

# Appendix B

## Design Guidelines

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Recognizing the high degree of visibility and existing scenic quality within the Transportation Corridor Overlay District, it is important that development located within the corridors establish a positive first image and impression to those who pass through or visit from other areas. For this reason, an effort is needed to unify development within the corridor through the use of aesthetics and design. Preservation of existing natural and historic features, architectural character, central features, landscaping, parking and service areas, pedestrian flows, vehicular access, signage and lighting are all major factors that shall be considered in the design of development within the Transportation Corridor Overlay District.

### **Design Policies for the Economic Development Opportunity Corridors**

The following policies apply to all non-residential development within the Transportation Corridor Overlay District:

#### **1. Existing Natural and Historic Features**

Guideline:

The preservation of existing natural and historic features serves to create a sense of place within a community. For this reason, they shall be preserved to the greatest extent possible.

Standard:

Existing natural conditions and historic sites/structures shall be identified and considered during the site design and building placement process. Natural features include a significant stand of trees, outstanding trees, trees greater than 18” in diameter, watercourses, natural drainage patterns, wetlands, and rare or endangered plant material. Historic sites and structures include all properties and structures identified in the Reconnaissance and Intensive Survey of Architectural Resources in the City of Chesapeake ( 1999 and as amended).

#### **2. Scenic Vistas**

Guideline:

Many of the existing and proposed transportation corridors are located in the rural areas of the City. There may be scenic areas that are important visual amenities and shall be preserved if any of these vistas are identified. The use of billboards along these corridors shall be prohibited, as they would detract from potential vistas.

Standard:

As part of the citywide strategic planning process, standards for identifying scenic vistas shall be defined. Once defined, existing scenic vistas shall be identified and design guidelines established to protect these vistas to the greatest extent possible.

### **3. Landscaping**

Guideline:

Landscaping is not a stand-alone issue, but rather an integral part of the streetscape, building design and the parking lot. Rather than use landscaping to hide unsatisfactory conditions, landscaping shall be planned and designed comprehensively keeping the whole Transportation Corridor Overlay District in mind.

Standards:

- A minimum tree canopy of 20% shall be provided for all sites within the Transportation Corridor Overlay District.
- A Reforestation Program within the right-of-way of major transportation corridors shall be established and promoted to maintain or increase the tree canopy coverage in the City. There shall be a reforestation zone of thirty (30) feet along the corridors and within all interchange cloverleaves. Clear zone requirements shall be considered when determining the location and types of trees.
- Street trees spaced 25' on center shall be planted along all public and private streets to create a continuous public hedge. The location of street trees shall be coordinated with the placement of underground utilities.
- Median trees shall be planted in all medians within public and private streets. Visibility triangles and clear zone requirements shall be considered when selecting the type, size and location of trees within the median.
- Except for entrances, driveways and utility lines to the site, existing trees located between the street and established building line shall be protected and preserved to the greatest extent possible.
- At a minimum, all developments shall meet the City's Landscape Ordinance.

- Property lines that abut sensitive areas such as park land, open space and residential uses may require additional landscaping and screening structures, such as walls and berms, to provide a continuous and effective buffer between such uses.

#### **4. Best Management Practices as Central Features and Roadway Buffers**

Guideline:

Best Management Practices, such as stormwater detention and retention systems, offer an opportunity for creating an attractive and inviting outdoor space for those visiting or driving through the Transportation Corridor Overlay District.

Standard:

- Stormwater retention and detention systems shall be designed as a roadway buffer, open space or landscape amenity. Grass swales shall be used to accommodate surface drainage when possible.



- The design of the system shall blend with the natural site features and become a design element of the overall development.
- Riparian buffers shall be incorporated around all natural and manmade stormwater systems.
- When structural systems such as culverts are provided, plant material shall be used to soften the appearance.

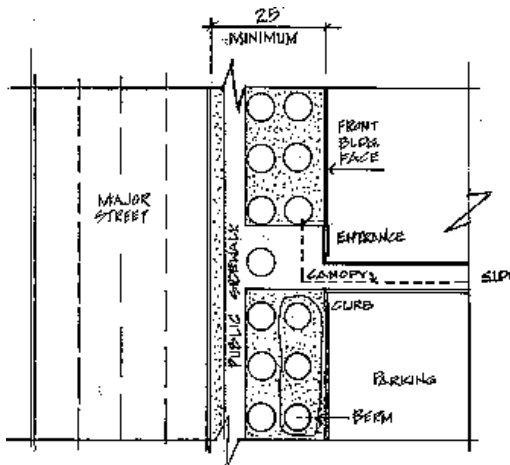
## 5. Site Design

### Guideline:

Good site design is important for ensuring that non-residential development is compatible with the surrounding community and public streets. Typical buffering practices include buffer strips and wooden stockade fences. These traditional forms of buffering do not address the integration of the development within the community, but rather attempts to hide these developments from the community. Due to the high visibility of the Transportation Corridor Overlay District and the desire of the City to create a sense of community in these corridors, the following standards shall be used during site design.

### Standards:

- Buildings shall be generally oriented towards the front of the lot within a well- landscaped green area while parking and loading areas are located to the rear of the site.



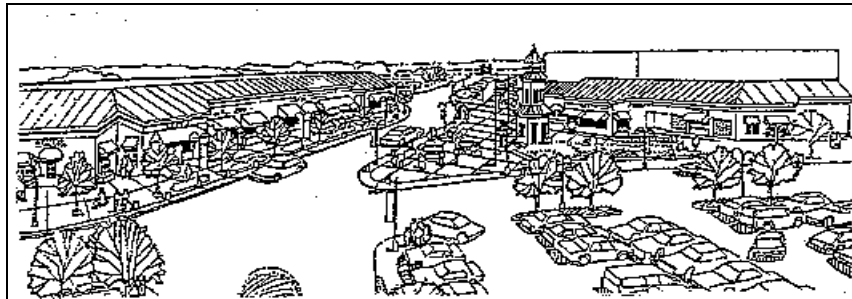
(Source: "General Design Guidelines for Retail Warehouses", City of Toronto)

- Buildings and parking areas shall be situated on the site to promote pedestrian movement from business to business instead of vehicular movement in the form of moving from one parking space to another to get from one business to another.
- The site and building shall possess details that are pedestrian in nature. Amenity features such as public plazas, staggered storefronts, fountains, circular passenger drop-off points and distinctive storefront architecture shall be included in the design.
- Loading docks, truck parking, outside storage, cargo containers, trash collection, utility meters, HVAC equipment, trash collection, and other service functions shall be incorporated into the overall design and landscaping so that the visual and acoustical impacts of these functions are fully contained and out of view from adjacent properties and public streets. Attention shall not be attracted to these functions by the use of screening materials that are different from or inferior to the principal materials of the building and landscape.
- All outside storage areas shall be screened to 80% height coverage within 3 years, using natural screening materials.

- Utility lines shall be installed underground in accordance with the standards set forth in the Chesapeake Subdivision Ordinance.

**Additional Site Design Standards for Retail Buildings Greater than 50,000 square feet:**

- Central features and community spaces contribute to the human scale of large retail establishments by making them attractive and inviting to pedestrians. For this reason, each retail establishment shall provide at least two of the following design features: patio/seating area, pedestrian plaza with benches, window shopping walkways, outdoor playground area, kiosk area, a fountain or water feature, clock tower or other deliberately shaped area and/or focal feature or amenity, that in the judgement of the Planning Director, enhances such community and public spaces.



Example of a center with numerous special features and community spaces, including patios, pedestrian plazas with seating areas and a clock tower. (Source: Design Standards and Guidelines for Large Retail Establishments, Fort Collins, Colorado)

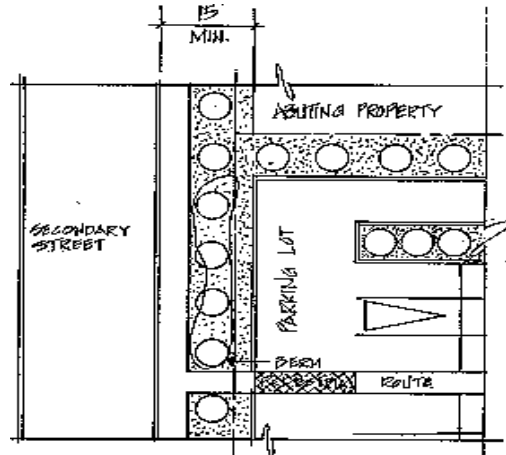
**6. Parking Areas**

Guideline:

Although the visual appearance of parking lots can be controlled through parking lot landscaping, there are additional location and circulation characteristics that can further improve the appearance and function of these areas.

Standards:

- Parking shall be located to the rear of the site and the buildings located toward the front. Further, this parking shall be broken-up into modules separated by landscaping, pedestrian plazas or other aesthetic features.
- Parking areas that are visible from the public street shall receive more landscaping through the use of a 2 to 3 foot high curvilinear berm planted with evergreen materials.



(Source: “General Design Guidelines for Retail Warehouses”, City of Toronto)

- Landscaping for the parking areas shall be strategically located to provide visual relief, shading of the lot, green areas and screening while ensuring that the lines-of-site are maintained, both at the time of planting and at plant maturity.
- Shared parking between lots is encouraged. Access between shared parking on separate lots shall be accomplished through the use of shared-access easements. Individual curb cuts for each parking area is discouraged. Internal circulation roads and drive aisles on a parcel shall be designed with stubs to adjoining undeveloped parcels that will provide for this future shared access.
- Parking lots are equally pedestrian and vehicular areas, and separation of these uses leads to comfort and safety. Continuous internal pedestrian walkways, no less than 8 feet in width, shall be provided from the public sidewalk or right-of-way to the principal entrance of all principal buildings on the site. At a minimum, the walkways shall connect focal points of pedestrian activity such as, but not limited to, areas with a central feature, street crossing, transit stops, building and store entry points, and shall include adjoining landscape areas that include trees, shrubs, benches, flower beds, ground covers and other materials for no less than 50 percent of its length. Exceptions may be approved by the Planning Director for warehousing and manufacturing parks.
- All internal pedestrian ways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, brick, or scored concrete to enhance pedestrian safety and comfort.
- Parking supply shall be determined on the basis of daily peak hour demand. Excessive parking shall be minimized.

## 7. Building Design

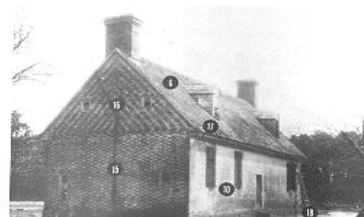
Guideline:

While the placement of the building on the site and the relationship of the site and its built environment to the surrounding area are important, the actual design of the building in relation to surrounding buildings and the surrounding area is vital. Good site design cannot compensate for poor building design. Both are interrelated. This section provides guidance regarding building design that shall be utilized in planning development within the Transportation Corridor Overlay District. The intent of these standards is to encourage a more human scale in building design.

Standards:

- Elements of building massing shall relate to the size and shape of buildings located on adjacent properties.
- The form and design of new buildings shall have regard for the history and character of the area in which they are located.
- The form and design of new buildings shall have regard for the history and context of the area in which they are located. The following architectural theme or styles shall be incorporated into the design of commercial buildings located within the Route 168 Corridor to the greatest extent possible:

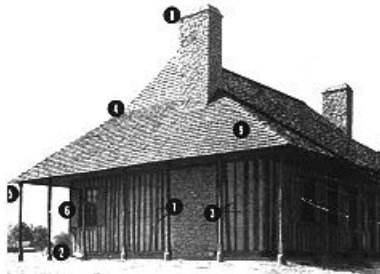
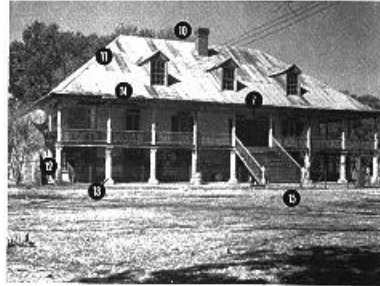
**Southern Colonial:** Building materials shall be brick, stucco, wood shingle, wood clapboard or board and batten. Building elements shall include brick or stucco chimneys; brick, stucco or wooden arcades and colonnades; painted wood or painted metal posts, spindles, or balusters; stoops and exterior stairs; wooden decks, and canvas covered awnings and canopies. Roofs shall be gabled, hipped, or a combination with a slope that is proportional to the horizontal length of the building. Flat roofs are permitted on buildings with roof areas greater than 12,000 square feet if concealed from view by sloped roofs of the character described above. Dormers and other special rooftop elements are encouraged. Walls shall be brick, stucco or concrete. Fences shall be wood picket, wrought iron or painted metal.



(Source: John Blumenson, Identifying American Architecture)

**Southern Plantation or French Colonial:** Building materials shall be primarily stucco, wood shingle, wood clapboard or board and batten. Building elements shall include painted wood or metal colonettes; painted wood or painted metal posts, spindles, or balusters; stucco or brick columns. Roofs shall be hipped with a slope that is proportional to the horizontal length of the building. Flat roofs are permitted on

buildings with roof areas greater than 12,000 square feet if concealed from view by sloped roofs of the character described above. Cupolas, dormers and other special rooftop elements are encouraged. Walls shall be brick, stucco or concrete. Fences shall be wood split rail, wrought iron or painted metal.



(Source: John Blumenson, Identifying American Architecture)

- The side or rear of a building located adjacent to and visible from a public street shall be designed so as to possess as much detail as the primary façade oriented toward another public street. Visual interest shall be provided through window and door details, varied rooflines, consistent textures and color, and similar considerations.
- A variety of materials, colors and exterior treatments are encouraged. Materials used on structures shall be long-lasting, attractive and high quality. Building materials shall be brick, stucco, wood shingle, wood clapboard or board and batten. The Planning Director may approve alternative materials to the above listed preferred materials for warehousing and manufacturing buildings. Smooth-faced concrete block; smooth-faced tilt-up concrete panels, or pre-fabricated steel panels are examples of inappropriate materials
- Façade color shall be low reflectance, subtle, neutral or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is discouraged. Brighter, trademark colors shall only be an accent.
- Building elements shall include brick or stucco chimneys; brick, stucco or wooden arcades and colonnades; painted wood or painted metal posts, spindles, or balusters; stoops and exterior stairs; wooden decks, and canvas covered awnings and canopies.
- Roofs shall be gabled, hipped, or a combination with a slope that is proportional to the horizontal length of the building. Flat roofs are permitted on buildings with roof areas greater than 12,000 square feet if concealed from view by sloped roofs of the character described above. Dormers and other special rooftop elements are encouraged.



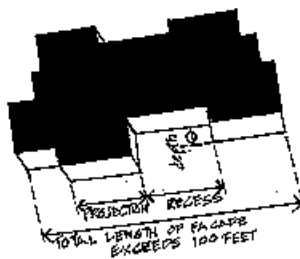
- Rooftop mechanical units, flues, and vents shall be organized and screened. The roofscape shall be an integral part of the design with respect to form, material and colors. Roofs shall provide visual interest and become positive additions to the City's skyline.
- Lighting shall be designed as an integral part of the building's architecture to be as unobtrusive as possible. Floodlighting on the rear of buildings shall be designed and placed so that it does not direct or reflect any illumination on adjacent properties.
- Walls shall be brick, stucco or concrete. Fences shall be wood picket, wrought iron or painted metal.

**Additional Standards for Retail Buildings less than 50,000 square feet:**

- The street level façade of such stores shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 60 percent of the horizontal length of the building façade.
- Windows shall be recessed and shall include visually prominent sills, shutters, or other forms of framing.

**Additional Standards for Retail Building greater than 50,000 square feet:**

- Facades greater than 100 feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of at least 3% of the length of the façade and extending at least 20 percent of the length of the façade. No uninterrupted length of any façade shall exceed 100 horizontal feet.



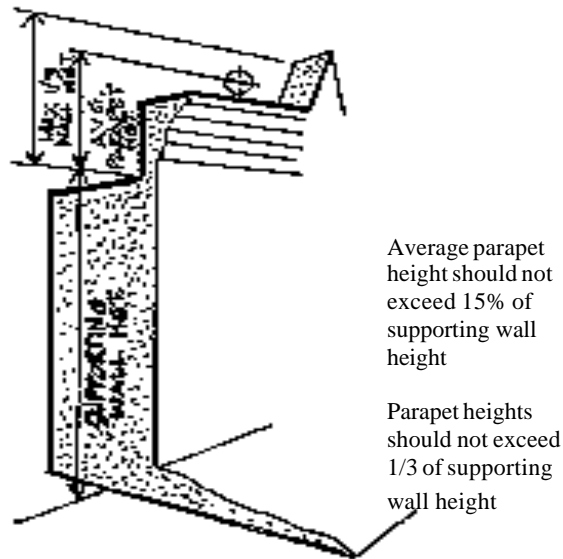
Principal Building shall incorporate projections/recesses at least 20% of the façade length with a minimum depth of 3% of the façade length. (Source: Design Standards and Guidelines for Large Retail Establishments, Fort Collins, Colorado)

- Ground floors that face public streets shall have arcades, display windows, entry areas, awnings or other such features along no less than 60 percent of their horizontal length.



Animating features such as these shall total at least 60% of the total façade length of any façade abutting a public street. (Source: Design Standards and Guidelines for Large Retail Establishments, Fort Collins, Colorado)

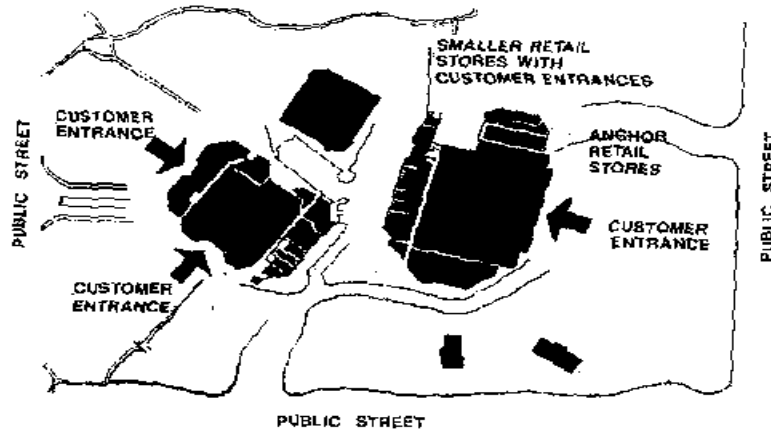
- Variations in rooflines shall be used to add interest to and reduce the massive scale of large buildings. Roofs shall have no less than two of the following features:
  - a. Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view. The average height of such parapets shall not exceed 15 percent of the height of the supporting wall and such parapets shall not exceed, at any point, one-third of the height of the supporting wall. Such parapets shall feature three dimensional cornice treatments and shall not be of a constant height for a distance greater than 150 feet



Parapet Standards (Source: Design Standards and Guidelines for Large Retail Establishments, Fort Collins, Colorado)

- b. Overhanging eaves, extending no less than 3 feet past the supporting wall, for no less than 30 percent of the building perimeter.
- c. Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to 1 foot of vertical rise for every 3 feet of horizontal run and less than or equal to 1 foot of vertical rise for every 1 foot of horizontal run.

- All sides of a principal building that directly face an abutting street shall feature at least one customer entrance. Where the principal building directly faces more than two abutting streets, this requirement shall apply only to two sides of the building, including the side of the building facing the primary street and another side of the building facing a second street.



Example of a development with customer entrances on all sides that face a public street. (Source: Design Standards and Guidelines for Large Retail Establishments, Fort Collins, Colorado)

- Entryway design elements and variations are encouraged. The following standards identify desirable entryway design features. Each principal building on a site shall have clearly defined, highly visible customer entrances featuring not less than three of the following:
  - (i) canopies or porticos
  - (ii) roof overhangs
  - (iii) recesses or projections
  - (iv) arcades
  - (v) raised cornice parapets over the door
  - (vi) peaked roof forms
  - (vii) arches
  - (viii) outdoor patios
  - (ix) display windows
  - (x) architectural details such as tile work and moldings which are integrated into the building structure and design, or
  - (xi) integral planters or wing walls that incorporate landscaped areas and or places for sitting.

## **8. Lighting**

### Guideline:

Sufficient site lighting shall be provided to allow efficient and safe pedestrian vehicular movement. All such lighting shall be located in a manner to minimize the visibility of light sources from any public view and prevent glare on adjacent sites.

### Standard:

- Street and site lighting shall be decorative and blend with the architectural style of the development. Lighting shall be consistent throughout the Transportation Corridor Overlay District and provide adequate lighting, while minimizing adverse impacts, such as glare and overhead sky glow. Provisions shall be made during preliminary plan approval with the Director of Public Works for the maintenance of decorative streetlights that are more expensive to maintain than City standard streetlights.

## **9. Signs**

### Guideline:

Signage shall be minimized and uniform throughout the Transportation Corridor Overlay District.

### Standards:

- Uniform gas, food and lodging signs shall be located at the interchanges of the transportation corridors to assist the traveling public while minimizing the use of tall pole signs for individual businesses located at the interchange areas.
- Signs shall be designed using materials compatible with the architecture of the principal building.
- Freestanding signs shall be incorporated into the landscaping plan for the development.
- One sign identifying the major tenants of complexes greater than 50,000 square feet shall be installed. Tenants and out-parcel developments shall install only wall signs proportionately scaled to the building. Individual freestanding signs located along the roadway for each tenant and/or out-parcel are discouraged.