

# Commercial and Mixed-Use Pattern Book



Architectural and Landscape Design Elements for Building  
an Authentic Commercial or Mixed-Use Development

March 2018

DRAFT

**WPA**  
WORK PROGRAM ARCHITECTS  
Ray Gindroz, FAIA



# Commercial and Mixed-Use Pattern Book

[DRAFT] March 2018

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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; however their 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 addressed in this pattern book.

## Goals for the Pattern Book:

- Provide architectural patterns that will support comfortable pedestrian scale development and encourage human interaction.
- Provide patterns for the design of streets and public spaces that will enhance walkability.
- Provide amenities and connectivity that will encourage alternate modes of transportation.
- Respond to changes in shopping patterns.
- Encourage mixed-use development including residential on commercial sites.
- Encourage renovation and adaptive re-use of existing obsolete buildings and sites.

## Development Checklist:

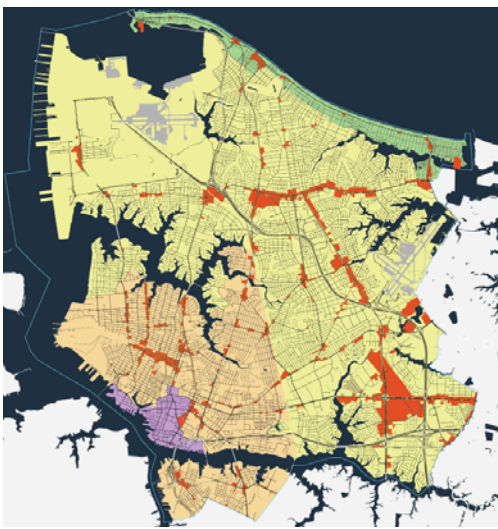
- |    |   |                         |
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# Using the Commercial and Mixed-Use Pattern Book

1

### Find Your Character District

- Find your site on the Character District map (page XX and verify via Norfolk AIR) to determine your Character District
- Then proceed to the appropriate Character District section to find the appropriate development design patterns
- Reference the Downtown Norfolk Pattern Book for the Downtown Character District
- For reference: commercial properties (in 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

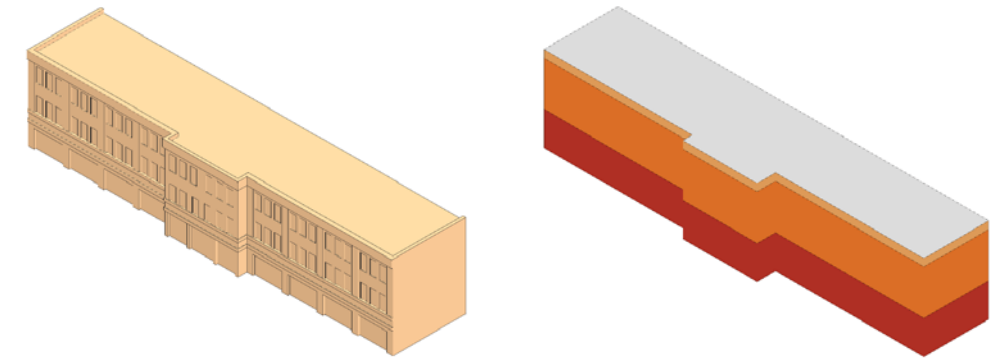
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# Using the Commercial and Mixed-Use Pattern Book

## 7 Use Architectural Patterns to Determine Massing and Facade Composition

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



# 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
- Hierarchy



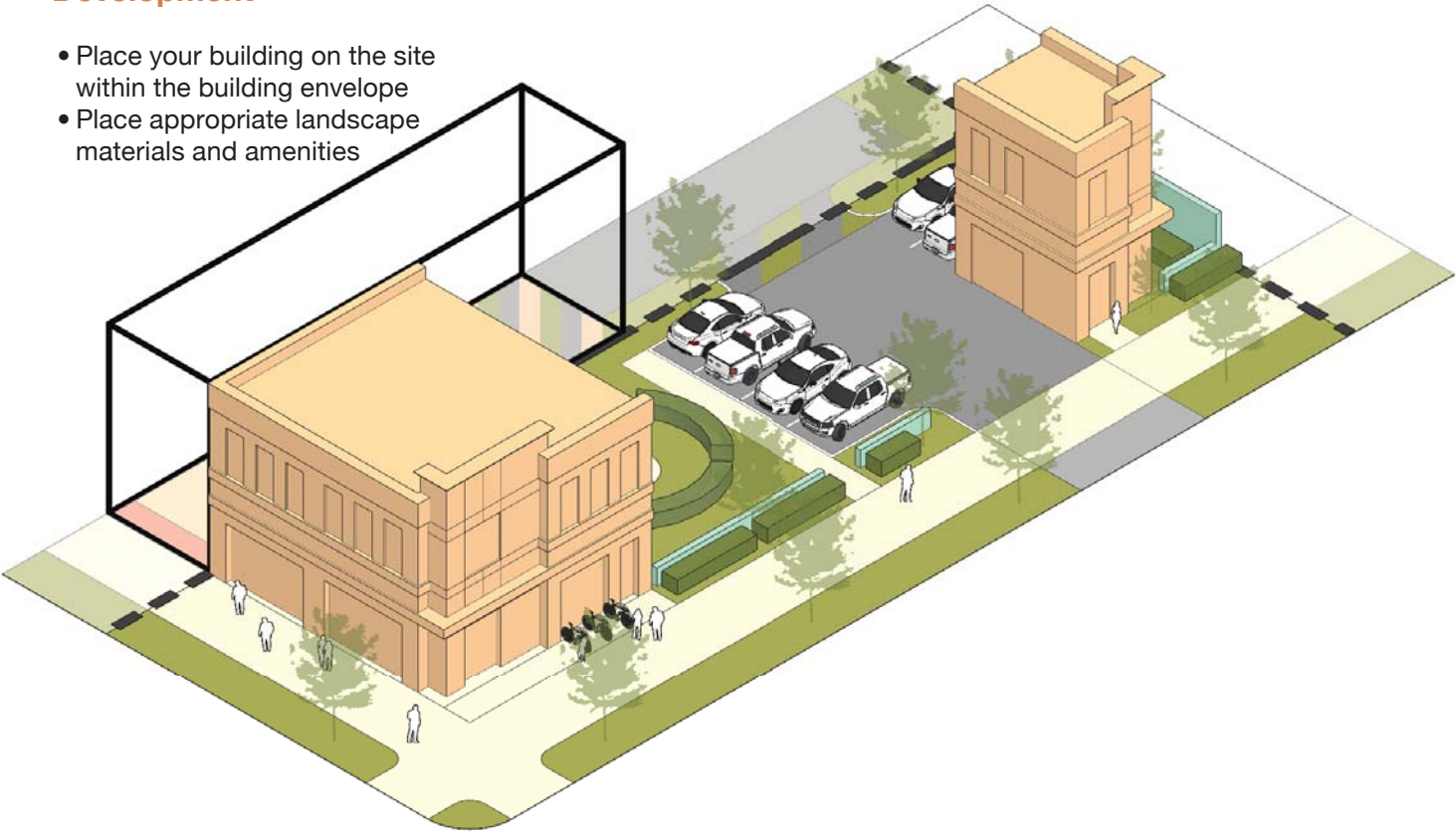
## 8 Use Signage Patterns to Place and Design Signage for Your Building and Site

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



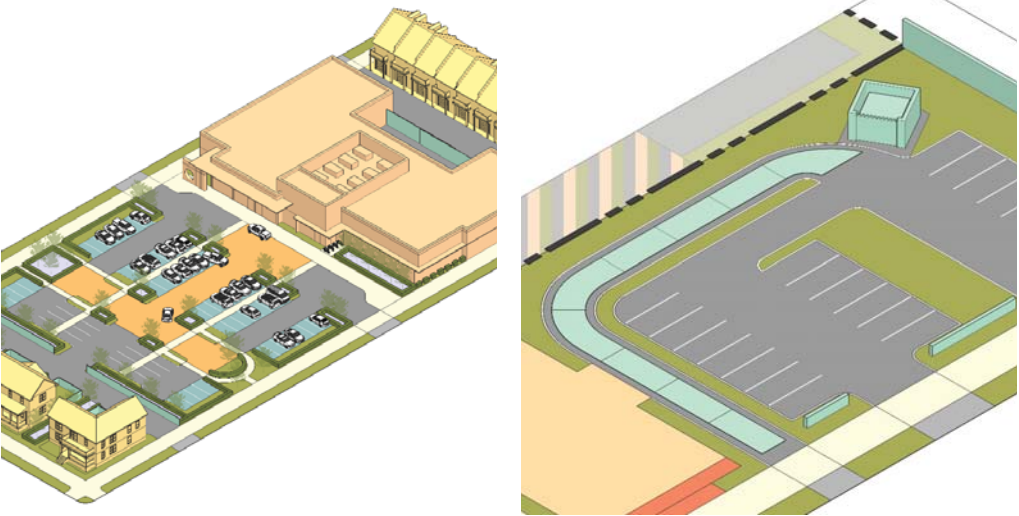
## Submit Your Proposed Development

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



## 9 Design and Place Site Amenities

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





# Character Districts

## Attributes

### Traditional Character District

#### Community Character

- 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 “hikable” 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

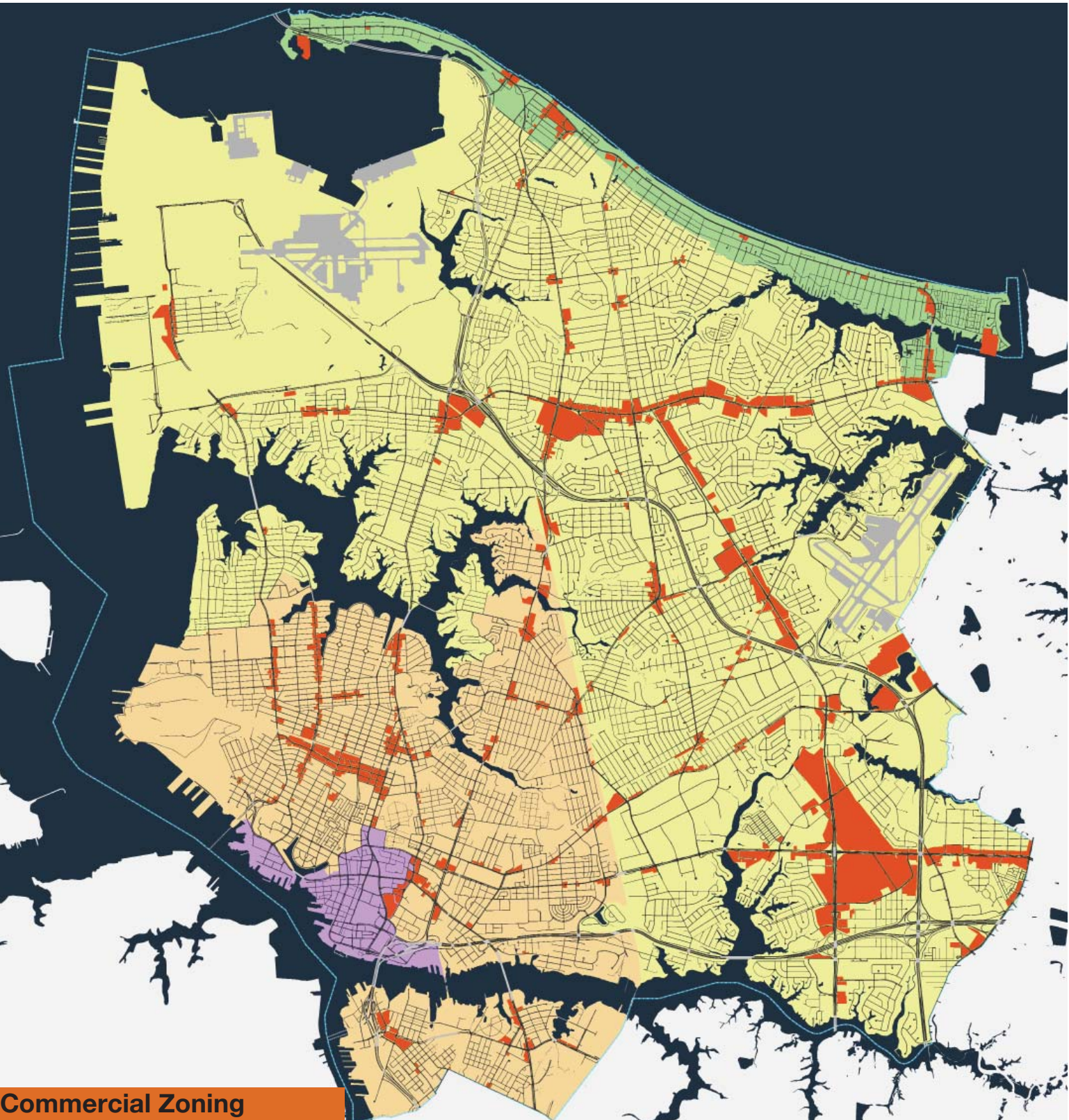
#### Architectural Character

- 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



### Commercial Zoning



# Traditional Character

## Community Patterns: Essential Attributes

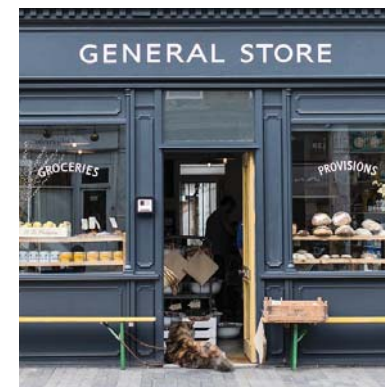
### Community Patterns

- 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



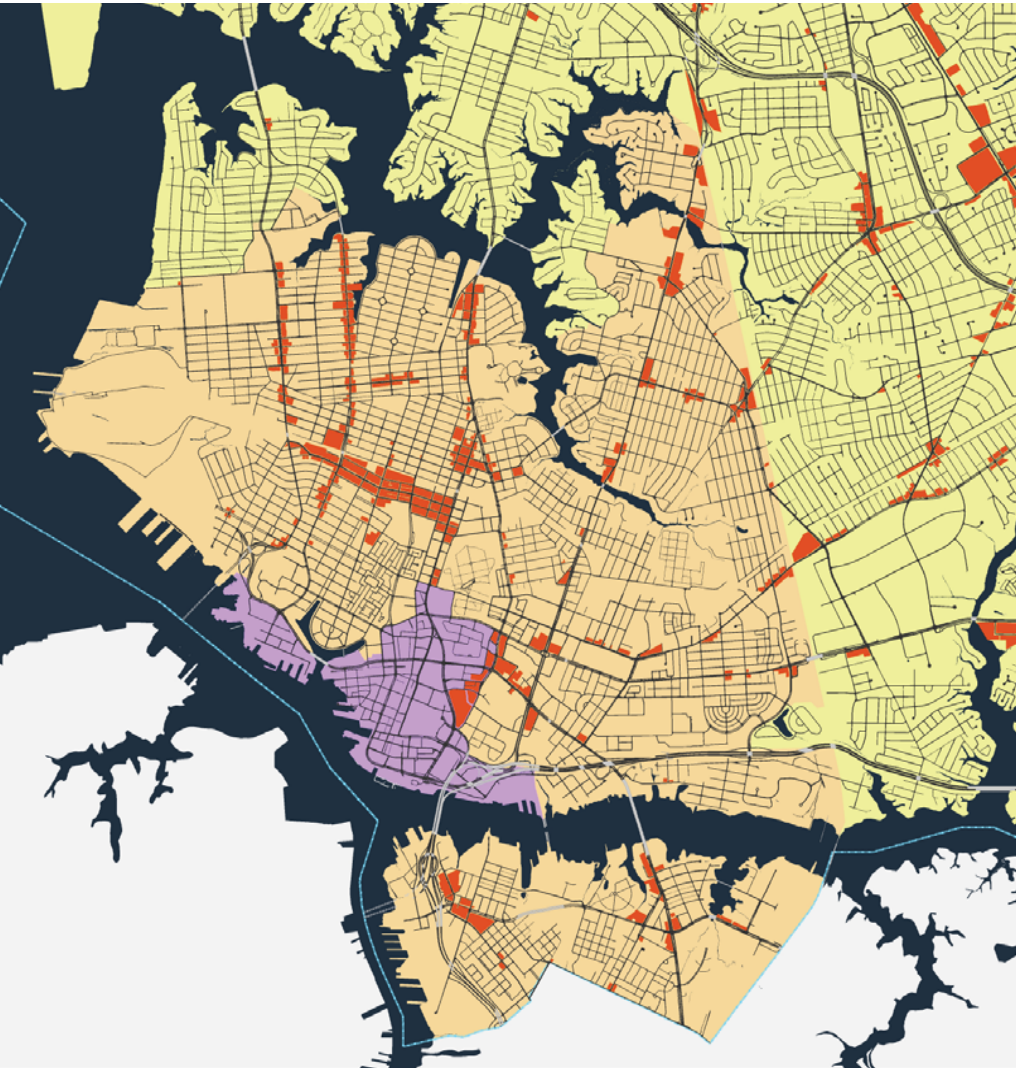
### Architectural Patterns

- 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
  - Colley Avenue
  - Granby Street
  - Hampton Boulevard
  - Tidewater Drive

Matrix: Community Patterns and Appropriate Commercial Building Types

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

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

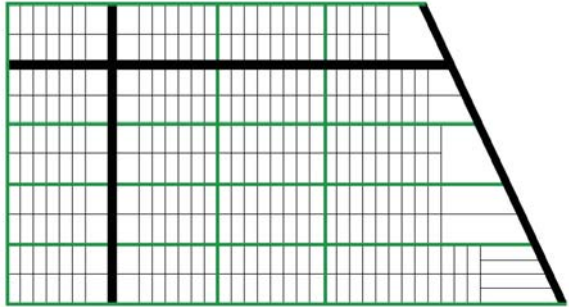
Block Type and Commercial Patterns

- Majority of blocks are approximately 200' X 500'
- Commercial frontage types:
  - Short block frontage on main street
  - Long block frontage on main street
  - Full block frontage
- 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

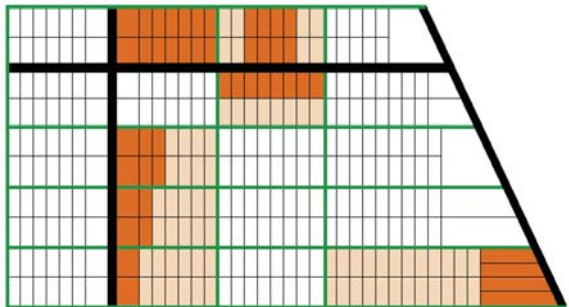
- Standard lot depth is 100'
- Short block frontages:
  - lots have been expanded by acquiring adjacent non-commercial properties
  - Short block lots sizes include: 100', 150', and 200' deep lots
- Long block frontages:
  - Lots have been expanded by acquiring adjacent non-commercial properties to create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

Street Type and Patterns



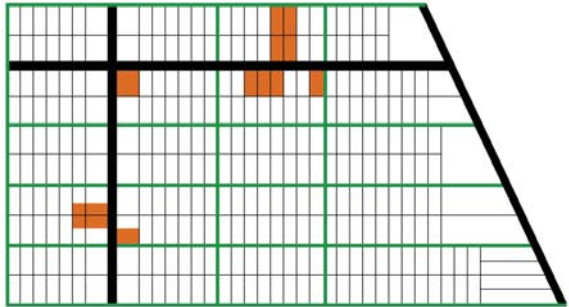
- Main streets are in BLACK
- Secondary streets are in GREEN

Block Type and Commercial Patterns



- Commercial lots are DARK ORANGE
- Non-commercial lots are LIGHT ORANGE

Lot Types



- Commerical lots are in DARK ORANGE

		BUILDING FORMS AND TYPES						
		TRADITIONAL STREET ORIENTED			VEHICLE/PARKING LOT ORIENTED			
		IN-LINE RETAIL SHOPS	SMALL BOX COMMERCIAL	STAND-ALONE MIXED USE	IN-LINE MIXED-USE	VEHICLE ORIENTED	DRIVE-THRU	MEDIUM-BOX RETAIL
STREET TYPES	PEDESTRIAN FRIENDLY		PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE			
	VEHICLE ORIENTED							
LOT TYPE	CORNER	100' DEEP	25'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		150' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
	MID-BLOCK	200' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		150' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		200' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					



# Building Forms and Types

3

The multiple types of commercial use described in the Zoning Ordinance can typically be accommodated by one or more of the listed 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 precedant 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 precedant along Colley Avenue in Ghent and Granby Street in Riverview

## Stand-Alone Mixed-Use

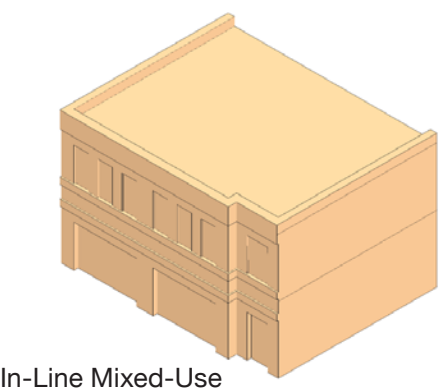
- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors
- Appropriate bookend(s) for In-Line Mixed-Use
- Local precedant along 21ST Street in Ghent

## Small-Box Commercial

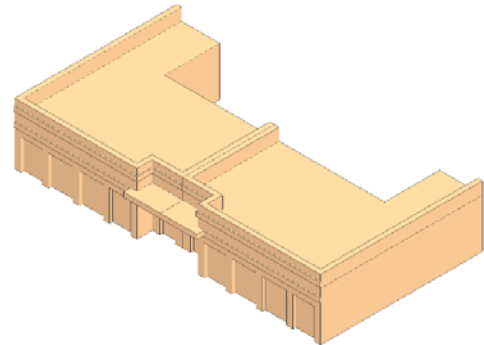
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF
- Local precedant: Taste in Ghent (which is an excellent example of adaptive re-use)

# Building Forms and Types

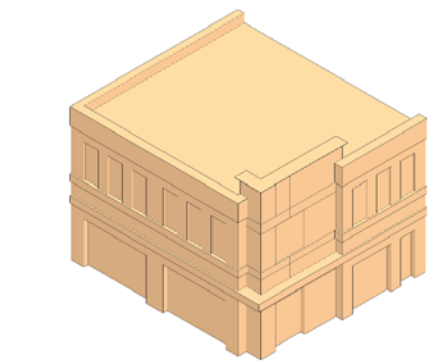
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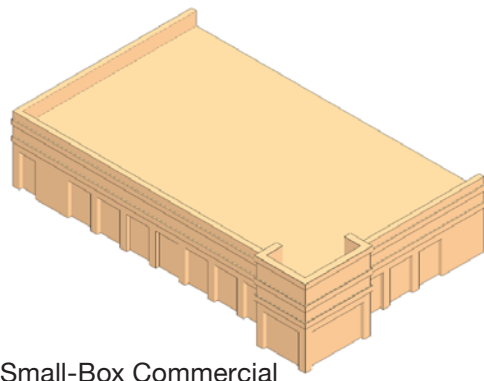
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial





# Building Forms and Types

3

The multiple types of commercial use described in the Zoning Ordinance can typical 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-thru
- 7,500 SF - 20,000 SF
- 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 and shall be designed as a mixed-use redevelopment
- 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

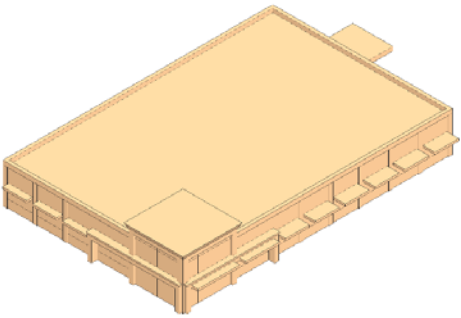


### Vehicle Oriented

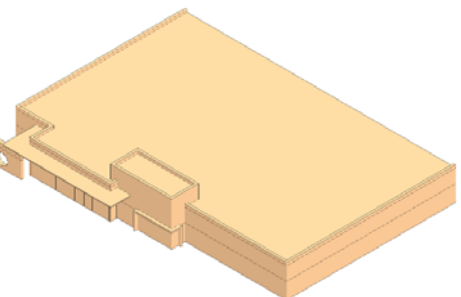
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly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

# Building Forms and Types

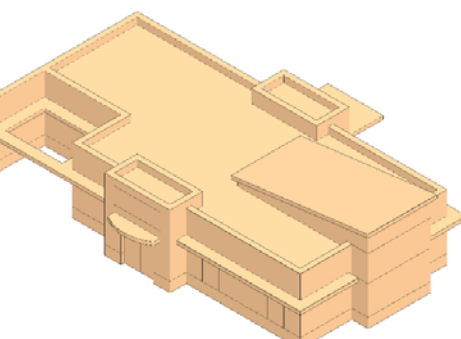
3



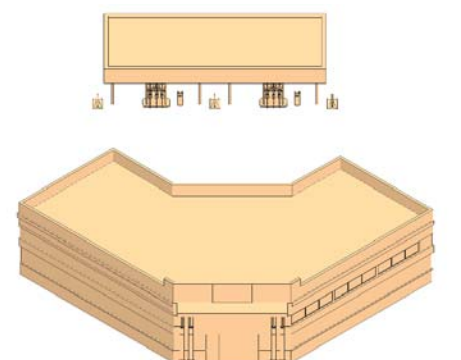
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented





# Street Types and Patterns

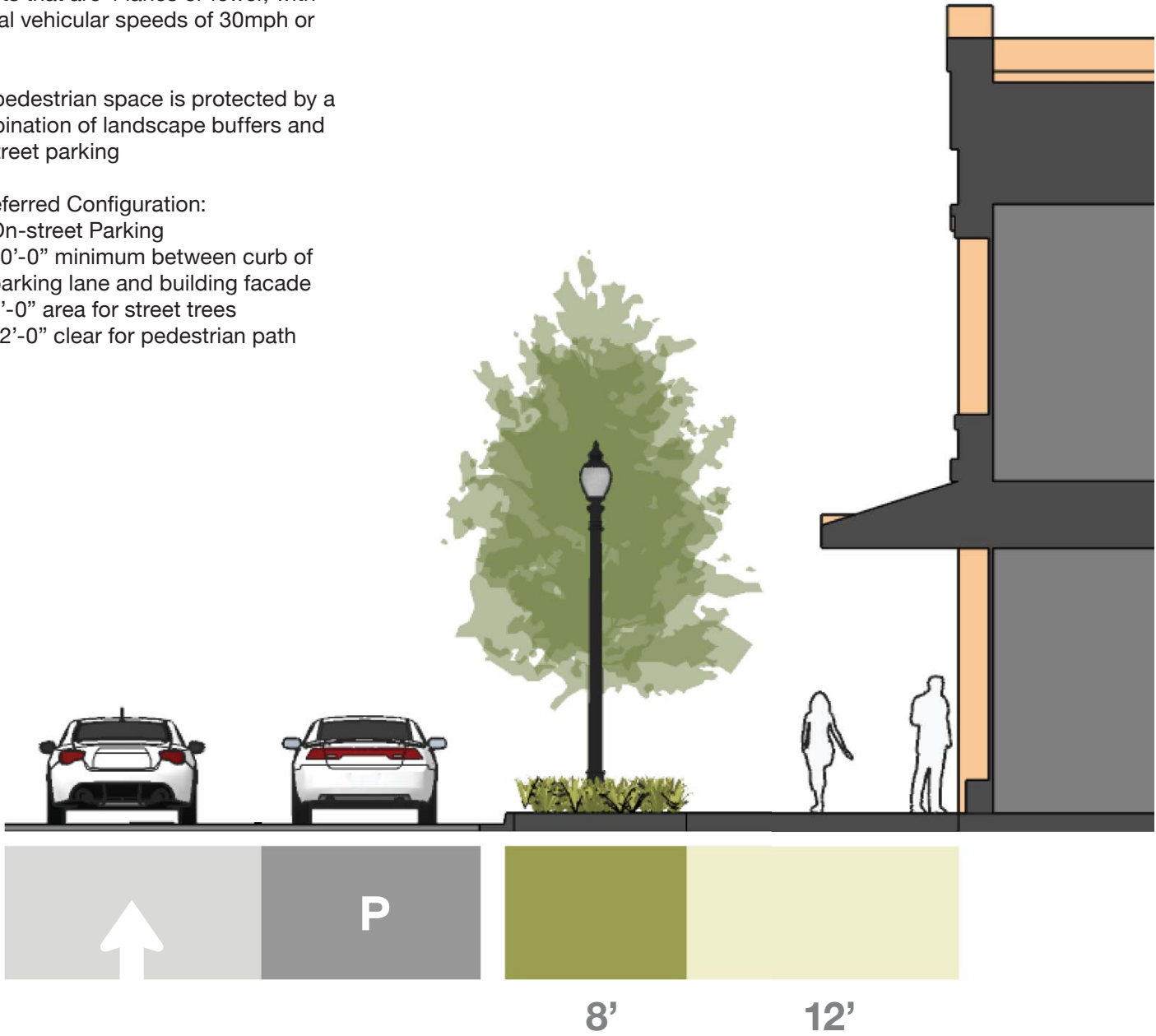


## Pedestrian Friendly

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

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

- Preferred Configuration:
  - On-street Parking
  - 20'-0" minimum between curb of parking lane and building facade
  - 8'-0" area for street trees
  - 12'-0" clear for pedestrian path

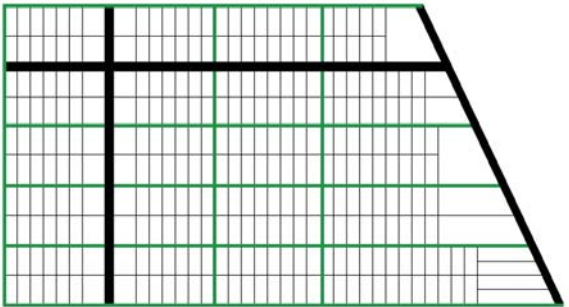


# Street Types and Patterns

## Public Right-of-Way

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

- Option 1: Extend pedestrian zone into the street
- Option 2: Provide a set back for the building facade



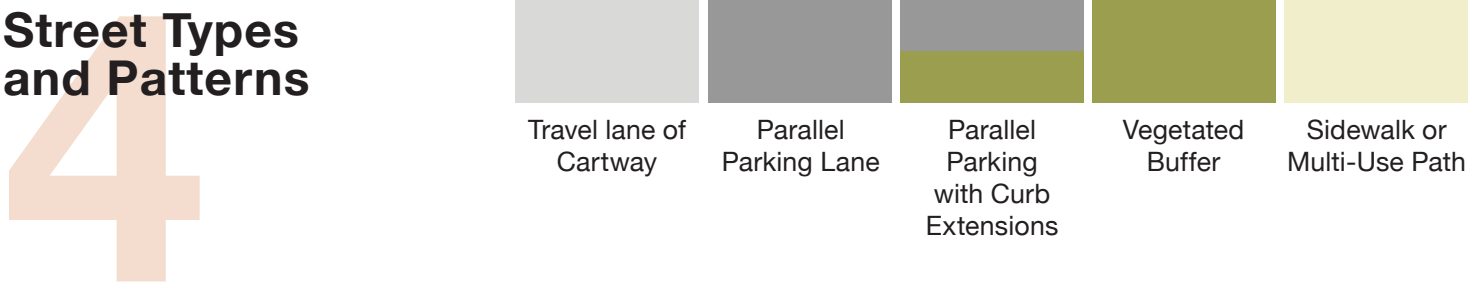
## Street Pattern and Street Type

- 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





# Street Types and Patterns

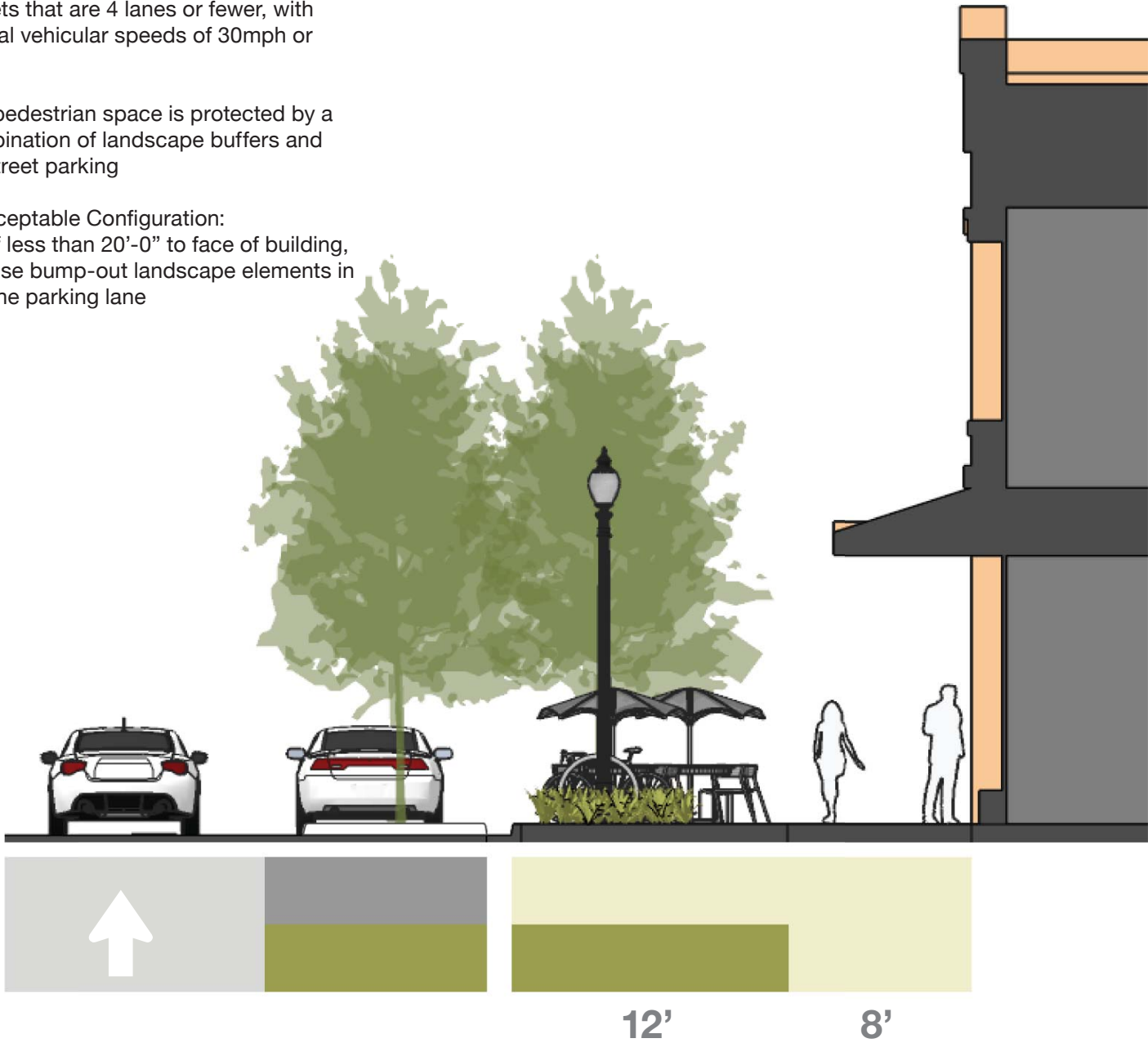


## Pedestrian Friendly

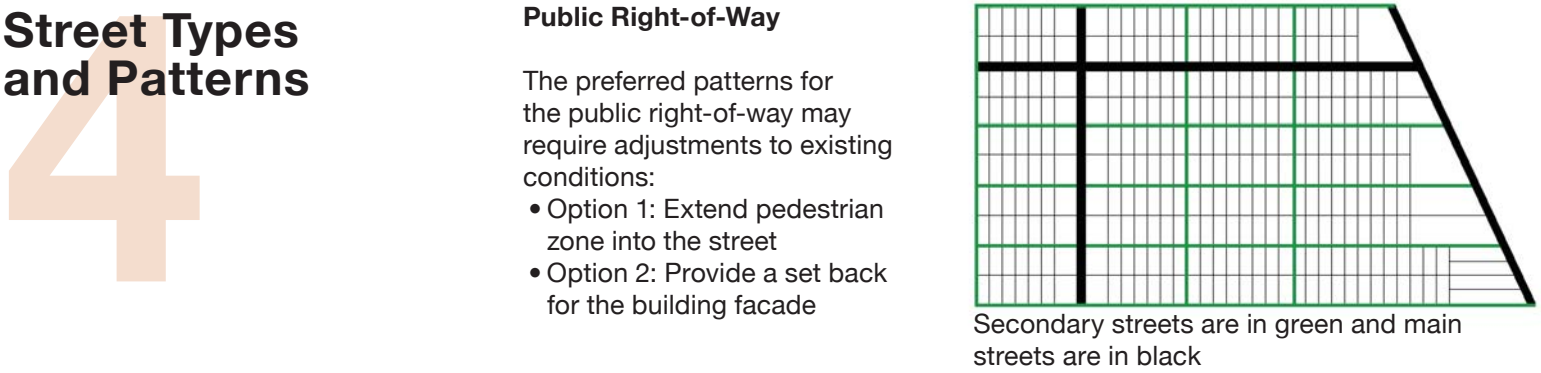
Streets that are 4 lanes or fewer, with typical vehicular speeds of 30mph or less

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

- Acceptable Configuration:
  - If less than 20'-0" to face of building, use bump-out landscape elements in the parking lane



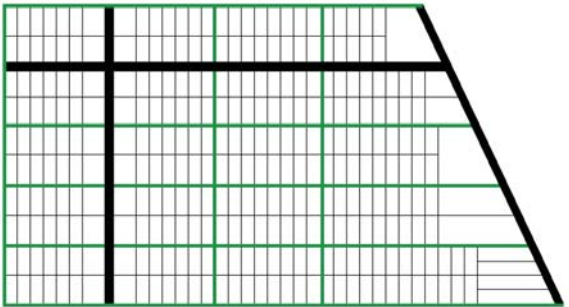
# Street Types and Patterns



## Public Right-of-Way

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

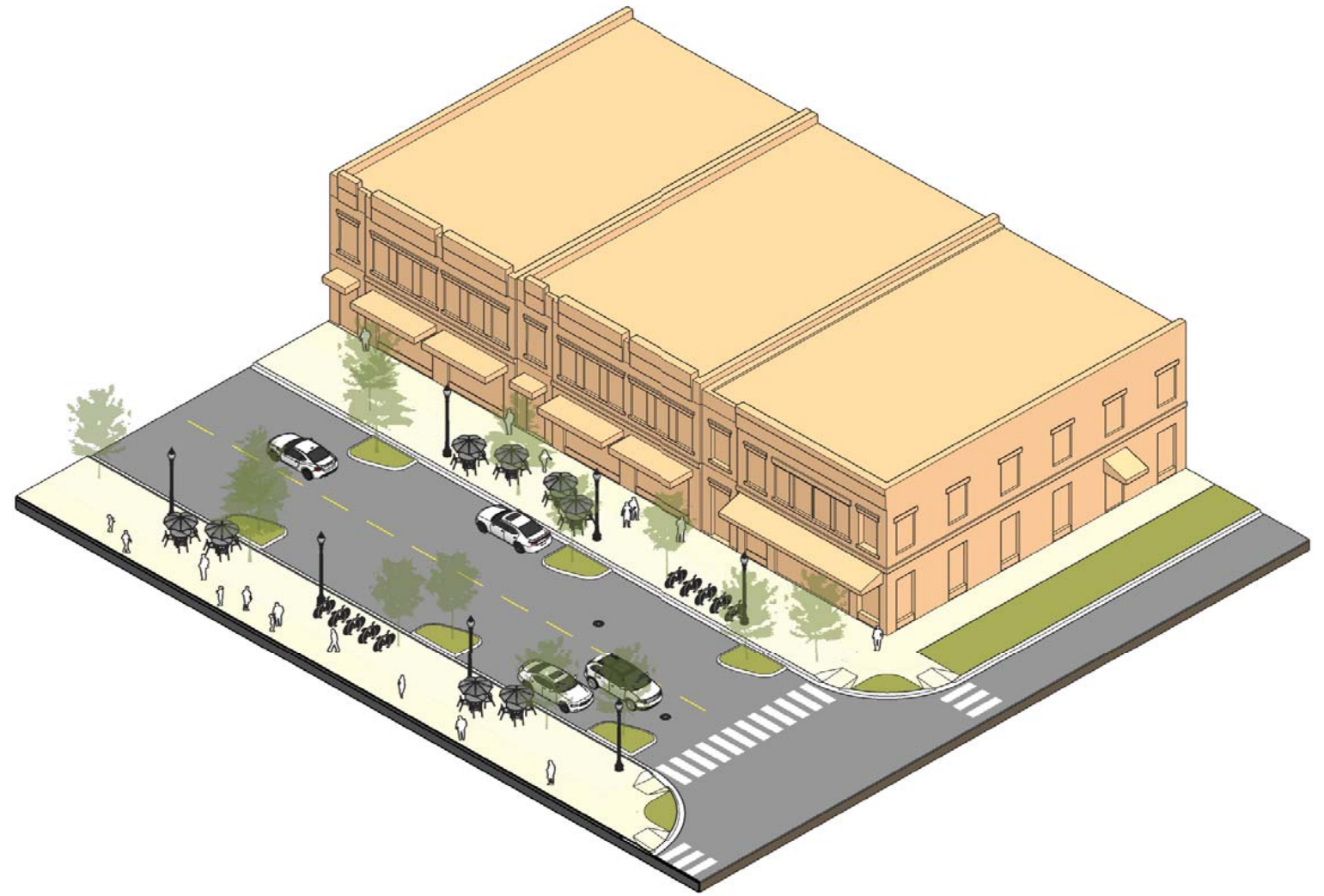
- Option 1: Extend pedestrian zone into the street
- Option 2: Provide a set back for the building facade



Secondary streets are in green and main streets are in black

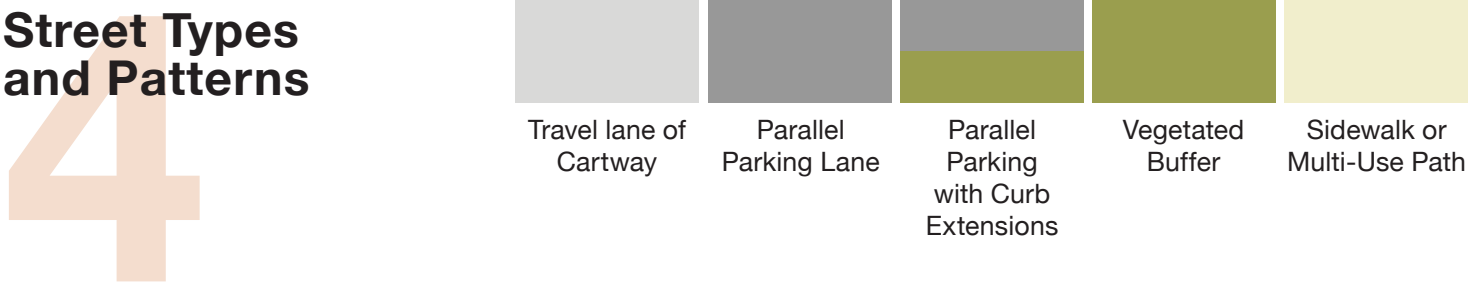
## Street Pattern and Street Type

- 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





# Street Types and Patterns

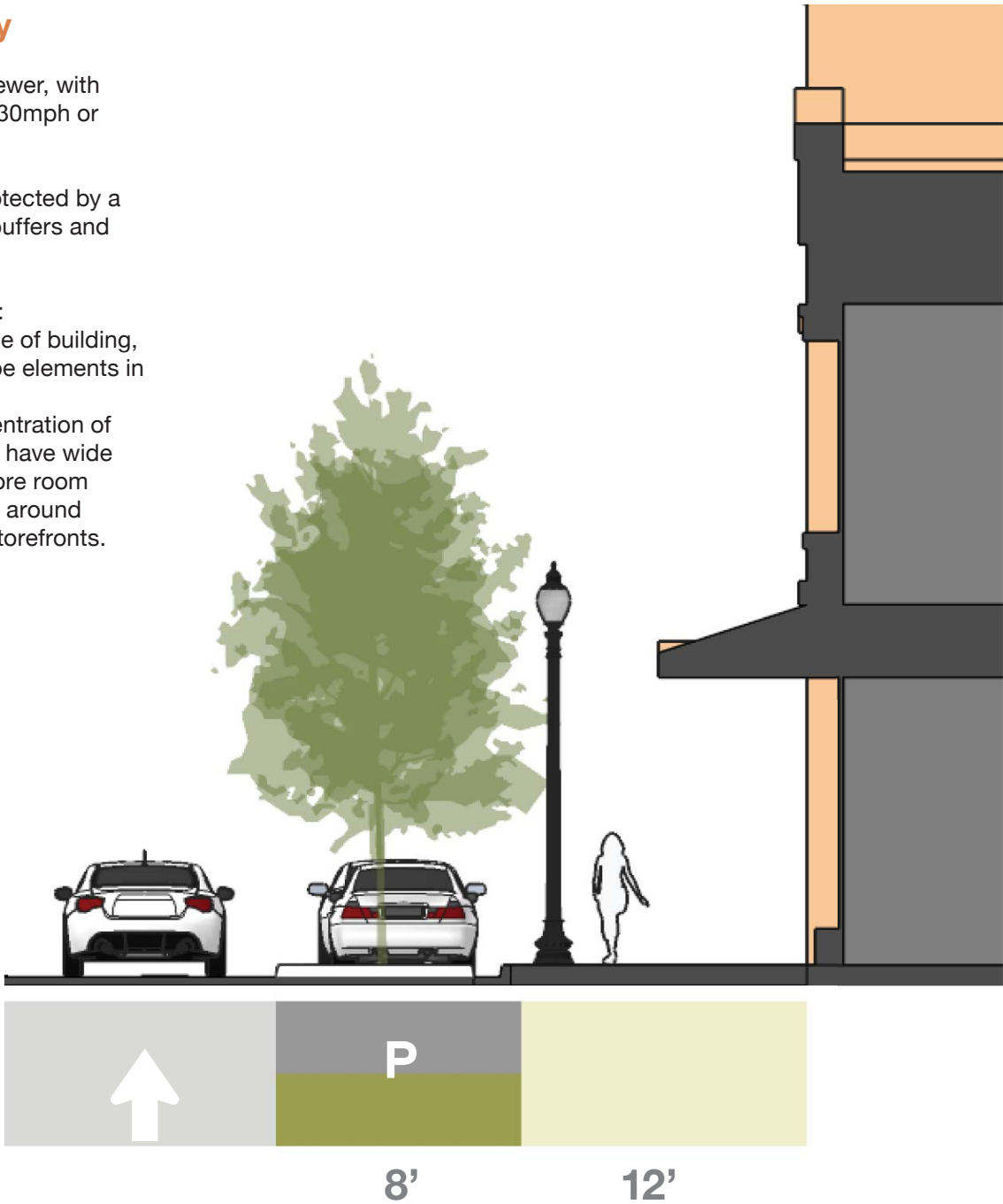


## Pedestrian Friendly

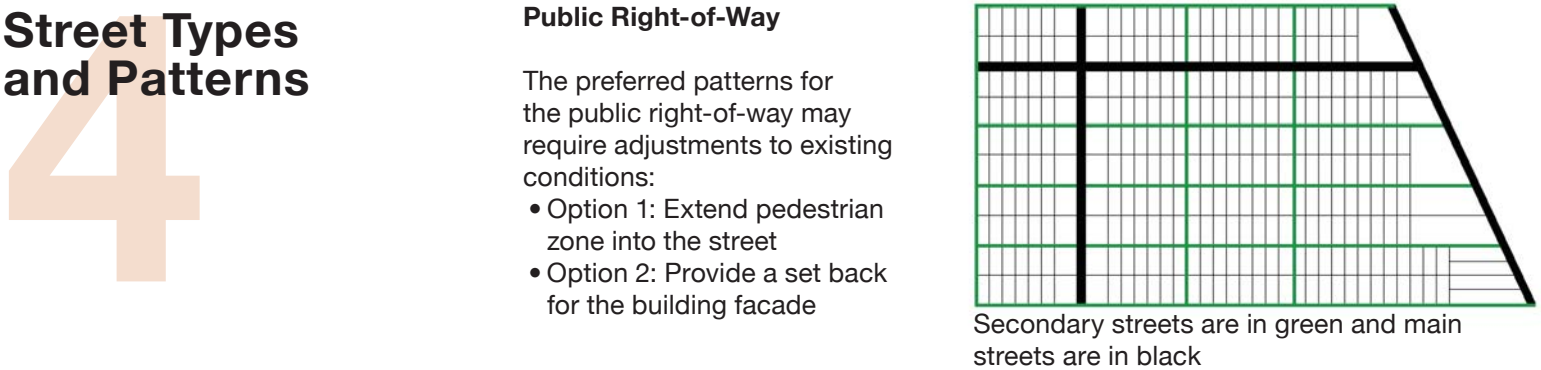
Streets that are 4 lanes or fewer, with typical vehicular speeds of 30mph or less

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

- Acceptable Configuration:
  - If less than 20'-0" 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.



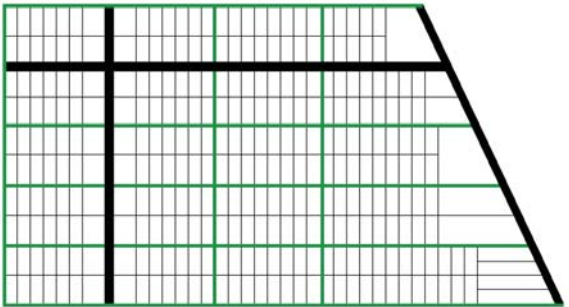
# Street Types and Patterns



## Public Right-of-Way

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

- Option 1: Extend pedestrian zone into the street
- Option 2: Provide a set back for the building facade



## 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





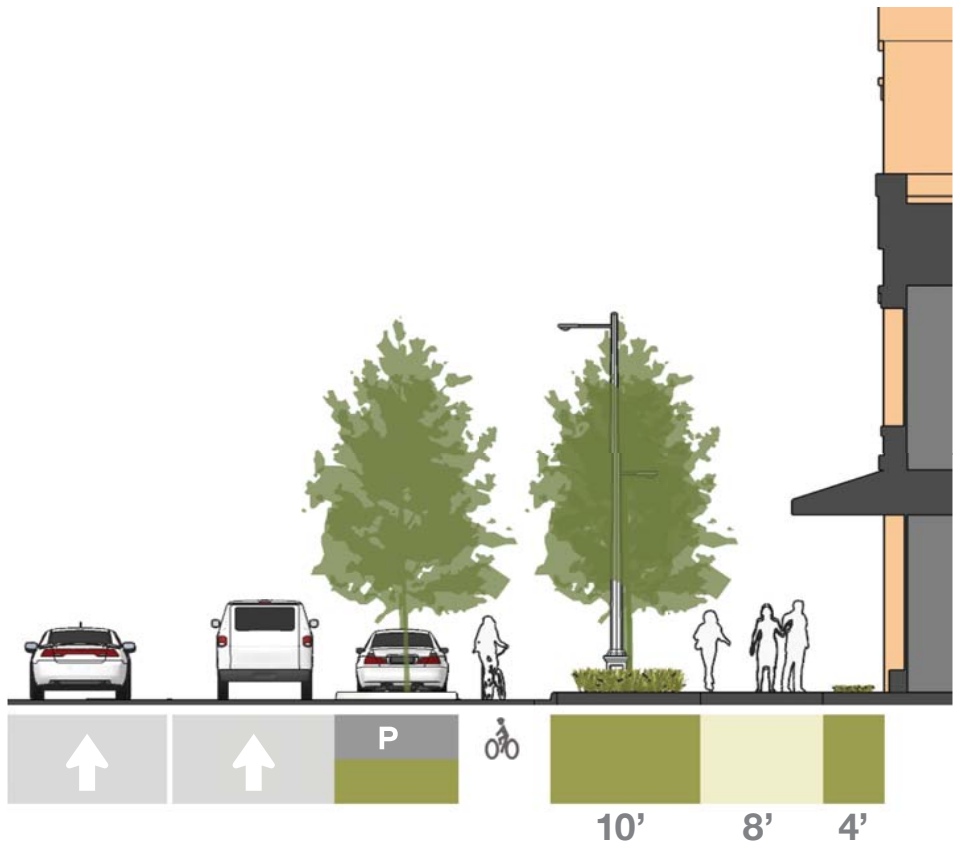
# Street Types and Patterns

4



## Vehicle Oriented

- Preferred Configuration:
  - 30'-0" between curb and building facade
  - 22'-0" buffer between curb and sidewalk with three dimensional planting and trees
  - 8'-0" pedestrian path

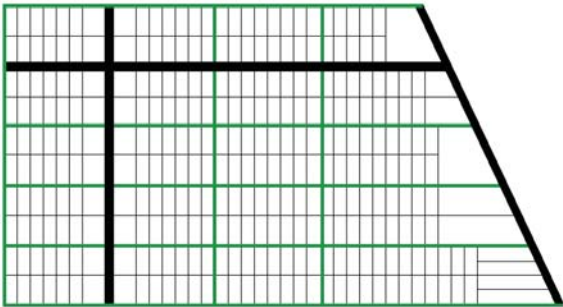


# Street Types and Patterns

4

## Public Right-of-Way

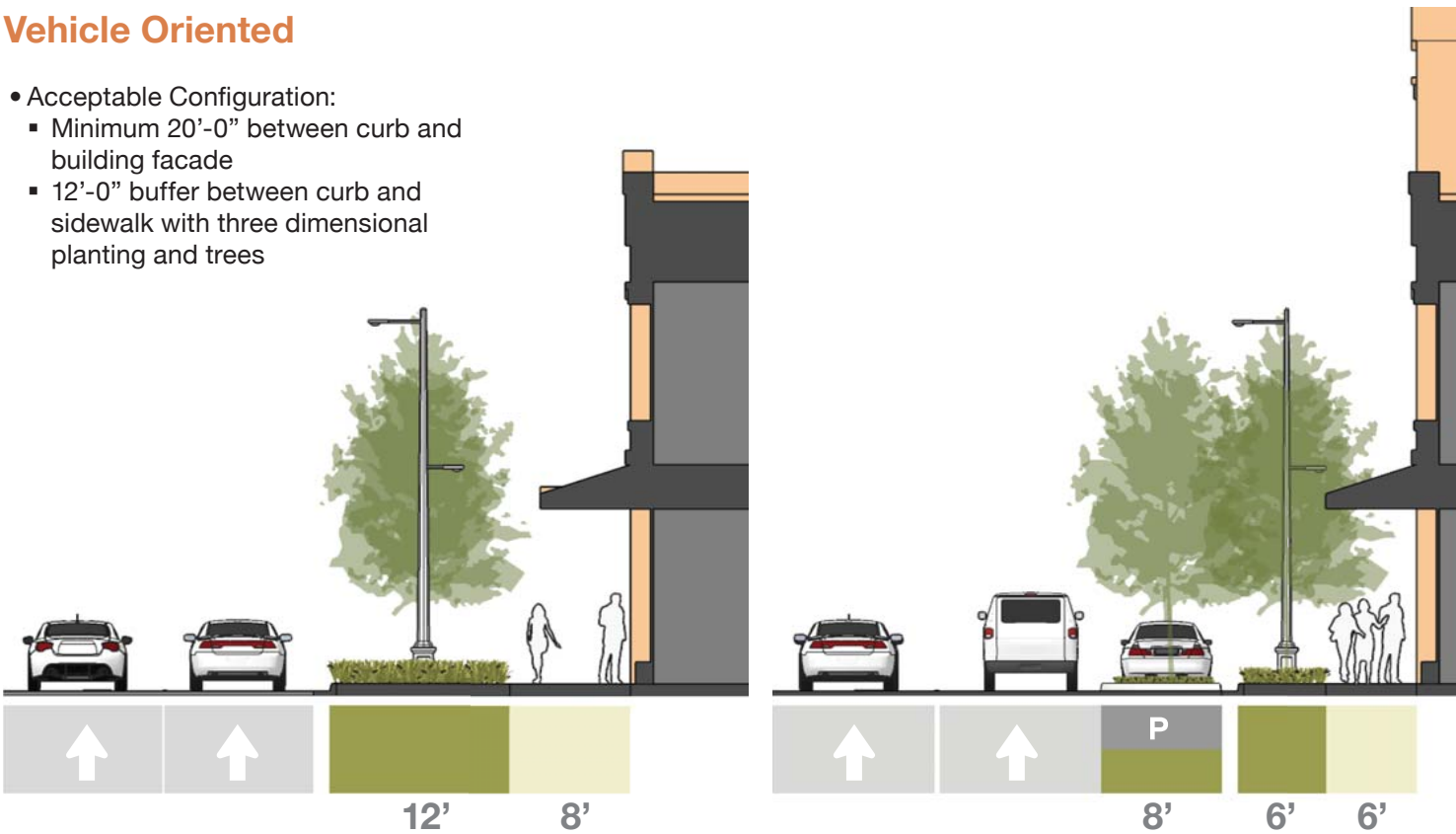
- The preferred patterns for the public right-of-way may require adjustments to existing conditions:
- Option 1: Extend pedestrian zone into the street
  - Option 2: Provide a set back for the building facade



Secondary streets are in green and main streets are in black

## Vehicle Oriented

- Acceptable Configuration:
  - Minimum 20'-0" between curb and building facade
  - 12'-0" buffer between curb and sidewalk with three dimensional planting and trees





# Block Types and Patterns

5

Landscaped Area

Pedestrian Path

Primary Façade

Parking

Commercial Use

Office Use

Residential Use

Roads

Flexible Areas:

Parking-Building

Landscaping-Building

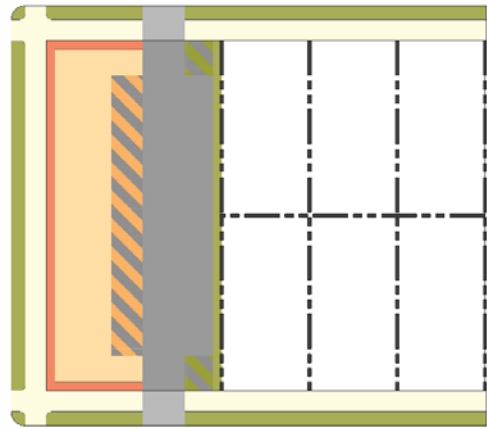
Parking-Landscaping-Building

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 could be realized.

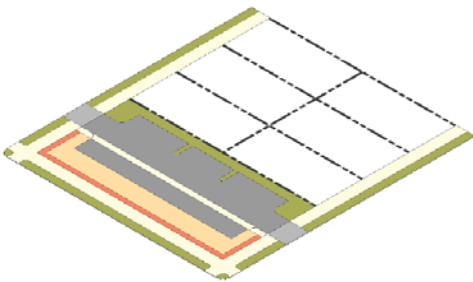
## Short Block

### 100' Deep Lot

- Parking and access in middle of block
- 5'-0" 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'-0" minimum planting buffer



Block Guideline



Possible Site Layout A

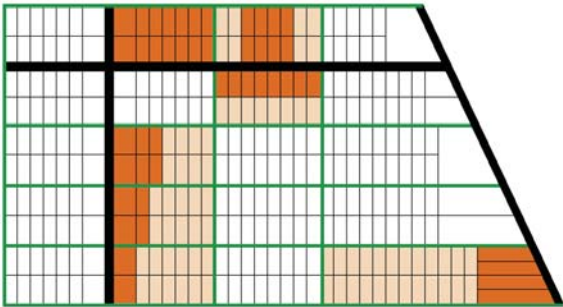
# Block Types and Patterns

5

## Block Types

The majority of blocks are approximately 200' X 500'

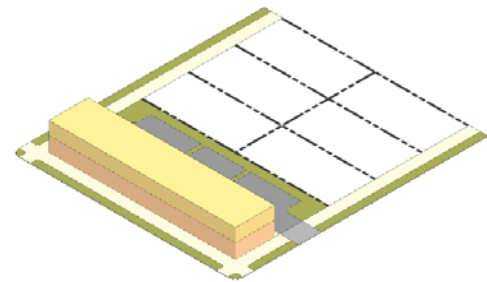
- Commercial frontage types:
- Short block frontage on main street
  - Long block frontage on main street
  - Full block frontage



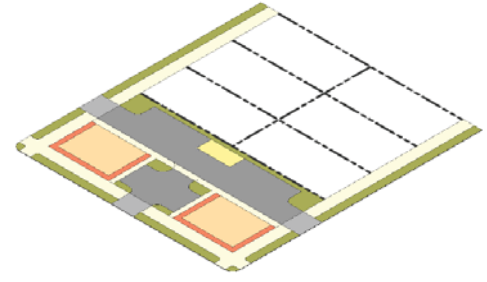
Block Types are in shades of orange (orange for commercial and light orange for other)

## Short Block

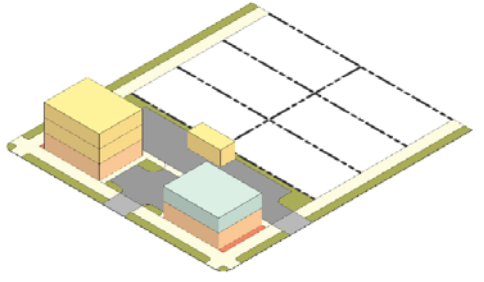
### 100' Deep Lot



Possible Massing Layout A



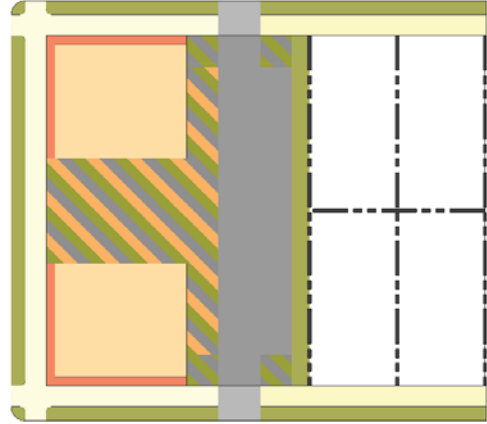
Possible Site Layout B



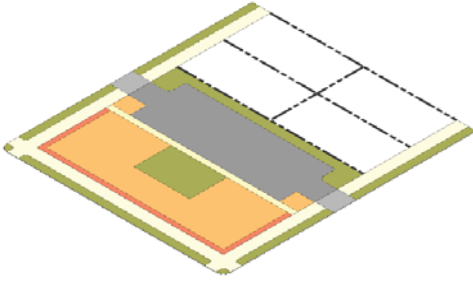
Possible Massing Layout B

### 150' Deep Lot

- Parking and access in middle of block
- 10'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

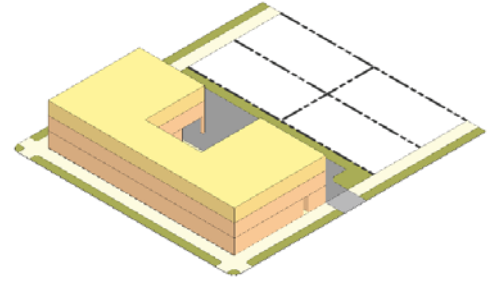


Block Guideline

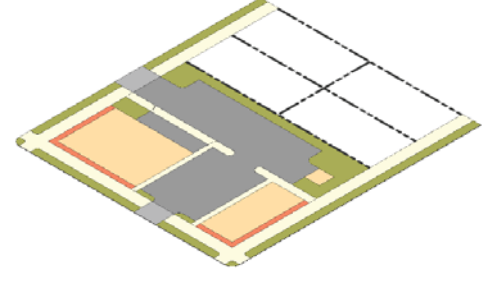


Possible Site Layout A

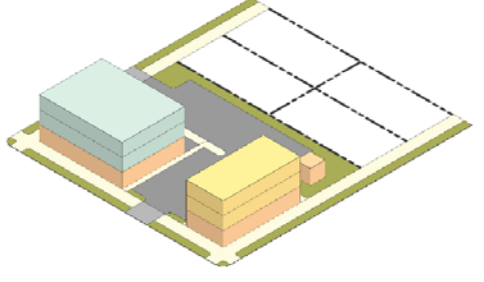
### 150' Deep Lot



Possible Massing Layout A



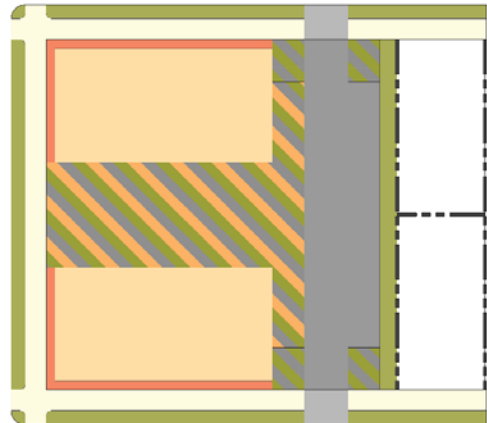
Possible Site Layout B



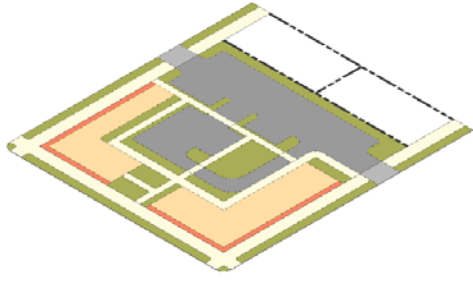
Possible Massing Layout B

### 200' Deep Lot

- Parking and access in middle of block
- 10'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

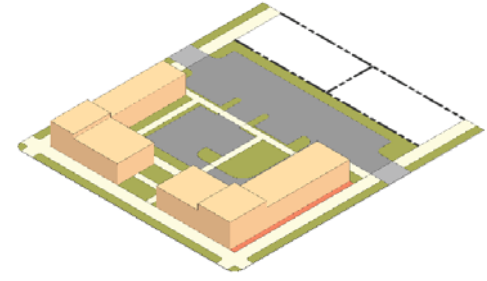


Block Guideline

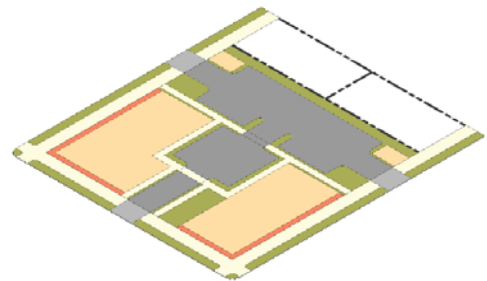


Possible Site Layout A

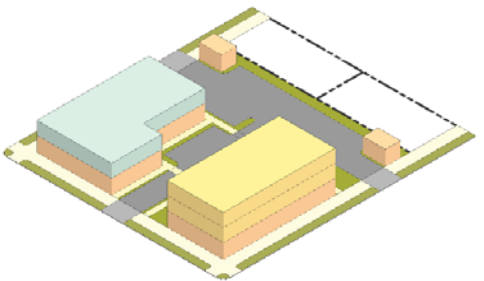
### 200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B



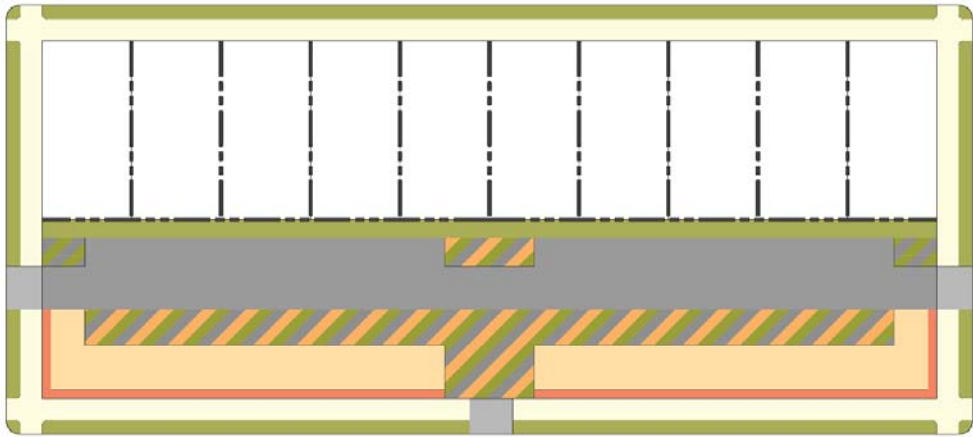
# Block Types and Patterns

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

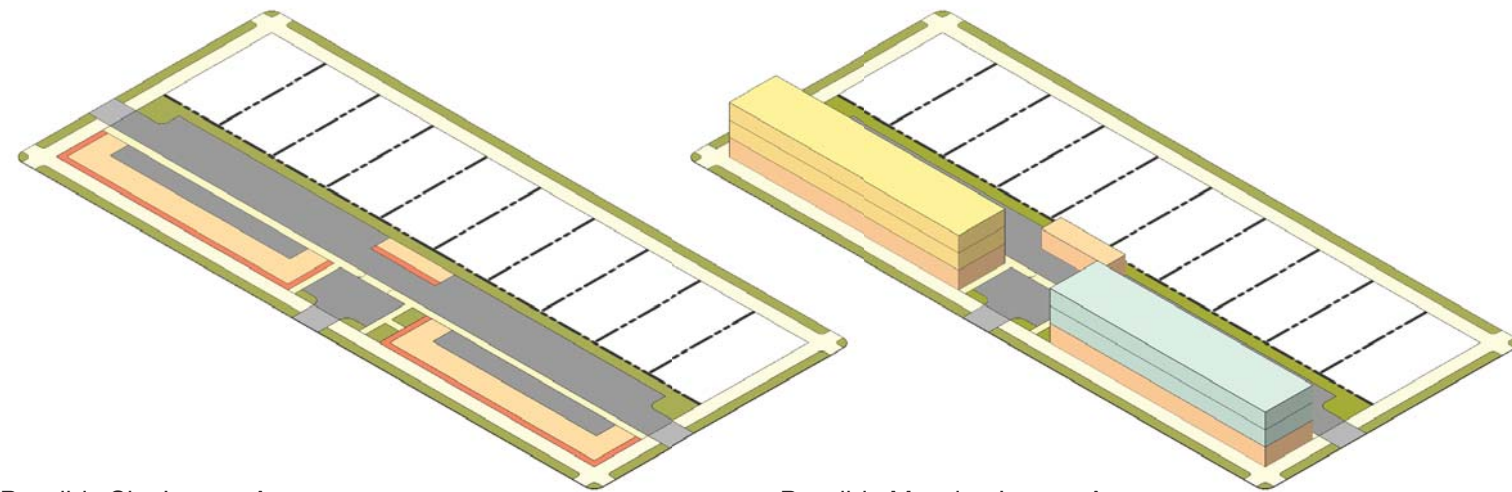
## Long Block

### 100'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

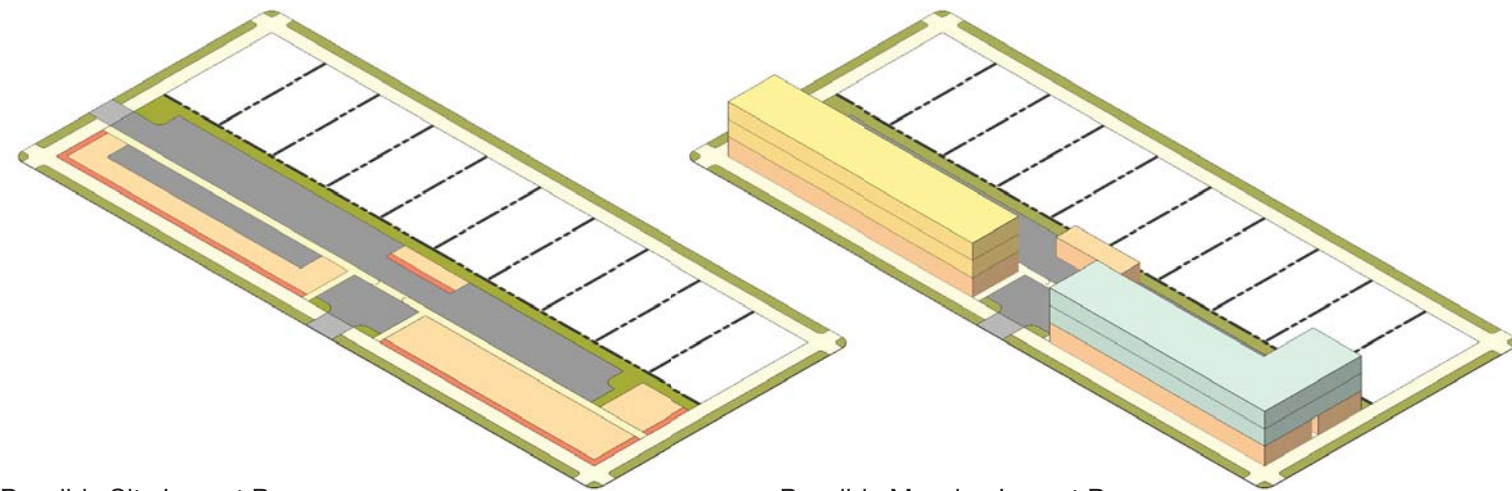


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

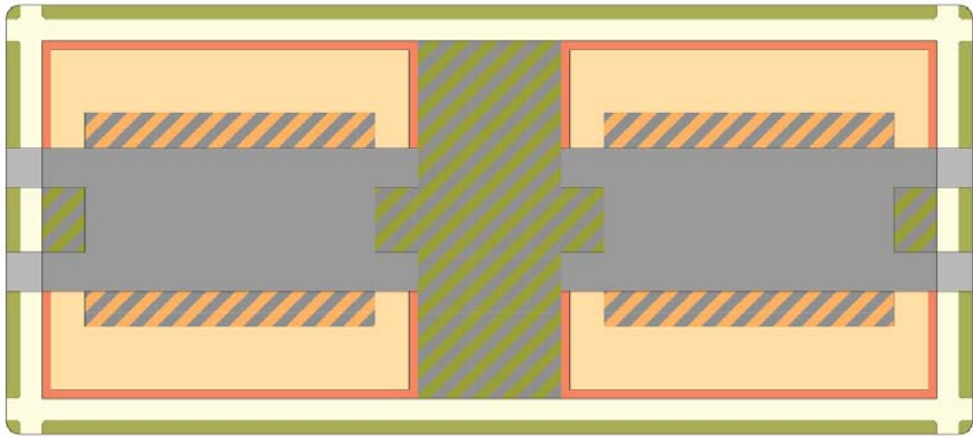
Possible Massing Layout B

# Block Types and Patterns

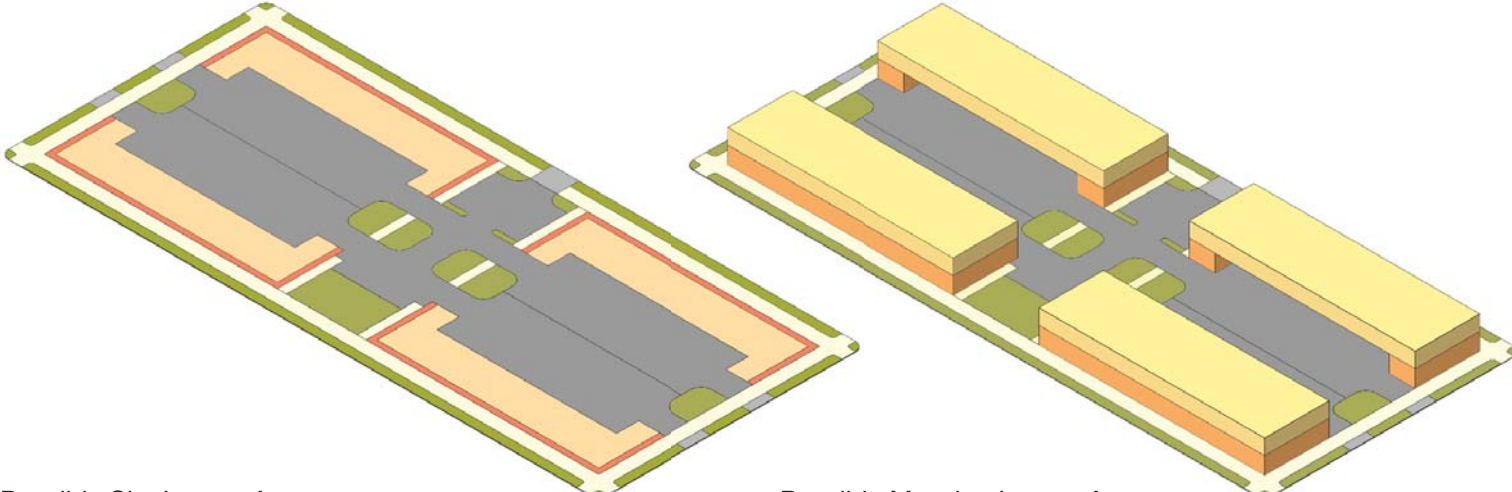
## Full Block

### 200'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

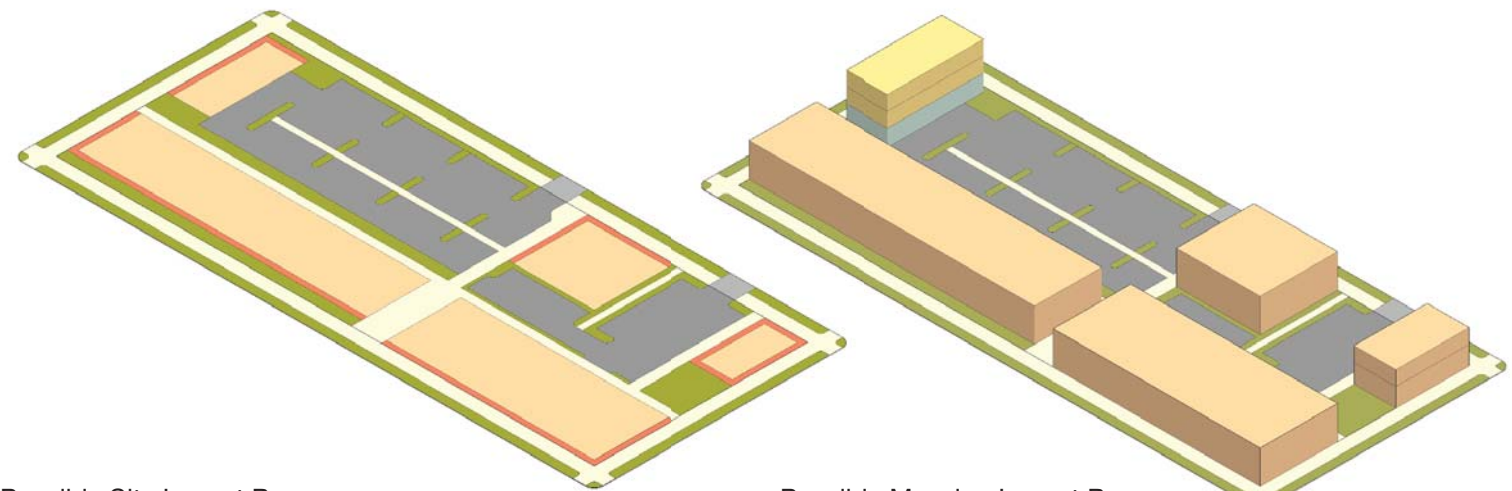


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B



# Lot Patterns

## Lot Guidelines 100' Deep Corner Lot

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

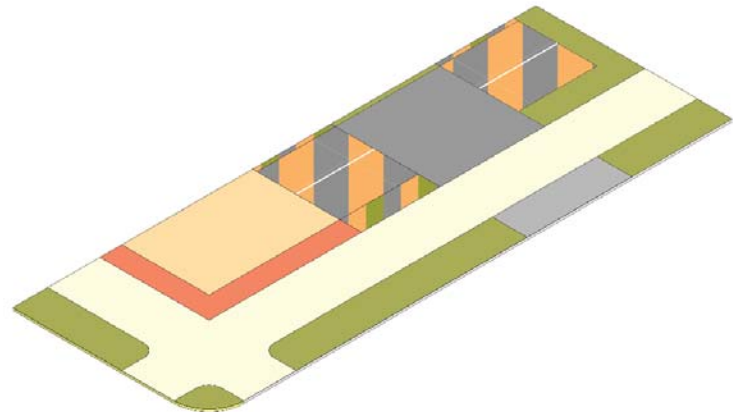
Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

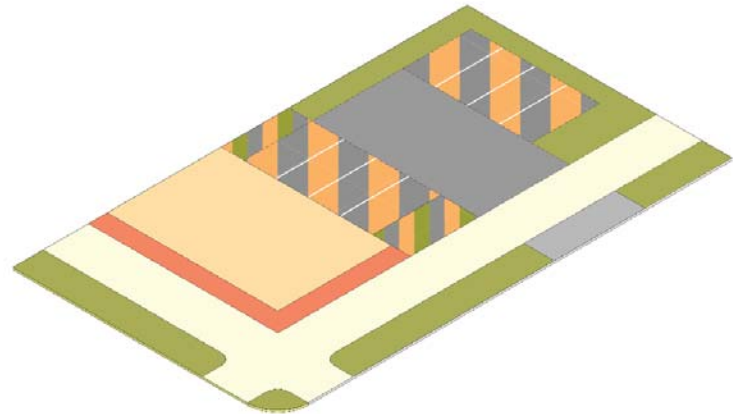
Parking-Landscaping-Building



Lot Guideline

### 25' - 50' Wide Lot

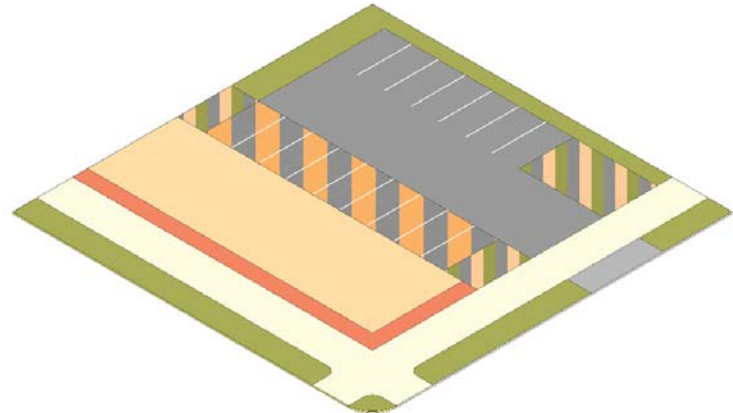
- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 5'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking
- Site less than 2,500 SF has no parking requirement for retail or office but 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 line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 5'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking



Lot Guideline

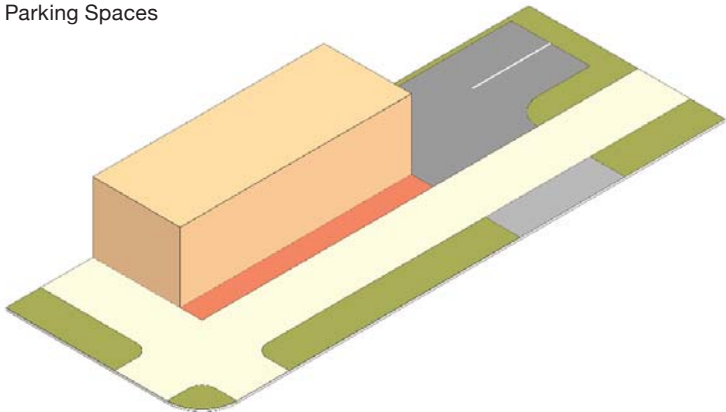
### >100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
  - Side facade: 60% active use
- 5'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

# Lot Patterns

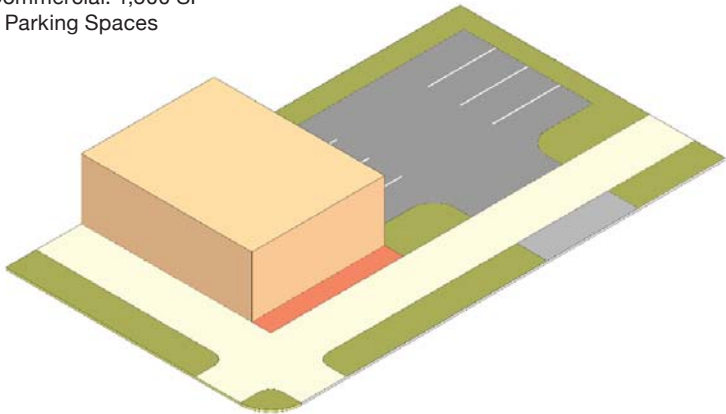
## Lot Capacities 100' Deep Corner Lot

Example: 25' X 100' Lot  
Commercial: 1,050 SF  
2 Parking Spaces



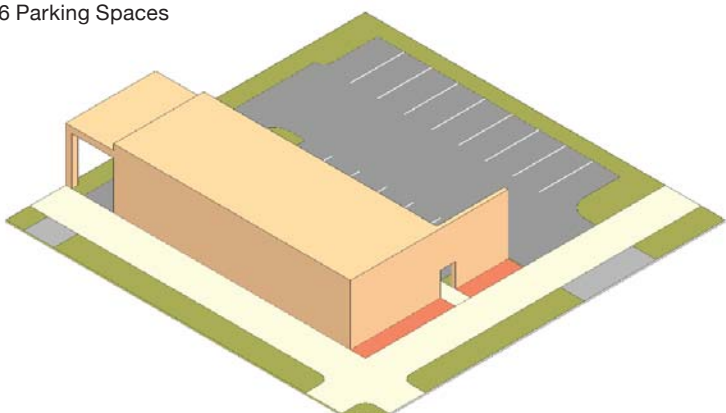
Minimum Lot Capacity

Example: 50' X 100' Lot  
Commercial: 1,500 SF  
8 Parking Spaces



Minimum Lot Capacity

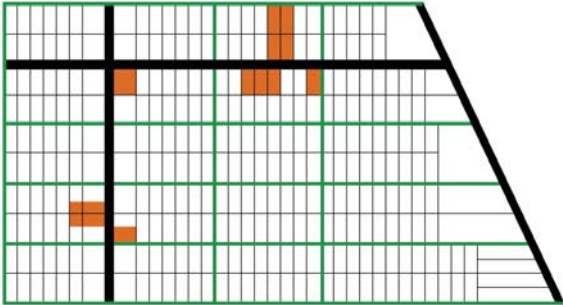
Example: 110' X 100' Lot  
Commercial: 2,750 SF  
16 Parking Spaces



Minimum Lot Capacity

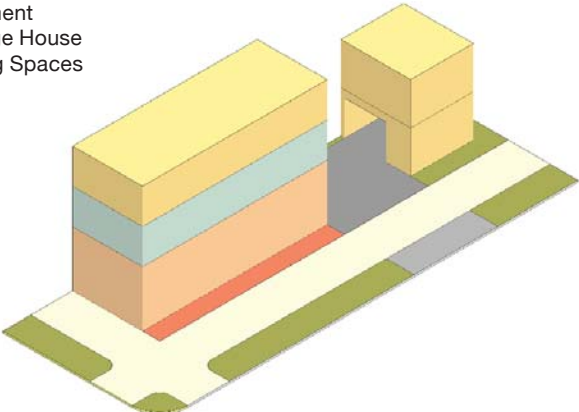
### Building Envelope and Capacity

The Building Envelope is a 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.



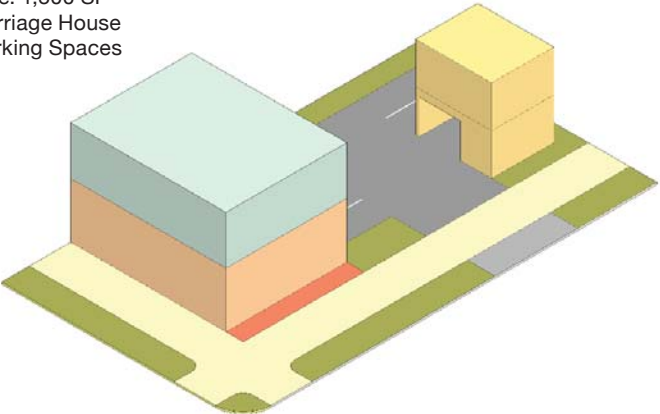
Lot Types are in orange

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



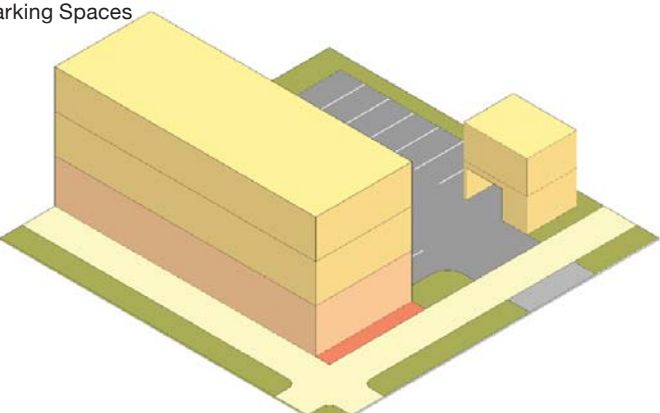
Maximum Lot Capacity

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



Maximum Lot Capacity

Commercial: 3,325 SF  
6 Apartments  
17 Parking Spaces



Maximum Lot Capacity



# Lot Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

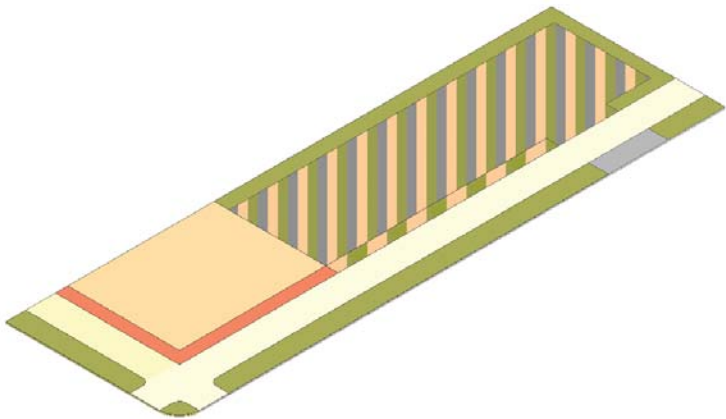
Parking-Building

Landscaping-Building

Parking-Landscaping-Building

## Lot Guidelines

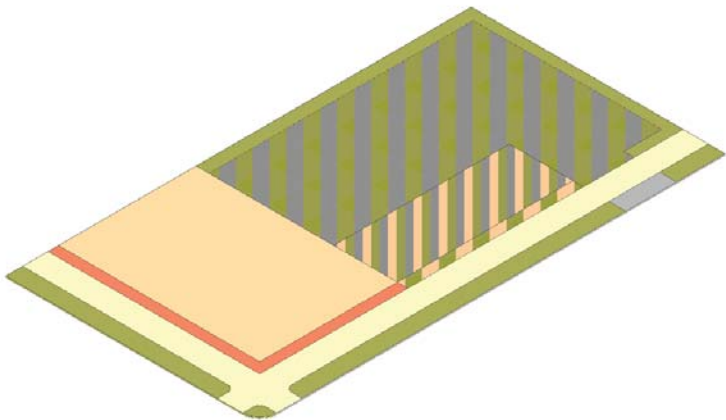
### >100' Deep Corner Lot



Lot Guideline

### 25' - 50' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" 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 line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

### >100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
  - Side facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

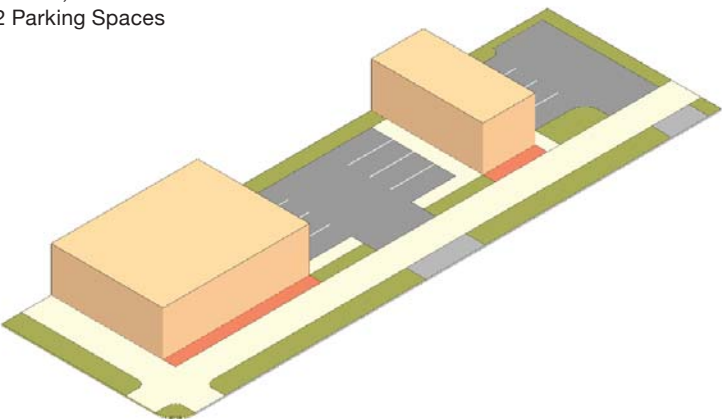
Lot Guideline

# Lot Patterns

## Lot Capacities

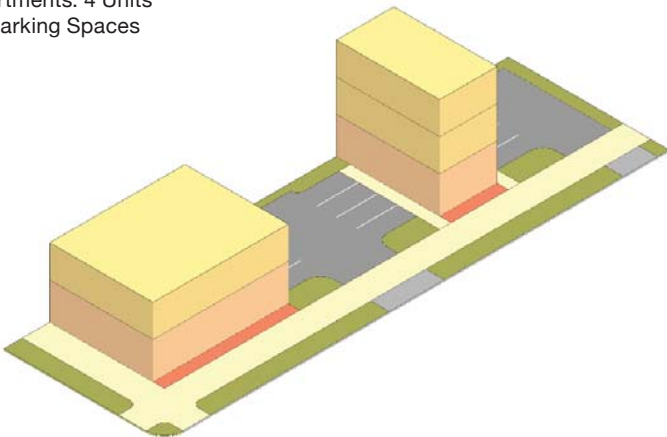
### >100' Deep Corner Lot

**Example: 50' X 150' Lot**  
Retail: 3,600 SF  
12 Parking Spaces



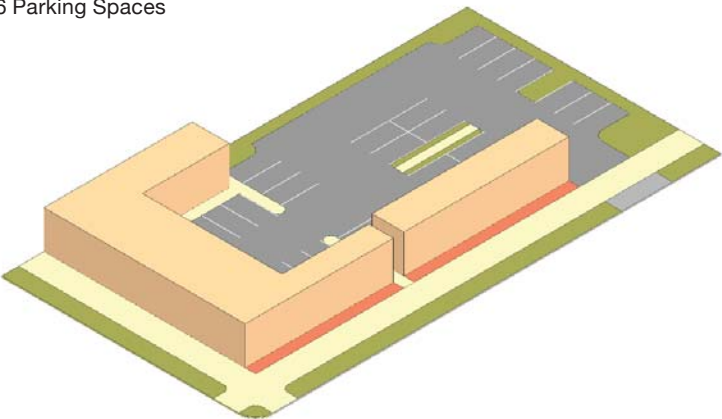
Minimum Lot Capacity

Retail: 3,600 SF  
Apartments: 4 Units  
12 Parking Spaces



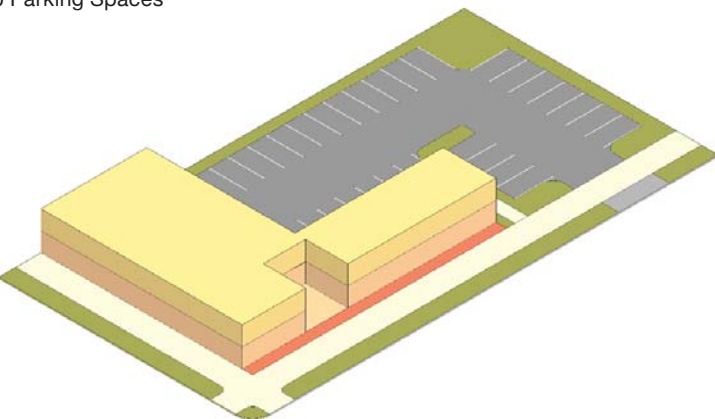
Maximum Lot Capacity

**Example: 100' X 150' Lot**  
Retail: 6,650 SF  
26 Parking Spaces



Minimum Lot Capacity

Retail: 6,100 SF  
Apartments: 6 Units  
30 Parking Spaces



Maximum Lot Capacity

**Example: 110' X 150' Lot**  
Retail: 6,650 SF  
26 Parking Spaces

Minimum Lot Capacity

Retail: 6,100 SF  
Apartments: 6 Units  
30 Parking Spaces

Maximum Lot Capacity



# 6

# Lot Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

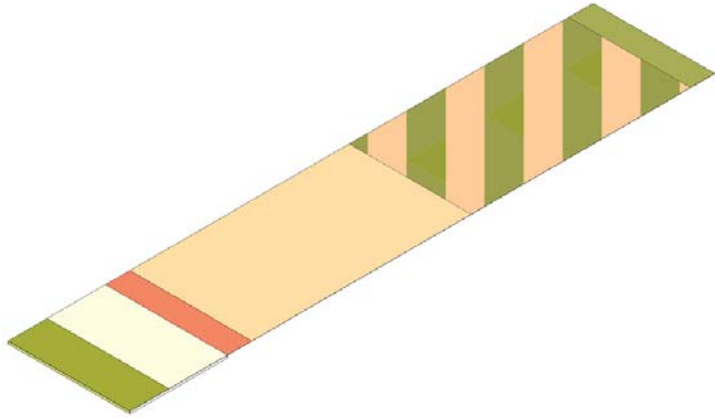
Landscaping-Building

Parking-Landscaping-Building

## Lot Guidelines

### 100' Deep Mid-Block Lot

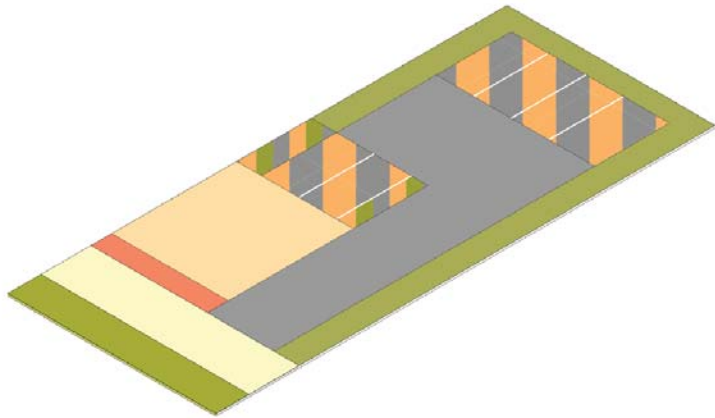
#### 25' - 50' Wide Lot



Lot Guideline

- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking
- Site less than 2,500 SF has no parking requirement for retail or office but 1.6 spaces per residential unit

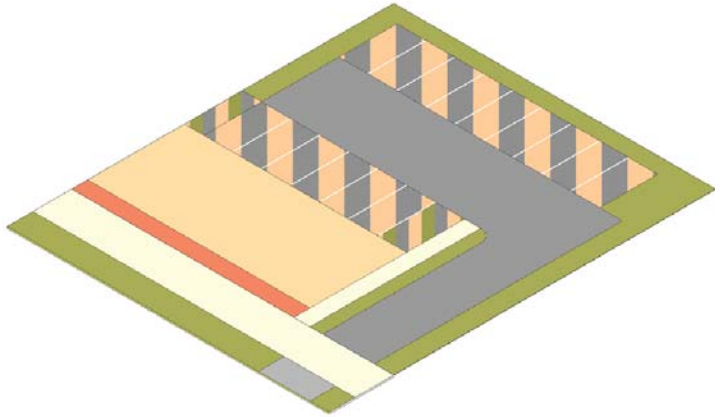
#### 50' - 100' Wide Lot



Lot Guideline

- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

#### >100' Wide Lot



Lot Guideline

- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

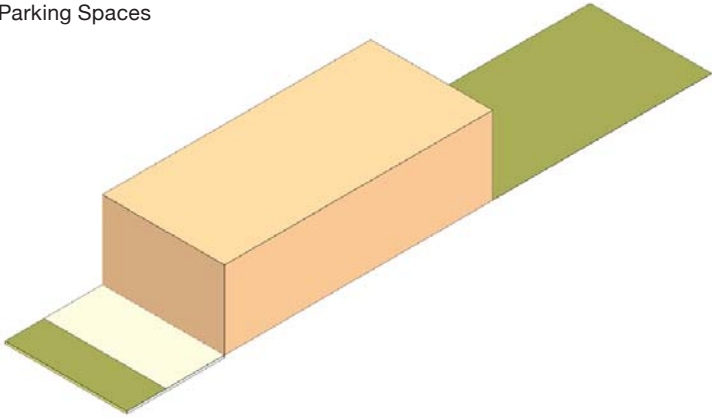
# 6

# Lot Patterns

## Lot Capacities

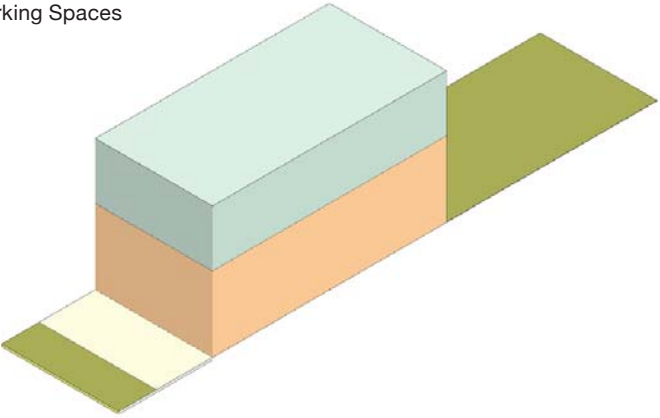
### 100' Deep Mid-Block Lot

**Example: 25' X 100' Lot**  
Commercial: 1,375 SF  
0 Parking Spaces



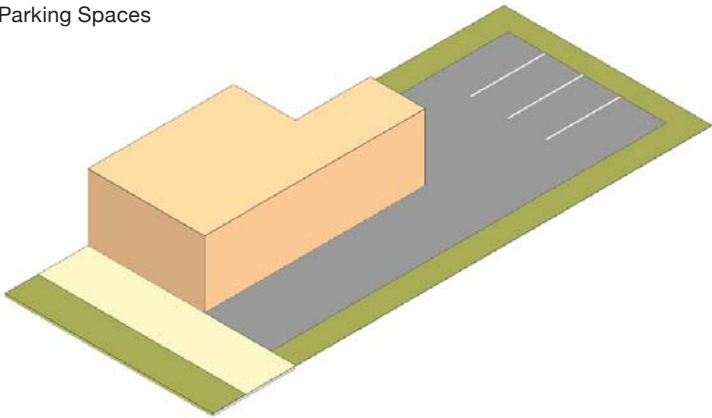
Minimum Lot Capacity

Commercial: 1,250 SF  
Office: 1,250 SF  
0 Parking Spaces



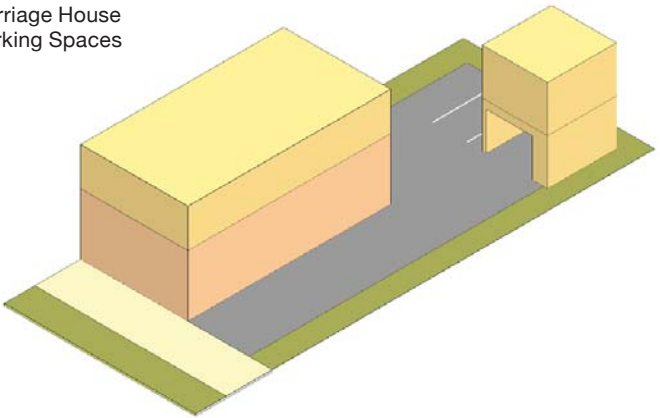
Maximum Lot Capacity

**Example: 50' X 100' Lot**  
Commercial: 1,300 SF  
4 Parking Spaces



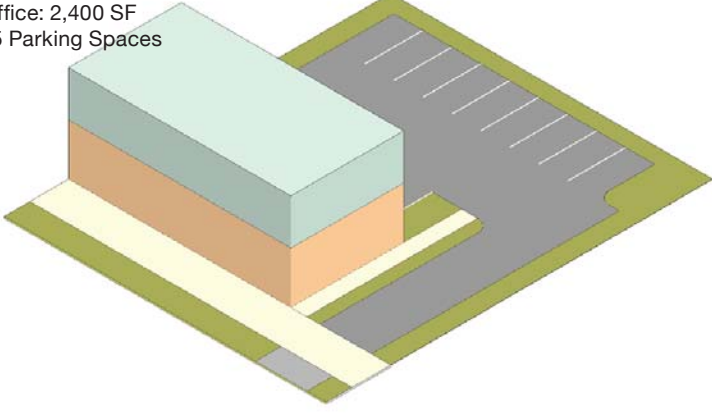
Minimum Lot Capacity

Commercial: 1,500 SF  
2 Apartment Units  
1 Carriage House  
5 Parking Spaces



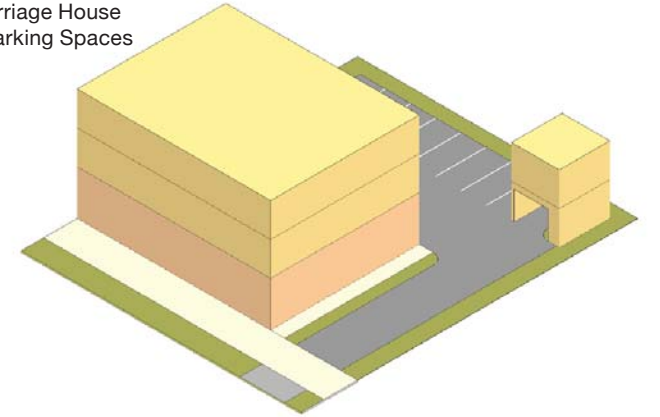
Maximum Lot Capacity

**Example: 110' X 100' Lot**  
Retail: 2,400 SF  
Office: 2,400 SF  
15 Parking Spaces



Minimum Lot Capacity

Retail: 2,400 SF  
8 Apartments  
1 Carriage House  
15 Parking Spaces

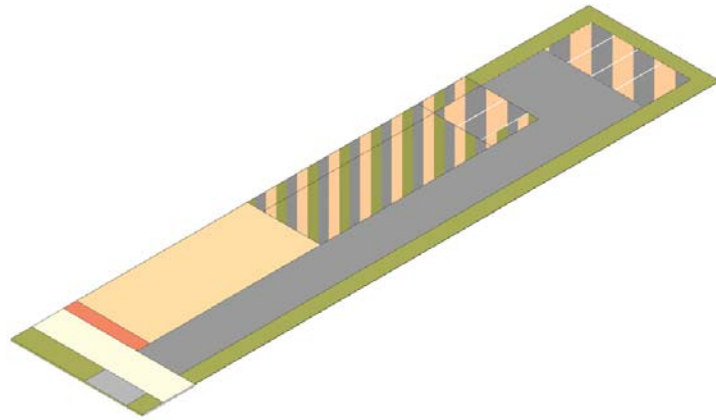
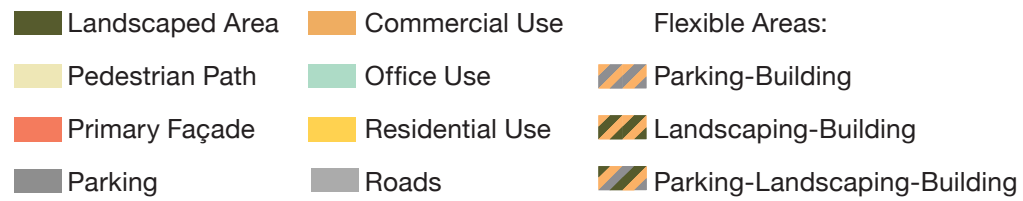


Maximum Lot Capacity



# Lot Patterns

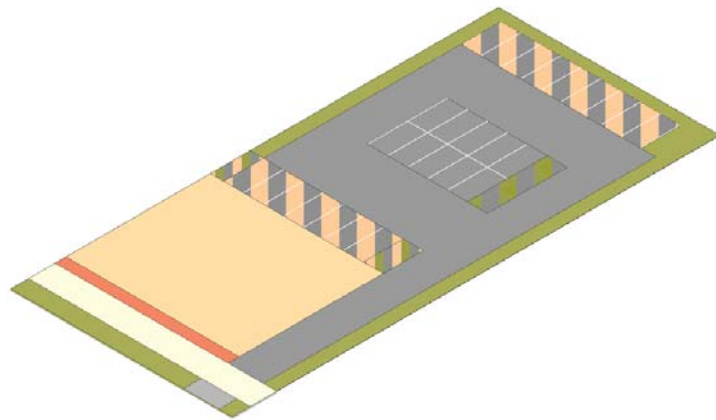
### >100' Deep Mid-Block Lot



## Lot Guideline

## 50' Wide Lot

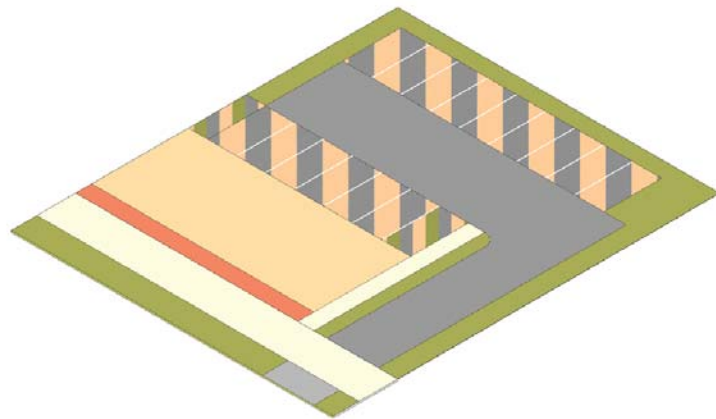
- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking



## Lot Guideline

## 50' - 100' Wide Lot

- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking



## Lot Guideline

## >100' Wide Lot

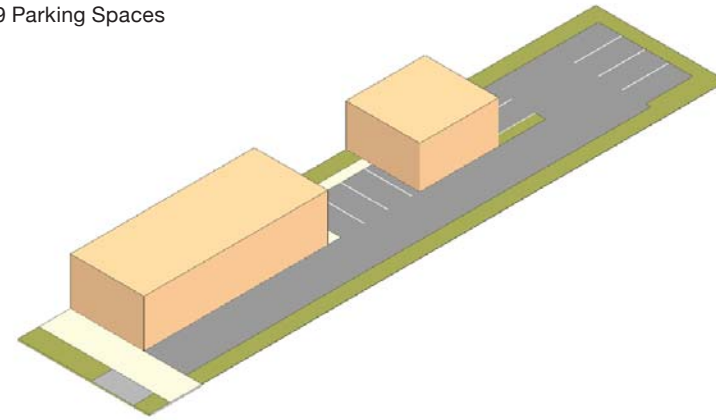
- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

# Lot Patterns

## Lot Capacities

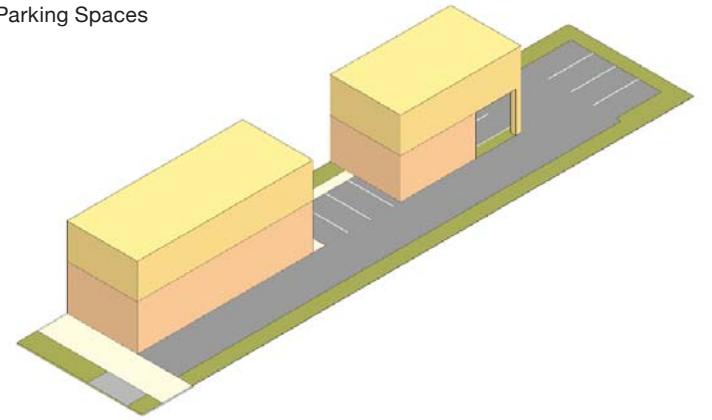
### >100' Deep Mid-Block Lot

**Example: 50' X 200' Lot**  
Commercial: 2,800 SF  
9 Parking Spaces



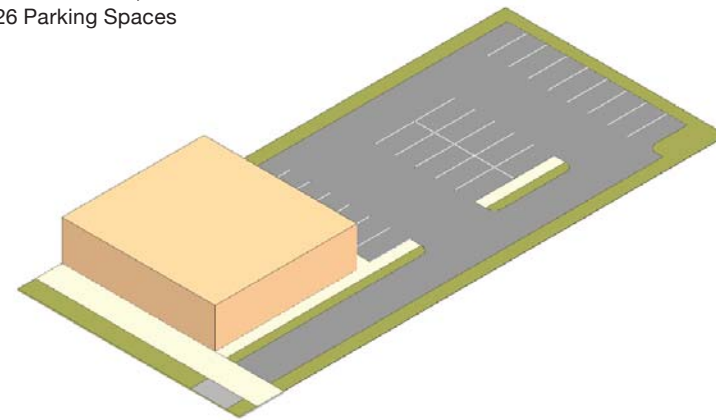
### Minimum Lot Capacity

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



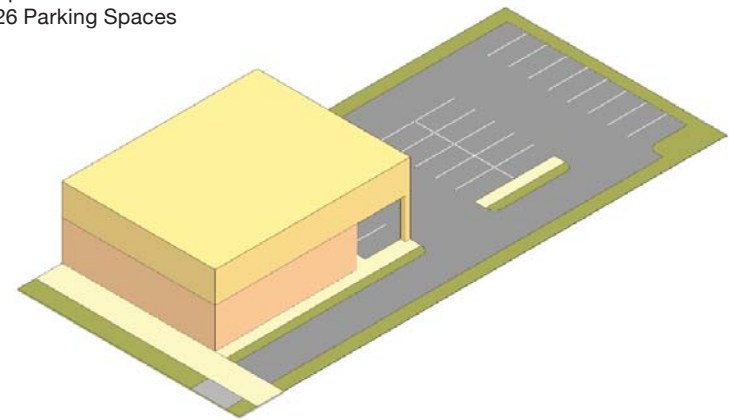
### Maximum Lot Capacity

**Example: 100' X 200t' Lot**  
Commercial: 4,400 SF  
26 Parking Spaces



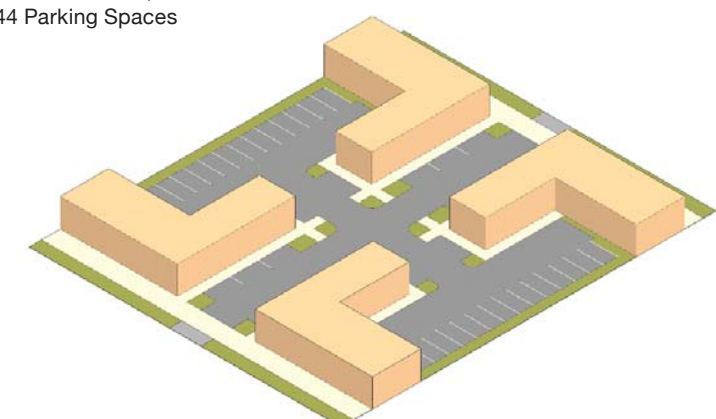
### Minimum Lot Capacity

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



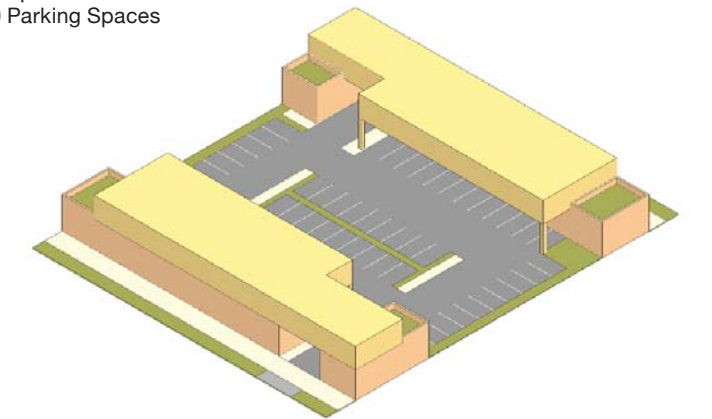
### Maximum Lot Capacity

**Example: 200' X 200' Lot**  
Commercial: 13,200 SF  
44 Parking Spaces



### Minimum Lot Capacity

Commercial: 12,000 SF  
16 Apartments  
60 Parking Spaces



### Maximum Lot Capacity



# Architectural Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

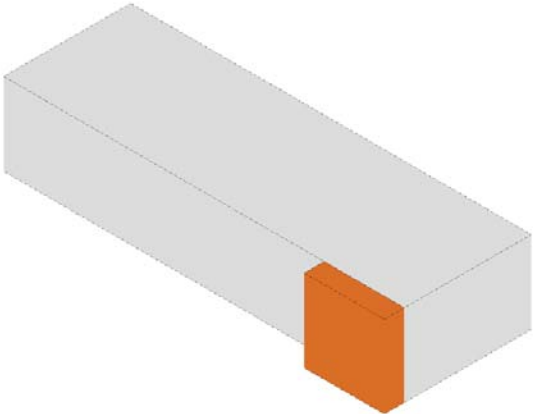
## One-Story Buildings

### Vertical

- Facades less than 80’ in length are not required to have relief of the buidling footprint; however the long mass of the façade should be articulated into elements which range proportioanlly 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 located 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 22’.
- The preferred massing and facade composition shall be two-story.



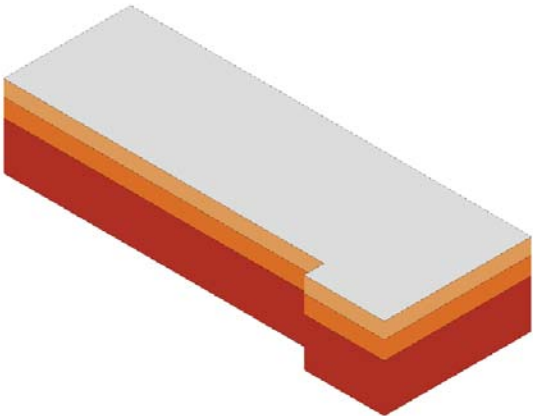
Vertical Articulation

### Horizontal

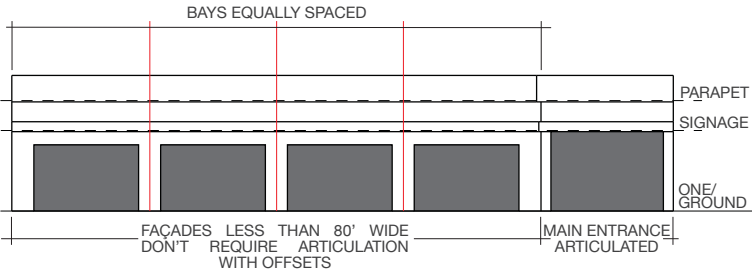
- Every building has a base, middle and top.

### Composition

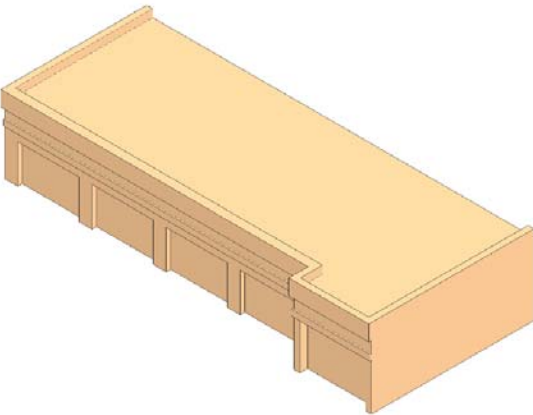
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly

# Architectural Patterns

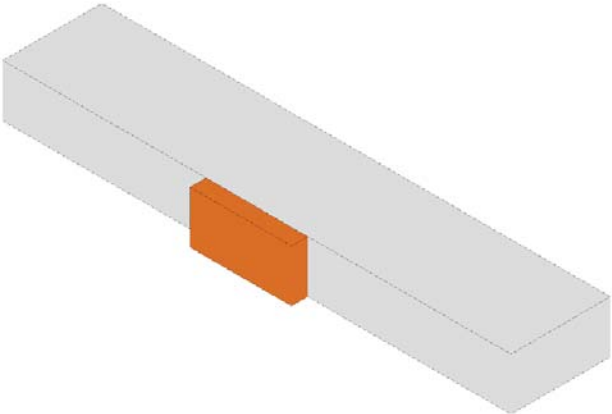
## One-Story Buildings

### Vertical

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- 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’.
- The preferred massing and facade composition shall be two-story.



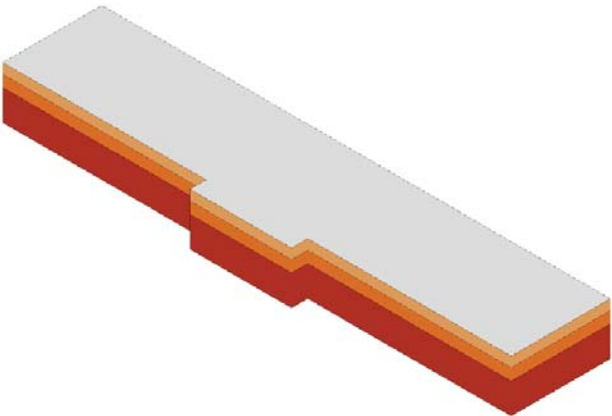
Vertical Articulation

### Horizontal

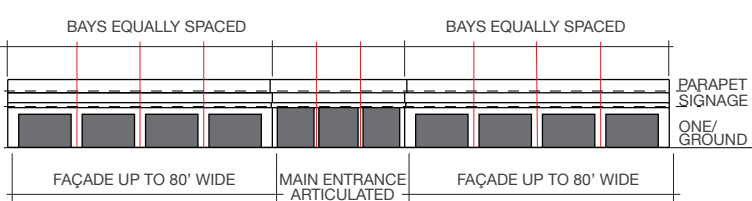
- Every building has a base, middle and top.

### Composition

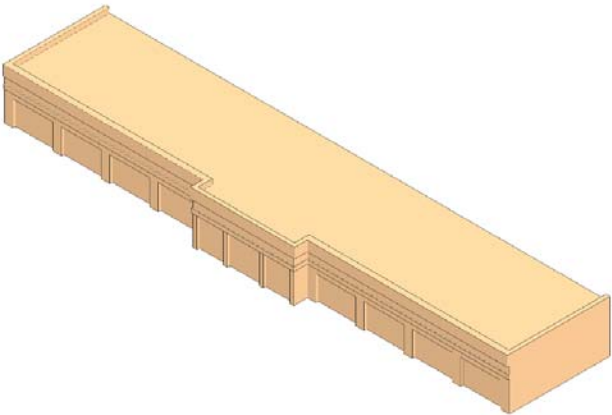
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly



# Architectural Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

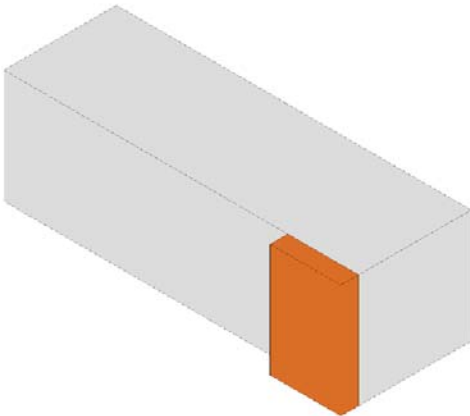
## Two-Story Buildings

### Vertical

- Facades less than 80’ in length are not required to have relief of the buidling footprint; however the long mass of the façade should be articulated into elements which range proportioanlly 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 a offset entry located on the end of the building as a means to bring relief to the uninterrupted facade.

### Massing

- Prefered minimum facade height in facade zones is 30’.



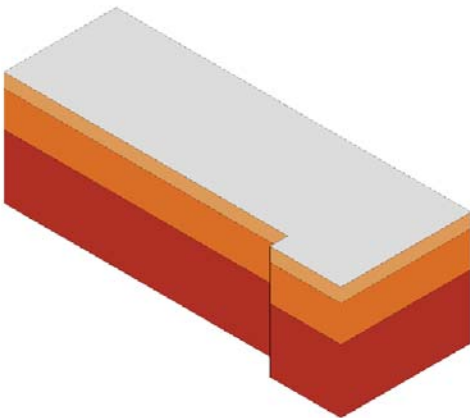
Vertical Articulation

### Horizontal

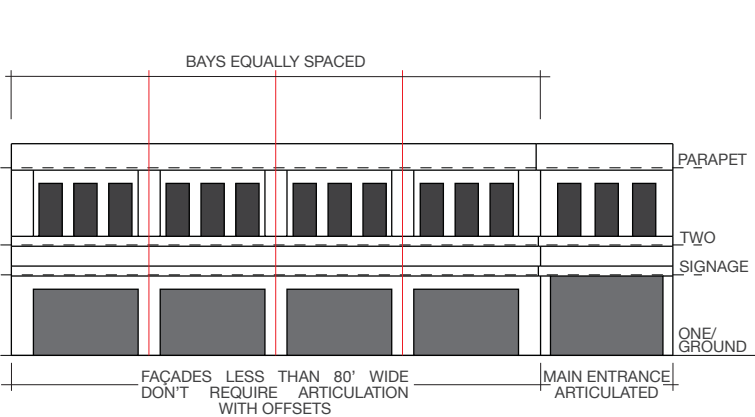
- Every building has a base, middle and top.

### Composition

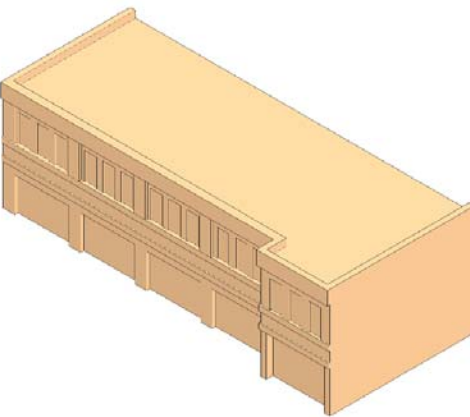
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly

# Architectural Patterns

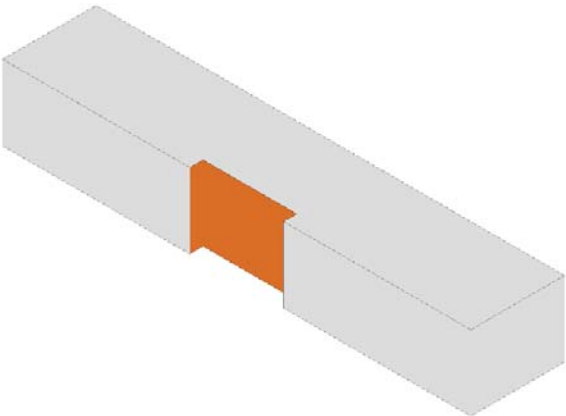
## Two-Story Buildings

### Vertical

- Facades greater than 80’ in length are required to have relief of the buidling footprint; the long mass of the façade should be articulated into bays which 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.
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- Prefered minimum facade height in facade zones is 30’.



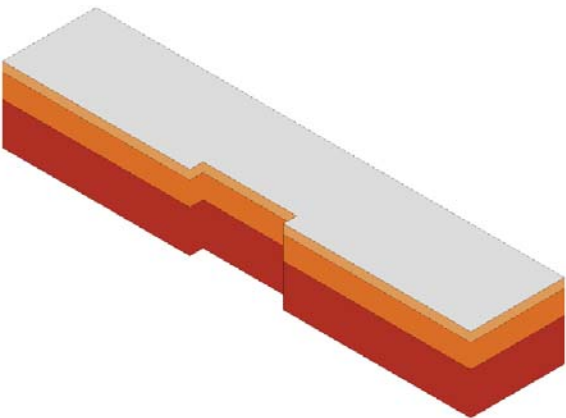
Vertical Articulation

### Horizontal

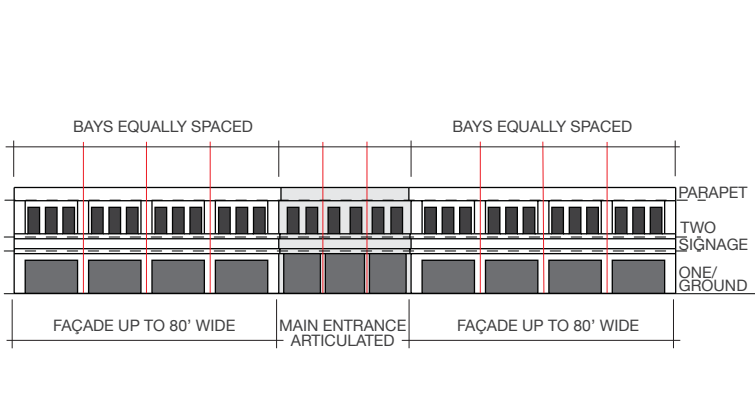
- Every building has a base, middle and top.

### Composition

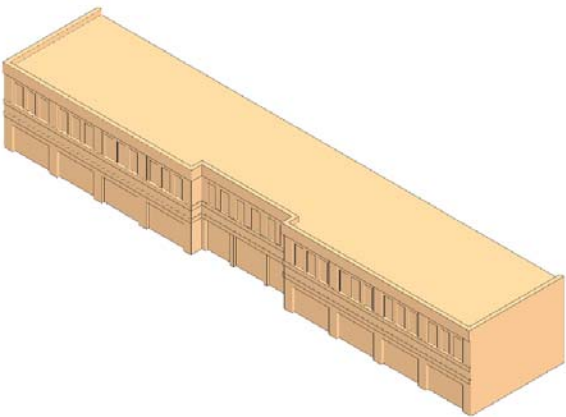
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly



# Architectural Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

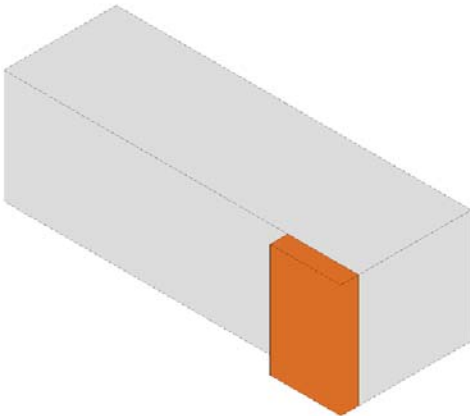
Landscaping-Building

Parking-Landscaping-Building

## Multi-Story Buildings

### Vertical

- Facades less than 80’ in length are not required to have relief of the buidling footprint; however the long mass of the façade should be articulated into elements which range proportioanlly 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 a offset entry located on the end of the building as a means to bring relief to the uninterrupted facade.



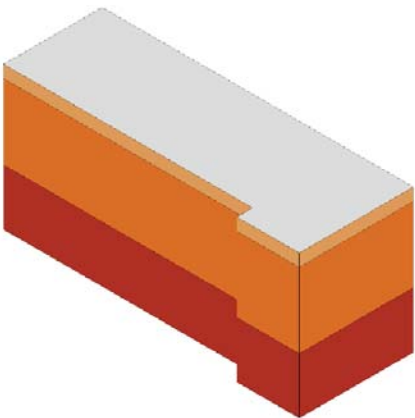
Vertical Articulation

### Horizontal

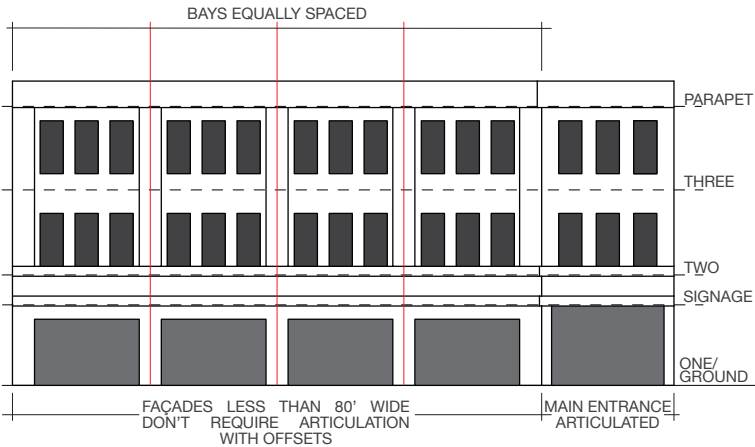
- Every building has a base, middle and top.

### Composition

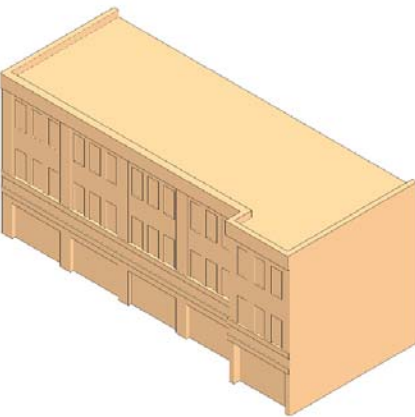
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



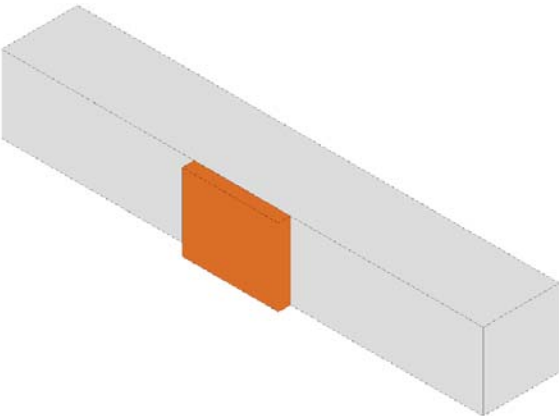
Assembly

# Architectural Patterns

## Multi-Story Buildings

### Vertical

- Facades greater than 80’ in length are required to have relief of the buidling footprint; the long mass of the façade should be articulated into bays which 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.



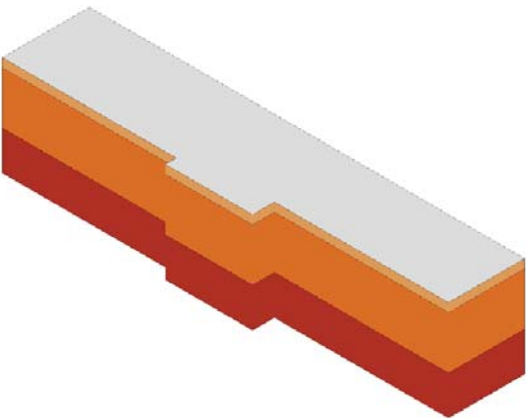
Vertical Articulation

### Horizontal

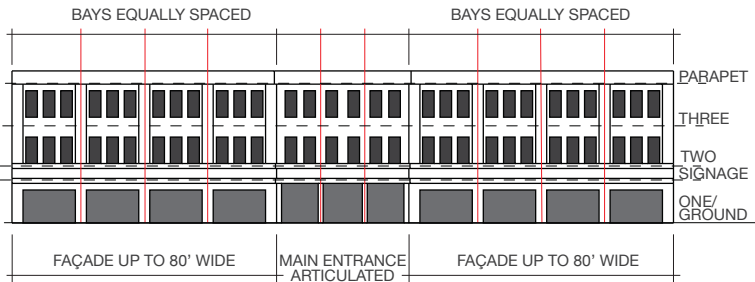
- Every building has a base, middle and top.

### Composition

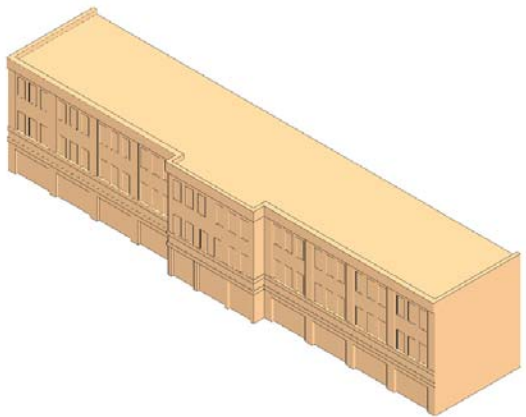
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



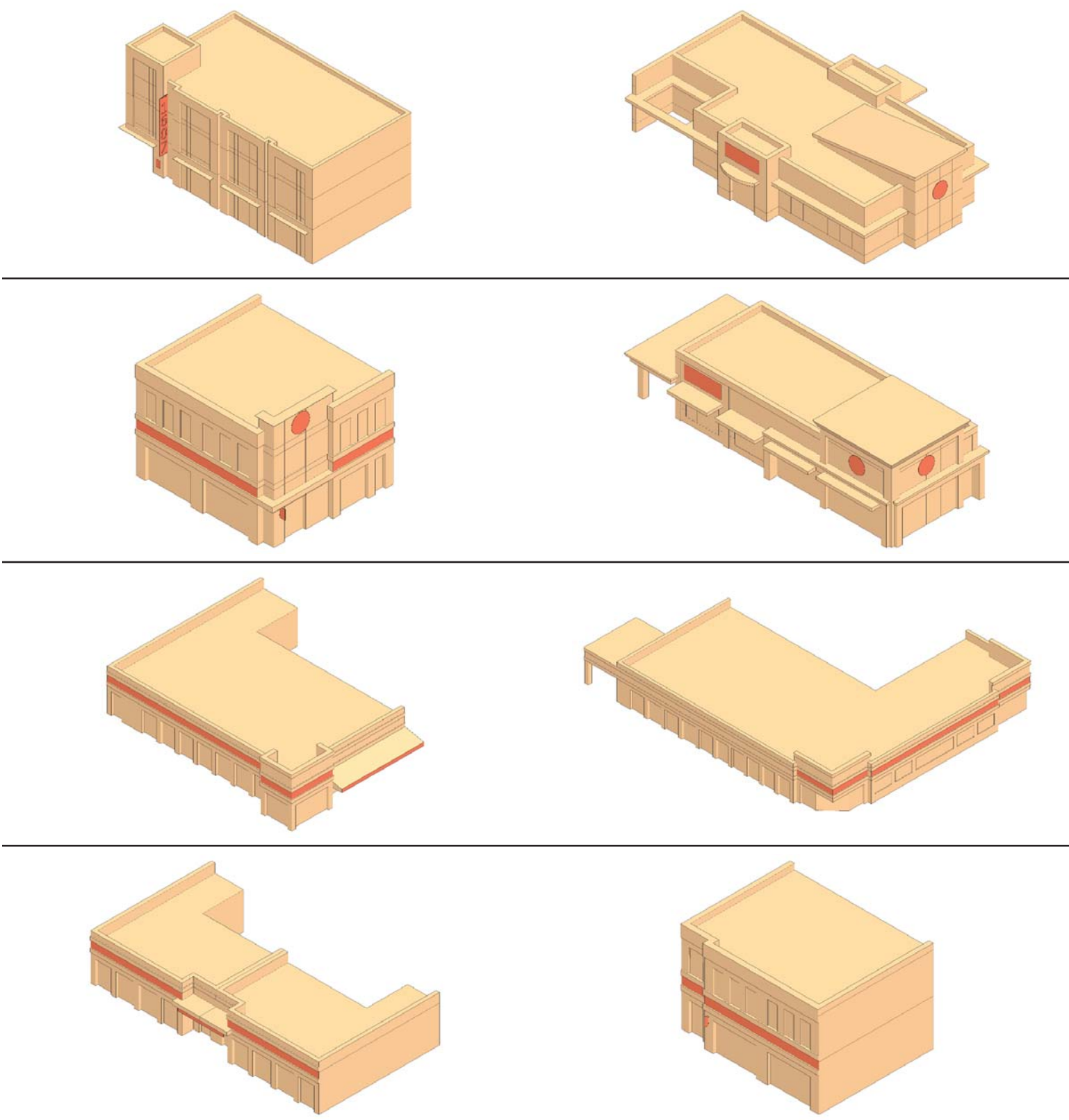
Assembly



# Signage

- Primary horizontal signage should be placed in the façade 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

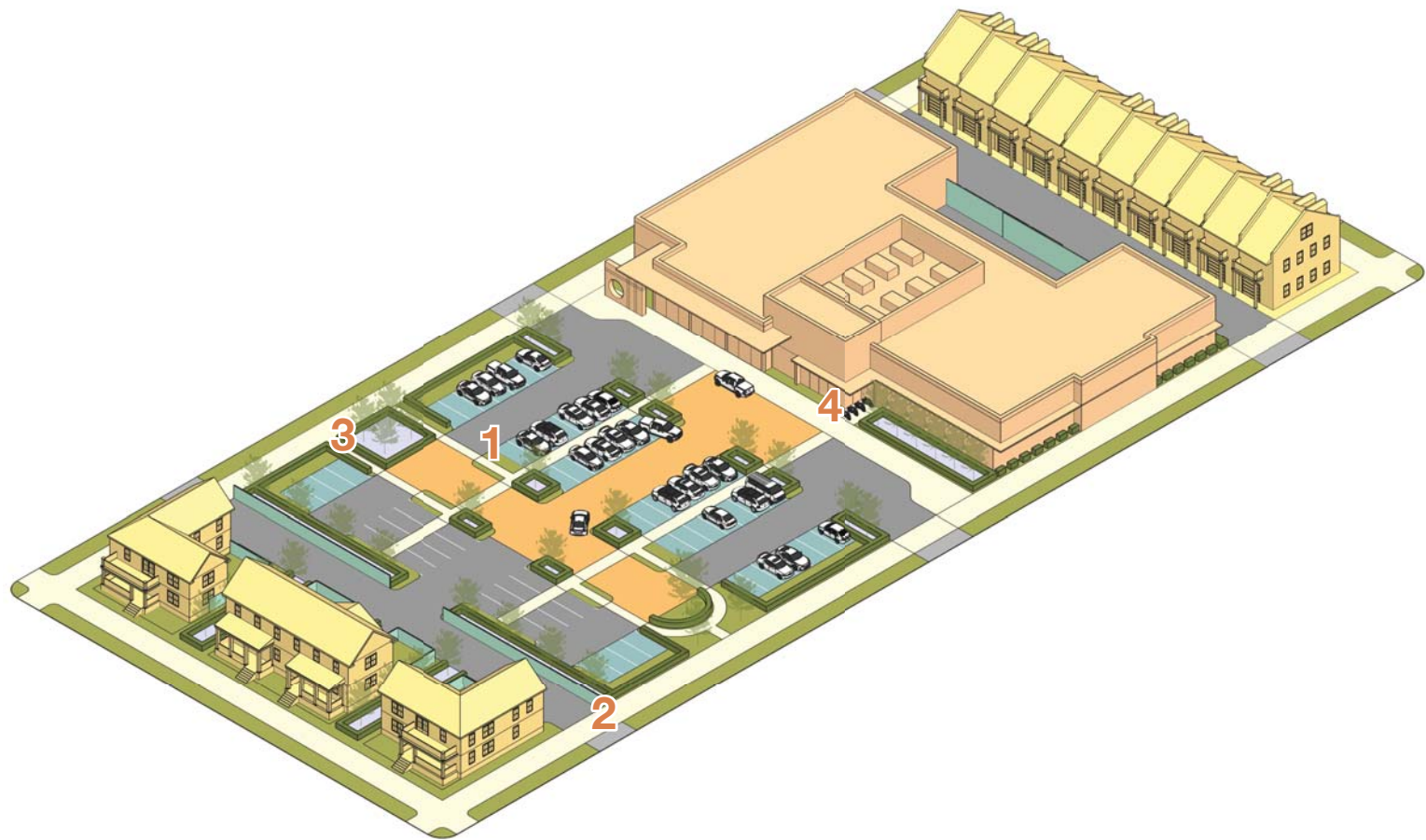




# Site Amenities

- Commercial sites can utilize amenities to attract customers and blend in well with the contextual neighborhood.
- Publicly accessible and visible a
- The outer perimeter of awnings and canopies provide good placement for pedestrian oriented signage

## 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

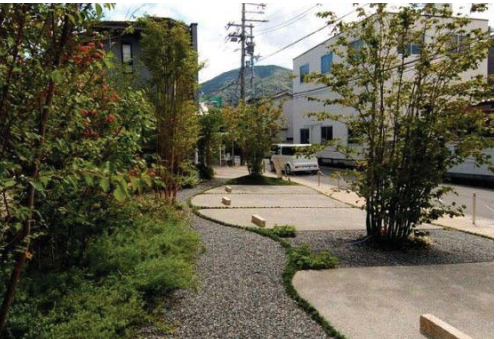
# Site Amenities

- 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 10

## Street Level Landscaping



# Landscaping 10

## 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 halmifolia*)
- Marsh elder (*Iva frutescens*)

### Perennials

- Hibiscus (*Hibiscus moscheutos*)
- Marsh mallow (*Kosteletzkya virginica*)
- Asters (*Aster* spp.)
- Blanket flower (*Gaillardia* spp.)
- Goldenrods (*Solidago* spp.)





# Applications

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

## Development Concept

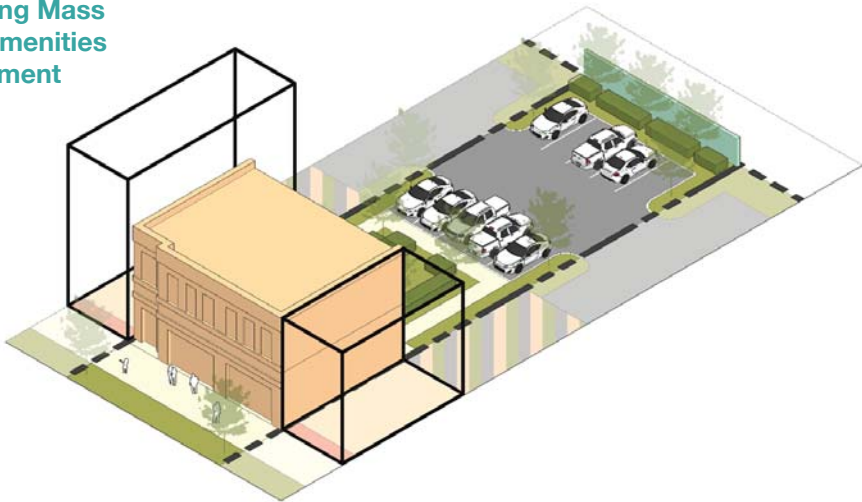
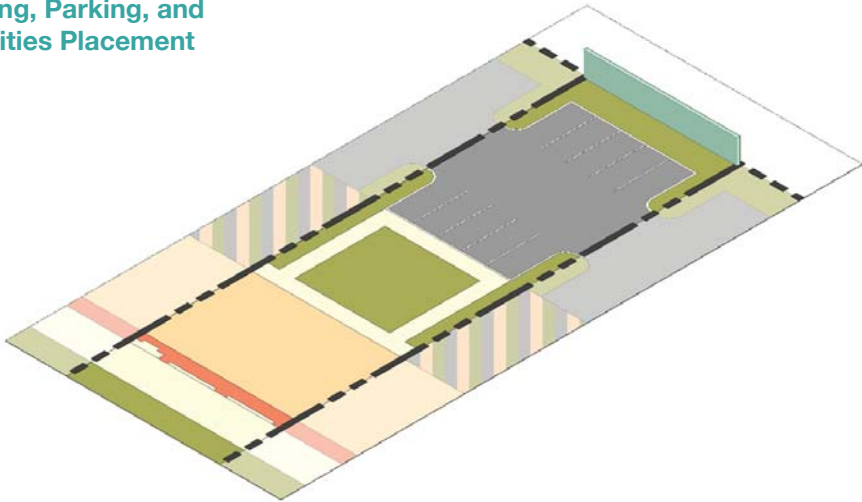
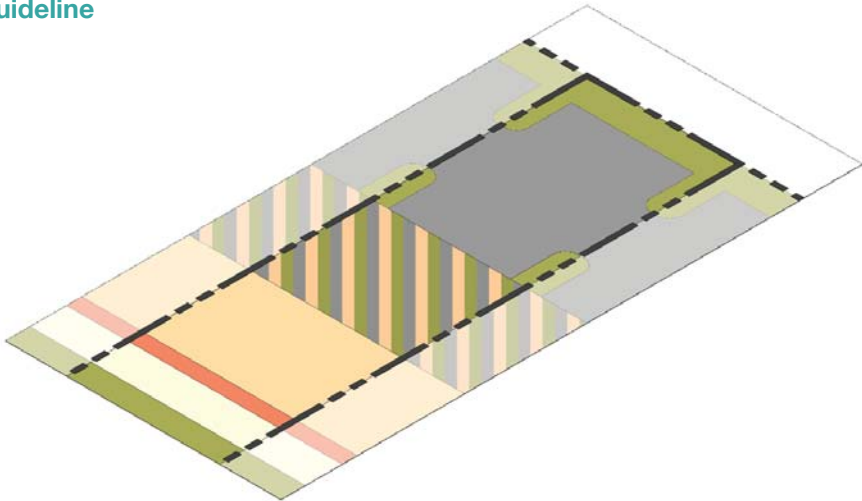
### In-Line Mixed-Use

#### Lot Guideline

- 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 refuge

#### Building, Parking, and Amenities Placement

#### Building Mass and Amenities Placement



# Applications

## Development Concept

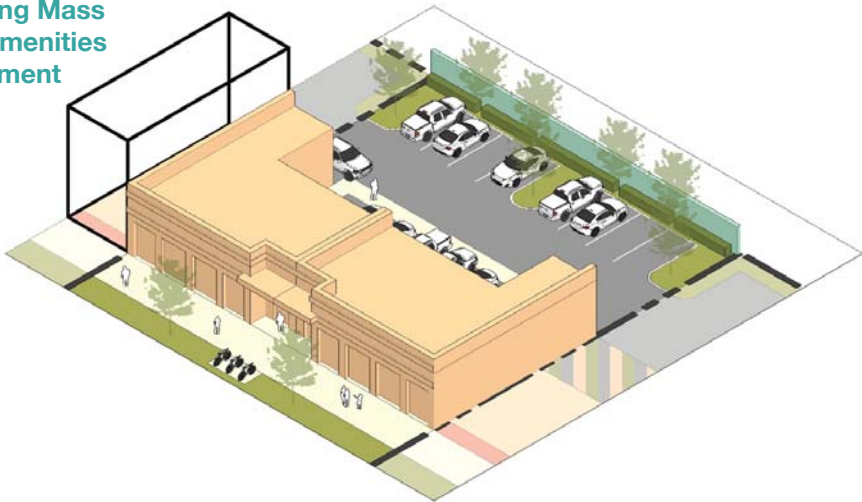
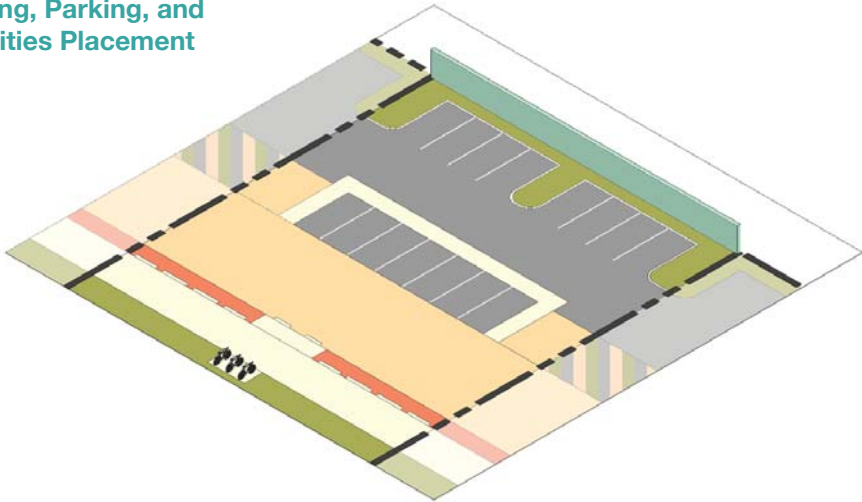
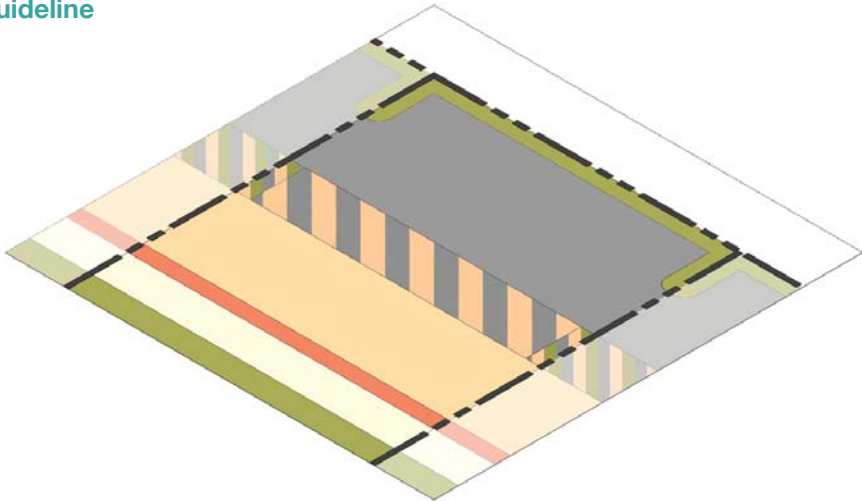
### In-Line Commercial

#### Lot Guideline

- 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; though 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 refuge structures as needed.

#### Building, Parking, and Amenities Placement

#### Building Mass and Amenities Placement





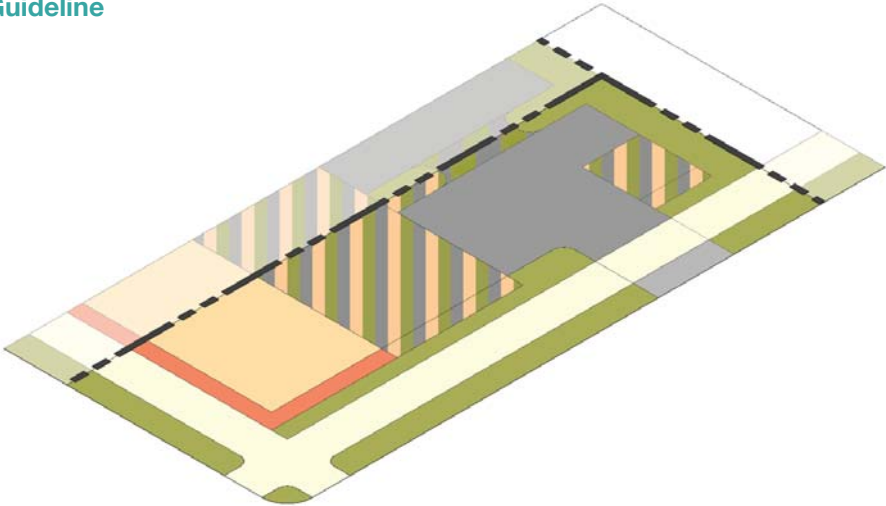
# Applications

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

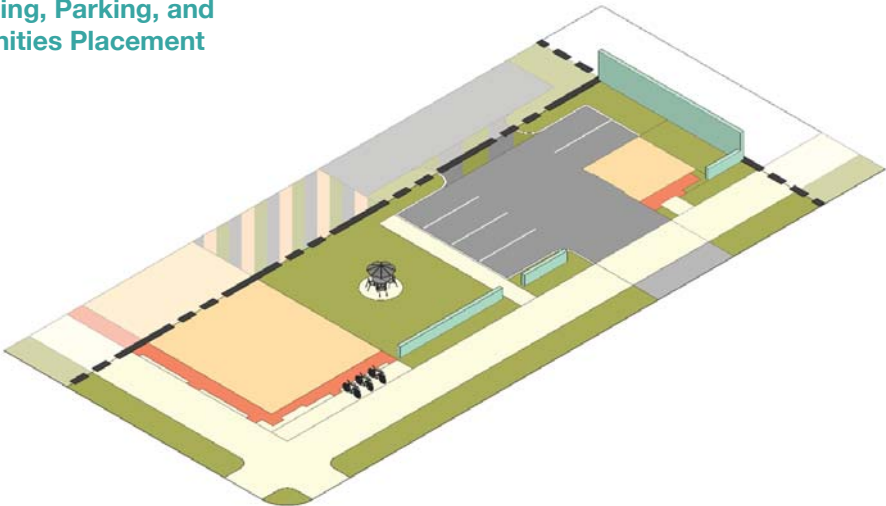
## Development Concept

### Stand-Alone Mixed-Use

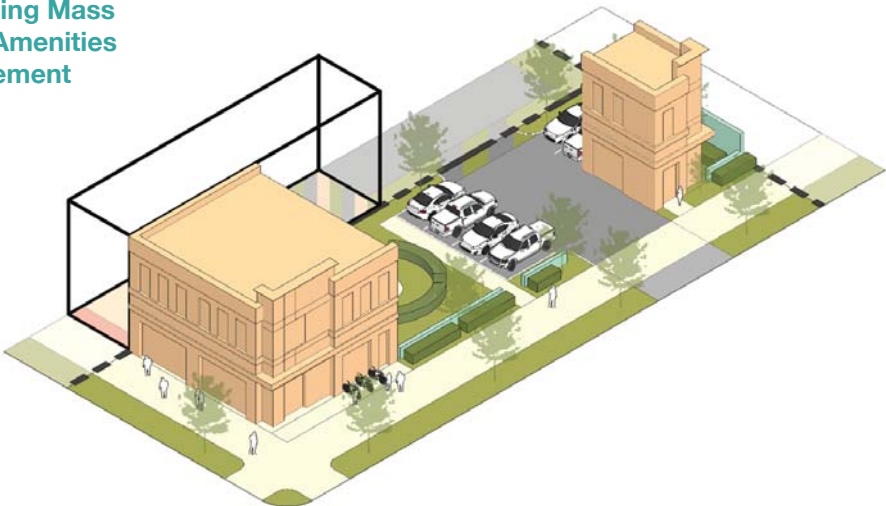
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement

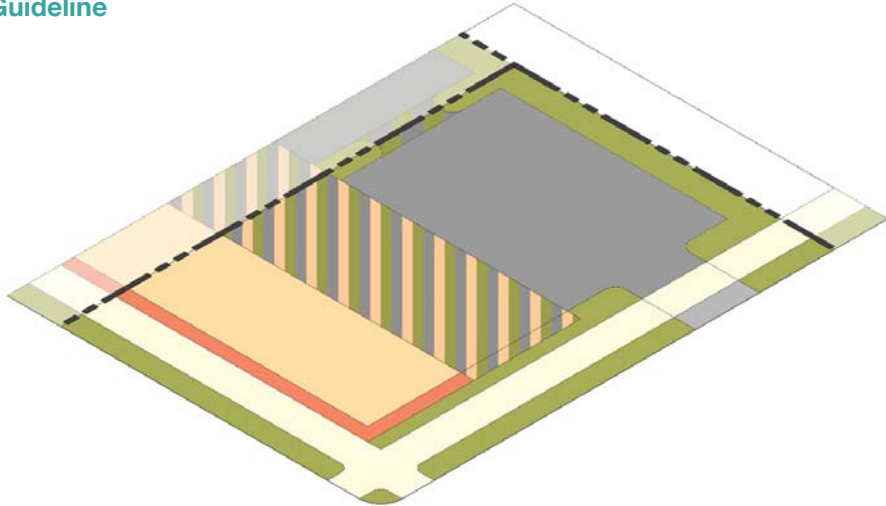


# Applications

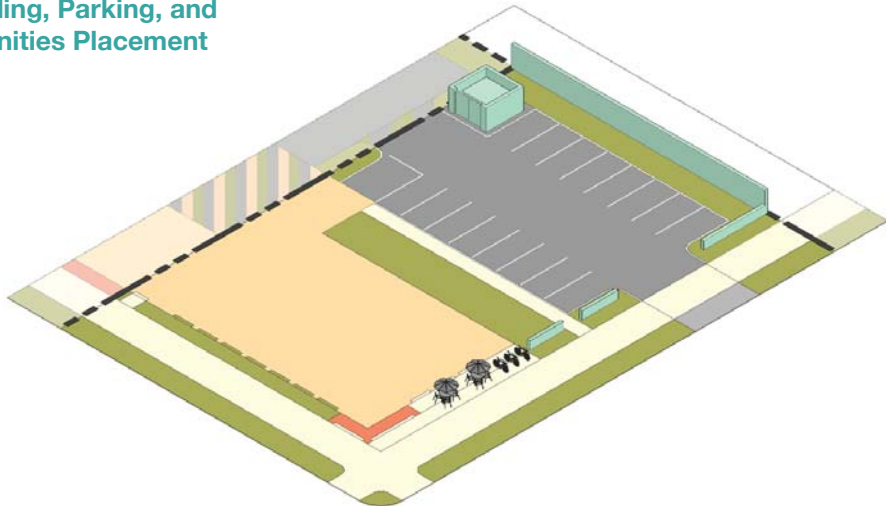
## Development Concept

### Small-Box Commercial

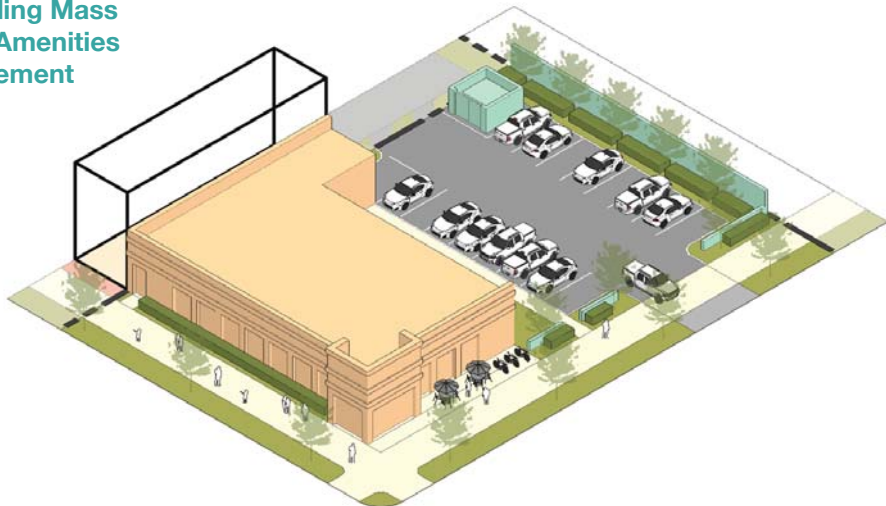
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement





# Applications

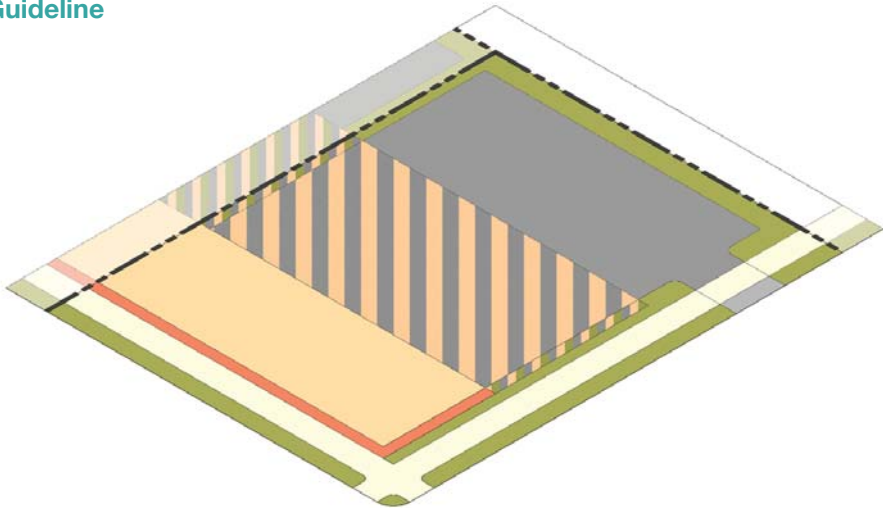
Landscaped Area	Commercial Use	Flexible Areas:
Pedestrian Path	Office Use	Parking-Building
Primary Façade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

## Development Concept

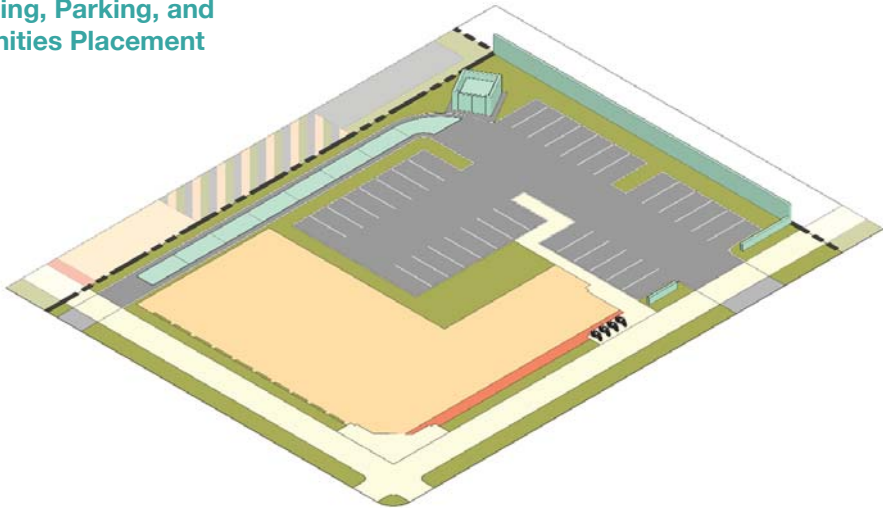
### Medium-Box Retail

Lot Guideline

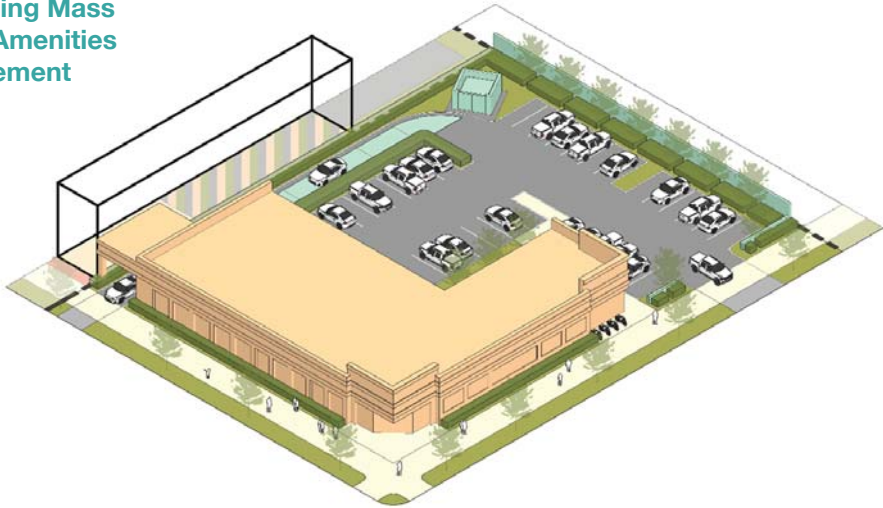
- 200' wide X 150' deep mid-block lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown, and complete at drive-thru
- Amenities include ample open space (with potential for stormwater management), public access bicycle locks, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuge, and vehicle stacking for drive-thru
- Amenities required, but not shown, include long-term bike storage



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement



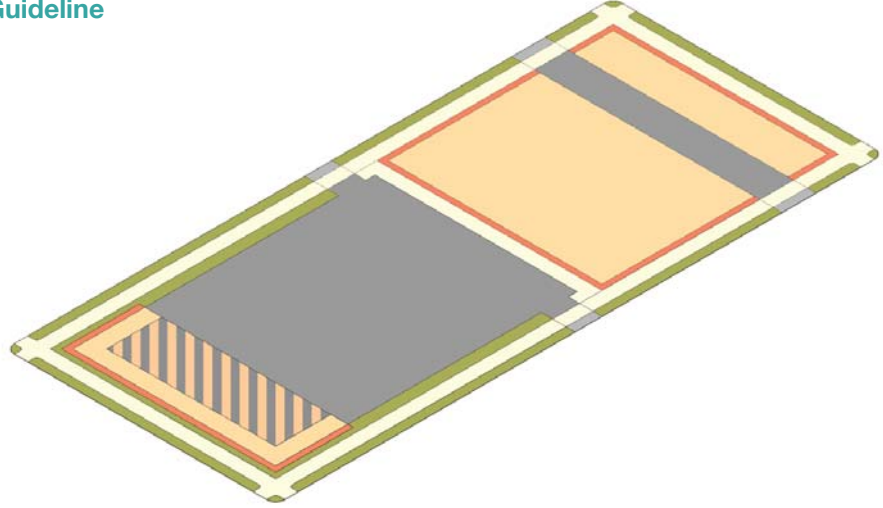
# Applications

## Development Concept

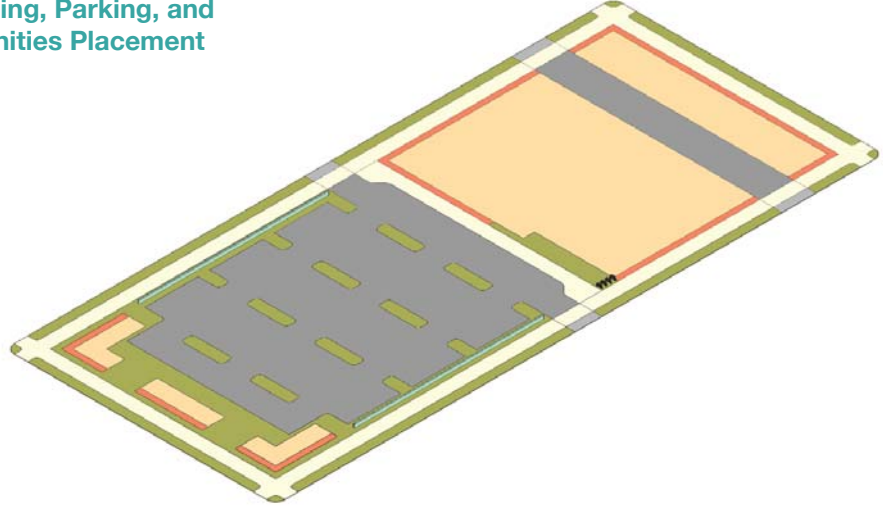
### Big-Box Retail

Lot Guideline

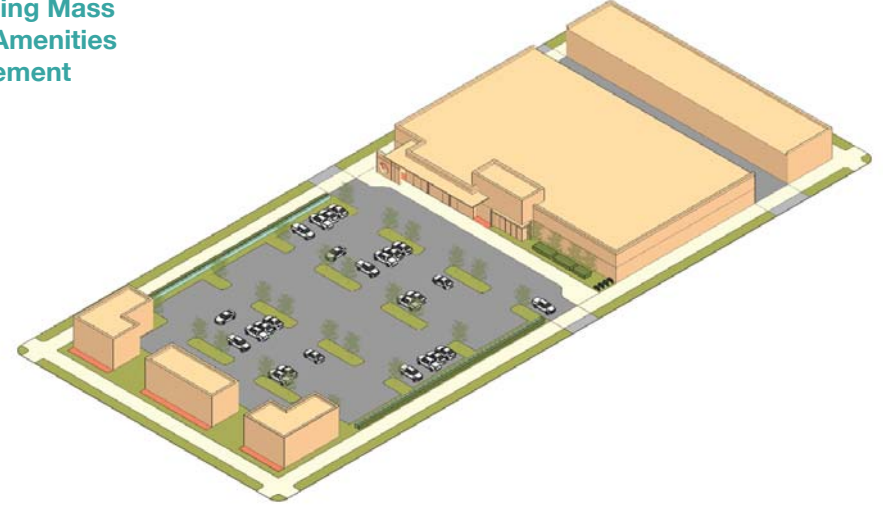
- 500' wide X 200' full block lot condition
- WORK IN PROGRESS



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement





# Applications

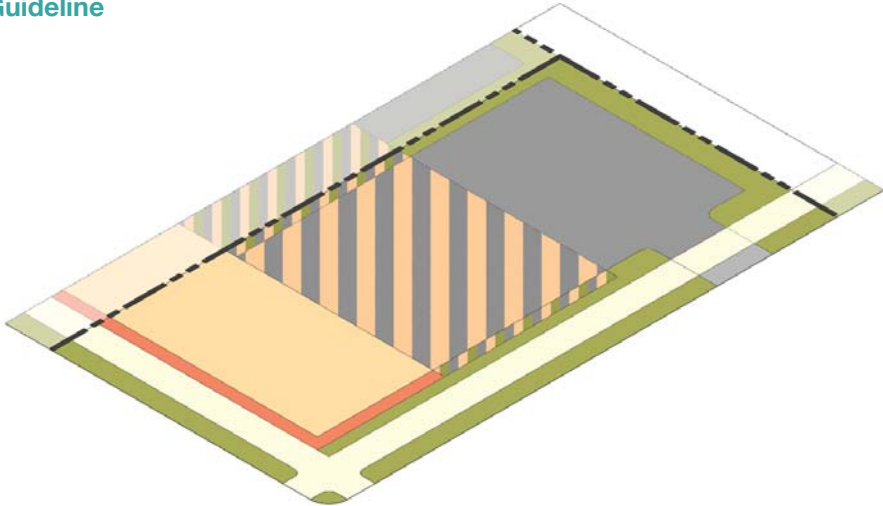
Landscaped Area	Commercial Use	Flexible Areas:
Pedestrian Path	Office Use	Parking-Building
Primary Façade	Residential Use	Landscaping-Building
Parking	Roads	Parking-Landscaping-Building

## Development Concept

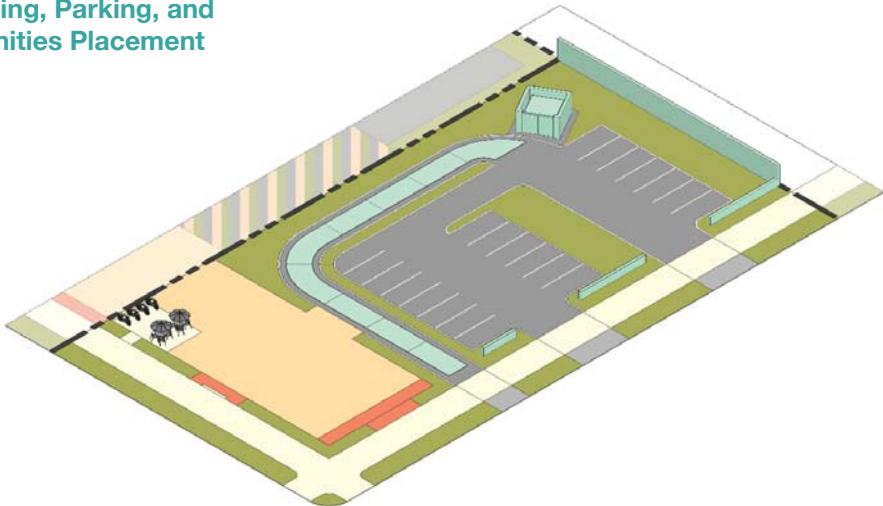
### Drive-Through

- 150' 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 refuge, and vehicle stacking for drive-thru
- Amenities required, but not shown, include long-term bike storage

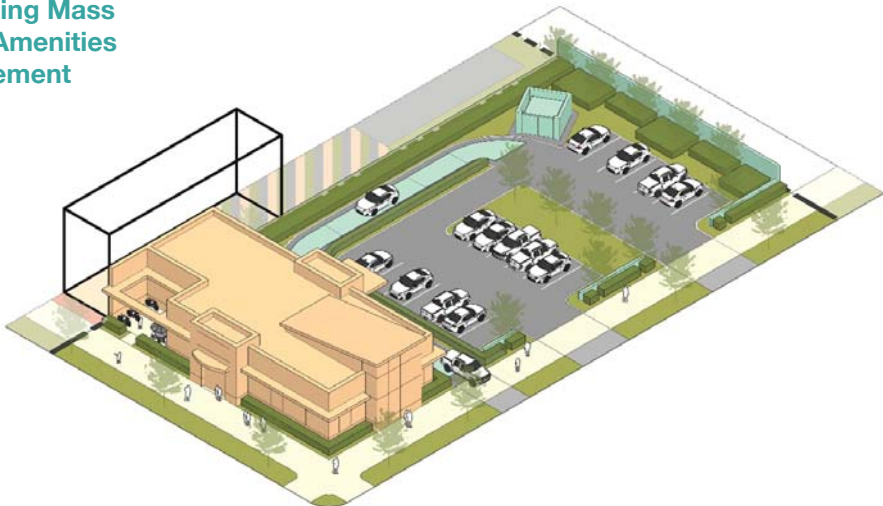
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement



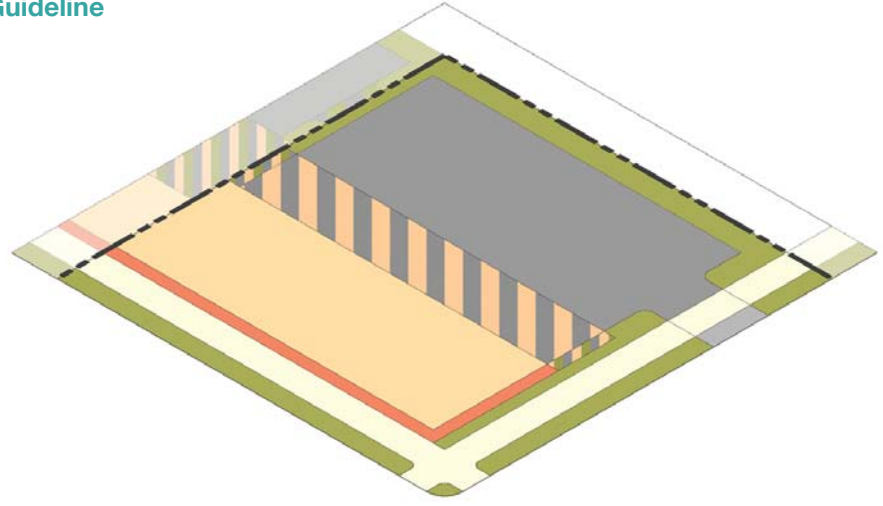
# Applications

## Development Concept

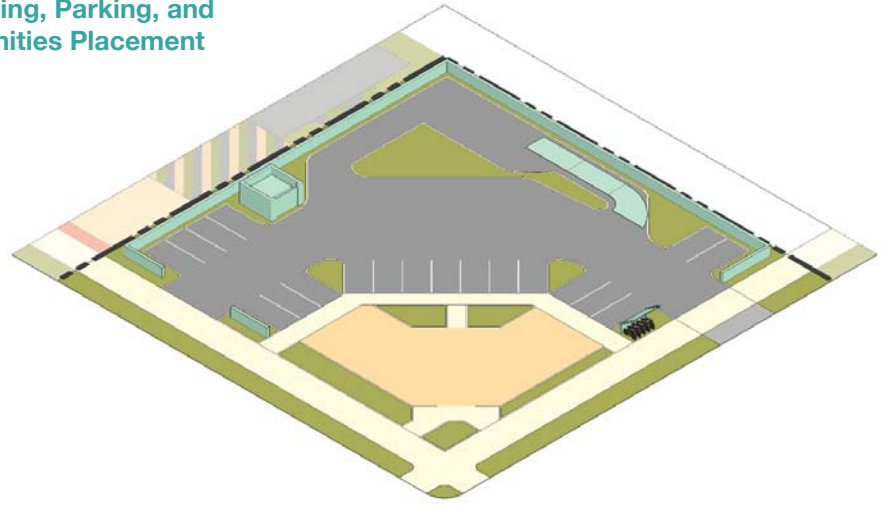
### Vehicle Oriented

- 150' wide X 200' deep mid-block lot condition
- WORK IN PROGRESS

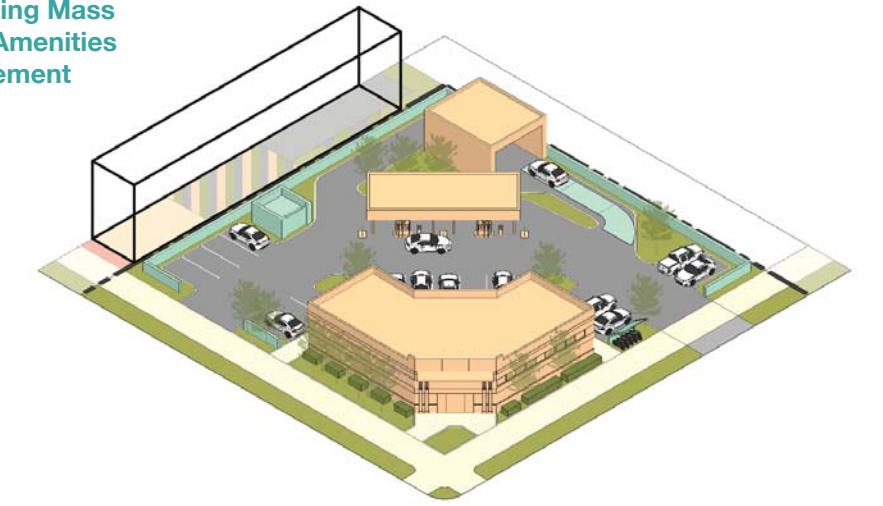
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement





# 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

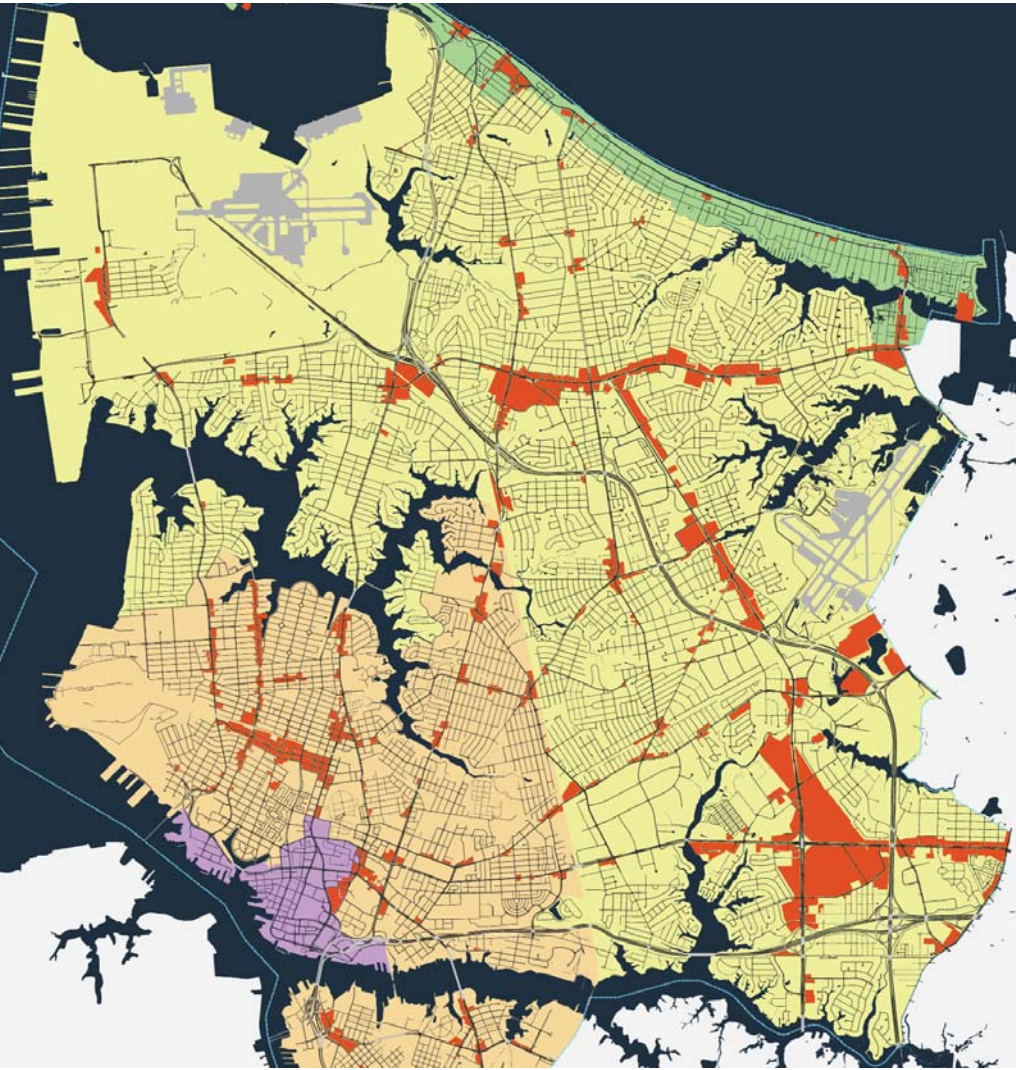
### Architectural Patterns

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

Matrix: Community Patterns and Appropriate Commercial Building Types

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

REVISIONS NEEDED

Street Type and Patterns

- Irregular grid, angled, and/or curved steets 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

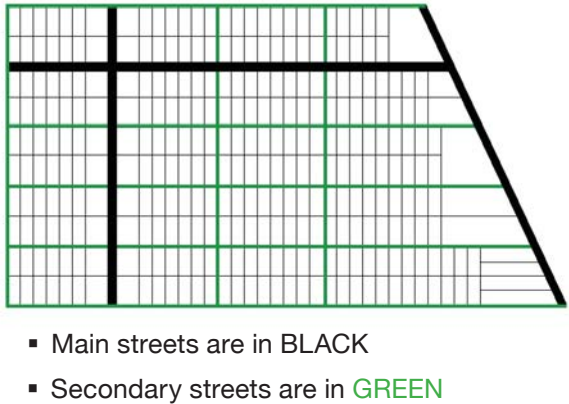
Block Type and Commercial Patterns

- Defined blocks are an exception
- Commercial main street frontage types: Short, Medium, Long, and Continous
- 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, or heavily screened from the main arterial and secondary roads

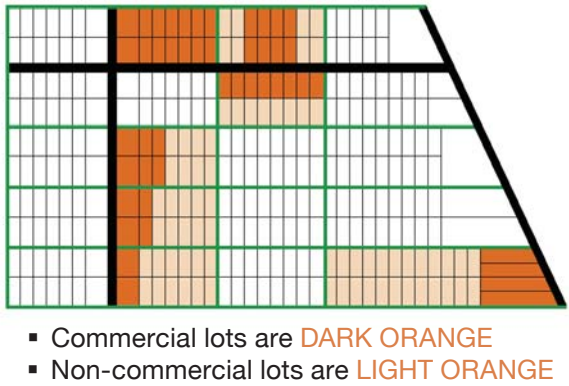
Lot Types

- Small lots:
  - Corner lots are XXX
  - Mid-Block lots are XXX
- Medium lots:
  - Corner lots are XXX
  - Mid-Block lots are XXX
- Large lots:
  - Corner lots are XXX
  - Mid-Block lots are XXX
- Full block lots:
  - Corner lots are XXX
  - Mid-Block lots are XXX

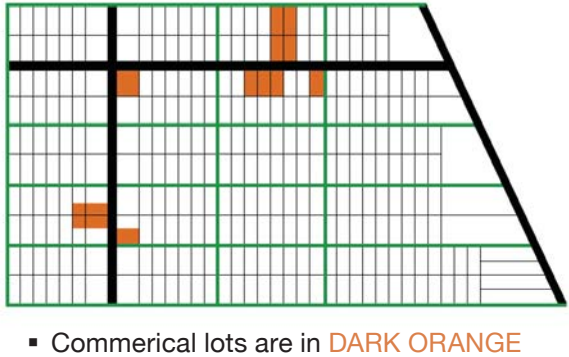
Street Type and Patterns



Block Type and Commercial Patterns



Lot Types



		BUILDING FORMS AND TYPES						
		TRADITIONAL STREET ORIENTED			VEHICLE/PARKING LOT ORIENTED			
		IN-LINE RETAIL SHOPS	SMALL BOX COMMERCIAL	STAND-ALONE MIXED USE	IN-LINE MIXED-USE	VEHICLE ORIENTED	DRIVE-THRU	MEDIUM-BOX RETAIL
STREET TYPES	PEDESTRIAN FRIENDLY		PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE			
	VEHICLE ORIENTED							
LOT TYPE	CORNER	SMALL	25'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		MEDIUM	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
	MID-BLOCK	LARGE	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		SMALL	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
	MID-BLOCK	MEDIUM	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		LARGE	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					



# Building Forms and Types

3

The multiple types of commercial use 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

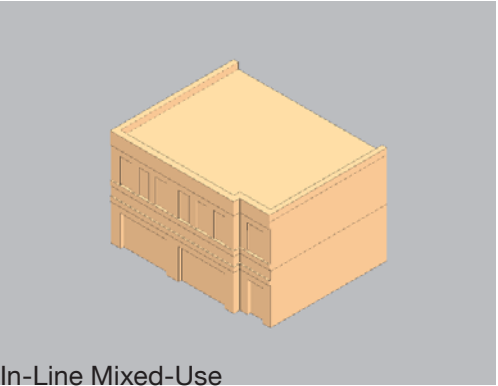


### Small-Box Commercial

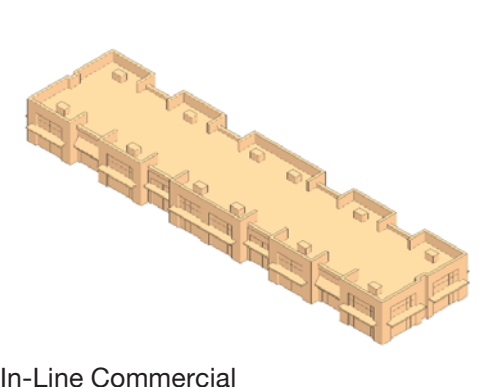
- One-story
- Up to 7,500 SF

# Building Forms and Types

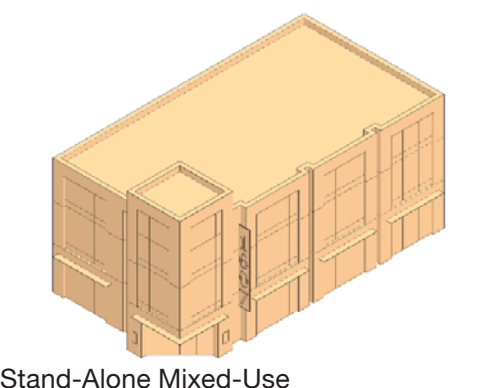
3



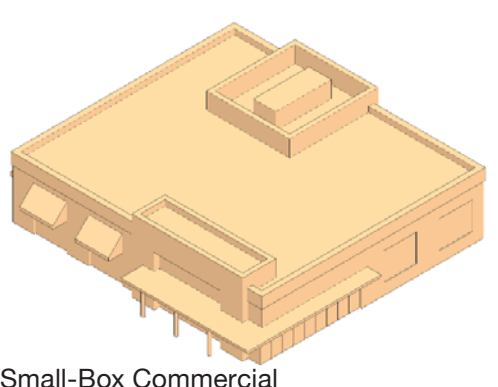
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial





# Building Forms and Types

3

The multiple types of commercial use described in the Zoning Ordinance can typical 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-thru
- 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 and shall be designed as a mixed-use redevelopment
- 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

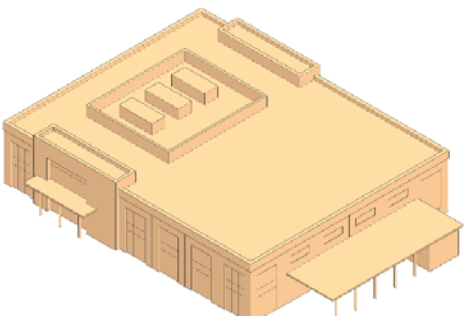


## Vehicle Oriented

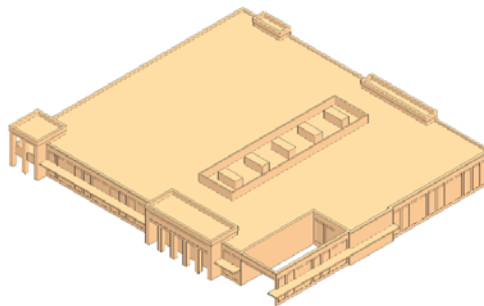
- One-story
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly building

# Building Forms and Types

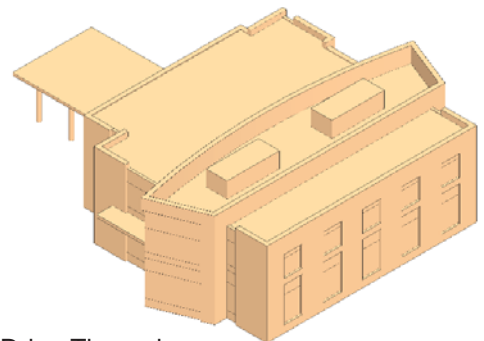
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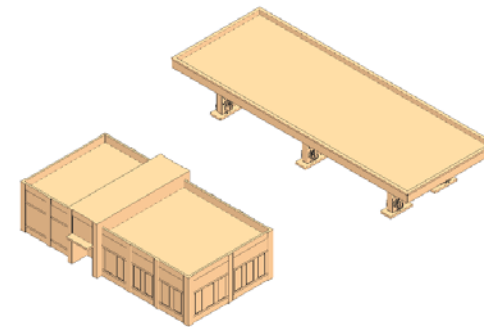
Medium-Box Retail



Big-Box Retail



Drive-Through

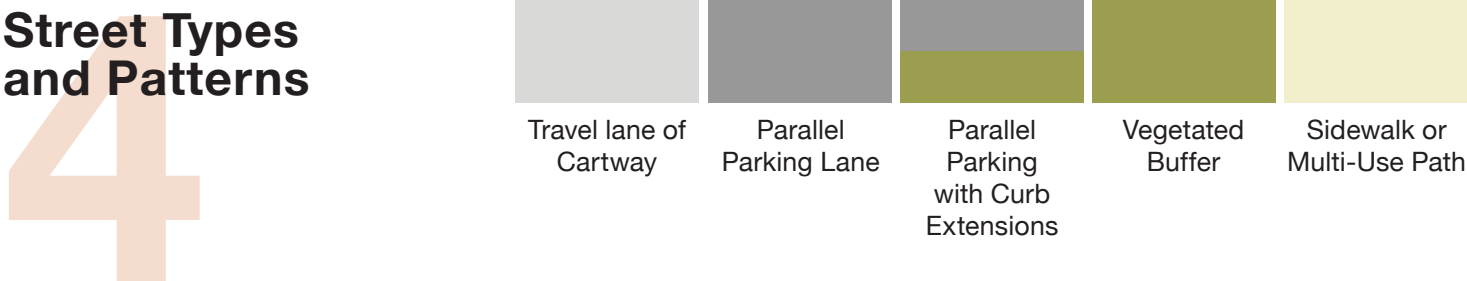


Vehicle Oriented



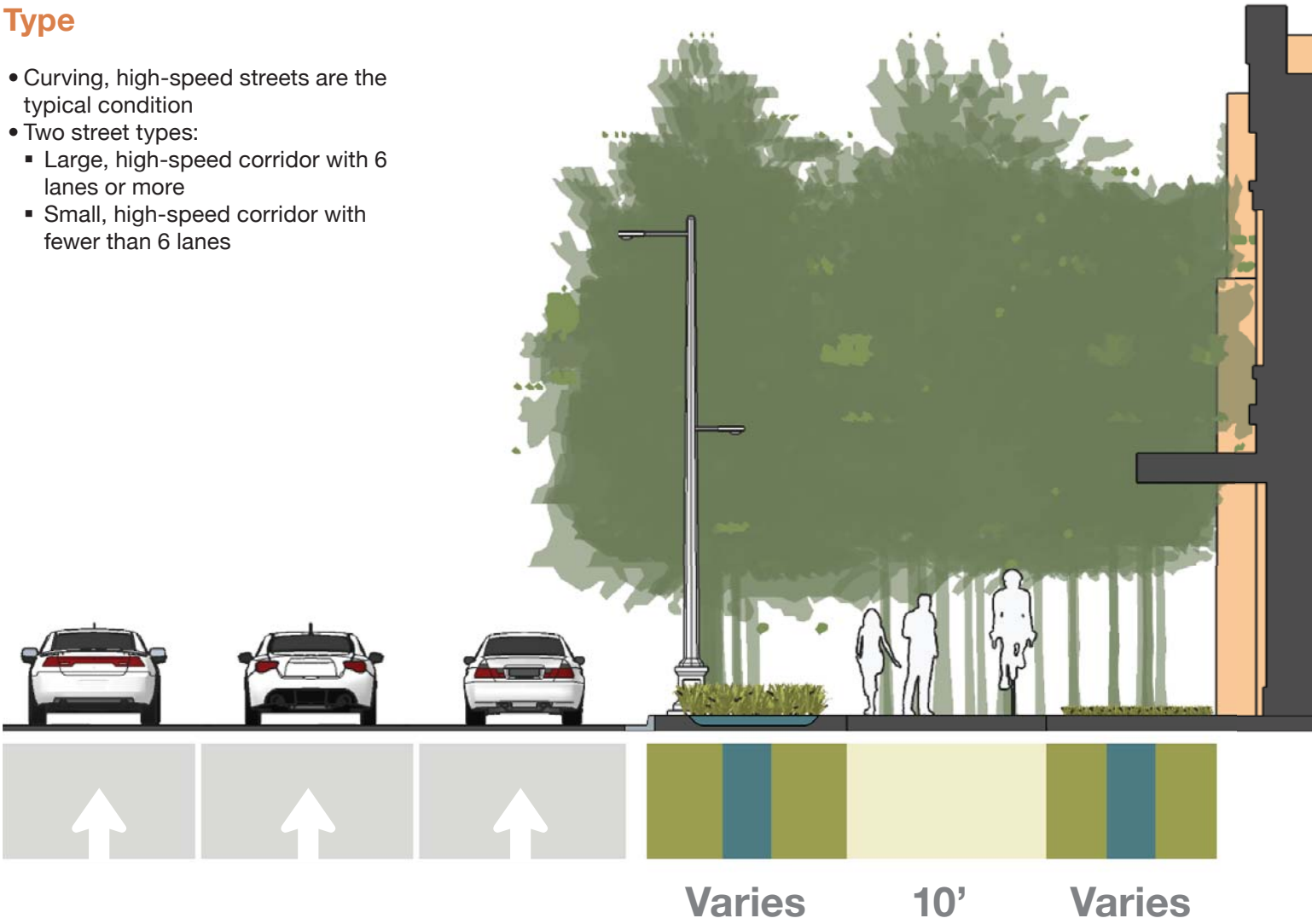


# Street Types and Patterns



## 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

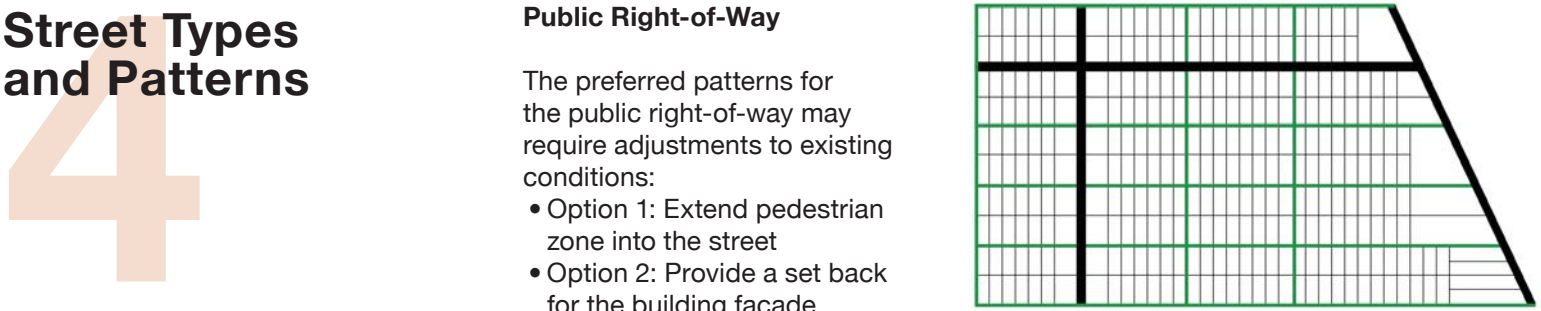


## Vehicle Oriented, Large

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'-0" minimum between curb of parking lane and building facade
  - Variable area for trees, grasses, and water catchment or rain gardens
  - 10'-0" minimum clear for multi-use pedestrian and bicycle path

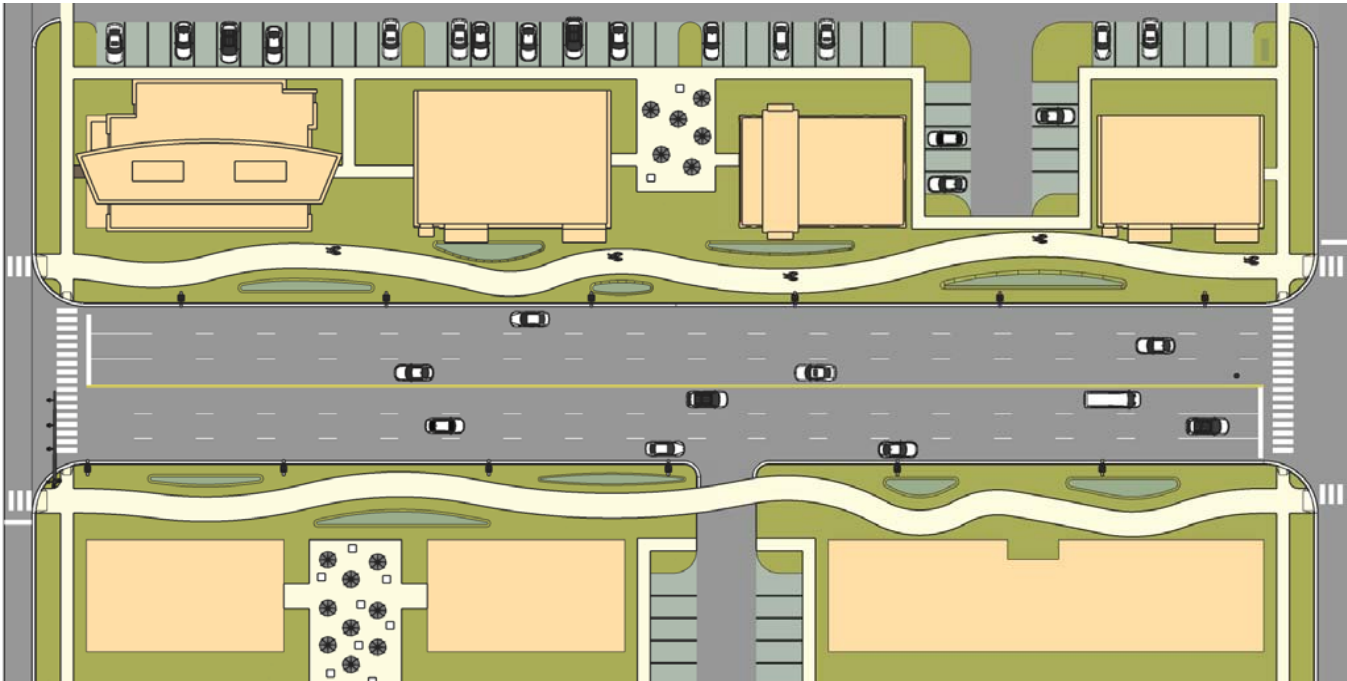
# Street Types and Patterns



## Public Right-of-Way

- The preferred patterns for the public right-of-way may require adjustments to existing conditions:
- Option 1: Extend pedestrian zone into the street
  - Option 2: Provide a set back for the building facade

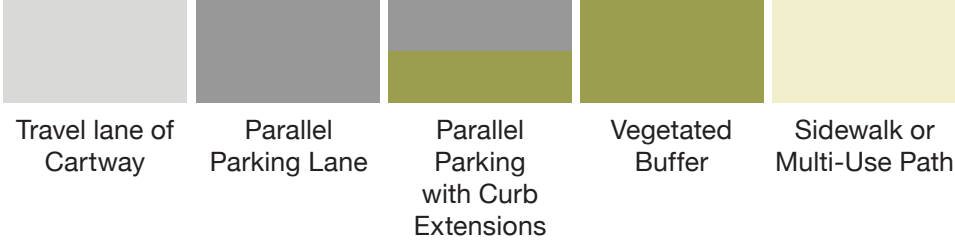
## Vehicle Oriented, Large





# Street Types and Patterns

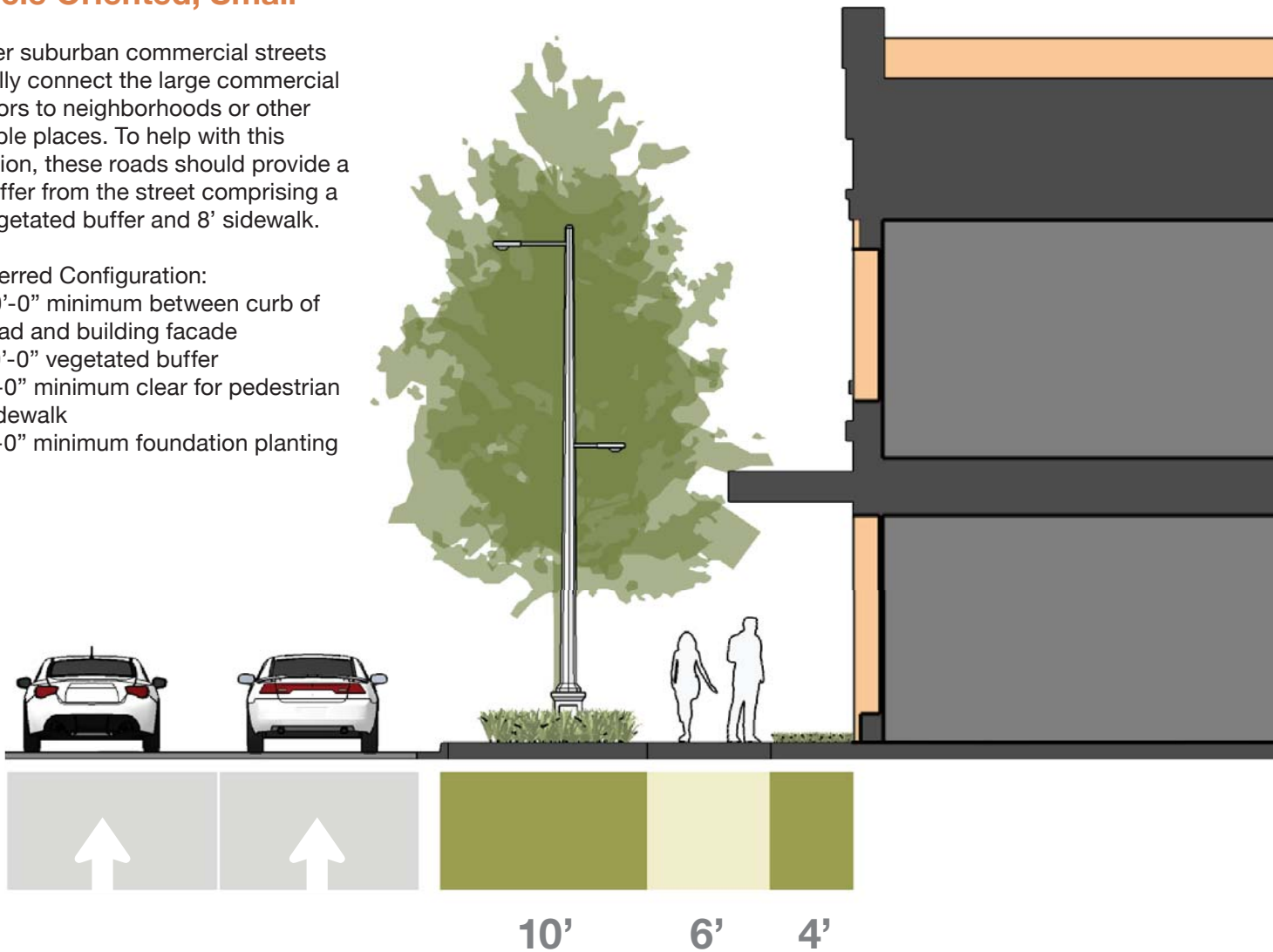
4



## 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 12' vegetated buffer and 8' sidewalk.

- Preferred Configuration:
  - 20'-0" minimum between curb of road and building facade
  - 10'-0" vegetated buffer
  - 6'-0" minimum clear for pedestrian sidewalk
  - 4'-0" minimum foundation planting



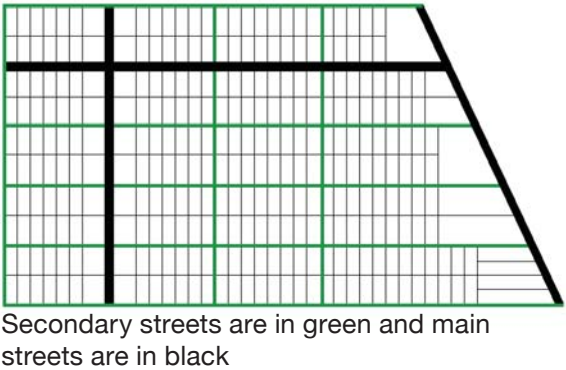
# Street Types and Patterns

4

## Public Right-of-Way

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

- Option 1: Extend pedestrian zone into the street
- Option 2: Provide a set back for the building facade



## Vehicle Oriented, Small





# Block Types and Patterns

5

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

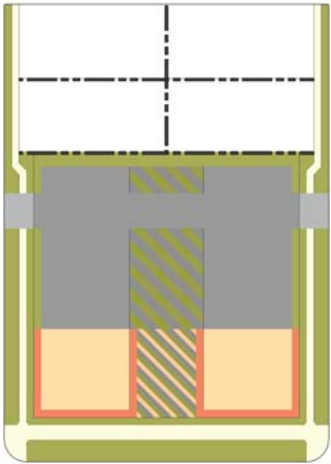
Parking-Landscaping-Building

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 street. The diagrams indicate the desired pattern for the block. Over time, as properties are redeveloped, the full block pattern could be realized.

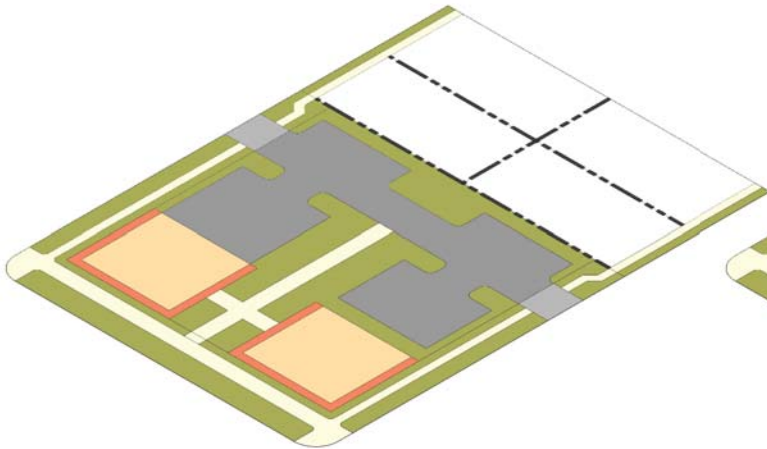
## Short Block

### Short Block

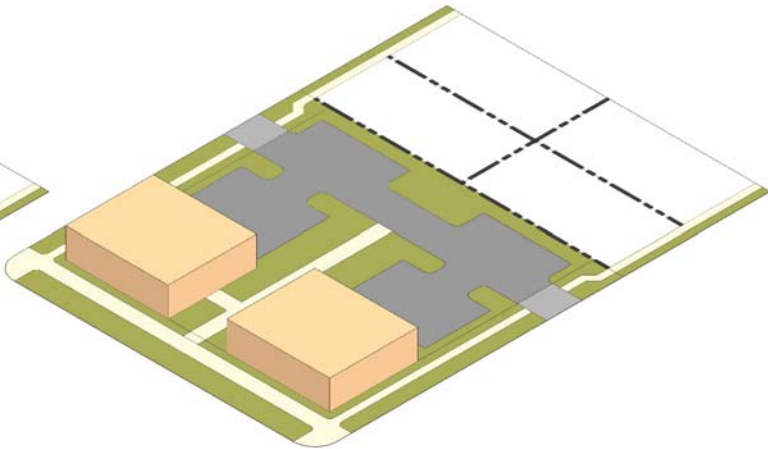
- Parking and access in middle of block
- 5'-0" landscape buffer along the back property line (100' deep lot only)
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 45% on the side street
- All parking frontage must have a 5'-0" minimum planting buffer



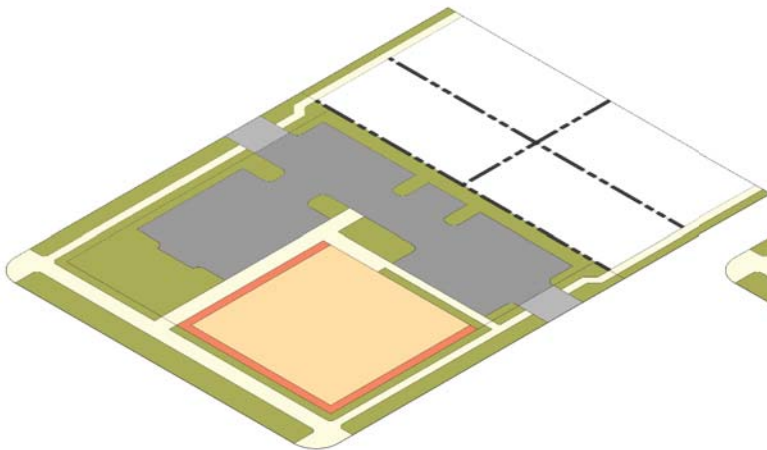
Block Guideline



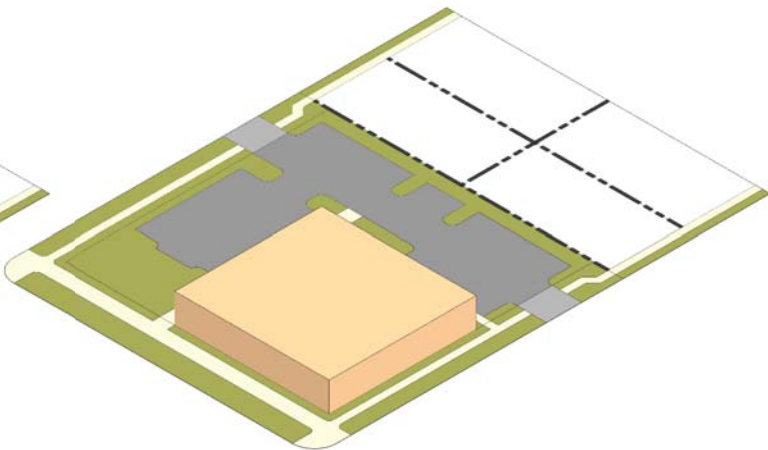
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

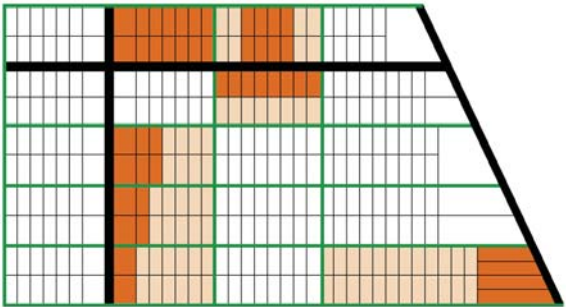
# Block Types and Patterns

5

## Block Types

The majority of blocks are approximately 200' X 500'

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

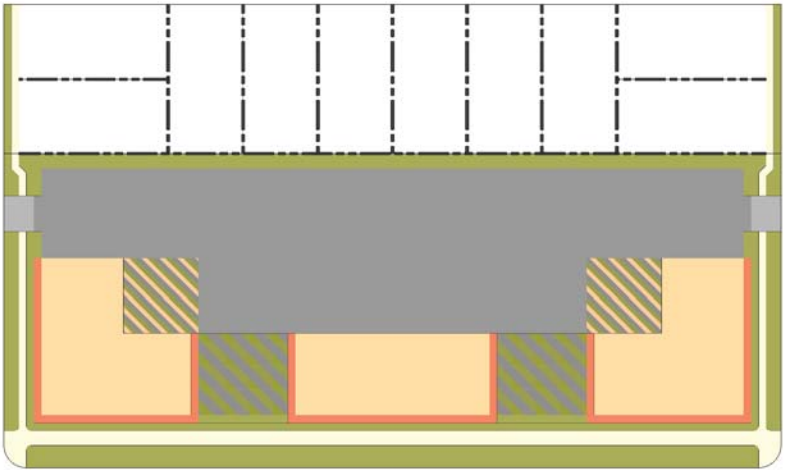


Block Types are in shades of orange (orange for commercial and light orange for other)

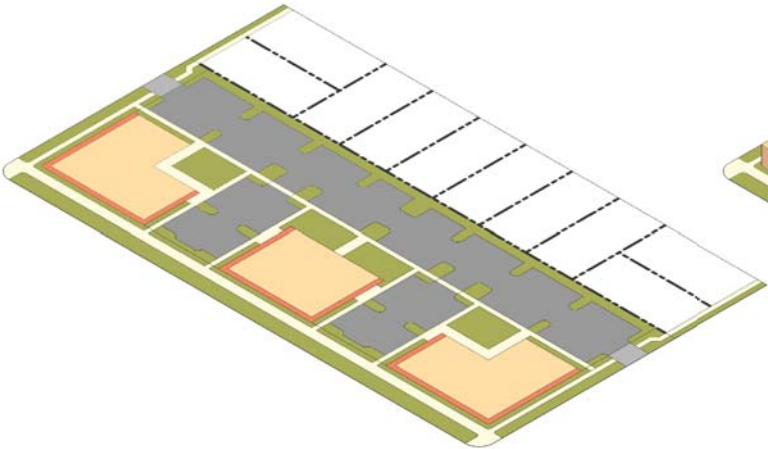
## Medium Block

### Medium Block

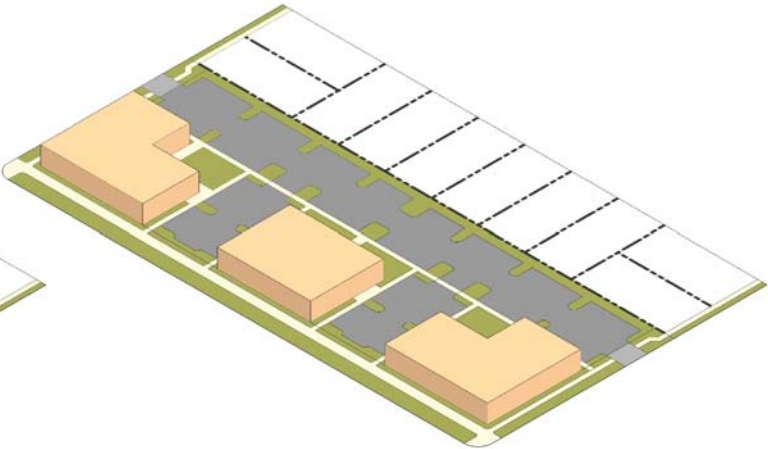
- Parking and access in middle of block
- 10'-0" landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 40% on the side street
- All parking frontage must have a 5'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces



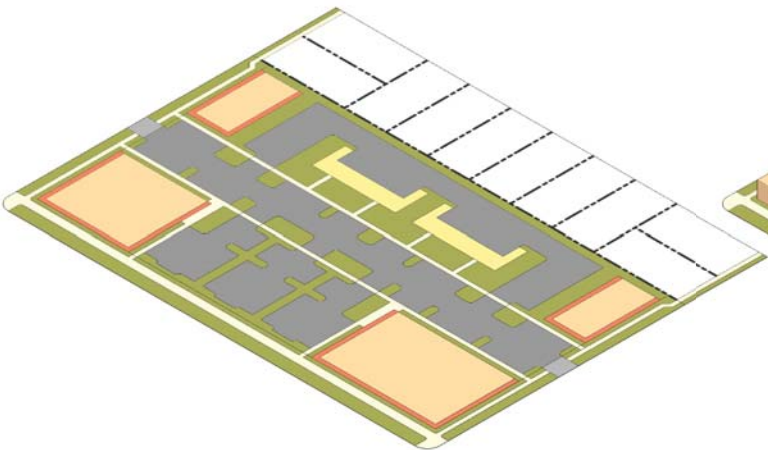
Block Guideline



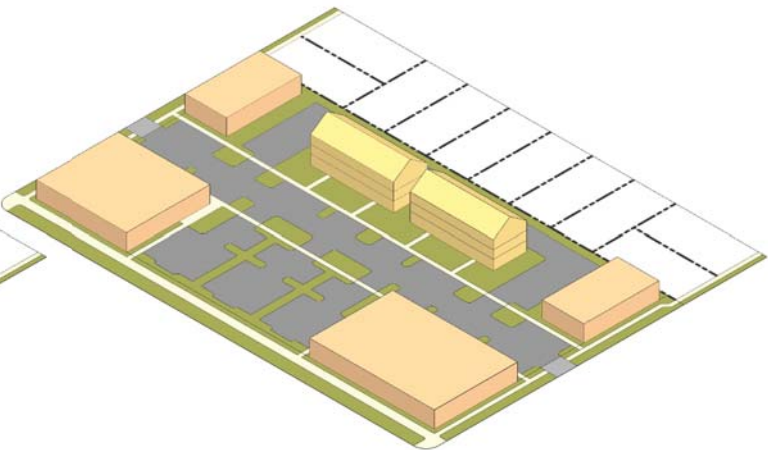
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout - 300' Deep



Possible Massing Layout - 300' Deep



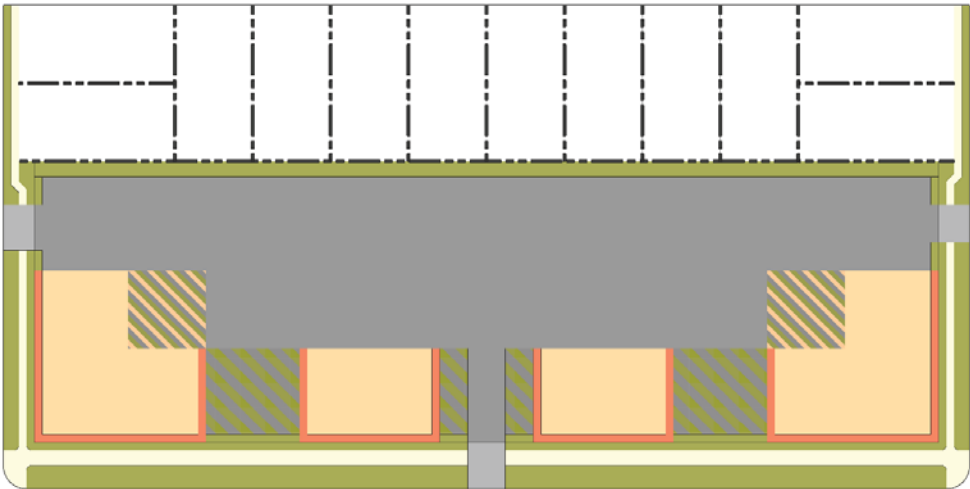
# Block Types and Patterns

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

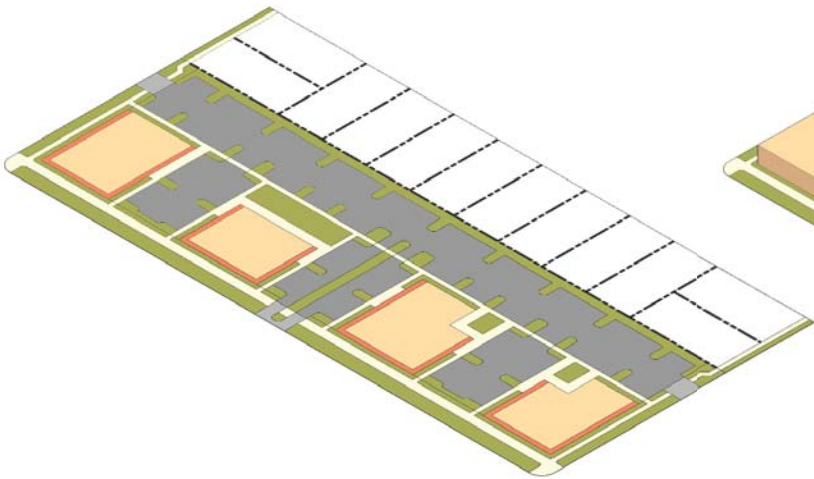
## Long Block

### Long Block

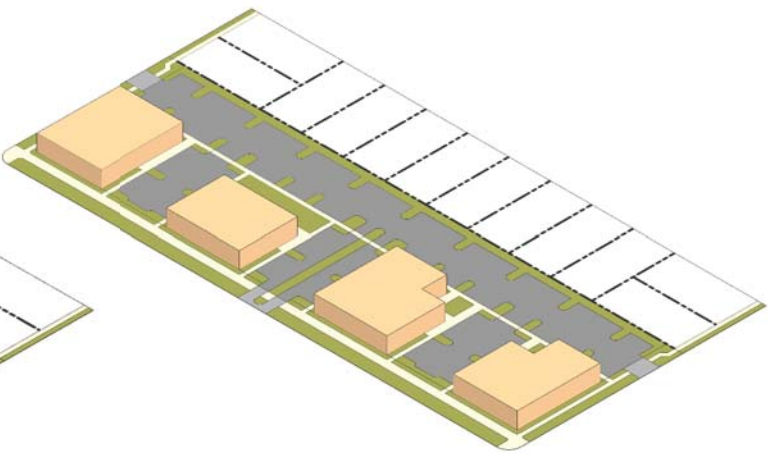
- Parking and access in middle of block
- 10'-0" landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 35% on the side street
- All parking frontage must have a 5'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces



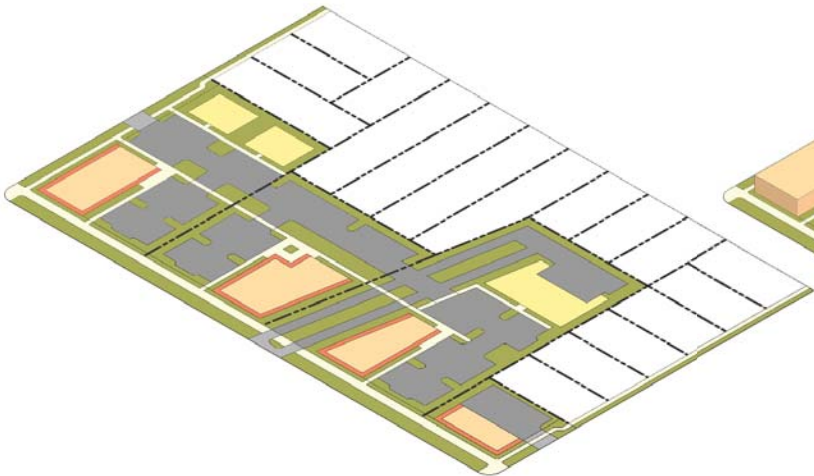
Block Guideline



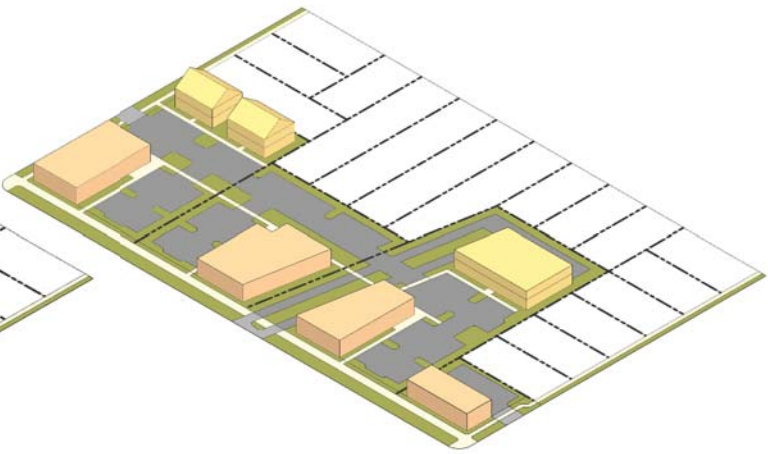
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout - Irregular Block



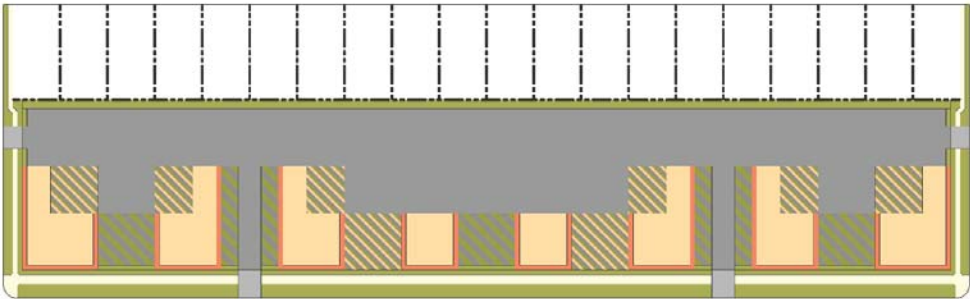
Possible Massing Layout - Irregular Block

# Block Types and Patterns

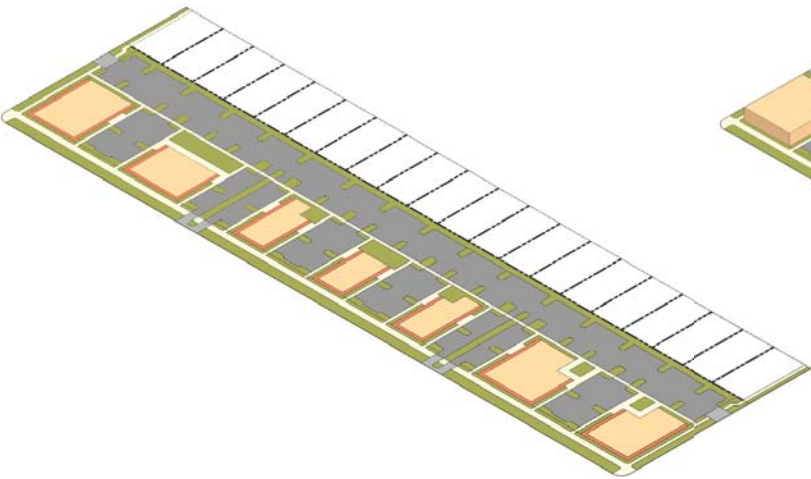
## Continuous Block

### Continuous Block

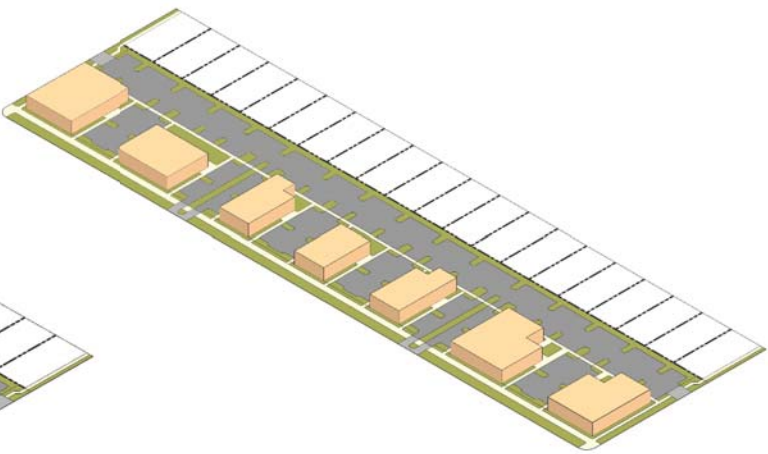
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- All parking frontage must have a 5'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces



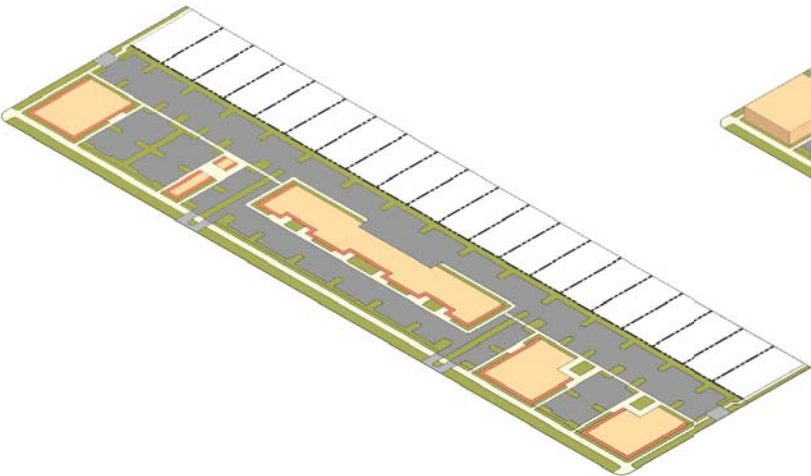
Block Guideline



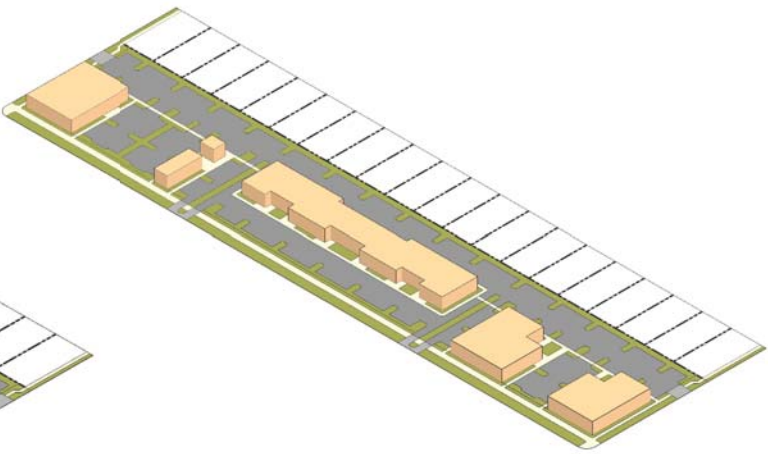
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B



# 6

## Lot Improvements

Landscaped Area

Pedestrian Path

Primary Façade

Parking

Commercial Use

Office Use

Residential Use

Roads

Flexible Areas:

Parking-Building

Landscaping-Building

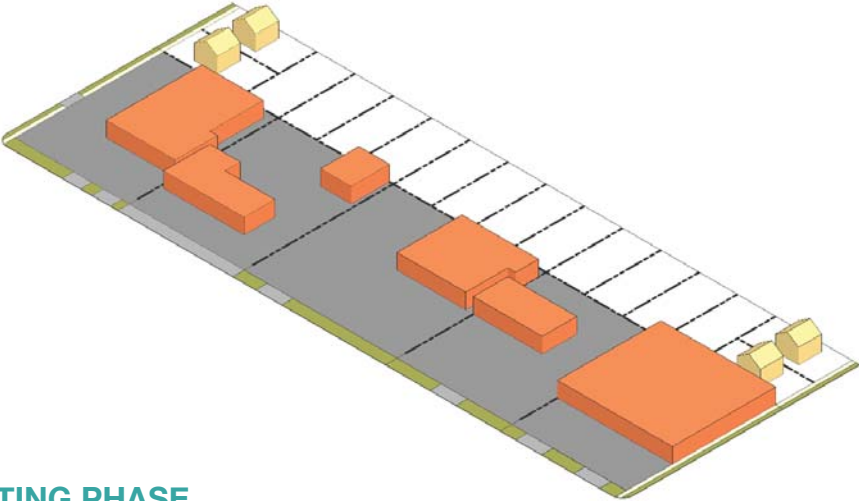
Parking-Landscaping-Building

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. Over time, as properties are redeveloped, the full block pattern could be realized.

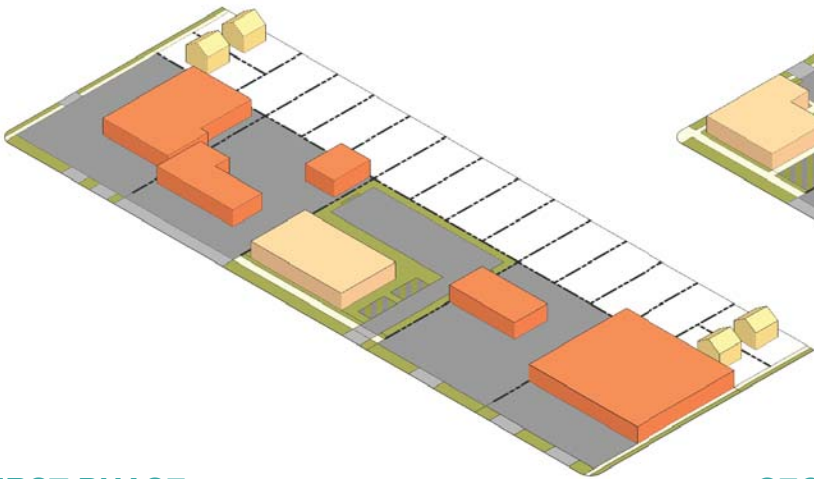
### Lot Improvements

#### Transformation Block

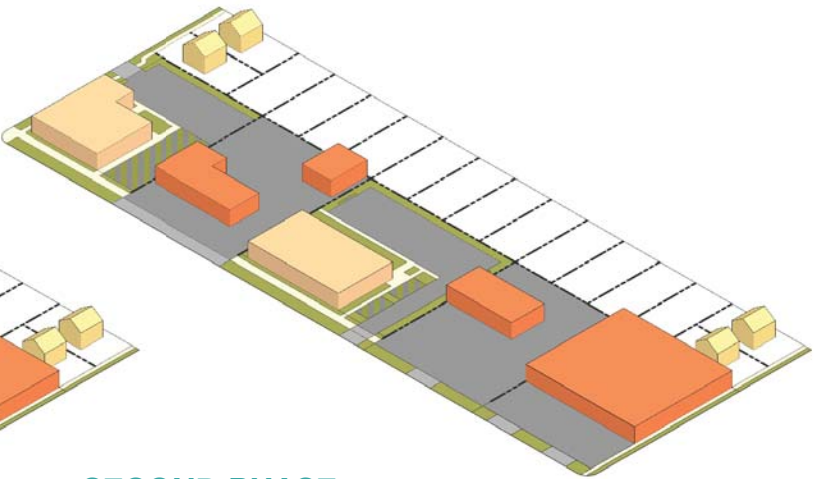
- Parking and access in middle of block
- 10'-0" landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 40% on the side street
- All parking frontage must have a 5'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces



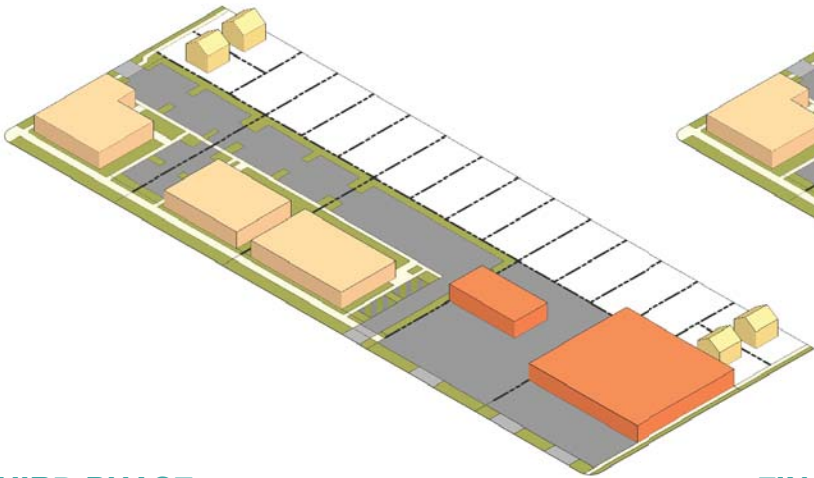
EXISTING PHASE



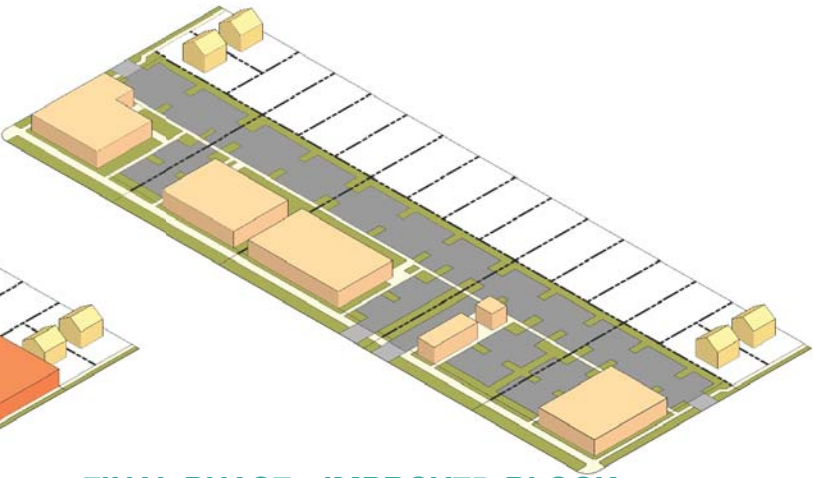
FIRST PHASE



SECOND PHASE



THIRD PHASE



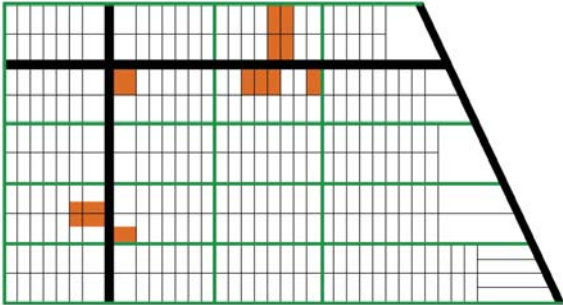
FINAL PHASE - IMPROVED BLOCK

# 6

## Lot Improvements

### Building Envelope and Capacity

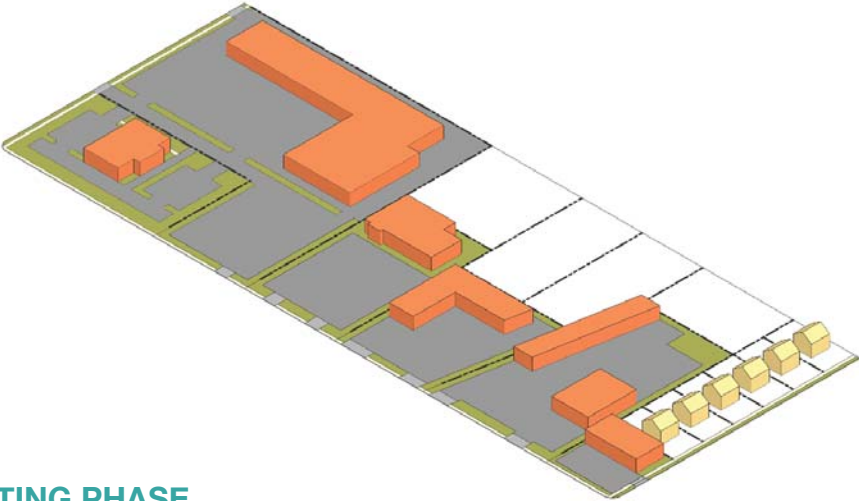
The Building Envelope is a determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.6 spaces per residential unit. A 50% share of parking is assumed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



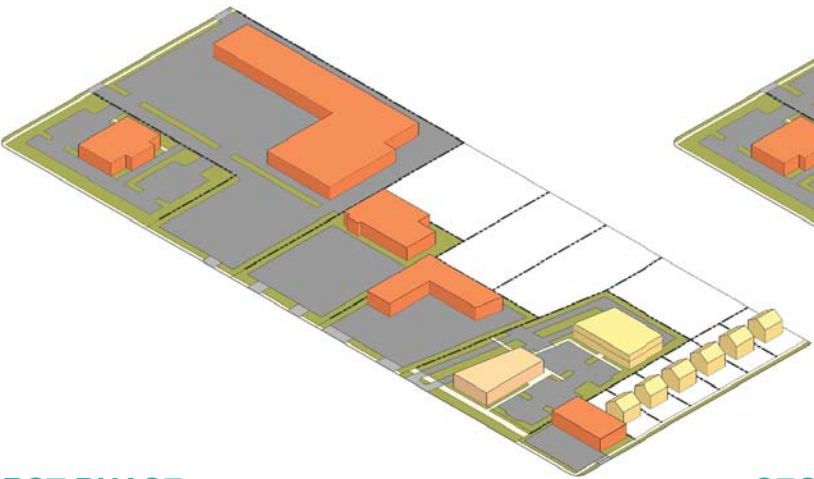
### Lot Improvements

#### Transformation Block

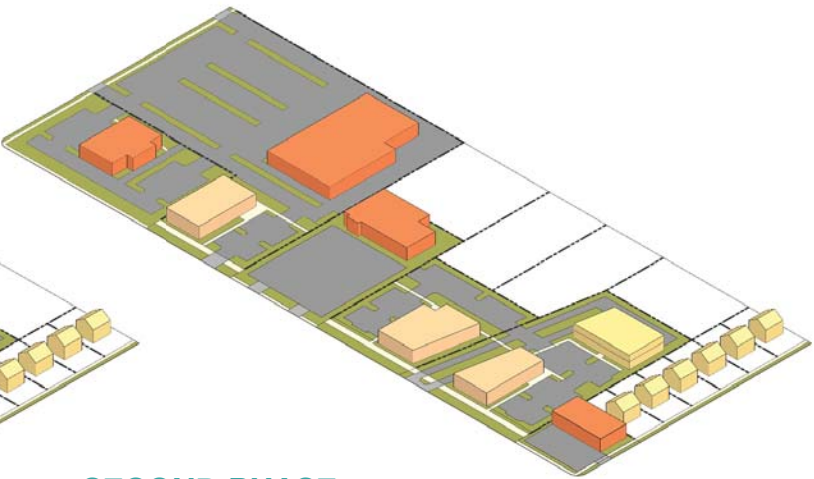
- Parking and access in middle of block
- 10'-0" landscape buffer along the back property line
- Breaks in the frontage are acceptable if limited to 30% of the frontage on the main street and 40% on the side street
- All parking frontage must have a 5'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces



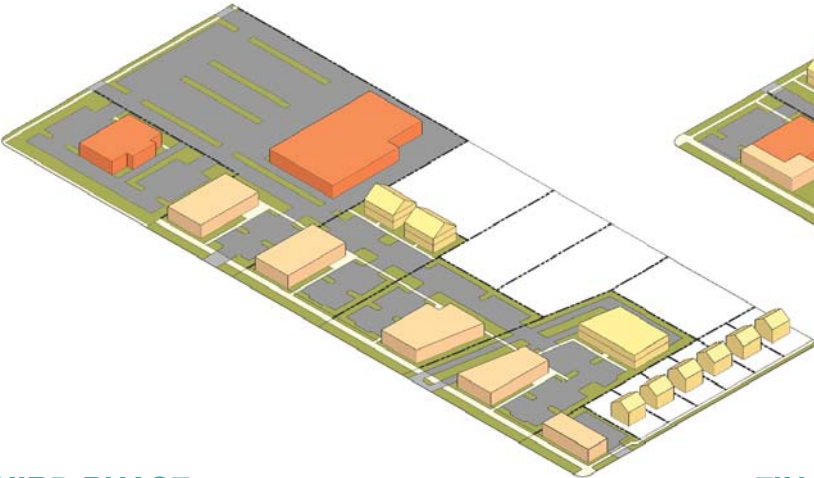
EXISTING PHASE



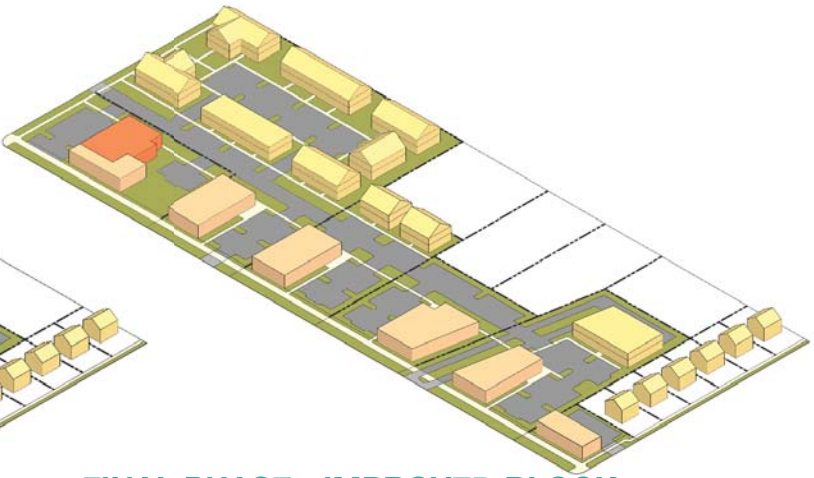
FIRST PHASE



SECOND PHASE



THIRD PHASE



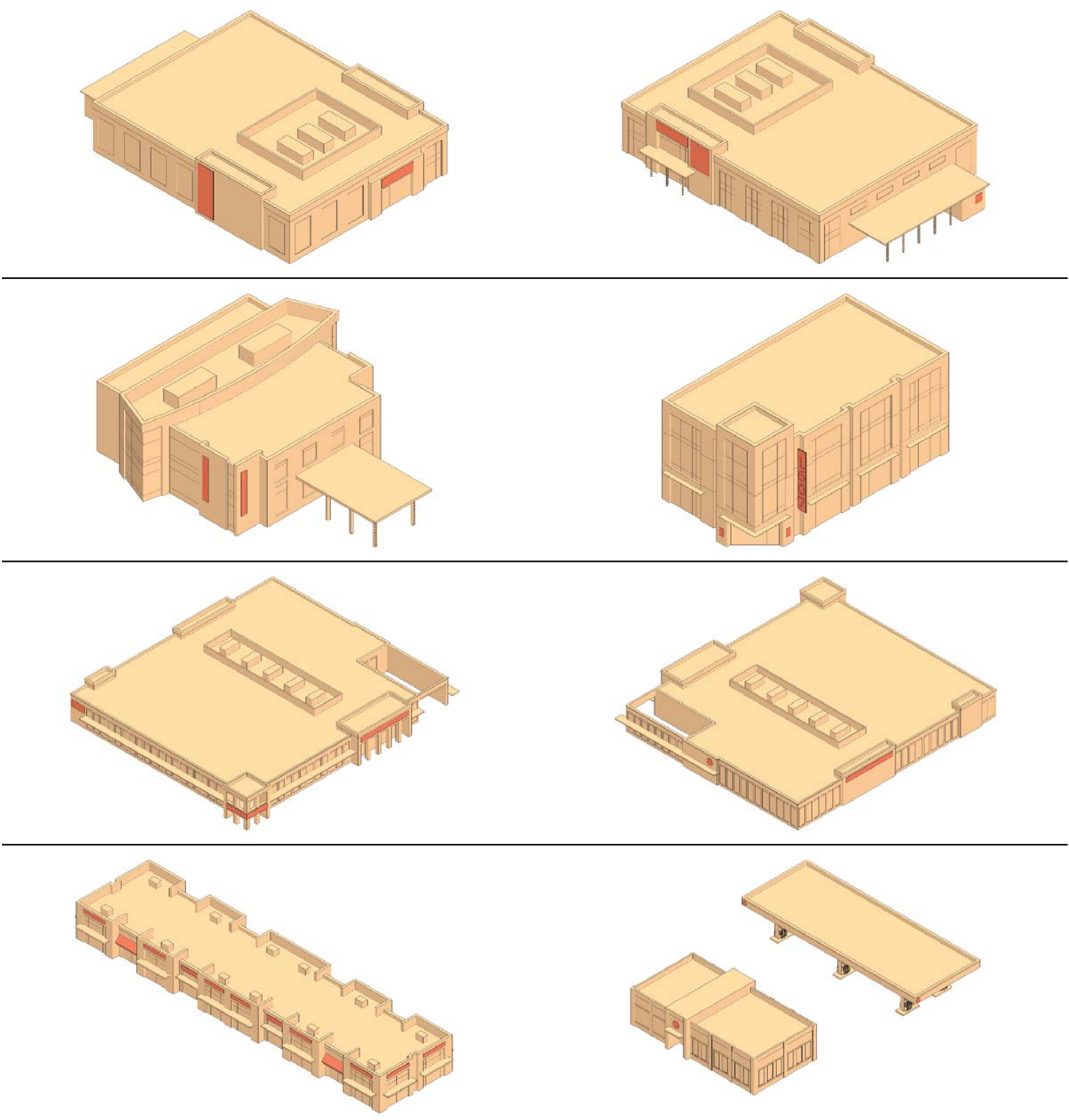
FINAL PHASE - IMPROVED BLOCK



# Signage

- Primary horizontal signage should be placed in the façade 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





# Landscaping 10

## Street Level Landscaping



# Landscaping 10

## 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 halmifolia*)
- Marsh elder (*Iva frutescens*)

### Perennials

- Hibiscus (*Hibiscus moscheutos*)
- Marsh mallow (*Kosteletzkya virginica*)
- Asters (*Aster* spp.)
- Blanket flower (*Gaillardia* spp.)
- Goldenrods (*Solidago* spp.)





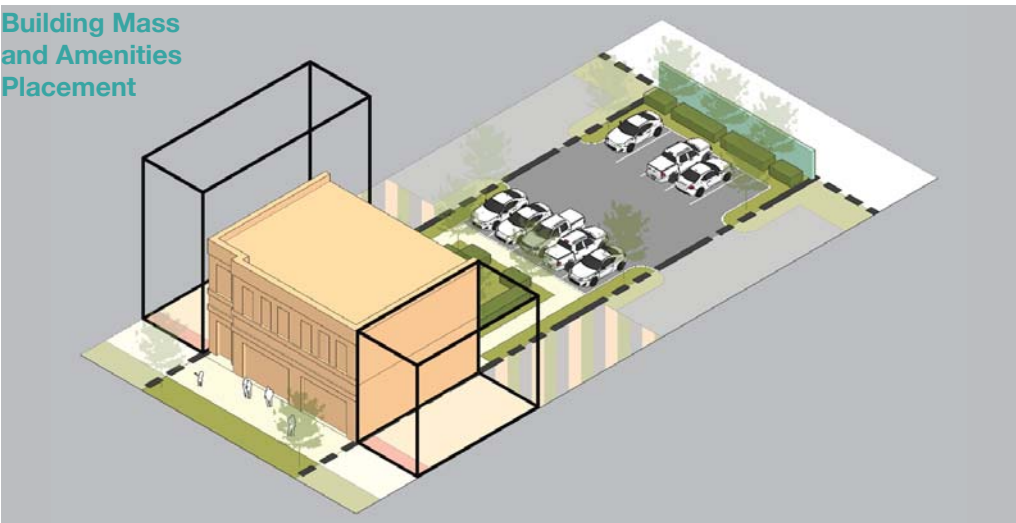
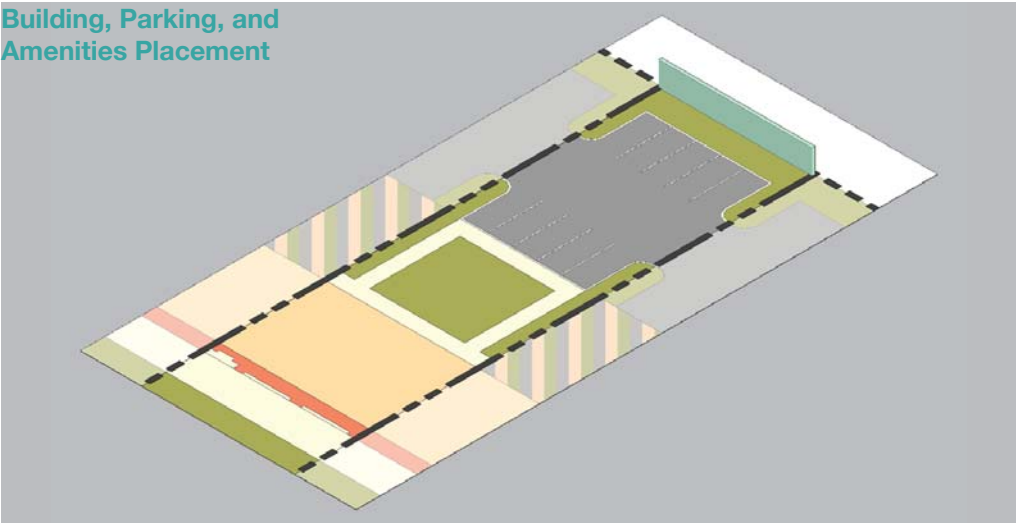
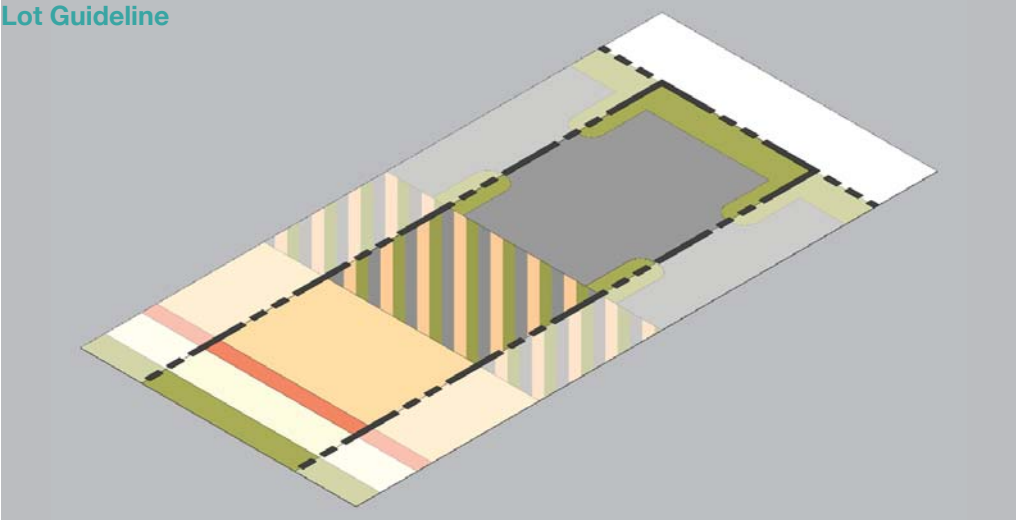
# Applications

<div></div> Landscaped Area	<div></div> Commercial Use	Flexible Areas:
<div></div> Pedestrian Path	<div></div> Office Use	<div></div> Parking-Building
<div></div> Primary Façade	<div></div> Residential Use	<div></div> Landscaping-Building
<div></div> Parking	<div></div> Roads	<div></div> Parking-Landscaping-Building

## 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 refuge

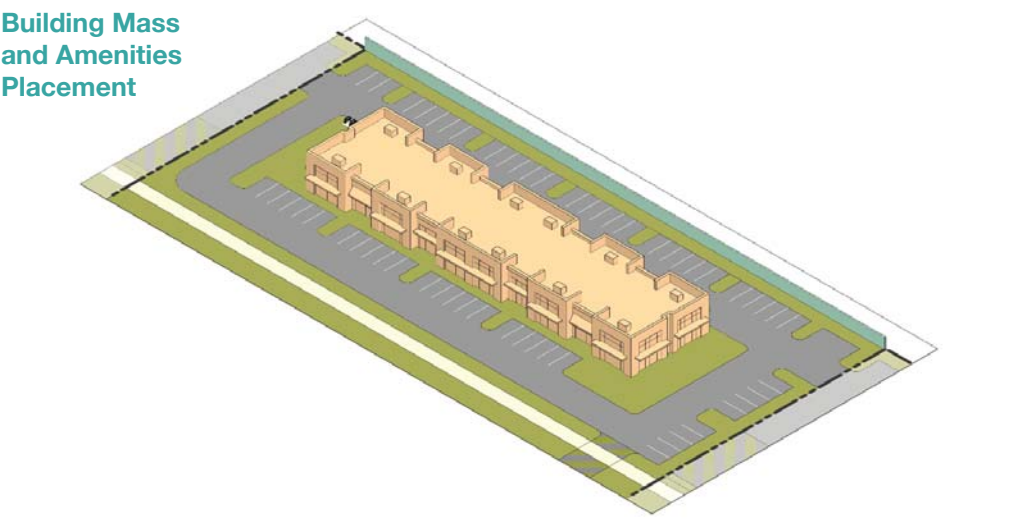
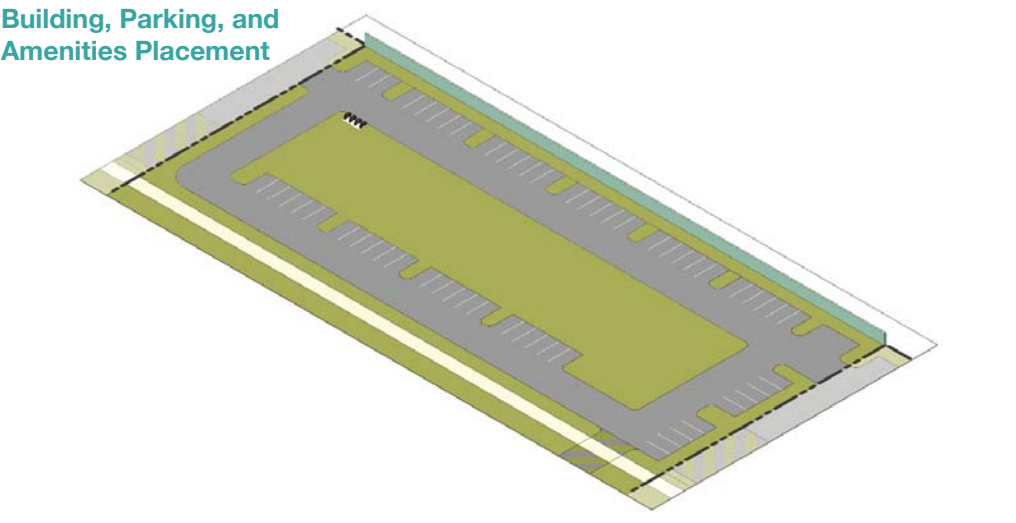
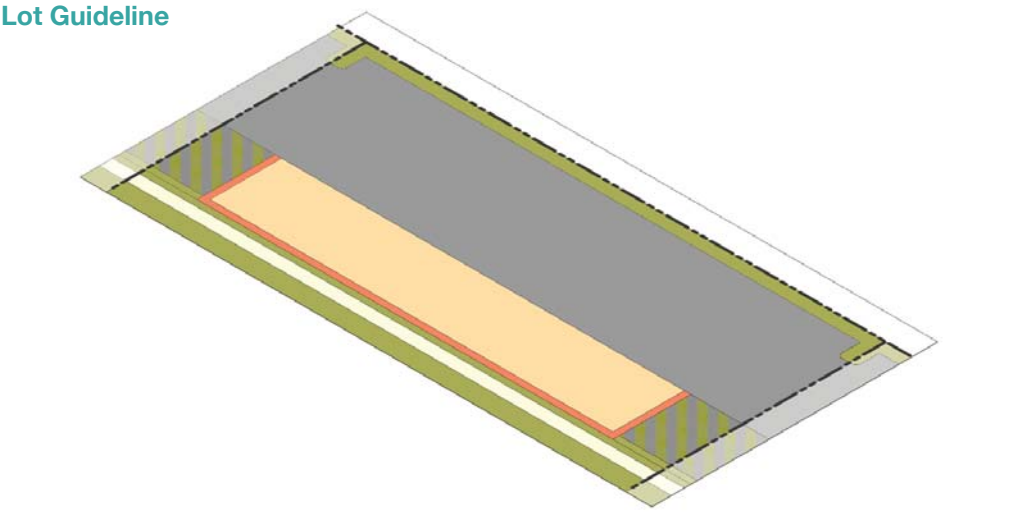


# Applications

## 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; though 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 refuge structures as needed.





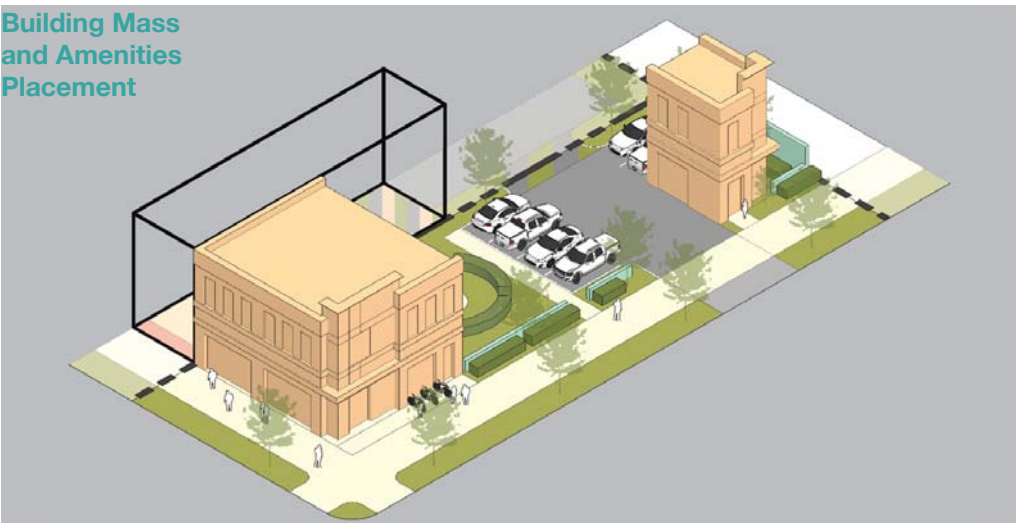
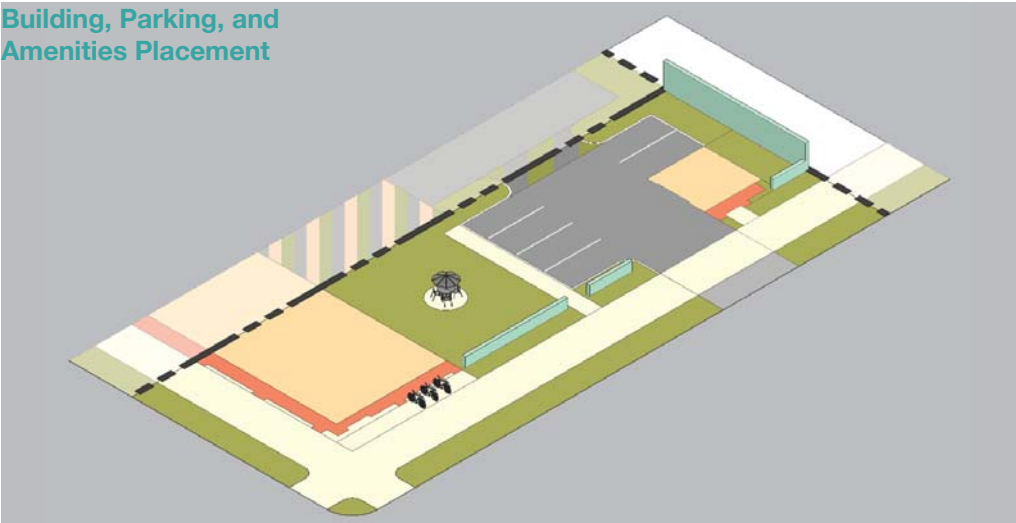
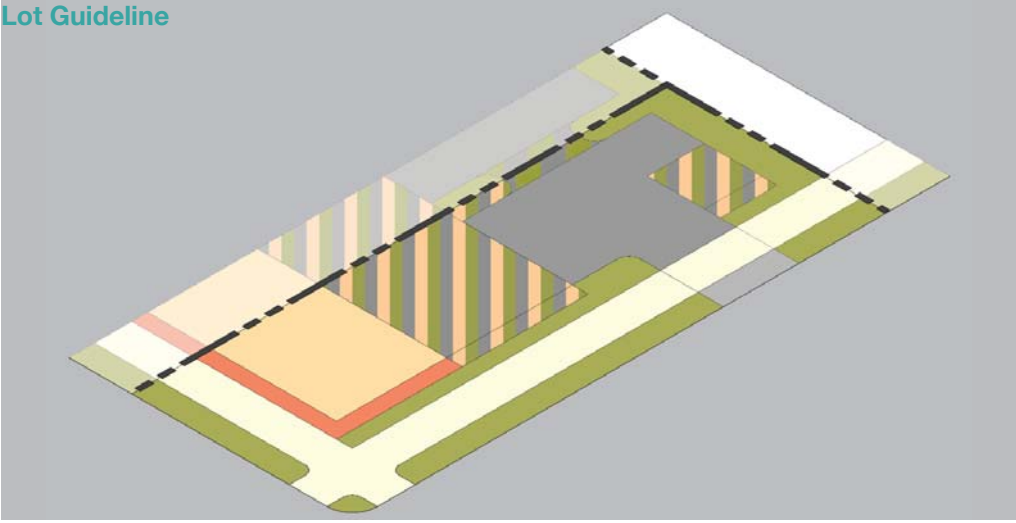
# Applications

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

## 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 refuge

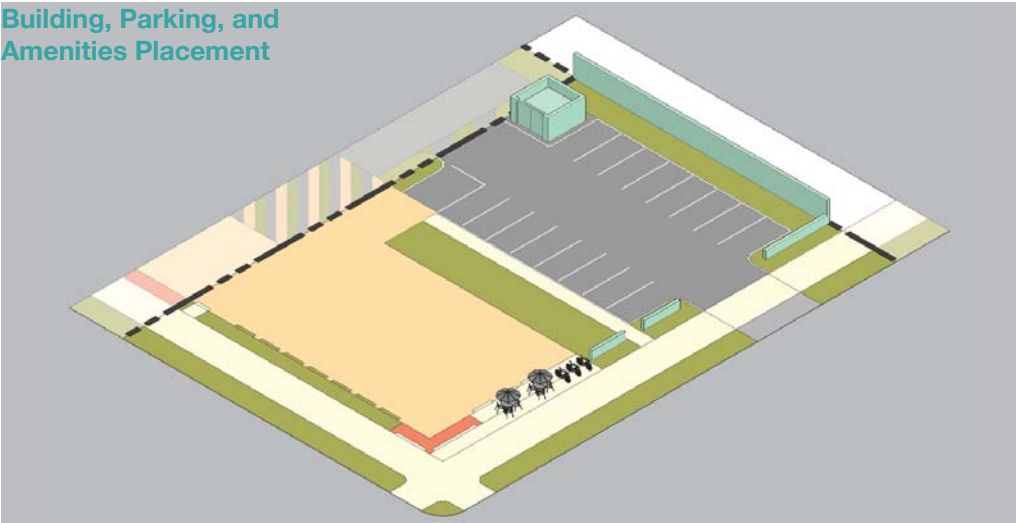
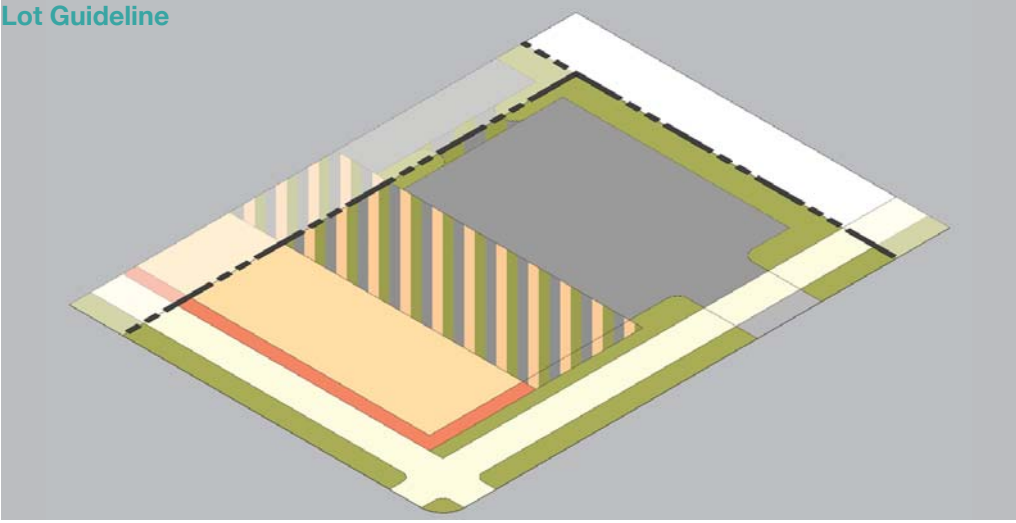


# Applications

## 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 refuge
- Amenities required, but not shown, include long-term bike storage





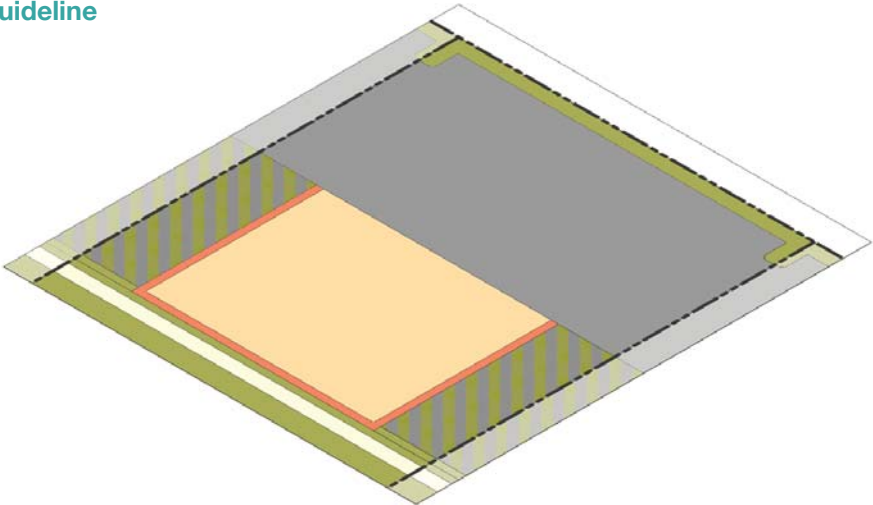
# Applications

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

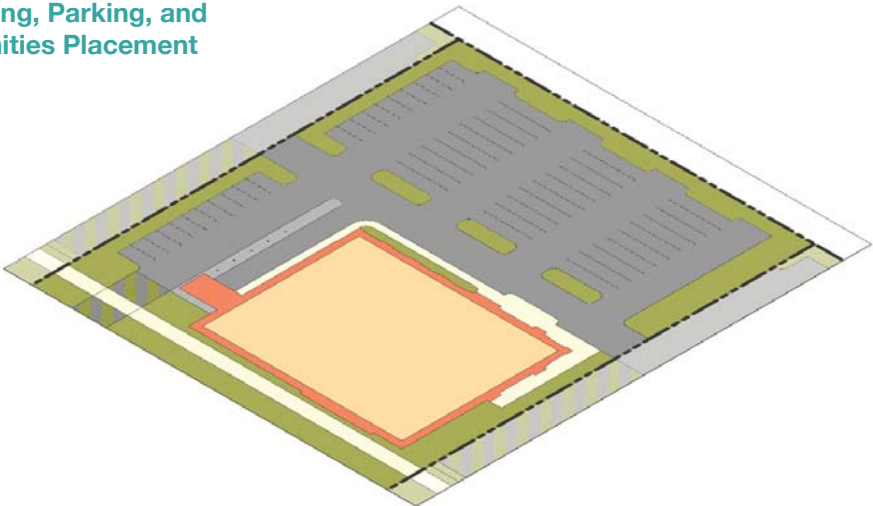
## Development Concept

### Medium-Box Retail

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement

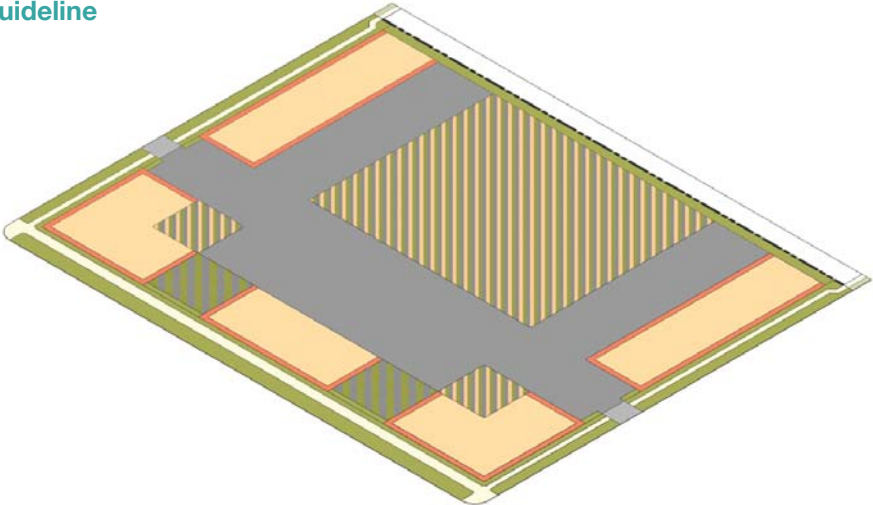


# Applications

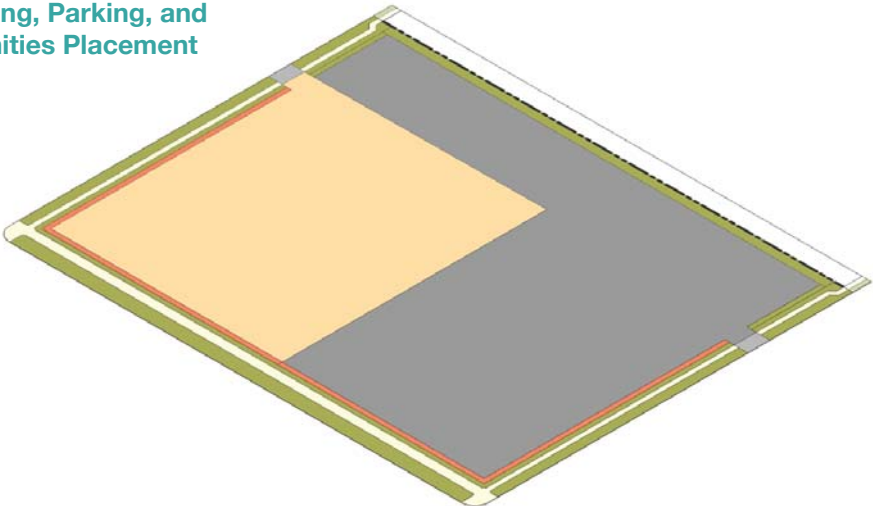
## Development Concept

### Big-Box Retail

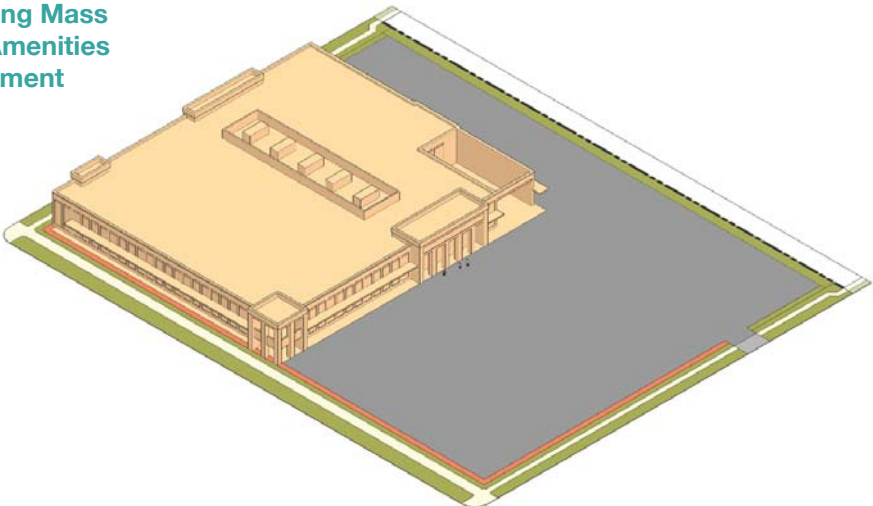
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement





# Applications

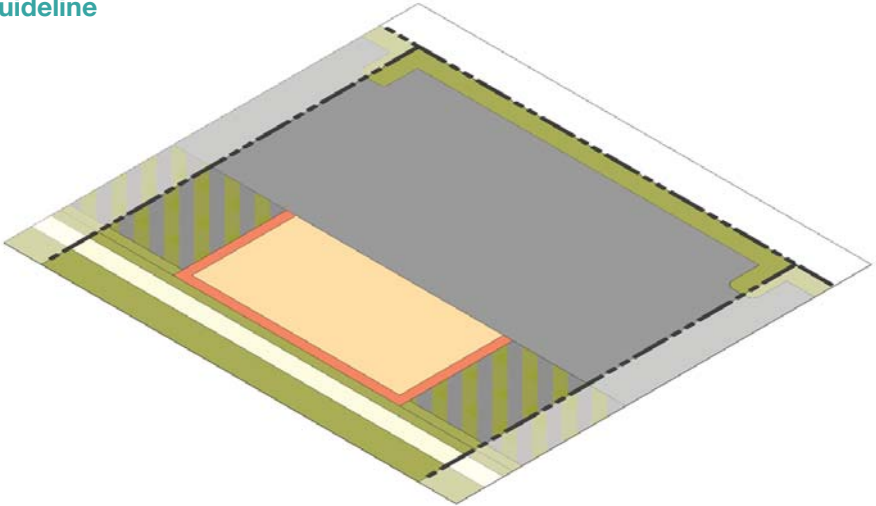
Landscaped Area	Commercial Use	Flexible Areas:
Pedestrian Path	Office Use	
Primary Façade	Residential Use	
Parking	Roads	
		Parking-Building
		Landscaping-Building
		Parking-Landscaping-Building

## Development Concept

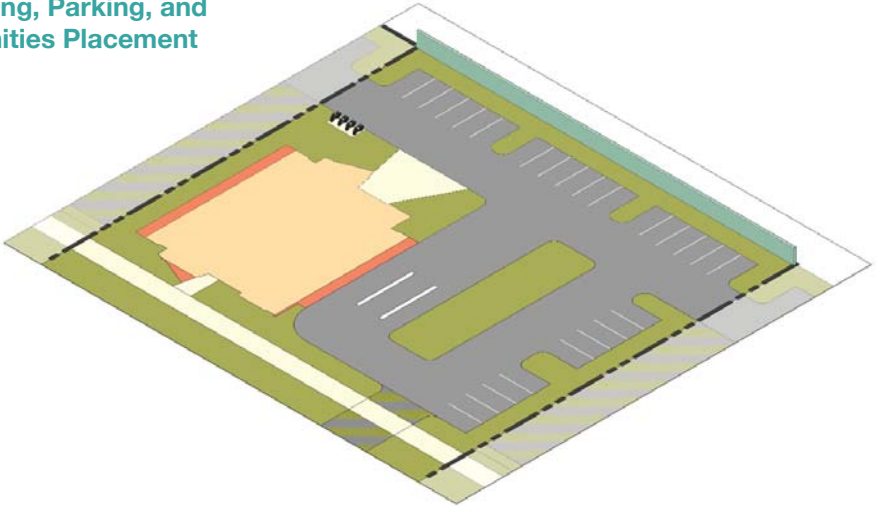
### Drive-Through

- 150' 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 racks and seating, 8' tall fencing and 10' of landscape buffer at the rear adjacent to properties zoned for another use, enclosed refuge, and vehicle stacking for drive-thru
- Amenities required, but not shown, include long-term bike storage

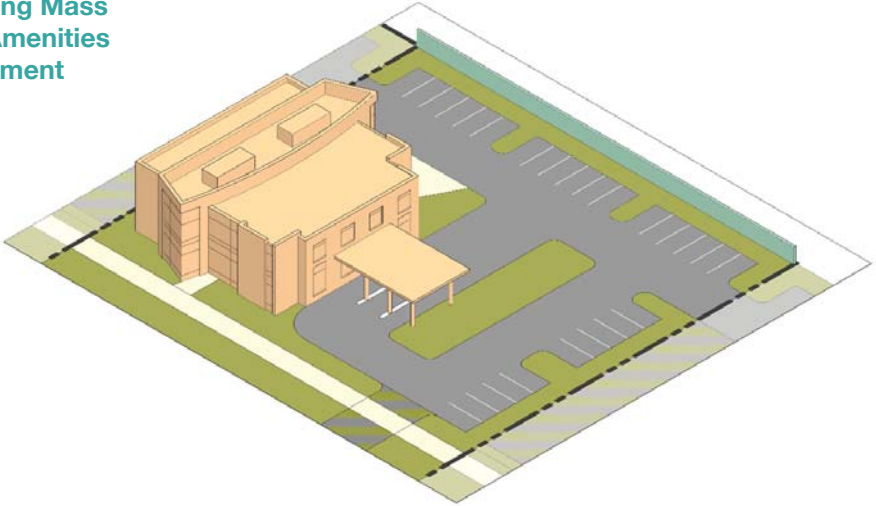
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement



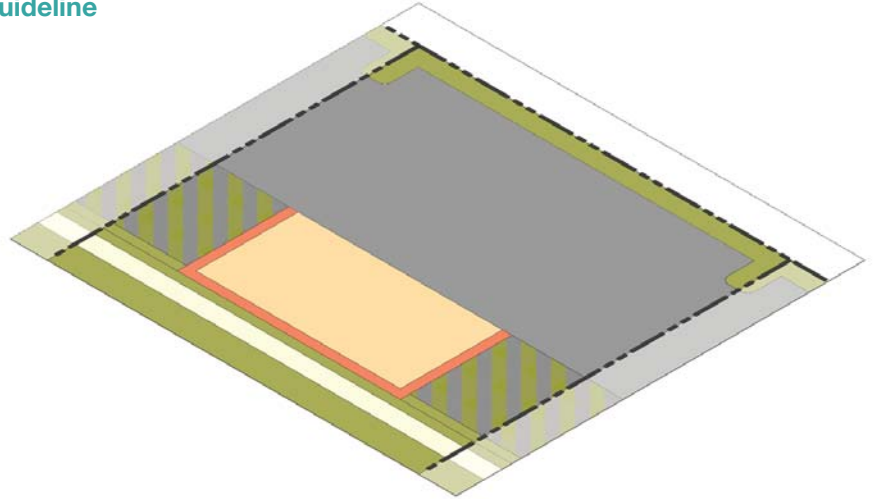
# Applications

## Development Concept

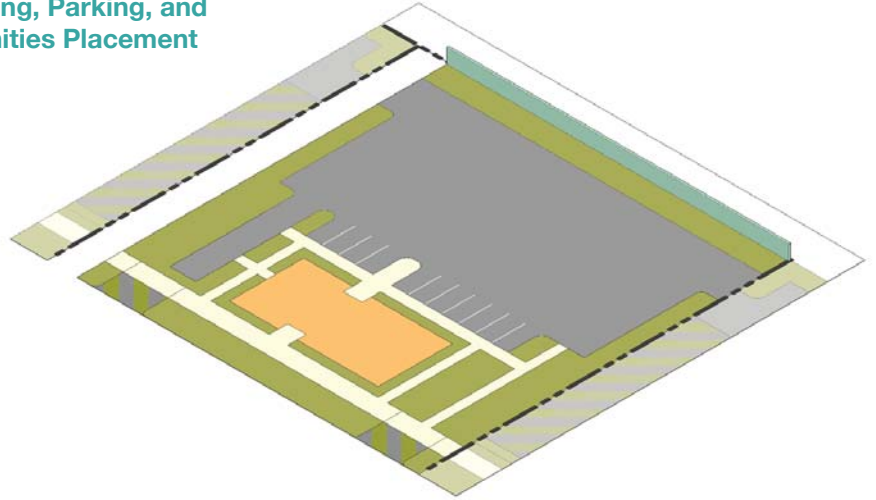
### Vehicle Oriented

- 150' wide X 200' deep mid-block lot condition
- WORK IN PROGRESS

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement





# Coastal Character District

## Community Patterns: Essential Attributes

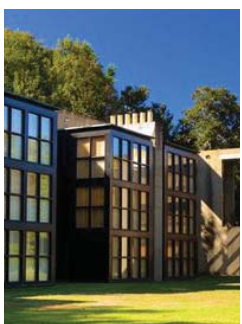
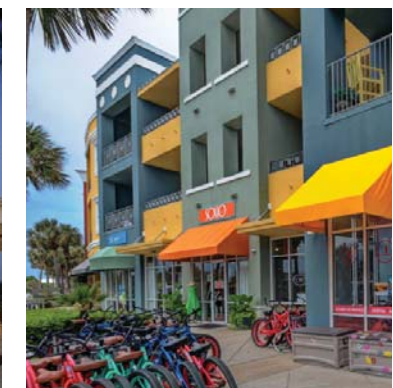
### Community Patterns

- 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, eg: 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, eg: 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

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

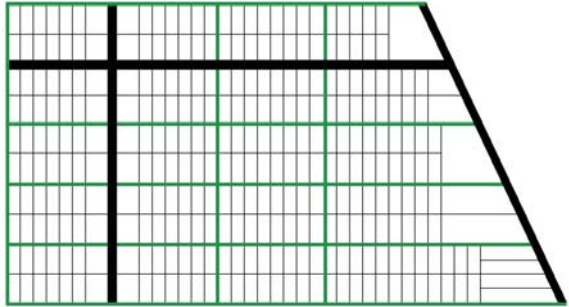
Lot Types

- 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

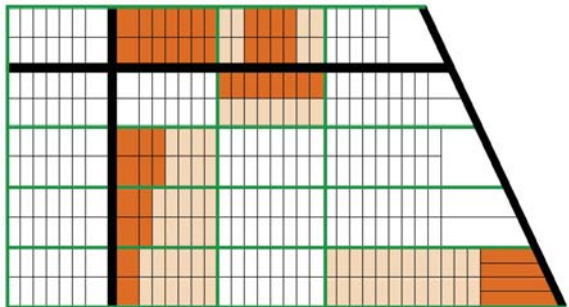
Street Type and Lot Type determine which Building Types and Forms will function well on a site.

Street Type and Patterns



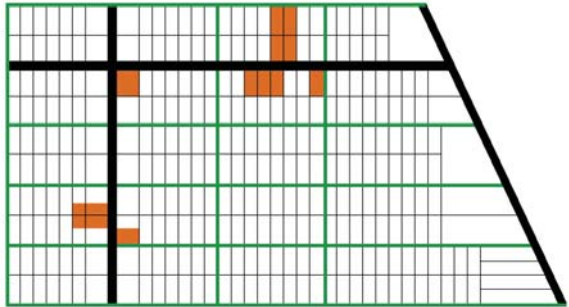
- Main streets are in BLACK
- Secondary streets are in GREEN

Block Type and Commercial Patterns



- Commercial lots are DARK ORANGE
- Non-commercial lots are LIGHT ORANGE

Lot Types



- Commerical lots are in DARK ORANGE

		BUILDING FORMS AND TYPES						
		TRADITIONAL STREET ORIENTED			VEHICLE/PARKING LOT ORIENTED			
		IN-LINE RETAIL SHOPS	SMALL BOX COMMERCIAL	STAND-ALONE MIXED USE	IN-LINE MIXED-USE	VEHICLE ORIENTED	DRIVE-THRU	MEDIUM-BOX RETAIL
STREET TYPES	PEDESTRIAN FRIENDLY		PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE			
	VEHICLE ORIENTED							
LOT TYPE	CORNER	100' DEEP	25'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		150' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
	MID-BLOCK	200' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		100' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		150' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					
		200' DEEP	20'-50' WIDE					
			50'-100' WIDE					
			> 100' WIDE					



# Building Forms and Types

3

The multiple types of commercial use 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

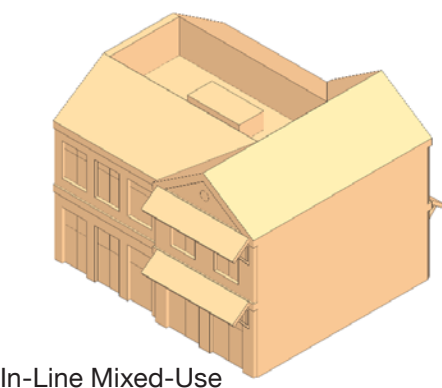


### Small-Box Commercial

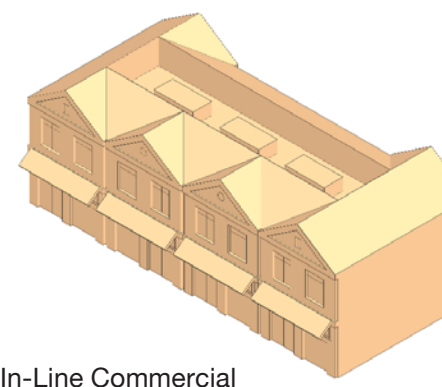
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF

# Building Forms and Types

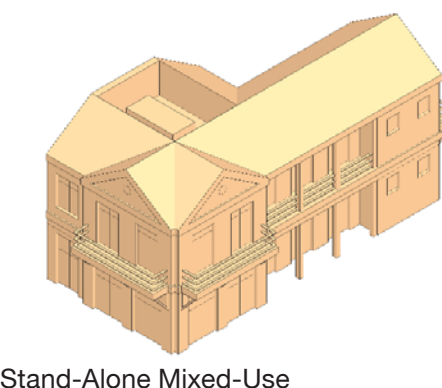
3



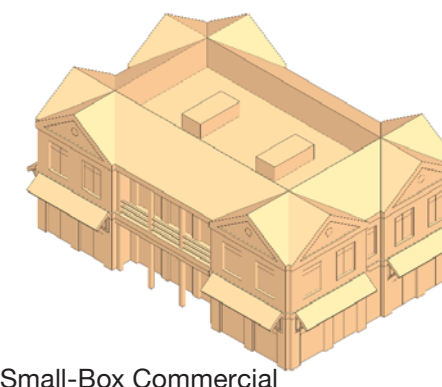
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial





# Building Forms and Types

3

The multiple types of commercial use described in the Zoning Ordinance can typical 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-thru
- 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 and shall be designed as a mixed-use redevelopment
- 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

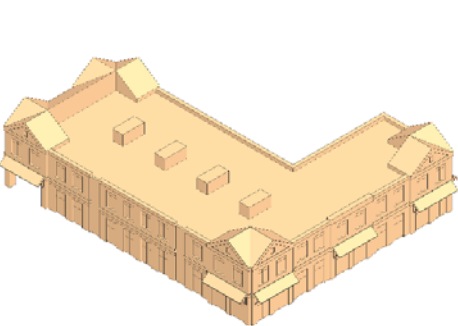


### Vehicle Oriented

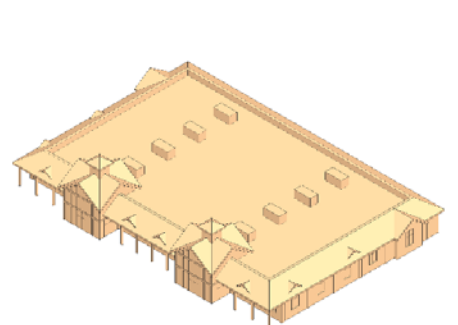
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly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

# Building Forms and Types

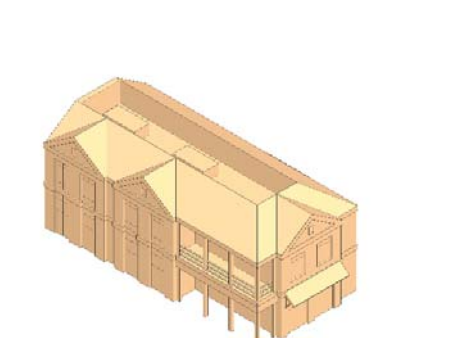
3



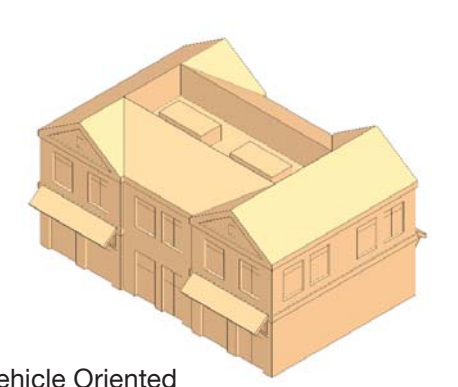
Medium-Box Retail



Big-Box Retail



Drive-Through



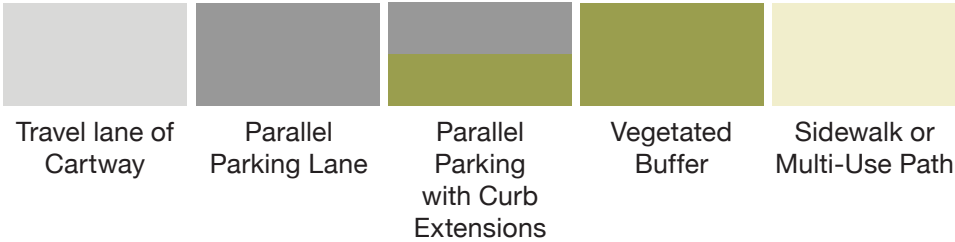
Vehicle Oriented





# Street Types and Patterns

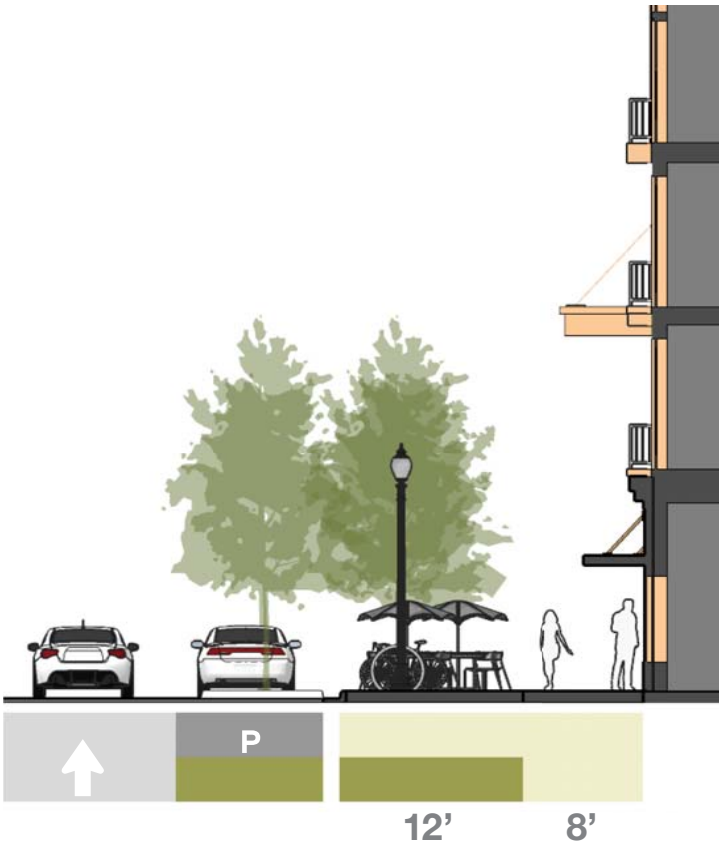
4



## Pedestrian Friendly

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

- Preferred Configuration:
  - On-street Parking
  - 20'-0" minimum between curb of parking lane and building facade
  - 8'-0" area for tree
  - 12'-0" clear for pedestrian path
- Acceptable Configurations:
  - If less than 20'-0" to face of building, use bump-out landscape elements in the parking lane



## 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



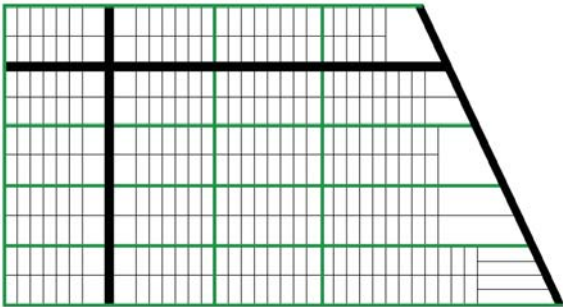
# Street Types and Patterns

4

## Public Right-of-Way

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

- Option 1: Extend pedestrian zone into the street
- Option 2: Provide a set back for the building facade

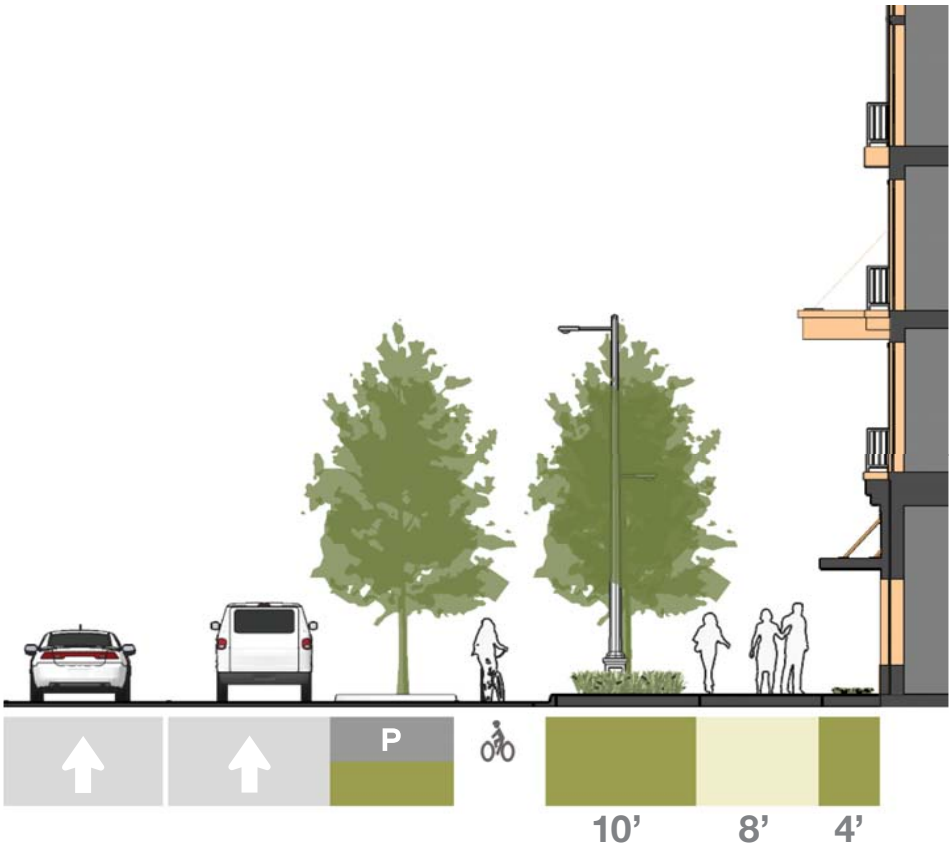


Secondary streets are in green and main streets are in black

## Vehicular Oriented

The pedestrian space is not protected by on-street parking

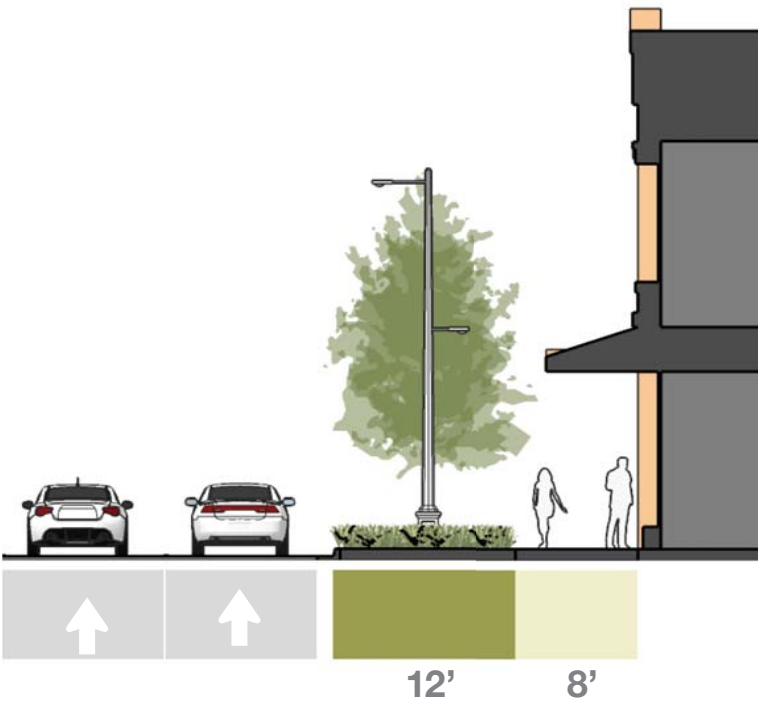
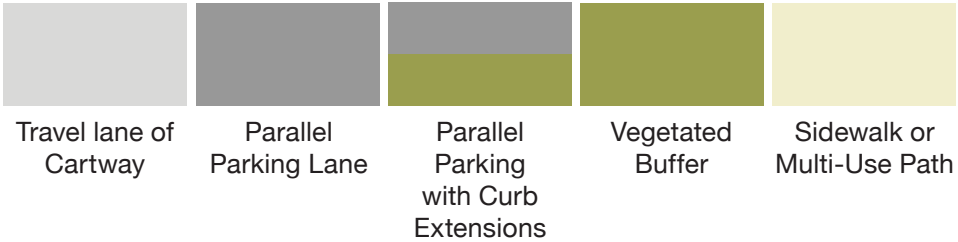
- Preferred Configuration:
  - 30'-0" between curb and building facade
  - 22'-0" buffer between curb and sidewalk with three dimensional planting and trees
  - 8'-0" pedestrian path
- Acceptable Configuration:
  - Minimum 20'-0" between curb and building facade
  - 12'-0" buffer between curb and sidewalk with three dimensional planting and trees





Street Types  
and Patterns

4



Street Types  
and Patterns

4



# Block Types and Patterns

5

Landscaped Area

Pedestrian Path

Primary Façade

Parking

Commercial Use

Office Use

Residential Use

Roads

Flexible Areas:

Parking-Building

Landscaping-Building

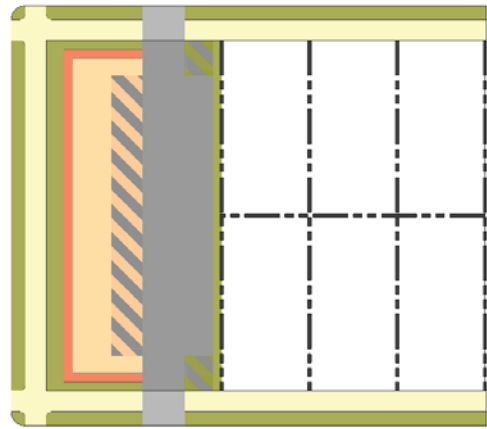
Parking-Landscaping-Building

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 could be realized.

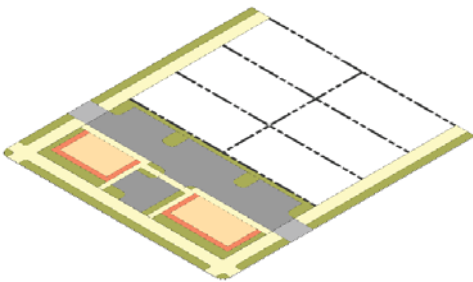
## Short Block

### 100' Deep Lot

- Parking and access in middle of block
- 5'-0" 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'-0" minimum planting buffer



Block Guideline



Possible Site Layout A

# Block Types and Patterns

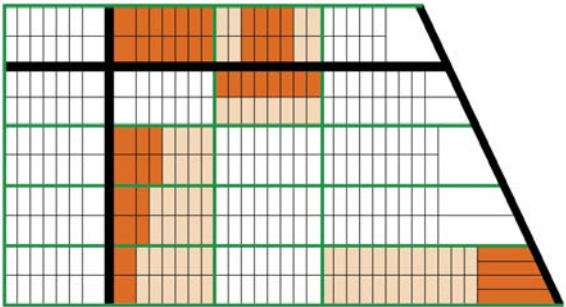
5

## Block Types

The majority of blocks are approximately 200' X 500'

Commercial frontage types:

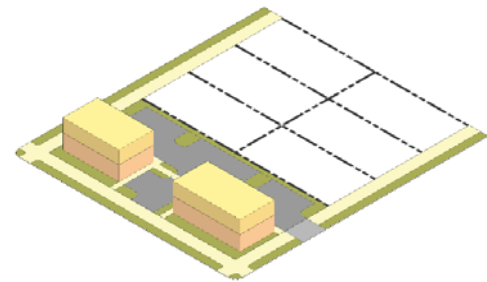
- Short block frontage on main street
- Long block frontage on main street
- Full block frontage



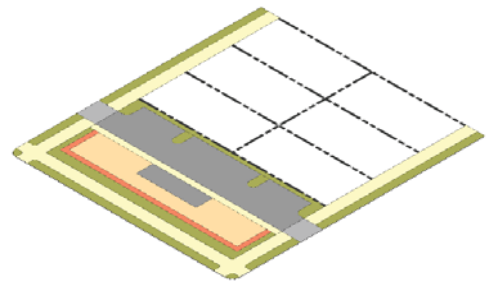
Block Types are in shades of orange (orange for commercial and light orange for other)

## Short Block

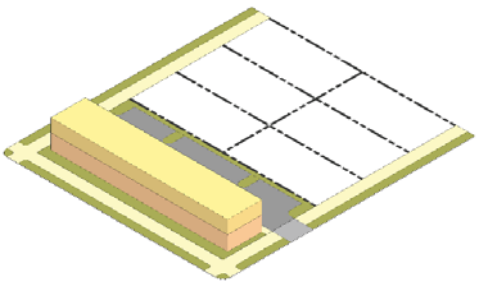
### 100' Deep Lot



Possible Massing Layout A



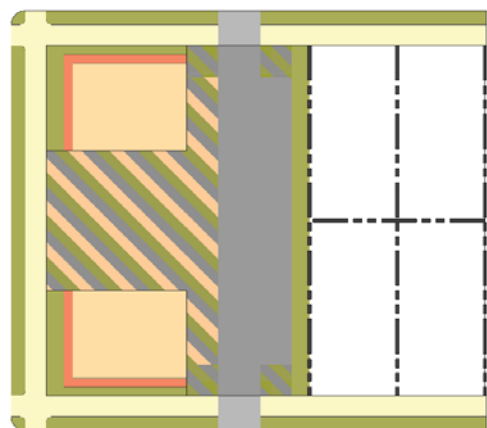
Possible Site Layout B



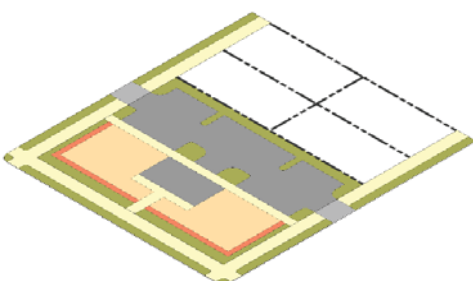
Possible Massing Layout B

### 150' Deep Lot

- Parking and access in middle of block
- 10'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

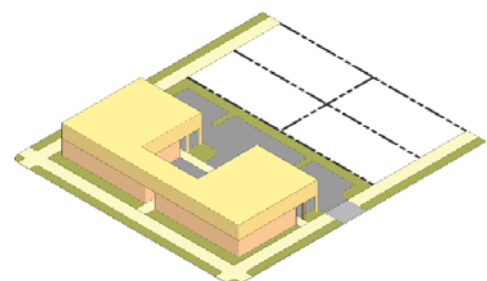


Block Guideline

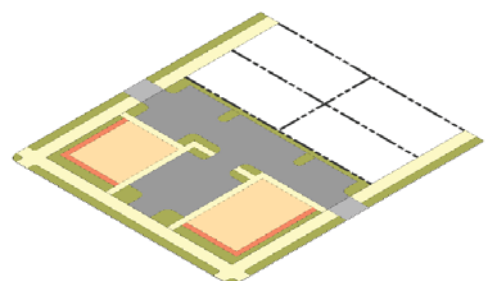


Possible Site Layout A

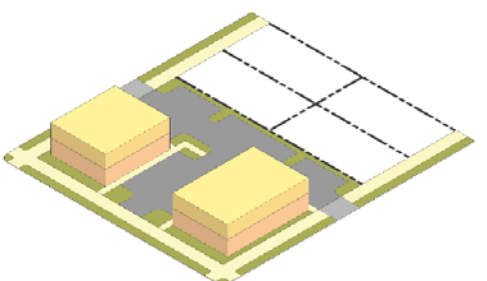
### 150' Deep Lot



Possible Massing Layout A



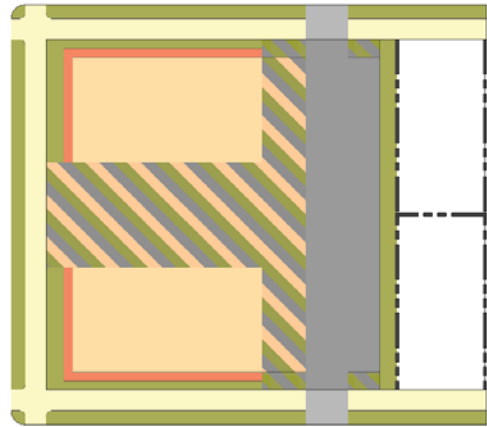
Possible Site Layout B



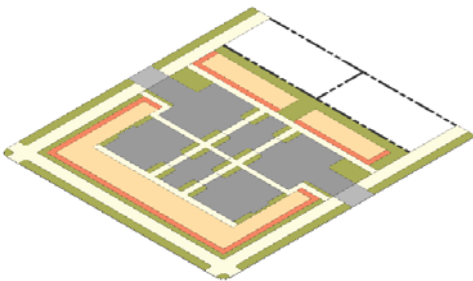
Possible Massing Layout B

### 200' Deep Lot

- Parking and access in middle of block
- 10'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

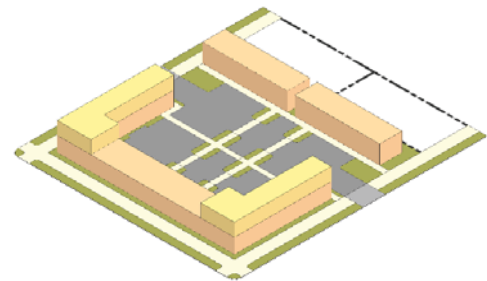


Block Guideline

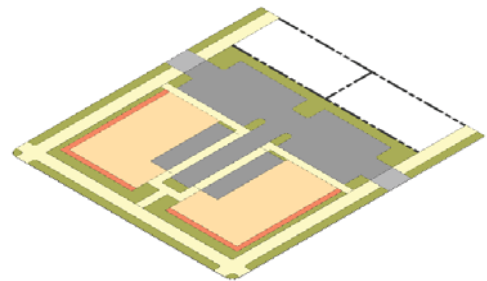


Possible Site Layout A

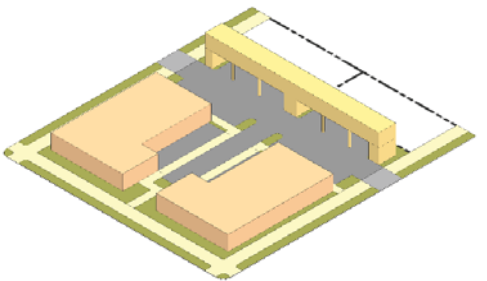
### 200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B



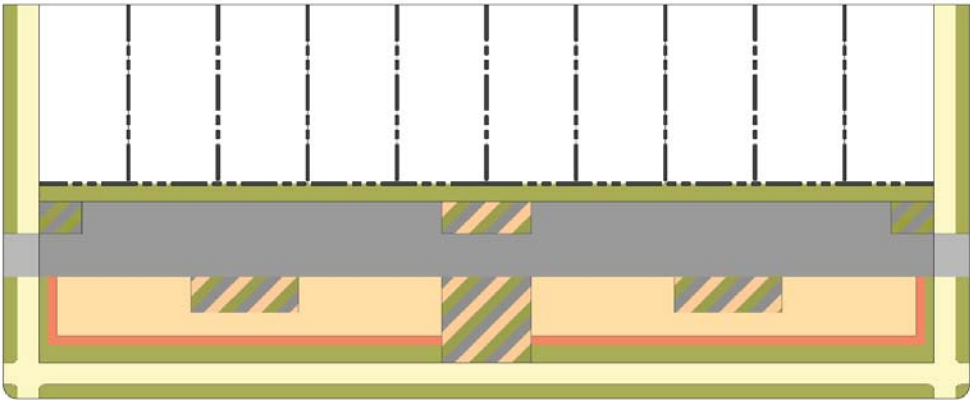
# Block Types and Patterns

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

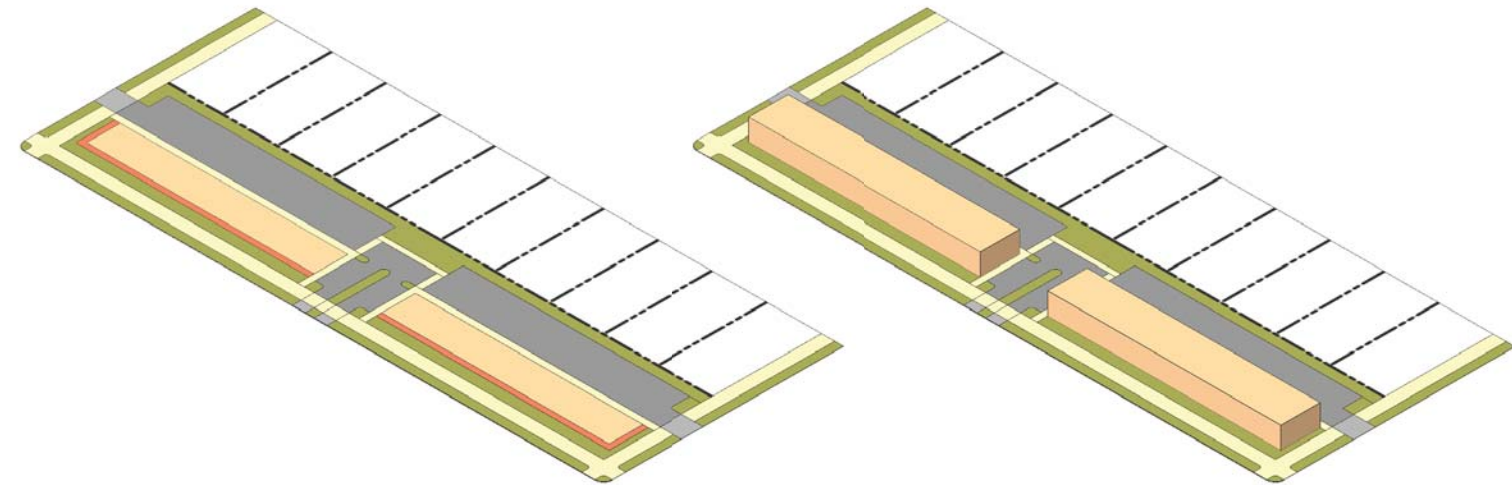
## Long Block

### 100'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

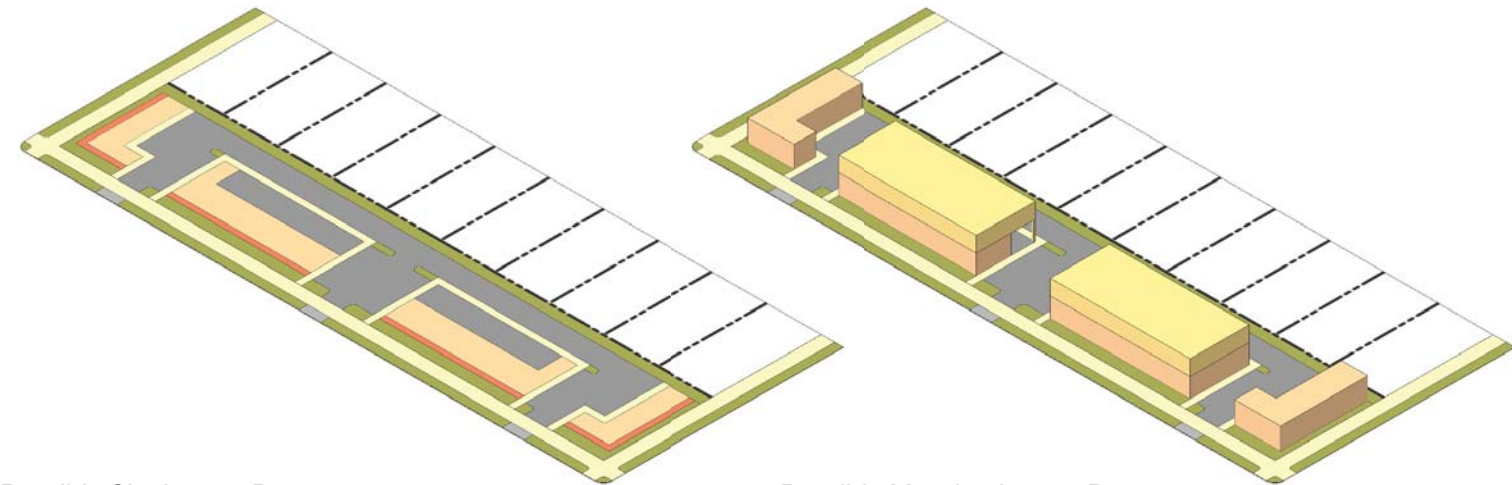


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

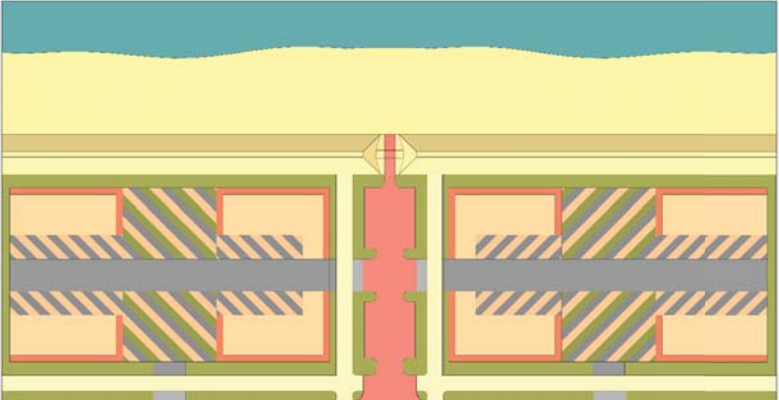
Possible Massing Layout B

# Block Types and Patterns

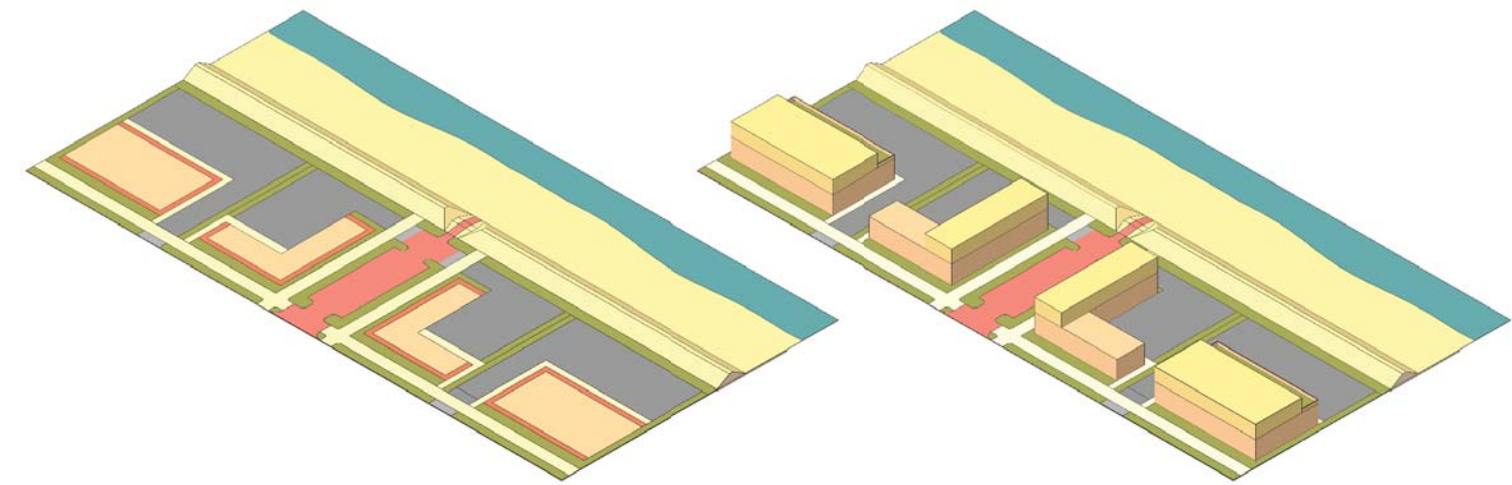
## Beach Block

### 150'-0" 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'-0" minimum planting buffer or a carriage house or other ancillary structure screening the parking spaces

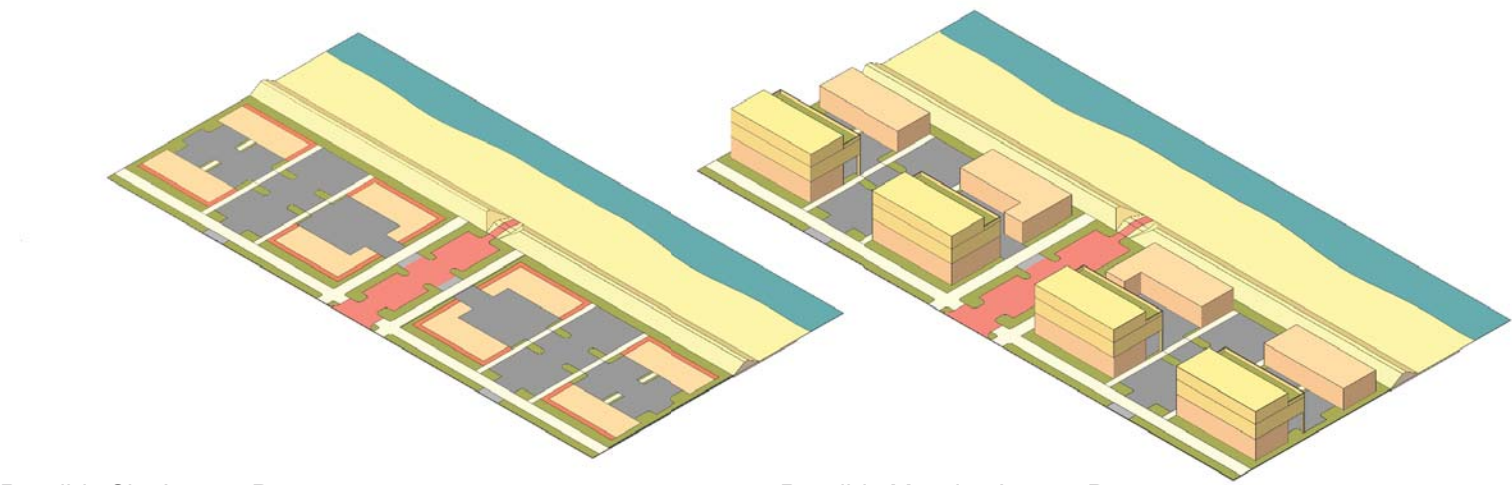


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B



# Lot Patterns

## Lot Guidelines 100' Deep Corner Lot

Landscaped Area

Pedestrian Path

Primary Façade

Parking

Commercial Use

Office Use

Residential Use

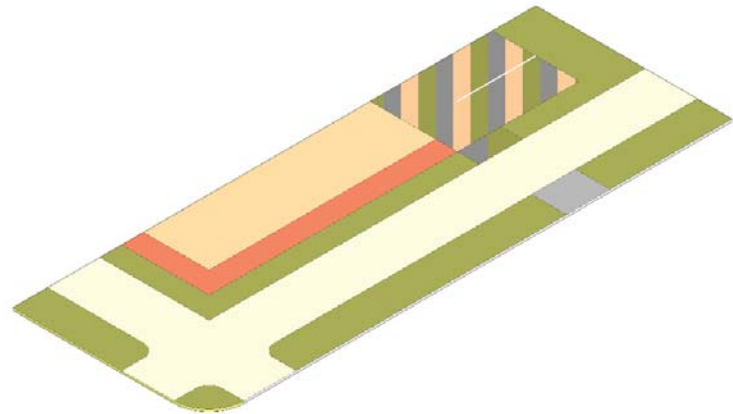
Roads

Flexible Areas:

Parking-Building

Landscaping-Building

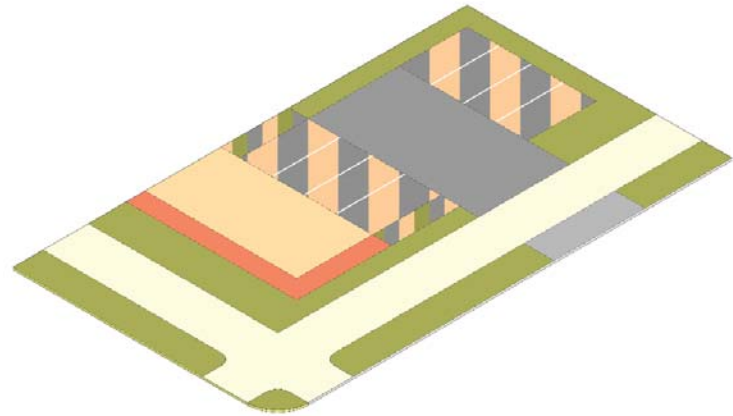
Parking-Landscaping-Building



Lot Guideline

### 25' - 50' Wide Lot

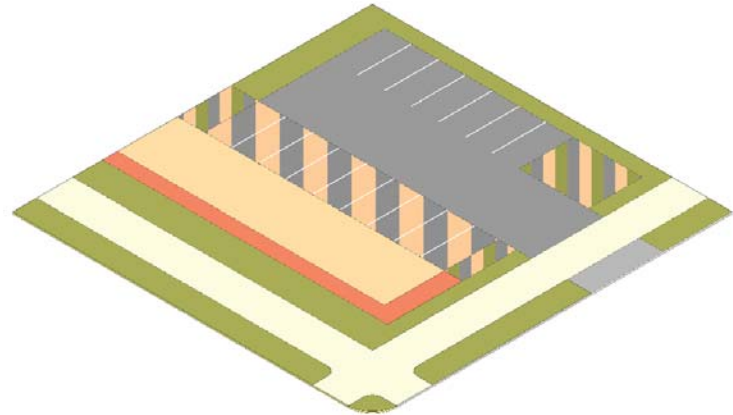
- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 5'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking
- Site less than 2,500 SF has no parking requirement for retail or office but 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 line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 5'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking



Lot Guideline

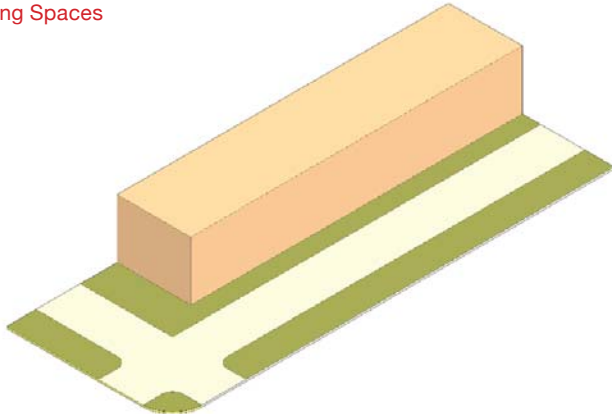
### >100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
  - Side facade: 60% active use
- 5'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

# Lot Patterns

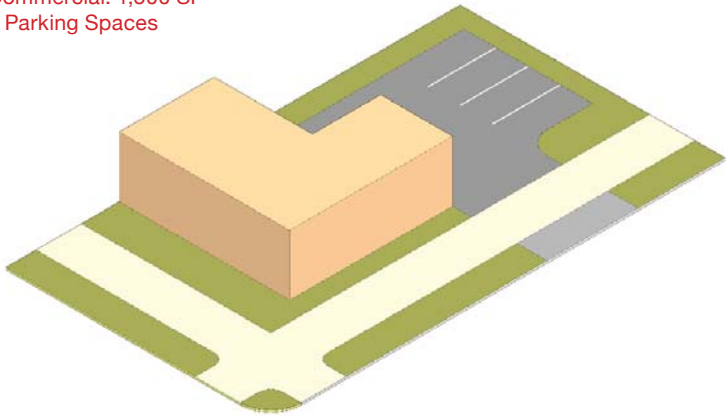
## Lot Capacities 100' Deep Corner Lot

Example: 25' X 100' Lot  
Commercial: 1,050 SF  
2 Parking Spaces



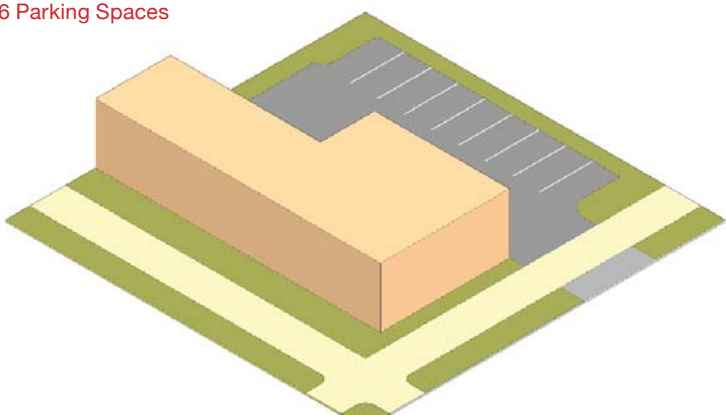
Minimum Lot Capacity

Example: 50' X 100' Lot  
Commercial: 1,500 SF  
8 Parking Spaces



Minimum Lot Capacity

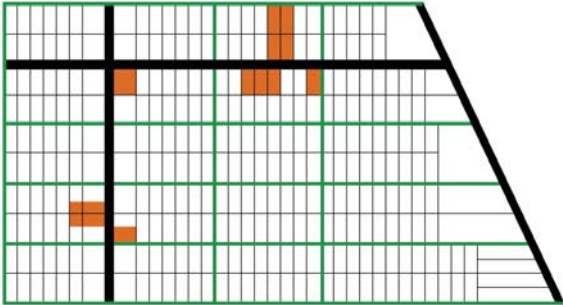
Example: 110' X 100' Lot  
Commercial: 2,750 SF  
16 Parking Spaces



Minimum Lot Capacity

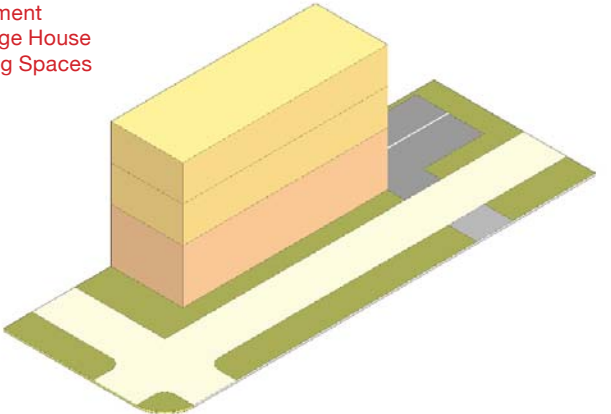
### Building Envelope and Capacity

The Building Envelope is a 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.



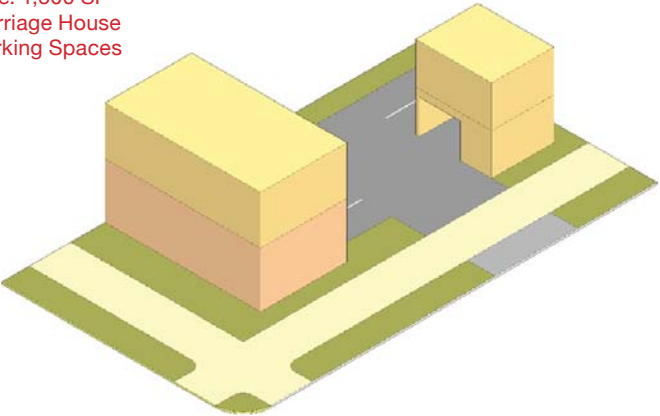
Lot Types are in orange

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



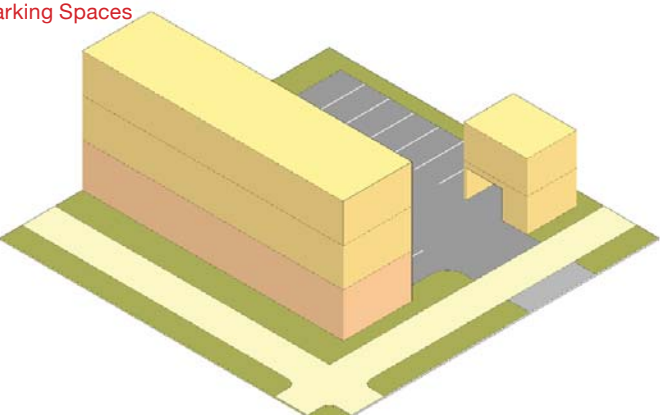
Maximum Lot Capacity

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



Maximum Lot Capacity

Commercial: 3,325 SF  
6 Apartments  
17 Parking Spaces



Maximum Lot Capacity



# 6

## Lot Patterns

### Lot Guidelines >100' Deep Corner Lot

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

#### 25' - 50' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" 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 line adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

Lot Guideline

#### >100' Wide Lot

- Front and Side Facade Zones: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
  - Side facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- 5'-0" landscaped screen or carriage house or ancillary structure between sidewalk and parking space
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

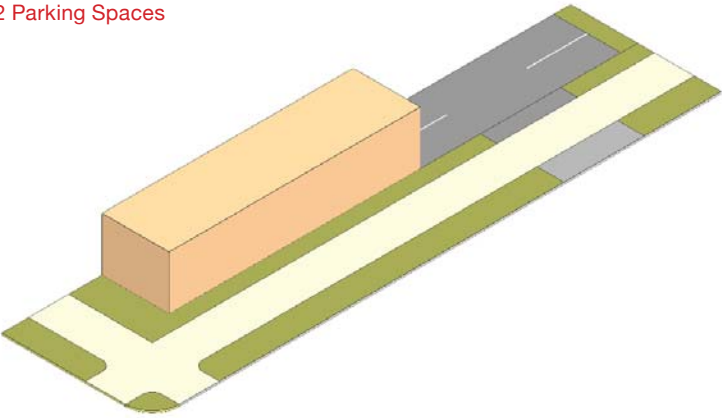
Lot Guideline

# 6

## Lot Patterns

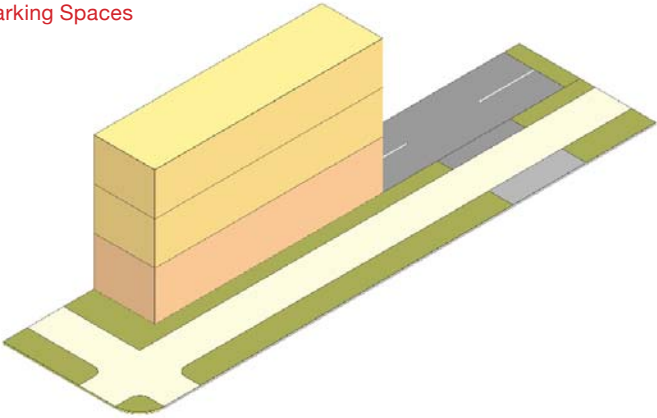
### Lot Capacities >100' Deep Corner Lot

Example: 50' X 150' Lot  
Retail: 3,600 SF  
12 Parking Spaces



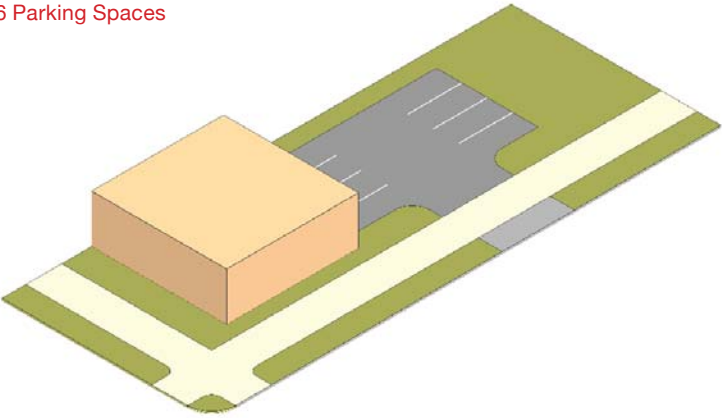
Minimum Lot Capacity

Retail: 3,600 SF  
Apartments: 4 Units  
12 Parking Spaces



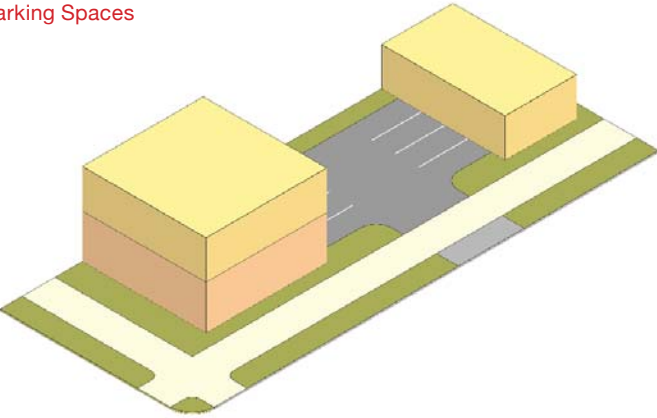
Maximum Lot Capacity

Example: 100' X 150' Lot  
Retail: 6,650 SF  
26 Parking Spaces



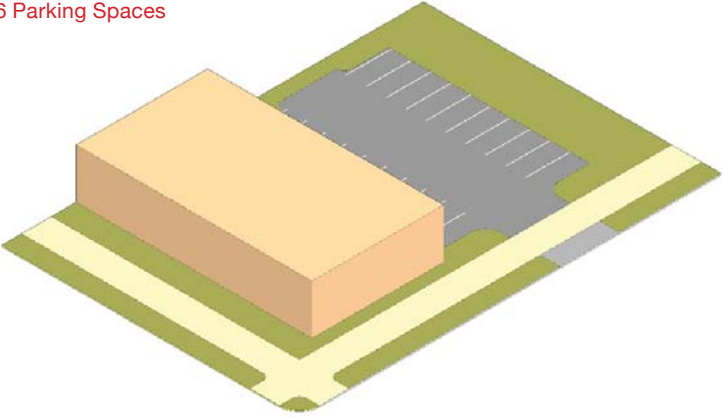
Minimum Lot Capacity

Retail: 6,100 SF  
Apartments: 6 Units  
30 Parking Spaces



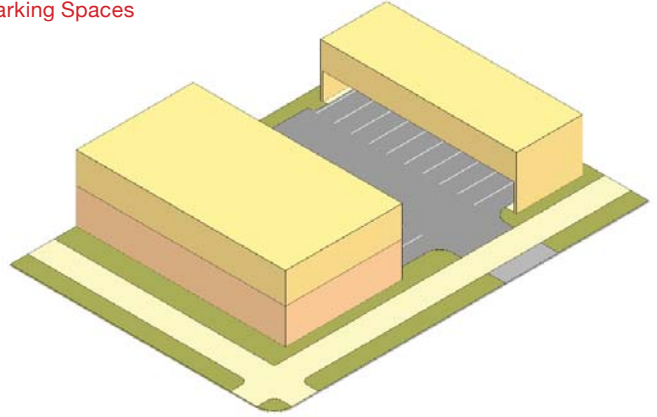
Maximum Lot Capacity

Example: 110' X 150' Lot  
Retail: 6,650 SF  
26 Parking Spaces



Minimum Lot Capacity

Retail: 6,100 SF  
Apartments: 6 Units  
30 Parking Spaces



Maximum Lot Capacity



# 6

Landscaped Area

Pedestrian Path

Primary Façade

Parking

Commercial Use

Office Use

Residential Use

Roads

Flexible Areas:

Parking-Building

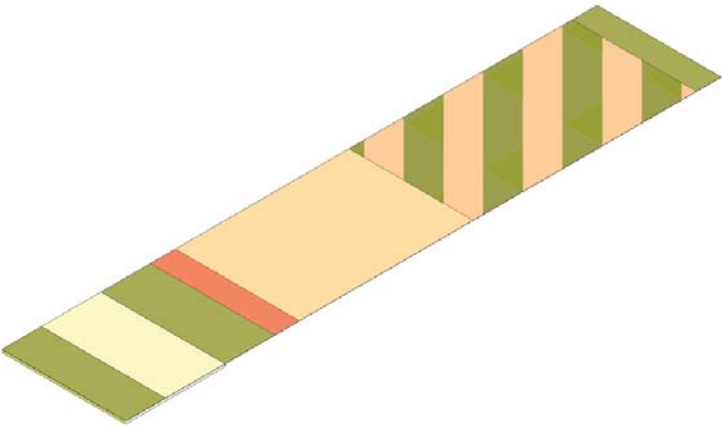
Landscaping-Building

Parking-Landscaping-Building

## Lot Guidelines

### 100' Deep Mid-Block Lot

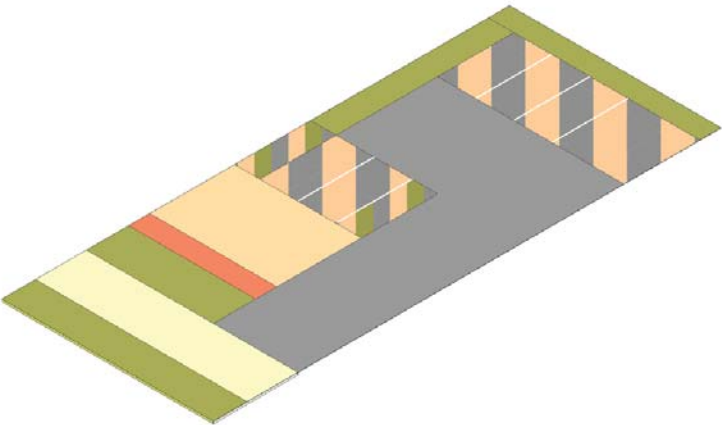
#### 25' - 50' Wide Lot



Lot Guideline

- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking
- Site less than 2,500 SF has no parking requirement for retail or office but 1.6 spaces per residential unit

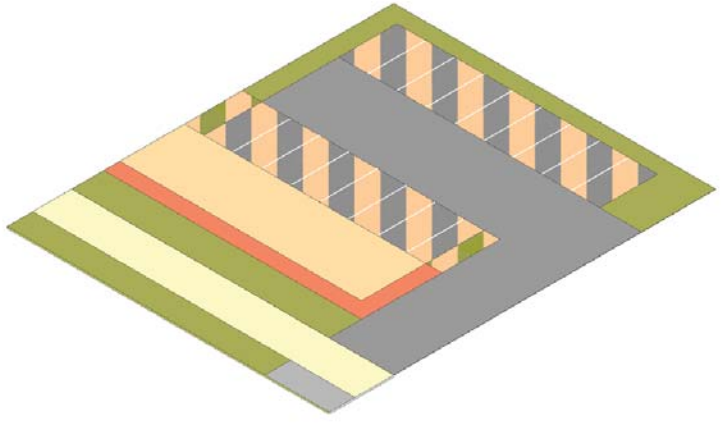
#### 50' - 100' Wide Lot



Lot Guideline

- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

#### >100' Wide Lot



Lot Guideline

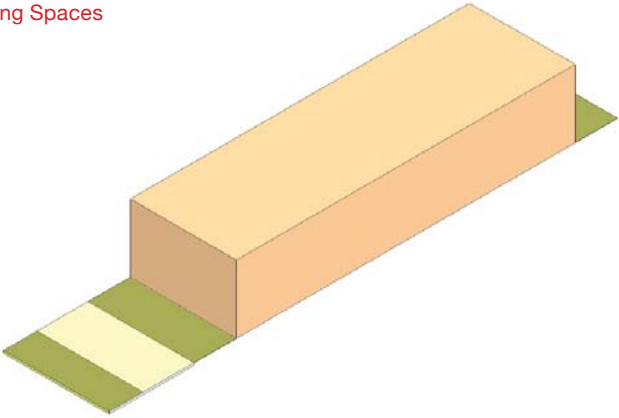
- Front Facade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

# 6

## Lot Capacities

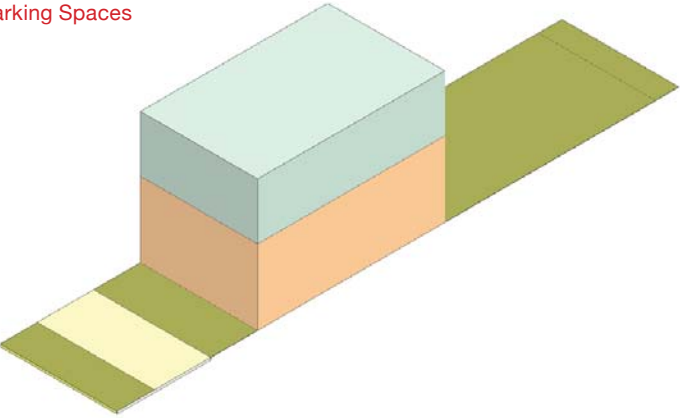
### 100' Deep Mid-Block Lot

Example: 25' X 100' Lot  
Commercial: 1,375 SF  
0 Parking Spaces



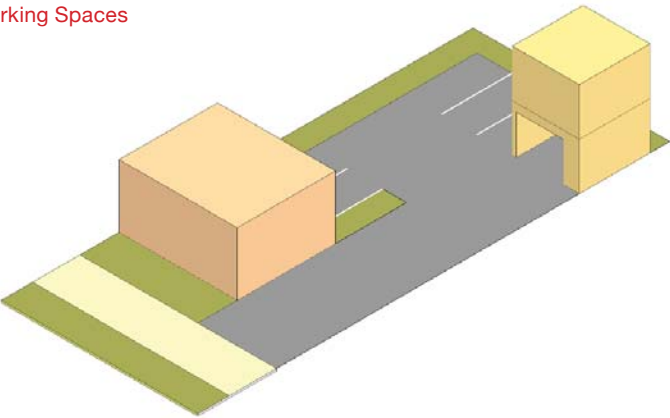
Minimum Lot Capacity

Commercial: 1,250 SF  
Office: 1,250 SF  
0 Parking Spaces



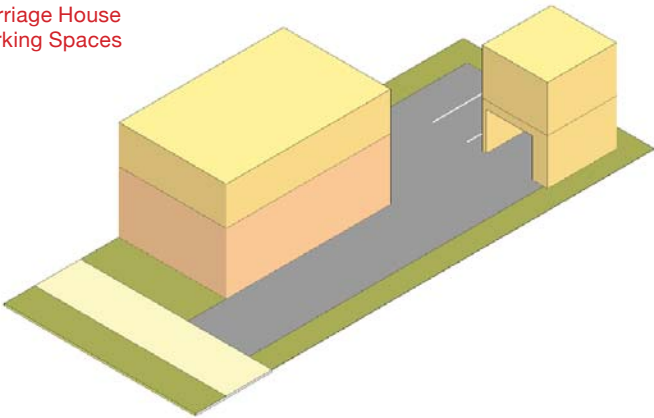
Maximum Lot Capacity

Example: 50' X 100' Lot  
Commercial: 1,300 SF  
4 Parking Spaces



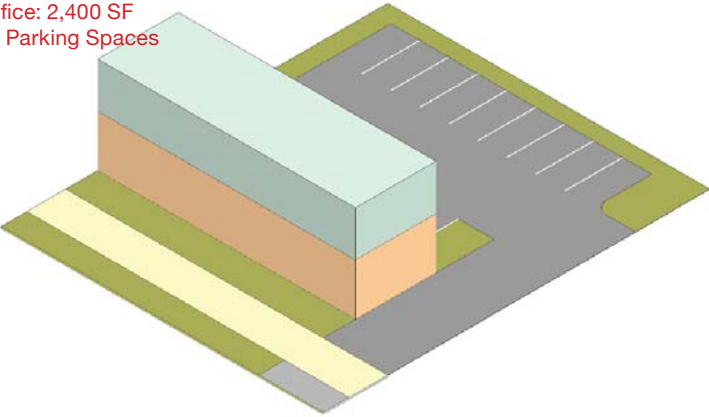
Minimum Lot Capacity

Commercial: 1,500 SF  
2 Apartment Units  
1 Carriage House  
5 Parking Spaces



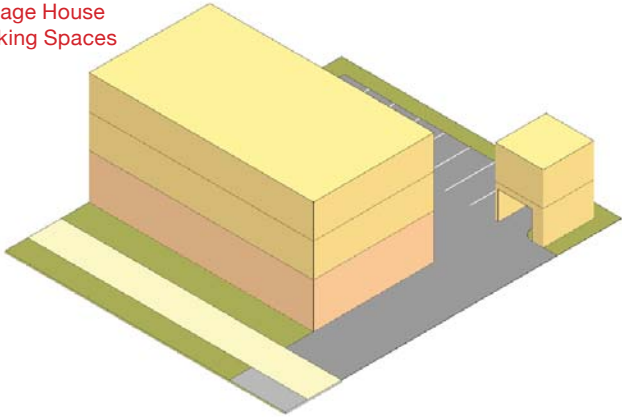
Maximum Lot Capacity

Example: 110' X 100' Lot  
Retail: 2,400 SF  
Office: 2,400 SF  
15 Parking Spaces



Minimum Lot Capacity

Retail: 2,400 SF  
8 Apartments  
1 Carriage House  
15 Parking Spaces



Maximum Lot Capacity



# 6

## Lot Guidelines >100' Deep Mid-Block Lot

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

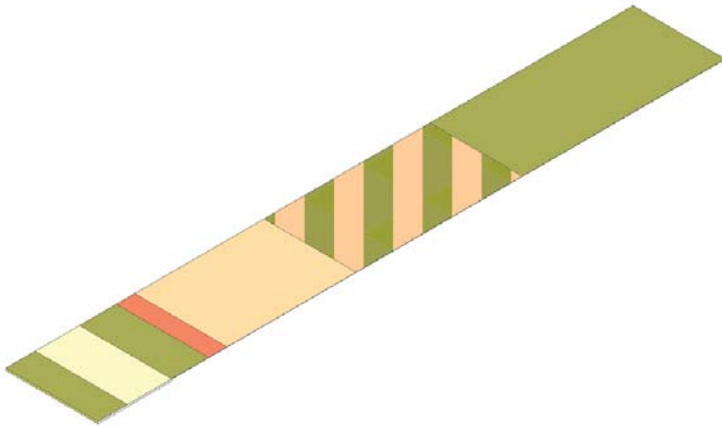
Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

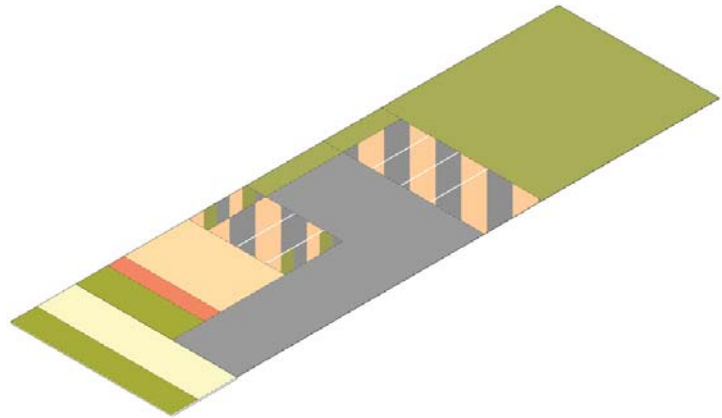
Parking-Landscaping-Building



Lot Guideline

### 50' Wide Lot

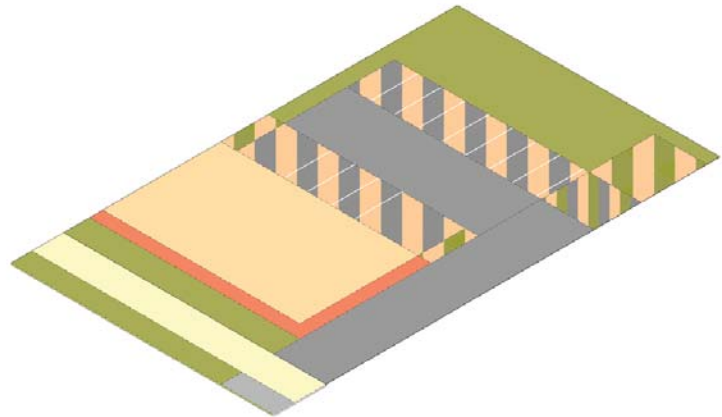
- Front Façade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 100% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking



Lot Guideline

### 50' - 100' Wide Lot

- Front Façade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 60% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking



Lot Guideline

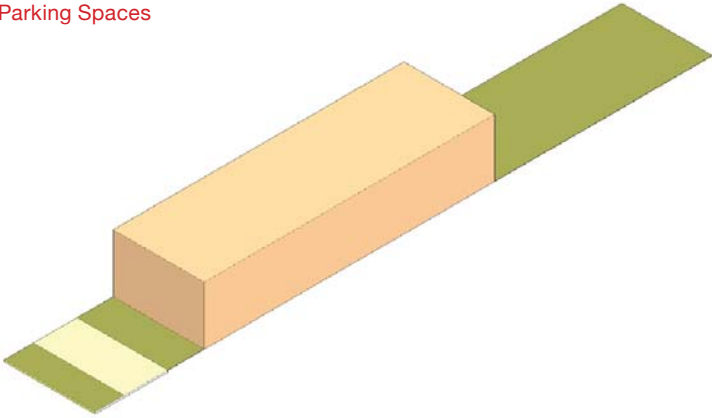
### >100' Wide Lot

- Front Façade Zone: Facades placed on front and side property lines or setback line adjusted for public right-of-way pattern
  - Front facade: 70% active use
- 10'-0" buffer between adjacent property and parking lot
- Ground floor building coverage a maximum of 35'-0" deep with double loaded parking or 55'-0" with single loaded parking

# 6

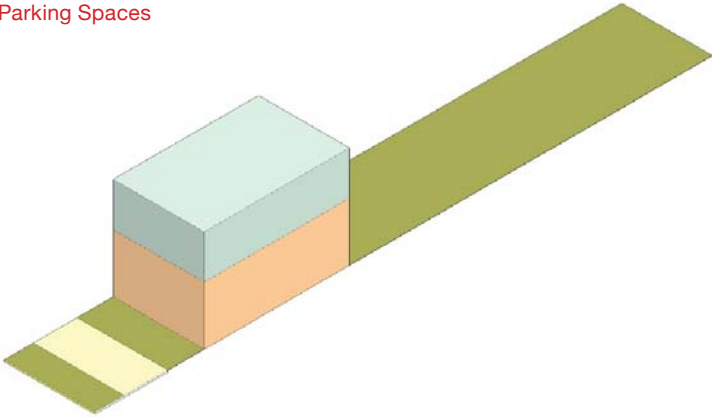
## Lot Capacities >100' Deep Mid-Block Lot

Example: 50' X 200' Lot  
Commercial: 2,800 SF  
9 Parking Spaces



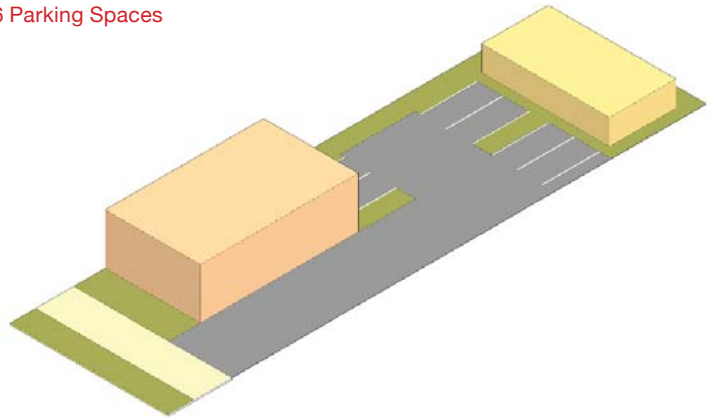
Minimum Lot Capacity

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



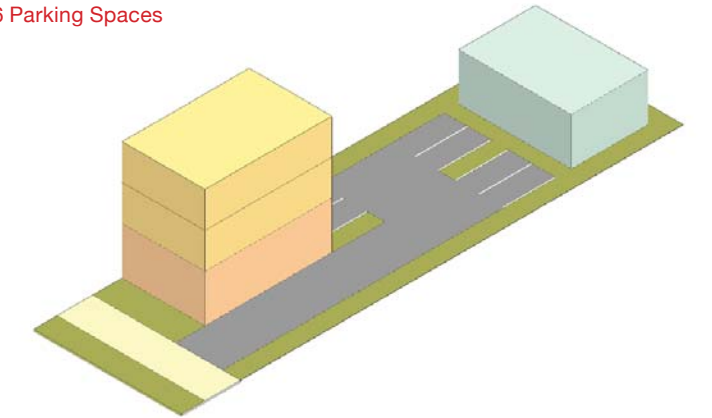
Maximum Lot Capacity

Example: 100' X 200' Lot  
Commercial: 4,400 SF  
26 Parking Spaces



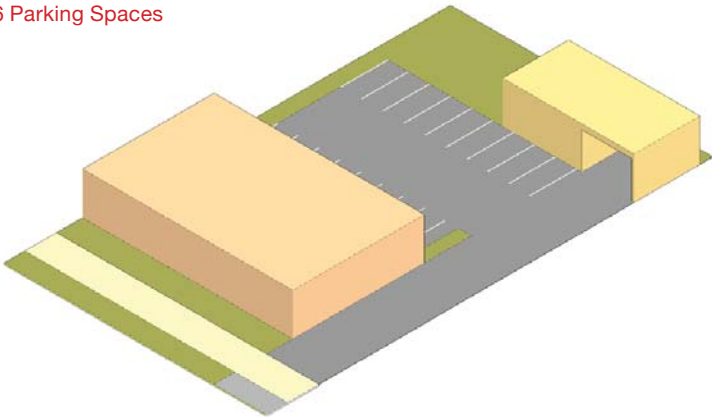
Minimum Lot Capacity

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



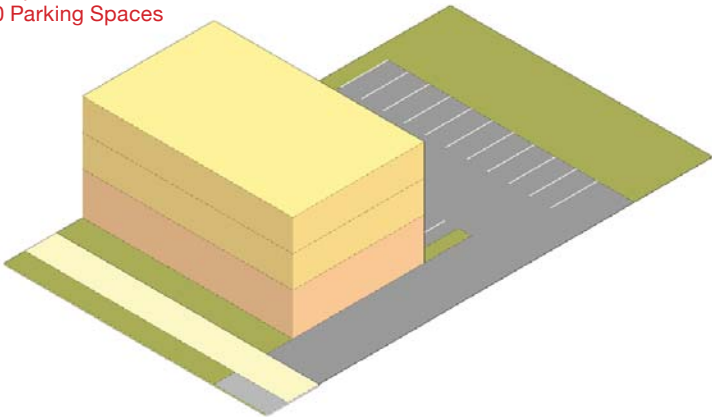
Maximum Lot Capacity

Example: 200' X 200' Lot  
Commercial: 12,000 SF  
36 Parking Spaces



Minimum Lot Capacity

Commercial: 12,000 SF  
16 Apartments  
60 Parking Spaces



Maximum Lot Capacity



# Architectural Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

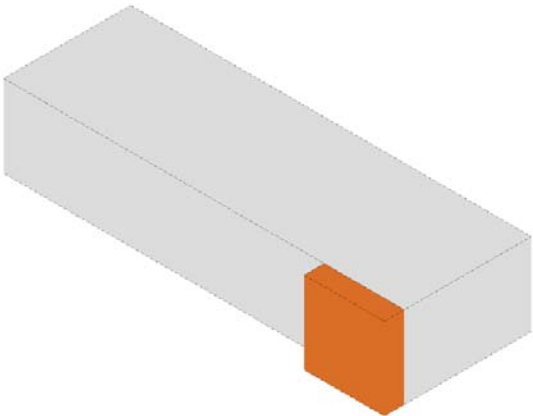
## One-Story Buildings

### Vertical

- Facades less than 80’ in length are not required to have relief of the buidling footprint; however the long mass of the façade should be articulated into elements which range proportioanlly 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 located on the end of the building as a means to bring relief to the uninterrupted facade.

### Massing

- Prefered minimum facade height in facade zones is 22’.
- The preferred massing and facade composition shall be two-story



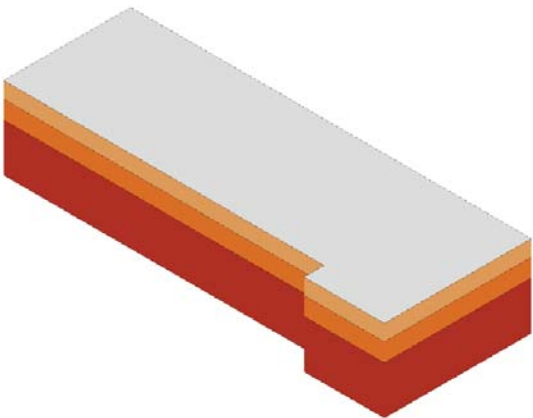
Vertical Articulation

### Horizontal

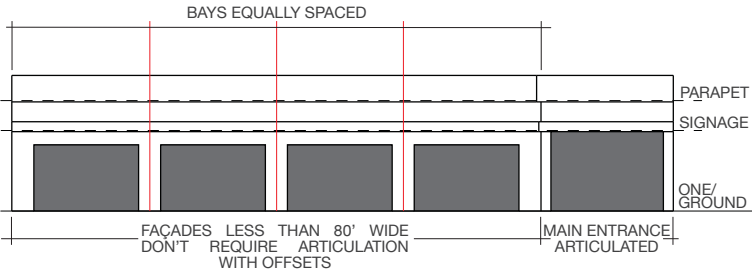
- Every building has a base, middle and top.

### Composition

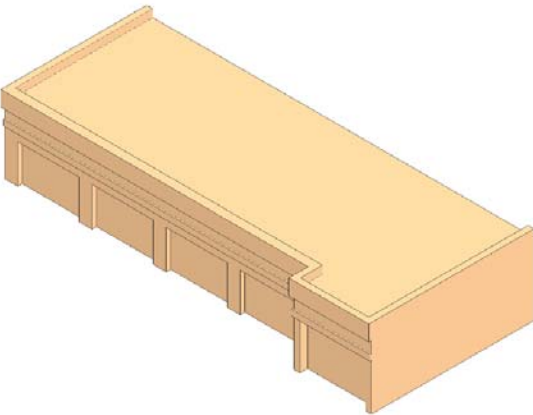
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly

# Architectural Patterns

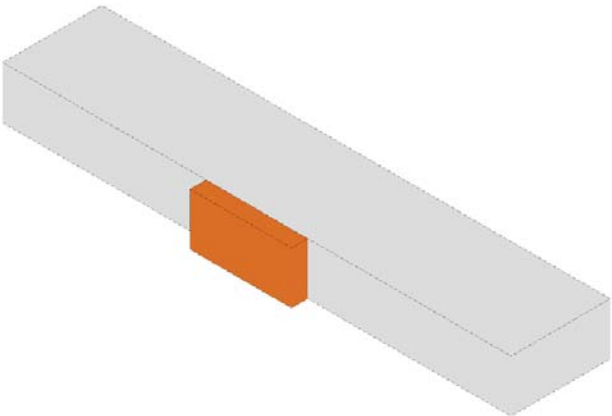
## One-Story Buildings

### Vertical

- Facades greater than 80’ in length are required to have relief of the buidling footprint; the long mass of the façade should be articulated into bays which 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

- Prefered minimum facade height in facade zones is 22’.
- The preferred massing and facade composition shall be two-story.



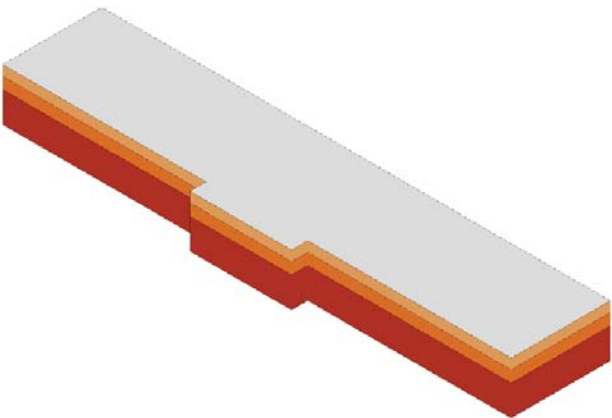
Vertical Articulation

### Horizontal

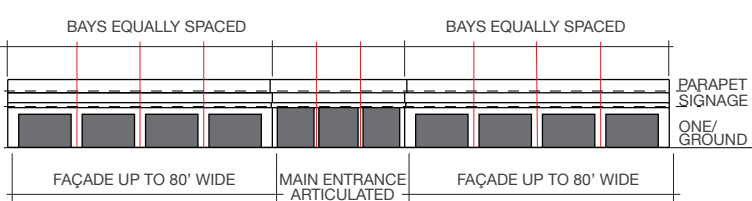
- Every building has a base, middle and top

### Composition

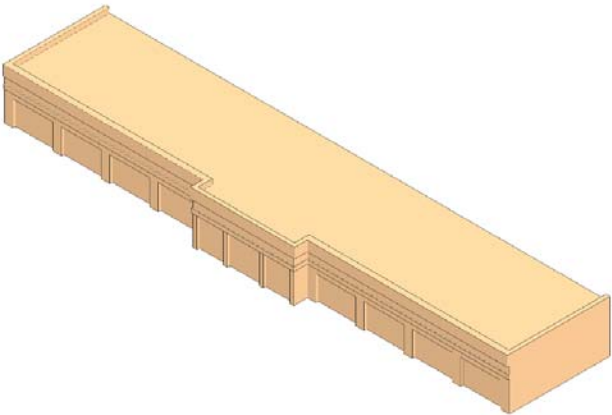
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly



# Architectural Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

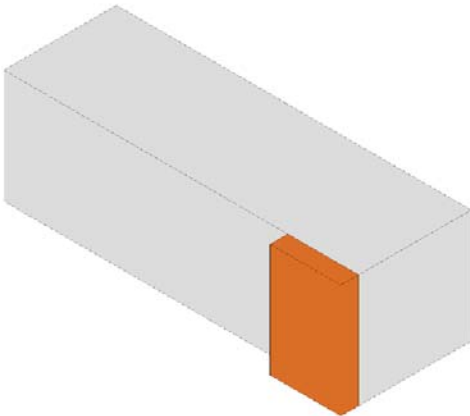
## Two-Story Buildings

### Vertical

- Facades less than 80’ in length are not required to have relief of the buidling footprint; however the long mass of the façade should be articulated into elements which range proportioanlly 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 a offset entry located on the end of the building as a means to bring relief to the uninterrupted facade.

### Massing

- Prefered minimum facade height in facade zones is 30’.



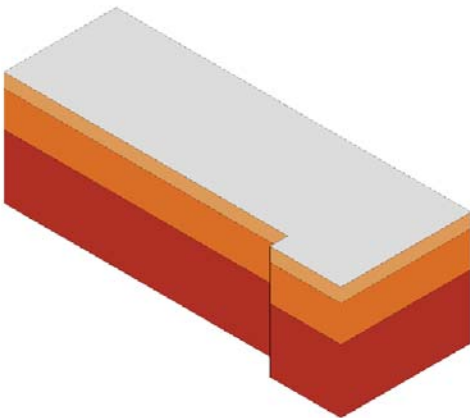
Vertical Articulation

### Horizontal

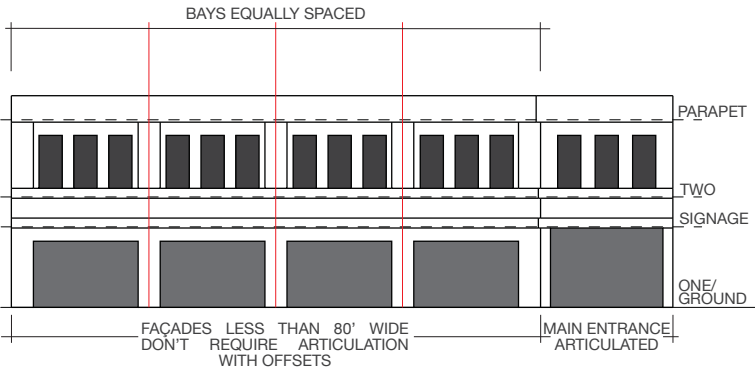
- Every building has a base, middle and top.

### Composition

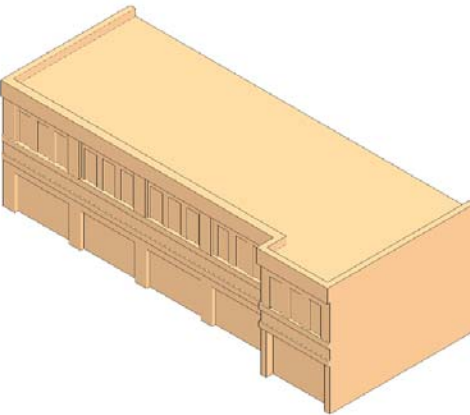
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly

# Architectural Patterns

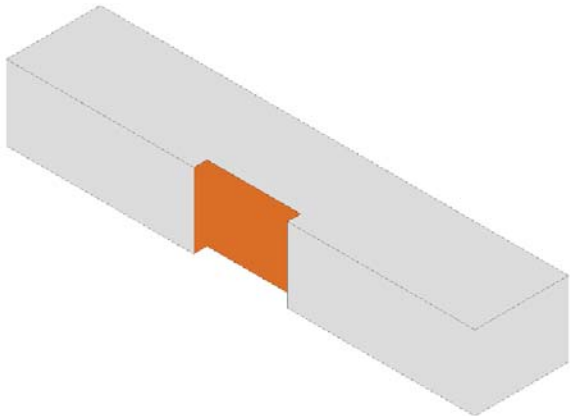
## Two-Story Buildings

### Vertical

- Facades greater than 80’ in length are required to have relief of the buidling footprint; the long mass of the façade should be articulated into bays which 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

- Prefered minimum facade height in facade zones is 30’.



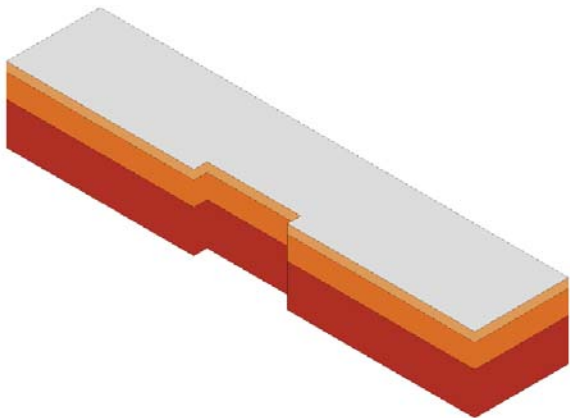
Vertical Articulation

### Horizontal

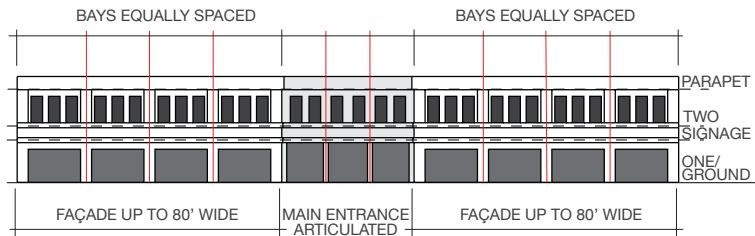
- Every building has a base, middle and top.

### Composition

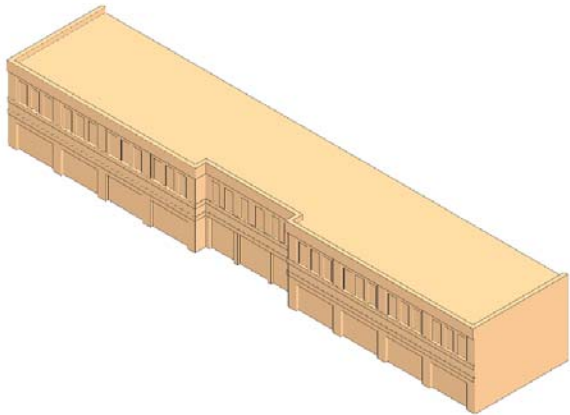
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



Assembly



# Architectural Patterns

- Landscaped Area

Pedestrian Path

Primary Façade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Building

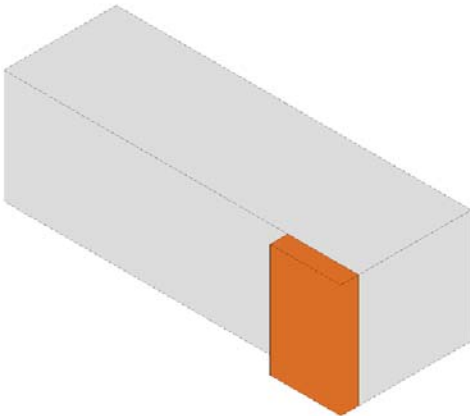
Landscaping-Building

Parking-Landscaping-Building

## Multi-Story Buildings

### Vertical

- Facades less than 80’ in length are not required to have relief of the buidling footprint; however the long mass of the façade should be articulated into elements which range proportioanlly 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 a offset entry located on the end of the building as a means to bring relief to the uninterrupted facade.



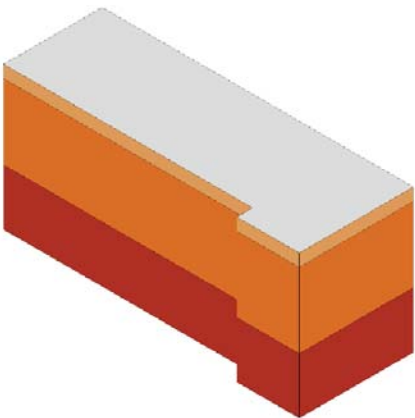
Vertical Articulation

### Horizontal

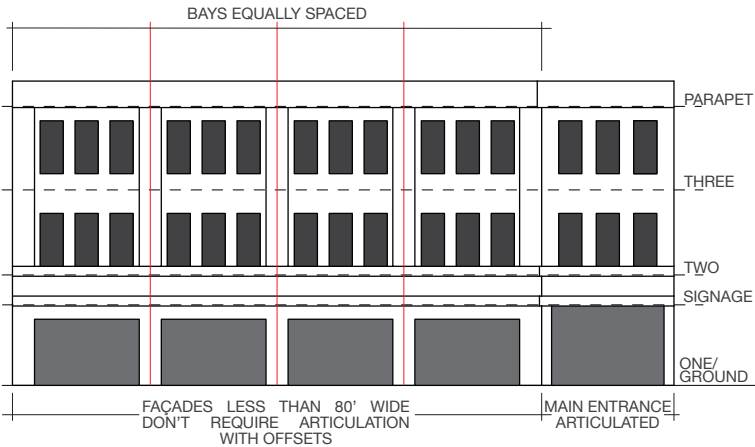
- Every building has a base, middle and top.

### Composition

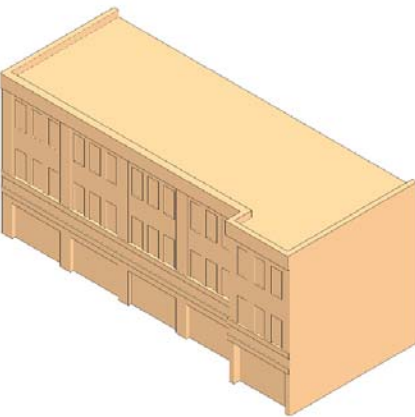
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



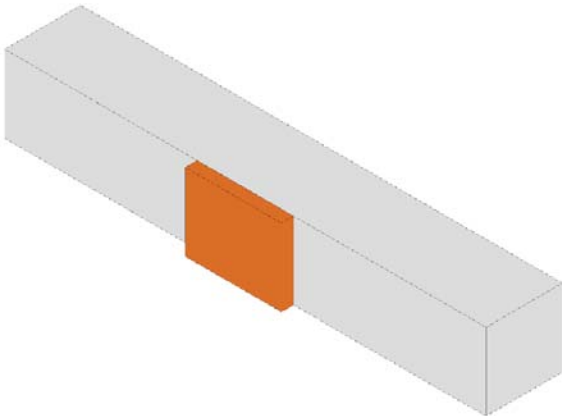
Assembly

# Architectural Patterns

## Multi-Story Buildings

### Vertical

- Facades greater than 80’ in length are required to have relief of the buidling footprint; the long mass of the façade should be articulated into bays which 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.



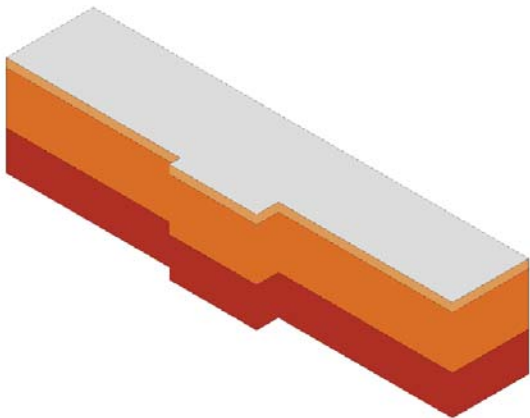
Vertical Articulation

### Horizontal

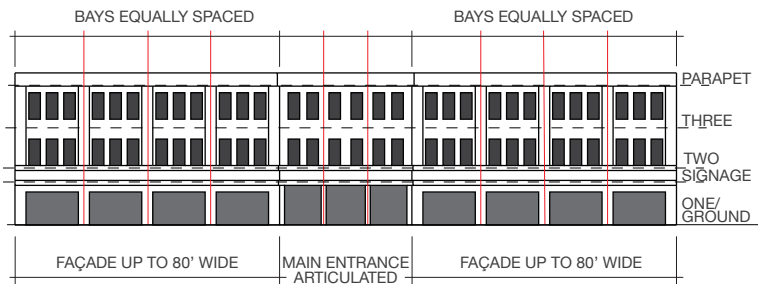
- Every building has a base, middle and top.

### Composition

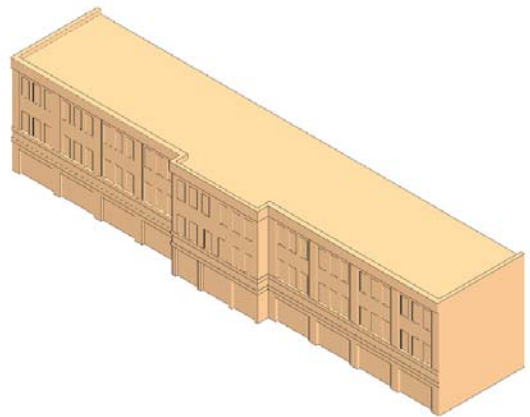
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for Windows: 6:7.5, 4:6, 5:8.



Horizontal Articulation



Composition



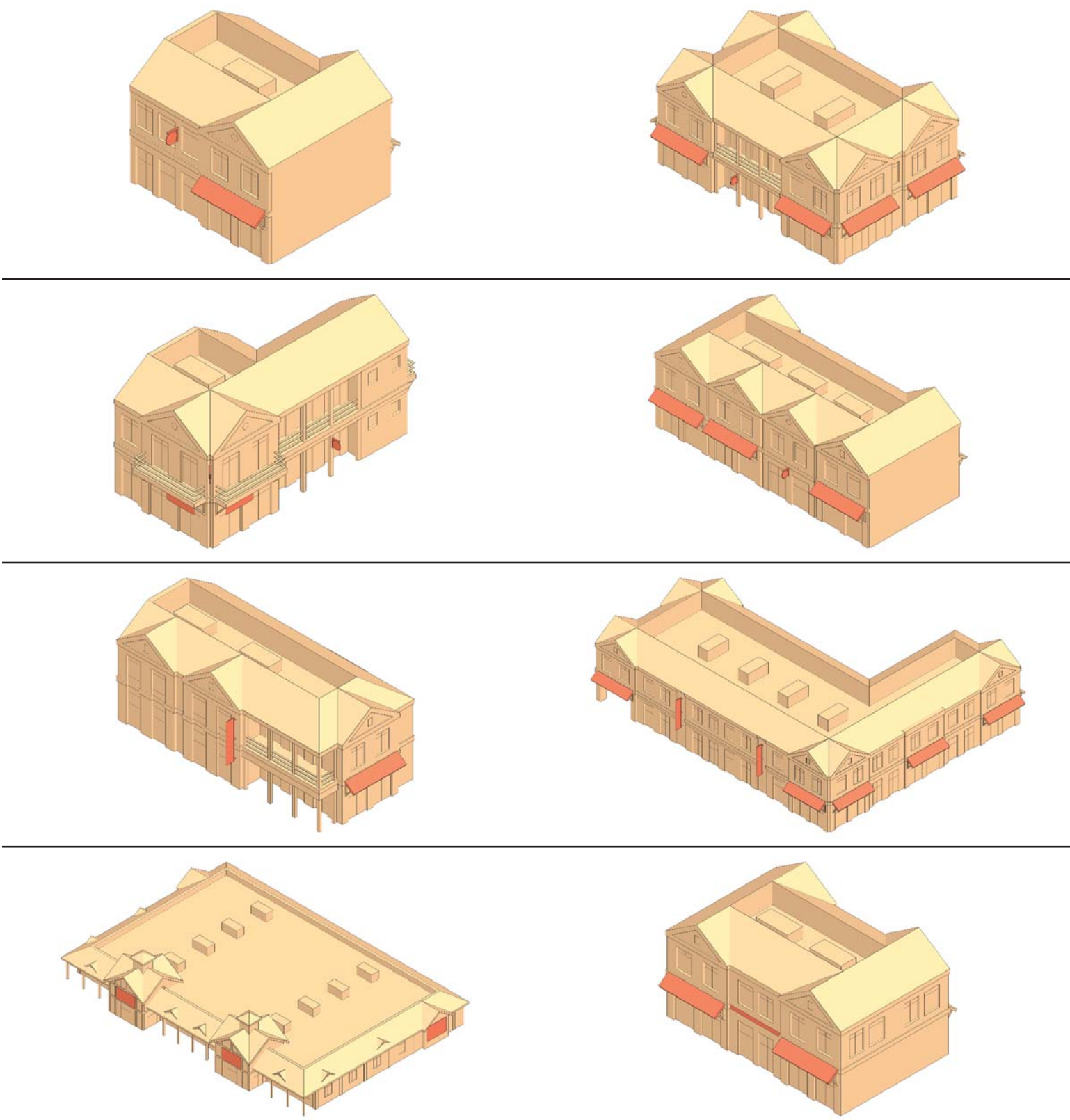
Assembly



# Signage

- Primary horizontal signage should be placed in the façade 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.

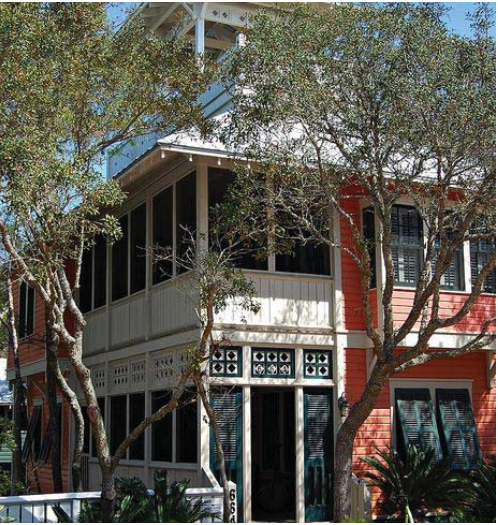
## Examples





# Landscaping 10

## Street Level Landscaping



# Landscaping 10

## 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 halmifolia*)
- Marsh elder (*Iva frutescens*)

### Perennials

- Hibiscus (*Hibiscus moscheutos*)
- Marsh mallow (*Kosteletzkya virginica*)
- Asters (*Aster* spp.)
- Blanket flower (*Gaillardia* spp.)
- Goldenrods (*Solidago* spp.)





# Applications

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

## Development Concept

### In-Line Mixed-Use

#### Lot Guideline

- 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 refuge

#### Building, Parking, and Amenities Placement

#### Building Mass and Amenities Placement

# Applications

## Development Concept

### In-Line Commercial

#### Lot Guideline

- 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; though 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 refuge structures as needed.

#### Building, Parking, and Amenities Placement

#### Building Mass and Amenities Placement



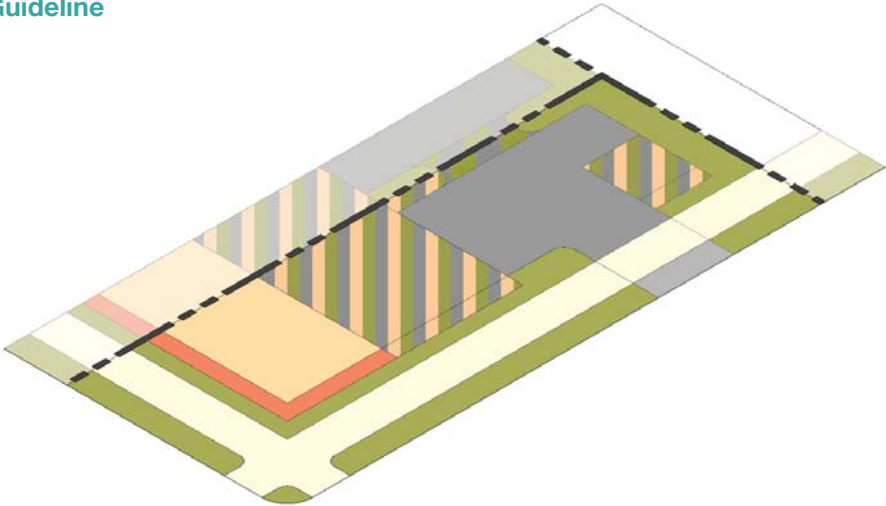
# Applications

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

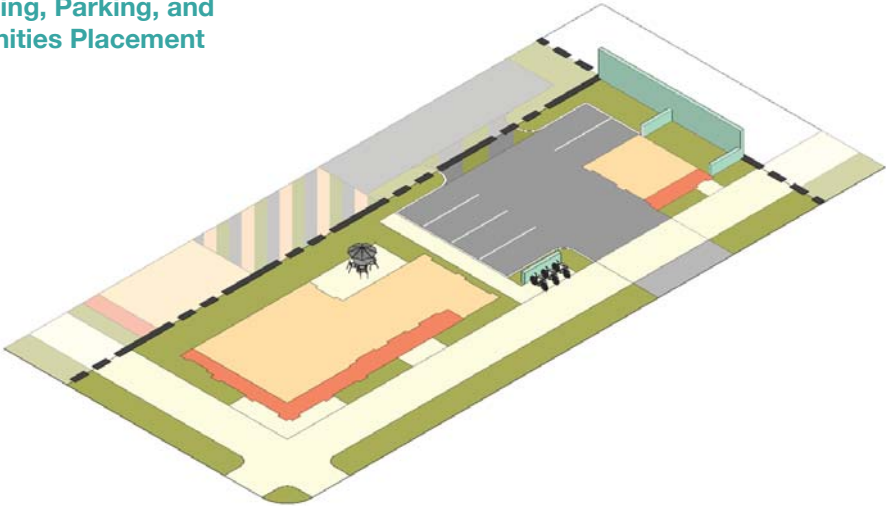
## Development Concept

### Stand-Alone Mixed-Use

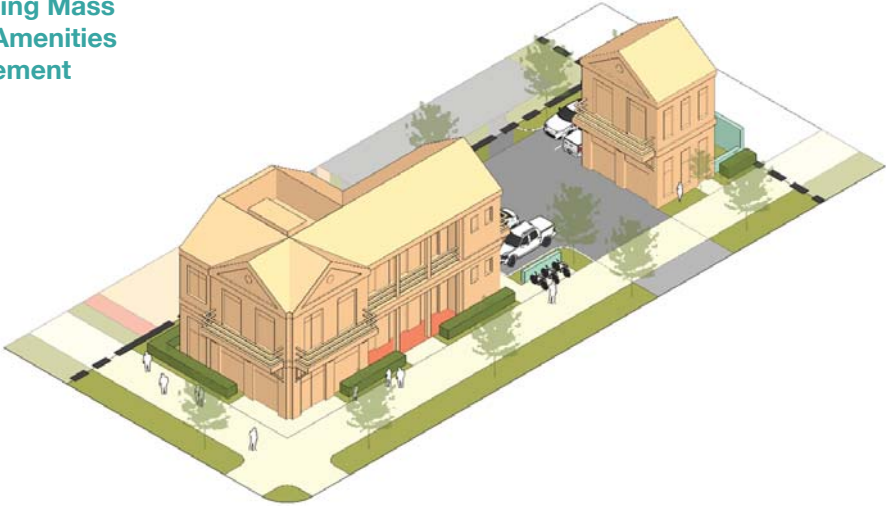
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement

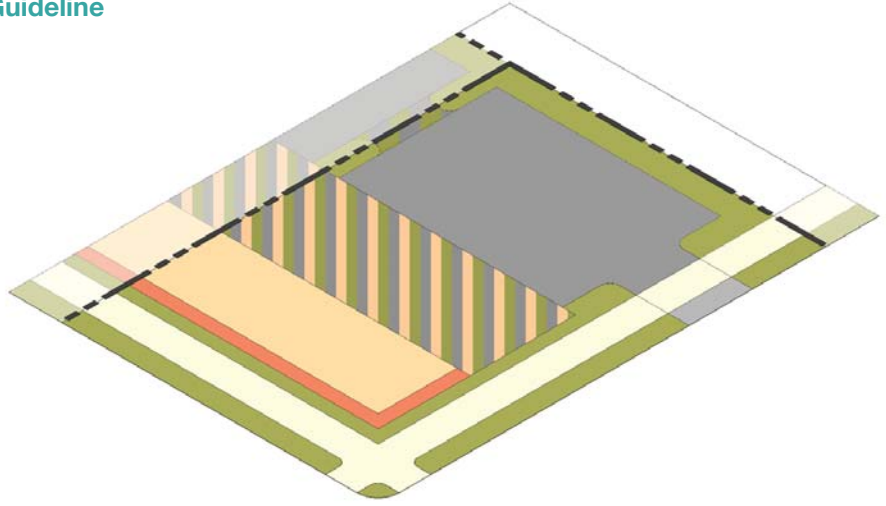


# Applications

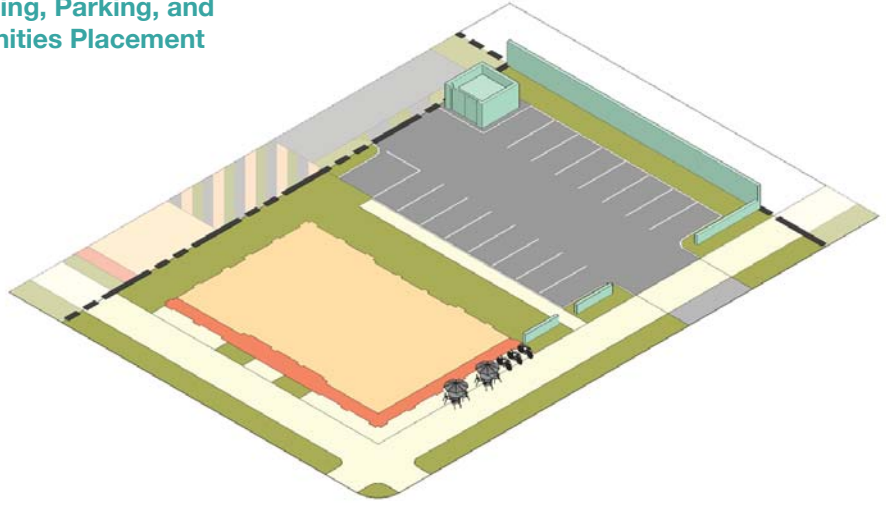
## Development Concept

### Small-Box Commercial

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement





## Applications

Legend:

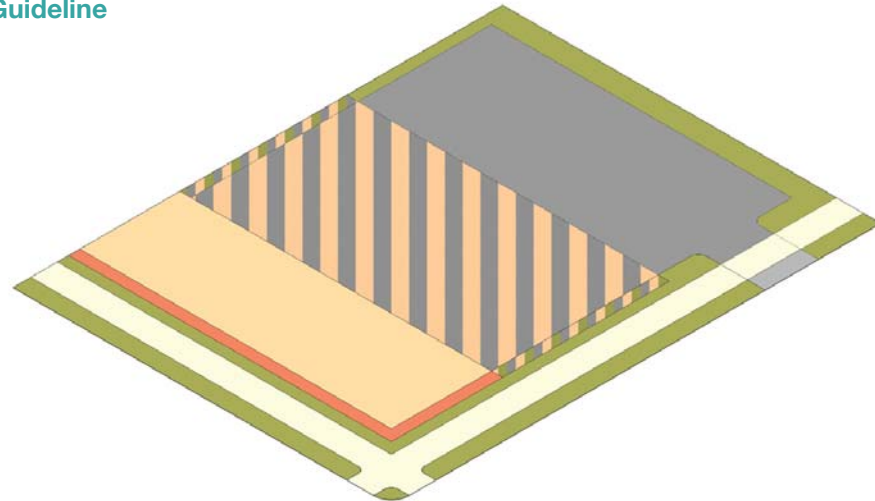
- Landscaped Area
- Commercial Use
- Flexible Areas:
  - Parking-Building
  - Landscaping-Building
  - Parking-Landscaping-Building
- Pedestrian Path
- Office Use
- Primary Façade
- Residential Use
- Parking
- Roads

## Development Concept

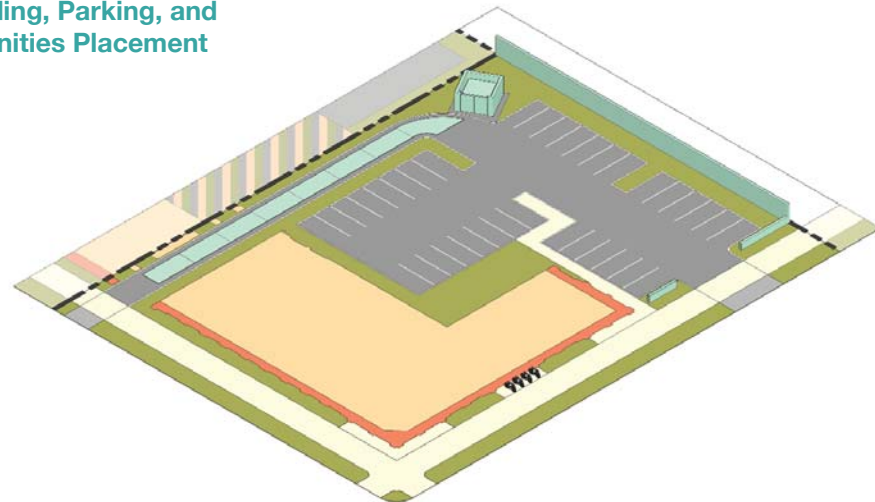
## Medium-Box Retail

- 200' wide X 150' 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-thru
- 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 refuge, and vehicle stacking for drive-thru
- Amenities required, but not shown, include long-term bike storage

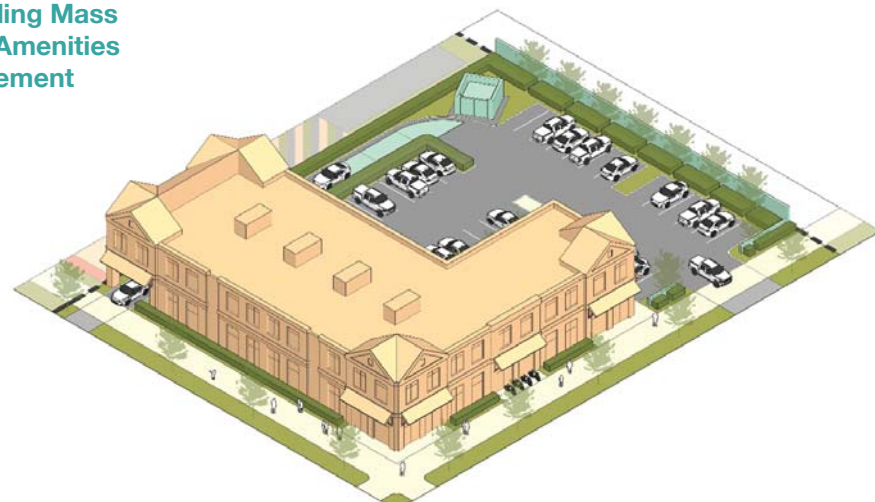
## Lot Guideline



## Building, Parking, and Amenities Placement



## Building Mass and Amenities Placement



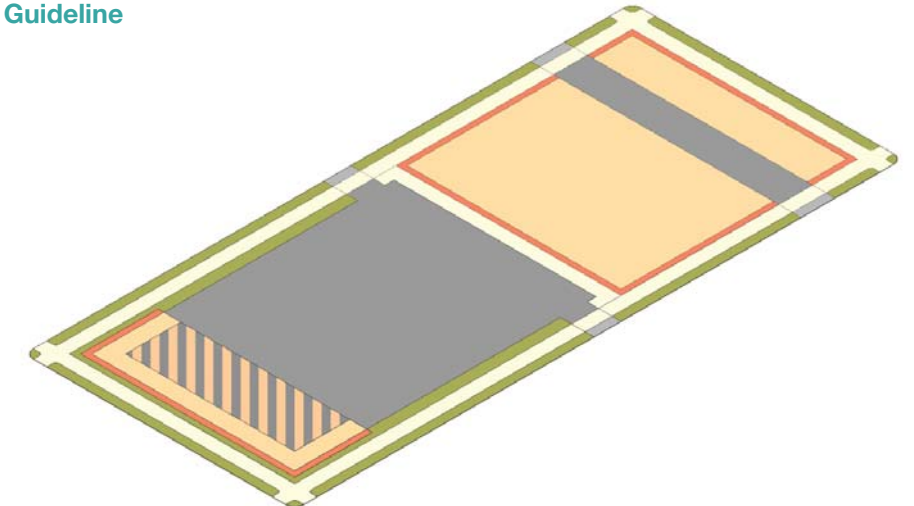
## Applications

## Development Concept

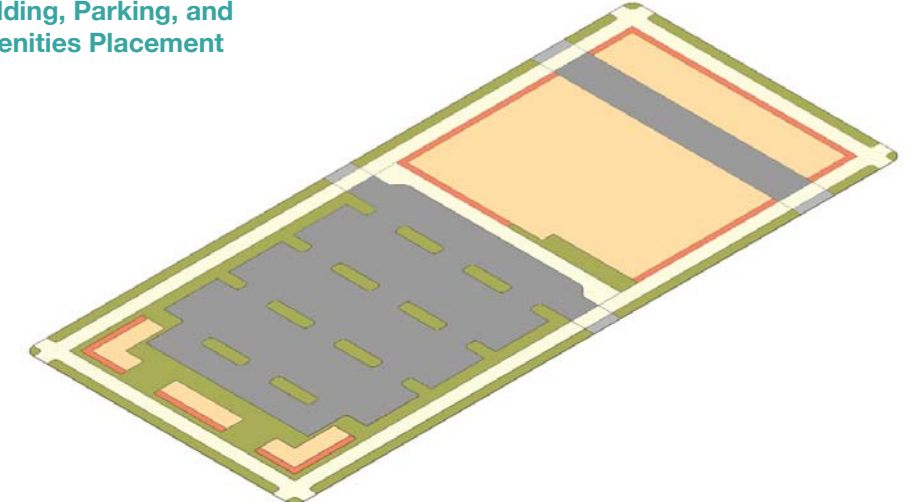
## Big-Box Retail

- 500' wide X 200' full block lot condition
- WORK IN PROGRESS

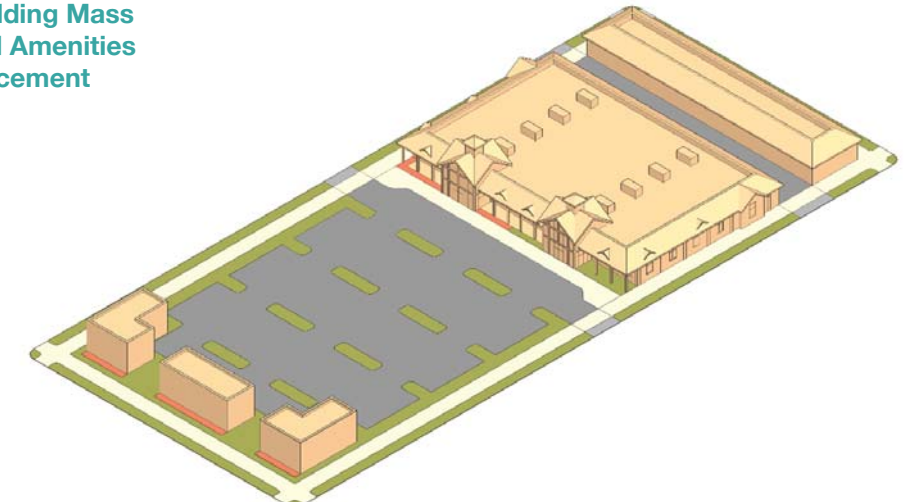
## Lot Guideline



## Building, Parking, and Amenities Placement



## Building Mass and Amenities Placement





# Applications

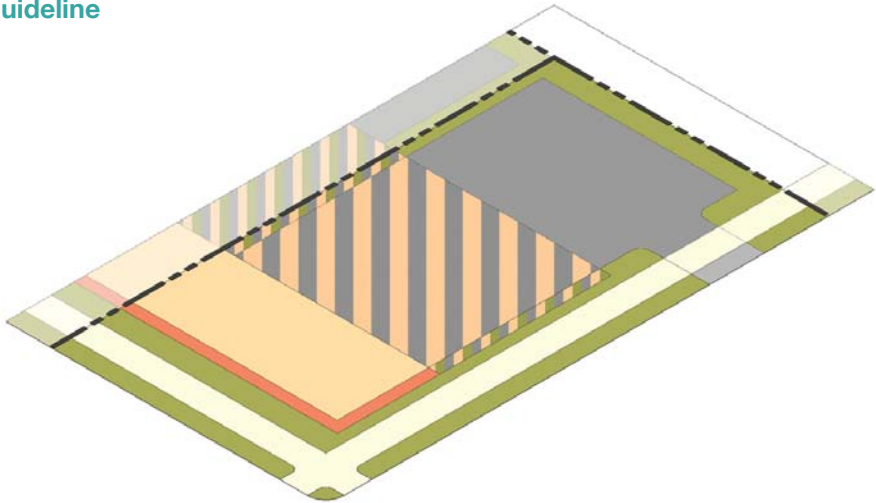
Landscaped Area	Commercial Use	Flexible Areas:
Pedestrian Path	Office Use	
Primary Façade	Residential Use	
Parking	Roads	
		Parking-Building
		Landscaping-Building
		Parking-Landscaping-Building

## Development Concept

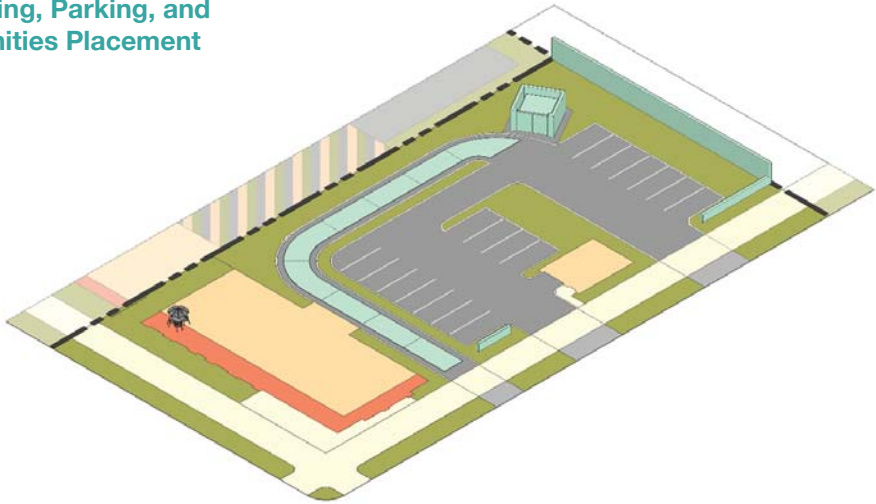
### Drive-Through

- 150’ 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 refuge, and vehicle stacking for drive-thru
- Amenities required, but not shown, include long-term bike storage

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement



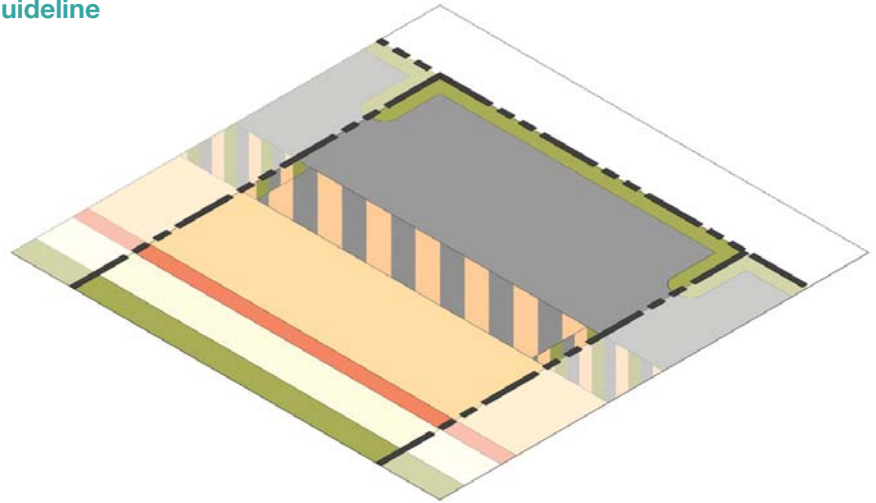
# Applications

## Development Concept

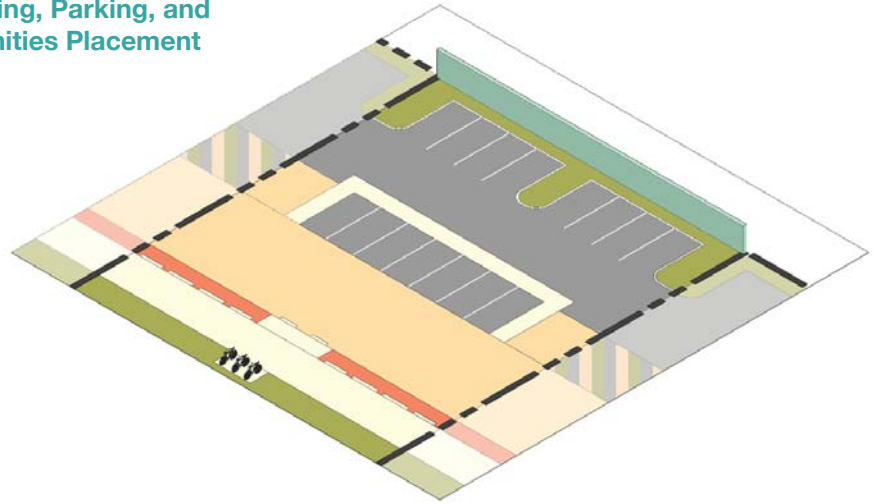
### Vehicle Oriented

- 150’ wide X 200’ deep mid-block lot condition
- WORK IN PROGRESS

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Amenities Placement

