



RESOLUTION 2026-46

A RESOLUTION ADOPTING THE DOWNTOWN DESIGN GUIDELINES AND REPLACING THE 2016 ARCHITECTURAL GUIDELINES.

WHEREAS, the City of Powell adopted the original Downtown Architectural Guidelines in 1988 and conducted a graphics update to the document in 2016; and,

WHEREAS, the City of Powell is committed to preserving the historic and distinct character of downtown through appropriate design and development recommendations; and,

WHEREAS, Staff completed a Historic Property Survey in 2025 to identify eligible properties for local historic designation to protect the character of downtown; and,

WHEREAS, Staff initiated a collaborative process in January 2025 to review and revise Part Eleven of the Codified Ordinances with insight from residents, business owners, property owners, and other community stakeholders; and,

WHEREAS, Staff initiated a parallel process to review and revise the Downtown Design Guidelines referenced in the Planning and Zoning Code to support historic preservation efforts and encourage appropriate design considerations within the district; and,

WHEREAS, the 18-month process resulted in a holistic update of the Downtown Design Guidelines that aligns with community goals, clarifies architectural design intent, preserves contributing historic structures, and supports future growth opportunities.

NOW THEREFORE BE IT RESOLVED BY THE CITY OF POWELL, COUNTY OF DELAWARE, STATE OF OHIO AS FOLLOWS:

Section 1: That the current Architectural Guidelines, adopted in 1988 and updated in 2016, including all associated references and appendices is hereby removed.

Section 2: That the Downtown Design Guidelines, attached hereto as Exhibit "A", and associated appendices is hereby adopted by the City of Powell.

Section 3: It is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this Resolution were adopted in an open meeting of Council and that all deliberations of Council and any of the decision-making bodies of the City of Powell, which resulted in such formal actions, were in meetings open to the public in compliance with all legal requirements of the City of Powell, Delaware County, Ohio.

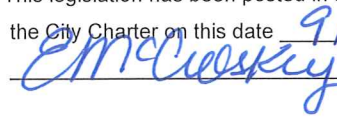
Section 4: This Resolution shall be in full force and effect immediately upon adoption.

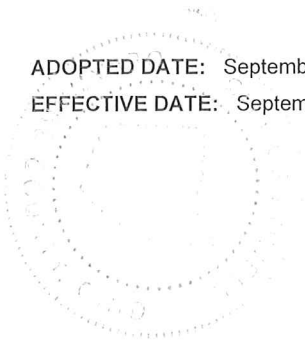
 9/1/26
Heather Karr Date
Mayor

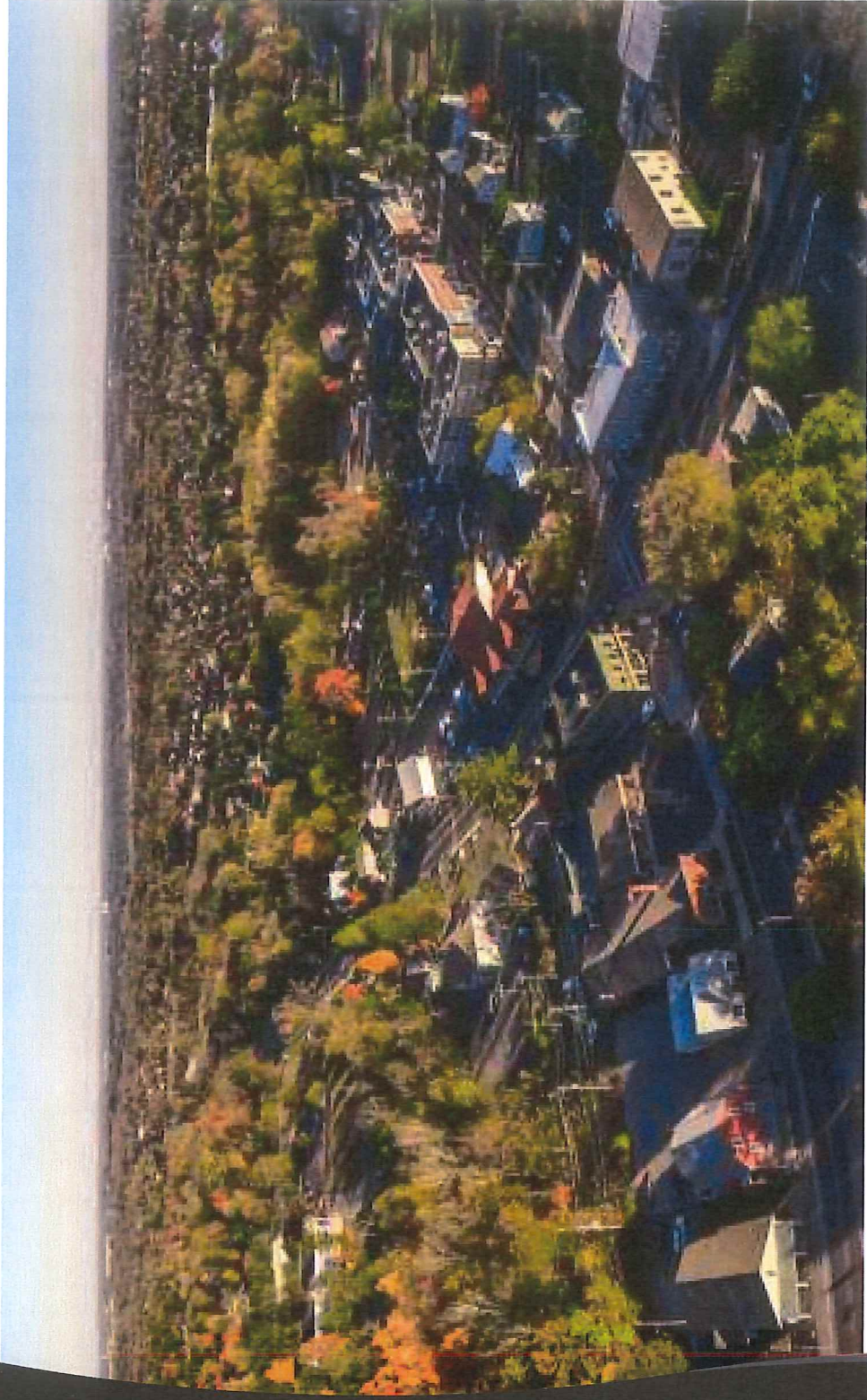
 9/1/26
Elaine McCloskey Date
City Clerk

ADOPTED DATE: September 1, 2025
EFFECTIVE DATE: September 1, 2025

This legislation has been posted in accordance with
the City Charter on this date 9/2/26

 City Clerk





Downtown Design Guidelines

City of Powell

Powell, OH
June 2026

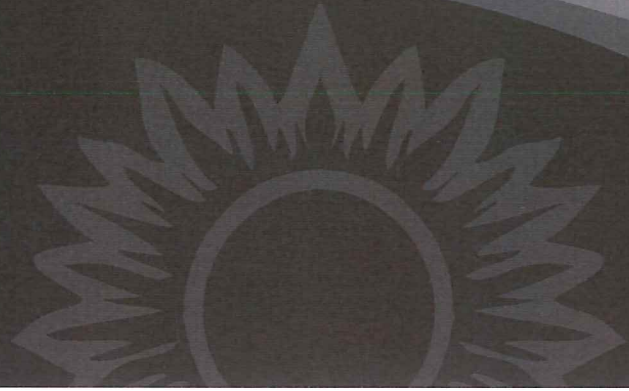


Table of Contents

01	INTRODUCTION	page 4
	Purpose	
	User Guide	
	Vision for Downtown Powell	
	Background & Historical Context	
02	PROCEDURES	page 10
	Design Permits and Applications	
	Process Requirements	
03	CONTEMPORARY DESIGN CONSIDERATIONS	page 12
	Sustainability	
	Walkability	
	Inclusivity & Accessibility	
	Placemaking	
	Branding & Uniqueness	
	Promote Well-being	
	Landscape & Signage	
	Resilience of Investment	
04	DESIGN DISTRICTS	page 30
	Downtown Powell	
	Historic Zone	
	Interface Zone	
	Residential Zone	
	Transition Zone	
05	TYPES OF DEVELOPMENT	page 62
	Existing Development	
	New Development	
06	RESIDENTIAL GUIDELINES	page 66
	Compatibility & Context	
	Architectural Character	
	Site Considerations	
07	COMMERCIAL GUIDELINES	page 86
	Compatibility & Context	
	Architectural Character	
	Site Considerations	
08	DEMOLITION CONSIDERATIONS	page 122
09	APPENDIX	page 124
	List of Reference Documents	
	Contributing Historic Properties	
	Color Palettes	
	Glossary	
	Selected Reference Documents	

01

INTRODUCTION

Acknowledgements

This revised edition of the Guidelines is the result of the research and recommendations of various sources, including Powell residents, Designing Local, Pizzuti Solutions, and the Powell Planning and Zoning Commission.

PURPOSE

The Downtown Design Guidelines was developed as a revised version of the City of Powell Architectural Guidelines, intended for use by the City of Powell Planning and Zoning Commission for evaluating development applications, and for residents, property owners and prospective developers contemplating new construction or exterior modifications to existing buildings within the Downtown District.

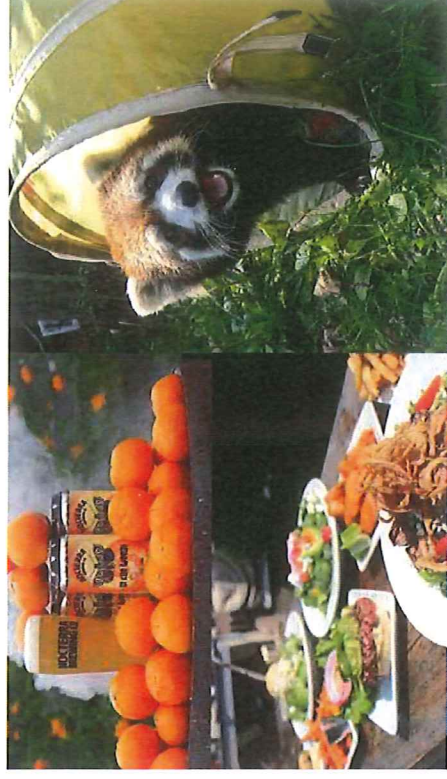


PHOTO COLLAGE / CITY OF POWELL

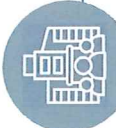
How are the Guidelines organized?

Sections 1 through 5 are informational, providing context, directions, and setting the stage for future development in Powell. This is where procedures are explained, design districts are established, and Powell's vision for the future is defined.

Sections 6 and 7 separate Residential and Commercial guidelines with detailed guidance relevant to each type of development. These sections will help applicants discern how a project fits into Powell and how to best align a design idea with Powell's vision.

Sections 8 provides direction regarding Demolition. Section 9 is an Appendix containing reference material that users of the Guidelines may find helpful including relevant research, index of Contributing Historic Properties, a glossary, and contact information.

HOW TO USE THE GUIDELINES

RESIDENTS Education: Design language and terminology Projects: Processes for property alteration 	BUSINESS OWNERS Education: Design language & terminology, manage expectations, effects of future development Projects: Processes for property alteration 	DEVELOPERS & INVESTORS Education: Community vision & goals Projects: Plan for compliance in new development 	DESIGNERS Education: Community design preferences & character Projects: Design projects that are compatible with existing development and the community's vision 	CITY STAFF & APPOINTED OFFICIALS Education: Reminder of community identity and goals Projects: Framework to evaluate project proposals 
SECTION 1: Vision and background				
SECTION 2: Application process guidance				
SECTION 3: Contemporary Design Considerations for all project types				
SECTION 4: Design Districts maps, visual references and helpful examples				
SECTION 5: Explains Types of Development				
SECTION 6: Residential Guidelines applies to single-family property alteration or new build.				
SECTION 7: Commercial Guidelines applies to commercial, mixed use and multi-family property alteration, new build or development plan.				
SECTION 8: Demolition Considerations				
SECTION 9: Appendix includes several helpful resources for all				
				Sections 6 and 7 as applicable to project design and evaluation.

VISION FOR DOWNTOWN POWELL

The Guidelines are designed to encourage and guide growth in a way that elevates Downtown Powell's visual integrity while maintaining its unique character.

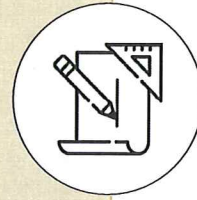
PROMOTE GROWTH

Encourage new development

Maintain cohesive guidelines across all facets of design and development

Welcome modern amenities

Create conditions that support infill development

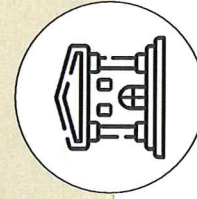


MAINTAIN INTEGRITY OF HISTORIC BUILDING STOCK

Establish and index the Contributing Historic Properties in Downtown Powell

Provide clear standards for treatment of Contributing Historic Properties

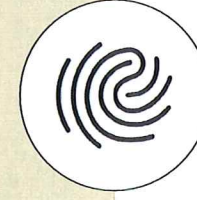
Emphasize consideration of proximity to Contributing Historic Properties in design and development



RESPECT COMMUNITY CHARACTER

Guide renovations and new builds to integrate into the existing downtown fabric

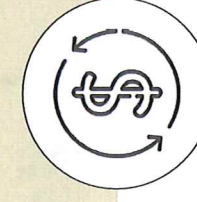
Assert a clear vision for the future, driven by Powell residents



INTRODUCE FUTURE-FORWARD ECONOMIC DEVELOPMENT

Bring additional commerce and people to Downtown Powell

Allow for use of contemporary materials and construction methods



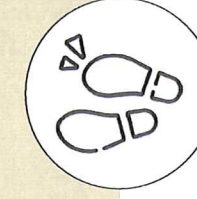
PRIORITIZE PEDESTRIAN ACCESS

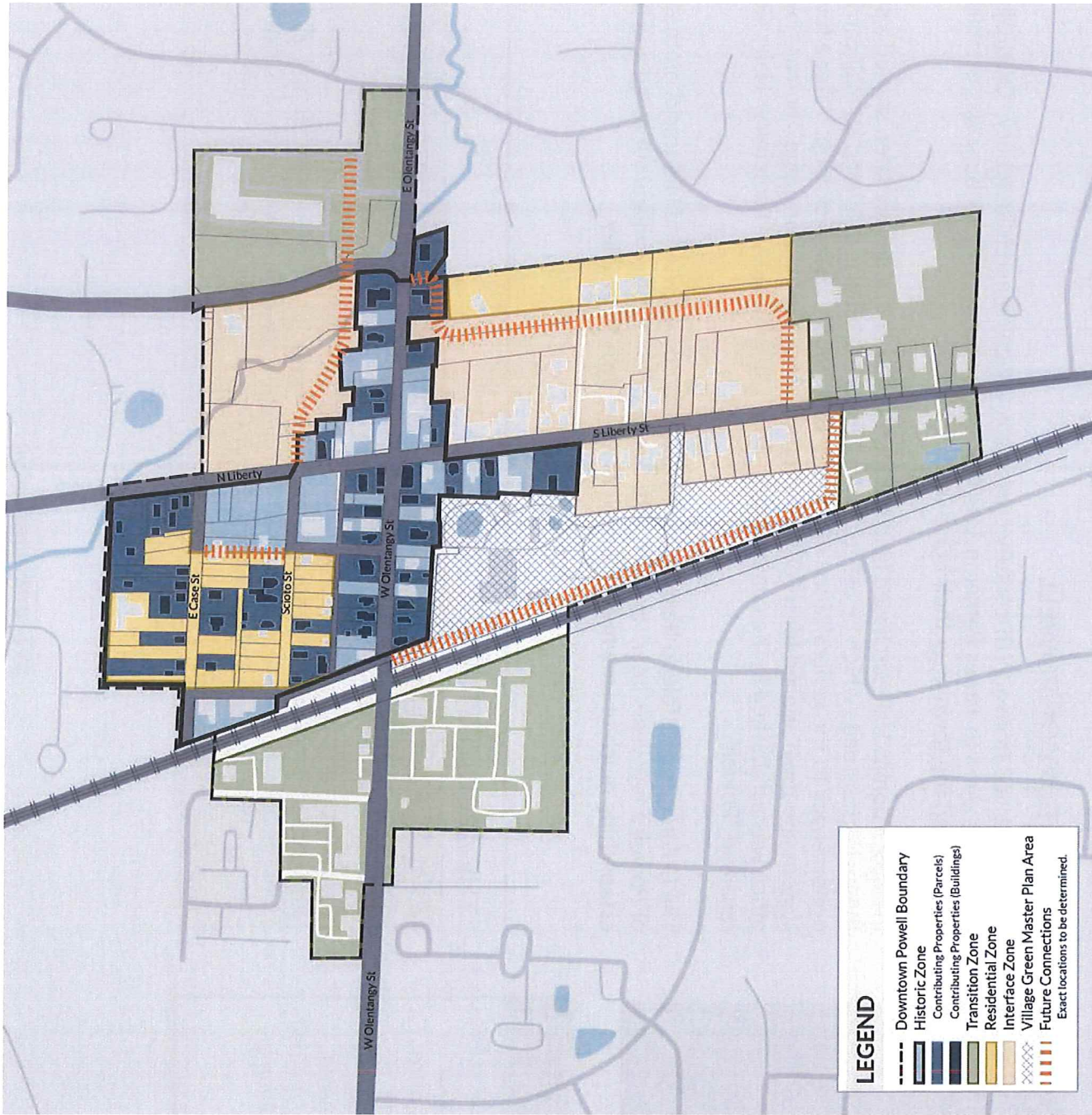
Create complementary documents codes and guidelines that facilitate placemaking and public right-of-way downtown

Promote a collection of similar uses

Activate open spaces

Connect and expand the existing walkable areas Downtown





Map of Downtown Powell

BACKGROUND and HISTORICAL CONTEXT



AERIAL PHOTO / CITY OF POWELL

THE HISTORY OF POWELL

Powell evolved from a 19th-century crossroads village named Middlebury. Originally a 4000 acre land grant given to James Parker in 1800 for military service, Middlebury was established by settlers who named the town after their home in Connecticut.

In 1839, Thomas Hall purchased land around the city and, a decade later, started a small store at the main crossroads which he called “Hall’s Corner”. Mail was delivered by mail carriers on foot or horseback to the general store, where residents would then pick it up. After a few years of this system, the town applied for its own post office. With the help of Judge Thomas Powell, a post office was established in the community in 1857. In gratitude, Middlebury/ Hall’s Corner was renamed “Powell”.

The Columbus and Toledo Railroad was incorporated in 1872 and laid tracks on the west side of Powell a few years later. In 1876, Asa Gordon Hall had the village surveyed and platted, establishing much of Downtown Powell as it’s known to this day.

What is Vernacular Architecture?

Vernacular Architecture refers to building styles created by local communities using methods and materials reflecting their cultural identity and environmental context, and typically not tied to any academic tradition or particular designer.

THE ARCHITECTURE OF POWELL

As of 2026, Powell retains many vernacular Midwestern buildings from the late 1800s to early 1900s. Several of these buildings have been renovated and adapted to modern functions.

Powell’s downtown building stock is largely single-family residential with commercial buildings concentrated around the “Four Corners” intersection of Olentangy Street and Liberty Street. Identification of historically significant buildings along with opportunities for redevelopment and infill is vital as central Ohio’s population continues to grow and development pressures increase.

PLAT OF
VILLAGE OF POWELL
IN R. 19 T. 3 S. E. C. 4. U.S.M. LOTS 30 & 31
LIBERTY TWP. DELAWARE CO. O.

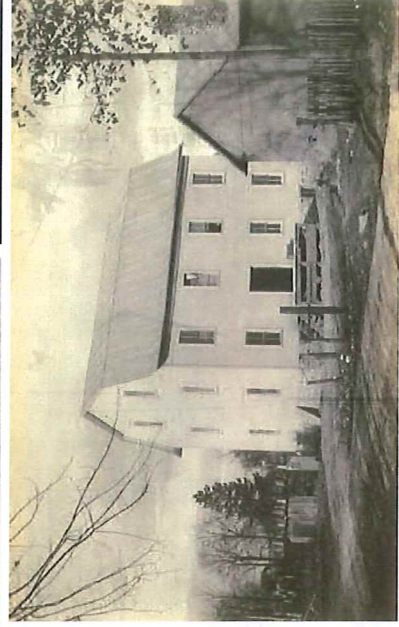
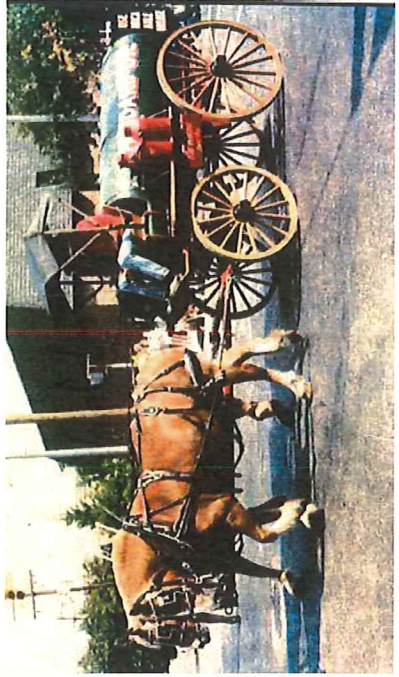
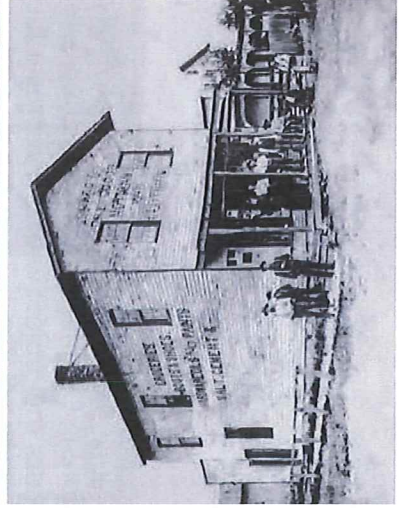
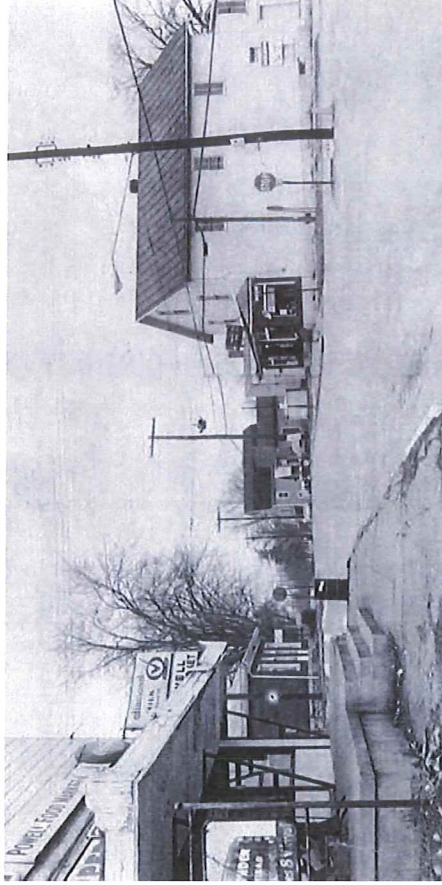
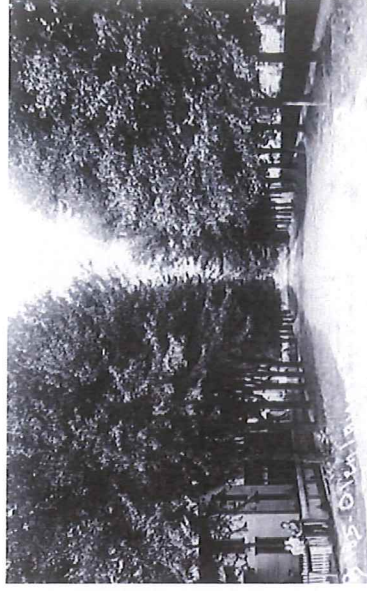
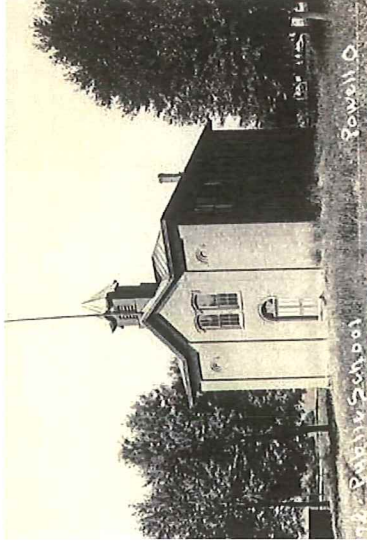
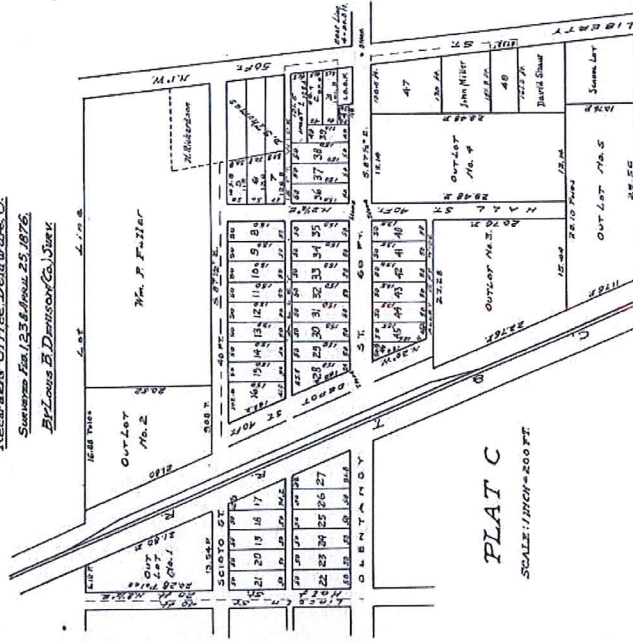
A. O. HALL, Proprietor, Plat Filed May 28, 1876.

Recorded in Plat Book E. pp. 268 & 269, County

Recorder's Office, Delaware Co., O.

Surveyed Feb. 1, 23 & April 29, 1876.

By Louis B. Dimmock (Co.) Surv.



02

PROCEDURES

Why schedule a Pre-Review?

Scheduling a design review before submitting a formal application is highly recommended. A pre-review meeting gives applicants early feedback to incorporate and makes reviewers aware of potential projects.

DESIGN PERMITS and APPLICATIONS

In 2026, the City of Powell launched OpenGov for design and development applications to be completed through an online portal.

Prior to submitting an application for review by the Planning and Zoning Commission, schedule a pre-review meeting to discuss the project with city representatives.

Depending on the project scope, application requirements may vary. Certificates of Appropriateness for Contributing Historic properties are now an additional section on the main application.

All projects must submit an application through the portal for consideration. The application can be found at <https://powelloh.portal.opengov.com/>

For additional information, reference the Development Toolkit on the City of Powell website.

Powell has an online *Development Toolkit* where you can find:

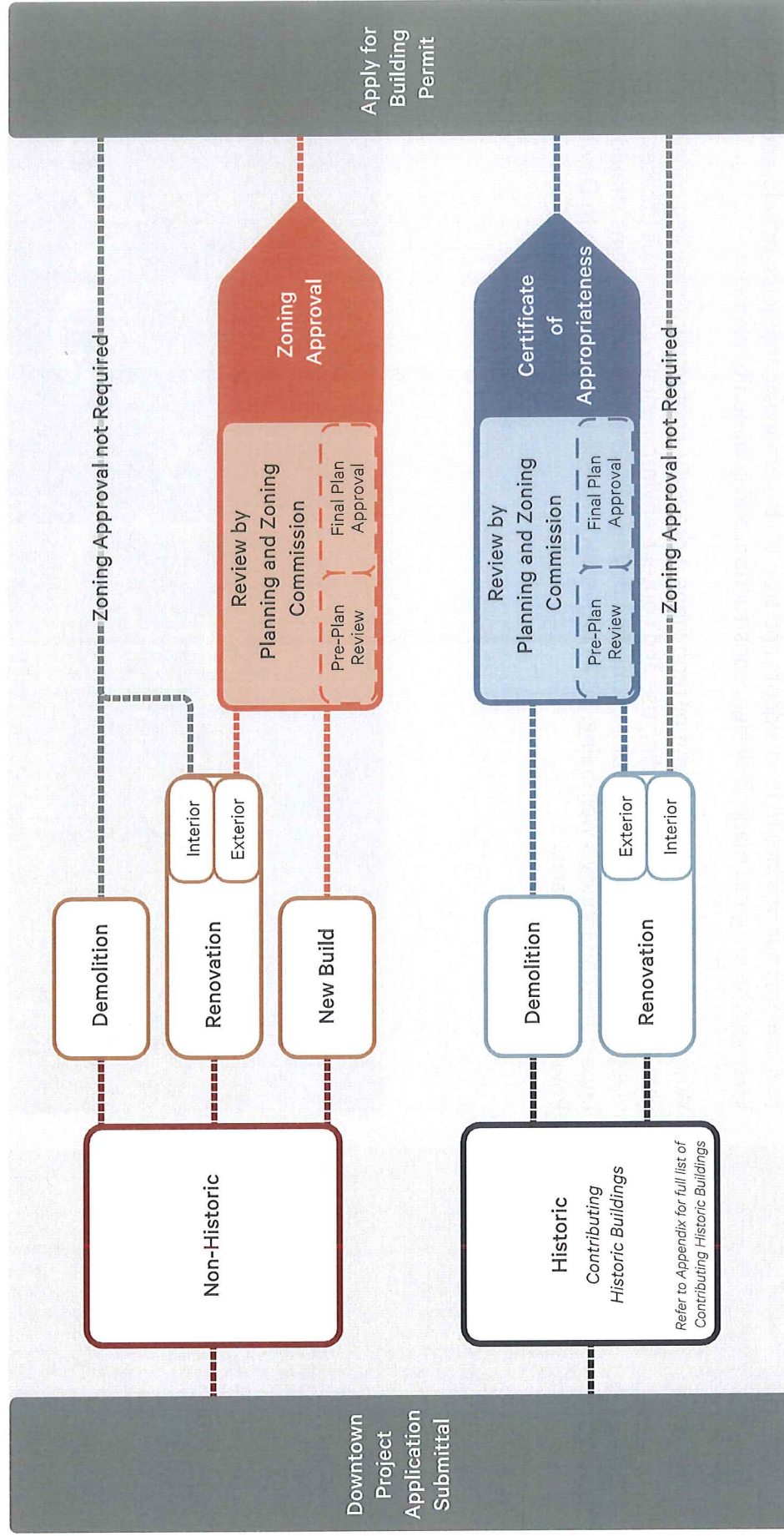
- The Zoning Code
- Residential and Commercial Permit resources
- An interactive city map
- Contact information for Planning Staff

To find the toolkit, navigate to the City of Powell website > Planning Department page



AERIAL PHOTO OF DOWNTOWN / CITY OF POWELL

THE PROCESS



03

CONTEMPORARY DESIGN CONSIDERATIONS

The Concept of "Livability"

Livability refers to a community's quality of life, encompassing the built environment, natural environment, economic prosperity, social stability, and cultural, entertainment, and recreation possibilities.

THE FUTURE of DOWNTOWN

The public image of Downtown Powell and the way in which people move through the district is influenced by the quality of the built environment. For Powell to continue growing in a way that remains appropriate to its residents and true to its vernacular character, development must leverage the progress made in design, construction, and community planning.

When planning new development or renovating a property, contemporary design considerations should be made regarding building use and context, environmentally conscious choices, economic viability, and residents' desire for a connected downtown streetscape.* Designs should positively impact the community's well-being, be inclusive and accessible, and contribute to Downtown Powell's sense of place.



STANFORD LIVING WALL // GARRY BRENNER x DAVID BELIN



BICYCLE PATH // FRANKLIN OHIO MASTER PLAN

*While these are not standards which will be used to evaluate proposals, they are encouraged to help preserve and elevate Downtown Powell's character.

Contemporary Design Considerations

CONTEMPORARY DESIGN CONSIDERATIONS

PLACEMAKING

A collaborative approach to designing and managing public spaces that prioritize peoples health, happiness and well-being.



WELL-BEING

Also known as 'quality of life,' a measure of the health and happiness of a person or community.



SUSTAINABILITY

The avoidance of the depletion of natural resources during the construction process and throughout a building's lifetime.



WALKABILITY

The measure of how friendly an area is to pedestrians.



INCLUSIVITY & ACCESSIBILITY

The practice of designing spaces to be enjoyed by people spanning the full spectrum of human diversity.



BRANDING & UNIQUENESS

The ability of an entity to showcase who they are through design decisions.



LANDSCAPE & SIGNAGE

Landscaping and signage should be part of a building's overall design and character.



RESILIENCE OF INVESTMENT

The ability of an investment in the built environment to establish and built value over time.



PLACEMAKING

Placemaking is a collaborative approach to designing and managing public spaces that prioritize people's health, happiness and well-being. Although the idea of placemaking is not new, it is a renewed priority in Downtown Powell that strives to bring people together in meaningful ways.

Placemaking efforts start by identifying vacant lots or underutilized spaces which have the potential to transform into temporary or permanent social gathering places. Placemaking efforts can be undertaken by anyone- the city and individual residents included- and often are most successful when community-driven.

Placemaking belongs to everyone.



POP-UP COMMUNITY EVENT // PROJECT FOR PUBLIC PLACES



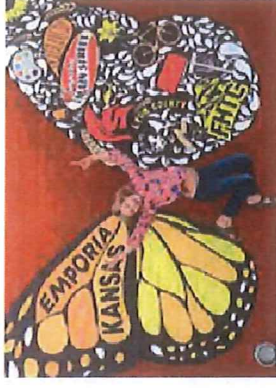
CITY OF POWELL

IDEAS FOR PLACEMAKING

- Public art and interactive installations
- Pop-up community event spaces
- Temporary parklets that activate underutilized hardscape
- Versatile street furnishings, outdoor seating, and dining areas
- Landscaped plazas and pocket parks
- Gateway elements and other connections that celebrate special spaces
- Building design that invites public interaction

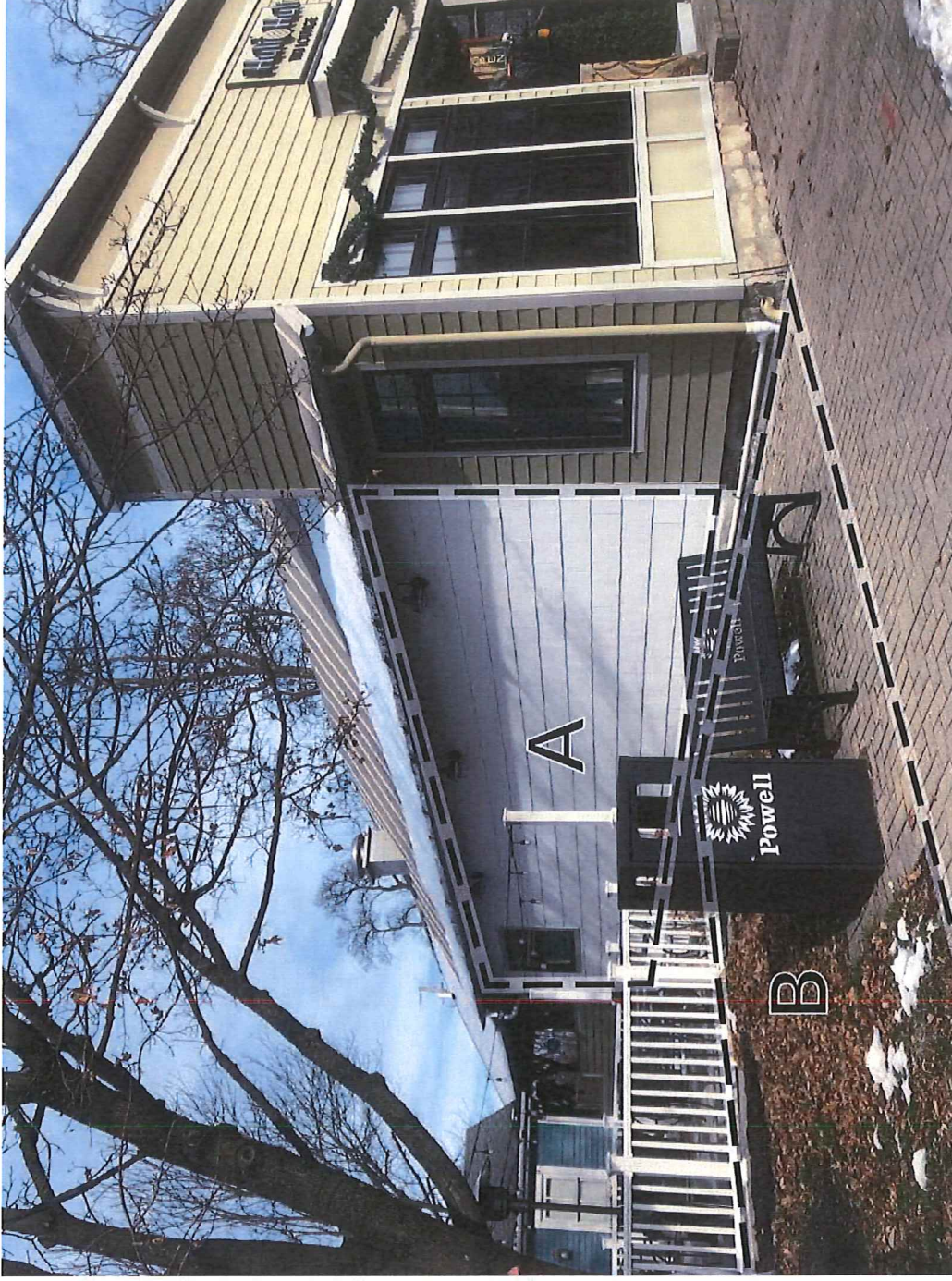
PLACEMAKING OPPORTUNITIES

- A. Public Art or Mural
Appropriate on a public-facing blank commercial facade.



- B. Pocket Park

A small park that is accessible to the general public, can include plantings, seating, and public engagement opportunities.



26 West Olentangy, west of Huli Huli // Opportunity for placemaking in blank facade and underutilized public space

WELL-BEING

Well-being, also known as 'quality of life,' is a measure of health and happiness. Communities with a comfortable physical environment, access to fresh air and light, neighborhood services, economic opportunities, and places to experience the public realm experience higher levels of well-being.

Residents, property owners, and developers alike are encouraged to consider the impact of their building(s) on the well-being of occupants and neighbors when making design decisions. How the built environment interacts with the natural, including views and green spaces, are among top considerations for positively impacting quality of life.

While a building's effect on well-being is complex, there are small steps that can be taken to prioritize the health and happiness of the greater community.



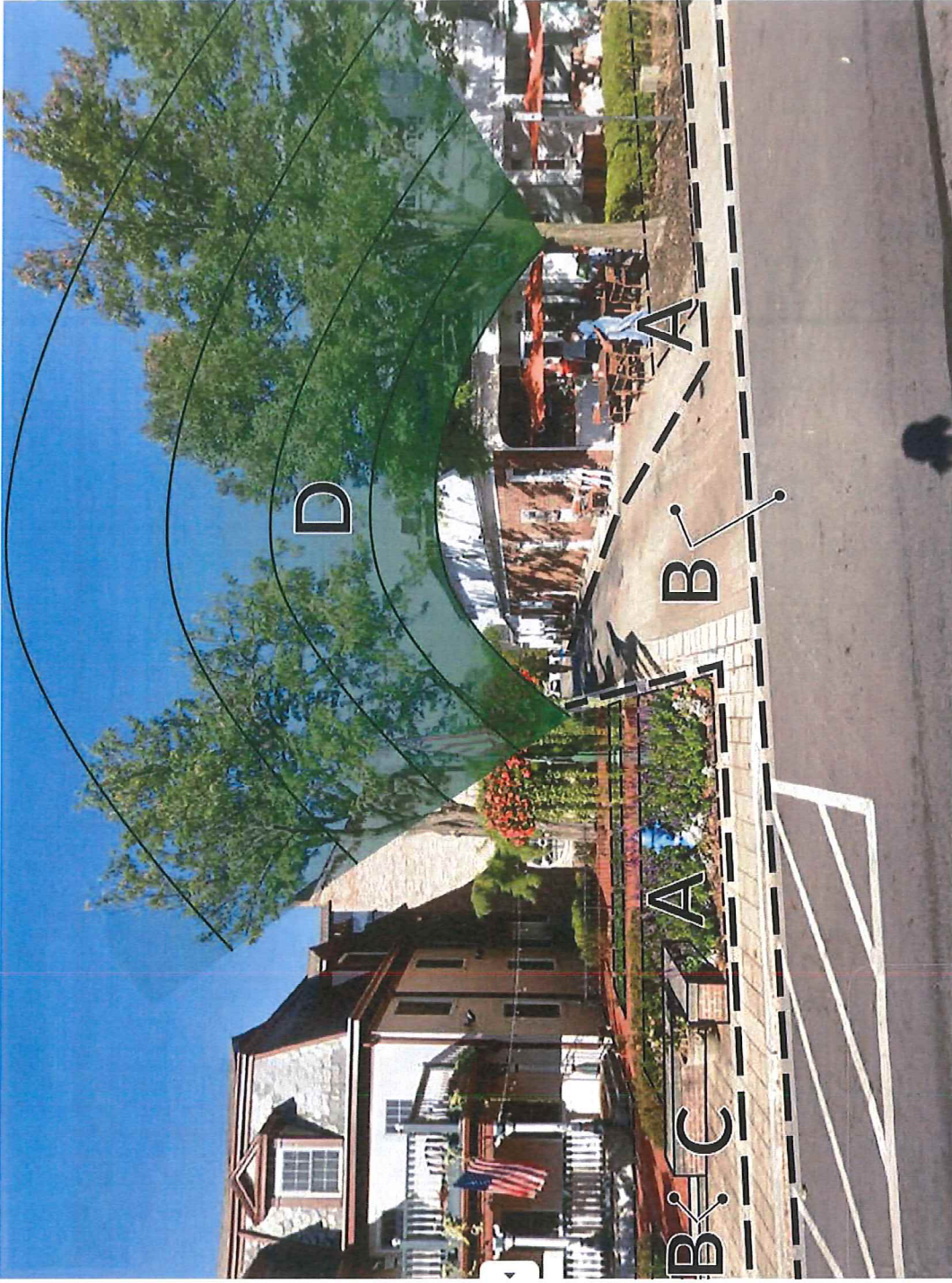
CITY OF POWELL

WELL-BEING CONSIDERATIONS

- Consider occupants' views out from within the building
- Ensure occupants of the building have ample access to natural light
- Design both the interior of the building and the streetscape to encourage movement
- Consider incorporating plantings and natural elements into the interior building design
- Design the site around the building to include green space for occupants
- Provide shade trees for hot days and ensure ice-free, sunny spaces in winter
- Consider the site's connection to existing green spaces and pedestrian pathways
- Prioritize community safety through lighting, signage, and accessible entry



NATURAL LIGHT // SANSA INTERIORS



STREETSCAPE ELEMENTS

- A. **Designated Greenspace**
Plantings within the streetscape zones that buffer vehicle traffic and enrich the pedestrian experience.
- B. **Material Changes**
The use of texture and color change to indicate a change in streetscape zone.
- C. **Multi-Purpose Features**
Site elements such as landscape walls and inset pockets that pedestrians can use in a variety of ways.
- D. **Tree Canopy**
Mature trees lining a pedestrian or vehicle path to create a continuous overhead cover.

West side of High Street, Worthington, Ohio // Streetscape that promotes well-being: careful changes in material, purposeful hardscape, and a liberal use of various planting elements create a rich, soft-feeling streetscape that provides pockets of relief for pedestrians.

SUSTAINABILITY

For the purpose of these Guidelines, the concept of sustainability refers to the avoidance of the depletion of natural resources during the construction process and a throughout a building's lifetime.

Using sustainable building strategies not only positively impacts the long-term health of the planet with a lower carbon impact; it enriches the quality of life of residents through connection to the natural environment.

Sustainable design considers access to sunlight, how water is processed, how energy is generated and utilized, choice of building materials, how existing structures are reused, and overall carbon impact of a building.



PARKLY x INNOGREEN GREEN WALL, 2023

High Performance Building Design

Several programs and strategies are available to help reduce a building's energy and water usage. LEED, Passivhaus, and zero energy buildings are strong options to research and evaluate alongside your design professional.

SUSTAINABILITY CONSIDERATIONS

- Reuse and/or retrofit existing buildings when possible
- Consult with design professionals who are experts in sustainability
- Maintain access to natural sunlight and air for building occupants and adjacent residents
- Use green infrastructure such as green roofs or living walls for occupant access to nature and innovative stormwater management
- Use pervious paving options where appropriate
- Consider outdoor common spaces as part of the building design
- Consider use of alternative energy sources such as solar panels

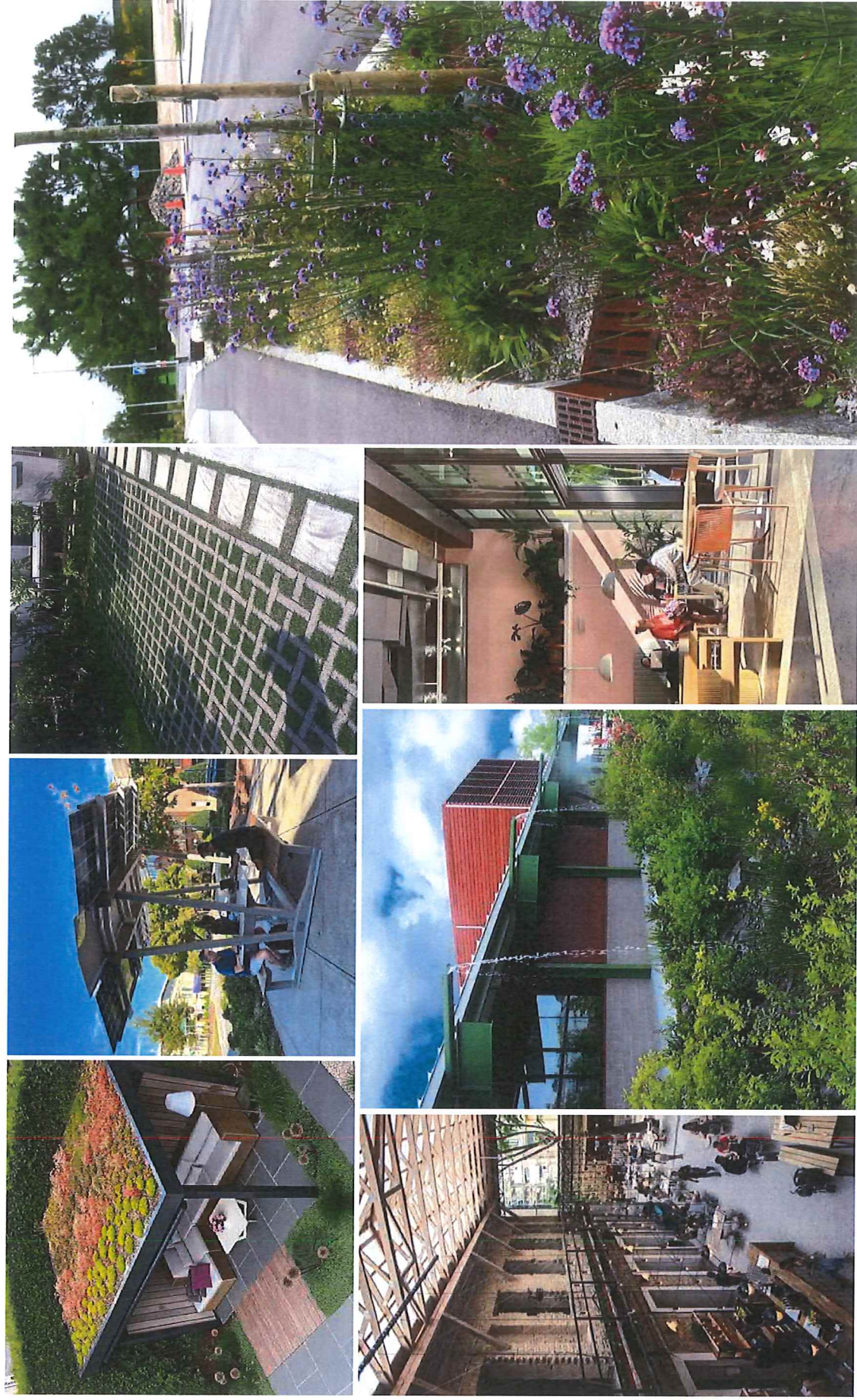


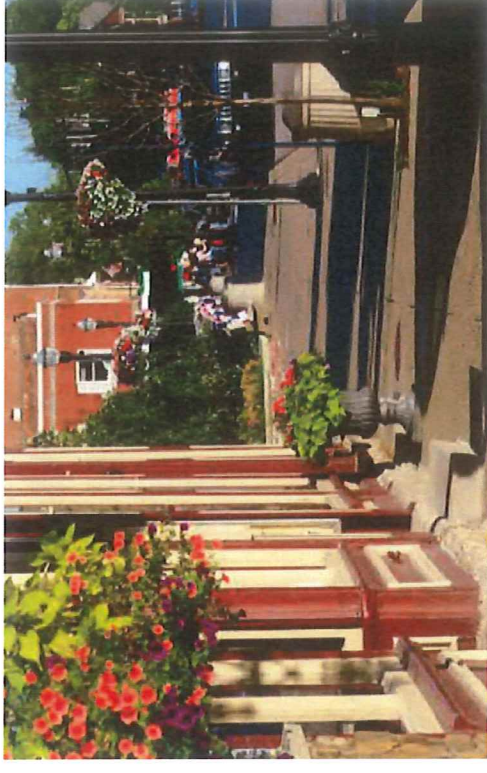
PHOTO CREDITS // TOP LEFT: PAUL ACKERLEY, TOP MIDDLE: HAVEN SOLAR SHELTER, TOP RIGHT: PINTEREST, BOTTOM LEFT: MILLER HULL PARTNERSHIP, BOTTOM RIGHT: SALATA CAFE LEBANON, FAR RIGHT: BLUEGREENGREY SYSTEMS

WALKABILITY

Walkability is a measure of how friendly an area is to pedestrians. Portions of Downtown Powell are currently walkable while others are not. Making Downtown Powell fully walkable requires a commitment from the City, residents, property owners and developers to invest in and maintain pedestrian pathways.

Improving walkability will attract more people to spend time in Downtown Powell, building a stronger community and increasing the viability of businesses.

Several elements work together to create a walkable downtown, and should be implemented together rather than in isolation.



STREETSCAPE // DOWNTOWN FRANKLIN MASTER PLAN



DOWNTOWN FRANKLIN MASTER PLAN

WALKABILITY CONSIDERATIONS

- Provide continuous sidewalks and pedestrian pathways without gaps
- Design safe pedestrian crossings, using signals, signage and material changes as visual cues for motor vehicles
- Provide pedestrian zones of appropriate widths for comfortable two-way traffic and with sufficient buffer from vehicle zones
- Install appropriate lighting for visibility of and by pedestrians
- Diversify downtown amenities and provide space for gathering
- Consider smaller setbacks of commercial buildings to encourage pedestrian interaction

STREETSCAPE ZONES

A. Frontage Zone

Area bordering a building, gives space for privacy or screening, pedestrian ingress and egress, signage, seating, and other building-specific elements.

B. Pedestrian Zone

An unobstructed pedestrian pathway or a different material than frontage and curb zones, includes pedestrian curb cuts. Minimum width is required between vertical elements.

C. Curb Zone

Area bordering the street, includes trees and other plantings, bike parking, furnishings, street lights, utility elements, and curb cuts for vehicles.



North side of East Olentangy // **Not a walkable streetscape:** no material differentiation or physical separation between pedestrian zone and roadway, large frontage zone for private landscape where pedestrian traffic is an after-thought. This scenario can be improved by installing plantings in the curb zone and updating the sidewalk material.

INCLUSIVITY and ACCESSIBILITY

Inclusivity and accessibility are the practices of designing spaces to be enjoyed by people spanning the full spectrum of human diversity.

While meeting accessibility code requirements* is critical, inclusive design encourages going beyond the bare minimum to create an environment free from barriers for all ages, abilities, cultures, and neurotypes, among other diversities.

By creating spaces that are equitable in use without stigmatizing, Downtown Powell welcomes more people to enjoy all it has to offer and contribute to the greater community in unique ways.



INCLUSIVE SEATING IN GERMANY // RICHARD DOUGHERTY

Accessibility in Existing and Historic Buildings

When considering a renovation of an existing building, evaluate and incorporate accessibility options during design.

For accessibility in historic buildings, refer to preservation and rehabilitation

INCLUSIVITY and ACCESSIBILITY CONSIDERATIONS

- Ensure universal access is located at the primary public entrance
- Design a clear, intuitive spatial layout with circulation routes that are easy to identify and access
- Avoid obstructions in walkways and implement zero-threshold doorways
- Utilize intentional transitions in material as tactile queues
- Install high-contrast signage with braille
- Allow for flexibility in ways to approach a task or navigate an environment
- Use adjustable lighting and acoustic dampening to accommodate sensory differences

*For accessibility requirements, refer to national accessibility standards found in ANSI and ADAAG. Consult a design professional to ensure compliance with any relevant requirements.



PHOTO CREDITS // TOP LEFT: CASEY DUNN, TOP MIDDLE: POLYWORKS STUDIO, TOP RIGHT: ARCHITECTUS S/S, BOTTOM LEFT: TOOLE DESIGN, BOTTOM MIDDLE: TRAVEL WAYFINDING, BOTTOM RIGHT: MARCELO ROUX

BRANDING and UNIQUENESS

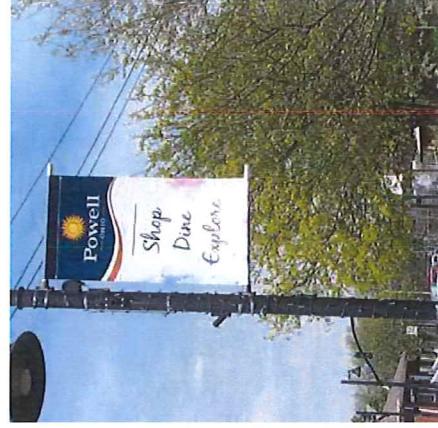
Branding is a tool by which an entity can communicate their identity and showcase what makes them unique. Successful branding fosters a feeling of connection and belonging, contributing to the overall comfort and enjoyment of residents and visitors alike.

On a macro scale, branding can be applied at a city-wide level to public amenities such as street furnishings, wayfinding, and gateway elements to help define Downtown Powell's identity. On a micro scale, branding is used by businesses to increase visibility and spark interest in potential patrons through window appliques, displays, signage, colors, fonts, and logos.

Private entities should employ branding elements of a unique visual style that complement Downtown Powell's local character, positively contributing to the city's overall cultural identity.



50 S LIBERTY, 2026 // SSOE GROUP



POWELL FLAG SIGN, 2026 // SSOE GROUP

BRANDING and UNIQUENESS CONSIDERATIONS

- Consider any branding guidelines of the City of Powell prior to implementation
- Think about what makes the business and/or service unique
- Consider the intended message and audience
- Consider sponsoring or hosting community events as a way to contribute to the local community
- Ensure that branding strategies promote well-being and create an enjoyable experience for patrons of downtown
- Integrate branding elements at the pedestrian-scale to reinforce walkability

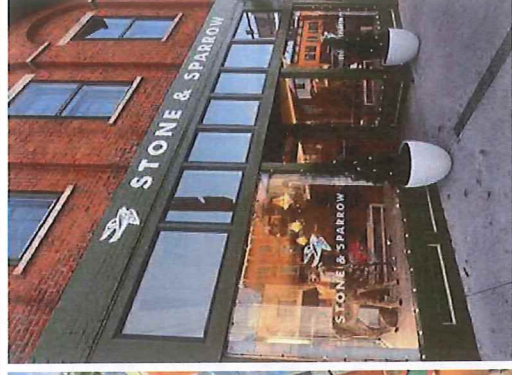
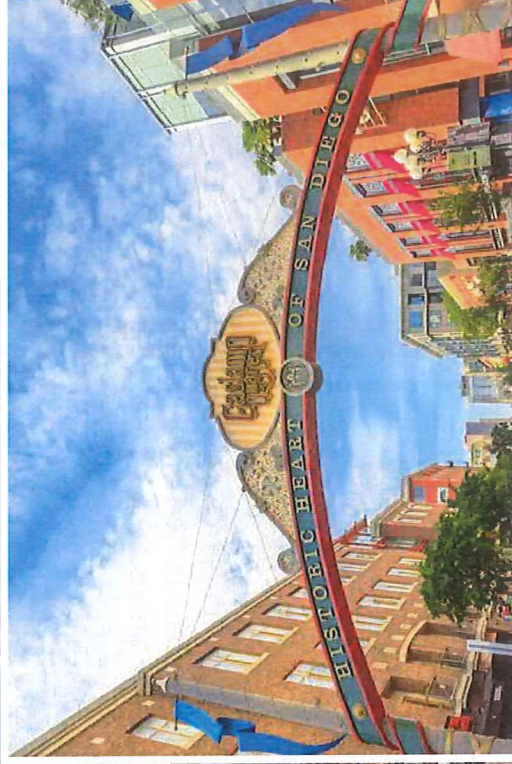
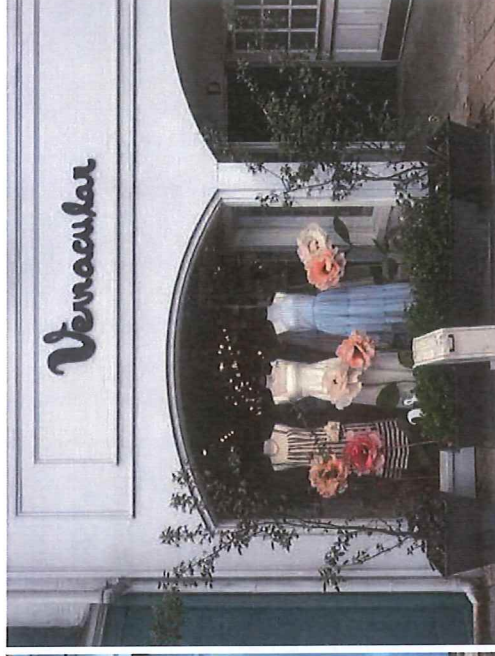
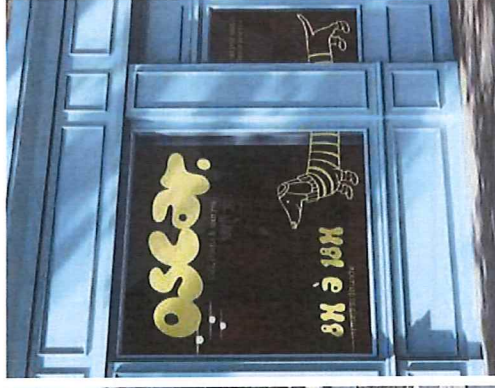


PHOTO CREDITS // TOP LEFT: CITY OF CINCINNATI, TOP MIDDLE: STUDIO CITRON, BOTTOM LEFT: MUTTS, BOTTOM MID LEFT: MILAN DESIGN WEEK, BOTTOM MID RIGHT: BENEDETTA BARBANTI, BOTTOM RIGHT: STONE AND SPARROW

LANDSCAPE and SIGNAGE

Landscape and signage should be part of a building's design and character while contributing to the overall experience of Downtown Powell.

Though businesses or services offered may vary, signage placement and scale must be considered during design. Tenants, business owners, and other parties should implement signs that integrate well with the building design while showcasing unique branding elements.

Thoughtful landscape design can help a building seamlessly integrate into its existing context. Street trees, tree canopies, vehicle traffic buffers and parking lot screening are all important landscape considerations.



DOWNTOWN POWELL, 2026 // SSOE GROUP



JOE AND THE JUICE // CHICAGO, IL

LANDSCAPE and SIGNAGE CONSIDERATIONS

- Consider how signs can promote a brand while complementing the building's character
- Consider the existing landscape context and how the landscape plays a part in its continuity
- Contribute to the growing tree canopy with street trees that contribute color and texture
- Screen any on-site parking lots with appropriate plantings, such as hedges
- Orient signage toward pedestrian traffic
- Employ unique branding elements in both building-applied and free-standing signage
- Include electrical connections within treewell areas or other landscaping
- Reintroduce water into the landscape in functional and symbolic ways

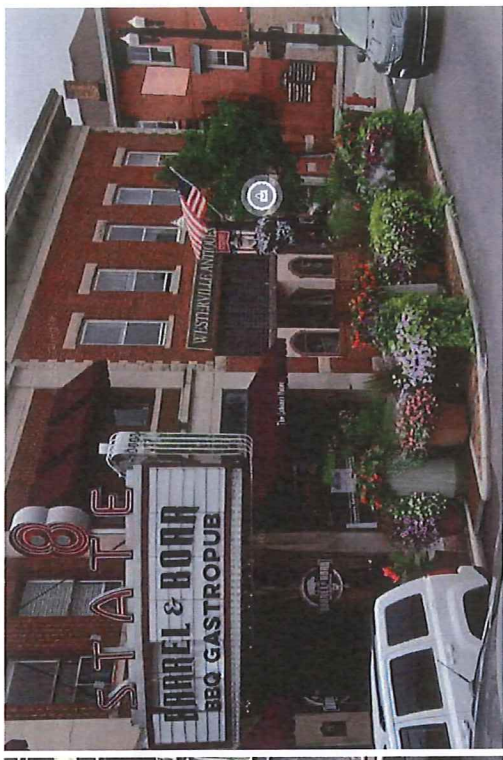
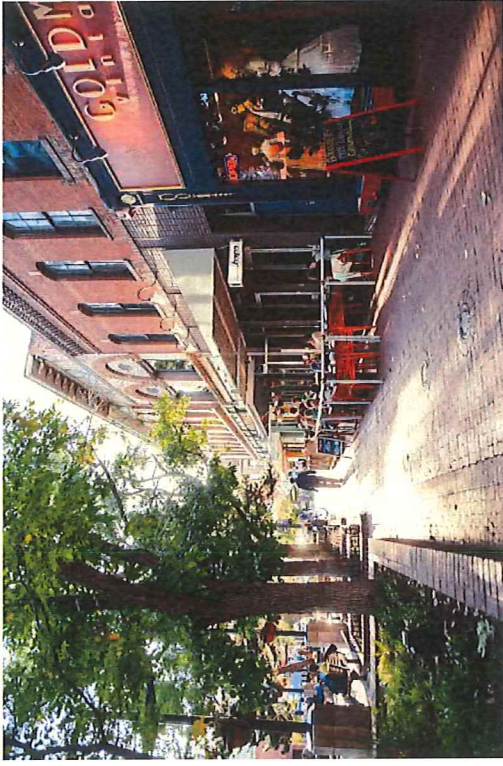
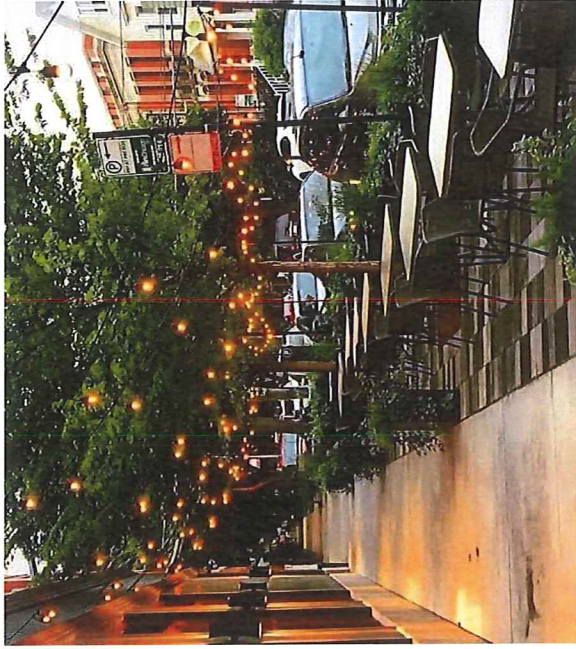


PHOTO CREDITS // TOP LEFT: CODA DI VOLPE, TOP MIDDLE & BOTTOM RIGHT: SLOE GROUP, TOP RIGHT: SPRING HOPE PHOTO, BOTTOM LEFT: CITY OF BOULDER, BOTTOM MIDDLE: PINTEREST

RESILIENCE of INVESTMENT

Resilience of investment refers to the ability of an investment in the built environment to establish and build value over time. As Downtown Powell evolves, the right investments support existing local businesses and catalyze future growth.

During public engagement, residents voiced a strong desire for more family-friendly environments, activity-based programming for all ages, and additional opportunities for entertainment. It will be critical to fill these gaps in offerings, enriching the ability for people to fulfill both professional and leisure activity needs in Downtown Powell. Creating a healthy and balanced mix of uses will help the area become economically sustainable.



MIXED USE DEVELOPMENT // PALISADES VILLAGE, CA



THE SWING // BOSTON, MA

RESILIENCE of INVESTMENT CONSIDERATIONS

- Build for the future- consider the lifespan of a building, creating structures of enduring quality that can be repurposed and live several lives
- Encourage reuse and adaptation of existing buildings
- Consider the role of sustainability in building resilience
- Plan for equity in the built environment, focusing on inclusion and spaces for all
- Utilize mixed-use developments to meet several community needs at once
- Utilize multi-purpose spaces for flexible programming
- Understand how the goals, needs, and wants of the community may change over time

THIS PAGE IS INTENTIONALLY LEFT BLANK

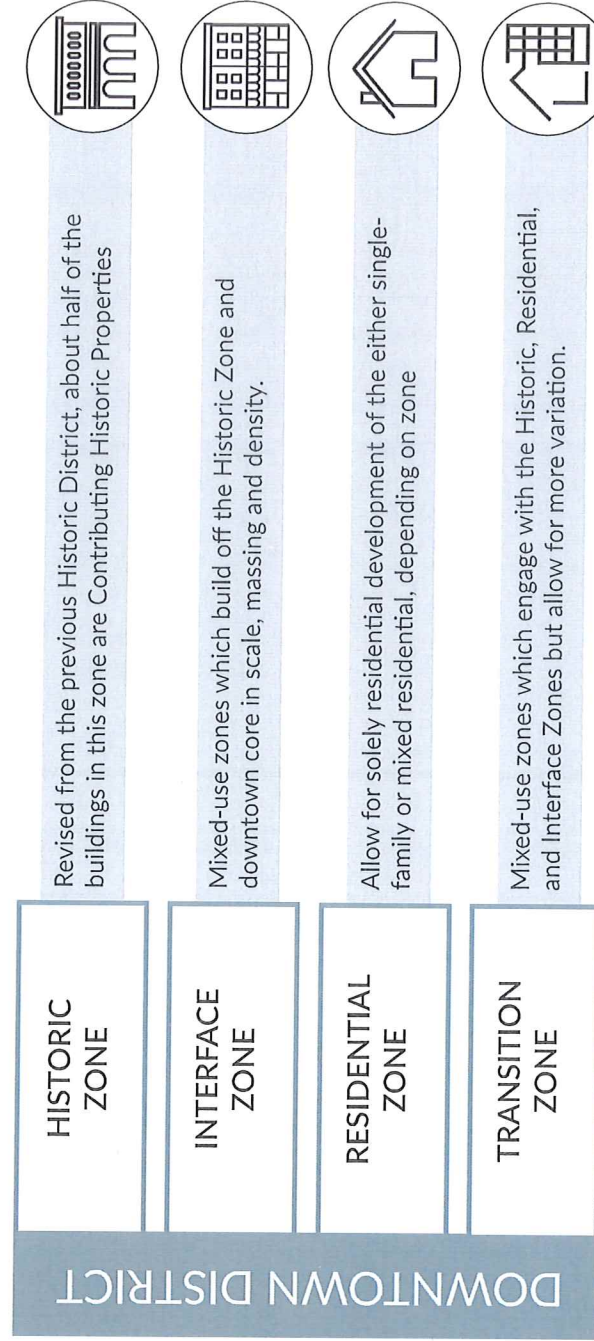
04

DESIGN ZONES

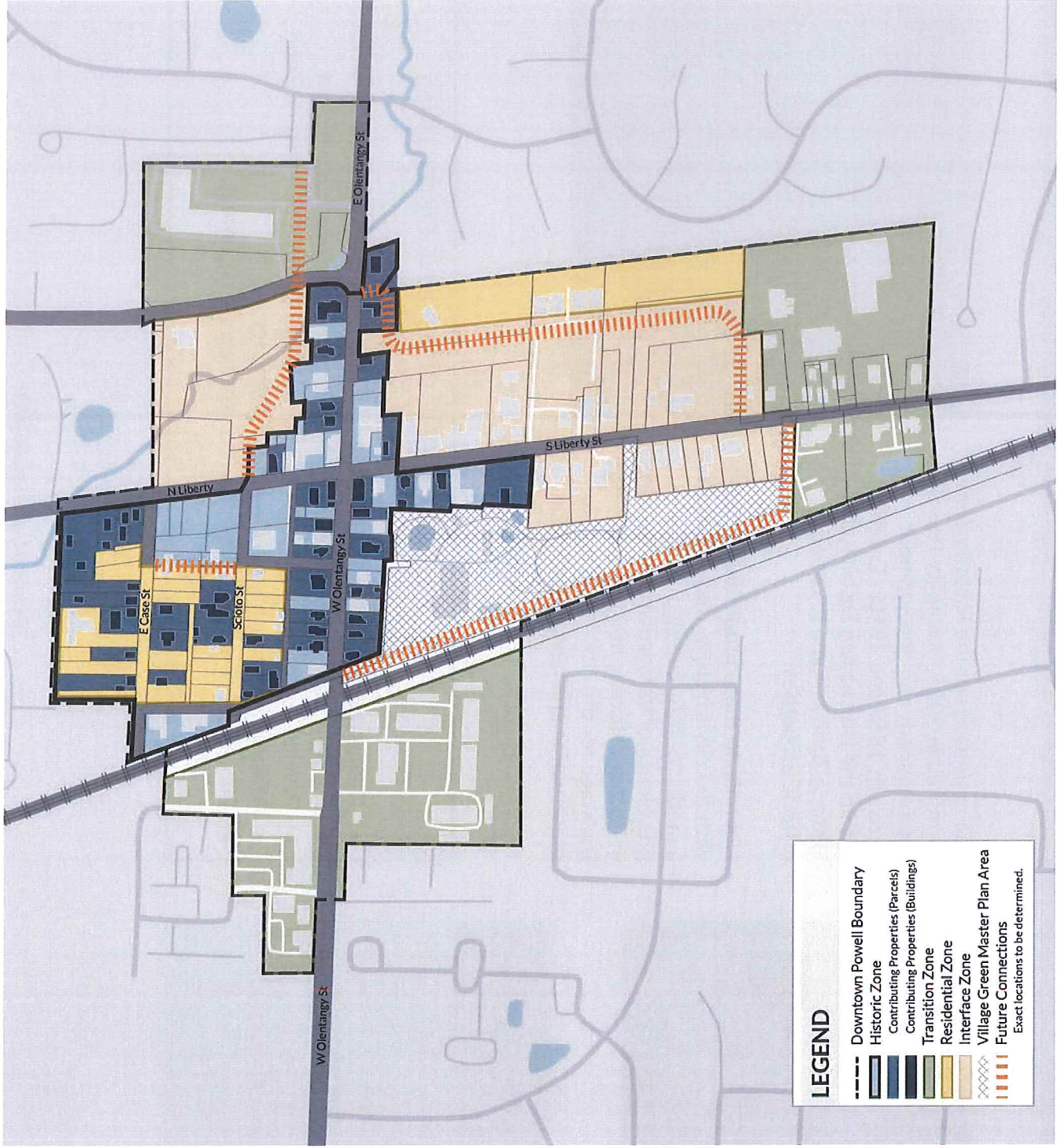
DOWNTOWN POWELL

To better understand Downtown Powell's assets and areas of opportunity, the City engaged Designing Local, experts in Historic Preservation and Pizzuti Solutions, experts in Master Planning, to separately undertake efforts to assess two assets vital to the future of the City of Powell. In 2025, Designing Local surveyed 79 buildings within the existing downtown boundary and identified Contributing Historic Properties according to the standards set by the Ohio State Historic Preservation Office. Around the same time, Pizzuti began the Village Green Master Plan process, exploring how the City's Village Green can further elevate the Downtown District.*

Informed by survey findings and community feedback, and based on location, existing use patterns, and availability of redevelopment potential, new development zones or "Design Zones," were designated. These Design Districts are intended to guide future development in Downtown Powell, working together to create a vibrant, thriving community fabric. Guidelines and maps for each district can be found on the following pages.



*Resources from Designing Local's and Pizzuti Solutions' research can be found in the Appendix.



LEGEND

- Dashed line: Downtown Powell Boundary
- Dark blue: Historic Zone
- Light blue: Contributing Properties (Parcels)
- Yellow: Contributing Properties (Buildings)
- Green: Transition Zone
- Orange: Residential Zone
- Cross-hatched: Interface Zone
- Hatched: Village Green Master Plan Area
- Orange dashed line: Future Connections
- Text: Exact locations to be determined.

Map of Downtown Powell's Design Districts

HISTORIC ZONE



The boundaries of the Historic Zone, identified in 2025, exemplify Powell's establishment and development between 1859 and 1940. Located within the Downtown District, the Historic Zone is home to over 50 historic properties.

Not only do these properties connect with the city's history, they establish a model for future design. The prevalence of Vernacular architecture in Powell's Historic building stock sets the stage for the city's approach to preservation and new construction.



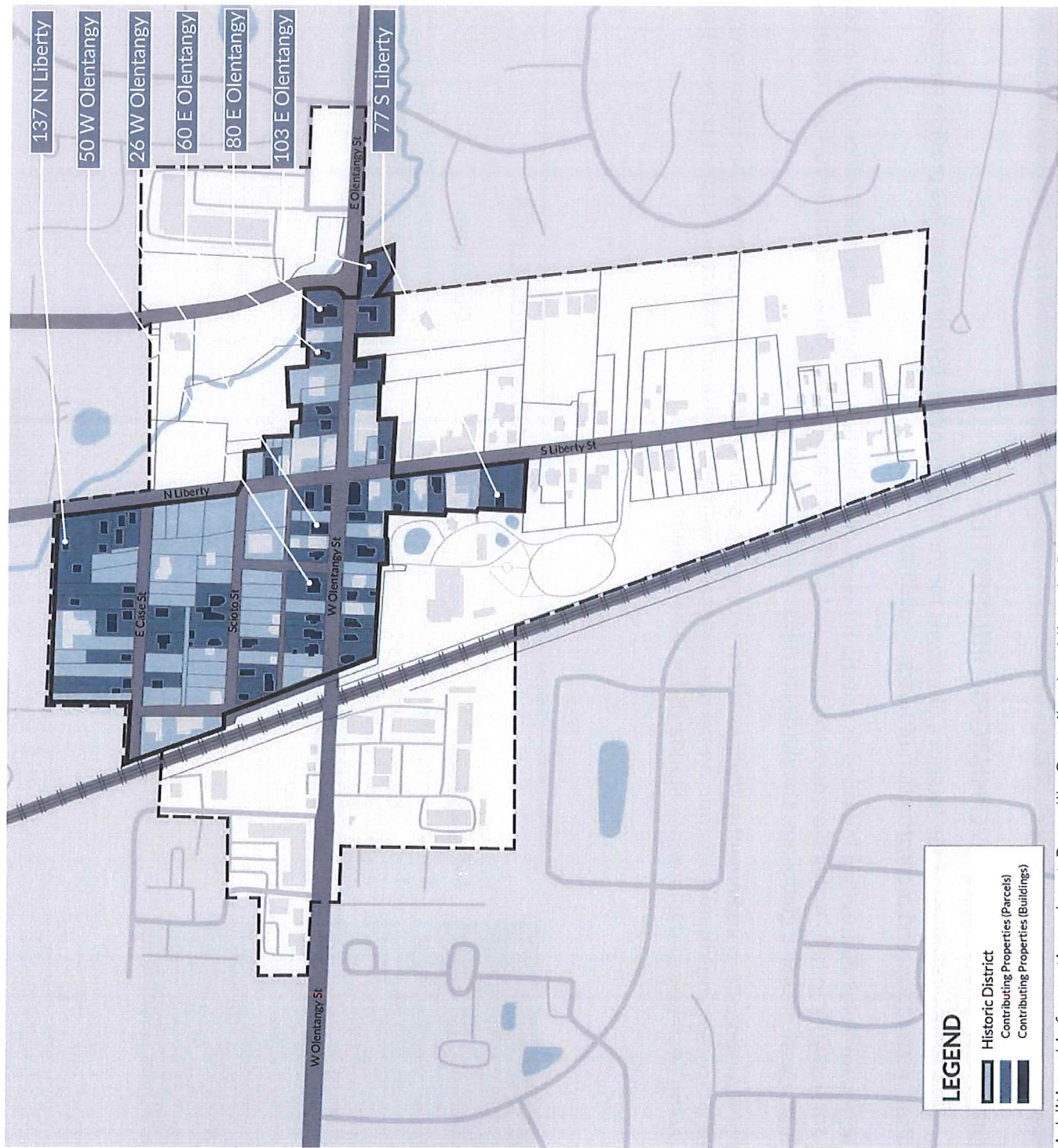
LOOKING EAST DOWN WEST OLENTANGY STREET IN THE EARLY 1900S.
COURTESY OF THE POWELL-LIBERTY HISTORICAL SOCIETY

What is a Contributing Historic Property?

A Contributing Historic Property, as defined by the National Park Service, is a property within a historic district that retains historic significance and integrity, and contributes to the period of significance and history of the district.

HISTORIC ZONE GUIDELINE OBJECTIVES

- Define the Historic Zone boundary
- Formally designate Contributing Historic Properties within the district
- Provide guidance for the treatment of properties within the Historic Zone
- Maintain Powell's unique downtown character
- Encourage new development that is sensitive to its context



Additional information about Powell's Contributing Historic Properties can be found in the Appendix.

HISTORIC ZONE

TREATMENT OF CONTRIBUTING HISTORIC PROPERTIES

At a national level, the Secretary of the Interior's Standards for the Treatment of Historic Properties provide guidance for preservation, rehabilitation, restoration, and reconstruction of historic buildings.

The Standards for Rehabilitation are intended as criteria for work on all historic properties, and are widely used at both state and local levels as a framework to help building owners and municipal staff make appropriate choices in planning for the long-term preservation of historic properties. Unlike guidelines, standards are rules that must be adhered to.

The City of Powell seeks to implement guidelines which set forth best practices for development within Downtown Powell. As part of these best practices, Contributing Historic Properties designated within the Historic District are subject to the national standards as defined by the Secretary of the Interior's Standards for Rehabilitation.

What is

Historic Rehabilitation?

Rehabilitation, as defined by the National Park Service, acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character.

STANDARDS vs. GUIDELINES

Standards

- are mandatory requirements that must be met in order to be considered compliant
- do not allow for variation in method or end result
- are specific and set clear benchmarks for performance and quality
- are limited in application and narrow in scope

Guidelines

- are best practices that allow for flexibility in order to achieve a general aesthetic and/or functionality
- increase public awareness about the vision for a district
- provide a basis for understanding and evaluating the design quality of proposed projects within a particular area
- are general in application and broad in scope

Secretary of the Interior's Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alterations of features and space that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Above are the Secretary of the Interior's Standards for Rehabilitation at the time this document was published. Refer to the National Park Service website for the current Standards and additional guidance on the treatment of Historic properties.

HISTORIC ZONE

EXAMPLES OF CONTRIBUTING HISTORIC PROPERTIES

Successful renovations of Historic properties previously completed in Powell should be used as references. Examples are provided on the next several pages.

137 NORTH LIBERTY STREET, RESIDENTIAL

Maintaining the Character of Contributing Historic Properties

- Keep massing largely intact
- Maintain window and door size and placement
- Maintain roofline
- Additions should be subordinate to the main building
- Maintain neutral coloring
- Restore features that may be deteriorating, to the extent possible
- Plantings complementary to the structure
- New site features (parking, etc) complementary to the natural grade of the site



137 NORTH LIBERTY, CA, 2020/ CITY OF POWELL



137 NORTH LIBERTY, 2025/ CITY OF POWELL

137 North Liberty is a residential structure built in 1915, undergoing a significant renovation in 2022. Though several modernizations are evident, the Owner preserved the existing character of the Historic home. Identifying features visibly translate from the before-renovation to the after-renovation version of the home, including the upper level dormer window, the accessory building and driveway location, the window and main entry door placements, and the roofline. A side addition aligns with the existing structure massing, roofline, and opening pattern, and the front porch highlights rather than conceals the existing facade. Neutral colors maintain the Historic color palette.

60 EAST OLENTANGY STREET, NOW COHATCH ANNEX



60 EAST OLENTANGY, 2009/
POWELL-LIBERTY HISTORICAL SOCIETY



60 EAST OLENTANGY, 2026 / CITY OF POWELL

Previously a residential structure, 60 East Olentangy is an adaptive reuse converted into an annex for a new build coworking space directly to the west. The Owners undertook substantial efforts to maintain the Historic character of the existing building by modernizing the windows and doors for energy efficiency while maintaining original locations and sizes, uncovering and restoring the original siding, and reworking the existing exterior stair into a secondary first floor entry. The structure remains recognizable in its presentation to the public although its function has changed.

HISTORIC ZONE

26 WEST OLENTANGY STREET, NOW HULI HULI TIKI LOUNGE



PLUMMERS TRADING POST, CA. 1960/ POWELL-LIBERTY HISTORICAL SOCIETY



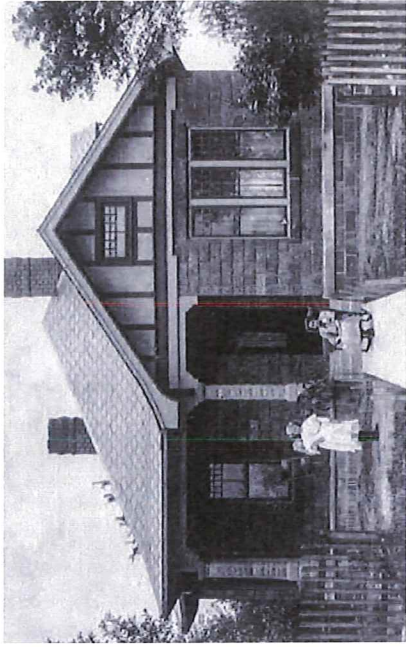
A CERTAIN CHARM ANTIQUES, 2008/ CITY OF POWELL



HULI HULI TIKI LOUNGE, 2025/ SSOE GROUP

Built in 1890, 26 West Olentangy has been home to many commercial uses. Multiple renovations have kept the original building proportions, including the roof slope and facade height. The main entry inset is still visible, and the window height off the ground has remained consistent through time. Use of a neutral color palette defers attention to the building's Historic character. Though the most recent renovation made improvements to accommodate a new use, the original building remains recognizable.

80 EAST OLENTANGY STREET, NOW 80 EAST SOCIAL CLUB



80 EAST OLENTANGY RESIDENCE. EARLY 1900s/ POWELL-LIBERTY HISTORICAL SOCIETY



80 EAST OLENTANGY RESIDENCE. 2009/ POWELL-LIBERTY HISTORICAL SOCIETY



80 EAST, 2025/ CITY OF POWELL

Built in 1908 as a residence, 80 East Olentangy is one of few glass block structures in Powell. In 2022, the house was restored and expanded for use as a private business. 80 East successfully honors the past with a modern touch by restoring original building materials, reworking the site with respect to original topography, and constructing a rear addition that seamlessly integrates with the original structure.

HISTORIC ZONE

TREATMENT OF NON-HISTORIC PROPERTIES WITHIN THE HISTORIC ZONE

Approximately fifty percent of the properties within the Historic Zone are not classified as Contributing Historic Properties. Just as preservation of Contributing Historic Properties is important to maintaining Powell's unique character, opportunities for infill and redevelopment within the Historic Zone are vital to the growth that will create a thriving community for current and future residents.

Non-contributing buildings within the Historic Zone are encouraged to:

1. Evaluate adjacencies and proximity to Contributing Historic Properties.

Design should not detract from the historic character of a Contributing Historic Property.

2. Integrate into the existing built environment.

Attention should be paid to scale, massing, and proportion in relation to surrounding buildings.

3. Employ contemporary materials and construction methods.

Seek to enhance the character of existing development and elevate Powell visually.

4. Avoid replication of existing buildings or building elements solely because they are Historic.

Honor Powell's Historic building stock by continuing the tradition of vernacular architecture.

5. Refer to applicable sections within this document for guidance on appropriate design.

Refer to the Residential or Commercial guidelines based on the type of project.

Regarding the Standards

*Properties **not** designated as Contributing Historic Properties are subject to the Design Guidelines and are **not** required to comply with the Standards for Rehabilitation.*

TREATMENT OF NON-HISTORIC PROPERTIES WITHIN THE HISTORIC DISTRICT

Successful new builds and renovations of non-contributing properties within the Historic District include the following:

8 NORTH LIBERTY STREET, NOW OISHII JAPANESE BISTRO



8 NORTH LIBERTY. 2007 / CITY OF POWELL



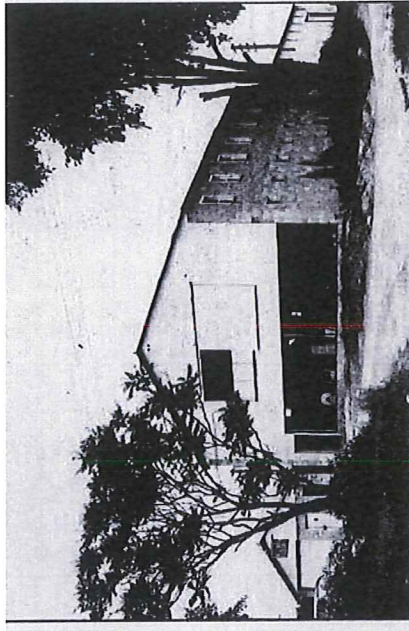
8 NORTH LIBERTY. 2025/ CITY OF POWELL

Demolition of the original structure at 8 North Liberty presented an opportunity for an infill development at the heart of downtown. The new building does not attempt to replicate its predecessor, but instead takes cues from surrounding development of appropriate massing, scale, facade proportions, and window locations and sizes. This successful example of infill development takes additional steps to integrate into its context, including a corner-oriented entry, a buffer for seating and pedestrian traffic, and a thoughtful transition to smaller massing moving away from the Liberty-Olentangy intersection.

HISTORIC ZONE

EXAMPLES OF NON-HISTORIC PROPERTIES WITHIN THE HISTORIC ZONE

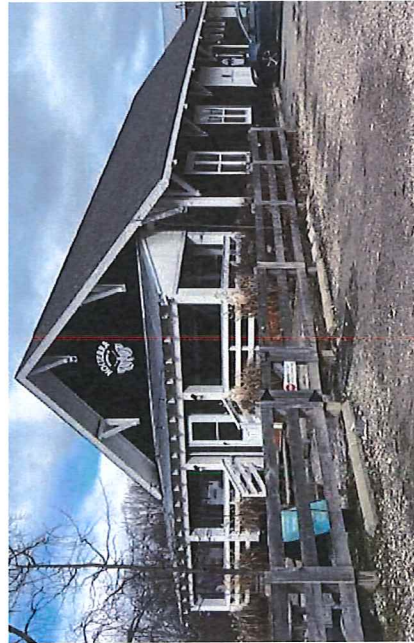
41 DEPOT STREET, NOW NOCTERRA BREWING COMPANY



FARMERS EXCHANGE / POWELL-LIBERTY HISTORICAL SOCIETY



41 DEPOT STREET, 2017 / CITY OF POWELL



NOCTERRA BREWING COMPANY, 2023 / SSOE GROUP

41 Depot Street was initially home to the Farmer's Exchange. The structure burnt down and was rebuilt ca. 1970 with a nod to the massing of the original building. Since then, a few additions and renovations have occurred, the most recent of which converted the structure into a brewery. Though repurposed, much of the 1970 structure still remains, including details like the railroad rails used as headers inside.

55 SOUTH LIBERTY STREET



55 S LIBERTY / CITY OF POWELL



55 S LIBERTY, 2026 / SSOE GROUP



55 S LIBERTY, 2026 / GOOGLE MAPS

55 South Liberty Street was originally a residential structure, renovated as part of a multi-building project on the property. The renovation was able to maintain the existing structure, proportions, and overall character while carefully revising materiality and color. After thoughtful renovation, this house successfully integrates into its existing Historic context.

INTERFACE ZONE

Located in the northeast quadrant and to the south along Liberty Street, the Interface Zones are mixed-use zones which build off of the scale, massing, and density of the Historic Zone and downtown core.

Within the Interface Zones, Liberty Street and Olentangy Street remain commercial corridors with residential development recommended at least one block outside of those streets. Programmed public spaces and connected green spaces are encouraged.

Pedestrian connectivity is a priority in the Interface Zones. Wide, inviting sidewalks with clear wayfinding leading into the downtown core support walkability and encourage pedestrian activity.



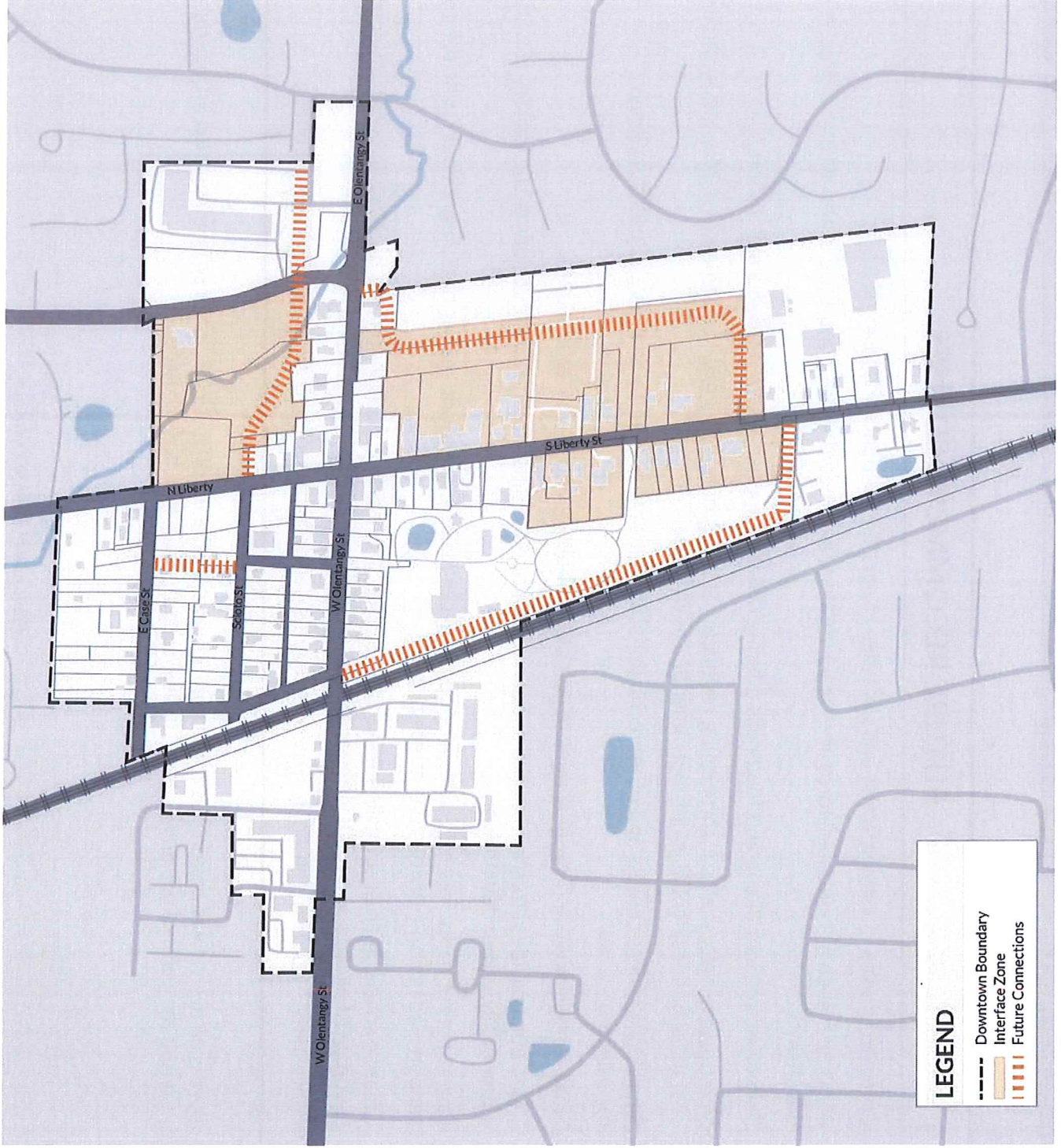
THE BELMONT MIXED USE BUILDING, PORTLAND, OR / THE BELMONT PDX



STUDIO 614, COLUMBUS, OH / STUDIO 614

INTERFACE ZONE GUIDELINE OBJECTIVES

- Define the Interface Zone boundaries
- Provide guidance for development within the Interface Zones
- Bridge the gap, with regard to scale, massing, and density, between the Historic Zone and the Transition Zones
- Encourage new development that complements and connects to the Historic Zone both visually and physically



Interface Zones

FUTURE RECOMMENDED USES

1. Commercial uses of varying scales and densities to support residents and visitors.
2. Retail uses such as boutique stores, ice cream vendors, and record shops contribute to the unique character of downtown.
3. Breweries, concept dining and food halls offering diverse experiences for residents and visitors.
4. Mixed-use developments incorporating residential above ground-level retail or commercial. New development of stand-alone residential is not recommended in this area.
5. Small-scale fitness centers and other recreational amenities that cater to families and users of all ages, regardless of season.
6. Small-format music and event venues to complement dining and drive evening traffic.
7. Cafes that provide refreshments and social meeting opportunities to encourage residents and visitors to intentionally gather downtown.
8. Plazas, pocket parks, and other green or open spaces including outdoor seating and programmed activities to support pedestrian activity along street fronts.
9. Creative spaces such as art galleries, ceramic studios, and painting workshops that host public events to engage residents of all ages and bring visitors into downtown.
10. Public indoor-outdoor gathering spaces for events, farmers markets and other seasonal programming.

The above is an overview of possibilities and is not a comprehensive list of possible uses for properties within the Interface Zone. Consult the Zoning Code and/or the Planning Department with specific inquiries.

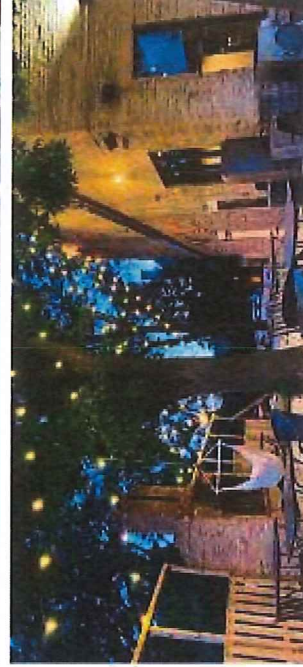
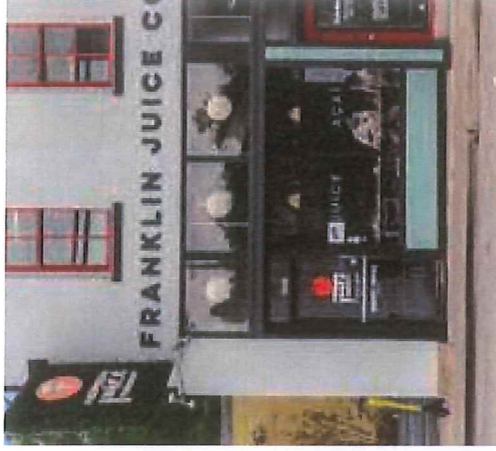


PHOTO CREDITS/TOP LEFT: BOULDER DOWNTOWN URBAN DESIGN GUIDELINES, TOP MIDDLE, TOP RIGHT, MIDDLE & BOTTOM: DOWNTOWN FRANKLIN MASTER PLAN

INTERFACE ZONE

EXAMPLES OF INFILL AND REDEVELOPMENT WITHIN THE INTERFACE ZONE

Successful infill and redevelopment previously completed in Powell should be used as references. Examples are provided on the next several pages.

204 S LIBERTY STREET, BUCKEYE PAINTING HEADQUARTERS- REDEVELOPMENT



BUCKEYE PAINTING, 2020 / SSOE GROUP



BUCKEYE PAINTING, 2020 / SSOE GROUP

Buckeye Painting Headquarters is a commercial redevelopment of a previously residential lot in the southeast quadrant of downtown Powell. The building design incorporates the Powell vernacular with modern farmhouse and Scandinavian influences, utilizing a neutral color palette and natural materials. By maintaining a two-story height and a recessed entry with a public patio, the building respects context in regards to massing and scale, and welcomes visitors to share the space.

50 SOUTH LIBERTY STREET, MULTI-TENANT COMMERCIAL- REDEVELOPMENT



50 S LIBERTY / POWELL-LIBERTY HISTORICAL SOCIETY



50 S LIBERTY, 2025 / SSOE GROUP



50 S LIBERTY, 2026 / CITY OF POWELL

During the 1920s several homes stood along this site. The building that now stretches along the east side of Liberty Street was constructed in 2007. Home to multiple tenants, this vast building was designed to read at a scale appropriate for downtown. The roofline, window pattern and facade proportions echo historic buildings nearby. Variation in facade materials scales down the massing and create visual interest.

INTERFACE ZONE

EXAMPLES OF INFILL AND REDEVELOPMENT WITHIN THE INTERFACE ZONE

169 S LIBERTY STREET- INFILL DEVELOPMENT



169 SOUTH LIBERTY, 2026 / CITY OF POWELL



169 SOUTH LIBERTY, 2026 / SSOE GROUP

169 South Liberty Street is a multi-tenant commercial development on previously vacant land in the south Interface Zone. Stepbacks, projections, and recesses break up the long facade and give the appearance of several smaller buildings. The building's two-story scale blends in with existing residential development in the area, while roof styles and window proportions echo the historic context of Downtown Powell. A designated pedestrian path along the street front is accompanied by a clear frontage zone and curb zone, contributing to a walkable streetscape.

THIS PAGE IS INTENTIONALLY LEFT BLANK

RESIDENTIAL ZONE



54 SCIOTO ST, 2026 / SSOE GROUP

Residential x Historic Overlap

The northwest single-family Residential Zone shares significant overlap with the Historic Zone. Homes in the Residential Zone that also fall into the Historic Zone are subject to the Historic Zone Guidelines.

The northwest quadrant of downtown Powell is largely a single-family residential area. Naming this area as a Residential Zone ensures that it remains a residential scale, protecting residents and their investments from surrounding development while placing a boundary on the development of new single-family residential further into the downtown core.

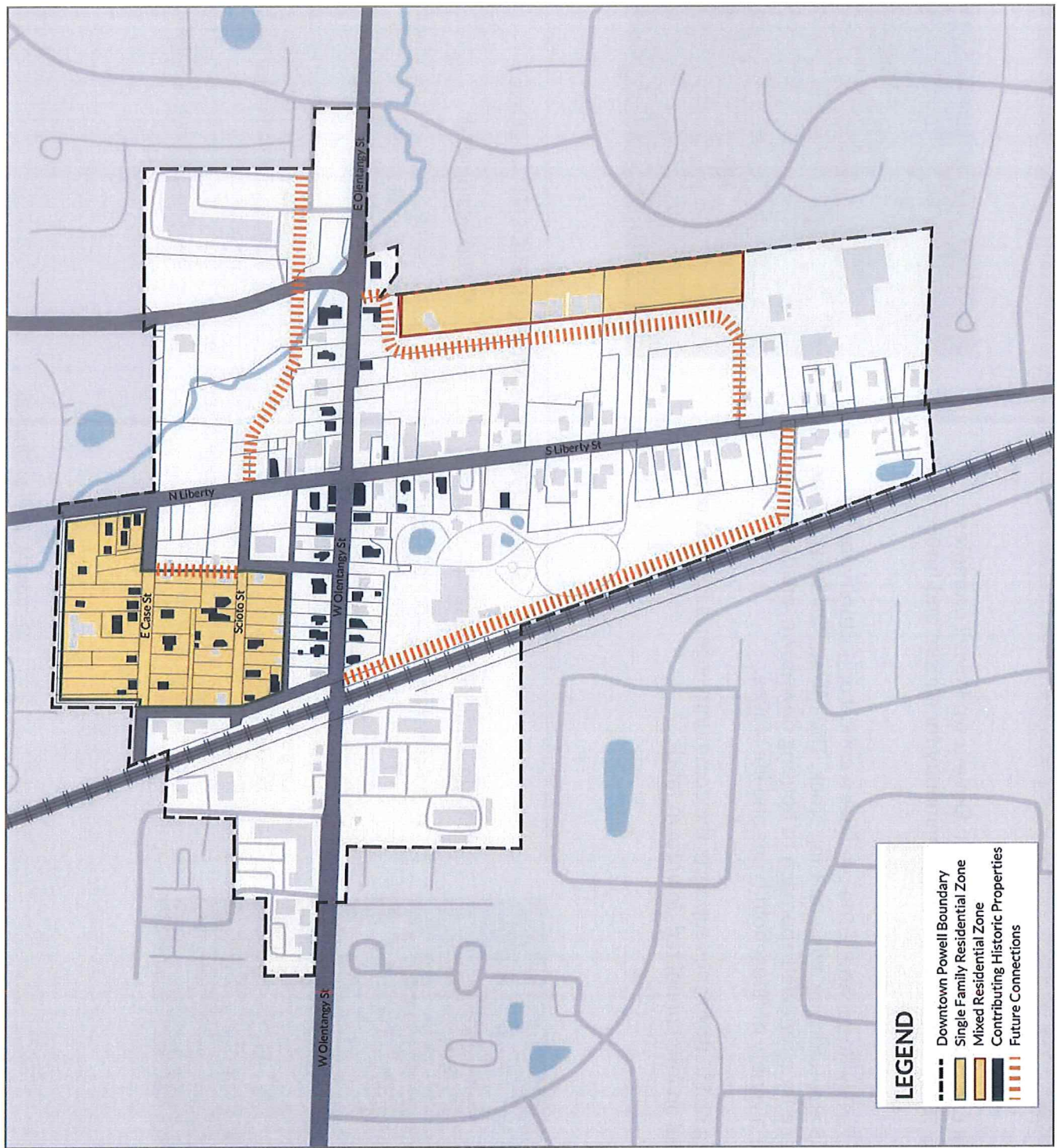
Along the eastern boundary of downtown, an existing condo development sets the stage for a mixed Residential Zone. This zone serves as a buffer between the residential developments to the east and downtown commercial functions to the west.



TOWNHOUSES / STOCK PHOTO

RESIDENTIAL ZONE GUIDELINE OBJECTIVES

- Define the Residential Zone boundaries
- Provide guidance for development within the Residential Zones
- Facilitate connection between the northwest quad and greater downtown
- Guide development of diverse housing options that cater to existing residents and attract new residents into the community
- Shape the opportunity for alternative housing developments that increase downtown pedestrian activity



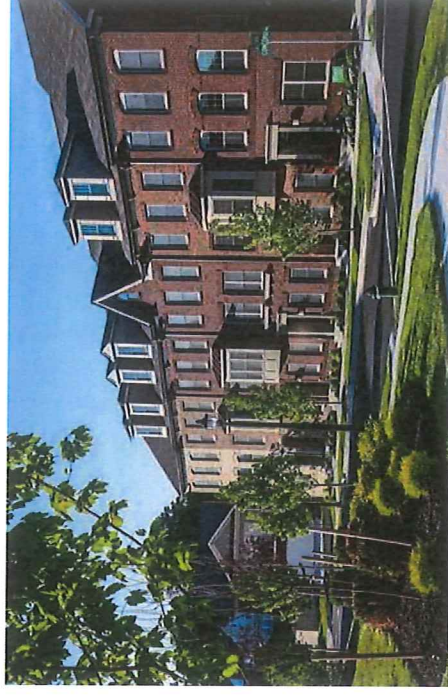
Residential Zones

RESIDENTIAL ZONE

Establishing diversity of housing types in Downtown Powell promotes growth and contributes to a thriving community for current and future residents.

The Single Family Residential Zone provides a critical opportunity for low-density infill and updating aging housing stock. The Mixed Residential Zone creates space for a renewed approach to housing downtown, encouraging housing for a variety of household types and life stages.

Designating residential zones supports the community's goals for best use of space and an interconnected downtown fabric.



CONDOS, WASHINGTON, DC, 2016 / DAVID MADISON PHOTOGRAPHY



OKLAHOMA CITY, 2026 / WHEELER HOME

SINGLE FAMILY vs MIXED RESIDENTIAL ZONES

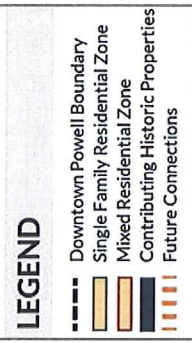
Single-Family Residential

- Existing building stock of single-family homes which are largely still used for residential purposes
- Opportunities for infill and redevelopment of single-family homes of the appropriate scale
- Largest portion of Historic buildings, preserving Powell's original character
- Creates a residential neighborhood feel while encouraging denser commercial development in the nearby downtown core

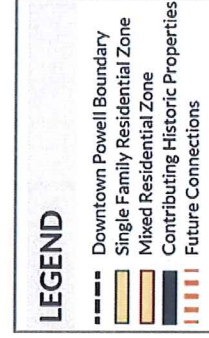
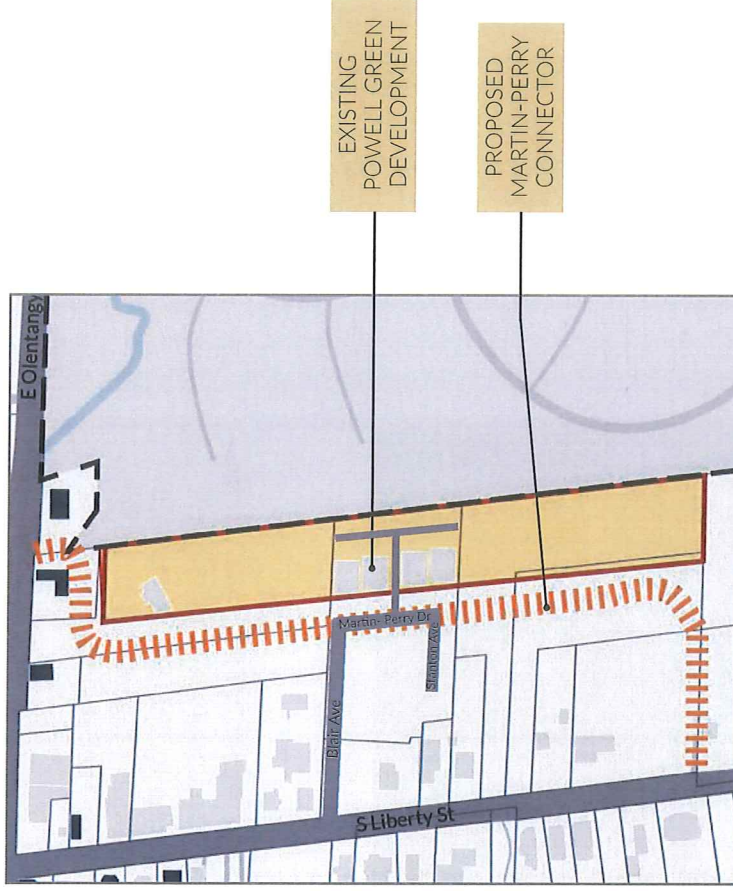
Mixed Residential

- Home to the existing townhome development of Powell Green
- Opportunities for new development of various residential typologies, including condos, townhouses, and apartments
- Transitional area between mixed-use development and existing single-family neighborhoods
- Contributes to increased pedestrian traffic and economic viability of businesses downtown

SINGLE FAMILY RESIDENTIAL ZONE



MIXED RESIDENTIAL ZONE



RESIDENTIAL ZONE

EXAMPLES OF DEVELOPMENT WITHIN THE RESIDENTIAL ZONES

Acceptable residential development previously completed in Powell should be used as references. Refer to the following examples for guidance.

POWELL GREEN, MULTI-FAMILY RESIDENTIAL- NEW DEVELOPMENT



POWELL GREEN, 2019 / CRAWFORD HOYING



POWELL GREEN, 2019 / CRAWFORD HOYING

Powell Green is a townhome development built in 2019 on previously vacant land. Located in the Mixed Residential Zone on the east edge of downtown, Powell Green maintains a pedestrian-forward design to set the stage for the type of mixed residential community that is appropriate for this zone. Neutral colors and a moderate scale help this development integrate well into the existing context. Use of setbacks, porches and balconies provide visual relief along the primary facade line.

137 NORTH LIBERTY STREET, SINGLE FAMILY RESIDENTIAL- RENOVATION



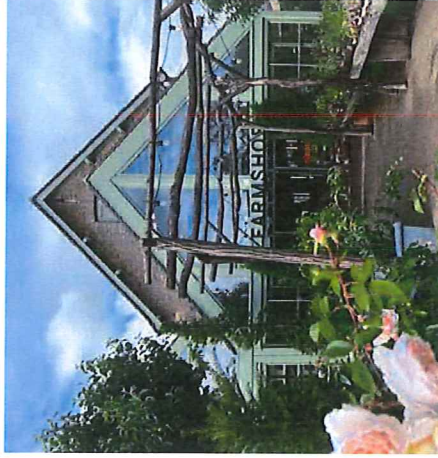
137 NORTH LIBERTY, CA. 2020/ CITY OF POWELL



137 NORTH LIBERTY, 2025/ CITY OF POWELL

137 North Liberty is a residential structure built in 1915, undergoing a significant renovation in 2022. Though several modernizations are evident, the Owner preserved the existing character of the Historic home. Identifying features visibly translate from the before-renovation to the after-renovation version of the home, including the upper level dormer window, the accessory building and driveway location, the window and main entry door placements, and the roofline. A side addition aligns with the existing structure massing, roofline, and opening pattern, and the front porch highlights rather than conceals the existing facade. Neutral colors maintain the Historic color palette.

TRANSITION ZONE



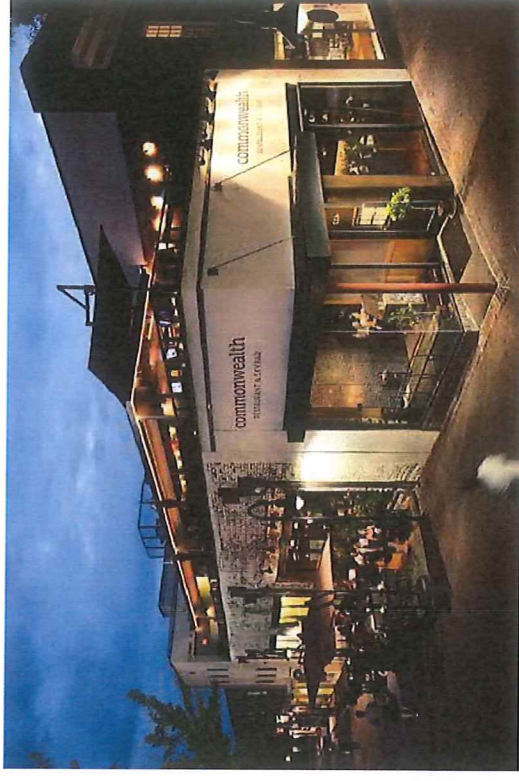
DAYSFORD ORGANIC FARM SHOP /
ROBIN FITZPATRICK

Three Transition Zones?

While all three transition zones serve a similar purpose, each contends with different neighboring circumstances. Development within each transition zone should consider its own particular context.

Located at the far west, east and south areas of downtown, Powell's Transition Zones are mixed-use zones which work closely with the other downtown zones while allowing more variation. Transition Zones act as a segue into development beyond the boundaries of Downtown Powell, blending the original core with community growth.

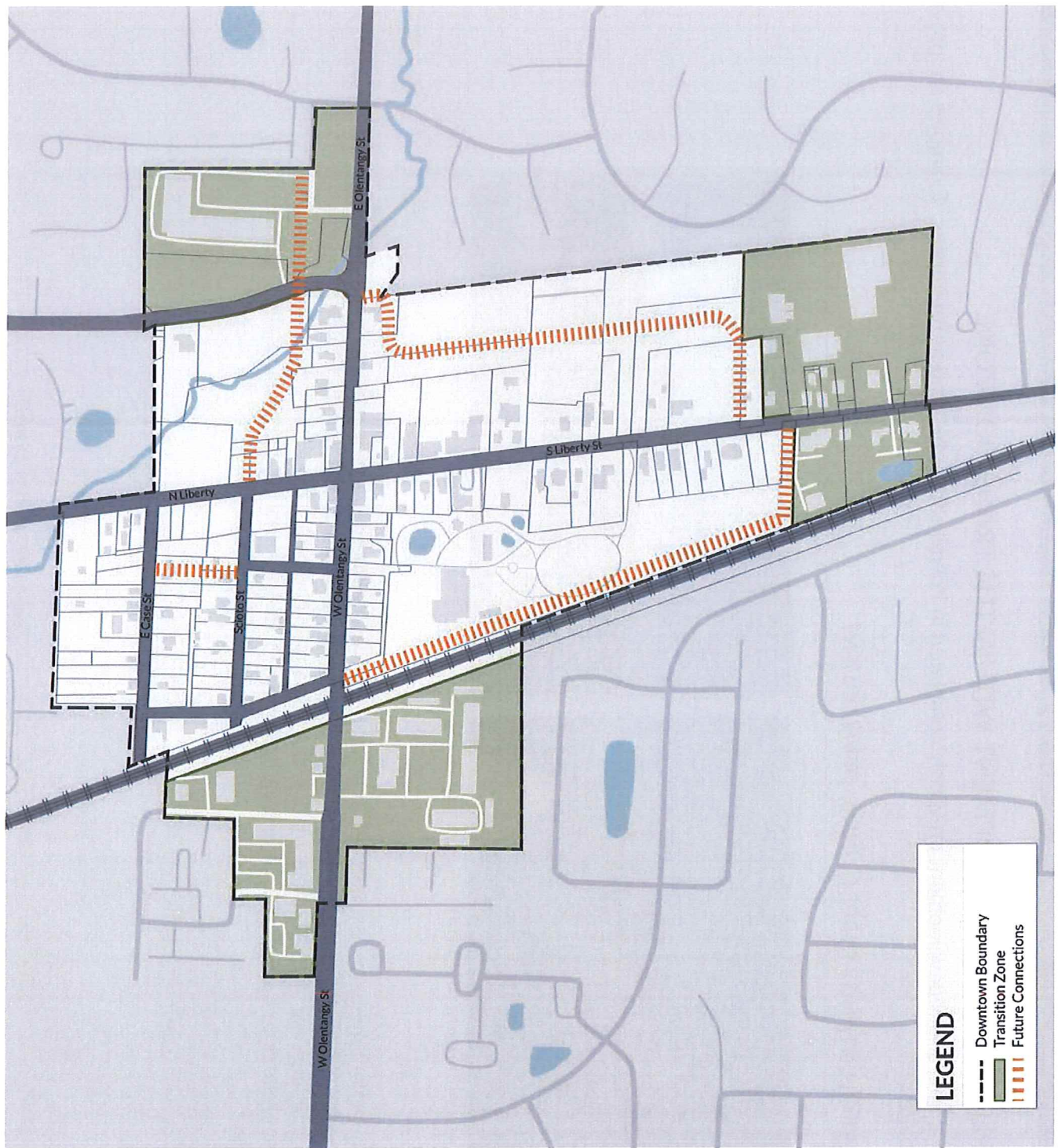
A significant number of development opportunities exist in the Transition Zones. Proposed development in these areas is evaluated largely based on its context and should strive to seamlessly connect the "heart" of the community with surrounding areas.



COMMONWEALTH RESTAURANT & SKY BAR / ALLOY WORKSHOP

TRANSITION ZONE GUIDELINE OBJECTIVES

- Define the Transition Zone boundaries
- Provide guidance for development within the Transition Zones
- Facilitate a visual and physical transition between Downtown Powell and perimeter developments or neighborhoods
- Identify space for less restrictive, more flexible development parameters than the rest of downtown



LEGEND

- Downtown Boundary
- █ Transition Zone
- - - Future Connections

Transition Zones

TRANSITION ZONE

EXAMPLES OF INFILL DEVELOPMENT WITHIN THE TRANSITION ZONE

Successful infill and redevelopment previously completed in Powell should be used as references. Examples are provided on the next several pages.

170 WEST OLENTANGY STREET- INFILL DEVELOPMENT



170 WEST OLENTANGY, 2026 / SSOE GROUP



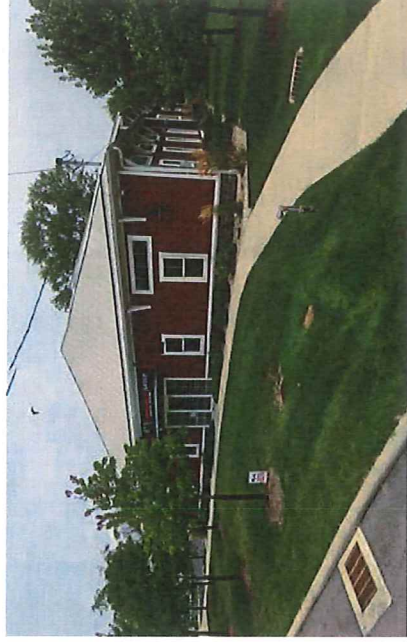
170 WEST OLENGANGY, 2026 / SSOE GROUP

170 West Olentangy is a commercial mixed-use infill development near the western edge of downtown. This development successfully incorporates elements from Powell's existing building stock, including roof shapes, gable windows, and material choices. The development maintains a scale that relates to its context, using facade setbacks and material changes to visually break up the mass.

76 LINCOLN STREET- INFILL DEVELOPMENT



76 LINCOLN, 2026 / SSOE GROUP



76 LINCOLN, 2021 / GOOGLE MAPS

76 Lincoln is an infill development on previously vacant land in the northwest corner of downtown. This development is of an appropriate scale for its downtown context and successfully uses landscape and streetscape elements to facilitate pedestrian connection to West Olentangy. The building maintains a smaller mass at the street, increasing in mass as it moves deeper into the site- a strategy successful in maintaining a pedestrian scale at the primary facade.

05

TYPES of DEVELOPMENT

TYPES of DEVELOPMENT

For the purposes of the Guidelines, there are eight primary types of development.

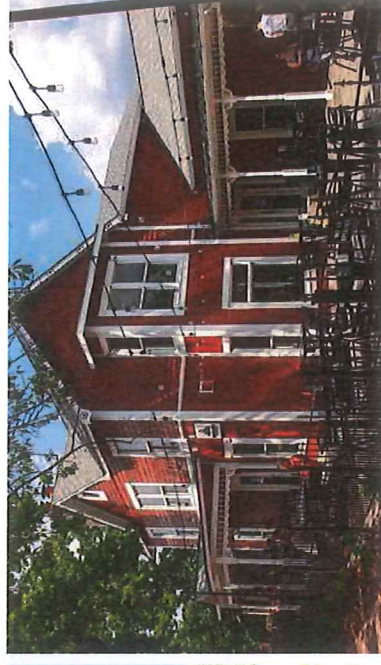
In understanding how to identify a project, it's important to start with the question of whether the considered property is existing or new build. Existing development typically involves sites with buildings or infrastructure. A new build development project is a something built on a site without existing buildings or infrastructure.

If a development is existing, there are four subcategories it can fall within: renovation, rehabilitation, adaptive reuse, and addition. New build developments can fall into four different categories: infill development, new development, redevelopment, and multi-building development.

A building can be more than one type of development. Consult with the City of Powell Planning Department for assistance understanding what guidelines and standards apply to your project.



CITY OF POWELL



STATE OF OHIO

TYPES OF DEVELOPMENT: DEFINED

EXISTING DEVELOPMENT	
RENOVATION	The act or process of making changes to a property without consideration of or adherence to maintaining its historic character. Often used as a synonym for 'remodel'.
REHABILITATION	The the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. <i>Definition by the Secretary of the Interior</i>
ADAPTIVE REUSE	The act or process of reusing or converting an existing property for a use a purpose other than that for which it was originally built or designed.
ADDITION	The act or process of building onto, or enlarging the size of, an existing property.
NEW DEVELOPMENT	
INFILL DEVELOPMENT	The re-dedication of unused or underutilized land to new construction that incorporates existing development patterns and infrastructure.
GREENFIELD DEVELOPMENT	The conversion of undeveloped or agricultural land through the construction of new buildings, infrastructure, or meaningful site improvement.
REDEVELOPMENT	The process of replacing existing property, and their existing use, with new development and use.
MULTI-BUILDING DEVELOPMENT	A development composed of two or more structures built on a singular site or neighboring land, often by one developer.

EXISTING DEVELOPMENT

RENOVATION



HONEST FRIEND BREWING

Honest Friend Brewing
2112 South High Street
Columbus, OH

Formerly Topper Supply Co., an industrial equipment provider, the roughly 600 SF building now operates as a local brewery composed of taproom, product space, event space, and patio outside.

REHABILITATION

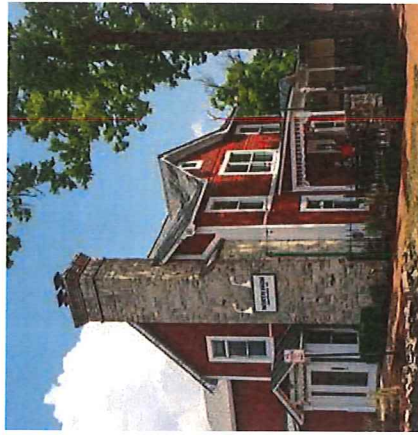


POWELL-LIBERTY HISTORICAL SOCIETY

Kraft House No. 5
5 Liberty Street
Powell, OH

Upon its construction in 1890 and until 1996, the building was home to the Independent Order of Odd Fellows (I.O.O.F), a fraternal order that provided social services to those in need. Many years following, it served as a food market for the community before eventually becoming this current-day restaurant.

ADAPTIVE REUSE



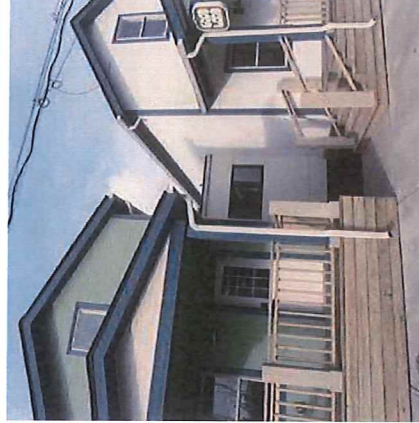
STATE OF OHIO WEBSITE

North High Brewing Company
56 N High Street
Dublin, OH

Constructed in 1845 and on a lot originally owned by one of the city's founders, the Artz House was a single-family residence through the 1970s; 84 of those years for Harry Artz and his family, hence its nickname. Today, following extensive renovation, it serves as a local brewery.

**This property is listed on the National Register of Historic Places.*

ADDITION



VIVI DESIGN SOLUTIONS

Good Land Ohio
510 W Walnut Street
Columbus, OH

Formerly a single-family residence, this site underwent a renovation, including an addition to the building, to transform into its current retail function. Also an example of an adaptive reuse development, this transformative saved and repurposed a previously underutilized structure.

NEW DEVELOPMENT

INFILL DEVELOPMENT

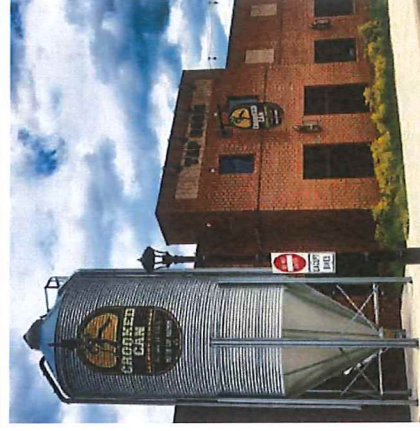


CITY OF POWELL

Village Green Development Downtown Powell Powell, OH

Located just southwest of Downtown Powell, Village Green is composed of mostly green space and just off the main north/south street that runs through the city. This development effort makes use of currently unused land by infilling with properties and needed by, and useful to, the community in which it's embedded.

GREENFIELD DEVELOPMENT



CROOKED CAN BREWING COMPANY

Crooked Can Brewing Company 5354 Center Street Hilliard, OH

Built as part of a larger multi-vendor market, the development resides just off Main Street in town, and among other community attractions like parks, sports fields, and an amphitheater. Its functions and location serve the local community as a family-friendly dining and event space.

REDEVELOPMENT

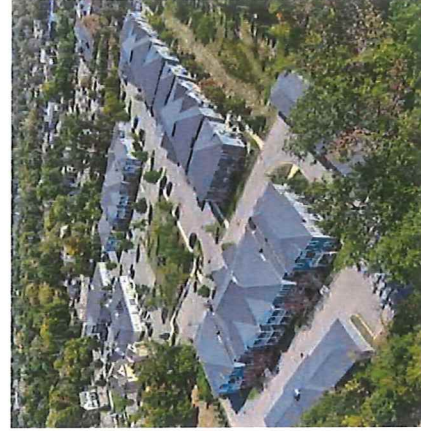


CITY OF POWELL

Multi-Use Hospitality & Retail 173 W Olentangy Street Powell, OH

Previously the site of a single-family home built in 1910, the 1.25 acre lot is being redeveloped for a boutique hotel, featuring a restaurant and multiple retail tenant spaces. Responding to feedback from the community, this building will provide new lodging and eating options while further activating the Downtown Powell community as part of the city's revitalization

MULTI-BUILDING DEVELOPMENT



PROPERTY MANAGEMENT SERVICES

Powell Crossing 67 Woodsedge Drive Powell, OH

On just over 6.3 acres, this site includes a combination of multi-tenant commercial buildings as well as a multi-family apartment development consisting of three apartment buildings and four garage buildings.

06

RESIDENTIAL GUIDELINES

Do the Residential Guidelines apply to my property?

The Residential Guidelines set forth in this section [06] apply to single-family residential properties only.

Multi-family, mixed use and mixed residential developments are subject to Section 07 Commercial Guidelines.

SINGLE-FAMILY RESIDENTIAL

The Residential Guidelines set forth in this section apply to existing single-family residential properties, residential renovation or rehabilitation, residential additions, and new single-family residential construction within the Downtown Powell boundary.

Per the Design Districts section of the guidelines, new single-family residential development is expected to be largely confined to the northwest quadrant of Downtown Powell. However, home owners in other parts of downtown may desire to make changes to their property as well.

In this section, residents can find information guiding them in design choices with regard to scale, form, massing, materials, color, lighting, applied signage, and site elements.

Prior to submitting proposed work to the City of Powell for Planning & Zoning review, applicants should consider the recommendations of the guidelines.

GOALS of the RESIDENTIAL GUIDELINES

- Guide development that complements the existing downtown fabric
- Allow for unique architectural variety
- Clarify appropriate scale, mass, and height of single-family residential infill development
- Address additions to existing homes
- Establish an understanding of compatibility and context, architectural character, and site elements as related to single-family residential development in Downtown Powell

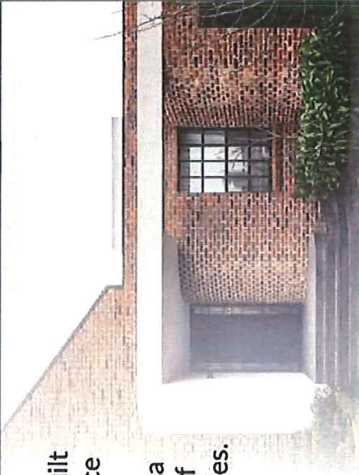
Refer to the Zoning Code on the City of Powell website for specific regulations.

Residential Guidelines

RESIDENTIAL DEVELOPMENT

NEW BUILD

A new build is a house that is built on a vacant piece of land. Infill development is a common type of new build in cities.



ADDITION

An addition is a new construction that is attached to an existing house, intended to expand the existing living space while maintaining the home's character.



RENOVATION

Renovation refers to changes made to an existing house. A major renovation may alter the character of the home, while a minor renovation often does not.



HISTORIC REHABILITATION

A Historic Rehabilitation, as defined by the Secretary of the Interior, is the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property that are significant to its history, architectural, and cultural values.



COMPATIBILITY and CONTEXT

As single-family residential infill occurs in Downtown Powell, the character of the existing homes must be acknowledged and respected.

Currently, most homes are one to two stories tall and occupy a modest footprint in relation to their lot size. They tend to have moderate setbacks from the road, front porches, gable roofs, and neutral colors with accessory buildings at the back of the property.

Infill development should not mimic but rather complement the existing adjacent housing, and embrace existing patterns, scale and massing. Context is always evolving. Each project must consider the current neighborhood character and seek to add to the built environment in a way that maintains harmony with existing development.



CITY OF COLUMBUS / GOOGLE MAPS, 2026

COMPATIBILITY and CONTEXT CONSIDERATIONS

- Design new residential construction to be consistent with existing pattern, scale, style and massing of nearby residences
- Minimize contrast of scale and height
- Maintain the existing pattern of primary facade widths
- When considering development that is of a larger scale than existing adjacent houses, carefully consider the quality of life of residents on adjacent lots
- Ensure privacy and access to sunlight for adjacent residences is not impeded

If your property falls into the Historic Zone, refer to the Historic Zone guidelines within this document.

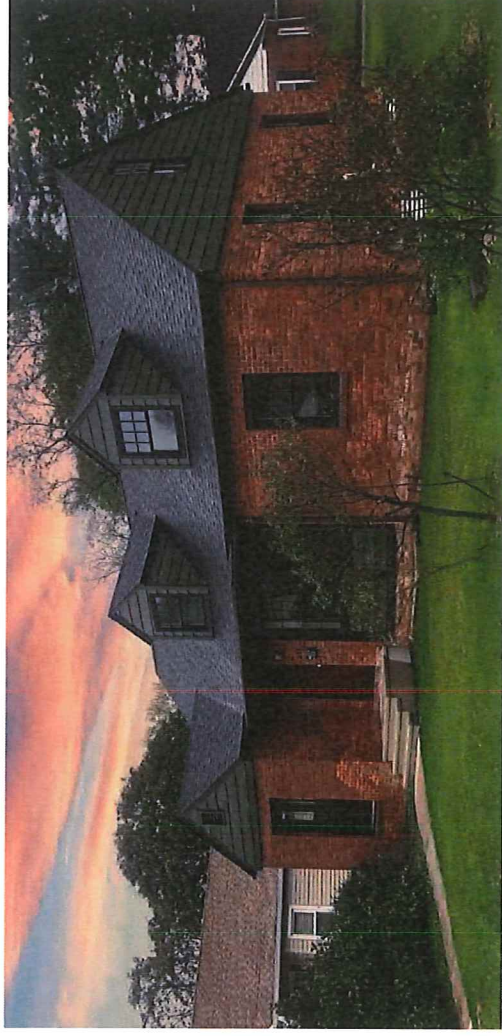


COMPATIBLE INFILL

- A. Roof Line**
While roofs can take various forms, it's important for infill to respect the horizontal lines created by adjacent roofs.
- B. Porches**
Porch massing should respect the scale of neighboring porches when possible.
- C. Setback**
Similar setbacks create a continuous streetscape and help integrate infill into the existing context.
- D. Infill Development**
A new house built on an empty lot, designed in a unique architectural style in a way that relates to its context.

54 Scioto Street, Residential // existing houses and an infill opportunity exhibiting compatible scale, massing and form in relation to context

COMPATIBILITY and CONTEXT



RESIDENTIAL INFILL / KINGSTON CITY LAND BANK



RESIDENTIAL INFILL / CUYAHOGA LAND BANK

To be considered COMPATIBLE, new Residential Development should:

Demonstrate compatibility by incorporating the following features of neighboring single-family residential structures:

- Scale
- Roof forms
- Window proportions and patterns
- Materials
- Style
- Color palettes

Relate new building form to existing context and established patterns of single-family residential in Downtown Powell, such as:

- Moderate setback from the street
- Primary facade oriented parallel to street
- Gabled roof
- Front porch or elevated entry stoop
- Accessory buildings at the rear
- Vertically proportioned windows



NOT COMPATIBLE INFILL

- A. **Roof Line**
The roofline of the infill is much higher than adjacent houses.
- B. **Porches**
The porch extends much further toward the property lines, obscuring adjacent views.
- C. **Setback**
The house is not in line with the setbacks of adjacent houses.
- D. **Infill Development**
This house is built on an empty lot and does not relate to its context in an appropriate manner.

54 Scioto Street, Residential // existing houses and an infill opportunity which exhibits *incompatible scale, massing and form* in relation to context, *showcasing what not to do* when building infill residential

COMPATIBILITY and CONTEXT

BUILDING SCALE, FORM and MASSING

Considering scale ensures that infill, additions, and new development successfully integrate into their context. While larger homes are at times desirable, single-family home infill in Downtown Powell must respect the scale of surrounding homes. A home that is much larger in height, mass or volume in relation to its neighbors is generally not appropriate.

Study the patterns of the surrounding context, with regard to proportion, volume, massing, and datum lines, prior to beginning design. Infill development should strengthen the continuity of the existing residential patterns rather than dominate them.



135 WOLENTANGY ST. 2026 / SSOE GROUP

SCALE, FORM and MASSING RECOMMENDATIONS

Encouraged:

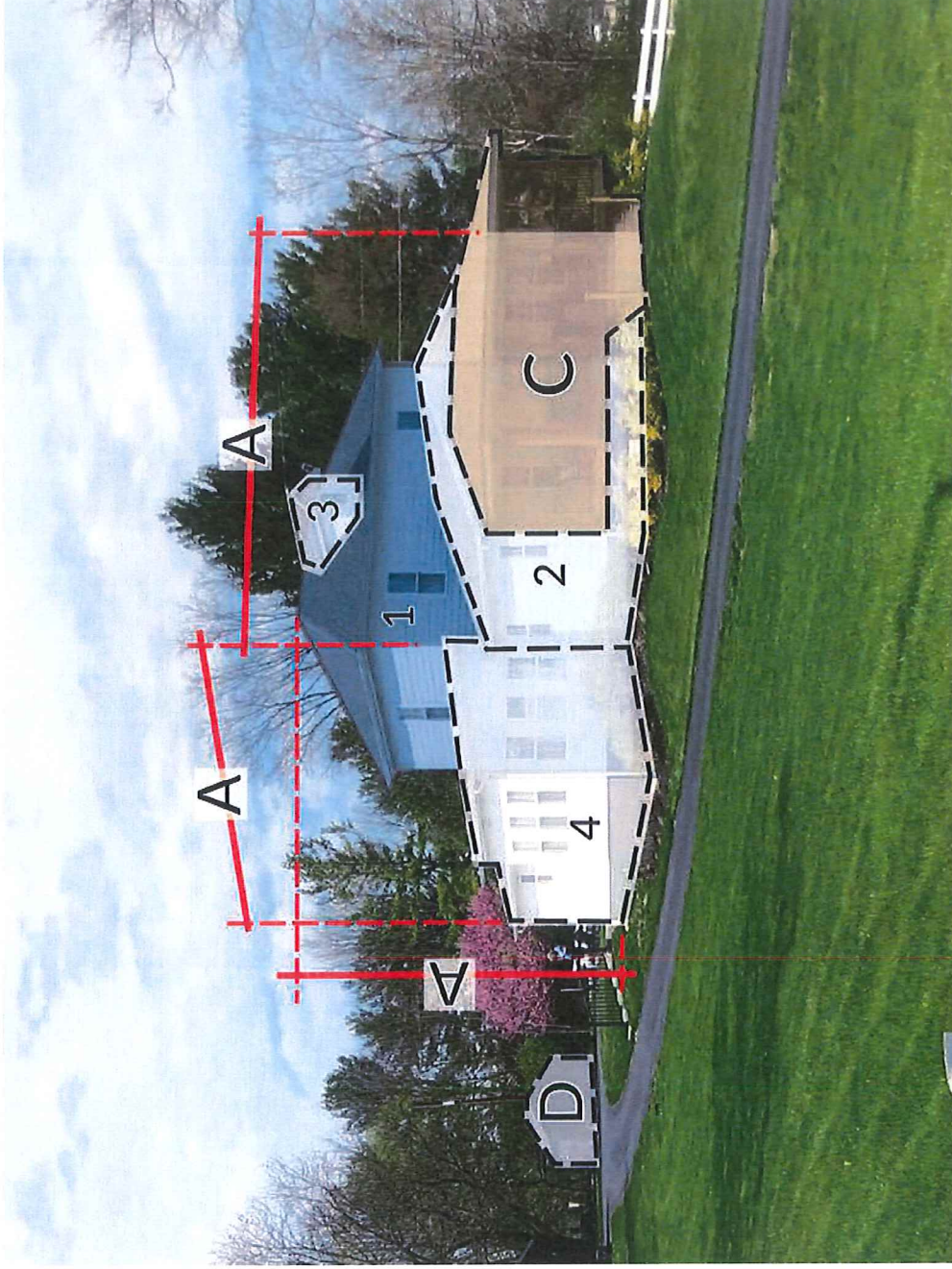
- Consider how the building is oriented
- Consider the proportion of the height and mass in relation to the building footprint
- Design to mitigate the appearance of size and scale, especially from street view
- Orient design to the human scale
- Consider the height of the roof and the horizontal lines created by adjacent roofs

Discouraged:

- Orienting a house in a way that does not align with adjacent houses
- Building a house with a much wider street face than adjacent houses
- Not employing strategies to break up mass
- Designing without the pedestrian in mind
- Applying roof designs that do not fit within the existing street pattern

MASSING

- A. Proportion**
Balance among height, depth, and width of a house
- B. Volume**
Separate volumes, changes in plane from the main structure(1) with porch(2) and addition(3); overall impression of size; variation including dormer window(4)
- C. Orientation**
Primary entry on the street-facing facade, human-scale/ pedestrian-oriented
- D. Accessory Building**
Located at the rear of the property, massing, volume and character do not detract from the house



137 N Liberty Street, Residential // existing house which has undergone significant renovation and addition, showcasing appropriate strategies for breaking up mass and volume of a large single-family home

COMPATIBILITY and CONTEXT

STRATEGIES for BREAKING UP MASS and VOLUME

When considering an addition or a new build, take steps to break up the appearance of the house's mass and volume. Large, blocky structures or homes that appear as a single mass are discouraged.

Use strategies such as stepbacks, porches, and dormer windows to create visual interest and mitigate the appearance of scale. As most single family homes in the northwest quadrant are of a modest scale, breaking up mass and volume ensures that a new build or addition fits into its context.

At a more detailed scale, facade and roofline articulation, material transitions, and subtle color changes that relate to neighborhood patterns provide visual relief and create a more pedestrian- friendly environment.



137 N LIBERTY ST, 2026 / SSOE GROUP

RECOMMENDATIONS for BREAKING UP MASS and VOLUME

Encouraged:

- Construct additions set back from the plane of the primary facade
- Additions should be of a smaller scale than the original structure
- Utilize a deeper rather than wider floor plan to maintain the street's existing facade pattern
- Include porches to create stepbacks
- Use landscaping creatively to frame certain features and screen others

Discouraged:

- Building a large, blocky house
- Additions or accessory buildings that compete with the mass of the existing house
- Flat primary facades with no articulation or variation in depth
- Extreme variations in height between neighboring structures
- Blank walls

COMPATIBILITY and CONTEXT

ACCESSORY BUILDINGS

Accessory buildings to a single family residential home are any vertical construction that is not physically attached to the main structure. Typical accessory buildings include detached garages, sheds, and accessory dwelling units.

ACCESSORY BUILDING RECOMMENDATIONS

- Complement rather than contrast the main structure's architectural character
- Scale, form and mass should be subordinate to the main structure
- Location on site should be to the rear of the main structure, further away from the frontage

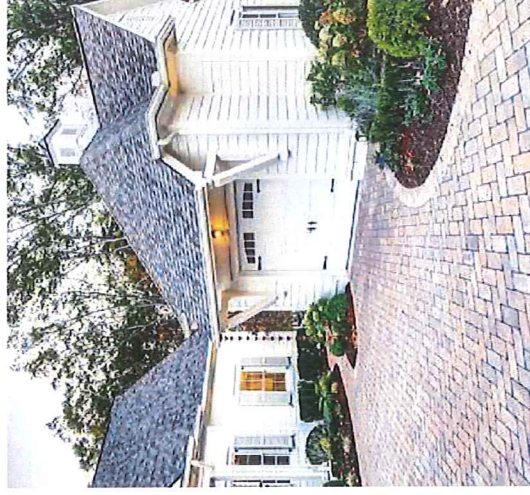
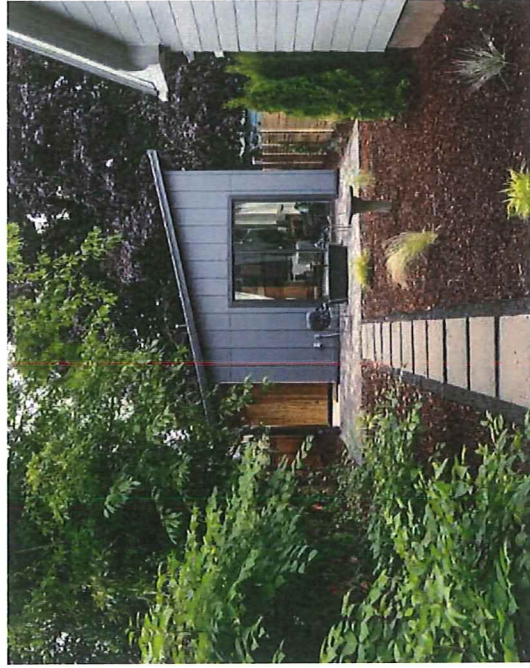


PHOTO CREDITS // TOP RIGHT: MORGAN TAYLOR HOMES, BOTTOM LEFT: CITY OF WAUWATOSA, WI, BOTTOM MIDDLE: HATCLIFF CONSTRUCTION, BOTTOM RIGHT: SSOE GROUP

*Refer to the Zoning Code on the City of Powell website for specific regulations.

COMPATIBILITY and CONTEXT

TRANSITIONS

Transitions occur in the built environment at all scales. These in-between spaces are often overlooked and present challenges that can be addressed during design. Shading, screening, privacy, access to sunlight, and changes in scale should be considered when designing transitional spaces.

Near Design Zone or neighborhood boundaries, attention should be paid to transitions in building scale. At transitions between residential homes, access to sunlight and maintaining privacy are top priorities.



STUDIO TRARCHITECTS



PRIVACY PLANTING / DIGGING IN THE GARDEN

TRANSITION RECOMMENDATIONS

Encouraged:

- Consider the scale of nearby buildings and how yours relates
- Preserve access to sunlight between houses
- Create and maintain landscape buffers to mitigate privacy impacts
- Consider future impacts of large plantings with sunlight and shading in mind
- Place large windows at lower levels, oriented away from neighboring properties

Discouraged:

- Placing windows or decks that look directly onto neighboring properties
- Loss of sunlight and excessive shading for neighbors
- Excessive overspill from exterior lighting onto neighboring properties
- Relying on high fences as the best way to maintain privacy
- Walls or fences obstructing the house from street view

COMPATIBILITY and CONTEXT

EXAMPLES of WHAT **NOT** TO DO

INCOMPATIBLE and CONTEXTUALLY INAPPROPRIATE DESIGN CHOICES

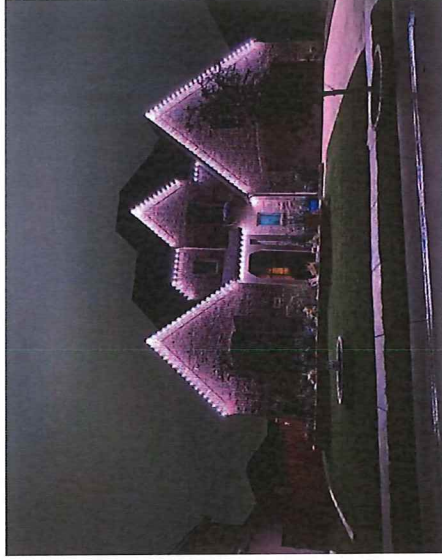


PHOTO CREDITS // TOP LEFT, BOTTOM MIDDLE & RIGHT: PINTEREST, TOP MIDDLE: JELLYFISH LIGHTING, TOP RIGHT: REDDIT, BOTTOM LEFT: MAA ARCHITECTURE STUDIO

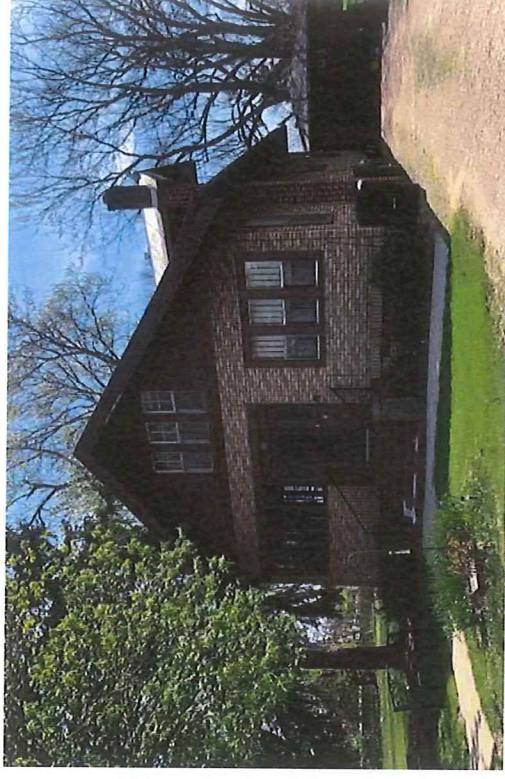
ARCHITECTURAL CHARACTER



22 N STATE ST, WESTERVILLE, 2025 /
REALTOR.COM

The architectural character of a house is composed of its facade and roof materials, massing and roof shape, color palettes, opening design, ornamentation, and general architectural style.

Several architectural styles are present in the existing building stock of Downtown Powell, and should be considered when relevant to context. New residential construction is encouraged to use practical design and construction techniques reflecting the character of the present time.



57 CASE AVE, 2026 / SSOE GROUP

Architectural Styles of Historic Powell

The Historic building stock of Downtown Powell is largely Vernacular architecture with features of Queen Anne, Colonial Revival, Italianate, Craftsman, and other high styles.

ARCHITECTURAL CHARACTER CONSIDERATIONS

- Work in harmony with stylistic elements of neighboring architecture without attempting to mimic what already exists
- Balance opacity and transparency, especially at the primary facade
- Consider site orientation and landscape elements as part of the house's character
- Use trim and ornamentation thoughtfully
- Consider the overall impression of the house to the community
- Consult a design professional to ensure a cohesive, appropriate result



PHOTO CREDITS // TOP LEFT: MALLIS WORKSHOP, TOP MIDDLE: CITY OF BOULDER, BOTTOM LEFT: CITY OF FOREST GROVE, BOTTOM MIDDLE: DEAN DYSON ARCHITECTS, BOTTOM RIGHT: HUDSON VALLEY REAL ESTATE

ARCHITECTURAL CHARACTER

BUILDING MATERIALS and COLOR

Building material and color choices play a significant role in a house's overall architectural character.

While retention and repair of original building materials is critical for maintaining the character of a Contributing Historic Property, it is unnecessarily limiting for most other buildings in Downtown Powell.

The use of contemporary materials and color palettes in both renovation and new construction of single-family homes is appropriate and necessary to allow for economically feasible development.

New homes and additions should consider their context and pay particular attention to adjacent Contributing Historic Properties.



HISTORIC HOME // CITY OF
WESTERVILLE

SINGLE FAMILY INFILL // PINTEREST

Next door to a Contributing Historic Property?

Homes directly adjacent to Contributing Historic Properties must take special care in ensuring their design does not detract from the historic architectural character of their context. Respect historic design but do not attempt to mimic it.

BUILDING MATERIAL RECOMMENDATIONS

- Consider the building materials of adjacent houses
- Contemporary material choices are encouraged in a way that integrates well into the existing context
- Brick, stone, vertical and horizontal cementitious sidings and exposed wood are appropriate
- Limit the use of stucco in street-facing facades
- Most roof styles and materials are appropriate
- Americana, Neutral, and Earth tone color palettes are encouraged over bright or high-contrast*
- Primary street-facing doors should be single doors; double doors are discouraged
- Doors of various materials and styles are appropriate
- Street-facing windows should be vertically-oriented
- Consider horizontal datum lines created by adjacent houses' openings and material changes

*Refer to the Appendix for color palette resources. Final color approval is at discretion of Planning & Zoning.

ARCHITECTURAL CHARACTER

BUILDING LIGHTING and SIGNAGE

Exterior elements play a role in overall character and impression of a house. Attached lighting, free-standing lighting, house numbers, and identifying signage for single-family residential structures should comply with recommended color palettes and other applicable design guidelines.

LIGHTING and SIGNAGE RECOMMENDATIONS

- The scale and font of house signage should be legible for both vehicles and pedestrians
- Freestanding lighting at residential properties should be ambient and pedestrian-oriented
- Consider lighting for safety and security
- Direct lighting to minimize light spillover onto adjacent properties
- Use as few fixtures as are necessary to provide adequate lighting

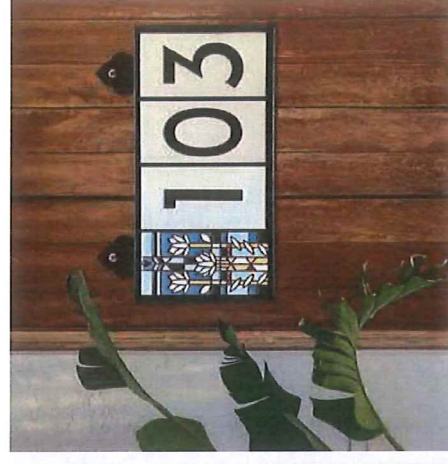
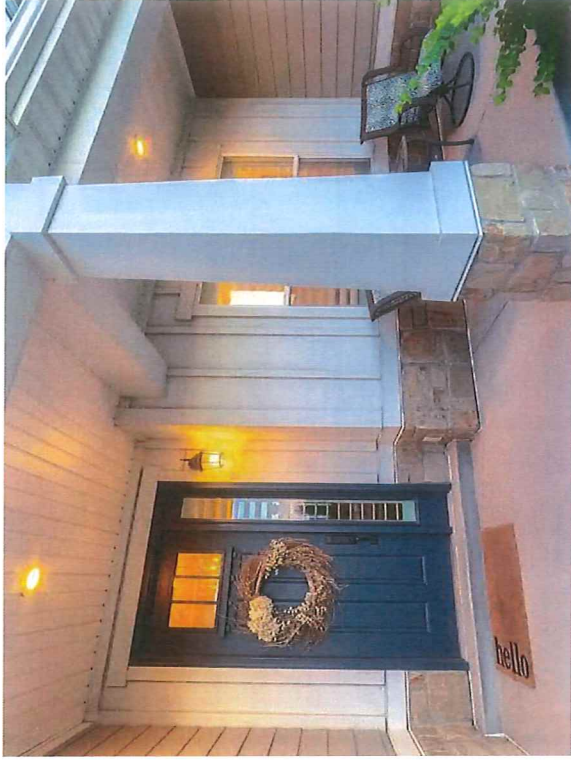


PHOTO CREDITS // TOP RIGHT: ZY LIGHTING, BOTTOM LEFT: PINTEREST, BOTTOM MIDDLE: HOME DEPOT & LUXURY OUTDOOR LIGHTING SOLUTIONS, BOTTOM RIGHT: CAPLY QUINN

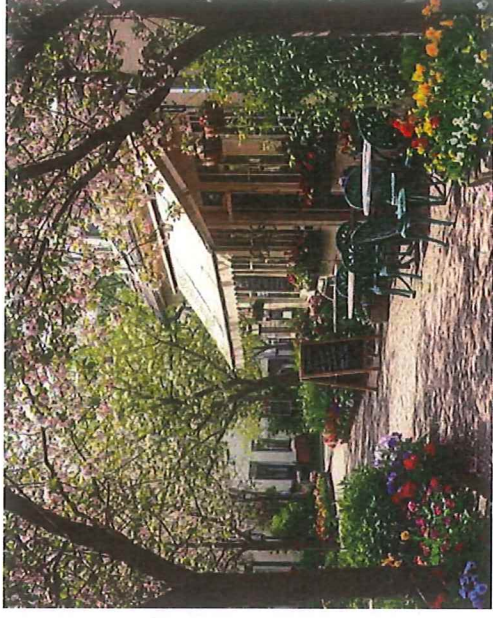
SITE CONSIDERATIONS



TREE CANOPY

Powell residents desire a connected, walkable streetscape. While foot traffic is concentrated around commercial corridors, creating pedestrian connections from single-family residential development to the rest of downtown encourages a healthier, more vibrant community.

Residents can take an active role in fostering a more pedestrian-friendly environment when undertaking development projects by considering site elements during the design process.



WALKABLE STREETScape / DREW WELDON

Porches, Decks and Patios

Porches are appropriate at the front and the rear of a home. Decks and patios should be limited to the rear or a home, away from public view. Consider the character of the house when designing porches, decks and patios to ensure compatibility.

SITE DESIGN for a WALKABLE DOWNTOWN

- When planning for a renovation or new construction, consider site design
- Plan for sidewalks at the property frontage to keep pedestrians off of roadways
- Consider a setback that both maintains residents' privacy and engages the streetscape
- Make environmentally conscious choices in site design*
- Maintain plantings on your property that fall along the public right of way and pedestrian pathways

*Refer to Contemporary Design Considerations for additional sustainability guidelines.

SITE CONSIDERATIONS

STREETSCAPES and SITE DESIGN

Landscape elements, driveways, fences, and porches are all part of residential site design. Choices in site elements have a major impact on the overall character of a property. Ensure that all site elements comply with the Zoning Code and respect neighborhood context.

SITE and LANDSCAPE RECOMMENDATIONS

- Maintain the predominant residential setback of the street*
- Orient the primary facade to the street
- Consider motion-activated exterior lighting
- Explore sidewalk connectivity at the property frontage
- Utilize plantings for shading and privacy; avoid obstructing the house from street view
- Consider native species when selecting plantings
- Preserve existing mature trees
- Consider pervious paving options for walkways and driveways



PHOTO CREDITS // TOP RIGHT: FARM FOOD FAMILY, BOTTOM LEFT: ELEVÉ DESIGN, BOTTOM MIDDLE: OUTDOOR LIVING, BOTTOM RIGHT: CITY OF EAST LANSING

*Refer to the Zoning Code on the City of Powell website for specific regulations.

HISTORIC ADJACENCIES

Within Downtown Powell, several opportunities for residential infill and redevelopment are located adjacent to Contributing Historic Properties.

Making the most of opportunities for infill and redevelopment is vital to the growth that will create a thriving community for current and future residents. Remaining sensitive to the historic building stock is equally as vital to retaining Powell's unique character.

When undertaking development near a Contributing Historic Property, consider the building's contribution to Powell's history along with its architectural nuances.



SOUTH LIBERTY ST, 2026 / SSOE GROUP

In the Historic Zone?

If your property falls into the Historic Zone, refer to the Historic Zone guidelines within this document for additional helpful information.

HISTORIC ADJACENCY CONSIDERATIONS

- When feasible, maintain residential use in Historic residential buildings
- The closer a development is to a Contributing Historic Property, the more critical it is to establish a visual relationship
- Contemporary design with thoughtfully incorporated historic references is the most appropriate approach at historic adjacencies
- Consider that new development today will become part of Powell's history
- Refer to Section 04 Design Districts within this document for guidance on development in the Historic Zone

THIS PAGE IS INTENTIONALLY LEFT BLANK

07

COMMERCIAL GUIDELINES

What types of development are covered in this section?

All types of development not defined as single-family residential are covered in this section.

For Single-Family Residential Guidelines, refer to Section 06 or this guidelines document.

COMMERCIAL DEVELOPMENT

The Commercial Guidelines set forth in this section apply to commercial development, mixed-use buildings, multi-family and mixed residential development in Downtown Powell. As outlined in *Section 05 - Types of Development*, these guidelines cover treatment of existing buildings through renovation, rehabilitation, addition and adaptive reuse, and design for new builds including infill, redevelopment, and multi-building development.

Per *Section 04 - Design Districts*, commercial development is encouraged in all zones of downtown, with the exception of the Single Family Residential Zone in the northwest quadrant. Multi-family development is expected to be largely in the Mixed Residential Zone to the east while several opportunities for mixed use, commercial infill, adaptive reuse and redevelopment exist in the Historic, Interface and Transition Zones.

In this section, property owners, business owners, and developers can find information guiding them in design choices including scale, form, massing, materials, color, lighting, signage, and site elements.

Prior to submitting proposed work to the City of Powell for Planning & Zoning review, applicants should consider the recommendations of the guidelines.

GOALS of the COMMERCIAL GUIDELINES

- Guide development that complements the existing downtown fabric
- Allow for unique architectural variety
- Clarify appropriate scale, mass and height of new commercial, mixed use and multi-family development
- Address infill development, adaptive reuse, and expansion of existing buildings
- Establish an understanding of compatibility and context, architectural character, and site elements as related to commercial development in Downtown Powell

Refer to the Zoning Code on the City of Powell website for specific regulations.

COMMERCIAL DEVELOPMENT



BUSINESSES

Businesses can be any establishment that employs people and provides a value to the community. Examples include restaurants, retail shops, entertainment venues, and private offices.



CIVIC and CULTURAL

Civic Institutions exist to provide a service to the public, encouraging participation in society. Examples include libraries, city halls, and schools. Cultural Institutions exist to create, preserve, and share a society's values and artistic expressions. Examples include museums, performing arts, and churches.



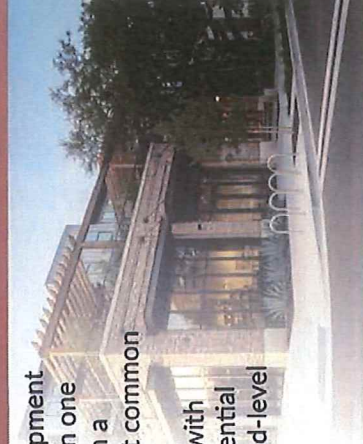
MULTI-FAMILY

Multi-Family development refers to residential properties designed to house more than one household. Typical examples include townhomes, apartment buildings, condos, and duplexes.



MIXED USE

Mixed Use development involves more than one type of program in a building. The most common example is *Mixed Residential*, often with multi-family residential units above ground-level businesses.



COMPATIBILITY and CONTEXT

As commercial development continues in Downtown Powell, the character of existing buildings must be acknowledged and respected.

Downtown Powell is home to a variety of architectural styles, reflective of its journey and growth over time. Most buildings are one to three stories in height, have main entries oriented toward the street, and neutral colors. Buildings vary in scale in relation to their lot size and setbacks vary widely from lot to lot, indicative of a long-standing patchwork of commercial adaptive reuse and new builds.

Compatible development is not about mimicking what already exists but rather enriching its character by complementing existing patterns, scale, proportion and massing. With context ever-evolving, each project must consider how it respects the past, works with the present, and contributes to the future of Downtown Powell.



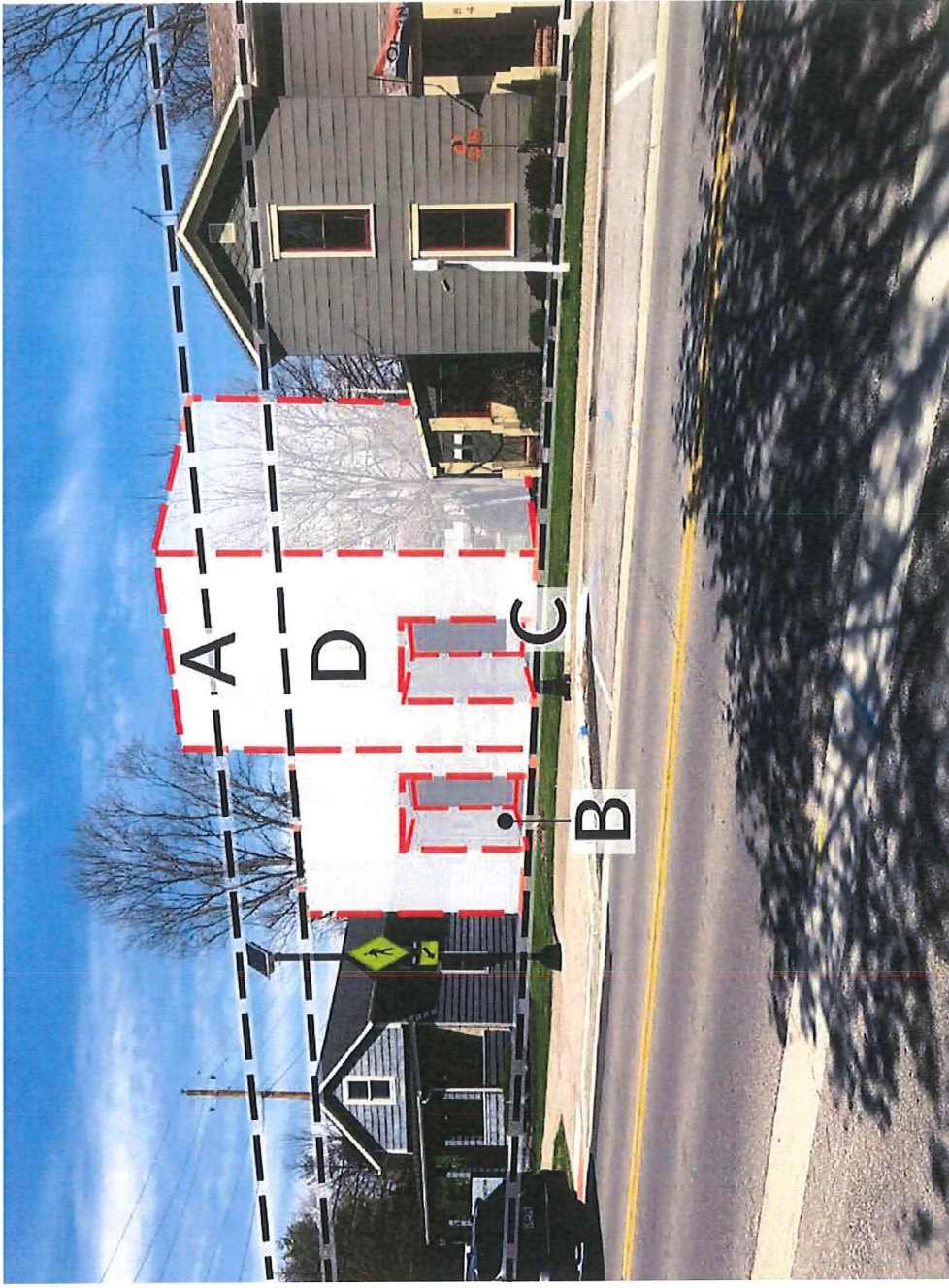
8 NORTH LIBERTY, 2026/ SSOE GROUP

COMPATIBILITY and CONTEXT CONSIDERATIONS

- Design new commercial construction to relate to existing pattern, scale, style and massing of nearby buildings
- Minimize scale impacts and create intentional transitions in height
- Maintain the existing rhythm of primary facade widths
- Design all sides of the building with consideration for their adjacencies
- Consider design for the human scale at the primary facade in relation to the pedestrian
- Ensure privacy and access to sunlight for adjacent residences is not impeded

If your property falls into the Historic Zone, refer to the Historic Zone guidelines within this document.

COMPATIBILITY and CONTEXT

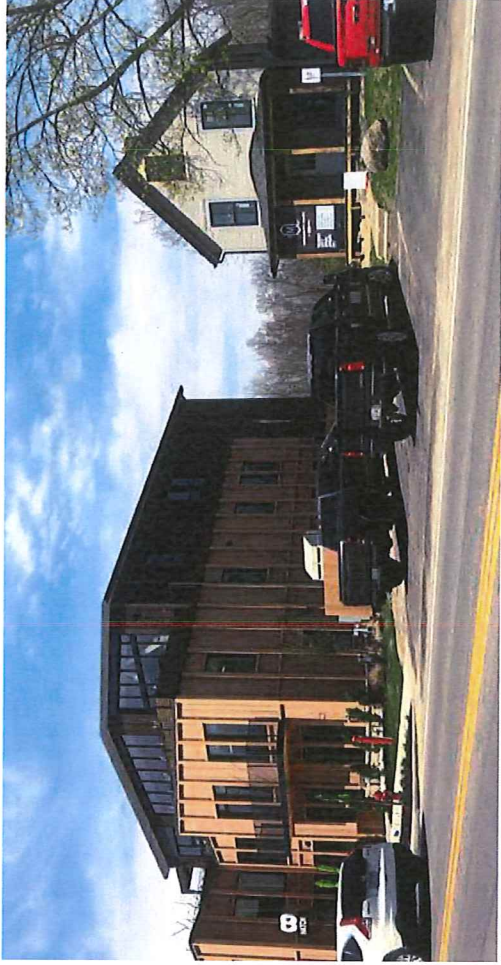


COMPATIBLE INFILL

- A. Roof Line**
While roofs can take various forms, it's important for infill to respect the horizontal lines created by adjacent roofs.
- B. Entry**
The building provides a recessed, covered entry to articulate the location of access to the building for pedestrians.
- C. Setback**
Similar setbacks create a continuous streetscape and help integrate infill into the existing context.
- D. Infill Development**
A new building built on an empty lot, designed in a unique architectural style in a way that relates to its context.

West Olentangy Street, Commercial // existing businesses and an infill opportunity exhibiting compatible scale, massing and form in relation to context

COMPATIBILITY and CONTEXT



50 EAST OLENTANGY, 2026/ SSOE GROUP



50 SOUTH LIBERTY, 2026/ SSOE GROUP



JORGE MASTROPIETRO ARCHITECTS ATELIER

To be considered **COMPATIBLE**, new Commercial Development should:

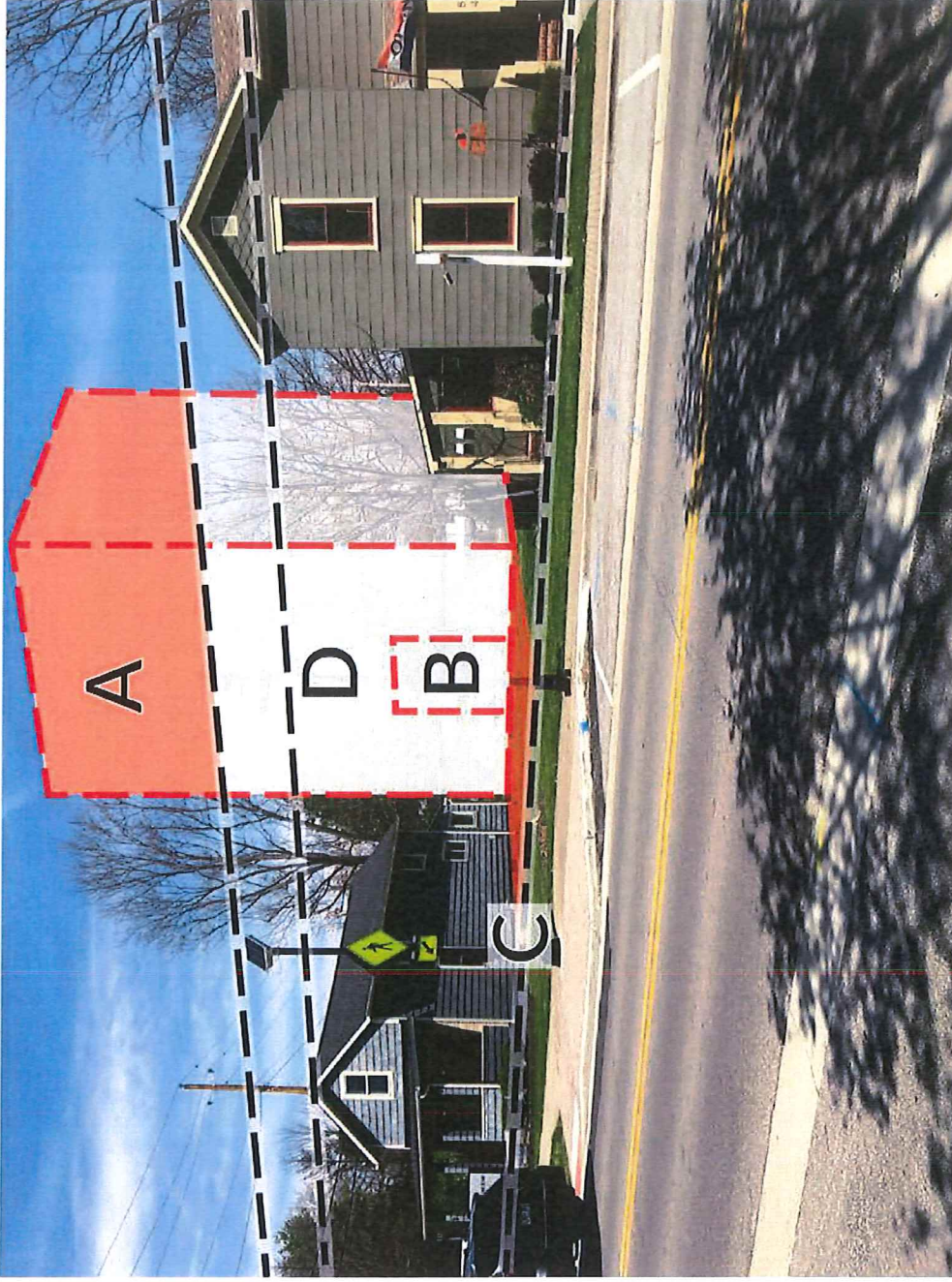
Demonstrate compatibility by incorporating the following features of neighboring buildings:

- Scale
- Roof forms
- Window proportions and patterns
- Materials
- Style
- Color Palette
- Signage and landscape elements

Relate new building form to existing context and established patterns of commercial buildings in Downtown Powell, such as:

- Close setback with space for pedestrians
- Primary entry oriented toward the street, and to the corner when possible
- Permanent awnings or overhangs for entries
- Storefront glass held off the ground a few feet
- Visible building increments of 25' to 50'
- Articulated roofline

COMPATIBILITY and CONTEXT



NOT COMPATIBLE INFILL

- A. **Roof Line**
The roofline of the infill is much higher than adjacent buildings.
- B. **Entry**
The building does not provide a recessed or covered entry, failing to articulate access to the building for pedestrians.
- C. **Setback**
The building is set back too far from the sidewalk, failing to engage pedestrians or create meaningful connection with adjacent buildings.
- D. **Infill Development**
This building is built on an empty lot and does not relate to its context in an appropriate manner.

West Olentangy Street, Commercial // existing businesses and an infill opportunity which exhibits *incompatible scale, massing and form* in relation to context, *showcasing what not to do* when building infill commercial

COMPATIBILITY and CONTEXT

BUILDING SCALE, FORM and MASSING

Scale is critical in ensuring development successfully integrates into its context. A building's overall size, proportions, and massing are important factors in determining appropriate scale.

New buildings should appear similar in scale to adjacent buildings. Larger buildings are appropriate at main intersections and existing commercial corridors, with smaller scale buildings on secondary streets. Stepbacks at upper levels and variations in facade depth can help larger scale construction relate to a smaller scale context and maintain a pedestrian scale.

Study the patterns of the existing context prior to beginning design. Infill development should strengthen the continuity of the existing commercial patterns and work toward creating a cohesive and walkable downtown fabric.



204 SOUTH LIBERTY, 2024/ SSOE GROUP

SCALE, FORM and MASSING RECOMMENDATIONS

Encouraged:

- Orient the building toward the street or the intersection, if on a corner lot
- Consider the ratio of building footprint to lot size including how open space is created
- Use design strategies to mitigate the appearance of size and scale
- Multi-story buildings with stepbacks
- Consider the horizontal datum lines created by adjacent buildings



STEELBRIDGE ANNEX/ NICHOLS PARTNERSHIP

Discouraged:

- Facing the primary entry away from the main street or corner
- A large, boxy building that is monolithic or monumental in appearance
- Designing without the pedestrian in mind
- Copying the design of an adjacent building
- Creating a more than two-story scale transition with neighboring architecture

COMPATIBILITY and CONTEXT

HUMAN SCALE

Designing for human scale means using architectural elements to relate a building to the scale of the human body.

Massive or monumental structures are meant to evoke a sense of awe, and are successful when designed specifically for that purpose. To maintain a feeling of comfort and proportion at the street level, development in Downtown Powell should implement human scale elements at the ground level on all facades.

For larger sites, alternate portions of the building that are located on the front property line with street-facing courtyards, public plazas, and seating areas to minimize bulk and create gathering spaces.



JAEGER SQUARE / THE PIZZUTTI COMPANIES



DENVER / CLAYTON HOTEL

HUMAN SCALE RECOMMENDATIONS

- Generate building forms that have a porous relationship with the frontage
- Recess windows and doorways to create a sense of depth
- Use piers, columns, trim, overhangs, and other architectural elements that provide design interest on all sides of buildings
- Details that demonstrate craftsmanship are encouraged
- Use projections and recesses to allow a visual play of light and shadow
- Construct primary entrances at grade
- Develop the ground floor facade as primarily transparent
- Consider commissioning a mural for any large length of featureless facade

COMPATIBILITY and CONTEXT

STRATEGIES for BREAKING UP MASS and VOLUME

When undertaking a development project in Downtown Powell, wide variation in existing building scale can make it challenging to implement a contextually appropriate design.

Larger scale infill and redevelopment will play a critical role in creating a vibrant and connected downtown environment. At the same time, buildings must be articulated in a way that breaks up the appearance of mass and volume.

Each project will encounter a unique set of circumstances based on its context. Consider site location, design zone, and context on all sides when designing commercial development in Downtown Powell.



50 SOUTH LIBERTY, 2026/ SSOE GROUP

RECOMMENDATIONS for BREAKING UP MASS and VOLUME

Encouraged:

- Subtle variation in groupings of windows and opening patterns
- Varying setbacks to disrupt a monotonous wall of buildings and create gathering spaces
- Utilize balconies, recessed entries, projecting shade elements and facade details
- Transparency at the ground level
- Consider base, middle, and top parts of a building in design
- Articulate rooflines

Discouraged:

- Blank walls or flat facades without openings, articulation, or detail
- Windows of all the same size with no clear patterns or groupings
- A flat facade with no articulation or detail
- Large setbacks for extended distances
- Opaque facades at ground level
- New construction that competes with rather than complements adjacent buildings



MULTI-FAMILY/ STUDIO ARCHITECTS

COMPATIBILITY and CONTEXT



BREAKING UP VOLUME

- A. **Massing & Proportion**
Facade lengths should maintain a human scale, broken up by subtle material changes and steps in depth in proportion with context
- B. **Facade Variation**
Subtle variation in rhythm and groupings of windows and opening patterns
- C. **Recessed Entry**
Recessed and projecting elements provide relief in a flat facade
- D. **Roofline Articulation**
Distinguish the top of the building from the skyline

Breaking up Volume, Westerville // this facade showcases appropriate proportions, breaks up volume successfully with variation in color, material, detail and changes in plane, and maintains a rhythm of window openings with subtle variation to avoid monotony

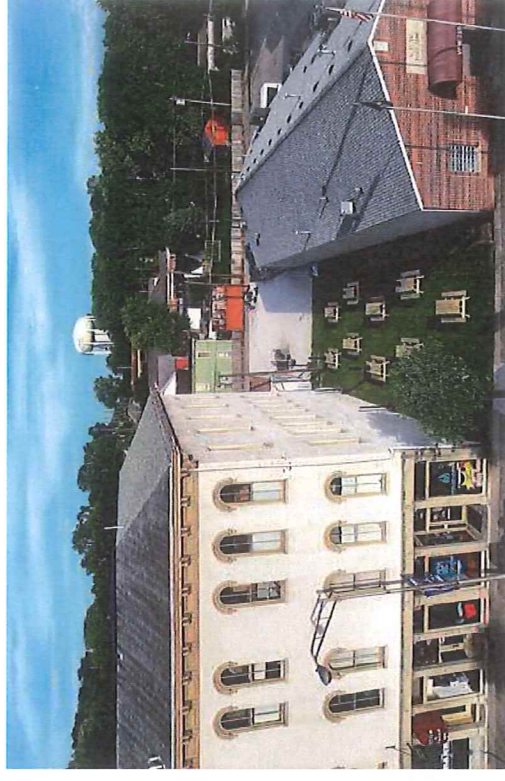
COMPATIBILITY and CONTEXT

TRANSITIONS

Transitions occur in the built environment at all scales. These in-between spaces require consideration of shading, screening, privacy, access to sunlight, and treatment of blank walls during design.

Near Design Zone or neighborhood boundaries, attention should be paid to transitions in building scale to help facilitate better compatibility. At transitions involving residential structures, access to sunlight and maintaining privacy are top priorities.

Consider creative design solutions to reduce impacts of large buildings and maintain access to sun, air and light for your building occupants along with adjacent businesses and residences.



CITY OF FRANKLIN, OHIO

Access to Sunlight

How much sunlight will occupants of your building get? How does your building impact access to sunlight for those around you? These are important questions. Seek the assistance of a design professional to perform a sunlight and shading analysis.

TRANSITION RECOMMENDATIONS

Encouraged:

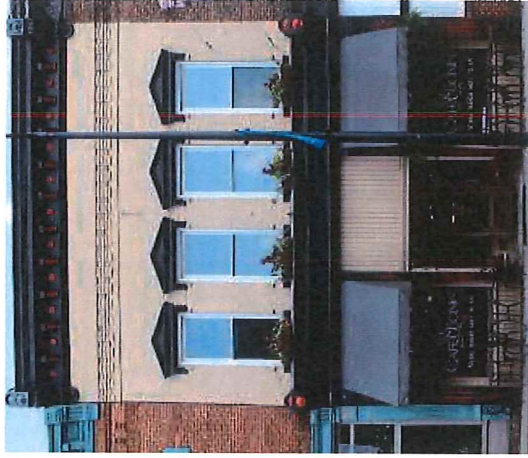
- Consider the scale of nearby buildings and how yours relates
- Preserve access to sunlight
- Maintain landscape buffers to mitigate privacy impacts and soften transitions
- Locate balconies and windows with care
- Increase side setbacks when privacy is a major concern
- Consider creating pocket parks or flexible gathering spaces for shared use

Discouraged:

- Creating exterior seating areas that look directly onto neighboring residential properties
- Blocking sunlight for adjacent buildings
- Excessive overspill from exterior lighting onto neighboring properties
- Creating multi-story blank walls
- Placing unsightly elements such as trash dumpsters and mechanical equipment in direct view of adjacent occupants

THIS PAGE IS INTENTIONALLY LEFT BLANK

ARCHITECTURAL CHARACTER



CITY OF FRANKLIN MASTER PLAN

The architectural character of a building includes its materials, color palette, massing, opening patterns, projecting elements, ornamentation, and general style.

While using current design and construction methods, new buildings should strive to complement the character of their neighbors, creating a cohesive downtown fabric that reads as more than a sum of its parts.

Consider designing with future uses in mind, making it more viable to maintain existing building stock as Downtown Powell evolves.



65 WEST OLENTANGY, 2026/ SSOE GROUP

Base, Middle, and Top

Ground floor height is encouraged to be taller than upper stories. Distinguish upper levels with nuanced differences in architectural elements. Use projections and recesses to bring the activity of the interior to the street.

ARCHITECTURAL CHARACTER CONSIDERATIONS

- Implement *human scale elements* at the ground level on all facades
- Wrap primary elevation materials around building corners onto the secondary elevations
- Design all elevations of the building including alley elevations
- Buildings taller than two stories should have a clearly designed base, middle, and top
- Design rooflines with the same level of detail as the rest of the building
- Incorporate thoughtful design details that make the building unique
- Minimize the appearance of mechanical equipment and utility appurtenances
- Consider screening for service equipment, such as trash enclosures, part of the overall design

ARCHITECTURAL CHARACTER

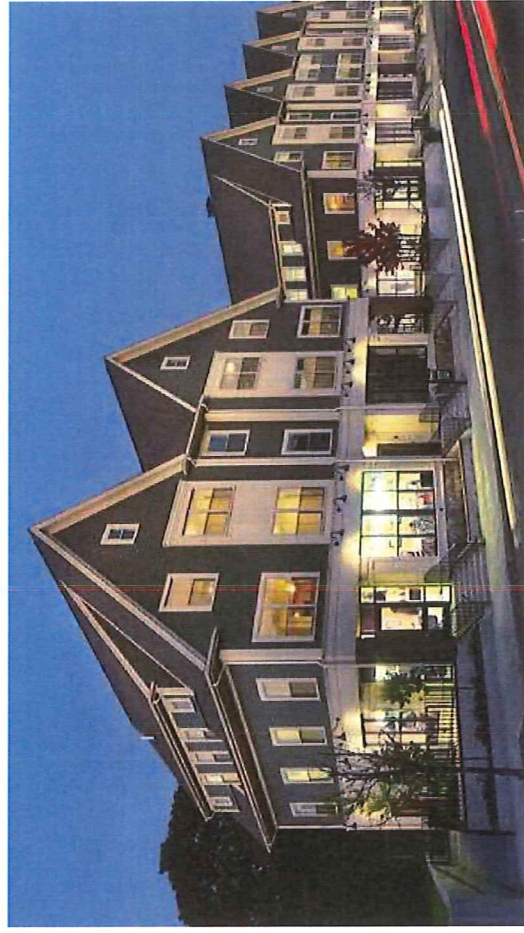


PHOTO CREDITS // TOP LEFT: ESPRESSO AIR, TOP MIDDLE: BRUCE DAMONTE / OLSON KUNDIG, TOP RIGHT: TOWN & COUNTRY LIVING, BOTTOM LEFT: NAT REA / UNION STUDIO ARCHITECTURE, BOTTOM RIGHT: JOSEPH ROMEO PHOTOGRAPHY/ BEYER BLINDER BELLE

ARCHITECTURAL CHARACTER

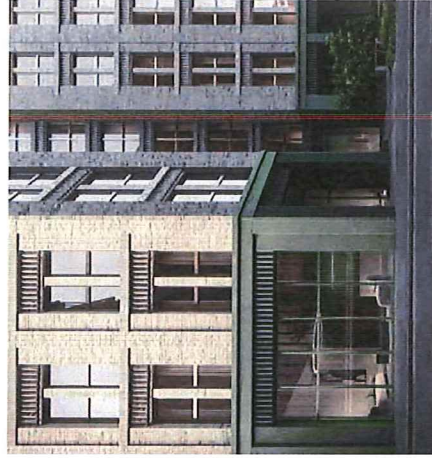
BUILDING MATERIALS and COLOR

Material and color choices play a major role in a building's character. New development can employ a mix of traditional and contemporary materials and color palettes while remaining complementary to adjacent existing buildings. Particular attention should be paid to the character of neighboring Contributing Historic Properties.

Commercial development should prioritize ground-level activation, using transparent materials and architecturally interesting facades to promote walkability. All development should uphold high standards of design and construction quality to maintain Downtown Powell's visual integrity as the community grows.



36 NORTH OLENTANGY, 2026 / SSOE GROUP



CROSS KEYS, MANCHESTER / CERT

BUILDING MATERIAL CONSIDERATIONS

- Consider the materials of adjacent buildings
- Contemporary material choices are encouraged in a way that integrates well into the existing context
- Brick, stone, vertical and horizontal cementitious sidings and exposed wood are appropriate
- Limit the use of stucco in street-facing facades
- Flat roofs with articulated rooflines are most appropriate for buildings close to the street frontage
- Do not attempt to mimic Historic properties
- Americana, Neutral, and Earth tone color palettes are encouraged over bright or high-contrast*
- Primary street-facing doors should be double doors
- Street-facing windows should be vertically-oriented
- Consider horizontal datum lines created by adjacent buildings' openings and material changes
- Balance opacity and transparency- the ground level should be the most transparent

**Refer to the Appendix for color palette resources. Final color approval is at discretion of Planning & Zoning.*

ARCHITECTURAL CHARACTER

STANDARDS of DESIGN and CONSTRUCTION QUALITY

New construction in Downtown Powell should continue to uphold a high standard of design and construction quality. Certain materials, colors, and construction techniques may not be considered acceptable in order to uphold this standard.*

RECOMMENDATIONS for BUILDING MATERIAL CHOICE

PRIMARY Materials

- Brick
- Stone
- Cement board siding
- Decorative block
- Wood

SECONDARY Materials

- Tile
- Glass
- Concrete
- Composite panel
- Stucco (use sparingly)



THE WOODLANDS / DEREK BRYANT

DESIGN and CONSTRUCTION QUALITY RECOMMENDATIONS

- Design a well-articulated primary facade with pedestrian-scale detail elements
- Select well-balanced material and color palettes
- Thoughtfully design all sides of the building
- Design rear and side entries to enhance public access from parking lots and alleys
- Wrap materials from the primary elevation around corners onto the secondary elevations rather than opting for less visually pleasing choices
- Specify high-quality materials
- Uphold quality control protocol during construction to ensure the best end product possible



JAEGER SQUARE / PIZZUTI COMPANIES

*Final material approval is at discretion of Planning & Zoning.

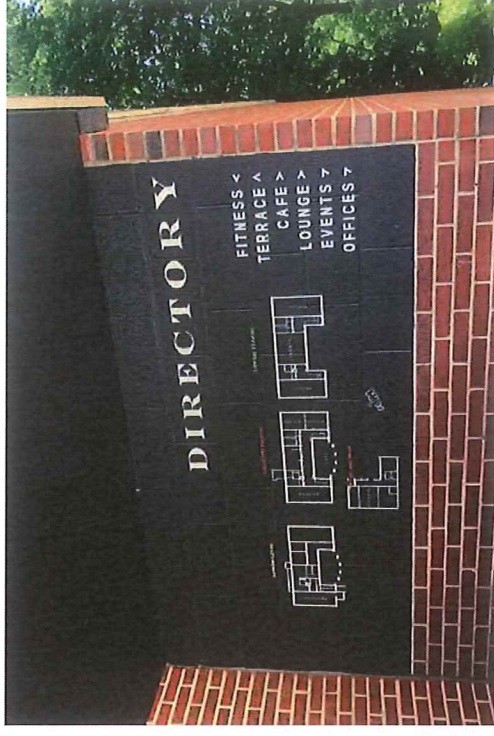
ARCHITECTURAL CHARACTER

BUILDING LIGHTING and SIGNAGE

Commercial signage should identify businesses, promote commercial activity, and provide direction and information to the community. Thoughtful signage can also inspire curiosity and create moments of delight as part of the downtown experience.

Exterior building lighting should be designed to enhance the architecture of a building. Building lighting can provide ambient light for signage, pedestrians, and safety. Though lighting for security is important, take care to minimize light spillover onto adjacent properties.

For the best results, identifying signage and exterior building lighting should be part of a building's overall design.



OPEN AIR COLUMBUS / SSOE GROUP

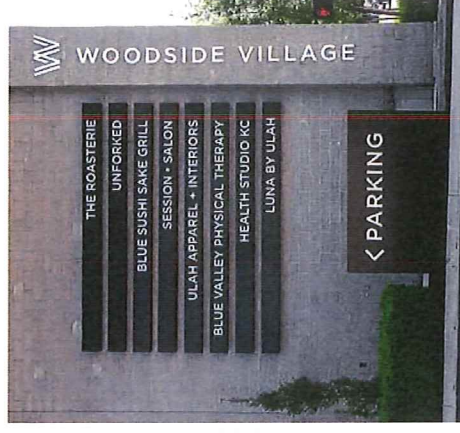
BUILDING LIGHTING and SIGNAGE RECOMMENDATIONS

Encouraged:

- Consider signage and lighting to complement a building's scale and character
- Simple sign shapes, symbols and designs that are clear and easily read by pedestrians
- Signage lit by ambient light
- Simple, neutral light fixtures
- Focus facade lighting on high-traffic pedestrian areas
- Conduct lighting studies during design to ensure vanity lighting is captured on the facade

Discouraged:

- Removal or obscuring of Historic features and architectural details when mounting signage
- Complex typefaces
- Internally-illuminated signage
- Light spillover onto adjacent properties
- Signage and lighting designed in a way that competes with the building design
- Up-directed architectural vanity lighting and other excessive lighting beyond what is adequate



WOODSIDE VILLAGE / DESIGN RANCH

ARCHITECTURAL CHARACTER

COMMERCIAL SIGN TYPES

Wall Signs

Wall signs are directly mounted to a building's facade and project less than 15 inches from the building.

Position wall signs in alignment with architectural features, above first level windows or storefront.



Projecting Signs

Projecting signs are mounted perpendicular to a building's facade, oriented toward pedestrian traffic.

Position wall signs along the first floor level of the facade, near the primary entry.



Awning Signs

Awning signs involve messaging integrated into building-mounted awning.

Position awning signs to emphasize facade features and draw attention to a window display or entrance.



Free-Standing Signs

Free-standing signs are ground-mounted signs, most useful when an existing building is significantly setback from the frontage.

Position free-standing signs near the sidewalk for high pedestrian visibility.



PHOTO CREDITS, LEFT TO RIGHT- TOP ROW: SSOE GROUP, CITY OF BOULDER, CITY OF BOULDER, SSOE GROUP
BOTTOM ROW: CITY OF BOULDER, CITY OF BOULDER, PINTEREST, SSOE GROUP

SITE CONSIDERATIONS



DOWNTOWN POWELL, 2026 / SSOE GROUP

Powell residents desire a walkable downtown streetscape. Well-connected pedestrian pathways, especially through commercial and mixed-use corridors, encourage a healthier, more vibrant community.

A pedestrian-oriented approach to site design can unify the visual image of downtown and attract increased foot traffic, creating a more hospitable environment for businesses and residents alike.

During the design process, consider the overall image of downtown in which building, signage, and site design relate to each other.



COHATCH POWELL, 2026 / SSOE GROUP

SITE DESIGN for a WALKABLE DOWNTOWN

- When planning for a renovation or new construction, consider site design
- Create a pedestrian environment that is safe, accessible, visually pleasing, and comfortable
- Plan for sidewalks at the property frontage and connect to existing pedestrian walkways
- Consider a setback that both maintains residents' privacy and engages the streetscape
- Make environmentally conscious choices in site design*
- Integrate landscaping and street trees along the public right of way and pedestrian areas
- Intentionally locate public seating areas and pocket parks
- Activate open and underutilized spaces to encourage community gathering
- Use site design as a way to strengthen downtown's visual connections

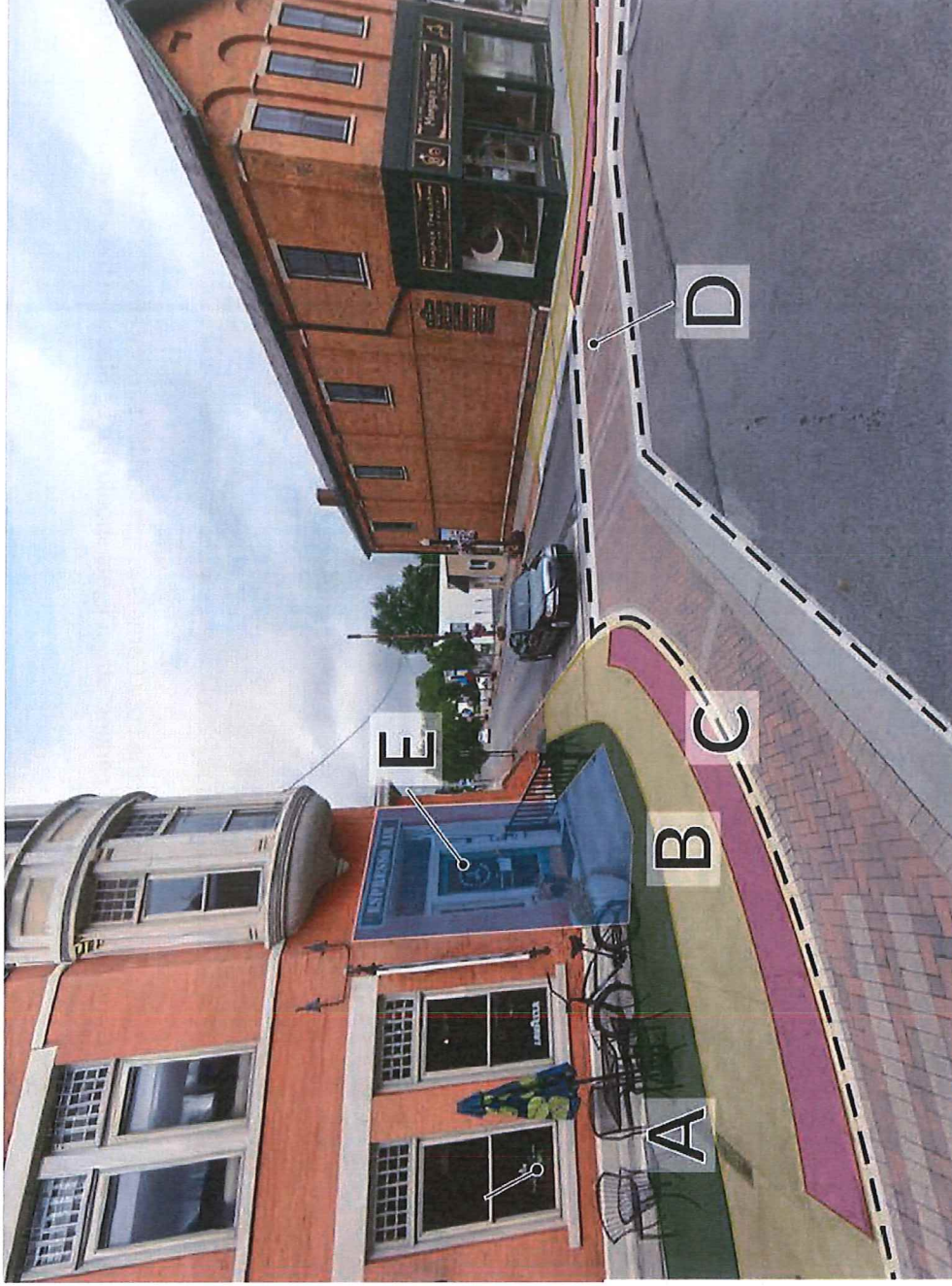
*Refer to Contemporary Design Considerations for additional sustainability guidelines.

Commercial Guidelines

SITE CONSIDERATIONS

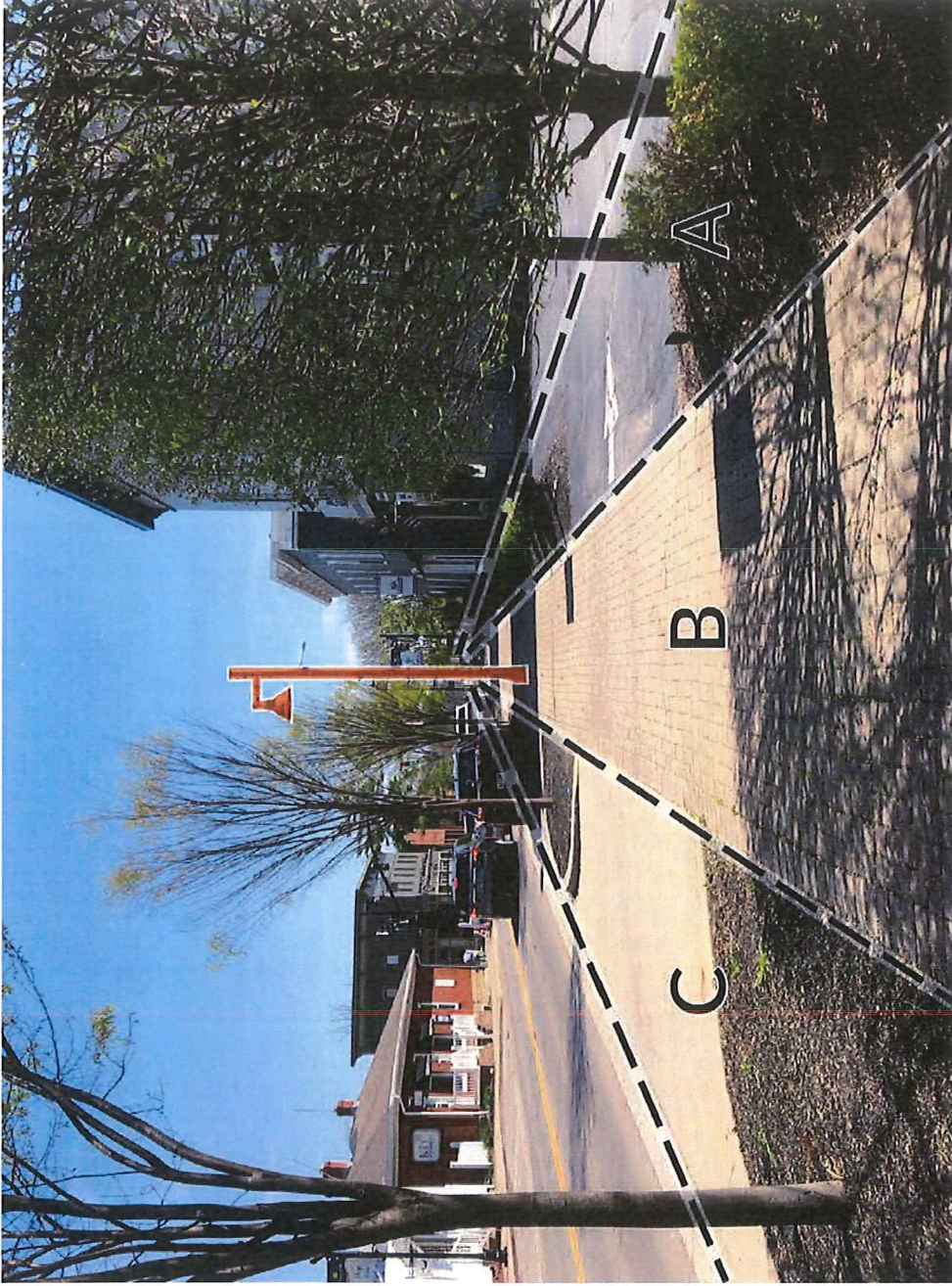
WALKABLE STREETSCAPE

- A. Frontage Zone**
Area bordering a building, space for screening, ingress and egress, signage, seating, and other building-specific elements.
- B. Pedestrian Zone**
An unobstructed pedestrian pathway, ideally of a different material than frontage and curb zones.
- C. Curb Zone**
Area bordering the street, includes plantings, bike parking, street lights, and utility elements.
- D. Crosswalk**
Designated zone for pedestrian crossing, marked as a visual and tactile cue to drivers.
- E. Corner Entry**
Oriented toward pedestrian traffic, maximizes visibility.



Westerville, Ohio // overlap between the curb zone and the brick crosswalk creates a generous pedestrian-friendly corner zone connecting all four corners of the intersection, signifying the pedestrian well-being as top priority; well-defined streetscape zones and a prominent corner entry reinforce the walkable streetscape

SITE CONSIDERATIONS



STREETSCAPE ZONES WELL-DEFINED

- A. Frontage Zone**
Area bordering a building, gives space for privacy or screening, pedestrian ingress and egress, signage, seating, and other building-specific elements.
- B. Pedestrian Zone**
An unobstructed pedestrian pathway of a different material than frontage and curb zones, includes pedestrian curb cuts. Minimum width is required between vertical elements.
- C. Curb Zone**
Area bordering the street, includes trees and other plantings, bike parking, furnishings, street lights, utility elements, and curb cuts for vehicles.

South side of West Olentangy, just west of the Four Corners // appropriate streetscape: zones for building, pedestrians, plantings, street, material differentiation, cutouts for parking; street lights should not be placed in the active pedestrian path

**Refer to the Zoning Code for specific clear width requirements for streetscape zones.*

Commercial Guidelines

SITE CONSIDERATIONS



STREETSCAPE ZONES NOT WELL-DEFINED

- A. **Frontage Zone**
Area bordering a building which should include building-specific seating, landscape elements for screening, and a defined material boundary
- B. **Pedestrian Zone**
Unobstructed pathway meant solely for pedestrian traffic, should be clearly defined by a distinct material, different than the frontage and curb zones, should include pedestrian curb cuts and be free from obstructions
- C. **Curb Zone**
Area bordering the street, should include a buffer such as trees or planters; this is the appropriate location for utility elements, street lights, and bike racks

East side of North Liberty, just north of the Four Corners // wide Pedestrian Zones at prominent intersections are helpful, and should be accompanied by a Frontage Zone and a Curb Zone with defined materials, plantings, and appropriately located curb cuts

SITE CONSIDERATIONS

STREETSCAPES

Streetscape design is the design of the space along the street edge, and is home to several pedestrian amenities including sidewalks, street furnishings, pedestrian lighting, shade elements, hardscape, landscape and planters, and outdoor dining or gathering areas.

Wide, inviting sidewalks with clearly defined zones separating vehicular and foot traffic foster a safe, comfortable environment for pedestrians and encourage people to spend more time downtown.

Use streetscape elements to engage the building facade when possible/ Shade elements like awnings and canopies can project over outdoor dining areas and sidewalks while site elements can frame entries and display windows in meaningful ways.



CUYAHOGA FALLS, OHIO

Site Accessibility

Consider access for all to and through the site.

Refer to Section 03 Contemporary Design Considerations for additional accessibility guidance.

STREETSCAPE RECOMMENDATIONS

Encouraged:

- Create *outdoor gathering spaces* for the enjoyment of all ages
- Ensure high-quality, durable surface materials that are compatible with the context
- Utilize plantings, such as street trees and shrubs, for shade and visual appeal
- Prioritize pedestrian connection and access through crosswalks and well-lit sidewalks
- Buffer the street edge with landscaping, planters, and street furnishings

Discouraged:

- Pedestrian areas directly adjacent to the roadway without a buffer
- No clear distinction between streetscape zones
- Lack of shade elements
- Isolated gathering areas without purpose and not connected to other pedestrian amenities
- Excessive hardscape without plantings
- Placing street furnishings, site lighting, bicycle racks or other amenities in the sidewalk

SITE CONSIDERATIONS

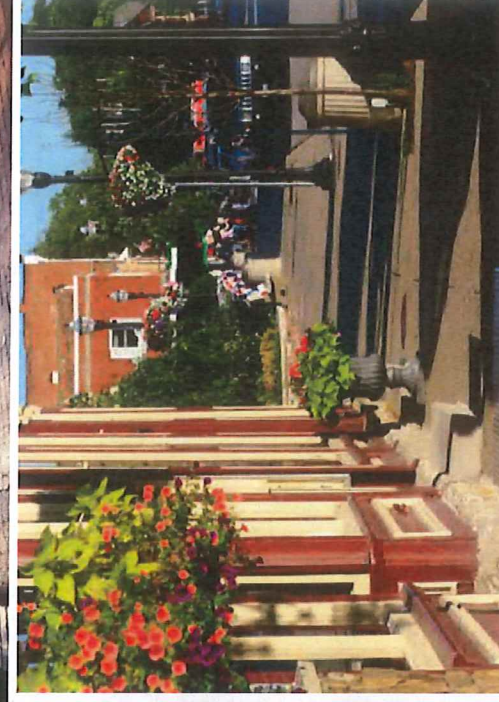
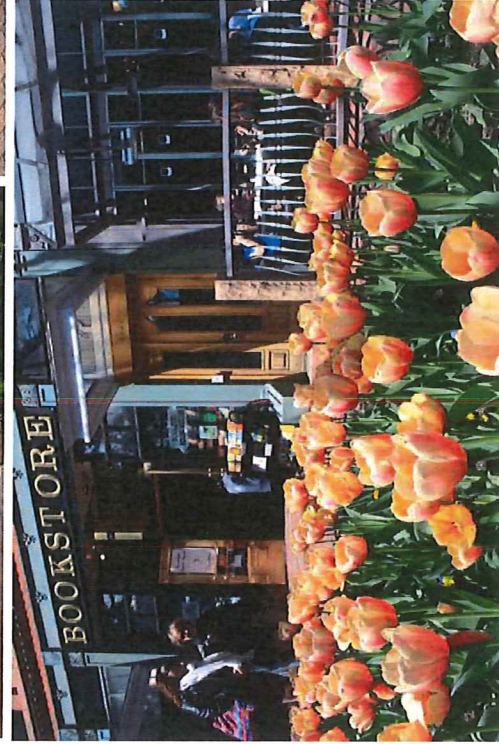
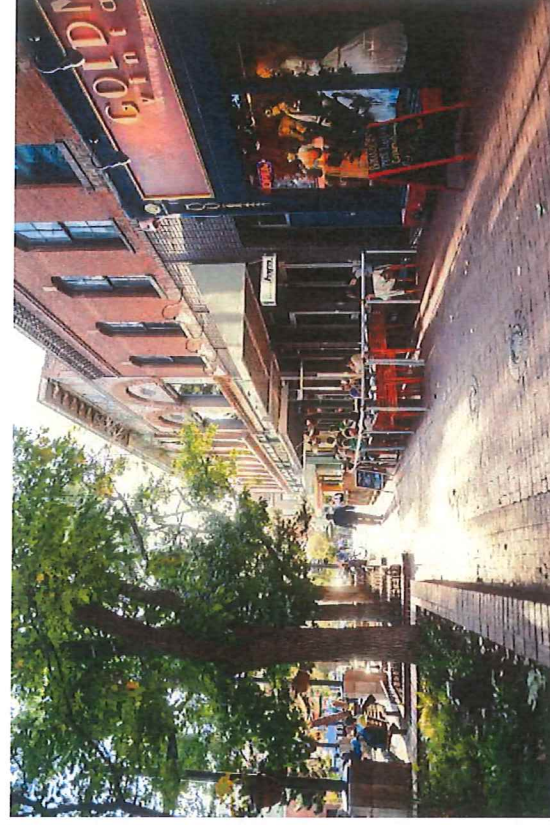
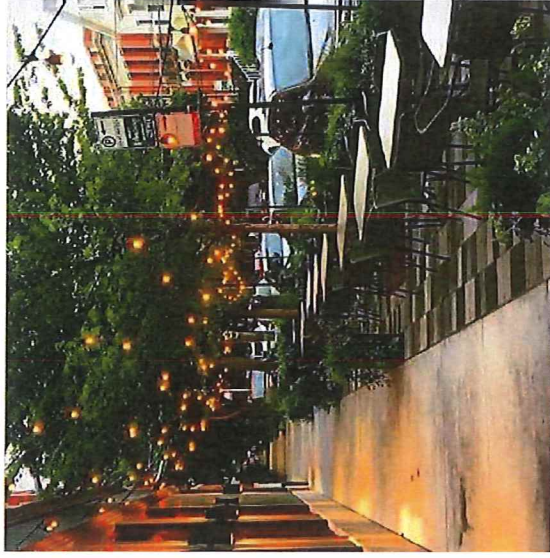


PHOTO CREDITS // TOP LEFT: CODA DI VOLPE, TOP & BOTTOM: MIDDLE: SSOE GROUP, TOP RIGHT & BOTTOM LEFT: CITY OF BOULDER, BOTTOM RIGHT: CITY OF FRANKLIN

SITE CONSIDERATIONS

SITE DESIGN and PARKING

Site design and parking support the function of a building with critical impacts on access, circulation, and overall public impression. Thoughtfully designed vehicle and pedestrian circulation go beyond utilitarian purposes to enrich the downtown experience for all.

While parking is essential to those who live outside of Downtown Powell, excess parking discourages pedestrian activity. Consider shared parking lots and street parking to meet parking requirements.*

Prioritize pedestrian circulation at the primary street frontage, with vehicle circulation behind buildings to create a safer, more walkable streetscape.



80 EAST OLENTANGY, 2026 / SSOE GROUP

SITE DESIGN and PARKING RECOMMENDATIONS

Encouraged:

- Parking accessed from a secondary street
- Parking located at the rear of a building
- Clearly marked pedestrian circulation
- Shared parking with nearby establishments
- Use of plantings such as hedges and trees to screen parking lots from public view
- Loading and service access behind the building
- Adequate lighting for pedestrian well-being
- Repurpose paved spaces for active outdoor uses such as cafe seating or pop-up events
- Include bike parking in the site design

Discouraged:

- Parking lots at the front or side of a building
- Parking accessed from the primary street
- Tall fences or site walls
- Loading or service access at the front or side of a building, visible from the primary street
- Lack of adequate pedestrian lighting
- Parking lots without buffers and screening
- Lack of adequate signage and wayfinding
- Visible utility connections
- Negative effects on adjacent residential properties via noise, traffic, etc.



TOP: ECOLOGICAL LANDSCAPE ALLIANCE
BOTTOM: 2xEDGE

*Refer to the Zoning Code for parking requirements per use.

Commercial Guidelines

SITE CONSIDERATIONS

STREETSCAPE ZONES

- A. Frontage Zone
- B. Pedestrian Zone
- C. Curb Zone
- D. Pocket Park
A small park that is accessible to the general public, can include plantings, seating, and public engagement opportunities.
- E. Screening
Provides a buffer between zones which serve divergent functions, e.g. between a parking lot and a sidewalk, or between a street and a pocket park.



Dublin, Ohio // clear definition of streetscape zones accompanied by easily accessible areas of respite and well-screened parking, creating a safe and welcoming environment for pedestrians

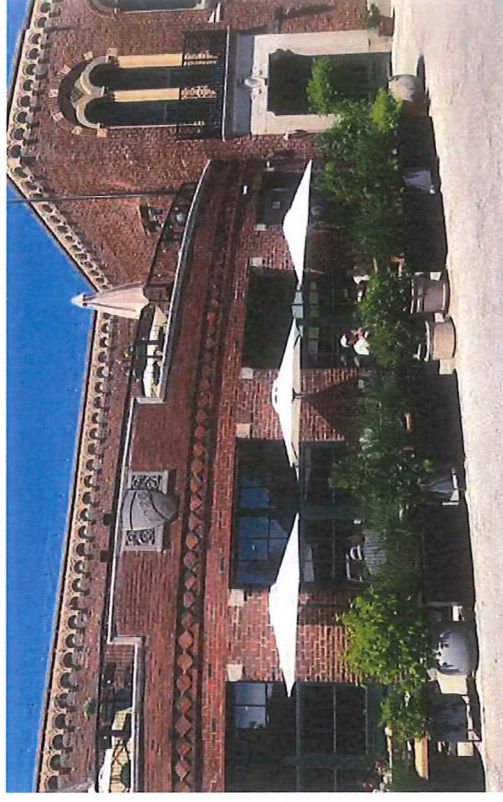
SITE CONSIDERATIONS

LANDSCAPE DESIGN

Landscape design is a central component of site design. Thoughtfully designed landscape can transform a space into a welcoming environment where people want to spend time.

When designing commercial development, include landscaped areas such as courtyards, gardens, and lawns for occupant enjoyment. From large shade trees to low-profile ground cover, use a variety of scale in plantings to create a human-scale environment.

At the street's edge, consider the context and continue existing street tree planting patterns.

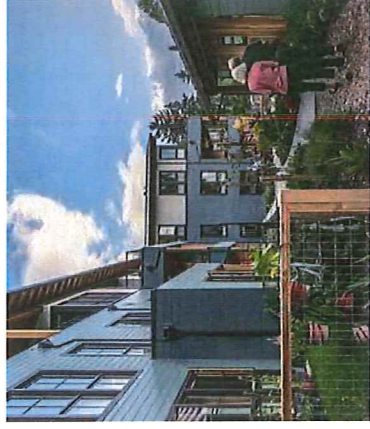


OPEN AIR COLUMBUS, 2026 / SSOE GROUP

LANDSCAPE DESIGN RECOMMENDATIONS

Encouraged:

- Select plantings that are appropriate to their intended location and function
- Use vegetation to shield adjacent residential properties from windows and balconies
- Landscape should screen views of service areas, mechanical and utility equipment
- Plant in a natural, at-grade bed when possible
- Align tree grates with paving patterns
- Use native species



ROSE VILLA GARDEN GROVE / SCOTT EDWARDS ARCHITECTURE

Discouraged:

- Plantings that obstruct pedestrian paths
- Large plantings located too close to a building
- Using container planting where at-grade is possible
- Plantings that create sight obstructions where lines of sight are vital
- Invasive species and high-maintenance plants

SITE CONSIDERATIONS

WAYFINDING SIGNAGE and SITE LIGHTING

For businesses located at intersections and gateways to downtown, wayfinding signage should be a priority.

Materials, sculptures, monuments, and graphics can be creatively employed for inclusive wayfinding. Site lighting is a part of wayfinding, providing adequate lighting for pedestrian comfort and safety.

Well-integrated wayfinding systems support a safe and enjoyable downtown experience.



MASON ON MARIPOSA / DAVID BAKER ARCHITECTS



LEFT: INCLUSIVE WAYFINDING AT CARLTON LEARNING PRECINCT / NEXUS DESIGNS
RIGHT: WHIMSICAL PETAL WAYFINDING / PINTEREST



LEFT: INCLUSIVE WAYFINDING AT CARLTON LEARNING PRECINCT / NEXUS DESIGNS
RIGHT: WHIMSICAL PETAL WAYFINDING / PINTEREST

WAYFINDING SIGNAGE AND SITE LIGHTING RECOMMENDATIONS

- Direct pedestrians toward curb cuts and marked crosswalks
- Consider signage and lighting as an integrated part of site design
- Direct lighting to minimize light spillover onto adjacent properties
- Use simple signs with recognizable symbols and easy-to-read lettering
- Sign materials should be durable and easy to maintain
- Provide sufficient lighting for pedestrian safety at all walkways and parking
- Coordinate wayfinding systems with any Downtown Powell standards

SITE CONSIDERATIONS

PUBLIC SPACES

Activating street frontage and programming underutilized public spaces will help to create a more vibrant, connected Downtown Powell. Several opportunities exist, both on public and private land, for short- or long-term space activation.

Focus features with supporting facilities such as seating, shade elements, interactive installations, or gardens enrich the social value of downtown, creating an enjoyable community destination where people can gather without spending money. Simply adding family-friendly furniture and lawn games can create a sense of place in a once vacant lot.



INTERACTIVE INSTALLATION / CITY OF FRANKLIN, OH



POP-UP RETAIL SHIPPING CONTAINER/
LATENT DESIGN

RECOMMENDATIONS for PUBLIC SPACES

- Activate underutilized space for community gathering
- Carefully consider the context, purpose, and potential impact of any space activation
- Engage the community in designing and creating public spaces
- Pocket parks, temporary parklets, food truck pads, pop-up markets, outdoor dining areas, and participatory art experiences can activate public space
- Enrich the downtown experience with strategically located public art
- Activate existing blank walls with thoughtful murals
- Use standard street furnishings to reinforce a predictable visual experience downtown
- Public furnishings should be crafted in durable and elegant materials in coordination with any City of Powell standards
- Be creative - unique spaces are often the most successful

SITE CONSIDERATIONS



PHOTO CREDITS // TOP LEFT: CITY OF POWELL, TOP MIDDLE: CITY OF AKRON, TOP RIGHT: CITY OF FRANKLIN, BOTTOM LEFT: STUDIO OSSIDIANA, BOTTOM MIDDLE: SAN ANTONIO BOTANICAL GARDEN, BOTTOM RIGHT: PINTEREST

SITE CONSIDERATIONS

EXAMPLES of WHAT **NOT** TO DO

INAPPROPRIATE SITE DESIGN



PHOTO CREDITS // SSOE GROUP; LEFT: LIGHT POLE IN PEDESTRIAN ZONE, TOP MIDDLE: CURB CUT OFF PRIMARY FRONTAGE AND PARKING LOT AT SIDE OF BUILDING, BOTTOM MIDDLE LEFT: BIKE RACK IN PEDESTRIAN ZONE, BOTTOM MIDDLE RIGHT: EXPOSED UTILITY METERS, RIGHT: INAPPROPRIATELY PROPORTIONED STREETScape ZONES

THIS PAGE IS INTENTIONALLY LEFT BLANK

MULTI-FAMILY DEVELOPMENT

Planning for a balanced variety of residential typologies creates space for residents of all life stages in Downtown Powell. Thoughtfully designed multi-family development uses space wisely to create a walkable, interconnected community with amenities that enrich the downtown fabric for all.

The Mixed Residential Zone is designated for multi-family development in the southeast quadrant. Additional multi-family development may occur as part of the Village Green Master Plan, or other mixed use construction.

Where the multi-family building typology is not well-established, developers must be cognizant of context and ensure that new builds reflect the character that Downtown Powell seeks to create.



MIXED RESIDENTIAL, 2018 / DAVID MADISON PHOTOGRAPHY

Design of Multi-Family Buildings

The guidance provided in this section, including Compatibility and Context, Architectural Character, and Site Considerations all apply to Multi-Family Development.

MULTI-FAMILY RECOMMENDATIONS

- Design multi-family development to relate to the existing pattern, scale, style and massing of nearby buildings
- Incorporate open space and shared amenity design into multi-family developments
- Consider the various ways in which your multi-family development will impact the community
- Integrate accessible and sustainable design principles into multi-family development
- Employ design strategies such as facade relief, articulation, setbacks and transparency to create a human scale development at the street level

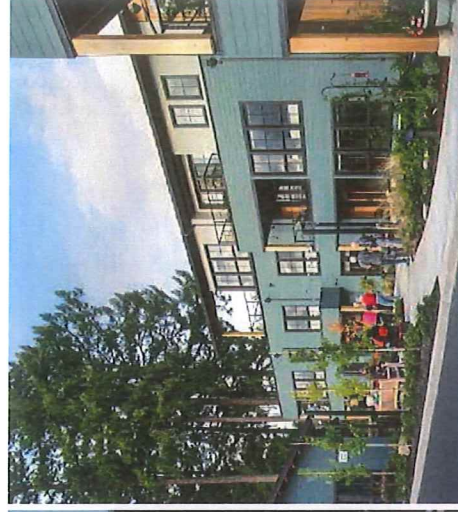


PHOTO CREDITS // TOP LEFT: STUDIO ARCHITECTS, TOP MIDDLE: AUSTIN LUXURY REAL ESTATE, TOP RIGHT: SCOTT EDWARDS ARCHITECTURE, BOTTOM LEFT: POWELL GREEN, BOTTOM RIGHT: THE PIZZUTI COMPANIES

HISTORIC ADJACENCIES

Within Downtown Powell, several opportunities for commercial infill and redevelopment are located adjacent to Contributing Historic Properties.

Making the most of opportunities for infill and redevelopment is vital to the growth that will create a thriving community for current and future residents. Remaining sensitive to the historic building stock is equally as vital to retaining Powell's unique character.

When undertaking development near a Contributing Historic Property, consider the building's contribution to Powell's history along with its architectural nuances.



50-60 EAST OLENTANGY, 2026 / SSOE GROUP



77 SOUTH LIBERTY, 2026 / SSOE GROUP

HISTORIC ADJACENCY CONSIDERATIONS

- The closer a development is to a Contributing Historic Property, the more critical it is to establish a visual relationship
- Contemporary design with thoughtfully incorporated historic references is the most appropriate approach at historic adjacencies
- Consider that new development today will become part of Powell's history
- Refer to Section 04 Design Districts within this document for guidance on development in the Historic Zone

THIS PAGE IS INTENTIONALLY LEFT BLANK

08

DEMOLITION CONSIDERATIONS

What is the process?

Refer to 02 Procedures section of this document for helpful information regarding the approval process for demolition of an existing structure.

DEMOLITION

At times, it becomes necessary to demolish a building. While the desired outcome, a building's state of disrepair may create a heavy financial burden or a structural impossibility of maintaining the existing building. Property owners should carefully consider whether demolition is the appropriate approach for their building. For demolition of non-historic properties, zoning approval is not required. However, a demolition permit is required.

Contributing Historic Properties are irreplaceable community assets, and their demolition should be a last resort. The City may be able to assist with evaluating alternatives to demolition. When seeking demolition of a Contributing Historic Property, owners should be prepared to explain and document the financial and technical reasons why it is infeasible to accomplish their goals while retaining the existing building. A Certificate of Appropriateness is required for the demolition of a Contributing Historic Property.



DEMOLITION / THE COLUMBUS DISPATCH

Considerations for Demolition of Existing Buildings:

- Is the building Historically significant? If so, refer to the graphic on the next page.
- What is the condition of the structure?
- What is the impact of the demolition on its surrounding context?
- Does the future planned use of the site meet the Zoning Code and Design Guidelines?

DEMOLITION of CONTRIBUTING HISTORIC BUILDINGS

PUBLIC PURPOSE

- Would the removal be to the detriment or benefit of the public?
- Would retention of the building promote the general welfare, making the city a more desirable place to live?
- Is the proposed new use of the property of greater benefit to the public than the existing?

SIGNIFICANCE & CHARACTER

- What is the Historical significance of the building?
- What is the building's contribution to the unique character of downtown Powell?
- Does the building qualify for the national, state, or local historic register?

SETTING

- What is the building's historic value in relation to the context in which it exists?
- What will be the impact of demolition on adjacent buildings and sites?
- How will the proposed new use affect the value of adjacent properties?

BUILDING CONDITION

- What is the condition of the structure?
- Has a professional structural engineer evaluated the structure?
- Has preserving or restoring the building been thoroughly evaluated and deemed cost-prohibitive?

ALTERNATIVES

- Is there a reasonable alternative that would allow for the building to remain?
- Has the owner attempted to sell the building and/or property to an entity willing to preserve it?
- Is demolition the only practical means of transforming the property into a valuable community asset?

REFERENCE DOCUMENTS

CITY OF POWELL DOCUMENTS AND REFERENCES

City of Powell, *Architectural Guidelines* (December 2016)

City of Powell, *Certificate of Appropriateness Approval Criteria*

City of Powell, *Zoning Code*

Designing Local, *Powell Historic Survey**

SSOE Group, *2025 Historic Survey and Phase I Village Green Master Plan Summary**

SSOE Group, *2025 Powell Design Guidelines Benchmark Report**

SSOE Group, *2025 Powell Design Guidelines Framework Analysis and Survey Feedback Summary**

*Available in full at the end of this document.

REFERENCE DOCUMENTS

OTHER REFERENCES

City of Boulder, *Boulder Downtown Urban Design Guidelines (Revised March 7, 2018)*

City of Dublin, *Historic Design Guidelines*

City of Forest Grove, *Design Guideline Handbook*

City of Franklin, *Downtown Franklin Master Plan (March 2023)*

City of Portland, *PDX Main St. Design Guidelines (Updated 12.2020)*

City of Westerville, *Uptown Westerville Design Guidelines (Updated Feb 2025)*

City of Worthington, *Worthington Design Guidelines*

Secretary of the Interior, *Standards for Rehabilitation*

Secretary of the Interior, *Standards for the Treatment of Historic Properties*

CONTRIBUTING HISTORIC PROPERTIES



CONTRIBUTING HISTORIC PROPERTIES

#	Contributing Property Address	Current Use
1	40 E Case Avenue	Residential
2	50 E Case Avenue	Single-Family
3	57 E Case Avenue	Single-Family
4	59 E Case Avenue	Single-Family
5	60 E Case Avenue	Single-Family
6	80 E Case Avenue	Single-Family
7	90 E Case Avenue	Single-Family
8	91 E Case Avenue	Single-Family
9	54 Scioto Street	Single-Family
10	62 Scioto Street	Single-Family
11	76 Scioto Street	Single-Family
12	77 Scioto Street	Single-Family
13	89 Scioto Street	Single-Family
14	101 Scioto Street	Single-Family
15	30 Depot Street	Residential
16	10 W Olentangy Street	Commercial
17	16 W Olentangy Street	Multi-Tenant
18	21 W Olentangy Street	Megan's Savvy Pet Grooming LLC
19	26 W Olentangy Street	Prohibition Gastro Lounge
20	35 W Olentangy Street	Huli Huli Tiki Lounge
21	38 W Olentangy Street	Orleans Psychological Services
22	50 W Olentangy Street	ForeLOVE
23	57 W Olentangy Street	Nicole's for Children
24	70 W Olentangy Street	Single-Family
25	71 W Olentangy Street	Kevin Knight & Co
26	77 W Olentangy Street	Blackberry Patch Antiques LLC
27	78 W Olentangy Street	Lochally Artisan Chocolates
28	84 W Olentangy Street	Upward Home Solutions
29	87 W Olentangy Street	Framemakers of Powell
30	24 E Olentangy Street	Peachtree Street
31	32 E Olentangy Street	The Parlor
32	55 E Olentangy Street	SoHo Luxury Exchange
33	60 E Olentangy Street	Stogies Cigars and Lounge
34	80 E Olentangy Street	COhatch
35	83 E Olentangy Street	80 East
36	103 E Olentangy Street	Salons of Powell
37	5 S Liberty Street	Powell Liberty Historical Society
38	22 S Liberty Street	Kraft House No. 5
39	27 S Liberty Street	Espresso 22
40	47 S Liberty Street	Finn & Roe
41	77 S Liberty Street	Multi-Tenant
42	15 N Liberty Street	Multi-Tenant
43	36 N Liberty Street	Multi-Tenant
44	105 N Liberty Street	Board & Brush Creative Studio
45	111 N Liberty Street	Single-Family
46	119 N Liberty Street	Single-Family
47	137 N Liberty Street	Single-Family

CONTRIBUTING HISTORIC PROPERTIES

36 N Liberty Street
Board & Brush Creative Studio



26 W Olentangy Street
Huli Huli Tiki Lounge



47 S Liberty St
Multi-Tenant Commercial



80 E Olentangy Street
80 East



PHOTOS COURTESY OF SSOE GROUP

CONTRIBUTING HISTORIC PROPERTIES

77 S Liberty Street
The Old Schoolhouse



5 S Liberty Street
Kraft House No. 5



103 E Olentangy Street
Powell-Liberty Historical Society



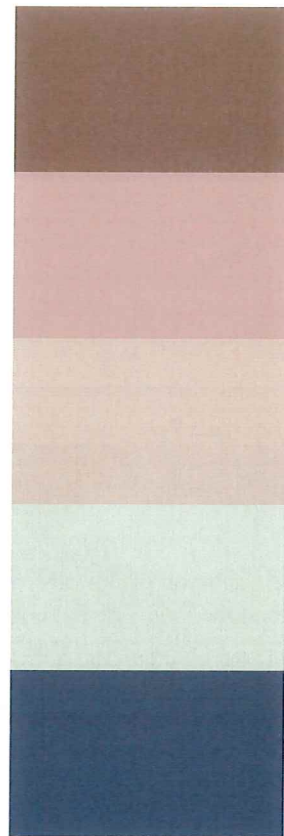
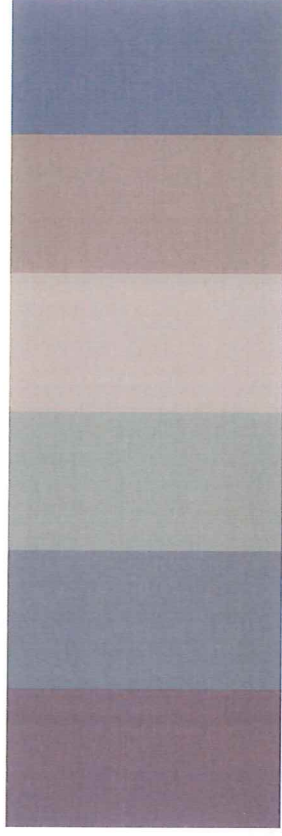
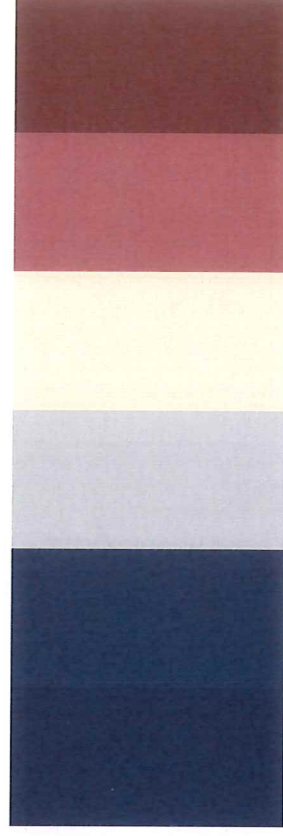
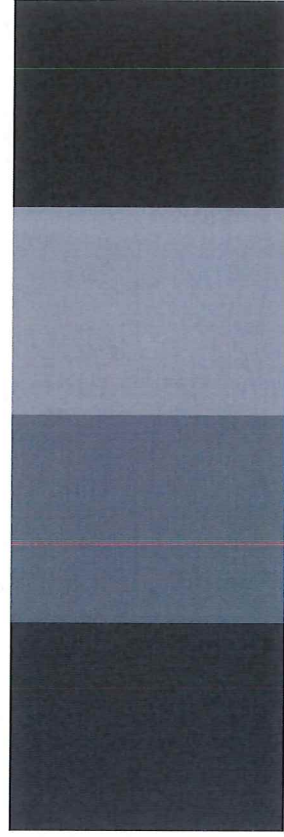
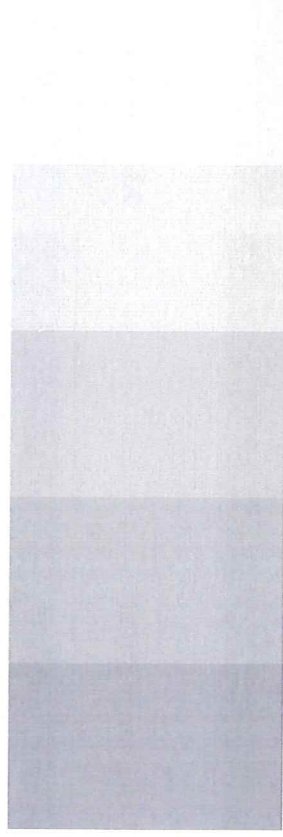
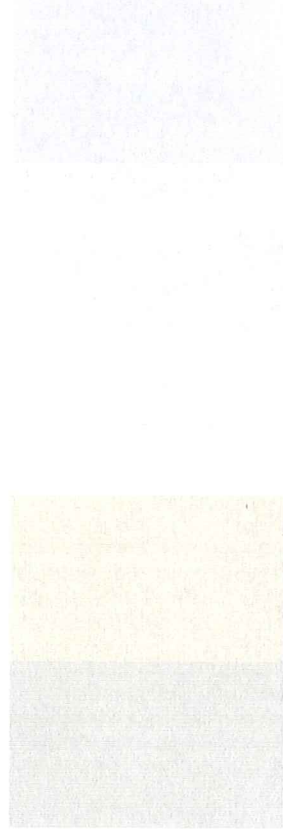
137 N Liberty Street
Single-Family Residence



PHOTOS COURTESY OF SSOE GROUP

COLOR PALETTES

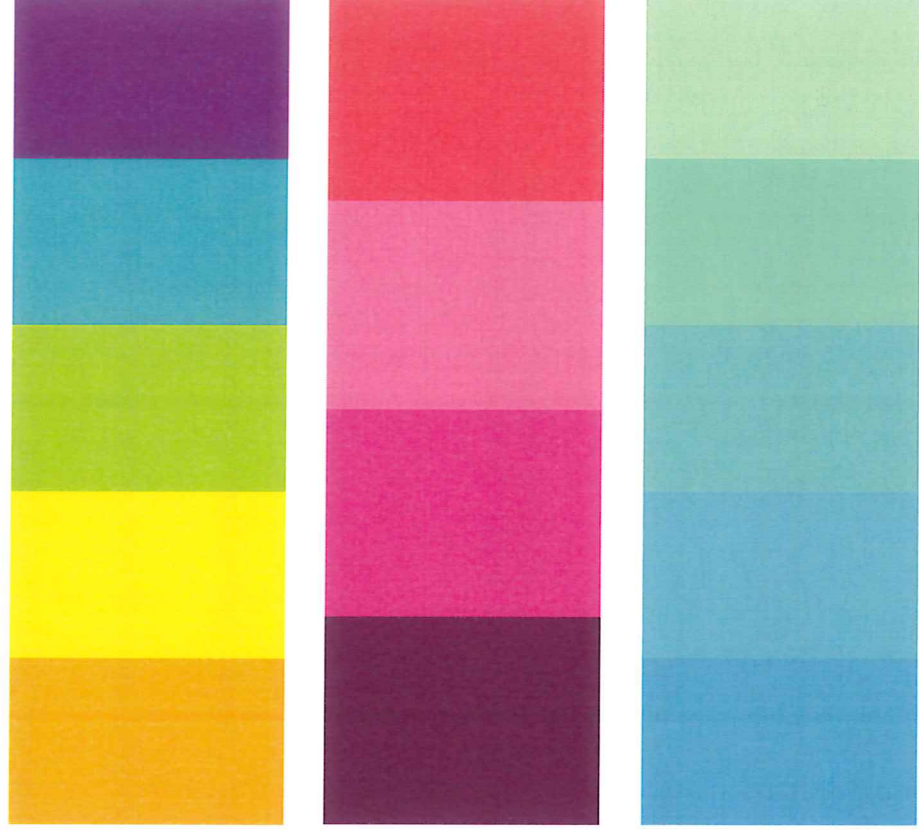
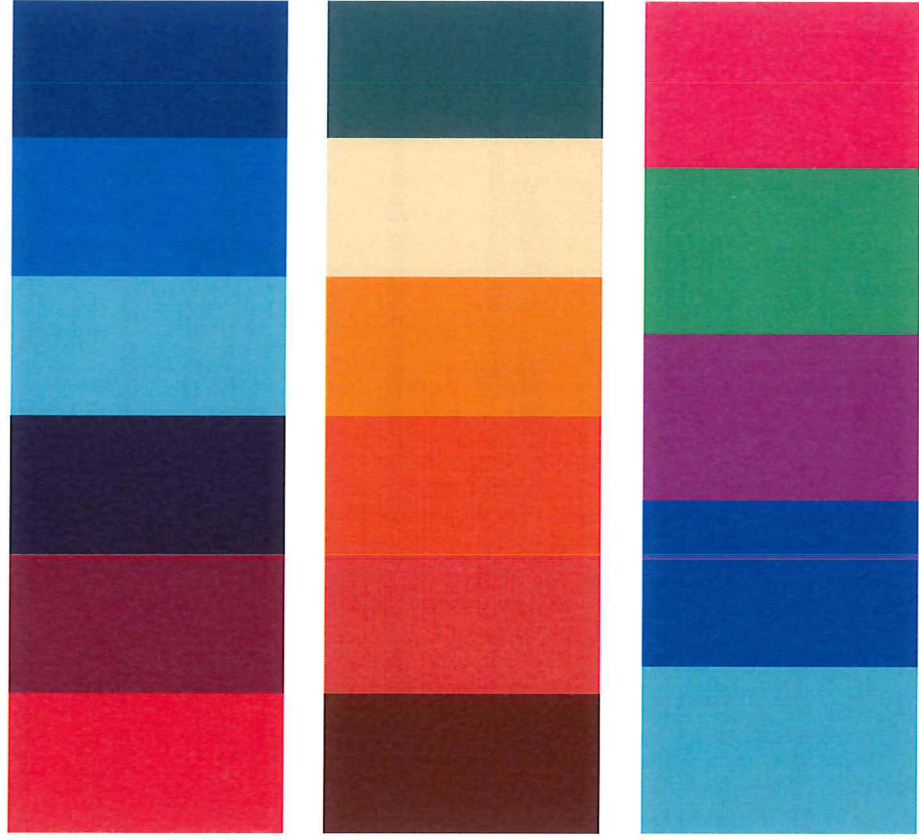
EXAMPLES OF ACCEPTABLE COLORS



Variation from what is shown here is acceptable. All color selections must be approved by Planning and Zoning.

COLOR PALETTES

EXAMPLES OF UNACCEPTABLE COLORS



GLOSSARY

Accessory Buildings: A structure that is located on the same lot as a primary building with a use that is subordinate to the primary structures.

Adaptive Re-Use: Recycling an old building for a use other than that for what it was originally constructed.

Addition: The act or process of building onto, or enlarging the size of, an existing property.

Architectural Features: The architectural style, general design, and general arrangement of the exterior of a building or other structure, including the color, the kind and texture of the building material, the type and style of all windows, doors, light fixtures, signs, decorative features, and other appurtenances.

Boundaries: Visual, physical conceptual limits between different, spaces, elements, or areas.

Buffer: The area that exists between different zones allowing for one zone to transition to another.

Building Improvement: Accessory buildings and additions and the construction, alterations, modifications, renovations, reconstructions, repair, restoration, or demolition of any part or surface of any building, shed, garage, roof, painting scheme, finish, or other such improvements.

Commercial: Buildings designed and made to support businesses.

Contemporary Design: A kind of design that both flexible and is ever evolving incorporating the current technologies of the world, the current needs, and environmental considerations.

Contemporary Materials: Advanced substances used in modern applications that is characterized by features such as, enhanced durability, increased strength, and lightweight properties.

Contributing Historic Property: A property within a historic significance and integrity and contributes to the period of significance and history of the district.

Craftsmanship: A lens of creativity, manual techniques and a thorough understanding of design and materials principles.

Curb Zone: Area ordering the street, includes tree canopy, shrubs and planters, bike parking, furniture, streetlights and other utility elements, and curb cuts for vehicles.

Demolition: The action or process of destructing a building.

GLOSSARY

Deterioration: When something slowly becomes progressively worse over time.

Developers: A person or thing that develops something. Will typically take open land or tear down buildings to rebuild or build new buildings.

Districts: Areas with specific land use or specific styles to the area.

Elevation: A drawing showing the vertical elements of a building, either exterior or interior, as a direct projection to a vertical plane.

Egress: Something that is an unobstructed and safe way of exiting a structure or building, especially in the case of an emergency.

Facade: The exterior front face of a building

Floor plan: A drawing showing the layout of the enclosing walls of a structure, its doors windows, and the arrangement of interior spaces as viewed from above.

Footprint: Outline of a structure as viewed from above.

Form: Refers to the physical manifestation of a building's design concept. This includes shape, style, and materials.

Frontage Zone: Area bordering a building, gives space for privacy or screening, pedestrian ingress and egress, signage, seating, and other building-specific elements.

Front Property Line: The property line bounding on the street.

Front Setback Line: A line inside the lot's Front Property Line, established at the time of platting, which may also serve as the build-to line for a building on the lot.

Front Setback Zone: The area between the Front Property Line and the Front Setback Line, in which no structures may be placed, except as specifically provided herein.

Frontage: The side of a building parallel to, or most closely parallel to, and near to the Front Property Line.

Guidelines: Practices that allow a basic understanding for the design quality of a proposed project while also allowing flexibility for different practices to achieve a general aesthetic.

GLOSSARY

Historic Zone: Revised from the previous Historic District, about half of the buildings in this zone are Contributing Historic Properties.

Infill Development: The re-dedication of unused or underutilized land to new construction that incorporates existing development patterns and infrastructure.

Ingress: Something that is unobstructed and a safe way of entering a structure or building.

Integrity: Authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic experience.

Interface Zones: Mixed-use zones which build off the Historic District and downtown core in scale, massing, and density.

Massing: Refers to the general size, shape, and form of a structure.

Multi-Building Development: A development composed of two or more structures built on a singular site or neighboring land, often by one developer.

New Construction: Any construction within the Historic District of Powell which is independent of an existing structure or an expansion of an existing structure.

New Development: The conversion of undeveloped or agricultural land through the construction of new buildings, infrastructure, or meaningful site improvement.

Parcels: The defined and identifiable piece of land that is treated as single unit for legal proposes.

Pedestrian Zone: An unobstructed pedestrian pathway, with minimum width required between vertical elements; should be a different material than frontage and curb zones. This is where curb cuts for pedestrians occur.

Placemaking: Is a collaborative approach to designing and managing public spaces that prioritize people's health, happiness, and well-being.

Pocket Park: A small park that is accessible to the public, can include planting, seating, and public engagement opportunities.

Porches: A covered shelter projecting in front of the entrance of a building.

Preservation: The action of preserving or saving something in its original form, integrity, and material.

GLOSSARY

Property Line: Legal limits of property, property's edge.

Public View: That which is visible from any road or public area.

Reconstruction: The action or process of rebuilding something. Typically done, when something is damaged or destroyed, but can sometimes happen when someone just wants to change.

Redevelopment: The process of replacing existing property, and their existing use, with new development and use.

Rehabilitation: Acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character.

Residential: A place that only people live in.

Residential Zones: Allow for solely residential development of the either single-family or mixed residential, depending on the zone.

Restoration: Refers to the act of bringing something back to its original condition.

Renovation: The act or process of making changes to a property without consideration of adherence to maintaining its historic character. Often used as a synonym for 'remodel.'

Roads: Streets, lanes, or parkways.

Roof Line: The distinctive silhouette and upper contour of a building's roof as seen from the outside.

Roof Slope: The angle at which a roof rises relative to the horizontal plane. May also be called incline or pitch.

Sandblasting: To roughen or clean a surface with a jet of sand driven by compressed air or steam.

Scale: The proportional relationship between the actual size of an object to the size of the model or drawing.

Setback: Similar setbacks create a continuous streetscape and help integrate infill into the existing context.

Signage: A graphic sign element used for identification, promotion, or wayfinding.

Standards: Requirements that are rigid and must be met for the result.

GLOSSARY

Subordinate: A structure that is not the main or primary building on the property.

Sustainability: The avoidance of the depletion of natural resources to maintain an ecological balance.

Topography: Physical features of land area.

Transitional Green Space and Screening: Provides a buffer between zones which serve divergent functions, e.g., between a parking lot and a sidewalk, or between a street and a pocket park.

Transition: In-between spaces.

Transition Zones: Mixed-use zone which engage with Historic, Residential, and Interface Zones but allow for more variation.

Vegetation: Plant growth, either in its natural location or transplanted setting.

Vernacular Architecture: A building practice that is done without any professional guidance or formal architectural training. This form of architecture encompasses a wide range of methods used in architecture as well as building types from around the world.

Volume: The three-dimensional space that a material or object occupy in a specific area.

Walkability: The measure of how friendly and accessible an area is for walking, encompassing the ease of reaching amenities, safety, and the quality of the pedestrian environment.

Wayfinding: Spatial orientation and navigation within one's environment. Usually aided by signage.

Zones: A framework that dictates how land can be used for different types of buildings and activities.

THIS PAGE IS INTENTIONALLY LEFT BLANK



OFFICE OF THE CITY MANAGER

47 Hall Street | Powell, OH 43065 | 614.885.5380 | cityofpowell.us

MEMO

From: Andrew D. White, City Manager
To: Members of City Council
Initiated by: Logan Stang, Planning Director
CC: Claudia D. Husak, Planning Manager / Zoning Administrator
Re: RESOLUTION 2026-46 – A resolution adopting the Downtown Design Guidelines and replacing the 2016 Architectural Guidelines.
Date: September 1, 2026

Summary:

In addition to the zoning code rewrite, a parallel effort has been underway to update the downtown design guidelines. The guidelines are a supporting document to help preserve the character of Downtown Powell through architectural, design, site, and other related considerations. The existing guidelines were established in 1988 with a graphics update occurring in 2016. Other recent efforts such as the Historic Property Survey have been conducted for the downtown district providing an appropriate opportunity to align the guidelines with the new zoning code.

In 2025, staff began working with the City's architectural advisor, SSOE, to update the design guidelines. Like the zoning code rewrite, the update is a complete rewrite of the existing guidelines which builds upon the foundation that has preserved downtown character. Design aspects that have worked are being carried forward while gaps and modern considerations are incorporated to improve the effectiveness of the guidelines. The result is a user-friendly, organized, and robust document which reinforces historic preservation efforts while supporting modern building practices for Downtown Powell.

The proposed guidelines were developed based on several factors. This included an evaluation of the existing document, review of benchmark community guidelines to understand important elements, and insight from the public gathered through efforts such as the zoning code rewrite and Village Green Master Plan. The update is one of three major policy improvements being pursued which also include the zoning code rewrite and launch of a new permitting software. All of these will become effective at the same time, enhancing the experience that residents, businesses, and property owners will have when pursuing future projects.

Provided in this memo is a summary of the update process and an overview of the proposed guidelines. Staff recommends the adoption of the proposed Downtown Design Guidelines which will replace the 2016 Architectural Guidelines.

Design Guidelines Update Process:

The update process was initiated in May 2025 to align with the zoning code rewrite that began in January 2025. Throughout the process, several public engagement efforts were conducted through other efforts with specific insight gathered to inform the design guidelines update. Information was available on the City's website with community updates and outreach at key milestones. The following is a summary of the engagement efforts:

- **June 20-21, 2025** – Visual preference survey available at Powell Fest.
- **July 7-31, 2025** – Visual preference survey available online.
- **October 7, 2025** – Development Committee review of the Historic Property Survey.
- **November 12, 2025** – P&Z review and recommendation of code amendments to the Downtown District Overlay District. This included three reports related to the update; benchmarking report, downtown efforts report, and a framework & feedback report.
- **December 2, 2025** – City Council review and approval of code amendments to the Downtown District Overlay District. This included three reports related to the update; benchmarking report, downtown efforts report, and a framework & feedback report.
- **March 11, 2026** – Joint City Council and P&Z review and work session on proposed zoning districts and direction for the design guidelines.
- **March 11-27, 2026** – Online survey available on proposed zoning districts and direction for the design guidelines.

Proposed Design Guidelines:

The proposed design guidelines are organized into eight chapters which provide guidance and considerations on development character within the district. Each chapter organizes information to help residents, property and business owners with aligning projects to preserve the distinct character. An appendix is also included with relevant information on downtown including the Historic Property Survey, list of contributing properties, and supported color palettes. The following is a brief summary of each chapter.

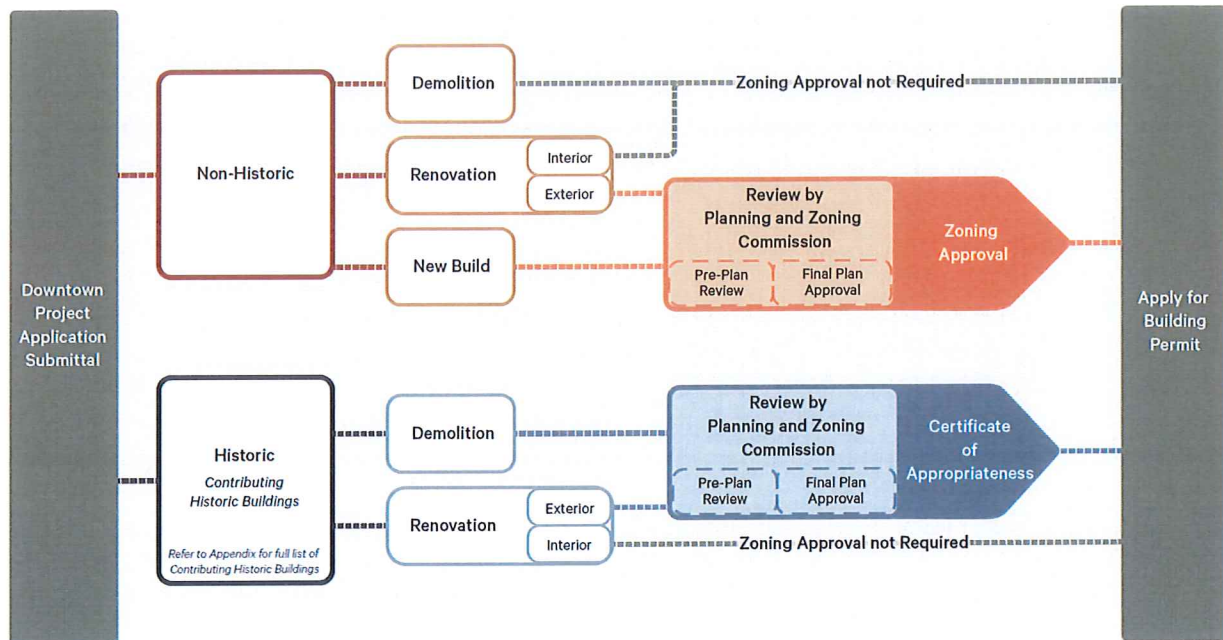
Chapter One – Introduction

Chapter One provides an overview of the intent and organization of the guidelines. This chapter highlights sections, outlines how the guidelines may be used by different audiences, defines the vision and boundary for downtown, and provides a brief history of Powell. The chapter sets the stage for the specific guidelines, considerations, and resources that will help the community with preserving and elevating downtown.

Chapter Two – Procedures

Chapter Two provides an overview of the review procedures and resources for receiving permits or approvals. This chapter includes a graphic to define which properties and projects require specific approval depending on historic designation to help prospective applicants navigate the process.

THE PROCESS



Chapter Three – Contemporary Design Considerations

Chapter Three provides an overview of site and contextual considerations that influence the character of the district. Eight topics including placemaking, well-being, sustainability, walkability, inclusivity & accessibility, branding, landscaping, and investment resiliency are outlined to assist with ideas for elevating the unique “sense of place”. Each topic provides a summary of how site design, architectural detail, and other development items contribute to how individuals experience downtown. Specific ideas and graphic examples are provided to further inform readers of how a topic could be incorporated into a project. Best practice examples and local references are also included to demonstrate real world implementation of these topics.

Chapter Four – Design Zones

Chapter Four further defines downtown into specific design zones, each with a unique intent for development. This chapter incorporates insight from the Historic Property Survey, Zoning Code Rewrite, and Village Green Master Plan to provide guidance on development that is sensitive to surrounding context, both within and outside the district. The following is a brief overview of each design zone:

Historic Zone

The historic zone defines a specific portion of downtown as a local historic district. This aligns with the Historic Overlay established in the zoning code to preserve and protect historic structures. The section defines important elements such as the difference between standards and guidelines, treatment of contributing historic structures, examples of local historic preservation, and examples of infill development that is sensitive to the historic character.

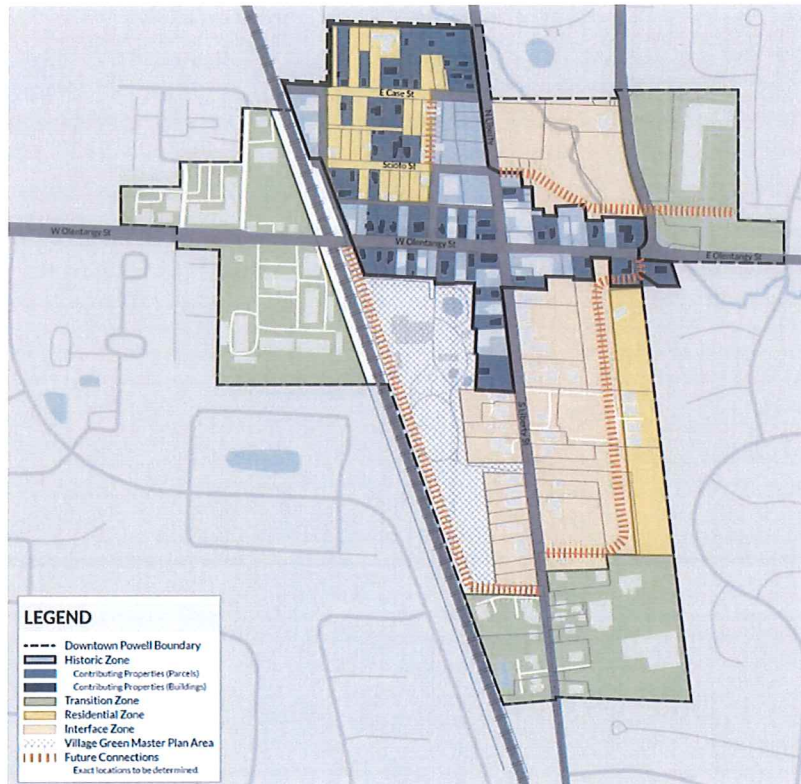
Interface Zone

The interface zone defines portions of downtown that are located within the core of the district and that are typically adjacent to the historic zone. The section defines elements such as recommended uses (restaurant, retail, entertainment, office, residential, etc.) to support a vibrant downtown core, objectives for the zone, and examples of local new or infill development that should be encouraged.

Residential Zone

The residential zone defines two areas of downtown that are reserve primarily for residential uses and serve as a transition to adjacent neighborhoods. The first area is located in the northwest quadrant and is considered a single-family zone. This overlaps with the historic zone as the majority of historic single-family properties in downtown are located in this area. The intent of this area is to maintain the neighborhood aspect by preserving existing historic structures and encouraging appropriate residential new builds of a similar size, scale, and massing. This serves as a transition to newer subdivision such as Encore Park and Morris Station located immediately north of downtown.

The second area is located on the eastern boundary of downtown, adjacent to the Bartholomew Run Neighborhood. It will be separated on the west by the future Martin-Perry Drive connector as a transition between the downtown core and existing neighborhoods. The intent of this area is to encourage mixed residential that is a similar size, scale, and massing as a single-family home. Duplexes or townhomes are encouraged to provide diverse housing options such as the existing four duplex units constructed with the Powell Green development.



Transition Zone

The transition zone defines three portions of downtown for mixed-use development that connects the historic core to newer development outside the district. The section defines how downtown can integrate into the community through development that is sensitive to the surrounding context for each transition zone. The section also includes objectives for the zone and examples of new or infill development that should be encouraged.

Chapter Five – Types of Development

Chapter Five provides an overview and definition of different types of development. The intent of this section is to clarify and educate on development for historic and non-historic properties as there are different considerations depending on the type. Definitions and examples are provided to help readers understand opportunities available for future projects.

Chapter Six – Residential Guidelines

Chapter Six provides the specific guidelines for residential development. Several topics are covered including building form, massing, accessory buildings, architectural character, building materials and colors, lighting, streetscape, and site design. Each topic provides considerations, graphic examples of best practices or local perspectives, and a summary of what should be encouraged and discouraged.

The intent of this section is to provide direction while still allowing for flexibility and creativity with specific projects. The character of the district is largely defined by the variety of styles, architectural features, and design elements that contribute to the sense of place. Restrictive guidelines would limit

architectural variety and create a “faux historic” image that the community does not support. This approach helps clarify quality design choices that achieve the community’s vision for downtown while maintaining the charm of historic properties.



54 Scioto Street. Residential // existing houses and an infill opportunity exhibiting compatible scale, massing and form in relation to context

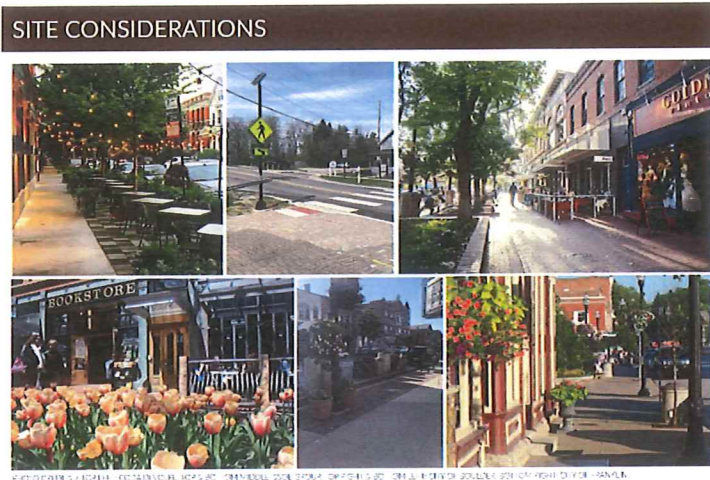
COMPATIBLE INFILL

- A. Roof Line**
While roofs can take various forms, it's important for infill to respect the horizontal lines created by adjacent roofs.
- B. Porches**
Porch massing should respect the scale of neighboring porches when possible.
- C. Setback**
Similar setbacks create a continuous streetscape and help integrate infill into the existing context.
- D. Infill Development**
A new house built on an empty lot, designed in a unique architectural style in a way that relates to its context.

Chapter Seven – Commercial Guidelines

Chapter Seven provides the specific guidelines for commercial or non-residential development. Similar topics are covered including building form, massing, accessory buildings, architectural character, building materials and colors, lighting, streetscape, and site design. Additional topics are provided that are unique to commercial development such as signage, parking design, and public or gathering spaces. Each topic provides considerations, graphic examples of best practices or local perspectives, and a summary of what should be encouraged and discouraged.

Like chapter six, the intent of this section is to provide direction while still allowing for flexibility and creativity with specific projects. Many local examples of design choices, both encouraged and discouraged, are provided to clarify guidelines and help visualize real world examples. Character imagery further emphasizes the importance of considering how small details can have a significant impact on the character of the district. This section also identifies the importance of connecting individual projects or development with the surrounding context to elevate the district overall.



Chapter Eight – Demolition Considerations

Chapter Eight provides considerations for the demolition of contributing historic properties. While the intent is not to encourage demolition, structures or properties may decline to a point where rehabilitation is not a viable option. Efforts should strive to preserve and maintain historic structures where possible, especially through the building additions, rehabilitation, or adaptive reuse. Several areas are provided to help readers, staff, and the Planning and Zoning Commission evaluate the impact of demolition throughout the historic zone. This section is further supported in the zoning code by the Certificate of Appropriateness process which include criteria for demolition requests.

Legal Review:

The Law Director has reviewed and approved as to form.

Financial Review:

The Finance Director has reviewed and supports staff recommendations.

Recommendation:

Staff recommends the approval of Resolution 2026-46.

