

Design Guidelines for the Winton Road Corridor



Springfield Township, Hamilton County, Ohio

Winton Road Corridor Design Guidelines

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TABLE OF CONTENTS

INTRODUCTION 1

DESIGN OBJECTIVES 2

SCOPE AND APPLICABILITY 3

 # Approval Process Diagram 4

GENERAL GUIDELINES 5

 # Site Planning & Design 6

 # Architecture 13

 # Landscape Design 17

 # Signs 21

SUB-DISTRICT A GUIDELINES 24

SUB-DISTRICT B GUIDELINES 27

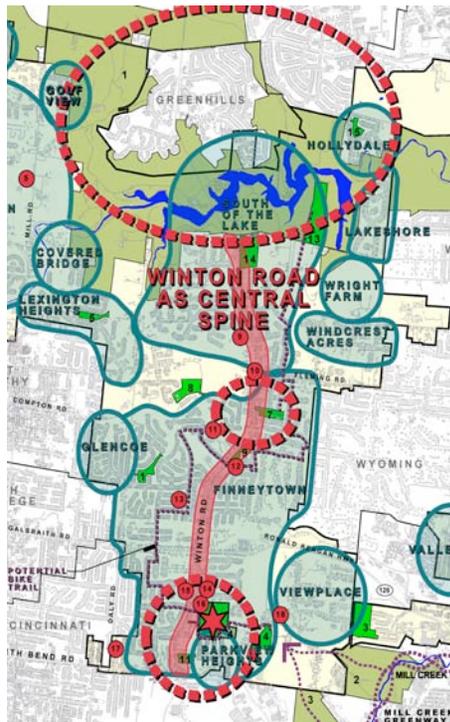
SUB-DISTRICT C GUIDELINES 30

SUB-DISTRICT D GUIDELINES 32

SUB-DISTRICT E GUIDELINES 36

INTRODUCTION

Springfield Township combines the best attributes of a successful residential and business community.



The Winton Road Corridor, which is the primary north-south thoroughfare in the Township, exemplifies this blend of land uses and serves as the Township’s “main street” and central business district.

It is important that this area present an image that is consistent with Springfield Township’s vision for the future. The Township has much to offer - attractive homes, tree lined streets designed for walking, good schools, strong civic institutions, fine parks, and an ideal location in relation to the Cincinnati metropolitan area.

The Township recognizes continued improvement is needed and the Winton Road Streetscape and Zoning Overlay Plan establishes a new vision for the rebirth of this corridor.

To begin the process of improving the image of Winton Road, the Township is making substantial new investments. A new fire station is being constructed adjacent to the Township offices.

Winton Road is scheduled to be improved and will receive new streetscape with decorative lights, new sidewalks, new plantings and furniture, all designed to create an attractive environment where residents can feel comfortable walking, bicycling, and enjoying their community.

The goal is to create a village like environment in an urban setting, a place where residents and visitors want to spend time, an image that will be synonymous with Springfield Township.





The new Township fire station exhibits design characteristics that are desirable along Winton Road

The purpose of the guidelines is to articulate the image that the Township is striving to achieve along the Winton Road Corridor. The guidelines are meant to provide examples to property owners and developers regarding the types of projects that will be received favorably by the Township.

development. The guidelines are meant to be used by Township officials as the basis for reviewing and approving development proposals made for properties along Winton Road under the provisions of the Winton Road Corridor Overlay District.

It is the hope of Springfield Township that in presenting these guidelines to property owners and developers at the earliest stages of project design, the community will benefit from high quality site design, architectural character, and site amenities.

The physical form of buildings, roadways, parking lots, lighting, sidewalks, site design elements, and landscape all contribute to defining the look and feel of the Winton Road Corridor. Carefully considered, these elements will distinguish Winton Road from other areas in the community and give residents a positive feeling about the place they call home.

Winton Road Corridor Overlay Zoning District

In conjunction with substantial public investment being made by the Township, a Winton Road Corridor Overlay Zoning District is to be established that will govern the approval process of any new

DESIGN OBJECTIVES

The following design objectives have been established for the Winton Road Corridor:

1. Promote a character of architecture and site development that is both vehicular and pedestrian-friendly, which establishes a unique and positive appeal for the Corridor.
2. Create a redevelopment plan for the corridor including distinctive sub-districts along the central portion of the corridor, which encourage mixed-use development of varying scales and intensities.
3. Mixed-use retail, office and residential development are encouraged by the plan. The vision is to create a distinctive blend of unique and independently owned shops and restaurants and national chains in the redevelopment of the corridor.
4. Create a commercial corridor that serves the Township residents with lifestyle enhancing services and products while taking advantage of the stability and generous spending habits of the community and surrounding areas.
5. Provide sufficient flexibility to allow architects and site designers to use creativity while remaining sensitive to the Corridors design and planning goals.



SCOPE OF GUIDELINES AND APPLICABILITY

These guidelines provide an outline of the expectations held by Springfield Township and Hamilton County regarding new development in the Winton Road Corridor. The standards of these guidelines apply to all types of development within the Winton Road Corridor Overlay District.

These guidelines are provided to assist developers, business owners, property owners, residents, Township and County staff, and local government boards and commissions work towards creative design solutions that improves the visual appearance of the Winton Road Corridor while promoting the public health, safety, welfare and morals of the community.

New development proposed within the corridor is subject to site plan review and approval. A Design Review Board appointed by the Springfield Township Trustees will be responsible for reviewing development proposals.

General adherence to the principles laid out in these guidelines will be the basis upon which, that review and approval will be done. The approval process to be followed with regard is diagrammed

on the following page. Any new development requiring a Zoning Permit must pass through this process to obtain final approval for construction.



Proposed gateway and streetscape improvements on Winton Road at Ronald Reagan Highway

WEEK

1

2

3

4

5

Winton Road Corridor Design Guidelines

Complete Application Filed With Township

Township Staff Reviews and Prepares Report

Township Zoning Commission Holds Hearing

Township Zoning Commission Determines Final Approval or Denial

Winton Road Corridor Overlay Zoning District
-
Development Review and Approval Process

SITE PLANNING & DESIGN

The vision for the future of the Winton Road Corridor is of an area that is visually attractive and is a comfortable place for pedestrians to walk. Thoughtful site planning plays an important part in achieving those goals.

Creative site design can increase the usability of a development for pedestrians and automobiles. Sites within the corridor should be harmoniously and efficiently designed in relation to the topography, size, and type of land, the character of adjacent properties and the proposed use.

Circulation

1. Vehicular Circulation

(a.) Entrances and exists should be designed to enhance the flow of traffic into or out of the parking lot, thereby reducing congestion or traffic hazards. Left turns should be limited. There should be sufficient maneuvering room

for vehicles to enter and leave the lot and individual spaces without endangering themselves, motorists, or pedestrians.

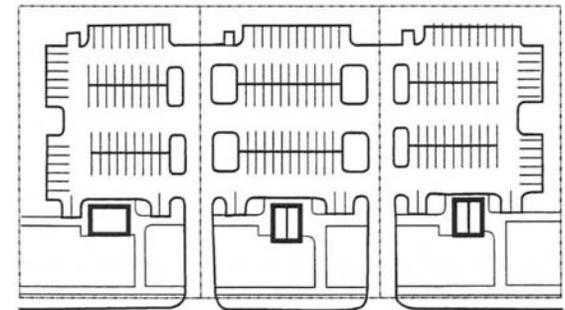
(b.) Off-street parking areas should consolidate and link rear parking lots and the use of shared driveways wherever possible to limit the number of access points or curb cut locations for a site.

(c.) The illustrations to the right show both Principles in practice. The preferred arrangement serves three properties adequately with two access drives, while the undesirable arrangement serves the same three properties with six access drives.

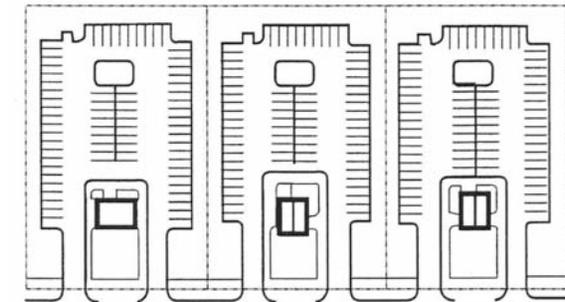
(d.) Wherever possible, the recommendations regarding shared access contained in the *Winton Road Corridor Study* prepared for the Hamilton County Engineer by Balke Engineers in August 2001 should be incorporated into redevelopment plans (as shown in the appendix of this report).

Shared Driveways

Do This



Not This



2. Pedestrian Circulation

(a.) The design of new developments and redevelopment projects must provide for a safe and attractive environment for pedestrians. Streets should be designed to be pedestrian-friendly by providing for the safe separation of pedestrians from vehicular traffic circulation systems.

(b.) Changes in paving materials and varying textures and colors should be used to visually separate pedestrian use areas from vehicle routes. Street trees and other vertical elements (bollards, lampposts, plantings, etc.) can be used as a buffer between sidewalks and vehicular traffic.

(c.) Sidewalks should be provided to connect all new developments or redevelopment projects to adjacent land uses. Sidewalks should be provided between the public sidewalk and the primary entrances of buildings. The provision of amenities, such as benches, trash receptacles, water fountains, shade trees, and flowerbeds are encouraged.



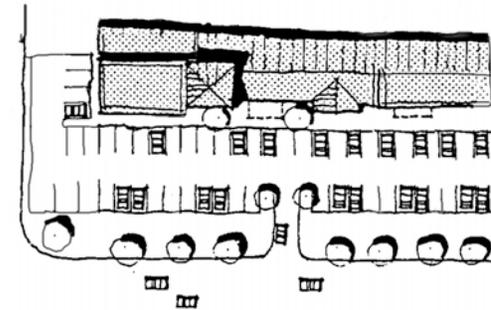
Placing buildings close to the street with strong well a defined pedestrian entrance, parking located to the side or in the rear enhances the pedestrian character of a business district

3. Parking Design

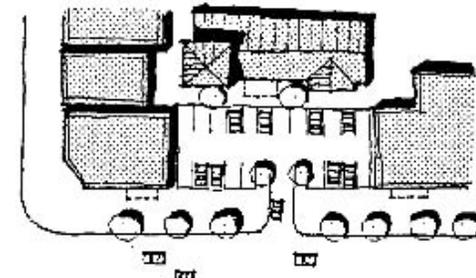
(a.) Parking lots should be functional and attractive. Parking lots must be designed to avoid conflicts between motorists and pedestrians. The objective of the site design should be to maintain safe and aesthetically pleasing vehicular and pedestrian circulation

(b.) Off-street parking lots should be designed to avoid large masses of paved surface and long rows of cars. Landscaped islands should be used to improve the appearance of a parking lot. Other design techniques include: varying the level of different sections of the parking lot; lowering the parking lot slightly below grade; or provide a gradual curve to a long line of parked cars. Concrete curbing or wheel stops should be used throughout a parking lot. The parking lot should also accommodate snow removal and storage without any significant loss of parking spaces.

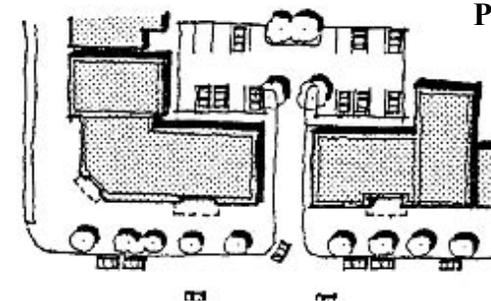
(c.) Off-street parking should be located at the side or rear of a building. If site characteristics require a parking lot to be constructed along a street frontage, the amount of front yard parking should be minimized and the parking screened with a hedgerow or a three-foot brick street wall.



Better



Preferred



4. Lighting

(a.) While the functional aspects of exterior lighting are important for public safety, equal consideration should be given to the appearance and durability of site lighting. Exterior lighting should be part of the architectural concept of the site.

(b.) Lighting can be used to enhance site features and the overall appearance of the site. Lighting can be used to accent landscaped areas, emphasize building textures and architectural features, highlight pedestrian walkways and building entrances, and establish a unique character. Fixtures, standards, and all exposed accessories shall be



harmonious with building design. As shown in the illustration to the left, on-site lighting should always be directed shielded and directed downward such that illumination and glare do not fall on adjoining properties.

4.01 Compatibility with Streetscape Design

(a.) Specific lighting poles (shown above) were chosen for use in as part of the public the right-of-way the Winton Road Corridor streetscape improvement program. Interior lot lighting should

coordinate with and accentuate the streetscape lighting provided in the right-of-way. This will add to the overall impact of the public investment in the streetscape program.

4.02 Compatibility with Building Design

(a.) Exterior light fixtures should be of a design and size compatible with the building. The use of floodlights, wall-pack lights, or other types of bright, diffused lighting is strongly discouraged.

4.03 Durability

(a.) Lighting must be designed to withstand all weather conditions, extreme temperatures, corrosion and dirt. In addition, the fixture must be mounted in a fixed position to assure the direction of light does not shift over time.

4.04 Gas Station Canopy Lighting

(a.) Canopy lighting in services stations is often especially bright due to the desire of property owners to create a sense of security for customers. Designed poorly, such lighting can be a visual blight glaring in the eyes of drivers on the street, falling on adjoining properties and adding to light pollution in the general area.

(b.) Services station canopy lighting should utilize flat lens fixtures that are flush with the canopy surface as shown in the lower photo to the left. Lighting fixtures such as shown in the lower right photo fail to control light and glare by not keeping it limited to the property in question.



Not This

5. Utility Areas and Uses

(a.) Every development has utility areas that are often unattractive and generate noise, odors, and other undesirable effects. These utility uses may include trash collection areas, grease disposal receptacles, loading and service bays, transformers, electric and gas meters, and similar uses. These areas should be screened by landscaping or a masonry wall and steel supported wood, as discussed below.

5.01 Utilities

(a.) Visible utility lines should be buried or rerouted to an unobtrusive location. All gas and electric meters, downspouts, and other appurtenances shall either be incorporated into the structure or be of similar color and/or materials to the principal structure.

5.02 Mechanical Equipment

(a.) All mechanical equipment, utility meters, storage tanks, air conditioning equipment, and similar equipment should be screened from view by landscaping or attractive architectural features either integrated into the

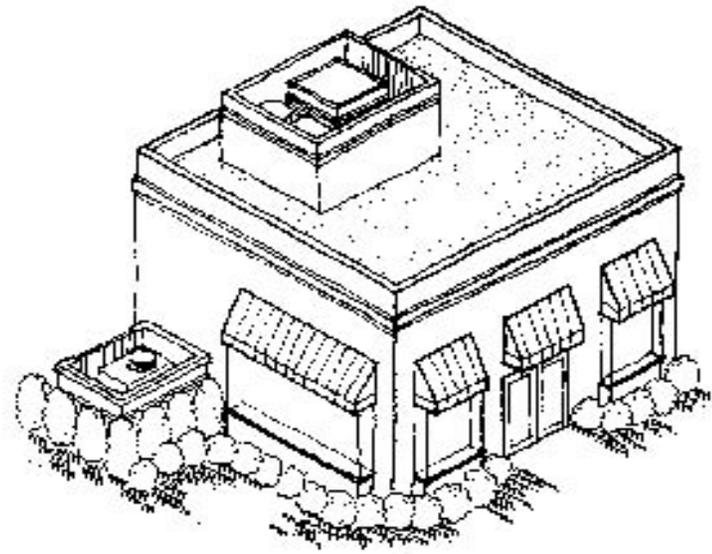
structure or constructed of the same materials as the building. Ground mounted mechanical units should be screened from view either by landscaping or in a manner architecturally compatible with the building. Roof mounted mechanical units should be screened from view by architectural features and not visible from any side of the building.

5.03 Waste Receptacles

(a.) All waste receptacles should be located to the rear of the building where views from the street and neighboring properties are minimized. Receptacles should be located where they will not disturb adjacent uses and should not be the visual focal point of driveway or parking areas. They should also be located to facilitate collection and minimize any negative impact on persons occupying the development site,

neighboring properties, or public right-of-way.

(b.) The location and method of screening waste receptacles should be shown on all site plans along with an illustration depicting the path of refuse vehicles to ensure that conflicts with parked car and structures are minimized.

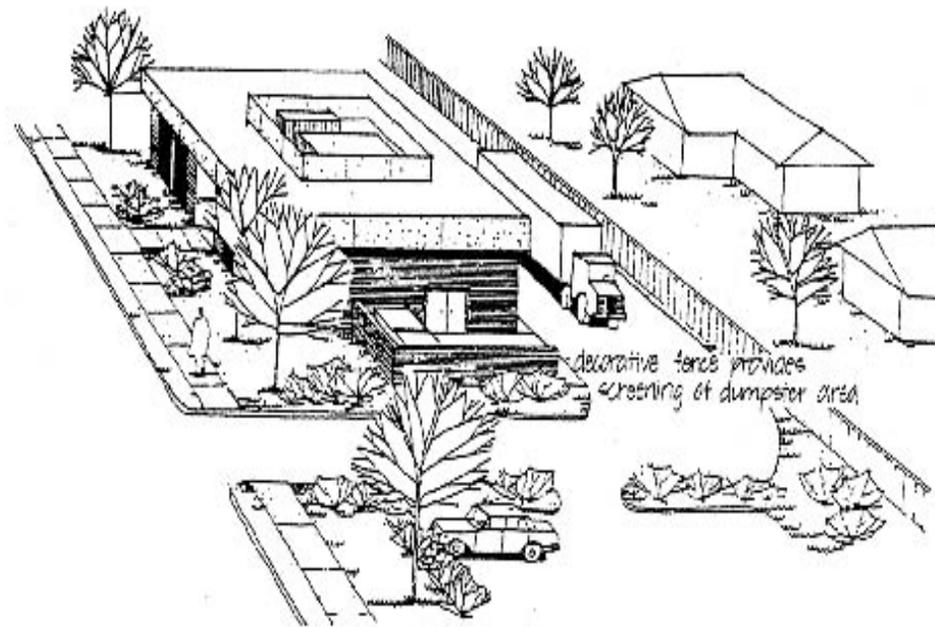


Waste receptacles should be located to the rear of the building and screened with a permanent building or a masonry wall.

6. Loading and Unloading Areas

(a.) All constructed loading/unloading areas should be located to the rear of the building so they are not the visual focal point of a driveway or a parking area. Loading/unloading areas should be located in a manner that does not conflict with auto or pedestrian movements.

(b.) All loading/unloading areas that face or are visible from adjacent properties, public thoroughfares, or parking lots should be screened by masonry walls or landscaping of effective height. If parking is located to the rear of the building, the loading/unloading area should be screened by attractive wing walls that are extended from the building and integrated into the structure. These wing walls should be constructed of the same materials as the building.



Loading areas should be located behind buildings and screened from view both from the street and from adjoining properties

ARCHITECTURE

It is the goal of the Winton Road Corridor Overlay District that the buildings along Winton Road contribute positively to an overall image. It is not the intent of these guidelines to mandate a particular architectural style or to restrict innovation or variety.

1. Architectural Guidelines

(a.) The architecture of new construction should strive to achieve a timeless quality and exhibit design features that relate to the surrounding natural and built environment with regard to textures, scale, mass, proportion and color.

(b.) New buildings and renovations must compliment and improve the corridor. A strong visual relationship between the building, the site, the streetscape, and adjacent development is vital for overall design compatibility.

(c.) The use of unusual shapes, colors, and other characteristics that cause developments to call excessive attention to them-selves creating visual clutter should be avoided. Standardized franchise architecture should be avoided in favor of an architecture that respects the existing community



This commercial building exhibits desirable qualities in several ways. The use of brick indicates quality. The pitched roof conceals the size of the building. The pedestrian entrance is well connected to the street and clearly visible. Landscaping softens the building and screens the parking area, which is well located on the side of the building rather than in front. Lighting fixtures are well positioned to minimize off site spillage



The building design illustrated above incorporates articulation in the façade that visually helps to break up the mass of the structure. The use of a gable implies a pitched roof even though this is a flat roofed building. The use of brick implies a level of permanence.



The design of the commercial development incorporates several desirable elements. By placing the building close to the street the pedestrian character of the area is enhanced. Placement of window in the face of the building near the street also strengthens the connection to the street.

The articulation of the building face and variations in height obscure the building's size and mass. The use of a cornice echoes other buildings in the area

1.01 Building Materials

(a.) The use of high quality, durable building materials with the appearance of permanence and substance is encouraged. Building should be constructed of or covered with brick, wood, vinyl siding, or similar materials. The use of bare metal, metal panels, EIFS or “dryvit”, imitation brick or stone, mirrored or reflective glass surfaces, or concrete should be used in limited quantities. Extensive use of wood or similar materials for molding is encouraged. Colors should be harmonious and only compatible accent colors should be used. Loud, gaudy, or fluorescent colors are discouraged. Proposed colors should be specified



This

on the site plan and color chips or samples should be provided.

1.02 Windows

(a.) The size and shape of windows and the rhythm of the window pattern, should accentuate the architecture of the building and help it relate to the adjacent streetscape. Views through the window should not be blocked by signs or neon lights.



Or This

1.03 Cornice and Fascia

(a.) A well-defined cornice or fascia may be used to create a strong roof line which visually “caps” the building, provides a finished appearance to the façade, and assists in unifying buildings within a block. A strongly articulated cornice is especially important in giving visual distinction to an upper façade that lacks window openings or other architectural detailing.



Not This



1.04 Façades & Entrances

(a.) The design of the front facade of a building plays a key role in creating visual interest and activity at the street level. Articulation and staggering of walls is encouraged along the facades of all buildings along the corridor to break up an otherwise potentially monotonous front façade and

effectively reduce the visual expanse of the structure.

1.05 Pedestrian Access

(a.) Pedestrian access is an important part of the ambience envisioned for the Winton Road Corridor. Pedestrian entrances for commercial and office buildings should be attractive, architecturally interesting, and at a scale that is pedestrian-friendly, rather than

automobile oriented. Building openings and entrances should be integrated into the street-facing facade of all buildings.

1.06 Rear Facade

(a.) Rear entrance facades should be of finished quality and constructed of the same materials as the front facade. With parking located in the rear of the building, the rear entrance should be as inviting as the front facade, only at a reduced scale. Signage should be limited to minimal identification signs. Trash cans, waste receptacles, and loading areas at the rear must be screened with a masonry wall or landscaping.



LANDSCAPE DESIGN

Site landscaping is an integral component for creating a unique look and feel to the Winton Road Corridor. These guidelines for landscape design are in addition to the landscaping regulations of the Hamilton County Zoning Resolution. In order to promote high quality development, the following landscape guidelines should be adhered to:

1. General Requirements

(a.) Developers are expected to include a comprehensive landscape plan developed by a registered landscape architect, with their site plan.

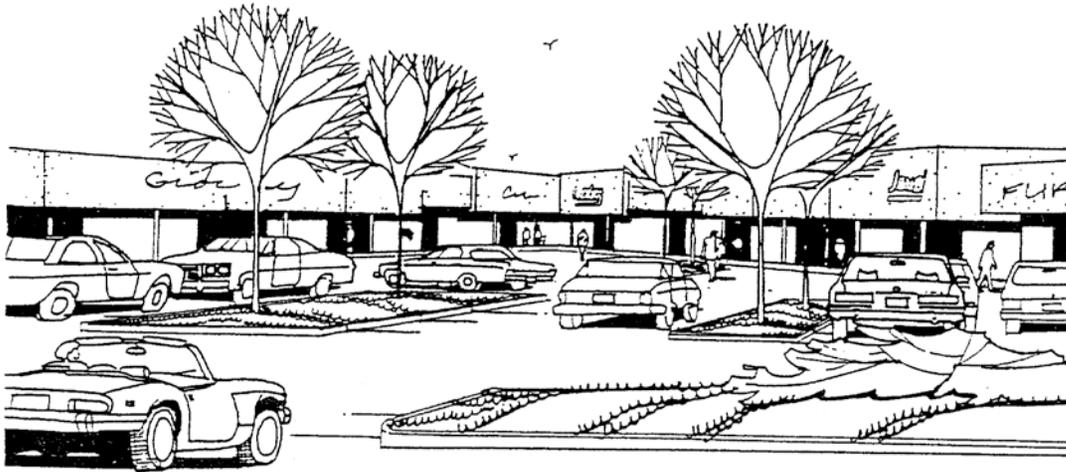
1.01 Existing Vegetation

(a.) Existing landscape elements, such as mature and healthy trees, shrubs, and woodlands should be incorporated into

the proposed landscape design. Mature trees take years to establish and comparable replacement ones can be expensive. Mature trees also create a sense of permanence and continuity to a new or redeveloped site. However, this design principle does not extend to diseased or nuisance vegetation. In the development of a site, great effort should be made to protect existing trees.

1.02 Proposed Vegetation

(a.) The landscape design should emphasize a balanced variety of hardy deciduous and evergreen plant material. A design that consists of a large number of just one or two types of shrubs or trees can be easily devastated by insect or disease infestation. However, if the plant variety is too great, it will be difficult to create an attractive, cohesive design. Year-round effectiveness of plantings must be considered and should include a mix of



deciduous, ornamental, and evergreen trees and shrubs.

Suggestions pertaining to minimum plant size and maximum spacing help ensure that landscape intentions are met. Minimum sizes and maximum spacing at the time of installation should be listed on the site plan.

Care in location of proposed plant material should be taken to avoid damage to utility lines (above or below ground), or restrict motorists sight distance at intersections and curb cuts or effect the movement of traffic to and from public roadways.

The use of native plant materials should take precedence over exotic or non-native plants. Invasive plant species should not be used (e.g., Purple Loosestrife). Plant material and grasses should be of acceptable varieties and species, free of insects and disease, hardy to Hamilton County, as well as conform to minimum standards of the American Association of Nurserymen.

1.03 Street Trees

(a.) Large Oak trees are a unique landscape element along portions of the Winton Road Corridor. Where sufficient planting width is available between the road and the front building line, street trees should be planted either in or just outside of the rights-of-way. Plantings in the rights-of-way, where permitted, should be large caliper deciduous canopy trees, preferably Oak varieties. Street trees will provide visual continuity while softening the visual impact of intensely developed areas. Tree species that are recommended for use in the Winton Road Corridor are listed in the Appendix of this document.

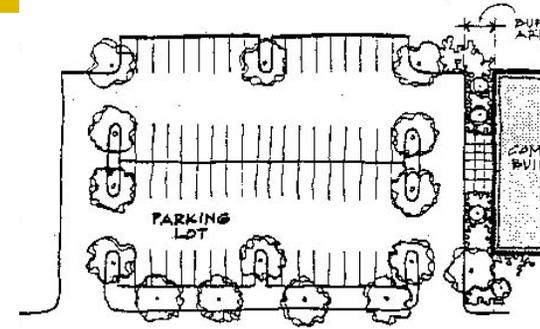


1.04 Front Yard Landscape

(a.) It is important that Winton Road Corridor developments implement a front yard landscape, including native grasses, shrubs and bushes, and trees. The use of berms and large expanses of grass without vertical landscape are discouraged.

1.05 Parking Lots

(a.) Landscaping in parking lots should be utilized to screen the parking compound from the road, improve and define traffic circulation, reduce solar heating of the parking surface and cars, and improve the overall appearance of the parking compound.



Parking lot landscaping and interior site landscaping should be provided in quantities that improve the appearance off the site and screen parked vehicles from the street and adjoining properties



1.06 Interior Site Landscaping

(a.) In addition to landscaped buffers, greenbelts, and parking lot landscaping, the interior area adjacent to proposed or existing structures should be developed as landscaped open space. Open space areas provides balance to site landscaping and enhances the exterior appearance of the building

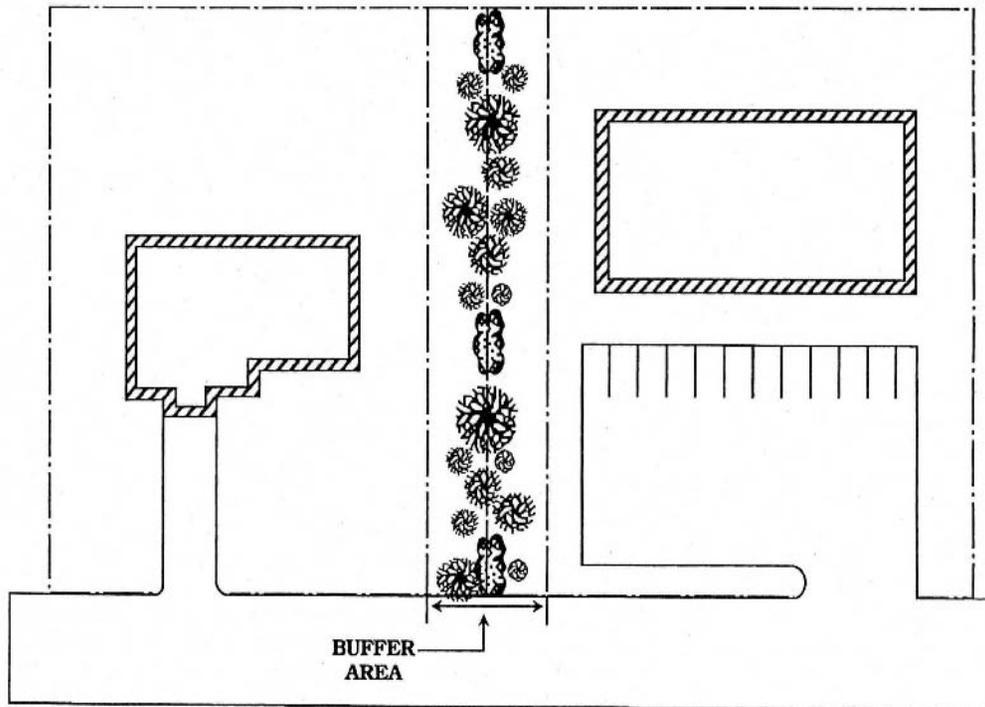


1.07 Screening Between Conflicting Uses

(a.) Landscaping should be provided in quantities suitable for adequate

screening of headlights, on-site lighting, and noise between commercial and residential uses. In all cases, landscaped screening is preferred to a wall

BUFFER AREA



1.08 Landscape Maintenance

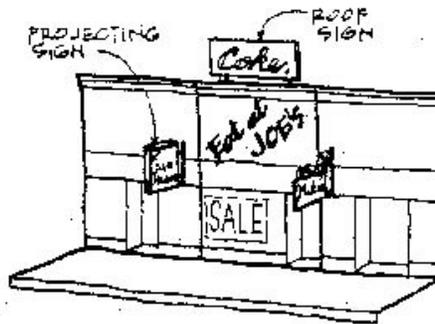
(a.) It is recommended that the property owner maintain site landscaping in a reasonable healthy condition, free from debris and refuse. All unhealthy installed plant material should be replaced within one year, or the next appropriate planting season. Provisions for irrigation will help ensure healthy plant materials and should be an integral part of any landscape design. A plan for landscape maintenance and irrigation is required on any proposed site plan.

SIGNS

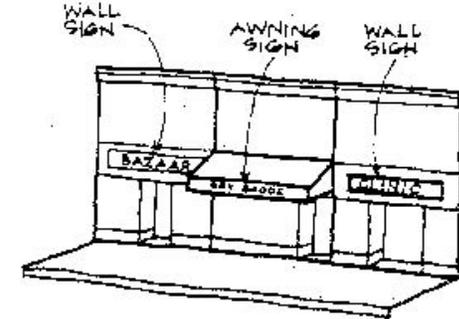
The location, size and lighting of signs should be as important as any other building component taken under consideration when a building or site is designed. Signs should be designed to enhance the building architecture and/or the site and relate to the building scale or style, rather than appearing as an afterthought. Signs should always use similar site building elements.

Every business requires identification of some type, whether it is the name of the establishment or merely the street address. In providing needed signs, businesses are encouraged to consider the broader impact on the appearance of the Winton Road Corridor and on people's image of the community. An attractive, coordinated, well-designed sign has a positive impact on both local business and the community.

Inappropriate Signage



Appropriate Signage



1. Wall Signs

(a.) Wall signs should be an integral design element of a building's architecture and compatible with the building's style in terms of location, scale, color and lettering. Wall signs should not project above or beyond the building.

1.01 Sign Materials

(a.) Signs should consist of materials and colors similar to the primary structure. Monument signs should be integrated into the landscaping of the site.



1.02 The Message

(a.) It is important to keep the message simple and direct. The number of words and graphic elements should be held to the minimum needed to convey the sign's message and prevent confusion.

1.03 Color

(a.) Sign colors should be chosen based upon compatibility with the exterior colors of the building. The use of contrasting colors with light images on dark backgrounds generally make signs easier to read. Signs with white backgrounds are discouraged.

1.04 Lettering

(a.) Lettering styles and graphic symbols should be bold and simple and should reflect the nature of the business.

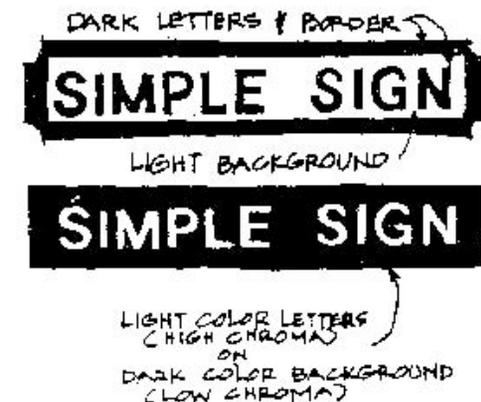
1.05 Illumination

(a.) Signs should not be flashing, intermittently illuminated or oscillating. Sign lighting should not be overly intense or cause annoying glare.



(b.) Additionally, sign lighting should always be directed downward. Sign with changeable messages are discouraged. Signs should not have moving parts or the appearance of moving parts.

(c.) In the illustration above note the simple signage that is compatible with building's design and the stylistic lighting fixtures directed downwards.



Do This



Not This



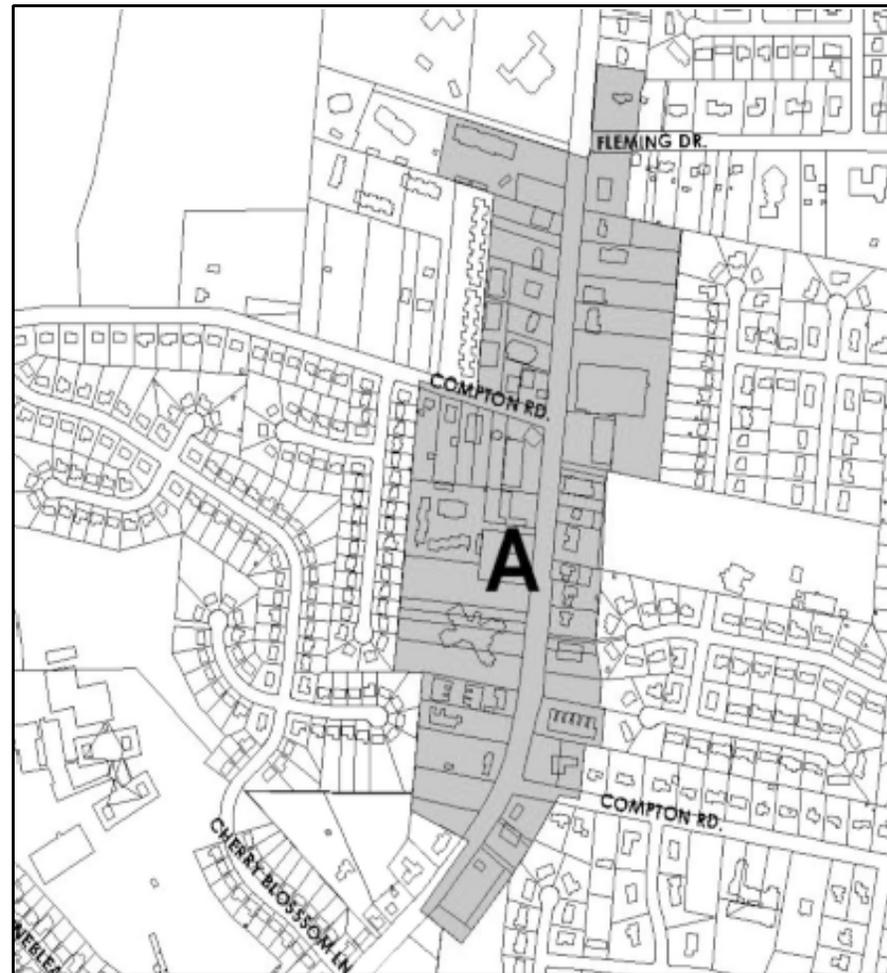
SUBDISTRICT A

Winton Road Corridor Design Guidelines

Subdistrict A is becoming the civic core of Springfield Township. The relocation of the Township Fire Station to a site adjoining to the Township offices adds a significant new presence in the area.

Sub-district A is planned to have the look and feel of a cohesive village-scale commercial and civic area. Pedestrian connections between the residential areas behind the corridor and the businesses along the corridor are encouraged.

The architecture of renovated and newly constructed buildings should blend with the residential neighborhoods surrounding Winton Road. Beyond the guidelines that are applicable throughout the district, Subdistrict A has specific guidelines that apply to new development and redevelopment.



Site Design

1. Building Placement

(a.) Buildings should be placed at close to the front setback line as possible. The front entrance of the building should face toward the street and provide an inviting entrance to pedestrians. Whenever possible, parking should be placed to the rear and sides of the building.

Architecture

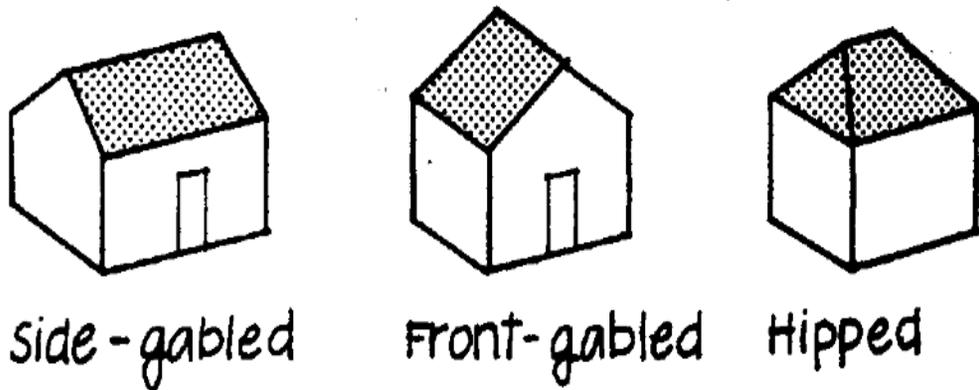
2. Roof Shape and Colors

(a.) Roofs that are peaked or have the appearance of being peaked are encouraged. The roof shape and materials should be architecturally compatible with the rest of the building. Flat roof buildings should only be allowed in structures that are designed following the type or style of traditional commercial buildings. Brightly colored roof materials and/or roofline accents are discouraged.

3. Building Materials

(a.) Buildings within Subdistrict A should use building materials that are appropriate to the residential and civic oriented environment. In particular, the use of brick, and wood are encouraged. The use of reflective glass, panel brick or stone, dry-vit/EIFS, concrete or metal is discouraged.

(b.) The building materials and colors used in the new Township firehouse should be regarded as a model for new buildings in Subdistrict A.



: Preferred roof shapes are peaked or have the appearance of being peaked.

Landscape Design

4. Front Yard Buffers

(a.) Because of the importance of pedestrian and neighborhood connections, front yard landscaping in Subdistrict A should be provided beyond what is required by the Zoning Resolution. In particular, Oak trees should be provided along the right-of-way to provide shade to pedestrians and create a roadway tree canopy. Ornamental trees and shrubs should also be provided to provide an attractive front yard along the Corridor. Berms are discouraged as they are created to shield sites from vehicular traffic and do not encourage the use of adjacent sidewalks by pedestrians.

5. On-site Lighting

(a.) Decorative light fixtures that coordinate with streetscape lighting poles are required. Overall lighting levels should be compatible with the neighborhood light levels behind the Corridor. Area lighting must be down-directed and should be designed so that no light is directed off-site

6. Pedestrian Plazas

(a.) Where possible, new developments should include small pedestrian plazas along the sidewalks of the Winton Road Corridor that includes brick pavers, landscaping, and hardscape (benches, etc.). These small plazas will encourage the use of sidewalks along Winton Road and add to the sense of this area as the Township civic center.

Signs

7. Ground Signs

(a.) The provision of ground signs are encouraged in Subdistrict A. Pole signs are discouraged, even in multiple tenant buildings. Ground signs should be constructed of material that matches the building and should be modest in design, recognizing the pedestrian orientation of the neighborhood.

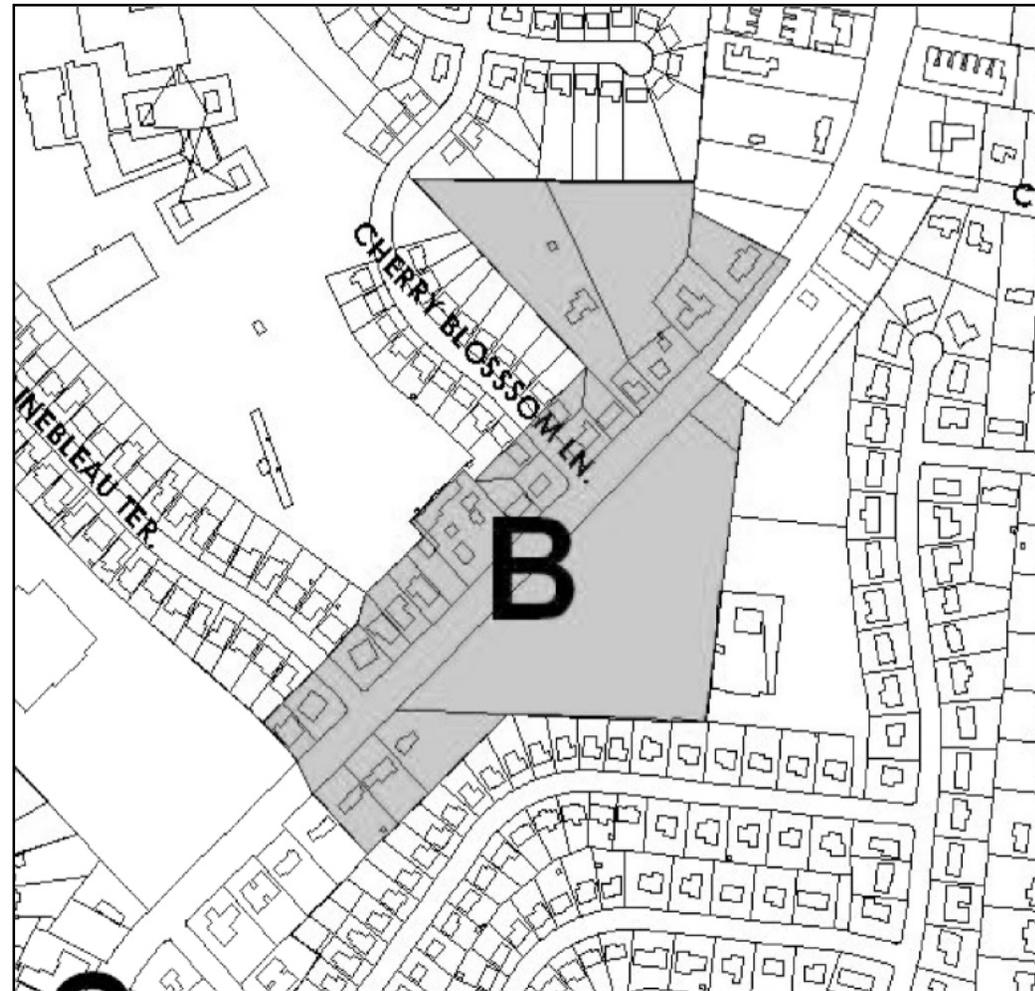


SUBDISTRICT B

Subdistrict B is planned to continue as a residential neighborhood, and the “green heart” of the corridor. The existing larger setbacks from the street should be maintained in sub-district B and the large trees that are present should be retained.

An important aspect of Subdistrict B is the presence of both Finneytown High School and Brent Elementary School with its accompanying athletic field.

A major objective of this district is ensuring safe pedestrian connections between surrounding neighborhood and the school, while providing land uses and developments that are appropriate to a residential and school environment

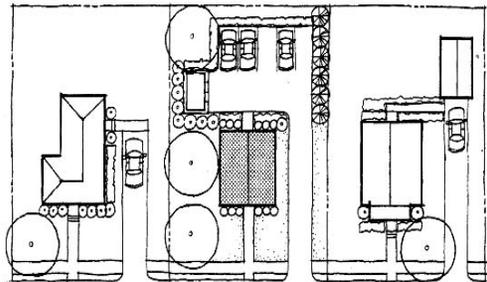


SUBDISTRICT B

Winton Road Corridor Design Guidelines

1. Building Placement

(a.) The required setback for Subdistrict B is wider than for nearby subdistricts because of the residential character of the neighborhood. The setback is intended to provide adequate room for driveways and front yard landscaping. The placement of the building should follow an established residential setback pattern, considering the location of the setback of buildings to either side. The front entrance of the building should face toward the street and provide an inviting entrance to pedestrians. Garages and parking lots should be placed to the rear of the b



2. Historical Structures

(a.) Subdistrict B contains structures of historical significance. Every effort should be made to preserve and restore these structures to their original state. New developments that adjoin historic structures should take care to include complimentary architectural features, materials, scale, and proportion so that historic structures are not out of place on the Corridor.



3. Roof Shape and Colors

(a.) Roofs that are peaked or have the appearance of being peaked are encouraged. The roof shape and materials should be architecturally compatible with the rest of the building. Flat roof buildings

should only be allowed in structures that are designed following the type or style of traditional commercial buildings. Brightly colored roof materials and/or roofline accents are discouraged.

4. Building Materials

(a.) Buildings within Subdistrict B should use building materials that compliment the surrounding residential environment. In particular, the use of brick, and wood are encouraged. The use of reflective glass, panel brick or stone, dry-vit/EIFS, concrete or metal is discouraged

5. Ground Signs

(a.) The provision of ground signs are encouraged in Subdistrict B for commercial properties. Pole signs are discouraged, even in multiple tenant buildings. Ground signs should be constructed of material that matches the building and should be modest in design, recognizing the residential orientation of the neighborhood

6. Front Yard Buffers

(a.) Because of the importance of pedestrian and neighborhood connections, front yard landscaping is Subdistrict B should be provided beyond what is required by the Zoning Resolution. In particular, Oak trees should be provided along the right-of-way to provide shade to pedestrians and create a roadway tree canopy

(b.) Ornamental trees and shrubs should also be provided to provide an attractive front yard along the Corridor. Berms are discouraged as they are created to shield sites from vehicular traffic and do not encourage the use of adjacent sidewalks by pedestrians

7. On-site Lighting

(a.) Decorative light fixtures that coordinate with streetscape lighting poles are required. Overall lighting levels should be compatible with the neighborhood light levels behind the Corridor. Area lighting must be down-directed and should be designed so that no light is directed off-site



Large shade trees close to the street (primarily Oak trees), are characteristic of Sub-district. New development in Subdistrict B should maintain this characteristic either by retaining the existing trees or by including similar trees as part of landscaping plans. Large trees along the right-of-way to provide shade to pedestrians and create a roadway tree canopy.

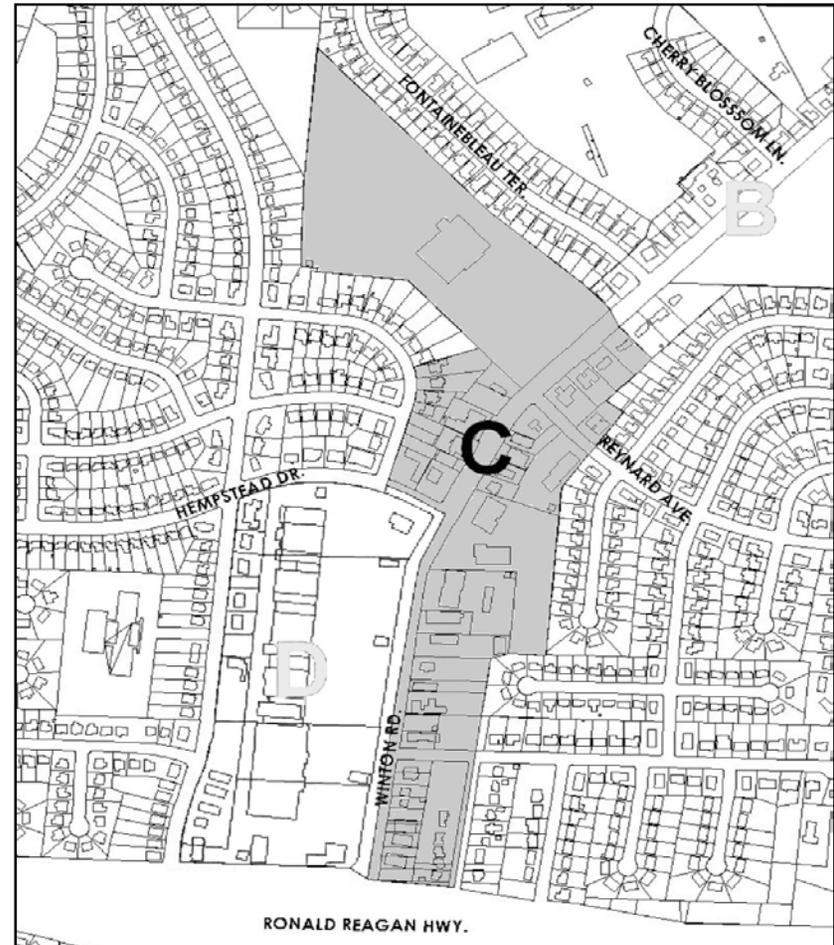
SUBDISTRICT C

Winton Road Corridor Design Guidelines

Subdistrict C is intended to provide a transition higher intensity commercial transition between the predominately residential character of Subdistricts A and B and the highly intensive commercial uses along Ronald Reagan Highway.

The development in this area should be a mixture of office and less neighborhood-serving commercial uses that are well planned through the use of landscaping, attention to architectural detail and appropriate building placement.

As in Sub district A, buildings should be located in close proximity to the street with parking located beside or behind the building and signs should be kept unobtrusive.



Site Design

1. Building Placement

(a.) Buildings should be placed at close to the front setback line as possible. The front entrance of the building should face toward the street and provide an inviting entrance to pedestrians. Whenever possible, parking should be placed to the rear and sides of the building.

2. Access Management

(a.) The use of shared drives between developments and the provision of connections between sites should be considered. It is important to minimize the number of access drives and left hand turns along Winton Road. Site design should encourage pedestrians to walk between commercial uses rather than driving to individual buildings within a site.

Architecture

3. Building Materials

(a.) Buildings within Subdistrict C should use high quality building materials. In particular, the use of brick, and wood are encouraged. The use of reflective glass, panel brick or stone, dry-vit/EIFS, concrete or metal should be limited to small quantities.

4. Character of Design

(a.) It is important that the buildings within Subdistrict C are designed with local character and not designed according to franchise design standards. The use of high quality materials (i.e., brick or wood) and careful attention to design elements can create a commercial building that adds, rather than detracts, to the unique character of Winton Road.

Signs

5. Ground Signs

(a.) The provision of ground signs are encouraged in Subdistrict C. Pole signs are discouraged, even in multiple tenant buildings. Ground signs should be constructed of materials that match the building and should be modest in design.

SUBDISTRICT D

Sub-district D primarily contains the existing Brentwood shopping center. Retail redevelopment of this site should exhibit a unified architectural theme, and architectural detail such is exhibited in the two examples shown below.

Example A



Example B



Site Design

1. Front Yard Buffers

(a.) Because of the importance of the local character of this commercial district, front yard landscaping is Subdistrict C should be provided beyond what is required by the Zoning Resolution. Ornamental trees and shrubs should be provided to provide an attractive front yard along the Corridor. Berms are discouraged as they are created to shield sites from vehicular traffic and do not encourage the use of adjacent sidewalks by pedestrians.

2. Buffers between Different Uses

(a.) Where office and commercial development abuts residential development, buffering landscaping that protects against off-site impacts should be provided. Off-site impacts, such as noise, light, and smells can be limited by tall evergreen landscaping and attractive masonry walls. Plant materials used in such buffer areas should include seasonal and size variety

3. On-site Lighting

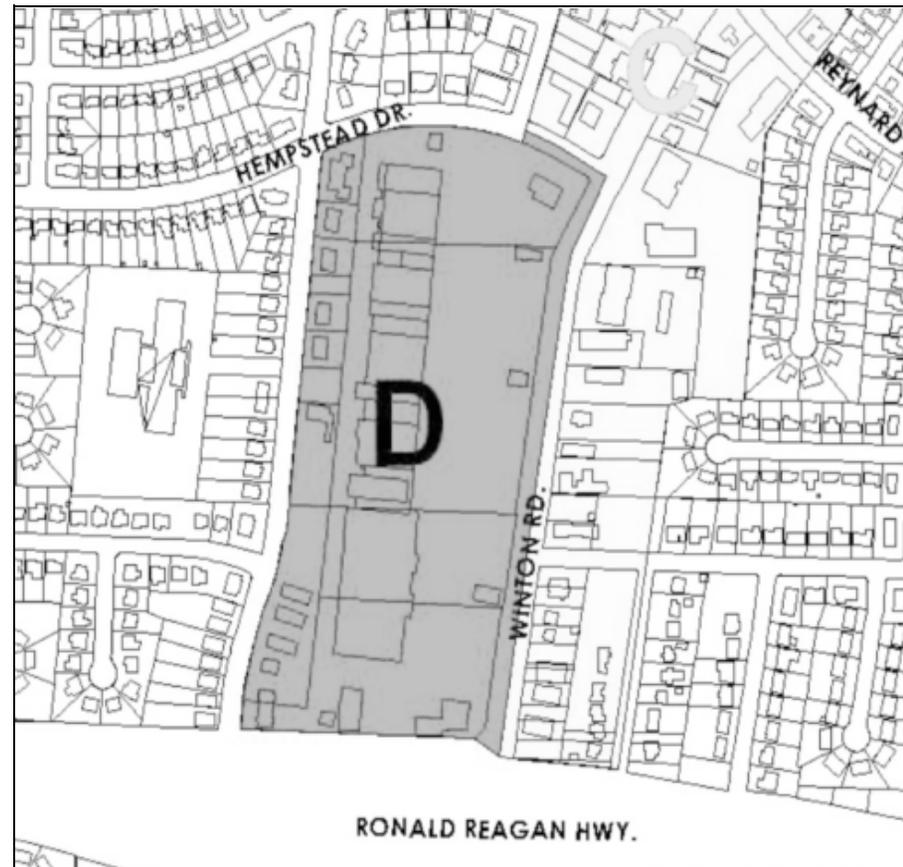
(a.) Decorative light fixtures that coordinate with streetscape lighting poles are required. Overall lighting levels should be compatible with the neighborhood light levels behind the Corridor. Area lighting must be down-directed and should be designed so that no light is directed off-site. Gas stations must ensure that canopy lighting is not exposed and directed downward, limiting the amount of ambient light from the site.

SUBDISTRICT D

Winton Road Corridor Design Guidelines

Subdistrict D is planned for larger higher intensity, retail uses that draw from a large trade area. The Subdistrict currently contains a neighborhood shopping center with a large parking lot fronting Winton Road.

Redevelopment of this site is a high priority for the Township, who desires the site to become an upscale neighborhood or lifestyle shopping center. A high quality shopping center is appropriate in Subdistrict D and should be developed to include pedestrian connections and high quality building materials.



4. Pedestrian Connections

(a.) While it is unlikely that building placement will change significantly on this site, the site could be designed to be more pedestrian friendly through the use of landscaping, paths, and architectural design. Pedestrians should be encouraged to park their cars and walk through the site. The use of landscape islands and brick pavers throughout the site can assist in slowing circulating traffic, while ensuring that pedestrians feel comfortable walking from store to store.

5. Articulation

(a.) It is important that any renovation and redevelopment of this building address the need for articulation along the façade facing Winton Road. It is important that there are changes in textures and breaks in the wall front that add interest to the building and break up what appears to be a long wall of shops.

6. Signs

(a.) Subdistrict D is encouraged to develop one large pole sign that adds an architectural element to the site and is constructed of material that matches the building. It is envisioned that the site may consider the construction of a clock tower or similar structure that provides an interesting entrance feature to the corridor and provides modest signage for the uses in the shopping plaza.

(b.) Any new development will likely incorporate the use of wall signs into the plaza. Wall signs should also be modest, constructed of high quality materials, and are not internally illuminated

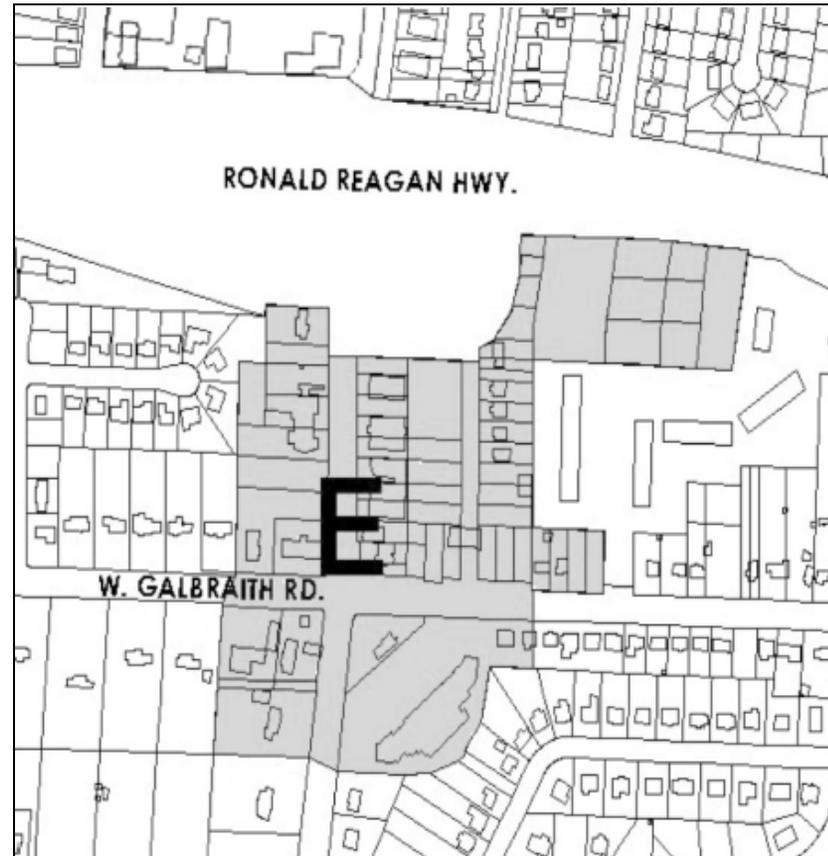
7. Landscape Design

(a.) Interior landscaping in the parking lot of this site is important. Islands and parking row landscaping should be provided and include larger caliper trees and shrubs that provide year-round interest. The greening of this parking lot would reduce run-off and provide a quality atmosphere for patrons.

SUBDISTRICT E

Subdistrict E is planned as a higher intensity office and commercial area emphasizing the location adjacent to the Ronald Reagan Highway. Buildings of landmark quality are especially appropriate for this highly visible location.

The buildings in this district may have higher profiles, particularly in the area located in the northeast quadrant of the intersection of Galbraith and Winton Roads. Particular care to landscaping and appropriate lighting is important due to the visibility of this location



Site Design

1. Building Placement

(a.) Buildings should be placed as close to the front setback line as possible. The front entrance of the building should face toward the street and provide an inviting entrance to pedestrians. Whenever possible, parking should be placed to the rear and sides of the building.

2. Access Management

(a.) The use of shared drives between developments and the provision of connections between sites should be considered. It is important to minimize the number of access drives and left hand turns along Winton Road especially between Ronald Regan Highway and Galbraith Road. Site design should encourage pedestrians to walk between commercial uses rather than driving to individual buildings within a site.

3. Signs

(a.) The provision of ground signs are encouraged in Subdistrict E. Pole signs are discouraged, even in multiple tenant buildings. Ground signs should be constructed of material that matches the building and should be modest in design.

4. On-site Lighting

(a.) Decorative light fixtures that coordinate with streetscape lighting poles are expected. Overall lighting levels should be compatible with the neighborhood light levels behind the Corridor.

(b.) Area lighting must be down-directed and should be designed so that no light is directed off-site. Gas stations and convenience stores must ensure that canopy lighting is not exposed and is directed downward, limiting the amount of ambient light falling off-site.

Landscape Design

5. Buffers Between Different Uses

(a.) Where office and commercial development abuts residential development, buffering landscaping that protects against off-site impacts should be provided. Off-site impacts, such as noise, light, and smells can be limited by tall evergreen landscaping and attractive masonry walls.

Appendix

Recommended Tree Species for Use In Winton Road Corridor

Fraxinus americana "Autumn Purple" or "Rose Hill" - White Ash
Fraxinus pennsylvanica 'Marshall's Seedless' or 'Patmore' or 'Summit' - Green Ash
Gleditsia tricanthos var. Inermis "Skyline" - Skyline Thornless Honey Locust
Quercus rubra - Oak Species (Red or Northern Red)
Tilia cordata 'Greenspire'- Greenspire Little Leaf Linden
Ulmus parvifolia 'Dynasty' - Dynasty Lacebark Elm
Ulmus americana 'Princeton' - Princeton American Elm (Resistant to Dutch Elm)
Tilia Tomentosum - Silver Linden
Crataegus crus-galli var. inermis - Thornless Cockspur Hawthorn
Crataegus viridis "Winter King" - Winter King Hawthorn
Ostrya virginiana - American Hophornbeam
Sophora japonica - Pagoda Tree
Koelreuteria paniculata - Goldenrain Tree
Taxodium distichum - Bald Cypress
Platanus x acerifolia 'Bloodgood' - Bloodgood London Planetree
Zelkova serrata - Japanese Zelkova

Access Interconnections.

This map illustrates (in red) the locations of potential connecting access roads outlined in the Winton Road Corridor Study prepared by Balke Engineers for the Hamilton County Engineer. These are conceptual in nature and should be considered on a case-by-case basis as redevelopment occurs in the corridor.

