

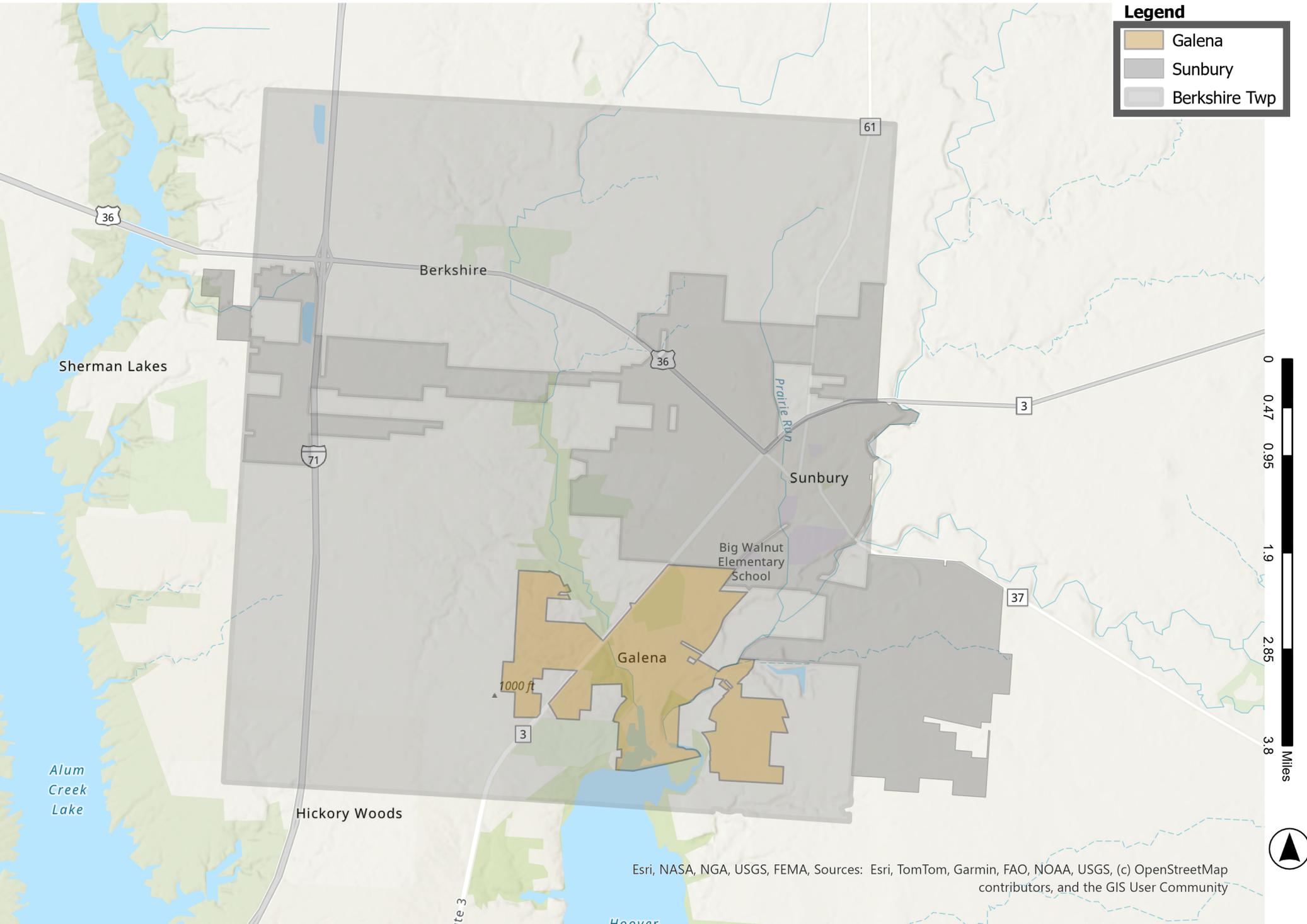
Market /Site Selection Analysis – Today's Agenda:

- Estimate the extent of the **preliminary Market Area**
- Analyze the entirety of the Eastern Delaware County Joint Recreation District for **development suitability of new facilities**

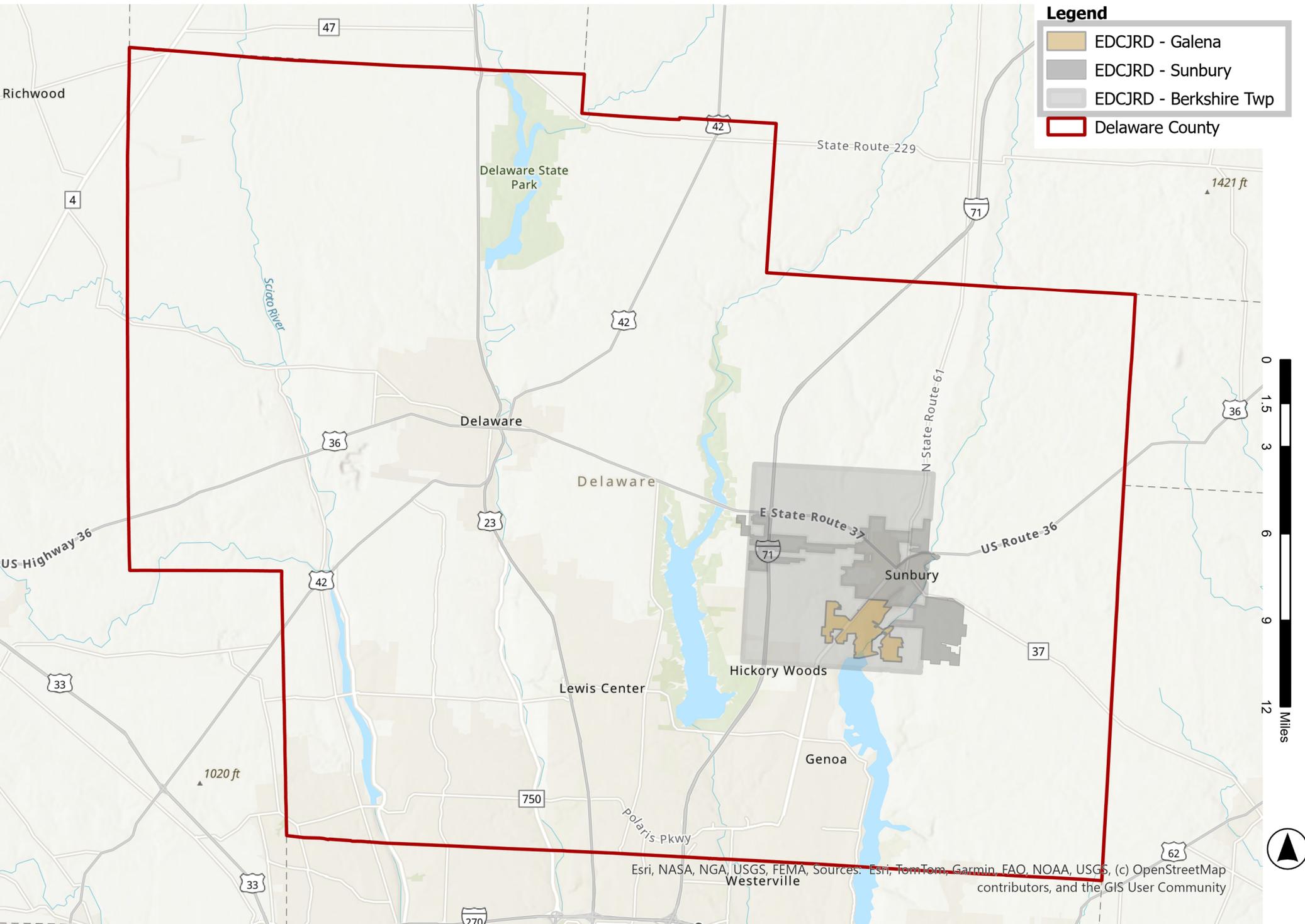
Preliminary Market Area

- **Approximately 75% of support will likely originate from this area**
- **“Attractiveness” of new facilities**
- **Proximity and Attractiveness of nearby comparables**

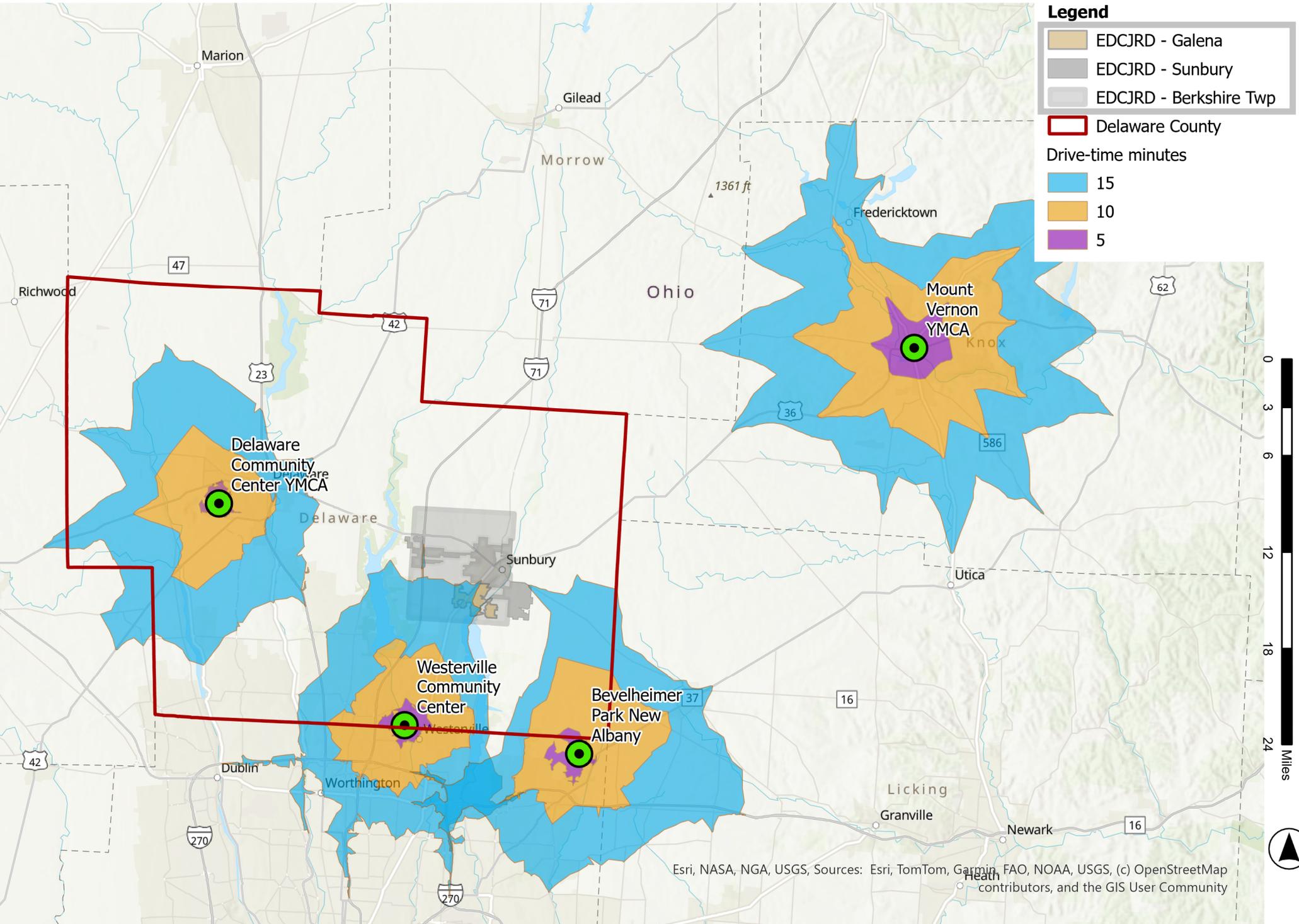
Eastern Delaware County Joint Recreation District (EDCJRD) members



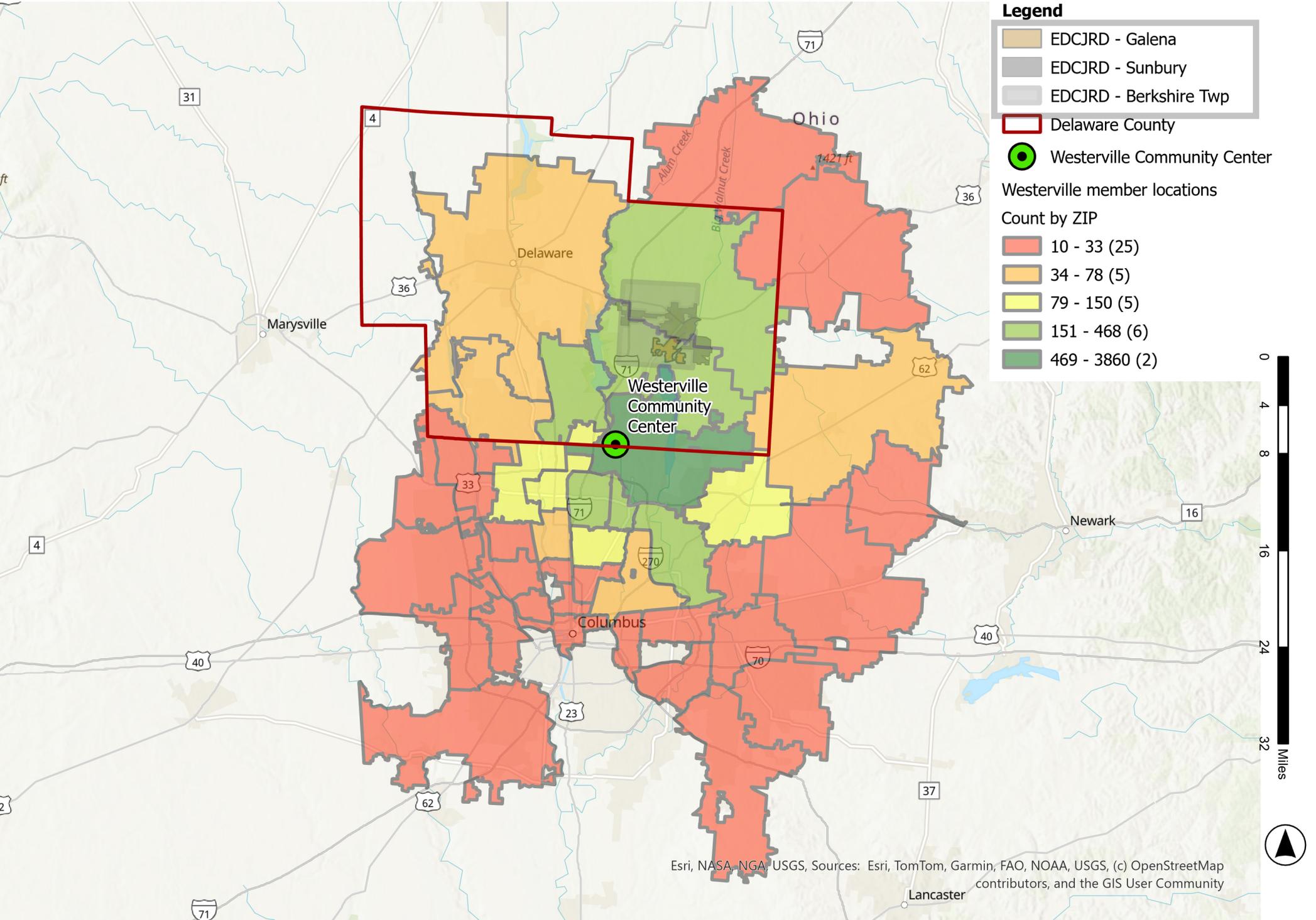
Eastern Delaware County Joint Recreation District (EDCJRD) members



Proximity of Comparable Facilities



Westerville Community Center - Member Residences (2025)



Westerville Community Center - Primary market area

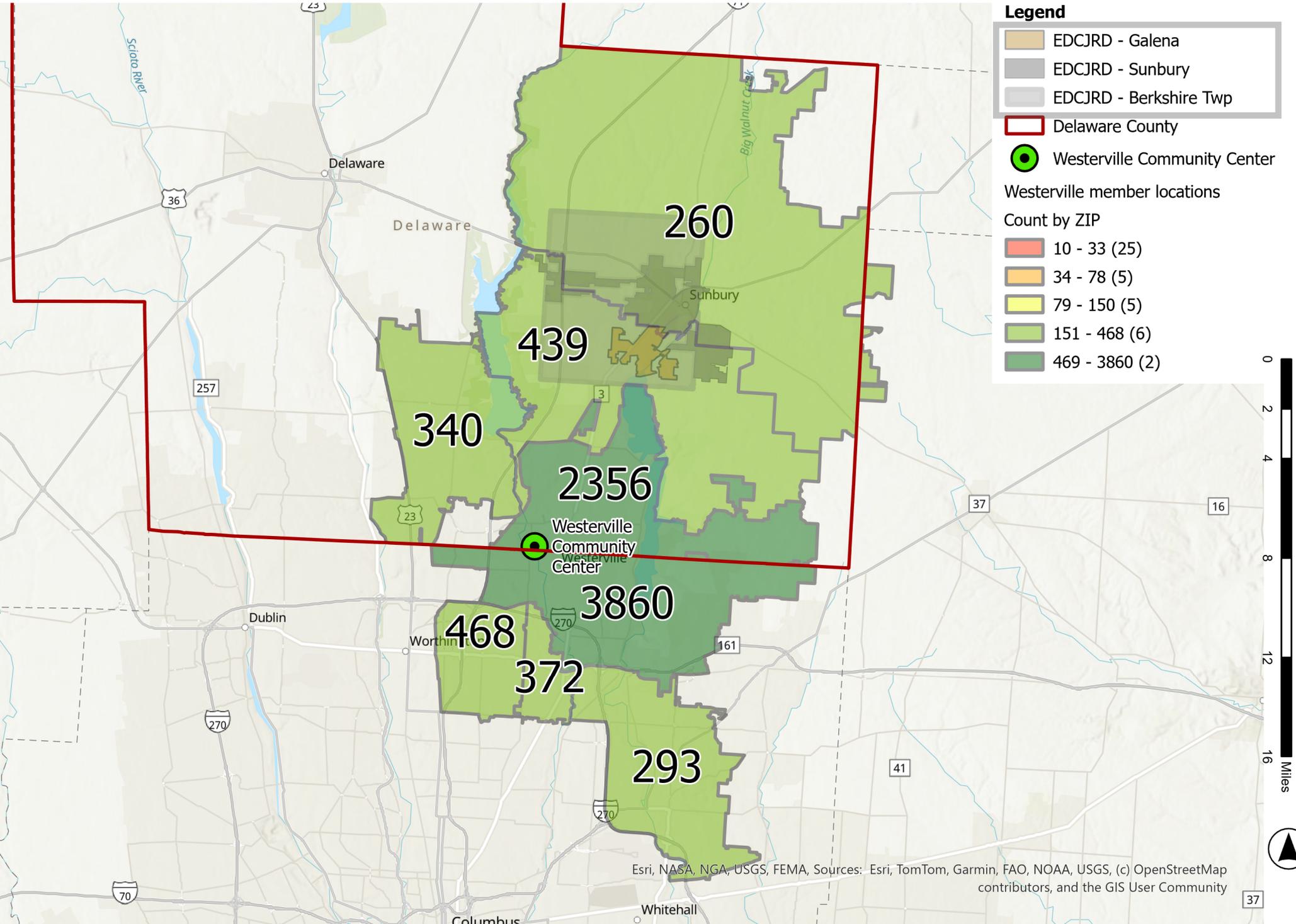
Legend

- EDCJRD - Galena
- EDCJRD - Sunbury
- EDCJRD - Berkshire Twp
- Delaware County
- Westerville Community Center

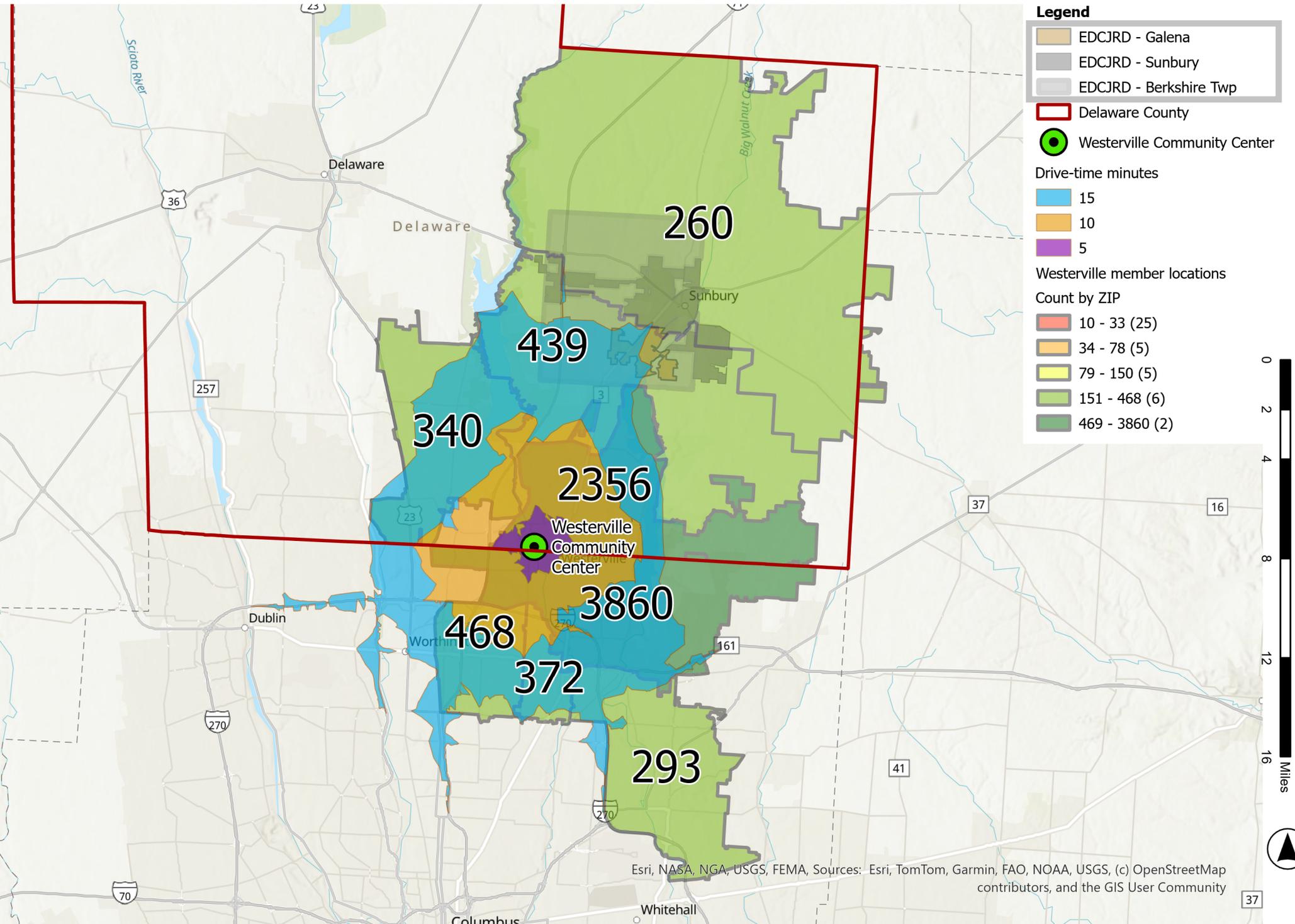
Westerville member locations

Count by ZIP

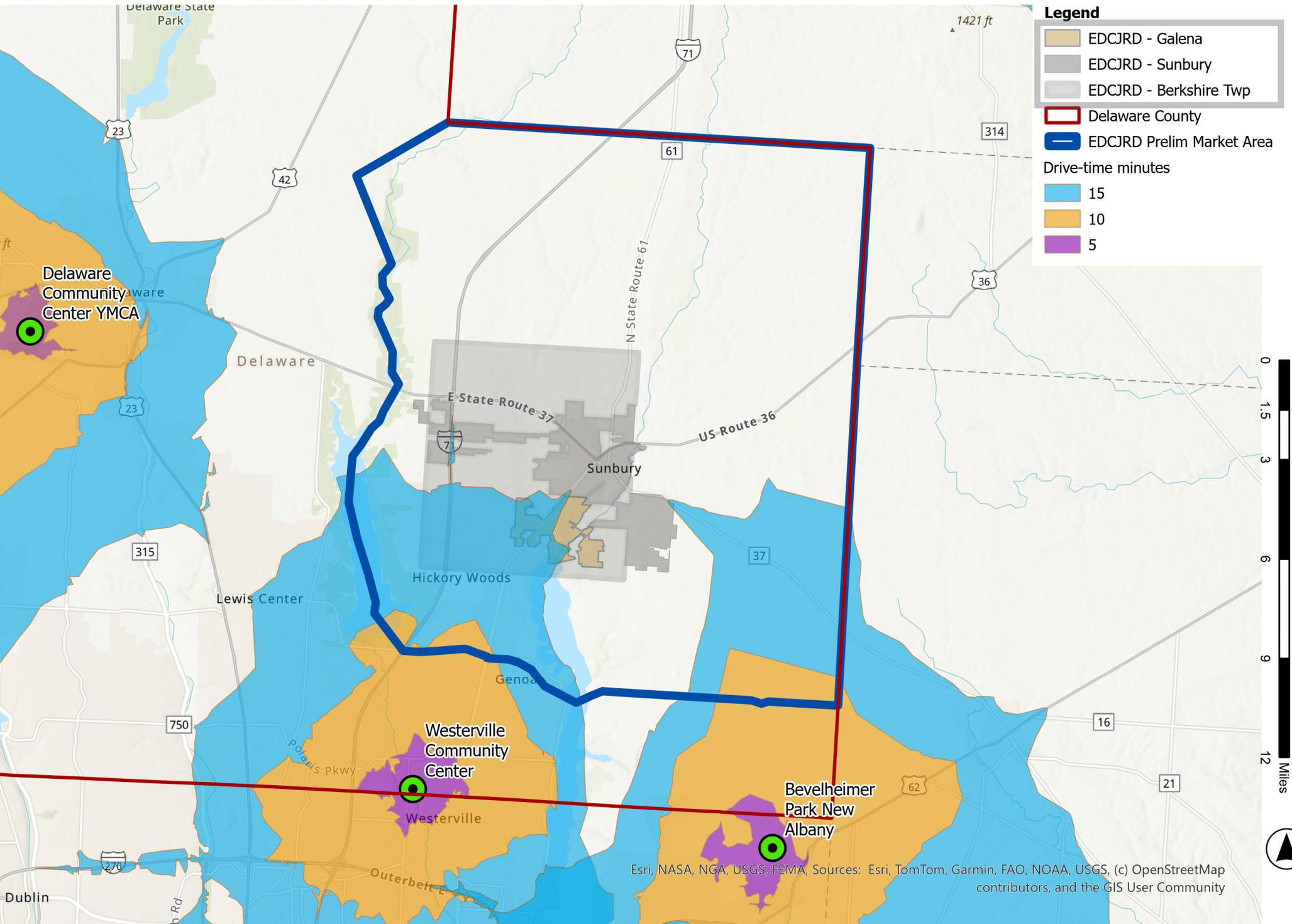
- 10 - 33 (25)
- 34 - 78 (5)
- 79 - 150 (5)
- 151 - 468 (6)
- 469 - 3860 (2)



Westerville Community Center - Primary market area and Drive Times

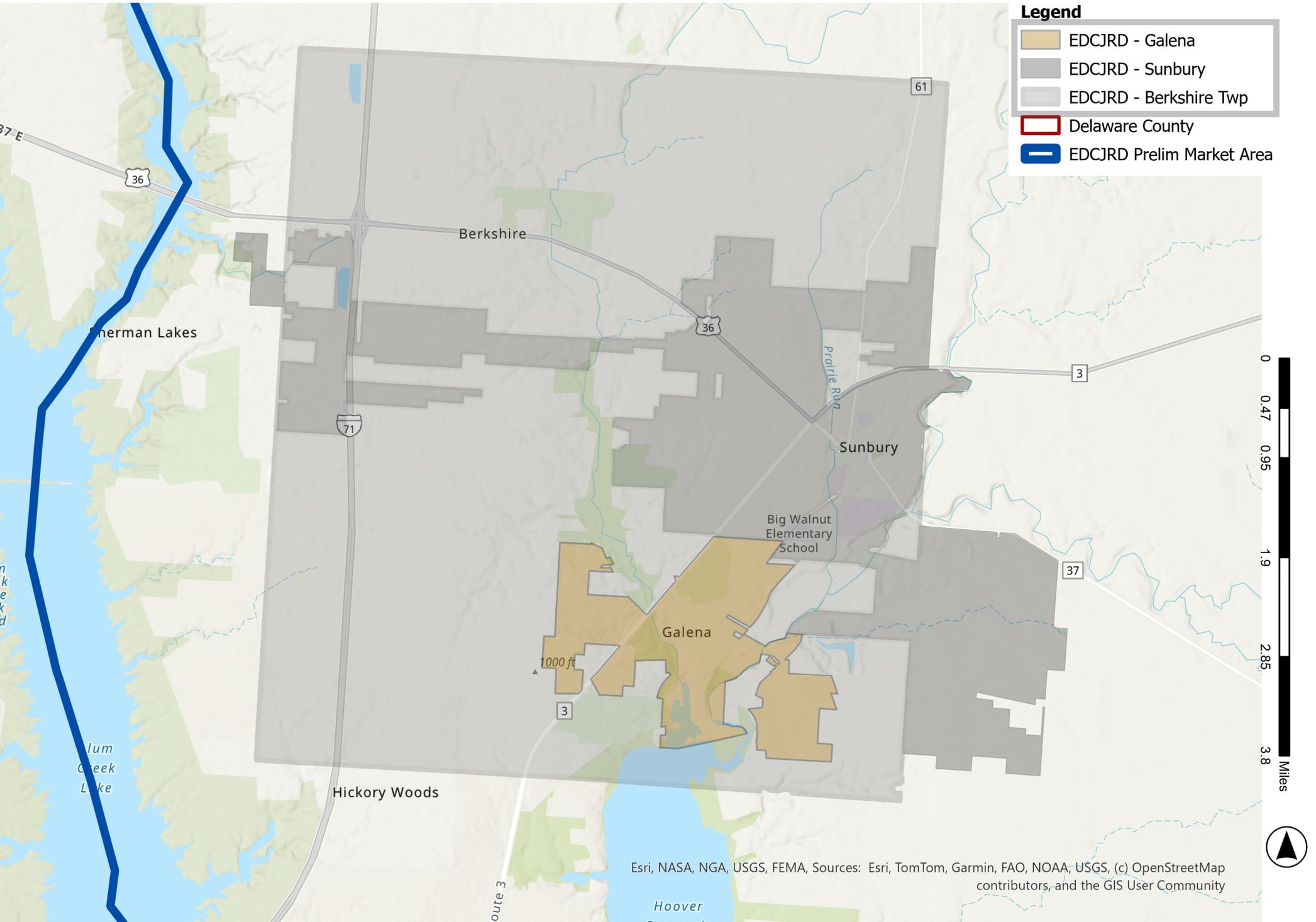


Preliminary Market Area for a proposed EDCJRD Community Center

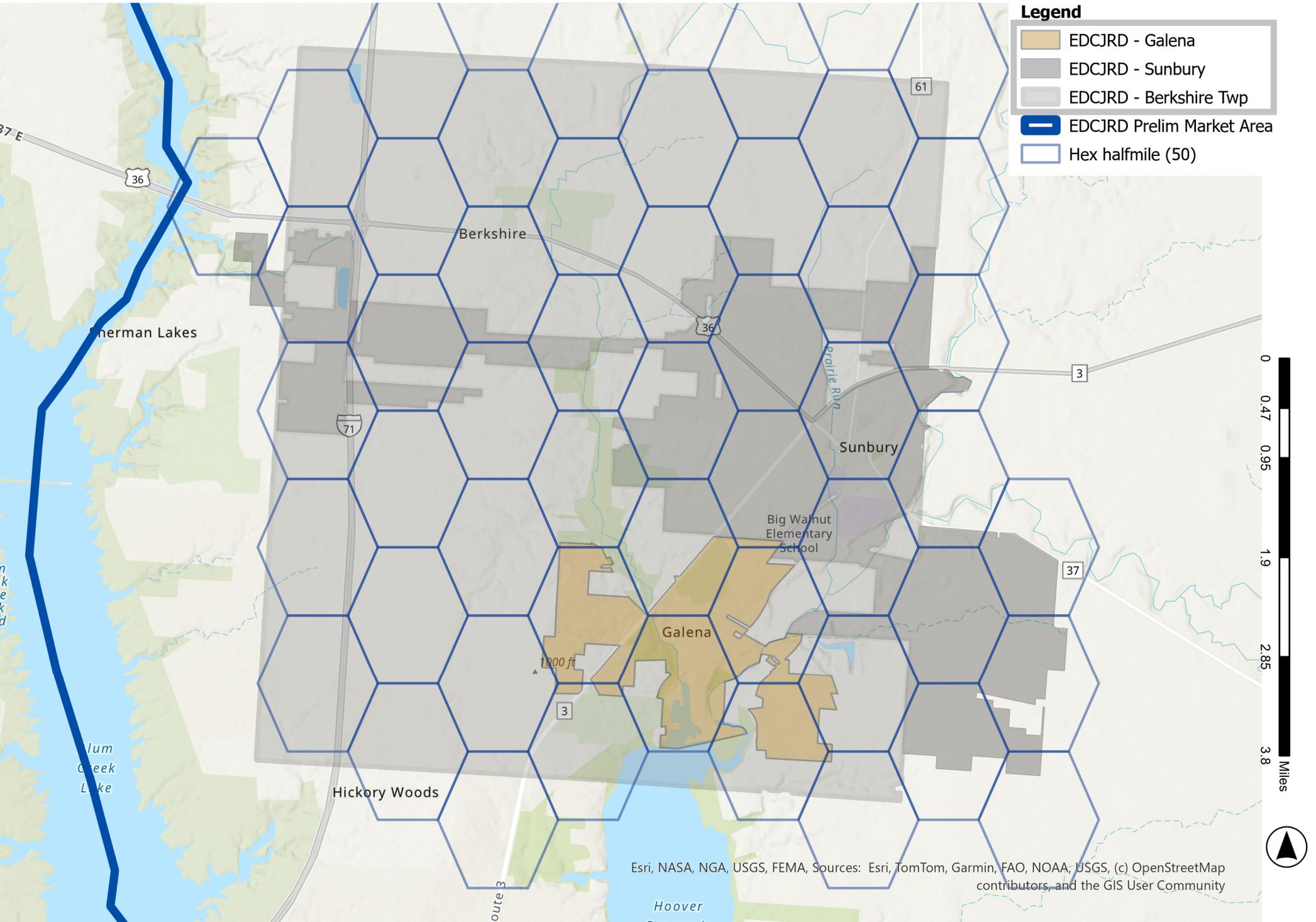


**Analyze the Entirety of
the EDCJRD for
Development Suitability**

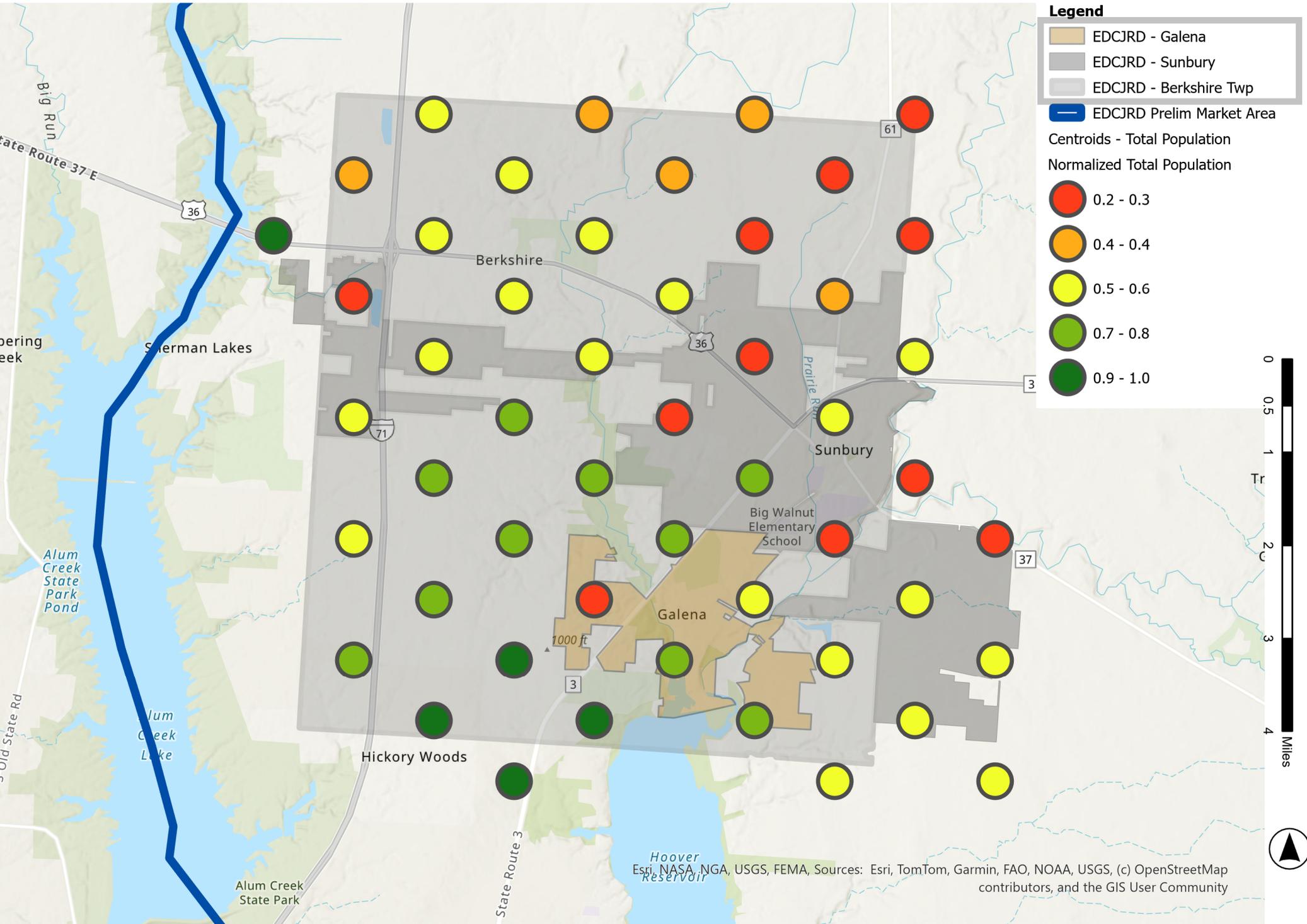
Site Selection Analysis - Where should the EDCJRD Community Center go?



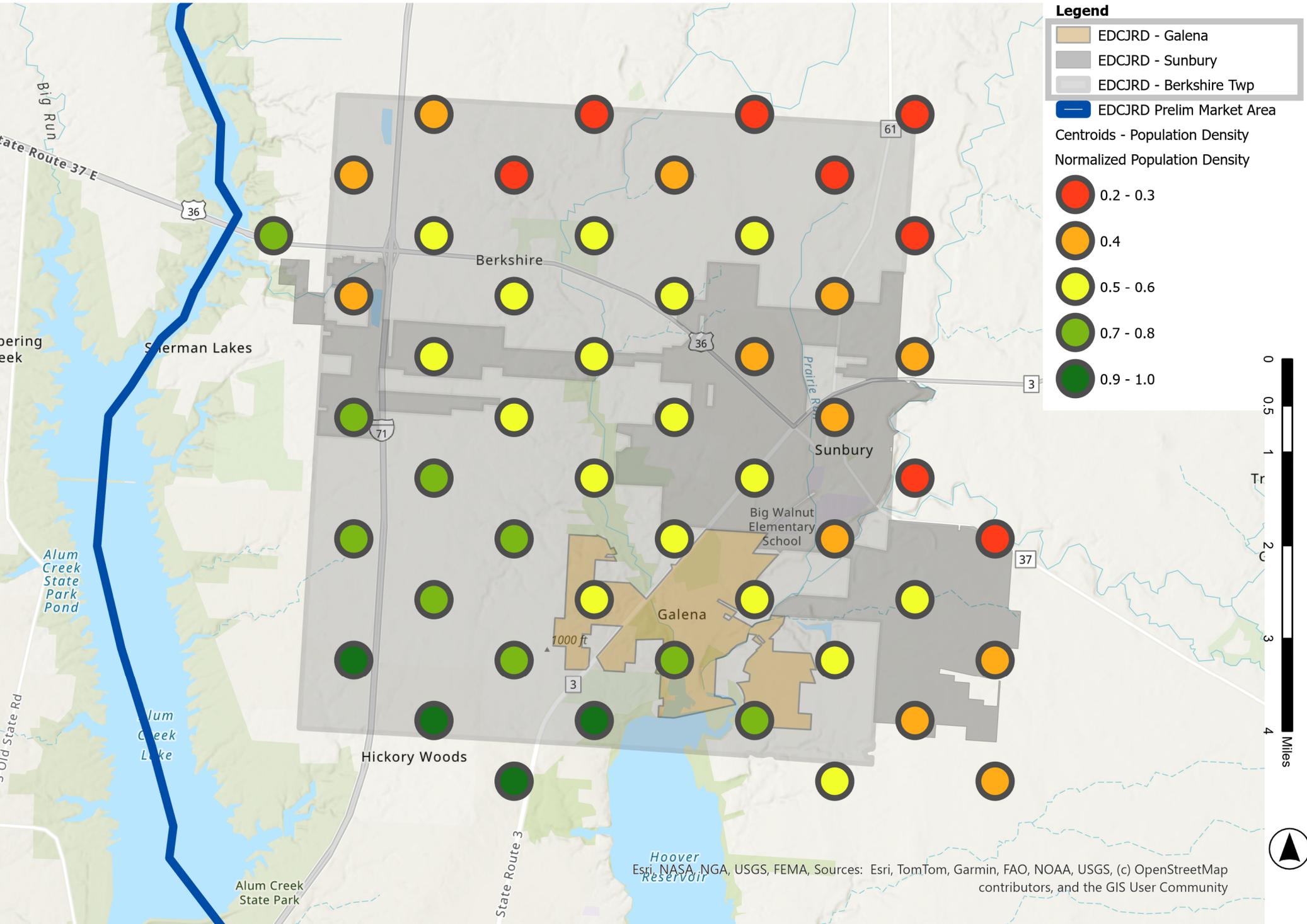
Site Selection Analysis - Site potential modeling across entirety of EDCJRD (50 sub-areas)



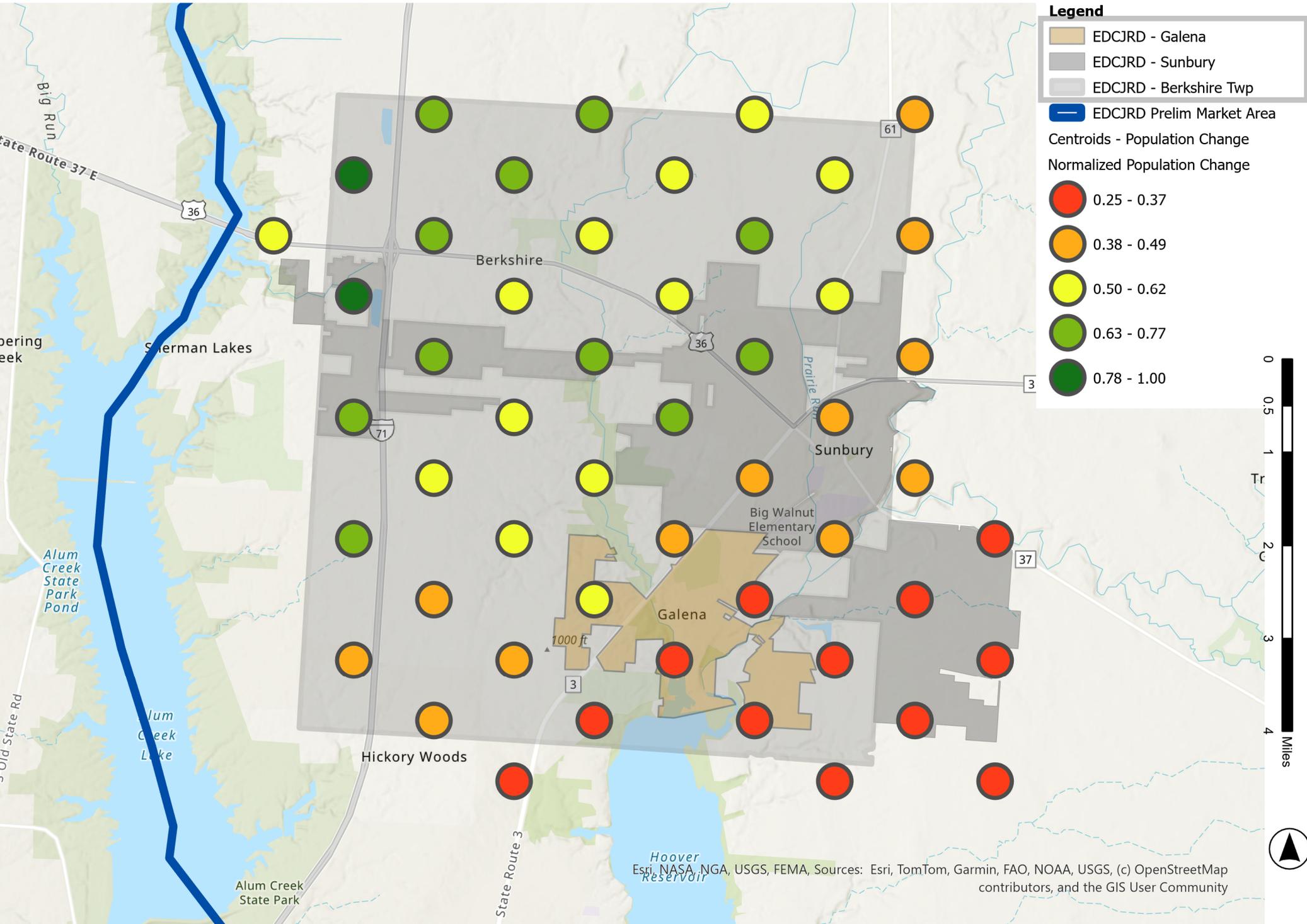
Site Selection Analysis - Total Population (2025)



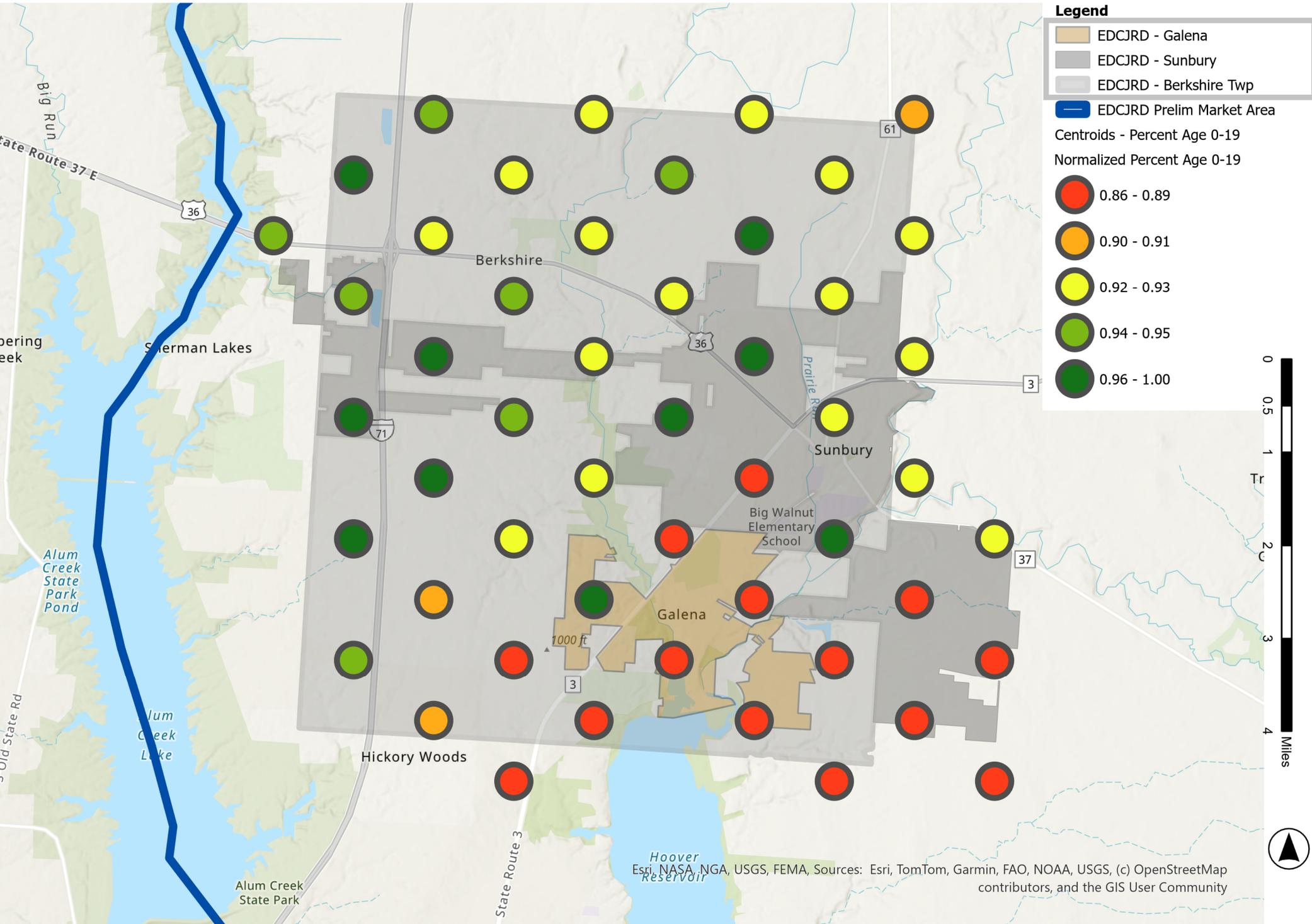
Site Selection Analysis - Population Density (2025)



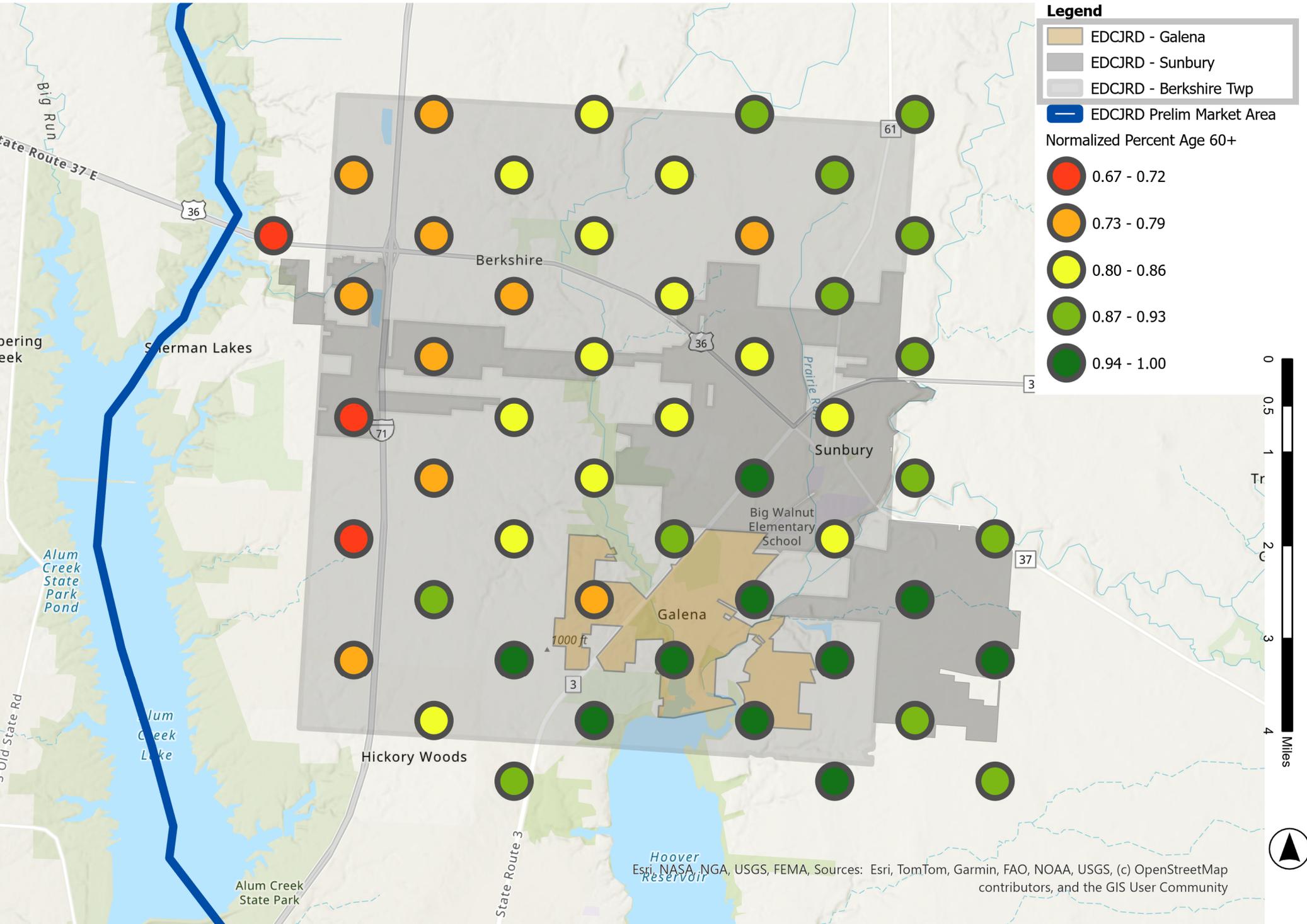
Site Selection Analysis - Projected Change in Population (2025-2030)



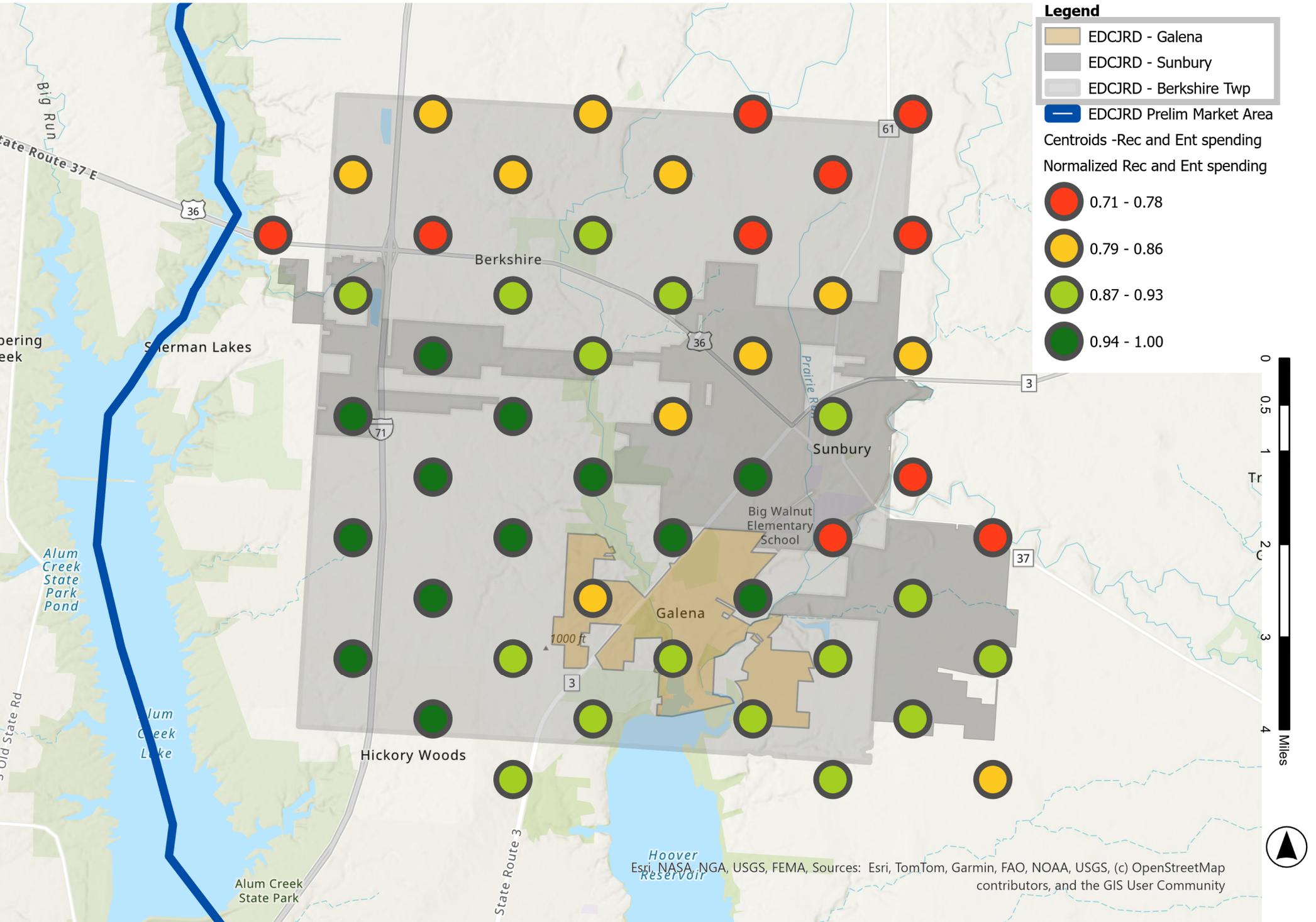
Site Selection Analysis - Population Age 0-19 (2025)



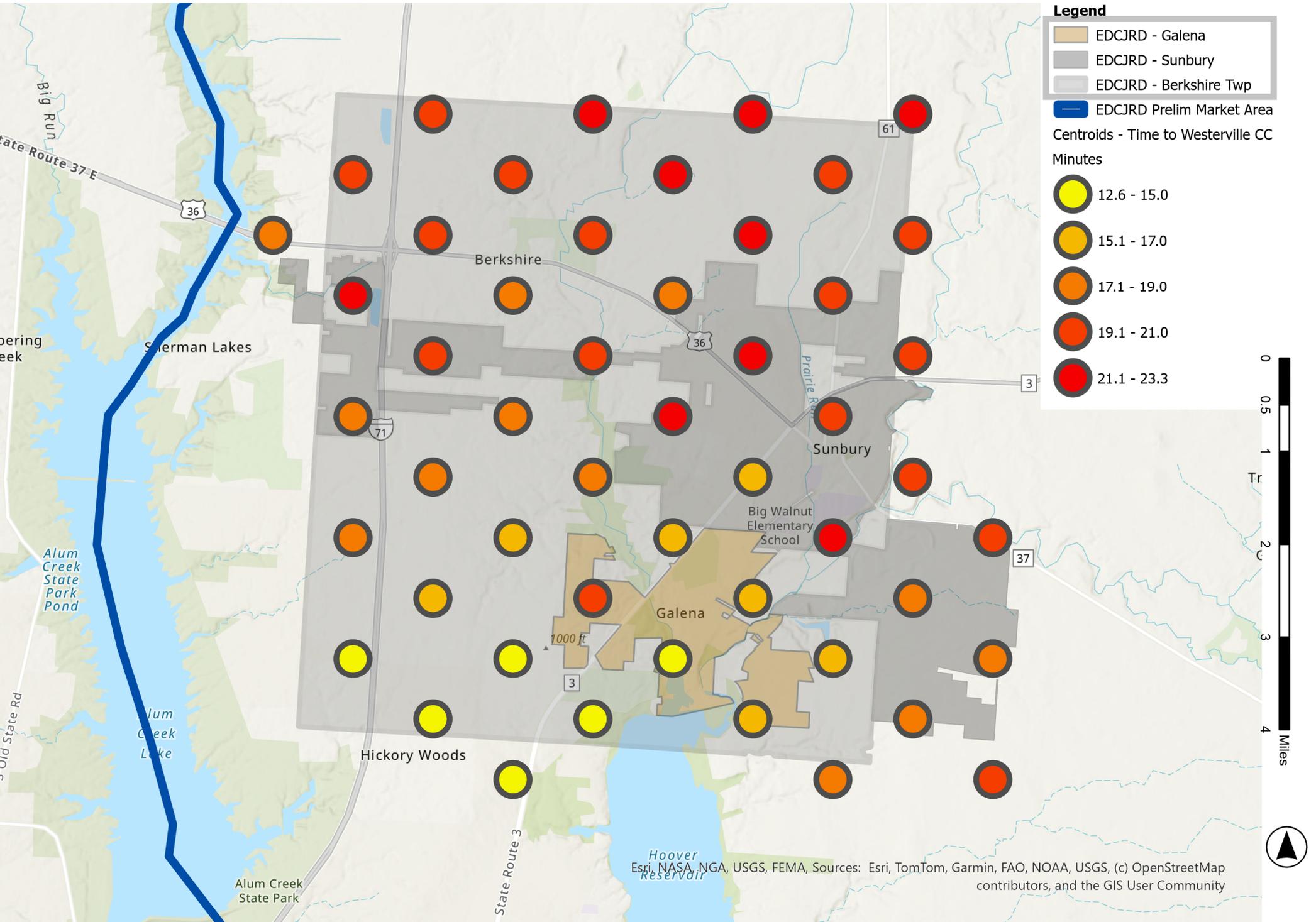
Site Selection Analysis - Population Age 60+ (2025)



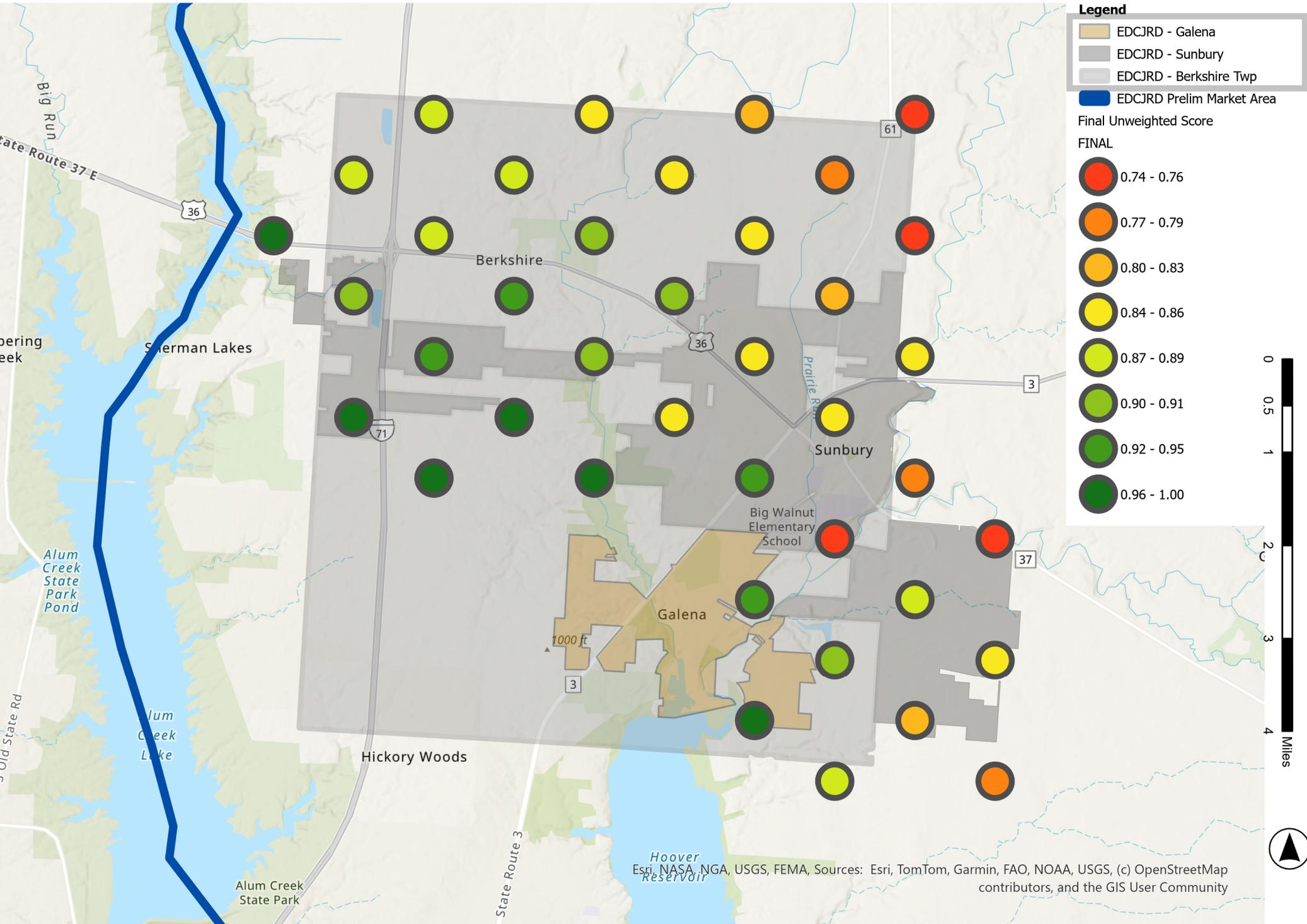
Site Selection Analysis - Recreation and Entertainment Spending (2025)



Site Selection Analysis - Travel Time to Westerville Community Center



Site Selection Analysis - Location Desirability Score (unweighted)



Next Steps

- **Determine the various amenities and their site requirements**
- **Consider the proximity to similar amenities (e.g. swimming pool, etc.)**
- **Consider utility & road infrastructure**
- **Parcel availability within the highest scoring area based on these factors (and more).**