Near East Area Plan Amendement:
Main Street Visioning Charrette

2006 2010

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INTRODUCTION

Figure 1-1 Charrette Discussion

LETTER FROM THE NEAR EAST AREA COMMISSION CHAIR

Introduction to the Main Street Design Charrette

From the pen of Sinclair Lewis to the bidding floor of Wall Street, Main Street has become the embodiment of that which is America … folks whose names never make the papers, yet their faith, hope, and tireless efforts made this county.

In July of 2006, that spirit was still alive when friends and neighbors convened at the Central Community House to memorialize their vision for the continued growth of Main Street – their Main Street. This document is the recorded evidence of that spirited event.

We invite developers, planners, purchasers, and others to embrace the spiritual and physical images contained within these pages to help form their contribution to this ever expanding piece of Americana.

Lastly, a special thanks to Walter R. Cates, President of the Main Street Business Association whose foresight and tenacity allowed our street to reclaim its rightful place on the Near East Side.

Sincerely,

Kathleen Bailey
Chair, Near East Area Commission

INTRODUCTION

Figure 1-2 Process in Progress

AMENDMENT INTENTIONS

Near East Area Plan Amendment
Main Street

In accordance with the Near East Area Plan, this amendment was created in reference to the development strategy for the East Main Street Corridor (pages 27 and 40-44). The amendment seeks to visually summarize all pertinent information from the plan, as well as provide design recommendations for future development in compliance with the Urban Commercial Overlay.

The following design concepts are based on the Main Street *Visioning Charrette held in 2006 which was facilitated by the City of Columbus and the Neighborhood Design Center. The subsequent guidelines were created in cooperation with the citizens and stakeholders of the Main Street community as an aid to future design development.

In certain instances, the concepts included in this document are applicable to specific locations (as noted); yet these ideas hold relevance throughout the Main Street corridor. These examples aim to demonstrate how various street elements connect to form a cohesive corridor identity. These broad brush ideas provide a collective vision for the next twenty years.

Cheryl Huffman
Director of Landscape and Urban Design, Neighborhood Design Center

*A visioning charrette is an open collaboration between designers, stakeholders, and residents in an effort to solve any magnitude of design issues. For a complete list of the 101 participants please see page 43.

PROCESS

Figure 2-1 Visioning Charrette

PROCESS

NEAR EAST AREA PLAN

The Near East Area Plan was developed by the Columbus Planning Division and a large group of stakeholders under the auspices of the Near East Area Commission and adopted by Columbus City Council on September 19, 2005.

MAIN STREET VISIONING CHARRETTE

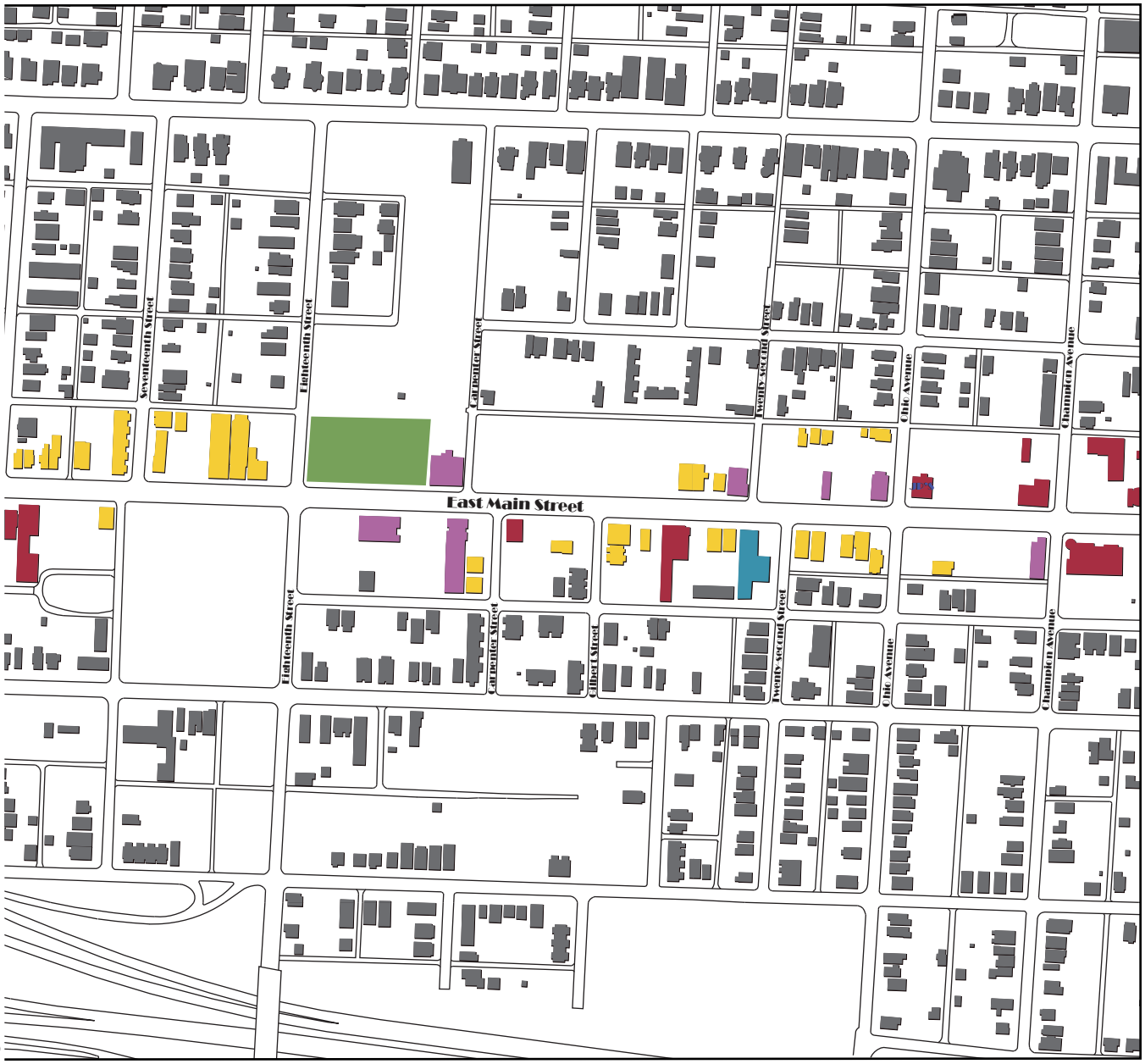
On Saturday, July 8, 2006, a visioning charrette for East Main Street in Columbus was held at the Central Community House. 23 design professionals and over 60 residents and other stakeholders participated. The objective of the charrette was to develop a vision for East Main Street as a whole. While specific sites and buildings may be shown in the results, the objective is to show how individual buildings and sites could be integrated into a cohesive vision of East Main Street.

NEAR EAST AREA PLAN AMENDMENT
MAIN STREET

In 2009, the Near East Area Commission requested that the Neighborhood Design Center re-evaluate and package the results of the Main Street Visioning Charrette with the intent to provide examples of strategic development principles following preceding guidelines from the UCO and Near East Area Plan. The Near East Area Plan Amendment was recommended by the Near East Area Commission on March 18, 2010 and was adopted by Columbus City Council on September 20, 2010.

EXISTING LAND USE *MAP 1-1*

The existing land use map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.



Key:

- Residential
- Commercial
- Mixed Use
- Park/ Public Green Space
- Religious Institution

N 0 50 100 200 400

EXISTING LAND USE *MAP 1-2*

ZONING FOR BUILT STRUCTURES *MAP 2-1*

The adjacent zoning for built structures map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

Key:

- R4: Residential (1-4 Family)
- R2F: Residential (1-2 Family)
- R3: Residential (Single Family)
- ARLD/ ARO: Apartment Residential/ Office (Low Density)
- C4: Commercial (General Commercial)
- LC4: Limited Commercial (General Commercial, Limited)
- C3: Commercial (General Commercial, Limited)
- LC3: Limited Commercial (General Commercial, Limited)
- CPD: Commercial Planned Development
- P: Park
- R: Religous Institution

N 0 50 100 200 400

ZONING FOR BUILT STRUCTURES *MAP 2-2*

OVERALL CORRIDOR RECOMMENDATIONS

Figure 3-1 Table Discussion

The Near East Area Plan (NEAP) and Urban Commercial Overlay (UCO) serve as the primary design guidance for new development of Main Street. As a supplement to the former documents, the Near East Area Plan Amendment selectively visualizes key principles from the UCO and NEAP to assist with their understanding and realization. Additionally, desirable aesthetic and functional characteristics have been identified with assistance from community charrette participants in 2006. These guidelines represent generalized attitudes of the neighborhood, which are suggestive of corridor improvements identified by dialogue with community members and stakeholders.

Recommendations have been classified into 5 categories: overall, commercial, residential, mixed use, and identity. Discussed below are overall recommendations and suggestions applicable to the corridor as a whole. In the pages that follow, specific structures and uses have been recognized and examined for attractiveness, scale, and design details in each of the remaining recommendation categories.

Overall use and style concerns

I. Existing buildings to be retained on re-development sites should be of good quality and engaged with the emerging context.
II. Encourage designs that represent 19th and 20th century architecture which exhibit neighborhood authenticity. Intermixing contemporary buildings with historic is acceptable providing the scale and detail contribute to the flavor of the neighborhood.
III. Initial priorities should include the maintenance and improvement of corner lots, as these spaces tend to set the tone for central properties inside each block.
IV. Overall goals of use and function:
- **A. Small scale structures should generate an easy shopping experience.**
- **B. Provide goods and services that attract both neighborhood and outside shoppers.**

V. Discourage using existing non-conforming setbacks for parking.
VI. Encourage the development of businesses that compliment existing successful for profit entities (i.e. JP's Barbecue).

Overall circulation and parking matters

I. One-way streets should be converted to two-way where possible.
II. Maximum street parking should be incorporated without obstructing automobile or pedestrian

OVERALL CORRIDOR RECOMMENDATIONS

visibility and safety.
III. Collective parking lots should be added in rear where possible as a supplement to on-street parking.

Embracing the Neighborhood (below, Figure 3-2): *Contemporary architecture should be visually consistent with its context. The below building successfully alters a one story with brackets lengthening its height to meet the block's two story buildings.*

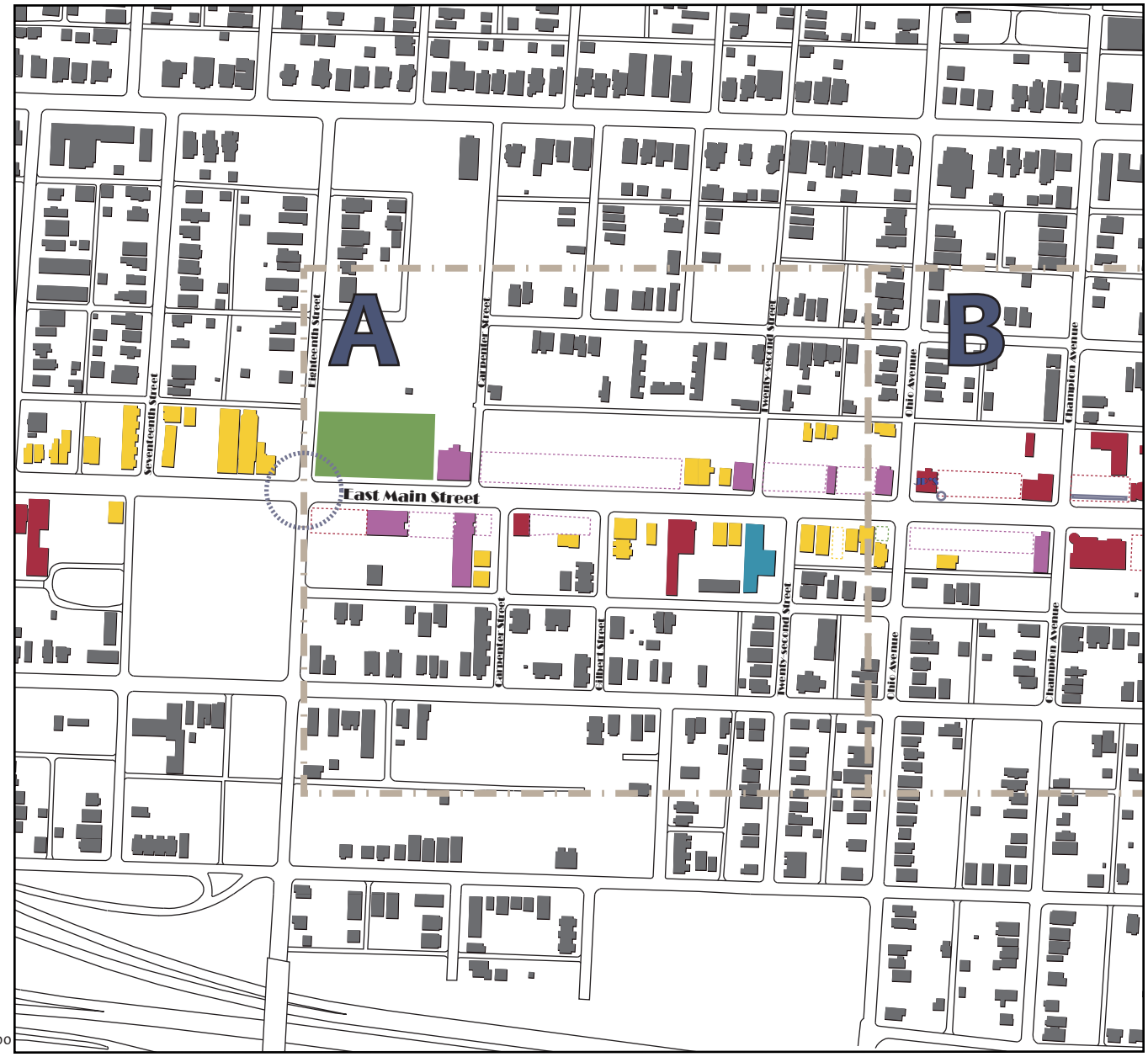
Summary:

The Near East Area Plan Amendment selectively visualizes key principles from the UCO and NEAP to assist with their understanding and realization. Additionally, desirable aesthetic and functional characteristics have been identified with assistance from community charrette participants in 2006. These guidelines represent generalized attitudes of the neighborhood, which are suggestive of corridor improvements identified by dialogue with community members and stakeholders.

A. Overall
B. Commercial
C. Residential
D. Mixed Uses
E. Identity

FINAL PLAN *MAP 3-1*

The provided final plan is based on recommendations which arose from the initial Main Street Charrette in 2006. Please note the plan is divided into four sections. Pages 14-17 contain enlarged views of each section for easier viewing.



Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

FINAL PLAN *MAP 3-2*

FINAL PLAN - SEGMENT A *MAP 4-1*

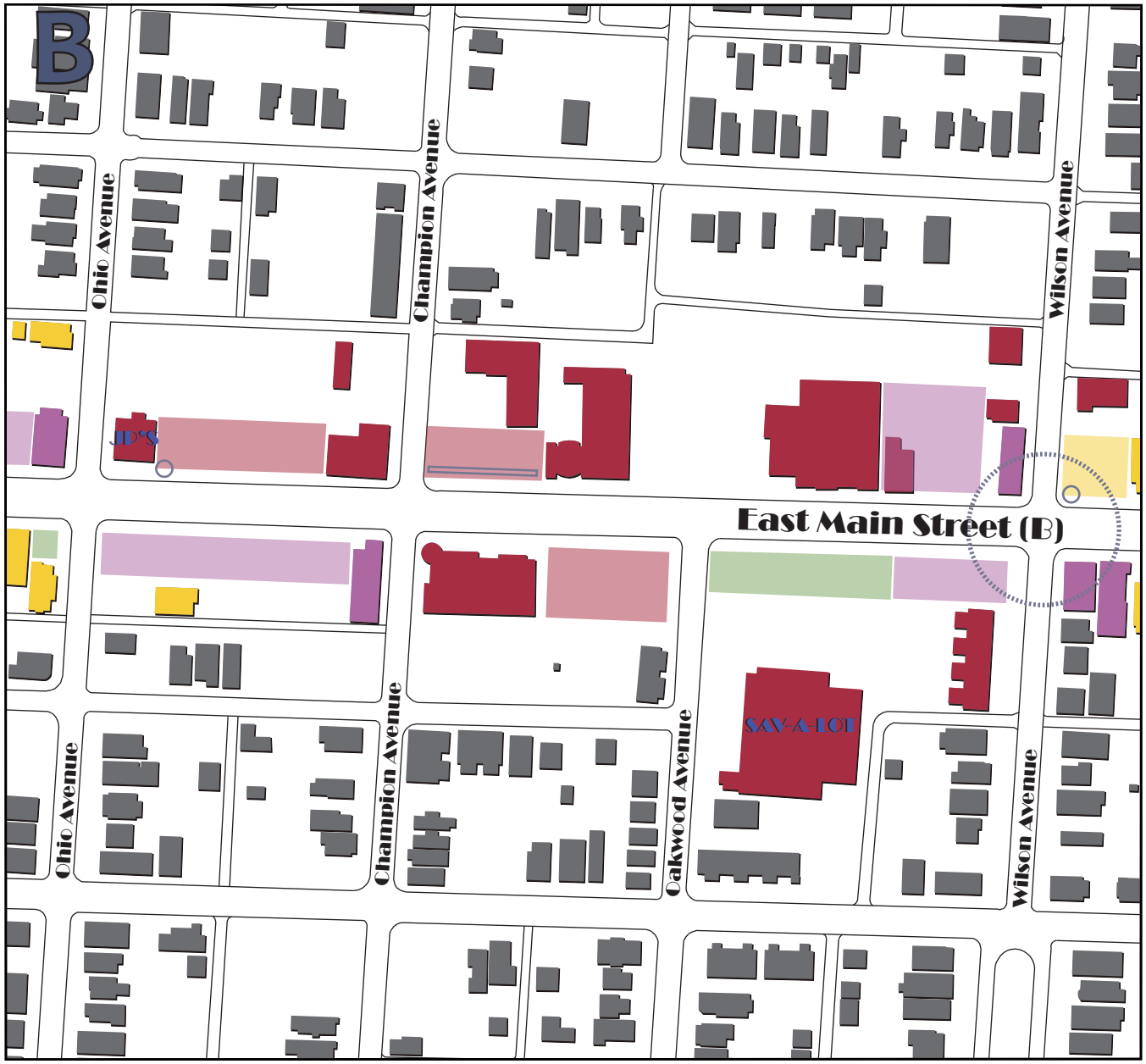
The existing land use map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

N 0 100 200 400 800

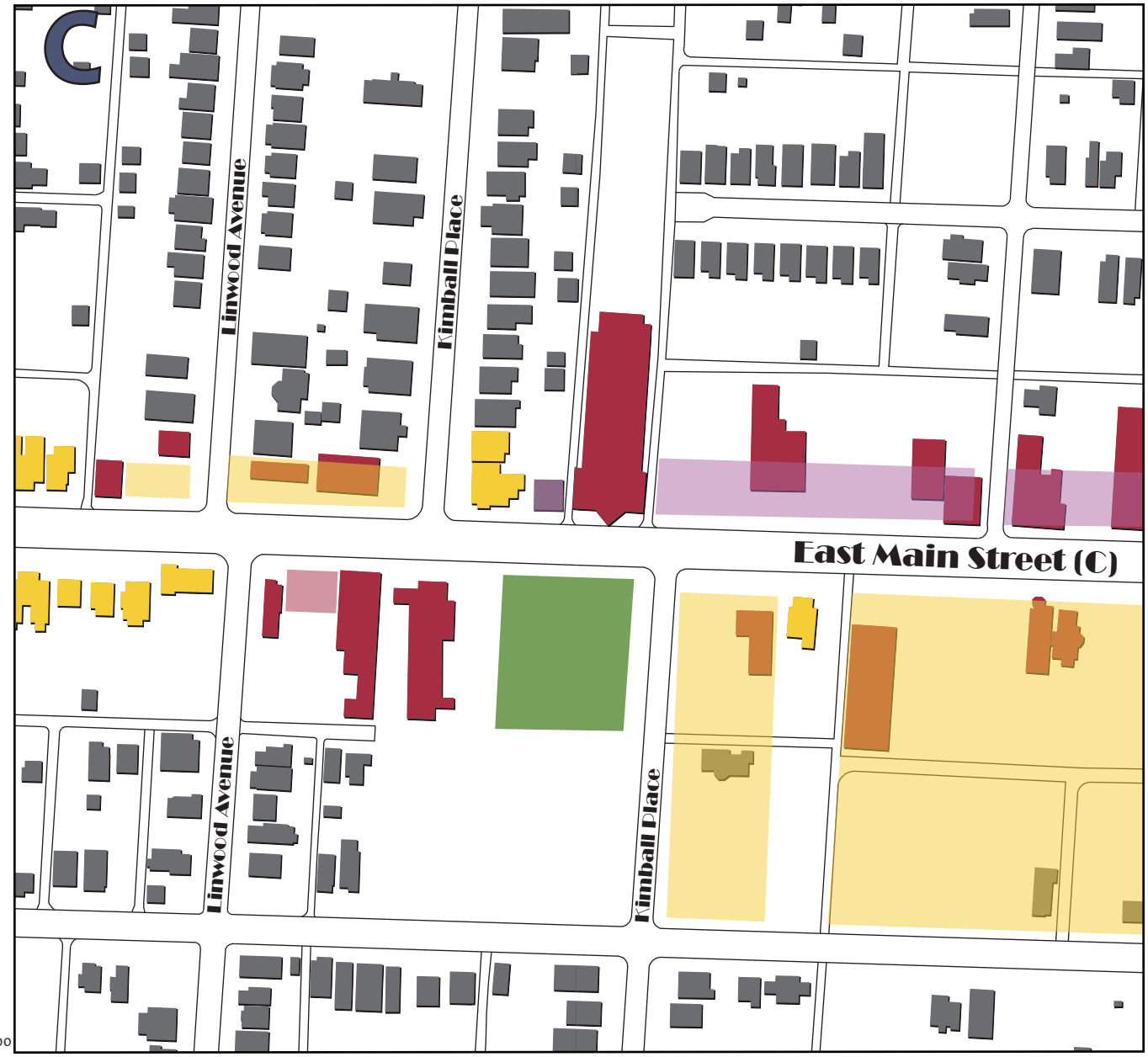
FINAL PLAN - SEGMENT B *MAP 4-2*



The existing land use map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

FINAL PLAN - SEGMENT C *MAP 4-3*

The existing land use map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.



Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

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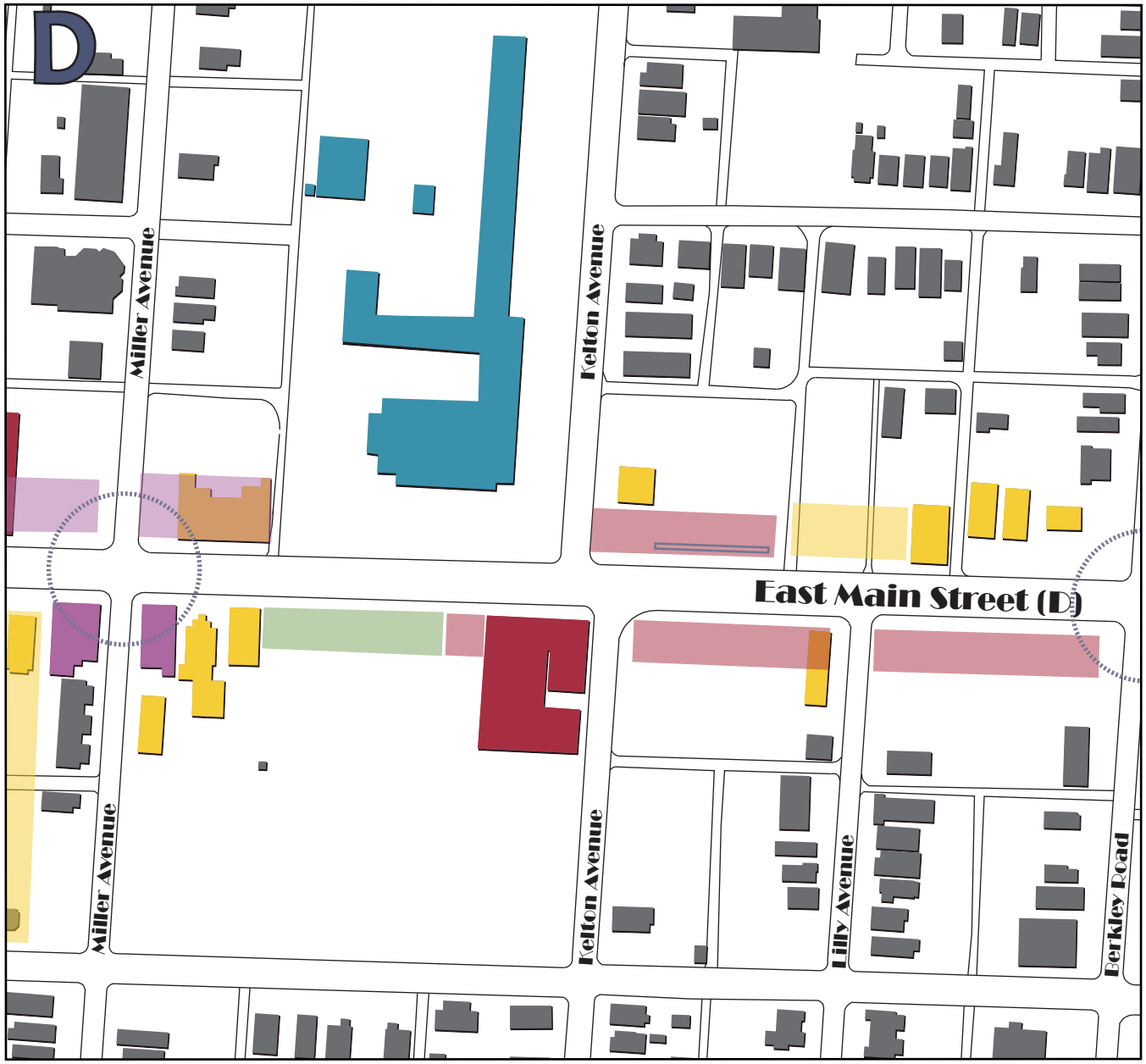
FINAL PLAN - SEGMENT D *MAP 4-4*



The existing land use map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

COMMERCIAL

Figure 4-1 Current Commercial

VISIONS OF COMMERCIAL

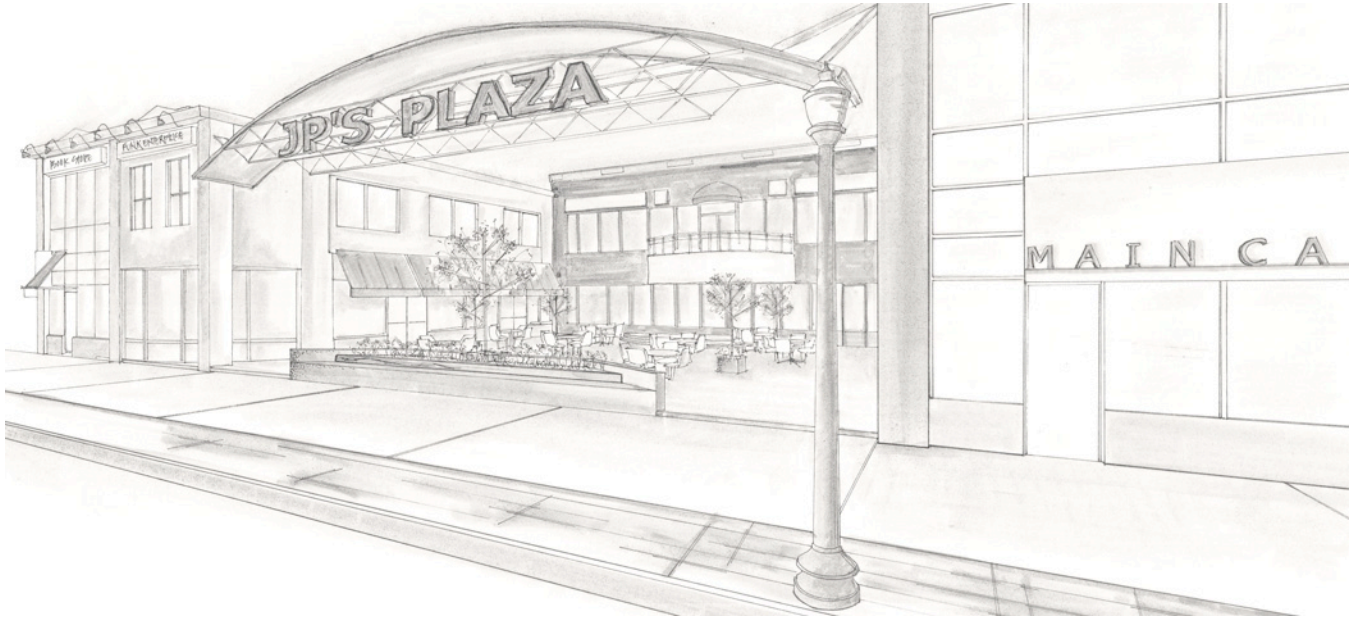


Figure 4-2 Vision of Plaza (left):

This plaza is a representation of what a successful business/retail block could look like. Incorporating an improved physical appearance to already thriving businesses can help entice new operations to the area. Please see page 22 for an example of the existing structure (top, Figure 4-3) and an example of potential upgrades (bottom, Figure 4-4).

Attractive facades for tenants compliment and enhance the historical qualities of the Near East Side. Storefronts located near the street allow for easy viewing and public attraction to the opportunities that Main Street businesses have to offer. Clear signage would also enhance the marketability of such businesses, making them easy to locate.

VISIONS OF COMMERCIAL

Figure 4-3 Existing: *JP's Barbecue is a well-awarded restaurant at 1072 East Main Street. Unfortunately, its building does not match the business' merit.*

Figure 4-4 Potential: *With renovations this block could be re-developed to better suit the success of JP's, adding an outdoor dining experience to the business while providing new spaces for additional tenants.*

VISIONS OF COMMERCIAL

Figure 4-5 Tri-Pole Banner System (left):

Charrette participants emphasized the need for informal commercial opportunities. Activities could include a festival, crafts fair, or street market. As a result, events such as the Main Street Farmers' Market have developed. Proving local and healthful goods are needed and in demand within this neighborhood.

In 2009 the Neighborhood Design Center created specs for a dynamic pole system,with rotating pinwheel. The temporary banner holder is brought in each week transforming Blackburn Park into an open air market.

Figure 4-6 New in 2009: Farm fresh goods are available at the Main Street Market Saturday mornings during the summer months.

Types of commercial entities community members would like to see incorporated into the East Main Street corridor (as of 2006):

A. Community/ art markets
- **1. Monthly or weekly market events**

B. Delicatessens
- **1. Coffee shop**
- **2. Bakery**
- **3. Deli**
- **4. Pizzeria**

C. Specialty shops
- **1. Books/music/movies**
- **2. Antiques/second hand furniture**
- **3. Grocery**
- **4. Hardware**

D. Services and goods
- **1. Bank**
- **2. Post office**
- **3. Grocery**
- **4. Hardware**

D. Health care offices
- **1. Doctors**
- **2. Urgent Care**

COMMERCIAL SUMMARY *MAP 5-1*

The commercial summary map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

(1) Area shown in photographs and drawings on pages 18-20.

(2) Area shown in photographs and drawings on page 21.

Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

COMMERCIAL SUMMARY *MAP 5-2*

RESIDENTIAL

FIGURE 5-1 Current Residential

VISIONS OF RESIDENTIAL

Figure 5-2 Residential Variety (left):

A variety of residential uses as well as mixed use development enhances the community feel by allowing people to purchase goods and services close to home. Street trees and lamps promote this community by providing better night security and a relaxing atmosphere. The variety will create curb appeal and interest for pedestrians and drivers as well. These aspects will attract residents to the area who are looking for the opportunity of community living.

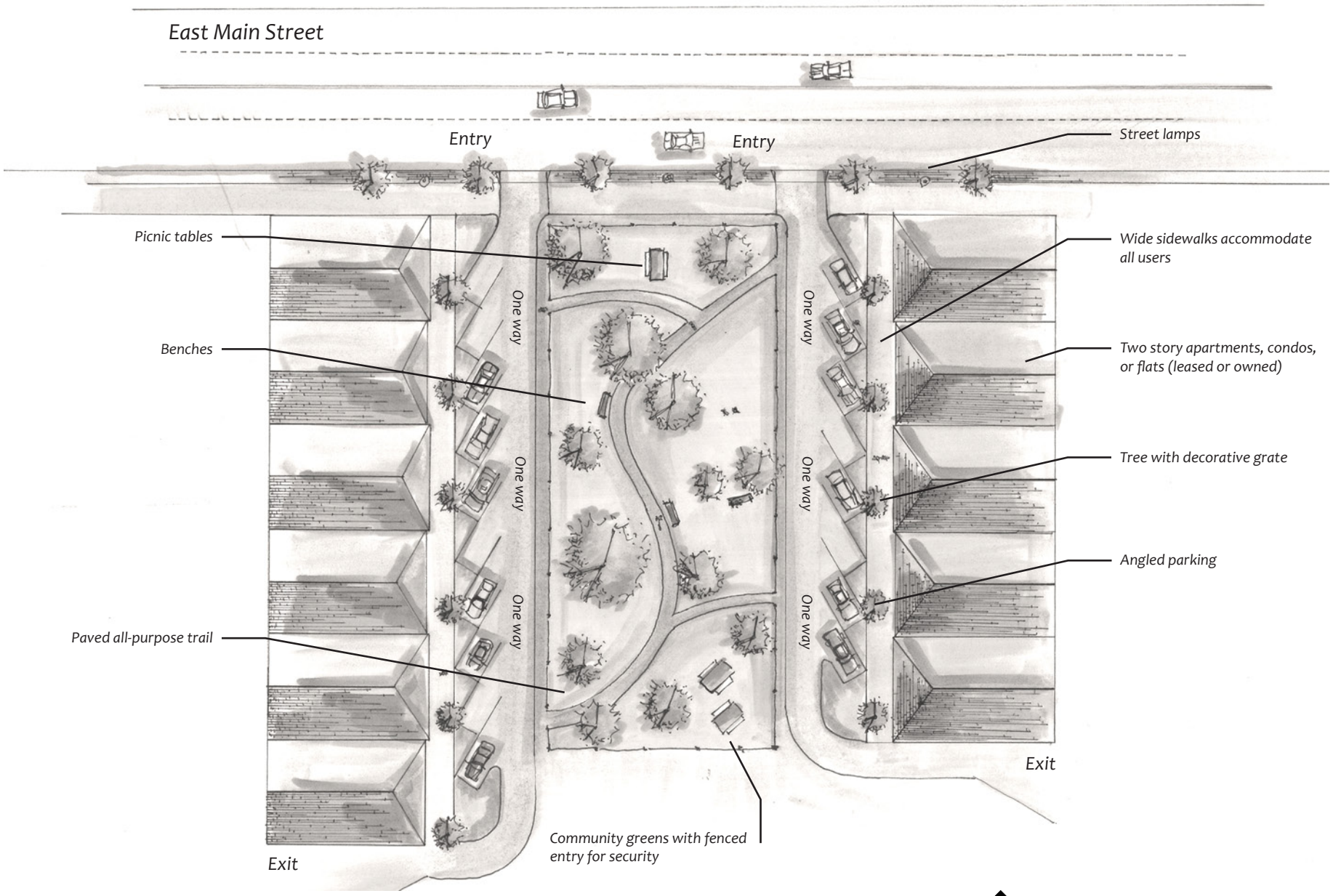
An important aspect of complete neighborhoods is the growth and maintenance of a variety of residential uses, in addition to mixed use development (page 34-39).

High density re-development and restoration is advised for the residential zones within the Main Street corridor. Housing that addresses multiple economic levels and the aging population is a priority.

Future design concepts for housing unit should accommodate 2-3 stories (preferably brick), have ample parking (in rear), and provide individual and public green spaces. Locals stated to have an interest (in the 2006 charrette) in predominantly permanent housing (owner occupied) but realize the necessity for some tenant occupied units.

VISIONS OF RESIDENTIAL

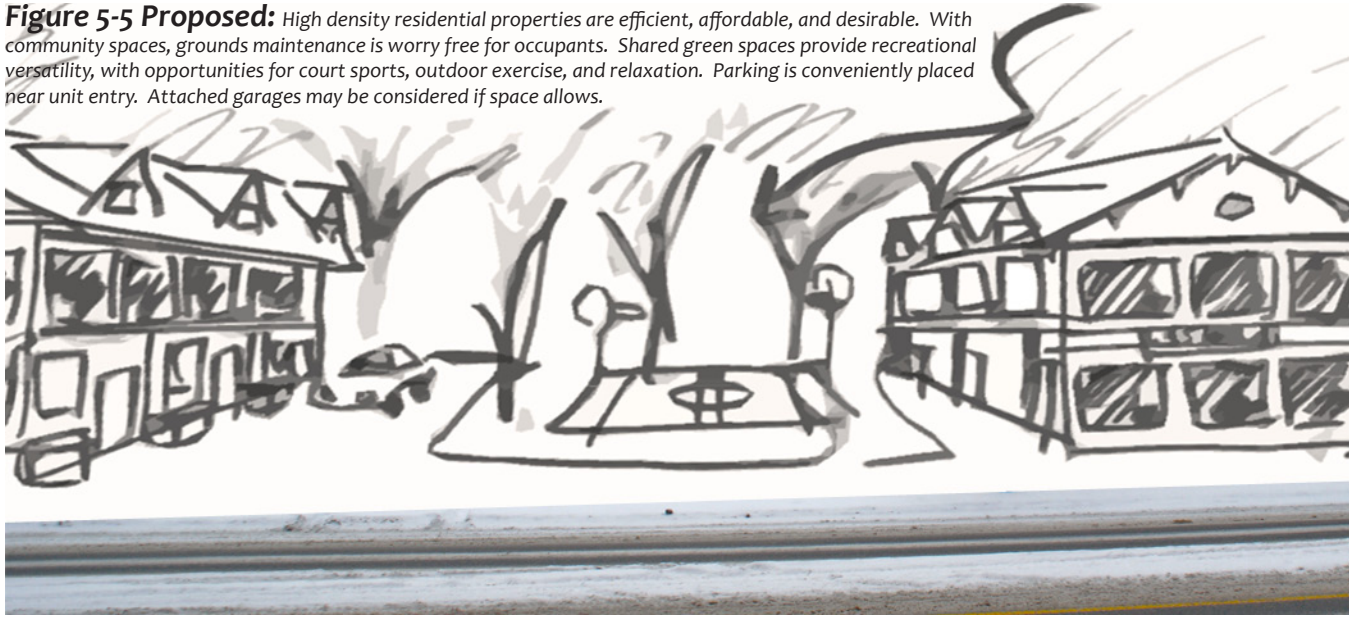
Figure 5-3 Enhancing Residential



VISIONS OF RESIDENTIAL

Figure 5-4 Existing: *On this block, the single story heights and distances between buildings are rather suburban. By Increasing the number of units (both horizontally and vertically) voids within the urban fabric can fade.*

Figure 5-5 Proposed: *High density residential properties are efficient, affordable, and desirable. With community spaces, grounds maintenance is worry free for occupants. Shared green spaces provide recreational versatility, with opportunities for court sports, outdoor exercise, and relaxation. Parking is conveniently placed near unit entry. Attached garages may be considered if space allows.*



Enhancing the residential blocks along Main Street, *community greens (see page 26, Figure 5-3) become an attraction point and allow space for residents to gather and relax, or even play with the dog.

The open green with shade from heat, paved walkways, picnic tables, benches and close parking makes it a flexible space to meet the residents' needs. One-way streets slow down traffic and provide clearer visibility for pedestrians and drivers.

Street trees and wide sidewalks can carry out the enjoyable atmosphere beyond the community green's attractive fenced entry points, which also promote safety for residents.

Two-story apartments or condos surrounding the community green also promote safety by providing elevated visibility.

VISIONS OF RESIDENTIAL

Infill residential should reciprocate and draw from the aesthetics of its surrounding structures. Aligning new structures with existing structures, is essential and can be achieved by mimicking attributes such as set-back and scale. This creates rhythm and visual continuity. Spacing between units should be kept to a minimum to avoid interruption.

Main Street, and the Near East Side in general, is a community of front porches. Keeping in character with this, as well as, following the placement of doors and windows, provides a continuing pattern of neighborhood closeness.

Figure 5-6 Align Structure

VISIONS OF RESIDENTIAL

Figure 5-7 Align Characteristics

Scale should be maintained for the course of each block. 2-3 stories for each building is highly recommended, in order to respect the prevalent architecture. Single story buildings must be sufficiently tall to compliment this look.

Materials used should display comparable character to the already established context.

New buildings, in addition to rehabilitated, should reflect that of its surroundings with similar fenestration, parapets or roofs, and materials. Scale should also be maintained as well. Acquiring inspiration from the surrounding architecture without exactly replicating them will cultivate a unique identity with interesting charm, with new and existing structures coexisting harmoniously.

RESIDENTIAL SUMMARY *MAP 6-1*

The residential summary map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

(1) Area shown in photographs and drawings on pages 24, 25, 28, and 29.

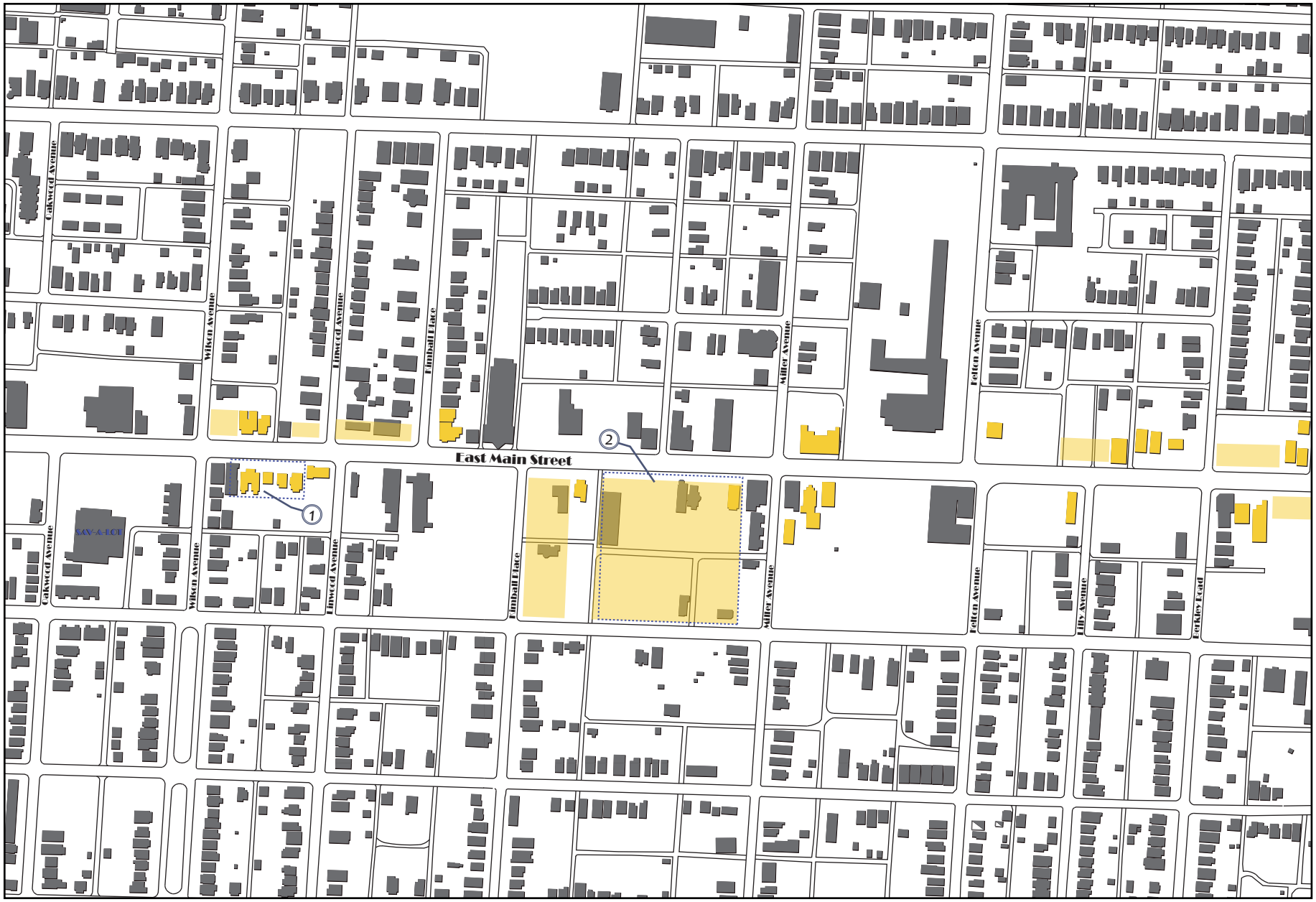
(2) Area shown in photographs and drawings on pages 26 and 27.

Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

N 0 50 100 200 400

RESIDENTIAL SUMMARY *MAP 6-2*



MIXED USES

Figure 6-1 Current Mixed Use Area

VISIONS OF MIXED USES

Figure 6-2 Mixed Use Vision (left):

Three story buildings may be best utilized by mixing first floor retail and business with second and/or third story residences.

Mixed uses activate the street for more hours of the day, maximizing use as well as safety. The diversity of mixed use can allow for a mix of residential as well as commercial options, making it flexible to meet the needs of the community.

Mixed use development allows residents access to home, work, and recreational activities with minimal traffic. It promotes a healthy lifestyle by providing a variety of services, all within walking distance. It also encourages a sense of community, encouraging residents to interact with their neighborhood. Small business owners are able to live directly above their work.

This type of development maximizes land-use, not wasting any area, while still allowing for green space. It also makes the area useful for longer hours of the day. Rather than a district that is strictly utilized from nine to five, a community can be active throughout the day, whether people are going to work, heading home, or enjoying the night life. Mixed use provides resources that can be shared by multiple parties while potentially decreasing theft and vandalism since the area is occupied throughout all hours of the day.

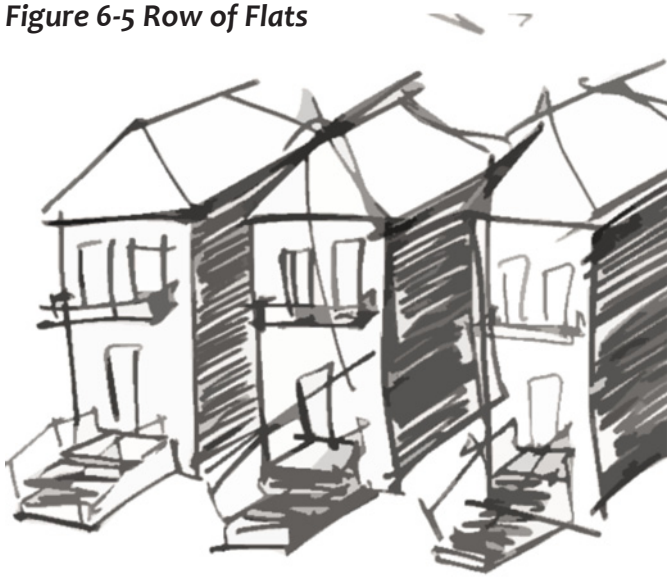
VISIONS OF MIXED USES

Figure 6-3 Existing: *Historic corner building (figure) next to open space (void).*

Figure 6-4 Potential: *Mimicking the styling and scale of the existing buildings, new structures can extend and enhance built character. Therefore, increasing this city block's contextual appropriateness while catering to the visual and physical senses.*

VISIONS OF MIXED USES

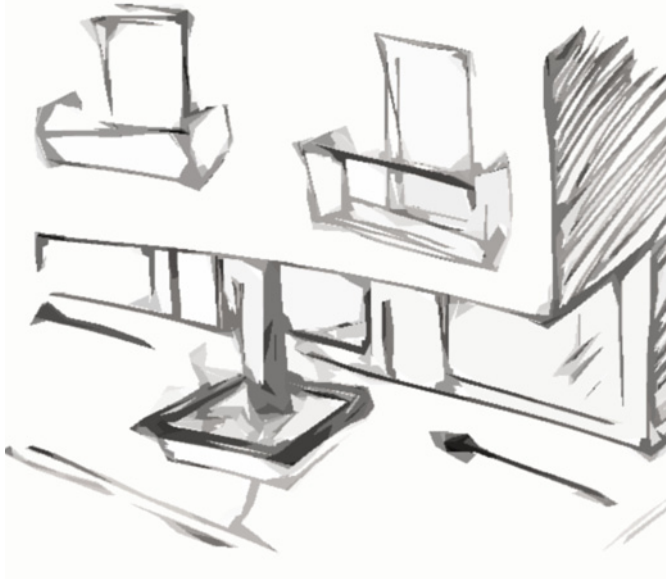
Figure 6-5 Row of Flats



Flats provide flexibility for residential or commercial uses. A flat is typically located in a two story building which has been divided horizontally from its above and below use. Commonly, the first floor is used as commercial or office space while the second floor serves as a living space. This can vary on each property and can be modified to accommodate a single use.

Separate buildings provide a more individual feel rather than a continuous street front. The scale continues, but each building may have its own unique character and allows for a variety of living styles and residents. It also offers more green space surrounding structures, where residents may play or simply enjoy the sunshine. Front porches are also encouraged with this approach, where residents could interact with the street community.

Figure 6-6 Breezeway

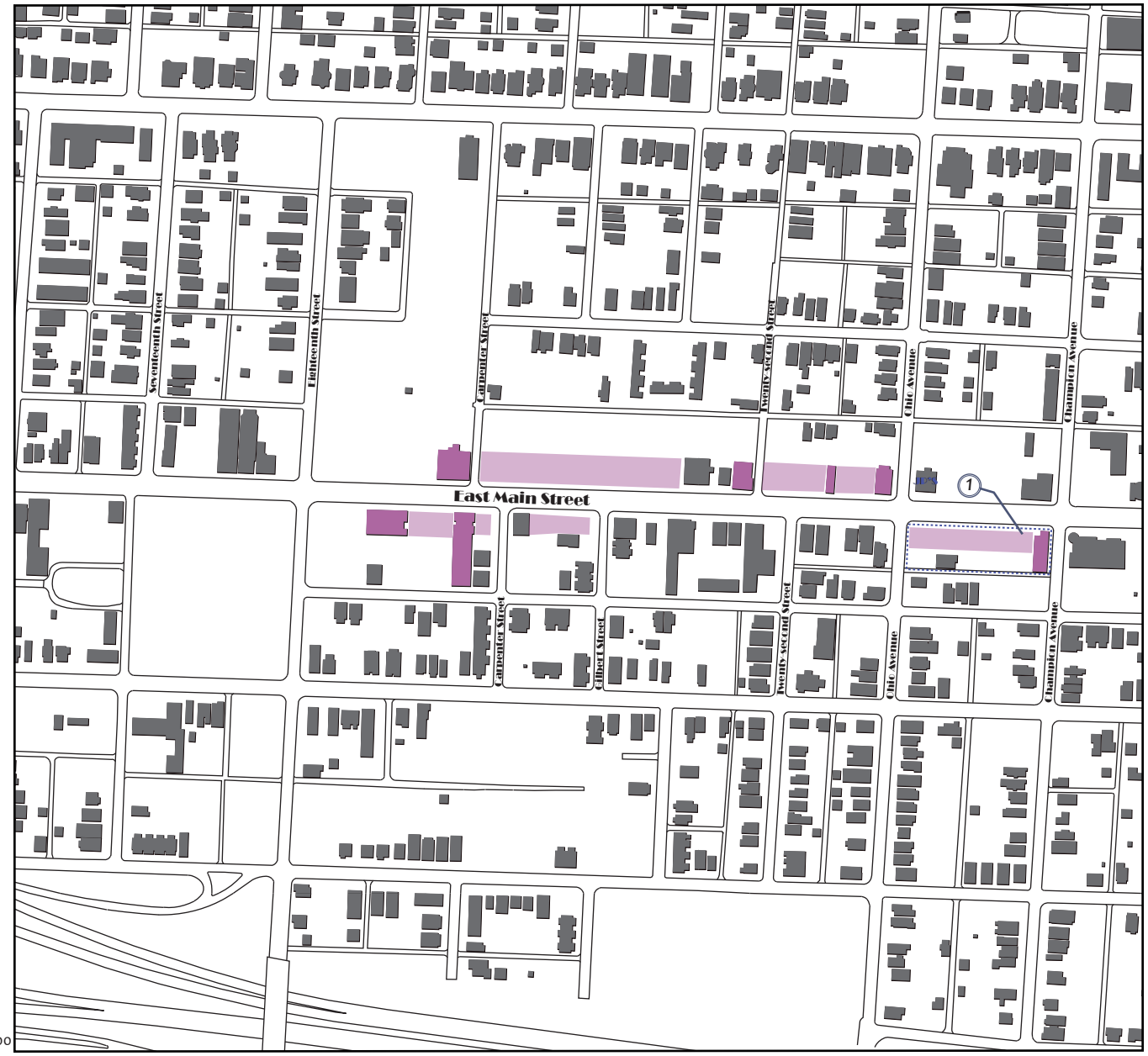


Including a breezeway on two or more story structures will shield pedestrians from sun and precipitation thus encouraging more foot traffic. Also, more buildable space is created, allowing second and third floors to be larger. First floor garages or storefronts should be considered dependant upon location. Balconies are a welcome addition contributing to an urban neighborhood feel, allowing residents to connect with their environment.

MIXED USES SUMMARY *MAP 7-1*

The mixed uses summary map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

(1) Area shown in photographs and drawings on pages 32-34.



Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

N 0 50 100 200 400

MIXED USES SUMMARY *MAP 7-2*

IDENTITY

FIGURE 7-1 Current Bus Stop

VISIONS OF IDENTITY

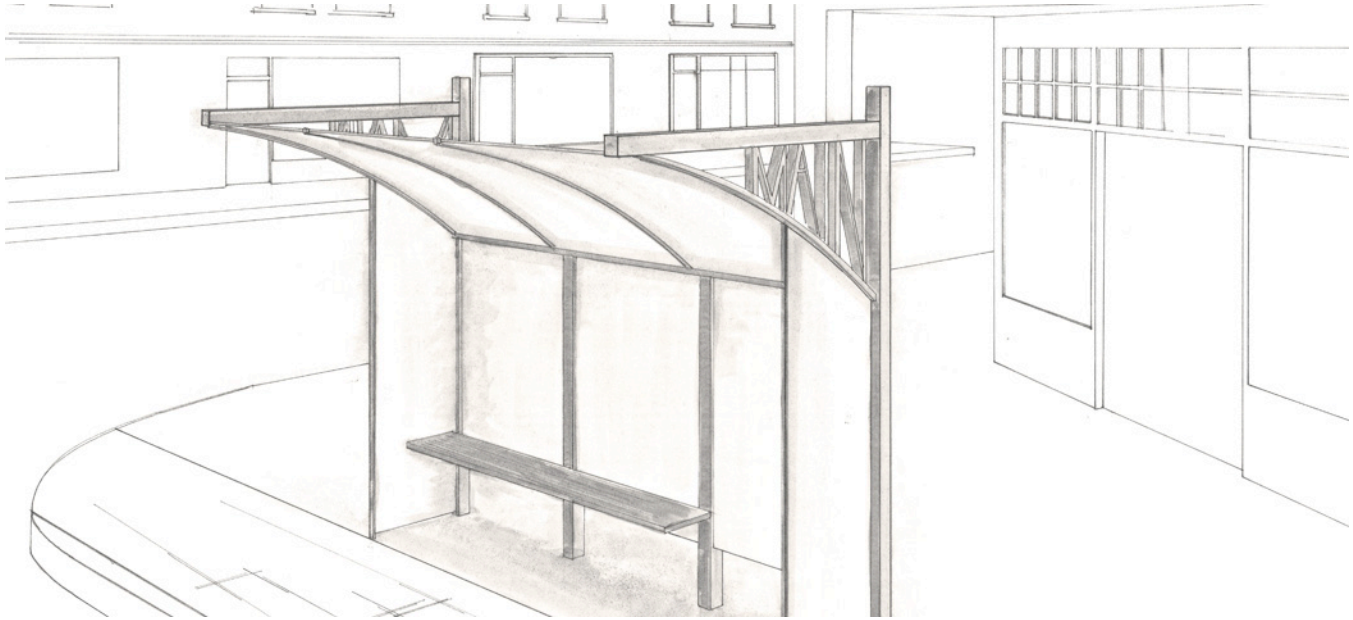


Figure 7-2 Bus Stop Identity (top):

Marketing a district is aided by establishing a unique identity, in this example, with unified features. Stylistic repetition among various streetscape elements can insure the recognition of place. This principle is demonstrated by the triangular "MAIN" support beams in both a bus stop (top) and a fence (below). Note, these elements also share a similar horizontal regularity and form.

Consistent, well-designed bus stops can be easy to locate and encourages use by providing shelter from the elements.

Figure 7-3 Streetscape (bottom):

Continuing functionality, the fence acts as a clean stylistic buffer while still allowing enough visibility for uncomplicated orientation and continued safety.

East Main Street has a pedestrian friendly scale, with street lights and trees which are particularly beautiful in the spring. It is perceivable that additional trees and enhancements can even further encourage pedestrian use, while providing a buffer to vehicular traffic and parking lots.

With these considerations, simple yet unique streetscape elements can demonstrate community pride and cohesiveness, sculpting a true sense of place. Such elements can also be functional for visitors to the area.

When developing visual identity, it is important to keep in mind that all elements should compliment established structures on East Main Street.

IDENTITY SUMMARY *MAP 8-1*

The identity summary map is accurate as of the initial Main Street Charrette in 2006, and may not reflect changes to date.

(1) Area shown in photographs and drawings on pages 38 and 39.

Key:

- Residential
- Restore/ Re-develop Residential
- Commercial
- Restore/ Re-develop Commercial
- Mixed Use
- Restore/ Re-develop Mixed Use
- Park/ Public Green Space
- Religious Institution
- Gateway
- Bus stop
- Parking Lot Screen

N 0 50 100 200 400

IDENTITY SUMMARY *MAP 8-2*

FIGURE 8-1 Community Involvement

Figure 8-2 CHARRETTE PARTICIPANTS

JULY 8, 2006

Community Members
Albert, Mary J.
Bailey, Kathleen
Beard, Jon; Columbus Compact
Bohn, Roger
Bowden, Heather
Brewer, Mildred L.
Brooks, Barbara; Brooks Creature's Concept Barber and Beauty Salon
Brown, Nicholas A.
Burrs, Shawn M.
Calderone, Jackie; Central Community House/ Calderone Arts
Chappelear, Constance
Chappelear, Walter
Cooley, Ashley
Cooley, Margaret
Crowe, Thom; NEAC
Daffey, Margie
Delzell, Dory
Dunson, Olas
Durst, Nate
Ford, Frank
Funte Flus, Pastor Robert
Gibson, Peceul
Grear, Pam Community Threads
Green, Pam
Hairston, Calvin L.
Hairston, John
Hill, Antonio
Hill, Layné
Hunter, Gloria J.
Hunter, Kari
Hunter, Robert M.
Imeks, Ralph
Jacob, Abraham
Jacob, Jenny
Jennings, W. Earl

Community Members Continued
Johns, Marcus
Johnson, Barbara
Jollay, Tracey
Jones, Priance
Josh, Karen
Kalous, T.; CPD
Kinney, Grace K.
Kobb, Elaine
Koelker, Elizabeth
Levin, Todd
Lowery, Jennifer
Lowery, Michael
Macke, Alex; Carriage Trade Realty
Maloof, Fred
McCarthy, Pam; Central Community House
McIntyre, John B.
McIntyre, Lucille
Molloseau, Erika D.
Nelson, Kym; Legislative Aide for Councilman Kevin Boyce
O'Neal, Winslow
Pfeiffer, Janet
Pfeiffer, Rick
Powell, Clyde
Powell, Kim
Rawahneh, Ayman
Shabazz, Asan Z.
Shaffer, Bill
Shriver, Adam
Stan, Lynn; AFOOT, OTENA
Stenais, Leinesha
Stevenson, Melvin
Tabit, George; Columbus Compact
Tavares, Charleta B.; City Council
Thomas, Harold
Tolliver, Yolanda
Toone, John
Tower, Jennifer

Community Members Continued
Tower, Michael
Turner, Ken
Watkins, Carol; AFOOT
Whitesides, Annette
Williams, Michelle
Williams, Renay

Neighborhood Design Center Staff and Interns
Joel Teaford
Patrick Stuart
Timothy Imeokparia
Kaniz Khaleda
Susana Murillo
Marija Brdarski
Andrew Faulkner
Meghan Funk
Deanna Hinkle
Lisl Kotheimer
Kevin Smith
Cheryl Huffman*
Jennifer Saunier*

City Planning Division
Vince Papsidero
Daniel Thomas
Mark Dravillas
Dan Ferdelman
Devayani Puranik

AIA and other volunteer professionals
Stan Berringer
Darrell Davis
Ruth Gless **
Karen Joslin
Sam Rosenthal
Andy Taylor

* 2009-2010 Near East Area Plan Amendment
** Ruth Gless was also president of the Neighborhood Design Center Board