

In the Cleveland-Massillon Road Corridor, most buildings are oriented toward the road itself, with their principal facades facing toward the road and placed parallel to its axis; those on intersecting roads are oriented toward those roads. Since most of Cleveland-Massillon Road runs straight north and south, nearly all buildings along it are oriented with their principal facades facing east or west; buildings on side roads generally are oriented to north or south.

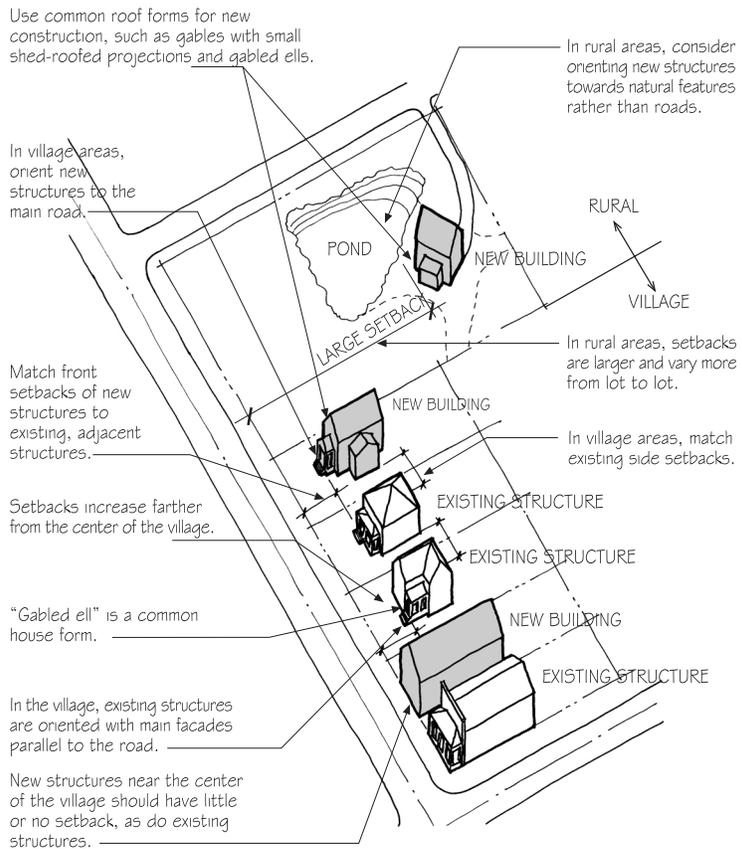


Most buildings in the Corridor are oriented with their primary facades toward, and usually parallel to, the street or road.

When the road curves, building orientation usually remains the same in relation to the road, with the principal facade parallel to the road. Orientation in the rural sections of the corridor varies a little more. Some buildings, for example, are oriented to take advantage of the shelter from wind provided by a hill; others are oriented to gain exposure to winter sun for warmth.



Orientation of new structures should observe the typical orientation of adjacent and nearby structures, particularly in the densely-developed areas such as the villages, where the orientation tends to be regular. In rural sections, consider following traditional orientation for shelter or sun exposure.



BUILDING PLACEMENT AND FORM

## D. Scale

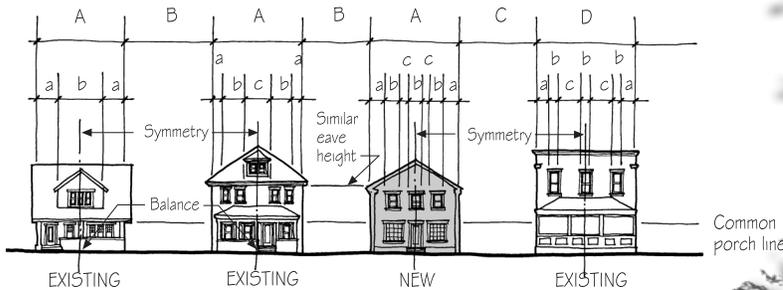
Scale refers to the apparent size of a building -- and its components -- in relation to the size of a human being. Buildings are often referred to as being large-scale or small-scale, or as grand or intimate in scale. The scale of individual buildings or of clusters of buildings



evokes an emotional response in the people seeing or occupying them. In general, buildings that are large or grand in scale are meant to impress or awe the viewer, imparting a sense of grandeur; while small- or intimately-scaled buildings communicate a feeling of coziness and comfort.

Part of the rural character of the Cleveland-Massillon Road Corridor that its citizens value so highly is contributed by the generally small or intimate scale of the buildings in the corridor.

Many are only a single story in height, and most do not exceed two-and-a-half stories; there are very few large-scale buildings. Note, however, that there is a difference between large buildings (those with a high square footage) and large-scale buildings: often it is possible for a large building to have a small or intimate sense of scale.



The Bath Township office building in Bath Center is an example. By most measures it is a large building that contains considerable square footage. At the same time, it was designed in a way that its apparent size imparts a feeling that it is small in scale: its primary elevation, on the north, is mostly a single story in height; its facade is broken up into several connected blocks, each of which looks slightly different from the next, as though the building consists of several smaller parts built at different times. Though it is contemporary in design and is of recent date, the building nonetheless is compatible with the corridor's character in part because of its modest sense of scale.

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Keep the following considerations in mind when thinking about the scale of proposed new construction:

1. Avoid building a structure more than two stories in height, especially close to Cleveland-Massillon Road or in the three villages.



2. To gain needed square footage, consider breaking a building up into a series of connected segments, similar to the New England-style "continuous

architecture" that can still be found in areas of the Western Reserve such as Bath Township. In New England, houses and barns often were linked with connecting sheds and workshops, mainly for winter weather protection. The connecting segments between house and barn usually were small and had lower rooflines than the main structures. New buildings designed in this manner, like the township offices, can have considerable square footage but still communicate an appropriate sense of scale.

3. An alternative approach is to break the square footage into a series of smaller independent structures. Many traditional farmsteads took this form over time, as various sheds and barns were built to accommodate farm uses. This approach is an appropriate model for Bath Township, and clusters of buildings like this could be connected by sidewalks or even covered walkways.



*Extension of and additions to existing buildings were common ways to achieve greater square footage while maintaining the traditional sense of scale.*

4. If a large amount of square footage must be contained in a single large structure, consider building something similar to Bath Township's distinctive barns, or adapting existing barns to new uses. They are the largest-scale buildings in the Cleveland-Massillon Road Corridor and provide an excellent model for new construction of large buildings. Observe their forms, window patterns, siding materials, and details for ideas.



*Windows are important even in barns and outbuildings and should be treated with the same care as house windows.*

## ***E. Form***

Most of the buildings in the Cleveland-Massillon Road Corridor and its three villages follow traditional building forms. These traditional forms, which have been used in American buildings for over two centuries, include square, rectangular, and L-shaped building "footprints," and gable, flat, or sloped roofs. Some buildings have complex forms that involve intersecting blocks and asymmetrical or irregular footprints, and there also are examples of gambrel or "double-pitch" roofs.

There are, of course, more recent buildings of modern form. These include various styles of automobile-oriented structures such as convenience stores and gas stations, and also flat-roofed strip commercial centers and larger, box-shaped commercial structures.

The rural character of the Cleveland-Massillon Road Corridor can best be preserved if new construction employs traditional building forms. This does not mean that new structures should mimic or try to duplicate historic designs, but use of traditional building shapes and footprints, especially when the scale is also carefully controlled, will result in generally compatible new buildings that enhance the corridor's character.



Keep the following considerations about form in mind when planning a project:

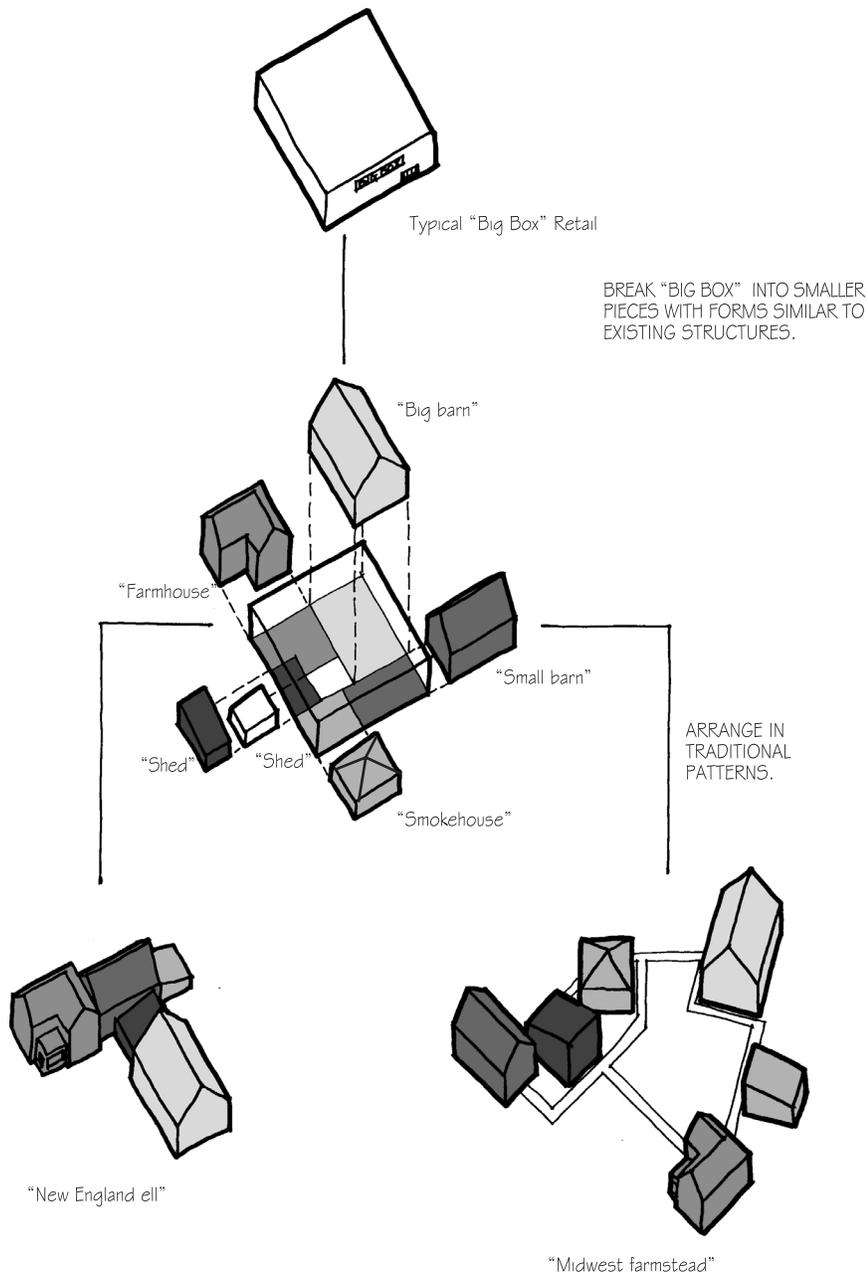
1. The gable roof is a defining characteristic of much of the corridor's architecture. New construction should favor gable roofs over flat, sloping, or gambrel roofs. The roofs should be true gable roofs; the gable should not be just a decorative element. Consider intersecting gables or cross gables in order to create a more varied roofline.
2. In residential buildings, gambrel roofs generally are associated with specific styles such as Dutch Colonial Revival; thus their use on houses should be limited to appropriate styles. In barn and farm architecture, however, the gambrel is a common roof, so its use may be more appropriate if new structures are being built in those forms.



3. Flat or sloping roofs generally should be confined to smaller support buildings such as garages, workshops, sheds, and the like. Traditionally, this type of roof was used on such structures and not on primary structures such as houses.
4. Flat or sloping roofs were also commonly used on traditional commercial structures

and would be appropriate for new buildings constructed in traditional commercial form. These buildings typically were two stories in height and included large display windows in a storefront area on the first floor. The storefronts and windows typically had a bulkhead below the window, large single-pane display windows, and transom windows above. Entrances, which usually had full-height door glazing, could be centered or set to one side. Above the storefront there often was a signboard area or a small projecting cornice. Upper floor windows usually were residential in character, with tall, vertical proportions. The top of the wall usually had a projecting cornice with brackets to provide a visual termination. New buildings designed in this way would be appropriate for new commercial structures in the corridor; there are many photo books, reports, picture books, and other sources of design information and ideas.

5. As suggested in the guidelines on scale, consider breaking a large area of square footage into smaller blocks, either free-standing or connected. Such a design could include a series of rectangular and L-shaped forms, with various roof shapes. Such a multiple-block form is traditional in the corridor and could offer some innovative and exciting design opportunities.



### BREAKING UP THE BIG BOX

## *F. Materials*

Wood is the predominant building material in the Cleveland-Massillon Road Corridor, especially in the older buildings in the corridor. Numerous buildings of more recent date also are of wood frame construction, and the corridor's distinctive barns all are built of wood.

There is some traditional masonry construction such as brick, but stone was not commonly used except in foundations. Many newer buildings were built with modern materials such as concrete block, stucco, panel siding, and other materials.

Glass may not often be thought of as a building material, but in fact it is very important in building design. Note the rhythms and patterns of window openings, especially in older structures, and how important windows and glass were in architectural design. This was in large part due to the need for natural light when artificial illumination was inadequate, but windows in buildings have always been important design elements.



Traditional building materials on older buildings in the corridor should be retained and repaired (see the guidelines on rehabilitation of historic buildings), but even in new structures the use of traditional materials is the recommended practice. Keep the following in mind when planning new construction:

1. Wood exterior materials are the most appropriate in the Cleveland-Massillon Road Corridor. Traditional forms should be used, including, for residential structures, beveled siding such as clapboards; board-and-batten; and horizontal flush siding. For commercial structures, beveled siding or board-and-batten are appropriate. For barns, outbuildings, and other secondary structures, board-and-batten and vertical flush siding are appropriate, with beveled siding suitable for very small structures. Exterior wood should be painted or covered with opaque stain. Raw, weathered, or varnished wood was not employed traditionally and should be avoided.
2. Brick can also be appropriate if it is not used on large structures, or if it is used for one element in a series of structures.



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3. Avoid the "blank wall syndrome" caused by too few windows; include glass in the building materials used in a design. Avoid large expanses of windowless walls that present a blank face, especially on highly visible facades. Observe traditional shapes, proportions, and spacing of window openings on traditional buildings, and employ similar patterns in new design. Use traditional large display windows in new commercial buildings.



4. Avoid non-traditional materials such as plastics, panel siding, and sheet metal. Concrete block can be appropriate for support structures but should be avoided in highly visible locations. Standing-seam metal roofs can be appropriate on both main buildings and outbuildings, as can asphalt or fiberglass shingles (but avoid "staggered-butt" or "shake" designs). Avoid heavy wood "shake" shingles, since they were not typical of the period in which Bath Township developed.

## G. Building Color

1. Color can have a significant impact upon a building's design and appearance, and the Appearance Review Commission encourages the use of color appropriate to the buildings and the rural character of Bath Township and the Cleveland-Massillon Road Corridor. The Commission has a policy of flexibility in color use while trying to avoid introduction of inappropriate colors.
2. For older buildings, color use varied over time. The early buildings in Bath Township, which were primarily houses built in the Greek Revival style or with elements of that style, commonly were white, in imitation of the sun-bleached stone of the Greek temples that inspired the style. Toward the middle of the 19th century, these and later buildings could be found in other colors such as red, blue, yellow, dark green, and even orange.
3. As a general rule, the building's body color was lighter and the trim color was darker, with the two colors selected for compatibility. Sometimes these were simply lighter and darker shades of the same color, and sometimes they were different colors -- a yellow body color and dark green trim, for example. A maximum of two colors was typical.



*The traditional gable roof can be found throughout Bath Township in buildings of all kinds.*

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4. In the last quarter of the 19th century, architectural designs became more complex, and so did the use of color. Often a building was painted in three colors that mixed both light and dark shades. One color was used on the body, one on the trim, and the third on elements such as ornamental details or window sash. A wide range of colors, from lighter greens and yellow through darker reds, browns, grays and greens, could commonly be found.
5. After 1900 there was a reaction to the heavy, dark, and complex designs and color schemes of the late 19th century. Architects employed simpler designs and called for lighter and simpler paint schemes. White became much more common, particularly in the Colonial Revival style but also generally as a house color. Creams, yellows, and greys also were common.
6. As a general rule, follow the light-body/dark-trim pattern, and avoid too many colors -- two will be enough to give a building some character and will be less expensive to paint and maintain. Garish, non-traditional colors such as fluorescent should be avoided. For older buildings, it may be worth scraping or sanding through existing paint layers to determine what the historic color scheme may have been.



## ***H. Landscaping/Screening***

Bath Township citizens describe the large, mature trees in the Cleveland-Massillon Road Corridor as very important to the corridor's character and the preservation of these trees as a high priority. As discussed in the section on site considerations, many kinds of unique or desirable landscape features, natural or man-made, should be

protected and enhanced in any development project. At the same time, landscaping can be used as a design element to achieve various effects or purposes when new construction is undertaken or to change the character of existing development.

The use of plantings and shrubs to conceal parking areas is discussed later in the guidelines.

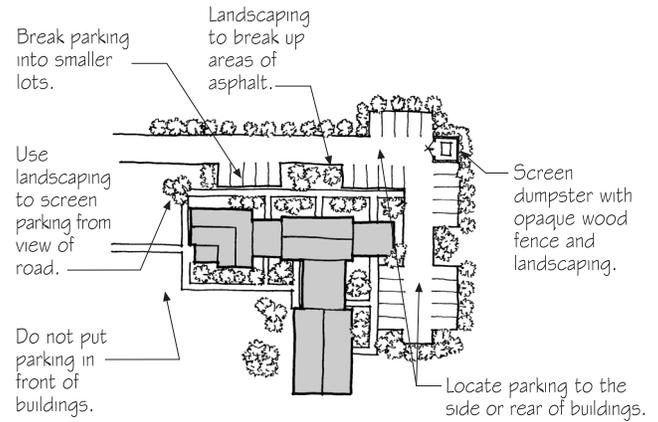
Here are some other considerations concerning landscaping's role in design:



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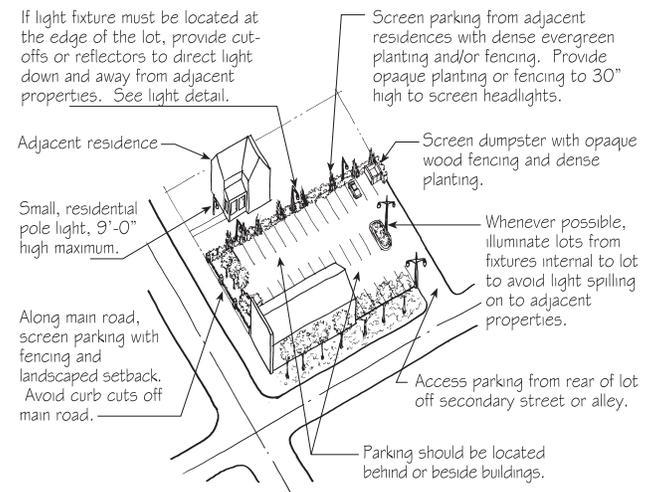


1. Consider using landscaping elements, such as shrubs, for boundaries between properties in place of fencing.
2. Use plantings to screen necessary facilities such as trash containers, delivery docks, storage areas, and so on.
3. The less formally designed a landscape is, the more rural it looks. Preservation of the corridor's rural character is a high priority, so its landscaping should not look overly controlled or planned.
4. Think ahead about how the landscape can be enhanced over the long term by what is planted today. Consider a program to begin now to grow replacements for large, mature trees that will eventually succumb to storm or disease.



PARKING/LANDSCAPING - RURAL AREAS

5. Observe how traditional or historic walls and fences were designed and used. Avoid non-traditional types such as concrete block, brick, stockade, or chain-link. In the three villages, picket fences would be typical for front yards, while simple vertical board fences were commonly used in back yards. In rural sections, post-and-rail or horizontal board fences were most commonly used.



Parking/Lighting/Landscaping



*Farm fencing designed to restrain livestock tends to enhance the township's rural character.*



6. Note how fences in front of buildings generally are low, usually no more than three feet or so in height. If taller, more substantial fences or walls are required for security, try to place them at the rear of the property, and try to screen them with plantings.
7. Paint or opaque stains are appropriate as fence finishes, particularly in settled areas such as the three villages. Naturally-weathered wood fences were more commonly found in rural and farm settings. Avoid varnishes or sealers that attempt to preserve the bright, unweathered look of new wood.