

**Athens City Planning Commission
Minutes of Regular Meeting
Thursday, November 2, 2023 12:00 p.m.**

A regular meeting of the Athens City Planning Commission was held in City Council Chambers, third floor of City Hall, on November 2, 2023.

Attendees: Selena Cottrill, Peter Kotses, Mollie Fitzgerald, Sam Tuten, Shawna Wolfe, Matthew O'Rourke, Michael Salvadore, Robert Delach, Kate Dunn

1. Call to Order

Steve Patterson called the regular meeting of the Planning Commission to order at 12:03 p.m. and administered the oath to those in attendance planning to speak before the commission. Quorum was established with five members present.

PLANNING COMMISSION MEMBERS:

Steve Patterson, Chair	Present
John Kotowski, Vice Chair	Present
Nancy Bain	Present
Austin Phillips	Present
Andy Stone, Service-Safety Director	Present

STAFF:

David Riggs, Code Enforcement Director	Absent
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2. Disposition of Minutes

Andy Stone moved to approve the October 5, 2023 minutes. Nancy Bain seconded. Motion passed 4:0 (one abstention).

3. Cases

None

4. Communications

None

5. Reports from City Planner and Director of Development & Code Enforcement

No Reports

6. Opportunity for Citizens to Speak

None

7. **Announcements & Other Business**

American Structurepoint Stimson Avenue Corridor Presentation

Andy Stone/Introduction

- American Structurepoint is here today to present on the Stimson Avenue Corridor study that was funded by JobsOhio (they procured American Structurepoint as the technical assistant).

Matthew O'Rourke/American Structurepoint

- He performs long-range planning studies for American Structurepoint. This study was funded by the Voinovich School.
- Mr. O'Rourke presented the study via a PowerPoint (attached here for reference).

Comments/Questions

- John K. – asked if the Overlay Zone is going to cost a current owner more money.
 - Matthew O. replied that the overlay standard only kicks in if you redevelop the property. The base standard remains. There are more options with Flexibility Zones.
- Mollie F. – clarified that Buckeye Hills funded the study.
- Peter K. – asked where the plan documents will live.
 - Andy S. replied that it will be posted on the city website.
- Other items discussed were buffer zones, parking lots, setback restrictions, flexibility in B1 and B2D zones. Matthew O. noted that this is just a suggested plan and details can be worked through later in the planning process.

Next meeting November 16, 2023

8. **Adjournment**

The meeting was adjourned at 1:13 p.m.

City of Athens – Stimson Avenue Corridor Plan



AMERICAN
STRUCTUREPOINT
INC.

Advisory Committee Meeting #3
October 6, 2023

Agenda

- Study overview/process
- Key themes from stakeholders and existing conditions

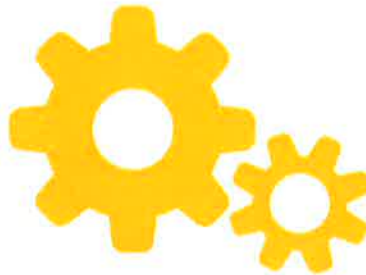
Overview



Phase 1: Educate

January – March

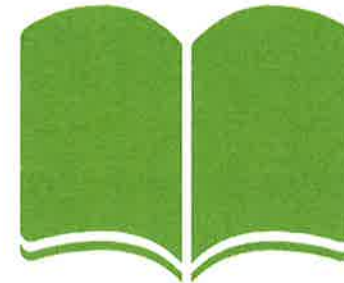
Data collection and research
Focus groups
Advisory Committee Meeting #1
Existing Conditions Report



Phase 2: Explore

March – May

Draft development scenarios
Zoning overlay map
Preliminary design concepts
Draft goal statements
Advisory Committee Meeting #2



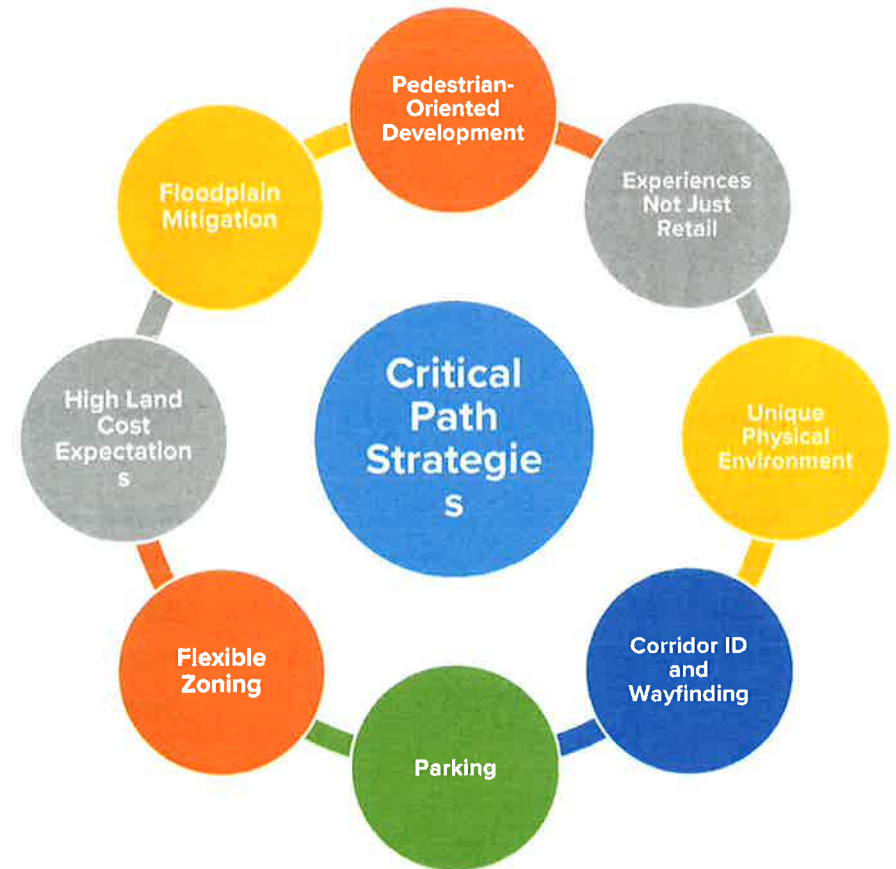
Phase 3: Empower

June - October

Final preferred land use layout map
Final renderings
Property value projected growth assessment
Utility extension preliminary analysis
Corridor Plan completed

Plan Organization

- Plan findings and recommendations upfront
 - Introduction and Overview
 - Plan Goals
 - Plan Sections
 - Objectives
 - Strategies
 - High-Level Fiscal Review
 - Critical Path Strategies
- Existing Conditions analysis in Appendix A



Plan Organization

CORRIDOR GOALS

- **Enhance** the Stimson Avenue Corridor's appearance and functionality
- **Develop** a positive image and "brand" of the Stimson Avenue Corridor
- **Improve** multi-modal mobility throughout the Corridor
- **Mitigate** floodplain concerns
- **Optimize** land usage
- **Enhance** community engagement
- **Stimulate** sustainable development

RELEVANT GOALS

- **Enhance** the Stimson Avenue Corridor's appearance and functionality
- **Develop** a positive image and "brand" of the Stimson Avenue Corridor
- **Improve** multi-modal mobility throughout the Corridor
- **Optimize** land usage

OBJECTIVES AND STRATEGIES

- Strengthen the Stimson Avenue streetscape.
 - **STRATEGY:** Implement streetscape beautification initiatives incorporating colorful plants, flowers, and greenery strategically placed along the sidewalks.
- Support new zoning overlay districts to encourage a mix of land uses in the Stimson Avenue corridor.
 - **STRATEGY:** Ensure all new development in the area follows the standards of the proposed zoning overlay district.
- Utilize the corridor's built environment to create a sense of place and identity.
 - **STRATEGY:** Insert public art, signage, or branding elements into the "left-over" spaces along the corridor, such as Stimson Avenue, Carpenter Street, the State Street intersection, and Johnny Appleseed Park.
 - **STRATEGY:** Use "left-over" spaces, such as on-street parking spaces, to create temporary seating and outdoor dining areas.
 - **STRATEGY:** Integrate public art in the design of streetscapes and public spaces. For example, the Armory Park murals.
 - **STRATEGY:** Redevelop Stimson Avenue and North 1804 Way to create a vibrant mixed-use neighborhood retail district.
 - **STRATEGY:** Redevelop the intramural fields by creating recreational amenities for the residents and visitors of Stimson Avenue.
 - **STRATEGY:** Encompass diverse public spaces for locals and visitors to provide them with various experiences at the Athens Armory on Stimson Avenue.
 - **STRATEGY:** Create a parking deck at Stimson Avenue and Kern Street with retail frontage to resolve parking concerns within the community.

Strategy 1: Update the City's Zoning Ordinance to align with the Stimson Avenue Corridor Plan overlay district recommendations.

Action Steps

1. Review the current City's Zoning Ordinances to identify conflict areas with the Stimson Avenue Corridor Plan.
2. Analyze the Stimson Corridor Plan to determine the needed zoning standards changes.
3. Meet with the City Council and collect feedback on proposed changes from stakeholders and the community.
4. Draft, finalize, and submit the updated Zoning Ordinance for approval.
5. Conduct post-implementation reviews by evaluating impacts on the Stimson Avenue Corridor.
6. Collaborate with developers, businesses, and property owners to encourage and support projects that align with the new zoning overlay districts.

Parties to Involve

- Athens City Officials and Staff
- Athens Public Works Department
- Athens County Economic Development Council
- Athens Planning and Development Department

Related Plan Themes

- Unique Physical Environment
- Corridor Identification and Wayfinding
- Parking
- Experiences Not Just Retail using Placemaking
- Pedestrian-Oriented Development
- Floodplain Mitigation
- High Land Cost Expectations
- Resident Engagement
- Flexible Zoning

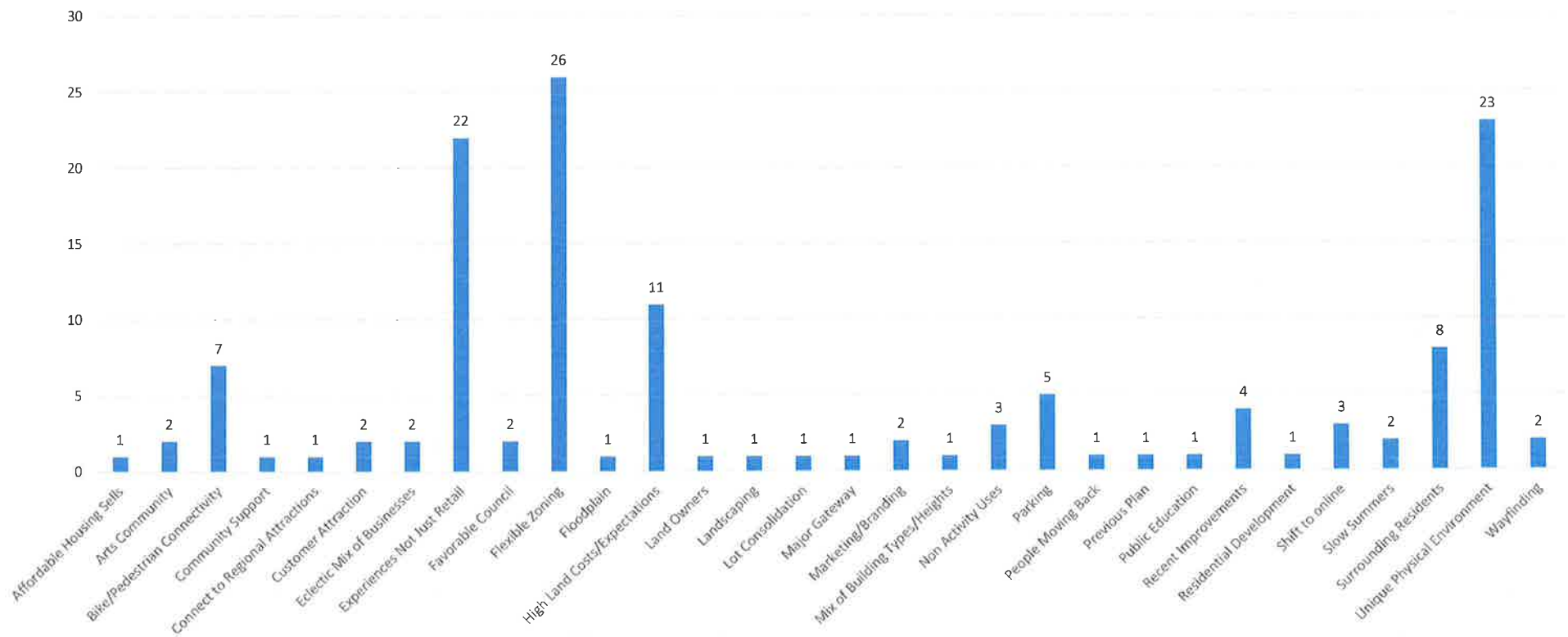
Timeframe: 0 – 2 Years

Estimated Cost: \$0 for City staff-developed zoning ordinance update; \$40,000 for consultant-driven update

Plan Topics

AMERICAN STRUCTUREPOINT

Stakeholder Findings Trends



Top 7 Items

Always certain themes that are discussed more

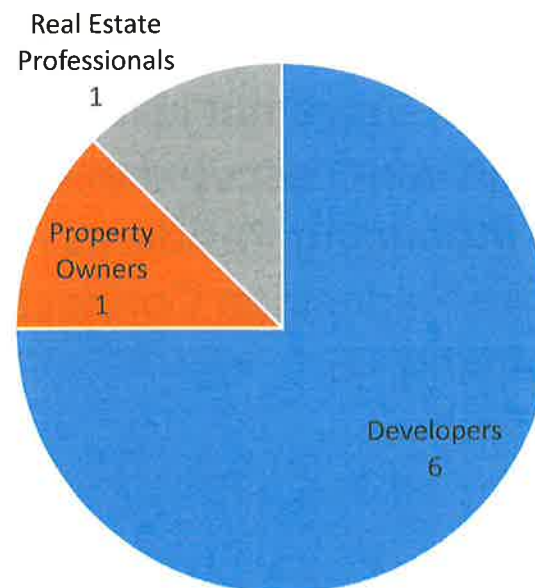
- Flexible Zoning – 26
- Unique physical environment – 23
- Experiences not just retail – 22
- High land costs/expectations - 11
- Surrounding Residents - 8
- Bike/Pedestrian Connectivity – 7
- Parking - 5

Unique Physical Environment

Representative Comments

- North side of Stimson Ave. for zoning changings. Going to hit a wall when it goes, going to be a hard sale to convince new development is needed.
- Challenges are going to be tough, nimby, from a development perception
- Get to know property owners, existing conditions of the corridor, slides, show property owners
- Rental vs. home ownership

Comments By Stakeholder Group



Students lived south of Stimson Avenue, while permanent residents lived north.

- South Stimson Avenue
 - Median Age



- Median Household Income



- Housing Type
 - 52% Multi-Family Units



RENTER-OCCUPIED



- North Stimson Avenue
 - Median Age



- Median Household Income



- Housing Type
 - 64% Single Family Detached



OWNER-OCCUPIED



Resident Engagement

- Regular communication with the public
 - Communications team
- Workshops and open houses
 - Digital platform for public comment
 - Development guides (residents and developers)
- Regular demographic and market analysis
 - Community input reporting
 - Needs assessment

Transects

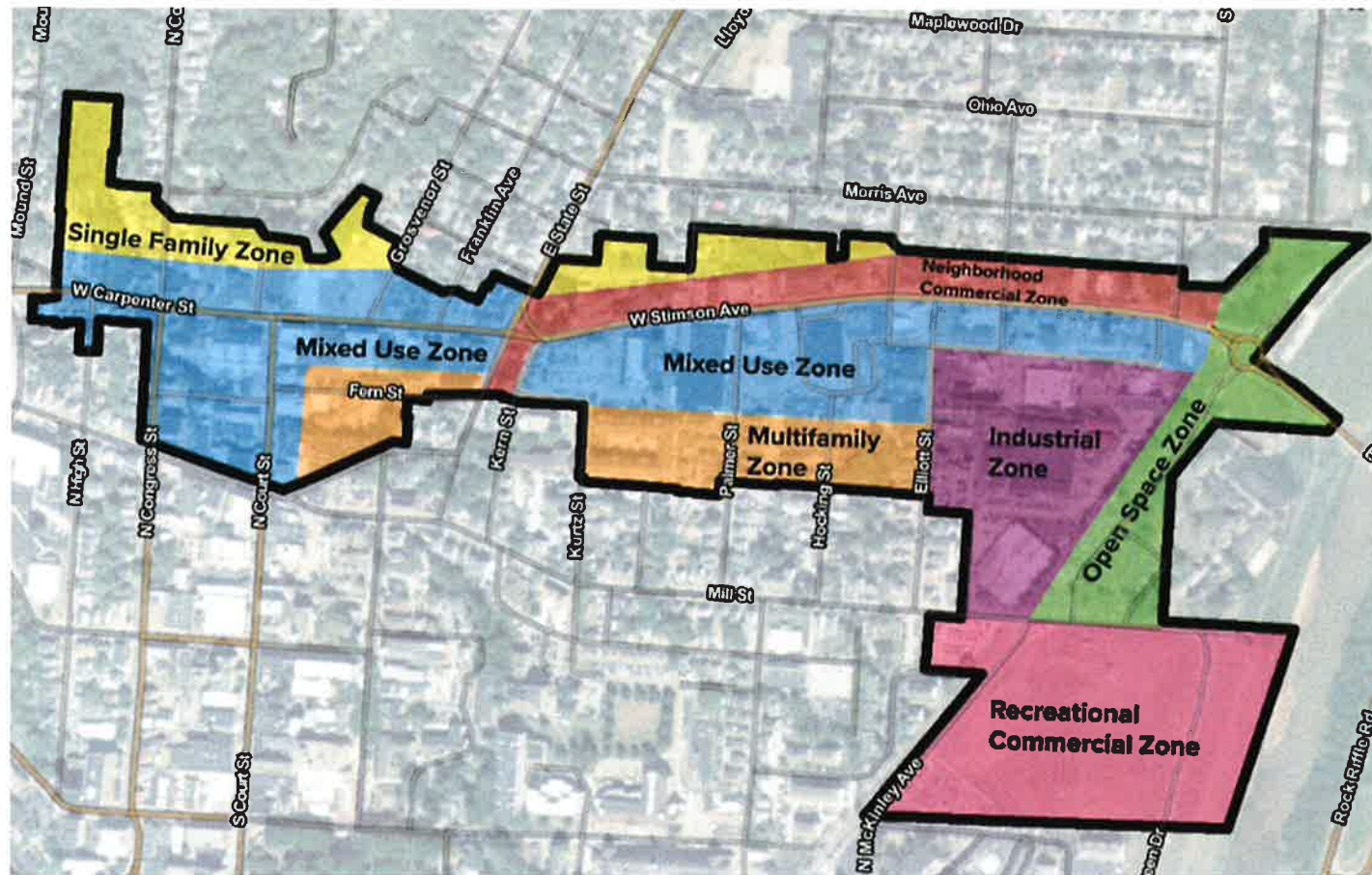


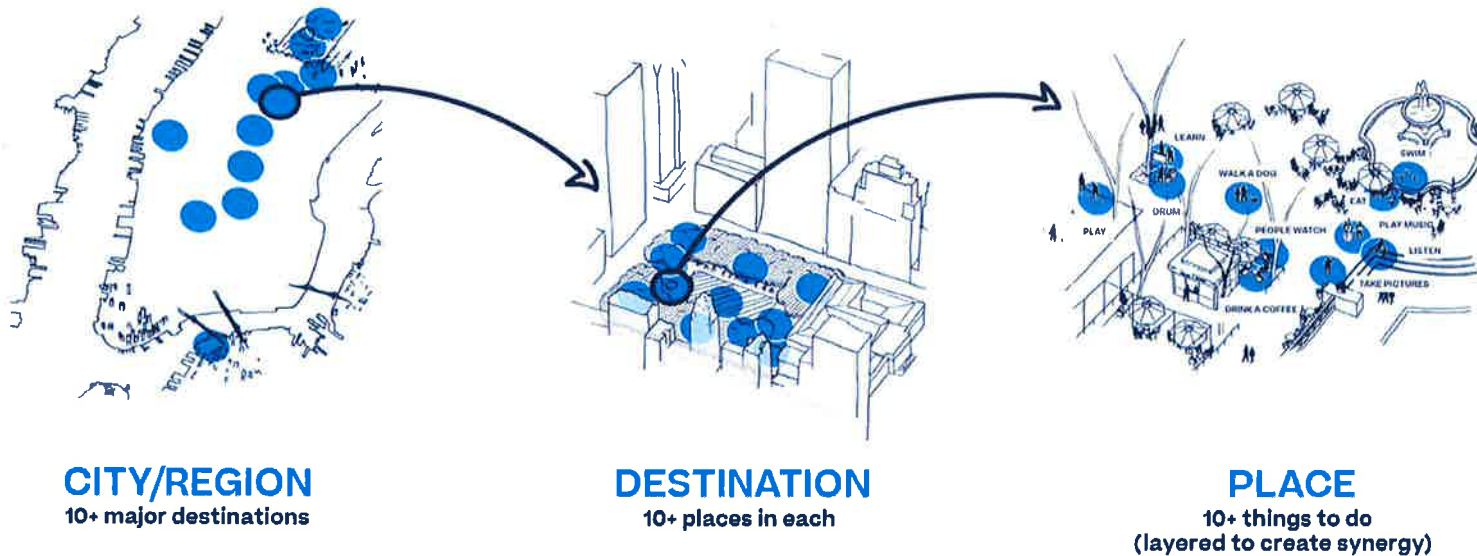
FIGURE 13, DEVELOPED LAND



- Where are the opportunities?

Unique Physical Environment

Continue to strengthen the streetscape
Create a new zoning overlay
Enhance Placemaking efforts



Placemaking Elements



Pop-Up Shops



Parklets



Art Installations



Bike Share Stations



Streetscape Amenities



Wayfinding Signage

Critical Path Strategies – “Left-Over” Spaces

Critical Path Strategy: Insert public art, signage, or branding elements



Timeframe: 1 – 2 years
Cost: N/A

Critical Path Strategy: Create temporary seating and outdoor dining areas



Timeframe: 1 – 2 years
Cost: Varies

Development Opportunities



The Armory

Focus Area One

Strategy: Encompass diverse public spaces for locals and visitors to provide them with various experiences.



Stimson Avenue and Kern Street

Focus Area Two

Strategy: Create a parking deck with retail frontage to resolve parking concerns within the community.



Stimson Avenue and North 1804 Way

Focus Area Three

Strategy: Create a vibrant mixed-use neighborhood retail district.



Stimson Avenue and North 1804 Way

Focus Area Three



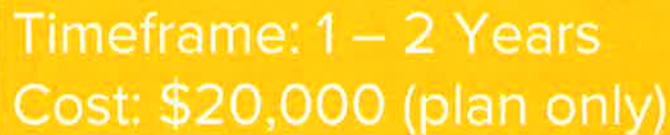
Corridor Identification and Wayfinding



Use internal resources and community partners to create a strong brand

Enhance safety and security with wayfinding

Critical Path Strategy: Wayfinding Signage Plan

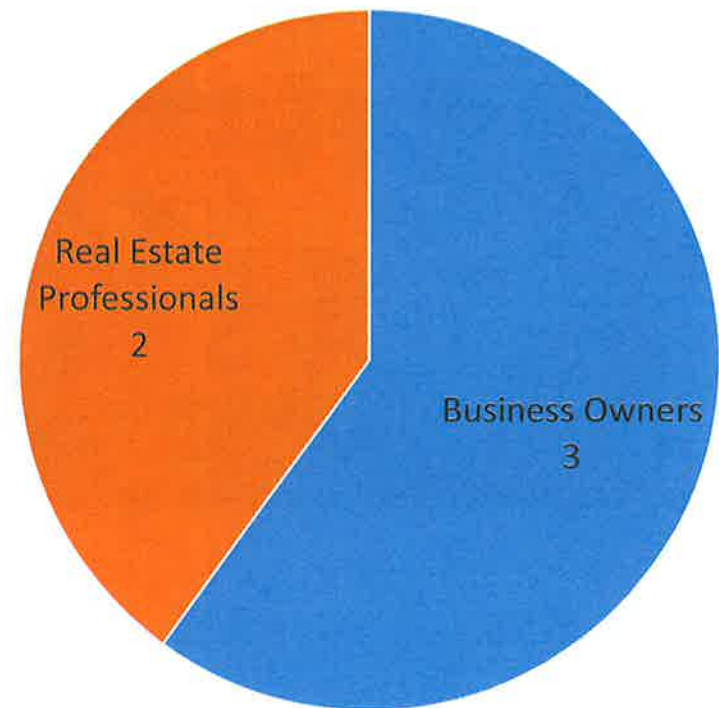


Parking

Representative Comments

- Parking can build a barrier due to parking issues, requirements in the zoning ordinance
- Kids not parking their north issues parking is more a myth.
- Fire station add parking in this area.
- No tow truck operation.
- If parking is available, they will choose Stimson, Jackie O fills up, redevelopment of the housing changes parking. Will fire station.

Comments By Stakeholder Group



Parking



- 2,566 space
- 2,423 were surface lots
- Placed throughout the corridor
- Not efficient

Parking

Enhance current parking identification

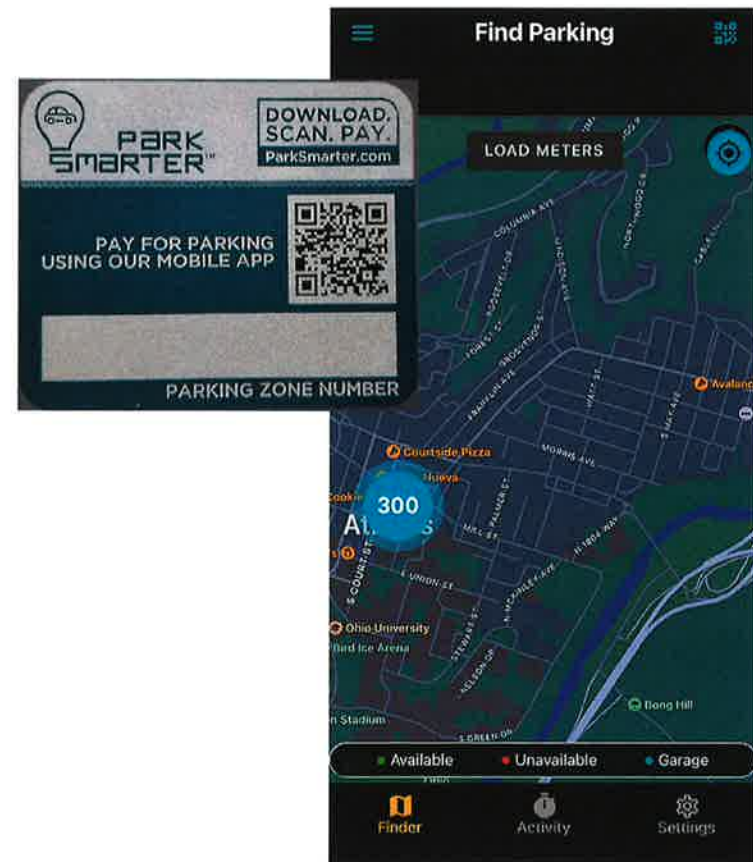
Parking deck

Promote redevelopment opportunities

Critical Path Strategy: In-depth parking analysis per Comp Plan

Timeframe: 1 – 2 Years

Cost: \$10,000

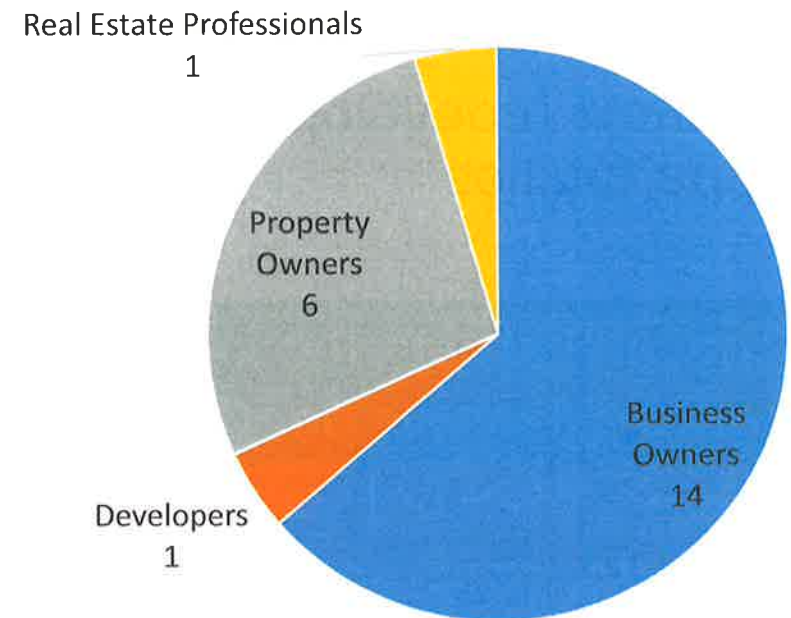


Experiences Not Just Retail

Representative Comments

- Very little to do, little experiences to offer a variety
- Contribute to a thriving street that is a destination. Family experience, bowling, property owners, cater to young families, and pop up shops.
- Business zone commercial on first , entertainment no place to dance, not too many things for kids to family entrainments create courtyard, parking lot own palmers place.
- Theme split between neo industrial, have some other industrial ties, others stuff to buy, Cool thing, like Jackie o's more thoughtful on landscaping.
- Hate huge parking lots. Looking on high street, can't more restaurants, using
- Fit in Armory on the west end of corridor
- No reason for people want to go there, can we get everything here
- Live music not a money maker anymore, need more art events, cultural events, something like extending the DORA

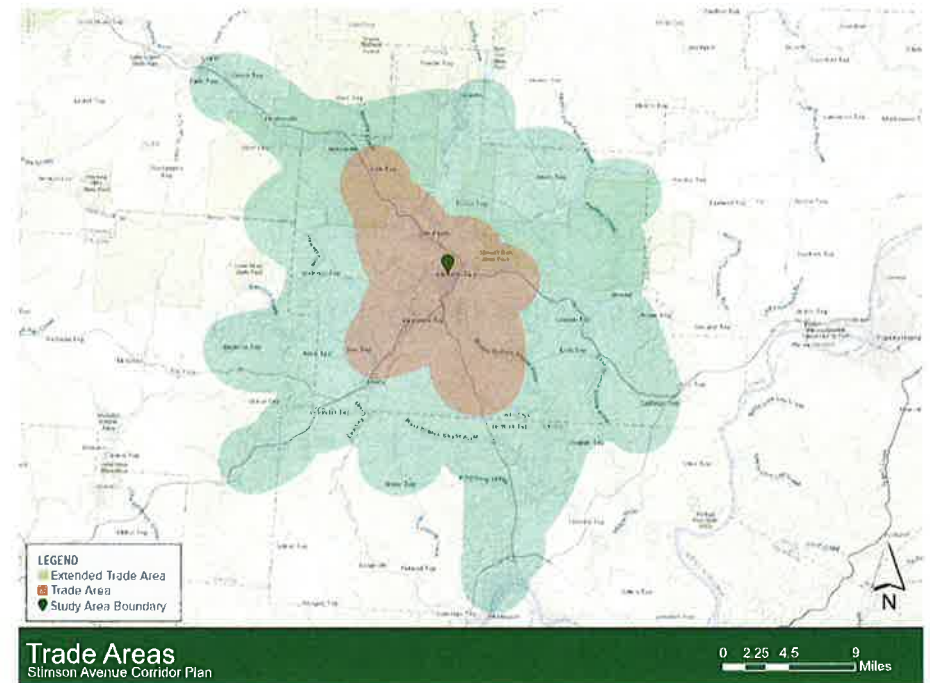
Comments By Stakeholder Group



Retail Gap

TABLE 1 - COMPARATIVE RETAIL GAP ANALYSIS OF ATHENS AND EXTENDED TRADE AREAS³

CATEGORY <i>*Note negative numbers designate surplus.</i>	PRIMARY TRADE AREA (IN \$)	EXTENDED TRADE AREA (IN \$)
Motor vehicle and parts dealers	34,028,381	123,255,659
Furniture and home furnishings stores	4,585,147	14,315,466
Electronics and appliance stores	4,402,686	12,245,838
Building material and garden equipment and supplies dealers	1,766,958	8,329,290
Food and beverage stores	-4,427,071	-1,758,504
Health and personal care stores	10,797,505	22,788,264
Gasoline stations	8,064,043	8,330,682
Clothing and clothing accessories stores	17,762,862	38,245,441
Sporting goods, hobby, musical instruments, and bookstores	-2,877,094	1,620,387
General merchandise stores	-3,340,595	24,488,486
Miscellaneous store retailers	-407,363	6,580,187
Food services and drinking places	-13,096,536	21,827,845
Drinking places (alcoholic beverages)	-4,994,443	-4,664,540
Restaurants and other eating places	-10,708,055	19,941,746
Total	-2,477,589	229,984,330



Experiences Not Just Retail, Using Placemaking

- A thriving hub for residents and visitors
 - Small business support through pop-ups and public events
 - Family-friendly activities
- Keep landmarks through historic preservation
- Balanced land uses to create attractive and accessible social spaces
 - Annual Placemaking Week



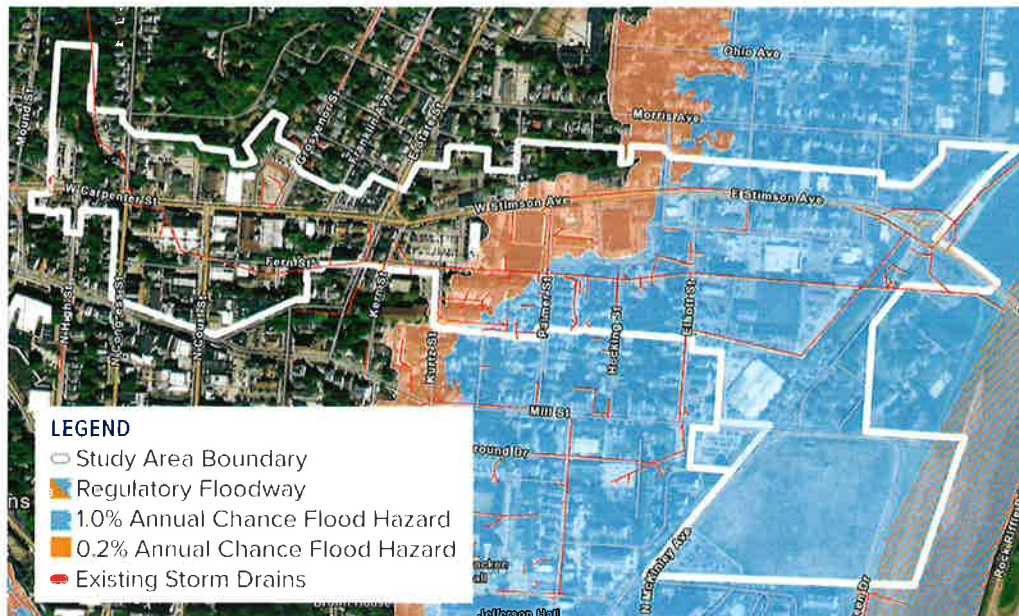
Pedestrian-Oriented Development



- Bike and pedestrian connectivity
 - Comprehensive corridor network
 - Sidewalk maintenance
- B-2D zoning for Corridor
 - Establish metric to assess the impact of changes for connectivity
- Seamless and efficient connection
 - Updraft infrastrucutre near retailing walls and narrow sidewalks
 - Repurpose old alleys

Floodplain Mitigation

Reduce localized flooding and strengthen NFIP compliance



Critical Path Strategy: Develop a flood mitigation project prioritization list for pre-disaster funding

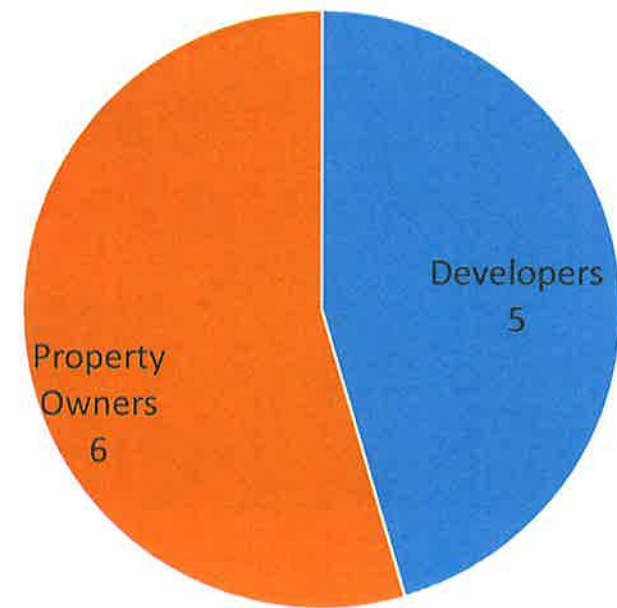
Timeframe: Less than 1 year
Cost: Staff Time

High Land Costs

Representative Comments

- From a smaller scale opportunity for redevelopment is there, higher property costs, unrealistic expectations for costs, need to drive, area near carpenter, zoning question,
- Been a stagnant area for development, for current perceived value, need opportunities help, CRA.
- Anchor stores would pay rent, not all shops could pay, anchor store was going to be main driver with anchor stores, was not

Comments By Stakeholder Group



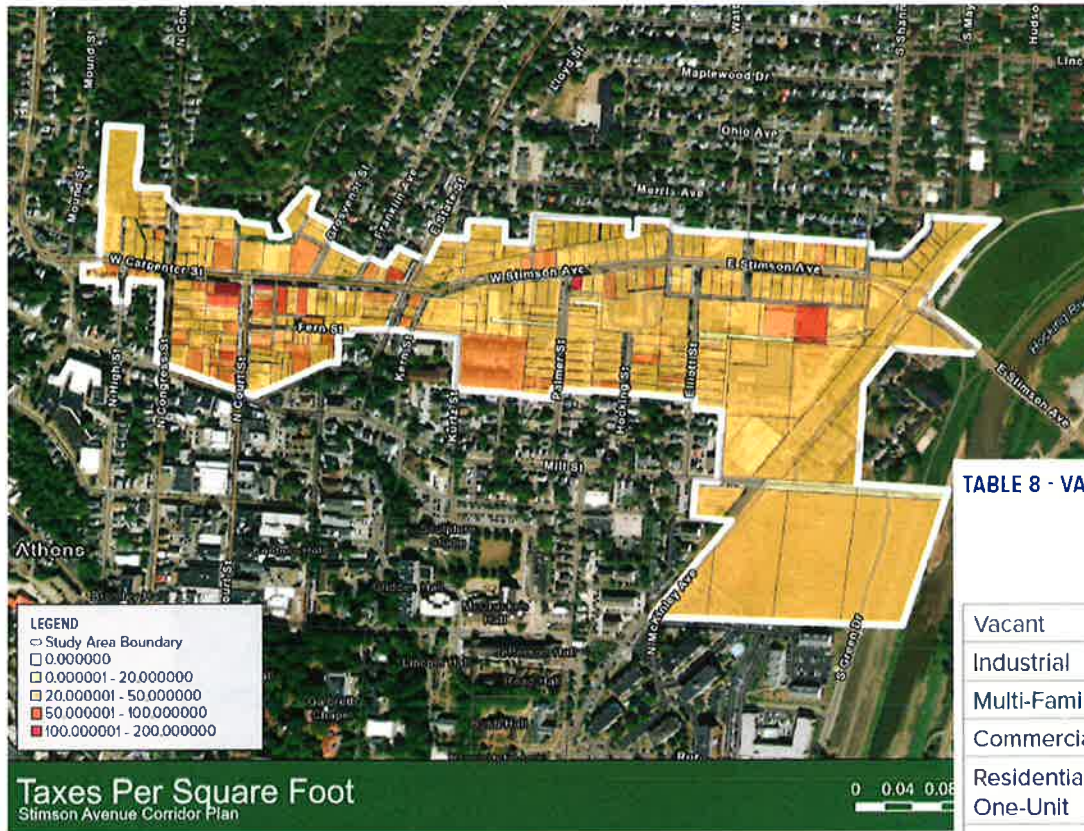


TABLE 8 - VALUES BY LAND USE CLASSIFICATION

	Average Assessed Value	Average Appraised Value	Average Per Square Foot Assessed Value	Acres
Vacant	\$1,663,039.00	\$4,751,540.00	\$5.60	15.1
Industrial	\$273,189.00	\$780,540.00	\$2.91	5.0
Multi-Family	\$6,622,255.50	\$18,920,730.00	\$41.32	2.8
Commercial	\$11,617,704.00	\$33,193,440.00	\$33.21	20.5
Residential One-Unit	\$3,767,785.00	\$10,765,100.00	\$14.37	2.3
Residential Two-Unit	\$1,551,256.00	\$4,432,160.00	\$17.61	1.9
Residential Three-Unit	\$1,501,038.00	\$4,288,680.00	\$21.19	0.2

High Land Cost Expectations

Reduce development costs
Diversify local economy
Expand attainable housing
Promote vacant building rehab

Critical Path Strategy: Create a
TIF district for the Corridor

Timeframe: Less than 1 year
Cost: Staff Time



TIF Analysis – 10 Year

Year 10 TIF Revenue Projection			
Year	Base Year	Year 10	50 Percent Growth Rate Reduction
Total Assessed Value	\$110,941,420.00	\$157,904,234	\$154,867,613
Base Property Tax Collected	\$2,998,889.72	\$3,963,869	\$5,956,446
Annual Growth Rate AV		4.0 percent	2.0 percent
Annual Growth Rate Property Tax		2.8 percent	1.4 percent
Total New Annual Property Tax Revenue		\$109,055	\$107,539
Total Cumulative New Property Tax Revenue		\$880,139	\$825,050
At 75 Percent		\$660,104	\$618,788

TIF Analysis – 30 Year

Year 30 TIF Revenue Projection			
Year	Base Year	Year 30	50 Percent Growth Rate Reduction
Total Assessed Value	\$110,941,420	\$345,987,621	\$339,334,012
Base Property Tax Collected	\$2,998,890	\$13,307,216	\$13,051,308
Annual Growth Rate AV		4.0 percent	2.0 percent
Annual Growth Rate Property Tax		2.8 percent	1.4 percent
Total New Annual Property Tax Revenue		\$190,530	\$187,882
Total Cumulative New Property Tax Revenue		\$3,841,542	\$3,745,298

Development Examples

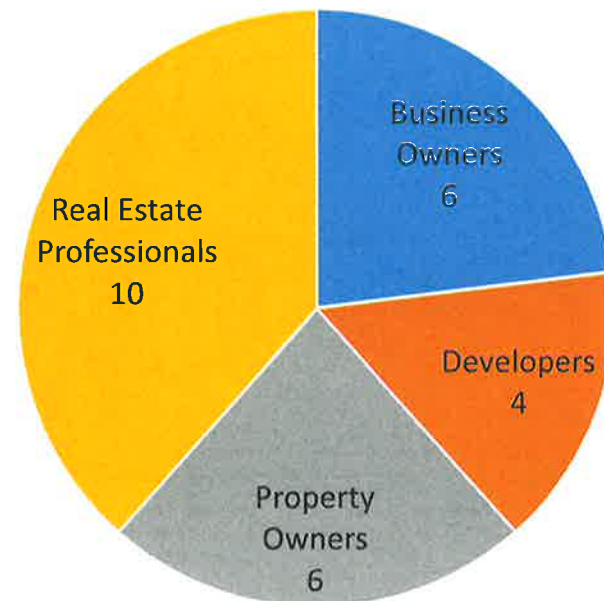
	Example Development Scenario	Total New Taxes Per Year (Net)	Total Tax Generated (10 years/75 percent)	Total Tax Generated (30 years/100 percent)
1	33,947 sq. ft. Three-Story Multi-Unit Residential Building East side of Palmer Street	\$100,395	\$583,547	\$2,089,478
2	9,104 sq. ft. Single-Story Rental Building Stimson Avenue and Campbell Street (Northeast Corner)	\$11,982	\$76,387	\$256,121
3	58,499 sq. ft. Mixed-Use Development Stimson Avenue	\$61,540	\$353,082	\$1,701,564

Flexible Zoning

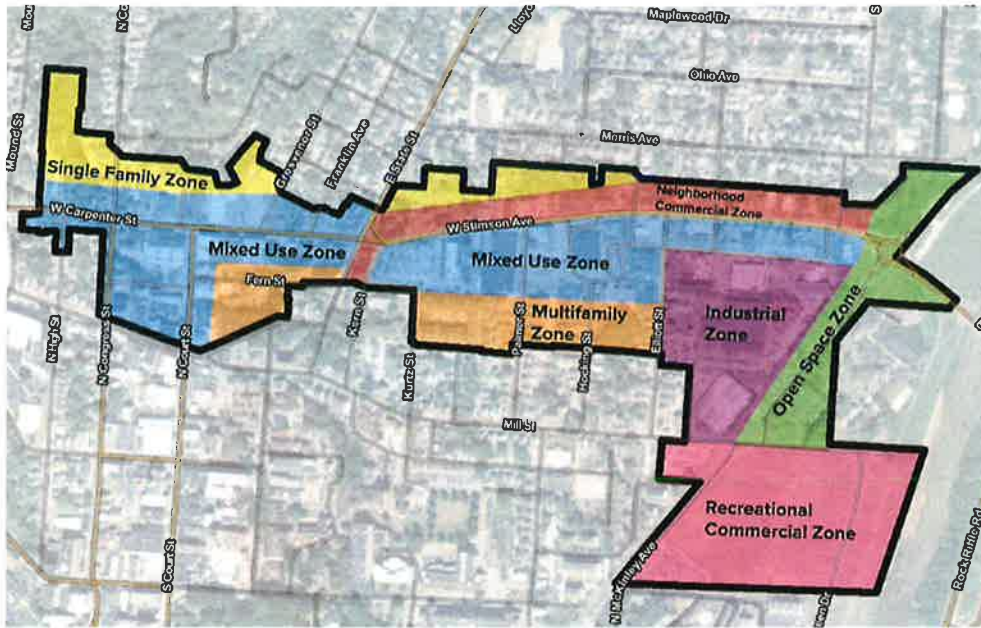
Representative Comments

- Have zoning in place for walkable mixed use first floor retail, create it to be more of a destination unique, there is parking, questions of zoning, allow to get walkable built environments, height can you go, just looking at the areal
- Accessible apartment on first floor
- First floor does not permit residents
- Approximately 20 percent of corridor should be retail
- Create architectural design standards

Comments By Stakeholder Group



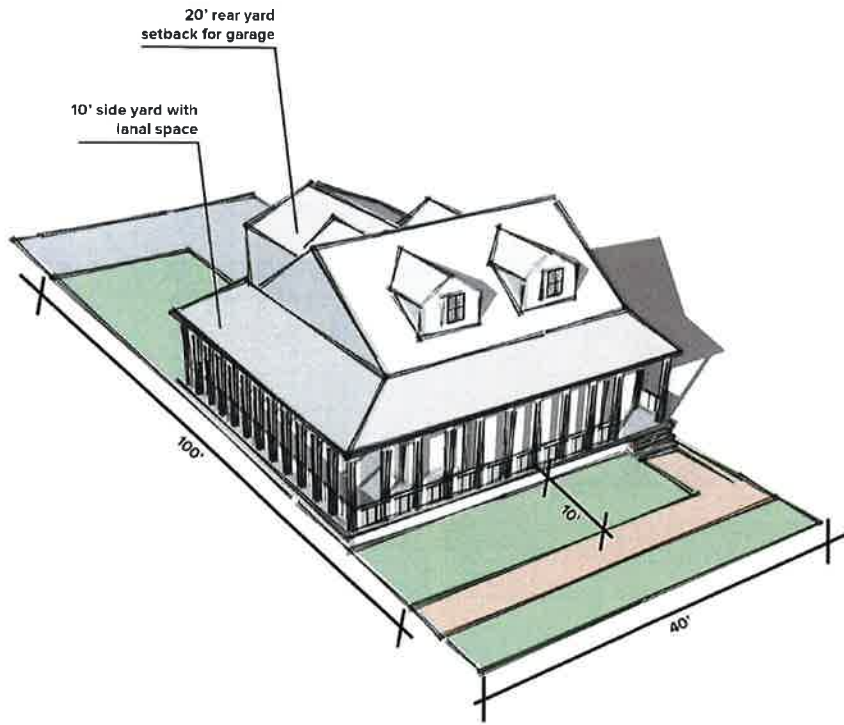
Flexible Zoning



Critical Path Strategy: Update Zoning Ordinance include an overlay that aligns with the Plan's goals and objectives

Timeframe: 0 – 2 years
\$0 by City staff

Proposed Overlay Standards



Single-Family Zone

Permitted Uses

- Alley-loaded, single-family units

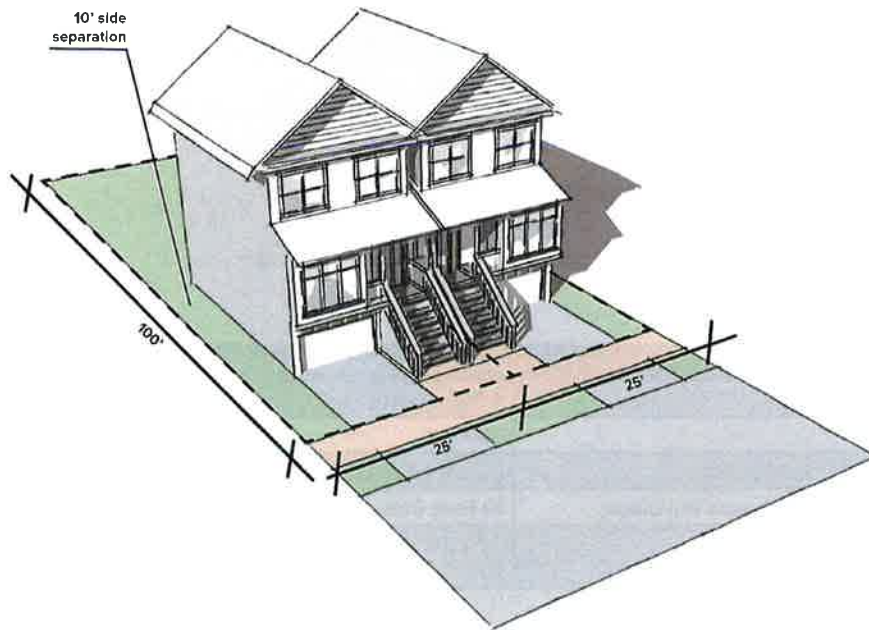
Architectural Standards

- Front door overhanging feature
- Integrated patios or lanai spaces
- Two changes to building heights and wall projections in front
- Front window accents
- 20' garage setback from the alley

Bulk Requirement	Recommended Standard (Per Unit)
Lot Size	4,000 Square Feet
Lot Width	40-Feet
Front and Corner Yard Setback	5-Foot Minimum And 10-Foot Maximum
Side Yard Setback (between Buildings)	10-Feet Between Homes
Rear Yard Setback	20-Foot Minimum For Primary Structures, 5-Foot Minimum For Detached Garages

Proposed Overlay Standards

Multi-Family Zone - Duplexes



Permitted Uses

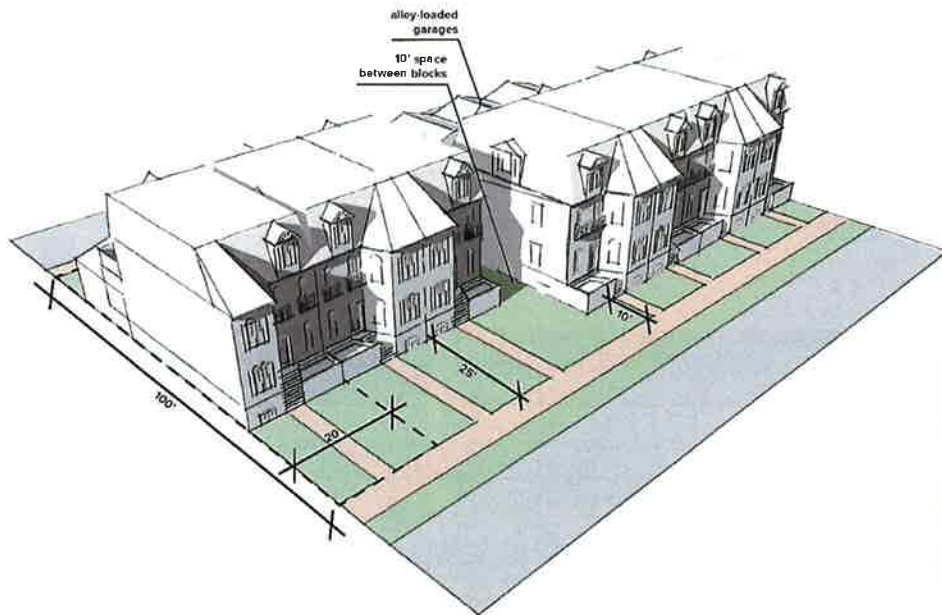
- Two-unit attached single-family, front-loaded units

Architectural Standards

- Front door overhanging feature
- Two changes to building heights and wall projections in front
- Front window accents
- Streets should avoid the appearance of being dominated by garage doors

Bulk Requirement	Recommended Standard (Per Unit)
Lot Size	5,000 Square Feet
Lot Width	50-Feet
Lot Depth	100-Feet
Front and Corner Yard Setback	5-Foot Minimum And 25-Foot Maximum
Side Yard Setback (between Buildings)	5-Foot To The Side Lot Line
Interior Side Yard Setback	Zero
Rear Yard Setback	20-Foot Minimum
Building Height	35-Foot Maximum

Proposed Overlay Standards



Multi-Family Zone - Townhomes

Permitted Uses

- Larger living area rental units with attached rear-loaded garages

Architectural Standards

- Front door overhanging feature
- Two changes to building heights in front elevation
- Front window accents
- Varying and alternative fascia materials
- Detached or attached garages depending on setback

Bulk Requirement	Recommended Standard (Per Unit)
Lot Size	2,000 Square Feet
Lot Width	20-Feet
Lot Depth	100-Feet
Front and Corner Yard Setback	10-Foot Minimum And A 25-Foot Maximum
Side Yard Setback (between Buildings)	10-Feet Of Separation Between Buildings
Interior Side Yard Setback	Zero
Rear Yard Setback	10-Foot Minimum
Building Height	35-Foot Maximum

Proposed Overlay Standards

Multi-Family Zone - Apartments

- Front door feature
- Interior hallway access
- Façade projection changes
- Window pediments
- Porch or patio for each unit



Bulk Requirement	Recommended Standard (Per Unit)
Lot Are Per Unit	2,000 Square Foot
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From Public Streets Only)	10-Foot Maximum
Side Yard Setback (Between Buildings)	20-Feet Of Separation Between Buildings
Rear Yard Setback	5-Foot From Parking Areas
Building Height	45-Feet

Proposed Overlay Standards

Multi-Family Zone - Apartments

Permitted Uses

- One- to three-bedroom large scale multi-family development

Architectural Standards

- Front door feature
- Interior hallway access
- Façade projection changes
- Window pediments
- Porch or patio for each unit



Bulk Requirement	Recommended Standard (Per Unit)
Lot Are Per Unit	2,000 Square Foot
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From Public Streets Only)	10-Foot Maximum
Side Yard Setback (Between Buildings)	20-Feet Of Separation Between Buildings
Rear Yard Setback	5-Foot From Parking Areas
Building Height	45-Feet

Proposed Overlay Standards

Mixed-Use Zone

Permitted Uses

- First floor retail and restaurant
- For-sale condo units
- Upper-story rental units

Architectural Standards

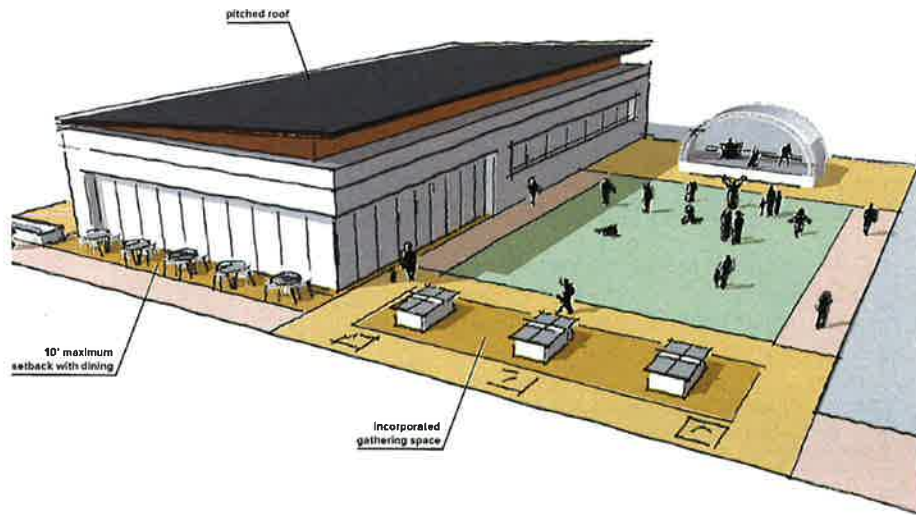
- Prominent glazing
- Interior hallway access and patio or porch for residential units
- Three building height projection changes for front elevations
- Front door features
- No parking between buildings and Stimson Avenue
- Retail along street frontage(s) for parking structures
- Resident-focused features
- ADA sidewalks along building frontages
- Activity within 10' maximum setback space
- Well-lit streets



Bulk Requirement	Recommended Standard (Per Unit)
Lot Area Per Unit	N/A
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From a Public Street Only)	10-Foot Maximum
Side Yard Setback (between Buildings)	20-Feet of Separation Between Buildings
Rear Yard Setback	5-Feet for Parking Areas
Building Height	45-Foot Maximum

Proposed Overlay Standards

Neighborhood Commercial Zone



Permitted Uses

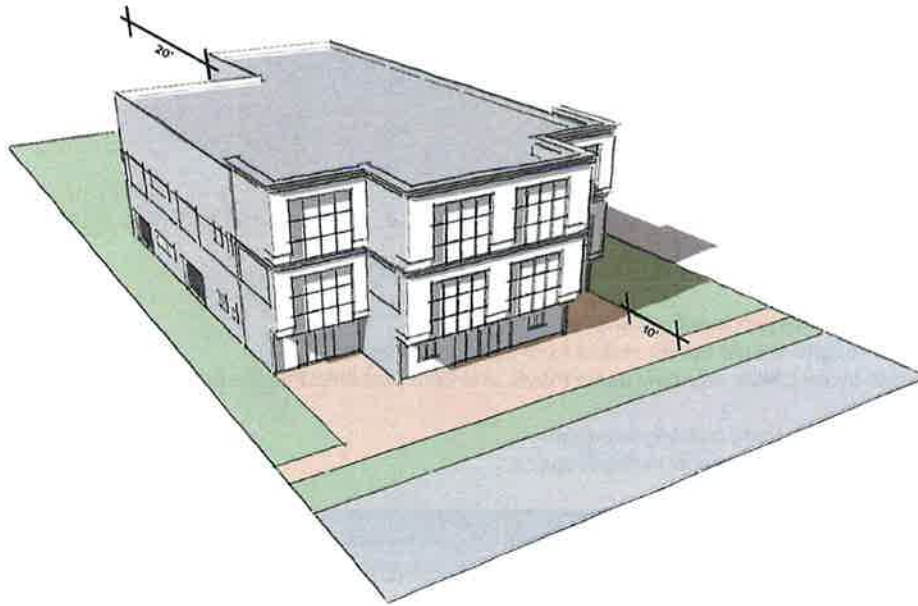
- Personal services and retail sales
- Office (medical and professional)
- Restaurants (drive-through as special use)
- Upper-story residential

Architectural Standards

- Prominent glazing
- Two building height projection changes for front elevations
- Front door features
- No parking between buildings and Stimson Avenue
- Drive-throughs should not be visible from Stimson Avenue
- Smooth-faced CMUs, standing seam metal, and EIFS prohibited as the primary façade material
- ADA sidewalks along building frontages
- Activity within 10' maximum setback space
- Well-lit streets

Bulk Requirement	Recommended Standard (Per Unit)
Minimum Lot Area Per Unit	4,000 Square Feet
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From a Public Street Only)	10-Foot Maximum
Side Yard Setback (between Buildings)	20-Feet
Rear Yard Setback	10-Feet For Parking Areas
Building Height	35 Feet

Proposed Overlay Standards



Industrial Zone

Permitted Uses

- Heavy industrial
- Warehousing and distribution
- Large parking lots
- Enclosed contractor or storage yards

Architectural Standards

- Front elevation safety lighting
- Two building height projection changes for front elevations
- Smooth-faced CMUs, standing seam metal, and EIFS prohibited as the primary façade material
- No parking between buildings and Stimson Avenue
- Front door features
- Drive-throughs should not be visible from Stimson Avenue
- ADA sidewalks along building frontages
- Well-lit streets

Bulk Requirement	Recommended Standard (Per Unit)
Minimum Lot Area Per Unit	20,000 Square Feet
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From a Public Street Only)	10-Foot Maximum
Side Yard Setback (between Buildings)	10-Feet
Rear Yard Setback	20 Feet
Building Height	55 Feet

Proposed Overlay Standards



Recreational/Commercial Zone

Permitted Uses

- Indoor and outdoor recreation and amusement
- Accessory retail and restaurant

Architectural Standards

- Match surrounding character, including OU
- Smooth-faced CMUs, standing seam metal, and EIFS prohibited as the primary façade material
- No parking between buildings and street frontage
- Front door features
- Wide sidewalks along building frontages for ADA and public activity
- Well-lit streets
- Interconnectivity between neighborhoods and Hocking River

Bulk Requirement	Recommended Standard (Per Unit)
Minimum Lot Area Per Unit	N/A
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From a Public Street Only)	20-Foot Maximum
Side Yard Setback (between Buildings)	10-Feet
Rear Yard Setback	20-Feet
Building Height	N/A, This Will Depend On The Use

Proposed Overlay Standards



Open Space Zone

Permitted Uses

- Limited outdoor recreation
- Temporary businesses
- Parking lots
- Institutional uses

Architectural Standards

- Parking lot setbacks and screening
- Designated right-of-way areas for temporary businesses
- Well-lit streets
- Interconnectivity between neighborhoods and Hocking River

Bulk Requirement	Recommended Standard (Per Unit)
Minimum Lot Area Per Unit	N/A
Lot Width	N/A
Lot Depth	N/A
Front and Corner Yard Setback (From a Public Street Only)	20-Foot Maximum
Side Yard Setback (between Buildings)	10-Feet
Rear Yard Setback	20-Feet
Building Height	N/A, This Will Depend On The Use