US Route 33 Bypass Corridor

Design & Development Manual

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Introduction

Purpose and Use

The U.S. Route 33 Bypass Corridor Plan has been developed to establish a growth ethic for the area impacted by the new Lancaster Bypass. This has been achieved through a public process that established goals, objectives, and policies for the corridor. In addition, the plan addresses future land use, traffic and access management, and utility boundaries.

The intent of this document, *The U.S. Rte. 33 Bypass Corridor Design and Development Manual*, is that it be used as a companion document to The Corridor Plan. It supplements The Corridor Plan by providing design and development standards that can be used by individuals and organizations seeking to develop within the boundaries of the corridor. (See Figure 2: Corridor Boundary Plan.) The design standards have also been developed as a tool to help those with powers of review evaluate proposals made for development within the boundaries of the Corridor.

The Route 33 Bypass Corridor falls within the jurisdiction of multiple organizations including a village, a municipality and townships. Therefore, a design overlay zone is recommended for the Corridor. The design and development standards found within this document should be the basis for the creation of overlay zoning text. Owners of property in an overlay zone, must not only meet the provisions of the underlying zone, but also the provisions of the overlay zone. Where the provisions of the design overlay zone conflict with the provisions of the underlying zone, the provisions of the design overlay zone will prevail.

It is not the intent of this design manual to impact single family residences and farmsteads that currently exist within the corridor. These properties contribute to the existing character of the area. Future single lot, single family residential dwellings that are not part of a larger residential subdivision are also not subject to the design guidelines within this document.

Content

The Design and Development Manual establishes standards that can be applied throughout the Corridor. These standards are illustrated through photographs, diagrams and sketches. Any site specific plans or character sketches found throughout the document are not intended as schematic design solutions. Instead, they are illustrations of possible alternatives that could be implemented within the framework of the standards.

The Design and Development Manual is organized into two general categories. Site Development Standards propose planning and design recommendations for open space requirements, setbacks, parcel access, landscape treatments, signage design, lighting, and public right-of-way treatment. Architectural Standards propose design recommendations for building scale and mass, materials and colors, character and style, and storage and equipment.

Boundaries

The area that these standards can be applied to has been determined based on several criteria:

1. **Potential for Visual Impact from the Bypass**

   One of the goals of the Corridor Plan was to encourage development consistent with the State of Ohio Scenic Byway criteria. While this criteria is fairly broad in terms of its definition, it requires that a byway possess scenic, natural, historical, cultural, archeological or recreational characteristics. This criteria along with the greater publics desire to preserve the rural character of the area suggests that any potential development areas that can be viewed from the bypass fall within the corridor boundary. The Visual Assessment (See Figure 1) delineates areas along the bypass where views are generally long with few obstructions, such as vegetation or land form.

2. **Potential for future development based on the road network**

   The interchanges along the bypass will be the primary focus of development along the corridor. The potential for development along the primary arterials (Coonpath Road, S.R. 188, S.R. 22) and consequently to other secondary arterials (or collector roads) demands that certain areas be part of the corridor boundary.

3. **Natural and man-made barriers**

   While economics will ultimately drive the amount of development along the corridor, some limits to the corridor boundary have been established based on real or perceived thresholds. Existing roads, railroads, city boundaries and property lines are some of the man-made thresholds, while streams, vegetation or topography may also imply a boundary. All boundary lines follow existing property lines.

Figure 1:
Visual Assessment

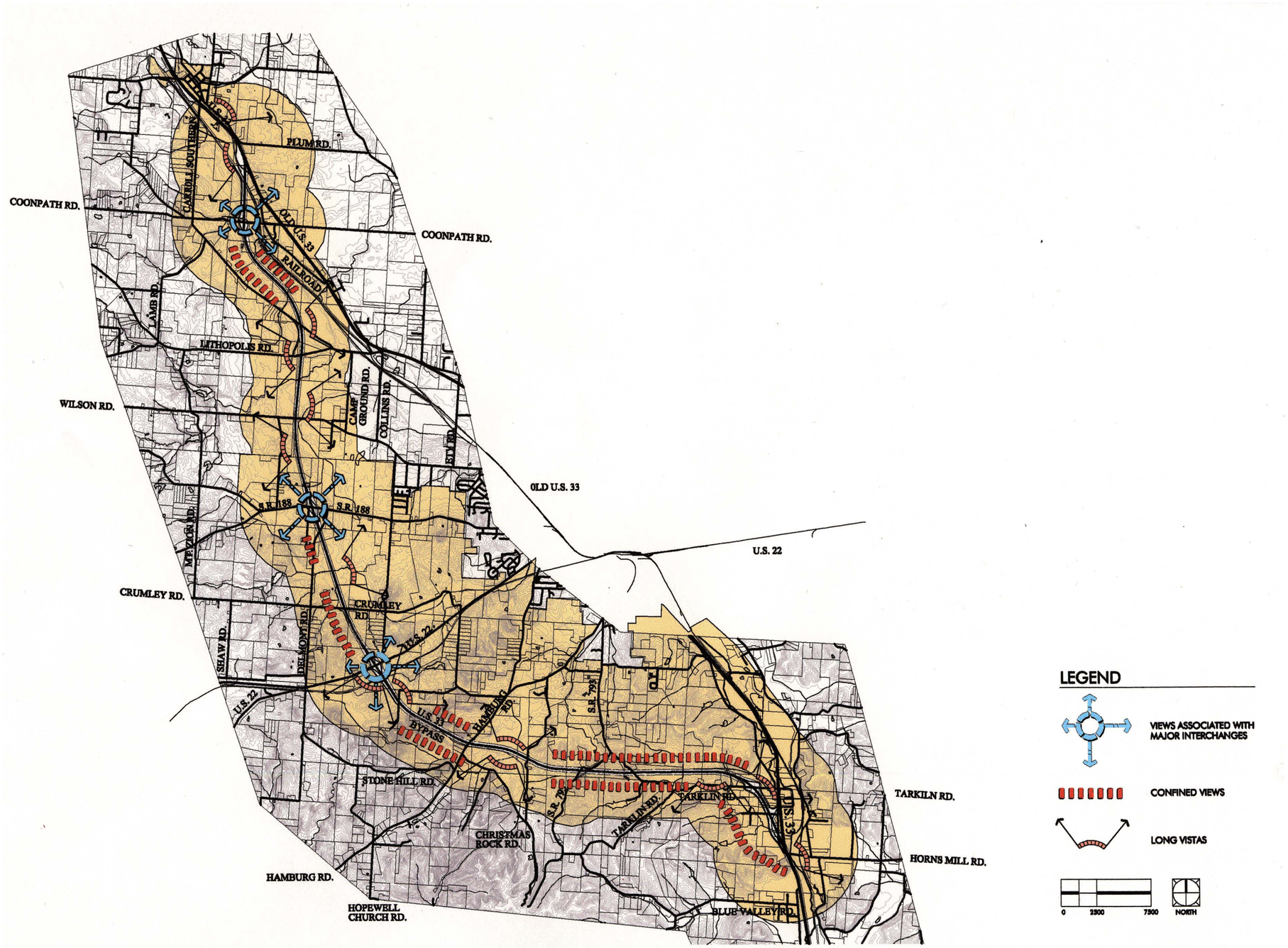
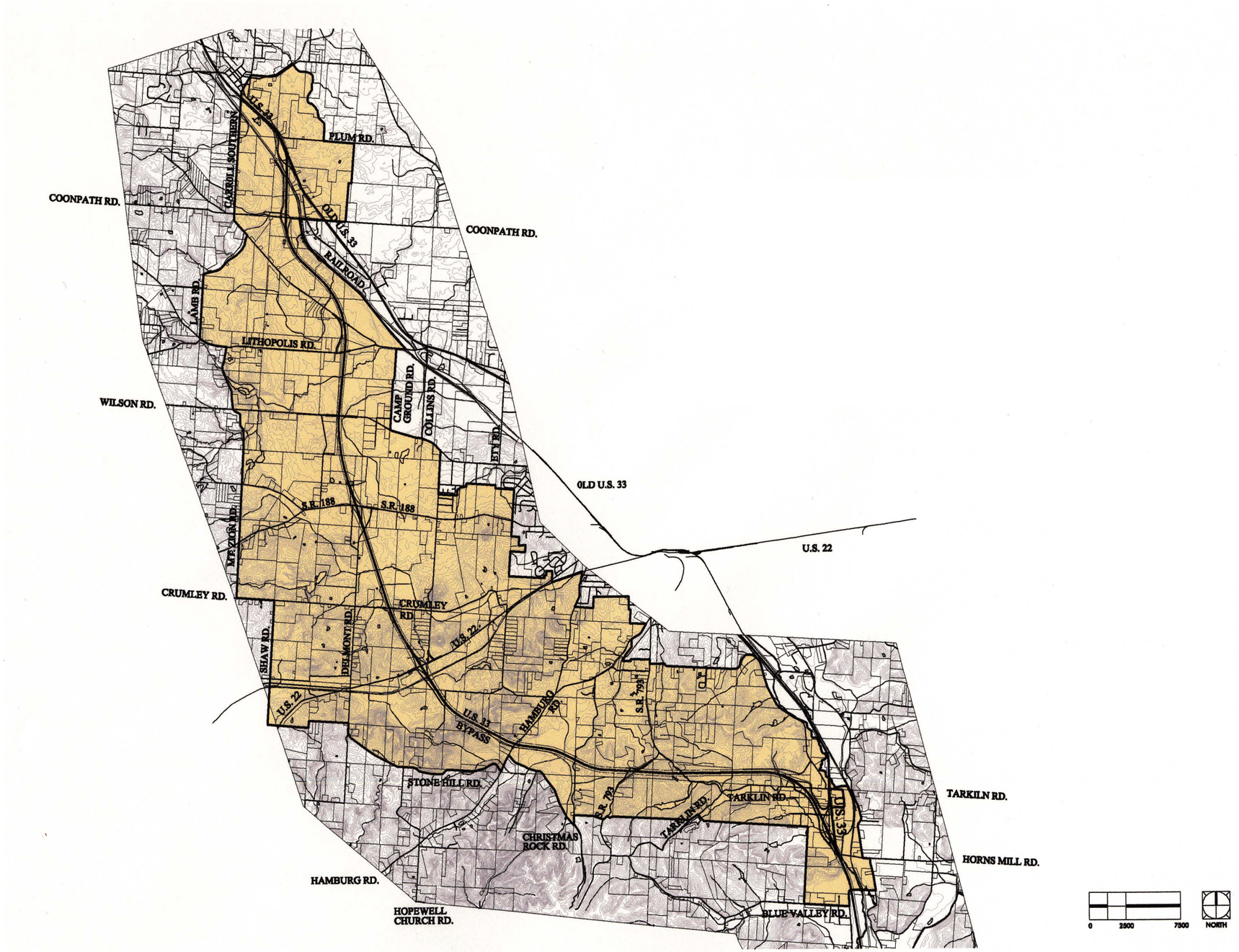


Figure 2: Corridor Boundary



Site Development

All future development throughout the corridor should contribute to the creation of an environment that is both safe and functional. Additionally, this new development should reinforce the rural character of the region.
This can be accomplished through adherence to the site development guidelines found within this document. These guidelines have been organized into the following categories:

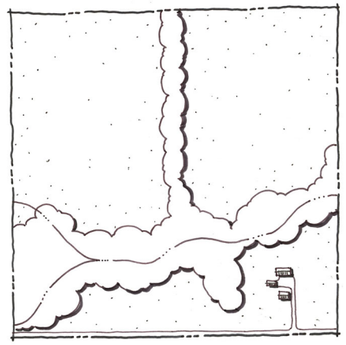
- Open Space Requirements
- Building and Parking Setbacks
- Building Orientation
- Parcel Access
- Landscaping
- Site Drainage
- Sign Criteria
- Site Lighting
- Public Right of Way Treatment

Open Space Requirements

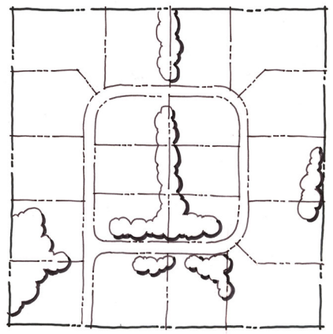
Perhaps the most effective way to maintain and celebrate the rural character of the corridor is through the carefully planned use of open space. Areas should be set aside for the preservation of critical natural resources (e.g. mature vegetation, drainage corridors, and steep slopes) and the creation of meaningful space for active and passive recreation.

Design Guidelines:

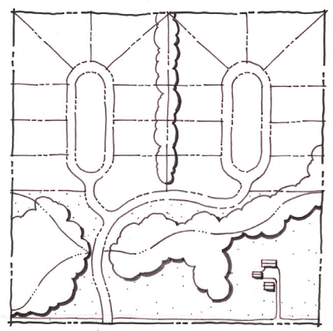
- All private development projects shall give careful consideration to the location of structures, roads, parking areas, and utilities to avoid unnecessary destruction to critical resources.
- All private development projects shall seek to create usable open space through the logical placement of structures, roads and parking areas.
- Create a more dense clustering of residential lots or structures to preserve larger areas of open space.
- Establish open space requirements for planned unit developments that encourage the creation of usable open space and the preservation of critical resources.
- Consult the conservation zoning requirements of the *Fairfield County Development Strategy and Land Use Plan*.



Existing Site



Conventional Large Lot Residential Site Layout



Alternative Site Layout

Creative layout of roads, structures, and lots can preserve critical resources and create more usable open space for active and passive recreation.

Building & Parking Setbacks

Generous building and parking setbacks will be required throughout the corridor to reinforce the rural character of the region. Setback requirements will vary based on the classification of roads. The following chart establishes parking/maneuvering setbacks and building setbacks for roads within the corridor. See *Perimeter Landscaping* for recommended landscape treatments within the setback areas.

This retail center in Southern Delaware County has a 75' parking setback along the primary arterial (top), and a 50' setback along a more secondary collecter street (bottom).

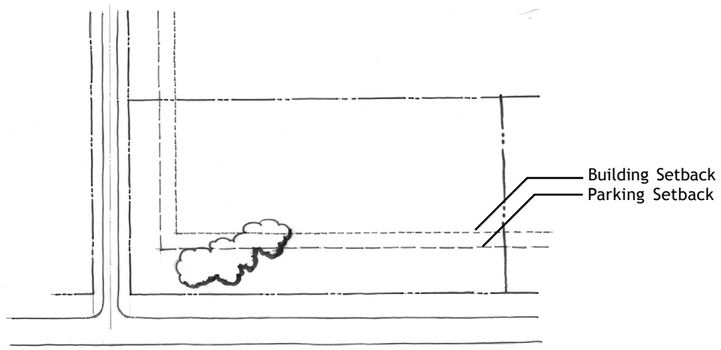
Road Type	Parking/Manuevering Setback	Building Setback
Highway (i.e. U.S. Rt. 33 Bypass)	75'	100'
Primary Arterial (i.e. Coonpath Road, S.R. 188, S.R. 22)	75'	100'
Secondary Arterials/Collector Roads (i.e. Plum Road, Carroll Southern Road, Lithopolis Road, Wilson Road, West Fair Avenue, Crumley Road, Delmont Road, Beck's Knob Road, Mill Park Road, Whiley Road, Tarkiln Road, Horn's Mill Road, Mount Zion Road, Lamb Road, and Shaw Road)	50'	75'
Local Streets and Rural Roads (all other existing rural roads and future streets within development areas)	equal to ½ of right-of-way width	equal to right-of-way width
Local Residential Street (single family detached housing) within a subdivision.	N/A	equal to ½ of right-of-way width

Building Orientation

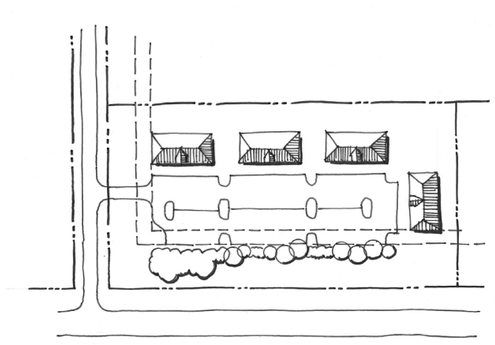
Generous building setbacks have been established (see *Building & Parking Setbacks*) to create a consistent road frontage that will help preserve the rural character of the road network. While these setbacks establish the minimum distance to place buildings from the road, flexibility in building orientation is encouraged.

Design Guidelines:

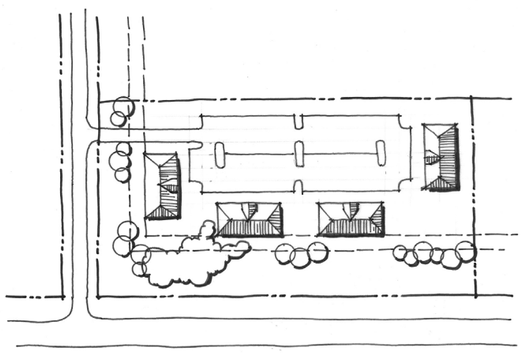
- Placement of buildings at the building setback line is strongly encouraged to visually screen parking lots from public roads.
- Groups of buildings within the same project (e.g. office parks, industrial parks, and multi-family housing shall be arranged as a "campus of buildings" that minimizes the repetition of similar façades and promotes pedestrian connections between buildings.
- Orient buildings as necessary to avoid critical resources (slopes, vegetation, streams). Allow these natural features to become focal points of the development project, such as entry features or common space.
- Loading docks shall be oriented away from the bypass right of way. When this cannot be accomplished, provide the proper vegetative screening as described in *Landscaping: Bypass Screening*.



Typical development site



Typical development scenario with parking areas fronting the road



Alternative scenario with "campus like" arrangement and parking areas behind the buildings

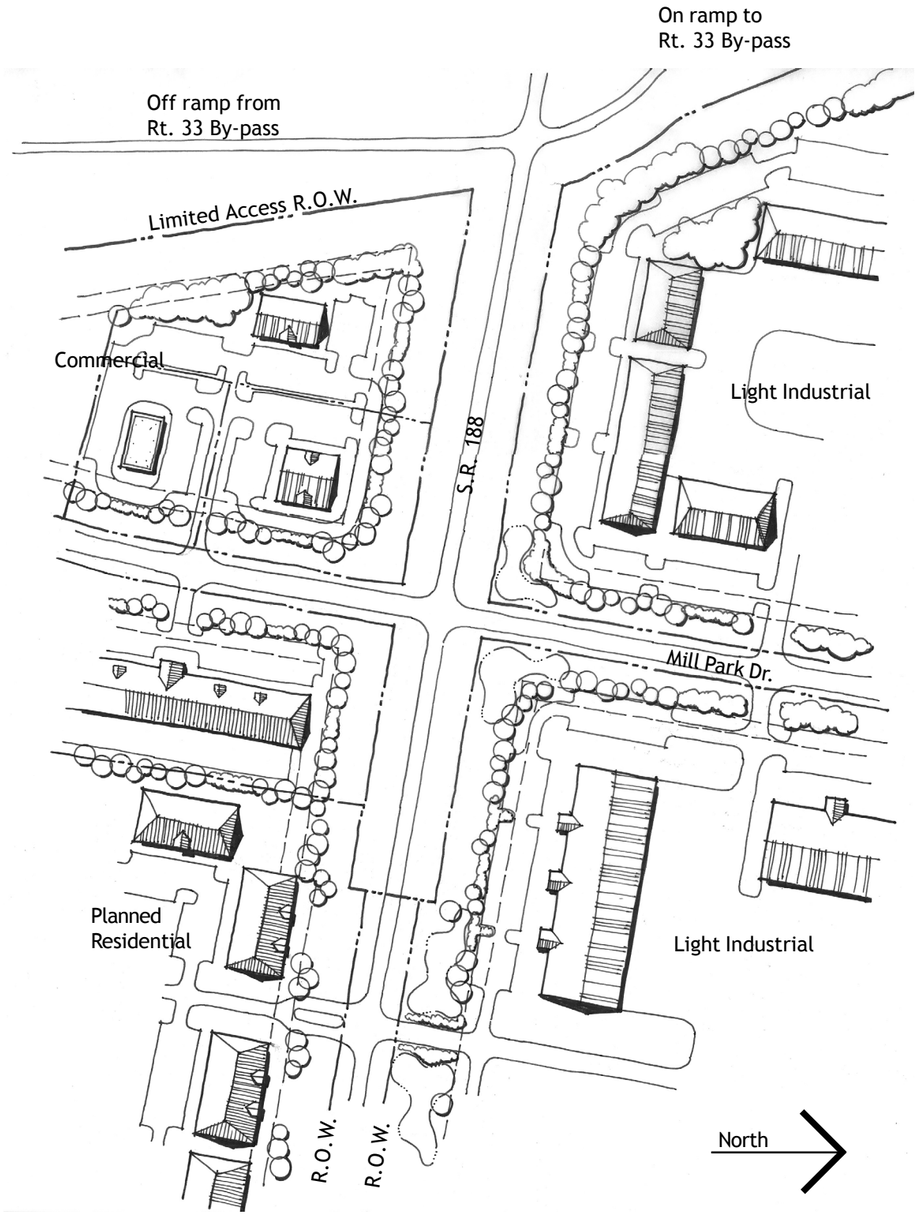
Parcel Access

As development increases along the primary arterials (Coonpath Rd., S.R. 188 and S.R. 22), the need for vehicular access points to these development parcels will also increase. Standards for parcel access must be established to create safe and efficient circulation.

Lack of standards for parcel access has created numerous safety and circulation issues in the city of Lancaster along Rt. 33.

Design Guidelines:

- Allow one access point for each parcel along a public road. Parcels located at the corner of two public roads shall be allowed one access point along each road frontage if all other spacing requirements are met.
- Larger sites (e.g., retail centers, industrial parks, residential developments) will be permitted more than one access point with a minimum spacing of 600' from edge of pavement to edge of pavement.
- Buildings with drive through service may be permitted to have two access points depending on site layout and if it is necessary to minimize back ups on to public roadways.
- Shared access between adjoining properties shall be strongly encouraged, whenever possible, to minimize access points.
- Retail out parcels (e.g., fast food restaurants, banks, etc.) shall share common access with larger retail centers for simplified on-site circulation.
- Access points to be spaced at least 125' from any major intersection, edge of pavement to edge of pavement.
- Minimum spacing between access points to be 250', edge of pavement to edge of pavement.
- Opposing access points to be offset no less than 125' or directly aligned wherever possible and be consistent with prudent traffic engineering principles.
- Right-in/Right-out only access shall be strongly encouraged when secondary access is necessary. Additional full service access will only be permitted when dictated by prudent traffic engineering principles.
- Appropriate stacking distances shall be required for individual sites.



This typical development scenario reflects a variety of potential land uses that are unified with consistent setbacks, perimeter landscaping and controlled parcel access.

Landscaping

Landscaping requirements are critical to quality site development. It is the intent of these standards to reinforce the rural character of the corridor while improving the appearance of vehicular use areas, visually buffering different land uses, and preserving existing vegetation.

Preservation

Preservation of existing trees, wooded areas and fence rows enhances and promotes the corridors rural heritage, preserves and increases property values, mitigates harmful environmental effects of land development, and provides habitat for wildlife.

Design Guidelines:

- Consideration shall be given to laying out streets, lots, structures, and parking areas to avoid unnecessary destruction of wooded areas or outstanding tree specimens.
- Trees to be preserved shall be protected during construction with barricades or fencing. Storage of materials or stockpiling of earth should not be permitted within the dripline of trees.
- A Tree Preservation Plan will be required for any site with trees greater than 6" caliper. This will include a tree survey showing all existing trees on the site with a six inch diameter trunk or greater measured at breast height. The plan will also include all proposed site development to the property including building area, paved areas, and utilities.
- A Tree Replacement Plan will be required when healthy trees over 6" in caliper have been removed from a site. The total number of caliper inches of replacement trees for a site shall equal or exceed the combined diameter of the protected trees removed. All replacement trees should be deciduous trees, indigenous to the area and have a minimum caliper size of 2 ½" (see *Standard Tree Palette* on page 13).

A preserved hedge row can be used to buffer a large industrial warehouse building or to screen a large area of parking.

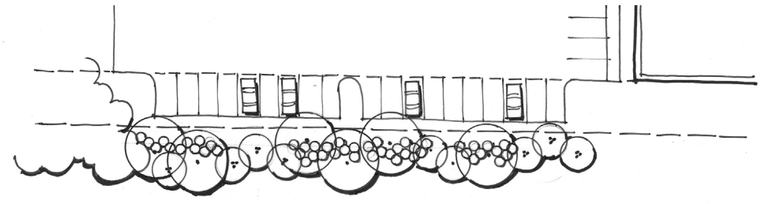
Perimeter Landscaping

Requirements for perimeter landscaping address the screening of parking areas from public rights-of-way and the visual buffering between different land uses and along the by-pass right-of-way. It is the intent of these standards to replicate the rural hedge rows in all perimeter landscape treatments. Hedge rows are a prominent landscape element within the corridor that currently defines property lines. These remaining wooded lines were the result of clearing woods to create agricultural fields and pastures. The replication of these hedge rows will add to the rural character of the corridor.

Parking Lot Screening

The intent of parking lot screening is to provide a visual buffer of automobile lights and to minimize the visual impact of large expanses of asphalt from the public right-of-way.

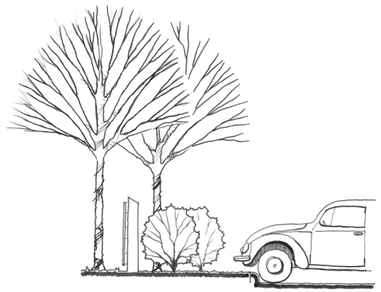
- Establish a hedge row aesthetic along parking lots with large deciduous shade trees, understory deciduous trees and woodland shrubs. Provide 3 shade trees, 4 understory trees and 25 woodland shrubs per 100' of frontage. Shrubs should be grouped into informal masses yet create a continous 4' high screen along the parking area. Trees should be informally grouped and should channel views to retail storefronts and significant architectural features.



Typical hedge row screen for parking lot.

A hedge row has been created as a parking lot screening device at a new office development in New Albany.

- As an alternative to the planted hedge row treatment, property owners may use a 42" high continous fence with a 3' high hedge behind the fence. Fence types should be limited to those found throughout the corridor. These include 3 or 4 rail horse fencing and split rail types. Fences can be painted or left natural. 3 shade trees and 4 understory trees should be used every 100' of frontage. These trees can be grouped informally throughout the setback area. This alternative should only be used along properties with a minimum of 300' of frontage. The use of this alternative for smaller parcels may create a series of disconnected segments of fence that may not enhance the rural aesthetic.



Section - fence and hedge

Elevation - 3 rail horse fence

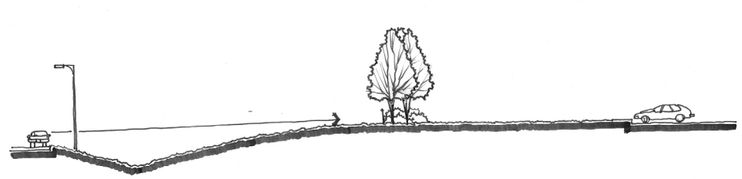
Typical fence and hedge screen for a parking lot.

A fence and hedge has been used as a parking lot screen at this retail center in Delaware County.

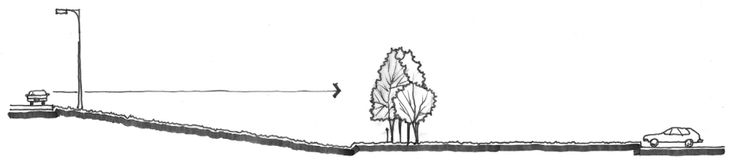
By-pass Screening

The ability to visually mitigate new development areas as viewed from the by-pass is critical to preserving the rural aesthetic and enhancing the scenic byway characteristics of the corridor. Therefore, creating new natural buffers or preserving existing wooded areas as screening devices is required of all site development that fronts the by-pass.

- Establish a visual screen along any by-pass frontage by creating a continuous natural buffer. The buffer shall be a minimum of 40' in width and must start within 20' of the by-pass right-of-way.
  - When the development site is at similar elevation or higher than the by-pass elevation, create the natural buffer with 5 deciduous shade trees, 6 understory deciduous trees and 25 woodland shrubs for every 100 lineal feet.
  - When the development site is below the elevation of the adjacent by-pass, create the natural buffer with 6 deciduous shade trees and 10 understory deciduous trees for every 100 lineal feet of property. Lower shrubs would not provide any screening of the developed area with such a relationship of road to site.
  - When loading docks or service areas are oriented toward the by-pass, increase the plant material required by 50%.



Typical vegetative screen when the development site is at the same elevation or higher than the by-pass elevation.



Typical vegetative screen when the development site is lower than the by-pass elevation.

- Preserve all existing trees, wooded areas or existing hedge rows within the setback areas along the by-pass. Supplement with new plant material to achieve the vegetative screen proposed above.

New plantings can be added to existing vegetation to reestablish a natural buffer.

Screening Between Uses

- Establish a new natural buffer along property lines where there is a change in use. Create the natural buffer with 5 deciduous shade trees, 6 deciduous understory trees and 25 woodland shrubs for every 100 lineal feet of property.
- Arrange all plantings informally to replicate a natural landscape.

Interior Landscaping

Requirements for interior landscaping will help to visually break up large expanses of pavement and provide shade.

- Any surface parking lot over 6,000 sq. ft. or greater than 20 parking spaces shall provide exterior landscaping with a minimum of 5% of the paved area designated as green space.
- No parking area shall exceed 20 parking spaces in a row without breaking up the pavement with a landscape island.
- Minimum size of a peninsula (or ½ island) shall be no less than 144 sq. ft. (8'x18') with minimum width no less than 8'.
- Minimum size of a full island shall be no less than 288 sq. ft. (8'x36') with a minimum width no less than 8'.
- Fewer but larger islands shall be encouraged to create a better rooting environment for trees.
- Within interior landscaped areas, provide a minimum of one tree for every 5,000 sq. ft. of ground coverage. Ground coverage includes structures and vehicular use areas.
- Trees must be at least 2" in caliper at installation.
- Tree canopies shall be maintained at a minimum height of 6' above the ground plane and shall be landscaped with hardwood mulch, shrubs or groundcover not to exceed 2' in height.

Interior parking lot landscaping visually breaks up large expanses of pavement. Fewer larger islands are encouraged as opposed to a larger number of small islands that create difficult environments for tree growth.

Standard Tree Palette

The following trees and shrubs should be considered for perimeter landscaping and screening. The majority of these species are native, or adapted native to the area and will contribute to the rural aesthetics of the corridor. In selecting species consider mature size, disease resistance, location suitability, seed or fruit-set and visual appearance.

Large Trees (greater than 40')

Scientific Name	Common Name
Acer freemanii	Autumn Blaze Maple
Acer nigram	Black Maple
Acer saccharum	Sugar Maple
Aesculus flava	Yellow Buckeye
Betula lutea	Yellow Birch
Betula nigra	River Birch
Carya ovata	Shagbark Hickory
Celtis occidentalis	Common Hackberry
Fagus sp.	Beech sp.
Fraxinus americana	White Ash
Fraxinus pennsylvanica	Red or Green Ash
Fraxinus quadrangulata	Blue Ash
Gleditsia triacanthos inermis	Thornless Honeylocust
Gymnacladus dioicus	Kentucky Coffeetree
Juglans cinerea	Butternut
Liquidambar styraciflua	Sweetgum
Liriodendron tulipifera	Tuliptree (Yellow Popular)
Morus rubra	Red Mulberry
Platanus occidentalis	Sycamore
Populus sp.	Poplar sp.
Prunus serotina	Wild Black Cherry
Quercus alba	White Oak
Quercus bicolor	Swamp White Oak
Quercus coccinea	Scarlet Oak
Quercus macrocarpa	Bur Oak
Quercus muehlenbergii	Chinkapin Oak
Quercus palustris	Pin Oak
Quercus rubrum	Red Oak
Quercus velutina	Black Oak
Robinia pseudoacacia	Black Locust
Tilia sp.	Linden sp.

Medium Trees (30'-50')

Scientific Name	Common Name
Acer negundo	Boxelder
Aesculus glabra	Ohio Buckeye
Carpinus betulus	Hornbeam
Nyssa sylvatica	Black Tupelo (Black Gum or Sour Gum)
Picea abies	Norway Spruce
Pinus nigra	Austrian Pine
Pinus strobus	White Pine
Populus tremuloides	Quaking Aspen
Quercus imbricaria	Shingle Oak
Salix nigra	Black Willow
Taxodium distichum	Common Bald Cypress

Small Trees (15'-40') - Understory plants

Scientific Name	Common Name
Aesculus paviflora	Bottle Brush Buckeye
Amelanchier laevis	Allegheny Serviceberry
Asimina triloba	Common Pawpaw
Carpinus caroliniana	American Hornbeam
Cercis canadensis	Eastern Redbud
Chionanthus virginicus	Fringe Tree
Cornus sp.	Dogwood sp.
Crateagus sp.	Hawthorn sp.
Magnolia sp.	Magnolia sp.
Malus sp.	Flowering Crabapple sp.
Oxydendrum arboreum	Sourwood (or Sorrel Tree)
Prunus virginiana	Common Chokecherry
Rhus sp.	Sumac sp.
Salix discolor	Pussy Willow
Sambucus sp.	Elder sp.
Viburnum sp.	Viburnum sp.

Shrubs - Woodland shrubs

Scientific Name	Common Name
Aralia spinosa	Devils-Walkingstick
Aronia sp.	Chokeberry sp.
Ceanothus americanus	New Jersey Tea
Cephalanthus occidentalis	Buttonbush
Clethra sp.	Summersweet sp.
Cornus sp.	Dogwood sp.
Corylus americana	American Fillbert
Euonymus sp.	Euonymus sp.
Forsythia sp.	Forsythia sp.
Fothergilla gardenii	Dwarf Fothergilla
Hamamelis virginiana	Common Witchhazel
Hydrangea sp.	Hydrangea sp.
Ilex verticillata	Common Winterberry
Ligustrum sp.	Privet sp.
Lindera benzoin	Spicebush
Lonicera maakii	Honeysuckle sp.
Myrica pensylvanica	Northern Bayberry
Physocarpus opulifolius	Common Ninebark
Potentilla fruiticosa	Potentilla
Rhododendron sp.	Rhododendron sp.
Rhus aromatica	Fragrant Sumac
Ribes alpinum	Alpine Currant
Spiraea sp.	Spirea sp.
Syringa sp.	Lilac sp.
Viburnum sp.	Viburnum species

Note: a larger variety of native and non-native shrubs, perennials, and annual color from common nursery stock should be encouraged along building foundations and building entries.

Site Drainage

Preservation of Existing Drainage Ways

The preservation of existing perennial streams and drainage corridors is critical to the protection of water quality as well as plant and animal habitats. In addition, these drainage features contribute significantly to the rural aesthetic of the corridor.

Design Guidelines:

- All drainage ways are subject to applicable Ohio EPA and Army Corps of Engineers requirements as well as any other local, state and federal regulations.
- Establish a 150’ vegetated buffer (75’ along each side) along all perennial streams and rivers.
- Establish a 100’ vegetated buffer (50’ along each side) along all intermittent streams and tributaries.
- Establish a 50’ vegetated buffer (25’ along each side) along all agricultural drainage ditches.
- Boundaries of buffer zones shall be modified to include:
  - the full extent of the 100 year flood plain
  - all undevelopable steep slopes (greater than 25%)
  - any adjacent delineated wetlands or critical habitats

Natural drainageways should be preserved along existing rural roads.

Man-made Drainage Features

The treatment of stormwater on new development sites can also add to, or detract from, the rural character of the corridor. Conventional, suburban practices have often created pristine ponds to retain site runoffs and curbs, gutters, and subsurface pipes to drain roadways. The existing road network consists of primarily rural roads or state highways with no curbs and open drainage swales. This treatment is not only a more environmentally sound practice, but adds to the rural character of the corridor.

Man-made Drainage Ways

Man-made drainage ways are swales and drainage features that provide alternatives to piped solutions. These drainage features can also integrate design standards that ensure an aesthetic that is consistent with the existing rural landscape. They are not meant to be routinely mowed, but can be enhanced with planting schemes that incorporate naturalizing plants. Other features such as rock outcrops and water features can be incorporated as additional enhancements to the drainage way. The preservation and enhancement of existing drainage ways, as well as the creation of new naturalized drainage channels, shall be a requirement of all new development projects.

Man-made Retention Ponds

Man-made ponds can make an immediate impact on the overall appearance of the corridor. The design of the pond should take into account visual quality as viewed from the road, hydrology and integration into pedestrian circulation. Naturalizing wetland-type plant varieties shall be used to reinforce the rural character of the ponds.

These retention areas have used native wetland plant varieties to reinforce a rural character.

Sign Criteria

The standards for signs and graphics within the corridor provide an instrument for protecting the physical appearance and rural character of the area while encouraging high quality, effective outdoor graphics for the purposes of navigation, information, and identification. Signs are a critical part of the built environment. If not properly regulated, signs can become a nuisance to adjacent properties or contribute to the depreciation of properties throughout the corridor.

Type and Location

Appropriately sized signs in visible and appropriate locations are key to the success of business and the visual appeal of the corridor.

Design Guidelines:

- No sign shall be placed as to interfere with the safe movement of vehicles or pedestrians entering, leaving, or crossing a public right-of-way.
- No views of approaching or intersecting traffic shall be obstructed.
- Directional signs shall not exceed two square feet in area and one foot in height.

General Wall Signs

Design Guidelines:

- The maximum allowable size for any wall sign shall be one square foot for every lineal foot of width of the building face to which the sign is attached, but shall not exceed the maximum size allowed for the use by the applicable Code.
- Wall signs shall generally be limited in number to one per building or use. For buildings or uses on corner lots having at least 100' of lot frontage on each of two public rights-of-way, a second wall sign may be permitted facing the second right-of-way.
- No two wall signs shall be closer than 30' apart. The provision for a second sign shall not apply to individual tenants in a multi-tenant building.

General Ground Signs

Design Guidelines:

- Ground signs may be monument, pylon or architectural signs. Monument signs are preferred for the corridor.
- All ground signs shall be located on the property to which it refers.
- No sign shall interfere with the safe movement of pedestrians and vehicles.
- All heights are to be measured from the top of the sign to the established grade line.
- Ground signs shall be limited in number to one per lot or multiple lots if devoted to one specific use or user. Buildings on corner lots having at least 100' of frontage on two public rights-of-way may be entitled to two ground signs, one oriented to each street.
- All ground signs shall integrate building materials from the building that the sign identifies into the design of the sign. The integration of materials such as brick, stone or wood into sign panels, sign bases, or columns is strongly encouraged.
- Ground signs are prohibited along the by-pass frontage.

Monument Signs

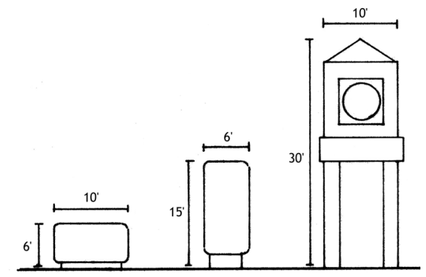
- Monument signs shall be encouraged throughout the corridor.
- Monument signs are defined as a horizontally-oriented sign that does not exceed 6' in height.
- Minimum setback from right-of-way is 15’.
- Maximum sign size is 60 sq ft. (6' height x 10' width)
- Maximum graphic area is equal to 2/3 of the sign square footage.

Pylon Signs

- Pylon signs are defined as vertically-oriented, ground-mounted signs, not exceeding 15' in height.
- Minimum setback from right-of-way is 20'.
- Maximum sign size is 90 sq ft. (15' maximum height x 6' width).
- Maximum graphic area is equal to 2/3 of the sign square footage.

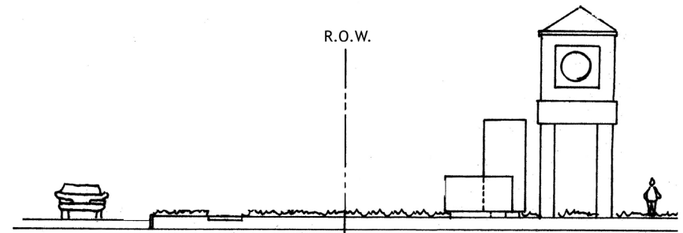
Architectural Signs

- Architectural signs are defined as signs that reflect an architectural character based on their design and material.
- Minimum setback from right-of-way is 35'.
- Maximum size of structure is 300 sq ft (10' x30').
- Maximum graphic area is equal to 1/2 of the sign square footage.



Monument Pylon Architectural

Sign Types



Sign Setbacks

Architectural signs often reflect the property architecture and are most appropriate for larger parcels that require larger signs.

Sign Design

Design Guidelines:

- Signs shall be limited to four primary colors, including black and white. The background is considered one of the four permissible colors. Any other additional colors shall be used sparingly as accents. Corporate logos with multiple colors are permitted in addition to the four primary colors.
- Create contrast between background colors and lettering colors. Typically, lighter letters on dark backgrounds are more legible than dark letters on a light background.
- Coodinate and complement building colors with the sign color(s).
- Any multifaceted sign shall consistently display the same name, message, and graphics on all faces.
- Reverse side of single side signs shall be unobtrusive and should blend in with the overall sign and its surroundings.
- Sign bases shall be part of the overall sign design and compliment the sign face, parcel architecture and landscape design.

The integration of materials such as brick, stone or wood to complement parcel architecture is strongly encouraged.

Typography Style and Size

Design Guidelines:

- No more than two typefaces shall be permitted per sign.
- The use of upper and lower case letters (except for upper-case only logos) shall be used on larger messages to conserve space and increase readability of the sign message.
- Building mounted signs shall have letters that are appropriately sized based on building size and façade. The maximum letter height shall not exceed 36".
- Monument and ground mounted signs shall have letters that are appropriately sized for this smaller sign type. Maximum letter height is 24" for a 60 square foot sign.
- No more than 2 sizes of lettering shall be permitted per sign.

Sign Message

Too much information on one sign can make them difficult to read by passing motorists.

Design Guidelines:

- Sign information shall be restricted to the name, address, function and logo of the establishment. Wording shall be kept to a minimum for motorist legibility.
- Include the business address on the sign when it is not clearly displayed on the building.
- Gasoline stations, whose principal business is the sale of motor fuel, may display, in addition to those signs permitted above, the following:
  - one, non-illuminated, double-faced sign not exceeding five square feet on a side for each set of motor fuel pumps identifying "self-service" or "full-service."
  - price and grade information can be displayed only on the permitted sign, in manually changeable copy. Changeable copy for these purposes should not include liquid crystal display (LCD), light emitting diodes (LED), or other similar electronic/mechanical displays. This is the only circumstance in which changeable copy may be used.
  - Signs limited to the identification of the brand name, logo or type of fuel sold and other signs as may be required by law shall be permitted on the motor fuel pumps. Fuel pumps shall not be illuminated. No signs projecting above the pumps may be permitted, except as required by law.
  - Any other signs as may be required by law.
- Drive-thru menu boards shall only be permitted on the property to which it refers. Signs should not be visible from the public right-of-way and should not exceed 32 square feet in size.

Prohibited Signs

- Prohibited signs in the corridor include: off-premise signs, billboard signs, signs with flashing lights, roof signs, rotating or animated signs, and changeable copy signs.

Number of Signs

Design Guidelines:

- The number of signs shall generally be restricted to one ground mounted and one building mounted per parcel. Exceptions may be made for extremely large sites with multiple entries. Auto dealerships should be permitted two ground mounted and two building mounted signs if a separate new car and used car sales operation exists on the same property.
- Ground signs shall be limited in number to one per lot or multiple lots if devoted to one specific use or user. Buildings on corner lots having at least 100' of frontage on two public rights-of-way may be entitled to two ground signs, one oriented to each street. The two signs should be no closer than 75'.
- An overall sign plan shall be submitted for all buildings and complexes with, or intended for, multiple tenants before sign permits for the complex or individual tenants are issued.
- Joint identification signs are recommended whenever feasible. A joint identification sign shall not exceed the maximum permitted height of any ground sign. Signage of individual occupants (e.g. retail anchors) on that joint identification sign may not exceed 100 square feet.

- One ground sign, identifying only the name of the shopping center or building complex, is preferred where there is more than three uses sharing the same site. Such signs are permitted in addition to the permitted signs of individual occupants, but shall not list the names of these occupants.

Sign Lighting

Sign lighting throughout the corridor shall be consistent, understated and properly disguised.

Design Guidelines:

If sign lighting is required or desirable, one of the following methods shall be employed:

- By a white, steady, stationary light of reasonable intensity, directed solely at the sign and/or otherwise prevented from beaming directly onto adjacent properties or rights-of-way. Light fixtures shall be screened from view by site grading or evergreen shrubs. No exposed light sources shall be permitted.
- By white interior light of reasonable intensity with primary and secondary images lit or silhouetted on an opaque background. The background must be opaque. No additional background lighting or illuminated borders or outlines shall be permitted.
- The level of illumination emitted or reflected from a sign shall not be of an intensity sufficient to constitute a demonstrable hazard to vehicular traffic on any right-of-way or parking lot from which the sign can be viewed.

Temporary Signage

Design Guidelines:

- Use temporary banners or signs as an on premise temporary sign for a period not to exceed 30 days.
- Temporary signs shall be limited to four colors, including black and white.

Site Lighting

The intent of the lighting requirements for the corridor is to establish a minimum lighting standard that creates a safe nighttime environment and allows for understated accenting of building features and signage.

- Parking areas and building entries must be lit on all new development projects.
- For general area lighting, including parking areas, cut-off down lighting is required to reduce spillage off of the building site.
- Uplighting may be used to illuminate a unique architectural feature, a special landscape element or signage. All uplights must be screened with landscaping.
- Security lighting is restricted to loading and storage areas.
- All lighting fixtures, which are being used for the same purpose within a given development, must be from the same or similar manufacturer's type to insure aesthetic compatibility.
- In parking lots, lighting must be placed in a landscaped island or on a 36" high pole base to protect both lights and vehicles from possible damage.
- Light fixtures shall be dark in color (black, bronze, dark green) to blend in with the landscape. The color of fixtures shall be coordinated with parcel architecture.

Area	Lamp Type	Maximum Height	Type
Parking Lot	High Pressure Sodium	28'	Cut-off
Pedestrian	Metal Halide or other efficient, long life lamp with white light	12'	Bollard 12' pole
Building Lighting	Metal Halide or other efficient, long life lamp with white light		Entry Soffit Spot Flood

Public Right-of-Way Treatments

Future improvements to public street right-of-ways and the by-pass right-of-way can have a dramatic impact on the rural character of the corridor. With the exception of some potential new public street construction, private developers will not be responsible for affecting the treatment of public right-of-way. Individual Townships and municipalities as well as the Ohio Department of Transportation (ODOT) have the best opportunity to enhance these environments.

Design Guidelines:

By-Pass Right-of-Way

- Supplement proposed By-pass screening from private development sites with additional native Ohio tree plantings (see *Standard Tree Palette* on page 13) along the right-of-way line. This will add to the vegetative buffer and help reinforce the scenic By-way status of the highway.
- Reforest infield areas at interchanges and other areas where the by-pass abuts other public right-of-way.
- Native vegetation and grade manipulation will be the only permitted visual or sound screening devices. Sound walls will not be included in future phases of the By-pass implementation or installed in response to future development along the By-pass.

State Highways, County Roads, and Local Streets

- Encourage future roads and improvements to existing roads to be designed without curbs. Roads with paved shoulders and open swale storm drainage will help preserve the rural character of the corridor.
- Street trees shall be placed in informal groups along the public right-of-way. They shall not be formally spaced at regular intervals along the street.

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Architecture

The physical expressions of structures on a site will have a profound impact on the aesthetic qualities of the corridor. The following architectural standards seek to guide future architecture toward sensitive solutions that complement the rural character of the corridor or blend in with the surrounding landscape. These standards have been organized into the following categories:

- Scale and Mass
- Materials and Colors
- Character and Style
- Storage and Equipment

Scale & Mass

Buildings should generally be low in profile to blend in with the gently rolling topography of the corridor. With the potential for light industrial and warehouse land uses in the corridor, it is important to address façade articulation of these potentially large building masses.

Design Guidelines:

- A maximum height restriction of 45' throughout the corridor will allow for 3 story buildings with pitched roofs or 4 story flat roofed buildings. Taller structures may be permitted based on sensitive siting of the structure.
- Large industrial or warehouse building masses shall be broken up with horizontal and vertical relief to the façade and special architectural features at entry points.

The mass of these warehouse buildings is minimized with horizontal and vertical relief to the façade and special architectural features at entry points.

Materials & Colors

Traditional rural architecture of Central Ohio incorporated a variety of natural building materials. Colors were reflective of these natural elements and were consequently muted earth tones that blended with the surrounding landscape. These standards recognize that to use all natural materials in new construction today can, at times, be cost prohibitive.

- Use of natural materials such as brick, stone, and wood are required on all building façades that front a public right-of-way. Use of natural materials on all other façades is strongly encouraged. Use imitation finish materials, such as vinyl siding and cultured stone, only when properly detailed as to width, profile, grain, vertical joints (building corners) and horizontal joints (lintel and sill trim). Note: the use of natural materials is not required on large warehouse uses.
- Building colors shall be limited to muted earth tones to blend with the surrounding landscape. White may also be used on all building types except for industrial/warehouse buildings. White shall not be the dominant color on any building that exceeds two stories.
- Within a campus of buildings, each buildings exterior finish materials and color palette must be compatible with all other buildings.
- Highly reflective or metallic surfaces are not permitted.
- The use of bright, high chroma colors will only be permitted as minor accents on the building façade and may not be the dominant color of the building.
- Roof and building façade colors shall be coordinated to complement each other.

Character & Style

In order to preserve the rural aesthetic of the corridor, new architecture should seek to incorporate forms and details of traditional farmstead buildings. Successful architectural solutions can be acheived through preserving and integrating actual rural structures (e.g. barns, silos, etc.), through the replication of those structures as part of a larger composition, or through a more subtle integration of basic architectural elements (e.g. gables, roof dormers, weather vanes, cupolas, etc.).

Blending a new structure with classic farmstead elements is a delicate balance that requires a willingness to look at alternatives. All new architecture with the possible exceptions of large warehouses and single family homes, should incorporate this farmstead aesthetic.

The following items, at a minimum, should be carefully considered for integration into new architecture:

- Natural materials: stone, brick, and timber
- Board and batten
- Clapboard siding
- Stone foundation
- Pitched roofs
- Roof dormers
- Metal seamed roofs
- Roof slates
- Eaves and cornice details
- Window shape and treatment
- Lattice work
- Weather vanes
- Cupolas

This retail center preserved two silos from the original farmstead and incorporated various forms and details into the new architecture.

Examples of successful commercial architecture.

This residential community's rental office, fitness center and community building is designed in the tradition of a Central Ohio farmstead.

Examples of successful residential architecture.

Storage & Equipment

Mechanical Equipment

Any external mechanical equipment (including any rooftop equipment, satellite dishes, as well as ground mounted mechanical equipment) shall be totally screened from view with materials that are similar to or the same as those used on the majority of the Building. The screening of the mechanical equipment shall be coordinated with the rest of the architecture so as to avoid being seen as an "add-on". Such equipment may also be screened with landscaping of 100% opacity.

Service Area and Dumpster

All Service Areas including loading docks, exterior storage and trash containers shall be totally screened from view with the same materials used on the building walls. Landscaping shall also be used to soften the impact of these areas within the environment.