



**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

with annexation. Part of the steps will be to develop a Master Plan which will encompass the gateway, downtown wayfinding and signage, and parking. It will be important to identify the stakeholders in the project and who will be involved in the process. He discussed the importance of having council input through each stage of the process to provide direction. It was discussed that wayfinding is not just about signage and that other tools to use will be digital media, maps, and community engagement. Wayfinding is about Powell as a brand.

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.


4. FUTURE BUSINESS

- a. Next Meeting Date: December 5, 2023

5. ADJOURNMENT


MOTION: David Lester moved to adjourn the meeting. Dan Swartwout seconded. Motion passed. The Development Committee meeting adjourned at 6:54 p.m.

VOTE: Y - 3 N - 0 AB-0

 12/5/23

Heather Karr,
Chairperson

Date

 12/5/23

Elaine McCloskey,
Clerk

Date

DATE MINUTES APPROVED: December 5, 2023