

# Main Street Design Guidelines



## City of Bexley

Prepared by Myers Schmalenberger / MSi • July 2002 • FINAL DRAFT



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Main Street Design Guidelines  
City of Bexley, Ohio

Adopted pursuant to Resolution No. \_\_\_\_\_-02 as passed by the Council of the City of Bexley at its meeting held \_\_\_\_\_, 2002. Approved by the Mayor on \_\_\_\_\_, 2002.



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## Acknowledgements:

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And thanks to the following

### **Bexley City Officials:**

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Jed Morison, President  
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**Also, a special thanks to all the residents and business owners who participated in the Main Street Design Guidelines Steering Committee meetings and process, and the local media representatives who covered the meetings.**

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## Project Coordination and Community Involvement

The following is a record of the various public meetings at which the **Main Street Design Guidelines** were discussed.

<u>Meeting Date</u>	<u>Event, Activity, or Organization</u>
09/07/00	Joint Meeting of Commission Chairs
09/27/00	Joint Meeting of Commission Chairs
03/07/01	Tree & Public Gardens Commission
03/08/01	Bexley Chamber of Commerce
03/29/01	Tree & Public Gardens Commission
03/29/01	Joint Meeting of Commission Chairs
04/10/01	Bexley City Council
04/11/01	This Week News Article
04/24/01	Bexley City Council
05/02/01	Main Street Redevelopment Commission
05/02/01	Tree & Public Gardens Commission
05/08/01	Bexley City Council
05/09/01	This Week News Article
06/06/01	Main Street Redevelopment Commission
06/06/01	Tree & Public Gardens Commission
06/12/01	Bexley City Council
06/13/01	Bexley Chamber of Commerce
06/15/01	Whitehall-Bexley Rotary Luncheon
06/20/01	Main Street Guidelines Steering Committee Meeting #1
06/25/01	Planning Commission
06/26/01	Bexley City Council
06/27/01	This Week News Article
07/11/01	Main Street Redevelopment Commission
08/08/01	Bexley News Article
08/09/01	Main Street Guidelines Steering Committee Meeting #2
08/13/01	Bexley City Council Special Meeting
08/15/01	Bexley News Article
08/15/01	This Week News Article
09/05/01	Tree & Public Gardens Commission
09/05/01	Main Street Redevelopment Commission
09/13/01	Main Street Guidelines Steering Committee Meeting #3
09/19/01	This Week News Article
09/24/01	Planning Commission
09/25/01	Bexley City Council
10/03/01	Tree & Public Gardens Commission
10/03/01	Main Street Redevelopment Commission
10/11/01	Bexley Chamber of Commerce
10/18/01	Main Street Guidelines Steering Committee Meeting #4

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<u>Meeting Date</u>	<u>Event, Activity, or Organization</u>
10/23/01	Bexley City Council
10/24/01	This Week News Article
10/29/01	Eastside Messenger News Article
11/07/01	Tree & Public Gardens Commission
12/13/01	Main Street Guidelines Steering Committee Meeting #5
12/19/01	Bexley News Article
12/19/01	This Week News Article
01/02/02	Bexley News Article
01/09/02	Main Street Redevelopment Commission
01/09/02	Tree & Public Gardens Commission
01/23/02	Bexley News Article
01/24/02	Main Street Guidelines Steering Committee Meeting #6
01/30/02	This Week News Article
01/30/02	Engineering, Plats & Development Committee
01/30/02	Bexley News Article
01/31/02	Bexley Heritage Fund Annual Meeting
02/04/02	Eastside Messenger News Article
02/06/02	Tree & Public Gardens Commission
02/06/02	Main Street Redevelopment Commission
02/13/02	Bexley Chamber of Commerce
02/21/02	Main Street Guidelines Steering Committee Meeting #7
02/27/02	Bexley News Article
02/27/02	This Week News Article
03/06/02	Main Street Redevelopment Commission
03/06/02	Tree & Public Gardens Commission
04/25/02	Main Street Guidelines Steering Committee Meeting #8
05/01/02	Main Street Redevelopment Commission
05/01/02	Tree & Public Gardens Commission
05/02/02	SW Bexley Master Plan Steering Committee Meeting #2
05/06/02	Eastside Messenger News Article
06/26/02	Main Street Guidelines Steering Committee Meeting #9

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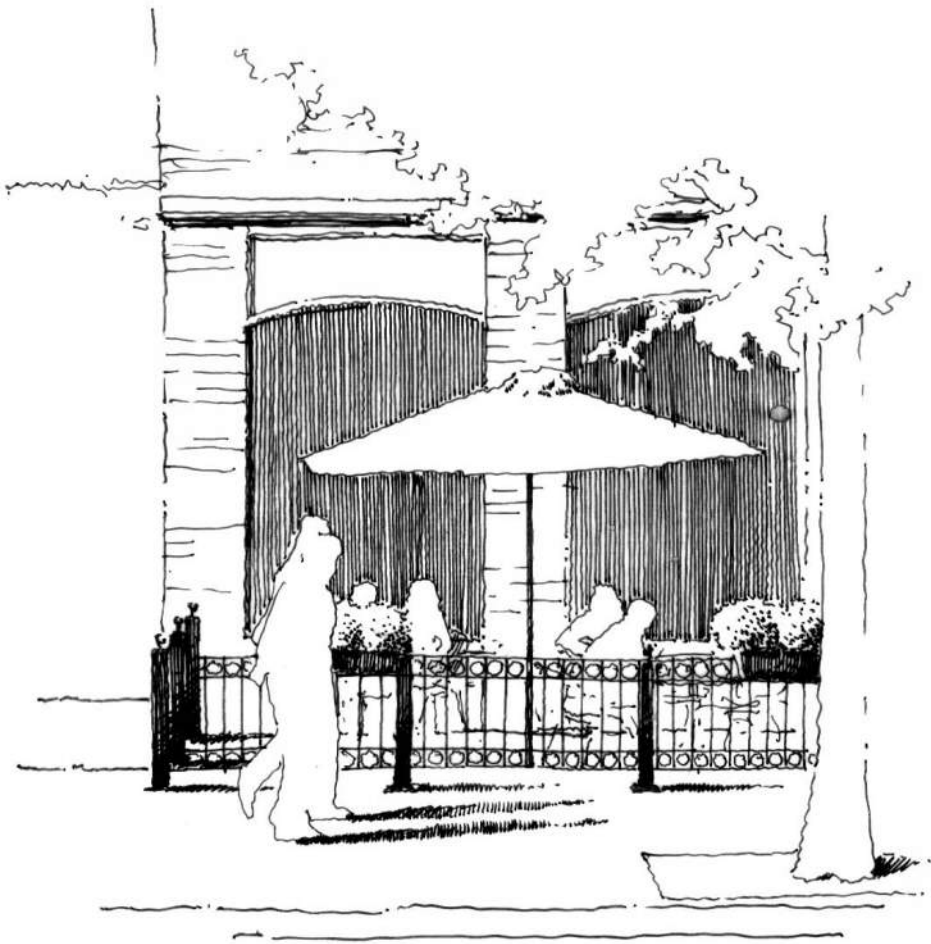
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# Main Street Design Framework





## Introduction

Main Street is the commercial heart of Bexley. This one mile stretch of street is where a majority of the city's commercial and institutional uses are located. The vitality of Main Street is directly linked to the vitality of Bexley. An active and successful Main Street corridor is critical to Bexley both from a quality of life perspective and from its positive contribution to the city's tax base. As a result, maintaining, enhancing, revitalizing and redeveloping the Main Street corridor is a primary goal of the city. As efforts focus on redeveloping Main Street, one of the critical needs is the creation of design guidelines to ensure that new buildings, additions and renovations maintain and improve the character, function and livability of this corridor.

## Intent of the Design Guidelines

The Main Street Design Guidelines will serve as a model for property owners to improve their individual portion of the corridor, thereby creating a more successful neighborhood for all. These guidelines will assist and inspire property owners in their redevelopment efforts and establish a base level of what is expected by the city. In addition, these guidelines will aid the fair and consistent review of applications by the Main Street Redevelopment Commission. Successful implementation of design guidelines has been a key in maintaining or revitalizing commercial corridors around the region and

across the country. This set of standards will enable those that wish to redevelop or renovate portions of the corridor to meet and exceed the quality character established by the existing high quality sites and architecture that define Bexley. The standards in these guidelines are intended to approach redevelopment of the corridor in a reasonable and economically responsible way while focusing on improved site design and architecture. While Bexley's Main Street has a long history as a commercial corridor, it has become overshadowed in the past several decades. As the region continues to develop, commercial areas such as Bexley's Main Street cannot compete with surrounding retail and entertainment areas unless the special qualities of the city become the focus of a resident's or visitor's trip here. The guidelines will enable Main Street to maintain its already special character while extending this quality for the overall betterment of the street and of the city of Bexley. The guidelines look to the long-term health of both the corridor and the city, reestablishing the importance and charm of Bexley's Main Street.

The proposed standards call for quality development while understanding the limitations of redevelopment along an existing commercial corridor. The most important factor to consider in the implementation and administration of these guidelines is that any resulting cost increase on an individual project due to following these standards will be realized by the improved character, utilization, and marketability and utilization of the overall corridor. The implementation of these guidelines will serve as the catalyst for these several important improvements:

- *Economic improvement along the entire corridor:* Successful implementation of design guidelines will improve the lure, cache, and marketability of the corridor, resulting in more patrons visiting the area. By extension, the city becomes more desirable as a place to live, work, or attend school.
- *Quality, cohesive appearance/image:* By maintaining standards for the siting of structures, building architecture, and streetscape improvements, the entire corridor will improve and will build on the areas of existing high-quality development.

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- *High quality of life:* The design, location, and appearance of Main Street and all of its architectural elements affect the community’s quality of life by contributing to the social, civic, and cultural opportunities.

When accompanied by a review process, guidelines provide the review body (Main Street Redevelopment Commission) with a framework for the objective evaluation of development proposals. Those wishing to develop or renovate their properties can design their project in accordance with the community’s vision and at the expected level of quality. Without these guidelines, Main Street will potentially become like any other aging town center, a disjointed, suburban and potentially economically desperate area.



### **Bexley’s Goals for Main Street**

The following goals and objectives were established by the Main Street Design Guidelines Steering Committee in order to direct the creation of this document and the guidelines contained herein.

#### **Goals:**

- Create an easy review process that encourages redevelopment and proper design.
- Make Main Street a pedestrian-friendly and aesthetically pleasing place to be where people wish to stroll along the street, shop, visit, and relax.
- Maintain vehicular links and improve pedestrian connectivity throughout the Main Street corridor.
- Attract new businesses and improve existing ones along the corridor.
- Encourage a mix of uses, including residential, on Main Street to increase its vitality.
- Reinforce Main Street as a destination location for residents and the region.
- Establish a plan that will increase property values on Main Street.
- Improve the parking situation on Main Street.
- Build upon the best characteristics of Main Street.
- Encourage investment in infrastructure and area improvements.
- Improve overall urban design quality.
- Create gateways to Bexley’s Main Street corridor.

#### **Objectives:**

1. Promote a pedestrian-friendly, aesthetically pleasing consistent streetscape that considers all the elements of the urban envelope.
2. Develop standards for the Main Street corridor, such as street frontage types & building massing.
3. Maintain Main Street as a thoroughfare (and U.S. scenic byway)
4. Create a climate and a built environment that attracts new businesses and sustains & promotes existing businesses.
5. Increase the residential component of Main Street, in particular on upper floors of buildings.
6. Encourage existing and future developments to enhance the quality of their site (building, lot, parking, landscaping, signage, etc.).
7. Address the parking situation on Main Street with general recommendations on the amount of parking necessary to implement the vision and the best locations for it.
8. Maintain the best and/or “historic” character of Main Street.
9. Anchor complimentary civic structures and spaces on Main Street.
10. Accentuate the “Garden City” qualities (lush & green).
11. Elevate the quality of Main Street to that of the residential portions of the City.
12. Promote the creation of a continuous streetfront of buildings and pocket parks.
13. Build upon the history of US 40 as the Historic National Road.

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## Components of a Successful Main Street

### 1) Compact/Concentrated Area

For main street commercial cores, the most successful areas are focused around short linear stretches of active retail uses on both sides of a historic main road, with residential uses in close proximity (behind or above). People comfortably walk 1,500 feet and will walk 3,000 feet or more if the walk is pleasant and there is a particular destination (“pedestrian shed”). This pedestrian shed is a good measure for concentrating commercial activity.

### 2) Good Mix of Neighborhood Retail Uses

Achieving a good mix of neighborhood retail uses is important. This usually consists of several restaurants (sit down, carry-out, ice cream, outdoor, coffee, etc.), a few pubs and bars, a cleaner, a florist, a barber, a drug store, a bank or two, a gas station, and a number of other retail uses. It is important that daily needs can be met by shops on main street, but restaurants and other entertainment attractions appear to be particularly important so that the area serves as a destination. Note that big box-type uses are not appropriate in the main street area because of the building size and parking requirements.

### 3) Group Retail Uses

It is particularly important to understand that retail uses are a finite commodity. The population of an area can only support a certain amount of any retail use. It is easy to bleed away the synergy of these uses by spreading them throughout a community. A City must be diligent in concentrating retail uses by only allowing commercial/retail uses in certain concentrated areas where it is most appropriate. In addition, having one (or a few) core areas of retail uses makes the area a destination place in a similar manner that a mall is a destination. Grouping the uses in a pedestrian accessible format can create a successful mini-destination retail area.

### 4) Variety and Mix of Land Uses

A successful town center has a vital and active heart where a number of different types of uses thrive. A strong town center will have retail, office, residential,

civic, and park uses that build upon one another. The residential uses provide users and customers, the offices provide services and additional customers (lunch crowd), retail uses provide the destinations and activities, the parks offer places to relax, gather, and recreate, and the civic uses designate the area as a significant and worthwhile place.

### 5) Multistory Structures on Street Front

The better main streets are lined with multistory buildings. Streets as wide as main street achieve a better scale when the buildings are between two and five stories tall (three to four is ideal). Single stories waste valuable real estate from an urban design point of view as well as from a financial aspect. It is very important to achieve the density and concentration of uses on main street. It is critical that the first floor contain the retail uses, while office and residential uses can occur on the upper floors. The buildings should be pulled up to the main street, with the typical building facade located directly adjacent to the sidewalk.

### 6) Unbroken Street Frontage

Do not interrupt street frontage with large nonactive use. In general, important uses that belong on a main street, such as civic greens, churches, schools, etc., should be on narrow deep lots with the short width oriented on the main street. This presents a smaller area of inactivity between active uses. This is also true of parking lots that must be located along the main street frontage.

### 7) Buildings Address Main Street

Any use (both business and residence) must place their front door on main street. The architecture of all buildings should be most detailed and significant facing main street and the primary entrance should be there. It is acceptable to have other entries or main entrances elsewhere for parked vehicles, etc., but the active, ceremonial entrance must be on Main Street. No building should back onto Main Street.

### 8) Complimentary Civic Uses

Civic uses should be maintained in the heart of the district as they generate activity and interaction at a

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community scale. Such civic and institutional uses include libraries, churches, schools, city halls, recreation centers, and post offices. Service garages and other uses that do not draw the public can be placed elsewhere.

#### 9) Vehicular and Pedestrian Interconnectivity

It is critically important to interconnect the main street with cross streets. The historic layout for this is a grid pattern. Regardless, streets and sidewalks should lead to and intersect with the main street. This allows traffic, both pedestrian and vehicular, to access the activity and patronize the businesses on main street. This is particularly true of local residential streets. No apartment complex or subdivision should be allowed to disconnect from Main Street. In addition, the area should address the needs of the pedestrian.

#### 10) Residential Density

Customers and users of main street only arrive in one of three ways – as pedestrians, by vehicle, or by mass transit. Most communities concentrate on ways to attract and accommodate the automobile with ever expanding parking – often to the detriment of the main street fabric. It is important to remember, however, that once a person is in a car, they can travel to any location within a reasonable drive. Therefore, a shop on main street, within an easy walk of a local resident, competes with many other shops in the region once that person gets in their car. What communities should really concentrate on is increasing residential densities around commercial cores. This includes making living units on the upper floors of structures along the main streets. This creates a larger customer base, and thus a greater market, *within walking distance* of the stores and shops. These people love to eat and buy basic necessities next door – if they are available. With enough people, such retail uses will come.

#### 11) Civic Green Space

Successful communities often utilize civic green spaces, or commons, as a gathering and focal point for the community. They organize the space and provide great places for special events and interaction. In addition, green spaces offer a respite from the urban qualities of

main street – providing a place to relax, get fresh air, play, and connect with nature. These spaces do not have to be large to be successful – in fact pocket parks and nooks are very effective.

#### 12) Adequate and Close Parking Areas

Adequate parking is important to the success of a town center. Yet there is an appropriate balance. Parking should not be so abundant that it dominates the streetscape or that it remains empty for much of the week. Parking must be close enough that patrons will walk to the various main street uses, but the most appropriate locations are on-street and rear lots (i.e. behind and screened by structures). Any parking areas that are visible from the main street should be narrow in width and screened from the road by landscaping (shrubs, fences, walls) so that they do not destroy the rhythm of the streetscape.

#### 13) Attractive Streetscape & Utilities

Many communities start main street improvements by creating an attractive streetscape. This is an important step to show the community and private sector that the city is committed to improving main street. Still, it is only a step. It is also important that all basic utilities are included and improved as part of this enhancement so that the anticipated uses can be accommodated. This includes wide enough sidewalks, ADA ramps, storm water, water and sewer facilities, buried electric, cable and telecommunications lines, in addition to curbs, street trees, bus shelters, bike racks, and trash receptacles.

#### 14) Unique Character

Memorable communities play on their history, heritage, and unique qualities. These are worth identifying and strengthening as possible. Sometimes it is possible to build upon these themes to better integrate important districts. In Bexley, the large Sycamore street trees provide a unique and identifying image, as does the Drexel marquee, among others.

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## Bexley Main Street Character

This study considers the Main Street Corridor as being comprised of the street itself and the parcels fronting on the street. Bexley Main Street is an unique urban corridor that serves a range of people from community residents to university students, movie goers and other visitors. Bexley's Main Street is the historical and actual heart of the commercial, social, and civic community activities. The concentration of retail and professional activity along Main Street serves daily needs, while offering social opportunities that enhance the quality of life.

While the historical significance of the street is important, the community's desires for the street today must be considered in developing the guidelines for the area's future. This document conveys and guides the Main Street into the future with the community's concerns in mind.

Bexley's Main Street currently has a mixed group of elements and, as a result, enjoys only a mixed level of success. Portions of the street typify the ideal conditions described in the goals of the city, while other areas present a challenge to the long-term strength and vitality of Bexley. Essentially, there exist three major types of development along Main Street. The first is more traditional in the manner of the original commercial district along Main Street. These portions of the corridor have building frontages located along the sidewalk edge and are oriented for pedestrian access. These areas generally consist of either older structures or redevelopment projects with a high degree of design quality. The second type of development consists of structures that were redeveloped some time ago and partially meet the goals of the design guidelines, but lack a combination of quality architecture and site design. The third major type of development has emerged over the past few decades and is best described as the typical auto-oriented suburban development pattern. This parking and traffic-dominated development generally consists of one-story structures with a great deal of surface parking on each site.

## Positive Character Images of Bexley's Main Street









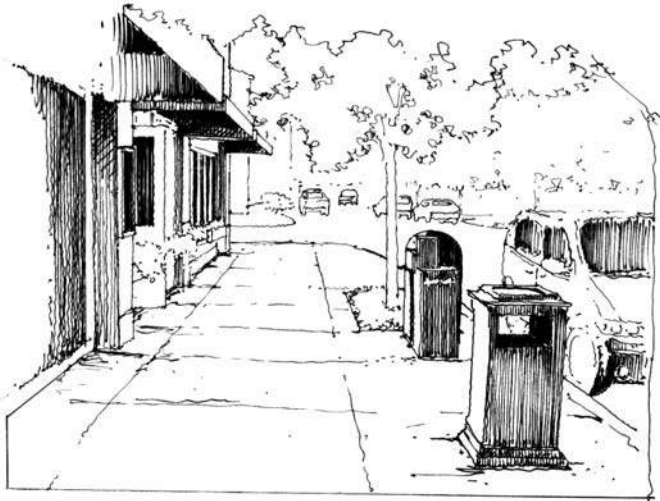


# How the Guidelines Work



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## What are the Design Guidelines?

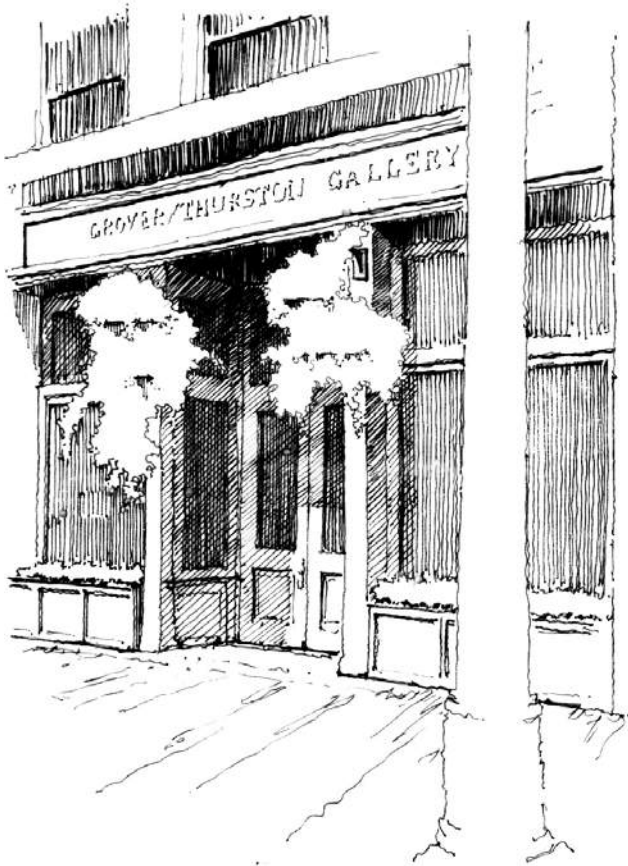


These guidelines are exactly that - guidelines. They are recommendations for site and architectural design and will be used by the Main Street Redevelopment Commission in their evaluation and review of all projects. These guidelines establish a base for what is expected for development along the corridor. Guidelines that are to be required are referred to as “standards” and will be adopted as part of the Bexley Code.

## How the Guidelines Work

The Bexley Main Street Design Guidelines will serve as a tool for the Main Street Redevelopment Commission in their ongoing review of redevelopment projects on Main Street. In addition, the guidelines will serve as a valuable resource for those interested in renovating or redeveloping their Main Street properties by establishing the expectations for these efforts. The Guidelines describe the aspects of site planning and architecture for Main Street including elements such as streetscape, signage, parking, and landscaping. All the elements described in this document serve as the basis for establishing a quality, cohesive Main Street corridor from a design, planning, and functional perspective. The Guidelines will work by guiding the review and analysis of applications by the Main Street Redevelopment Commission and, consequently, the work of those applicants who submit projects for review along the Main Street Corridor.

The Guidelines contain several key elements. The first is a description of the intended Main Street character. This sets the goal for new development to achieve by emulating the best portions of Main Street along the entire corridor. The second, and most significant, section is the set of guidelines themselves. These guidelines detail and define the precise elements needed to create a cohesive, quality corridor by establishing standards for individual projects while considering the relationship of single sites to the impact of the entire street. The third key section is the set of recommendations and implementation strategies that detail the policy direction of the Main Street Redevelopment Commission in improving the appearance, success and function of the Main Street Corridor.



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When the Main Street Redevelopment Commission receives an application, staff will review the site plan and architecture based on the guidelines established herein. This will allow for an objective interpretation of the basic standards required of all applicants. This will guide future applicants to understand the intent of the Main Street Commission review process and will undoubtedly assist the city staff in providing the Commission with a clear, detailed analysis of each application. As guidelines, however, there remains a flexible nature for the Commission to interpret special conditions of each site and unusual concerns that are certain to arise in the redevelopment of an established commercial corridor. Many of the guidelines have been set up to include a minimum or maximum standard, allowing the Commission the discretion to determine standards appropriate for each particular application.

The actual review process for the Main Street Redevelopment Commission will remain the same. The Main Street Redevelopment Commission has the powers of both the Planning Commission and the Board of Zoning Appeals within the Main Street District (*Code Sect. 1264.24*)

### **When do the Guidelines Apply?**

Any property owner, business owner, developer, or others seeking a permit for new construction, rehabilitation, or other alteration that affects a building's exterior, changes to the site design (including the location of parking and curb cuts), or changes to any graphic or sign are subject to applicable Guidelines and must obtain an Environmental Review Permit from the Main Street Redevelopment Commission (*Code Sect. 1222.03*). The Main Street Redevelopment Commission will apply these design guidelines to all applications that come before it within the Main Street District.

### **The Process for Development Plan Approval:**

*(Note that rezonings must go to City Council)*

Guidelines direct the process for development plan approval. The guidelines are intended to help the applicant assess development potential and design an

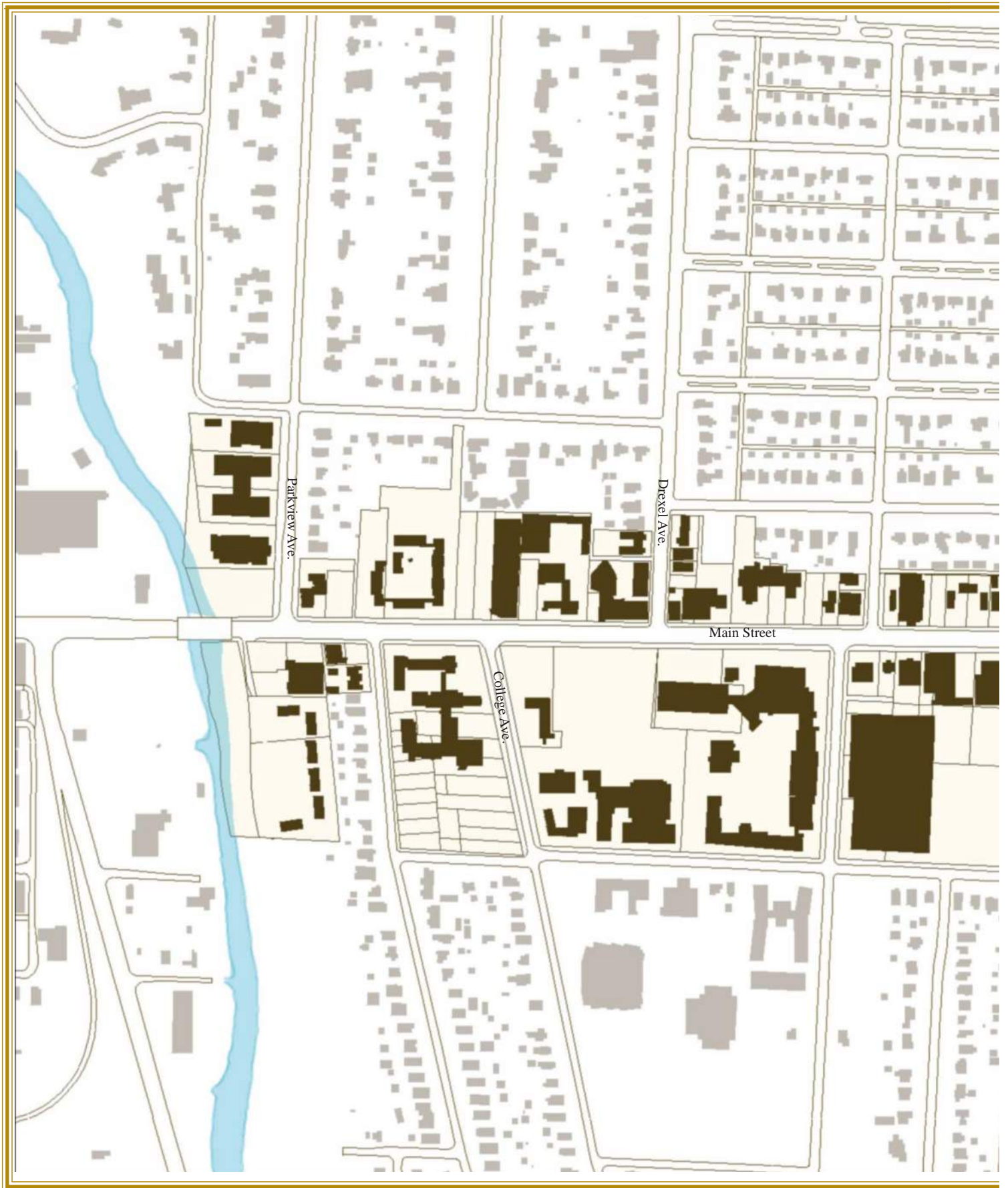
appropriate project. The applicant should have a good understanding of what is expected from the City in the application process after reading these guidelines.

1. Applicant Review of Guidelines
  - A prospective applicant for a project on Main Street reviews the Design Guidelines and uses them to tailor their project for Bexley.
2. Workshop Session/Pre-Application Review
  - A project review/discussion meeting is held between the applicant and staff. This meeting should help the applicant answer his/her questions.
3. Application
  - The application procedure consists of submitting an application and required materials to the City Building Department.
  - The application is reviewed for completeness. A Commission review is not scheduled unless the application and associated materials are complete.
4. Staff Review
  - Staff utilizes the Guidelines in evaluating the application.
  - A reasonable minimum time frame is established to allow complete and effective review.
  - An interim meeting is held between the applicant and staff regarding project issues and review.
5. Commission Review
  - At the public meetings of the Main Street Redevelopment Commission, review of the application and project proposal occurs. Guidelines are used by the city and commission in determining appropriate contributing projects to the city, and in project review.
6. Environmental Review
  - An environmental review permit is issued when the review process has been satisfied and approval given.
7. Building Permit
  - Plans are submitted for building permit review. The permit is issued when plans are approved.





# Existing Conditions



## Main Street District Reference Map

East Main Street is the primary commercial corridor through the City of Bexley. It consists of five lanes – two through lanes in each direction and a middle turn lane. Most of the retail and entertainment uses in the city are located along this one-mile portion of roadway. The Bexley Main Street Commission will use the Main Street Design Guidelines as a tool in reviewing development and redevelopment applications along this corridor. The extent of the area that falls under these guidelines is 151 parcels totaling approximately 69.5 acres along both the north and south sides of the road (84.7 acres when including the right-of-way). These parcels are coincident with the area already in the review district of the Main Street Redevelopment Commission.

### Legend

 Main Street District Study Area




Orthographic Photograph - Main Street

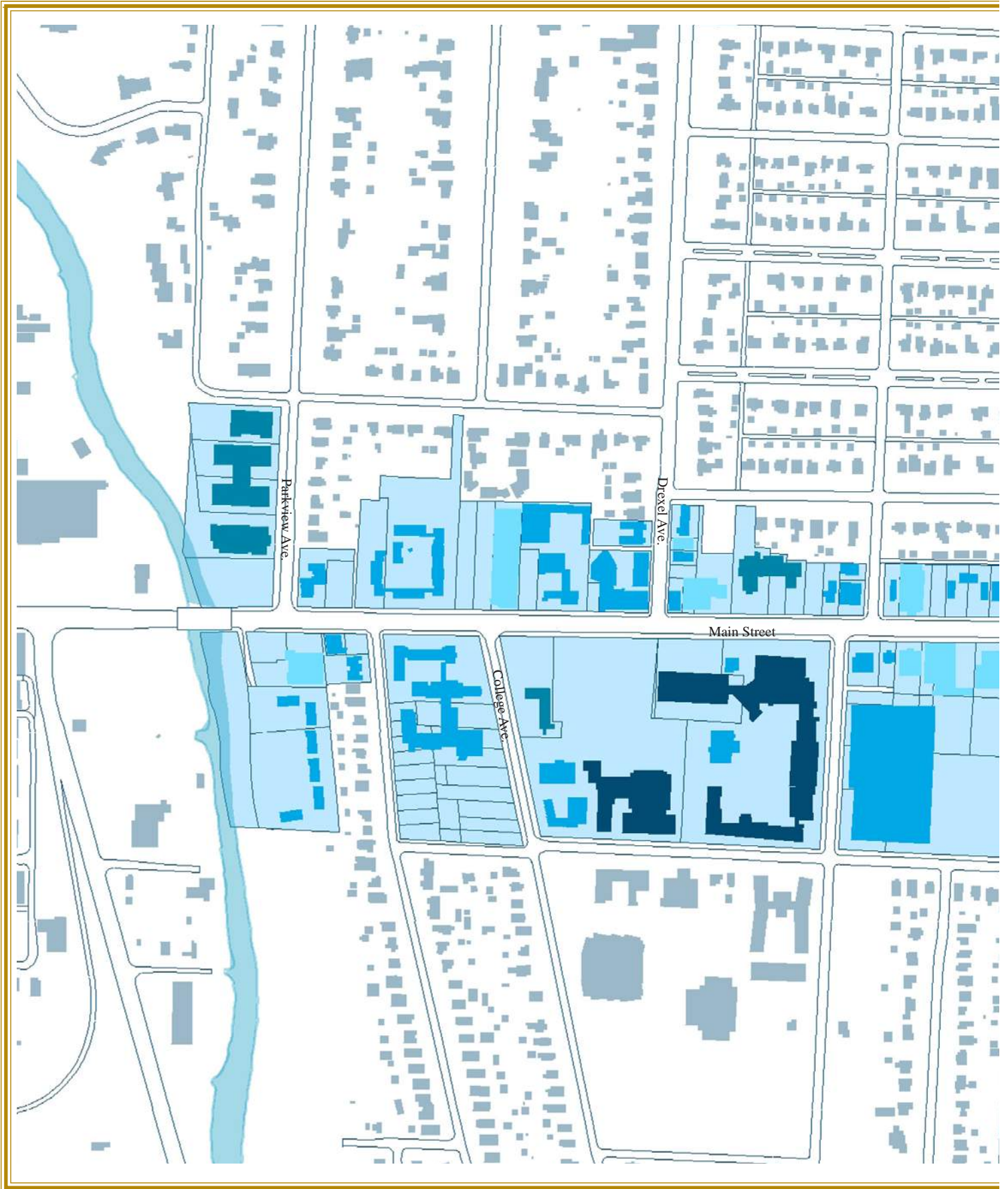


## Orthographic Photograph of Main Street

This photo depicts the Main Street District within the city of Bexley as it existed in March 2000. It captures the properties that line the street as well as the adjacent neighborhoods that are directly linked to it. This photo indicates the close spatial relationships between the commercial corridor, the large institutional uses located on and near it, and the residential neighborhoods nearby.

### Legend

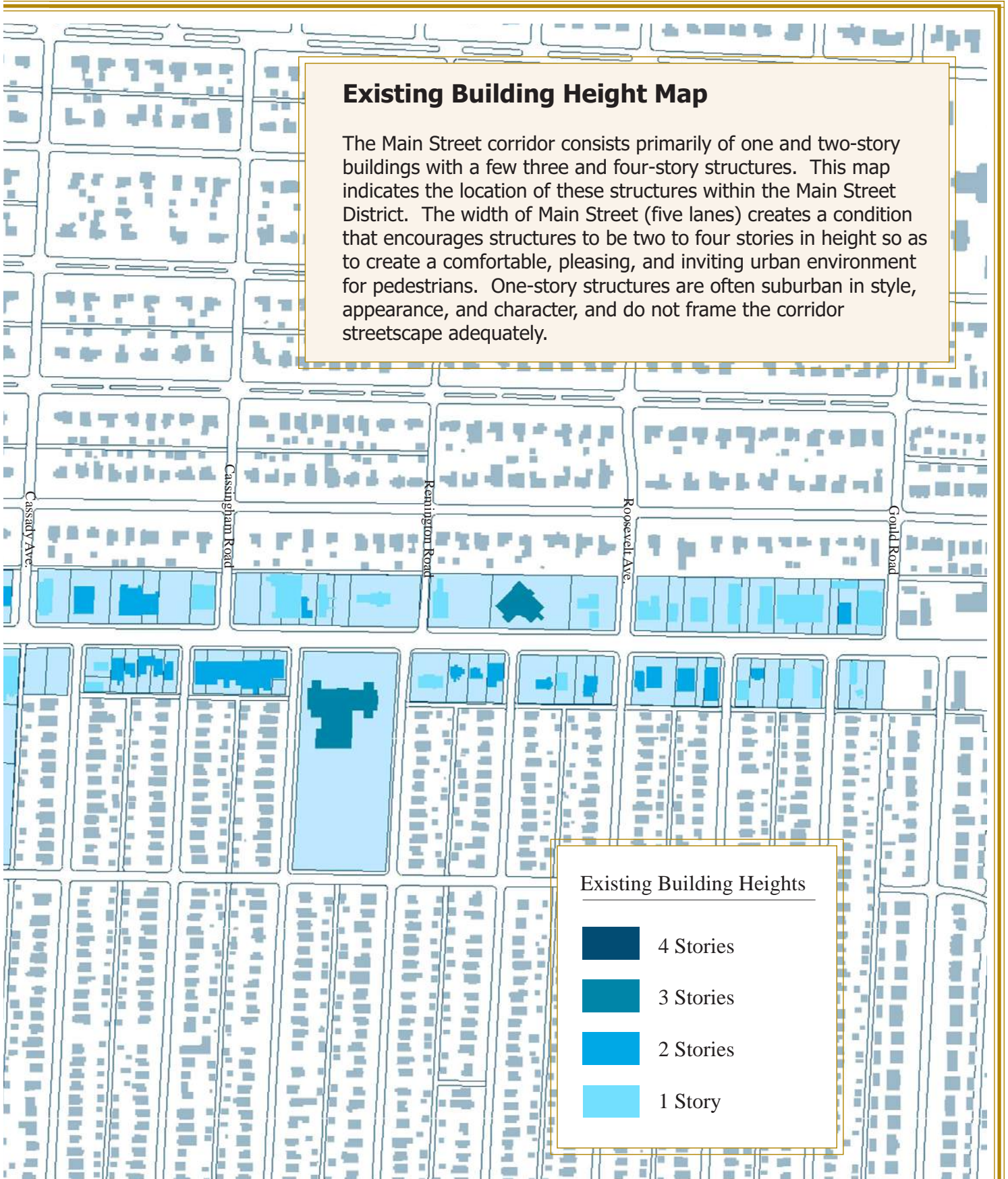
 Main Street District  
Study Area



Existing Building Height Map

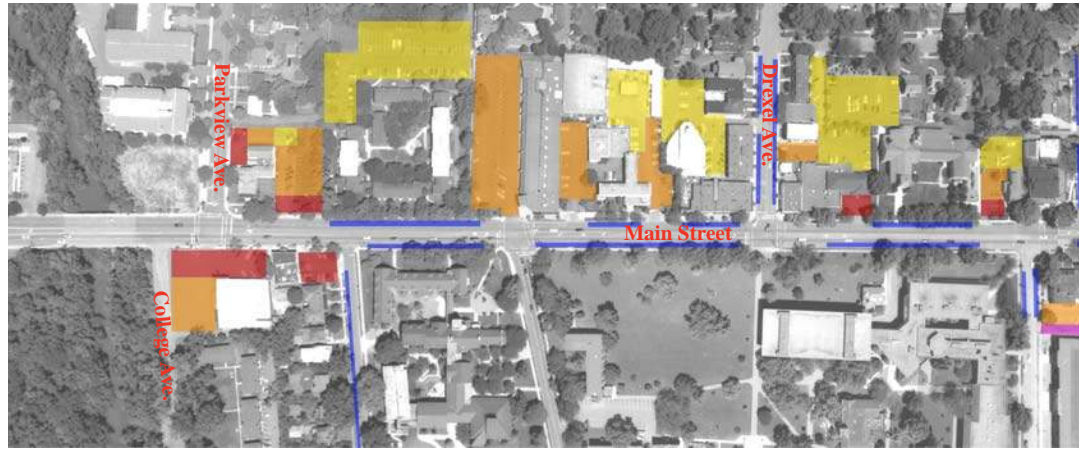
## Existing Building Height Map

The Main Street corridor consists primarily of one and two-story buildings with a few three and four-story structures. This map indicates the location of these structures within the Main Street District. The width of Main Street (five lanes) creates a condition that encourages structures to be two to four stories in height so as to create a comfortable, pleasing, and inviting urban environment for pedestrians. One-story structures are often suburban in style, appearance, and character, and do not frame the corridor streetscape adequately.



### Legend

-  Parking in Rear
-  Parking to Side
-  Parking in Front
-  On-Street Parking
-  Rear Alley




**Parking Location Map**

## Parking Location Map

Parking has been accommodated along the Main Street corridor in a piecemeal fashion based on site constraints, site design, and development style with no consistent set of goals or design principles as a guide. This map indicates where parking is located along the corridor and highlights its position relative to the structure that it serves. Specifically, this inventory details whether the parking is located in front, to the side, or behind structures and also describes the location of on-street parking and alley access. In order to create a pedestrian-friendly and aesthetically pleasing urban corridor, these guidelines recommend parking located to the rear (preferable) or the sides of primary structures and better use of on-street parking. In order to make the streetscape a safe and functional area, these guidelines recommend the use of cross-access easements, reestablishment of alley systems, and shared and localized parking areas throughout the corridor.

### Legend

-  Parking Lots
-  Green Space/Plazas/  
Street Frontage



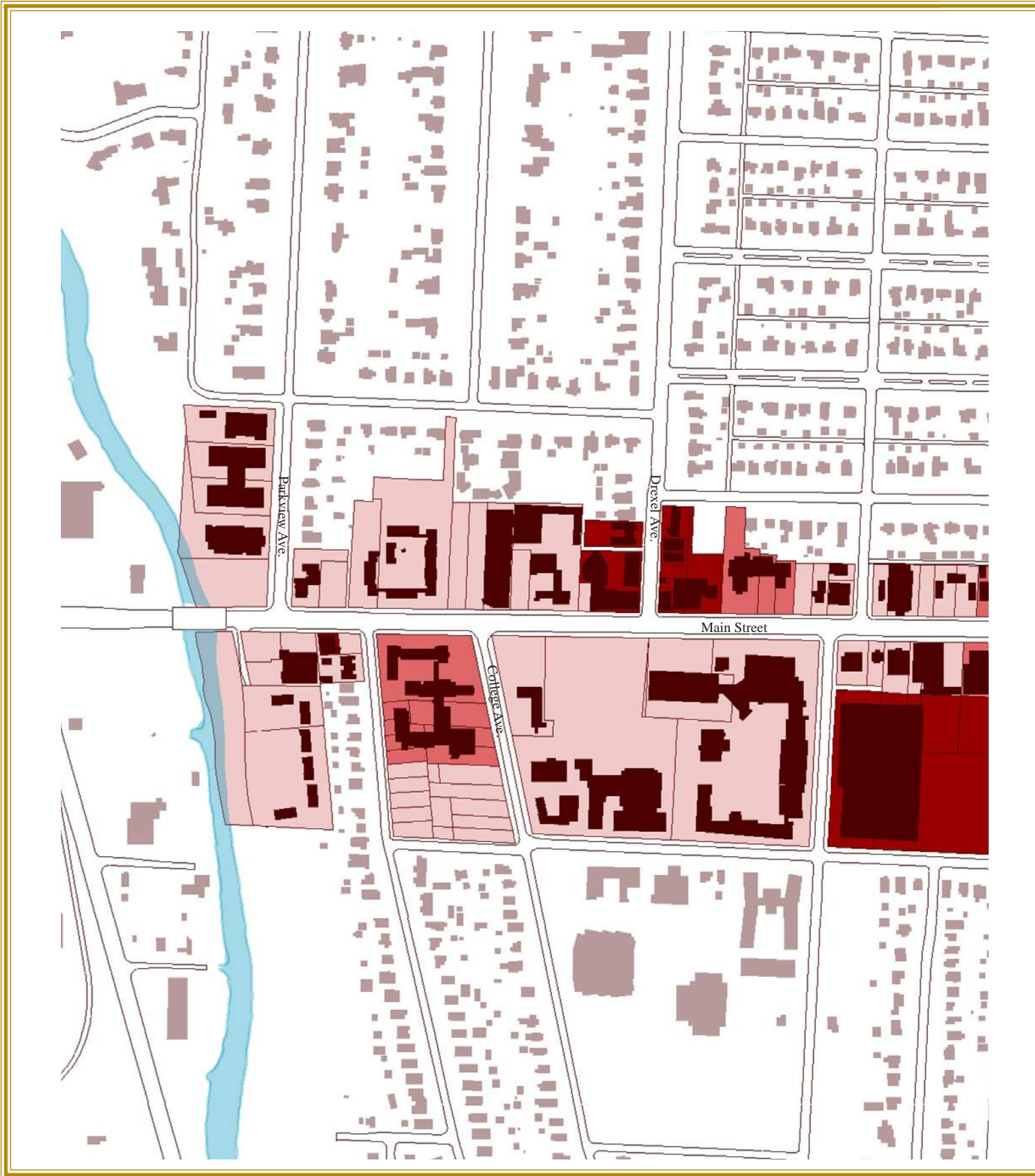
**Corridor Parking Impact Map**



## Corridor Parking Impact Map

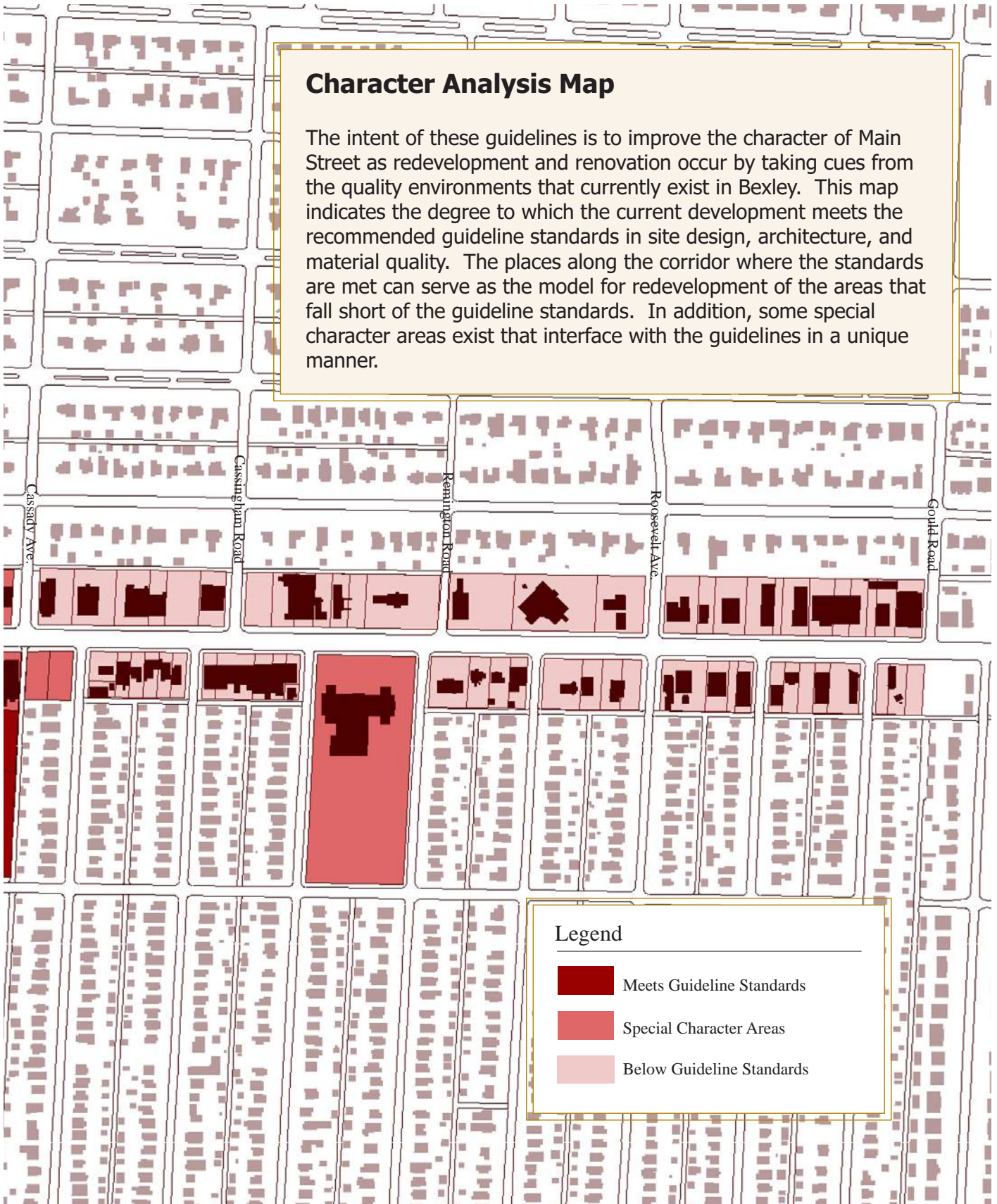
One of the primary issues for the success of Main Street businesses, institutions, and the surrounding residences is that of adequate parking. Much is said about the lack of parking in the Main Street corridor, but there are actually just over 1,700 parking spaces. This includes more than 1,440 spaces of off-street parking, almost 160 on-street spaces on Main Street, and almost 120 on-street spaces on side streets. The larger issue may be providing enough parking spaces in the right areas. More important to the appearance and walkability of Main Street is the location of parking spaces on the lots relative to the buildings and pedestrian areas. An important objective of these guidelines is relocation of parking areas from the front of buildings. This will enable buildings to locate storefronts closer to the street and/or create attractive forecourts that greatly enhance the vitality of Main Street and invite pedestrians to safely stroll and shop the corridor through a beautiful mix of architecture and landscape.

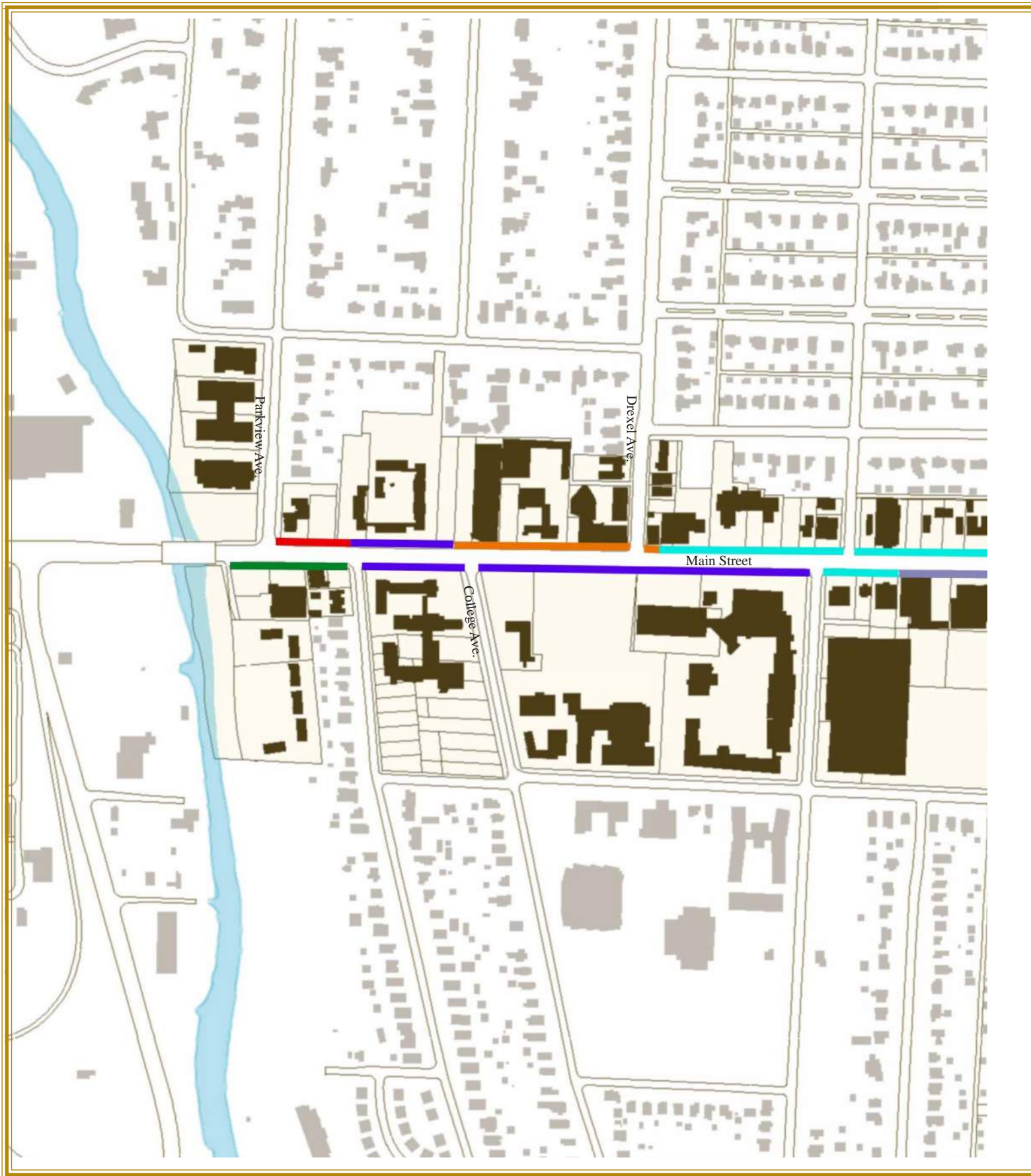




## Character Analysis Map

The intent of these guidelines is to improve the character of Main Street as redevelopment and renovation occur by taking cues from the quality environments that currently exist in Bexley. This map indicates the degree to which the current development meets the recommended guideline standards in site design, architecture, and material quality. The places along the corridor where the standards are met can serve as the model for redevelopment of the areas that fall short of the guideline standards. In addition, some special character areas exist that interface with the guidelines in a unique manner.



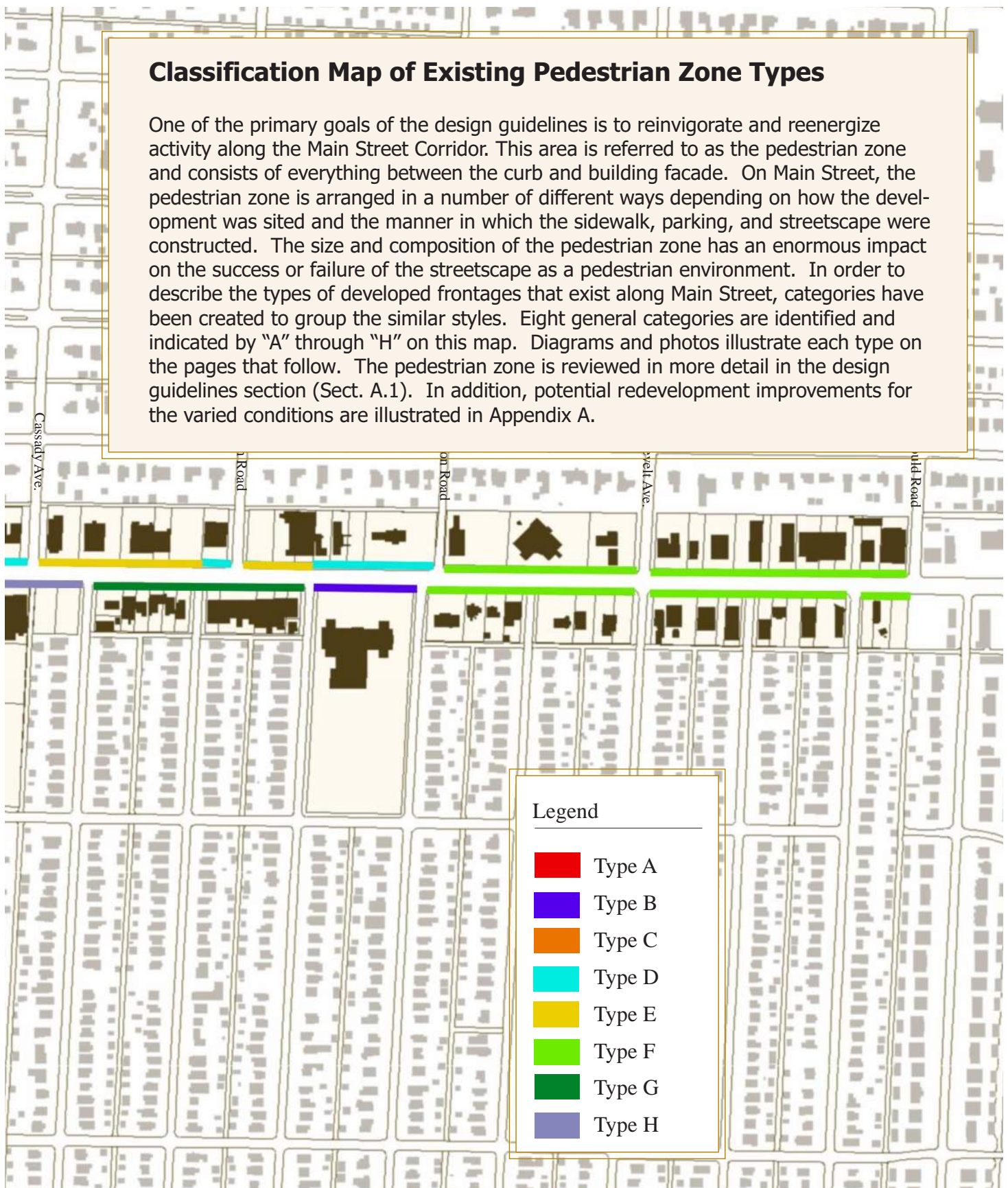


Existing Pedestrian Zone Types Map



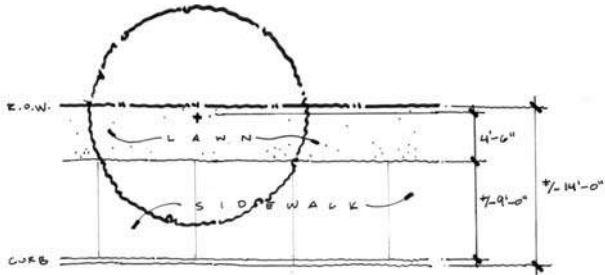
## Classification Map of Existing Pedestrian Zone Types

One of the primary goals of the design guidelines is to reinvigorate and reenergize activity along the Main Street Corridor. This area is referred to as the pedestrian zone and consists of everything between the curb and building facade. On Main Street, the pedestrian zone is arranged in a number of different ways depending on how the development was sited and the manner in which the sidewalk, parking, and streetscape were constructed. The size and composition of the pedestrian zone has an enormous impact on the success or failure of the streetscape as a pedestrian environment. In order to describe the types of developed frontages that exist along Main Street, categories have been created to group the similar styles. Eight general categories are identified and indicated by "A" through "H" on this map. Diagrams and photos illustrate each type on the pages that follow. The pedestrian zone is reviewed in more detail in the design guidelines section (Sect. A.1). In addition, potential redevelopment improvements for the varied conditions are illustrated in Appendix A.

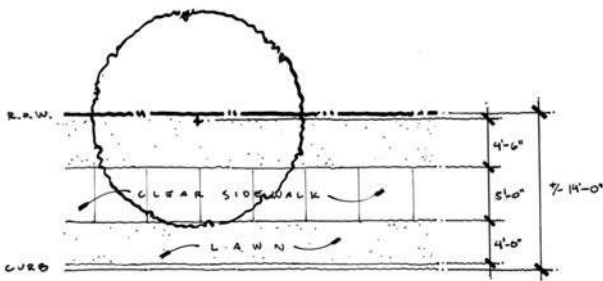


## Plans of Pedestrian Zone Types

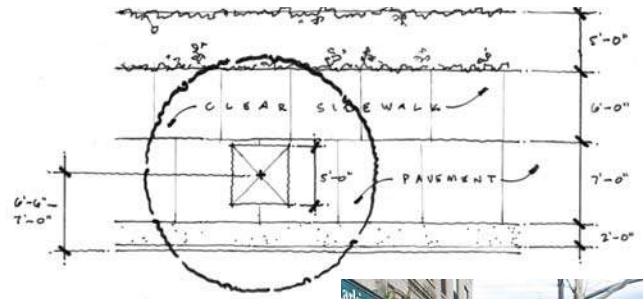
Eight basic types of pedestrian zones exist along Main Street in Bexley. The major differences between types are the location of the street trees, sidewalk, above-ground utilities, and planting areas relative to the street curb, as well as changes in the widths of these elements. One of the objectives of the design guidelines is to preserve the significant street tree rows along Main Street.



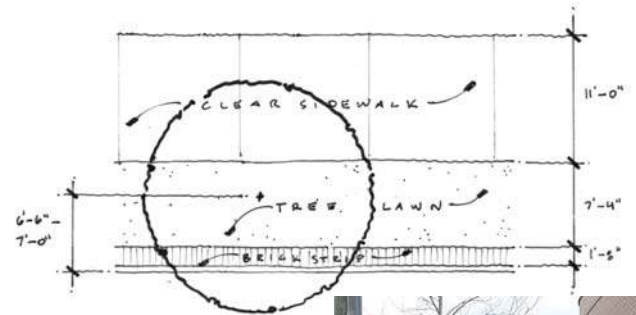
Existing Condition 'A'



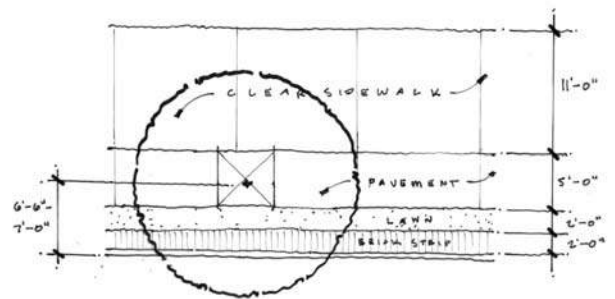
Existing Condition 'B'



Existing Condition 'C-1'

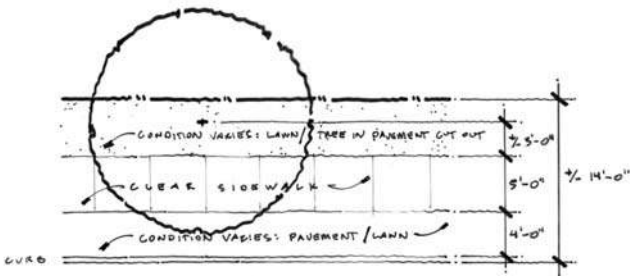


Existing Condition 'C-2'

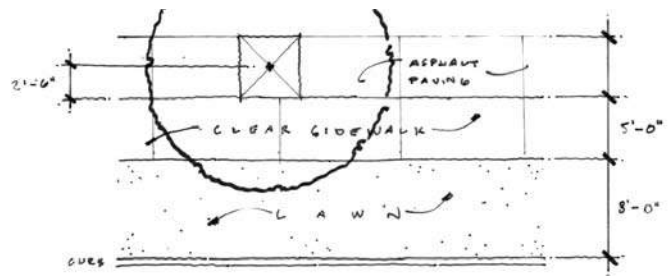


Existing Condition 'C-3'

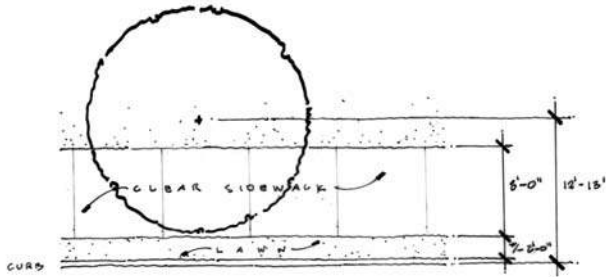




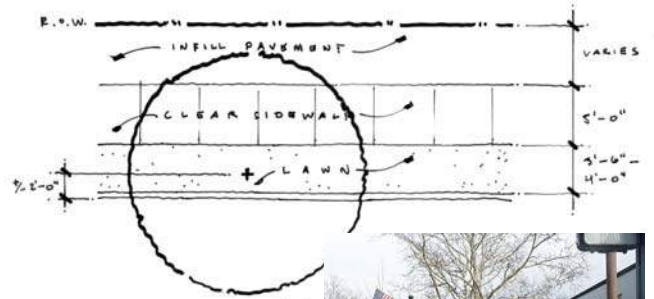
Existing Condition 'D'



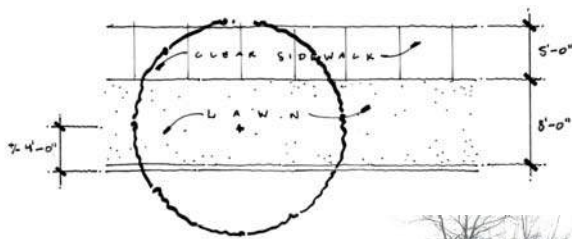
Existing Condition 'F-1'



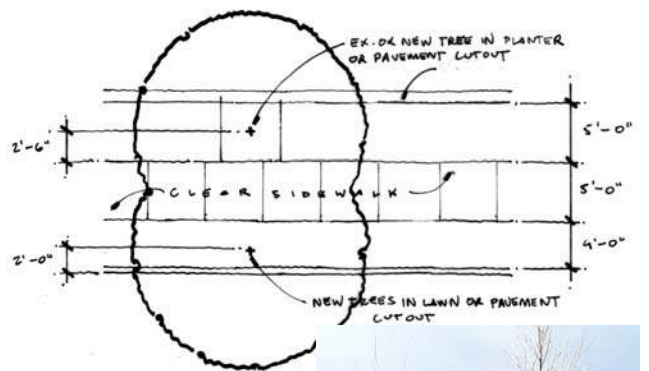
Existing Condition 'E'



Existing Condition 'G'

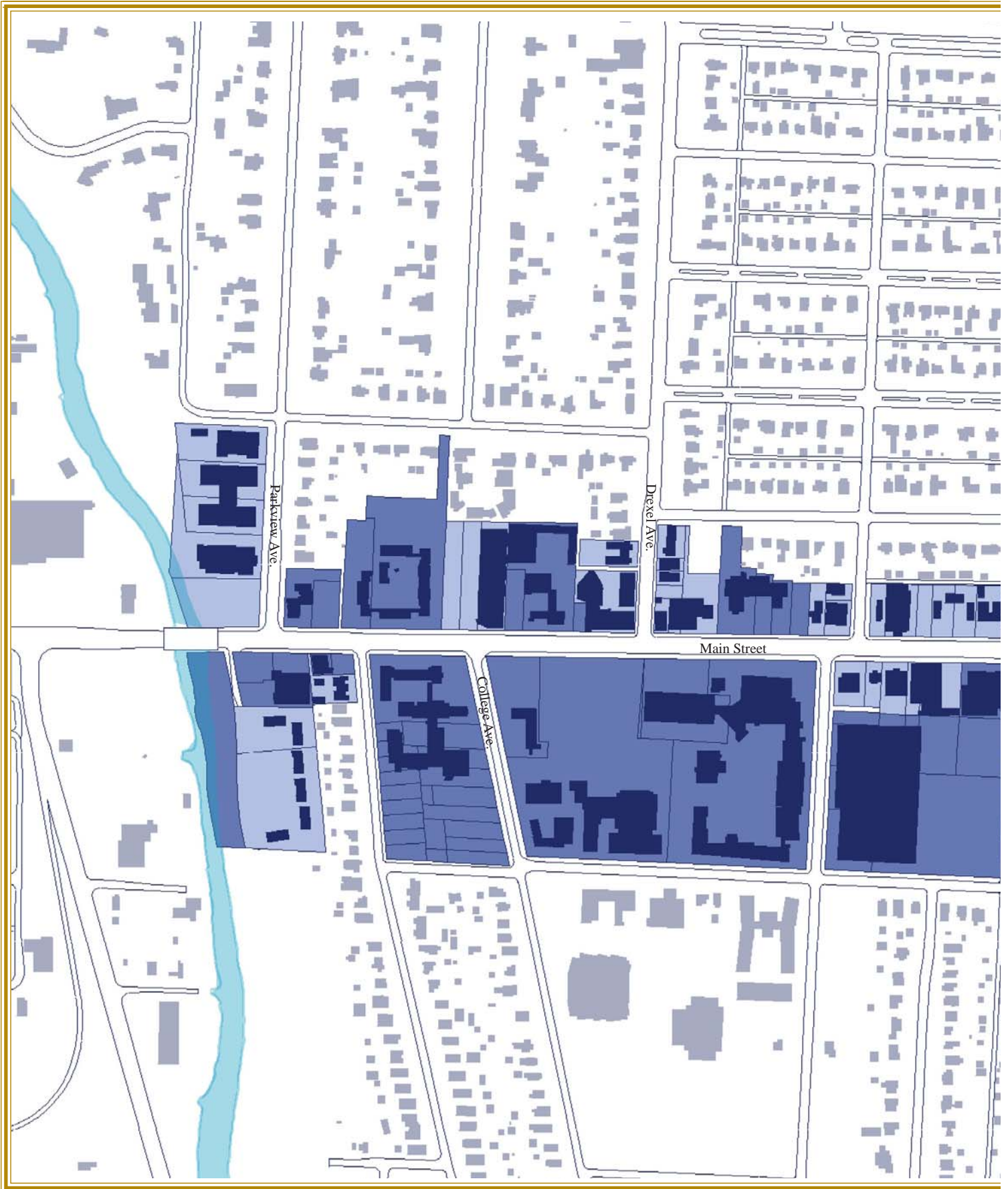


Existing Condition 'F'



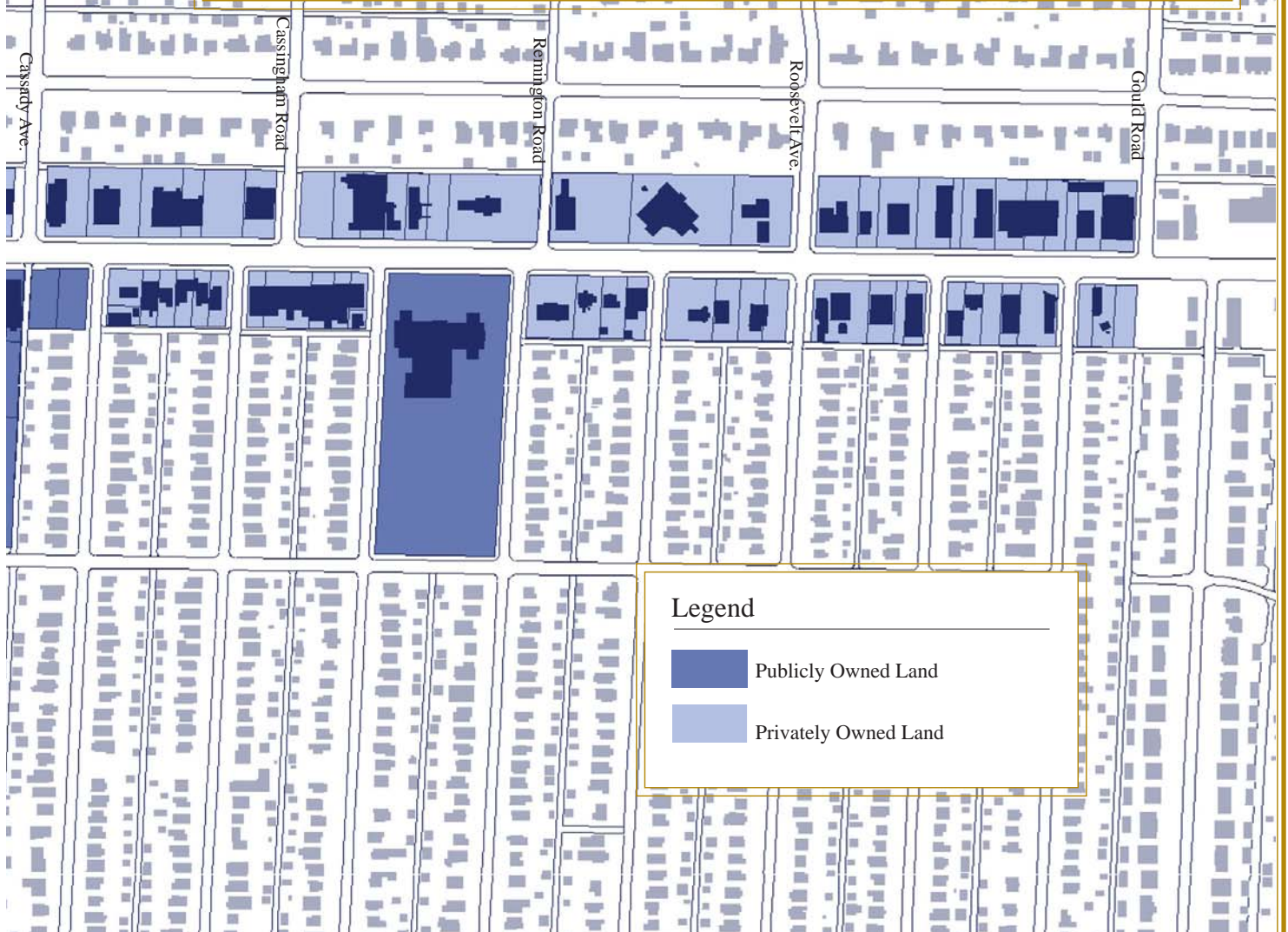
Existing Condition 'H'

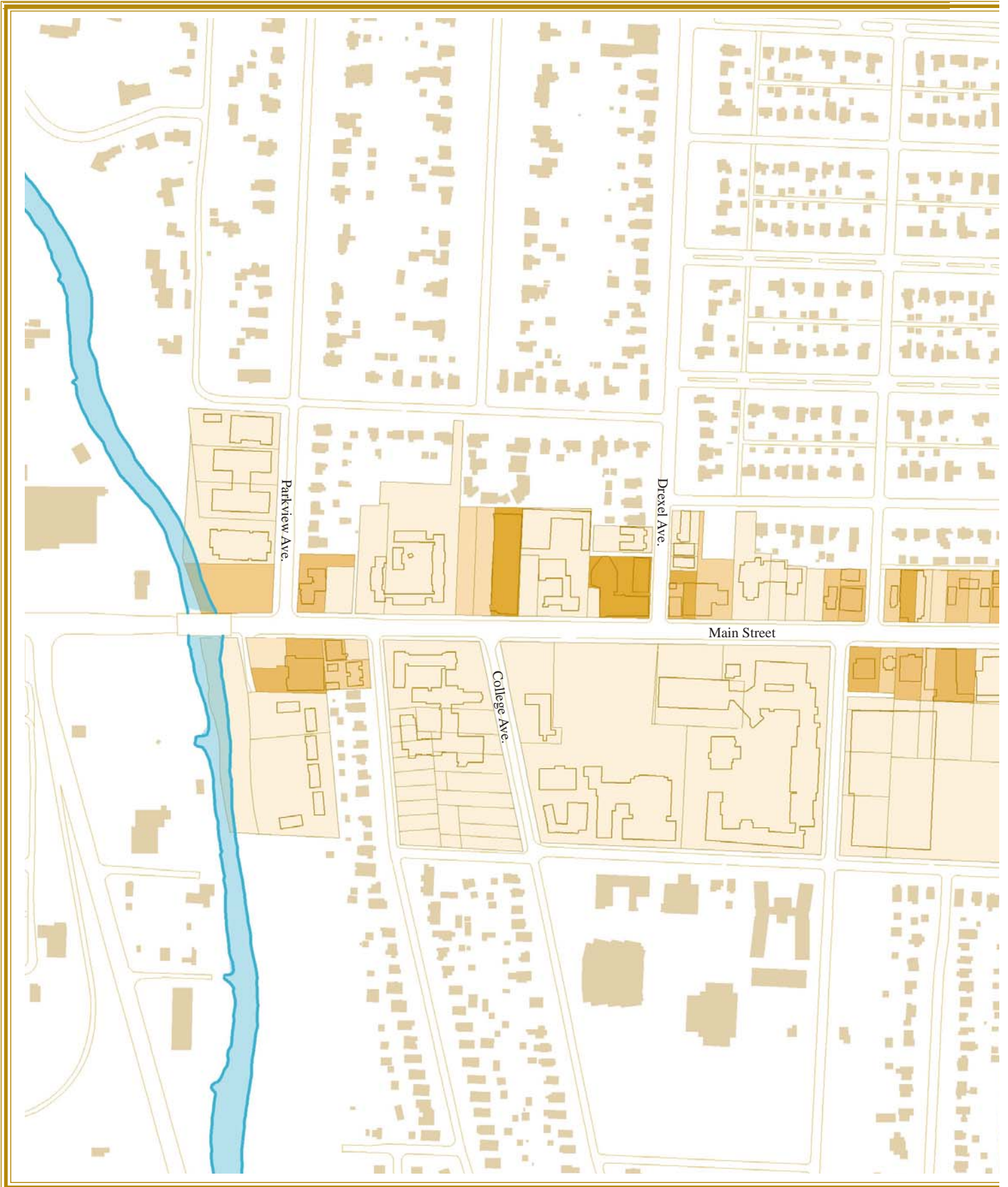




## Public/Private Ownership Map

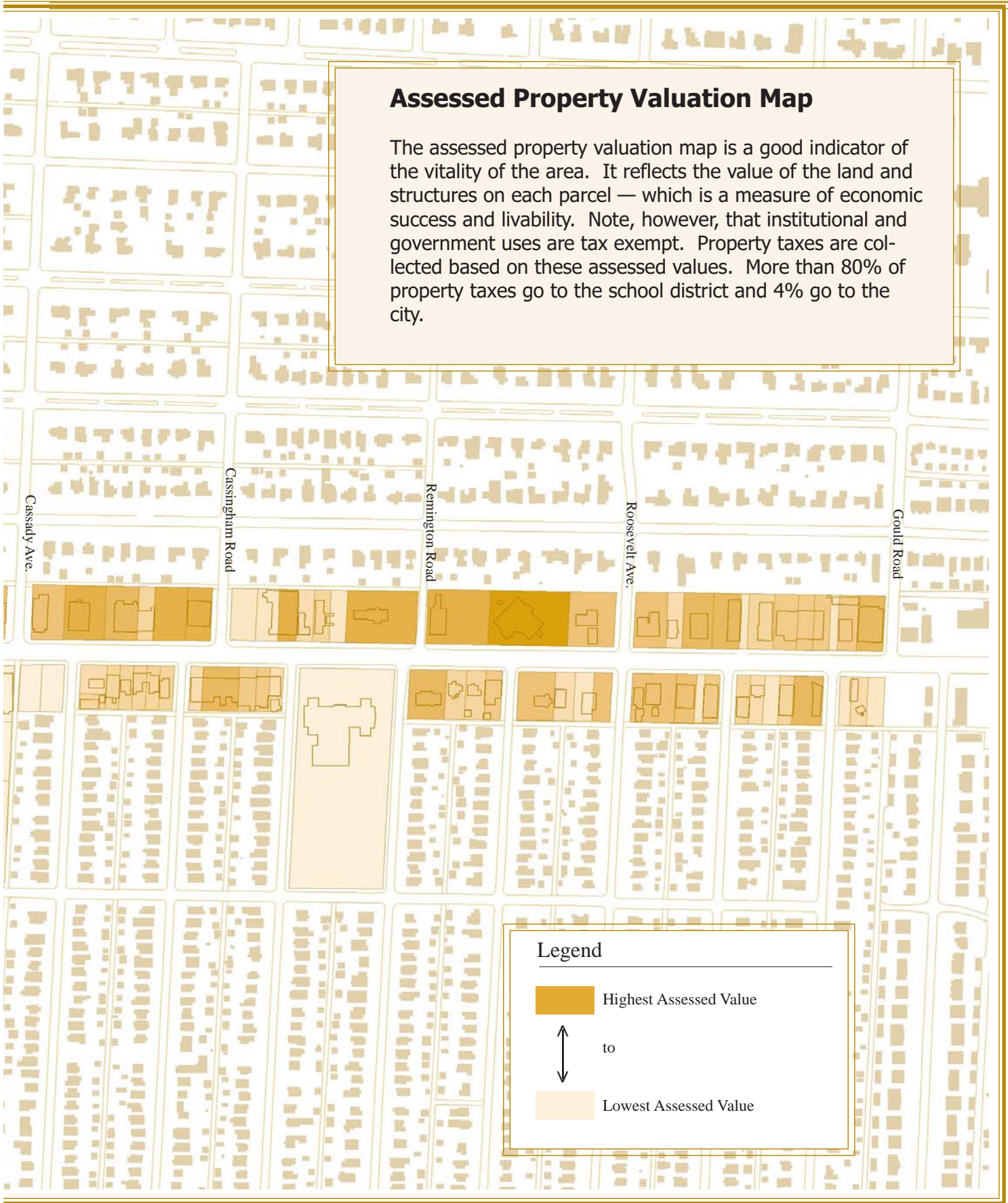
The Main Street corridor serves as both the emotional and economic heart of Bexley. It is vital that successful commercial and active uses be located here. Encouraging dynamic uses that draw people to live, work, shop, stroll, and socialize along Main Street will strengthen the corridor, and the city of Bexley as a whole. One issue is the current concentration of institutional and civic uses along Main Street. While these are key elements of the character of the street and Bexley, it is important that these public and civic uses are activated with a focus and front door along the Main Street corridor – just as the retail and commercial establishments should be activated. No element or entity along Main Street can turn its back to this spine of activity without weakening the whole. In addition, it is important to concentrate commercial uses along this corridor to continue driving this prime economic engine for Bexley. One focus of these guidelines is creating an active Main Street for all uses located here.





## Assessed Property Valuation Map

The assessed property valuation map is a good indicator of the vitality of the area. It reflects the value of the land and structures on each parcel — which is a measure of economic success and livability. Note, however, that institutional and government uses are tax exempt. Property taxes are collected based on these assessed values. More than 80% of property taxes go to the school district and 4% go to the city.



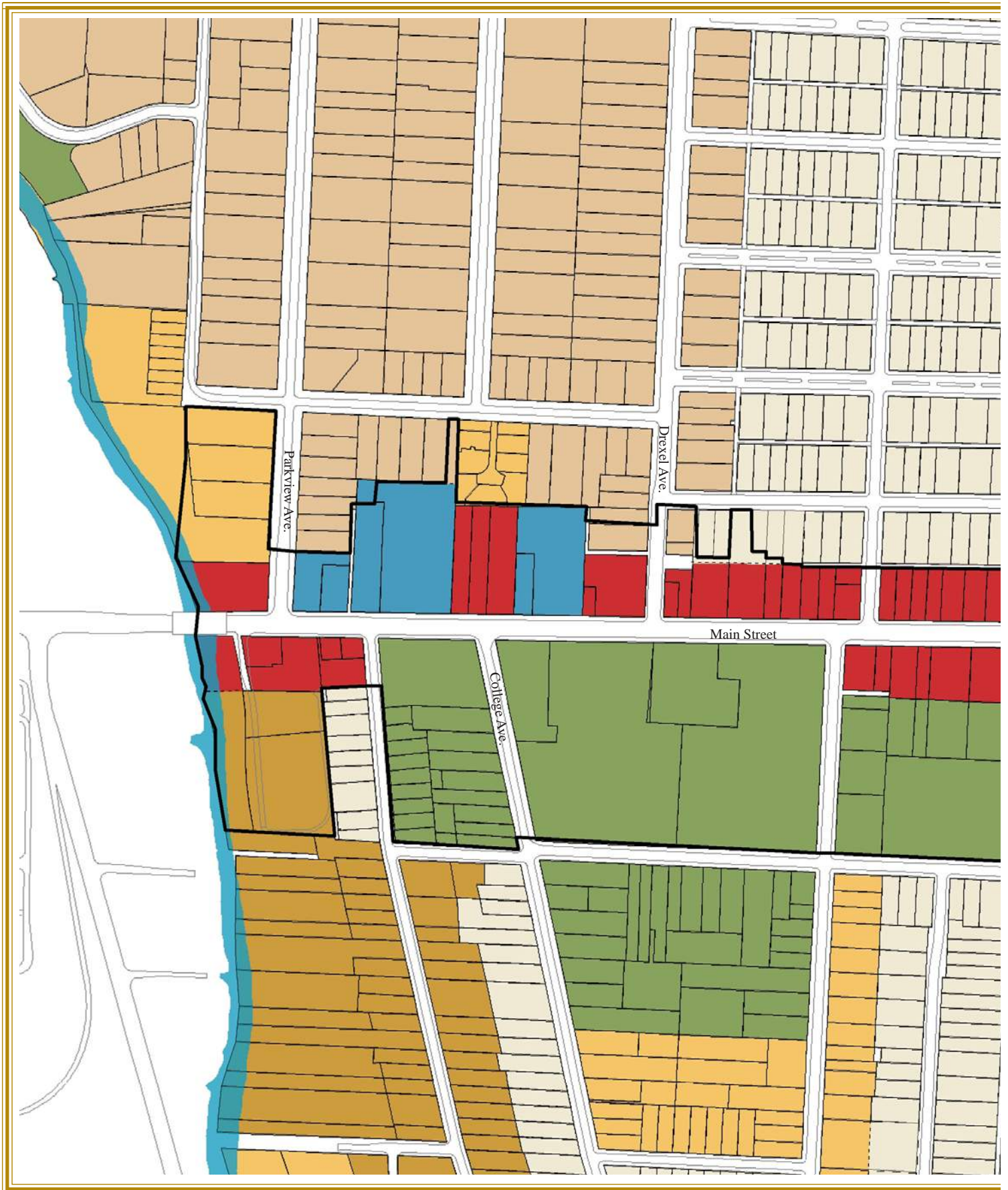
### Legend

 Highest Assessed Value



to

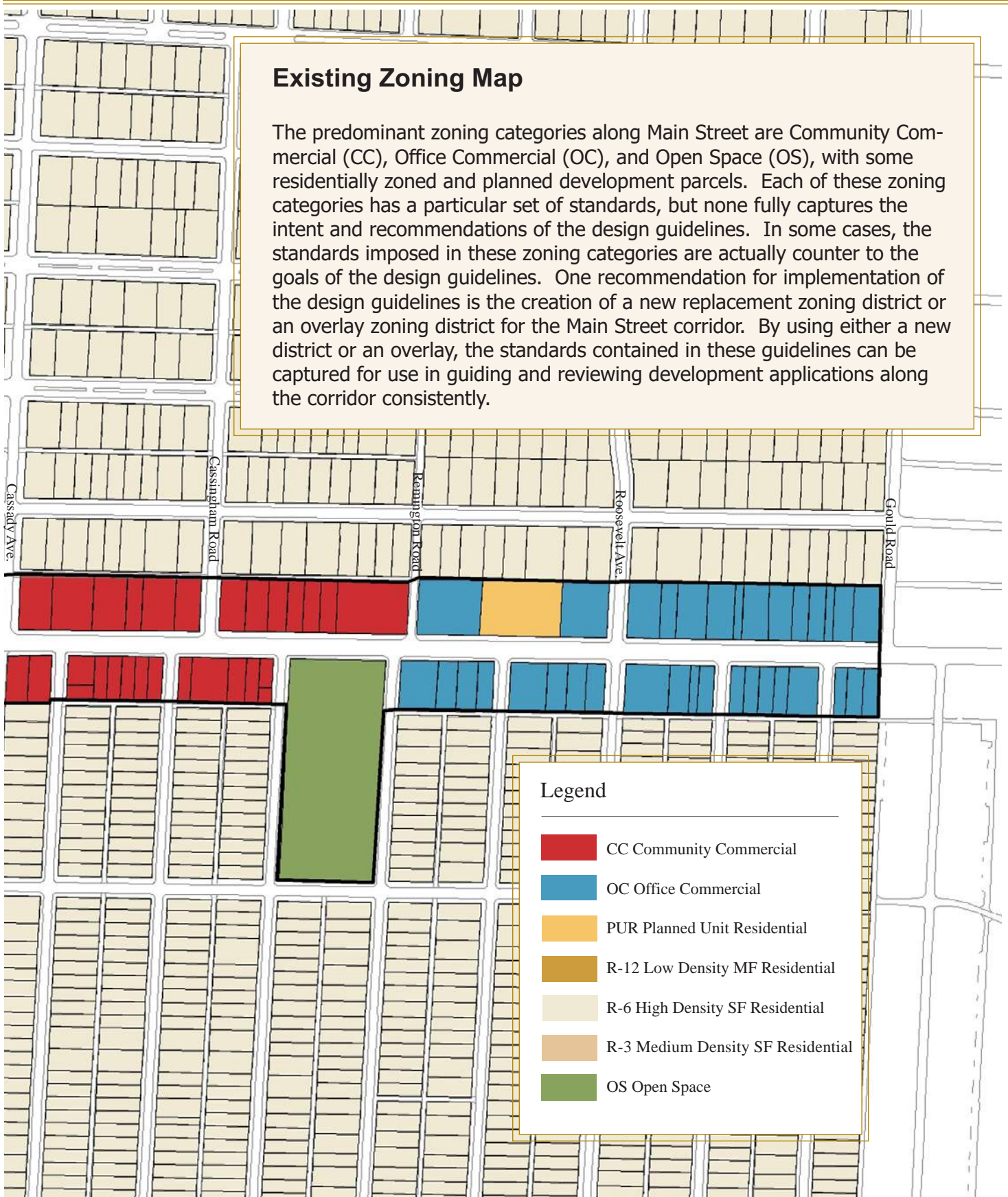
 Lowest Assessed Value





## Existing Zoning Map

The predominant zoning categories along Main Street are Community Commercial (CC), Office Commercial (OC), and Open Space (OS), with some residentially zoned and planned development parcels. Each of these zoning categories has a particular set of standards, but none fully captures the intent and recommendations of the design guidelines. In some cases, the standards imposed in these zoning categories are actually counter to the goals of the design guidelines. One recommendation for implementation of the design guidelines is the creation of a new replacement zoning district or an overlay zoning district for the Main Street corridor. By using either a new district or an overlay, the standards contained in these guidelines can be captured for use in guiding and reviewing development applications along the corridor consistently.

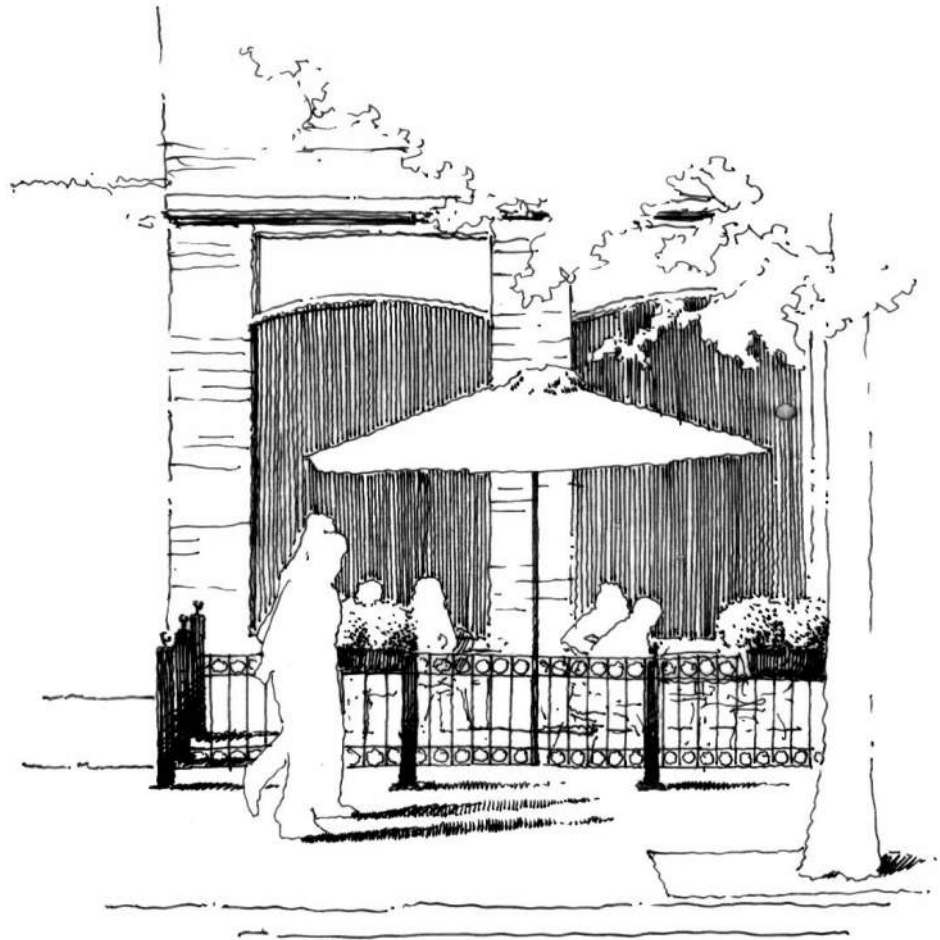








# Design Guidelines



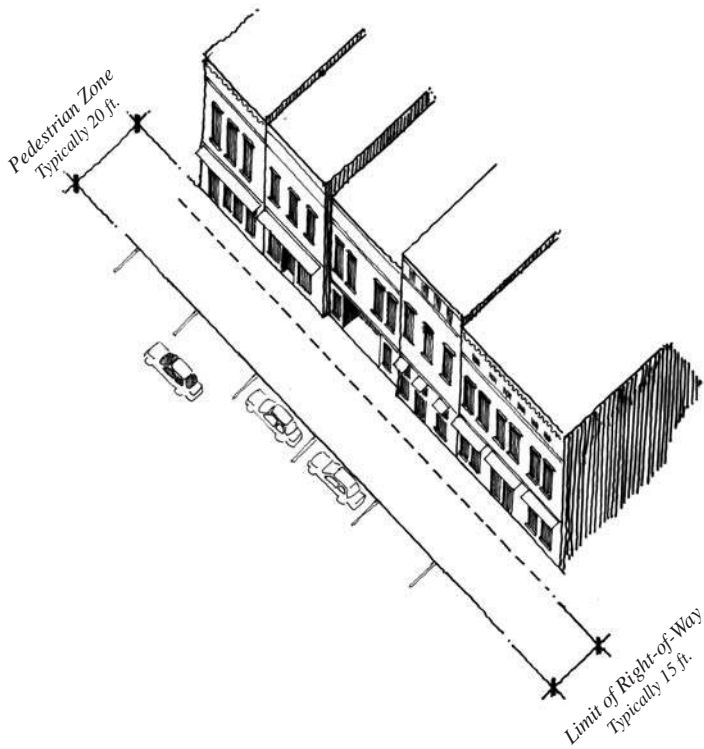


Figure 1.1 • Pedestrian Zone - located between curb & building face

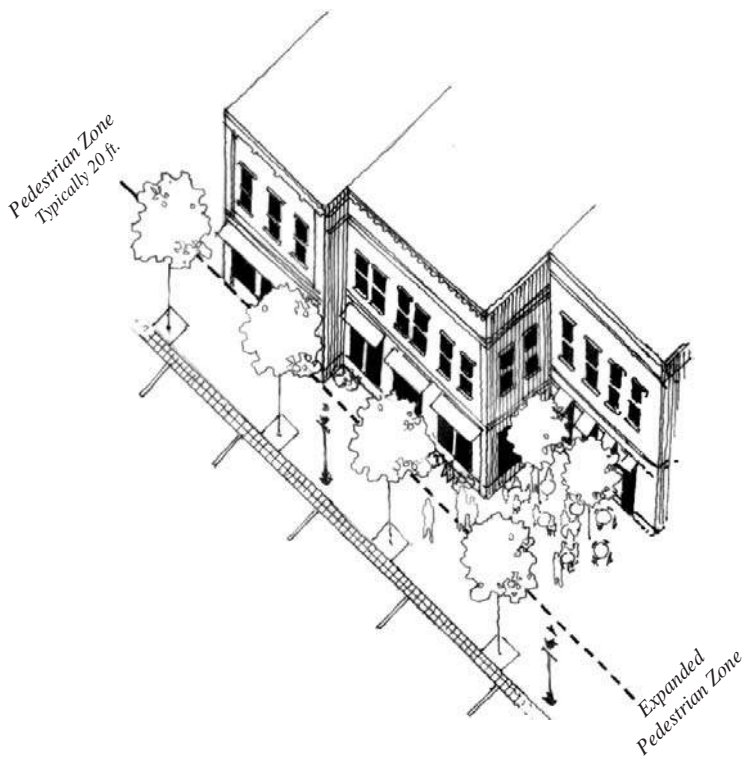


Figure 1.4 • Expanded Pedestrian Zone - additional activity space created by larger building setbacks

## A. Site Planning

Plan review begins with the examination of the site plan and its characteristics. Components of the site plan include the streetscape, setbacks, parking location, interior circulation, landscaping, screening, site lighting, service/storage areas, utilities, and maintenance.

### A.1 Pedestrian Zone

One of the new areas of emphasis is the space that occurs between the curb and the front of the building. This area is referred to as the “pedestrian zone” and should be energized in a way that attracts people to stroll, shop, live, and work along Main Street. The pedestrian zone is described below. To gain a better understanding of this area, it is helpful to know that the Main Street right-of-way is 80 feet and in the Drexel block, the pedestrian zone is 20 feet consisting of one foot of curbwalk, two feet of tree lawn, and 17 feet of sidewalk pavement. The buildings on this block are located five feet behind the edge of right-of-way.

1.1 All parcels will contain a “pedestrian zone” along Main Street. This also applies along all other intersecting public roads within the Main Street District. The pedestrian zone is located between the edge of the street curb and the façade of the building. For new buildings and infill structures this distance shall typically be twenty feet (20’) on Main Street. It is recommended that intersecting streets provide pedestrian zone width as well.

1.2 This zone shall be designed for the pedestrian and well landscaped/hardscaped. The pedestrian zone should be designed to energize the streetscape and storefronts of Bexley and enhance the character to the community.

1.3 The pedestrian zone is composed of four subareas: the curbside, the public amenity zone, the sidewalk, and the private amenity zone.

- The *curbside* is hard surface adjacent to and behind the street curb that allows people to step out of cars parked on the street. The curbside is typically 18 to 24 inches wide.

- The *public amenity zone* is the area that contains such items as street trees, tree grates, tree lawns, raised planters, walks, decorative street lights, signs, benches, utility boxes, trash receptacles, bus shelters, and other streetscape amenities. This area can be thought of as the obstructed part of the sidewalk. The amenity zone is typically six feet in width and usually lies between the sidewalk and the curbside.

- The *sidewalk* component of the pedestrian zone is the area that serves to convey pedestrians along the street corridor. The preferred minimum width of sidewalk kept clear of obstructions is eight feet, though six feet is permissible if necessary. The majority of this clear zone should be located within the public right-of-way.

- The remaining portion of the pedestrian zone is the *private amenity zone* located adjacent to the building façade. This area connects the sidewalk with the storefronts and building and provides space for wider sidewalks, planting strips, outdoor seating, outdoor display, etc. The private amenity zone is typically four to five feet wide, but can be larger (see below). This area usually lies outside of the public right-of-way.

By increasing the building setback, the pedestrian zone can be made larger than the typical twenty feet, thereby increasing the size of the various component areas. The building setback can be increased to create activated and enhanced spaces within the pedestrian zone.

1.4 Areas that create animated and attractive spaces are encouraged in the pedestrian zone. These include outdoor dining, terraced seating, decorative plazas, fountains, pocket parks, public art, additional sidewalk, landscaped strips, and other pedestrian amenities. Some of these uses may occur within the public right-of-way together with the sidewalk. The Main Street Redevelopment Commission may extend the pedestrian zone beyond the typical twenty feet as appropriate for the pedestrian-oriented activity. Where uses are approved within the public right-of-way, liability issues will be addressed through “hold harmless” agreements with the City.

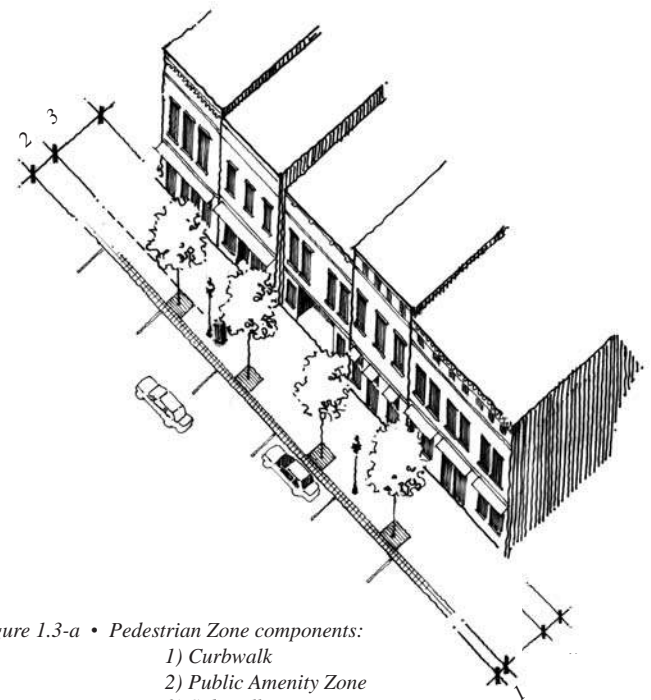


Figure 1.3-a • Pedestrian Zone components:  
1) Curbside  
2) Public Amenity Zone  
3) Sidewalk  
4) Private Amenity Zone

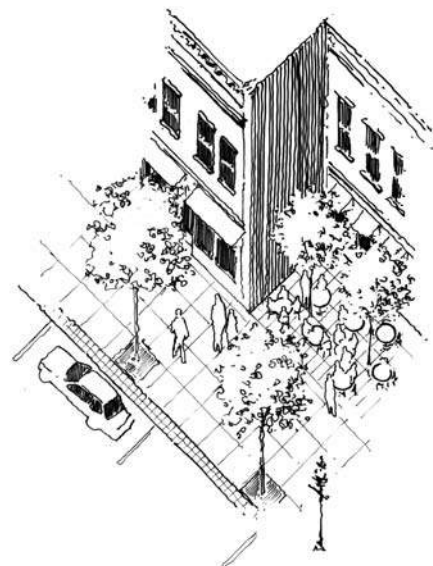


Figure 1.4 • Animated Space - Expanded Private Amenity Zone

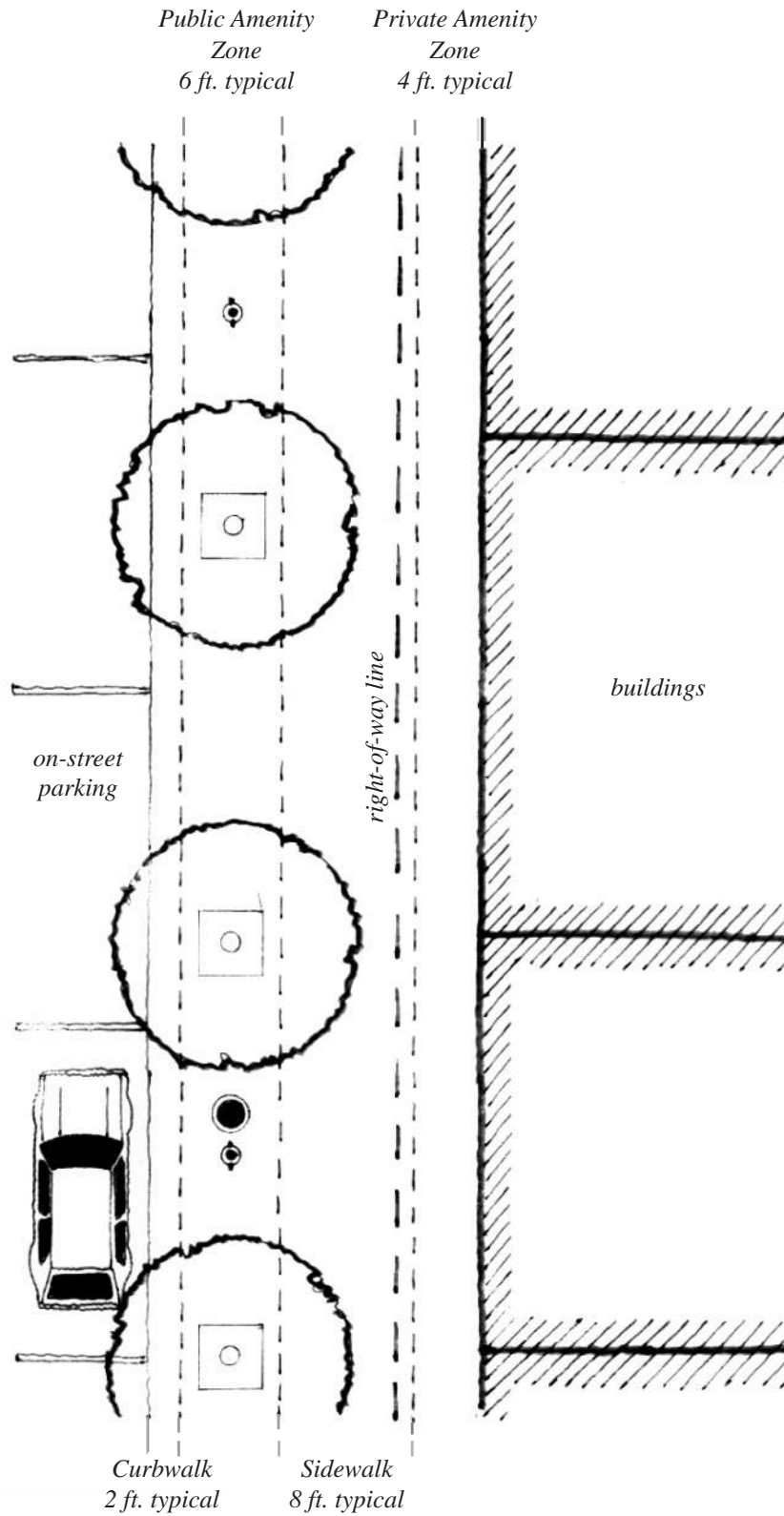


Figure 1.3-b • Pedestrian Zone components: (Idealized Condition)  
 Curbwalk, Public Amenity Zone (street trees & accessories, etc.), Sidewalk (clear zone),  
 Private Amenity Zone (outdoor eating & displays, etc.)

Table 2: Additional Private Amenity Zone Space Per Use

Pedestrian-Activated Use	Recommended Additional Private Amenity Space	Maximum Add. Additional Private Amenity Space
Outdoor Dining	Min. 2 feet for single row of table (8' total) Min. 6 feet for double row of tables (10' total)	10 feet
Pocket Park	10 to 30 feet	Lot depth (minus alley)

1.5 To further enhance and animate the pedestrian zone, adjacent uses can “borrow” unused pedestrian zone space of a neighboring property with the owner’s written permission and approval of the Main Street Redevelopment Commission.

1.6 Outdoor displays with principal products of the primary business are encouraged within the private amenity zone provided they are attractive, clean, safe, appropriate, and enhance the appearance of the streetscape. These displays must be well-maintained, movable/portable, and include no signage readable from the street edge.

The Commission must approve a permit for the overall design and type of the outdoor displays as well as the display area, and may place conditions on the permit including location, size, time of display, type of display, signage, materials, forbidden types of items, etc. The Commission may review and modify an outdoor display permit at any time during its regular meeting, with advance notice provided to the public and the permit-holder.

Examples of encouraged outdoor displays include flowers, plants, art, sculpture, seasonal items, etc. Food and vending machines, mulch sales, etc. are not considered outdoor displays for this purpose.

1.7 Parking is strongly discouraged within the pedestrian zone and vehicular crossing areas should be minimized, and eliminated where possible. Any vehicular pavement should be limited to access drives. The ideal condition is a pedestrian zone free of vehicular surfaces with on-street parking available along Main Street and off-street parking and access to the rear of the lot. The pedestrian zone should not look like an asphalt or gravel parking surface.

Note: Relying on locating off-street parking to the rear of buildings along Main Street necessitates that the alleys/cross access drives be two-way.

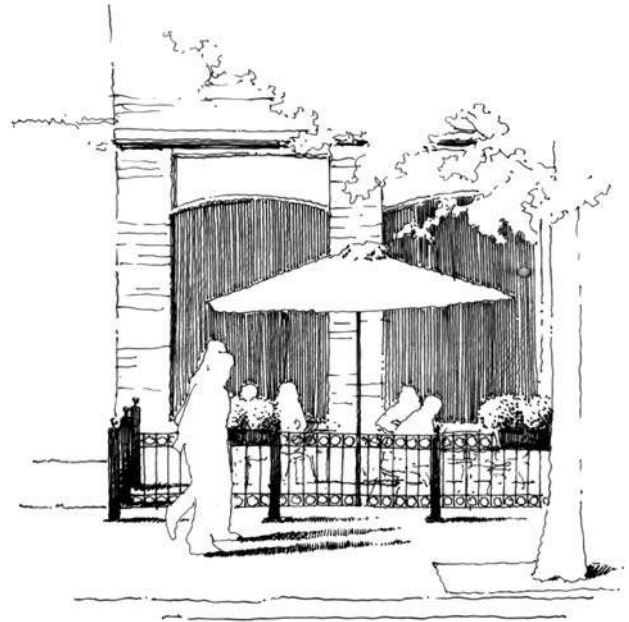


Figure 1.5 • Shared Pedestrian Zone -adjacent uses can “borrow” unused pedestrian space

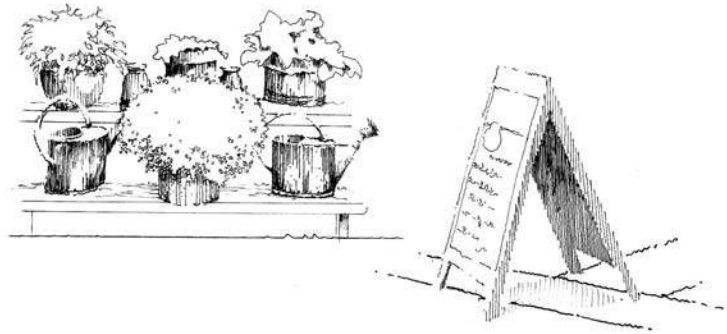


Figure 1.6 • Outdoor Displays -encouraged in the private amenity zone





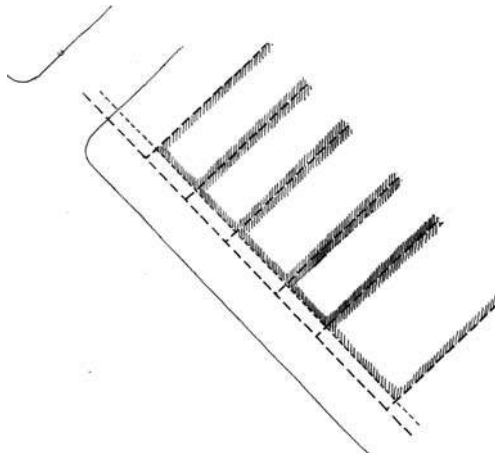


Figure 2.1 • Building Location - infill structures should be located adjacent to the pedestrian zone

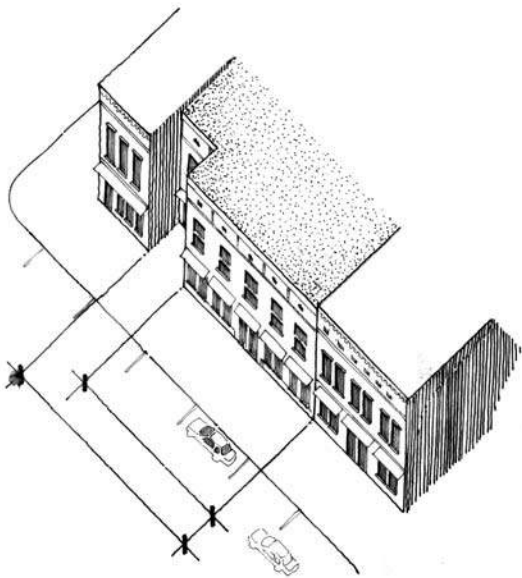


Figure 2.1 • Building Frontage - a minimum of 80% of building facade should be constructed to the pedestrian zone

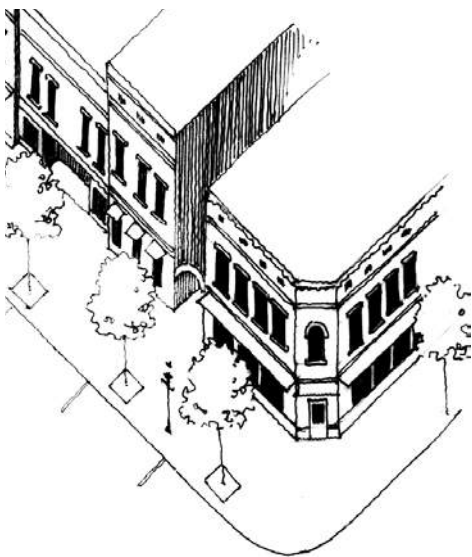


Figure 2.3 • Corner Buildings - should be located at the edge of the pedestrian zone and emphasize both street frontages

## A.2 Setbacks

2.1 The building location should provide a pedestrian zone of 20 feet in width. Thus new buildings and infill structures should be built to within five feet of the sidewalk edge of the pedestrian zone. Typically this should place the building façade no more than five feet from the right-of-way line. The pedestrian zone can be reduced by up to five feet (i.e. a minimum 15-foot pedestrian zone) if the site plan and building design warrant it, by reducing or removing the private amenity zone. Conversely the Commission can approve a pedestrian zone larger than 20 feet to accommodate additional enhancements to the site and corridor. (Note: This building facade line could be established as a “build-to” line in the Zoning Code.)

2.2 A minimum of 80 percent of the building façade should be constructed to the private amenity or sidewalk edge of the pedestrian zone. Permanent structural areas integrated with the primary structure, such as patio and dining areas, can be considered part of the building façade for this guideline.

2.3 At corner lots, the buildings should be built to the edge of the sidewalk or private amenity zone, close to the street. The building’s design, architecture, and massing should emphasize the importance of the corner and draw attention down both streets. Anchoring corners with building mass in this way is critical to establishing the character and pattern of the remainder of the block, and to encourage pedestrians to “turn the corner”.

2.4 Coverage of the entire lot width (side property line to side property line) by the building is encouraged at the sidewalk or private amenity edge of the pedestrian zone. There is no required side yard setback. The ideal condition is to fill the entire lot width with structure so as to maintain the built edge along the street and pedestrian zone. (Note: a corner lot is considered to have a front setback along each public right-of-way.)

2.5 Developments are expected to provide an enhanced pedestrian passageway to the rear of the property, either internally or to one side.

2.6 A rear yard setback should not be required for parcels adjacent to a public alley or containing a rear cross access with adjacent parcels. All other parcels should provide a 26-foot rear setback.

2.7 Do not locate off-street parking or paved circulation areas in front of new buildings or infill structures on properties fronting on Main Street or side streets.

2.8 If parking is located to the side of a building, no more than the width of a drive aisle and one parking bay should be permitted to parallel Main Street. In this case, it is encouraged that the parking bay be screened by a masonry wall and landscaping that maintains the building line and appears as an integrated extension of the architectural façade (see *Landscaping, A.5*). Side-loaded parking lots are not permitted on street corners. With careful design and structural treatment, it is permissible to have two adjacent buildings combine their single-bay side parking so as to create a single lot. In this situation, a joint use, access, and maintenance agreement should be created between the two property owners.

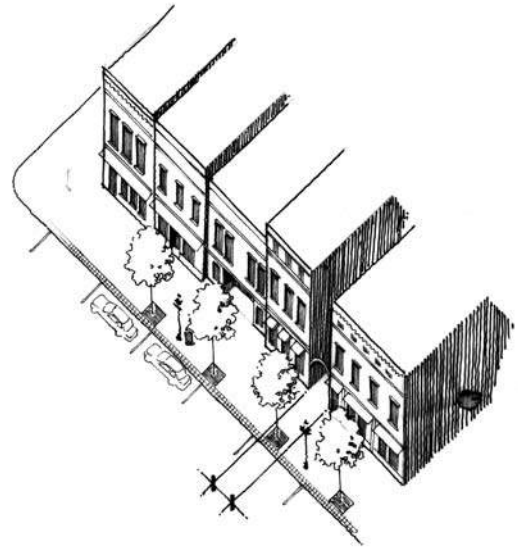


Figure 2.4 • Lot Width Coverage - a built edge should be maintained along the lot frontage with passageways established between buildings to access rear parking lots

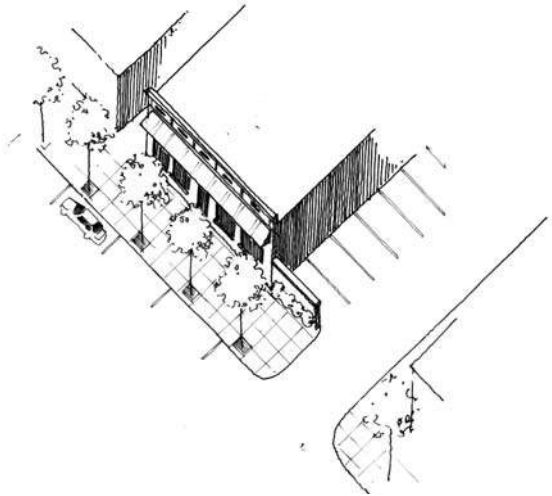


Figure 2.8a • Side Parking Areas - a side parking area should only have the width of one parking space and one drive aisle parallel to Main Street and must be screened from the right-of-way

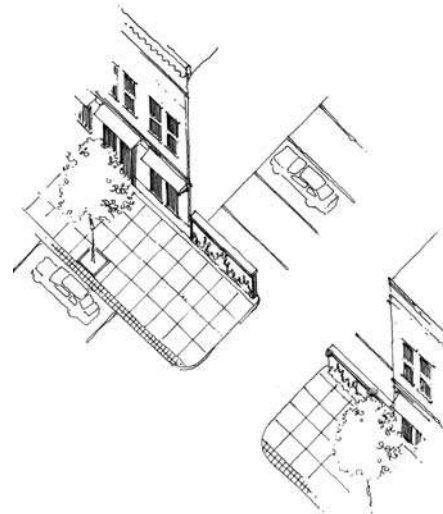


Figure 2.8b • Adjacent Side Parking Areas - adjacent uses may combine side parking into one lot with a combined access point and screening from Main Street

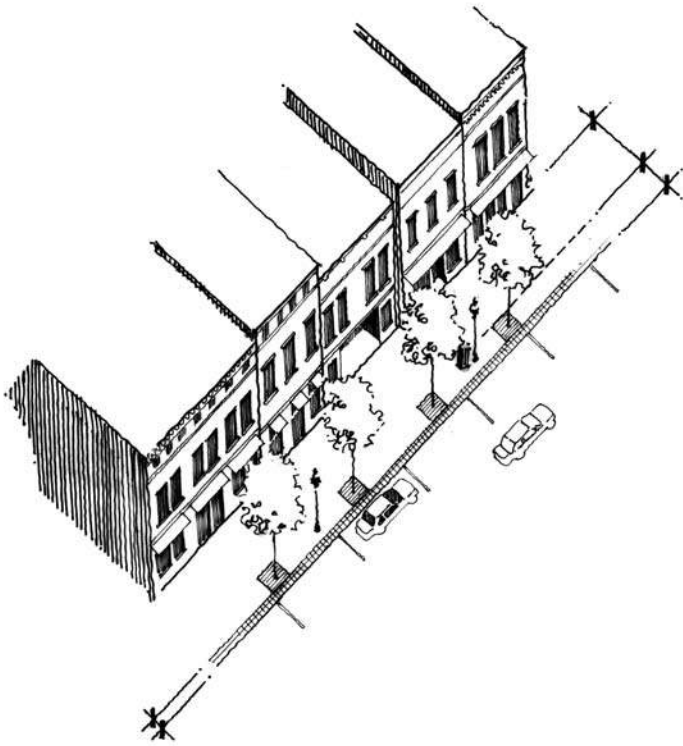


Figure 3.1 • Sidewalk in Typical Pedestrian Zone - consisting of private amenity zone, minimum 7-foot sidewalk, 6-foot public amenity zone and 2-foot curb walk

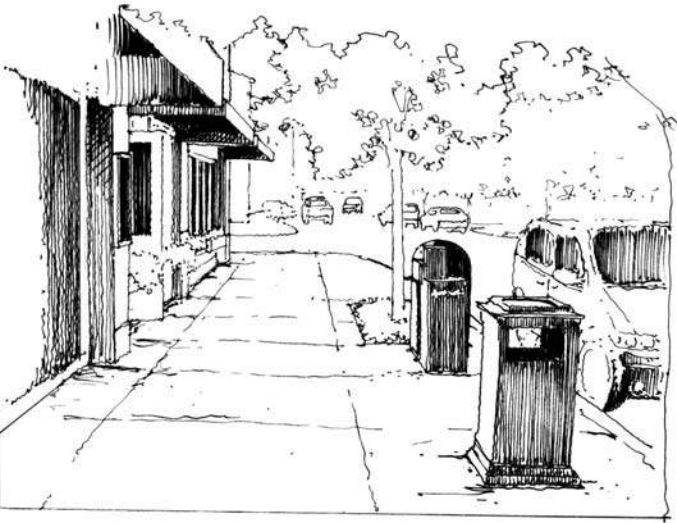


Figure A.3 • Typical Pedestrian Zone - consisting of private amenity zone, minimum 7-foot sidewalk, 6-foot amenity zone and 2-foot curb walk

## A.3 Sidewalks

3.1 Sidewalks are required along all public streets. The recommended minimum width of public sidewalks is eight feet (8'), measured back to back. If conditions do not allow an eight-foot wide sidewalk, six feet is permissible. The minimum width of sidewalks on side streets is six feet. Sidewalks should be clear of obstructions and align with adjacent sidewalks (i.e. no abrupt jogs.)

3.2 Sidewalks should be composed of poured concrete with approved scoring, but may include clay brick installed on a concrete base in approved patterns.

3.3 A curbwalk should be placed behind the street curb to allow for entry/exit of vehicles parked in parallel on-street parking spaces. This curbwalk should be 18 to 24 inches wide. In places where the curbwalk is adjacent to the sidewalk, the curbwalk may count toward the minimum required sidewalk width.

3.4 Sidewalks should be designed and constructed per American with Disabilities Act (ADA) Administrative Guidelines. standards.

3.5 Non-conforming sidewalk will be considered for applicability where and when unique circumstances are present and non-conforming treatment is of quality consistent or superior to the streetscape standard.

3.6 Outdoor seating and dining uses per City approval are encouraged, provided that a minimum six-foot clear distance on the sidewalk is maintained (eight feet is preferred). In cases where such outdoor dining is proposed, it is recommended that the size of the pedestrian zone be increased. Such outdoor dining areas should be delineated by decorative pavement or fencing.

## A.4 Parking Lots and Interior Circulation

Off-street parking spaces must be provided per type of use as listed in **Section D, Parking** . Section D reviews the requirements for the maximum and minimum number of off-street parking spaces per use and reviews the fee-in-lieu of program.

4.1 Off-street parking areas should be located behind buildings. On-street parking is encouraged. Rear parking areas should connect to the rear alleys or be connected by rear cross-access drives (with easements).

4.2 All rear alleys and cross-access drives should allow for two-way traffic flow.

4.3 Parking should be consolidated into shared or public parking lots (behind buildings). Parking lots should be interconnected to encourage shared parking among buildings and to reduce the overall paved area. Written shared parking agreements are preferred and recommended in situations of private parking lot ownership. Shared parking can take advantage of alternate peak uses and can count toward the off-street parking requirements for all sharing parties (see **Section D, Parking**).

4.4 Pave off-street parking areas with a durable surface such as asphalt or concrete, including concrete curbs where needed. The minimum parking stall width shall be 8 feet 6 inches. All parking spaces must be marked with paint or otherwise striped.

4.5 Points of access and egress to and from Main Street, side streets, and the alleys should be shared where applicable. This reduces the number of curb cuts on Main Street and vehicular crossings of the pedestrian zone.

4.6 Driveways shall be perpendicular to the right-of-way and not exceed 24 feet in width.

4.7 Entrance and exit drives are encouraged to be identified either with on-premise traffic control signs or painted arrows (see *Traffic Signs, C.x*).

4.8 A servicing plan should be provided with required site plan submittal for a building permit. The servicing plan should describe the operations of the project concerning deliveries to and from the site, employee parking, access and egress, vehicle and equipment storage, waste storage and removal, and other operational needs during peak times.

4.9 Parking lots visible from a public street (excluding alleys) should be screened from public view. Combinations of walls, fencing, landscaping, and the like should be utilized. All screening should be consistent with the building materials of the associated structure (see *Landscaping, A.5*).

4.10 Non-automotive transportation such as bicycling is encouraged. Bicycle parking should be conveniently located near building entrances or within the amenity zone.

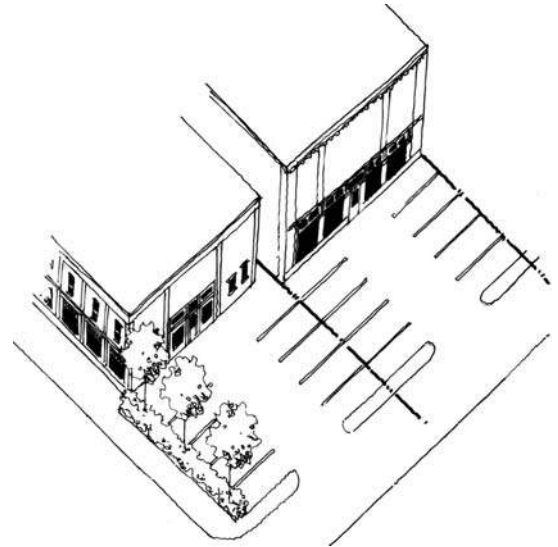


Figure 4.1 • Rear Off-street Parking Areas - off street parking should be located to the rear of buildings with alley or cross-access easement access

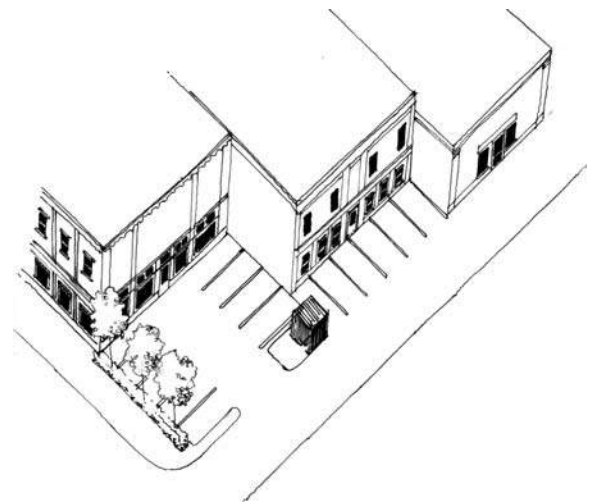


Figure 4.1b • Rear Parking Areas - parking located behind the building with alley access

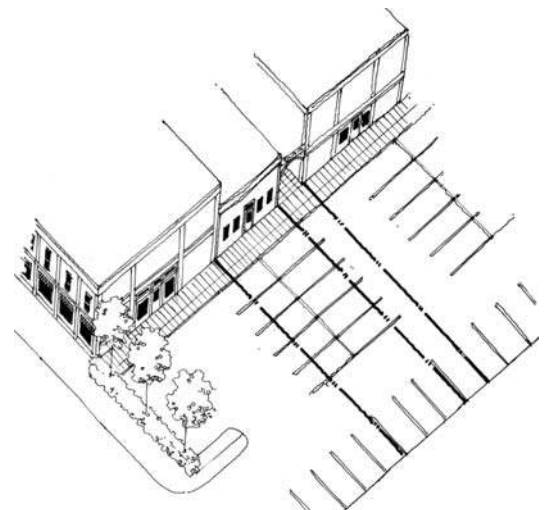


Figure 4.3 • Shared Rear Parking Areas - parking should be consolidated into shared or public parking lots behind buildings

## A.5 Landscaping and Screening

5.1 Street trees are required along all public road frontage within the Main Street District. Where street trees are missing, dead, or dying the property owner is responsible for replacing them. Street trees must meet city guidelines for species and spacing as determined by the Bexley Tree and Public Gardens Commission (see E.7 - Street Trees).

5.2 Fences and walls are permitted where appropriate within the commercial environment. Appropriate locations for fences and walls include:

- Along rear property lines or alleys to separate Main Street uses and the alleys from the residential districts behind. Typically these walls or fences should be opaque and between four and eight feet in height.
- Partially enclosing outdoor areas such as outdoor seating and pocket parks. These walls or fences should be decorative in nature, such as open iron fences, and three to four feet (3-4') in height.
- Screening off-street parking lots. See 5.3 below. All walls or fence/landscaping should be 42 inches (3'-6") in height.

5.3 Screen all parking areas from view of a public street (except those portions used for entry/exit). This screening should be an opaque barrier 42 inches (3'-6") in height for any parking visible from a public street (excluding alleys). Masonry (stone or brick) walls are preferred, but decorative fencing is acceptable provided it is combined with landscaping that creates a 42-inch tall opaque barrier (at time of installation) and includes one deciduous tree (2 1/2" - 3" caliper) per fifteen feet of frontage. If the fence/planting option is used, the appropriate planting type should be determined based on the width of the planting area as provided in the table below. A minimum three-foot width is desirable.

Table 3: Appropriate Planting for Width of Planting Area

Width of Planting Area	Appropriate Planting Type
12 inches	Trellis
24 inches	Hedge
36 inches	Hedge
48 inches	Tree
60 inches	Tree

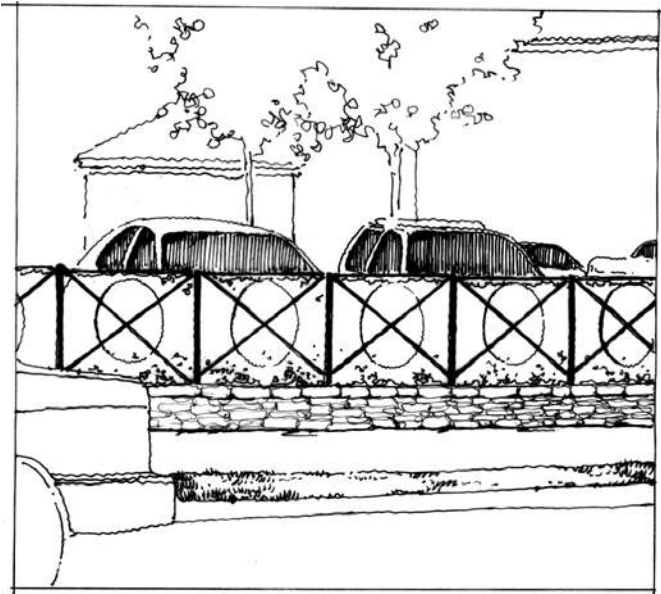


Figure 5.3 • Parking Lot Screening - parking should be screened from view of public streets with a 42-inch high opaque barrier consisting of masonry walls, decorative fencing and landscaping

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**5.4** Parking areas visible from the public street should include landscape islands with deciduous trees. These landscaped areas should amount to not less than five percent of the vehicular use area and be evenly distributed throughout the parking area to minimize the lot's visual impact and maximize tree shade.

**5.5** If physical separation of the parking areas from the alley/cross access drive is requested or necessary, the use of decorative walls, fences, and/or evergreen landscaping is encouraged. Similarly, it is recommended that rear parking lots be connected and combined, but if physical separation between the parking lots is requested, low walls, decorative fences, or curbed grass or evergreen planting borders should be used.

**5.6** Vacant lots and interim surface parking lots should, at a minimum, include landscaped edges per the landscaping and screening requirements for parking lots.

**5.7** Landscaping within pedestrian zones should not resemble or call to mind parking lots. For example, flat/barren/empty asphalt or gravel surfaces are not appropriate landscaping within the pedestrian zone.



## **A.6 Site Lighting**

**6.1** Parking lots should be lighted. This lighting should be appropriate to illuminate parking and building entrances with minimal glare or light trespass on neighboring properties or public roadways.

**6.2** Parking lots can be illuminated by pole-mounted fixtures or by building-mounted fixtures. Building mounted fixtures for parking illumination should be limited to the sides and rear of the structure. Poles should be limited to 25 feet in height. All light sources should be concealed (100% cut-off)

**6.3** Decorative landscape lighting and accent building lighting is permitted, but should not impare the safety of public roadways or the enjoyment of neighboring properties. Uplighting must be from concealed sources. Evergreen planting can be used to fully screen light sources.



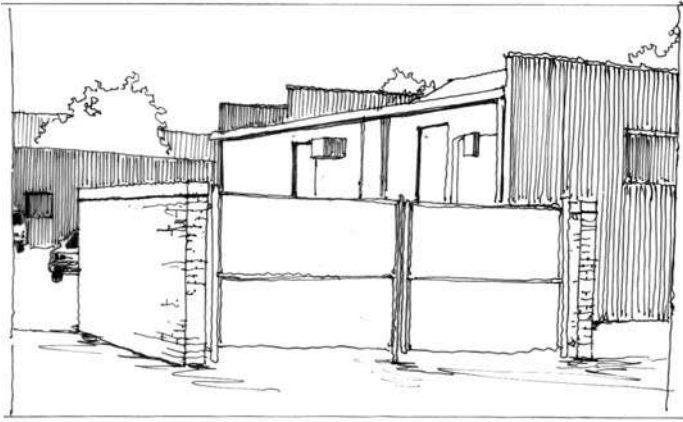


Figure 7.3 • Screened Storage Areas - all storage areas should be screened on all sides with a 100% opaque wall or gate that extends one foot above the item enclosed

## A.7 Service/Storage Areas/Dumpsters

7.1 All service areas, such as dumpsters and loading areas, should be confined to the back of the principal structure or lot.

7.2 Loading and refuse areas should be consolidated, shared where possible, and attractively and completely screened.

7.3 All storage areas (for machinery, equipment, dumpsters, trash, recyclables, etc.) should be screened on all sides (except gated access) with a 100% opaque wall that extends one foot above the top of any container enclosed. The accessible side may use a gate, provided it also extends one foot above the top of any container and is not made of chain link or vinyl.

7.4 The materials and colors selected for the enclosure's screening should be identical to those on the principal building's exterior.



## A.8 Utilities

8.1 Permanent utility lines shall be installed underground.

8.2 Streetscape sidewalk, landscaping, and other areas in the pedestrian zone shall be restored to original condition (or per design standard) immediately following any necessary utility cut disturbing the ground.



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## A.9 Maintenance

9.1 All owners, or their designees, shall maintain all buildings, drives, parking lots, and other structures located upon said property in good and sufficient repair and shall keep such premises painted, windows glazed, pavement swept and clear of ice & snow, and otherwise maintain the property in an aesthetically pleasing manner.

9.2 Any structure, driveway, or parking lot surface that is damaged by the elements, vehicles, fire, or any other cause must be repaired as promptly as the extent of the damage will permit.

9.3 Buildings that are vacant for any reason must be kept locked and the windows glazed in order to prevent entry by vandals. They must also meet all other maintenance requirements.

9.4 Grounds are to be maintained in a safe, clean, and neat condition free of rubbish and weeds. Lawns shall be kept in a mowed condition. Drives and pavement shall be kept true to line and grade in good repair. Drainage areas and intakes are to be kept clean and free of any obstacles.

9.5 All plantings are to be maintained in a healthy growing condition. Irrigation, fertilization, weeding, and pruning are to be carried out on a regular basis. Landscaping is to be maintained as approved by the City and according to the most recently approved plan.



## A.10 Exemption Criteria

Under certain conditions, existing structures can be exempted from portions of the pedestrian zone and setback Design Guidelines. Considerations for these exceptions include:

- Significant architecture for the community or that which contributes significantly to the positive character of the Main Street District.
- A national or state historic structure.
- An existing public or civic parking area that is considered critical to the success of the Main Street District.





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## A.11 Retrofitting Existing Sites

**11.1** Screen existing parking lots and service areas with structural elements of low fences or walls, landscape elements of narrow canopy trees, or shrubs or hedges a minimum of 42 inches in height. See 5.3 above.

**11.2** On properties with existing parking in front of structures along Main Street, replace asphalt areas in the pedestrian zone with usable pedestrian spaces, such as seating, etc., and the remainder with ornamental landscaping (grass, groundcovers, shrubs, and trees) as possible.



## B. Buildings

This aspect of the guidelines consists of review of the structure(s) on the site. The components of the building review include such things as the height of the building, the mass and bulk of the structures, the architectural design, style, and detail, the materials and colors, the entrance(s), the storefront, the upper stories, mechanical screening, secondary structures, building lighting, and renovation. The storefront refers to the first story of buildings along the street and the upper stories are all other levels of the building above ground.

### B.12 Height

12.1 There is a minimum and maximum height requirement for buildings along Main Street. Because commercial floors are often taller than residential floors, particularly at ground level, a five story purely residential structure can achieve the same height as a four story commercial structure. Along Main Street, there is an east-west divide at which permitted heights change by a floor. This divide is based on height of existing structures and depth of the lots. The lots are deeper on the west end of Main Street, enabling them to accommodate taller structures. Please refer to the following table.

Table 4: Recommended Building Heights

Location	Building Type	Building Height	
		Minimum	Maximum
Alum Creek to South Dawson Ave., north side of Main Street	Commercial or Mixed Use	Two (2) Floors or 30 feet	Four (4) Floors or 50 feet
	Residential	Three (3) Floors or 30 feet	Five (5) Floors or 50 feet
South Dawson Ave. to Gould Road, north side of Main Street	Commercial or Mixed Use	One and a Half (1½) Floors or 24 feet	Three (3) Floors or 40 feet
	Residential	Two (2) Floors or 24 feet	Four (4) Floors or 40 feet
Alum Creek to Euclaire Ave., south side of Main Street	Commercial or Mixed Use	Two (2) Floors or 30 feet	Four (4) Floors or 50 feet
	Residential	Three (3) Floors or 30 feet	Five (5) Floors or 50 feet
Euclaire Ave. to Gould Road, south side of Main Street	Commercial or Mixed Use	One and a Half (1½) Floors or 24 feet	Three (3) Floors or 40 feet
	Residential	Two (2) Floors or 24 feet	Four (4) Floors or 40 feet



## Recommended Building Height Map

The Main Street corridor consists primarily of one and two story buildings with a few three and four story structures. As redevelopment occurs, Main Street is an important place to increase density and mix uses, both of which may dictate somewhat taller structures. Furthermore, increasing density, and thus building height, will make redevelopment more economically feasible along this corridor in Bexley. In addition, the quality urban character of Main Street is best in places where buildings are more than one story in height. This height must be limited, however, by aesthetic considerations and practical development constraints such as lot size and parking. Height Zone 'A' recommends that newly constructed buildings be 2 to 5 stories in height. Height Zone 'B' recommends that newly constructed buildings be 1.5 to 4 stories in height. Different standards are established for specific uses in these areas and are indicated in Table 4: Recommended Building Heights (see page 49).





Figure 13.1 • Building Massing - buildings on Main Street should compliment the massing of traditional blocks on commercial corridors in Central Ohio

### B.13 Massing

13.1 New construction on Main Street should compliment the massing of traditional blocks on commercial corridors in Central Ohio.

13.2 Construct the building to the sidewalk edge of the pedestrian zone.

13.3 The structure should be built to cover the entire width of an individual lot, except for occasional pedestrian passageways.

13.4 Attached and multi-tenant buildings are encouraged. Excessive gaps and non-usable spaces between buildings are discouraged.

13.5 The massing of buildings should be stronger and more prominent along Main Street, at terminal vistas, and particularly at corner locations.

13.6 Buildings should not provide a constant, undifferentiated length along Main Street exceeding 200 feet. Changes in mass, scale, architecture and/or the use of reveals should occur, even subtly, to avoid the monotony and institutional appearance of identical massing over long lengths of a block.

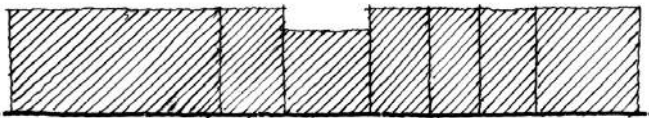


Figure 13.3 • Building Frontage Diagram - structures should be built to cover the entire width of an individual lot, except for occasional pedestrian passageways

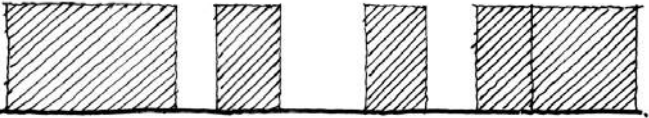


Figure 13.4 • Frontage Gaps - excessive gaps and non-usable spaces between buildings are discouraged

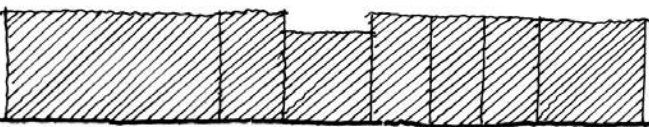


Figure 13.6 • Building Length - changes in mass, scale, and building length should occur along Main Street (top) while constant undifferentiated building lengths exceeding 200 feet are not appropriate (bottom)

### B.14 Architectural Style/Building Composition (Fenestration, and Details)

14.1 The architectural style of the building should be compatible with and compliment those currently found on Main Street. Successfully incorporated new structures should visually and physically respect the existing structures and streetscape. New buildings should adhere to these guidelines, however, they do not have to appear historic - contemporary design and creativity is encouraged.

14.2 Place the principal façade on Main Street (see B.5 – Entrances).

14.3 New facades should enhance the character of the District and add vitality to the street life. The architectural design should take cues from the best elements of Main Street buildings and echo their qualities with new materials, composition, and colors while keeping to a similar scale and proportion. Communicate the nature of the business with design elements of material, shape, and color.

14.4 The rear elevation of buildings facing the parking areas should be designed in a coordinated manner with high quality building materials, lighting, and signage. Rear entrances should be attractively designed (see B.5 – Entrances).

14.5 All buildings should consist of four-sided architecture – i.e. the quality of materials and design used on the front façade of the building should not substantially diminish at the rear or sides of the building. The exception is for side walls built adjacent to other structures that will not be visible. It is expected that the architectural detailing will be the strongest and most prominent at the building fronts and corners.

14.6 The traditional lot widths should be expressed in the building architecture, including when the building is wider than one lot, and a rhythm of narrow bays should be maintained.

14.7 Buildings should be articulated by such means as expressed structure, piers, and columns, recessed and projecting bays, building setback above the cornice line, and three-dimensional elements of architectural details, signs, and awnings.

14.8 Horizontal bands of unrelieved wall should never be placed along the street. Efforts should be made to enhance, detail, and break-up large expanses of wall area by varying the façade, mixing surface materials, and increasing the amount of window space. Vertical piers are encouraged and required if the façade length exceeds 50 feet.

14.9 Windows should be provided on all exposed sides of the building.

14.10 Window details should incorporate appropriate trim, mullion, and ornamentation in order to enhance the appearance and maintain the Main Street character.

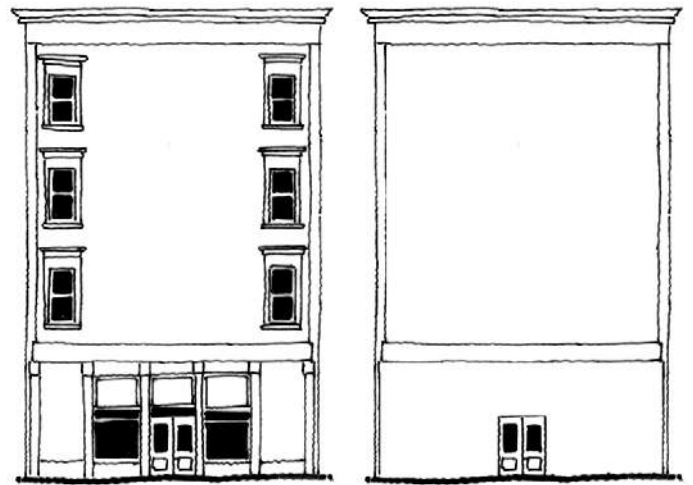


Figure 14.4 • Rear Elevations - rear elevations should be designed in a coordinated manner with the rest of the building

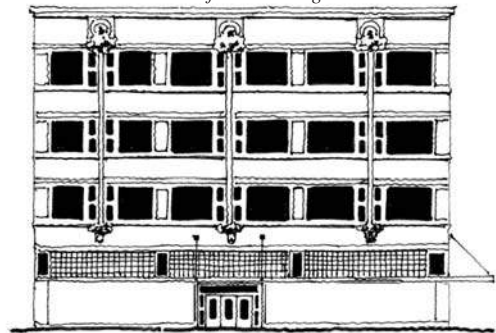


Figure 14.7 • Building Articulation - buildings should be articulated with piers, columns, three dimensional elements, signs, awnings, etc...

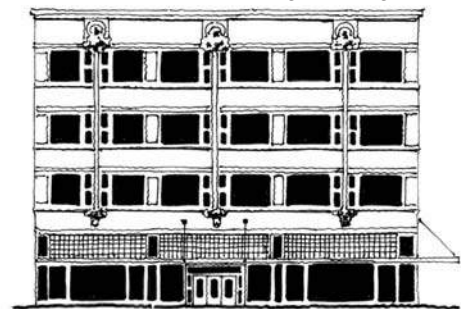


Figure 14.8 • Poor Street Level Articulation - horizontal bands unrelieved wall should never be placed along the street, and building transparency is encouraged (see figure 14.7)

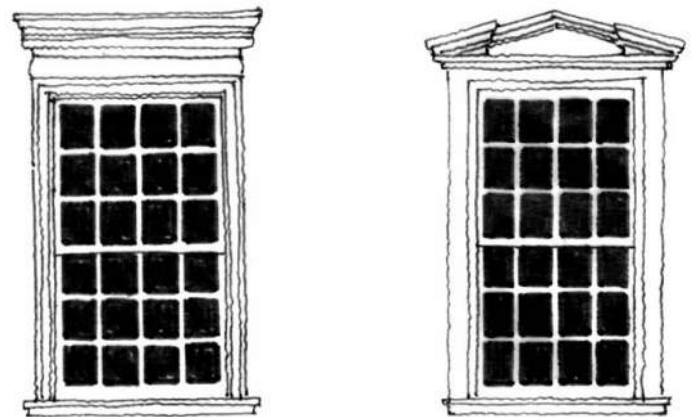


Figure 14.10 • Window Details - window details should incorporate appropriate trim, millions and ornamentation

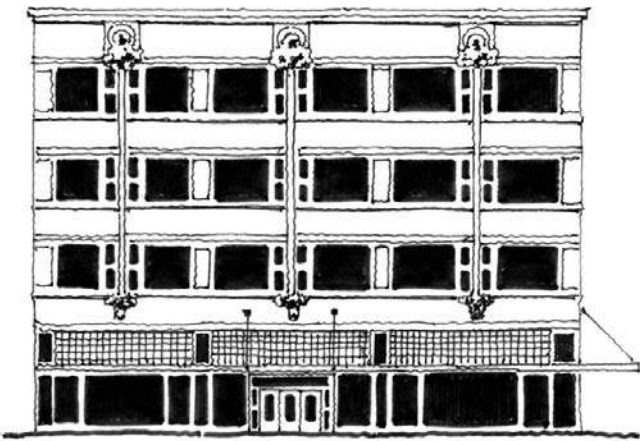


Figure 14.12a • Upper Level Articulation - upper floors should maintain the predominance of vertical elements and contain windows

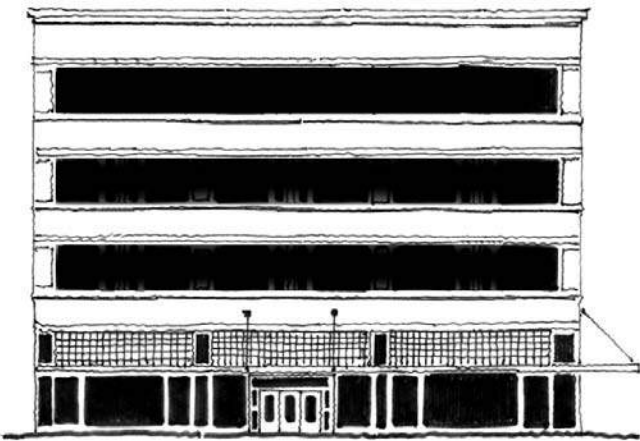


Figure 14.12b • Poor Upper Level Articulation - upper stories need windows and should not be designed in long unrelieved horizontal bands



Figure 14.13 • Roof Details - flat roofs should have highly detailed cornice / parapet and are the preferred style along Main Street; but sloped, pitched and gabled roofs are permitted if they fit the character and style of surrounding buildings

14.11 The street level should be distinguished from the upper stories.

14.12 Upper floors should maintain the predominance of vertical elements through the use of spacing and orientation of window openings and building articulation. It is critical that all upper stories have windows. These windows should not be grouped into continuous horizontal bands.

14.13 Flat roofs (at least in appearance) with a highly detailed and decorative cornice/parapet are the preferred commercial style along Main Street. This type of roof matches traditional Main Street commercial style and creates a strong streetscape. Sloped, pitched, and gabled roofs are permitted, particularly for residential structures, if they fit the character and architectural style of surrounding buildings and use high-quality materials.

14.14 It is necessary for roof-mounted or ground level equipment to be screened from pedestrian view with opaque screening material (see B.8 – Mechanical Screening). Similarly, wall penetrations for venting, duct intakes, etc. should not be visible from the pedestrian zone and painted to match the structure (“painted out”).

14.15 Renovated structures should reveal the original building lines, openings, architectural features, and trim (see B.9 – Renovations).

14.16 Drive-through windows should be prohibited on all building sides parallel to public rights-of-way, except alleys. Drive-through windows are encouraged to be located to the rear of buildings, rather than sides.



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## B.15 Materials and Colors

**15.1** Building materials and colors should be used to unify the building and highlight its storefront(s).

**15.2** Building material selection should rely heavily on traditional and natural materials such as brick, stone, wood, and glass. Artificial materials that resemble older building elements, such as vinyl siding and cultured stone should not be used. Materials to be avoided include sheet metal, plastic panels, rough-sawn wood, and vinyl. Stone and concrete should be unpainted. Split or scored-face concrete block is not an acceptable.

**15.3** Glass should be clear, or lightly tinted. Very dark, reflective, or opaque glass is strongly discouraged and will not count toward the required transparent glass or windows (see 16.6, 17.2, etc.). Use of glass blocks to fill the majority of window openings on storefronts is discouraged (but acceptable for basement windows) and glass block is not considered transparent for the purpose of these guidelines.

**15.4** Structural and infill materials should be consistent with the character established by the existing building.

**15.5** A variety of color palettes can be used for different materials. Colors should be compatible with each other and with those of adjoining buildings.

**15.6** Neutral and subtle colors should be used for wall surfaces, except where it can be demonstrated that a dominant color is appropriate. Bold, contrasting, or subtle colors are appropriate for trim and accents. Building material colors, including different types of glass and metal, can be used effectively as part of the color scheme.

**15.7** The use of up to three basic colors on the exterior of buildings is encouraged. One should be a base color that covers wall surfaces and storefront piers. The second color should be a major trim color for the cornice, storefront columns, bulkhead, lintels, window frames, etc. The third color should be the minor trim color for window sashes, doors, the storefront frame, and small details.

**15.8** Use more than three colors when the depth of exterior walls and original detailing allow for several types of trim, sills and mullions, recessed entries, and elaborate cornices. Each of these layers can be highlighted in its own color, within a harmonious range, against the base materials of the building.





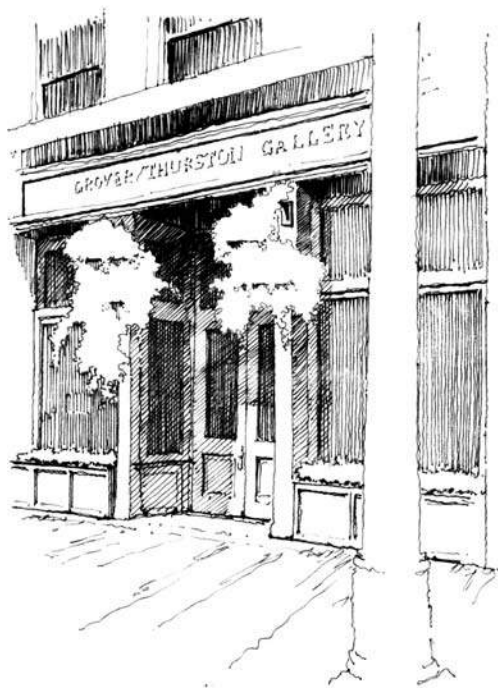


Figure 16.1a • Main Building Entrance - the main entrance of all buildings should be oriented toward Main Street

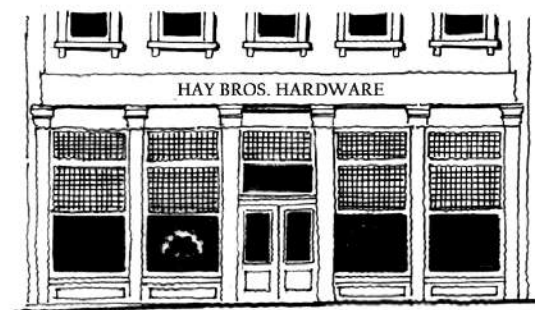


Figure 16.1b • Building Entry Detail -

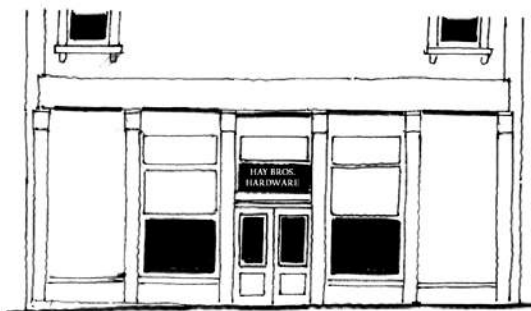


Figure 16.6 • Rear Entrance Detail - rear entrance should be attractively designed with transparent glass for a minimum 25% of the building width

## B.16 Entrances

**16.1** The main entrance of all buildings should be oriented to Main Street. At a minimum this entrance should consist of an attractive and active entry door that fronts Main Street. Corner buildings may angle the main entrance to the intersection. Under certain conditions, such as when small retail space borders on a pedestrian throughcorridor, the main entrance may be located to the side.

**16.2** Buildings and individual establishments (i.e. stores, shops, offices) should have rear and/or side entrances, in addition to the front entrance, whenever possible. It is important to provide a secondary public entrance from the rear parking lot, particularly when a pedestrian throughway/corridor is not located nearby, or from a side entrance when adjacent to a pedestrian corridor.

**16.3** The rear of buildings with pedestrian access from parking areas should be treated as a “second front door.” These entrances should be attractively designed, including glass door openings, windows, and signs at the entry level to guide the pedestrian and provide visual surveillance of the lot. Similarly, window displays and signage around entrances are encouraged along pedestrian corridors.

**16.4** Service and employee entrances should be located to the rear of buildings.

**16.5** For second (rear) entrances, locate signs above the door or window. These signs should be no taller than 14 inches and no larger than 50 percent of the allowable size of the main sign on the front façade. Vivid colors and striking signage can highlight the rear store entrance from parking lots. Service entrances should be clearly marked, but not emphasized.

**16.6** Rear entrances should use a minimum of 25 percent of the width of the first floor rear façade for doors and windows with transparent glass. Window sills should be located a maximum height of 40 inches above the level of the sidewalk/parking lot.

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## B.17 Storefronts

Storefronts are the first floor of the building facing the street and public access areas.

17.1 The storefront façade should be divided into narrow bays with entryways recessed into the façade line.

17.2 Storefronts should relate directly and clearly to the public street. Extensive use of glass is encouraged on the street level of buildings to provide an open and inviting atmosphere. A minimum of 60% of the storefront façade facing the public street must be window and door glass. Clear, transparent glass should be used for display windows. Reflective, opaque, smoked, and non-translucent building materials are discouraged at street level and should be reserved for accent elements such as borders. Operable recessed windows on all building levels are encouraged.

17.3 Storefront window sills (or the top of bulkheads), should be located a maximum of 30 inches above the level of the sidewalk. Storefront window tops should be located at a minimum height of eight feet above the sidewalk level.

17.4 Provide ways of increasing the use of both the street-side pedestrian area and the business establishment to open up the business to the sidewalk during warm weather months. Methods might include French windows, continuous openable doors, or garage door rolling windows.

17.5 Storefronts should be designed to be visually contained within the frame/façade of the building (i.e. not extended outward). It should be visually expressed with piers, architecturally detailed, and subdivided into smaller bays in keeping with typical bay widths along Main Street.

17.6 The secondary façades/storefronts to the rear of the buildings or along side streets should be treated as a second “front”, with windows and quality materials.



Figure 17.1 • Multiple Storefront Facade - storefront facade shall be divided into narrow bays with entryways recessed into the facade line



Figure 17.2 • Storefront Detail - storefront should relate directly and clearly to the public street with a minimum of 60% of the storefront consisting of transparent window and door glass



Figure 17.4 • Opening Building Facade - street level doors create the potential to open a store to the streetfront



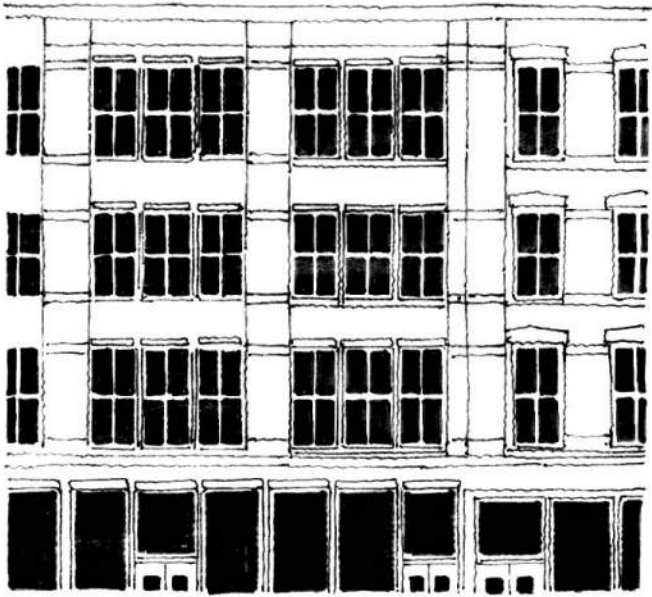


Figure 18.1 • Upper Story Window Detail - appropriately spaced and sized windows should be placed on all stories facing Main Street

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## B.18 Upper Stories

The upper stories of a building consist of the exterior of the building above the first floor.

18.1 Place windows on all stories facing Main Street. They should be spaced and sized appropriately to the character of Main Street. A minimum of 30 percent of the upper stories of new construction should be windows.

18.2 Vertical proportions in the design, spacing, and dimensions of upper story windows should be accentuated. A distinction should be maintained between street level storefront windows and upper story windows.

18.3 Upper stories should have a consistent and compatible fenestration pattern.

18.4 The use of balconies and other active and attractive amenities are encouraged on the upper floors of buildings.

18.5 The quality of materials used on the first floor should not diminish on upper stories. The entire building should be composed of high quality materials.



## B.19 Mechanical Screening

19.1 Screen rooftop-mounted utilities/mechanical units to block their view from ground level and street corridors. Rooftop exhaust pipes should be painted-out. Materials and design for rooftop screening should compliment the materials and architecture of the building and provide 100% opacity at the time of installation.

19.2 Screen ground-mounted utilities/mechanical units to block their view from ground level and street corridors. Materials and design for ground-mounted screening should be a masonry wall one foot taller than the utility/mechanical unit it screens and it should be compatible with the building materials and architectural design, providing 100% opacity at the time of installation.



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## **B.20 Secondary Structures (i.e. garages)**

**20.1** Materials of any secondary structure should be consistent and compatible with those used on the exterior of the main structure.

**20.2** Secondary structures should be located behind the front façade of the principal structure, at a minimum.

**20.3** Secondary structures should not exceed the height of the main structure, nor should their massing be greater than that of the primary structure.



## **B.21 Building Lighting**

**21.1** Storefront facades, recessed doorways, rear entrances, outdoor spaces, parking areas, and passageways between parking areas and the storefront entrances should be lighted.

**21.2** Up or down flood lighting may be used to light building facades. These lights should be concealed and shielded (cut-off type fixtures) to prevent light trespass on adjoining properties.

**21.3** Lights should be oriented to highlight the main sign, window displays, and architectural features of the building.

**21.4** Strong incandescent light fixtures should be used to light window displays. The light fixtures should be located and angled to ensure that they spotlight the merchandise and do not point toward the window shopper or cause distracting reflections on the storefront windows.

**21.5** Use of micro fluorescent or neon tubes to highlight signs, displays, rooflines, and architectural details may be acceptable in certain situations.



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## B.22 Renovation

**22.1** Inappropriate architectural features added after the original construction period (those not complimentary to the original architectural style) should be removed. These additions include false mansard roofs, false dormers, boxed-over parapets and cornices, boxed entrances, and covered windows.

**22.2** Historic and contributing buildings should be restored to as much of their original condition as possible.

**22.3** The original building facing materials should be restored. Inappropriate materials should be removed. These materials include imitation brick and stone, cedar shingles, metal and vinyl siding, and other covering materials.



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## C. Signs

Effective signs can and should be creative expressions that add vitality, visual interest, and character to the Main Street commercial district. Signs are among the most significant character-defining elements of a retail establishment. Store signs should not be garish intrusions on the architecture. In general, signs can range widely in shape, color, appearance, and character, but their size, general location, and materials should follow these guidelines.

### C.23 General

**23.1** The scale and proportions of a sign should fit with the scale of the individual building on which it resides. In addition, the scale of signs on Main Street should cater to the pedestrian.

**23.2** Signage packages should strive to create harmony and avoid ostentation, competition, and obstruction with other businesses. Signs shall not cover windows, roof shapes, or dominate trim.

**23.3** The copy of the sign should be restricted to the name, address, function, and logo of the establishment. Phone numbers, web sites, rates, and advertising of commodities or ancillary services should not be posted.

**23.4** It is expected that each storefront will have a combination of two of the following as their primary and secondary sign: a wall sign, an awning sign, a projecting sign, or a window sign. The standard primary sign should be a wall sign above the storefront and the standard secondary sign should be a projecting sign for easy view of pedestrians along the sidewalk.

**23.5** Only one primary sign is permitted. The maximum number of business name signs should be two per business on the front or side (or combination) of the building and one sign in the rear.

**23.6** Total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, up to a maximum of 70 square feet, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of



*Figure 23.1 • Signage Scale Diagram - the scale and proportions of signage should fit with the building and cater to the pedestrian*



Figure 24.3 • Ground Mounted Signs - These signs should be placed perpendicular to the street and should be no more than four feet in height

a building is occupied by more than one tenant, each shall be entitled to a pro-rata share footage based on the frontage (storefront) used by that tenant, with each tenant being entitled to a minimum of 15 square feet regardless of each tenant's front footage. Multiple tenants in space front to back of a building are encouraged to share space on signs at the front and rear of the building.

23.7 Rooftop-mounted signs and graphics, billboards, off-premise signs, inflatable signs, flashing signs, and temporary signs (except as otherwise provided herein) are not permitted.



#### C.24 Free-Standing Signs

Freestanding signs include pole signs ("lollipop" signs) and ground-mounted signs (monument signs).

24.1 No new freestanding pole signs should be permitted. Those that exist will become nonconforming signs. Existing pole signs can be replaced with ground-mounted signs.

24.2 Ground-mounted monument signs should be placed five feet behind the right-of-way line (typical ROW extends fifteen feet from curb). Freestanding signs may not obstruct pedestrian or vehicle visibility (creating unsafe conditions).

24.3 Ground-mounted signs should be mounted perpendicular to the street. Monument signs may be no more than four feet in height from ground level (level can not be artificially raised). The maximum permitted size of the sign face should be 15 square feet, with nor more than six feet in any dimension.

24.4 A single monument sign may incorporate the addresses and business names for multiple tenants of a building or complex. All tenant signs should be of a uniform size, color, and style when combined in a single sign format.

24.5 The base of the sign should be screened on all four sides by landscaping.

## C.25 Wall Signs

Wall signs include all signs mounted parallel to the building face. These do not include projecting signs or awning signs. For the purpose of these Guidelines, window signs are considered separately.

25.1 Wall signs should be the primary business sign.

25.2 Only one wall sign should be permitted per storefront on Main Street. A second wall sign should be permitted at the rear of the building if an entrance exists there (*see Rear Wall Signs*). Multiple tenants in space located front to back of a building ( ) are encouraged to share space on one wall sign at the front (and rear) of the building. Front to back tenants are those where one tenant has a storefront and the other(s) does not because their space is internal to the building.

25.3 The maximum permitted sign face of the wall sign depends on the frontage formula and number of signs on the business. See Section C1.6 - General Signs. [Total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, up to a maximum of 70 square feet, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of a building is occupied by more than one tenant, each should be entitled to a pro-rata share footage based on the frontage used by that tenant, with each tenant being entitled to a minimum of 15 square feet regardless of each tenant's front footage.]

25.4 Walls signs should be flush mounted to the façade and located in the sign band above the transom, if one exists, or between the transom (or storefront windows) and second floor window sill (or between the transom and eaves on a single story building).

25.5 The wall sign should be incorporated into the architecture of the building and located to indicate building entries without dominating the façade.

25.6 Lettering should be between 18 inches and 26 inches in height and occupy no more than 65 percent of the board.

25.7 Internally illuminated sign boxes should not be permitted.



Figure 25.2 • Wall Signs - only one wall sign should be permitted per storefront on Main Street



Figure 25.6 • Wall Sign Lettering - lettering should be between 18 inches and 26 inches in height and occupy no more than 65% of the sign



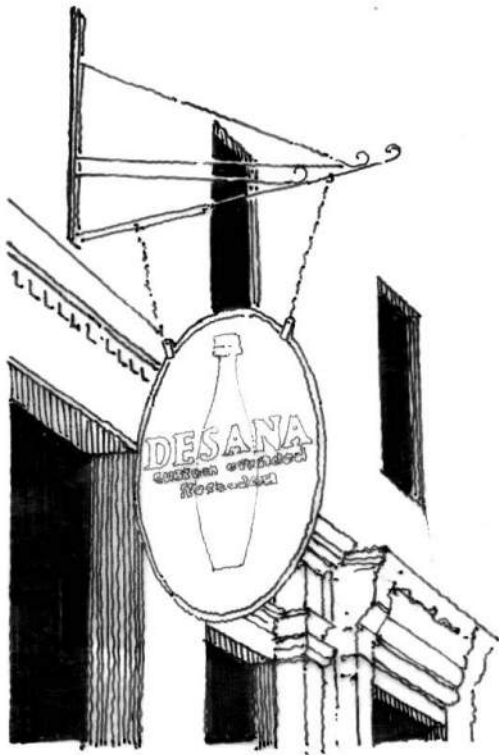


Figure 26.4 • Projecting Signs - projecting signs should be incorporated into the architecture of the building and located to indicate building entries

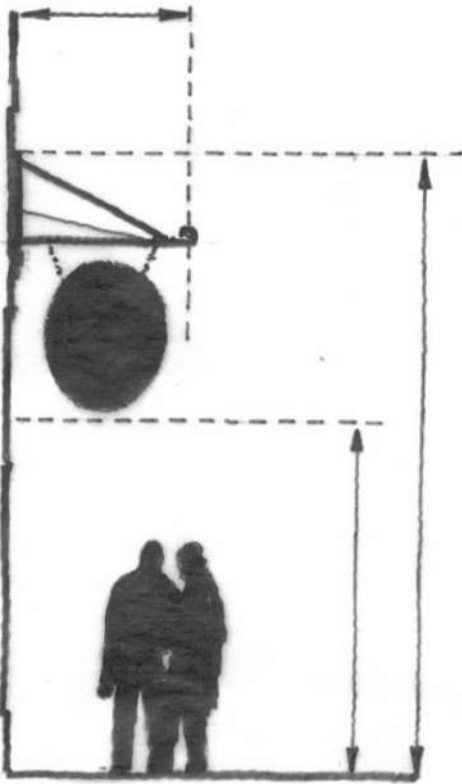


Figure 26.6 • Projecting Sign Location - projecting signs should not exceed a mounted height of 14 feet above sidewalk level and should maintain at least 8 feet of clearance

25.8 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.

25.9 Coordinate colors in continuous sign bands or among continuous signs. Vary the color of individual signs within a coordinated range.



### C.26 Projecting Signs

Projecting signs include all signs mounted perpendicular to the building face.

26.1 Projecting signs should be the secondary business sign.

26.2 Only one projecting sign should be permitted per storefront on Main Street.

26.3 The maximum permitted sign face of the projecting sign depends on the frontage formula and number of signs on the business. See Section C1.6 - General Signs. [Total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, up to a maximum of 70 square feet, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of a building is occupied by more than one tenant, each should be entitled to a pro-rata share footage based on the frontage used by that tenant, with each tenant being entitled to a minimum of 15 square feet regardless of each tenant's front footage.]

26.4 The projecting sign should be incorporated into the architecture of the building and located to indicate building entries without dominating the façade.

26.5 The maximum permitted sign face of a projecting sign should be 10 square feet.

26.6 Projecting signs should not exceed a mounted height of 14 feet above the ground/sidewalk level. At least eight (8) feet of clearance should be maintained between the bottom of the sign and the sidewalk.

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26.7 The maximum permitted projection should be four (4) feet from the face of the building.

26.8 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.



### C.27 Awning Signs

27.1 Maximum sign size is six square feet or 25% of surface area of the canopy, whichever is less.

27.2 Maximum of one awning sign per tenant.

27.3 Fabric is the preferred awning material.

27.4 Awnings should be designed to fit the opening that it is intended to cover.

27.5 Fixed or operable awnings are acceptable.

27.6 The style, size, and shape of awnings should compliment the building's architecture .

27.7 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.



### C.28 Window Signs

28.1 Transom window signs are encouraged above entry doors. Painted or vinyl lettering on the glass is typical.

28.2 Window signs should be permitted only on first floor windows.

28.3 Window signs should not exceed 25 percent of the window area and in no case should the total of all window signs exceed 8 square feet.



Figure 27.6 • Awning Signs - awning signs should compliment the building's architecture in style, size, and shape

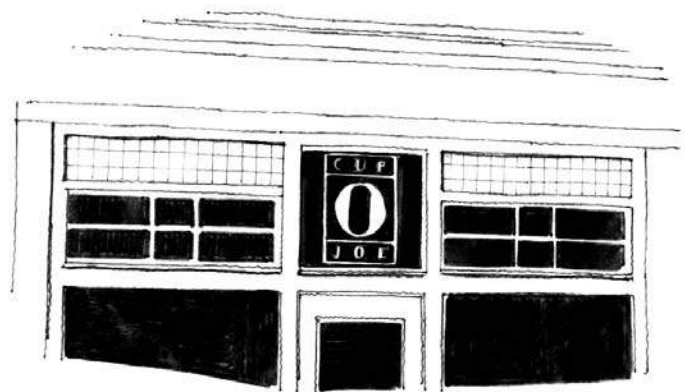


Figure 28.1 • Window Signs - transom window signs are encouraged above entry doors



Figure 29.1 • Rear Wall Signs - rear wall signs should be located above the door or window and should be no longer than 25% of the allowable size of the main sign on the front facade

28.4 Neon window signs that advertise products sold by a business are discouraged.

28.5 One window sign per tenant.

28.6 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.



### C.29 Rear Wall Signs

29.1 For second (rear) entrances, locate signs above the door or window. These signs should be no larger than 25 percent of the allowable size of the main sign on the front façade. Vivid colors and striking signage can highlight the rear store entrance from parking lots. Service entrances should be clearly marked, but not emphasized.

29.2



### C.30 Sidewalk Signs

30.1 Must not obstruct pedestrian movements along public walkways or view triangles.

30.2 Not permitted in eight-foot clear zone area of sidewalk. Should be located so that it is not farther than five feet from the building façade.

30.3 Maximum size will be four feet in height and two feet in width.

30.4 Maximum number is one per business.

30.5 Sign composition must be of permanent weatherproof material such as painted wood or metal.

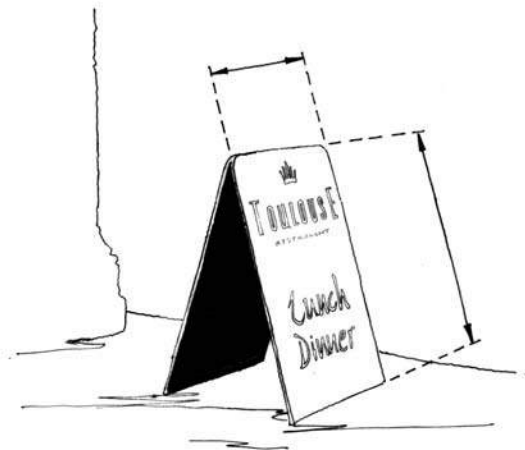


Figure 30.3 • Sidewalk Signage - the maximum size is 2 feet in width by four feet in height

30.6 May only be displayed during business hours and must be taken inside overnight every night.

30.7 Requires individual approval by Commission.



### C.31 Banners

Banners and cloth signs shall be used primarily for special, festive occasions. If such signs are used on a permanent basis, a condition of their initial approval is agreement to replace them when they show wear. A banner shall be considered a permanent sign if it displays content or identification of any kind which relates to the business or service establishment of the building to which the banner is attached.



### C.32 Incidental Signs

#### Identification

32.1 Only name and address permitted.

32.2 Maximum size is 4 square feet.

#### Building Marker

32.3 Maximum size is 4 square feet. Prefer etched or cut into masonry bronze or similar material.

32.4 Building address or construction date as part of the building material.

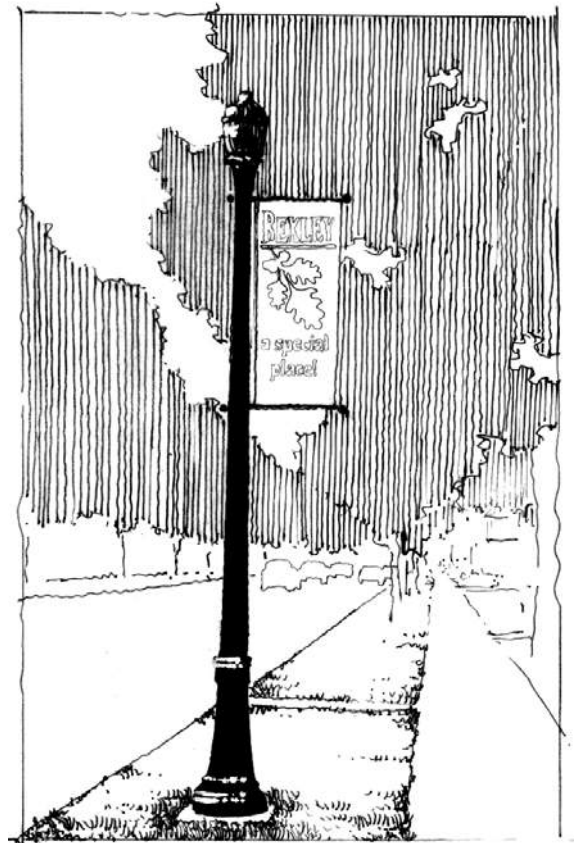
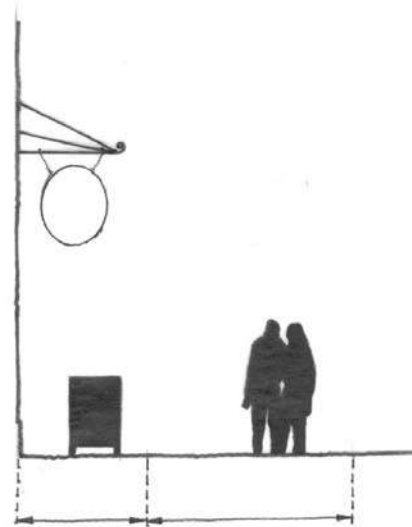


Figure 31 • Banners - banners are used primarily for festive or special occasions, but are considered permanent under certain conditions

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### C.33 Traffic Signs

33.1 Traffic signs permitted per existing Bexley Code.

### C.34 Civic Signs

34.1 Civic signs permitted per existing Bexley Code.

### C.35 Temporary Signs

#### Real Estate Signs, Grand Opening & Sale Signs

35.1 Real estate for sale signs are limited to one sign per building, limited to maximum square feet per Code. Grand opening and sale signs are also limited to one per building, no greater than Code permitted maximum.

35.2 Real estate signs may be displayed for a maximum of 90 days, or until the property is sold, if sooner. After 90 days, a new permit must be requested and approved.

35.3 Grand opening and sale signs may only be displayed for the length of the sale or two weeks



### C.36 Sign Materials and Colors

36.1 Sign materials should coordinate and compliment those of the building.

36.2 Materials to be avoided include sheet metal, plastic panels, and vinyl wherever possible.

36.3 Colors should coordinate with each other and the building to which the sign is attached and should contribute to legibility and design quality.

36.4 The maximum number of colors should be limited to three (3).

**36.5 Signs should rely on format of light text/graphics on a dark background.**



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### C.37 Sign Lighting

37.1 Signs may be lighted from exterior sources, provided the light source is cut-off so as to only illuminate the sign face. Ground-mounted light sources must be screened from public view, preferably with landscaping. Wall-mounted light sources should be architecturally appropriate for the building.

37.2 Signs should not be backlit unless it is from lights located within individual channel-type letters.

37.3 Interior lighted signs are not encouraged except for the those that with individually illuminated letters and graphic(s). The entire sign and background should not be internally illuminated.



### C.38 Sign Maintenance

38.1 Owners or designees shall maintain all signs located upon said property in good and sufficient condition.

38.2 Any sign that is damaged by the elements, vehicles, fire, or any other cause must be repaired to the exact same sign as promptly as the extent of the damage will permit.

38.3 Buildings that are vacant for any reason must remove any associated signage within 30 days.

38.4 All plantings associated with any signage are to be maintained in healthy growing condition.



### C.39 Exemption Criteria

Under certain conditions, existing signs can be exempted from portions of the Sign Design Guidelines. Considerations for these exceptions include:

- Significantly historic sign that is important to the history of the community.
- A sign that contributes significantly to the positive character of the Main Street District (“sign of merit”).
- National or state historic sign.

These signs should be repaired and preserved subject to approval by the Commission.



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## D. Parking

Minimum parking requirements are being completely re-evaluated under the Design Guidelines and will be made more in keeping with the Main Street District. The new system will include credits for shared parking arrangements (and on-street parking) and allows a fee-in-lieu of system for a percentage of required parking that cannot be provided on a site.

### D.40 Maximum Number of Parking Spaces

The maximum number of off-street parking spaces should be one stall per 200 square feet of gross building space (5 per 1000), except for institutional uses.



### D.41 Minimum Number of Parking Spaces

The following table illustrates the minimum number of off-street parking spaces per 1,000 square feet of commercial space or per housing unit.



Table 5: Recommended Parking Requirements by Use

Land Use	Required Spaces (per 1,000 square feet)	Preserved Building * (per 1,000 square feet)
Destination Retail (10,000 sf ±)	4	2.5
Entertainment & Restaurants	4	3.5
Food Market	4	3.5
Other Retail	3	1.5
Office	2.5	1.5
Housing	2 per unit	1 per unit
Upper Floors (housing/office)	2 per unit / 2 per 1,000 sq. ft.	1.5 per unit / 1.5 per 1,000 sq. ft.

\* Parking requirements are further reduced when an owner preserves an existing contributing building while redeveloping the property into a new use(s).

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## D.42 Parking Space Credit

**42.1** Every on-street parking space along the frontage of the property shall count as half a space toward the minimum required parking. This total will be rounded down to the nearest whole number.

**42.2** The provision of rear alley access will reduce the minimum required parking by two spaces.

**42.3** For parcels without rear alley access, the minimum required parking will be reduced by two spaces for each rear cross-access agreement, up to a maximum of four spaces (one cross-access easement to each side adjoining property).

**42.4** Parking - Rear or side parking lots that are shared between uses can be credited toward each use by the following process. Each parking space on a private lot that is part of a recorded shared parking agreement counts as 1.25 spaces for that lot and an additional 0.25 spaces for the lot with which the agreement is in effect.



## D.43 Fee-in-lieu of Required Spaces

If any of the minimum required parking spaces cannot be located on-site, even after the parking credit factors listed above, a one-time payment is required to the City for each required parking space not provided. Similarly, if the maximum required parking limit is exceeded, a one-time payment is required to the City for each parking space in excess of the limit (making these spaces public eliminates the maximum restriction fee, and structured parking is exempt). This fee shall be established by the City and shall be equivalent to the typical cost of constructing one parking space on an undeveloped site within the Main Street District. The city must use these funds on one or more of the following: efforts to provide new public parking spaces for Main Street (includes studies, design costs, land acquisition, construction), maintenance of existing public lots and/or on-street spaces (including the installation of parking meters), and/or employment of a parking meter attendant.









— — Recommendations/Implementation — —

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## RECOMMENDATIONS & IMPLEMENTATION

### 1) Modify the Zoning Ordinance

a) Adopt the Main Street Design Guidelines as guiding principals for the Main Street District and the Main Street Redevelopment Commission. Adopt language into the Code recommending that the Design Guidelines be followed.

b) Identify and convert certain guideline recommendations into codified standards adopted as part of the Bexley Zoning Code. Examples of such guidelines include maximum sign sizes, maximum building heights, etc.

c) Modify the zoning districts found on Main Street to allow site development as suggested by the Design Guidelines. For instance, modify inappropriate setback requirements to encourage infill development and the creation of improved pedestrian zones. Modifications should also be made to encourage the desired uses. For instance, promote the mix of uses within buildings, particularly by floors. Active commercial and retail uses should be encouraged on the first floor, with office and/or residential uses on the upper floors. These modifications could be achieved by creating a new Main Street zoning district and changing the zoning along Main Street to this classification; or a zoning overlay district could be created that incorporates these changed standards.

### 2) Improve on-street parking along Main Street

a) Delineate actual on-street parking spaces along Main Street with painted markings (stop bars) to encourage their use.

b) Evaluate the use of metering parking spaces on Main Street to encourage their regular turnover and utilization.

c) Pursue consolidation of COTA bus stops along Main Street to enable some areas to be converted to additional on-street parking spaces.

d) Consider on-street parking needs when locating utilities and other above-ground streetscape components so as to minimize their interference with open car doors and the like.

### 3) Provide for a two-way alley system

-Perform an alley assessment study (by the City of Bexley) to determine the feasibility of two-way traffic flow.

-Two-way traffic will require removal of traffic control signage and may require construction of “pull-offs”.

-Two-way traffic flow is critical to the full implementation of the Design Guidelines due to the location of parking toward the rear of sites.

### 4) Create public parking

-Implement a policy to collect a fee-in-lieu of parking to supplement city expenditures related to the creation of public parking.

-Determine the best location and size for future public parking.

### 5) Create administrative review for portions of the guidelines

-Portions of the design guidelines that do not have an impact on the site plan or the building architecture might be considered for administrative review.

-Signage, in particular, is applicable to administrative review.

### 6) Economic development and compliance incentives

-Implement and support incentives for private developers to meet the adopted Design Guidelines.

-Investigate incentives for residential on upper stories along Main Street.

### 7) Bexley streetscape plan

-City should take the lead in designing the streetscape improvements in the existing right-of-way.

-Take advantage of opportunities to enhance specific sites.

-Streetscape design based on Design Guidelines standards would be available for use by those redeveloping along Main Street.

-A streetscape plan would allow preparation of an interim landscape treatment for the “forecourt” areas of buildings that currently have a larger setback than recommended in the Design Guidelines.



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**8) Amortizing non-conforming signs**

-Signage along the corridor can be brought into conformance with the guidelines over a prescribed period of time.

**9) Length of Main Street commercial corridor**

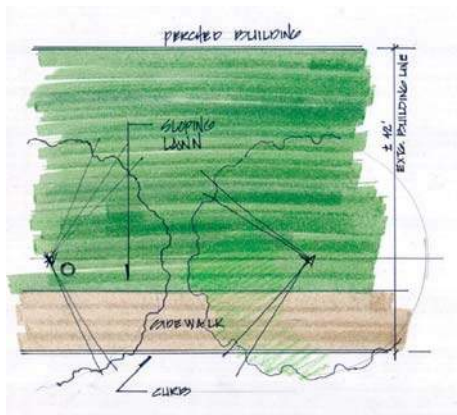
-A major consideration is the length of the commercial corridor and the potential mix of uses. Encourage dense residential development between commercial nodes.  
-Land use marketing analysis/plan could be pursued for Main Street area.





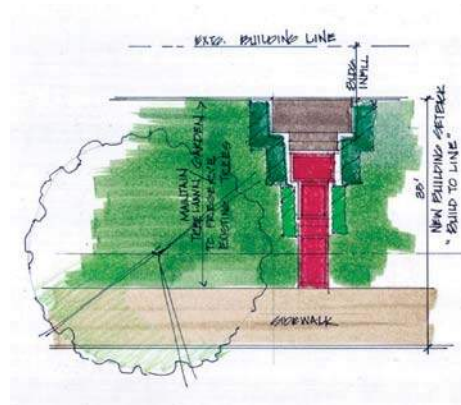
Appendix - Pedestrian Zone

### Existing Condition



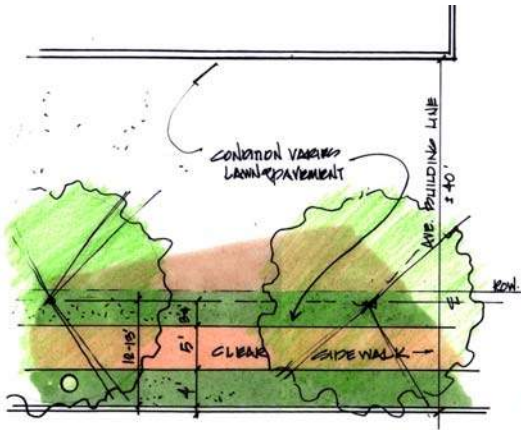
Existing Condition 'A'

### Improved Condition



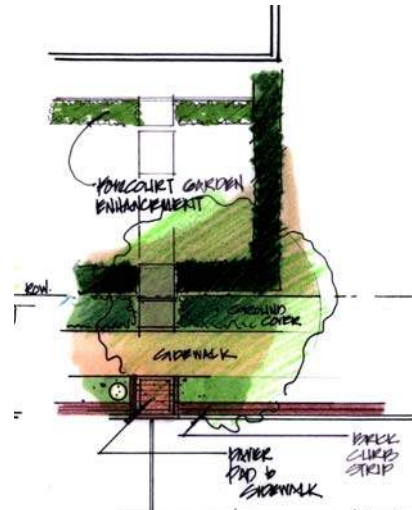
Improved Condition 'A'

### Existing Condition

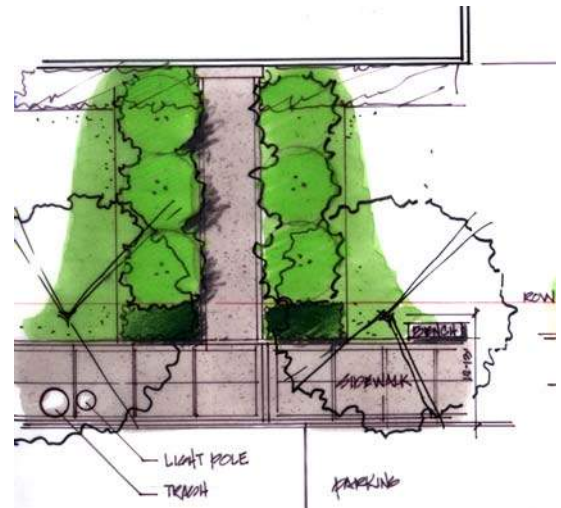


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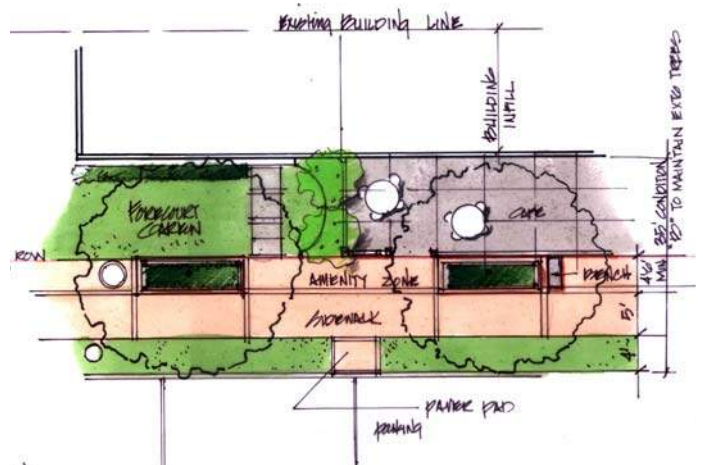
### Improved Condition



Improved Condition 'B'



Improved Condition 'B'

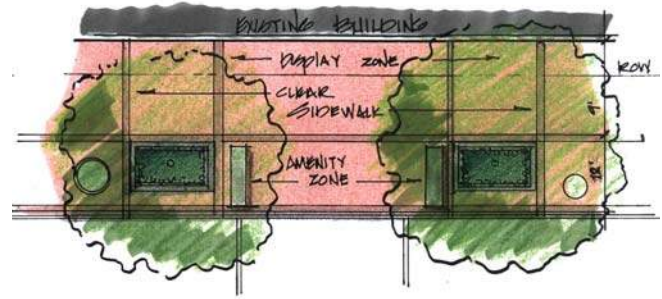
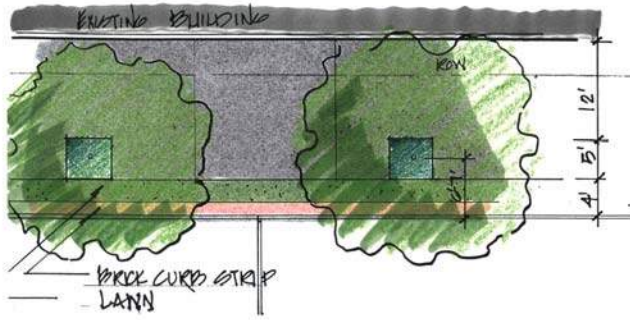


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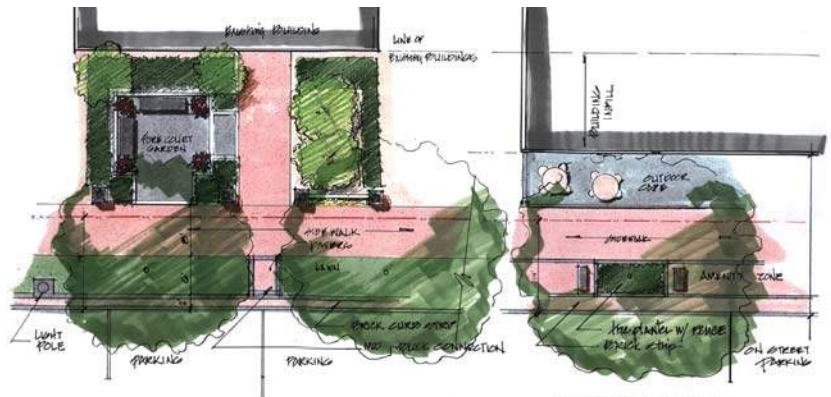
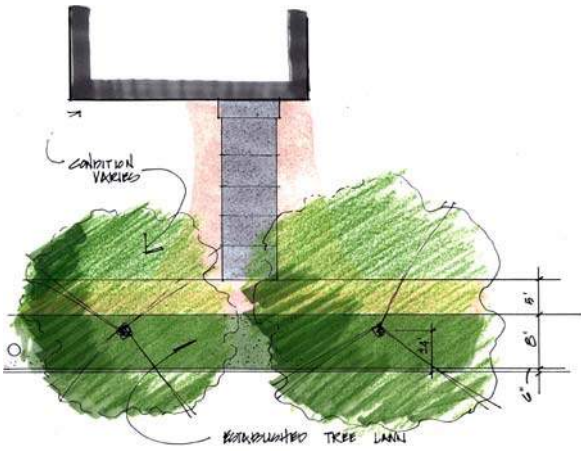
## Existing Condition

## Improved Condition



Existing Condition 'C'

Improved Condition 'C'



Existing Condition 'F'

Improved Condition 'F'



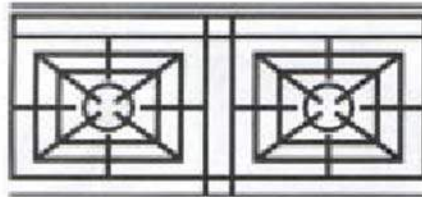
Appendix - Streetscape Elements

Fences



Source: MSi reference photo

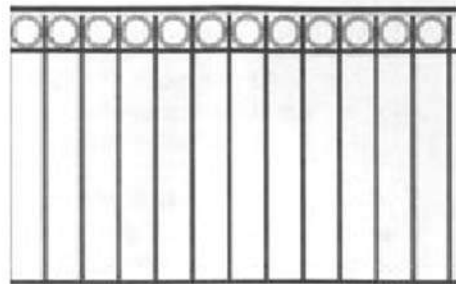
Fences



Source: MSi reference sketch



Source: MSi reference photo



Source: MSi reference sketch



Source: MSi reference photo

Benches



Source: Landscape Forms /Scarborough

Benches



Source: Urban Accessories / Plainwell



Source: Titan / Bowery Bench

Bike Racks



Source: Dero / Bike Hitch



Source: Victor Stanley / RB-28



Source: MSi reference photo

Waste Receptacles



Source: Titan / M

Other Items

Bus Shelter



Source: MSi reference photo



Source: Urban Accessories / OT

Kiosk



Source: MSi reference photo

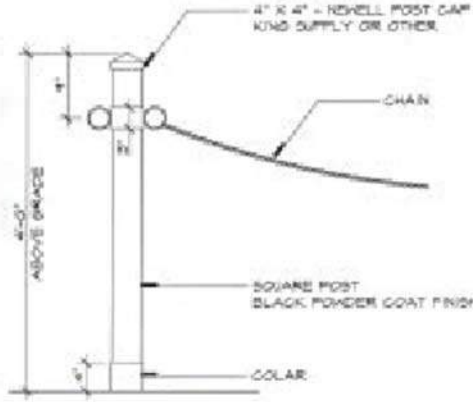
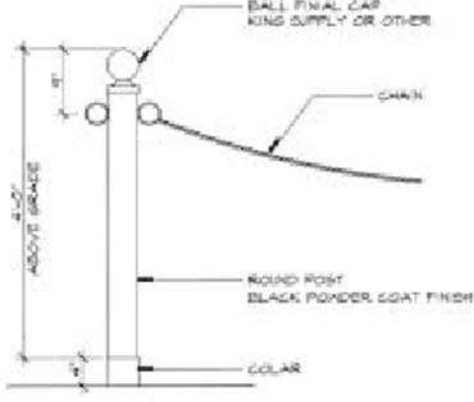
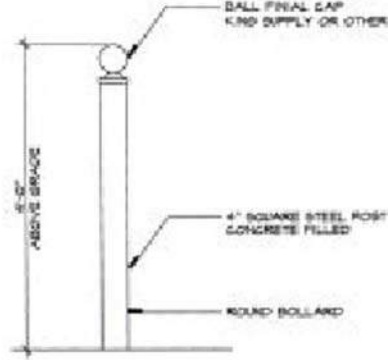
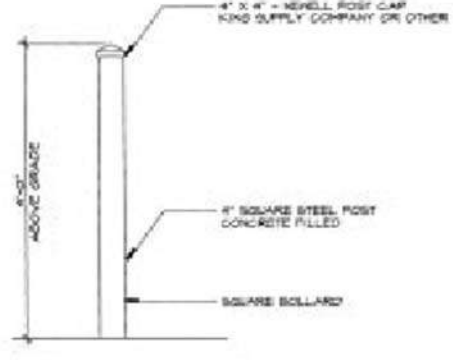
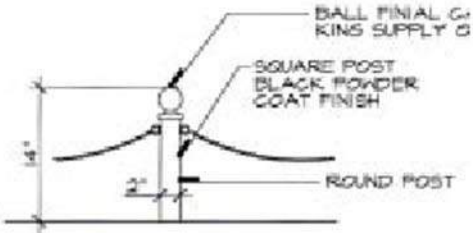
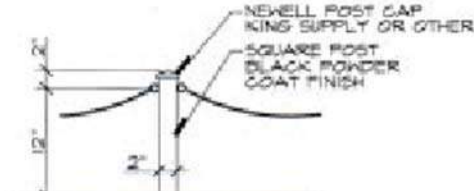


Source: Landscape Forms /Scarborough

Pay Phone



Source: MSi reference photo

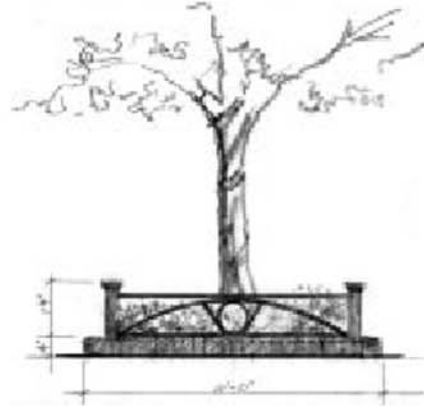
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 <p>BALL FINIAL CAP KING SUPPLY OR OTHER</p> <p>4" x 4" ABOVE GRADE</p> <p>4" SQUARE STEEL POST CONCRETE FILLED</p> <p>ROUND BOLLARD</p>	 <p>4" x 4" - NEWELL POST CAP KING SUPPLY COMPANY OR OTHER</p> <p>4" x 4" ABOVE GRADE</p> <p>4" SQUARE STEEL POST CONCRETE FILLED</p> <p>SQUARE BOLLARD</p>
 <p>BALL FINIAL CAP KING SUPPLY OR OTHER</p> <p>SQUARE POST BLACK POWDER COAT FINISH</p> <p>ROUND POST</p> <p>14" ABOVE GRADE</p> <p>2"</p> <p>ROUND LANDSCAPE POST AND CHAIN</p>	 <p>NEWELL POST CAP KING SUPPLY OR OTHER</p> <p>SQUARE POST BLACK POWDER COAT FINISH</p> <p>12" ABOVE GRADE</p> <p>2"</p> <p>SQUARE LANDSCAPE POST AND CHAIN</p>

Planter Guards

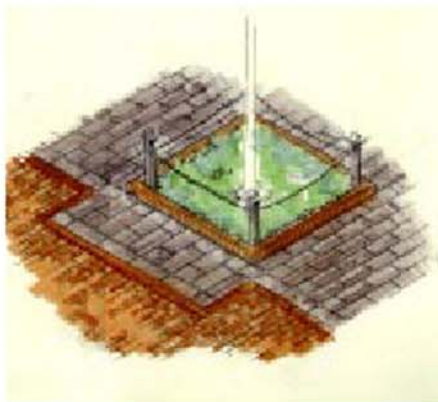


Source: MSi reference photo

Planter Guards



Source: MSi reference sketch



Source: MSi reference sketch

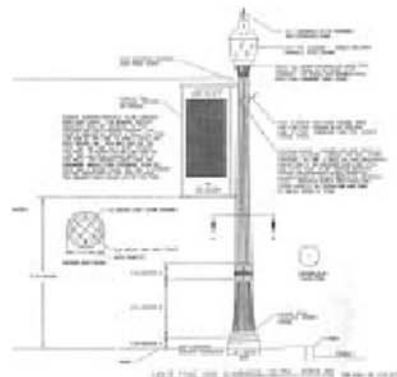
Existing Street Light and Mast Arm Standards








Source: Preexisting Standard



Source: MSi reference sketch



Source: Preexisting Standard

Tree Grates	Tree Guards
 <p data-bbox="459 816 719 842">Source: Urban Accessories</p>	 <p data-bbox="979 827 1289 852">Source: Urban Accessories / AD</p>
 <p data-bbox="467 1304 727 1329">Source: Urban Accessories</p>	 <p data-bbox="961 1306 1287 1331">Source: Urban Accessories / OSV</p>
 <p data-bbox="386 1770 704 1795">Source: Urban Accessories / OT</p>	

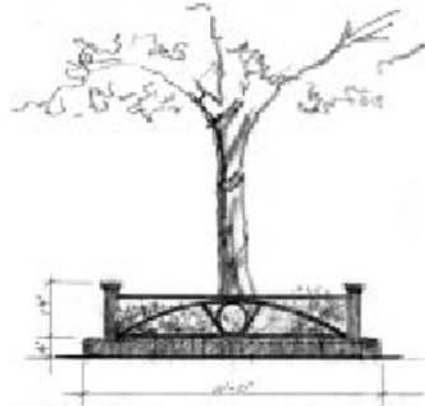


Planter Guards

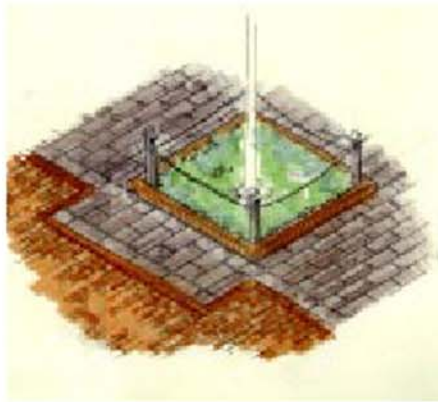


Source: MSi reference photo

Planter Guards



Source: MSi reference sketch



Source: MSi reference sketch

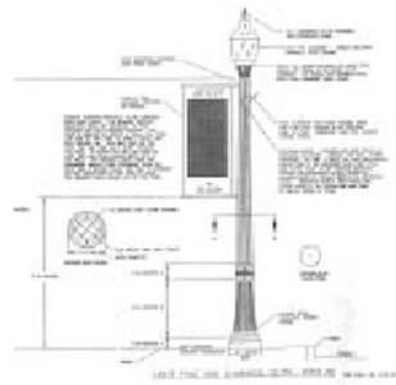
Existing Street Light and Mast Arm Standards



Source: Preexisting Standard



Source: MSi reference sketch



Source: Preexisting Standard

Sidewalk Pavers



Source: Pinehall / Old South Brick

Sidewalk Pavers



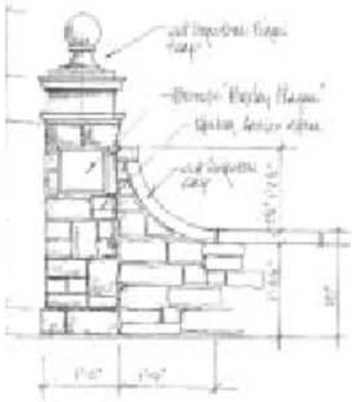
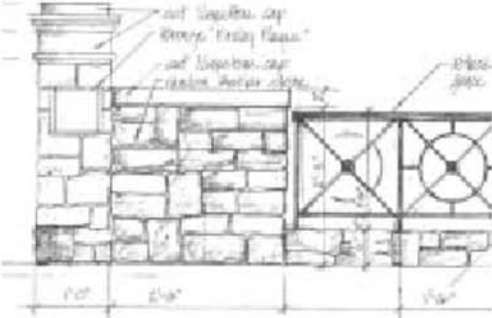


Source: MSI Reference Photo



Source: Pinehall



Source: Hanover / Tumbled Brick

Walls	Walls
 <p>Source: Bexley Landscape Master Plan</p>	 <p>Source: Bexley Landscape Master Plan</p>
 <p>Source: MSi reference photo</p>	
 <p>Source: MSi reference photo</p>	



