



AGENDA
POWELL DEVELOPMENT COMMITTEE
47 HALL STREET, POWELL, OH 43065
COUNCIL CHAMBERS
TUESDAY, OCTOBER 3, 2023
6:30 PM

1. CALL TO ORDER/ROLL CALL

2. APPROVAL OF MINUTES

- a. Approval of the Minutes of the Development Committee meeting held on September 5, 2023.
[09.05.2023 Development Committee Minutes.pdf](#)

3. TODAY'S BUSINESS

- a. Review of Scope of Services: Wayfinding Signage Master Plan, presented by Jeffrey Tyler, Assistant City Manager/Community Development Director
[Wayfinding Scope of Services.pdf](#)

4. FUTURE BUSINESS

- a. Next Meeting Date: November 8, 2023 @ 6:30 p.m.

5. ADJOURNMENT



**POWELL DEVELOPMENT COMMITTEE
MEETING MINUTES
SEPTEMBER 5, 2023**

1. CALL TO ORDER/ROLL CALL

Chairperson Heather Karr called the September 5, 2023, Powell Development Committee meeting to order at 6:00 p.m. The following members of the Committee were present for at the meeting: Shaun Simpson, Citizen Representative; Mayor Daniel Swartwout, Council Representative; and Chairperson Heather Karr, Council Representative. The following staff members were present for the meeting; Aaron Stanford, City Engineer; Grant Crawford, Public Service Director; and Jeffrey Tyler, Assistant City Manager/Community Development Director.

2. APPROVAL OF MINUTES

- a. Approval of Development Committee Meeting Minutes held on August 1, 2023.

[08012023_Dev_Comm__Min.pdf](#)

MOTION: Shaun Simpson motioned to approve the Development Committee Meeting Minutes held on August 1, 2023. This motion was seconded by Mayor Daniel Swartwout. The minutes were approved by consensus.

3. TODAY'S BUSINESS

- a. Placemaking Presentation by NBBJ and Jeff Tyler, Assistant City Manager/Community Development Director

[Powell_Placemaking_090523.pdf](#)

Assistant City Manager Tyler discussed the meeting is to start looking at the potential redevelopment of Village Green and to look at what is wanted by the policy makers and citizens. The City has contracted with NBBJ to help frame the work shop series to include: placemaking; establishing design guidelines on September 13, 2023; and looking at legal issues and the Master Services Agreement on September 19, 2023. The workshops are intended for information and discussion.

PRESENTORS:

Megha Pareki Sinha

Kim Way

NBJJ

250 South High Street, Suite 300

Columbus, Ohio 43215

Megha Sinha discussed the plan to getting the conversation started and the impact of the project. The project is for Village Green and is 12 acres of city owned land in downtown Powell. The study area is the TIF District (Four Corners and Historic District). The idea of the project is part of the 2022 Downtown Investment Strategy study. The study showed insights and priorities of Council for future development which includes: enhancing the relationship between vehicles and pedestrians; providing mixed-use development; supporting quality design characteristics of the historic village; utilizing regional amenities; establishing the infrastructure to enable development; leveraging partnerships; and executing a cohesive vision through short-term and long-term investments.

Megha Sinha also discussed the site objective and placemaking, which can provide other opportunities within the downtown. The objective is to create an authentic sense of place that incorporates placemaking elements such as, a park presence, walkability, mixed-use development with a vibrant commercial component, and with multimodal access. There is the potential for vertical mixed-use housing and space for business and community amenities. There will be a need to explore options for City Hall and the alignment with City Parks Master Plan.

City Engineer Aaron Stanford discussed the support of Compete Street, which was passed as Resolution No. 2023-19 on August 1, 2023. The Compete Street Initiative provides for the safe, efficient, multimodal approach to development or transportation facilities. The approach to planning and design will create the network that will incorporate facilities for walking, bicycling, shared mobility devices assistive devices, transit, school buses, driving and commercial and emergency vehicles. The development of a transportation network using Complete Street Principles strives to provide for a network that provides for multiple modes of transportation for all ages, abilities and incomes. Moving forward with the Complete Streets Policy the City will be reviewing and proposing updates to building regulations and zoning. It will look at upgrades to public ROW and requirements for private development.

Kim Way discussed the definition of Placemaking and Placemaking Fundamentals. Placemaking is a multi-faceted approach to the planning, design and management of public space. It looks on a local community's assets, inspiration and potential with the intention of creating public spaces that serve the community by improving the urban vitality and promoting people's health. He detailed what placemaking is and what it is not. He questioned each committee member on what they find are the unique features of the City. Shaun Simpson discussed that the City has a unique feel, even as a bedroom community, there is a lot citizen involvement and mixed use of businesses. Mayor Swartwout discussed that the downtown area has a lot of history along with a traditional suburban community. Chairperson Heather Karr discussed that residents are drawn to the downtown and the amenities make for a thriving suburban community, with a small town feel.

PUBLIC PARTICIPATION:

Vince Margello
1900 West Powell Road
Powell, Ohio

Mr. Margello discussed that Powell is thought of as a safe community.

Mr. Way discussed the Placemaking Vision for Powell which is to create an authentic sense of place that incorporates placemaking elements such as, park presence, walkability, mixed-use development with a vibrant commercial component, with multimodal access. He provided field observations of Downtown Powell with outdoor cafes, businesses that spread outside, a lot of color in the downtown. With some of the edges of Powell, there is more dedication to cars than pedestrian activities. He discussed the Village Green site which has a pond, playground structure, splash pad, a Veteran's Memorial, and greenspace. He acknowledged the importance of special events in the City and the need to not lose programming. There is a need to look at and create new vehicular and pedestrian access to be a safe, connected and accessible community. He reviewed the key elements and characteristics of Quality Places and the need to consider how to compliment existing places with a variety types of space of differing scales and connectivity. He discussed different options for providing park amenities and new features, such as pocket parks, public art and plazas woven into a development.

Shaun Simpson questioned if the City receives any federal or state funding that would prohibit any use of the land. Mayor Swartwout discussed that while looking at development options it needs to be considered the traffic that drives through SR750 to access venues, such as The Columbus Zoo. Chairperson Karr discussed the need to be mindful that we currently have a downtown area that is dependent on having people staying on Powell Road, and need to look at how to make the area connected and accessible. Assistant City Manager Tyler addressed transportation and that this has been looked at with the Keep Powell Moving and there is a need to find efficient ways to keep vehicles moving, but also find ways to have those traveling want to stop and visit.

4. FUTURE BUSINESS

- a. Next Scheduled Meeting Date: October 3, 2023

5. ADJOURNMENT

MOTION: Mayor Swartwout moved to adjourn the Powell Development Committee meeting. This motion was seconded by Shaun Simpson. The motion was approved by consensus and the meeting adjourned at 6:39 p.m.

MINUTES APPROVED: October 3, 2023

Heather Karr,
Chairperson

Date

Elaine McCloskey
City Clerk

Date

Scope of Services: Wayfinding Signage Master Plan for the City of Powell, Ohio

Goals: The overarching objectives of the comprehensive Wayfinding Signage Master Plan are as follows:

1. **User-Friendly Navigation:** Develop an intuitive navigational system to efficiently guide both residents and visitors to and from various City of Powell destinations.
2. **Welcoming City Image:** Create a welcoming, organized, safe, and easily navigable environment for visitors through effective signage and branding.
3. **Efficient Destination Guidance:** Quickly direct visitors to their intended destinations, including nearby parking options.
4. **Neighborhood Identity:** Identify and highlight the diverse residential and commercial neighborhoods within the City.
5. **Park Identification:** Clearly designate the City's parks for easy recognition and access.
6. **Distinct Gateways:** Enhance City entry points with distinctive gateway features and signage that indicate visitors' arrival.
7. **Promote Sustainable Travel:** Encourage walking, biking, and other eco-friendly transportation methods to explore the downtown area.
8. **Preserve Small-Town Charm:** Maintain and possibly enhance the City's unique small-town charm while improving functionality.
9. **Support Economic Vitality:** Foster an economically vibrant downtown by facilitating visitor exploration and commerce.
10. **Neighborhood-Themed Designs:** Develop design themes that harmonize with various City neighborhoods, sharing vital information such as parking, events, and emergencies.
11. **Traffic Mitigation:** Reduce downtown vehicular traffic by minimizing parking search times and efficiently guiding drivers to parking spaces.
12. **Employee Parking Guidance:** Provide clear directions for downtown employees to access reserved parking spaces.
13. **Effective Compliance Signage:** Enhance the visibility and clarity of regulatory and compliance signage.
14. **Parking Branding:** Establish a strong parking brand that aligns with the City's existing branding, aiding visitors in locating parking resources.
15. **Modular Phased Approach:** Develop a flexible phased plan that integrates with other planned capital improvements over time.
16. **Multi-Modal Transportation:** Identify and promote diverse transportation options, including pedestrian, bicycle, golf cart, rideshare, and mass transit.

Tasks:

Phase I – Current Conditions Analysis:

Task One: Current Conditions Analysis: Perform an on-site analysis of existing signage within the City of Powell, including Downtown traffic and parking patterns. Consolidate, remove, or enhance signage as needed for effective wayfinding. Integrate findings with the Keep Powell Moving Plan and Powell CIP. Deliver a comprehensive Wayfinding and Signage Report proposing solutions aligned with the City's goals and objectives.

What are your wayfinding principles that guide your process and recommendations? Describe in detail how you will perform the analysis and what the report will include.

Task Two: Parking Branding Design: Create a City of Powell parking brand that complements the existing City branding. Apply this branding to signage, apps, maps, literature, websites, and social media. Provide three branding examples from your portfolio.

What experience does your firm have designing branding? Provide three branding examples of work currently in use by a company or municipality.

Task Three: City Gateway Features: Enhance gateway locations to welcome visitors with landscaping, lighting, and architectural elements that capture the City's essence.

What experience does your firm have designing gateway features for communities? Provide examples of work currently in use by a jurisdiction.

Phase II – Comprehensive Wayfinding and Signage:

Task Four: Develop Master Plan with Schematic Design: Based on approved recommendations, create a detailed Master Wayfinding and Signage Plan incorporating vehicular, parking, and pedestrian wayfinding, gateway and destination signage, information kiosks, regulatory signs, and more. Include schematic drawings and input from City stakeholders. Present the Master Plan to City Council for final acceptance.

- The Master Plan shall meet the main goals as expressed in this scope of services.
- The Master Plan should also include input from stakeholders identified by City Staff. The Master Plan should include schematic drawings so stakeholders can visualize the consultant's plan.
- This task may or may not include some or all of the alternate additional tasks.
- The consultant will submit 50% and 90% versions of the Master Wayfinding and Signage Plan to designated City staff for review and input prior to delivering the 100% completed plan.
- The Master Plan will be presented to the City Council for final acceptance. The Master Plan must be approved by the City prior to moving forward with the development of additional tasks.

Describe your firm's experience in developing wayfinding and signage master plans. How will your designs or plan preserve or enhance our small-town charm?

Task Five: Design Development: Establish sign design standards for the City of Powell, covering dimensions, colors, fonts, symbols, and layouts. Provide multiple design options for wayfinding signs and mounting platforms that enhance the City's charm while adhering to traffic guidelines.

Describe your experience in sign and mounting design. Provide three examples of signs and mounting platforms that you have designed. Describe how your designs will satisfy our goals.

Task Six: Programming: Develop a signage placement plan, working closely with City staff to finalize sign locations, dimensions, messaging, and mounting platforms. Provide estimated costs for fabrication, installation, and scheduling.

What process will you use to develop accurate cost estimates?

Task Seven: Documentation: Create bid documents for sign fabrication and installation based on approved designs and specifications. Coordinate with manufacturers for as-built documentation and cost estimates.

Describe how you will develop your final "as-built" documents.

Task Eight: Construction Administration: The consultant or their subcontractor will oversee the fabrication and installation of designed products, ensuring compliance with City-approved specifications.

Describe how you will perform this work. Will you use a subcontractor?

Phase III – Electronic Wayfinding and Parking Guidance from Arterial Roadways:

Task Nine: Design and Implement Electronic Wayfinding/Guidance Signage: Update the Master Plan to include dynamic electronic wayfinding and parking guidance systems on arterial roadways. Design technology to blend with Downtown's historic look. Manage design, programming, documentation, and construction administration.

Describe your experience working with electronic parking guidance systems. Describe how your design will soften technology to maintain small-town charm.

Anticipated Parking or Traffic Related Actions: Implement dedicated employee parking, information kiosks, parking lot occupancy counting and guidance, and arterial roadway wayfinding with dynamic signage.

Potential Obstacles: Consider vegetation, existing infrastructure, and potential streetscape projects that might affect signage placement and design.

Other Considerations: Explore opportunities such as creating city standards for private business signage, using info kiosks for advertising, and employing hanging signs from ornate fixtures.

Historical Landmark Recognition: Incorporate historical points of interest like the Railroad and pre-settlement caretakers into the wayfinding plan. Help create a sense of community and pride by sharing local history and storytelling.

Describe how you might recognize historical points of interest in your plan.

Points of Interest and Broader Area Outreach: Ensure wayfinding covers City parks, the Government Center, Library, Adventure Park Facility, and extends to surrounding areas such as the Columbus Zoo, Polarus, I-270, and other gateways.

In crafting your proposal, address each task by re-stating the task question/statement and providing a concise response of 500 words or less. Your response should demonstrate your experience, expertise, and commitment to achieving the City of Powell's wayfinding objectives.

DRAFT