

EVENDALE **design guidelines**

June, 2012



MKSK

TABLE OF CONTENTS

SECTION 1 Introduction	5
Background	6
Why Design Guidelines	6
How to Use this Guide	8
Themes of the Design Guideline	9
Location Map	10
Landmarks and Destinations	12
Use Map	13
Community Assessment	14
SECTION 2 Design Guidelines	17
Overall Development Guidelines	18
Development Standards	
North Reading	21
Existing and Proposed Concepts and Sections	
Site Planning and Design	
Public Realm	
Building Form and Materials	
Town Center	29
Existing and Proposed Concepts and Sections	
Site Planning and Design	
Public Realm	
Building Form and Materials	
South Reading	43
Existing and Proposed Concepts and Sections	
Site Planning and Design	
Public Realm	
Building Form and Materials	
Physical Conditions Comparison	53
SECTION 3 Appendix	57
Existing Conditions	58
Figure Ground, Connectivity, Open Spaces, Commercial, Office, Residential, Educational & Institutional Uses	

SECTION 1 | Introduction

SECTION 1

INTRODUCTION

Background

The Evendale Design and Development Guidelines are built upon the basic recommendations of the Evendale Comprehensive Master Plan and Business Ready Plan and will result in the development of a more refined understanding of the aesthetic goals of Evendale. The Business Ready Evendale Plan prescribed the development of design guidelines under recommendation A7 which states that “this step would insure that future development is to follow design precedence as communicated by the guidelines. The legislation would not require existing property owners to modify current structures but would require future development to comply with the community’s design goals. The use of Design Guidelines in other communities has been demonstrated to encourage development by protecting current and future investments through quality standards of design and execution.”

As the previous plans were development focused and holistic in nature, the Design Guideline explores design character opportunities within the target area (Reading Road corridor) in an effort to reach reasonable consensus on a unified design personality of the area. The initial guidelines will concentrate efforts on the Reading Road corridor with the potential of other future areas to follow.

Why Design Guidelines

The intent of the Design & Development Guidelines is to provide the Village, Planning Commission, property owners and developers with a clear understanding of design standards. To enhance the character of any development/ redevelopment and overall quality of the built environment, Design and Development Guidelines are developed to provide property owners, developers & tenants with visual references to encourage a better sense of place, quality architecture, aesthetics and creation of identity.

Focusing on the Reading Road Corridor, the study assumes **three (3) character areas**:

- **North Reading Road**
- **Town Center (at Reading Rd and Glendale Milford Road)**
- **South Reading Road**

Each area will have its own personality and unique qualities while being tied together with selective design and land planning elements.

A "sketch-pak" of graphics and photographs have been prepared as a part of this process. Design / aesthetic options, appropriate data and recommendations of the target area have been incorporated into the document.

The "sketch-pak" will address the following elements:

- The Evendale aesthetic & personality
- Appropriate architectural styles
- Future development opportunities
- Proposed future land uses, building massing and placement (and potential future changes to each).
- Transitions between land uses
- Community focal points and gathering spaces
- Pedestrian linkages and vehicular concerns
- Gateway, way-finding, and signing concepts
- Roadway, service drive, and parking facilities
- Proposed streetscape improvements

The 'Design Guidelines' booklet is applicable for any new development projects and redevelopment including site plan modifications, building additions and renovations, parking reconfiguration, streetscape enhancement and related physical development opportunities along the Reading Rd corridor.

The existing building and structures are not going to be affected by the Design Guidelines until a redevelopment opportunity takes place.

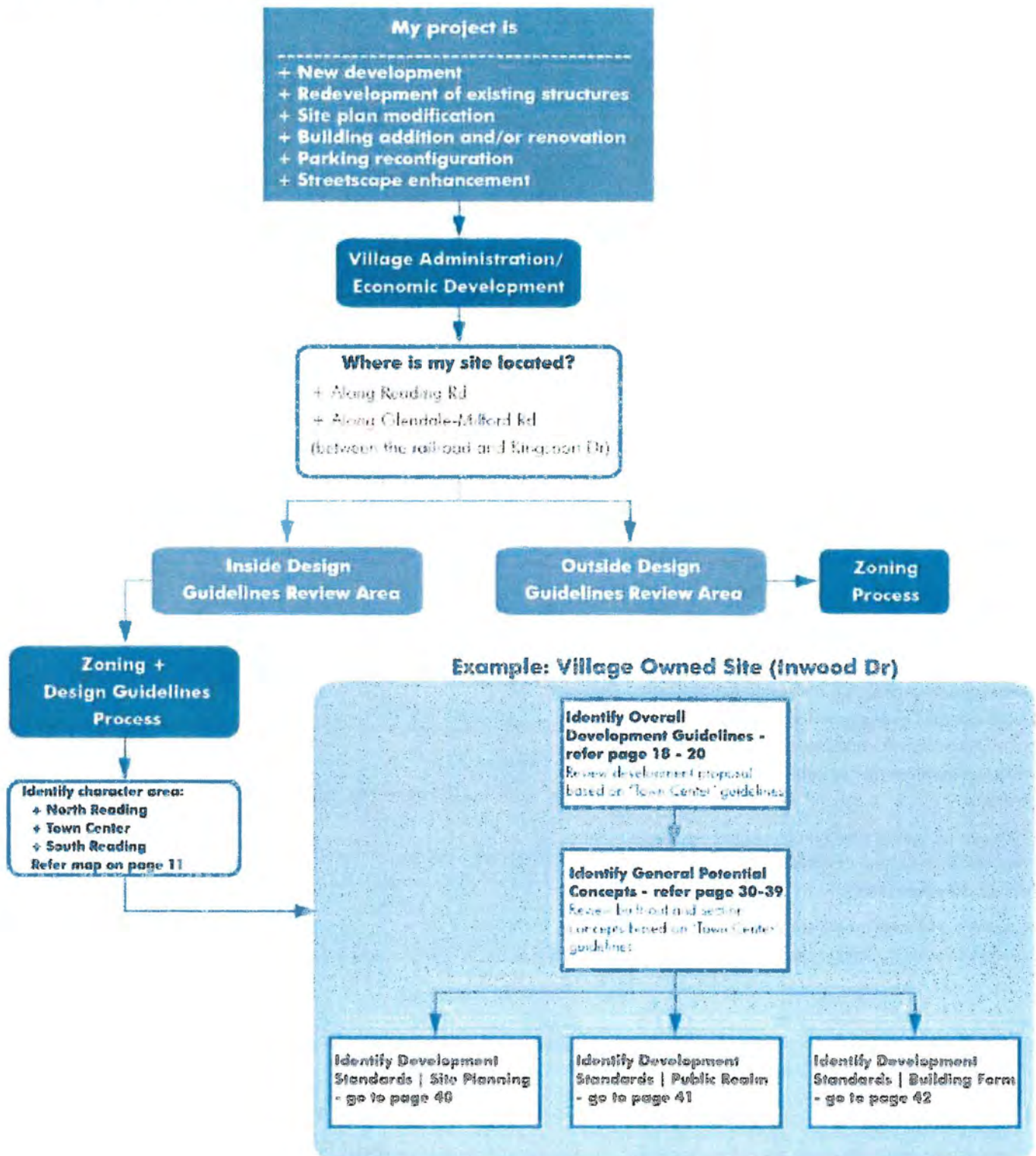
Regardless of location all development proposal should conform to current zoning standards.

In communicating the purpose and value of the Design and Development Guidelines, concentration is placed on **three (3) key design influences:**

- **Site Planning and Design**
- **Public Realm**
- **Building Form and Materials**

SECTION 1





How to Use this Design Guidelines Booklet





Themes of the Design Guidelines

The following “Themes” are listed below that will help to reinforce the common character and cohesiveness of development along the Reading Road corridor. These “Themes” are color-coded for easy reference and identification of the commonality across the 3 character areas throughout the document.




Sidewalk and Buffer Areas

-  Sidewalk and trail connectivity
-  Landscape buffer between main roads and buildings
-  Landscape screening between main road and off-street parking areas
-  Sustainable stormwater and landscape features


Amenities

-  Uniformity in signage and wayfinding with Evendale brand/aesthetics
-  Energy efficient ornamental street lighting

Parking and Curb-Cuts

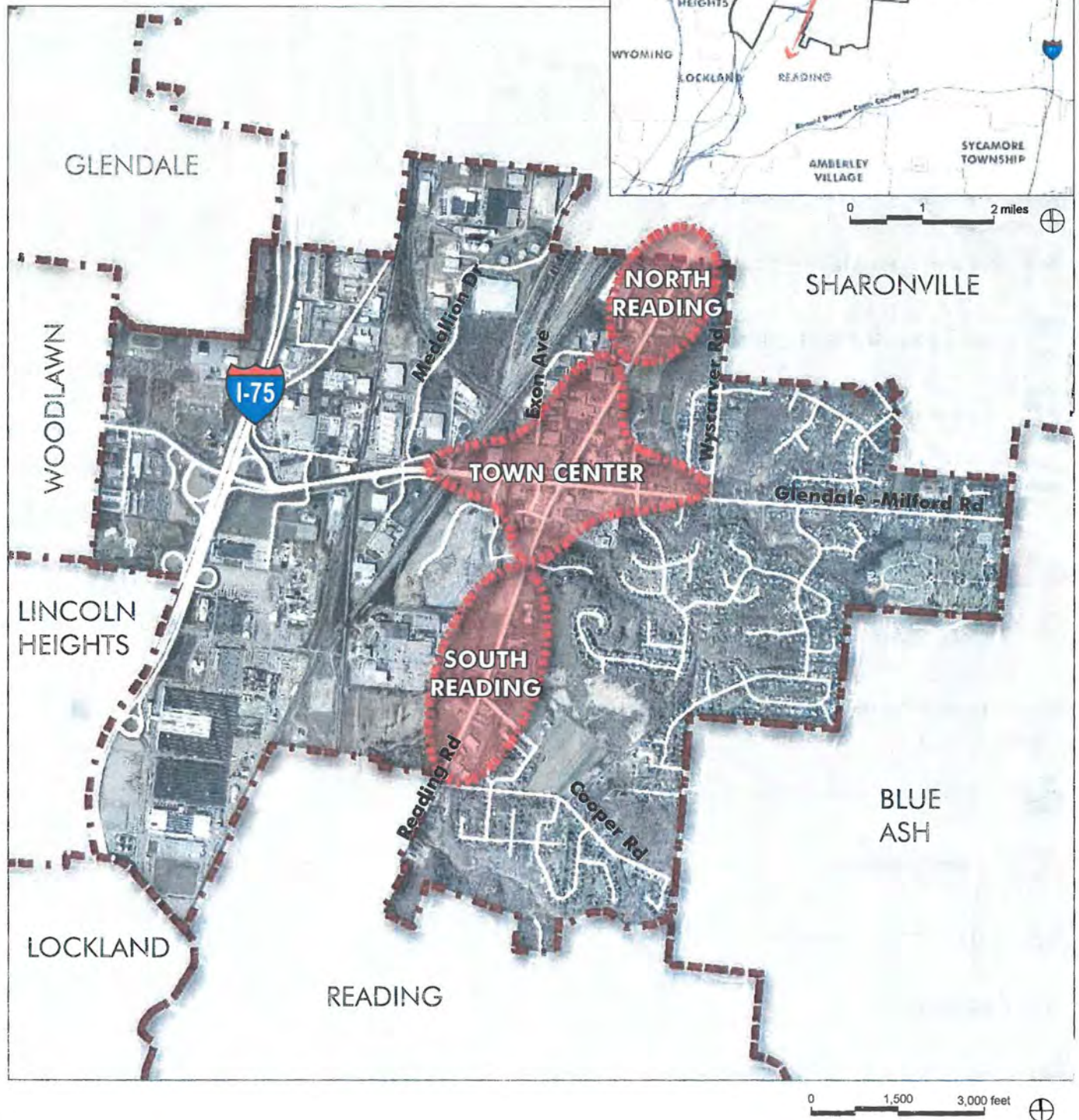
-  Parking to the rear and side of buildings
-  Shared parking
-  Consolidate curb cuts

Building Related

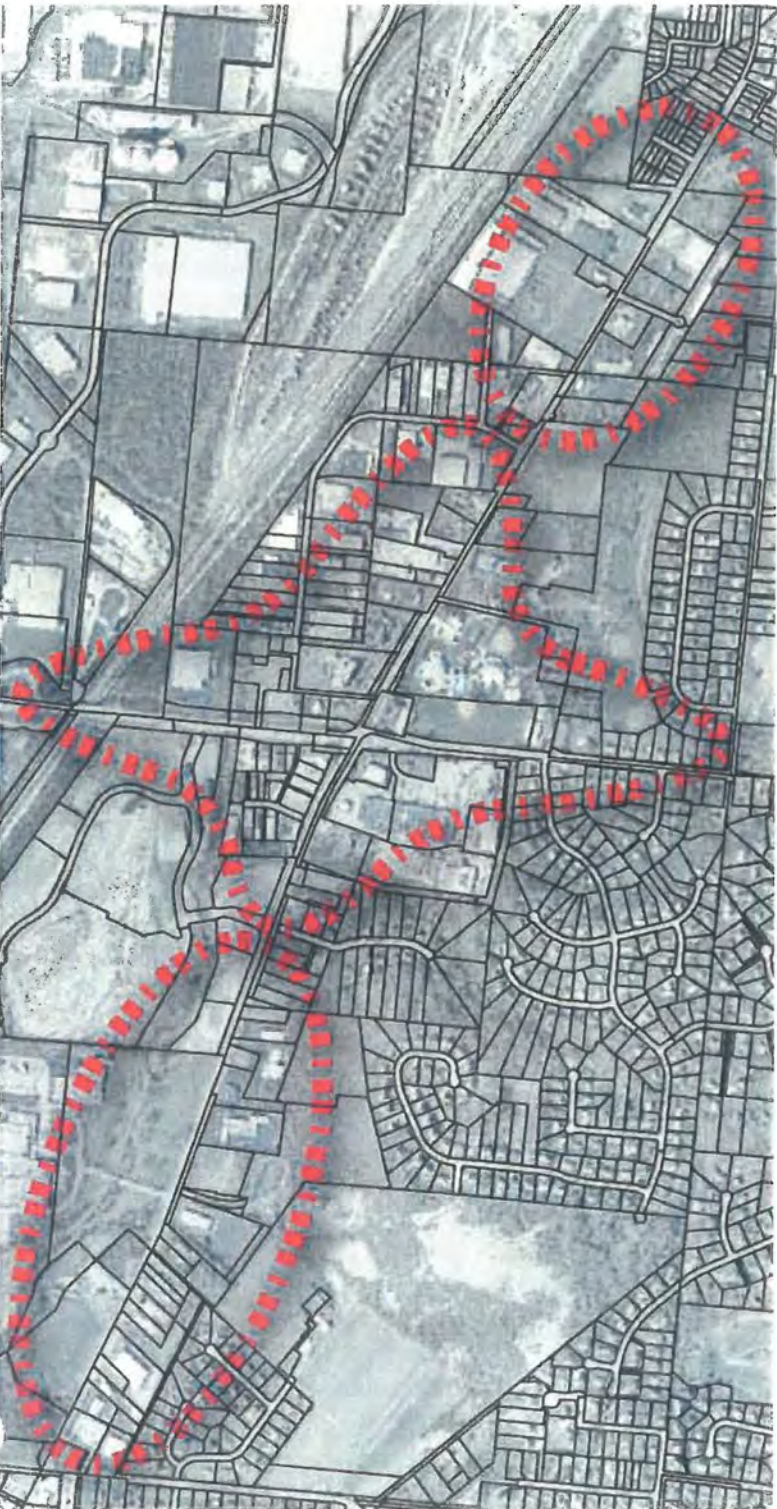
-  Uniformity in building materials and color palette

SECTION 1

Location Map and Character Areas



Character Areas and Property Boundary



North Reading

Town Center

South Reading

SECTION 1

EXISTING CONDITIONS

Landmarks and Destinations Map



Use Map

Exhibits the over-arching land use character areas



SECTION 1

COMMUNITY ASSESSMENT

READING ROAD PERSONALITY

CHARACTER

EXEMPLARY

GENERAL CORRIDOR

Building

- Evendale Municipal Center
- Cultural Arts Center
- Marge Schott Scout Achievement Center
- Nisbet Brower Building Addition
- Old Jewish Hospital
- Kinetic Vision

- Commercial Buildings north of Glendale-Milford Road and west of Reading Road
- Evendale Plaza Shopping Center
- Commercial Buildings between Glendale-Milford Road and PG Graves Ln and west of Reading

Site Development

- Evendale Municipal Center [green buffer, look and feel]
- Marge Schott Scout Achievement facility [green buffer, water and fountain]
- Outlots along Walmart [green space]
- Integration of Mill Creek with Walmart development

- Commercial sites north of Glendale-Milford Road and west of Reading Road
- Evendale Plaza Shopping Center
- Commercial sites between Glendale-Milford Road and PG Graves Ln and west of Reading

Roadway

- Healthy green buffer along Reading Road with sidewalks, tree lawn; boulevard green; modulation of stone fascia wall [eg. along Marge Schott Scout Achievement Center and Evendale Municipal Complex]
- Position/location of buildings with respect to road; percentage of site frontage with building



SECTION 1

READING ROAD PERSONALITY

OTHER ITEMS

Palette of Materials

EXEMPLARY

- Marge Schott Scout Achievement Center [use of stone, panels, fenestration, glass; balance between traditional and modern architecture]
- Evendale Municipal Building [traditional architecture]
- Kinetic Vision building [use of panels, glass, etc.]

IDEAL

Materials:

- Depending on form and size of buildings materials should be carefully chosen based on percentage of exterior areas, use of natural materials is encouraged

Additional Discussion Items

- Integration of geographic features

- Integration of signage to reflect common theme based on Evendale aesthetics
- Healthy green buffer along Reading Road on either side with sidewalk connectivity



SECTION 2 | Design Guidelines

Overall Development Guidelines

- Land Uses and Character
- Public Realm

Development Standards

North Reading, Town Center, South Reading

- Existing and Potential 3-Dimensional Sections
- Existing and Potential Street Sections
- Development Standards
 - Site Planning & Design
 - Public Realm
 - Building Form

Physical Conditions Comparison

- Existing Condition Images
- Potential Design Precedents

SECTION 2

OVERALL DEVELOPMENT GUIDELINES

LAND USES AND CHARACTER

AREAS	LAND USES	DENSITY & MASSING
NORTH READING	<ul style="list-style-type: none"> • Regional/local-serving/neighborhood based commercial & retail (higher quality and maintained look) • Restaurants • Professional office spaces • Mixed Use (commercial, professional office spaces with residential above) • Opportunity for multi-family 	<ul style="list-style-type: none"> • Compact vertical development • Height: Maximum 2 stories along Reading Road • Ground Coverage: 40% • Create modulation of facade • Promote massing and massing modulation to utilize optimum energy requirements and remove the monotony of unvarying surface facades.
TOWN CENTER	<ul style="list-style-type: none"> • Village Administrative Complex • Village Recreation Complex • Professional office spaces • Regional Shopping Center • Restaurants • Large and medium lot single-family residential subdivisions eastside of Reading Road outside of commercial corridor 	<ul style="list-style-type: none"> • Height: 2-3 stories • Ground Coverage: 40-50% • Create modulation of facade • Pedestrian-scale features should be incorporated on the first floor of buildings and at entrances to help relate buildings to the streetscape, specifically in commercial areas. These features include entrance canopies, storefront awnings, landscaping, lighting and signs
SOUTH READING	<ul style="list-style-type: none"> • Institutional Uses • Office commercial, studios • "Big-Box" commercial • Research based laboratories, workshops, office • Campus setting • Large and medium lot single-family residential subdivisions eastside of Reading Road outside of commercial corridor • Farming/agricultural uses integrated with residential areas 	<ul style="list-style-type: none"> • Height: Maximum 2 stories • Ground Coverage: 30-40% with open space provisions • Promote massing and massing modulation to utilize optimum energy requirements and remove the monotony of unvarying surface facades.

OVERALL DEVELOPMENT GUIDELINES

PUBLIC REALM

AREAS

CONNECTIVITY

OPEN SPACE

NORTH READING



- Connectivity between local, collector and arterial roads
- Sidewalk, pedestrian crosswalks and bikepath connections
- Consolidate curb-cuts along main thoroughfares
- Sustainable stormwater management techniques such as rain-gardens, bio-swales, etc. - can be integrated with streetscape design

- Parks/open space within 1/4 mile radius of neighborhoods and crossroads area
- 15% for commercial areas; or as guided by zoning

TOWN CENTER



- Main thoroughfare - Reading Road and Glendale Milford Road
- Road connectivity
- Sidewalk, pedestrian crosswalks and bikepath connections
- Recreational trails along natural areas
- Consolidate curb-cuts along main thoroughfares
- Sustainable stormwater management techniques such as rain-gardens, bio-swales, etc. - can be integrated with streetscape design

- Parks/open space within 1/4 mile radius of neighborhoods - Evendale recreational area
- Public plazas and gathering areas integrated into commercial areas
- Buffer between residential and commercial areas
- 15% for commercial areas; or as guided by zoning

SOUTH READING



- Connectivity between local, collector and arterial roads
- Sidewalk and bikepath connections
- Consolidate curb-cuts along Reading Road
- Sustainable stormwater management techniques such as rain-gardens, bio-swales, etc. - can be integrated with streetscape design

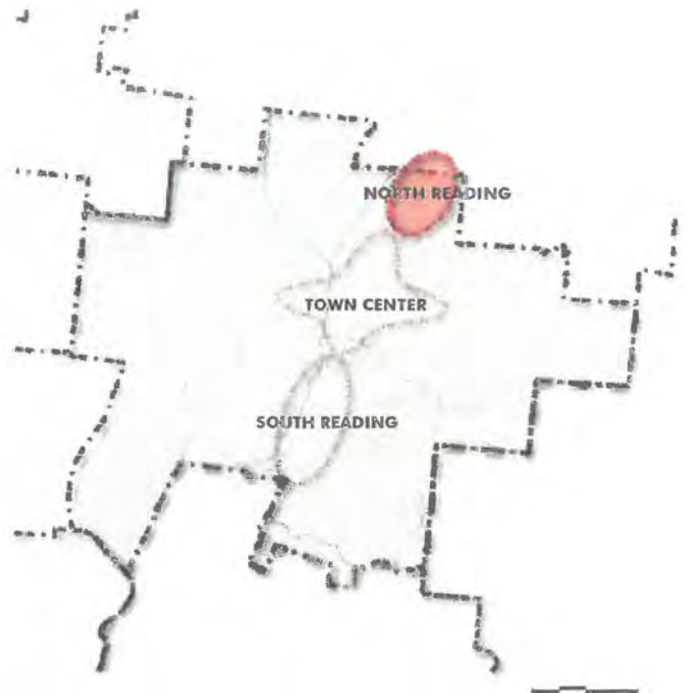
- Preserve environmentally sensitive areas
- Promote conservation easements within developments and farmland integration
- 15% for commercial areas; or as guided by zoning

SECTION 2

OVERALL DEVELOPMENT GUIDELINES

PUBLIC REALM

AREAS	STREETSCAPE ELEMENTS	PARKING
NORTH READING	<ul style="list-style-type: none"> Promote suburban commercial area streetscape with generous green setback, screened parking with landscaping Median improvements with landscape elements as per existing conditions Context sensitive lighting, banner program, road signage and wayfinding elements showing destinations - signage to have some consistent branding elements that will tie the signages from different character areas together 	<ul style="list-style-type: none"> Off-street shared parking behind and side of buildings in commercial areas; if parking is located to the side of buildings, it is recommended to provide appropriate landscaped screening 50% of the required parking can be shared; provide pedestrian connections between shared parking Encourage installation of bike racks
TOWN CENTER	<ul style="list-style-type: none"> Promote streetscape improvements that will encourage walkability - sidewalk setback from automobile travel lanes, tree lines, building locations to be closer towards the street, etc. Median improvements with landscape elements as per existing conditions Context sensitive lighting, banner program, road signage and wayfinding elements showing destinations - signage to have some consistent branding elements that will tie the signages from different character areas together 	<ul style="list-style-type: none"> On-street parking along interior streets in commercial areas Off-street shared parking behind and side of buildings in commercial areas; if parking is located to the side of buildings, it is recommended to provide appropriate landscaped screening 50% of the required parking can be shared; provide pedestrian connections between shared parking Encourage installation of bike racks
SOUTH READING	<ul style="list-style-type: none"> Promote suburban commercial area streetscape with generous green setback, screened parking with landscaping Median improvements with landscape elements as per existing conditions Context sensitive lighting, banner program, road signage and wayfinding elements showing destinations - signage to have some consistent branding elements that will tie the signages from different character areas together 	<ul style="list-style-type: none"> Off-street shared parking behind and side of buildings in commercial areas; if parking is located to the side of buildings, it is recommended to provide appropriate landscaped screening 50% of the required parking can be shared; provide pedestrian connections between shared parking Encourage installation of bike racks



NORTH READING

Existing Character:

- Commercial and institutional uses
- Larger lots with suburban quality
- Larger building setbacks with off-street parking areas

Intent for this Character Area:

- Outparcel development that helps to break the scale down for larger lots
- Sense of place with outparcel buildings closer to street
- Formality to the public realm areas with well-connected sidewalks, landscape buffer between main road and off-street parking areas; street trees
- New off-street parking to the rear and side of buildings with landscape islands in parking lots
- Integration of signage and wayfinding to reflect Evendale aesthetics.

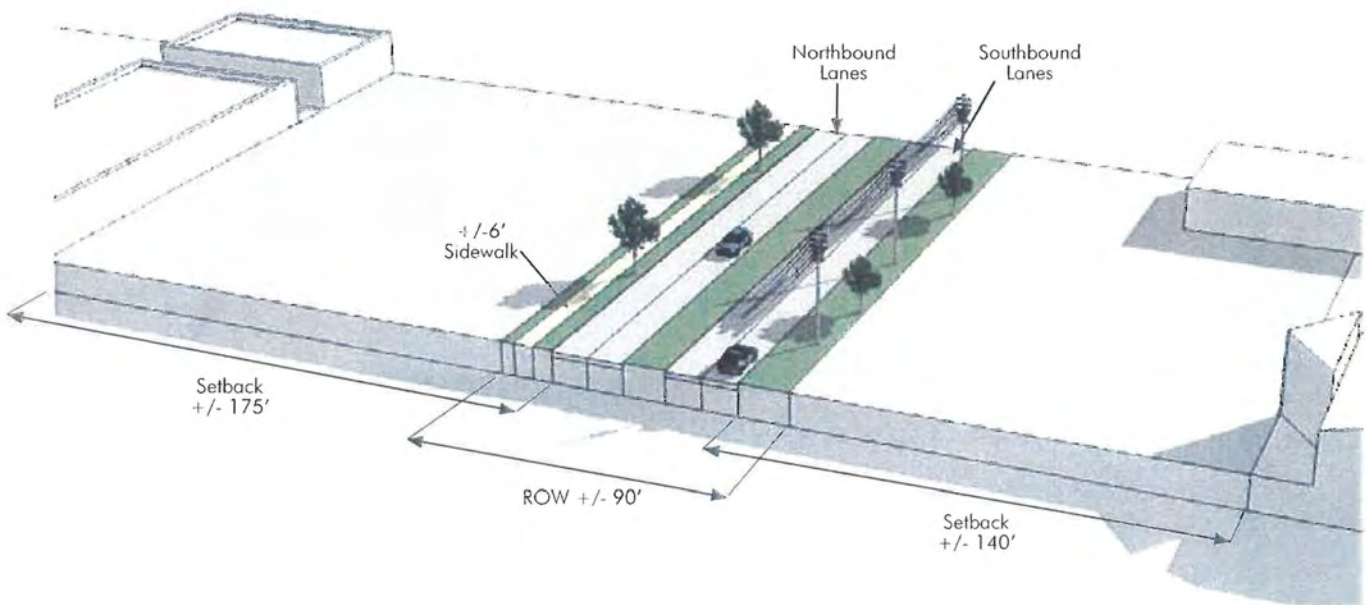
These are exhibited through the following:

- Existing and Potential 3-Dimensional Sections
- Existing and Potential Street Sections
- Development Standards
 - Site Planning & Design
 - Public Realm
 - Building Form

SECTION 2

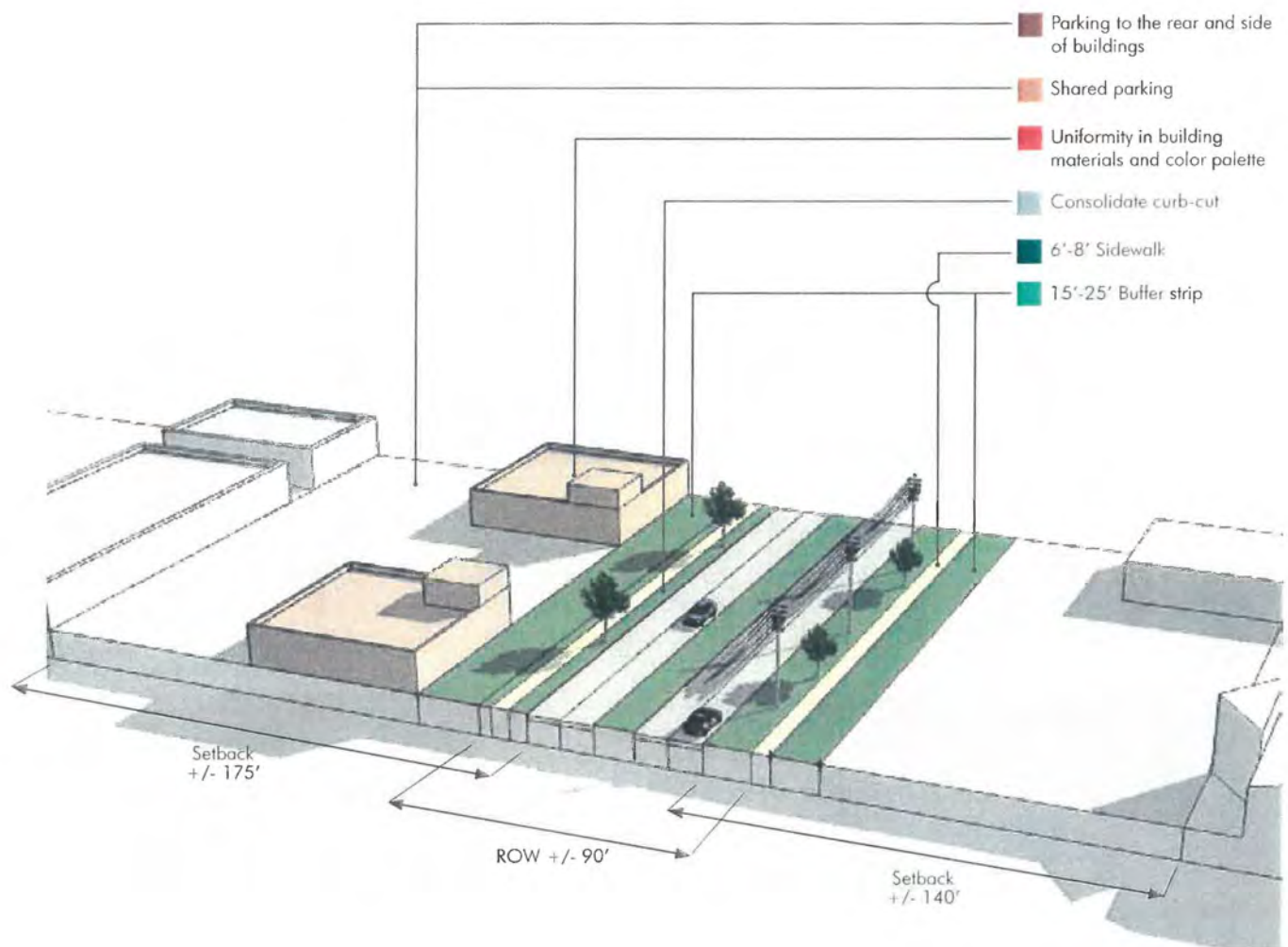
NORTH READING | Existing Conditions

Evendale Plaza SC & Nisbet Brower



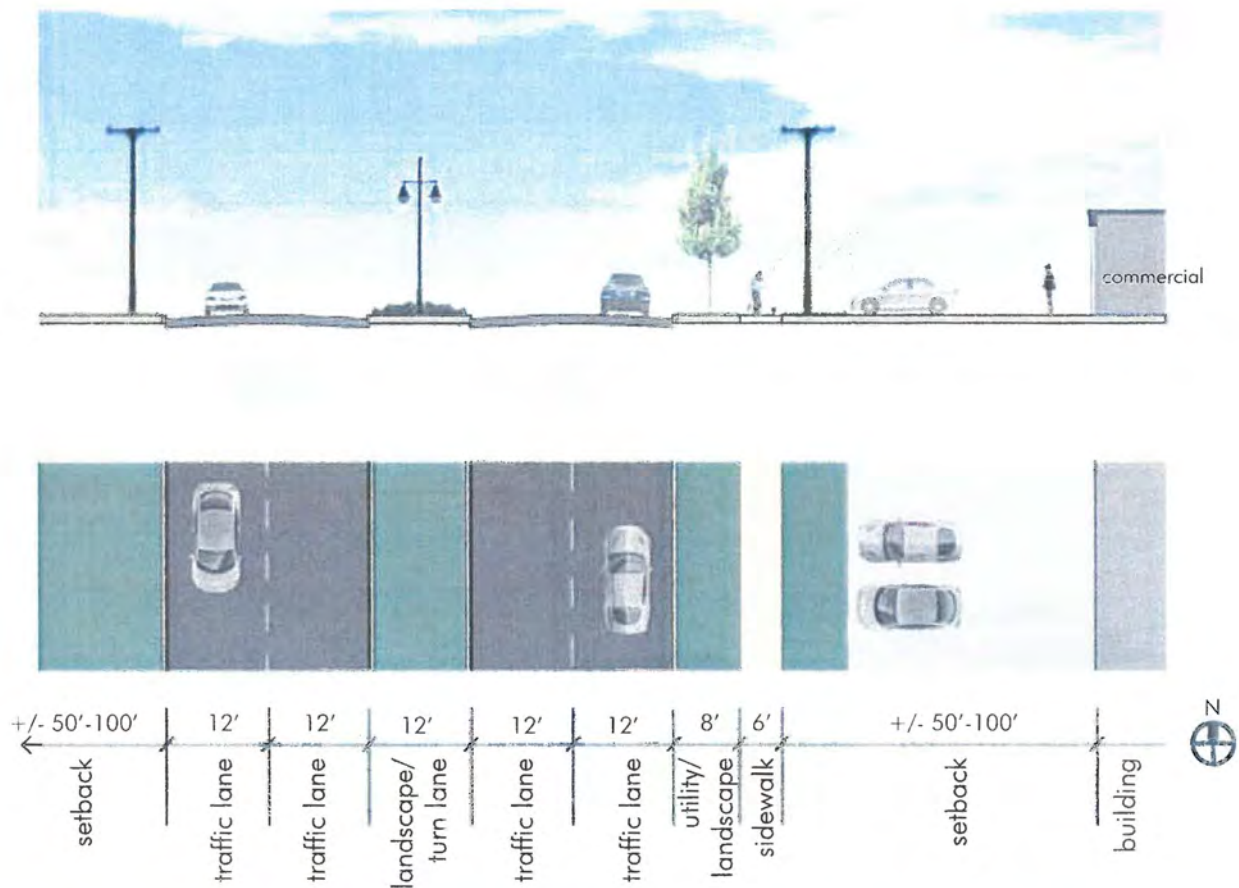
NORTH READING | Potential

Evendale Plaza SC & Nisbet Brower

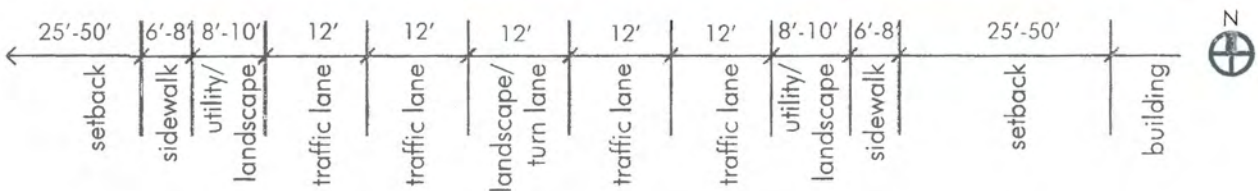


SECTION 2

NORTH READING | Existing Public Realm Section



NORTH READING | Potential Public Realm Section



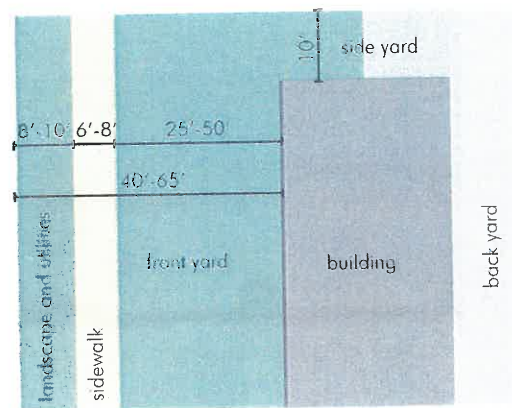
SECTION 2

DEVELOPMENT STANDARDS

NORTH READING | Site Planning & Design

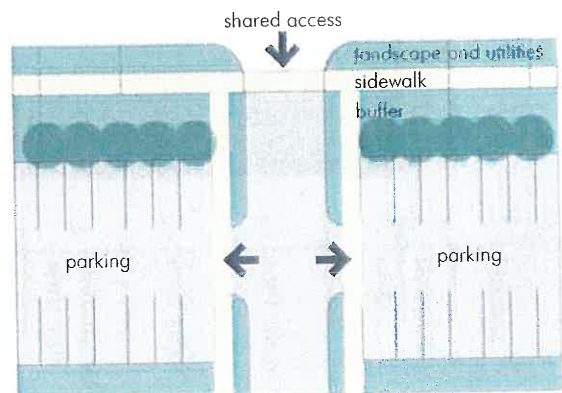
SETBACKS & FRONTAGE

- Front yard setback: 25' - 50'
- 6'-8' sidewalk
- 8'-10' landscape and utilities
- Side and rear yard: min. of 10'
- Lot area frontage 30% or more of building frontage



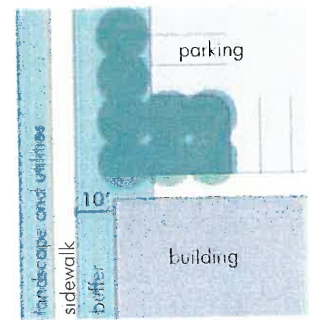
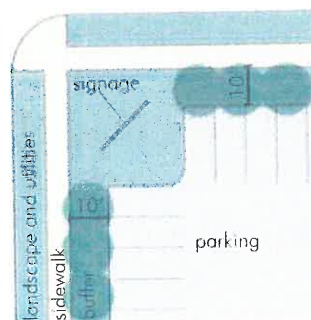
ACCESS

- Safe, efficient, and convenient circulation and access to and between developments for pedestrians, bicycles and vehicular traffic
- Minimize the number of curb cuts with preferable shared access
- Access points should align whenever possible with access points on the opposite side of the street
- Shared access whenever possible



PARKING

- Preferable on rear yard
- If at the front of building at least 10' landscaped screening
- If at the side of building maintain at least 10' landscaped screening
- Off-street parking



DEVELOPMENT STANDARDS

NORTH READING | Public Realm

DIMENSIONS

- +/- 90' right of way
- +/- 60' wide curb to curb pavement section
- Traffic lane: 4 x 12' wide lanes:
 - 2 southbound lanes
 - 2 northbound lane
 - 1 median/ turn lane

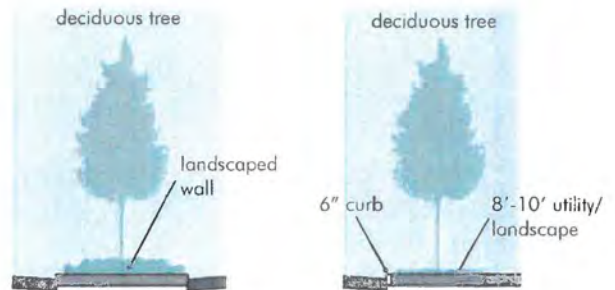


TREES AND LANDSCAPING

- Median:
- Tree type: Upright columnar deciduous trees - Offset center 80'
 - Landscaped wall

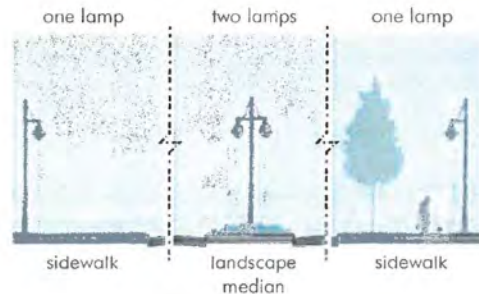
Tree/curb lawn:

- Creation of a 8'-10' wide tree lawn adjacent to the back of curb
- Tree type: Upright columnar deciduous trees - Offset center 80'



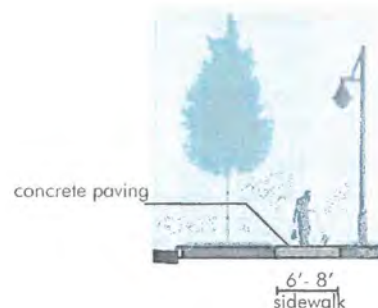
LIGHTING

- 16' foot high post lamps
- Landscaped area around posts
- Energy efficient lighting systems



PEDESTRIAN CORRIDOR

- Width: 6'-8'
- Use existing materials for renovation and concrete for new sidewalks
- Minimum width that allows for ADA accessibility and a comfortable walking environment



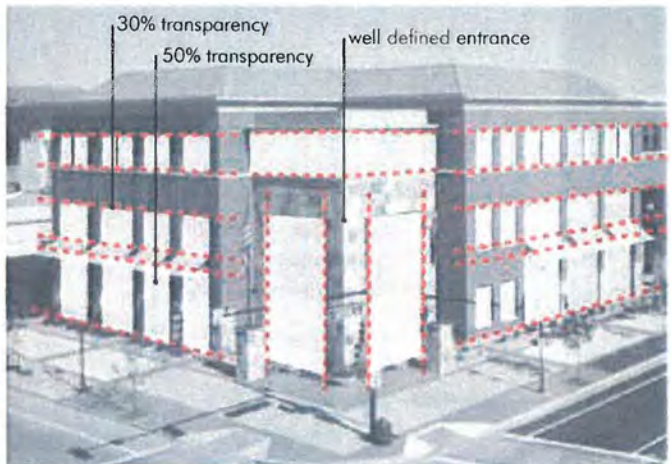
SECTION 2

DEVELOPMENT STANDARDS

NORTH READING | Building Form & Materials

BUILDING FENESTRATION

- Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - for upper floors
- Minimum of 1 entrance along primary road frontage that enhances the building appearance



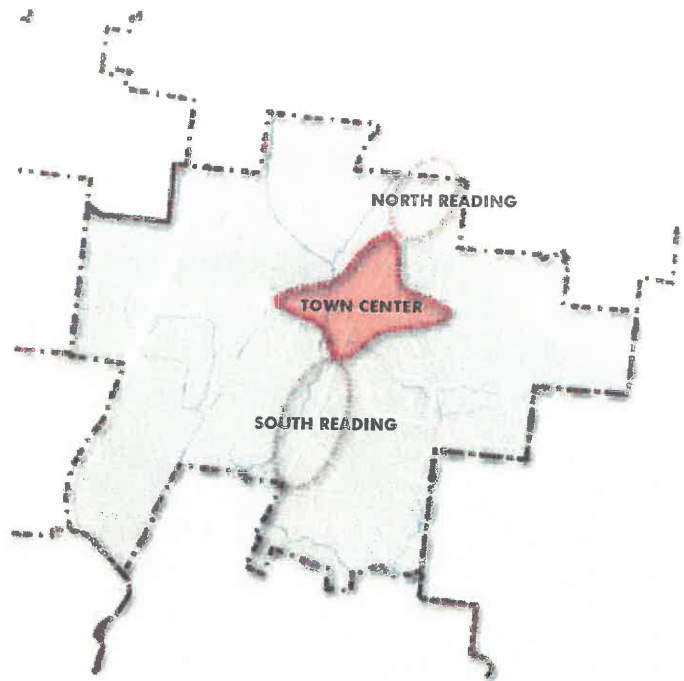
NUMBER OF STORIES

- 1 to 2 stories



MATERIALS AND COLORS

- Recommended materials: masonry, feature stonework, light weight materials such as timber, feature panelling, pre-finished metal sheeting, face block (tinted or painted), EFIS, brick, stone veneer, formed concrete, etc
- Combination of materials are encouraged
- Natural colors, such as off whites, creams, browns and greys, are permitted as major wall colors. Stronger accent colors are acceptable for highlighting building elements such as entrances, feature materials, etc.



TOWN CENTER

Existing Character:

- Consists of Village Administrative Complex, Recreation Complex, Evendale Shopping Center, other commercial and institutional areas.

Intent for this Character Area:

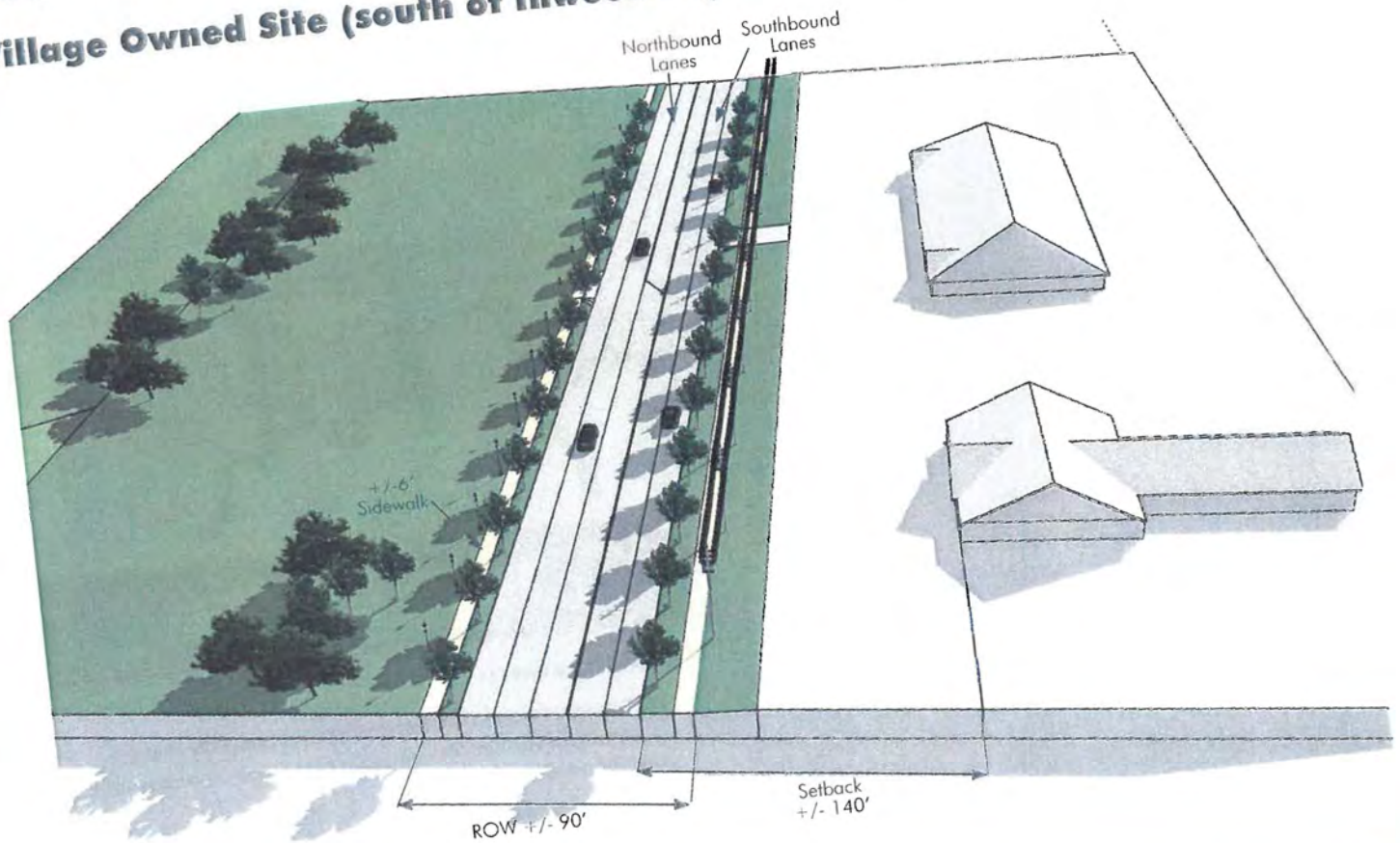
- Village-like sense of place and connected sites (walkways, bikeways) across Reading and Glendale-Milford Road
- Reinforce the values of Town Center development with new urbanism principles - buildings closer to street, parking to the rear, central public gathering opportunities, mixed use, higher density of land use and enhanced connections (walking, biking) with green space buffer
- New off-street parking to the rear and side of buildings
- Integration of signage and wayfinding to reflect Evendale aesthetics.
- Celebrate entrance to Evendale with bridge enhancements

These are exhibited through the following:

- Existing and Potential 3-Dimensional Sections
- Existing and Potential Street Sections
- Development Standards
 - Site Planning & Design
 - Public Realm
 - Building Form

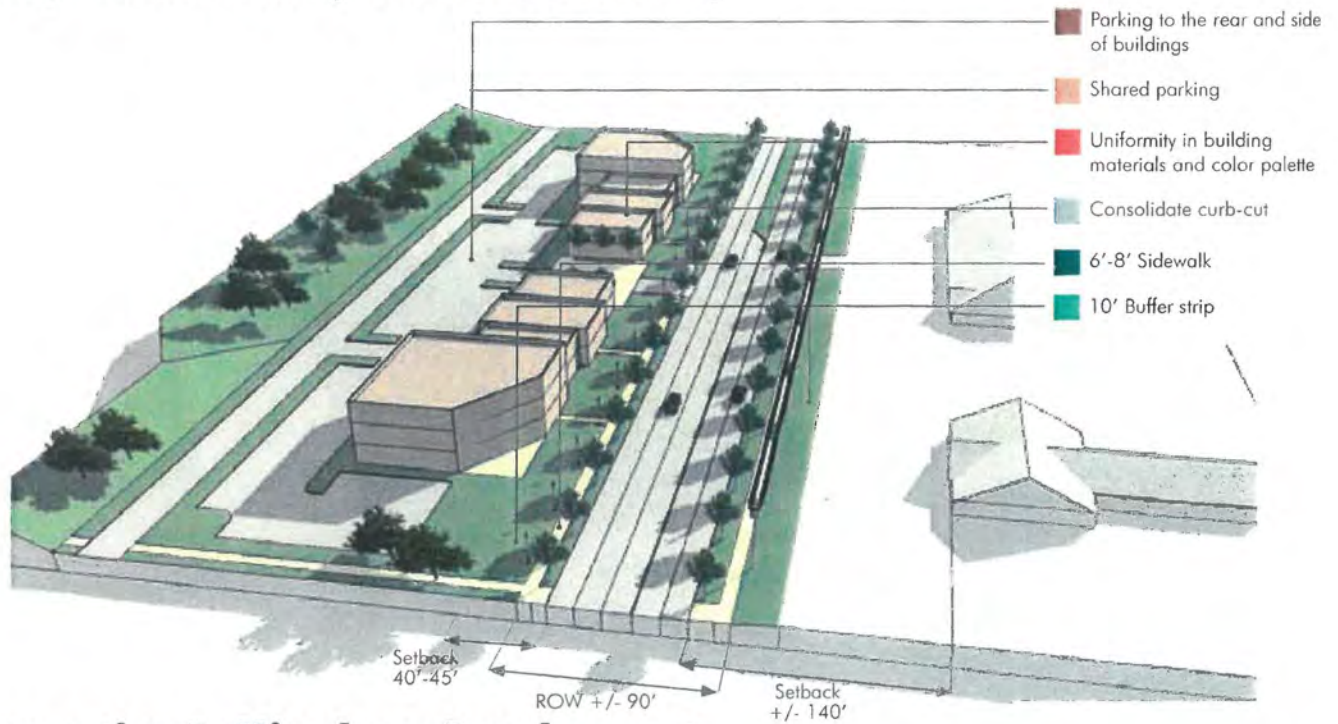
SECTION 2

TOWN CENTER | Existing Conditions Village Owned Site (south of Inwood Dr)



TOWN CENTER | Potential

Village Owned Site (south of Inwood Dr)



Alternative 1: Mixed-use Development

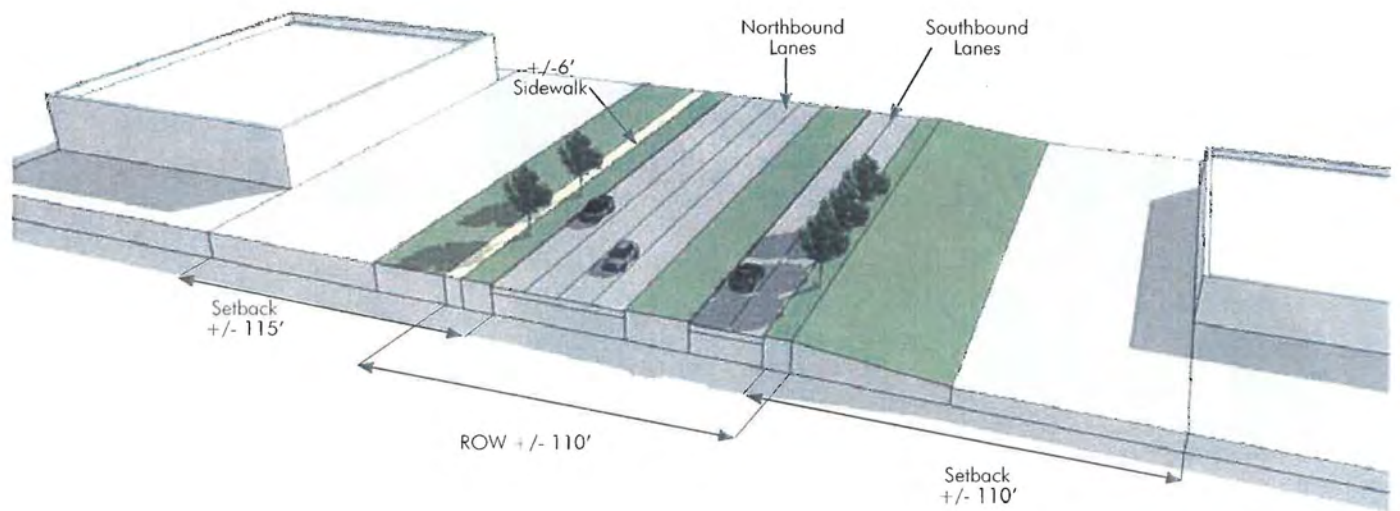


Alternative 2: Retail Center and Office Condominiums

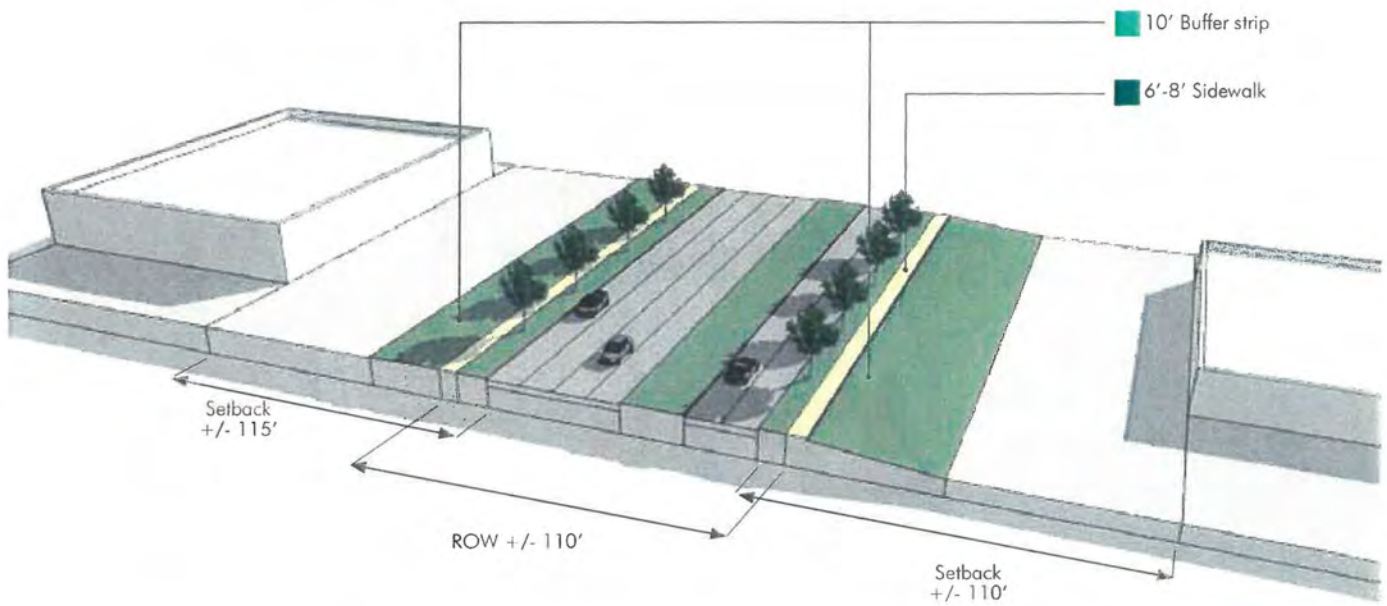
SECTION 2

TOWN CENTER | Existing Conditions

Glendale Milford / Reading Road



TOWN CENTER | Potential
Glendale Milford / Reading Road



SECTION 2

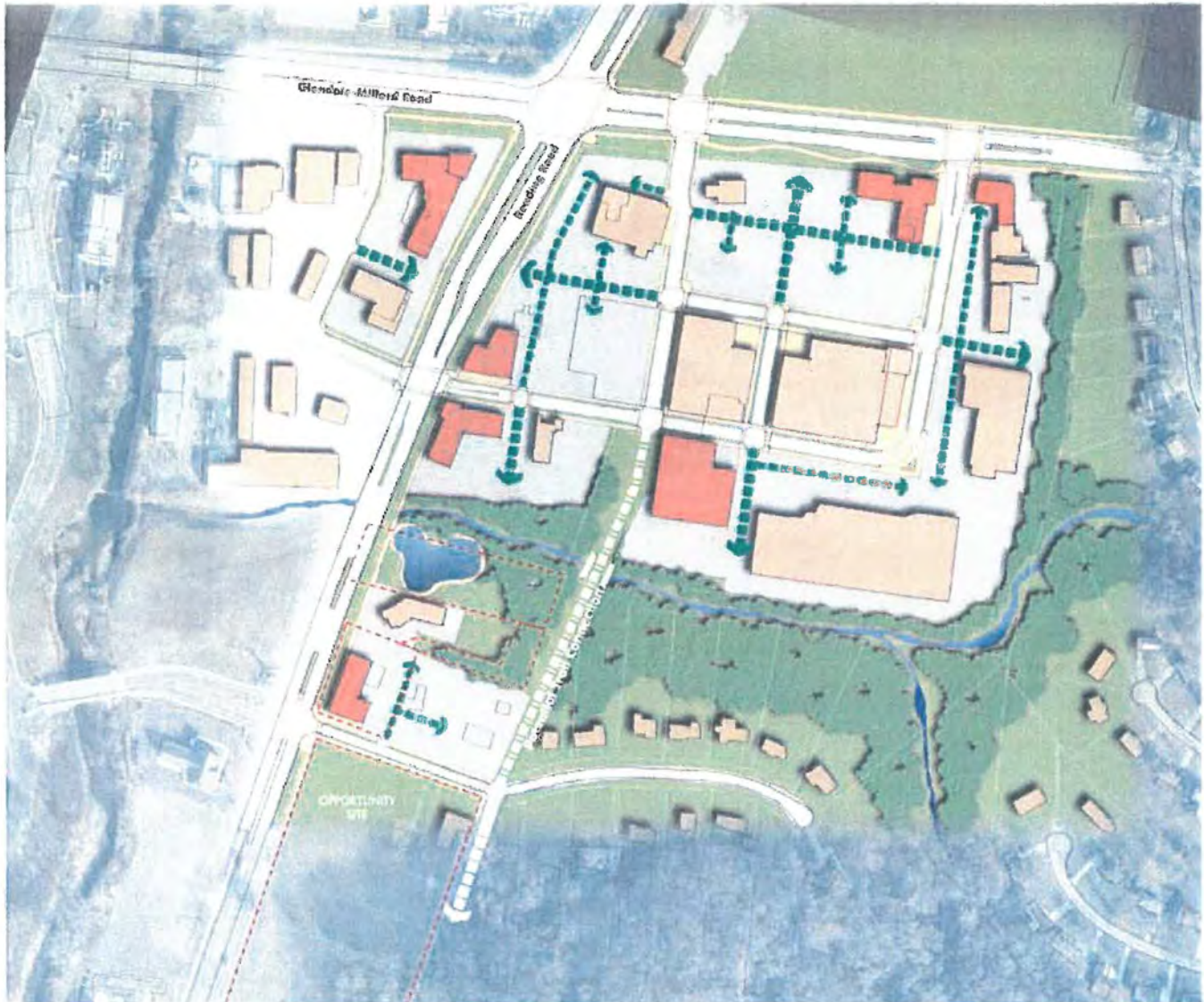
TOWN CENTER | Potential Concept of Evendale Shopping Center Area

Alternative 1

- "Green" internal connections with grid layout
- Development of outlots to provide street character
- Reposition "big box" stores to create a campus feel
- Addition to medical center building

Legend

- Existing Built-Form
- Potential Built-Form
- Green Space / Open Space
- Pedestrian Paths / Sidewalks / Plazas
- Parking Acres
- ➔ Pedestrian Friendly "Green" Connections



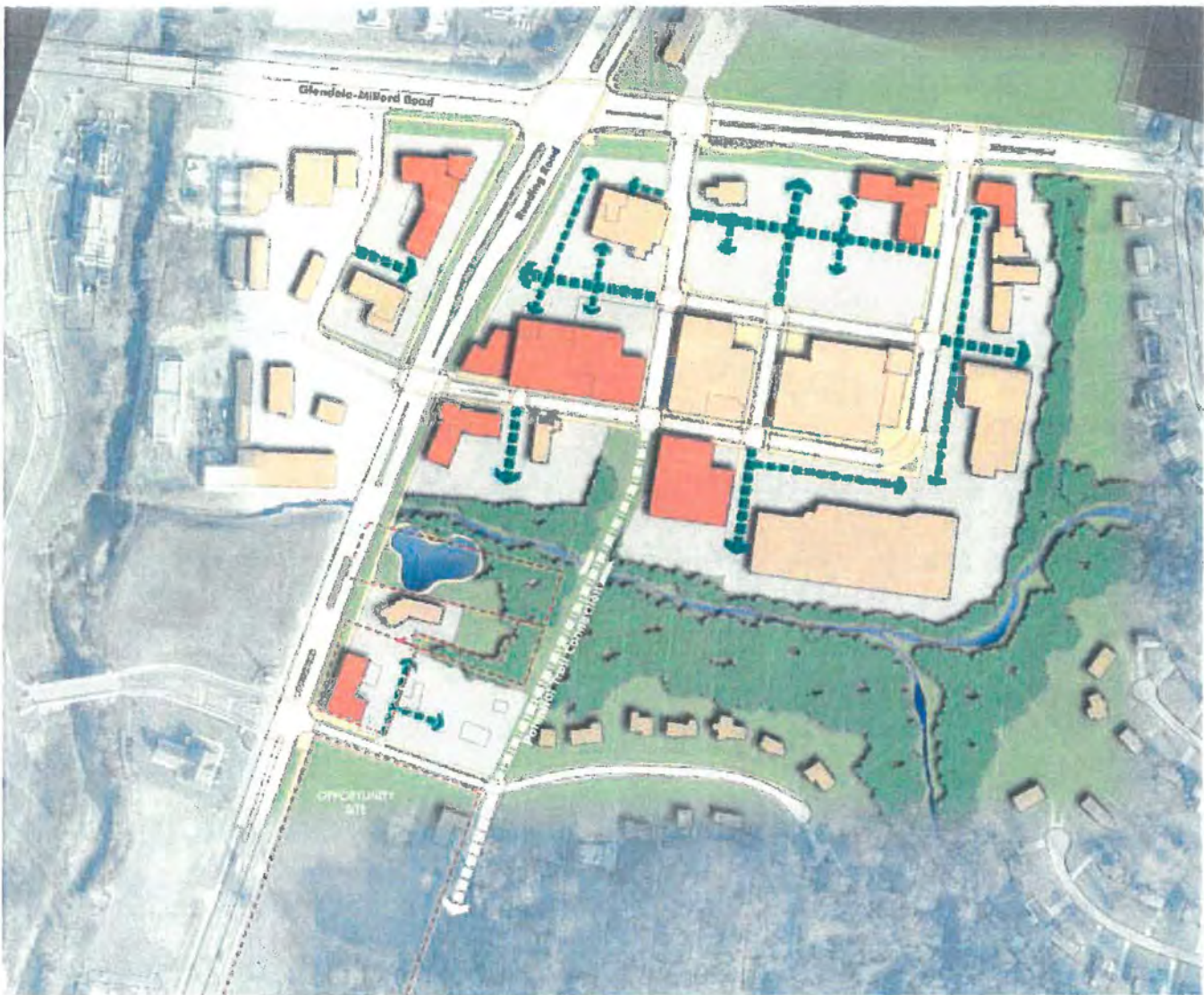
TOWN CENTER | Potential Concept of Evendale Shopping Center Area

Alternative 2

- "Green" internal connections with grid layout
- Development of outlots to provide street character
- Reposition "big box" stores to create a campus feel
- Potential parking garage and facility addition to medical center building

Legend

- Existing Built-Form
- Potential Built-Form
- Green Space / Open Space
- Pedestrian Paths / Sidewalks / Plazas
- Parking Acres
- Pedestrian Friendly "Green" Connections



SECTION 2

TOWN CENTER | Potential Concept of Evendale Shopping Center Area

Existing



Proposed



TOWN CENTER | Design Precedents



Lane Avenue Shops, Columbus, Ohio



Office Condominium, Montgomery, Ohio



Contemporary Retail, Madeira, Ohio



Deerfield Towne Center, West Chester, Ohio



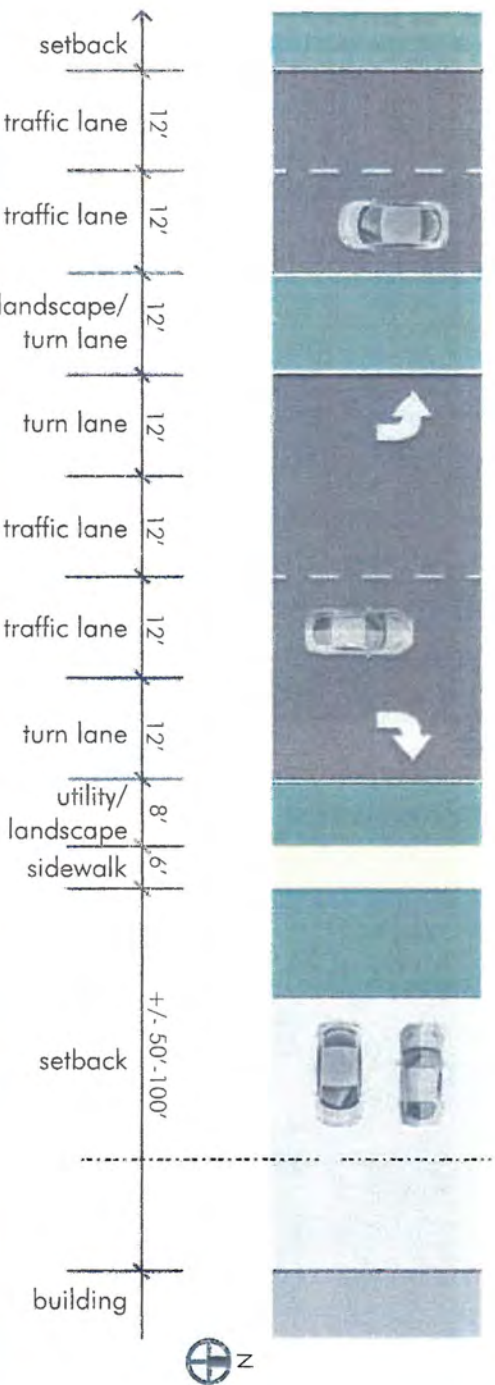
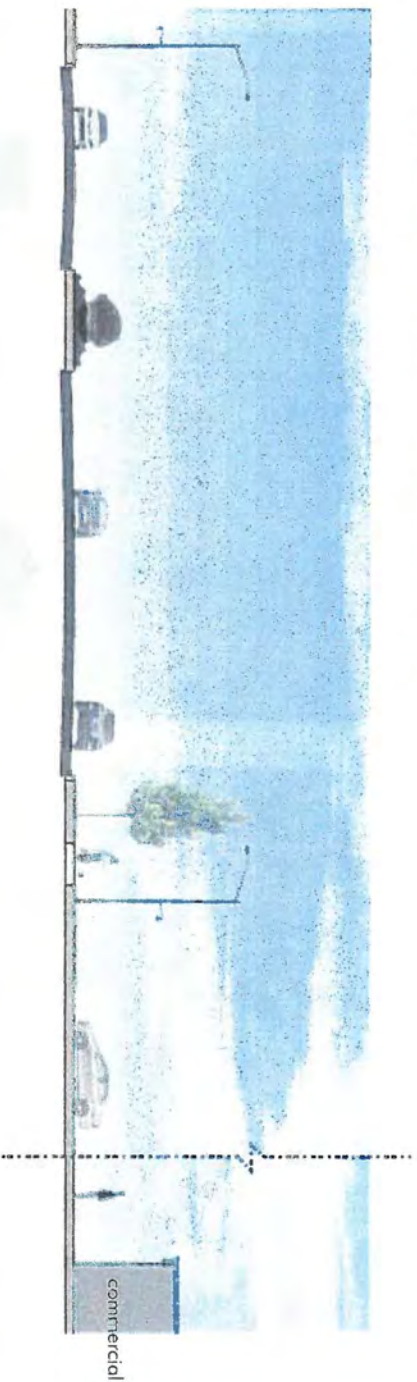
Campus Feel



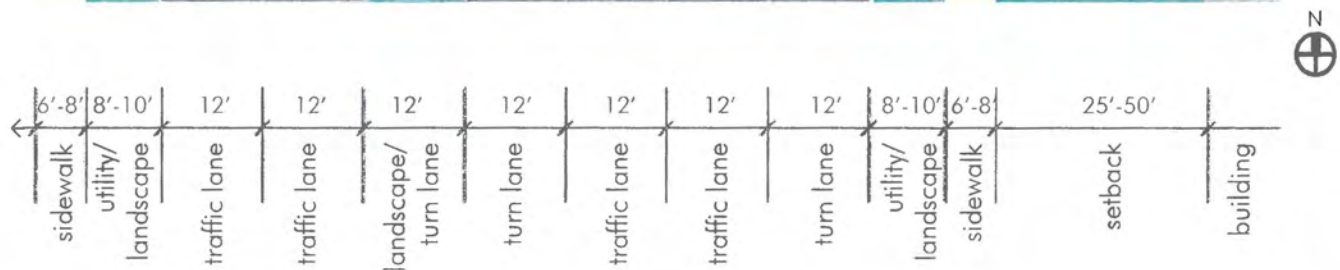
Jewish Hospital, Sycamore Township, Ohio

SECTION 2

TOWN CENTER | Existing Public Realm Section Reading Rd and Glendale Milford Rd



TOWN CENTER | Potential Public Realm Section
Reading Rd and Glendale Milford Rd



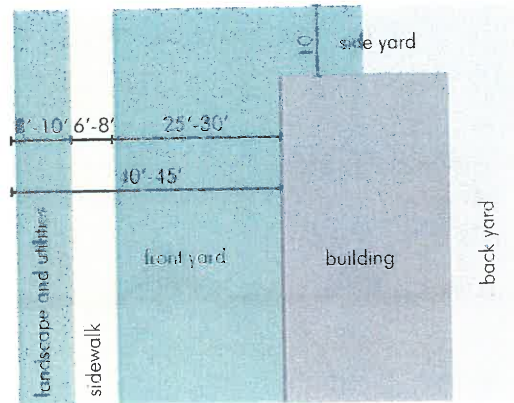
SECTION 2

DEVELOPMENT STANDARDS

TOWN CENTER | Site Planning & Design

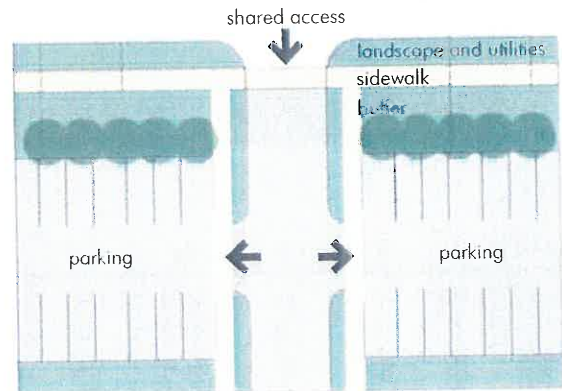
SETBACKS & FRONTAGE

- Front yard setback: 25' - 30'
- 6'-8' sidewalk
- 8'-10' landscape and utilities
- Side and rear yard: minimum of 10'
- Minimum of 50% of a development's frontage must be occupied by building frontage



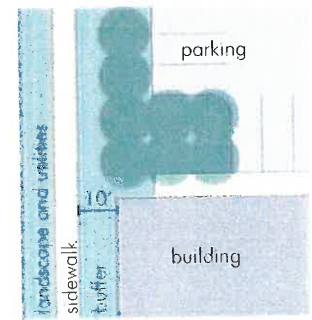
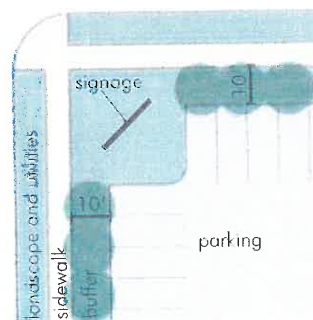
ACCESS

- Safe, efficient, and convenient circulation and access to and between developments for pedestrians, bicycles and vehicular traffic
- Minimize the number of curb cuts with preferable shared access
- Access points should align whenever possible with access points on the opposite side of the street
- Shared access whenever possible



PARKING

- Preferable on rear yard
- If at the front of building at least 10' landscaped screening
- If at the side of building maintain at least 10' landscaped screening



DEVELOPMENT STANDARDS

TOWN CENTER | Public Realm

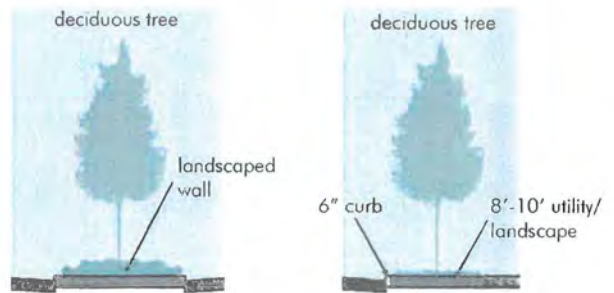
DIMENSIONS

- +/- 90' right of way
- +/- 60' wide curb to curb pavement section
- Traffic lane: 4 x 12' wide lanes:
 - 2 southbound lanes
 - 2 northbound lane
 - 1-2 turn lane



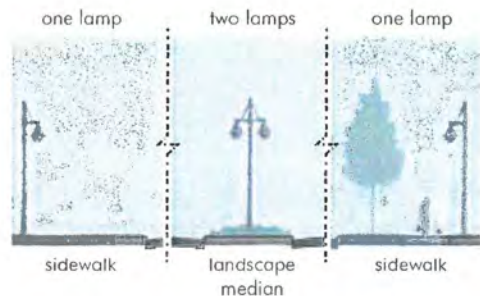
TREES AND LANDSCAPING

- Median:
- Tree type: Upright columnar deciduous trees - Offset center 60'
 - Landscaped wall
- Tree/curb lawn:
- Creation of a 8'-10' wide tree lawn adjacent to the back of curb
 - Tree type: Upright columnar deciduous trees - Offset center 60'



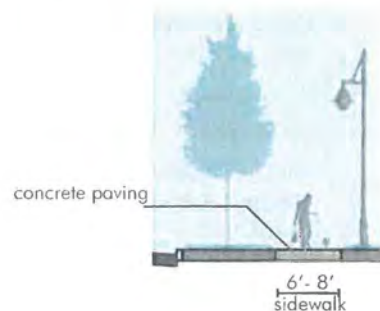
LIGHTING

- 16' foot high post lamps
- Landscaped area around posts
- Energy efficient lighting systems



PEDESTRIAN CORRIDOR

- Width: 6'-8'
- Materials: existing for renovation and concrete for new sidewalks
- Minimum width that allows for ADA accessibility and a comfortable walking environment



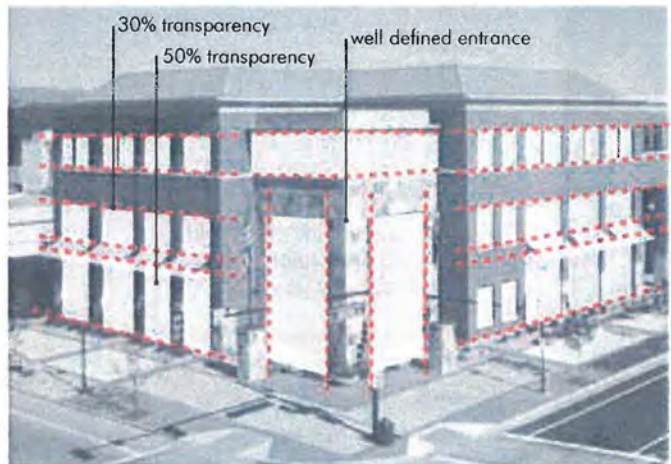
SECTION 2

DEVELOPMENT STANDARDS

TOWN CENTER | Building Form & Materials

BUILDING FENESTRATION

- Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - for upper floors
- Minimum of 1 entrance along primary road frontage that enhances the building appearance



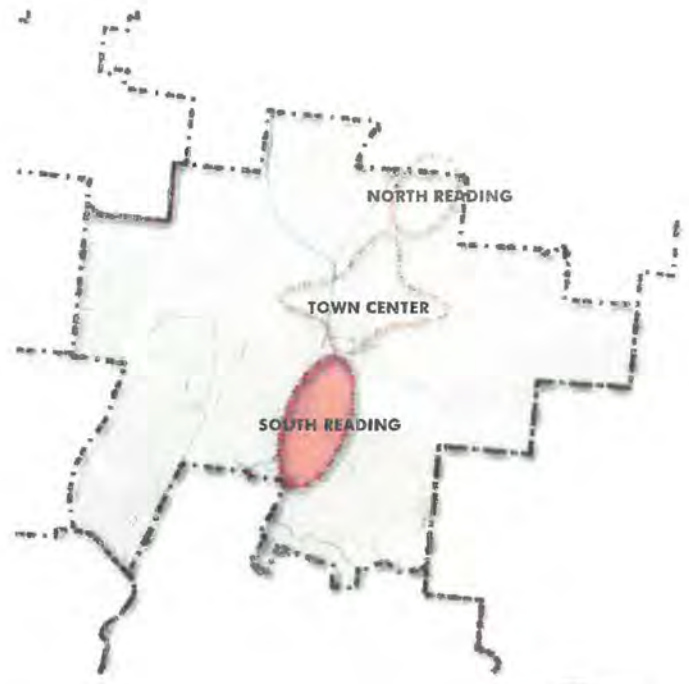
NUMBER OF STORIES

- 2 to 3 stories



MATERIALS AND COLORS

- Recommended materials: masonry, feature stonework, light weight materials such as timber, feature panelling, pre-finished metal sheeting, face block (tinted or painted), EFIS, brick, stone veneer, formed concrete, etc
- Combination of materials are encouraged
- Natural colors, such as off whites, creams, browns and greys, are permitted as major wall colors. Stronger accent colors are acceptable for highlighting building elements such as entrances, feature materials, etc.



SOUTH READING

Existing Character:

- Consists of Village Administrative Complex, recreation center, Evendale shopping center, other commercial and institutional areas.

Intent for this Character Area:

- Village-like sense of place and connected sites (walkways, bikeways) across Reading and Glendale-Milford Road
- Reinforce the values of Town Center development with new urbanism principles - buildings closer to street, parking to the rear, central public gathering opportunities, mixed use, higher density of land use and enhanced connections (walking, biking) with green space buffer
- New off-street parking to the rear and side of buildings
- Integration of signage and wayfinding to reflect Evendale aesthetics.
- Celebrate entrance to Evendale with bridge enhancements

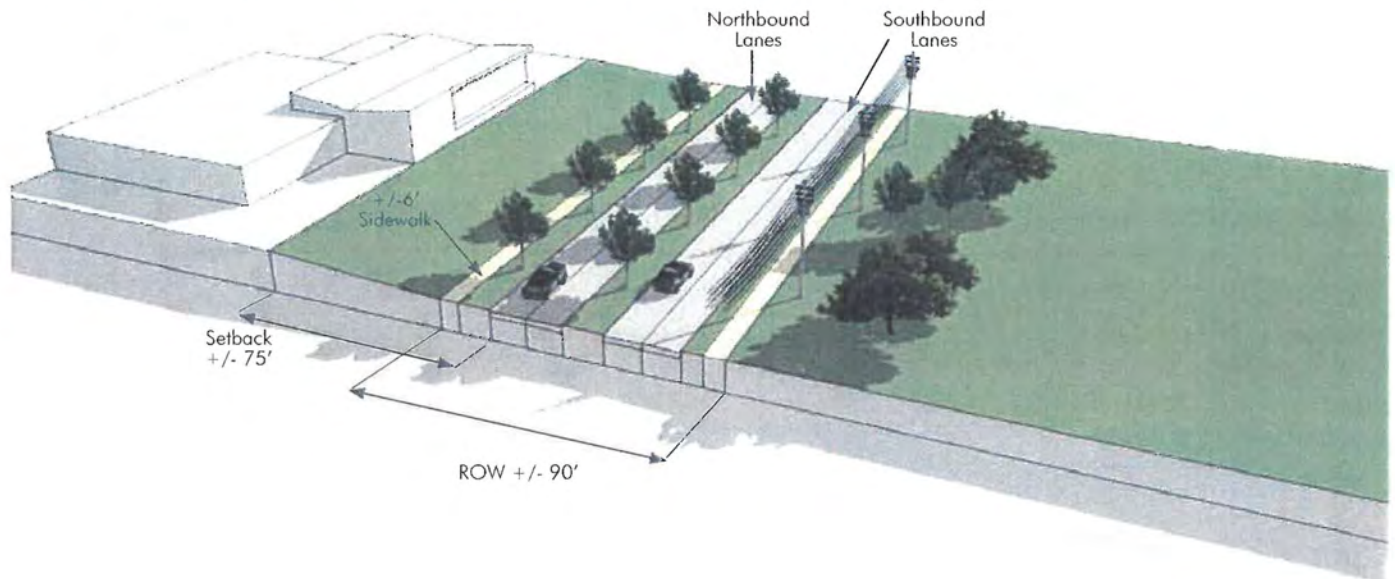
These are exhibited through the following:

- Existing and Potential 3-Dimensional Sections
- Existing and Potential Street Sections
- Development Standards
 - Site Planning & Design
 - Public Realm
 - Building Form

SECTION 2

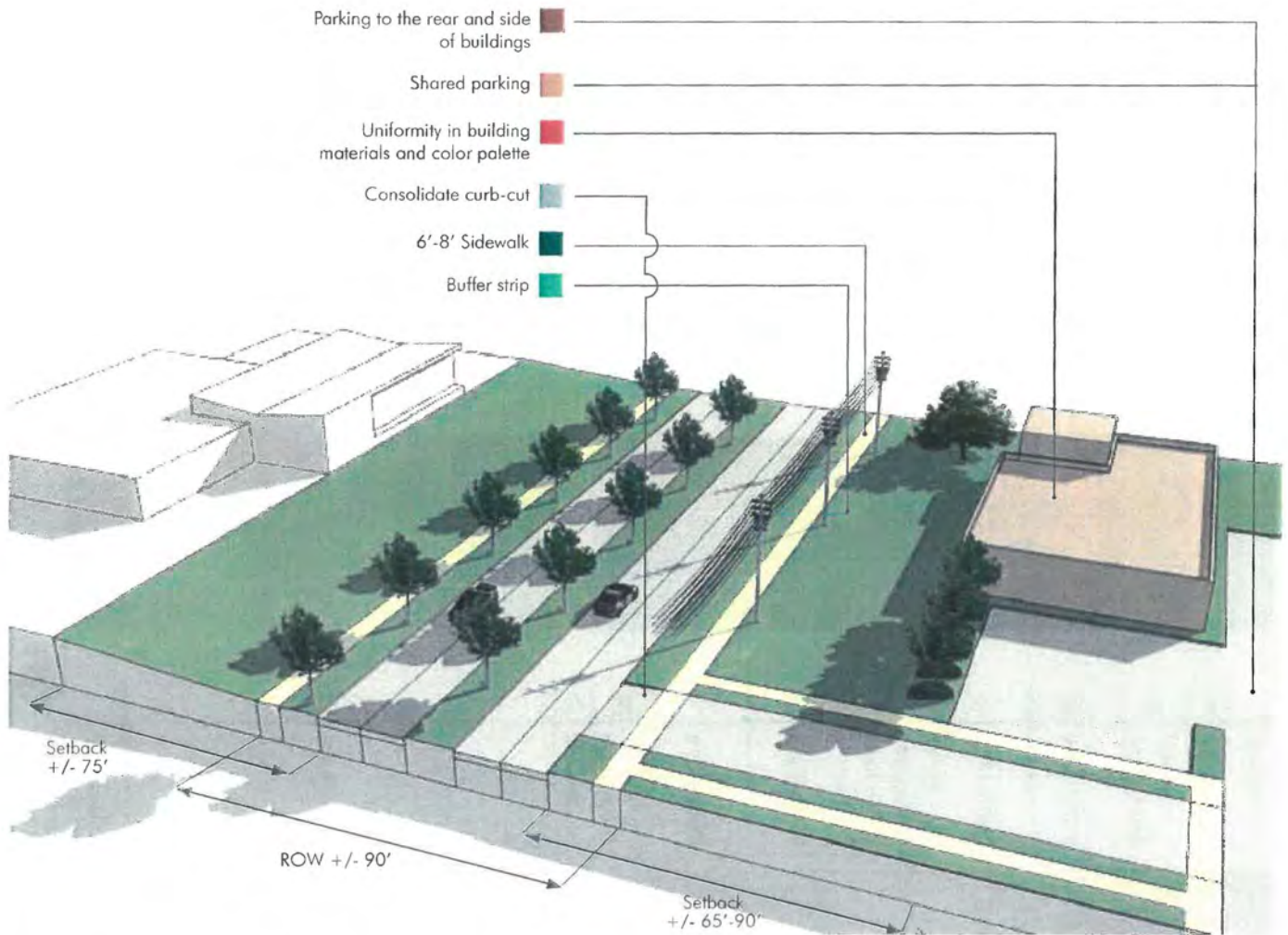
SOUTH READING | Existing Conditions

Reading Rd (near Marge Schott Scouts Center)



SOUTH READING | Potential

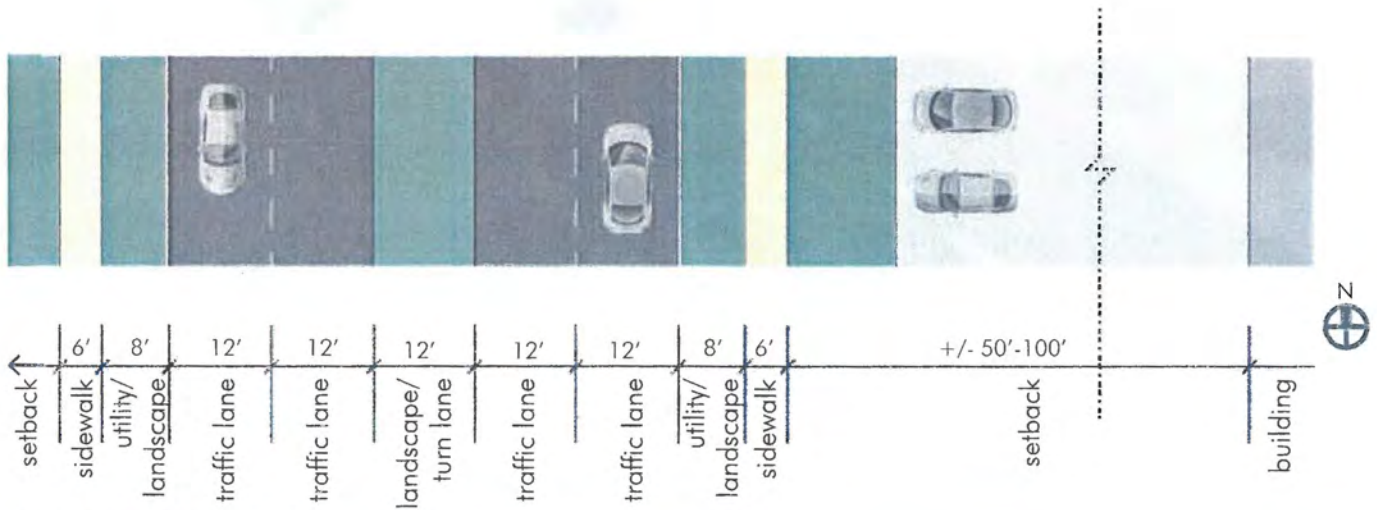
Reading Rd (near Marge Schott Scouts Center)



SECTION 2

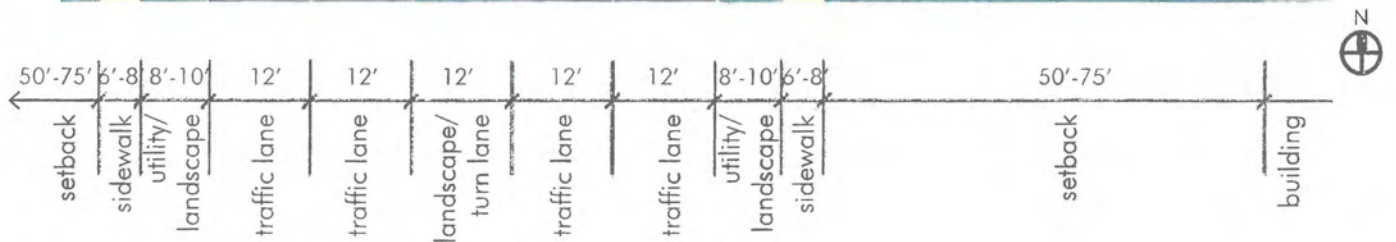
SOUTH READING | Existing Public Realm Section

Reading Rd (near Gorman Heritage Farm Lane)



SOUTH READING | Potential Public Realm Section

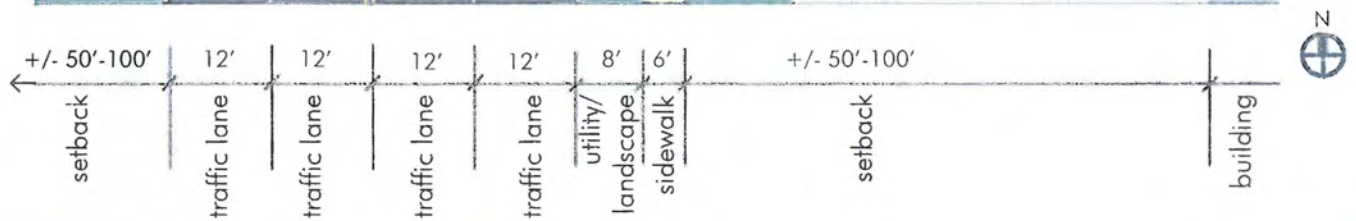
Reading Rd (near Gorman Heritage Farm Lane)



SECTION 2

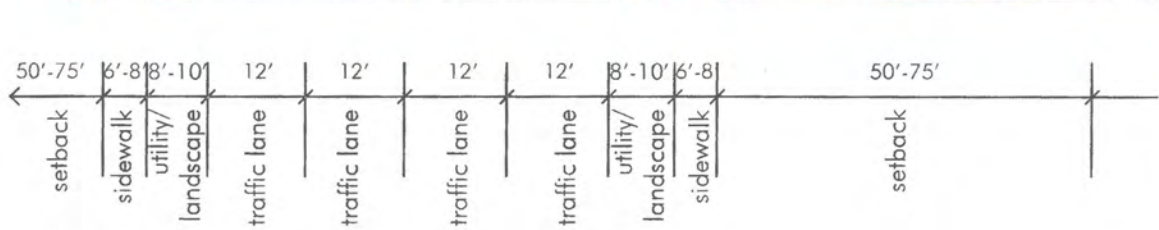
SOUTH READING | Existing Public Realm Section

Reading Road (near Cooper Road)



SOUTH READING | Potential Public Realm Section

Reading Road (near Cooper Road)



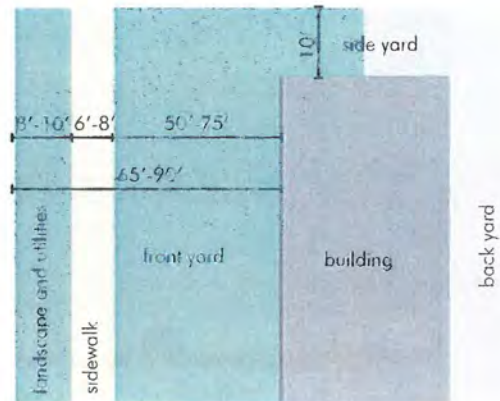
SECTION 2

DEVELOPMENT STANDARDS

SOUTH READING | Site Planning & Design

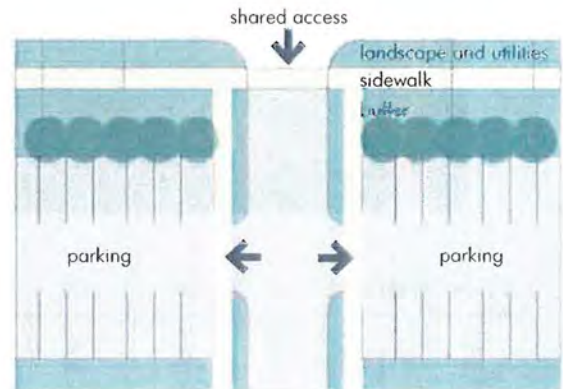
SETBACKS & FRONTAGE

- Front yard range: 50' - 75'
- 6'-8' sidewalk
- 8'-10' landscape and utilities
- Side and rear yard: minimum of 10'
- Lot area frontage 30% or more of building frontage



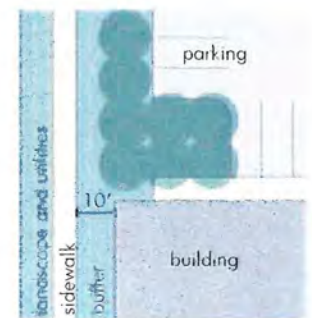
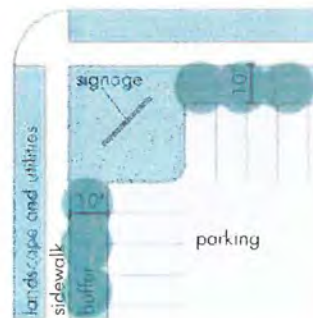
ACCESS

- Safe, efficient, and convenient circulation and access to and between developments for pedestrians, bicycles and vehicular traffic
- Minimize the number of curb cuts with preferable shared access
- Access points should align whenever possible with access points on the opposite side of the street
- Shared access whenever possible



PARKING

- Preferable on rear yard
- If at the front of building at least 10' landscaped screening
- If at the side of building maintain at least 10' landscaped screening
- Off-street parking



DEVELOPMENT STANDARDS

SOUTH READING | Public Realm

DIMENSIONS

- +/- 90' right of way
- +/- 60' wide curb to curb pavement section
- Traffic lane: 4 x 12' wide lanes:
 - 2 southbound lanes
 - 2 northbound lane
 - 1-2 turn lane



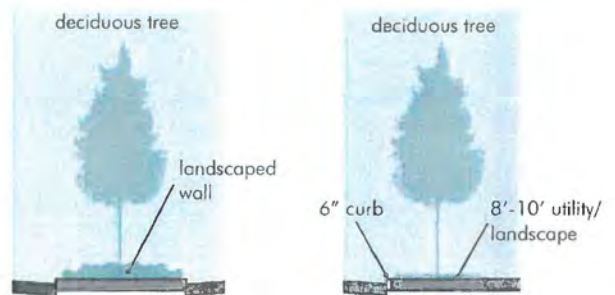
TREES AND LANDSCAPING

Median:

- Tree type: Upright columnar deciduous trees - Offset center 80'
- Landscaped wall

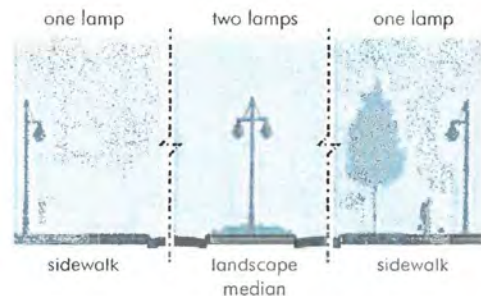
Tree/curb lawn:

- Creation of a 8'-10' wide tree lawn adjacent to the back of curb
- Tree type: Upright columnar deciduous trees - Offset center 80'



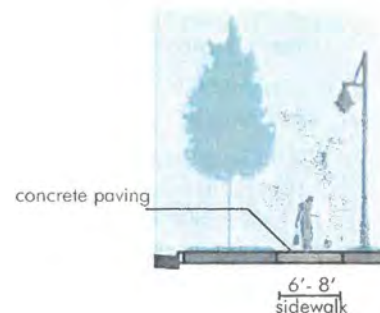
LIGHTING

- 16' foot high post lamps
- Landscaped area around posts
- Energy efficient lighting systems



PEDESTRIAN CORRIDOR

- Width: 6'-8'
- Materials: existing for renovation and concrete for new sidewalks
- Minimum width that allows for ADA accessibility and a comfortable walking environment



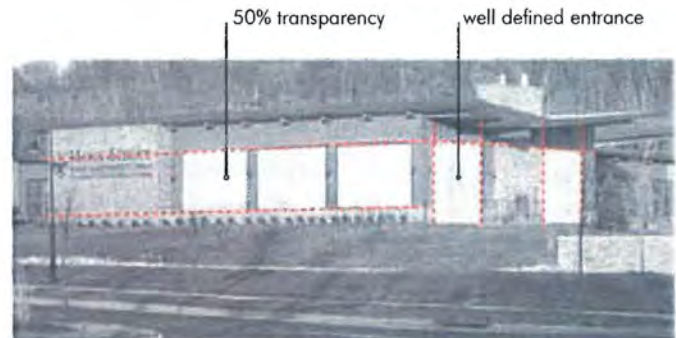
SECTION 2

DEVELOPMENT STANDARDS

SOUTH READING | Building Form & Materials

BUILDING FENESTRATION

- Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - for upper floors
- Minimum of 1 entrance along primary road frontage that enhances the building appearance



NUMBER OF STORIES

- 1 Story



MATERIALS AND COLORS

- Recommended materials: feature stonework, light weight materials such as masonry, timber, feature panelling, pre-finished metal sheeting, face block (tinted or painted), EFIS, brick, stone veneer, formed concrete, etc
- Combination of materials are encouraged
- Natural colors, such as off whites, creams, browns and greys, are permitted as major wall colors. Stronger accent colors are acceptable for highlighting building elements such as entrances, feature materials, etc.

OVERALL PHYSICAL CONDITIONS COMPARISON | Site Planning

Existing



Potential



Key Elements

- Landscaping, screening
- Parking islands
- Signage, wayfinding and identity elements
 - Consolidate individual business signage
 - Create a higher quality and unifying theme of branding, signage, wayfinding
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined streets
 - Lighting

SECTION 2

OVERALL PHYSICAL CONDITIONS COMPARISON | Street Public Realm

Existing



Potential



Key Elements

- Maintained landscape, trees, signage and wayfinding
- Landscape buffer along major thoroughfares
- Signage, wayfinding and identity elements
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined streets
 - Lighting
- High quality sustainable materials - materials, fixtures, street furniture, etc.
- Introduce sustainable stormwater management elements such as raingardens, bioswales in the context of higher quality aesthetics

OVERALL PHYSICAL CONDITIONS COMPARISON | Building Form

Existing



Potential



Key Elements

- Modulate building facade to reduce nature of unvarying surfaces
- Context sensitive massing
- Energy efficient building orientation
- Pedestrian scale features at first floor level - entranceways, architectural shades, transparency

SECTION 2

OVERALL PHYSICAL CONDITIONS COMPARISON | Open Space

Existing



Potential



Key Elements

- Preserve conservation and environmentally sensitive areas
- Connect parks and open spaces with trails, paths, sidewalks
 - Provide landscape buffer for sidewalks along major routes

SECTION 3 | Appendix

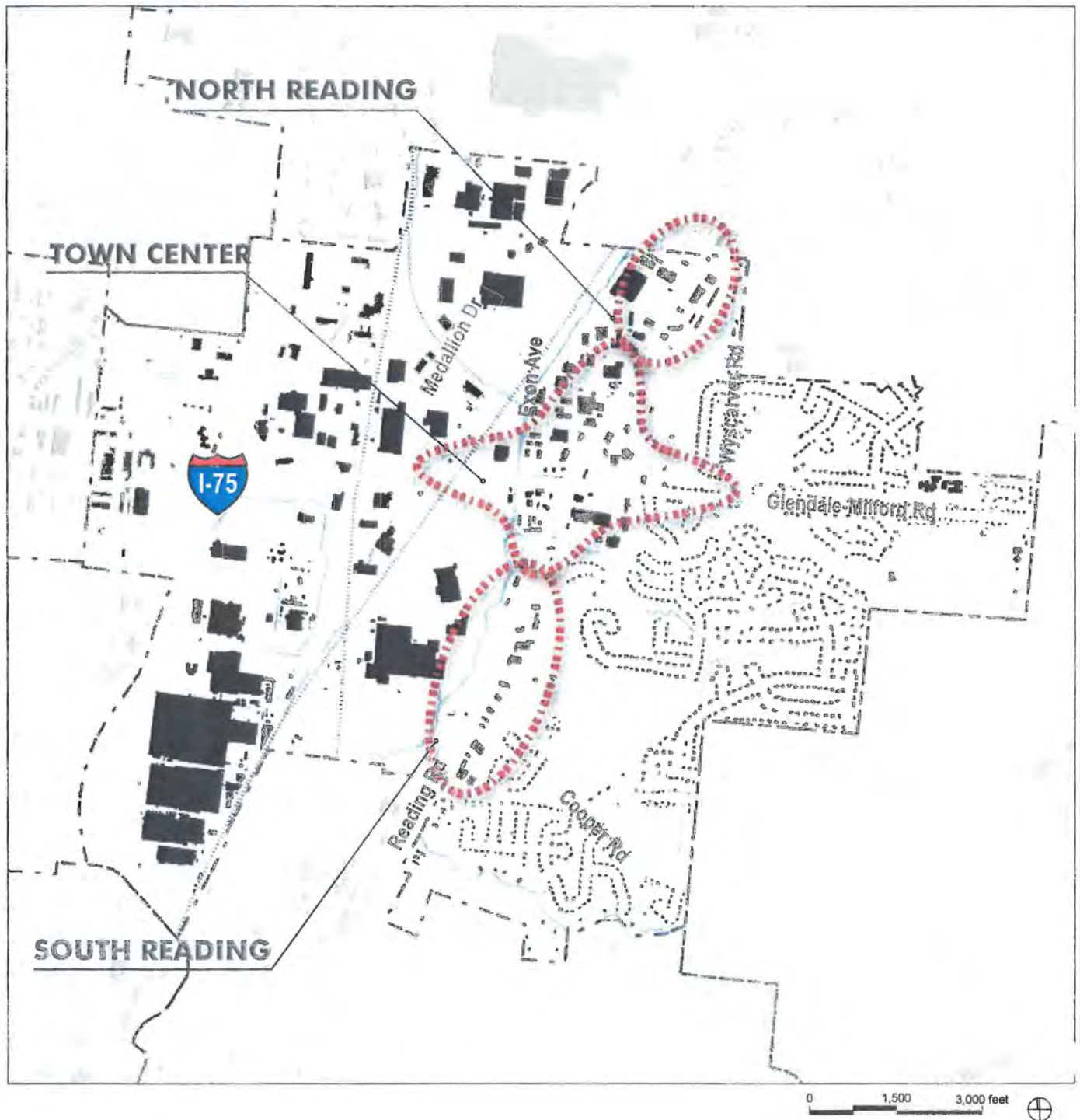
Existing Land Uses and Character | Overall and Character Areas

- Figure Ground
- Connectivity
- Open Spaces
- Commercial and Office Areas
- Residential Uses
- Industrial Uses
- Educational and Institutional Uses

SECTION 3

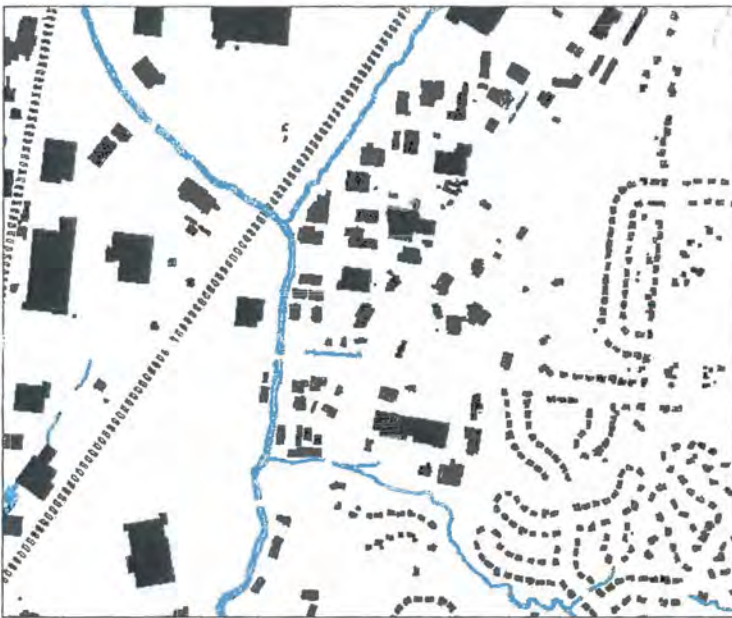
LAND USE AND CHARACTER

FIGURE GROUND





North Reading



Town Center

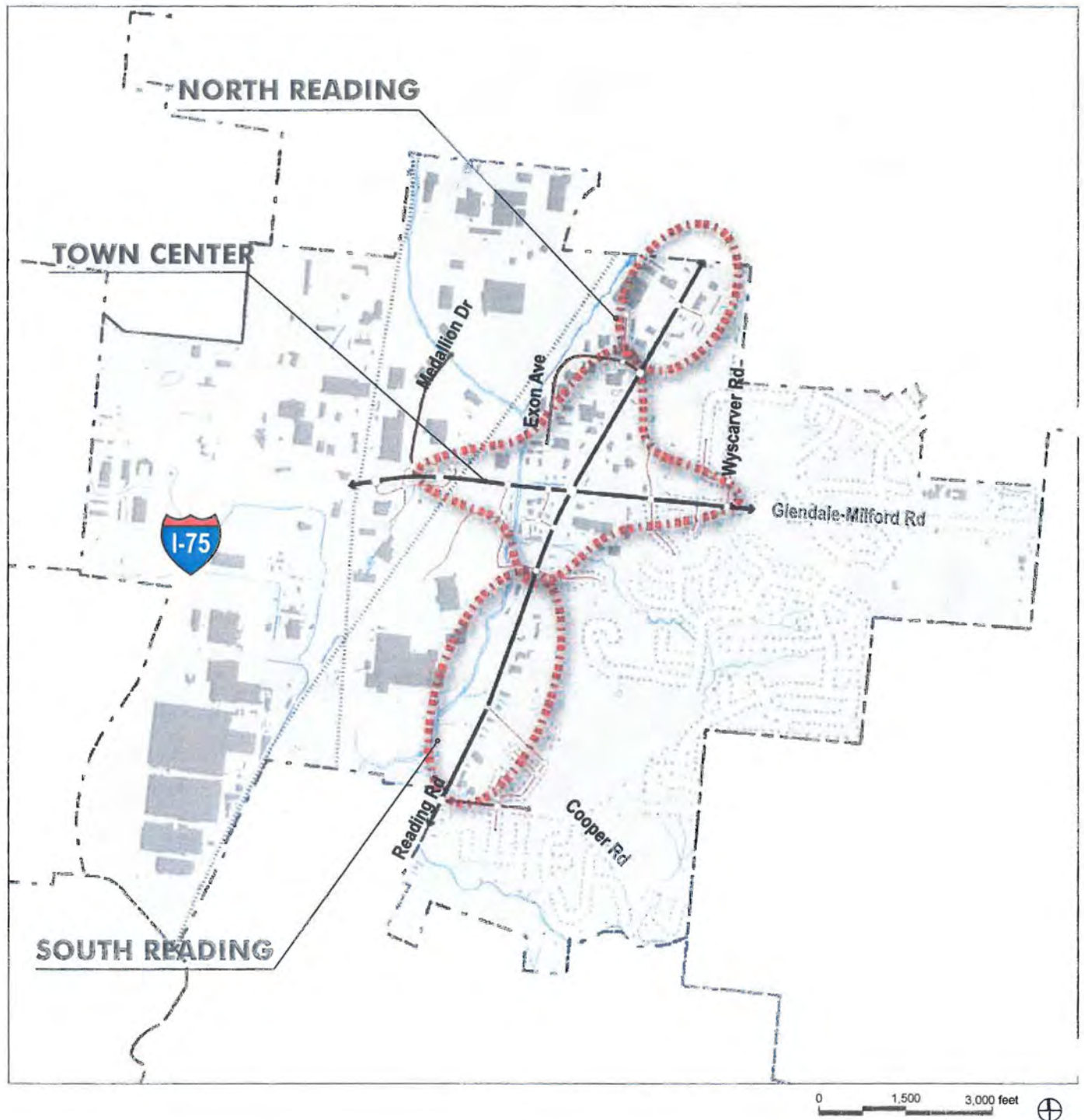


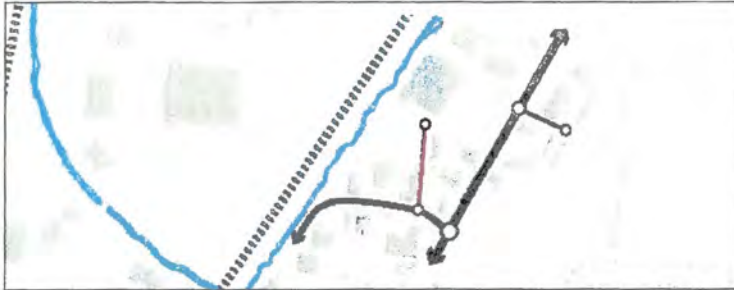
South Reading



SECTION 3

CONNECTIVITY





North Reading



Town Center

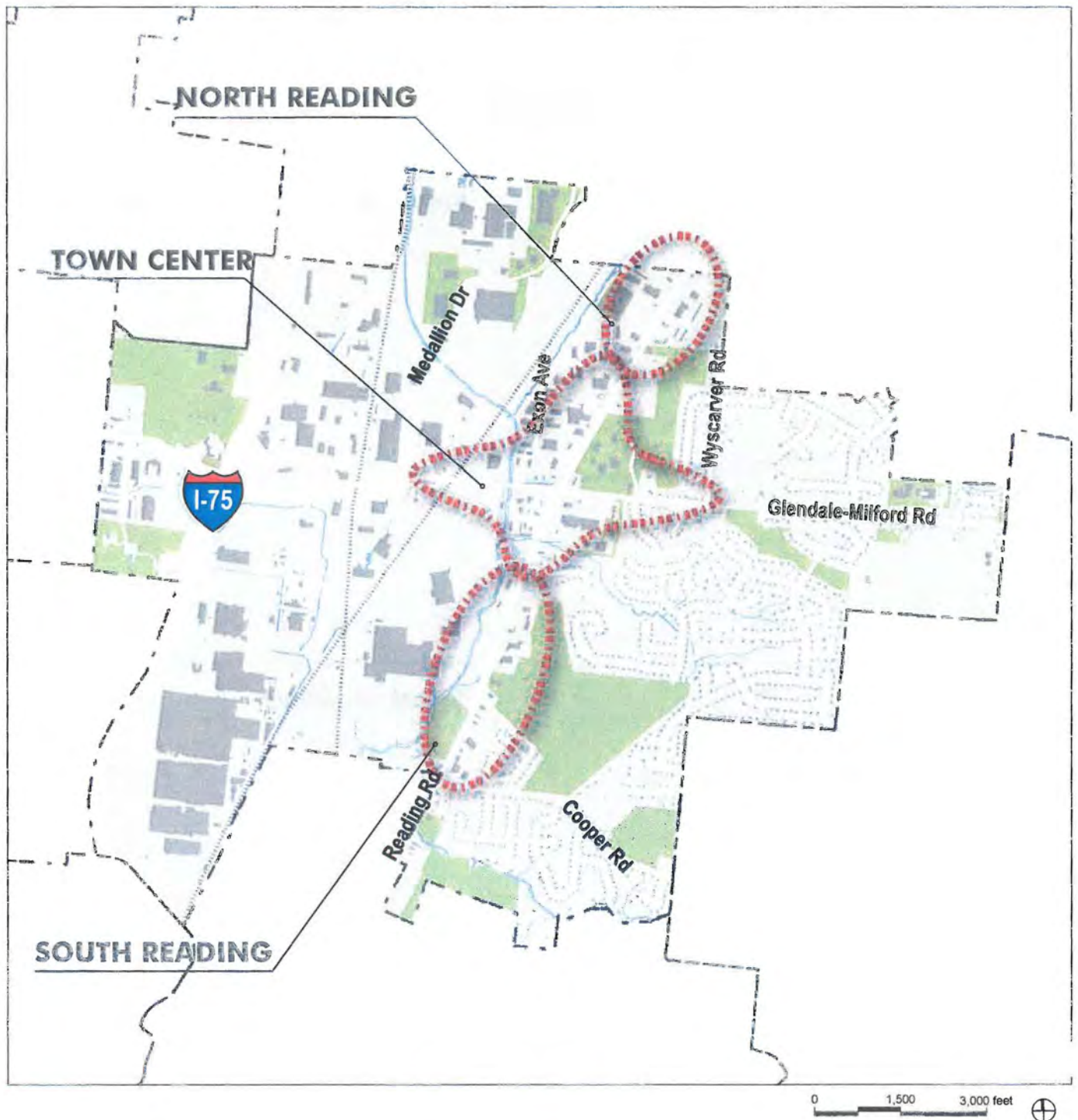


South Reading



SECTION 3

OPEN SPACES





North Reading



Town Center

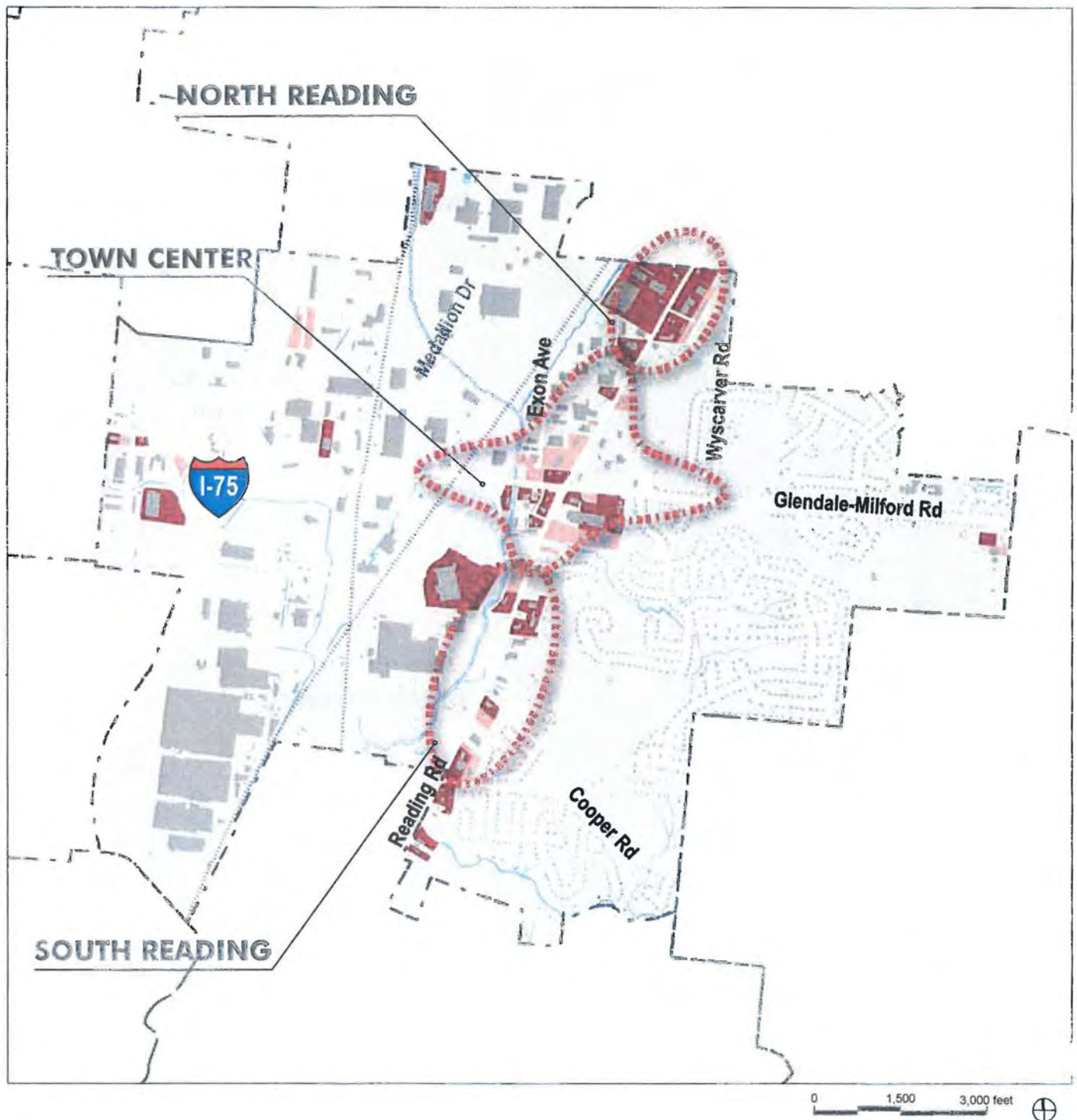


South Reading



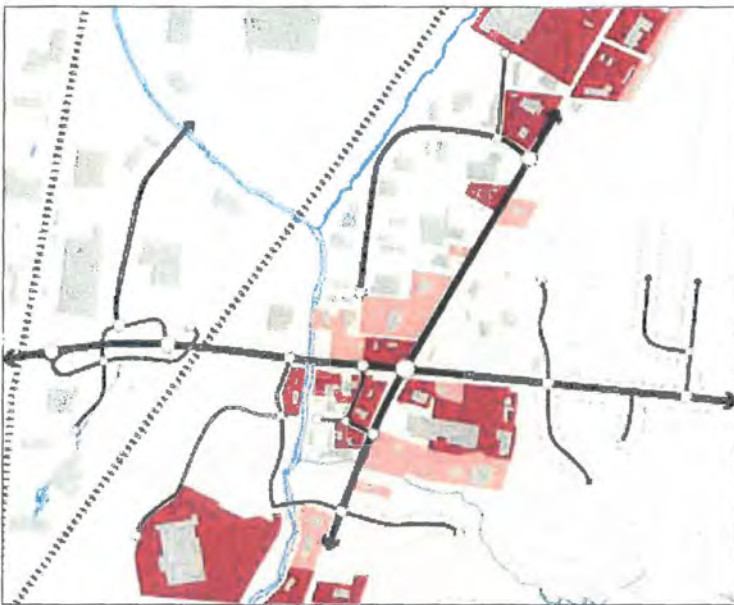
SECTION 3

COMMERCIAL AND OFFICE AREAS





North Reading



Town Center

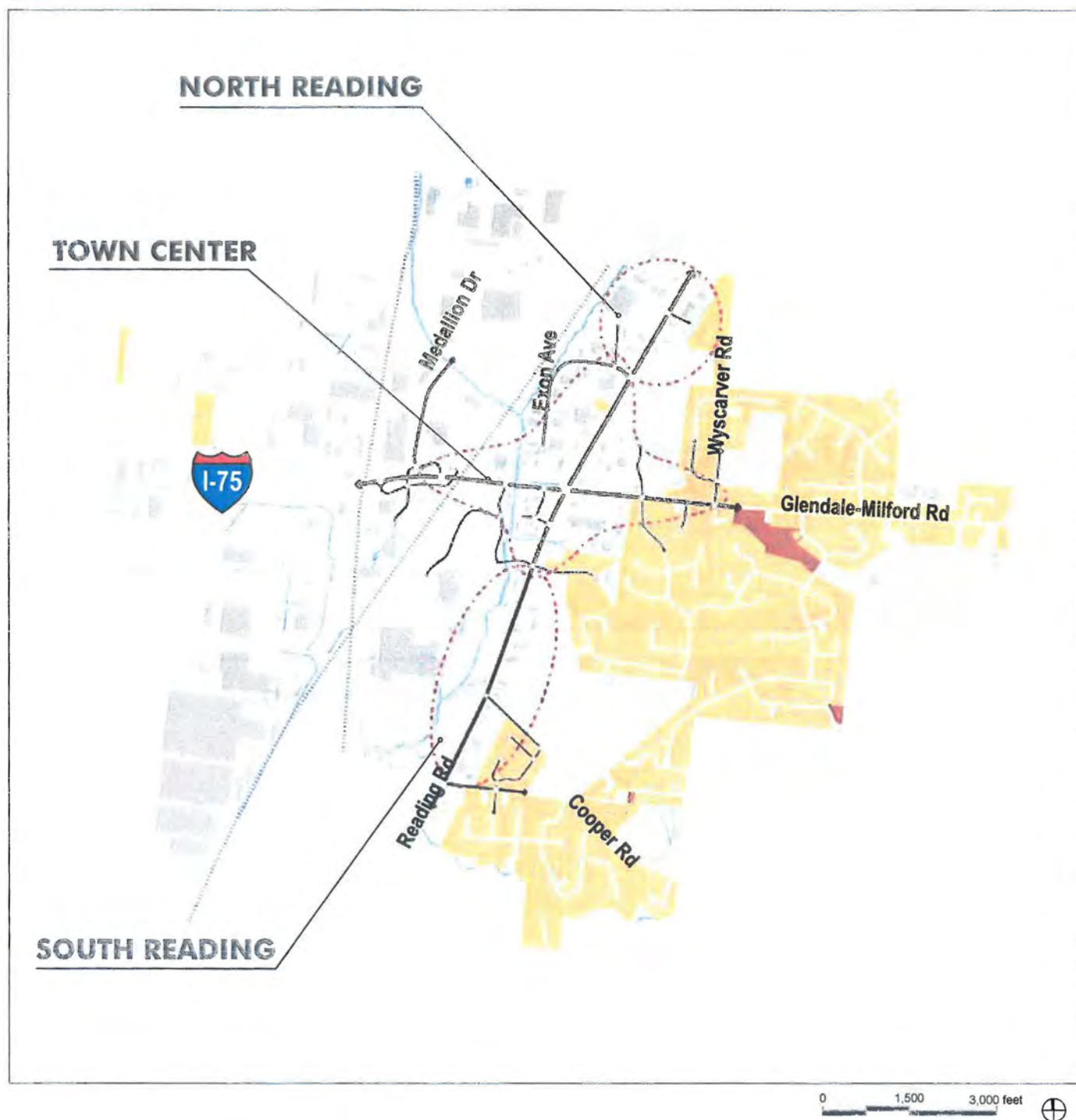


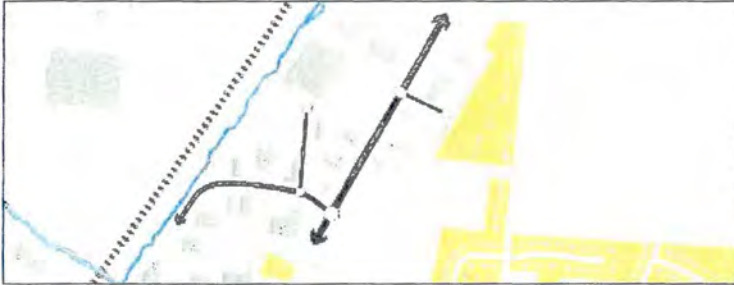
South Reading



SECTION 3

RESIDENTIAL USES





North Reading



Town Center



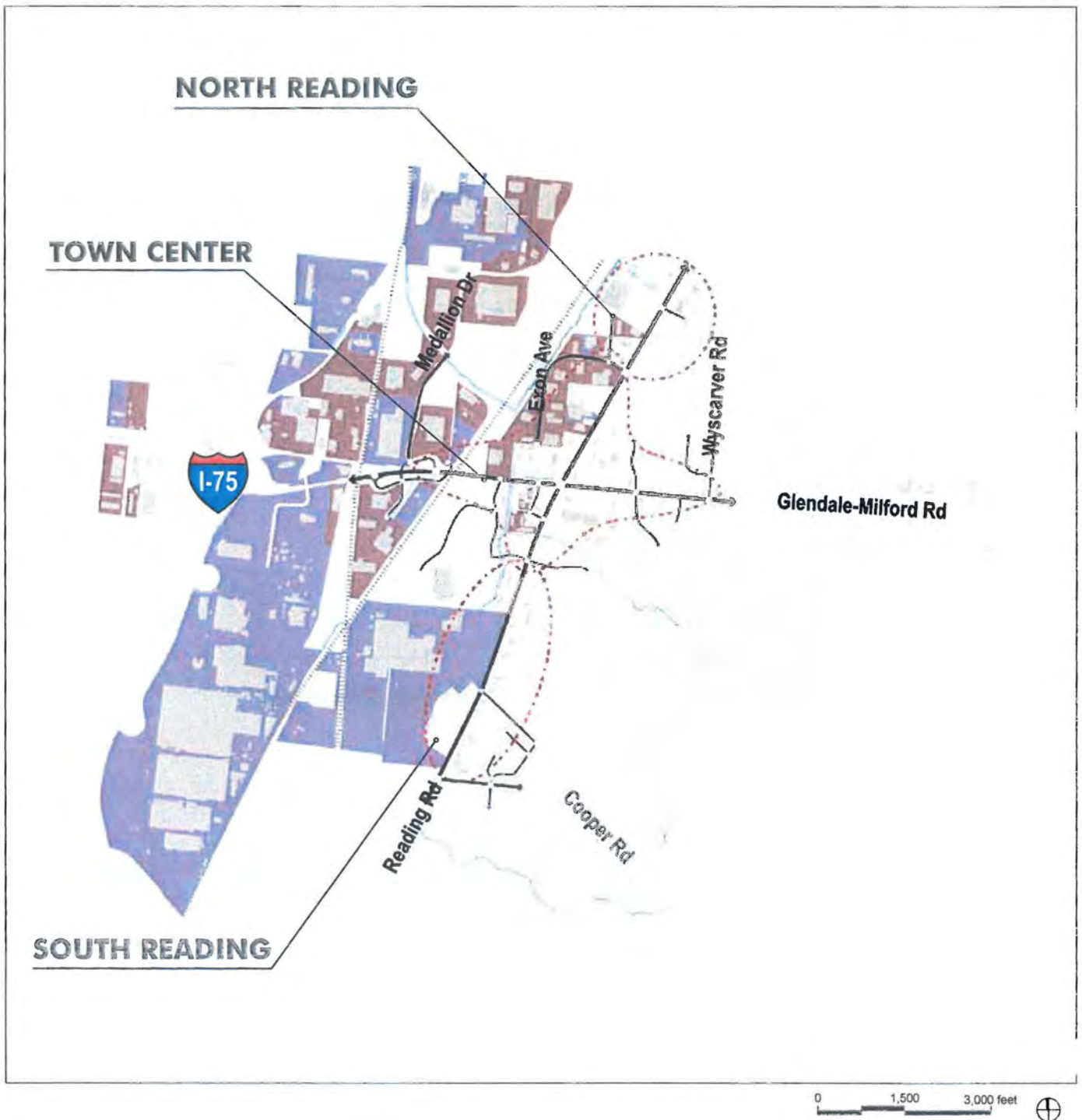
South Reading

0 1,500 3,000 feet



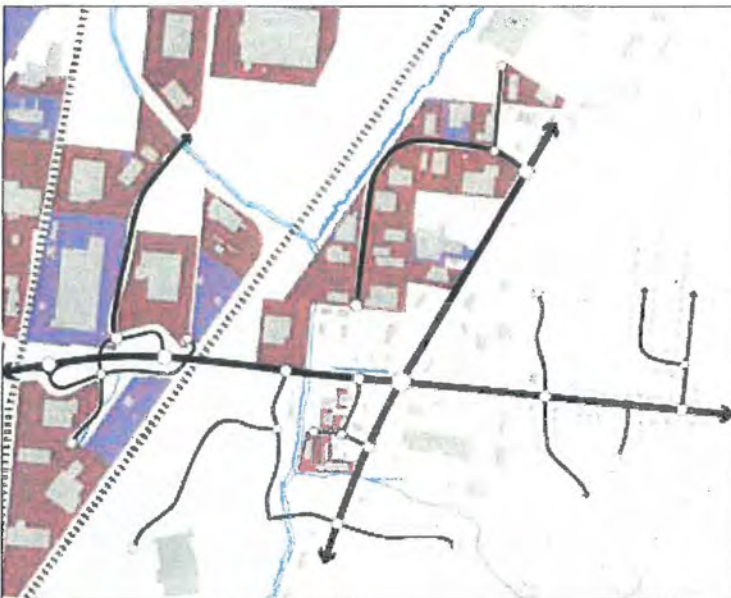
SECTION 3

INDUSTRIAL USES





North Reading



Town Center

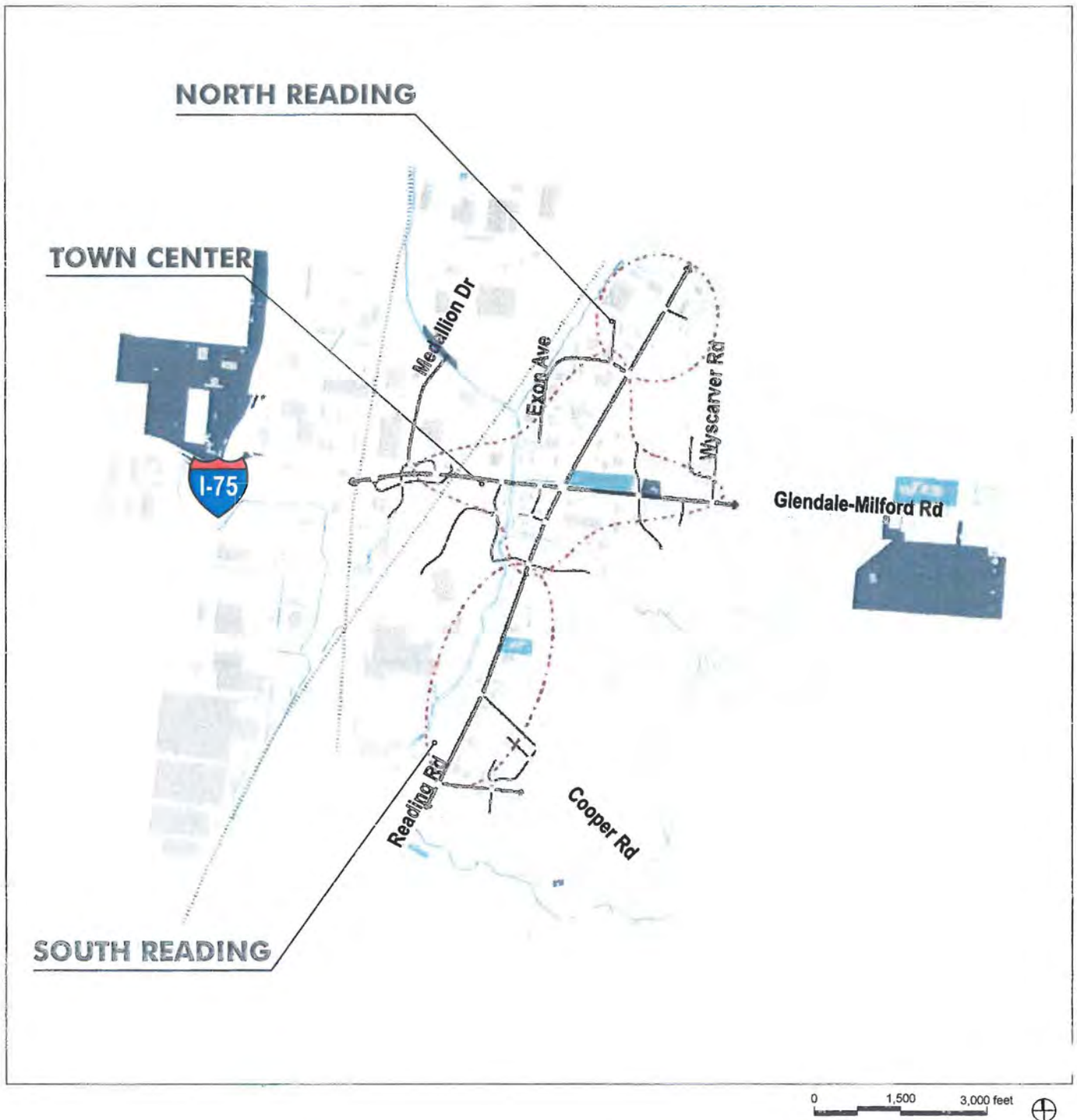


South Reading



SECTION 3

EDUCATIONAL AND INSTITUTIONAL USES



VACANCY



Notes

Use this page for reference notes