

Commercial and Mixed-Use Pattern Book Traditional Character District



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

July 2019

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Purpose and Goals

Purpose:

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

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

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

Goals for the Pattern Book:

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

Development Checklist:

00	Have you read the Introduction Section?	
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

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

Using the Commercial and Mixed-Use Pattern Book

1

Find Your Character District

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

4

Identify Your Street Type and Pattern

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

2

Follow the Development Matrix in the Community Patterns Section

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

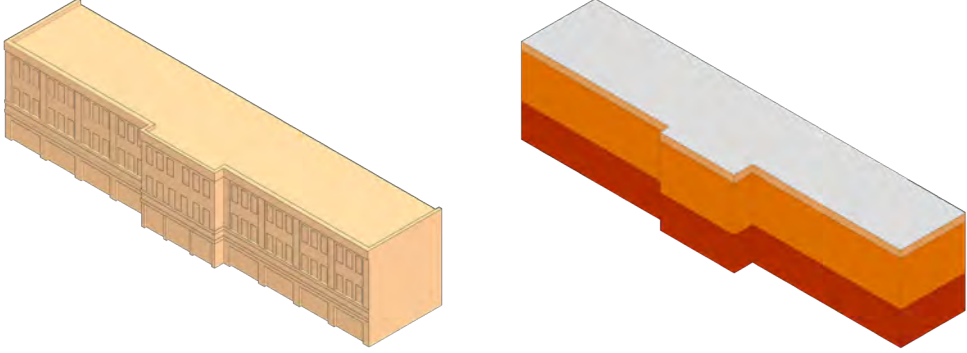
BUILDING FORMS AND TYPES	VEHICLE/PARKING LOT ORIENTED	STREET TYPES																
		VEHICLE ORIENTED								PEDESTRIAN FRIENDLY								
		DRIVE-THROUGH								STAND-ALONE MIXED-USE								
		BIG-BOX RETAIL								IN-LINE COMMERCIAL								
	TRADITIONAL STREET ORIENTED	MEDIUM-BOX RETAIL								IN-LINE MIXED-USE								
		SMALL-BOX COMMERCIAL								STAND-ALONE MIXED-USE								
		VEHICLE ORIENTED								PEDESTRIAN FRIENDLY								
		VEHICLE ORIENTED								PEDESTRIAN FRIENDLY								
		CORNER								MID-BLOCK								
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Using the Commercial and Mixed-Use Pattern Book

7

Use Architectural Patterns to Determine Massing and Facade Composition

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



Using the Commercial and Mixed-Use Pattern Book

10

Select Appropriate Landscape Materials

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



8

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

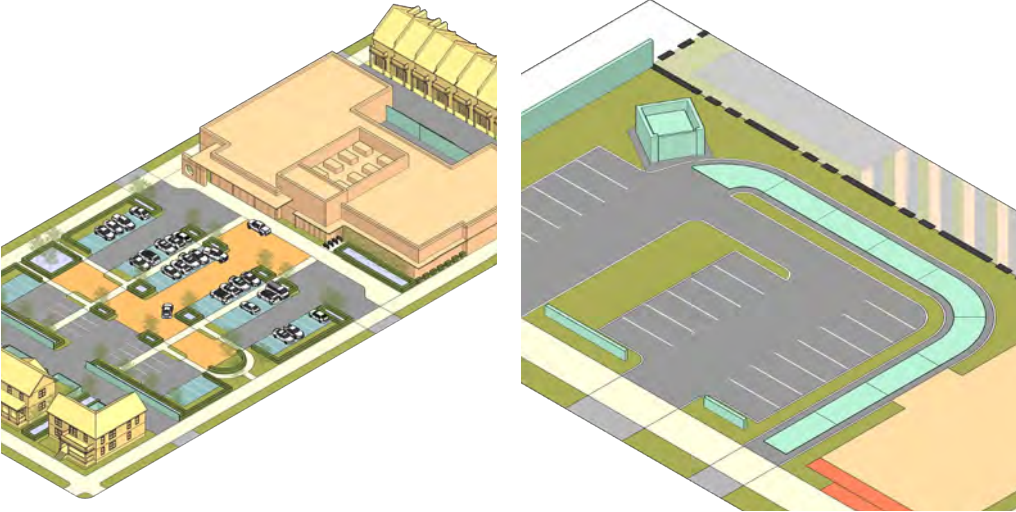
- Building signage placement
- Architectural treatment
- Types of Signage:
 - Site
 - Building Surface
 - Projecting



9

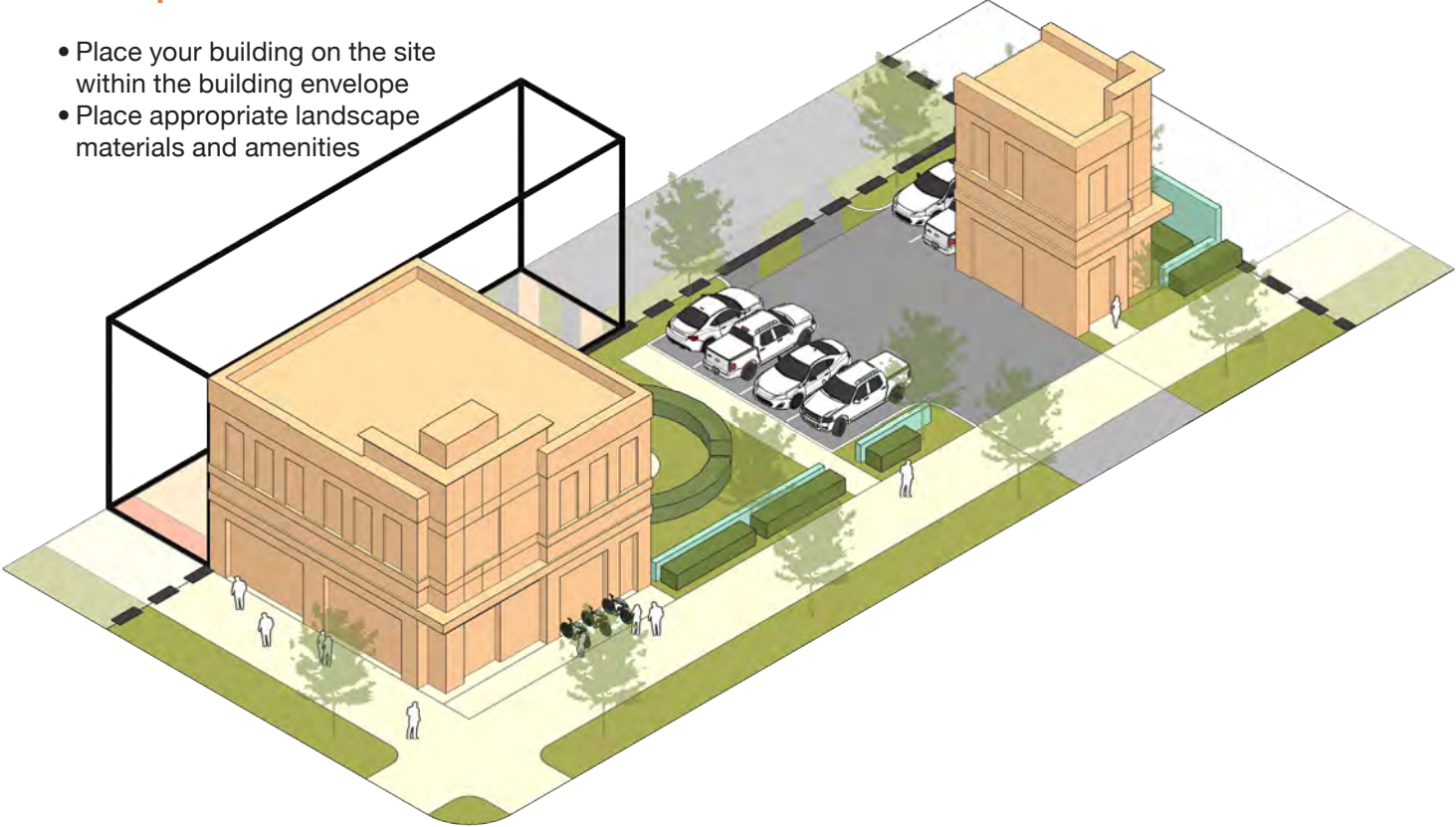
Design and Place Site Amenities

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



Submit Your Proposed Development

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



Character Districts

Attributes

Traditional Character District

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



Suburban Character District

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

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



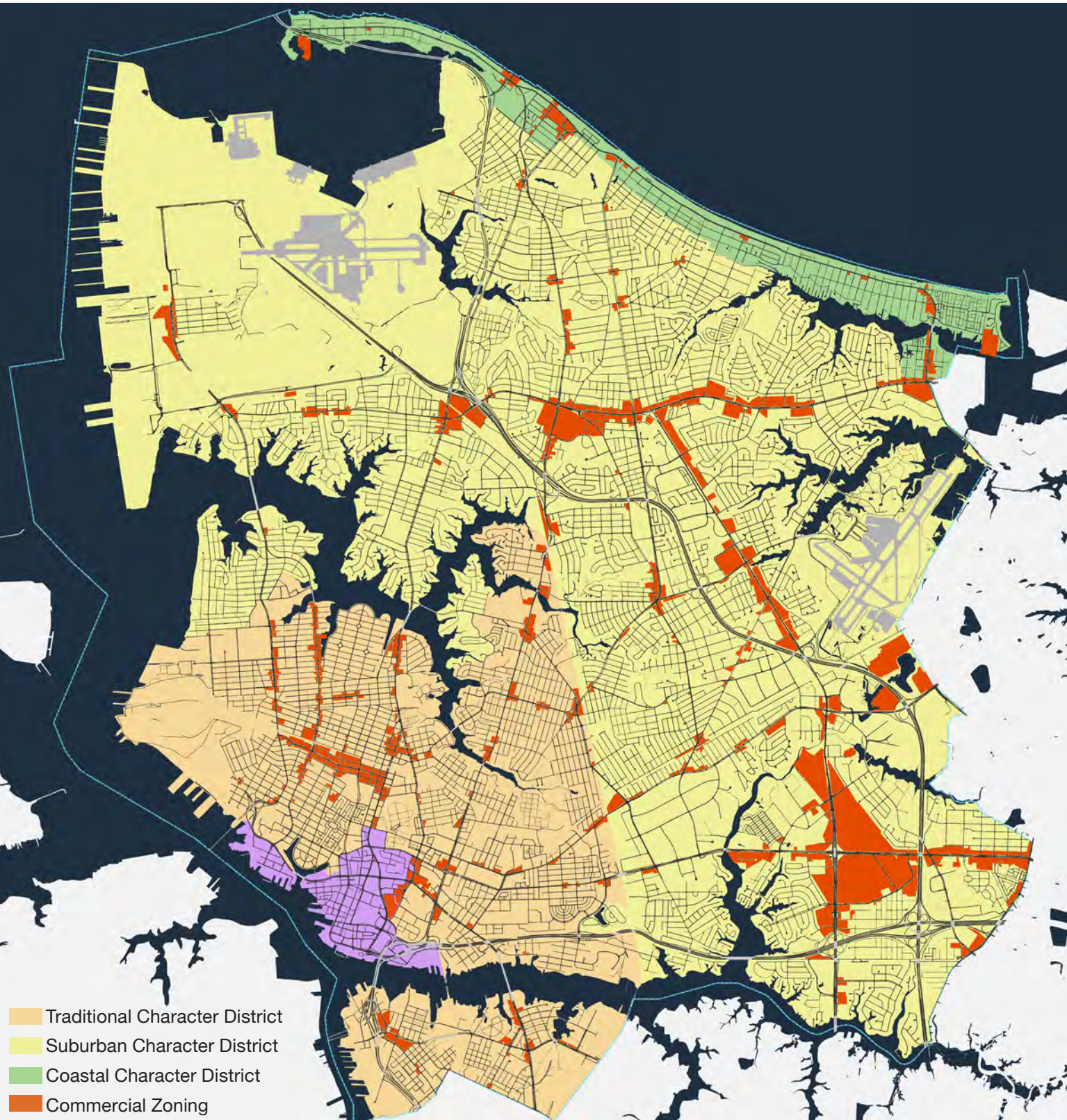
Coastal Character District

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



Character Districts

Character District Map



Traditional Character District

Community Patterns: Essential Attributes

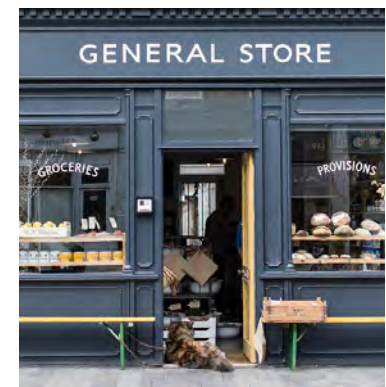
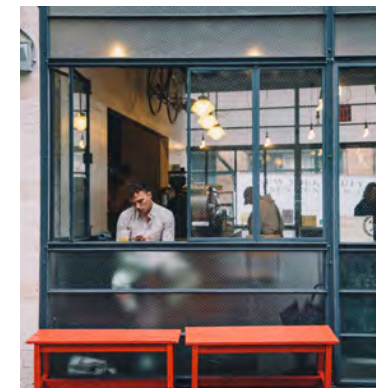
Community Patterns

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

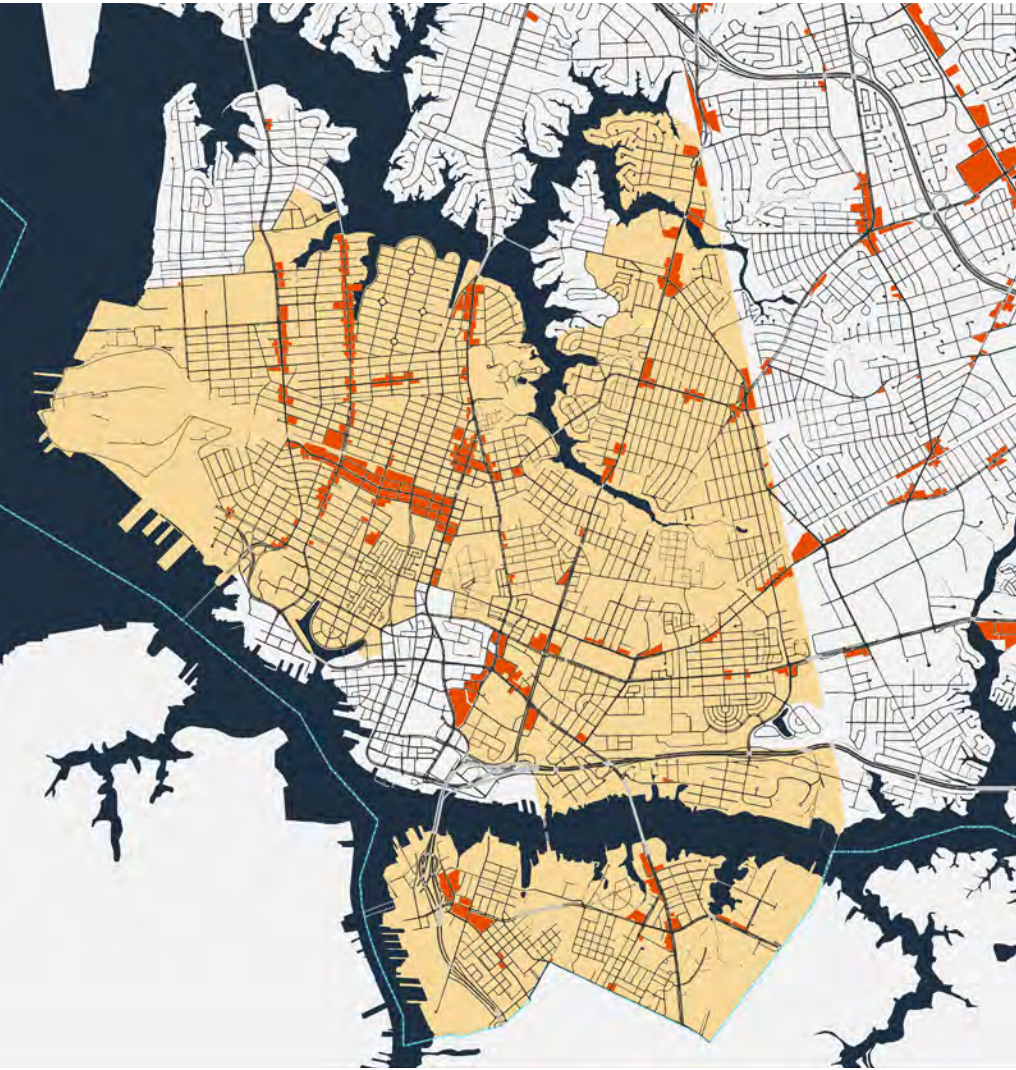


Architectural Patterns

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



Traditional Character District: Overview of Commercial Districts and Corridors



Traditional Character District

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

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

- 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

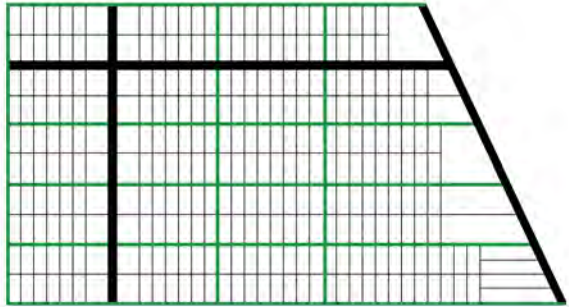
Block Type and Commercial Patterns

- 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

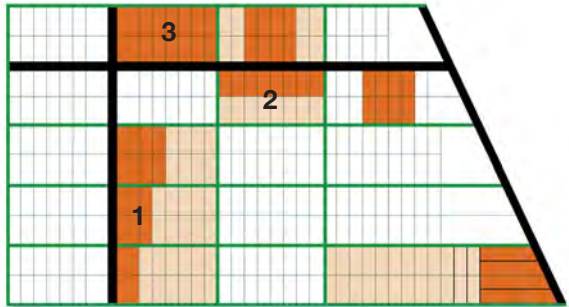
- Standard lot depth is 100'
- Short block frontages:
 - Lots have been expanded by acquiring adjacent non-commercial properties
 - Short block lots sizes include: 100', 150', and 200' deep lots
- Long block frontages:
 - Lots have been expanded by acquiring adjacent non-commercial properties to create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

Street Type and Patterns



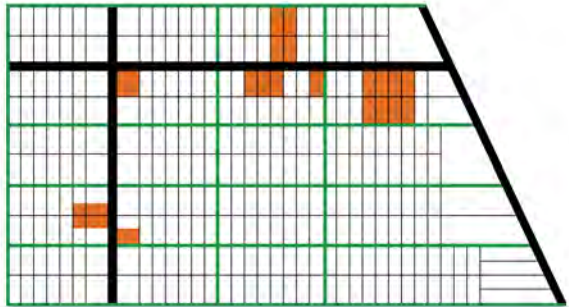
- Main streets are in **BLACK**
- Secondary (side) streets are in **GREEN**
- Lot boundaries are in **LIGHT GREY**

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	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	PREFERRED	PREFERRED	PREFERRED	PREFERRED
LOT TYPE	CORNER	100' DEEP	25'-50' WIDE	PREFERRED	PREFERRED	PREFERRED	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			> 100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE
		150' DEEP	20'-50' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE
			> 100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS
	MID-BLOCK	200' DEEP	20'-50' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE
			> 100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS
		150' DEEP	20'-50' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE
			> 100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS
		200' DEEP	20'-50' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE	NOT APPROPRIATE
			50'-100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE
			> 100' WIDE	PREFERRED	PREFERRED	ACCEPTABLE WITH APPROPRIATE DESIGNS	ACCEPTABLE WITH APPROPRIATE DESIGNS	NOT APPROPRIATE	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
- Local precedent along Colley Avenue in Ghent and Granby Street in Riverview

In-Line Commercial

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

Stand-Alone Mixed-Use

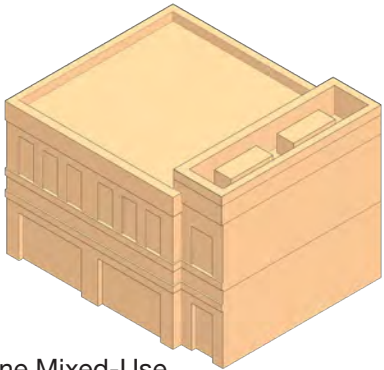
- Multi-story
- Street oriented retail frontage
- Shop fronts divided
- First floor: retail/office
- Upper floor(s): retail/office/residential
- Separate entry for upper floors
- Appropriate bookend(s) for In-Line Mixed-Use
- Local precedent along 21st Street in Ghent

Small-Box Commercial

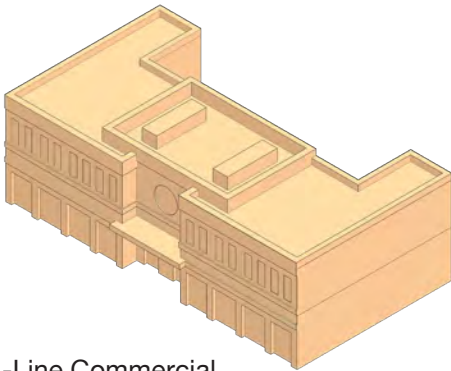
- One-story (though the massing and facade composition shall be two-story)
- Up to 7,500 SF
- Typically stand-alone, though simple modification allows for bookending with adjacent buildings
- Local precedent: Taste in Ghent (which is an excellent example of adaptive re-use)

Building Forms and Types

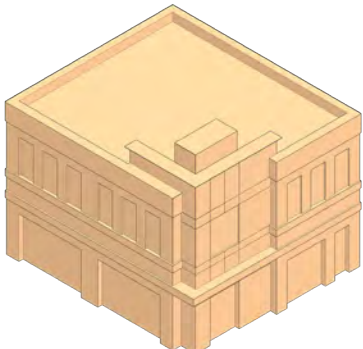
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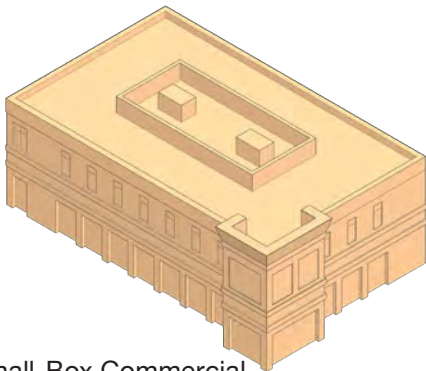
In-Line Mixed-Use



In-Line Commercial



Stand-Alone Mixed-Use



Small-Box Commercial



Building Forms and Types

3

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

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

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

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



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



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



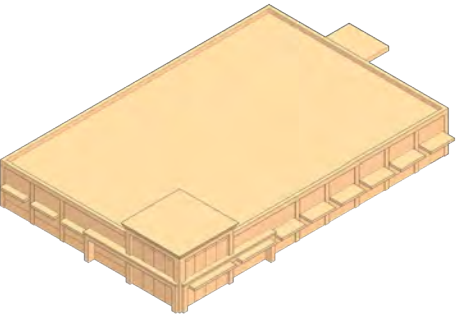
- ### Drive-Through
- One-story (though the massing and facade composition shall be two-story)
 - Building design shall minimize or eliminate the view of the drive-through and vehicle stacking from the main street frontage



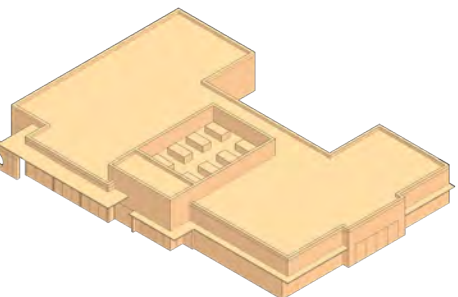
- ### Vehicle Oriented
- One-story (though the massing and facade composition shall be two-story)
 - Building design shall minimize or eliminate the view of vehicle oriented activities from the main street frontage
 - Preferred location is internal to a block, and/or incorporated into the design of a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

Building Forms and Types

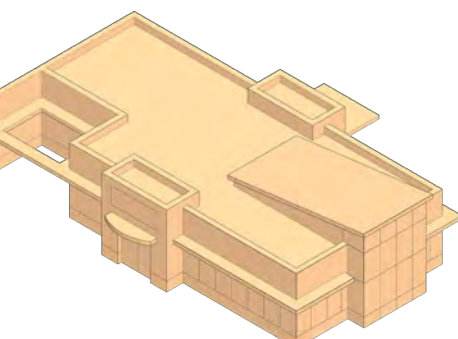
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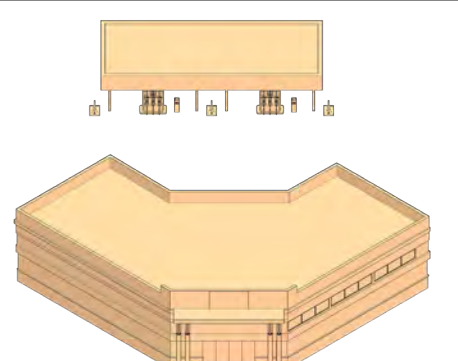
Medium-Box Retail



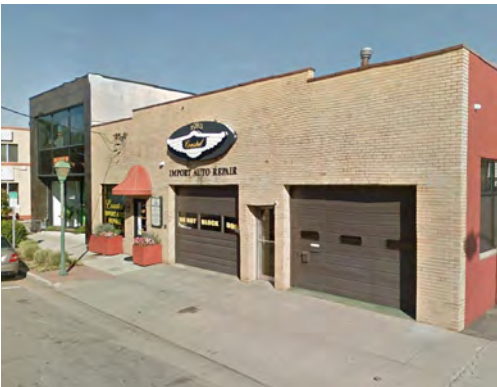
Big-Box Retail



Drive-Through



Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

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

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

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

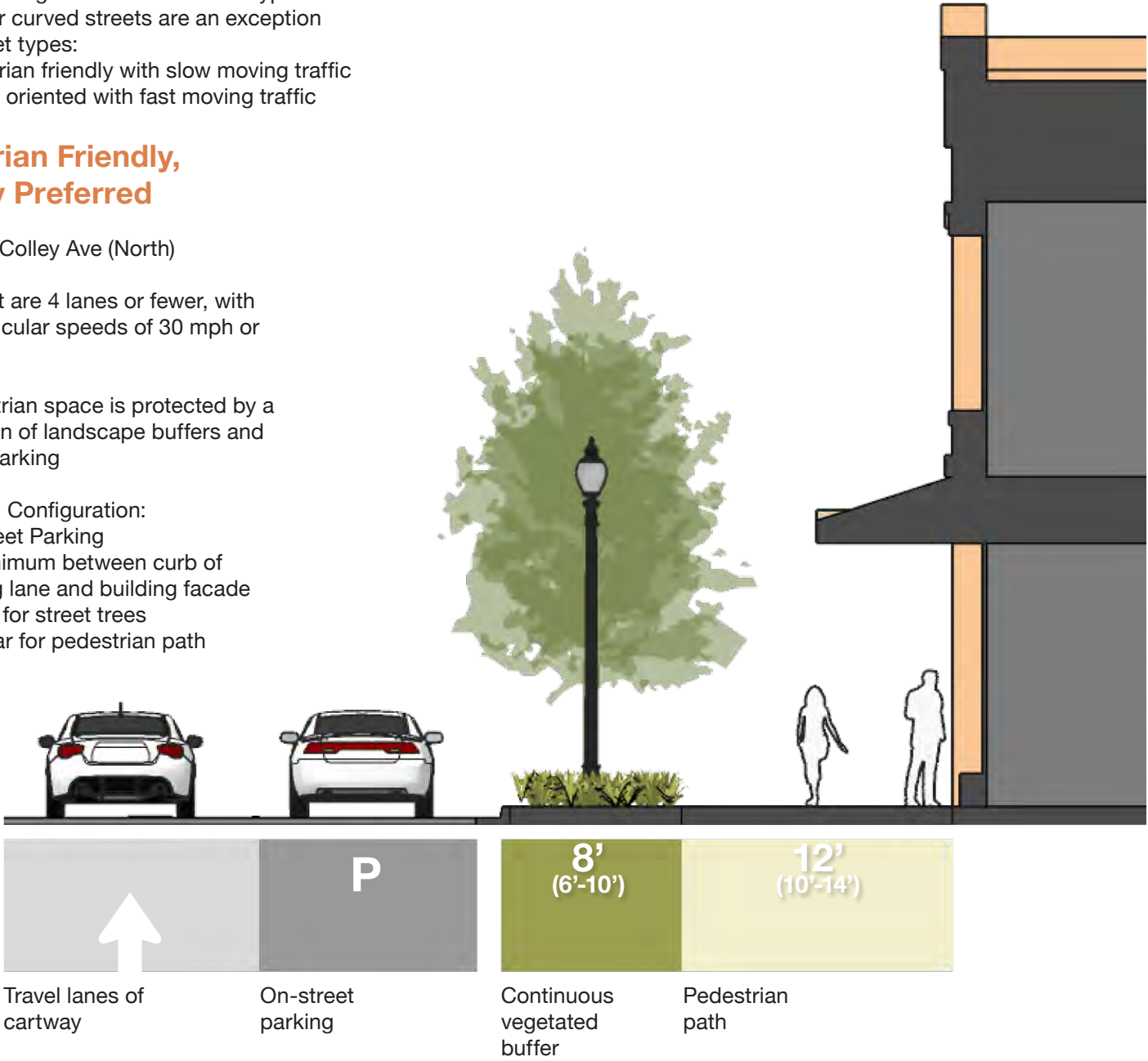
Pedestrian Friendly, Primary Preferred

Examples: Colley Ave (North)

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

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

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



Recommended dimensions from face of curb to face of building

Street Types and Patterns

4

Pedestrian Friendly



Street Types and Patterns

4

Public Right-of-Way

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

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

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.

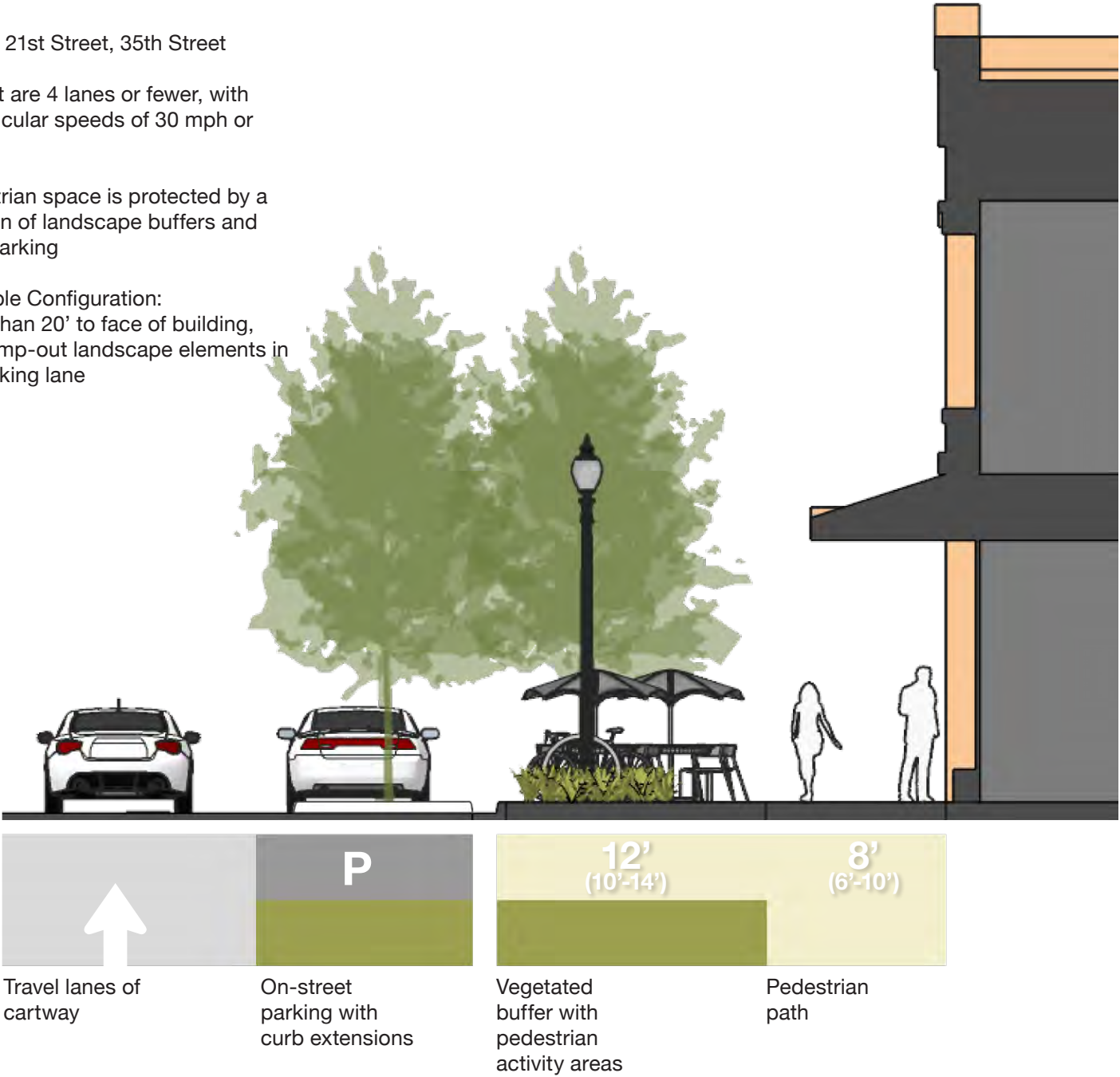
Pedestrian Friendly, Entertainment Area

Colley Ave, 21st Street, 35th Street

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

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

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

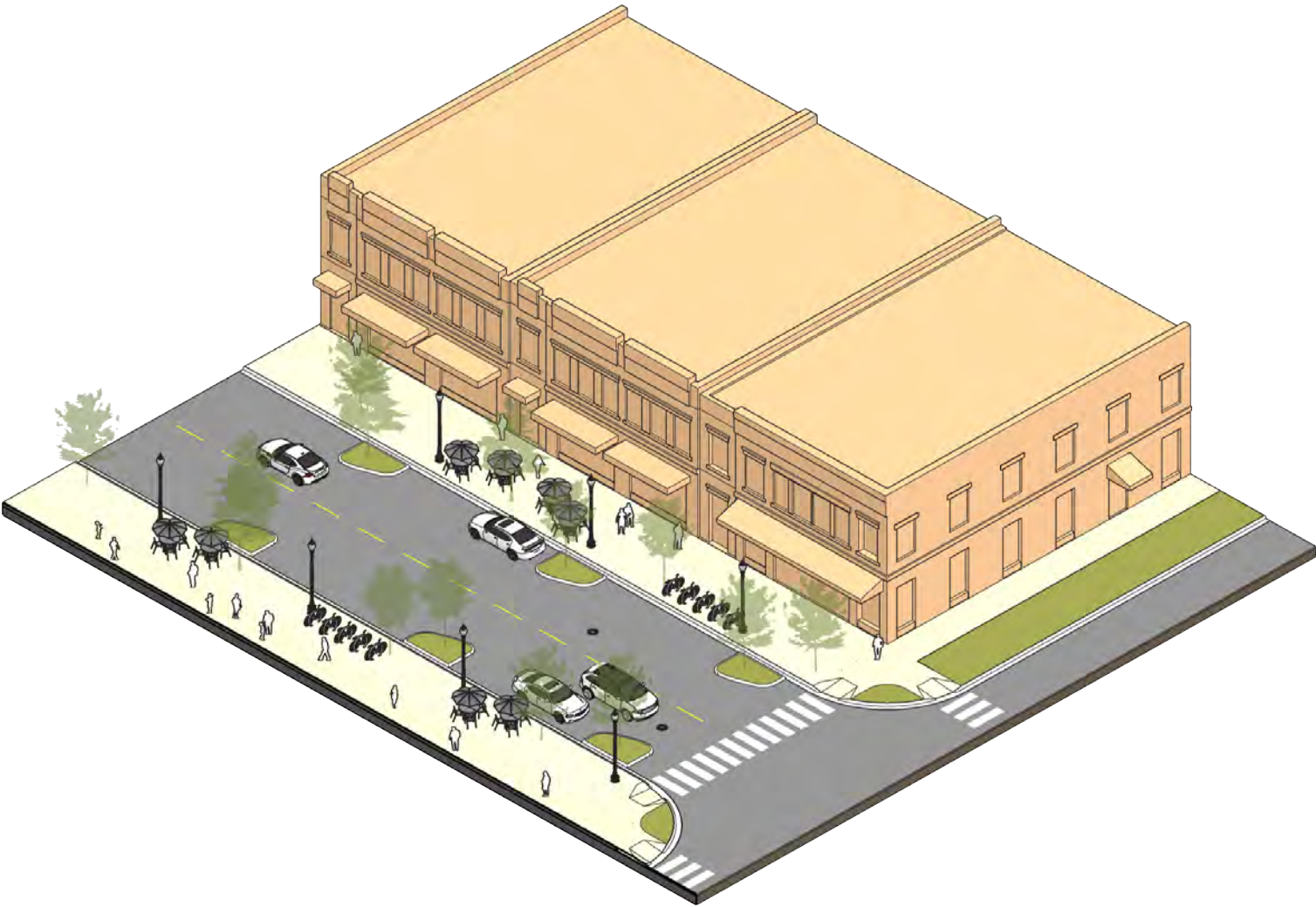


Recommended dimensions from face of curb to face of building

Street Types and Patterns

4

Pedestrian Friendly



Street Types and Patterns

4

Public Right-of-Way

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

- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
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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.

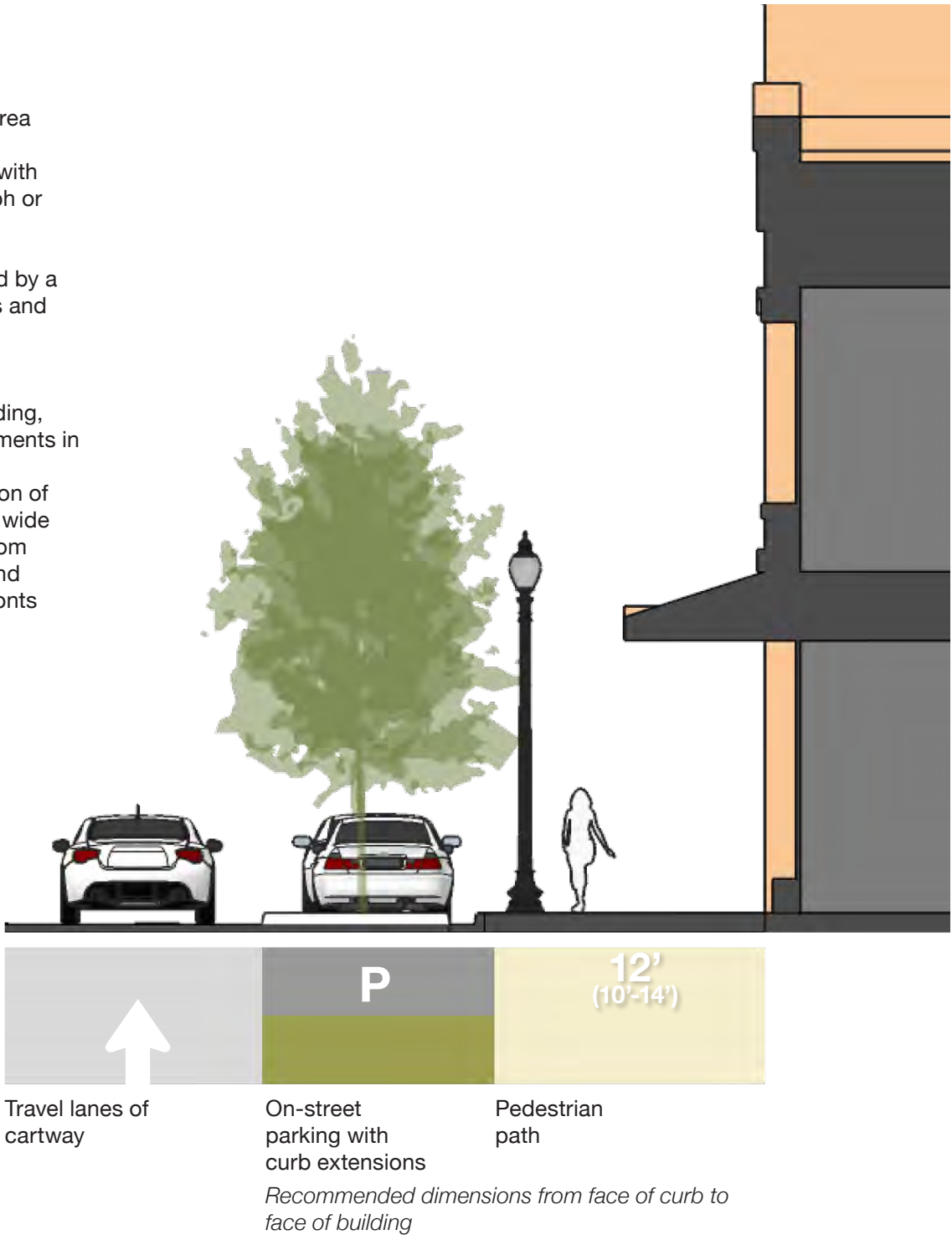
Pedestrian Friendly, Alternate

Examples: 21st Street, Chelsea Area

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

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

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



Street Types and Patterns

4

Pedestrian Friendly



Street Types and Patterns

4

Public Right-of-Way

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

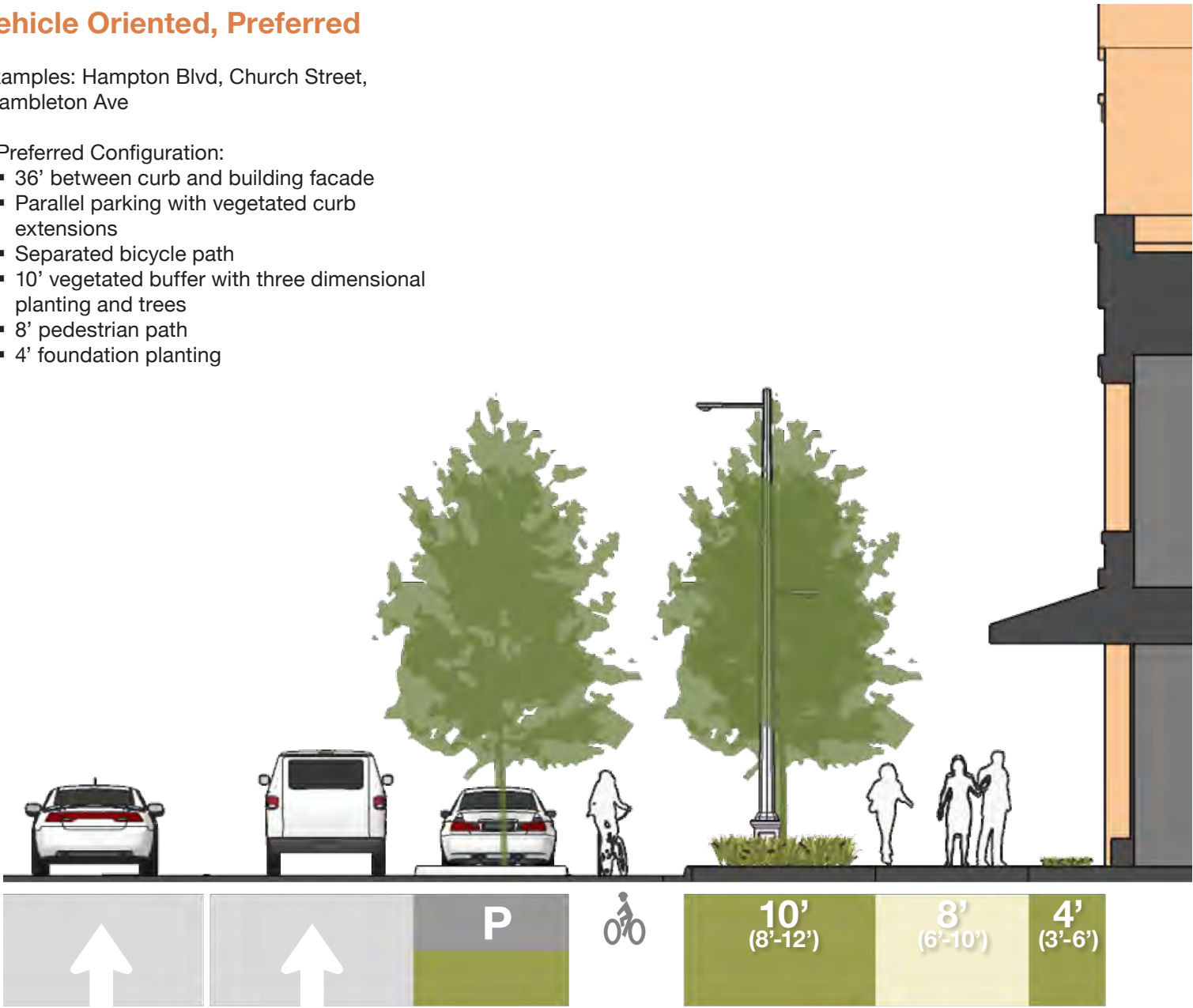
- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

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, Preferred

Examples: Hampton Blvd, Church Street, Brambleton Ave

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



Travel lanes of cartway

On-street parking with curb extensions

Separated bicycle path

Vegetated buffer

Pedestrian path

Foundation planting

Recommended dimensions from face of curb to face of building

Street Types and Patterns

4

Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

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

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

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, Alternate

Examples: Hampton Blvd, Church Street

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



Travel lanes of cartway

Vegetated buffer with pedestrian activity areas

Pedestrian path

Recommended dimensions from face of curb to face of building

Street Types and Patterns

4

Vehicle Oriented



Street Types and Patterns

4

Public Right-of-Way

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

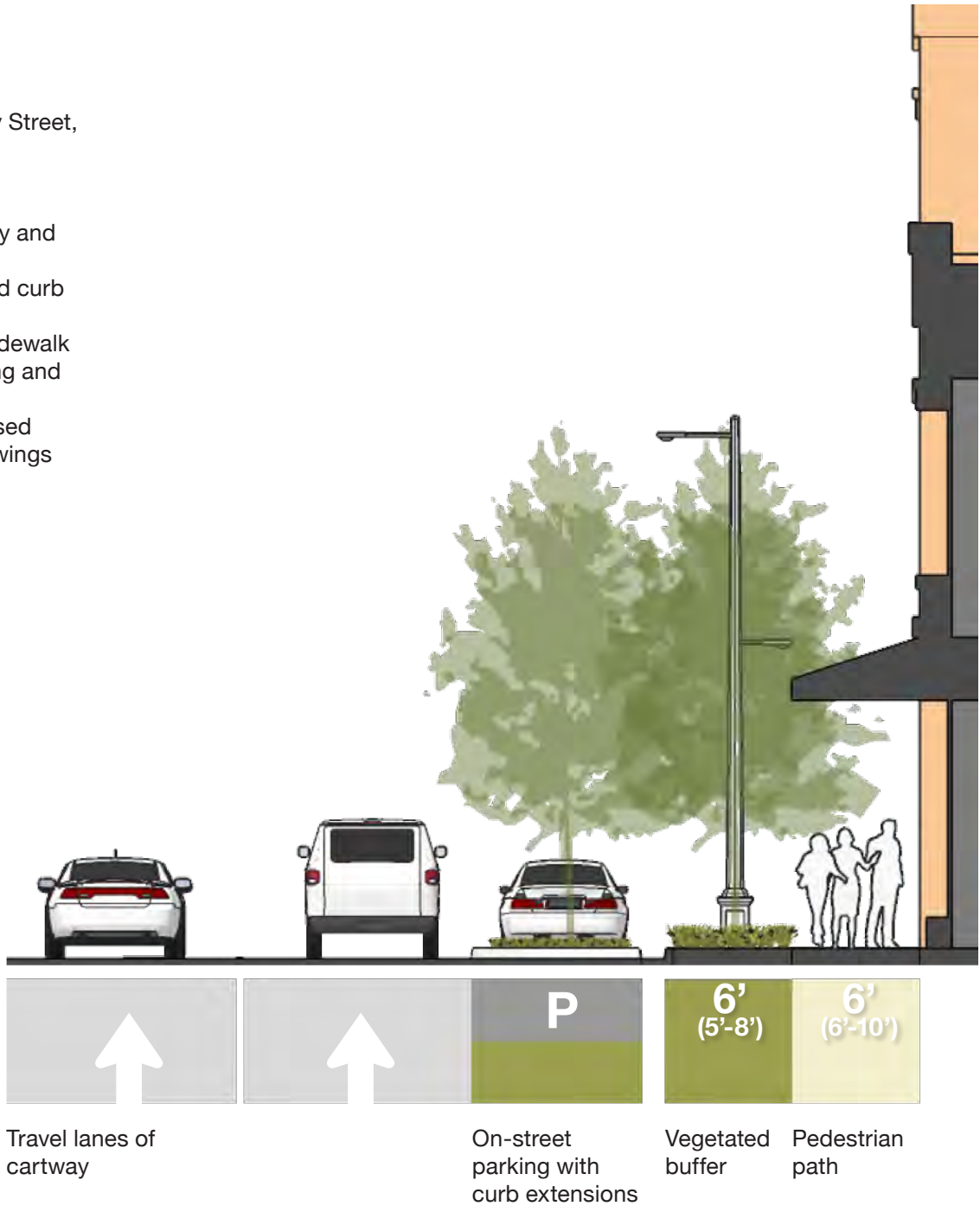
- Option 1: Narrow or reduce number of travel lanes and extend the pedestrian zone into the street right-of-way
- Option 2: Allow the building façade to be set back farther from the property line to provide more space for the public

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, Compressed

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

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



Recommended dimensions from face of curb to face of building

Street Types and Patterns

4

Vehicle Oriented



Block Types and Patterns

5

Landscaped Area

Pedestrian Path

Primary Facade

Parking

Commercial Use

Office Use

Residential Use

Roads

Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

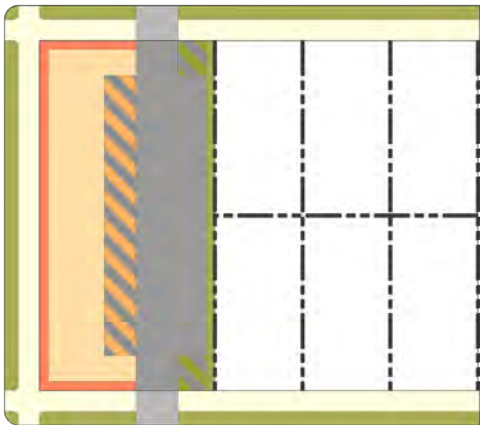
Parking-Landscaping-Building

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

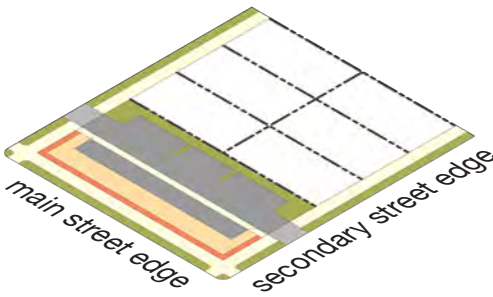
Short Block

100' Deep Lot

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



Block Guideline



Possible Site Layout A

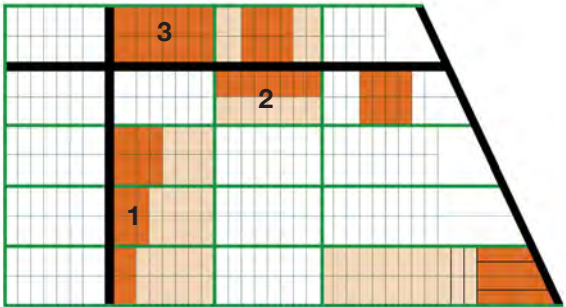
Block Types and Patterns

5

Block Types

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

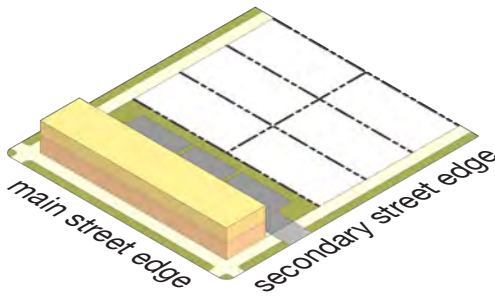
The majority of blocks are approximately 200' X 500'



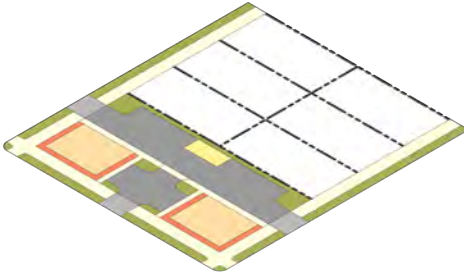
Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

Short Block

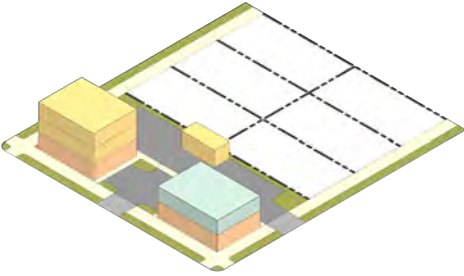
100' Deep Lot



Possible Massing Layout A



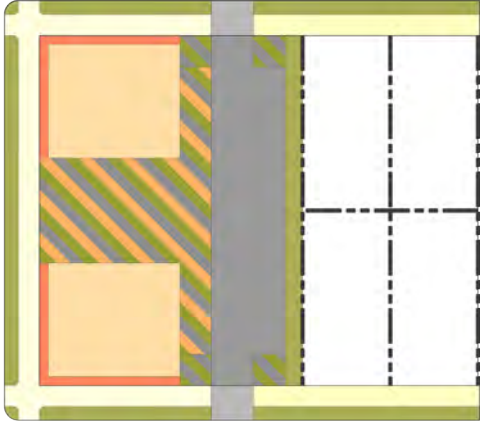
Possible Site Layout B



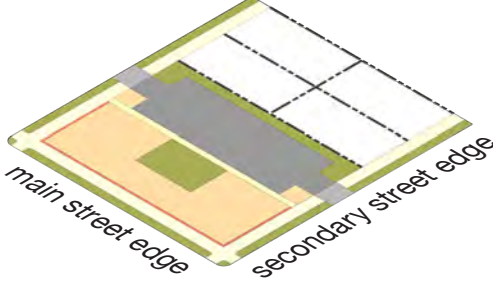
Possible Massing Layout B

150' Deep Lot

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

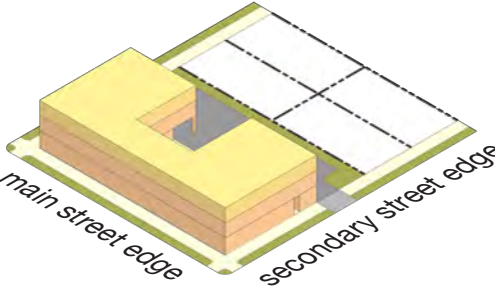


Block Guideline

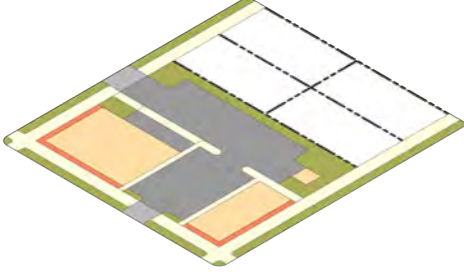


Possible Site Layout A

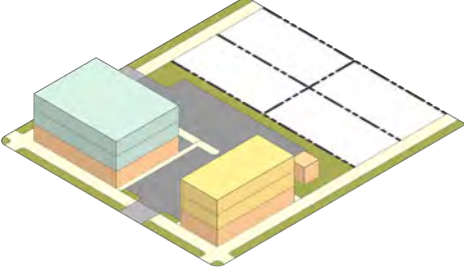
150' Deep Lot



Possible Massing Layout A



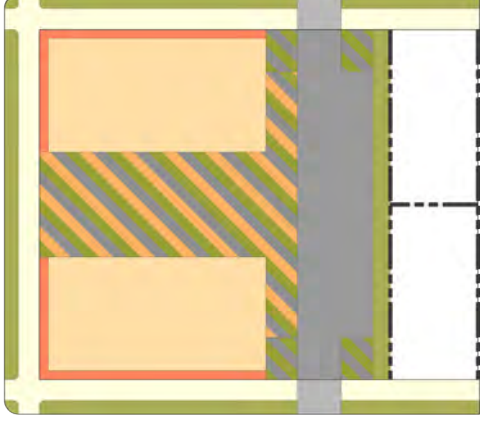
Possible Site Layout B



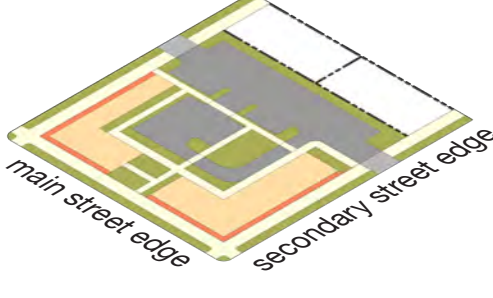
Possible Massing Layout B

200' Deep Lot

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

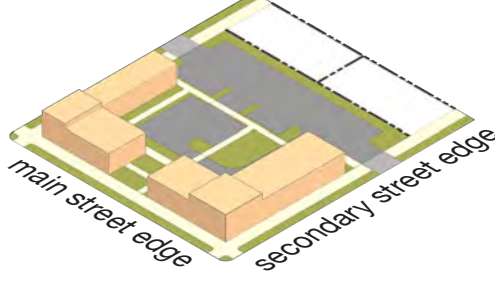


Block Guideline

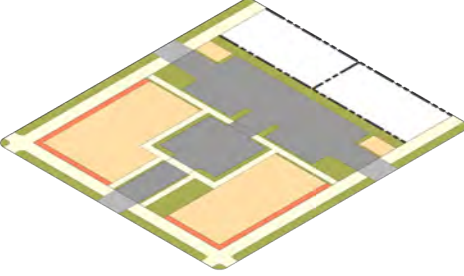


Possible Site Layout A

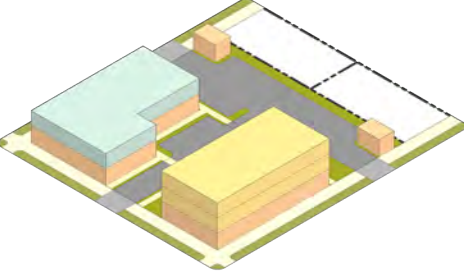
200' Deep Lot



Possible Massing Layout A



Possible Site Layout B



Possible Massing Layout B

Block Types and Patterns

5

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

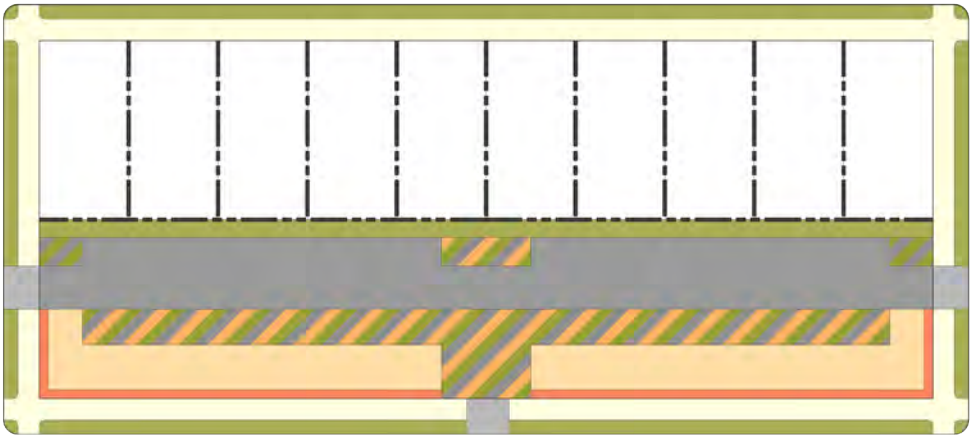
Landscaping-Building

Parking-Landscaping-Building

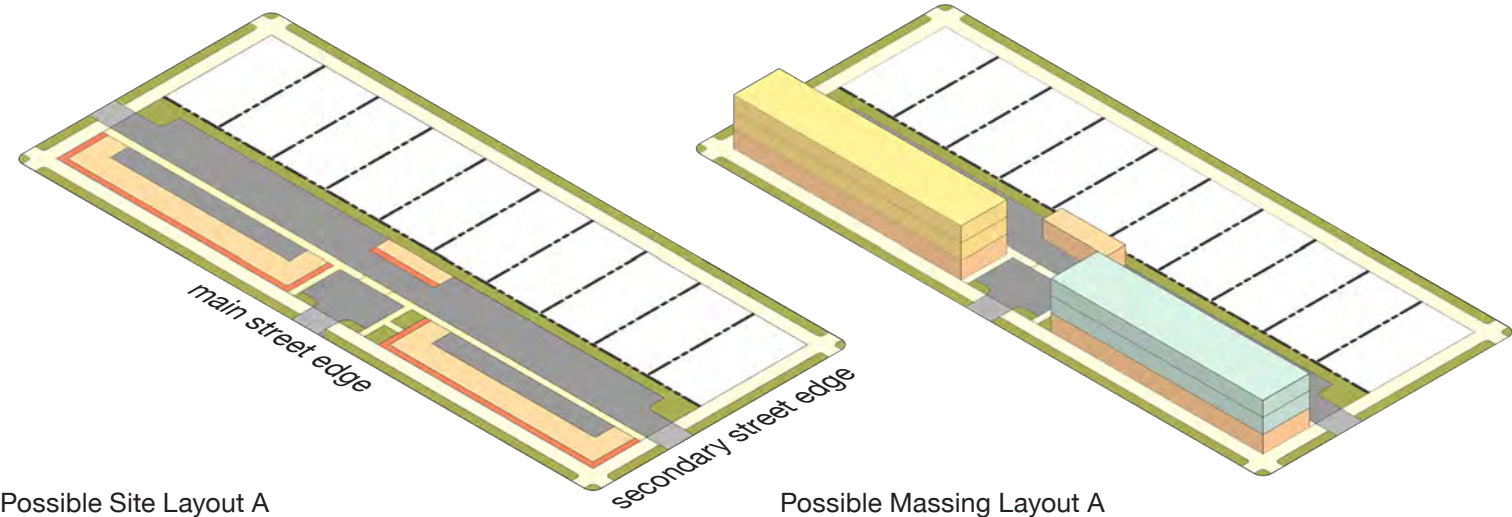
Long Block

100' Deep Lots

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

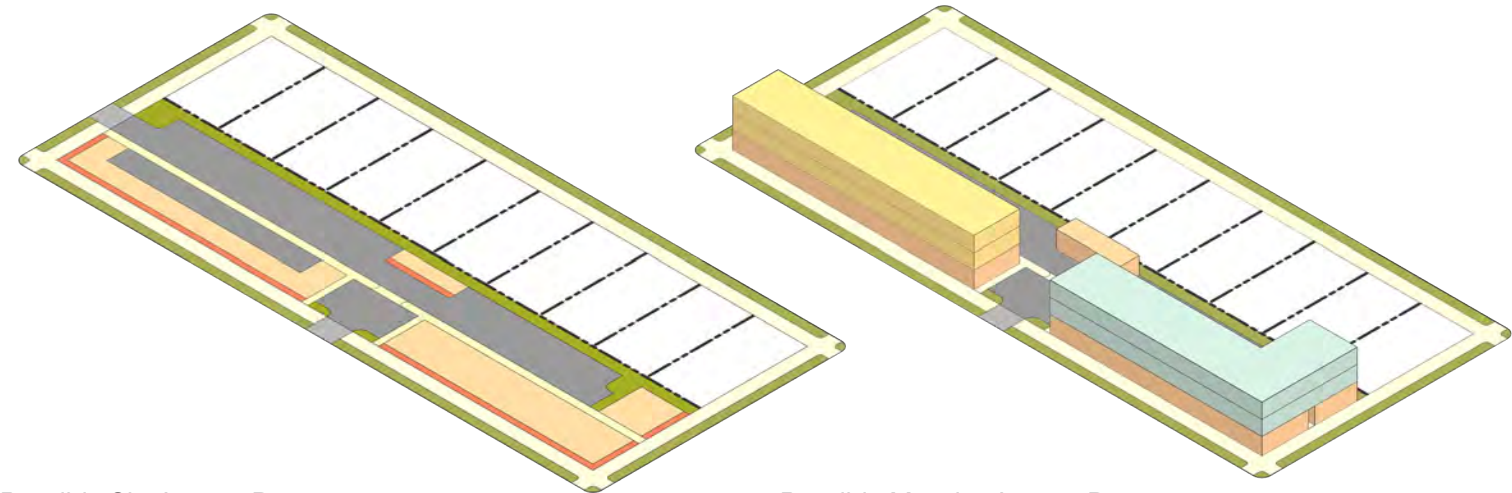


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B

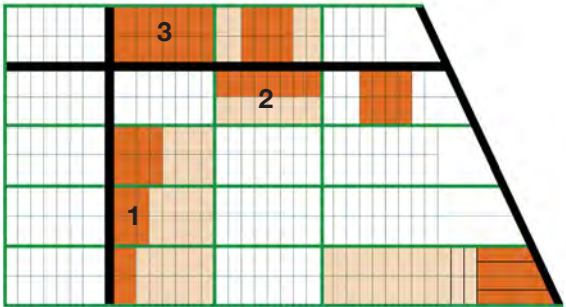
Block Types and Patterns

5

Block Types

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

The majority of blocks are approximately 200' X 500'

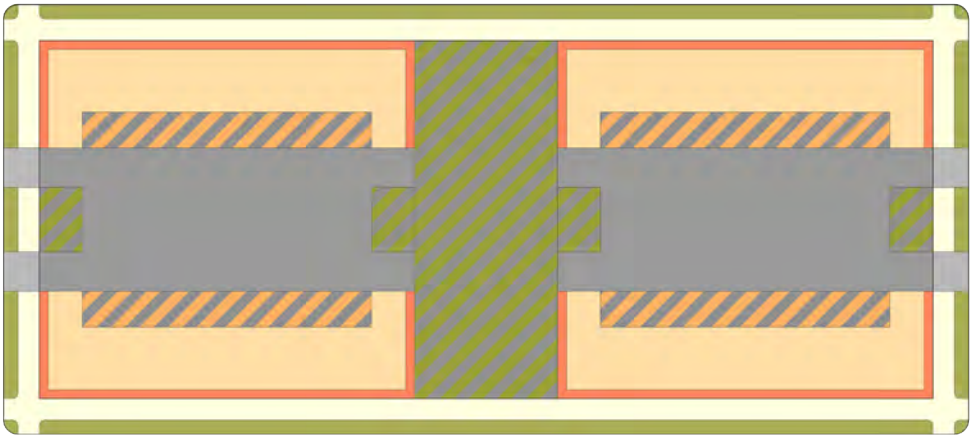


Block Types: Commercial lots are **DARK ORANGE**
Non-commercial lots are **LIGHT ORANGE**

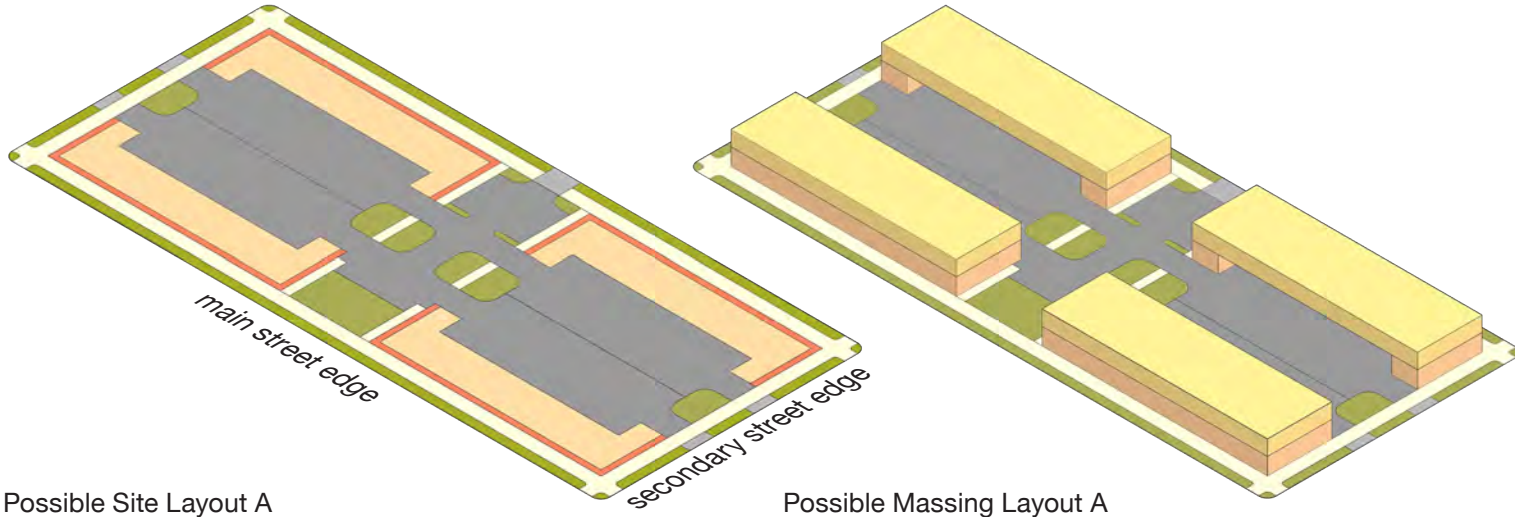
Full Block

200' Deep Lots

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

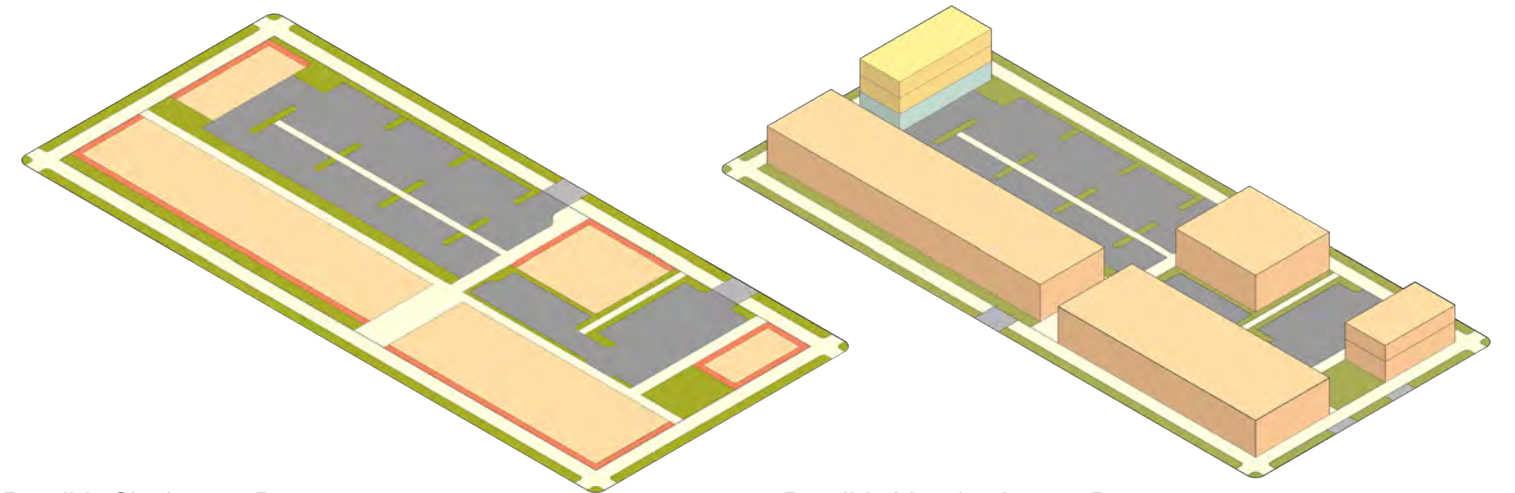


Block Guideline



Possible Site Layout A

Possible Massing Layout A



Possible Site Layout B

Possible Massing Layout B

Lot Patterns

Lot Guidelines 100' Deep Corner Lot

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

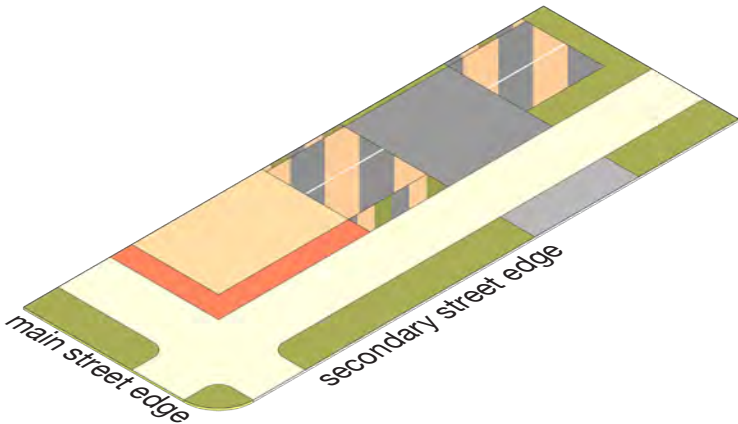
Parking-Landscaping

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

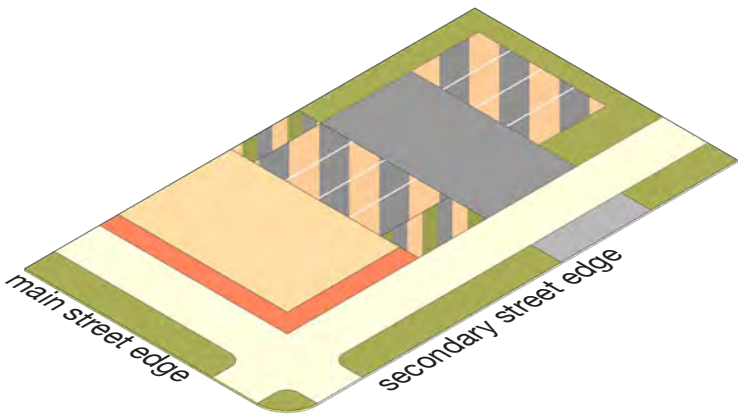
In the Traditional Character District, the setback distance of the Primary Facade along the secondary street (corner side yard) is often flexible, ranging between 0' and a 5' setback; typically, the preferred pattern is to maintain the precedent set by the adjacent properties and shall be confirmed by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



Lot Guideline

25' - 50' Wide Lot

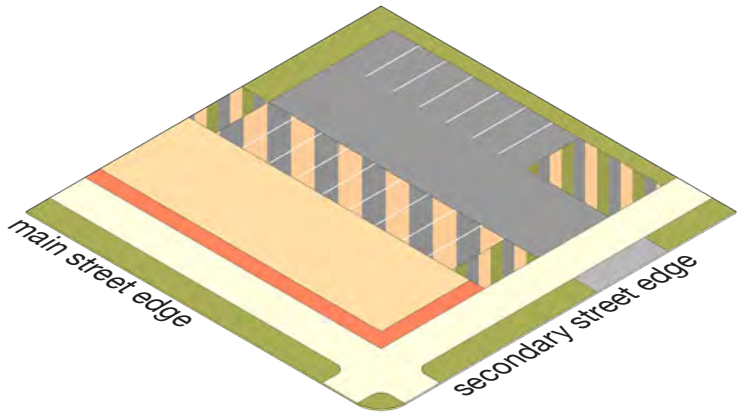
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
 - Side facade: 60% active use
- 6' minimum landscape buffer between adjacent commercial property and parking (consult Planning Department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



Lot Guideline

50' - 100' Wide Lot

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



Lot Guideline

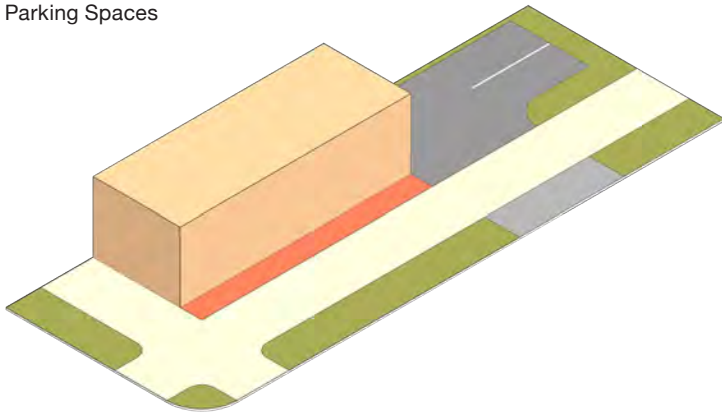
>100' Wide Lot

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

Lot Patterns

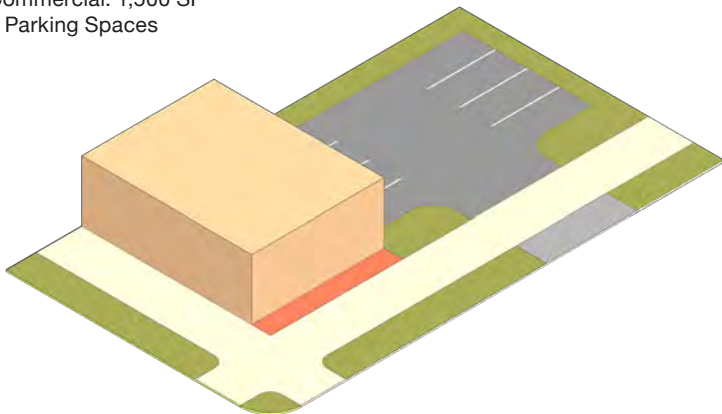
Lot Capacities 100' Deep Corner Lot

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



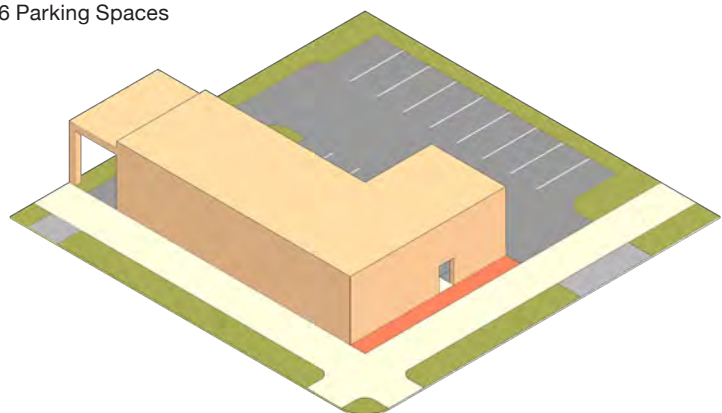
Minimum Lot Capacity

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



Minimum Lot Capacity

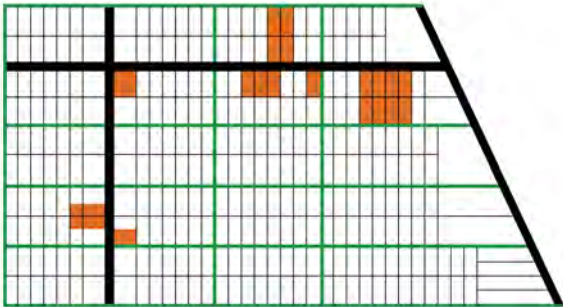
Example: 110' X 100' Lot
Commercial: 2,750 SF
16 Parking Spaces



Minimum Lot Capacity

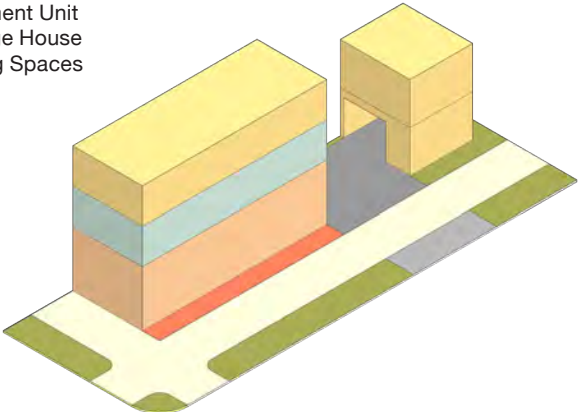
Building Envelope and Capacity

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



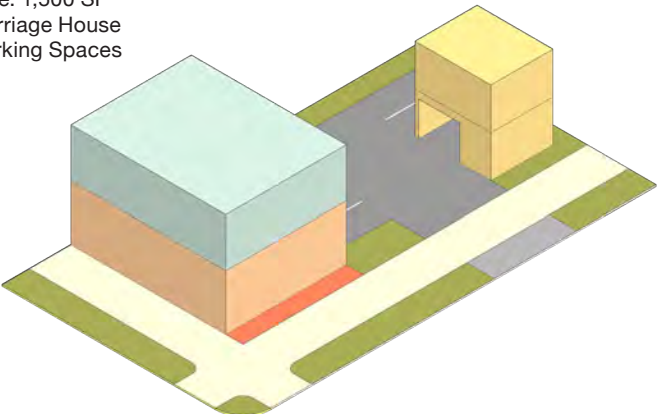
Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

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



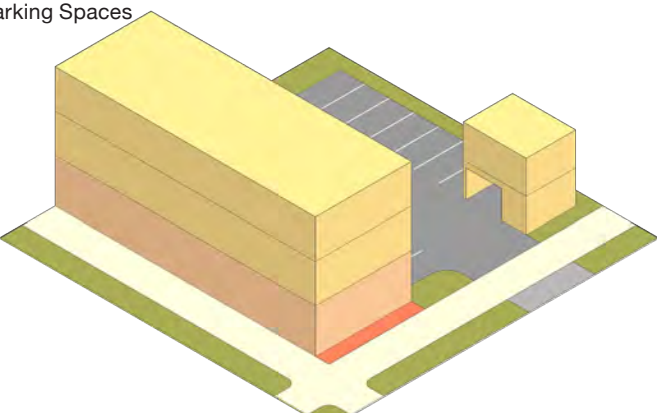
Maximum Lot Capacity

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



Maximum Lot Capacity

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



Maximum Lot Capacity

Lot Patterns

Lot Guidelines >100' Deep Corner Lot

Landscaped Area

Pedestrian Path

Primary Facade

Parking

Commercial Use

Office Use

Residential Use

Roads

Flexible Areas:

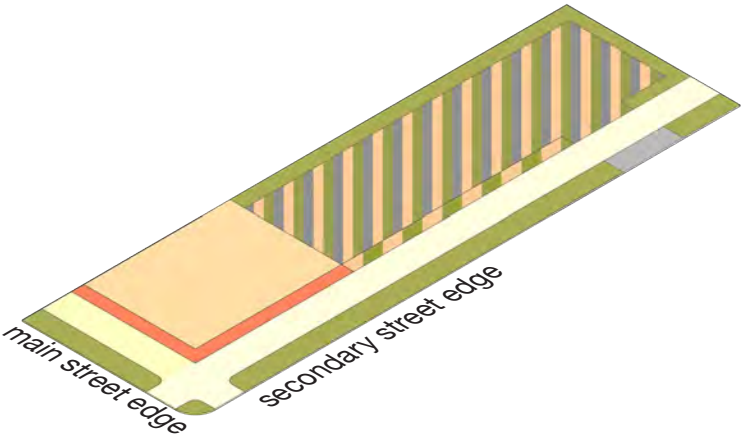
Parking-Landscaping

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

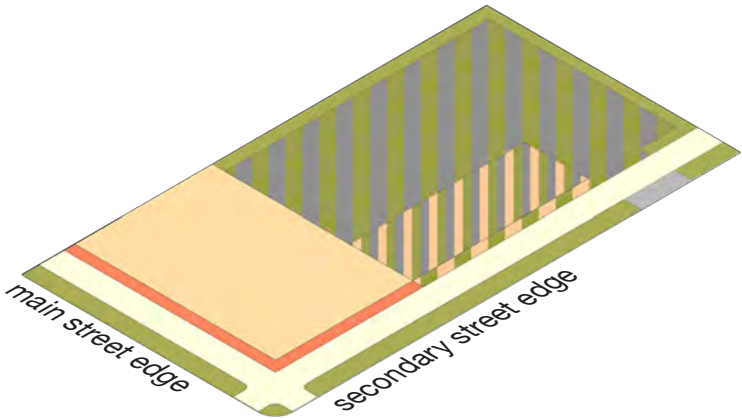
In the Traditional Character District, the setback distance of the Primary Facade along the secondary street (corner side yard) is often flexible, ranging between 0' and a 5' setback; typically, the preferred pattern is to maintain the precedent set by the adjacent properties and shall be confirmed by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



Lot Guideline

25' - 50' Wide Lot

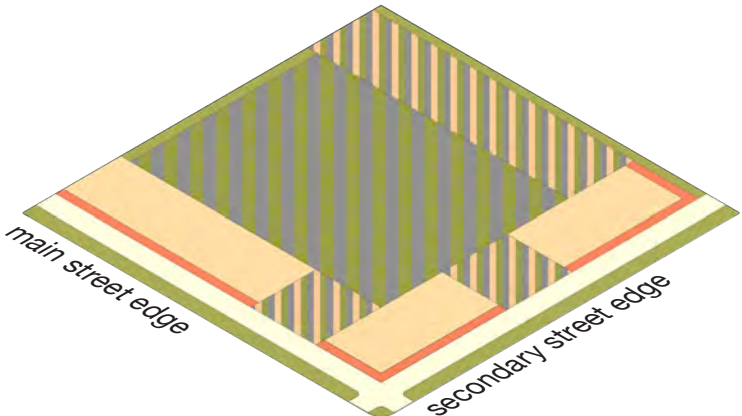
- Front and Side Facade Zones: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
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 - Side facade: 60% active use
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- 5' landscape screen or carriage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



Lot Guideline

50' - 100' Wide Lot

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



Lot Guideline

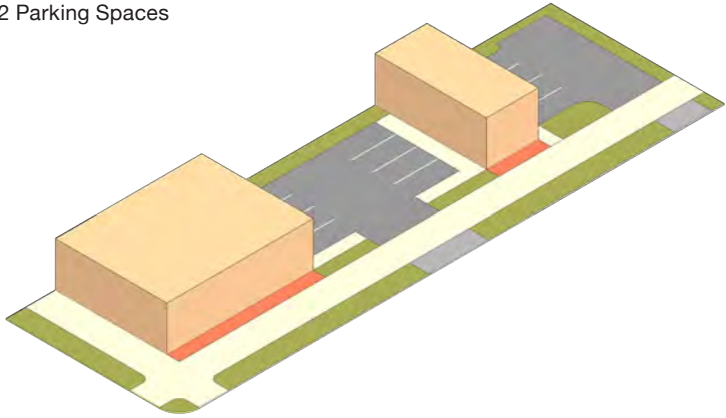
>100' Wide Lot

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

Lot Patterns

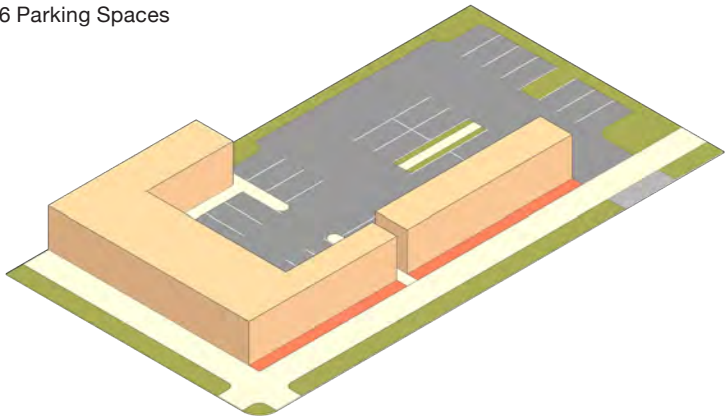
Lot Capacities >100' Deep Corner Lot

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



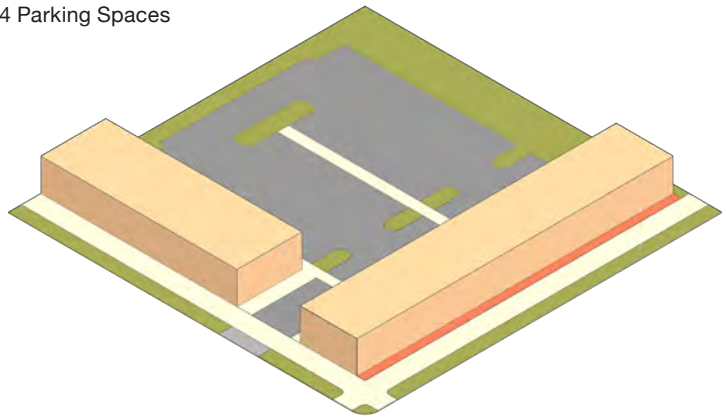
Minimum Lot Capacity

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



Minimum Lot Capacity

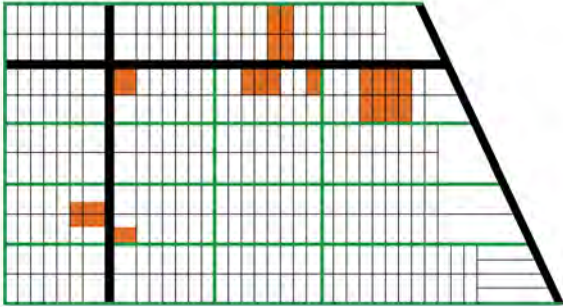
Example: 200' X 200' Lot
Commercial: 11,600 SF
44 Parking Spaces



Minimum Lot Capacity

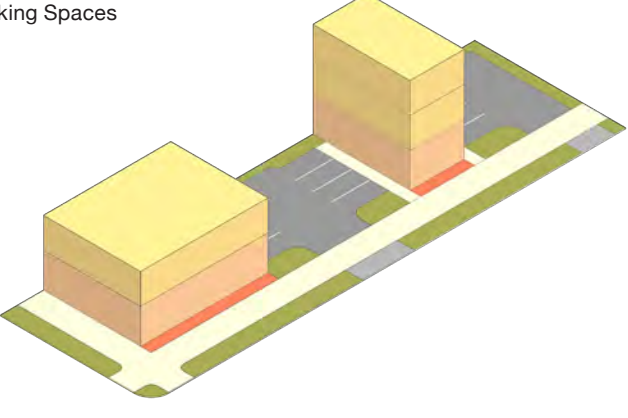
Building Envelope and Capacity

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



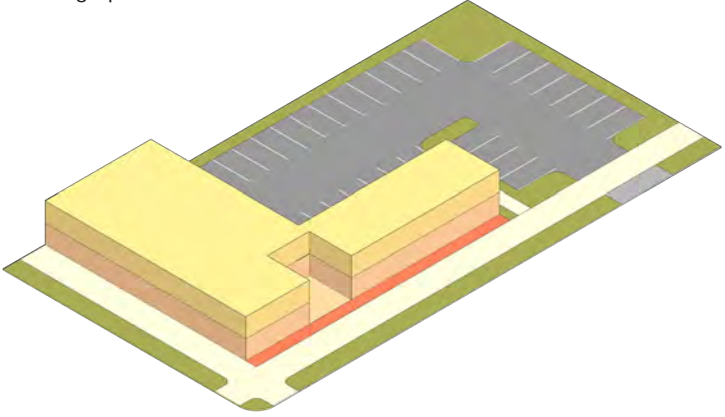
Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

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



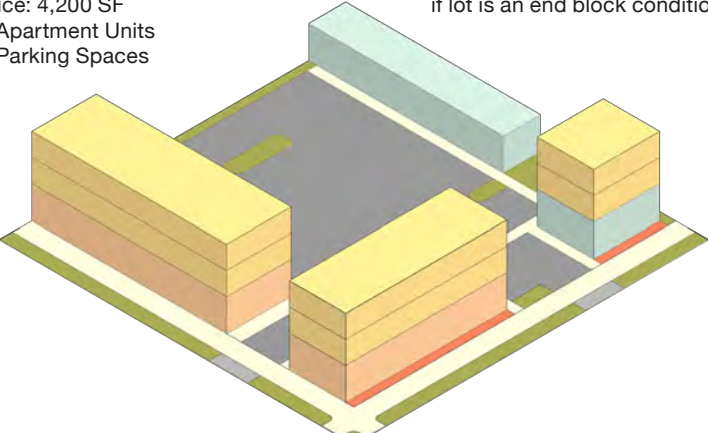
Maximum Lot Capacity

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



Maximum Lot Capacity

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



Maximum Lot Capacity

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

Lot Patterns

Lot Guidelines 100' Deep Mid-Block Lot

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

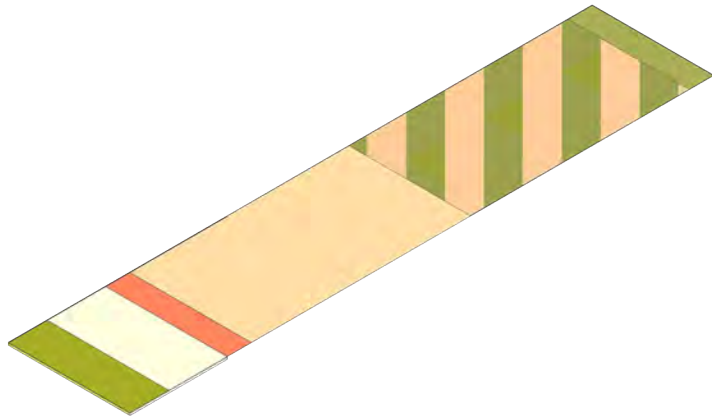
Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

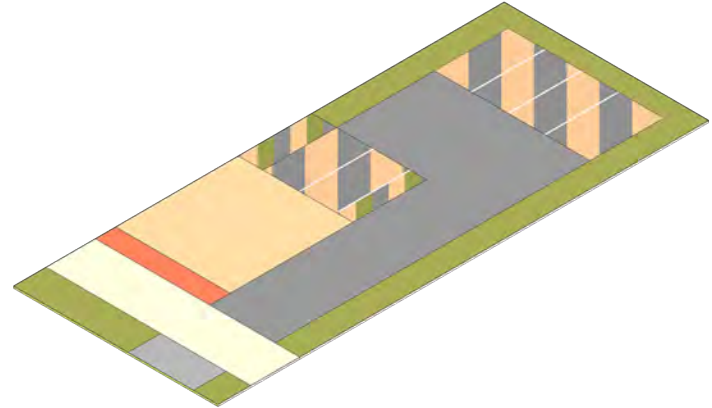
Parking-Landscaping-Building



Lot Guideline

25' - 50' Wide Lot

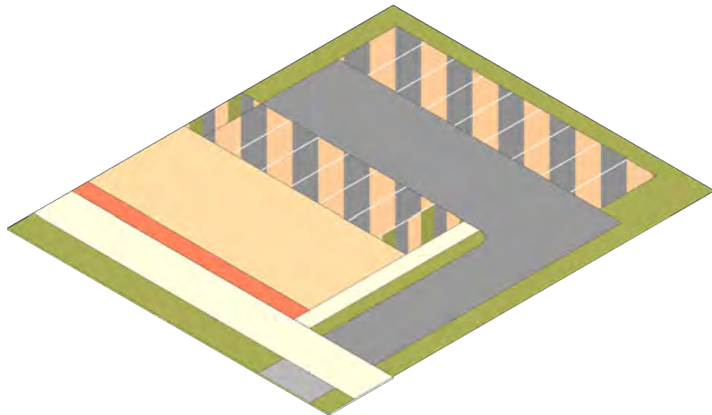
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 100% active use
- 6' minimum landscape buffer between adjacent commercial property and parking where applicable (consult Planning Department for 25' wide lots)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



Lot Guideline

50' - 100' Wide Lot

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



Lot Guideline

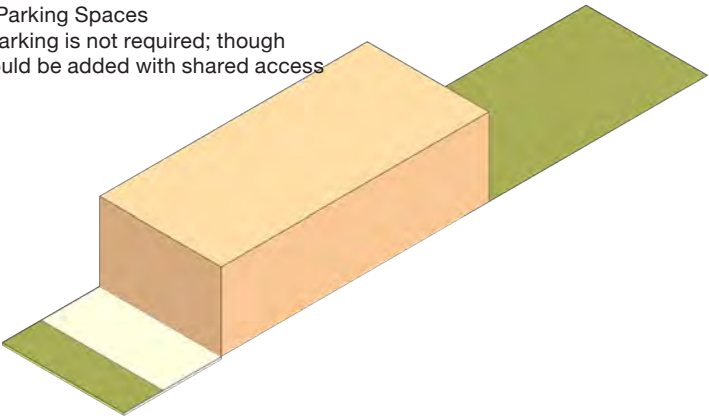
>100' Wide Lot

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

Lot Patterns

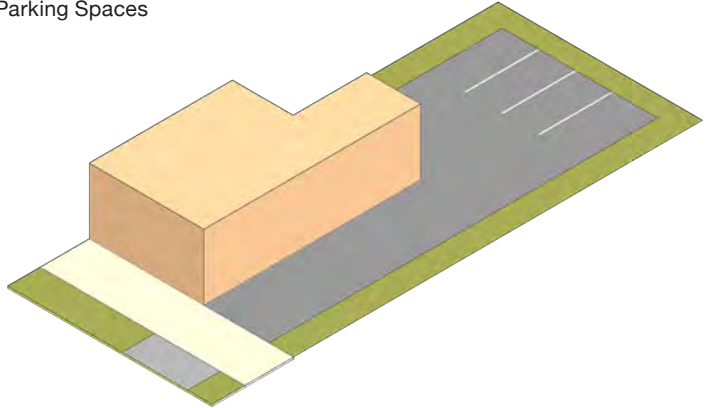
Lot Capacities 100' Deep Mid-Block Lot

Example: 25' X 100' Lot
Commercial: 1,375 SF
0 Parking Spaces
*Parking is not required; though could be added with shared access



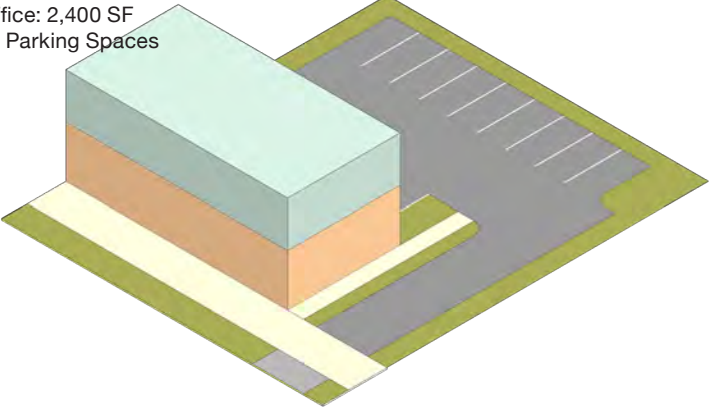
Minimum Lot Capacity

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



Minimum Lot Capacity

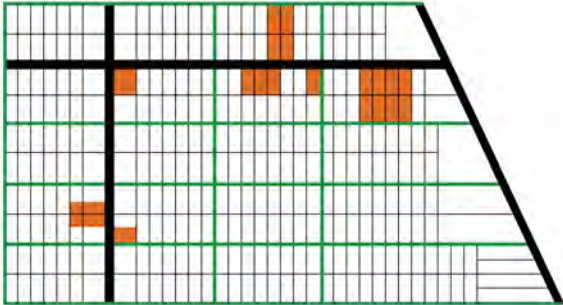
Example: 110' X 100' Lot
Retail: 2,400 SF
Office: 2,400 SF
15 Parking Spaces



Minimum Lot Capacity

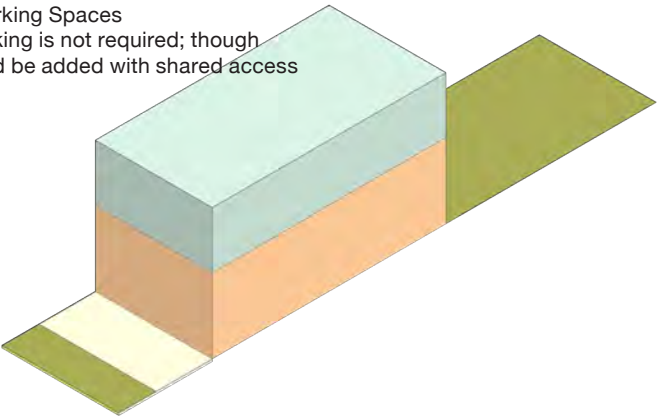
Building Envelope and Capacity

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



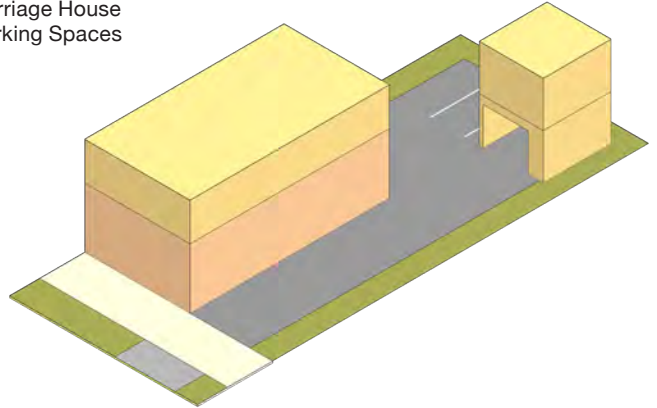
Lot Types are in **DARK ORANGE**
Various lot sizes are depicted

Commercial: 1,250 SF
Office: 1,250 SF
0 Parking Spaces
*Parking is not required; though could be added with shared access



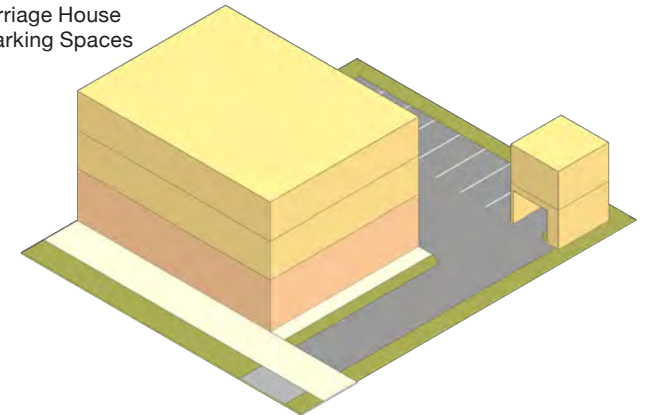
Maximum Lot Capacity

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



Maximum Lot Capacity

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



Maximum Lot Capacity

Lot Patterns

Lot Guidelines >100' Deep Mid-Block Lot

- Landscaped Area

Pedestrian Path

Primary Facade

Parking
- Commercial Use

Office Use

Residential Use

Roads
- Flexible Areas:

Parking-Landscaping

Parking-Building

Landscaping-Building

Parking-Landscaping-Building

50' Wide Lot

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

Lot Guideline

50' - 100' Wide Lot

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

Lot Guideline

>100' Wide Lot

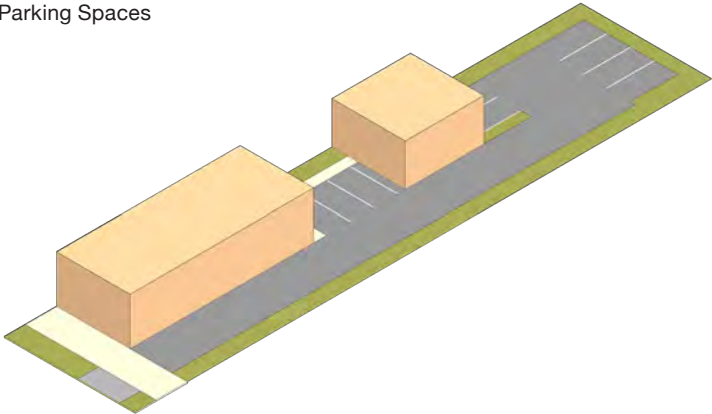
- Front Facade Zone: Facades placed on front and side property lines or setback lines adjusted for public right-of-way pattern
 - Front facade: 70% active use
- 6' minimum landscape buffer between adjacent commercial property and parking
- Ground floor building coverage a maximum of 35' deep with double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

Lot Guideline

Lot Patterns

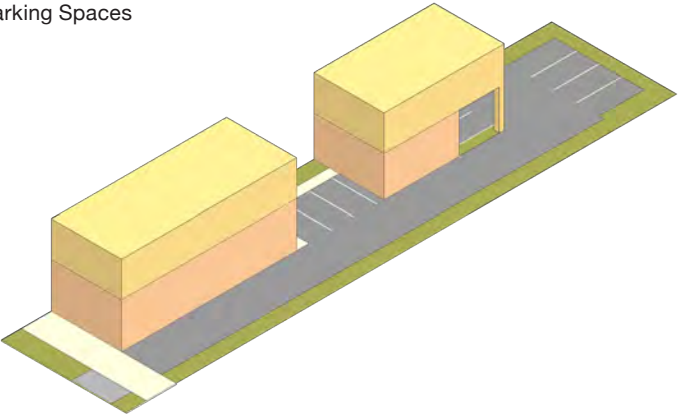
Lot Capacities >100' Deep Mid-Block Lot

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



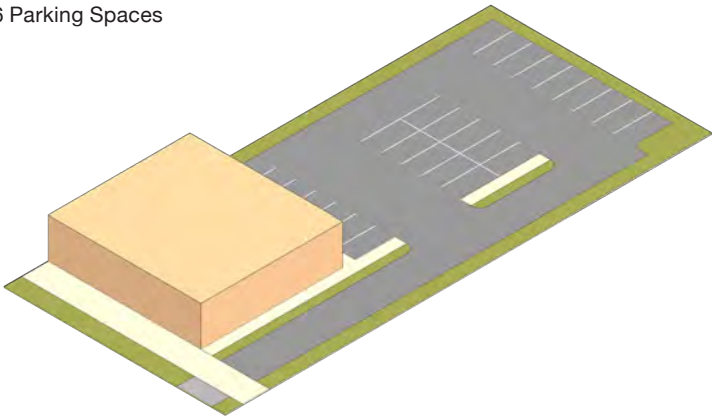
Minimum Lot Capacity

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



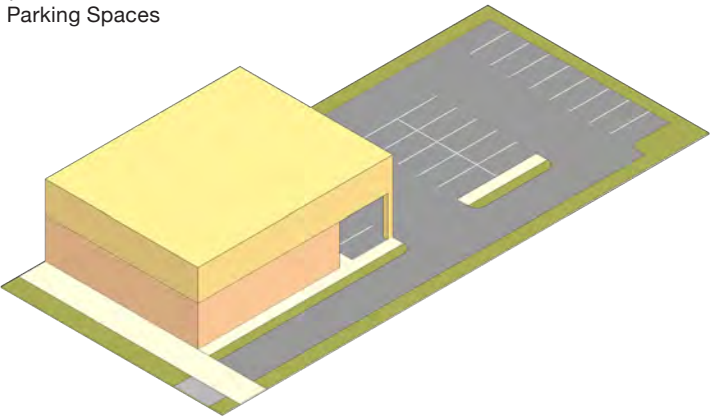
Maximum Lot Capacity

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



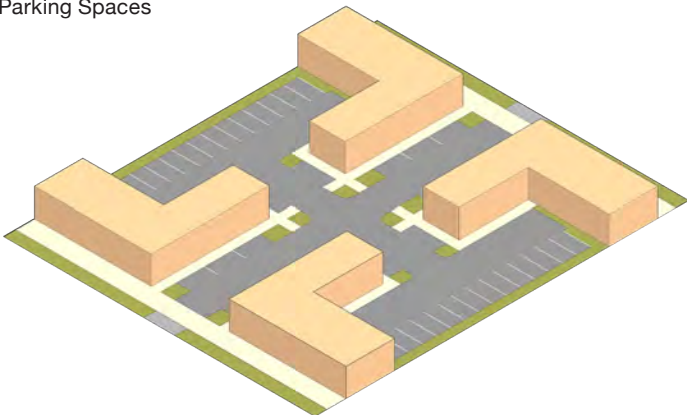
Minimum Lot Capacity

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



Maximum Lot Capacity

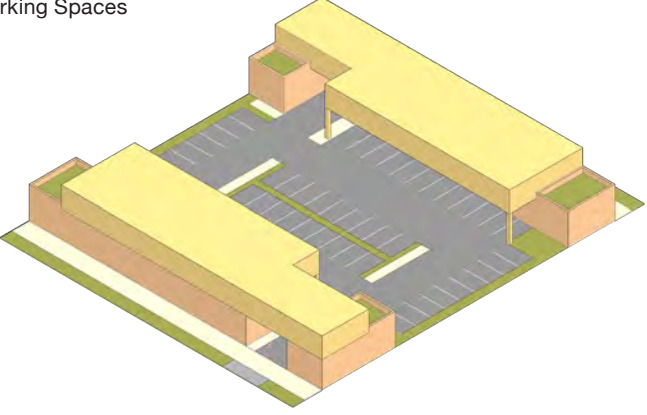
Example: 200' X 200' Through Lot
Commercial: 13,200 SF
44 Parking Spaces



Minimum Lot Capacity

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

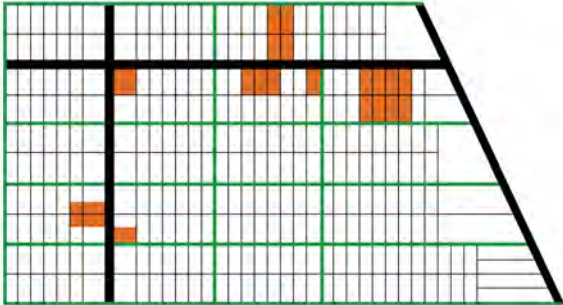
*see Block Types and Patterns if lot is a through block condition



Maximum Lot Capacity

Building Envelope and Capacity

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



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

Architectural Patterns

One-Story Buildings with < 80’ Length Facade

Vertical

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

Massing

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

Horizontal

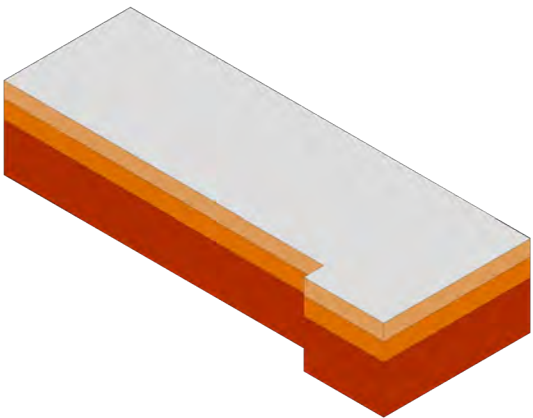
- Every building has a base, middle and top

Composition

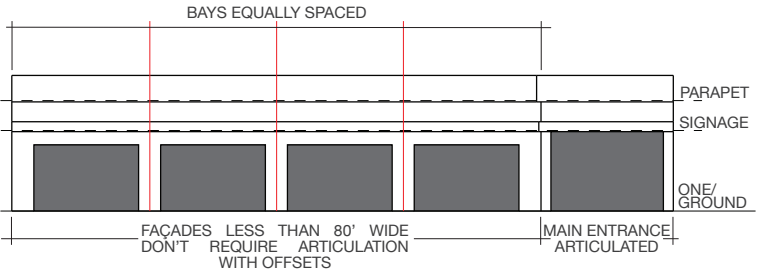
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



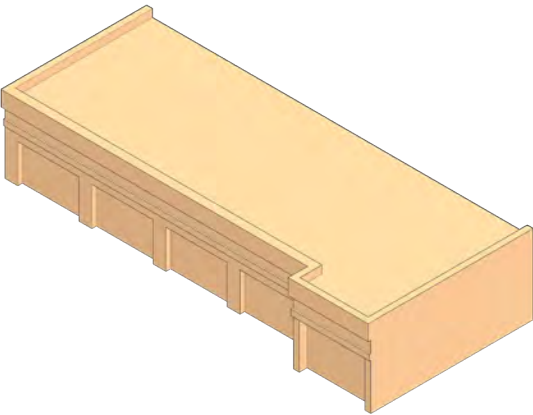
Vertical Articulation



Horizontal Articulation



Composition



Assembly

Architectural Patterns

One-Story Buildings with > 80’ Length Facade

Vertical

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

Massing

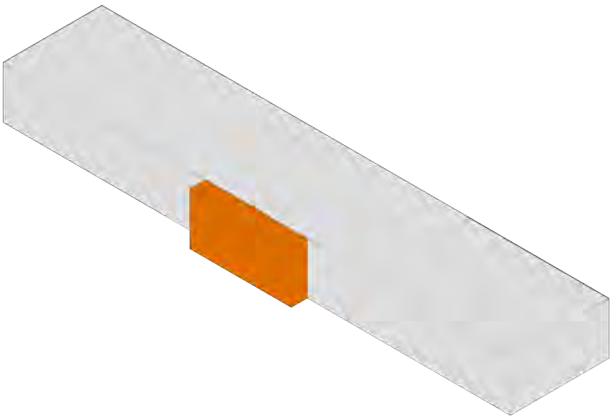
- Preferred minimum facade height in facade zones is 22’
- The preferred massing and facade composition shall be two-story

Horizontal

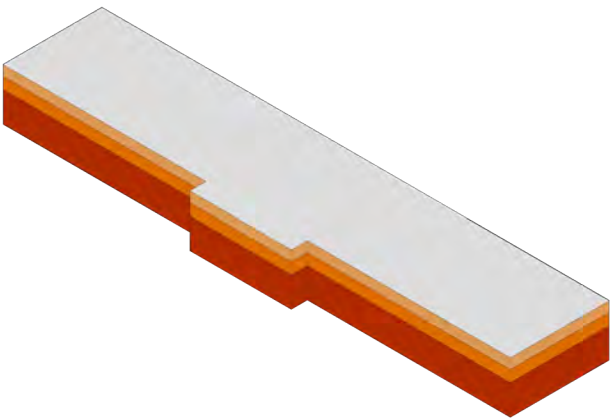
- Every building has a base, middle and top

Composition

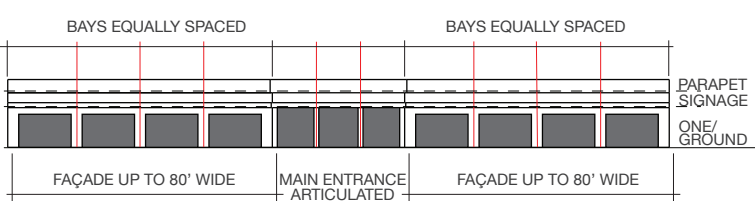
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



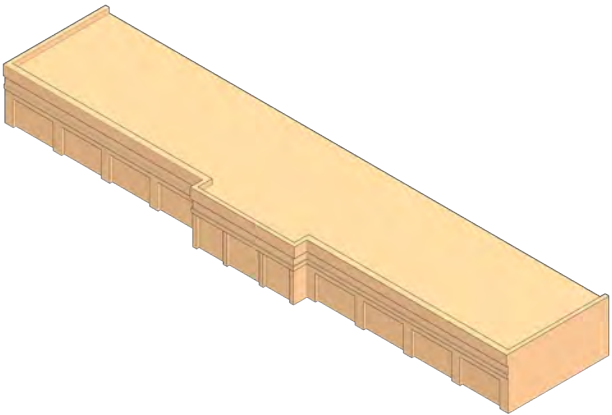
Vertical Articulation



Horizontal Articulation



Composition



Assembly

Architectural Patterns

Two-Story Buildings with < 80’ Length Facade

Vertical

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

Massing

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



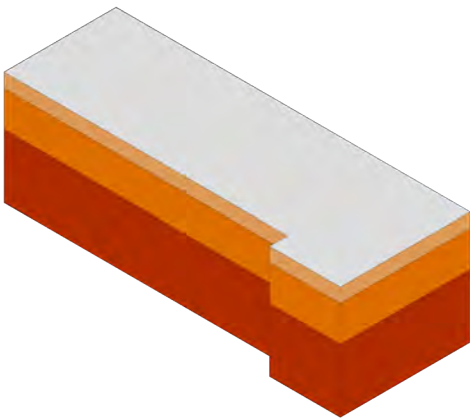
Vertical Articulation

Horizontal

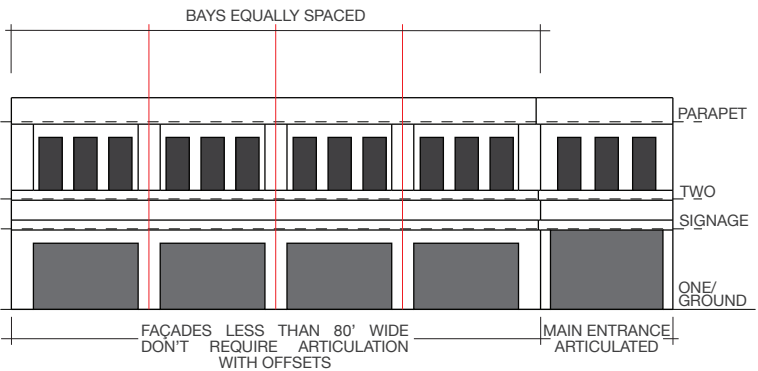
- Every building has a base, middle and top

Composition

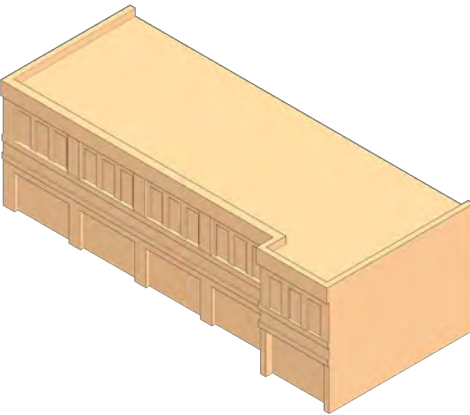
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

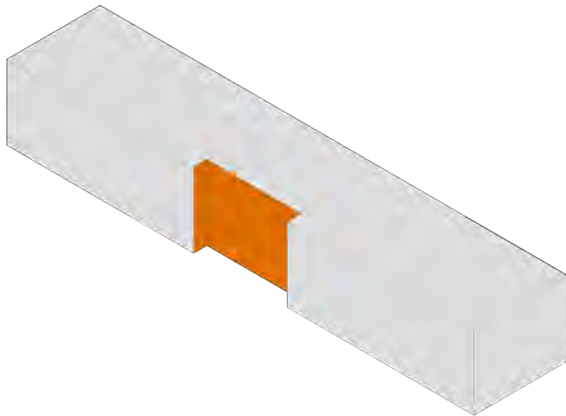
Two-Story Buildings with > 80’ Length Facade

Vertical

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

Massing

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



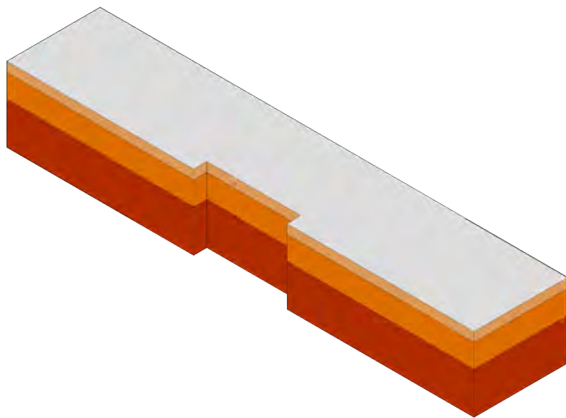
Vertical Articulation

Horizontal

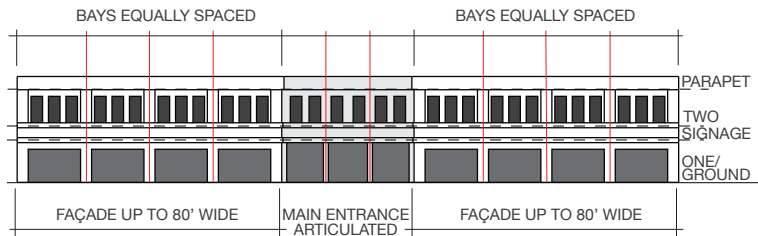
- Every building has a base, middle and top

Composition

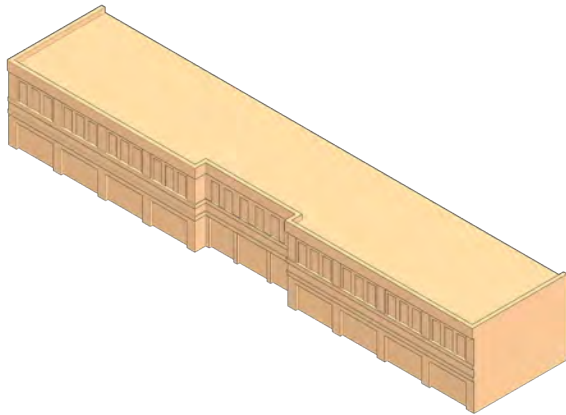
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



Assembly

Architectural Patterns

Multi-Story Buildings with < 80’ Length Facade

Vertical

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



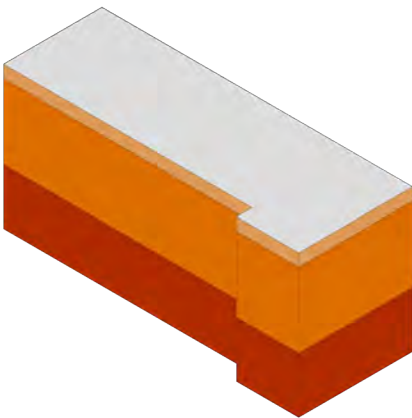
Vertical Articulation

Horizontal

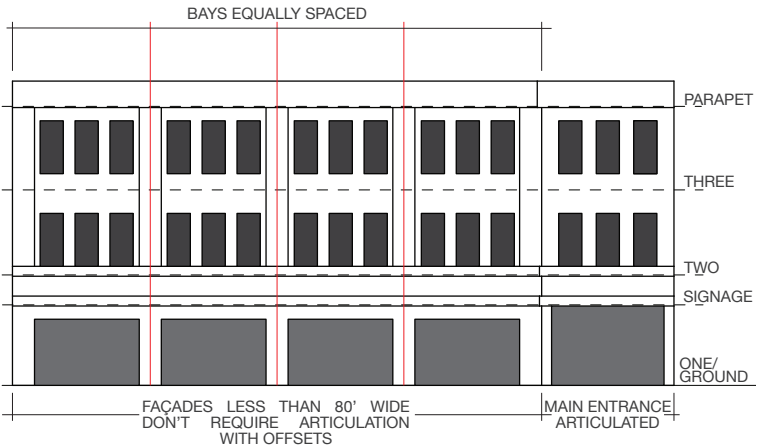
- Every building has a base, middle and top.

Composition

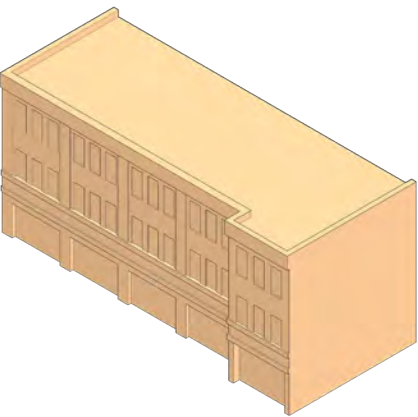
- Windows and doors, as well as other elements, should be placed in the center of bays.
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition



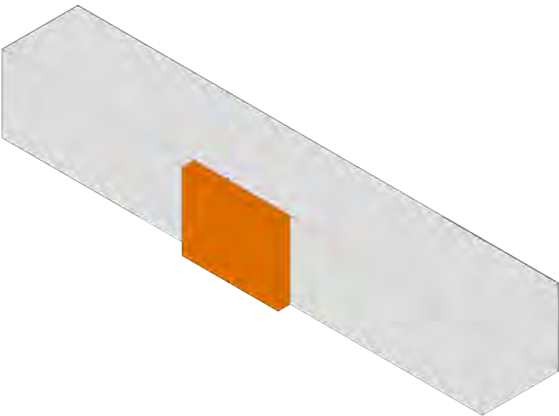
Assembly

Architectural Patterns

Multi-Story Buildings with > 80’ Length Facade

Vertical

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



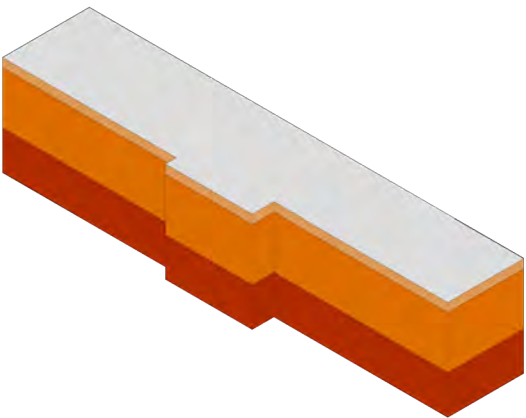
Vertical Articulation

Horizontal

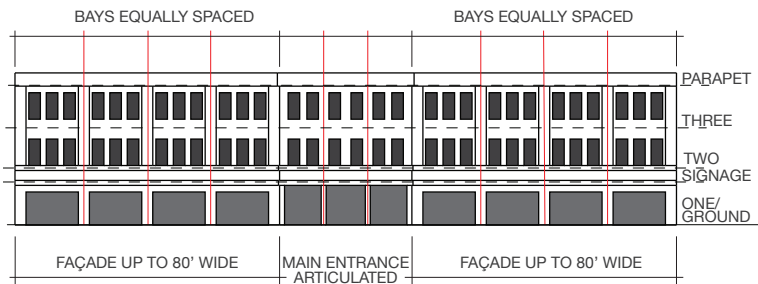
- Every building has a base, middle and top

Composition

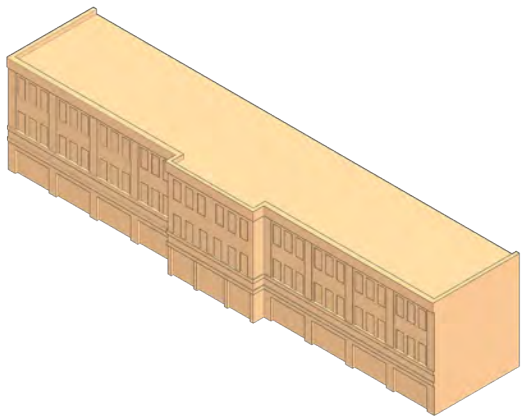
- Windows and doors, as well as other elements, should be placed in the center of bays
- Appropriate proportions vertically for windows: 6:7.5, 4:6, 5:8



Horizontal Articulation



Composition

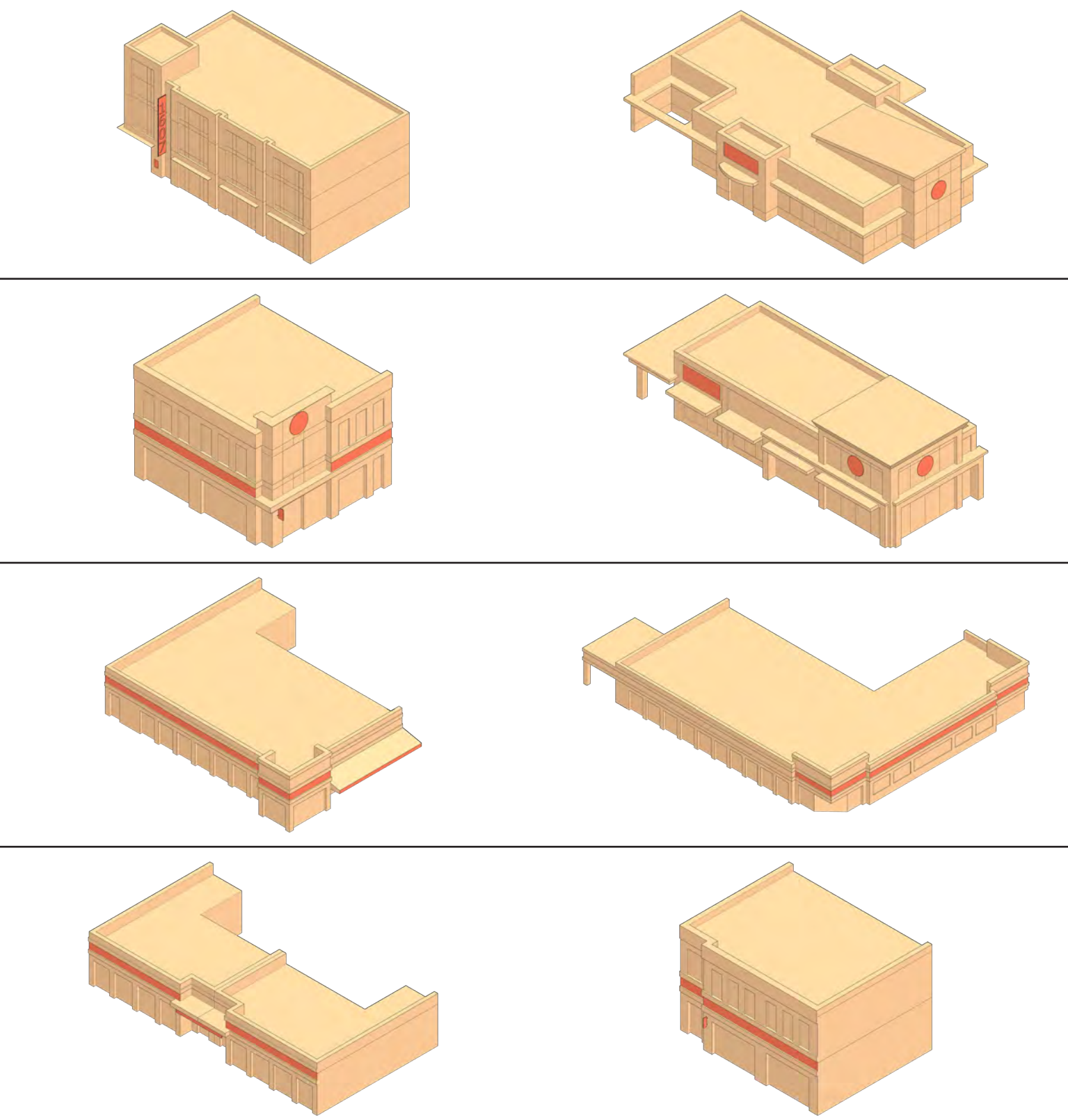


Assembly

Signage

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

Placement Options



Signage

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

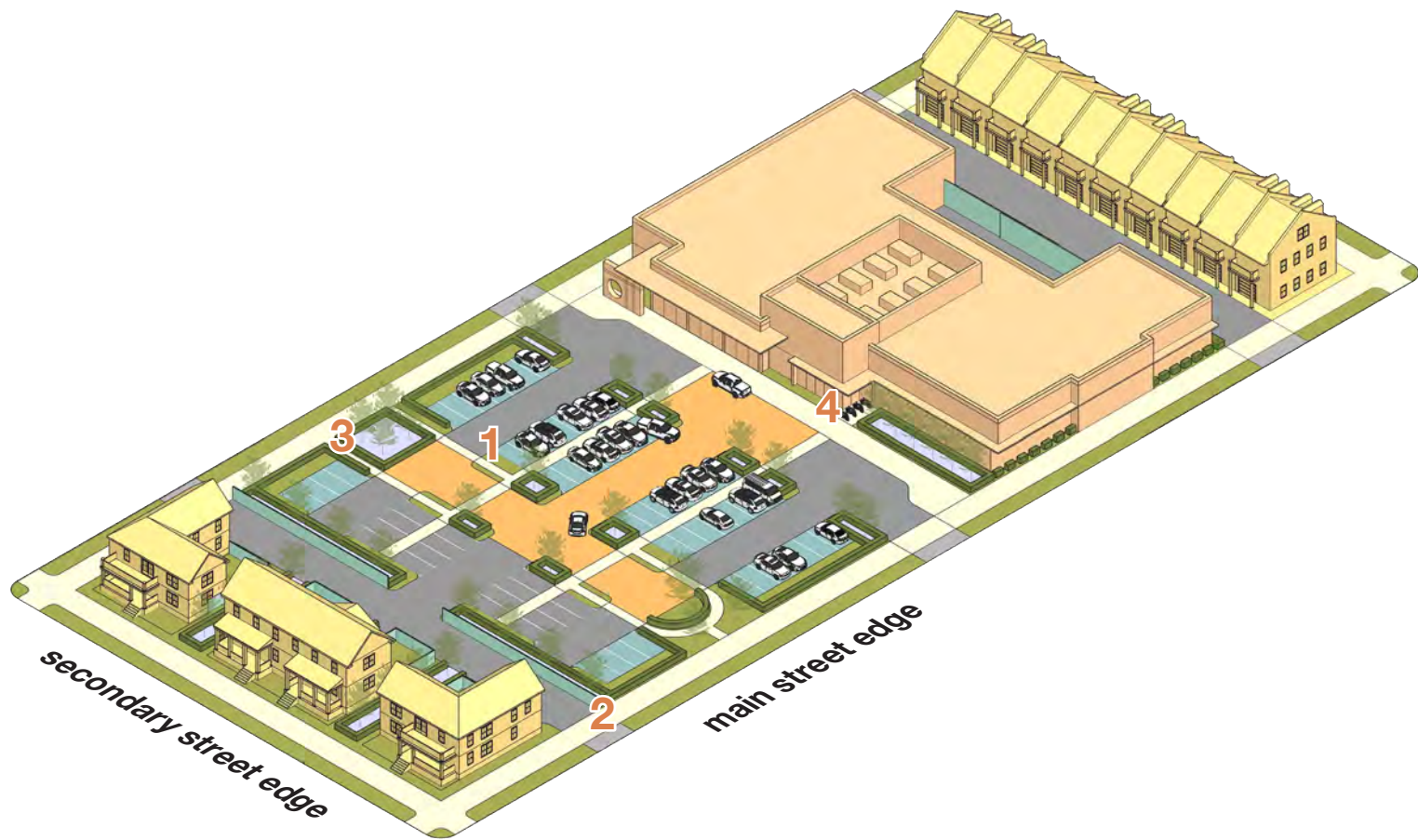
Examples



Site Amenities

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

Placement Options



1. Paving Materials

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

2. Screening Options

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

3. Open Space/Garden

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

4. Pedestrian Facilities

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

Site Amenities

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

Examples



1. Paving Materials



2. Screening Options



3. Open Spaces and Gardens



4. Pedestrian Facilities



Landscaping

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

Street Level Landscaping



Landscaping

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

Indigenous Plants for Consideration

Deciduous Large Canopy Trees

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

Evergreen Large Canopy Trees

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

Small Canopy Trees

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

Shrubs

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

Perennials

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

Grasses

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

Tidal Marsh (regular salt water flooding)

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



Applications

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

Development Concept

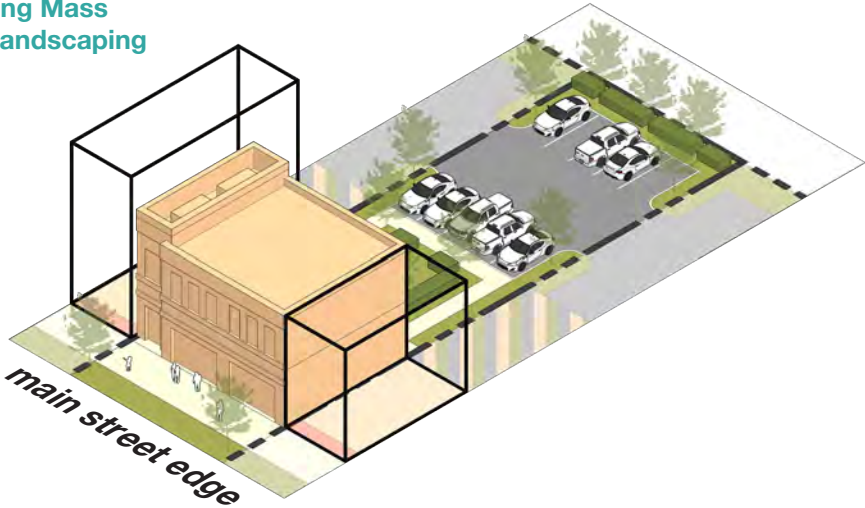
In-Line Mixed-Use

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, although the possibility exists for an access drive aisle to the back
- Amenities include ample open space (with potential for stormwater management), 8’ tall fencing and 10’ of landscape buffer at the rear adjacent to properties zoned for another use
- Amenities required, but not shown, include short-term and long-term bike storage, and enclosed refuse

Building, Parking, and Amenities Placement

Building Mass and Landscaping



Applications

Development Concept

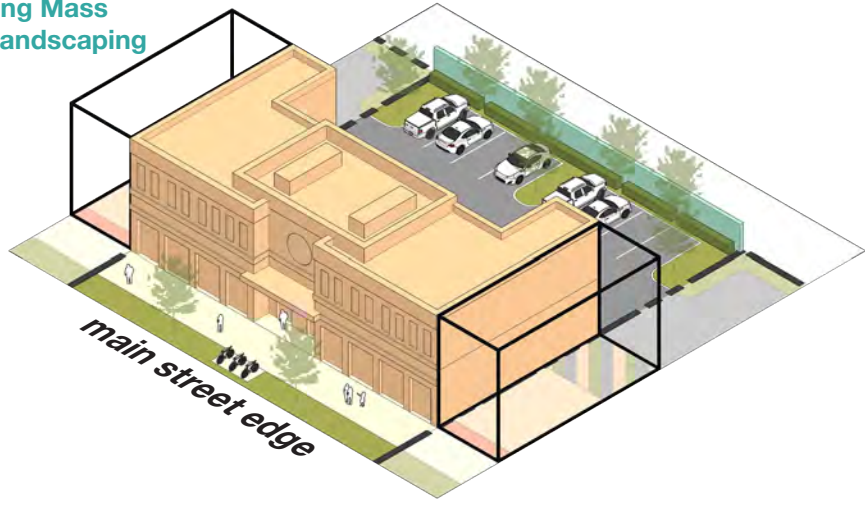
In-Line Commercial

Lot Guideline

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

Building, Parking, and Amenities Placement

Building Mass and Landscaping



Applications

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

Development Concept

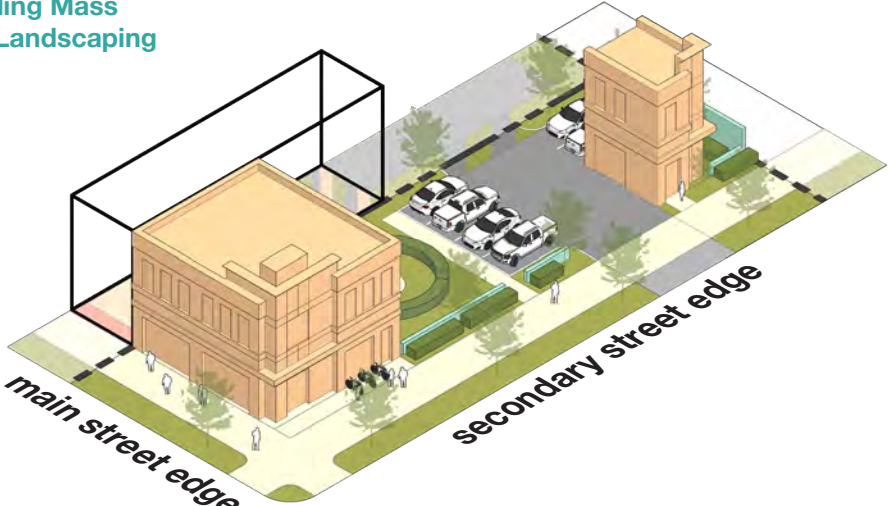
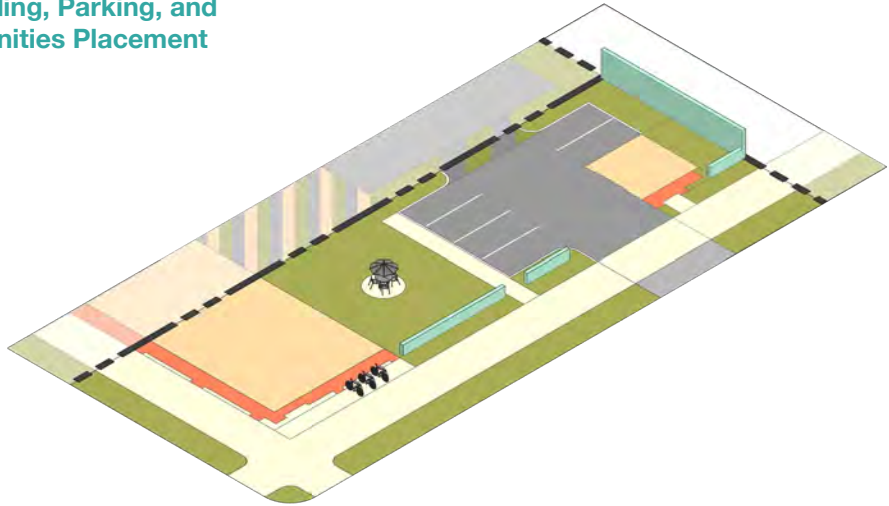
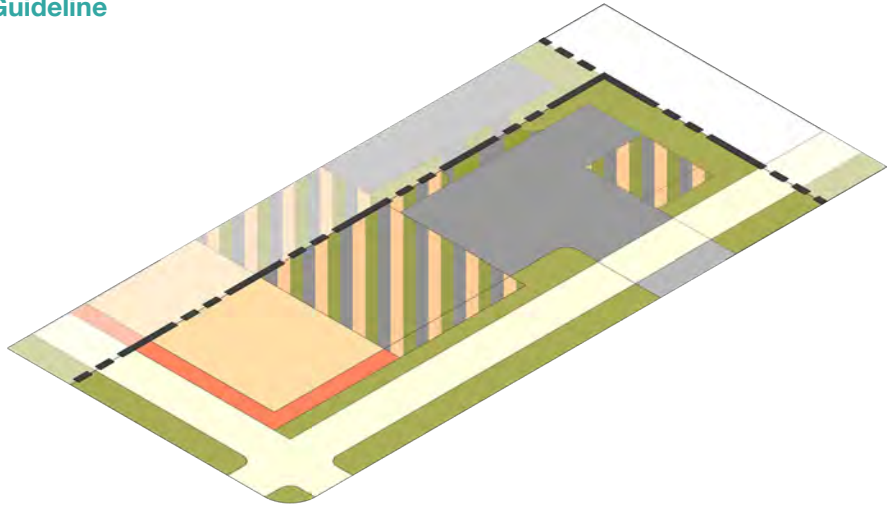
Stand-Alone Mixed-Use

Lot Guideline

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

Building, Parking, and Amenities Placement

Building Mass and Landscaping



Applications

Development Concept

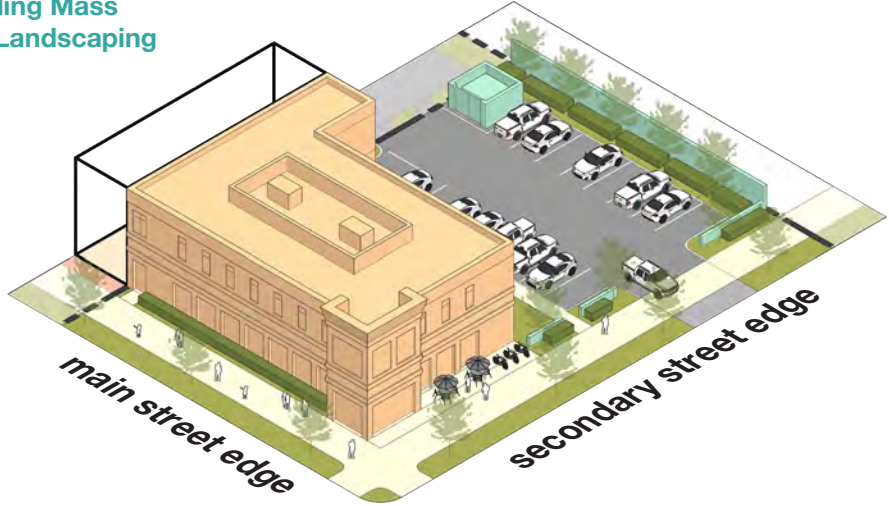
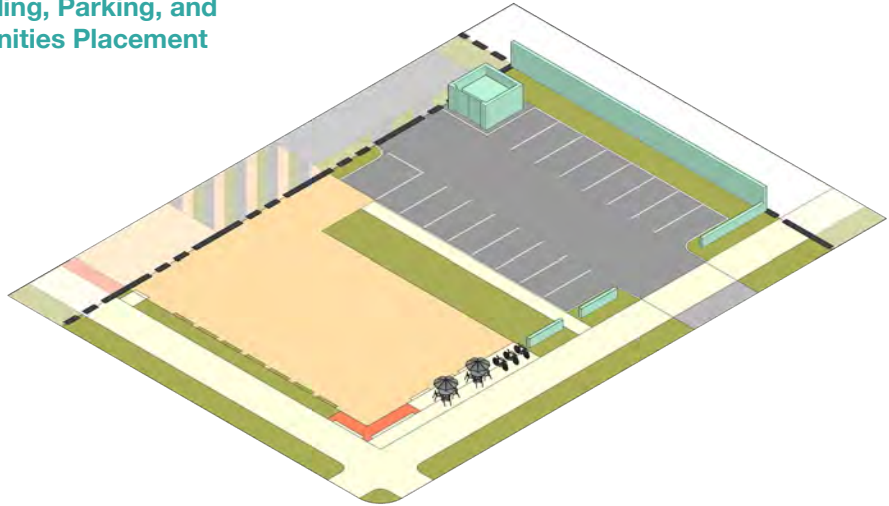
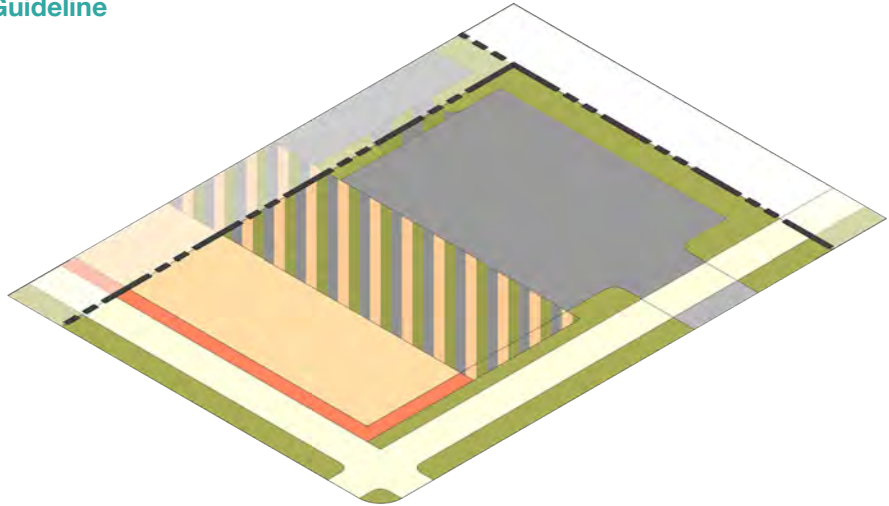
Small-Box Commercial

Lot Guideline

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

Building, Parking, and Amenities Placement

Building Mass and Landscaping



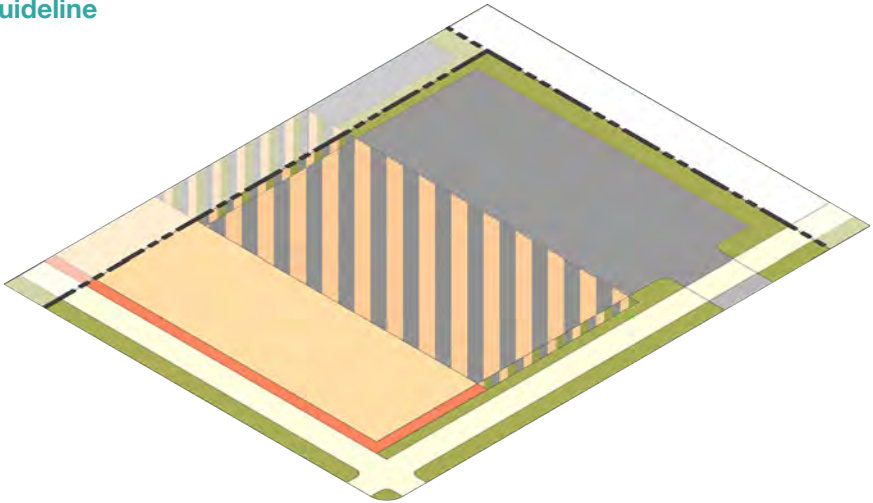
Applications

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

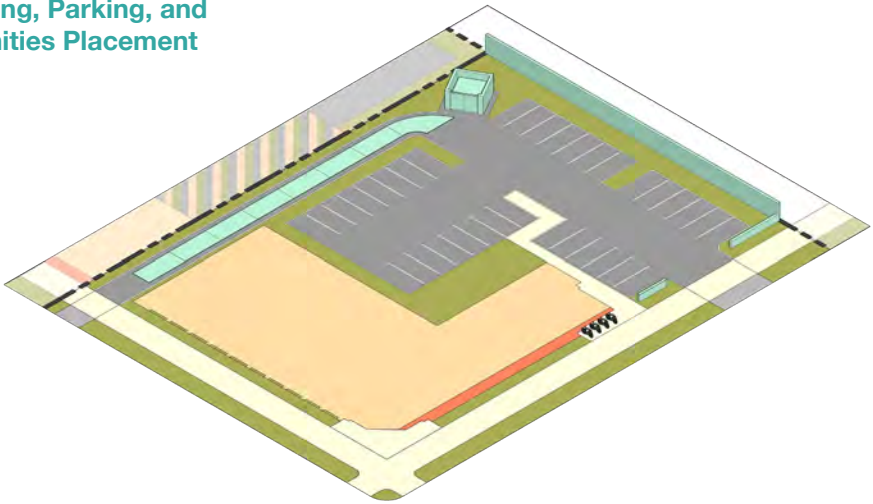
Development Concept

Medium-Box Retail

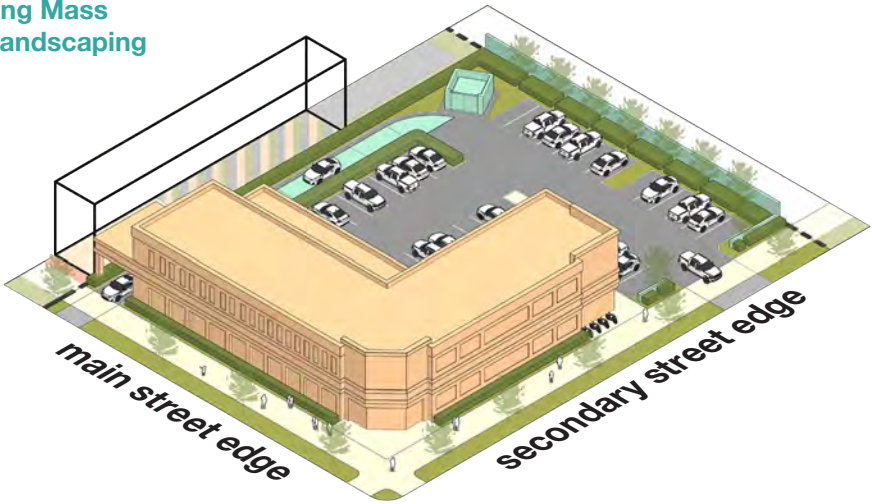
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

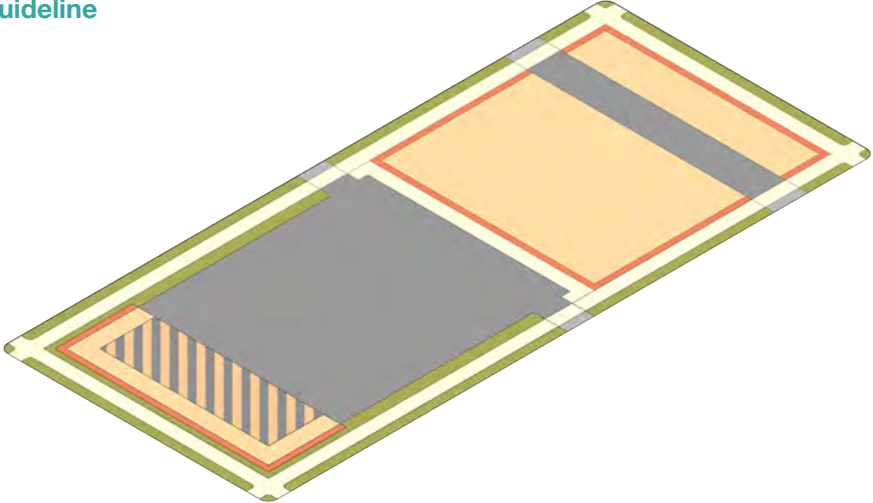


Applications

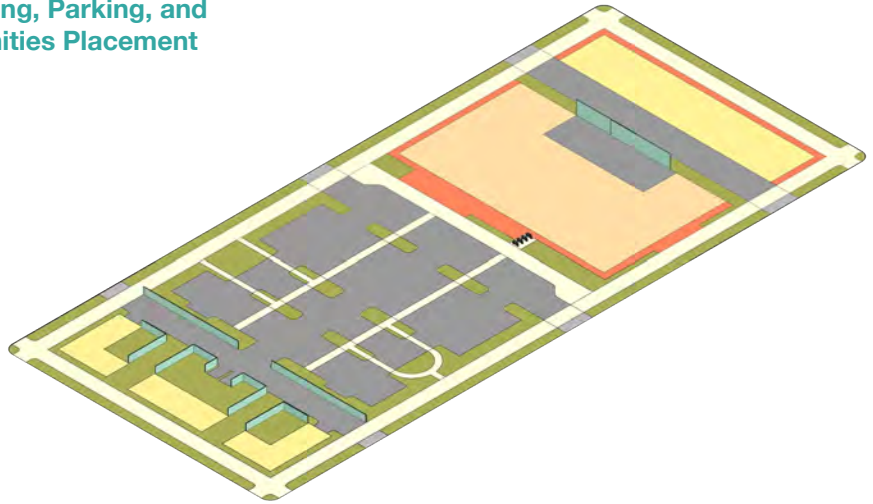
Development Concept

Big-Box Retail

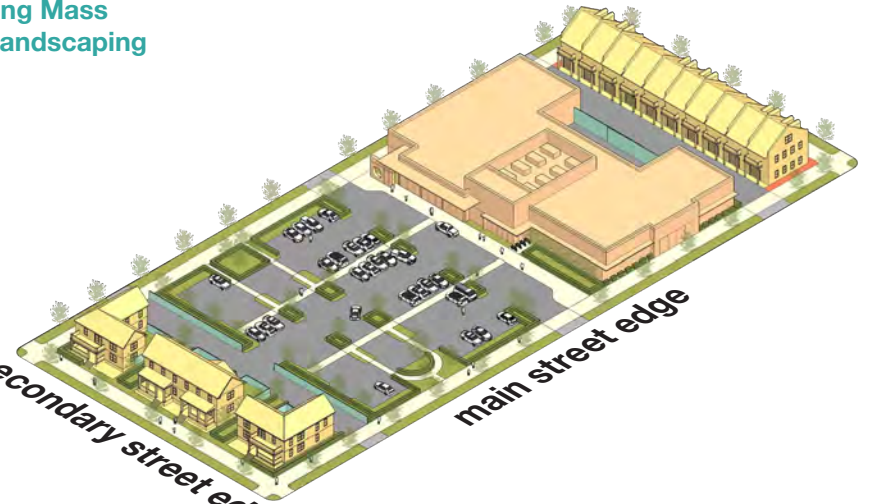
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping



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

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

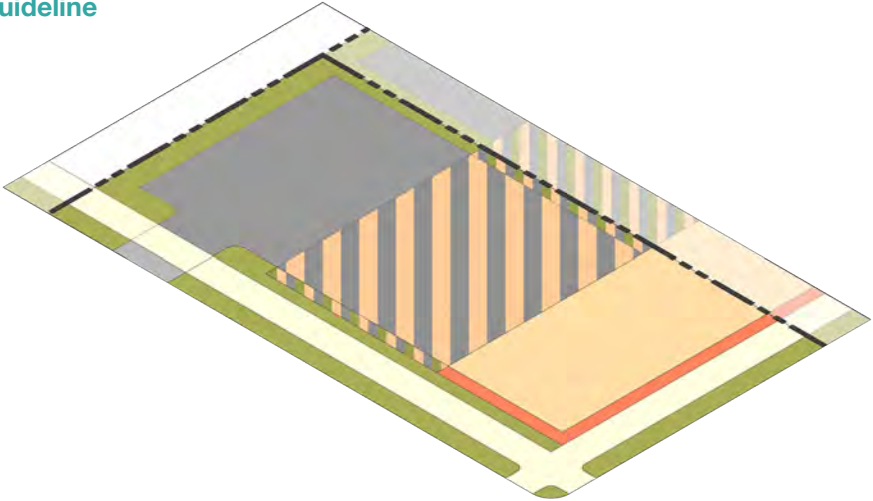
Applications

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

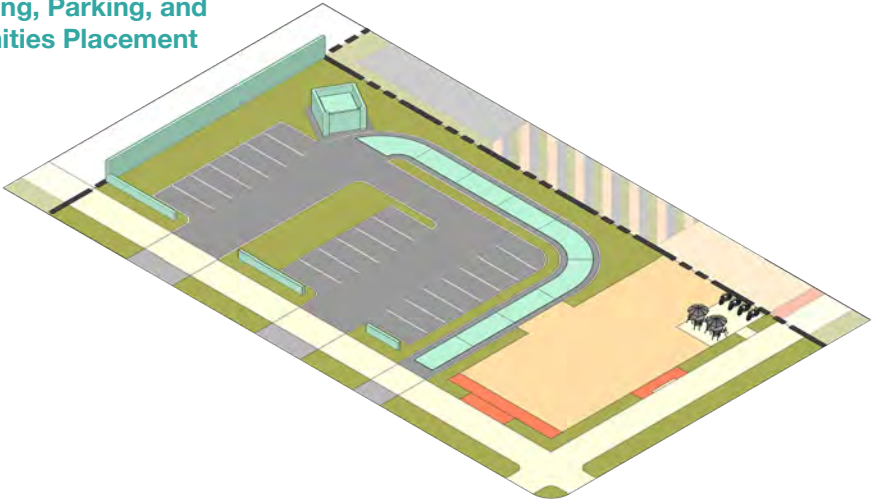
Development Concept

Drive-Through

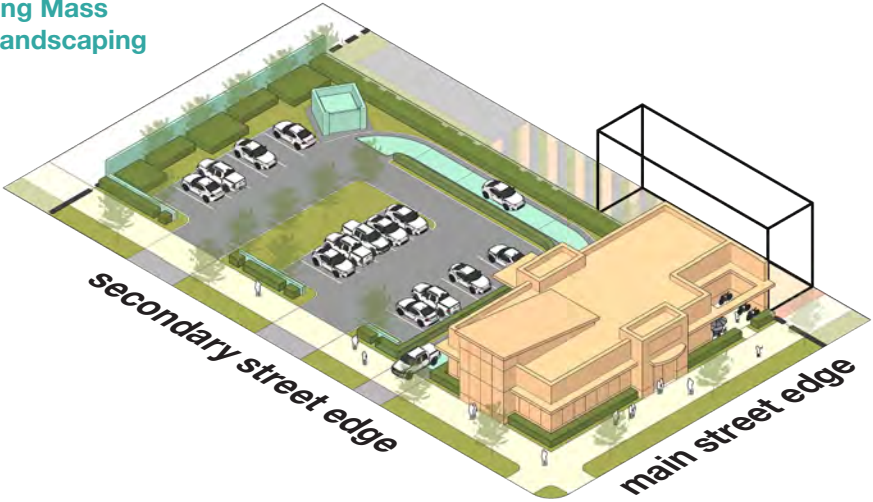
Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

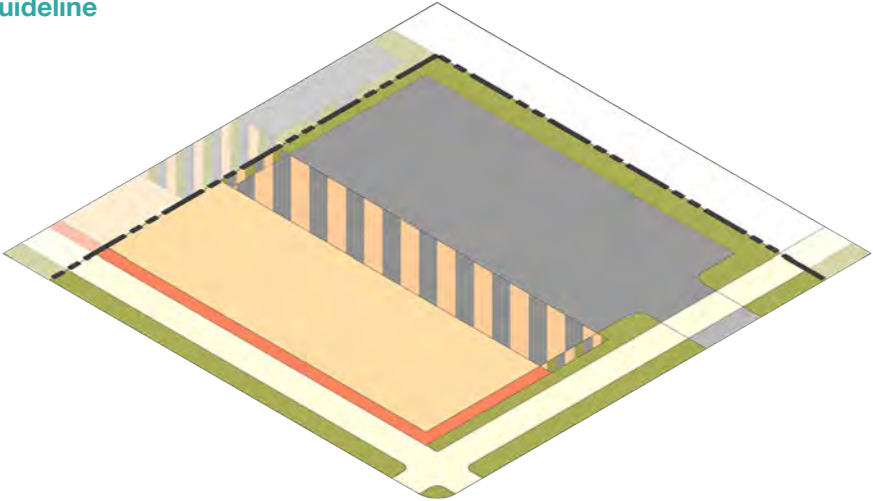


Applications

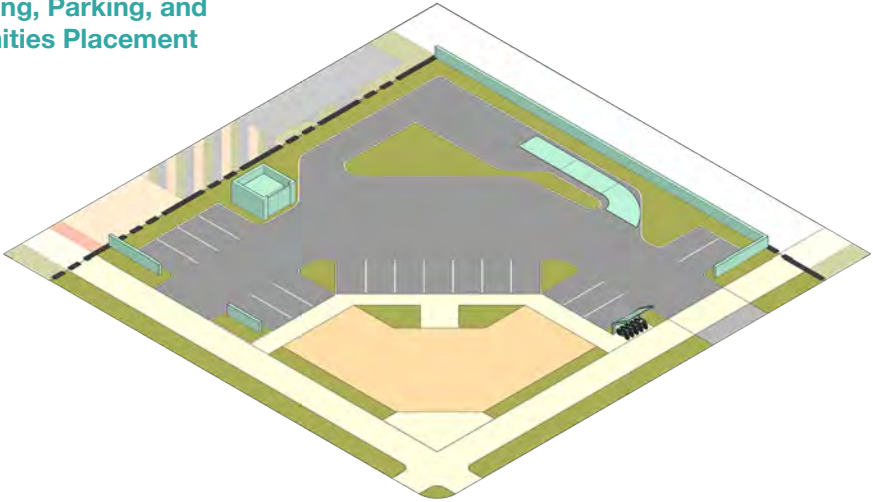
Development Concept

Vehicle Oriented

Lot Guideline



Building, Parking, and Amenities Placement



Building Mass and Landscaping

