Polaris Parkway Corridor Design Standards

Guidelines for Development along Polaris Parkway and Cleveland Avenue

prepared for the City of Westerville
May 21, 1999
Amended January 2015
**Polaris Parkway Corridor Design Standards**

prepared for

City of Westerville

*City Council*
*Planning Commission*
*Planning & Development Department*

64 E. Walnut Street
Westerville, OH 43081-2308

---

** Consultants **

*Urban Planning & Landscape Architecture:*
Schmidt Land Design
3763 N. High Street
Columbus, OH 43214
Phone: 614.262.0233

*Lighting:*
Point One Design
808 High Street
Suite 8
Worthington, OH 43085
Phone: 614.540.3500

*Architecture:*
Sullivan Gray Bruck Architects
23 N. 4th Street
Columbus, OH 43215
Phone: 614.464.9800

*Signage:*
The Newburgh Consultancy
413 E. Sycamore Street
Columbus, OH 43206
Phone: 614.444.7384
# Table of Contents

1. Introduction ................................................................................................................................. 1
   1.A Vision Statement .................................................................................................................. 2
   1.B Introduction ....................................................................................................................... 4
   1.C Existing Conditions ............................................................................................................. 5
   1.D Exemplary Roads ................................................................................................................. 6

2. Site Planning .................................................................................................................................. 7
   2.A Small Outparcel Scenario .................................................................................................... 8
   2.B Large Tenant Scenario ......................................................................................................... 9
   2.C Drive-Thru Outparcels ......................................................................................................... 10
   2.D Outparcel Parking & Circulation ......................................................................................... 11
   2.E Cleveland Avenue Planning Concept .................................................................................. 12
   2.F Cleveland Avenue Building Setback .................................................................................. 13
   2.G Cleveland Avenue Retention Pond ....................................................................................... 14
   2.H Cleveland Avenue Building Heights .................................................................................. 15

3. Architecture ................................................................................................................................... 16
   3.A Goals ..................................................................................................................................... 17
   3.B Street Alignment – Building Orientation .............................................................................. 18
   3.C Building Height – “Skyline” .................................................................................................. 19
   3.D Building Height Along Cleveland Avenue ........................................................................... 19
   3.E Scale Giving Elements ......................................................................................................... 20
   3.F Rhythm ................................................................................................................................. 21
   3.G Openings ............................................................................................................................. 21
   3.H Materials ............................................................................................................................. 22
   3.I Appurtenances ...................................................................................................................... 22
   3.J Examples ............................................................................................................................... 23
### Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.K Flex Office Building Example</td>
<td>24</td>
</tr>
<tr>
<td>3.L Outlot Building Example</td>
<td>25</td>
</tr>
<tr>
<td>3.M Office Building Example</td>
<td>26</td>
</tr>
<tr>
<td>3.N Big-Box Building Example</td>
<td>27</td>
</tr>
<tr>
<td>3.O Strip Retail Building Example</td>
<td>28</td>
</tr>
<tr>
<td>4. Landscape Architecture</td>
<td>29</td>
</tr>
<tr>
<td>4.A Tree Preservation</td>
<td>30</td>
</tr>
<tr>
<td>4.B Foundation Plantings</td>
<td>31</td>
</tr>
<tr>
<td>4.C Parking Screening Cross Sections</td>
<td>32</td>
</tr>
<tr>
<td>4.D Parking Screening for 50' Setback</td>
<td>33</td>
</tr>
<tr>
<td>4.E Parking Screening for 25’ Setback</td>
<td>34</td>
</tr>
<tr>
<td>4.F Parking Screening for 10’ Setback</td>
<td>35</td>
</tr>
<tr>
<td>4.G Hedge Maintenance</td>
<td>36</td>
</tr>
<tr>
<td>4.H Acceptable and Unacceptable Trees</td>
<td>37</td>
</tr>
<tr>
<td>4.I Acceptable Shrubs for Polaris Parkway and Cleveland Avenue</td>
<td>38</td>
</tr>
<tr>
<td>5. Lighting and Signage</td>
<td>39</td>
</tr>
<tr>
<td>5.A Submittals</td>
<td>40</td>
</tr>
<tr>
<td>5.B References</td>
<td>41</td>
</tr>
<tr>
<td>5.C Minimum Site Lighting Criteria</td>
<td>42</td>
</tr>
<tr>
<td>5.D Lighting Design Intent</td>
<td>43</td>
</tr>
<tr>
<td>5.E Light Fixture Recommendations</td>
<td>44</td>
</tr>
<tr>
<td>5.F Signage Details</td>
<td>45</td>
</tr>
<tr>
<td>5.G Signage Examples</td>
<td>46</td>
</tr>
<tr>
<td>6. Appendix</td>
<td>47</td>
</tr>
<tr>
<td>6.A Visual Analysis</td>
<td>48</td>
</tr>
<tr>
<td>6.B Existing Conditions</td>
<td>52</td>
</tr>
<tr>
<td>6.C Corridor Examples</td>
<td>57</td>
</tr>
</tbody>
</table>
1. Introduction

Mission Statement:

"Develop an exemplary arterial roadway that establishes and reinforces Westerville's image as a quality oriented suburban community in Central Ohio."
Polaris Parkway Corridor Design Standards

Vision Statement

_Polaris Parkway will be characterized by views filtered through natural features to the south, high quality architecture and urban design to the north and by image-establishing landscaping at intersections. Private development will be subordinate to the transportation function of the roadway. Therefore, private development that occurs along the roadway edges will be directed to enhance the travelling experience._

Introduction

In 1995 the City of Westerville annexed ±941 acres of land north of its municipal boundaries in Delaware County from Genoa and Orange townships. The public purposes for this bold step were numerous, but were mainly driven by the need for land for the future growth of the community and for badly needed transportation improvements in the North Westerville area.

Westerville realized the importance of an arterial road connection west towards Interstate 71 and began the planning and design of Polaris Parkway and the extension of Cleveland Avenue across Alum Creek. Acting as the developer, Westerville designed, engineered and constructed these roads with public funds. Land was acquired by the city, and no assessments have been made to offset these costs. In addition to building the roads, the city, consistent with recommendations in its North Westerville Plan, successfully zoned the annexed land in 1996 for commercial, office and industrial purposes.

Although the process has not been without its share of pain that always accompanies growth, the landowners within the ±941 acre area have experienced a “windfall” from these events in the form of increased property values. It is estimated that the re-zoning process alone can often double or triple property values. In addition to this rezoning, the City of Westerville has invested over $30 million dollars in roadway and infrastructure improvements. It is because of this heavy capital investment that the City of Westerville has the right to expect high development standards from any property owner wishing to make improvements to his or her property. This design guideline seeks to establish standards that reinforce and assist the City of Westerville in this investment in the future of their community.
Existing Conditions
(see graphic exhibits in Appendix)

The North Westerville area is characterized by a variety of natural features. Alum Creek meanders through the landmass along the western edge, with tree masses extending westward from the banks, especially in the Hannawalt Road region. East of the creek lies flat, visually uninteresting floodplains adjacent to this riparian corridor. This flatland extends east towards Africa Road, and it is through here that Cleveland Avenue will cross. Tree rows separate properties along the west side of Africa Road. Some very large oak trees exist behind the Church of the Latter Day Saints property.

Large masses of trees exist east of Africa Road, and they generally follow the drainage courses, which run through the Bean property and the Westervelt properties. The northernmost stream flows through the Westervelt property (north of parkway), across Africa Road and through the Henderson and Bean tracts. The middle stream flows through the Westervelt property (south of parkway), across Africa Road and through the Stockdale and J & G Farms tracts. This stream generally parallels the alignment of the parkway, although it is hard to see from the road due to elevational differences. The southernmost stream flows through the Bean property south of the parkway, crosses Africa Road north of the latter Day Saints church and then turns southwest to arrive at Alum Creek through the Otterbein College land.

Generally, the land is more scenic in the northeast portion. The most scenic parts of this area exist on the Westervelt’s land, which is characterized by rolling topography, wooded ravines and large mature beech and oak trees. The Ruckmoor subdivision off of Route 3 is also very scenic in the western cul-de-sacs. The City of Westerville has constructed large earth berms as visual and acoustical barriers from these residential lots to Polaris Parkway.

When the city purchased land for the construction of Polaris Parkway, they bought more land than was necessary on the south side in order to preserve the stream and trees that runs from SR 3 to Alum Creek. This green belt will be owned and maintained by the City of Westerville Parks and Recreation, and a bike trail has been designed which will run along its’ entire length.

There are some vulnerable groups of trees that should be preserved because they provide built-in character to Polaris Parkway. These include:

1) Osage orange grove on the north side of the J & G Farms site
2) Small woods on the southeast corner of the Henderson tract (at Africa Road)
3) Grove of large white oaks that line the driveway coming uphill from Africa Road to the Westervelt house.

Other natural features that should be guarded for these same reasons include the small pond on the flat portion of the Westervelt property (off Africa Road) and the riparian tree masses along Alum Creek. Because of the existing topography, Polaris Parkway will descend from both directions to Alum Creek. This creates elevated panoramic views from both directions. Likewise, because Cleveland Avenue extension traverses the lowlands adjacent to Alum Creek, this road will be built up on fill, artificially creating elevated views to the lands on either side of this roadway.
Exemplary Roads
(see graphic exhibits in Appendix)

Mission Statement: “Develop an exemplary arterial roadway that establishes and reinforces Westerville’s image as a quality oriented suburban community in Central Ohio.”

In order to achieve our Mission, we studied successful commercial parkways that were similar in scale to Polaris Parkway. These roadways are all located in the Central Ohio area, and summaries have been included in the appendix. Although there were differences in styles and design approach, some common themes were discovered that we have tried to apply to our recommendations for Polaris Parkway and Cleveland Avenue. These elements of “great streets” included:

1) Buildings had a common architectural theme (style & building materials), but diversity in form, massing, color and architectural details (i.e. Schrock Road).
2) The streets looked best when framed by buildings; in other words, tighter setbacks help create a better streetscape (i.e. Easton Oval).
3) Parking areas are broken down in scale with tree islands, and parking is screened from casual views from adjacent roadways by predominantly vegetative hedges.
4) Water features, monument signage and sculpture add elements of visual interest to the streetscape.
5) The landscape within the right-of-way has been designed in a comprehensive fashion, including:
   a) street trees are usually used to provide overhead canopy at sidewalks
   b) ornamentals and evergreen trees are often massed and grouped at intersections
   c) medians are often designed with grasses and low growing perennials for color (i.e. Emerald Parkway), or are planted consistently with a tree type (i.e. Busch Boulevard).
   d) Lighting, signage, bollards and traffic control devices and other commonly recurring streetscape elements are coordinated in terms of design, material and color to reduce visual clutter
   e) Specialty elements in the right-of-way (such as bridge details, bikeways, and gateway signage) are fabricated out of durable, long lasting materials that can establish architectural theme.
2. Site Planning

Goals:

- **Require Planned Developments** (no subdivisions of existing parcels prior to commitment to an overall plan)
- **Require Final Development Plan review for each subarea**
- **Reduce building and parking setbacks to 50´ from 100´ (except at Westervelt parcel)**
- **Restrict additional curb cuts and/or median cuts between intersections**
- **Control parking areas between parkway and buildings, retail included**
- **Encourage majority of parking to be located “behind” buildings**
- **Encourage wet retention ponds and discourage dry detention basins along parkway**
- **Require headwalls and end walls to have stone veneer**
- **Coordinate the location of above ground utilities proposed by AEP, Ameritech, etc.**
- **Preserve significant landscape buffers along Alum Creek (esp. east side)**
**2A—POLARIS PARKWAY SMALL OUTPARCEL SCENARIO**

In areas zoned Planned Commercial, it is anticipated that small tenant outparcels will be located adjacent to Polaris Parkway. These tenants might include banks, restaurants, and fast food chains. It is important that the visual integrity of the Parkway be maintained by controlling the architecture, signage, parking and landscaping. Important considerations include:

- No additional curb cuts should be allowed between intersections.
- Minimize parking adjacent to parkway (allow circulation around buildings, see 2C).
- Minimize use of ground signage.
- Require high quality building materials and colors, which are complementary to larger building masses.
- Orient buildings to the Parkway on a 50’ build-to-line.
- Encourage development of connector roads for access to individual parcels.
2B–POLARIS PARKWAY LARGE TENANT SCENARIO

In areas zoned Planned Commercial, it is possible that large, single tenant users may want to locate adjacent to Polaris Parkway. These tenants might include grocery stores, home-improvements stores and large clothing retailers. Sometimes referred to as “category killers”, these large retailers may occupy buildings of over 200,000 square feet. To preserve the visual integrity of the Parkway, the following goals should be considered:

- No additional curb cuts should be allowed between intersections.
- Parking should be located to the front and sides of buildings, away from the Parkway.
- No loading/service areas should be visible from the Parkway, and they should not be permitted to be located between the buildings and the parkway.
- Building massing must be articulated to create visual interest (see Architectural standards). No “blank walls”.
- Buildings oriented to Parkway on 50’ build to line.
2C—POLARIS PARKWAY DRIVE-THRU OUTPARCELS

It is becoming common for commercial tenants to need circulation around the buildings, especially with the advent of drive through services often required for banks, fast food, etc. When these types of buildings are located adjacent to either Polaris Parkway or Cleveland Avenue, care should be taken to minimize any negative visual impact to these roads. Service drives are permitted adjacent to the Parkway under the following conditions:

- No parking is allowed on these drives.
- Drives must be set back at least 25’ from the right-of-ways and visually screened with hedges or walls.
- No service windows are allowed to directly face the roads, but must be located on the sides of buildings.
To reduce trips onto roads providing access to outparcels, joint driveways between lots are required at some point along the side lot lines. Maintenance of these connecting drives will be shared by abutting lot owners, who will need to grant mutual access easements to each other. To encourage landscaping in islands that separate parking areas between outparcels a 5’ minimum side yard is permitted when joined with an adjacent 5’ minimum side yard. Landscaping must be installed at the time that the island is completed, and must be maintained jointly by abutting property owners.

In parking lot areas facing the roadways, no more than 4 bays of parking (± 240’) shall be built without a significant planting island separating parking areas.
Cleveland Avenue extends north towards Polaris Parkway, and will be elevated in many areas above the adjacent land parcels. This land is the former floodplain of Alum Creek, and is generally flat and featureless. To help define the character of this roadway, buildings will be required to frame the street on a 50’ building line (which may be reduced to 20’ under special conditions outlined in 2F) or be set back at least 125’ from the street behind a pond. It is hoped that the ponds and buildings will define this streetscape and will establish an urban character along Cleveland Avenue.

In parking lot areas facing the roadway, no more than 4 bays of parking (± 240’) shall be built without a significant planting island separating parking areas.
2F - CLEVELAND AVENUE BUILDING SETBACKS

The typical building setback along Cleveland Avenue is 50’. This may be reduced to 20’ by the Planning Commission if at least 3 of the following conditions are part of the applicant’s request:

- Retention ponds are proposed adjacent to Cleveland Avenue and ponds have a minimal amount (2’ or less) of “freeboard” for stormwater detention purposes.
- Building wall that would face Cleveland Avenue along reduced setback has glass on at least 1/3 of this elevation. (see Architecture Goals)
- Building wall that would face Cleveland Avenue along reduced setback has at least 2’ offsets in its massing beyond the corners of the building (see Architecture Goals)
- Roof has multiple heights and/or pitches along the streetscape side of the wall that would face Cleveland Avenue (see Architecture Goals)
- Building incorporates scale giving elements along Cleveland Avenue such as awnings, headers, quoins and string courses (see Architecture Goals)
- Building incorporates garden walls, fencing or other appurtenances that carry architecture materials into the site along Cleveland Avenue.
- Building is designed to the sidewalk, elevating pedestrian connectivity.
Retention Ponds will be needed for drainage purposes in this vicinity. They should be located near the roadways to create visual interest and identity for the Cleveland corridor. Ponds require aeration to prevent stagnant water, and fountains should be located to maximize visual interest where possible. Storage for stormwater detention should be limited to 4’ maximum to improve aesthetic relationship between the ponds and Cleveland Avenue.
2H - CLEVELAND AVENUE BUILDING HEIGHTS

Cleveland Avenue will be elevated above most sites along its length, which will produce elevated views of these buildings. To ensure these views are positive, the following standards are expected:

- Buildings should be oriented towards roadway on a 50’ build to line (a reduction to 35’ is acceptable if at least 3 of the conditions outlined in exhibit 2F exist).
- Mechanical units must be fully screened from views along roadways.
- Sloped roofs are required for one-story buildings.
- Flat roofs can be used for buildings of two or more stories.
3. Architecture

Goals:

- Use build-to lines along northern portion of roadway (except at Westervelt)
- Buildings should have orthogonal relationships to the parkway
- Buildings should be grouped to form space when possible
- Require use of quality, long lasting, low maintenance building materials
- Prohibit service/loading areas to be visible from parkway
- Prohibit mechanical systems visible from parkway; no ground mounted systems
- Encourage “campus type” building arrangements within office/industrial developments
- Require all buildings to be designed by a professional, registered architect
- Use bridges over Alum Creek to reinforce image/materials used at intersections
The following sheets discuss some broad architectural goals for planning, design and development of the new Polaris Parkway Corridor. Listed with each goal is a set of guidelines for implementation of the goals. The consistent application of these guidelines will result in a cohesive urban area, reflecting the traditions of Westerville architecture and respecting the context of the Westerville community.

3A - ARCHITECTURAL GOALS
Buildings should be planned to enclose "spaces" in an urban sense.

Buildings should be orthogonal to the roadway.

Buildings should be grouped to form urban spaces whenever possible.

Prohibit service/loading areas visible from the Parkway.

Prohibit mechanical systems visible from the Parkway, with no ground-mounted systems allowed.

Encourage "campus"-type site planning within office/industrial developments.

Require equivalent design treatment be given to all facades of each building to encourage "four-sided" architecture.

3B - STREET ALIGNMENT - BUILDING ORIENTATION

• CONTEXT
  ~ New construction along Polaris Parkway should be architecturally compatible with neighboring buildings in the immediate area, as well as respecting the general context of Westerville as a community.

• STREET ALIGNMENT & BUILDING ORIENTATION
  ~ Establish build-to lines along the northern portion of the Parkway (except at Westervelt).
  ~ Buildings should be sited with an orthogonal relationship to the Parkway.
  ~ Buildings should be grouped to form urban spaces whenever possible.
  ~ Prohibit service/loading areas visible from the Parkway.
  ~ Prohibit mechanical systems visible from the Parkway, with no ground-mounted systems allowed.
  ~ Encourage "campus"-type site planning within office/industrial developments.
  ~ Require equivalent design treatment be given to all facades of each building to encourage "four-sided" architecture.
3c - BUILDING HEIGHT - "SKYLINE"

Cornices at top of building provide termination against sky

Varied heights in building masses create an interesting "skyline"

3d - BUILDING HEIGHT ALONG CLEVELAND AVENUE

- HEIGHT RESTRICTIONS
  ~ Encourage variety and interest in the "skyline" of buildings.
  ~ Because of the height differential along the Cleveland Avenue roadway, single-story flat-roofed buildings should be prohibited there.
• SCALE
  ~ Encourage the use of traditional Westerville scale-giving elements, i.e., awnings, canopies, building string-courses, header courses in masonry to breakup large expanses of wall, quoins at the corners of buildings, cornices, brick detailing, etc.
“Major” rhythm is created by pilasters

“Minor” rhythm is created by openings

3F - RHYTHM

Traditional Westerville openings are vertical rectangles

“Strip”-type glazing is not native to Westerville

3G - OPENINGS

• RHYTHM
  ~ Encourage the development of major and minor rhythms along the length of building walls to break up long masses of building facades. Major rhythm should be no longer than the height of the building.
  ~ Encourage consistency to the relationship of solid and void (window and wall) surfaces in facades. Openings should constitute no more than 75% of wall surface.

• OPENINGS
  ~ Proportions of openings should have classical, traditional proportions in keeping with the context of Westerville. Encourage the use of vertical rectangular (punched) openings. Prohibit strip-type glazing to maintain the traditional feel of the street scape.
  ~ Glazing should be basically transparent or lightly tinted. Reflective surfaces, heavy tinting which prohibits visibility into buildings, and large panels of glass block should be prohibited.
  ~ Framing materials for windows in commercial structures should be metal (no vinyl), wood, or wood-clad.

• DIVISIONS
  ~ Windows should generally be divided into panes no larger than 36” in any direction.
3H - MATERIALS

- Westerville is traditionally a red brick city, based on the period of time when most of the development occurred in Historic Westerville. The majority of wall materials should be smaller fired-clay units in a red-brown-orange color range, with some additional materials for accents such as stone (either rubble or cut), secondary colors of brick (natural or glazed), wood in painted finished panels bordered by other materials, and metal.
- Roofing materials should be of high quality where visible and of a scale and texture appropriate to the context. Slate shingles were the material of choice in Historic Westerville. Encourage the use of man made or natural slate. Standing-seam metal would be an appropriate alternative.
- Prohibited materials include textured or unfinished plywood and/or particle board, plastic laminate or veneered material, large amounts of reflective material, and unfinished metals.

3I - APPURTENANCES

- MATERIALS
  - Walls, fencing, site amenities, and other appurtenances should be in keeping with the context of the area and the architecture of the building.
The following are fictional examples of several different building types designed to illustrate the application of the architectural goals previously discussed. These examples are illustrative only and are not intended to depict any particular building or development. Any relationship between the examples and actual buildings is purely coincidental.
Cornice element gives building a "termination" against the sky.

Building has a classical "tri-partite" division, with base, middle, and cap.

Signage for entire building is consistent in height.

Painted metal canopies add color and accent. They should be consistent across the entire building.

Openings are vertical "punched" type openings, divided into panes no longer than 36" on any side.

Sign height not more than 3' high for buildings or tenants less than 50,000 sf in floor area.

3K - FLEX OFFICE BUILDING
Accent features are scaled appropriately for the building.

Clear, simple organization provides easy comprehension of building's design approach.

Openings are "punched"-type, vertical rectangles.

Building has a "tri-partite" organization (base, middle, cap).

Storefront windows are broken up into divisions so that no glass pane is larger than 36" in any direction.

3L - OUTLOT BUILDING
"Punched" openings are typical of traditional Westerville buildings.

Openings on lower level are larger than those on upper levels.

Classical elements are correctly proportioned and scaled. Round columns have proper entasis.

Equipment screens are integrated into the design.

Building utilizes major and minor rhythms.

Watertable provides a base.

Entrance is easily identified by logical, simple building massing.
Parapet provides termination and screens rooftop equipment

Building is broken up horizontally and vertically

going the distance

Classical elements such as columns, cornices, freizes, entablatures, etc. are correctly proportioned to each other and to the overall scale of the building

Sign height no more than 6' tall for buildings or tenants of 50,000 sf or more, 3' tall for tenants or buildings less than 50,000 sf in floor area

3N - BIG-BOX RETAIL BUILDING
Skyline is varied

Building is broken into elements no longer than 20% of the building's overall length

Storefront windows are divided into panes no larger than 36” on a side

Awnings add interest and color, and provide protection for shoppers

Building massing clarifies the entry and establishes a clear heirarchy

30 - STRIP RETAIL BUILDING
4. Landscape Architecture

Goals:

- Preserve existing trees, especially between parkway and ravine at Westervelt property
- Preserve existing channeled view down Westervelt's driveway
- Allow developers to "limb up" existing trees where visibility from parkway is critical
- Encourage use of planting islands within parking lots along parkway to break down mass
- Require developers to screen views to parking areas with hedges, plant materials and walls
- Prohibit rail fencing along Polaris Parkway
- Prohibit unacceptable plant materials (see plant listings)
- Discourage use of long, continuous, highly manicured hedges (i.e. globe shaped yews)
- Encourage use of unclipped, naturalistic hedges (pfitzer juniper, burning bush, forsythia, etc) that is punctuated with wall sections, columns or large plant massing
- Prohibit long, continuous berms with evenly spaced evergreen trees on the ridges
- Require landscape plans to be prepared by a registered landscape architect
4A - TREE PRESERVATION

Mature tree stands exist on the Henderson tract, on the J & G Farms tract and on the Westervelt tract (along the northern side of Polaris Parkway). The south side of Polaris Parkway is also wooded from State Route 3 to Alum Creek. While preserving existing trees is desirable, this can be difficult in the case of commercial zoning, where visibility to buildings from the parkway is a conflicting development goal. As an alternative to a loss of these existing trees, developers are encouraged to retain portions of these tree stands by using expanded building setbacks and pruning techniques to open views from the road. Developers should also be aware of Section 1173.04 of the Westerville Zoning Code, which regulates tree replacement.

There are some vulnerable groups of trees that should be preserved because they provide built-in character to Polaris Parkway. These include:

1) Osage orange grove on the north side of the J & G Farms site
2) Small woods on the southeast corner of the Henderson tract (at Africa Road)
3) Grove of large white oaks that line the driveway coming uphill from Africa Road to the Westervelt house.
Foundation plantings are required, and are regulated by Section 1173.06 (e) of the Westerville Zoning Code. Builders are encouraged to focus on developing interesting building facades, especially as they front on both Cleveland Avenue and Polaris Parkway. Builders are rewarded for buildings that have articulation and detail on elevations that face these streets by requiring less landscaping, according to the table above.
4C - PARKING SCREENING CROSS SECTIONS

Parking areas must be screened from views along both Polaris Parkway and Cleveland Avenue. In order to encourage a diversity of design treatments along these corridors, the following examples have been developed:

1) In the illustration at the top of the sheet, the relationship between masonry walls, landscaping and parking is shown. Masonry walls should not exceed 150’ in maximum length.

2) In situations with depressed parking lots, builders should provide screening with a hedge (3’ minimum height), planted near the right-of-way line on top of the slope (Alt."A"). Where this is not feasible taller evergreen trees (6’ minimum height) can be used at the bottom of the slope to screen parking areas (Alt."B"). The evergreen trees shall be planted in groups of 3 or more. No evergreen tree shall be placed to screen the fronts of buildings.

3) In the raised parking lot cross section above, the grading relationship between the parking lot and the street is shown, with height of screening adjusted accordingly.
Parking areas are typically setback 50' from either Polaris Parkway or Cleveland Avenue, and the following landscape screening standards shall apply:

- Continuous hedge, single spaced, maintained as a unit at a 3-4' height
- Deciduous trees at 30' on center maximum

Refer to Section 1173.06 (d) of the Westerville Zoning Code for additional landscaping parking lot requirements.
A 25’ parking setback is allowed, on either Polaris Parkway or Cleveland Avenue providing the developer complies with the following landscaping screening standards:

- Continuous, double hedge with triangular spacing, maintained as a unit at a 3-4’ height
- Deciduous trees at 30’ on center maximum
- Masonry columns at 50’ on center maximum
- Interior parking lot landscaping must incorporate 10’ minimum width, continuous islands between parking aisles
4F - PARKING SCREENING FOR 10' SETBACK

A 10' parking setback is allowed on either Polaris Parking or Cleveland Avenue, providing the developer complies with the following landscape screening standards:

- 4' height masonry wall, 150' maximum length with piers, pilasters or offsets at 40' on center maximum
- Deciduous trees located behind the wall at 30' on center maximum
Hedges can be either deciduous or evergreen. Individual plants should be spaced appropriately to form a hedge within 18 months. Hedges should be maintained as a unit, at a height of 3’ height minimum and 4’ height maximum. Hedges can be maintained as either a formal clipped hedge or as a naturalistic mass. The choice should relate to the plant species and should reinforce architectural character. In no case should hedges be pruned into individual geometric shapes.
Shade Trees

Acer x freemani
Acer platanoides
Acer rubrum
Acer saccharum
Cercidiphyllum japonicum
Corylus colurna
Fraxinus americana
Fraxinus pennsylvanica
Ginkgo Biloba (male)
Gleditsia triacanthos inermis
Liquidambar styraciflua
Nyssa sylvatica
Phellodendron amurense
Quercus acutissima
Quercus bicolor
Quercus coccinea
Quercus imbricaria
Quercus macrocarpa
Quercus muehlenbergii
Quercus phellos
Quercus rubra
Quercus shumardii
Sassafras albinum
Sophora japonica
Tilia cordata
Tilia cordata ‘Greenspire’
Tilia euchlora
Tilia tormentosa
Ulmus parviflora
Ulmus x ssp.

Evergreen Trees

Picea abies
Picea glauca
Picea glauca ‘Densata’
Picea pungens
Pinus nigra
Pinus resinosa
Pinus sylvestris
Taxodium distichum
Tsuga canadensis

Freemani Maple
Norway maple
Red Maple
Sugar Maple
Katsurartree
Turkish Filbert
White Ash
Green Ash
Ginkgo
Thornless Honeylocust
Sweetgum
Black Gum
Amur Corktree
Sawtooth Oak
Swamp White Oak
Scarlet Oak
Shingle Oak
Bur Oak
Chinkapin Oak
Willow Oak
Northern Red Oak
Shumard Oak
Sassafras
Japanese Pagodatree
Little Leaf Linden
Greenspire Little Leaf Linden
Crimean Linden
Silver Linden
Lacebark Elm
Hybrid Elm

Norway Spruce
White Spruce
Black Hills Spruce
Colorado Spruce
Austrian Pine
Red Pine
Scotch Pine
Bald Cypress
Canadian Hemlock
Ornamental Trees

Acer ginnala
Amelanchier canadensis
Amelanchier grandiflora
Amelanchier leavis
Betula nigra
Betula platyphylla japonica 'Whitespire'
Carpinus betulus 'Fastigiata'
Cercis canadensis
Cornus kousa 'Chinensis'
Cornus florida (all varieties)
Cornus mas
Crataegus crusgali inermis
Crataegus viridis 'Winter King'
Magnolia x loebneri 'Merrill'
Magnolia soulangiana
Magnolia stellata
Magnolia virginiana
Malus (disease resistant varieties)
Prunus ssp.
Pyrus calleryana 'Chanticleer'
Pyrus calleryana 'Aristocrat'
Syringa reticulata

Amur Maple
Shadblow Serviceberry
Serviceberry
Allegheny Serviceberry
River Birch
Japanese ‘Whitespire’ Birch
Upright European Hornbeam
Eastern Redbud
Pagoda Dogwood
Flowering Dogwood
Cornelian Cherry Dogwood
Thornless Cockspur Hawthorn
Winter King Hawthorn
Dr. Merrill Magnolia
Saucer Magnolia
Star Magnolia
Sweetbay Magnolia
Crabapples
Flowering Cherry
Chanticleer Pear
Aristocrat Pear
Japanese Silk Tree

UNACCEPTABLE TREES FOR POLARIS PARKWAY AND CLEVELAND AVENUE CORRIDOR

Shade Trees

Acer saccharinum
Betula papyrifera
Catalpa speciosa
Ginkgo biloba (female)
Juglans (all)
Populus (all)

Silver Maple
Paper Birch
Northern Catalpa
Gingko
Walnuts (all)
Poplars (all)

Ornamental Trees

Acer negundo
Ailanthus altissima
Eleagnus angustifolia
Laburnum x watereri
Maclura promifera
Malus pumila
Sorbus (species)

Box Elder
Tree of Heaven
Russian Olive
Golden Chain Tree
Osage Orange
Common Apple
Mountain Ash (species)
5. Lighting and Signage

Goals:

- Use same colors (dark) on traffic signs and light fixtures within right-of-way
- Use painted metal “backdrop” for standard ODOT traffic control signs
- Specify lighting fixture for parking areas to create continuity along parkway
- Use landscape uplights and pedestrian scale light fixtures at intersections
- Require wall mounted signage proportional to building size along parkway
- Encourage corporate sculpture
- Encourage gateway/landmark signage at entrances to large developments
- Discourage individual retail ground mounted signage
5A - LIGHTING SUBMITTALS

A. A site plan shall be submitted showing proposed layout, lamp types and wattage, manufacturer’s fixture information and compliance with the minimum standards indicated in these guidelines.

1. The lighting plan submittal shall include proposed building footprints and locations, property lines, parking area layout, vehicular traffic roadways and driveways, and pedestrian sidewalks or walkways. Indicate direction of “north” and scale on all plan submittals.

2. Indicate on the plan locations of all luminaires and provide manufacturer’s information regarding fixture style, pole and mounting details, lamp type, wattage and light distribution information.

3. Provide point-by-point footcandle layouts and include lamp type, wattage, fixture mounting height, maintenance factor, and all footcandle values for determining compliance with the minimum standards as defined in these guidelines.
A. The current City of Westerville lighting requirements are referenced in these guidelines as follows:

1. All external outdoor lighting shall be cut-off type or downlighting designed to reflect light downwardly.

2. All lighting shall be arranged to reflect light away from any street or adjacent property.

3. Direct or indirect glare into the eyes of motorists or pedestrians shall be avoided.

4. All types of exterior lighting (for parking lots, pedestrian ways and other uses/functions) shall be on poles or wall mounted cut-off type fixtures and shall be from a type and style that is appropriate for and compatible with the architecture.

5. Cut-off type landscape lighting and building facade up lighting shall be permitted.

6. All building illuminations shall be from concealed sources.

7. Parking lot and driveway lighting shall be no higher than 28 feet.

8. No color or flashing lights shall be used to light the exterior of buildings.

9. Lighting within and related to any service area to the rear of any building shall be cutoff type so as not to allow spillage on adjacent property.

5C - SITE LIGHTING CRITERIA

MINIMUM AVERAGE MAINTAINED FOOTCANDLE LEVEL:
   1.0 FC

MINIMUM MAINTAINED FOOTCANDLE LEVEL AT ANY GIVEN POINT:
   0.5 FC
   (Exception at property line adjacent to residential property)

MAXIMUM FOOTCANDLE LEVEL:
   5.0 FC

UNIFORMITY RATIO (AVERAGE TO MINIMUM):
   4:1 MAXIMUM

MAX./MIN. RATIO:
   10:1 MAXIMUM

LIGHT LEVEL AT PROPERTY LINE:

RESIDENTIAL: 0.1 FC MAXIMUM

COMMERCIAL: 0.5 FC MAXIMUM

APPROVED LIGHT SOURCE:
   METAL HALIDE

LIGHT LOSS FACTOR:
   0.75

MAXIMUM OVERALL FIXTURE HEIGHT:
   28 FEET (including pole base)
5D - LIGHTING DESIGN INTENT

The preceding lighting guidelines will be used by the City of Westerville as a pattern to help reinforce the image of the Polaris Parkway corridor. The guidelines are presented in an effort to coordinate and unify the overall lighting appearance of the corridor and adjacent commercial, retail and industrial developments with regard to aesthetic and technical aspects.

The City of Westerville recognizes the significant need for individual private development to present a “corporate” or “distinctive” image for the facilities and functions of the development according to each use. For many applications, lighting can be utilized as an integral part of establishing or reinforcing the desired image for the functions of the development.

In the submittal process, the city will review reasonable proposals for approaches to lighting design which may include building facade lighting, sign lighting, access lighting and feature lighting.

Designs of this nature that may represent a departure in some way from the desired overall image of the Polaris corridor will likely require discussion for the purpose of interpretation, refinement or revision of the design to address the issues in question. These may include such aesthetic aspects as scale and proportion, color or style, or technical aspects such as intensity, glare, direction of lighting or photometric considerations.
5E - LIGHT FIXTURE RECOMMENDATIONS

A light fixture of substantial quality will be necessary to provide the performance as established by the minimum site lighting criteria. A vertical lamp type fixture is most suited to produce the high level of uniformity required in the guidelines.

The City of Westerville prefers to utilize light fixtures that are traditional with regards to style as they are more compatible with the architectural aspects of the city.

The above fixture(s) or similar ones are recommended for development in the Polaris parkway corridor. These fixtures are part of the Architectural Area Lighting ‘Promenade” Series, which offers traditionally styled fixtures with vertical lamp reflectors in Type III and IV distribution patterns.

Several styles of fixtures and poles are available with multiple mounting options to provide illumination for both vehicular and pedestrian exterior lighting applications.

Simple shoe box style fixtures may be permitted within parking lots of office developments, provided that the style and color is consistent throughout the development.

All light poles shall be located in landscape or other protected areas so as to avoid the need for concrete pedestals. The use of concrete light pole pedestals is prohibited except in cases when it can be proven that they are unavoidable. In such cases, the bases shall be of a design and/or color that is complimentary to the light poles.
A. General:
1. Unless otherwise stated below, all signs should conform to Chapter 1181, Signs of the City of Westerville Planning & Zoning Code (Code).
2. Site identification should be achieved by street address or building name (as opposed to directory or join identification signage).
3. Signs should positively influence the overall character and appearance of the streetscape and should be designed to complement the architecture of the building.
4. The sign design should be permanent in nature. Changeable copy and portable signs are not permitted.
5. Mechanical or electronic changeable copy signs, flashing signs, moving signs and the animation of signs are not permitted.
6. Electronic changeable copy signs displaying gas prices at gas stations may be permitted but only if reviewed and approved by the Planning Commission.

B. Ground Signs:
1. Ground signs should integrate building materials and/or details into support structures or decorative bases so as to appear as low monoliths with an architectural appearance compatible with the building and streetscape.
2. Low masonry bases are encouraged while post-mounted ground signs are discouraged.
3. Sign fabrication techniques that minimize background lighting should be used. Accordingly, illumination should be limited to one of the following methods:
   a. Direct (external) lighting from a concealed light source focused solely on the sign and shielded or otherwise prevented from beaming onto adjacent properties or rights-of-way.
   b. Interior lighting with letters and graphics lit or silhouetted against an opaque metal (or similar solid) background. The letters or graphics could be routed-out, pushed through or pin-mounted with halo illumination.
4. Landscaping around the sign should be planned to remain subordinate to the identification function.

C. Retail and Single-Story Office Wall Signs:
1. Signs should positively influence the overall character and appearance of the building and should be designed to complement the scale of the site and its surroundings.
2. All signs on a building should be of a consistent design.
3. Signs on an office building should consist of one color.
4. Wall signs should consist of one of the following designs:
   a. Channel letters which could be non-illuminated, internally illuminated, halo lit or externally-illuminated by architecturally-appropriate light fixtures.
   b. Externally-illuminated sign plaques with painted, applied or pin-mounted
graphics.
c. An opaque sign band fabricated of aluminum or another solid material and integrated into the building architecture with routed-out, internally illuminated letters and graphics.

5. Franchise logos and identification signs may be permitted only if they are appropriate in size and integrated into the building façade and street character. While sign cabinets are not permitted, certain logo designs that take on the form of a cabinet may be permitted provided they consist of routed-out, push-through or pin-mounted graphics against an opaque background.

6. Canopies or awnings designed as signs or with internal illumination are not permitted. However, identification or directional signage may be permitted on the valance of an awning.

7. Projecting nameplate signs may be approved if it is consistent in design with other signs and if it is compatible with the character and scale of the building.

8. Address numbers should be the same color and sized to fit the building architecture in a manner similar to other building signs.

D. Multi-Story Office/Hotel Wall signs:

1. Number of Signs:
a. For office or hotel buildings of two or more stories, one sign to identify a building occupant will be allowed on the building façade.
b. Only one additional sign will be considered except in the instance of a building providing emergency/urgent medical care.
c. A second sign will be considered only for multi-tenant buildings, hotels, or emergency/urgent medical facilities. Single occupancy buildings except hotels and urgent medical facilities will be allowed only one sign.
d. For a second sign to be granted for a multi-tenant building, each of the two users should occupy approximately 30,000 square feet or greater.
e. Signs installed at the top of buildings are not in addition to current Code provided wall signs, but rather replace those first floor wall signs allowed by Code.
f. One set of address numbers can be displayed at the top of the building and will not be counted as an additional sign.

2. Size and Location of Signs:
a. Signs can either be at the first floor level per Code or above the top floor windows, not at any intermediate floor level. An exception may be made in cases where the primary building material (brick in most cases) does not extend to the top of the building or where the architectural design of the building does not allow for a sign above the top floor windows.
b. The applicant can choose any building elevation. Location is not dependent on street frontage.
c. The location of the sign on the building should reinforce and complement the architectural design of the structure.
d. The sign will not be allowed to extend above the roofline of the building and should not extend over or encroach upon architectural elements such as cornices, windows, brick detailing, etc.
e. If a second sign is granted, each sign will be located on its own building elevation. Both signs may be located on one elevation when a longer elevation is
used and such that the building length and scale are adequate to display two signs with appropriate separation.
f. The size of a sign at the first floor level is limited to Code provisions.
g. The size of a sign at an upper floor level is limited to the square root of the surface area of the selected building elevation.

3. Design of Signs:
   a. All signs on a building must have the same design, color, and illumination.
   b. The sign must consist of individual letters. A logo is also allowed.
   c. The sign letters and logo must be of one color.
   d. Address numbers should be the same color and sized to fit the building architecture in a manner similar to other building signs.
   e. Preference will be given to halo or backlit graphics.
   f. Lettering must be compatible with the building design and materials.
5G-SIGNAGE EXAMPLES
6. Appendix
Polaris Parkway Corridor
Design Standards
City of Westerville

Schmidt Land Design, Inc.

POLARIS PARKWAY (EAST)
VISUAL ANALYSIS
POLARIS PARKWAY (WEST) - EXISTING CONDITIONS

- Major Image Area (West Gateway to Westerville)
- Existing drainage, grade & vegetation
- Existing bridge, can establish character for Parkway
- Alum Creek
- Flat
- Gentle to moderate slopes (3-10%)
- New road transition
- Existing bridge (3MP-6MP)
- Existing roadway

POLARIS PARKWAY CORRIDOR DESIGN STANDARDS
CLEVELAND AVENUE (NORTH) - EXISTING CONDITIONS

POLARIS PARKWAY CORRIDOR DESIGN STANDARDS

LANDFORM IS FLAT WITH FEW NATURAL FEATURES

PARKS:
- HISTORIC FRUIT PARK
- PROPOSED DUKE EXECUTIVE OFFICE PARK

Cleveland Avenue

Major Intersection

Potential Extension North

Grade Change (Valley Blvd)

SET LOCATION MAP

EXISTING CONDITIONS

POLARIS PARKWAY (Proposed Extension North)
- Street lights are used consistently.
- Mixed landscape material adds interest to medians.
- Use of berm, ornamental grasses, and trees screen parking areas.
- Bridge design enhances Parkway.
- Spacing of street trees should be reduced.
POLARIS PARKWAY CORRIDOR DESIGN STANDARDS

CORRIDOR EXAMPLES - SCHROCK ROAD

- Parking lot screening = effective
- Use of hedges and evergreen trees
- Block views to buildings
- Architectural theme promotes visual unity
- Landscaping reduces visual clutter
- Limited driveway cuts increases pedestrian usability

Typical Plan View

Typical Cross-Section