

Commercial and Mixed-Use Pattern Book Suburban Character District



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

July 2019

Table of Contents

Introduction

- 3 Purpose and Goals
- 4 Using the Commercial and Mixed-Use Pattern Book
- 8 Character Districts

Traditional Character District Booklet

- 11 Community Patterns: Essential Attributes
- 12 Overview of the Commercial Districts and Corridors
- 13 Matrix: Community Patterns and Development Types
- 14 Building Forms and Types
- 18 Street Types and Patterns
- 30 Block Types and Patterns
- 34 Lot Patterns
- 42 Architectural Patterns
- 48 Signage
- 50 Site Amenities
- 52 Landscaping
- 54 Applications

Suburban Character District Booklet

- 11 Community Patterns: Essential Attributes
- 12 Overview of the Commercial Districts and Corridors
- 13 Matrix: Community Patterns and Development Types
- 14 Guiding Principles
- 16 Building Forms and Types (with Contextual Residential Infill)
- 22 Street Types and Patterns
- 26 Block Types and Patterns
- 30 Lot Improvements
- 32 Architectural Patterns
- 38 Signage
- 40 Site Amenities
- 42 Landscaping
- 44 Applications

Coastal Character District Booklet

- 11 Community Patterns: Essential Attributes
- 12 Overview of the Commercial Districts and Corridors
- 13 Matrix: Community Patterns and Development Types
- 14 Building Forms and Types
- 18 Street Types and Patterns
- 26 Block Types and Patterns
- 30 Lot Patterns
- 38 Architectural Patterns
- 44 Signage
- 46 Site Amenities
- 48 Landscaping
- 50 Applications



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

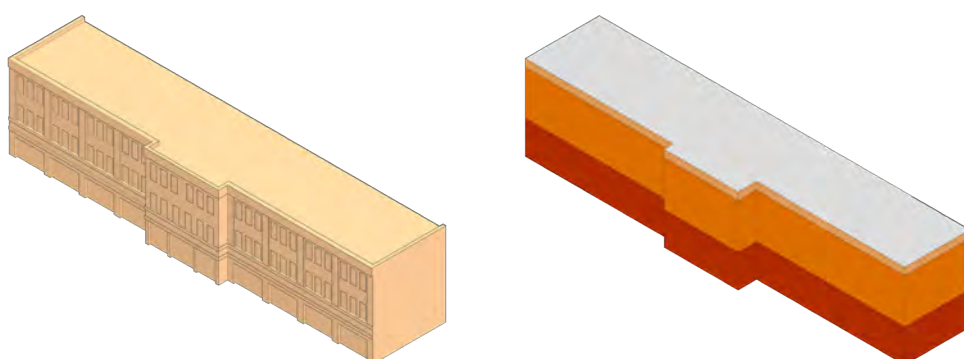
BUILDING FORMS AND TYPES	VEHICLE/PARKING LOT ORIENTED	STREET TYPES																
		VEHICLE ORIENTED								PEDESTRIAN FRIENDLY								
		DRIVE-THROUGH								STAND-ALONE MIXED-USE								
		BIG-BOX RETAIL								IN-LINE COMMERCIAL								
	TRADITIONAL STREET ORIENTED	MEDIUM-BOX RETAIL								IN-LINE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

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

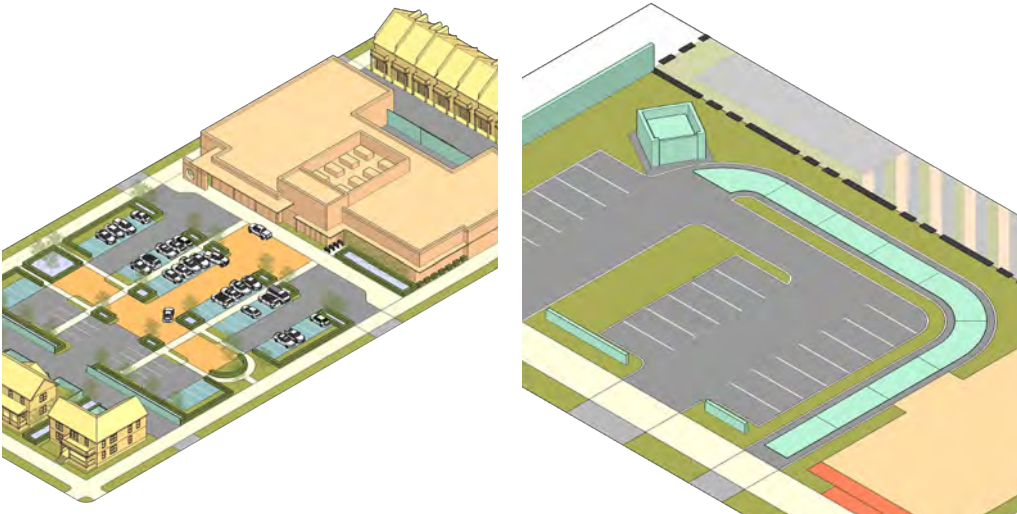
- Building signage placement
- Architectural treatment
- Types of Signage:
 - Site
 - Building Surface
 - Projecting



9

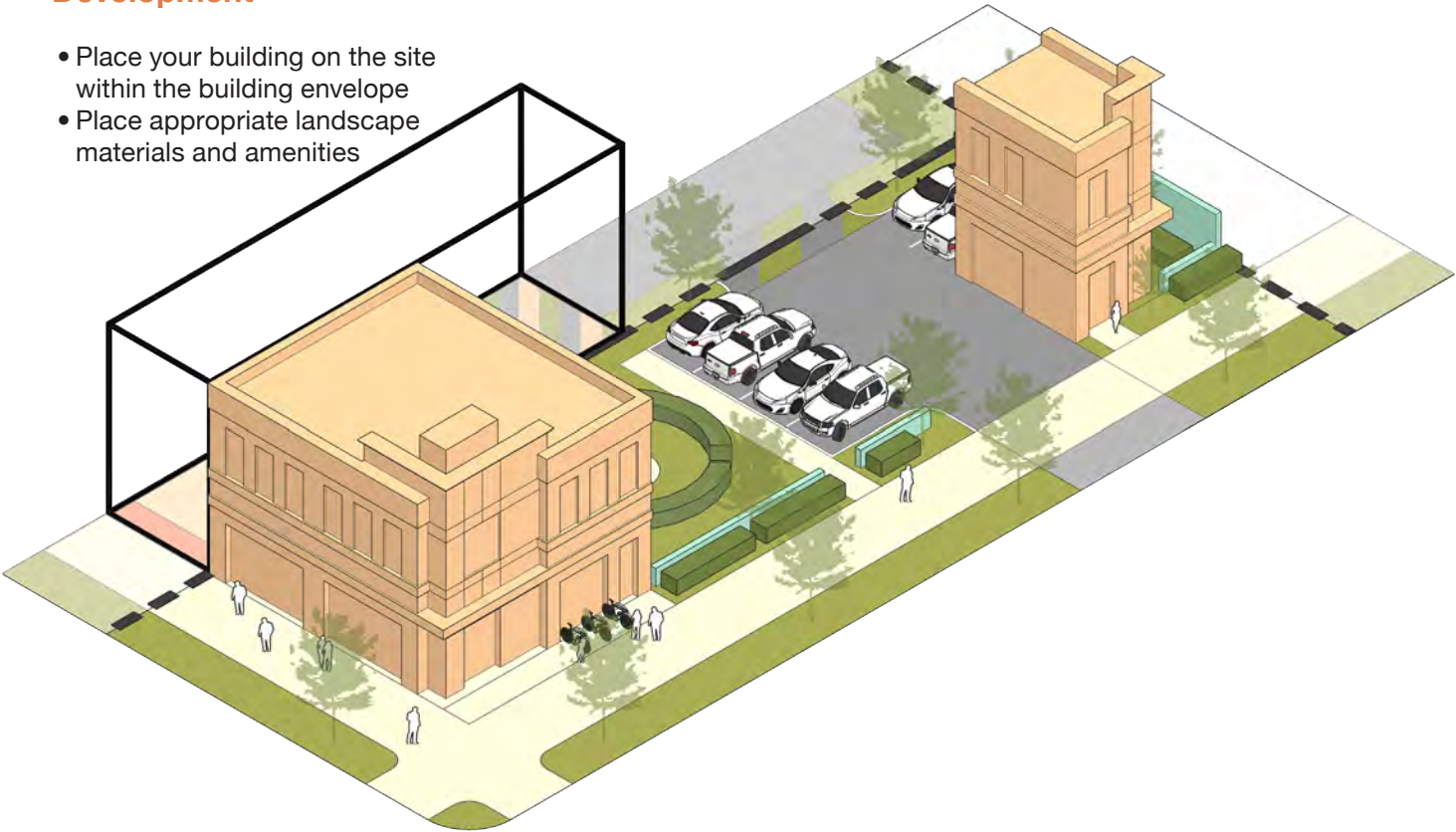
Design and Place Site Amenities

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



Submit Your Proposed Development

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



Character Districts

Attributes

Traditional Character District

- Community Character**
 - Rectilinear grid of streets
 - Continuous building fabric
 - Bikeable and walkable
 - Slower vehicle speeds
 - Diverse Building Types: houses, apartments, row houses, duplexes, mixed-use buildings, small office buildings, and in-line retail
 - Retail and commercial inter-mixed
 - Close relationship between residential and commercial areas
- Welcoming storefronts with large windows, visible from streets
 - Formal landscaping
 - Continuity achieved with continuous building fabric**Architectural Character**
 - Diversity and individuality
 - Variety of architectural styles: Shingle, Arts and Crafts, Classical, and Modern



Suburban Character District

- Community Character**
 - Combination of rectilinear and curvilinear streets
 - More auto-oriented
 - Houses set back from streets
 - Extensive landscaping: tall trees, dense planting beds, and flower gardens
 - More space between buildings
 - Less diversity in housing stock
 - Commercial not intermixed with Residential (currently)
 - Commercial parcels are larger in scale
 - District as a whole is less “walkable”
- than it is “hikeable” and should be connected with wide multi-use paths/ greenways

 - Individual parcels should be broken down into smaller walkable environments**Architectural Character**
 - Variety of architectural styles
 - Retail buildings tend to be freestanding with large parking lots
 - Mostly freestanding buildings as objects in the landscape
 - Visible signage and storefronts



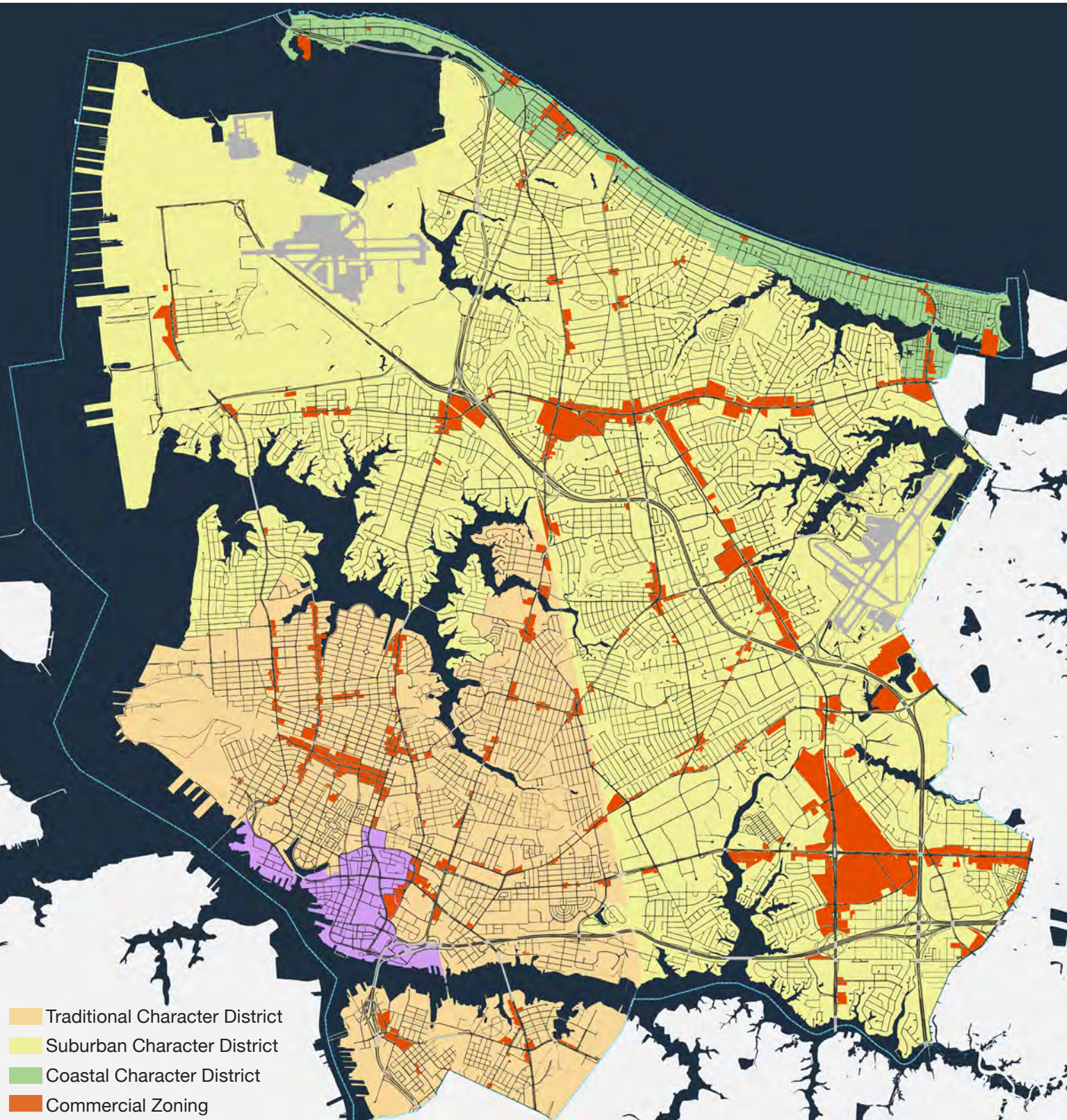
Coastal Character District

- Community Character**
 - Rectilinear grid of streets
 - Bikeable and walkable
 - Slower vehicle speeds
 - Sense of community
 - Close relationship between dwellings and the street
 - Small scale, welcoming, commercial buildings
 - Storefronts visible from streets
 - Natural vegetation to protect the Bay and manage flooding
 - Continuity achieved with combination of buildings and landscape
- Architectural Character**
 - Multistory porches
 - Porches on commercial buildings
 - Diversity and individuality
 - Simplified classical detailing
 - Shingle and Arts and Craft style houses
 - Soft colors and vibrant colors
 - Large, vertically-proportioned windows complete with functioning storm shutters



Character Districts

Character District Map



Suburban Character District

Community Patterns: Essential Attributes

Community Patterns

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

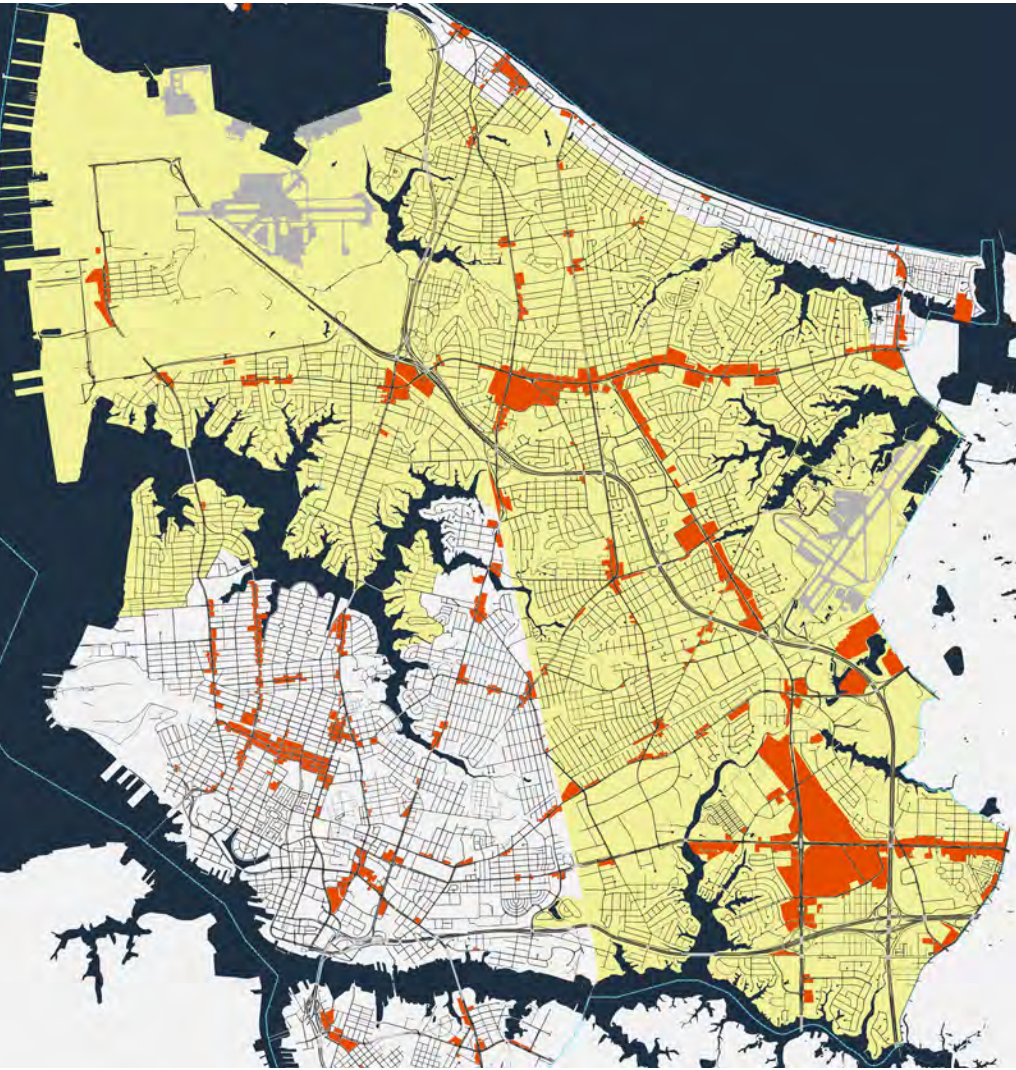


Architectural Patterns

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



Suburban Character District: Overview of Commercial Districts and Corridors



Suburban Character District

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

Street Type and Patterns

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

Block Type and Commercial Patterns

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

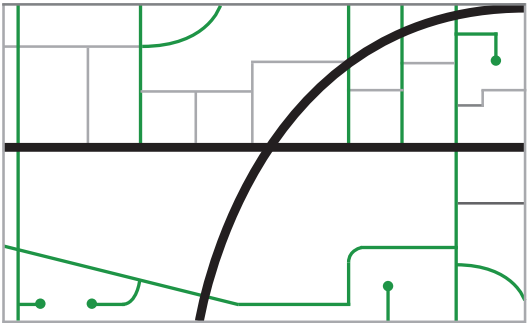
Lot Improvements

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

Matrix: Community Patterns and Appropriate Commercial Building Types

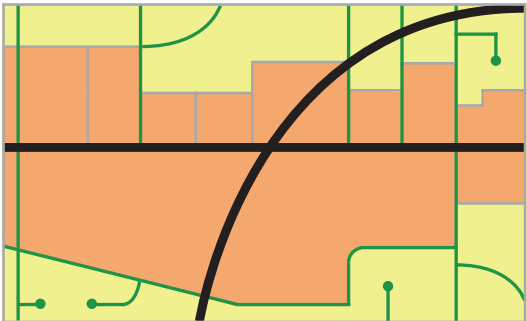
Street Type and Lot Type determine which Building Forms and Types will function well on a site.

Street Type and Patterns



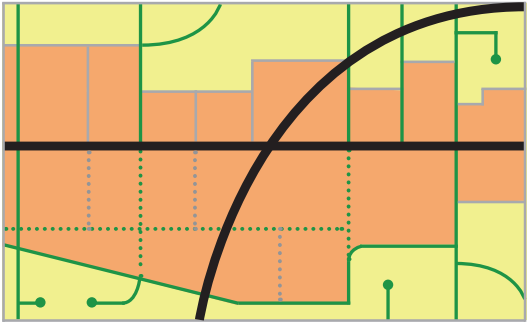
- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

Block Type and Commercial Patterns



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

Lot Improvements



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

		BUILDING FORMS AND TYPES							
		TRADITIONAL STREET ORIENTED				VEHICLE/PARKING LOT ORIENTED			
		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	VEHICLE ORIENTED								
	CORNER	SMALL	< 200' X 200'						
		MEDIUM	200' X 200' TO 400' X 400'						
		LARGE	> 400' X 400'						
	MID-BLOCK	SMALL	< 200' X 200'						
		MEDIUM	200' X 200' TO 400' X 400'						
		LARGE	> 400' X 400'						
	VEHICLE ORIENTED								
	CORNER	SMALL	< 200' X 200'						
		MEDIUM	200' X 200' TO 400' X 400'						
		LARGE	> 400' X 400'						

2

Guiding Principles

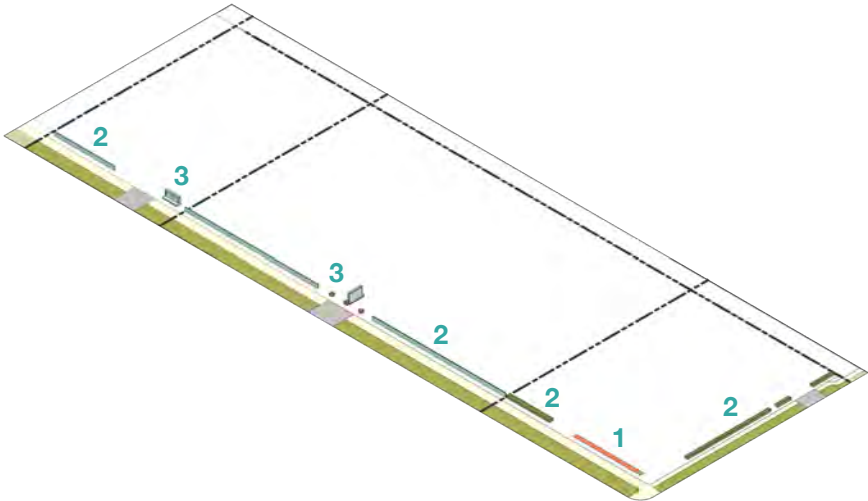
Some sites and developments will not be able to be configured to fully conform to the patterns established in this document due to space limitations, existing conditions, or complications due to neighboring uses or configurations. These Guiding Principles are the foundation of the system used for these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

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

Hold the Street Edge

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

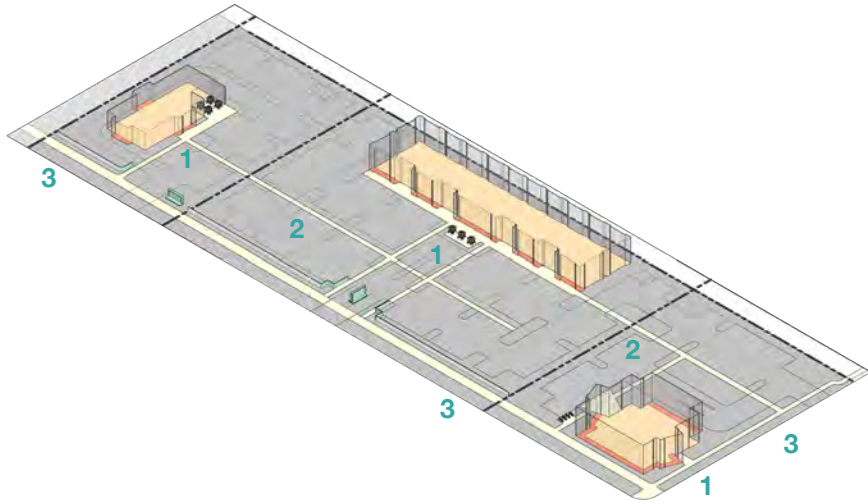
1. For buildings located adjacent to the right-of-way, hold the facade tight to the setback, or in line with adjacent buildings
2. A combination of hard fencing and landscaping along the right-of-way. The fencing shall be of a timeless, harmonious, and durable design
3. Monument signage can also help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



Welcome Pedestrians

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

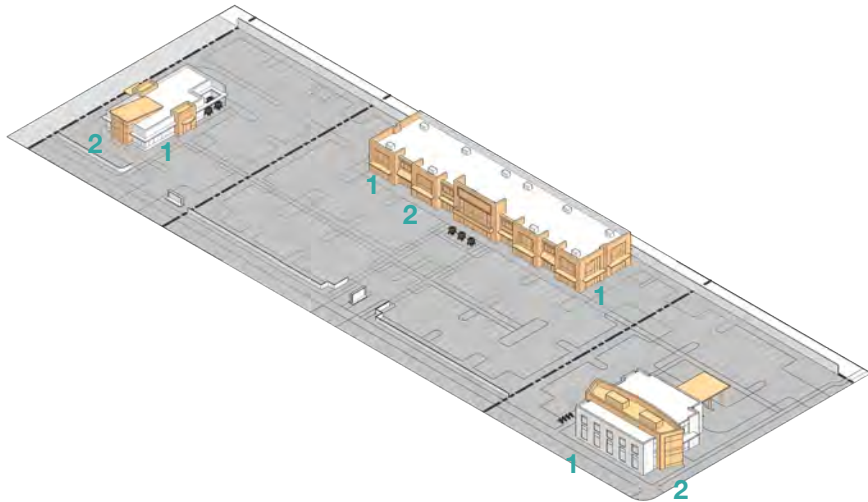
1. Building entrances and sidewalks that connect to the street
2. Direct and comfortable pedestrian access
3. Sidewalks along street frontage



Scale the Facade

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

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



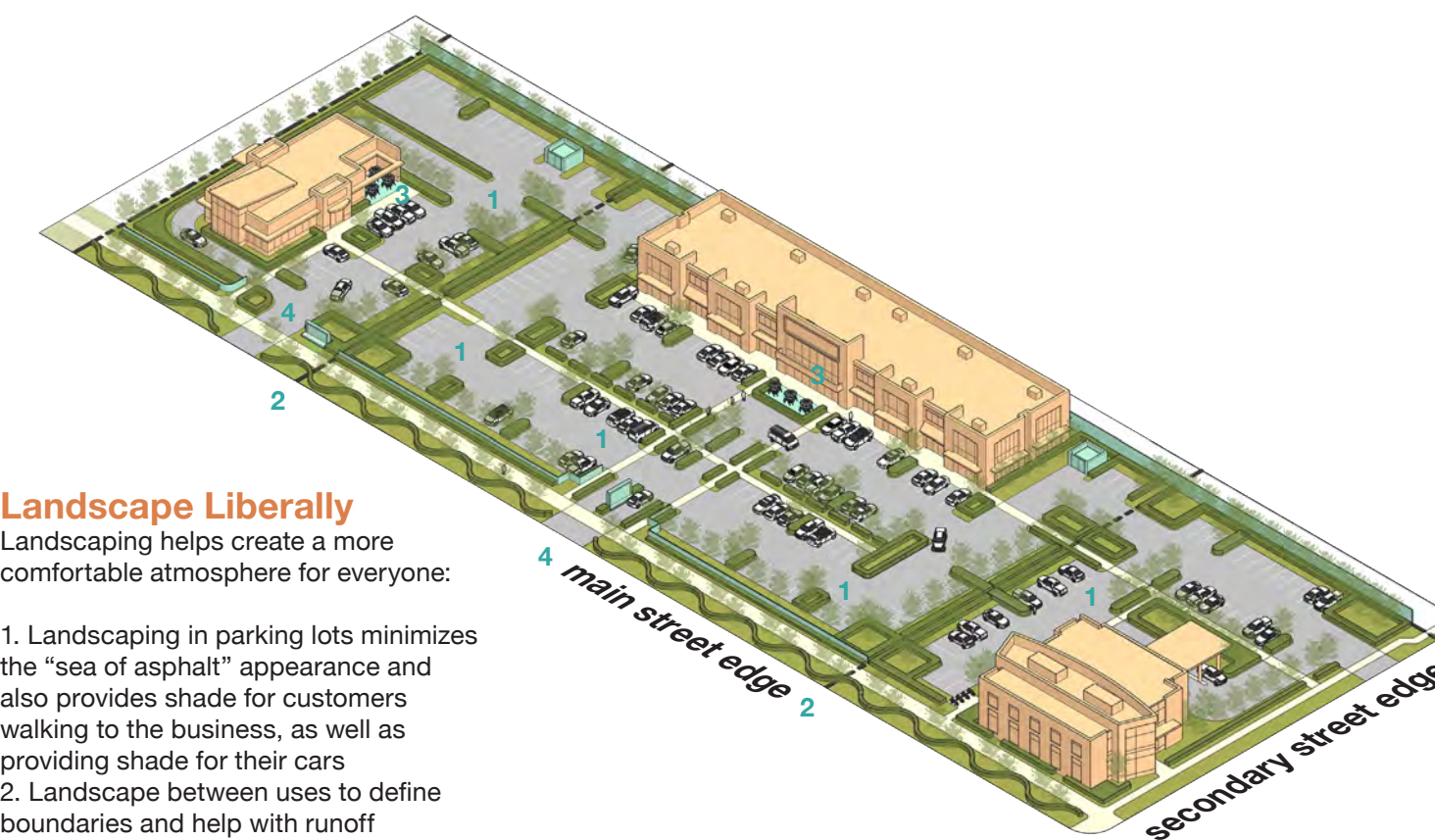
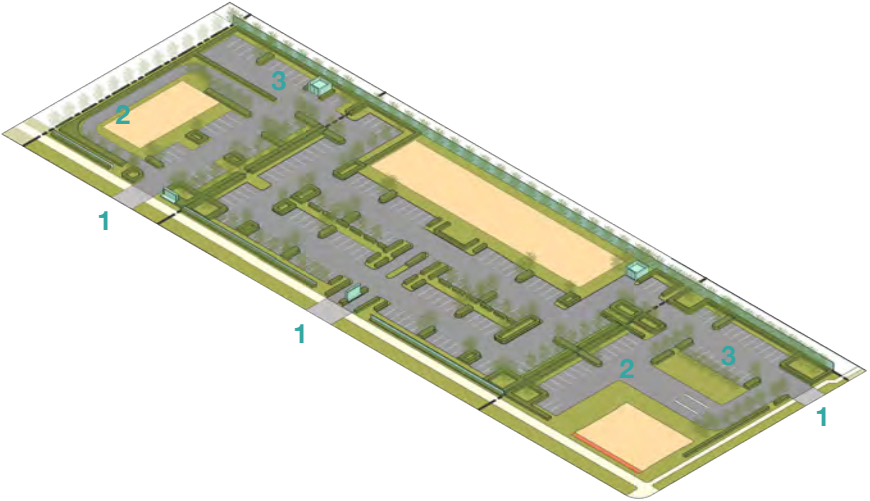
2

Guiding Principles

Buffer the Street Edge

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

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



Landscape Liberally

Landscaping helps create a more comfortable atmosphere for everyone:

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

Building Forms and Types

3

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

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

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

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



In-Line Mixed-Use

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



In-Line Commercial

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



Stand-Alone Mixed-Use

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

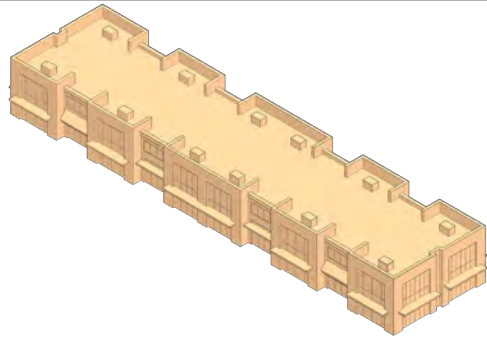


Small-Box Commercial

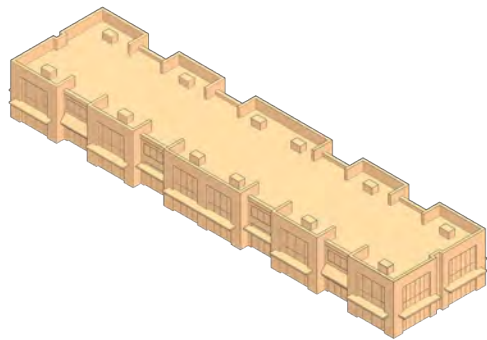
- One-story
- Up to 7,500 SF

Building Forms and Types

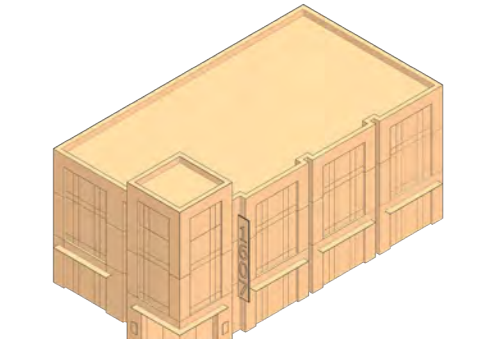
3



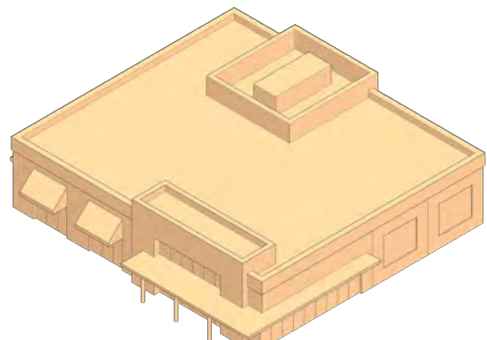
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial



Building Forms and Types

3

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

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

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

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



Medium-Box Retail

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



Big-Box Retail

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



Drive-Through

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

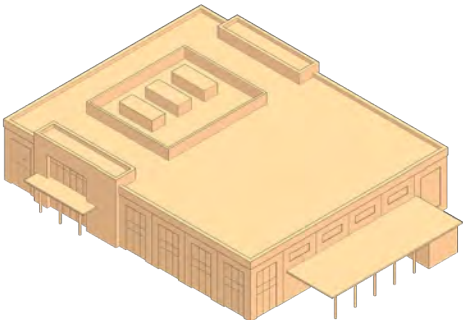


Vehicle Oriented

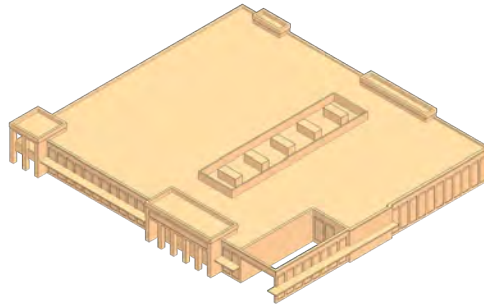
- One-story
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly building

Building Forms and Types

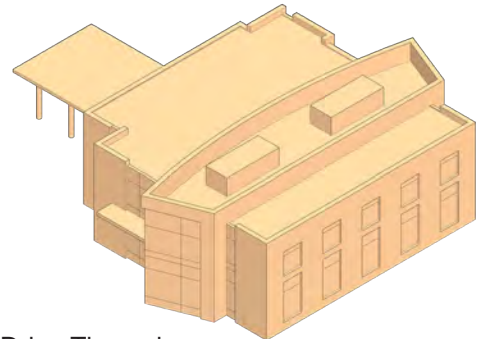
3



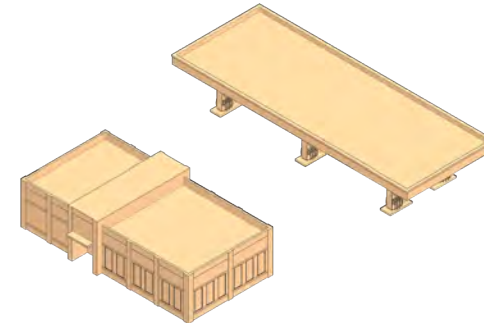
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented



Contextual Residential Infill

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

Community

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



Scale

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



Contextual

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



Contextual Residential Infill

Examples



Street Types and Patterns

4

Public Right-of-Way

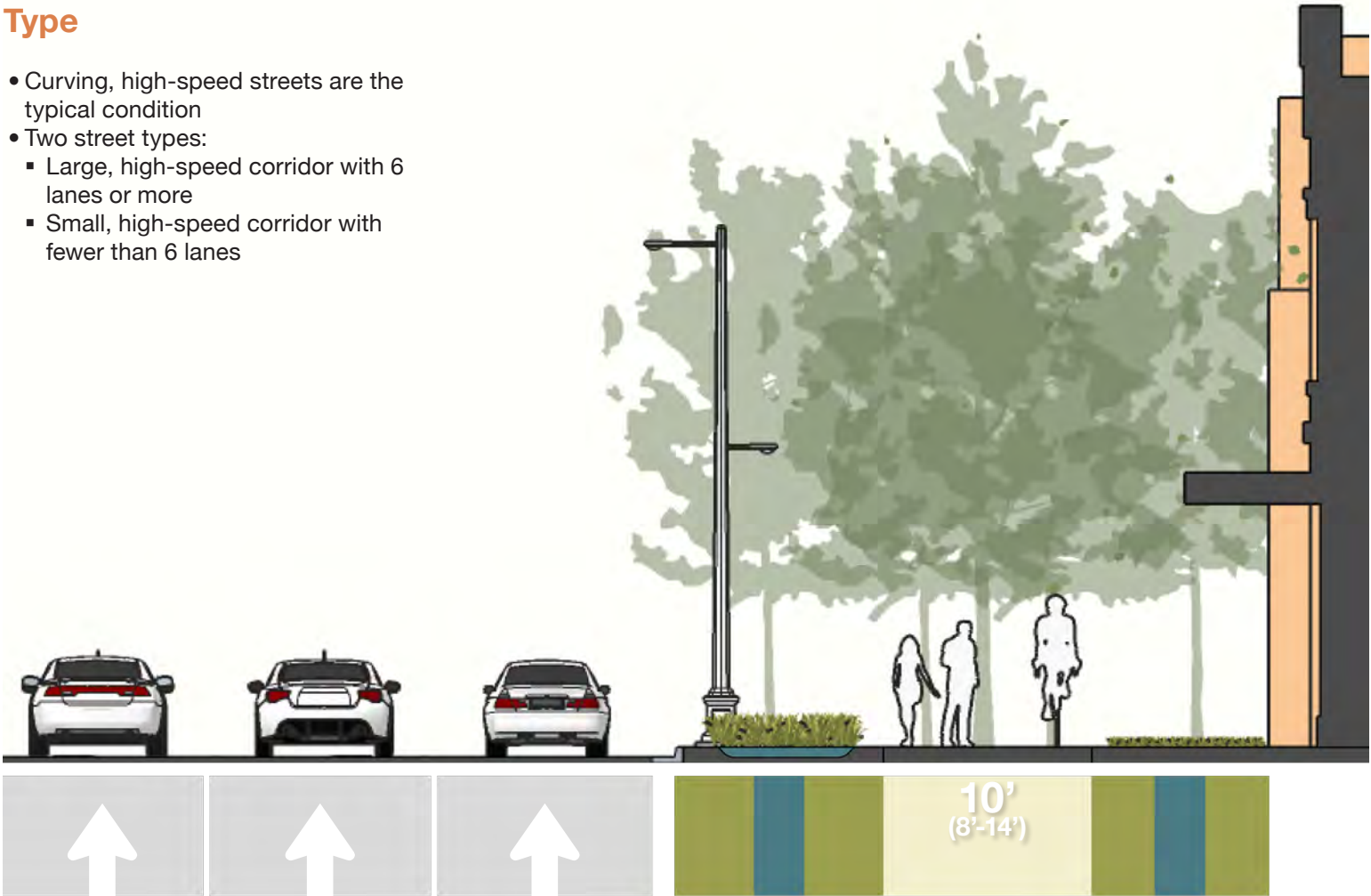
The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

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

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

- 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



Travel lanes of cartway

Variable width vegetated buffer with rain gardens Meandering pedestrian multi-use path Variable width vegetated buffer with rain gardens

Vehicle Oriented, Large

Examples: Military Highway

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

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

Street Types and Patterns

4

Vehicle Oriented, Large



Street Types and Patterns

4

Public Right-of-Way

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

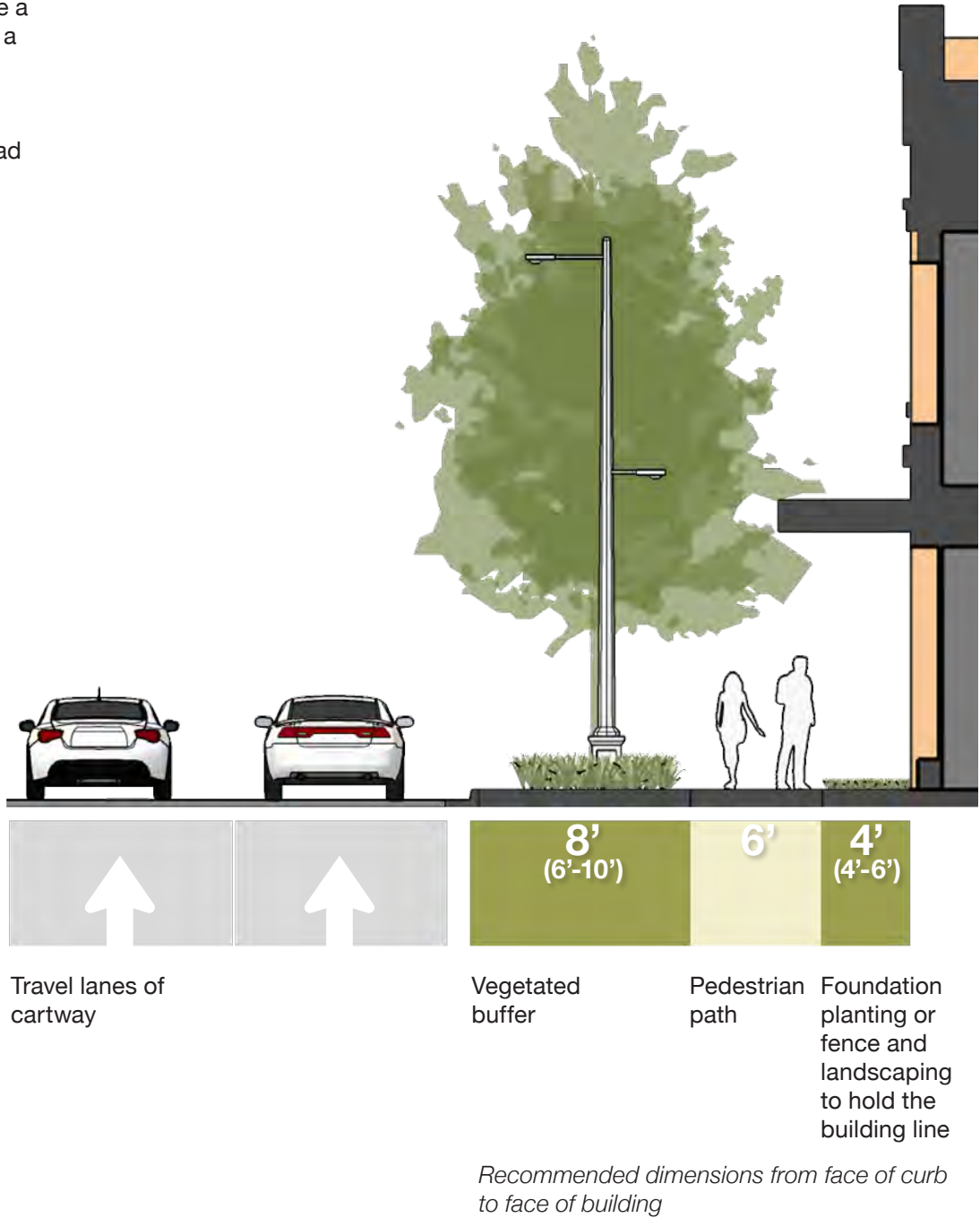
- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

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, Small

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

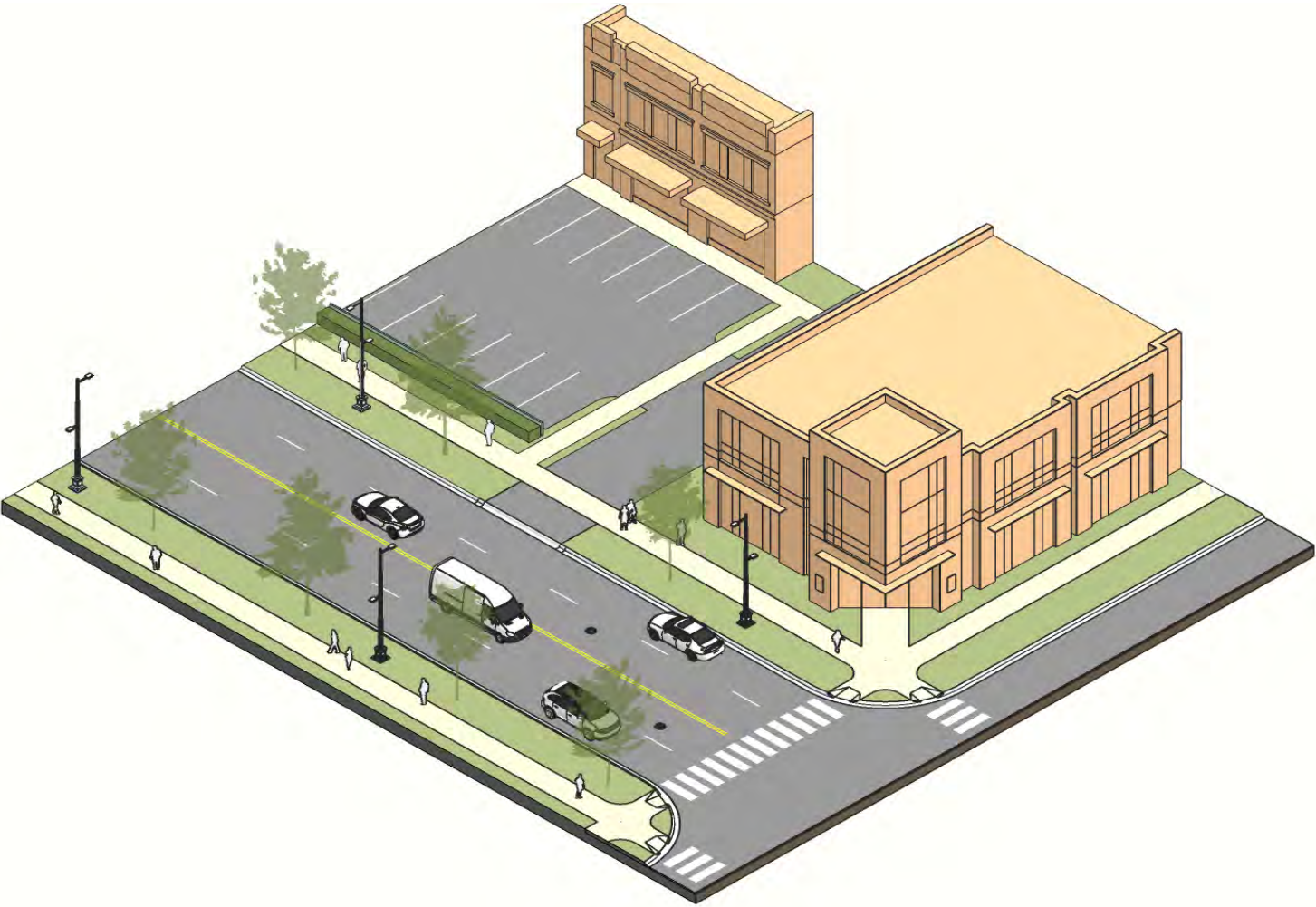
- Preferred Configuration:
 - 20' minimum between curb of road and building facade
 - 10' vegetated buffer
 - 6' minimum clear for pedestrian sidewalk
 - 4' minimum foundation planting



Street Types and Patterns

4

Vehicle Oriented, Small



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

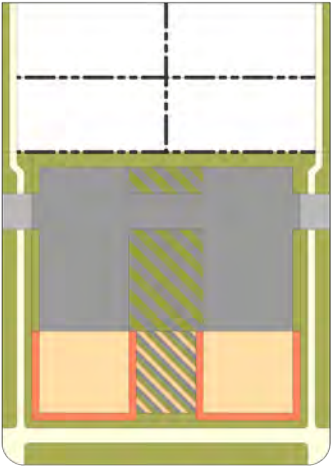
Parking-Landscaping-Building

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

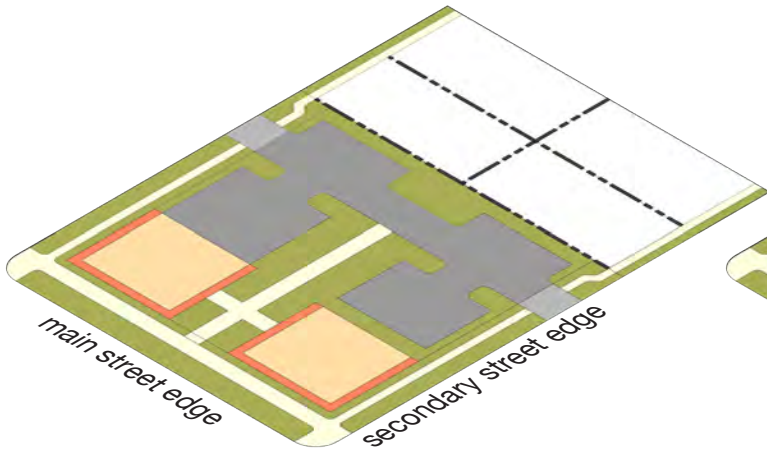
Short Block

Short Block

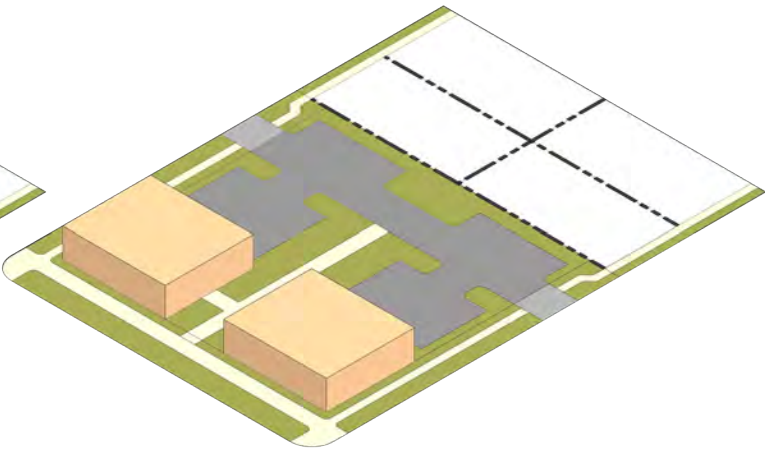
- <200' of street frontage
- Parking and access in rear of block
- Limit parking and service access to side streets (no main street curb cuts)
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting buffer beyond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



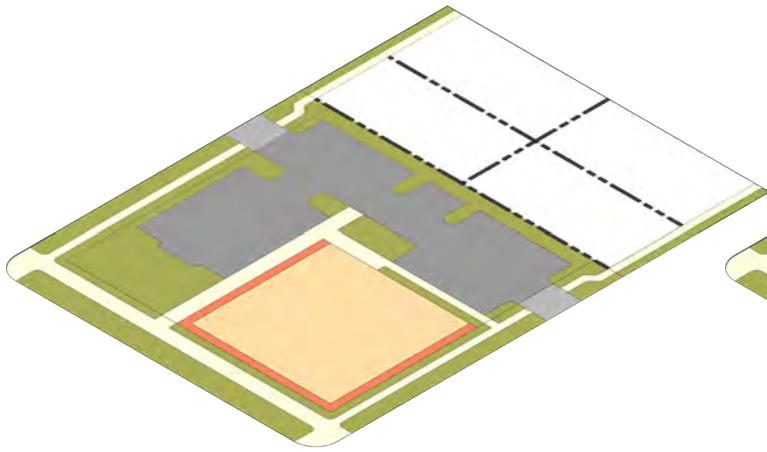
Block Guideline with 200' Deep Lots



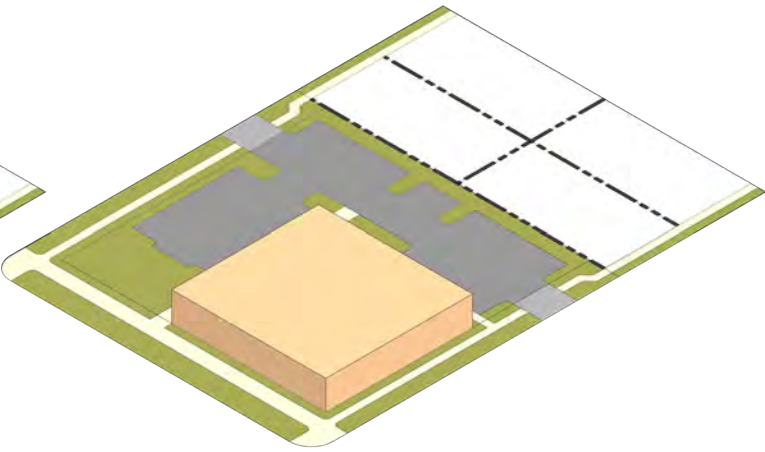
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



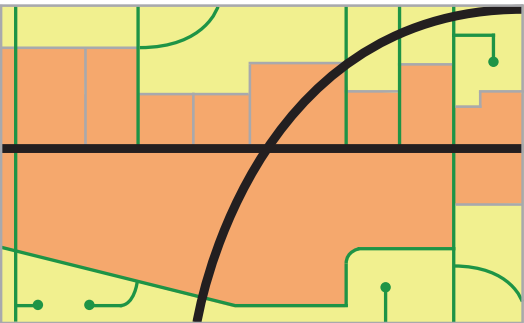
Possible Massing Layout B

Block Types and Patterns

5

Block Types

- Commercial frontage types:
- Short block frontage on main street
 - Medium block frontage on main street
 - Long block frontage on main street
 - Continuous block frontage on main street

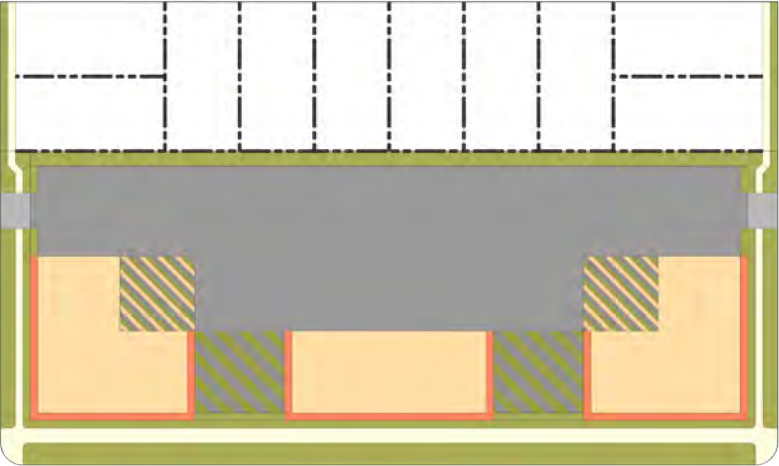


Block Types are **ORANGE**, other uses are **LEMON**

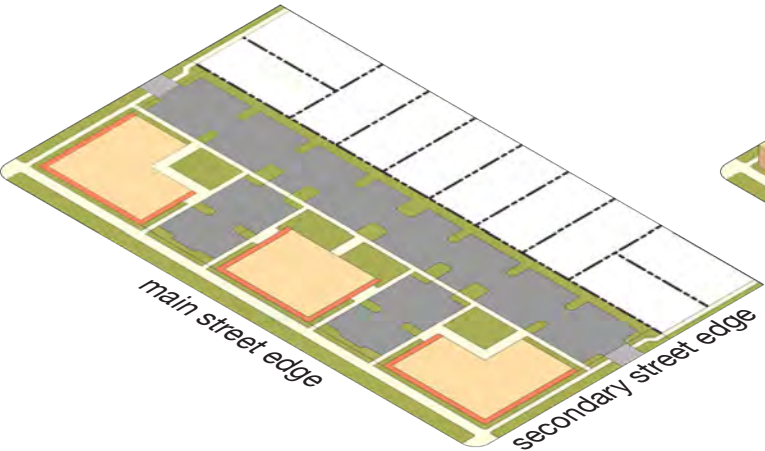
Medium Block

Medium Block

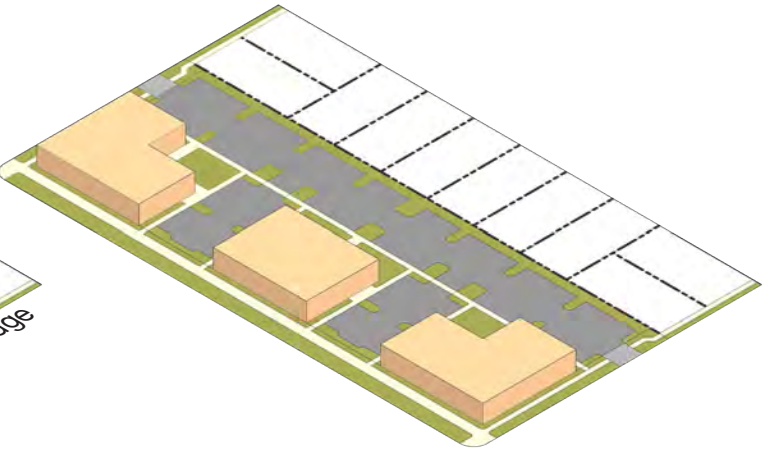
- 200' - 500' of street frontage
- Parking and access internal to the block
- Limit parking and service access to side streets (no main street curb cuts)
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting buffer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



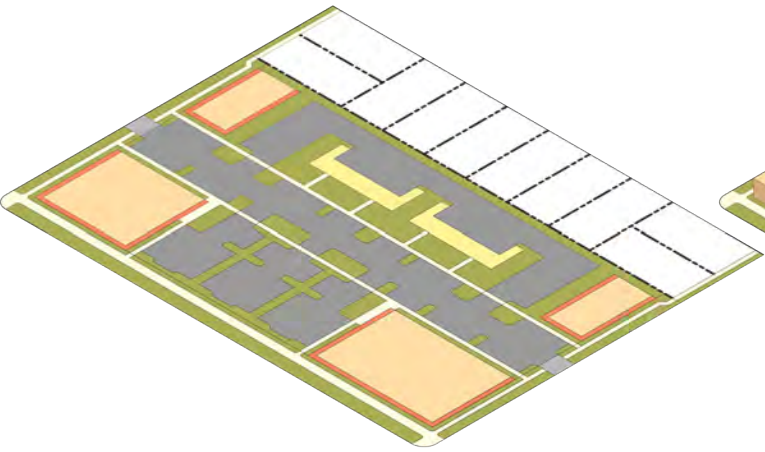
Block Guideline with 200' Deep Lots



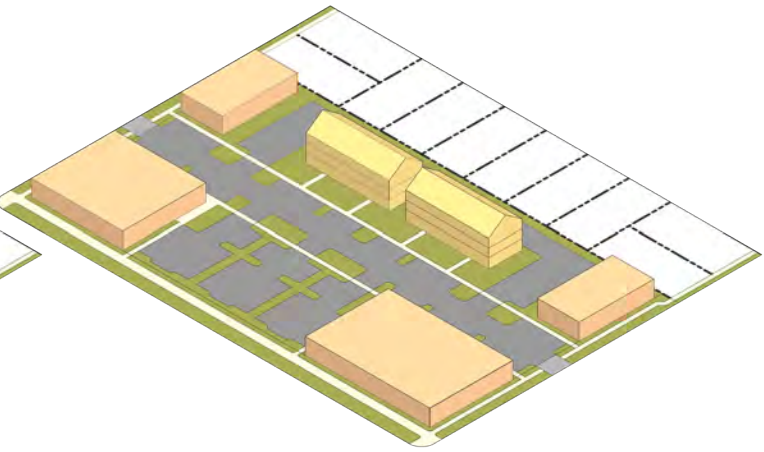
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout - 300' Deep



Possible Massing Layout - 300' Deep

Block Types and Patterns

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

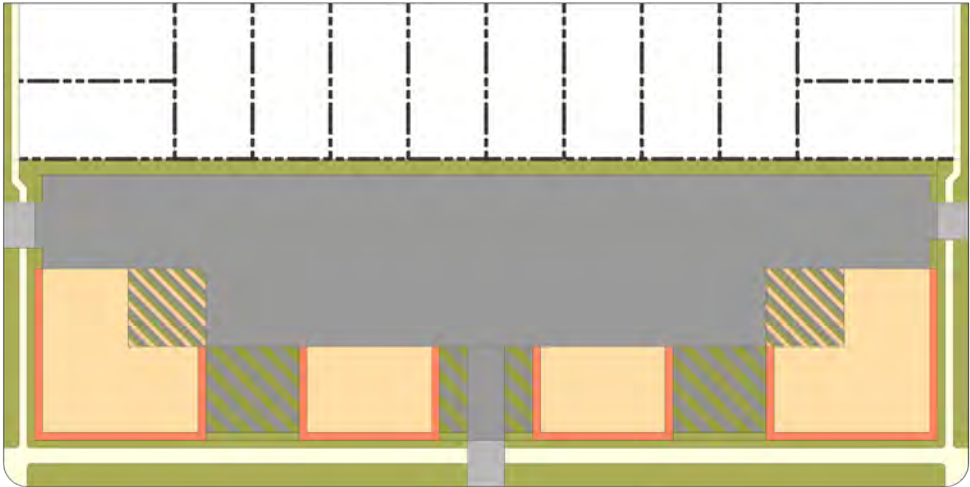
Landscaping-Building

Parking-Landscaping-Building

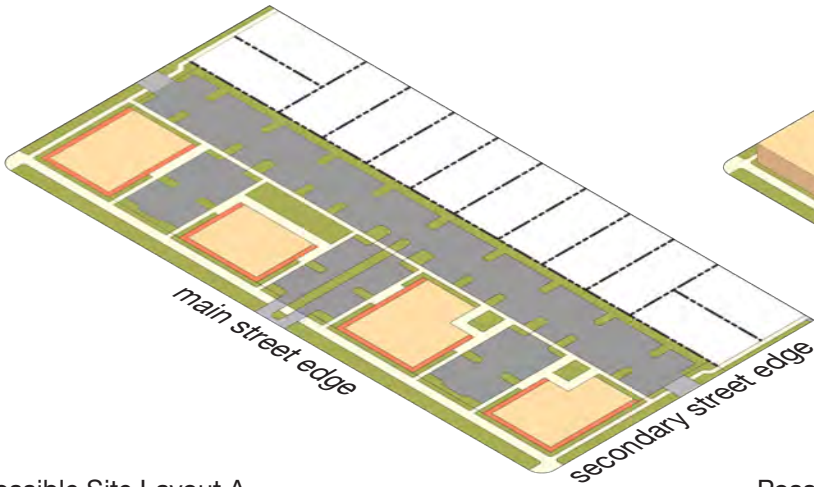
Long Block

Long Block

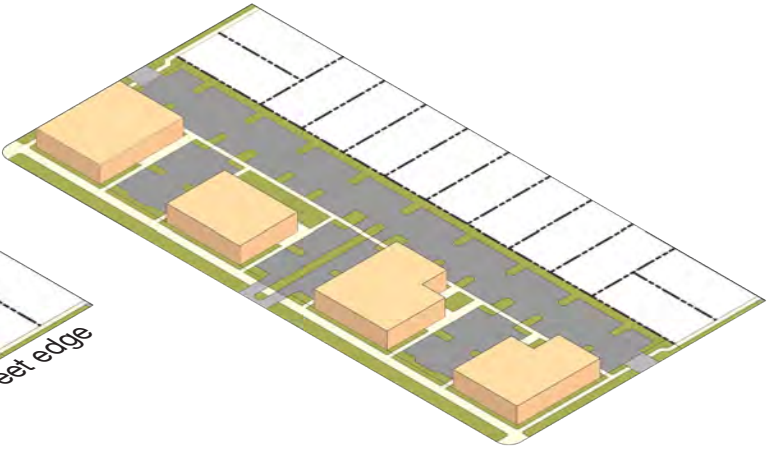
- 500' - 1,000' of street frontage
- Parking and access internal to the block
- Limit parking and service access to side streets and one mid-block curb-cut
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5' minimum planting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



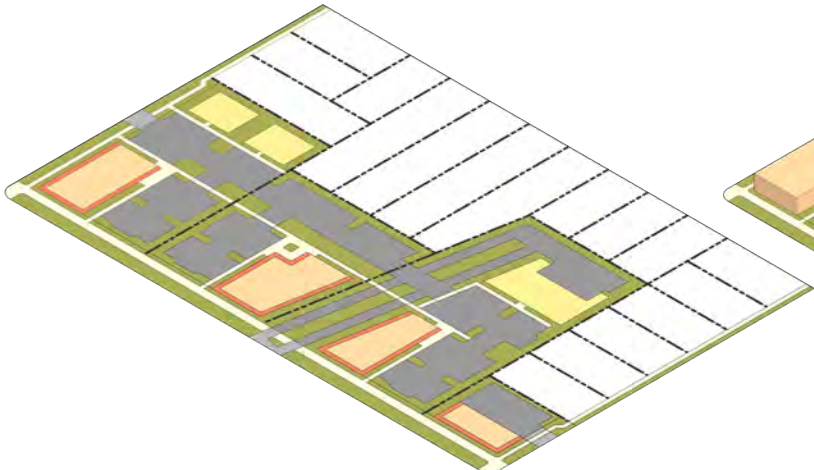
Block Guideline with 200' Deep Lots



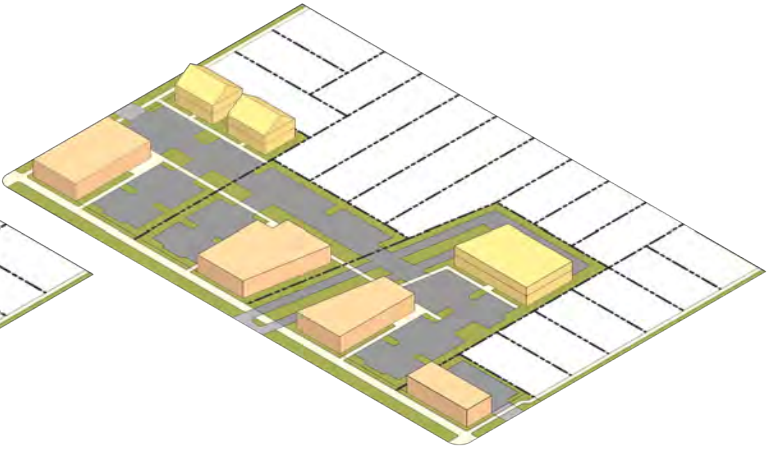
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout - Irregular Block



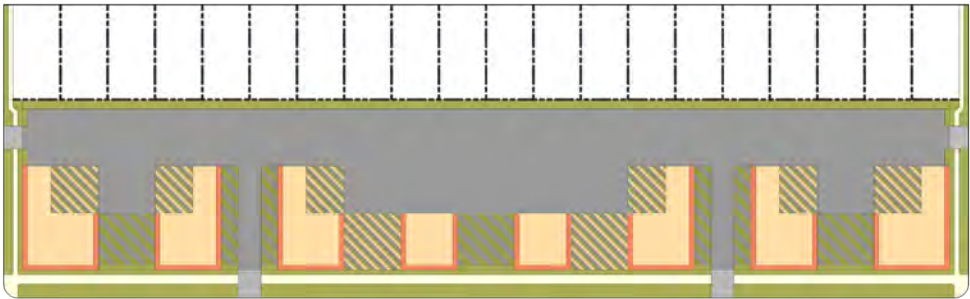
Possible Massing Layout - Irregular Block

Block Types and Patterns

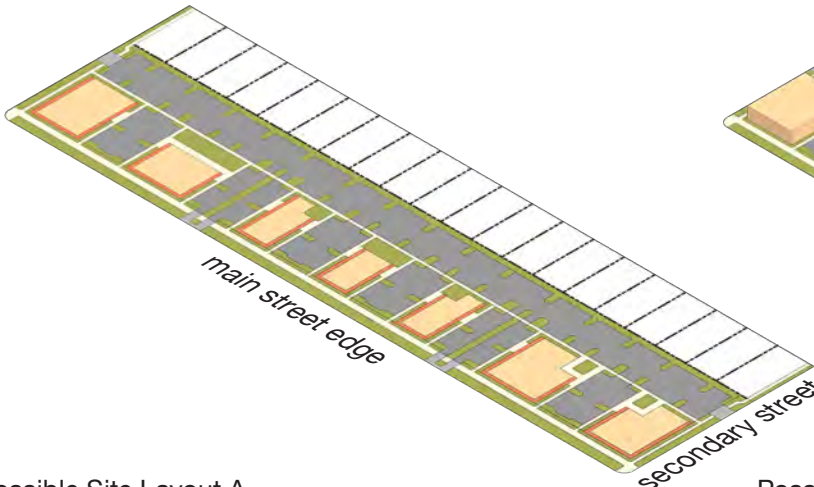
Continuous Block

Continuous Block

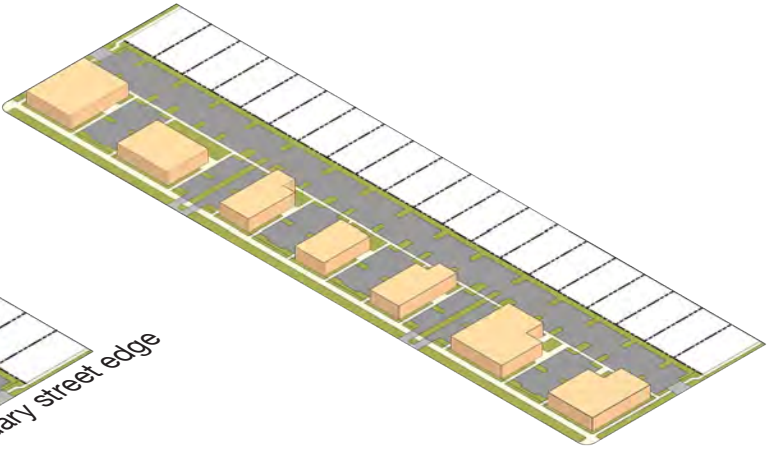
- >1,000' of street frontage
- Parking and access internal to the block
- Limit parking and service access to side streets and a mid-block curb-cut approximately every 500'
- 10' landscape buffer along the back property line (5' @ <100' deep lot only)
- All parking frontage must have an additional 5'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



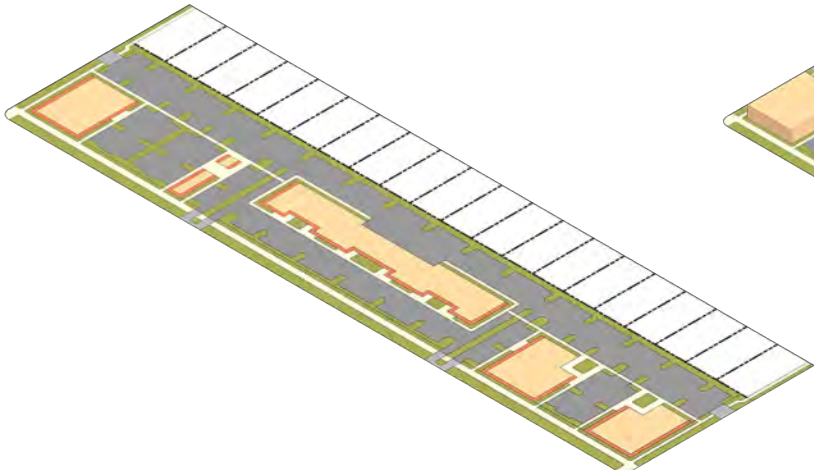
Block Guideline with 200' Deep Lots



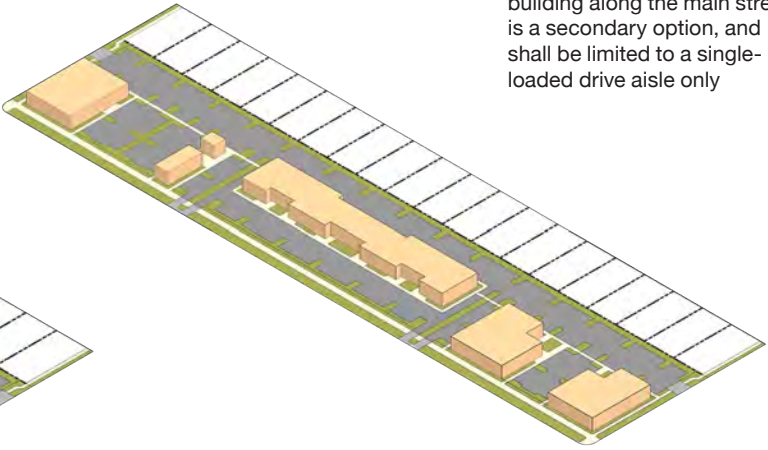
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B

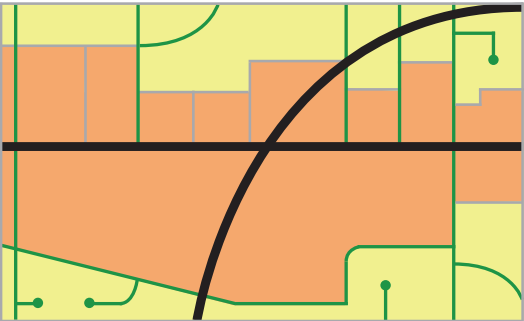


Possible Massing Layout B

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

Block Types

- Commercial frontage types:
- Short block frontage on main street
 - Medium block frontage on main street
 - Long block frontage on main street
 - Continuous block frontage on main street



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

Lot Improvements

- Landscaped Area

Pedestrian Path

Existing Structure

Parking
- Commercial Use

Office Use

Residential Use

Roads

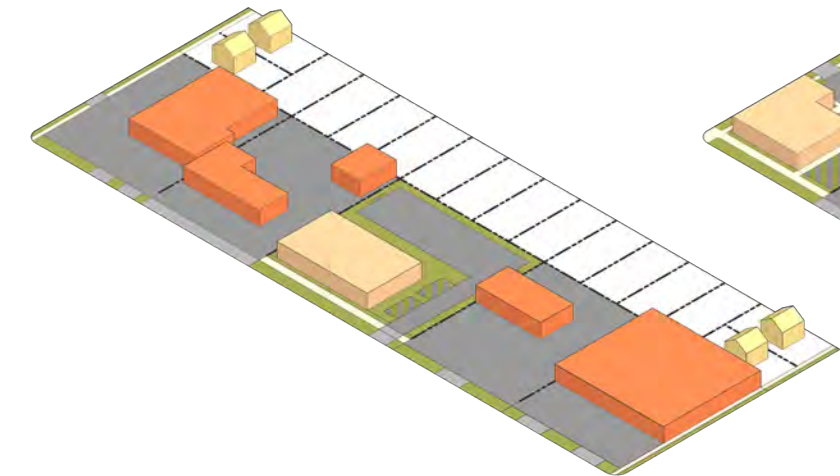
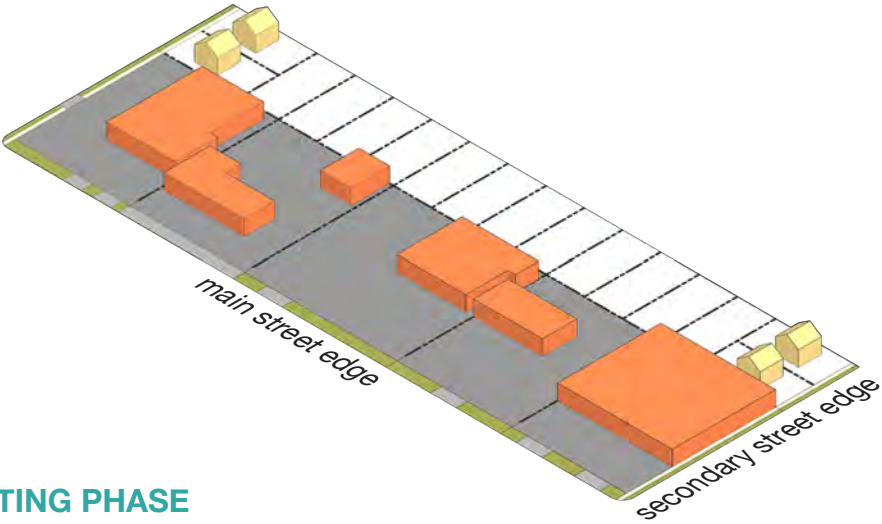
While individual lot redevelopment can incorporate parts of the block guidelines, to capture more value per lot and create a more vibrant commercial community, envisioning whole block redevelopment while planning for individual lot redevelopment is paramount.

Lot Improvements

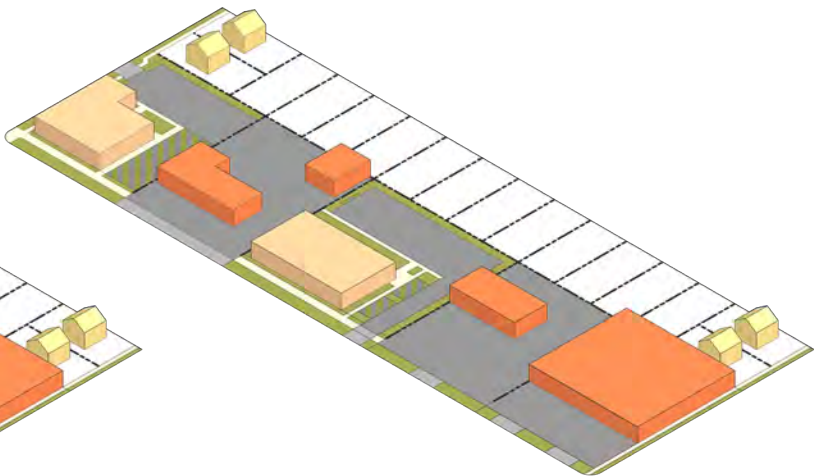
Transformation Block

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

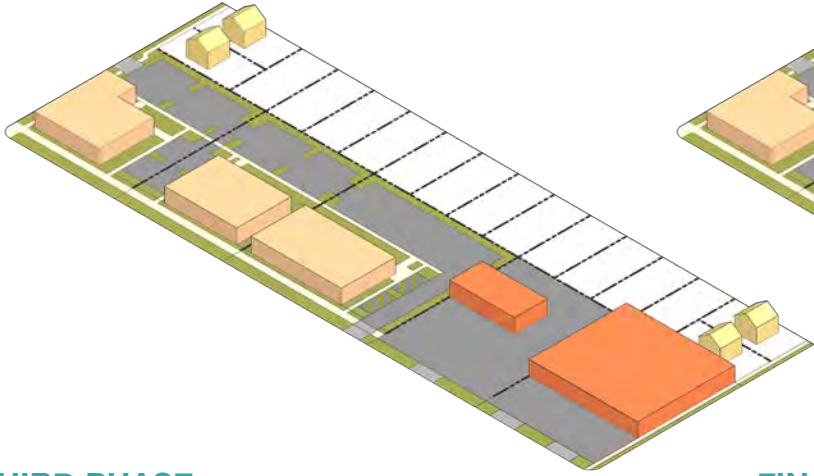
EXISTING PHASE



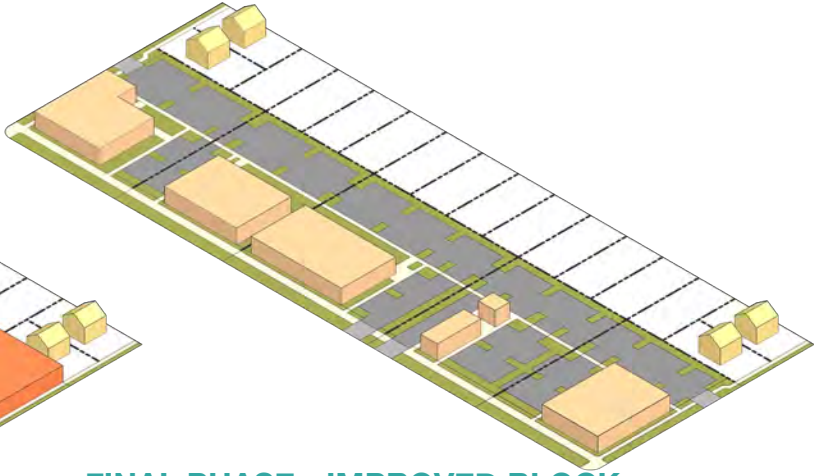
FIRST PHASE



SECOND PHASE



THIRD PHASE



FINAL PHASE - IMPROVED BLOCK

Lot Improvements

Block Improvements Over Time

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



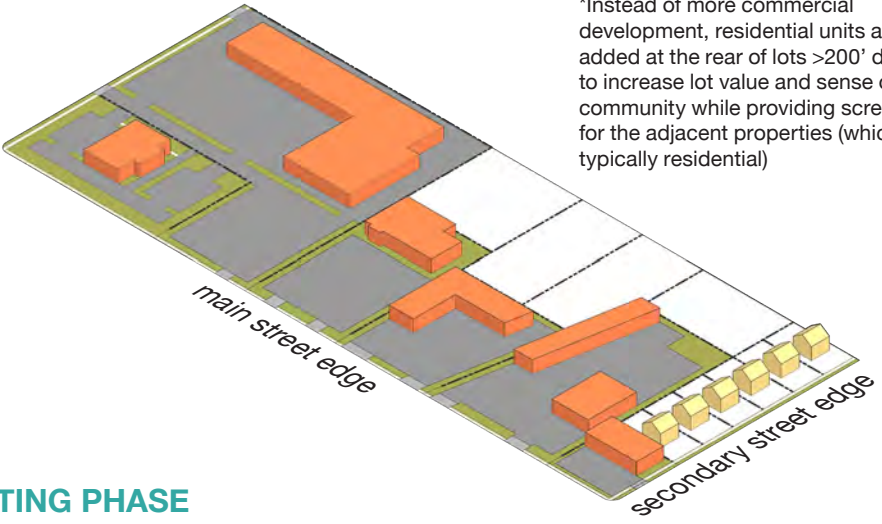
New secondary streets are dashed in **GREEN**, and new lot boundaries are dashed in **GREY**

Lot Improvements

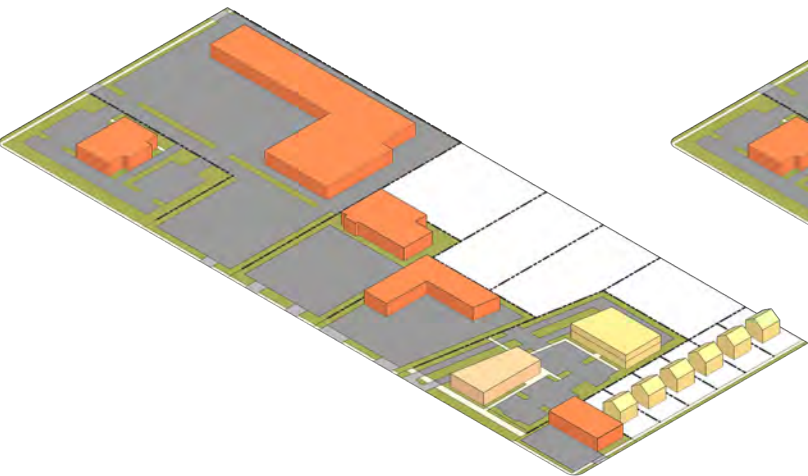
Transformation Block

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

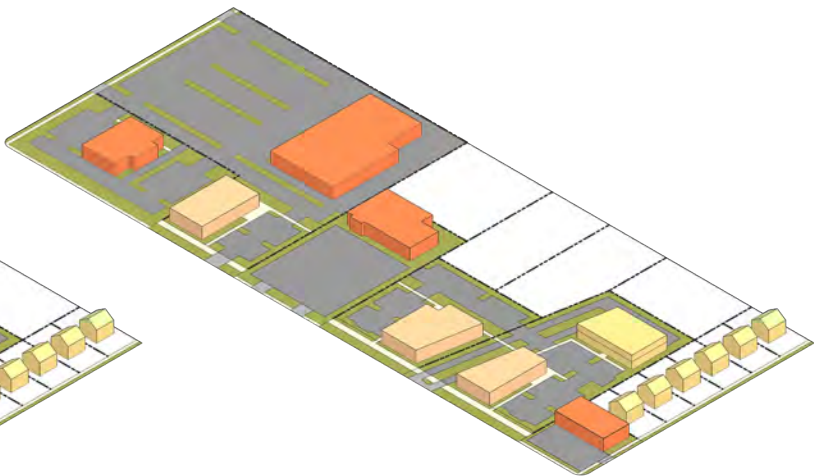
EXISTING PHASE



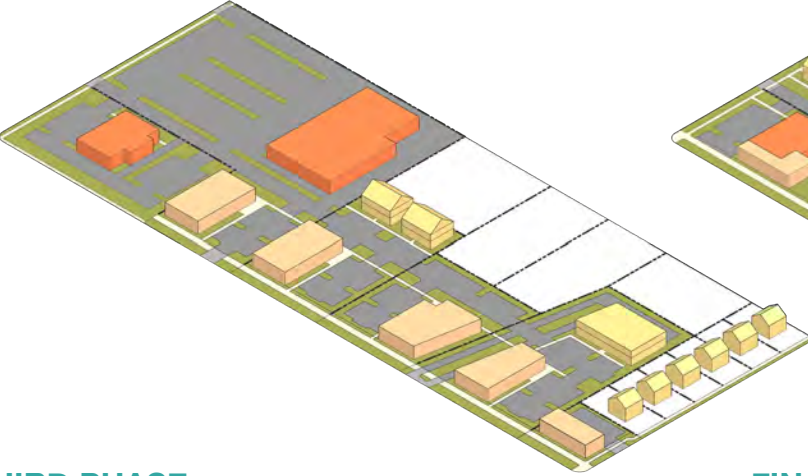
*Instead of more commercial development, residential units are added at the rear of lots >200' deep to increase lot value and sense of community while providing screening for the adjacent properties (which are typically residential)



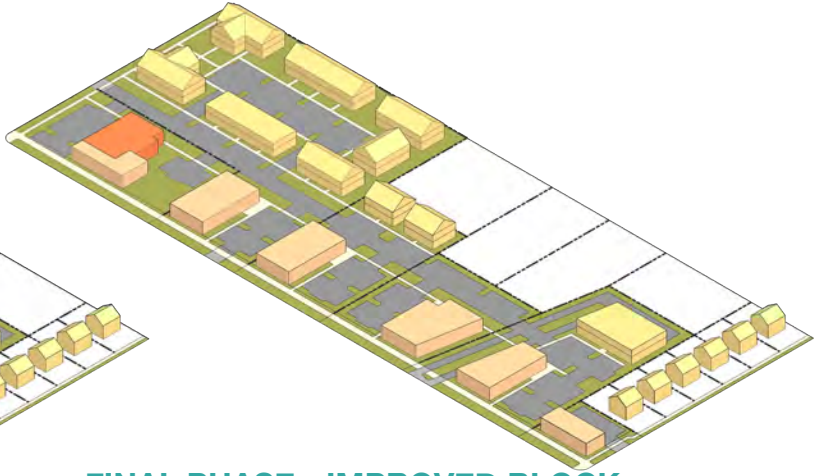
FIRST PHASE



SECOND PHASE



THIRD PHASE



FINAL PHASE - IMPROVED BLOCK

Architectural Patterns

One-Story Buildings with < 80’ Length Facade

Vertical

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

Massing

- Preferred minimum facade height in facade zones is 22’



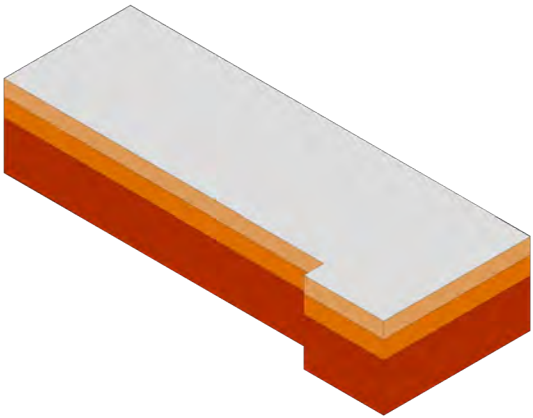
Vertical Articulation

Horizontal

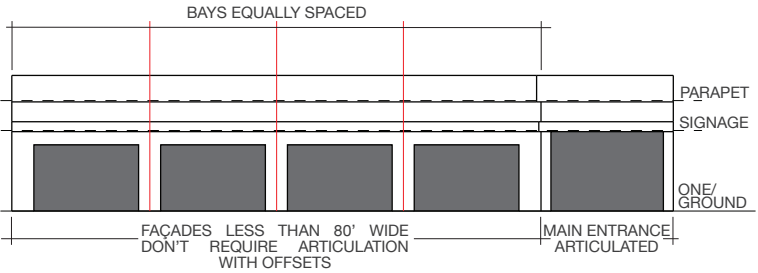
- Every building has a base, middle and top

Composition

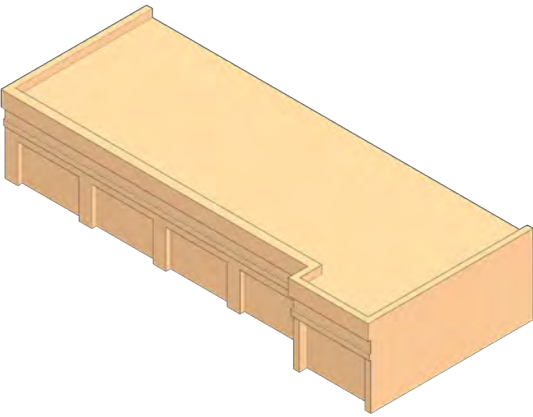
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

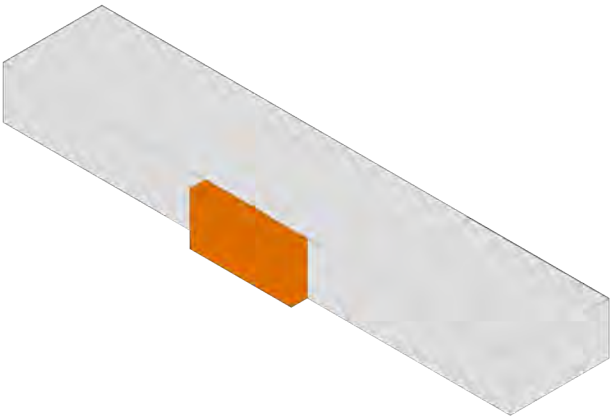
One-Story Buildings with > 80’ Length Facade

Vertical

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

Massing

- Preferred minimum facade height in facade zones is 22’



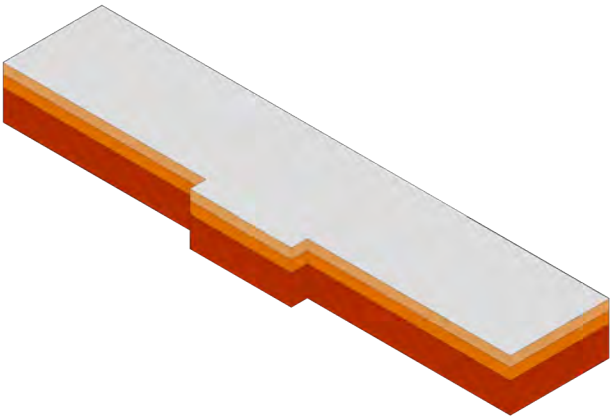
Vertical Articulation

Horizontal

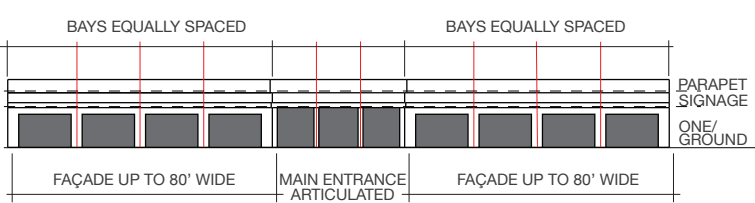
- Every building has a base, middle and top

Composition

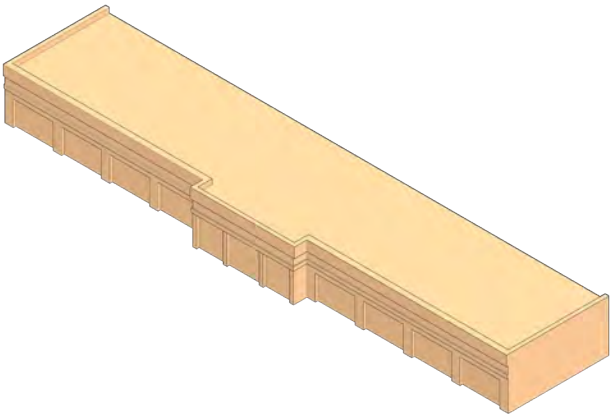
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

Two-Story Buildings with < 80’ Length Facade

Vertical

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

Massing

- Preferred minimum facade height in facade zones is 30’



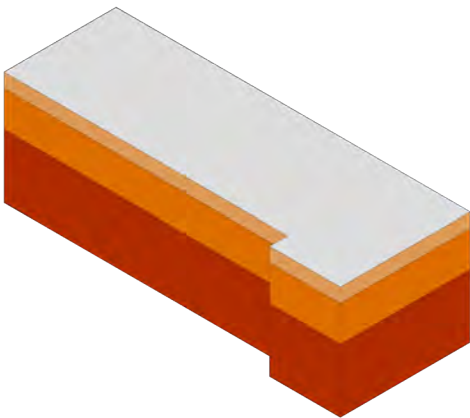
Vertical Articulation

Horizontal

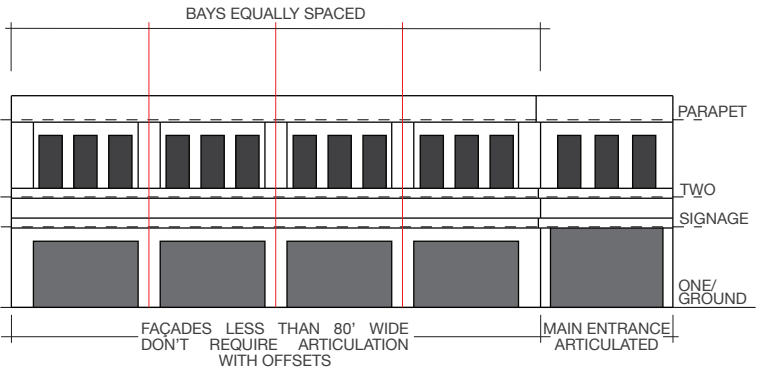
- Every building has a base, middle and top

Composition

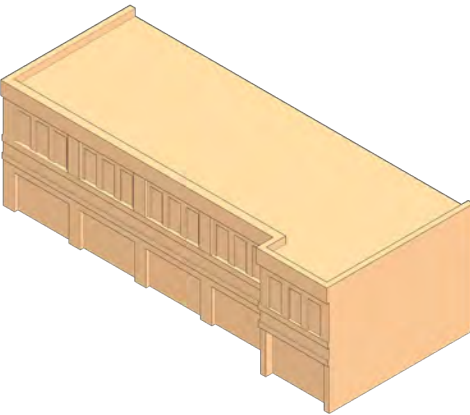
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

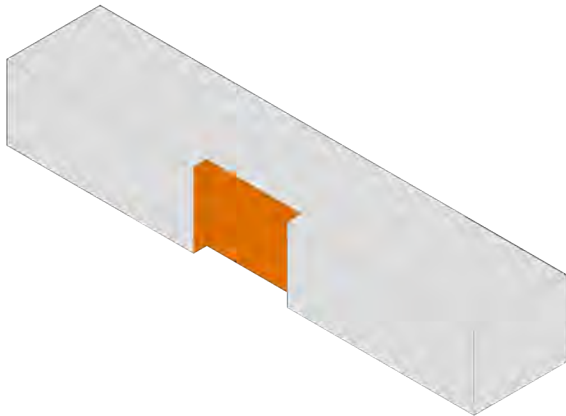
Two-Story Buildings with > 80’ Length Facade

Vertical

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

Massing

- Preferred minimum facade height in facade zones is 30’



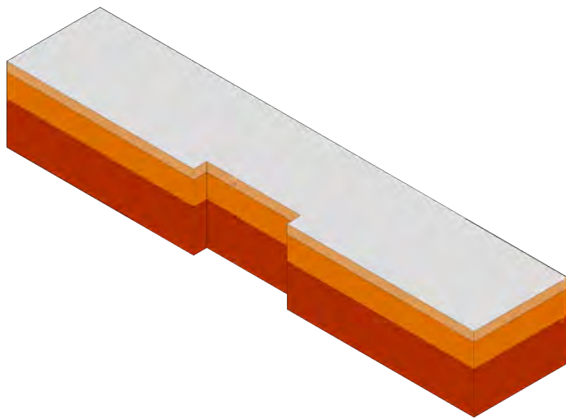
Vertical Articulation

Horizontal

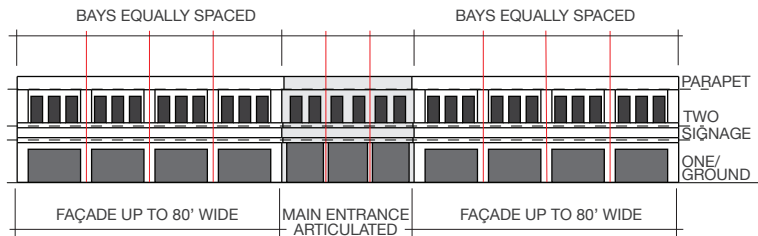
- Every building has a base, middle and top

Composition

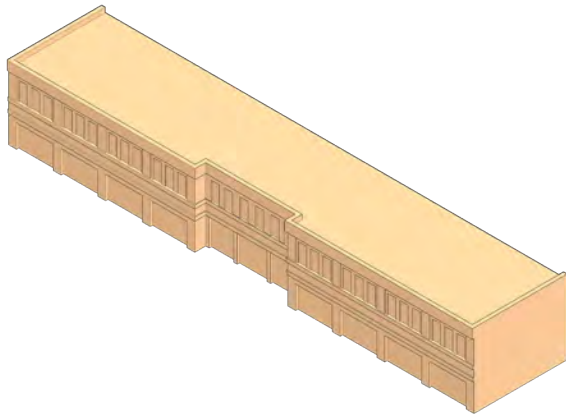
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

Multi-Story Buildings with < 80’ Length Facade

Vertical

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



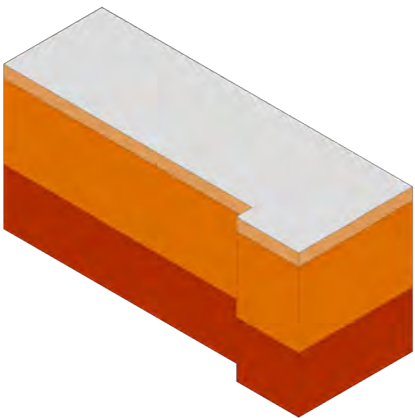
Vertical Articulation

Horizontal

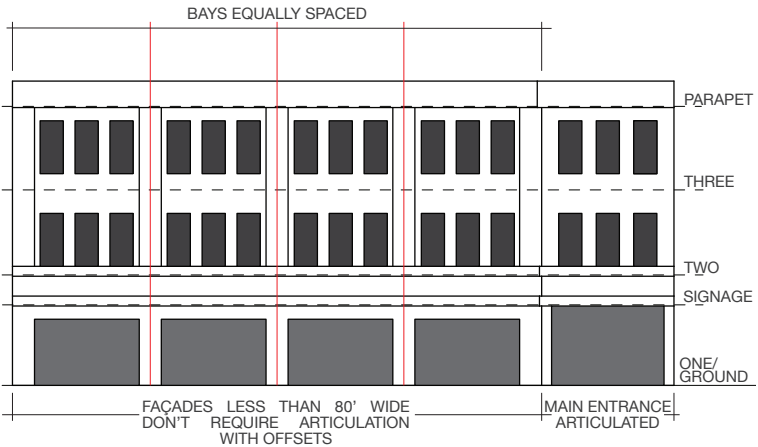
- Every building has a base, middle and top

Composition

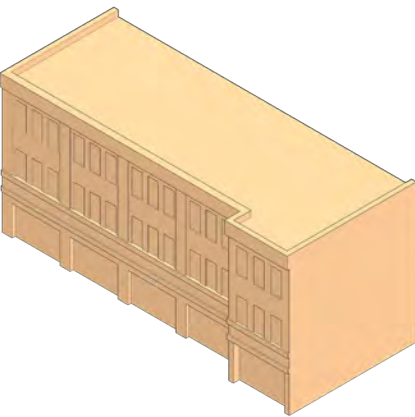
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



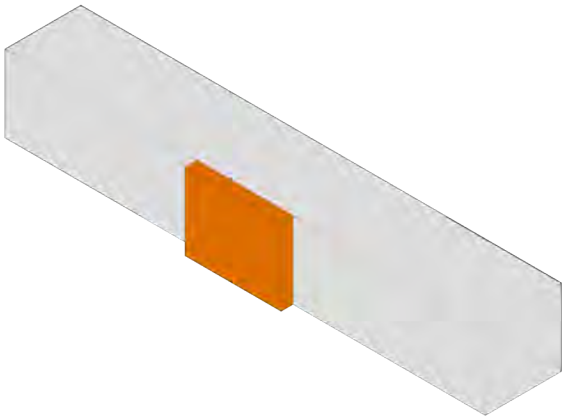
Assembly

Architectural Patterns

Multi-Story Buildings with > 80’ Length Facade

Vertical

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



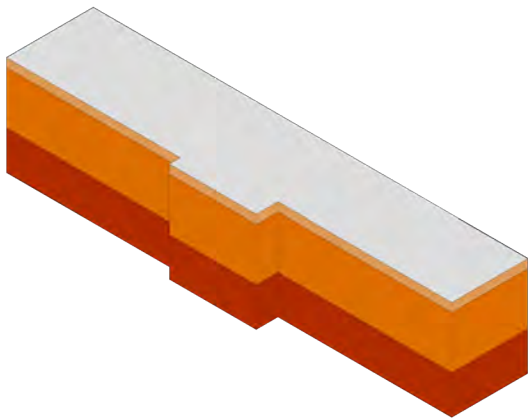
Vertical Articulation

Horizontal

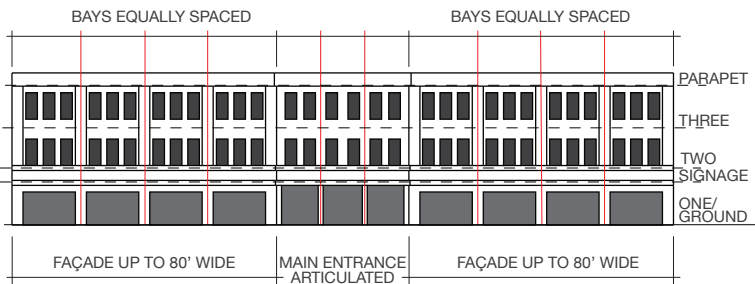
- Every building has a base, middle and top.

Composition

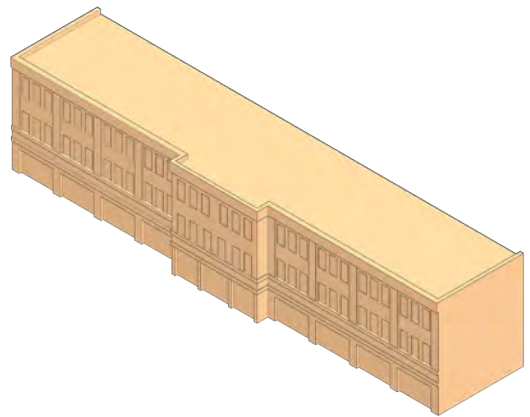
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

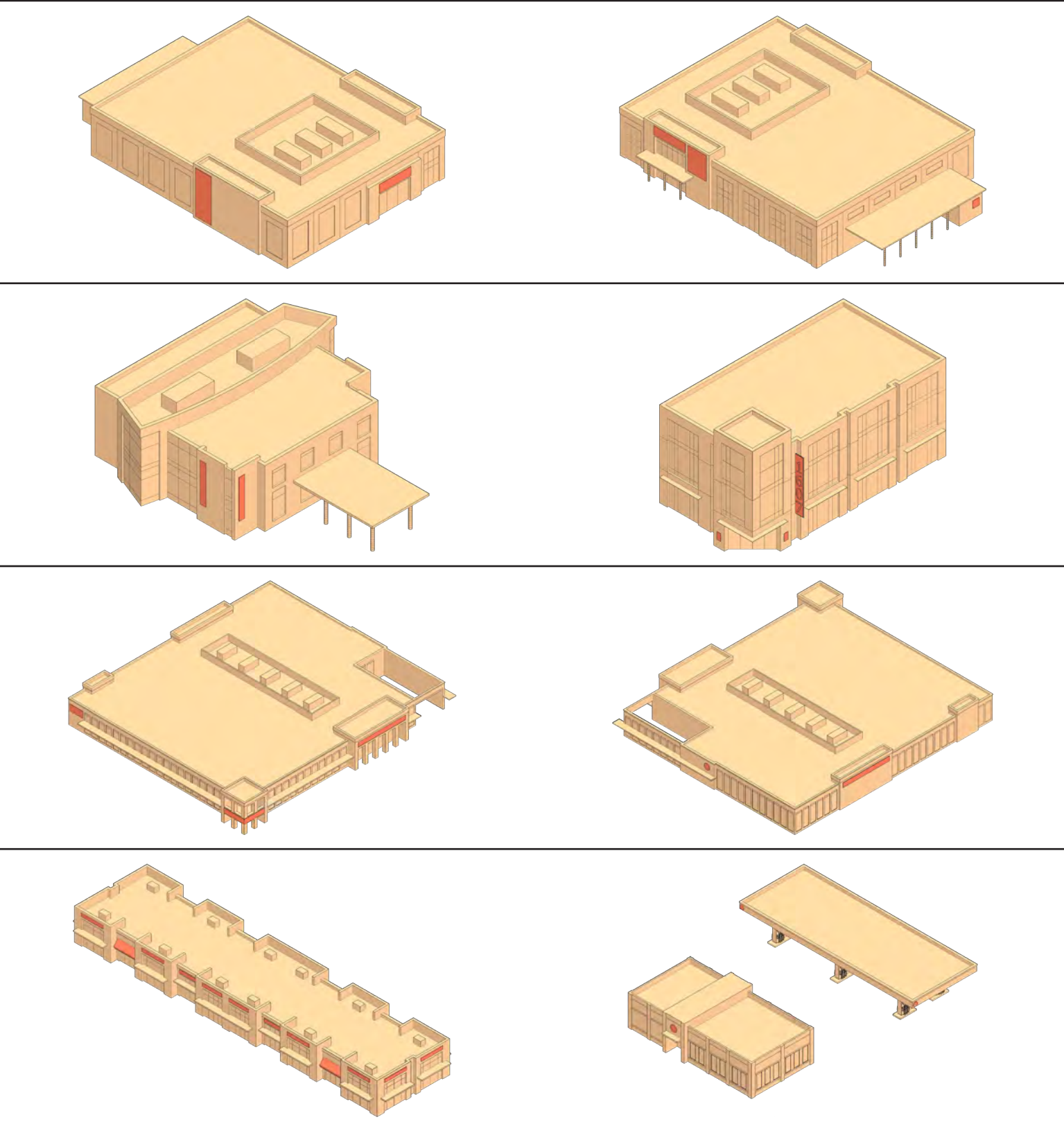


Assembly

Signage

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

Placement Options



Signage

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

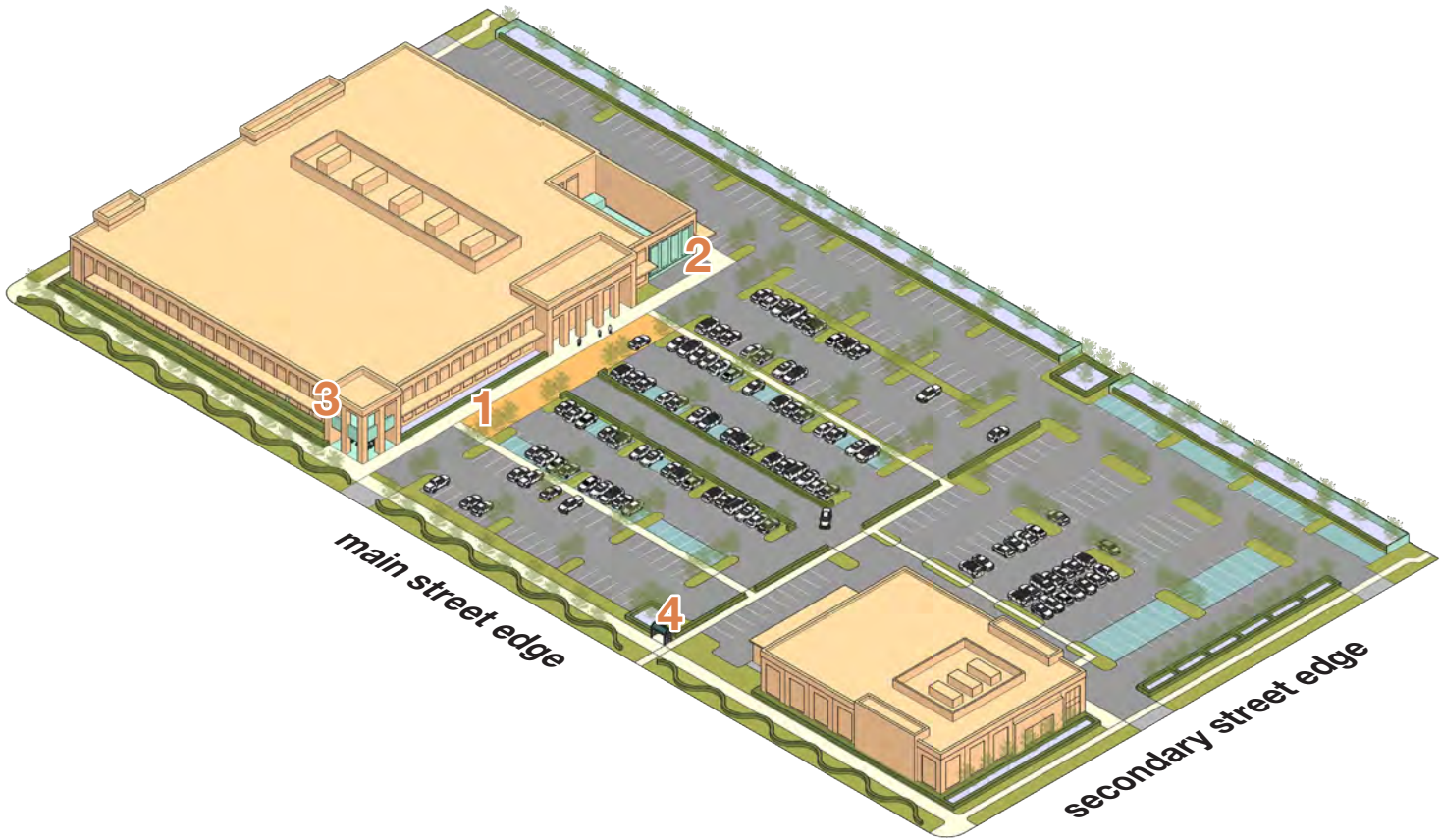
Examples



Site Amenities

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

Placement Options



1. Paving Materials

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

2. Screening Options

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

3. Open Space/Garden

- Gardens should be placed in visible areas of the site

4. Pedestrian Facilities

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

Site Amenities

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

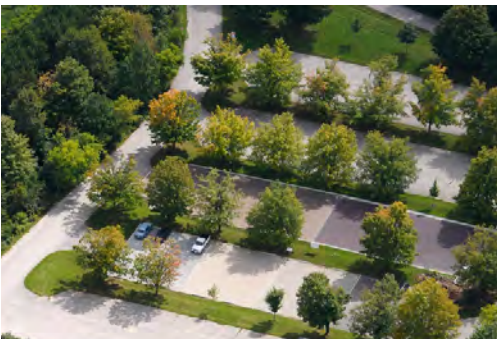
Examples



1. Paving Materials



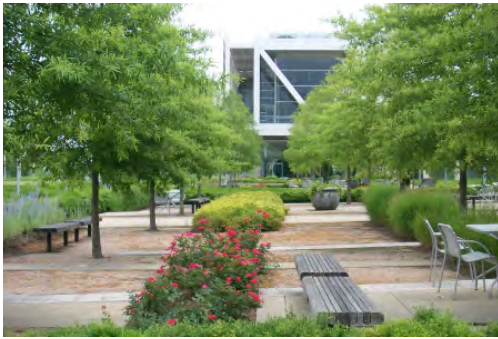
2. Screening Options



3. Open Spaces and Gardens



4. Pedestrian Facilities



Landscaping

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

Street Level Landscaping



Landscaping

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

Indigenous Plants for Consideration

Deciduous Large Canopy Trees

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

Evergreen Large Canopy Trees

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

Small Canopy Trees

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

Shrubs

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

Perennials

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

Grasses

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

Tidal Marsh (regular salt water flooding)

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



Applications

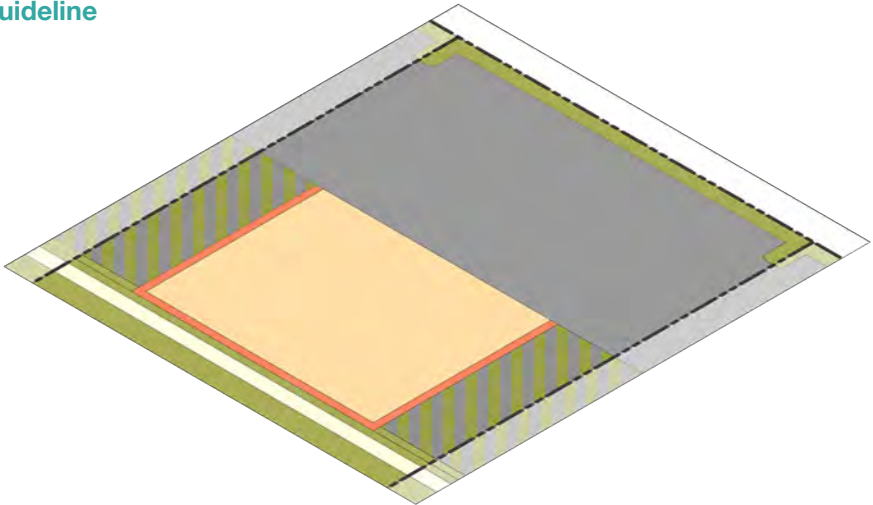
Landscaped Area	Commercial Use	Flexible Areas:	Parking-Landscaping
Pedestrian Path	Residential Use		Parking-Building
Primary Facade	Amenities		Landscaping-Building
Parking	Roads		Parking-Landscaping-Building

Development Concept

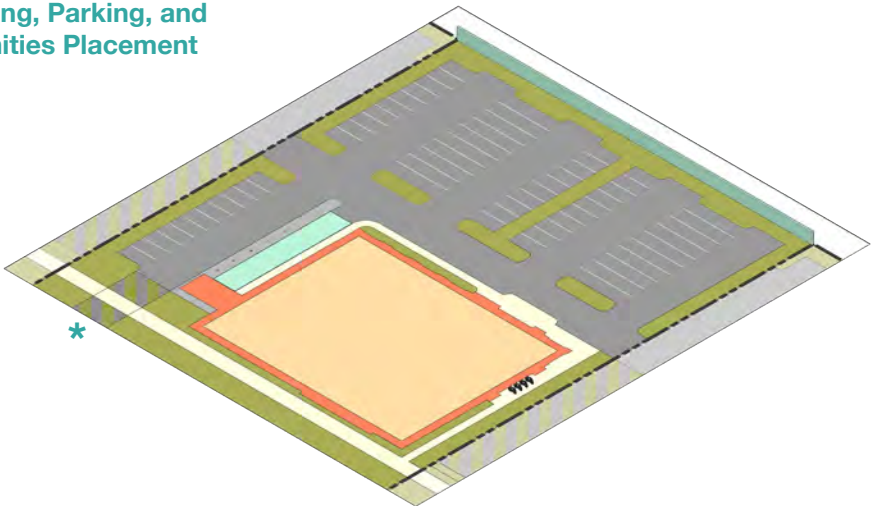
Medium-Box Retail

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

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



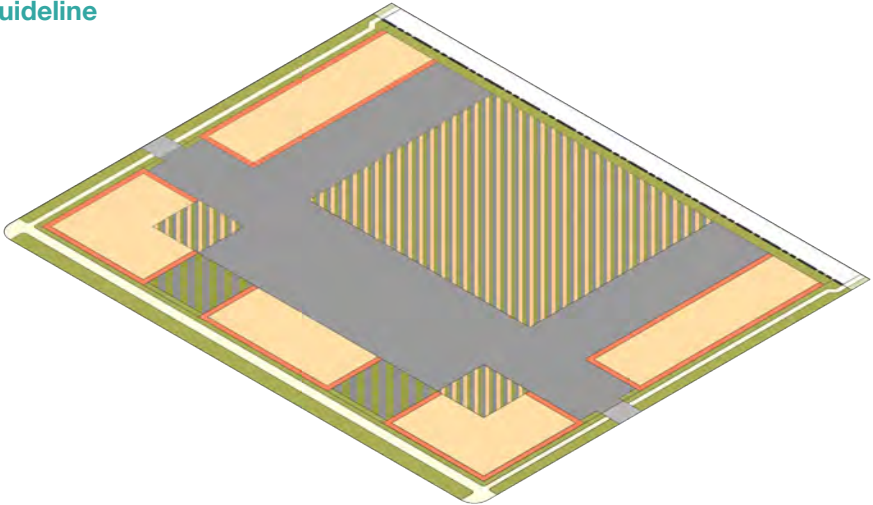
Applications

Development Concept

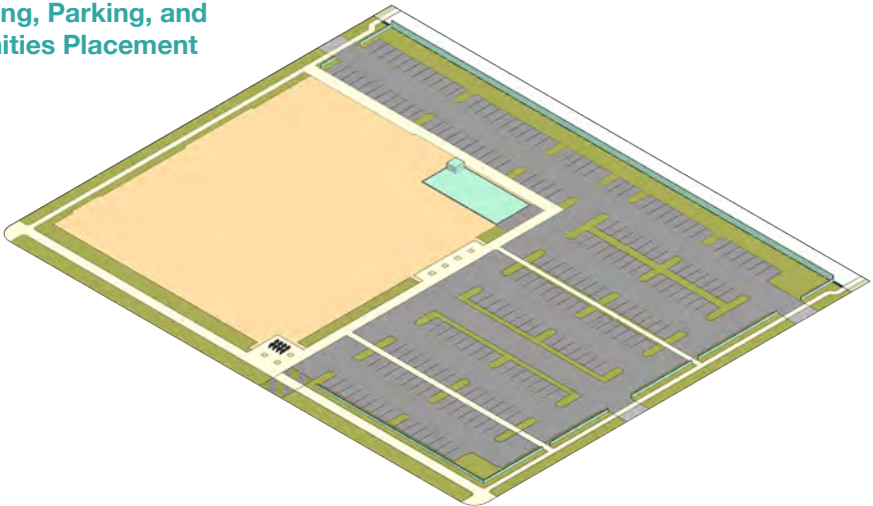
Big-Box Retail

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

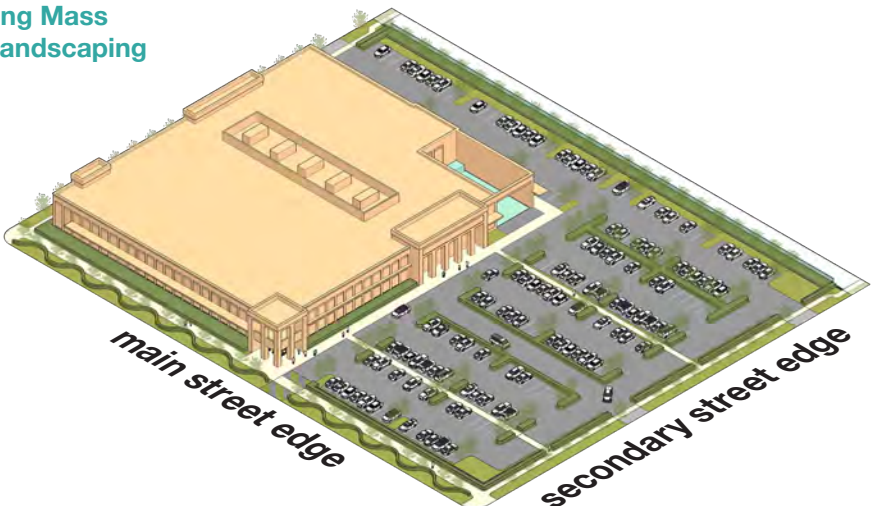
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



Applications

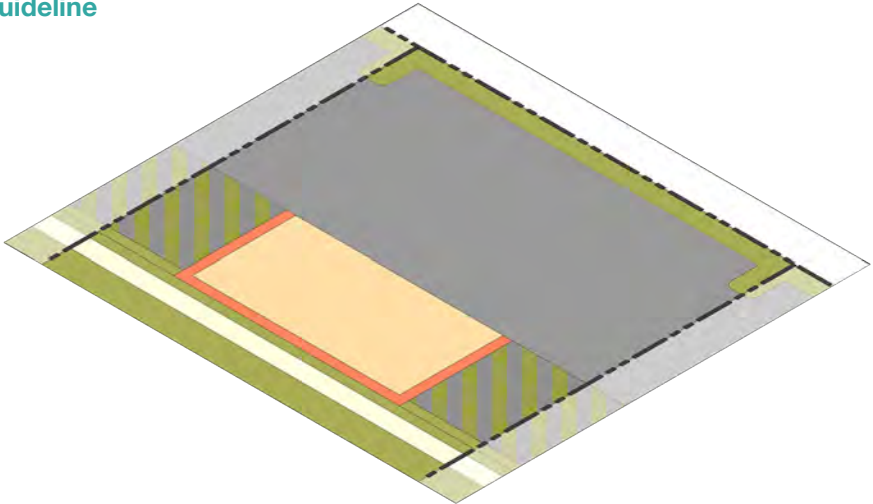
Landscaped Area	Commercial Use	Flexible Areas:	Parking-Landscaping
Pedestrian Path	Residential Use		Parking-Building
Primary Facade	Amenities		Landscaping-Building
Parking	Roads		Parking-Landscaping-Building

Development Concept

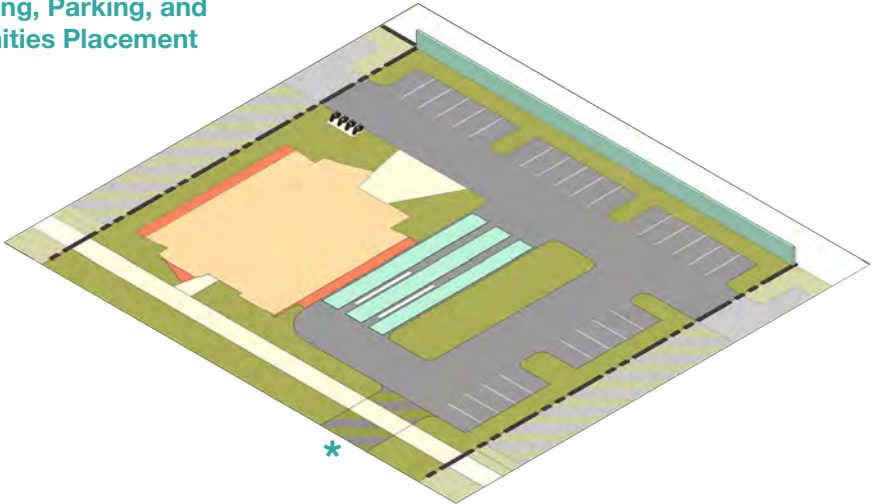
Drive-Through

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

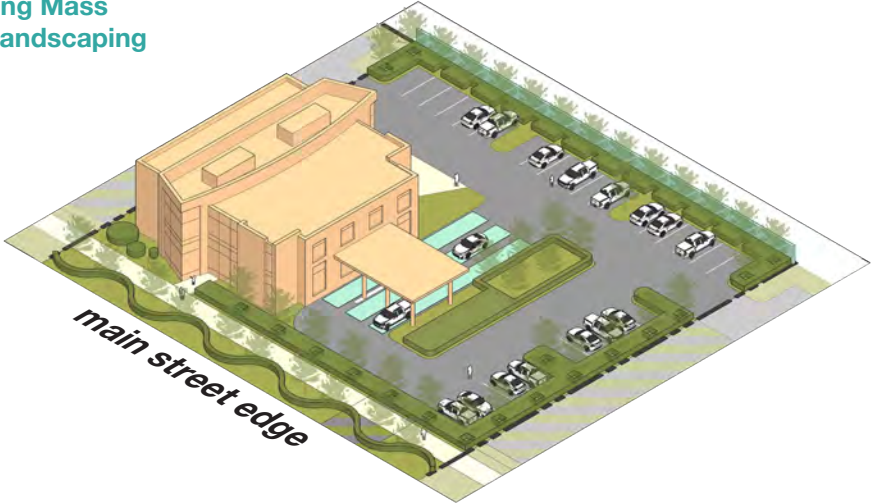
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



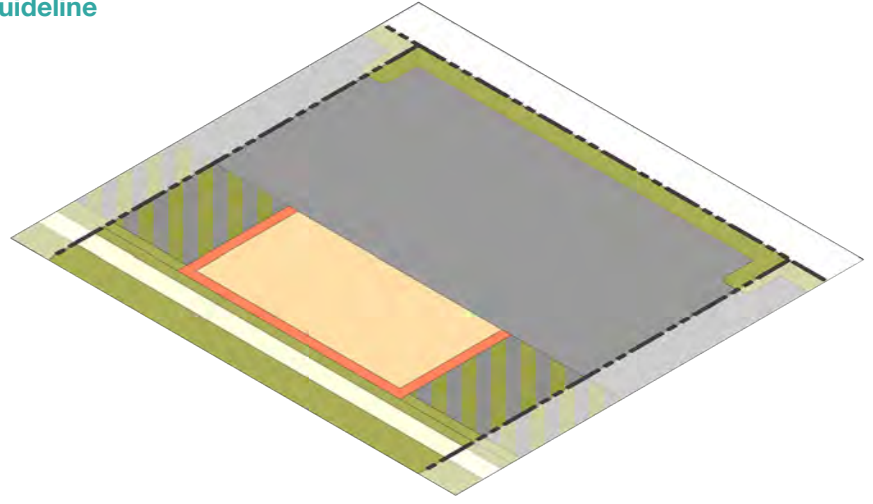
Applications

Development Concept

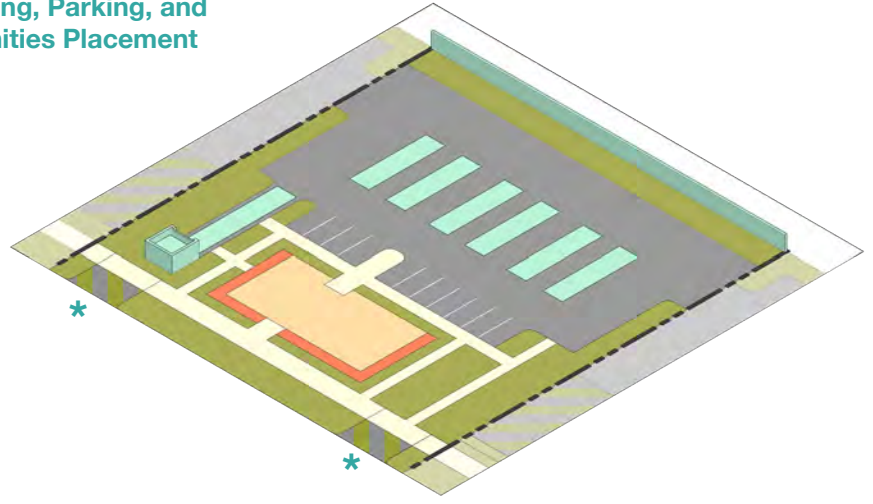
Vehicle Oriented

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

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

