amenities such as dining, cafes, convenience retail, daycare facilities, meeting space, recreation space, and transit access all within walkable distance of jobs.

Key Recommendations from Comprehensive Plan

- Design future development as walkable
- Create a mixed employment center
- Use land more efficiently

Roadway

Schrock Road is a gateway from the west. By creating visual cues using landscaping, local art, or signage the road can become a more vital and interesting place to be rather than just a place to drive through. Consider removing the two-way turn lane in some locations to add landscaped median. Look for opportunities to connect or strengthen connections to adjacent developments. Conceptual roadways to create a more connected network is a considerations for redevelopment opportunities in the future.

Bicycle

Encourage and partner with businesses to install bike corrals and racks near places of employment. Add sharrows throughout “the loop” (e.g., Park Meadow Road, Brooksedge Boulevard). Add a bike box at the intersection of Schrock Road and Brooksedge Boulevard and at Park Meadow Road to connect on-street cycling to the multi-use paths along those roads. Widen sidewalks along Schrock Road to create multiuse paths for those that do not feel comfortable with on-street cycling. The bike lane on Schrock Road should be highly visible using green paint as a short-term measure. Long-term protection methods (e.g., barrier, landscaping, etc.) should be developed with ease of maintenance as a consideration.

Pedestrian

Add sidewalks or multiuse paths south of Schrock Road along Park Meadow Road, Brooksedge Boulevard, and Heatherdown Drive.

Transit

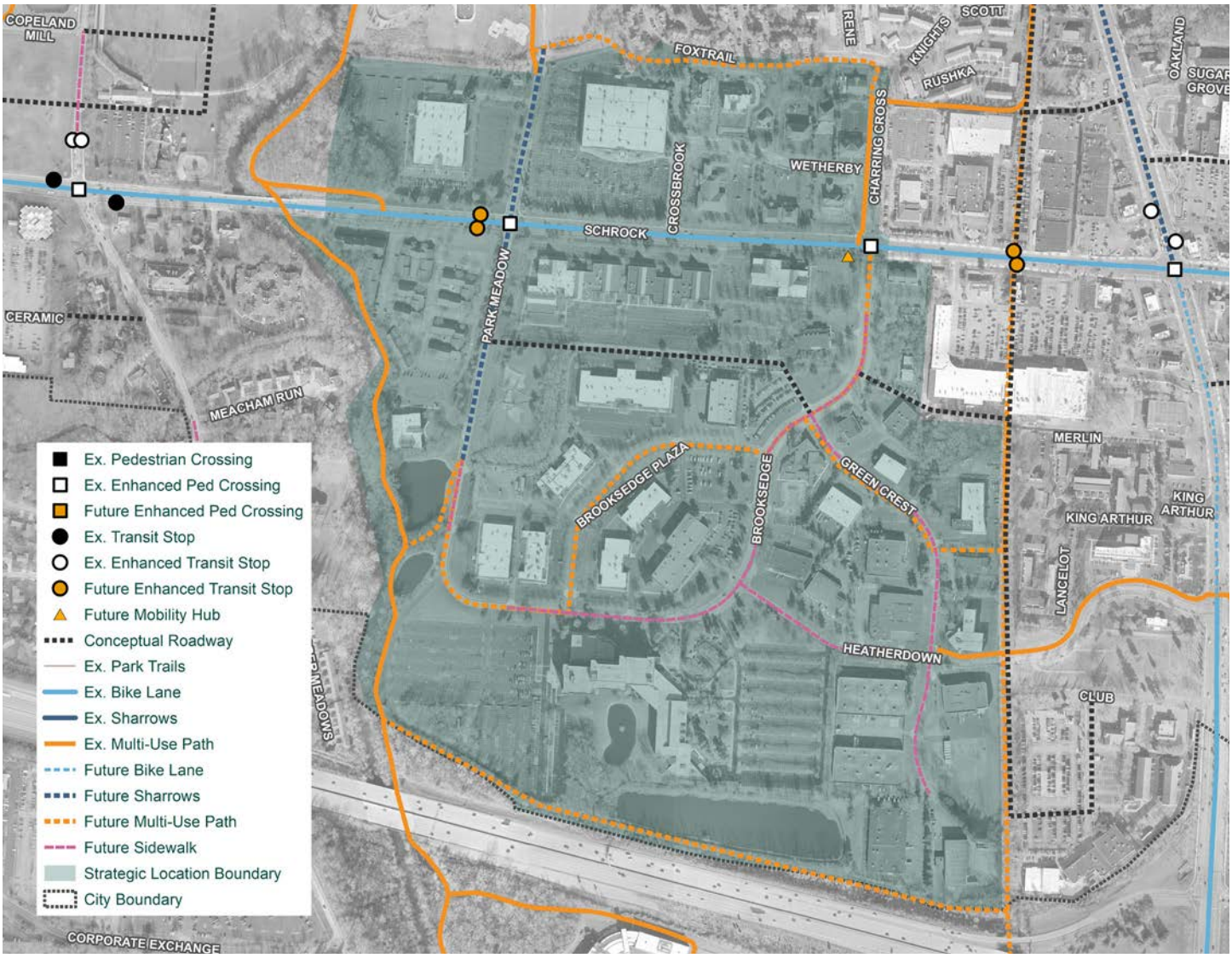
Upgrade transit stops along Schrock Road by installing new amenities. Amenities include items such as benches, signage, trash cans, bike racks, or shelters. Capitalize on the COTA stops to provide microtransit opportunities and connect businesses and residents to the rest of Westerville. Consider a mobility hub near the intersection of Schrock Rd and Brooksedge Blvd to provide services such as a bike or scooter share.

Freight

Ensure that turn radii and stop bar placements on roadway improvements are acceptable for truck travel in and around the Brooksedge area.

Traffic

Implement traffic calming along Heatherdown Drive to slow speeds through the intersection of Heatherdown Drive and Green Crest Drive. Improve signal equipment to include emergency preemption. Work with ODOT and City of Columbus to improve signal timing along the State Street and Schrock Road corridor to reduce congestion at peak hours.


COPELAND MILL
FOXTRAIL
RENE
SCOTT
KNIGHTS
RUSHKA
OAKLAND
SUGAR GROVE
WETHERBY
CHARRING CROSS
CROSSBROOK
SCHROCK
PARK MEADOW
CERAMIC
MEACHAM RUN
MERLIN
BROOKSEDGE PLAZA
BROOKSEDGE
GREEN CREST
KING ARTHUR
KING ARTHUR
LANCELOT
HEATHERDOWN
CLUB
MEADOWS
CORPORATE EXCHANGE
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Ex. Bike Lane
Ex. Sharrows
Ex. Multi-Use Path
Future Bike Lane
Future Sharrows
Future Multi-Use Path
Future Sidewalk
Strategic Location Boundary
City Boundary


DariFill

Comprehensive Plan Vision

The Central College Area is to remain a quaint village where future development is scaled to the original buildings. Restored historic buildings and well-designed new buildings should be connected with tree lined streets and walkways amid the existing church, with scale and density that will not take away from the quaint village approach.

Key Recommendations from Comprehensive Plan

- Respect the historical context
- Respect the natural context
- As a Neighborhood Center

Roadway

Add traffic calming features such as street trees, landscaping, and shorter turn radii (as appropriate). Provide new roadway connections at South Street to Central College Road for the existing and/or new development(s) in the southeast quadrant of the area- east of Sunbury Road and south of Central College Road. Conceptual roadways to create a more connected network is a consideration for redevelopment opportunities in the future.

Bicycle

Connect to the multi-use path planned along Big Walnut Creek by providing a path along the south side of Central College Road. Provide on-street bike lanes on Central College Road to be coordinated with Blendon Township's Comprehensive Plans. Central College Road is used extensively for access to New Albany and points east of Westerville.

Pedestrian

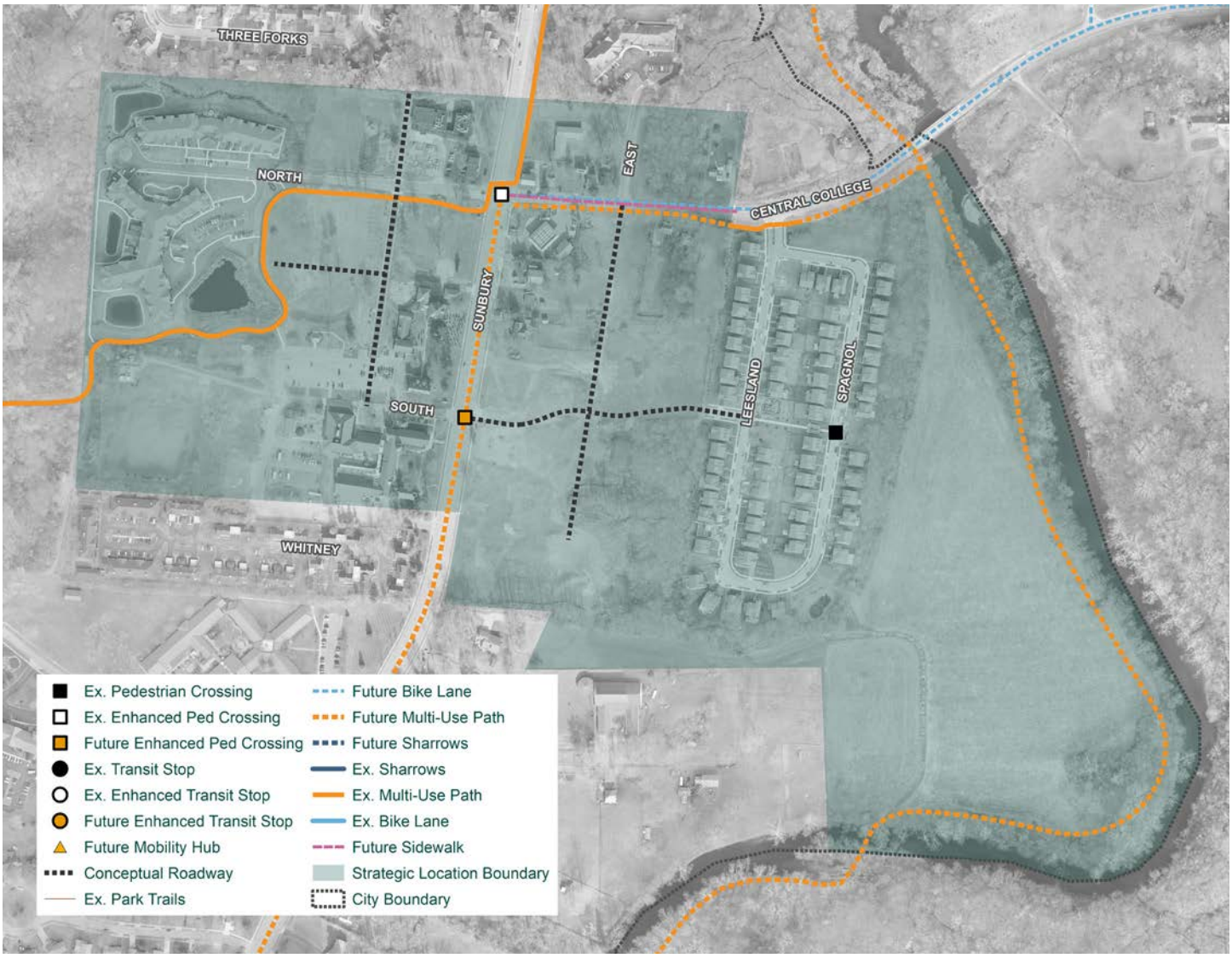
Add enhanced pedestrian crossing and accessible signals at Sunbury Road and Central College Road to accommodate the local deaf/blind community. When a new signal is added at South Street the pedestrian pathways should have separate curb ramps for each movement and include accessible pedestrian signals.

Transit

Improve micro-transit opportunities in order to connect businesses and residents to the rest of Westerville.

Traffic

Invest in a traffic study in this area to assess future demand for traffic on Central College, particularly traffic flow coming from the east of Hoover Reservoir, to help guide planning for future improvements. In addition to signal improvements and updated phasing to accommodate the growth, it may include adding a south-bound dual left, an additional east-bound receiving lane, and a north-bound right turn lane at Sunbury and Central College.


THREE FORKS
NORTH
EAST
CENTRAL COLLEGE
SUNBURY
SOUTH
LEESLAND
SPAGNOL
WHITNEY
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Future Bike Lane
Future Multi-Use Path
Future Sharrows
Ex. Sharrows
Ex. Multi-Use Path
Ex. Bike Lane
Future Sidewalk
Strategic Location Boundary
City Boundary

Comprehensive Plan Vision

As a transit-oriented gateway opportunity, this entrance to the City is a large employment center with abundant workforce amenities.

- Maximize the area's existing assets
- Encourage a mix of employment, commercial, and residential options
- Improve the character and traffic flow along the corridor

Roadway

Schrock Road and Cleveland Avenue is a gateway intersection into the City and should be designed as such, with appropriate landscaping, signage, and public art. By creating visual cues, the road can become a more vital and interesting place to be rather than just a place to drive through. Consider removing the two-way left turn lane in some locations to add landscaped median. Rebuild the curve on Cooper Road near St. Ann's to better accommodate traffic. Conceptual roadways to create a more connected network is a consideration for redevelopment opportunities in the future.

Bicycle

Add a multiuse path on Cooper Road from Shrock Road going north to Copeland Mill Road. On all Schrock Road intersections, use green paint to delineate bike boxes. Encourage and partner with businesses to install bike corrals and racks near places of employment. Widen sidewalks along Schrock Road to create multiuse paths for those uncomfortable with on-street cycling. The bike lane on Schrock Road should be highly visible using green paint as a short-term measure. Long-Term protection methods (e.g., barrier, landscaping, etc.) should be developed with ease of maintenance as a consideration.

Pedestrian

Add enhanced pedestrian crossings and accessible signals on Schrock Road at Cooper Road. Improve pedestrian access along Copeland Mill Road and Cooper Road to connect bus stop to the hospital and businesses. Provide an enhanced pedestrian crossing with the addition of sidewalks along Cooper Road at Copeland Mill Road. Make signal timing changes that would give those using the crosswalk a head start by using a lead pedestrian interval and/or refuge island for longer crosswalks.

Transit

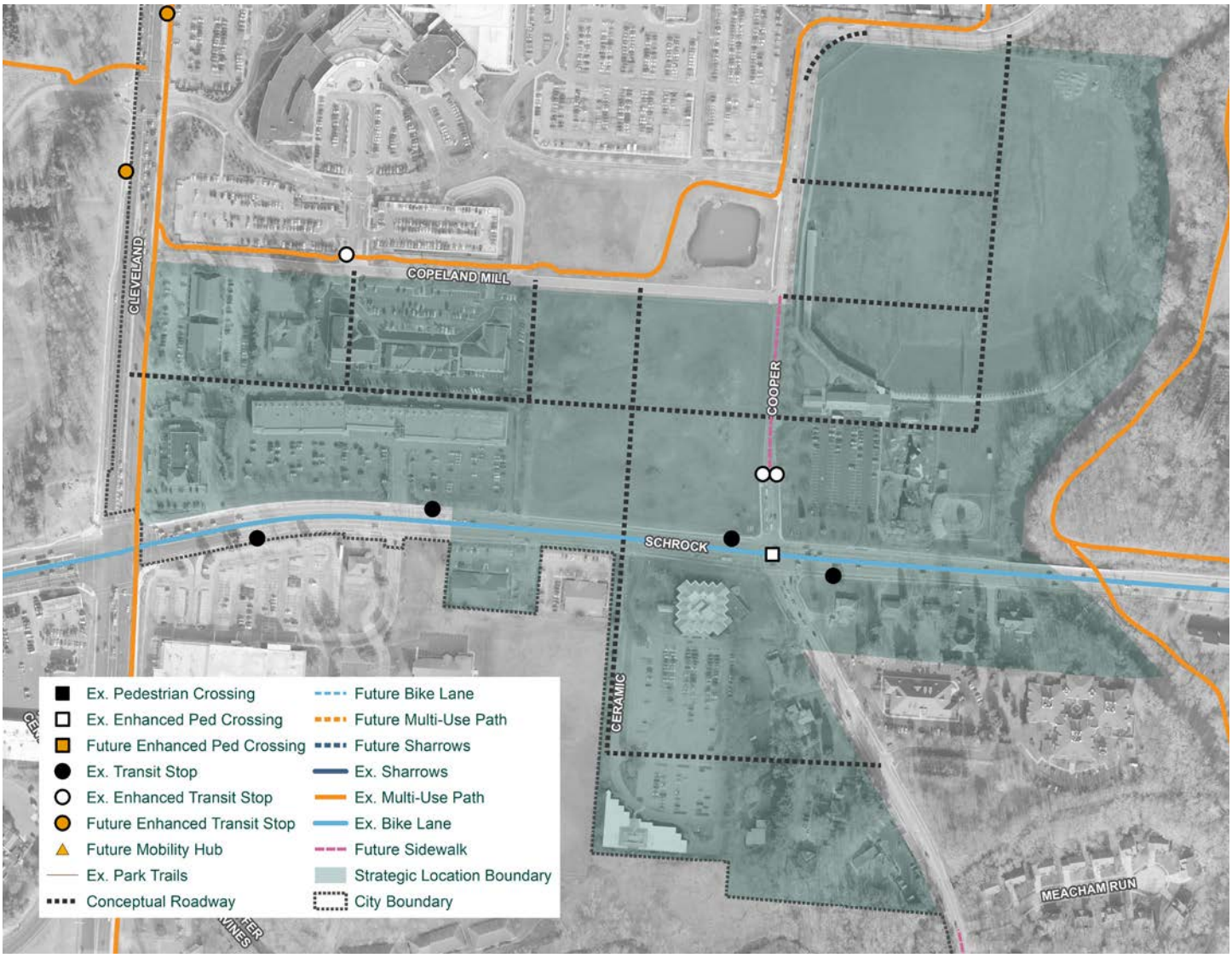
Improve first/last mile connections to the existing bus stops on Cooper Road and Schrock Road. Capitalize on the COTA stops to provide micro-transit opportunities and connect businesses and residents to the rest of Westerville. Encourage COTA to partner with the hospital and golf center as park-and-ride locations. Study and develop strategies with the City of Columbus to provide a transit dedicated lane along Cleveland Avenue.

Freight

Add signage along Schrock Road directing through trucks to Cleveland Avenue and away from State Street.

Traffic

Improve signal equipment to include emergency preemption. At the intersection of Cooper Road and Schrock Road, develop plans to reduce crashes and improve intersection capacity. Work with ODOT and City of Columbus to improve signal timing along the Cleveland Avenue and Schrock Road corridor to reduce congestion at peak hours. Monitor traffic volumes to develop long term plans of when roadway improvements are needed.


CLEVELAND
COPELAND MILL
COOPER
SCHROCK
CERAMIC
MEACHAM RUN
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Ex. Park Trails
Conceptual Roadway
Future Bike Lane
Future Multi-Use Path
Future Sharrows
Ex. Sharrows
Ex. Multi-Use Path
Ex. Bike Lane
Future Sidewalk
Strategic Location Boundary
City Boundary


cmax
COOPER
COOPER
cmax

Comprehensive Plan Vision

The Industrial Park is a unique employment center—a creative and educational hub that retains much its industrial legacy. It integrates places to live and work with large flexible "maker spaces" for artists and entrepreneurs.

Key Recommendations from Comprehensive Plan

- Create a unique extension of Westerville's urban core
- Provide a mix of new residential and employment space
- Provide economic value for the city
- Leverage the Ohio to Erie Trail

Roadway

Extend McCorkle Boulevard south through the area to Broadway Avenue. When McCorkle Boulevard is extended, consider limiting turning movements at the intersection at Otterbein Avenue and County Line Road. Memorialize Broadway Avenue as a unique stroll way between the University, Uptown, and the Industrial Park. Brand the connection and encourage public art along this corridor.

Bicycle

On the north side of County Line, widen the sidewalk to a multi-use path from the Ohio to Erie Trail, and extend east all the way to Sunbury Road. Additionally, add sharrows on Broadway Avenue and McCorkle Boulevard and add bike corrals throughout the area to encourage biking.

Pedestrian

Provide sidewalks and multi-use paths throughout the area to provide greater connectivity. Provide enhanced pedestrian crossings at locations where the Ohio to Erie Trail meets the roadway.

Transit

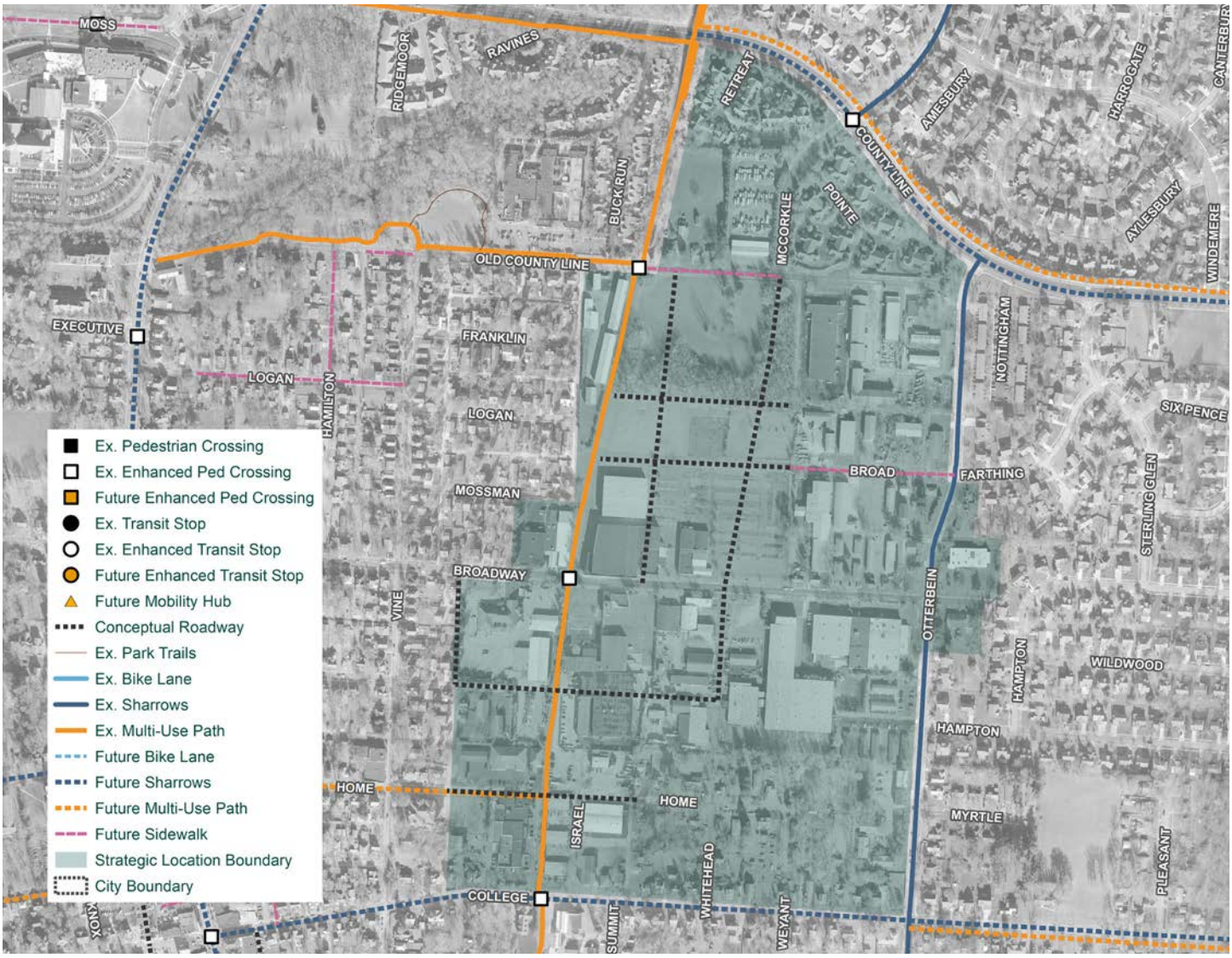
Improve micro-transit opportunities in order to connect businesses and residents to the rest of Westerville.

Freight

Ensure turn radii and stop bar placements on roadways improvements are acceptable for truck travel near warehouses or loading/unloading zones. Truck traffic should be shifted off of Otterbein Avenue to McCorkle Boulevard when extended.

Traffic

Improve the roadway network in the area through the extension of McCorkle Boulevard to Broadway Avenue. The extension provides greater connectivity through the area that can improve traffic flow.


MOSS
RIDGEMOOR
RAVINES
RETREAT
COUNTY LINE
AMESBURY
HARROGATE
CANTERBURY
BUCK RUN
MCCORKLE
POINTE
AYLESBURY
WINDEMERE
OLD COUNTY LINE
EXECUTIVE
FRANKLIN
LOGAN
HAMILTON
NOTTINGHAM
SIX PENCE
BROAD
FARTHING
STERLING GLEN
MOSSMAN
BROADWAY
VINE
OTTERBEIN
HAMPTON
WILDWOOD
HOME
ISRAEL
MYRTLE
PLEASANT
WHITEHEAD
COLLEGE
SUMMIT
WEYANT
KNOX
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Ex. Bike Lane
Ex. Sharrows
Ex. Multi-Use Path
Future Bike Lane
Future Sharrows
Future Multi-Use Path
Future Sidewalk
Strategic Location Boundary
City Boundary


WESTERVILLE
OHIO TO ERIE TRAIL
Call Out:
'ON YOUR LEFT'

Comprehensive Plan Vision

South State Street, from I-270 to Walnut Street, is Westerville's primary gateway. Redevelopment of small parcels and outdated shopping centers will create a walkable "High Street" of mixed-use buildings that integrate places to live, shop, work and play.

Key Recommendations from Comprehensive Plan

- Mixed-use at various scales
- Residential and employment growth compatible with surroundings
- Maximize economic value

Roadway

Add service roads behind commercial developments to separate loading/unloading from other uses. When development and redevelopment occurs, conduct an assessment for adding additional service roads. Additionally, extend the gateway elements on Schrock Road from the west all the way to State Street. Create access management/roadway network improvements as opportunities present themselves.

Bicycle

Encourage and partner with businesses to install bike corrals and racks near places of employment. Work with Walmart and the shopping center anchored by the Kohl's south of Huber Village to provide bike parking. Additionally, work with businesses at Cherry Park Square to add bike parking. The bike lanes on Schrock Road and south State Street should be highly visible using green paint as a short-term measure. Long-term protection methods (e.g., barrier, landscaping, etc.) should be developed with ease of maintenance as consideration. Improve bike routing and signage and landing areas where the Ohio to Erie Trail crosses State Street at Cherrington Road.

Pedestrian

Over the long-term, improve the streetscape to include street trees and a wider lawn to improve the comfort for those walking along State Street. Improve crosswalk geometry at State Street and Cherrington Road to alleviate safety concerns with the crossing and routing at the intersection. Make signal timing changes that would give those using the crosswalk a head start by using a lead pedestrian interval and/or a refuge island for longer crosswalks.

Transit

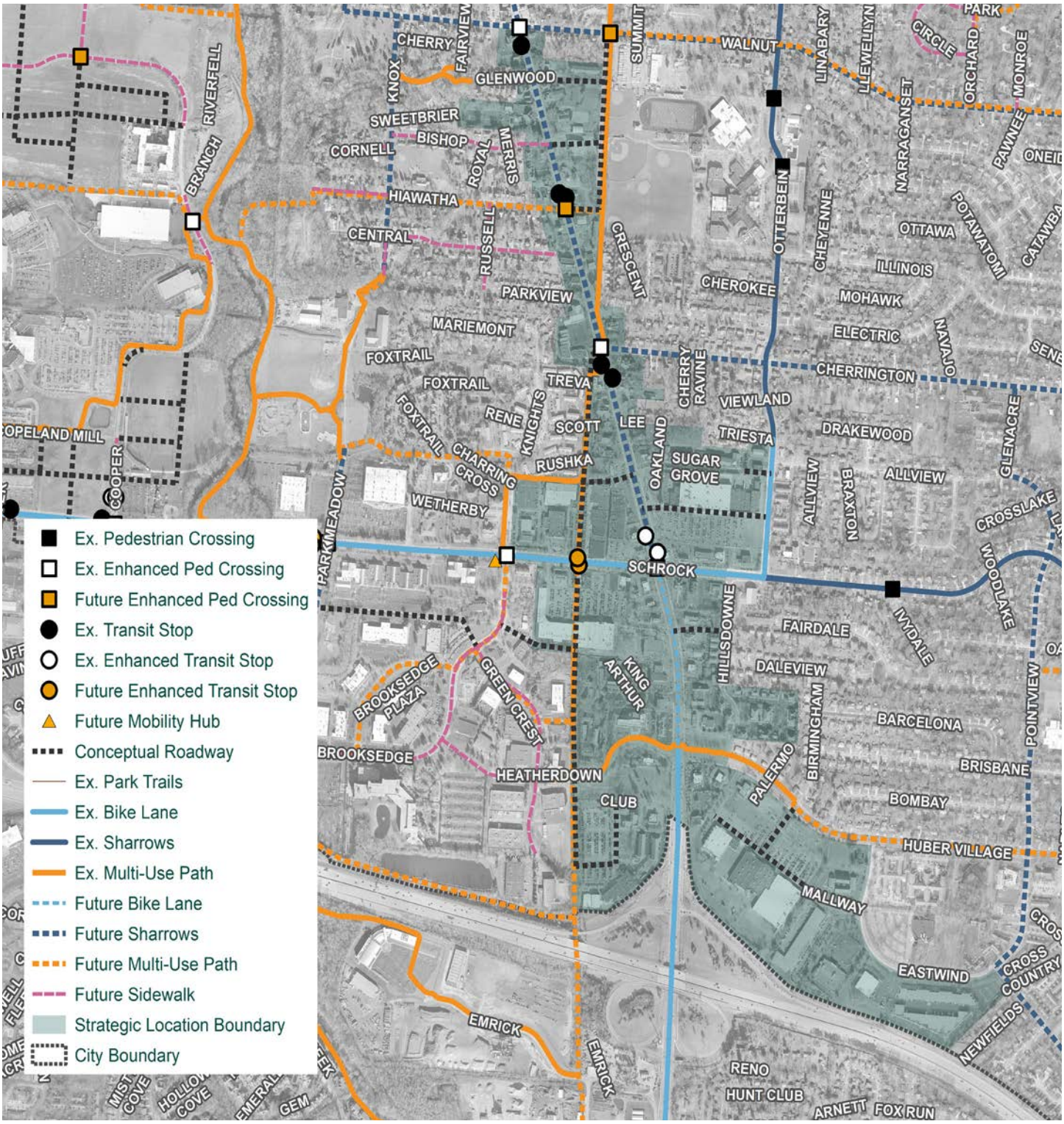
At bus stops with posted transit sign, extend the sidewalk into the grass verge to meet the edge of curb to improve accessibility for riders entering/exiting. Consider investments in enhanced transit stops in the long-term. Capitalize on the COTA stops to provide micro-transit opportunities and connect businesses and residents to the rest of Westerville.

Freight

Add wayfinding signage on State Street that encourages northbound trucks traveling beyond City limits to turn onto Schrock Road towards Cleveland Avenue, as opposed to using State Street. Ensure that turn radii and stop bar placements on roadway improvements are acceptable for truck travel near warehouses or loading/unloading zones.

Traffic

Focus on access management to improve traffic flow along the State Street corridor. Improve signal equipment to include emergency preemption. Work with ODOT and Columbus to coordinate signal timing along south State Street and Schrock Road corridors to reduce congestion at peak hours.


Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Ex. Bike Lane
Ex. Sharrows
Ex. Multi-Use Path
Future Bike Lane
Future Sharrows
Future Multi-Use Path
Future Sidewalk
Strategic Location Boundary
City Boundary
CHERRY
FAIRVIEW
GLENWOOD
SUMMIT
WALNUT
PARK
CIRCLE
ORCHARD
MONROE
LINABARY
LLEWELLYN
NARRAGANSET
PAWNEE
ONEID
KNOX
SWEETBRIER
BISHOP
CORNELL
ROYAL
MERRIS
RIVERFELL
BRANCH
HIAWATHA
CENTRAL
RUSSELL
CRESCENT
OTTERBEIN
CHEYENNE
OTTAWA
POTAWATOMI
CATAWBA
ILLINOIS
CHEROKEE
MOHAWK
PARKVIEW
MARIEMONT
ELECTRIC
NAVAJO
FOXTRAIL
TREVA
CHERRY RAVINE
CHERRINGTON
VIEWLAND
RENE
KNIGHTS
SCOTT
LEE
OAKLAND
TRIESTA
DRAKEWOOD
GLENACRE
OPELAND MILL
COOPER
CHARRING CROSS
RUSHKA
SUGAR GROVE
ALLVIEW
BRAXTON
WETHERBY
PARKMEADOW
SCHROCK
CROSSLAKE
WOODLAKE
IVYDALE
FAIRDALE
HILLSDOWNE
DALEVIEW
KING ARTHUR
BROOKSEDGE PLAZA
GREEN CREST
BROOKSEDGE
HEATHERDOWN
CLUB
BIRMINGHAM
PALERMO
BARCELONA
POINTVIEW
BRISBANE
BOMBAY
HUBER VILLAGE
MALLWAY
EASTWIND
CROSS COUNTRY
NEWFIELDS
EMRICK
RENO
HUNT CLUB
ARNETT
FOX RUN
MISTY COVE
HOLLOW COVE
GEM

Comprehensive Plan Vision

West Main Street is a vibrant, walkable town center with an authentic character and a broad mix of uses—commercial, employment, residential, cultural, educational, and recreational. It serves as the western gateway to Otterbein University and Uptown.

Key Recommendations from Comprehensive Plan

- Develop a unique gateway
- Maximize economic return with an urban form

Roadway

Add new roadway connections that create a gridded network of human scale streets that both encourage active transportation and provide multiple route options for vehicles. Follow the recommendations of the Braun Farm Traffic Impact Study that outline new roadway facilities, extensions, and connections. Add additional new roadways north of Cooper Road and west of Collegeview Road consistent with page 135 of the Westerville Community Plan.

Bicycle

Add multi-use paths along Cleveland Avenue and along Cooper Road to connect to Alum Creek Trail. Add multi-use path bridge across Alum Creek consistent with page 136 of the Westerville Community Plan.

Pedestrian

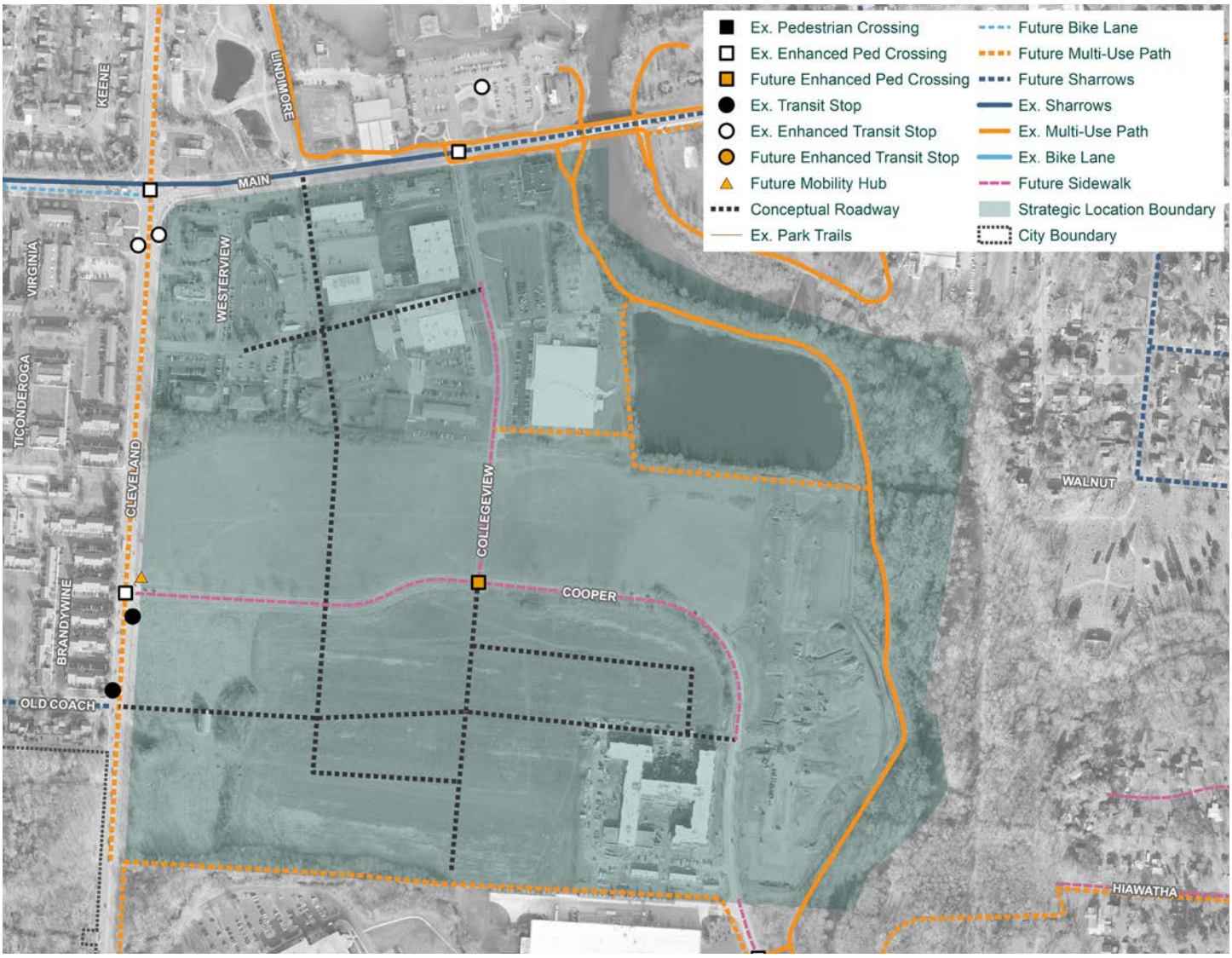
Add enhanced pedestrian crossings and accessible signals at the intersections in the area. Provide wider sidewalks near Otterbein University to accommodate the higher pedestrian volumes.

Transit

Take advantage of future development in the area and encourage developer(s) to help pay for the construction of a new mobility hub on the east side of Cleveland Avenue at Cooper Road. Use public/private development initiatives to explore a mobility hub along the Cleveland Avenue corridor that could be supported by future mixed-use development. Study and develop strategies with the City of Columbus to provide a transit dedicated lane along Cleveland Avenue. Capitalize on the COTA stops to provide micro-transit opportunities and connect businesses and residents to the rest of Westerville. In areas with bus stops, extend the sidewalk into the grass verge to meet the edge of curb to improve accessibility for riders entering/exiting.

Traffic

Focus on improving access management to help improve safety/traffic flow in the area. Additional improvements recommended through the Braun Farms Traffic Impact Study should be considered as development opportunities arise. Improve signal equipment to include emergency preemption. Work with ODOT and City of Columbus to improve signal timing along the Cleveland Avenue corridor to reduce congestion at peak hours. Monitor traffic volumes to develop long term plans of when roadway improvements are needed.


Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Future Bike Lane
Future Multi-Use Path
Future Sharrows
Ex. Sharrows
Ex. Multi-Use Path
Ex. Bike Lane
Future Sidewalk
Strategic Location Boundary
City Boundary
KEENE
LINDMORE
MAIN
VIRGINIA
WESTERVIEW
TICONDEROGA
CLEVELAND
COLLEGEVIEW
COOPER
WALNUT
BRANDYWINE
OLD COACH
HIAWATHA


COOPER RD

Comprehensive Plan Vision

Westar is a city within our city. As the largest strategic area with the most undeveloped land, development in Westar will create a major economic center that is regionally competitive and benefits Westerville well into the future.

Key Recommendations from Comprehensive Plan

- Create a complete urban center
- Leverage the BRT
- Leverage the Alum Creek corridor
- Development transitions are contextual of the landscape and respectful of long-term community goals

Roadway

Add new roadway connections that create a gridded network of human scale streets that both encourage active transportation and provide multiple route options for vehicles. Follow the recommendations of the Westar Place Traffic Impact Study that outline new roadway facilities, extensions, and connections.

Bicycle

Make a greenway connection to and along Alum Creek Trail with various tools—conservation easements, green space allocation, and trail easement acquisition.

Pedestrian

Add enhanced pedestrian crossings and accessible signals at all signalized intersections on Polaris and at Cleveland Avenue and County Line. Extend pedestrian access along Polaris Parkway from Cleveland Avenue to the west.

Transit

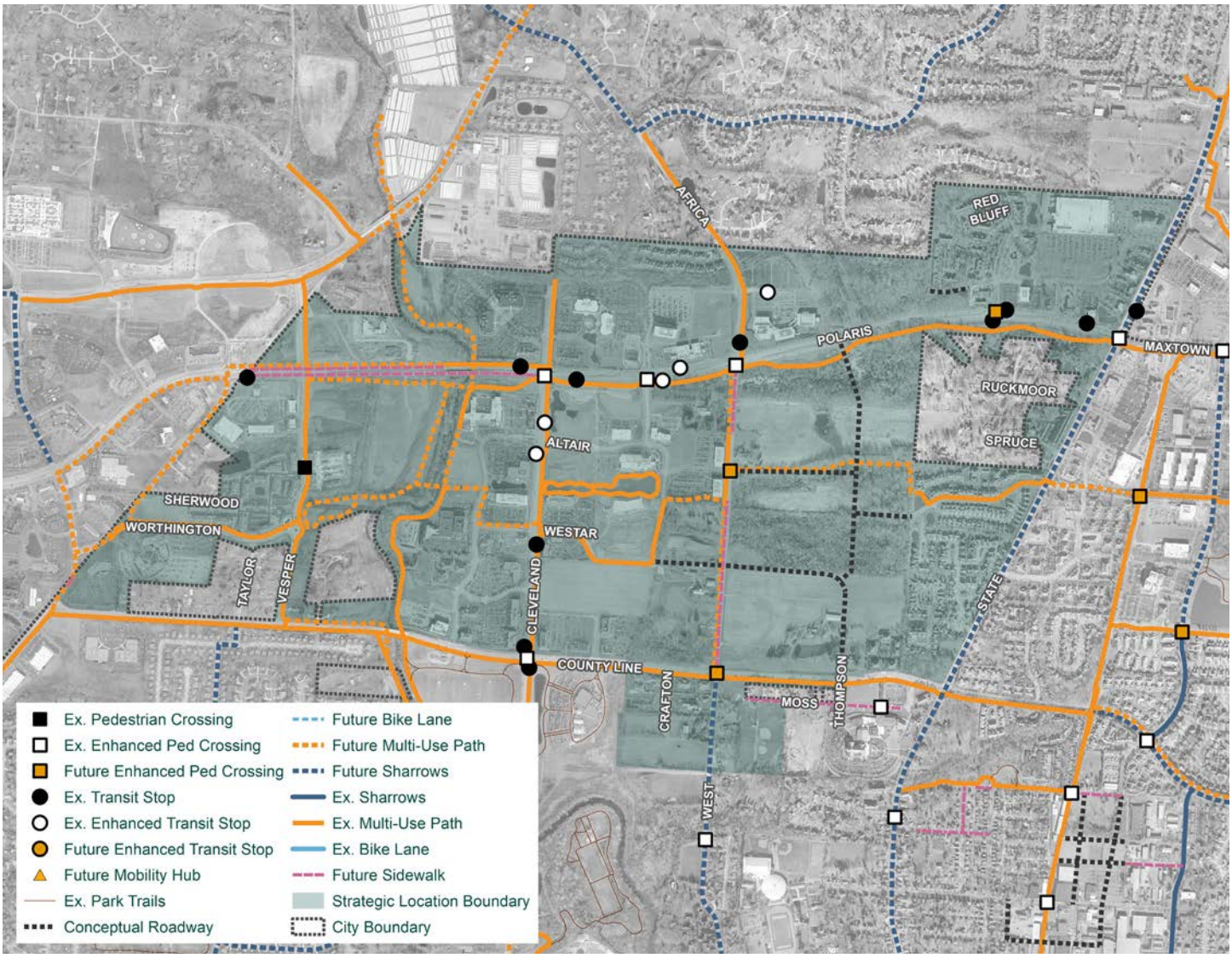
Identify an opportunity for a park-and-ride location somewhere within Westar. Improve first/last mile connections to the existing bus stops on Cleveland Avenue and Polaris Parkway. Capitalize on the COTA stops to provide micro-transit opportunities and connect businesses and residents to the rest of Westerville. Study and develop strategies with the City of Columbus to provide a transit dedicated lane along Cleveland Avenue. Build bus shelter at current transfer stop at Polaris Parkway and Cleveland Avenue. Additionally, add bus shelters at stops at Cleveland Avenue and County Line. In locations with bus stops, extend the sidewalk into the grass verge to meet the edge of curb to improve accessibility for riders entering/exiting.

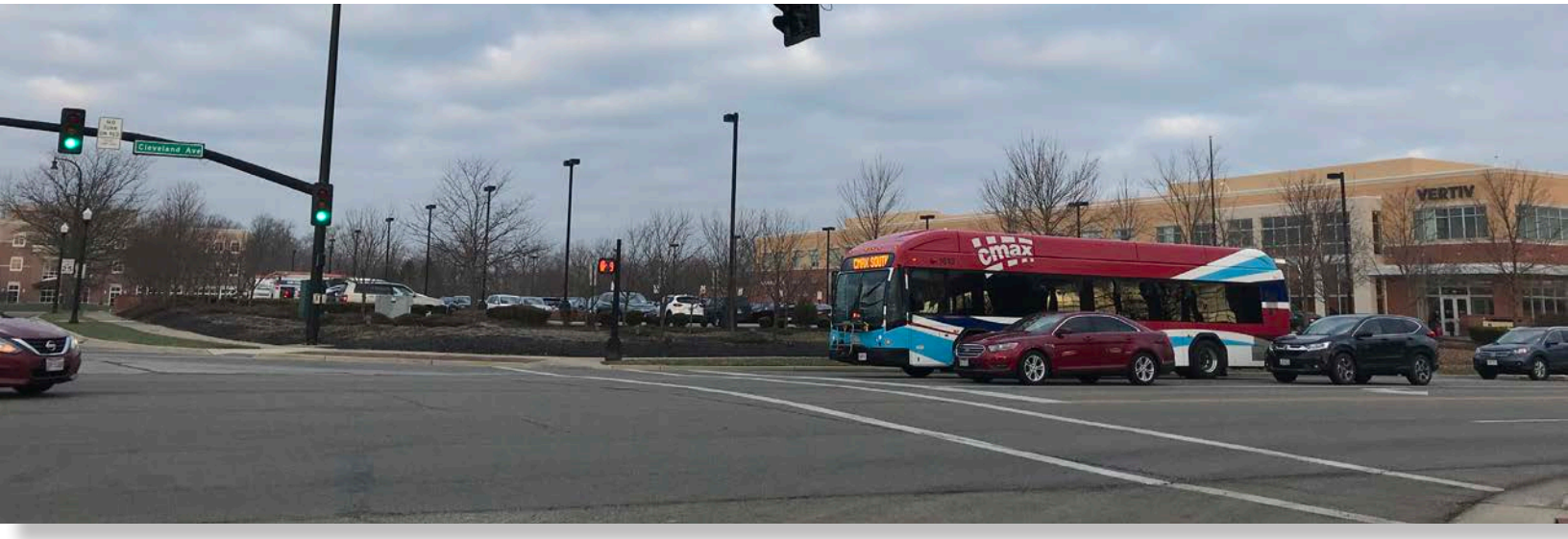
Freight

Use signage to encourage through truck travel to use Polaris Parkway and Cleveland Avenue rather than State Street. This applies for northbound and southbound truck travel.

Traffic

Improve signal equipment to include emergency preemption. Follow the recommendations of the Westar Place Traffic Impact Study where appropriate. Work with ODOT and City of Columbus to improve signal timing along the Cleveland Avenue and Polaris Parkway corridor to reduce congestion at peak hours. Monitor traffic volumes to develop long term plans of when roadway improvements are needed.


AFRICA
RED BLUFF
POLARIS
MAXTOWN
RUCKMOOR
SPRUCE
ALTAIR
SHERWOOD
WORTHINGTON
TAYLOR
VESPER
WESTAR
CLEVELAND
COUNTY LINE
CRAFTON
MOSS
THOMPSON
STATE
WEST
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Ex. Park Trails
Conceptual Roadway
Future Bike Lane
Future Multi-Use Path
Future Sharrows
Ex. Sharrows
Ex. Multi-Use Path
Ex. Bike Lane
Future Sidewalk
Strategic Location Boundary
City Boundary


Cleveland Ave
cmax
VERTIV

Comprehensive Plan Vision

Windsor Bay is a unique employment and neighborhood center featuring scenic views of the Hoover Reservoir. It is an attractive location with a compact, walkable pattern connecting the center to surrounding neighborhoods, the water, and recreational trails.

Key Recommendations from Comprehensive Plan

- Develop as a neighborhood center
- Leverage the unique location
- Improve recreational access to the reservoir

Bicycle

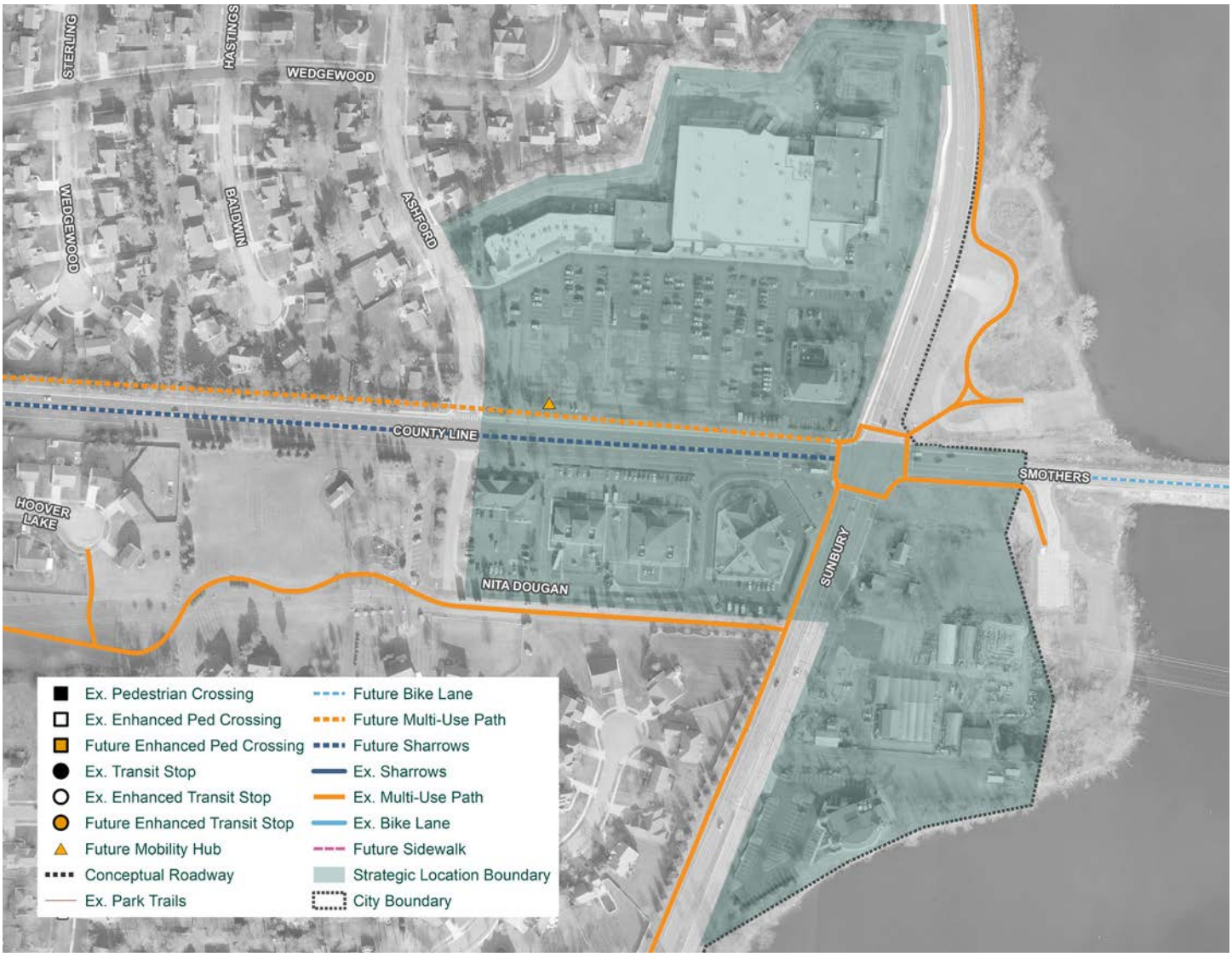
Upgrade sidewalk to a multi-use path on County Line Road. Work with commercial developments to add bike corral locations at shopping centers. Add multi-use path on County Line to Sunbury Road. Work with Delaware County to provide bicycle facilities on Smothers Road for increased bike connectivity across reservoir.

Transit

Improve micro-transit opportunities in order to connect businesses and residents to the rest of Westerville. Should COTA extend service to this area, a mobility hub should be located adjacent to the shopping center, on the north side of County Line.

Pedestrian

Provide sidewalks and multi-use paths throughout the area to provide greater connectivity.


STERLING
HASTINGS
WEDGEWOOD
WEDGEWOOD
BALDWIN
ASHFORD
COUNTY LINE
SMOTHERS
HOOVER LAKE
NITA DOUGAN
SUNBURY
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Future Bike Lane
Future Multi-Use Path
Future Sharrows
Ex. Sharrows
Ex. Multi-Use Path
Ex. Bike Lane
Future Sidewalk
Strategic Location Boundary
City Boundary

As stated earlier, Uptown Westerville was not officially designated as a strategic location in the Westerville Community Plan. However, given the vital importance of Uptown as a central hub for activity in Westerville, the WSMP also provides mobility recommendations for this area as well.

Uptown is a unique asset that should be leveraged to create a "Mobility District," or an area that invites, encourages, and integrates with all transportation modes. This central destination should be accessible by all travel modes and the proposed framework plans, and adjacent recommendations, strengthen that access and connectivity. Mobility improvements will help to create a more vibrant and economically strong Uptown district.

Roadway

Strengthen connection between parking and destinations with better signage and wayfinding, including signage in parking lots to designate where electric vehicle charging stations are located. Implement the recommendations of the recent Uptown parking study. Consider smart parking strategies such as providing information via app or signage where parking is available.

Bicycle

Increase bike friendly signage, pavement markings, ample bike parking, and bike amenities—such as air pumps to encourage biking in the area. There is an opportunity in this area to create bike racks/parking that is artistic and unique to the character of Uptown. Work with businesses to add bike parking along State Street and behind businesses. Additionally, encourage businesses to give benefits to customers who bike by providing discounts for products/services. Add sharrows on State Street, Walnut Street, Plum Street, East College Avenue, and West Home Street for increased bike connectivity.

Pedestrian

Enhance all major intersections along State Street and potentially within the surrounding neighborhood streets to prioritize pedestrian crossing over fast vehicle movement. Implement rectangular rapid-flashing beacons (RRFB) on State Street at the intersections with Plum Street and Winter Street to improve pedestrian crossing safety.

Transit

Continue to partner with COTA to encourage more service in this area. Should a micro-transit service be implemented, Uptown should be the major central destination. Create a rideshare (e.g., Uber, Lyft) drop off and pickup area, with signage to highlight it. This area can be on State Street adjacent to the curb or designated for a surface parking lot. Encourage students to use existing and future transit. This can include creating signage around the campus pointing students to transit stops and promotion of transit service to better inform students.

Freight

Discourage through truck travel along State Street with design strategies and adjusting on-line truck route information. Trucks are less likely to drive in areas they know to be heavy with bicycles and pedestrians. Explore dynamic loading zone and curb access management strategies for trucks that are in Uptown to serve the businesses. Dynamic loading zones should be located at a few key areas near the most truck dependent businesses. Additionally, preserve and sign service roads on the backsides of buildings for loading/unloading.

Traffic

Add emergency vehicle preemption to all Uptown Signals and coordinate the signals to promote vehicle speeds at or below 25 MPH. Provide lead pedestrian intervals to allow for safer crossings and fewer conflicts with turning vehicles.


GREENWAY
LINCOLN
HOME
HOME
HOME
ISRAEL
WHITEHEAD
MAIN
COLLEGE
VINE
MARK
WINTER
DAVID
EASTWOOD
KNOX
PARK
SUMMIT
LIBRARY
PLUM
KNOX
PLUM
GRAPHIC
LIBRARY
KNOX
FAIRVIEW
WALNUT
Ex. Pedestrian Crossing
Ex. Enhanced Ped Crossing
Future Enhanced Ped Crossing
Ex. Transit Stop
Ex. Enhanced Transit Stop
Future Enhanced Transit Stop
Future Mobility Hub
Conceptual Roadway
Ex. Park Trails
Ex. Bike Lane
Ex. Sharrows
Ex. Multi-Use Path
Future Bike Lane
Future Sharrows
Future Multi-Use Path
Future Sidewalk
Uptown District
City Boundary


WHITE RAVEN
TATTOO STUDIO
shop hours
tues-sat noon-7
WESTERVILLE
BUYERS & SELLERS

CONCLUSION

PATH TO SUCCESS

The vibrancy and sustainability of living, working, and shopping in the City of Westerville requires a balanced and functional transportation system. This will need to include methods for encouraging alternative transportation modes, and allowing for future technological advances. Successfully achieving these goals requires focus, leadership, and resources. Community interest throughout the development of the WSMP illustrates the commitment within this community that is needed for meeting these goals. In the future, continuing Community interest will be key to implementing these goals in terms of mobilizing strategic partnerships, promoting safe, efficient and cost effective transportation options, and obtaining the appropriate resources for successfully completing the action plan items outlined in the WSMP.

When considering how to take action, Westerville should consider the following:

Identify a Champion

Each action item laid out will require a champion who can own the responsibility for achieving the action. These champions should be empowered with the ability to mobilize partners and align resources specific to the needs of the action item.

Measure Progress

The best way to maintain momentum is to continue to monitor its progress regularly. Regular status updates on how the WSMP plan is being utilized should be provided.

Be Accountable

Commitment of Community resources need to ensure that those resources are used effectively for the successful implementation of future mobility improvements. When action items in the WSMP are considered for implementation, consideration must also be given to the time needed for achieving that success, as some items are more easily achieved than others.

Promoting and encouraging a mobility system that provides a variety of easily accessible, safe, and affordable travel options continues to be a priority for the City of Westerville and for communities across the region, state, and country. The Westerville Strategic Mobility Plan is an initial step in creating a vibrant community where mobility helps the community thrive, in turn benefiting the City's safety, health, economy, environment, and livability. Effective partnerships as well as interdepartmental coordination and cooperation will ensure that Westerville's challenges become its opportunities and the ongoing success of Westerville becomes its citizens' legacy. This plan, when supported by City administration, city staff, local businesses, residents, and regional partners, serves as an impactful advocacy tool to make mobility a priority for Westerville.