

Commercial and Mixed-Use Pattern Book



Architectural and Landscape Design Elements for Building
Authentic Commercial and Mixed-Use Developments

December 2018

WPA
WORK PROGRAM ARCHITECTS
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Commercial and Mixed-Use Pattern Book

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Purpose and Goals

Purpose:

Norfolk is a city of beautiful neighborhoods, built at different periods of time, each with its own unique character. To support these unique qualities, the zoning ordinance has identified four Character Districts:

1) Traditional 2) Suburban 3) Coastal, and 4) Downtown (see the Downtown Norfolk Pattern Book).

Commercial areas are located within and along the edges of these neighborhoods. Some of these reflect the character of their District, but many do not, especially those on major roads which are frequently gateways into the neighborhoods. For many, the large parking lots, placeless commercial architecture, and lack of landscaping do not appropriately represent the neighborhoods they serve.

The purpose of this Pattern Book is to provide guidelines for the development of commercial properties that will reinforce and enhance the unique qualities of each of the three Character Districts: Traditional, Suburban, and Coastal.

Goals for the Pattern Book:

- Provide architectural patterns to support comfortable pedestrian scale development and encourage human interaction
- Provide patterns for the design of streets and public spaces that enhance walkability and open space
- Provide amenities and connectivity to encourage alternate modes of transportation
- Provide guidance that anticipates changes in retail, commercial, and residential development
- Encourage mixed-use development, including residential development, on commercial sites
- Encourage renovation and adaptive re-use of existing obsolete buildings and sites
- Promote socio-economic and environmental resiliency, vibrancy, and inclusivity

Development Checklist:

- 00 Have you read the Introduction Section?

- 01 What is your Character District?

- 02 What does the Development Matrix tell you about your Street/Building/Lot?

- 03 What is your Building Form and Type?

- 04 What is your Street Type and Pattern?

- 05 What is your Block Frontage Pattern?

- 06 What is your Lot Pattern and Capacity?

- 07 Is your Architectural Pattern appropriate?

- 08 Is your Signage appropriate?

- 09 Have you accounted for all of your Amenities?

- 10 Is your Landscaping Pattern appropriate?

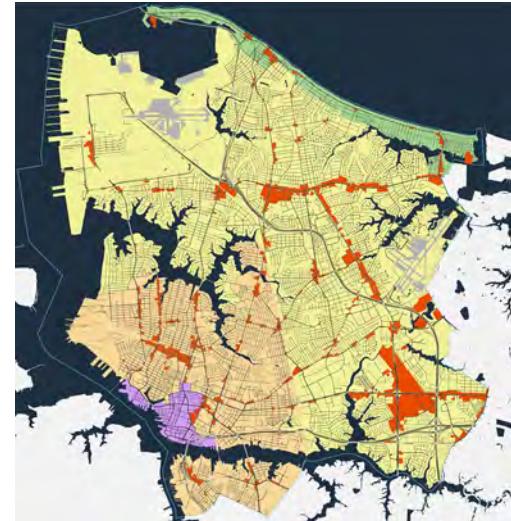
- 11 Other

Using the Commercial and Mixed-Use Pattern Book

1

Find Your Character District

- Find your site on the Character District map (page 9 and verify via Norfolk AIR - Norfolk's on-line property database) to determine your Character District
- Refer to the appropriate Character District section to find the appropriate development design patterns
- Reference the Downtown Norfolk Pattern Book for the Downtown Character District guidelines
- Commercial properties (**in dark orange**) tend to run along main roadways



2

Follow the Development Matrix in the Community Patterns Section

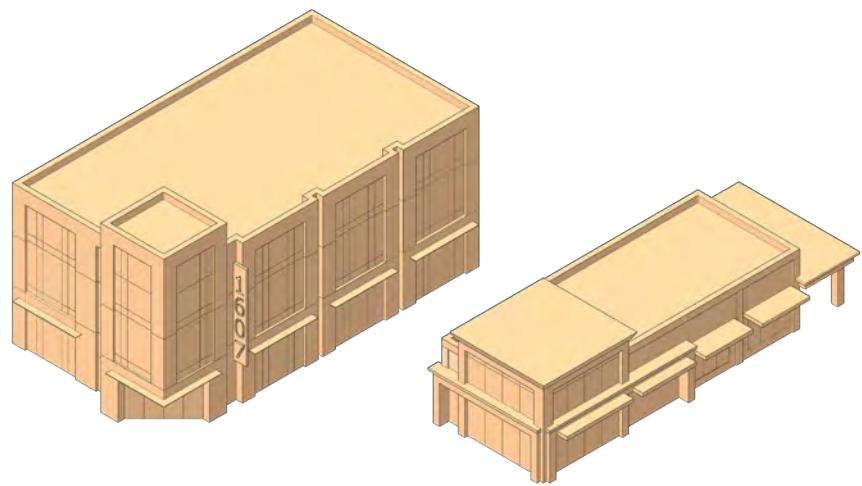
- If you are a property owner wishing to know what is possible on your site, find your parcel type in the matrix in the community patterns section to identify potential building forms and types
- If you wish to find a site for a specific building form and type, find it in the matrix and identify the site types that can accommodate it

BUILDING FORMS AND TYPES		PEDESTRIAN FRIENDLY	VEHICLE ORIENTED	VEHICLE PARKING LOT ORIENTED									
				25'-50' WIDE	50'-100' WIDE	> 100' WIDE	20'-50' WIDE	50'-100' WIDE	> 100' WIDE	20'-50' WIDE	50'-100' WIDE	> 100' WIDE	20'-50' WIDE
TRADITIONAL STREET ORIENTED	100' DEEP	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	100' DEEP	150' DEEP	200' DEEP	100' DEEP	150' DEEP	200' DEEP	100' DEEP	150' DEEP	200' DEEP
	150' DEEP				CORNER								MID-BLOCK
	200' DEEP												
	100' DEEP												
	150' DEEP												
	200' DEEP												
	250' DEEP												

?

Determine Your Building Form and Type

- The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. Go to the building forms and types section to identify the potential building form or forms for your use



Using the Commercial and Mixed-Use Pattern Book

4

Identify Your Street Type and Pattern

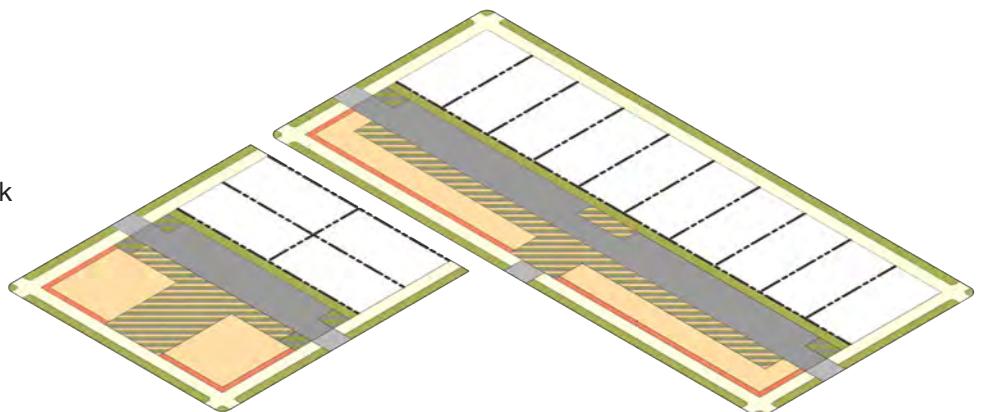
- Your street type will either be pedestrian oriented or vehicle oriented
- Your street pattern will determine the treatment for street frontage along the public right-of-way, setbacks, buffer zones, and placement of the building facade



5

Identify Your Block Frontage Pattern

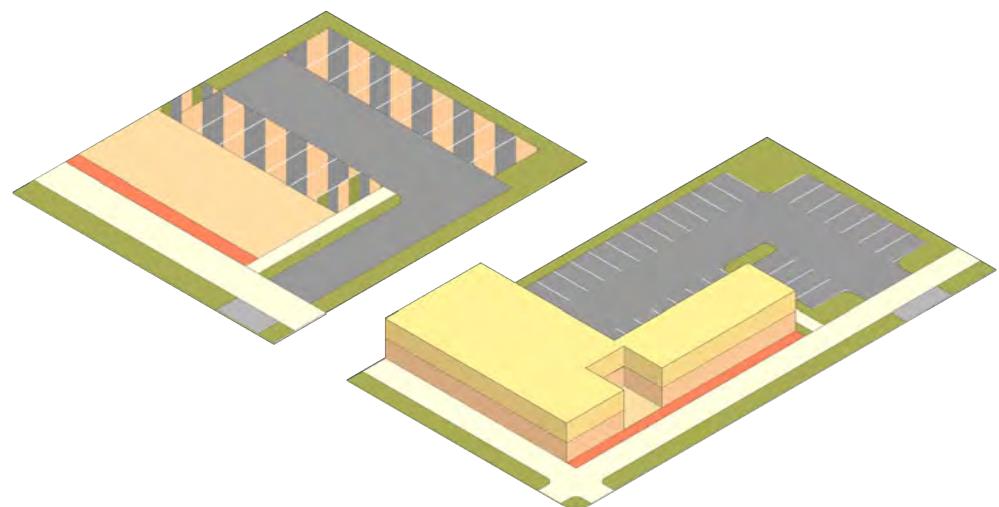
- There are two overall types of block frontage:
 - Continuous - Traditional and Coastal
 - Porous - Suburban
- Preferred Patterns for each:
 - Active Frontage
 - Internal Parking, Service and Interconnection Circulation



6

Identify Patterns for Your Lot Type and Determine Lot Capacity

- Individual lot patterns are based on ideal block patterns:
 - Primary Building Area
 - Parking and Service Areas
 - Flexible Areas
 - Front Facade Zone
 - Capacity

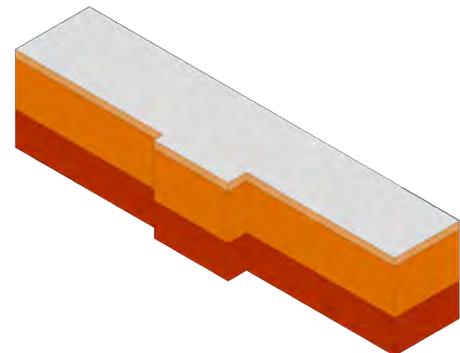
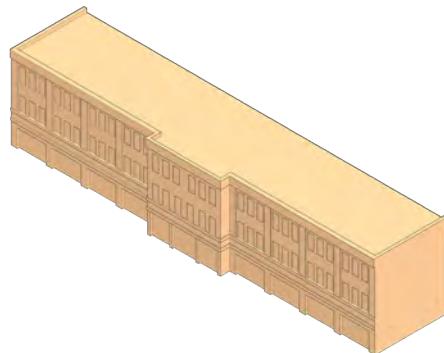


Using the Commercial and Mixed-Use Pattern Book

7

Use Architectural Patterns to Determine Massing and Facade Composition

- Massing
- Facade Composition
- Architectural Style
- Building Materials
- Special Features



8

Use Signage Patterns to Place and Design Signage for Your Building and Site

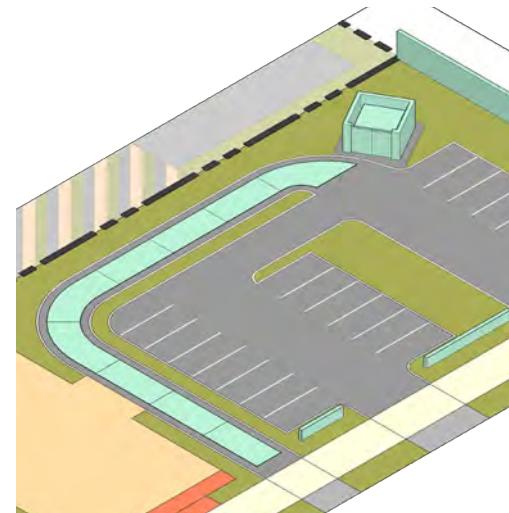
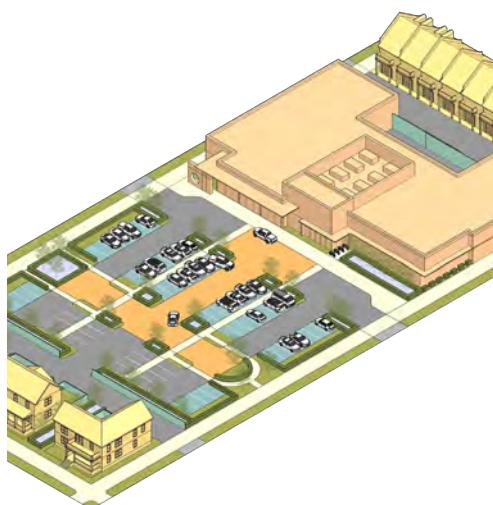
- Building signage placement
- Architectural treatment
- Types of Signage:
 - Site
 - Building Surface
 - Projecting



9

Design and Place Site Amenities

- Parking Lots
- Drive Aisles
- Buffers
- Open Space and Gardens
- Other: Bike Racks, Recycling/Trash Enclosures, Loading, Stacking, Etc



Using the Commercial and Mixed-Use Pattern Book

10

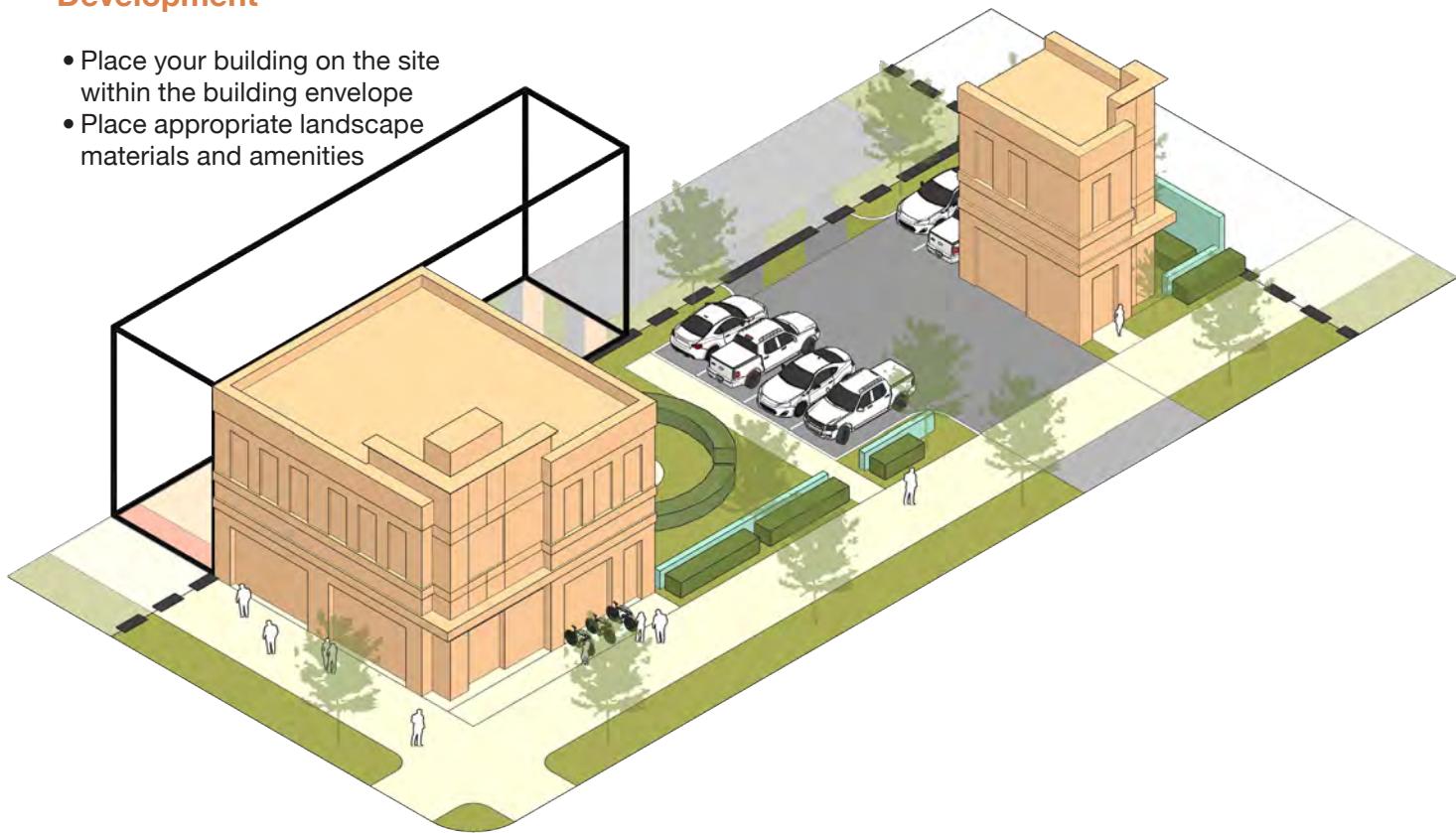
Select Appropriate Landscape Materials

- Paving Materials
- Landscape Buffers and Screening
- Resiliency Techniques
- Shade Trees and Devices



Submit Your Proposed Development

- Place your building on the site within the building envelope
- Place appropriate landscape materials and amenities



Character Districts

Attributes

Traditional Character District

Community Character

- Rectilinear grid of streets
- Continuous building fabric
- Bikeable and walkable
- Slower vehicle speeds
- Diverse Building Types: houses, apartments, row houses, duplexes, mixed-use buildings, small office buildings, and in-line retail
- Retail and commercial inter-mixed
- Close relationship between residential and commercial areas

- Welcoming storefronts with large windows, visible from streets
- Formal landscaping
- Continuity achieved with continuous building fabric

Architectural Character

- Diversity and individuality
- Variety of architectural styles: Shingle, Arts and Crafts, Classical, and Modern



Suburban Character District

Community Character

- Combination of rectilinear and curvilinear streets
- More auto-oriented
- Houses set back from streets
- Extensive landscaping: tall trees, dense planting beds, and flower gardens
- More space between buildings
- Less diversity in housing stock
- Commercial not intermixed with Residential (currently)
- Commercial parcels are larger in scale
- District as a whole is less "walkable"

than it is "hikeable" and should be connected with wide multi-use paths/greenways

- Individual parcels should be broken down into smaller walkable environments

Architectural Character

- Variety of architectural styles
- Retail buildings tend to be freestanding with large parking lots
- Mostly freestanding buildings as objects in the landscape
- Visible signage and storefronts



Coastal Character District

Community Character

- Rectilinear grid of streets
- Bikeable and walkable
- Slower vehicle speeds
- Sense of community
- Close relationship between dwellings and the street
- Small scale, welcoming, commercial buildings
- Storefronts visible from streets
- Natural vegetation to protect the Bay and manage flooding
- Continuity achieved with combination of buildings and landscape

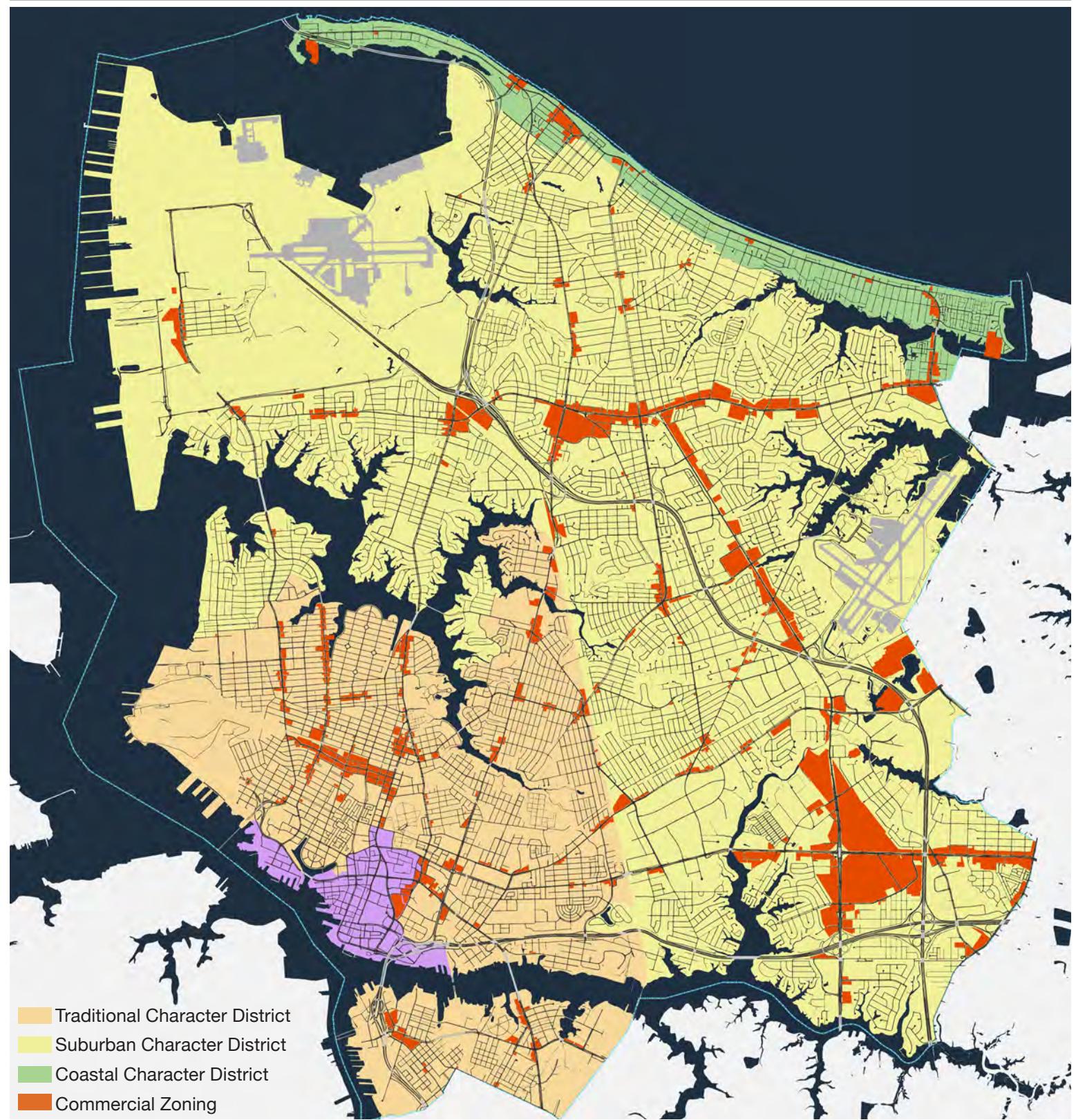
Architectural Character

- Multistory porches
- Porches on commercial buildings
- Diversity and individuality
- Simplified classical detailing
- Shingle and Arts and Craft style houses
- Soft colors and vibrant colors
- Large, vertically-proportioned windows complete with functioning storm shutters



Character Districts

Character District Map



An aerial photograph of a city, likely a residential area, showing a dense grid of streets and buildings. The buildings are mostly single-story houses with varying roof colors. There are several larger, multi-story buildings, possibly apartment complexes or commercial structures, scattered throughout the area. In the upper left, there is a cluster of buildings that appear to be a school or sports complex, with several green fields and courts. The overall image has a slightly hazy, warm-toned quality.

Traditional Character District

Community Patterns: Essential Attributes

Community Patterns

- Pedestrian friendly shopping streets with landscape buffer from cars, trees for shade, broad sidewalks with opportunity for outdoor dining, on-street parking, and continuous, active building frontages along the shopping street
- Diverse uses, including a wide range of shop types, restaurants, offices, and residential apartments and carriage houses
- Small scale buildings and shops to provide diverse character of street facade and variety of shopping
- Parking and service areas connected to, but separated from, the street frontage
- Corner commercial and mixed residential blocks are commonplace

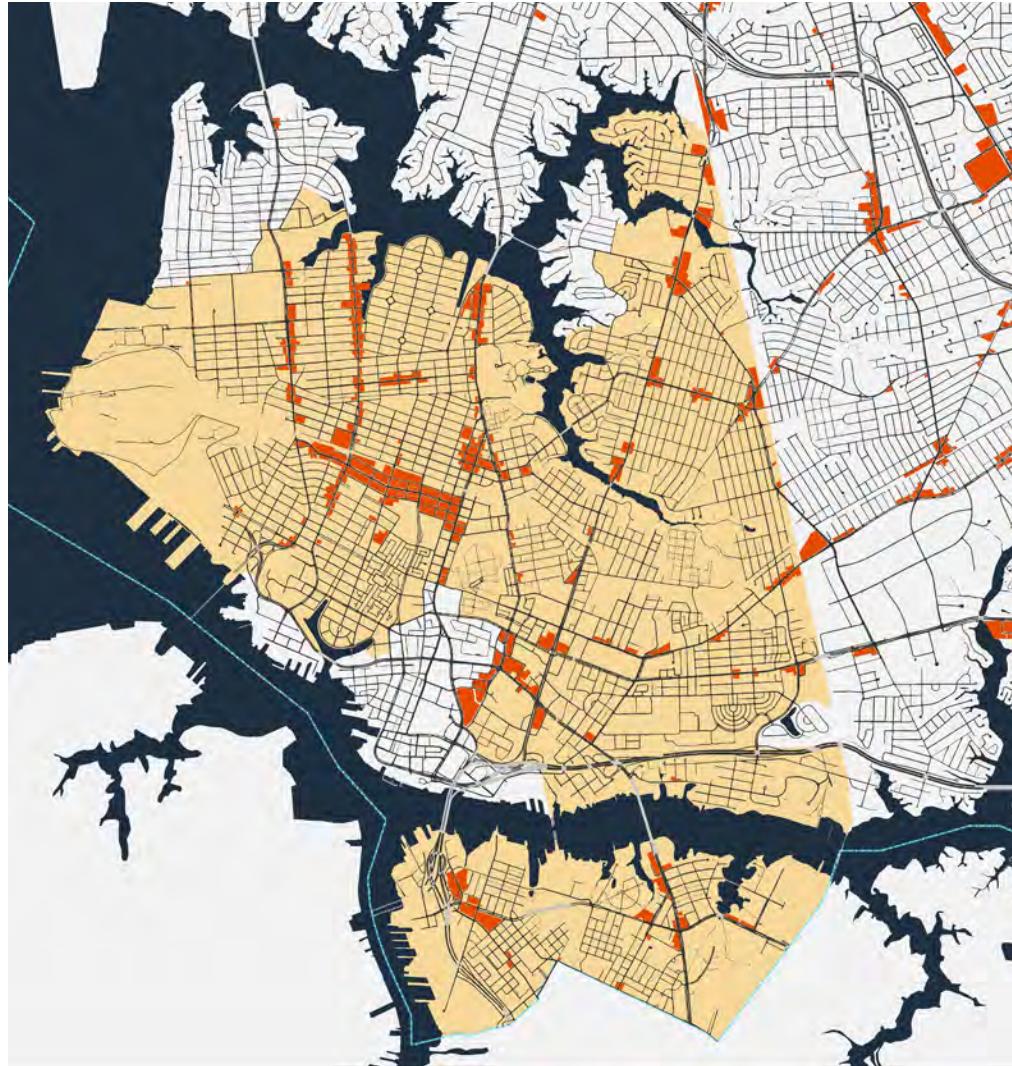


Architectural Patterns

- Primary role of the architecture:
 - Define and enhance the pedestrian friendly quality of the street space
 - Building massing and form that creates a room-like space for the street
 - Cornices and/or awnings and other facade elements define the space
 - Large, clear, glass display windows provide transparency between the street and shop interiors
 - Defined area for signage
 - No blank walls facing the street unless designed as finished facade
 - Traditional, Contemporary, or Modern architecture that follows the architectural patterns



Traditional Character District: Overview of Commercial Districts and Corridors



Traditional Character District

- Notable commercial districts include:
 - Berkley
 - Ghent
 - Old Dominion University Area
 - Riverview
- Notable commercial thoroughfares include:
 - 21st Street
 - 35th Street
 - Colley Avenue
 - Granby Street
 - Hampton Boulevard
 - Tidewater Drive

Street Type and Patterns

- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Block Type and Commercial Patterns

- Commercial frontage types:
 - 1 - Short block frontage on main street
 - 2 - Long block frontage on main street
 - 3 - Full block frontage
- Majority of blocks are approximately 200' X 500'
- Preferred pattern:
 - Active street frontage
 - Internal block access through street frontage determines lot patterns
 - Parking lots and service activities internal to the block

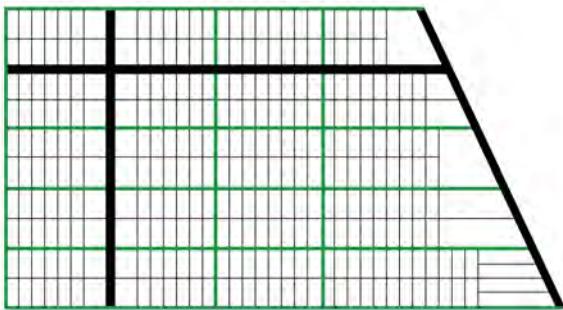
Lot Types

- Standard lot depth is 100'
- Short block frontages:
 - Lots have been expanded by acquiring adjacent non-commercial properties
 - Short block lots sizes include: 100', 150', and 200' deep lots
- Long block frontages:
 - Lots have been expanded by acquiring adjacent non-commercial properties to create through block lots
 - Long block lot sizes include: 100' and 200' deep lots

Matrix: Community Patterns and Appropriate Commercial Building Types

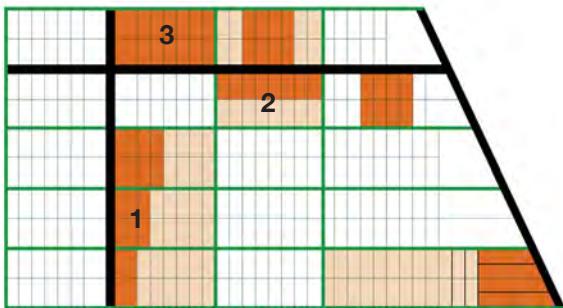
Street Type and Lot Type determine which Building Forms and Types will function well on a site.

Street Type and Patterns



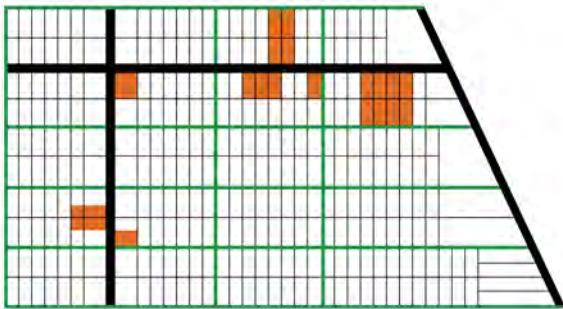
- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

Block Type and Commercial Patterns



- Commercial lots are **DARK ORANGE**
- Non-commercial lots are **LIGHT ORANGE**
- See previous page for frontage types

Lot Types



- Commercial lots are in **DARK ORANGE**
- Various lot sizes are depicted

		BUILDING FORMS AND TYPES							
		TRADITIONAL STREET ORIENTED				VEHICLE/PARKING LOT ORIENTED			
STREET TYPES	LOT TYPE	SMALL-BOX COMMERCIAL	STAND-ALONE MIXED-USE	IN-LINE COMMERCIAL	IN-LINE MIXED-USE	MEDIUM-BOX RETAIL	BIG-BOX RETAIL	DRIVE-THROUGH	VEHICLE ORIENTED
		PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE					
	25'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■
	20'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■
	20'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■
	20'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■
	20'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■
	20'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■
	20'-50' WIDE	■	■	■	■	■	■	■	■
	50'-100' WIDE	■	■	■	■	■	■	■	■
	> 100' WIDE	■	■	■	■	■	■	■	■

Building Forms and Types

3

The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. The Building Forms and Types section will identify the potential building form or forms for your use.

Traditional, Street Oriented Commercial, Retail, and Related Uses:

- Corner Stores
- In-Line Retail Shops
- Drug Stores
- Restaurants
- Small Scale Food Stores
- Small-Box Commercial
- Offices
- Mixed-Use: Retail/Residential, Retail/Office, Office/Residential, and Retail/Office/Residential
- Apartments
- Carriage Houses

The challenge is to find ways of accommodating all these uses and maintaining the character and image of the Character District. Building Forms are undergoing change in response to changes in the way we shop. The emphasis is now on the “experience” and on personalized service. Many start-up digital retailers now need a physical location as a showroom; however stores can be smaller since they do not need to keep a large inventory.



In-Line Mixed-Use

- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors
- Local precedent along Colley Avenue in Ghent and Granby Street in Riverview

In-Line Commercial

- One-story (though the massing and facade composition shall be two-story)
- Street oriented retail frontage
- Facade divided into bays to provide flexibility and design articulation
- Local precedent along Colley Avenue in Ghent and Granby Street in Riverview

Stand-Alone Mixed-Use

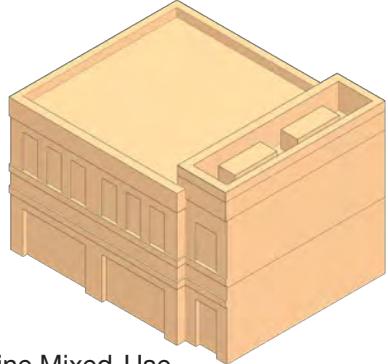
- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors
- Appropriate bookend(s) for In-Line Mixed-Use
- Local precedent along 21st Street in Ghent

Small-Box Commercial

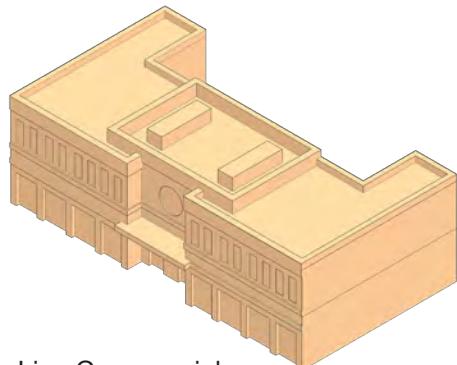
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings
- Local precedent: Taste in Ghent (which is an excellent example of adaptive re-use)

Building Forms and Types

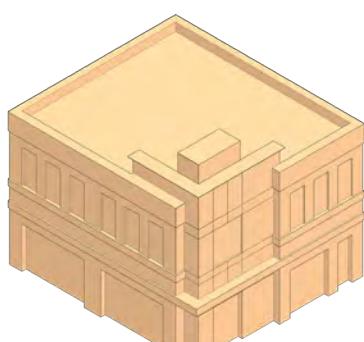
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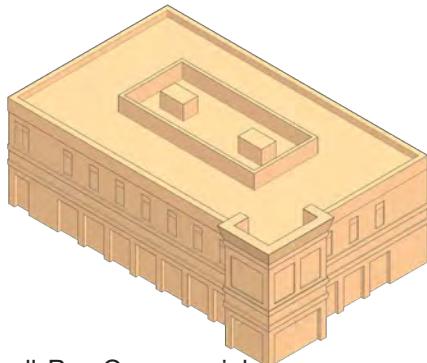
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial



Building Forms and Types

3

The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. The Building Forms and Types section will identify the potential building form or forms for your use.

Vehicle and Parking Lot Oriented Commercial, Retail, and Related Uses:

- Gas Stations
- Drive Through Buildings: Restaurants, Drug Stores, and Banks
- Grocery Stores
- Medium-Box Retail
- Big-Box Retail
- Large Office Buildings

The challenge is to find ways of accommodating all these uses and maintaining the character and image of the Character District. Building forms are undergoing change in response to changes in the way we shop. The emphasis is now on the “experience” and on personalized service. Many start-up digital retailers now need a physical location as a showroom; however stores can be smaller since they do not need to keep a large inventory.



Medium-Box Retail

- One-story (though the massing and facade composition shall be two-story)
- Often includes a drive-through
- 7,500 SF - 20,000 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings
- Local Precedent: Rite Aid in Ghent



Big-Box Retail

- One-story (though the massing and facade composition shall be two-story)
- Typically zoned Commercial-Regional 20,000 SF - 50,000 SF
 - > 50,000 SF shall be added via additional floor levels
- Local precedent: Harris Teeter in Ghent



Drive-Through

- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of the drive-through and vehicle stacking from the main street frontage

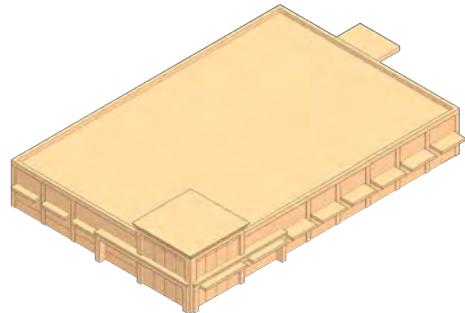


Vehicle Oriented

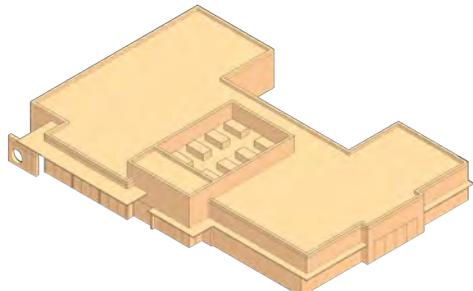
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly building

Building Forms and Types

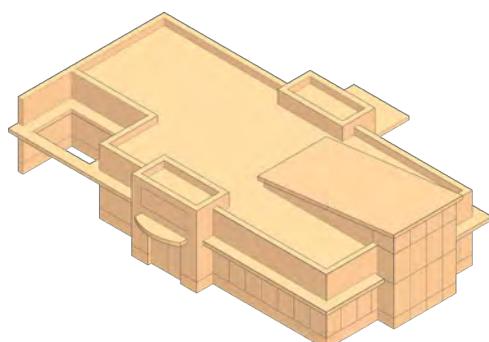
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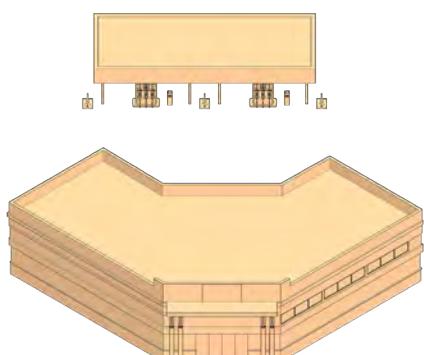
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Street Pattern and Street Type

- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Pedestrian Friendly, Primary Preferred

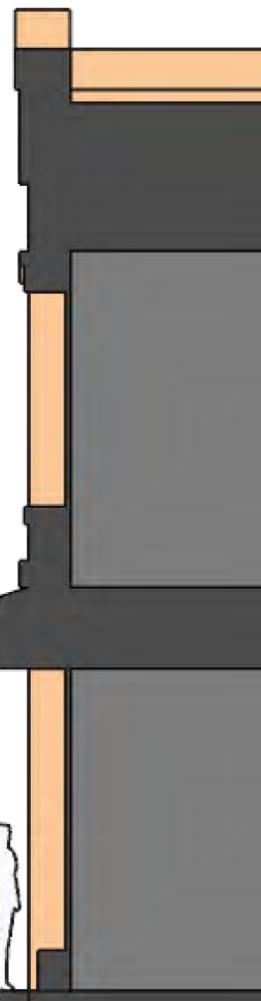
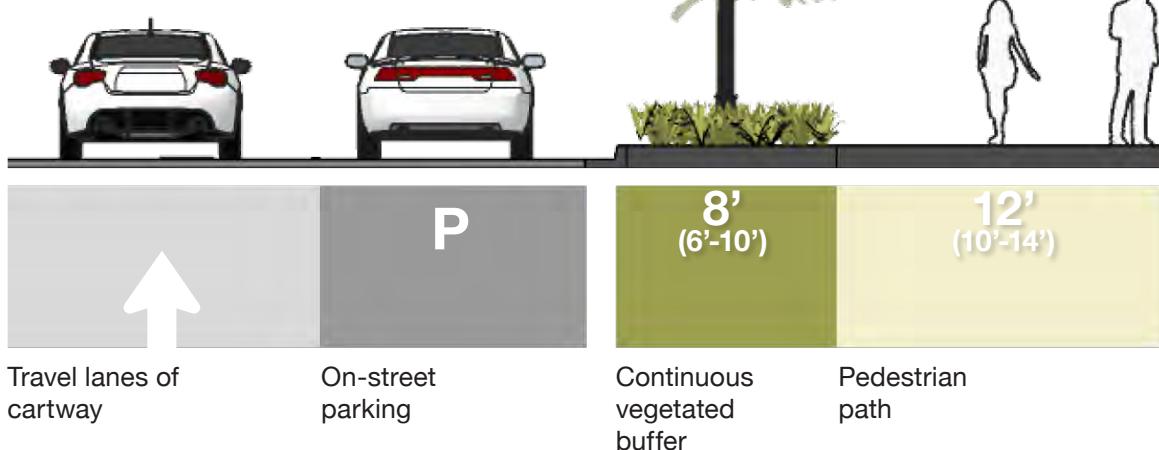
Examples: Colley Ave (North)

Streets that are 4 lanes or fewer, with typical vehicular speeds of 30 mph or less

The pedestrian space is protected by a combination of landscape buffers and on-street parking

- Preferred Configuration:

- On-street Parking
- 20' minimum between curb of parking lane and building facade
- 8' area for street trees
- 12' clear for pedestrian path



Street Types and Patterns

4

Pedestrian Friendly



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

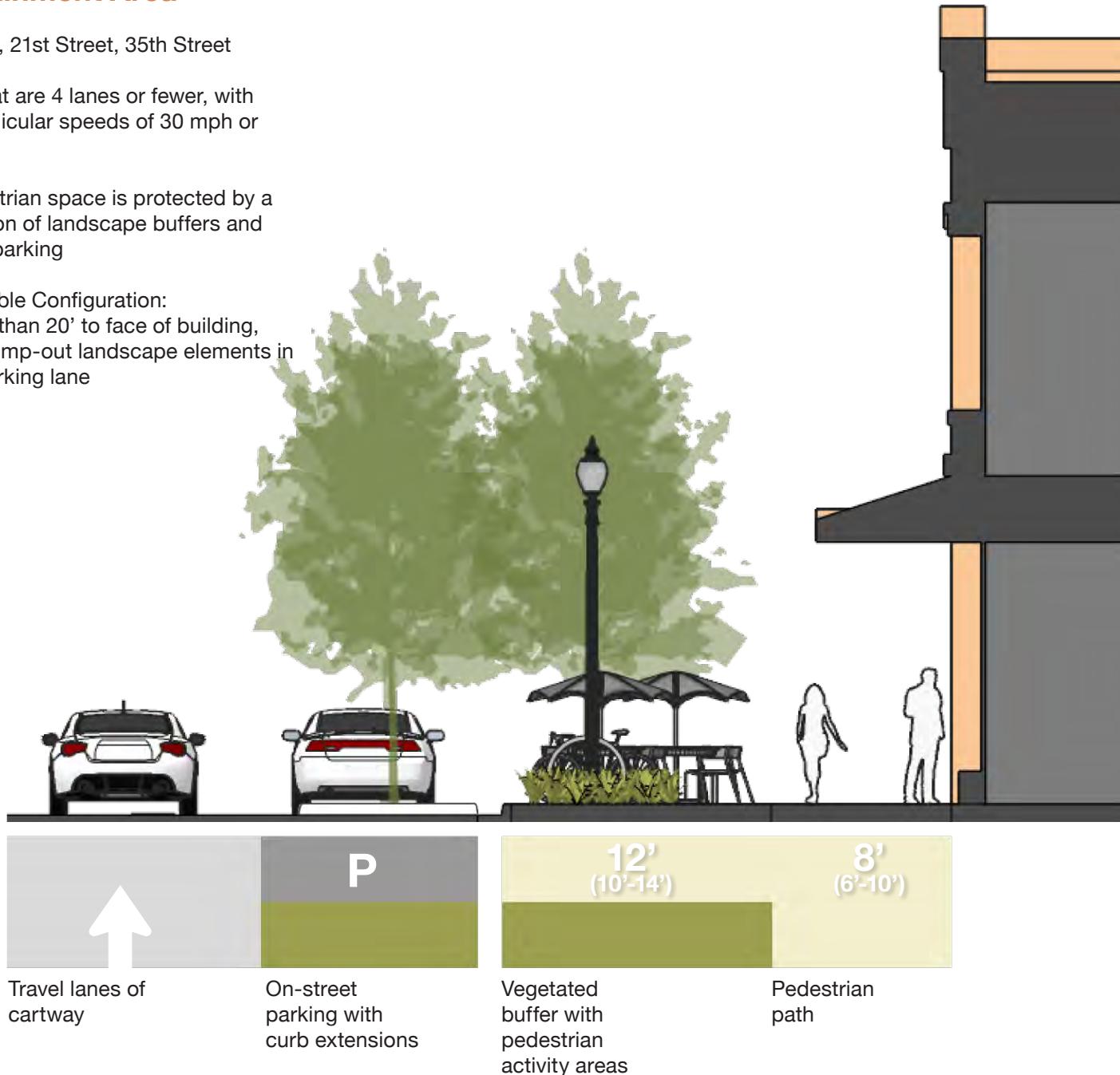
Pedestrian Friendly, Entertainment Area

Colley Ave, 21st Street, 35th Street

Streets that are 4 lanes or fewer, with typical vehicular speeds of 30 mph or less

The pedestrian space is protected by a combination of landscape buffers and on-street parking

- Acceptable Configuration:
 - If less than 20' to face of building, use bump-out landscape elements in the parking lane



Street Types and Patterns

4

Pedestrian Friendly



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

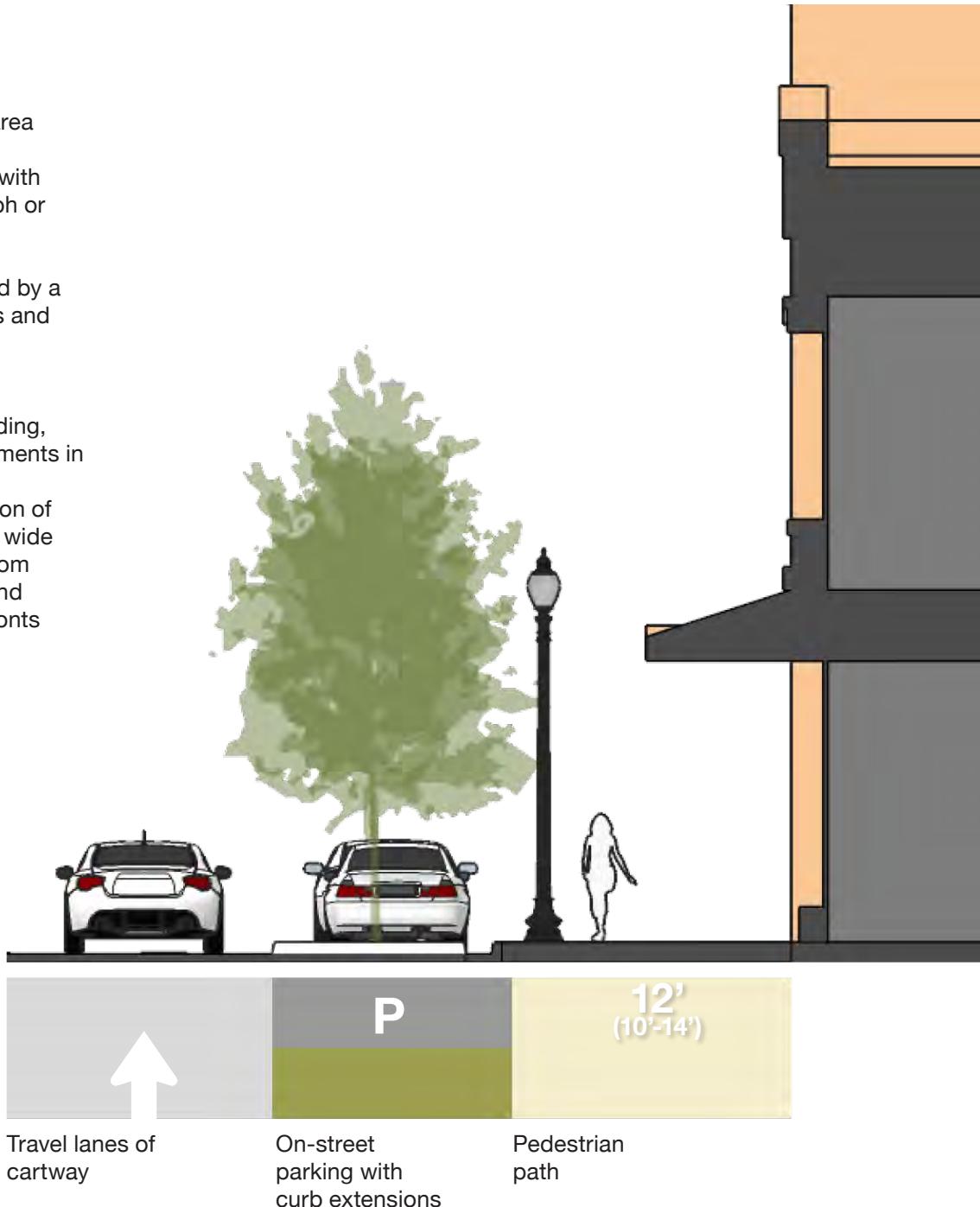
Pedestrian Friendly, Alternate

Examples: 21st Street, Chelsea Area

Streets that are 4 lanes or fewer, with typical vehicular speeds of 30 mph or less

The pedestrian space is protected by a combination of landscape buffers and on-street parking

- Acceptable Configuration:
 - If less than 20' to face of building, use bump-out landscape elements in the parking lane
 - Areas with a high concentration of retail storefronts should have wide sidewalks to provide more room for pedestrians to move around shoppers looking into storefronts



Street Types and Patterns

4

Pedestrian Friendly



Street Types and Patterns

4

Public Right-of-Way

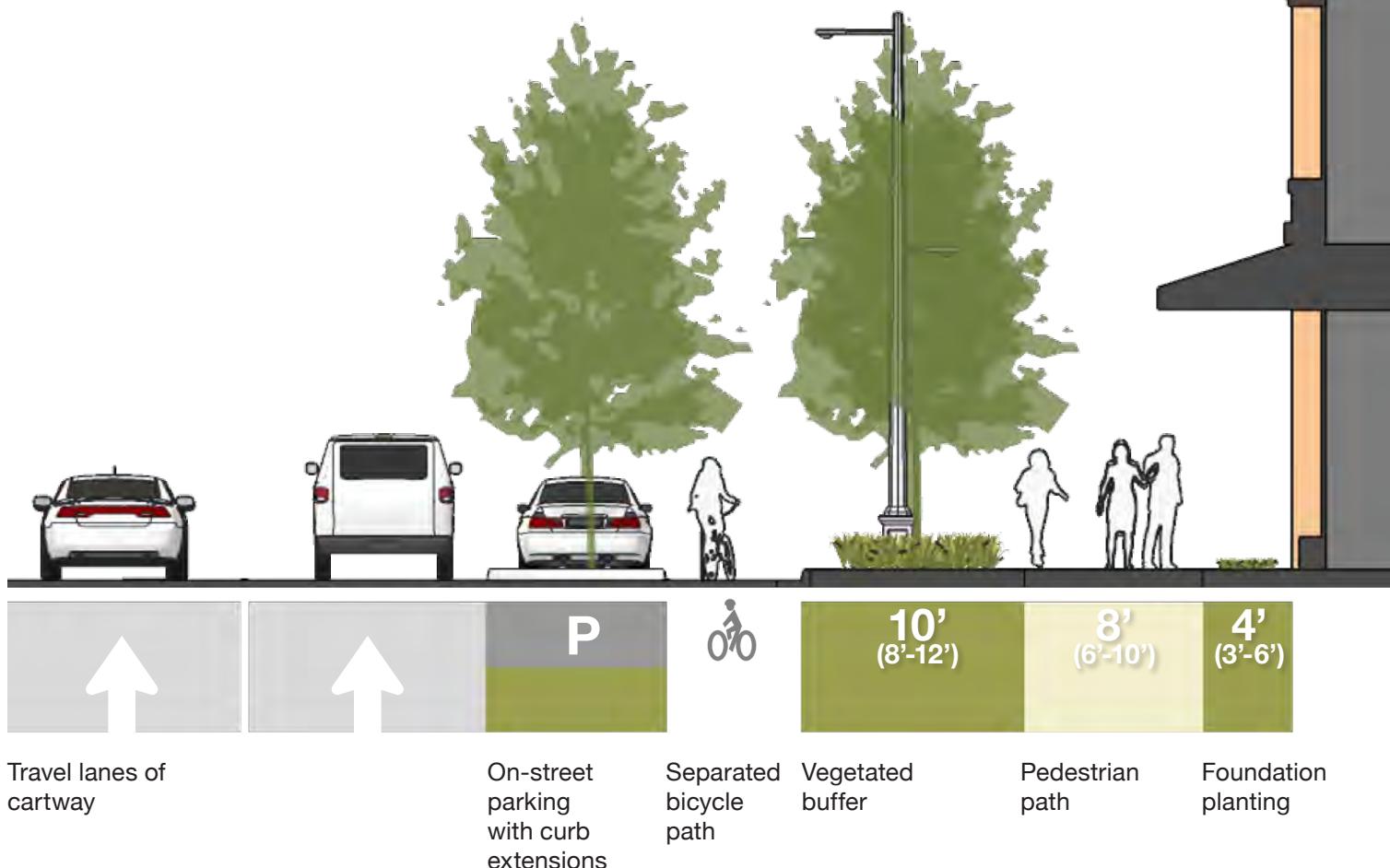
The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Vehicle Oriented, Preferred

Examples: Hampton Blvd, Church Street, Brambleton Ave

- Preferred Configuration:
 - 36' between curb and building facade
 - Parallel parking with vegetated curb extensions
 - Separated bicycle path
 - 10' vegetated buffer with three dimensional planting and trees
 - 8' pedestrian path
 - 4' foundation planting



Travel lanes of cartway

On-street parking with curb extensions

Separated bicycle path

Vegetated buffer

Pedestrian path

Foundation planting

Street Types and Patterns

4

Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Vehicle Oriented, Alternate

Examples: Hampton Blvd, Church Street

- Acceptable Configuration:
 - Minimum 20' between curb and building facade
 - 12' buffer between curb and sidewalk with three dimensional planting and trees



Travel lanes of cartway

Vegetated buffer with pedestrian activity areas

Pedestrian path

Street Types and Patterns

4

Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Vehicle Oriented, Compressed

Examples: Hampton Blvd, Granby Street, Colley Ave, 26th Street

- Acceptable Configuration:
 - Minimum 20' between cartway and building facade
 - Parallel parking with vegetated curb extensions
 - 6' buffer between curb and sidewalk with three dimensional planting and trees
 - 6' pedestrian path with recessed entrances to minimize door swings into pedestrian path



Street Types and Patterns

4

Vehicle Oriented



Block Types and Patterns

5

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

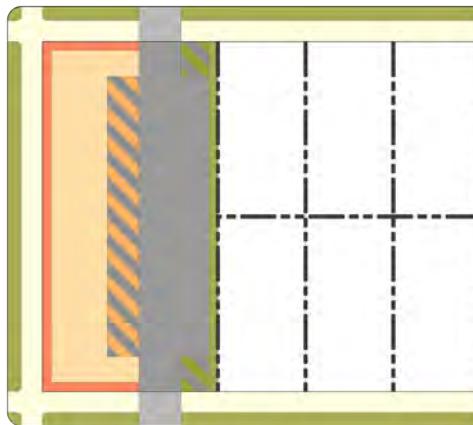
Flexible Areas:
Parking-Landscaping
Parking-Building
Landscaping-Building
Parking-Landscaping-Building

The preferred pattern maintains continuous active frontage along the full block with service and parking internal to the block. Access to service and parking is best from the side street. The diagrams indicate the desired pattern for the block. The guidelines for individual properties follow this pattern for parking and access. Over time, as properties are redeveloped, the full block pattern can be realized.

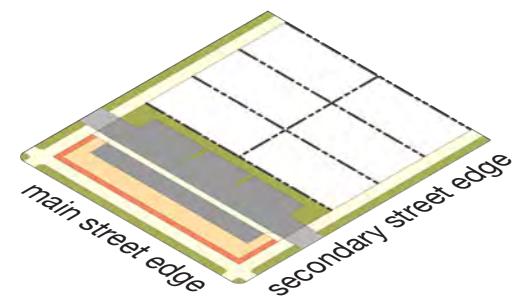
Short Block

100' Deep Lot

- Parking and access in middle of block
- 5' minimum landscape buffer along the back property line (100' deep lot only)
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 45% on the side street
- All parking frontage must have a 5' minimum landscape buffer



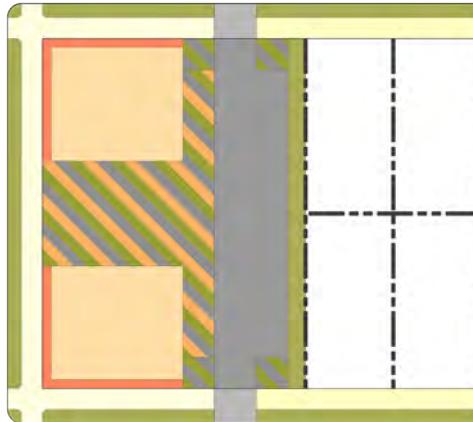
Block Guideline



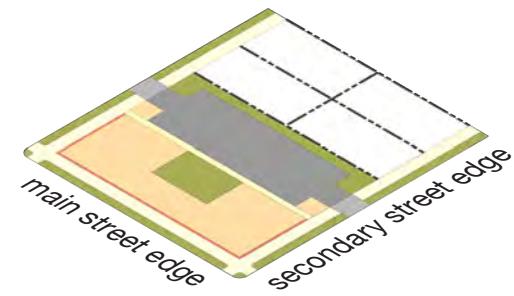
Possible Site Layout A

150' Deep Lot

- Parking and access in middle of block
- 10' minimum landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 40% on the side street
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



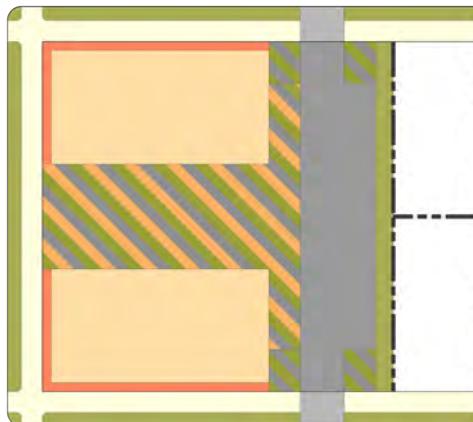
Block Guideline



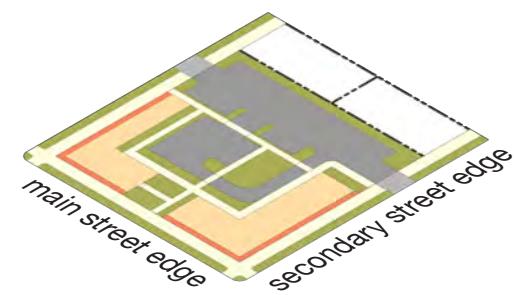
Possible Site Layout A

200' Deep Lot

- Parking and access in middle of block
- 10' minimum landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 35% on the side street
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



Block Guideline



Possible Site Layout A

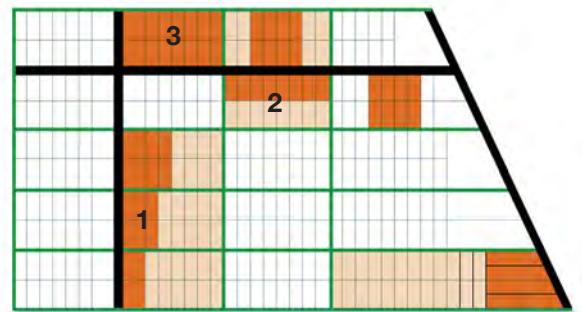
Block Types and Patterns

5

Block Types

Commercial frontage types:
1 - Short block frontage on main street
2 - Long block frontage on main street
3 - Full block frontage

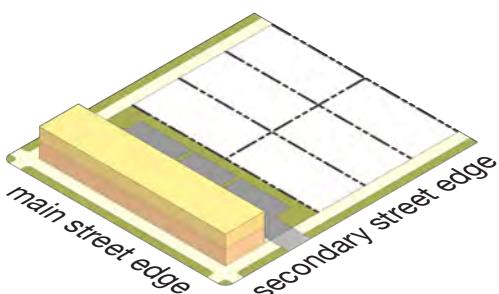
The majority of blocks are approximately 200' X 500'



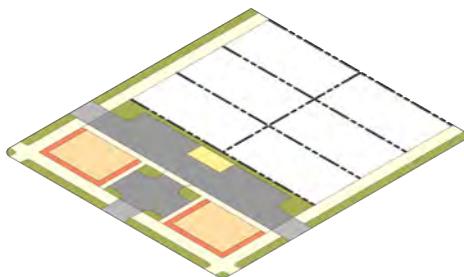
Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

Short Block

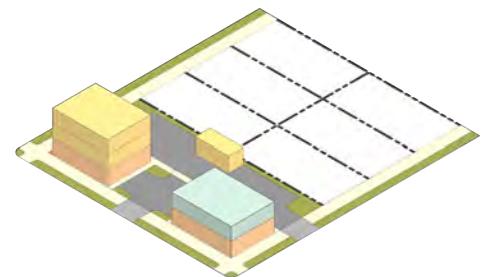
100' Deep Lot



Possible Massing Layout A

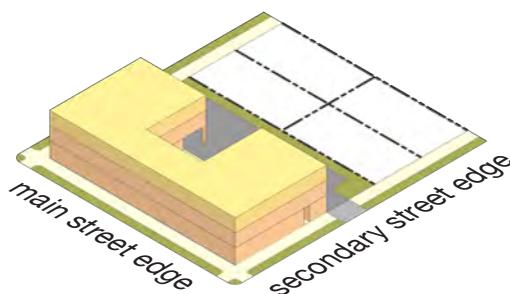


Possible Site Layout B

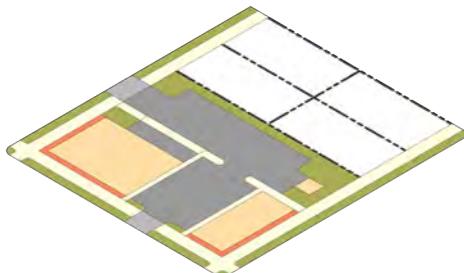


Possible Massing Layout B

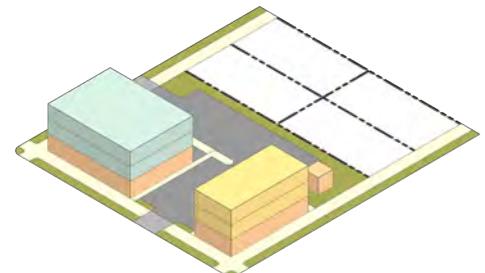
150' Deep Lot



Possible Massing Layout A

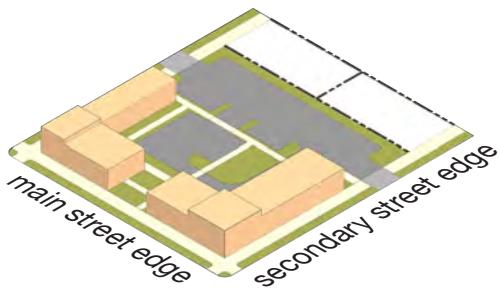


Possible Site Layout B

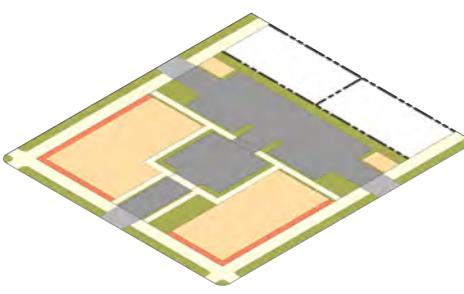


Possible Massing Layout B

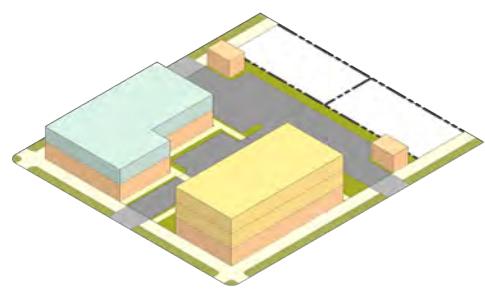
200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Block Types and Patterns

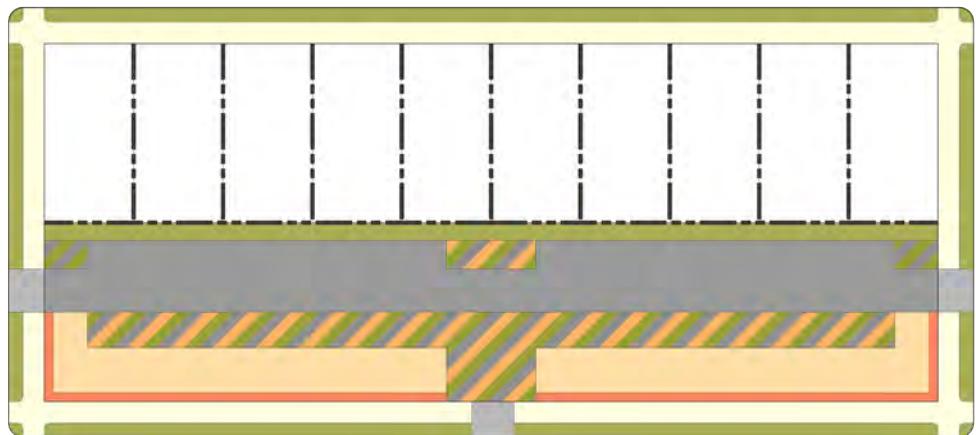
5



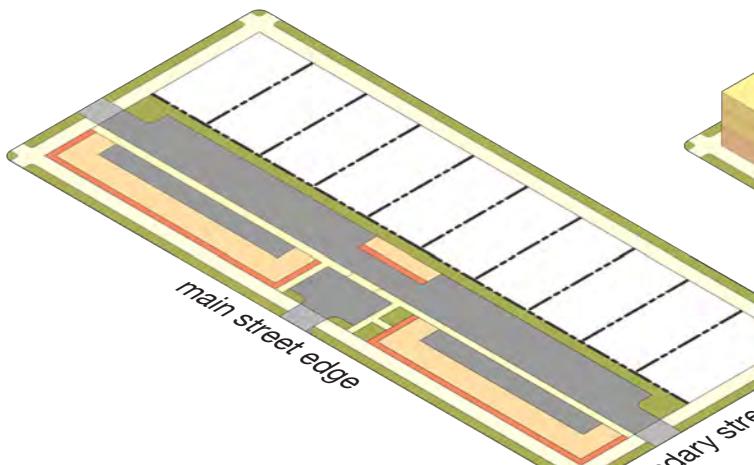
Long Block

100' Deep Lots

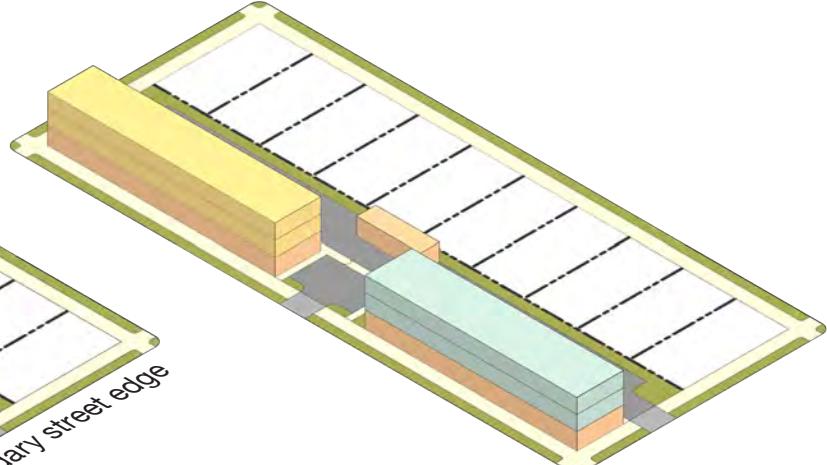
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- 5' minimum planting buffer along the back property line (100' deep lot only)
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



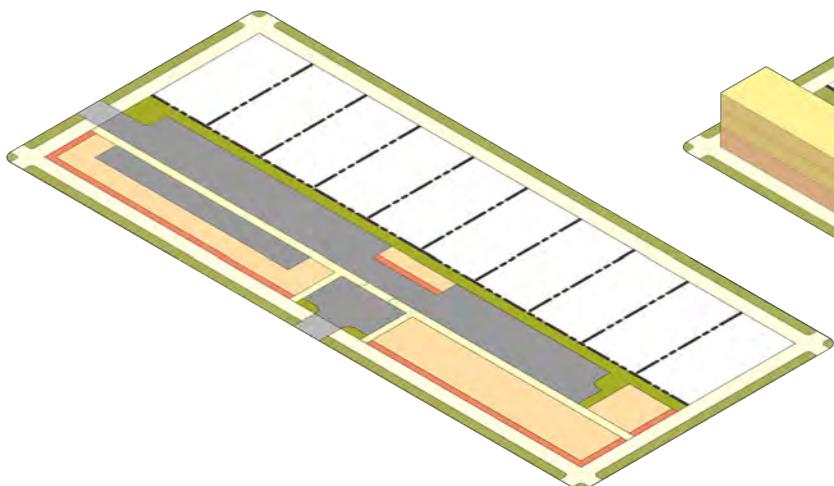
Block Guideline



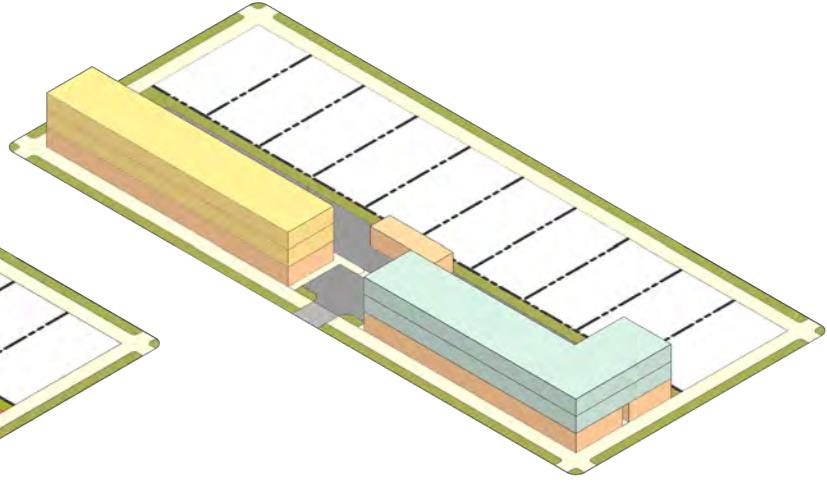
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Block Types and Patterns

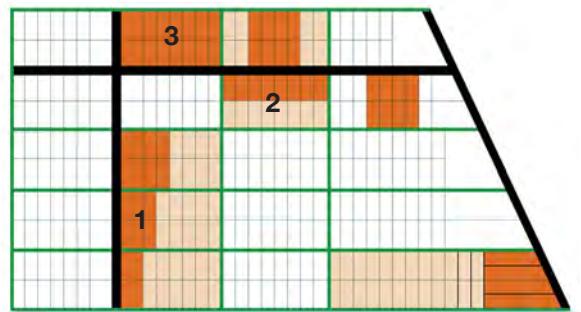
5

Block Types

Commercial frontage types:

- 1 - Short block frontage on main street
- 2 - Long block frontage on main street
- 3 - Full block frontage

The majority of blocks are approximately 200' X 500'

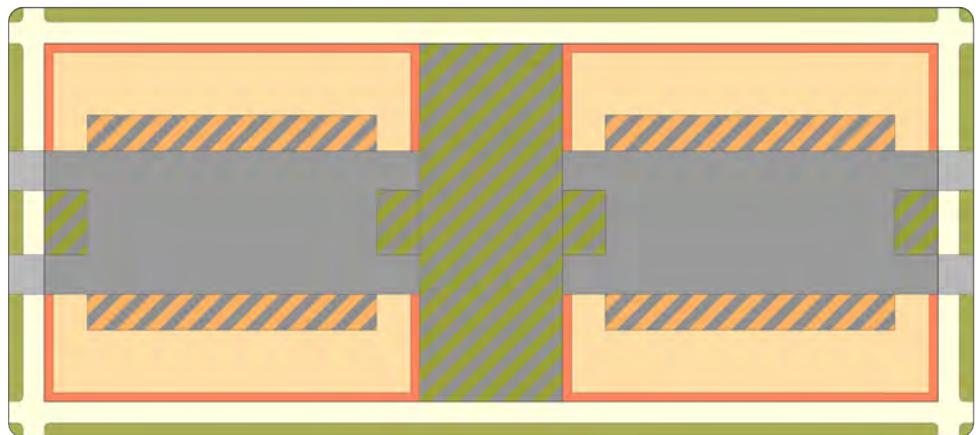


Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

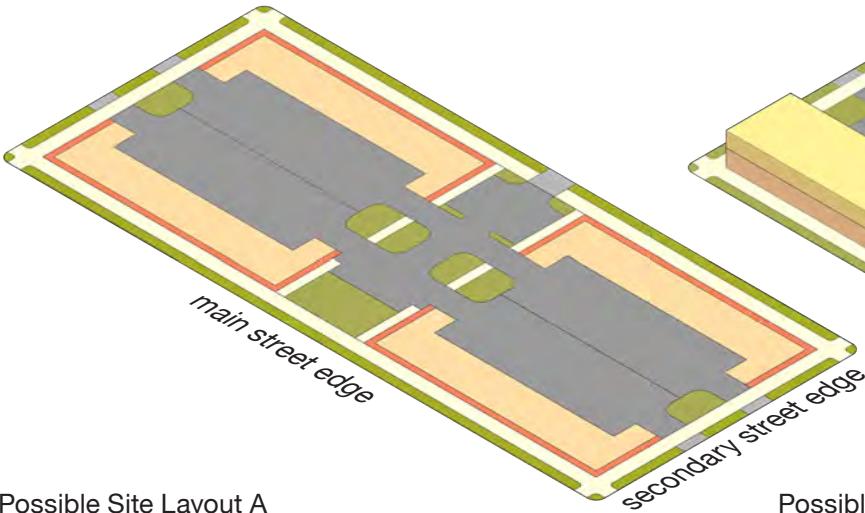
Full Block

200' Deep Lots

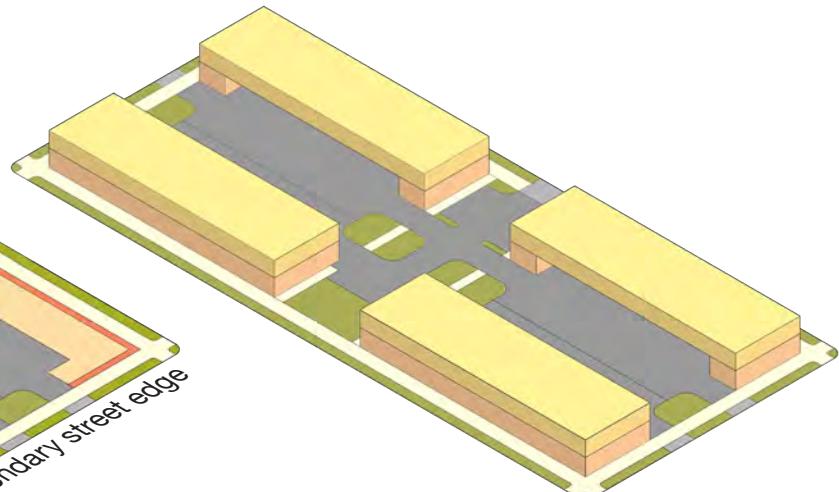
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- All parking frontage must have a 10' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



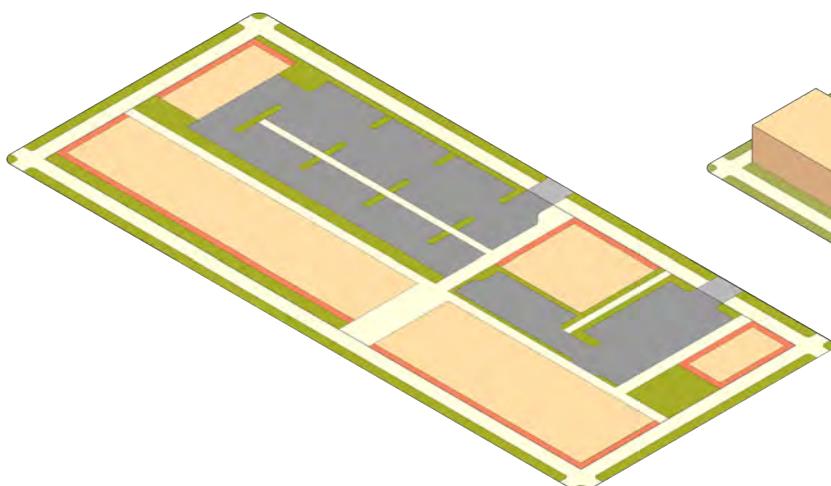
Block Guideline



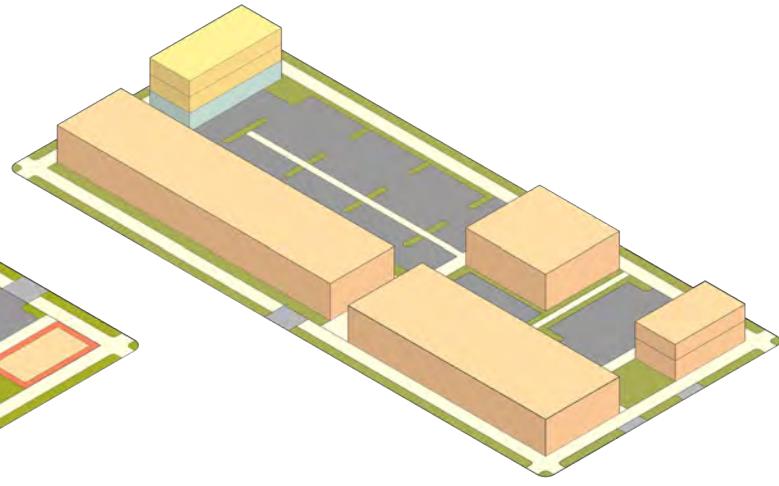
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Lot Patterns

6

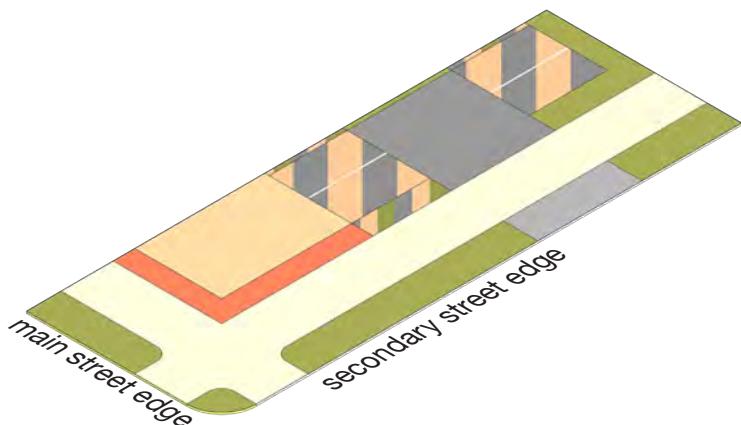
Lot Guidelines

100' Deep Corner Lot

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

Flexible Areas:
diagonal stripes
diagonal stripes
diagonal stripes

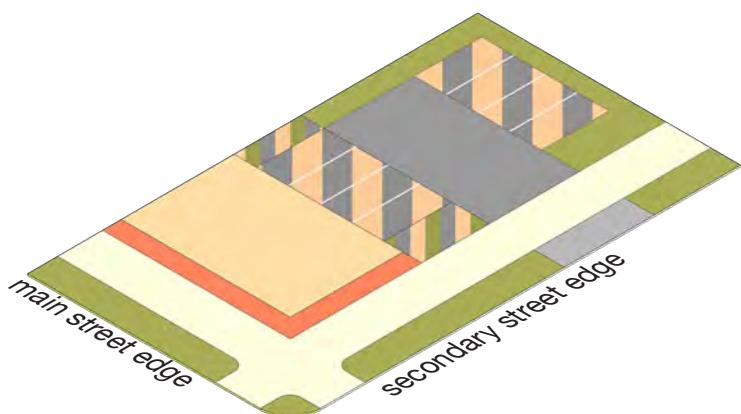
In the Traditional Character District, the setback distance of the Primary Facade along the secondary street (corner side yard) is often flexible, ranging between 0' and a 5' setback; typically, the preferred pattern is to maintain the precedent set by the adjacent properties and shall be confirmed by the Zoning Administrator.



Lot Guideline

25' - 50' Wide Lot

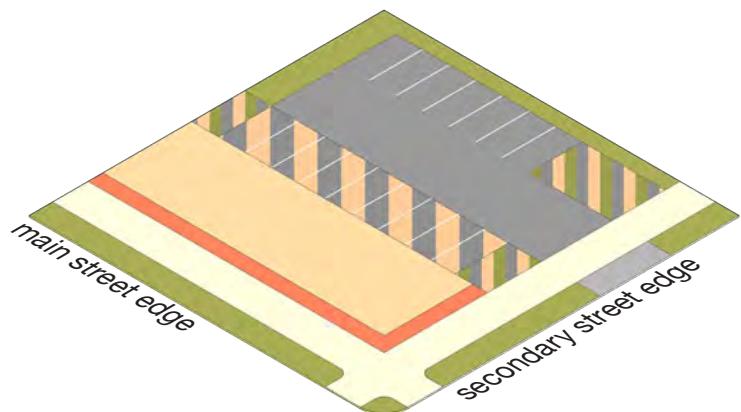
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department for 25' wide lots)
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking
- Sites less than 2,500 SF have no parking requirement for retail or office, but do require 1.6 spaces per residential unit



Lot Guideline

50' - 100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking



Lot Guideline

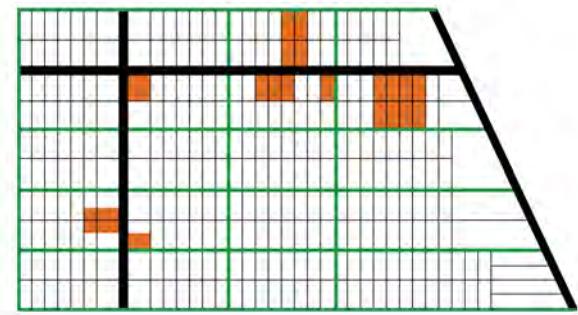
>100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.6 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.

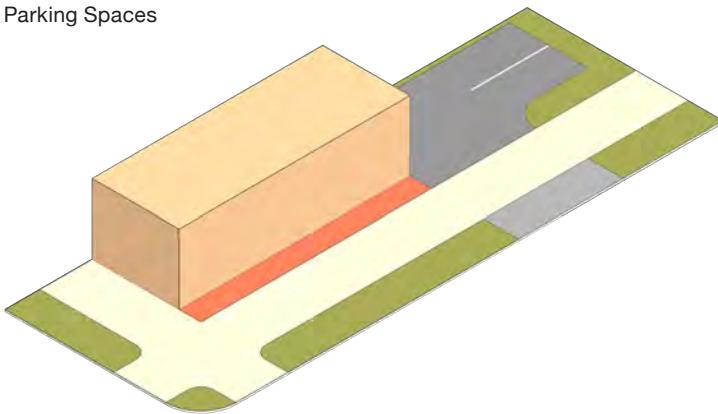


Lot Capacities

100' Deep Corner Lot

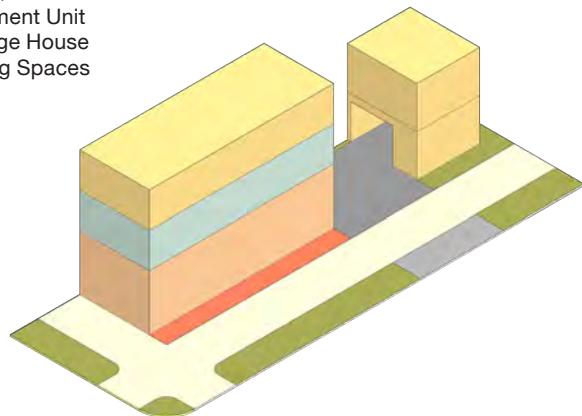
Example: 25' X 100' Lot

Commercial: 1,050 SF
2 Parking Spaces



Minimum Lot Capacity

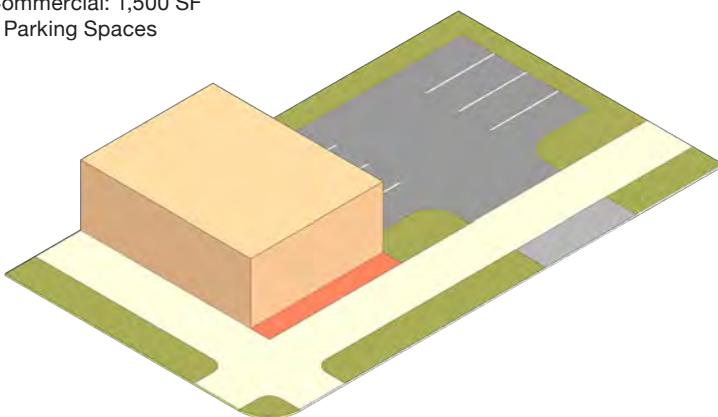
Commercial: 1,050 SF
Office: 1,050 SF
1 Apartment Unit
1 Carriage House
3 Parking Spaces



Maximum Lot Capacity

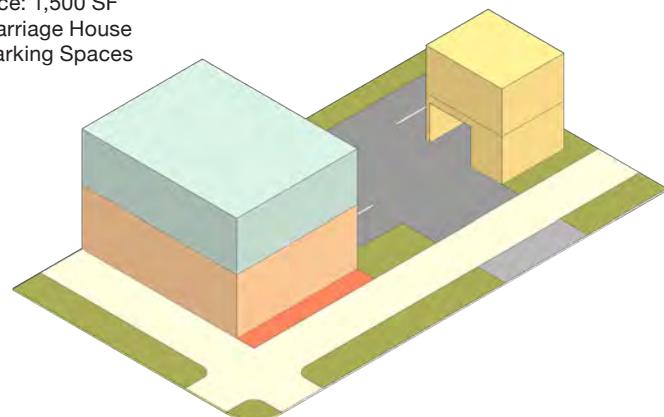
Example: 50' X 100' Lot

Commercial: 1,500 SF
8 Parking Spaces



Minimum Lot Capacity

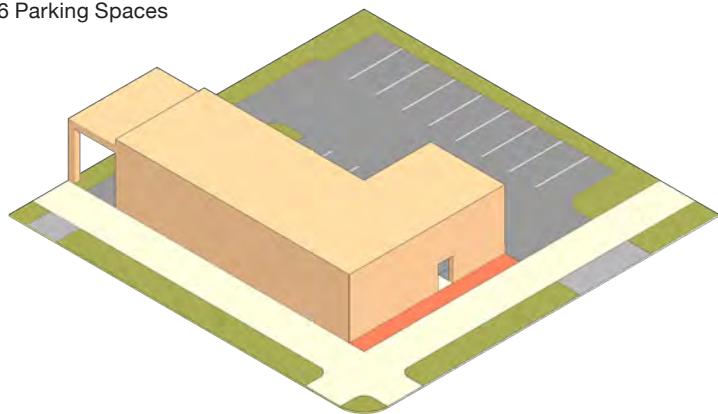
Commercial: 1,500 SF
Office: 1,500 SF
1 Carriage House
7 Parking Spaces



Maximum Lot Capacity

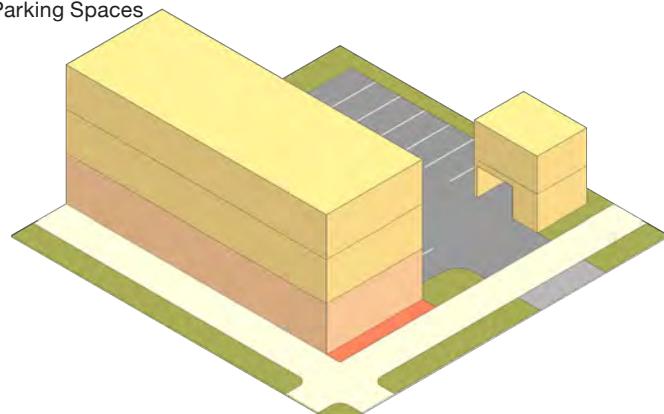
Example: 110' X 100' Lot

Commercial: 2,750 SF
16 Parking Spaces



Minimum Lot Capacity

Commercial: 3,325 SF
6 Apartment Units
17 Parking Spaces



Maximum Lot Capacity

Lot Patterns

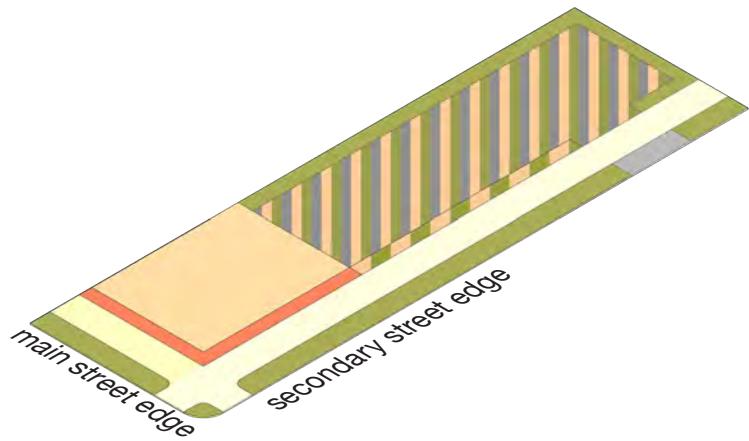
Lot Guidelines

>100' Deep Corner Lot

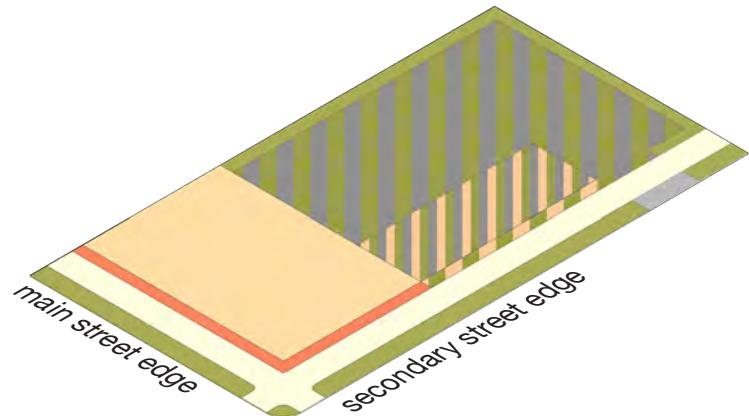
Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

Flexible Areas:
Diagonal stripes
Vertical stripes
Horizontal stripes

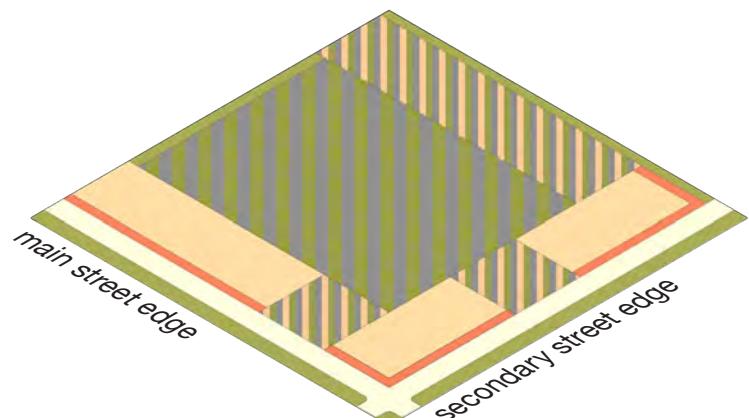
In the Traditional Character District, the setback distance of the Primary Facade along the secondary street (corner side yard) is often flexible, ranging between 0' and a 5' setback; typically, the preferred pattern is to maintain the precedent set by the adjacent properties and shall be confirmed by the Zoning Administrator.



Lot Guideline



Lot Guideline



Lot Guideline

25' - 50' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department for 25' wide lots)
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking

50' - 100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking

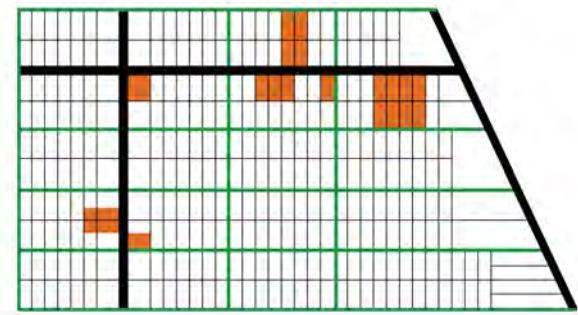
>100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.6 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



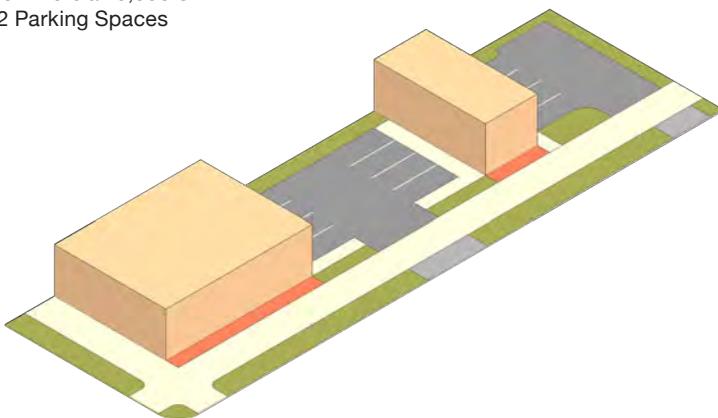
Lot Types are in **DARK ORANGE**

Various lot sizes are depicted

Lot Capacities

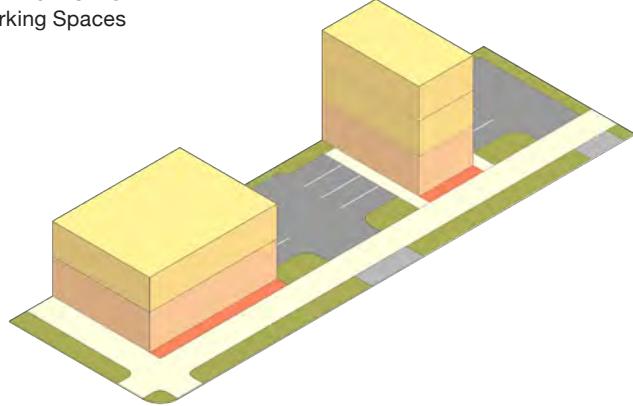
>100' Deep Corner Lot

Example: 50' X 200' Lot
Commercial: 3,600 SF
12 Parking Spaces



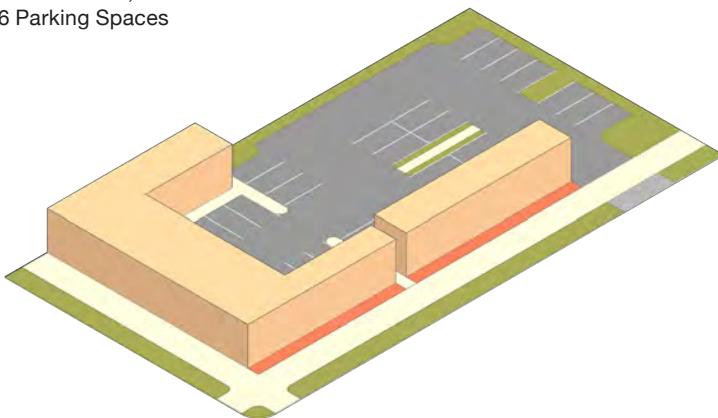
Minimum Lot Capacity

Commercial: 3,600 SF
4 Apartment Units
12 Parking Spaces



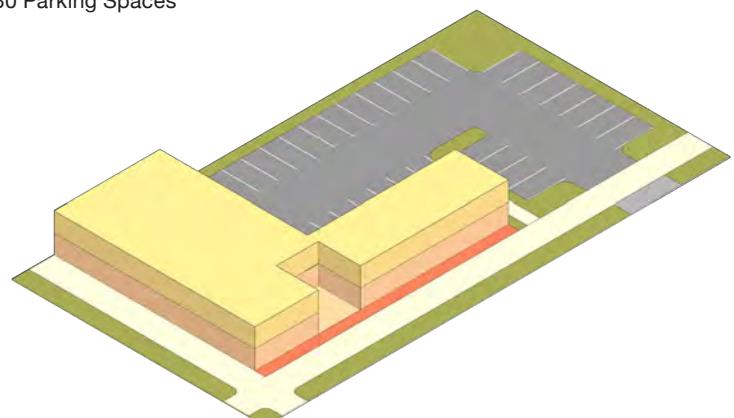
Maximum Lot Capacity

Example: 100' X 200' Lot
Commercial: 6,650 SF
26 Parking Spaces



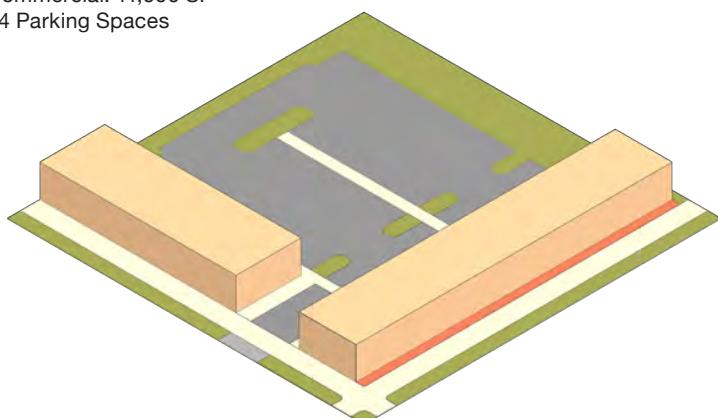
Minimum Lot Capacity

Commercial: 6,100 SF
6 Apartment Units
30 Parking Spaces



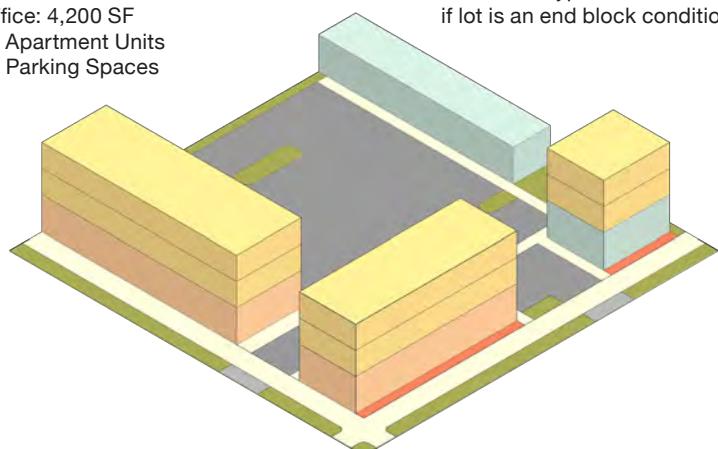
Maximum Lot Capacity

Example: 200' X 200' Lot
Commercial: 11,600 SF
44 Parking Spaces



Minimum Lot Capacity

Commercial: 8,300 SF
Office: 4,200 SF
14 Apartment Units
51 Parking Spaces



*see Block Types and Patterns
if lot is an end block condition

Maximum Lot Capacity

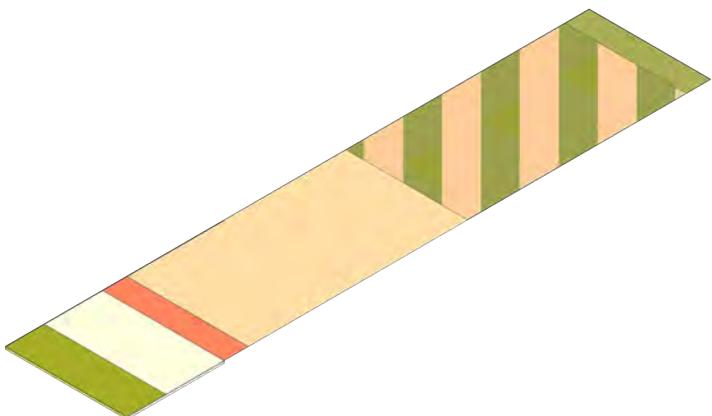
Lot Patterns

6

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building
		Flexible Areas:

Lot Guidelines

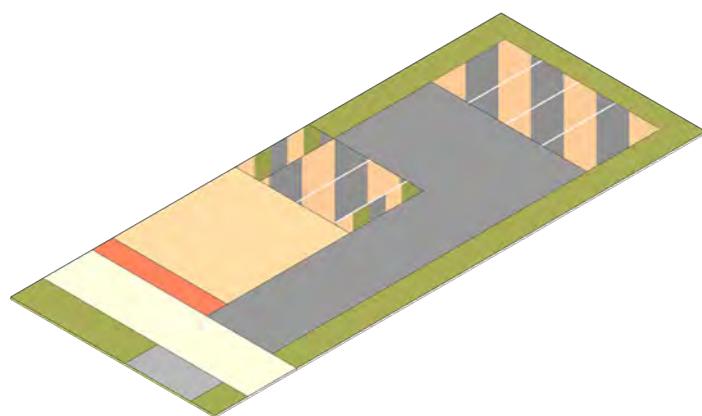
100' Deep Mid-Block Lot



Lot Guideline

25' - 50' Wide Lot

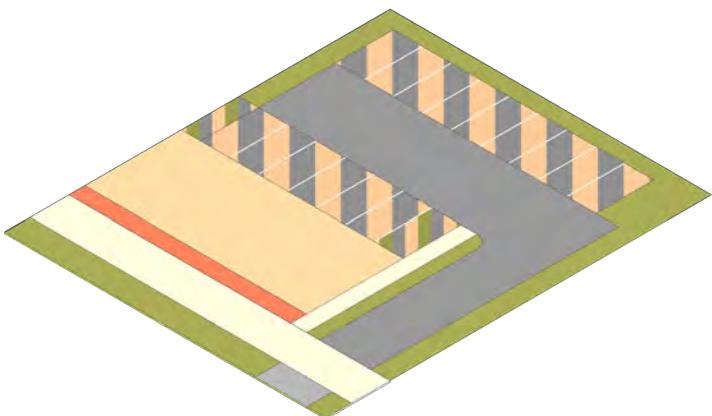
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking
- Sites less than 2,500 SF have no parking requirement for retail or office, but do require 1.6 spaces per residential unit



Lot Guideline

50' - 100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking



Lot Guideline

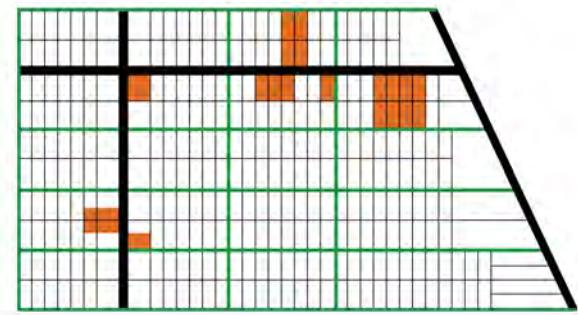
>100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.6 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



Lot Capacities

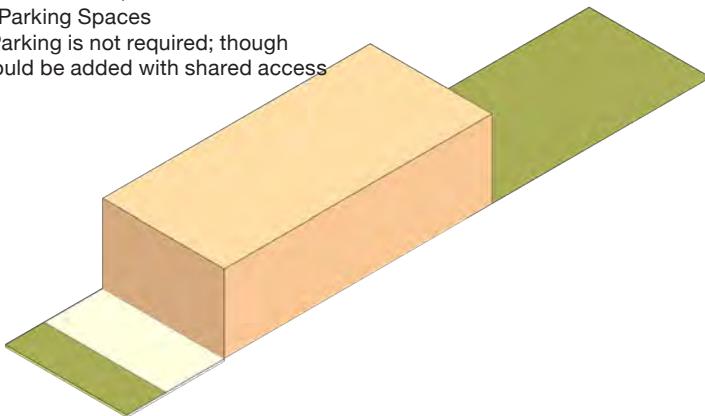
100' Deep Mid-Block Lot

Example: 25' X 100' Lot

Commercial: 1,375 SF

0 Parking Spaces

*Parking is not required; though could be added with shared access



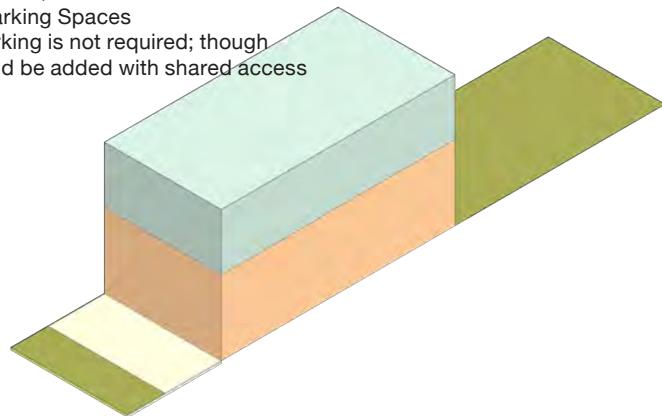
Minimum Lot Capacity

Commercial: 1,250 SF

Office: 1,250 SF

0 Parking Spaces

*Parking is not required; though could be added with shared access

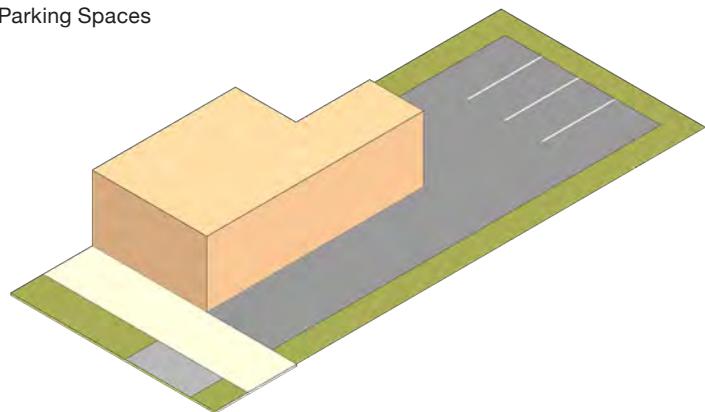


Maximum Lot Capacity

Example: 50' X 100' Lot

Commercial: 1,300 SF

4 Parking Spaces



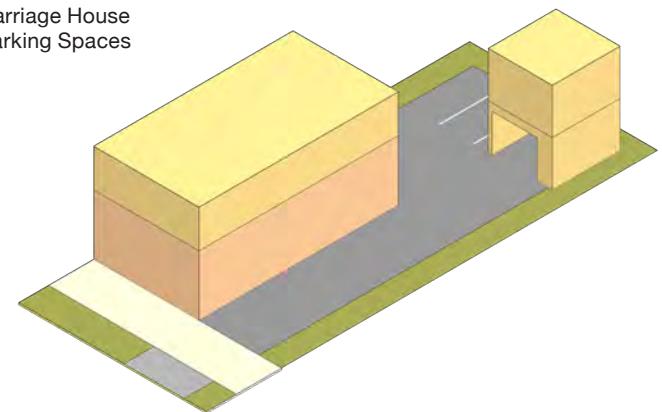
Minimum Lot Capacity

Commercial: 1,500 SF

2 Apartment Units

1 Carriage House

5 Parking Spaces



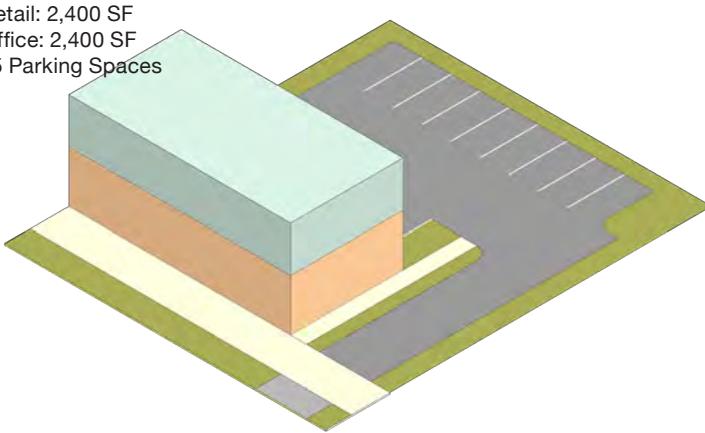
Maximum Lot Capacity

Example: 110' X 100' Lot

Retail: 2,400 SF

Office: 2,400 SF

15 Parking Spaces



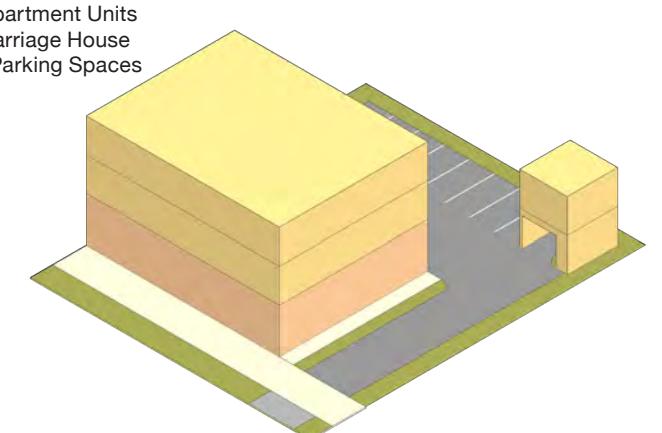
Minimum Lot Capacity

Retail: 2,400 SF

8 Apartment Units

1 Carriage House

15 Parking Spaces



Maximum Lot Capacity

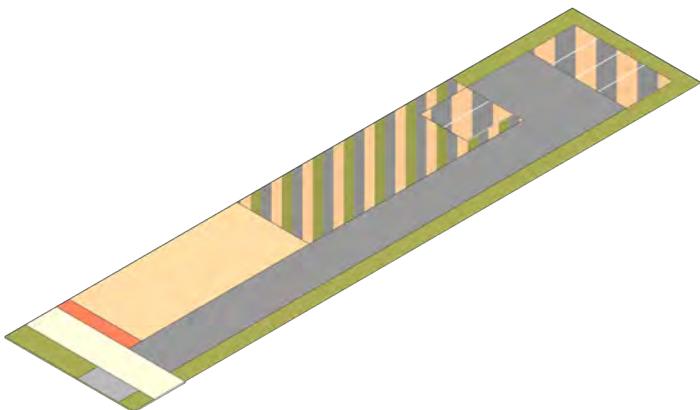
Lot Patterns

6

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building
		Flexible Areas:

Lot Guidelines

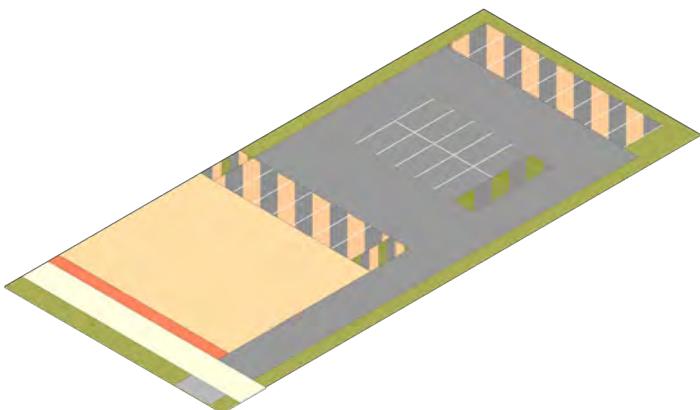
>100' Deep Mid-Block Lot



Lot Guideline

50' Wide Lot

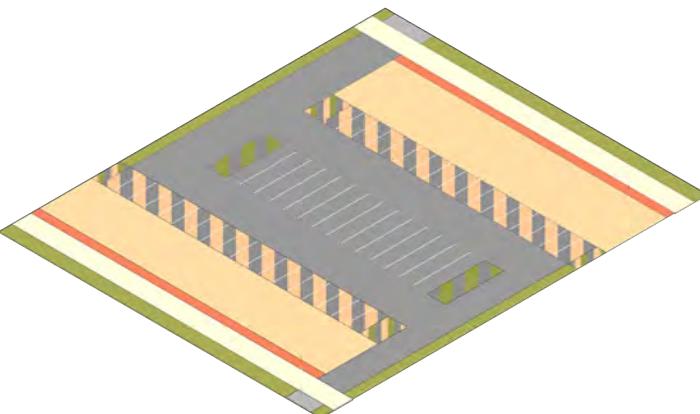
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking



Lot Guideline

50' - 100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking



Lot Guideline

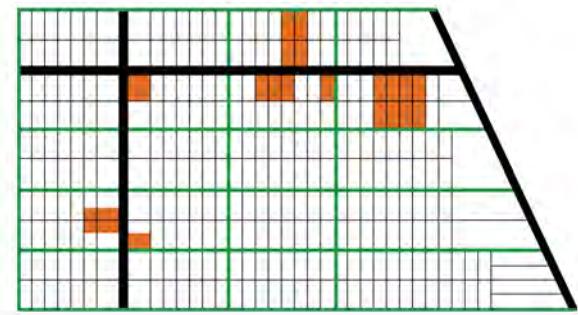
>100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 35' deep with double loaded parking or 55' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.6 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



Lot Types are in **DARK ORANGE**

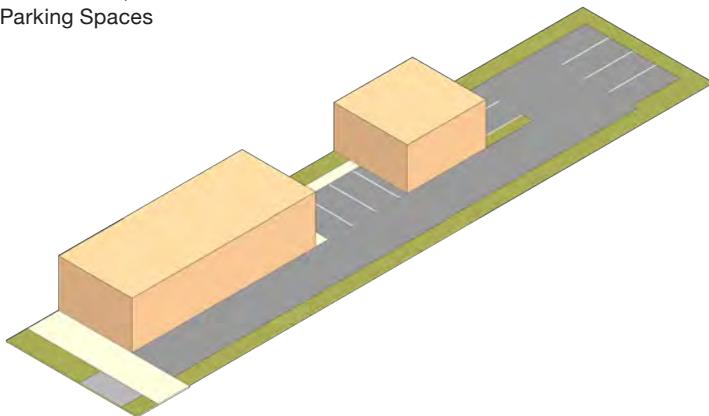
Various lot sizes are depicted

Lot Capacities

>100' Deep Mid-Block Lot

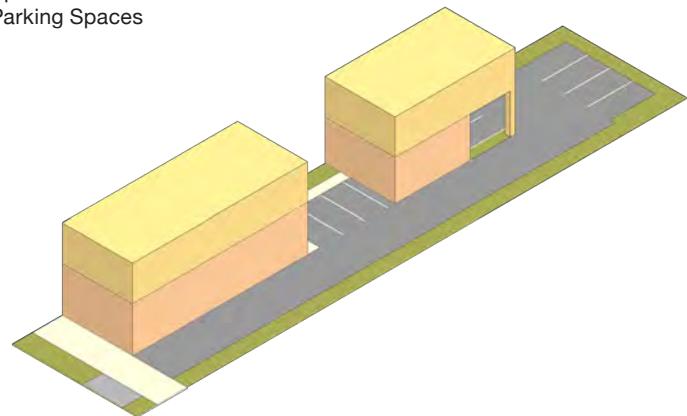
Example: 50' X 200' Lot

Commercial: 2,800 SF
9 Parking Spaces



Minimum Lot Capacity

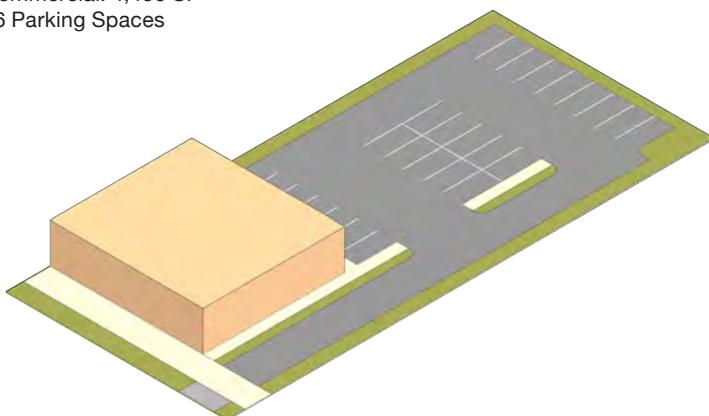
Commercial: 2,800 SF
3 Apartments Units
9 Parking Spaces



Maximum Lot Capacity

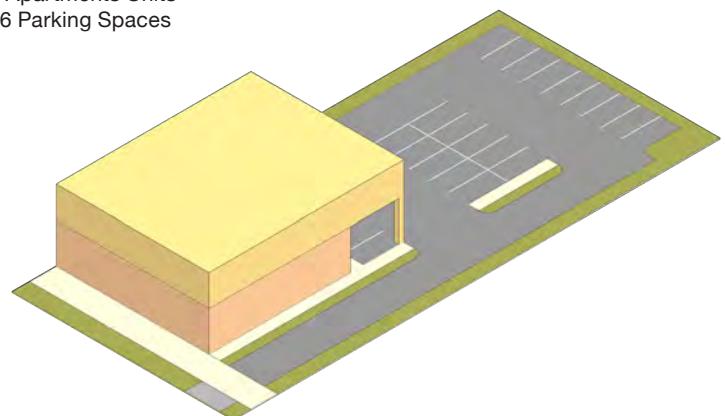
Example: 100' X 200' Lot

Commercial: 4,400 SF
26 Parking Spaces



Minimum Lot Capacity

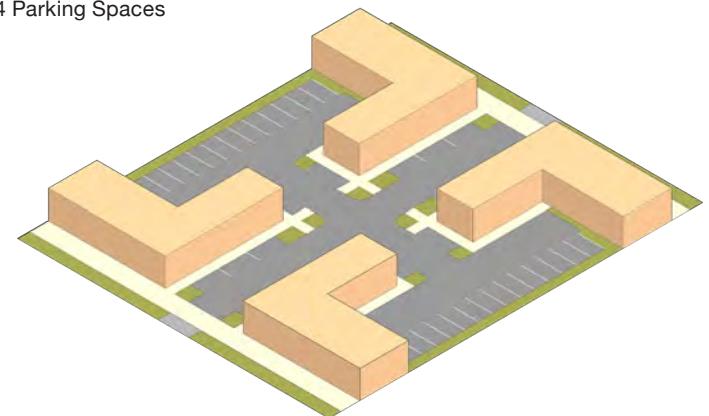
Commercial: 4,400 SF
6 Apartments Units
26 Parking Spaces



Maximum Lot Capacity

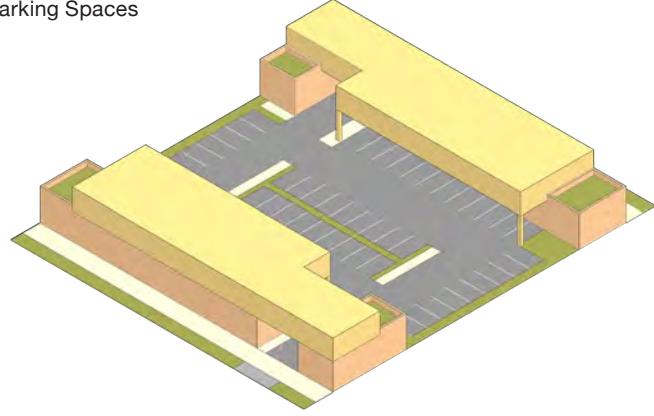
Example: 200' X 200' Through Lot

Commercial: 13,200 SF
44 Parking Spaces



Minimum Lot Capacity

Commercial: 12,000 SF
16 Apartment Units
60 Parking Spaces



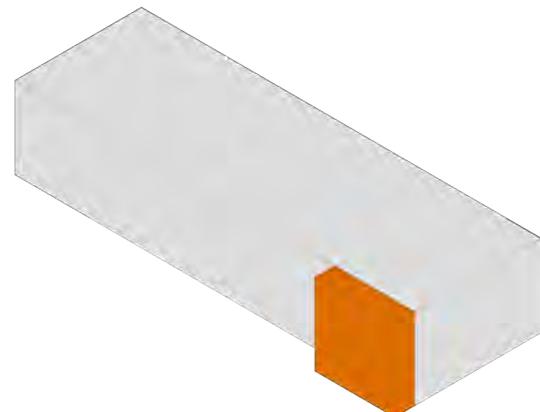
*see Block Types and Patterns if lot is a through block condition

Architectural Patterns

One-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

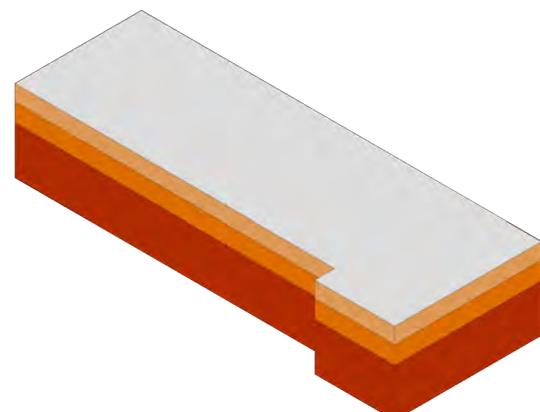
- Preferred minimum facade height in facade zones is 22'
- The preferred massing and facade composition shall be two-story

Horizontal

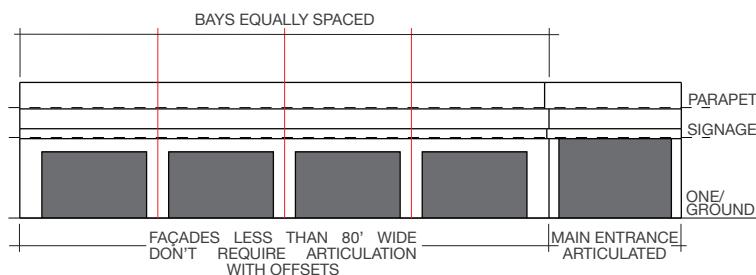
- Every building has a base, middle and top

Composition

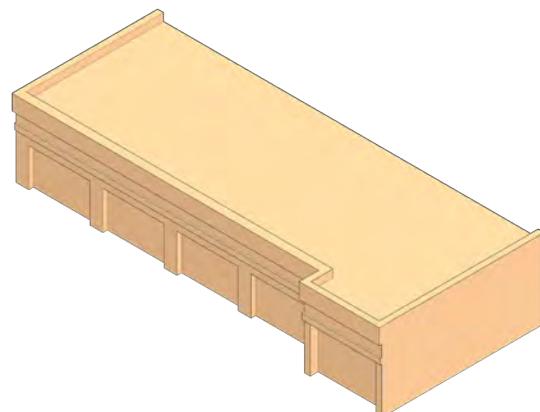
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

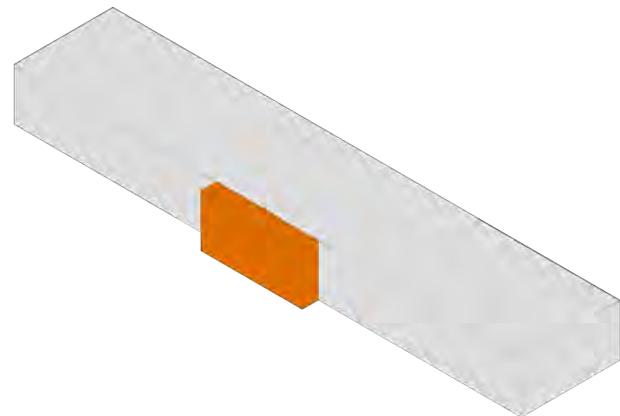
Architectural Patterns



One-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
 - The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
 - The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

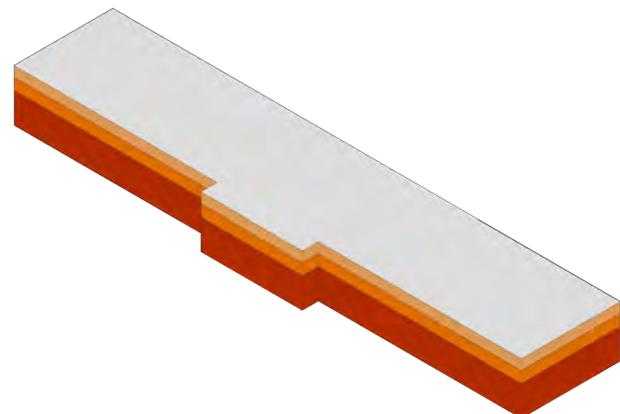
- Preferred minimum facade height in facade zones is 22'
- The preferred massing and facade composition shall be two-story

Horizontal

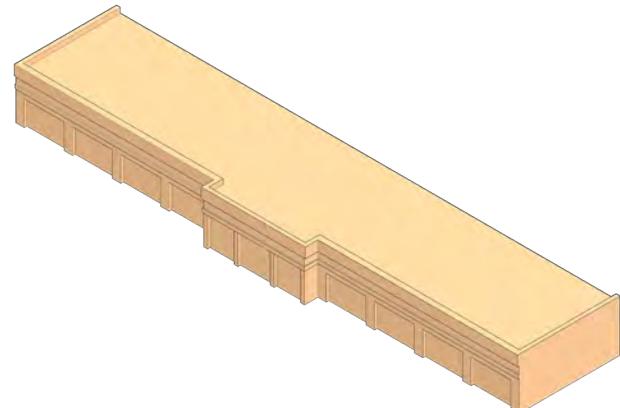
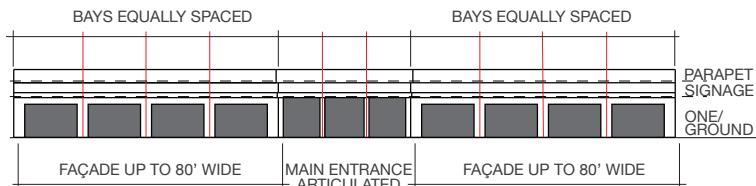
- Every building has a base, middle and top

Composition

- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

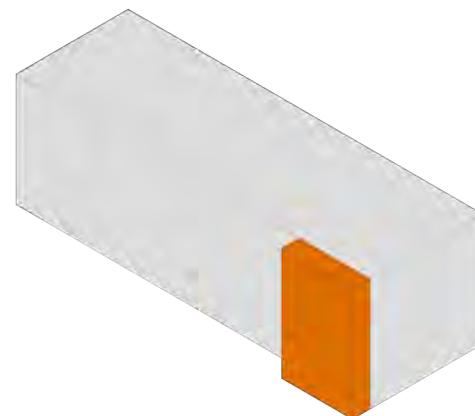
Assembly

Architectural Patterns

Two-Story Buildings with < 80' Length Facade

Vertical

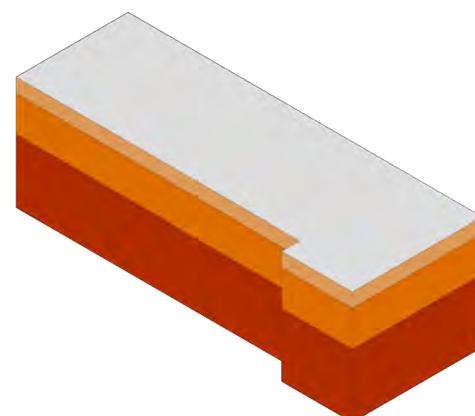
- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

- Preferred minimum facade height in facade zones is 30'.



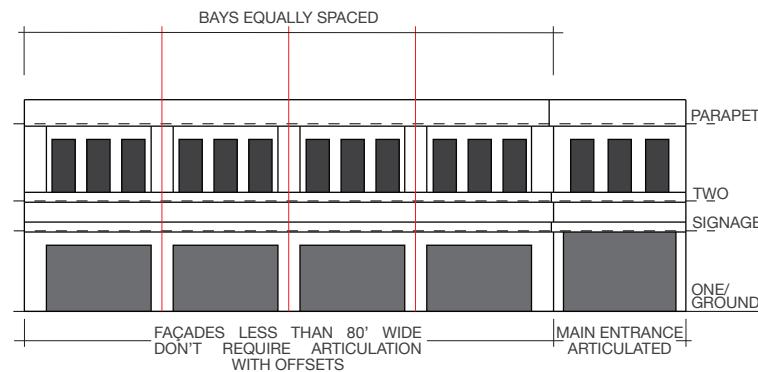
Horizontal Articulation

Horizontal

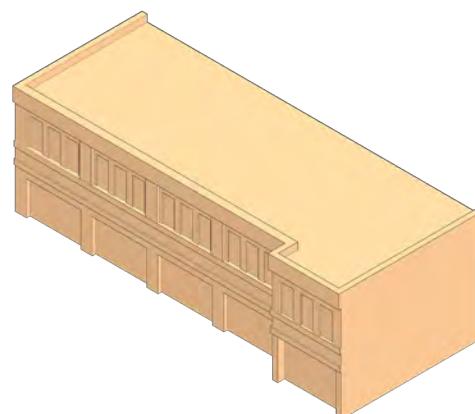
- Every building has a base, middle and top

Composition

- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Composition



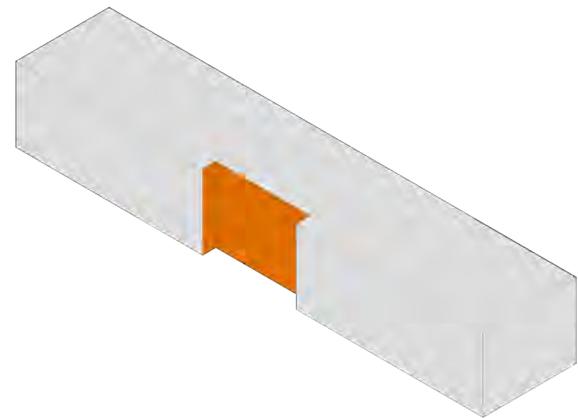
Assembly

Architectural Patterns

Two-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

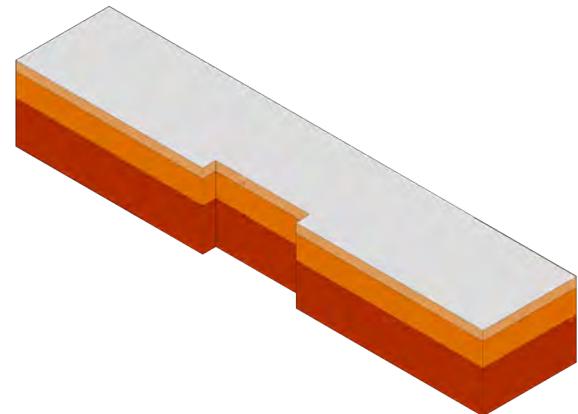
- Preferred minimum facade height in facade zones is 30'.

Horizontal

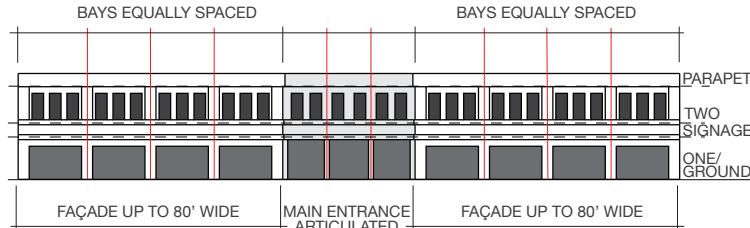
- Every building has a base, middle and top

Composition

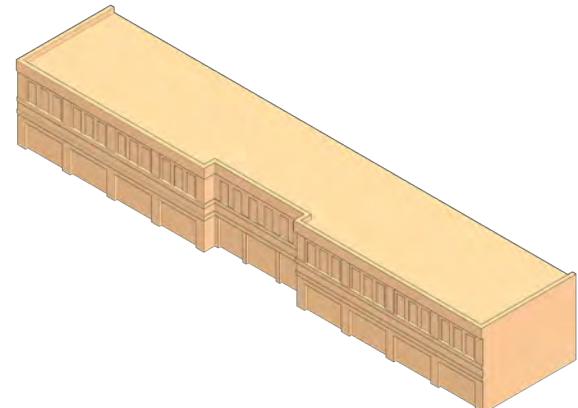
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



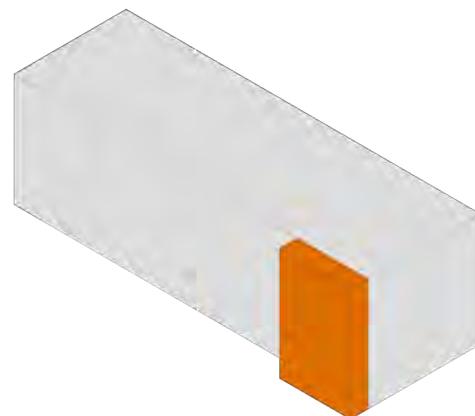
Assembly

Architectural Patterns

Multi-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



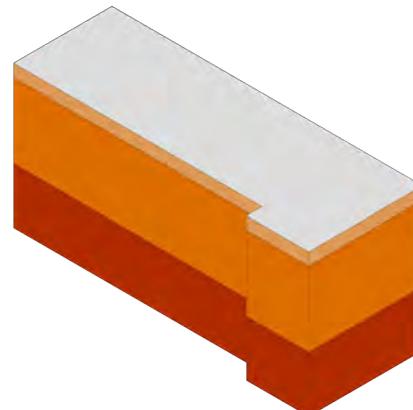
Vertical Articulation

Horizontal

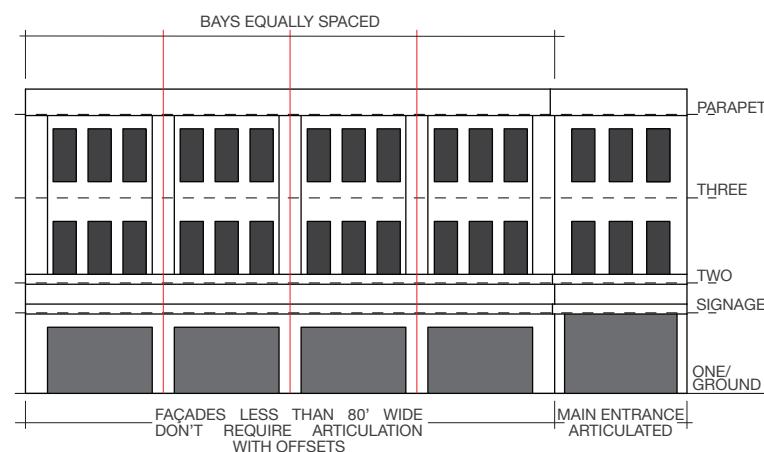
- Every building has a base, middle and top.

Composition

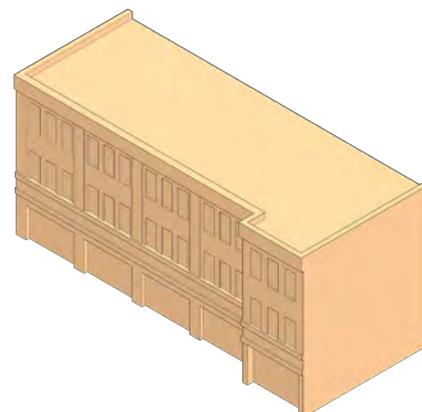
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



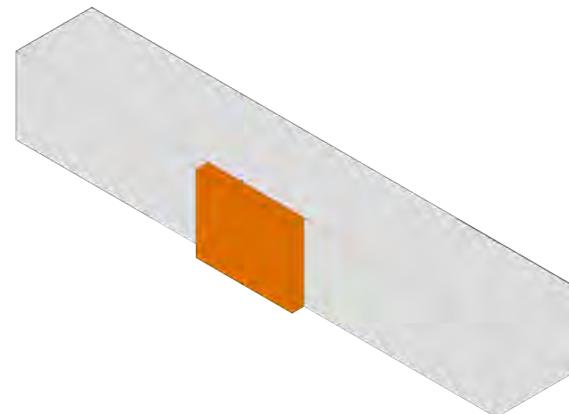
Assembly

Architectural Patterns

Multi-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade



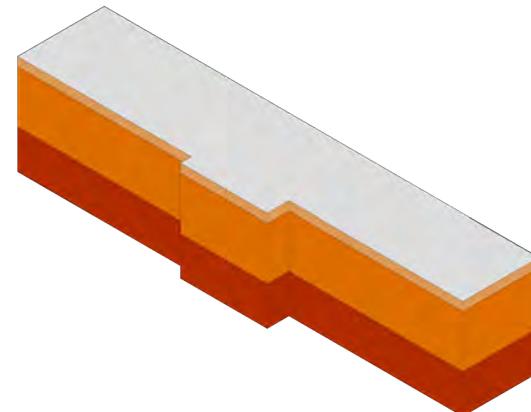
Vertical Articulation

Horizontal

- Every building has a base, middle and top

Composition

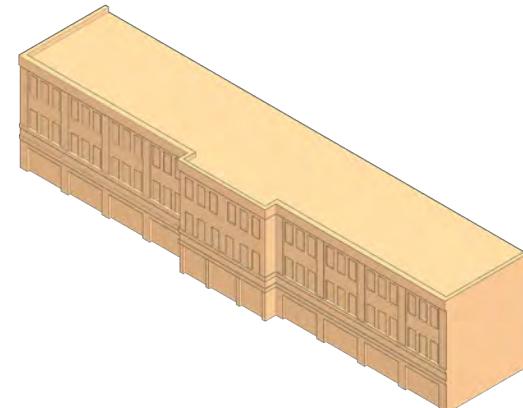
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

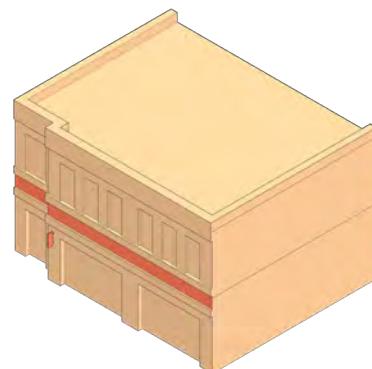
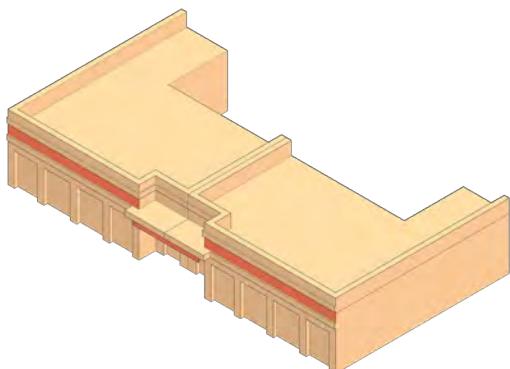
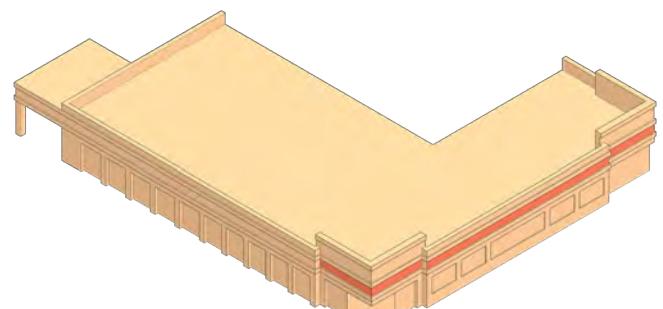
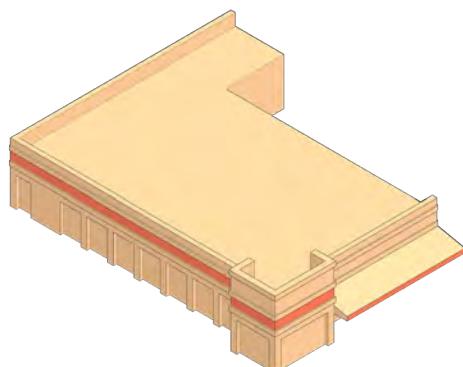
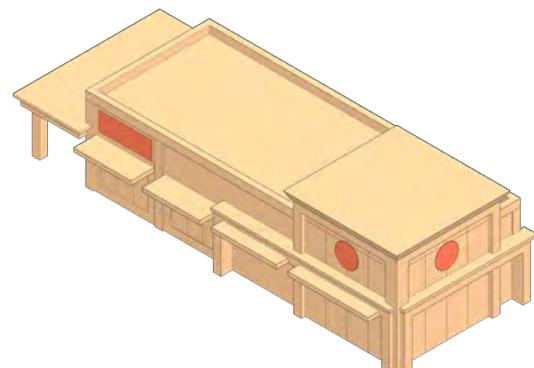
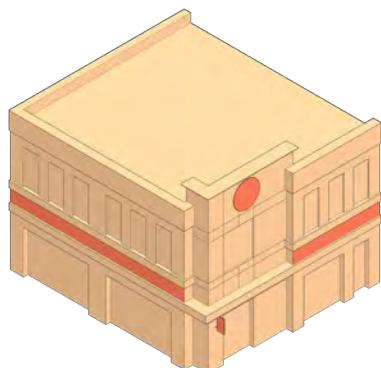
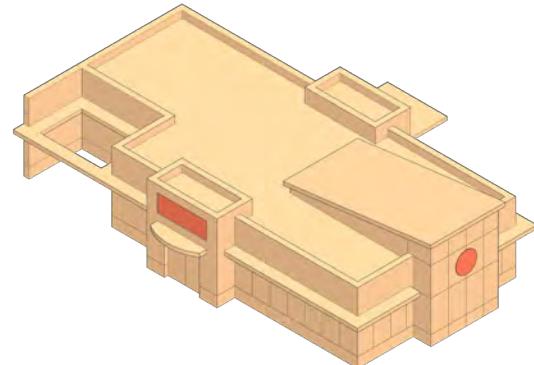
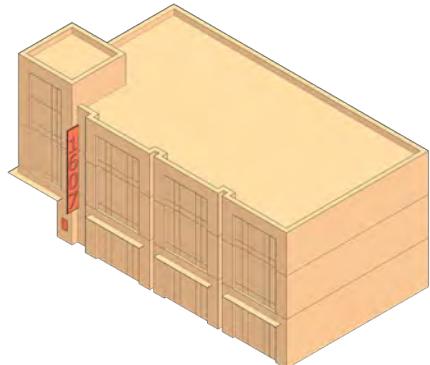


Assembly

Signage

- Primary horizontal signage should be placed in the facade band above the first floor level
- Projecting and Blade signs should be placed near entrances or on corners
- The outer perimeter of awnings and canopies provide good placement for pedestrian oriented signage

Placement Options



Signage

- Clean, simple signage is easiest for customers to read and is more memorable
- Many materials are suitable for long-lasting, beautiful signage; translucent plastic and vinyl are not the only options
- Multiple scales and locations can be used to provide visibility to pedestrians and viewers in automobiles; maximum sizes and quantities can be referenced in the Zoning Ordinance

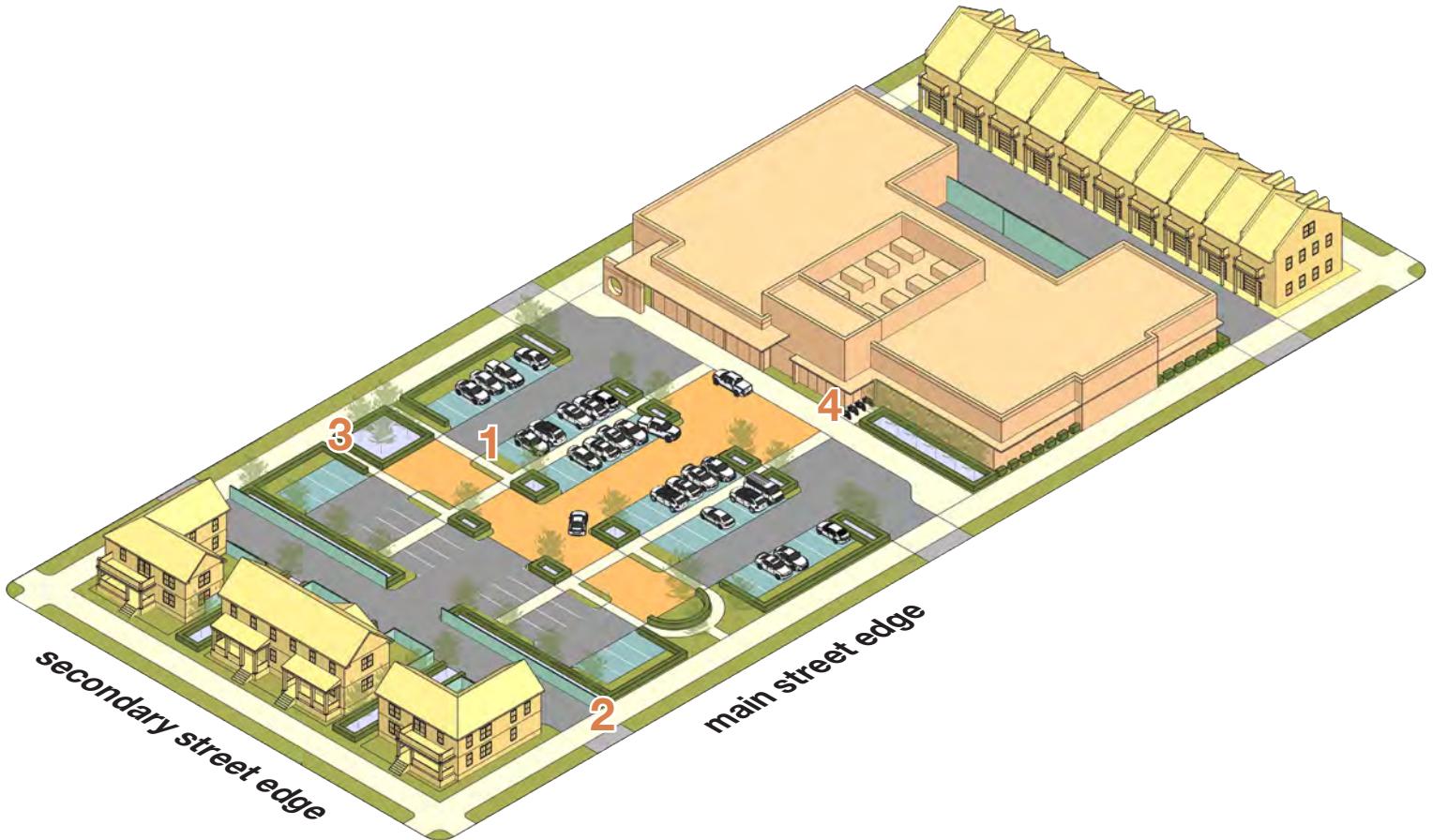
Examples



Site Amenities

- Commercial sites can utilize amenities to attract customers and contextually blend in with the adjacent neighborhoods
- Publicly accessible and visible

Placement Options



1. Paving Materials

- Paving of areas intended for pedestrian and vehicular circulation should not be all asphalt
- Areas with high pedestrian traffic should have paving that reduces:
 - heat island effect
 - rate of surface runoff
 - vehicular speeds

2. Screening Options

- Foliage can be used for parking screening
- When parking is located within 10' of right-of-way, an opaque wall is to be used for screening
- Dumpsters as well as Loading Docks require screening by opaque walls

3. Open Space/Garden

- Gardens should be placed between the private commercial building and the public right-of-way

4. Pedestrian Facilities

- Bike Racks
 - Provide shelter for the bicycle as well as the cyclist when locking and unlocking
- Outdoor seating
- Publicly accessible seating

Site Amenities

- Paths through the site should be clearly defined by paving materials
- Foliage is a screening option that can be used to retain and filter runoff water
- Clear delineation of vehicular and pedestrian paths can improve safety on site

Examples



1. Paving Materials



2. Screening Options



3. Open Spaces and Gardens



4. Pedestrian Facilities

Landscaping

- Foundation planting should be used to “ground” the building to the site
- Pedestrian path edging should be designed to create a clear pedestrian zone and continuity between sites
- Street trees should be used to buffer the site from public right-of-ways, parking lots, and adjacent residential uses; while providing shade and stormwater management functions

Street Level Landscaping



Landscaping

10

- Landscaping should be designed with long term management in mind, e.g. watering, drought tolerance, cleaning, site safety, stormwater management, etc
- Multiple scales and varieties of planting and landscaping are encouraged
- The goal is to provide landscaping that provides an enjoyable outdoor experience and amenity; in cases, this may involve plantings that exceed the Zoning Ordinance minimums

Indigenous Plants for Consideration

Deciduous Large Canopy Trees

- Hackberry (*Celtis occidentalis*)
- Sugarberry (*Celtis laevigata*)
- Sweet Gum (*Liquidambar styraciflua*) – cultivar without seed pods e.g. 'Rotundiloba'
- Black Cherry (*Prunus serotina*)
- Bald Cypress (*Taxodium distichum*)
- White Oak (*Quercus alba*)
- Swamp White Oak (*Quercus bicolor*)
- Willow Oak (*Quercus phellos*) – cultivar with narrower canopy e.g. 'Hightower'
- Water Oak (*Quercus nigra*)
- Pin Oak (*Quercus palustris*)
- Persimmon (*Diospyros virginiana*) – edible fruit
- Black Tupelo (*Nyssa sylvatica*) – cultivar with narrower canopy e.g. 'Forum'

Evergreen Large Canopy Trees

- Eastern Red Cedar (*Juniperus virginiana*)
- Loblolly Pine (*Pinus taeda*)
- American Holly (*Ilex opaca*)
- Live Oak (*Quercus virginiana*) – cultivar with narrower canopy e.g. 'Highrise'
- Southern Magnolia (*Magnolia grandiflora*)

Small Canopy Trees

- Yaupon Holly (*Ilex vomitoria*) – tree & weeping varieties available
- Little Gem Magnolia (*Magnolia grandiflora* 'Little Gem')
- Sweetbay Magnolia (*Magnolia virginiana*)
- Common Serviceberry (*Amelanchier arborea*)
- Eastern Serviceberry (*Amelanchier canadensis*)

Shrubs

- Red Chokeberry (*Aronia arbutifolia*)
- Sweet Pepperbush (*Clethra alnifolia*)
- Inkberry Holly (*Ilex glabra*)
- Yaupon holly (*Ilex vomitoria*) – dwarf cultivars available
- Waxmyrtle (*Morella cerifera*)
- Southern Bayberry (*Morella caroliniensis*)
- Northern Bayberry (*Morella pensylvanica*)
- Beach Plum (*Prunus maritima*) – edible fruit
- Smooth Sumac (*Rhus glabra*)
- Elderberry (*Sambucus nigra* ssp. *canadensis*) – edible fruit
- Highbush Blueberry (*Vaccinium corymbosum*) – edible fruit
- Arrowwood (*Viburnum dentatum*)
- Salt Bush (*Baccharis halimifolia*)
- Marsh Elder (*Iva frutescens*)

Perennials

- Hibiscus (*Hibiscus moscheutos*)
- Marsh Mallow (*Kosteletzky virginica*)
- Asters (*Aster* spp.)
- Blanket Flower (*Gaillardia* spp.)
- Goldenrods (*Solidago* spp.)
- Coneflower (*Echinacea* spp.)
- Orange Coneflower (*Rudbeckia fulgida*)
- Black-Eyed Susan (*Rudbeckia hirta*)
- Blazing Star (*Liatris squarrosa*)

Grasses

- Switch grass (*Panicum virgatum*)
- Salt-meadow hay (*Spartina patens*)

Tidal Marsh (regular salt water flooding)

- Salt marsh cordgrass (*Spartina alterniflora*)
- Salt-meadow hay (*Spartina patens*)



Applications

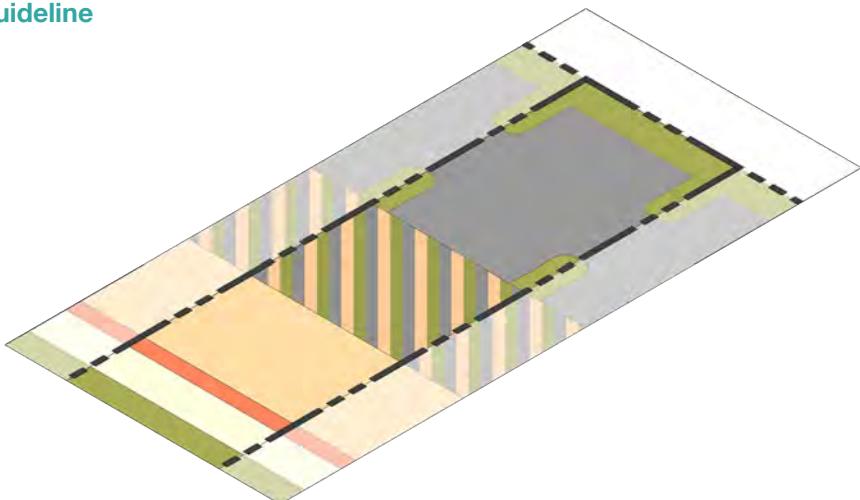


Development Concept

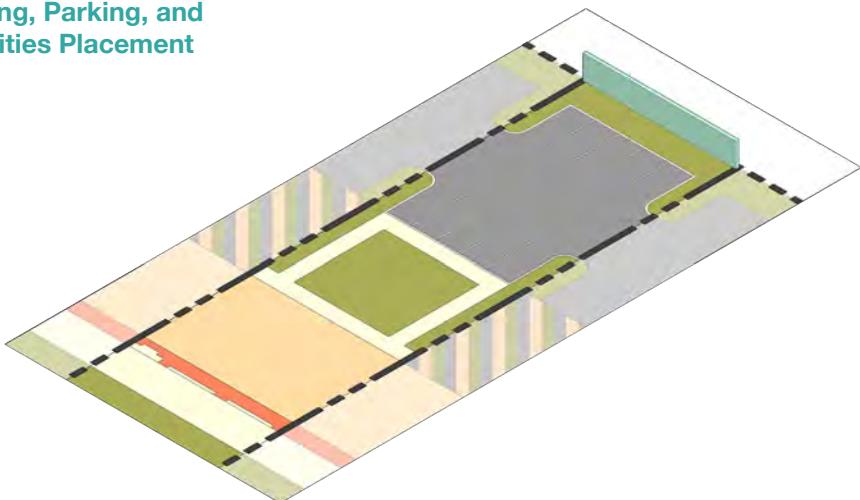
In-Line Mixed-Use

- 50' wide X 150' deep mid-block lot condition
- First floor is retail or service commercial
- Second floor is either commercial or residential
- As shown, this lot development is dependent on sharing parking access with adjacent properties
- Full facade frontage is encouraged and shown, although the possibility exists for an access drive aisle to the back
- Amenities include ample open space (with potential for stormwater management), 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use
- Amenities required, but not shown, include short-term and long-term bike storage, and enclosed refuse

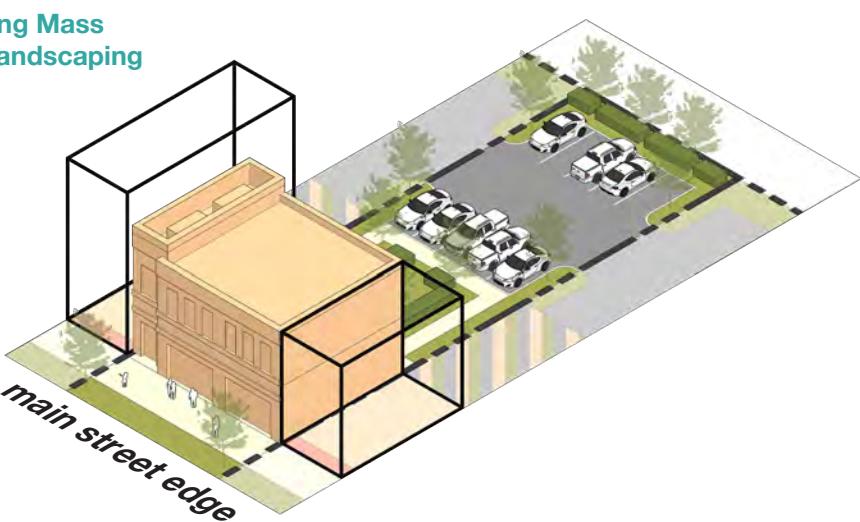
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



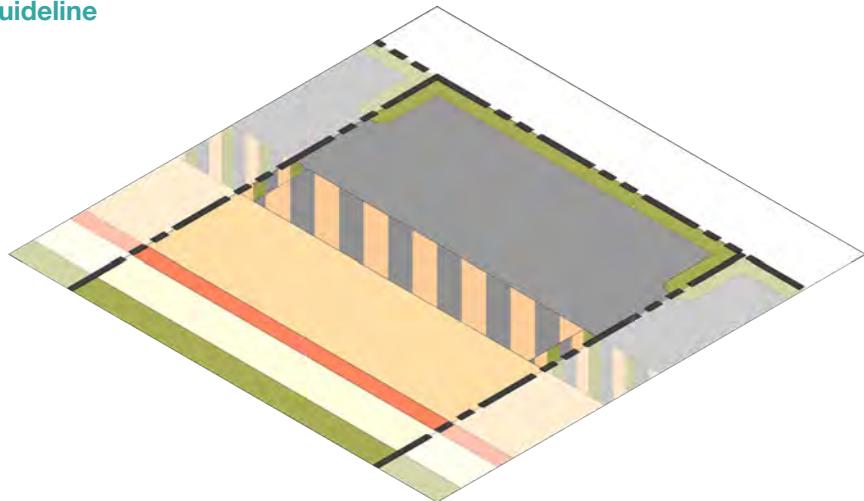
Applications

Development Concept

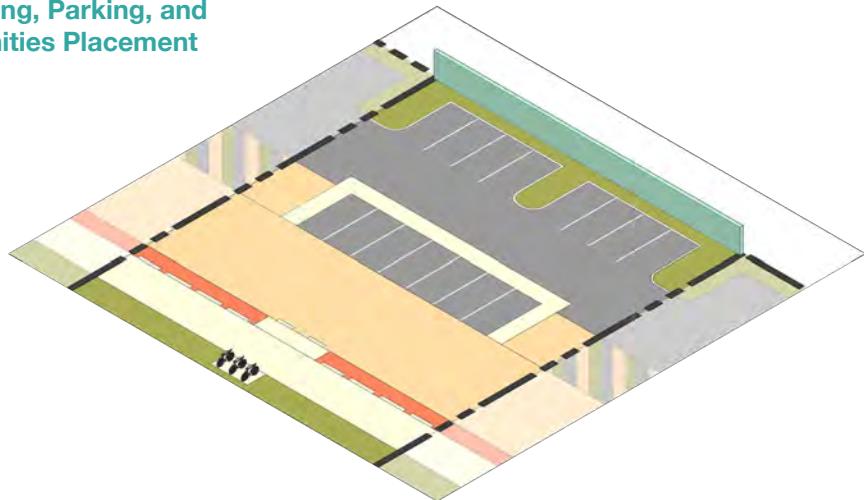
In-Line Commercial

- 100' wide X 100' deep mid-block lot condition
- First floor is retail or service commercial
- As shown, this lot development is dependent on sharing parking access with adjacent properties
- Full facade frontage is encouraged and shown, although the possibility exists for a pedestrian access corridor
- Amenities include 8' tall fencing and 5' (only allowed at 100' deep lots) of landscape buffer at the rear adjacent to properties zoned for another use, short-term bicycle parking is coordinated within the pedestrian right-of-way
- Amenities required, but not shown, include enclosed refuse structures as needed
- Other: In-Line Commercial is typically one-story; however, for the Traditional Character District, the massing and facade composition shall be two-story as shown

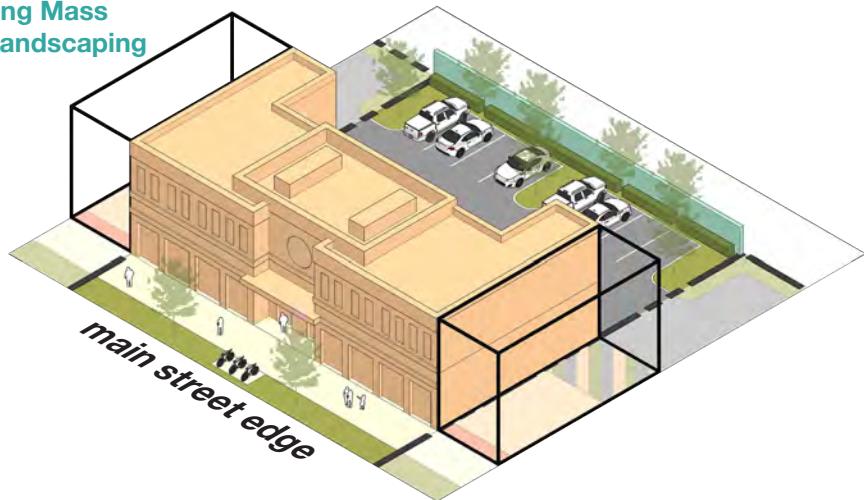
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

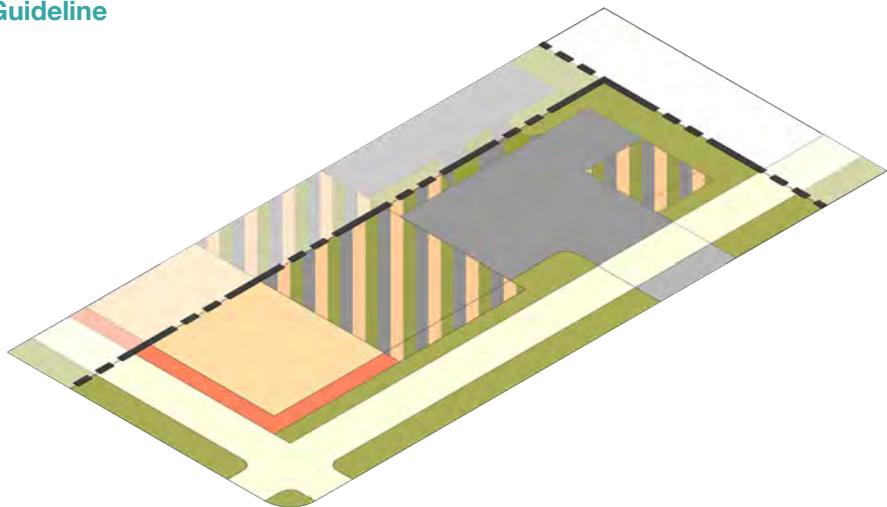


Development Concept

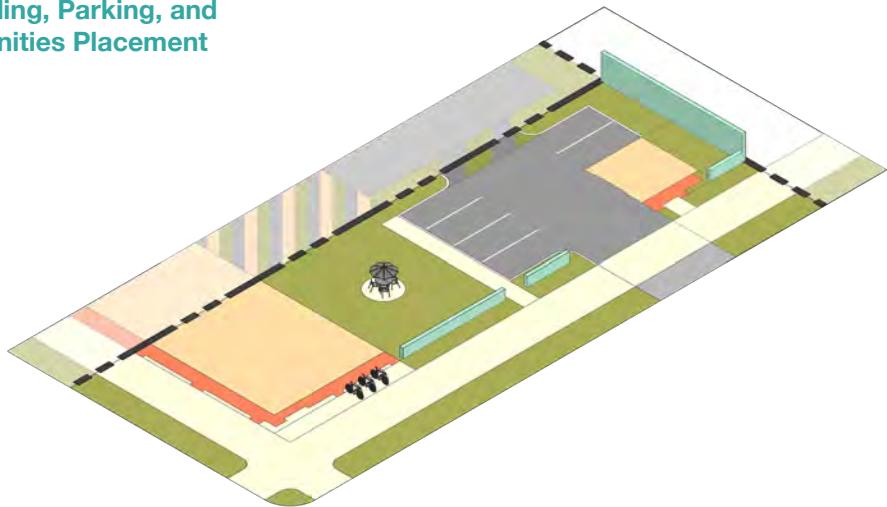
Stand-Alone Mixed-Use

- 50' wide X 150' deep corner lot condition
- First floor is retail or service commercial
- Second floor is either commercial or residential
- As shown, this lot development has the potential to share its parking access with adjacent sites; parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include a matching carriage house, ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use
- Amenities required, but not shown, include long-term bike storage, and enclosed refuse
- Other: This is an example of stand-alone mixed-use as a bookend to adjacent uses
- Other: Per the block patterns, the side street is to have greater facade coverage; however, the small size of the lot limits efficient use of the building and parking footprints - The developer shall work to balance both requirements to arrive at an acceptable design

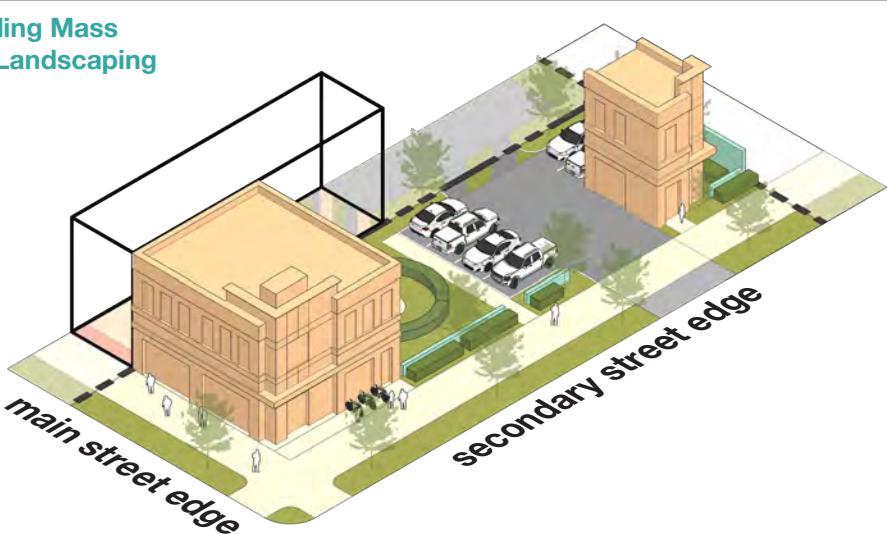
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



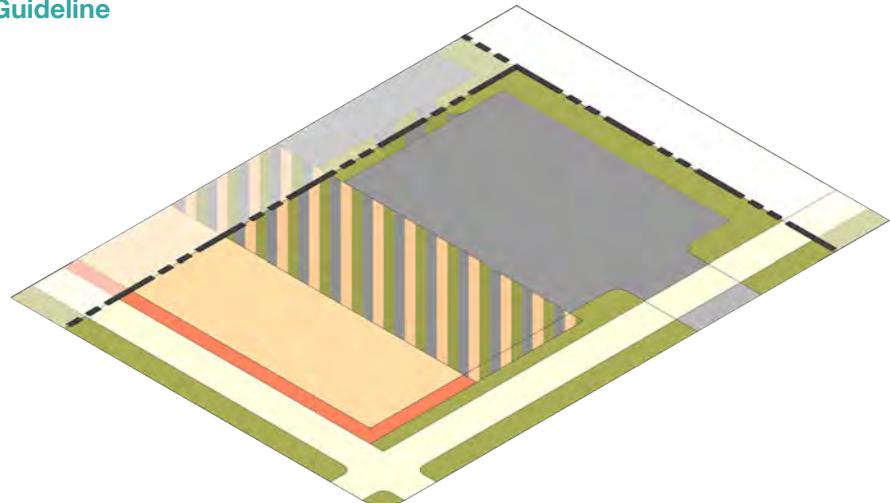
Applications

Development Concept

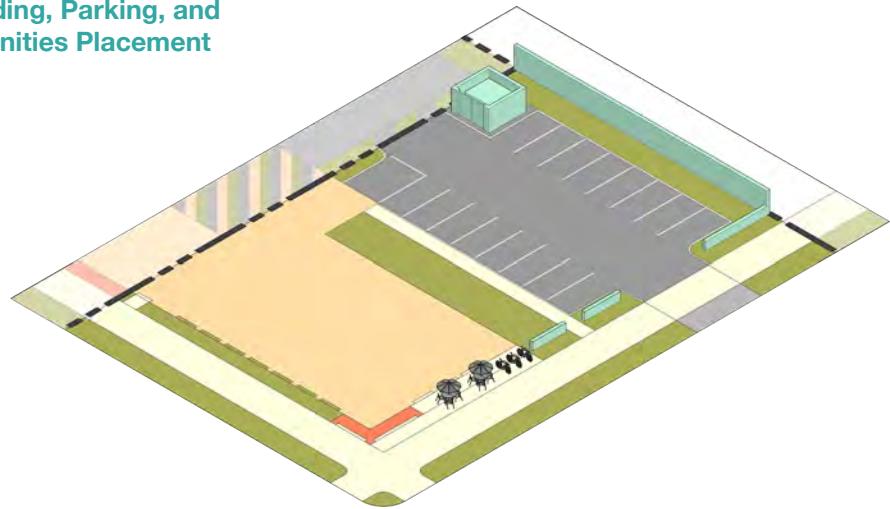
Small-Box Commercial

- 100' wide X 150' deep corner lot condition
- First floor is retail or service commercial
- As shown, this lot development has the potential to share its parking access with adjacent sites; parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks and seating, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, and enclosed refuse
- Amenities required, but not shown, include long-term bike storage
- Other: Small-Box Commercial is typically one-story; however, for the Traditional Character District, the massing and facade composition shall be two-story as shown
- Other: This is an example of small-box commercial used as a bookend to adjacent uses
- Other: Per the block patterns, the side street is to have greater facade coverage; however, the small size of the lot limits efficient use of the building and parking footprints - The developer shall work to balance both requirements to arrive at an acceptable design

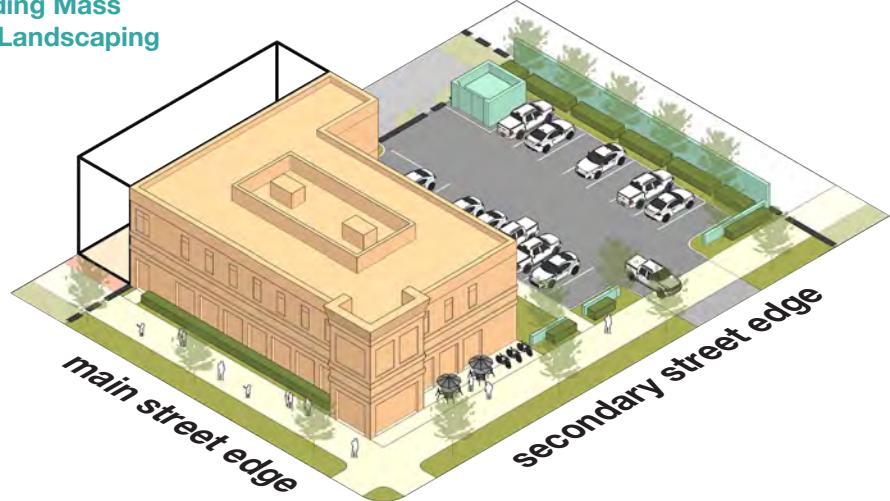
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

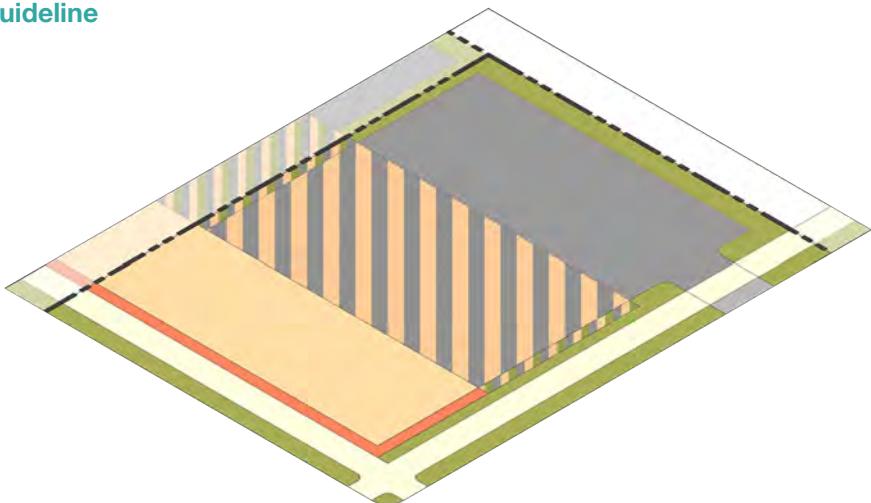


Development Concept

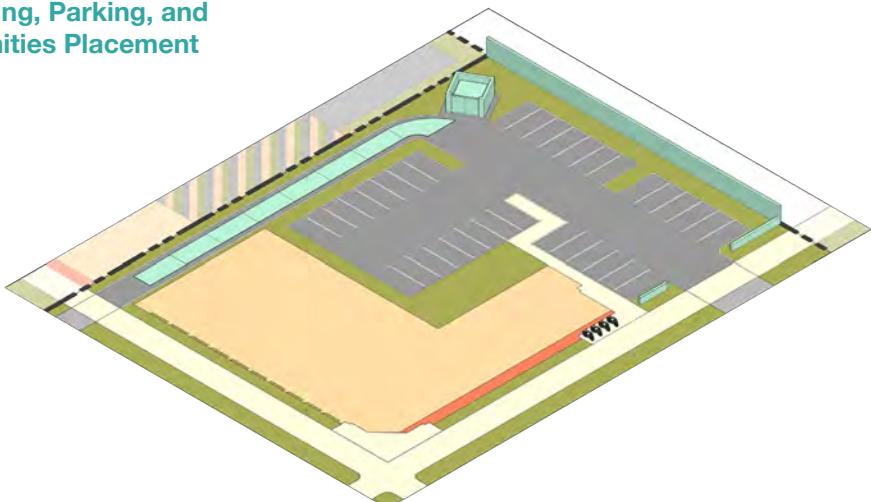
Medium-Box Retail

- 150' wide X 200' deep mid-block lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown, and complete at drive-through
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuse, and vehicle stacking for drive-through
- Amenities required, but not shown, include long-term bike storage
- Other: Medium-Box Commercial is typically one-story; however, for the Traditional Character District, the massing and facade composition shall be two-story as shown
- Other: Sight triangles and pedestrian safety shall be considered for vehicles existing adjacent to, or from, a building

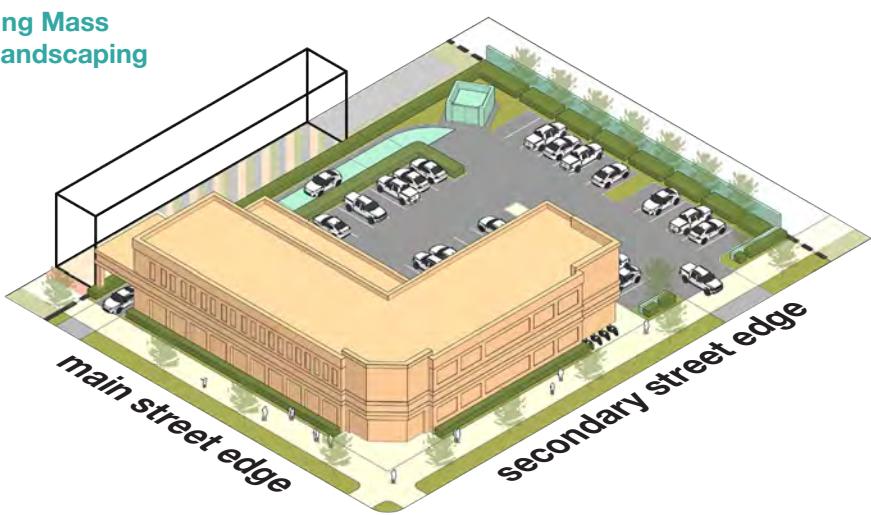
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



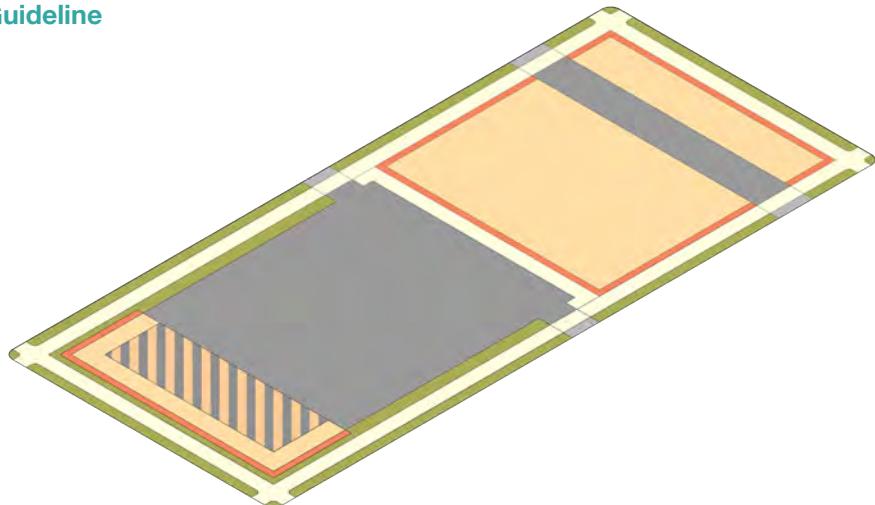
Applications

Development Concept

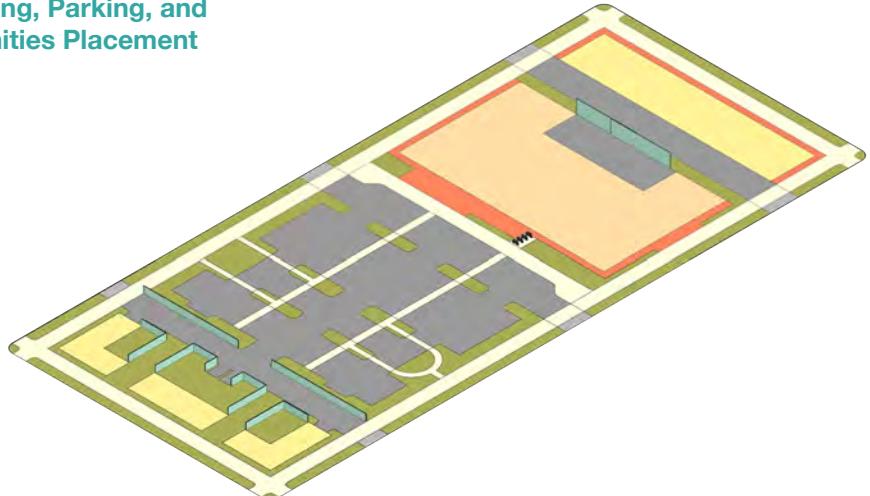
Big-Box Retail

Lot Guideline

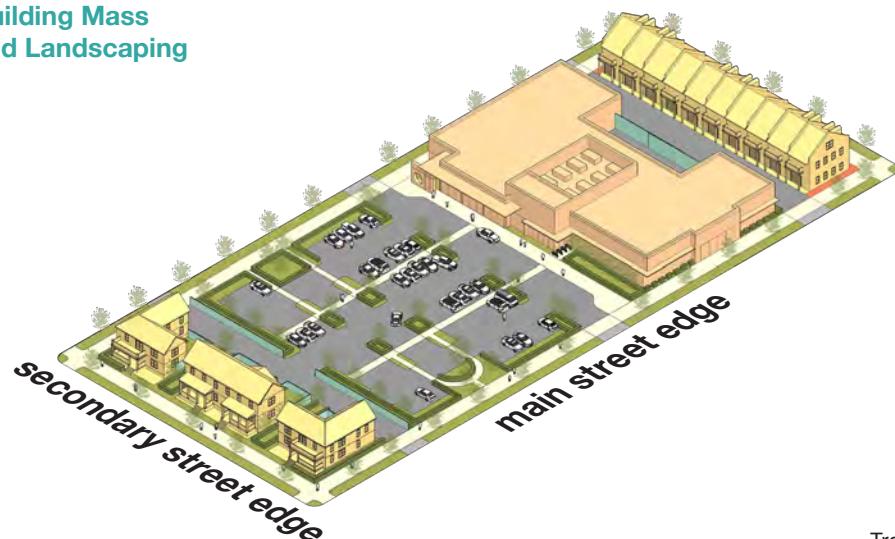
- 500' wide X 200' full block lot condition
- First floor is retail
- As shown, this block development shares its parking and access with residential properties that double as parking lot screening
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, enclosed loading and refuse zone
- Other: Big-Box Retail is typically one-story; however, for the Traditional Character District and the building's overall area, a two-story building is the appropriate design
- Other: See Step 9 - Amenities for additional information about this application



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Residential Use	Parking-Building
Primary Facade	Amenities	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

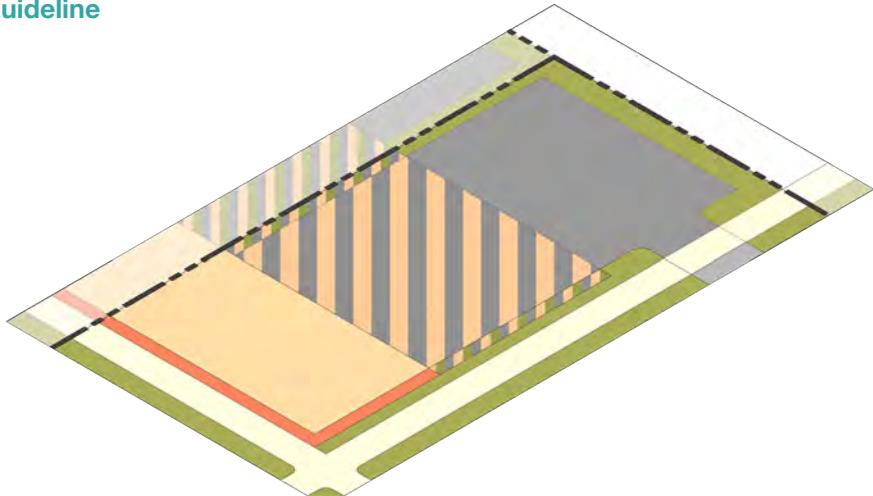
Flexible Areas:	

Development Concept

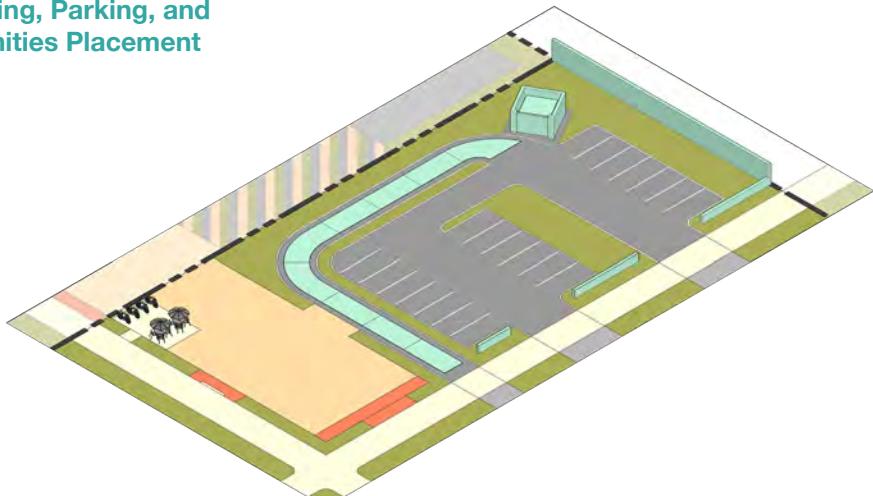
Drive-Through

- 100' wide X 200' deep corner lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks and seating, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuse, and vehicle stacking for drive-through
- Amenities required, but not shown, include long-term bike storage
- Other: This is an example of drive-through used as a bookend to adjacent uses
- Other: Per the block patterns, the side street is to have greater facade coverage; however, the small size of the lot limits efficient use of the building, parking, and stacking footprints - The developer shall work to balance both requirements to arrive at an acceptable design - For example, a carriage house is an appropriate design option to screen the parking and complete the side street frontage
- Other: Sight triangles and pedestrian safety shall be considered for vehicles existing adjacent to, or from a building

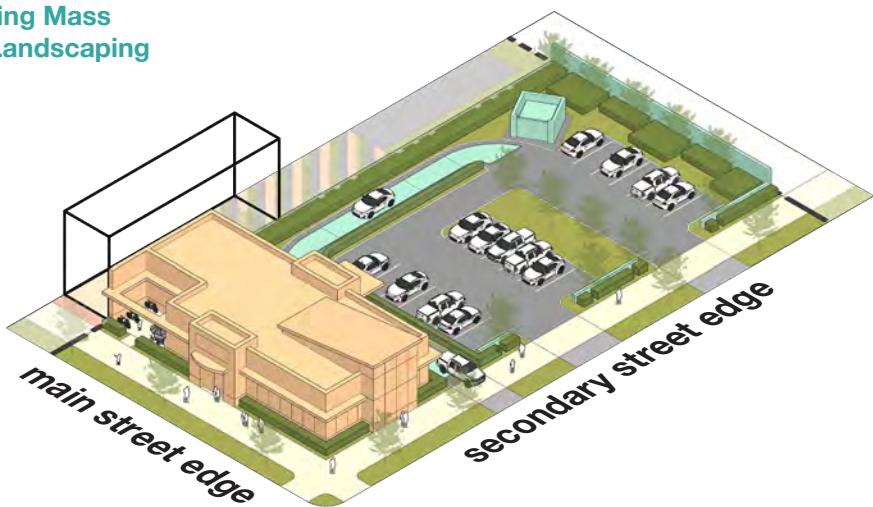
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



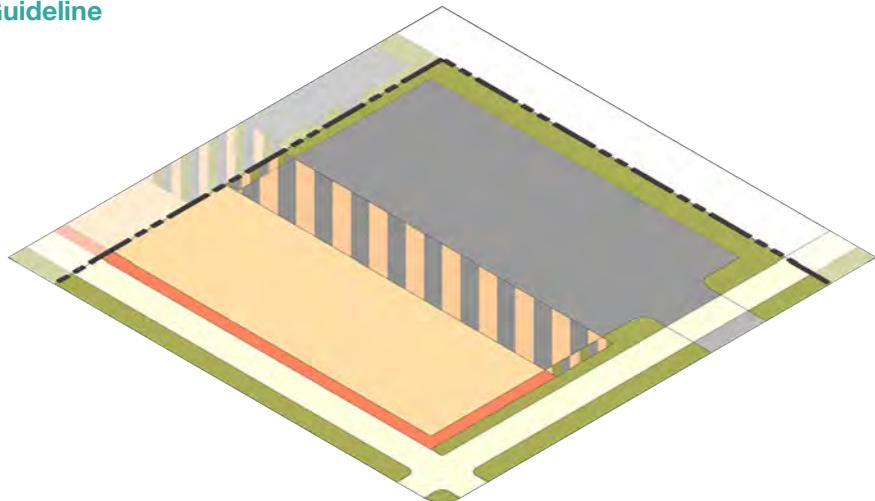
Applications

Development Concept

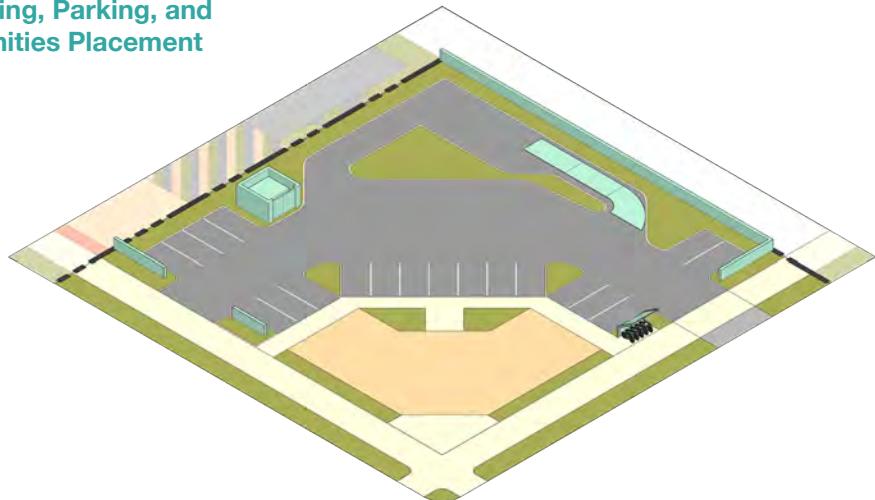
Vehicle Oriented

- 150' wide X 150' deep corner lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks and seating, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, and enclosed refuse
- Amenities required, but not shown, include long-term bike storage
- Other: Vehicle oriented is typically one-story; however for the Traditional Character District, the massing and facade composition shall be two-story
- Other: Per the block patterns, the streets are to have greater facade coverage; however, the small size of the lot and the nature of the use place significant limits on design options - The developer is encouraged to incorporate this use into a larger mixed-use development, and to site the building internal to a block

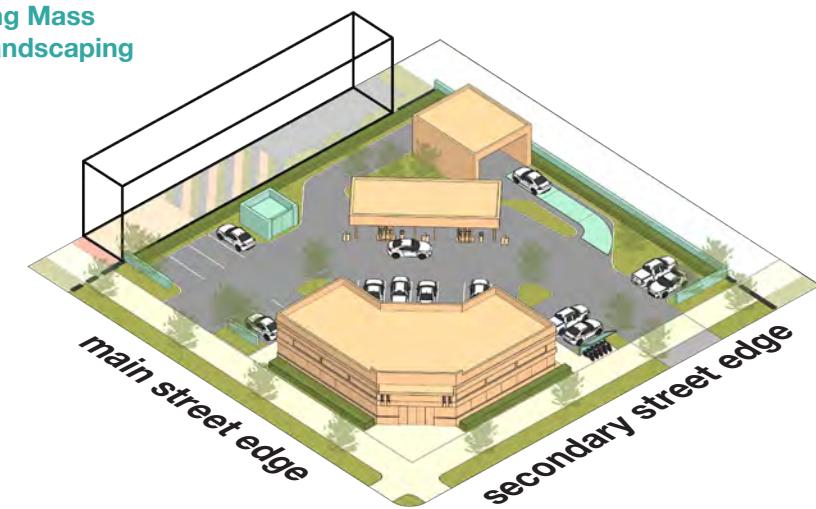
Lot Guideline

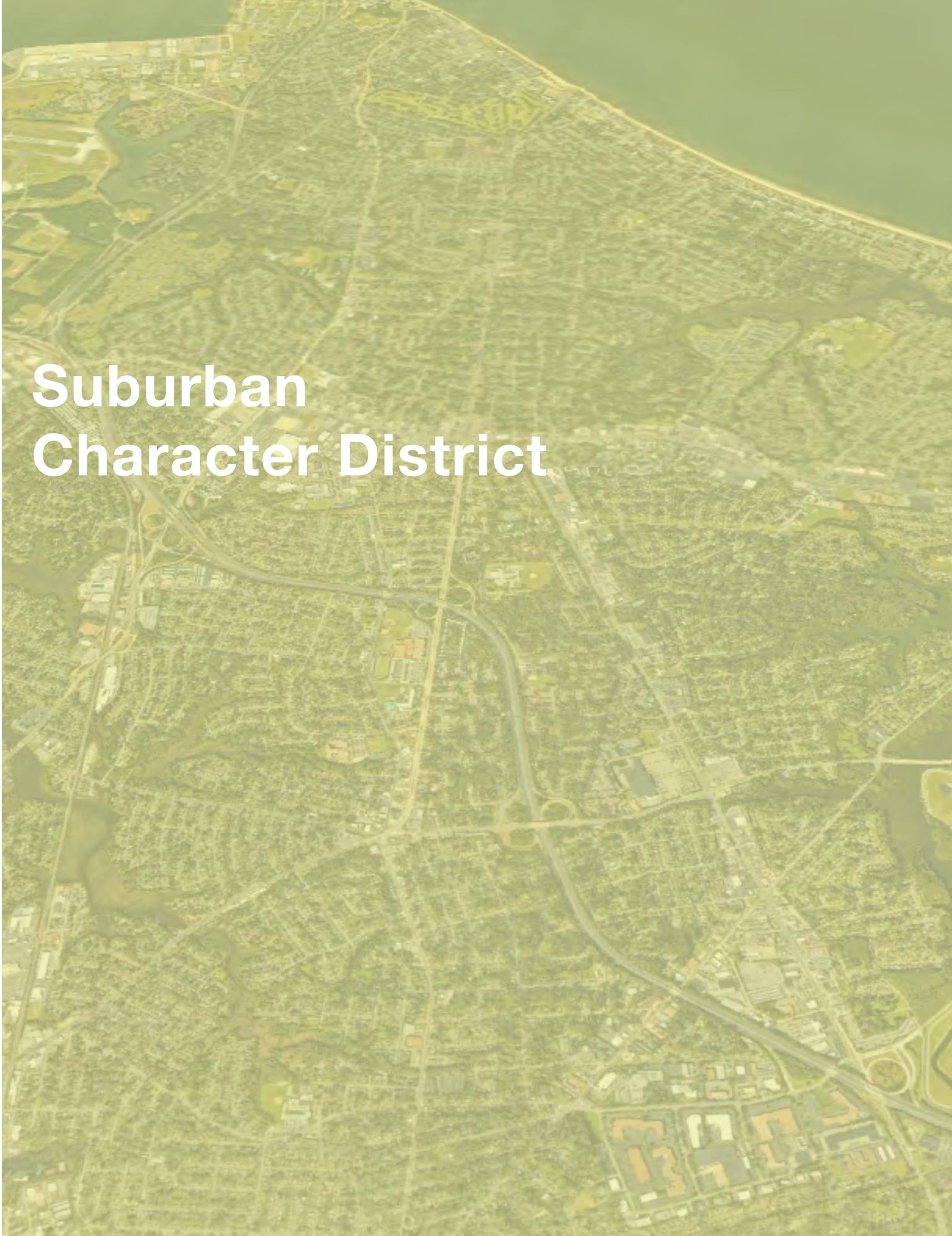


Building, Parking, and Amenities Placement



Building Mass and Landscaping





Suburban Character District

Community Patterns: Essential Attributes

Community Patterns

- Vehicle-oriented, heavily-used roads lined with continuous landscape treatment to create a parkway like environment:
 - Coordinated landscape treatment on the public right-of-way and private property to create a parkway setting
 - Pedestrian and bicycle path through the landscaped areas lining the road
- Commercial buildings set in the landscape, yet visible from the road
- Clearly marked vehicle entrances
- Parking areas aligned with other parking areas to create circulation across each block without returning to the main road
- Pedestrian friendly parking areas within blocks with paths linking parking to building entrances and connecting all properties in the block
- Landscape and trees in parking areas that visually extend the parkway image
- Larger properties and blocks that create a self-contained, pedestrian-friendly, mixed-use environment



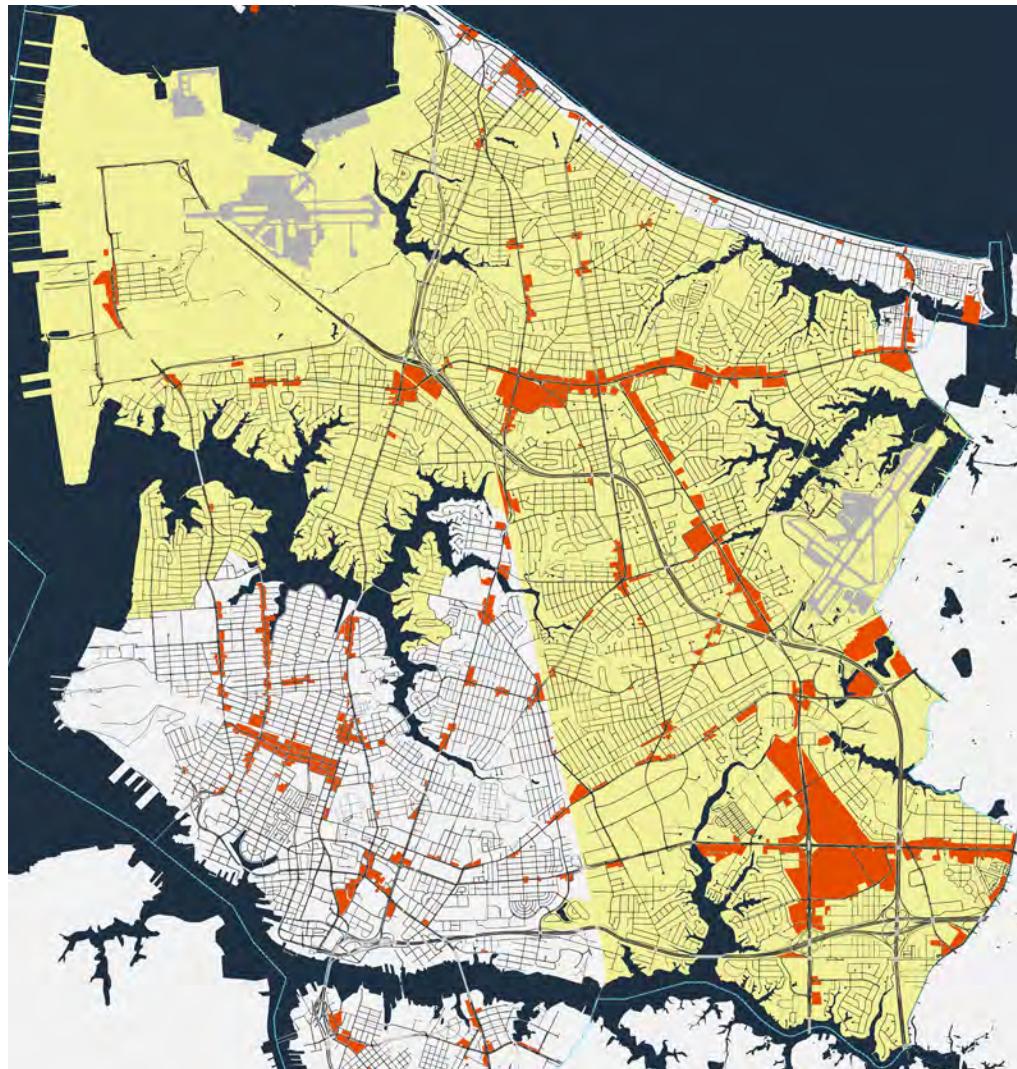
Architectural Patterns

- Buildings with finished facades on all sides visible from the street and parking areas
 - Signage that is legible from the street
 - Transparent glazing on all facades visible from the public right-of-way
 - Clear articulation of entrances
 - Appropriate height to be visible from the public right-of-way
- A variety of architectural styles
- Individual buildings in a well landscaped setting
- The landscape treatment provides coherence to a collection of individual and diverse buildings



Suburban Character District:

Overview of Commercial Districts and Corridors



Suburban Character District

- Notable commercial districts include:
 - Five Points
 - Military Circle/JANAF
 - Southern Shopping Center Area
 - Ward's Corner
- Notable commercial thoroughfares include:
 - Little Creek Road
 - Military Highway
 - Princess Anne Road
 - Virginia Beach Boulevard

Street Type and Patterns

- Irregular grid, angled, and/or curved streets are the typical condition
- Rectangular grid of streets is an exception
- Two street types:
 - Vehicle oriented main arterial roads with fast moving traffic
 - Vehicle oriented secondary neighborhood access roads with slow moving traffic

Block Type and Commercial Patterns

- Defined blocks are an exception
- Commercial main street frontage types: Short (<200'), Medium (200'-500'), Long (500'-1,000'), and Continuous (>1,000')
- Preferred pattern:
 - Buildings to the front of the property with passive street frontage and active internal frontage
 - Parking lots and service activities internal to the block and/or heavily screened from the perimeter roads

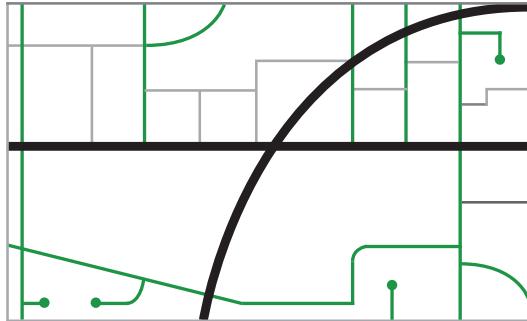
Lot Improvements

- Suburban lots come in a multitude of shapes and sizes; to rationalize:
 - Small Lots: <200' X 200'
 - Medium Lots: 200' X 200' to 400' X 400'
 - Large Lots: >400' X 400'
- Acceptable lot redevelopment
 - Incorporates and reinforces the overall preferred block patterns
 - Shares vehicle access to parking and service areas
 - Rebuilds a pedestrian friendly and "hikeable" community
 - Prioritizes landscaping and building prominence over surface parking

Matrix: Community Patterns and Appropriate Commercial Building Types

Street Type and Lot Type determine which Building Forms and Types will function well on a site.

Street Type and Patterns



- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

Block Type and Commercial Patterns



- Commercial lots are **ORANGE**
- Non-commercial lots are **LEMON**

Lot Improvements



- New secondary streets are dashed in **GREEN**
- New lot boundaries are dashed in **LIGHT GREY**

		BUILDING FORMS AND TYPES									
		TRADITIONAL STREET ORIENTED				VEHICLE/PARKING LOT ORIENTED					
STREET TYPES	LOT TYPE	VEHICLE ORIENTED		IN-LINE COMMERCIAL		BIG-BOX RETAIL		DRIVE-THROUGH		VEHICLE ORIENTED	
		SMALL	MEDIUM	200' X 200' TO 400' X 400'	> 400' X 400'	SMALL	MEDIUM	200' X 200' TO 400' X 400'	> 400' X 400'	SMALL	MEDIUM
	CORNER	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED
	MID-BLOCK	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED

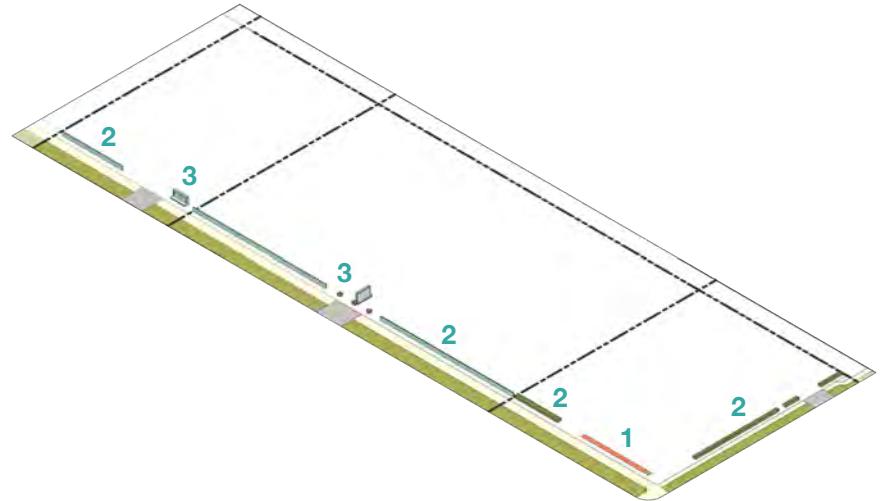
Some sites and developments will not be able to be configured to fully conform to the patterns established in this document due to space limitations, existing conditions, or complications due to neighboring uses or configurations. These Guiding Principles are the foundation of the system used for these patterns and should be applied to the extent possible in order to come as close as is practical to the prescribed pattern.

For example: The development below includes a Mid-Block Drive-Through (fast food restaurant), a Mid-Block In-Line Commercial (shopping center), and a Corner-Block Drive-Through (bank).

Hold the Street Edge

To delineate between the right-of-way and the commercial property and to create a sense of place, it is important to hold the street edge. A combination of the following will help to accomplish this:

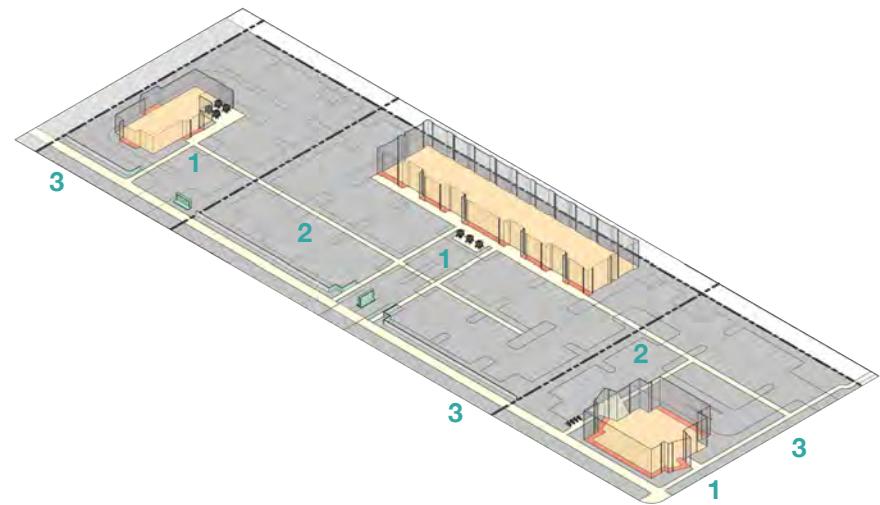
1. For buildings located adjacent to the right-of-way, hold the facade tight to the setback, or in line with adjacent buildings
2. A combination of hard fencing and landscaping along the right-of-way. The fencing shall be of a timeless, harmonious, and durable design
3. Monument signage can also help to hold the street edge at entry locations



Welcome Pedestrians

To encourage a “hikeable” community and decrease reliance on vehicles, pedestrians shall be welcomed by:

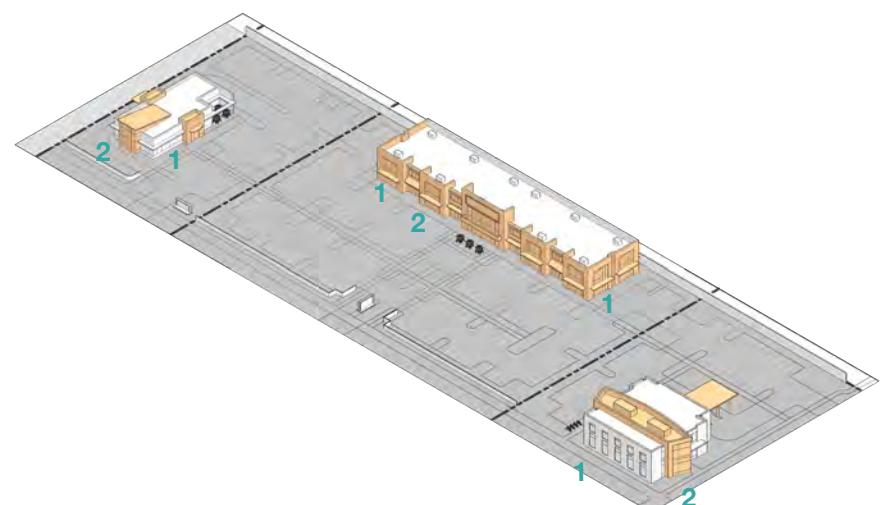
1. Building entrances and sidewalks that connect to the street
2. Direct and comfortable pedestrian access
3. Sidewalks along street frontage



Scale the Facade

To enhance the character and presence of the building, the massing should be scaled to provide the primary focal point of the site:

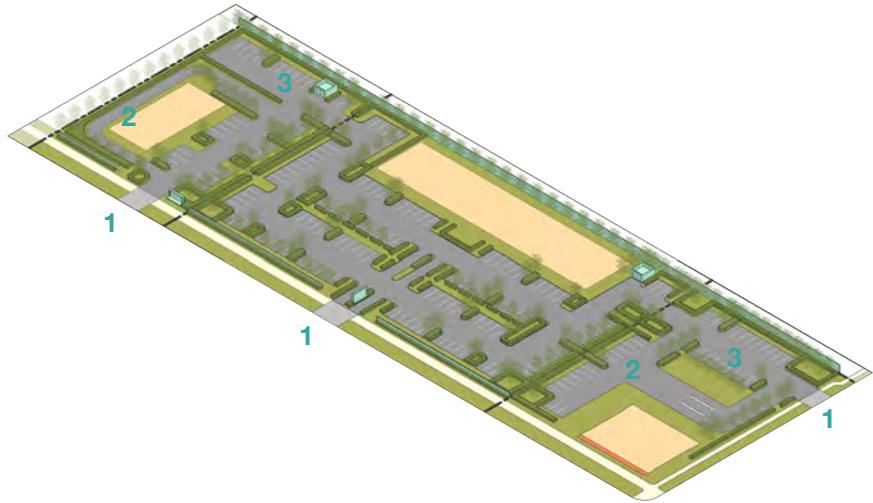
1. Buildings should be at least two stories in height if at the street edge, or if fronted by large parking areas. Taller elements help to orient customers to building entrances
2. Eye-level windows at the entry that allow customers to see into the building give a sense of comfort and confidence before entering. The rest of the facade should have 30%-50% fenestration to avoid the imposing appearance of blank walls
3. High quality materials such as masonry, metal, and wood are more durable and attractive



Buffer the Street Edge

So that the buildings are the primary focal point of the site, the parking lot(s) shall be screened from direct view from the right-of-way:

1. Minimize driveways and share where possible (minimize curb cuts)
2. Conceal drive-throughs (where applicable)
3. Minimize the impact of parking by using vegetation to screen cars and parking lots. Plantings 3'-5' in height are sufficient to screen cars and asphalt while still allowing visual connection to the business



Landscape Liberally

Landscaping helps create a more comfortable atmosphere for everyone:

1. Landscaping in parking lots minimizes the “sea of asphalt” appearance and also provides shade for customers walking to the business, as well as providing shade for their cars
2. Landscape between uses to define boundaries and help with runoff
3. Functional pedestrian amenities where appropriate; allowing customers and employees to enjoy being outside
4. Low monument signs call attention to the business without becoming dominant or distracting



Building Forms and Types

3

The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. The Building Forms and Types section will identify the potential building form or forms for your use.

Traditional, Street Oriented Commercial, Retail, and Related Uses:

- Corner Stores
- In-Line Retail Shops
- Drug Stores
- Restaurants
- Small Scale Food Stores
- Small-Box Commercial
- Offices
- Mixed-Use: Retail/Residential, Retail/Office, Office/Residential, and Retail/Office/Residential
- Apartments
- Carriage Houses

The challenge is to find ways of accommodating all these uses and maintaining the character and image of the Character District. Building forms are undergoing change in response to changes in the way we shop. The emphasis is now on the “experience” and on personalized service. Many start-up digital retailers now need a physical location as a showroom; however stores can be smaller since they do not need to keep a large inventory.



In-Line Mixed-Use

- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors

In-Line Commercial

- One-story
- Street oriented retail frontage
- Facade divided into bays to provide flexibility and design articulation

Stand-Alone Mixed-Use

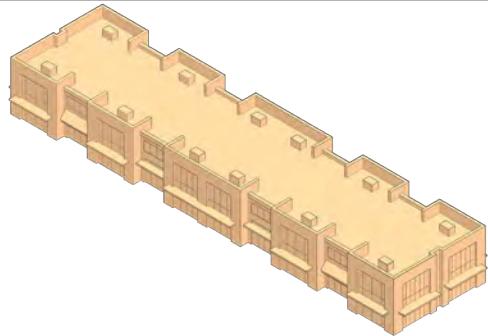
- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors
- Appropriate bookend(s) for In-Line Mixed-Use

Small-Box Commercial

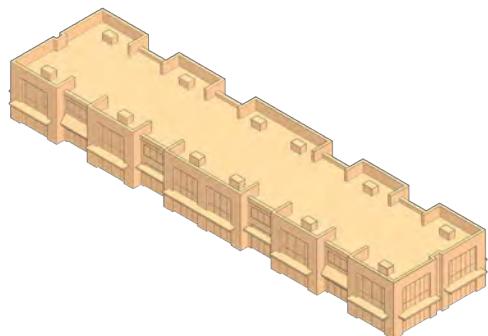
- One-story
- Up to 7,500 SF

Building Forms and Types

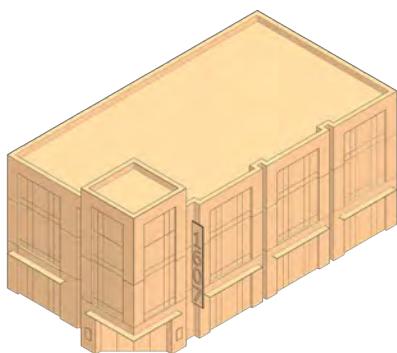
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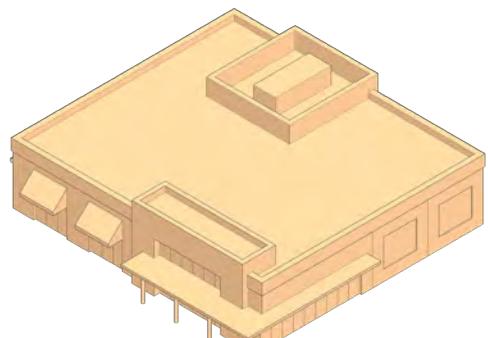
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial

Building Forms and Types

3

The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. The Building Forms and Types section will identify the potential building form or forms for your use.

Vehicle and Parking Lot Oriented Commercial, Retail, and Related Uses:

- Gas Stations
- Drive-Through Buildings: Restaurants, Drug Stores, and Banks
- Grocery Stores
- Medium-Box Retail
- Big-Box Retail
- Large Office Buildings

The challenge is to find ways of accommodating all these uses and maintaining the character and image of the Character District. Building forms are undergoing change in response to changes in the way we shop. The emphasis is now on the “experience” and on personalized service. Many start-up digital retailers now need a physical location as a showroom; however stores can be smaller since they do not need to keep a large inventory.



Medium-Box Retail

- One-story
- > 10,000 SF is encouraged to be multi-story
- Often includes a drive-through
- 7,500 SF - 20,000 SF



Big-Box Retail

- One-story (though the massing and facade composition shall be two-story)
- Typically zoned Commercial-Regional
- 20,000 SF - 50,000 SF
- > 50,000 SF is encouraged to be multi-story



Drive-Through

- One-story
- Building design shall minimize or eliminate the view of the drive-through and vehicle stacking from the main street frontage

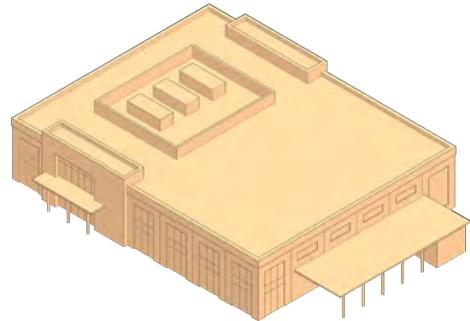


Vehicle Oriented

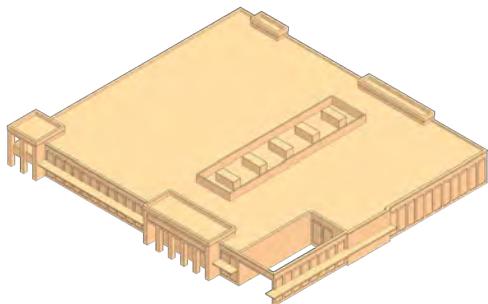
- One-story
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly building

Building Forms and Types

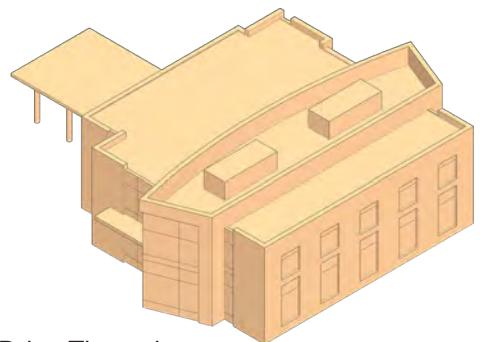
3



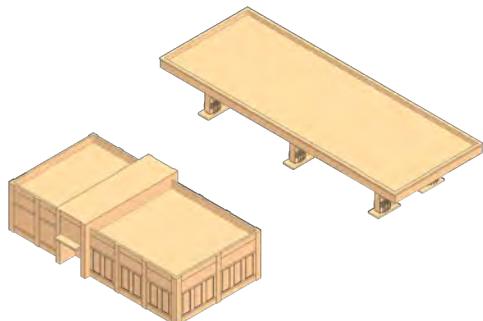
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented



Contextual Residential Infill

3

Multi-family apartments and condominiums along with high density townhouses and row-houses are allowed to infill commercial redevelopment. Residential infill shall follow the steps to creating appropriate commercial developments and incorporate the Guiding Principles with a focus on Community, Scale, and Context.

Community

Housing shall create a sense of community via:

- Clearly defined entries and community-wide connections to welcome pedestrians
- Landscaping to provide coherence between the collection of individual buildings
- Walkable conditions to encourage pedestrian activity
- Enlivening spaces generally vacant after business hours
- Screening and minimizing the impact of parking



Scale

Housing shall be scaled appropriately:

- Multi-family and multi-story is preferred; housing shall be a minimum of two-stories
- Single-family detached-housing is not appropriate; however, single family townhouses and row-house are appropriate
- Materials shall be appropriate for the scale, and the overall look shall not mimic scaled-up detached-housing
- Building facades shall contribute to defining street edges and community squares



Contextual

From Traditional to Contemporary, housing shall be designed in coordination with the commercial development:

- To highlight material, scale, and overall design direction
- Housing shall be more commercial in character
- Pedestrian connections and parking plans shall be guided by the overall vision for the redevelopment
- Consideration shall be given to adjacent neighborhoods, but not necessarily as a primary consideration



Contextual Residential Infill

3

Examples



Street Types and Patterns

4

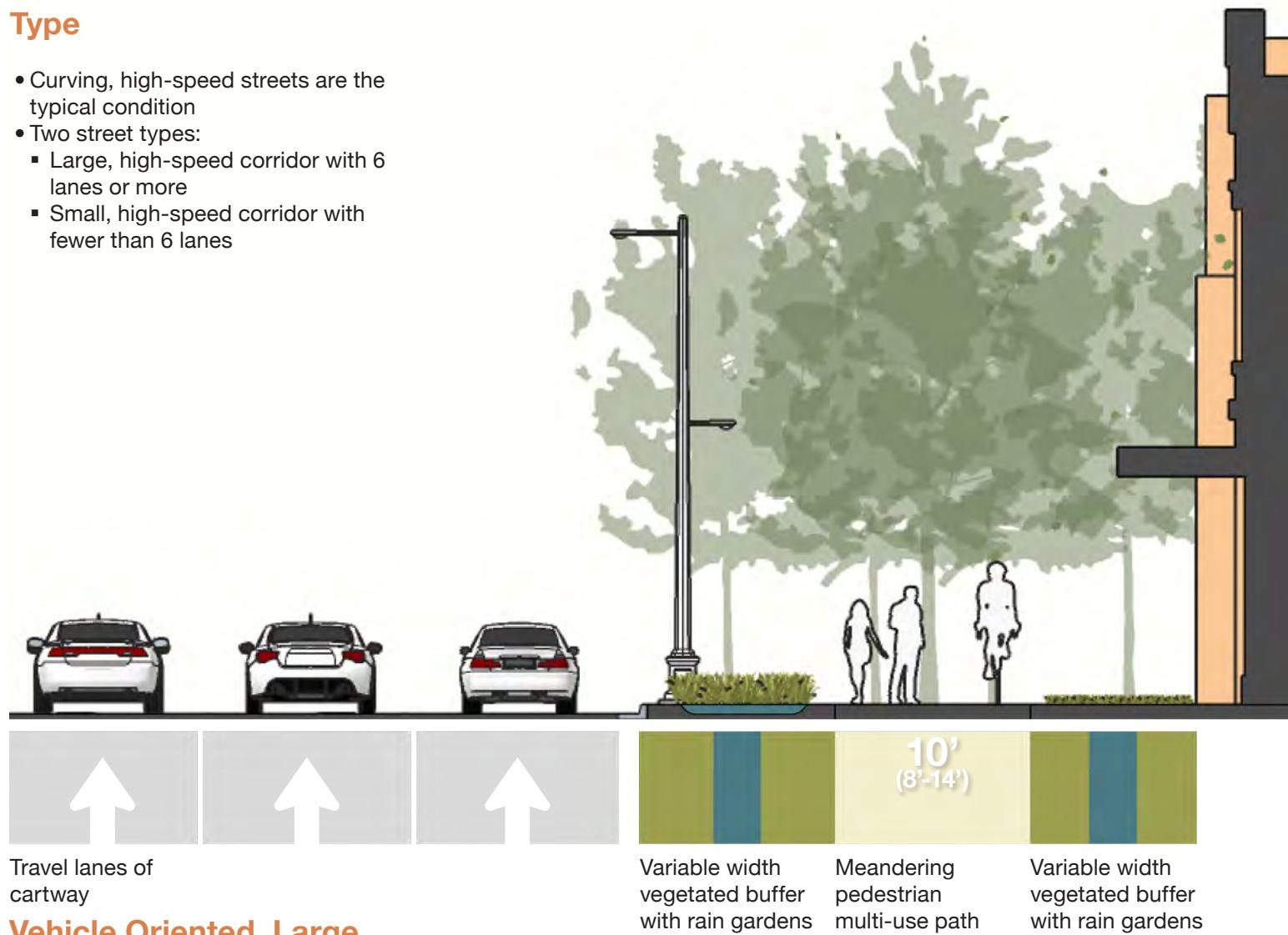
Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Street Pattern and Street Type

- Curving, high-speed streets are the typical condition
- Two street types:
 - Large, high-speed corridor with 6 lanes or more
 - Small, high-speed corridor with fewer than 6 lanes



Vehicle Oriented, Large

Examples: Military Highway

Fewer pedestrians are expected to traverse these areas in the immediate future; however, as more single-use low-density properties are converted to mixed-use developments, the number of pedestrians can be expected to rise. Many of these people will be traveling a greater distance than would be expected in the Traditional or Coastal Character Districts. Therefore, the goal is to create a “hikeable” buffer that promotes pedestrian use by shading and protecting them with significant tree cover. This dense buffer also provides a more pleasant experience to the patrons of roadside businesses while also serving to help calm traffic on the busy roads.

- Preferred Configuration:
 - 30' minimum between curb of parking lane and building facade
 - Variable area for trees, grasses, and water catchment or rain gardens
 - 10' minimum clearance for multi-use pedestrian and bicycle path

Street Types and Patterns

4

Vehicle Oriented, Large



Street Types and Patterns

4

Public Right-of-Way

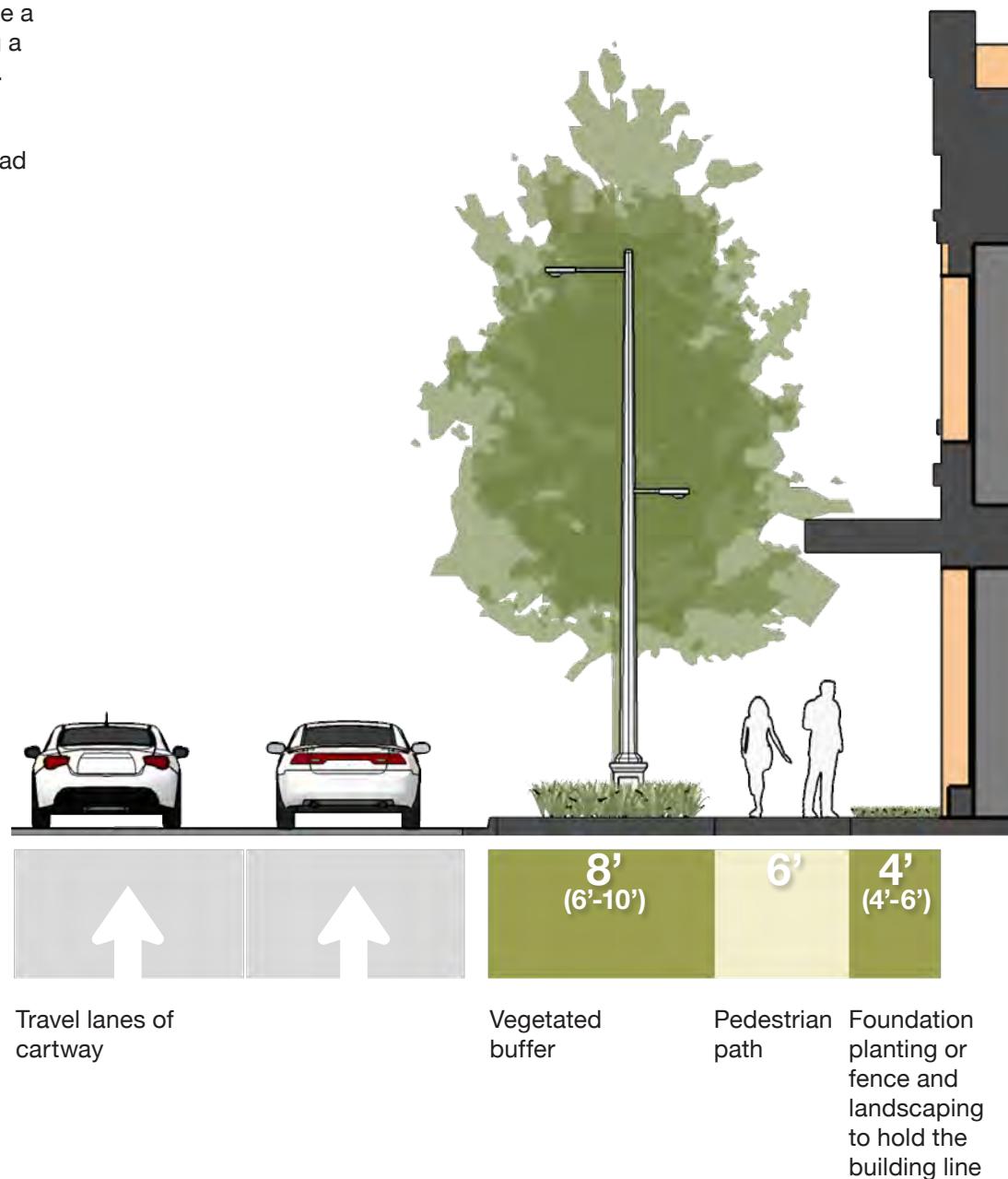
The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Vehicle Oriented, Small

Smaller suburban commercial streets typically connect the large commercial corridors to neighborhoods or other walkable places. To help with this transition, these roads should provide a 20' buffer from the street comprising a 10' vegetated buffer and 6' sidewalk.

- Preferred Configuration:
 - 20' minimum between curb of road and building facade
 - 10' vegetated buffer
 - 6' minimum clear for pedestrian sidewalk
 - 4' minimum foundation planting



Travel lanes of cartway

Vegetated buffer

Pedestrian path

Foundation planting or fence and landscaping to hold the building line

Street Types and Patterns

4

Vehicle Oriented, Small



Block Types and Patterns

5

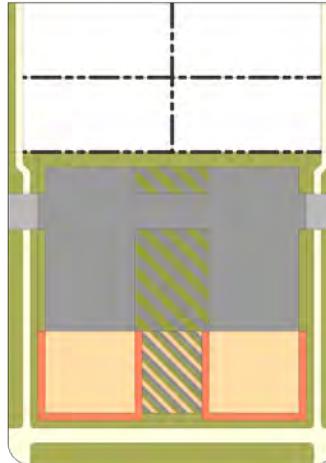


The preferred pattern maintains continuous passive frontage of buildings and landscaping along the entire length of the block with active frontage of buildings, parking, and service internal to the block. Access to parking and service is best from the secondary side streets. The diagrams indicate the desired pattern for the block. Over time, as properties are redeveloped, the full block pattern can be realized.

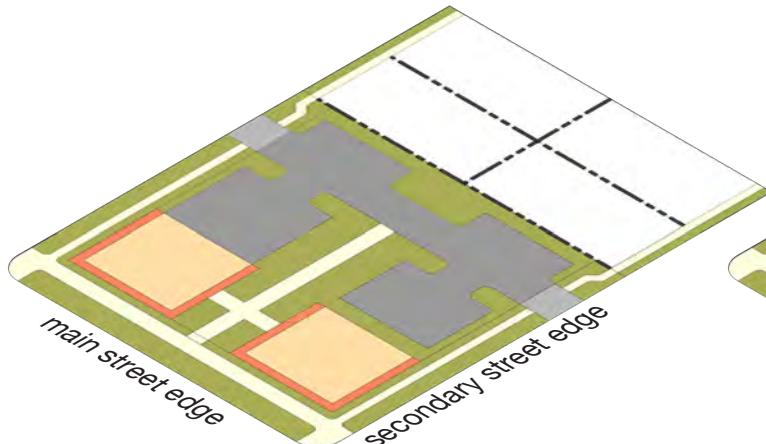
Short Block

Short Block

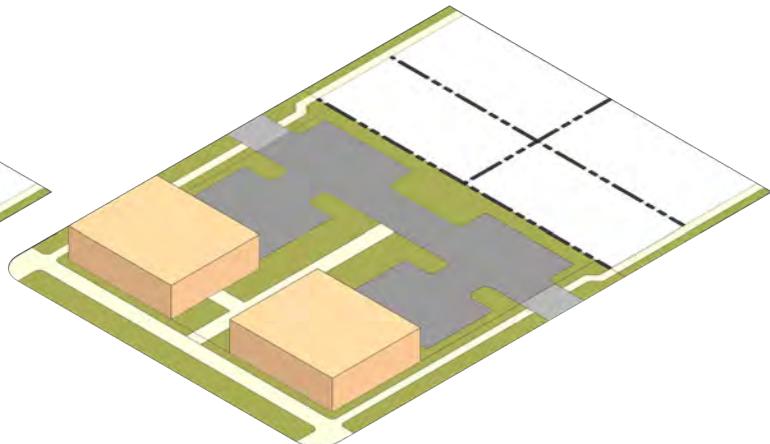
- <200' of street frontage
- Parking and access in rear of block
- Limit parking and service access to side streets (no main street curb cuts)
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting buffer beyond the building frontage line
- Not Shown - Lots >200' in depth start to allow for additional commercial or residential development at the rear of the property



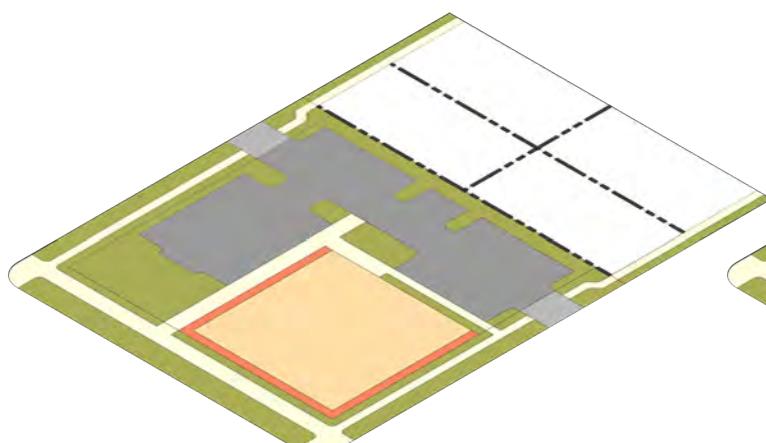
Block Guideline with 200' Deep Lots



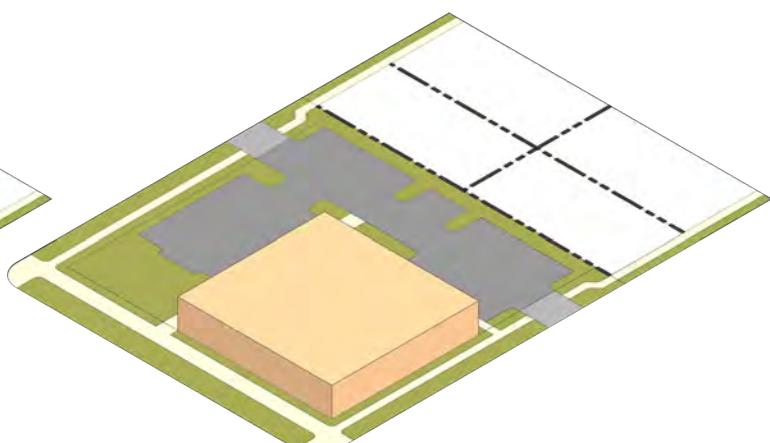
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

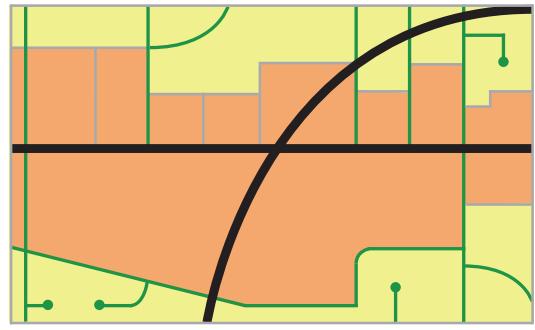
Block Types and Patterns

5

Block Types

Commercial frontage types:

- Short block frontage on main street
- Medium block frontage on main street
- Long block frontage on main street
- Continuous block frontage on main street

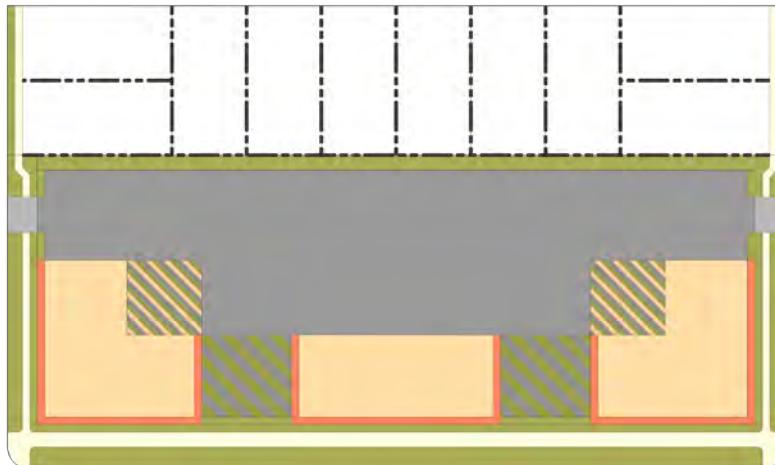


Block Types are **ORANGE**, other uses are **LEMON**

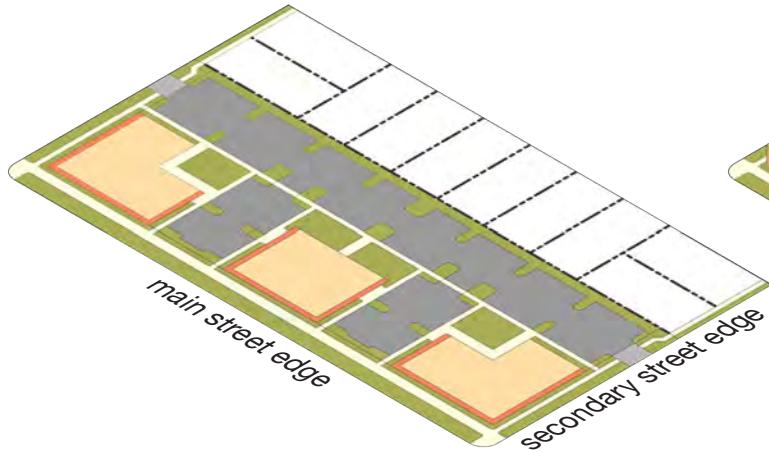
Medium Block

Medium Block

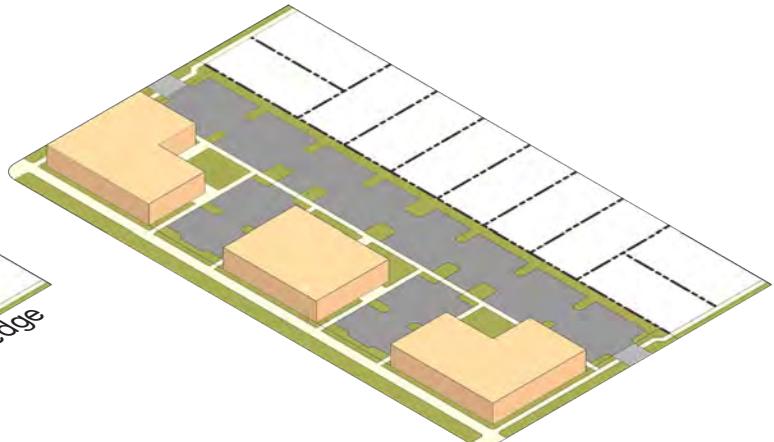
- 200' - 500' of street frontage
- Parking and access internal to the block
- Limit parking and service access to side streets (no main street curb cuts)
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting buffer beyond the building frontage line
- Lots >200' in depth start to allow for additional commercial or residential development at the rear of the property



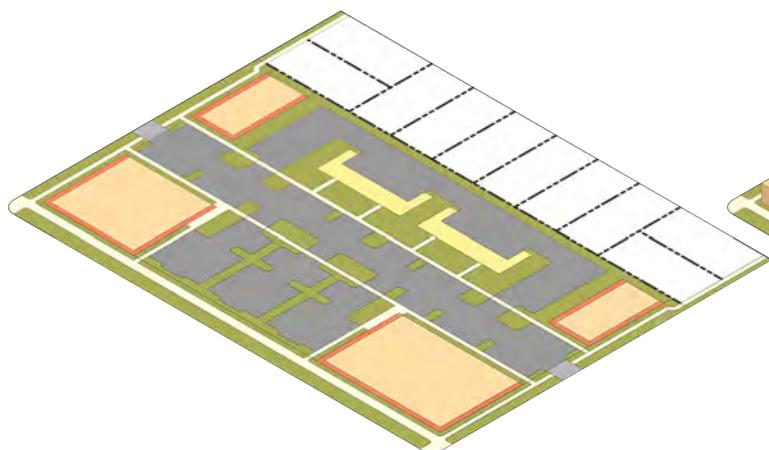
Block Guideline with 200' Deep Lots



Possible Site Layout A



Possible Massing Layout A



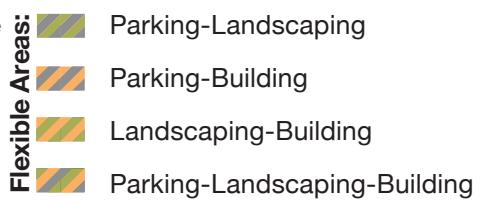
Possible Site Layout - 300' Deep



Possible Massing Layout - 300' Deep

Block Types and Patterns

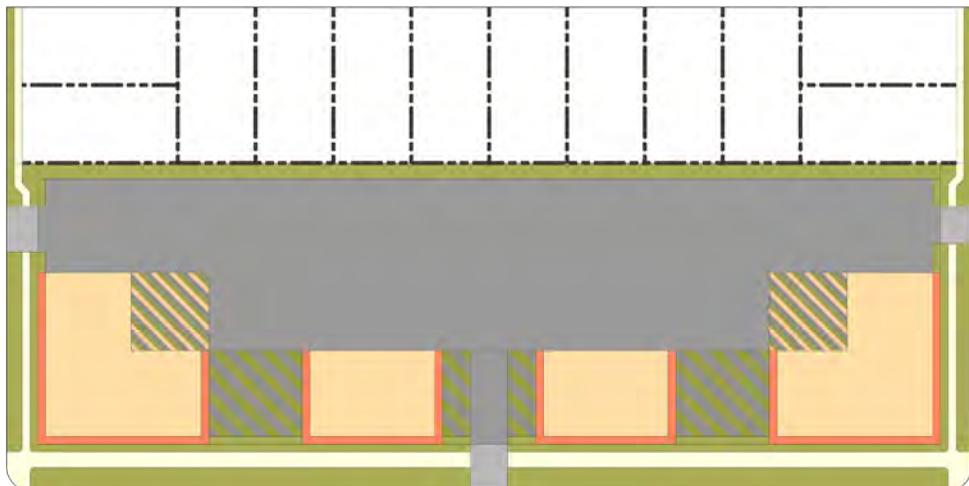
5



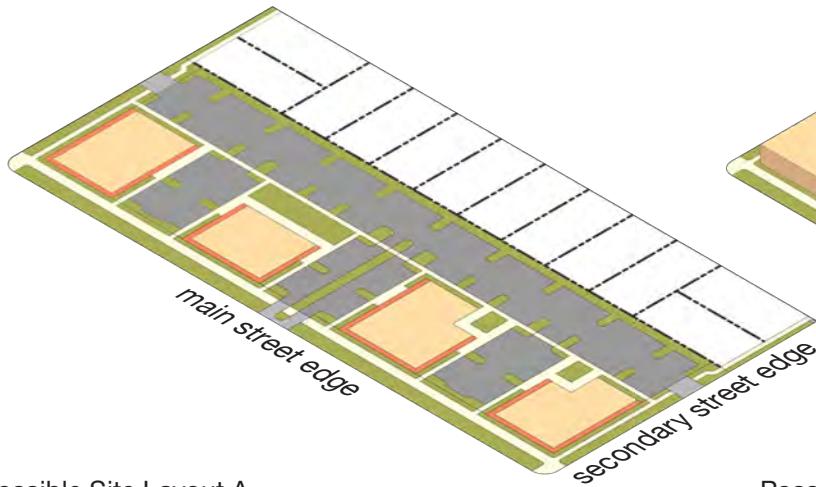
Long Block

Long Block

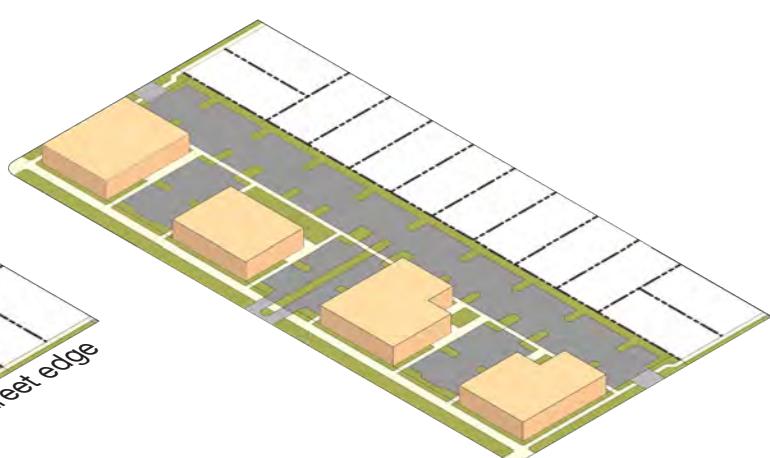
- 500' - 1,000' of street frontage
- Parking and access internal to the block
- Limit parking and service access to side streets and one mid-block curb-cut
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting buffer beyond the building frontage line
- Lots >200' in depth start to allow for additional commercial or residential development at the rear of the property



Block Guideline with 200' Deep Lots



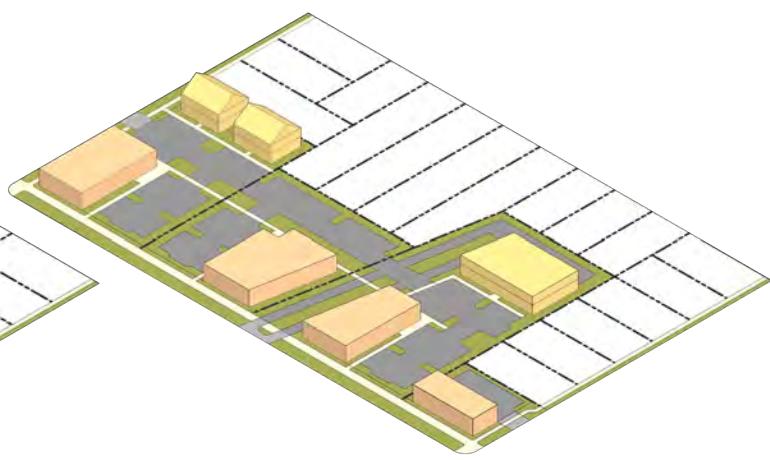
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout - Irregular Block



Possible Massing Layout - Irregular Block

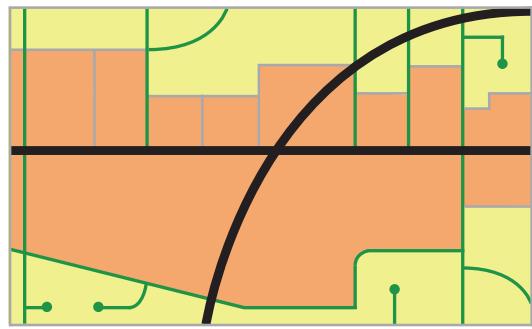
Block Types and Patterns

5

Block Types

Commercial frontage types:

- Short block frontage on main street
- Medium block frontage on main street
- Long block frontage on main street
- Continuous block frontage on main street

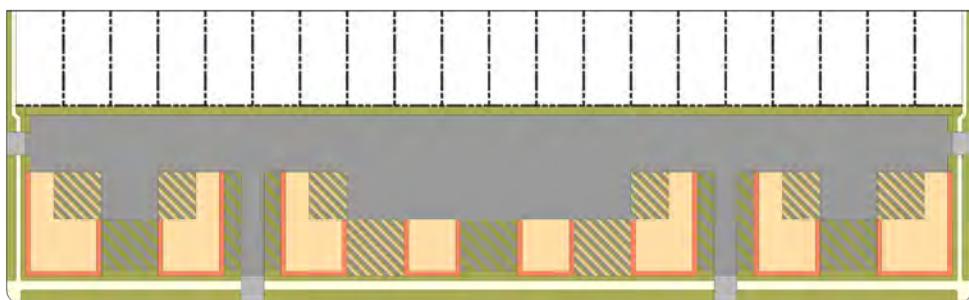


Block Types are **ORANGE**, other uses are **LEMON**

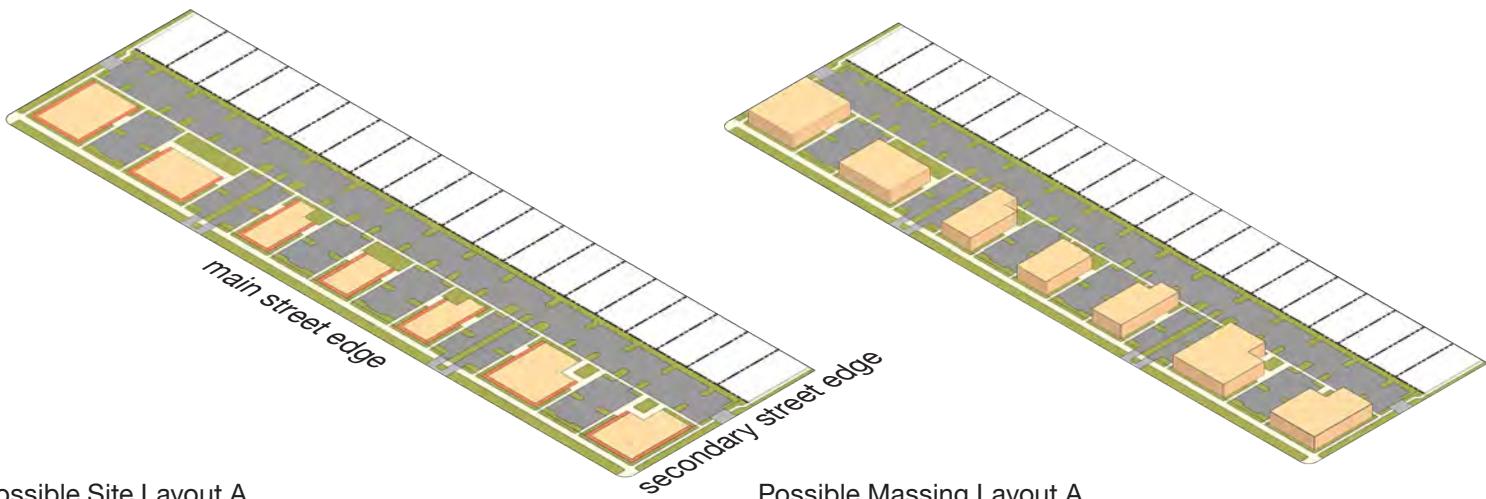
Continuous Block

Continuous Block

- >1,000' of street frontage
- Parking and access internal to the block
- Limit parking and service access to side streets and a mid-block curb-cut approximately every 500'
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting buffer beyond the building frontage line
- Not Shown - Lots >200' in depth start to allow for additional commercial or residential development at the rear of the property

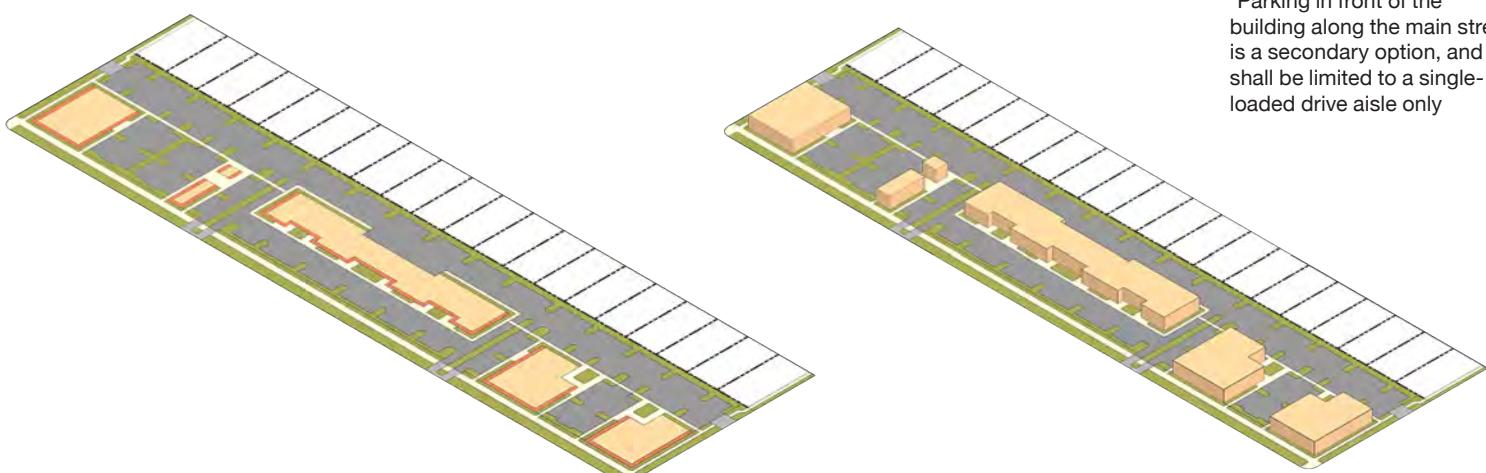


Block Guideline with 200' Deep Lots



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B

*Parking in front of the building along the main street is a secondary option, and shall be limited to a single-loaded drive aisle only

Lot Improvements

6

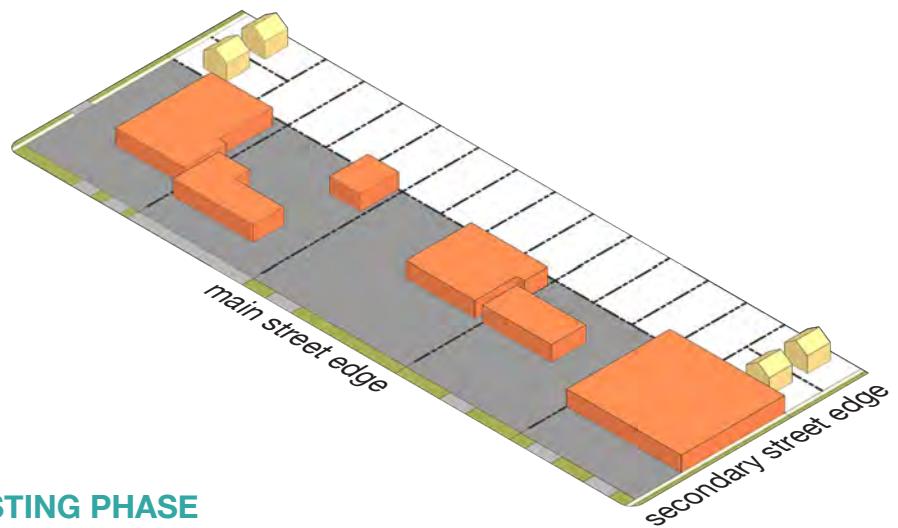
Landscaped Area	Commercial Use
Pedestrian Path	Office Use
Existing Structure	Residential Use
Parking	Roads

While individual lot redevelopment can incorporate parts of the block guidelines, to capture more value per lot and create a more vibrant commercial community, envisioning whole block redevelopment while planning for individual lot redevelopment is paramount.

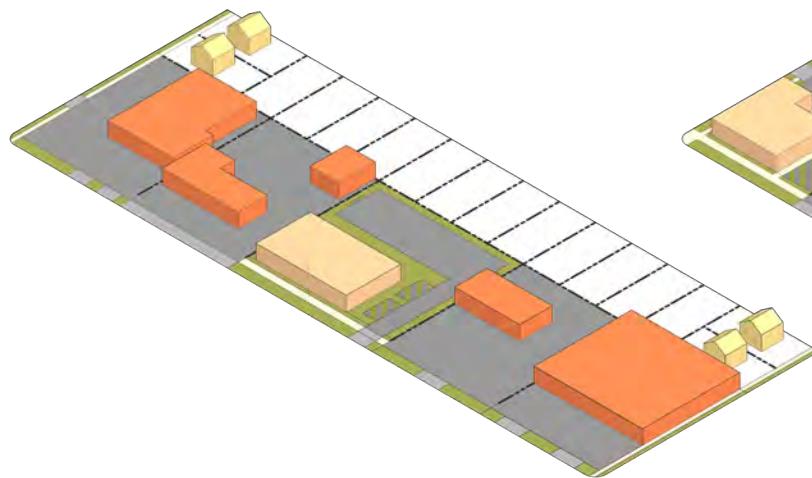
Lot Improvements

Transformation Block

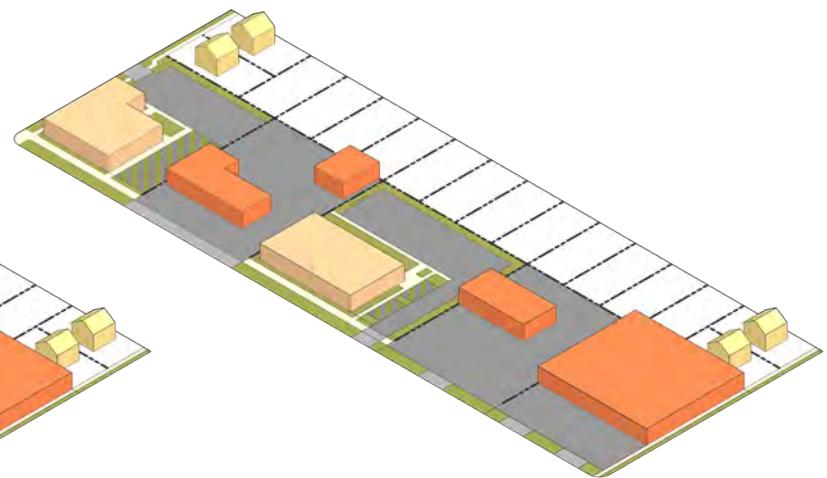
- Regular 200' X 800' Long Block
- A middle lot is redeveloped first with parking and access inclusive to the lot
- A corner lot is redeveloped second with side street access and the potential for a shared access drive aisle
- A middle lot is redeveloped third and shares access, parking, and connections with the previously redeveloped adjacent lots
- Finally, the other corner lot is redeveloped to complete a block that follows the preferred pattern



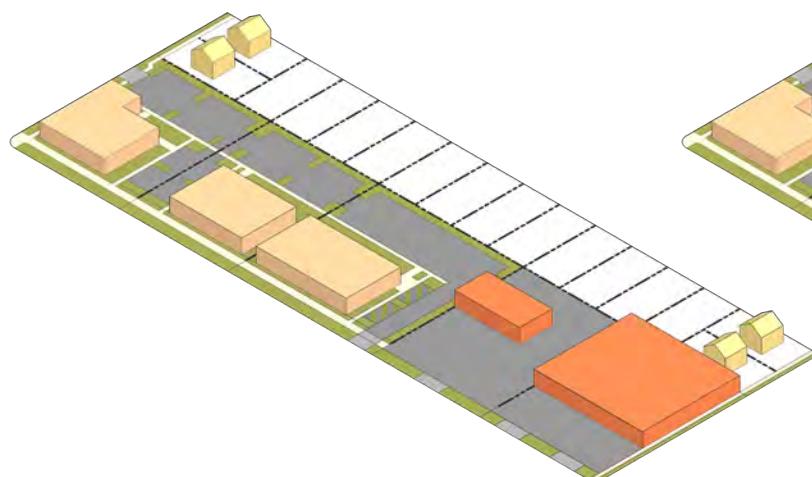
EXISTING PHASE



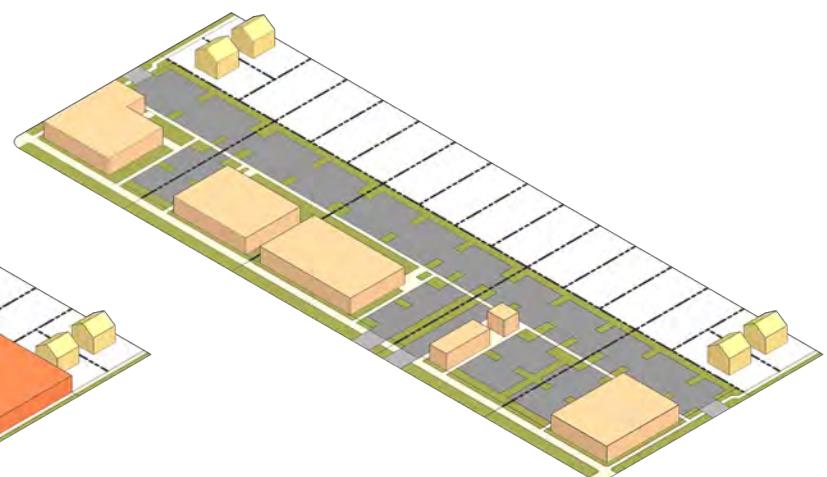
FIRST PHASE



SECOND PHASE



THIRD PHASE



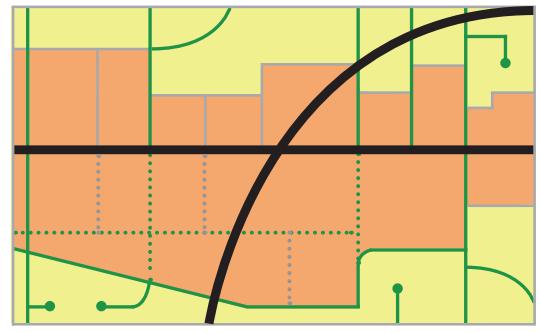
FINAL PHASE - IMPROVED BLOCK

Lot Improvements

6

Block Improvements Over Time

Lot redevelopment builds a “hikeable” community with other lots by breaking down the scale of parking, introducing shared access, and rebuilding a community-scaled grid (especially on large lots)

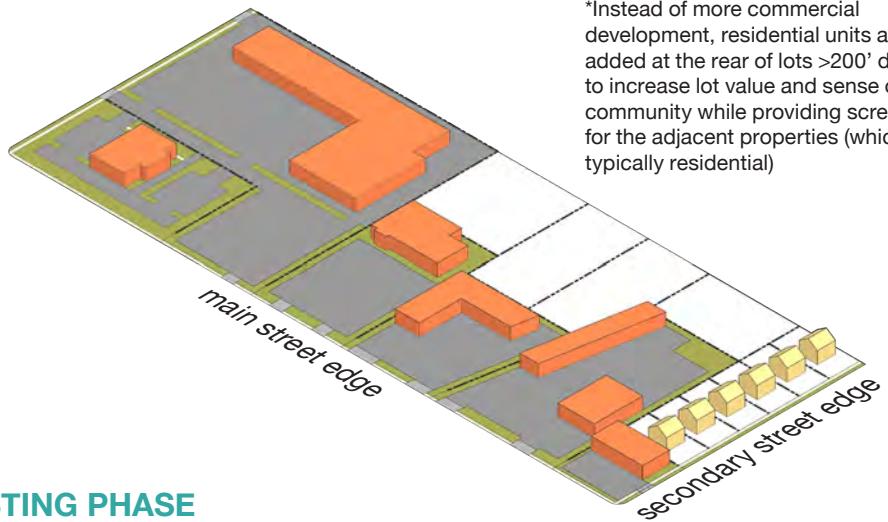


New secondary streets are dashed in **GREEN**, and new lot boundaries are dashed in **GREY**

Lot Improvements

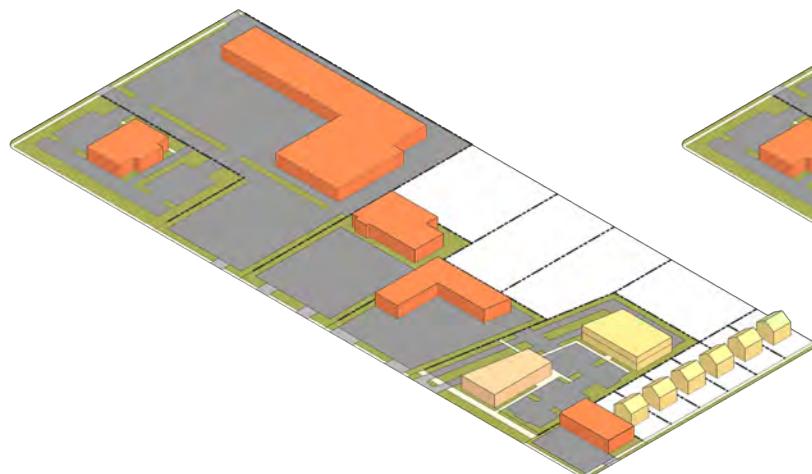
Transformation Block

- Irregular 400' X 1,000' Continuous Block
- A middle lot is redeveloped first with parking and access inclusive to the lot
- Middle lots are redeveloped second with shared or existing vehicle access
 - A large rear lot undergoes adaptive re-use
- A middle lot is redeveloped third and shares access, parking, and connections with the previously redeveloped adjacent lots
- Finally, the rear lot is redeveloped with residential to complete a block that closely follows the preferred pattern

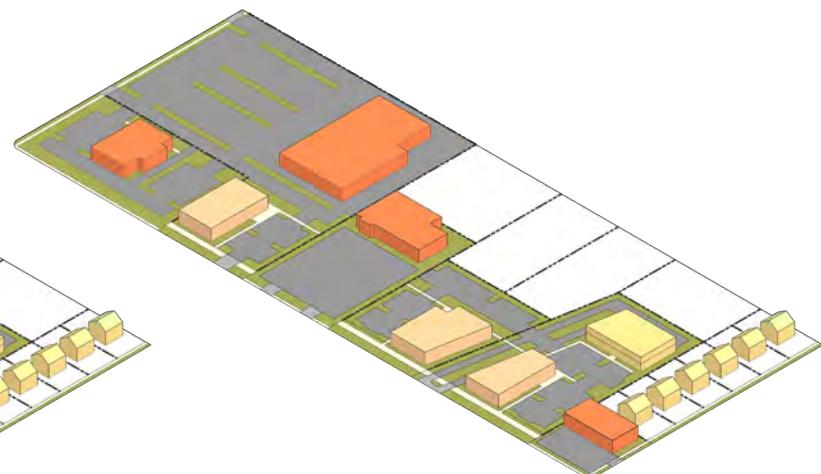


*Instead of more commercial development, residential units are added at the rear of lots >200' deep to increase lot value and sense of community while providing screening for the adjacent properties (which are typically residential)

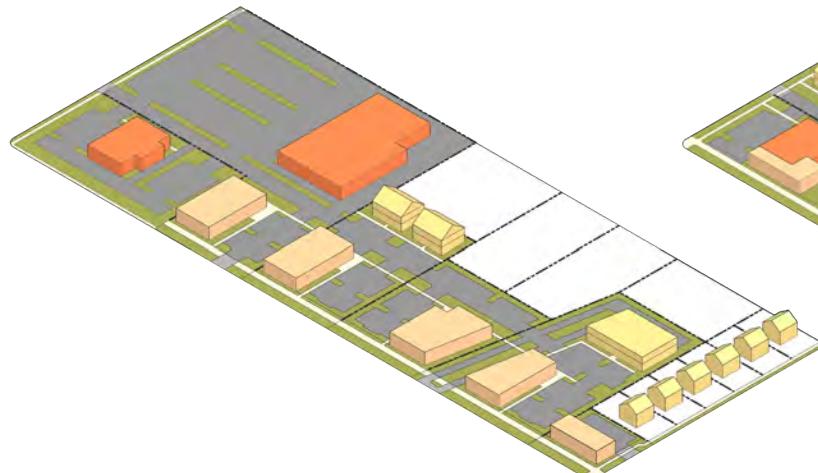
EXISTING PHASE



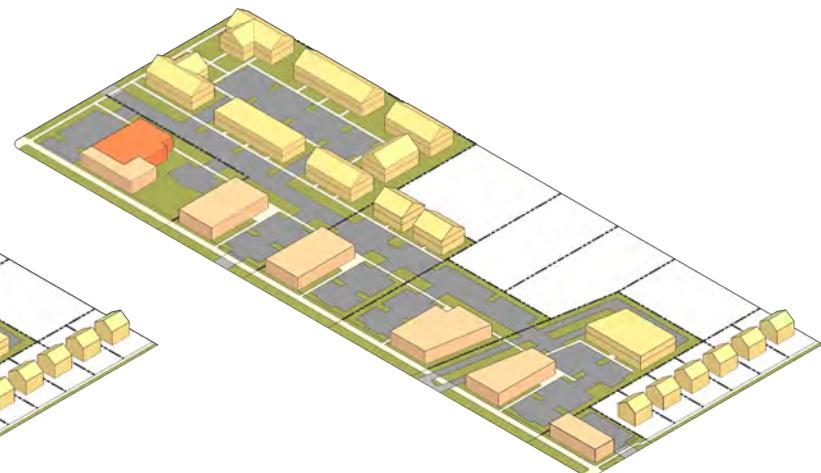
FIRST PHASE



SECOND PHASE



THIRD PHASE



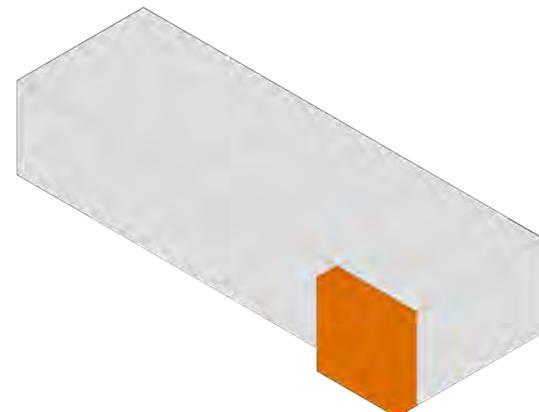
FINAL PHASE - IMPROVED BLOCK

Architectural Patterns

One-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

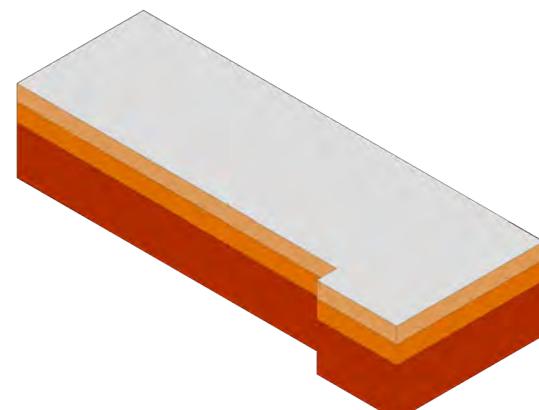
- Preferred minimum facade height in facade zones is 22'

Horizontal

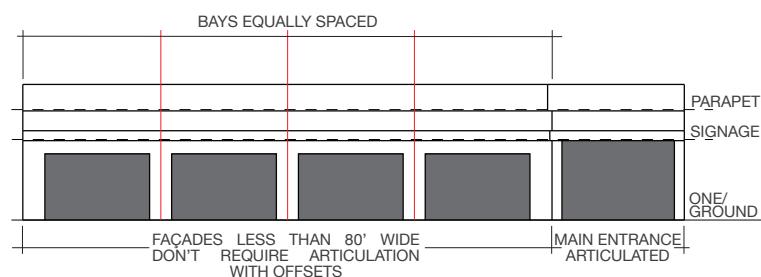
- Every building has a base, middle and top

Composition

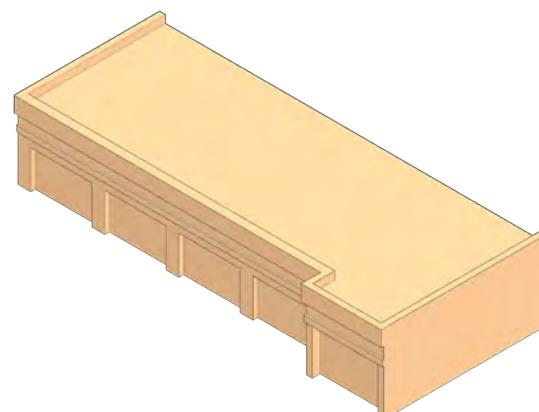
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

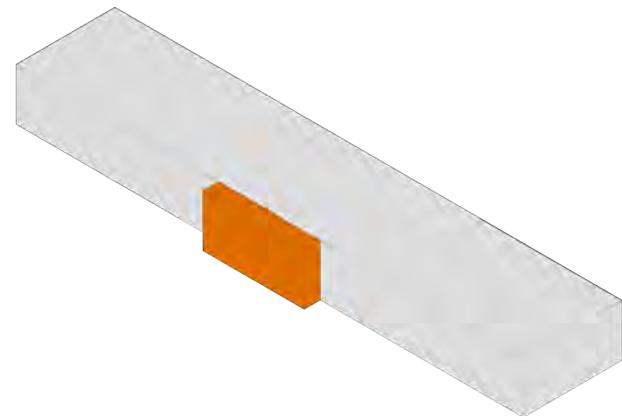
One-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade

Massing

- Preferred minimum facade height in facade zones is 22'



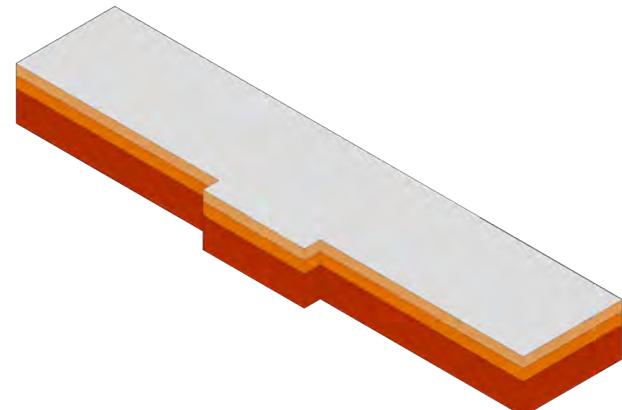
Vertical Articulation

Horizontal

- Every building has a base, middle and top

Composition

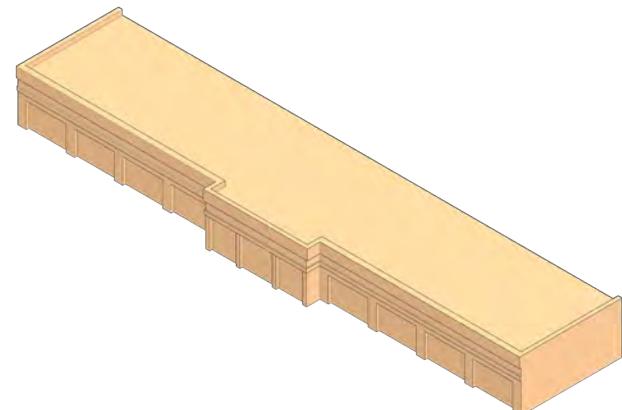
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

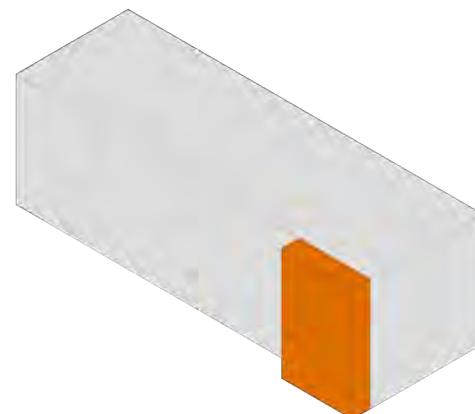
Two-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade

Massing

- Preferred minimum facade height in facade zones is 30'



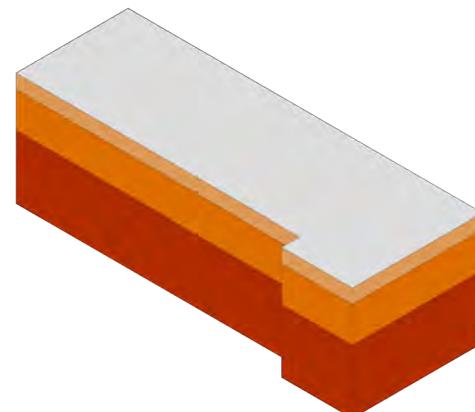
Vertical Articulation

Horizontal

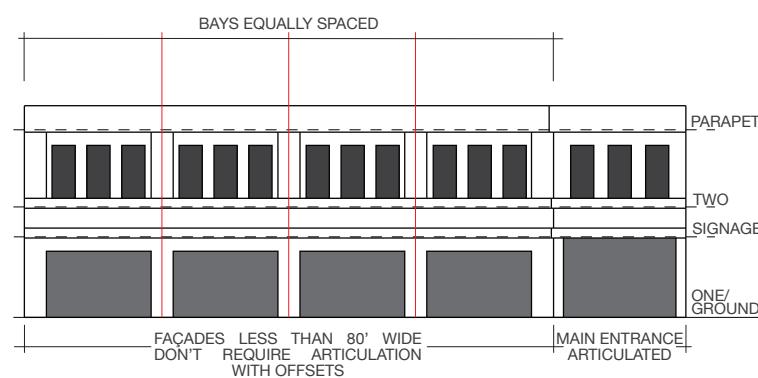
- Every building has a base, middle and top

Composition

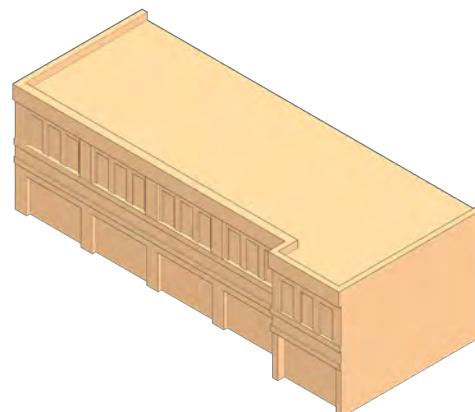
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

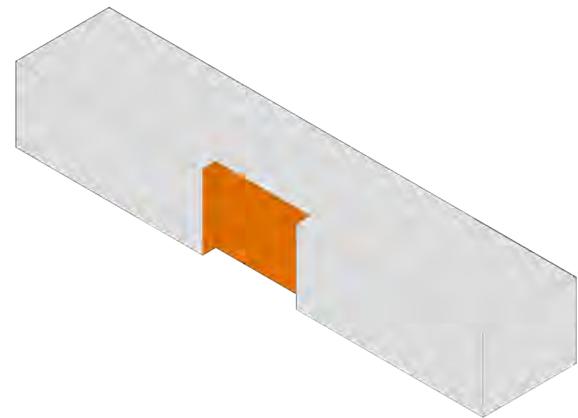
Two-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade

Massing

- Preferred minimum facade height in facade zones is 30'



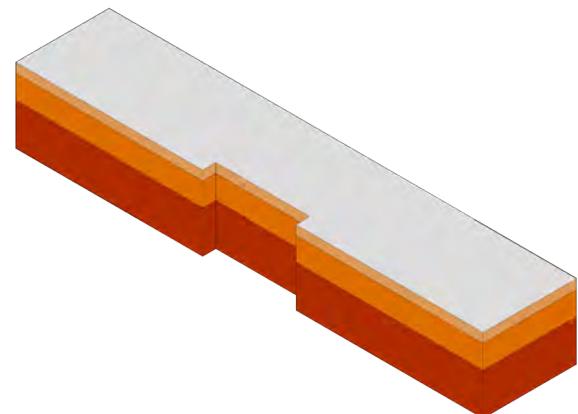
Vertical Articulation

Horizontal

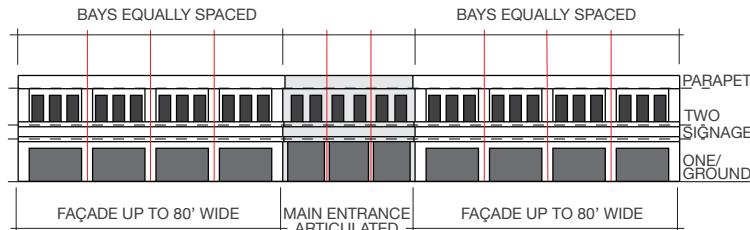
- Every building has a base, middle and top

Composition

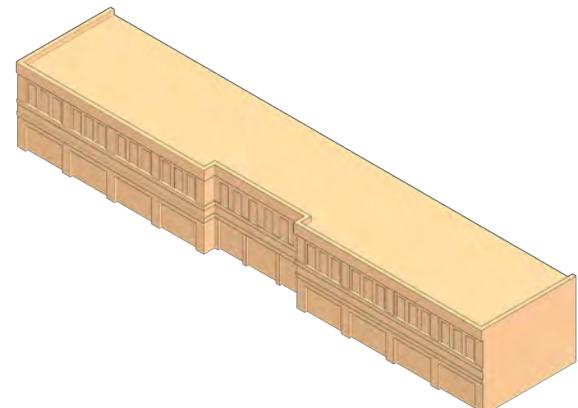
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



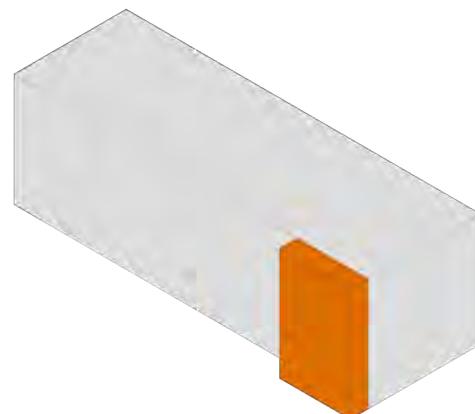
Assembly

Architectural Patterns

Multi-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



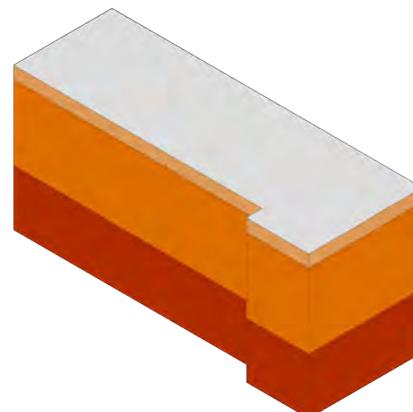
Vertical Articulation

Horizontal

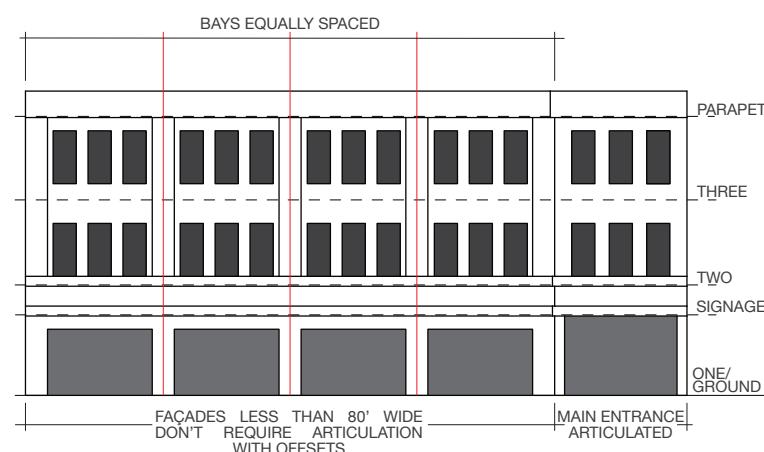
- Every building has a base, middle and top

Composition

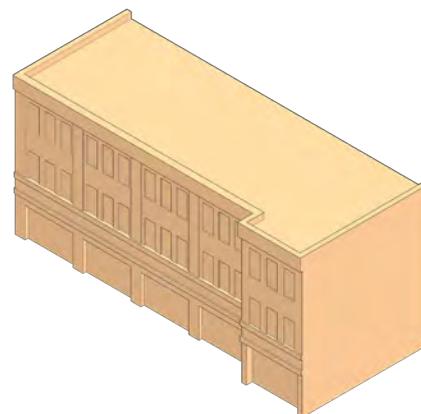
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



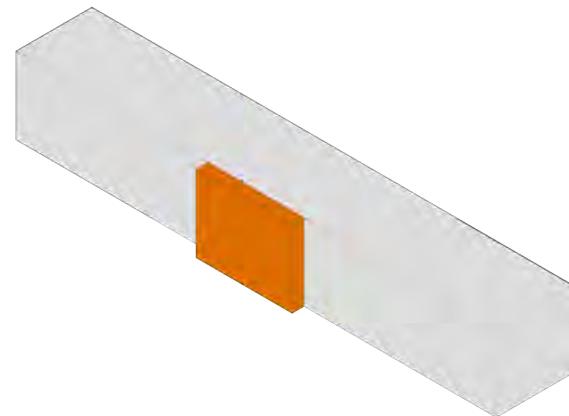
Assembly

Architectural Patterns

Multi-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade



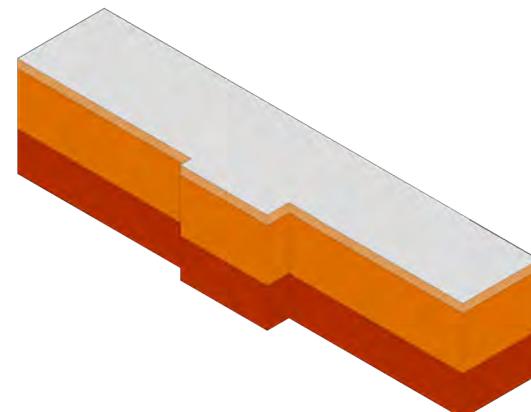
Vertical Articulation

Horizontal

- Every building has a base, middle and top.

Composition

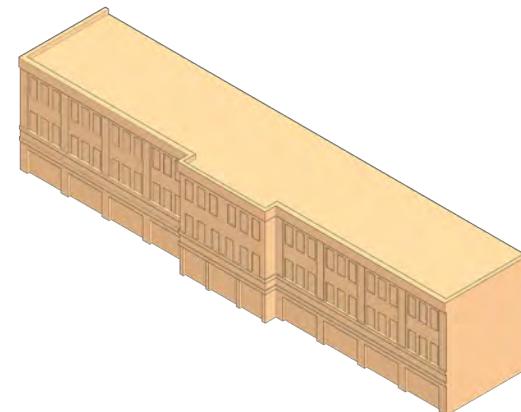
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

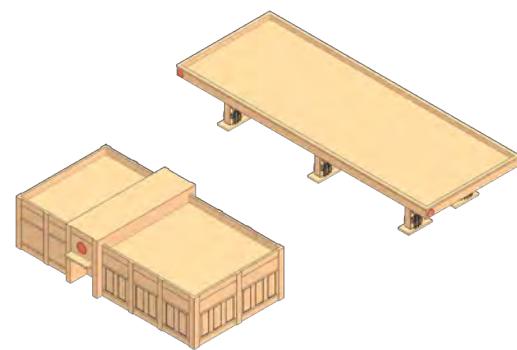
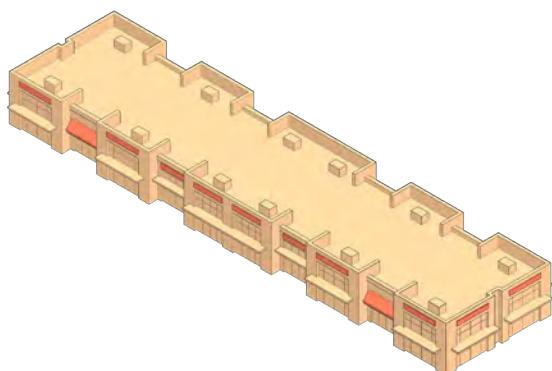
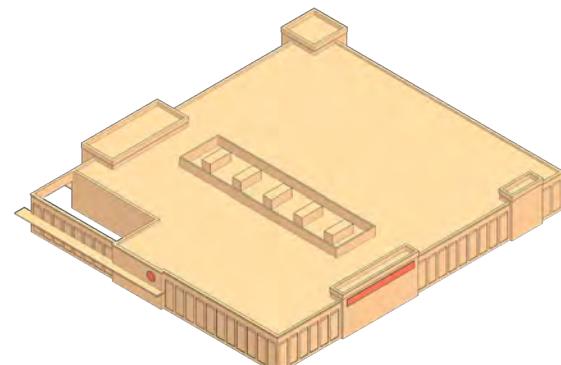
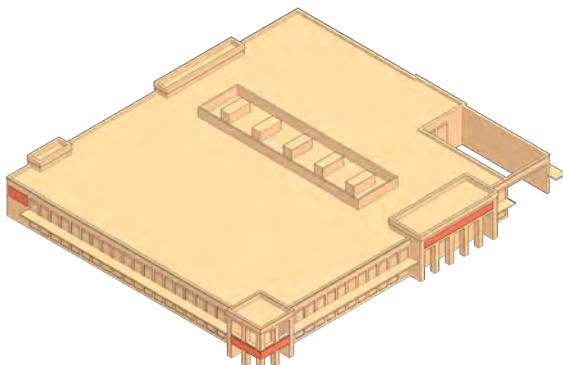
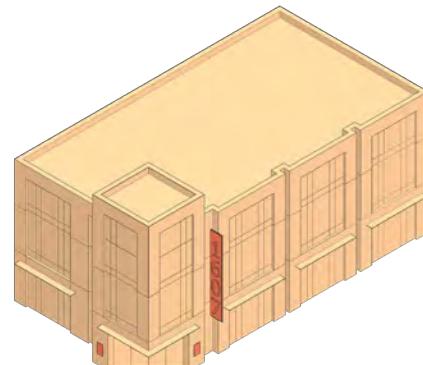
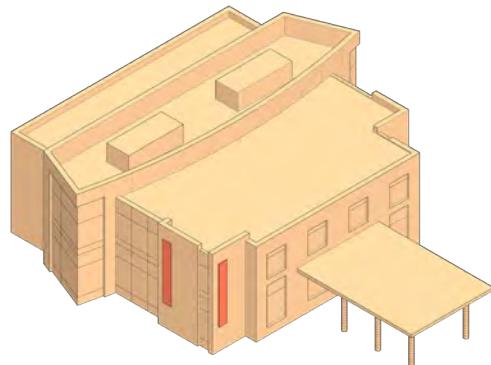
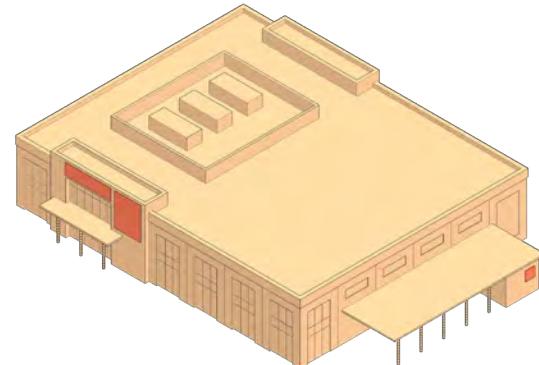
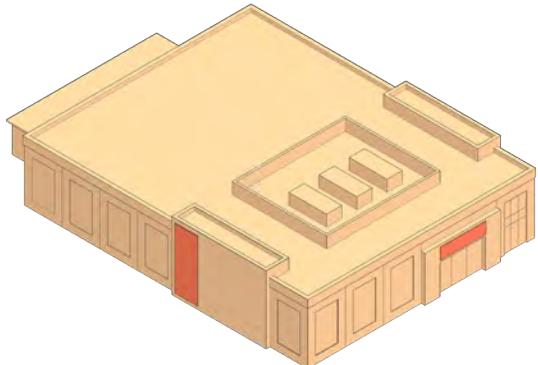


Assembly

Signage

- Primary horizontal signage should be placed in the facade band above the first floor level
- Projecting and Blade signs should be placed near entrances or on corners
- The outer perimeter of awnings and canopies provide good placement for pedestrian oriented signage
- See Guiding Principles for guidance on multi-tenant signage

Placement Options



Signage

- Clean, simple signage is easiest for customers to read and is more memorable
- Many materials are suitable for long-lasting, beautiful signage; translucent plastic and vinyl are not the only options
- Multiple scales and locations can be used to provide visibility to pedestrians and viewers in automobiles; maximum sizes and quantities can be referenced in the Zoning Ordinance

Examples



Site Amenities

- Commercial sites can utilize amenities to attract customers and contextually blend in with the adjacent neighborhoods
- Publicly accessible and visible

Placement Options



1. Paving Materials

- Paving of areas intended for pedestrian and vehicular circulation should not be all asphalt
- Areas with high pedestrian traffic should have paving that reduces:
 - heat island effect
 - rate of surface runoff
 - vehicular speeds

2. Screening Options

- Foliage can be used for parking screening
- When parking is located within 10' of right-of-way, an opaque wall is to be used for screening
- Dumpsters as well as loading docks require screening by opaque walls

3. Open Space/Garden

- Gardens should be placed in visible areas of the site

4. Pedestrian Facilities

- Bike racks
 - Provide shelter for the bicycle as well as the cyclist when locking and unlocking
- Outdoor seating
- Publicly accessible seating

Site Amenities

- Paths through the site should be clearly defined by paving materials
- Foliage is a screening option that can be used to retain and filter runoff water
- Clear delineation of vehicular and pedestrian paths can improve safety on site

Examples



1. Paving Materials



2. Screening Options



3. Open Spaces and Gardens

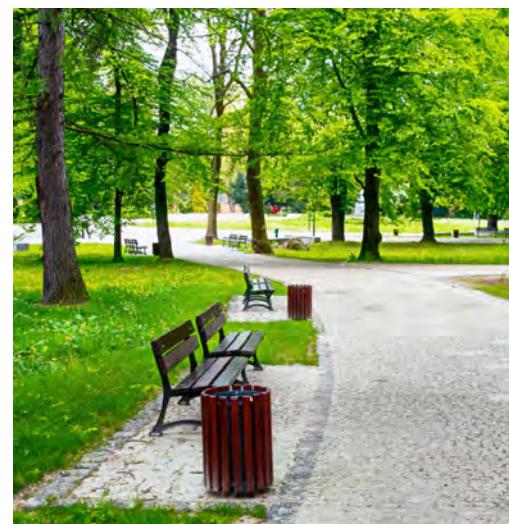
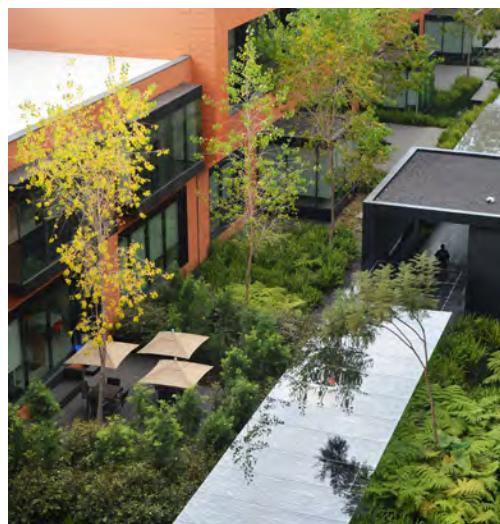
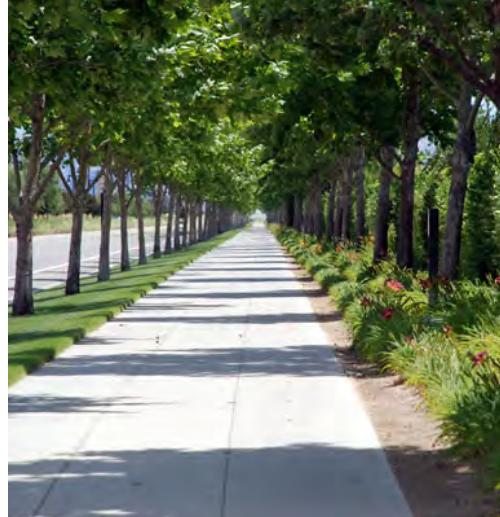


4. Pedestrian Facilities

Landscaping

- Foundation planting should be used to “ground” the building to the site
- Pedestrian path edging should be designed to create a clear pedestrian zone and continuity between sites
- Street trees should be used to buffer the site from public right-of-ways, parking lots, and adjacent residential uses; while providing shade and stormwater management functions

Street Level Landscaping



Landscaping

10

- Landscaping should be designed with long term management in mind, e.g. watering, drought tolerance, cleaning, site safety, stormwater management, etc
- Multiple scales and varieties of planting and landscaping are encouraged
- The goal is to provide landscaping that provides an enjoyable outdoor experience and amenity; in cases, this may involve plantings that exceed the Zoning Ordinance minimums

Indigenous Plants for Consideration

Deciduous Large Canopy Trees

- Hackberry (*Celtis occidentalis*)
- Sugarberry (*Celtis laevigata*)
- Sweet Gum (*Liquidambar styraciflua*) – cultivar without seed pods e.g. 'Rotundiloba'
- Black Cherry (*Prunus serotina*)
- Bald Cypress (*Taxodium distichum*)
- White Oak (*Quercus alba*)
- Swamp White Oak (*Quercus bicolor*)
- Willow Oak (*Quercus phellos*) – cultivar with narrower canopy e.g. 'Hightower'
- Water Oak (*Quercus nigra*)
- Pin Oak (*Quercus palustris*)
- Persimmon (*Diospyros virginiana*) – edible fruit
- Black Tupelo (*Nyssa sylvatica*) – cultivar with narrower canopy e.g. 'Forum'

Evergreen Large Canopy Trees

- Eastern Red Cedar (*Juniperus virginiana*)
- Loblolly Pine (*Pinus taeda*)
- American Holly (*Ilex opaca*)
- Live Oak (*Quercus virginiana*) – cultivar with narrower canopy e.g. 'Highrise'
- Southern Magnolia (*Magnolia grandiflora*)

Small Canopy Trees

- Yaupon Holly (*Ilex vomitoria*) – tree & weeping varieties available
- Little Gem Magnolia (*Magnolia grandiflora* 'Little Gem')
- Sweetbay Magnolia (*Magnolia virginiana*)
- Common Serviceberry (*Amelanchier arborea*)
- Eastern Serviceberry (*Amelanchier canadensis*)

Shrubs

- Red Chokeberry (*Aronia arbutifolia*)
- Sweet Pepperbush (*Clethra alnifolia*)
- Inkberry Holly (*Ilex glabra*)
- Yaupon holly (*Ilex vomitoria*) – dwarf cultivars available
- Waxmyrtle (*Morella cerifera*)
- Southern Bayberry (*Morella caroliniensis*)
- Northern Bayberry (*Morella pensylvanica*)
- Beach Plum (*Prunus maritima*) – edible fruit
- Smooth Sumac (*Rhus glabra*)
- Elderberry (*Sambucus nigra* ssp. *canadensis*) – edible fruit
- Highbush Blueberry (*Vaccinium corymbosum*) – edible fruit
- Arrowwood (*Viburnum dentatum*)
- Salt Bush (*Baccharis halimifolia*)
- Marsh Elder (*Iva frutescens*)

Perennials

- Hibiscus (*Hibiscus moscheutos*)
- Marsh Mallow (*Kosteletzky virginica*)
- Asters (*Aster* spp.)
- Blanket Flower (*Gaillardia* spp.)
- Goldenrods (*Solidago* spp.)
- Coneflower (*Echinacea* spp.)
- Orange Coneflower (*Rudbeckia fulgida*)
- Black-Eyed Susan (*Rudbeckia hirta*)
- Blazing Star (*Liatris squarrosa*)

Grasses

- Switch grass (*Panicum virgatum*)
- Salt-meadow hay (*Spartina patens*)

Tidal Marsh (regular salt water flooding)

- Salt marsh cordgrass (*Spartina alterniflora*)
- Salt-meadow hay (*Spartina patens*)



Applications

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Residential Use	Parking-Building
Primary Facade	Amenities	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

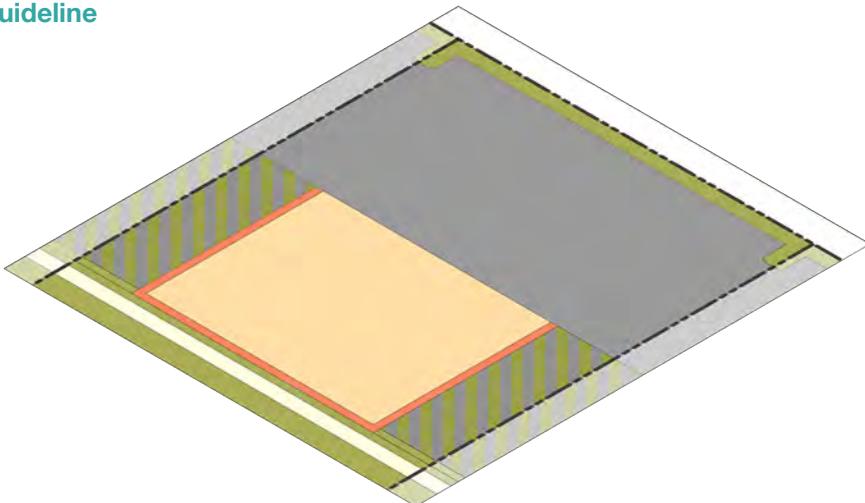
Flexible Areas:

Development Concept

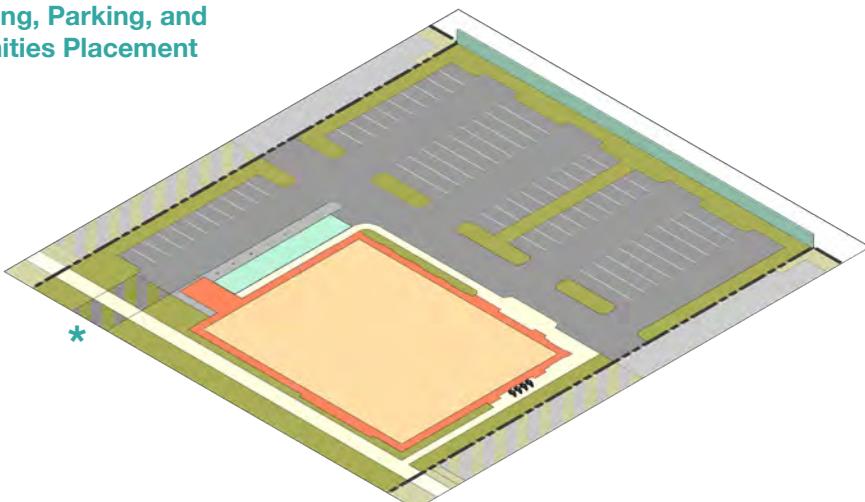
Medium-Box Retail

- 250' wide X 300' deep mid-block lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and heavy landscaping
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuse and covered loading
- Amenities required, but not shown, include long-term bike storage
- * The preferred block pattern consolidates main street access; though individual, interior-block parcel redevelopment access is anticipated and allowed for - Consideration should be given to future, adjacent-parcel redevelopment either through shared, main street access, or shared, secondary street access

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



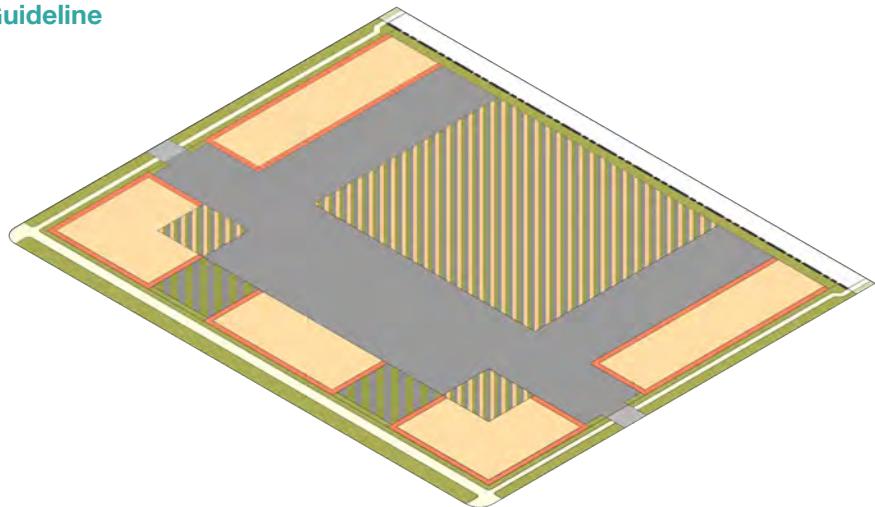
Applications

Development Concept

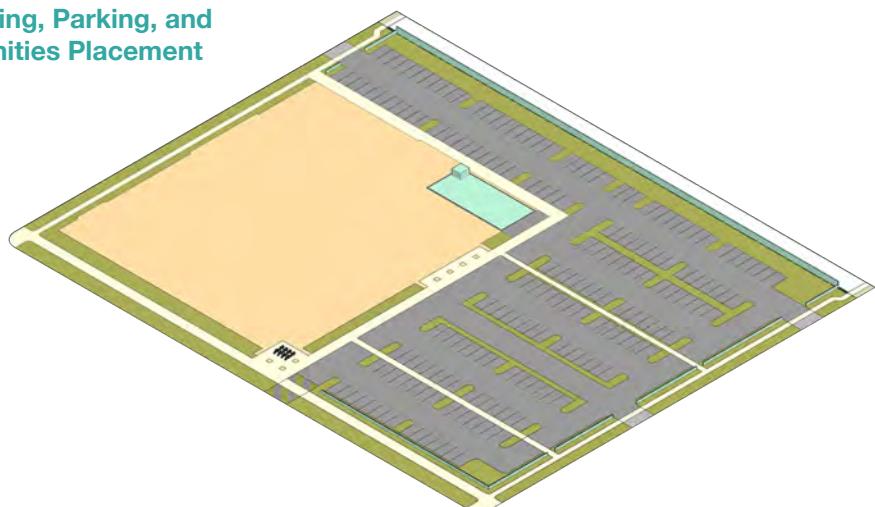
Big-Box Retail

- 500' wide X 400' deep medium block lot condition
- First floor is retail
- As shown, this block development shares its parking and access with residential properties that double as parking lot screening
- Parking shall be screened from the right-of-way by fencing and heavy landscaping
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, enclosed loading and refuse zone, parking lot pathways
- Other: See Step 9 - Amenities for additional information about this application

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

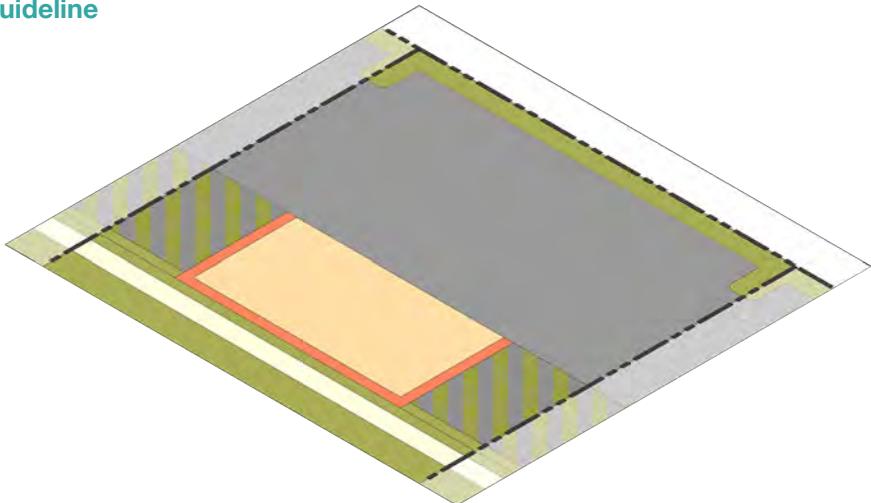


Development Concept

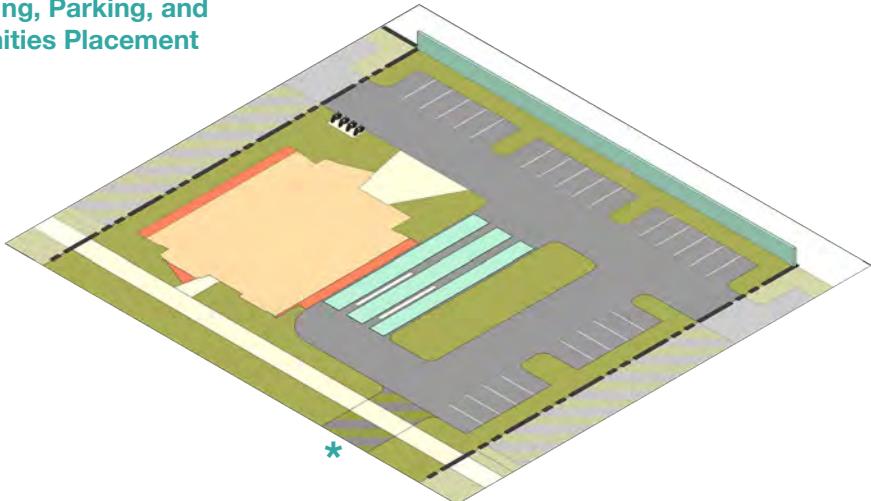
Drive-Through

- 200' wide X 200' deep mid-block lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and heavy landscaping
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, and vehicle stacking for drive-through
- Amenities required, but not shown, include long-term bike storage
- * The preferred block pattern consolidates main street access; though individual, interior-block parcel redevelopment access is anticipated and allowed for - Consideration should be given to future, adjacent-parcel redevelopment either through shared, main street access, or shared, secondary street access

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



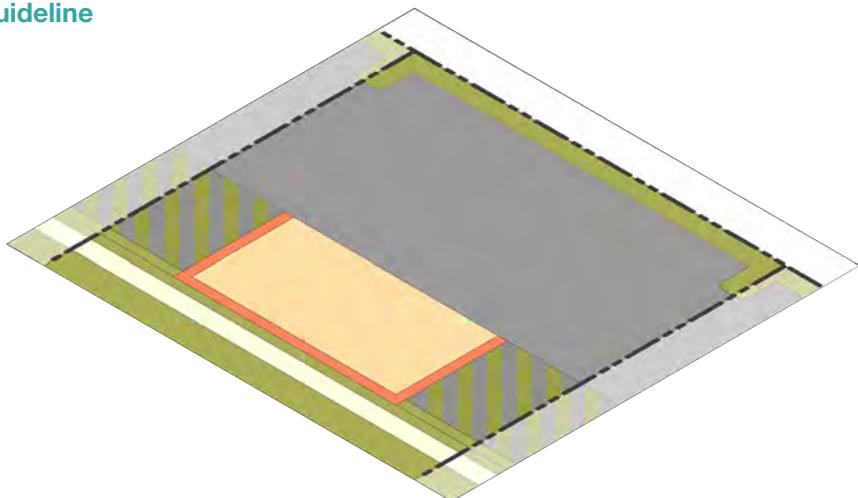
Applications

Development Concept

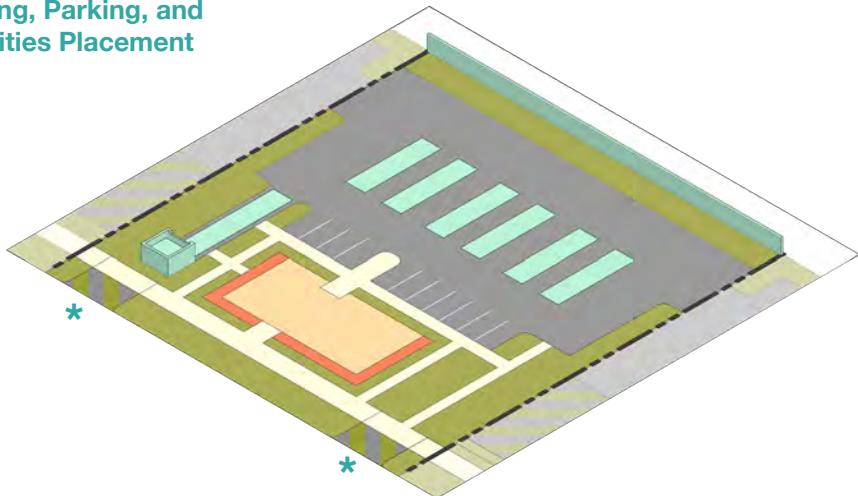
Vehicle Oriented

- 200' wide X 200' deep mid-block lot condition
- First floor is retail
- Parking and vehicle related functions shall be screened from the right-of-way by heavy landscaping
- Amenities include ample open space (with potential for stormwater management), 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, and enclosed refuse
- Amenities required, but not shown, include short-term and long-term bike storage
- Other: The developer is encouraged to incorporate this use into a larger mixed-use development, and to site the building internal to a block
- * The preferred block pattern consolidates main street access; though individual, interior-block parcel redevelopment access is anticipated and allowed for - Consideration should be given to future, adjacent-parcel redevelopment either through shared, main street access, or shared, secondary street access

Lot Guideline

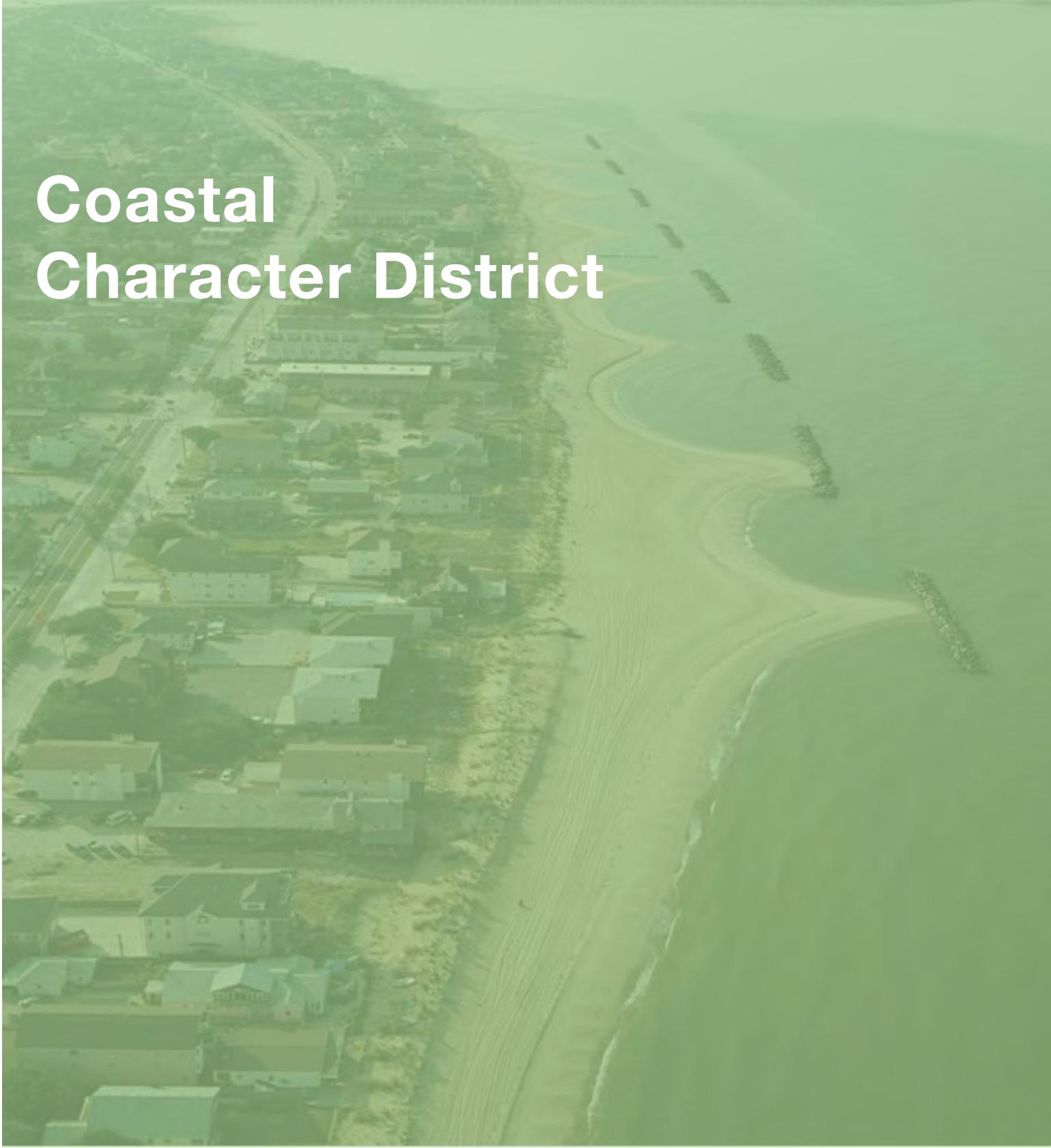


Building, Parking, and Amenities Placement



Building Mass and Landscaping



An aerial photograph of a coastal town. In the foreground, there is a dense cluster of houses and buildings, some with white roofs. A road runs parallel to the coastline. To the right, a sandy beach meets the ocean. The water is a light blue color with some white foam near the shore. In the distance, more buildings and a road are visible on a hillside. The overall scene is a typical coastal residential area.

Coastal Character District

Community Patterns: Essential Attributes

Community Patterns

- Pedestrian-friendly mixed-use streets with a variety of building types and uses
- Well landscaped pedestrian spaces, buffered from cars with landscape treatment using plant materials appropriate for a coastal climate
- Easy relationship between indoor spaces and outdoor gathering places, along the sidewalk, in courtyards, or at the edge of parking lots
- Active building frontage along the street where appropriate and facing outdoor gathering places within the site
- Small scale shops and buildings to provide a diverse character
- Parking and service areas easily accessible from the street, but screened from it with landscaping and building location
- Corner buildings to serve as gateway buildings for the residential side streets



Architectural Patterns

- Primary role of the architecture:
 - Define and enhance the pedestrian friendly quality of the street spaces and outdoor gathering places on site
 - Building massing and form that either creates a room-like space along the street or supports the creation of social gathering spaces within the site, e.g. courtyards/patios
 - Cornices and other architectural elements that either define the public space or the volume of the building
 - Large, clear, glass display windows provide transparency between the public space and shop interiors
 - Defined area for signage
 - No blank walls facing the street unless designed as finished facade
 - Resilient design and construction to handle coastal storms and flooding
- Architectural character using the elements from the Coastal Pattern Book, e.g. porches and simple volumes



Coastal Character District:

Overview of Commercial Districts and Corridors



Coastal Character District

- Notable commercial districts include:
 - Ocean View Shopping Center Area
- Notable commercial thoroughfares include:
 - Ocean View Avenue
 - Shore Drive

Street Type and Patterns

- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Block Type and Commercial Patterns

- Commercial frontage types:
 - 1- Short block frontage on main street
 - 2 - Long block frontage on main street
 - 3 - Full block frontage
- Majority of blocks are approximately 200' X 500'
- Preferred pattern:
 - Active street frontage
 - Internal block access through street frontage determines lot patterns
 - Parking lots and service activities internal to the block

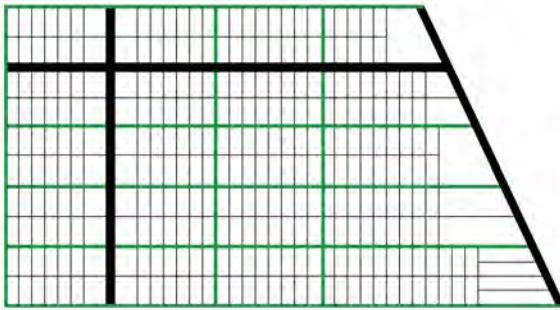
Lot Types

- Standard lot depth is 100'
- Short block frontages:
 - Lots have been expanded by acquiring adjacent non-commercial properties
 - Short block lots sizes include: 100', 150', and 200' deep lots
- Long block frontages:
 - Lots have been expanded by acquiring adjacent non-commercial properties to create through block lots
 - Long block lot sizes include: 100' and 200' deep lots

Matrix: Community Patterns and Appropriate Commercial Building Types

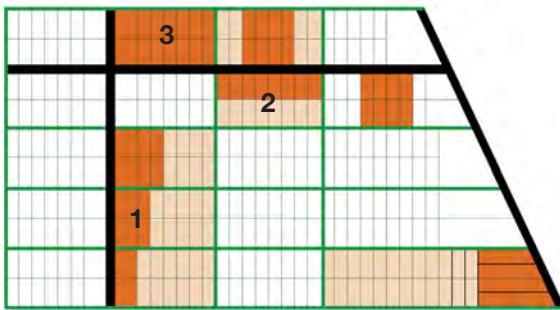
Street Type and Lot Type determine which Building Forms and Types will function well on a site.

Street Type and Patterns



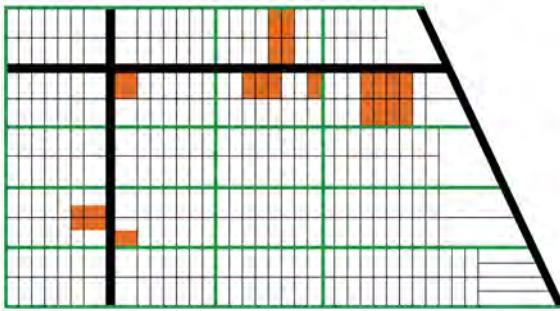
- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

Block Type and Commercial Patterns



- Commercial lots are **DARK ORANGE**
- Non-commercial lots are **LIGHT ORANGE**
- See previous page for frontage types

Lot Types



- Commercial lots are in **DARK ORANGE**
- Various lot sizes are depicted

		BUILDING FORMS AND TYPES							
		TRADITIONAL STREET ORIENTED				VEHICLE/PARKING LOT ORIENTED			
STREET TYPES	PEDESTRIAN FRIENDLY	SMALL-BOX COMMERCIAL	STAND-ALONE MIXED-USE	IN-LINE COMMERCIAL	MEDIUM-BOX RETAIL	BIG-BOX RETAIL	DRIVE-THROUGH	VEHICLE ORIENTED	
	VEHICLE ORIENTED	25'-50' WIDE		50'-100' WIDE		> 100' WIDE		20'-50' WIDE	
	CORNER	100' DEEP	150' DEEP	200' DEEP	100' DEEP	150' DEEP	200' DEEP	100' DEEP	150' DEEP
LOT TYPE	MID-BLOCK	50'-100' WIDE		> 100' WIDE		20'-50' WIDE		50'-100' WIDE	
	20'-50' WIDE		> 100' WIDE		20'-50' WIDE		> 100' WIDE		
	50'-100' WIDE		> 100' WIDE		20'-50' WIDE		50'-100' WIDE		
	> 100' WIDE		20'-50' WIDE		> 100' WIDE		50'-100' WIDE		
	20'-50' WIDE		> 100' WIDE		20'-50' WIDE		> 100' WIDE		
	50'-100' WIDE		> 100' WIDE		20'-50' WIDE		50'-100' WIDE		
	> 100' WIDE		20'-50' WIDE		> 100' WIDE		50'-100' WIDE		
	20'-50' WIDE		20'-50' WIDE		> 100' WIDE		20'-50' WIDE		
	50'-100' WIDE		50'-100' WIDE		> 100' WIDE		50'-100' WIDE		
	> 100' WIDE		50'-100' WIDE		> 100' WIDE		> 100' WIDE		

Building Forms and Types

3

The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. The Building Forms and Types section will identify the potential building form or forms for your use.

Traditional, Street Oriented Commercial, Retail, and Related Uses:

- Corner Stores
- In-Line Retail Shops
- Drug Stores
- Restaurants
- Small Scale Food Stores
- Small-Box Commercial
- Offices
- Mixed-Use: Retail/Residential, Retail/Office, Office/Residential, and Retail/Office/Residential
- Apartments
- Carriage Houses

The challenge is to find ways of accommodating all these uses and maintaining the character and image of the Character District. Building forms are undergoing change in response to changes in the way we shop. The emphasis is now on the “experience” and on personalized service. Many start-up digital retailers now need a physical location as a showroom; however stores can be smaller since they do not need to keep a large inventory.



In-Line Mixed-Use

- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors

In-Line Commercial

- One-story (though the massing and facade composition shall be two-story)
- Street oriented retail frontage
- Facade divided into bays to provide flexibility and design articulation
- Local precedent along Colley Avenue in Ghent and Granby Street in Riverview

Stand-Alone Mixed-Use

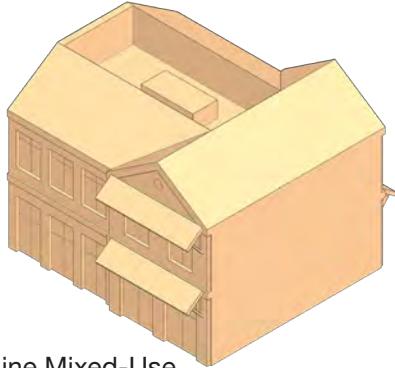
- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors
- Appropriate bookend(s) for In-Line Mixed-Use
- Local precedent located in East Beach

Small-Box Commercial

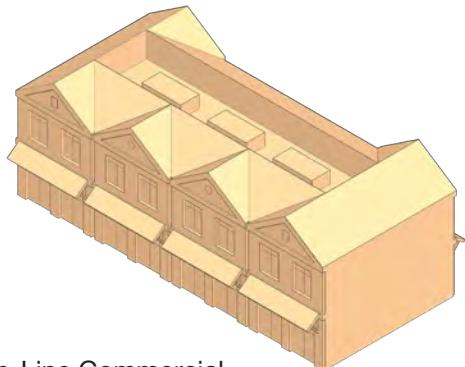
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings

Building Forms and Types

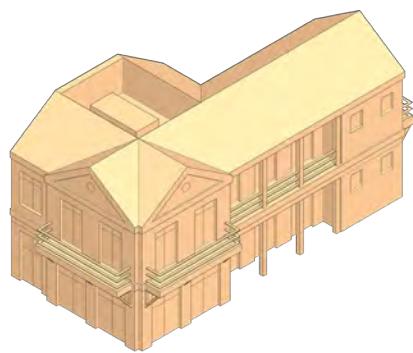
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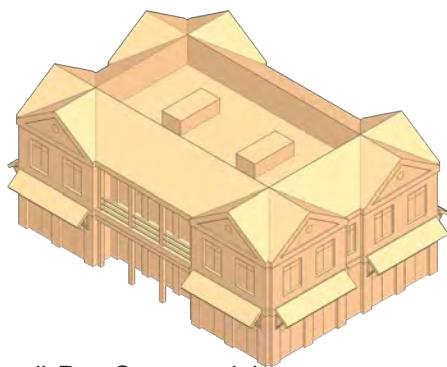
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial



Building Forms and Types

3

The multiple types of commercial uses described in the Zoning Ordinance can typically be accommodated by one or more of the listed building forms. The Building Forms and Types section will identify the potential building form or forms for your use.

Vehicle and Parking Lot Oriented Commercial, Retail, and Related Uses:

- Gas Stations
- Drive-Through Buildings: Restaurants, Drug Stores, and Banks
- Grocery Stores
- Medium-Box Retail
- Big-Box Retail
- Large Office Buildings

The challenge is to find ways of accommodating all these uses and maintaining the character and image of the Character District. Building forms are undergoing change in response to changes in the way we shop. The emphasis is now on the “experience” and on personalized service. Many start-up digital retailers now need a physical location as a showroom; however stores can be smaller since they do not need to keep a large inventory.



Medium-Box Retail

- One-story (though the massing and facade composition shall be two-story)
- Often includes a drive-through
- 7,500 SF - 20,000 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings



Big-Box Retail

- One-story (though the massing and facade composition shall be two-story)
- Typically zoned Commercial-Regional
- 20,000 SF - 50,000 SF
 - > 50,000 SF shall be added via additional floor levels



Drive-Through

- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of the drive-through and vehicle stacking from the main street frontage

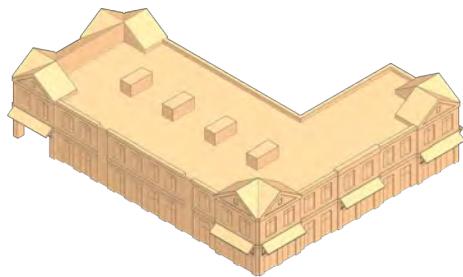


Vehicle Oriented

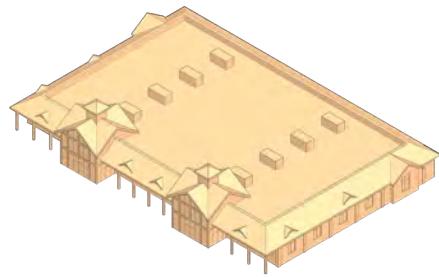
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly building (reference the model image that masks its primary uses as a automotive shop)

Building Forms and Types

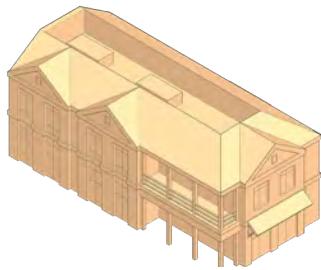
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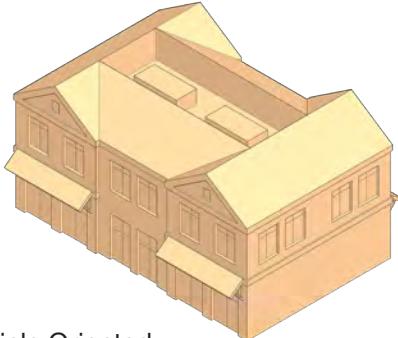
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Street Pattern and Street Type

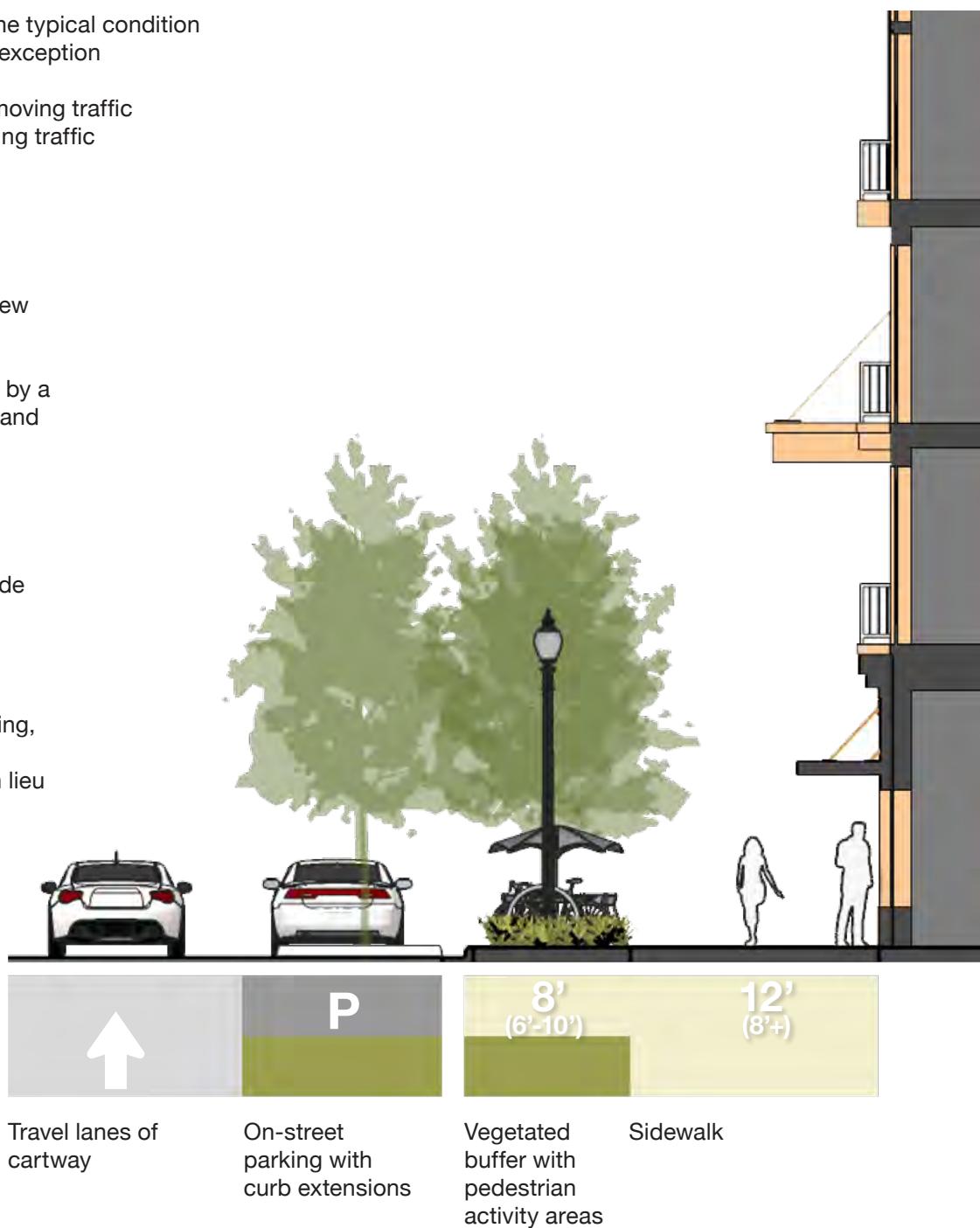
- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Pedestrian Friendly Secondary Street

Examples: 1st Bay Street, Cape View Street

The pedestrian space is protected by a combination of landscape buffers and on-street parking

- Preferred Configuration:
 - On-street parking
 - 20' minimum between curb of parking lane and building facade
 - 8' area for tree
 - 12' clear for pedestrian path
- Acceptable Configurations:
 - If less than 20' to face of building, use curb extension landscape elements in the parking lane in lieu of the vegetated buffer



Street Types and Patterns

4

Pedestrian Friendly Secondary Street



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Street Pattern and Street Type

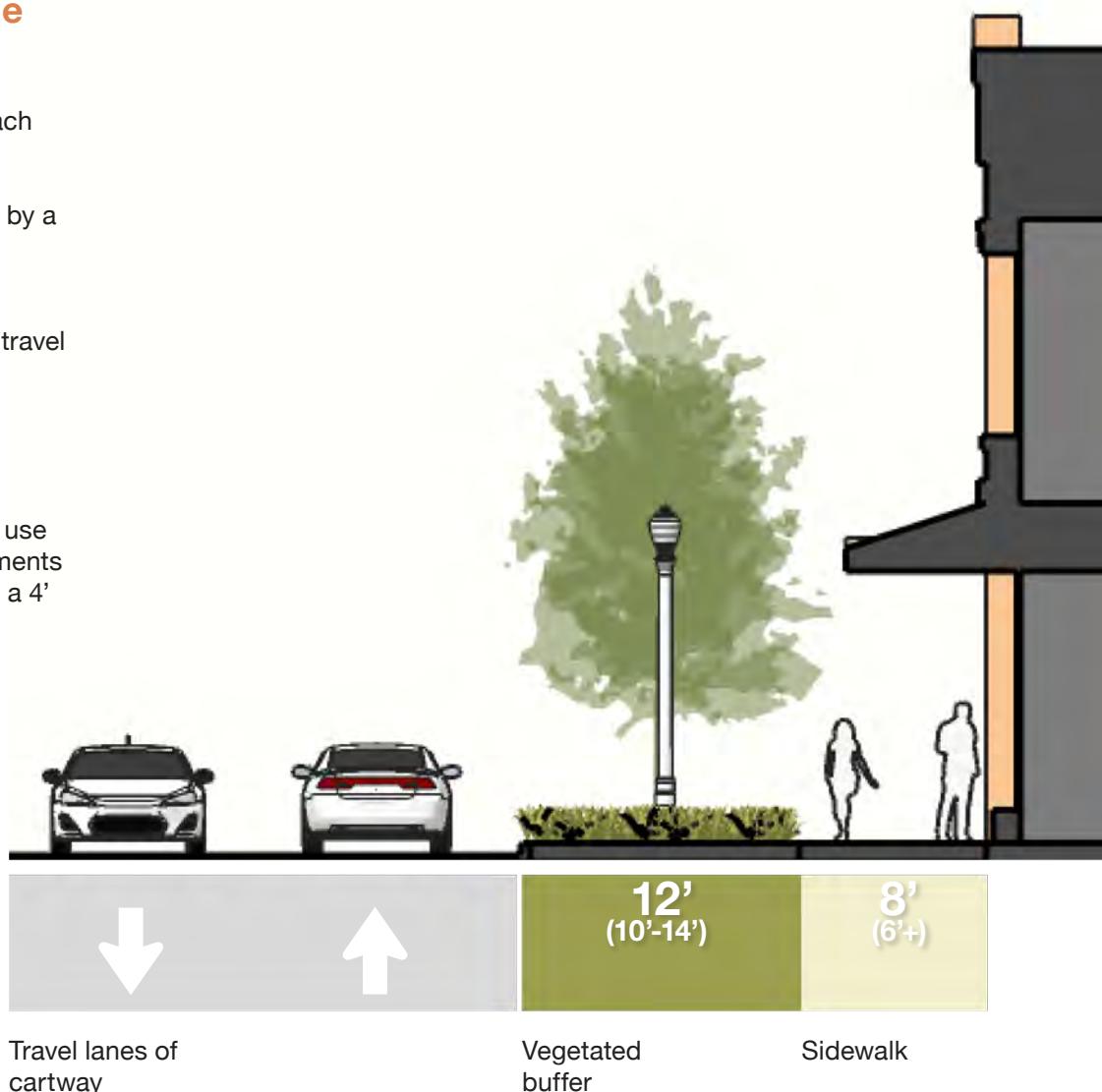
- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Pedestrian Friendly Side Street

Examples: 20th Bay Street, N. Beach View Street

The pedestrian space is protected by a landscape buffer

- Preferred Configuration:
 - 20' minimum between curb of travel lane and building facade
 - 12' area for tree
 - 8' clear for pedestrian path
- Acceptable Configurations:
 - If on-street parking is desired, use curb extension landscape elements to form an 8' parking lane with a 4' vegetated buffer



Travel lanes of cartway

Vegetated buffer

Sidewalk

Street Types and Patterns

4

Pedestrian Friendly Side Street



Street Types and Patterns

4

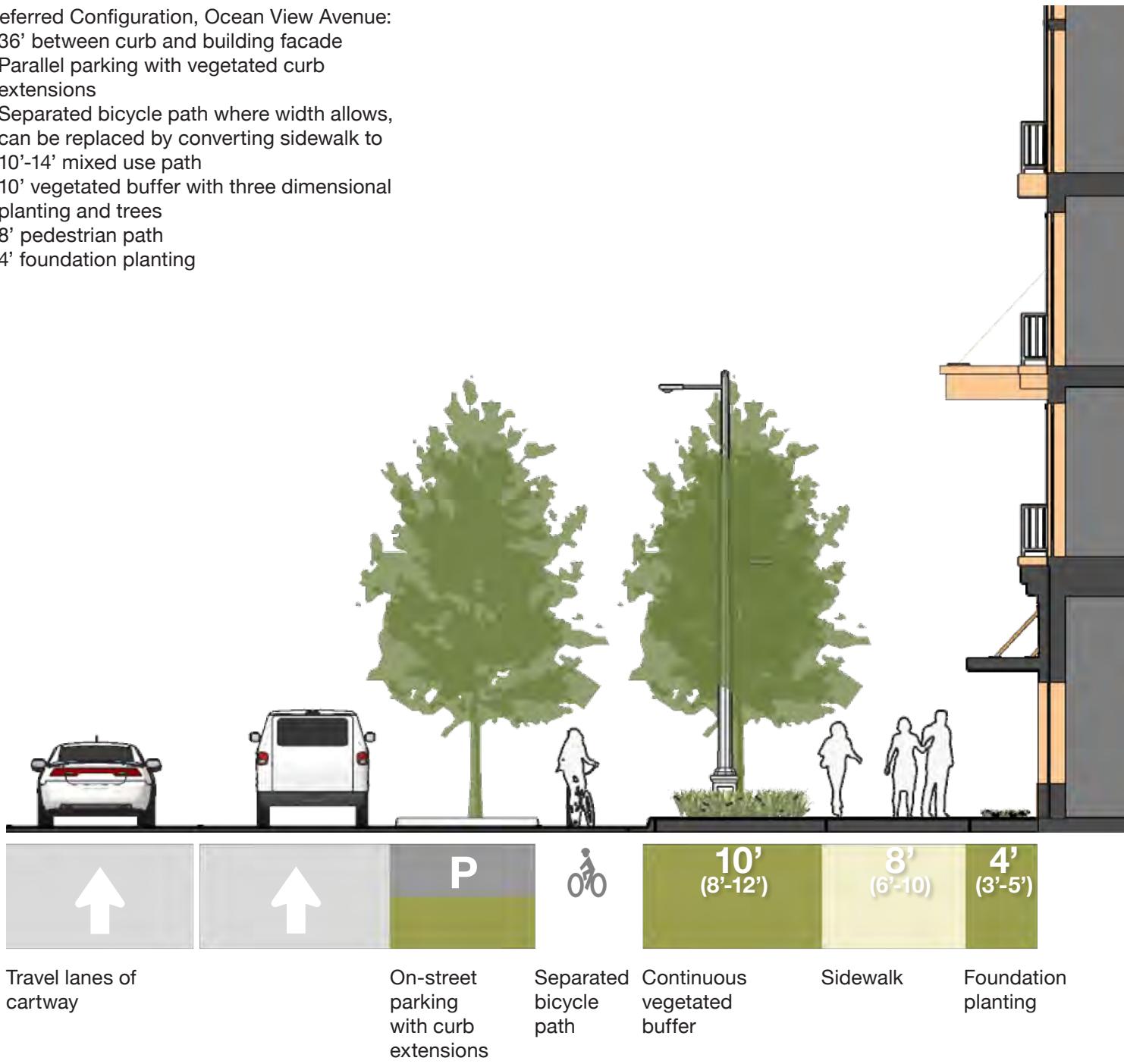
Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Vehicle Oriented Primary Street

- Preferred Configuration, Ocean View Avenue:
 - 36' between curb and building facade
 - Parallel parking with vegetated curb extensions
 - Separated bicycle path where width allows, can be replaced by converting sidewalk to 10'-14' mixed use path
 - 10' vegetated buffer with three dimensional planting and trees
 - 8' pedestrian path
 - 4' foundation planting



Street Types and Patterns

4

Vehicle Oriented Primary Street



Street Types and Patterns

4

Public Right-of-Way

The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

Vehicle Oriented Alternative

Narrow portions of Ocean View Ave.

- Acceptable Configuration:
 - Minimum 20' between curb and building facade
 - 12' vegetated buffer between curb and sidewalk with three dimensional planting and trees
 - 8' pedestrian path



Street Types and Patterns

4

Vehicle Oriented Alternative



Block Types and Patterns

5

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

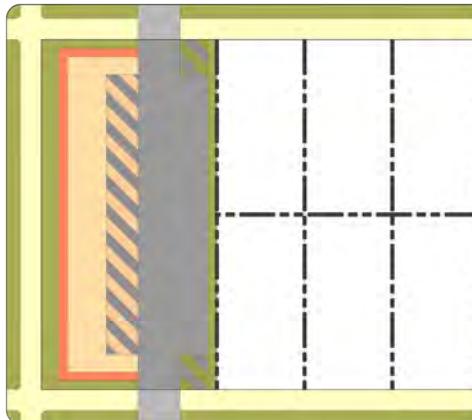
Flexible Areas:
Parking-Landscaping
Parking-Building
Landscaping-Building
Parking-Landscaping-Building

The preferred pattern maintains continuous active frontage along the full block with service and parking internal to the block. Access to service and parking is best from the side street. The diagrams indicate the desired pattern for the block. The guidelines for individual properties follow this pattern for parking and access. Over time, as properties are redeveloped, the full block pattern can be realized.

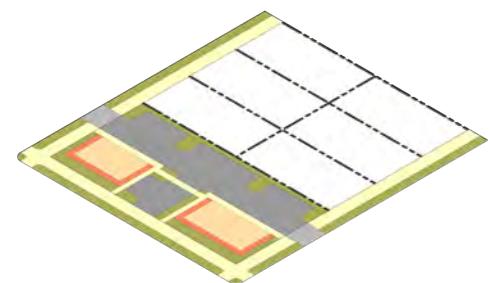
Short Block

100' Deep Lot

- Parking and access in middle of block
- 5' minimum landscape buffer along the back property line (100' deep lot only)
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 45% on the side street
- All parking frontage must have a 5' minimum landscape buffer



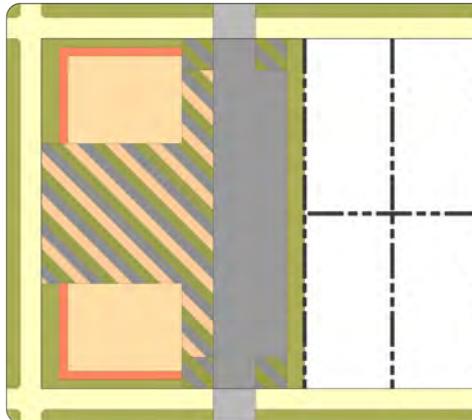
Block Guideline



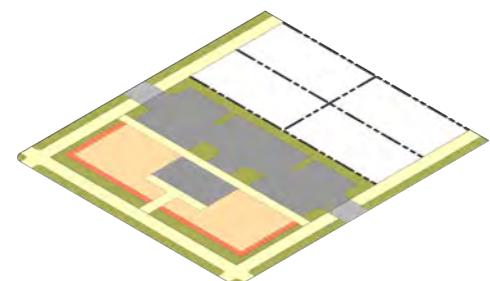
Possible Site Layout A

150' Deep Lot

- Parking and access in middle of block
- 10' minimum landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 40% on the side street
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



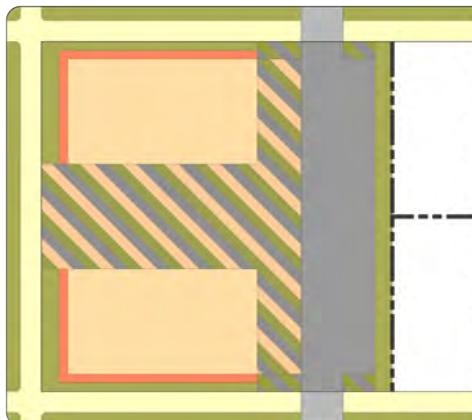
Block Guideline



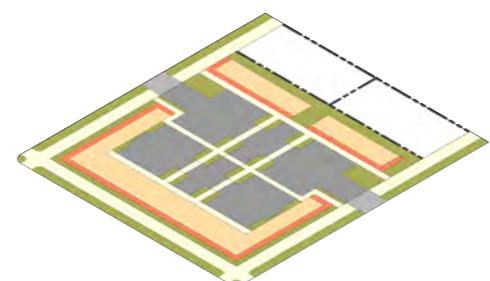
Possible Site Layout A

200' Deep Lot

- Parking and access in middle of block
- 10' minimum landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 35% on the side street
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



Block Guideline



Possible Site Layout A

Block Types and Patterns

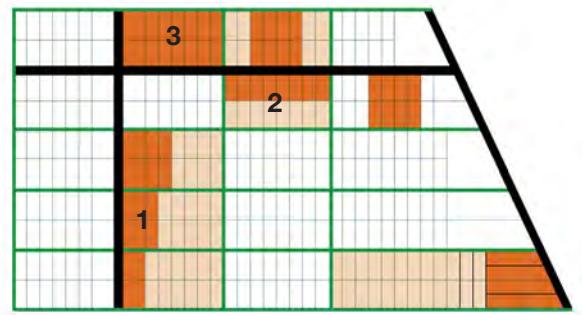
5

Block Types

Commercial frontage types:

- 1 - Short block frontage on main street
- 2 - Long block frontage on main street
- 3 - Full block frontage

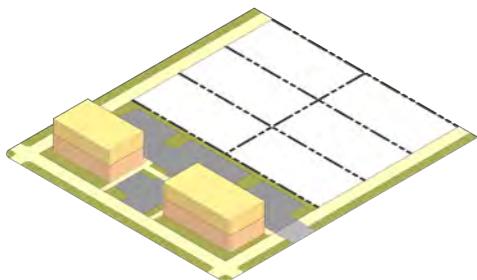
The majority of blocks are approximately 200' X 500'



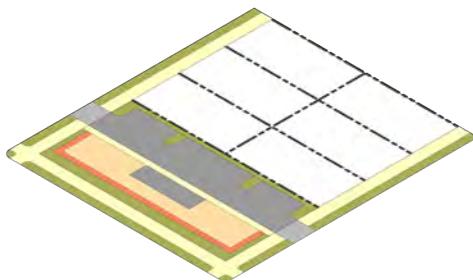
Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

Short Block

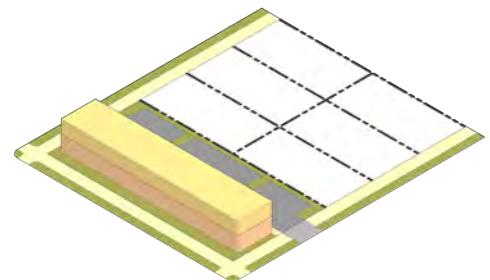
100' Deep Lot



Possible Massing Layout A

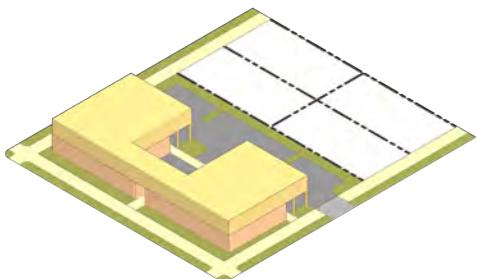


Possible Site Layout B

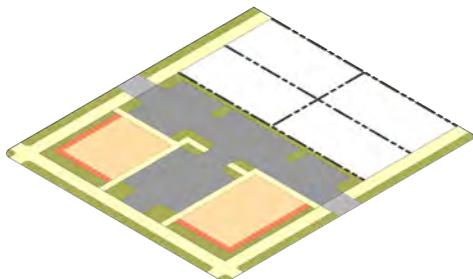


Possible Massing Layout B

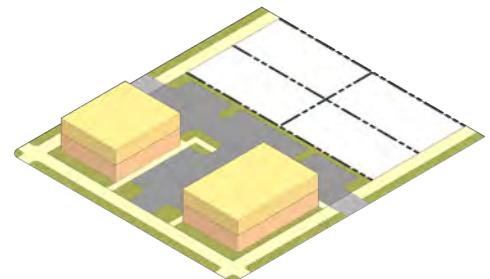
150' Deep Lot



Possible Massing Layout A

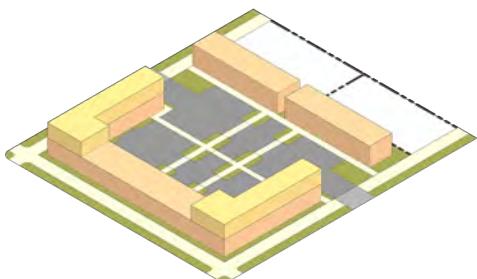


Possible Site Layout B

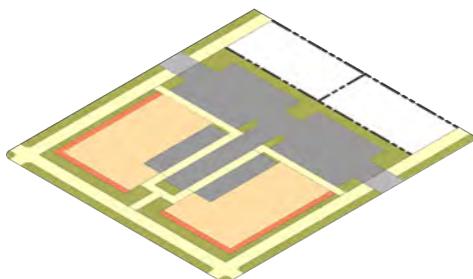


Possible Massing Layout B

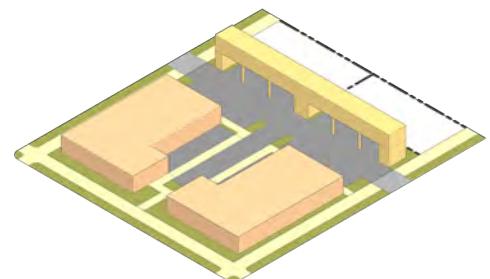
200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Block Types and Patterns

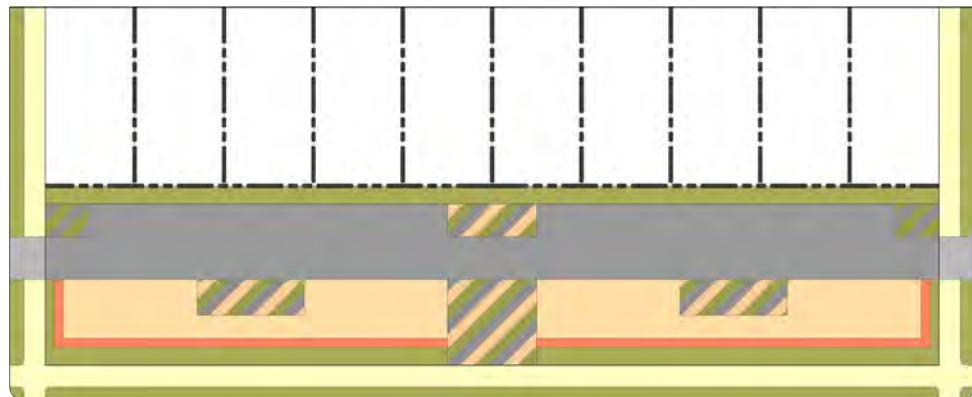
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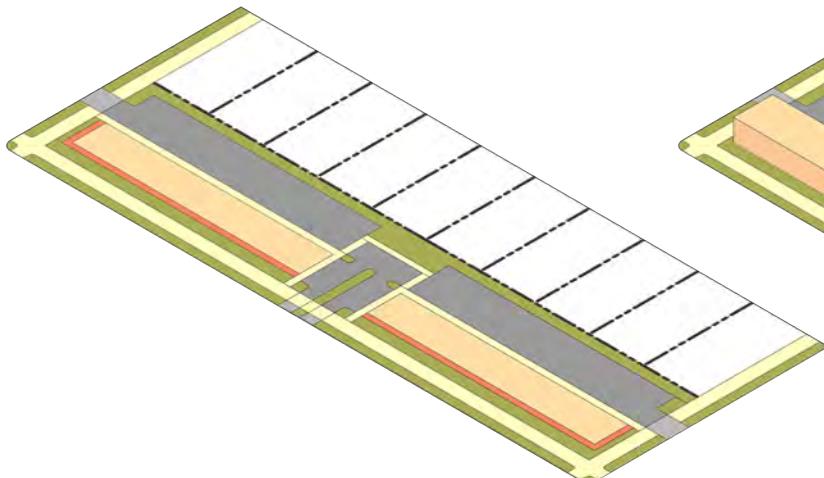
Long Block

100' Deep Lots

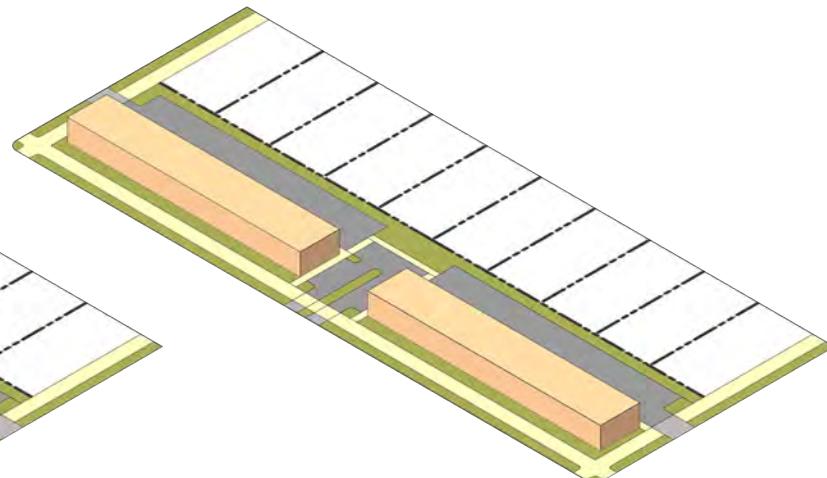
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- 5' minimum planting buffer along the back property line (100' deep lot only)
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



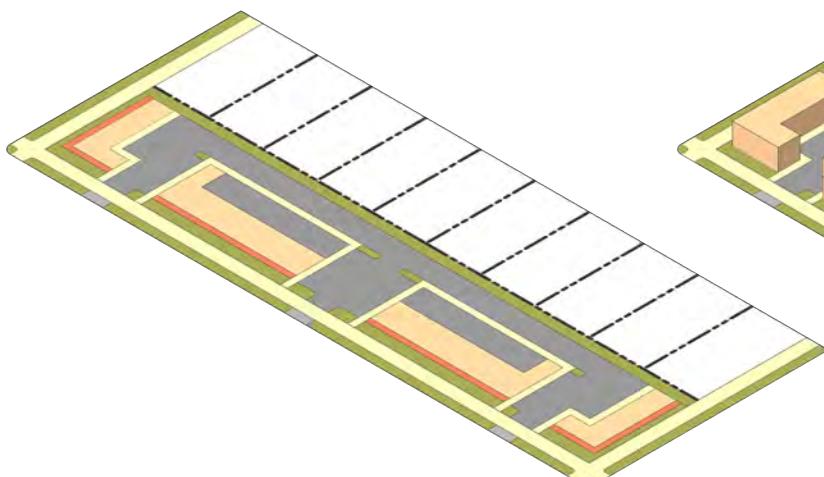
Block Guideline



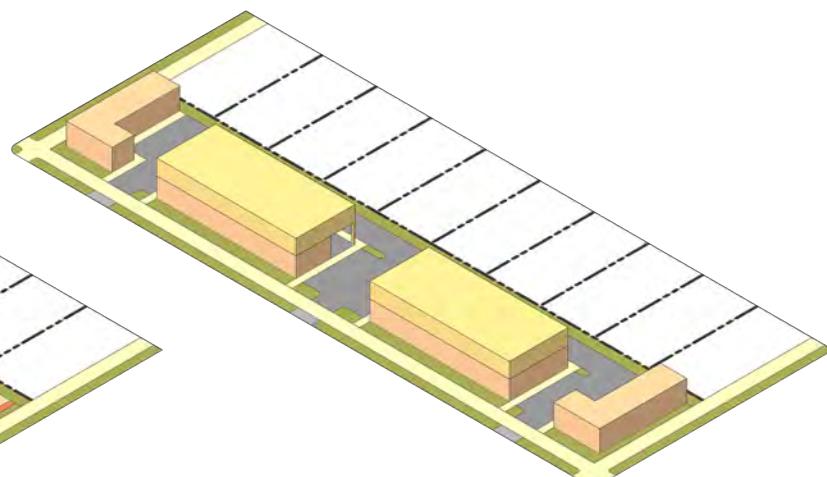
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Block Types and Patterns

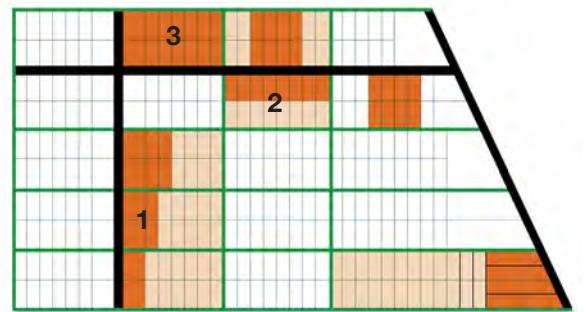
5

Block Types

Commercial frontage types:

- 1 - Short block frontage on main street
- 2 - Long block frontage on main street
- 3 - Full block frontage

The majority of blocks are approximately 200' X 500'

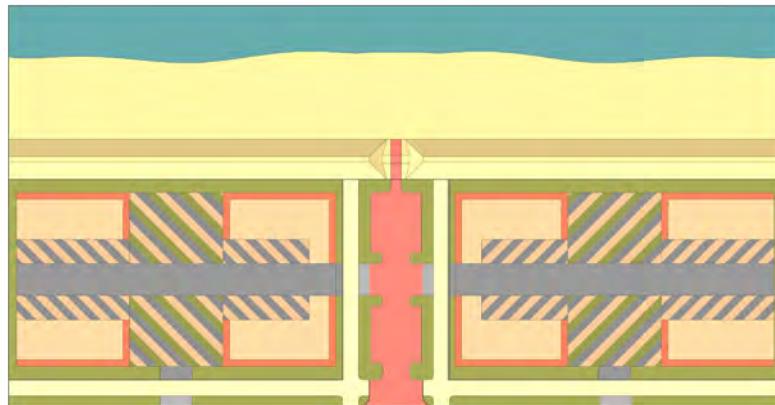


Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

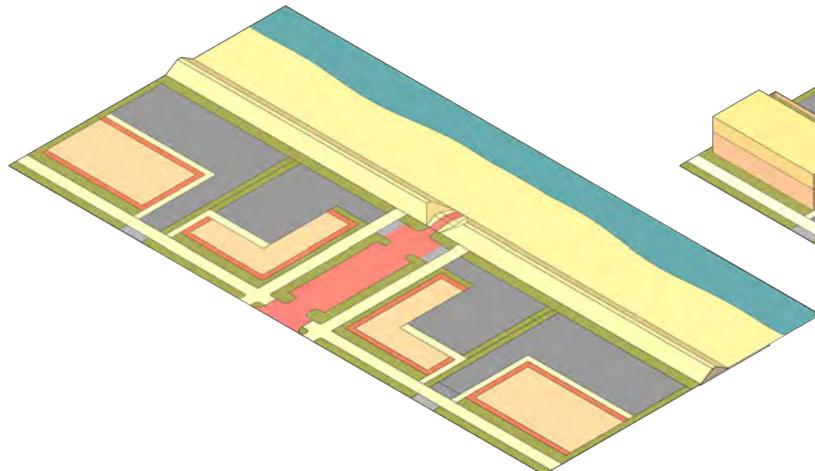
Beach Block

150' Deep Lots

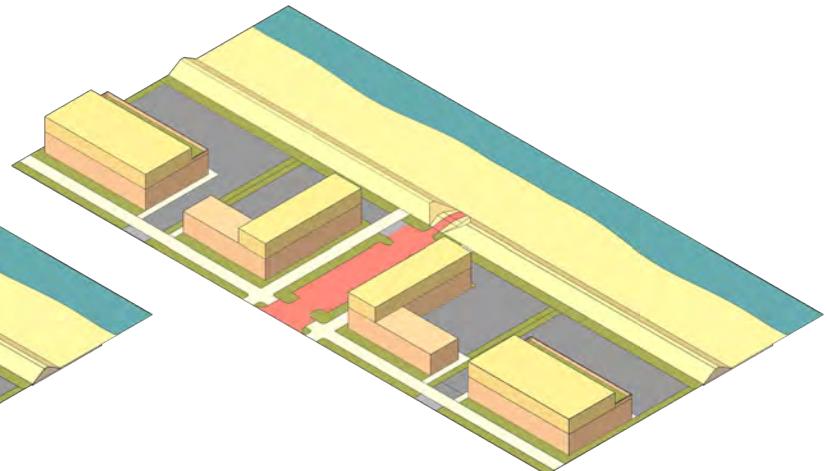
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or other ancillary structure screening the parking



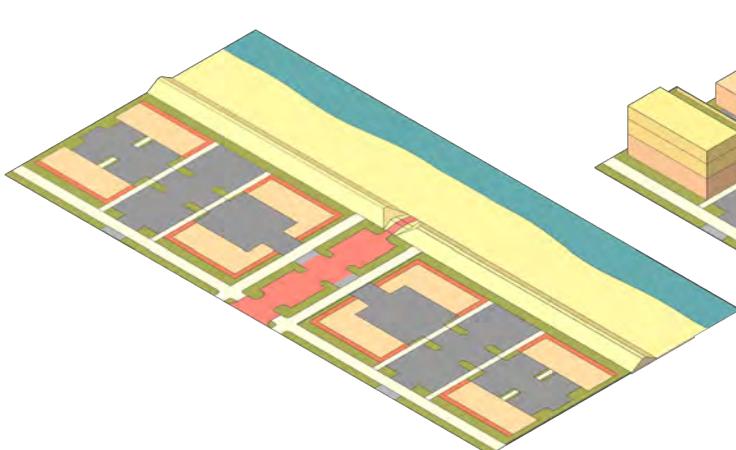
Block Guideline



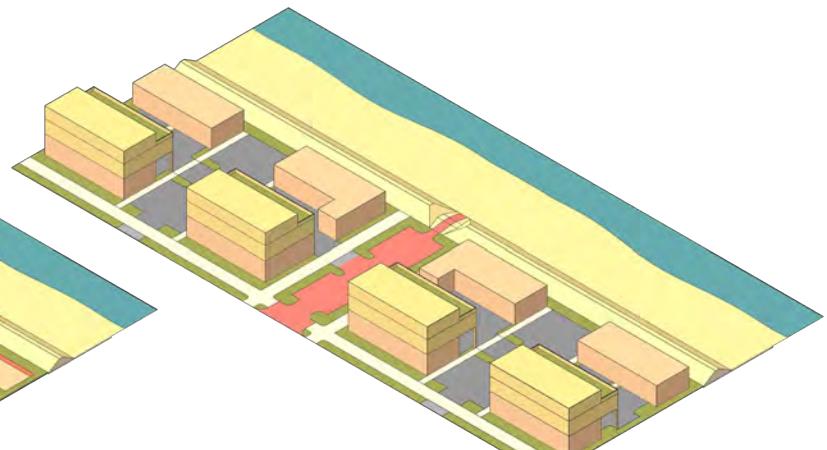
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

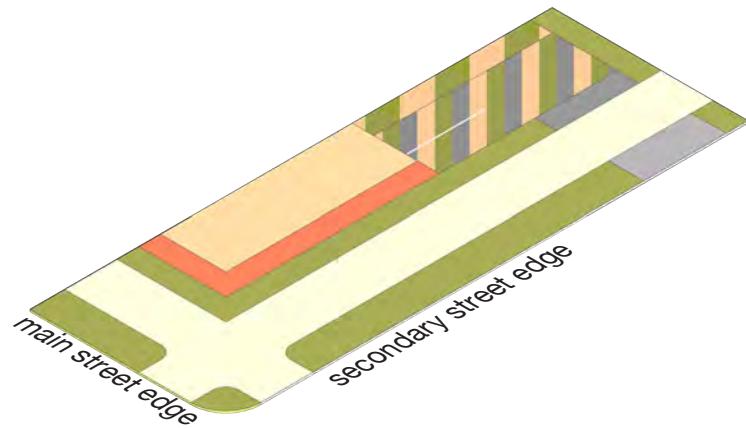
Lot Patterns

6

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building
		Flexible Areas:

Lot Guidelines

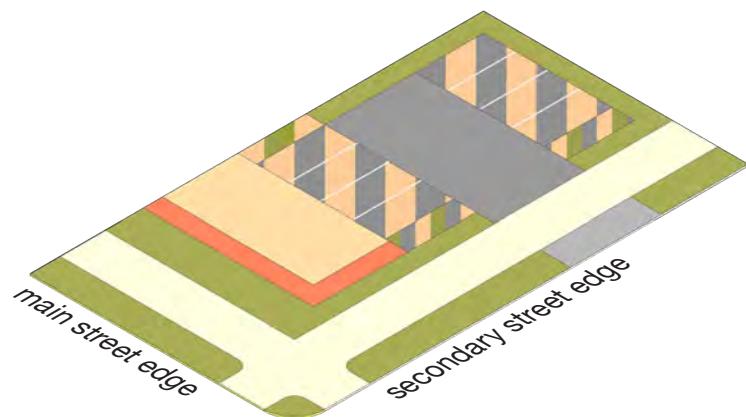
100' Deep Corner Lot



Lot Guideline

25' - 50' Wide Lot

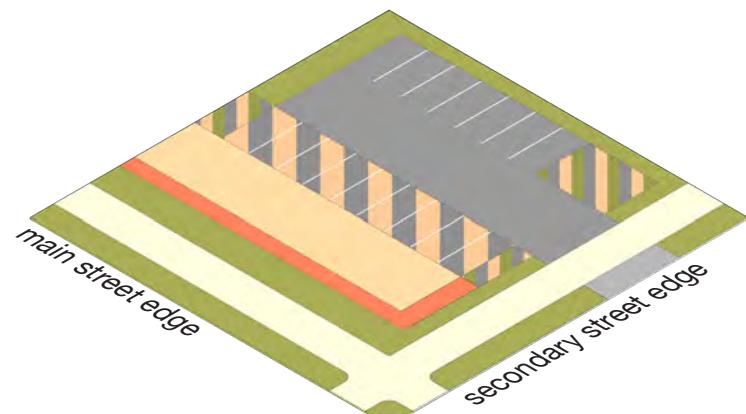
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department for 25' wide lots)
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking
- Sites less than 2,500 SF have no parking requirement for retail or office, but do require 1.75 spaces per residential unit



Lot Guideline

50' - 100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking



Lot Guideline

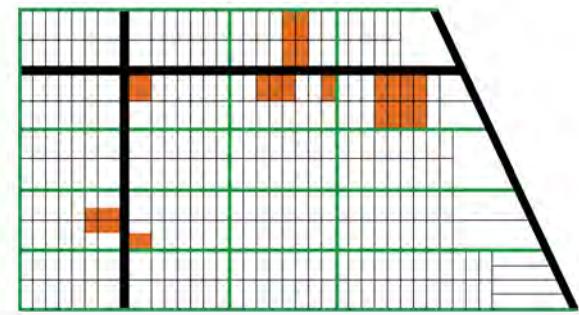
>100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

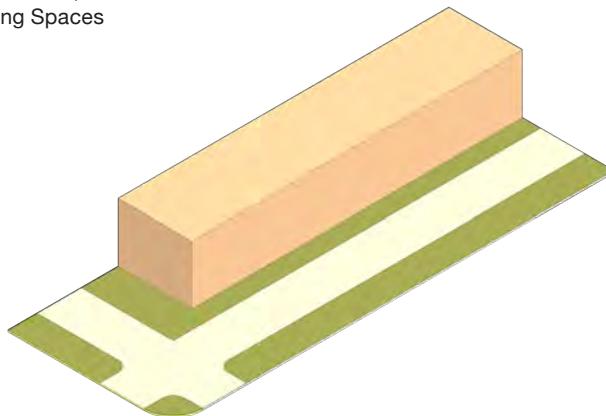
The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



Lot Capacities

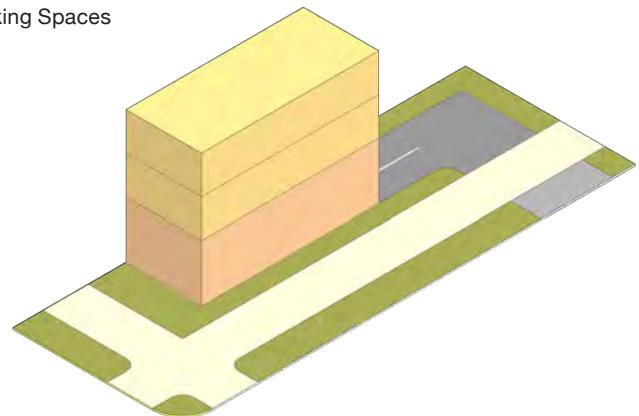
100' Deep Corner Lot

Example: 25' X 100' Lot
 Commercial: 1,800 SF
 0 Parking Spaces



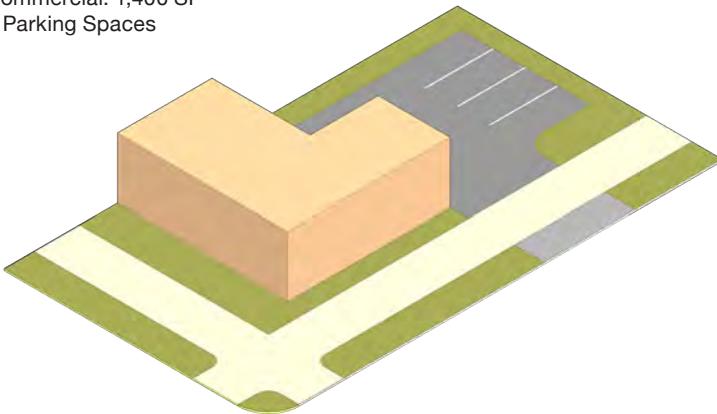
Minimum Lot Capacity

Commercial: 940 SF
 2 Apartments
 2 Parking Spaces



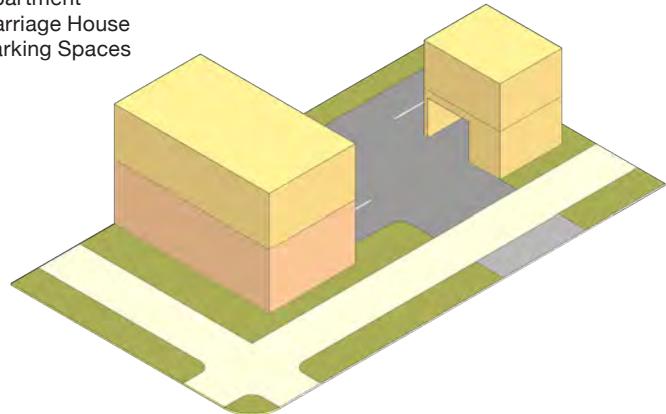
Maximum Lot Capacity

Example: 50' X 100' Lot
 Commercial: 1,400 SF
 6 Parking Spaces



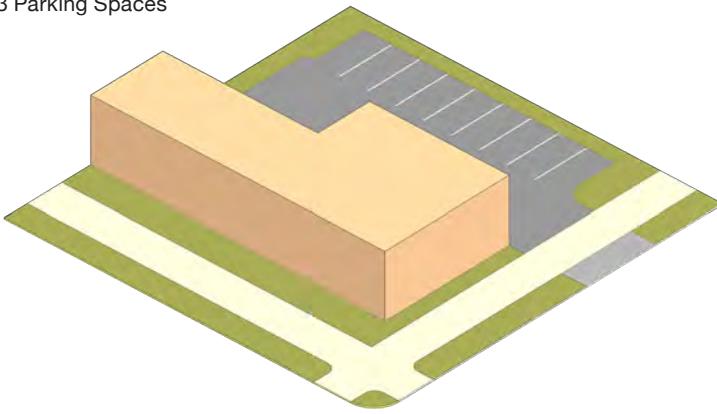
Minimum Lot Capacity

Commercial: 1,125 SF
 1 Apartment
 1 Carriage House
 7 Parking Spaces



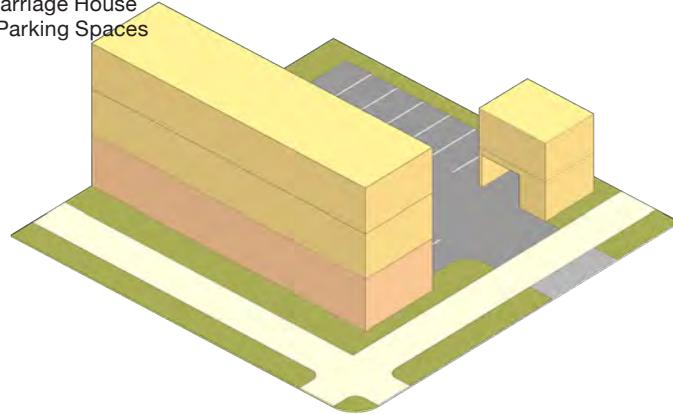
Maximum Lot Capacity

Example: 110' X 100' Lot
 Commercial: 3,200 SF
 13 Parking Spaces



Minimum Lot Capacity

Commercial: 2,200 SF
 4 Apartments
 1 Carriage House
 17 Parking Spaces



Maximum Lot Capacity

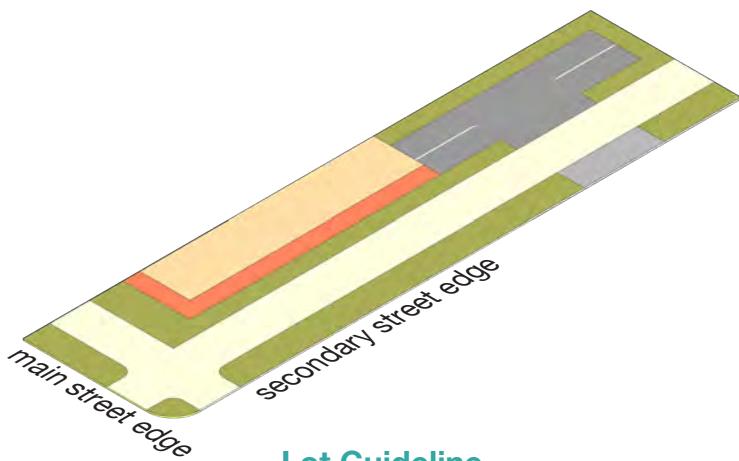
Lot Patterns 6

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

Flexible Areas:

Lot Guidelines

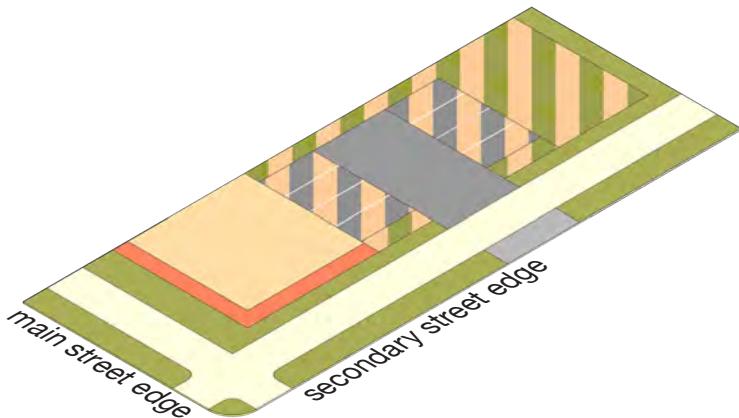
>100' Deep Corner Lot



Lot Guideline

25' - 50' Wide Lot

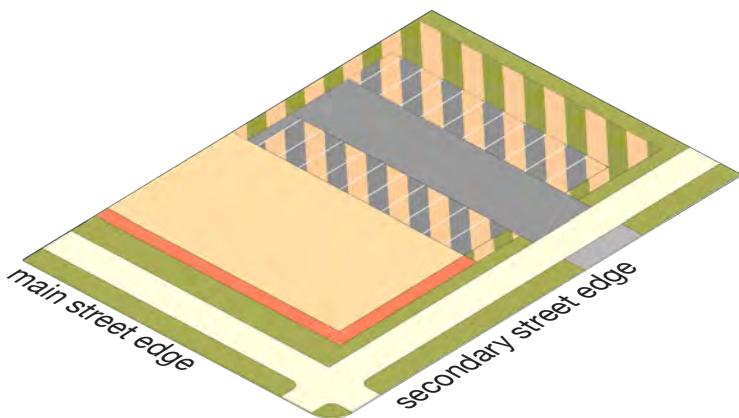
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department for 25' wide lots)
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking



Lot Guideline

50' - 100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department for 25' wide lots)
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking



Lot Guideline

>100' Wide Lot

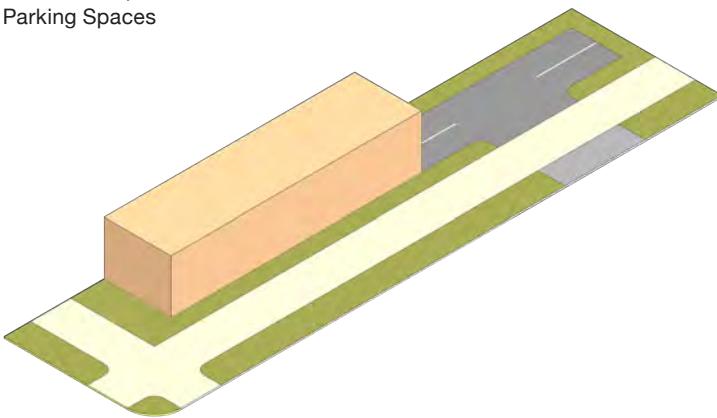
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department for 25' wide lots)
- 5' landscape screen or carriage house or ancillary structure between sidewalk and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking

Lot Patterns 6

Lot Capacities

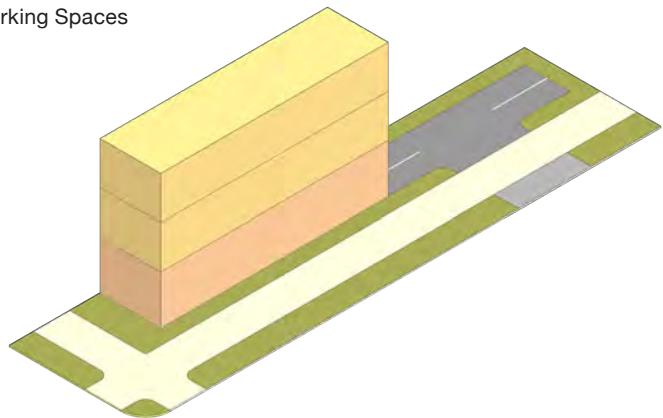
>100' Deep Corner Lot

Example: 50' X 150' Lot
 Commercial: 1,500 SF
 4 Parking Spaces



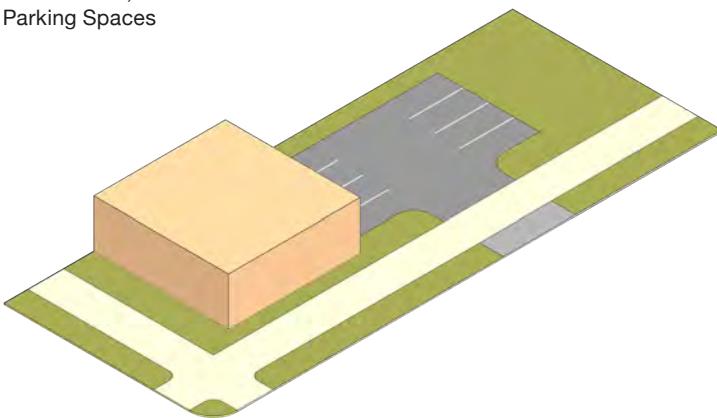
Minimum Lot Capacity

Commercial: 1,500 SF
 2 Apartment Units
 4 Parking Spaces



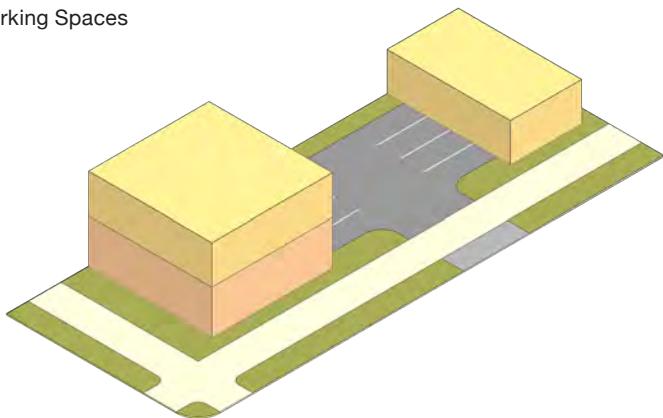
Maximum Lot Capacity

Example: 100' X 150' Lot
 Commercial: 2,000 SF
 8 Parking Spaces



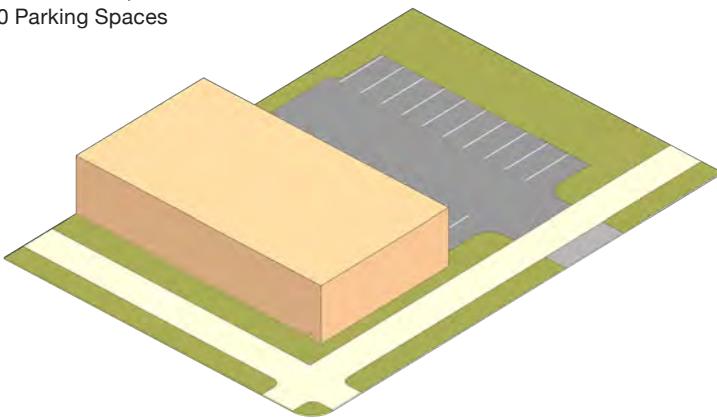
Minimum Lot Capacity

Commercial: 1,900 SF
 3 Apartment Units
 8 Parking Spaces



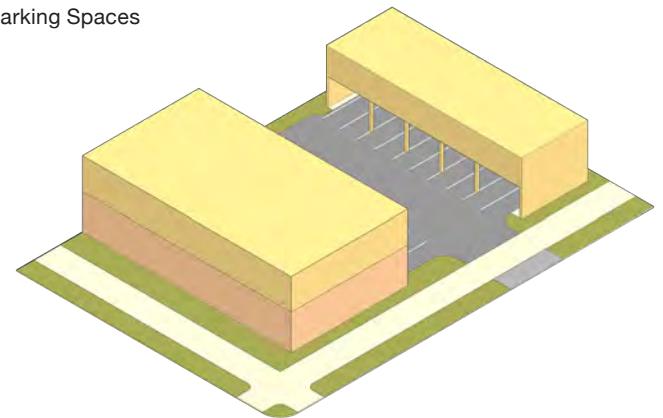
Maximum Lot Capacity

Example: 110' X 150' Lot
 Commercial: 5,000 SF
 20 Parking Spaces



Minimum Lot Capacity

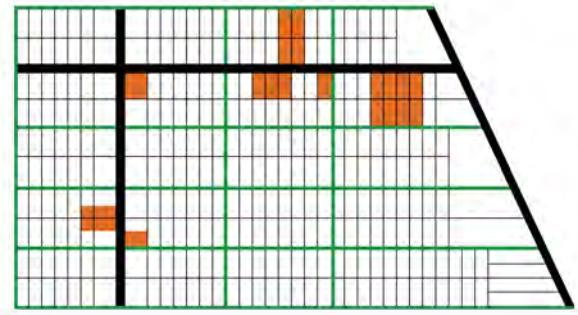
Commercial: 5,000 SF
 7 Apartment Units
 20 Parking Spaces



Maximum Lot Capacity

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



Lot Types are in **DARK ORANGE**

Various lot sizes are depicted

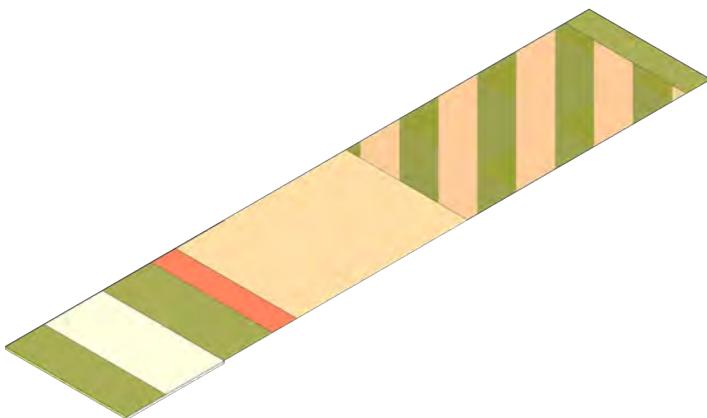
Lot Patterns

6

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Office Use	Parking-Building
Primary Facade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building
		Flexible Areas:

Lot Guidelines

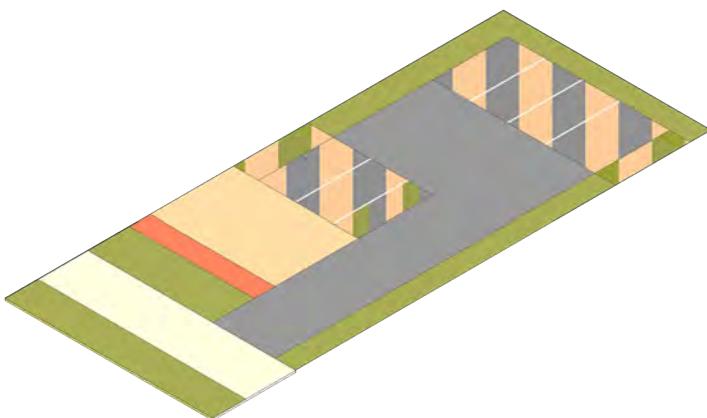
100' Deep Mid-Block Lot



Lot Guideline

25' - 50' Wide Lot

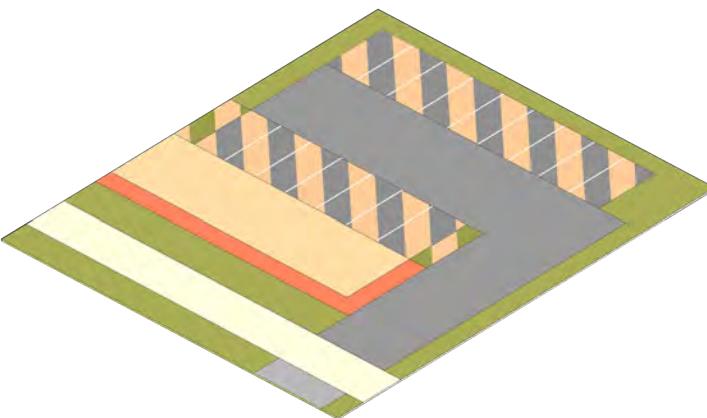
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking
- Sites less than 2,500 SF have no parking requirement for retail or office, but do require 1.75 spaces per residential unit



Lot Guideline

50' - 100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking



Lot Guideline

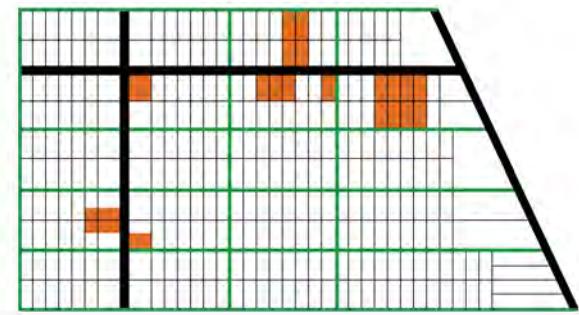
>100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



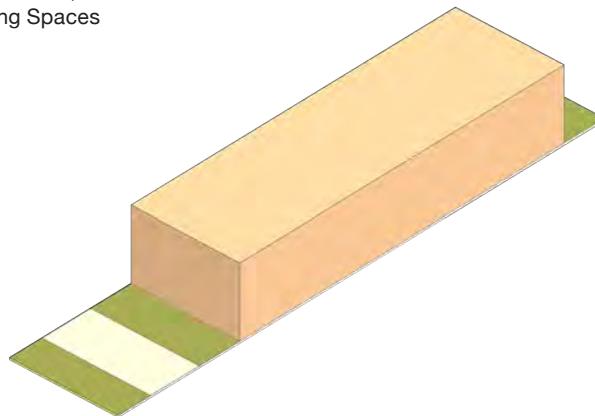
Lot Types are in **DARK ORANGE**

Various lot sizes are depicted

Lot Capacities

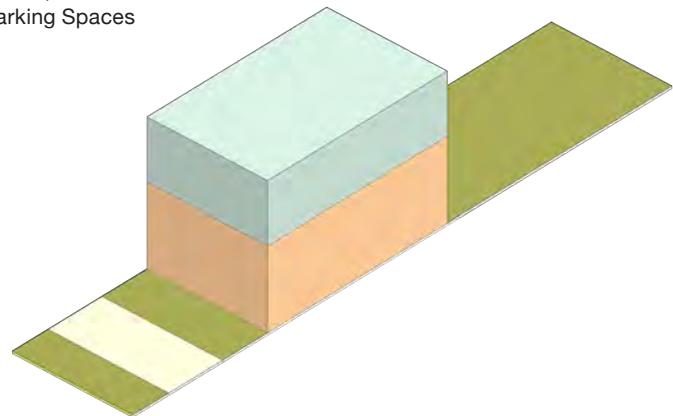
100' Deep Mid-Block Lot

Example: 25' X 100' Lot
 Commercial: 2,000 SF
 0 Parking Spaces



Minimum Lot Capacity

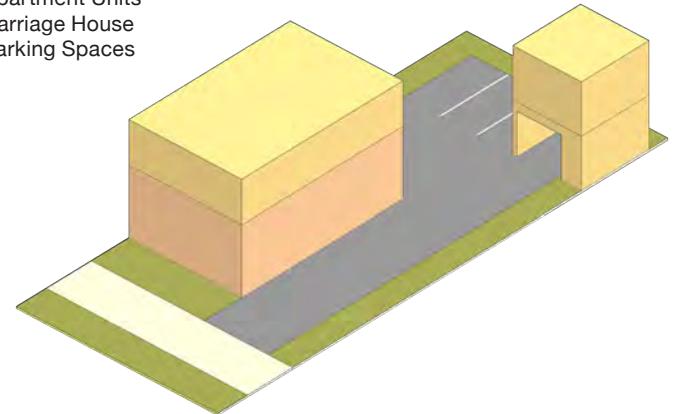
Commercial: 1,000 SF
 Office: 1,000 SF
 0 Parking Spaces



Maximum Lot Capacity

Example: 50' X 100' Lot
 Commercial: 750 SF
 1 Carriage House
 6 Parking Spaces

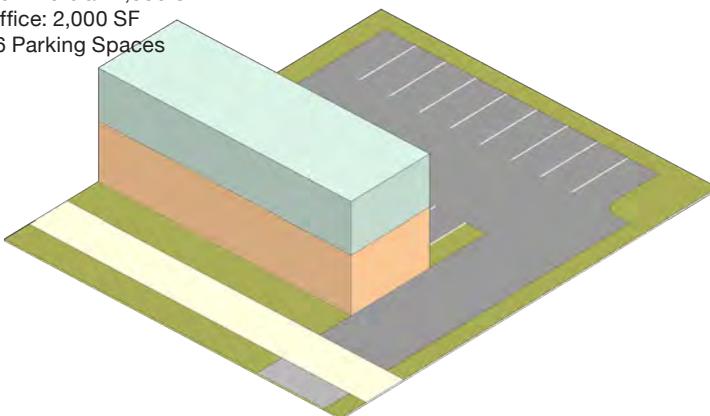
Commercial: 1,200 SF
 2 Apartment Units
 1 Carriage House
 6 Parking Spaces



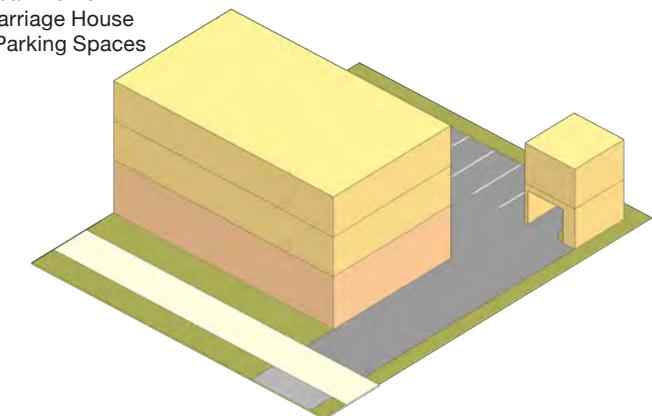
Minimum Lot Capacity

Example: 110' X 100' Lot
 Commercial: 2,000 SF
 Office: 2,000 SF
 16 Parking Spaces

Commercial: 3,400 SF
 6 Apartments
 1 Carriage House
 16 Parking Spaces



Minimum Lot Capacity



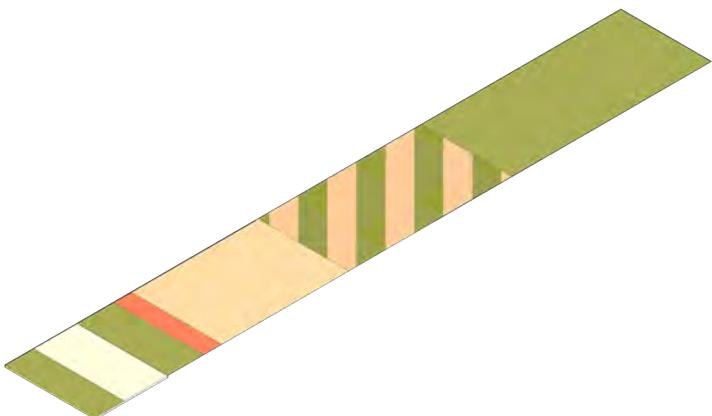
Maximum Lot Capacity

Lot Patterns 6



Lot Guidelines

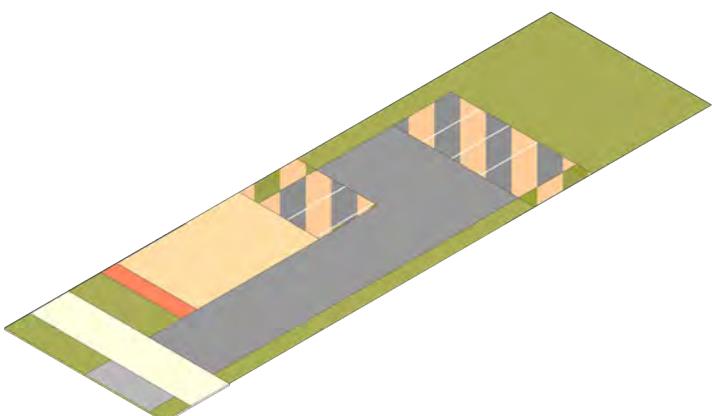
>100' Deep Mid-Block Lot



Lot Guideline

50' Wide Lot

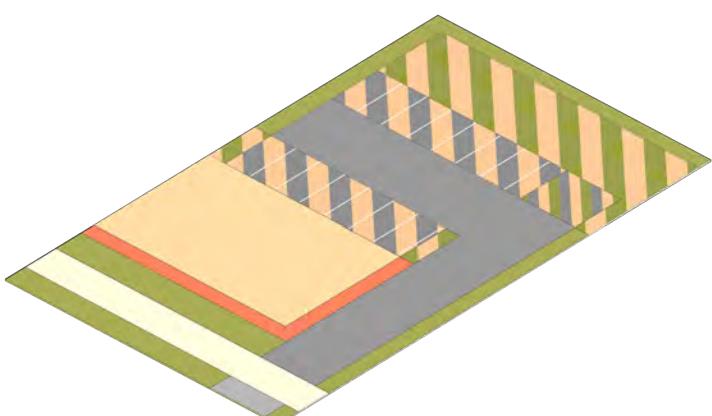
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking



Lot Guideline

50' - 100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking



Lot Guideline

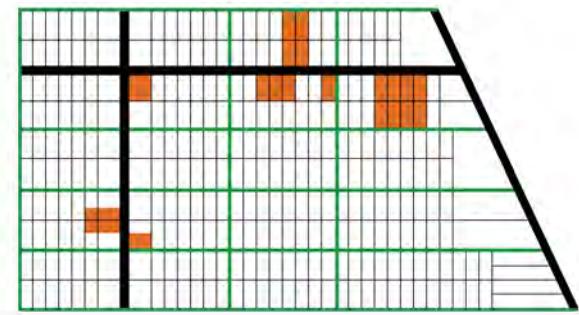
>100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 25' deep with double loaded parking or 45' with single loaded parking

Lot Patterns 6

Building Envelope and Capacity

The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed for mixed-use development.



Lot Capacities

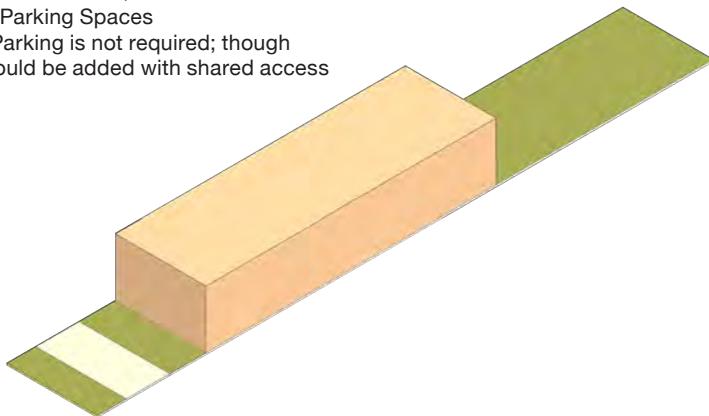
>100' Deep Mid-Block Lot

Example: 50' X 200' Lot

Commercial: 2,000 SF

0 Parking Spaces

*Parking is not required; though could be added with shared access



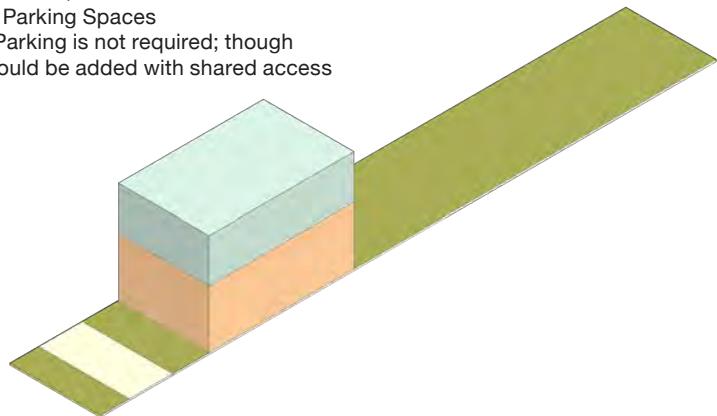
Minimum Lot Capacity

Commercial: 1,000 SF

Office: 1,000 SF

0 Parking Spaces

*Parking is not required; though could be added with shared access



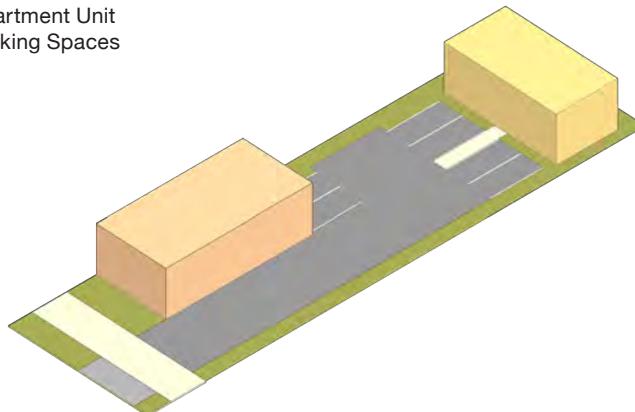
Maximum Lot Capacity

Example: 100' X 200' Lot

Commercial: 1,500 SF

1 Apartment Unit

6 Parking Spaces



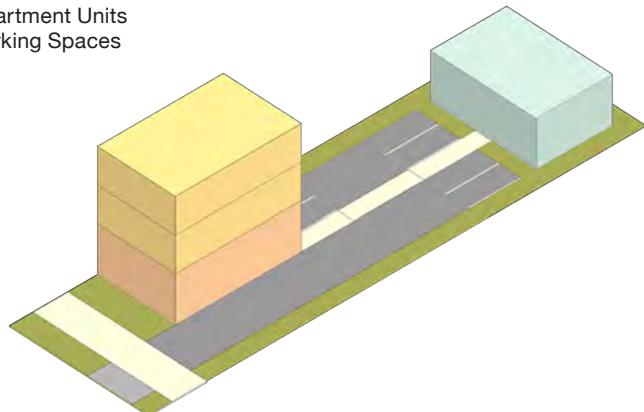
Minimum Lot Capacity

Commercial: 1,200 SF

Office: 1,000 SF

2 Apartment Units

6 Parking Spaces



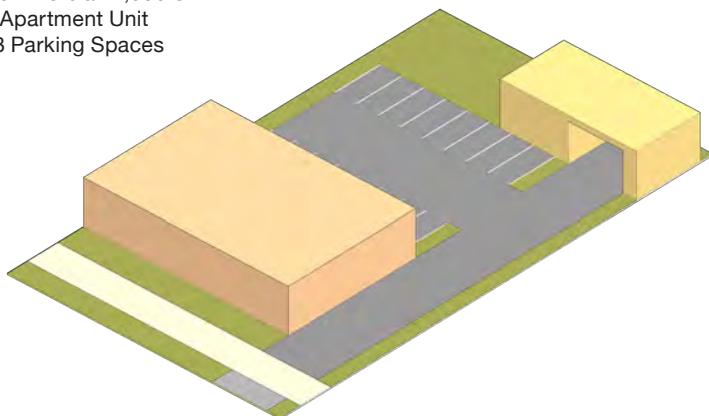
Maximum Lot Capacity

Example: 200' X 200' Lot

Commercial: 4,000 SF

1 Apartment Unit

18 Parking Spaces

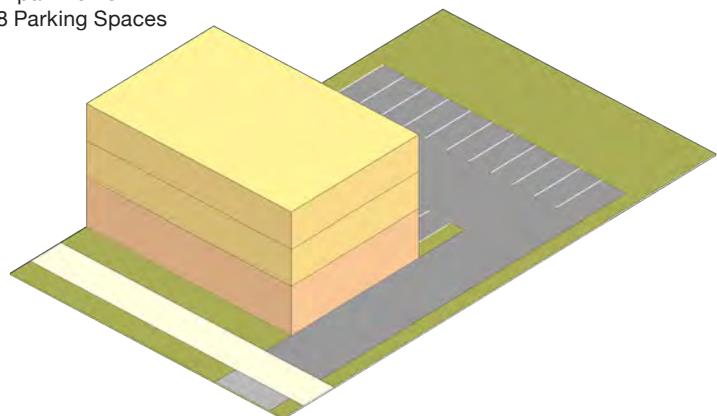


Minimum Lot Capacity

Commercial: 4,000 SF

6 Apartments

18 Parking Spaces



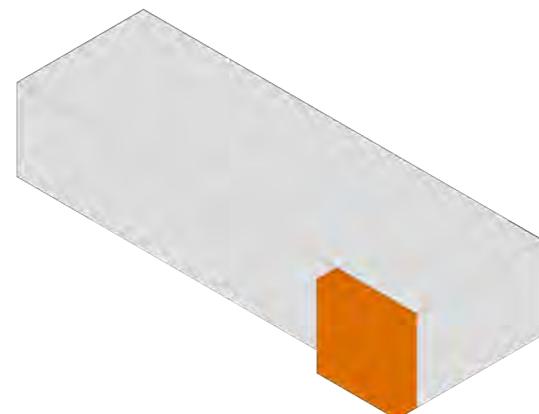
Maximum Lot Capacity

Architectural Patterns

One-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

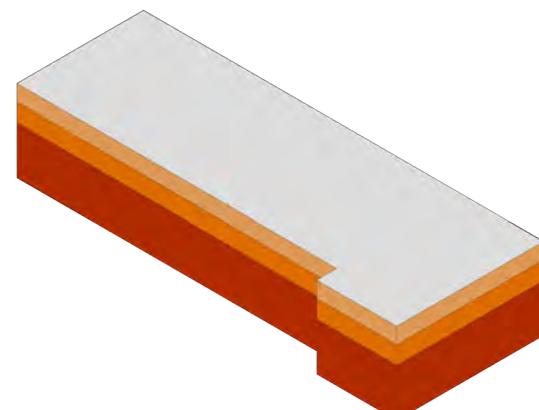
- Preferred minimum facade height in facade zones is 22'
- The preferred massing and facade composition shall be two-story

Horizontal

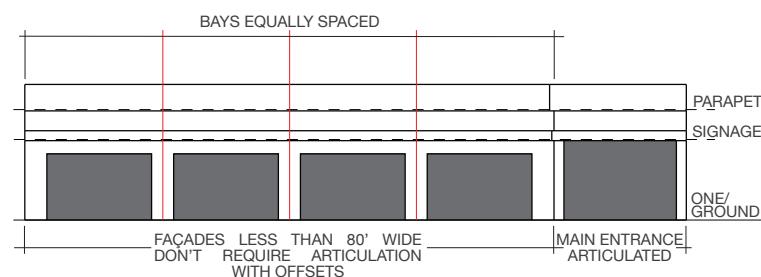
- Every building has a base, middle and top

Composition

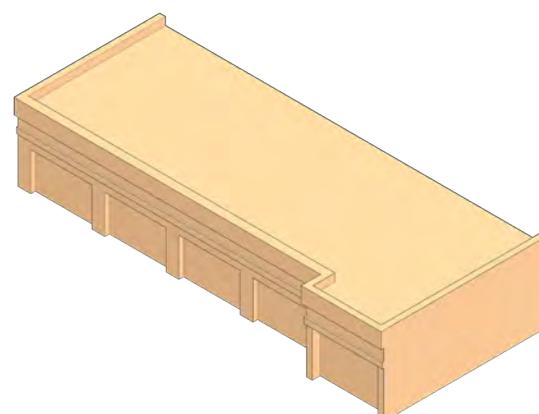
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



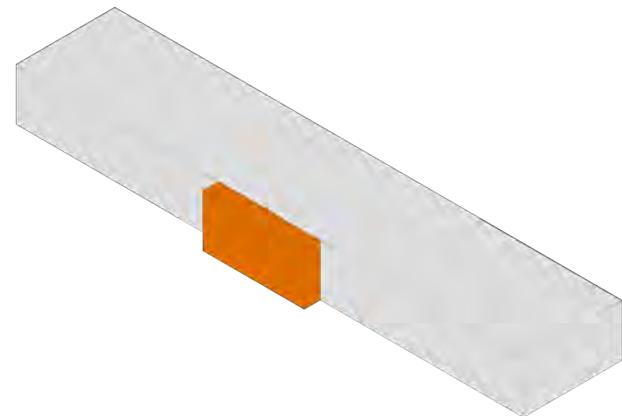
Assembly

Architectural Patterns

One-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade



Vertical Articulation

Massing

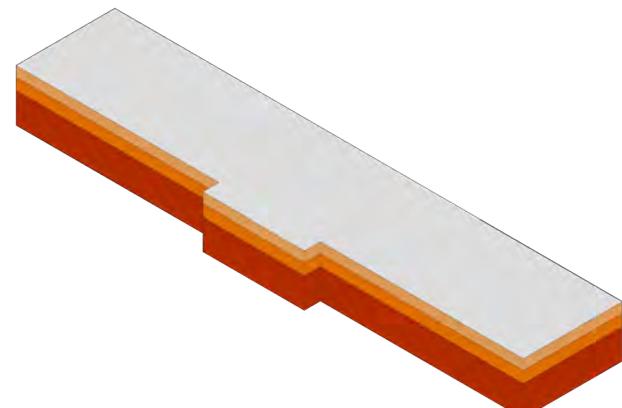
- Preferred minimum facade height in facade zones is 22'
- The preferred massing and facade composition shall be two-story

Horizontal

- Every building has a base, middle and top

Composition

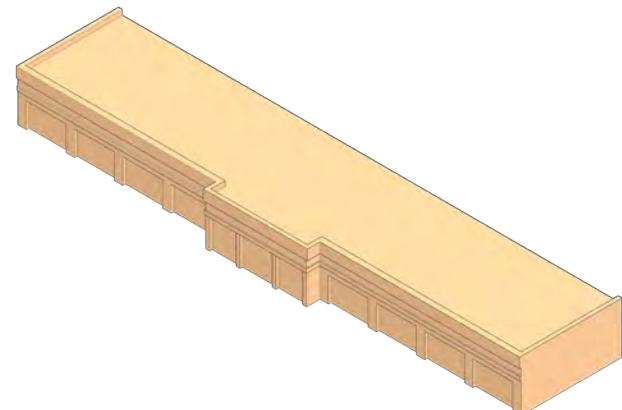
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

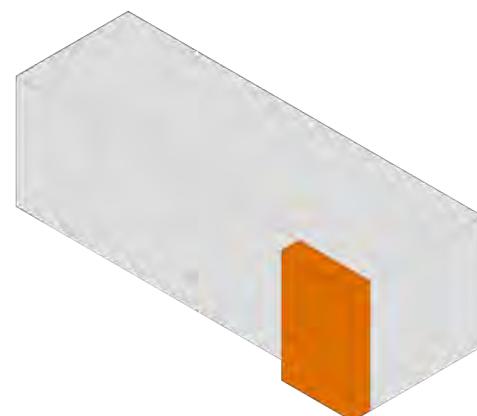
Two-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade

Massing

- Preferred minimum facade height in facade zones is 30'



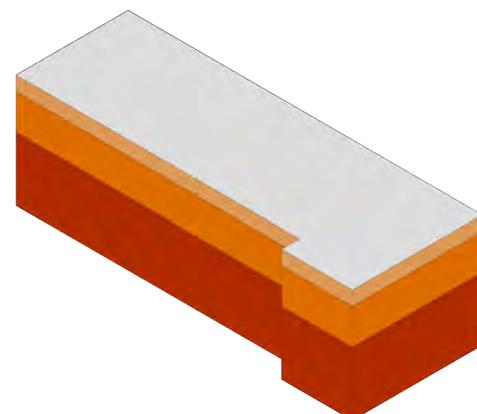
Vertical Articulation

Horizontal

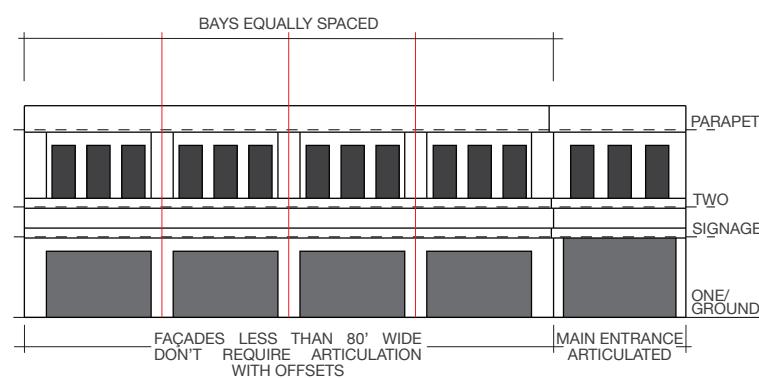
- Every building has a base, middle and top

Composition

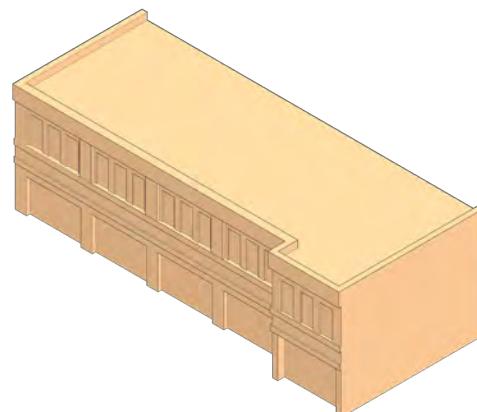
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

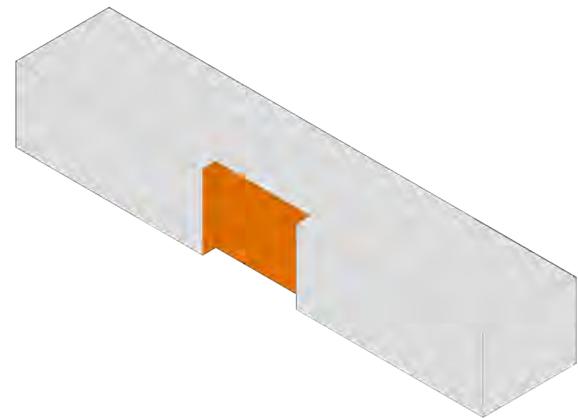
Two-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade

Massing

- Preferred minimum facade height in facade zones is 30'



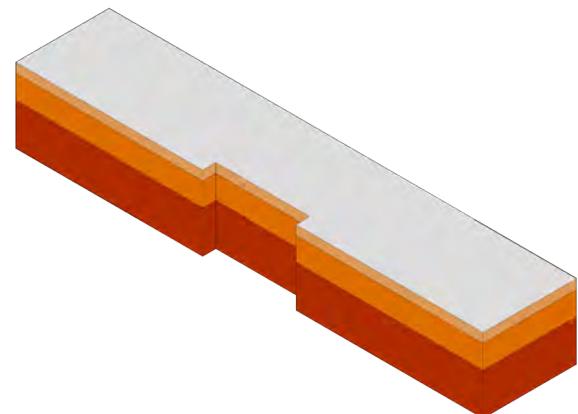
Vertical Articulation

Horizontal

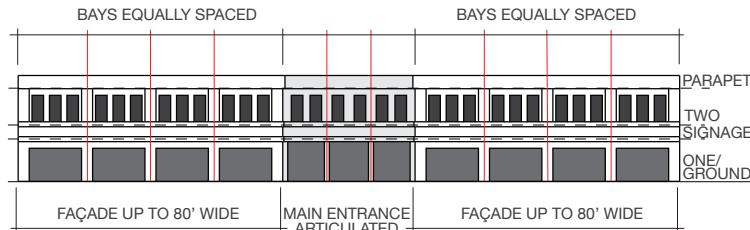
- Every building has a base, middle and top

Composition

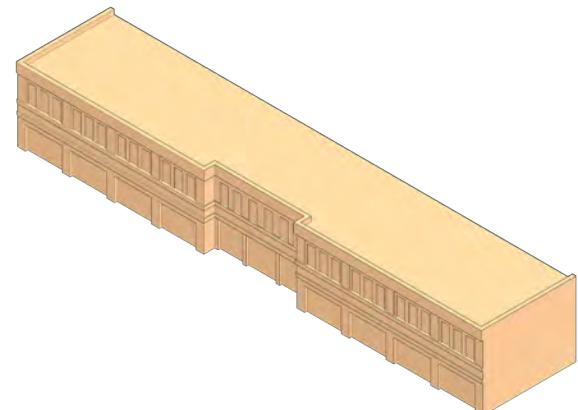
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



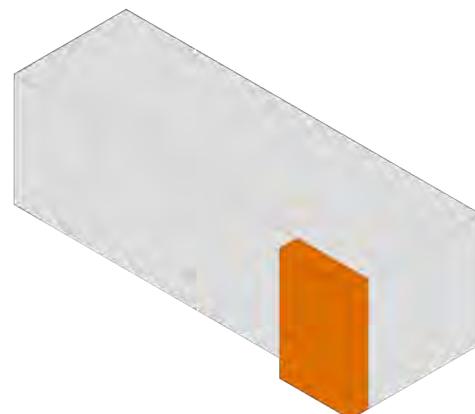
Assembly

Architectural Patterns

Multi-Story Buildings with < 80' Length Facade

Vertical

- Facades less than 80' in length are not required to have relief of the building footprint
- However, the long mass of the facade shall be articulated into elements that range proportionally from 2 to 5 element zones in width
- The architectural treatment of these elements should be consistent for the full height of the building
- The massing shown indicates an offset entry on the end of the building as a means to bring relief to the uninterrupted facade



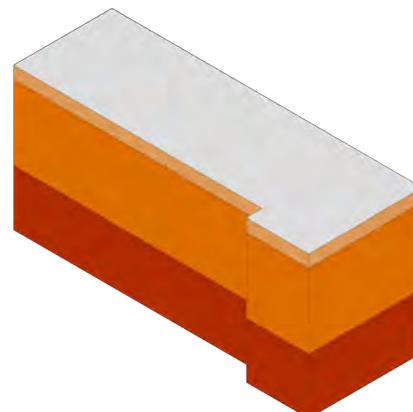
Vertical Articulation

Horizontal

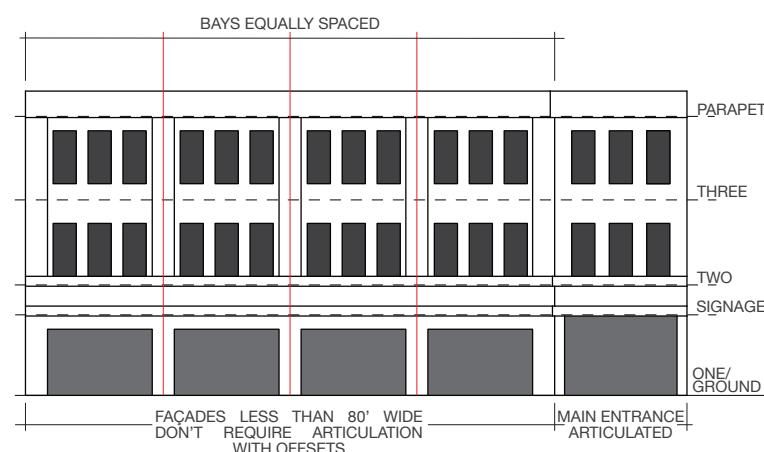
- Every building has a base, middle and top

Composition

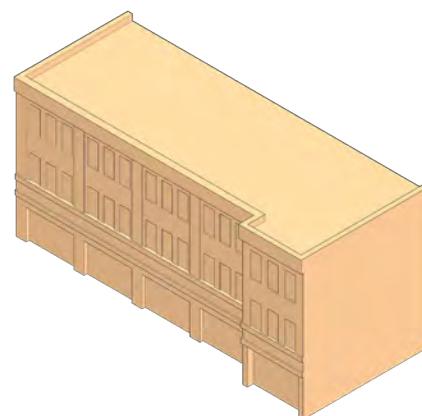
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



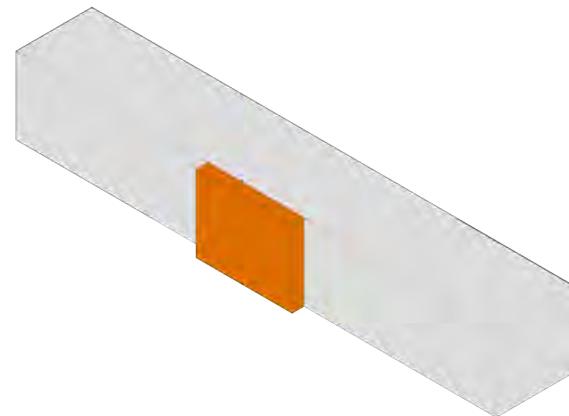
Assembly

Architectural Patterns

Multi-Story Buildings with > 80' Length Facade

Vertical

- Facades greater than 80' in length are required to have relief of the building footprint
- The long mass of the facade should be articulated into bays that range from 2 to 5 bays in width proportionally spaced along the facade
- The architectural treatment of these bays should be consistent for the full height of the building
- The massing shown indicates a grand entry centered on the building as a means to bring relief to the uninterrupted facade



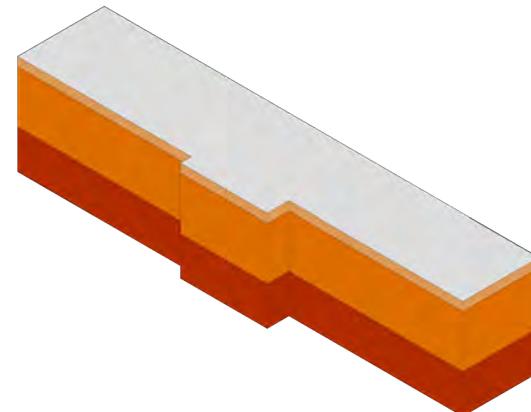
Vertical Articulation

Horizontal

- Every building has a base, middle and top

Composition

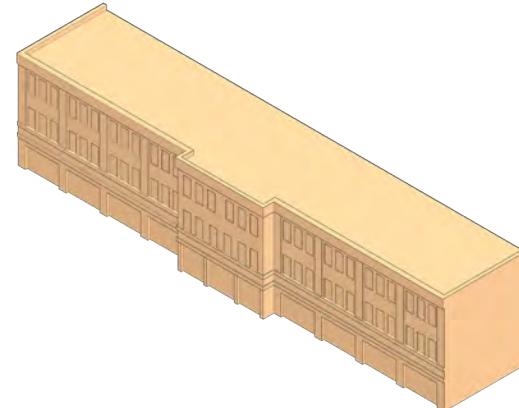
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

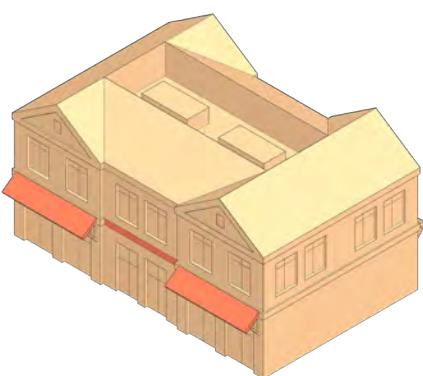
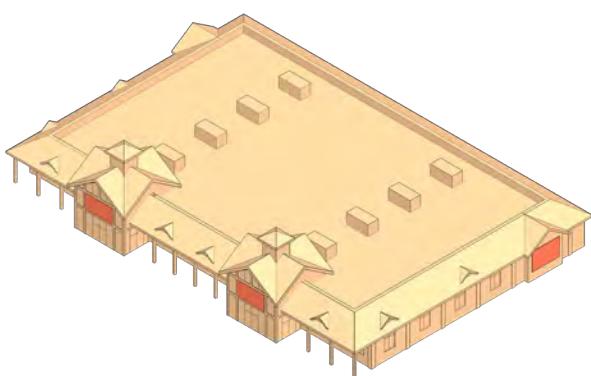
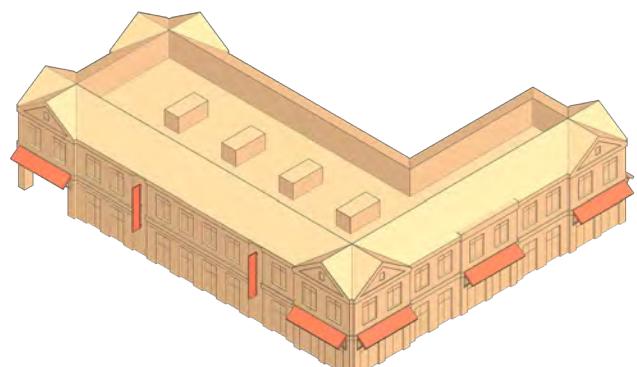
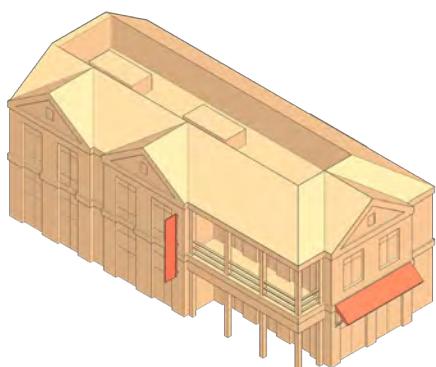
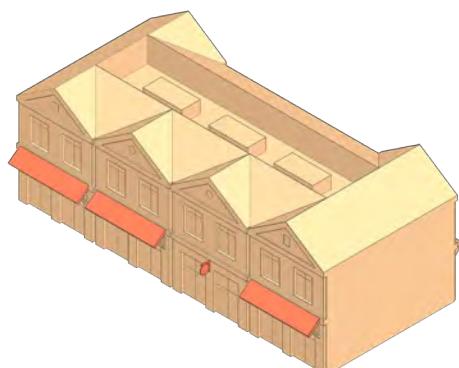
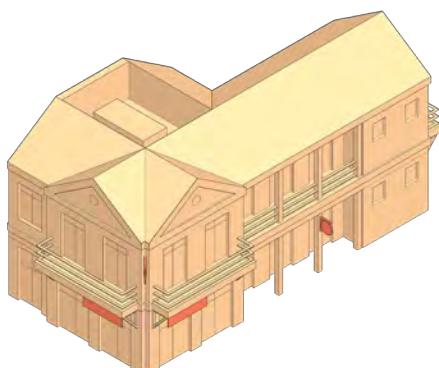
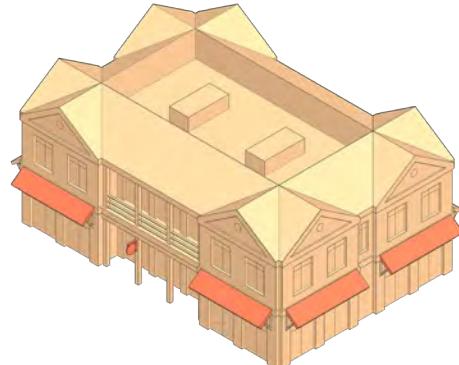
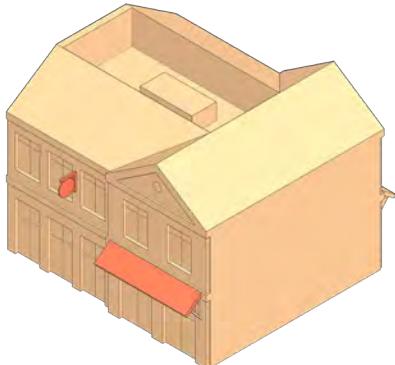


Assembly

Signage

- Primary horizontal signage should be placed in the facade band above the first floor level
- Projecting and Blade signs should be placed near entrances or on corners
- The outer perimeter of awnings and canopies provide good placement for pedestrian oriented signage

Placement Options



Signage

- Clean, simple signage is easiest for customers to read and is more memorable
- Many materials are suitable for long-lasting, beautiful signage; translucent plastic and vinyl are not the only options
- Multiple scales and locations can be used to provide visibility to pedestrians and viewers in automobiles; maximum sizes and quantities can be referenced in the Zoning Ordinance

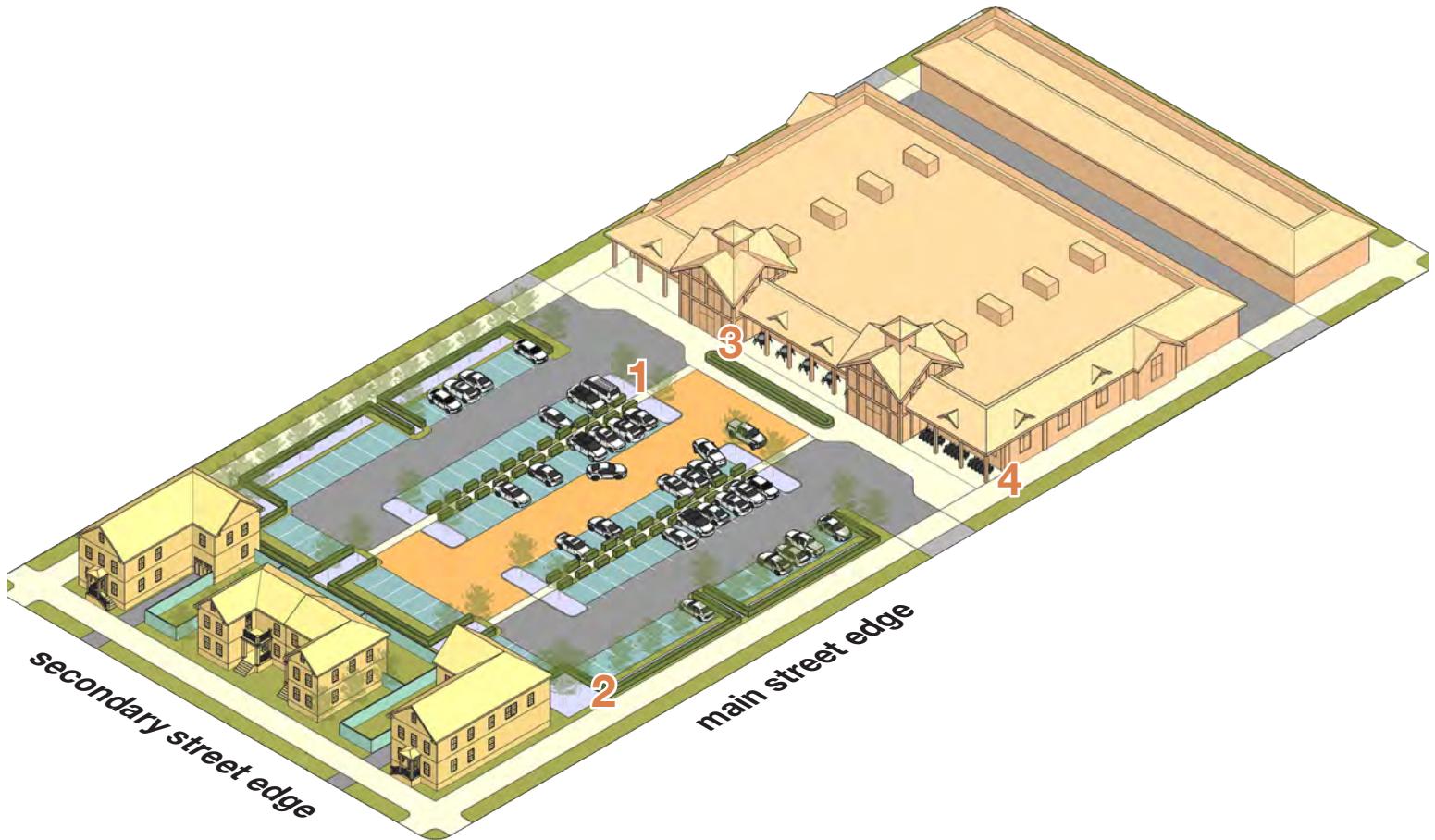
Examples



Site Amenities

- Commercial sites can utilize amenities to attract customers and contextually blend in with the adjacent neighborhoods
- Publicly accessible and visible

Placement Options



1. Paving Materials

- Paving of areas intended for pedestrian and vehicular circulation should not be all asphalt
- Areas with high pedestrian traffic should have paving that reduces:
 - heat island effect
 - rate of surface runoff
 - vehicular speeds

2. Screening Options

- Foliage can be used for parking screening
- When parking is located within 10' of right-of-way, an opaque wall is to be used for screening
- Dumpsters as well as loading docks require screening by opaque walls

3. Open Space/Garden

- Gardens should be placed in visible areas of the site

4. Pedestrian Facilities

- Bike racks
 - Provide shelter for the bicycle as well as the cyclist when locking and unlocking
- Outdoor seating
- Publicly accessible seating

Site Amenities

- Paths through the site should be clearly defined by paving materials
- Foliage is a screening option that can be used to retain and filter runoff water
- Clear delineation of vehicular and pedestrian paths can improve safety on site

Examples



1. Paving Materials



2. Screening Options



3. Open Spaces and Gardens

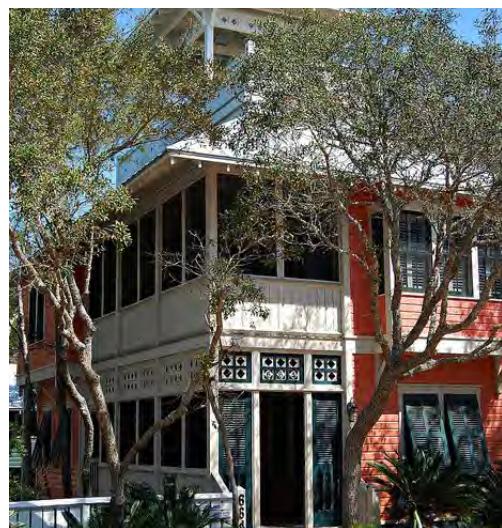


4. Pedestrian Facilities

Landscaping

- Foundation planting should be used to “ground” the building to the site
- Pedestrian path edging should be designed to create a clear pedestrian zone and continuity between sites
- Street trees should be used to buffer the site from public right-of-ways, parking lots, and adjacent residential uses; while providing shade and stormwater management functions

Street Level Landscaping



Landscaping

10

- Landscaping should be designed with long term management in mind, e.g. watering, drought tolerance, cleaning, site safety, stormwater management, etc
- Multiple scales and varieties of planting and landscaping are encouraged
- The goal is to provide landscaping that provides an enjoyable outdoor experience and amenity; in cases, this may involve plantings that exceed the Zoning Ordinance minimums

Indigenous Plants for Consideration

Deciduous Large Canopy Trees

- Hackberry (*Celtis occidentalis*)
- Sugarberry (*Celtis laevigata*)
- Sweet Gum (*Liquidambar styraciflua*) – cultivar without seed pods e.g. 'Rotundiloba'
- Black Cherry (*Prunus serotina*)
- Bald Cypress (*Taxodium distichum*)
- White Oak (*Quercus alba*)
- Swamp White Oak (*Quercus bicolor*)
- Willow Oak (*Quercus phellos*) – cultivar with narrower canopy e.g. 'Hightower'
- Water Oak (*Quercus nigra*)
- Pin Oak (*Quercus palustris*)
- Persimmon (*Diospyros virginiana*) – edible fruit
- Black Tupelo (*Nyssa sylvatica*) – cultivar with narrower canopy e.g. 'Forum'

Evergreen Large Canopy Trees

- Eastern Red Cedar (*Juniperus virginiana*)
- Loblolly Pine (*Pinus taeda*)
- American Holly (*Ilex opaca*)
- Live Oak (*Quercus virginiana*) – cultivar with narrower canopy e.g. 'Highrise'
- Southern Magnolia (*Magnolia grandiflora*)

Small Canopy Trees

- Yaupon Holly (*Ilex vomitoria*) – tree & weeping varieties available
- Little Gem Magnolia (*Magnolia grandiflora* 'Little Gem')
- Sweetbay Magnolia (*Magnolia virginiana*)
- Common Serviceberry (*Amelanchier arborea*)
- Eastern Serviceberry (*Amelanchier canadensis*)

Shrubs

- Red Chokeberry (*Aronia arbutifolia*)
- Sweet Pepperbush (*Clethra alnifolia*)
- Inkberry Holly (*Ilex glabra*)
- Yaupon holly (*Ilex vomitoria*) – dwarf cultivars available
- Waxmyrtle (*Morella cerifera*)
- Southern Bayberry (*Morella caroliniensis*)
- Northern Bayberry (*Morella pensylvanica*)
- Beach Plum (*Prunus maritima*) – edible fruit
- Smooth Sumac (*Rhus glabra*)
- Elderberry (*Sambucus nigra* ssp. *canadensis*) – edible fruit
- Highbush Blueberry (*Vaccinium corymbosum*) – edible fruit
- Arrowwood (*Viburnum dentatum*)
- Salt Bush (*Baccharis halimifolia*)
- Marsh Elder (*Iva frutescens*)

Perennials

- Hibiscus (*Hibiscus moscheutos*)
- Marsh Mallow (*Kosteletzky virginica*)
- Asters (*Aster* spp.)
- Blanket Flower (*Gaillardia* spp.)
- Goldenrods (*Solidago* spp.)
- Coneflower (*Echinacea* spp.)
- Orange Coneflower (*Rudbeckia fulgida*)
- Black-Eyed Susan (*Rudbeckia hirta*)
- Blazing Star (*Liatris squarrosa*)

Grasses

- Switch grass (*Panicum virgatum*)
- Salt-meadow hay (*Spartina patens*)

Tidal Marsh (regular salt water flooding)

- Salt marsh cordgrass (*Spartina alterniflora*)
- Salt-meadow hay (*Spartina patens*)



Applications

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Residential Use	Parking-Building
Primary Facade	Amenities	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

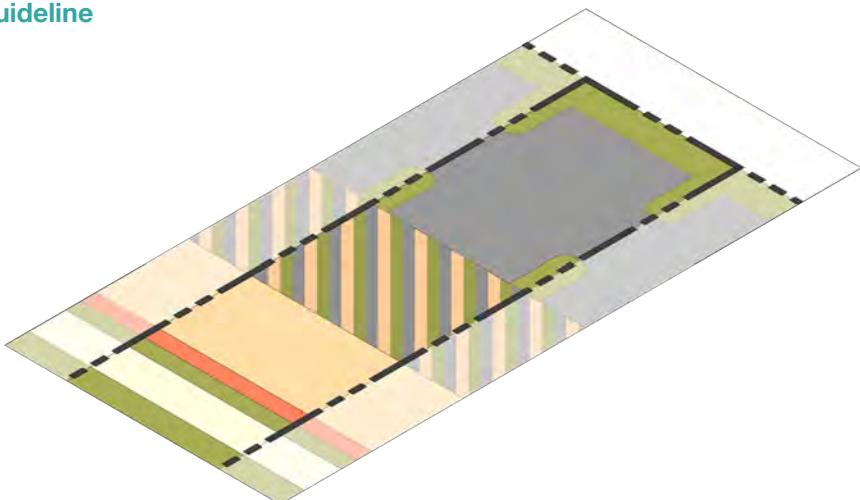
Flexible Areas:	

Development Concept

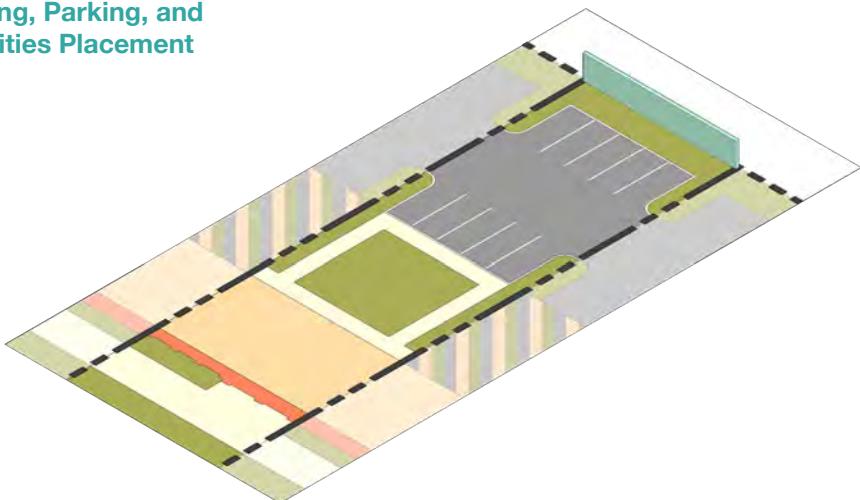
In-Line Mixed-Use

- 50' wide X 150' deep mid-block lot condition
- First floor is retail or service commercial
- Second floor is either commercial or residential
- As shown, this lot development is dependent on sharing parking access with adjacent properties
- Full facade frontage is encouraged and shown, though the possibility exists for an access drive aisle to the back
- Amenities include ample open space (with potential for stormwater management), 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use
- Amenities required, but not shown, include short-term and long-term bike storage, and enclosed refuse

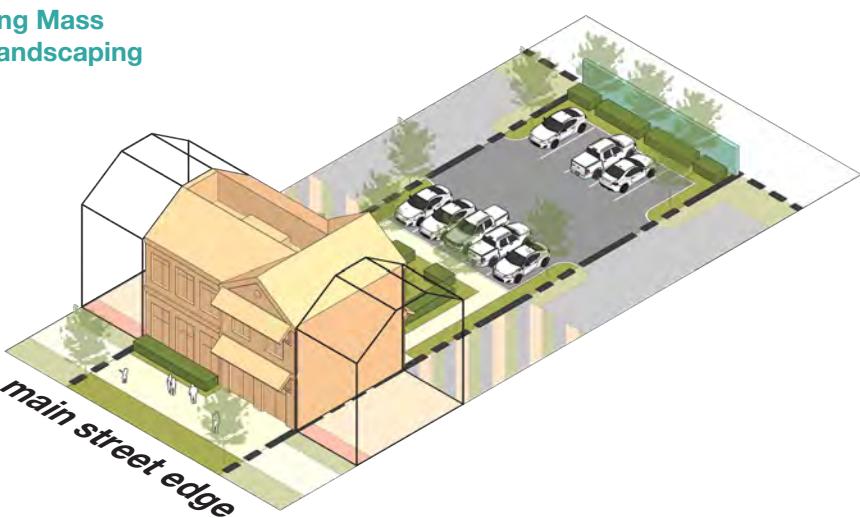
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



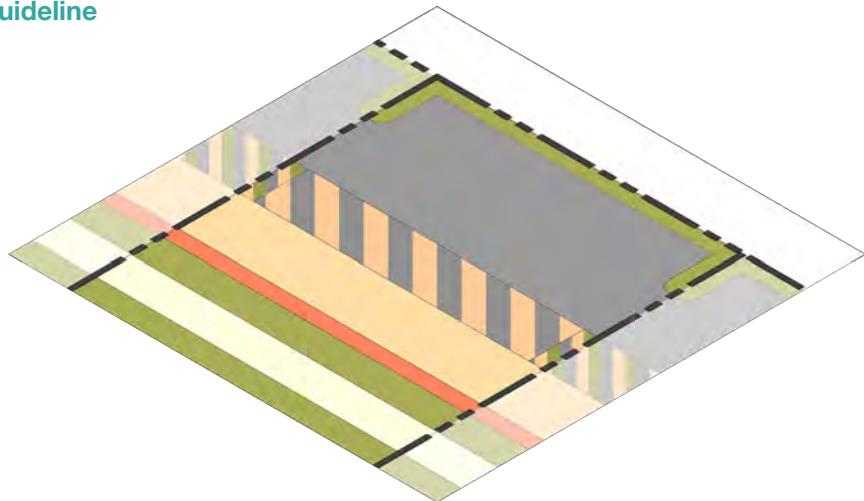
Applications

Development Concept

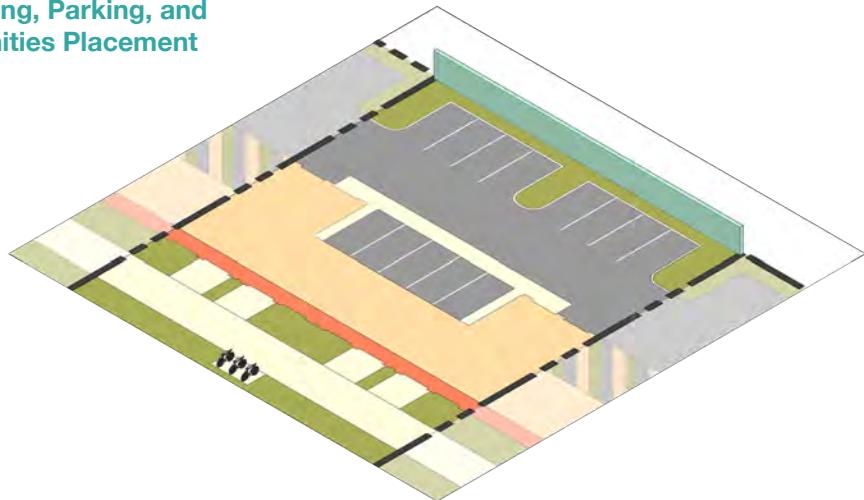
In-Line Commercial

- 100' wide X 100' deep mid-block lot condition
- First floor is retail or service commercial
- As shown, this lot development is dependent on sharing parking access with adjacent properties
- Full facade frontage is encouraged and shown, although the possibility exists for a pedestrian access corridor
- Amenities include 8' tall fencing and 5' (only allowed at 100' deep lots) of landscape buffer at the rear adjacent to properties zoned for another use, short-term bicycle parking is coordinated within the pedestrian right-of-way
- Amenities required, but not shown, include enclosed refuse structures as needed
- Other: In-Line Commercial is typically one-story; however, for the Coastal Character District, the massing and facade composition shall be two-story as shown

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

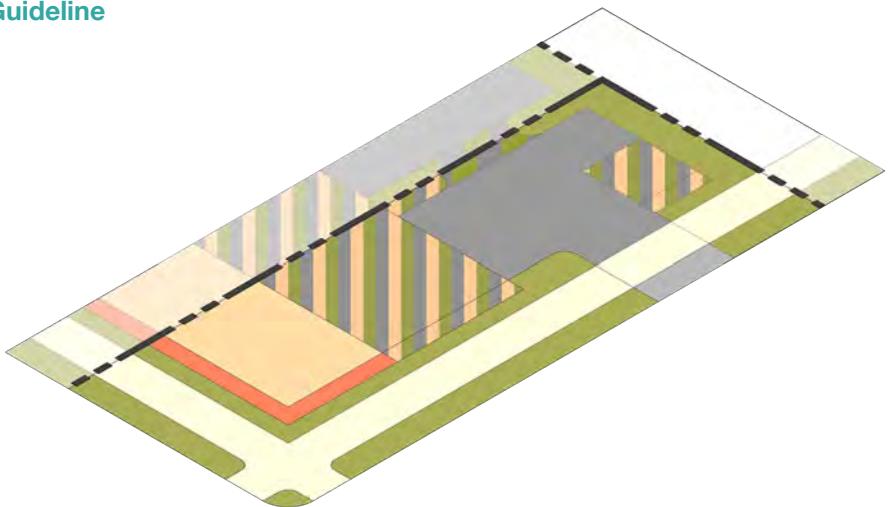


Development Concept

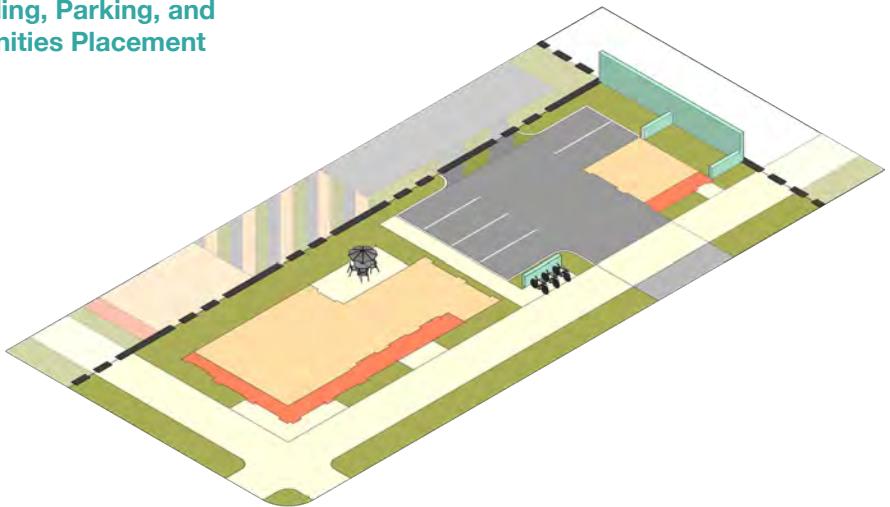
Stand-Alone Mixed-Use

- 50' wide X 150' deep corner lot condition
- First floor is retail or service commercial
- Second floor is either commercial or residential
- As shown, this lot development has the potential to share its parking access with adjacent sites, parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include a matching carriage house, ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use
- Amenities required, but not shown, include long-term bike storage and enclosed refuse

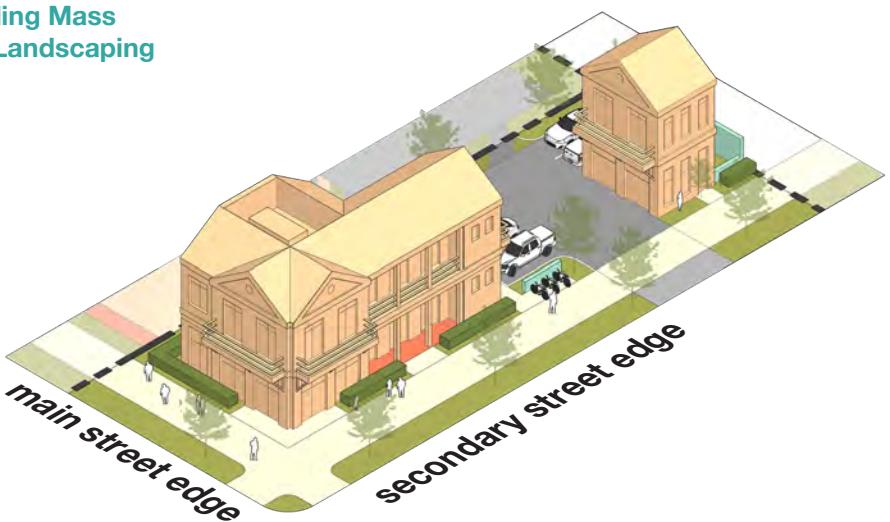
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



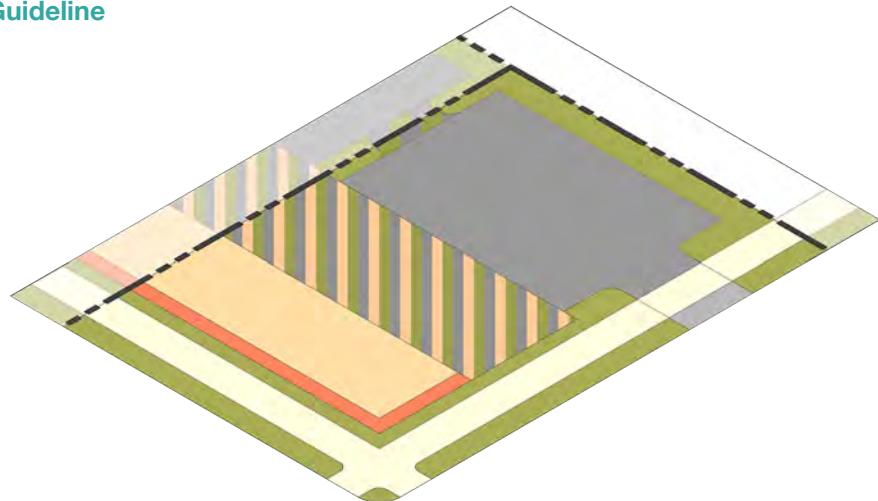
Applications

Development Concept

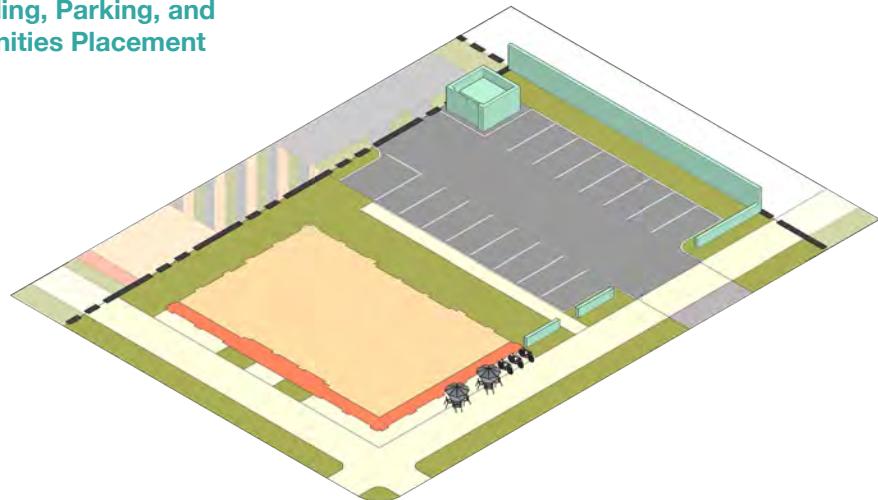
Small-Box Commercial

- 100' wide X 150' deep corner lot condition
- First floor is retail or service commercial
- As shown, this lot development has the potential to share its parking access with adjacent sites, parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged; though a small 10' setback at the side property line is shown in keeping with the character of the building type
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks and seating, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, and enclosed refuse
- Amenities required, but not shown, include long-term bike storage
- Other: Small-Box Commercial is typically one-story; however, for the Coastal Character District, the massing and facade composition shall be two-story as shown
- Other: This is an example of small-box commercial used as a bookend to adjacent uses
- Other: Per the block patterns, the side street is to have greater facade coverage; however, the small size of the lot limits efficient use of the building and parking footprints - The developer shall work to balance both requirements to arrive at an acceptable design

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

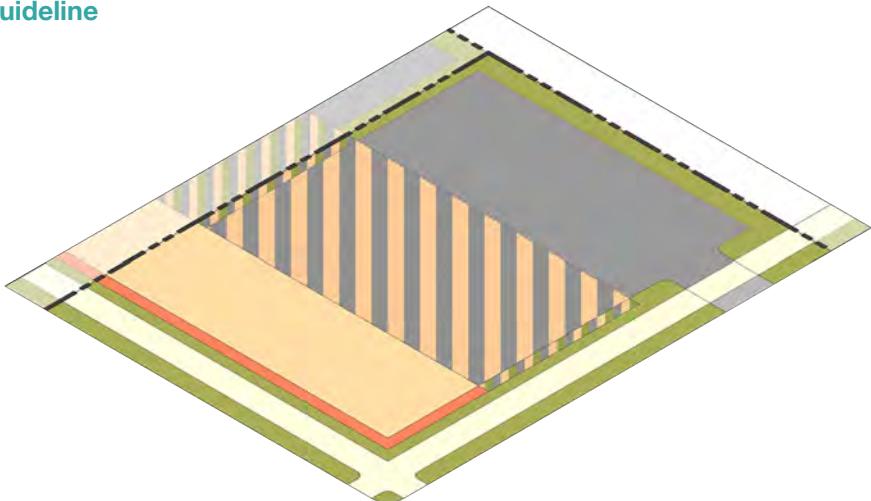


Development Concept

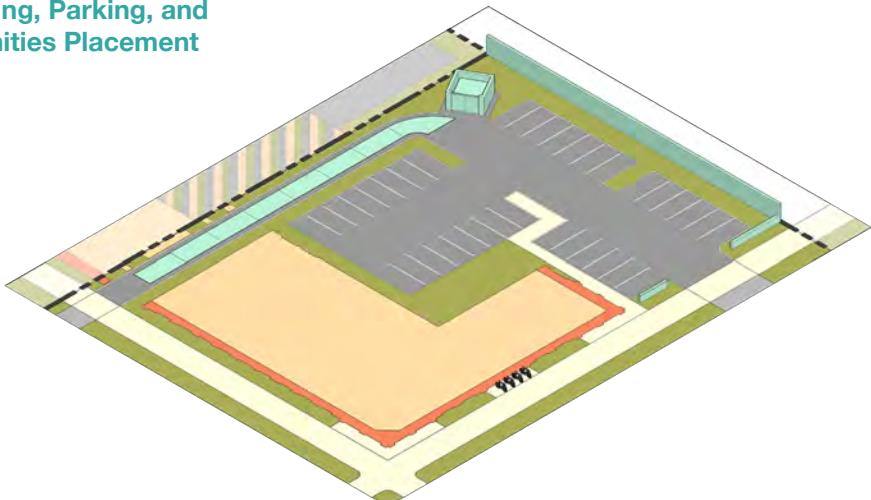
Medium-Box Retail

- 150' wide X 200' deep mid-block lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown, and complete at drive-through
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuse, and vehicle stacking for drive-through
- Amenities required, but not shown, include long-term bike storage
- Other: Medium-Box Commercial is typically one-story; however, for the Coastal Character District, the massing and facade composition shall be two-story as shown
- Other: This is an example of medium-box retail used as a bookend to adjacent uses
- Other: Sight triangles and pedestrian safety shall be considered for vehicle existing adjacent to, or from, a building

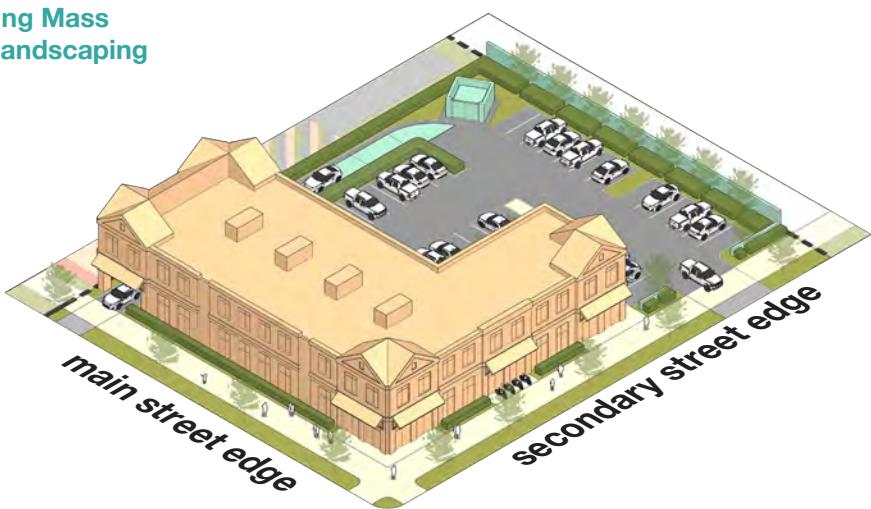
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



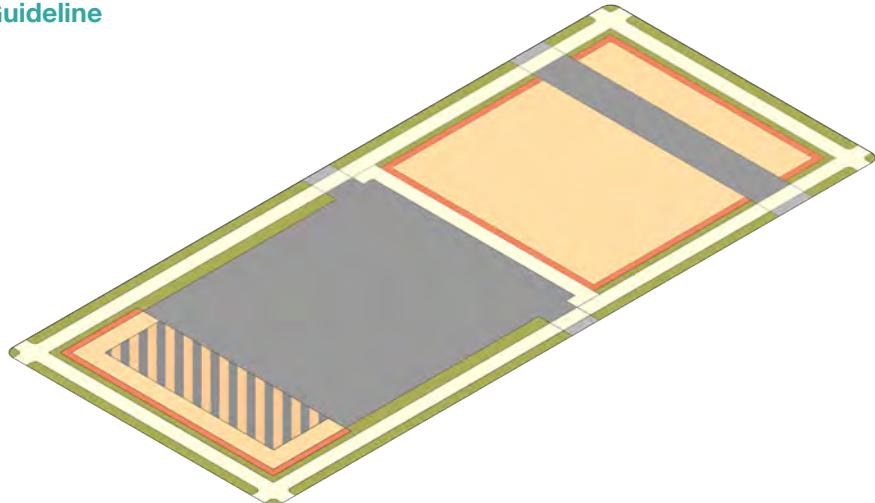
Applications

Development Concept

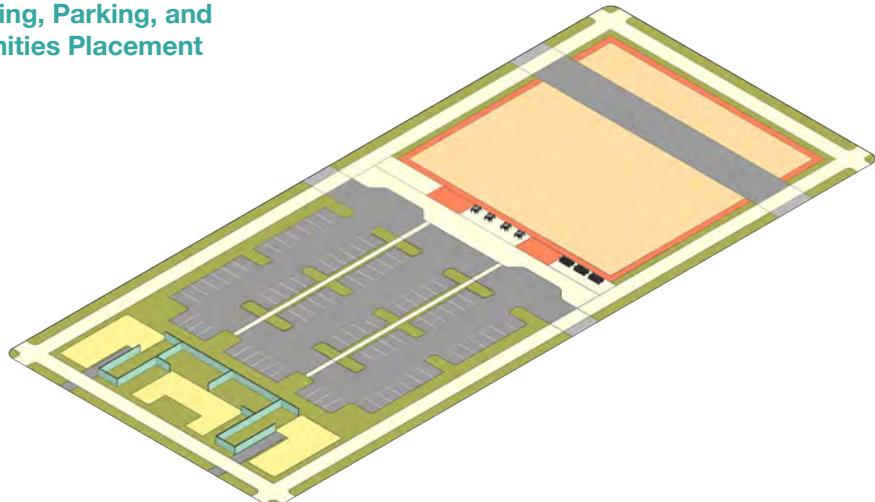
Big-Box Retail

Lot Guideline

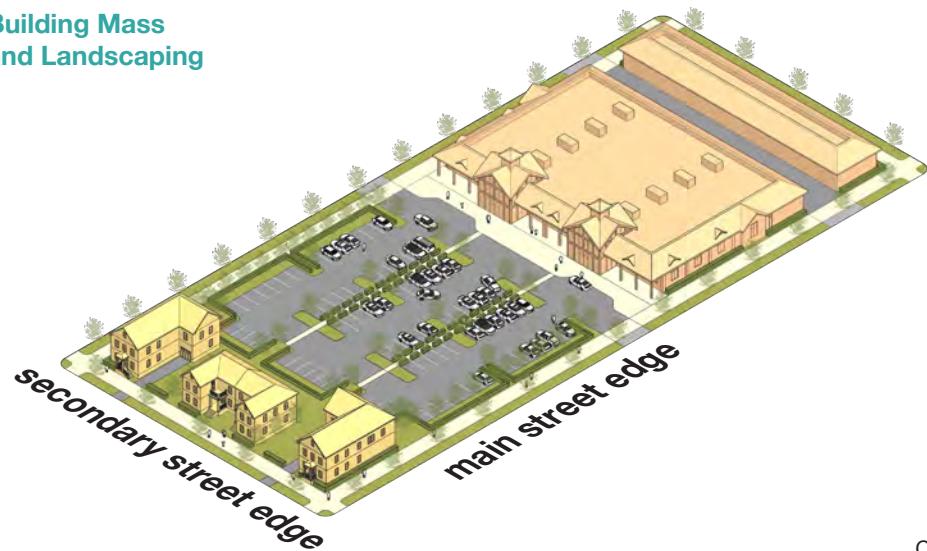
- 500' wide X 200' full block lot condition
- First floor is retail
- As shown, this block development shares parking with adjacent residential properties that double as parking lot screening
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, enclosed loading and refuse zone
- Other: Big-Box Retail is typically one-story; however, for the Coastal Character District and the building's overall area, a two-story building is the appropriate design
- Other: See Step 9 - Amenities for additional information about this application



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

Landscaped Area	Commercial Use	Parking-Landscaping
Pedestrian Path	Residential Use	Parking-Building
Primary Facade	Amenities	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

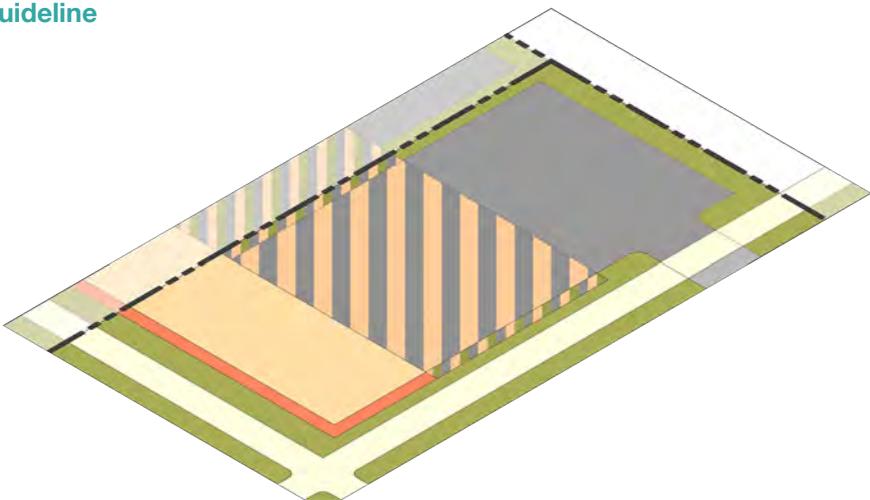
Flexible Areas:	

Development Concept

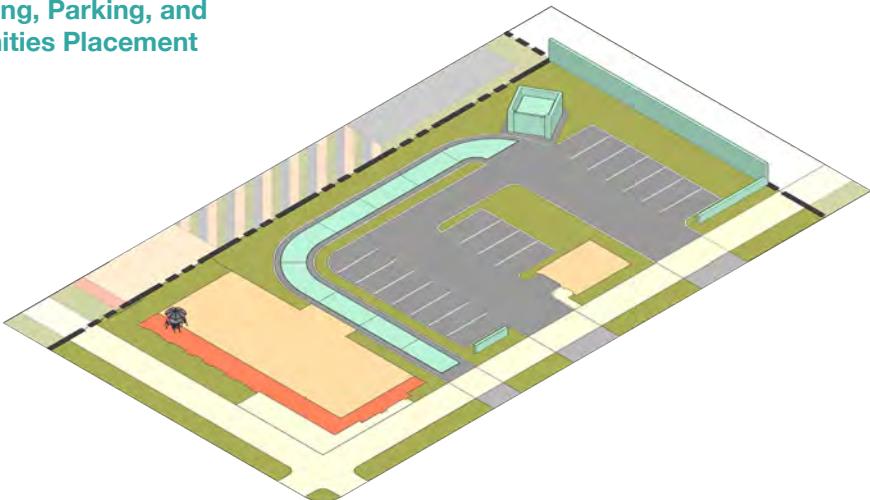
Drive-Through

- 100' wide X 200' deep corner lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged; though a 10' setback at the side property line is shown in keeping with the character of the building type
- Amenities include ample open space (with potential for stormwater management) public seating, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuse, and vehicle stacking for drive-through
- Amenities required, but not shown, include long-term bike storage and public access bicycle locks
- Other: Per the block patterns, the side street is to have greater facade coverage; however, the small size of the lot limits efficient use of the building, parking, and stacking footprints - The developer shall work to balance both requirements to arrive at an acceptable design - For example, a carriage house is an appropriate design option to screen the parking and complete the side street frontage
- Other: Sight triangles and pedestrian safety shall be considered for vehicles existing adjacent to, or from, a building

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



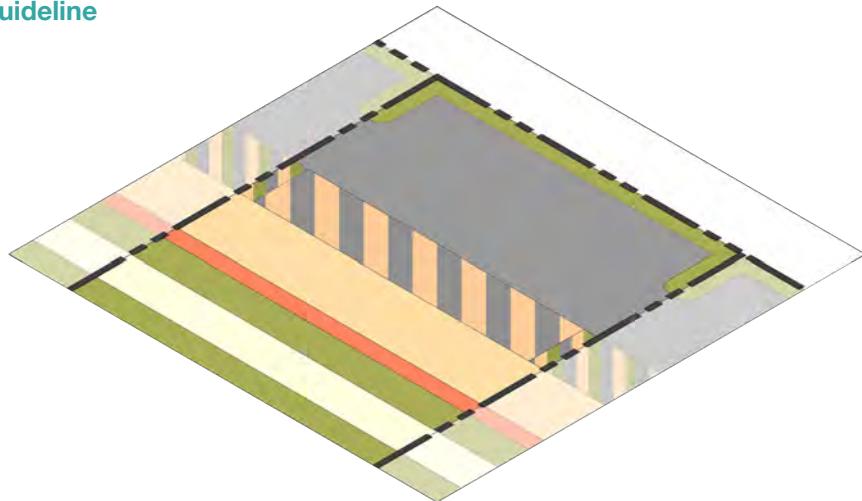
Applications

Development Concept

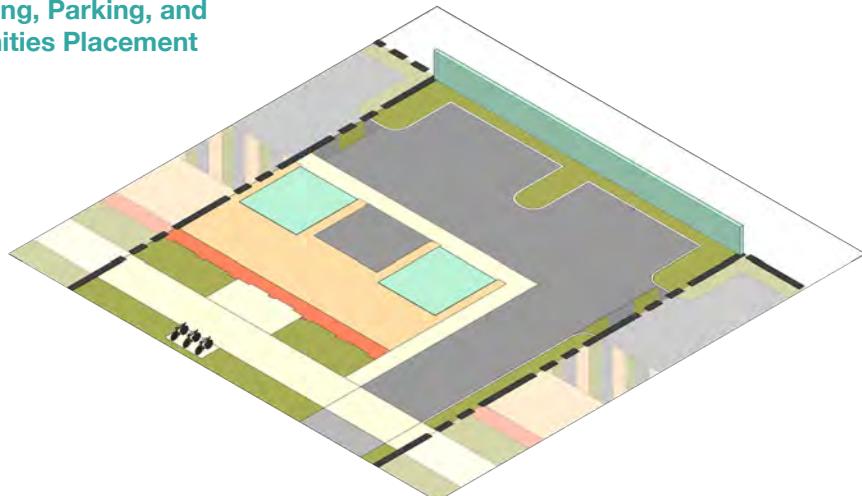
Vehicle Oriented

- 100' wide X 100' deep corner lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged though a mid-block access way is shown for compatibility with the use
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks and seating, 8' tall fencing and 5' of landscape buffer at the rear (100' deep lots only) adjacent to properties zoned for another use, and enclosed refuse
- Amenities required, but not shown, include long-term bike storage
- Other: Vehicle oriented is typically one-story; however, for the Coastal Character District, the massing and facade composition shall be two-story
- Other: Vehicle Oriented uses are preferred internal to a block, or incorporated into the design of a more pedestrian friendly building (as shown)
- Other: Sight triangles and pedestrian safety shall be considered for vehicles existing adjacent to, or from, a building

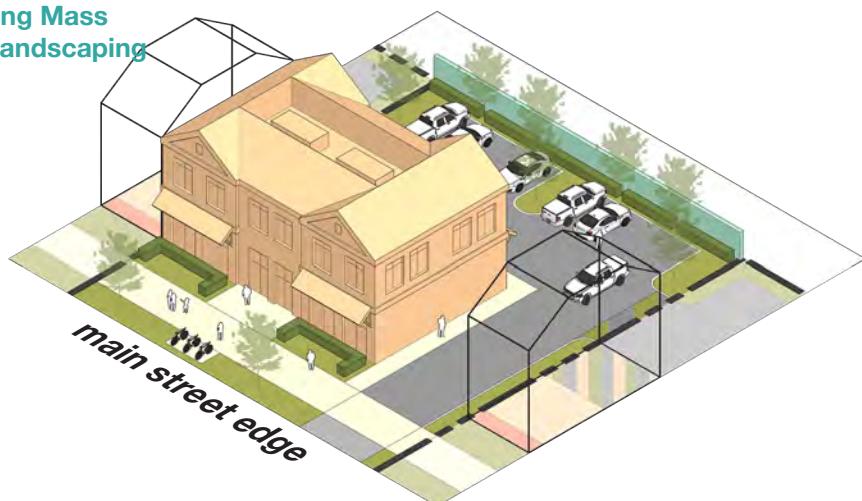
Lot Guideline

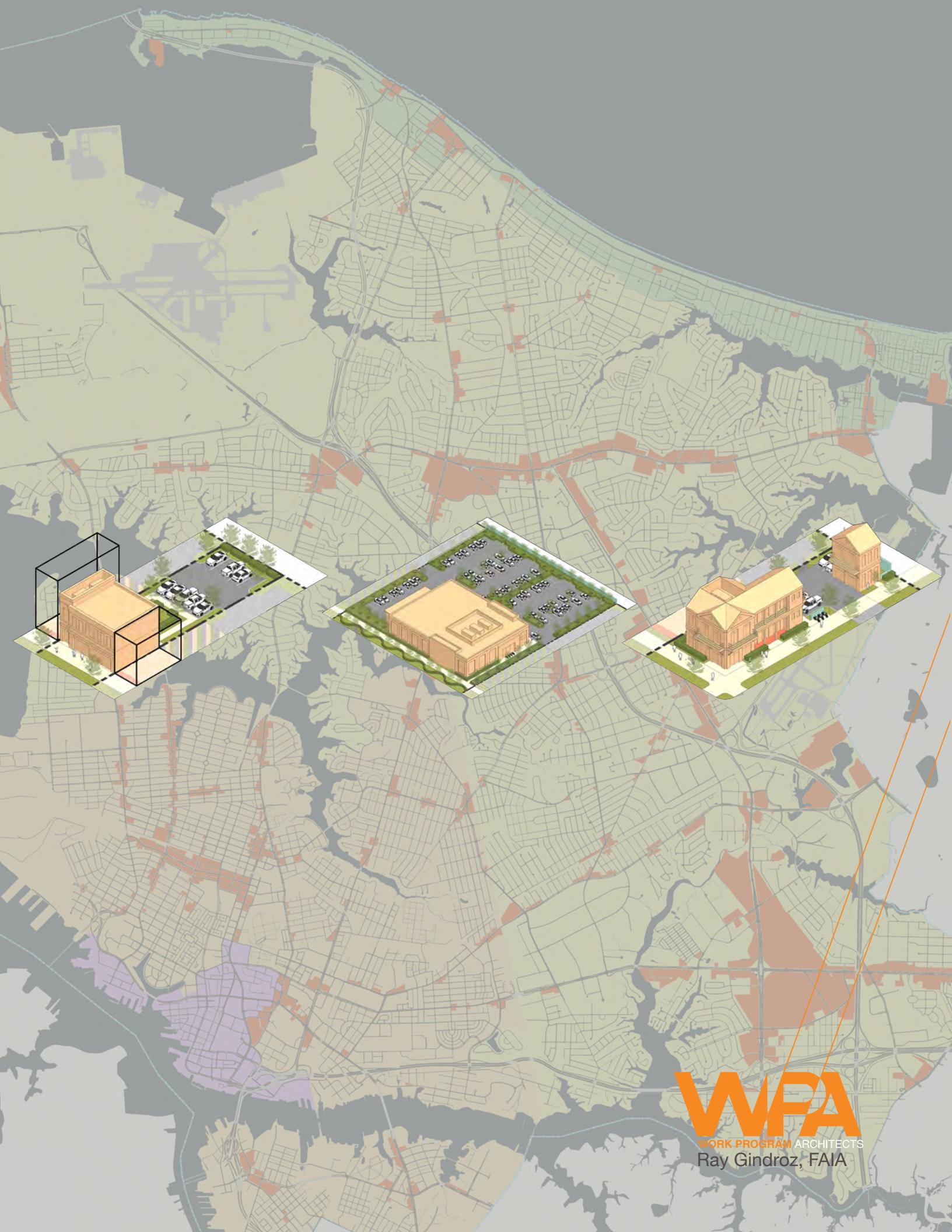


Building, Parking, and Amenities Placement



Building Mass and Landscaping





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