



**AGENDA**  
**POWELL DEVELOPMENT COMMITTEE**  
**47 HALL STREET, POWELL, OH 43065**  
**COUNCIL CHAMBERS**  
**WEDNESDAY, NOVEMBER 8, 2023**  
**6:30 PM**

**Note: Date Change Due To Election Day**

**1. CALL TO ORDER/ROLL CALL**

**2. APPROVAL OF MINUTES**

- a. Approval of the Minutes from 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](#)  
[Wayfinding presentation 11.8.2023.pdf](#)

**4. FUTURE BUSINESS**

- a. Next Meeting Date: December 5, 2023

**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.

PRESENTERS:

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: November 8, 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

# Navigating the Future

Wayfinding Signage Master Plan  
for Powell, Ohio

# Wayfinding?

Wayfinding encompasses all the methods people use to orient themselves, navigate, and explore their surroundings.









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1. Welcome



2.Planning



3.Blade sign



4. Arrival poster

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# Wayfinding Principles

- User-Friendly Navigation
- Welcoming City Image
- Efficient Destination Guidance
- Neighborhood Identity
- Park Identification
- Distinct Gateways
- Promote Sustainable Travel
- Preserve Small-Town Charm
- Support Economic Vitality
- Neighborhood-Themed Designs
- Traffic Mitigation

# MAIN AND GRAND

Morris & Sons Funeral Home was founded in 1890 and still operates today. The Morris & Sons Funeral Home building, currently located at 104 W. Main Street, was built in 1895 and was picked up and moved from Old Osborn to New Osborn.

The picture to the right was the Fulton Ford Dealership. The building, previously located at the northeast corner of W. Main Street and N. Grand Avenue, is no longer standing.

## FUN FACTS

- It is said that F.C. Massey **continued to conduct business** during the move of his business.
- The Oldest is located at **and was built**

F.C. Massey Hardware was a store in Old Osborn, which later moved to 1920. Massey's is the only known business to be moved from Old Osborn housed F.C. Massey Hardware still stands at the current day building at 13 W. Main Street, later bought by Earl Grimes and became Grimes Hardware, where Earl and his son Edwin Grimes Hardware later became what is known today as ACE Hardware.

**DIRECTORY**

SERVICE	RESTAURANTS/BARS	SHOPS	BEAUTY SALONS
1 A Peaceful Oasis Massage	44 Chivalry Crown Desert Shop Cafe	52 Absolute Music	73 Amette's Hair Salon
2 Altabate Insurance: Steve Rogers	45 Giovanni's	53 Bookery Fantasy Comics & Collectibles	74 Cherry's Barber Shop
3 Aquella's Premier Event Designs	46 Letty's Eats & Espresso	54 Bookery Fantasy Games & Discount Warehouse	75 Faded: Men's Salon
4 Bath Masters/ Luxury Bath of 38 Ohio	47 Mr. P's Lounge	55 Candy's Crystals	76 Main Street Hair Co
5 Burcham Tobias Funeral Home	48 Papa John's Pizza	56 Coyne's Crystals	77 Newave Hair Salon
6 Colognati	49 The Neighborhood Nerd	57 Foys's Adult's Costume Store	78 Wild Horse Salon
7 DeCouch Rehabilitation Centre	50 Ticks Pub & Eatery	58 Foys's Halloween West	
8 Edward Jones Investments	51 Top Dog Saloon	59 Foys's Kids Costume Store	
9 Fairborn Alterations & Embroidery		60 Foys's Halloween Store	
10 Fairborn Footcare		61 Fred's Auction	
11 Fairborn Hearing Aid Center		62 Helen Flowers	
12 Gordon's Tailors Shoe Repair		63 Midwest Surplus Electronics	
13 Home Experts Realty		64 My Mother's Memories	
14 Innovative Auctions, Inc.		65 N/A Arms Gun Store	
15 K.S. Miller Law Office LLC		66 Oakley Arms	
16 L.A. TAN		67 Sassy Sisters Boutique	
17 Main Street Tattoo		68 Secret Chamber: House of Oddities and Artwork	
18 Mark Blumenschein DDS		69 Shewell Jewelry Store	
19 Morris Sons Funeral Home		70 Sweet and Sassy Boutique	
20 Rensow Massage and Wellness		71 Time Warp Toys and Collectibles	
21 Rent-A-Center			
22 St. Marks Lutheran Fairborn Church			
23 St. Mary's Place			
24 Southern Ohio PGA			
25 Soper's Barbers			
26 St. Marks Lutheran Fairborn Church			
27 State Farm Insurance Agent: Jeff Roberts			
28 Stephen D. Hamilton DDS			
29 Sweet and Sassy Boutique			
30 The Mayor Law Office LLC			
31 U.S. Bank Branch			
32 United Inc. REALTORS			

**ACTIVITIES**

40 Actor's Theatre of Fairborn
41 Kai Yoga Studio
42 Terri Lynn Art Studio and Gallery
43 TNY Midwest Martial Arts Academy Inc.

**GENERAL INFO**

79 Fairborn Area Chamber
80 Fairborn Community Libs

19<sup>th</sup>

LAST UPDATED: JUNE 2020

# Types of Wayfinding



- Identification
- Directional
- Informational
- Regulatory



# Current Conditions Analysis

- On-site analysis of existing conditions , including the on-site analysis of existing signage.
- Integration of existing plans such as, the Keep Powell Moving Plan, Parks Master Plan, Downtown Investment Strategy and Powell CIP.
- Alignment with city goals and objectives.
- Alignment with future development, such as OSU Wexner Medical Center, the Village Green, COHatch and various residential development.
- Align with the multiple regulatory interests, including CSX, ODOT and the City of Powell

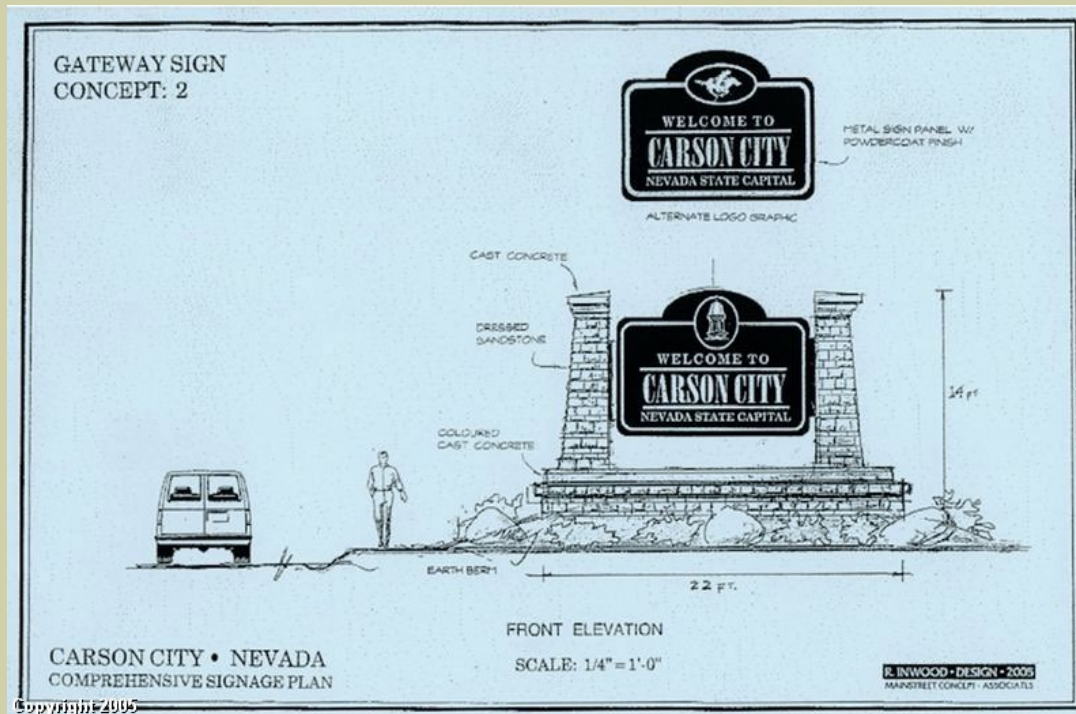
# Parking Branding Design

- Create a unified brand for public parking.
- Encourage integration across various businesses and platforms.



# City Gateway Features

- Identify gateway locations
- Enhance gateway locations
- Quality over quantity



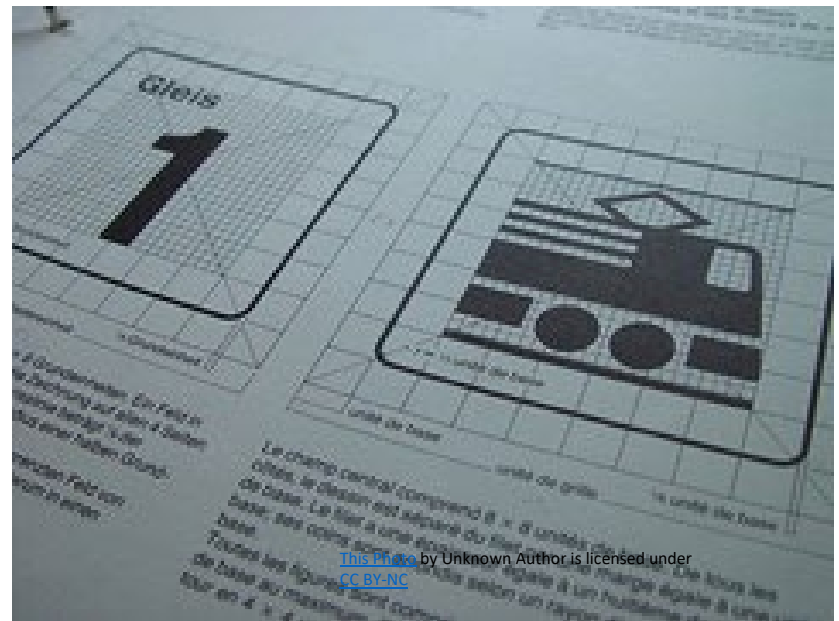
# Master Plan Development

- Development of the Master Wayfinding and Signage Plan
  - Gateways
  - Downtown Wayfinding and Signs
  - Parking Signs and locations
  - Park Identification and Signs
  - Neighborhood Identification and Signs
  - Business Information Signs
  - Etc.
- Stakeholder Engagement
  - City Council
  - Wayfinding Taskforce
  - PZC and HDAC
  - PDC
  - Business Roundtable
  - HOA representation
  - Etc.



# Design Development

- Establishment of sign design standards.
- Examples of sign designs and mounting platforms.
  - Branding
  - Colors
  - Materials
  - Pole Types
  - Mounting Types
  - Technologies
  - Etc.



# Programming



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- Development of a signage placement plan.
  - Layered Approach
  - Implementation Phasing
- Collaboration with City staff and cost estimation.
  - Budgets
  - Resource Management (Public vs. Private)
  - Sign and Wayfinding Maintenance
  - Phasing

# Documentation

The diagram shows a form layout for sign fabrication documentation. It includes a header section with a grid, followed by fields for Client Name, Project Name, and Sheet Name. Below these are fields for Project Number (2000.01), Date (01 January, 2000), Drawn By (DRW), and Checked By (CHK). A large field for the sheet identifier 'A-0001' is present, along with a Scale field (1/8" = 1'-0"). Annotations in red text and lines point to specific areas: 'All Filled Regions except for what is identified as lines' points to the main content area, and 'Lines' points to the border lines of the form.

All Filled Regions except for what is identified as lines

Lines

Client Name	
Project Name	
Sheet Name	
Project Number	2000.01
Date	01 January, 2000
Drawn By	DRW
Checked By	CHK
A-0001	
Scale	1/8" = 1'-0"

01 January, 2000

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- Creation of bid documents for sign fabrication.
- Coordination with manufacturers for as-built documentation.
  - Private vs. Public Expertise
  - Ensure that the as-built matches the design expectation

# Construction Administration

- Consultant or subcontractor will oversee fabrication and installation.
  - Important to ensure that fabrication and installation meet the design expectations of both the designer and the City of Powell.



# Wayfinding beyond signage

- Wayfinding is not just about signage.
- Other aspects of wayfinding, such as digital tools, maps, and community engagement.
- Wayfinding is about Powell as a brand!



# Moving forward together

- *Wayfinding encompasses all the methods people use to orient themselves, navigate, and explore their surroundings*
- The Master Plan when complete will provide a systematic and logical approach to achieving this goal.
- Using the principles that have been identified, the Master Plan and its implementation will enhance the Powell brand.
- The Master Plan will also enhance Powell's sense of place within the Central Ohio community ... and beyond!

# Questions?