

Commercial and Mixed-Use Pattern Book Coastal Character District



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

July 2019

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Purpose and Goals

Purpose:

Norfolk is a city of beautiful neighborhoods, built at different periods of time, each with its own unique character. To support these unique qualities, the zoning ordinance has identified four Character Districts: 1)Traditional 2) Suburban 3) Coastal, and 4) Downtown (see the Downtown Norfolk Pattern Book).

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

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

Goals for the Pattern Book:

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

Development Checklist:

- | | | |
|----|---------------------------------------------------------------------------|-------------------------|
| 00 | Have you read the Introduction Section? | <div></div> <div></div> |
| 01 | What is your Character District? | <div></div> <div></div> |
| 02 | What does the Development Matrix tell you about your Street/Building/Lot? | <div></div> <div></div> |
| 03 | What is your Building Form and Type? | <div></div> <div></div> |
| 04 | What is your Street Type and Pattern? | <div></div> <div></div> |
| 05 | What is your Block Frontage Pattern? | <div></div> <div></div> |
| 06 | What is your Lot Pattern and Capacity? | <div></div> <div></div> |
| 07 | Is your Architectural Pattern appropriate? | <div></div> <div></div> |
| 08 | Is your Signage appropriate? | <div></div> <div></div> |
| 09 | Have you accounted for all of your Amenities? | <div></div> <div></div> |
| 10 | Is your Landscaping Pattern appropriate? | <div></div> <div></div> |
| 11 | Other | <div></div> <div></div> |

Using the Commercial and Mixed-Use Pattern Book

Reference the City of Norfolk’s Zoning Ordinance for a glossary of commonly used terms.

Using the Commercial and Mixed-Use Pattern Book

1

Find Your Character District

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

4

Identify Your Street Type and Pattern

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

2

Follow the Development Matrix in the Community Patterns Section

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

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

5

Identify Your Block Frontage Pattern

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

3

Determine Your Building Form and Type

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

6

Identify Patterns for Your Lot Type and Determine Lot Capacity

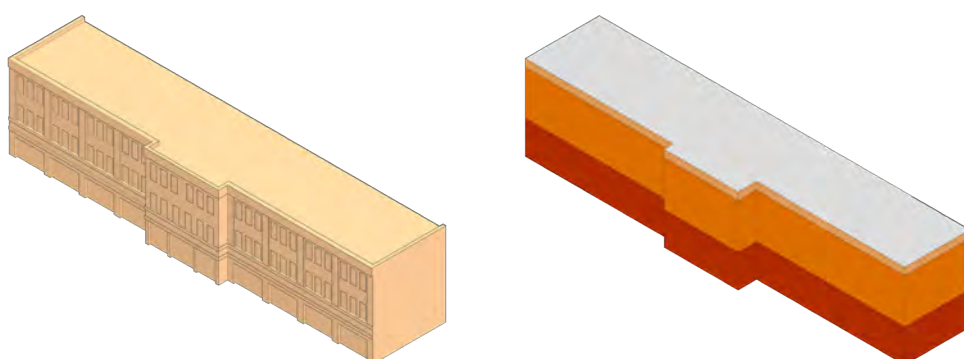
- Individual lot patterns are based on ideal block patterns:
 - Primary Building Area
 - Parking and Service Areas
 - Flexible Areas
 - Front Facade Zone
 - Capacity

Using the Commercial and Mixed-Use Pattern Book

7

Use Architectural Patterns to Determine Massing and Facade Composition

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



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



8

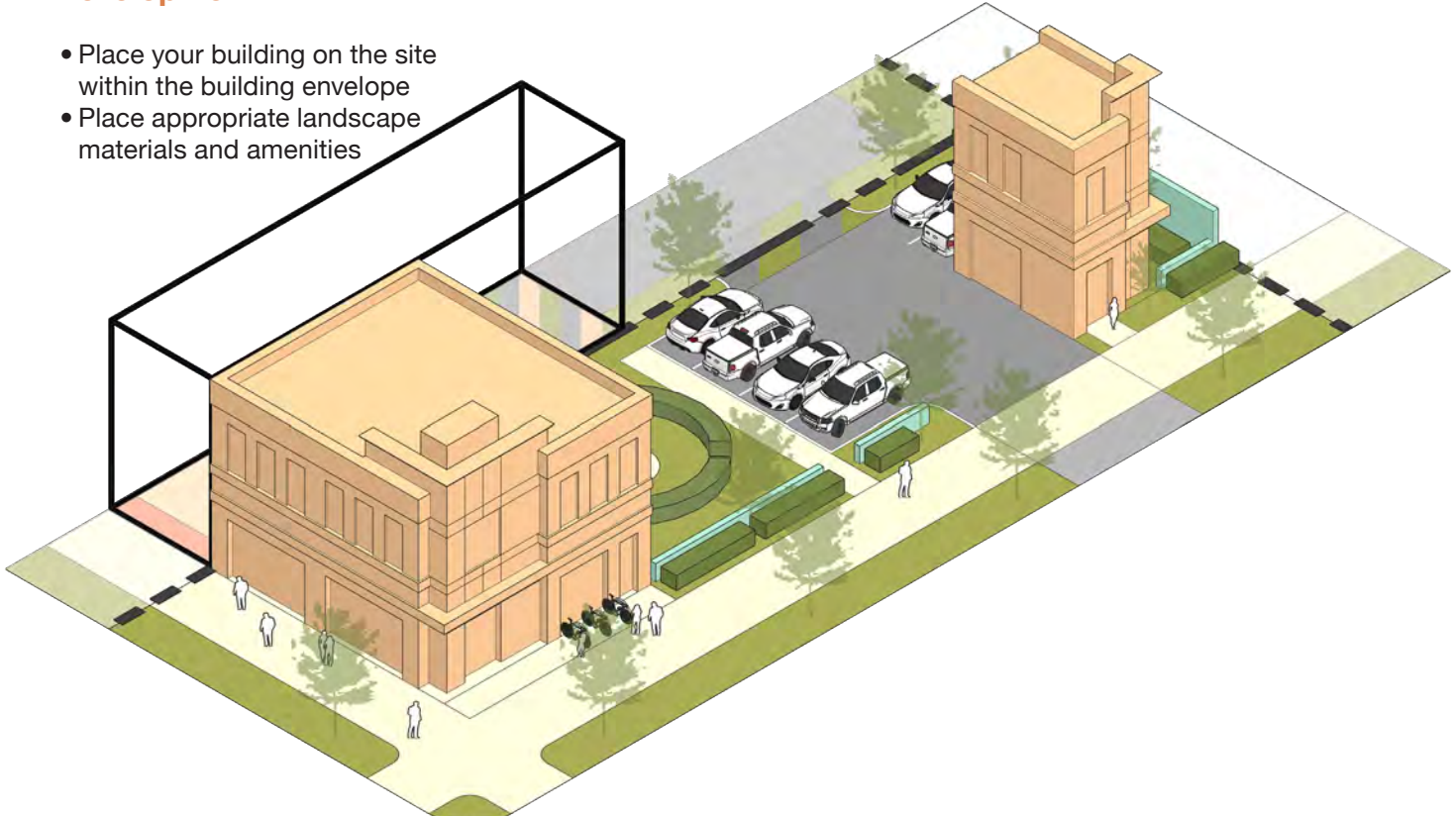
Use Signage Patterns to Place and Design Signage for Your Building and Site

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



Submit Your Proposed Development

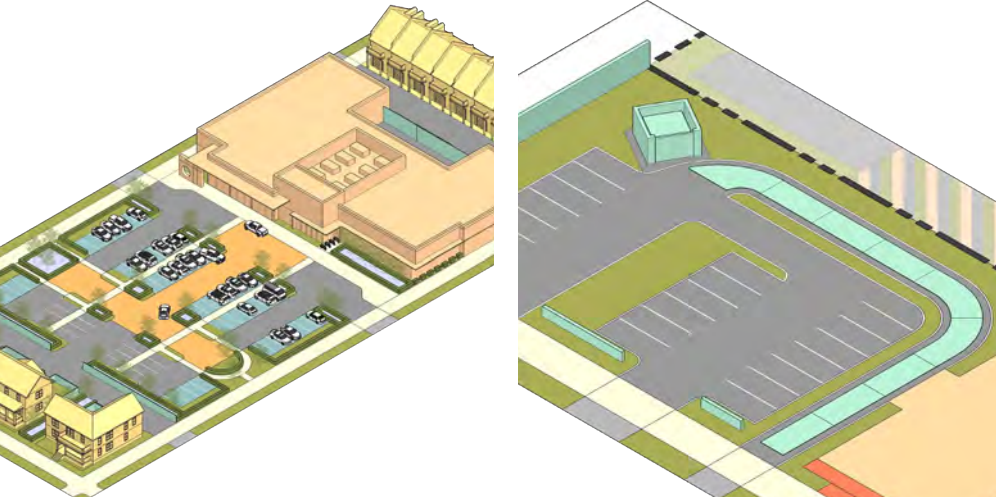
- Place your building on the site within the building envelope
- Place appropriate landscape materials and amenities



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

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

- Welcoming storefronts with large windows, visible from streets

- Formal landscaping
- Continuity achieved with continuous building fabric

Architectural Character

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



Suburban Character District

Community Character

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

- than it is “hikeable” and should be connected with wide multi-use paths/ greenways
- Individual parcels should be broken down into smaller walkable environments

Architectural Character

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



Coastal Character District

Community Character

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

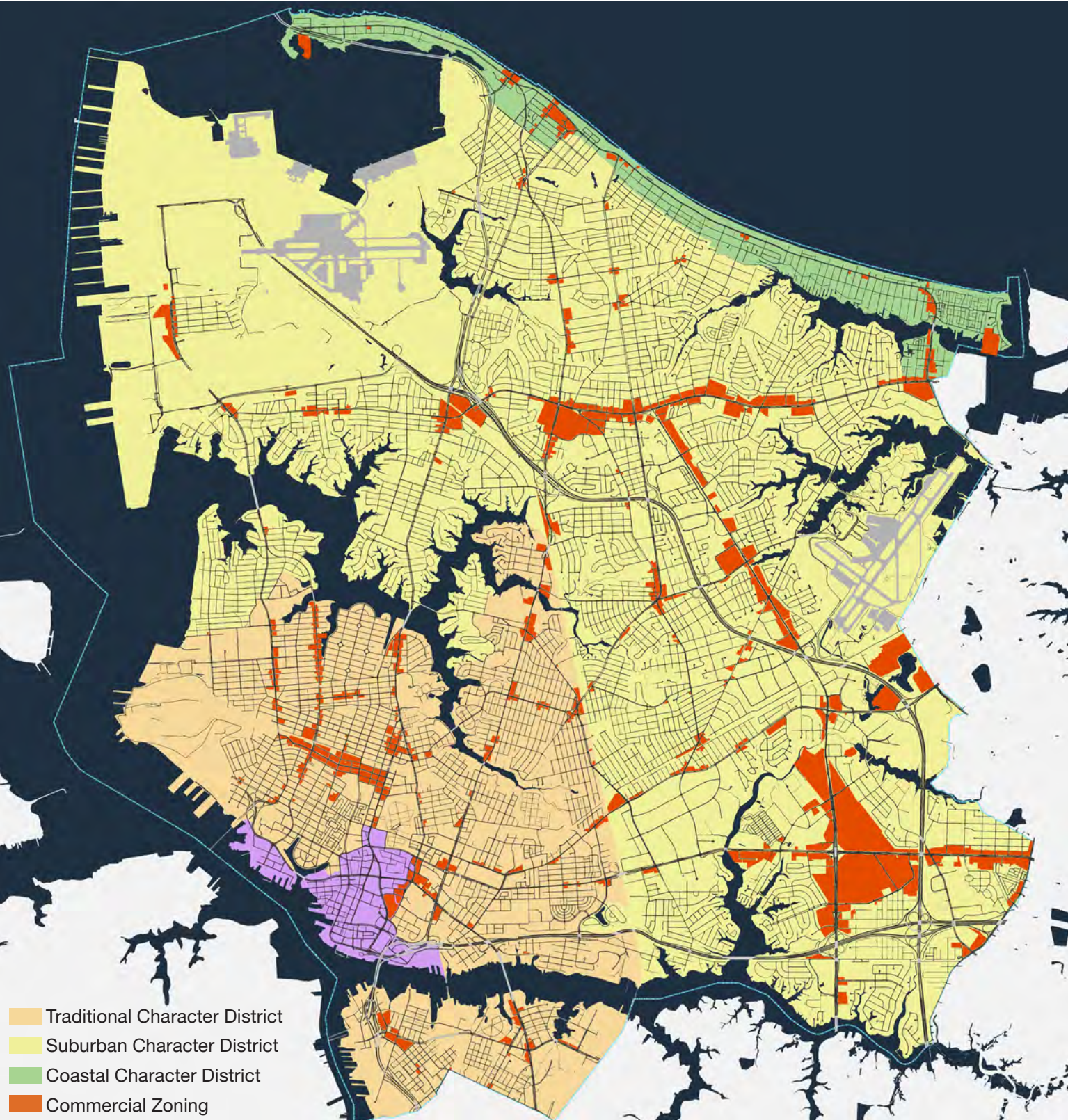
Architectural Character

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



Character Districts

Character District Map



- Traditional Character District
- Suburban Character District
- Coastal Character District
- Commercial Zoning

Coastal Character District

Community Patterns: Essential Attributes

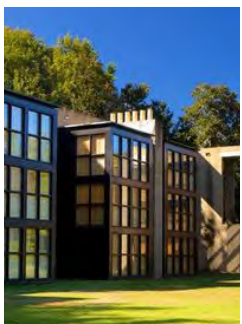
Community Patterns

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



Architectural Patterns

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



Coastal Character District: Overview of Commercial Districts and Corridors



Coastal Character District

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

Street Type and Patterns

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

Block Type and Commercial Patterns

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

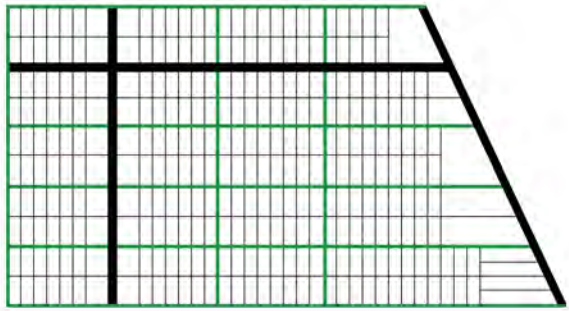
Lot Types

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

Matrix: Community Patterns and Appropriate Commercial Building Types

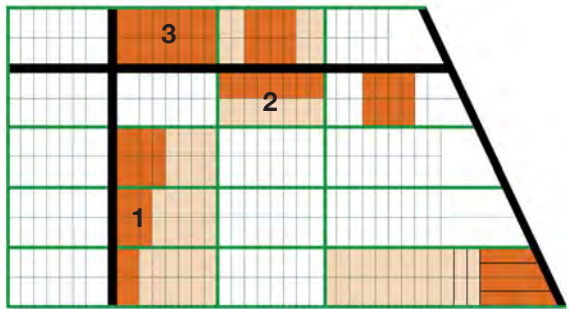
Street Type and Lot Type determine which Building Forms and Types will function well on a site.

Street Type and Patterns



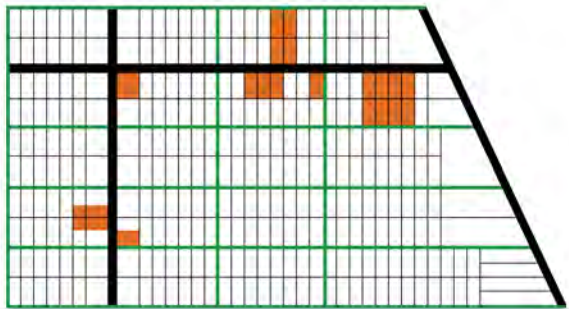
- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

Block Type and Commercial Patterns



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

Lot Types



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

		BUILDING FORMS AND TYPES							
		TRADITIONAL STREET ORIENTED				VEHICLE/PARKING LOT ORIENTED			
		IN-LINE MIXED-USE	IN-LINE COMMERCIAL	STAND-ALONE MIXED-USE	SMALL-BOX COMMERCIAL	MEDIUM-BOX RETAIL	BIG-BOX RETAIL	DRIVE-THROUGH	VEHICLE ORIENTED
STREET TYPES	PEDESTRIAN FRIENDLY								
	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						

Building Forms and Types

3

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

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

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

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



In-Line Mixed-Use

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



In-Line Commercial

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



Stand-Alone Mixed-Use

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

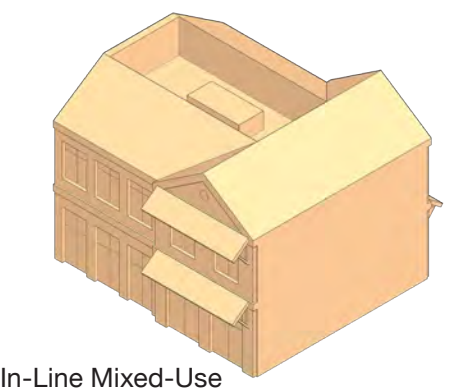


Small-Box Commercial

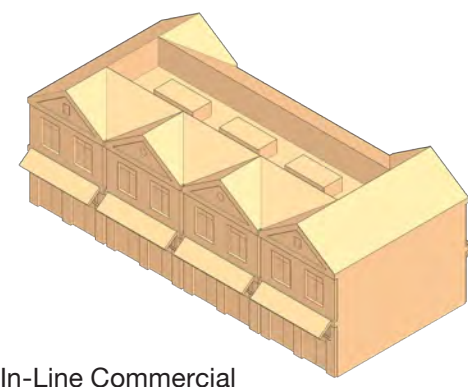
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings

Building Forms and Types

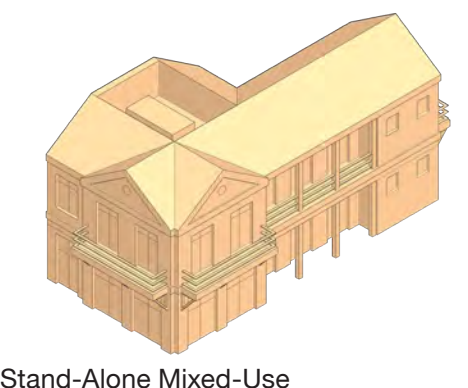
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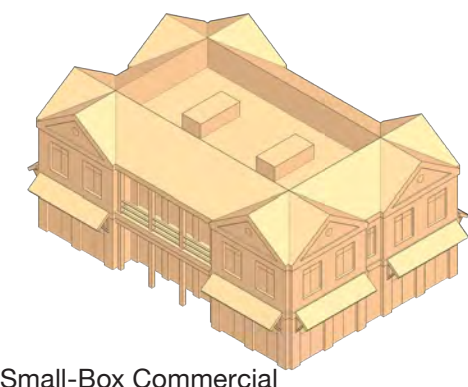
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial



Building Forms and Types

3

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

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

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

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



Medium-Box Retail

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

Big-Box Retail

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

Drive-Through

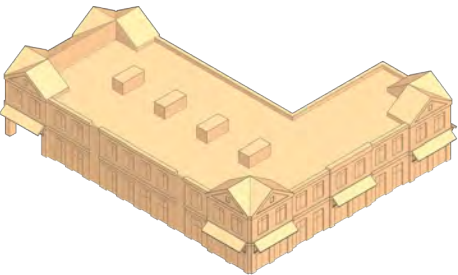
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of the drive-through and vehicle stacking from the main street frontage

Vehicle Oriented

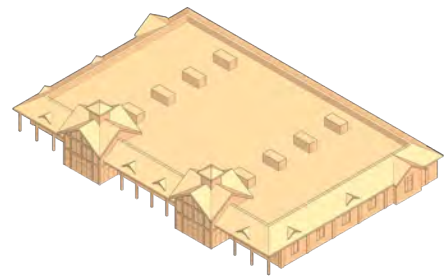
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly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

Building Forms and Types

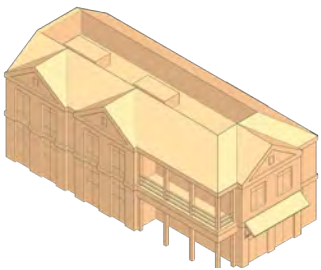
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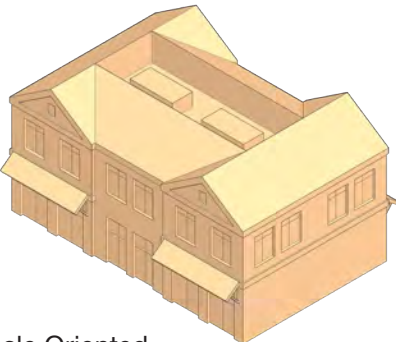
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented



Street Types and Patterns

Public Right-of-Way

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

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

The recommended dimensions in this section are from face of curb to face of building and do not override any setbacks found in the current zoning ordinance.

Street Pattern and Street Type

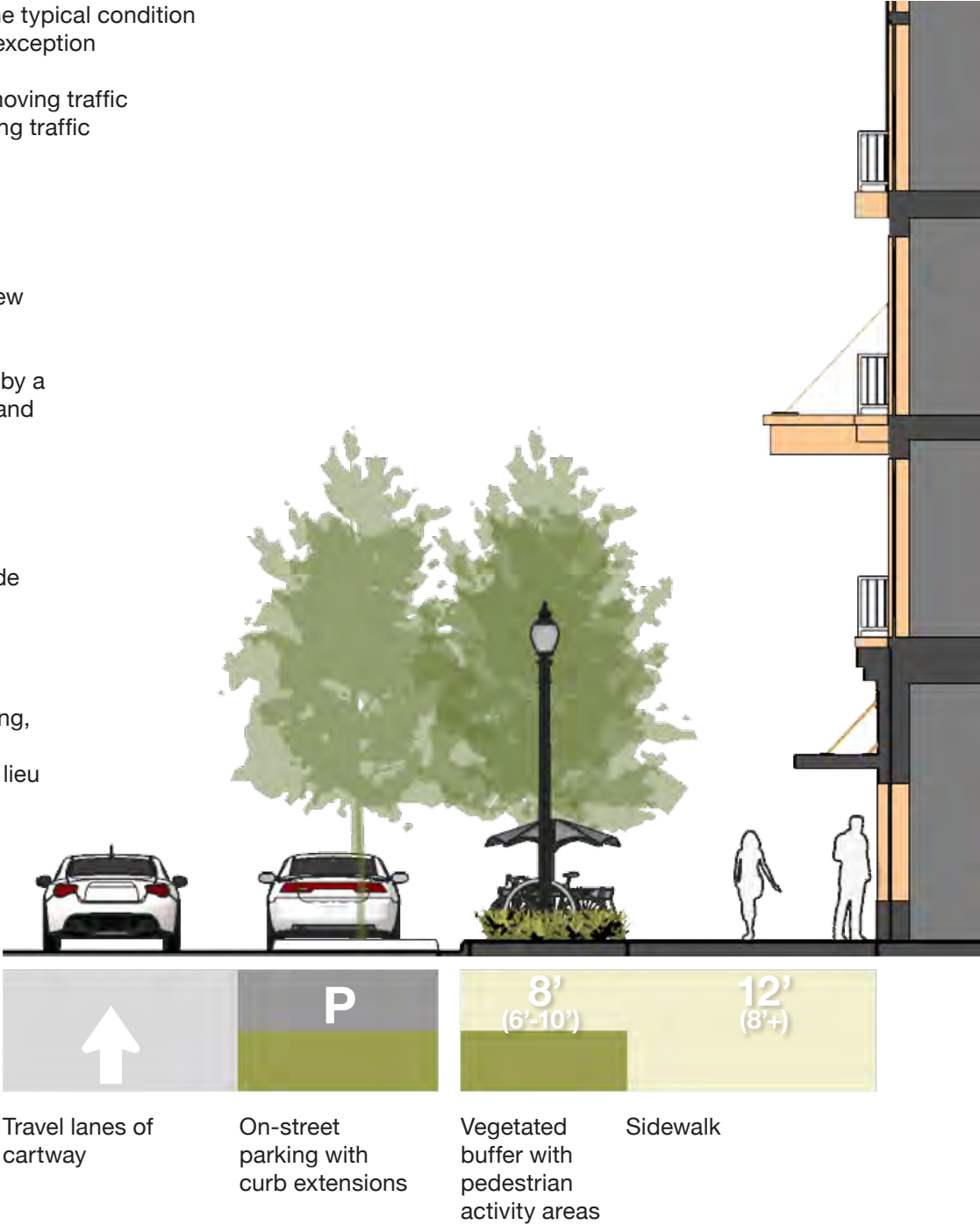
- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Pedestrian Friendly Secondary Street

Examples: 1st Bay Street, Cape View Street

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

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



Recommended dimensions from face of curb to face of building

Street Types and Patterns

Pedestrian Friendly Secondary Street



Street Types and Patterns

Public Right-of-Way

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

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

The recommended dimensions in this section are from face of curb to face of building and do not override any setbacks found in the current zoning ordinance.

Street Pattern and Street Type

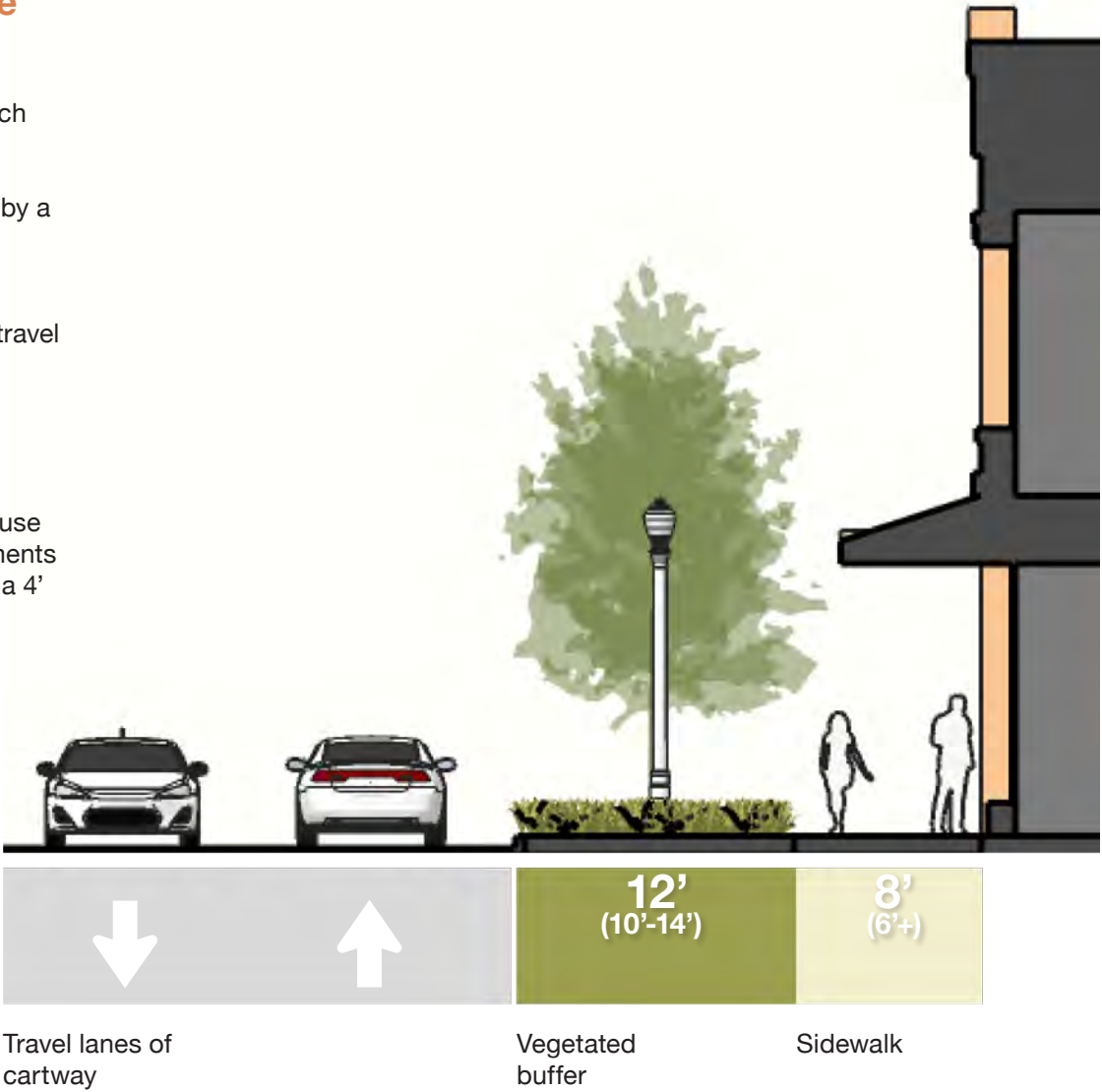
- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
 - Pedestrian friendly with slow moving traffic
 - Vehicle oriented with fast moving traffic

Pedestrian Friendly Side Street

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

The pedestrian space is protected by a landscape buffer

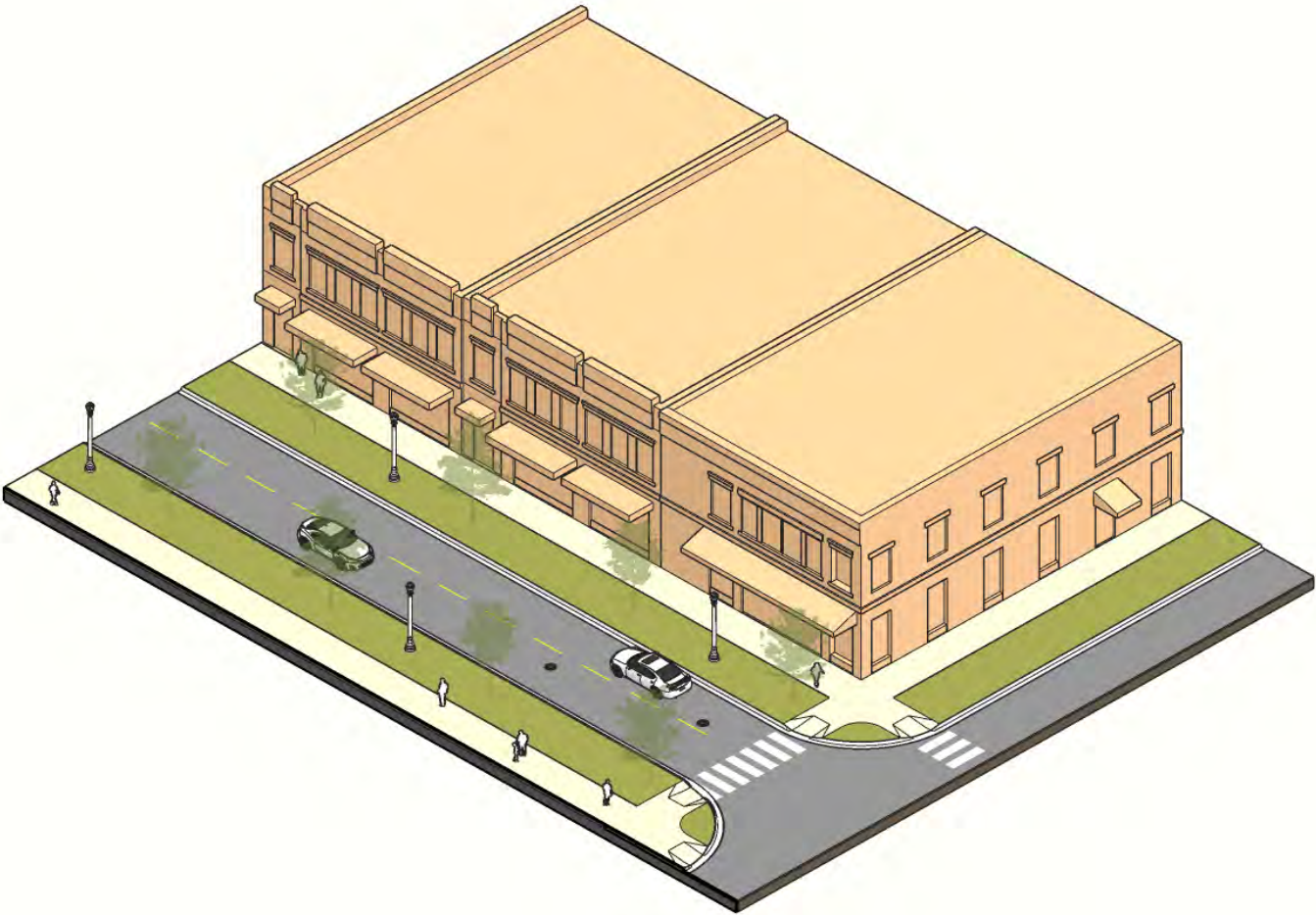
- Preferred Configuration:
 - 20' minimum between curb of travel lane and building facade
 - 12' area for tree
 - 8' clear for pedestrian path
- Acceptable Configurations:
 - If on-street parking is desired, use curb extension landscape elements to form an 8' parking lane with a 4' vegetated buffer



Recommended dimensions from face of curb to face of building

Street Types and Patterns

Pedestrian Friendly Side Street



Street Types and Patterns

4

Public Right-of-Way

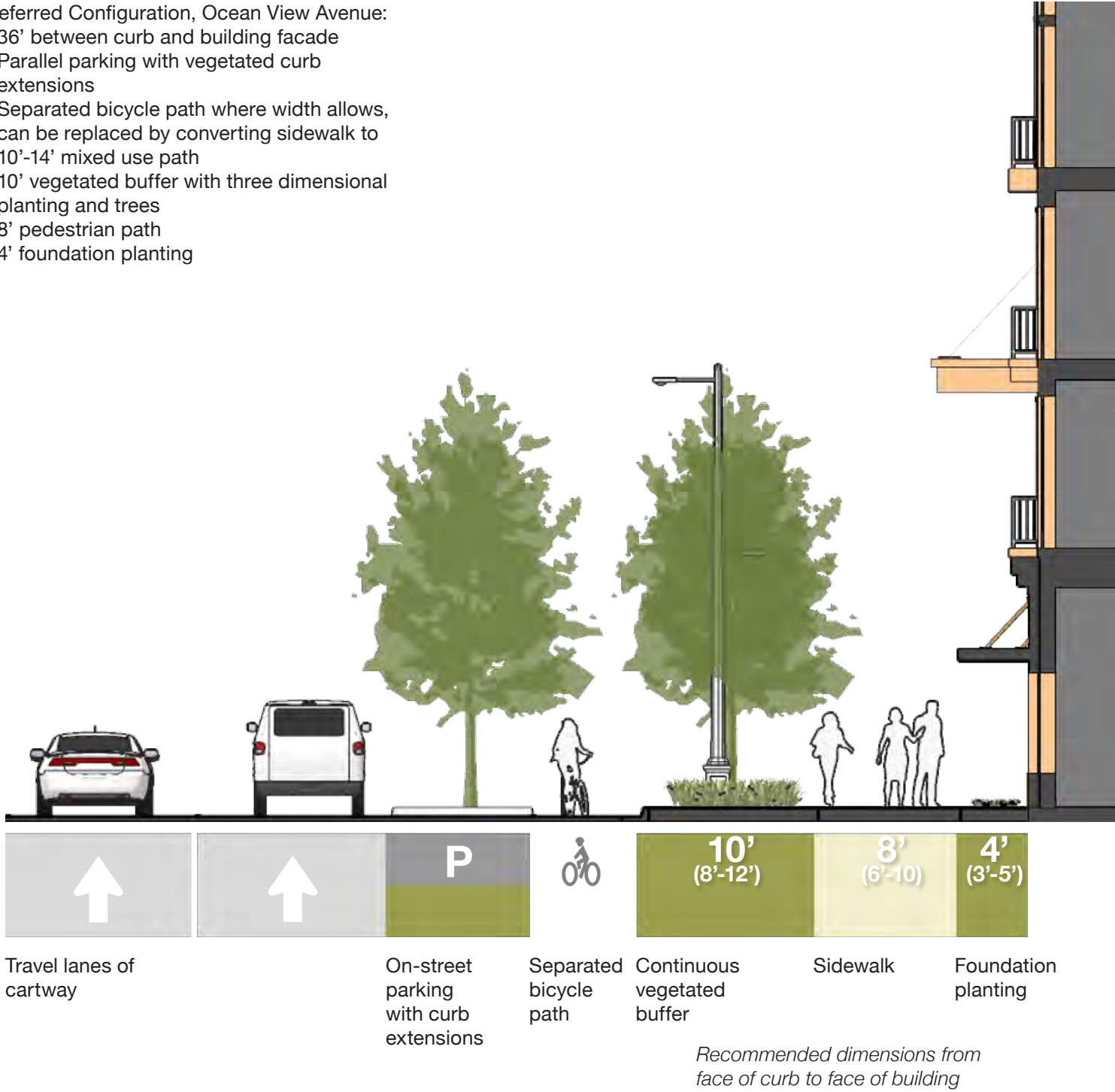
The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

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

The recommended dimensions in this section are from face of curb to face of building and do not override any setbacks found in the current zoning ordinance.

Vehicle Oriented Primary Street

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



Street Types and Patterns

4

Vehicle Oriented Primary Street



Street Types and Patterns

4

Public Right-of-Way

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

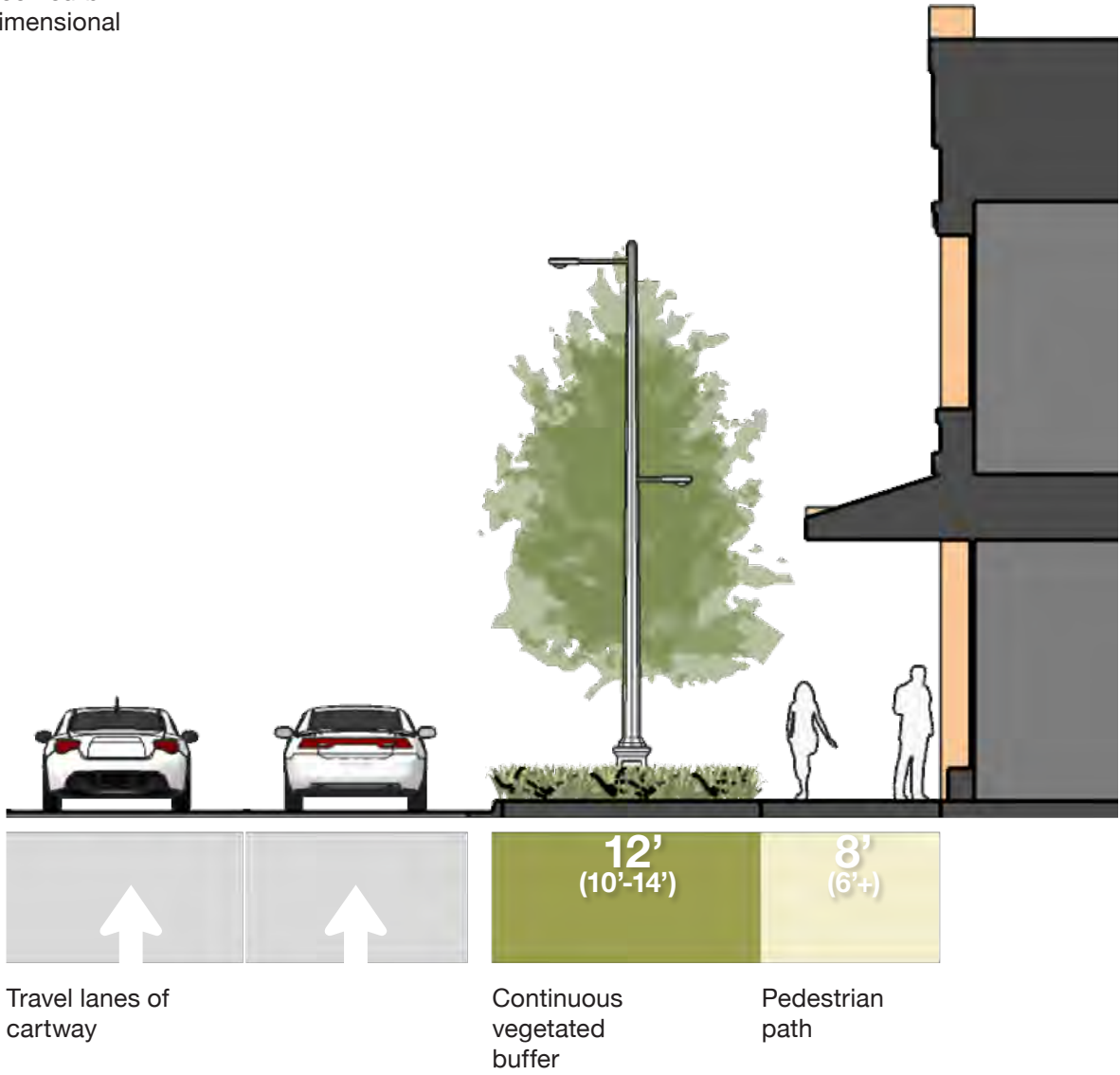
- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

The recommended dimensions in this section are from face of curb to face of building and do not override any setbacks found in the current zoning ordinance.

Vehicle Oriented Alternative

Narrow portions of Ocean View Ave.

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



Recommended dimensions from face of curb to face of building

Street Types and Patterns

4

Vehicle Oriented Alternative



Block Types and Patterns

5

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

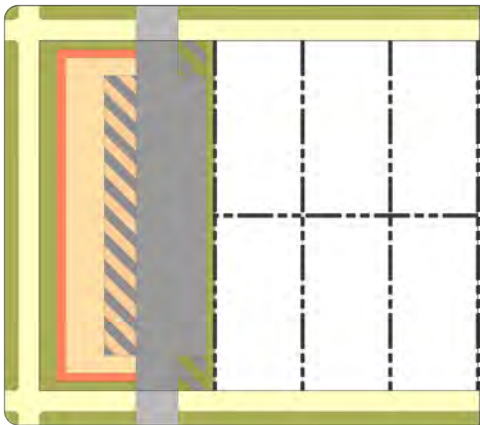
Parking-Landscaping-Building

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

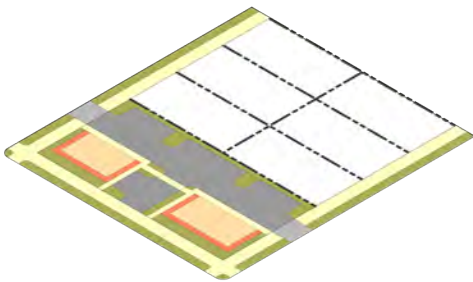
Short Block

100' Deep Lot

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



Block Guideline



Possible Site Layout A

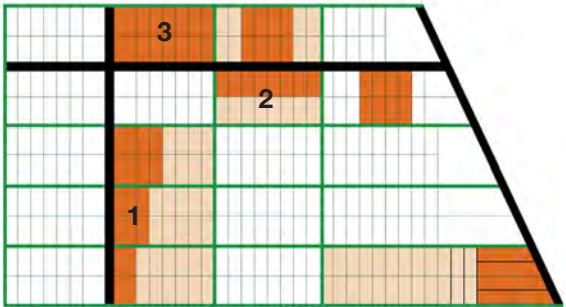
Block Types and Patterns

5

Block Types

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

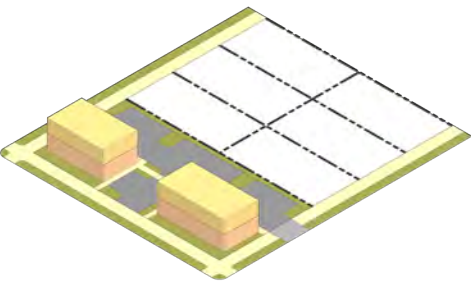
The majority of blocks are approximately 200' X 500'



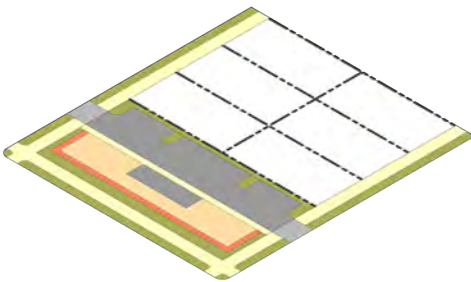
Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

Short Block

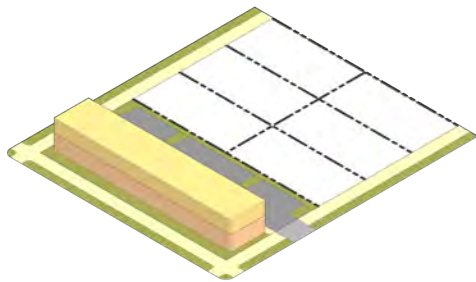
100' Deep Lot



Possible Massing Layout A



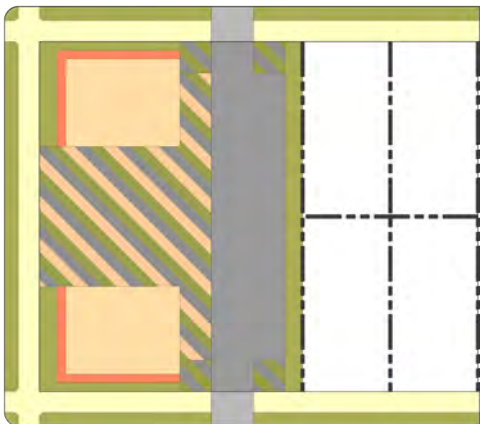
Possible Site Layout B



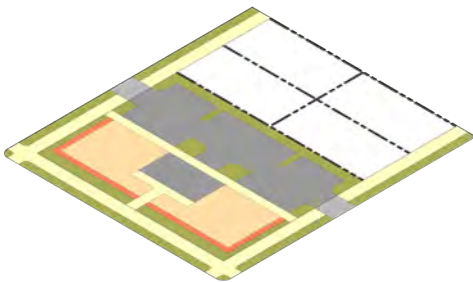
Possible Massing Layout B

150' Deep Lot

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

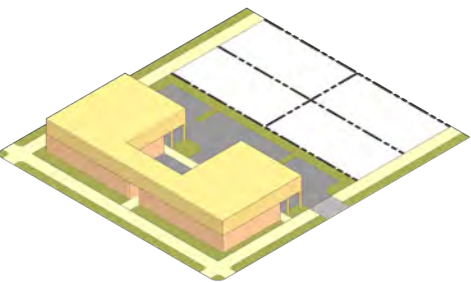


Block Guideline

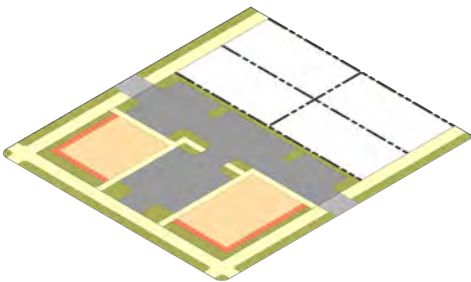


Possible Site Layout A

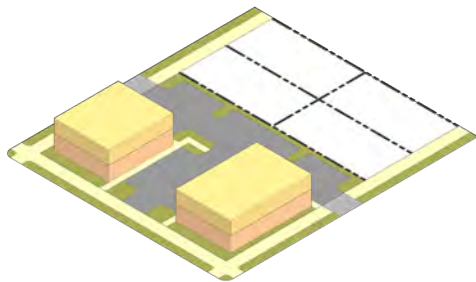
150' Deep Lot



Possible Massing Layout A



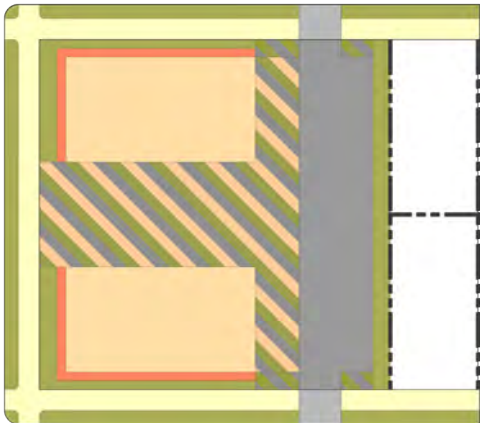
Possible Site Layout B



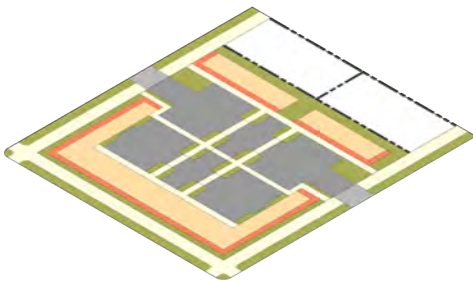
Possible Massing Layout B

200' Deep Lot

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

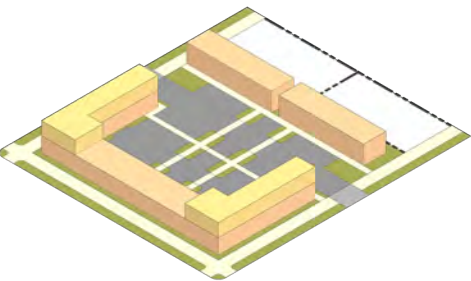


Block Guideline

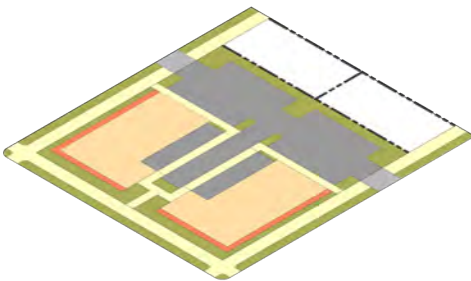


Possible Site Layout A

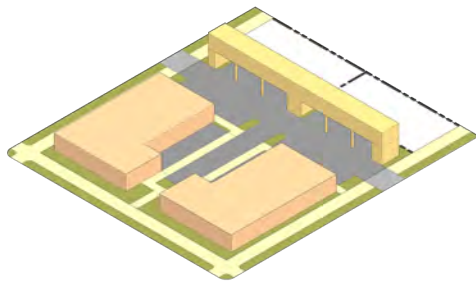
200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Block Types and Patterns

5

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

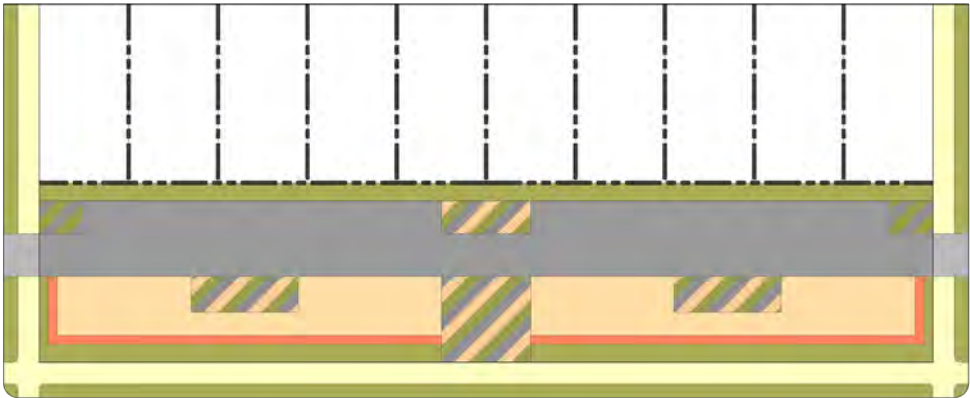
Landscaping-Building

Parking-Landscaping-Building

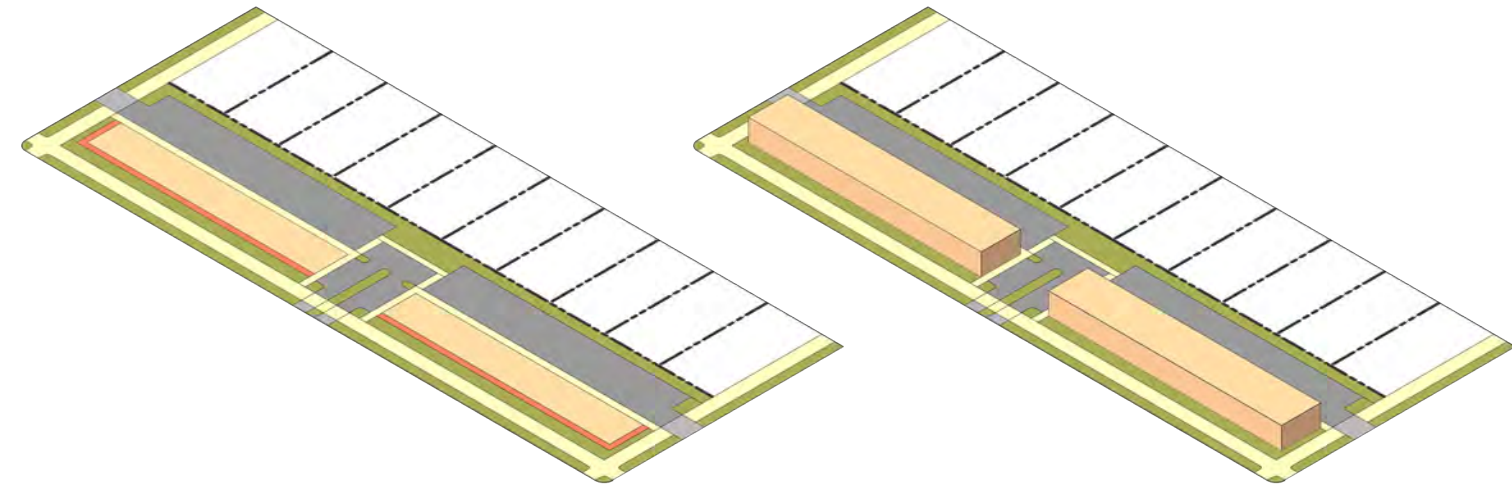
Long Block

100' Deep Lots

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

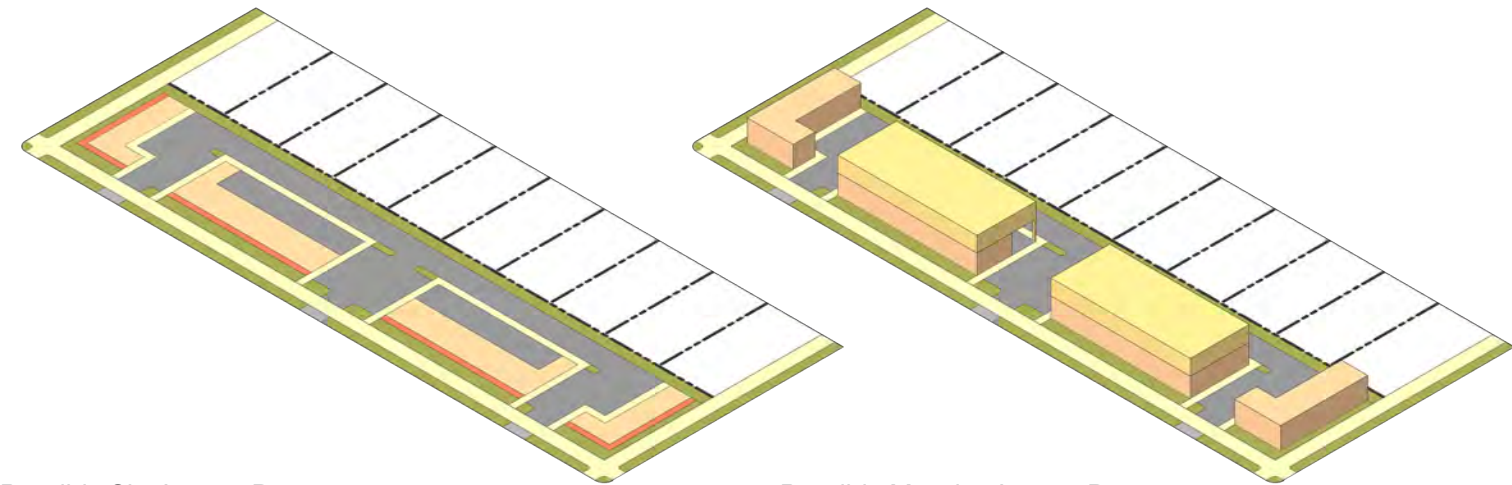


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B

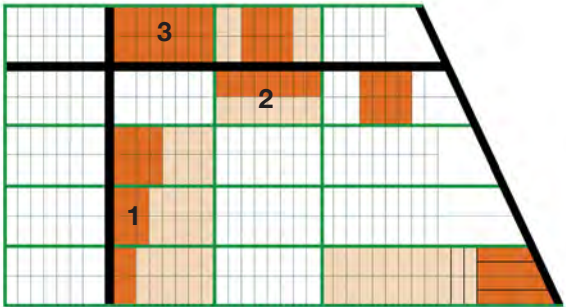
Block Types and Patterns

5

Block Types

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

The majority of blocks are approximately 200' X 500'

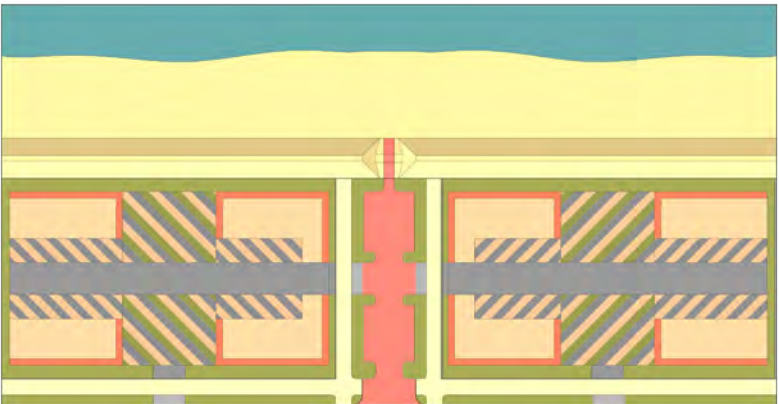


Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

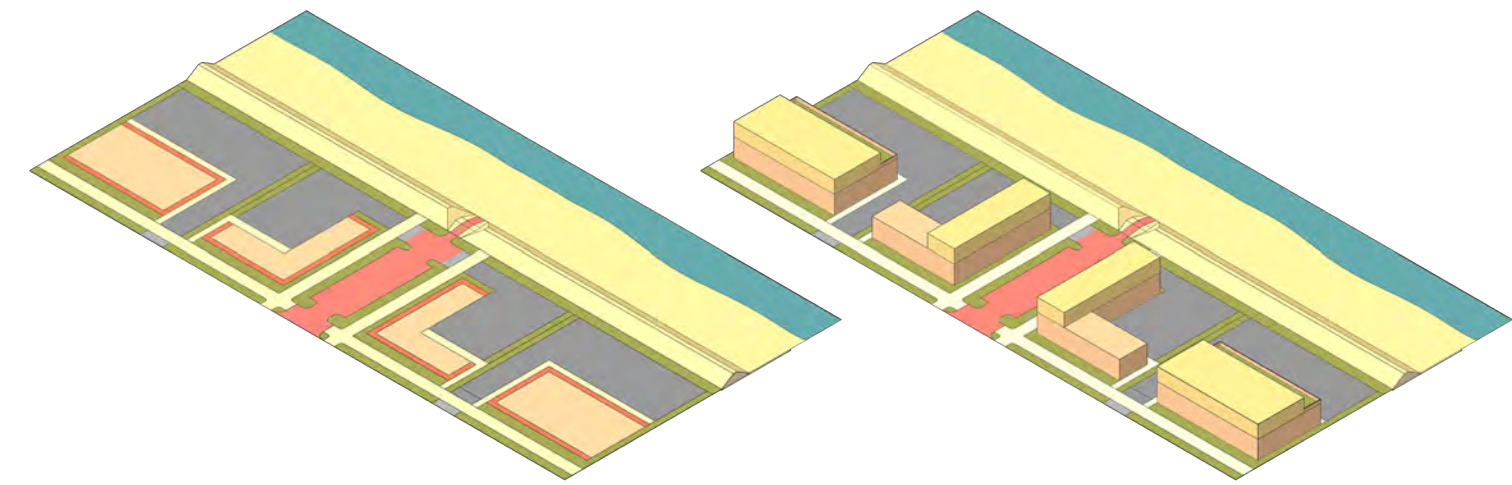
Beach Block

150' Deep Lots

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

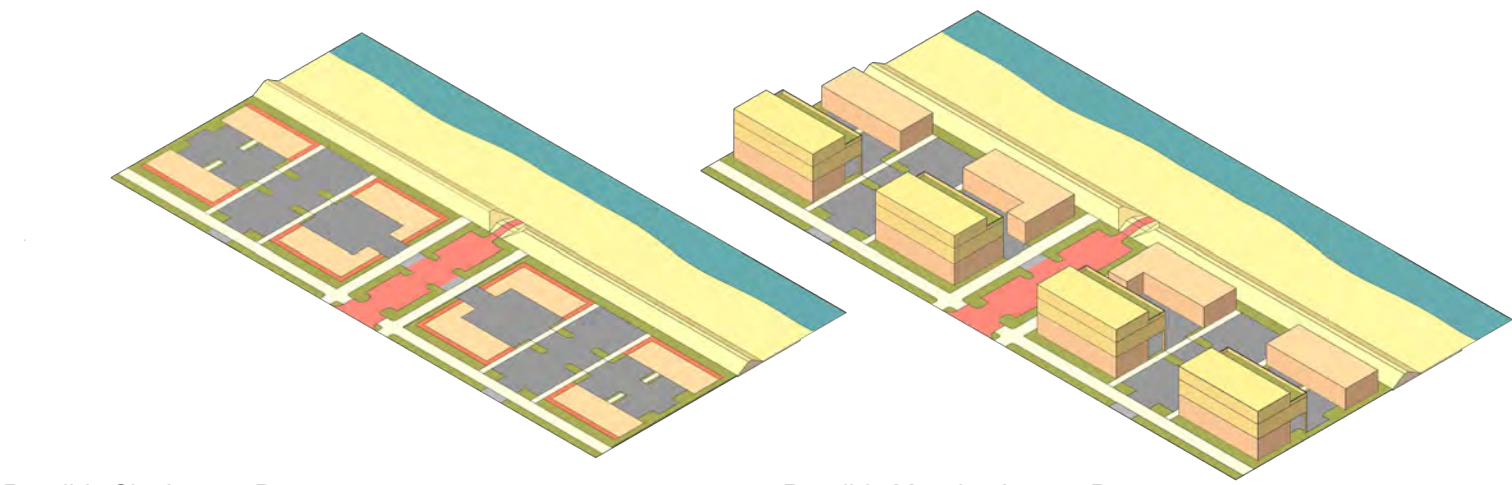


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B

Lot Patterns

Lot Guidelines 100' Deep Corner Lot

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

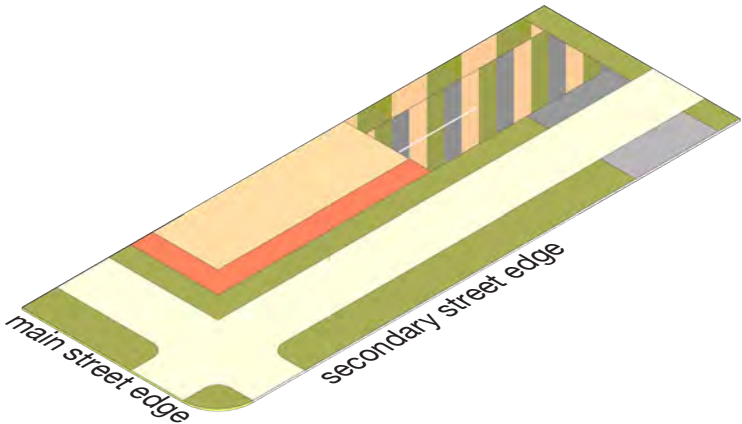
Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

Parking-Landscaping-Building



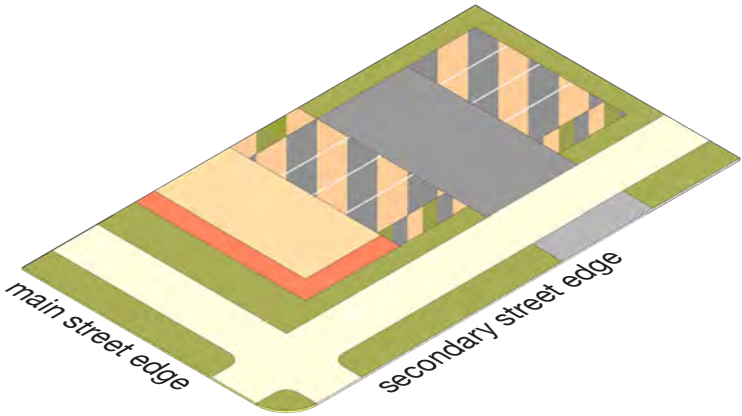
Lot Guideline

25' - 50' Wide Lot

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

50' - 100' Wide Lot

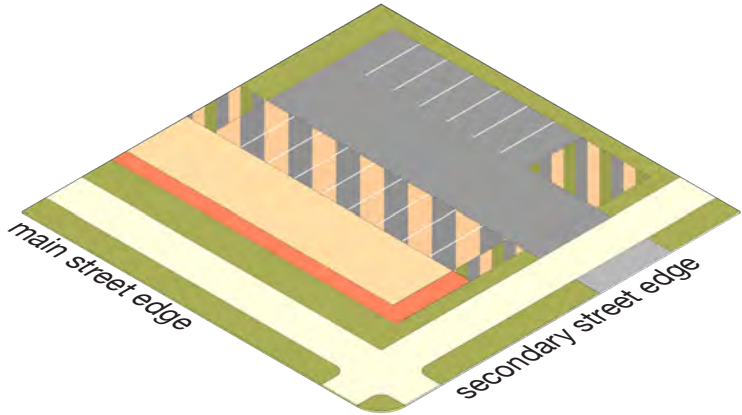
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- 5' landscape screen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



Lot Guideline

>100' Wide Lot

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

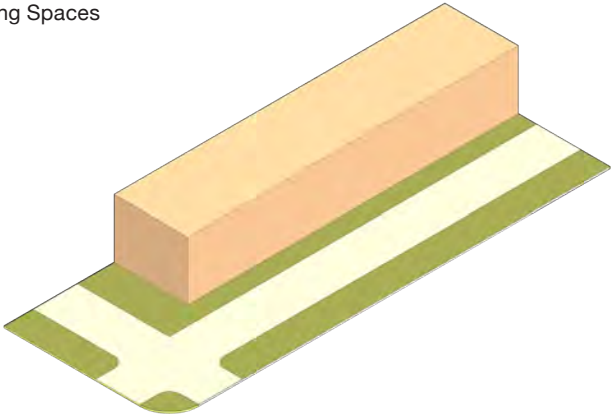


Lot Guideline

Lot Patterns

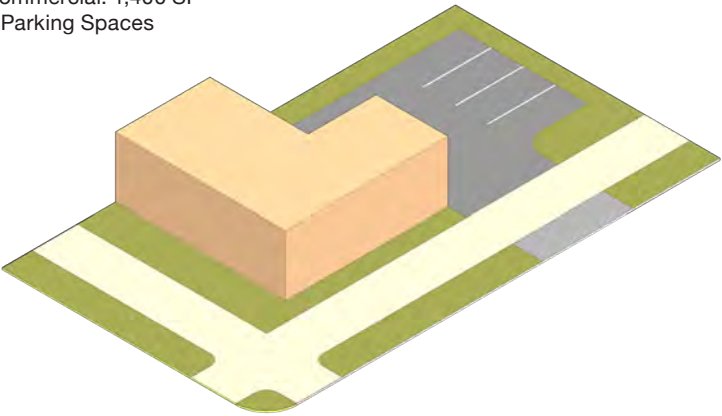
Lot Capacities 100' Deep Corner Lot

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



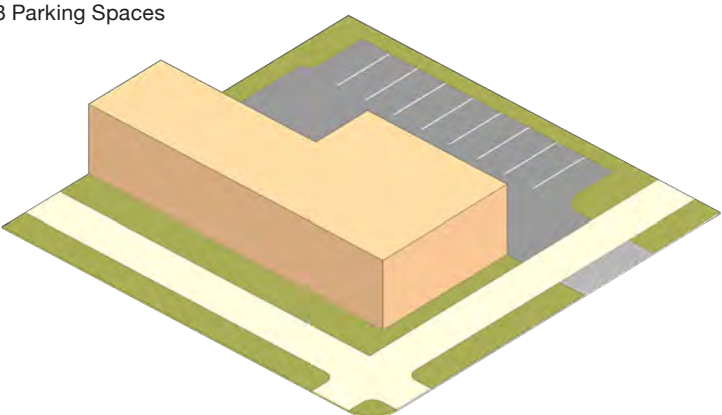
Minimum Lot Capacity

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



Minimum Lot Capacity

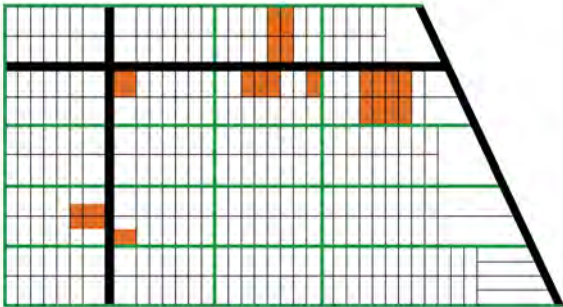
Example: 110' X 100' Lot
Commercial: 3,200 SF
13 Parking Spaces



Minimum Lot Capacity

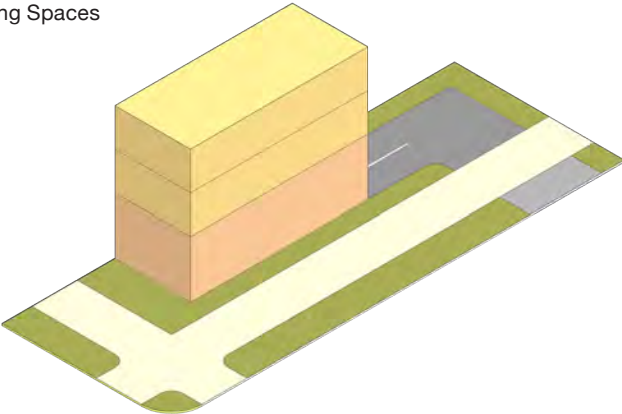
Building Envelope and Capacity

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



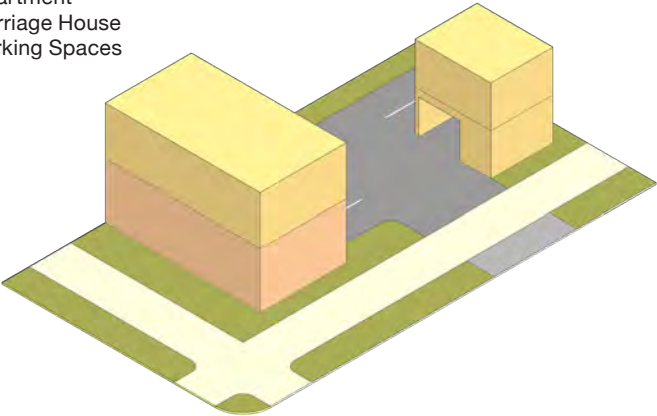
Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

Commercial: 940 SF
2 Apartments
2 Parking Spaces



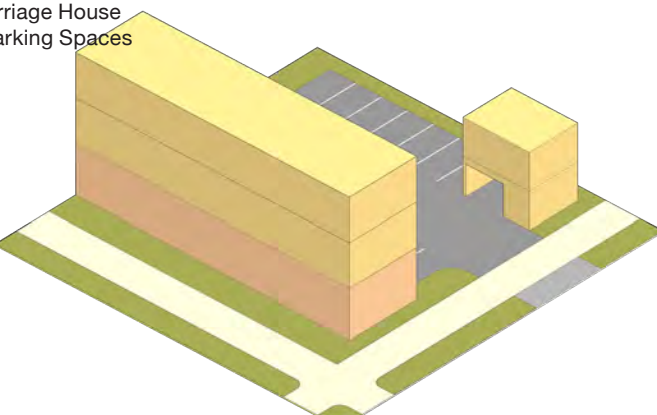
Maximum Lot Capacity

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



Maximum Lot Capacity

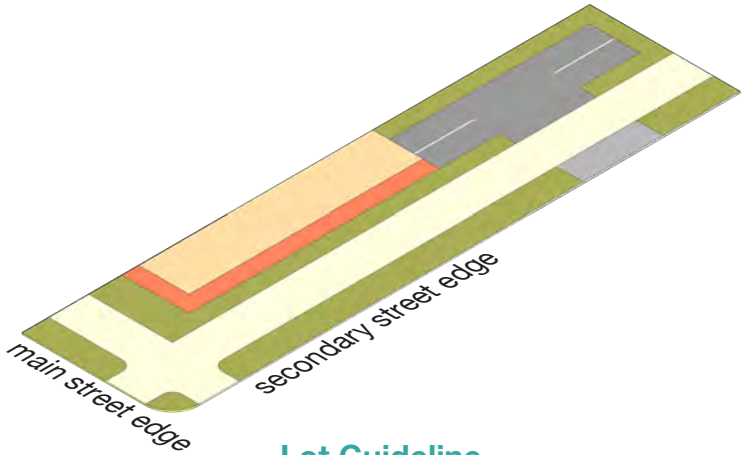
Commercial: 2,200 SF
4 Apartments
1 Carriage House
17 Parking Spaces



Maximum Lot Capacity

Lot Patterns

Lot Guidelines >100' Deep Corner Lot



Lot Guideline

25' - 50' Wide Lot

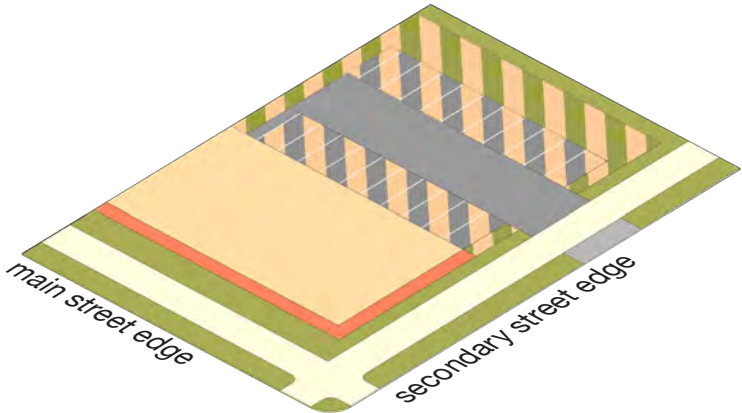
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department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

50' - 100' Wide Lot

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

>100' Wide Lot

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

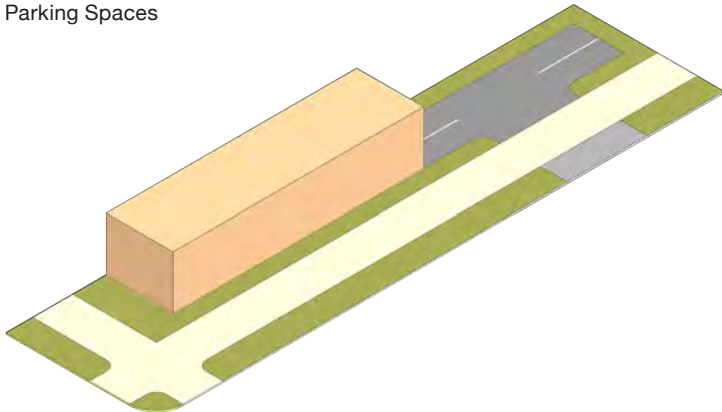


Lot Guideline

Lot Patterns

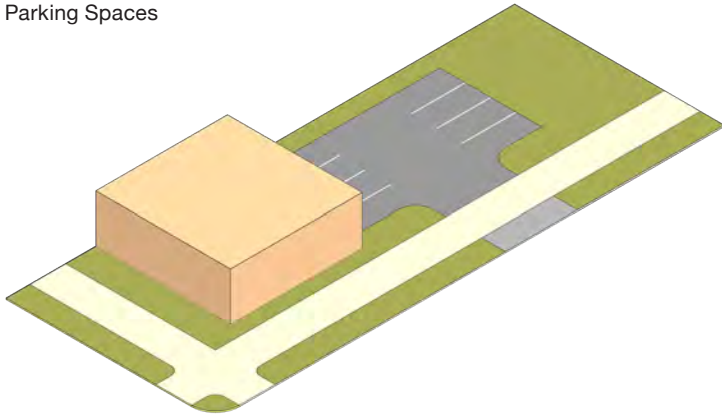
Lot Capacities >100' Deep Corner Lot

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



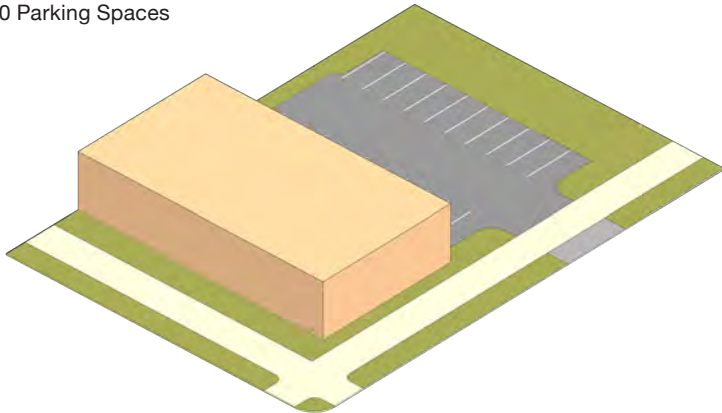
Minimum Lot Capacity

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



Minimum Lot Capacity

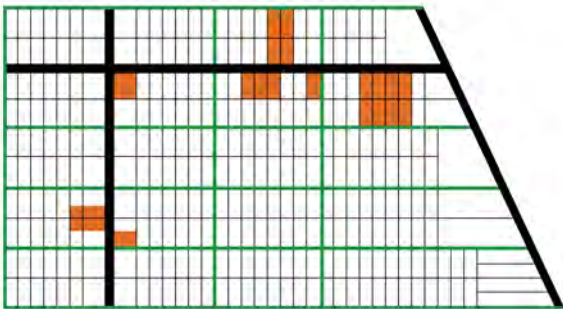
Example: 110' X 150' Lot
Commercial: 5,000 SF
20 Parking Spaces



Minimum Lot Capacity

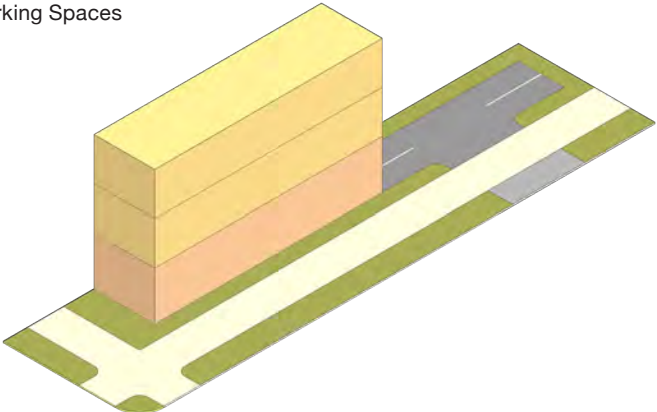
Building Envelope and Capacity

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



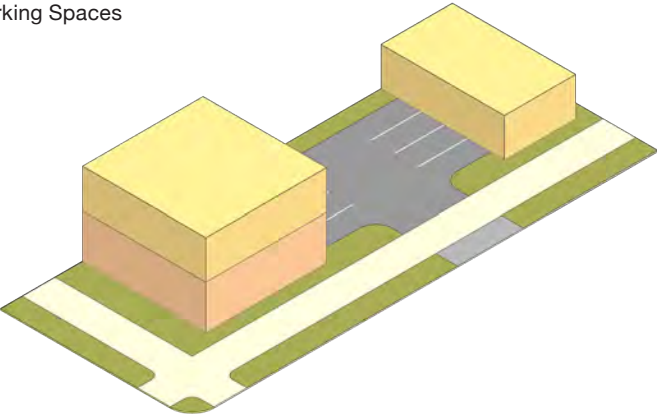
Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

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



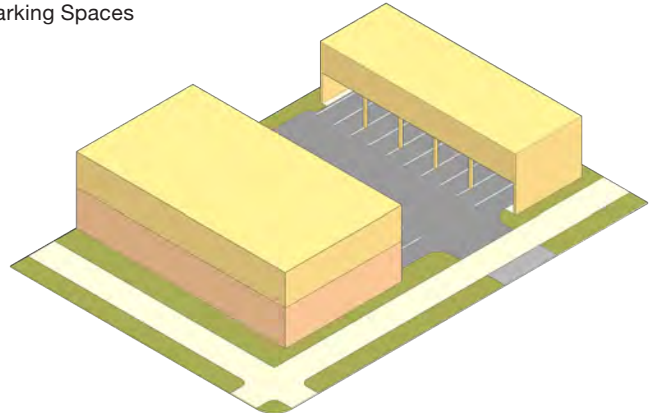
Maximum Lot Capacity

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



Maximum Lot Capacity

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



Maximum Lot Capacity

Lot Patterns

Lot Guidelines 100' Deep Mid-Block Lot

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

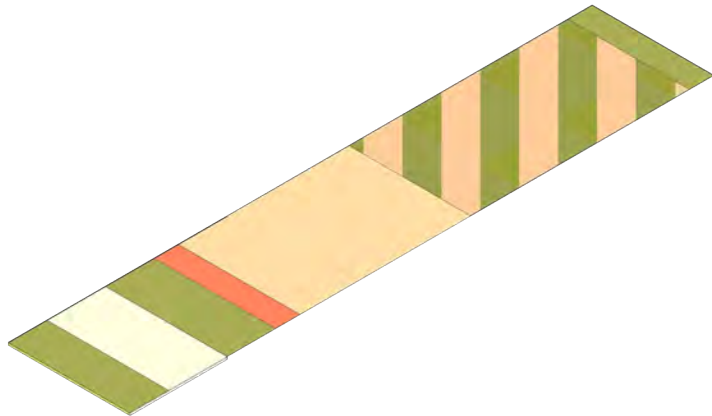
Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

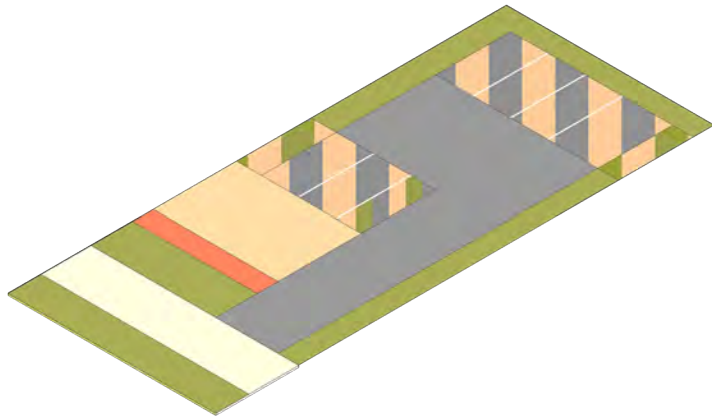
Parking-Landscaping-Building



Lot Guideline

25' - 50' Wide Lot

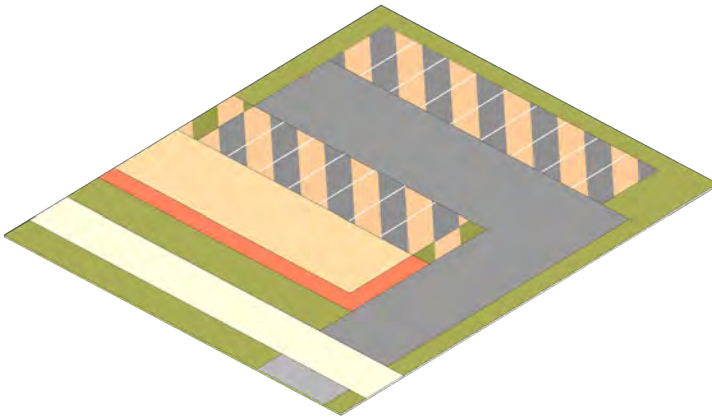
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)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



Lot Guideline

50' - 100' Wide Lot

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



Lot Guideline

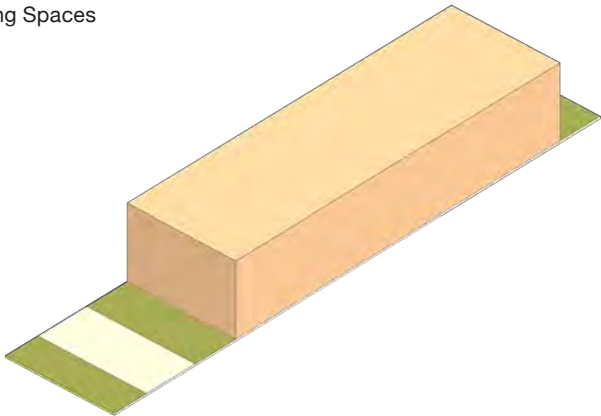
>100' Wide Lot

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

Lot Patterns

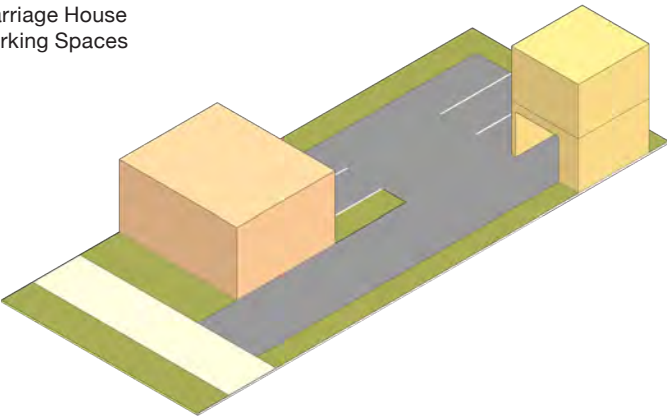
Lot Capacities 100' Deep Mid-Block Lot

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



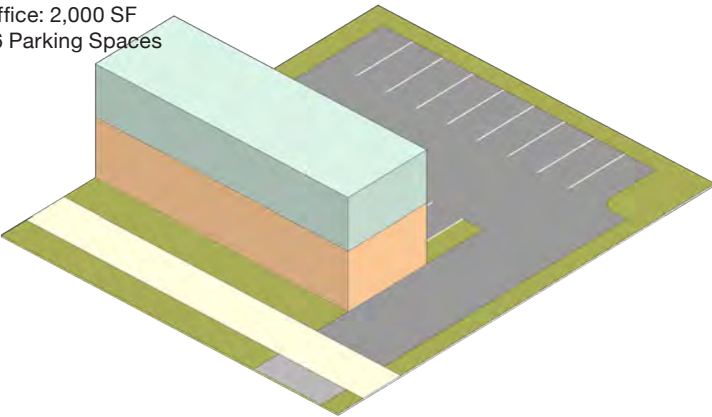
Minimum Lot Capacity

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



Minimum Lot Capacity

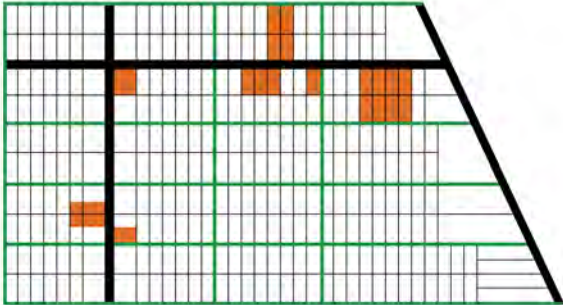
Example: 110' X 100' Lot
Commercial: 2,000 SF
Office: 2,000 SF
16 Parking Spaces



Minimum Lot Capacity

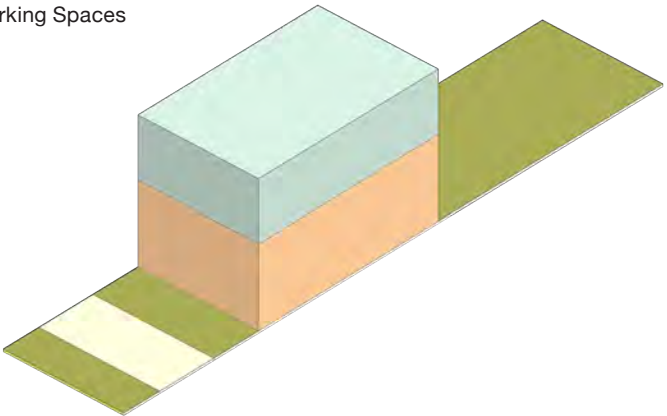
Building Envelope and Capacity

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



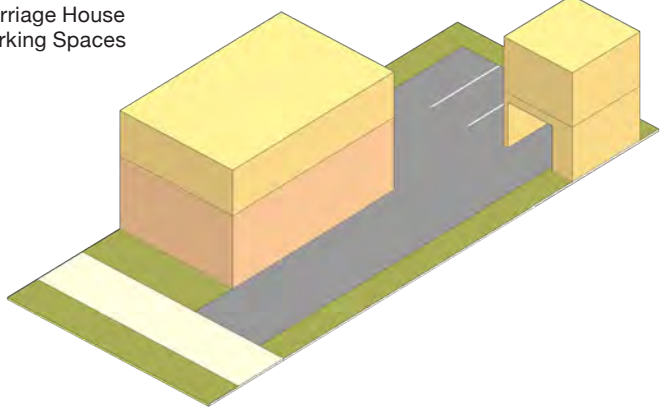
Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

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



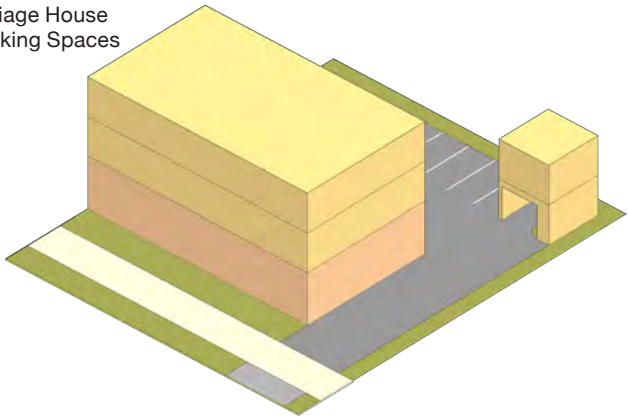
Maximum Lot Capacity

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



Maximum Lot Capacity

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



Maximum Lot Capacity

Lot Patterns

Lot Guidelines >100' Deep Mid-Block Lot

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

50' Wide Lot

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

Lot Guideline

50' - 100' Wide Lot

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

Lot Guideline

>100' Wide Lot

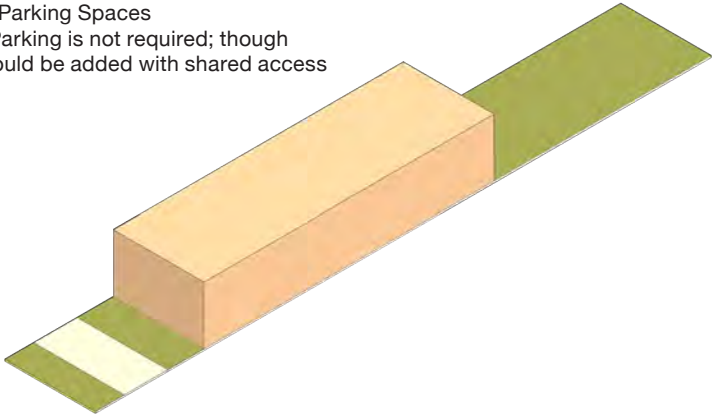
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 25' deep with double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

Lot Guideline

Lot Patterns

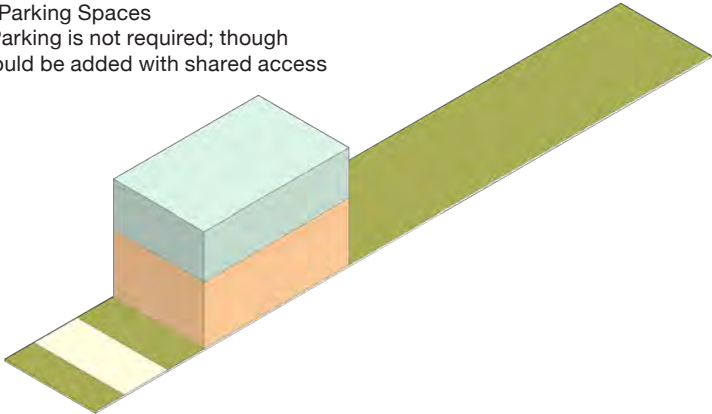
Lot Capacities >100' Deep Mid-Block Lot

Example: 50' X 200' Lot
Commercial: 2,000 SF
0 Parking Spaces
*Parking is not required; though could be added with shared access



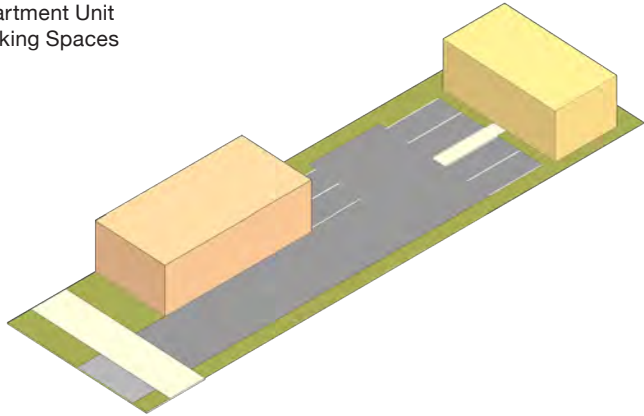
Minimum Lot Capacity

Commercial: 1,000 SF
Office: 1,000 SF
0 Parking Spaces
*Parking is not required; though could be added with shared access



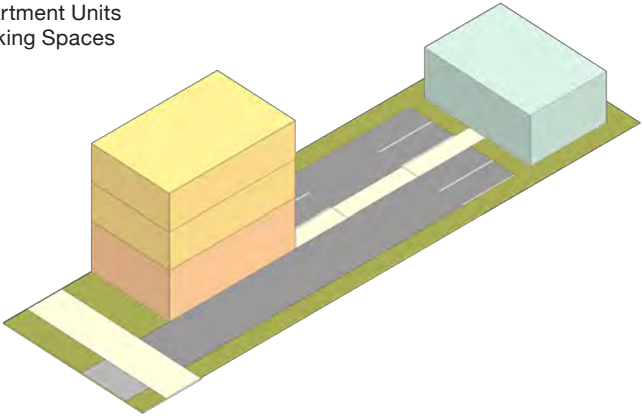
Maximum Lot Capacity

Example: 100' X 200' Lot
Commercial: 1,500 SF
1 Apartment Unit
6 Parking Spaces



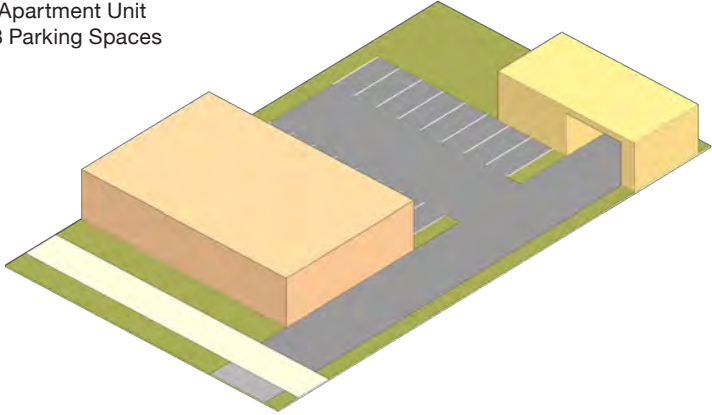
Minimum Lot Capacity

Commercial: 1,200 SF
Office: 1,000 SF
2 Apartment Units
6 Parking Spaces



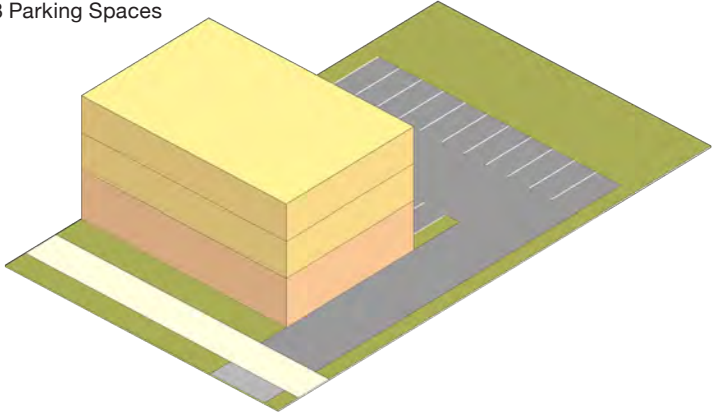
Maximum Lot Capacity

Example: 200' X 200' Lot
Commercial: 4,000 SF
1 Apartment Unit
18 Parking Spaces



Minimum Lot Capacity

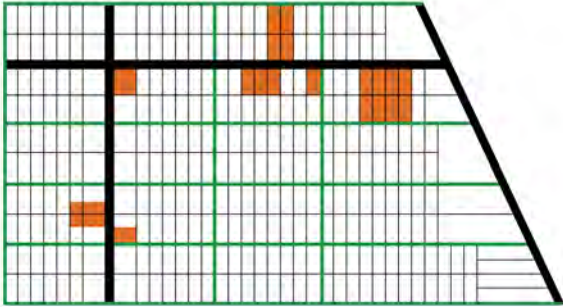
Commercial: 4,000 SF
6 Apartments
18 Parking Spaces



Maximum Lot Capacity

Building Envelope and Capacity

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



Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

Architectural Patterns

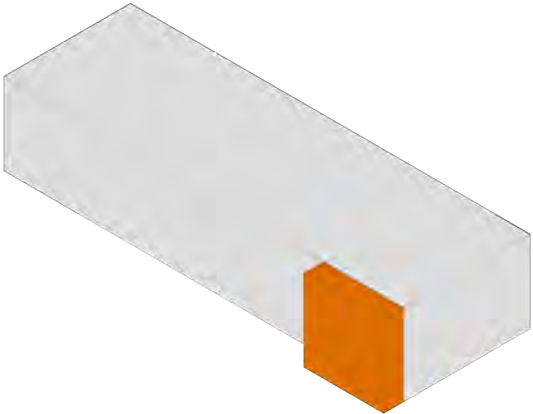
One-Story Buildings with < 80’ Length Facade

Vertical

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

Massing

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



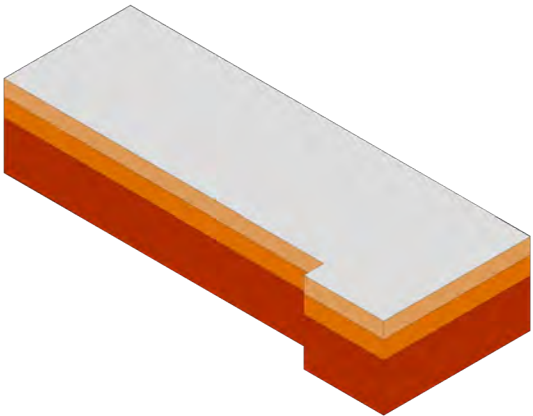
Vertical Articulation

Horizontal

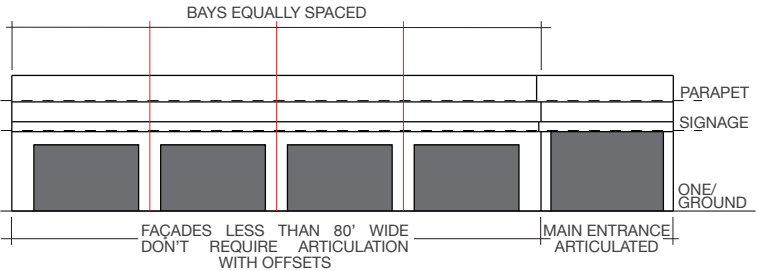
- Every building has a base, middle and top

Composition

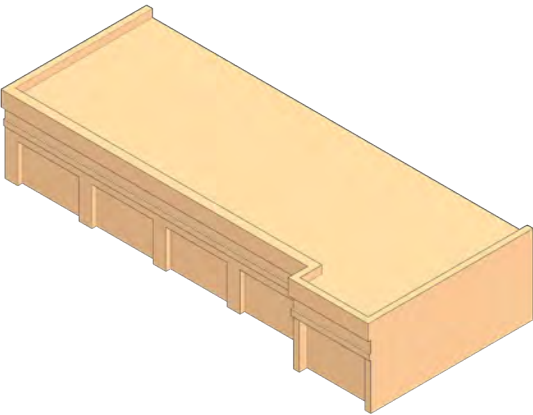
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

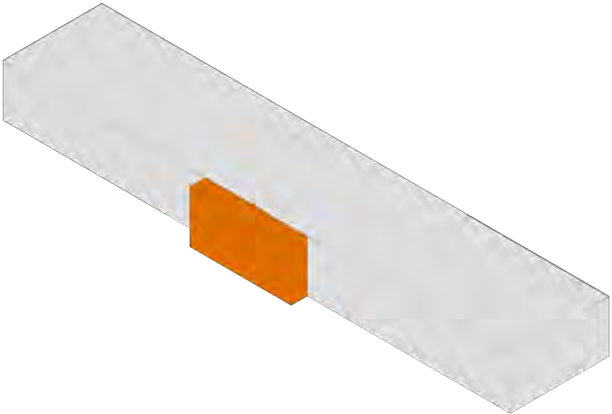
One-Story Buildings with > 80’ Length Facade

Vertical

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

Massing

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



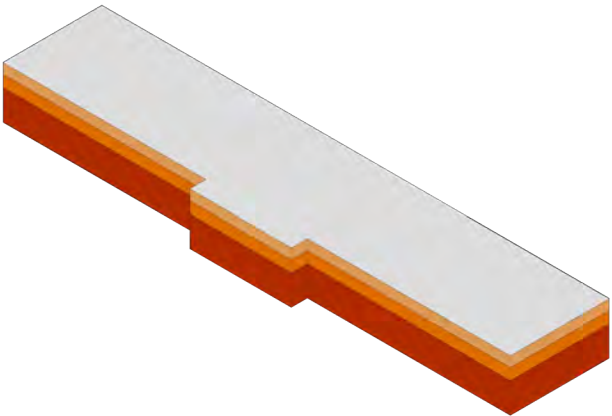
Vertical Articulation

Horizontal

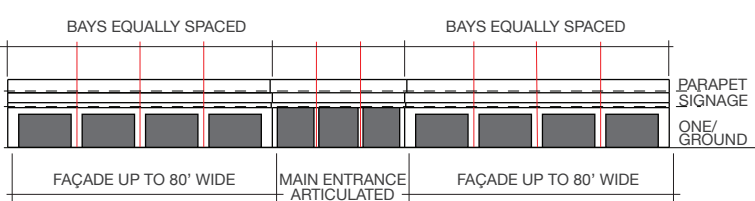
- Every building has a base, middle and top

Composition

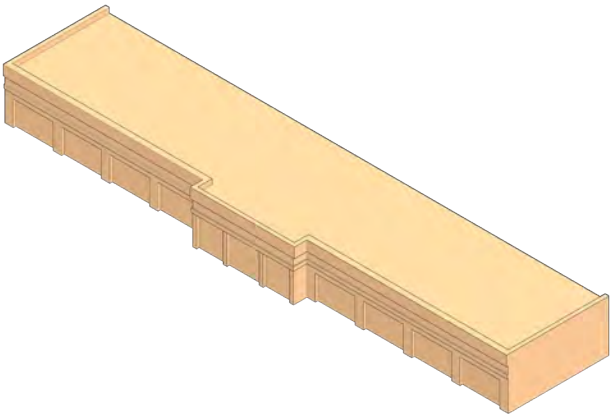
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

Two-Story Buildings with < 80’ Length Facade

Vertical

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

Massing

- Preferred minimum facade height in facade zones is 30’



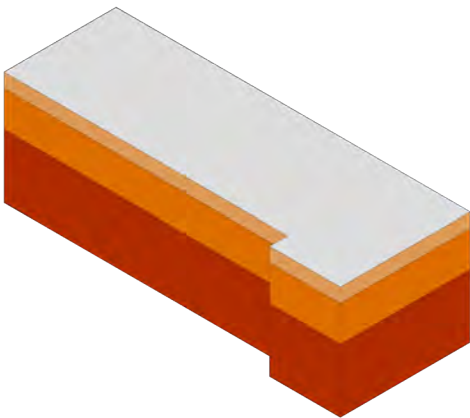
Vertical Articulation

Horizontal

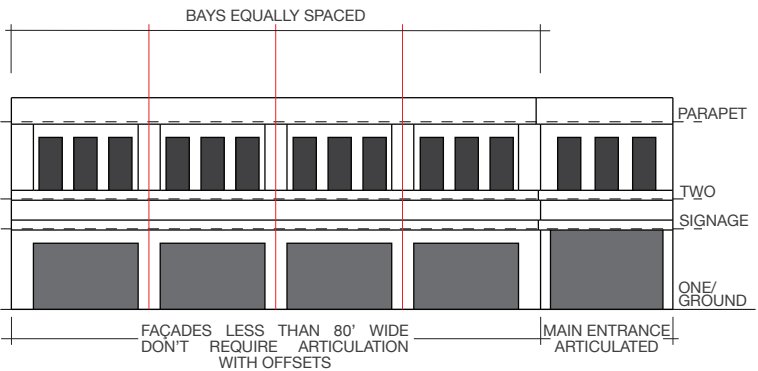
- Every building has a base, middle and top

Composition

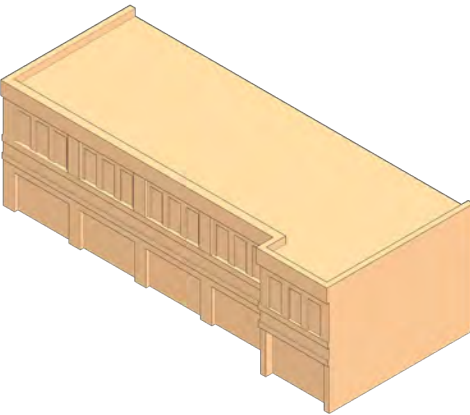
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

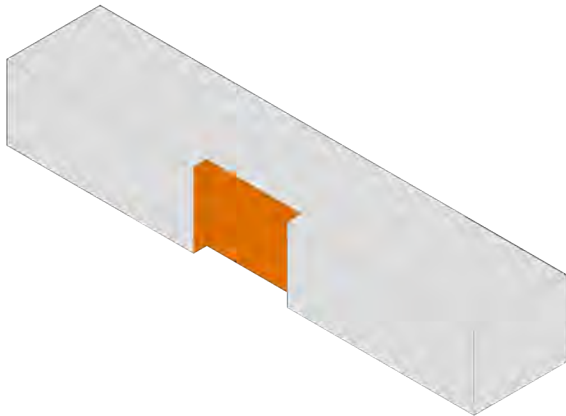
Two-Story Buildings with > 80’ Length Facade

Vertical

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

Massing

- Preferred minimum facade height in facade zones is 30’



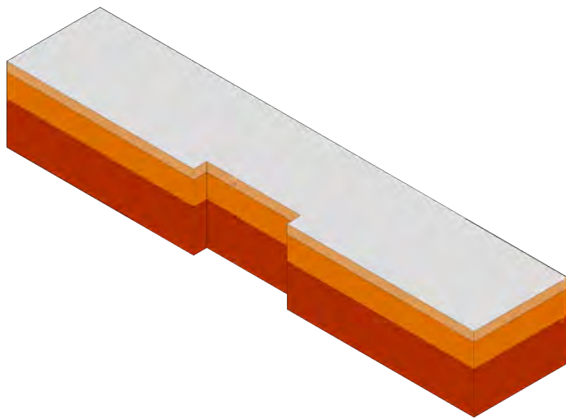
Vertical Articulation

Horizontal

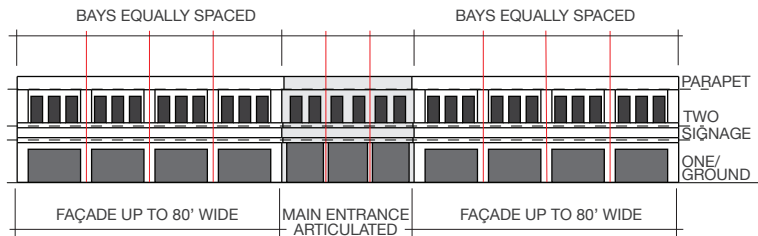
- Every building has a base, middle and top

Composition

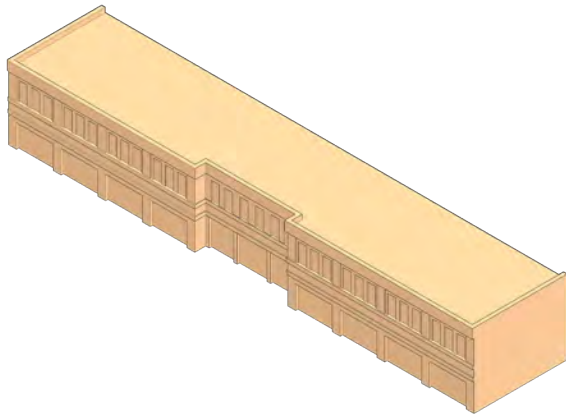
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

Multi-Story Buildings with < 80’ Length Facade

Vertical

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



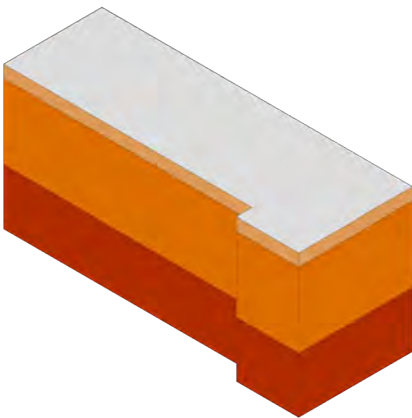
Vertical Articulation

Horizontal

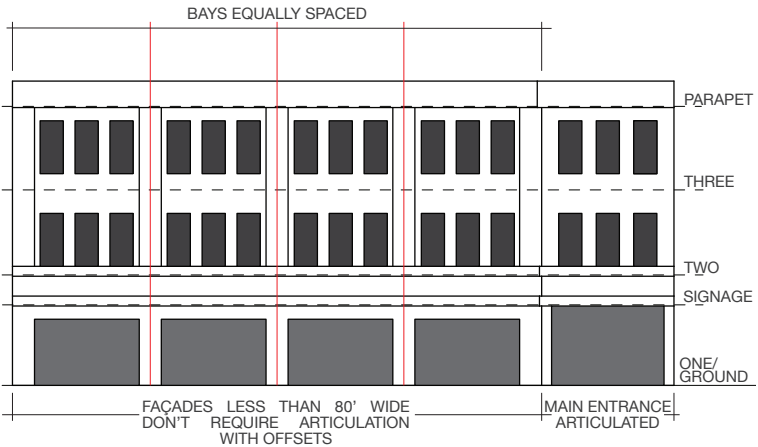
- Every building has a base, middle and top

Composition

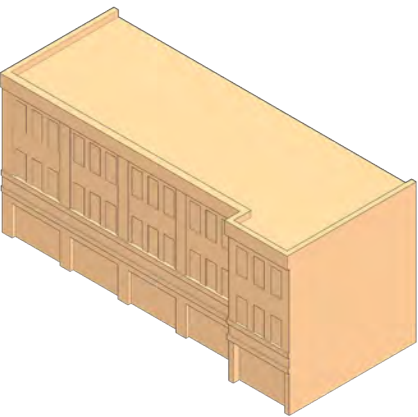
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



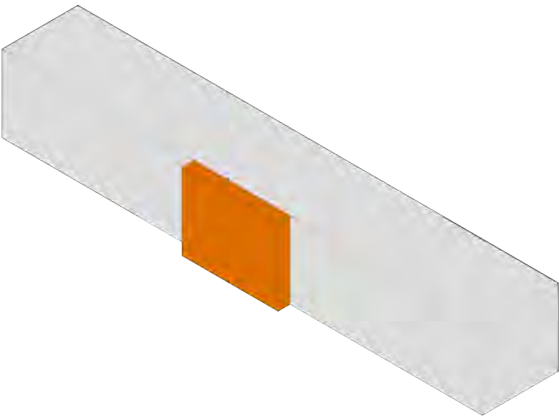
Assembly

Architectural Patterns

Multi-Story Buildings with > 80’ Length Facade

Vertical

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



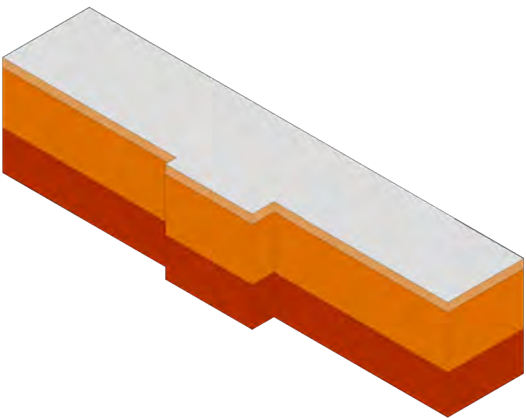
Vertical Articulation

Horizontal

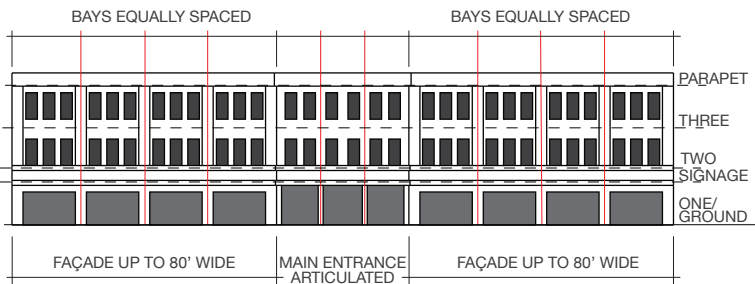
- Every building has a base, middle and top

Composition

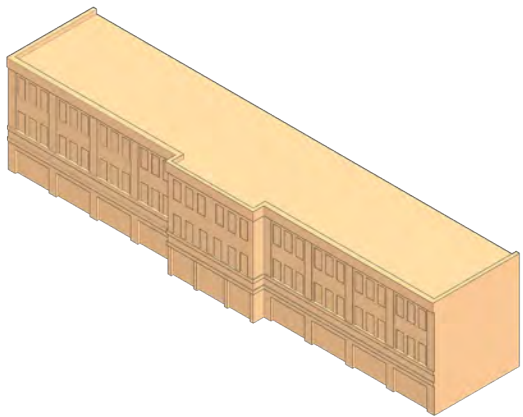
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

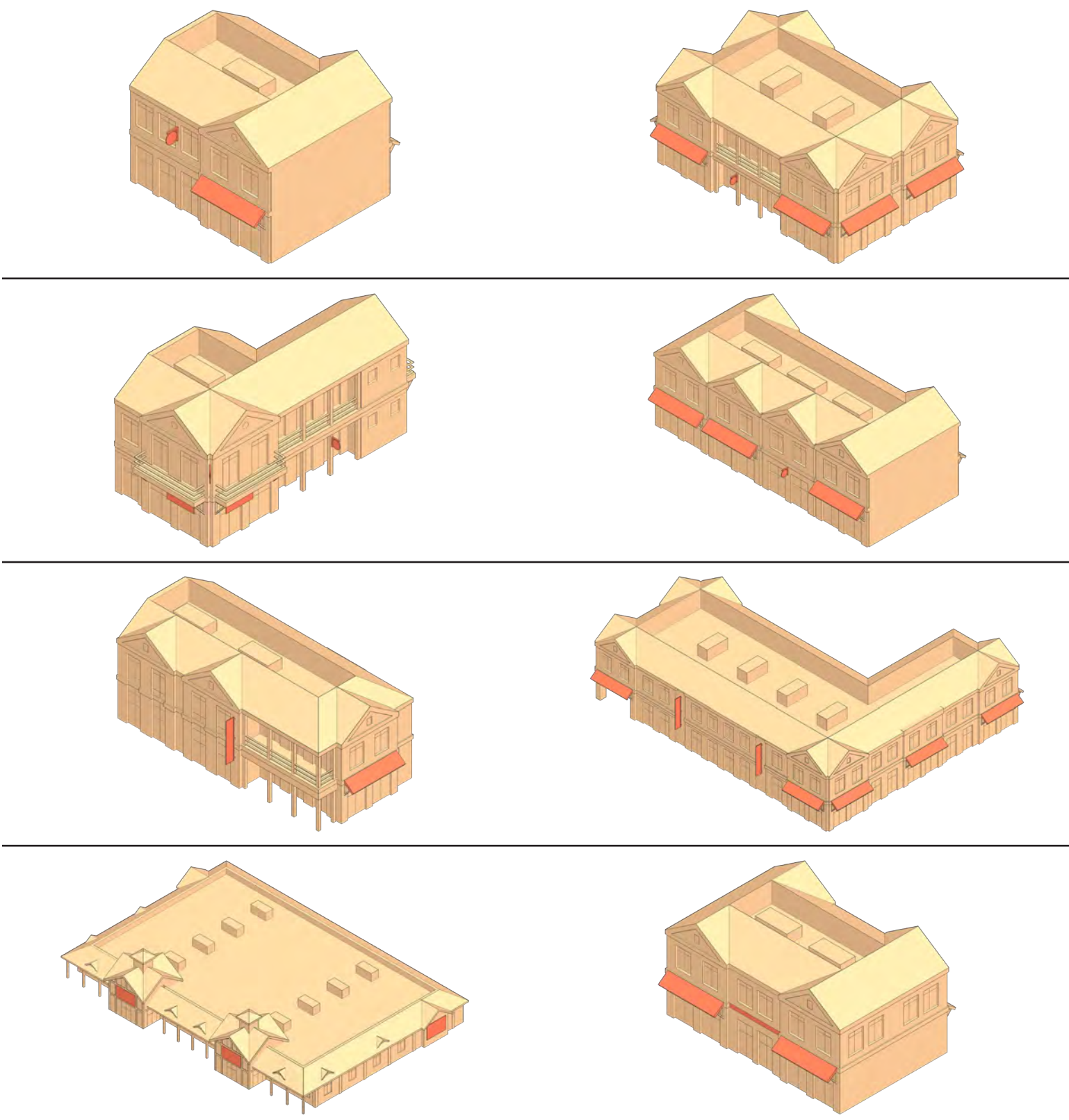


Assembly

Signage

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

Placement Options



Signage

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

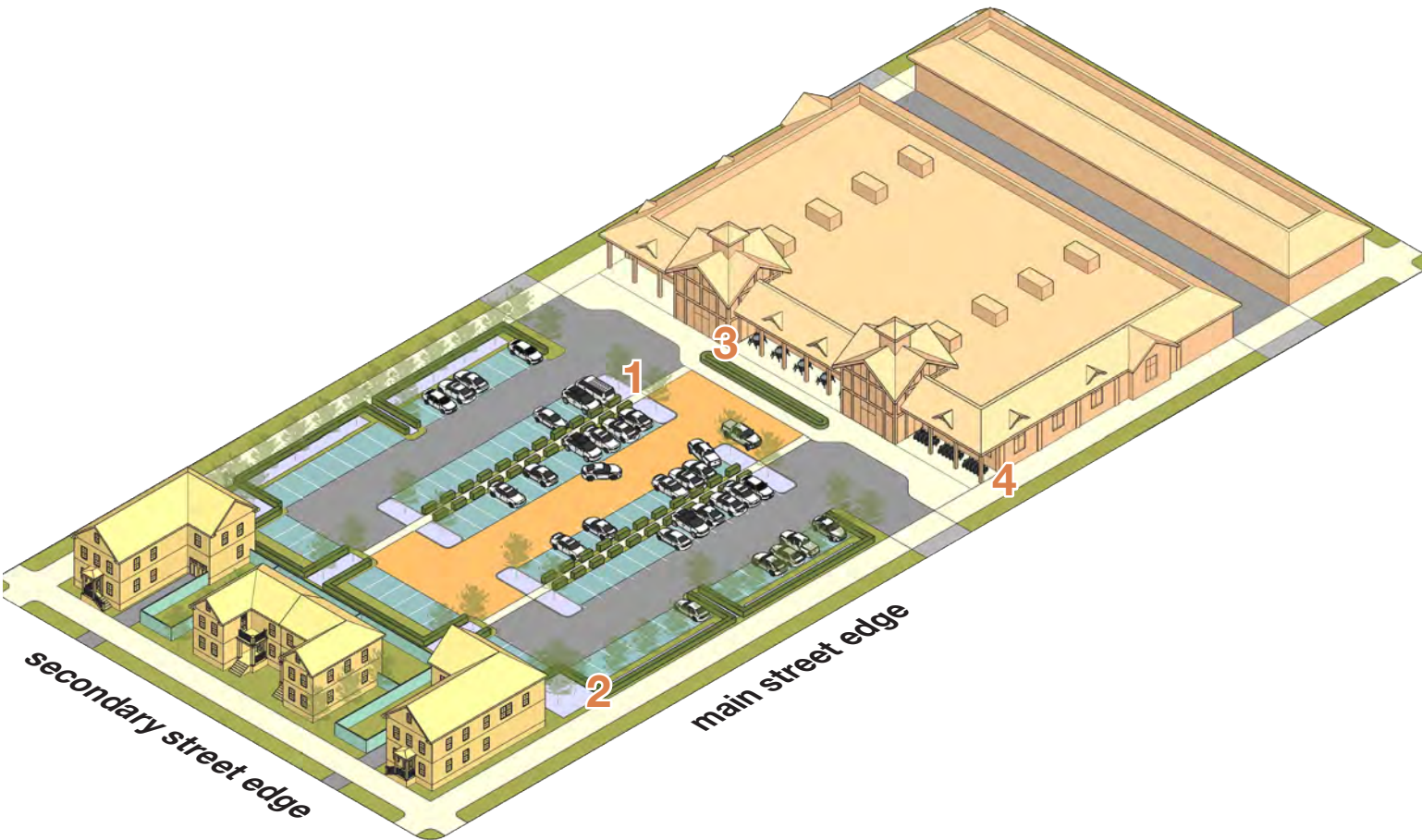
Examples



Site Amenities

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

Placement Options



1. Paving Materials

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

2. Screening Options

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

3. Open Space/Garden

- Gardens should be placed in visible areas of the site

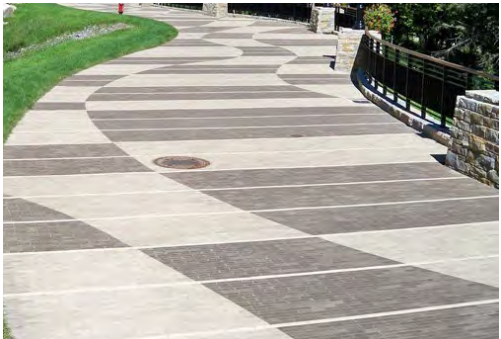
4. Pedestrian Facilities

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

Site Amenities

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

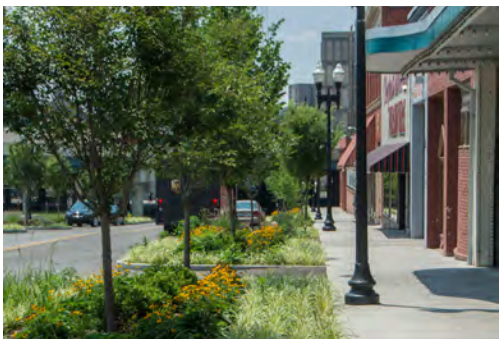
Examples



1. Paving Materials



2. Screening Options



3. Open Spaces and Gardens



4. Pedestrian Facilities



Landscaping

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

Street Level Landscaping



Landscaping

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

Indigenous and Salt Tolerant Plants for Consideration

Deciduous Large Canopy Trees

- American Beech (*Fagus grandifolia*)
- Black Gum (*Nyssa sylvatica*)
- Black Locust (*Robinia pseudoacacia*)
- Bald Cypress (*Taxodium distichum*)
- Laurel Oak (*Quercus hemisphaerica*)
- River Birch (*Betula nigra*)
- Shumard Oak (*Quercus shumardii*)
- Sugarberry (*Celtis laevigata*)
- Willow Oak (*Quercus phellos*) – cultivar with narrower canopy e.g. ‘Hightower’
- Water Oak (*Quercus nigra*)

Evergreen Large Canopy Trees

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

Small Canopy Trees

- Little Gem Magnolia (*Magnolia grandiflora* ‘Little Gem’)
- Redbay (*Persea borbonia*)
- Sand Live Oak (*Quercus geminata*)
- Sweetbay Magnolia (*Magnolia virginiana*)
- Waxmyrtle (*Myrica cerifera*)
- Yaupon Holly (*Ilex vomitoria*) – tree & weeping varieties available

Shrubs

- Adam’s Needle Yucca (*Yucca filamentosa*)
- American Beautyberry (*Callicarpa americana*)
- Banana Shrub (*Michelia figo*)
- Butterfly Bush (*Buddleia davidii*)
- Inkberry Holly (*Ilex glabra*)
- Cleyera (*Ternstroemia gymnanthera*)
- Gardenia (*Gardenia jasminoides*)
- Marsh Elder (*Iva frutescens*)
- Salt Bush (*Baccharis halmifolia*)
- Sasanqua Camellia (*Camellia sasanqua*)
- Sweet Pepperbush (*Clethra alnifolia*)
- Walter’s Viburnum (*Viburnum obovatum*)
- Winterberry (*Ilex verticillata*)

Perennials

- Blanket Flower, Gaillardia (*Gaillardia pulchella*)
- Butterfly Weed (*Asclepias tuberosa*)
- Daylily (*Hemerocallis* spp.)
- Firebush (*Hamelia patens*)
- Hibiscus (*Hibiscus moscheutos*)
- Mexican Heather (*Cuphea hyssopifolia*)
- Purple Coneflower (*Echinacea purpurea*)
- Seaside Goldenrod (*Solidago sempervirens*)
- Seashore / Marsh Mallow (*Kosteletzkya virginica*)
- Turk’s Cap (*Malvaviscus drummondii*)

Grasses

- Bitter Panicum (*Panicum amarum*)
- Fountain Grass (*Pennisetum alopecuroides*)
- Muhly Grass (*Muhlenbergia capillaris*)
- Panic / Switch grass (*Panicum virgatum*)
- Sand Cordgrass (*Spartina bakeri*)

Tidal Marsh (regular salt water flooding)

- Salt Marsh Cordgrass (*Spartina alterniflora*)
- Salt-Meadow Hay (*Spartina patens*)



Applications

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

Development Concept

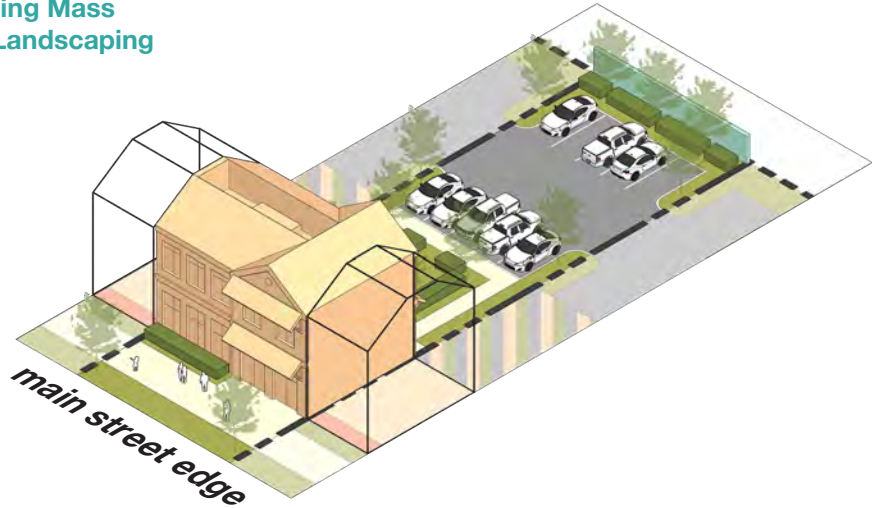
In-Line Mixed-Use

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 refuse

Building, Parking, and Amenities Placement

Building Mass and Landscaping



Applications

Development Concept

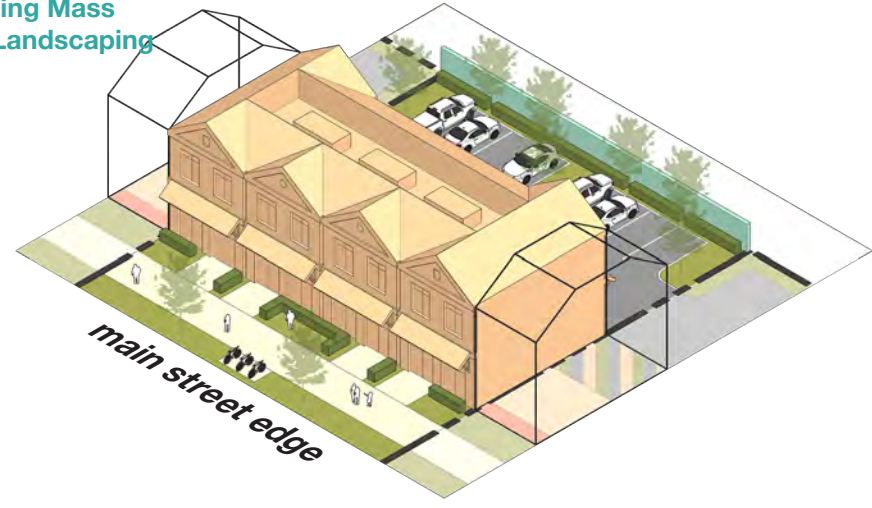
In-Line Commercial

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, although the possibility exists for a pedestrian access corridor
- Amenities include 8’ tall fencing and 5’ (only allowed at 100’ deep lots) of landscape buffer at the rear adjacent to properties zoned for another use, short-term bicycle parking is coordinated within the pedestrian right-of-way
- Amenities required, but not shown, include enclosed refuse structures as needed
- Other: In-Line Commercial is typically one-story; however, for the Coastal Character District, the massing and facade composition shall be two-story as shown

Building, Parking, and Amenities Placement

Building Mass and Landscaping



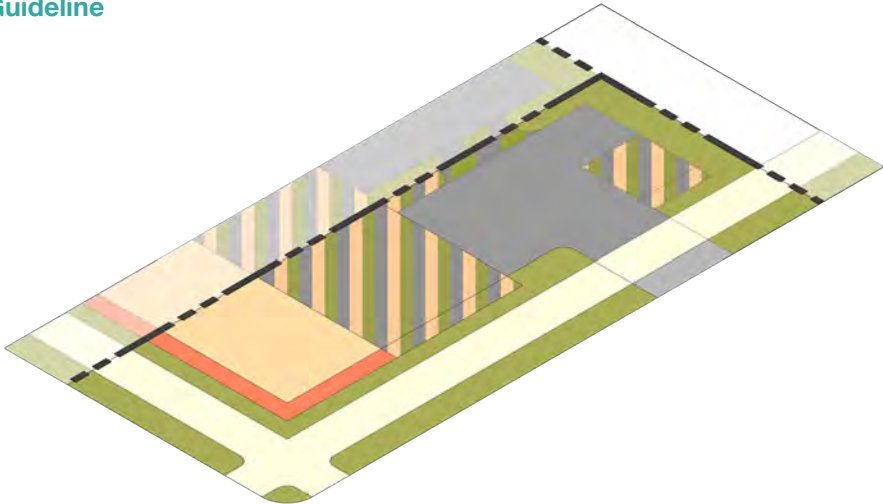
Applications

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

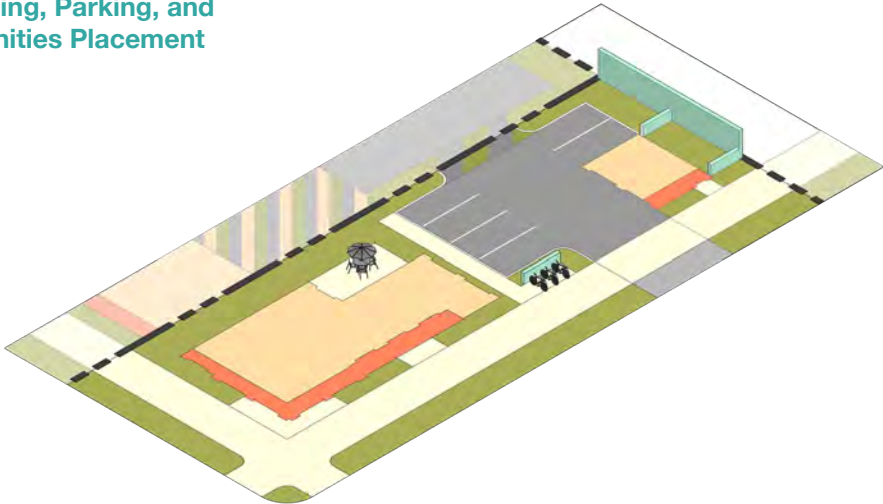
Development Concept

Stand-Alone Mixed-Use

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

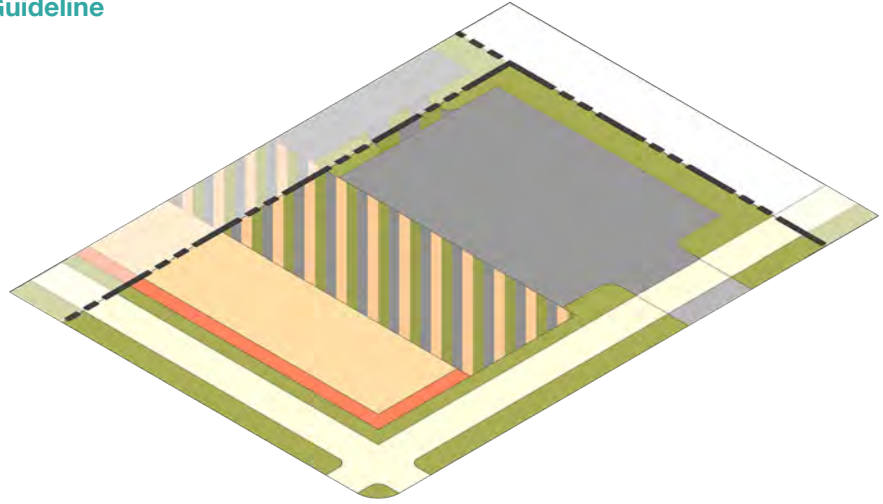


Applications

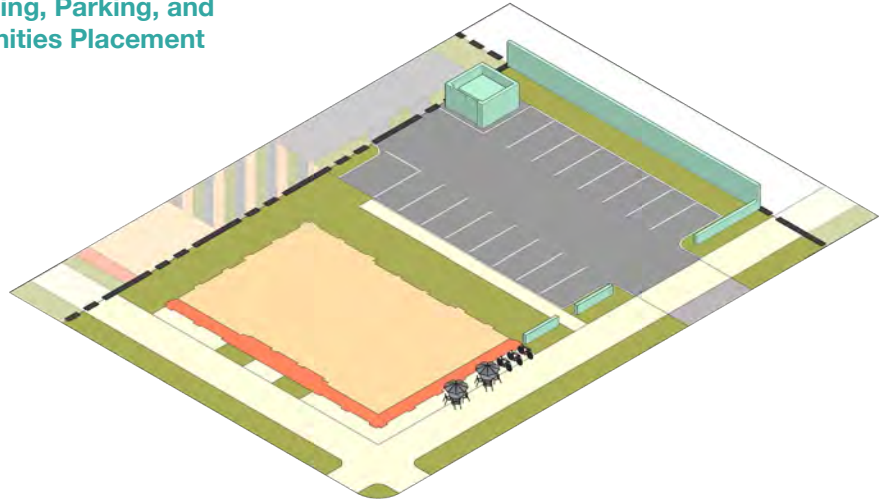
Development Concept

Small-Box Commercial

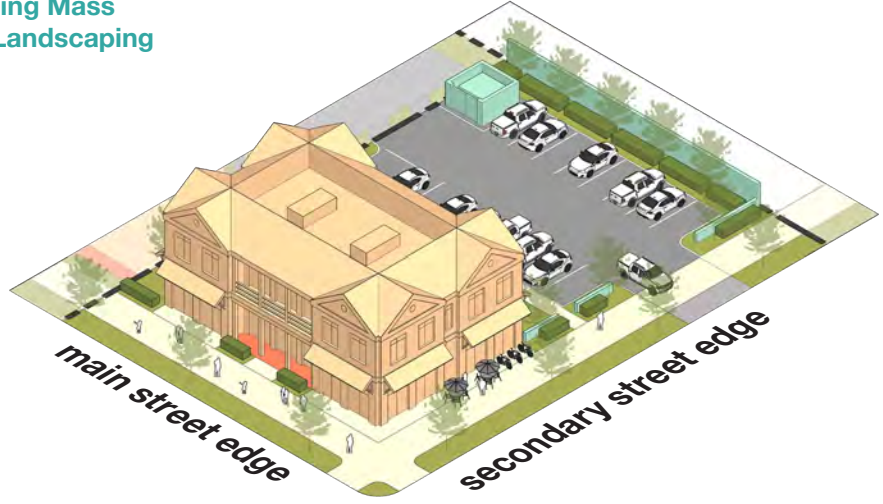
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



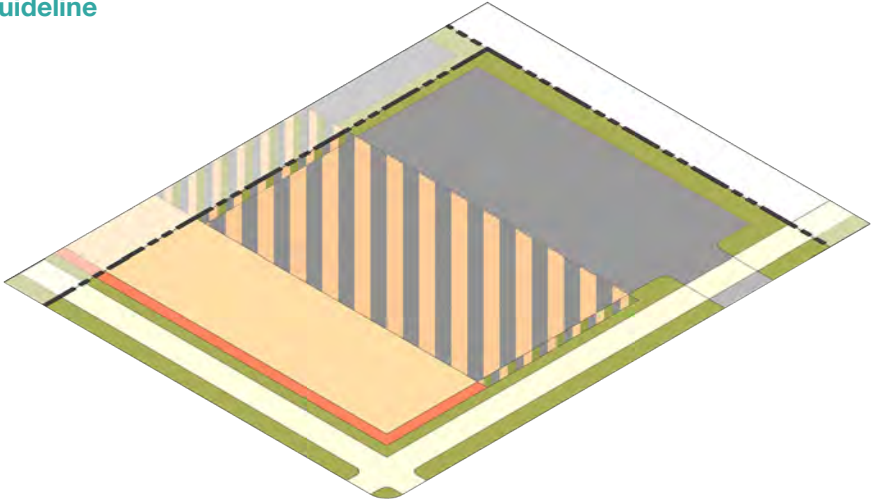
Applications

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

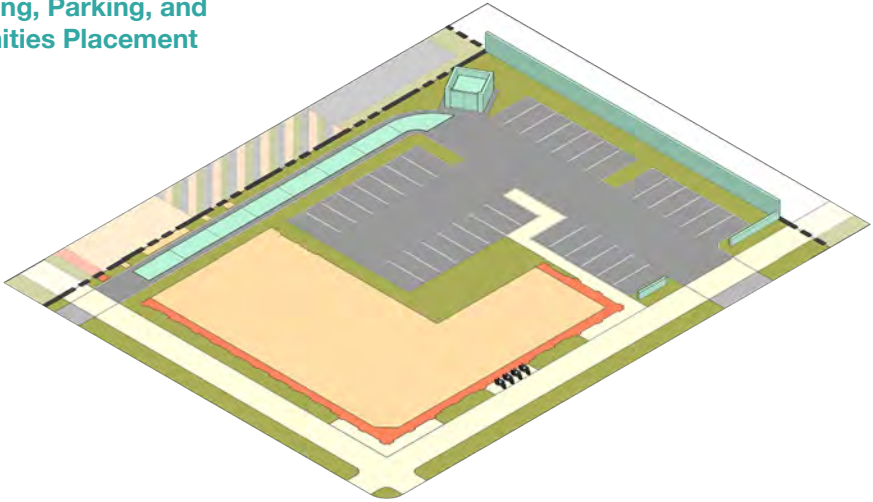
Development Concept

Medium-Box Retail

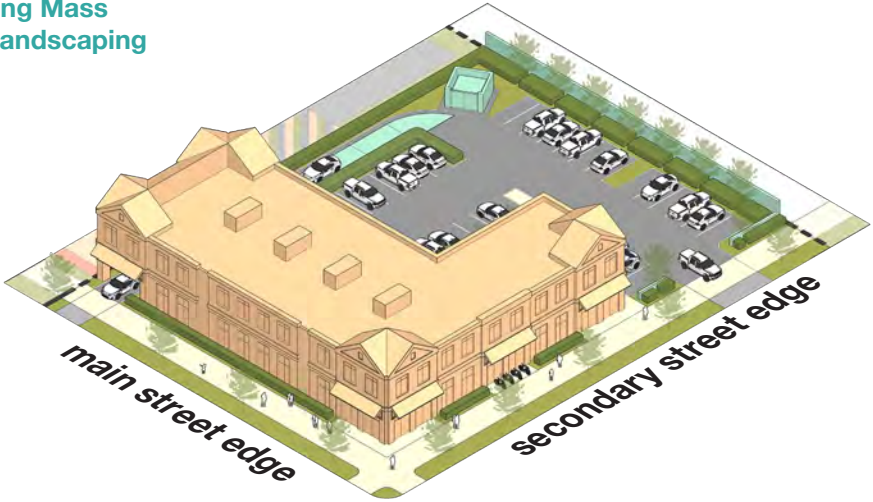
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

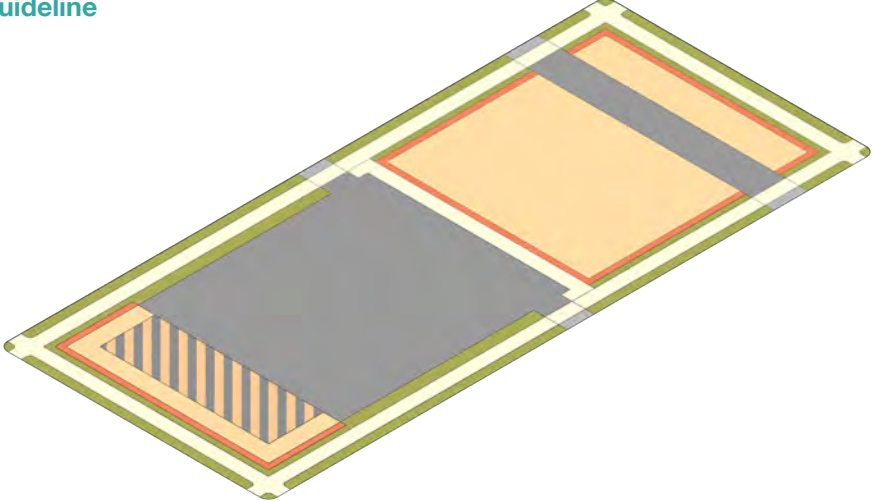


Applications

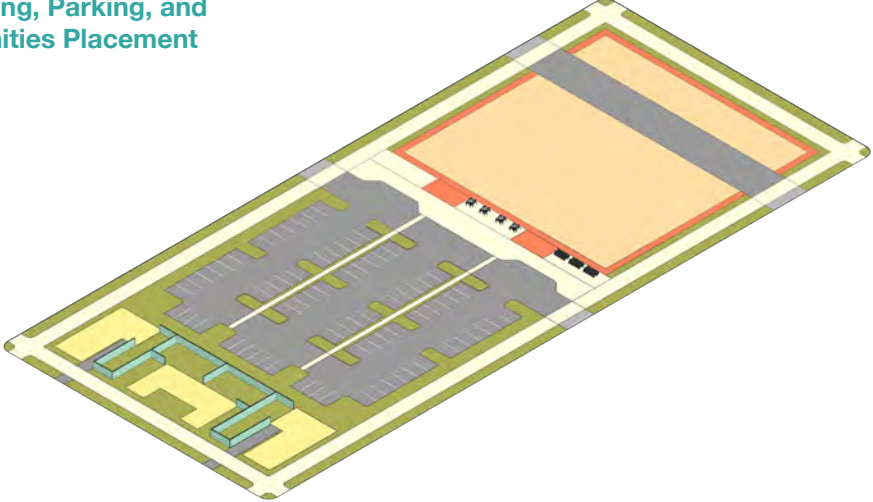
Development Concept

Big-Box Retail

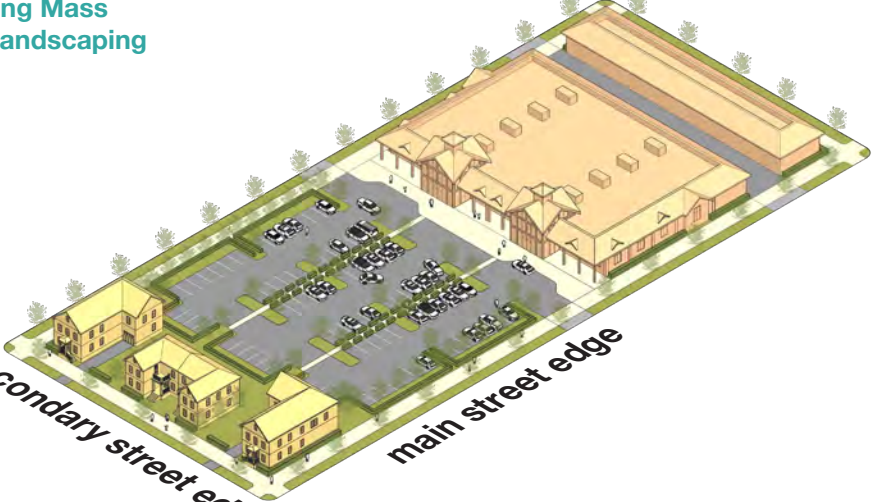
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



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

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

Applications

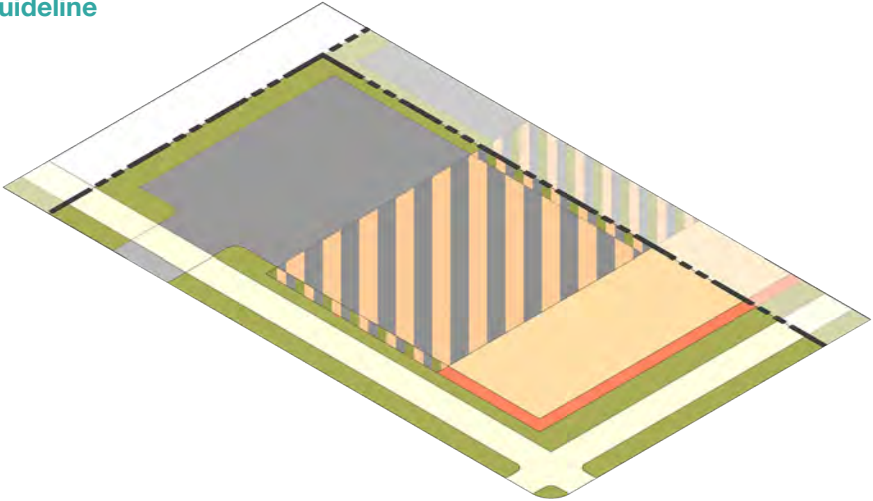
Landscaped Area	Commercial Use	Flexible Areas:	Parking-Landscaping
Pedestrian Path	Residential Use		Parking-Building
Primary Facade	Amenities		Landscaping-Building
Parking	Roads		Parking-Landscaping-Building

Development Concept

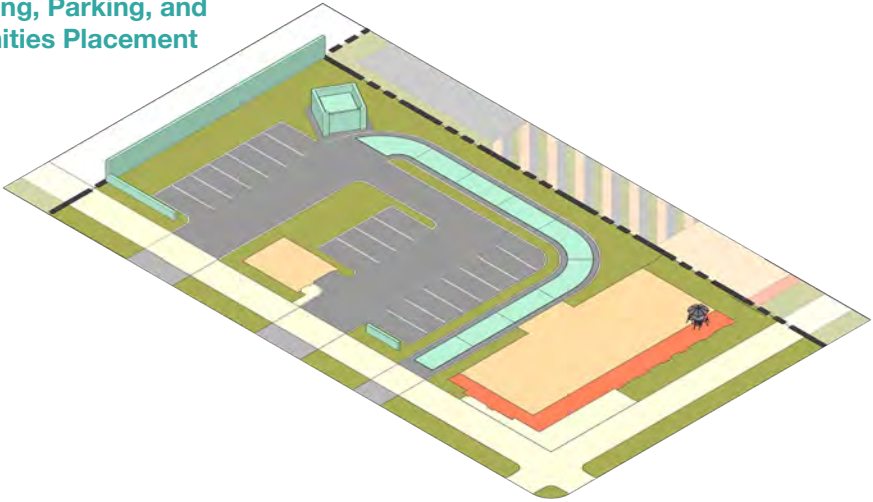
Drive-Through

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

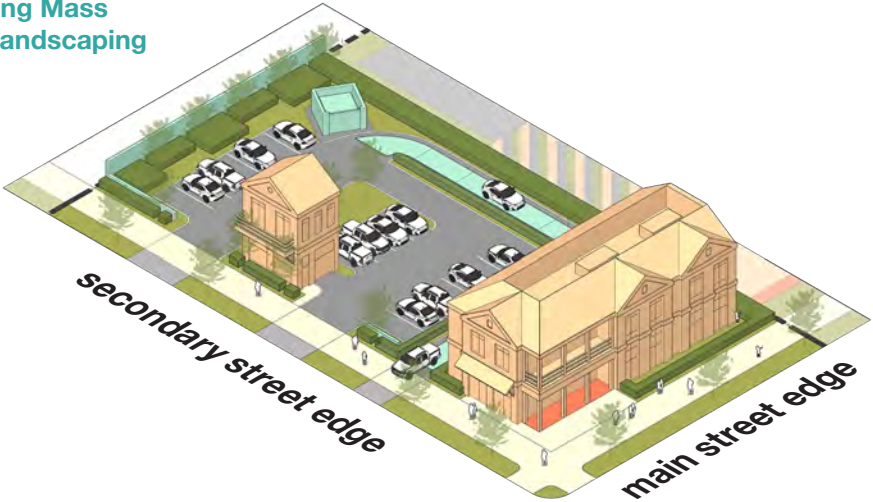
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



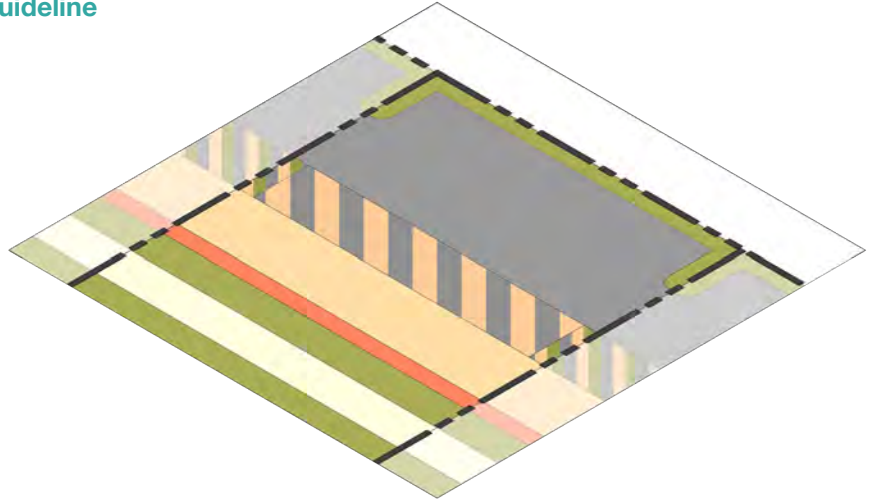
Applications

Development Concept

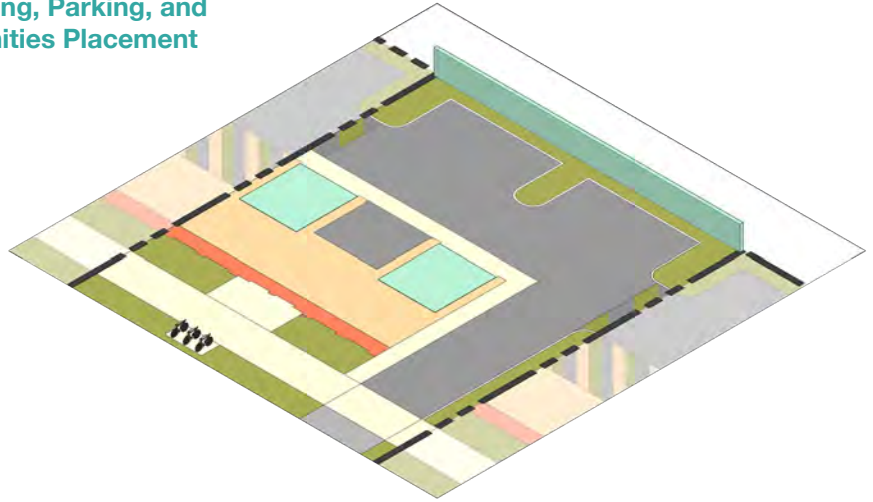
Vehicle Oriented

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

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

