

State Route 83  
South Friendship Drive

# Design Framework Manual

===== VILLAGE OF =====  
NEW CONCORD, OHIO

February 9, 2015

Prepared by:



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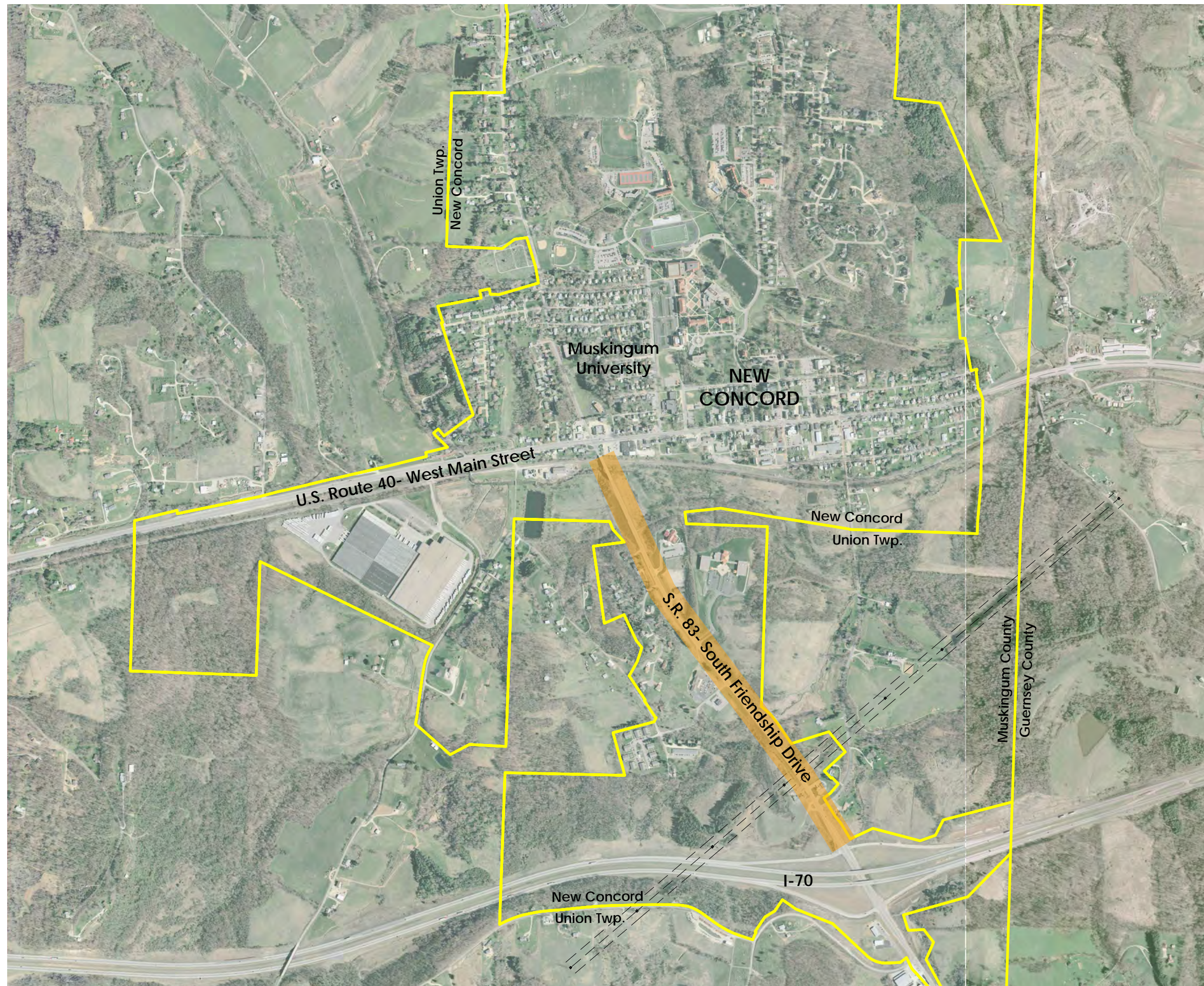
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# Introduction

This design framework manual has been prepared to guide the village and private developers in the creation of a vibrant, sustainable and successful gateway corridor along South Friendship Drive. A concept plan of the corridor is included which identifies 3 zones of development, each with an identified street character. The desired street character portrayed in this document was developed to further the Village's desire to create an environment which is safe, aesthetically pleasing and welcoming to all modes of transportation including pedestrians and cyclists. The concept plans also show proposed improvements and relocations of access drives along South Friendship Drive.

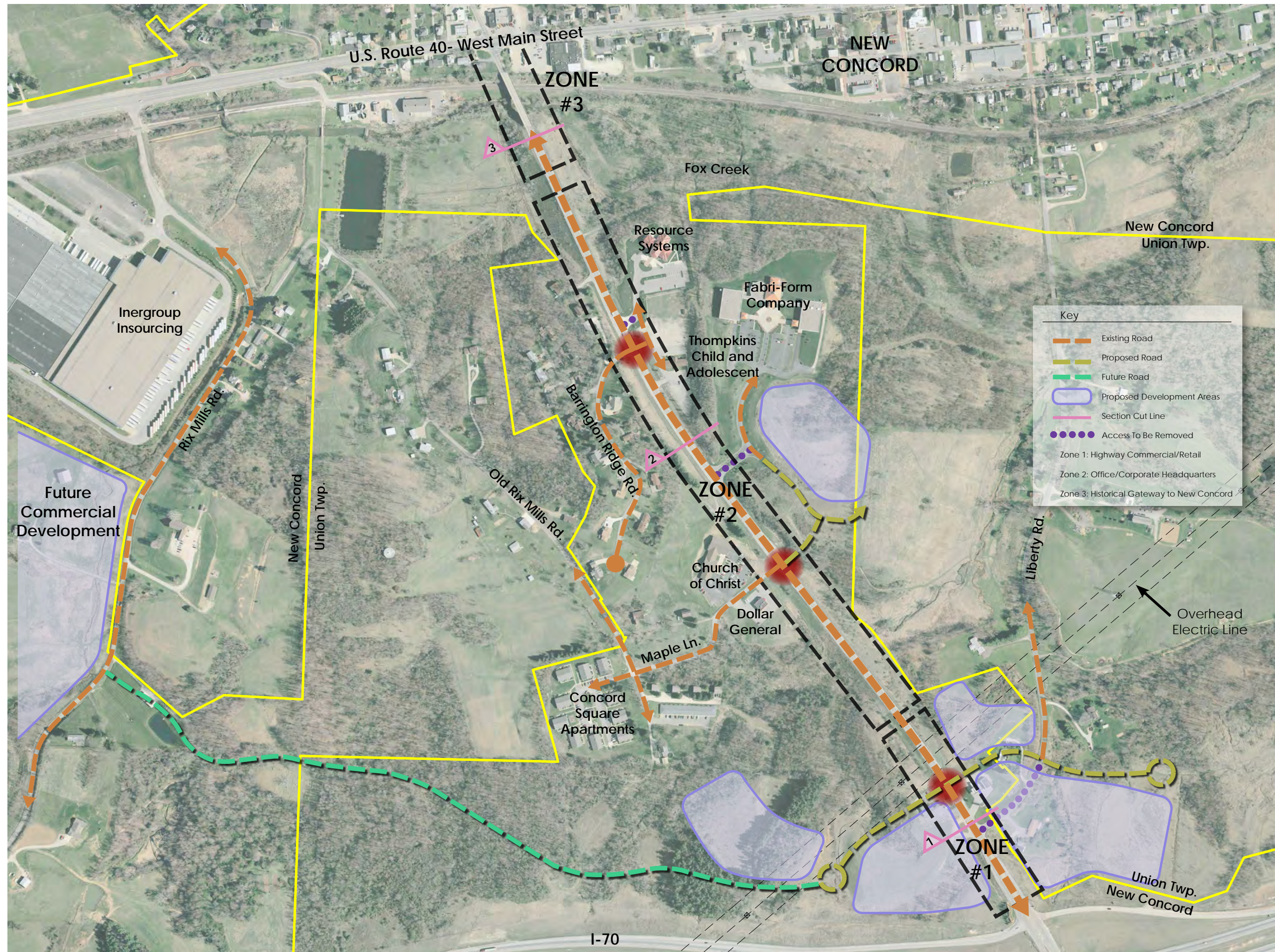
To test the feasibility of the concept plan a grading study and site layout study were performed. Final grading and layout of lots will be determined by the developers of each parcel and submitted to the Village for review and approval through the established zoning approval process.





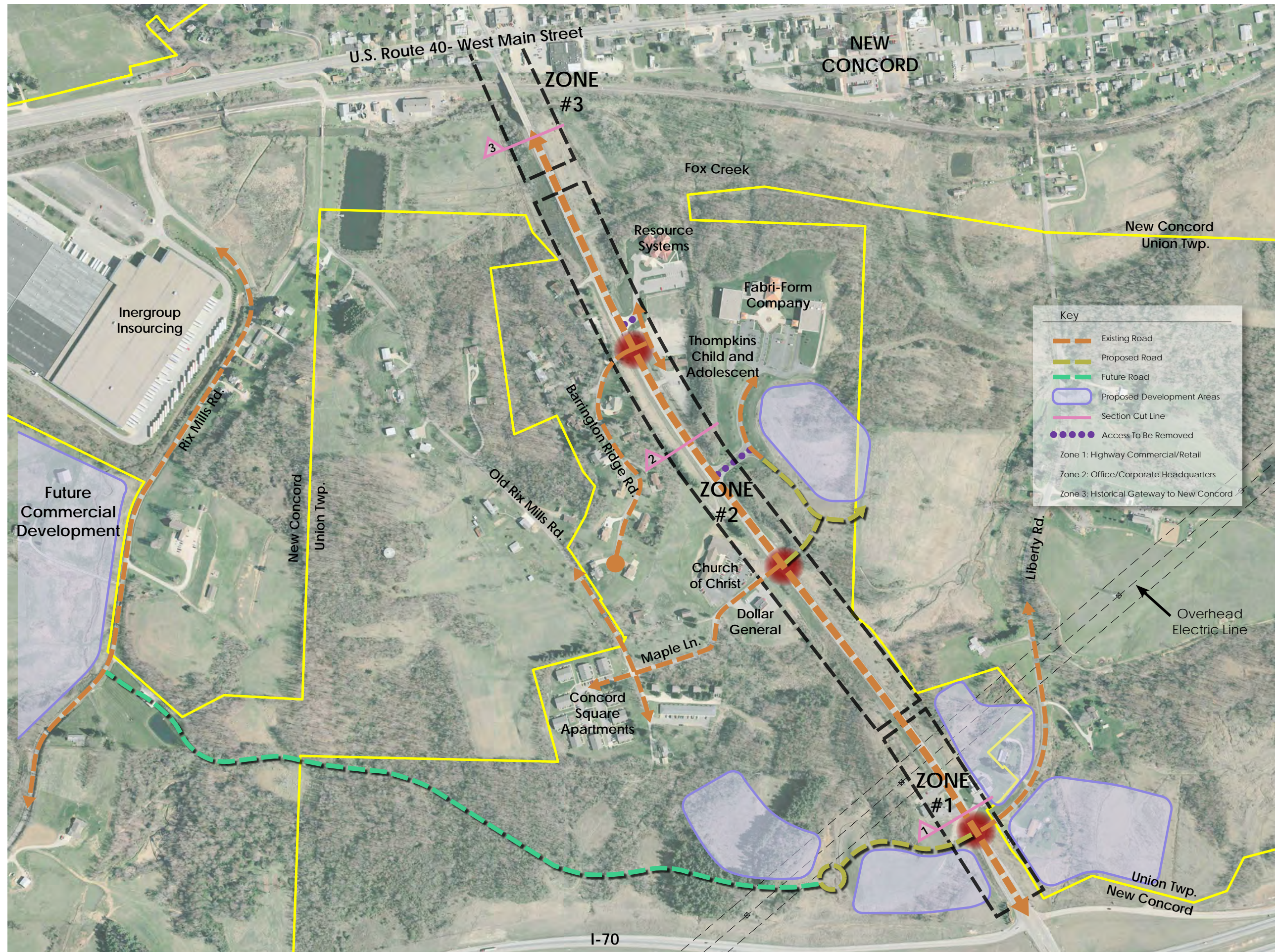
## Context Map





## Concept Plan





## Alternate Concept Plan



Lane Widths

The minimum lane width is determined by the Ohio Department of Transportation (ODOT) requirements set forth in the *Location and Design Manual Volume 1*. For South Friendship Drive (State Route 83) the minimum lane width is 12 feet. For curbed roads an additional 1 to 2 feet is required from the lane line to the curb face.

Utilities

Utilities shall be placed underground in the area of the Multi-use path and outward. Street lights and street lighting conduit should be located within the tree lawn near the back of the curb to allow for street tree planting.

Speed Limit

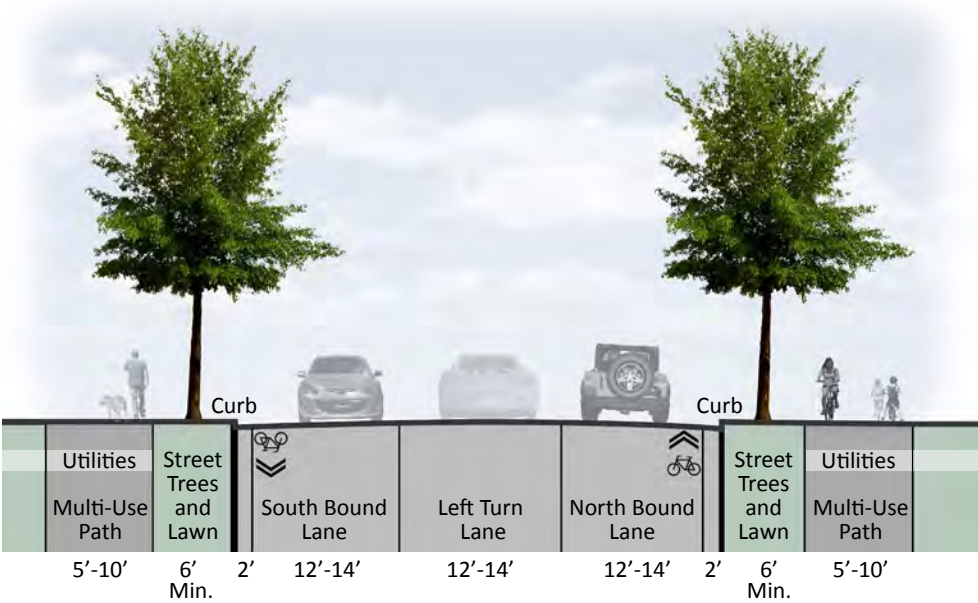
The Village desires safe, pedestrian and cyclist friendly streets and will work in conjunction with ODOT to reduce the current speed of 50MPH to 35MPH.

Intersections

To manage vehicular access to S. Friendship Drive, each of the 3 planning zones contain one intersection to gather traffic from the adjacent developments. For this planning study it is anticipated that the intersection in Zone 1 will be signalized and the intersections in Zones 2 and 3 to be sign controlled unless warranted to be signalized. Each intersection shall have crosswalks connecting to the multi-use path for the safety of pedestrians and cyclists.

Street Types

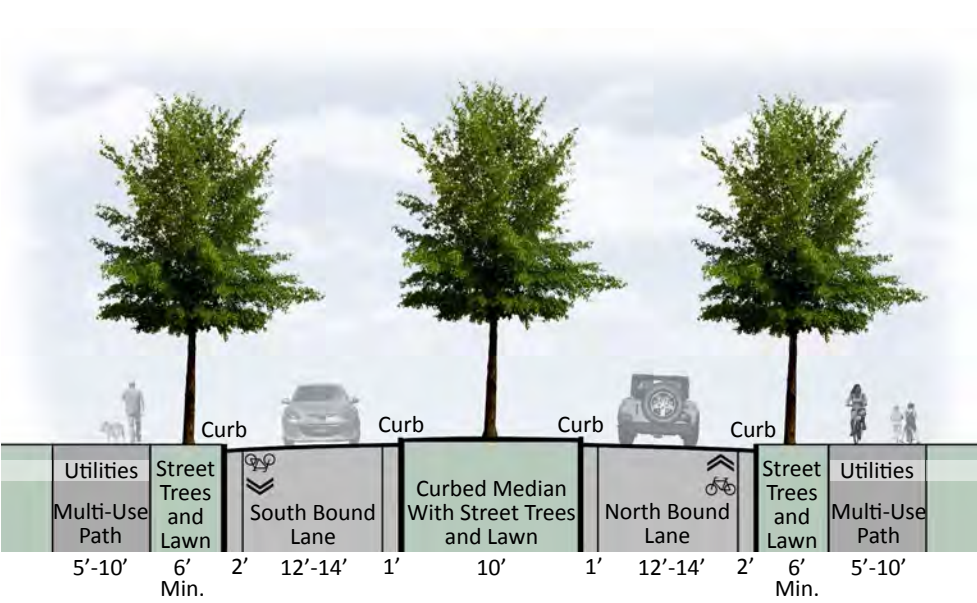
Zone 1 – Highway Commercial / Retail



Proposed land uses along Zone 1 should be highway oriented commercial and retail uses to take advantage of the close proximity to the South Friendship Drive / Interstate 70 interchange. Services and amenities required and desired by highway travelers would be ideally located in this zone. Such uses may include fuel and automotive service stations, hotels, and restaurants. In addition to servicing travelers on I-70, uses which may benefit New Concord and the surrounding communities could also include retail stores; offices; movie theaters; automotive sales and generally any of the principal and conditional uses defined in the New Concord Zoning Code for B-3 Highway Business District.

The roadway character within the Highway Commercial / Retail zone will be focused on the safe and efficient movement of vehicular traffic moving between the I-70 interchange and the commercial uses. A three lane road including northbound and southbound travel lanes and a center turn lane are proposed. A multi-use path is proposed along both sides of the road to allow safe walking and biking along the corridor. Regularly and closely spaced large street trees will serve to define the roadway; provide separation between the path and road; create a welcoming roadway appearance; and visually tie the Highway Commercial / Retail zone into the rest of South Friendship Drive. Street lighting should be coordinated with the tree locations and have a fixture and pole style which is complementary to the fixtures and poles on Main Street.

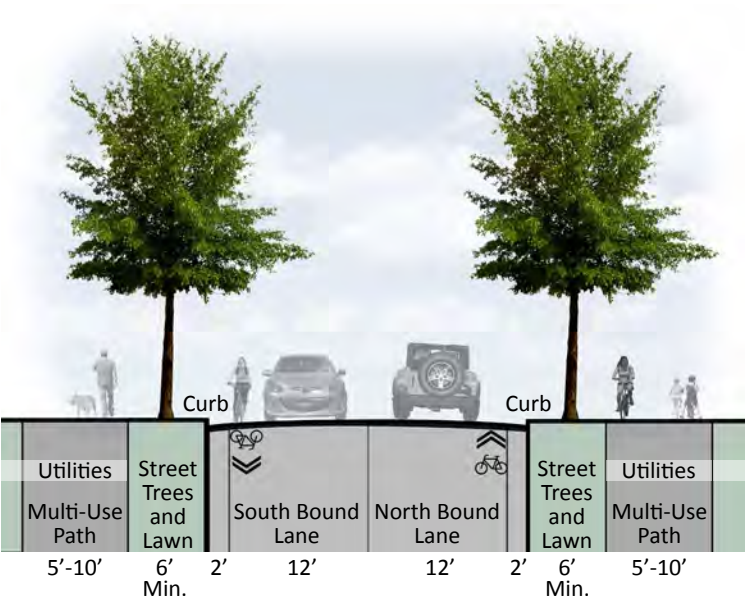
Zone 2 – Office / Corporate Headquarters



Existing land uses along Zone 2 include corporate offices, general office space, worship and educational space and residential housing. Proposed land uses in this zone should be additional office and corporate uses or any of the principal uses defined in the New Concord Zoning Code for O-I Office Institutional District.

The roadway character within the Office / Corporate Headquarters zone will be that of a broad, tree lined boulevard. Existing wooded areas and slopes along the roadside will be enhanced with tree lawn areas containing regularly and closely spaced large street trees. A central median planted with deciduous street trees will provide visual interest and a unique scale and character to define the office and corporate nature of this zone. The median will be removed to allow for a center turn lane where required. A multi-use path is proposed along both sides of the road to allow safe walking and biking along the corridor and to provide connectivity to the Highway Commercial / Retail zone. Street lighting should be coordinated with the tree locations and have a fixture and pole style which is complementary to the fixtures and poles on Main Street.

Zone 3 – Historic Gateway



Existing areas adjacent to South Friendship Drive in Zone 3 are either steeply sloped embankments or the Fox Creek floodplain below the bridge. This zone is planned to serve as a gateway to historical central New Concord. Development opportunities along this zone are not possible or desired. The open vistas east and west along the Fox Creek should be maintained and protected.

By necessity of the existing bridge crossing, the roadway width is reduced to two lanes and the multi-use trail ends. If the speed limit can be reduced to 35 MPH, then consider using sharrows to alert drivers that cyclists may be on the road. Sharrows should not be used on roads with posted speed limits above 35 MPH. A separate bridge crossing for pedestrians and cyclist should also be considered.

A continuation of the street trees and lawn of zones 1 and 2 should continue into zone 3 up to the bridge. Stone masonry columns, decorative lighting and other historically reflective features could be used to enhance this gateway to New Concord. Street lighting should be coordinated with the tree locations and be the same fixture and pole style which is used on Main Street.





# Grading Study



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- The image is an aerial photograph of a development site, overlaid with technical site plan information. A dashed line indicates a 'FUTURE PAD' area. A circular inset in the upper left corner provides a detailed site plan of a building complex, with labels for 'Bank', 'Restaurant', and 'Multi-tenant Retail'. The main map shows topographic contours, a road network, and various lot numbers (e.g., 912, 918, 920, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950). A large, irregularly shaped area is outlined in black, labeled 'PAD 930-950'. Other labels include 'PAD 912-920' and 'PAD 930-950'.

## Site Layout Study



# Design Guidelines

## Design Guidelines

The following design guidelines, when consistently implemented along South Friendship Drive are the foundations for creating a vibrant, sustainable and economically successful commercial corridor. These design guidelines shall be considered supplemental to the requirements of the Village of New Concord Zoning Ordinance. In case of conflict with the Zoning Ordinance, these design guidelines shall take precedence. Photographic examples are provided on the following pages to illustrate the range of acceptable site and building features, materials and amenities. In addition to these examples the following general design principals also apply.

## Local Context

Site and building design shall be contextually based around Ohio and Midwestern United States rural “Main Street” downtown themes. Although the specific architectural style may vary, the materials shall be selected per the section on “Quality of Materials” above.

## Visibility

Building location and landscaping shall maintain freeway and roadway visibility while also providing effective buffering, screening and an attractive environment.

## Pedestrian Friendly Parking

While the primary means of access to individual properties will be vehicular, a safe and inviting pedestrian environment shall also be developed for people when they are not in their vehicles. Planting islands and sidewalks shall be used to break up large expanses of parking and lead people safely and comfortably to and from buildings. All planting islands within parking lots, sidewalks, and parking lot perimeters shall be protected by a raised concrete curb. Openings in curbs shall be permitted for stormwater drainage into bioretention basins and swales.

## Connectivity

All lots shall provide for dedicated pedestrian connections to the sidewalks and multi-use paths within the public right-of-way. In addition, pedestrian connections shall be provided between adjacent commercial lots and buildings. Each building shall provide bicycle parking. Bicycle parking shall conform to the published *Bicycle Parking Guidelines* of the Association of Pedestrian and Bicycle Professionals (APBP).



# Design Guidelines

## Quality of Materials

To provide an atmosphere of endurance, timelessness, and quality, building materials shall be primarily clay brick masonry with accents of natural stone, simulated stone, EIFS or metal finishes. All sides of buildings shall be considered equally as important as the street facing façade and each shall be consistently designed in terms of material selection, material quality and overall design. Vinyl fencing or siding shall not be permitted.

## Quality of Signage

Ground mounted signs shall be considered an extension of the building and display the same timelessness and quality as the primary structure. Materials shall be predominantly clay brick masonry, natural stone, or simulated stone. Signs may not be neon, LCD screen, animated or internally illuminated. Ground mounted signs shall be externally illuminated by sign mounted or in-ground lighting. Light sources shall be shielded from view. Building mounted signs are allowed, provided they are oriented toward I-70. No other expressway sign shall be permitted. Building mounted signs may be internally illuminated. Building mounted signs shall only be mounted to an exterior wall of the building and may not be mounted on the roof or extend above the roof.

## Attractive and Functional Lighting

Exterior site lighting shall be required for each development. Fixtures shall be mounted on decorative arms. Fixtures shall be a downward “bell” style and be approved by the International Dark-Sky Association (IDA). For consistency of lighting appearance, the color temperature of all exterior light sources shall be between 3500K and 4000K. Plain rectangular “shoebox” style fixtures shall not be permitted.

## Underground Utilities

All utility services to each site and building shall be below ground. Transformers and other utility boxes may be above ground provided they are screened from view.

## Utility and Service Screening

Above ground utilities structures such as transformers, meters, manifolds, generators, switches, junctions, etc., shall be screened from view by masonry walls, wood fences, wood/plastic composite fences, decorative ornamental metal fences, or landscape trees or shrubs. Vinyl or chain link fencing shall not be allowed.



# Buildings

## Building Height Requirements Measured at Front of Building

- Commercial or Retail uses: 40’ maximum
- Hotel uses: 75’ and 5 story maximum  
40’ and 3 story minimum

## Building Roof Lines

- Provide roof line articulation and rhythm with a variety of roof heights
- No building shall have a flat roof with a single roof height

## Building Materials

- Primary (70% minimum): clay brick
- Secondary: stone, simulated stone, EIFS or metal panel



# Signage

## Ground Sign

- To be placed a minimum of 5’ From R/W
- Material: Clay brick and/or stone
- No internal illumination

## Building Mounted Signs

- May be internally or externally illuminated
- No neon
- No animated graphics
- Orient sign toward I-70



# Landscape

## Parking Lots

- Deciduous or evergreen hedge maintained at 3.5’ Height
- 1 Large shade tree per 40’ of parking lot perimeter to be planted at perimeter of parking lots or in islands
- 5 Shrubs per required shade tree
- All islands shall be landscaped

## Foundation Planting

- Provide landscape area adjacent to each side of the building for a minimum of 50% of the building side length. Plant area with shrubs and perennials.





# Stormwater Management

## Ponds

- No pond shall be located within the building setback along the South Friendship Drive frontage
- All pond perimeters shall be landscaped and have a maximum side slope of 4:1

## Alternate Methods

- Parking lot islands may be used for bioretention basins or swales
- Underground stormwater detention is permitted



# Site Walls

## Materials

- Regionally available natural stone
- Segmental concrete masonry units designed to simulate stone



# Lighting

## Site Lighting

- Maximum pole height: 30'
- Maximum fixture height: 25'
- Decorative arm required
- Decorative "bell" style fixture
- Dark-Sky approved fixture
- Color: black, grey or white

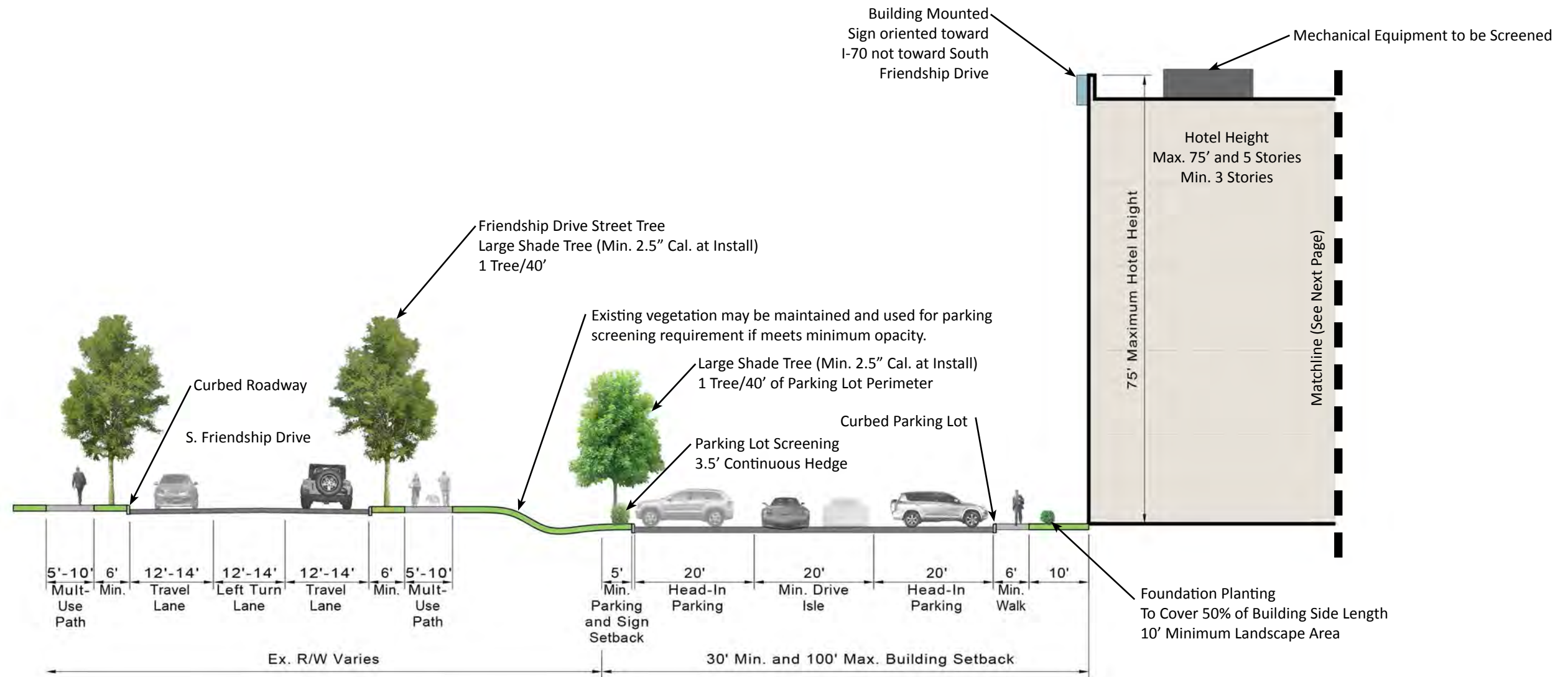
## Sign

- Ground mounted or mounted to sign
- Color: Black, grey or white



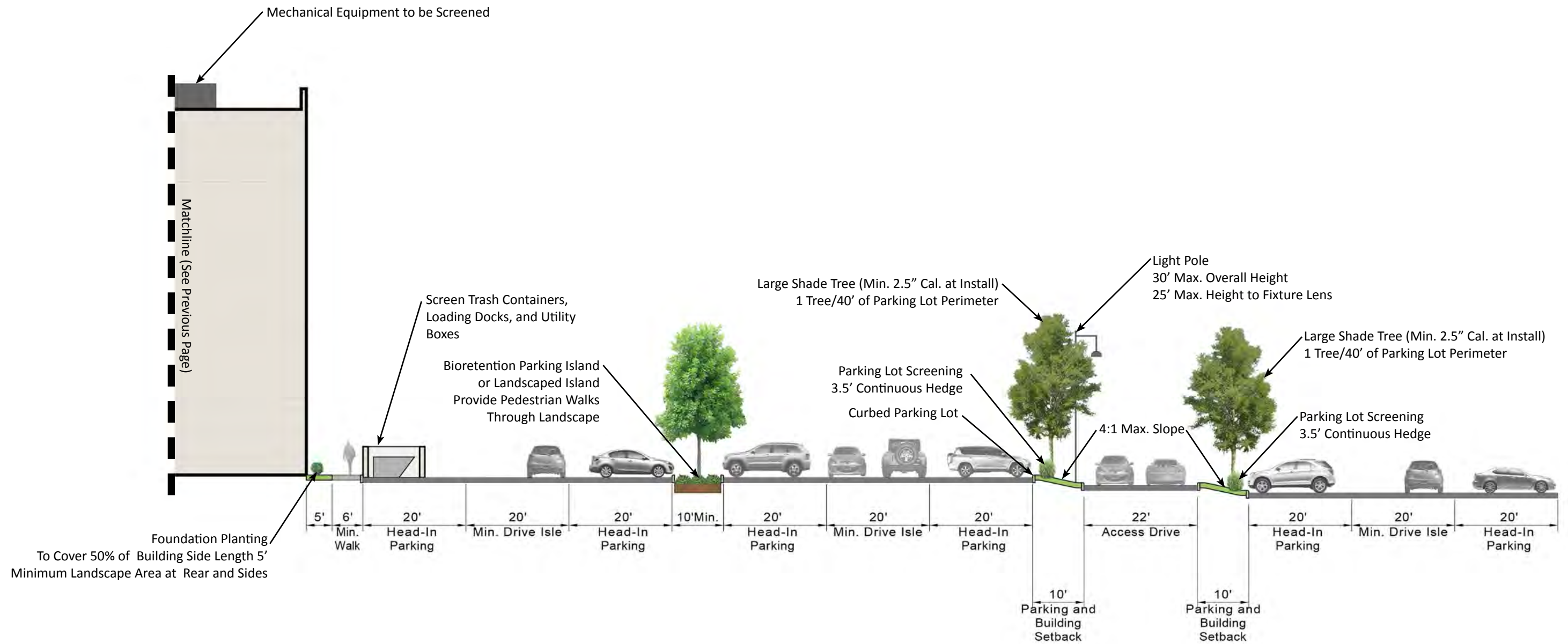


## Design Guidelines: Zone 1



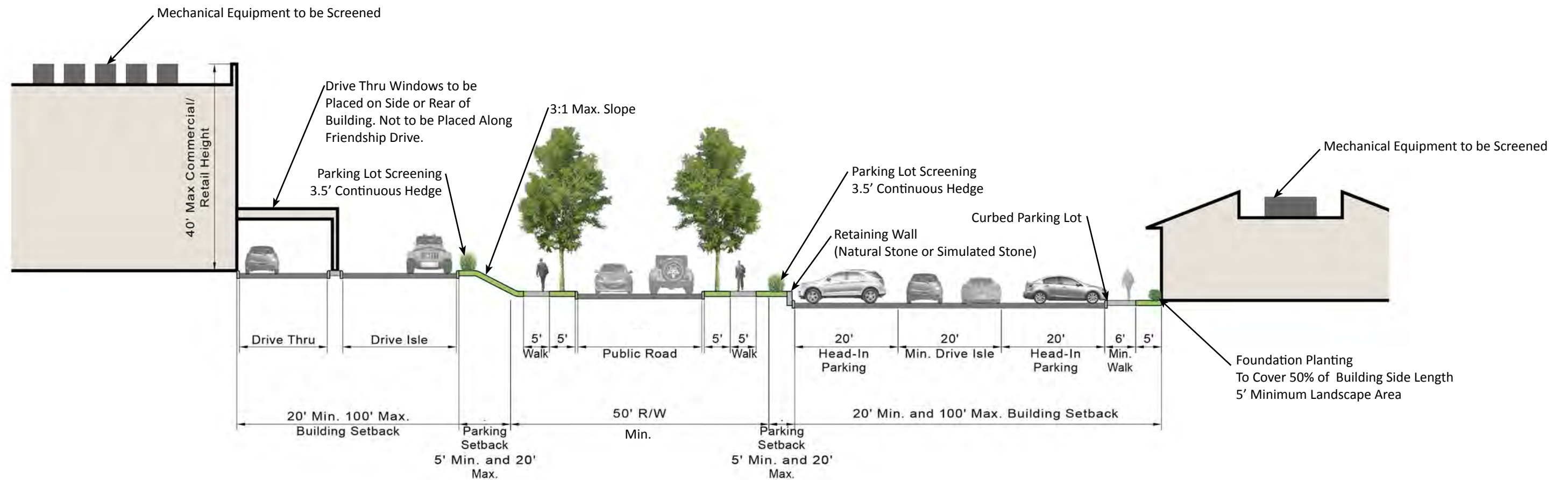
**Zone 1 - S. Friendship Dr. Typical Cross Section  
Building Front**





**Zone 1 - S. Friendship Dr. Typical Cross Section  
Building Rear and Side**

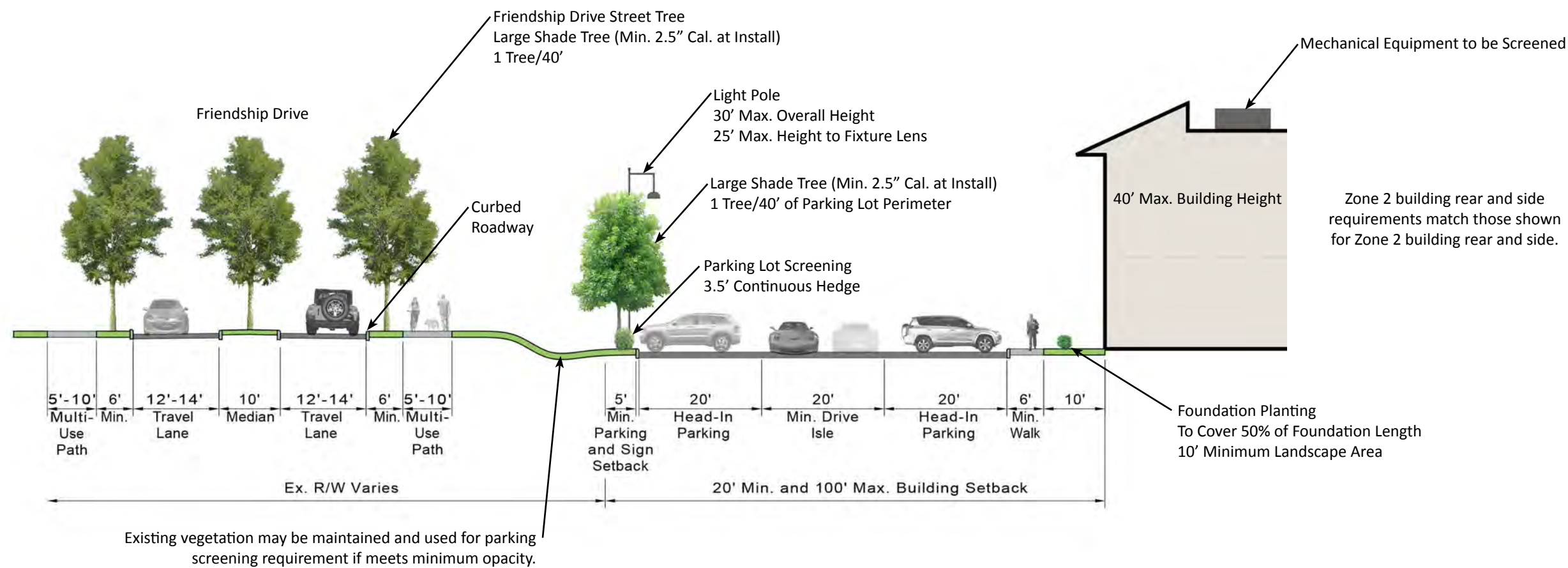




**Zone 1 - Secondary Drive Typical Cross Section  
Front and Side Frontage**



Design Guidelines: Zone 2



Zone 2 - S. Friendship Dr. Typical Cross Section  
Building Front