OVERVIEW

Mobility is directly related to the success of development, the community and economic vitality. Throughout the planning process, one common theme transcended the age demographics of boomers, retirees, young professionals, families and the general workforce – they all want EASY ACCESS and the ability to WALK and BIKE.

Westerville is a suburban city with a historic urban core, street grid pattern, and mix of uses. Later development patterns led to suburban streets and primarily single-family homes, and the majority of residents and employees love their cars and enjoy driving. Yet, traffic continues to be a concern of residents, employees, and employers in Westerville, as ascertained from surveys, community conversations, and during this community plan public process. As the number of jobs and housing increase, a paramount issue is how to manage the increased traffic.

This Plan presents the potential capacity for increased housing and jobs, which creates a valid concern of increased traffic. This is especially true along the major corridors of Cleveland Avenue, State Street, Schrock Road and Polaris Parkway, as these serve the major employment centers.

Westerville can **promote ways to help alleviate the roadway congestion** from the 50,000+ cars arriving and departing at 8 am and 5 pm:

1. Build jobs and housing closer together, so that walking or biking to work is an easier choice for employees to make; those commuting by car are not necessarily getting on and off the highways.
2. Improving management of traffic operations, such as adaptive signal control, real-time travel information, staggered business start and stop times.  
3. Providing and using public transit that is easy, safe and efficient to use.
4. Use car-pooling, Uber and other ride-share programs.
5. Make telecommuting, working from home or “third place” (favorite coffee shop) easy and accessible, which is a growing trend.

This Mobility Chapter is a framework for decision-making as well as more detailed strategic planning. The vision for Mobility is an integrated approach that offers a multitude of transportation choices, within a flexible system that enhances the health and vitality of the community and accommodates the existing and future residents and employees of the City within a Park. The objective is to IMPROVE MOBILITY with strategies and recommendations that focus on:

1. Improve safety
2. Maintain mobility for automobiles
3. Improve mobility for all users: bicyclists, walkers, and transit (bus) riders
4. Create a more efficient transportation network for businesses
5. Revise parking standards to support new development strategies

COMMUTING PATTERNS 2011

| Commuters into Westerville primarily originate in Columbus (over 10,000 workers). Other common origins are Genoa and Orange Townships, Gahanna and Dublin (about 1,000 each). |

85% of commuters drive alone.

“People simply do not like sitting in their car on the roadway, waiting for traffic to move during rush hour.”
- Walkabout participant.

Note: This data is an approximation of primary jobs and origin-destination information provided by the LODES Version 7 OnTheMap application.
Graphic Design: Planning Next
What Makes Westerville Unique in Central Ohio

**CONNECTIVITY.** The City has a historic roadway grid system with multiple north, south, east and west connections; including connections to Central Ohio by way of the I-71, I-161, and I-270 highways. The extensions of Cleveland Avenue and Polaris Parkway in the 1990s provides high-capacity connections to major employment centers.

**GREAT PATHWAYS, BIKEWAYS AND SIDEWALKS.** Westerville has strategically built this infrastructure over the years, and it is easy to walk and bike to most places. One focus of the Westerville Community Plan is to provide sidewalks and bike facilities on all streets and connections to key destinations and transit stops.

**PUBLIC TRANSIT IS AN OPTION.** Central Ohio Transit Authority (COTA) currently runs five routes – 1, 27, 36, 33 and 37 - through Westerville. COTA has future plans to reduce from five to three more frequent routes, with one being a bus-rapid-transit (BRT) line. Many residents (20%) and employees (62%) are within a quarter-mile walking distance of a bus stop. As COTA service expands, so does the likelihood of public transit being a more viable option for residents and daily commuters.

**COLLEGE TOWNS NATURALLY PROMOTE MORE WALKING, BIKING AND BUS-RIDING.** As Otterbein University attracts more than 3,000 students to live, learn and play in Westerville each year, walking, biking, and transit are a normal and affordable option for this demographic.

**REDEVELOPMENT WILL BE THE FOCUS OF FUTURE GROWTH.** Redevelopment areas may be served by sidewalk, bikeway infrastructure, and transit where possible, making better mobility connections and allowing land-use patterns to support multi-modal choices.

### WHAT IS IN THIS CHAPTER

<table>
<thead>
<tr>
<th>SECTION</th>
<th>MOBILITY DESIRED OUTCOMES</th>
<th>RECOMMENDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadways</td>
<td><strong>M1:</strong> Develop a transportation system that respects the context in which it is built – to manage traffic, improve health and safety, increase transportation choices, and contribute to the creation of vibrant places through an interconnected system of roadways, bikeways, transit and sidewalks.</td>
<td><strong>M1.1-M1.9:</strong> Changing the paradigm of how individuals get around; being able to move more residents and employees efficiently will happen with holistic, systemic changes over time.</td>
</tr>
<tr>
<td>Walking and Biking</td>
<td><strong>M2:</strong> Create a pedestrian and bicycle system which is accessible, safe, convenient and linked to priority destinations and transit.</td>
<td><strong>M2.1-M2.7:</strong> Residents and employees will choose to make walking and biking part of their daily lives only if it is safe, well-connected and a pleasure to experience.</td>
</tr>
<tr>
<td>Transit</td>
<td><strong>M3:</strong> Increase public transit use as a transportation choice; coordinating community goals and transit goals for safe, convenient, and effective transit.</td>
<td><strong>M3.1-M3.6:</strong> Development standards that are transit-friendly.</td>
</tr>
<tr>
<td>Parking</td>
<td><strong>M3:</strong> Develop smart parking policies throughout the city. This area focuses on site design with updated guidelines along with increasing and managing Uptown District parking.</td>
<td><strong>M3.1-M4.3:</strong> Good site design and updated parking standards.</td>
</tr>
</tbody>
</table>
ROADWAYS

Most of the streets in America built after 1945 have been designed primarily for the automobile. As Westerville strives to improve upon the City within a Park principle, the public realm (the streets, roads, corridors, alleys, and lanes) all become opportunities to build better places for people – to walk, jog, bike, stroll, rollerblade, push strollers, and hold hands. From the federal transit authority to state highway departments, there is an increasing acknowledgment that the design of streets should be for all users and it sets the stage for the City’s character long into the future.

Existing Conditions

Westerville’s streets and corridors have developed over time and include major routes, bridges, secondary streets and alleys. A quick synopsis of the evolution of the street patterns includes:

- **1847** - Platting of Westerville village streets: Home, Main, Center and West Streets, which include brick streets and alleys.
- **1880 – 1940s** - Street car and trolley system commuter from Westerville to downtown Columbus takes one hour. Trolley barn still exists as “Westerville Carhouse” on State Street.
- **1923** - State Street, as part of the original State Route 3 becomes an official state highway, connecting Cincinnati, Columbus and Cleveland.
- **1950s and 60s** begins post WWII development street patterns, such as Electric Avenue and Huber Village Boulevard.
- **1970s-1980s** - Suburban residential development, such as Twelve Trees and Annehurst subdivisions. The I-270 interchange is constructed at State Street (SR3) and Cleveland Avenue.
- **1990s** - Cleveland Avenue is extended; Polaris Parkway is built and Sunbury Road is widened.
- **2003** - County Line Road is extended to Worthington Road; Spring Road is connected to Big Walnut Road (via Tussic Street).
- **2012** - South State Street Improvement Project, Phase 1 is complete.

Today, corridors continue to be developed, maintained and improved to accomplish the historical precedence of connecting neighborhoods, connecting Westerville to other communities, and people to businesses and daily needs. Understanding the demands placed on the community’s transportation network is important in assessing the overall impacts of development.

Roadways are long-term investments in which land owners, business owners, regulators and decision-makers are all stakeholders.

Westerville is experiencing healthy development growth, and more is projected. Traffic could limit development, unless people change how they travel and build. Congestion is a daily frustration for many on the main corridors as well as interchange ramps during the rush-hours. Congestion on Polaris Parkway, Cleveland Avenue and South State Street are being addressed with current and near-future improvements.

“The design of cities begins with the design of streets. To make a good city, you need good streets, and that means streets where people want to be. Streets need to be safe and comfortable, they need to be interesting, and they need to be beautiful.”

*Street Design: The Secret to Great Cities and Towns* by Dover, Assengale

25% of current automobile trips in Westerville are by people driving through the city, not stopping and starting here.

*Source: MORPC*
**Future Needs**

All of Westerville’s corridors need to accommodate certain volumes of traffic to allow daily living to occur in tolerable and business-friendly ways. Yet there are also opportunities for sections of some corridors to serve as energetic places for living that also encourage alternative transportation modes: magnets for shopping, working, eating, social gathering and residing.

**How to address future needs:**

**Roadway Typologies:** Although the use of functional classification, will remain important in terms of funding opportunities, shifting from “Arterials, Collectors and Local” to “Parkway, Boulevard and Avenue” will focus roadway designs for all users: cars, bikes, pedestrians and buses (if routes exist) along with important community place-making aspects of landscaping, signage, lighting and intersection designs. This shift serves as a means to promote better efficiency and safety of travel for all users, better access management and becoming, literally, a City within a Park. See typology table on page 192.

**Complete Streets** is the corridor design of choice as a commitment to a healthy transportation network. There is not sufficient space or funding in place to reconstruct all of the community’s streets to accommodate every vehicle, bicyclist and pedestrian, yet a coordinated strategy is required. By establishing a framework plan and policy tools, incremental decisions and improvements can be made in ways that contribute to desired mobility outcomes and the creation of quality places. See M1.1 on page 206.

The four definitions to the right outline current paradigm shift in transportation planning, which integrates street planning and design, transportation planning, land use planning and economic development goals to accommodate multiple needs, including that of surrounding neighborhoods, and contribute to a more compact, walkable form of development.

**Current City of Westerville Complete Streets Resolution (2012):**

Complete streets consider and encourage alternative modes of transportation beyond vehicular travel alone, such as cyclists, pedestrians, public transit, school bus riders, delivery and service personnel, freight haulers, and emergency responders; resulting in a more complete, safer transportation network. To better serve the residents, employees and visitors, a transportation system that follows the general intent of the complete streets concept should include the following:

- Roadways with narrower travel lanes, roundabouts, well-marked pedestrian crosswalks and raised center medians.
- Roadways that incorporate wider sidewalks, bike lanes and access to public transportation.
- Pedestrian and bicycle connections between schools, public recreational facilities, office/retail centers to residential neighborhoods. Amenities such as landscape treatments, street furniture and bicycle parking to enhance the street environment and overall appeal to the transportation user.

**Market Shifts** are favoring ‘Smart Growth’, a planning strategy that places housing and transportation choices near employment, shopping and schools. This can result in stronger local business and promotes a healthier community by more walking and biking, less car driving and cleaner air. As mixed-use becomes a more valuable development pattern, corridor design will need to complement the land use.

**Human Behavioral Patterns** will be affected by future technologies and work location preferences. Driverless cars, working from home, more commuting by bicycle and walking as well as gas prices will all change current driving patterns.

**Traffic Calming Program** in Westerville is to enhance both the safety and quality of life within residential neighborhoods. It uses the approach of education, enforcement and engineering to affect driver behavior in a manner that reduces speeding and non-local cut-through traffic.

**Road Diet** is a technique in improving transportation mode choice. This can involve lane reductions to allow for turn lanes, bike lanes, on-street parking and wider sidewalks. This approach has shown to reduce speeds and provide safer conditions for pedestrians and bicyclists. The selection of a road diet for one corridor must take into account the need for through traffic on other corridors.
How Traffic is Measured and Evaluated

Businesses use “traffic counts” to ascertain potential market demand; planners and transportation engineers use traffic data to understand design criteria of necessary infrastructure to support development; community members usually understand traffic is “good” if they can travel at the speed limit, and traffic is “terrible” if there is a lot of stop and go while they are driving. This section summarizes some basic ways in which car/truck traffic is measured today. The purpose of identifying these terms is to understand how the process for evaluating specific development proposals works. A detailed transportation plan would analyze and evaluate these measures throughout the city to identify necessary improvements. Corridors and traffic, in transportation engineering terms, is measured as:

**Average daily traffic** (ADT) - how many vehicles use a specific segment of roadway every day. Example: Cleveland Avenue at Main Street has an ADT of 33,000. 3 The existing traffic counts are attractive to retailers, and also indicate traffic congestion challenges.

**Travel mode** is the ratio of community members that commutes by walking, biking, bus, car-pooling and driving alone. Travel mode changes over time can indicate success rates of bicycle trails, pedestrian paths and transit routes being increasingly used by the population.

Average **vehicle miles traveled** (VMT), which is measured per person per day. Table 3.2 refers to VMT per resident.

**Traffic Impact Analysis** (TIA) is a report which analyzes proposed new development/redevelopment and recommends roadway improvements to accommodate this development. This is determined by current and proposed future traffic counts and existing and proposed future roadway or intersection. LOS “grades” (see below) based upon development choices. TIA’s in Westerville have historically focused on motorized traffic. TIA’s need to include pedestrians, bicyclists and transit users, if applicable, in the future.

**Levels of Service** (LOS) is a qualitative measure used to “grade” a particular segment of roadway or intersection.

How Traffic is Measured and Monitored

In 2010, the Highway Capacity Manual (HCM) published by the Transportation Research Board, incorporates tools for multi-modal (walking, biking and buses) analysis of urban streets to encourage users to consider the needs of all travelers. This method is designed for evaluating “complete streets”, context-sensitive design alternatives, and smart growth from the perspective of all users of the street. It is used to evaluate the trade-offs of various street designs in terms of their effects on the perception of auto drivers, transit passengers, bicyclists and pedestrians of the quality of service provided by the street.

<table>
<thead>
<tr>
<th>Table 3.1</th>
<th>ADT on WESTERVILLE’S ROADWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND AVE</td>
<td>33,000</td>
</tr>
<tr>
<td>MAIN STREET</td>
<td>12,000</td>
</tr>
<tr>
<td>STATE STREET</td>
<td>41,000</td>
</tr>
<tr>
<td>POLARIS PARKWAY</td>
<td>41,000</td>
</tr>
<tr>
<td>SCHROCK ROAD</td>
<td>26,000</td>
</tr>
<tr>
<td>SUNBURY ROAD</td>
<td>25,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 3.2</th>
<th>TRAVEL MODE AND VMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAR TO WORK</td>
<td>WESTERVILLE 88.02%</td>
</tr>
<tr>
<td>CAR TO WORK (carpool)</td>
<td>77.77%</td>
</tr>
<tr>
<td>BICYCLE TO WORK</td>
<td>0.1%</td>
</tr>
<tr>
<td>WALK TO WORK</td>
<td>3.70%</td>
</tr>
<tr>
<td>PUBLIC TRANSPORT TO WORK</td>
<td>0.55%</td>
</tr>
<tr>
<td>OTHER TRANSPORT TO WORK</td>
<td>10.3%</td>
</tr>
<tr>
<td>WORK AT HOME</td>
<td>6.46%</td>
</tr>
<tr>
<td>VMT</td>
<td>7%</td>
</tr>
</tbody>
</table>

1 Bestplaces.net/transportation/city/ohio/worthington. June 2014
2 Bestplaces.net/transportation/city/ohio/dublin. June 2014
Context Sensitive Solutions (CSS) is a collaborative, interdisciplinary approach that involves all stakeholders in providing a transportation facility that fits its setting. It is an approach that leads to preserving and enhancing scenic, aesthetic, historic, community, and environmental resources, while improving or maintaining safety, mobility, and infrastructure conditions.

- Are in harmony with the community and preserve the environmental, scenic, aesthetic, historic, and natural resource values of the area.
- Are safe for all users.
- Solve problems that are agreed upon by a full range of stakeholders.
- Meet or exceed the expectations of both designers and stakeholders, thereby adding lasting value to the community, the environment, and the transportation system.
- Demonstrate effective and efficient use of resources (people, time, budget), among all parties.

Tools to evaluate: the success of the tools listed above review and analyze “complete streets,” context-sensitive design alternatives, and smart growth from the perspective of all users of the street. It is used to evaluate the trade-offs of various street designs in terms of their effects on the perception of auto drivers, transit passengers, bicyclists, and pedestrians of the quality of service provided by the street.

Incremental improvements are made to roadways and intersections in existing neighborhoods and commercial areas over time.
Roadway Typologies

During the Imagine Westerville process, a new approach to street typing created a hierarchy/classification of roadways that would be better suited to align local policies, codes, and programs. This resulted in the creation of the following street types:

**FREEWAY TYPOLOGY**

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 TYPOLOGY**

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:* 40-50 mph

**BOULEVARD TYPOLOGY**

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:* County Line Road  
*Typical Section:* Multiple travel lanes  
*Speed Limit:* 25-45 mph

**AVENUE TYPOLOGY**

Two to four lane thoroughfares that connect important places. May function as a “main” street. On-street parking is typically provided. May include center medians and bike lanes. Provides access and connectivity to local roadway network.

*Functional Classification:* Collector  
*Local Example:* East College Avenue  
*Typical Section:* Two to four travel lanes  
*Speed Limit:* 25-35 mph

**STREET TYPOLOGY**

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:* Two travel lanes  
*Speed Limit:* 25 mph
### Roadway Design Characteristics

Right-of-ways serve needs of multiple users. Complete streets guidance must be applied to the pedestrian and travel zones. The recognition that street design should be responsive to the area through which it passes is the cornerstone of context sensitive solutions as well as the complete streets movement.

#### Examples of “zones” include: Travel Zone

*(Curb to Curb)*

The travel zone involves the portion of the street that accommodates vehicular activities. These include buffers, driving and parking as well as green infrastructure.

Typical travel zones might include a parking area, a primary automobile travelway and a median encompassing everything from one curb to the other. Travel zones should:

- Promote streets that provide considerations for multiple modes
- Ensure safety is a priority for all users
- Design for lower speeds on streets that have pedestrian and bicycle facilities
- Design streets that reinforce adjacent land uses

### TABLE: STREET DESIGN PRIORITY MATRIX

This chart is to guide the planning and design of new and improving existing roadways. Items of “high” importance should be prioritized in the design process and based upon the context in which the road is built.

<table>
<thead>
<tr>
<th>Land Use Type</th>
<th>Commercial</th>
<th>Mixed-Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Street Typology</strong></td>
<td>Freeway</td>
<td>Parkway</td>
</tr>
<tr>
<td><strong>Functional Classification</strong></td>
<td>Interstates, Freeways, Expressways</td>
<td>Other Principal/Minor Arterial Roadway</td>
</tr>
<tr>
<td><strong>Travel way (Design Characteristic)</strong></td>
<td>Number of Through Lanes</td>
<td>4 - 8+</td>
</tr>
<tr>
<td></td>
<td>Width of Travel Lanes (feet)</td>
<td>12'</td>
</tr>
<tr>
<td></td>
<td>Speed Limit (mph)</td>
<td>55-70</td>
</tr>
<tr>
<td></td>
<td>Design for Larger Vehicles</td>
<td>high</td>
</tr>
<tr>
<td></td>
<td>Vehicle Throughput at Intersections</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>On-street Parking</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Pedestrian Zone</td>
<td>Landscaping/Street Trees</td>
</tr>
<tr>
<td></td>
<td>Buffer Zone</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Street Furniture</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Wide Sidewalks</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Standard Sidewalks</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Public Art</td>
<td>low</td>
</tr>
<tr>
<td><strong>Other (Design Characteristic)</strong></td>
<td>Access Management</td>
<td>fully controlled</td>
</tr>
<tr>
<td></td>
<td>Medians</td>
<td>yes</td>
</tr>
<tr>
<td></td>
<td>Bicycle Accommodation</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Transit Accommodation</td>
<td>yes (travel only)</td>
</tr>
</tbody>
</table>

#### Roadway Design Characteristics

- **Commercial**
- **Mixed-Use**

### Character Areas:

- Civic/Institutional
- Office Campus
- Suburban Commercial / Corridor
- Flex Employment

- Campus
- MUEC
- NC
- Uptown
- Edge Living
- N1
- N2
- N3
- N4
- N5

### Table: Street Design Priority Matrix

This chart is to guide the planning and design of new and improving existing roadways. Items of “high” importance should be prioritized in the design process and based upon the context in which the road is built.
### Pedestrian Zone

*(Building Façade to Curb)*

The pedestrian zone involves the portion of the street that accommodates non-vehicular activities. These include walking as well as business and social gathering.

Typical pedestrian zones include a frontage area, a primary pedestrian walkway and the roadway buffer encompassing everything from the face of the building to the curb. Pedestrian zones should:

- Maximize safety
- Provide a comfortable walking environment
- Promote active and inviting building frontages
- Provide buffered parking areas
- Encourage a cohesive and legible walking environment
- Provide for universal access and continuity
Intersection Design Characteristics

Intersections are critical points of focus on a corridor where the design needs unique consideration. It is important to recognize that the application of tools like the Street Design Priority Matrix are not only for segments of corridors but are equally important at intersections and can be applied in the same way. When considering the multi-modal accommodations at intersections, it is important to design the following:

- Clearly defined travel realm
- Clearly defined pedestrian realm
- Appropriate bicycle accommodations
- Sidewalks
- High visibility crosswalks
- Medians / pedestrian refuges
- Reduced turning radii

Type of Intersections

The type of intersection used for any corridor must consider the roadway typologies of the intersecting corridors, and the area surrounding the intersection. Intersection designs include grade separated interchanges, signalized intersections, stop sign controlled intersections, and roundabouts. Detailed investigation is needed to determine which intersection type best benefits the attributes of each corridor, adjacent properties, commerce and residents.

Traffic signals have been in use for over 100 years. In Westerville all major intersections use traffic signals and the signals communicate along major corridors to help move traffic along. Traffic signal technology continues to advance, improving cost-effective responsiveness to vehicle demands, pedestrians and bicyclists. Continued enhancements to the way signals communicate with each other can further reduce stop-and-go traffic, improve safety and improve air quality.

Modern roundabouts can be an effective alternative to traffic signals and stop sign controlled intersections. In the past the roundabout was referred to as a traffic circle or a rotary, but the older traffic circles were found to be not as effective in terms of safety and speed control. The modern roundabout has improved design features that results in lower speeds for vehicles both entering the roundabout and within the roundabout. And because traffic is continuously moving in a roundabout air quality is improved. In addition, the lower speed traffic can improve safety and reduce traffic noise.
Design Characteristics
Roadways Supporting Mixed Use

SAMPLE CROSS SECTIONS
Areas that are focused on trade and service including retail, office, and institutional uses.

KEY CHARACTERISTICS
• Accommodate higher levels of pedestrian activity
• Reduce motor vehicle speeds
• Provide on-street bike lanes or shared use facilities
• Promote pedestrian-oriented development
• Design streets with on-street parking
• Limit truck delivery times in high activity centers

EXAMPLE OF MIXED USE CORRIDOR
Design Characteristics
Roadways Supporting Commerce

SAMPLE CROSS-SECTIONS
Areas that are focused on trade and service including retail, office, and institutional uses.

KEY CHARACTERISTICS
- Emphasize travel lanes and automobile capacity
- Serve faster moving traffic
- Utilize landscaped buffers between automobiles and pedestrians / bicyclists
- Consolidate curb cuts with access management

EXAMPLE OF COMMERCE CORRIDOR
Design Characteristics
Roadways Supporting Residential Area

SAMPLE CROSS-SECTIONS
Areas that serve primarily homes, schools and places of worship.

KEY CHARACTERISTICS
• Prioritize safety for pedestrians and bicyclists
• Utilize medians on higher order facilities
• Encourage on-street parking, bicycle lanes, and landscaping
• Discourage commercial truck traffic

EXAMPLE OF RESIDENTIAL AREA CORRIDOR
Specific Corridor Enhancements

The following recommendations for specific corridors are intended to establish a framework for more detailed roadway planning, yet any development proposals along these corridors can use these as guidelines as future intentions. These corridors were selected as most affected by Strategic Locations.

Transit Corridors - Cleveland Avenue

COTA is currently working on implementing the CMAX BRT line connecting downtown Columbus with Westerville. Within Westerville, the CMAX BRT will run along Cleveland Avenue and is scheduled to start service Fall 2017. Premium transit service like CMAX BRT requires different considerations for roadway design from non-transit based corridors in addition to the surrounding land uses.

More information can be found here: http://www.cota.com/Cleveland_Ave_BRT.aspx

KEY CHARACTERISTICS

- Provide improved passenger experience with well-designed stops and amenities
- Investigate implementation of Intelligent Transportation System (ITS) advantages at intersections where feasible
- Design transit priority features including bus pullouts to maintain the flow of vehicular traffic
- Consolidate curb cuts with access management

EXAMPLE OF TRANSIT CORRIDORS
Sunbury Road
*(Colony Drive to Three Forks Drive)*

<table>
<thead>
<tr>
<th>ROADWAY</th>
<th>SUNBURY ROAD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECOMMENDED TYPOLOGY:</strong></td>
<td><strong>BOULEVARD</strong></td>
</tr>
<tr>
<td><strong>EXISTING SECTION</strong></td>
<td>The roadway has a bike path (Central College to Three Forks), a five-lane section with two travel lanes in each direction and a center turn lane. Sidewalks flank the road on either side and are buffered by grass and trees.</td>
</tr>
<tr>
<td><strong>SPEED LIMIT</strong></td>
<td>45, except school zones of 25 mph</td>
</tr>
<tr>
<td><strong>EXISTING FUNCTIONAL CLASS</strong></td>
<td>Major Collector</td>
</tr>
<tr>
<td><strong>FUTURE LAND USE CONTEXT</strong></td>
<td>The Preferred Growth Scenario designates mixed and moderately intensified uses including Neighborhood Center 1, Transition Corridor, and Cottage Homes through this corridor, specifically in the Central College Strategic Location. This would indicate that this roadway should have a mixed-use boulevard character.</td>
</tr>
<tr>
<td><strong>ROADWAY TYPOLOGY</strong></td>
<td>Taking into consideration the functional classification and future urban environment of this corridor, it is recommended that the characteristics of a mixed-use boulevard drive the design of the roadway facility.</td>
</tr>
<tr>
<td><strong>PRIORITIES</strong></td>
<td>A mixed-use boulevard should place particular importance on multimodal intersection design, on-street parking, landscaping and street trees, wide sidewalks, and medians. Wider sidewalks should be favored over standard width sidewalks. These priorities facilitate the cohesive and walkable urban form of a mixed-use area, especially Central College area.</td>
</tr>
<tr>
<td><strong>RECOMMENDATIONS</strong></td>
<td>The vision for this stretch of Sunbury is not too far from what is there. Recommended wider sidewalks will improve the pedestrian/bicycle environment and promote interaction between pedestrians with built surroundings. Medians will act as an access management measure that will work to improve traffic flow, provide refuge for pedestrians crossing the larger boulevard facility, and beautify a neighborhood activity node.</td>
</tr>
</tbody>
</table>

**Proposed Design**

![Image of proposed design](image-url)
The roadway generally has a four-lane section with two travel lanes in each direction and a center landscaped median. Sidewalks flank the road on either side and are buffered by grass and trees.

The Preferred Growth Scenario designates very little change for the corridor with suburban living character types being the predominant land use. This would indicate that this area should have a residential boulevard.

Taking into consideration the functional classification and future urban environment of this corridor, it is recommended that the characteristics of a residential boulevard should drive the design of the roadway facility.

Using the roadway design priority matrix, a residential boulevard should emphasize landscaping and street trees, wide sidewalks, and medians along with wider facilities. These priorities facilitate the safety and walkability needs of a residential boulevard and acceptable level of movement of vehicular traffic.

The vision for this stretch of Spring is close to what is in place. Wider sidewalks will improve the pedestrian environment and allow safer interaction for people with the built surroundings. Medians act as an access management measure that will work to improve traffic flow, provide refuge for pedestrians crossing the larger boulevard facility, and beautify the corridor.

### Spring Road
*(Huber Village Blvd to Walnut Street)*

<table>
<thead>
<tr>
<th>ROADWAY TYPOLOGY: BOULEVARD</th>
<th>CHARACTER AREA: RESIDENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXISTING SECTION</td>
<td>The roadway generally has a four-lane section with two travel lanes in each direction and a center landscaped median. Sidewalks flank the road on either side and are buffered by grass and trees.</td>
</tr>
<tr>
<td>SPEED LIMIT</td>
<td>25</td>
</tr>
<tr>
<td>EXISTING FUNCTIONAL CLASS</td>
<td>Major Collector</td>
</tr>
<tr>
<td>FUTURE LAND USE CONTEXT</td>
<td>The Preferred Growth Scenario designates very little change for the corridor with suburban living character types being the predominant land use. This would indicate that this area should have a residential boulevard.</td>
</tr>
<tr>
<td>ROADWAY TYPOLOGY</td>
<td>Taking into consideration the functional classification and future urban environment of this corridor, it is recommended that the characteristics of a residential boulevard should drive the design of the roadway facility.</td>
</tr>
<tr>
<td>PRIORITIES</td>
<td>Using the roadway design priority matrix, a residential boulevard should emphasize landscaping and street trees, wide sidewalks, and medians along with wider facilities. These priorities facilitate the safety and walkability needs of a residential boulevard and acceptable level of movement of vehicular traffic.</td>
</tr>
<tr>
<td>RECOMMENDATIONS</td>
<td>The vision for this stretch of Spring is close to what is in place. Wider sidewalks will improve the pedestrian environment and allow safer interaction for people with the built surroundings. Medians act as an access management measure that will work to improve traffic flow, provide refuge for pedestrians crossing the larger boulevard facility, and beautify the corridor.</td>
</tr>
</tbody>
</table>

### Existing

![Existing](image)

### Proposed

![Proposed](image)
# South Otterbein Avenue
*(Cherrington Road to Schrock Road)*

<table>
<thead>
<tr>
<th>ROADWAY</th>
<th>OTTERBEIN AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECOMMENDED TYPOLOGY:</strong></td>
<td>AVENUE</td>
</tr>
<tr>
<td>EXISTING SECTION</td>
<td>The roadway generally has a three-lane section with one travel lane in each direction and a center turn lane. Sidewalks flank the road on either side and are buffered by grass and trees.</td>
</tr>
<tr>
<td>SPEED LIMIT</td>
<td>25</td>
</tr>
<tr>
<td>EXISTING FUNCTIONAL CLASS</td>
<td>Major Collector</td>
</tr>
<tr>
<td>FUTURE LAND USE CONTEXT</td>
<td>The Preferred Growth Scenario designates very little change for the corridor with suburban living character types being the predominant land use. This indicates that this area should have a residential avenue.</td>
</tr>
<tr>
<td>ROADWAY TYPOLOGY</td>
<td>Taking into consideration the functional classification and future urban environment of this corridor, the characteristics of a residential avenue should drive the design of the roadway facility.</td>
</tr>
<tr>
<td>PRIORITIES</td>
<td>A residential avenue should emphasize standard sidewalks. Also, the width of travel lanes, vehicle capacity at intersections, design for large vehicles, buffer zones, and medians should be treated as low priorities. These priorities allow the roadway to facilitate the safety and walkability needs of a residential avenue while still allowing the acceptable level of movement of vehicular traffic.</td>
</tr>
<tr>
<td>RECOMMENDATIONS</td>
<td>The desired cross section for this stretch of Otterbein and add more multimodal elements to the roadway. Recommendations of the roadway design priority matrix will improve the pedestrian environment and allow safer interaction for pedestrians with the built surroundings.</td>
</tr>
</tbody>
</table>

**Existing**

**Proposed**
### South State Street
*(Walnut Street to Schrock Road)*

<table>
<thead>
<tr>
<th>ROADWAY</th>
<th>SOUTH STATE STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED TYPOLOGY: AVENUE</td>
<td>CHARACTER AREA: MIXED USE</td>
</tr>
<tr>
<td>EXISTING SECTION</td>
<td>The roadway is has a five-lane section with two travel lanes in each direction and a center turn lane. Standard sidewalks flank the road on either side and buffered by grass and trees.</td>
</tr>
<tr>
<td>SPEED LIMIT</td>
<td>35</td>
</tr>
<tr>
<td>EXISTING FUNCTIONAL CLASS</td>
<td>Principal Arterial, designated state route with heavy commercial truck traffic</td>
</tr>
<tr>
<td>FUTURE LAND USE CONTEXT</td>
<td>This area is designated as a mixed use street, compliant with South State Street corridor special overlay standards.</td>
</tr>
<tr>
<td>ROADWAY TYPOLOGY</td>
<td>Taking into consideration the functional classification and future urban environment of this corridor, it is recommended that the characteristics of a mixed-use avenue should drive the design of the roadway facility.</td>
</tr>
<tr>
<td>PRIORITIES</td>
<td>Using the roadway design priority matrix, a mixed use avenue should emphasize wide sidewalks and pedestrian access while placing a low priority on the width of travel lanes, vehicle capacity at intersections, design for larger vehicles and sidewalk buffer zones. These priorities allow the roadway to facilitate the walkable urban form of a mixed-use avenue while slowing the movement of vehicular traffic to promote access rather than through out.</td>
</tr>
<tr>
<td>RECOMMENDATIONS</td>
<td>The desired cross section for this stretch of South State Street (as a mixed use avenue) is a departure from the current design of the roadway facility. An emphasis on access over vehicular travel will promote the development of higher intensity mixed-uses and economic revitalization of the corridor. The priorities of a mixed-use avenue allow the character and vitality of Uptown to extend south.</td>
</tr>
</tbody>
</table>

### Existing

![Existing](image1)

### Proposed

![Proposed](image2)
### South State Street - UPTOWN
*(Broadway Avenue to Walnut Street)*

<table>
<thead>
<tr>
<th>ROADWAY</th>
<th>SOUTH STATE STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECOMMENDED TYPOLOGY:</strong></td>
<td>AVENUE</td>
</tr>
<tr>
<td><strong>EXISTING SECTION</strong></td>
<td>The roadway generally has a three-lane section with a center turn lane and on-street parking. Standard sidewalks flank the road on either side and are usually paired with brick buffer-zone street trees and street furniture.</td>
</tr>
<tr>
<td><strong>SPEED LIMIT</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>EXISTING FUNCTIONAL CLASS</strong></td>
<td>Principal Arterial, designated state route with truck traffic.</td>
</tr>
<tr>
<td><strong>FUTURE LAND USE CONTEXT</strong></td>
<td>That this area will continue to be a mixed use street to accommodate the typical users in this environment. Uptown Plan (2014) recommends streetscape to include bumpouts at intersections, wider sidewalks, unique crosswalk patterns, landscaping with street trees, public art and sidewalk dining.</td>
</tr>
<tr>
<td><strong>ROADWAY TYPOLOGY</strong></td>
<td>Taking into consideration the functional classification and urban environment of this corridor, it is recommended that the characteristics of a <em>mixed-use avenue</em> should drive the design of the roadway facility.</td>
</tr>
<tr>
<td><strong>PRIORITIES</strong></td>
<td>South State Street in Uptown is a place for people, that needs on-street parking, wide sidewalks, sidewalk buffer zones, wayfinding, vias and lanes, as outlined in the Uptown Plan.</td>
</tr>
<tr>
<td><strong>RECOMMENDATIONS</strong></td>
<td>Implement “Uptown Plan” (2014)</td>
</tr>
</tbody>
</table>

**Existing**

![Existing Diagram](image1)

**Proposed**

![Proposed Diagram](image2)
Once the City has fully developed the typology framework and the design priority matrix, it must begin applying these tools to corridors within the community. An incremental approach and case-by-case application will determine the specifics of any capital improvement program. Recommendations should be tailored appropriately to fit the local context.

One of the best places to begin applying these tools is with the City’s transportation improvement program so that design details can incorporate the necessary features of the roadway typologies.

**RECOMMENDATIONS**

**M1.1** Develop a Comprehensive Transportation Plan.
A city-wide long-term traffic improvement options guide that supports the growth outlined in this community plan. Options need to include regional influences, potential costs all users and incorporate alternative transportation choices.

**M1.2** Develop a complete streets policy.
A complete streets policy is a philosophy of how you envision your community providing roadways that safely and comfortably accommodate all users, which in turn promotes health, livability and place-making. Building from the city’s existing complete streets resolution (see page 188), the city will develop a process to determine the components of each transportation capital improvement project. This process will utilize context sensitive solutions to balance the needs of all users, making accommodations for pedestrians, bicyclists, automobiles, trucks and transit riders, along with consideration of the project’s context including such factors as topography, scenery, history, values of residents and businesses.

**M1.3** Prioritize place-making in the public realm.
Ensure each transportation project contributes to the aesthetics and public use, consistent with the “city within a park” ideal. Each public and private development project will consider public space investments by way of entrances, drives, signage, way-finding and parking facilities, which all contribute to creating a unique sense of place and community identity. Incorporate streetscape and urban design policies for transportation corridors.

Consider overhead Utilities underground for beautification and reliability.
(See Public Utilities page 167.)

**M1.4** Create a healthier community by encouraging more walking and biking.
The city will work to make all development walkable, bikable and accessible to transit. Providing these options will encourage year-round physical activities along with maintaining clean air and water.
RECOMMENDATIONS

**M1.5** Improve transportation linkages.
Develop a roadway system that includes multiple routes to ensure mobility in the event of emergencies and other street blockages (e.g. construction); and work closely with surrounding jurisdictions, Ohio Department of Transportation (ODOT), Mid-Ohio Regional Planning Commission (MORPC), Central Ohio Transit Authority (COTA) and Delaware Area Transit Agency (DATAbus) to connect the roadway, pedestrian, bicycle and transit systems, and to collectively solve larger mobility issues.

(See M 3.2, coordinate with bus stop design.)

**M1.6** Enhance the efficient operation of the transportation system.
Efficiencies are achieved through two means - well maintained transportation infrastructure and using technology to increase real-time information (eg. Intelligent Transportation Systems) for both users and system managers to make decisions.

**M1.7** Adopt the Street Typology Framework and Roadway Design Priority Matrix as Westerville’s roadway functional classification system.
Consistent with Westerville’s Complete Street Resolution, the design priority matrix will be adopted to replace Westerville’s traditional roadway functional classification system. It is important for functional classification to still be used to accurately reflect how the streets relate to the local and regional transportation networks. Facilities that are classified inappropriately cause inefficiencies in the transportation network and inhibit mobility and access to adjacent land uses.

**M1.8** Establish roadway design criteria.
Roadways will be designed to reinforce desired community character, use and safety within a complete streets policy. Roadways will be designed to align with desired travel speeds, acknowledge functional classification of the street as well as the localized development context by utilizing the street typology framework and roadway design priority matrix.

**M1.9** Establish way-finding for truck and freight movements.
The city will create signage and a communication strategy to better guide truck traffic within and through the community.

**M1.10** Consider limiting truck delivery times for high activity centers.
For example: Enhance the Uptown pedestrian experience by reducing day-time truck traffic on State Street with deliveries from 5 a.m. – 9 a.m. only.
WALKING AND BIKING

Westerville is a walking and biking-friendly community, from pedestrian-friendly Uptown to our 30 miles of recreational trails. The Ohio to Erie Trail, a “rail-to-trails” project, runs through the center of town and is heavily used. These local and regional connections are important to residents, employees and students alike. The overall strategy is to continue to build recreational trails, bike lanes and complete the sidewalk grid - making it easy for people to choose to walk or bike to their destination, thus promoting a healthier, more active lifestyle as well as serving as a tool to reduce traffic congestion.

Existing Conditions

Currently, Westerville has over 30 miles of multi-way bike paths, with a goal of 50 miles of recreational trails within the next 10 years1. There are also three miles of bike lanes on the roadways, and more are planned. The B&W (Bike and Walk Route) is color-coded and includes signage, informational kiosks and bicyclists’ amenities, such as restrooms, air for tires and drinking fountains. The Parks & Recreation Department is responsible for planning the B&W and the Planning & Development Department acquires easements and manages the construction of the bike paths, bike lanes, sidewalks and crosswalks. All of these facilities work in concert for an enhanced, safe, walkable environment where residents / employees can integrate walking into their daily activities. Refer to the Westerville Parks Recreation and Open Space Plan for details of B&W route planning at www.westerville.org/services/parks-recreation/parks-and-facilities/bikeways-and-leisure-paths.

Future Needs

Demographic shifts of the younger workforce, who are not as interested in commuting by car, as well as a maturing population, point to a need for a complete and accessible sidewalk and bikeway system, including bike lanes on roadways, this will make it easier to choose to get to where you need to go without a car easier and safe. When the ratio of those commuting to work and school by walking and biking increase, it is proven that there are positive health impacts and quality of life increases for all.

The Parks, Recreation and Open Space (PROS) plan outlines bicycle facilities which will most positively impact existing and future residents and employees: complete B&W system with ‘Complete Streets’ and connected to transit stops; bicycle rental and share programs; partnering with Otterbein University, Westerville Bike Club and Yay Bikes! for public safety education; bike recycling and promote cycling events, such as “Ciclovia”, “Bike to Work”, “Bike to School”, “Summer Streets”. The Parks & Recreation department has plans to expand the BMX programs and B&W amenities; and the Police department continues bicycle youth safety and bicycle recycling. All new and revitalized development should have bicycle parking. http://www.westerville.org/services/parks-recreation/about-us/parks-recreation-and-open-space-pros-master-plan.

1 Parks, Recreation and Open Space Masterplan, (PROS) Westerville, 2014.

“Walkable” is sparking sales and energizing future development and redevelopment, which is reflected in residential and commercial real estate listings, many now routinely include “walk scores” in its listings.”

Christopher Leinberger,
The WalkUP Wake-Up Call.
Factors encouraging more biking and walking

The strategic public investments and smart growth planning strategies that promote a more walkable and bike-friendly community; thus helping to relieve traffic congestion and increase overall community health⁴, are:

• Sidewalks installed on most or all streets; visible cross-walks at most or all intersections.
• Streets designed to be well-connected, with many choices for driving, walking or biking and avoid dead end street designs.
• Streets designed to be attractive with landscaping, views, free of litter, and beautiful buildings.
• Walking paths to bus stops to and from house, job, school and activities.
• Increased housing densities and mix of housing types – single-family, townhouses and apartments, with prominent walkway connections from the entrance to the public sidewalks.
• Mix of land uses, such as grocery, hardware, laundry, clothing store, post office, library, schools, bookstores, coffee shops, banks, pharmacies, salons, your employer, parks, recreation center, and gym all close to housing.
• Safe neighborhood with slower traffic speeds, lit at night, and people are active walking, visiting and being busy outside of their house.

Live Healthier, Happier and Save Money

“The typical American family spends 1/5th of their income on transportation and countless hours commuting long distances,” “Walk Score is leading the way in helping people make smart and informed decisions about where to live. Nothing makes as big of an impact on your health and quality of life as finding a better commute and living in a walkable neighborhood.”⁵

• Be Healthier: The average resident of a walkable neighborhood weighs eight pounds less than someone who lives in a sprawling neighborhood.
• Be Happier: People who live in walkable communities are more socially engaged and trusting than those who live in less walkable areas.
• Save Money: The average American spends over $9,000 per year on their car making cars the second largest expense for most households, costing more than food, clothing and health care.

⁴ Measuring the Environment for Friendliness Toward Physical Activity. Brownson; Chang; Eyler; Ainsworth; Kirtland; Saelens, Sallis. American Journal of Public Health; Mar 2004; 94, 3; p 473.
DESIRABLE OUTCOME

M2 Create a bicycle and pedestrian system which is accessible, safe, convenient and linked to priority destinations and transit.

RECOMMENDATIONS

M2.1 Incorporate a Bicycle and Pedestrian Master Plan with this smart growth planning strategy. The city will create a plan to leverage and integrate the PROS recreation trail with sidewalks, crosswalks, bike lanes and bus stops, prioritizing linkages to schools, jobs, parks and residential areas. The plan will be coordinated with adjacent jurisdictions, the MORPC Active Transportation Plan, connections to regional and statewide facilities, and COTA and DATA transit route planning.

This master plan will include:
- Name the recreational trails
- Complete the Alum Creek Park System
- Introducing new pedestrian and bicycle connections
- Adding bike lanes and designating and signing bike routes
- Introducing traffic calming
- "Getting to School" – see M2.3

M2.2 Make infrastructure improvements that are sensitive to all ages. The city makes physical improvements that will enable residents of all ages to remain in this community by making sidewalks, recreational trails, and crosswalks accessible, safe and well-connected.

M2.3 Improve walking and bicycling connections to schools and encourage students to walk and bike. The city will work with all of the schools within and near Westerville, both public and private, and local partners to identify infrastructure improvements and encouragement programs. Westerville will use this planning to seek federal funds from ODOT and MORPC such as from the Safe Routes to School program. This will include working with the surrounding jurisdictions to connect the bicycle and pedestrian systems.

M2.4 Develop partnerships with ODOT, local organizations, and schools to encourage walking and biking. The city will create partnerships with key agencies, organizations, businesses and institutions that advance walking and biking in the community. Ideally, the educational efforts would make it “cool” to travel within the city by means other than a car. This would be coordinated with other initiatives that seek to promote health and reduce driving alone such as transit, ridesharing and telecommuting.

M2.5 Design safe and convenient pedestrian access to public parking facilities. The city will work to clearly define corridors and walkways connecting parking areas to destinations in both public and private projects. See Urban Design Standards section ‘Parking Facilities’.

M2.6 Require building placement that improves walkability. Much of the pedestrian’s experience is derived from the quality of the environment that the individual is passing through, not just the sidewalk or trail facility itself. The use of design features such as placing the buildings with entrances facing and near the street, pedestrian amenity zones, street trees and providing easy access to sidewalks will enhance and incentivize walking.

M2.7 Provide bicycle safety education opportunities for the community. Provide education to students through schools, churches, organizations and during special events. Provide links to safety programs on city, school and other websites.
TRANSIT

The central Ohio region is appreciating the potential of public transportation options, which has historically focused on Central Ohio Transit Authority’s (COTA) bus routes. The generational transition of WANTING to take public transit, from NEEDING to take transit, is happening now.

Public transit provides choices and reduces overall congestion, but is also an economic development tool for job growth. If the 5,000 to 10,000 additional jobs are added to the area in the next 20 years, we can assume a great majority of the workforce are part of the “millennial” generation as well as the next generation to follow.

Existing Conditions

Westerville is served by the regional Central Ohio Transit Authority (COTA) and the Delaware Area Transit Agency (DATAbus). COTA provides an average of 62,000 daily trips throughout the region. Between 250 and 300 people use the bus system every day to get into and out of Westerville. The transit service provides access to jobs, education and medical facilities. COTA’s current service to Westerville is made up of four express routes and one local fixed route and a demand responsive ADA service, ‘Project Mainstream’ for disabled residents. DATAbus provides demand responsive service to Westerville proper and fixed route service to the Polaris area for commuters.

Future Needs

One of the biggest economic development and workforce opportunities will be taking advantage of COTA’s proposed Bus Rapid Transit (BRT) route along Cleveland Avenue, called CMAX. COTA received funding approval from the Federal Transit Authority (FTA) and will begin service in 2017. Initially, high frequency BRT service on the CMAX will be provided from downtown Columbus to SR161 – and lower frequency service north of SR 161 to Polaris Parkway, through Westerville’s ‘Medical Mile’. The northern portion may become a part of the full BRT high-frequency service once certain density (jobs, housing and population) are met. BRT service includes real-time information, ticket vending machines, dedicated bus lanes and signals designed to give priority to buses.

COTA has recently undertaken a Transit System Redesign, which is a comprehensive reorganizing of the existing bus system. In the Westerville area, this is proposed to result in the reorganization of the current fixed route service into the CMAX, two express routes, and one local route. www.cota.com.

A long-range planning effort, called ‘NextGen’, which is scheduled to be completed in 2016, is identifying public transportation needs and opportunities through 2050. As the Columbus region continues to grow, the region will need to improve transit and non-automobile transportation investments as congestion and densities increase.

Existing public transit and Parks & Recreation Senior buses meet most of the demand, yet as the aging in place demographic increases, a system to ensure growing need should be developed and evaluated by COTA and the City of Westerville together.

62%

Millennials prefer walking to driving, and “better access to public transportation is a major factor” in deciding where to live and work.

(National Association of Realtors, 2015 Trends.)
Public transit and quality of life

Transit investments can be major catalysts for focused new growth in specific corridors; directing development toward mixed-use high-density, transit-oriented design to reduce infrastructure costs for additional jobs and housing; to reduce traffic congestion; and to create the more walkable environments many young professionals desire. Sufficient evidence shows that transit systems in high-value land markets, coupled with appropriate government interventions, see a high return on public investment. Transit-oriented development can be a highly cost-effective approach to attracting quality development.

Bus Rapid Transit (BRT) is a more affordable investment for most communities than light rail or a subway system, using existing roadway systems and connecting dense nodes of employment and residences to each other for quick and convenient transportation.

The City of Cleveland invested $50 million into bus rapid transit (BRT) ‘Healthline’ and leverage $114.54 dollars of new transit-oriented investment for every dollar it invested into the BRT system, adding jobs and revitalizing the corridor. Pittsburgh has reported a return of $3.59 for every dollar invested into their MLK East BRT line. Some BRT lines have seen a negative return – a recent study has outlined reasons for success.

The most successful BRT corridor projects:
1. Are designed to provide optimal mobility to the site(s)- by the buses, walkers, bikers and those using ‘park & ride’.
2. Must be attractive and permanent enough to persuade potential developers and tenants to locate near it.
3. Affordable to the city and can be implemented within a reasonable time frame.
4. Have pre-existing attributes of a city or corridor that support successful transit-oriented design (TOD) such as:
   a. Regional market strength of the land market
   b. Quality of land developable available along the corridor
   c. Strong Community Development Corporation to help mobilize potential partners, market properties, etc. Westerville utilizes the Westerville Industry and Commerce Corporation (WICC) for such efforts.
5. Involve government interventions to stimulate development such as:
   a. Publish a Vision – see the potential and support the vision with regulatory changes, financing, marketing -
   b. Updated Zoning and parking regulations
   c. Strategically build parks, recreational trails, landscaping and modern amenities to compliment the modern workforce
   d. Investments in fiber optic and telecommunications
   e. Strong redevelopment authority to help see TOD projects from start to finish
   f. Low-interest forgivable loans / tax abatements for developments meeting all TOD standards
   g. Assist in land assemblage for larger parcels
   h. Marketing TOD sites and providing a clear process for project approvals
6. The strength of institutional and business partnerships
   a. Mutual visioning and planning
   b. On-going support, such as employee bus programs, direct transit connections and incorporating transit options in site design

### M3 Increase public transit use as a transportation choice.

#### RECOMMENDATIONS

| M3.1 | Develop transit-oriented design strategy areas with supporting zoning regulations and design guidelines along existing and future transit corridors, and within 1/4 mile of transit stops and bus rapid transit (BRT) stops, such as:  
|      | • Buildings placed close to the street with clear pedestrian connections to sidewalks  
|      | • Safe and attractive sidewalk connections and bicycle amenities (racks)  
|      | • Density to support transit use; minimum three story buildings.  
|      | • Mix of uses encourages walking for daily needs from work or home.  

| M3.2 | Central Ohio Transit Authority (COTA) and the Delaware Area Transit Agency (DATAbus) will coordinate stop locations and mutual public information.  
|      | COTA and DATAbus will ensure all bus stops within Westerville are well designed, well maintained, safe and accessible. The city is committed to ensuring bicycle and pedestrian connectivity to all bus stops.  

| M3.3 | Investigate a local “circulator” (bus or trolley) within Westerville.  
|      | To provide greater transportation choice and leverage existing assets, the community will explore creating a local circulator and transit link service within the community. Ideally, this would be public/private partnership initiative.  

| M3.4 | Support regional Travel Demand Management programs (TDM).  
|      | All community partners and employers can support Travel Demand Management (TDM) encourages preferred parking for those who carpool, vanpool or drive alternatively-fueled vehicles; partnerships with MORPC’s RideSolutions carpooling and vanpooling program, telecommuting (supported by data infrastructure); employee-transit pass programs with existing businesses (pre-tax and/or reduced fare monthly passes provided by employers along transit routes); and coordinating staggered start/end times at major employment centers. Businesses should provide amenities for, and accommodation of, those employees who bike and walk to work.  

| M3.5 | Expand existing para-transit service.  
|      | The city can coordinate with COTA Project Mainstream, DATAbus on-demand services, and the Senior Bus operated by City of Westerville Parks & Recreation to expand service to residents who are aging-in-place and those with disabilities.  

| M3.6 | Private transportation services remain a choice for residents and employees. Services such as taxis and Uber can provide mobility to those who cannot or do not chose to drive or do not have access to their own automobiles.  

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#### Diagram

<table>
<thead>
<tr>
<th>General</th>
<th>River / Stream</th>
<th>Water Body</th>
<th>Parks</th>
<th>Westerville City Boundary</th>
</tr>
</thead>
</table>

**Transit**

- COTA Bus Stop
- Express (COTA)
- Local (COTA)
- 1/4 mile Transit Stop Walking Radius *

* 61% of businesses are within 1/4 mile walking radius  
* 20% of houses are within 1/4 mile walking radius
What is Transit-Oriented Development?
The term “transit-oriented development” (TOD) is the utilization of effective and predictable land use planning, site design standards, streetscapes and corridor design details that supports transit. The basic principle is that convenient access to transit can be a key attraction that fosters mixed-use development, and the increased density in station areas not only supports transit but also may accomplish other goals, including reducing urban sprawl, reducing congestion, and increasing pedestrian activity, increasing economic development potential, realizing environmental benefits, and building sustainable communities.

Key points to develop a successful Transit-Oriented-Design Corridor:
Public/private partnerships are critical.
Public agency collaboration and partnerships with community institutions and local businesses are essential.
Effective land-use planning requires effective timing and support.
Place-making is fundamental – design must reflect community values broad community goals and the public realm will contribute to the overall success of the community on the market place.
Public Education early and often is critical in gaining support – emphasize public benefits.
Clearly and effectively articulate the short-term vs. long-term vision.
An emphasis on protecting and enhancing the existing community is important.
Manage the expectations of the community and don’t “overpromise.”
The residential market is critical, with a range of product types and price points within walking distance of stops.
Visually depict density. It is common for a community to reject a plan for higher density (near the transit station) because they equate the proposed density to a densely populated city. By visually illustrating what 30 units per acre, 50 units per acre, etc., really look like (with pictures of similar real-worlds developments), citizen concerns may be diminished.
Encourage citizens to participate in every stage of project development. Citizen involvement may result in changes to preliminary plans, including the design and location of stations, but when citizens are full partners in the planning, their strong support for the project will lead to success.

TRANSIT ROUTES MAP

Potential Path/Trail

- Bike Lane
- Recreational Trail
- Bike Route/Sharrow
- Potential Bridge

Existing Path/Trail

- Bike Lane
- Recreational Trail
- Bike Route/Sharrow
- Inner Park Recreational Trail
- Metro Park Trail

Transit

- COTA Bus Stop
- Express (COTA)
- Local (COTA)
- BRT Stop (2017)
- Bus Rapid Transit (BRT)
- 1/4 mile BRT Stop Walking Radius

General

- River / Stream
- Water Body
- Parks
- Westerville City Boundary

Date: 4/3/2017

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.
PARKING

Parking is a normal daily need for most residents, employees, visitors, students and shoppers. Sufficient parking is needed for daily business and personal needs, as the Central Ohio area is a car-dominant culture.

Existing Conditions

Most of the city has developed in a more suburban pattern of large parking lots in the front of commercial, retail and office buildings, with setbacks conducive of planting areas for trees and turf.

Westerville’s core Uptown area has a traditional street grid with on-street parking and smaller parking lots in the back of commercial and mixed-use buildings. Currently, the 1,500+ parking spaces scattered throughout Uptown offer parking within 1-4 blocks of all destinations. Through the recommendations of the Uptown Plan and Uptown Parking Study there are on-going efforts of communicating what parking is available and how to easily navigate it as well as increasing parking with shared facilities.

Future Needs

Growth trends and potential capacity of increased commercial, office, retail and residential uses all point to a need for more parking. Even if the community is able to shift the needle (“mode shift”) to other models of travel; meaning if more people are willing to walk, bike, car-pool, and take the public bus to work, school, and appointments. Yet, the majority of people will most likely still drive.

A ‘City within a Park’ would make sure all parking balances convenient access with visual appeal and lush landscaping.

How much parking is needed in the future?

A balanced viewpoint is needed when thinking of future parking needs, as research asserts the driving boom is on the decline (thus parking ratios would be less). Studies show that the next generation does not want to drive, they want to walk; there is awareness of changes caused by fluctuating gas prices, driverless cars and increased telecommuting; and, the maturing population has specific needs when it comes to driving and parking.

The balancing of parking needs may be made more feasible by:

1. Designating land uses which mix uses, enabling people to more easily walk and bike from home to work, school and shopping.
2. Investing in convenient and reliable public transit that can be reached by walking to the bus stop. This would have to be partnered with a land use mix and ‘transit-oriented-development’ design standards, especially along Cleveland Avenue and State Street.
3. Acknowledging the demographic shift’s preferences.

To be fiscally viable, mixed-use development of increased densities in the strategic areas will necessitate a different paradigm of parking standards - namely, on-street parking, shared parking lots and parking structures. More jobs mean more revenue to pay for the shared parking facilities, thus allowing the desired development to make economic, social and environmental sense.

6 http://www.uspirg.org/sites/pirg/files/reports/A%20New%20Direction%20vUS.pdf
7 http://nihseniorhealth.gov/olderdrivers/howagingaffectsdriving/01.html
9 http://www.planetizen.com/node/53922
DESIRED OUTCOME

**M4** Through a smart growth approach to development, create “smart” parking policies to be applied throughout the city.

RECOMMENDATIONS

**M4.1** Update current parking requirements and site design standards to support the functional needs of all land uses as well as enhancing the sense of place – “City within a Park”.

**M4.2** Pursue on-street parking in applicable urban-areas using the street design priority matrix.

**M4.3** Implement the Uptown Plan and Uptown Parking Study recommendations as a PARKING MANAGEMENT PROGRAM to enhance the vibrancy of the Uptown District. These recommendations include lanes, vias, shared parking and communication efforts, for examples.

**M4.4** Consider parking structures that may include public private partnership (P3) financing, to obtain the overall character desired.