

# Montgomery Road

Montgomery Road Corridor  
Design Standards

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# City of Montgomery, Ohio

## Montgomery Road

### Corridor Design Guidelines

#### **Purpose**

The Montgomery Road Corridor will be a contemporary retail corridor that is a modern interpretation of the quality and style that has been the hallmark of Montgomery's identity. It will respect the unique character and design elements of the Heritage District without replicating them or attempting to reproduce the Heritage District, and will be an appealing and safe environment for citizens, businesses, and visitors to the City of Montgomery. The Corridor will have quality architecture and site design that promotes safe and efficient vehicular traffic balanced with a scale and design that is pedestrian friendly. The Corridor will be designed to minimize negative impact on adjacent single-family neighborhoods.

The following are the goals that drive this vision:

- Goal 1:** *The City will have a defined and efficient process and guidelines for development and redevelopment of the Corridor.*
- Goal 2:** *The Montgomery Road Corridor will have a desirable and quality image.*
- Goal 3:** *The Montgomery Road Corridor will be recognized as a regional model, balancing a unified quality image with local business identity and functional needs.*
- Goal 4:** *The Corridor will draw inspiration from design elements in the Heritage District that can be successfully interpreted in a modern suburban setting with modern materials.*
- Goal 5:** *The Corridor will promote healthy and viable businesses.*
- Goal 6:** *Negative land use impacts on adjacent residential neighborhoods will be minimized and mitigated through design.*
- Goal 7:** *Traffic circulation will be accommodated in a safe and efficient manner, but will be balanced with pedestrian scale and safety.*
- Goal 8:** *Flexibility in the design guidelines that allows for development of individual sites in a manner that recognize that one size does not always fit all, but will allow substitutions that are equivalent to the desired guidelines of quality architecture and site design.*

## I. Site Design

The following guidelines address elements of site layout and orientation.

### A. Location and Orientation of Buildings

The following guidelines are intended to create a unique and attractive image for the Montgomery Road Corridor that promotes safe and efficient access by both vehicles and pedestrians, creates a human scale environment, and a strong building presence along the Montgomery Road Corridor.

#### 1. Setbacks

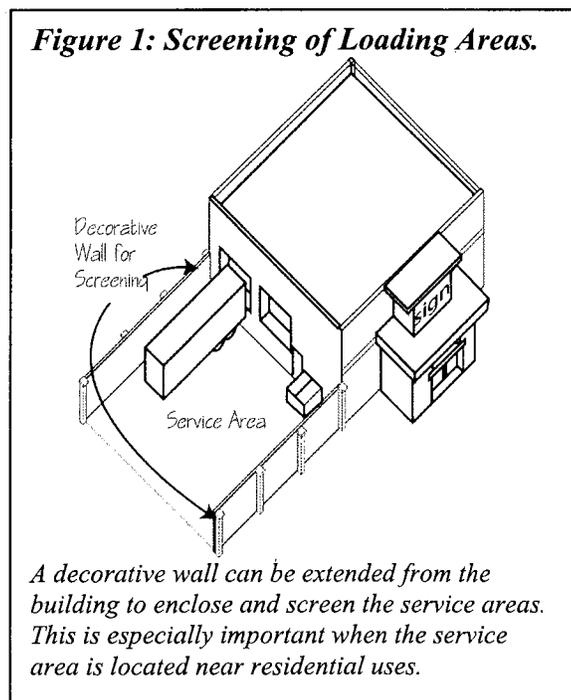
Buildings should be set as close as feasible to the minimum 30 foot front yard setback line established for the General Business District in Schedule 151.1205(a), in order to support and develop a consistent street wall and strong building presence along the Montgomery Road Corridor, and should meet the side and rear yard setback requirements as established in Schedule 151.1205(a).

#### 2. Location of Entrance Features

- a. The primary entrance should be located so that it fronts on Montgomery Road, particularly along the west side of the road where public sidewalks are available.
- b. Pedestrian access should be provided as described in Pedestrian Connections section.

#### 3. Loading and Services Areas

- a. All buildings shall have designated off-street loading and service areas. Loading and service areas should be located to the rear or side of buildings, and should not be visible from the public view or adjacent residential, nor interfere with pedestrian or vehicular flows within the project.
- b. Loading and services areas shall be located in such a way that trucks accessing the site should not need to back into the site from a public right-of-way, nor back out of the site onto the public right-of-way. Loading areas must be large enough that trucks do not



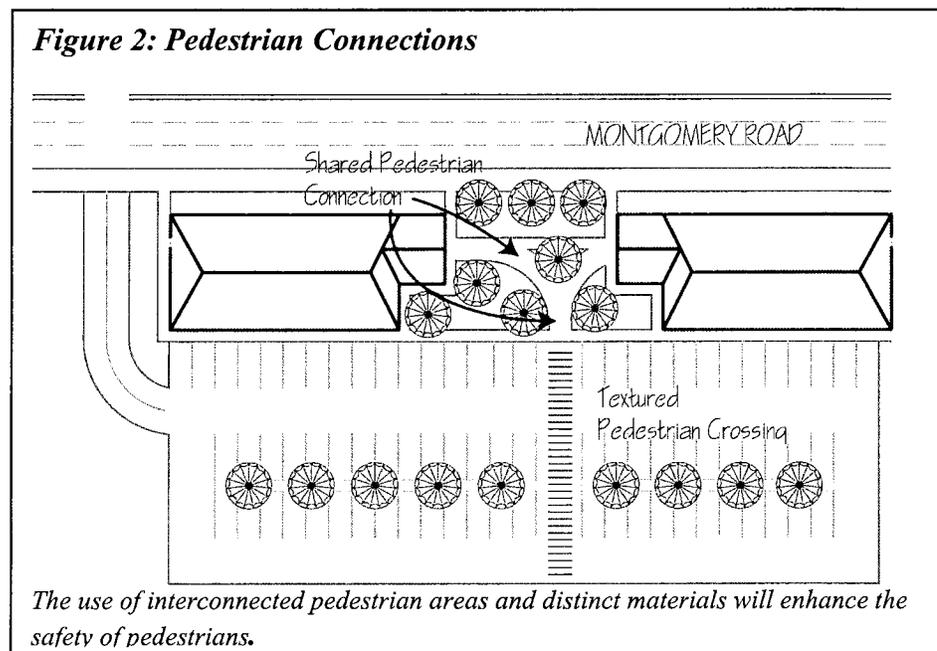
- partially or fully obstruct traffic flow on Montgomery Road or side streets during loading activities.
- c. Landscaping and architectural walls shall be used to screen loading and service areas from the view of adjacent residential areas. See item C.3. below.
  - d. Loading spaces intended for the delivery of outdoor inventory such as automobiles and landscape items may occur in open areas of a parking lot which are not screened if the hauling equipment is not stored on the site. Additionally, small deliveries that may be delivered to the front door of a business may not require specific screened loading areas.

## **B. Pedestrian Features**

The following guidelines are intended to enhance the quality and safety of the pedestrian environment among business along Montgomery Road.

### **1. Pedestrian Connections**

- a. Attractive, well marked pedestrian connections should be provided between parking areas and the entrances to buildings.
- b. Pedestrian connections from public sidewalks to building entrances are encouraged.
- c. Pedestrian connections between adjacent commercial developments are encouraged.



## **2. Materials and Safety**

- a. When feasible, pedestrian connections or paths should be incorporated into raised landscaped areas to separate and buffer pedestrians from vehicular activity.
- b. Pedestrian connections and paths should be clearly identified through the use of alternative paving materials, colors and textures at key locations where they cross vehicular circulation at the same grade.
- c. Materials used in the development of pedestrian connections shall be level and slip resistant to reduce the potential for tripping hazards and promote access for all users.
- d. The use of bollards, low walls, or other hardscaping elements is encouraged to reduce the conflict between pedestrian and vehicular traffic.

## **C. Relationship to Surrounding Uses**

The following guidelines are intended to address the relationship of new development to existing adjacent development. Applicants should provide information that displays the anticipated impact of the proposed development on the adjacent uses and the corridor's overall image.

### **1. General**

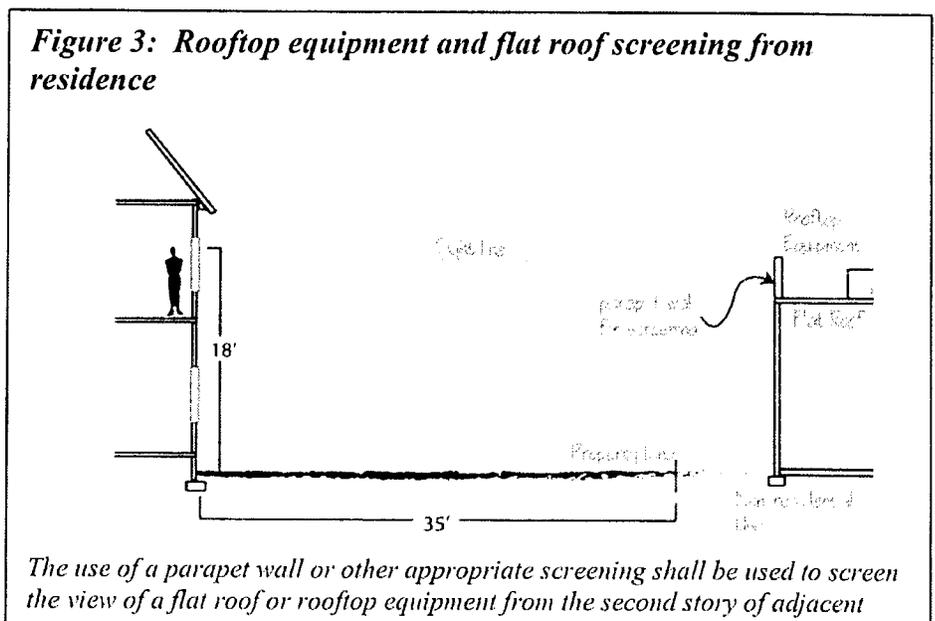
- a. New development should incorporate representative characteristics of the surrounding area when the area exhibits the intent of these guidelines through site layout and architectural quality and character (e.g. buildings set close to the street, shared parking and access, generous landscaping, and/or use of architectural detail).
- b. Loading areas, access and circulation driveways, trash and storage areas and rooftop equipment shall be located to minimize negative impacts on adjacent development, including but not limited to being:
  - i. As far as possible from residential uses, recognizing, that placement of these areas to the rear of the building may necessitate additional screening per § 151.3211 (a) and restrictions on service hours.
  - ii. Near similar areas in adjacent non-residential uses.
- c. When planning the location of window openings and areas of outdoor activity in commercial or office developments, the privacy of surrounding residential uses should be respected and direct sight lines into private residential areas from proposed non-residential development should be limited. Sight lines into and from adjacent private areas should be evaluated for conflict with new development.

## 2. Circulation

- a. Shared vehicular access for adjacent non-residential uses is strongly encouraged. This will reduce the number of conflict points for pedestrians and vehicular traffic along Montgomery Road.

## 3. Screening and Buffering

- a. When new residential development is proposed adjacent to existing or proposed non-residential uses, appropriate screening shall be employed on site to screen the new residents from any noise, traffic, or odor generating activities and hazardous activities that may be present on the non-residential site.
- b. When new non-residential development is proposed adjacent to any residentially zoned land, appropriate screening shall be employed to buffer the use from residents.
- c. Appropriate forms of screening and buffering include: masonry walls, landscaping, berms, and building orientation.
- d. Rooftop equipment and flat roofs shall not be visible from a public right-of-way, and shall be appropriately screened from the view of adjacent residential properties as follows:
  - i. Maximum screening must be provided so that roof top equipment or flat roofs shall not be visible from adjacent residential properties when viewed from an average second story window at a height of eighteen (18) feet above the grade at the property line, at a point thirty-five (35) feet from the property line of the residential property.
  - ii. Use of parapet walls and the placement of equipment shall be coordinated with the specified sight lines identified above and illustrated in figure 3.

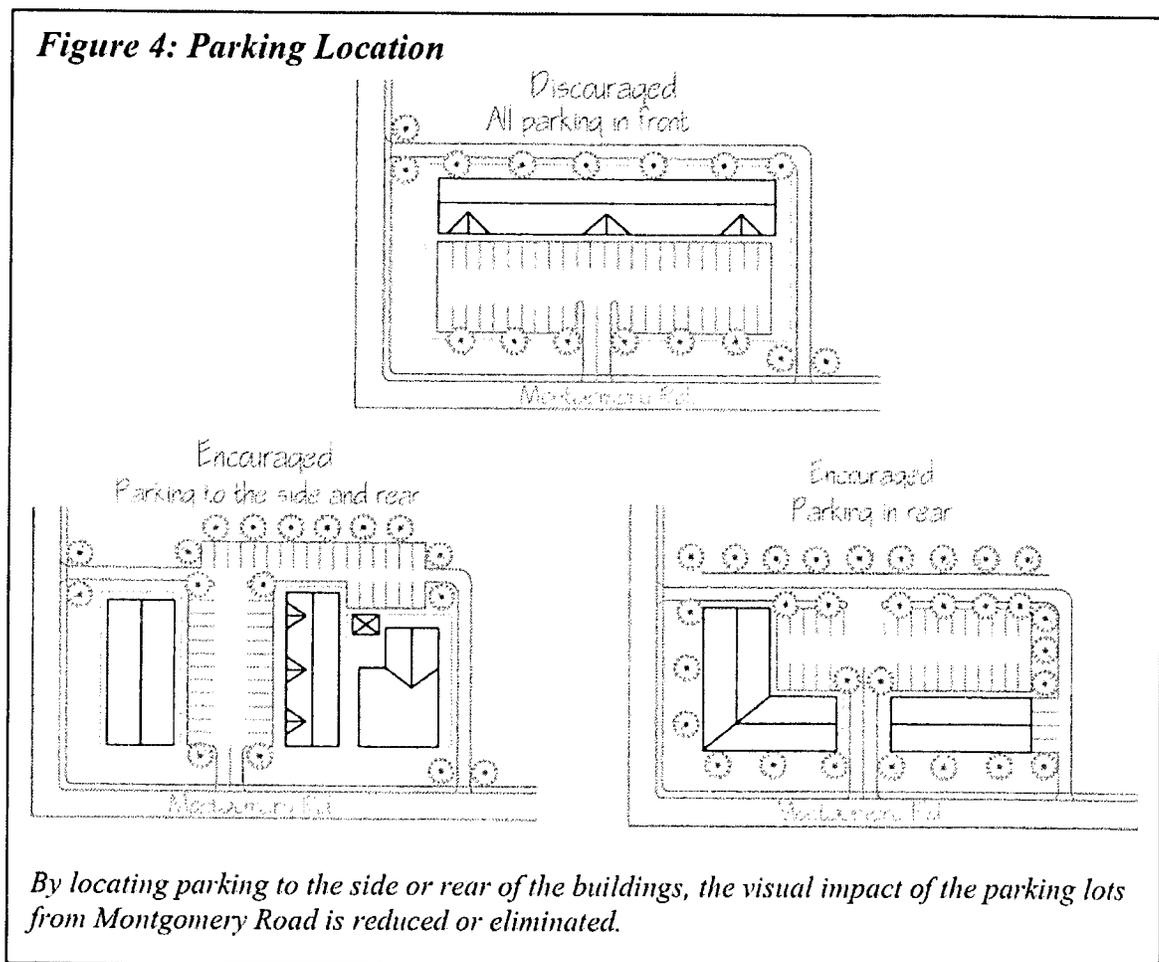


## D. **Parking and Access**

The following guidelines are intended to improve the appearance, safety, and functionality of parking lots along the corridor.

### 1. **Location**

- a. Parking is encouraged to be located to the side or rear of buildings when it can be effectively screened from adjacent residential uses through the use of walls or landscaping.
- b. If a site is too narrow to effectively provide parking to the side of the building, the required parking spaces can be provided between the street and the building.



### 2. **Access and Circulation**

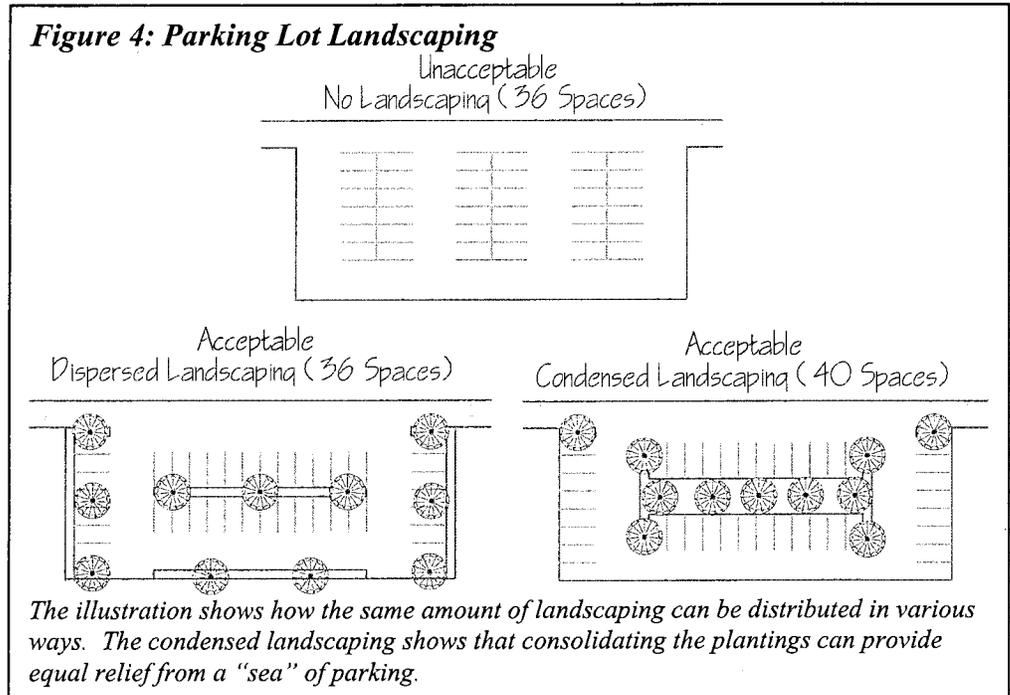
- a. Primary vehicle entrances shall be located and designed to be consistent with the City Access Management Guidelines and subject to review by the City's Engineer. The specific location of primary vehicle entrances will be based on the following factors:

- i. The separation requirements between the entrance and major intersections;
  - ii. Separation requirements between adjacent entrances (or minor intersections);
  - iii. The need to provide shared access to adjacent parcels of land;
  - iv. The need to align with previously-approved or constructed access points on the opposite side of the street; and
  - v. The minimum number of entrances needed to move traffic onto and off the site safely and efficiently.
- b. Safe and efficient internal circulation shall be provided per § 151.3209 Parking Design Standards and is subject to the review of the City's Engineer.
- i. The location and orientation of parking rows should be designed to minimize conflict between pedestrians and vehicular traffic.
  - ii. Main drive aisles should be continuous and connect to the main entrance to the development site.
  - iii. Internal intersections of drive isles should have adequate sight lines, design geometrics, and/or traffic controls to minimize accident potential.
- c. On-Site Truck Traffic/Loading and Circulation should be provided as follows:
- i. Every development shall be required to provide loading and delivery facilities separate from customer parking and pedestrian areas per § 151.32.11.
  - ii. Truck circulation paths shall be designed with adequate curve radii and maneuvering room. Truck access and maneuvering areas shall be designed to prevent trucks from backing onto or from Montgomery Road.

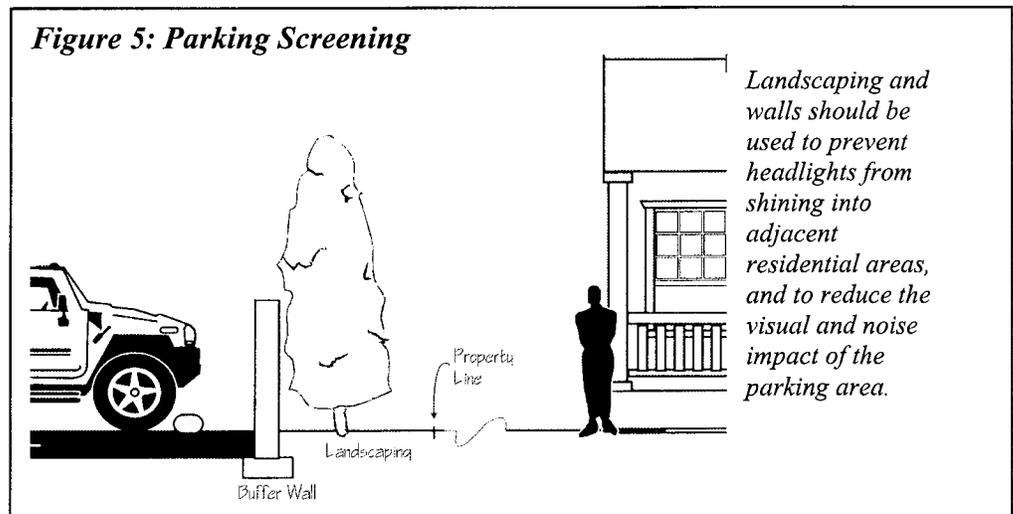
### **3. Design, Landscaping, and Screening of Parking**

- a. Parking areas for 20 or more cars should be divided into smaller area with interior landscaping to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and commercial establishments. Parking lots shall be screened from Montgomery Road, to reduce the visual impact of large expanses of parking along the corridor. Parking lots should be designed in accordance with the landscaping requirements of § 151.3408.

- b. When the effect of interior landscaping can be maximized by concentrating the required interior landscaping in a single location and traffic direction can be accomplished with pavement markings, variations in pavement or decorative walls, it is not necessary to break up the required landscaping.



- c. When parking is provided adjacent to residentially zoned land or residential uses, an opaque fence, wall or earthen mound of at least 4 feet in height shall be provided to block headlights from residential uses.



## II. Building Design

The general design of the buildings along the Corridor can be the strongest feature in creating an image for the Corridor and the City. Building design for the Corridor should be of a high quality with attention to the creation of a human scale environment.

### A. Massing and Scale

The relationship of a building's height to its apparent width is a major factor in the overall character of the building. Buildings in the Corridor should respect the human scale and add visual interest to the street wall. The following guidelines apply to all buildings in the Corridor.

#### 1. Bulk

A building's vertical and horizontal dimensions should be in close proportion to one another in appearance without emphasis on either dimension.

- a. Horizontally long buildings should be visually broken up through the use of recesses or setback variations, architectural detailing, various roof heights and application of compatible building materials to appear as a series of proportionally correct masses.
- b. Changes in vertical mass should be used in an architecturally appropriate way to add interest and reduce the appearance of building height and bulk. The articulation of a base level and secondary levels is important, especially in buildings over 15 feet in height.

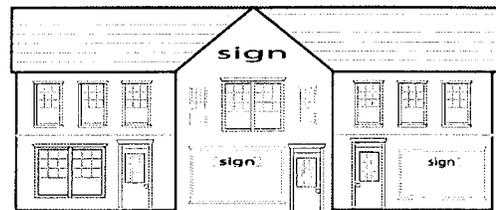
**Figure 6: Building Bulk**

*Not Acceptable*



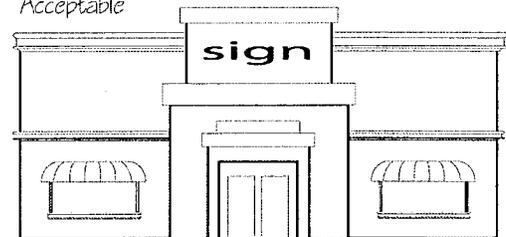
Facade is a flat plain with no visual breaks, no architectural details used, and a flat roof. Building appears to be horizontally long and does not incorporate human scale elements.

*Acceptable*



Facade is broken up horizontally by the placement of windows and doors and the projection of the central portion of the facade. The use of different rooflines, a belt course and two levels of windows break up the vertical bulk of the building relating the building to the pedestrian with smaller human scale elements.

*Acceptable*



Facade is broken up horizontally by the placement of windows and doors and the projection of the central entrance. The use of different rooflines, cornice moldings, scoring of the exterior material and awnings break up the vertical bulk of the building relating it to the pedestrian with smaller human scale elements.

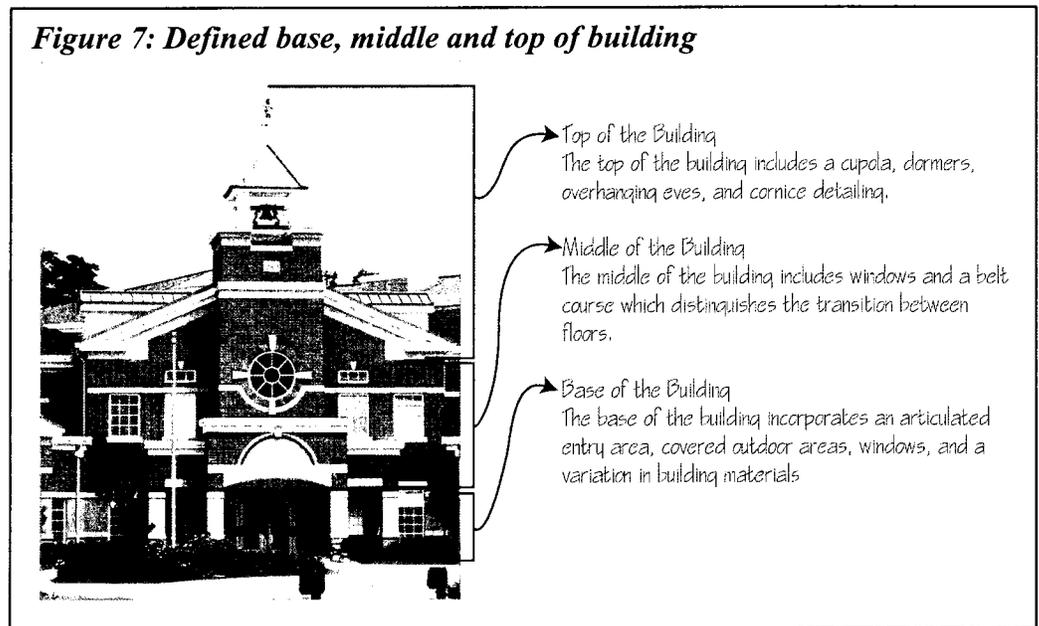
*The acceptable examples use architectural details, setbacks, windows and various roof heights to break up the mass of the structure.*

## **B. Architectural Detail**

### **1. Façades**

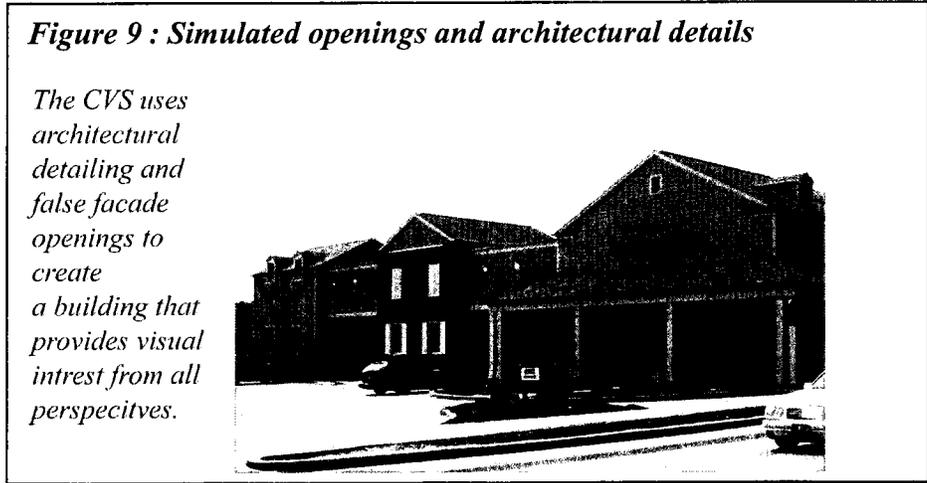
Buildings should have a clearly defined base and roof edge so that the façade has a distinct base, middle, and top at a scale that relates to the individual human. The façades should incorporate a variety of architectural design features, techniques, patterns, materials and colors in a coordinated manner that relate to the overall design of the structure.

- a. The use of the following architectural elements is encouraged:
  - i. The top of a building's façade should include cornice lines, parapets, eaves, brackets, fenestration and/or other detailing.
  - ii. The middle of a buildings façade should include windows, awnings, trellises, canopies, pilasters, columns, alcoves, balconies, and/or window boxes.
  - iii. The base of buildings should include entry areas, covered outdoor areas, windows and alcoves.



- b. Façades facing Montgomery Road and the main façade of the building are encouraged to incorporate genuine façade openings with clear windows and doors. If genuine openings are not feasible simulated openings may be incorporated. Secondary façades visible from the public right-of-way or adjacent residential uses may incorporate simulated openings.

- c. The rear and side façades of buildings visible from the public right-of-way or an adjacent residential use should be aesthetically enhanced to the same level of detail as the main façade.



## 2. Entrances

Entrances to buildings or tenant spaces should be clearly identifiable and enhance the architecture of the building.

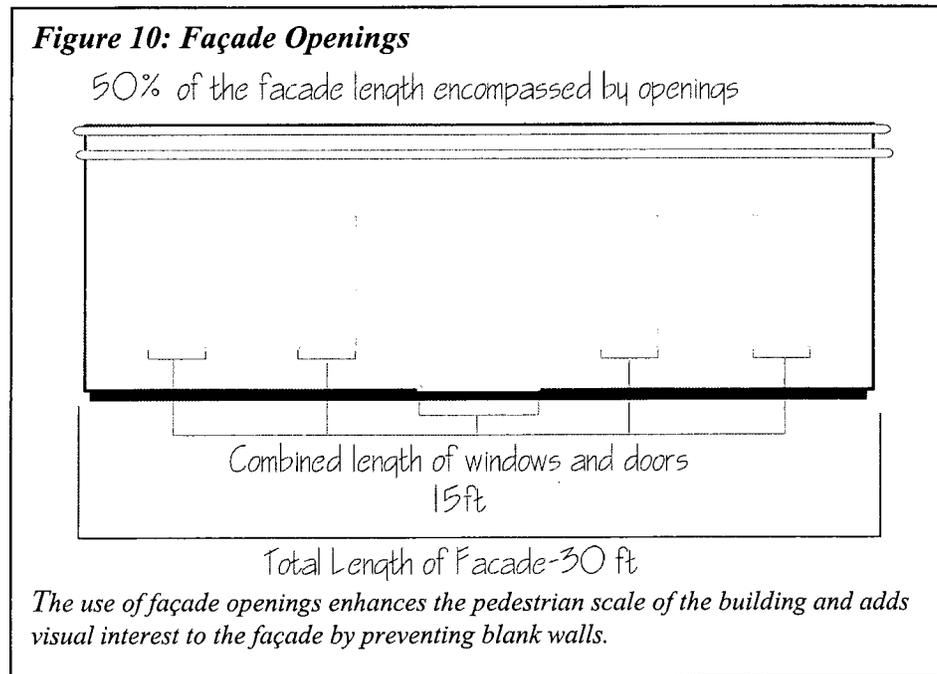
- a. In all cases the main entrance of the building or tenant space should be easily identifiable, and should provide a strong statement for the building using architectural articulation, detailing, specialty pavement, hardscaping, landscaping or a combination of these elements.
- b. Entrances should be designed to allow individual business to present a clear business image without compromising the unity of the façade or the general character of the Corridor.

## 3. Windows and Doors

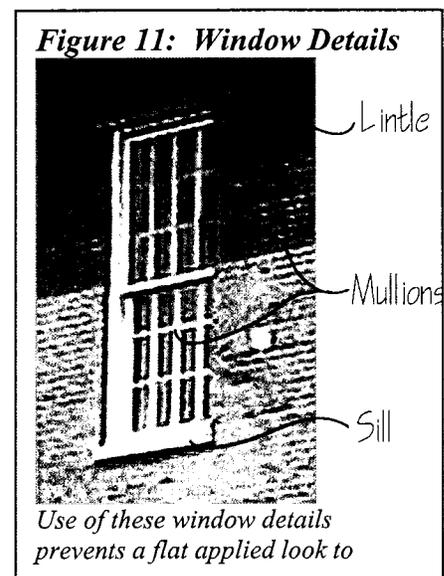
All windows and doors and simulated openings on a building should be related in design and should maintain a consistent pattern and rhythm for the building.

- a. Buildings should include vertically proportioned façade opening with windows that have a greater height than width (an appropriate vertical/horizontal ratio ranges from 1.5:1 to 2:1). Where glazed horizontal openings are used, they should generally be divided with multiple groups of vertical windows. Exceptions may be appropriate where horizontal windows are consistent with the architectural style of the building.

- b. Storefront, transom, display windows or doors should encompass 50% minimum of the front of a building façade length, or any façade facing Montgomery Road. The appearance of façade openings should be used on secondary façades where real windows are not feasible. False fronts or windows should only be used on secondary façades which face other public right-of-ways or adjacent residential uses.



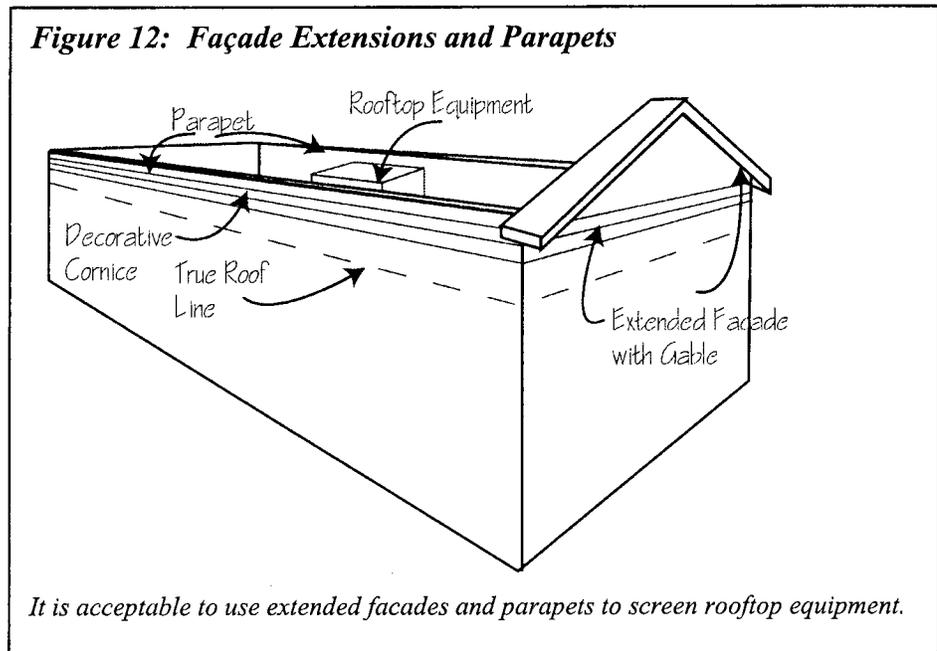
- c. Generally, windows should be subdivided and separated by mullions. Large expanses of glass should be used in limited amounts as storefront display windows and should relate to the architectural style of the building.
- d. Windows and doors should be detailed with architectural elements such as projecting sills, molded surrounds and/or lintels.
- e. On buildings in excess of 15 feet in height, second story windows should be used in combination with other architectural detailing to create the appearance of a second story.
- f. Mirrored glass is prohibited. Dark or opaque glass is appropriate only for false windows on secondary façades.



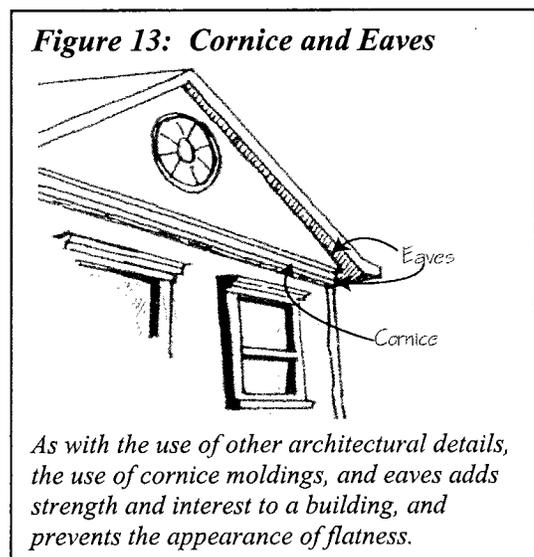
#### 4. Roof Types

The roof types should be consistent with the architectural character and scale of the building.

- a. Flat or shallow pitched roofs should be ornamented with shaped parapets or cornices treatments. Extended facades or parapets are an appropriate approach to conceal flat roofs and are an acceptable means for screening rooftop equipment. However, the roof shape should reflect the configuration of the buildings mass and volume, and should be consistent in its character from all vantage points when viewed from the ground.



- b. All buildings should incorporate a strong cornice or parapet detailing to delineate a strong roofline along the primary façades. Roof lines should also incorporate eaves and overhangs.



## **C. Building Materials**

The character of the Corridor is enhanced by the use of quality building materials that reflect the purpose of these guidelines of the City of Montgomery. The following guidelines apply to the exterior of all buildings in the Corridor.

### **1. Permitted Materials**

- a. Primary Materials-Buildings in the Corridor should have a primary exterior covering of brick, stone, natural wood clapboard, wood board and batten, wood shingles or modern manufactured materials that create the appearance of the materials listed above.
- b. Accent Materials-Buildings in the corridor may incorporate any of the above permitted primary materials as an accent. The following additional materials may be used on a building in the corridor as an accent that comprises no more than 25% of the buildings exterior wall surface; efface, decorative concert masonry units, and cementious fiber board.
- c. Other materials that are not listed as prohibited may be approved by the review board on a case by case basis as a primary or accent building material.

### **2. Prohibited Materials**

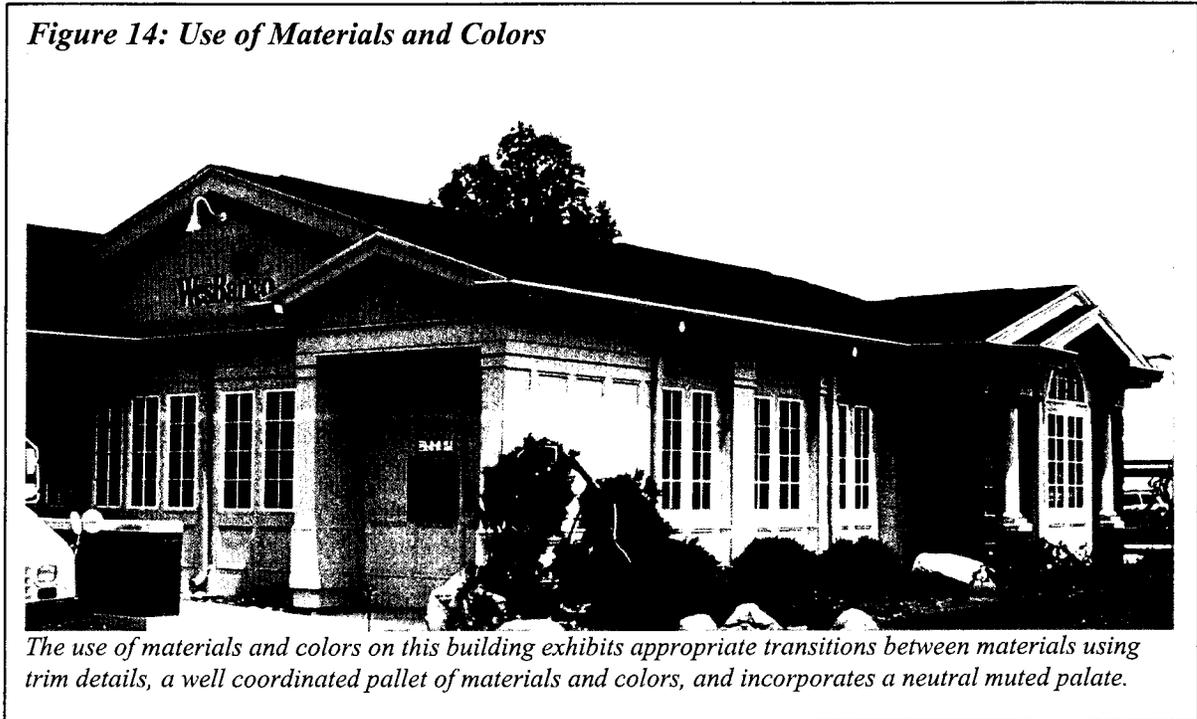
Exterior covering materials that are prohibited include vinyl, steel siding, standard concrete masonry units, or tilt up concrete.

### **3. Variation of Materials in Façades**

Variation of materials on façades is permissible, provided the variation enhances the human scale of the building, and is used to define specific elements of the building. General guidelines for variations in materials are:

- a. Changes in materials should occur at inside corners of buildings or transition with an appropriate trim detail. Material changes at outside corners or in the middle of a wall give an impression of thinness and artificiality which should be avoided.
- b. The use of a coordinating trim material is encouraged on all façades of a building, and should be used to break larger wall plans into smaller more human scale elements.

- c. The number of materials on the exterior façades of a building should be limited to no more than four complementary materials. Except in the case where the buildings façade is designed to appear as more than one building. In such case each element may use four materials, but the overall scheme of the building should be coordinated.



## **D. Colors**

The base colors used on buildings in the Corridor District should be the natural color of the material in the case of brick or stone or of a neutral muted pallet. Brighter more vivid colors should be reserved for limited use as trim or accent.

### **1. Variation of Colors**

A maximum of four different materials or colors should be used on a single structure, except in the case where the buildings façade is designed to appear as more than one building. In such case, each element may use four colors or materials, but the overall color scheme of the building should be coordinated.

### **2. Prohibited Colors**

No fluorescent, reflective, or neon colors should be used in the construction of a building in the Corridor.