

# Appendix C

## COMMERCIAL INFILL AND REDEVELOPMENT GUIDELINES

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## INTRODUCTION

Commercial and business redevelopment opportunities in older established areas of Chester and Stevensville are uniquely challenged to maintain and, in many cases, upgrade the character of older neighborhoods. Given the small town form and mix of land uses found within the older parts of Chester and Stevensville, different types of land uses and land use intensities are often adjacent or in close proximity to each other. Redevelopment and infill projects should not fragment existing positive street patterns. New structures should complement existing buildings by employing appropriate orientations or setbacks, or adequate screening. Successfully reinforcing a pattern of mixed use or mixed-intensity development in infill and redevelopment projects will require more sensitivity to and mitigation of off-site impacts.

Infill and redevelopment potential are not limited to the older parts of Chester and Stevensville. Suburban shopping centers and individual commercial and business sites (e.g., along Route 50) present opportunities for infill and redevelopment that can benefit both communities (through improved visual appearance and better access and circulation) as well as business owners (through improved sales and property values).

## PURPOSE

The following guidelines apply to infill and redevelopment of commercial and business sites (generally referred to as “commercial”). Like the residential guidelines, they emphasize appropriate design linkages and context sensitivity in site planning and building design. And like the residential guidelines, these are not regulations. They supplement the design standards found in Chapter 18 of the County Code (excerpts from the Code appear in *italics*). Persons proposing commercial, business, office or light industrial development in Chester and Stevensville are advised to consult these guidelines and incorporate them in development plans.

## SITE PLANNING

Chapter 18:1-37, A. (1) *“The appearance of typical, monolithic strip commercial and big-box retail centers should be strongly discouraged. Instead, more modestly scaled commercial structures grouped in clustered settings with pedestrian-oriented open spaces and plazas should be encouraged. Where the physical separation of structures is not practical or is cost prohibitive, variable facades and storefront setbacks can achieve a similar appearance.”*

### Site Amenities

1. Site amenities and features such as outdoor plazas and public art offer attractive spaces for people to gather and shop and generally create an inviting image for both customers and employees. The use of such amenities can be particularly effective in drawing residents to areas that have experienced infill or redevelopment. Site amenities provide

areas for interaction, enhance the quality of development, and contribute to the character of the area.

## 2. Design Guidelines

Larger commercial infill and redevelopment project (25,000 square feet of floor area or greater) should contribute to the creation or enhancement of public spaces by incorporating 2 or more site amenities. Examples include, but are not limited to, the following:

- a. Patio or plaza with seating area;
- b. Mini-parks, squares, or greens;
- c. Transportation amenities, including bus stops where appropriate;
- d. Customer walkways or pass-throughs containing window displays;
- e. Water feature;
- f. Clock tower;
- g. Public art;
- h. Any other well designed area and/or focal feature that enhances such development and serves as a gathering place.

## **SITE LAYOUT/DEVELOPMENT PATTERN (DEVELOPMENT SETBACK/ORIENTATION)**

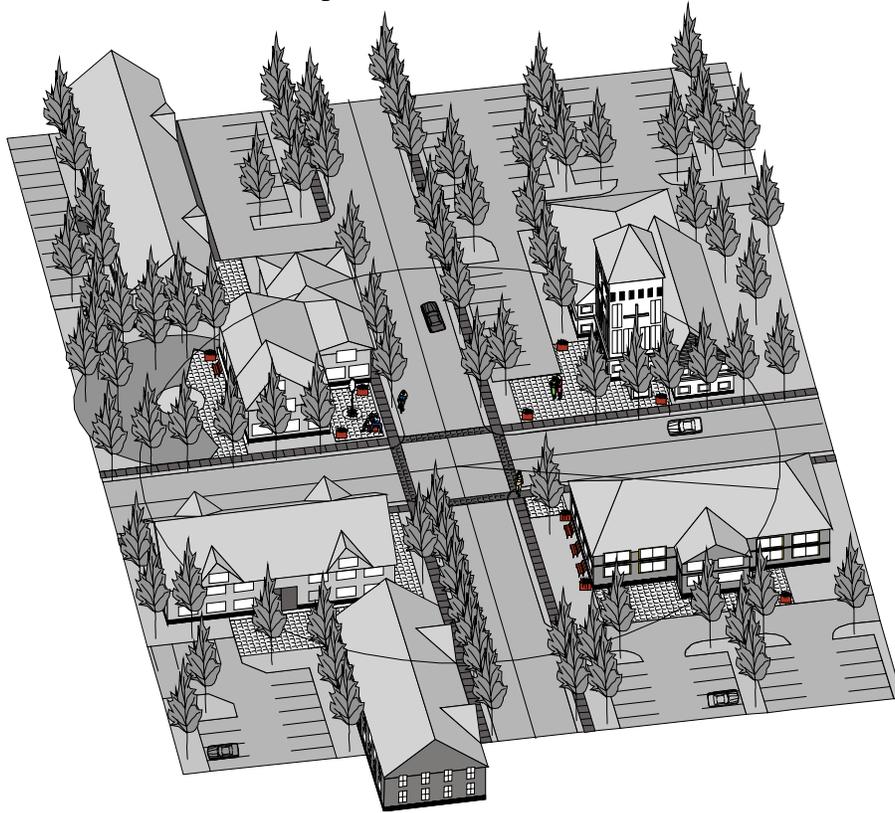
Chapter 18:1-37, A. (4) *“Developments should have primary access to major roadways or service roads and streets with immediate access to major roadways. Wherever practical, businesses should have customer entrances facing local streets and service roads rather than U.S. 50/301. Where commercial development may be patronized by community residents, secondary traffic access and pedestrian connections to a local street, may be desirable. Structures should have clearly defined and highly visible customer entrances with features such as canopies, porticos, arcades, arches, wingwalls and architecturally integrated planters.”*

### **Site Layout and Building Orientation**

The layout of principal buildings and accessory structures and parking areas along a street is an example of a repeated site pattern that creates a cohesive visual identity and attractive pedestrian street scene for an area. Creating a strongly defined street edge will improve an area's visual appeal. This principal applies to suburban as well as downtown locations. As Chester and Stevensville grow and expand outwards these edge uses will become part of the central urban fabric.

1. The orientation of a building strongly influences a development site's focus of activity. A building oriented at least in part to an adjoining public street can create a strong presence in the public realm, and can contribute significantly to a pedestrian-friendly built environment. On the other hand, street frontage interrupted by long stretches of parking lot asphalt or other "empty spaces" can detract from a positive pedestrian experience. These guidelines encourage the creation of a continuous, defined street edge, whether comprised of buildings, walls, or vegetation, in order to enhance the pedestrian experience, while in return allowing a developer to maximize the developable area of an infill or redevelopment parcel.
  
2. Design Guidelines
  - a. General Site Layout Along Major Street Frontages:
    - (1) At least some (a minimum of thirty percent) of a development site's street frontage(s) along major streets (arterials and major collector streets) should be occupied by building wall. Such building wall may be part of a principal building, pad site building, or accessory building. In the case of drive-thru facilities, a site wall of a minimum three (3) feet in height, that reflects the building architecture may be used to meet the 30% target.
    - (2) The remaining frontage along major streets should be occupied by a decorative architectural feature such as a wall placed on the setback line to screen the parking area, or substantial landscaping, landscaped entryway signage or features, and/or site amenities.
  
  - b. Site Layout and Building Orientation at Major Intersections. Major intersections of commercial activity need special attention so that all four corners are linked and function as a whole, and so that a sense of place and "arrival" is maintained or created. Commercial developments located at the intersection of two major streets should comply with the following guidelines:
    - (1) Primary parking areas and drive-through facilities should not be located within a 150-foot radius measured from the intersection of the centerlines of the two thoroughfare streets.
    - (2) Development located within a 150-foot radius from the intersection of the centerlines of the two thoroughfare streets should include two or more focal point features which are visible from the intersection streets such as:
      - a. a distinctive design that does not represent standard franchise architecture;

- b. a taller architectural feature or appendage (e.g., a clock tower, spire, or interesting roof form);
- c. Public art or sculpture;
- d. Fountains or other water feature;
- e. Public plazas or other open space; or
- f. Landscape feature.



- c. Additions to Strip Centers.
  - (1) To the maximum extent practicable, additions of leasable square footage to strip commercial centers should avoid extending the linear pattern or line created by an existing strip building(s).
  - (2) Additions of leasable square footage or structures should be arranged to help frame and define the fronting streets and the walking and shopping areas along those streets.
- d. Orientation of Entry Facades. Entry facades should orient towards the primary street or the active pedestrian zone within the site to create an inviting image and consistent front and street edge definition.

### **Multiple-Building Developments/Pad Sites**

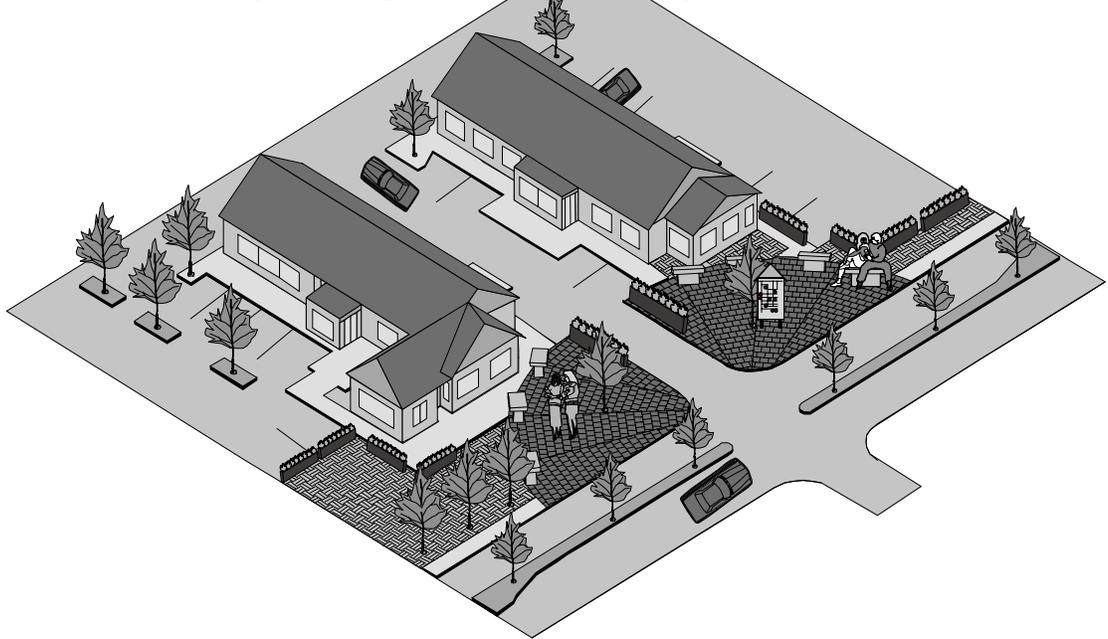
- 1. The siting and design of smaller retail stores, or “pads,” can create an inviting appearance in a larger, multiple-building development by reducing a project’s scale and expanding the range of activities and businesses found within a single development. Adding pad sites to a commercial center can help to improve the development's visual interest by framing entries and placing storefront spaces closer to the street to create a more active street scene. The siting and orientation of these smaller stores should create spaces that relate to both the primary buildings and the street frontage and should be architecturally

**Development located within a 150-foot radius from the intersection of the centerlines should include two or more focal point features visible from the intersection** compatible with the primary or anchor buildings of the development.

- 2. Design Guidelines
  - a. Location of Pad Sites. Pad site buildings should be sited along the edge of entry drives or between a large parking lot and the street to help define the streetscape and lessen the visual impact of the parking lot from the street.
  - b. Building Orientation On Pad Sites.
    - (1) Any side of a pad site building that directly faces a public street should contain a combination of at least two (2) of the following:

- a. customer entrance, windows, trellises, awnings, areas of glass block, arcades, pergolas, or planters. Customer entrances should be emphasized through incorporation of a building recess, projections, canopy, or similar design element.
  
- b. To the maximum extent practicable, spaces between adjacent pad site buildings should be improved to provide small pockets (preferably heavily landscaped) of customer parking, pedestrian connections, small scale project amenities, or focal points. Examples include, without limitation:
  - (i) A landscaped pedestrian way linking customer entrances between two or more pad site buildings;
  - (ii) A public seating or outdoor eating area;
  - (iii) An area landscaped with living materials emphasizing 4-season colors, textures, and varieties; or
  - (iv) Sculptures or fountains.

**To the extent possible, spaces between pad site buildings should incorporate landscaped pedestrian ways, public seating areas, landscaped area, sculptures or fountains.**



- c. Pad Site Building Design.

- (1) All four walls of a pad site building should incorporate the same facade and building design as those on the primary commercial building(s) in the development or center, including:
  - a. Roofline or roof materials;
  - b. Facade colors;
  - c. Pedestrian entry locations and entryway architecture/design;
  - d. Amounts of glazing on facades visible from public streets; and
  - e. Other distinctive architectural features.
- (2) Significant departures from "off-the-shelf" standardized franchise building design may be required to meet the above standard.
- (3) Pad site buildings should incorporate exterior building materials from the material used on palette the primary commercial building(s).

### **Relationship to Surrounding Development: Operational Compatibility**

1. Commercial infill and redevelopment adjacent to or in relatively close proximity to residential uses should relate well to surrounding development. Such development should respect adjacent residential uses and surrounding neighborhoods by ensuring intensive operations, such as loading areas, do not adversely impact neighbors.

**Discouraged**

**Preferred**

## 2. Design Guidelines



**Commercial infill and redevelopment adjacent to or in relatively close proximity to residential uses should relate well to surrounding development.**

- a. The Planning Commission may impose conditions upon the approval of development applications to ensure that infill and redevelopment projects will be compatible with existing neighborhoods and uses, including, but not limited to, conditions on the following:
  - (1) Location on a site of activities that generate potential adverse impacts on adjacent uses such as noise and glare;
  - (2) Placement of trash receptacles;
  - (3) Location of delivery and loading zones.

### **Vehicular and Pedestrian Access and Circulation**

1. Vehicular Access and Circulation - Internal vehicle circulation should provide a clear visual path to provide safe, convenient and efficient vehicular access within and between developments. Circulation patterns should be designed to limit points of access from

major thoroughfares and minimize the impacts of non-residential traffic on adjacent residential properties.

## 2. Design Guidelines

### a. Primary Vehicle Access-Large Commercial Centers.

- (1) Primary access to large commercial centers should be from the major collector street system. In order to maximize the efficiency of the street network, major traffic generators should be located so that their primary access is from a major collector or commercial access road.
- (2) Large commercial centers should be located at the intersection of major streets so that access is available for both east/west and north/south traffic. Primary access points should be located so that commercial traffic is separated from the residential street system and sufficiently separated from the intersection to provide turning lanes.

### b. Primary Vehicle Entrances. The number and location of vehicle entrances to a commercial development should be consistent with the existing or anticipated design of adjacent streets.

- (1) To the maximum extent feasible, the number of entry driveways on a thoroughfare street should be minimized in order to reduce the number of conflicting points and facilitate traffic flow.
- (2) It is recognized however that certain existing tracts may not be able to fully comply with these guidelines due to limited frontage or other constraints. When compliance with the guidelines is precluded due to the location of driveways on adjoining properties, attempts should be made to obtain alternative access where feasible, including joint access driveways, shared parking with adjacent landowners, access easements to adjoining properties, or access to intersecting streets.

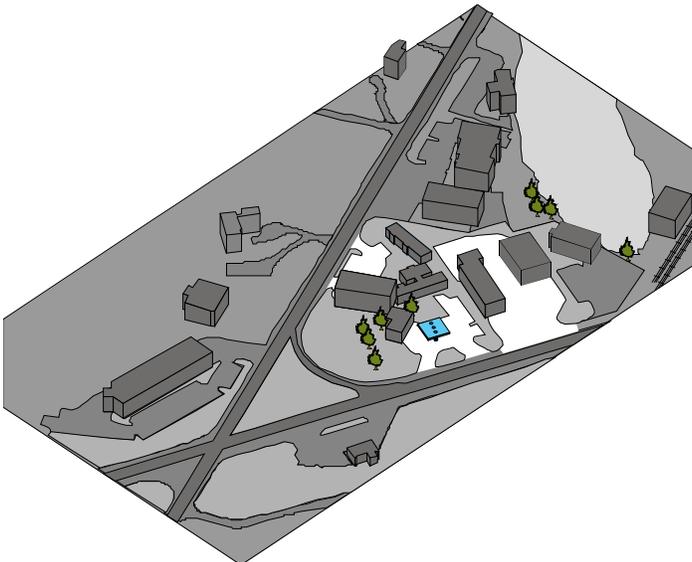
### c. Internal Vehicle Circulation.

- (1) Internal vehicle circulation patterns should provide a clear and direct path to the principal customer entrance of the primary building, to outlying pad sites, and to each parking area.
- (2) In large commercial centers, a clear system of main circulation drives (containing few or no parking spaces that directly access the main drives)

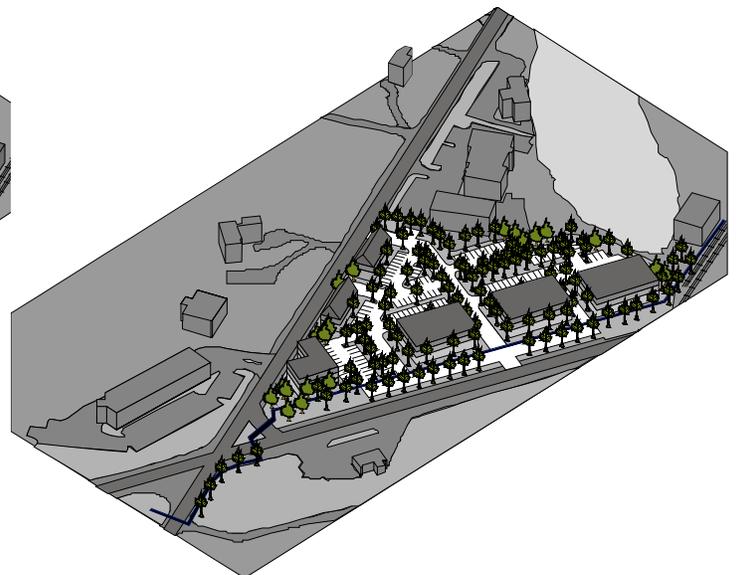
should be established to carry the highest volumes of traffic within the site.

- a. To the maximum extent feasible, the intersection of two main circulation drives should be designed as a "t" intersection, rather than a four-legged intersection, to minimize vehicular conflicts.
- (3) In small commercial centers (less than 25,000 square feet), where traffic volumes are lower and, consequently, pedestrian-vehicular and vehicular-vehicular conflicts are less likely, more flexibility is available in the location and design of internal drives.
- a. Because of the lower traffic volumes, entry drive throat lengths can be shorter.
  - b. The use of four-legged intersections can be utilized more extensively.
  - c. Depending on the size of the shopping center and the number and location of access points, fewer restrictions may be placed on the extent to which traffic entering the site is directed to the drives along the building facades.

**Discouraged**



**Preferred**



- (4) Main drive aisles should be continuous and connect to the main entrance to the development site.

- (5) Internal intersections must have adequate sight lines, design geometrics, and/or traffic controls to minimize accident potential.
- d. On-Site Truck Traffic/Loading And Circulation.
- (1) Every shopping center is required to provide loading and delivery facilities separate from customer parking and pedestrian areas.
  - (2) Due to their greater size and lower maneuverability, truck circulation paths should be designed with larger curve radii and more maneuvering room.
  - (3) As the size of the development and the volume of trucks increase, internal circulation patterns should reflect an increasing separation between automobile and truck traffic in order to minimize accidents and congestion.
- e. Vehicle Connections With Adjacent Properties.
- (1) Adjacent Non-Residential Uses:
    - a. To the maximum extent feasible, connections between adjacent non-residential development parcels shall be provided by siting a logical array of access points continuous to the adjacent development.
    - b. To the maximum extent feasible, common or shared service and delivery access should be provided between adjacent parcels and/or buildings.
  - (2) Adjacent Residential Uses: Commercial drives or on-site streets should not align with access to adjacent residential developments. Exceptions may be made in cases where physical constraints dictate that no other option is possible.
  - (3) Emergency Access: All commercial developments must comply with the currently adopted building code provisions regarding emergency vehicle access and fire lanes.

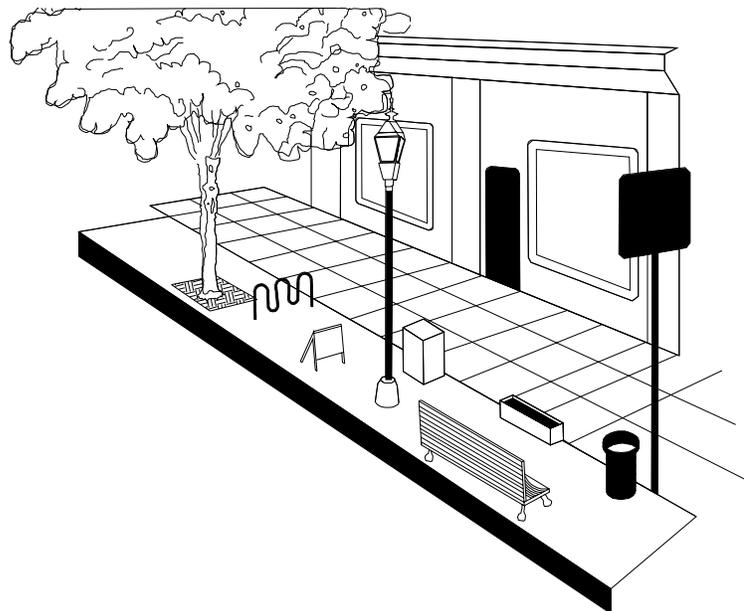
## **Pedestrian Access and Circulation**

Chapter 18:1-37, A. (14) *“Roadside sidewalks should be provided when sites are developed or redeveloped. Sidewalks linking structures to roadside sidewalks should be provided wherever practical.”*

1. By creating a safe, continuous network of walkways within and between developments, pedestrians feel more inclined to safely walk or window shop (rather than drive) between stores. By developing a pedestrian network that offers clear circulation paths from the parking areas to the store entries, a friendlier, more inviting pedestrian environment will be created. Walkways should provide an inviting and convenient option for pedestrian movement within a development and promote direct pedestrian and bicycle access to neighboring residential, non-residential, and public uses.
2. Design Guidelines
  - a. Applicants should submit a detailed pedestrian circulation plan with all subject development applications that shows compliance with the following guidelines:
  - b. Pedestrian Connections. An on-site system of pedestrian walkways should be designed to provide direct access and connections to and between the following:
    - (1) The primary entrance or entrances to each commercial building, including pad site buildings;
    - (2) Any sidewalks or walkways on adjacent properties that extend to the boundaries shared with the commercial development;
    - (3) Any public sidewalk system along perimeter streets adjacent to the commercial development;
    - (4) To the maximum extent practicable and appropriate, adjacent land uses and developments, including but not limited to adjacent residential developments, retail shopping centers, office buildings, or restaurants;
    - (5) To the maximum extent practicable and appropriate, any adjacent public park, greenway, or other public or civic use including but not limited to schools, places of worship, public recreational facilities, or government offices.
    - (6) All parking areas that serve such primary building; and
    - (7) Site amenities or gathering places.
  - c. Pedestrian Connections to Perimeter Public Sidewalks. Connections between the on-site (internal) pedestrian walkway network and any public sidewalk system located along adjacent perimeter streets should be provided at regular intervals

along the perimeter street as appropriate to provide easy access from the public sidewalk to the interior walkway network.

- d. **Minimum Walkway Width.** All on-site pedestrian walkways and sidewalks shall be a minimum of 5 feet wide, except that walkways adjacent to a parking area where cars may overhang the walkway should be a minimum 7 feet wide.
- e. **Walkways Along Buildings.**
  - (1) **Walkways Along Primary Buildings:** Continuous pedestrian walkways no less than eight (8) feet wide should be provided along the full length of a primary building along any facade featuring a customer entrance and along any facade abutting customer parking areas.
  - (2) **Walkways Along Pad Site Buildings:** Continuous pedestrian walkways no less than five (5) feet wide shall be provided along the full length of a pad site building along any facade featuring a customer entrance and along any facade abutting customer parking areas.
  - (3) **Walkways Through Vehicle Areas in Large Commercial Centers:** At each point that the on-site pedestrian walkway system crosses a parking lot or internal street or driveway, the walkway or crosswalk should be clearly marked through the use of a change in paving materials distinguished by



Sidewalk width should provide adequate space for a clear zone and street furniture. their color, texture, or height.

## PARKING

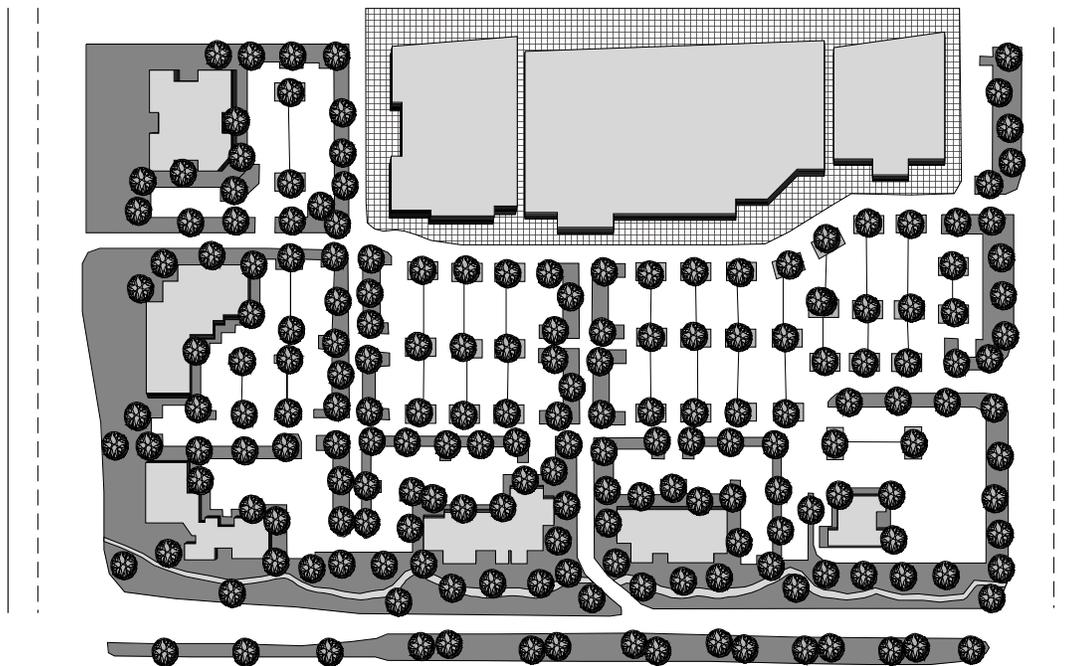
### Parking Amount and Type

1. Given the potential for infill/redevelopment projects to develop on smaller or more constrained sites, providing options for shared parking, both on and offstreet is important. While commercial developments should have adequate parking for customers and employees, they should also avoid excessive amounts of asphalt that detract from a pedestrian environment and may limit appropriate development density.

### Parking Location and Layout

Chapter 18:1-37, A. (5) *“Parking areas should be located to the rear and sides of structures and should contain perimeter landscaping and landscape islands.”*

1. The typical suburban commercial development pattern of placing large amounts of parking between the fronts of buildings and the adjacent street and between buildings contributes to a bleak and formless arrival experience and a detached relationship between the building and the street. Locating parking along the side and rear of buildings can help reduce the impression of a "sea of parking" while providing convenient



automobile and pedestrian access.

## 2. Design Guidelines

- a. **Parking Location.** A minimum of thirty percent (30%) of the off-street surface parking spaces provided for all uses contained in the development's primary building should be located other than between the front facade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)). Alternative provisions may be considered when the commercial development abuts an existing residential neighborhood.
- b. **Parking Orientation.** To the maximum extent feasible, parking should be oriented to minimize visual and noise impacts on adjacent residential properties.
- c. **Parking Blocks.** In order to reduce the scale of large surface parking areas, the total amount of surface parking provided should be broken up into parking blocks containing no more than 40 spaces for large commercial centers and no more than 26 spaces for all other commercial development:
  - (1) Parking blocks should be separated from each other by landscaping, access drives or public streets, pedestrian walkways, or buildings.
  - (2) Each parking block should have consistent design angles for all parking within the block.
  - (3) Parking blocks should be oriented to buildings to allow pedestrian movement down and not across rows (typically with parking drive aisles perpendicular to customer entrances).

**Discouraged**

- (4) Through access should be provided within and between parking blocks; dead end drives are strongly discouraged.

## **BUILDING DESIGN**

Chapter 18:1-37, A. (3) *“Structures should have finished architectural facade treatment and detail on all elevations that are visible from public ways or adjoining properties. Facades greater than 100 feet in length should incorporate recesses and projections along at least 20% of the length of the facade. For larger buildings, windows, awnings and arcades should total at least 60% of the facade length visible from a public street. Greater architectural interest should be encouraged for larger structures by directing the use of a repeating pattern of change in color, texture and material modules at intervals of no more than 30 feet.”*

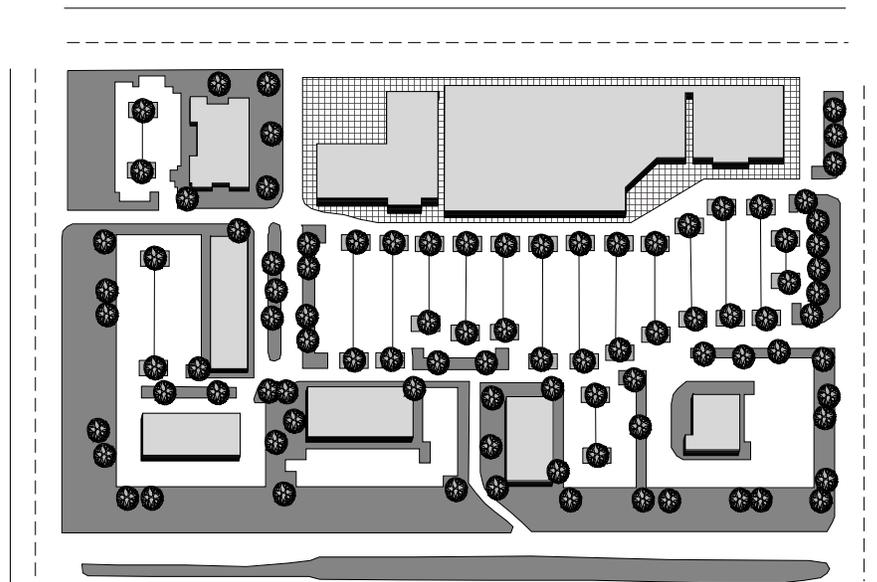
These building design guidelines apply to all commercial infill development, and major rehabilitation projects as well as minor rehabilitation of large commercial centers.

### **Building Height/Scale/Massing/Form**

#### **Preferred**

**Clear building entry, parking broken into blocks, buildings from the street edge, bermed landscape setback with path.**

1. Building design that creates or adds to the visual interest of a streetscape and a pedestrian scale is an essential element of infill and redevelopment. Building height, scale, and



massing can be used to emphasize important corners, designate points of entry, and create a visible roofline silhouette. The primary mass of structures should include secondary

projections that reduce the apparent scale, creates visual interest, and promotes compatibility with adjacent uses. Building design for infill and redevelopment projects should be compatible with adjacent development.

## 2. Design Guidelines

- a. **Compatibility With Surrounding Development.** Infill and redevelopment projects in existing developed areas with an established pedestrian scale and character should be compatible with or complement the established proportions and building mass of adjacent developments.
- b. **Transition To Adjacent Residential Uses.** Where buildings are adjacent to residential uses, building massing should create a transition from the edges of a commercial center inward. To achieve this effect, smaller and lower building mass should be located near edges of the center where adjacent buildings are smaller or residential in scale.
- c. **Building Facades.**
  - (1) The building facade should incorporate wall plane projections or recesses break-up the overall wall into smaller, appropriately scaled sections.
  - (2) Each building facade should have a repeating pattern that includes instances of either (1) color change, (2) texture changes, (3) material module change, or (4) expression of an architectural or structural bay through a change in plane, such as an offset, reveal, or projecting rib.
  - (3) The above guidelines may be waived if the applicant can demonstrate an alternative building design that significantly articulates a wall plane.
- d. **Multi-Story Buildings - Base and Top Treatments.** The following guidelines apply to buildings greater than two stories:
  - (1) The composition of the building should present a clearly recognizable base, middle, and top, or a clearly defined alternative building composition.
  - (2) A recognizable "base" may consist of, but is not limited to:
    - a. Thicker walls, ledges, or sills;
    - b. Integrally textured materials such as stone or other masonry;
    - c. Integrally colored and patterned materials such as smooth finished stone or tile;

- d. Lighter or darker colored materials, mullions, or panels; or
  - e. Planters.
- (3) A recognizable "top" may consist of, but is not limited to:
- a. Cornice treatments, other than just colored "stripes" or "bands," with integrally textured materials such as stone or other masonry or differently colored materials;
  - b. Sloping roof with overhangs and brackets; or
  - c. Stepped parapets.
- e. Consistency of Style. The design of the building should provide a distinctive quality, consistent, architectural character and style, that avoids monotones and featureless building massing and design.

### **Architectural Detail: Facades, Entrances, Roofs, Awnings**

1. Doors, storefront windows, and awnings are examples of building features that add to the character of the streetscape and contribute to the pedestrian-oriented character of places. These elements should be used to both improve the visual interest of infill/redevelopment projects and add to the visually unified appearance of the Chester and Stevensville.
2. Design Guidelines
  - a. Architectural Compatibility with Surrounding Areas. Infill and redevelopment projects in existing developed areas with an established character should be compatible with or complement the established architectural character of the area in terms consistency of rooflines, roof materials and roof colors; similar window and door patterns, and similar decorative elements.
  - b. Building Facades. Facades that face public streets, adjacent development, or connecting pedestrian frontage should be subdivided and proportioned using features such as windows, entrances, arcades, arbors, and awnings along no less than sixty percent (60%) of the facade. A minimum of ten percent (10%) of the



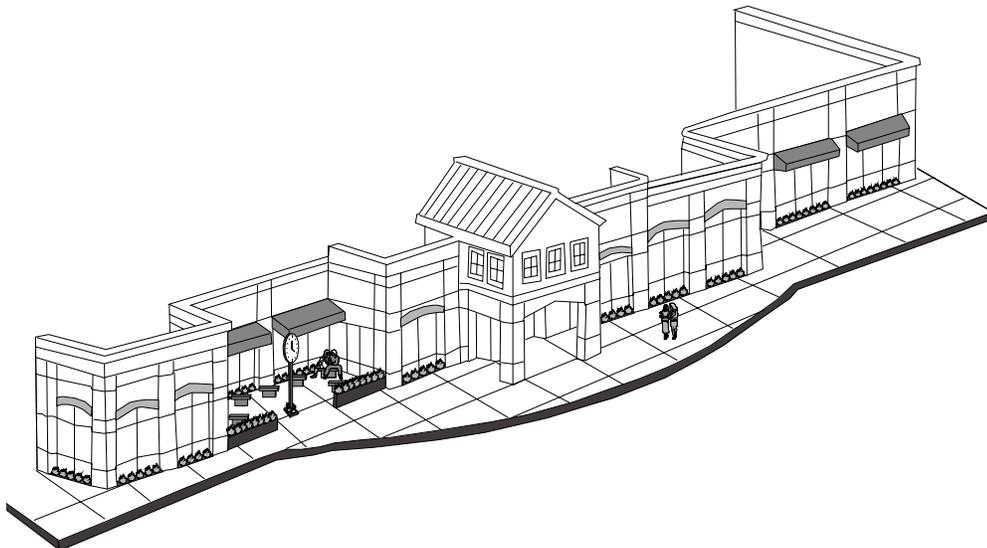
entire such facade area should be composed of transparent materials, unless the Planning Commission finds that such transparency would be inconsistent with the operational requirements of the building. At least one-half of this amount should be provided so that the lowest edge of the transparent material is no higher than 4 feet above the street level.

- c. Customer Entrances. Building facades facing a primary access street should have clearly defined, highly visible customer entrances that include features as the following:
- (1) Canopies or porticos,
  - (2) Overhangs, recesses/projections,
  - (3) Arcades,
  - (4) Raised corniced parapets over the door,
  - (5) Distinctive roof forms,
  - (6) Arches, outdoor patios,
  - (7) Display windows,
  - (8) Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.

d. Roofs.

Chapter 18:1-37, A. (2) *“Pitched roofs and gables are encouraged. Where pitched roofs are not practical from an engineering basis or are not cost effective, false gables and mansards can achieve a similar appearance. Flat roofs with exposed mechanical fixtures should be avoided. For larger structures, variations in rooflines should be required to reduce scale and add visual interest. Roofs for larger structures should have at least two of the following features: overhanging eaves, sloped roofs and three or more roof planes.”*

To the maximum extent practicable, where buildings are adjacent to residential uses, rooflines should be of a similar height or stepped down to a similar height to enhance the compatibility with nearby residential areas. In addition, roofs should



features such as the following:

- (1) Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view are appropriate. Parapets should feature three dimensional cornice treatment and should be the primary means of screening roof top equipment;
- (2) Overhanging eaves, extending no less than three (3) feet past the supporting walls;
- (3) Sloping roofs that do not exceed the average height of the supporting walls;
- (4) Three (3) or more roof slope planes.

e. Downspouts. All downspouts should be concealed from view.

f. Awnings.

(1) Awnings should be no longer than a single storefront.

(2) Fabric awnings are encouraged; canvas awnings with a matte finish are preferred. Awnings with high gloss finish are discouraged. Illuminated, plastic awnings are discouraged.

(3) Rigid frame awnings should stop at the top section and should not be included in the valence.

(4) Awning colors should be compatible with the overall color scheme of the facade from which it projects. Solid colors or subtle striped patterns are preferred.

(5) Awnings for rectangular openings should be simple, shed shapes. Semicircular shapes should not be used for arches.



## Building Materials and Colors

Chapter 18:1-37, A. (13) *“Facade colors should be of low reflectance, subtle or neutral earth tone colors. The use of high-intensity colors, metallic colors, black or fluorescent colors should be prohibited. Building trim may feature brighter colors, but neon tubing should not be permitted.”*

Chapter 18:1-37, A. (12) *“Predominant exterior building materials should be of high quality. These include brick, wood or vinyl siding, stone and tinted/textured concrete masonry units. Smooth-faced concrete block, tilt-up concrete panels or prefabricated steel panels may not exceed 50% of the entire structure.”*

1. The exterior materials and colors used in a building's design create impressions of not only the individual building, but of the image the overall community. Commercial infill and redevelopment should use high-quality materials and colors, that are compatible with residential areas and reflect the historic character of established commercial areas.

## 2. Design Guidelines

- a. Applicants should submit a color palette and building materials board as part of their development plan application.
- b. Building Materials.
  - (1) All buildings, should be constructed or clad with materials that are durable, economically maintained, and of a quality that will retain their appearance over time, including but not limited to natural or synthetic stone; brick; stucco; integrally colored, textured, or glazed concrete masonry units; high-quality prestressed concrete systems; water-managed Exterior Insulation Finish Systems (EIFS); or glass.
  - (2) Natural wood or wood paneling should not be used as a principal exterior wall material, but durable synthetic materials with the appearance of wood may be used.
  - (3) Exterior building materials should not include the following:
    - a. Vinyl siding;
    - b. Smooth-faced gray or stained concrete block, painted concrete block, tilt-up concrete panels;
    - c. Field-painted or pre-finished standard corrugated metal siding;
    - d. Standard single or double tee concrete systems; or
    - e. Barrier-type EIFS.
  - (4) In selecting exterior building materials, consideration should be given to the appropriateness of the materials to the scale of building proposed.
- c. Building Color.
  - (1) Color schemes should tie building elements together, relate separate (freestanding) buildings within the same development together, and should be used to enhance the architectural form of a building.
  - (2) All building projections, including, but not limited to, chimneys, flues, vents, gutters, and downspouts, should match or complement in color the permanent color of the surface from which they project.

- (3) Facade colors must be low reflecting, subtle, and neutral. Intense, bright, black, or fluorescent colors are prohibited.

## **LANDSCAPING AND SCREENING**

Chapter 18:1-37, A. (6) *“Foundation landscaping and shade trees shall be used to soften the appearance of buildings and add visual appeal to pedestrian plazas and sidewalks.”*

### **Plant Materials**

1. Landscaping is a visible indicator of quality development and must be an integral part of every commercial project, and not merely located in leftover portions of the site. Landscaping is intended to visually tie the entire development together, define major entryways and circulation (both vehicular and pedestrian) and parking patterns, and, where appropriate, help buffer less intensive adjacent land uses.
2. Design Guidelines
  - a. Site landscaping should include plants similar in form and scale to existing vegetation in the neighborhood or area.
  - b. Each area required to be landscaped should be covered in live material. Live material includes trees, shrubs, ground cover, and sod. Areas not covered in live material should not exceed twenty percent (20%) and may be covered by woody mulch, other organic or inorganic mulch, or other natural materials other than exposed gravel and aggregate rock.

### **Site Perimeter Landscaping Abutting Street Edges**

Chapter 18:1-37, A. (8) *“Adequate landscape buffering and screening along site perimeters shall be used to protect adjacent residential neighborhoods and residential and mixed-use zoned properties. Landscape buffers between incompatible uses should be wide and dense enough to completely screen proposed development from adjoining properties. Landscape buffers should also be planted along the frontage of the U.S. 50/301 corridor.”*

1. The consistent use of plantings along street edges provides a visual cohesion along streets and helps buffer automobile traffic. The intent of these standards is to provide an attractive, shaded environment along street edges that gives visual relief from continuous hard street edges, focuses views for both pedestrians and motorists, and increases the sense of neighborhood scale and character.

## Parking Lot Landscaping

Chapter 18:1-37, A. (5) *“Parking areas should be located to the rear and sides of structures and should contain perimeter landscaping and landscape islands.”*

1. Parking lot landscaping should be used to minimize the expansive appearance of parking lots, provide shaded parking areas, and mitigate negative acoustic and visual impact of motor vehicles.
2. Design Guidelines
  - a. Interior Parking Lot Landscaping.
    - (1) The interior of all parking lots containing 10 or more spaces should be landscaped according to the interior parking lot landscaping standards, as prescribed below. Each parking block should be considered an individual parking lot for the purposes of these interior parking lot landscaping requirements. These requirements for interior parking area landscaping are in addition to the requirements set forth below for perimeter parking area landscaping.
      - a. Parking spaces in a parking lot should extend no more than 10 parking spaces without an intervening interior landscaped island no less than 6 feet in width and 18 feet in length. Landscaped islands should be planted with a minimum of one tree and shrubs, live ground cover, or sod.
      - b. Lighting for parking lots may be contained within an interior parking lot landscaped area provided the landscaped area is a minimum of 200 square feet in area and provided the landscaping and trees, at maturity and as maintained, should not obstruct the illumination path.
      - c. All parking lot islands should be landscaped with organic material. Rock is not an appropriate material.
  - b. Perimeter Parking Area Landscaping.
    - (1) Parking lot edges should be buffered from public rights-of-way, public open space, and adjacent properties.
    - (2) The perimeter of all parking areas, except for thoroughfares and collector streets, should be screened according to the height and material standards as set forth in Article VI, Section 6-11 Parking Areas Screening and Landscaping, of the Zoning Ordinance.

## **Service Area Screening**

Chapter 18:1-37, A. (11) “*Exterior mechanical, storage or service areas shall be completely screened from view of any public way or adjoining property.*”

1. Service, loading, and dumpster areas create visual and noise impacts on surrounding neighborhoods. These impacts should be mitigated by appropriately orienting and visually screening service areas, including trash receptacles, from public rights-of-way and adjacent uses.
2. Design Guidelines
  - a. To the maximum extent feasible, areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such service areas should not be visible from abutting streets and should be oriented toward on-site service corridors.
  - b. No areas for outdoor storage, trash collection or compaction, loading, or other such uses should be located within 20 feet of any public street, public sidewalk, or internal pedestrian walkway.
  - c. Loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions should be incorporated into the overall design of the building and landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials should be the same as, or of equal quality to, the materials used for the primary building and landscaping.
  - d. Non-enclosed areas for the storage and sale of seasonal inventory should be permanently defined and screened with landscaping, walls and/or fences. Materials, colors, and design of screening walls and/or fences, and of any covering for such area, should be compatible with those used as predominant materials and colors on the primary building(s).

## **Mechanical/Utility Equipment Screening**

1. Mechanical and utility equipment detracts from the character of an area. Steps should be taken to mitigate the negative visual and acoustic impacts of mechanical and utility equipment systems on surrounding development.
2. Design Guidelines

- a. Mechanical/utility screening should be an integral part of the building structure and architecture and not give the appearance of being "tacked on" to the exterior surfaces.
- b. All mechanical equipment and utilities should be screened.

## **Fencing and Walls**

1. While fences and walls are sometimes necessary to buffer uses, they can create visual barriers in an existing neighborhood. Fencing and walls should be provided that complement the design of the overall development and surrounding properties.
2. Design Guidelines
  - a. Fences And Walls.
    - (1) General: Opaque fences and walls are allowed only in side and rear setbacks. Fences and hedges should be uses in front setbacks if they are enclosing a parking area that abuts a public street, or a defined dining area, or public gathering space.
    - (2) Materials: Walls and fences should be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and ornamental metal. Chain link fencing is not be allowed.
    - (3) Breaks for Connections: Breaks in the length of a perimeter fence should be made to provide for required pedestrian connections to the perimeter of a site or to adjacent development, such as perimeter sidewalks and public trails.
    - (4) Maximum Length: The maximum length of continuous, unbroken, and uninterrupted fence or wall plane should be no more than be 50 feet. Breaks should be provided through the use of columns, landscaping pockets, transparent sections, and/or a change to different materials.

## **LIGHTING**

Chapter 18:1-37, A. (9) “*Exterior lighting shall be restrained in design in order to avoid excessive brightness and glare onto adjacent properties.*”

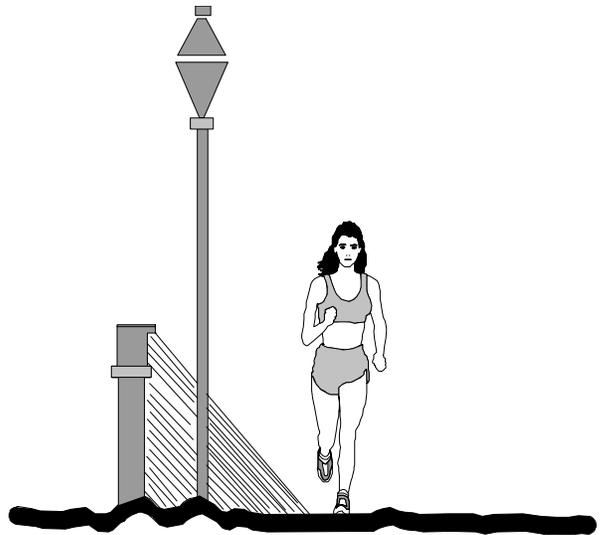
1. The guidelines are intended to eliminate the adverse impacts of light through spillover; provide attractive lighting fixtures and layout patterns that contribute to unified exterior lighting design of nonresidential developments; and provide exterior lighting that promotes safe vehicular and pedestrian access to and within a development, while minimizing impacts on adjacent properties.
2. Design Guidelines

- a. Applicants shall submit a unified lighting plan with final plan applications for all commercial infill/redevelopment projects subject to these lighting standards. A point-by-point calculation to show compliance with the lighting standards is required. The calculations shall be measured at grade for lighting levels within the development site. A cut sheet of proposed fixtures, including a candlepower distribution curve, shall also be submitted. A vertical plan footcandle calculation shall be submitted for property lines abutting residential properties.
  - b. Compatibility With Surrounding Area. The lighting plan should consist of recognizable, distinctive designs and fixtures that are compatible with or complement surrounding neighborhoods.
3. Lighting for Security.
- a. Accent lighting on buildings is encouraged as a security feature.
  - b. Interior and exterior lighting should be uniform to allow for surveillance and avoid isolated areas.
  - c. Security lighting should be fully shielded and use a decorative fixture.
4. Design of Fixtures/Prevention of Spillover Glare. Light fixtures shall use cutoff lenses or hoods to prevent glare and light spill off the project site onto adjacent properties, buildings, and roadways.

5. Color of Light Source. Lighting fixtures should be color-correct types such as halogen or metal halide to ensure true-color at night and ensure visual comfort for pedestrians.

6. Lighting for Pedestrian Areas

- a. Pedestrian Walkway Lighting. Pedestrian-level, bollard lighting, ground mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls should be used to light pedestrian walkways.
- b. Lighting Height. Light pole, building-mounted, or tree-mounted lighting structures should be no more than 20 feet high. Bollard-type lighting should be no more than 4 feet high.



- c. Illumination Levels. Pedestrian areas and driveways should be illuminated to a minimum average of 1 footcandle, with a uniform maximum to minimum ratio of 1:5.

7. Parking Lot Lighting Standards

- a. Luminaire Fixture Height. The mounting height for luminaire fixtures should not exceed 33 feet as measured to the top of the fixture from grade.
- b. Average Maintained Footcandles.
  - (1) The maximum average maintained footcandles for all parking lot lighting shall be 3 footcandles; the minimum average maintained footcandles should be 1 footcandle. For the purpose of this standard, the average maintained footcandle shall be calculated at 0.8 of initial footcandles.
  - (2) The maximum maintained vertical footcandle at an adjoining residential property line shall be 0.5 footcandles, measured at 5 feet above grade.
- c. Uniformity Ratios. Luminaire fixtures should be arranged in order to provide uniform illumination throughout the parking lot of not more than a 6:1 ratio of average to minimum illumination, and not more than 20:1 ratio of maximum to minimum illumination.

8. Canopy Lighting

- a. Average Maintained Footcandles. The maximum average maintained footcandles under a canopy should be 35 footcandles.
- b. Fixtures. Acceptable fixtures and methods of illuminate include:
  - (1) Recessed fixtures incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the canopy.
  - (2) Indirect lighting where light is beamed upward and then reflected down from the underside of the canopy. Such fixtures shall be shielded such that direct illumination is focused exclusively on the underside of the canopy

**SIGNAGE**

Chapter 18:1-37, A. (10) *“Commercial signage shall comply with current County regulations. Specifically, any existing billboards shall be removed as a condition of development approval, and all freestanding signs shall have an architectural and/or landscaped base.”*

- 1. Signage must be scaled appropriately to appeal to both pedestrians walking on the adjacent sidewalks and to vehicles driving at reduced speeds. The following sign guidelines are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the infill or redevelopment area.

2. Design Guidelines

- a. All commercial developments shall comply with the signage requirements set forth in the County Zoning Ordinance.
- b. On all street frontages, signage material should be integrated into the overall design of the building.
- c. Signs should be located to complement the architectural features of a building such as above the building entrance, storefront opening, or other similar feature.