Objectives:

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

A community’s appeal drives economic prosperity.

• What attracts people to a place and keeps them there? Community distinctiveness

• Community distinctiveness occurs at the individual scale and involves providing a unique and satisfying experience within the built environment; such as streetscapes, architecture, historic character, socially active spaces, restaurants, parks and open space, events, and attention to detail.
SHIFTING SOCIETAL TRENDS

Desire for authentic, walkable town centers

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

Desire for more diverse housing options

- There is a growing interest in neighborhoods with a strong urban fabric — mixed-use properties, higher population densities, entertainment options, and access to public transportation.

- Desire to “Age in Place”: America’s aging population prefers pedestrian-oriented neighborhoods with high levels of services and amenities. Similar desire among Young Professionals.
SHIFTING SOCIETAL TRENDS

Retail is dynamic & evolving

- Retail that is integrated into a mix of uses with vibrant public and civic space will remain competitive. It has to be an experience.

- Corner store (1,500-3,000 square feet) requires 1,000 dwellings within a 5 minute walk.
SHIFTING SOCIETAL TRENDS

Desire for transportation options

• 26% of 16-34 year olds don’t have a driver’s license

• In 2009, 16 to 34-year-olds took 24 percent more bike trips than they took in 2001

• A significant portion of the population does not drive: under 16, disabled, elderly, etc.
STUDY AREA

Otterbein University
Mt. Carmel St. Ann’s
Sharon Woods
Heritage Park
STUDY AREA

Otterbein University
Mt. Carmel St. Ann’s
Sharon Woods

95 acres
44 acres

Heritage Park
EMPLOYMENT CENTERS

Otterbein University

Chase

St. Ann’s
EMPLOYMENT CENTERS

655 Employees
+- 3,000 Students

1,500 Employees

2,050 Employees
20,000 Admissions

4,200+
Employees
Today
PARK DESTINATIONS

Sharon Woods
775,000 Annual Visitors

Heritage Park
Alum Creek Park
Alum Creek Trail
Sharon Woods Metro Park
Main Street
Cleveland Avenue
POTENTIAL VEHICULAR CONNECTIONS
POTENTIAL VEHICULAR CONNECTIONS
Move pictures – best and most appropriate – to respective plan slides
Move pictures – best and most appropriate – to respective plan slides
POTENTIAL REDEVELOPMENT SCENARIO
POTENTIAL REDEVELOPMENT - PHASE 1
POTENTIAL REDEVELOPMENT - PHASE 3
EXAMPLE REDEVELOPMENT SCENARIO
EXAMPLE REDEVELOPMENT SCENARIO

700,000 SQ FT OF NEW DEVELOPMENT
OTTERBEIN LAKE
Main Street Recommendations:

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

- Civic Infill
- Mixed Use Infill
- On Street Parking
- Improved Streetscape
- Pedestrian Scaled Lighting
- Bike Sharrows
- 3 Travel Lanes
- Gateway Banners
Cleveland Avenue Recommendations:

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

- Mixed Use Infill
- Improved Streetscape
- Existing Residential
- Arterial Scaled Lighting
- 5 Travel Lanes
- Bike Trail
CHARACTER - RESIDENTIAL
CHARACTER - RESIDENTIAL
NEXT STEPS

MKS

MKS
NEXT STEPS

1. Revised Concepts

2. Incorporate recommendations in upcoming Comprehensive Plan