

RESOLUTION NO. 9 -04

By: Richard F. Weber

A Resolution approving updates to the Main Street Design Guidelines for future planning and development of the Main Street Redevelopment District as prepared by the Development Office and submitted by the Main Street Redevelopment Commission of the City of Bexley, Ohio.

WHEREAS, Ordinance 65-02 passed September 24, 2002 approved Main Street Design Guidelines to supplement development standards already in effect under current zoning and environmental review laws and to facilitate quality redevelopment of the Main Street corridor; and

WHEREAS, pursuant to and in accordance with the requirements of Section 1224.03(e) of the Planning and Zoning Code, the Main Street Redevelopment Commission (MSRC) of the City of Bexley has studied, reviewed and evaluated the city's Main Street Design Guidelines as to continuing, modifying or terminating said guidelines based upon the performance of the program; and

WHEREAS, the MSRC at its meeting on December 1, 2004, recommended approval to update the city's Main Street Design Guidelines with the recommendation this Resolution be submitted by the Development Office to the Council for approval; and

WHEREAS, said updates to the Main Street Design Guidelines (herein attached as Exhibit "A") are vital to the future growth, development and redevelopment of the City; and

WHEREAS, City Council has heard and reviewed the updates to the Main Street Design Guidelines as presented and reviewed in its open meetings; NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF BEXLEY, OHIO:

Section 1. This Council hereby finds and determines that updates to the Main Street Design Guidelines as described in Exhibit "A" attached hereto and incorporated herein by reference be and are hereby adopted to further assist and encourage compatible, high quality private development, restoration, rehabilitation and redevelopment within or adjacent to the Main Street District.

Section 2. This Resolution shall go into full force and effect at the earliest date allowed by law.

Passed: 1.25, 2004

John B. Paly
President of Council

Attest: [Signature]
Clerk of Council

Approved: 1/25, 2004⁵

[Signature]
David H. Madison, Mayor

12.21.04 First Reading
01.11.05 Second Reading
01.25.05 Third Reading. Passed

City of Bexley Main Street Design Guidelines Updates

Overall, the suggested updates are minor adjustments to clarify language or intent of the Design Guidelines based on their use. The comments are divided into general sections to correspond with the guidelines. Many of the suggestions are related to signage, of which the Commission receives many applications each year. This experience provided additional insight into the process. The second major area of changes resulted from the review of Bexley's first major redevelopment projects on Main Street. Now some review of the guidelines is worthwhile based on this initial experience.

I. Site Planning

Pedestrian Zone

- 1.1 The Guidelines recommend a pedestrian zone of 20 feet. Because Bexley's public right-of-way (ROW) averages about 15 feet in most areas, this means that a developer should setback the building at least five feet from the right-of-way. In both the One Dawson Place and Bexley Gateway projects, the plans placed the building at the ROW line – i.e. 15 feet from the street. In the case of the Gateway project, more land was added to the site and the buildings were moved back five feet for the full 20 feet. In the One Dawson Place example, the first floor is recessed, to create almost the full 20 feet. Currently the Design Guidelines allow the Commission to approve a 15-foot pedestrian zone if the plans warrant it (A-2.1), but this should only be in very special conditions – otherwise components of the pedestrian zone and streetscape are lost. This item pertains to 1.1, Figure 1.3-b, and 2.1. ***No change required.***
- 1.1 The character of the side streets. Staff saw the area from Main Street to the alley (rear) as part of the mixed use environment and deserving of the same size of pedestrian zone (i.e. 20 feet) as Main Street. It could then transition to residential in nature after the alley. The last sentence should read ***“Within the Main Street District, it is recommended that intersecting streets provide pedestrian zone width as well, from Main Street to the rear of the lot (or alley) or other appropriate transition point.”***

Setbacks

- 2.2 The term ***“face”*** is more appropriate than ***“façade”***.
- 2.3 It should read, ***“At corner lots, the buildings should be built to the edge of the sidewalk or private amenity zone, on both streets.”*** Instead of: “At corner lots, the buildings should be built to the edge of the sidewalk or private amenity zone, close to the street.” Additionally, the last sentence should read, ***“Anchoring corners with building mass in this way is critical to establishing the character and pattern of the block, and to encourage pedestrians to ‘turn the corner’.”***

- 2.4 Bring "***There is no required side yard setback***" to the beginning of the sections instead of the middle.
- 2.7 Add "**and**" to the sentence – "Do not locate off-street parking ***and/or*** paved circulation areas in front of new buildings"

Parking Lots and Interior Circulation

- 4.2 Clarify the minimum width of cross-access drives to allow two-way traffic flow.
- 4.7 Correct the "x" references throughout the document to refer to the appropriate section. For example, the "x" in this line.

Landscaping and Screening

- 5.1 Add new introduction to this section that outlines the expectation of creating "urban" rather than "suburban" spaces and what this generally means in terms of landscaping, i.e. ordered planting, liberal use of formal planting lines, masonry seat walls and columns, geometric spaces and hard corners, the integration of stone, brick, black metal, art and sculpture with landscaping, the use of decorative pots, vases, and planters on hardscape rather than planting beds, and minimal use of earth mounding, evergreens, tall grasses, and mulch.
- 5.2 Add this text to the end of the paragraph, "***The addition of landscaping around fences is encouraged to soften the hard edges in publicly visible locations.***"
- 5.3 We are seeing some applications with vinyl fence styles and designs that are more rural in nature. Add a description/detail of the preferred Bexley Main Street fence styles as a new bullet (and renumber). This would include a new figure to illustrate the point. "***Fences within the district should be urban in character with a finished top (level or finial) and finished on both sides (same level of detail – i.e. no "back"). Fence post caps are encouraged. Stockade (no finished top), dog-eared, and split rail-style fences are not acceptable. Acceptable fence materials are wood, brick, stone, and wrought iron.***"
- 5.4 Larger parking areas should also include internal landscape islands. The phrase "***or larger than 12 spaces***" added after "public street..."

Site Lighting

- 6.1 Add the word "***fixtures***" after "100% cut-off" to clarify.

II. Buildings

- 12.1 Building Height. One Dawson Place, an approved five-story structure, is located on the edge of the 4-story/5-story height boundary. A sentence will be added that indicates that, "***For exceptional development plans and building character, the***

Commission may approve taller structures if the design is sensitive to the surroundings.”

III. Signs

- C Add a bullet line at the end of each sign classification section that refers readers to C.36 Sign Material and Color, C.37 Sign Lighting, and C.38 Sign Maintenance.
- C Correct punctuation and plural agreement in text.

General

- 23.1 Add a new bullet line after this that states ***“Generally, the more unique and three-dimensional a sign is, the better, provided it uses high-quality, traditional materials.”***
- 23.3 The Guidelines need to establish a sign copy hierarchy. Add the following to this paragraph, ***“There is an established hierarchy of sign copy. Signs have primary text, and sometimes secondary text. Primary text is the business name. It must be the largest font on the sign. Secondary text must be smaller font than the primary text. Secondary text consists of the address, function, and/or logo. Service or product lists do not constitute ‘functions.’ A function is defined as a tag line or overall service description. No more than four items of short descriptive length may be listed as part of a tag line or service description – for example ‘Breakfast, Lunch, Dinner, and Dessert’ is acceptable.”***
- 23.6 After the first sentence, add the sentence, ***“This total sign square footage should be divided between multiple sign faces.”***
- 23.6 Insert a new bullet item related to retail center signs after this one that clarifies that ***“Retail and business centers with multiple signs of the same type for each tenant should have consistent signs from the same or similar design palette. For example, in the case of a building with four storefronts, each with its own wall sign, the signs should be of similar style and size. Sign colors may match each other or reference individual colors of that storefront.”***

Free-Standing Signs

- 24.5 Describe the appropriate monument sign base. ***“The exterior of a sign base should be brick or stone in appearance. The base material(s) used should match or be consistent with those on the building.”*** In addition the original sentence should read, ***“The base of the sign should be landscaped on all four sides.”***

Wall Signs

- 25.3 Add ***“and site”*** to the end of the first sentence. The reference to C1.6 should be C.23.6. Cut remainder of paragraph (i.e. everything in parenthesis).

Projecting Sign

- 26.3 Replace 26.3 with 26.5 (and renumber). This describes the maximum projecting sign face area. The maximum will be increased to *12 square feet*.

Awning Signs

- 27.1 *“The maximum number of awning signs per tenant may be increased to allow for logos and designs to be repeated and the awnings to appear consistent”*. A good example is COSi

Window Signs

- 28.1 Move the first sentence to the end of 28.2. *“Transom window signs are encouraged above entry doors.”*
- 28.5 The maximum of one window sign per tenant may be increased to allow for the repetition of attractive logos, etc. A good example is Athena Travel and Kristin Bowens Gallery. This bullet should read, *“One window sign is permitted per tenant. This may be increased to one window sign per window to allow for the repetition of artistic or decorative logos.”*
- 28.6 Add a new bullet before this one that states, *“Unlighted window signs smaller than two (2) square feet are permitted without review. These signs must still comply with the maximum sign area and coverage per 28.3 above.”*

Sidewalk Signs

- 30.1 Combine 30.1 and 30.2 and renumber.
- 30.5 Further refine and address the appropriate sign style and materials. Add the sentence, *“Sign boards composed predominantly of plastic, vinyl, and other like materials are not recommended. Internal illumination is not permitted.”* Add *“The preferred shape is a traditional ‘A-Frame’ style sign. Signs with changeable copy are not permitted, but signs with attachable or changeable graphic boards are acceptable.”*

Sign Materials and Colors

- 36.2 Appropriate sign materials must be outlined. Revise the sentence to read, *“Materials to be avoided include plywood, sheet metal, plastic panels, and vinyl wherever possible. This includes full face Lexan signs often used with internally illuminated signs (see 37.3).”*

Parking

- D.43 The Commission recommends the Bexley City Council investigate the “Fee-in-Lieu of” required parking spaces for constrained redevelopment sites. Refer to attached Decision and Record of Action dated April 5, 2004.

**CITY OF BEXLEY
MAIN STREET
REDEVELOPMENT COMMISSION**



Decision and Record of Action – April 5, 2004

The City of Bexley Main Street Redevelopment Commission took the following action at this meeting:

MOTION: To request City Council to investigate establishing a fee-in-lieu of parking system for the City to cover parking costs related to shortfalls in required off-street parking as recommended by the Main Street Design Guidelines.

VOTE: 6-0.

RESULT: This recommendation will be forwarded to City Council.

Staff Certification

Handwritten signature of Chris Hermann in cursive.

Chris Hermann, AICP
City Planner

Recorded in the Official Journal this 5*
day of April, 2004.

Handwritten signature of Kathleen Pearson in cursive.

Secretary

Cc: Applicant, Development Office, File Copy