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The West Main Street Design Guidelines Manual is one of the tools available to help the City of Kent improve the appearance of the West Main Street corridor, which is the main entry into the city from the west. Its purpose is to coordinate the physical improvements that will be made to this critical corridor through the coming years.

What are design guidelines?

Design guidelines are the link between a plan and its implementation. A plan specifies the community’s development intentions for an area—the agreed “vision” for the future. Implementing the plan involves numerous design decisions, made at different stages in the development process, by a wide range of different people including property owners and tenants, developers, architects, landscape architects, engineers, traffic planners, design review boards and the municipal authorities responsible for issuing zoning and building permits. Design guidelines help to coordinate the design decisions made by all these different participants. They define the limits within which design choices must be made to achieve the intentions of the plan. Their purpose is to ensure that design decisions complement each other and contribute effectively to creating the quality of place envisioned in the plan.

While design guidelines establish limits, they are not intended to stifle creativity or to limit a property owner’s opportunity to maximize the value of his property. Guidelines recognize the value of the interest and variety that different designers bring to a corridor like West Main Street, and they encourage innovative and unique design solutions. By containing these solutions within some general parameters, however, guidelines help to avoid the visual chaos and functional inefficiencies of environments where design decisions are made independently, with no regard for how they affect one another and influence an overall perception of the district. Guidelines also establish an overall standard of design quality and protect private property owners from sub-standard design decisions on neighboring properties or in the public realm that could have a negative impact on property values in the district.

Design guidelines typically include two kinds of requirements:

1. **Specific development controls** that govern quantitative development issues, such as the location and height of buildings, or the cross-section of public streets. These types of controls are usually fixed and non-negotiable. They are expressed with terms like “must” and “shall be”, and illustrated with diagrams that show precise
City of Kent, Portage County, Ohio

Area of Application of the Guidelines

Figure 1

City of Kent
Project location
dimensions or fixed limits within which the proposed solution must fall.

2. **General aesthetic guidelines** that provide direction to more subjective or qualitative issues, such as the architectural character of buildings, materials, colors, signage and landscape elements. These types of requirements are more open to interpretation and admit a variety of solutions that support the general design intentions of the plan. They are expressed with terms like “should be” and “no more (or less) than”, and are illustrated with descriptive sketches or examples of similar kinds of elements from elsewhere.

**How to use this manual**

The design guidelines contained in this manual have been prepared to help property owners and their design consultants develop improvement plans that are consistent with the community’s vision for the future of West Main Street. They are also intended to assist in plan review by the public committees and City staff responsible for approving plans and issuing the required development permits.

The guidelines are a supplement to the City’s zoning code and other development regulations in place. Anyone involved in the design or review of a development project, therefore, should consult this manual in combination with any other pertinent materials that document the City's general development regulations and specific policies relating to West Main Street.

Since many of the guidelines are qualitative in nature, it is important that both proposers and reviewers are familiar with overall development intentions for the West Main Street corridor and understand the underlying reasons for each of the design requirements.

To prepare or review a proposal for a particular property or section of the public right-of-way, the participants should first familiarize themselves with the overall intentions for West Main Street, contained in the chapter “The West Main Street Vision”. This chapter describes the community’s goals for improvement of the corridor, the urban design concept for its development and the basic design principles on which this concept is based.

Participants should then turn to the Design Guidelines in the following chapter and locate the specific section that applies to their project. The guidelines are organized in three sections, one for each sub-area of the corridor, from west to east:

1. **Gateway Zone**: Stow/ Kent border to Sunrise Drive
2. **Neighborhood Center**: Sunrise Drive to between Spaulding and North Francis
3. **Auto-oriented Zone**: Neighborhood Center to the Main Street/ Route 59 split

To verify in which sub-area a particular property is located, consult the map opposite (Figure 1) and the Illustrative Plan of the corridor (Figure 5, page 9).

Guidelines for each sub-area are then divided into separate sections covering:
- public improvements, and
- private development.

The last section of this manual presents recommended plant selections for landscape areas in each of the three sub-areas.
Context

West Main Street today

The West Main Street corridor is an important commercial district in the City of Kent and its auto sales and service tenants make a major contribution to the City's economy. Although it supports many successful businesses, West Main Street has very little presence as a “place” and presents a poor image of the City to both residents and visitors.

The corridor is a typical, auto-oriented commercial strip, supporting a variety of convenience retail and automobile sales and service yards along a length of over three quarters of a mile, from the Stow border on the west to the Route 59/Main Street split on the east (see Existing Land Use map opposite). The functions in the corridor, for the most part, are stand-alone, self-contained uses in buildings that have little relationship to the street or to each other. The existing retail mix, the distance between uses, frequent curb-cuts, and the deep setback of buildings behind surface parking lots does little to encourage pedestrian activity, and the jumble of architectural styles, signage, lighting and inconsistent landscaping creates a generally chaotic and confusing environment.

The development of all properties fronting this section of West Main Street is regulated by the requirements of an IC-R Intensive Commercial-Residential District (see the current zoning map on the following page). The requirements of this zoning district are appropriate to a successful commercial area, allowing a wide variety of commercial uses and higher density residential development. Standards for building scale and siting, however, are permissive and off-street parking requirements are generally high. The requirement for a landscaped strip of 20 feet between parking areas and the street right-of-way line has not been consistently enforced, and where a landscape strip of appropriate dimension has been provided, it is usually only a stretch of lawn, with none of the trees, shrubs or other vertical landscape elements that would have a stronger
visual impact and help to soften the appearance of the street.

Without more detailed regulations governing the character of buildings and landscape treatments, the current zoning code has encouraged a low density, spread out environment where community oriented uses, such as convenience retail and family restaurants, are scattered amongst non-pedestrian uses like gas stations and auto sales yards, converting the entire corridor into a continuous strip of auto-dependant development.

West Main Street, however, has many positive characteristics which support its transformation into a more attractive and convenient commercial corridor that is an appropriate “front door” to the City of Kent and adds to the quality of life available in the adjacent neighborhoods. These include a high volume of passing traffic and easy access to downtown; stable single-family neighborhoods and multi-family housing within walking distance of the corridor; and several in-fill development and redevelopment sites, particularly in the western end of the corridor. The guidelines presented in this manual are a first step towards creating a coherent framework for future growth that capitalizes on these advantages and improves the setting of existing development.
The design process

West Main Street is one of the three Special Planning Areas that were selected for more detailed study during the preparation of the City of Kent’s Bicentennial Plan. For West Main Street, the approach is to coordinate incremental redevelopment and improvements to individual properties through the enforcement of design guidelines. The purpose of the West Main Street study, therefore, was to arrive at a community vision for the character of the corridor, to serve as the basis for the design guidelines presented in this manual.

The study followed a three-phase process, beginning with an analysis of the opportunities and constraints of the existing corridor. This analysis was informed by existing property data, field surveys and extensive citizen input in a series of eight public workshops held in neighborhood locations throughout the city.

From the conclusions of this analysis, a draft concept was prepared for review by the community in another series of meetings, leading to general consensus on an approach. In the third phase of the study, this approach was further developed into the vision presented in the next chapter. Following another series of community meetings to review the vision, the design guidelines that make up the remainder of this document were prepared.

Figure 3
Current Zoning
The West Main Street Design Guidelines

Goals of the Corridor Improvement Plan

The West Main Street Vision was developed as part of the City of Kent’s Bicentennial Plan, which is based on the principles of sustainability. According to these principles, urban development must achieve a balance between social, economic and environmental goals, creating places that simultaneously support community life, enhance economic prosperity and protect the natural environment. Through discussions with the citizens who attended the numerous public workshops held throughout the study, four primary goals were adopted for the West Main Street corridor. Each of these was further developed in a series of more specific objectives.

Goal 1: Improve the western entry to the city
- Break up the apparent length of the corridor by creating sub-areas of different visual character and concentrations of similar uses.
- Create a sense of “gateway” at key entries to the corridor.
- Soften the visual character of the corridor by introducing additional green space and plantings where possible, particularly in large parking lots.
- Control the placement and scale of buildings to create a more continuous development edge on both sides of the street and stronger definition of each of the sub-areas.
- Coordinate signage design and architectural and landscape treatments to reinforce the identity of each sub-area and present stronger visual images of each section of the corridor.

Goal 2: Strengthen existing businesses and encourage reinvestment
- Encourage private, market driven development.
- Promote a higher density of development where possible to expand the range of commercial services available and increase the level of activity in the corridor.
- Encourage the concentration of like uses in specific sections of the corridor to promote synergies between like functions.

Goal 3: Improve vehicular and pedestrian circulation in the corridor
- Relieve traffic congestion on West Main Street by eliminating as many curb cuts as possible and providing entrances from side streets.
• Align entrances and exits along side streets where possible to allow convenient traffic flow between parking lots without using West Main Street.
• Establish shared parking regulations to minimize the total number of parking spaces in the corridor, without compromising customer convenience.
• Promote pedestrian circulation between uses with comfortable, safe and attractive sidewalks.
• Reduce the speed of traffic on West Main Street with non-intrusive traffic calming strategies.

Goal 4: **Protect and enhance surrounding neighborhoods**
• Protect existing single-family housing adjacent to the corridor from any negative impacts of commercial development.
• Develop a pedestrian-oriented, mixed-use center that concentrates convenience retail, cafes and restaurants to serve the neighborhoods on both sides of West Main Street.
• Increase the residential density within walking distance of commercial uses.
• Expand the range of housing types available in the area, including townhouses, live/work units and apartments in mixed-use buildings.
Corridor Concept

The community’s goals outlined above are addressed in the development concept of Figure 4 on the previous page. The concept emphasizes the special opportunities of different sections of the corridor by recognizing three sub-areas, each of which is treated differently to break the length of the corridor into visually distinct parts—or “character districts”. Each district is defined by a concentration of similar uses and building types, the density, scale and architectural character of buildings and their relationship to the street, and signage and landscape treatments.

An overall illustrative plan of the corridor concept is presented below, followed by a general description of each of the three character districts. The description of each district includes the relevant section of this overall plan, reproduced at a more readable size. Guidelines for achieving the intended character of each district are presented in the following section of this manual.
1. **Gateway Zone:**
   
   *Stow/Kent border to Sunrise Drive*

   This district is designed to address the issue of developing a more attractive introduction to Kent for people entering the city from the west. It takes advantage of the deep setbacks of existing development in the first three blocks of the corridor to create a richly landscaped streetscape, with buildings that maintain the scale and character of the older residential neighborhoods of the city.

   Although the scale of development is residential, the uses appropriate to this zone include a wide variety of commercial functions such as specialty retail, showrooms, professional offices, personal or business services, restaurants and specialty foods stores or bakeries. The function of the buildings is less important to the character of this zone than their scale and landscape setting.

   As much paving as possible is replaced with landscaping in the front yards of existing development, and new development is set back from the street to allow for more extensive landscaping. Parking is confined to the rear of the buildings to minimize the amount of visible paving and soften the visual character of the streetscape, and where possible, rear parking lots are connected to allow convenient circulation between uses without having to access West Main Street.

   The City will work with tenants and property owners of existing auto-oriented uses to facilitate their relocation to the Auto-oriented Zone (see character district No. 3). The large Klaben Dodge facility at the City line and the adjacent parking area across Louise Street are possible redevelopment opportunities that could make a significant change in the visual character of this section of the corridor. Given the size of the Klaben Dodge parcel, this highly visible property could support a larger, multi-tenant commercial development, or a multi-family or senior housing complex.

   The architecture of such a development should be articulated to break down the scale of the structure, and the building and landscape at the northwest corner of the property should be configured to create a “gateway” that marks entry into the City of Kent. Without redevelopment of this important property, the gateway can be achieved with a more modest landscape treatment of the corners on both sides of West Main Street.
2. **Neighborhood Center:**

*Sunset Drive to between Spaulding and North Francis*

This district takes advantage of the deep lots on the south side of West Main street and access to green space to develop a community “meeting place” that serves the neighborhoods on both sides of the corridor. Redevelopment of the existing West Side Market and adjacent properties is coordinated to create a compact, pedestrian oriented village of mixed commercial and residential uses, establishing a uniquely “urban” place which contrasts sharply with the auto-oriented character of the rest of the corridor.

New development on both sides of West Main Street lines the sidewalks, in buildings of at least two stories that have active retail uses at the ground level, with professional offices, apartments or live/work units above. Parking is provided in shared lots behind the buildings, with access from Spaulding, Garrett and Hampton Road, as well as several points on West Main Street.

Development on the south side is configured around a public open space that becomes the civic square, or “town center” of the corridor. As well as an everyday neighborhood amenity, this space can be used for a Saturday farmers’ market and special community festivals and events such as crafts fairs and art shows. It is connected to the neighborhoods through a system of pedestrian and bike paths that also provide access to Fish Creek on the north and the regional Portage Hike and Bike Trail that is proposed through the City.
3. **Auto-oriented Zone:**

*Neighborhood Center to the Main Street/Route 59 split*

The purpose of this district is to provide a quality location for the auto sales and service businesses that are important to the Kent economy but difficult to integrate into a more pedestrian-oriented retail environment. The eastern end of the West Main Street corridor is ideal for this kind of development, given the existing concentration of auto-oriented uses, its high visibility and convenient access to downtown. Besides an improved environment for existing businesses, the zone offers significant expansion opportunities, indicated by the buildings in blue in the plan below.

In contrast to the adjacent Neighborhood Center, development in the Auto-oriented Zone is set back from the street, with surface parking or outdoor vehicle display areas in front. Because the car sales yards need to maximize the exposure of their display vehicles, and because the right-of-way is too narrow for extensive landscaping, order is imposed on the streetscape with a 20-foot wide strip of special paving which provides a consistent zone for the orderly parking of display vehicles.

Visual interest is added in colorful banners attached to the light poles and special vehicle display pavilions, marking the entrance to side streets and mid-block entries to each business. These pavilions also serve as business identification signs, reducing the clutter of different types of signage in this section of the corridor.

Curb cuts on West Main Street are minimized in this zone, and where possible, the parking lots of adjacent uses are connected to allow for movement between businesses without adding to the traffic on West Main Street.

Instead of in the right-of-way, landscaping is introduced where possible in a 5-foot wide zone, at a consistent setback from the sidewalk. Pole signs are confined to this landscape zone to ensure their regular placement along both sides of the street. To further soften the visual character of the corridor and reduce the environmental impacts of the extensive paving in this district, minimum landscape standards are defined for the rear parking areas.
Implementation Strategies

Progress towards the vision outlined in the previous section is expected to be incremental, proceeding property by property as different owners redevelop or improve their properties. Enforcement of the guidelines is only triggered by application for a building permit, but there are strategies that the City may adopt to encourage reinvestment and promote voluntary participation in implementing the concept for West Main Street. Although no such strategies have been adopted by the City of Kent at this time, the kinds of actions that could be considered include:

• Revision of the Zoning Code to promote the corridor concept outlined above more directly. The entire corridor is currently zoned IC-R: Intensive Commercial-Residential (see Figure 3 on page 6). Although this classification does not explicitly prohibit any of the proposed development types, a continuous zoning category does little to promote the concept of distinct character districts in the corridor, or accurately reflect the different development intentions for each district. The Neighborhood Center area, for example, could be changed to C-D: Commercial-Downtown that encourages the density and mix of development needed to create a truly active, neighborhood center.

• Instead of changing the base zoning, the City can supplement existing regulations with district overlays that specify more precise requirements for each area. The process for adopting a district overlay usually takes less time than re-zoning and can be just as effective. The only draw-back is complication of the City's zoning code which can be a minor disincentive to development.

• Whether or not the corridor is re-zoned, the City can advance the development concept through application of the design guidelines presented in his manual. Guidelines help to clarify the community's development objectives and offer the security that neighboring development will be held to appropriate design standards. They can also offer a more direct incentive if conformance implies a specific development advantage, such as expedited permitting or a reduction in permit fees. Typically, conformance with the guidelines is mandatory for any changes to a property that require a building permit.

The guidelines are administered by an appointed Design Review Board which acts in an advisory capacity to the permit issuing authorities. All new construction, expansion or renovation projects requiring a building permit are subject to review by the Design Review Board and its approval usually reduces the time required to process permits through the remaining channels.

Working towards a plan that has been developed with extensive community input ....

.... the Design Review Board plays a critical role in implementing the community's vision.
• A shared-parking ordinance will encourage multi-use parking areas, reducing the total number of spaces required and facilitating the redevelopment of smaller parcels. Alternatively, a special parking authority can be established to develop and manage parking throughout the corridor, or only for the Gateway Zone and Neighborhood Center districts, where the parking demands are most critical.

• Financial incentives that the City could offer include a range of programs such as tax abatement, low interest commercial improvement loans, and rebates for storefront or site improvements that meet the requirements of the design guidelines.

• An effective Business Association is a critical component of a successful commercial corridor, providing services such as collective marketing, tenant screening, coordinated business hours, technical assistance with building and site improvement projects, and the organization of special events and festivals.

• A special assessment or Business Improvement District could be established to finance the development of public improvements and routine maintenance and security functions. The imposition of an additional tax burden may be difficult at this time, but as the economic strength of the corridor increases, the quality and management of the public environment will become an increasingly important factor in the continued prosperity of businesses on West Main Street.
I. GATEWAY ZONE

Stow/Kent border to Sunrise Drive

Objective: to create an attractive western entry to the City that offers the qualities of a traditional neighborhood.

1.1 Public Improvements

This section of West Main Street is scheduled to be resurfaced in 2005. In this project and future public improvements, the right-of-way should be designed according to the following guidelines to achieve the intended streetscape characteristics of the Gateway Zone.

1.1 (a) Public right-of-way:

The dimensions of the existing right-of-way are inconsistent, and easements should be negotiated where possible to establish a uniform 76-foot width. As shown in the section of Figure 9, this right-of-way allows for four 12-foot wide travel lanes, with a 10-foot tree lawn and 4-foot sidewalk on either side.

1.1 (b) Site access:

Curb cuts on West Main Street should be eliminated where possible, in favor of access from

Figure 9
West Main Street section through the Gateway Zone
side streets. Access to mid-block properties should be provided in shared driveways of a maximum width of 20 feet.

1.1 (c) **Street trees:**

A consistent street tree should be selected for the West Main Street corridor (see the Landscape Guidelines in the last section of this manual for appropriate species). Street trees in the Gateway Zone should be planted at approximately 30 feet on center, spaced in relation to driveways and pedestrian paths to create a line of planting sheltering the sidewalks that is as continuous as possible.

1.1 (d) **Lighting:**

Street lighting that meets ODOT standards should be supplemented by pedestrian scale lighting supporting the residential scale of this section of the corridor. New lights should be located in the planting strip at a height and spacing determined by the type of fixture chosen.

1.1 (e) **Gateway signage:**

A special gateway treatment that marks the city boundary is to be installed on both the north and south sides of the street. This may consist of a low masonry wall with integrated signage, lighting and landscaping reinforced by an inflection in the architecture of the adjacent buildings to address the western boundary of the city as an entry.

The treatment should be residential in character, and its design should relate to the architecture and landscaping of new development.

1.2 **Private Development**

1.2 (a) **Land Use:**

The concept for the Gateway Zone is to develop an entry to the city which has the qualities of the gracious older neighborhoods of Kent, with detached buildings in a richly landscaped Kent, with detached buildings in a richly landscaped setting. The buildings may contain commercial functions, but their scale and character is residential, with the traditional elements and materials of domestic architecture.

Auto-oriented uses in low, single story buildings surrounded by extensive paving are therefore inappropriate to this district. With the exception of these types of development, all the uses permitted under the current zoning are acceptable.

1.2 (b) **Building setbacks:**

To achieve a more consistent building frontage through the Gateway Zone, a build-to line is established 35 feet back from the West Main Street property line (in the IC-R zone, a minimum front yard of 30 feet is required, increased for buildings over 2 stories). The main face of all buildings must be constructed on the build-to line, although porches, bay windows and other projections that are clearly subsidiary to the main facade of the building may project up to 10 feet into the front yard setback.

The minimum side yard requirement of 10 feet is maintained, as required under the current IC-R zoning provisions.

The minimum rear yard setback, however, is increased from 30 feet to 50 feet to encourage parking in the rear. As required by the current zoning, a landscaped strip of at least 5 feet in width
1.2 (c) Parking:
The minimum number of off-street parking spaces for different land uses is specified in Section 1167.05 of the Kent Zoning Code. No change to these requirements is recommended in the Gateway Zone, except where adjacent uses are similar (eg: a bakery and an ice cream parlor), or operate on different schedules (eg: an accountant’s office and a restaurant). In such cases, shared parking is encouraged and the number of required spaces should be calculated collectively, considering hours of operation and opportunities for connection between parking areas.

Irrespective of shared parking arrangements, rear parking lots should be connected where possible to allow circulation between uses without accessing West Main Street.

To maximize the landscape character of the corridor in this zone, no surface parking lots or garages are permitted in the front yard of new development, and existing uses are encouraged to relocate parking areas to the rear where possible.

1.2 (d) Building type and orientation:
Irrespective of use, new construction in the Gateway Zone should be designed to achieve the appearance of detached, residential structures with individual entries oriented to West Main Street. Clearly visible front doors, entry porches and bay windows are encouraged. The objective of this guideline is to promote heavily articulated street elevations with a warm, human scale that reflects the character of the traditional neighborhoods of Kent.

1.2 (e) Roofs:
The majority of roof forms in the Gateway Zone should be sloped at a minimum pitch of 8:12. Pitched roofs may be combined with flat-roofed sections to create an appropriately varied rooftopscape. Suitable roofing materials include slate, asphalt or cedar shingles, standing seam or corrugated metal sheathing.

1.2 (f) Building Materials:
Brick and wood siding are preferred materials in the Gateway Zone, but vinyl siding, cement fiber siding and stucco finishes are also acceptable. Combinations of acceptable materials are encouraged to create suitable variation in the building façade and accent features like porches and gables. Unacceptable materials include pre-manufactured wood paneling (such as T-111), painted concrete block and faux stone claddings.
1.2 (g) **Windows:**

Wood or vinyl-coated, double glazed windows with a vertically proportioned, domestic scale should be used throughout. Sub-division into smaller panes is encouraged. The objective of this guideline is to avoid the long, horizontal, metal sash windows that are typical of commercial structures.

1.2 (h) **Colors:**

A carefully coordinated palette that uses colors to accent special building elements and to differentiate between buildings adds interest and variety to the streetscape. However, color variations within a single structure and between adjacent structures should be subtle, limited to selections from a wide range of earth tones that are compatible with exposed natural materials. Brick should never be painted. Strong accent colors, including white, should be used only on windows and doors, special wood trims and balustrades.

1.2 (i) **Front yard landscaping:**

With the exception of driveways and pedestrian paths to entrances, front yards must be fully landscaped with an elegantly designed composition of lawns, trees and beds of shrubs and ground covers with perennial and annual color accents. For existing development, space for additional landscaping in the front yard should be created by moving all parking to the side or rear of the building. Where this is not feasible, one or more parking spaces should be eliminated or moved to the rear to allow for the introduction of shade trees or shrubs in the front yard. For recommended plant selections, see the landscaping guidelines in the last section of this document.

1.2 (j) **Fences:**

Front yard fencing is not permitted in the Gateway Zone to maximize exposure of the landscape in this section of the corridor. Side and rear yard fences that meet the requirements of Section 1161.21 of the Zoning Code and other siting requirements are permitted, provided they do not intrude on the 35-foot setback to the build-to line on the West Main Street frontage.

1.2 (k) **Signage:**

Freestanding monument (ground) signs and signs attached to buildings are the preferred types of signage in the Gateway Zone. No pole signs are permitted.

Monument signs shall not exceed 30 square feet in area, excluding the support structure, and may not be more than 6 feet in height. They may be located anywhere in the front yard, but not within 5 feet of a front or side property line, or for corner lots, where they obscure sight lines from either street. The location of these freestanding signs should be considered in relation to the
Guideline 1.2 (k): MONUMENT SIGNS

building elevation and the location of driveways and pedestrian paths, creating a coordinated composition that does not obscure any significant details of the building or entry to the property.

Signage attached to buildings may be projecting signs, panel signs or individual letters fixed directly to the building facade. Projecting signs may be no more than 10 square feet in area and at least 8 feet above grade. Panel signs and attached letters may extend across the entire face of a building but may be no more than 18 inches in height and must not cover any part of a window or special architectural feature of the facade. Only one attached sign per building is permitted.

All signs should carry only the street address and the name(s) of the enterprise(s) operating on the property. They should not contain changeable copy or descriptive text on services or special offers, other than sub-titles that are part of a business’s identity or logo.
2. NEIGHBORHOOD CENTER
Sunrise Drive to St. Francis Avenue

Objective: to concentrate convenience retail and neighborhood services in a pedestrian-oriented community meeting place.

2.1 Public Improvements

This section of West Main Street is scheduled to be resurfaced in 2005. In this project and future public improvements, the right-of-way should be designed according to the following guidelines to achieve a more pedestrian friendly streetscape through the Neighborhood Center zone.

2.1 (a) Public right-of-way

The dimensions of the existing right-of-way are inconsistent and easements should be negotiated where possible to establish a uniform 76-foot width. As shown in the section of Figure 10, this right-of-way allows for four 12-foot wide travel lanes, with an 8-foot sidewalk on each side and a 6-foot amenity strip along the curb line to buffer pedestrians from traffic. This amenity strip accommodates trees, lights, benches, trash receptacles and traffic control signage.

2.1 (b) Site access:

Curb cuts on West Main Street should be eliminated where possible, in favor of access from side streets. To improve north-south traffic movement, Garrett Drive is recommended to be realigned to provide direct access to Sunrise Drive. Traffic flow around the Neighborhood Center is also improved by extending Hampton Road west to...
connect with Parmalee, in the existing right-of-way on the southern edge of the new center.

2.1 (c) **Street trees:**

Crabapples, or a similar flowering tree, can provide strong spring color in the Neighborhood Center and a contrast to the street trees elsewhere in the corridor. Appropriate trees for this area will be selected by the City Arborist.

2.1 (d) **Paving:**

The concept for paving is to use low-cost, low-maintenance materials that provide visual interest to the pedestrian areas and define the different activity zones of the sidewalk.

The amenity strip is contained within a 6 inch concrete curb at the edge of the cartway, and an 18” wide band of 6-inch square pavers. The remaining 4 feet of the amenity strip is 2-foot square, pre-cast concrete paving slabs which can be easily removed and replaced as required for maintenance and utility access.

The 8-foot sidewalks are of poured concrete in a lighter color than the pre-cast slabs of the amenity strip, scored on the diagonal in 4-foot wide squares to emphasize the distinction between the amenity strip and the sidewalk proper.

2.1 (e) **Crosswalks:**

Easy access across West Main Street is important in the Neighborhood Center and pedestrian crossings are intended to be frequent, visible and effective as traffic calming devices. Signalized crosswalks are provided at each of the four intersections within the district. So that they appear as natural extensions of the sidewalks, the crosswalks are paved in the same materials, with diagonally scored poured concrete contained between two 18” wide bands of the accent pavers that define the edge of the amenity strip.
2.1 (f) **Lighting:**

Given the width of the sidewalks in the Neighborhood Center and the levels of pedestrian activity they are intended to attract, street lighting should be supplemented by a second system of pedestrian-scale lighting located in the amenity strip. The spacing depends on the particular light fixture chosen, but in general, they should be spaced at 24 feet on center, coordinating with the position of street trees.

The light poles can also be used for banners which add color and interest to the district and can be used to advertise special events or to mark the changing of the seasons.

2.1 (g) **Trash receptacles:**

Readily accessible trash receptacles make an important difference in controlling sidewalk litter, particularly in a high volume pedestrian area like the Neighborhood Center. Receptacles should be no more than 60 feet apart, and their design and color should coordinate with other street furniture of the district.

2.2 (h) **Benches:**

To encourage people to linger in the Neighborhood Center, comfortable places to sit should be provided at frequent intervals, in freestanding benches or custom designed components such as planters with integrated seating. Seating should be located in the amenity strip to keep the sidewalks clear, in facing pairs of benches arranged in relation to the street trees to create sheltered places for people to wait or engage in a comfortable conversation.

2.2 (i) **Bike racks:**

Bike racks should also be located in the amenity strip, at approximately 100-foot intervals or in relation to the placement of benches. A unique design should be selected for bike racks to add interest to the sidewalks, or local artists could be engaged to design custom racks as pieces of public art that contribute to the special character of the Neighborhood Center.
2.2 Private Development

To achieve the vibrant, urban character of a successful town center, this section of the corridor needs to combine uses in a tightly integrated complex of mixed-use buildings and quality public spaces.

2.2 (a) Land use:

The Neighborhood Center is intended to be a concentration of complementary uses that attract people throughout the day and at night. Characteristics that qualify a use for inclusion in the district include the amount of public activity it generates, its hours of operation, compatibility with other uses and influence on the market image of the district.

It is critical, however, to maintain an appropriate balance between retail, office and residential uses in the district. Although retail is permitted on the ground floor of all properties fronting West Main Street, it should be concentrated around the central open space and in the parcels immediately across the street, with less active office and service uses on parcels to the west.

Where development is more than one story, permitted land uses are conditioned by the following building requirements:

- All buildings must contain at least two different types of uses, e.g., retail and office or retail and housing.
- The ground floor frontage of all buildings must be active commercial uses, primarily retail and restaurants, but limited service functions that attract walk-in traffic, such as a copy center, travel agent or hotel lobby, are appropriate.
- At least 40% of the overall development program should be residential, including apartments, condominiums and/or hotel rooms.

To increase the residential density within walking distance of the Neighborhood Center, development of parcels fronting Garrett and Spaulding Drive is multi-family residential, in apartments, townhouses or attached live/work units.

2.2 (b) Density:

The density of development in the Neighborhood Center will be a function of the strength of the market and should not be controlled by regulations that could limit immediate development opportunities or future options. The quality of the environment, which is closely related to density, is more directly influenced by building height and setback controls, parking requirements and public open space characteristics.

2.2 (c) Building height:

To achieve the concentration of uses and levels of activity required in the Neighborhood Center, buildings of 2 to 3 stories are recommended. The IC-R Zoning District currently permits buildings up to 60 feet in height which accommodates 5 stories, so no change to the existing code is necessary. To achieve the kind of density that will ensure a lively Neighborhood Center, however, the City may consider imposing a minimum height of 2 stories in this district.

In addition to increasing the density of activities in the Neighborhood Center, 2 to 3 story buildings will define the edges of West Main Street more clearly than one story structures, and will provide an appropriate sense of enclosure around the central open space. If the City does not
impose a minimum on the number of stories, where one story buildings are constructed, their height should be augmented with exaggerated parapets or “fake” second floors, with additional height providing a service or storage mezzanine.

2.2 (d) **Setbacks:**

All buildings on West Main Street must be constructed to the property line along the street. Recesses that are included to break the continuity of the street facade and create a visual rhythm along the sidewalk are encouraged, but they should be spaced at least 20 feet apart and should be no more than 6 feet wide and 2 feet deep.

No side yard setbacks are required for development on West Main Street. The rear parking requirement [Guideline 2.2 (e)] imposes a buffer of 60 feet or more in the rear, and as required by the existing code, a landscaped strip of at least 5 feet must be maintained between all parking areas and the rear property line.

For multi-family development on Garrett and Spaulding Drives, a side yard setback of at least 10 feet is required, with a front yard setback equal to that of adjacent residential development.

2.2 (e) **Parking:**

Off-street parking is developed for the Neighborhood Center as a whole, rather than individual buildings, under a shared parking standard that recognizes shifting times of peak demand for different uses. The total number of parking spaces required is calculated at 3.5 spaces for every 1,000 square feet of commercial development, and 1.5 spaces per unit for residential development.

All parking is located in the rear, except for short-term spaces around the central open space, and rear lots are interconnected wherever possible to allow circulation through the district without accessing West Main Street.

2.2 (f) **Public open space:**

Development in the Neighborhood Center should include a “town square” which acts as the central, organizing feature of the district, suitable for a variety of activities from casual sitting, to a weekly farmers’ market, to special events and festivals.

This space should be at least half an acre in area, linked to pedestrian and bike paths to the north and south, and landscaped with a combination of green space and paving that maximizes its functional flexibility. To ensure a constant level of activity during an ordinary day, slow speed traffic and short term parking is encouraged around the perimeter of the space, configured in such a way that the square can be closed to traffic for special events.

The space should be designed for various unstructured activities and spontaneous entertain-
ments, as well as programmed events. It should contain ample places to sit, with benches, trash cans, bike racks and lighting in the same styles as the sidewalk components on West Main Street.

2.2 (g) Building type and massing:
What encourages people to spend time in an urban area like the Neighborhood Center is the comfort and quality of the public spaces and pedestrian pathways linking different uses. The buildings provide the walls of these public “rooms” and therefore should be designed as containers of outdoor space, rather than individual objects in space. This means that the buildings should be simple, integrated masses of a consistent scale and geometry, working together to clearly define public outdoor spaces.

This call for consistency, however, does not mean the buildings of the district are to be architecturally bland or monotonous. A mix of uses in multi-story buildings naturally results in vertical interest in the architecture. Unique elements, like corner projections, stair towers and pedestrian passages through to parking in the rear, can be used as special landmarks and to create intriguing visual connections between spaces.

2.2 (h) Roofs:
The streetscape and character of public spaces can also be enlivened with articulated roof forms, including roof gardens, terraces and decks which add amenity to upper floors and entice occupants to participate in the “public scene” from above. Pitched and flat roofs are both acceptable and may be used in combination to create an appropriately varied roofscape.

Suitable materials for visible roof sections include slate or asphalt shingles, clay tiles or standing seam or corrugated sheet metal. The roofing material should be consistent throughout the district, or varied only by subtle changes in profile or color, rather than type.

2.2 (i) Building materials:
To achieve the level of quality and durability appropriate to a commercial center, brick is the preferred building material, with sandstone, granite or pre-cast concrete accents for lintels, window sills, pilasters or the base of piers. Standing seam or corrugated sheet metal panels may be used as decorative accents, but not as a primary cladding material. Other unacceptable materials include Dryvit, wood paneling, vinyl siding and faux stone claddings. On elevations not facing a street or public open space, painted wood siding or stucco may be used instead of brick.

2.2 (j) Windows:
The nature and extent of windows, particularly at the ground level, will have a major impact on the quality and visual interest of the streetscape and public spaces of the Mixed Use
Zone. Windows at the ground level should be designed as a contemporary interpretation of the traditional storefront, including transom, display window and bulkhead sections, contained between brick piers.

These composite window sections should make up at least 75% of the total area of the ground floor façade, with at least 60% in glazing that allows clear views of window displays or interior activity. A smaller proportion of glazing is appropriate in higher floors, but upper level openings should be proportioned to complement the scale and maintain the rhythm of ground floor openings.

Externally mounted security shutters are prohibited, but security screens or meshes may be installed on the interior, behind a window display. These will not restrict vandalism of windows or displays, but they secure the rest of the building and minimize indications of crime.

2.2 (k) Colors:

Brick, stone and concrete elements should be selected in colors that subtly complement each other, and these materials should never be painted. Wood siding and stucco surfaces on the rear of buildings should be restricted to traditional wall colors compatible with the masonry materials of the rest of the building. Strong accent colors are reserved for signage, awnings, and door and window trim, rather than the building itself, and these colors should be selected with consideration for the larger composition of adjacent development and landscape elements.

2.2 (l) Awnings:

Canvas awnings are an effective way to shelter sidewalks and add color and interest to the streetscape. Solid or striped shed awnings with open sides and valances are the preferred awning type over entries and display windows throughout the Neighborhood Center. More elaborate metal canopies or marques are encouraged over the entries of significant uses, such as a supermarket or major retailer. Where awnings are included on adjacent buildings, they should be mounted at a consistent height and must maintain a minimum vertical clearance of 7 feet.

Colors should complement the overall color scheme of the development and business logos, names and street addresses may be included on awnings or valances.

2.2 (m) Signage:

Besides awning signage and window signs described below, only projecting signs, panel signs or individual letters attached directly to the buildings are permitted in the Neighborhood Center, determined by the design of the buildings. If a sign frieze is included above the transom panels, for example, panel signs or individual letters should identify each tenant, with a consistent size related to the depth of the frieze and the width of the
building’s structural bays. Alternatively, projecting signs may be adopted as the preferred type of business identification sign, but whichever type is selected, it should be used consistently throughout the district.

Projecting signs should be no more than 10 square feet in area, and must maintain a vertical clearance of 8 feet from grade. No signage is permitted for upper floor businesses except in vertically proportioned projecting banners or permanent projecting signs, explicitly provided for in the design of the building façade.

All signs should carry only the name and address of the business and should not contain changeable copy or descriptive text on services or special offers, other than tag lines that are part of a company’s identity.

Transoms or display windows may carry graphic logos or very brief phrases identifying the goods or services of the tenant, etched into the glass or in stick-on vinyl lettering no more than 6 inches in height applied to the interior surface of the glass. Glass doors may also contain the name of the business, its address and/or hours of operation in similar vinyl lettering. No temporary signs are permitted attached to or leaning against glass panels.

Special “art signs” in neon or small sculptural pieces are encouraged in windows, but they must cover no more than 50% of a display window and may not contain moving letters or symbols, or flashing lights. Neon borders around display windows are strongly discouraged.

2.2 (n) Landscape:

To maintain a consistent character and quality of public space throughout the Neighborhood Center, planting, paving, lighting and pedestrian amenities on private property should be the same as corresponding elements in the West Main Street right-of-way. Color accents in window boxes, hanging baskets and sidewalk planters are strongly encouraged, but should be coordinated as a district-wide feature rather than the initiative of a single property owner or tenant.

A minimum of 10% of all parking areas should be devoted to landscape, with shade trees spaced at 40 feet on center, or one for every eight cars, whichever results in the greater number of trees. For recommended plant selections, see the landscaping guidelines in the last section of this manual.
3. **AUTO-ORIENTED ZONE**

   Neighborhood Center to Main Street/Route 59 split

   **Objective:** to create an attractive district devoted to auto-oriented businesses.

3.1 **Public Improvements**

   This section of West Main Street is scheduled to be resurfaced in 2005. In this project and future public improvements, the right-of-way should be designed according to the following guidelines to achieve the intended streetscape characteristics of the Auto-oriented Zone.

3.1 (a) **Public right-of-way:**

   The dimensions of the existing right-of-way are inconsistent, and easements should be negotiated where possible to establish a uniform 76-foot width. As shown in the section of Figure 11, this right-of-way allows for four 12-foot wide travel lanes, with an 8-foot utility strip and a 6-foot sidewalk on either side.

3.1 (b) **Site access:**

   Curb cuts on West Main Street should be eliminated where possible, in favor of access from side streets. Each property should have only one access drive from West Main Street, with a maximum width of 24 feet. The rear parking lots of adjacent properties should be connected across property lines or side streets where possible to allow circulation through the district without requiring access on to West Main Street.
3.1 (c) **Utility strip:**

A 6-foot wide strip along the curb line is reserved for utility poles and the future possibility of replacing overhead wires with underground service. To preserve the visibility of vehicle displays throughout the Auto-oriented Zone, the landscape of this strip is confined to lawn, or hardy, salt tolerant grasses, low shrubs or ground covers that will maximize the impact of this limited landscape element. Although maintenance is an issue, a colorful floral border would make a major impact during the summer months.

3.1 (d) **Lighting:**

Unlike the other districts of West Main Street, a supplementary system of pedestrian-scale lighting is not necessary in the Auto-oriented Zone. The existing street lights, however, should be fitted with colorful, over-scaled banners that establish the identity of Kent's auto-sales district. The banners must maintain a vertical clearance of 16 feet and must not project beyond the curb line; otherwise they should be as large as possible.

The purpose of the banners is to advertise the district, rather than individual businesses, and they should be artfully designed to present a coordinated message about the nature of the tenants in this part of the corridor.

3.1 (e) **Sidewalks:**

Simple, low maintenance concrete sidewalks are appropriate for this zone. To add interest to the streetscape, the concrete could be scored on the diagonal, as in the Neighborhood Center, or banded with panels of a slightly different color, as suggested in the diagram of Figure 11.

3.1 (f) **Decision point gateway:**

The split between West Main Street and State Route 59 at Longmire Drive provides an opportunity for a significant landscape statement marking the eastern gateway to the West Main Street corridor. To preserve a thematic connection with the gateway treatment at the other end of the corridor, the landscape design should be based on low, curving brick walls and similar plantings to the Stow/Kent border gateway, or the treatment of the hillside next to the Police Station on Haymaker Parkway. Signage should be restrained and elegant, for example, the city emblem cut in brushed aluminum and mounted to the curving brick wall(s). Depending on the budget available for this improvement, the gateway treatment could incorporate a permanent water feature.

3.2 **Private Development**

The requirements of the existing IC-R zoning classification remain appropriate for this section of the corridor, with the following refinements and additional design considerations. These guidelines can be formalized in a supplementary zoning overlay, or encouraged through the deliberations of the Design Review Board.

3.2 (a) **Land use:**

The IC-R zone conditionally permits all the auto-oriented uses intended for this district. However, it also permits various retail, office and entertainment uses that would be more profitably located in the Neighborhood Center or Gateway zones where the overall corridor concept calls for...
the concentration of retail and related functions. Uses that are appropriate to the other parts of the corridor should be discouraged, to help build the critical mass of the other zones, and to ensure that sufficient land is available for the expansion of existing, and attraction of new, auto-oriented uses in this zone.

Without changing the zoning throughout the corridor, direct City intervention and financial incentives will be necessary to accomplish the reorganization of land uses recommended in the West Main Street vision. A degree of voluntary relocation can be expected, however, as property owners seek to take advantage of opportunities to co-locate with similar or supportive businesses, in districts with a strong identity and coordinated development character.

3.2 (b) **Setbacks:**

Rear and side yard setbacks remain as specified in the existing code, but the front yard requirements are adjusted to provide more control over the location of vehicle display, buildings and signage.

The IC-R regulations require a minimum front yard of 30 feet plus one foot for each two feet of building height in excess of two stories above grade. These guidelines recommend a fixed front yard setback of 45 feet, including a 5-foot planting strip at the rear of the setback to buffer the view of the large expanses of paving that typically extend to the back of the deep lots on either side of West Main Street.

3.2 (c) **Vehicle display zone:**

Auto sales businesses need to maximize the visibility of their inventory which has lead, in many cases, to display cars parked right on the front property line and sometimes even intruding into the public right-of-way. Under the current parking regulations of Section 1167.10 of the code, front yard parking must be setback behind a 20-foot landscaped strip along the right-of-way line. Since this requirement has not been strictly enforced and the location of some of the existing buildings makes it impossible to do so, the guidelines recommend replacing the landscaped setback with a hardscaped “vehicle display zone” to encourage a more orderly and consistent approach to meeting the dealerships’ demands for visibility.

The 20-foot setback for front yard parking is eliminated if property owners implement a 20-foot
wide zone of special paving immediately adjacent to the sidewalk. This zone is essentially a wide sidewalk for vehicle display, constructed of a different type of paving from the pedestrian sidewalk, that adds interest to the streetscape, contains display vehicles in a consistent alignment along the street, and expands the walking surface for pedestrians.

The display zone is an 18-foot wide band of concrete or other modular paving material (but not asphalt), contained within two 1-foot wide borders of brick or concrete pavers.

Although the dimensions of the display zone are fixed, different property owners may select different types and/or colors of paving, provided adjacent materials are compatible in type and the transition between materials is adequately resolved. New environmentally friendly materials, like Geoweb or other types of pervious gravels are also encouraged. Similar creativity is encouraged in the design of the decorative borders which may include special art panels, in ceramic, glass or terra cotta, or elements such as solar bricks which look like glass block during the day and glow at night like stage footlights.

A further 20-foot zone behind the display strip provides access for display vehicles and may be used for circulation and short-term parallel parking. This zone may be paved in asphalt.

For auto-oriented business that do not display vehicles as part of their everyday operations, the vehicle display zone may be used for a single aisle of parking or drive-through circulation.

3.2 (d) Display pavilions:

To further enliven the streetscape and clarify the organization of this part of the corridor, elevated vehicle display pavilions are located as “gateway” elements defining street intersections and access drives. These pavilions are located in the vehicle display zone and may be no more than 20 feet square in plan, and no more than 12 feet high.

Instead of the open, elevated metal platforms that car dealerships regularly use to display specials or premium vehicles, these pavilions are more elaborate, custom designed elements, with an enclosed base that may be used for signage. To enhance their prominence as landmarks along the street, roofs are encouraged, which may take traditional roofing forms or be more fanciful shapes, made out of metal, fabric or fiberglass. Open pergolas with climbing vines are also acceptable. The pavilions may rotate and should be well lit to add interest to the streetscape at night.

3.2 (e) Landscape buffer:

Given the priority placed on vehicle display in the Auto-Oriented Zone, there is limited landscaping in the right-of-way and none in the first 40 feet of frontage on West Main Street. To mitigate the generally hard character of the streetscape, a landscape buffer of at least 5 feet in width is required at no more than 40 feet back from the front property line. This landscape buffer is intended to create a low green “wall” dividing the display of cars at the front of the lot from the storage of additional inventory in the rear. Except for breaks required for vehicle circulation, this buffer is to be continuously landscaped with hedges or shrubs to a minimum height of 3 feet that screen views to paved areas beyond. Trees and fencing are also encouraged in this strip. The preferred type of fence is a decorative metal picket fence, combined with brick piers and base.
3.2 (f) **Building character:**

The variety of auto-oriented uses anticipated in this section of the corridor means that the buildings will inevitably be very different in size and character. Instead of attempting to impose an architectural consistency over the area, as in the Neighborhood Center, the Auto-Oriented Zone celebrates the diversity of its buildings, relying instead on devices like the vehicle display zone and a consistent setback to achieve a degree of order and design control.

Buildings and roofs can assume various forms; a variety of materials and colors is appropriate; openings can be non-rectangular in shape and of unusual proportions. The only building characteristics that are clearly out of place are pseudo-historic details, such as a mock-colonial entry attached to a glass and steel showroom or a Tudor-esque façade on an auto repair shop. The functions of this district are oriented to value and service, and the architecture should present a corresponding image.

3.2 (g) **Signage:**

Auto-oriented uses have located in this area to take advantage of the traffic between Stow and Kent and the signage, therefore, needs to be designed for visibility from passing automobiles. To have an impact on an audience moving at 25 miles an hour and faster, signs need to be larger and bolder and should contain simpler, more direct messages than signs in the Neighborhood Center or Gateway zones.

Panel signs, individually mounted letters or company logos may be attached directly to the buildings, according to the requirements of Section 1165.05 (b) of the Zoning Code. The size, proportions and colors of these signs should complement the building facade and they should contain nothing other than the name of the business and its street address.

With respect to freestanding signs, the regulations for the IC-R district permit only one monument (ground) or pole sign. To avoid additional street-side clutter, these guidelines recommend the elimination of monument signs in favor of identity signage integrated into the base of the display pavilions which are located to mark entry into a site. Prohibiting freestanding monument signs provides an incentive for constructing the display pavilions, in return for which the business achieves at least two such signage opportunities directly on the street, on either side of its entry driveway.

Panel signs or individually mounted letters may be attached to all sides of the base of a pavilion, to a maximum signage area of 50 square feet on any one side. These signs must be permanent and may not contain any changeable copy.

In addition, each property is permitted one pole sign, located in the 5-foot landscape buffer 40 feet back from the right-of-way. To compensate for the restriction on location of these signs and their greater distance from the road, the existing height limit of 25 feet is relaxed to allow pole signs of up to 40 feet in height. The maximum area of 50 square feet remains in force. Where pole signs are installed, property owners and tenants are encouraged to consider more artistic and innovative designs that are visually interesting as “environmental sculptures” and become special landmarks of the City of Kent.

All other types of signage, such as strings of plastic flags or temporary sandwich boards set out on the sidewalk, are prohibited.
3.2 (h) **Yard areas:**

Given the nature of the activities intended for the Auto-Oriented Zone, the character and maintenance of yard areas will have a particularly significant impact on the quality of the streetscape and the economic strength of the district. Outdoor showrooms and sales yards are encouraged in the district, so long as they are maintained and operated in an orderly manner. No exposed part of an auto-oriented property may be used for "dead" storage or junk yard functions, and only vehicles or materials that are in current use, or for sale by a registered dealership, may occupy any part of a property. All garbage storage and dumpsters must be located in the rear of the property, no less than 10 feet from a rear property line and with adequate landscape screening from adjacent uses.

All parts of a site that are not paved must be landscaped in a mixture of lawn, trees, shrubs and annual and perennial color, and all landscaped areas must be adequately maintained throughout the year.

A minimum of 10% of all paved areas behind the landscape buffer should be devoted to landscape, with shade trees spaced at 40 feet on center, or one for every eight cars, whichever results in the greater number of trees. Alternatively, the number of trees may be reduced by up to 50% if, instead of asphalt, a pervious surface material is used for rear vehicle storage or display areas and bio-swales are provided for drainage.

*Ground water recharge is enhanced by the use of a bio-swale in a typical parking lot*
Landscape Guidelines

Plant selections

Landscape plants throughout the West Main Street corridor should be limited to species that are either native to Ohio or are non-invasive. The following is a list of some plant material that would be appropriate for use in various areas of the corridor. However, review by the City Arborist is necessary before installation.

(a) Large Trees

• **Acer rubrum** (Red Maple): Providing dense shade and beautiful fall color, the Red Maple does well in moist soils and should be used in gateway areas.

• **Gleditsia tricanthos var. inermis** (Thornless Honeylocust): This large shade tree providing filtered sunlight thrives in a variety of conditions. The Honeylocust could be incorporated into any area calling for a large shade tree.

• **Quercus rubrum** (Red Oak): The Red Oak grows quickly and to great heights. Its high canopy makes it a good choice for areas where visibility is an issue. This selection should also be utilized in gateway areas.

(b) Small Trees

• **Amelanchier laevis** (Allegheny Serviceberry): The Serviceberry is a wonderful plant for naturalized settings. Taking the form of a large shrub with a very low canopy, the Serviceberry’s attractive flowers, bark, fruit, and fall color allow for four season enjoyment. Great for use in large planting areas and as an accent in all landscape conditions.

• **Carpinus caroliniana** (American Hornbeam): Perfect for parking lot planting due to its compact size and tolerance of full sun, the Hornbeam has showy green foliage that turns brilliant yellow to purple in the fall.

• **Cercis canadensis** (Eastern Redbud): Growing to an irregular form at maturity and showing a brilliant display of bright pink flowers in early spring, the Redbud makes an excellent accent plant for large planting and naturalized areas.

• **Malus** spp. (Crabapple): Crabapples, known for their rounded habit and wide variety of flowers and fall color, make excellent accent ornamental trees. Their spring flowering could bring life and beauty to the Neighborhood Center, the gateways and other accent areas throughout the corridor.
(c) Shrubs

- **Cotoneaster** spp. (*Cotoneaster*): With semi-evergreen foliage and a variety of habits ranging from broad and arching to compact and spreading, Cotoneasters can fulfill a variety of roles in the landscape, from slope stabilization to ground cover and accenting.

- **Hydrangea macrophylla** (*Bigleaf Hydrangea*): Hydrangeas, known for their large glossy deep green leaves and huge spherical flowers are of particular interest in snowy areas due to their tolerance of salt spray. Wonderful as an accent plant or in massing in large landscape areas.

- **Ilex glabra** (*Inkberry*): The deep green evergreen foliage of the Inkberry makes it an excellent choice as a backdrop plant or for screening. Its dense foliage blocks wind, grows quickly, and shears easily into hedge form.

- **Juniperus** spp. (*Junipers*): Like Cotoneasters, Junipers fill a variety of roles in the landscape. Numerous colors, habits, and sizes are available, most extremely tolerant of salt spray and all at least semi-evergreen.

- **Myrica pensylvatica** (*Northern Bayberry*): Another dense evergreen, Bayberry is also extremely tolerant of salt spray. Its white fruits and wonderful aroma make it a good choice for mass plantings near parking areas and in large planting areas.

- **Spirea x bumalda** (*Bumalda Spirea*): These small mounded shrubs are available in various colors ranging from deep green to bright gold. Small pink flowers provide accent during the early summer. Can be used to accent most landscape conditions.

- **Thuja occidentalis** (*American Arborvitae*): Another extremely adaptable plant that can be used in a variety of landscape conditions. Arborvitae can grow quite tall and sheer nicely into hedge form. Great used as screening and as a backdrop for other ornamental shrubs and trees.

- **Viburnum dentatum** (*Arrowwood Viburnum*): Large leathery green leaves and showy white flowers make this Viburnum a great choice for both mass and accent planting.

(d) Perennials

- **Astilbe** spp. (*Astilbe*): A fitting selection for use in wet areas as well as shady conditions, Astilbe’s delicate deep green foliage often accented by streaks of burgundy are topped by lacy plumes of flowers available in a variety of colors.

- **Coreopsis** spp. (*Coreopsis*): A prolific and spreading flower available in several colors that thrives in full sun.

- **Hosta** spp. (*Hosta*): Known for its love for shady conditions, the Hosta family offers dozens of variations of plants with unique sizes, habits, leaf characteristics, and flowers.

- **Liriope spicata** (*Creeping Lilyturf*): Small, arching ribbon-like leaves spread slowly over time, with small white or purple flowers occurring from late spring to summer. Use preferably in shady areas as a border plant.

- **Metteuccia pensylvanica** (*Ostrich Fern*): Perfect for use in wet areas, this fern’s broad fronds give planting areas a naturalized feel.

- **Miscanthus sinensis** (*Maiden Grass*): Another family offering tremendous variety, use
these grasses to screen or accent. Variations range from small and solid colored to tall and striped, with everything in between.

- **Rudbeckia spp. (Black-eyed Susan):** Bright yellow, showy flowers 1 to 1-1/2 feet high on deep green foliage make Black-eyed Susans perfect for mass plantings as well as accents.

- **Sedum ‘Autumn Joy’ (Showy Stonecrop Sedum):** Dense, tall, pale green foliage gives way to gorgeous pink to deep red flowers in the fall. Great for use around the trunks of trees and in mass plantings.