Community Overview 38
Education 40
Public Safety 43
Parks & Recreation 46
Historic Preservation 50
Urban Design 56
**OVERVIEW**

What makes a Community?

It is a combination of characteristics that makes a place special and unique. ‘Sense of Place’ involves the human experience in a landscape, the local knowledge and folklore. Sense of place also grows from identifying oneself in relation to a particular piece of land on the surface of Earth.

Another way of looking at sense of place is contrast: places like strip malls have little sense of place because they more or less all look very similar, often people do not want to spend any time there or write anything about them. Whereas places that exhibit a strong sense of place have an identity and character recognized immediately by a visitor and valued deeply by residents. That is a sense that requires time, energy, and stewardship to realize.

“This is talking about the knowledge of a place that comes from working in it in all weathers, making a living from it, suffering from its catastrophes, loving its mornings or evenings or hot noons, valuing it for the profound investment of labor and feeling that you, your parents and grandparents, your all-but-unknown ancestors have put into it”.

- Wallace Stegner, American writer and historian, Pulitzer Prize winner 1972

The Community Chapter captures the attributes most cherished by Westerville’s residents - What gives this ‘Sense of Place’ to those that live and work here. The unique attributes are outlined here and the following sections, yet it is essentially the PEOPLE who have lived, are living and will live here that help keep and enhance this unique place.

**WHAT IS IN THIS CHAPTER**

<table>
<thead>
<tr>
<th>SECTION</th>
<th>COMMUNITY STRATEGY</th>
<th>RECOMMENDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td><strong>C1:</strong> Increased collaboration between the City of Westerville, Westerville City School District, Otterbein University and other education providers for an educated workforce and engaged citizens.</td>
<td>C1.1-C1.4</td>
</tr>
<tr>
<td>Public Safety</td>
<td><strong>C2:</strong> Provide effective and efficient delivery of public safety city service.</td>
<td>C2.1-C2.7</td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td><strong>C3:</strong> Year-round choices of quality outdoor and indoor recreational and cultural activities.</td>
<td>C3.1-C3.3</td>
</tr>
<tr>
<td></td>
<td><strong>C4:</strong> Each resident is within 1/4 mile of a public park or trail.</td>
<td>C4.1-C4.3</td>
</tr>
<tr>
<td>Historic Preservation</td>
<td><strong>C5:</strong> Pro-actively protect historic places, buildings, districts and sites.</td>
<td>C5.1-C5.6</td>
</tr>
<tr>
<td></td>
<td><strong>C6:</strong> Strengthen zoning code language to further require preservation and integration of historic structures into proposed development plans.</td>
<td>C6.1-C6.2</td>
</tr>
<tr>
<td></td>
<td><strong>C7:</strong> Promote historic preservation as an economic development tool to develop and market Westerville’s unique character.</td>
<td>C7.1-C7.2</td>
</tr>
<tr>
<td>Urban Design</td>
<td><strong>C8:</strong> Be an attractive city of distinctive and memorable places.</td>
<td>C8.1-C8.7</td>
</tr>
</tbody>
</table>
What Makes Westerville Unique in the Central Ohio

EDUCATION is a priority for residents and businesses alike, and Westerville provides tremendous educational resources and opportunities, from the University to a quality public school system, multiple parochial schools, and a robust Public Library. Westerville City School District’s boundaries are much larger than the city limits, and include three high schools, four middle schools and 15 elementary schools.

OTTERBEIN UNIVERSITY is what makes Westerville a college town with charm. Otterbein University provides partnerships, internships, and research opportunities with 3,000 undergraduate and graduate students and 74 majors, and continues to be an economic, social and civil partner for the future of Westerville. As an institution of higher learning that pumps cultural and intellectual capital into the community - by way of lifelong learning, early college experiences, workforce development, artistic performances, civil debate and academic lectures open to all - it is crucial to value the university as a large employer and strategic partner in implementing this plan.

As a SAFE COMMUNITY, Westerville encourages a feeling of protection in our community no matter gender, race, or age you will feel protected in our community. Westerville welcomes all kinds of diversity, and our community takes pride in providing a sense of security for all residents. Maintaining a sense of neighborhood pride and activities that keep people positively interacting with staff, police, neighbors and each other; along with three fire stations with officers and firefighters participating at all community events.

92% of residents are very satisfied with the city services.

2014 Resident Survey

The PARKS & RECREATION department continues to promote a healthy and active community, contributing to overall happiness by sponsoring arts, cultural learning and events, local agriculture, walking and biking to school and festivals for all ages. As a major contributor of exporting the ‘City within a Park’ brand, the 600 park acres, 12,000 street trees and 30 miles of recreational trails will only continue to grow. To continue to provide the “Westerville way of life”, there is a need to balance smart development with the area’s important natural resources. The Parks & Recreation facilities will continue to be a leader in innovative facilities and programs for the changing demographics and expanding workforce.

93% of residents used a Westerville Park and Recreational facility in the past year.

2014 Resident Survey

UPTOWN is the quintessential 19th century urban center, with buildings built to last hundreds of years and many different uses within them. This historic core is the heart of our cultural heritage and community, hosts civic government, local businesses, the farmer’s market and exciting events. Uptown is an authentic walkable, vibrant center that sets the example of character and form for other ‘centers’ within the city. The ‘Uptown Plan’ (2014) outlines the necessary preservation, reinvestment and potential future for this gem, and Westerville plans on protecting and preserving the heritage of Uptown. See also “Key Assets”, pg. 32.


35% Sense of Community
27% Parks and Recreation
13% Location/Access
13% Education
10% Uptown
EDUCATION

Westerville provides tremendous educational resources and opportunities, with Otterbein University, a quality public school system, multiple parochial schools, vocational and workforce training schools, and educational programs in our library and Parks & Recreation and Service departments. Members of the education community are fully engaged in community leadership roles, for example serving on civic boards and commissions, leading volunteer groups and service teams. We are a community of lifelong learning and service.

Existing Assets

Otterbein University provides opportunities for high school through retirees to participate in classes, and Lifelong Learning Institute workforce and innovative leadership programs, access to research and technology resources, student internships, and community partnerships to enhance community growth. Westerville hosts a Columbus Community College satellite campus with many certification programs and partnerships with the School District to offer job training for non-traditional high school students as well as bachelors degree completion programs with Otterbein University.

Westerville Public School District’s boundaries are much larger than the city limits. The schools serves students from Westerville, Minerva Park, Blendon Township and Genoa Township, portions of Columbus and other nearby rural areas. The district includes three high schools, four middle schools and 15 elementary schools. Sixty-percent of the school’s population lives outside of the city limits, as many of these families are the very workforce providing income tax revenue benefiting all residents, employees and visitors. Sustainable economic tools include educating the workforce of tomorrow, starting as early as preschool and kindergarten; and making lifelong learning part of the community’s everyday life.

Future Needs

The scenario process (see pgs 64-68) indicated that Westerville has the capacity to host 5,000 to 10,000 additional jobs. Technology is changing our world quickly, and tomorrow’s jobs will not look like today’s, but there will most likely still be services, retail, medical facilities, places for learning and social spaces. The Economic Development Strategic Plan (Boyette 2014) outlines that the amount and quality of jobs are dependent on:

- An educational system that starts earlier and incorporates critical thinking, technology and creative problem solving
- Lifelong learning that is promoted, not just available, to keep minds sharp and engaged
- Quality of place that attracts the ‘creative class’ much attributed to revitalizing and keeping cities vibrant - this is applicable to the physical learning environment of classrooms and school buildings.

“The quality of the school district and convenience to schools plays a major factor in neighborhood choice.”

Sources: National Assoc of Realtors, Home Buyer and Seller Generational Trends Report 2015
DESIRED OUTCOME

C1 Increased collaboration between the City of Westerville, Westerville Library, Westerville City School District, Otterbein University and other education providers for an educated workforce and engaged citizens.

RECOMMENDATIONS

C1.1 Work with the Westerville Partnership and its goals for data sharing, promotion, economic development, analysis of gaps in educational needs, and innovative collaboration to fill those gaps, measuring success and big moves forward.

C1.2 Continue to collaborate with the school district by working together on workforce development initiatives and development/redevelopment efforts. Examples of how this is a systems approach to the type of community desired. Workforce development and educational quality are two of the largest drivers for business attraction and growth1; and will ultimately play a significant role in office space, research space, flex space and mixed-use development demand.

C1.3 Strengthen Otterbein University’s role in Westerville’s economic development efforts.

C1.4 Continue to publish and market all continuing and life-long learning opportunities.

TABLE: EXISTING EDUCATIONAL ATTAINMENT

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Westerville</th>
<th>Ohio</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate or professional degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate’s degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some college, no degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school graduate</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>9th to 12th grade, no diploma</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 9th grade</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Source: US Census ACS 2010-2012 (3 year estimate)
Population 25 years and over

1 Westerville Economic Development Strategic Plan (Boyette, 2014)

Westerville Partnership

Otterbein University, Westerville Chamber of Commerce, Westerville School District, Westerville Library and the City of Westerville working together for community benefits and knowledge-sharing.

Educational Attainment

High percentage of residents with college education. Compared to state and national averages, Westerville residents have a higher than average level of educational attainment. Almost 55% of residents have achieved a Bachelor’s degree or higher. Conversely, less than 10% of the community have not graduated high school. Over 80% of Westerville City School district graduates pursue a college education.
PUBLIC SAFETY

Public safety includes fire protection, emergency medical services, and law enforcement. Paramedic services (EMS) are provided by the Westerville Fire Department and Emergency Dispatch (911) communications is provided by the Westerville Police Department. Other divisions working to ensure public safety are: Engineering (building streets, recreational trails and sidewalks for safety); Building (building code for safe structures); and Code Enforcement. This section focuses on the fire, emergency services and police. All city departments coordinate with each other and surrounding jurisdictions to proactively protect and serve Westerville residents, businesses, workforce and students; address problems, and plan for future needs.

Existing Assets

The Westerville Police Division responds to all calls for service from citizens, provides crime prevention programs, home and business security, community outreach and patrols, animal control and school safety. The police division headquarters is located at 29 S State Street, and consists of 75 full-time officers and 15 part-time reserve officers, eight detectives, two deputy chiefs and one police chief.

The Westerville Fire Division serves Westerville and Blendon Township, an area of 18.7 square miles - providing fire suppression, emergency medical and fire prevention programs. The division is staffed by 85 full-time and 24 part-time fire fighter and paramedics; including three fire inspectors, two deputy chiefs, a fire marshal and one fire chief. The division also employs one full-time secretary. Three fire stations are located throughout the community to provide four-minute response time.

Four hospitals serve the city and region, providing emergency and healthcare within easy reach.

Future Needs

There are aspects of public planning that can affect crime and the perception of safety. For example, creating vibrant urban centers, well-used parks and walkable neighborhoods puts more “eyes on the street,” making these areas safer. Fostering pride in residential areas and encouraging pedestrian activity on the streets (for example, lots of front porch sitting and chatting) and in public areas (active parks programming) create a more active and cohesive community with safety benefits as well. Youth training and intervention has shown to be effective in reduced crime rates.1

Additional population, housing and jobs will certainly require additional staffing and creative mobility resources. The police station has already outgrown its existing building and a JUSTICE CENTER – combining the City Police Department, Mayor’s Court, Detectives, shooting and training range and possibly the Otterbein Police – is a goal for the life of this plan. (See Community Facilities, pg. 173, D14.2)

The Fire Department can meet the needs of the demographic shift of increasing older population, as every firefighter is a paramedic. All full-time firefighters are state-certified fire inspectors, utilizing technology for efficient facility inspections, emergency response strategies and to limit life and property loss. EMS prevention strategies proactively help our aging population manage their personal health, and this is done in partnership with different social services and local hospital systems. It is anticipated that EMS service calls will increase, and the Westerville Fire Division will be prepared with the appropriate resources, training and technology.2

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1 Westerville Division of Police, Strategic Plan (2013)
2 Westerville Fire Division Annual Report (2013)
DESIRED OUTCOME

C2  Provide effective and efficient delivery of public safety city service.

RECOMMENDATIONS

C2.1  Coordinate growth with emergency services resources.
      Continued growth will increase the demand for rapid response services. New technology can improve productivity, but public safety requires that increased staffing, sufficient equipment and facilities new development, maintaining the current ratios of staffing and facilities to population. Thus, the ‘cost of development’ must include consideration of public safety costs.

C2.2  Coordinate or co-locate municipal services and support facilities, where feasible.
      A future Justice Center can coordinate police, courts, Otterbein Police, emergency coordination and training facilities for all city departments involved in emergency management services.

C2.3  Provide timely public safety response to all emergency incidents.
      With coordinated communications and appropriate resources, police, fire and EMS can maintain high standards of service.

C2.4  Initiate and maintain programs and services that provide a safe environment for citizens and reduce crime.
      Partnering with schools, hospitals, local businesses and churches to further the reach of people included in programs and services.

C2.5  Utilize effective technology to use data and enhance officer and public safety.
      With data analytics and predictive modeling, operational efficiencies and greater security can be maintained and increased.

C2.6  Continue fire-hazard reduction and public education in fire safety.
      Promote and improve fire safety through clear communication, community outreach and public education.

C2.7  Provide the best staff resources to the community.
      Recruit, hire, develop and promote excellent community-minded team players who serve the public with the highest standards of service and integrity.

TABLE: FIRE AND EMS RUN COMPARISON 2010-2015

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMS</td>
<td>6000</td>
<td>4000</td>
<td>2000</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>FIRE</td>
<td>6000</td>
<td>4000</td>
<td>2000</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

safety
PARKS AND RECREATION

Westerville is a nationally recognized “City Within a Park,” and possesses one of the best parks systems in the country thanks to the support of our residents and users. In 2014, a Parks, Recreation and Open Space (PROS) plan was adopted as the guiding document for detailed Parks and Recreation Capital and Programming Planning.

In 2014, Westerville voters renewed the one quarter of one percent (.025%) income tax dedicated to the parks & recreation system. The Parks and Recreation Department focuses on: exemplary customer service, community involvement; being stewards of the natural and built environment; teamwork; providing extraordinary recreation experiences; and to continuing to plan, develop and refresh all of the Westerville’s parks, facilities and greenways. Many community partners tout the parks and recreational facilities to potential future residents and employers.

Existing Assets

With nearly 600 acres of park lands in 46 locations, 12,000 street trees, more than 29 miles of paths and bike recreational trails, a modern 96,600-square-foot community center, Highlands Aquatic Center and some of the most active seniors anywhere, Westerville truly is a city within a park.

Parks and Recreation is also responsible for siting and promoting conservation areas, specifically those areas most sensitive in contributing to the area’s water quality and natural tree canopy.

Future Needs

The PROS plan outlines future needs as a growing population and changing demographics will produce more millennials as well as active older adults. The parks and recreational trails resources are focused in multiple ways:

1. To provide the adventure sports desired by younger users. This will include an 'Edge Adventure Park' as well as additional Alum Creek amenities, such as water sports engagement, a mountain biking, kayaking, and a ropes course.

2. To provide additional resources for an increasingly active older population, the Senior Center services and space will be folded into the expanded Community Center, with other activities not available at the existing location.

3. To provide for increased biking and walking opportunities for all age groups – for seniors to walk to shopping and activities and for more students to be able to walk and bike to school.

4. Continue to integrate play space and sports playing fields into public spaces, as feasible.

The Parks and Recreation department also provides an increasing amount of arts and cultural learning and engagement in the community, and this will most likely continue to expand as community partners coordinate efforts and resources.

In keeping with a City within a Park, natural resources such as trees, streams, tributaries, wetlands, woodlands and other natural areas are vital to the Westerville community’s quality of life, health and economic vitality - and even its transportation network. Natural resources provide important recreational opportunities, wildlife habitats, reduce runoff and improve air and water quality. Development decisions must consider how to protect and even expand these natural resources and trail system (see Natural Environment, pages 178-183).
DESIRED OUTCOME

C3  Year-round choices of quality outdoor and indoor recreational and cultural activities.

RECOMMENDATIONS

C3.1  The planned expansion of the Westerville Community Center will incorporate senior center activities and other programs. Incorporate active adult activities, expanded courts, jogging, water sports and programming.

C3.2  Establish programming in all parks that keeps residents active and safe. Sports activities, community events, club activities, live-music recitals, meet-up groups and play-dates, as examples, activate park spaces.

C3.3  Continue to be a leader in innovative facilities and programs within our parks and recreation department. Recognize and facilitate community interest and workforce demand for ‘adventure sports’ (mountain biking, kayaking, rappelling, zip lines, etc.) as well as other sports that may emerge to satisfy changing market demands, including those of seniors.

*See E3.4 – Arts & Cultural coordination and mutual planning as an economic development tool.

DESIRED OUTCOME

C4  Each resident is within 1/2 mile of a public park or trail.

RECOMMENDATIONS

C4.1  Expand the Alum Creek Corridor park and regional trail system and create a continuous park from the north to south city limits. See PROS Plan, pg. 91-99.

C4.2  Continue to expand Westerville’s recreational trails. The city currently has 29 miles of recreational trails. Adding trail miles will ensure every Westerville resident is within 1/2 mile of a trail, and that these trails connect with neighboring and regional trail system.

C4.3  Work with Columbus to develop a Hoover Reservoir linear park system. There is vacant city-owned land located on the west side of the Hoover Reservoir. The City of Westerville and City of Columbus can work together to explore the development of a linear park.

Why is 1/2 mile significant?
1/2 mile = 10 minute walk
HISTORIC PRESERVATION

Westerville is home to various structures and sites that provide significant historical contributions to this city's development and evolution. Such resources support the city's identity, as evident in the Uptown District, and are reminders of its important role in such events as the Underground Railroad and the Temperance movement.

Westerville’s residents established a caring community with the establishment of Otterbein College, an Underground Railroad station, suffrage and prohibition. This would be a huge heritage tourism draw by providing tours, public education materials, and reinvestment in historical resources.

Existing Assets
There are currently 13 buildings and one district within the city limits that are listed on the National Register of Historic Places. Only one building, Emerson School, is located within the boundaries of the Uptown District where protection from demolition or inappropriate alterations is provided through the Uptown Review Board. Protecting and appropriately caring for the city’s historic and cultural resources is an important objective of this plan.

Future Needs
To appreciate and build upon the community’s rich heritage, Westerville will need to develop a public education program along with a historic preservation plan.

Westerville holds unique opportunities with Otterbein University’s campus buildings, Uptown’s historic core and our remaining Ohio barns to preserve and share these experiences with others and build Westerville’s brand of authenticity. Capitalizing on the community’s agricultural roots would be prime heritage tourism.

What is ‘historic’

DEFINITION
To be considered ‘historic’ (versus just ‘old’), a building must have:

AGE: at least 50-years-old

SIGNIFICANCE THROUGH:
1. direct association with individuals, events, activities or development that shaped American history;

2. embody distinctive physical characteristics of an architectural style or;

3. by having the potential to yield information important to our past.

INTEGRITY
a structure must be relatively unchanged and maintain historic physical integrity.

Source: National Park Service, Secretary of the Interior Standards.
DESIRED OUTCOME

C5  Pro-actively protect historic places, buildings, districts and sites.

RECOMMENDATIONS

C5.1  Develop a shared historic preservation public education program with the Westerville Partnership emphasizing the importance of places, buildings and events of historic context and significance. Help homeowners and commercial building owners understand the unique challenges and benefits in maintaining a historic home; to understand if their home is eligible for the National Registry and that investment in their properties can benefit them and the rest of the community. Real estate value increases and tax base stabilizes, creating a channel for future investment and job creation.

C5.2  Develop a 'Westerville Historic Preservation Plan' - Research and document historic buildings, districts and sites as well as defining resources to preserve and fund them. The Preservation Plan should include:
- Researching and documenting historic buildings, barns, districts, and sites;
- Prioritizing significant buildings, sites and districts that have a high-level of physical integrity and character;
- A program to designate and list significant structures on local, state and/or national registers. Such program is to include public participation mechanisms and hearings;
- Funding sources that encourage historic preservation.
- Agricultural preservation component at appropriate scale.

C5.3  Expand the purview of the Uptown Review Board to become the Uptown and Landmark Review Board. Enable the Board to review, recommend and allot resources for the protection of all historic structures, districts and sites.

C5.4  Infill and redevelopment projects contiguous to historic structures or districts will be designed in a manner to respect the historic context. By design, materials, scale, architecture, and landscape, new can respect and compliment the old.

C5.5  Pursue Certified Local Government (CLG) Designation for Westerville. Enabling Westerville to be eligible for grants to conduct a wide range of preservation activities in cooperation with the Ohio Historic Preservation Office and the U.S. Department of the Interior, including surveys of historic resources and nominating properties to the National Register of Historic Places.

C5.6  Pursue potential preservation funding from local, state and federal programs and market these to historic commercial property owners. The federal 20 percent and state 25 percent historic tax credits, Main Street Program, Special Improvement Districts, Tax Increment Financing, façade improvement programs and others. (See pg 51 for more preservation resources.)
**DESIRED OUTCOME**

**C6** Strengthen zoning code language to further require preservation and integration of historic structures into proposed development plans.

**RECOMMENDATIONS**

**C6.1** Enhance the criteria for site planning and development. Plan reviews to require appropriate consideration of historic structures.

**C6.2** Designate the Architectural Review District(s) as overlay district(s) and separate their boundaries from those of the Uptown District. Zoning Code update to address Historical Architectural Review District(s)

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**DESIRED OUTCOME**

**C7** Promote historic preservation as an economic development tool to develop and market Westerville’s unique character.

**RECOMMENDATIONS**

**C7.1** Capitalize on heritage tourism opportunities by promoting Uptown Westerville and the city’s role in the temperance movement as well as the Underground Railroad.

Coordinate with the Westerville Public Library, Westerville Uptown Merchants Association, Westerville Historical Society, Westerville Convention & Visitors Bureau, Otterbein University, Westerville City School District and others. Tourism has a variety of impacts on other businesses nearby like restaurants, hotels and small shops. Tourism is not solely limited to visitors, but also residents who are interested in learning about the city they live in. Tourism can lead to small museums and other forms of cultural promotion.

**C7.2** Create an Uptown management program. As a means to manage parking in a popular historic district, promote historic preservation in the Uptown District and facilitate coordination between all property and business owners.
HISTORIC PRESERVATION RESOURCES

Ohio Historic Preservation Office
Ohio Historical Society
800 E. 17th Ave.
Columbus, Ohio 43211-2474
(614) 298-2000
www.ohiohistory.org

National Trust for Historic Preservation
1785 Massachusetts Avenue, NW
Washington, D.C. 20036
(202) 673-4000
www.nationaltrust.org

Heritage Ohio
846 1/2 East Main Street
Columbus, Ohio 43215
(614) 258-6200
www.heritageohio.org

Preservation Ohio
101 1/2 North Main Street
Mansfield, OH 44902
(567) 876-1914
www.preservationohio.org

Ohio Cultural Arts Facilities Commission
100 East Broad Street, Suite 300
Columbus, Ohio 43215-3416
(614) 752-2770
www.culture.ohio.gov
www.ohiohistory.org/resource/histpres
www2.cr.nps.gov/freepubs.htm
www2.cr.nps.gov

The National Register of Historic Places
This is the nation’s list of properties recognized by the National Park Service (U.S. Department of the Interior) as worthy of preservation for their local, state or national significance in the areas of American history, architecture, archaeology, engineering or culture. The program in Ohio is administered by the Ohio Historic Preservation Office (a division of the Ohio Historical Society).

Secretary of Interiors standards for restoration are outlined within the four contexts of:
- **Preservation** - places a high premium of the retention of all historic fabric through conservation, maintenance and repair.
- **Rehabilitation** is a standard for preservation but is more lenient because it presumes the building is so deteriorated that it needs repairs to prevent further deterioration.
- **Restoration** includes preservation, leaving as much material untouched as possible, reconstructing missing elements and repairing to make the building historically accurate.
- **Reconstruction** allows the recreation of a missing building or elements in all new appropriate materials.

The 20% Historic Rehabilitation Incentive Tax Credit
Federal tax legislation in 1981 and 1986 created a Historic Tax Credit to encourage investment in historic structures listed in the National Register of Historic Places, either individually or as part of a registered historic district. To use the credit, a building must be “income-producing” – used for industrial, commercial, office, or residential rental purposes; the rehabilitation must be “substantial” – that is, the rehabilitation must cost at least as much as the adjusted basis in the property or $5,000, whichever is greater; and the rehabilitation work must be certified as complying with the Secretary of the Interior’s Standards for Rehabilitation.

The 10% Non-historic Tax Credit
In 1986, Congress amended the legislation enacted in 1981 that created the historic rehabilitation tax credit. At the same time, they established a non-historic tax credit of 10%. This credit is available to anyone rehabilitating a property, not listed in the National Register of Historic Places that was placed in service prior to 1936 and intends to use it for an income-producing commercial or industrial use. Like the historic tax credit, the rehabilitation must be considered “substantial” – that is, the rehabilitation must cost at least as much as the adjusted basis in the property or $5,000, whichever is greater. Unlike the historic tax credit, the non-historic tax credit does not apply to income-producing residential buildings.

The 25% Ohio Historic Preservation Tax Credit Program
This program is administered by the Ohio Department of Development’s Urban Development Division, with assistance provided by the Ohio Historic Preservation Office of the Ohio Historical Society and the Ohio Department of Taxation. The program provides a tax credit for rehabilitation expenses to owners of historically significant buildings. The tax credit provides 25 percent of qualified rehabilitation expenses for historic rehabilitation projects. The expenditures represent hard construction costs generally consisting of improvements made to the building structure and interior. The work must meet the U.S. Secretary of the Interior’s Standards for Rehabilitation of Historic Properties.

Special Improvement Districts
Chapter 1710 of the Ohio Revised Code is enabling legislation for communities to establish Special Improvement Districts (SID) within a defined geographic area, to generate funding to accomplish a wide variety of activities. The SID must have support from at least 60% of the property owners to be established and it must be renewed periodically. A number of Ohio communities are using this program for preservation and revitalization efforts.
HISTORIC WESTERVILLE

Historic Buildings listed on National Register of Historic Places:
1. Alkire House
2. Benjamin Hanby House
3. Otterbein Mausoleum
4. Westerville High School-Vine Street School
5. Towers Hall, Otterbein College
6. John W. Everall Farm Buildings
7. Home for the Aged Deaf
8. Central College Presbyterian Church
9. Presbyterian Parsonage
10. Gideon Hart House
11. Rev. Ebenezer Washburn House
12. Stephen Sharp House
13. Squires Glen Farm

Historically Contextual Buildings:
1. Braun Farm Barn
2. Everall Barn
3. Yamelli Farm Barn
4. Knox-Metzger Log House
5. Brown Farm Barn

- Temperance Row - Listed as Historic District on National Register of Historic Places
- Uptown District
- Olde Westerville Special Overlay District
- Built prior to 1920 - Property possibly considered for future historic preservation
- Westerville 1872 City Boundary

Westerville City Boundary

* Source: U.S. Department of the Interior, National Park Service
** Source: Franklin and Delaware County Auditor

Criteria for Evaluation:
The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:
A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
B. That are associated with the lives of significant persons in or past; or
C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
D. That have yielded or may be likely to yield, information important in history or prehistory.

The information from which this map was compiled is constantly being updated and is subject to change. The information has been compiled from various sources, which we believe to be reliable. However, we do not warrant this information.

Date: 3/31/2017
URBAN DESIGN

Urban Design is the process of shaping the physical setting for life in cities. It is the art of making places and involves the design of buildings, groups of buildings, spaces and landscapes, as well as the process that makes successful development possible. One of Westerville’s greatest strengths is quality of life and sense of place. This section provides specific recommendations for defining our community’s character and appearance. While no particular action or design element will fully characterize Westerville, a variety of elements can be used to emphasize the Westerville brand, which is a tool to attract new investment, tourism, employees, employers and residents. This Plan recognizes the importance of the following elements in each development proposal. More detailed design protocols will need to be formulated in the future zoning code update to continue our tradition as a City within a Park.

Elements of Urban Design

Buildings are the most pronounced elements of urban design, as they shape the City by forming the “walls” along the street. Uptown’s historic and varied buildings are close to the street, which feels more intimate. Its architecture adds great interest and beauty, while mid-century shopping centers are set farther back from the street with parking between the street and the buildings. This feels more “detached” from the urban form. Beautiful buildings contribute to beautiful places. To emphasize how buildings contribute to the overall neighborhood feel, each Character Area type (pages 69-77) employs various building types and quality of design and materials is emphasized.

Public Space serves as gathering places for people to come together to socialize, relax and be entertained. Westerville’s parks and Uptown streets currently serve as our most prominent public spaces. The Uptown Plan recommends developing a more centralized public “piazza” or civic outdoor gathering space in the future. The Parks, Recreation and Open Space (PROS) Plan and this Plan outline expanded and additional parks and park features.

Beyond enriching our daily lives, public art is a symbol of a City’s maturity. It increases a community’s assets and expresses a positive sense of identity and values.

Streets are the connections between spaces and places, and are spaces themselves. Streetscapes are defined by their physical dimension, the buildings that line them and the space between (setbacks). Westerville has a healthy street network. Yet, with the transition of street typologies to boulevards, parkways and avenues (Mobility chapter), the emphasis on vehicles is reduced and converts to pedestrians, bicyclists and the landscape itself.

Gateways create an iconic visionary approach into and out of a city in order to create a lasting impression and make a statement. Westerville has developed a gateway signage program, as part of the City’s branding initiative. It is more important what surrounds the sign, than the sign itself. All urban design elements contribute to a gateway. (See page 58 for gateway plan).

Transport systems connect the parts of a city and enable movement throughout. Westerville is fortunate to have a full road network, recreational trails and lanes, a full pedestrian networks and public transit. Balancing these systems together in an sophisticated way elevates the pedestrian experience and promotes the City as friendly, inviting and easy to navigate.

DESIGN CITIES FOR PEOPLE

"Now the great majority in the Western world is sitting throughout the day, sitting in the morning, sitting on the transport, sitting during work, sitting on the transport and sitting in the evening, tired and looking at television. In this way there is no natural activity built into the day. You have to set aside special fitness time. That is why cities like Copenhagen, Melbourne, Sydney, New York and Vancouver now have a specific policy. These cities will do whatever they can to invite people to walk and bicycle as much as possible in the course of their daily activities. Only one hour of moderate exercise like walking for half an hour to work and half an hour back, or bicycling, can give you an extra seven years of life."

Landscape Architect, Jan Gehl
The landscape is the green that weaves throughout, in the form of parks, street trees, plants, flowers, planters, public art, signage design, lighting and water in many forms. Landscape helps define the character of the City as a whole, and central to our tradition as a City within a Park, which is an important consideration in all public and private development proposals. Sustainable landscape design includes a balance of natural features and highly designed spaces.

Night Lighting “sets the stage.” Lighting is currently managed on levels for safety, and is sufficient. There are residential concerns of both over-lighting and dark areas, so balance and careful lighting design is needed. Lighting design is an art and science; the future design of the nighttime environment should instill feelings of safety, enjoyment and admiration.

Viewsheids are areas visible from a specific location. When used in urban design, they can be among the most compelling places to be. Consideration of viewsheds for streetscape, park and piazza design is especially important.

“The design of nighttime environments that instill feelings of both safety and enjoyment is of critical importance to the economic and cultural vitality of urban centers around the world.”

Source: Light and the Urban Nightscape
**DESIGNED OUTCOME**

**C8**  
*Be an attractive city of distinctive and memorable places.*

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<tr>
<th>RECOMMENDATIONS</th>
<th>CHARACTER ELEMENTS</th>
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| **C8.1** Promote design excellence. | • Public discussion on “good design”  
• Enhance public art program  
• Human scale |
| **C8.2** Design respectful of context, that reflects Westerville’s unique historic, environmental and architectural setting | • Development focused on existing vistas and viewsheds  
• Natural features become highlights  
• Open space, farms and wildlife habitats are preserved  
• New buildings are respectful of historic structures |
| **C8.3** Create a form-based standards to reflect appropriate design standards for some strategic locations as well as Uptown area. | • Consistent sidewalk and street designs that reflect the architecture and landscape of the area.  
• Consistent but unique architecture  
• Districts are planned holistically, avoiding fragmented development |
| **C8.4** Develop inviting and walkable streets. | • Mixed uses exist in close proximity  
• Complete sidewalk grid  
• Healthy community  
• Transit is easy and safe to use  
• Bicycle racks and trail connections throughout the community |
| **C8.5** Create a wayfinding plan to define Westerville | • Unique neighborhood gateway signs for neighborhood identity  
• Direction to points of interest  
• “Minutes to walk” part of district signage  
• Consistent branding of signage throughout City |
| **C8.6** Build vibrant public spaces. | • Places that naturally promote human interaction and civic engagement  
• Event space  
• Public art  
• Parks  
• Uptown is preserved and busy |
| **C8.7** Landscaping will establish Westerville as a City Within a Park | • Healthy tree canopy  
• Year-round interest and appeal  
• Garden elements everywhere  
• Night lighting design  
• Natural resource protection  
• Pedestrian and bicycling trails throughout |
### BEST PRACTICES

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### PROCESS TO IMPLEMENT

- Public art plan and funding mechanism.
- Community workshops on design and historic preservation.
- Use a licensed architect to design projects.

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- Site plans include existing site analysis.
- Identify view corridors to be preserved and anchored.
- Enhanced resource preservation requirements.

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- Establish form-based standards, which include design elements of setbacks, sidewalk and street standards, architectural and landscape regulations and others to ensure a consistent but unique character for each Strategic Location.

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- Focused design and connectivity to transit areas, establishing criteria for transit-oriented development.
- Revise codes and provide incentives to promote shared parking lots/structures and sidewalks.
- Incorporate complete-streets standards into development plans.
- Include street typology (see Mobility) in development plan reviews.

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- Complete / update gateway signage program.
- Implement Uptown Plan signage recommendations.
- Facilitate neighborhood discussions interested in gateway signs.

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- Integrate urban forest practices in public and private design proposals to ensure a desired tree canopy.
- Development proposals can create open and public/private spaces that are usable and memorable.
- Include public space in form-based standards of Strategic Locations.

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<th>Image 13</th>
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- Form-based standards include landscape requirements.
- Strengthen natural resource and sustainable design requirements.
The City of Westerville is implementing an entrance signage program, in which major and minor signs have been designed and are being built. With this program, it is understood that it is “more important what is behind the sign than the sign itself”. As the Strategic Locations are developed and redeveloped, the Major Gateways are locations of appropriately more significant buildings, landscaping, and pedestrian activity. The minor gateways are areas of increased landscaping to compliment the new signage. The Uptown/Otterbein University Gateway is an intersection of significant opportunity, in which building form, intersection design, transit-oriented design and landscaping all play a role in developing this important gateway.

GATEWAY LOCATIONS MAP