

## CHAPTER 6

### RECOMMENDATIONS

The recommendations contained in this chapter are meant to guide township land use, zoning, and economic development decision-making. The future land use plan map at the end of the chapter reflects various zoning classifications for review by the township.

The township is encouraged to examine the environmental data and mapping contained in Chapter 4 when reviewing proposed development plans and zoning amendments. The survey results in Chapter 5 plus the information gathered by the township steering committee, the Chagrin River Watershed Partners, Inc. (CRWP), the Cobalt Group, and the Kent State University's Urban Design Center (KSU/UDC) that assisted in the formation of this plan should be used as guidance as well (see Appendix). Financial assistance was provided by the Chagrin River Watershed Partners, Inc. with funding from the Ohio Water Development Authority through the Ohio Lake Erie Commission.

#### Balanced Growth Program

The Balanced Growth Program (BGP) through the state of Ohio [www.epa.state.oh.us/oleo/bg1/index.html](http://www.epa.state.oh.us/oleo/bg1/index.html) and managed locally by the Chagrin River Watershed Partners, Inc. (CRWP) was a part of the land use plan formulation process. The Balanced Growth Program is a voluntary, incentive-based program for balanced growth in the Ohio Lake Erie basin. It calls for the creation of a locally driven planning framework that focuses on land use and development planning in the major river tributary watersheds of Lake Erie. The goal is to begin to link land-use planning to the health of watersheds and the Lake. A primary component of this planning process is the designation of Priority Conservation Areas (PCAs) and Priority Development Areas (PDAs).

- **Priority Conservation Areas (PCAs)** are locally designated area targeted for protection and restoration. PCAs may be important as ecological, recreational, heritage, agricultural, or public access areas. PCAs represent areas where land use change is predicted to have a high impact on the watershed in terms of flooding, erosion, and water quality.
- **Priority Development Areas (PDAs)** are locally designated area where growth and/or redevelopment is to be especially promoted in order to maximize development potential, efficiently utilize infrastructure, revitalize existing cities and towns, and contribute to the restoration of Lake Erie. PDAs represent areas where land use change is predicted to have minimal impact on the watershed and where other conditions, such as access to highways, existing or planned utility service areas, and existing development, suggest that additional development may be appropriate.

CRWP developed draft maps of Priority Conservation Areas (PCAs) and Priority Development Areas (PDAs) for the township. The draft maps were developed generally using criteria that reflected the characteristics of PCAs and PDAs, detailed below.

Priority Conservation Areas (PCAs) characteristics:

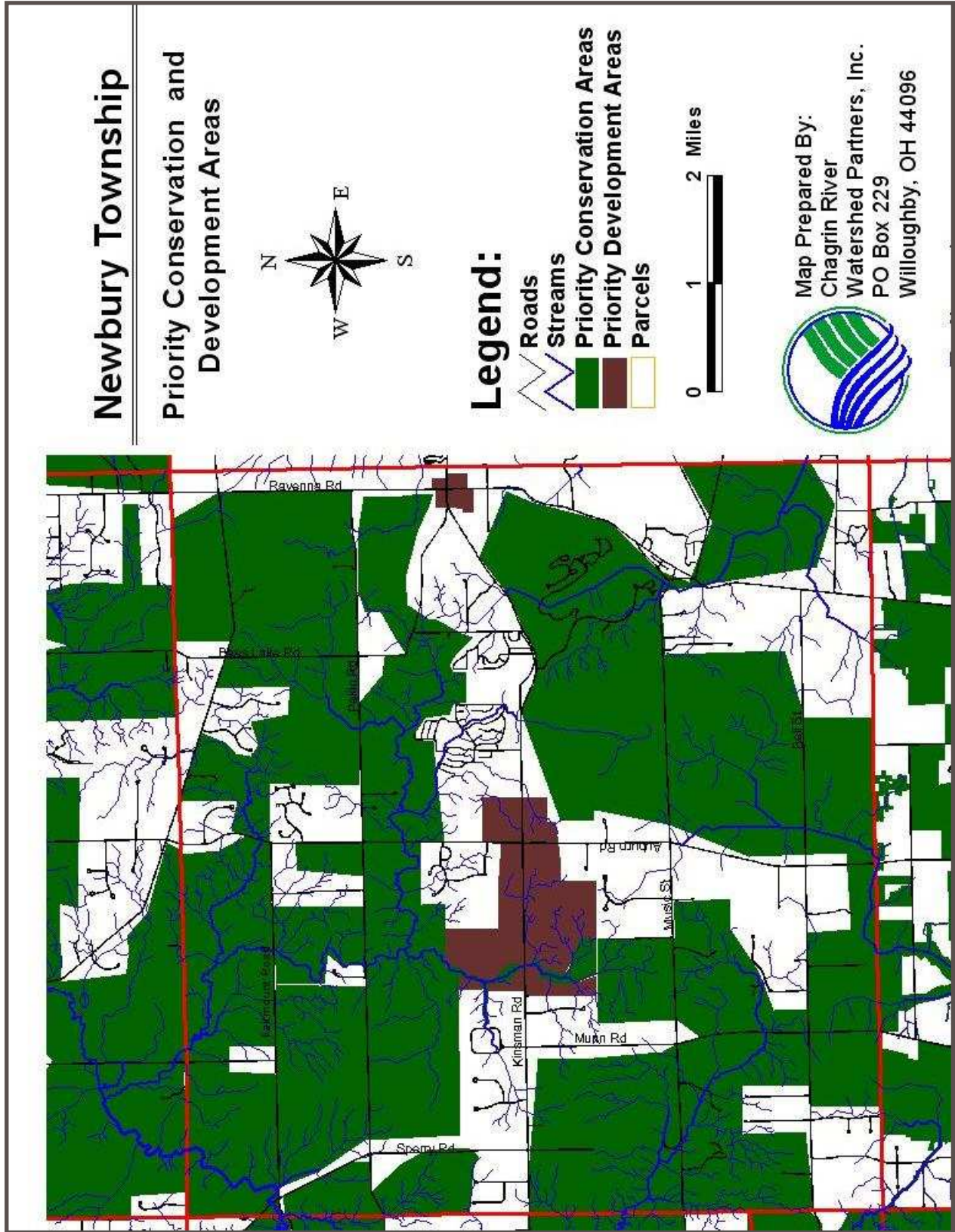
- Situated within a watershed ranked as highly sensitive to land use change related to flooding, erosion, and water quality impacts.
- Contain a wetland.
- Are currently protected for conservation or open space purposes.
- Include a FEMA 100-year floodplain.
- Involve a recommended riparian setback area.
- Encompass a state scenic, cold water, or exceptional warm water habitat stream, or a stream with a native brook trout population.
- Contain high value historic/cultural resources.
- Reflect a significant potential for ground water pollution.

Priority Development Areas (PDAs) characteristics:

- Are not within a highly sensitive watershed.
- Lie within a U.S. Census Bureau Dense Urban Area.
- Have a dense commercial/light industrial land use pattern.
- Are within 500 feet of the intersection of a state route.
- Are included in a planned 208 service area, either currently served by sewers or planned for sewer service.
- Have a subwatershed with 30% or more impervious cover (roads, parking areas, driveways, rooftops).
- Reflect a low potential for ground water pollution.
- Areas zoned as commercial or light industrial.

The draft maps were revised by the Township Steering Committee, Geauga County Planning Commission, and CRWP to reflect local priorities and information. The final developed map is on Page 6-3.

Map 6.1



The foregoing map will be included in the *Chagrin River Balanced Growth Plan*. This plan will include designation of PCAs and PDAs throughout the Chagrin River watershed. Communities endorsing the locally designated PDAs and PCAs will be recognized by the State as participating in the *Chagrin River Balanced Growth Plan*. This participation has a number of benefits to local communities. Some of the potential benefits with respect to participation in the BGP planning process may include:

- Increased state assistance for local projects.
- Support for local zoning.
- Additional state incentives, such as points on grant applications and lower interest rates on state loan programs.
- General local benefits, including minimizing long-term infrastructure and stormwater management costs and advancing the preservation of the semi-rural character of the township.

The PDA locations on Map 6.1 reflect two areas in which future growth activities may be encouraged. The total area represents about 669 acres. The S.R. 44 and S.R. 87 intersection is primarily developed. However, opportunities exist to enhance existing buildings and encourage their occupancy by professional offices and commercial/light industrial uses. The intersection has a high traffic volume and the state routes are connected to major interstate routes to the north (I-90) and to the south (U.S. 422/I-480 and I-80). It is a “gateway” to the township. The other PDA location shown on the map is the intersection of S.R. 87 and Auburn Road. This is the focus of the Town Center District (TCD) for the community. The TCD is strategically located near the geographic center of Newbury and Geauga County as well, making it readily accessible to all areas of the community and the region. S.R. 87 is a major east-west corridor in the county and Auburn Road represents the only north-south county maintained road that traverses the entire length of Geauga.

The PCA locations shown on Map 6.1 reflect areas that are existing parks and protected properties. In addition the map represents areas with sensitive slopes, streams, floodplains, and wetlands. These site characteristics suggest that an area has unique ecologic or historic considerations or may be particularly difficult to develop. Designation of these areas as PCAs does not indicate that these areas will not be developed, however communities could save time and money working with property owners for preservation or interested developers for alternative site designs that enable development but limit impacts to natural resources on these PCA parcels.

There are various tools available to assist the community in achieving the PCA/PDA objectives. Some recommendations for consideration include:

- Conservation Open Space (COS) development zoning regulations (see Geauga County Model Township Zoning Resolution” at [www.co.geauga.oh.us/departments/planning/zoning.pdf](http://www.co.geauga.oh.us/departments/planning/zoning.pdf).)

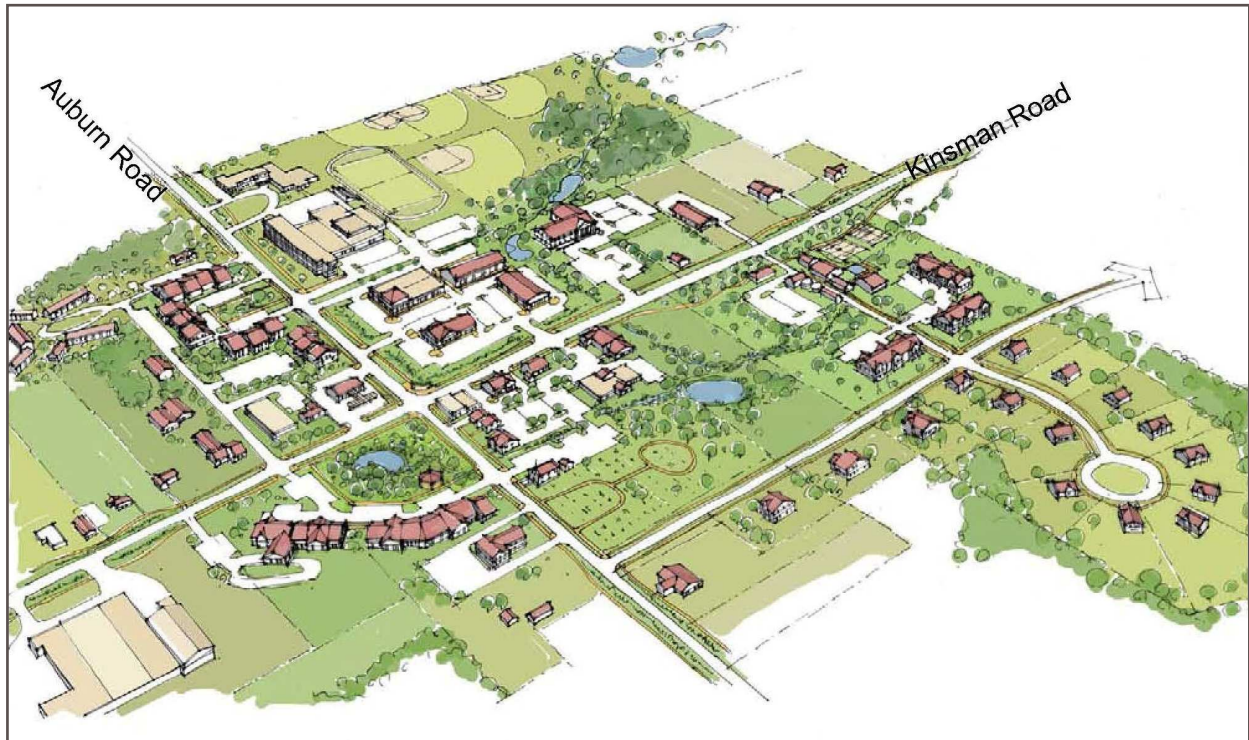
- Town Center District (TCD) development zoning regulations with appropriate architectural and landscaping criteria (for landscaping and architectural regulations, see “Geauga County Model Township Zoning Resolution” at [www.co.geauga.oh.us/departments/planning/zoning.pdf](http://www.co.geauga.oh.us/departments/planning/zoning.pdf).)
- Agricultural land protection (see the “Geauga County Farmland Preservation Plan” at [www.co.geauga.oh.us/departments/planning/farmland/index.htm](http://www.co.geauga.oh.us/departments/planning/farmland/index.htm).)
- Riparian protection and water management and sediment control zoning regulations as a means to enhance “green” infrastructure (see “Geauga County Model Township Zoning Resolution” at [www.co.geauga.oh.us/departments/planning/zoning.pdf](http://www.co.geauga.oh.us/departments/planning/zoning.pdf).)
- Low Impact Design (LID) site development measures including bio-retention and bio-infiltration (see CRWP website at [www.crwp.org](http://www.crwp.org)).
- Access management guidelines for roads and driveways to enhance safety and minimize congestion (see ODOT Access Management Manual at <http://www.dot.state.oh.us/Divisions/ProdMgt/Roadway/AccessManagement/Pages/default.aspx>)
- Development of recreational opportunities at existing parks.
- Planned light industrial development.
- Alternative parking regulations to minimize creation of excess impervious cover (see CRWP website at [www.crwp.org](http://www.crwp.org)).

### **Town Center Concept Plan**

The Kent State University Urban Design Center (KSU/UDC) prepared, with the input of the township steering committee and the affected stakeholders, options for a Town Center District located at the intersection of S.R. 87 and Auburn Road. The plan (see Map 6.2) includes critical design suggestions in order to convey a distinct identity for Newbury. It also contains suggestions for private and public uses, building setbacks, off-street parking, points of vehicular access, the interconnection of facilities with pedestrian walkways/trails, stormwater management, and related matters. It is of utmost importance that the stakeholders remain a part of the process of planning for the affected area. The goal is promote a “sense of place” for Newbury, advance economic development, and develop the affected area in a way that recognizes sensitive environmental constraints and stormwater issues.

## Map 6.2

### Town Center Concept Plan: Option 1 Newbury Township



Prepared by: Urban Design Center of Northeast Ohio

[For more options, see Appendix 4.]

### Economic Development

Newbury Township officials are interested in promoting sound economic development practices in the community in order to make it more sustainable and livable. A united effort is of critical importance going forward on this matter in order to make Newbury a place of choice for businesses that desire to grow, innovate, and prosper. There are numerous resources and programs that the township may wish to pursue. They are outlined in detail in the Appendix.

It is important for Newbury to “brand” itself and develop a marketing plan/strategy to retain existing businesses and to attract new ones. Some other components with respect to promoting economic development in the community to consider may include:

- Conduct periodic interviews with affected stakeholders in the business community to determine needs and issues.

- Work with stakeholders in developing job ready sites.
- Update the township’s website to provide information on available sites and buildings.
- Work closely with county departments (Geauga’s “Rapid Response Team”) to quickly address business inquiries.
- Consult with business prospects to “navigate” them through the system.
- Evaluate certain township held land for potential development activities.
- Explore a sewer feasibility study and stream analysis for the 208 service plan area.

**Infrastructure Issues** (see Town Center Plan in Appendix 4)

The state routes in the township represent the major arterial routes and carry the highest traffic volumes. Due to the numerous points of ingress and egress along the S.R. 87 corridor, the increasing traffic volume, and the types of vehicles carrying freight for pick-up and delivery of goods it may be advisable to explore with ODOT various improvements. For example, a center turn lane, left turn lanes at the Auburn Road intersection, and a lower speed limit may be topics for review.

Furthermore, streetscape enhancements may be explored to improve the appearance of the corridor. For instance, a tree planting program may be examined, consisting of trees appropriately placed that will not impede signage or visibility along the right-of-way.

The interconnection of roads in future development areas should be encouraged, when feasible. There are safety considerations that should be taken into account when new roads are being platted. Also, school bus routing, road maintenance, and alternative means of access should be a part of the review process.

The 208 Service Plan area should be examined in terms of a sewer feasibility study and a stream analysis. The existing wastewater treatment plant located on the Newbury School campus has limited capacity at present. In order for the Town Center and adjacent areas to develop, the ability to provide adequate central sanitary sewer service is critical. The Town Center Plan in Appendix 4 assumes a 60,000 GPD sewer plant upgrade.

**Township Recreation Activities**

The development of “Oberland Park,” held by the township, has been under review with the board of trustees and the park board. Certain active recreational uses for consideration at the site include baseball/softball fields, soccer fields, and hiking trails.

These activities will complement the Newbury School campus and provide a viable location for youth leagues, along with ancillary support uses such as off-street parking and restroom facilities.

## Zoning Classifications

A basic tenant of zoning is to guide development into specific zones of a reasonable size in order to separate incompatible land uses and to provide for balanced and orderly growth. Therefore, the areas shown on the LUP map (see Map 6.3) and described in the subsequent text have been devised utilizing the following guiding principles in the interest of advancing the public health, safety, and general welfare:

- To divide the township into zoning districts and to provide uniform regulations for each class or kind of building, structure or use within such districts.
- To regulate the use of buildings and structures in each zoning district and to ensure appropriate utilities, sewage treatment and water supply facilities, stormwater and erosion control, and other matters related to public health and safety are adequately addressed to serve such uses.
- To conserve and protect the natural resources of the township, including the supply of groundwater.
- To ensure that development is in accord with the capability and suitability of the land to support it.
- To provide regulations that advance balanced and orderly growth and development in the township as well as preserve sensitive environmental resources.

## Existing Zoning Classifications

**Residential (R-1):** The R-1 district is designated for detached single family residential dwellings and related uses. The purpose of this district is to provide for low density residential development and thereby protect the quality of the limited natural resources in the township. It includes about 16,000 acres or 87% of the township. There are about 5,043 acres of undeveloped land in this zone. The majority of the district is rated “severe” for development based upon the land capability analysis (see Map 4.25 “Composite Capability” in Chapter 4 and the description of the ratings). Consequently, it is recommended that no more than one, single family detached dwelling per three acres be permitted within the R-1 District. This is in harmony with the current zoning resolution.

The Conservation Open Space (COS) regulations in the current zoning resolution for the R-1 District should be carefully examined. COS development must be “density neutral.” That is, while dwellings may be “clustered” in order to preserve open space, the total number of dwellings allowed within a development site must adhere to the three acre density as set forth in the zoning resolution. The “Model Township Zoning Resolution” pertaining to residential COS development may be reviewed by the township as a guide (see [www.co.geauga.oh.us/departments/planning/zoning.pdf](http://www.co.geauga.oh.us/departments/planning/zoning.pdf)). Furthermore, the PCA/PDA map (see Map 6.1) should be used as a resource to aid in the identification of potential COS development locations.

Replacement Page March, 2009



**Professional Office (P-O):** The P-O district is meant to reasonably regulate the development and use of land for primarily non-retail office use. In addition, the uses allowed should not generate high traffic volumes or create excessive noise or other nuisance related issues that may impact nearby residential uses. The district has limited application and should act as a transition zone or buffer between more intensely developed commercial/light industrial uses and less intensive existing or future residential uses. Additional setback area between such uses and landscaping criteria to establish a buffer and to smooth the transition should be considered. It is not the intent of the P-O district to create non-residential uses in an area that is currently without such uses or to isolate existing residentially zoned lots.

The P-O areas shown on the land use plan map contain about 72 acres or less than one percent of the total township. There are about 18 acres of undeveloped land in this zone. The minimum lot size, according to the zoning resolution, is three acres.

**Commercial/Business (B-1):** The B-1 zone shown on the land use plan map includes about 486 acres or 3% of the township. Roughly 79 acres remain undeveloped in the district. The land within the district fronts along S.R. 87 and S.R. 44, the major arterial thoroughfares in the township. The purpose of this district is to establish and maintain commercial businesses and concentrations of retail stores that provide services and consumer products to the community and surrounding areas.

The land capability analysis in this plan concludes that the majority of the B-1 zone is rated “severe” for development. As a result, since central sanitary sewer is not available, the design and location of on-site sewage treatment systems in relationship to buildings, parking, driveways, and other utilities on a lot are of high importance. The current minimum lot size in the B-1 district is three acres pursuant to the zoning resolution.

Access management is a concern with respect to future commercial development. Because the district is along the state routes noted above, the issuance of access permits by ODOT for new or altered driveways should be taken into consideration as a part of the process of issuing zoning permits and granting variances through the board of zoning appeals. Additionally, when feasible, shared parking arrangements should be examined.

**Industrial (M-1):** The M-1 zone consists of about 539 acres or 3% of the township. Approximately 290 acres are undeveloped in the district. The majority of it is situated on the south side of S.R. 87, between Sperry and Auburn Roads. The intent of this district is to reasonably regulate the development and use of land for light manufacturing, research, assembly, and service establishments. Newbury’s central geographic location and good access to arterial and interstate highways make it particularly well positioned for retaining existing industry and attracting new firms.

The majority of the industrial zone is rated “severe” for industrial development, according to the land capability analysis. Because there currently is a lack of sanitary sewers serving the district, on-site treatment systems must be relied upon. Such systems must be sited on a lot in connection with the placement of buildings, parking, driveways, and other utilities. Furthermore, from a land capability perspective, industries requiring large amounts of water and subsequently discharging significant quantities of treated sewage effluent may not be desirable.

The current minimum lot size in the industrial district, according to the zoning resolution, is five acres. The township should work with affected stakeholders in developing job ready sites. Such sites will have the road access, utilities, and other infrastructure available to readily address the needs of prospective firms that wish to locate in the community.

**Active Park (A-P):** The A-P district is established to provide recreational opportunities for the general population in a park-like setting and atmosphere; to promote certain healthy and beneficial leisure time activities for the general population which do not present significant risk or harm to others, and to afford reasonable access for the public to outdoor athletic, social, and educational activities. The Active Park District is meant to achieve a balance between the public's need for active outdoor recreational facilities and the preservation of open space, light and air for the enjoyment of such activities.

The AP-1 district includes Punderson State Park and other land held by the township. The zoning regulations for this district allow recreational activities such as ball fields, golf courses, and the like that are compatible with existing land use and adjacent zoning districts. The AP-1 zone encompasses about 987 acres as shown on the land use map or about 5% percent of the township.

**Passive Park (P-P):** The P-P zone contains about 262 acres or 1.44% percent of the township. The zone is intended to protect and preserve park lands, wilderness areas, open spaces, and scenic areas; to conserve fish and wildlife; to promote forestry, wetlands, and other natural habitats; to protect, promote, and maintain the area's ecosystem; to enhance the public's knowledge of the area's ecosystem; and to educate the public with respect to the preservation of natural habitats.

The affected land is held by the Geauga Park District and is generally considered to be very environmentally sensitive. Consequently, retention of the land in its natural state is encouraged through the applicable regulations in the zoning resolution.

#### Proposed Zoning Classifications

Town Center Development (TCD), Planned Residential Development (PRD), Planned Business Development (PBD), and Planned Industrial Development (PID) areas are depicted on the future land use plan map. The potential implementation of these areas may be linked to the provision of adequate infrastructure to serve them. Furthermore, they are representative of a long-range vision predicated on the concept plan in Appendix 4, that is subject to further revision and refinement upon the submission of more detailed site plans by the affected stakeholders for consideration and examination by the township.

**Town Center Development (TCD):** The Town Center Development (TCD) area may be created in order to allow specific uses at a development intensity in a manner that:

- Encourages skillful planning by allowing flexibility in type and placement of buildings while promoting coordinated architectural design within a unified development area.
- Promotes a mix of complimentary land uses that may include retail, professional offices, commercial services, civic and governmental uses, and recreational activities to create economic and social vitality.

Replacement Page June, 2010

- Utilizes topographic and landscape features to enhance and unify the development as well as protect nearby residential uses.
- Provides flexibility in the siting and design of new development and redevelopment to anticipate changes in the marketplace.
- Establishes design criteria for development activity that are aesthetically pleasing and pedestrian friendly. A “walkable” environment that is both highly accessible and safe should be encouraged.
- Promotes the efficient use of land, utilities, driveways, parking, and services.
- Promotes increased open space and landscaped areas between uses along public roads.
- Controls the vehicular circulation and access pattern to existing roads to reduce congestion and increase safety.
- Creates an identity or “sense of place” for the community.

Planned Residential Development (PRD): Planned Residential Developments are recommended in order to encourage and accommodate, in a unified project, imaginative residential development plans that observe the semi-rural character of the township and preserve sensitive natural areas and open space. PRD is meant to achieve the following objectives:

- To allow flexible residential development on larger sites that have natural features such as wetlands, streams, ponds, steep slopes, floodplains, and wooded areas which contribute to the character of Newbury as well as enhance the protection of ground water recharge areas and minimize storm water runoff.
- To promote the economical and efficient use of land and reduce infrastructure costs and maintenance through unified development.
- To permit the flexible spacing of dwellings in order to separate vehicular and pedestrian circulation as well as the provision of readily accessible open space and recreation areas.
- To encourage alternative housing opportunities, particularly for older adults. Based upon available Census data, the senior population in the county and Newbury Township continues to climb. According to the year 2000 Census, the 60 and over population in Newbury was 1,052 -- with a projected figure of 2,043 by the year 2015 (“Growth of Senior Housing Needs in Geauga County,” Geauga County Auditor, 2003). “Aging in place” should be a goal that is encouraged.
- To ensure that PRDs are compatible with nearby land uses. Linkage to the Town Center is of particular importance.

Planned Business Development (PBD): The Planned Business Development locations are meant to:

- Encourage the development of non-residential uses that enhance the township's image through the application of appropriate design and architectural principles, high-quality construction techniques, and provision of related aesthetic amenities.
- Allow the township to address a wide range of commercial uses in a manner that ensures that such uses are compatible with the surrounding uses, particularly residential uses.
- Ensure that the review of commercial development exceeds the level of review required for ordinary B-1 District uses by requiring a comprehensive and overall development plan review and approval procedure.
- Foster a comprehensive stormwater management plan and facility for the affected areas.

Planned Industrial Development (PID): The Planned Industrial Development area is suggested to achieve the following purposes:

- To allow a flexible zoning management tool that is in response to sites that may have unique physical, service and functional constraints.
- To provide a means to meet the needs of light manufacturing uses in a more comprehensive fashion.
- To ensure that the review of light industrial development is more comprehensive in scope than the typical examination of M-1 uses by requiring an overall and comprehensive development plan review and approval process.
- To encourage a comprehensive stormwater management plan and facility to serve the intended uses.

**Table 6.1**

**Future Generalized Land Use Plan Map Legend**  
**Newbury Township**

<u>Category</u>	<u>Acres</u>	<u>Percent of Township</u>
R-1: Residential	15,924.99	87.15%
P-O: Professional Office	71.66	0.39%
B-1: Commercial/Business	486.94	2.66%
M-1: Industrial	539.28	2.95%
A-P: Active Park	987.25	5.41%
P-P: Passive Park	262.38	1.44%
Environmentally Sensitive	6,422.21	35.15%
Surface Water	566.00	3.10%

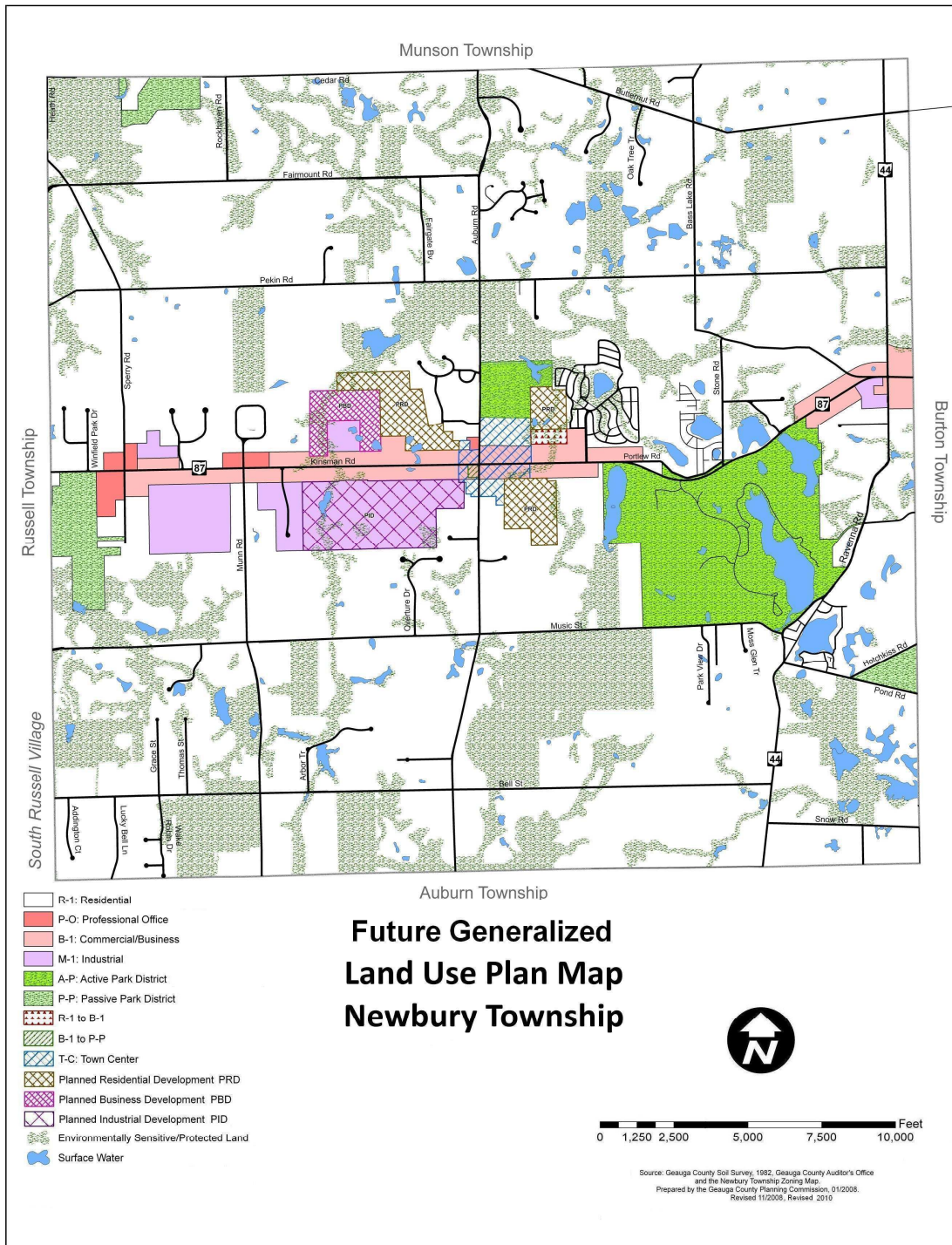
Sources: Geauga County Soil Survey, 1982  
Gauga County Auditor's Office  
Newbury Township Zoning Map

**Adoption, Implementation, and Review**

In the introductory portion of this document, it was emphasized that zoning should be based upon a plan. To that end, it is recommended that the board of township trustees adopt the land use plan. However, upon its adoption, planning activities should not be terminated. Successful planning and zoning requires a continuous effort on the part of public officials in order to meet changing land use needs and circumstances in the community. As a result, a program for periodic review and update of the plan and zoning resolution should be established. The PCA/PDA map included in this document should be endorsed by the Board of Township Trustees as well.

With respect to the adoption of zoning regulations, it is recommended that the township officials utilize the "Gauga County Model Township Zoning Resolution." The "Model" reflects a sound legal basis for the townships' zoning and it may be tailored to the specific planning issues facing the community as well.

## Map 6.3



Note: This map reflects potential options. There may be other development plans and uses for consideration within the area included in the plan.

Replacement Page June, 2010