

City of Norfolk, VA

# Commercial and Mixed-Use Pattern Book Coastal Character District



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

August 2019

# Commercial and Mixed-Use Pattern Book

August 2019

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### Traditional Character District Booklet

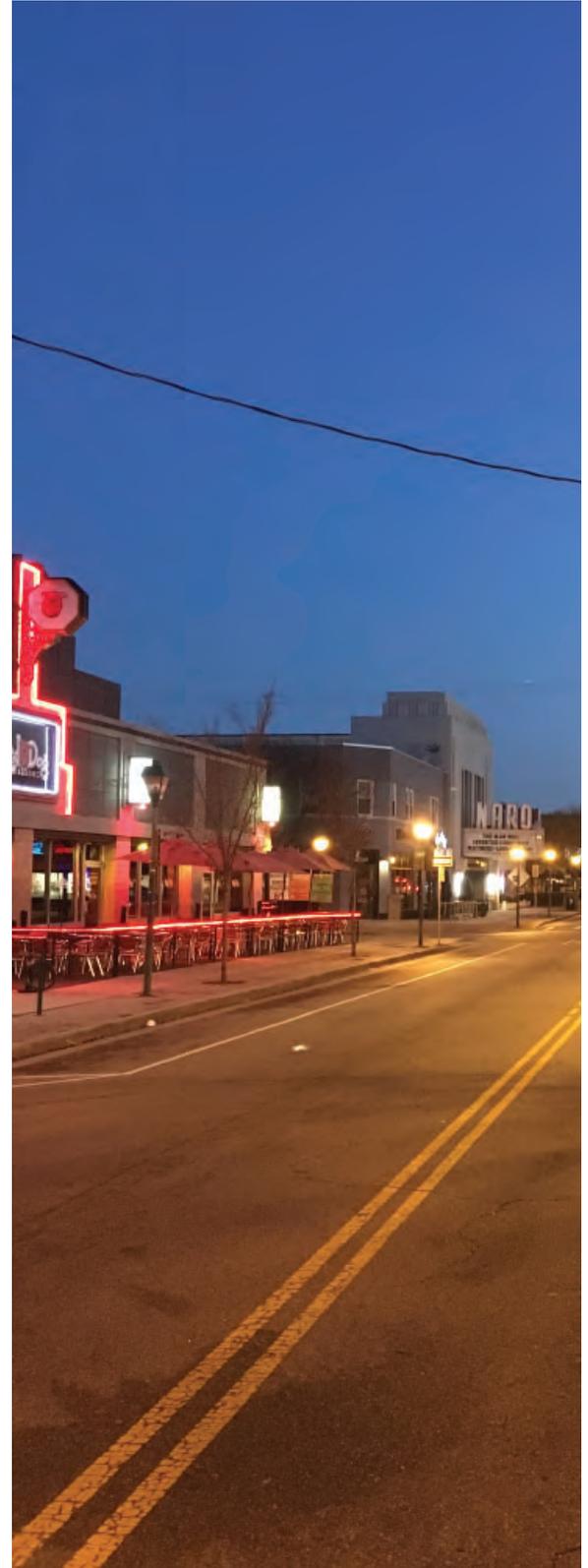
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# Purpose and Goals

## Purpose:

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

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

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

## Goals for the Pattern Book:

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

## Development Checklist:

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



# Using the Commercial and Mixed-Use Pattern Book

## 4

### Identify Your Street Type and Pattern

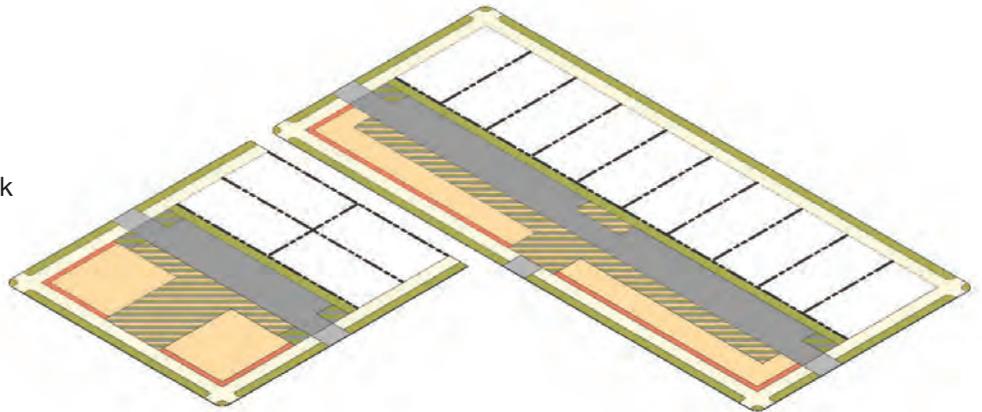
- Your street type will either be pedestrian oriented or vehicle oriented
- Your street pattern will determine the treatment for street frontage along the public right-of-way, setbacks, buffer zones, and placement of the building facade



## 5

### Identify Your Block Frontage Pattern

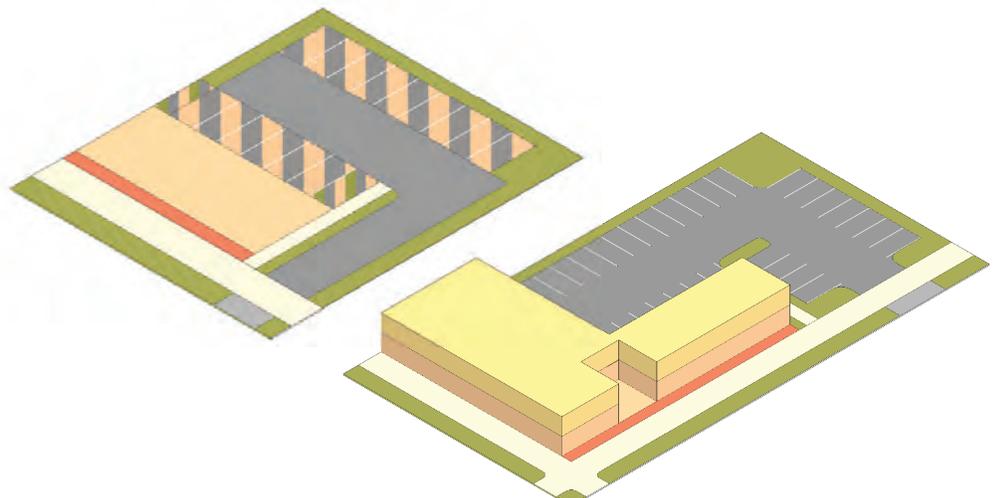
- There are two overall types of block frontage:
  - Continuous - Traditional and Coastal
  - Porous - Suburban
- Preferred Patterns for each:
  - Active Frontage
  - Internal Parking, Service and Interconnection Circulation



## 6

### Identify Patterns for Your Lot Type and Determine Lot Capacity

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

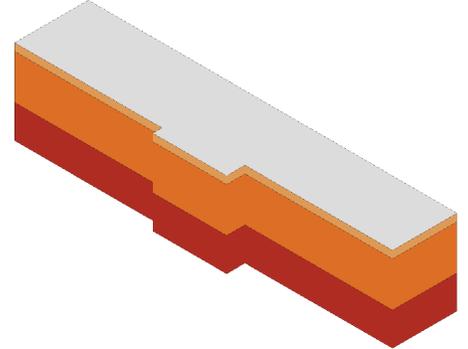
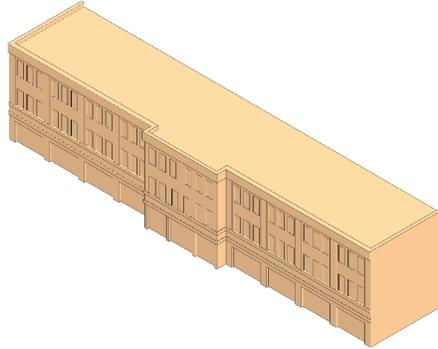


# Using the Commercial and Mixed-Use Pattern Book

## 7

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

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



## 8

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

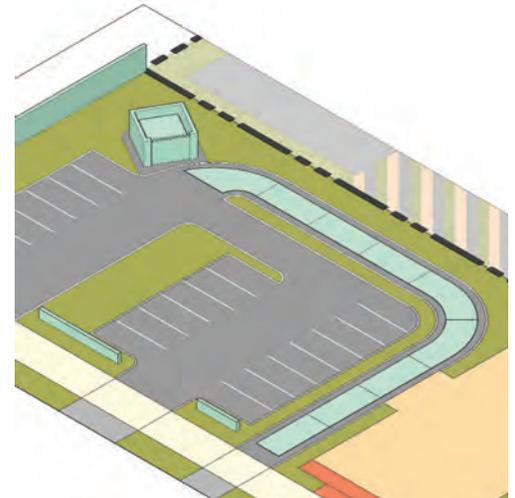
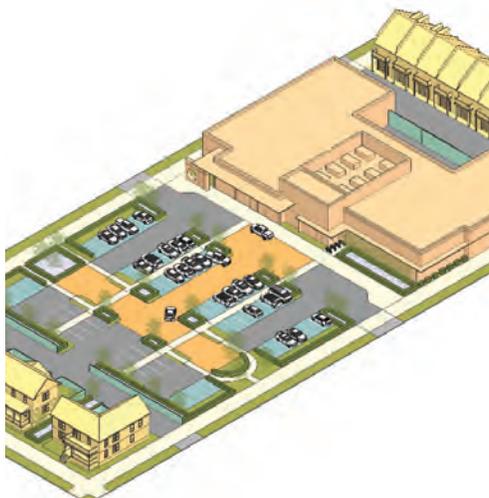
- Building signage placement
- Architectural treatment
- Types of Signage:
  - Site
  - Building Surface
  - Projecting



## 9

### Design and Place Site Amenities

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



# Using the Commercial and Mixed-Use Pattern Book

## 10

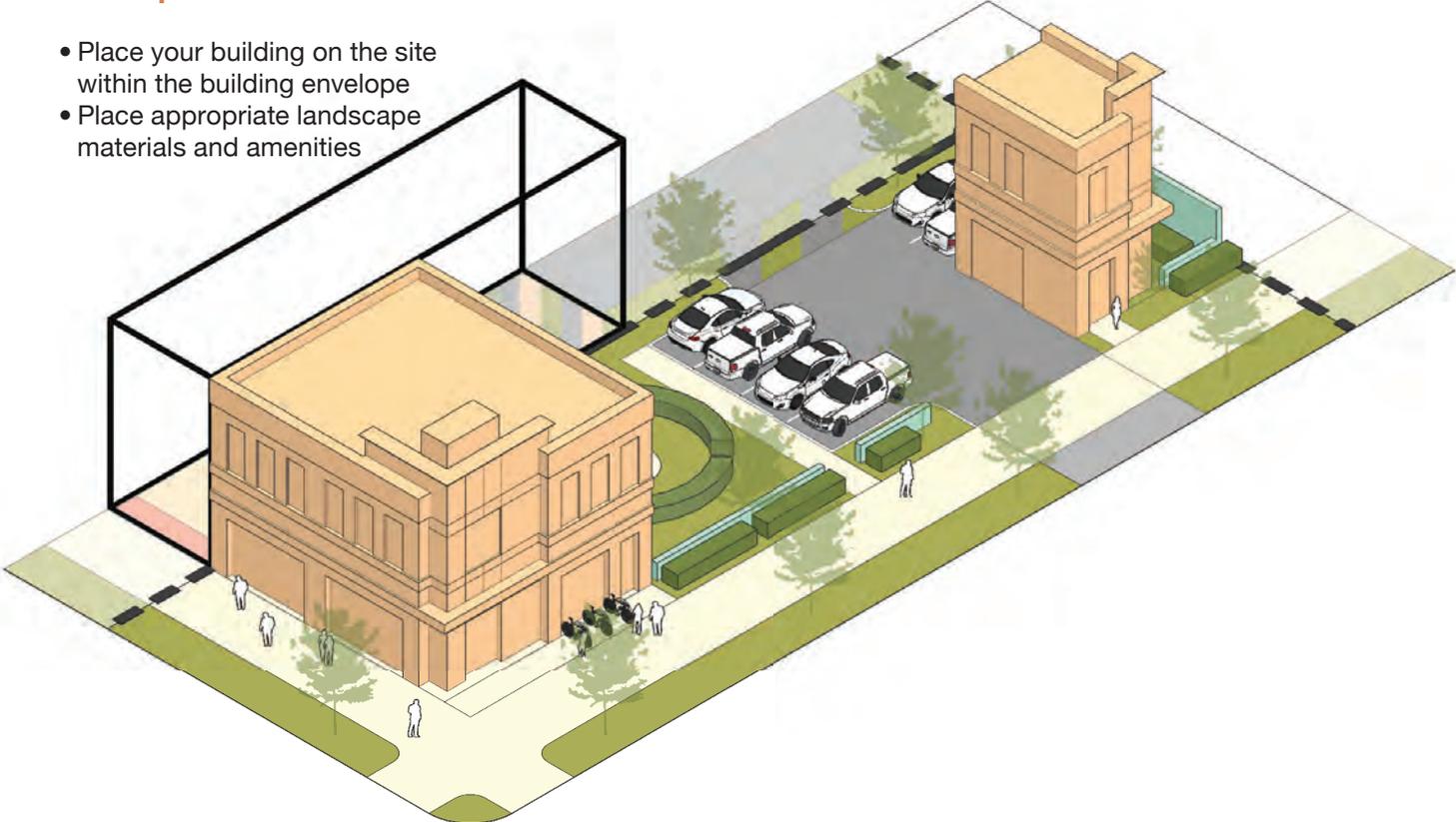
### Select Appropriate Landscape Materials

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



### Submit Your Proposed Development

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



# Character Districts

## Attributes

### Traditional Character District

#### Community Character

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

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

#### Architectural Character

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



### Suburban Character District

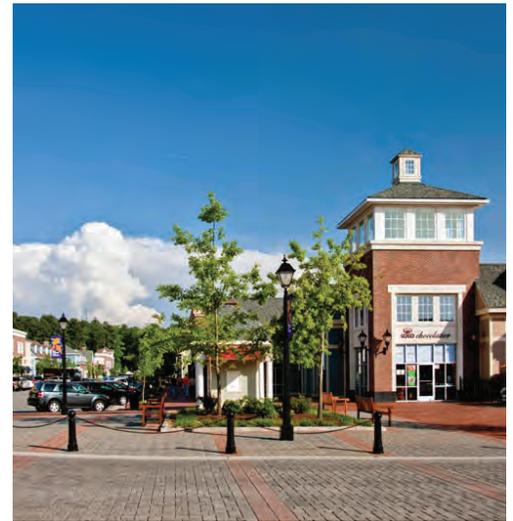
#### Community Character

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

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

#### Architectural Character

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



### Coastal Character District

#### Community Character

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

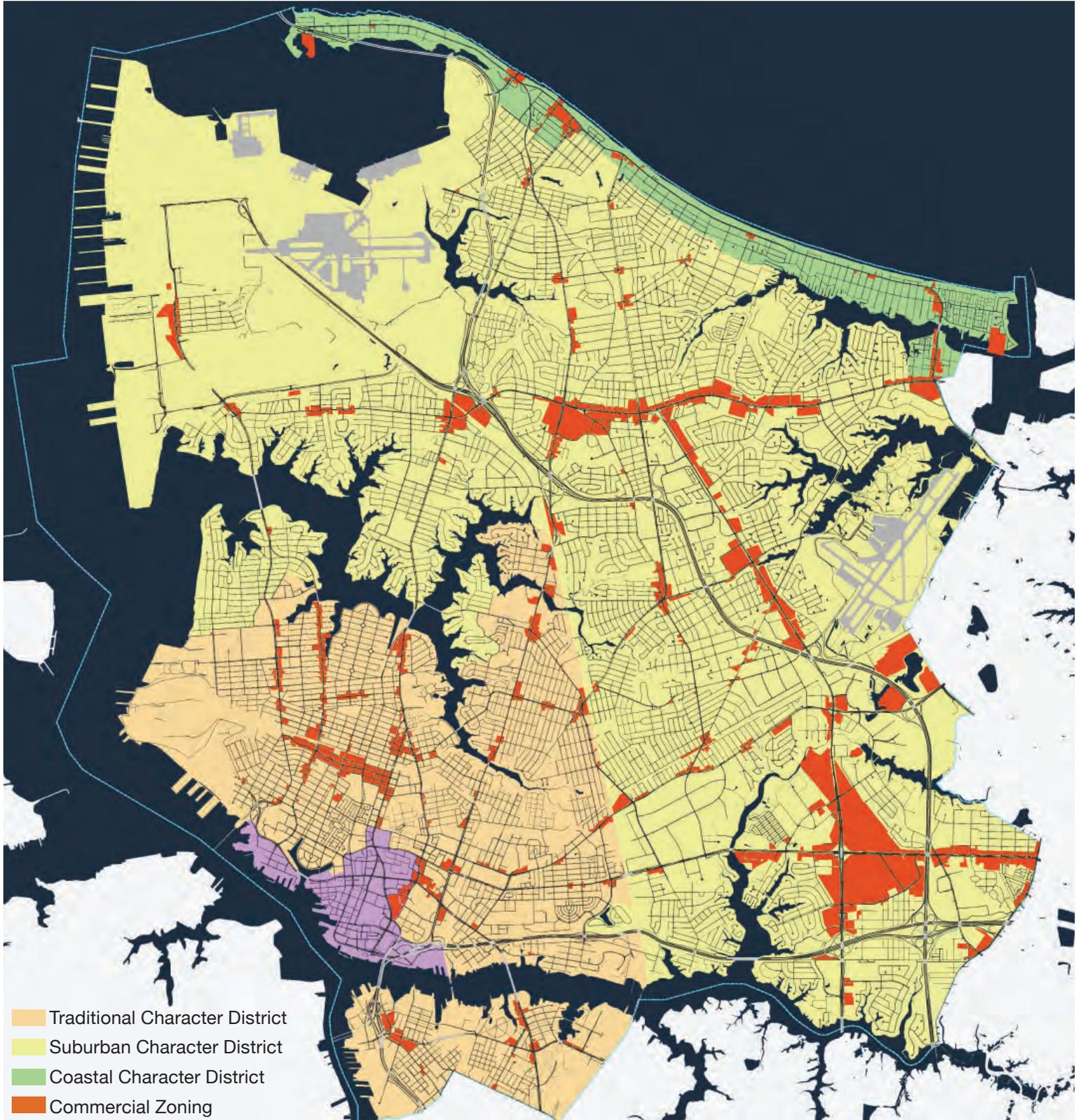
#### Architectural Character

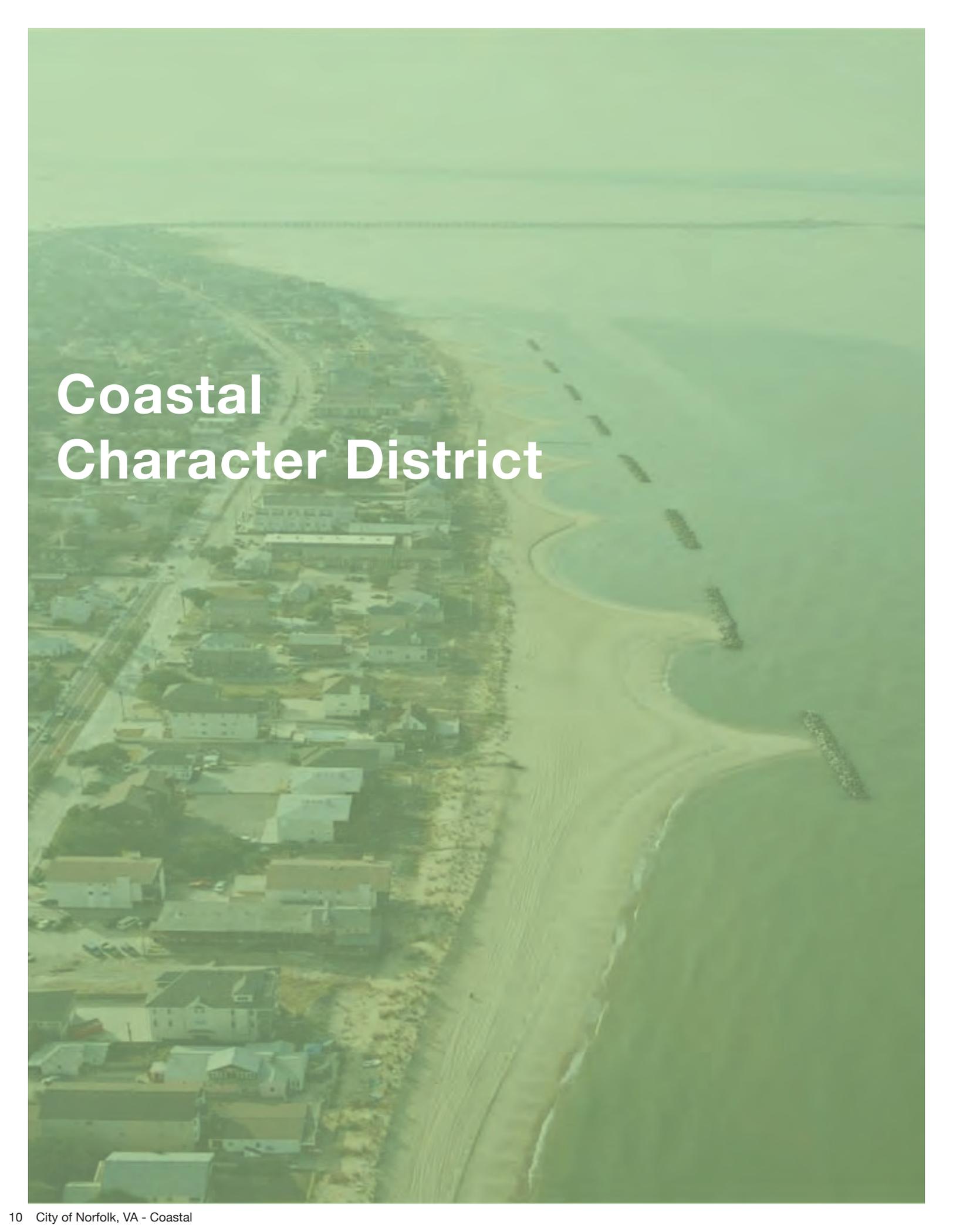
- Multistory porches
- Porches on commercial buildings
- Diversity and individuality
- Simplified classical detailing
- Shingle and Arts and Craft style houses
- Soft colors and vibrant colors
- Large, vertically-proportioned windows complete with functioning storm shutters



# Character Districts

## Character District Map



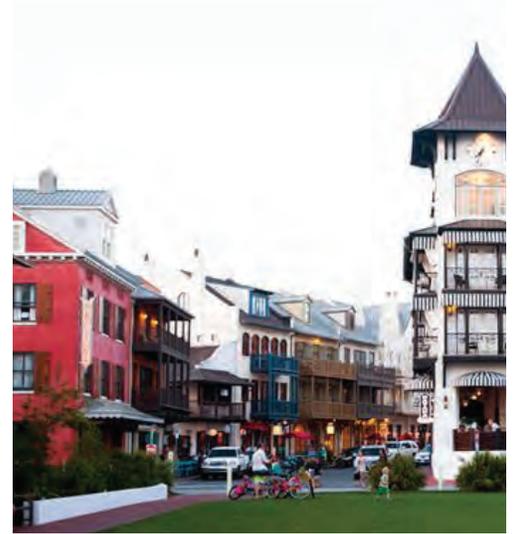
An aerial photograph of a coastal town and beach, overlaid with a semi-transparent green filter. The town is on the left, with a road and numerous buildings. A wide sandy beach runs along the coast, leading to a calm body of water on the right. Several long, narrow structures, possibly piers or breakwaters, extend into the water. The text 'Coastal Character District' is written in white, bold, sans-serif font across the middle of the image.

# Coastal Character District

# Community Patterns: Essential Attributes

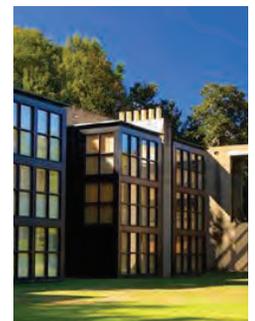
## Community Patterns

- 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

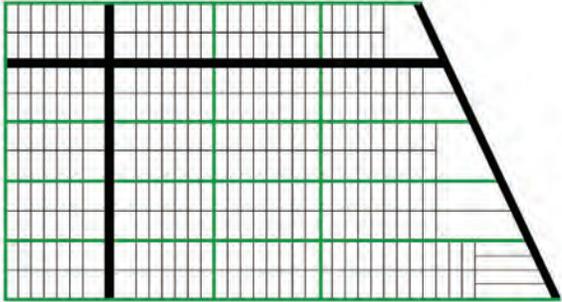
## Lot Types

- 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

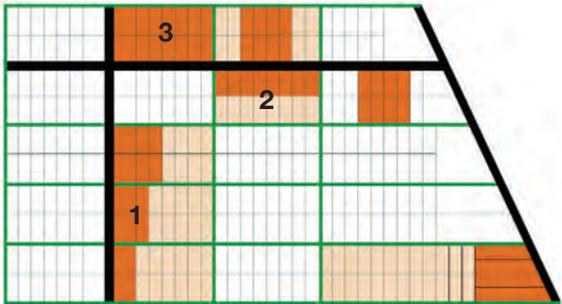
Street Type and Lot Type determine which Building Forms and Types will function well on a site.

## Street Type and Patterns



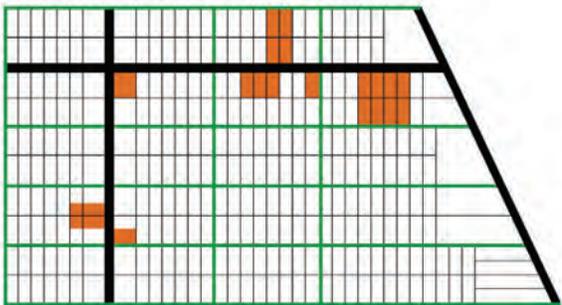
- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

## 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	PREFERRED	PREFERRED	PREFERRED	PREFERRED	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS
	VEHICLE ORIENTED	ACCEPTABLE WITH APPROPRIATE DESIGNS	PREFERRED	PREFERRED	PREFERRED	PREFERRED			
LOT TYPE	CORNER	100' DEEP	25'-50' WIDE	PREFERRED	PREFERRED	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			> 100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE
		150' DEEP	20'-50' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE
			> 100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS
	200' DEEP	20'-50' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	
		50'-100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	
		> 100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	PREFERRED	
	MID-BLOCK	100' DEEP	20'-50' WIDE	NOT APPROPRIATE					
			50'-100' WIDE	NOT APPROPRIATE					
			> 100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE
150' DEEP		20'-50' WIDE	NOT APPROPRIATE						
		50'-100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	
		> 100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	
200' DEEP		20'-50' WIDE	NOT APPROPRIATE						
		50'-100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	
		> 100' WIDE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	

# 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

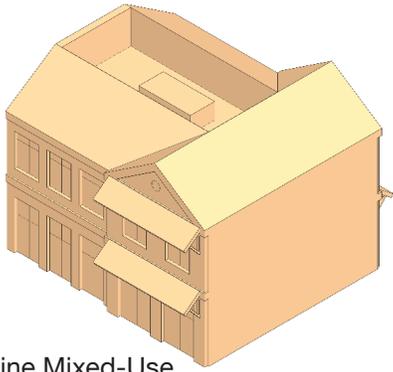


## Small-Box Commercial

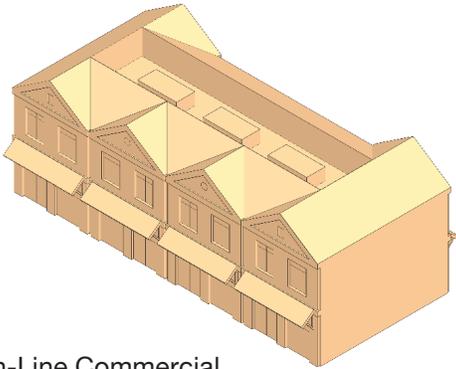
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings

# Building Forms and Types

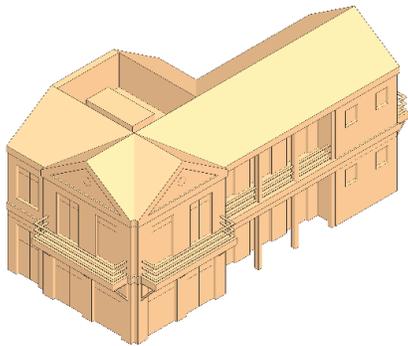
## 3



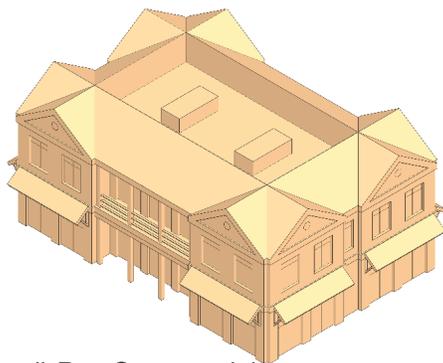
In-Line Mixed-Use



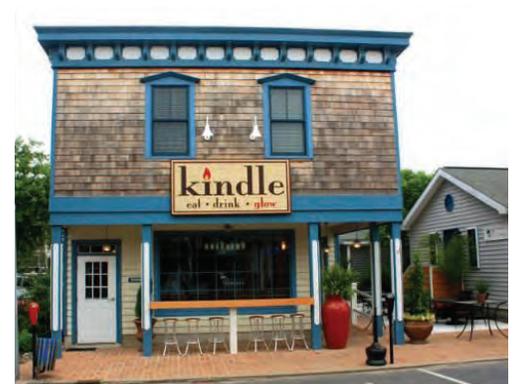
In-Line Commercial



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 (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

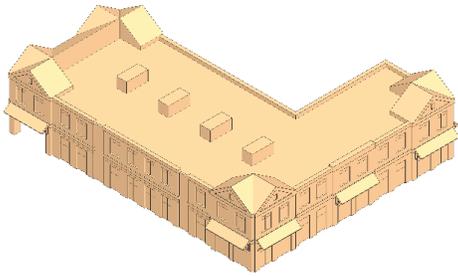


## Vehicle Oriented

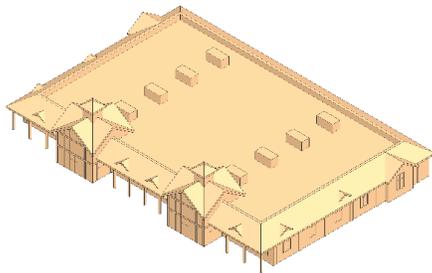
- One-story (though the massing and facade composition shall be two-story)
- Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
- Preferred location is internal to a block, and/or incorporated into the design of a more pedestrian friendly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

# Building Forms and Types

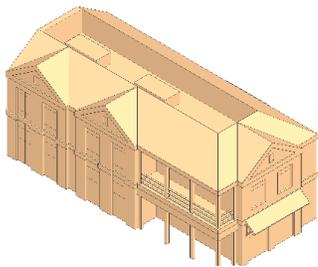
## 3



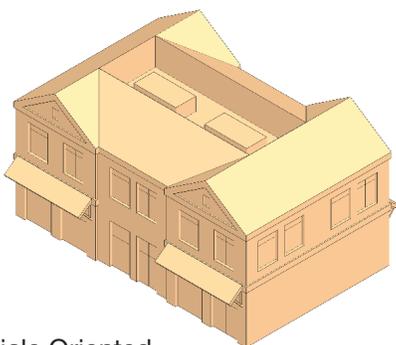
Medium-Box Retail



Big-Box Retail



Drive-Through



Vehicle Oriented



# Street Types and Patterns

# 4

## Public Right-of-Way

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

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

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

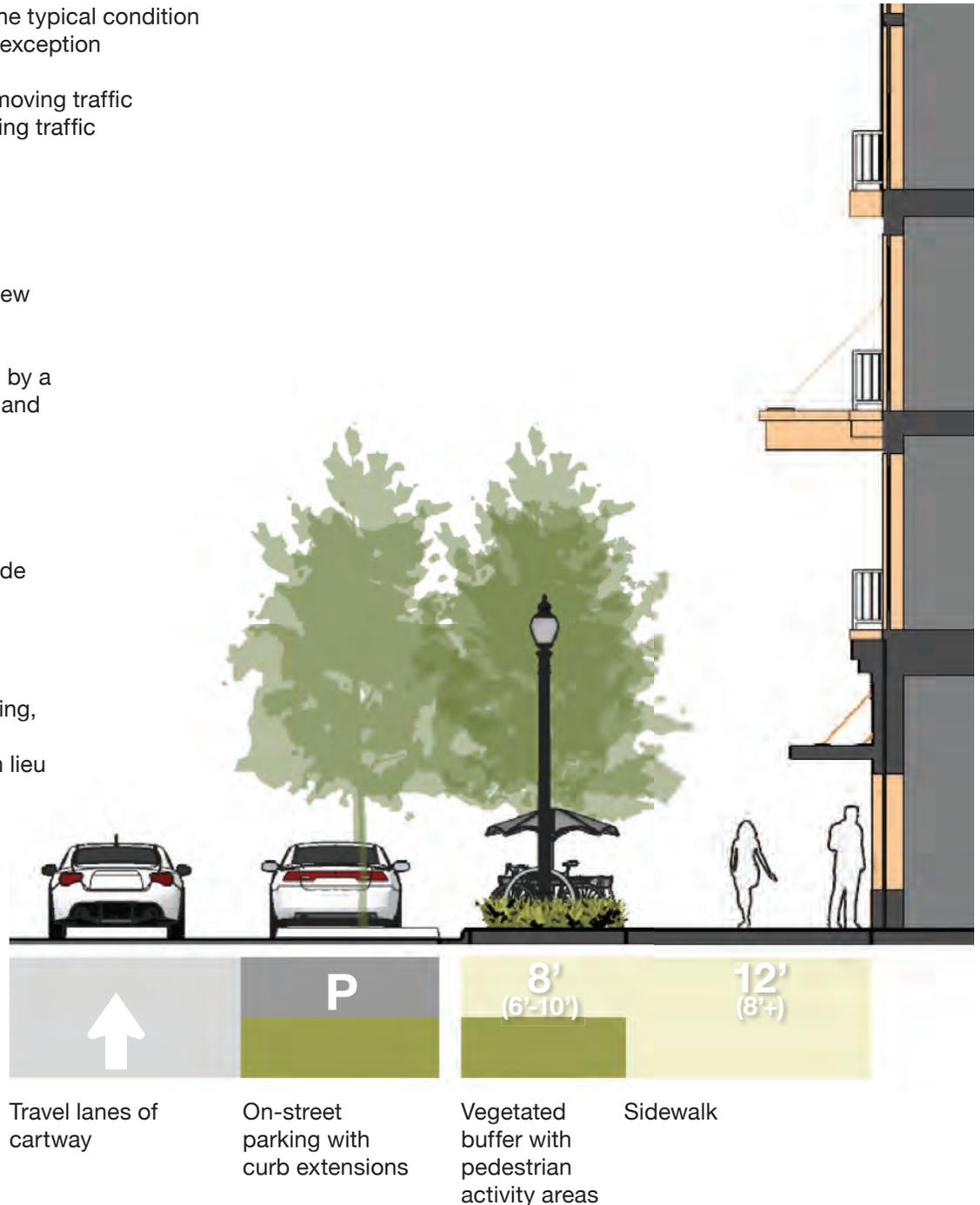
- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
  - Pedestrian friendly with slow moving traffic
  - Vehicle oriented with fast moving traffic

## 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 façade
  - 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

# 4

## Pedestrian Friendly Secondary Street



# Street Types and Patterns

# 4

## Public Right-of-Way

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

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- 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

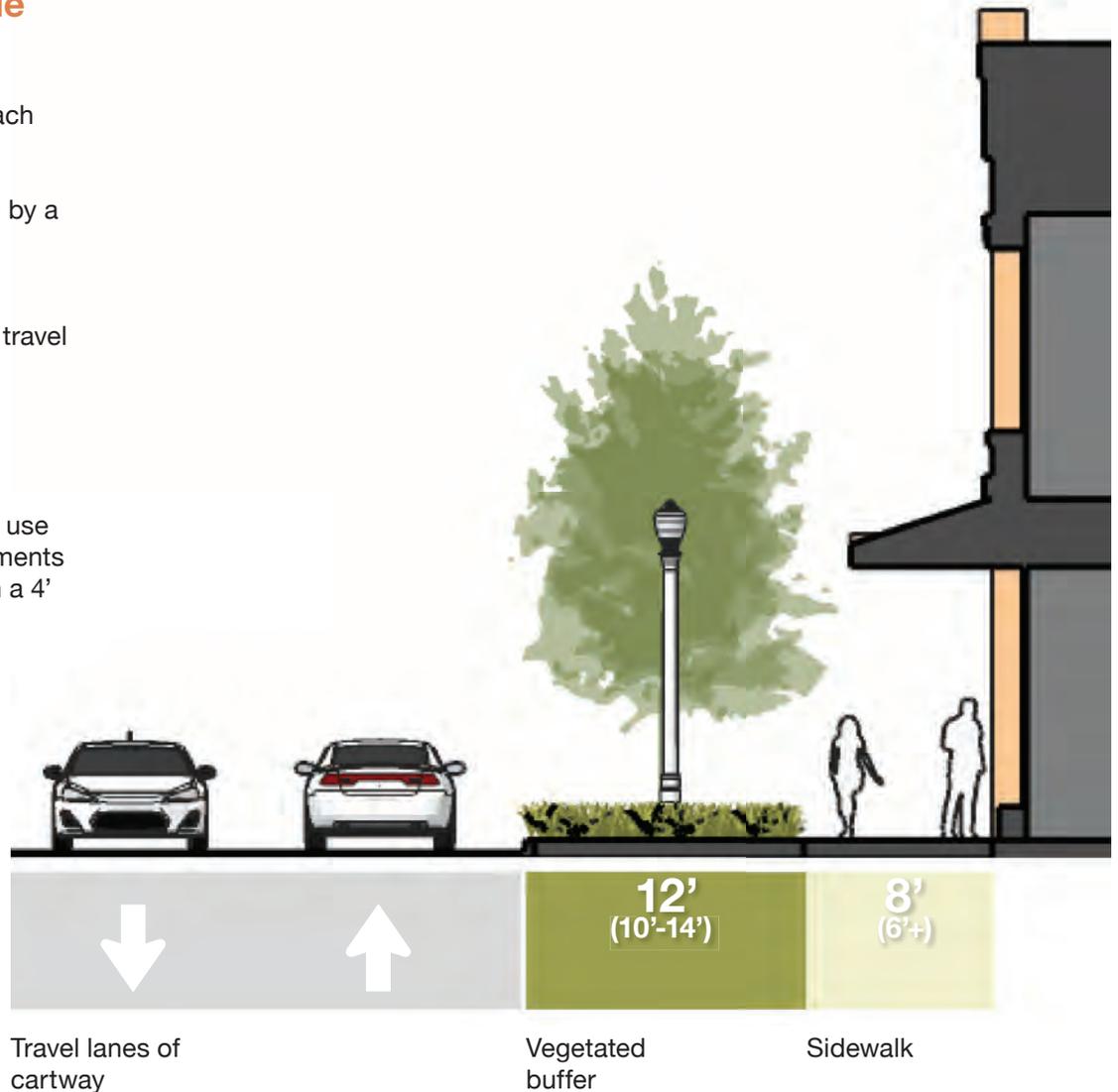
- Rectangular grid of streets are the typical condition
- Angled or curved streets are an exception
- Two street types:
  - Pedestrian friendly with slow moving traffic
  - Vehicle oriented with fast moving traffic

## 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

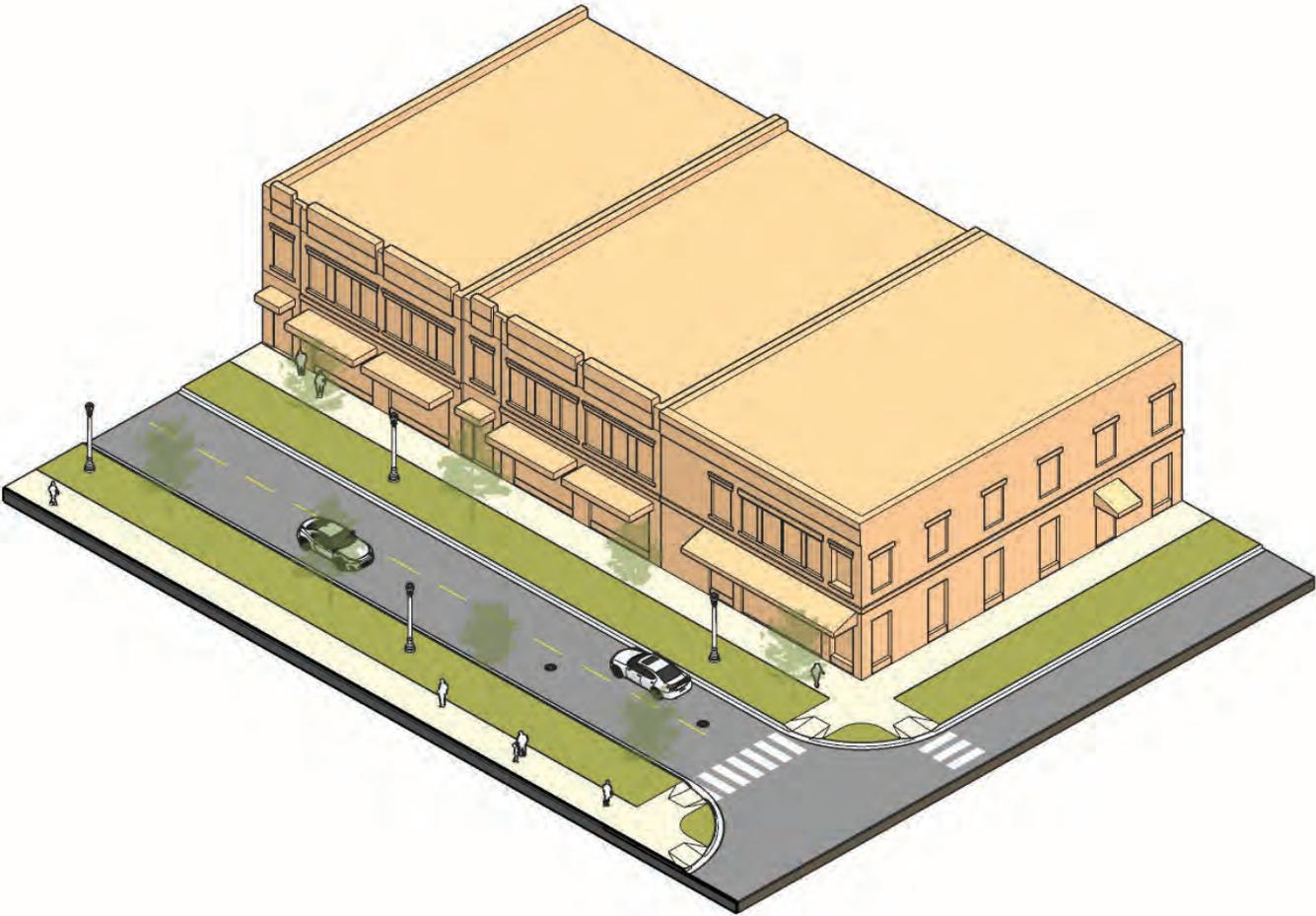


*Recommended dimensions from face of curb to face of building*

# Street Types and Patterns

# 4

## Pedestrian Friendly Side Street



# Street Types and Patterns

# 4

## Public Right-of-Way

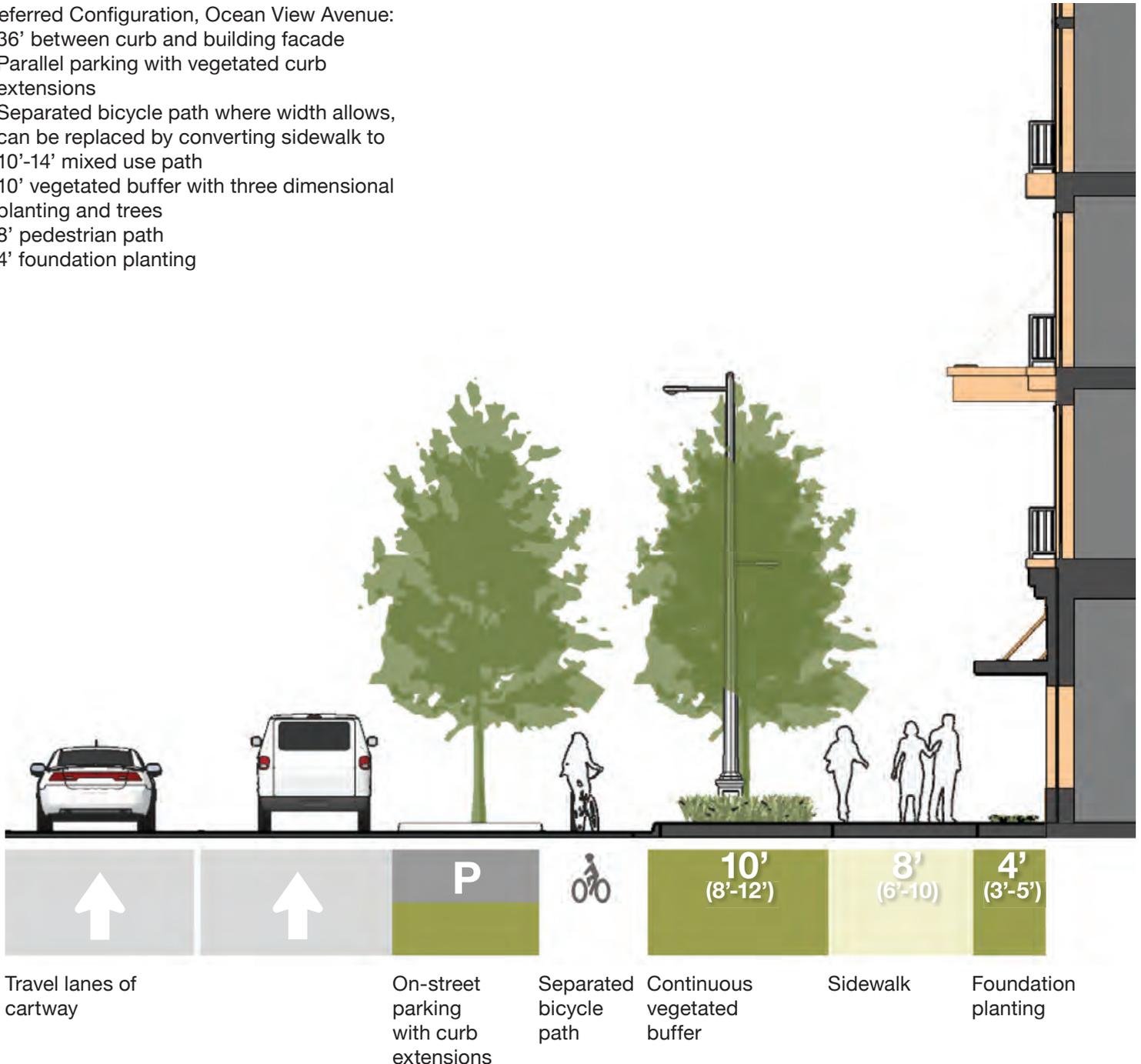
The preferred patterns for the public right-of-way may require adjustments to the existing conditions:

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

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 façade
  - 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



*Recommended dimensions from face of curb to face of building*

# 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

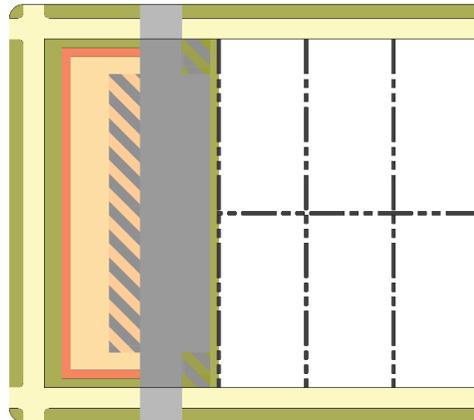
Landscaped Area	Commercial Use	<b>Flexible Areas:</b>	Parking-Landscaping
Pedestrian Path	Office Use		Parking-Building
Primary Facade	Residential Use		Landscaping-Building
Parking	Roads		Parking-Landscaping-Building

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

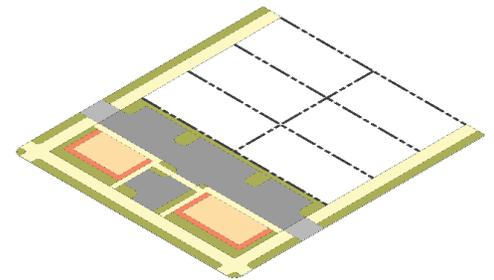
## Short Block

### 100' Deep Lot

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



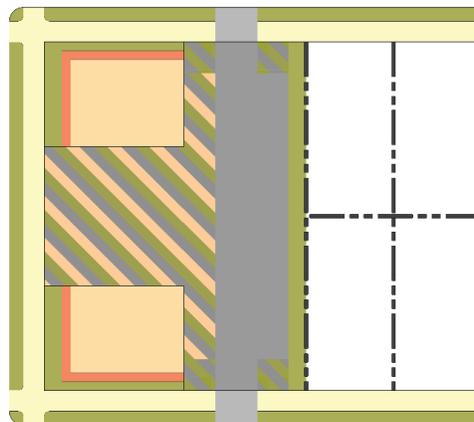
Block Guideline



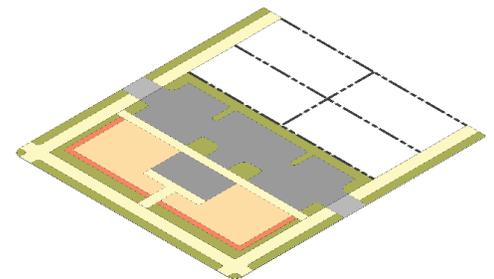
Possible Site Layout A

### 150' Deep Lot

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



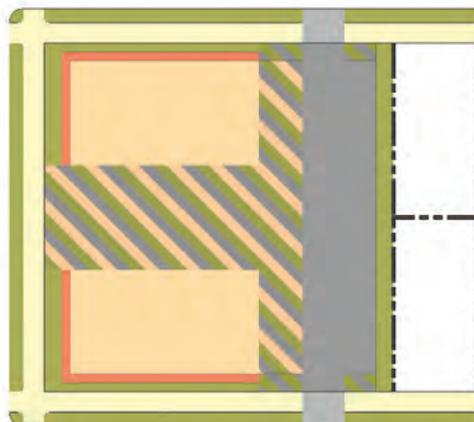
Block Guideline



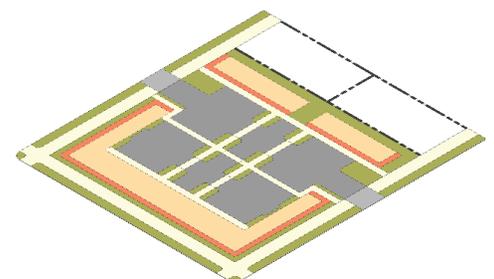
Possible Site Layout A

### 200' Deep Lot

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



Block Guideline



Possible Site Layout A

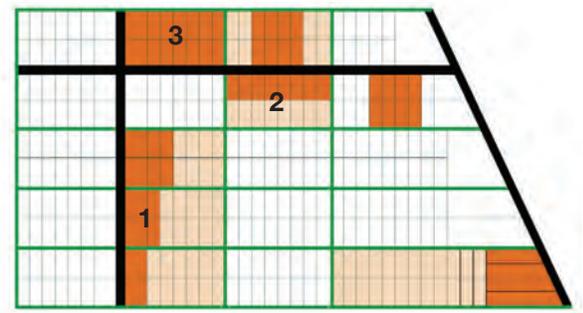
# Block Types and Patterns



## Block Types

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

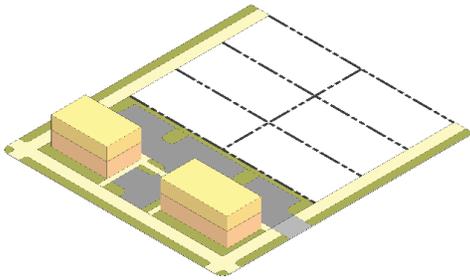
The majority of blocks are approximately 200' X 500'



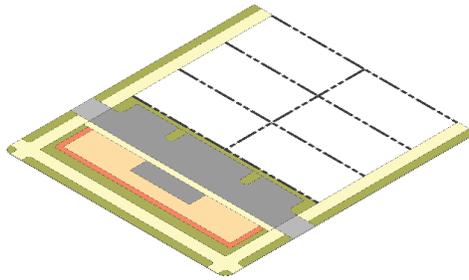
Block Types: Commercial lots are **DARK ORANGE**  
 Non-commercial lots are **LIGHT ORANGE**

## Short Block

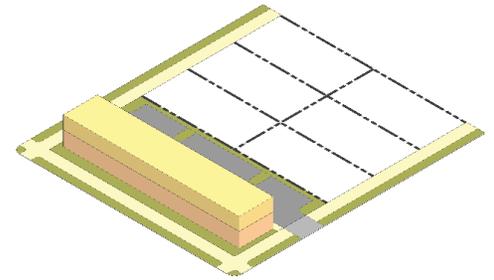
### 100' Deep Lot



Possible Massing Layout A

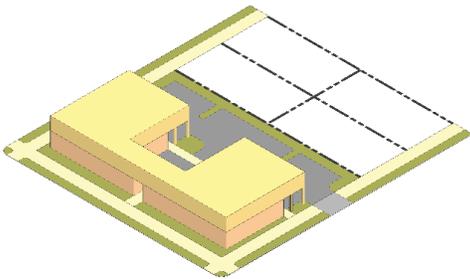


Possible Site Layout B

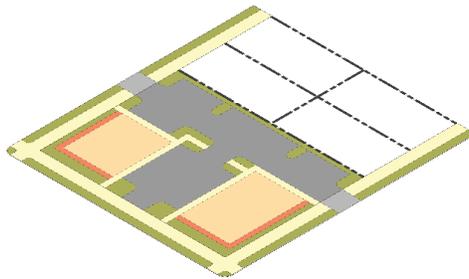


Possible Massing Layout B

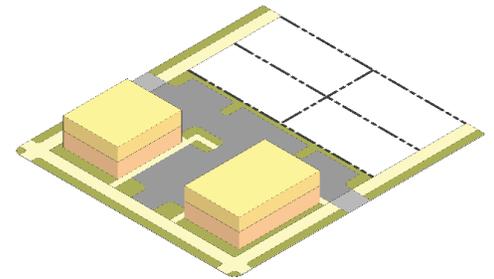
### 150' Deep Lot



Possible Massing Layout A

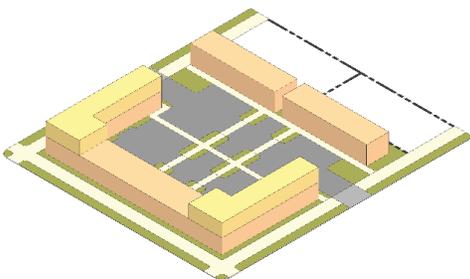


Possible Site Layout B

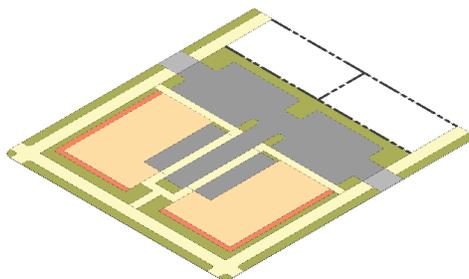


Possible Massing Layout B

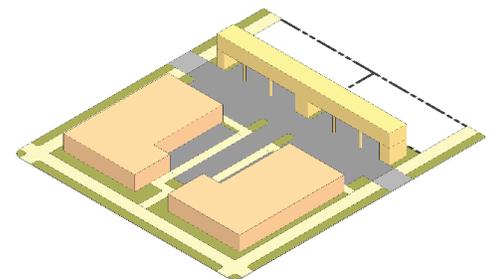
### 200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

# Block Types and Patterns

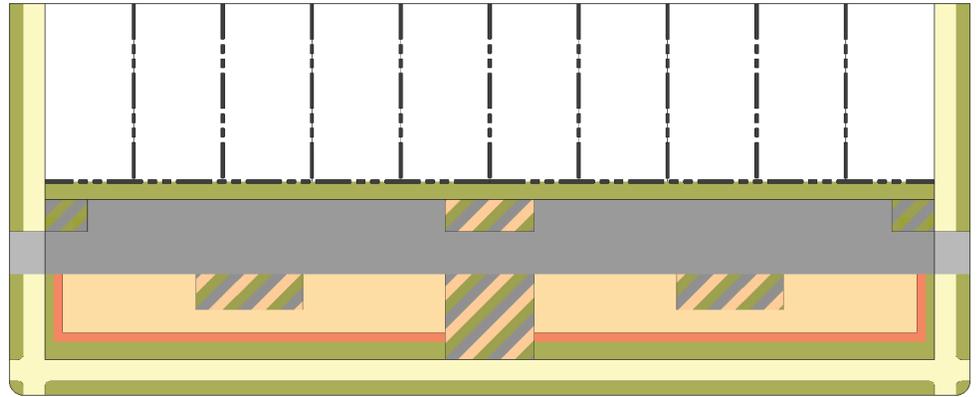
# 5

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

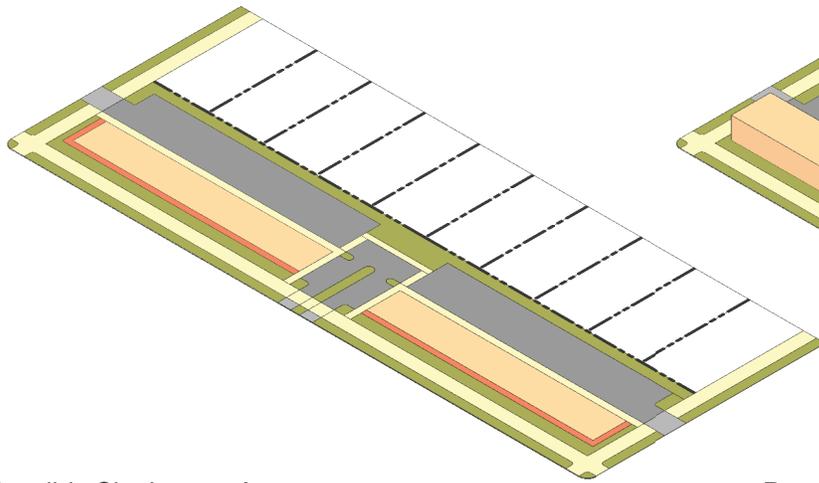
## Long Block

### 100' Deep Lots

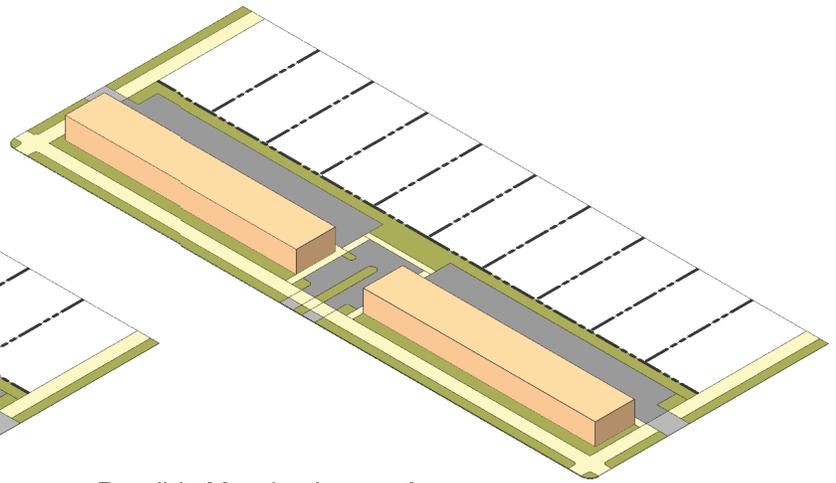
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- 5' minimum planting buffer along the back property line (100' deep lot only)
- All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



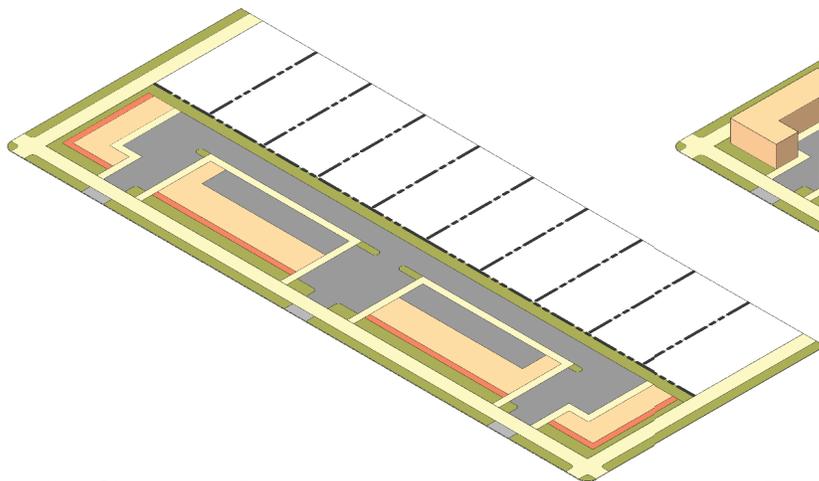
Block Guideline



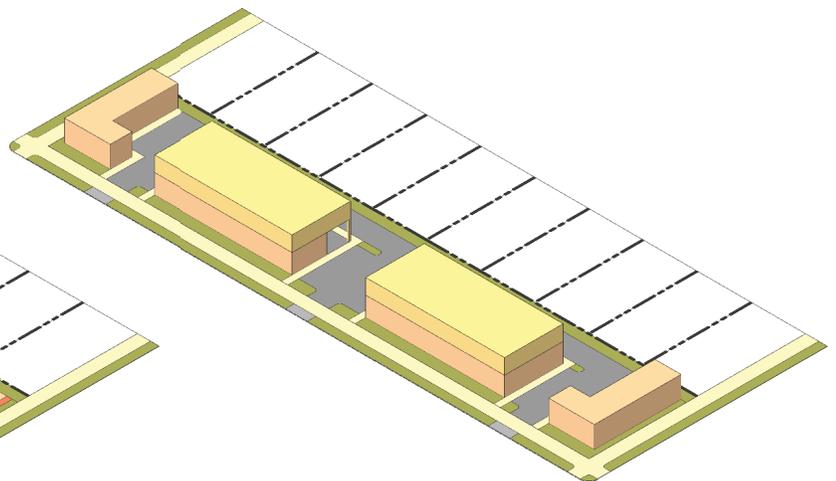
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

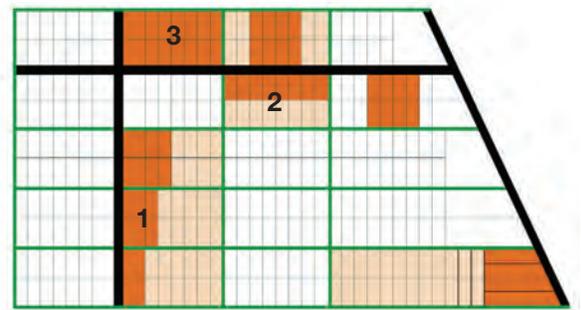
# Block Types and Patterns



## Block Types

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

The majority of blocks are approximately 200' X 500'

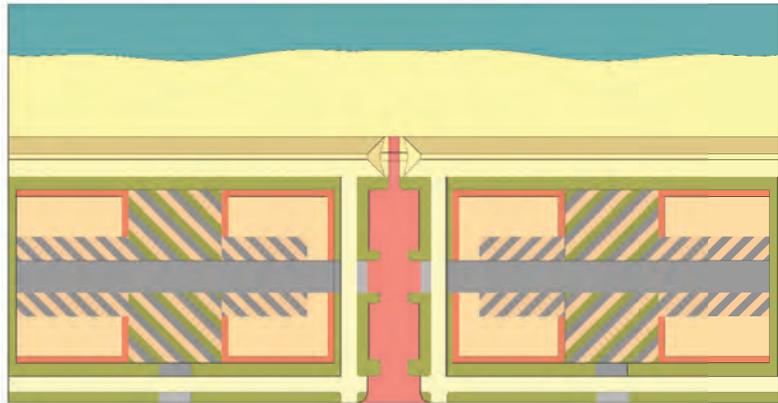


Block Types: Commercial lots are **DARK ORANGE**  
Non-commercial lots are **LIGHT ORANGE**

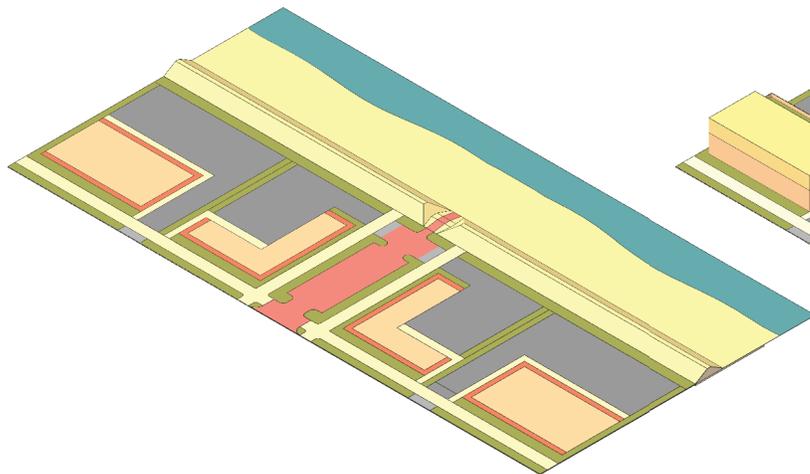
## Beach Block

### 150' Deep Lots

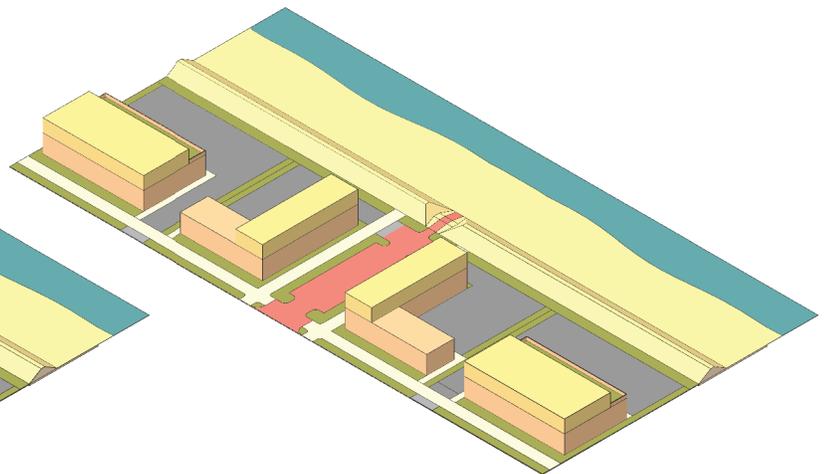
- The long frontage should be broken to provide access to the middle of the block. It should be a maximum of 20% of the frontage and a maximum of 30% per break with a maximum cumulative break of 45% on the long side
- All parking frontage must have a 5' minimum landscape buffer or a carriage house or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



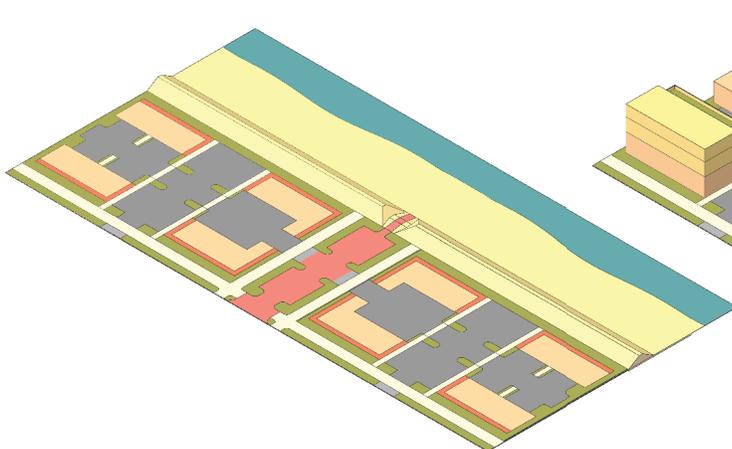
Block Guideline



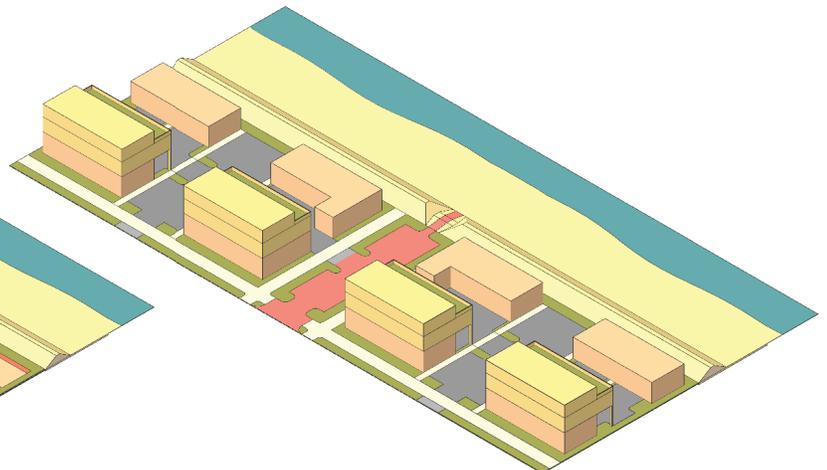
Possible Site Layout A



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

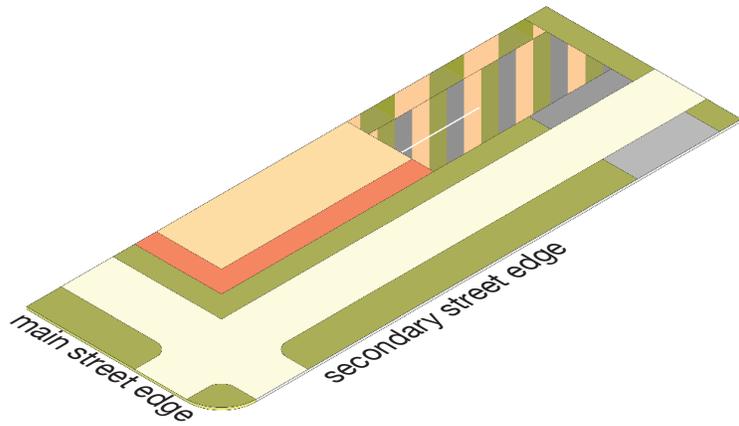
# Lot Patterns

# 6

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

## Lot Guidelines

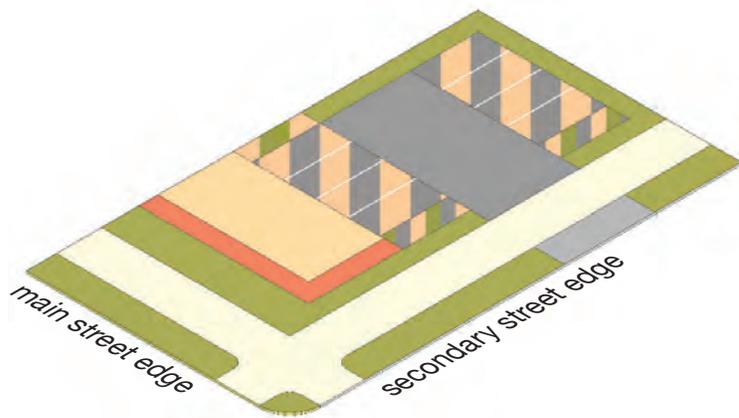
### 100' Deep Corner Lot



Lot Guideline

### 25' - 50' Wide Lot

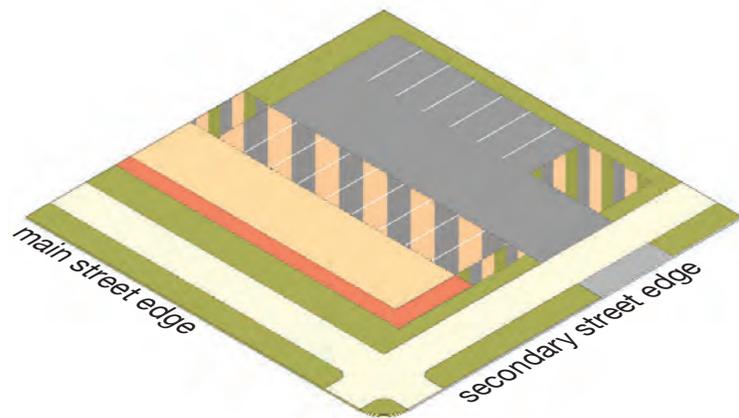
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department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



Lot Guideline

### 50' - 100' Wide Lot

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



Lot Guideline

### >100' Wide Lot

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

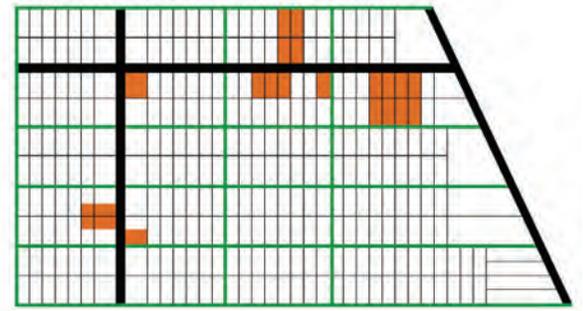
# Lot Patterns

## Lot Capacities

### 100' Deep Corner Lot

#### Building Envelope and Capacity

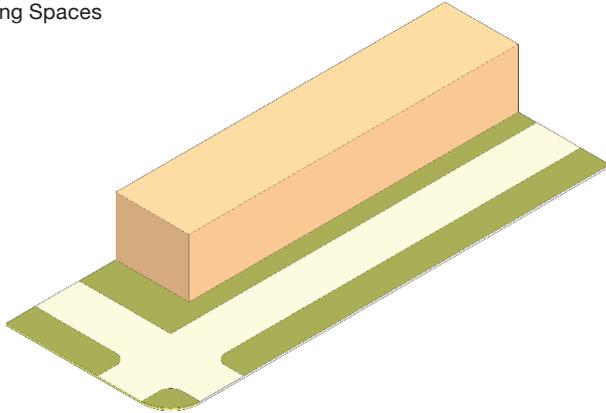
The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed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



Lot Types are in **DARK ORANGE**

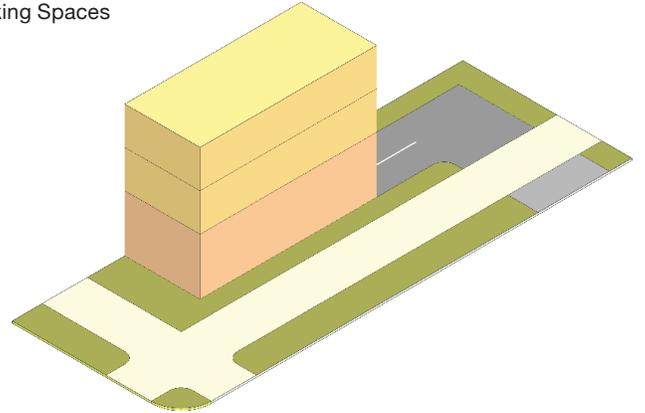
Various lot sizes are depicted

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



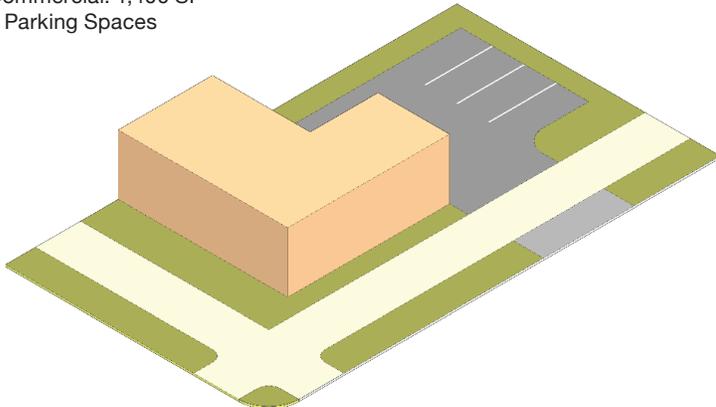
Minimum Lot Capacity

Commercial: 940 SF  
2 Apartments  
2 Parking Spaces



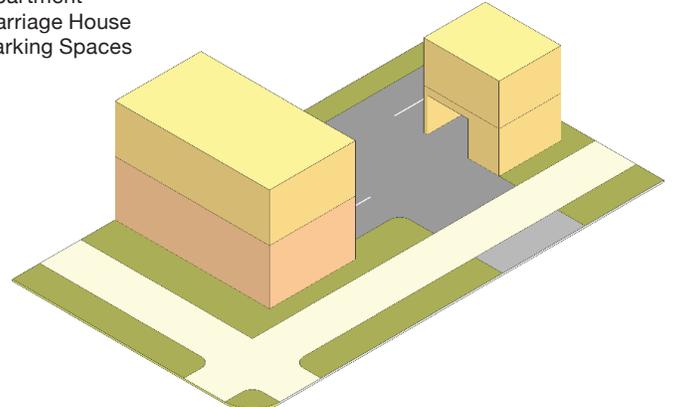
Maximum Lot Capacity

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



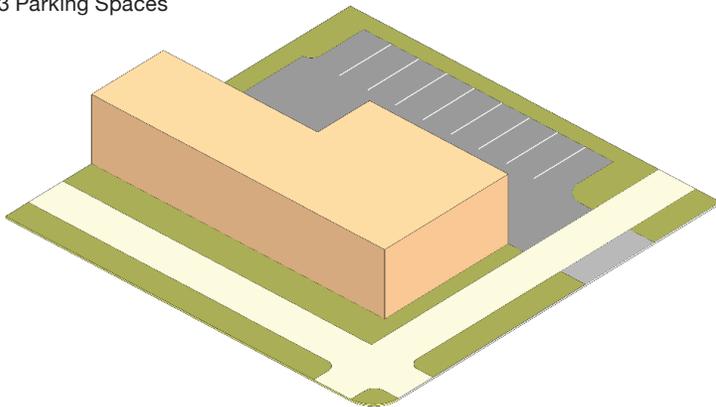
Minimum Lot Capacity

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



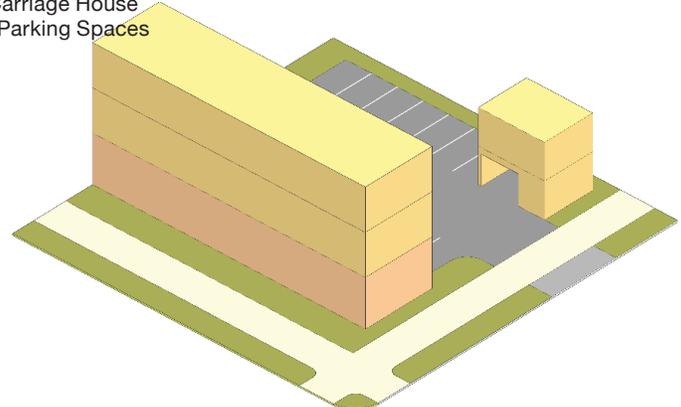
Maximum Lot Capacity

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



Minimum Lot Capacity

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



Maximum Lot Capacity

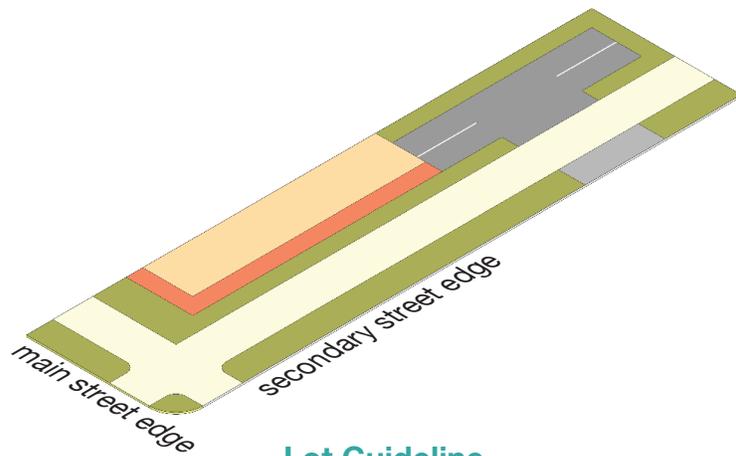
# Lot Patterns

## 6

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

### Lot Guidelines

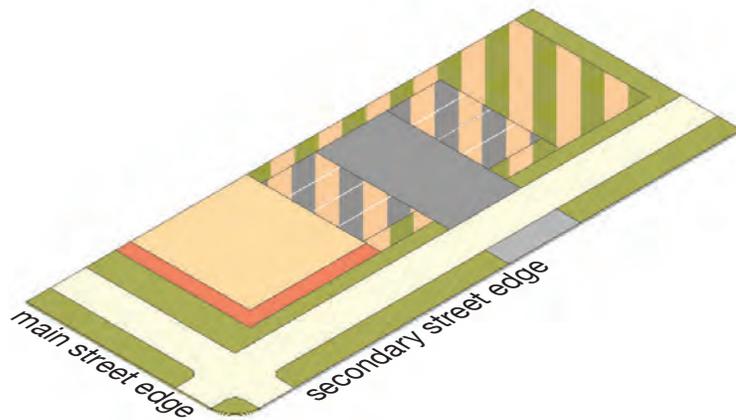
#### >100' Deep Corner Lot



Lot Guideline

### 25' - 50' Wide Lot

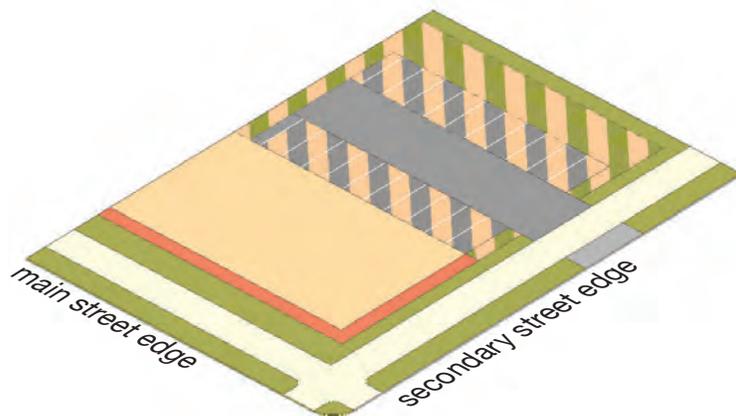
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
  - Front facade: 100% active use
  - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department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



Lot Guideline

### 50' - 100' Wide Lot

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



Lot Guideline

### >100' Wide Lot

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

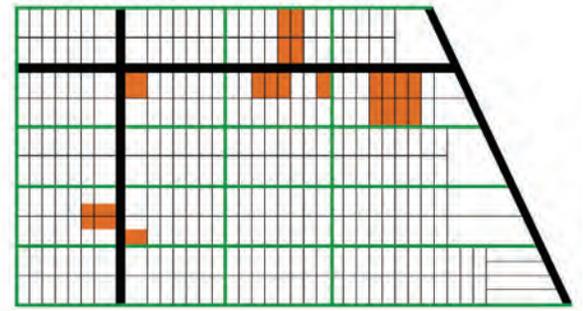
# Lot Patterns

## Lot Capacities

### >100' Deep Corner Lot

#### Building Envelope and Capacity

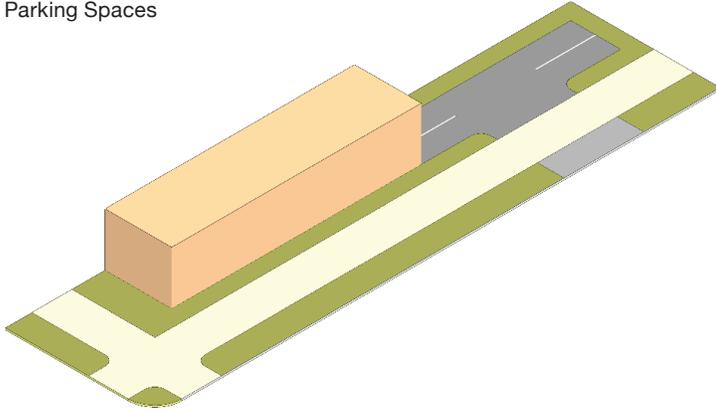
The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed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



Lot Types are in **DARK ORANGE**

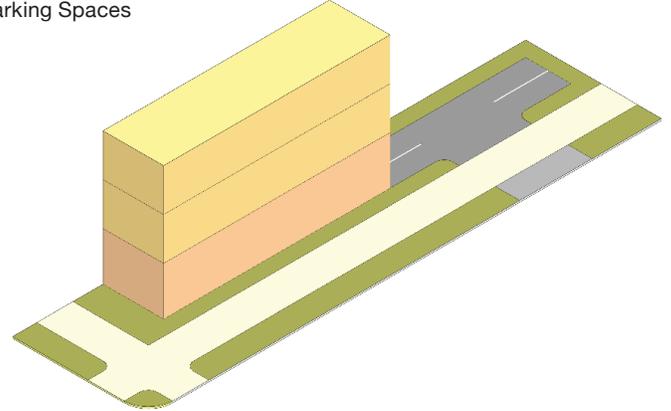
Various lot sizes are depicted

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



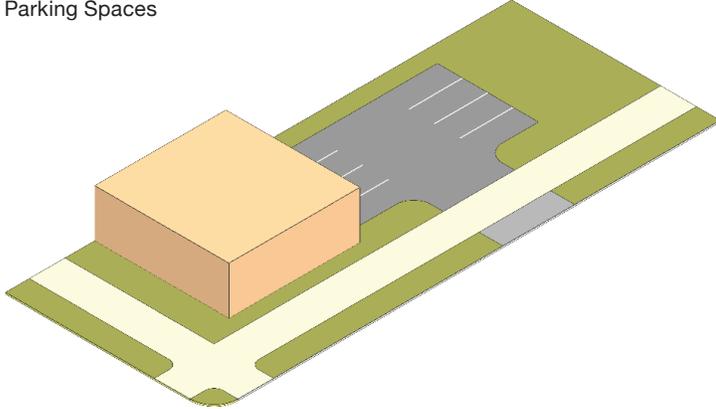
**Minimum Lot Capacity**

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



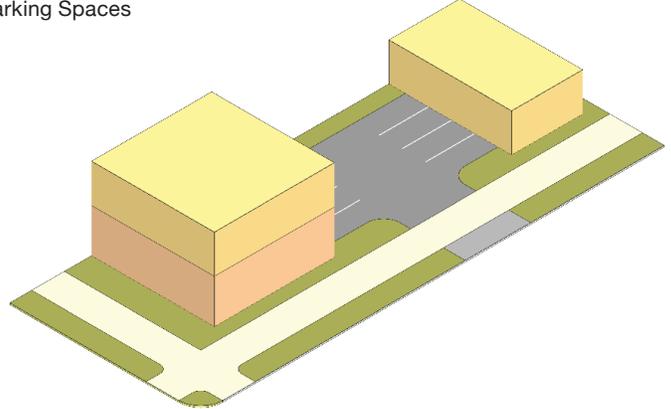
**Maximum Lot Capacity**

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



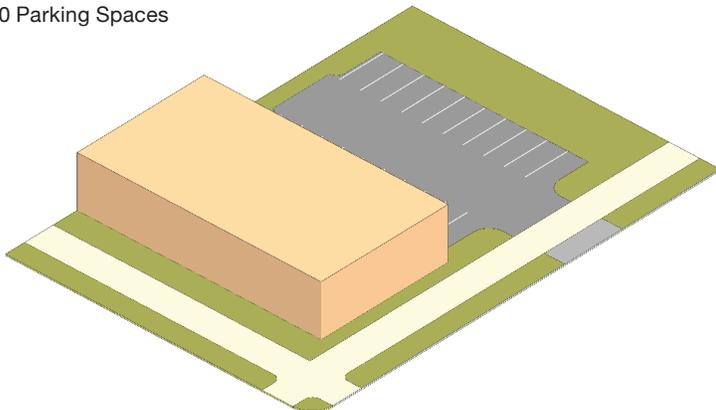
**Minimum Lot Capacity**

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



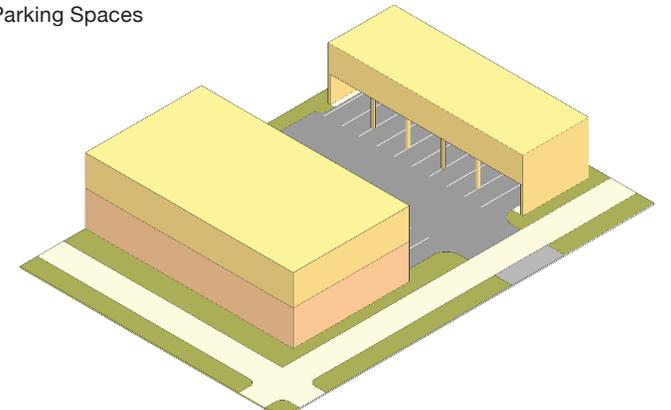
**Maximum Lot Capacity**

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



**Minimum Lot Capacity**

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



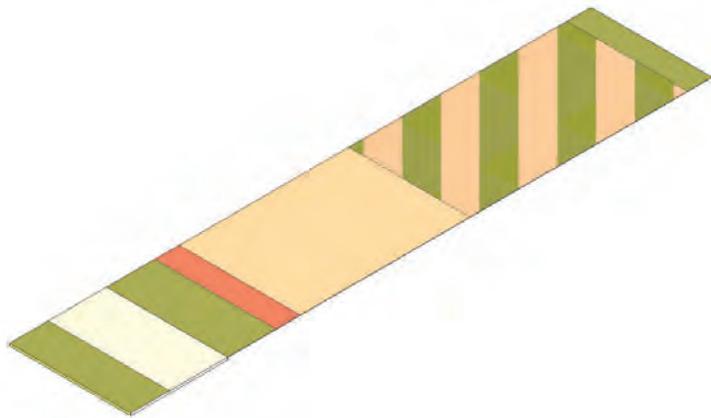
**Maximum Lot Capacity**

# Lot Patterns

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

## Lot Guidelines

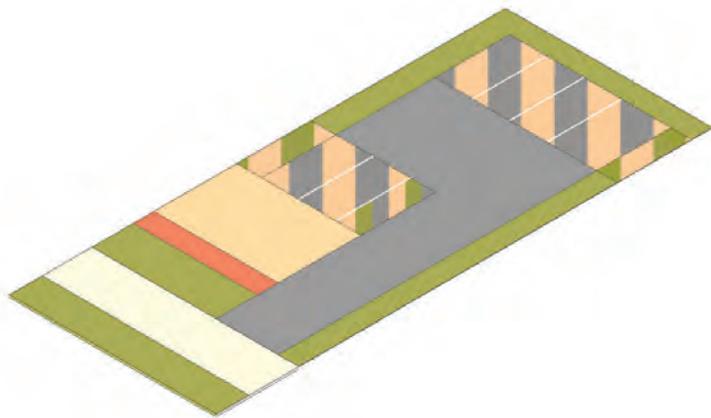
### 100' Deep Mid-Block Lot



Lot Guideline

### 25' - 50' Wide Lot

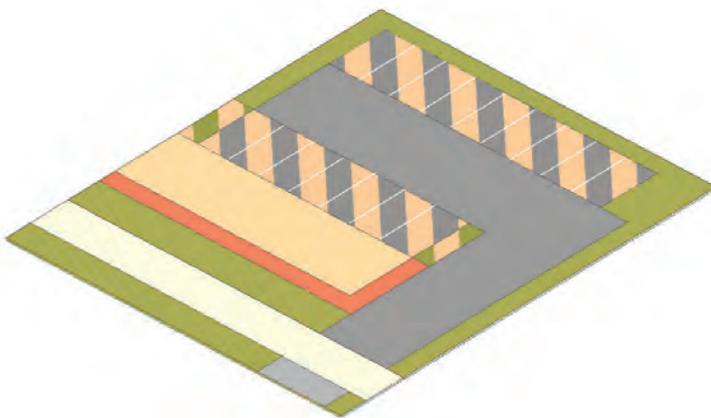
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
  - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)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



Lot Guideline

### 50' - 100' Wide Lot

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



Lot Guideline

### >100' Wide Lot

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

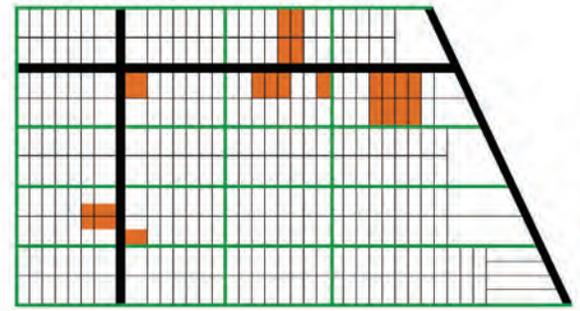
# Lot Patterns

## Lot Capacities

### 100' Deep Mid-Block Lot

#### Building Envelope and Capacity

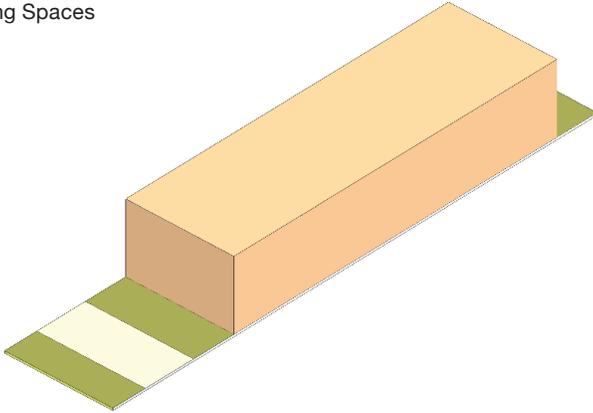
The Building Envelope is determined by the combination of set-back and parking requirements. The examples demonstrate some of the possible configurations. Parking is calculated at 1 space per 300 SF for commercial development and at 1.75 spaces per residential unit. A 50% share of parking is assumed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



Lot Types are in **DARK ORANGE**

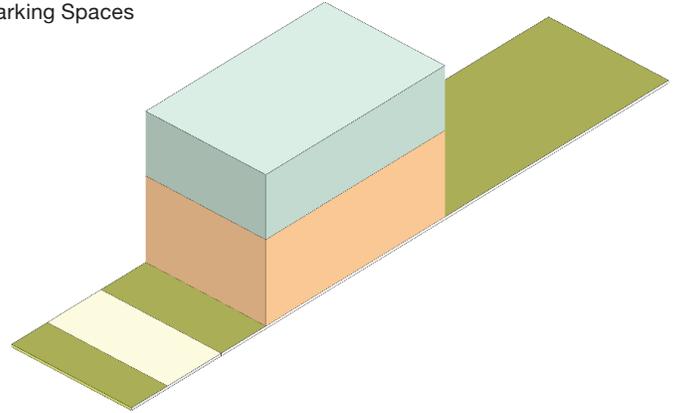
Various lot sizes are depicted

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



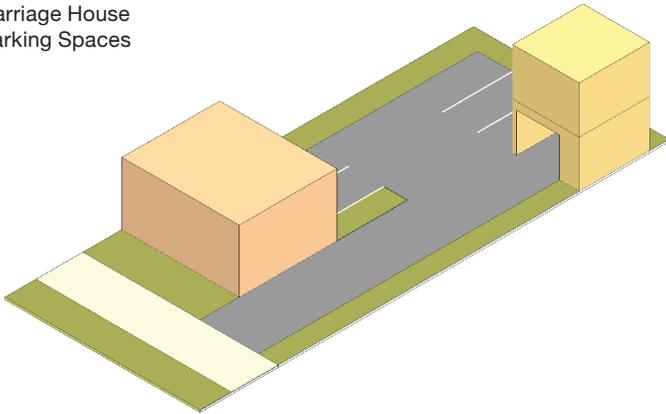
Minimum Lot Capacity

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



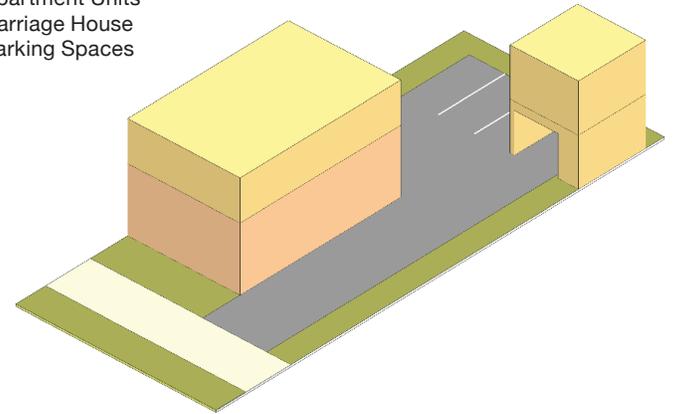
Maximum Lot Capacity

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



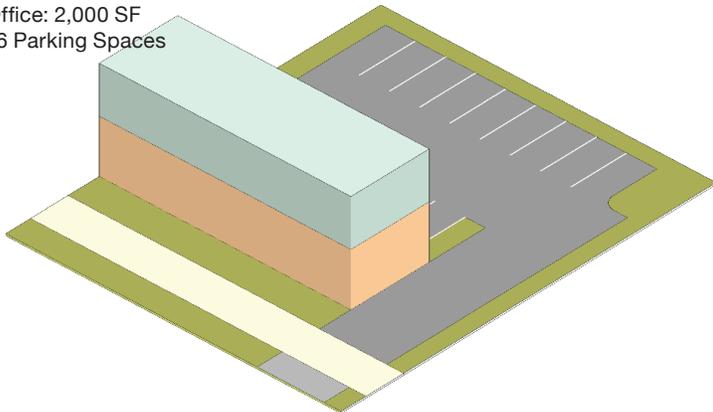
Minimum Lot Capacity

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



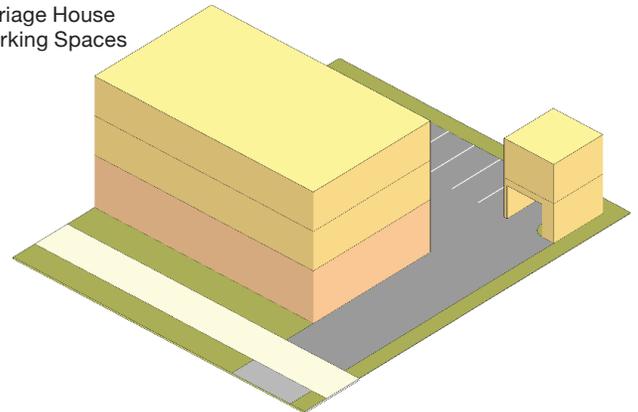
Maximum Lot Capacity

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



Minimum Lot Capacity

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



Maximum Lot Capacity

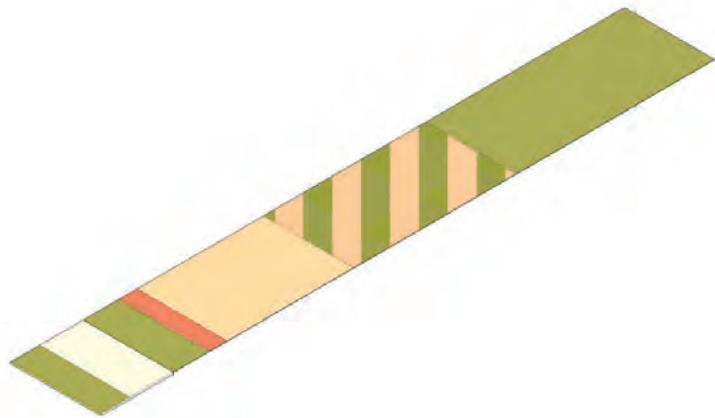
# Lot Patterns

## 6

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

### Lot Guidelines

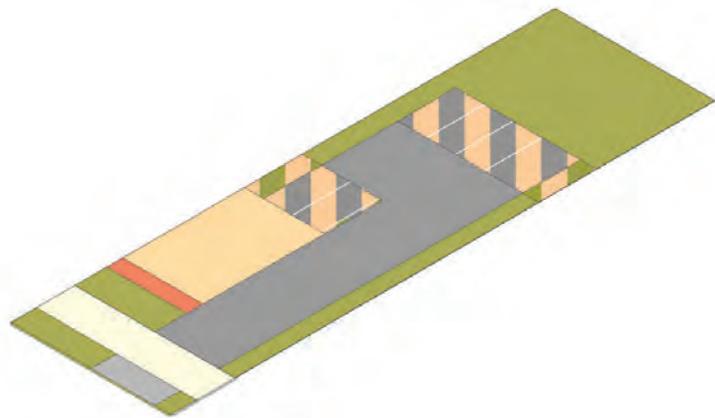
#### >100' Deep Mid-Block Lot



Lot Guideline

#### 50' Wide Lot

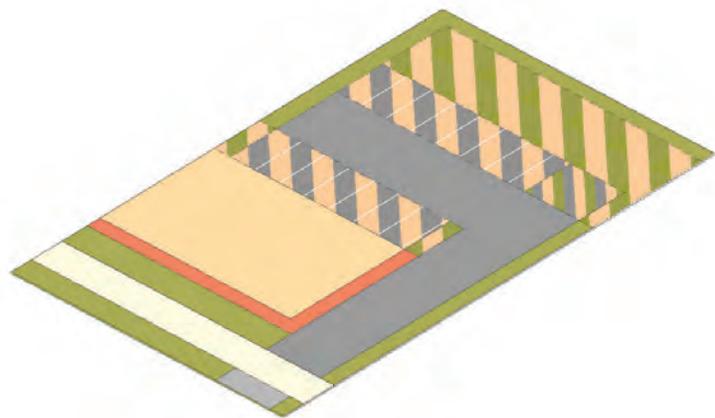
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
  - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)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



Lot Guideline

#### 50' - 100' Wide Lot

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



Lot Guideline

#### >100' Wide Lot

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

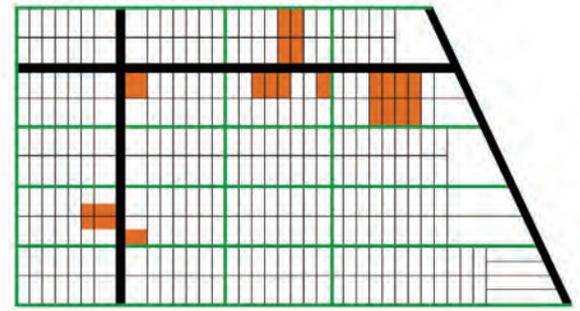
# Lot Patterns

## Lot Capacities

### >100' Deep Mid-Block Lot

#### 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.



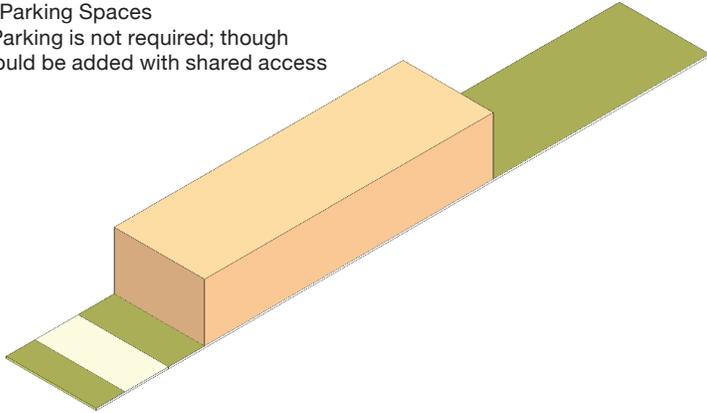
Lot Types are in **DARK ORANGE**

Various lot sizes are depicted

#### Example: 50' X 200' Lot

Commercial: 2,000 SF  
0 Parking Spaces

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

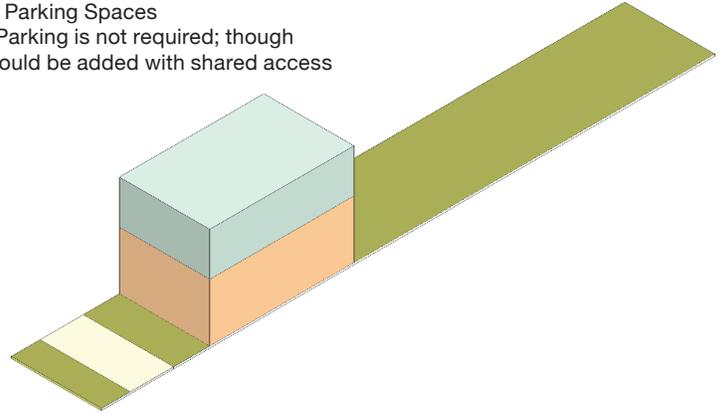


Minimum Lot Capacity

#### Commercial: 1,000 SF

Office: 1,000 SF  
0 Parking Spaces

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

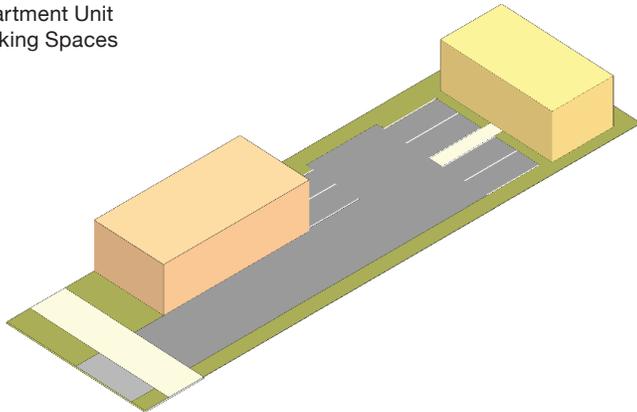


Maximum Lot Capacity

#### Example: 100' X 200' Lot

Commercial: 1,500 SF

1 Apartment Unit  
6 Parking Spaces

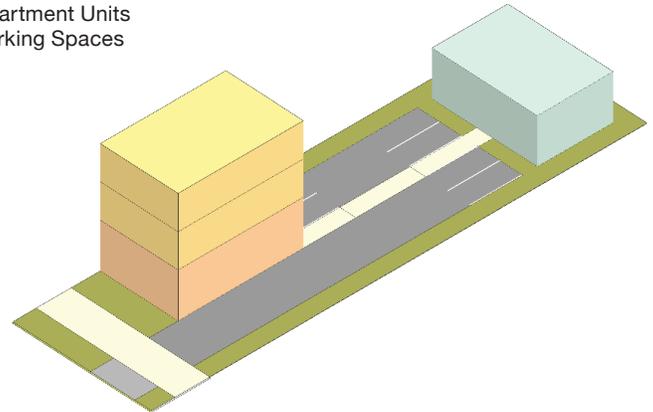


Minimum Lot Capacity

#### Commercial: 1,200 SF

Office: 1,000 SF

2 Apartment Units  
6 Parking Spaces

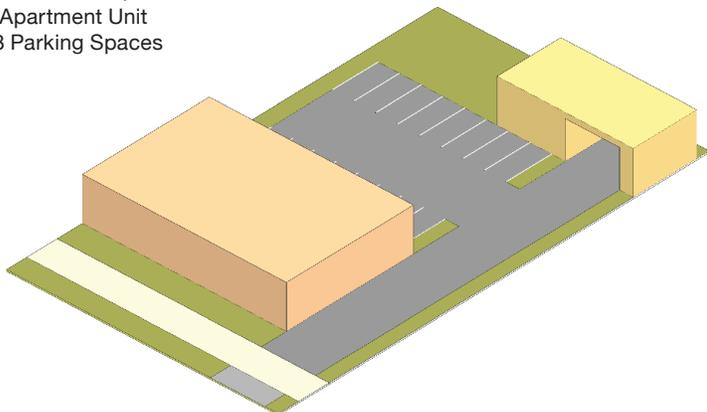


Maximum Lot Capacity

#### Example: 200' X 200' Lot

Commercial: 4,000 SF

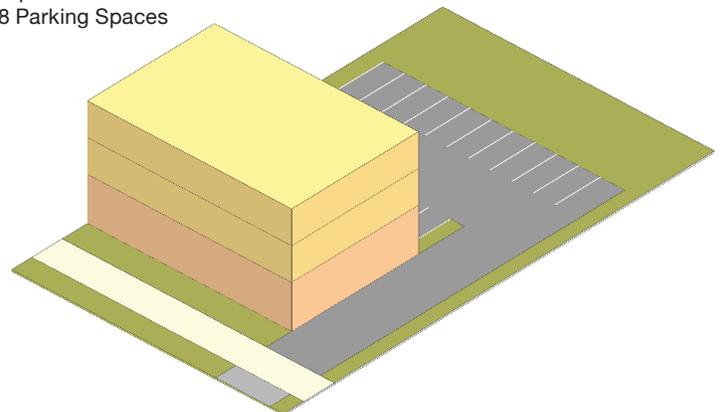
1 Apartment Unit  
18 Parking Spaces



Minimum Lot Capacity

#### Commercial: 4,000 SF

6 Apartments  
18 Parking Spaces



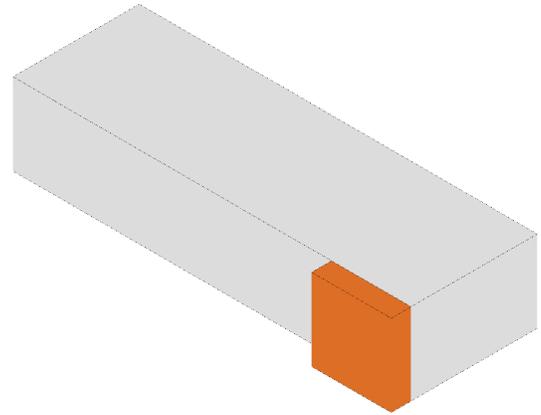
Maximum Lot Capacity

# Architectural Patterns

## One-Story Buildings with < 80' Length Facade

### Vertical

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



Vertical Articulation

### Massing

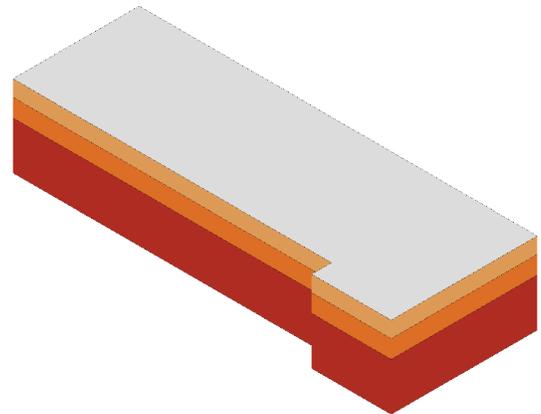
- Preferred minimum facade height in facade zones is 22'
- The preferred massing and facade composition shall be two-story

### Horizontal

- Every building has a base, middle and top

### Composition

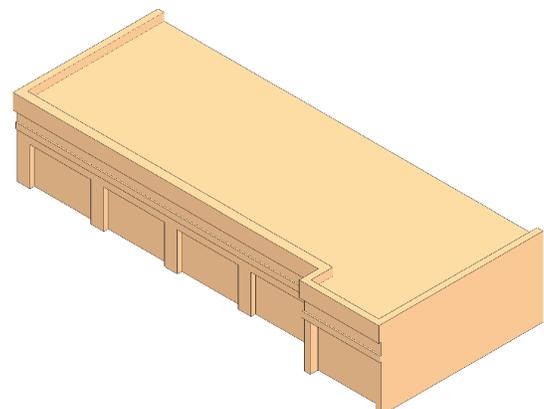
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



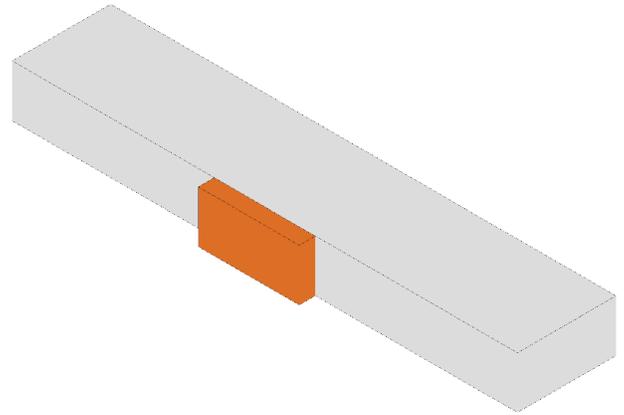
Assembly

# Architectural Patterns

## One-Story Buildings with > 80' Length Facade

### Vertical

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



Vertical Articulation

### Massing

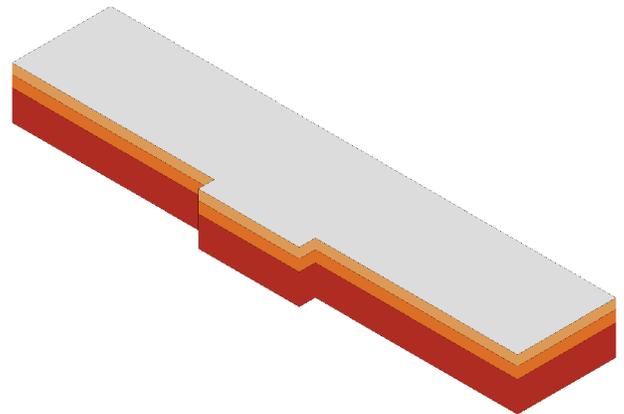
- Preferred minimum facade height in facade zones is 22'
- The preferred massing and facade composition shall be two-story

### Horizontal

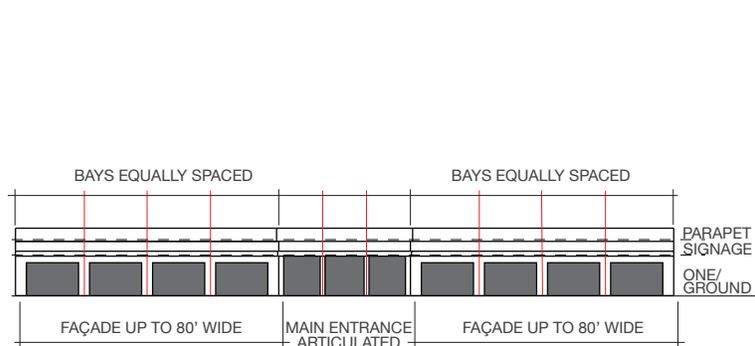
- Every building has a base, middle and top

### Composition

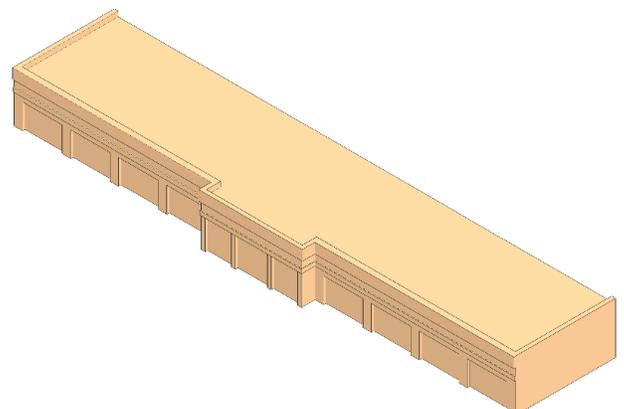
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



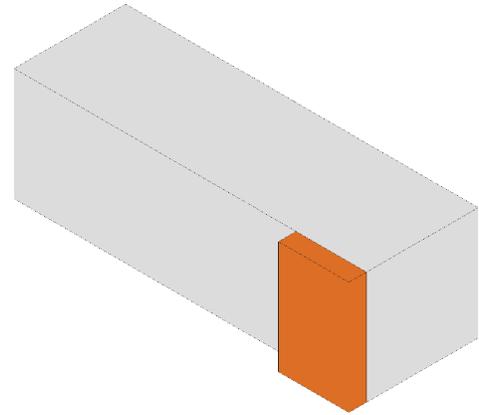
Assembly

# Architectural Patterns

## Two-Story Buildings with < 80' Length Facade

### Vertical

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



Vertical Articulation

### Massing

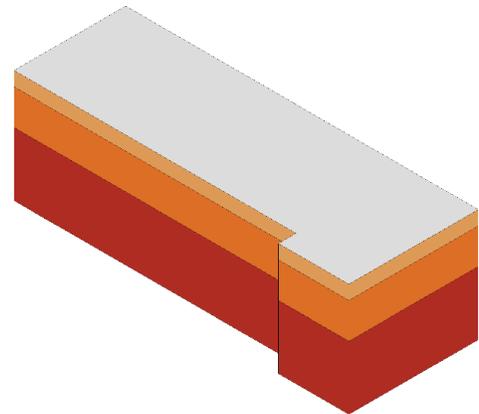
- Preferred minimum facade height in facade zones is 30'

### Horizontal

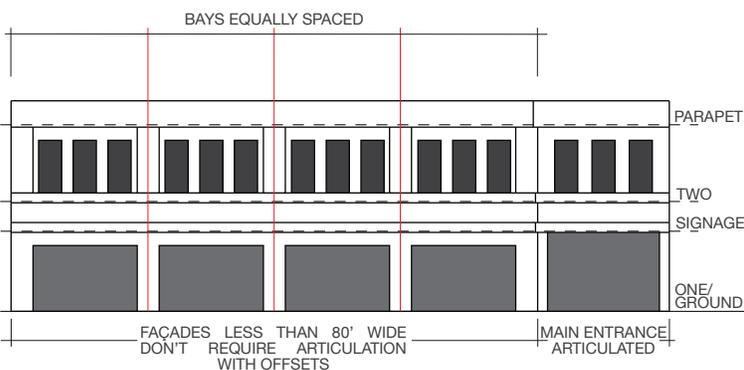
- Every building has a base, middle and top

### Composition

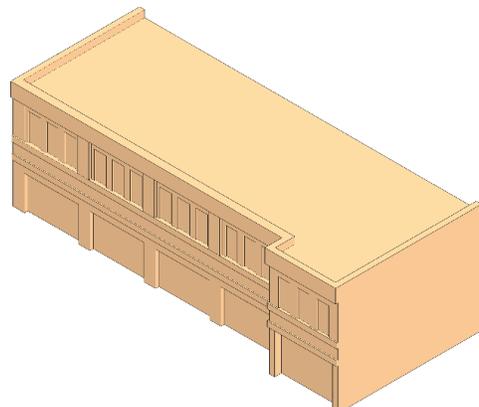
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



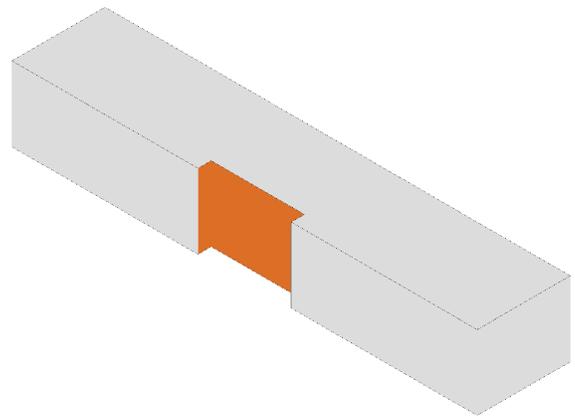
Assembly

# Architectural Patterns

## Two-Story Buildings with > 80' Length Facade

### Vertical

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



Vertical Articulation

### Massing

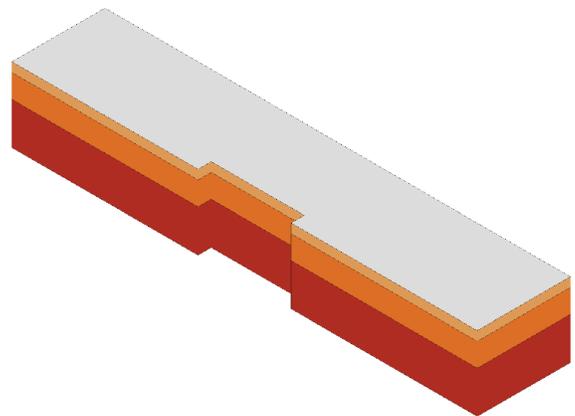
- Preferred minimum facade height in facade zones is 30'

### Horizontal

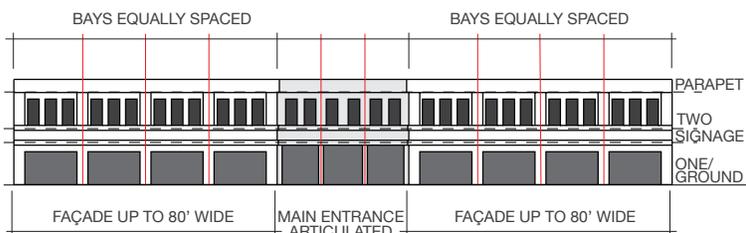
- Every building has a base, middle and top

### Composition

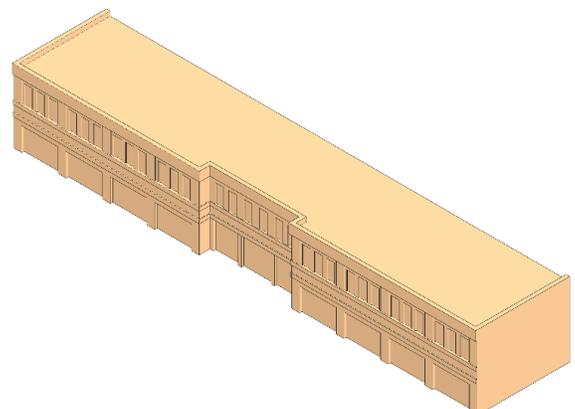
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



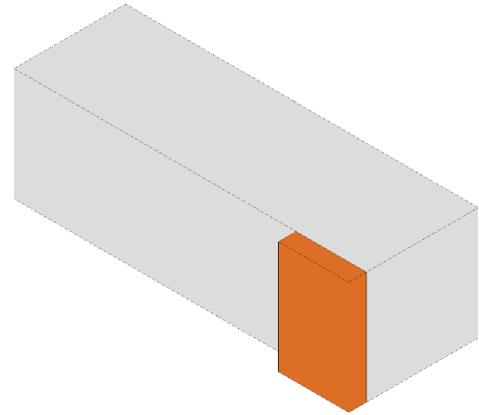
Assembly

# Architectural Patterns

## Multi-Story Buildings with < 80' Length Facade

### Vertical

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



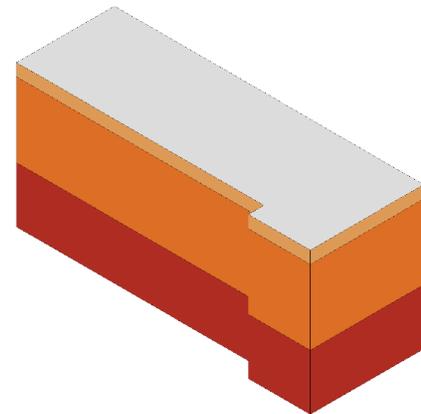
Vertical Articulation

### Horizontal

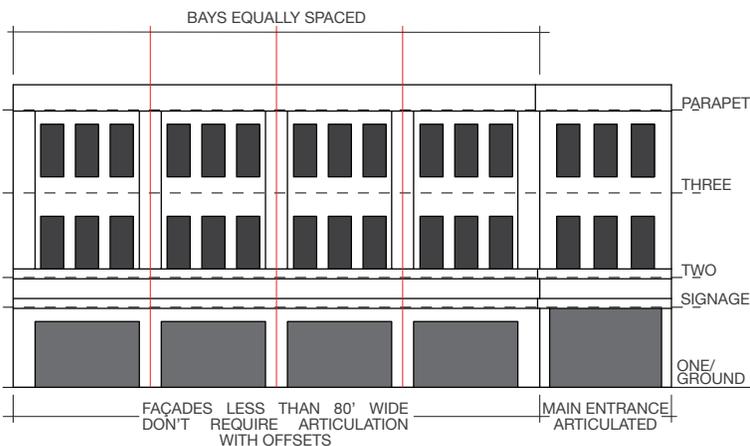
- Every building has a base, middle and top

### Composition

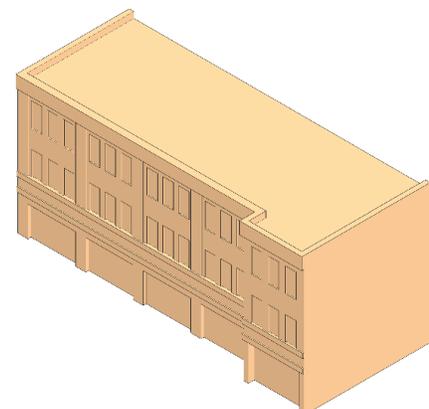
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



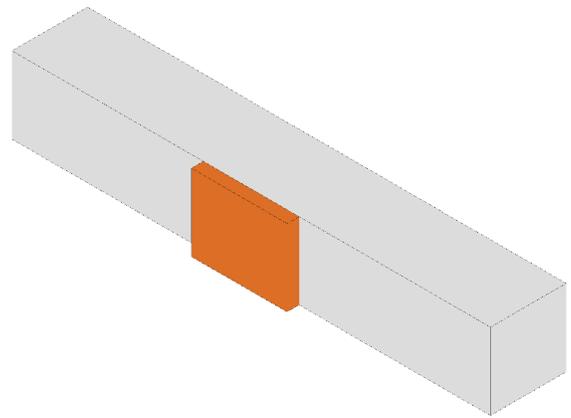
Assembly

# Architectural Patterns

## Multi-Story Buildings with > 80' Length Facade

### Vertical

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



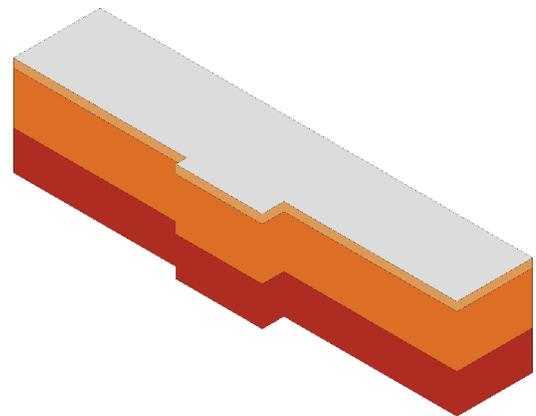
Vertical Articulation

### Horizontal

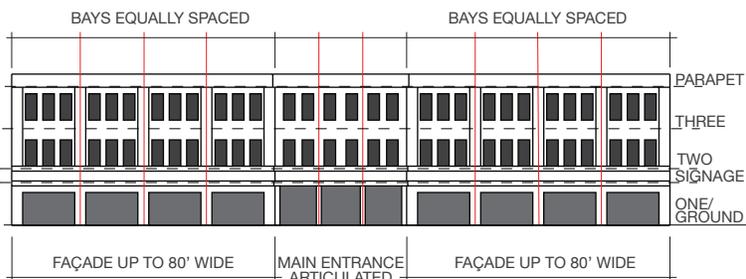
- Every building has a base, middle and top

### Composition

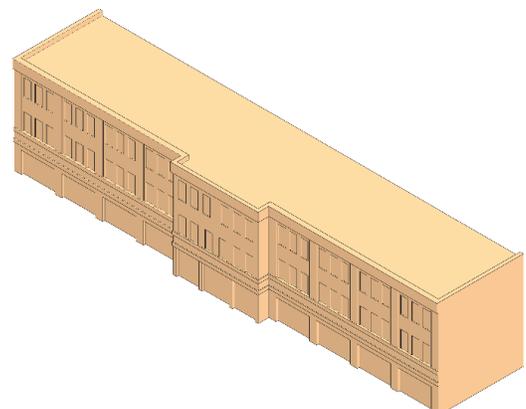
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



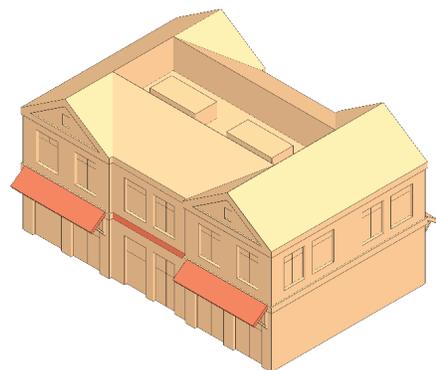
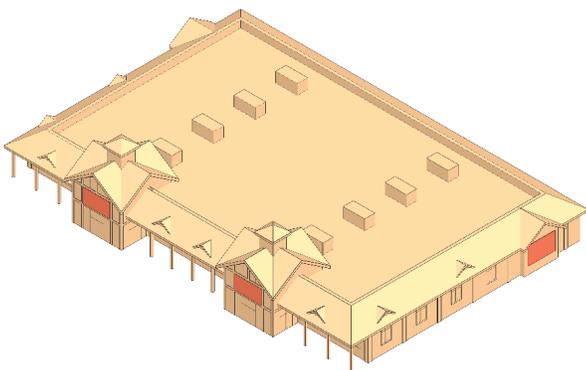
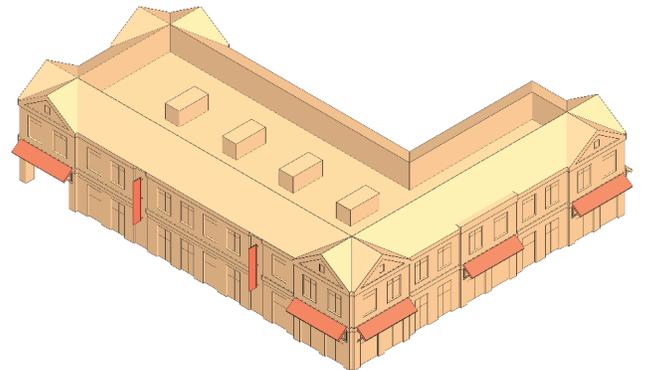
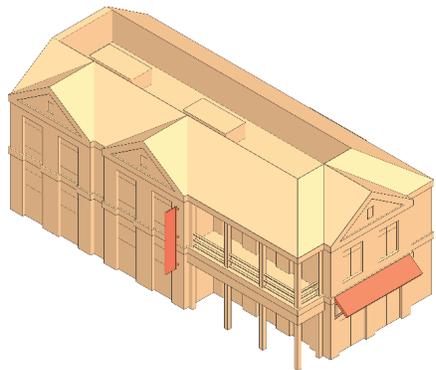
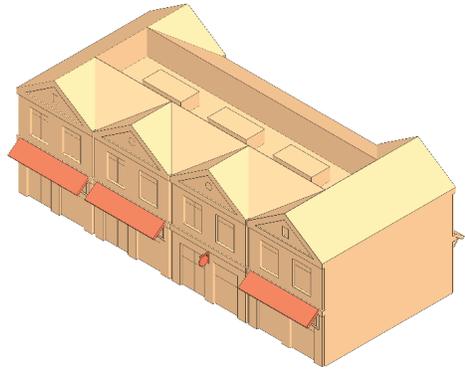
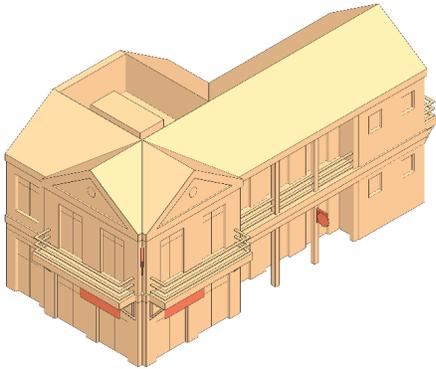
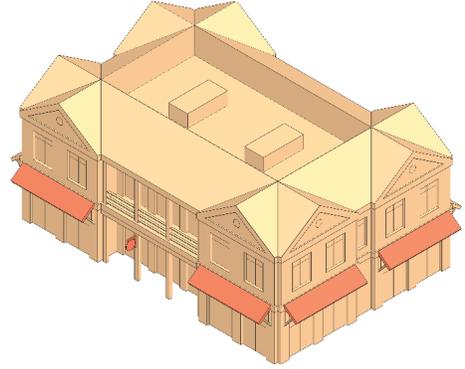
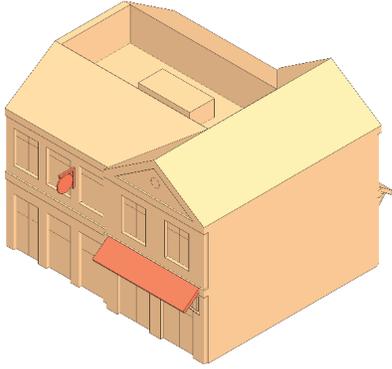
Assembly

# Signage

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

## Placement Options

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# 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

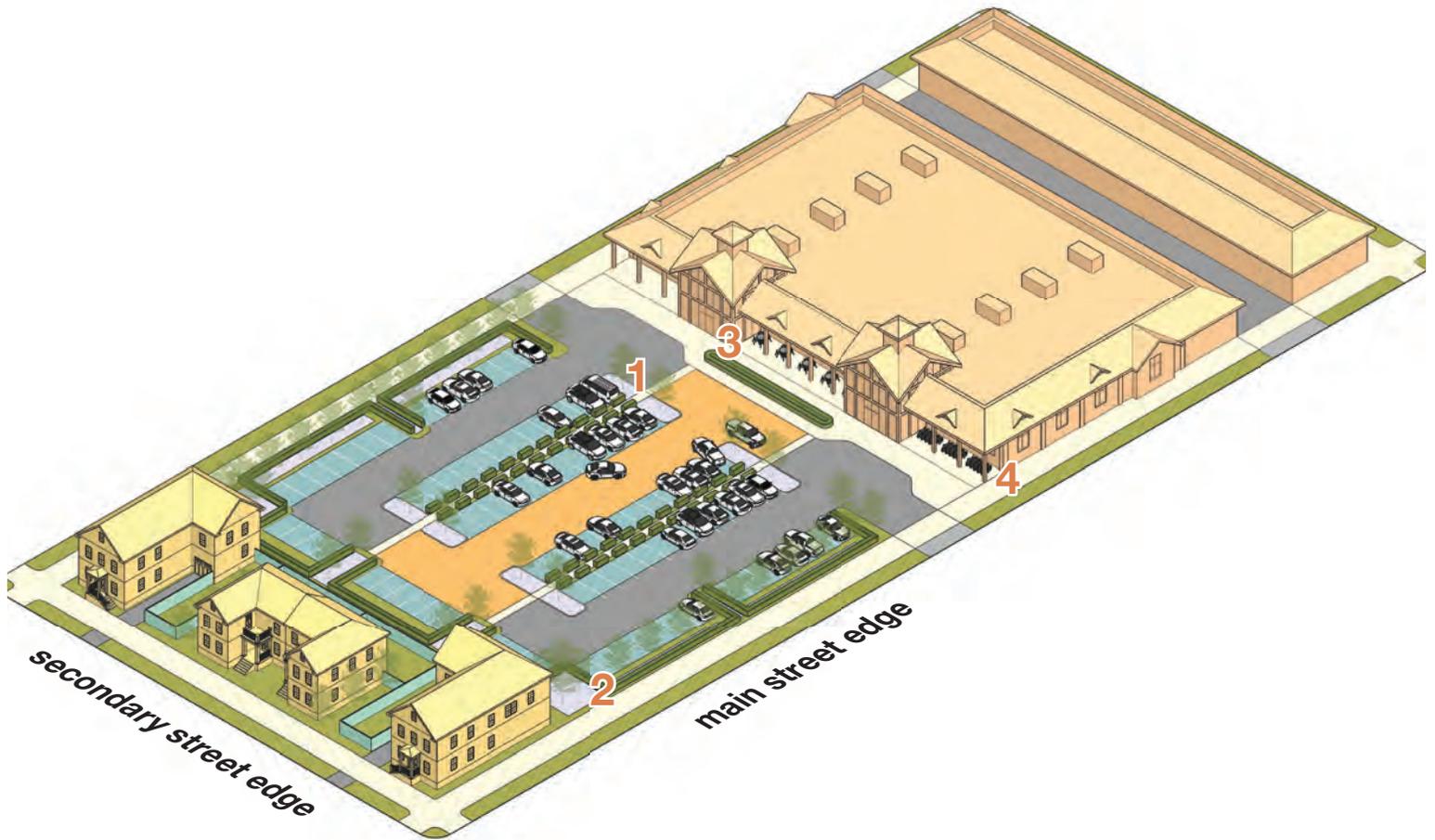
## Examples



# 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

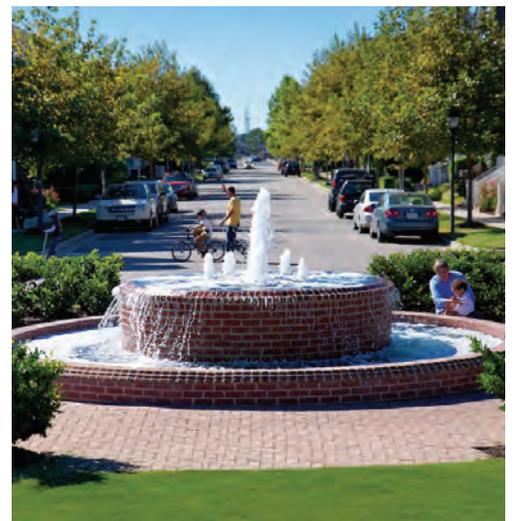
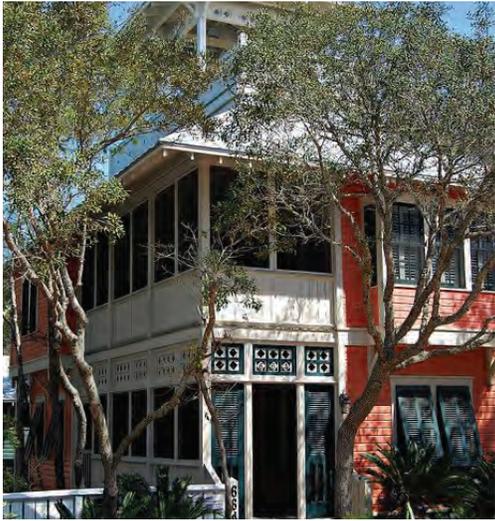


4. Pedestrian Facilities

# 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

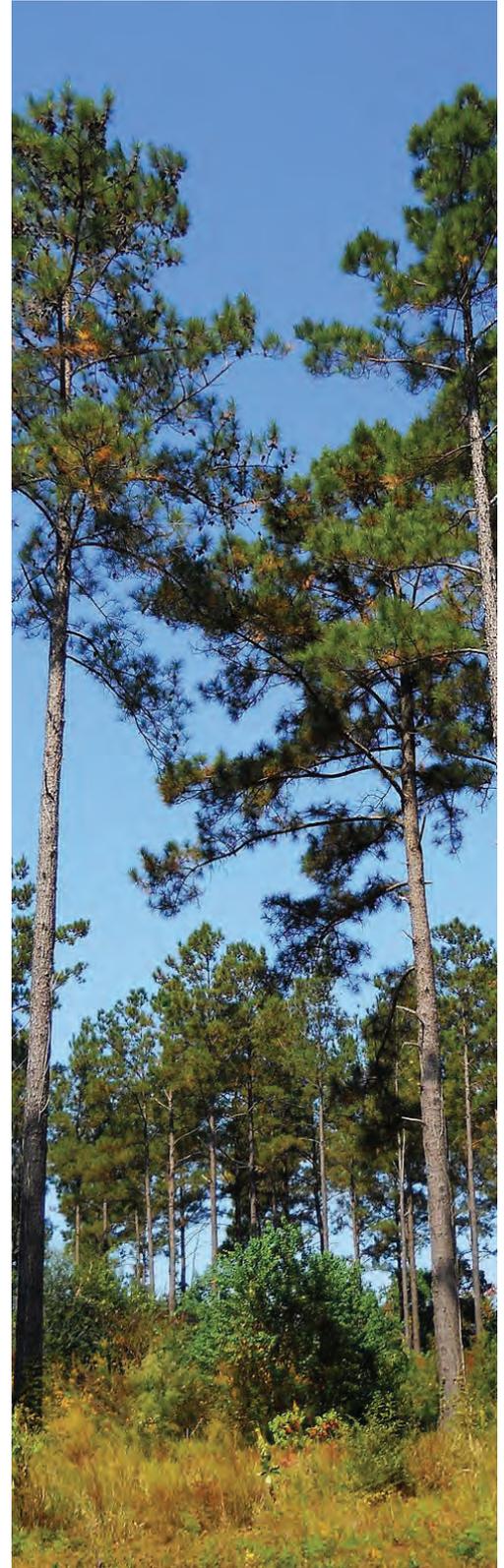
- Blanket Flower, Gaillardia (*Gaillardia pulchella*)
- Butterfly Weed (*Asclepias tuberosa*)
- Daylily (*Hemerocallis* spp.)
- Firebush (*Hamelia patens*)
- Hibiscus (*Hibiscus moscheutos*)
- Mexican Heather (*Cuphea hyssopifolia*)
- Purple Coneflower (*Echinacea purpurea*)
- Seaside Goldenrod (*Solidago 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

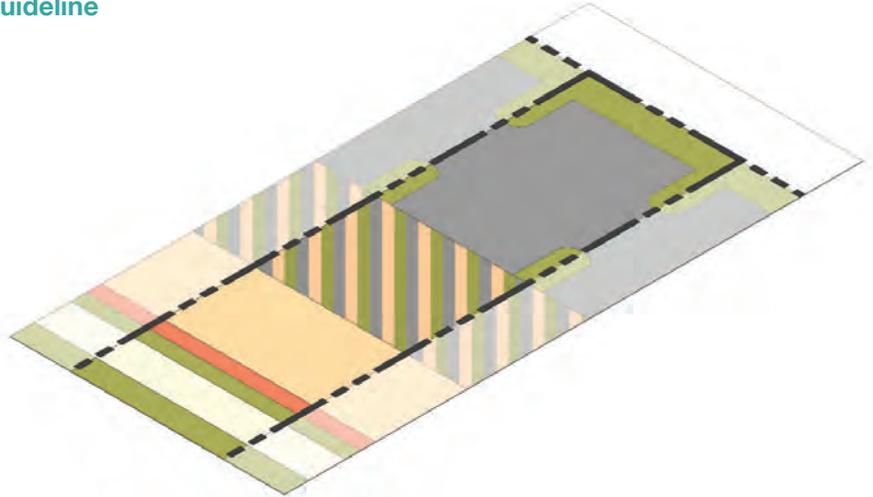
 Landscaped Area	 Commercial Use	<b>Flexible Areas:</b>	 Parking-Landscaping
 Pedestrian Path	 Residential Use		 Parking-Building
 Primary Facade	 Amenities		 Landscaping-Building
 Parking	 Roads		 Parking-Landscaping-Building

## Development Concept

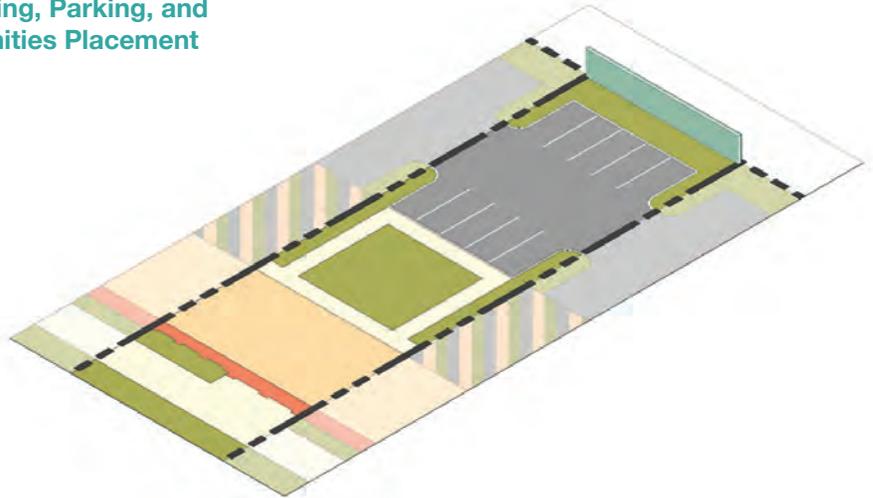
### In-Line Mixed-Use

#### Lot Guideline

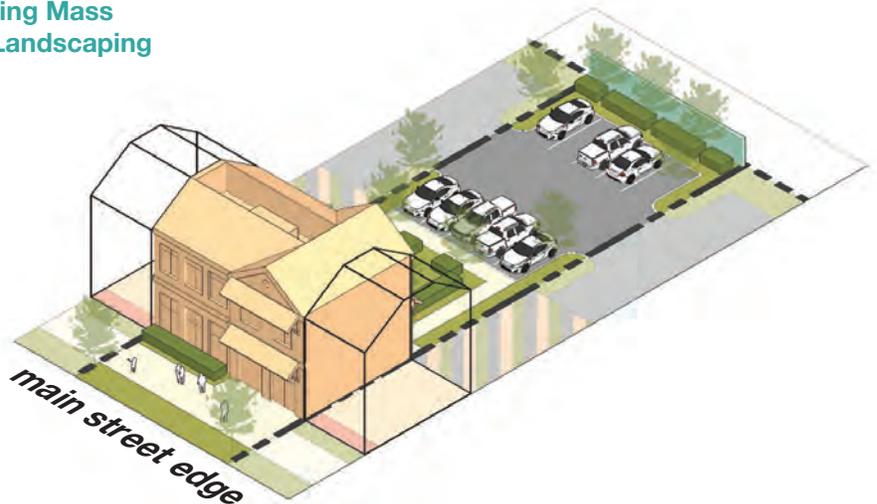
- 50' wide X 150' deep mid-block lot condition
- First floor is retail or service commercial
- Second floor is either commercial or residential
- As shown, this lot development is dependent on sharing parking access with adjacent properties
- Full facade frontage is encouraged and shown, though the possibility 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



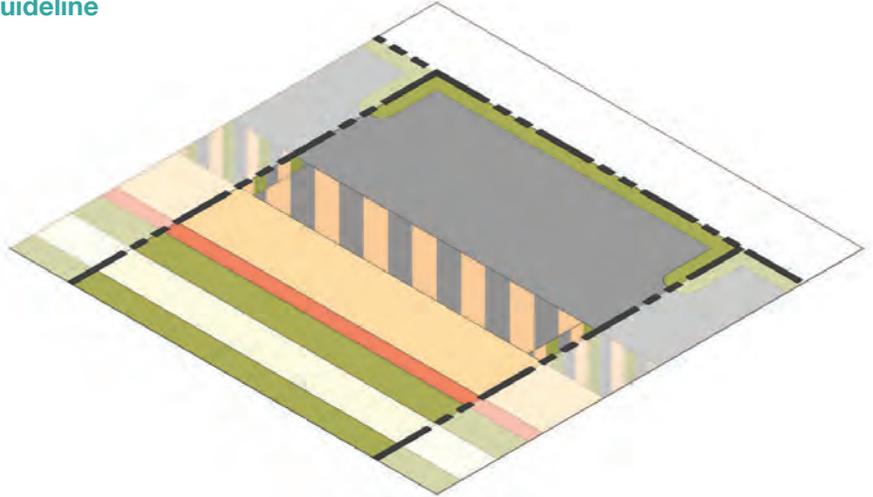
# Applications

## Development Concept

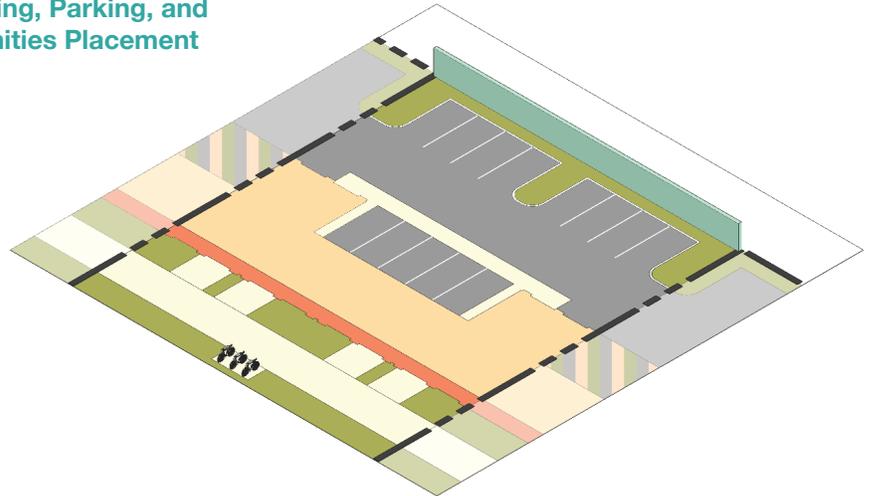
### In-Line Commercial

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

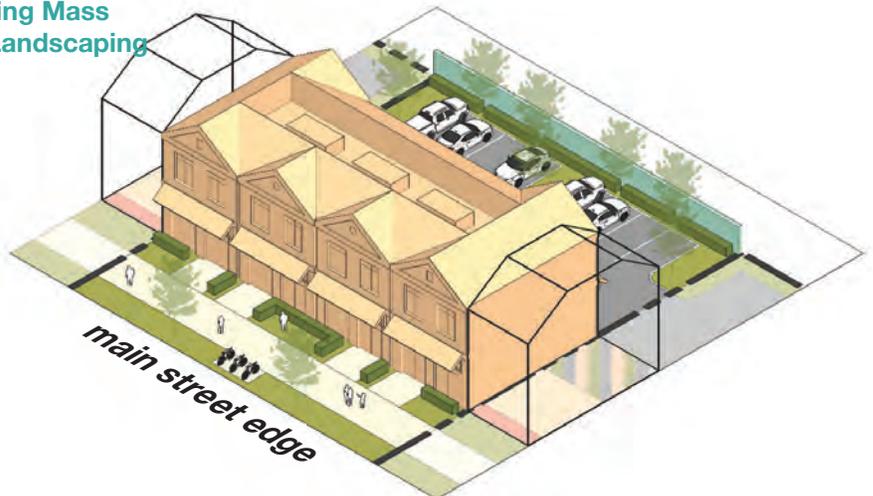
### Lot Guideline



### Building, Parking, and Amenities Placement



### Building Mass and Landscaping



# Applications

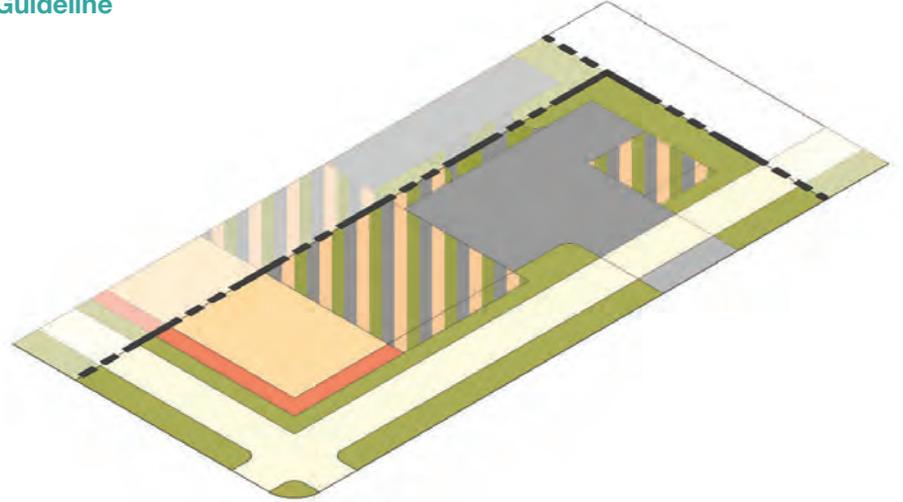
 Landscaped Area	 Commercial Use	<b>Flexible Areas:</b>	 Parking-Landscaping
 Pedestrian Path	 Residential Use		 Parking-Building
 Primary Facade	 Amenities		 Landscaping-Building
 Parking	 Roads		 Parking-Landscaping-Building

## Development Concept

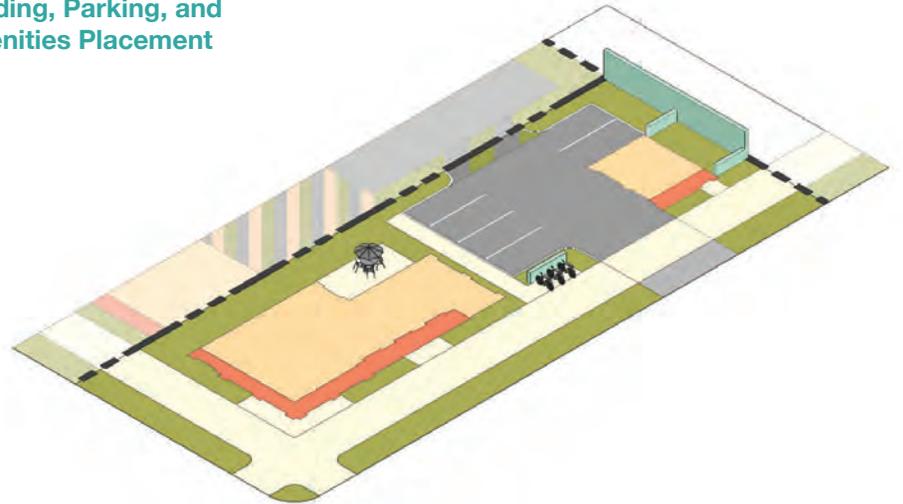
### Stand-Alone Mixed-Use

#### Lot Guideline

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



#### Building, Parking, and Amenities Placement



#### Building Mass and Landscaping



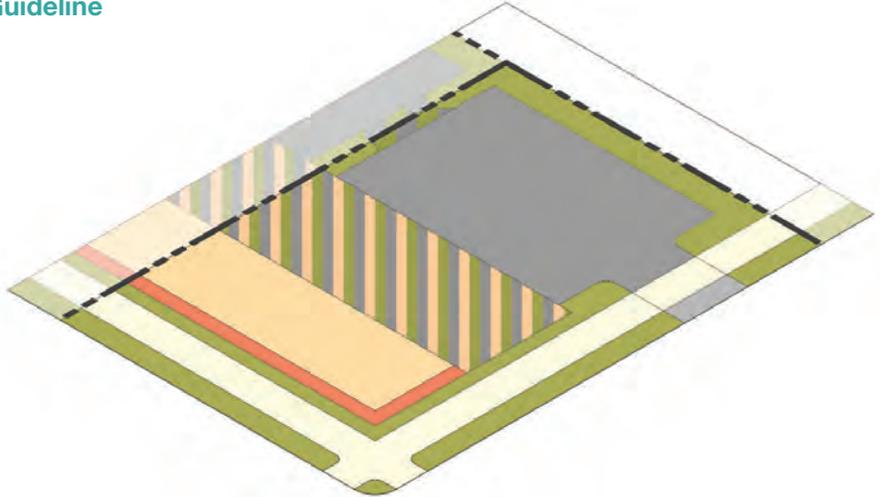
# Applications

## Development Concept

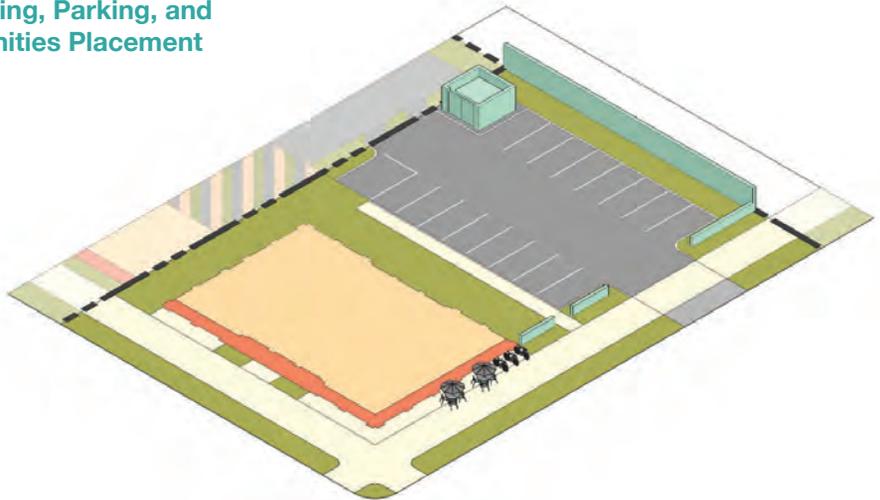
### Small-Box Commercial

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

### Lot Guideline



### Building, Parking, and Amenities Placement



### Building Mass and Landscaping



# Applications

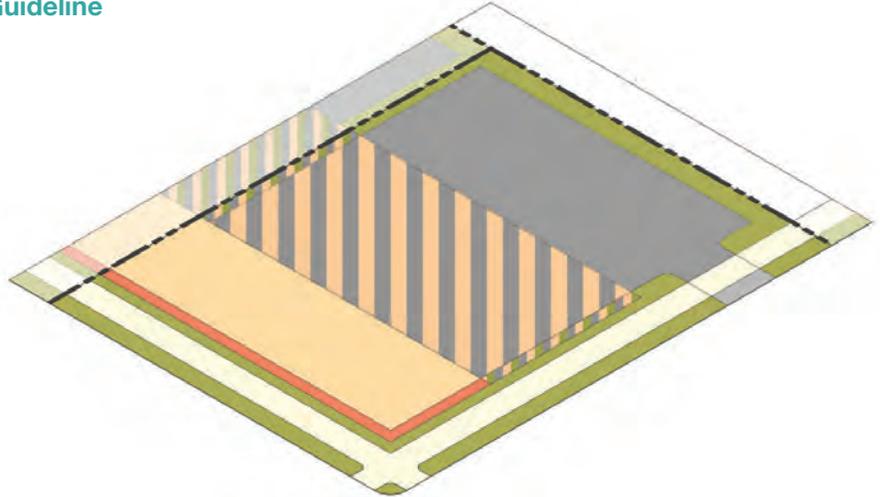
 Landscaped Area	 Commercial Use	<b>Flexible Areas:</b>	 Parking-Landscaping
 Pedestrian Path	 Residential Use		 Parking-Building
 Primary Facade	 Amenities		 Landscaping-Building
 Parking	 Roads		 Parking-Landscaping-Building

## Development Concept

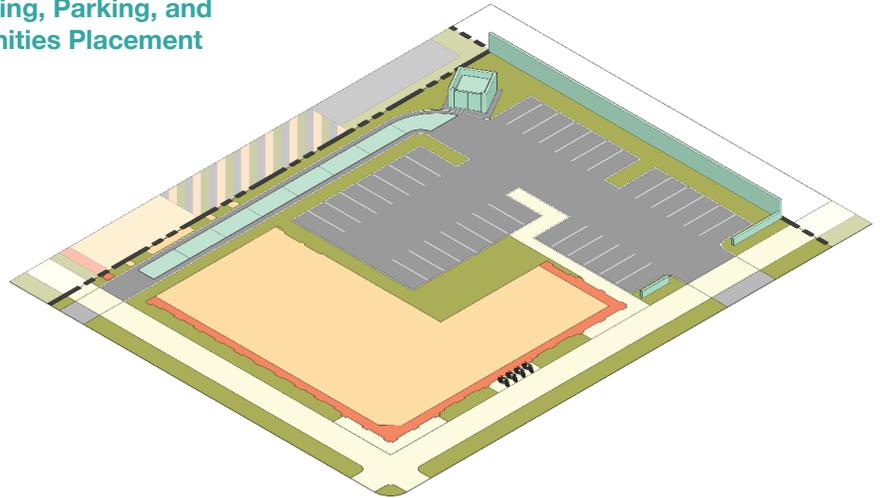
### Medium-Box Retail

#### Lot Guideline

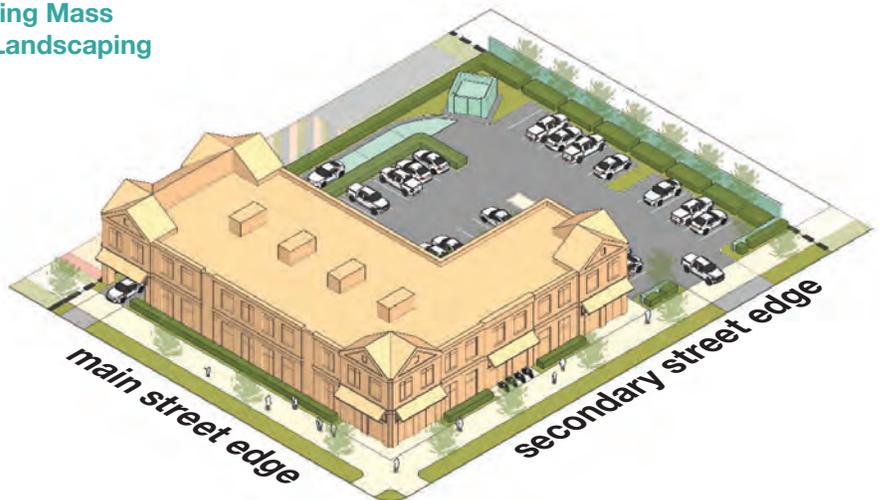
- 150' wide X 200' deep mid-block lot condition
- First floor is retail
- Parking shall be screened from the right-of-way by fencing and landscaping
- Full facade frontage is encouraged and shown, and complete at drive-through
- Amenities include ample open space (with potential for stormwater management), 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



#### Building, Parking, and Amenities Placement



#### Building Mass and Landscaping



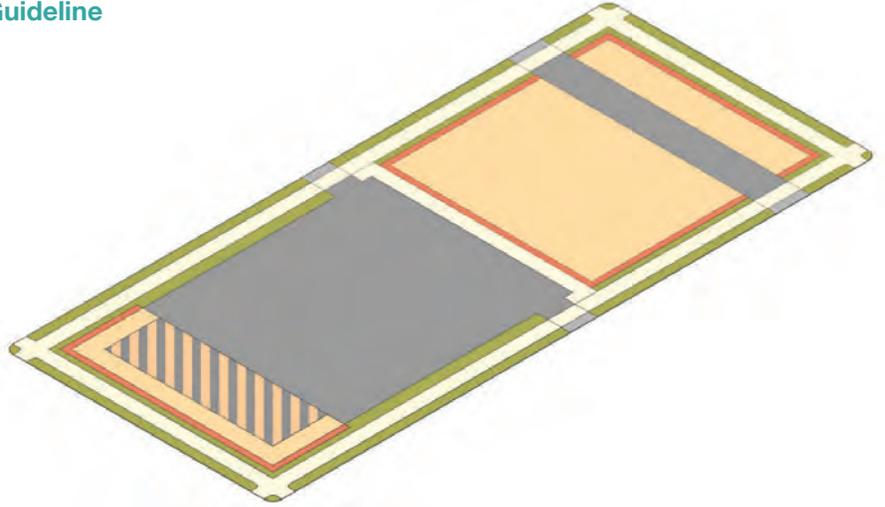
# Applications

## Development Concept

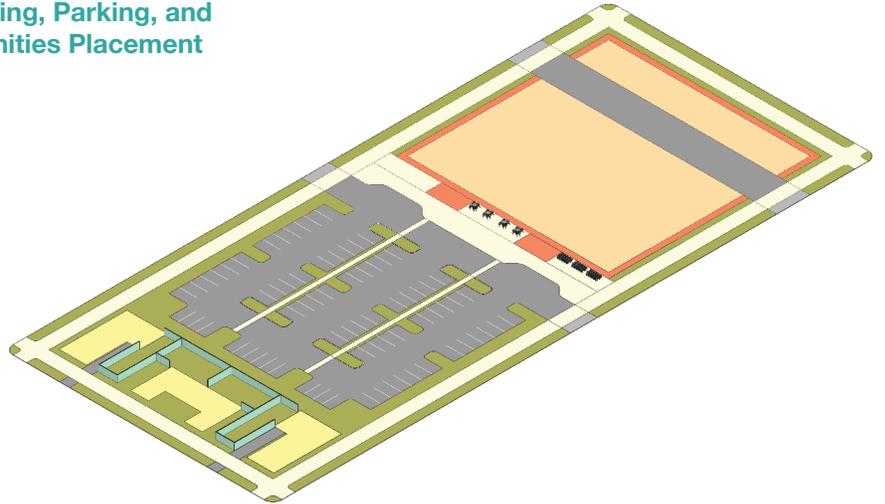
### Big-Box Retail

- 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

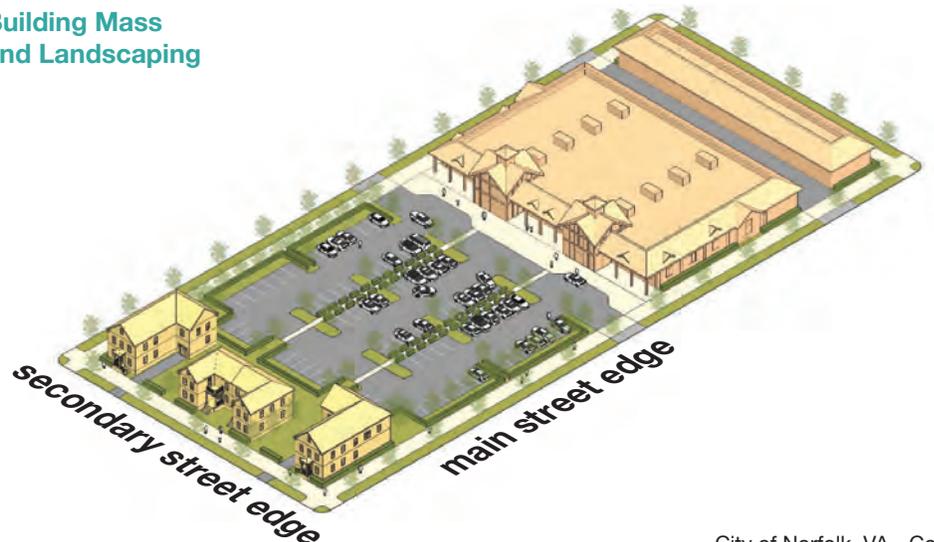
### Lot Guideline



### Building, Parking, and Amenities Placement



### Building Mass and Landscaping



# Applications

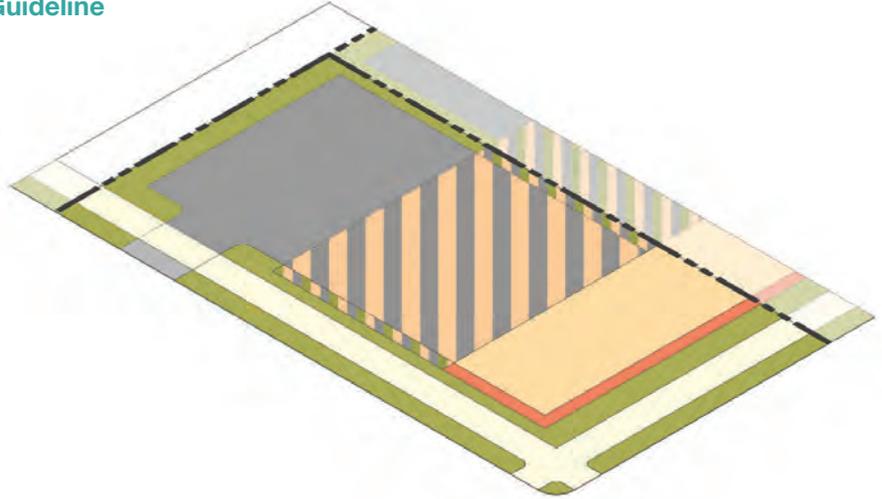
 Landscaped Area	 Commercial Use	<b>Flexible Areas:</b>	 Parking-Landscaping
 Pedestrian Path	 Residential Use		 Parking-Building
 Primary Facade	 Amenities		 Landscaping-Building
 Parking	 Roads		 Parking-Landscaping-Building

## Development Concept

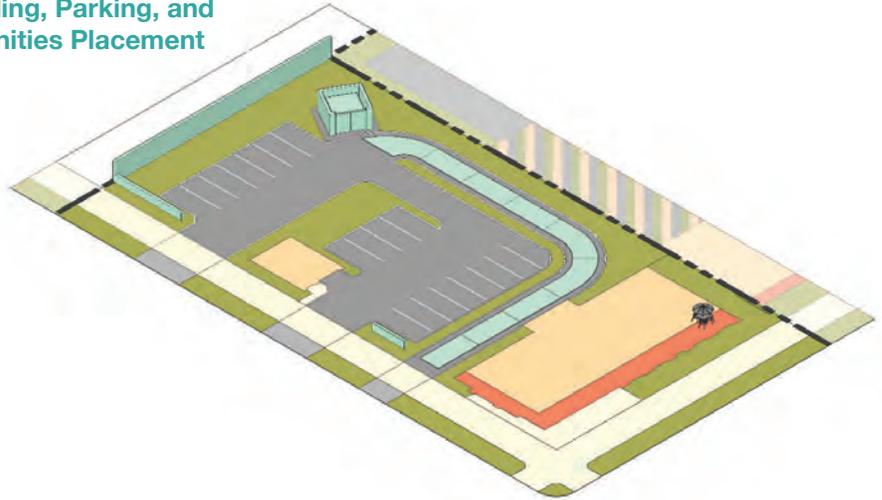
### Drive-Through

- 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



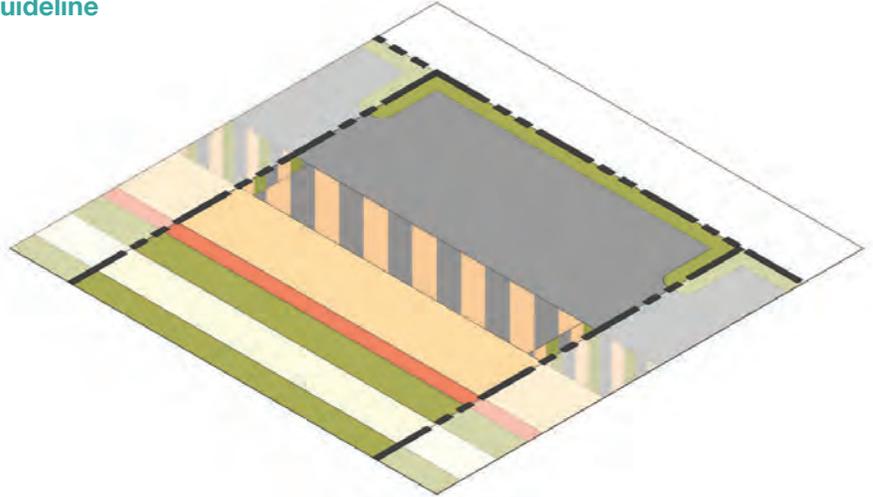
# Applications

## Development Concept

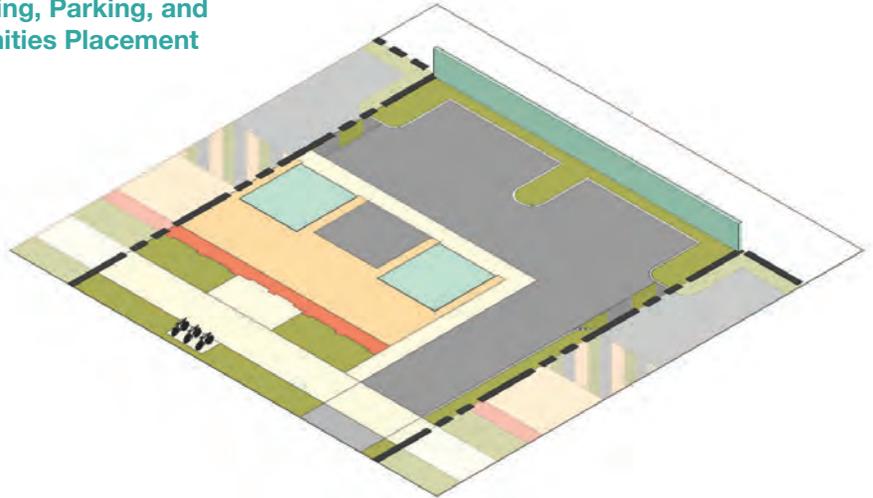
### Vehicle Oriented

- 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

