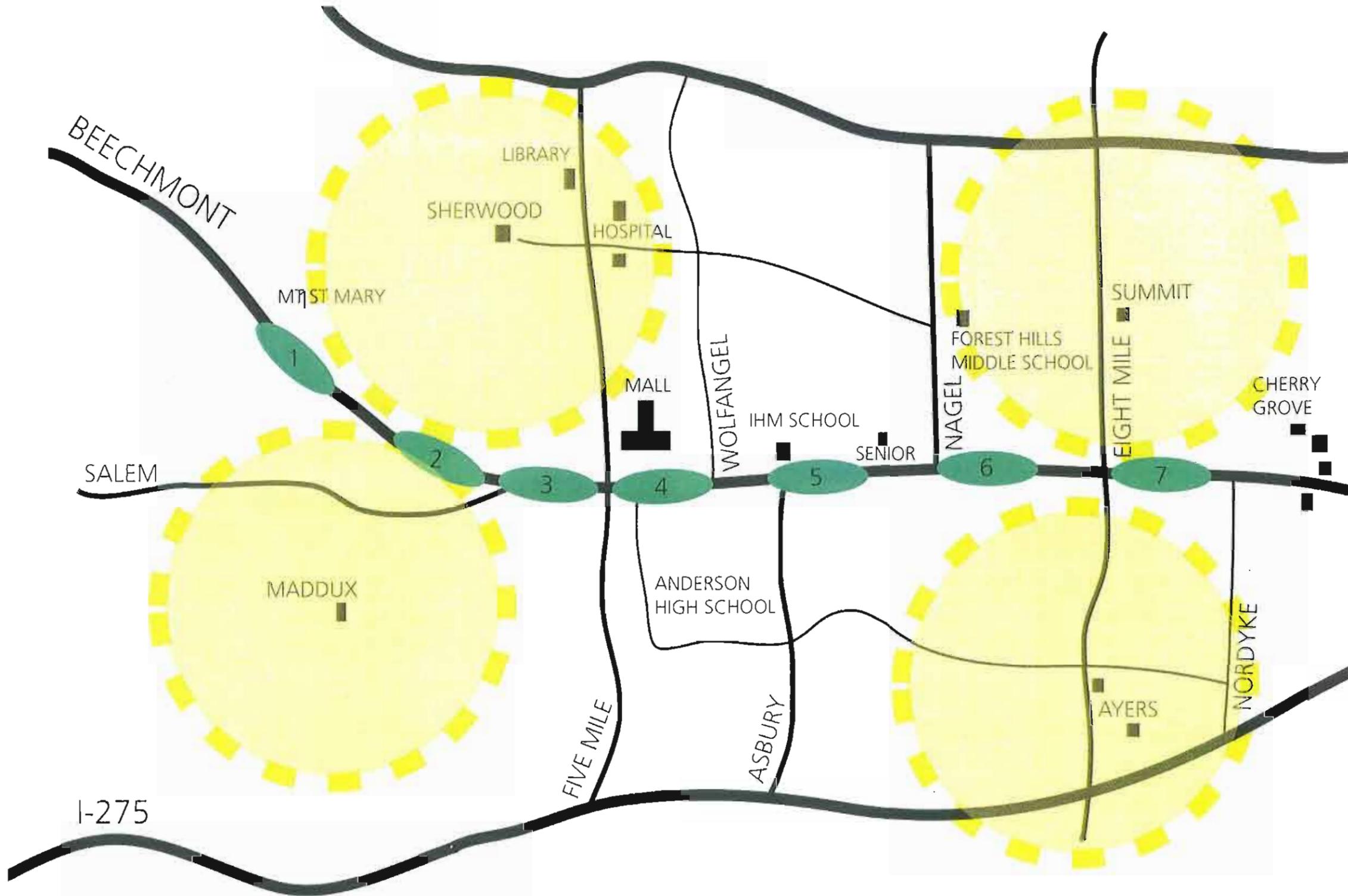


# Beechmont Avenue Landscape Plan

Anderson Township – Hamilton County, Ohio



Prepared for  
Anderson  
Township by  
Eric Doepke  
Associates

November 2001

# Beechmont Avenue Corridor Landscape Study

## Eric Doepke Associates



### Foreword

#### Beechmont Corridor Landscape Plan

The **BLC Study** is presented as an active documentation of a process initiated by the Township to extend the influence of the traffic study creating conditions that enhance safety. The visual quality of the corridor directly impacts driver's performance and comfort.

EDA and the township committed the concept planning process to initiating change. The planning process engaged stakeholders and township collective interests to upgrade the corridor as an integral component of the community. Stakeholders meetings have proven fruitful in gaining significant support for the intent of the conceptual plan.

EDA served the Township ten years ago in documenting the concept of a **Town Center** development strategy for the mall super block. The corridor has the potential to become an essential core component of township living developed to serve and build community. The corridor is widely viewed by the community as an estranged, dreadful experience to be avoided. Noticing the potential to weave community design components and green into a revised corridor fabric shifts the paradigm to create a community 'sense of place'.

The report of the concept planning process is dedicated to this pursuit.

### Beechmont Landscape Plan Study Team

#### Anderson Township Trustees

Peggy Reis, President  
Michael Walton, Vice-President  
Russ Jackson

#### Beechmont Landscape Committee

Brad Allison            Tim Wales  
Elizabeth Bondie      Sharon Disher  
Jane Hoffman Robert Lohr  
Jane Kelley            Sharon Gaffney  
Doris Murphy Christine Scoble

#### Anderson Township Transportation Advisory Committee /

#### Anderson Township Zoning Commission

Susan Gibler

#### Anderson Township Safety Coordinator / Anderson Area Chamber of Commerce

Dottie Scott

#### Anderson Township Development Services Department

Steve Sievers, AICP

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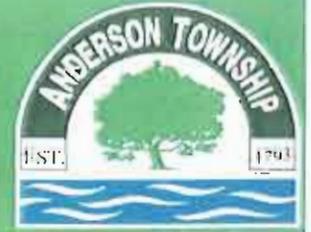
Jon Wiley, P.E.

#### Beechmont Landscape Plan Consultant

#### Eric Doepke Associates

Eric Doepke, AICP, ASLA

A special thanks is extended to each of the study team members, residents, property owners, business community, and other individuals who also provided input and support to the plan.



### Individual Business Decisions vs. Collective Decisions

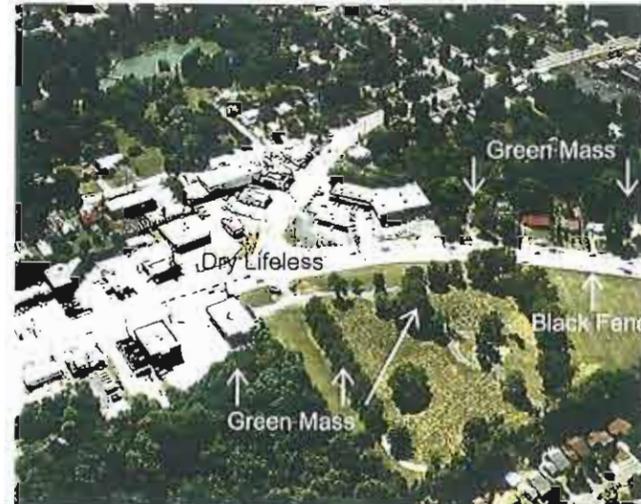
Business spends money hoping to be noticed in the market place. The consequence of individual competitive decisions on Beechmont Avenue has created a blur for the consumer, who visually tunes out the chaos while concentrating on tail lights and traffic flow. Add to the negative impression the general down turn in retail and the shift of market focus and pattern. The over-abundant supply of land zoned for business is not performing. The overload of traffic and the inefficient flow dynamics create hazards that erode the consumer interest in Beechmont.

Community surveys identify Beechmont Avenue as a priority for improvement. The community wishes the corridor to be revived, reflecting the quality of real estate and market character of the population. The business property owner and investor are shaken by the market trends and hesitate to commit, causing further erosion.

First tier business senses the collective potential to be more productive than the independent investor. Collective ownership has systemic influence as the landscape image is sequentially formed over the four-mile corridor experience.

### Beechmont Market Equity

The township is aware of collective enterprise on designated corridor parcels. The jurisdiction of two counties and two townships is of little concern to the market perception. The access from I-275 and Five Mile Road are prime feeds into the arterial system as the entire market corridor is referred to as Beechmont Avenue. Beyond I-275, up to Beechmont Ford and Lowe's, the businesses have identified themselves on Beechmont. Equity is in the Beechmont name. The sequenced revitaliza-



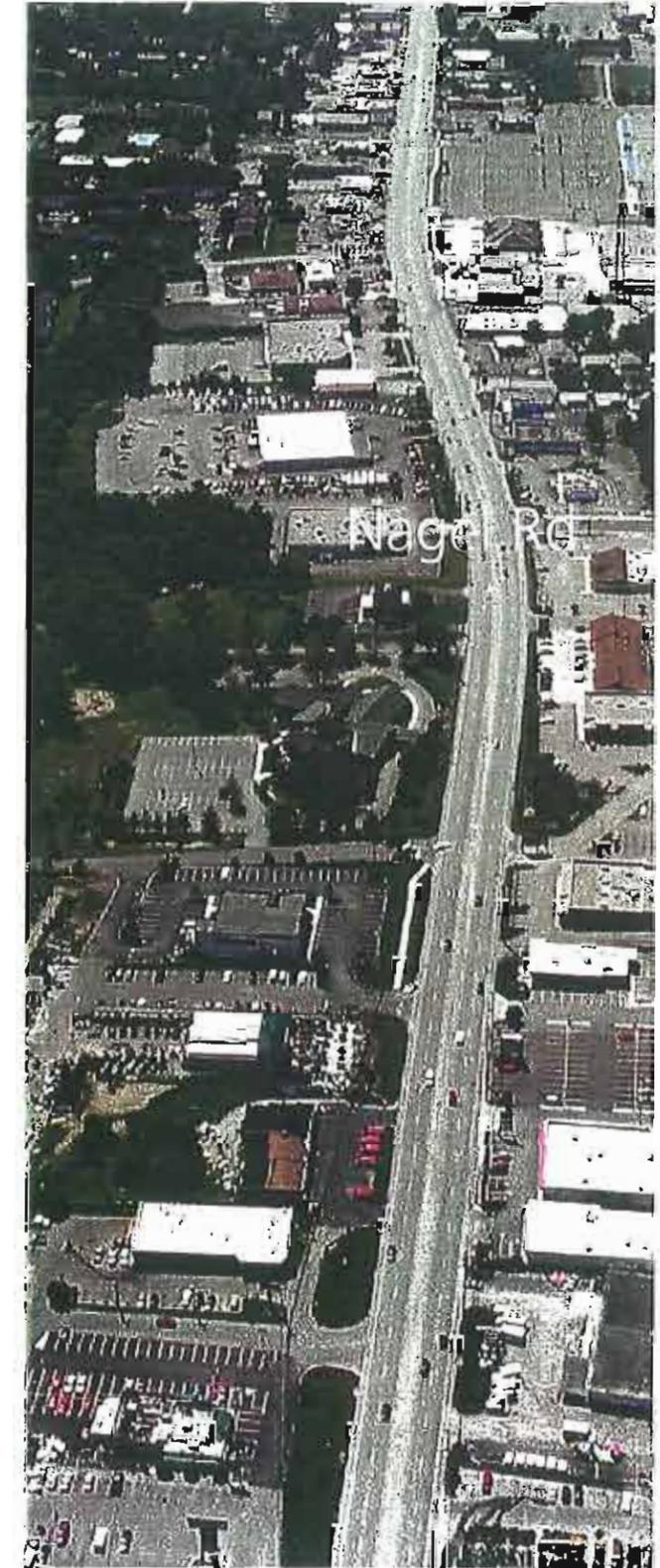
tion of retail on Beechmont will have an impact on the entire marketability of the corridor. Improved safety, efficient traffic flow, consistent identity and wayfinding, support market upgrade. The collective landscape serves to unify a legible, accessible identity and a positive memorable experience.

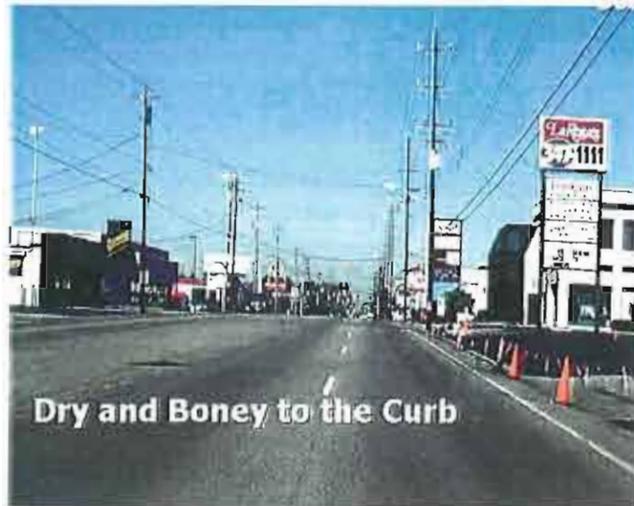
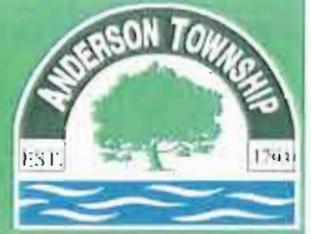
The corridor visual experience is developed in the median of the public right-of-way and on the private property roadsides. The township is keenly aware of the cooperative public – private venture required to implement and manage change. Stakeholders are supportive and confirm the willingness to unify purpose and efforts toward revitalizing and claiming the corridor as an essential community image.

### Beechmont Corridor Reconnaissance

The four-mile Beechmont Corridor is a major arterial highway maintained by the state. The public right-of-way is entirely paved to accommodate the variety of traffic demands from through traffic to business access. The retail market of the corridor has been in transition as regional growth patterns shift with accessibility. The performance of the paved right-of-way has been studied most recently in 1996. The collective community response to the corridor, including the businesses and property owners, is great dissatisfaction on many levels. The chaotic patterns (visual and traffic) and competitive business desperation represented in signage and real estate have discouraged the market.

Community dissatisfaction with corridor appearance and visibility centers on the utility lines at the roadside. Cinergy examined the feasibility, researching costs and impacts of relocating or burying the power lines along Beechmont Avenue. Currently, the financial and technical limitations make relocation or burying not feasible.





Appraising the eye-level experience of travel east/west yielded significant and evident potentials inherent in the terrain, the tree cover and the pattern of ownership. The driver's eye level view is the high percentage priority view experience. The long view angle (cone) tends to collapse and unify visual elements placed parallel to the road alignment. The visual phenomenon enhances the directive green focus of trees (placed 30' on center) at Kroger, while the same visual phenomenon intensifies the illegibility of the signage chaos.

### Site Specific Landscape Treatment

Each independent business owner considers land-



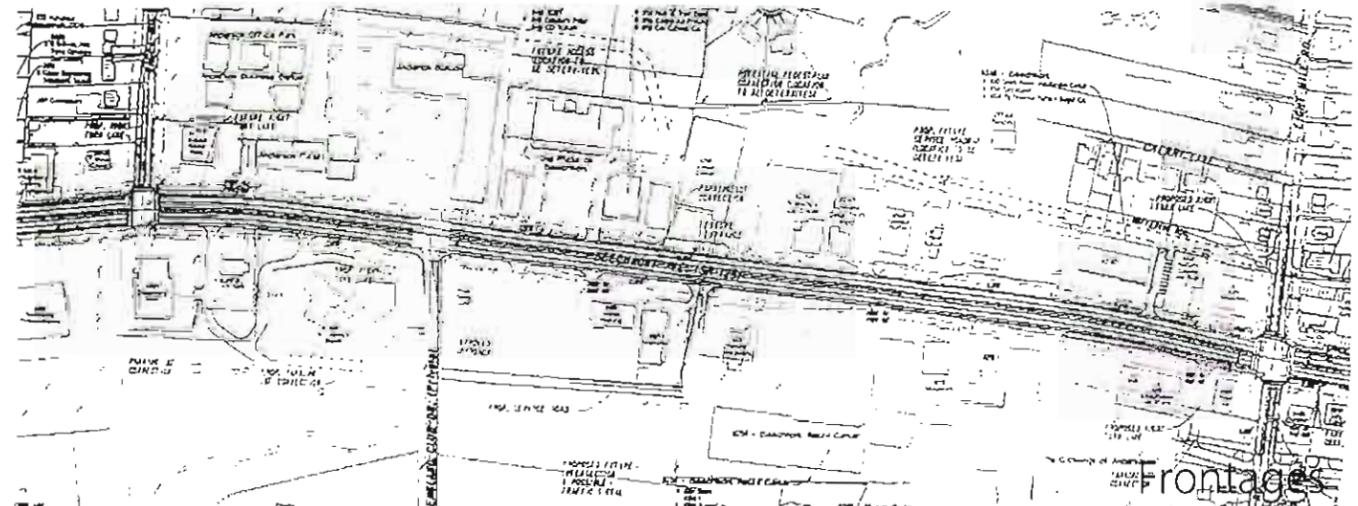
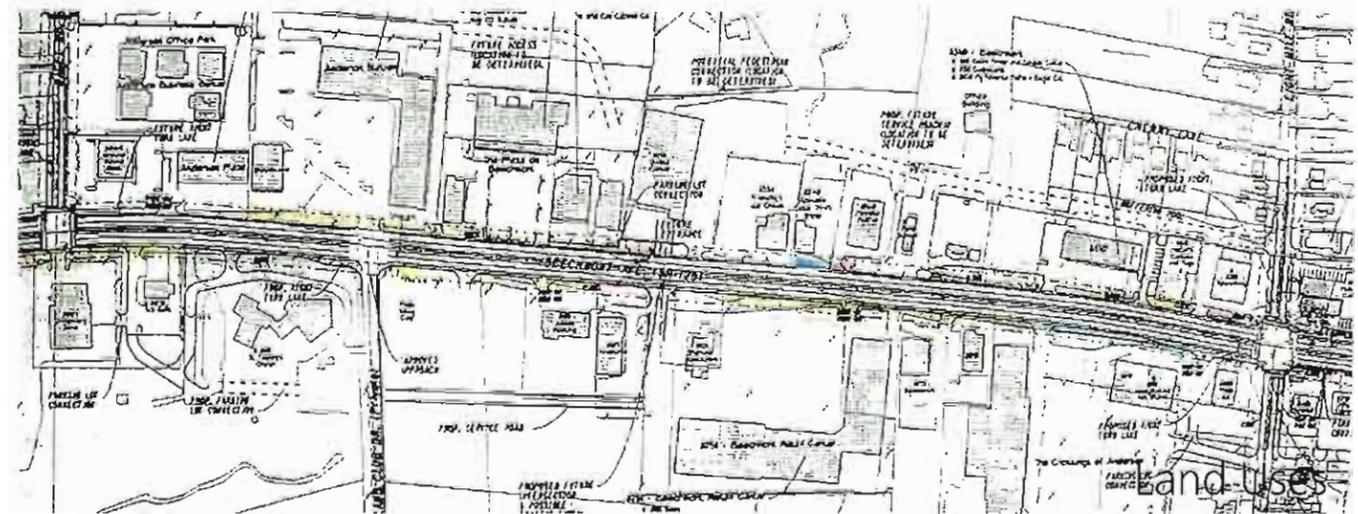
scape to be bound within the confines of their property. Business tunes their environment to create an appeal to their customers. Landscape is the context of the appeal centered on product, facility and identity. Some businesses extend the landscape concept to create a stronger appealing comfort to support their product. The landscape has a cost benefit in design installation and maintenance. The site specific landscape treatment communicates to the arriving customer, especially after commitment to enter, park and traverse the site as a pedestrian to the product destination.

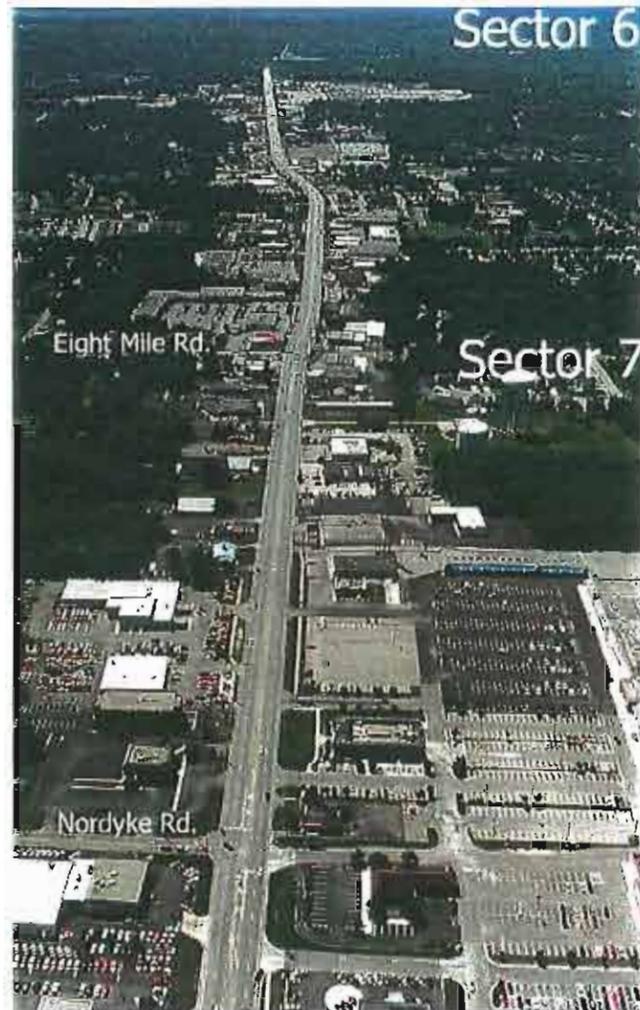
If the business has a 400' frontage or more, the provision of landscape in the 25' deep green frontage communicates to the driver's eye 1,200' from the site. The landscaped building-specific site is differentiated from the landscape impact from the roadway corridor. The vision of the terrain tree cover context surrounding the commercially zoned parcels can seem to connect to carefully placed roadside landscape. Green breaks rhythmically interrupt the continuous blur of business competition. This collective corridor vision offers the possibility of business presentation and identity for the Beechmont Corridor.

### Design Plan Process

Mapping was developed from the township base derived from the corridor study. Seven sheets at 1" = 100' covered the township with the eighth sheet derived from the traffic study covering the corridor connection to I-275. The assembled base mapping is 22' long and was provided as a base for public discussion and review of landscape directions for the corridor.

Public involvement was generated by the township with extensive announcements, contacts and news sources. The community publication, *Insights*, was devoted to the corridor progress. 'Anderson Days'





presented profit progress documents. Questionnaires in *Insights* provided a broad base of support for corridor improvements. E-mail responses were overwhelming in documenting displeasure with the Beechmont Corridor.

Parcel analysis was documented for the entire corridor including identification of parcel frontage, depth, percentage of green cover, land use type and ownership. The emergence of patterns for potential improvement were based on quality of ownership investment, extensive frontage, green character potential and interactive land use support. Recommendation for first tier stakeholders was generated from this phase.

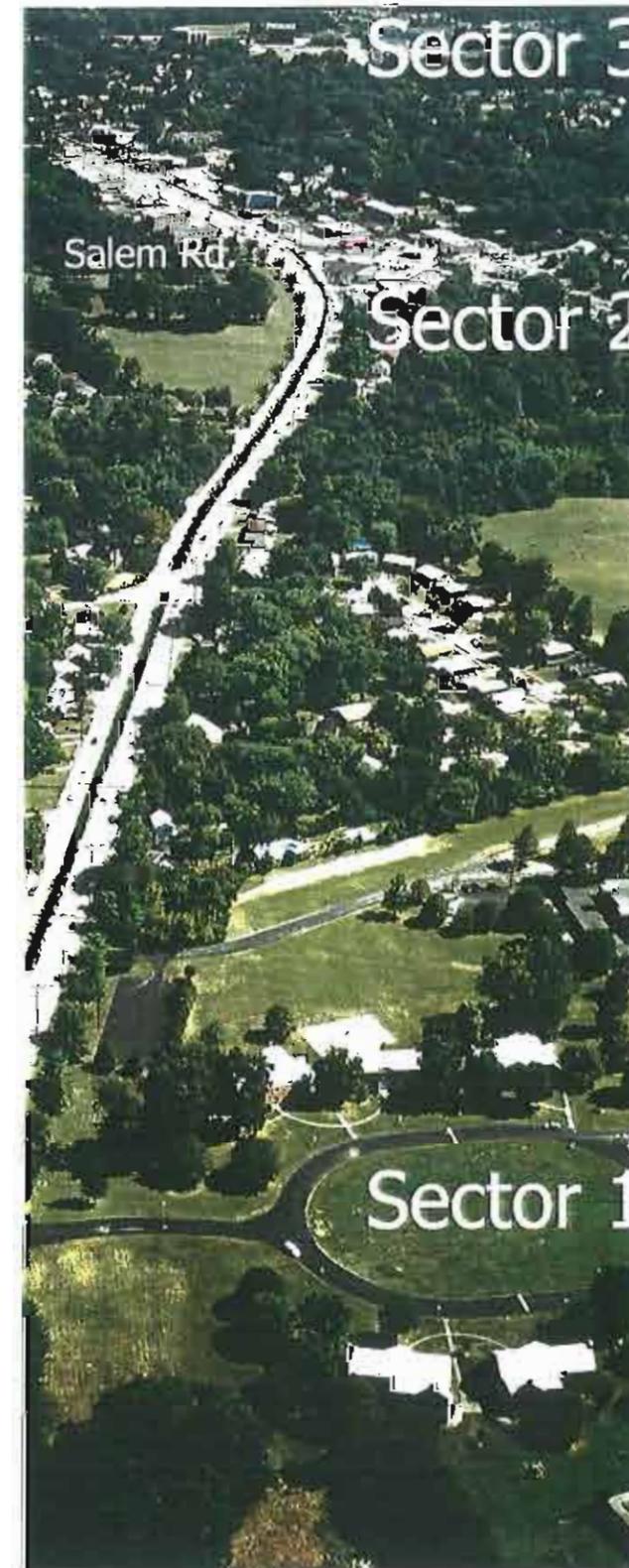
Photographed drivers' views from the roadway running east and west documented the reality of sequential views, the impact of terrain and the chaotic conflict of business signage.

Movement dynamics within the right-of-way were reviewed to identify the visual sequences and opportunity for treatment.

The green context of the residential fabric wraps the commercial zoned corridor. The background, peripheral green offers potential for green breaks in the hard, dry commercial areas.

Aerial photographs highlight the impact of developed, paved surfaces dominating the experiential setting of commerce. The dry, bony character of the corridor does not attract consumers. The aerial views confirm and expand the sight line realities of the driver and inform the plan qualities located on mapping.

Reconnaissance dialogued the process from abstract mapping to the sequential experiential and aerial photography.



## Concept Development

Discovery of meaningful patterned distribution of green break potentials generated core concepts applied to mapping. Broad based field examinations converged to focus on the potential benefit of rhythmic green roadside tree canopy capacity to interrupt the illegible commercial communication.

**Stakeholder** meetings sought immediately to build support for the first tier landscape improvement areas and to create the economic benefit of interactive collective improvements in creating legibility that serves business and community market area.

## Medians

ODOT emphasized that systematic landscape treatment of medians is desirable. The proposed medians emphasized safety impact in the traffic study, offering a range of visual benefits, improved traffic flow and comfort from reduced scale of the road, reduction of glare and removal of center lane crossing accidents. The cooperation of ODOT requires encouragement. The green break concept extends the system improvements methodically over the roadway. The current left turn lane accommodation within the median substantially reduces the landscape continuity while insuring lane conflict separations.

**Median land division** restricting left turns would be implemented systematically to provide continuity in driving performance. The scheduling in median conversion has many variables.

The provision of medians will enhance highway flow and safety. The reduction in cross traffic turns to multiple curb cuts between intersections will have to be balanced against the impact to these resident and business destinations.



The public need for flow safety may require inconvenience to certain locations. The exact impact requires more observation.

**Median lane landscape** treatment is recommended to be provided at a relative 2' height to the driving lanes. The green separation contributes to the quality of the visual environment, reduces glare, reinforces the linear flow continuity and provides a safer, more comfortable experience.

**Median 'fifth lane'** in the system of 70' right-of-way contributes occasionally to an emergency passage access as well as to the cause for emergency. State law is clear on expected driver reaction to emergency vehicles. The presence of 30' or more of pavement for two lanes of auto movement recognizing traffic size to be 8' and under, would allow better than 14' for emergency passage by stopped cars.

**Median plant material** can be crossed if need be by emergency vehicles if need be. The normal presence of the vegetation and curb will reduce collision impact of potential reckless / out of control traffic.

**Median improvements** in the public right-of-way managed by ODOT will require a successful lobby

and working relationship with the State to develop funding and scheduling consistent with private improvements.

**Roadside Landscape Improvements Questions and Responses**

**Tree planting** in repeated 1,200 linear foot locations will create **green breaks** to the unrelieved visual chaos. The continuity of green intervention will upgrade the sense of environment and contribute to safety.

Location for trees responds to community flow, gateway and potential for providing green on the frontage. Sensitivity to tree conflict with presence of utility affected tree choices.

**Stakeholders**, property owners, business and institutional uses aspire to contribute to the greening of Beechmont, supporting the collective community action.

**Tree selection** criteria, low maintenance, urban hardiness, upward spread branching, open form pruning adaptable, tolerant of utility line / poles (Honey Locust, Sophora, London Plane). Secondary Spruce, Juniper evergreen trees perform seasonal role aligned at right angle to road in select locations.

**Identity** elements can be legible with the background visual foil of the tree mass. Locational dynamics encouraging memory require alternating sequence of tree mass and opening to support wayfinding and comfort. Safety improves with identity legibility because people feel comfort knowing their way. Doubtful drivers are potentially dangerous.

**Roadside** planting continuity would be supported by integrated surface grades and low planting cre-

ating a continuous green edge and baseline for signage presentation.

**Signage** integration with the dynamics of green breaks and continuity will have a clearer presentation to drivers, doing a better job with less mass and cost. Signage size regulation will continue downsizing with appropriate greening. Signage competition produces negative results.

**Trees** set in rhythmic alternating location by sector visually absorb utility power poles. Several view locations currently benefit from existing trees at frontages.

**Beechmont Landscaping Plan**

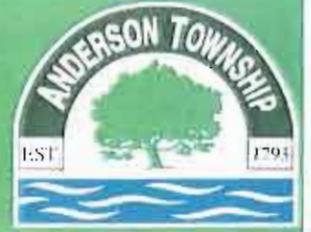
Anderson Township 9/18/01

**MINIMUM TURNING BAY LENGTH**

Approach Road	EB Lt	WB Lt
Minimum Drives, etc.	161'	161'
Salem	161'	636'
Markley/Paddison	236'	291'
Five Mile Rd.	586'	661'
Forest	311'	386'
Wolfangle	291'	236'
Asbury	236'	311'
Pinnacle/Wendy's	236'	211'
Witt/Park'n Ride	186'	186'
Nagel	636'	186'
New England Club	281'	211'
Eight Mile	486'	271'
Pamela/CWW	161'	211'
Nordyke	236'	311'

**Minimum Turn Bay lengths, ( 50' taper ),ODOT**

Thru Volumes	675' 900'	East of Forest West of Forest
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### Community Plan

The **Beechmont Corridor** is essentially the spinal core of the community. Most travel destinations and circulation are concentrated on the arterial right-of-way. The traffic-study-emphasized remediation of commercial property linkage enhances the arterial traffic handling. Inter-parcel service road connectors reduce curb cuts into traffic.

Serving **land use** layers of differentiated land use from the arterial imposes a strain on the current character of the roadside. Secondary and tertiary uses requiring identity and prime market accessibility from the corridor express great difficulty in recognition, function and delivery of access directions. The placeless character of the corridor further impacts traffic flow.

The creation of green breaks will add rhythmic content and potential for identity development for the layers of inter-supportive circulation. The abstract community plan indicates the confluence of access points into the community fabric that are particularly served by the green break development. The green break tree cover provides the essential ingredient for re-signing and improving identity. Identity was not the particular request of this study but is the essential goal for which the landscape is crucial. The creation of a green foil in the current chaos introduces the appropriate legibility required for wayfinding and identity.

### Identity

**Beechmont** is the identity that the business market supports and the community rejects due to its placeless quality. The common interests of the citizens and businesses can be woven into a unity that will serve community vibrancy. Jurisdictional concerns should not be a reason for market identity to be sacrificed.

**Beechmont** requires unity and inclusive support from the wide region of which Anderson is a central community. The helpful address program focused on creating addresses identified as Anderson, causes Union to seek its own Ohio Pike identity in competition. In the short run, it helps to know what number block you are on, but in the long run it is shortsighted divisiveness that confuses the wider marketplace. Market does not improve with boundary definitions.

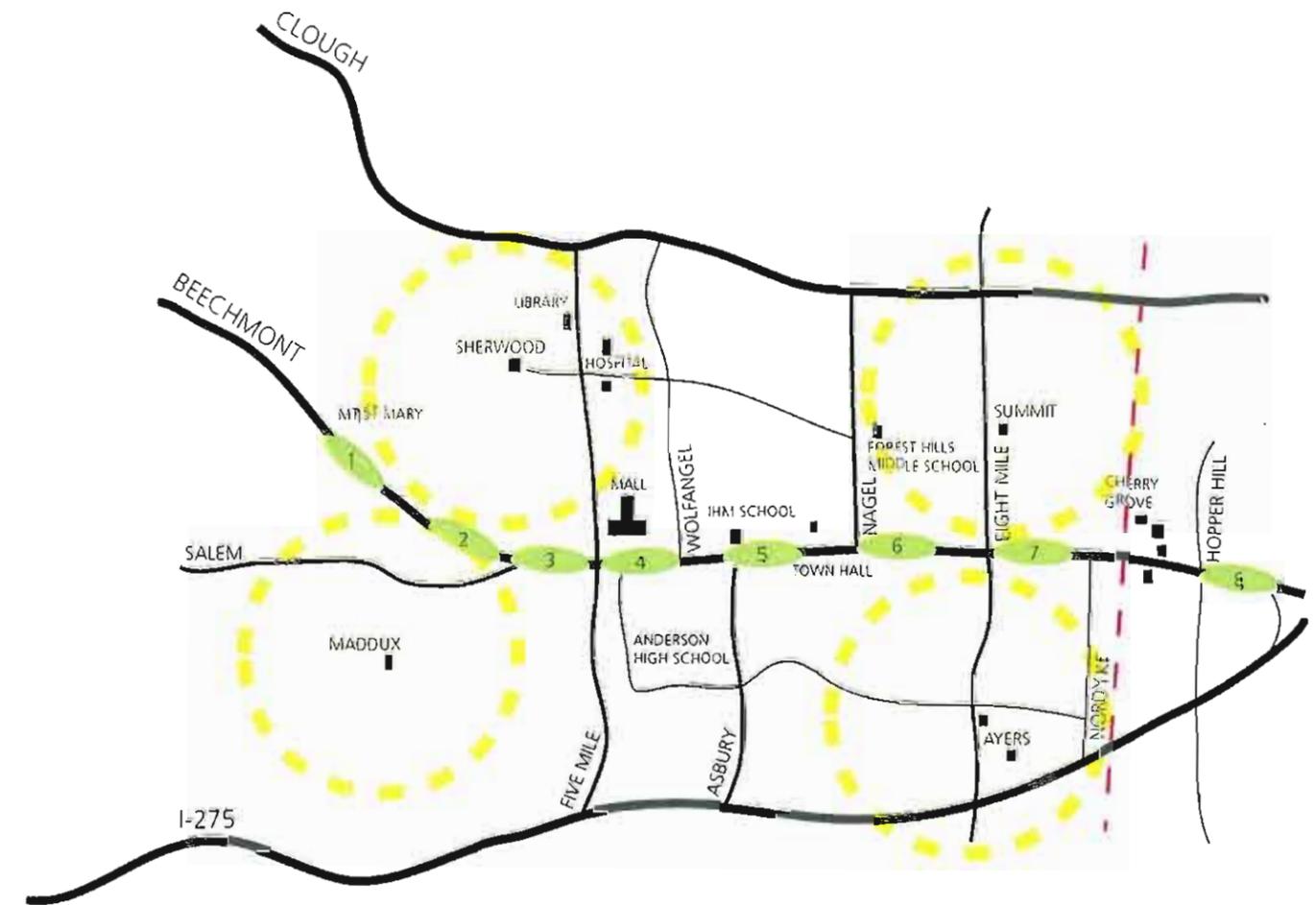
**Beech** is the grand tree for which the area is well known. The tree is symbolized on the boundary identity. The **'mont'** is symbolized in the terrain. These natural elements are inclusive and can be developed into the market branding strategy to unify the accessibility and continuity of investment in the state highway corridor.

### Beechmont Corridor Community Context

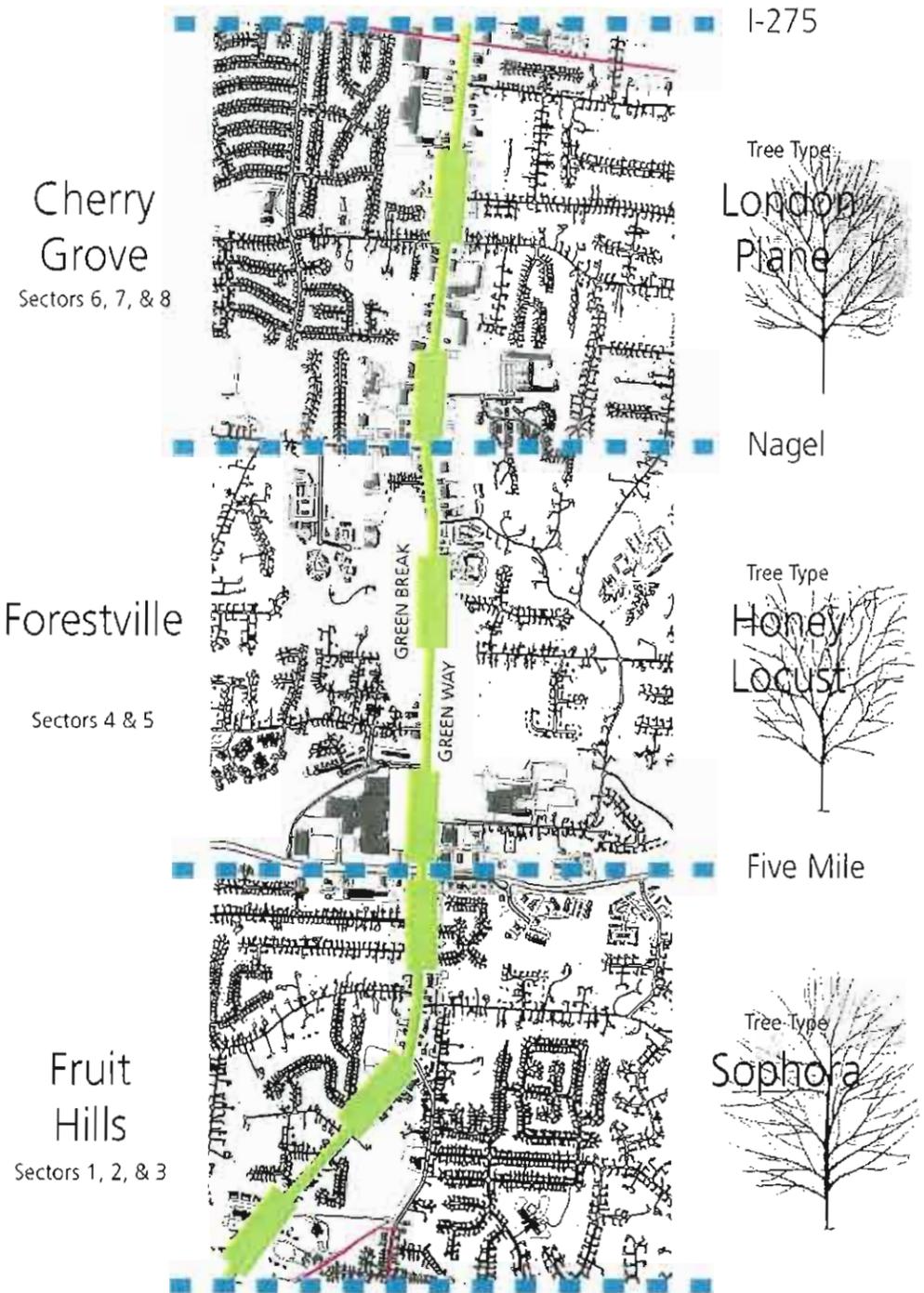
The community is structured with clear definition centered on the Beechmont Corridor. The Beechmont Corridor Context Plan at right, illustrates the community context framed by Clough Pike to the north and I-275 to the south. The Beechmont Corridor is approximately one mile inside this frame. The I-275 interchange serves Beechmont Corridor at the east and connects to Mt. Washington community at the west.

The distribution of neighborhoods, community facilities and commercial businesses are derived from the network of circulation. The sector green breaks (1 through 8) are developed in response to community flow patterns from the corridor. Green breaks will enhance identity.

The front door on Beechmont will take on a new quality supportive of community aspiration. Each sector green break plays a critical role within the entire visual context of the corridor.



Beechmont Corridor Context  
ANDERSON TOWNSHIP COMMUNITY STRUCTURE



## Beechmont Corridor Green Breaks

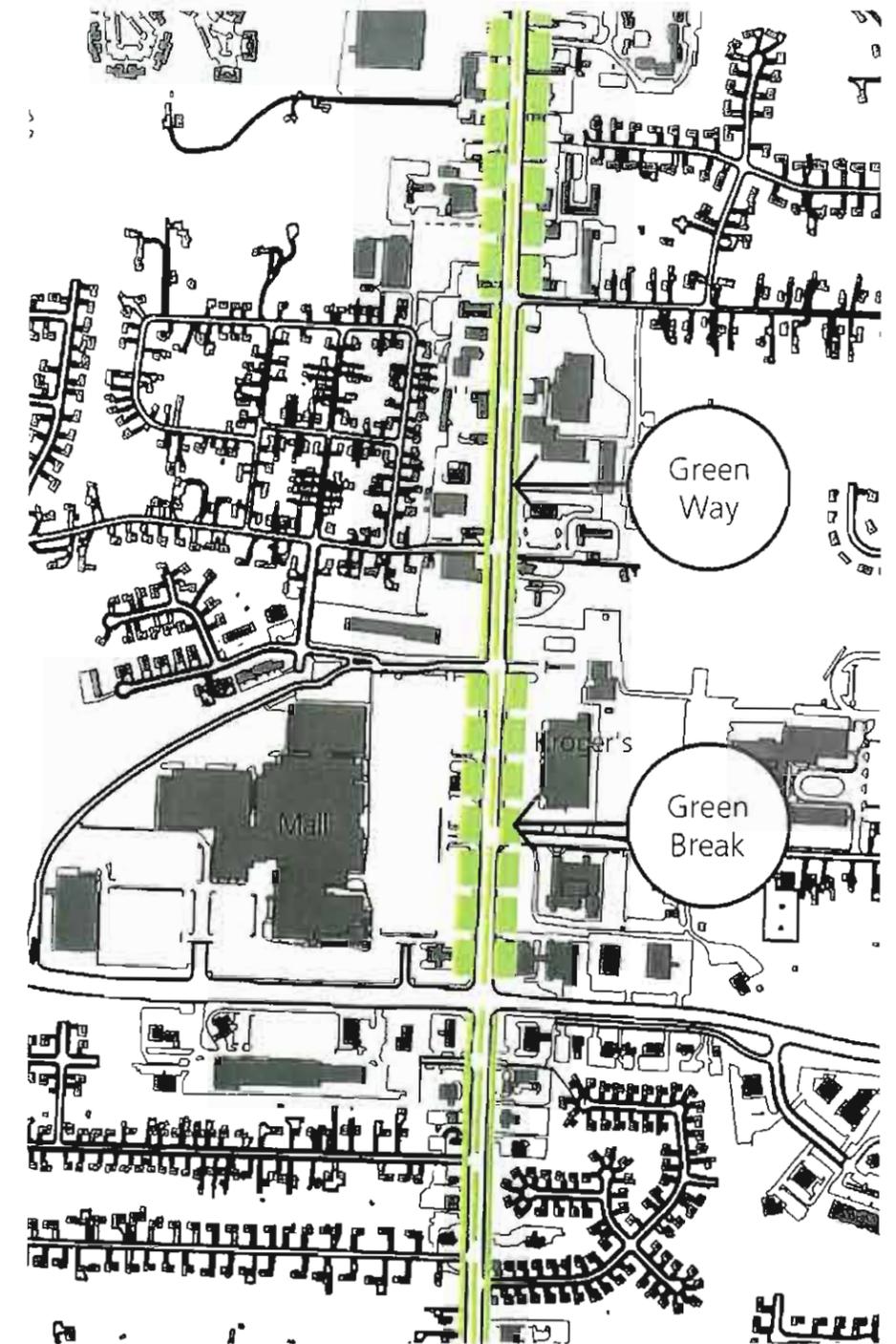
The corridor landscape intently relates to the community plan and most specifically is the front door to neighborhood single family, multi-family and businesses in the Beechmont marketplace within a half mile of the roadway. Beechmont shapes land use evolution and property development values.

Local historic areas within Beechmont are recognized as Fruit Hill, Forest Hills and Cherry Grove. The green break trees can shift in response to the historic locale establishing significant identity.

The one mile community corridor centered on the Beechmont spine depends on the quality of access and identity for its function and value. Corridor improvement with the initiation of green breaks capitalizes on the existing green and those locations most likely to become green in the short term. The extensive continuity of **greenway** improvements may be generated as infill to upgrade the corridor experience.

## Seasonal Impact

The seasonal impact of corridor landscape is essential to the composite image. The consistent continuity of the **evergreen greenway** roadside treatment will establish a year-long presence. The alternating impact of the growing and dormant season will be enhanced with the punctuation of evergreen spruce and juniper trees placed to create a visual sequence without blocking business presentations. The current presence of evergreens provides a beginning to the programmatic use of additional material at select visual locations. The evergreen trees would be placed at the side of buildings accenting spatial views at right angle to Beechmont. The continuity of evergreen on the greenway roadside and median will, once filled in, eventually present the year-long visual constant maintaining the visual experience quality.





### Green Break Description

The best roadside greening example on the corridor to emulate is Kroger's frontage. The Honey Locust trees are planted near 30' on center, 12' off the curb. The soil is mounded 3' high off the paving, 24' deep from the curb.

The Honey Locust is branched at 6' and angles 45 degrees upward, allowing generous site and sign view for commercial property. Alternate tree species include Sophora and London Plane, which have a similarly open habit and are adapted to urban roadside conditions.

The base mounded planting area has a turf grass cover requiring 25 mows per year. We recommend a low Juniper evergreen shrub that stays 18" high and is tolerant of roadside conditions and draught. Low growing Juniper shrubs would serve the purpose of enhancing green continuity through the seasons at an efficient life cycle cost.

The green break concept creates a rhythmic continuity with repetition of tree / shrub elements. The typical sector green break is 1,200 linear feet with trees at a maximum of 50' on center. Final tree locations are determined with analysis of entry drives, terrain, view position and land use. Each green break would require a total of 50 trees, twenty-five on each side of the road, in matched locations.

Trees positioned at right angle to the road, including evergreen screening, offer great benefit in several locations in screening buildings and creating focus for the frontage. Tree lined private drives accessing higher density residential properties 600' off the road assist identity continuity.

The implementation of green breaks with trees would have the most significant immediate impact over the road system. The rhythmic continuity car-

ried by the 1,200' green break treatments set at one-half mile intervals initiates the transformation. Each sector location identified the most promising treatment investment potential. The first tier participants represent willingness to support upgrade and significant property disposition and visual presence on the corridor.

The six-month season effectiveness of the frontage trees points to the importance of a secondary impact from October to March. Evergreen trees appropriately aligned at right angle to the road create separation without screening business signage. Species adaptable for this purpose include Spruces and Junipers with vertical contained growth habit.

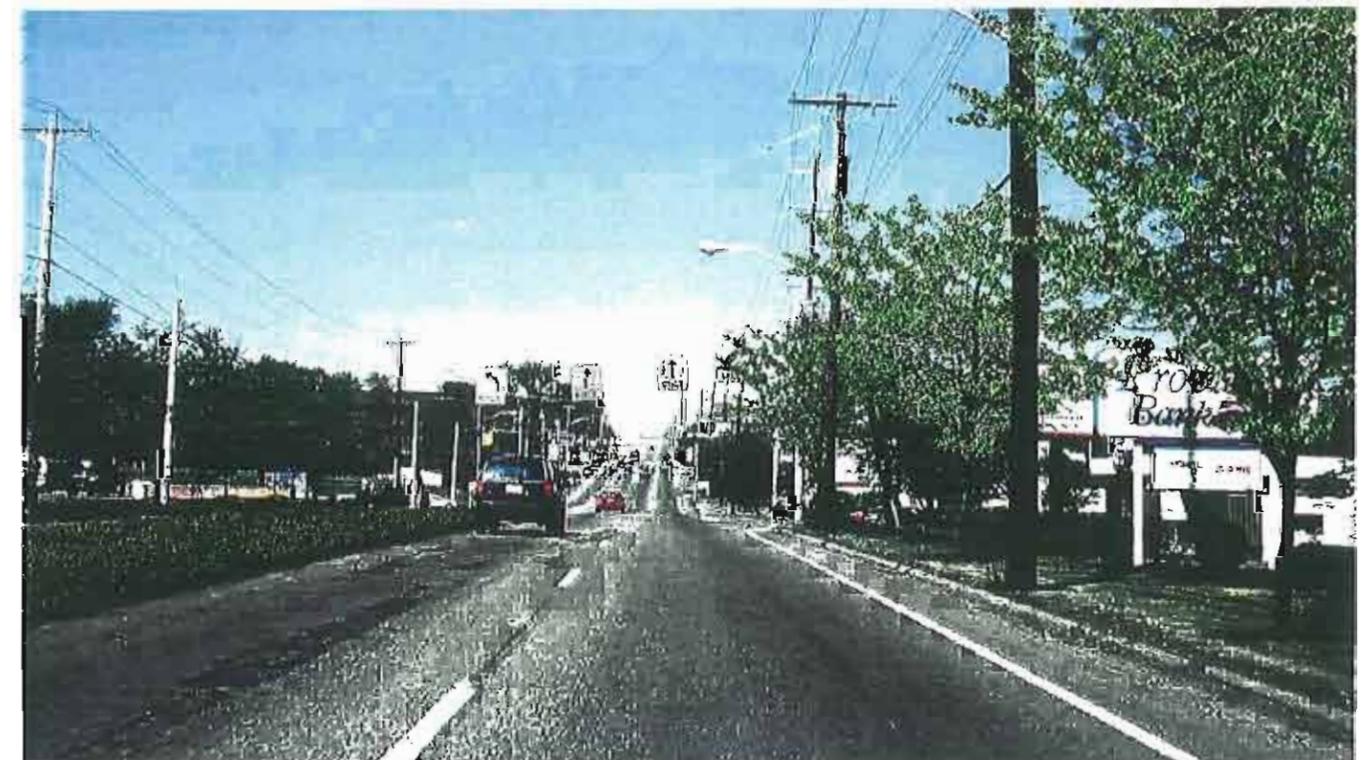
### Green Way

The roadside continuity of green will be supported by earth berms 24' side and 3' high over pavement bottom of curb, following the Kroger example. The edge of green is recommended to be a low maintenance Juniper shrub that will maintain a desired 12" - 18" height.

Driveway punctures to the business property would have a defined curb edge and grade back to meet visual site lines requirement for entering the state right-of-way.

Supporting the green way appearance is the proposed median safety improvement with similar landscape limited to 24" height over pavement. The median 12' land would permit required left turn capacity at intersection with the majority of the median becoming landscaped creating the green way continuity and safety.

The green way provides a significant edge definition and legibility context to enhance site signage. The green way receives additional cover at the designated eight green breaks where trees are located





to add a rhythmic interruption to the undefined potential for gateway identity to neighborhoods and businesses.

The identity impact of the landscape foil is significant and will magnify definitive character sensitivity for each scale assisting wayfinding.

### Community Plan Community Pattern Influences Landscape Identity

**Sectors 1 through 3** (west), Mt. St. Mary to Salem Dominant single family residential neighborhood context controls the compressed commercial zone. In many sections, homes front the corridor in a variety of impact from open to sheltered, mature green woodland.

**Sectors 4 through 6**, Five Mile to Nagel The evolution to larger lot platform for expanded commercial development was promoted in county zoning plans. Residential retreated from frontage locations. A mix of small out-dated business and residential properties remain. Major access from Beechmont to higher density residential and institutional uses concentrates movement demands and identity requirements. The single family on larger lots in these sectors have reacted to less developable terrain where the large format commercial flattened sites and channeled drainage to maximize retail coverage. Core community functions include the mall, high school, middle school, government and healthcare

**Sectors 7 through 8** (east) Eight Mile to I-275 Communities centered on Eight Mile, Summit School Avenue and Ayers School, relate to the Cherry Grove Center extending to I-275. The large commercial centers and highway related commercial franchises value these locations. A mix of property frontages with deep commercial and higher

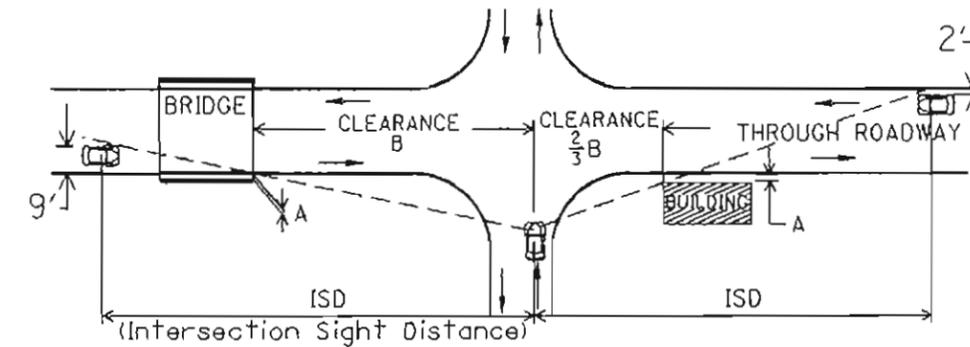


DIAGRAM A - HORIZONTAL COMPONENTS ODOT  
A = offset from edge of pavement to obstruction

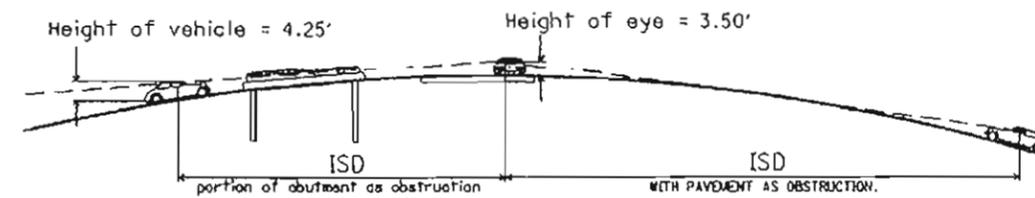


DIAGRAM B - VERTICAL COMPONENTS ODOT

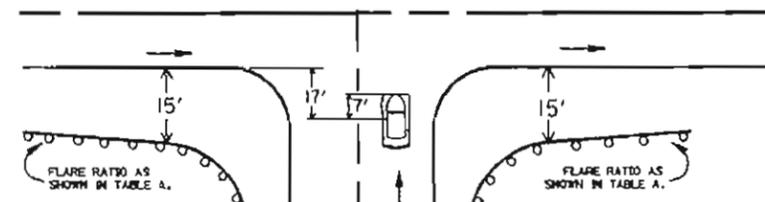


DIAGRAM C - WAITING VEHICLE ODOT

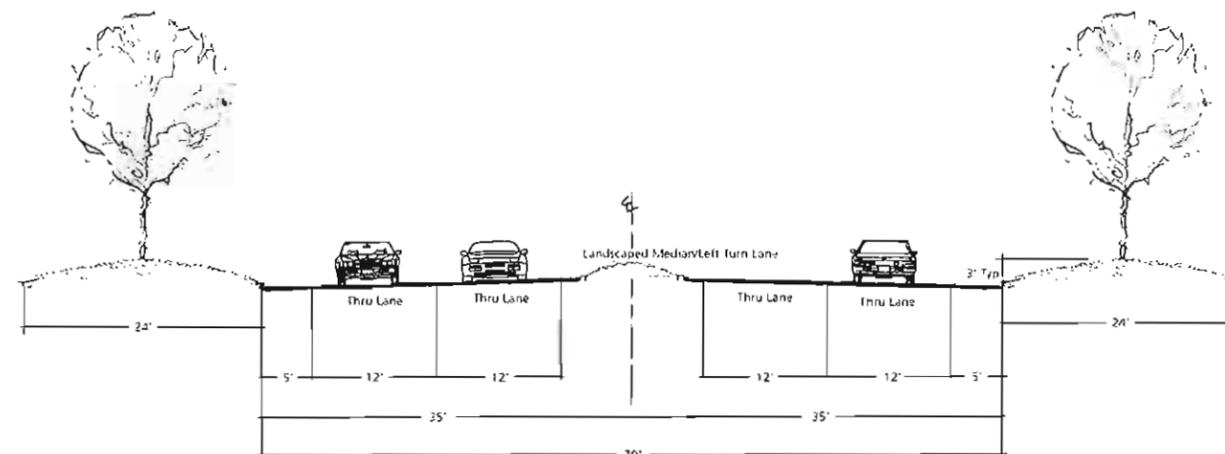


DIAGRAM D - SECTION GREEN BREAK

density residential development and ancillary services differentiate the residential fabric. ( See also Sector 8 section)

### Terrain and Road Alignment

The sensual experience of driving Beechmont is structured by the terrain. The roll of the land produces vistas and enclosures. The view shifts with vertical and horizontal geometry with roadway curvature. The terrain impacts development character and distribution.

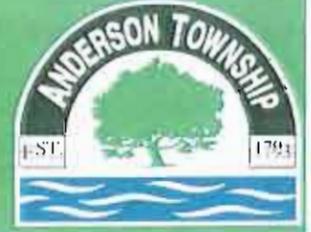
Sector treatment recommendations identify green break trees with consideration of views angle impact for the driver and continuity.

### Terrain Design Summary Sectors 1 through 8, Moving West to I-275.

**Sector 1** falls to a low drainage area that bounds the Mount Saint Mary property and Beech Acres. The location of the gateway to Anderson moving eastward, has great visual impact with the downward slope.

**Sectors 2 and 3** rise to the east with the road curvature at Guardian Angels Cemetery at Salem there is excellent view control and impact with tree placement accenting the Beech Acres frontage and the cemetery. The promontory intercepted near Collinsdale allows a momentary yet dramatic skyline view out to Sector 7 and the Water Tower landmark. Indeed from this highpoint the entire stretch of Beechmont extends with curvature toward I-275. The view shed looking west gives a contextual view with green skyline.

**Sector 4** levels at Five Mile and climbs eastward toward Asbury where the shift in curvature occurs, which makes the high point view of the green break of the Kroger frontage successful moving westward.



**Sector 5** The road descends easterly toward Witt where alignment shifts north to south toward Nagel. Immaculate Heart of Mary property near a moderate low point in the terrain provides a high impact green break potential.

**Sector 6** The high point at Comboni – St. Timothy makes the green break significant at the road curvature shift at Nagel.

**Sector 7** Eight Mile high point intersection provides a dramatic vantage point east and west, especially west toward Nagel. The abundant green

**Sector 8** The curvature toward I-275 makes a dramatic entry and the rise in grade toward Cherry Grove provides a positive sequence. The view dimensions change and create potential for an alternate contextual experience with containment from the terrain and road alignment.

## Landscape Improvement Strategy

Implementation of the landscape concept requires a strategy that supports a sense of change over the entire corridor. The incremental investment requires the rhythmic continuity of green breaks to initiate the desired impact on the corridor.

Green breaks developed on sites with stakeholders supportive of community improvement are the focus of the development plan. Identifying the focus for success in the first tier will encourage and enlist the remaining properties.

Initial identification of green break opportunities was distilled from the field analysis and reconnaissance. Public meetings and first tier stakeholder meetings supported the landscape development strategy.

The sense of the community plan context further informed the green break locations in eight sectors. The green breaks give rhythmic cues for

wayfinding and support an enhanced identity.

Developing medians with approval of ODOT will require several years and the generation of business community support. As the medians restrict and focus left turn events to intersections, upgraded wayfinding for businesses will accompany the benefit from safer access and the regeneration of business interest.

## Corridor Landscape Improvement Catalysts

Private property improvements require inducements in terms of a range of potential benefits for supporting the comprehensive vision of the corridor.

**Collective purchasing power** for installation and maintenance contracts.

**Tax relief** for donated property with covenants controlling land use cover.

**Tax relief** for donated green areas from private property assets.

**Transfer of development rights** to assist relocation for business improvement, achieving a new market dynamic.

**Beechmont Development Corporation** can act to improve market mix, encourage green breaks and become a proactive participant in creating the new Beechmont. The comprehensive market interests can benefit with a public / private partnership.

**Special license** enabling the public to plant and maintain landscape on private property aligned with Beechmont.

**ODOT** Traffic safety enhancement accomplished

with 10' median low-level landscape to I-275.

Express intent and request guidance and support in process.

Coordinate with County Engineer to cover both jurisdictions encompassed in sectors 1 through 8.

Schedule of process, funding, implementation.

Specification, detail, design section.

Cost estimate development.

**Stakeholders / Business** Establish the quality of leadership, investment and the level of desire to move Beechmont into a higher level upscale market response. The public requires private investment leadership.

Seek advice from leaders on support development; market sense and help from public sector in generating change.

Promote the opportunity to first tier: banks, realtors, auto sales, and corporate quality consumer businesses.

**Legal Support** Motivation for the business / investment sector requires inducements to match investments. The public requires easement to promote a maintained collective look on private property.

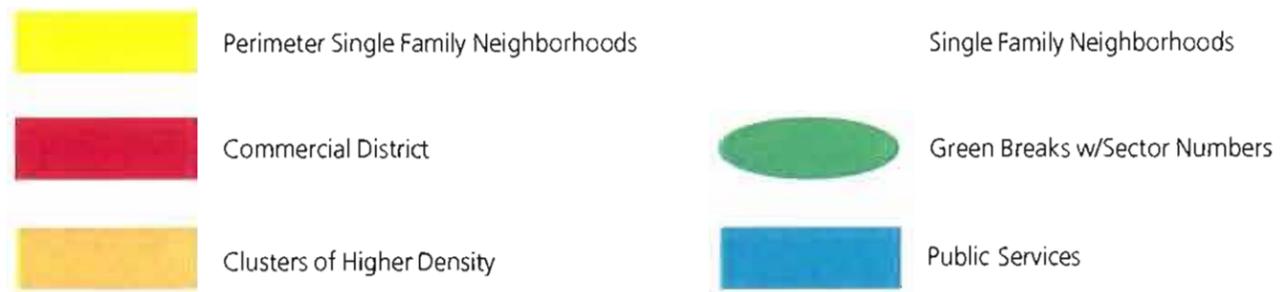
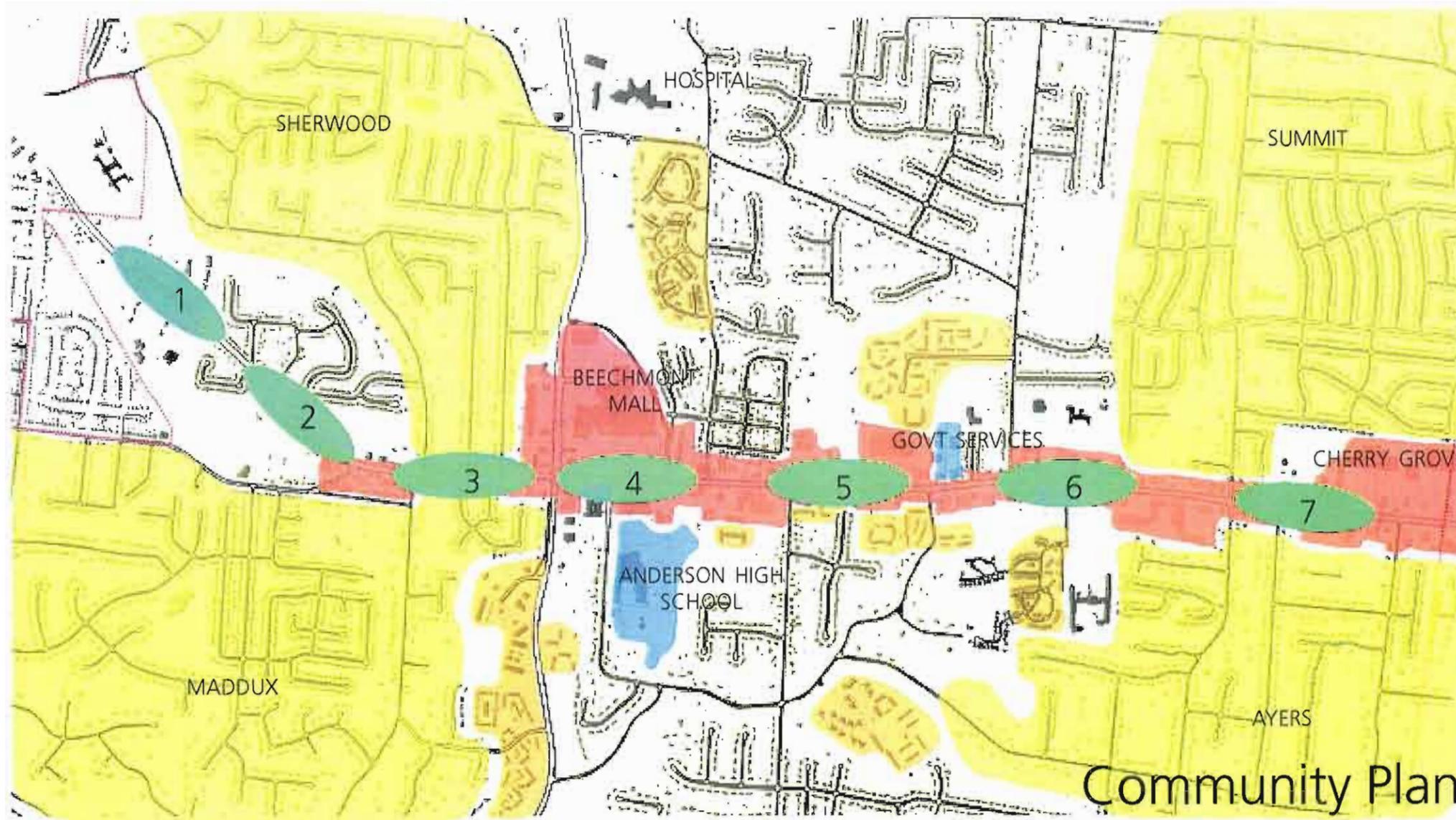
Create maintained landscape easements parallel to the current right-of-way or within the proposed right-of-way.

Landscape easement permits not for profit, fee based entity to create and maintain appearance consistent with business aspiration and community upscale standard.

Tax incentives assist public direction; deal participation public / private.

Zoning standards, code review and enforcement penalty, strengthen the enactment of consistent change.

Anderson Township Development Corp. (ATCO) permits property acquisition, market, intervention to shape the future development pattern consistent with public / private agreement. Transfer development rights; purchase turnover deal; eminent domain; billboard sunset; etc.



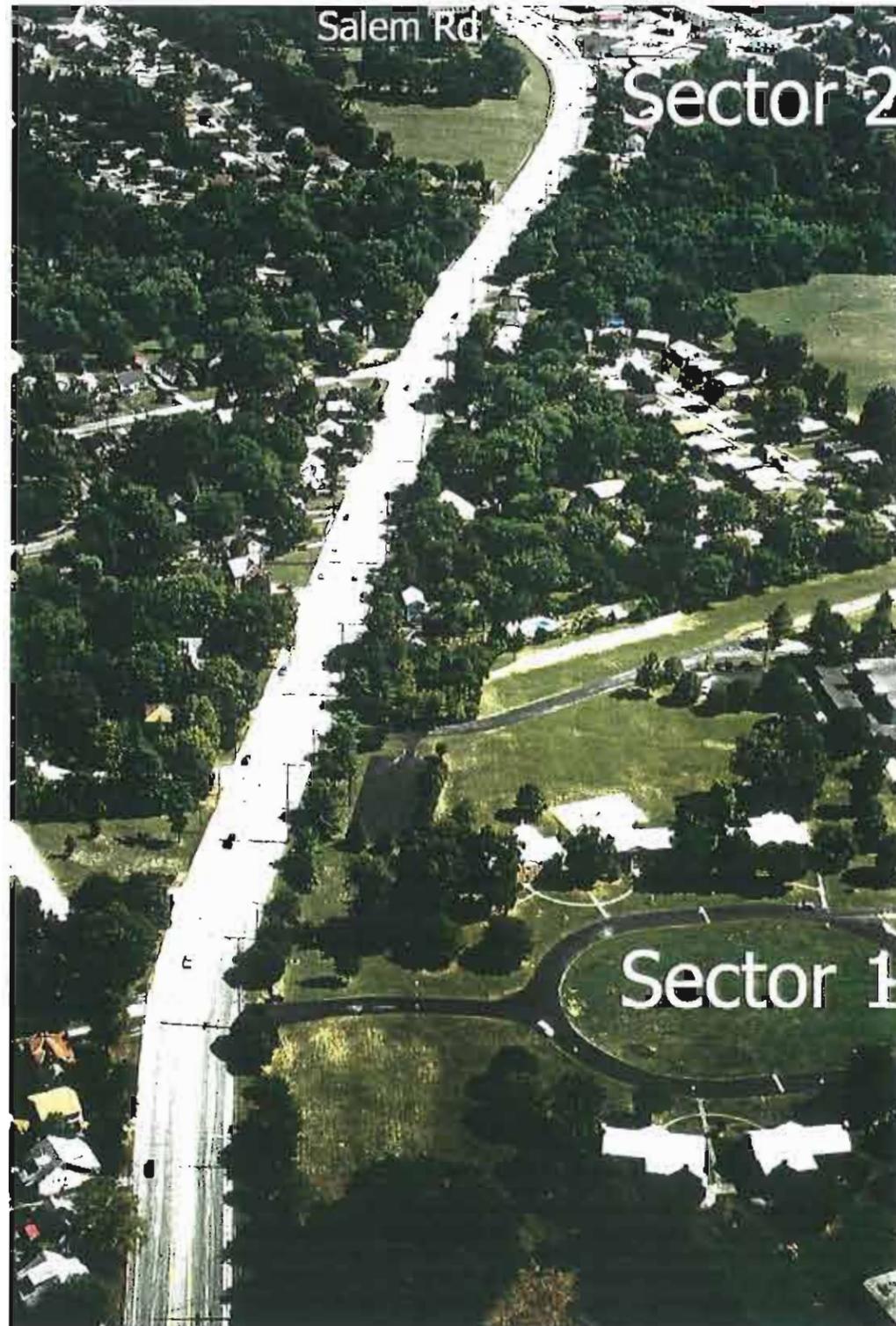


fig 1.1 Aerial view of Beechmont Ave, Sector 1 looking east onto Sector 2

**Sector Concept Design Presented 1 – 8,  
West to East**

**Sector 1**

**Mount Saint Mary's to Beech Acres**

The western entry to Anderson Township benefits from two large scale properties dominated with a grand park landscape (fig 1.1). Mount St. Mary's Seminary green park appearance provides an excellent roadside view in each direction of travel. Few curb cuts continue the green context. Near the bottom of the slope, the terrain is wooded and unmaintained in the creek bottom. Continuity of experience toward Beech Acres would be improved if woodland were selectively thinned and treated in concert with the character dominant on the major properties. The residential frontages contribute a range of suitable evergreens to the view experience.

The green context provides excellent image quality supporting community aspirations. Identity and wayfinding will be visually legible due to green background.

The **'green break'** is located to extend and link the positive large green frontages (fig 1.2, 3, 4, 5, &6). Cooperation of property owners on small frontage lots will be critical to the priority improvement. Specific site work recommendations for the low lying woodlands on both sides of the road and attention to a variety of free-standing trees would enhance the sense of continuity of the township gateway entry. Absence of commercial zoning benefits the entry character and will contribute to the significance of identity.

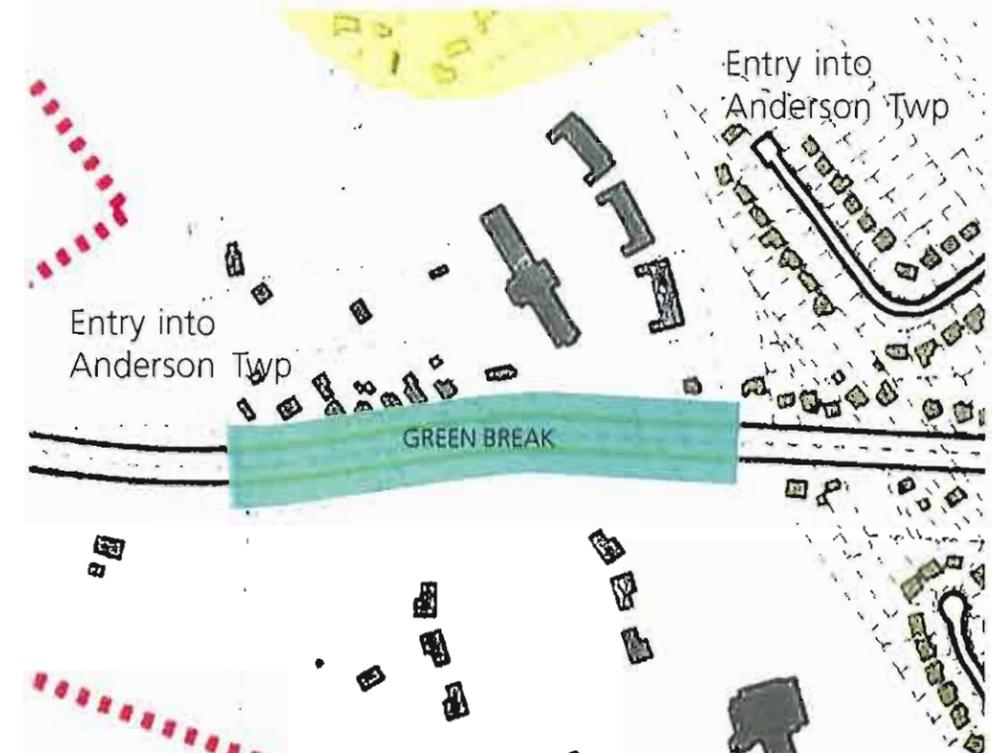


fig 1.2 Concept plan of Sector 1



fig 1.3 Proposed plan of Sector 1



fig 1.4 Enhanced view of Sector 1 looking east onto Sector 2



fig 1.5 Existing view of Sector 1 just entering Anderson Twp heading east



fig 1.6 Enhanced view of sector 1

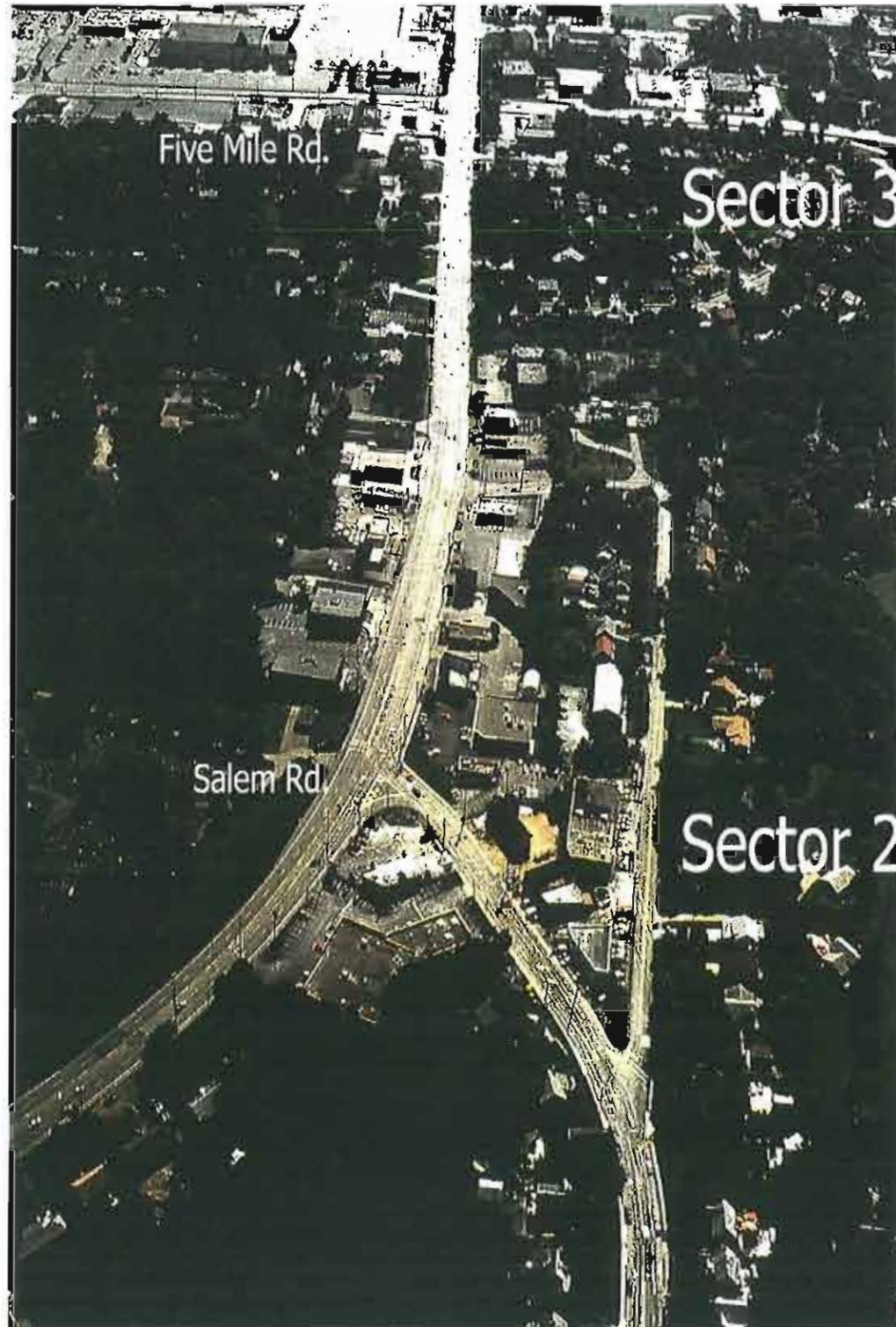


fig 2.1 Aerial view of Beechmont Ave, Sector 2 looking east onto Sector 3

Sector 2

Beech Acres –  
Guardian Angels Cemetery – Salem

Beechmont ascends the slope toward Salem where neighborhood (centered on Maddux School and Sherwood) commercial businesses prevail on small frontage lots with limited green frontage (fig 2.1 & 2.2). The Guardian Angels Cemetery has an extended green frontage marked by a dark chain link fence, which, from the driver’s view, does not enhance the experience. The difficulty of the intersection and the frequent curb cuts create a difficult treatment condition. Creek line drainage between Stanley and Tallberry provides suitable lot frontage to consider a ‘green break’ to integrate the approach to the intersection and the onset of untreatable commercial property (fig 2.3). The high neighborhood traffic volume intersection creates a priority.

A ‘green break’ is visually advantageous on the cemetery property in place of the fence, which should be managed further up the slope. Placement of trees relative to private residential lots and limited commercial tree openings would have to be studied in detail. The neighborhood identity experience is enhanced when Salem becomes green at the intersection (fig 2.4, 5, & 6).

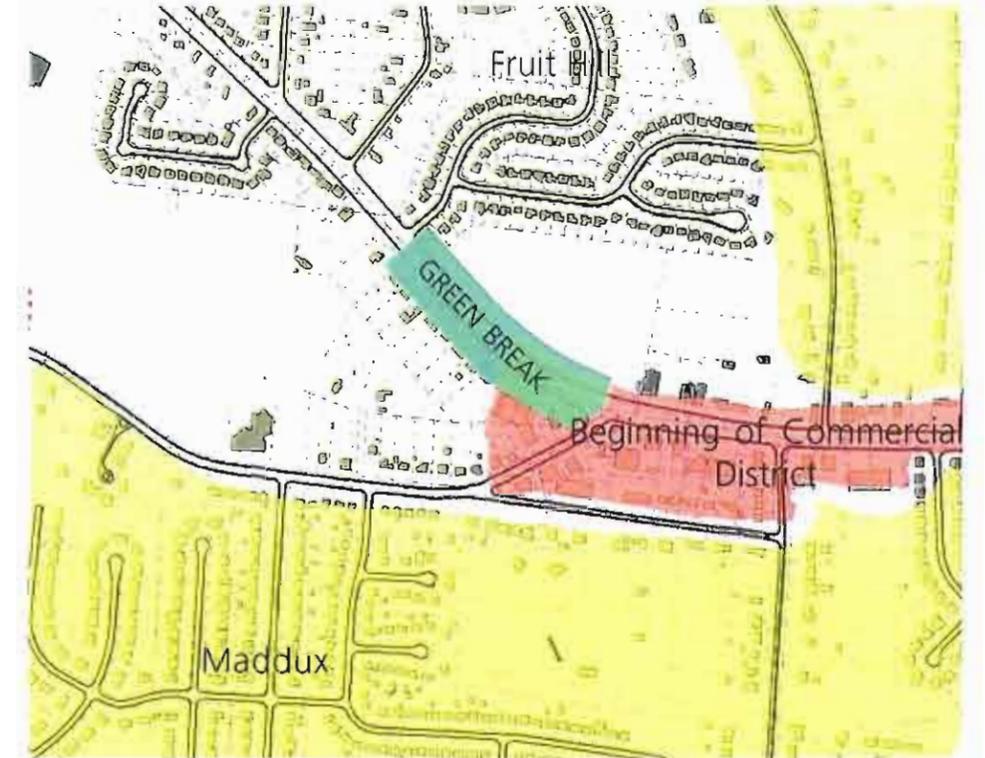


fig 2.2 concept plan of Sector 2

fig 2.3 proposed plan of Sector 2



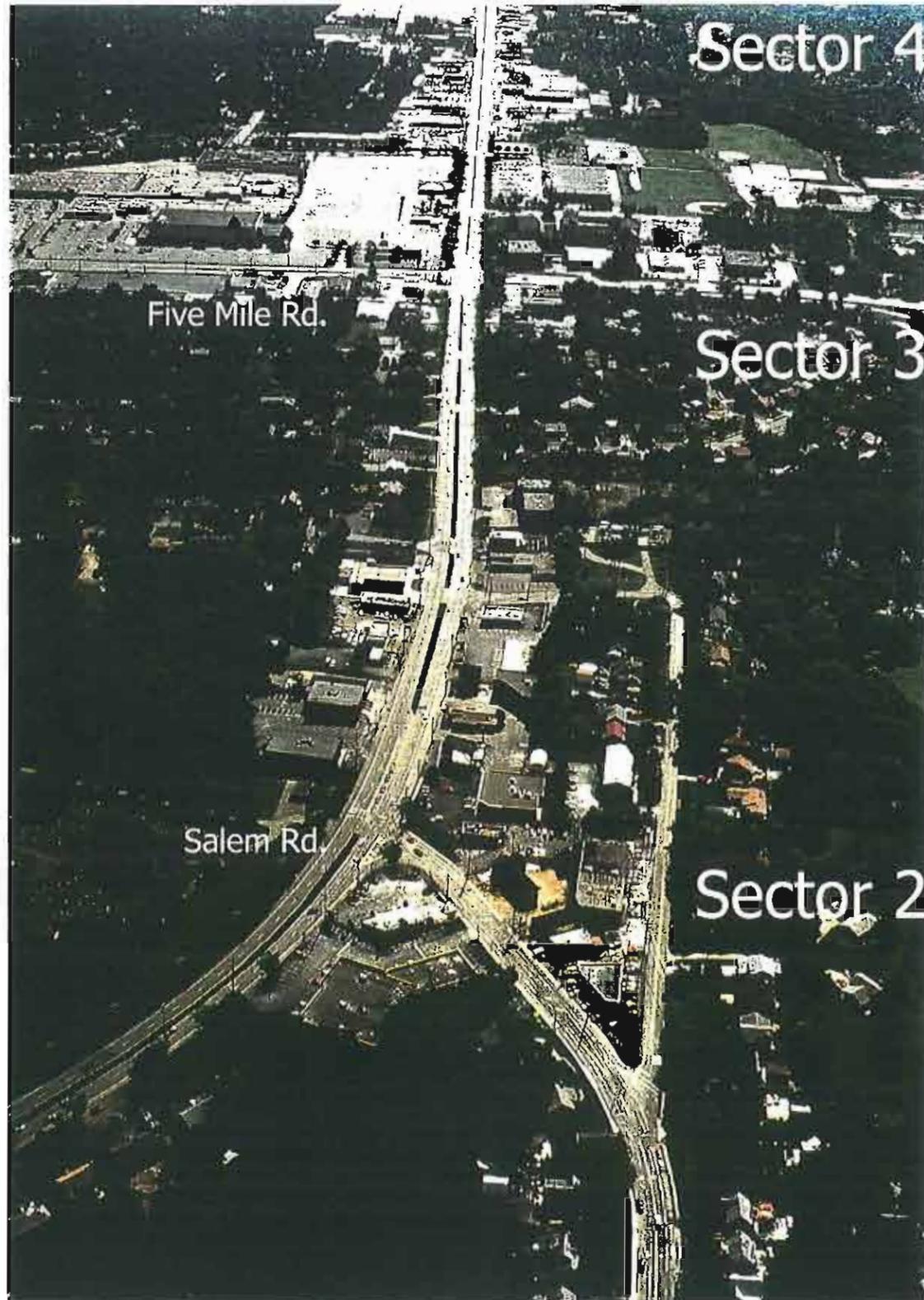


fig 2.4 Enhanced aerial view of Sector 2 looking east towards Sectors 3 & 4



fig 2.5 Existing view of Sector 2 looking west

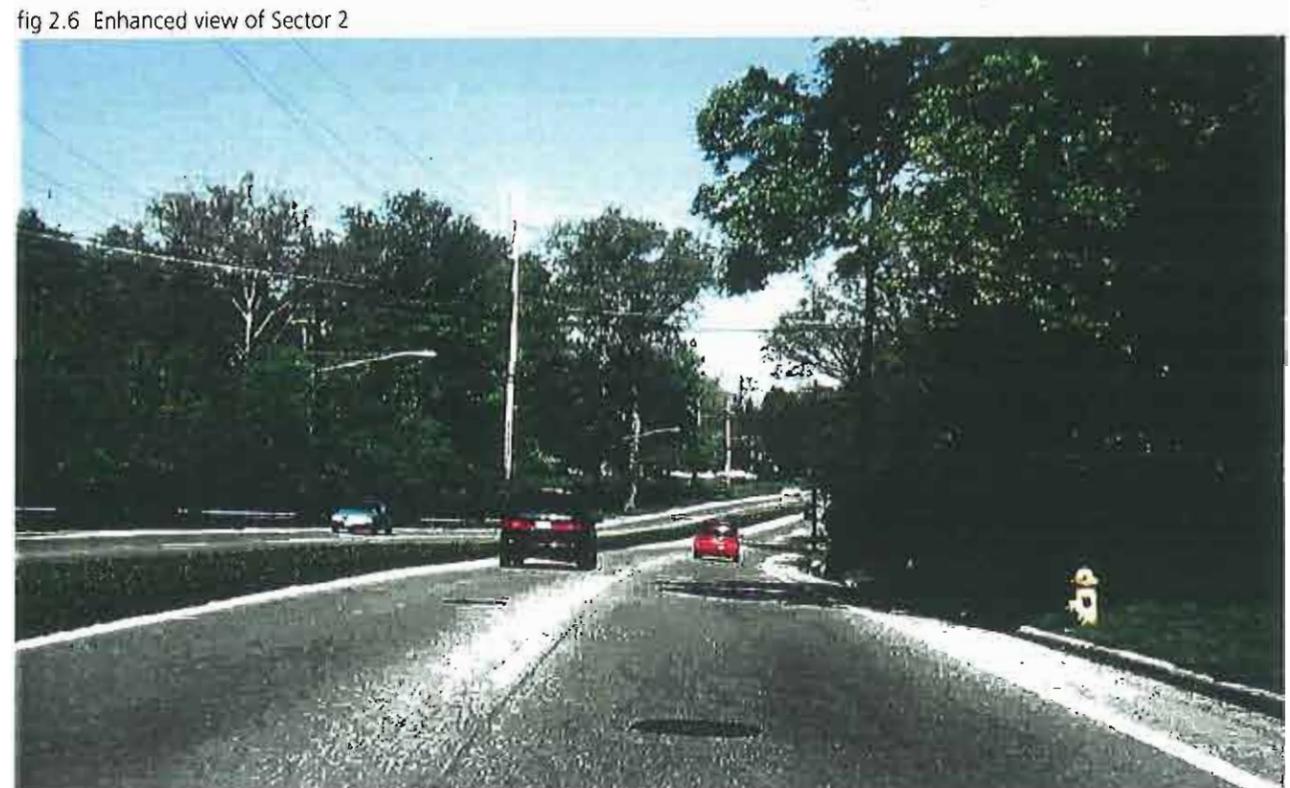


fig 2.6 Enhanced view of Sector 2

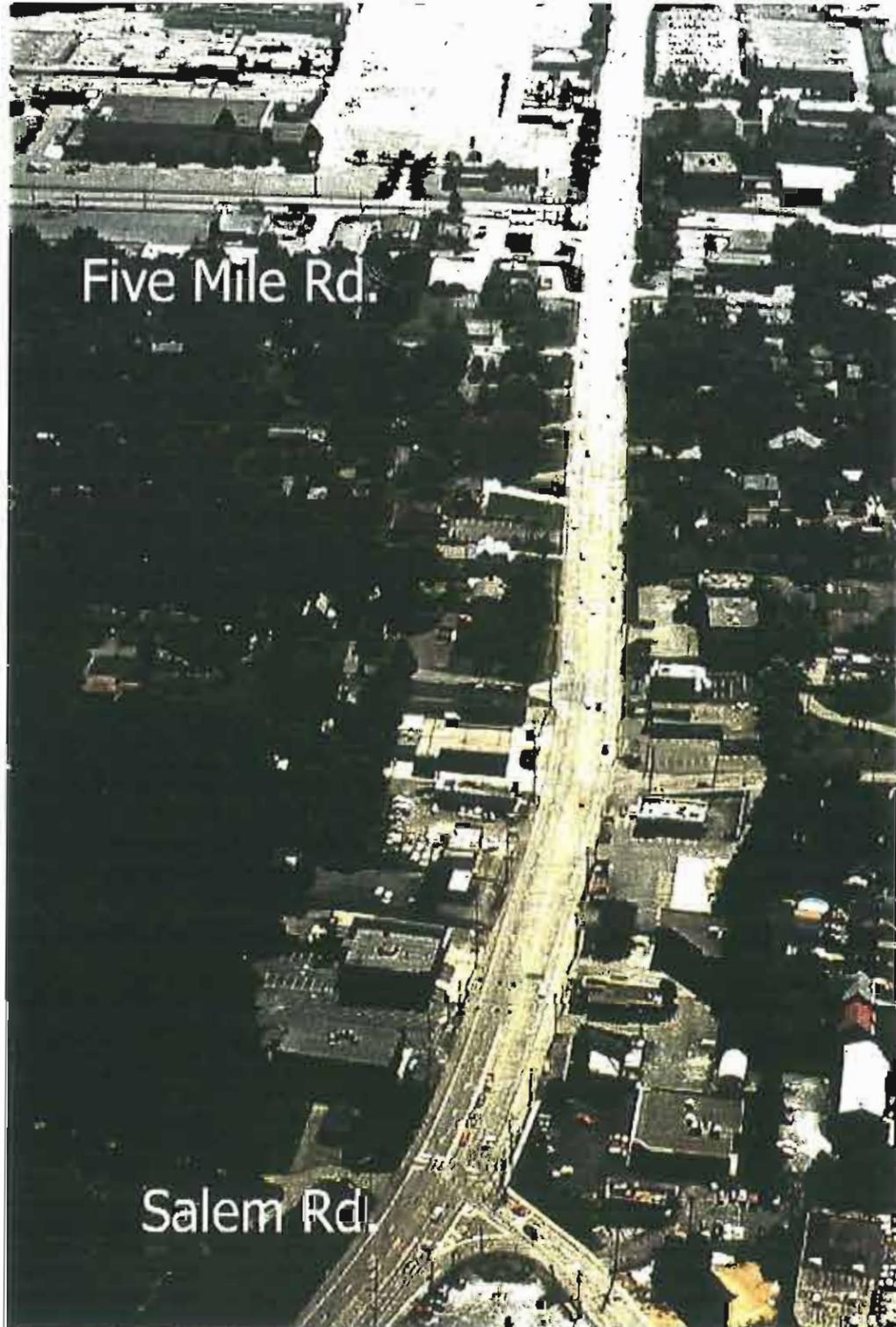


fig 3.1 Aerial view of Beechmont Ave, Sector 3 looking east onto Sector 4

### Sector 3

#### Salem to Five Mile

The commercial frontage west of Paddison and Markley provides negligible opportunity for enhancement beyond independent business facade / sign upgrades (fig 3.1). The parking requirements with limited frontage are constraints. Potential for treatment eastward to Five Mile provides opportunity (fig 3.2). Lots are larger, parking pattern allows green frontage and the existing mature green on residential property masks the utility poles on the south side (fig 3.3, 4, & 6). The larger lot, independent business properties provide ample potential and appropriate grades of slope for trees. Several properties are improperly planted to serve views from the road (fig 3.5). Landscape treatment toward the Five Mile intersection would receive priority. Existing trees should be evaluated with intent to provide a continuous ground plane and tree alignment capability.

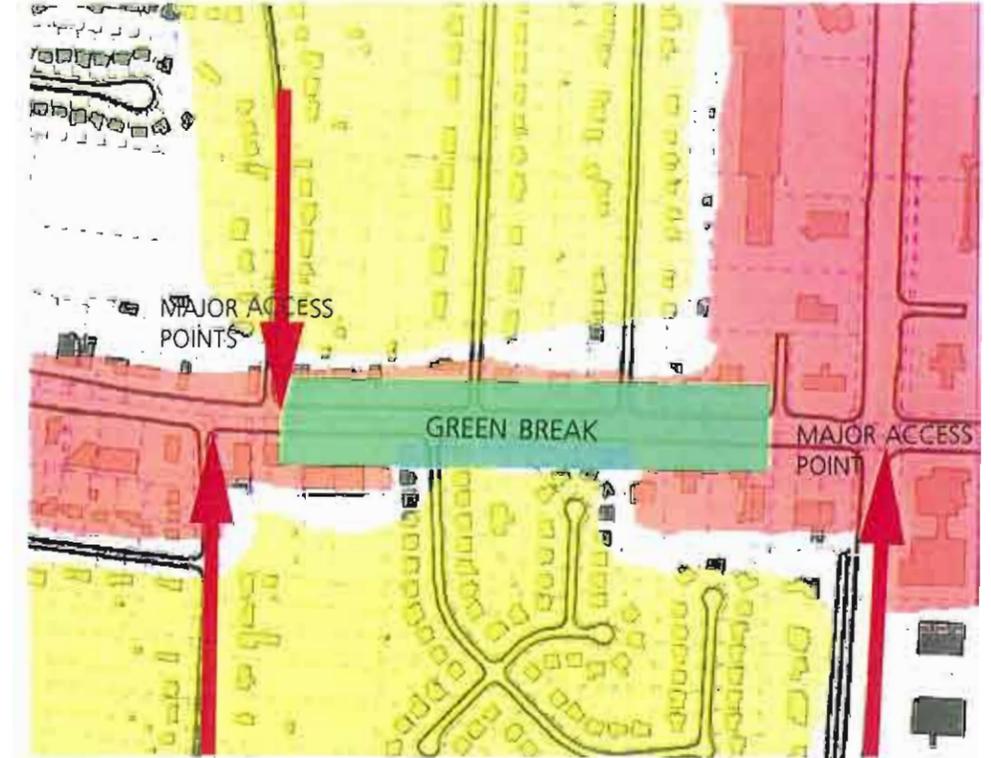


fig 3.2 concept plan of Sector 3

fig 3.3 proposed plan of Sector 3



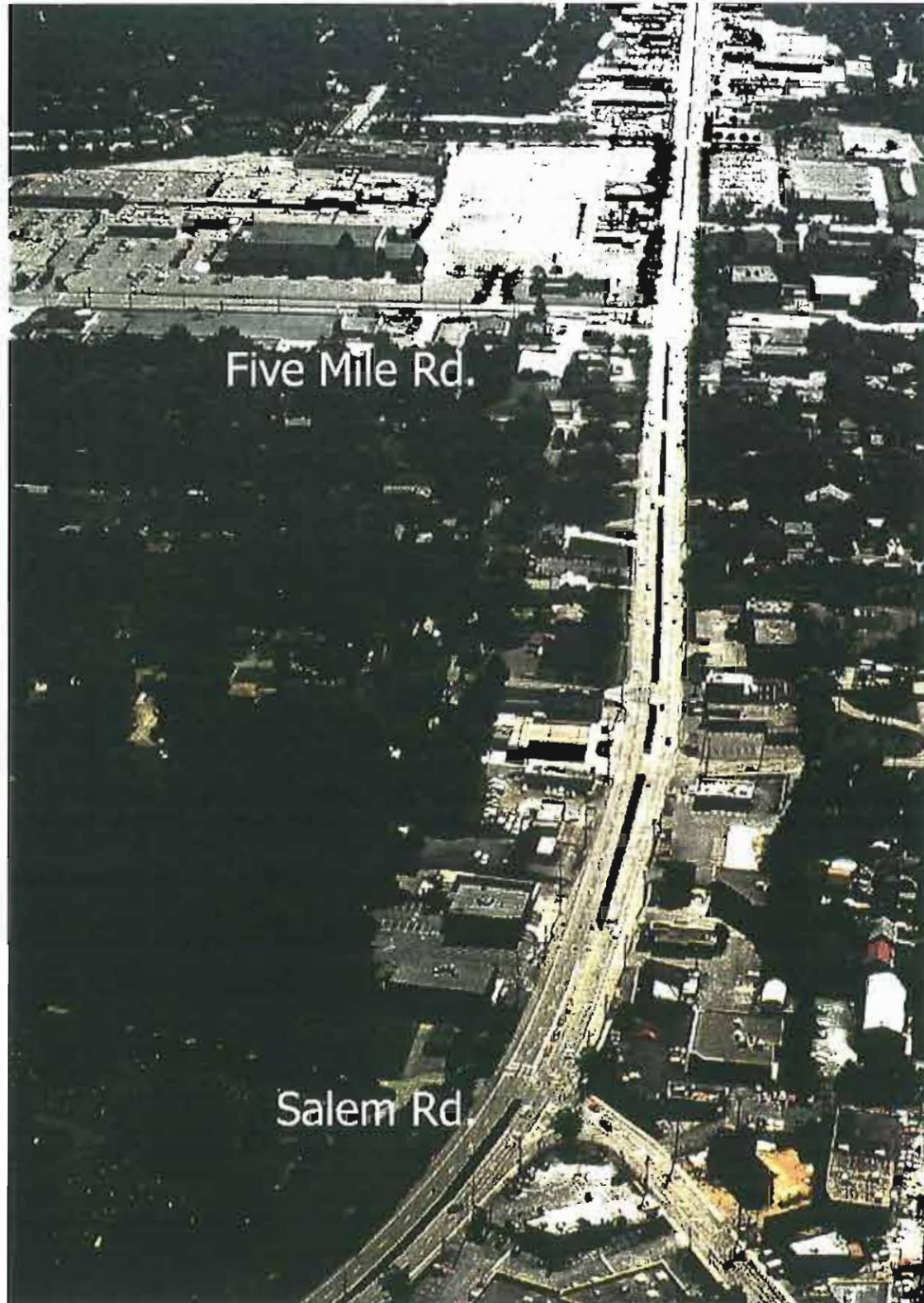


fig 3.4 Enhanced aerial view of Sector 3 looking east onto Sector 4

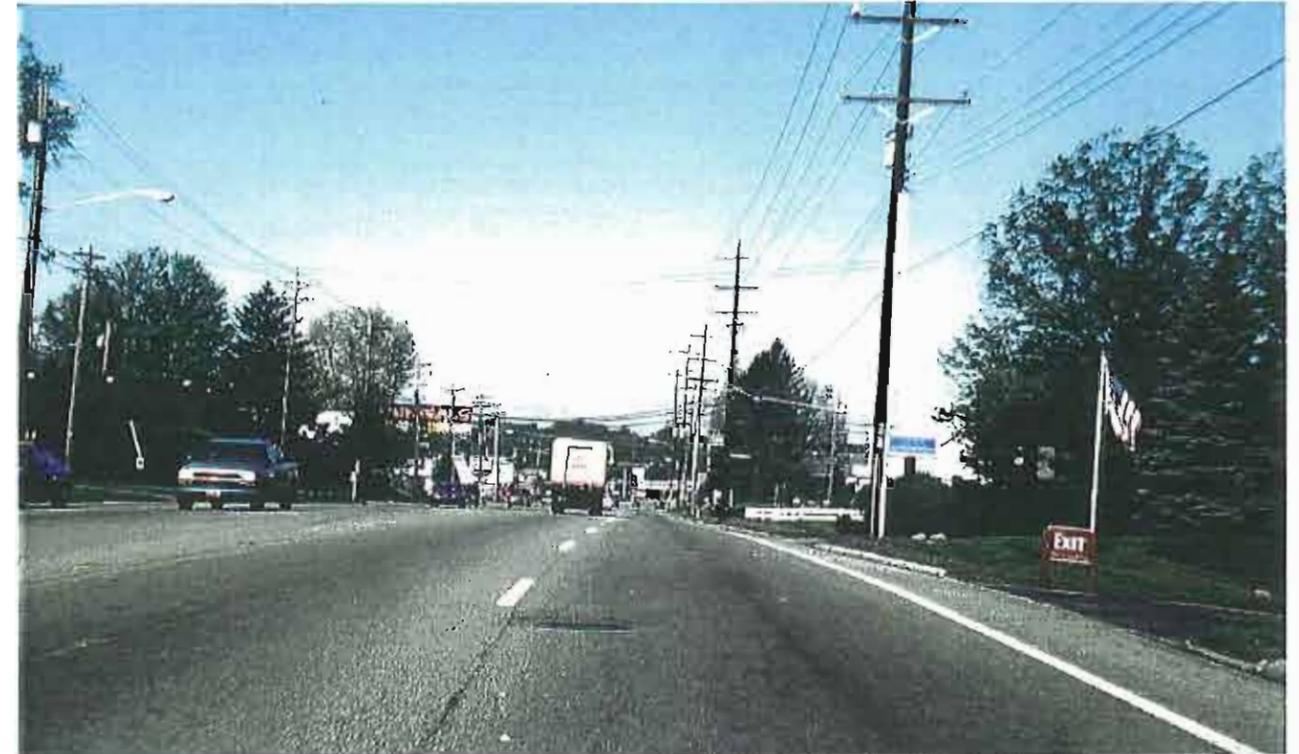


fig 3.5 Existing view of Sector 3 headed west near Rambling

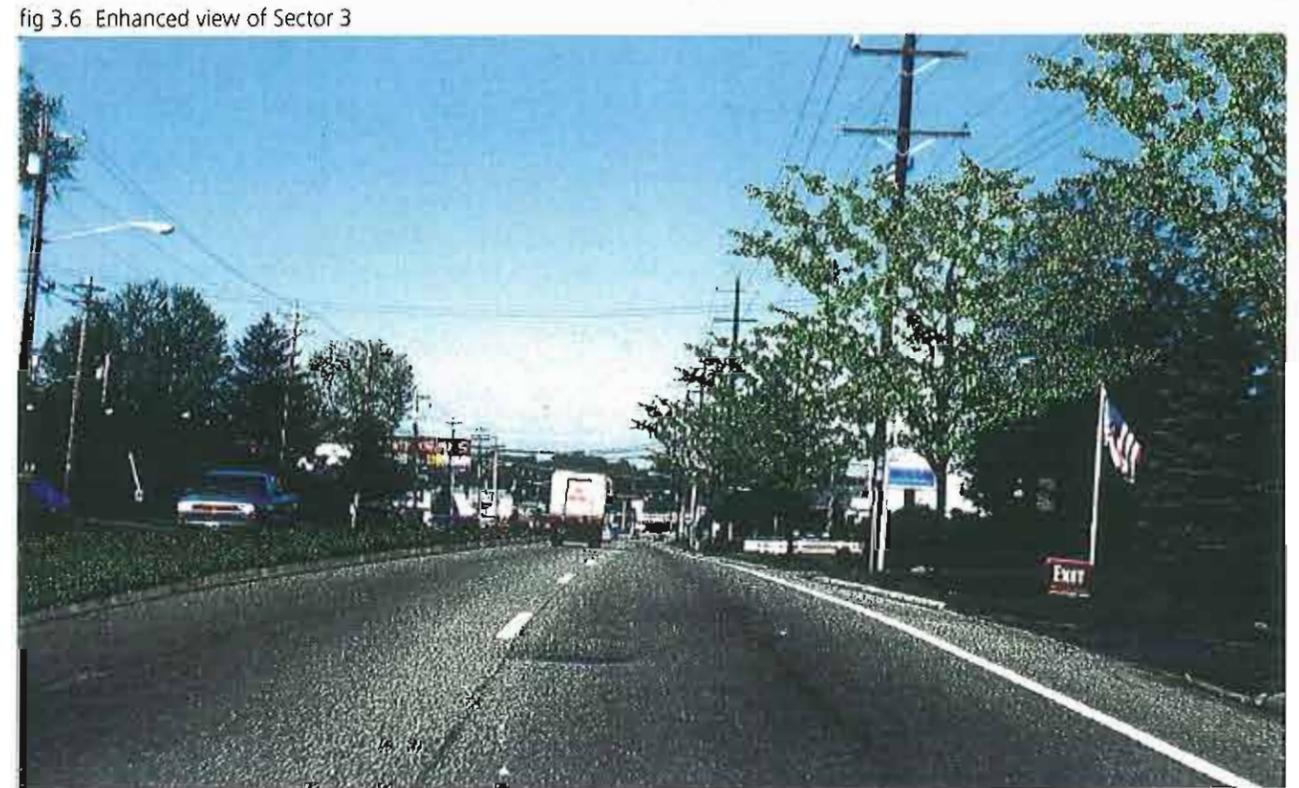


fig 3.6 Enhanced view of Sector 3



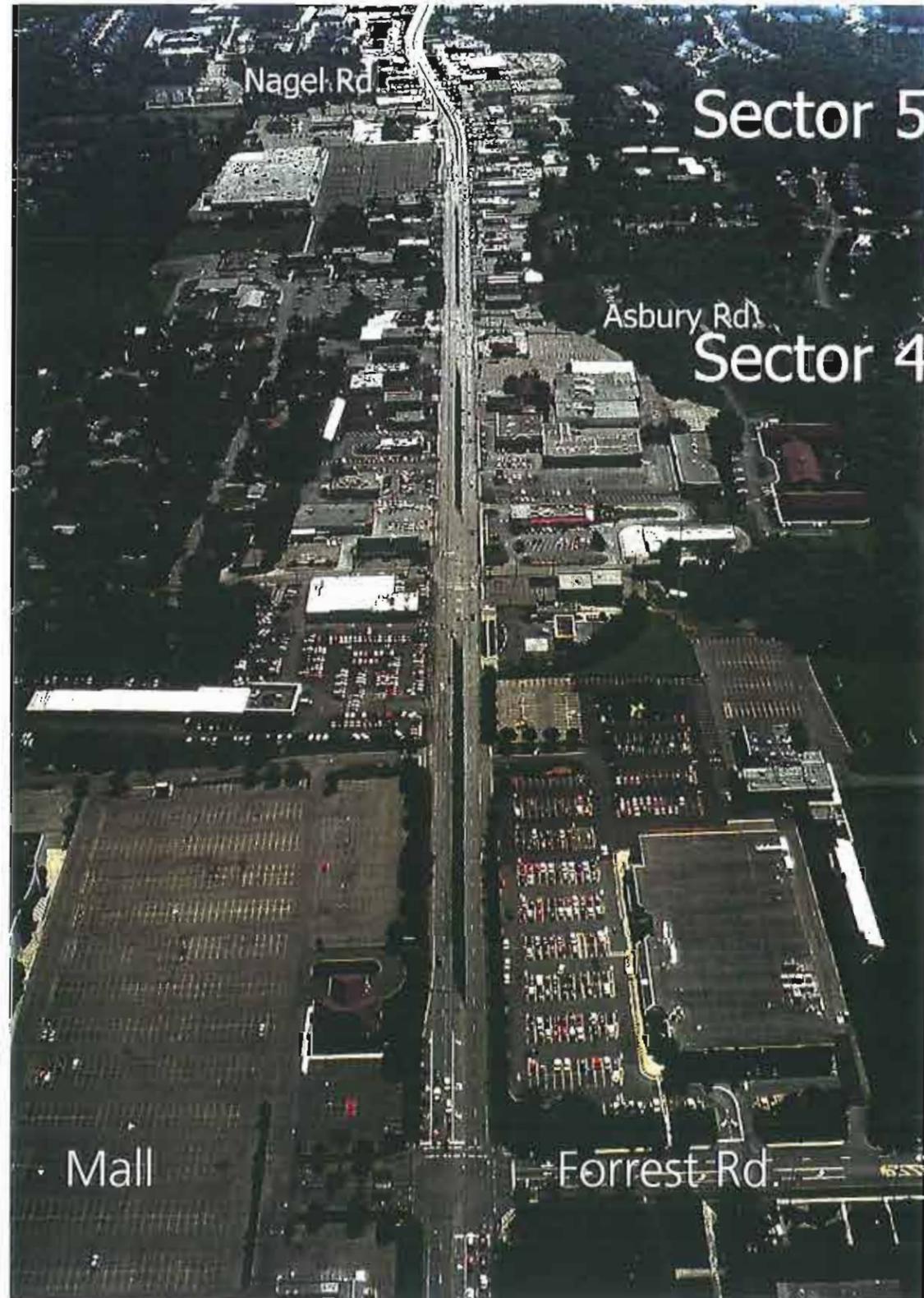


fig 4.4 Enhanced aerial view of Sector 4 looking east onto Sector 5

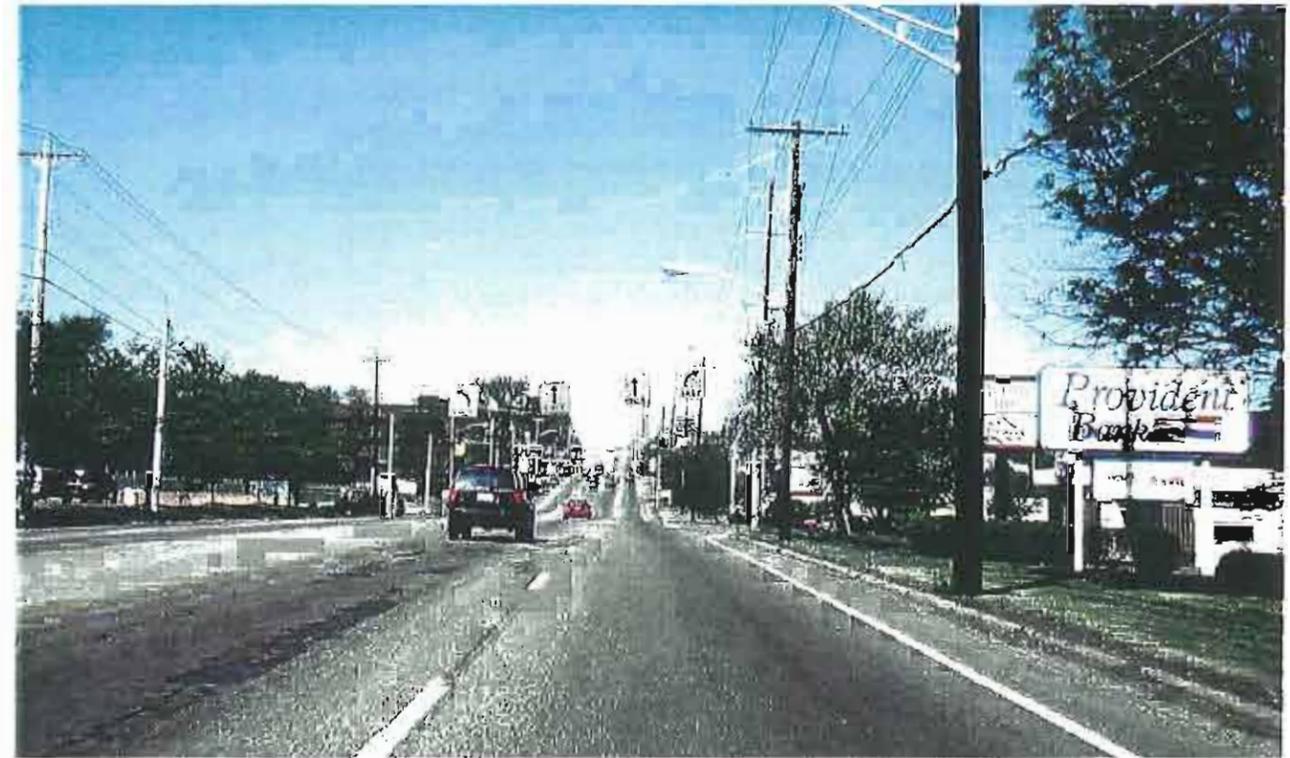


fig 4.5 Existing view of Sector 4 looking west with Kroger's on left

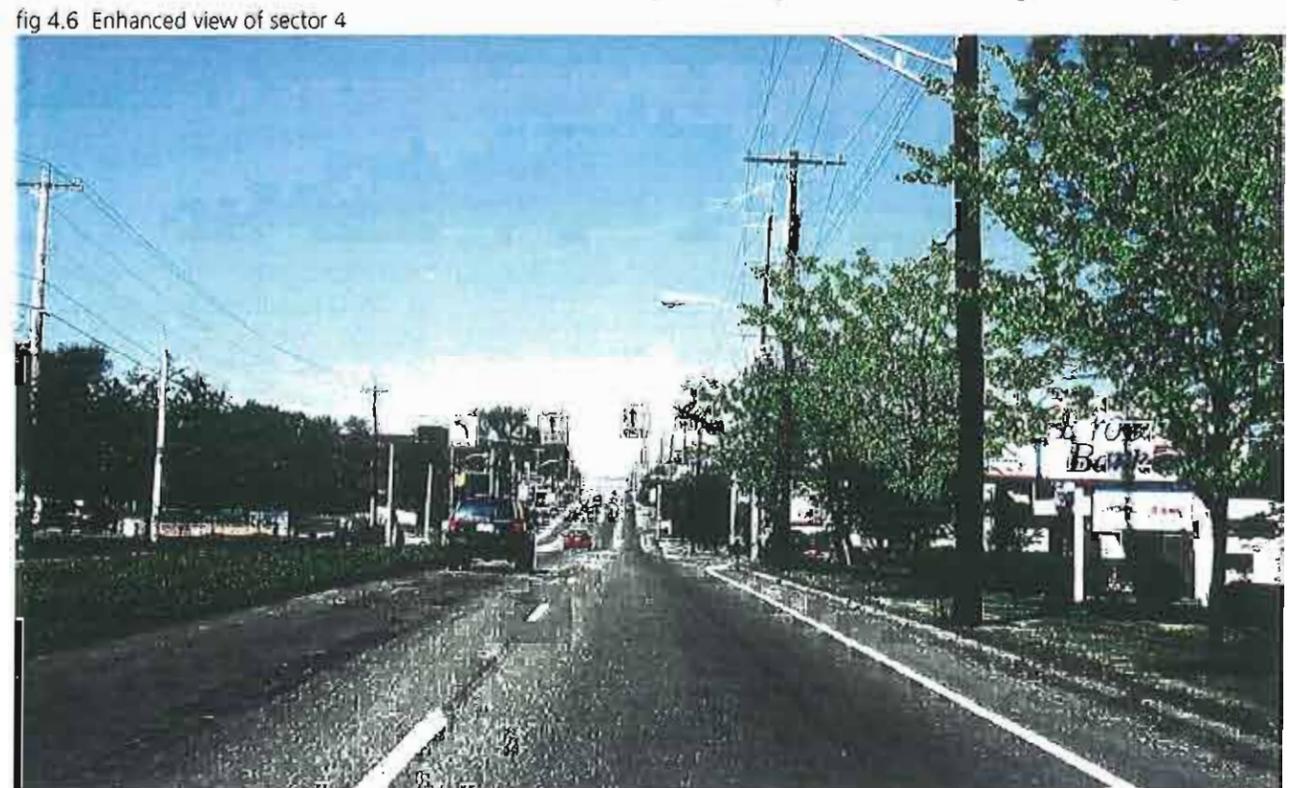


fig 4.6 Enhanced view of sector 4

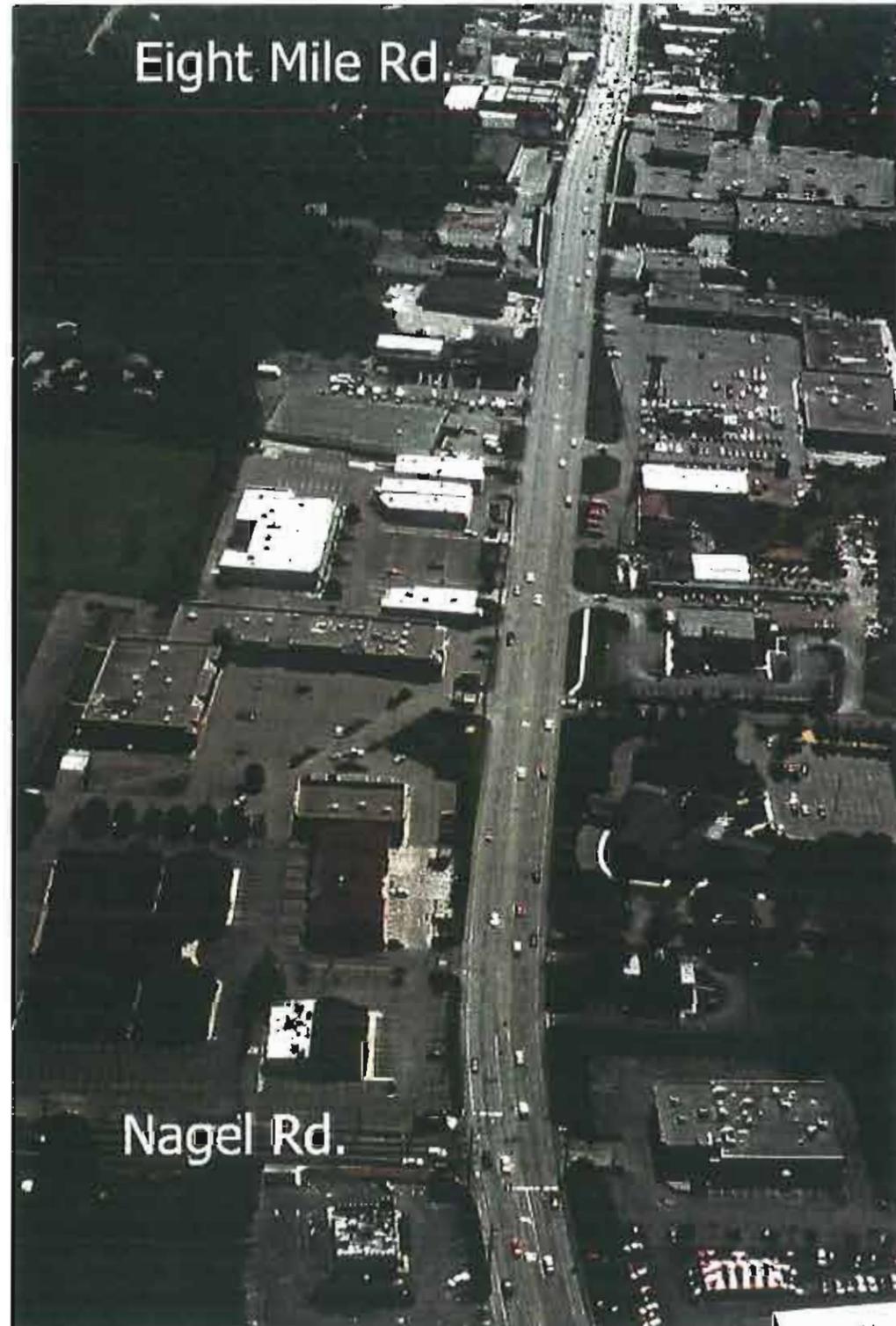


fig 5.1 Aerial view of Beechmont Ave, Sector 5 looking east onto Sector 6

## Sector 5

### Asbury to Nagel

The Immaculate Heart of Mary Church property on the north is revising its image, affecting a 700' frontage. The potential to improve the Asbury connection is enhanced by their leadership. The south side properties require intense interaction with seven owners to equal the impact stimulated by the focused church investment. The density townhouses and apartments seeking identity on the south can encourage the commitment to frontage upgrade (fig 5.1, 2).

Integration of business properties with service roads will improve wayfinding and traffic safety. The diverse facilities and government offices create an important locus of community activity. Heightened identity and wayfinding legibility will be promoted with landscape continuity (fig 5.3, 4, 5, & 6).

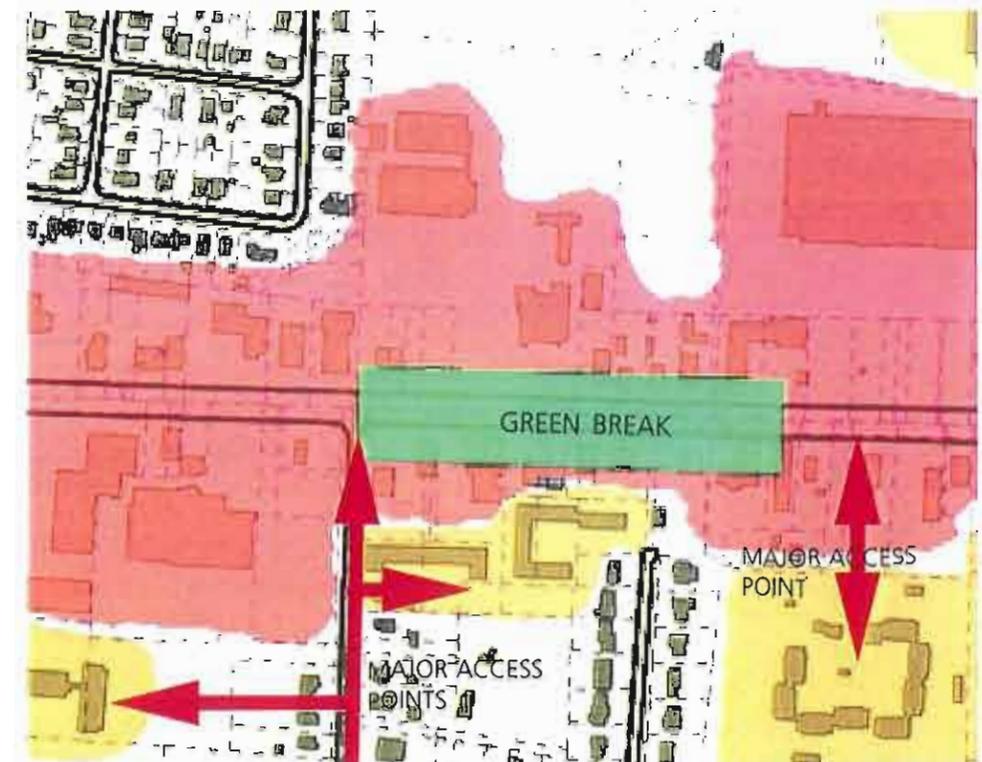


fig 5.2 concept plan of Sector 5

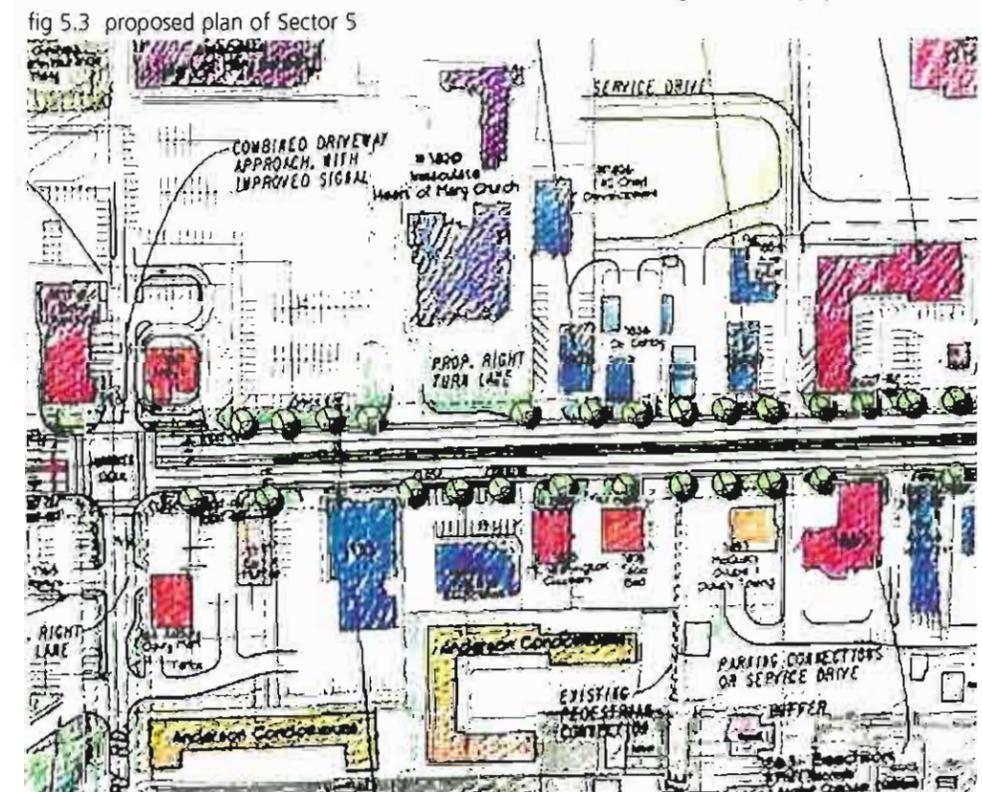


fig 5.3 proposed plan of Sector 5

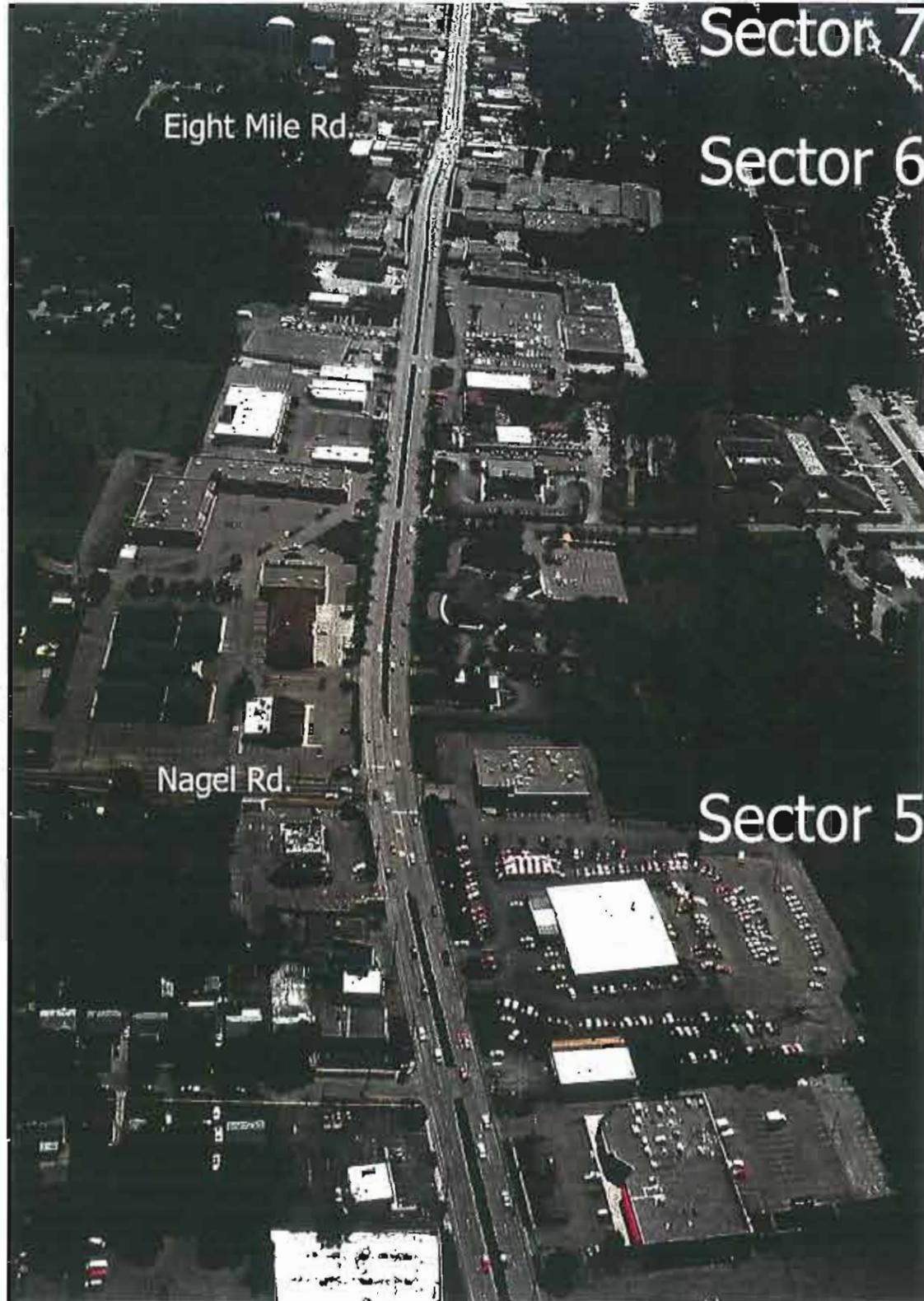


fig 5.4 Enhanced aerial view of Sector 5 looking east onto Sectors 6 & 7



fig 5.5 Existing view of Sector 5 heading west

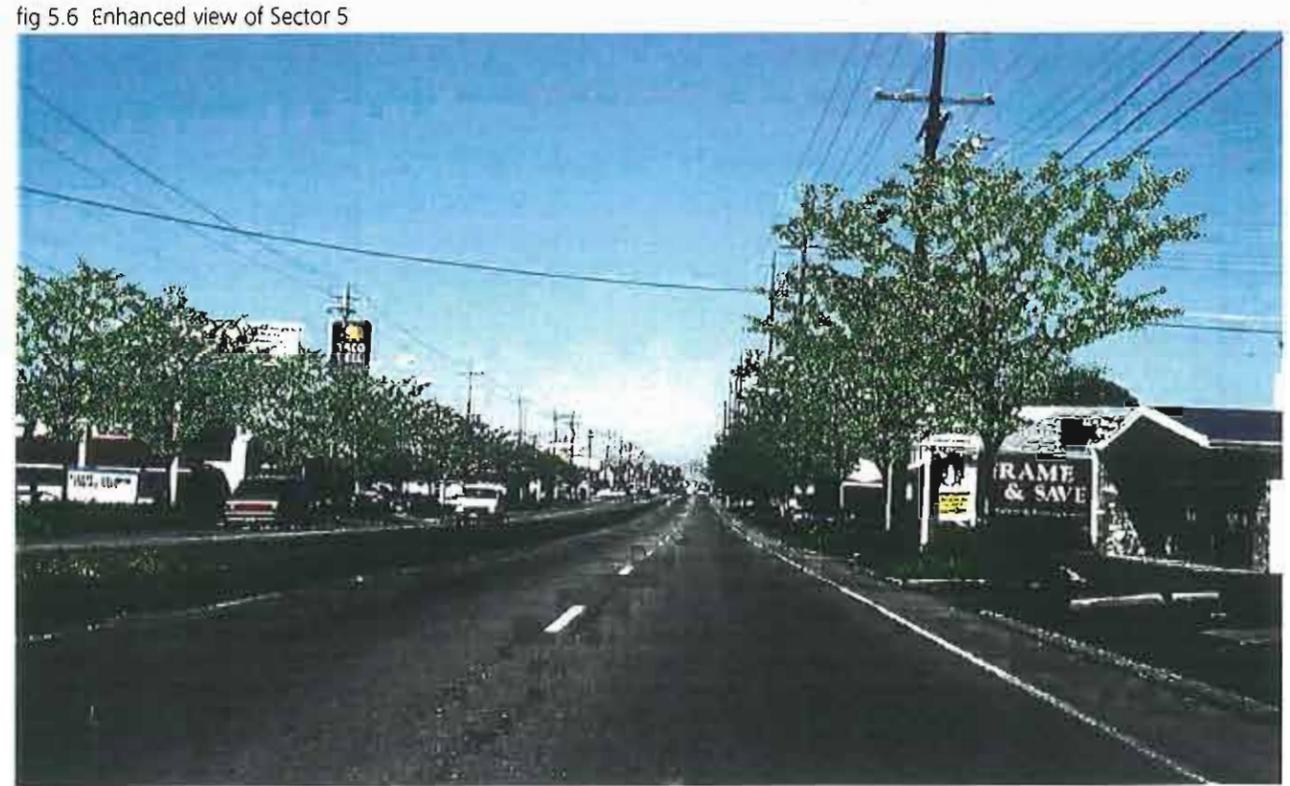


fig 5.6 Enhanced view of Sector 5

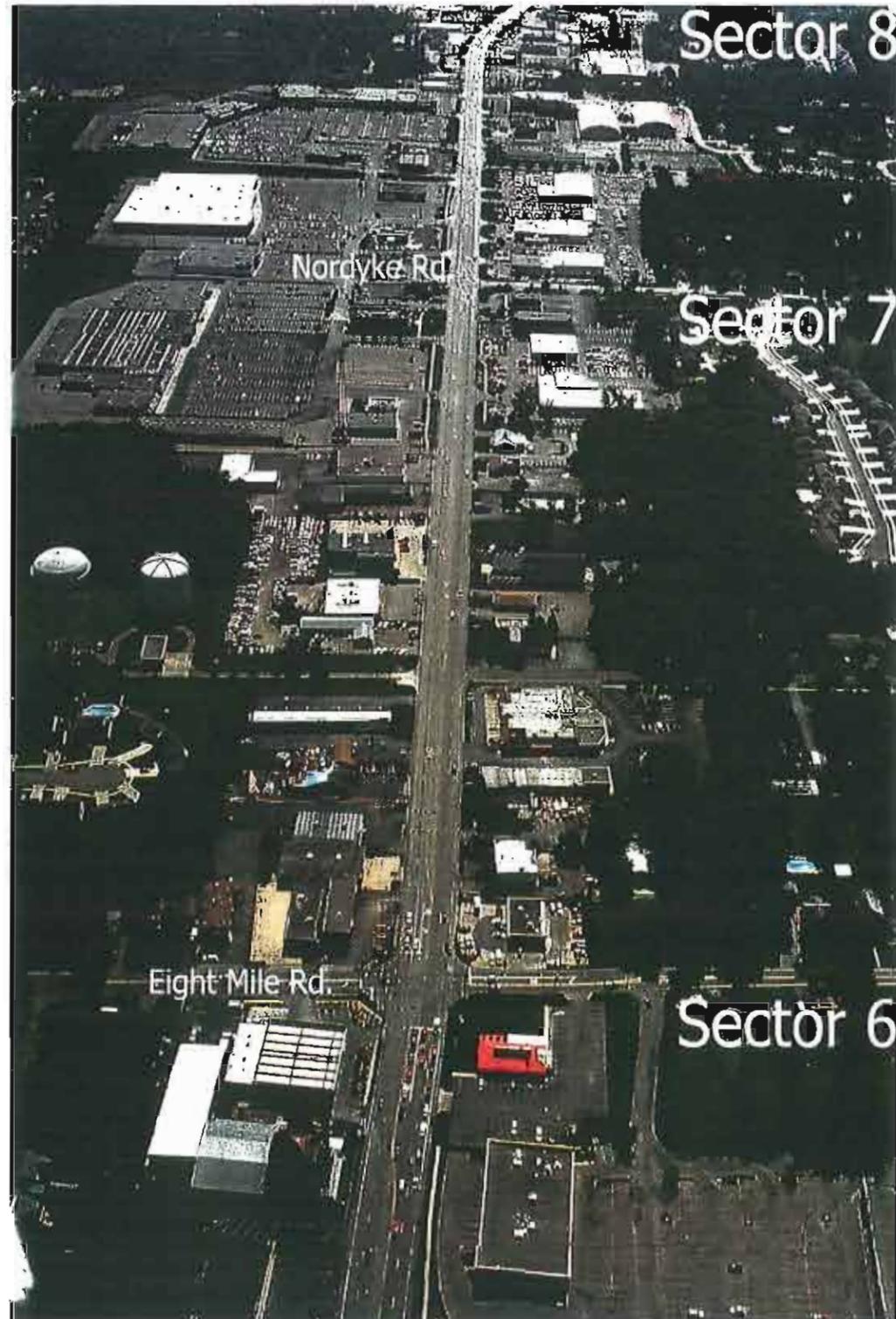


fig 6.1 Aerial view of Beechmont Ave, Sector 6 looking east onto Sector 7

Sector 6

Nagel to Eight Mile

Nagel is a critical connector with priority green potential. The Comboni property and St. Timothy Church have appropriate location to create a significant green break at Nagel Road (fig 6.2, 3, 4, 5, & 6). The residential property on Nagel continues a strong green context. The property owners on the frontage are in a position to work together to create a major change in creating continuity. Linkage to condominiums on the sloped terrain south would benefit from the new legibility. Several large format retail centers have potential to add green improvements that will build the character of their location (fig 6.1).

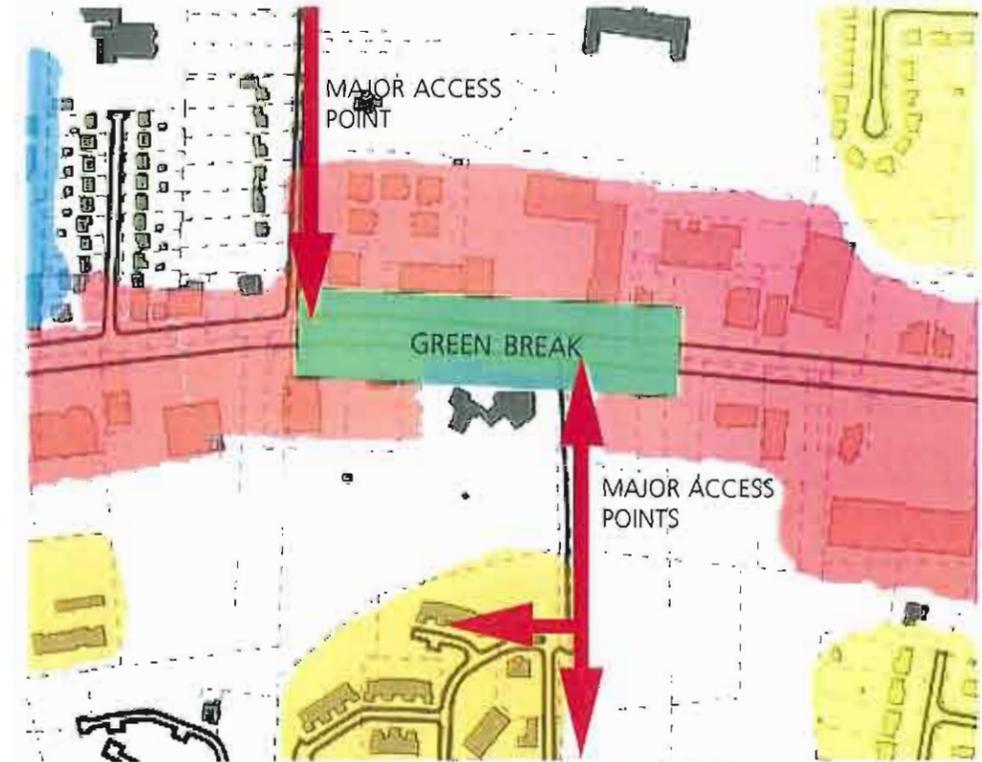


fig 6.2 concept plan of Sector 6



fig 6.3 proposed plan of Sector 6

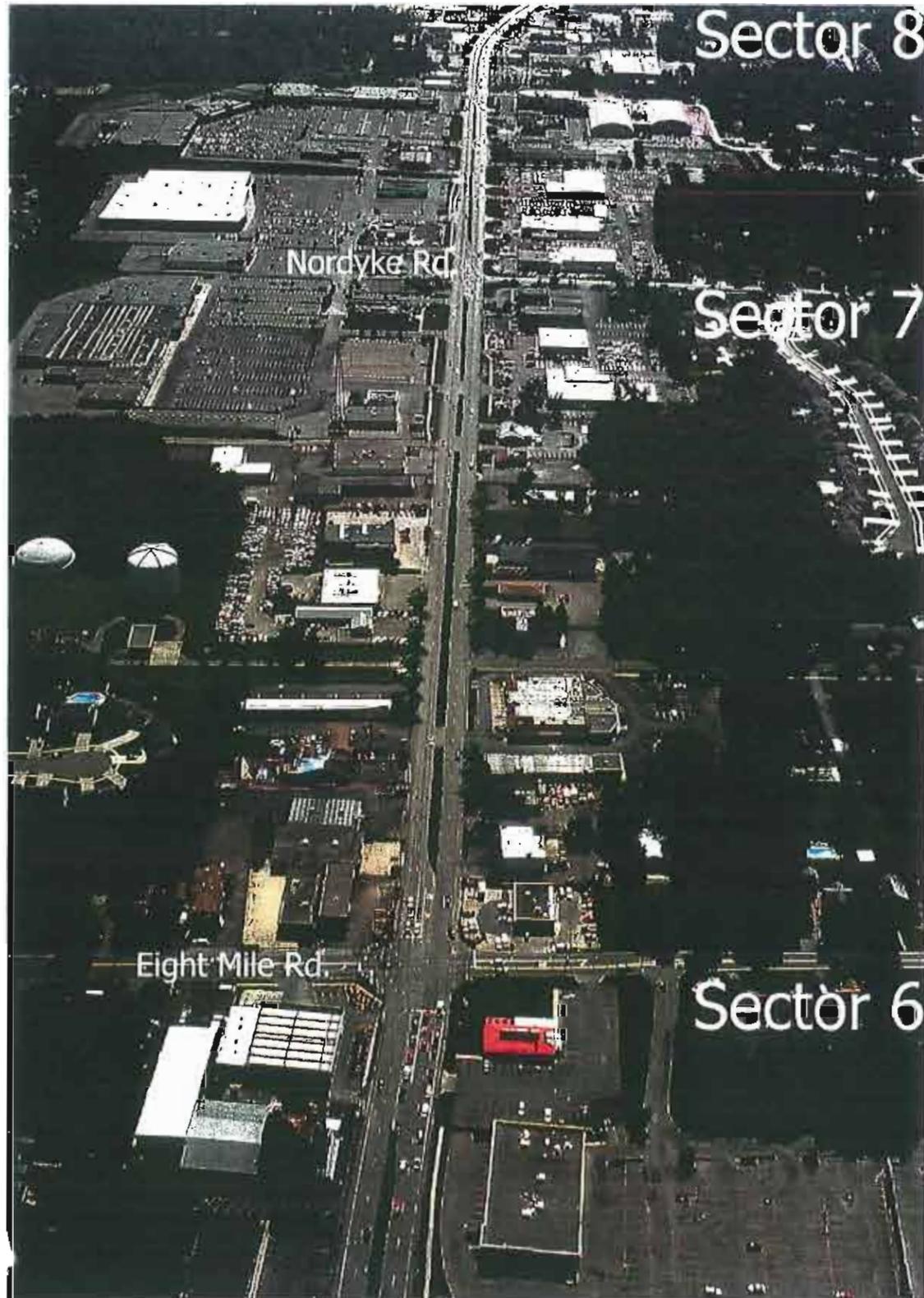


fig 6.4 Enhanced aerial view of Sector 6 looking east onto Sectors 7 & 8

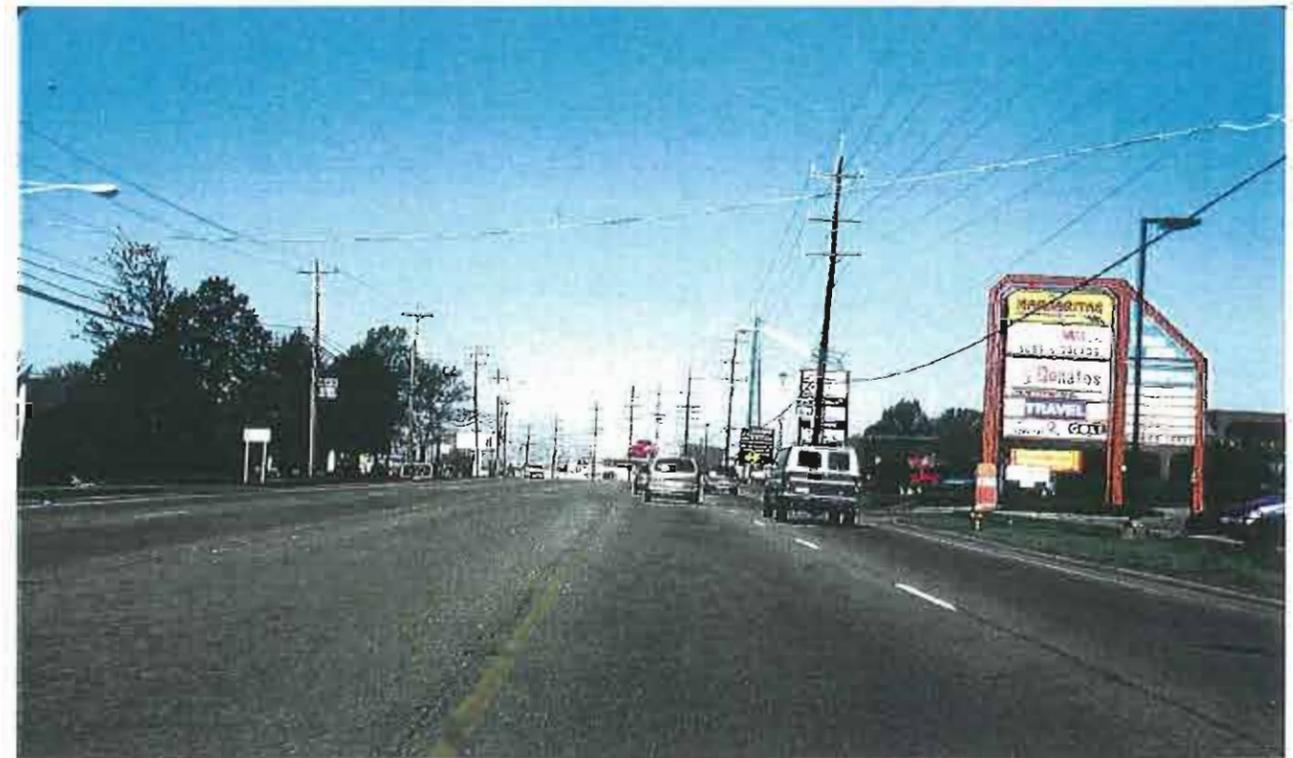


fig 6.5 Existing view of Sector 6 heading west

fig 6.6 Enhanced view of Sector 6



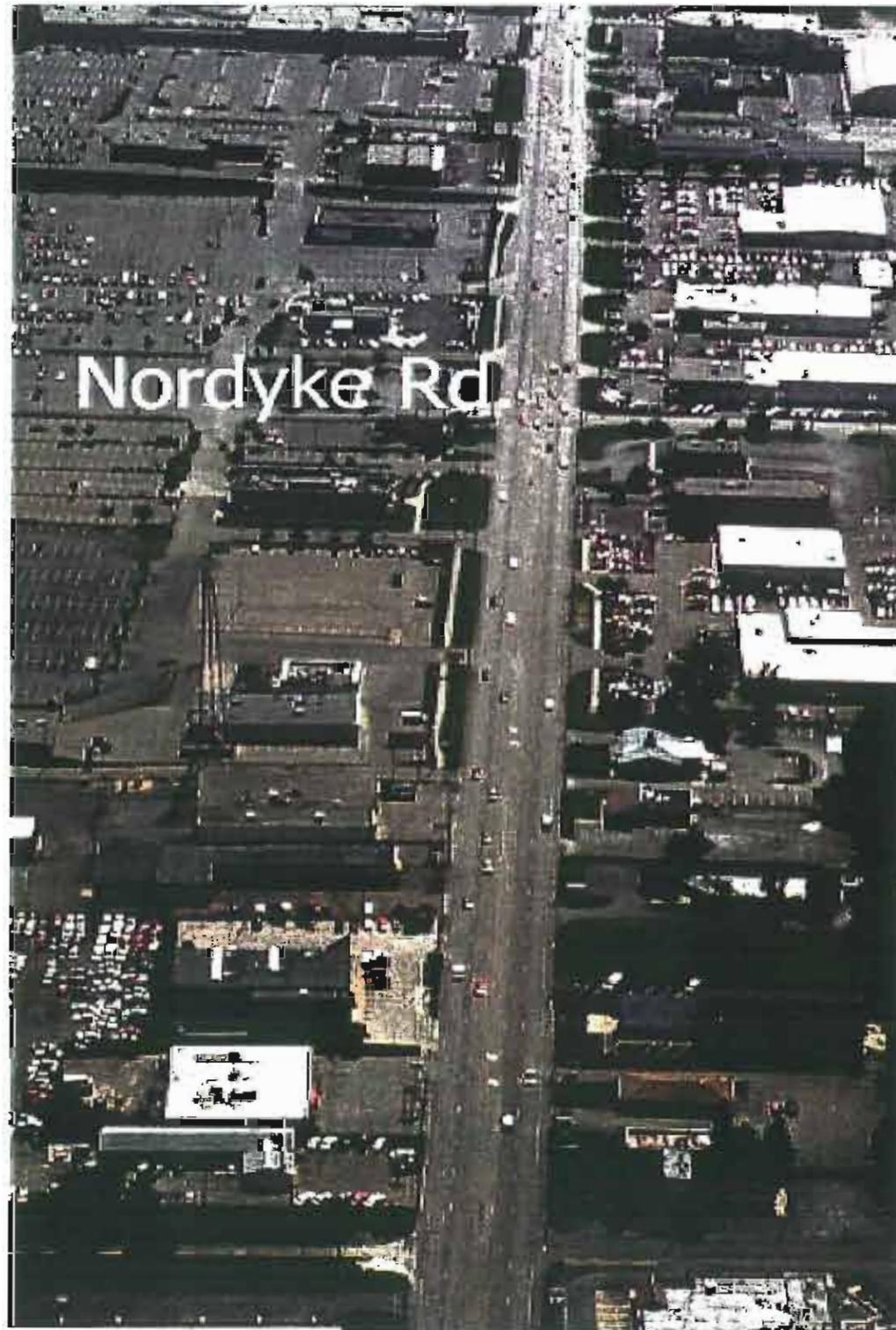


fig 7.1 Aerial view of Beechmont Ave, Sector 7 looking east onto Sector 8

## Sector 7

### Eight Mile to Nordyke

The concentration of automobile agency business and auto support services is represented as the Beechmont Auto Mile (fig 7.1). The deep set commercial zones on the north side (900'), three times the depth of the auto sales locations on the south, make service roads possible. The Cherry Grove area is in transition as business real estate reinvests. Smaller scale commercial compressed by single family residential supports green tree cover. The important Eight Mile intersection services the neighborhoods and requires improved identity (fig 7.2). Presence of green tree cover around the water tower becomes an important contributor to the sector green break frontage (fig 7.3, 4, 5, & 6). Neighborhood services cluster toward the intersection.

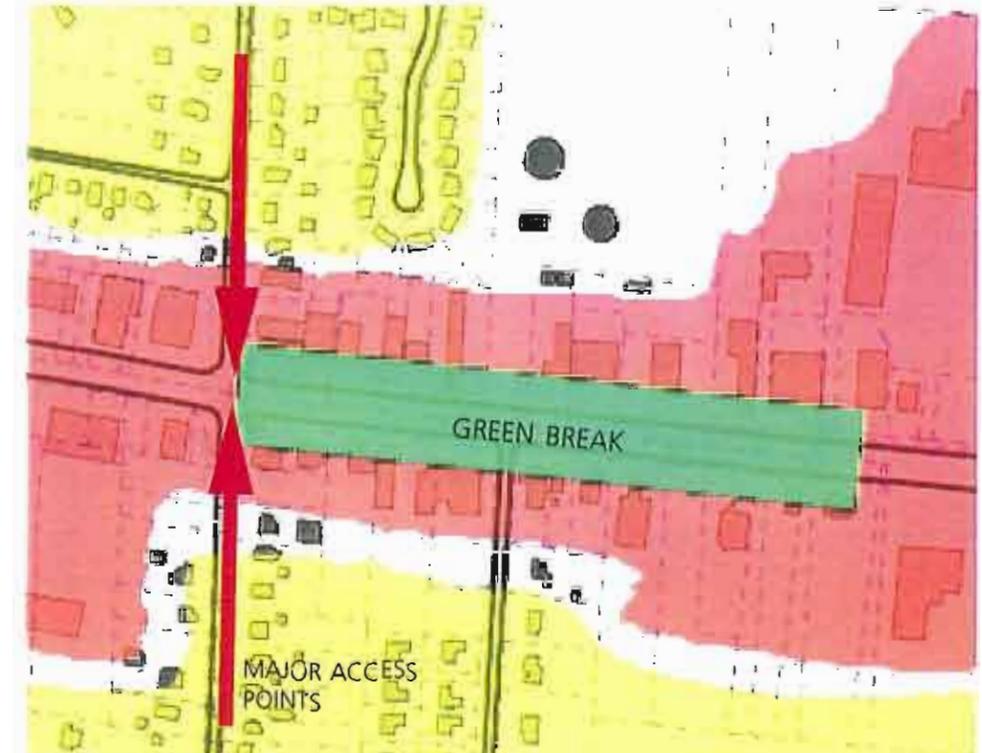


fig 7.2 concept plan of Sector 7

fig 7.3 proposed plan of Sector 7

