

design guide

market study

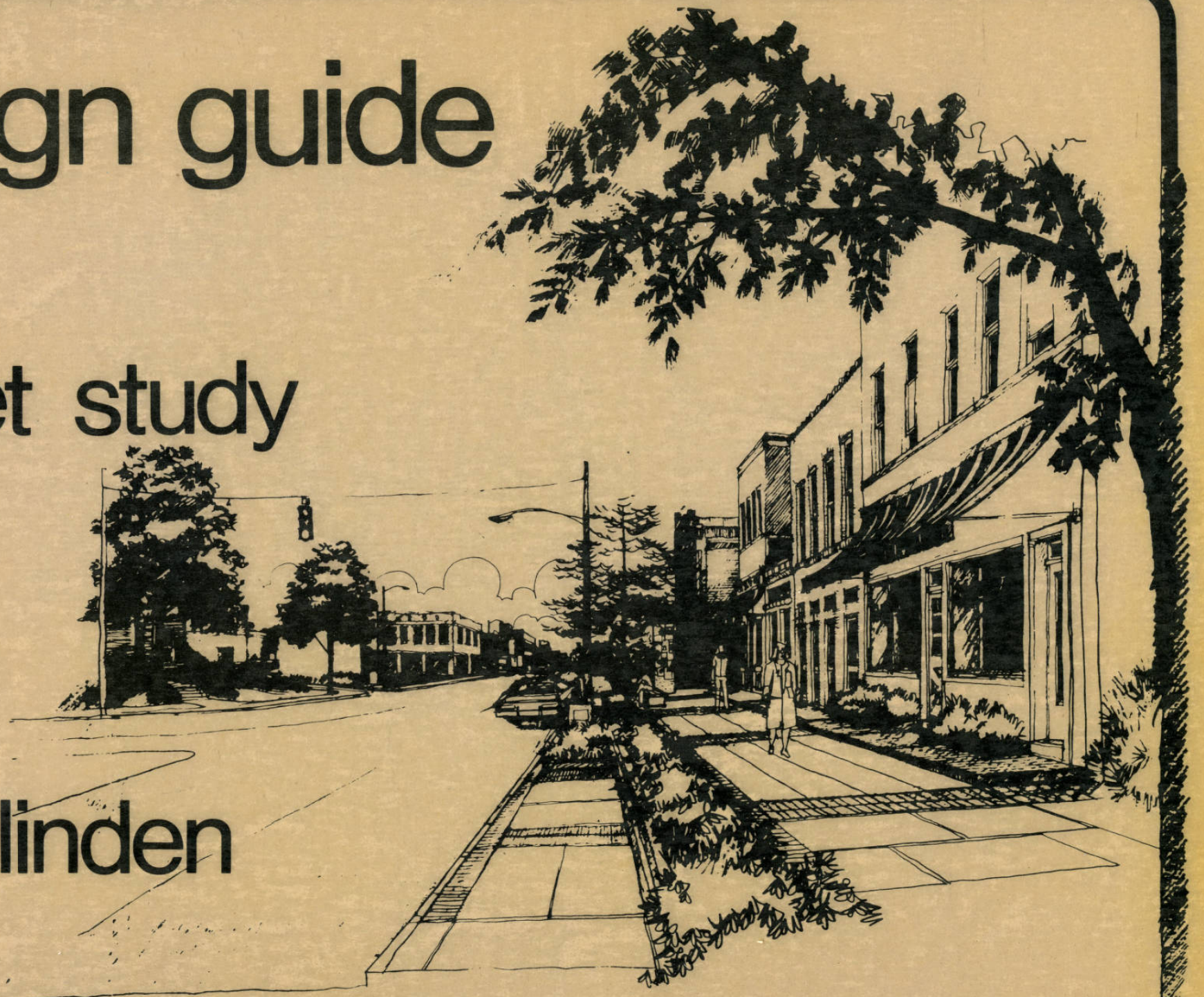


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north linden

Columbus, Ohio
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July, 1977

Dear Citizens of Columbus, Ohio:

This report represents the results of one year of planning effort by the Department of Development in association with firm of Trott & Bean, and with the close cooperation of the businessmen and residents of the North Linden Area.

It contains a detailed information base on all Cleveland Avenue activities between Hudson Street and Weber Road with special emphasis on commercial areas. It also contains a physical and economic analysis of that information and provides a set of recommendations for short and long range improvements in the public and private sectors.

Workshops were conducted in the study area with active participation by property owners, businessmen and residents concerned with the area.

This report is intended to be a resource document for use in determining how Cleveland Avenue in the North Linden Area should be redeveloped. Some funding through the Federal Community Development Act is currently available to begin public work in the area and further allocation is being made for the next year.

The recommendations made in this report have resulted from the joint involvement of the community, the planning consultant and the City through the workshops and meetings held during the year. It is our desire that all citizens and interest groups concerned with Cleveland Avenue in North Linden examine the contents closely and that they continue their involvement in the improvement activities planned for the months ahead.

Very truly yours,

N. JACK HUDDLE, DIRECTOR
DEPARTMENT OF DEVELOPMENT

NJH/ac



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ACKNOWLEDGEMENTS

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The subject of this guide is the 3/4 mile segment of Cleveland Avenue known as North Linden. This segment extends from Hudson Street on the south to Weber Road on the north.

Cleveland Avenue emerged as a major urban artery as the city grew to the north, a growth which has fused the northern edges of Columbus with the once-distance suburban city of Westerville. Cleveland Avenue serves as (1) a major metropolitan transit and vehicular connection, and (2) a basic location of community-oriented goods and services.

The residential nature of this community, which contains several neighborhoods of basically well-constructed residential structures located on maturely-landscaped,

tree-lined streets, is rarely visible from Cleveland Avenue. However, occasionally, as in the study area, a small isolated section of residential usage remains as a reminder of the true fabric of the community. The existence of such isolated sections of housing, however ineffective in performing the function of containing and regulating commercial activities, does help to maintain a residential scale and appearance to this major transportation corridor.

Community character is further enhanced by the presence of several institutional land uses along or contiguous to the corridor; area churches, Pride Park, Veteran's Memorial Park, Linden Elementary School, and Linden Park. These serve as basic reference points, and also are the

focus of community public activity.

The commercial function of Cleveland Avenue is the focus of this guide. As it has developed over the years, this urban form has followed a pattern typical throughout the city; small (in terms of square feet) commercial structures, frequently with second and third story apartments above; and, in many cases, with virtually no setback from the street right of way. The form of development has been very linear, stretching along the Cleveland Avenue right of way and usually being serviced from the rear via an alley which separates the commercial frontage from the residential community. Throughout the years, the alley has remained a line of separation, acting as a control to any east-west commercial

expansion.

The problems and emphasis of this guide center around improving the community-scaled shopping system of this Cleveland Avenue area.

Some problems seem to have arisen due to the attitude of the businesses themselves. There appears to be very little economic relationship between the variety of retail businesses within the study area. They fail to offer, in an organized way, complementary services or products in a mutually-supportive system such as exists in a modern shopping center. These businesses, for the most part, are economically independent of their neighbors. In many cases, they are also physically independent, accentuating their singularity as a retail enterprise and discouraging the desire of shoppers to make multiple

stops in a single trip. This further aggravates another problem; parking, by requiring multiple stops to accomplish basic shopping needs.

Most of the original commercial development provided very minimal off-street parking, a fact which, today, represents one of the major barriers to a quality retail environment. In addition, due to the shallow lot depth from Cleveland Avenue to the alley, it has been difficult for business to expand or to create additional off-street parking.

With the advent and growth of the suburban shopping center and their constant striving to meet the patrons' demands for adequate parking, the potential for "one-stop shopping", and the failure of

the neighborhood businesses to recognize these demands as being viable, the neighborhood businesses are suffering.

As a result, many older structures, with their inadequate parking, have either gone unimproved for years, are vacant, or have been compromised by second and third generation uses for which the structure was not designed. The resulting appearance is both aesthetically unpleasant, (a major concern to the community), and the central focus of this guide.

The proposals developed in this report are general guidelines. Their purpose is to offer alternatives to the business persons and residents of North Linden as they seek to preserve and improve their community business corridor and as they proceed to remodel, renovate and maintain their properties in the coming years.

Specific guidelines and concepts are dealt with in three separate sections beginning with the Cleveland Avenue corridor and guidelines for landscaping, paving, parking and street furniture improvements as they relate to the physical right of way. In addition, this section discusses development guidelines for rear lot or alley development, and open lot development opportunities.

The second section discusses architectural improvement guidelines in terms of renovation goals, architectural renovation, facade analysis, building types, and renovation processes and guidelines; while the third, and final, section is directed toward guidelines for business signage and graphics.

The above-mentioned materials seek to establish concepts and guidelines which will reinforce, expand and enhance the character of the Cleveland Avenue area known as North Linden.

With the sponsorship of this study by the Columbus Department of Development, the first real step toward aesthetic improvement of the North Linden-Cleveland Avenue corridor has been taken. The commissioning of this study recognizes the need for an organized effort to upgrade the area. The second step, the study report itself, of which this guide is a part, should help to establish a community coherence necessary to give civic meaning to individual efforts.

Within North Linden, there are several organizations, which provide the opportunity for community participation. Such groups can and should be instrumental in the degree of success that the study and, in particular, this guide, will enjoy.

These "guidelines" do not constitute a static master plan for business area development that individuals should be required to adhere to. Such a concept would be foreign to the dynamic, free spirit of the community and probably would fail through its lack of recognition of the very individuality of all concerned. These "guidelines" are intended to be flexible, dynamic frameworks for individual decision making in the construction/repair cycles through which all central business areas incrementally develop and change over time. They are intended to assist the individual to realize benefits from renovation investments through the "added value" effect of augmenting the community character of North Linden. The relative value of location

is significantly affected by the value of environmental quality in the surrounding area. An increase in the environmental quality of an area, as a whole, must accrue value to each nearby property. Concurrently, every added environmental value realized at the individual property level certainly should add to the locational value of an area. But, such value additions must emanate from a coordinated environmental policy, providing guarantees that what is done at the individual level will, in fact, add, rather than detract from, the value of an entire area.

Thus, these "guidelines", acting as a vehicle for implementation of an environmental enhancement policy relative to the

business community of North Linden, will depend upon goodwill, cooperation, mutual trust and respect, common concern, and public awareness of the guidelines for the success of this document. In addition, a rapid and visible series of environmental "success stories" associated with the implementation of the recommendations included herein, coupled with clear indications of community support and a continuing leadership commitment to their implementation, are essential.

LANDSCAPING

Curb Side Buffer Strip

The need for such a curb side buffer strip may have originally been predicated upon the desire to designate some common dimension (usually three to four feet) as a transition zone from the street to the sidewalk; a safety buffer zone between automobiles and pedestrians; however, this area has become a maintenance problem for many business persons and potentially a eyesore for the business corridor.

In an attempt to resolve this potential or existing problem, the area in question may be paved with brick or other approved materials, or planted with ground cover or other acceptable plant materials hardy enough to withstand the abuse from foot

traffic, as well as noxious fumes and street de-icing materials. Where an impervious material is used, it should be of a different type from either the street or sidewalk pavements so as to accentuate its purpose of transition.

Trees may also be planted within this area with those types of trees characterized by a light or airy canopy utilized in the tighter commercial areas so as not to obscure the building frontage, or signage, and those trees characterized by a dense canopy utilized where more open space is available and shade a desirable result. Gratings, or similar devices, should be provided at the base of such trees when placed in a paved area to allow for proper irrigation and maintenance.

Sidewalk Planting

Due to the fact that a substantial number of the commercial buildings within the study area directly abut the municipal right of way, and consequently, the paved, public sidewalk, very little planting, in addition to that in the buffer zone, is possible.

However, some forms of plant material may be accommodated in the sidewalk areas through alternative means to direct ground planting. One of these means involves the use of free-standing containers similar to those previously utilized by The City of Columbus. Such containerized plant material would be planted and cared for by the business persons or owners.

In addition, hanging baskets or pots, as long as they do not interfere with or create a hazard to the public sidewalk, may provide an excellent opportunity to provide seasonal color and foliage.

At locations where additional frontage depth is available, business persons or owners should be encouraged to plant additional buffer material to further emphasize the pedestrian corridor and the transition into a privately-owned area.

Parking Lot Screening

Portions excerpted from Guidelines for Parking Lot Screening, produced by the Department of Development, The City of Columbus.

These guidelines were developed in recog-

nition of the visual impact of the surface-paved parking area in our cityscape, and the need for improving the relationship of this major element with its environment. As existing, surface parking lots frequently have a detrimental effect on the perception of the environment and on the pedestrian and motorist alike. The obtrusiveness of the parked auto usually creates a downgrading effect on the visual quality of the surrounding area. Often, there is a lack of definition between a parking use and the public space of the adjacent sidewalk or roadway, and there is usually little provision for the alleviation of glare and heat generated over large areas of paving.

Development of Screening Concepts

The development of screening techniques

has been based upon several observations and deductions.

The visual effectiveness of a buffer is determined by its height in relation to the eye level of the average pedestrian and the height of the parked automobile. Complete separation is obtained when an opaque barrier is placed at eye level or higher. However, such a complete separation is usually not necessary or desirable. Furthermore, a screen is not required to be 100% opaque to be effective. Materials with opacities ranging from 60% to 90% may be used to form screens which effectively obstruct the view of parked vehicles.

The degree of separation is also relative to the width of the buffer strip. Due to

space limitations, the buffer width may be restricted in many parking areas to the growth requirements of plant screens or the installation requirements of walls or fences. Narrow areas of available space will require a more positive separation, utilizing materials that lend themselves to greater opacity; while wider areas, which use distance to separate, will require less planting particularly when earth mounding may be added to the landscape scheme.

Selection of Screening Concept

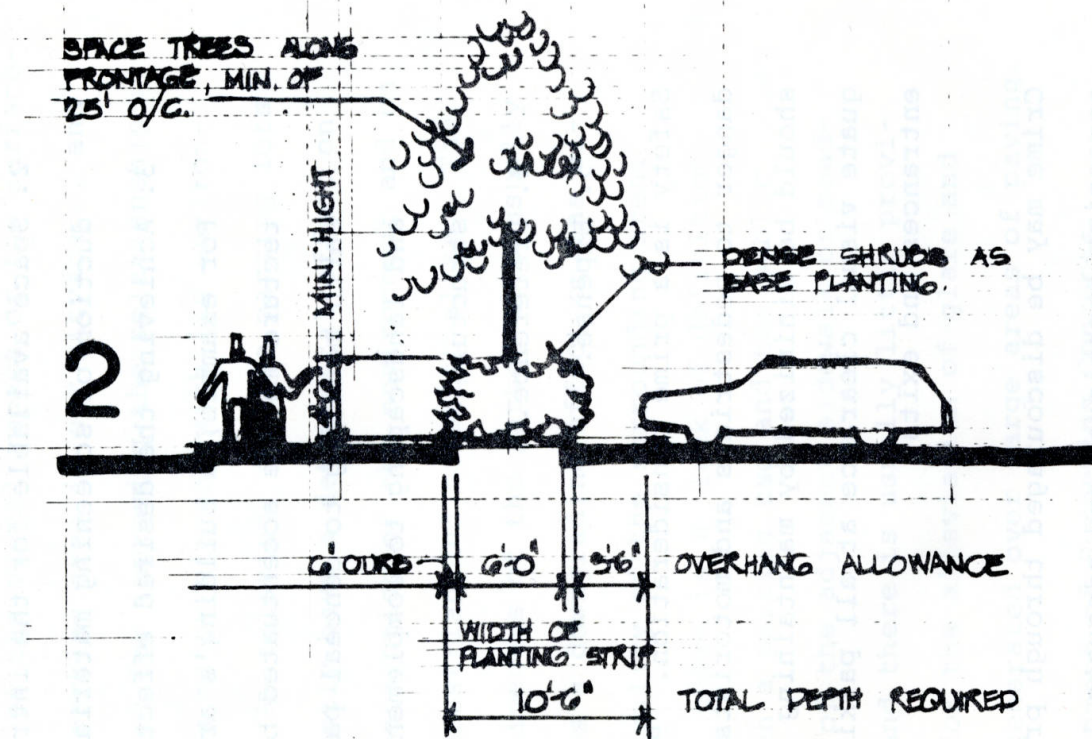
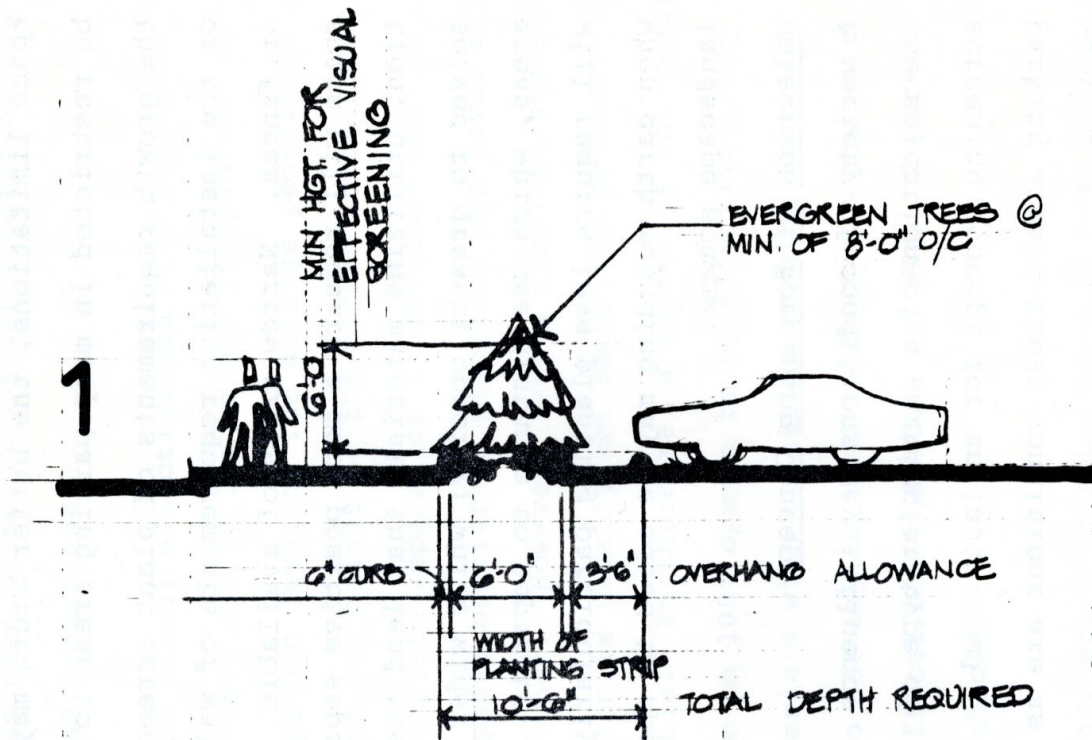
A variety of conditions may influence the selection of a particular type of screening concept for an individual parking area. These conditions are as follows:

1. Site configuration.

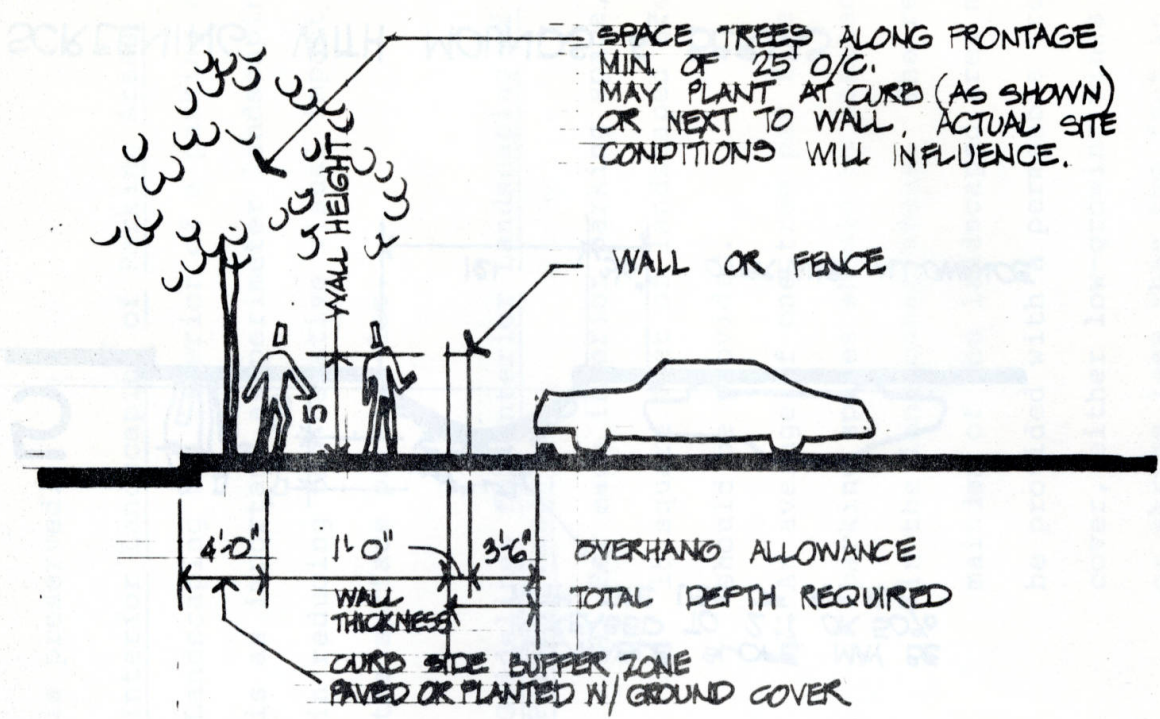
2. Space available for the introduction of screening materials.
3. Achieving the desired effect.
For example, a building's architecture may be accentuated by earth mounding to conceal parking, and landscaping to complement the structure.
4. Preference.
5. Expense.

Safety is a prime consideration. Potential danger to pedestrians and motorists alike should be minimized by maintaining adequate visual clearance at all parking lot entrances and exits.

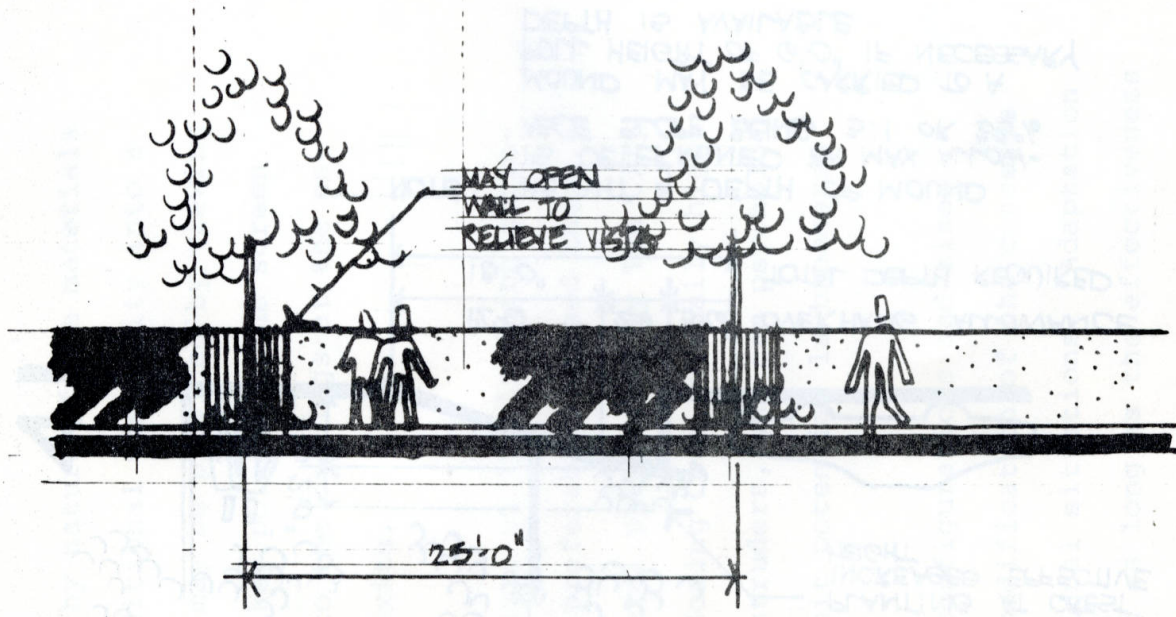
Crime may be discouraged through proper screening techniques and adequate lighting. Although many buffers will be transparent,



SCREENING WITH PLANTING

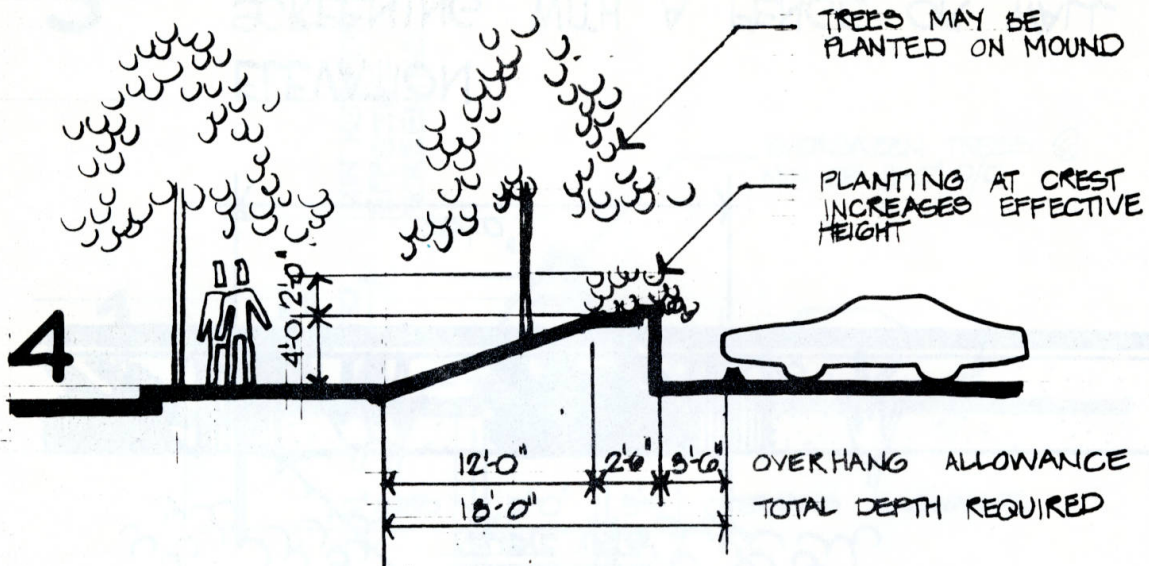


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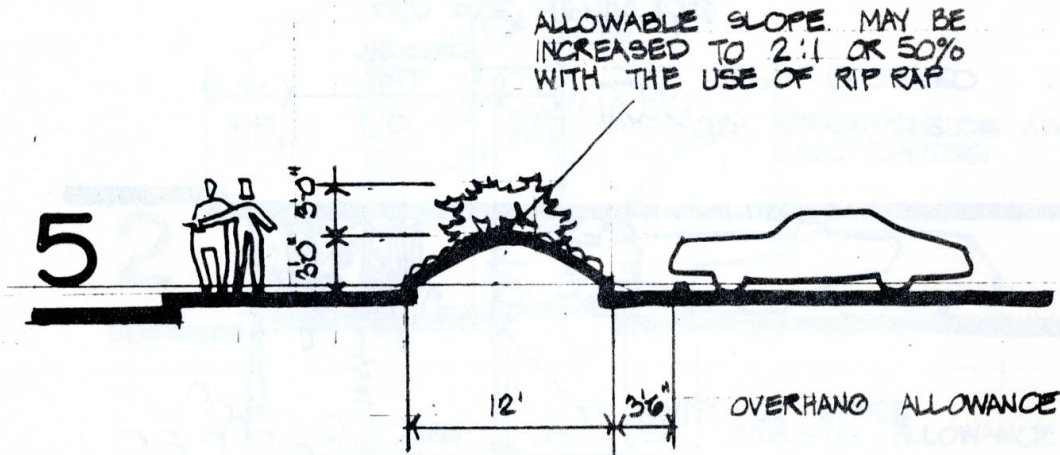


ELEVATION

3 SCREENING WITH A FENCE OR WALL



NOTE: HEIGHT & DEPTH OF MOUND IS DETERMINED BY MAX. ALLOWABLE SLOPE BEING 3:1 OR 33%
 MOUND MAY BE CARRIED TO A FULL HEIGHT OF 6'-0" IF NECESSARY DEPTH IS AVAILABLE



SCREENING WITH MOUNDS & BERMS

to a degree, by nature of the materials utilized, additional visibility into a parking area may be provided by viewing apertures at key points in the screen in addition to the openings at the entrances and exits.

Proper lighting, at levels which correspond to or, preferably, exceed the 0.5 footcandle level prescribed by The City of Columbus Zoning Code, visually highlights any intruders, and can psychologically inhibit potential lawbreakers.

Varying lot configurations and sizes may suggest modification of the concepts to fit individual situations. Adaptation is encouraged as long as the effectiveness of the original screening design concept

is preserved.

Interior Landscaping of Parking Areas

Landscaping the interior of a parking area is as important as perimeter landscaping in reducing the negative visual impact of the surface parking lot.

Guidelines for Interior Landscaping of Parking Areas

1. For each interior parking space, 15 square feet of landscaped area should be provided.
2. An average of one tree per five parking spaces should be planted in the landscaped areas. The remainder of the landscaped area may be provided with a permeable ground cover, either low-growing vines or shrubs less than two feet in

height, mulched with gravel or an organic mulch, or dry-laid bricks.

3. The minimum size for a landscaped area should be 50 square feet.
4. The minimum dimension for a landscaped area should be five feet.
5. The total landscaped area required should be separated into smaller areas and located in such a way as to break up the expanse of pavement.

These guidelines provide for direct shade, by tree coverage, on 20% of the parking lot area, if the trees utilized have a crown diameter of twenty feet. This interior landscaping will have considerable effect in filtering glare and cooling the pavement surface, and will soften the

visual impact of groups of parked cars.

Planting Materials and Types

These recommendations and plant types listings have been excerpted from Guidelines, Parking Lot Screening, produced by the Department of Development, of The City of Columbus, Ohio.

These species have been chosen for their serviceability as screening materials for parking facilities in Columbus, Ohio, particularly in intensively-trafficked areas such as the downtown core. All of the selections are city-tolerant; that is, they are relatively adaptable to the adverse conditions associated with the city environment -- fumes, soot, poor soil, insufficient light and water.

Understandably, attentive maintenance is

essential to encourage the growth of plant materials in such an inhospitable environment. Watering, weeding, fertilizing, mulching, pruning, and the regular removal of trash and debris are necessary to keep landscaped areas neat and healthy in appearance.

For reasons of appearance and maintenance, it is recommended that:

1. At the time of planting, all shade tree selections should have a height of at least twelve feet and a caliper of at least 1-1/2 inches.
2. The height of a shrub selection at planting should be such that the shrub can reasonably be expected to achieve the height indicated

on the design concept within one year.

3. Ground cover plants should be spaced so as to provide contiguous cover within one year's time after planting.
4. Planting beds should be mulched with a three-inch layer of organic mulch or gravel, after soil has been treated with a weed spray or layer of plastic film.

1. Shade Trees

<u>Botanical Name</u>	<u>Common Name</u>	<u>Mature Height</u>
Acer Platanoides	Norway Maple	90'
Acer pseudoplatanus	Sycamore Maple	90'
Ailanthus altissima	Tree of Heaven	60'
Catalpa bignoniodes	Southern Catalpa	45'
Celtis species	Hackberry species	45-90'
Fraxinus americana	White Ash	120'
Fraxinus pennsylvanica	Green Ash	60'
Ginkgo biloba	Ginkgo	120'
Gleditsia triacanthos inermis	Thornless Honeylocust	135'
Koelreuteria paniculata	Golden-rain Tree	30'
Phellodendron amurense	Amur Cork Tree	30'
x Platanus acerifolia	London Plane Tree	100'
Populus alba	White Poplar	90'
Pyrus calleryana "Bradford"	Bradford Callery Pear	40'
Quercus borealis	Red Oak	75'
Robinia pseudoacacia	Black Locust	75'
Sophora japonica	Japanese Pagoda Tree	75'
Tilia cordata	Littleleaf Linden	90'
Tilia tomentosa	Silver Linden	90'
Ulmus procera	English Elm	120'
Ulmus pumila	Siberian Elm	75'
Zelkova serrata	Sawleaf Zelkova	90'

2. Coniferous Trees

Abies concolor	White Fir	120'
Picea pungens	Colorado Spruce	100'
Taxus cuspidata	Japanese Yew	50'
Tsuga caroliniana	Carolina Hemlock	75'

3. Shrubs and Small Ornamental Trees

Deciduous

<u>Botanical Name</u>	<u>Common Name</u>	<u>Mature Height</u>
Berberis koreana	Korean Barberry	6'
Cornus mas	Cornelian Cherry	24'
Crataegus phaenopyrum	Washington Hawthorn	25'
Crataegus oxyacantha	English Hawthorn	15'
Elaeagnus angustifolia	Russian Olive	20'
Ligustrum obtusifolium regelianum	Regel Border Privet	9'
x Magnolia soulangiana	Saucer Magnolia	25'
Magnolia stellata	Star Magnolia	20'
Malus species	Crabapple species	15-25'
Myrica pennsylvanica	Bayberry	0'
Pyracantha coccinea "Lalandi"	Laland Firethorn	6'
Pyrus calleryana "Koreana"	Korean Callery Pear	25'
Viburnum x carlcephalum	Fragrant Snowball	9'
Viburnum dentatum	Arrowwood	15'
Viburnum x juddii	Judd Viburnum	8'
Viburnum opulus	European Cranberrybush	12'
Viburnum plicatum	Japanese Snowball	9'

Coniferous and Broadleaved Evergreen

Berberis julianae	Wintergreen Barberry	6'
Ilex crenata convexa	Convex Japanese Holly	9'
Juniperus chinensis "Pfitzeriana"	Pfitzer Juniper	10'
Leucothoe fontanesiana	Drooping Leucothoe	6'
Rhamnus frangula "columnaris"	Tallhedge Buckthorn	18'
Taxus cuspidata "capitata"	Upright Japanese Yew	12-20'
Taxus media	Intermediate Yew	20'

4. Vines

Evergreen and Semi-Evergreen*

<u>Botanical Name</u>	<u>Common Name</u>	<u>Mature Height</u>
Clematis paniculata*	Sweet Autumn Clematis	
Euonymus fortunei "coloratus"	Purple Wintercreeper	
Euonymus fortunei "vegetus"	Evergreen Wintercreeper	
Hedera helix	English Ivy	
Lonicera henryi*	Henry Honeysuckle	
Lonicera japonica "Halliana"*	Halls Honeysuckle	

Deciduous

Campsis radicans	Trumpet-vine	
Wisteria sinensis	Chinese Wisteria	

5. Groundcovers

Evergreen

Euonymus fortunei "coloratus"	Purple Wintercreeper	2'
Euonymus fortunei "vegetus"	Evergreen Wintercreeper	2'
Pachysandra terminalis	Pachysandra	1'
Vinca minor	Periwinkle	6"

PAVING

The "floor", or horizontal supporting surface, is another design element within the urban environment which is often neglected. This element is equally important to the environmental quality of any urban area.

Paving, used as a design element, may serve several purposes. Business owners should be encouraged to consider these purposes in any plans for replacement or improvement of the paved areas adjacent to, or located within, the boundaries of their properties.

Purposes of Paving Materials

1. Establish boundaries and limits of ownership. Due to the varying

degree of conditions of walks and paved areas, and the wide variance of building types and sizes within the community, it is likely that sections of walk will be replaced at different times. In order to ease the problems of continuity, owners are encouraged to provide a transition module of two feet of brick inward from the property line of the adjoining owners. This transition element, in conjunction with the four foot wide curb side buffer, will create a unifying element throughout the business area.

2. Establish paths and walkways. Additional consideration of variations of materials can help to

guide pedestrians along a desired route. A series of brick squares within an area paved with concrete is an example.

3. Separate types of uses.

An owner may wish to discourage traffic in certain areas. He may also wish to emphasize points where pedestrian and vehicular traffic intersect.

Such a goal may be accomplished by varying the texture and/or color of paving elements. Rough cobblestones may be used to discourage pedestrian traffic around a planting area. A rough texture may also accent a vehicular crossing, i.e., parking lot entrance, for both pedestrian and vehicle. Such a change in surface

tends to increase the awareness that a possible conflict may be imminent; and, by so doing, helps to decrease the possibility of such a conflict occurring.

The success of a paving design or scheme depends, to a great extent, upon the degree of "richness" or experience created through the skillful use of the characteristics of the paving material itself; color, texture and scale.



FIGURE 4 - PAVING (POTENTIAL IMPROVEMENTS) 23

By giving careful consideration to the purpose of any paved area, and to the qualities of the paving materials themselves, a wide variety of schemes and configurations are possible. Owners should be encouraged to install any of the following materials and patterns within that area bounded by the four foot curb side buffer zone, the property line transition areas and the building's facade.

Recommended Paving Patterns and Materials

Note: No individual square of paving should be less than four feet across its narrowest dimension.

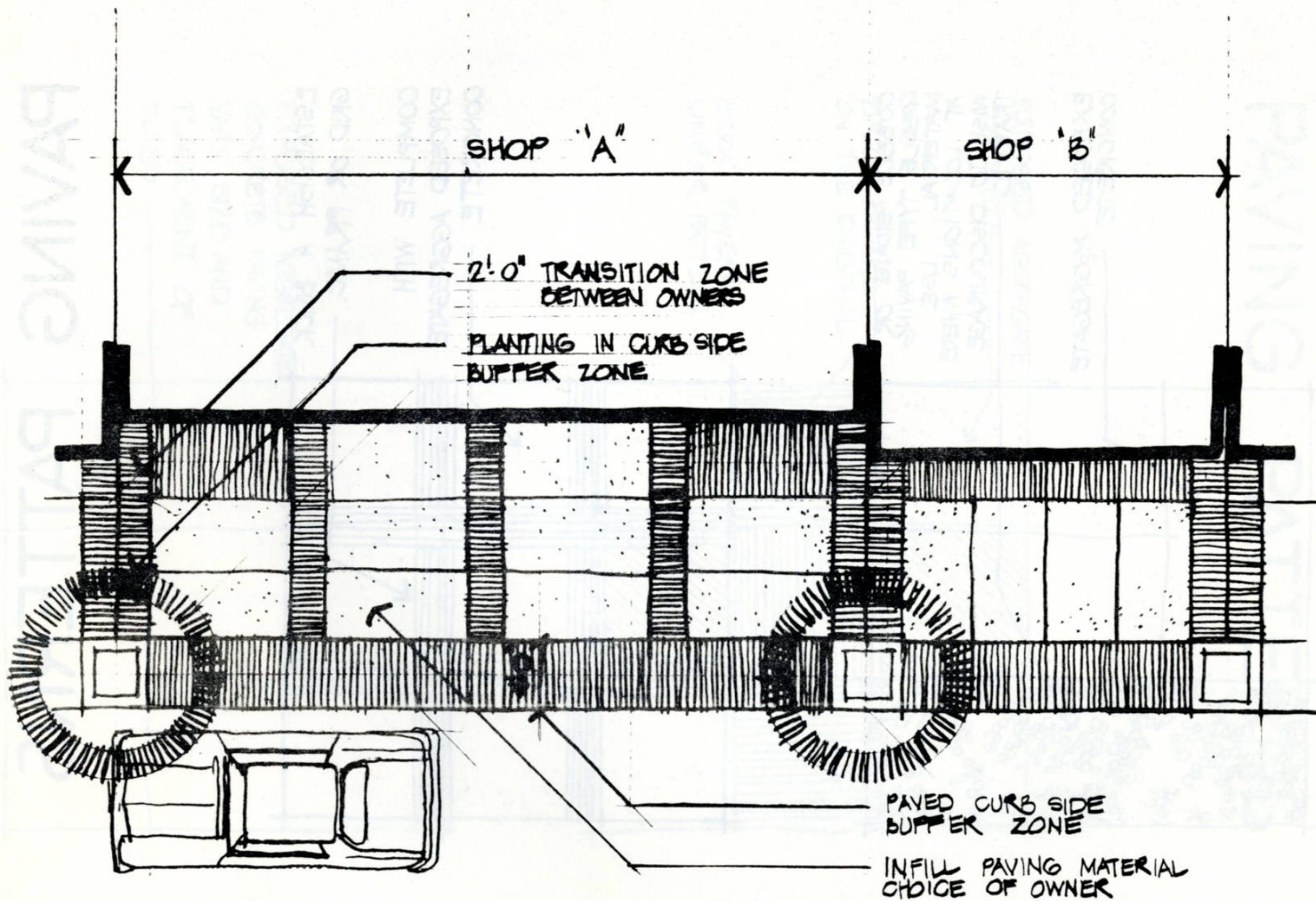
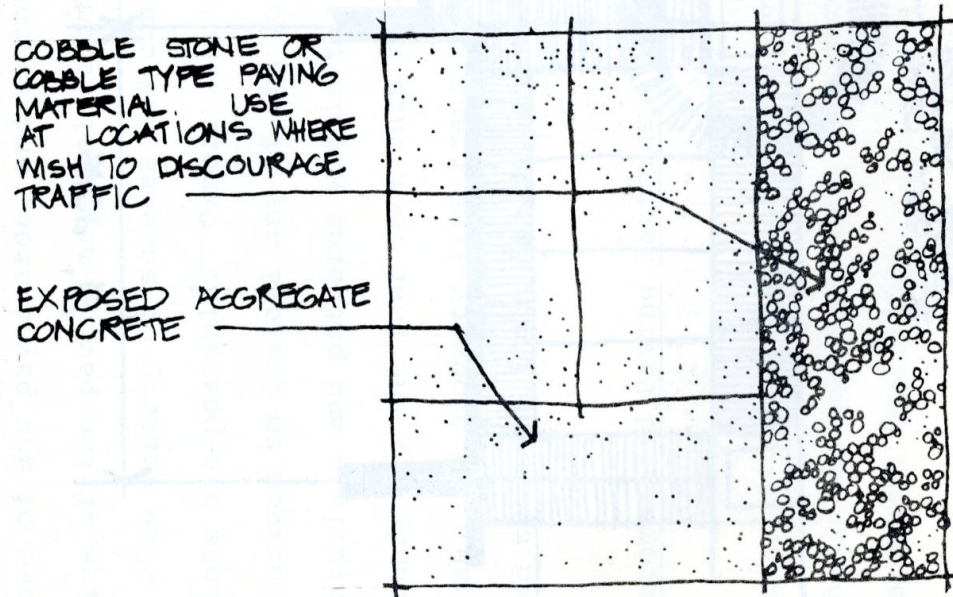
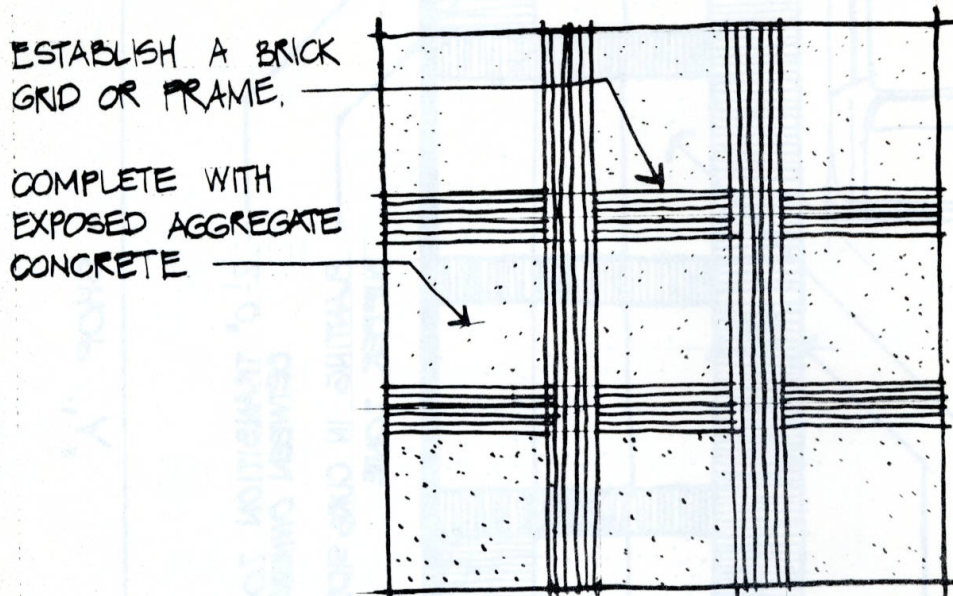
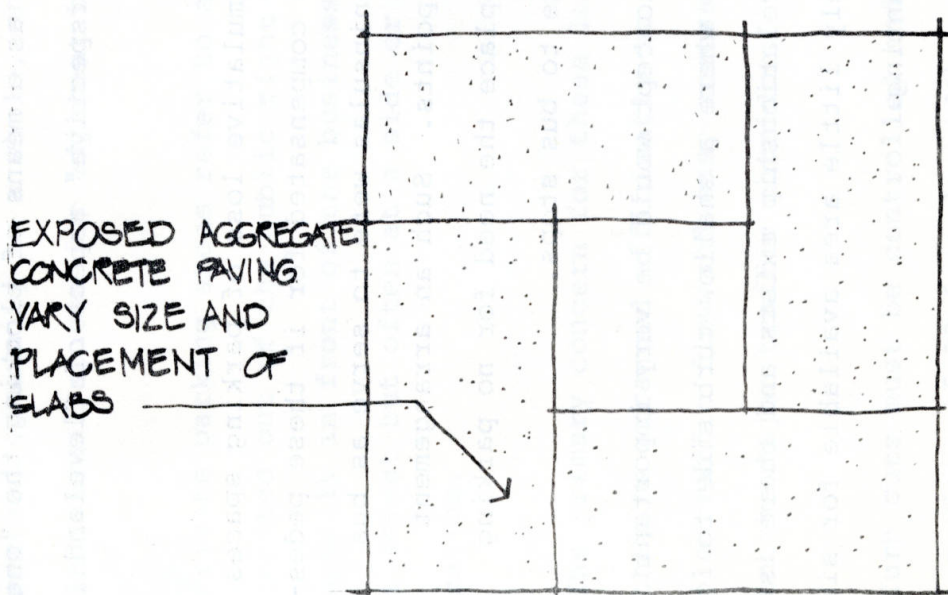
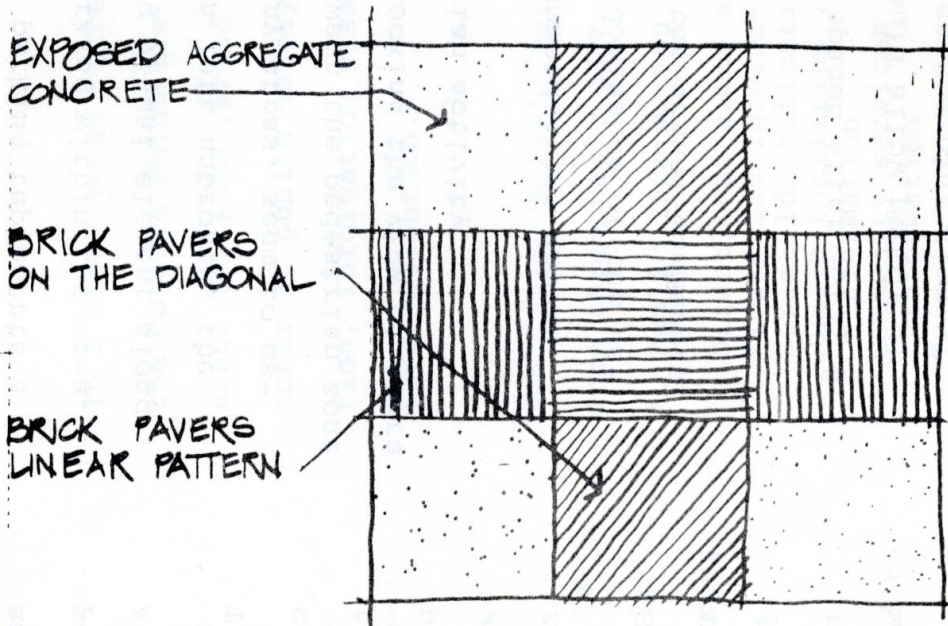


FIGURE 5 - PAVING PATTERNS PLAN 25

PAVING PATTERNS



PAVING PATTERNS



PARKING

Parallel curb side parking represents a major source of parking within the area. It is also a strong visual element along the corridor. When left unbroken, the parked cars, in many areas, seem to establish a wall between the pedestrian zone and the street, blocking the view of store fronts and pedestrian activity.

The following recommendations should act to lessen the dominance of the vehicular area over the actual commercial establishments.

A relief planter, spaced after every 8 parking spaces, would allow people in their automobiles views of pedestrian activity. A large tree planted in this area would act to soften the vehicular

corridor both by the presence of "green" and also as a means of blocking the "one point perspective" aspect of Cleveland Avenue.

The accumulative loss of parking spaces could be compensated for if these pedestrian peninsulas were to serve as bus pick-up points. Such an arrangement would replace the need for no parking zones due to bus stops.

Such a concept would be very important in areas where a shallow curb side to facade relationship exists and there is relatively little area available for sidewalk planting.

Above all, this parking should be viewed as being short-duration, convenience-type

parking, serving as a benefit to the commercial community as a whole, and not as individual spaces for adjacent businesses.

Private parking areas refer to any lots located out of the public right of way, usually in front of the business establishment but often at a side or rear location.

The primary concern for these lots is that they be arranged efficiently to allow simple traffic flow and easy access and egress to the major traffic corridor.

Curb cuts must be controlled and limited to a maximum of 22 feet in width. Lots should also be screened and landscaped according to the procedures previously recommended.

STREET FURNITURE, INTEGRATED STREET FURNITURE AND UTILITIES

In a broad sense, street furnishings are the objects which are placed in the streetscape for such varied purposes as traffic control, public safety, property protection, information dissemination, and refuse collection.

Generally, street furniture may be grouped into three basic elements.

A. Public Information Elements

- Directional signs and orientation maps
- Kiosks and information boards
- Street identification
- Public facilities identification and information
- Community services identification and information
- Transit information
- Parking identification and information

B. Public Service Elements

Traffic control devices
Emergency call boxes
Fire hydrants
Street lighting
Walkway lighting
Parking meters
Catch basins
Valve covers
Grates and grilles
Poles and other supports

C. Public Convenience Elements

Trash receptacles
Telephones
Mail boxes
Newspaper and magazine vending machines
Other vending machines
Drinking fountains
Bicycle storage
Transit shelters
Seating
Plant materials and planters
Clocks
Flag poles
Bollards
Canopies

Though these items are sometimes considered to be incidental, they are actually very crucial to the success of an urban space; they must be given design

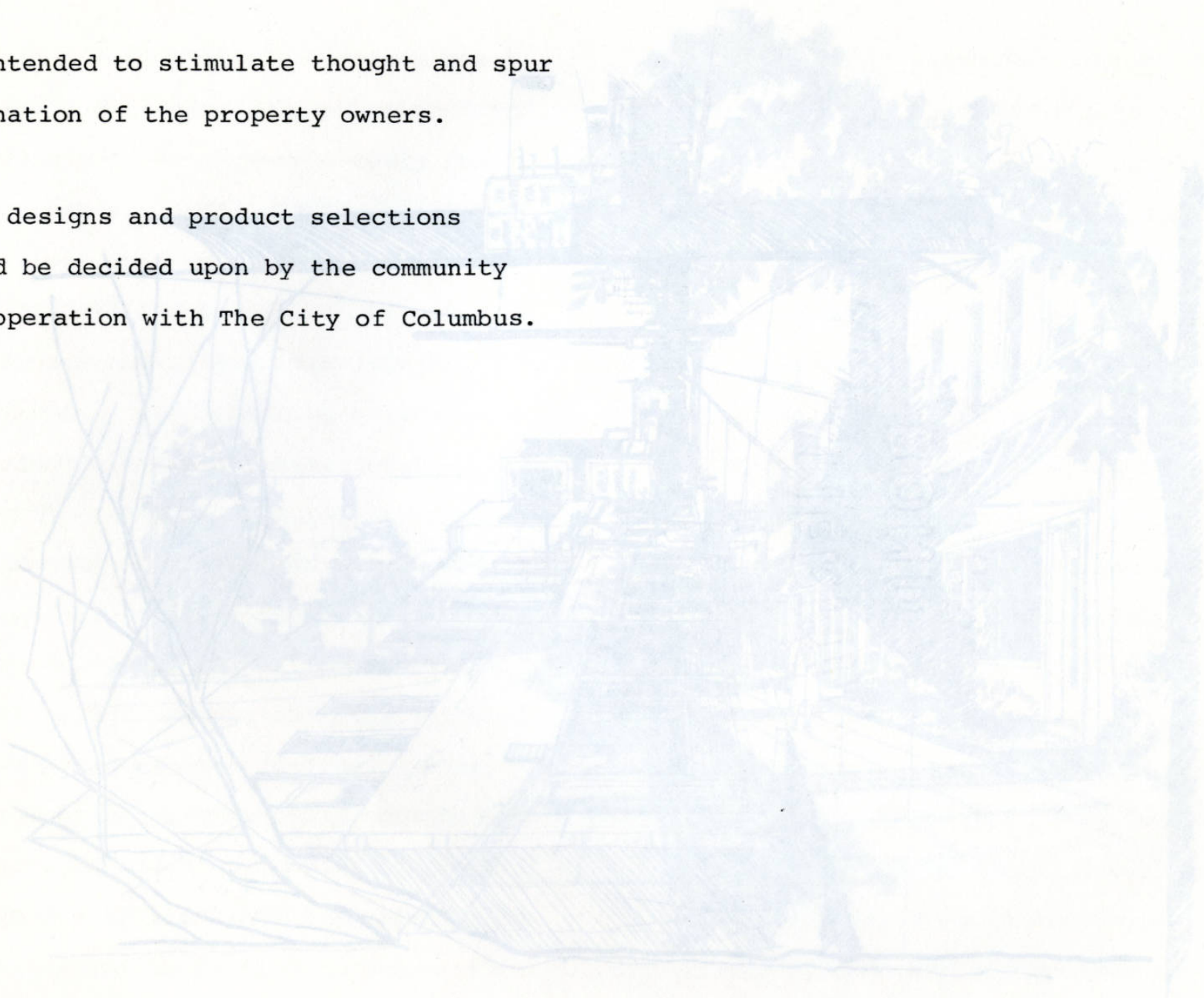
attention. These items, when integrated with street lighting and signage systems, are called Integrated Street Furniture.

The City of Columbus has begun the task of establishing standard street furniture for a given purpose. Standards have been developed for waste receptacles, benches, and neighborhood bus passenger shelters. Information on these items may be obtained from the Department of Development.

The items which follow are not necessarily intended to be formal selections; however, they do represent viable solutions to a problem. They are intended more, however, to represent items and areas where design may have sufficient impact upon the visual quality of the area. They

are intended to stimulate thought and spur imagination of the property owners.

Final designs and product selections should be decided upon by the community in cooperation with The City of Columbus.





32 FIGURE 8 - PUBLIC AREA (EXISTING)



FIGURE 9 - PUBLIC AREA (POTENTIAL IMPROVEMENTS) 33

With the increased demand for public parking, the service alleys, rear lots and related facades of the existing commercial structures must be considered to be an extension of the front area. Secondary entrances and parking areas may be developed to function in harmony with the required service functions. The same elements of paving, parking arrangement and screening, landscaping, and graphics control should be considered for the rear facade environment as they were for the front.

Most rear area parking, as it exists, is likely to be unorganized with little or no provisions for pedestrian circulation. Again, there would be a greater opportunity for improvement and mutual benefit

if the individual ownership and use of these areas was de-emphasized and a functional plan developed for an entire area (commercial block).

In order to facilitate the further development of the service alleys and rear and side lots, a concept for treating the right of way separating the commercial properties from the residential neighborhood was required. This idea evolved into what might be referred to as the "alley concept", which recognizes the need for a buffer between the two forms of land usage, but also realizes that, in order to provide adequate parking for the commercial establishments, additional property must be acquired.

The alley concept is closely integrated with the total corridor concept plan (Figure 9 of the Study Report) in that the private acquisition of property is not a comprehensive recommendation, but limited to specific areas where the parking to commercial activity level ratio is critical to establishing a favorable business climate. It should also be stated that any such acquisition should be utilized to provide for additional parking, and not additional commercial space. The presence of easements, utilities, etc., in the existing rights of way should also place limitations upon the use of any such property acquired.

In addition to the above, the typical problems found in the rear and side yard

areas of the buildings fronting on the business corridor, may not be ignored. Exposed utility lines, trash containers, and service entrances are merely unsightly, while other conditions, such as poor lighting, deteriorated walks and steps, and disorganized parking are both unsightly and unsafe.

Some minimum, relatively inexpensive actions that can be taken to improve these rear and side yard areas include organizing and landscaping parking areas, painting walls, replacing walks and steps, screening unsightly mechanical equipment, and providing area lighting, which can significantly change the appearance of these spaces, especially when these efforts are coordinated as proposed in

these guidelines.

The alley concept, and its utilization for vehicular, pedestrian and bicycle circulation, as well as establishing a buffer between the existing residential neighborhood and the commercial properties, is illustrated in Figure 10.



FIGURE 10 - ALLEY CONCEPT 37

To provide an example for a potential unified improvement effort, by business persons in a commercial area, a Demonstration Study Area was chosen to serve as a prototype. Figure 11 is a rendering of that area chosen as the Demonstration Study Area as it exists, with pertinent comments numbered and explained.

Figure 12 is representative of a design scheme for making improvements to the same areas, vehicular, pedestrian, and bicycle circulation, as well as providing opportunities and incentives for an improved business location.

Figure 13 is a graphic representation of those potential improvements to the area indicated in Figure 12.

1. Similar style, color, value and texture on front elevations. Buildings need cleaning, painting, and some relief from hard character with landscaping and/or bright trim color changes.
2. Front elevation is solid from Myrtle Avenue to Arlington Avenue, which eliminates any functional connection with rear yards except through the buildings.
3. Questionable practices like fire escape running on top of larger single story element should be eliminated where possible.
4. Dangerous intersection should be eliminated by removal of deteriorated

and vacant structure.

5. Unstructured parking situation (unpaved, unstriped and lacking adequate physical dimensions in some instances).
6. No consideration given to rear access to the businesses. Alley access to rear parking areas is haphazard and unsafe. No attempt has been made to screen trash areas or upgrade rear building facades.

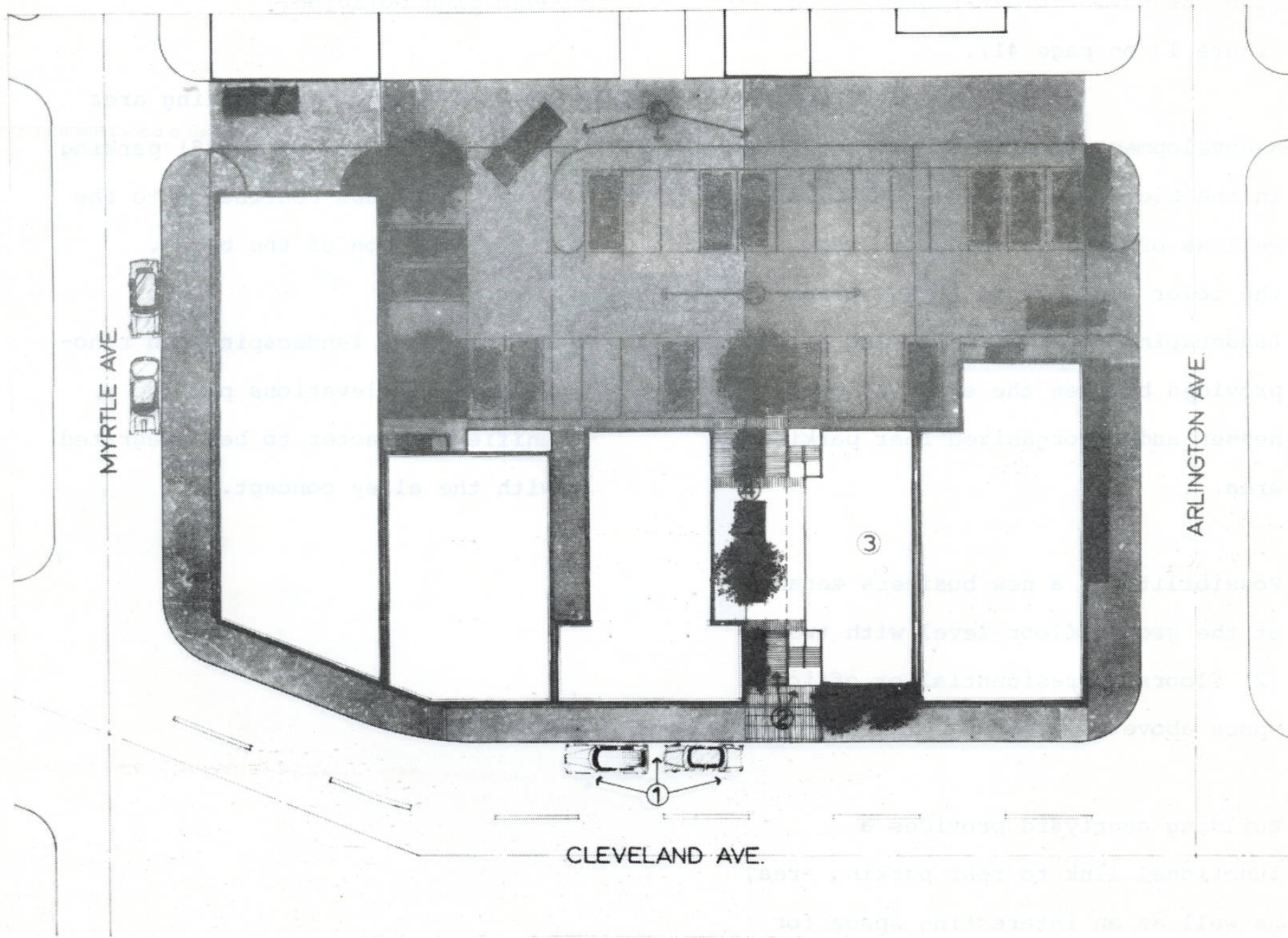


39b FIGURE 11 - STUDY AREA (EXISTING)

1. Renovate building exteriors. (See Figure 13 on page 41).
2. Redevelopment of a new building within the block could add vitality, as well as offering a chance to vary the color and texture of the block. Landscaping could be added and a link provided between the existing businesses and an organized rear parking area.
3. Possibility of a new business tenant at the ground floor level with two (2) floors of residential or office space above.
4. Building courtyard provides a functional link to rear parking area, as well as an interesting space for

adjoining building.

5. Revised, structured parking area provides twenty-eight (28) parking spaces and adds continuity to the rear elevation of the block.
6. New parking, landscaping and renovated rear elevations provide a unified character to be integrated with the alley concept.



40b FIGURE 12 - STUDY AREA (POTENTIAL IMPROVEMENTS)

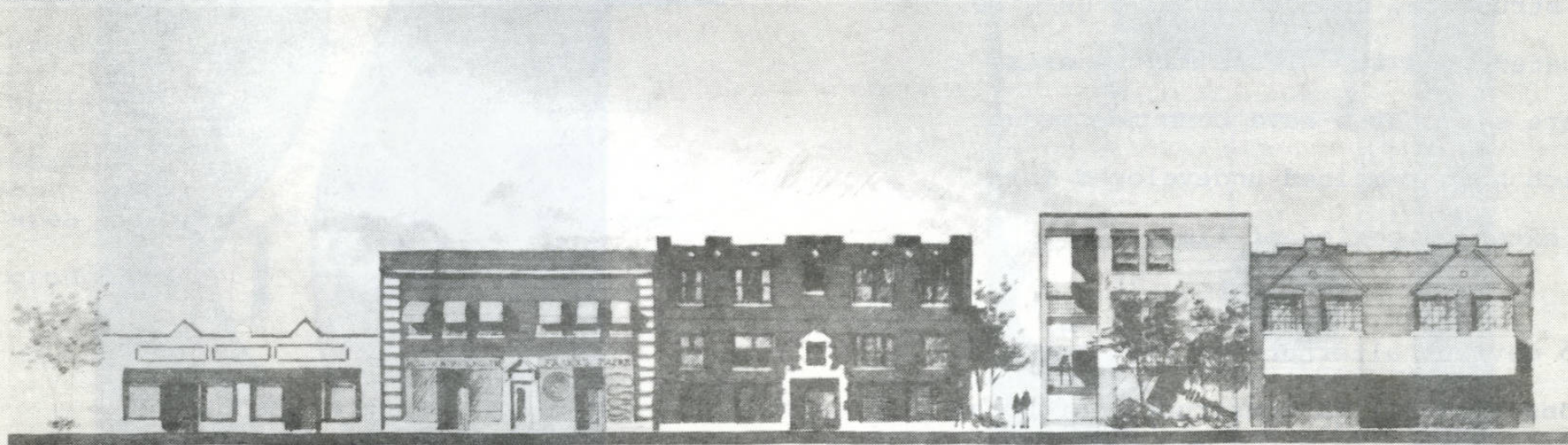


FIGURE 13 - STUDY AREA (POTENTIAL IMPROVEMENTS) 41

An open lot may be defined as any single parcel of real estate contiguous to the business corridor right of way which has no structure, commercial or otherwise, located upon it. These may be areas where structures have been removed or which have remained undeveloped for an extended period of time.

Two obvious alternatives for such locations are; (1) to construct additional commercial facilities; and, (2) to provide additional parking area for the businesses already in the area.

Additional possibilities might include (1) developing a walkway or a passage area to connect the rear yard and alley area to the main pedestrian corridor.

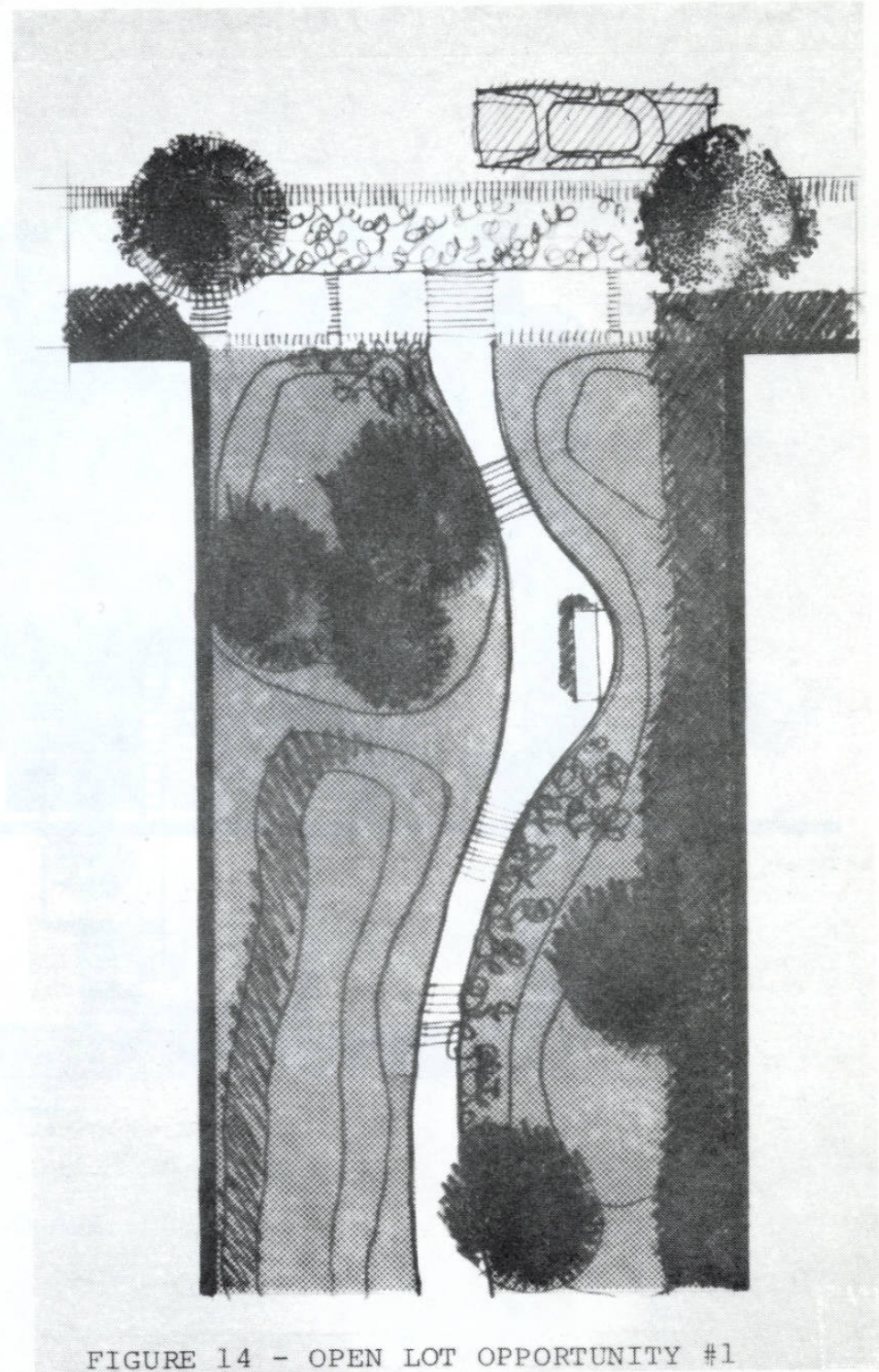


FIGURE 14 - OPEN LOT OPPORTUNITY #1

(2) Another possibility would be to establish a mini-park or community garden area for such a location. It could be a source of pride while also serving as a resting or outside eating area for tired shoppers or a lunch time group.

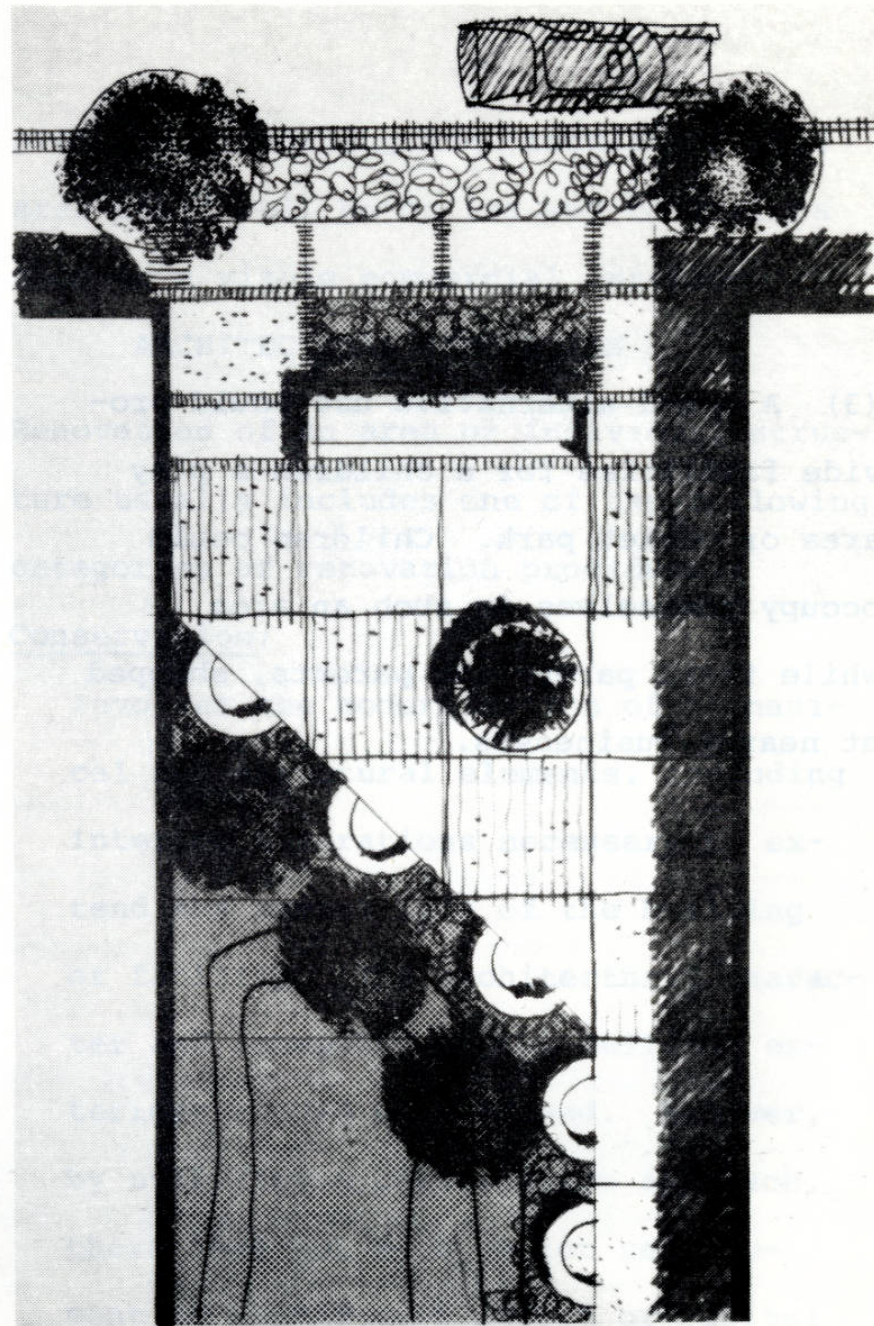


FIGURE 15 - OPEN LOT OPPORTUNITY #2

(3) A third alternative use could provide facilities for a children's play area or pocket park. Children could occupy themselves in such an area while their parent, or parents, shopped at nearby businesses.

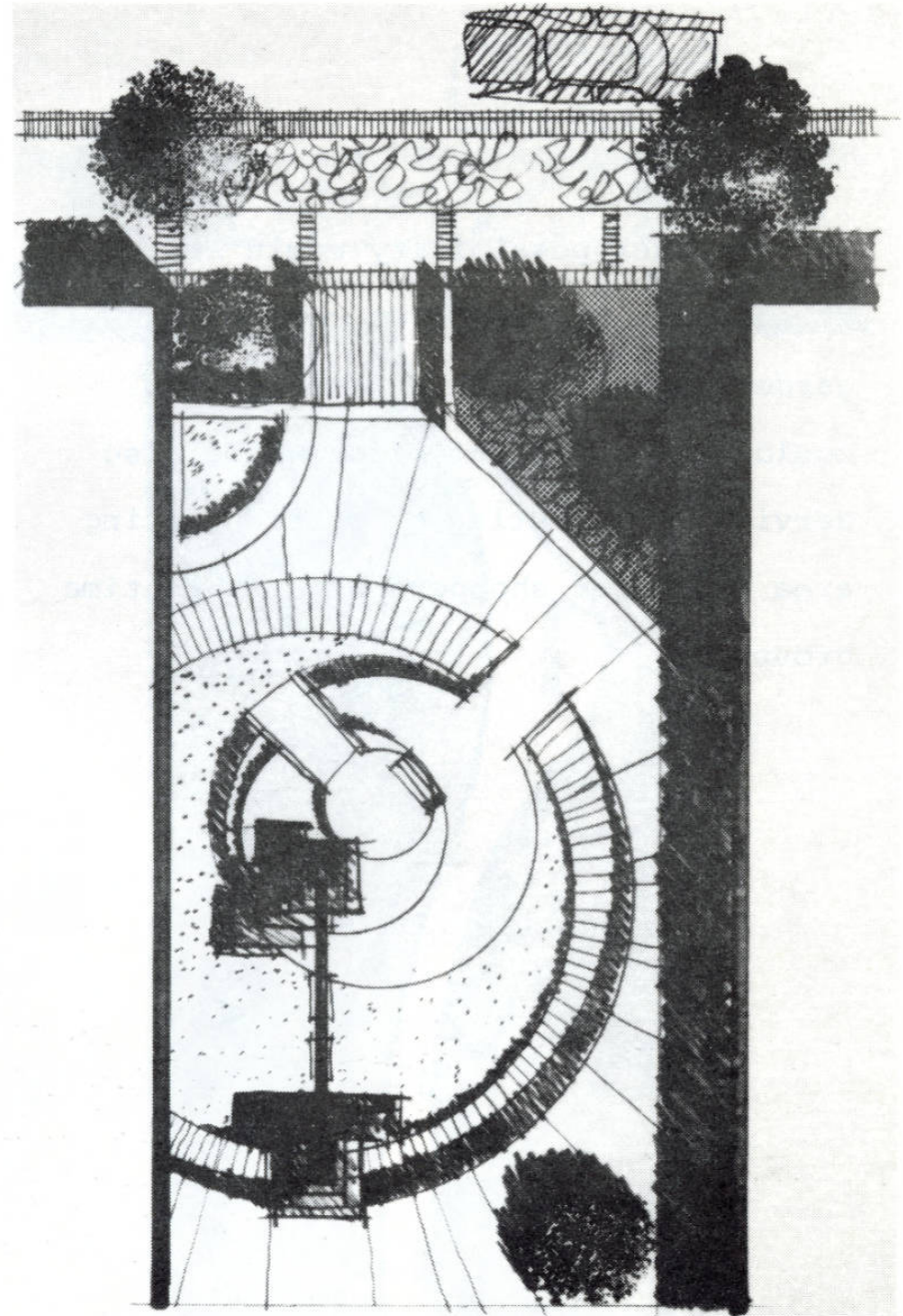


FIGURE 16 - OPEN LOT OPPORTUNITY #3

RENOVATION GOALS

Establishing guidelines for individual businesses and/or building renovations is the intended goal of this booklet, or, succinctly, to enable the individual to obtain maximum gain from his renovation investments through the "added value" effect. An increase in the environmental quality of the area as a whole can be expected to result from individual property improvements, providing a coordinated environmental policy exists that will guarantee that work done to an individual structure will, in fact, add to and not detract from the value of the area.

If such a goal can be achieved and efforts are directed at solving the additional

problems of parking and circulation, the area could well be on its way to restoration as a viable commercial corridor.

ARCHITECTURAL RENOVATION

Renovation of an area or individual structure usually includes one of the following categories of renovation procedures:

Conservation:

Involves the modernization of mechanical and structural elements, including interior alterations necessary to extend the useful life of the building or facility. The architectural character and integrity of the building exteriors should be retained. However, by utilizing a conservation approach, there need not be a strict requirement to expend much effort or capital

to achieve strict historical accuracy or to precisely recreate the original construction.

Rehabilitation:

Involves equipping the building or facility for an extended useful life with a minimum alteration of original construction. Whether or not this will require strict historical accuracy will depend on the particular project.

Restoration:

Involves returning a building or facility to its condition and appearance at a specified period in time. In this instance, it would be important to recreate the original conditions meticulously. Restoration often involves architectural or historical monuments intended for use as museums

or cultural features of a community.

Reconstruction:

Involves utilizing documentary evidence to design and construct a replica of an earlier building or facility which no longer exists. This may be done on the original site or elsewhere within the area.

The majority of the work suggested in these guidelines involves one of these categories of renovation procedures. It is important that any consultants retained to assist in such renovation be selected on the basis of demonstrated competence in preservation research as well as in the normal areas of consulting services.

FACADE ANALYSIS

In order to establish or maintain a sense of unity along the business corridor, it is a general recommendation that further study be given to the various buildings or groups of buildings to establish what qualities of proportion, rhythm, and scale they possess, and how to best utilize those elements.

Proportion, in architectural terms, refers to relationship between length and width of like elements. If a proportion is repeated several times, it becomes a standard. Thus, when an element deviates from that standard, it is said to be "out of proportion".

Scale suggests the comparison of the size

of building elements with the human form. We usually feel most comfortable when our body and its normal functions of walking, sitting, etc., are accommodated without effort. A door only five feet high is "out of scale". Scale probably contributes more than any other principle toward our feeling of "rightness" about a space.

Rhythm is described as any pleasing repetition of shapes, proportions, and accents.

Once these qualities are established, any alteration to the facade should follow the guidelines dictated by this assessment.

In cases where the principles have previously been violated, every effort should be made to return the facade to its original design. As a general rule, striving to retain or return to the original design and materials seems to be the best approach for renovation efforts.

In cases where a structure does not exhibit an existing quality of proportion, scale, or rhythm, the owner should check the neighboring buildings for elements he may wish to emulate.

BUILDING TYPES

There appears to be five predominant types of structures throughout the business corridor.

Strip Commercial

Buildings, usually one story in

height, which have been constructed for the sole purpose of rental to individual businesses in a side-by-side relationship.

Suburban Office

Buildings usually two to four stories in height and intended for office use, primarily with either a few large tenants or multiple, single office professional types.

Multi-Use Building

This building type appeared during the 1920's and is typical of many of the commercial structures along the corridor. It is usually two stories in height with commercial space on the first level and apartment, or other rentals, on the second level. This category of structure represents the

oldest type of building in the area and, thus, is usually the most abused and in need of the greatest amount of renovation.

Converted Residential

Buildings originally constructed for single-family residential use which, due to their proximity to commercial activity, have been converted to office or commercial use.

Residential/Apartment

Buildings along the corridor which have retained their residential character. Certain areas may contain either single or multiple-family buildings, or a mixture of both.

GENERAL COMMENTS

Traditionally, the focus of attention in commercial areas is the storefront. Over the years, this facade is likely to have been remodeled several times, usually while the remainder of the building is left unchanged. Individual, uncoordinated remodelings can destroy the basic harmony between a group of buildings or a group of storefronts within the same structure. Such remodelings can split the facade into upper and lower portions, with the lower portion further divided along the horizontal business divisions. Thus, the unity and harmony of a group of buildings or storefronts can be compromised.

COMMUNITY CHARACTER

The basic character of the buildings in the Cleveland Avenue area is one of low rise, multi-use structures. The businesses are neighborhood and pedestrian oriented with the sidewalk acting as the shopping connector. This residential scale and atmosphere sidewalk shopping experience is the character that should be reinforced and emphasized.

As a general guideline, striving to retain or return to the original building proportions, window and door sizes and relationships of structure, will assist in obtaining the above goal. In other words, "work with what you've got".

If an existing structure does not possess

the "neighborhood" character that the guidelines are striving to establish, the renovation effort should seek to imitate such character through the use of typical proportions, rhythms, materials and scale.

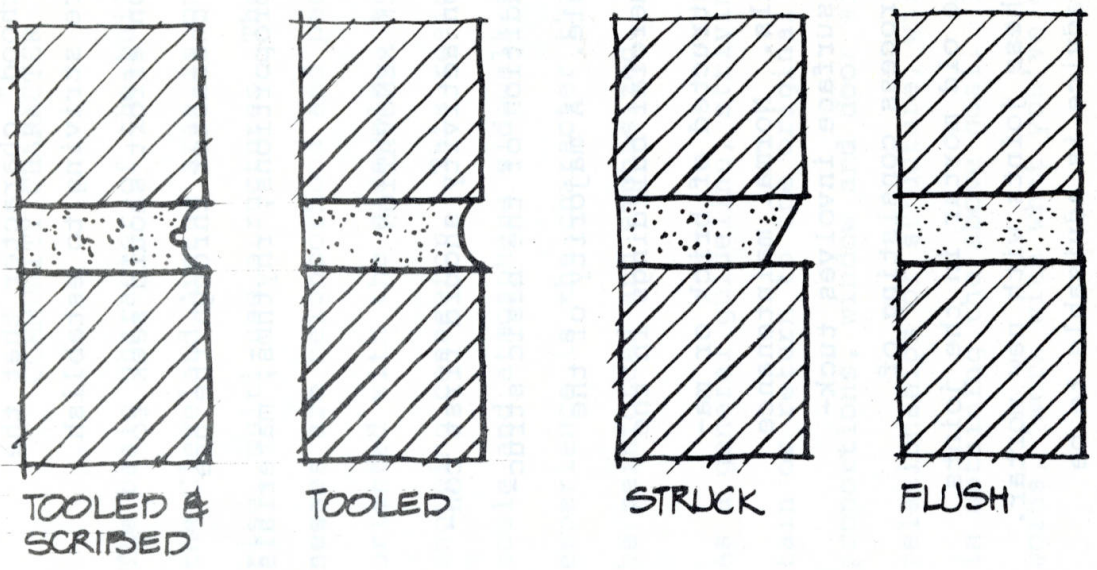
BRICK RENOVATION

Any renovation activity should first consider the condition of the basic structure as a whole. A majority of the existing commercial buildings in the area are constructed of brick or masonry materials. Normal maintenance of a masonry surface involves tuck-pointing, a process consisting of raking out the old mortar in the joints and filling these joints with new mortar. Professional advice is advisable to be sure that the correct type of mortar is

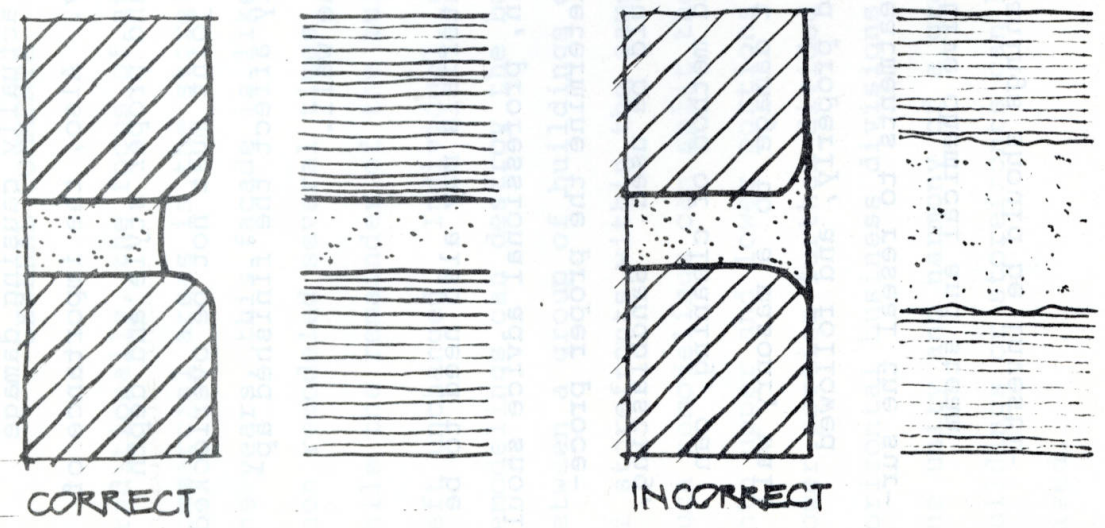
used to avoid actually causing damage to the masonry. Also, the importance of mortar color and proper style and depth of the mortar joint must not be overlooked, as both greatly affect the finished appearance of the wall.

The masonry materials may also need to be cleaned. Again, professional advice should be sought to determine the proper procedures that should be used. Sandblasting, a commonly-used method of cleaning, can cause permanent damage to a masonry wall if not executed properly, and followed by silicone treatments to reseal the surface. Alternative chemical and steam methods of cleanings should be investigated.

MORTAR JOINTS



REPOINTING WORN BRICK



FACADE RENOVATION

A. Show Windows

As a general rule, the placement of show windows should not compromise any structural piers or major architectural elements of the basic building facade. In addition, the original proportions of the structure should also be respected. Show window frames should be replaced, when required, with a dark bronze anodized aluminum frame, or existing frames in good condition should be refinished in a dark bronze color.

In situations where an owner wishes to close in a show window, as in converting a space from a

retail to office use, it is recommended that an opaque bronze reflective glass be used. Such a method gives total privacy to the interior space while avoiding sacrificing the base proportions and scale of the front facade. An additional benefit is that the vitality of the facade, which originally held pedestrian interest as a show window, is retained. The new surface continues to reflect the ever-changing street scene, but the orientation is now outward rather than inward.

A second method would be to reflect the architectural lines in fenestration of the windows on

the second story. It is advisable that professional guidance be consulted for this type of facade alteration. Any infill should match the dominant material of the facade or of the surrounding structures.

B. Doors

Storefront entrance doors can serve as unifying elements along the corridor. While transparency is desirable to enable shoppers to see into the store, a standard door design is recommended.

Again, it is recommended that door frames be dark bronze anodized aluminum or finished in a dark bronze color.

C. Canopies

Accent colors are a source of vitality and excitement to any urban area. When utilized with care, canvas canopies can be a good source of this color. The style of the canopy illustrated in this section has been used successfully on many installations of a similar character.

Canopies should reflect the window module so as to preserve the elements of scale and proportion. Solid colors, or alternating white stripes with colors, should be the patterns available. Care should also be taken to unify shops in a single building by using the same color and type

of awnings. Buildings within a group should also seek to coordinate their selections to further the "additive value" of improvements with color schemes and pattern variations planned for such established shopping blocks. The use of aluminum or fiber glass awnings or building facades should be discouraged.

D. Architectural Accessories

Planters:

Plant materials can function to soften paved areas and to direct pedestrian movement. As such, planting can have a significant impact on the street scene. The building planting module should follow the window module at the street level as illustrated.

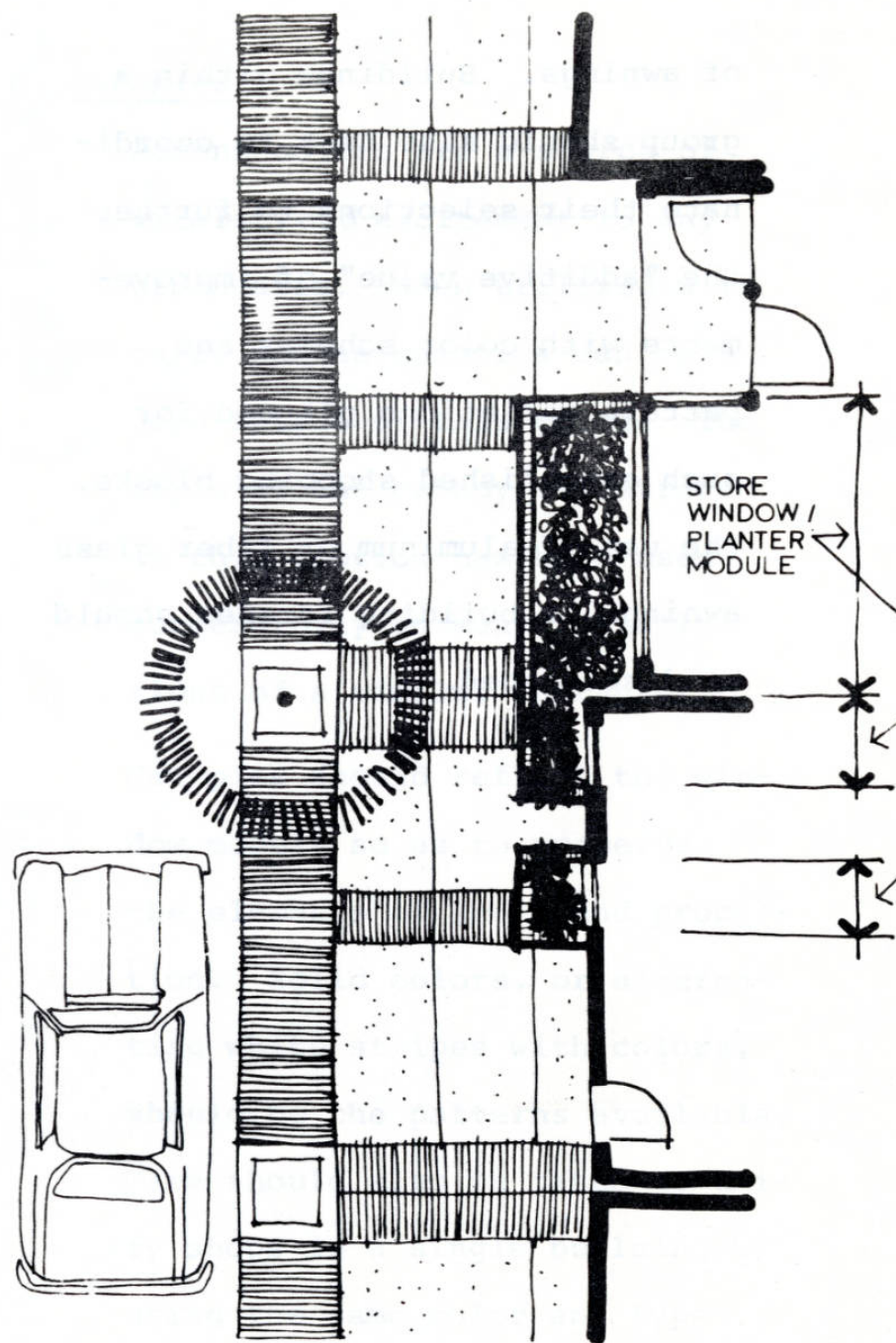
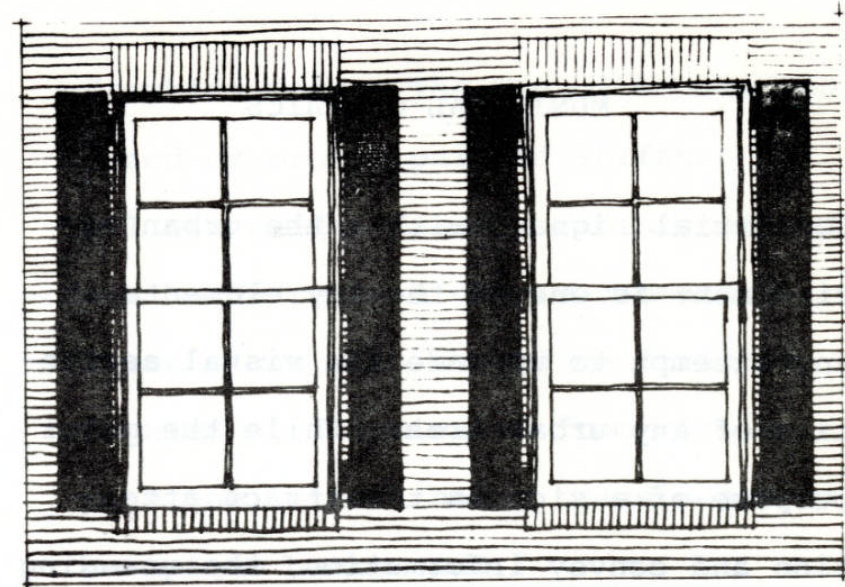


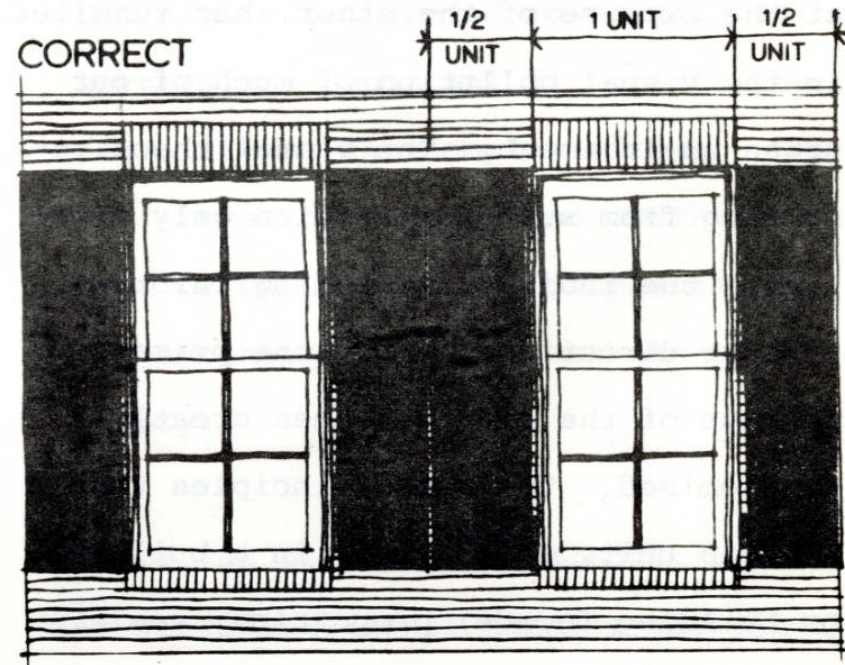
FIGURE 18 - FACADE PLANTERS

Shutters

The use of decorative shutters on windows and doors is not recommended as they are foreign to a commercial environment. If shutters are to be utilized, they should be of the proper size, which requires the combined width of the shutters to equal the width of the window or door to which they are adjacently installed.



INCORRECT



CORRECT

FIGURE 19 - WINDOW SHUTTERS

MUNICIPAL GRAPHICS

Commercial signage within the urban environment is one of the key elements in any attempt to upgrade the visual aesthetics of any urban area. While the major purpose of a sign is to attract attention and convey information, the unending competition to draw attention to one sign at the expense of the other, has resulted in the visual pollution of much of our urban environment. The visual chaos resulting from such competition only frustrates the individual seeking information or direction. Thus, the primary purpose of the sign has been greatly compromised. The same principles that lead to unity and harmony in a building or building facade; proportion, scale,

and rhythm, also apply to a system of business signage.

Shop owners are to be aware of the necessity to adhere to The City of Columbus Graphics Code, Article 23 in Title 33, Chapters 3391, 3393, 3395, 3397 and 3399. The graphics recommendations which follow are intended in no way to conflict with this regulatory code.

The discussion of graphics will refer primarily to location, color and illumination techniques.

BUSINESS OR TENANT GRAPHICS

Major Signage

The location of signs on a building facade is an important factor in sign control. Grouping similar types of

signs into one general location on a building facade makes them easier to find and to read. These "Wall Graphics" should be located in a band eight to twelve feet above the level of the sidewalk, and the signs should conform to the criteria in this section. Each sign should be a minimum of two feet from the side property line or common wall of the business. Backlighted, translucent signs should be avoided in favor of a direct lighting system utilizing lighting fixtures or backlighted letters.

The use of other types of signs, utilizing projecting graphics, projecting ground graphics, and ground graphics, is governed by the City

Graphics Code. The use of bronze anodized or bronze painted surfaces on all standards, frames, and miscellaneous hardware is highly recommended. These signs also should be directly lighted or illuminated from within, with the letters being translucent on an opaque background.

Colors

The sign's background color and its letters are important factors in the legibility of the completed sign. The elements of COLOR and CONTRAST must be compatible and complement one another in order to obtain legibility.

Color can also play a valuable role in providing visual harmony throughout

the entire system of signage. The following color selections represent a reasonable selection of choices for each business operator while maintaining overall aesthetic control.

Natural brick background: Gold, white, cream or dark bronze letters.

Gold sign background: Dark red, black, white, cream, dark brown or dark green letters.

Dark brown sign background: Orange, white, cream, gold or yellow letters.

Material for letters should be limited to metal, plastic, or wood.

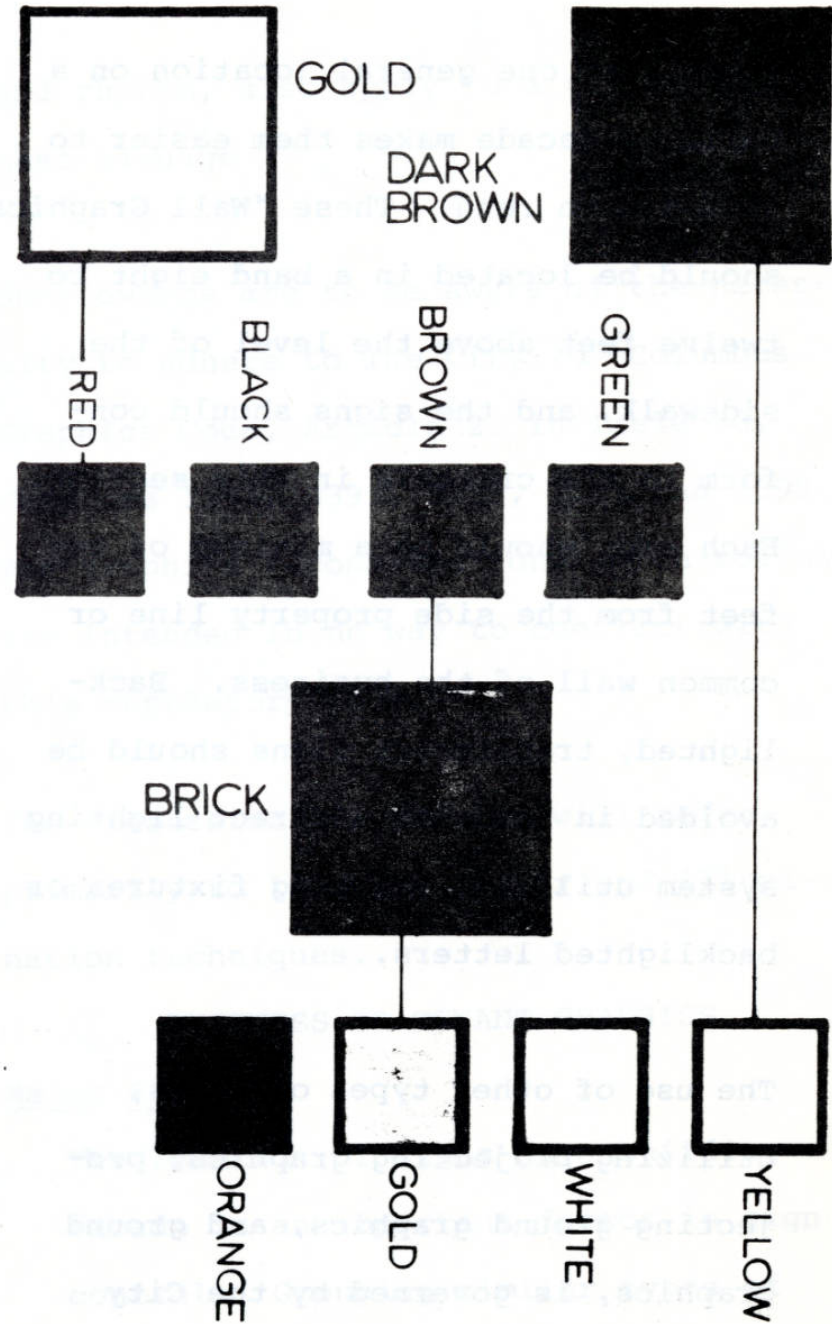


FIGURE 20 - SIGNAGE COLORS

Letter Styles

While the control of signage size, color and placement is a strong unifying factor, there is always the danger that such a control will overcorrect by producing a readable and unified, but monotonous system of signage. These guidelines guard against that event by maintaining a selection of locations, colors, and sizes within an overall system of control. Given these controls, the letter style has no limitations; however, the style selected should be consistent with the character appropriate for the shop or the message to be conveyed, and with reasonable consideration for legibility.

Legibility can be assured, and proper scale maintained, by limiting signs to the four foot sign band, with a two foot maximum background as previously discussed. Similar consideration and exercise of control must also be given to other types of signage.

Typical Sign Faces

Americana	Helvetica
Avant Garde Medium	Lubalin Graph Medium
<i>Bookman Bold</i> <i>Italic</i>	Optima
Cairolì	Souvenir Medium
Caslon Bold	Univers 65
Folio Medium	University Roman
Franklin Gothic	Windsor
Futura Medium	Zentak Grotesk

FIGURE 21 - SIGNAGE FACE LETTERING

Secondary Signage

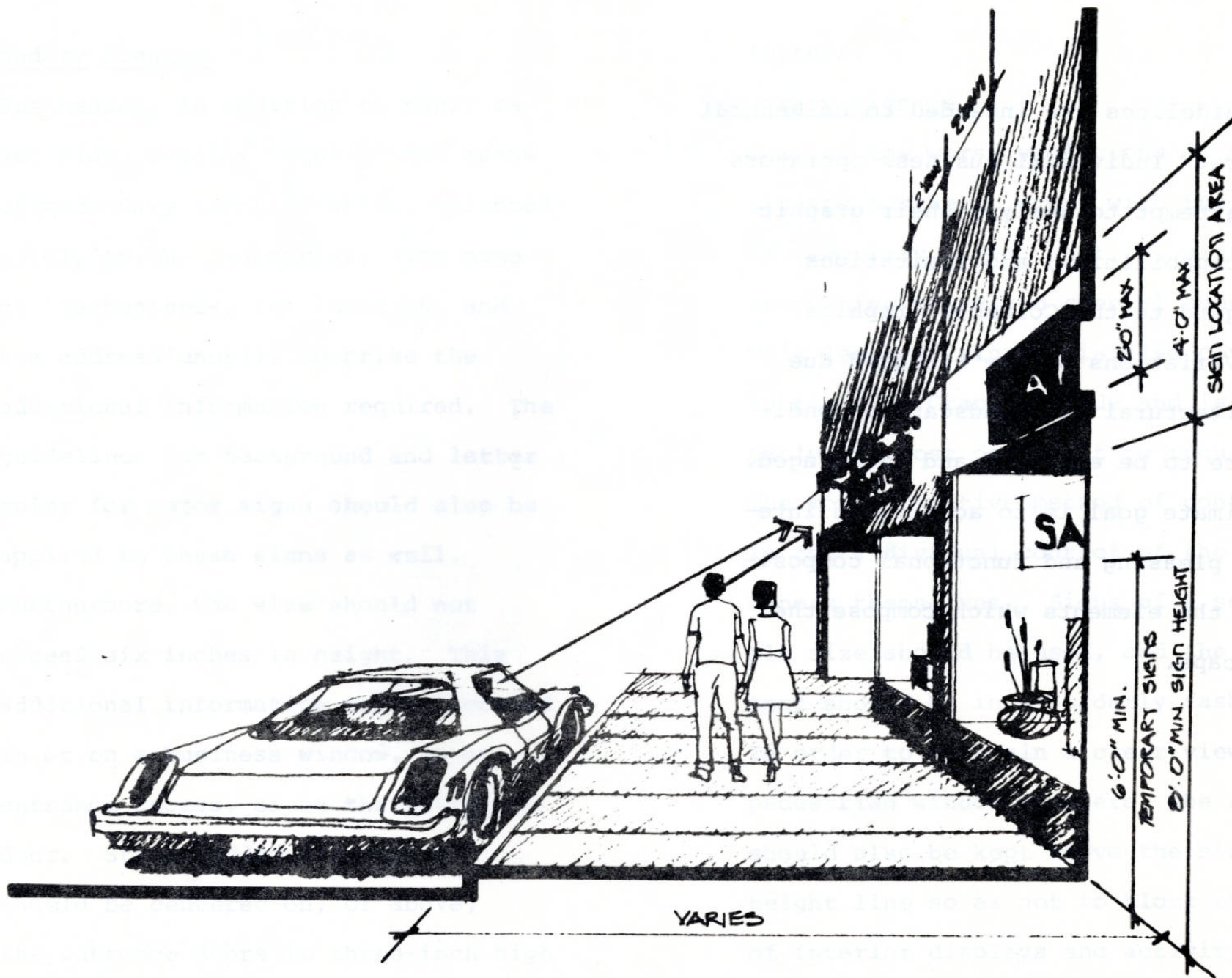
Businesses, in addition to their major sign, usually require some means of secondary identification, oriented purely to the pedestrian. The name of the business, its function, and the address usually comprise the additional information required. The guidelines for background and letter color for major signs should also be applied to these signs as well. Furthermore, the size should not exceed six inches in height. This additional information may be located in or on a business window, in an entrance recess, or on the entry door. Street address numerals should be centered on, or above, the entrance doors in three-inch high

letters.

Temporary Signage

Some of the worst violations of any signage aesthetic occur with the use of temporary signs, that is, signs announcing sales and special events. This level of signage is also covered by the City Graphics Code and is probably the most difficult to regulate. The most effective method of control is the individual control of the shop owners themselves. Signs of a sensible size should be used, and the arrangement should be in an orderly fashion. In order to maintain a clear view for pedestrian window shoppers, the signs should also be kept above the six foot height line so as not to block the view of interior displays and activity.

These guidelines are intended to be general in nature. Individual business operators should attempt to analyze their graphic needs, capabilities, and limitations with regard to the Columbus Graphics Code. Variations of the standard due to architectural and landscaping conditions are to be expected and encouraged. The ultimate goal is to achieve an integrated, pleasing and functional composition of the elements which compose the streetscape.



64 FIGURE 22 - SIGNAGE LOCATION