



AGENDA
POWELL DEVELOPMENT COMMITTEE
47 HALL STREET, POWELL, OH 43065
COUNCIL CHAMBERS
TUESDAY, DECEMBER 5, 2023
7:00 PM

NOTE: MEETING START TIME

1. CALL TO ORDER/ROLL CALL

2. APPROVAL OF MINUTES

- a. Approval of the Minutes from the November 8, 2023, Development Committee Meeting.
[11.08.2023 development-committee_minutes_summary.pdf](#)

3. TODAY'S BUSINESS

- a. 2023 Development Committee Year in Review
 - [1. 2023 Development Committee Year in Review.pdf](#)
 - [2. 2023 Community Development Work Plan Spreadsheet.pdf](#)

4. FUTURE BUSINESS

- a. NEXT MEETING DATE: February 6, 2024 @ 6:30 p.m.

5. ADJOURNMENT



**DEVELOPMENT COMMITTEE
MEETING MINUTES
NOVEMBER 8, 2023**

1. CALL TO ORDER/ROLL CALL

Chairperson Karr called the November 8, 2023, Development Committee meeting to order at 6:30 p.m. Councilmembers present included Heather Karr, David Lester, Dan Swartwout. Absent from the meeting was Shaun Simpson, Citizen Representative. Staff present for the meeting included Andrew White, City Manager; Jeffrey Tyler, Assistant City Manager.

2. APPROVAL OF MINUTES

- a. Approval of the Minutes from the Development Committee Meeting held on September 5, 2023.

MOTION: David Lester moved to approve. Dan Swartwout seconded. Motion Passed.

VOTE: Y-3 N-0 AB-0

3. TODAY'S BUSINESS

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

Mr. Tyler discussed that the current phase is to develop a scope to create a RFQ and solicit it for the Master Plan. The timeline for the project is to look at implementation to start in 2025-2027. Wayfinding encompasses all the methods people use to orient themselves, navigate, and explore their surroundings. Mr. Tyler provided some examples of wayfinding in different cities, such as the Short North Archway. Some Wayfinding Principles can help define to the consultant what the plan should be. Some principles can be user-friendly navigation, welcoming City image, efficient destination guidance, neighborhood identity, park identification, preserve small-town charm, support economic vitality, traffic mitigation. Wayfinding will help individuals identify that they are in the City of Powell, direct individuals to downtown area or parking, informational, and regulatory.

He recommends a uniform sign standard throughout the City and a parking branding design. He recommended the creation of a unified brand for public parking and encourage integration across various businesses and platforms. This can be working with existing businesses to develop shared parking agreements and arrangements, or to remove the no parking signage. City gateway features need to identify gateway locations, enhance gateway locations, and quality over quantity. While looking at gateways, staff will need to plan for the future and potential changes to the boundaries

A discussion was held regarding what the brand is for the City of Powell. Mr. Tyler discussed starting with the logo and branding guidelines that centers on the logo design. A wayfinding scheme needs to compliment the brand. Mayor Swartwout believes that the branding guidelines were created in 2018 or 2019 and feels this is a good starting point. He likes the idea of a unifying theme throughout the City. The Committee discussed the budget estimate compared to a similar project at the City of Fairborn. Some cost increases can be related to inflation, as well as an expected higher design quality.

From: Andrew D. White, City Manager
To: Members of the Development Committee
Initiated By: Jeffrey S. Tyler, RA, ACM/Community Development Director
Re: 2023 Development Committee Tasks Year in Review
Date: December 5, 2023

Summary:

At the January 2023 meeting of the Development Committee, Staff presented a list of priorities and a proposed schedule for the year 2023, including the Comprehensive Plan and Comprehensive Zoning Code updates. The Committee encouraged Staff to establish a process and timeline of the completion of the tasks identified as priorities. Due to changes in leadership and, mostly, changes in priorities because of exciting new economic development activities, that original list of priorities have been modified.

The Committee discussed the need and desire to begin process of updating the Zoning Code. While a comprehensive update is one way to approach the subject, it will require the help of a consultant due to the complexity of such a project. It would also take a considerable amount of time for staff, the Committee, the Planning and Zoning Commission (the Commission) and City Council. Staff and City Council also discussed the need for a more robust Thoroughfare Plan to be developed in the future. While this process is part of the Community Development Department 2023 Work Plan (See Attached), Staff is suggesting certain updates to the Zoning Code may be accomplished at the staff level and with the help of the Law Director and/or a consultant.

2023 Accomplishments:

- 35 N Liberty Street Demolition – Ordinance 2023-08
- EV Chargers located in the City Hall Parking Lot
- Economic Development Strategy
 - Resolution 2023-18; City Council Approval on 05/16/2023
 - PDC affirmation on 05/23/2023
- Downtown Community Reinvestment Area (CRA)
 - COhatch Economic Development Incentive Agreement
- Small Cell Guidelines
- Lechler Building Request for Proposal (RFP)
 - Pending Contract Award – Resolution 2023-38
- Entitlement Review Streamlining (On-Going)
- Sign Code Update
- Complete Streets

- Miscellaneous Zoning Code Amendments
 - Ordinance 2023-23, Amending sections regarding Special Events and Objectionable, Noxious, or Dangerous Uses, Practices.
- Downtown Commercial Façade Improvement Program
- Redwood Update
- Placemaking Presentation
- Wayfinding Scope of Services

Initial Priorities:

1) Comprehensive Plan Updates

The Development Committee also discussed the need to commence work on the Comprehensive Plan update. The Committee reviewed the Implementation Matrix, developed by Planning Staff at the end of 2022 to set priorities for future actions. The Committee established four main priorities for further investigation and implementation in 2023. Those four priorities are:

- Development Review Streamlining
- Traffic and Parking Management
- Downtown Redevelopment and Infill
- Annexation Policy

Recommendation:

This memo is for review, discussion and guidance purposes only.

City of Powell
Community Development Work Plan

Task	Sub Tasks	Priority	Responsible Person(s)	Description	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Budget Estimate	Budget Actual
Adminstration										
GIS Work Plan		OQ	Elise / Wes /Jeff	Contracts have been signed with ESRI to migrate our current GIS system to a cloud-based system that provides more functionality. ESRI will also be setting up several basic templates that the City uses.	Work Teams Formed.			2024 Budget; hire a consultant to clean outdated data.		
Wayfinding Design Plan		OR	Jeff	The Wayfinding Design Plan will be developed as part of the City's CIP program. The lead for developing the design will come jointly from the Community Development Department and the Communications Department. Implementation will be coordinated through Public Service.			Draft RFP in August 2023	RFQ to be finalized and posted 12/9/2023	\$168,000.00	
25 N Liberty Street Demolition		PA	Jeff / Grant / Rosa	With assistance from Public Service and the Building Department, the demolition is made possible by a grant from the ODOD. Finance will assist with being in compliance with ODOD reporting requirements	Projected Demolition start 03/20/2023	Demolition Completed 06/15/2023			\$200,615.00	\$59,250
44 N Liberty Street		PC	Jeff / Grant / Rosa	Now that the building has been vacated there needs to be an assessment of both the building and its current contents to determine its disposition. Further environmental study will take place with the assistance of MORPC and ODOD.	Phase I initiated.					
Lechler Building Re-Design		PB	Jeff	The Lechler Building Re-design wil be developed as part of the City's CIP Program. The lead for developing the design RFP will be the Development Department in 2023. Construction, in 2024, will be coordinated with the Public Service Department.		Present RFP draft to Development		Resolution 23-38 to be reviewed by City Council 12/05/2023	\$200,000 (Design)	\$146,600
Downtown Business Rountable			Jeff / Jason	The Business Rountable is a means to convene downtown businesses to both educate and to garner feedback on topics that are germain to their success and well-being. Quarterly Meetings	Quarterly	Quarterly	Quarterly	Quarterly		
Community Reinvestment Area (CRA)		OH	Jeff / Yaz	Working in conjunction with the Law Department, Community Development will be developing the ordinance and state petition to establish the CRA in the Downtown Area as a potential economic incentive.	Presented to City Council 3/7/23; 2nd reading 3/21/23			Ordinance 2023-32 CRA for Cohatch		
Downtown Residential Neighborhood Meeting		OK	Andy / Jeff / Steve	These meetings shall be held on an as-needed basis to provide clarity and feedback on a range of topics that effect the downtown residential neighborhood in the Northwest quadrant.						
Fall HOA Meeting		OL	Jeff / Jason / Amy	The Fall HOA meeting is a means to convene the reisidential neighborhoods to both educate and to garner feedback on topics that are germain to their success and well-being. Annually in the Fall						

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Entitlement Review										
	Entitlement Review Streamlining		OB	Jeff / Seth /Aaron	The Entitlement Review process needs a complete overhaul from initial development through the issuance of the Certificate of Occupancy. An Entitlement Review frame work will be developed with each division responsible for streamlining their respective processes.			Kaizen Event held 08/31/2023		
		Permit Review One-Stop Shop	OB4	Kevin	As a follow-up to the streamlining exercise conducted in 2020, a one-stop shop, coordinated plan review process shall be developed for effective and efficient review of plans and specifications throughout the entitlement review process.			Kaizen Event held 08/31/2023		
		Electronic Plan Review	OB2	Kevin	The City will develop an electronic plan review process and platform to assist our customers in a streamlined approach to plan submittals. A review of a current Permitting Software systems will be necessary to ensure compatibility with this new electronic process. Costs will include both hardware and software.	3/21/2023		Kaizen Event held 08/31/2023		
		Permit Software Coordination	OB5	Kevin	The City's existing permitting software systems will need to be evaluated to ensure their effectiveness in meeting our customer's needs.			Kaizen Event held 08/31/2023		
		Boards and Commission Rules Update	OB3	Claudia	In conjunction with the Zoning Code Updates, the Boards and Commission's rules will need to be reviewed and updated in order to ensure compatibility with the ordinances and the need for streamlining.	P&Z discussion on 3/8/23	Adoption Scheduled for 4/12/23 for P&Z; BZA adoption 4/4/2023; HDAC rules introduction 4/20	Kaizen Event held 08/31/2023		
		Building Department Policies and Procedures	OB1	Kevin	As the Community Development Department establishes a comprehensive streamlining process, policies and procedures will need to be developed. This work will be in conjunction with the Administrative Policy Team.	3/21/2023		Kaizen Event held 08/31/2023		
		Planning Policies and Procedures	OB6	Claudia	As the Community Development Department establishes a comprehensive streamlining process, policies and procedures will need to be developed. This work will be in conjunction with the Administrative Policy Team.	3/21/2023		Kaizen Event held 08/31/2023	Policies: Solar Panel Installations; Gas Line Inspection and Testing; Generator Installation; Re-Roof; Process Manual	
Long Range Planning										

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	Comprehensive Plan Update		OA	Claudia / Jeff	Working with the Development Committee, City Staff will be responsible for updating its existing comprehensive plan working with the Development Committee.				2024 Objective		
		Development Review Streamlining	OA1		Staff will present a separate work plan for Development Review Process streamlining in the first quarter of 2023.		Development Committee Presentation 4/4/2023		2024 Objective		
		Existing Ordinance Anaylsis	OA2		Analysis of the existing ordinance to determine impediments to streamlining. Develop an ordinance matrix to show the relevant code sections and the potential impediments to streamlined review.	2/24/2023			2024 Objective		
		Benchmark Cities	OA3		Identify five or six benchmark cities to compare processes. Identify three (3) minimum Powell projects to compare with benchmark cities.	2/28/2023			2024 Objective		
		Stakeholder Review	OA4		Identify interested stakeholders to interview in order to test both the existing state and proposed state of the process.				2024 Objective		
		Timeline	OA5		Develop and provide a timeline for completion of entitlement streamlining process, including ordinance changes, to be completed in 2023	2/24/2023			2024 Objective		
		Annexation Policy	OA7		This is probably the most important item moving forward. You need to start putting together a timeline of when all of these activities can be accomplished.				2024 Objective		
		Traffic and Parking Management	OA6		We need to show the Committee our commitment in completing this task prior to the end of the year.				2024 Objective		
		Downtown Redevelopment and Infill	OA8						2024 Objective		
		Downtown Architectural Guidelines Update		OO	Jeff / Claudia					2024 Objective	
	Pedestrian Scale Design Guidelines Manual Update		OP	Claudia / Jeff					2024 Objective		
	Strategic Land Inventory		ON	Jeff / Claudia	This land inventory will be focused on the downtown TIF district and will collect information on both city-owned and private vacant land holdings.				2024 Objective		
	Code Development										
	Comprehensive Zoning Code Update		OF	Claudia	Working with the Development Committee, an RFQ/RFP will need to be developed to solicit services for a consultant to assist the City in updating its existing zoning code.		Presentation to Development Committee on 4/4/23		2024 Objective		

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	In-House Zoning Code Changes		OD					Ordinance 2023-22 Special Events and Objectionable, Noxious, or Dangerous Uses, Practices	2024 Objective		
		Sign Code Update focusing on temporary signs	OD1	Claudia			Introduction Presentation to Development Committee on 4/4/23		2024 Objective		
		Food Truck Ordinance	OD4	Claudia			Development Committee Review 08/01/2023		2024 Objective		
		Zoning Upon Annexation	OD3	Claudia					2024 Objective		
		HDAC Process Ordinance Changes	OD2	Claudia					2024 Objective		
	Code Enforcement Program Update		OC	Jeff	Develop a comprehensive code enforcement program by revising the existing code, developing policies and procedures, reviewing best practices and working with the County Prosecutor.		Draft Policy and Procedures Manual		On-Going		
		Policy and Procedures	OC1	Jeff		Draft document presented to staff on 3/10/23			On-Going		
		Forms	OC3	Jeff					On-Going		
		Coordination with Police, Building, Zoning, Public Service, Fire Prevention and County Health Department	OC2	Jeff					On-Going		
		Coordination with the County Prosecutor	OC4	Jeff / Yaz					On-Going		
	Small Cell Guidelines		OE	Jeff / Claudia	In conjunction with the proposed small cell ordinance, guidelines shall be drafted to provide consistent and comprehensive direction for small cell purveyors.	Final Draft presented to Deveelopment on 3/7/23 with the green light to proceed.					
	Committees										
	Development Committee		OI	Jeff	Working with the Development Committee Chairman, establish an annual schedule of review activity and reviewing existing rules to ensure effective and efficient Committee reviews.				On-Going		

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	Powell Development Corporation		OG	Andy / Jeff	Working with the Development Committee Chairman, establish an annual schedule of review activity and reviewing existing rules to ensure effective and efficient Committee reviews. It will also be important to work with the Chair to establish a revised vision and mission to assist in establishing a revised focus for the Committee.				Economic Development Administrator starts on 12/04/2023		
		Economic Development Strategic Plan	OG1	Jeff			Final Draft to be presented by Camoin on 4/28/23; City Council approved by Resolution 2023-18 on May 16, 2023; PDC affirmed on 05/23/2023				
		Broadband Strategy	OG7	Andy / Jeff		Met with Horizon Communications on 3/9/23		Met with AltaFiber and the City of Westerville			
		Funding Sources	OG5	Andy / Jeff							
		EV Charging Stations	OG3	Jeff		PDC approved charging stations for City Hall on 2/28/23					
		Committee Rules	OG6	Andy / Jeff							
		44 N Liberty / Chamber Assessment	OG4	Andy / Jeff							
		PDC Rebranding	OG2	Andy / Jeff		Complete with graphics					
Professional and Staff Development											
	Staff Development		OJ	Jeff / Jason					On-Going		
		Director Development	OJ4	Jeff / Claudia / Kevin					On-Going		
		Certification Maintenance	OJ3	Jeff / Kevin	Develop a certification maintenance program and track the progress of building inspection staff in obtaining CEU's for certification maintenance.				On-Going		
		New Skills Development	OJ2	Jeff / Claudia / Kevin / Jason	In an effort to crosstrain and to expand skillsets, training will be provided to each employee as directed by their immediate supervisor.				On-Going		
		Performance Planning and Evaluation	OJ1	Jeff / Claudia / Kevin / Jason					On-Going		

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	Comprehensive Department Reporting		OS	Jeff / Andy / Rolanda	Working with the Communications Department, a new direction for reports need to be developed. Along with the mandated reports, it will be important to develop reports that are meaningful to the end-user and will help to develop stratgy for the department in the future.				On-Going		
		Weekly Reports (City Managers Report)	OS1	Jeff / Claudia / Kevin					On-Going		
		Monthly Reports (OBBS Surcharge, BX, City Council)	OS2	Jeff / Claudia / Kevin					On-Going		
		Quartely Reports (Budget Report)	OS4	Jeff / Claudia / Kevin					On-Going		
		Annual Reports (OBBS Department Report, Board and Commission Reports, City Annual Report)	OS3	Jeff / Claudia / Kevin					On-Going		
	Development Communications Plan		OT	Jeff / Claudia / Kevin	Working with the Communications Department, a new communications stratgy shall be developed that will rely on all forms of media (i.e. social media, website, handouts, local media) to promote the department but more importantly educate or customers on all of the services thar the department has to offer.				On-Going		
Integrated Coordination with other Departments											
	Downtown Development		OM	Andy / Jeff		RFQ process to commence 3/13/23			2024 Objective		
	N Depot Street Reconstruction			Aaron / Grant / Jeff					Resolution 23-35 approved on 11/21/2023		
	N Depot Street Extension Development Agreement			Jeff/Grant/Aaron/Andy		Commenced 3/2/23		Ordinance 2023-15 approved on July 18, 2023			
	Public Art Program		OV	Grant / Jeff / Melissa				Tezzano Sculpting discussion at Development Committee	2024 Discussion with City Council Goals		
	Wellness Facility		PF						On-Going		
	Fieldhouse Facility		OW						On-Going		
	Downtown Parking Development		PE	Jeff					On-Going		
	CIP / Projects Implementation		PD	Ledership Team		Project Status Reports submitted to Finance on 3/8/23		Ordinance 2023 - 25 approved on 10/3/2023			

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	IT Governance	OU	Rosa / Jeff / Ron / Wes					On-Going		
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