

Bryan, Paige

From: Brad Schwab [bschwab@mcka.com]
Sent: Monday, February 07, 2005 9:53 AM
To: Bryan, Paige
Subject: overlay

Paige

See revised scope and fee. I will call you to discuss.

Brad

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BECAUSE TOMORROW MATTERS

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2. PROFESSIONAL FEE

The McKA Team's Professional Fee is itemized in the below table by task and by professional. An explanation is provided on the next page.

Task	Professional	Hourly Rate	Professional Fee
Phase 1 Data Collection, Inventory, and Analysis			
A. Historic building inventory	Judith Williams	\$100	\$10,000
B. Identify Architectural Styles and Themes			\$4,500
C. Attendance Determination	Tim Bender	\$50	\$1,000
D. Community Workshop	Brad Schwab (50%) Judith Williams James Warner	\$80 \$100 \$100	\$3,000
Phase 2 Preliminary Zoning Code and Design Guidelines			
A. Prepare and Present Preliminary Zoning Code Recommendations	Brad Schwab (50%) Tim Bender	\$80 \$50	\$7,000
B. Prepare Preliminary Illustrations and Guidelines	Brad Schwab (10%) Judith Williams (60%) James Warner (30%)		\$16,000
Phase 3 Create Final Plan			
A. Refine Illustrations and Guidelines	Brad Schwab (10%) Judith Williams (30%) James Warner (60%)		\$9,000
B. Present Final Handbook and Overlay District to Planning Commission and City Council.	Brad Schwab (60%) Judith Williams (30%)		\$1,800
C. Produce all deliverables			\$3,750
D. Community Workshop	Brad Schwab Judith Williams		\$3,000
Total			\$54,550 \$48,010

Our Profession Fee of \$48,010 includes the following:

1. All reimbursable expenses to produce deliverables including draft and final documents and meeting materials, display boards of graphics and JPEG images of the illustrations
2. Includes expenses for graphical design layout of the final Design Guideline Handbook and 50 color copies along with PDF versions and word processing version.
3. Up to seven (7) hand-drawn colored sketches and/or colored CADD elevations. ~~Historic Inventory Binder with historic information on each property located in District Overlay District and~~
4. Zoning Code Amendments as approved by Planning Commission and City Council.
5. Includes 4 working meetings with Staff and Overlay District Committee in addition to the itemized two community workshops and two public hearings. Jim Warner will attend at least 2 working meetings. Judy Williams will attend 4 working meetings and at least 1 public hearing. Brad Schwab of McKenna Associates will attend all 8 meetings.

Please let us know if there is any additional way we can assist you.

6. SCOPE OF THE PROJECT

Following is the proposed scope of services for the Downtown Mason Overlay District:

Phase 1 Services: Data Collection, Inventory and Analysis

Task A. Perform a building survey to identify historically significant buildings:

~~The McKA Team lead by Judith Williams will conduct an inventory of the 76 existing buildings in the City's downtown preservation district. Judith Williams will conduct a historical inventory of 15 buildings; 12 as identified in the Mason Downtown Plan and 3 others to be identified by the Steering Committee. This inventory will be conducted using information obtained from historic records available at the city, county and/or state levels. The inventory will identify a construction time period, architectural description, and historic significance of each building.~~

~~The research will determine the historic significance of each building in the district. For those buildings constructed before 1954 (having a minimum 50 years of age) detailed information about the property will be included on a separate inventory form— either the standard Ohio Historic Inventory (OHI) form or a separate form that could be developed based upon the specific needs of the City of Mason. Judy Williams will recommend to staff which structures should be inventoried using the OHI. Use of the OHI form will enable the City's historic resources to be added to the statewide inventory of historic properties located at the Ohio Historic Preservation Office. The historic significance and contribution towards the development of Mason of each building deemed as being historically significant will be identified. Buildings will also be evaluated in terms of the eligibility for the National Register of Historic Places, if desired, for a separate fee.~~

Task B. Identify the architectural character of downtown Mason

Following the inventory and historical significance evaluation of downtown buildings, the architectural character and architectural styles existing in downtown Mason will be defined. Judith Williams will study existing buildings in the district, identifying historic features and typical modifications that have occurred. Successful or contributing features will be identified, as well as non-contributing conditions. The history and evolution of the district will be studied, including the use of historic maps and photographs, provided by others, that will be used to compare existing and historic conditions. The end result of this analysis is a determination of one or more architectural themes that should be considered later in the development of the Handbook.

Task C. Use Identification

~~Two simple approaches are proposed to determine the level of use in the downtown. First, the McKA Team, working with City Staff, will prepare a survey to give to each business owner located in the district. Business owners will keep a running count of the number of patrons that visited them that particular day. McKA will prepare the survey complete with instructions and a self-addressed envelope. Second, McKA professionals will prepare three site visits to the district and count cars in each parking lot. The time and date of each visit will be determined by City Staff. As part of this exercise, the number of parking spaces available at each place of business will be identified.~~

Task D. First Community Workshop

We recommend that the first community workshop be held after the building inventory and preliminary zoning code and design standards and illustrations are prepared in Phase 2. A workshop meeting at this time will be more meaningful as more data will be available to present. Other methods are available to educate the public prior to the first workshop including creating a project web presence on the City's web site, writing letters to all downtown business and property owners and residents, or possibly writing a press release.

Phase 2 Services: Preliminary Zoning Code and Design Guideline Recommendations

Task A. Present preliminary zoning code recommendations

The McKA Team will review all existing conditions including Zoning Code requirements and Downtown Revitalization Plan recommendations to create an outline of suggested zoning code amendments that will help the City to achieve its Downtown related goals. This would also be an appropriate time to review the existing requirements found in the Downtown Preservation District and suggest amendments.

The McKA Team will prepare a preliminary outline of suggested zoning code amendments for Staff and Committee review. This preliminary outline will contain the below listed items at a minimum. Items selected by Staff and Committee will serve as the basis for the zoning plan submitted to Staff and then Planning Commission and City Council.

1. Parking. Parking is both functional and aesthetic. Downtown venues need parking to be competitive in today's demanding business environment, but it cannot overtake a locale similar to a suburban shopping center. We will explore creative ways to introduce additional parking into the downtown while ensuring that the negative visual impacts of parking is mitigated through proper site development controls.
2. Landscaping. The City's landscaping requirements are based on suburban standards requiring large setbacks and buffer yards between uses and along road rights-of-way. Downtown Mason was established before the age of the automobile. Its pedestrian scale removes any possibility of compliance with current landscaping requirements for the B-1 Central Business District. As such, specific standards need to be developed that complement the downtown. For example, Staff and the Committee may want to explore the use of decorative metal fences and brick knee walls mixed with softscape items. Such elements have been used extensively by cities throughout America, practically to screen parking lots.
3. Signs. The City's sign regulations were currently updated. The B-1 Central Business District sign regulations does have allowances for traditional advertising methods such as window signage, awning signage, and projecting signage that are in keeping with historic centers in general. However, additional standards will be recommended based on the results of Phase 1 using historic photographs. Additionally, modifications to existing signage and placement of new signage are considered alterations under Chapter 1189 that potentially require Certificates of Appropriateness. Standards for judging whether signs are to be considered appropriate should be included.
4. Integrated Review. Provisions for integrated review between the Design Review Board and the Planning Commission will be suggested. Both the Planning Commission and the Design Review Board will have jurisdiction over certain projects, and procedures should be

in place to ensure proper coordination between these two bodies. Procedures should include, at a minimum, a flow chart identifying the possible optional and mandatory reviews and approvals necessary for various types of development applications.

5. Land Use. A comprehensive list of retail, office, and institutional uses will be compiled and presented to staff in tabular form. The initial list will be taken from uses identified in the Comprehensive Plan and Downtown Mason Revitalization Plan and in the B-1 District. Others will be added to the list with Staff and Committee input. Each use will be then identified as desirable or undesirable. All desirable uses will be permitted in the overlay district. All undesirable uses will be specifically prohibited.
6. Setbacks. All B-1 Central Business District setbacks will be reviewed. The overlay district will have its own setback standards if such standards are needed to protect existing downtown character and form. Mandatory “build-to” lines and “zero setbacks” are examples of possible overlay district setback requirements.
7. Special Provisions will be explored with Staff and Committee for inclusion in the overlay district including site lighting, outdoor display, outdoor cafes/seating, and building size and limitation standards.

Task B. Prepare Preliminary Illustrations and Recommended Guidelines

Preliminary illustrations and recommended guidelines will be formulated to preserve the historic and architectural character of the district based on the results of Phase 1 research and analysis. The appropriate federal, state and local standards will be evaluated for their applicability to the district's properties. Physical description, photographs, illustrations and mapping will be developed for incorporation into the guidelines document, as applicable. Photos and illustrations will focus on recommended approaches to rehabilitation, adaptive reuse, and new construction in the district. They may contain technical information (such as masonry repointing techniques) or general guidance (such as adapting a building for handicapped accessibility).

The following topics may be included in the preliminary outline, subject to approval:

1. History of the downtown district, historic photos, and maps
2. Architectural, aesthetic and historic character of the district and significant buildings
3. Building types and architectural styles present in the district
4. Map of the district zoning overlay including location of historically significant structures and downtown themes
5. Introduction to the zoning overlay and design review process
6. Philosophy behind the guidelines: the Secretary of the Interior's Standards for Rehabilitation of Historic Properties
7. Building-site relationships (setbacks, parking, building orientation)

8. Commercial, residential and institutional buildings, outbuildings
9. Architectural features of existing buildings
 - a. Foundations
 - b. Exterior materials (masonry, siding, stucco)
 - c. Roofing materials
 - d. Roof features
 - e. Gutters and downspouts
 - f. Cornices and friezes/other ornamentation
 - g. Windows and doors
 - h. Storefronts
 - i. Signs and awnings
 - j. Commercial use of residential buildings
 - k. Access for the disabled
 - l. Color
10. Additions to existing buildings
11. New building construction
12. Landscaping and street elements
13. Demolition considerations
14. Glossary of terms

Five (5) site specific illustrations of historic structures and two (2) corridor perspectives will be prepared to augment the above guidelines based on findings from the Phase 1 inventory and analysis. Such illustrations will aid in identification of overall architectural themes and era specific styles and various architectural elements. These illustrations will help articulate context sensitive design guidelines for historic building renovations/additions and new construction on non-historic sites. The illustrations will be hand-drawn colored sketches and/or colored CADD elevations. Pictures will also be incorporated to convey guideline intent.

A draft handbook outline will be submitted and presented to the Staff and Committee for review and comment. The standards suggested in the outline will be revised and refined based on Staff and Committee feedback. The refinement process will likely occur throughout the project given Planning Commission and City Council involvement.

Phase 3 Services: Final Plan

Task A. Prepare proposed Overlay District Zoning Code and Design Guidelines Handbook for final presentation.

Based upon feedback and comments received, the Handbook will be revised to reflect City preferences. Drawings, illustrations, and photos will be refined for the final document. Also at this time, the document layout will be determined.

Task B. Present the final Overlay District Zoning Code and Design Guideline Handbook to the Downtown Overlay Committee.

The final Overlay District and Design Guideline Handbook will be reviewed by Staff and Committee before scheduling a public hearing with Planning Commission. The McKA Team will present the Overlay District and Handbook to Planning Commission and City Council during the public hearing process. Revisions

requested by Planning Commission and City Council will be incorporated before final documents are printed.

Task C. Prepare Deliverables.

The McKA Team will provide the City with the Final Deliverables:

1. 15 bound hard copies of the Historical Building Inventory.
2. 50 copies of the Overlay District and one electronic copy in Microsoft Word and one electronic copy in PDF format
3. 50 color bound copies of the Design Guideline Manual and one electronic copy saved in Microsoft Word and one electronic copy in PDF format.
4. All final presentation boards.
5. One jpeg image of each illustration, figure, or map.

Task D. Second Community Workshop.

The McKA Team will facilitate a community workshop at a time and place of the City's choosing. A handout with key summary information will be developed and the Handbook and Overlay District will be presented. Since the most interested parties will likely be property owners and business owners in the downtown, ample time will be spent reviewing how the regulations impact them. A question and answer period will follow.

7. TIME SCHEDULE

Following is McKenna Associates' proposed time schedule for the Downtown Mason Overlay District:

Task	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
Phase 1 Data Collection, Inventory, and Analysis	1											
A. Historic building inventory												
B. Identify Architectural Styles and Themes			2									
C. Attendance Determination												
D. Community Workshop					4							
Phase 2 Preliminary Zoning Code and Design Guidelines												
A. Prepare and Present Preliminary Zoning Code Recommendations				3								
B. Prepare Preliminary Illustrations and Guidelines				4	3							
Phase 3 Create Final Plan												
A. Refine illustrations and guidelines						5						
B. Present final Handbook and Overlay to Planning Commission and City Council.							6	7				
C. Produce all deliverables												
D. Community Workshop										8		

Meetings:

1. Kick-off meeting. The McKA Team will meet with City Staff to review and finalize the project scope and timeline and adjust if necessary.
2. Present findings of historical building inventory and architectural style and theme analysis.
3. Present preliminary Zoning Code recommendations to Staff and Committee members for input and refinement. Present preliminary Design Guidelines and illustrations to Staff and Committee members for input and refinement.
4. Present findings and initial recommendations to public at first workshop. Answer questions and take minutes. Review input with Staff.
5. Present Final Handbook and Overlay District to Staff and Committee Members.
6. & 7. Present at Planning Commission and City Council meetings.
8. Present final documents to public.

2005 DOWNTOWN MASON ASSOCIATION Design Subcommittee Goals

Background

During the past three plus years, the city's downtown revitalization process has put in place a community based organization (now known as DMA) which worked with professional facilitators (Linda Fitzgerald and the Poggemeyer Group) to define the redevelopment area and develop sketches and a written statement of broad and preliminary goals for the revitalization of the defined area. This document was adopted by City Council and provided a part of the base documentation for applying for state matching funds for downtown revitalization.

This document (the Poggemeyer Plan) proposed only very preliminary ideas and concepts for a vision for the downtown area and documented the community support for preserving the historically and architecturally significant features of the downtown and revitalizing the subject area. It did not, however, attempt to provide concrete and detailed guidance on a block by block basis sufficient to guide and encourage property owners/developers who wish to **redevelop** their property or **build new** structures. It has been recognized by many in the community that major parts of the current downtown are either undeveloped (empty or under-utilized lots) or consist of structures (many small one story buildings) that are insignificant architecturally and historically and do not support the uses required for a thriving downtown district.

A property owner submitting plans today for a new structure can do most anything architecturally as long as the requirements of the present zoning code are met relative to setback, parking etc. A property owner wishing to redevelop his property today has no idea what uses the community desires (retail, restaurant, office, residential etc.) or what appearance is desired by the community. Also, he or she also has little idea of the level of infrastructure support and incentives (parking, street amenities, utility improvements, tax abatement) the city is willing to provide to encourage **a major investment** in new buildings. (Remember, the state grant money allocated to private individuals is only for "fix up" of existing buildings that meet certain criteria.)

Primary Goal Statement

For 2005, the DMA Design Subcommittee's primary goal is to assist the **community** to develop a "**Broad Vision**" ("**Imagine Mason**") (**master plan**) for the **redevelopment** of the downtown core of Mason from Tylersville Road on the south to Hanover Drive on the northeast following a community based and led decision process.

The vision should be capable of being described both visually (diagrams and artist renderings) and verbally (description of goals and uses desired) in a way that is suitable to guide owners/developers who desire to rebuild or develop their property.

Only when a **broad vision** is established for the core area, should the following items be defined:

- a. Formal design guidelines which support the vision.
- b. New zoning which supports the vision (zoning overlay district).
- c. New Parking concept, both on-street and off-street which will support the vision and provide incentive for owners/developers to make the investment necessary to realize the vision.
- d. New public infrastructure concept (street design, streetscape design and utility improvements) which supports the vision and encourages private investment.
- e. Public monetary incentives (tax abatement etc.) for major private investment.

Next Steps/Timeline

To accomplish the above in 2005, the following steps are proposed:

1. Assist the city (through a community based selection process) to hire a design professional/facilitator to work with DMA to conduct public visioning sessions to define a broad vision for a **redeveloped** downtown and then develop design guidelines and new zoning which supports the broad vision. **Timeline:** Professional hired by February 15, 2005. Broad Vision (master plan) document prepared by May 15, 2005. Design guidelines/new zoning rules by July 15, 2005.
2. Assist the city (through a community based selection process) to hire a design professional to prepare detailed street and streetscape construction documents once the Broad Vision is approved. **Timeline:** Professional hired by March 15, 2005. Preliminary street design within 30 days of Broad Vision Document approval. Final construction documents within 90 days of Broad Vision Document approval.
3. Meantime, the other appropriate subcommittees of DMA (Economic Renaissance) should be working with the city to develop a comprehensive monetary incentive plan (tax abatement etc.) which will support the broad vision as well as supply input on the appropriate uses for downtown property.



notimetospare@msn.com

Printed: Saturday, January 22, 2005 10:08 AM

From : The Scrapper <scrapper1@mn.rr.com>
Sent : Saturday, January 22, 2005 10:07 AM
To : "Chester Mastalerz" <notimetospare@msn.com>
Subject : RE: Design Committee meeting

Thank you.

I have been receiving junk mail for the city now for 2 months. Some of the city employees have been putting there e-mail addresses on orders (which I have cancelled some of them - hilarious!) Porn sites, school info, police witness reports, social service family stuff mailed to "confidential sources", physician junk.

Some of it is interesting, but it is boring and a nuisance to see my e-mail box clogged with spam from both official stuff and the not-so-surprising misuse of city time surfing porn (that is how I am getting e-mail from city officials) - I looked up a couple of names that stuff was coming to.

Even your local school people are using my address for porn spam.

Pathetic.

Thanks

-----Original Message-----

From: Chester Mastalerz [<mailto:notimetospare@msn.com>]
 Sent: Saturday, January 22, 2005 6:12 AM
 To: scrapper1@mn.rr.com
 Subject: RE: Design Committee meeting

Sorry for your trouble. If you would have been kind enough to inform me of the error upon receipt of the first E-mail I would have corrected immediately. There was no intention of sending you spam. The wrong address

was used in error.
 Chet Mastalerz

>From: "The Scrapper" <scrapper1@mn.rr.com>
 >To: "'Chester Mastalerz'" <notimetospare@msn.com>, <PBRYAN@MASON.ORG>
 >Subject: RE: Design Committee meeting
 >Date: Sat, 22 Jan 2005 02:08:29 -0600
 >
 >QUIT SENDING YOUR JUNK MAIL TO MASON.ORG! I AM THE OWNER OF THIS DOMAIN
 >AND
 >DO NOT APPRECIATE THE CITY OF MASON OHIO TRESPASSING ON MY PROPERTY WITH
 >IT'S SPAM.
 >
 >

>-----Original Message-----

>From: Chester Mastalerz [<mailto:notimetospare@msn.com>]
 >Sent: Friday, January 21, 2005 11:48 AM
 >To: bob@vswc.com; SENOURFLAHERTY@EARTHLINK.NET; jharris@necchamber.org;
 >russ.hutchins.bx5e@statefarm.com; snally2915@cinci.rr.com;
 >dwilliams@go-concepts.com; drugster@aol.com; PBRYAN@MASON.ORG
 >Subject: Re: Design Committee meeting
 >

>Good afternoon Bob, He has not been checking his E-mail and will begin to
 >see who he will have to come. I did inform him we need the power point
 >ran.