

WEST FRANKLINTON - 315 GATEWAY DISTRICT DESIGN GUIDELINES

THE CITY OF
COLUMBUS

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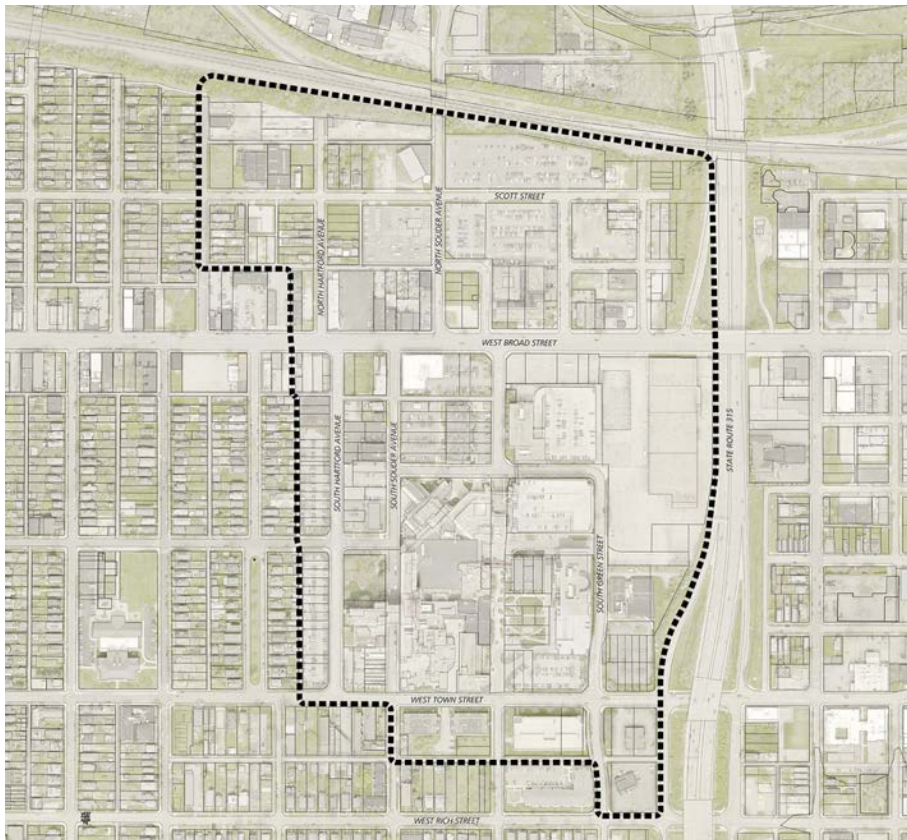


1.1 PURPOSE OF THE PLAN

The design guidelines for the 315 Gateway District will be used as a tool in the implementation of redevelopment in the study area. The guidelines establish parameters promoting urban mixed-use development that meets city and neighborhood expectations of high-quality urban form, access to multi-modal transportation options, affordability, internal and external connectivity, and proximity to parks and open space. The design guidelines are intended as a toolkit for city staff, the neighborhood commission, and developers and act as a supplement to Columbus Citywide Planning Policies.

1.2 STUDY AREA

The limits of the study area are generally bounded by the railroad tracks to the north, State Route 315 to the east, West Town Street to the south and a combination of Hartford Avenue and Jones Avenue to the west.



1.3 PROJECT INFLUENCES

This district is centrally located within the historic neighborhood of Franklinton. Convenient access to State Route 315 and the major east/west commercial corridor of Broad Street establishes this district as a “Gateway” location. Recent development activity has spread west from the Central Business District of Columbus into East Franklinton, and a large employer is relocating to a corporate campus just north of this district. Additionally, the transformation of the Mount Carmel West Campus is providing additional redevelopment opportunities in the neighborhood along with several other highly visible parcels along West Broad Street.

1.4 SUMMARY OF STAKEHOLDER INPUT

In order to best understand the issues and opportunities associated with a new set of streetscape standards, stakeholders were engaged in various ways to formulate this plan. A Steering Committee of City of Columbus Departments provided regular review and direction to the consultant team throughout the development of these standards. In addition, members of the Franklinton Area Commission and representatives of the private development community provided critical review and comment on the standards as they were being developed.



2.1 THE VISION

The design guidelines for the 315 Gateway District will help create a thriving and long-lasting neighborhood, serving as a tool to steer design, review and development of new construction in West Franklinton. These design guidelines will embrace the urban characteristics of the neighborhood, promote economic success, including opportunities for those across income levels, and encourage social interaction for all people. The design guidelines are intended to support the implementation of the 315 Gateway District identified in the West Franklinton Plan and to supplement the Columbus Citywide Planning Policies.

2.2 GOALS & OBJECTIVES

The following goals and objectives were developed in support of The Vision Statement. They are organized around the basic themes of:

1. Urban Character
2. Economic Development
3. Design
4. Implement Existing Plans

GOAL 1

The urban characteristics of the 315 Gateway District should guide the development approach including site design, massing, building design, materials and roadway network.

Objective 1.1: Identify the range of architectural detailing, materials, and massing of elements that will be used to create a sense of place and ensure multi-generational success. Building materials and street level facades should incorporate high quality design and building materials.

Objective 1.2: Establish the urban grid as the standard for new developments with connectivity between developments via public streets and bike/pedestrian connections.

Objective 1.3: Establish traditional development styles that emphasize a walkable approach, deemphasizing the visibility and interference of automobiles in the public realm. Promote access to current and evolving mobility options including transit, micro-mobility and coming AV/CV implementation.



GOAL 2

Economic development of the 315 Gateway District should be accomplished through the creation of long-lasting quality spaces that also provide opportunities at a variety of socioeconomic levels.

Objective 2.1: Promote a mix of uses throughout new development. Mixed-use and highest density residential development is encouraged within established commercial centers and along primary corridors with access to transit. Retail development should be strategically located within commercial nodes and mixed use areas.

Objective 2.2: Promote equity through a mix of housing options. Housing typologies should be diverse, catering to a wide socioeconomic range. This includes affordable housing in accordance with the larger City of Columbus strategy.

GOAL 3

New development in the 315 Gateway District will support a healthy and complete community.

Objective 3.1: Include public open space in site design, ranging from expanded streetscape elements to park and courtyard spaces.

Objective 3.2: Incorporate public art in key locations and in public spaces.

Objective 3.3: Provide connectivity through streets, sidewalks, bikeways and multi-use trail networks.

GOAL 4

Implement the 315 Gateway District concepts outlined in the West Franklinton Plan.

Objective 4.1: Provide a set of guidelines that are compatible with and augment the Columbus Citywide Planning Policies and the West Franklinton Plan.

Objective 4.2: Establish a user-friendly set of guidelines for ease of use by property owners and developers.

Objective 4.3: Establish a clear basis for review of development projects by city staff and the Area Commission.



3.1 DEVELOPMENT REVIEW PROCESS

The design guidelines for the West Franklinton Gateway District will be applied through the 3P Process (Public Private Partnerships) and the establishment of Economic Development Agreements for private development. The guidelines will facilitate high quality design in projects where public funding is used to support economic growth in the West Franklinton Gateway District.

3.1.1 REGULATORY FACTORS

The guidelines are intended to be used in partnership with the Streetscape Standards for the West Franklinton Gateway District. The guidelines include specific standards for design, but are intended to allow for flexibility in application. The guidelines do not replace the zoning code and its legislatively adopted standards.

Columbus Citywide Planning Policies (C2P2) Guiding Principles and Design Guidelines also apply to the area and will be used to review and guide development in the area through the zoning and variance process. Columbus Citywide Planning Policies are adopted city policy.



4.1 DEVELOPMENT INFLUENCES

Development momentum is growing throughout Franklinton, and the study area is poised for opportunity. With the repositioning of the Mount Carmel hospital campus and the demolition of the adjacent Graham Ford site, significant redevelopment acreage is available. Coupled with the underutilized areas north of Broad Street and the spike in construction immediately to the east, it is clear that the 315 Gateway District will see activity soon.

REDEVELOPMENT POTENTIAL

- Redevelopment plans are underway for the hospital campus. Many of the existing buildings will be demolished, due to a lack of practical adaptive reuse potential. The nursing school and its associated housing will remain. The parking garage on the site will remain to be used as a development asset, supporting the likely mix of uses. New uses are certain to be more diversified than those previously on the site and include new office, residential and retail/restaurant along key corridors. The use mix could further accommodate near-term parking demand through shared parking based on complementary peak-hour demand.
- The Broad Street site immediately adjacent to SR315 has recently been cleared of the long-closed auto dealership and service center structure. The location of this site is wholly complementary and compatible with emerging mixed-use development plans for the hospital site. The opportunity exists for designs that distinguish the 315 gateway district with unique and potentially iconic buildings and other features of the built environment.
- North of Broad Street, an underutilized and now-vacant office building site also includes a number of adjacent surface parking lots. Redevelopment of this area will be an opportunity to create a two-sided Broad Street activity corridor, and correlate with potential strategies to untangle the current roadway configuration of one-way spurs at Souder Avenue and Broad Street.

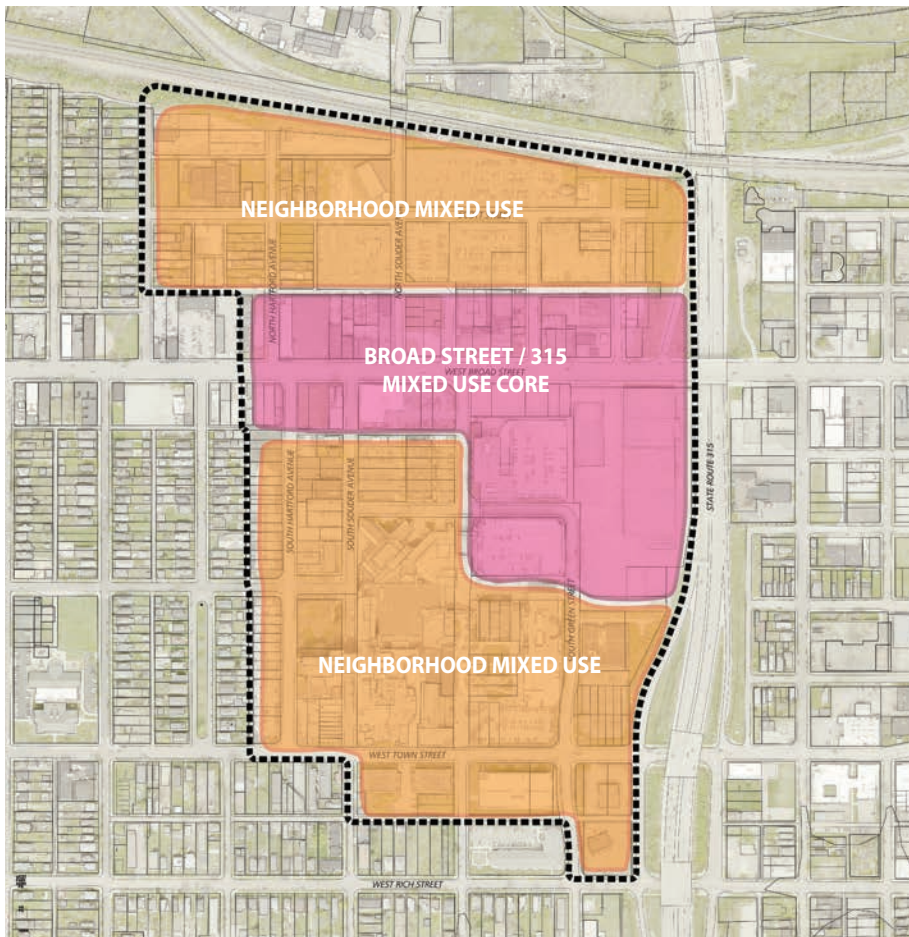


OTHER FACTORS

- The development momentum of adjacent areas has increased considerably in recent years, with new projects built and planned throughout all areas between the site area and downtown.
- The continued trend toward urban living and increased interest in urban neighborhoods has resulted in a development boom throughout urban neighborhoods in the city, and improvements to the surrounding neighborhood areas here have already been prevalent.
- The potential for improved high-capacity transit on two intersecting corridors was identified in a recent regional study. This study area is a key linkage on the West Broad Corridor into downtown and would serve the same function for the Northwest Corridor following intended roadway improvements linking Souder Avenue with Olentangy River Road.

4.2 DEVELOPMENT AREAS

Redevelopment opportunity types are similar throughout the study area, with some variation along the Broad Street Corridor. As the prominent and long-time commercial heart for the neighborhood, Broad Street will



continue to function as the primary location for customer-facing commercial uses such as restaurants, retail and personal services. There is also likely to be a mix of residential and office uses on the upper floors along the Broad Street corridor. Throughout the rest of the study area, mixed use development will incorporate a variety of possibilities. Those are likely to include further medical and other office uses, as well as residential, institutional and personal services. The location has excellent vehicular accessibility to the entire region, and West Broad Street serves as a vital transit link. This link promises to improve as the next generation of high-capacity transit is implemented along the corridor.

BROAD STREET / 315 MIXED USE CORE

Along the Broad Street corridor and adjacent 315 frontage areas, several important considerations shape desired development outcomes. As the key commercial center for the study area, pedestrian-oriented site design will be vital to recreate lost characteristics of vibrancy and human scale. Development throughout the area should support high-capacity transit initiatives for the corridor, and be complementary to alternative transportation options, micromobility and emerging transportation technology.

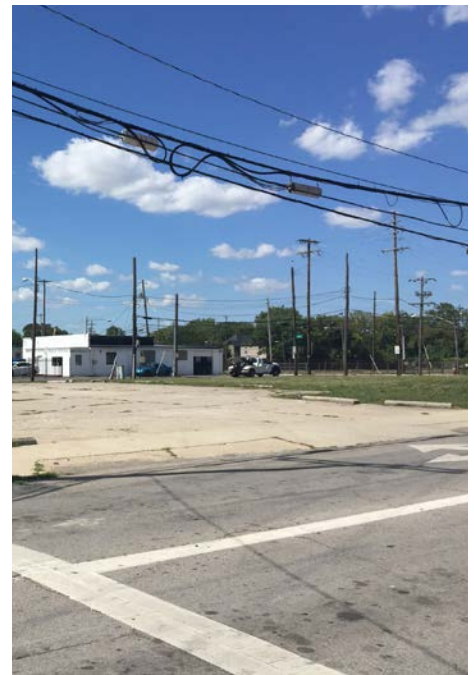
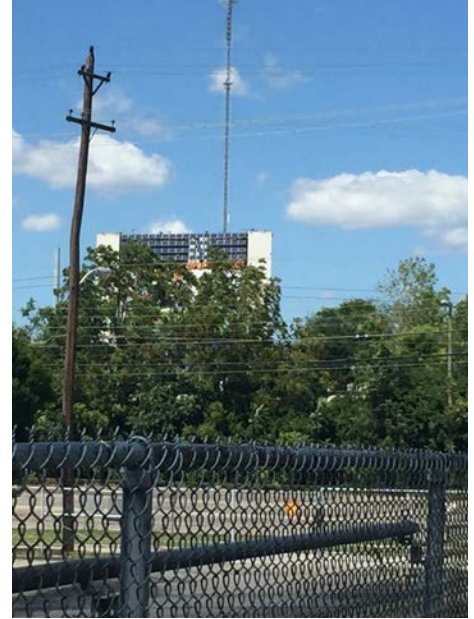
Along Broad Street, development must be focused on first floor access and transparency to the public streetscape. No direct vehicular access should be allowed, other than new roadways developed as part of a planned redevelopment strategy. Curb cuts should be relocated to secondary streets and alleys. The scale and massing of the Broad Street corridor should be consistent with a dense urban mixed-use development pattern. Within that context, the pedestrian experience should be at the forefront of design, considering step-back facades at the upper stories, or traditional building design delineating the base level of the façade to allow a street-side scale in keeping with other successful Columbus urban corridors.

Parts of this subdistrict with 315 frontage could include a variety of development options, incorporating buildings at a larger scale. Design should establish gateway characteristics of the site, through elements including massing and architecture.

NEIGHBORHOOD MIXED USE

The study area will see creation of a new dense, urban portion of the larger neighborhood. Site design should be based around the existing street grid and its extension throughout development areas. Uses can be highly integrated, taking advantage of the regional accessibility, located on both the highway system and a primary transit corridor. Development will transition directly into the adjacent residential portions of the neighborhood, further diversifying the type and size of housing options, which should include options for a wide socioeconomic range.

The remaining institutional uses (such as the nursing school) and the adjacent commercial corridor of Broad Street will generate added levels of activity throughout the day. The scale of development should be significant in key locations throughout the area, such as adjacent to SR 315 on the east and the railroad tracks to the north.



4.3 LAND USE - CURRENT CONDITIONS

Land use in the study area has been primarily institutional (hospital, nursing school), medical-related (office, clinics) and commercial. While the nursing school and a number of medical facilities will remain, the reduction of the hospital footprint will provide an opportunity to expand the mix of uses.

Other than those listed above, there are limited land uses currently in the area by virtue of land vacancy. North of Broad Street, only a few buildings remain with active uses and the majority of the area consists of contiguous unused parcels. South of Broad Street, there are more active uses that will remain, but the large sites provided by the hospital relocation and the previous auto dealership present an enormous area with no current land uses. With so much of the study area poised for change, a flexible approach to land use is preferred.

These guidelines do not define or propose land uses, but establish a set of architectural and site parameters intended to provide long-lasting quality development for the neighborhood. By following the goals outlined in Section 2.0, the outcome will be a built environment that is human in scale, while also dense and urban. It will accommodate changes in use over time due to the inherent flexibility of quality buildings that are properly sited in an urban context and structured around a connected street grid.

4.4 ZONING

Zoning is mixed throughout the area with the primary zoning districts listed in the table.

These are general development districts that will likely need additional zoning controls and a host of variances to accommodate the urban mixed use approach preferred here. While each district has a host of standards, two that are specifically in opposition to the scale and type of development proposed are the uses allowed and the maximum heights.

DISTRICT	HEIGHT
CPD	H-200
CPD	H-110
C4	H-60
C4	H-35
C3	H-35
M	H-60
M	H-35
LC4	H-35
R-4	H-35

Overall, the zoning districts for the study area, like in many urban areas of Columbus, are not well aligned with the intended outcomes. Implementation of a more applicable zoning district should be considered for sites throughout the entire study area. Similarly, it is recommended that parking variances be reviewed based on the context of parking for the district instead of site-by-site and that updated parking standards be considered for the area.



This section provides recommendations for preferred site design characteristics and urban form. With a significant amount of underutilized land in the study area, there will be a great deal of new development. These guidelines establish a framework for how that development can create a lasting district as a seamless part of the neighborhood, serving as the gateway that the namesake suggests. Understanding that factors such as transportation technology and market forces are constantly evolving, the interpretation of these guidelines should be measured against Section 2.0: Goals and Objectives.

Columbus Citywide Planning Policies* (C2P2) Design Guidelines apply to the 315 Gateway District. Each section below indicates relevant C2P2 guidelines in order to make it easier to reference C2P2 during the development review process. It is important to note that all C2P2 Design Guidelines apply to this area. The additional guidelines in this document are intended to provide an additional level of standards for review in the 315 Gateway District and are not intended to be in conflict with or supersede C2P2 guidelines.

**Columbus Citywide Planning Policies are updated on a regular basis. This document references the 1st Edition (2018) of C2P2. For the most updated policies, visit www.columbus.gov/planning*

5.1 BUILDING ORIENTATION AND SETBACKS

The most fundamental characteristic of urban neighborhoods is the siting of buildings. The following guidelines steer development in order to achieve an active public realm, access to mobility in all modes and a successful mix of uses.

*Existing West Franklinton guidelines:
Existing C2P2 guidelines*:*

- Buildings in urban areas should generally have a zero foot setback. Consideration of larger setbacks should be based on the incorporation of public spaces, placement of adjacent buildings, and/or unique geometry.
- Buildings should be generally parallel to and facing the street, with an entrance door(s) connected to the public sidewalk.
- Parking lots should be placed to the rear or side of a building and be hidden from view to the greatest extent possible.



- Buildings on corner lots should be oriented to the corner and to the street fronts, and should make a strong tie to the building lines of each street, as based on appropriate sight distance considerations.
- In most cases, buildings located at a corner lot on Broad Street should maintain the same setback on both Broad Street and the intersecting side street.
- It may be appropriate to have larger setbacks to allow placement of street trees behind the sidewalk in areas where a tree lawn isn't available or the streetscape is otherwise constrained.
- It may be appropriate to have larger setbacks in key locations to allow outdoor seating areas where the sidewalk area is otherwise too constrained.
- It is highly encouraged that private curb cuts on Broad Street be prohibited or removed based on the access management policies and procedures of the Department of Public Service.
- Avoid grade separations at retail entries. Finish floor elevations should be closely coordinated with sidewalk grades to promote activation of first-floor commercial uses.
- New or expanded service areas - loading docks or ramps for the delivery of freight - should be as unobtrusive as possible and generally oriented to the rear of the site. They should not be visible from Broad Street and should be screened from side streets.
- Drive-thru (pick-up) windows are discouraged in this district. If approved, drive-thru windows, including any required stacking, should be placed at the rear of the principle building.



5.2 HEIGHT AND MASSING

Height and massing are two aspects that greatly influence the character of a district. There will be considerable new development in the study area and there are some existing buildings that area already contribute to the urban form.

HEIGHT

Existing C2P2 guidelines:*

- Requests for a variance in height will be considered based on:
 - Site size and situation
 - Adjacent uses
 - Quality of architectural design and materials
 - Parking provision

- Building height transitions should be used to create scale and massing that is appropriate relative to surrounding uses.
- The use of a setback from the front, rear and/or side facade(s), or other design strategies, should be used to lessen the visual impact of taller buildings.

- Buildings along Broad Street should be a minimum of three stories.
- Buildings along Broad Street higher than five stories should provide an additional building setback above the fifth floor.
- Buildings fronting SR 315 should have additional height within the study area. Buildings should be a minimum of three stories, and could have significantly more without the need to increase facade setbacks on upper stories.

MASSING

Existing C2P2 guidelines:*

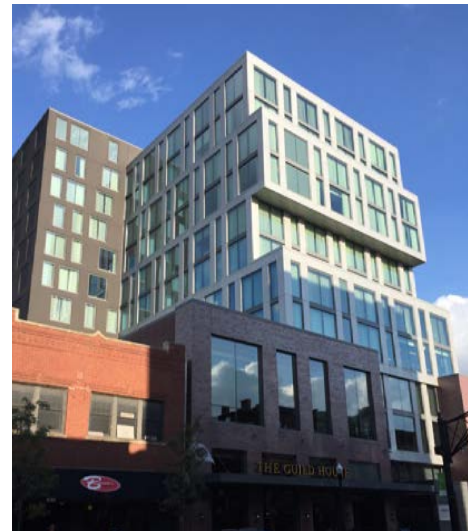
- Buildings should be articulated by dividing facades into modules or bays, use of piers and columns, recessed and projecting bays, varying rooflines and building setback above cornice line as appropriate.
- Buildings should be designed for human scale interactions.
- Scale should be considered in the overall context of the district and based on site location.
- Design elements and techniques should be incorporated in taller buildings to provide a transition to smaller scale contributing buildings and to reduce their apparent mass (where visual impact is not desired). Examples include stepping back upper stories, increased proportion of void to solid and articulation.

5.3 PARKING AND SITE ACCESS

Parking and site access are important considerations when balancing quality urban form with site and transportation network function. The guidelines are intended to result in creative, strategic parking solutions in the context of an urban neighborhood.

Existing C2P2 guidelines:*

- Requests for parking reductions, including those beyond that provided by applicable overlay provisions, will be considered based on:
 - the presence of on-street parking,
 - mixed use development pattern of surrounding area,



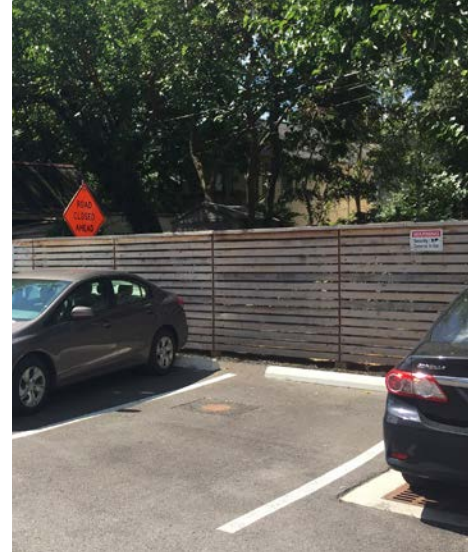
- pedestrian accessibility,
- access to transit,
- extent of variance requested,
- size and nature of use,
- potential impact on adjacent residential uses, and
- provision of pedestrian and bicycle facilities beyond that required by code.

- Shared parking arrangements are encouraged, particularly between land uses with differing peak hours.
- The use of green technologies to manage stormwater runoff in parking lots, subject to city engineering requirements, is encouraged. Examples include rain gardens, bio-swaales and pervious pavement.
- Bicycle parking should be incorporated into development projects as required by code. Additional consideration should also be given to including supporting facilities in multiunit, office and mixed use developments.
- Structured parking, designed to minimize visual impacts and buffered from adjacent residential, should be considered for high density residential, mixed use, office, or institutional projects.
- Parking structures should not front primary corridors, but should instead be placed at the rear of development.
- Parking lots should be hidden to the greatest extent possible by locating it to the rear or side of a building.



- Parking lots should not be adjacent to or accessed from Broad Street, but instead should be screened from view by buildings along West Broad Street. Parking lots should be located behind buildings and have primary access from public alleys.
- Alley access is encouraged to be maintained for parking along alleys. Interconnected parking lots may also be explored based on site conditions, to complement limited alley access or to improve parking layout.
- Parking structures should be visually integrated with adjacent contributing buildings through the use of compatible design, materials and color.
- Parking structures should not have access directly from Broad Street, but be served by the secondary and alley roadway network.

- Parking structures should be sited to allow redevelopment, densification of surrounding areas, and/or designed for adaptive reuse should parking demand change with the adoption of new mobility technology.
- Parking structures are encouraged to incorporate technologies that increase function and capacity. These include electronic monitoring for usage and wayfinding that can be linked to connected vehicle technology for future self-parking vehicles.
- Site design should take into account adjacent bike lanes and other “slow lanes,” or dedicated transit lanes, for alternative mobility modes for site access and to offset vehicle parking demands.



5.3.1 PARKING LOT SCREENING

Existing C2P2 guidelines:*

- Parking lots should be screened from view from public right-of-way and adjacent development. Screening should include a combination of the following items: walls, mounds, trees, shrubs, and/or landscaping.
- For any limited parking areas adjacent to a primary right-of way, full screening is required with an integrated architectural feature or a combination of solid wall and landscaping.
- Parking along a secondary right-of way or alley should be screened by a combination of a wall, fence and landscaping.
- Parking structure walls facing residential and mixed-use areas should minimize openings to avoid noise and light impacts.
- The use of pole lighting for parking lots should be minimized. Floodlight style lighting is not appropriate.



5.3.2 ALLEYS

- Alleys should serve as the primary vehicular access point for commercial, mixed-use and larger scale multi-family uses. This may require alley improvements and additional width for new or infill development.
- Where possible, alleys should serve as the primary location for loading and service uses requiring the short or long-term parking of commercial vehicles.
- Alleys are a vital part of the urban street grid and, where appropriate, should be included in the development of new areas to create a roadway hierarchy and influence urban form.

5.4 TRANSPORTATION SITE IMPACTS

The site area is located along two highly important regional corridors: West Broad Street and SR 315. Development here will be greatly influenced by the transportation network. A symbiotic approach to developing access to numerous modes will be ideal for long-term success.

CONNECTIVITY

Existing C2P2 guidelines:*

- Development should connect to the public sidewalk, bikeway network, adjacent parks, and multi-use trail network. Within a given site, an interconnected series of streets, sidewalks, and paths should be provided.
 - Connectivity within and among developments to parks and open space should be a design priority.
 - Connectivity between developments via public streets is encouraged. In the case connectivity via public streets is not feasible, pedestrian connections should be established.
 - Traditional suburban curvilinear block and street design should be avoided unless it facilitates preservation of natural features.
 - Maintenance of existing street and alley grids is encouraged. Evaluation of potential disposal of right-of-way (ROW) should consider whether the subject ROW is improved and the degree to which it provides connectivity not otherwise available.
- Development should provide direct pedestrian access to the transit network and integrate with bicycle and other “slow lane” mobility network elements that tie to transit..

NEW MOBILITY AND TRANSIT

- Integration of transit stops and access should be considered with all site development.
- Parking should be considered in the context of high capacity transit, which will reduce future demand.
- Parking should be considered in the context of future autonomous mobility, which will reduce future demand.
- Development should integrate Transportation Demand Management and Parking Demand Management strategies to reducing parking demand.

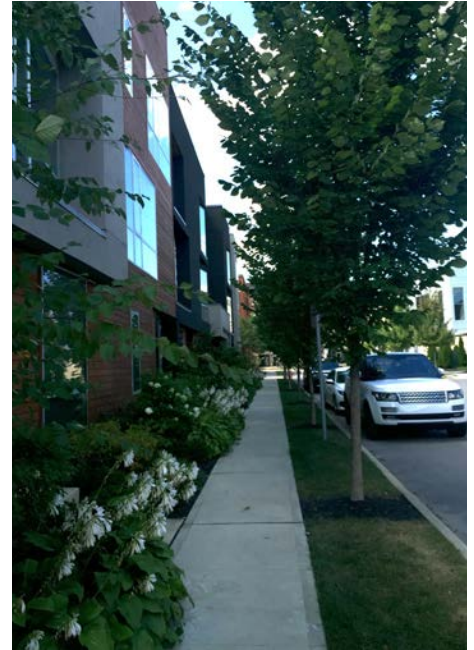
- Site access should be considered in the context of emerging ride-hailing trends and future autonomous mobility, which will likely require significant pick-up/drop/off facilities.
- Alternative delivery options, including small scale terrestrial and aerial drones, should be accommodated in new development.
- Full access to the curb should not be assumed, with some form of “curb management” needed in the near future to manage the mixture of individual passengers, high-capacity transit and urban freight/package delivery.
- Site design should consider flexible “slow lanes” in new development, providing additional micro-mobility access opportunities. This might include enhanced transit/mobility stations and parking areas for emerging micro-mobility technologies.

5.5 LANDSCAPING

Softer landscape edges are possible off the Broad Street corridor. The Streetscape Standards outline potential planting options within the rights-of-way, while these guidelines are focused on site landscaping elements.

Existing C2P2 guidelines:*

- Landscape installations should enhance buildings, create and define public and private spaces, and provide shade, aesthetic appeal, and environmental benefits.
- Buffering of adjacent uses, particularly lower density residential, should use elements such as existing and new vegetation, fencing, masonry walls, mounding, orientation of residential garages, and placement of site lighting such that it avoids spillage into adjacent sites.
- Landscaping should be used to support storm water management goals for filtration, percolation, and erosion control consistent with the Department of Public Utilities Stormwater Manual.
- Plant species should be adapted to urban conditions. Native species are encouraged and invasive species should be avoided.
- Existing landscaping should be preserved and integrated into site design where feasible.
- Street trees should be provided as part of new development, with guidance from the Recreation and Parks Department.



- Mature trees provide significant environmental benefits and should be preserved whenever possible. Tree preservation measures should be density neutral.
- Alternative “green” methods to manage stormwater should be considered (i.e. bio-swales, vegetated swales, native landscaping, naturalized detention and retention basins, pervious surfaces), consistent with Department of Public Utilities Stormwater Manual.



- Public, and accessible semi-public spaces should be clearly indicated through the use of landscape, walls, fences, gates, pavement treatment, wayfinding signage, and other placemaking elements.
- Tree cover is encouraged in paved site areas, particularly parking lots.
- While C2P2 recommends mounding for landscaping and screening, in the 315 Gateway District, landscape mounding is not encouraged.
- Landscaping should reflect the urban character of the area, including the use of street trees (whether as part of the right-of-way streetscape or behind) and low hedges.
- Landscape elements adjacent to the right-of-way can include low stone or brick walls and fencing with high transparency. The use of landscaping timbers, prefabricated pavers and railroad ties should be avoided.



5.6 PUBLIC SPACE

Public Space is a vital component of any thriving urban neighborhood, serving as the connective tissue for workers, residents and visitors. New development will greatly increase the number of people in the district and throughout the neighborhood at all times of day, increasing the need for quality public space.

Existing C2P2 guidelines:*

- Open space should be integrated into new development, serving in one or more of the following ways: an organizational element, a central green space, connection to adjacent open space, protection of natural areas, and/or as a buffer along scenic roadways.
- Open space should include landscaping, trees and connections to sidewalks or trails as appropriate. The design and placement of landscaping should consider the type of open space, its relationship to the built environment and the best use of the space.

- When appropriate, opportunities to connect to the regional trail system should be pursued.
- Development should address open space—buildings should front parks and open space.
- Hardscape public areas are encouraged in addition to landscaped areas, if sized and designed to encourage active usage along with the integration of stormwater diversion elements.
- Incorporate publicly accessible open spaces, creating open gathering places for neighborhood residents. Exclusive private, gated or rooftop open spaces should not be the only form of open space provided.
- Seek opportunities to integrate placemaking options that celebrate the heritage of the neighborhood with regard to historic flood legacy
- Provide opportunities to honor the history and culture of the neighborhood. Include visual arts as an integral part of the design of public open spaces.

6.0 ARCHITECTURAL ELEMENTS & MATERIALS

This section provides recommendations for preferred physical building characteristics. The intent is to establish parameters to encourage quality architecture, but not to proscribe specific architectural styles. It is understood that materials and design are constantly evolving, so the interpretations of these guidelines should be measured against Section 2.0: Goals and Objectives in the case of new architectural approaches.

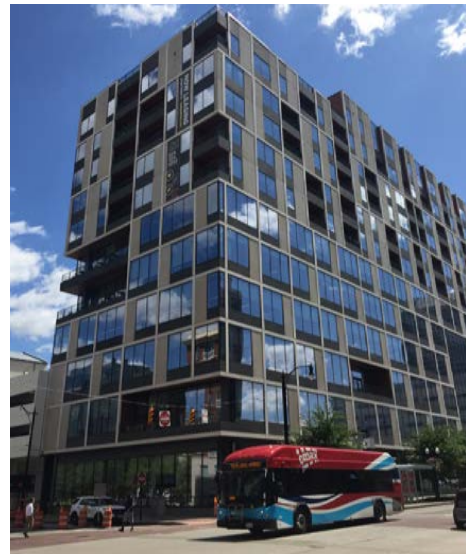
6.1 COMMERCIAL, MIXED-USE

It is anticipated that much of the new development in the study area will be commercial and/or mixed-use in nature. The following establish general guidelines and those more specific to the Broad Street corridor.

COMMERCIAL DESIGN GUIDELINES - GENERAL

Existing C2P2 guidelines:*

- A consistent level of detailing and finish should be provided for all sides of a building, allowing for service areas.
- For multistory buildings, ground floor uses should address and contribute to the street. This can be accomplished through such design elements as door entries, windows, and landscaping.
- Street level facades adjacent to a public sidewalk should be as transparent as possible to create an interesting pedestrian environment, except for residential spaces on ground floors.
- Street level facades should incorporate a high level of design and material quality.
- Blank walls should not be presented to primary streets. Buildings with blank walls (without doors or windows) adjacent to side streets and residential areas should use building articulation and landscaping to mitigate impacts on adjacent uses.
- Awnings and associated framing systems should be compatible with building design.



- Building owners/developers are encouraged to conserve and rehabilitate historic buildings and architectural elements and to consult the Historic Preservation Office regarding best practices in maintaining and rehabilitating historic structures.
- Design elements should be used to distinguish between street level and upper story windows.
- The placement, size and pattern of new windows and doors should be compatible with the surrounding streetscape and adjacent contributing buildings.

COMMERCIAL DESIGN GUIDELINES - BROAD STREET

- Street-level facades are recommended to be as transparent as possible to create an attractive pedestrian environment.
- Floor-to-floor heights should be consistent with first-floor commercial uses and appear to be similar to those in traditional corridor buildings. This includes a minimum of 15 feet for commercial ground floors.
- Ground-floor uses in mixed-use buildings are encouraged to include retail, restaurants, services, cultural facilities and amenities, personal services and offices.
- High-quality opening/folding window systems are appropriate for storefront openings if compatible with the architectural design. This includes appropriate placement, width and scale of mullions and the overall integration into the building openings.

BUILDING ENTRIES

- Primary entrances should be prominently placed and distinguished from secondary entrances and be clearly indicated by the architecture.
- Canopies and awnings at building entrances should reflect the architectural character and treatment of that entrance and be proportional to the building and its architectural features.
- Canopies and awnings should be made of soft canvas or vinyl material, and of a color(s) compatible with the building facade. Alternative materials are considered on a case-by-case basis.
- Seasonal enclosures must be of compatible design to the overall awning and integrated into the overall architecture.



6.2 GENERAL - MULTI-FAMILY

Existing C2P2 guidelines:*

- The appropriateness of infill development should be measured in terms of height, width, setbacks, and lot coverage. Projects that are proposed at a density higher than the recommended land use may be supported if they include a high level of site and architectural design.
- Building materials should be of high quality and durability, such as traditional masonry, stone, stucco, wood, etc.
- Front facades should be designed to provide aesthetic appeal through the appropriate use and placement of doors and windows.
- Development adjacent to parkland should be oriented in such a way that it faces the park (houses should not back up to parkland).
- Building owners/developers are encouraged to conserve and rehabilitate historic buildings and architectural elements and to consult the Historic Preservation Office regarding best practices in maintaining and rehabilitating historic structures.
- The primary facade on the ground level of multiunit buildings should include entrances, stoops, porches, balconies or other features to contribute to street activity.
- Multiunit buildings should incorporate building articulation through the use of bays, balconies, cornice lines, and varying rooflines.
- Multiunit development should incorporate plazas and courtyards which are open to and visible from the primary street.
- Variation in building design is encouraged for multiunit developments with multiple buildings.
- Building height transitions should be used to create a scale and massing that is appropriate based on the surrounding uses.
- Setbacks of higher stories from the front facade should be considered for taller buildings to lessen their visual impact.
- Multiunit development should include usable open space.
- Multiunit development should face public streets and open space. Parking lots should be placed behind or, if necessary, next to buildings.

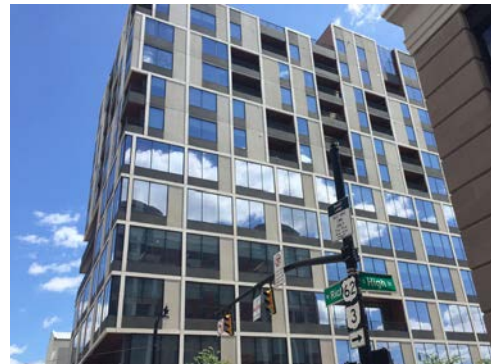


- Single and two-unit housing is not encouraged for this area, other than at the west of the district where integrated into the existing residential street grid.
- Residential uses should be integrated into the community fabric with visually and physically permeable street frontages and through the integration of public open spaces.
- Access points to primary streets are discouraged, and access points to parking and service areas are encouraged in accordance with the access management policies and procedures of the Department of Public Service.

6.3 NEIGHBORHOOD CONTEXT

New construction on the large sites in the 315 Gateway District will allow a flexible approach to establishing a vernacular and should establish a pattern for continued integration of new development into the larger context of the established neighborhood.

- New construction should be integrated with the surrounding urban fabric and exhibit an architectural character in keeping with the neighborhood.
- Building design should be informed by the scale and overall character of historical precedents, but as contemporary interpretations rather than duplications of traditional buildings.
- Larger-scale development is encouraged along 315, with opportunities for more bold design to distinguish the district at highly visible locations.
- Where appropriate, encourage the preservation, rehabilitation, adaptive reuse, and/or addition to existing structures as a means to honor the existing neighborhood fabric.



6.4 MATERIALS

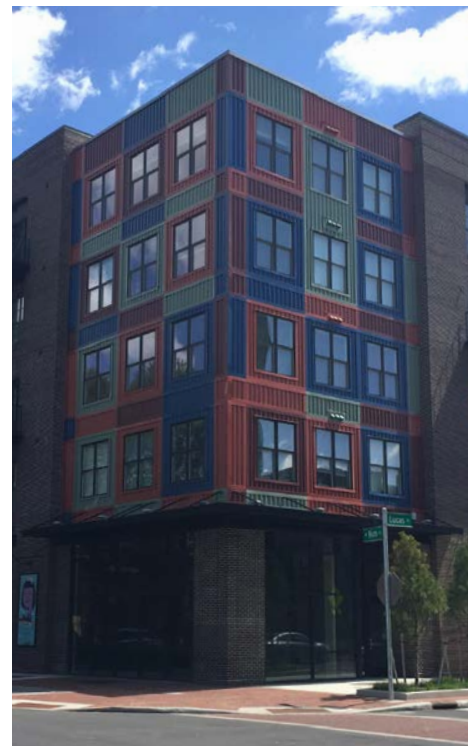
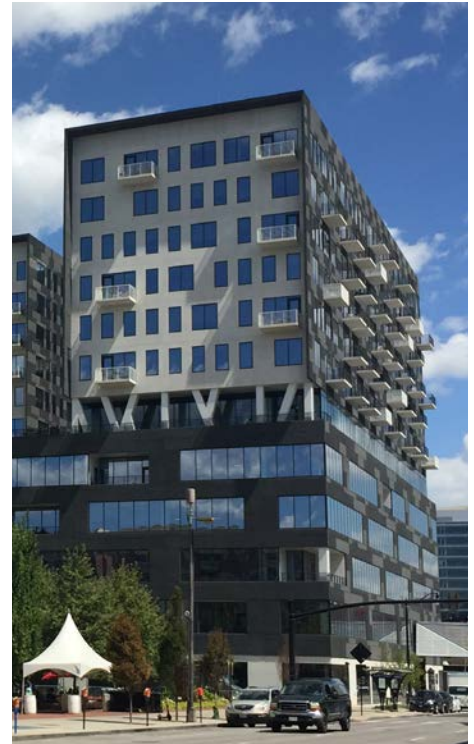
High-quality building materials are necessary to ensure the lasting multi-generational quality of the built environment. Building materials are changing as new methods and manufacturing processes are developed, and others may be appropriate. Generally, proven durable materials are preferred.

Existing C2P2 guideline:*

- Building materials should be of high quality and durability, such as traditional masonry, stone, stucco, cedar, etc.
- In multi-building developments, encourage variations in building materials.



- The use of brick and stone as external materials is encouraged; materials that emulate a different material are discouraged. Clay products such as terracotta tiles may be used as appropriate.
- Stone sills and lintels are an effective external building component when incorporated into facades with other materials such as brick.
- Metal may be used as a building material based on appropriate scale, location and compatibility with other building materials.
- Metal should be more “solid” in character with a minimum thickness of ¼” – break metal and other easily warped metal applications should be avoided.
- Concrete may be used as a component of an exterior materials strategy that incorporates other materials, and if finished in an appropriate architectural manner.
- When concrete is used as a primary exterior material, large-scale openings and window transparencies should be inherent in the design.
- Wood and/or cement-fiber siding is a possible exterior material, depending on its application and the scale of the structure. Wood can have applications such as framing around building features.
- Traditional wood siding profiles should be used only on smaller-scale and traditionally designed structures.
- The use of glass is appropriate based on scale, location, compatibility with other building material and architectural style.
- Use of transparent (non-opaque) glass is encouraged throughout. Mirrored or tinted window glass is not appropriate.
- Engineered panel systems could be appropriate, but EIFS or other stucco-simulating systems should be avoided for large areas and only used on upper stories.
- Consider some vibrant and bold uses of color, materials, texture, and light to reinforce local cultural references. This may include exterior panel systems, contrasting facades or the integration of art pieces into the architecture.
- High-quality opening or folding window systems are appropriate for storefront openings if of durable materials and compatible with the architectural design.



6.5 ENVIRONMENTAL SUSTAINABILITY

Environmental practices can be incorporated through direct projects, and indirectly through quality design.

- The use of green rooftops, especially on new construction, is encouraged to mitigate stormwater runoff and reduce the heat island effect.
- Rooftop solar facilities are encouraged and should be designed and installed to be compatible with the overall building architecture.
- LEED buildings and site design and certified Living Buildings are encouraged within the neighborhood's urban context.
- Stormwater controls that are integrated into high-quality usable urban public spaces could be considered as development open space.
- Buildings and site design should be integrated with high-capacity transit access.
- Buildings and sites should be oriented to encourage pedestrian access and the use of alternative mobility options such as bicycles, scooters, and other micromobility devices.

6.6 SIGNAGE

Signage is a major component of any mixed use or commercial district. The parameters established in these guidelines seek to balance the need for clear identification of businesses and institutional uses with the overall aesthetic and functional aspects of the neighborhood.

GENERAL

Existing C2P2 guidelines:*

- In urban areas, blade signs are recommended.
- Wall signs should not obscure or interfere with architectural lines and details and should be sized to fit in with the building's facade design.
- New signage should be designed to be a logical and complementary component of the overall design of a storefront.
- Buildings should not be dominated by graphics. Crowded or cluttered graphics arrangements should be avoided.

- Signs for storefronts/businesses in the same building/development should be of coordinated design - reinforcing rather than competing with each other.
- Large commercial developments should utilize integrated signage, with an emphasis on wall signs and central identification signage for the entire development, rather than multiple freestanding signs.
- Excessively large signs are discouraged.
- Some types of signs are generally discouraged (or otherwise prohibited in city code), including ad murals, off-premises signs, billboards, signs with flashing lights or bare bulbs, co-op signs, rotating signs, pole signs, automatic changeable copy signs, bench signs, and roof-mounted signs.

- Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred.
- Signage installation must be reversible and cannot permanently alter or damage historic building materials.
- Signs may be externally illuminated. Internal illumination is appropriate only with "push-through" style letters or as a halo or backlighting feature for sign panels or individual letters.
- Mold injected plastic lettering is not appropriate, nor are fully internally illuminated sign faces.
- Neon lighting is appropriate as an element within a sign cabinet, such as for lettering, as well as for halo or backlighting.
- Banners and other graphics should not be attached to railings, fences other materials used to delineate the outdoor space.

BLADE SIGNS

- Projecting signs are preferred for the Broad Street corridor to encourage pedestrian-scale development.

WALL SIGNS

- Wall signs should be located within the signage band between the first and second floor windows.
- Buildings with multiple tenant spaces should establish cohesive placement of wall signs appropriate to the building.
- Along the 315 frontage, wall signs should not obscure or interfere with architectural lines and details and should be sized to fit in with the building's facade design.

AWNING SIGNS

- Graphics allowed on an awning should only be located on the front facing flap (valance).
- Buildings with multiple tenant spaces are encouraged to coordinate font size, placement and color for awning signage.
- Awnings should not be internally illuminated.

6.7 LIGHTING

Lighting integrated with private development and architecture should serve as a complement to lighting of the public rights-of-way. The following address the characteristic of lighting for buildings and sites.

Existing C2P2 guidelines:*

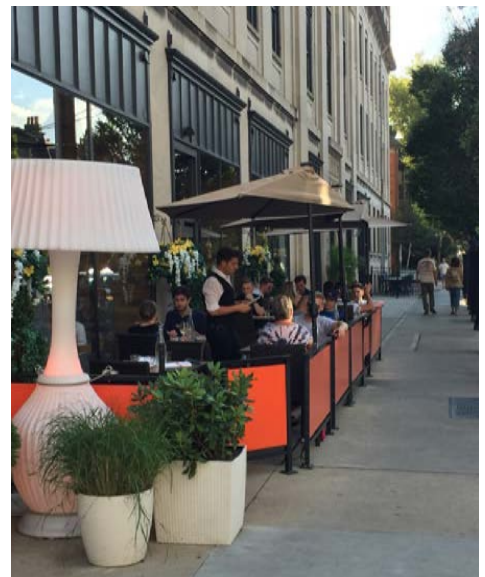
- Lights should have fully shielded, recessed lamps directed downward to prevent glare and shine above the horizontal plane.
- Lighting should be appropriate to its location and utilized to enhance security and highlight distinguishing characteristics such as special architectural or landscape features and/or prominent buildings and gateways.
- Ground-mounted or other upward directional lighting should be permissible only where some form of shield or light baffling is provided to create a soft, uniform light quality and minimize light spillage beyond trees, landscaping, walls or signs being illuminated.
- Full cut-off style fixtures should be utilized for parking lot or general site lighting to control light spillage onto adjacent sites.

6.8 PUBLIC ART

Public art is a vital cultural element of a thriving community and private development is encouraged to incorporate public art in conjunction with accessible public spaces. These guidelines address the placement of public art and other related considerations, but not the content of such art.

Existing C2P2 guidelines:*

- Art placed on city property or within public right-of-way must be approved by and meet the evaluation criteria of the Columbus Art Commission, as provided in City Code.
- Existing art incorporated into structures should be conserved where feasible.



- Integration of art in larger development projects is encouraged, as is placement of art in public spaces, such as plazas.
- Works of art should be designed with consideration to maintenance and durability.

6.9 OUTDOOR DINING

Outdoor dining patios can be a valuable contributor to the vibrancy of a commercial district. Standards for the placement of these areas within the rights-of-way are described in the Streetscape Standards. The following are guidelines regarding the design of those spaces, whether in the right-of-way or on private property.

- Outdoor area design should be compatible with the primary structure in terms of architectural character, materials and color.
- Appropriate paving materials include brick, tile, stone and concrete provided such materials are complementary to the associated building.
- Landscaping of outdoor dining areas on private property is encouraged.
- Use of landscaping timbers, railroad ties, carpets, pressure treated wood or similar material to demarcate patios and outdoor dining areas is not appropriate.
- Artificial plants are generally not appropriate.
- Outdoor spaces should be designed in a manner to minimize negative offsite impacts of light and noise. Lighting should be compatible with overall site design and should not spill into adjacent properties and rights-of-way. Exterior sound systems designed to only serve the patio/dining area are appropriate.
- Railings, fences and other structures used in conjunction with outdoor dining should be simply designed without excessive ornamentation, and should not exceed a height of 48 inches measured from the grade of the patio area.
- Elevated decks are not appropriate.

6.10 ROOFTOP STRUCTURES AND SPACES

Rooftop structures and spaces can provide amenities for office and residential use as well as providing an extension of restaurant and bar spaces. These areas should not replace, but should complement publicly accessible ground-floor spaces in the overall design of the neighborhood.

- Rooftop structures and spaces should be designed in a manner to have minimal visual impact on the streetscape and to minimize negative offsite impacts of light and noise.

- Rooftop structures of more permanent nature should be proportional to the building and compatible with the architectural character, design and materials of the principal building.
- Rooftop canopies and awnings, whether independent or part of a more permanent structure, should be made of soft canvas or vinyl material. Alternative materials may be considered on a case-by-case basis.
- Rooftop canopies and awnings should be attached to buildings; free-standing and tent-like structures should be avoided.



6.11 SCREENING - MECHANICALS AND SERVICE AREAS

The intent of the guidelines is to reduce the negative impacts of necessary building functions on the quality of life for residents and workers, and improve the overall appearance from public rights-of-way.

- Service and loading zones should be located to the rear, side or in an internal location where visibility from public rights-of-way and views from neighboring buildings and properties will be minimized or screened to their full height.
- Mechanical systems (e.g. HVAC, ventilation systems, etc.) are encouraged to be roof-mounted.
- Roof-mounted mechanical units should be screened to their full height and should complement the building in terms of color and materials.
- Ground-mounted mechanical units and dumpsters should be located to the rear of buildings and screened to their full height on all sides by screening that is complementary to the building in terms of color and materials. Evergreen plant material may be substituted as screening in less-visible locations..
- Between mixed-use development and existing residential areas, screening should be fully opaque to a height of six feet.

