

# APPENDIX 4

## NEWBURY TOWNSHIP

### TOWN CENTER MASTER PLAN



*Prepared by the Urban Design Center of Northeast Ohio  
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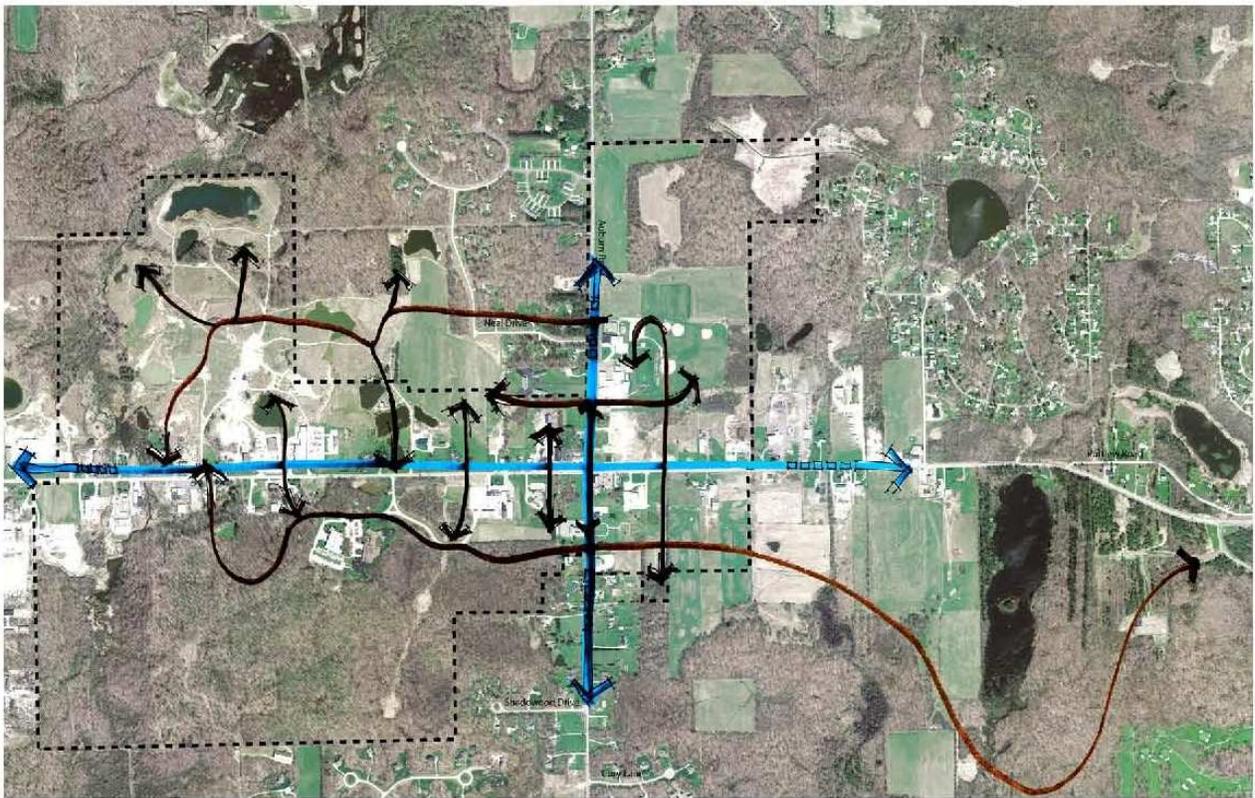
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## Newbury Township Town Center Master Plan

The 25 year master plan is a long range vision that creates a balance between market rate development and the conservation of natural assets. The plan focuses commercial development at the intersection of Auburn Road and Kinsman Road.

Options for Development outside of the main intersection range from residential conservation subdivisions to an expanded commercial/industrial option. Market forces will be the determining factor, but all the long range plan options envision a mixed use town center that has greater diversity of land use than is currently available with greater residential density within the 208 service area. In all cases, physical development is meant to be sensitive to the land and the watershed, incorporating onsite water management practices. New development should be sited respectfully out of the path of the streams, wetlands and floodplains.



*Proposed Comprehensive Connection System*



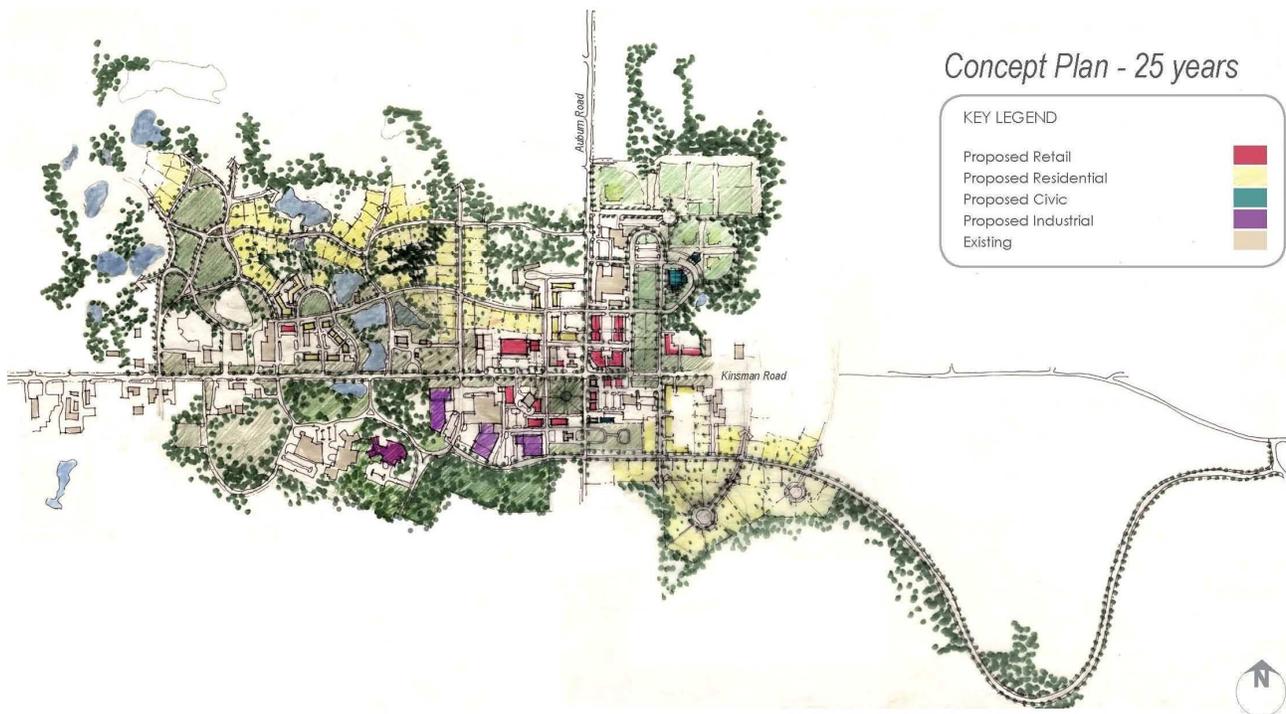
## Connection and Development Potential

The Town Center Master plan envisions retaining the rural character of Newbury and building scale and setback would vary to respect the existing character of development and recent investment that will remain.

The Master Plan proposes a comprehensive connective system (see Page A4-3) as private sector development occurs, aligning new roadways and entrance paths to create a greater sense of place and reduce congestion of the main intersection that might lead to demand for further widening.

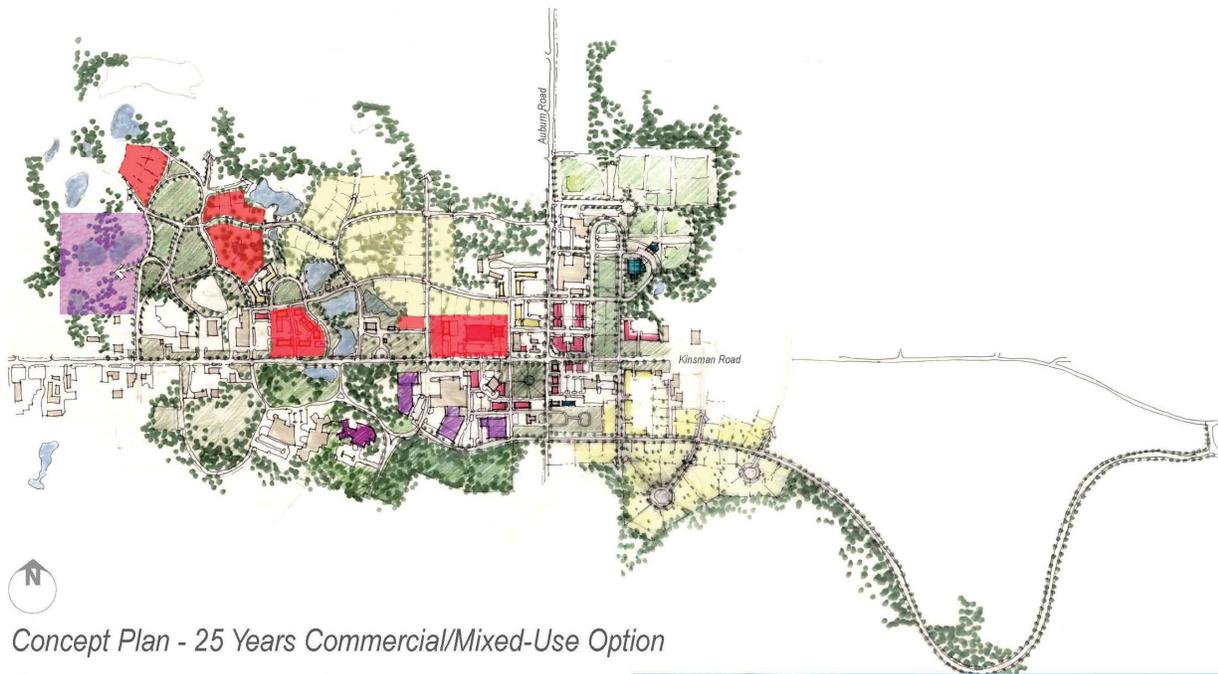


*Green Network Connections*



The concept plan looks at two different options for long range development. The northeast, southeast and southwest quadrants for both options are similar, but the northwest sections are completely different. Both options look at broader connection strategies through new road networks to allow the town center to act as a unit, but the residential option (see Page A4-4) envisions a large conservation subdivision of parcels organized around the existing water features and topography that currently exist.

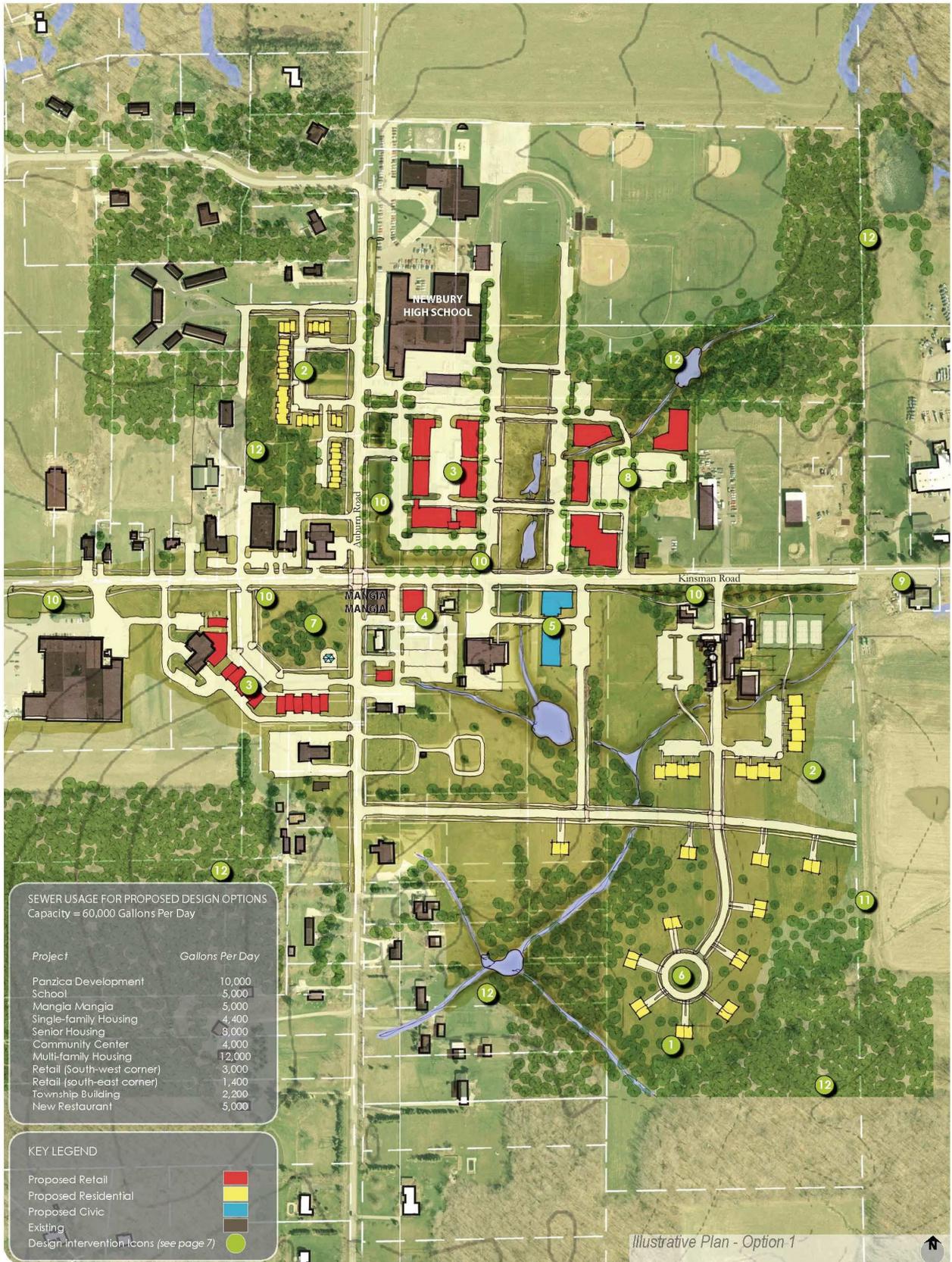
A mixed use option (below) combines commercial, light industrial and residential development. Commercial development is primarily focused along Kinsman Road, adding to the commercial mix of the phase one development option. Interior to the quadrant land uses are mixed with residential to the east, commercial development in the center and light industrial to the west (*see Future Land Use Plan Map Newbury Township, for further clarification*). The commercial and light industrial development should be clean, low impact green development that is designed with onsite storm water management practices.



KEY LEGEND	
Proposed Retail	Red
Proposed Residential	Yellow
Proposed Civic	Green
Proposed Industrial	Purple
Existing	Brown



*Commercial/ Industrial Examples*



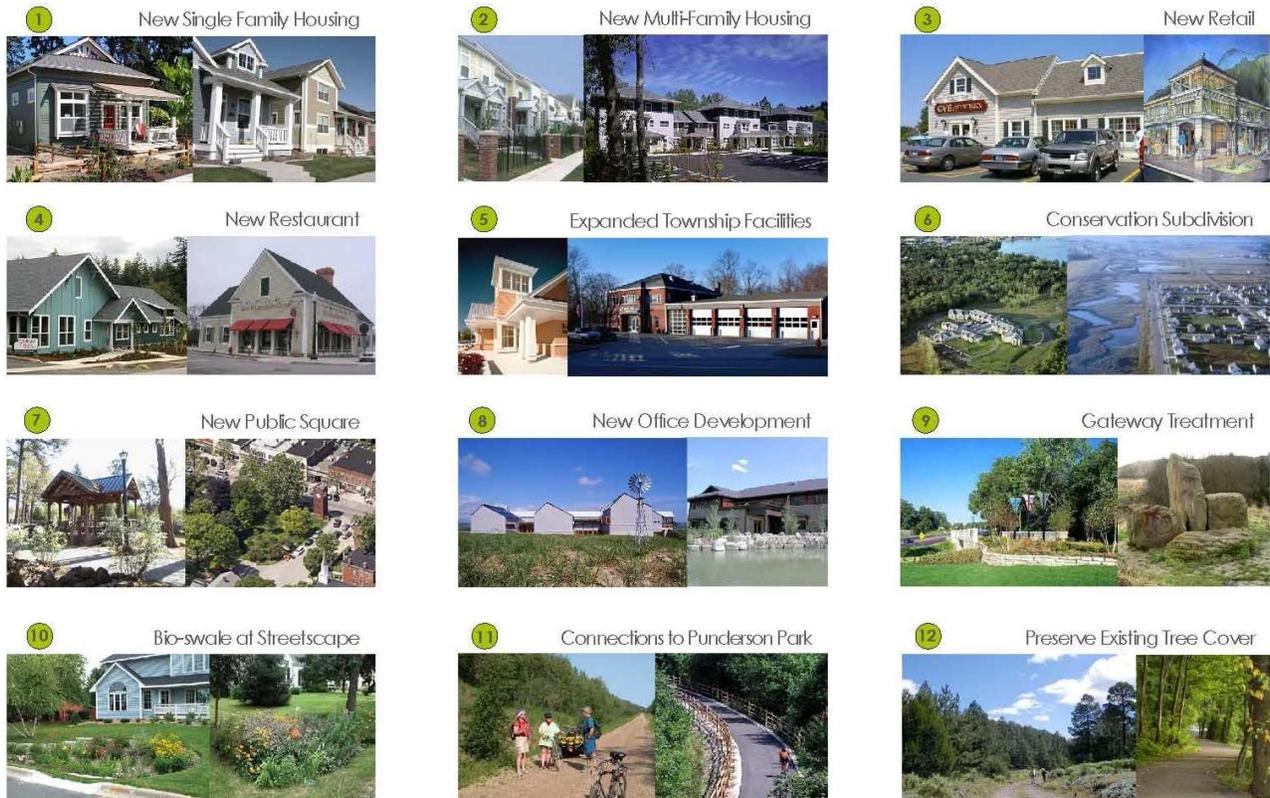
**PHASE I – OPTION 1**



*Illustrative Sketch*

Design concepts shown in the long range vision will require a comprehensive sewer treatment system, which is not likely in the short term. A first phase of development is proposed for properties at the intersection of Auburn Road and Kinsman Road. This initial development is dependent upon the limited expansion of the existing sewer treatment plant located adjacent to the existing school

complex. With upgrades, the existing plant is proposed to have a capacity of 60,000 gallons per day, accounting for the existing usage of Mangia Mangia and proposed uses planned for the Panzica development on the Northeast corner of the intersection (see Page A4-6). With this increased capacity, the Town Center Master Plan envisions a mix of uses including single and multifamily housing, retail development, connection of township facilities, community facilities and a new restaurant.



*Design Inventions – See plans on Pages, A4-6, A4-8, & A4-9.*

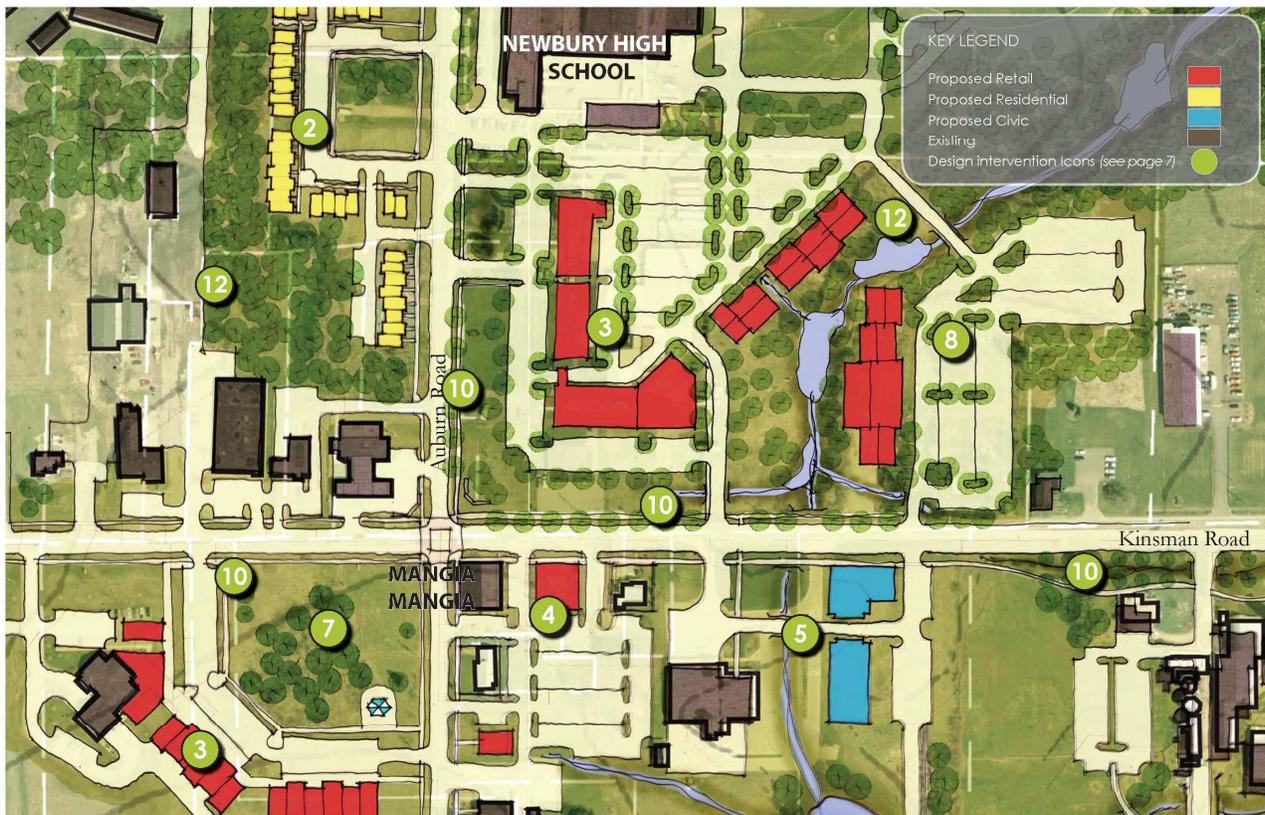
## PHASE I – OPTION 2

On site stormwater management systems should be included in all new development and redevelopment projects. Rain gardens, bio-swales and bio-retention basins can be incorporated throughout development sites and included in parking fields without removing development capacity.

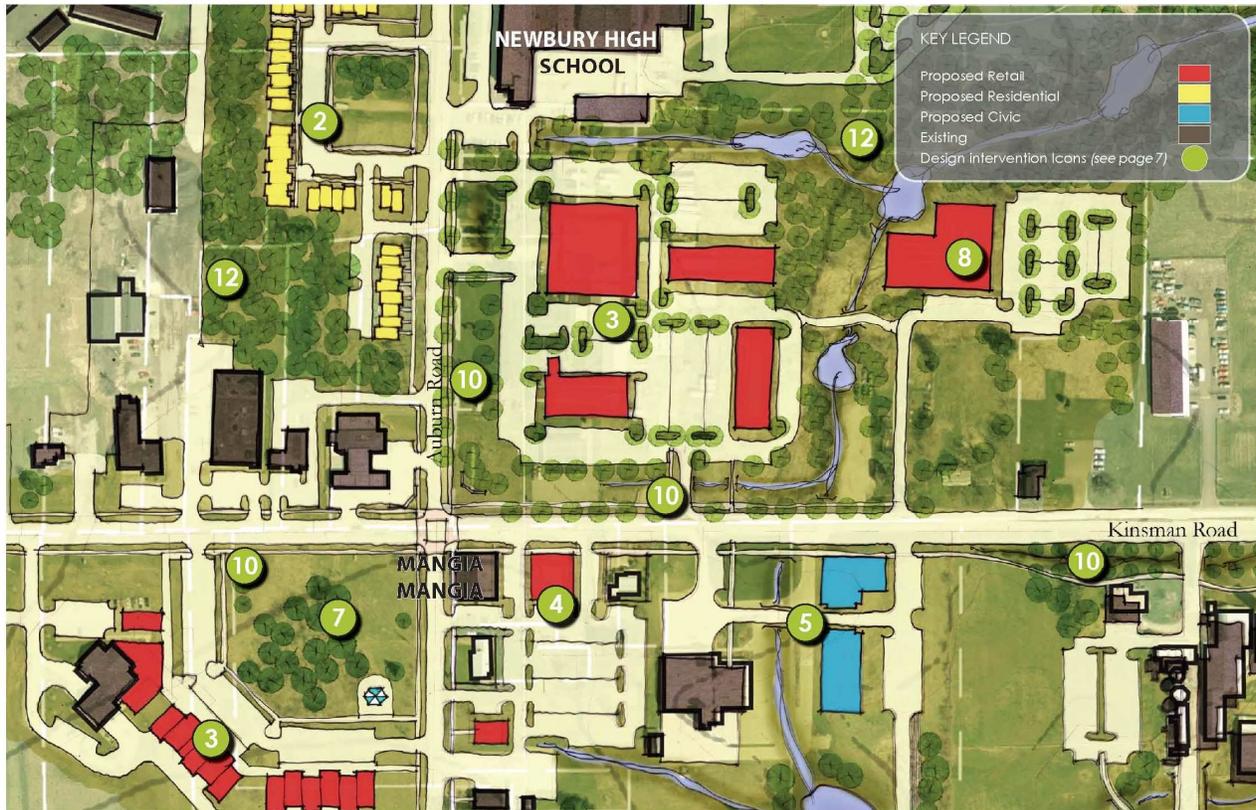


*Illustrative Sketch*

The three options look at the different configurations for the Panzica development in the Northeast corner. Option 1 suggests a formal setting with a central green space connecting to the soccer and baseball fields of the Newbury High School.



*Illustrative Plan - Option 2*



Illustrative Sketch

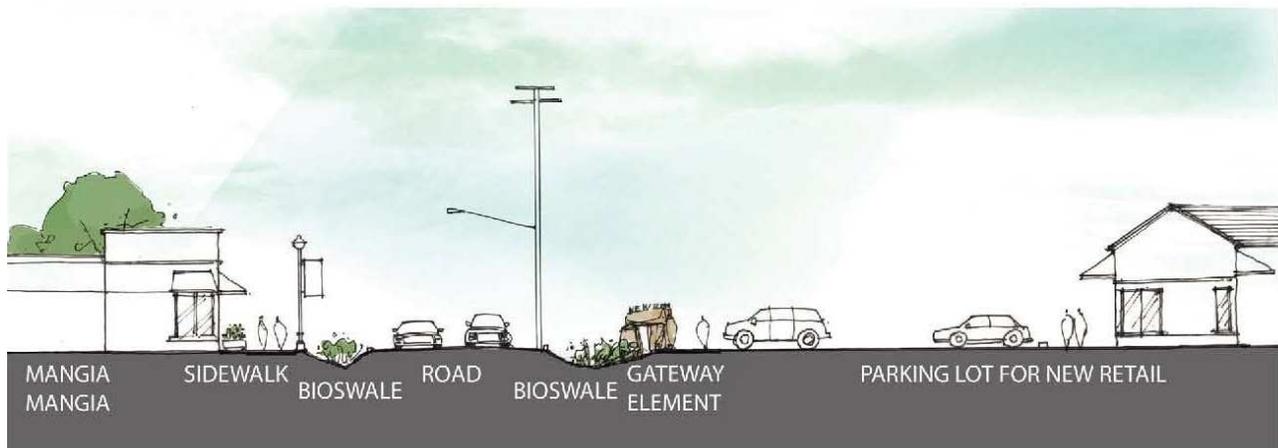
### **PHASE I – OPTION 3**

Options 2 and 3 look at more organic settings to separate the retail and office development, suggesting a stormwater drainage configuration that can connect the cemetery to the small lakes northeast of the Panzica site. These options vary within themselves in the way the retail uses and parking are designed on the site. Besides that, Option 3 also includes a relatively big-box store in the mix.

## Pedestrian Enhancements

Easy access along and across Auburn and Kinsman Roads is an important element of the Master plan for Newbury. Pedestrian crossings are intended to be frequent, visible and effective as traffic calming devices. Special paving is needed to enhance the pedestrian environment. A crosswalk treatment should be installed at the main intersection.

The plan envisions redeveloping the existing streetscape. The overall purpose is to create an integrated streetscape design that will enhance the aesthetics of the road, respect neighborhoods, provide opportunities for public art, and improve mobility for pedestrians and bicyclists.



TYPICAL SECTION AT NEWBURY CORNERS



*Bioswale*



*Landscaping*



*Special paving*



*Lights, Banners & Planting baskets*

## Comprehensive Streetscape Enhancements



*Pathways*

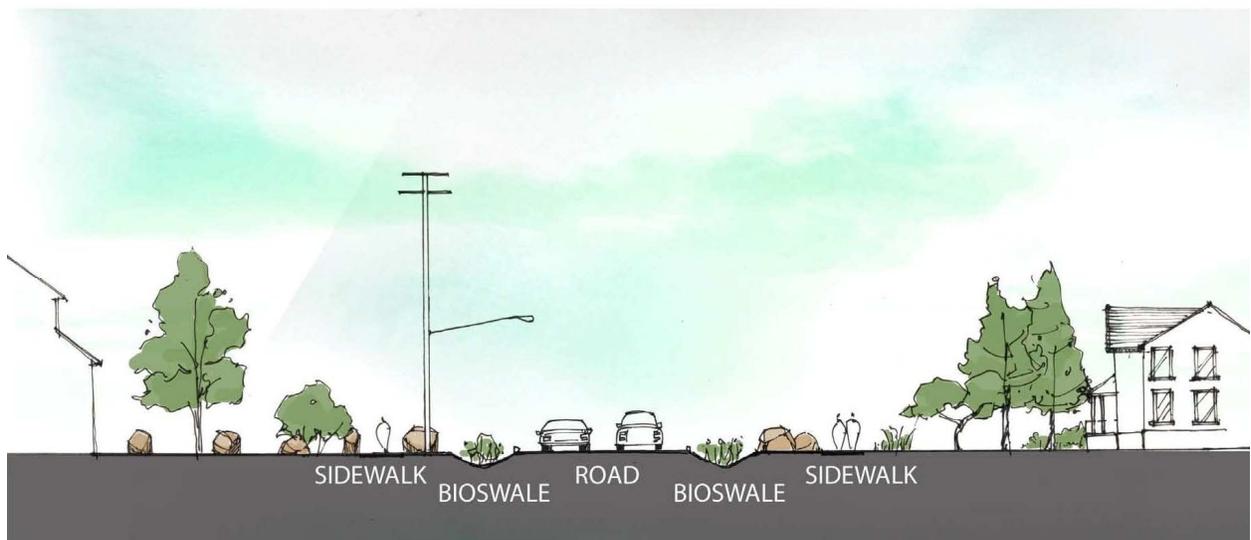


*Streetlights*



*Signage*

A comprehensive streetscape project will establish an identity and visual character for Newbury as a “signature” place in Geauga County. New sidewalks and streetscape elements are proposed: relatively formal in nature immediately at the Auburn/Kinsman intersection, but giving way to a more natural streetscape as you move away from the core. The theme of the streetscape is stone, water, and bio-retention. New street trees are proposed, but instead of a very linear streetscape with trees planted every 30 feet, the master plan suggests clumps of trees at strategic places. Gateway and streetscape elements should incorporate stone throughout. Decorative pedestrian lighting (perhaps solar), a banner program and public art that thematically represent the themes prevalent in Newbury such as clean water, family, planning, green building, and greenspace conservation would be an appropriate design strategy to bring together new and existing development and will work to enhance the identity of Newbury as a destination in the region.



TYPICAL SECTION BEYOND NEWBURY CORNERS

## Achieving Appropriate Design

As with many of our recommendations, the key is to establish development standards or policies that reflect both sound design principles as well as the desire of the public. Although townships cannot mandate design review, design guidelines can still assist developers before they begin to plan future projects and sharing the ideas generated in this design process is encouraged. Always ask for something better.

The township will review and evaluate all new building projects and issue zoning permits. This review can be an opportunity where some design changes can be influenced, including landscaping, exterior building materials and architectural elements.

Local residents, property owners and merchants all care about the visual outcome of development irrespective of any regulatory requirement for design review. The community and its leadership should provide ideas, based on this plan, to help achieve an appropriate balance between historic and aesthetic considerations and the economic realities every property owner and developer should address.

Voluntary guidelines may not provide sufficient protection, but at times when the township is a participant in the development equation (site plan review, variances requested), the township should encourage developers to provide the best design outcome possible with the most appropriate and durable materials.



*Examples*

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