

Presentation on Corridor Guidelines Update for City Council & Planning Commission

December 14, 2021

William T. Frazier, FAICP

Kathleen O. Frazier, FAIA



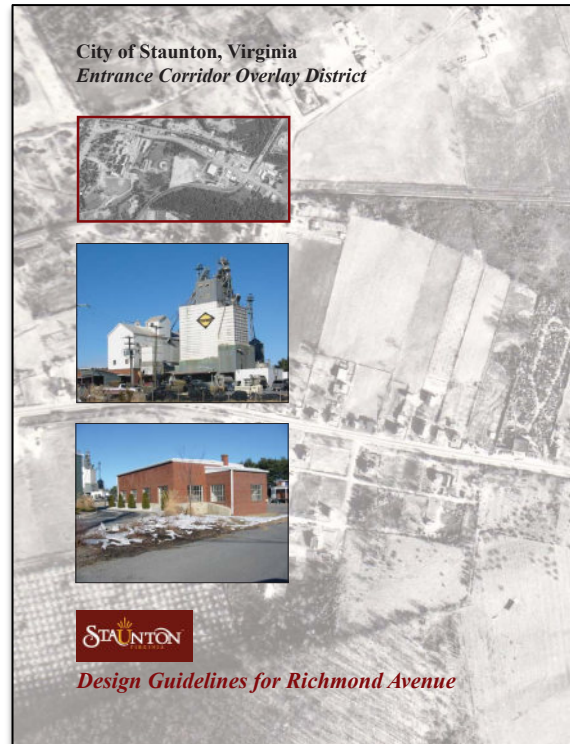
FRAZIER ASSOCIATES

ARCHITECTURE • COMMUNITY DESIGN • WAYFINDING

- 1. Establish specific design guidelines for the City's 13 Entrance Corridor Overlay Districts*
- 2. Ensure that they are well defined, easy to understand and well illustrated with renderings, illustrations & photographs.*
- 3. Are written to ensure that they give clear directions to result in high-quality, well-designed projects that will enhance the district's character.*
- 4. Incorporate changing technologies including building & site materials, alternative energy sources, etc.*
- 5. Assist in the protection of Staunton's heritage resources while supporting planning & development in the districts that reflects the unique character of each individual corridor & the City.*

PLAN

- Creates a certain vision for a particular area
- Has phases, timeline & implementation steps
- Results in concrete actions & projects



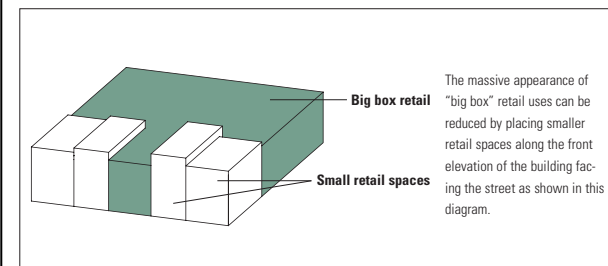
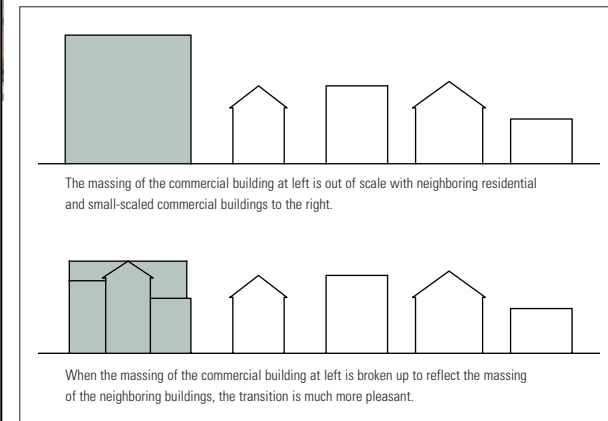
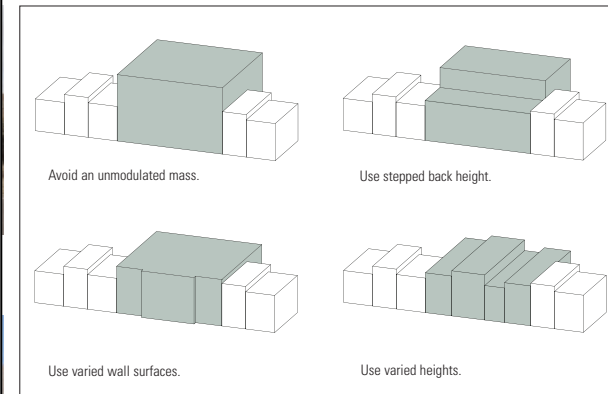
STANDARDS

- Detailed requirements
- Very limited flexibility
- Spelled out in numbers
- Often listed in zoning ordinance
- May or may not be accompanied by graphics

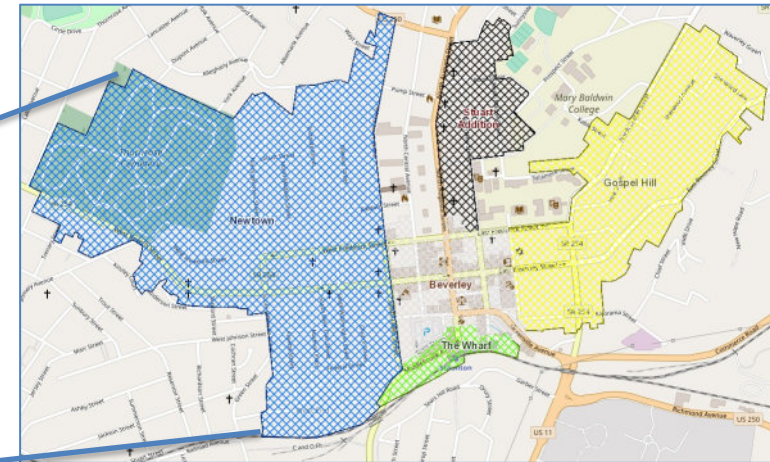
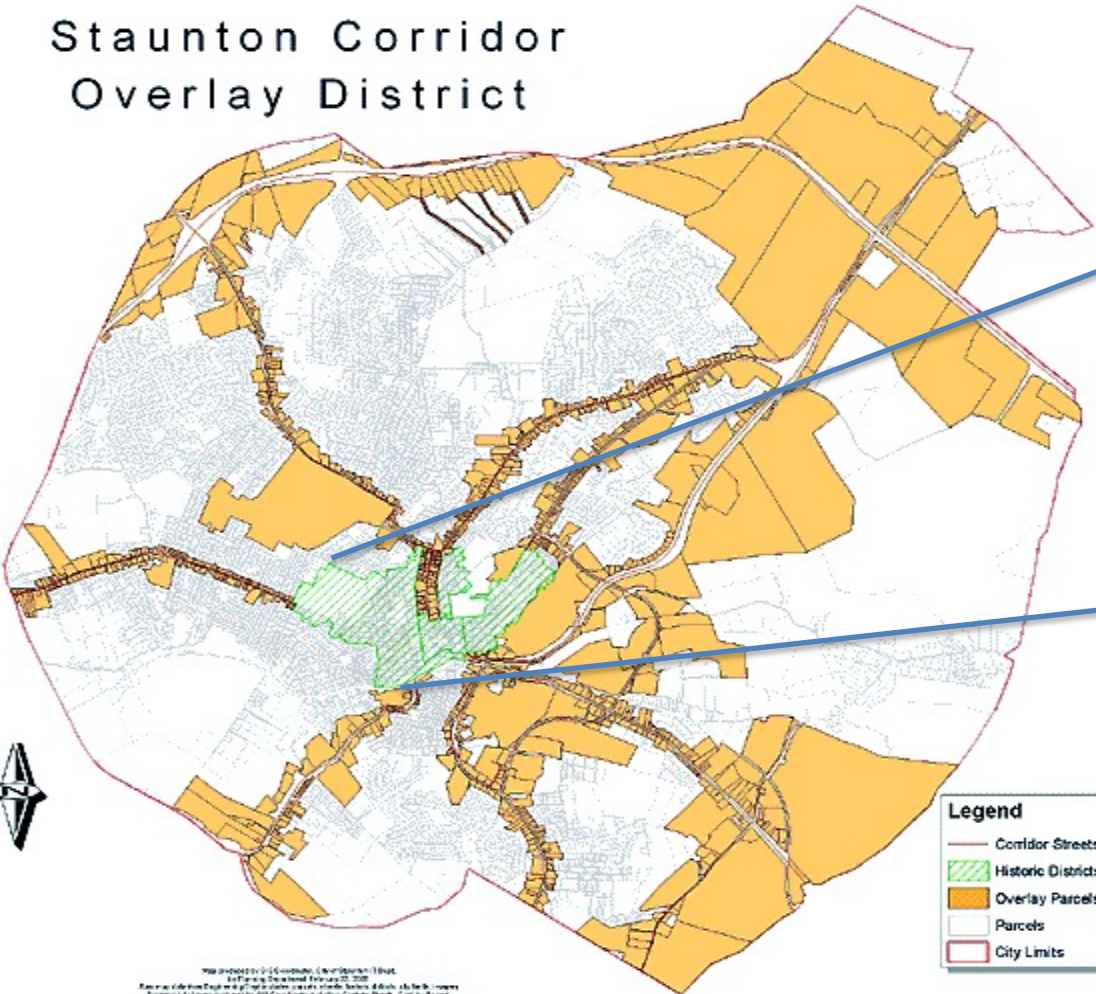
*Currently 13 documents;
plan to consolidate to 1*

DESIGN GUIDELINES

- More general & conceptual recommendations
- Offer some flexibility if concepts are met
- Still reflect zoning requirements
- Much more specific than comp plan objectives
- Often accompanied with graphics



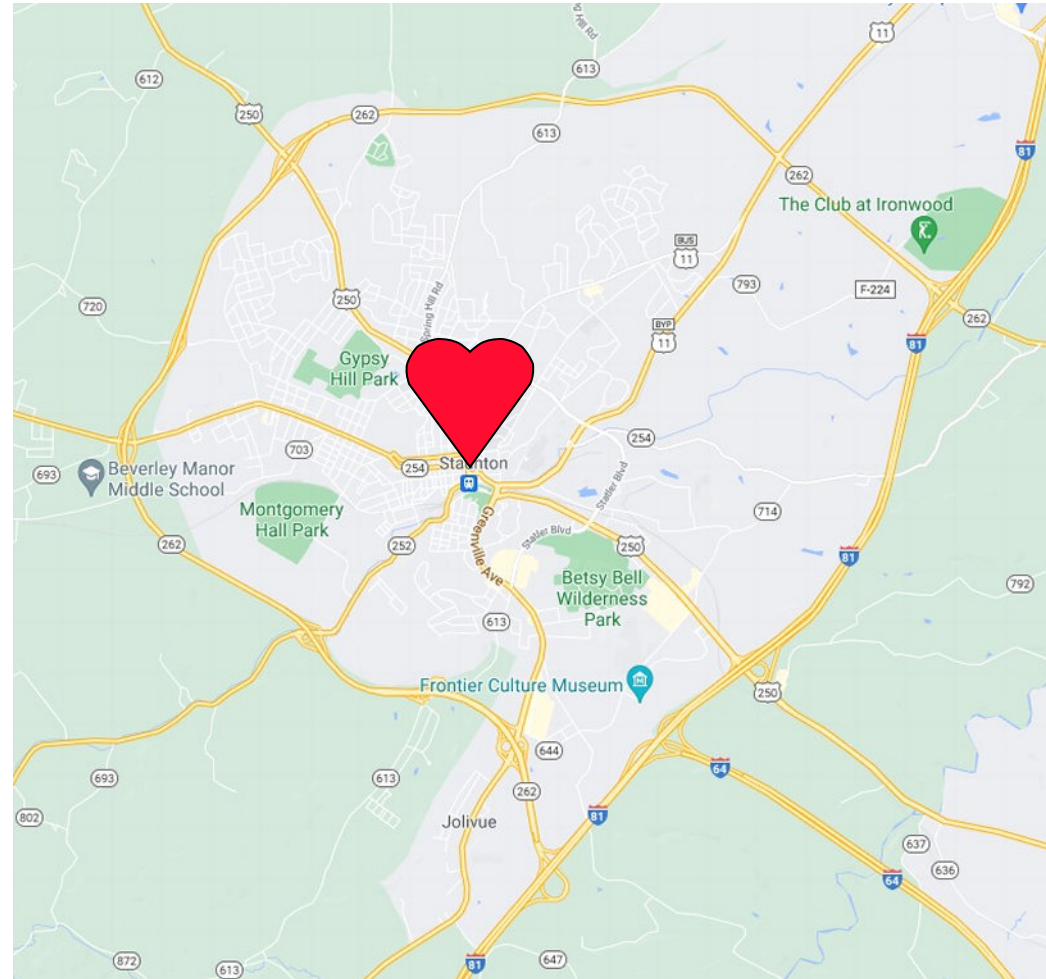
Staunton Corridor Overlay District



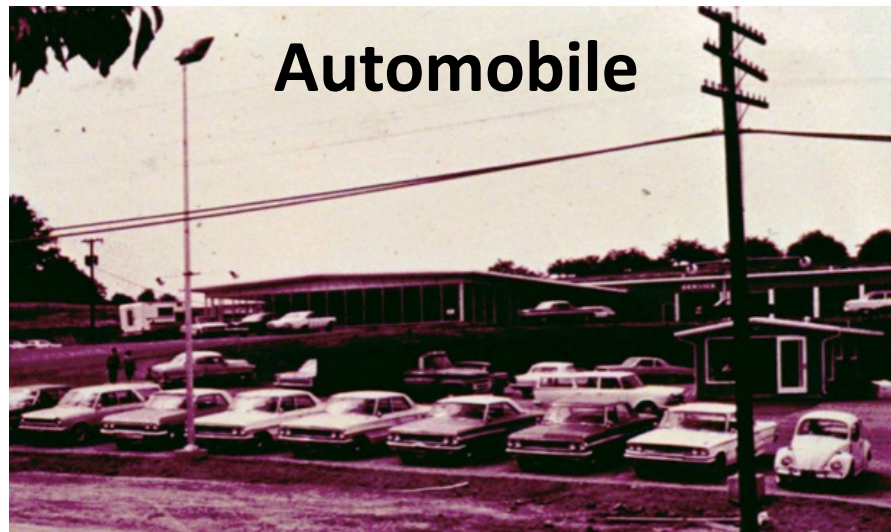
- Legend**
- Corridor Streets
 - Historic Districts
 - Overlay Parcels
 - Parcels
 - City Limits

Basis of the State Legislation for Corridor Overlay: Relationship to Historic Districts

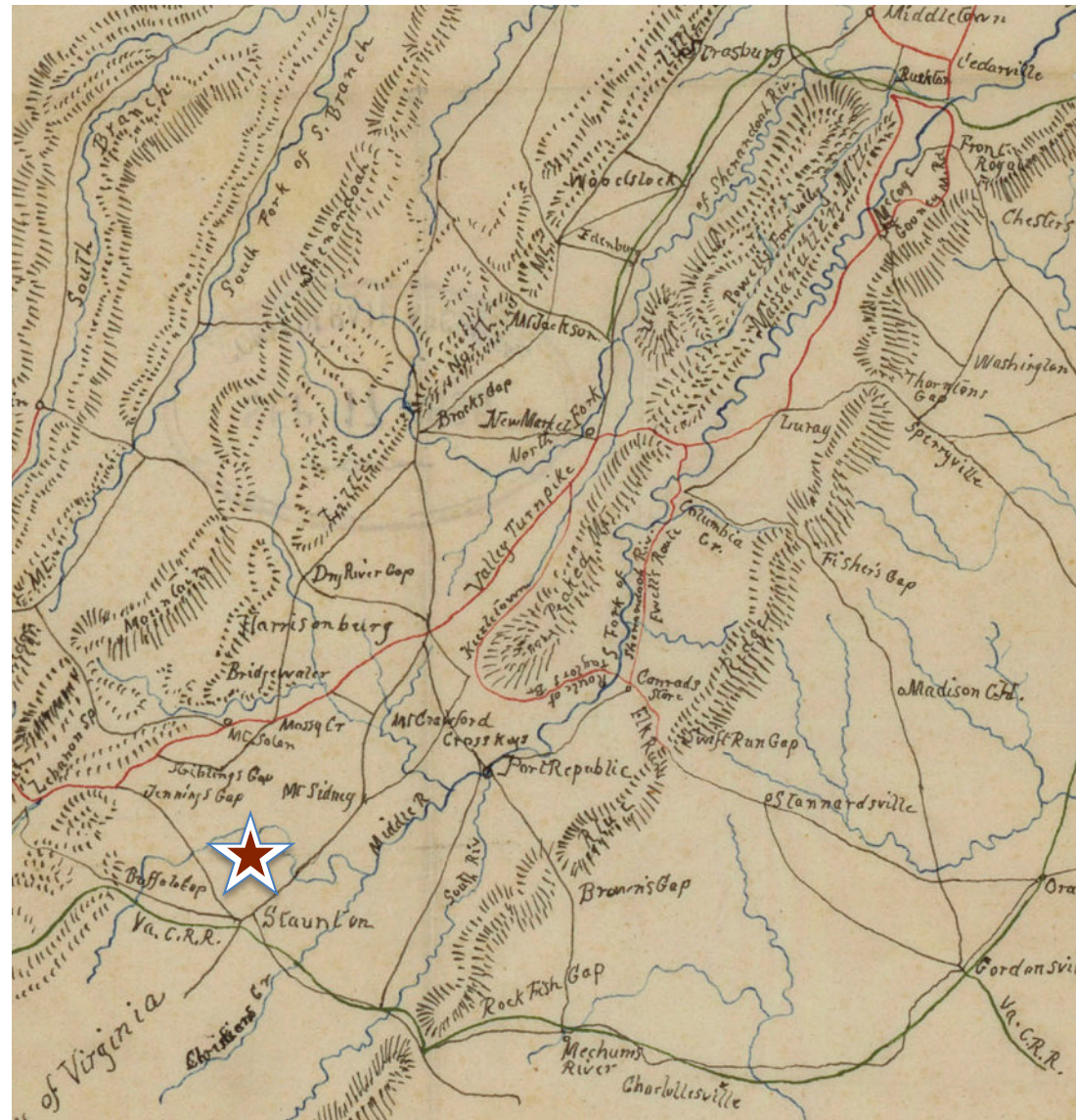
Downtown is the heart of our community and corridors are the arteries that lead to it...



Origins of Our Corridors

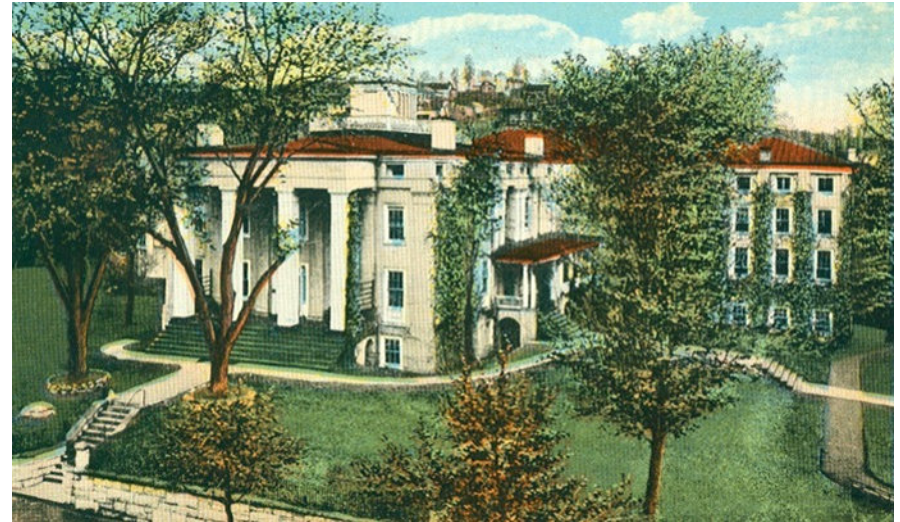
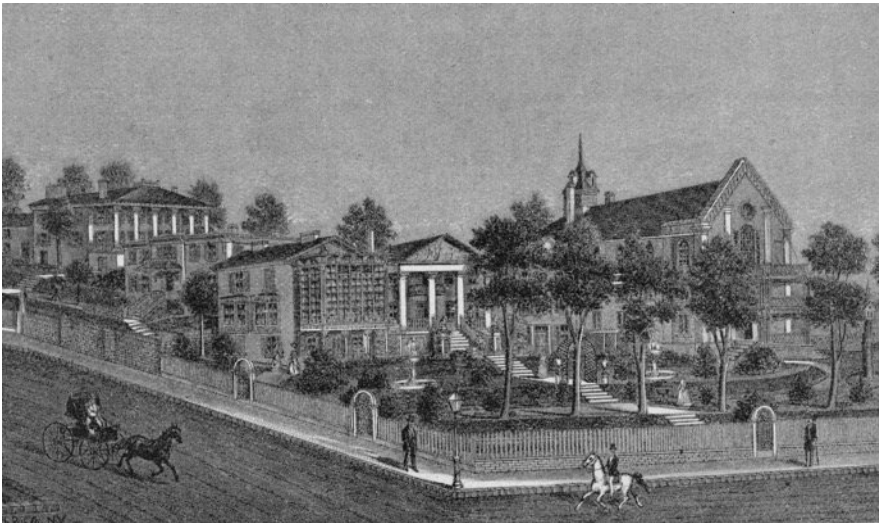
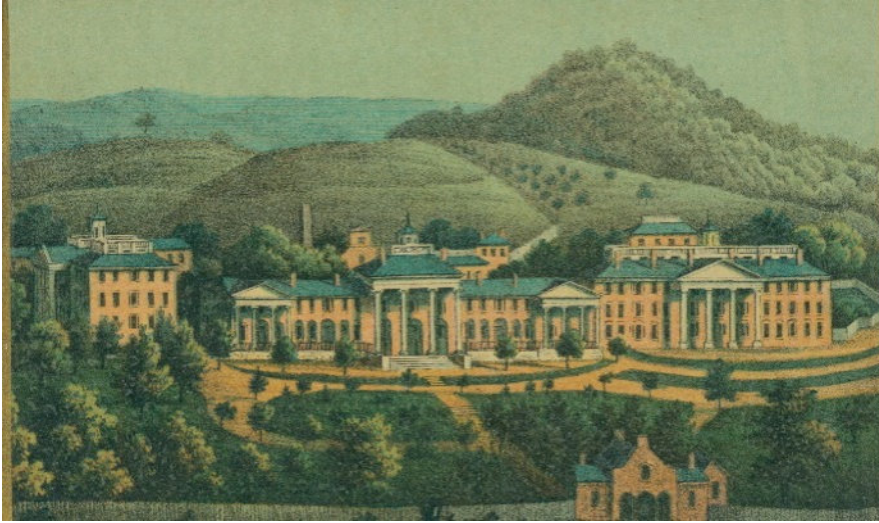


- Native American Trails
- Valley Pike
- Route 11
- U.S. 250
- Connector Roads to County
- Connector Roads to Bath County, West Virginia





Western Hub - Rise of Institutions





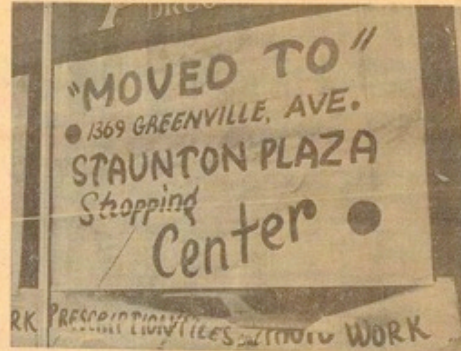
- Baltimore
- Washington, D.C.
- Philadelphia
- New York
- Boston
- Chicago
- And our own
T. J. Collins and
Sons

Early to mid-20th Century: Downtown was the Center of Our Community



- Shopping
- Office
- Dining
- Institutions
- Entertainment
- Government





Crowded Streets, 'For Rent' Signs and Notices of Stores Moving Mark Dying Downtown Sections of Many Virginia Cities

Times Photos by Joel Turner

Downtown Dies as Merchants Move Out

By JOEL TURNER
Times Staunton Bureau

STANSTON — The signs in the windows tell part of the story: "For Rent," "Moved to Staunton Plaza Shopping Center," "For Sale."

Other buildings located a few blocks away are empty and have been vacant longer. The window signs are no longer

There are other signs: big chain stores — Montgomery Ward, J. C. Penney, Woolworth, People's Drug — have located spacious new stores in a multimillion dollar shopping center outside the city. More than 20 stores and businesses have located there too.

owners go home. The neon lights flicker like candles in catacombs. The streets are deserted.

Another sign: a 1½ block plot in the heart of downtown lies vacant except for one end used as a temporary parking lot. Ten years ago it was the location primarily of business establishments. It was termed "blighted and

tells part of the story. "I did four times as much business" in the first 10 months in the shopping center as the last 10 months downtown, he said.

The signs all point to one thing: Downtown Staunton is in trouble.

The signs have started downtown merchants talking. They asked University of Virginia planners a question: Is

the plan council heard from Wilbur Stewart, chairman of the Downtown Development Subcommittee of the city Economic Development Commission.

And City Council has started talking too. Downtown is one of the city's main taxpayers and accounts for a substantial part of the city's job.

businessmen and civic leaders to study the feasibility of forming an organization to renew and promote downtown.

The city currently has no incorporated downtown organization such as those found in other cities.

Staunton has its unusual downtown problems, like any city, but many of its problems are unique to Main Street.

businessmen and civic leaders to study the feasibility of forming an organization to renew and promote downtown.

The city currently has no incorporated downtown organization such as those found in other cities.

Staunton has its unusual downtown problems, like any city, but many of its problems are unique to Main Street.

City • County • State
News
of THE TIMES
Sunday, March 15, 1970



Staunton in 1977 – Results of Auto-Orientation



45 Years: A Journey Worth Taking





COSMOPOLITAN



The Washington Post

Fodor's Travel

Reader's
Digest

Southern Living



Smithsonian.com



HUFFPOST

American Planning Association

Creating Great Communities for All



Forbes



The Corridor Experience: *Why is it Important?*

- Community gateways & thruways
- Basic to auto-oriented society
- Used daily by most of community
- Major tourist/visitor route
- Provides first impression of community
- Location of much retail/service/employment

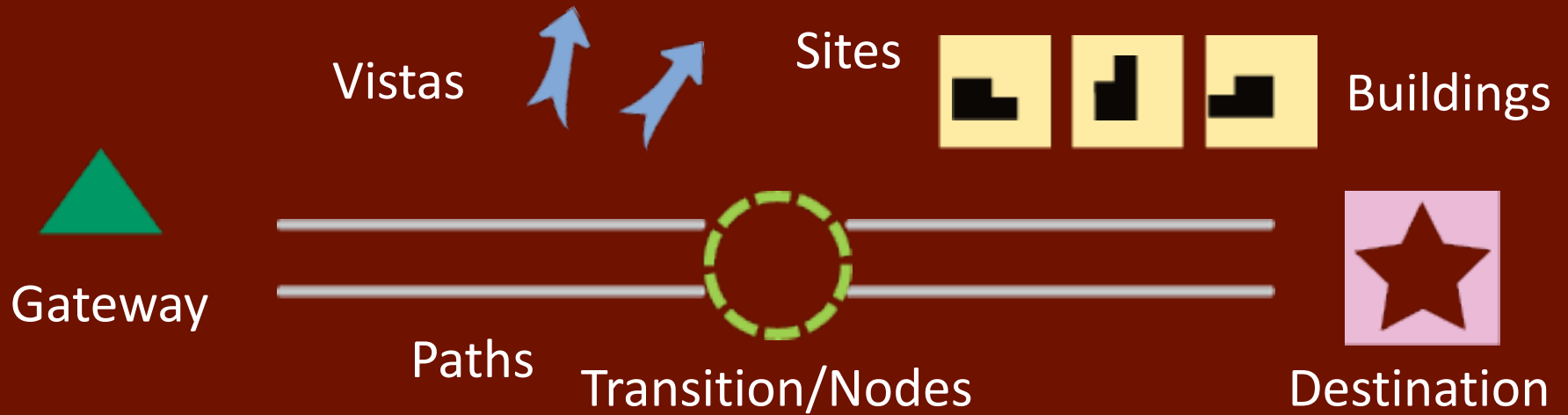


- Staunton Comp Plan:
 - Encourage appropriate new development that is well-planned, compatible, incorporates mixed uses when appropriate, and contributes to the resource base of the City.
 - Encourage appropriate landscaping, architectural design, signage, viewshed considerations, and buffers along major thoroughfares.

- Economic Development - 3 Year Priorities:
 - Review and revise ordinances that are related to economic development to ensure that the city is business friendly and aligned with Council's vision including:
 - Review of the Zoning Ordinance
 - Review of the Corridor Overlay Ordinance

- Encourage & improve economic development
- Enhance the functional aspects of corridors
- Enhance corridor appearance
- Mask the utilitarian
- Create inviting public realm
- Maintain human scale in buildings and spaces
- Enhance the pedestrian experience
- Build on Sense of Place of community

Design Elements of Corridors



Typical Corridor Sequence

- Rural to urban
- New to old
- Less to more dense
- Larger to smaller parcels
- Vehicular to pedestrian emphasis



- Time
- Topography/natural features
- Amount of growth in region
- Level of regulation when developed
- Architectural tastes & building technology
- Vision or lack thereof for corridor



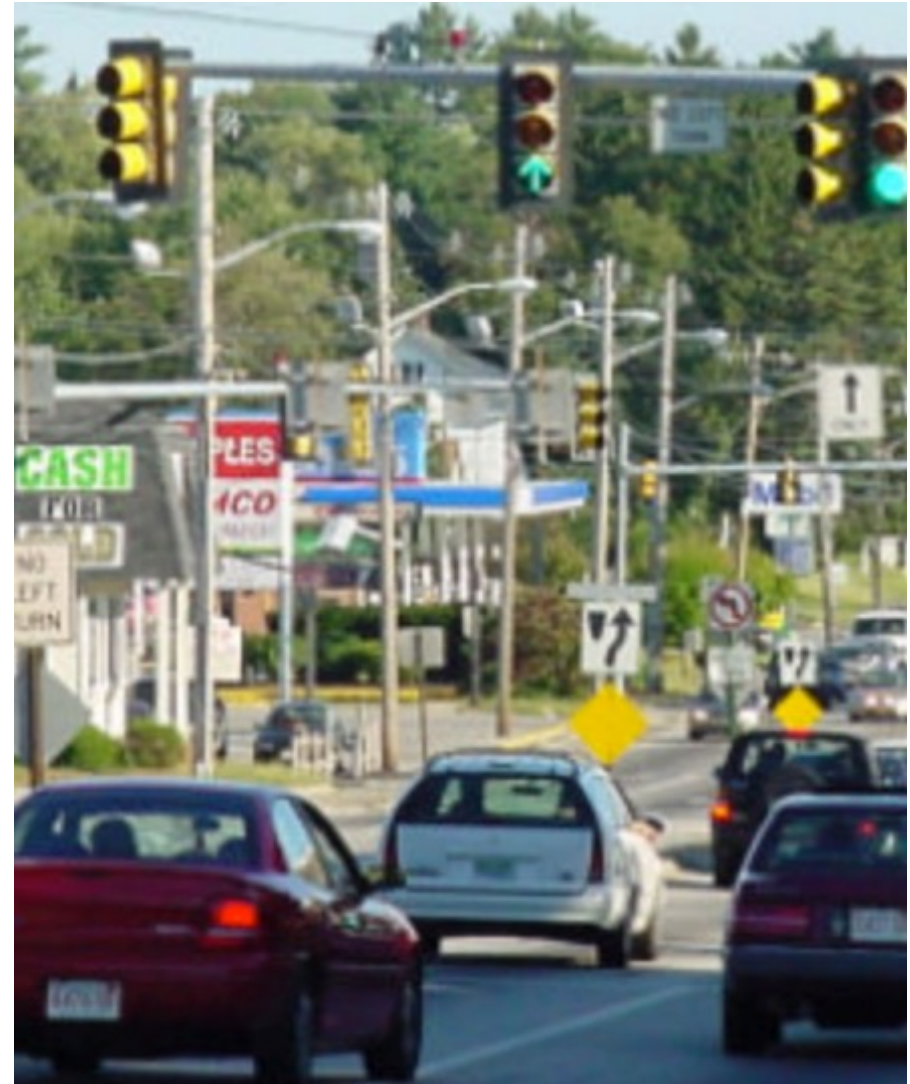
Types of Existing Corridors

- Historic Commercial
- Historic Residential
- Strip Commercial
- Newer Enhanced Commercial
- Limited Access Roads
- Institutional-Office
- Industrial



Most Common Existing Corridors

- Various auto-oriented uses
- Mostly retail
- Franchise businesses
- Varied forms, scale & age
- Wide variety in site design
- Minimal pedestrian amenities
- Minimal landscaping
- Signs dominate overall image
- Building maintenance varies
- Often lack of vision
- “Anywhere U.S.A.” look



- Aging image
- Traffic congestion
- Overbuilt space
- Evolving consumer behavior
- Changing demographics
- Volatile fuel prices
- 2006-10 Recession
- Internet shopping



Facts About the U. S. Retail

- 1960 to 2000: tenfold increase in retail space
- Per person space went from 4 to 38 sq. ft.
- Retail space grew 5-6 times faster than retail sales
- U. S. has more than double the retail space per person in Europe



Facts About the Strip

- Almost no new malls since 2006
- 300 existing malls have closed in U. S.
- 30% of remaining malls being repositioned
- After recession: 1 billion sq. ft. of vacant retail space
- May need to demolish 300 million sq. ft.



Corridors Not Going Away

- Key part of regional transportation networks
- Often well positioned for reuse & redevelopment
- High volumes of traffic & #s of users/workers/residents
- Serviced by existing infrastructure
- Many segments of locality are stakeholders on corridors



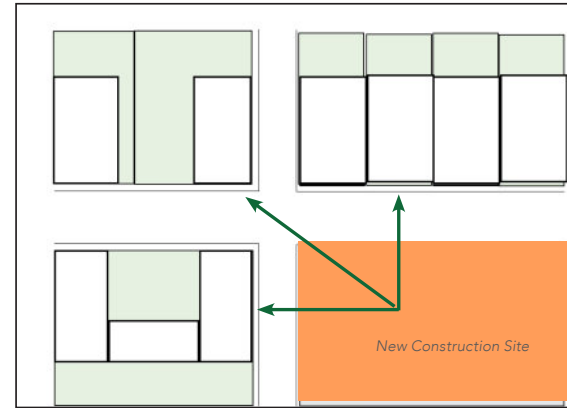
Reality of Smaller Market Corridor Upgrades

- Analyze existing corridor types and potential development
- Create realistic visions
- Study options for upgrades:
 - Enhance intersections
 - Encourage clusters (auto, food, medical, education)
 - Identify areas for increased density opportunities
 - Grow downtown corridors outward
 - Implement low-cost streetscape improvements

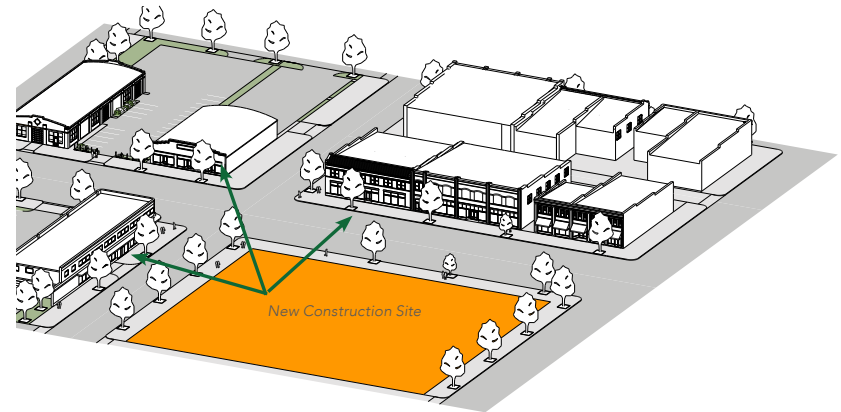
1. Introduction
2. Corridor Descriptions and Visions
3. Guidelines for:
 - A. Sites
 - B. Existing Buildings
 - C. New Construction
 - D. Awnings/Canopies
 - E. Signs



1. Site Assessment & Context
2. Existing Character
3. Entrances, Parking, Walkways
4. Paving Materials
5. Plantings & Landscape
6. Fences & Walls
7. Site Lighting
8. Appurtenances
9. Screening
10. Site Furnishings



This plan view (right) and 3-D view (below) point to the surrounding context of historic buildings and sites that should be referenced in the design of the new building and site.



1. Existing Building/Site Assessment
2. Planning the Renovation
3. Typical Design Treatments
4. Existing Building Conversions
5. Additions to Existing Buildings
 - A. Location & Size
 - B. Architectural Compatibility
6. Building Mounted Lighting
7. Building Mounted Signage
8. Appurtenances

EXISTING BUILDING RENOVATIONS & ADDITIONS

Typical Design Treatments



Older, one-story strip commercial buildings are typical in the ACOD, as are their frequent use of mansard roofs. The building is very low and not very visible from the street.



To create better visibility and an updated aesthetic, this drawing shows one way to update the appearance of the strip center. Removing the mansard roof, extending existing vertical divisions between storefronts to create better business definition, raising the height of the front wall and incorporating cornices and signage are some of the possible techniques. This appearance is more traditional in style, but more contemporary techniques and materials could also be employed.

1. Surrounding Context
2. Building Siting & Orientation
3. Building Mass, Form and Scale
4. Building Height & Width
5. Façade Organization
6. Entrances, & Storefronts
7. Roof Forms and Materials
8. Materials, Finishes, & Colors
9. Architectural Details
10. Building Mounted Lighting
11. Appurtenances

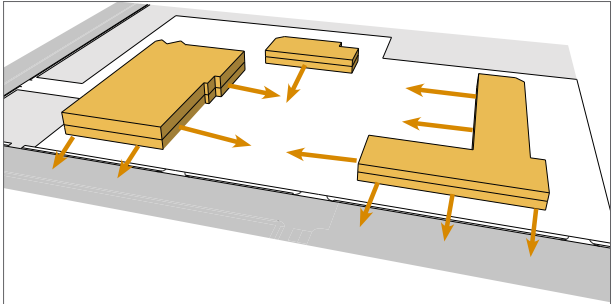
ACOD-3 NEW CONSTRUCTION

D. Building Orientation

Siting of a building is the way it is oriented, or how its façade and main entrance face in relation to the street and other nearby buildings.

1. Buildings should be sited so that their main entrances are facing the street on which they are located.
2. If a building has more than one orientation and needs more than one entrance façade, entrances should be designed to reflect this hierarchy. For instance, the prominent façade and the main entrance may face a major corridor while elevations facing local streets, parking, or adjoining developments can have secondary façades and entrances.
3. If a building and its main entry is oriented to a public space or a parking area, the street elevation should contain scale-reducing techniques for visual interest and should not be an unadorned blank wall. Its design should be integrated with the rest of the building.
4. A main entrance façade should face another building's façade and not face the rear or service façade when possible.
5. Orient entrances for convenient access from adjacent buildings, sidewalks, parking, and bike paths.

Building Orientation



While new buildings should be located closer to the street and oriented toward it when possible, parking may be to the side requiring the building orientation to be inward. Even in these situations, the street front elevation should be designed with materials and scale elements along with entrances depending on the tenant locations to create an inviting streetfront.

[Return to Table of Contents](#)

ARCHITECTURAL CONTROL OVERLAY DISTRICT ■ CITY OF FAIRFAX

ACOD-3.3

Guidelines: Building Types

- Retail/Service
- Franchise Design
- Office Buildings
- 2-family Buildings
- Multi-family Buildings
- Converted Single-family
- Industrial Buildings
- Mixed-Use Buildings
- Civic and Institutional Buildings



- I. Information Gathering, Issues Analysis & Meetings
(November-January)
 - Meet with the City staff to discuss scope, timeline, outreach approach, review existing studies, plans, ordinances, etc.
 - Tour all corridors with staff
 - Photograph and document corridor attributes
 - Create a presentation and Meet with City Council & Planning Commission to introduce project
 - Assemble an Advisory Committee

CORRIDOR ATTRIBUTE RATING

Condition of Infrastructure

Road width & design

Zoning & current use types

Parcel size & redevelopment potential

Stability of current uses

Economic trending up or down

Design quality & bldg. condition

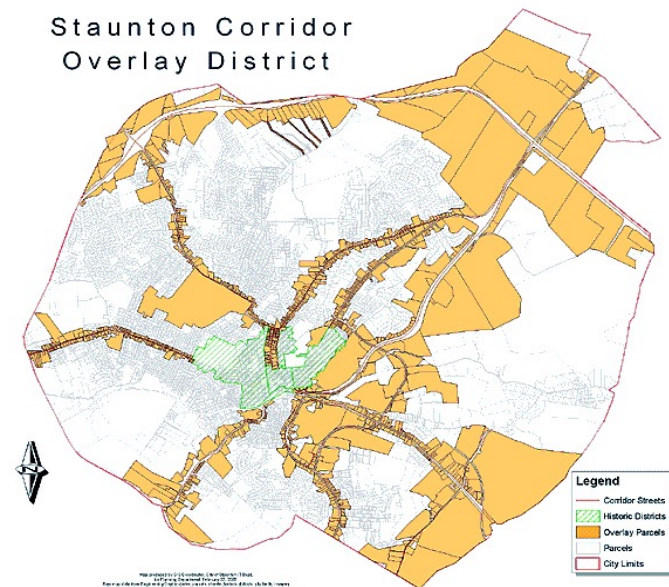
Role as gateway/tourism route

Likelihood of change

Summary

13 Community Corridors

#1 #2 #3 #4 #5 #6 #7 #8 #9 #10 #11 #12 #13



Process: Determine public outreach strategies

Information Gathering, Issues Analysis & Meetings (January-March)

- Structured public facilitation workshops
- Questionnaires for property/business owners/staff
- Interviews with select stakeholders from various corridors
- Regular updates to City Council & Planning Commission

II. Guidelines Development (March-June)

- Prepare draft text & suggested graphics with samples
- Receive feedback & layout 2nd draft
- Review with City Council, Planning Commission, Advisory Committee, and Staff
- Revise as needed & present in 2nd public workshop
- Also post draft online to receive additional feedback

III. Completion (June - August)

- Make any edits & revise document
- Deliver Final Draft to Staff, Advisory Committee, Planning Commission, & City Council
- Receive comments and finalize document
- Deliver 10 bound copies, an unbound copy, a digital copy for the City's website.
- Meet the Web Content Accessibility Guidelines (2.0 Level AA Standards).

CHARLOTTESVILLE ENTRANCE CORRIDOR DESIGN GUIDELINES

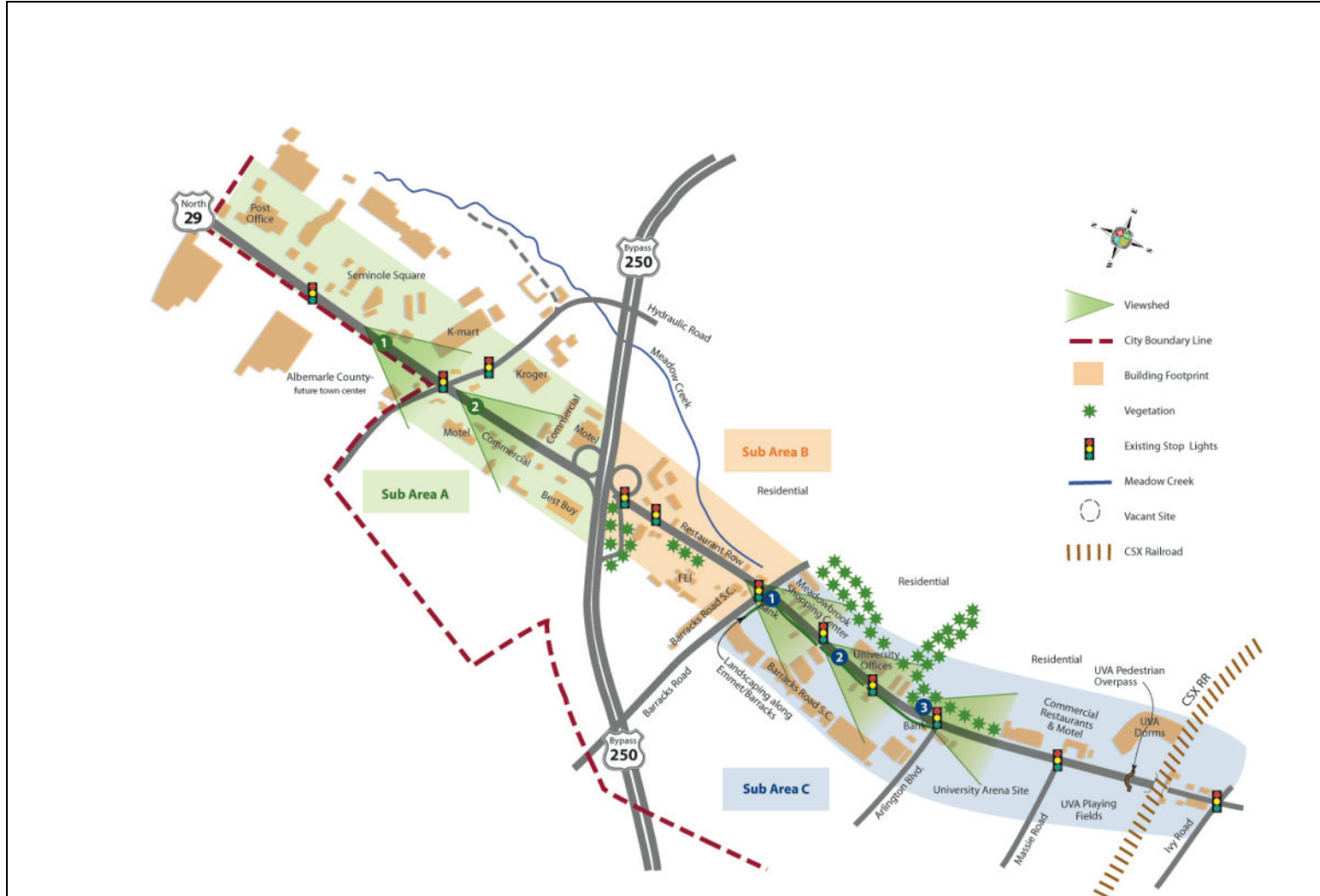


I INTRODUCTION

- A. HOW TO USE THE ENTRANCE CORRIDOR DESIGN GUIDELINES DOCUMENT..... 2
- B. BACKGROUND FOR DESIGN GUIDELINES..... 3
- C. DESIGN PRINCIPLES..... 5
- D. ROLE AND PURPOSE OF DESIGN GUIDELINES..... 6
- E. DESIGN REVIEW AUTHORITY..... 7
- F. DESIGNATED ENTRANCE CORRIDORS..... 8



Charlottesville Corridor Analysis



FALLS CHURCH



DESIGN GUIDELINES

VI



GUIDELINES FOR COMMERCIAL AND OFFICE BUILDINGS

J ADDITIONS AND CORRIDOR CONVERSIONS

Use additions to assist in bringing existing buildings into conformance with goals of creating two or more story buildings with storefronts and limited setbacks in the Corridor and Downtown sub-areas.

The following five examples show typical corridor buildings and existing site plans. They also show how these structures can be converted and expanded or replaced to better meet the guidelines.

These sketches are conceptual in nature and actual site conditions, building configurations and zoning requirements may result in different site designs, parking layouts and vehicular entry and building design than shown here.

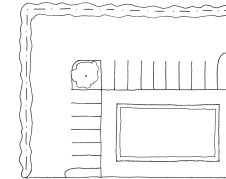


This West Broad Street development converted an older residence to commercial use and added a new wing to it with similar forms and materials.

1. One Story with Shed Roof.



"Before" Facade

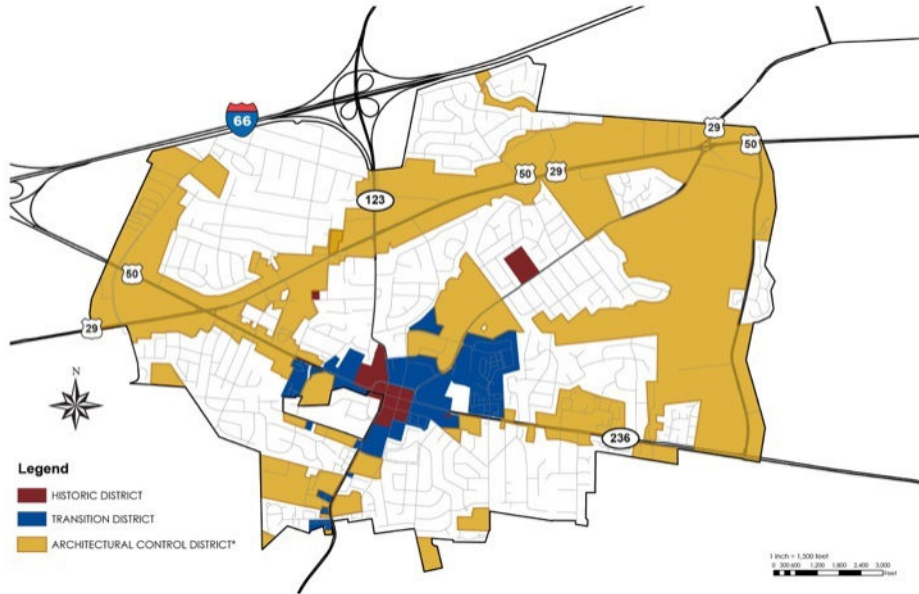


"After" Site Plan



"After" Facade with new storefronts and cornice.

City of Fairfax DESIGN GUIDELINES



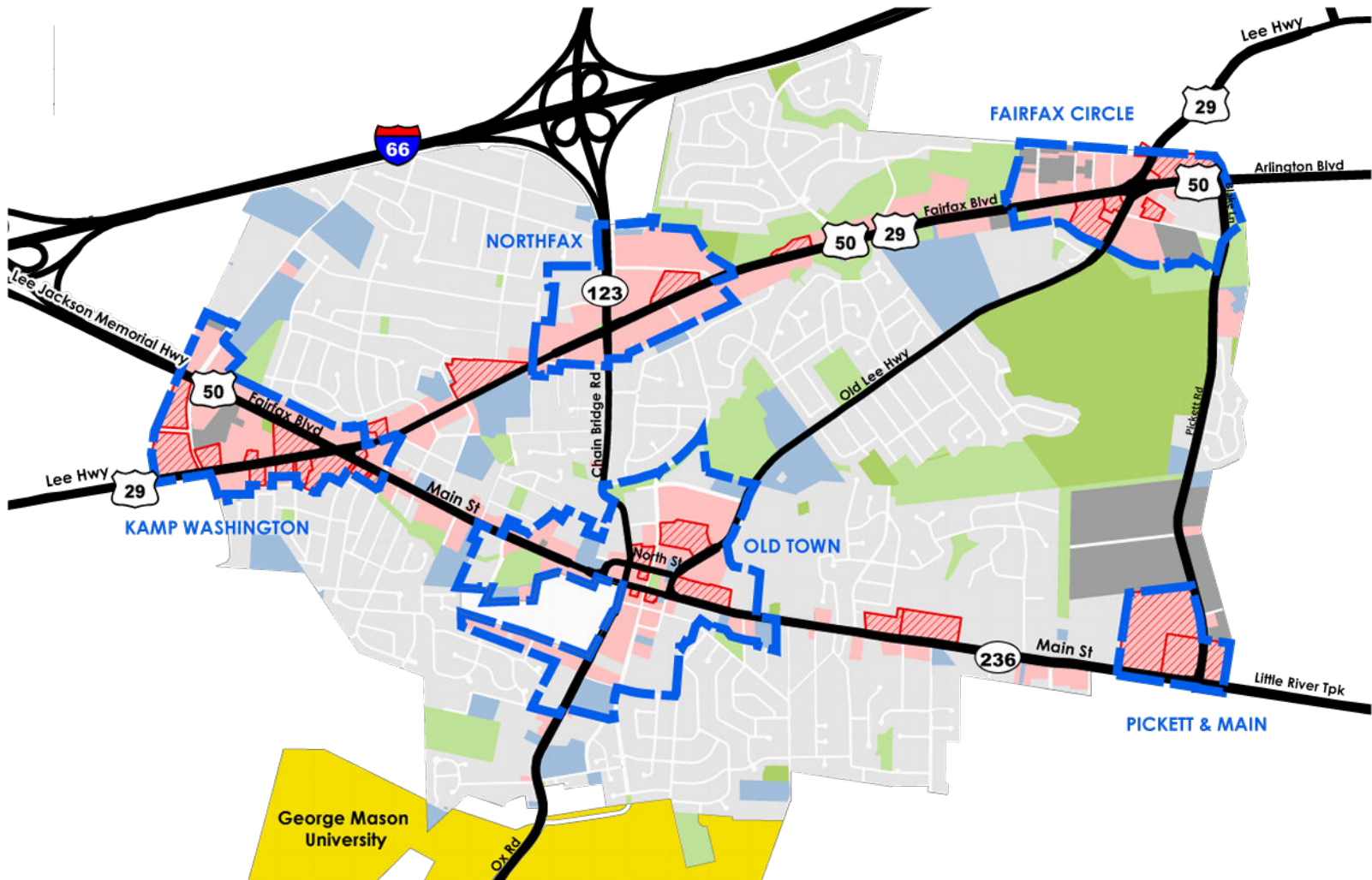
GUIDELINES INTRODUCTION

HISTORIC OVERLAY DISTRICTS

TRANSITION OVERLAY DISTRICT

ARCHITECTURAL CONTROL OVERLAY DISTRICT

Local Activity Centers



TOD-3 NEW CONSTRUCTION

Building Height and Width | Building Scale

F. Building Height and Width

(§3.7.3.C –Dimensional standards)

Because of the variety in building forms in the TOD, there is a corresponding variety in building heights of one to multi-stories. Building width also varies wildly depending on the size of the lot, design and age of the building and its original use.

1. The maximum height of new buildings in the TOD can allow for a height of four stories and new construction should reflect this size if possible.
2. The width of infill buildings should reflect the lot coverage goal and in general, minimize unusable open space between parcels.
3. Many commercial buildings in the neighboring downtown area average 30 feet in width. If new buildings are wider than this size, their primary facades should be divided into bays to reflect the predominant width of the existing buildings. Buildings that front on two or more sides should use this bay division technique on all appropriate facades. These bays also should have varied planes within the overall façade.

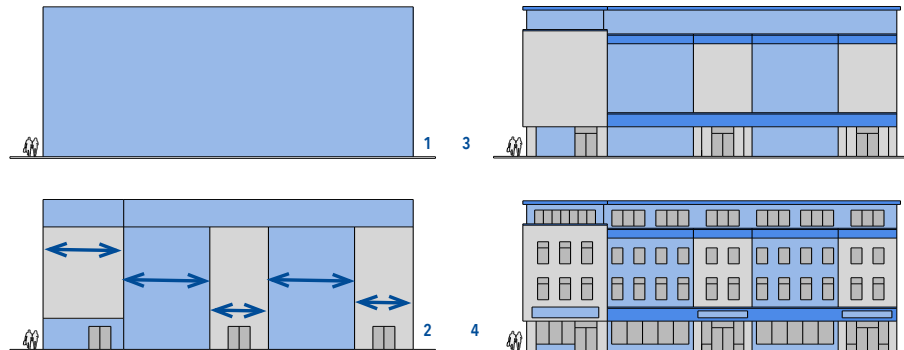
4. Mixed-use buildings should typically have a taller ground floor to accommodate for commercial uses ... (please advise)
5. Freestanding government or institutional buildings on lots other than ones that reflect limited to no setbacks, may have larger proportions than the prevailing norm due to their unique function.

G. Building Scale

Scale is the relationship between the size of a building and the size of a person. Scale also can be defined as the relationship of the size of a building to neighboring buildings, and of a building to its site. The design features of a building can reinforce a human scale or can create a monolithic large appearance. There is a very wide variety of scales in the TOD depending on a building's age, size, design and use.

1. When the primary facade of a new commercial building is wider than 30 feet, modulate it with bays.

2. Reinforce the human scale of new design in the TOD by including different materials or colors or elements such as entrance and window trim, cornices, string and belt courses to separate floor levels, pilaster-like elements to separate bays and other decorative features.
3. Some government or institutional buildings may have a monumental size due to their function but by using scale reduction techniques, they can still avoid a monolithic appearance.



1. The size and scale of a new building can be broken down in a variety of ways. 2. Using a variety of materials and breaking the mass into bays is one technique in breaking down the mass horizontally. 3. Facade elements such as cornices break the facade up vertically. 4. Windows, storefronts, and doors further articulate the facade and break down the mass of the building. The combination of these techniques help to make a large building relate to the human scale and blend with the historic character of the neighboring district.

TOD-2 EXISTING BUILDING RENOVATIONS

Contemporary Design Treatments

D. Contemporary Design Treatments

The above list of traditional design elements and materials are suggestions for creating a renovation project that may better complement the neighboring HOD architecture. However, when undertaking these types of projects on your existing building, the result does not have to exactly copy historic buildings but can be a more contemporary compatible design with different materials and elements that reflect current architectural trends while still acknowledging the HOD. Again, consider retaining a design professional who has experience in these types of renovation projects.

More contemporary treatment examples might include:

1. Mixing traditional materials like brick with metal, simulated wood or other artificial material panels, or trim;
2. Creating brick patterned walls by using different shades of brick in different bond arrangements;
3. Creating a larger proportion of window openings compared to amount of wall materials;
4. Using different window types and configurations other than double-hung sash types;

5. Carving out recessed balconies on multi-story residential buildings;
6. Creating more light filled staircases with larger areas of glass;
7. Using metal framed storefronts to create larger areas of glass for increased transparency;
8. Using metal, glass, or other artificial materials in awning design; and
9. Simplifying railing designs on stairs, balconies, or other exterior applications to create a less detailed appearance.



Utilitarian one-story buildings were often constructed with the minimum height and detail while signs were mounted on tall pole signs for visibility from passing vehicles.

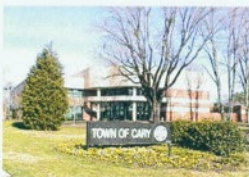
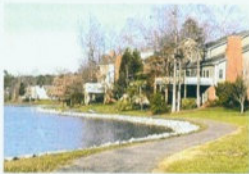


Sign Changed to Monument Type

Adding wall height, new facade materials, awnings, landscaping and a monument sign to the existing one-story building and its site helps the property's physical character to blend in better with the TOD and HOD.

C • A • R • Y

Design Guidelines



Prepared for:

The Town of Cary
North Carolina

Prepared by:

Frazier Associates and
Strategic Land Planning

August 2001

C • A • R • Y

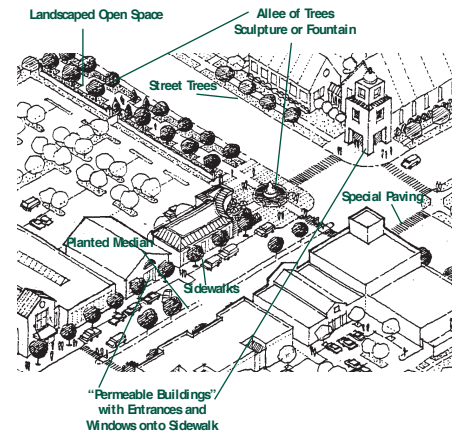
Guidelines Tool Kit

1. Circulation
 - A. Roads
 - B. Pedestrian Routes
 - C. Bicycle Routes
 - D. Transit
 - E. Streetscape Environment
2. Site
 - A. Parking
 - B. Building Setback and Arrangement
 - C. Landscaping
 - D. Other Site Features
3. Buildings
 - A. Entrance Orientation
 - B. Building Mass
 - C. Building Elements and Materials
4. Open Space
 - A. Gathering Places
 - B. Recreation and Natural Areas
 - C. Private Outdoor Space
5. Transitions and Screens
 - A. Architectural
 - B. Landscape

E. STREETSCAPE ENVIRONMENT

"Streetscape" is the general term applied to all of the elements that make up the public realm surrounding thoroughfares: street paving, sidewalks, planting strips, lighting, traffic signals, outdoor street furniture, public signs, and utilities. Cary's vision calls for streetscapes that act as connective outdoor space and help to weave a common community fabric. Streetscape elements can lend to **human scale**, contribute to a **sense of place**, and help to **link** destinations. Such elements may include:

- sidewalks along the edge of buildings where there is retail and commercial activity;
- tree-lined sidewalks and paths that provide enclosure; and
- paving materials and landscaping that give texture and visual definition to public spaces.



This drawing shows examples of streetscape elements that give the street human scale. These elements help to make a place a more inviting destination.

III. Site Guidelines

7. Design

- Signs shall be designed to be compatible with adjacent land uses and respect the signs of adjacent businesses. Special care is required when locating signage next to residential areas.
- Design signs and logos to be compatible with the architectural character of the building or the development in style, location, size, configuration, materials, and color.
- Logos shall be subordinate to the overall sign design.
- It is important that signs be readable while conveying an image appropriate for the business or the building.

a. Wall Signs and Permanent Window Signs

- All signs should be of high quality design and materials.
- The shape of signs for commercial buildings should conform to the area where the sign is to be located.
- Reverse channel lettering with backlighting mounted on raceways or individually mounted letters are encouraged.

b. Ground Signs

- Design ground signs and their bases to coordinate with the architecture of the building. Some architectural embellishment is encouraged and will not be counted against the overall allowable signage.
- Ground sign materials shall match the materials of the associated building. Individual letters mounted on masonry sign faces with a masonry base are encouraged.
- All ground signs shall have a base of two to three feet in height below the sign. The base must be solid in appearance with no exposed poles.
- Landscaping of the base of ground signs is required to soften the appearance of the sign and provide a transition to the ground.



A brick ground sign with a landscaped base.



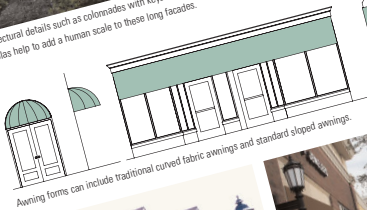
A ground sign for an office development which incorporates architectural features and landscaping.

IV. Building Guidelines

- Awnings should not be less than eight feet above the finished sidewalk and should not extend more than the width of the building wall on which they are placed. Deviations shall be reviewed on a case by case basis. The request must meet the following conditions: that the request meet the overall Guidelines in relation to scale, color, and materials; that the awning be designed in such a manner that they complement and the surrounding development and the surrounding development.
- Awnings should be broken up by an articulated bay of the building.
- Mold and fire-resistant fabric awnings. Plastic and vinyl awnings are not allowed.
- The choice of colors should be consistent with the building's color scheme of the building. Colors and stripes are appropriate.
- Awning forms may be appropriate.
- Backlit awnings are prohibited.
- If used in a multi-tenant development, awnings must be approved as part of the development.



Architectural details such as colonnades with keystones and pergolas help to add a human scale to these long facades.

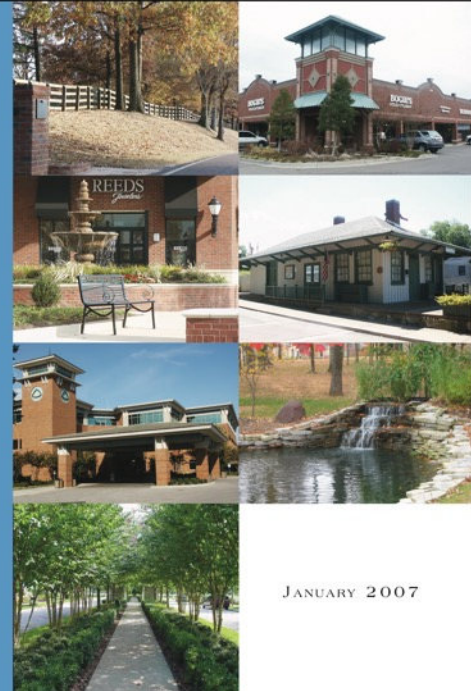


Awning forms can include traditional curved fabric awnings and standard sloped awnings.



Awnings can be used to pull together a development of commercial buildings to provide shade for pedestrians (above center). Awning styles can range from traditional to modern.

COLLIERVILLE DESIGN GUIDELINES





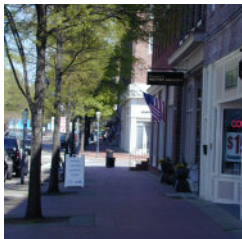
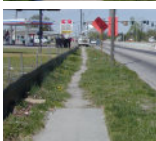
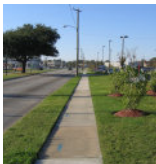
Portsmouth Gateway and Corridor Design Manual

January 2008



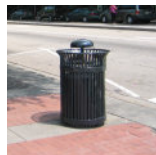
Roadside Zone

The roadside zone includes the area from the edge of the roadway to the outside of the corridor right-of-way and can include sidewalks, planting strips, street trees, and other edge landscaping. The design of the roadside zone along Portsmouth's corridors varies depending on available space and land use character, from wide brick sidewalks with trees in the downtown area to narrow concrete sidewalks with narrow planting strips in many of the outer corridors.



5. Street Furniture

Street furniture is currently concentrated in the downtown area and includes a coordinated selection of benches, trash receptacles, and planters.



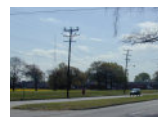
6. Crosswalks, Pedestrian Signals, and Handicap Ramps

Existing crosswalks are limited to painted striping and are concentrated in the downtown area. Many corridors lack any crosswalks, even in areas which receive a high amount of pedestrian traffic. Handicap ramps often do exist, even in places lacking crosswalks, but are not consistent.



7. Medians

Portsmouth's existing medians provide a strong framework for landscape improvements, as the network is extensive and often landscaped. A few concrete medians exist, primarily along Airline Boulevard.



Smithfield Corridor Guidelines



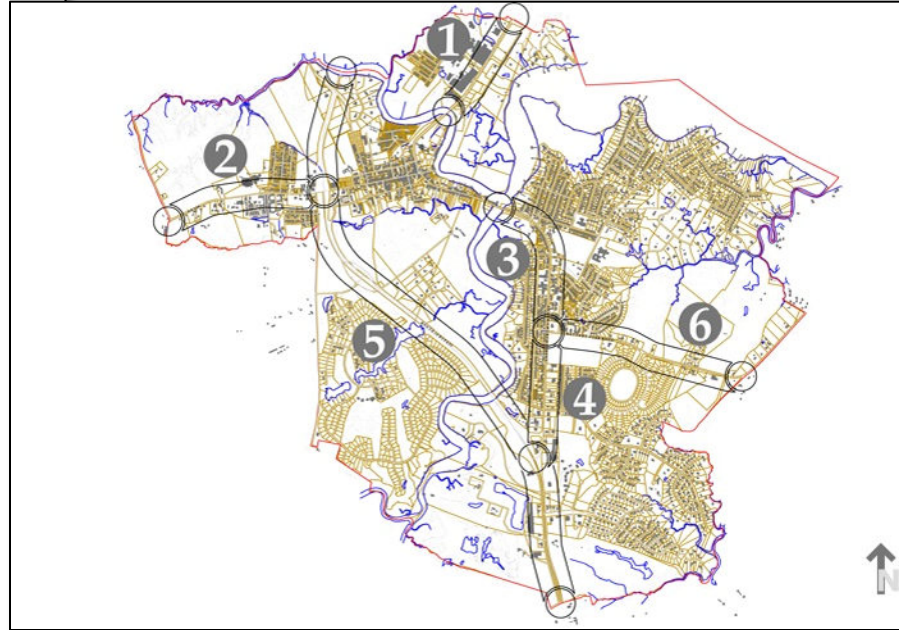
SMITHFIELD
VIRGINIA



ENTRANCE CORRIDOR DESIGN GUIDELINES

PREPARED FOR THE
TOWN OF SMITHFIELD

BY
FRAZIER ASSOCIATES
2005



Suffolk Route 58 Corridor Design Guidelines

ROUTE 58 CORRIDOR
Design Guidelines



MARCH 2002

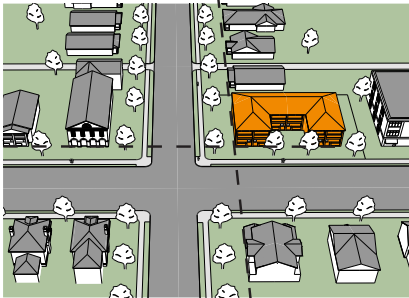


Charlotte Multi-Family & Commercial Guidelines

Charlotte Historic District Guidelines

Setbacks: Front, Side & Rear Yards- Spacing & Lot Coverage

1. The primary elevation of new corner buildings should match adjacent historic buildings.
2. Secondary elevations that are facing side streets (typically in corner lots) may allow flexibility with setback and potentially be closer to the street. However, the historic context of the site and buildings on the side street will be taken into consideration by the HPC.
3. Front setbacks of buildings that occur on the edge of a district and are facing denser commercial non-historic development can have shallower setbacks if they do not compromise the portions of the project facing the historic district.

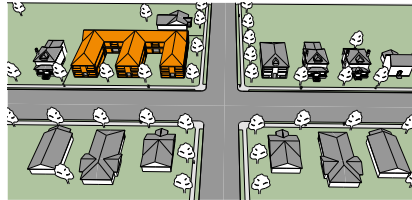


The front and side setbacks of this proposed multi-family building respects the setbacks of the historic buildings in its immediate context.

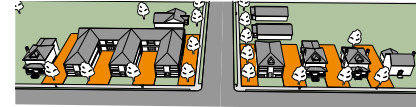
DRAFT - Multi-family Housing Supplement

Spacing

1. For multi-family buildings that are more than one lot width on the primary elevation and street, the mass of the building must be modulated to emulate the spacing of existing historic buildings.



Modulating the mass of a new multi-family building (above) can emulate the spacing of the surrounding single-family historic dwellings (below).



This streetview shows how the spacing and massing respects the historic context.

7

Charlotte Historic District Guidelines

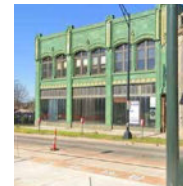
DRAFT - Commercial Guidelines Supplement

Chapter 4 - Rehabilitation of Building Elements Page 4.18 STOREFRONTS (cont.)

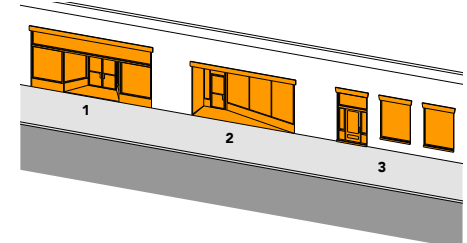
Photographs and Drawings



This frame storefront (and the entire facade) retain their original design.



While this historic facade retains a majority of historic features, the storefront has been modified by removing the entry. Transom windows and display windows remain.

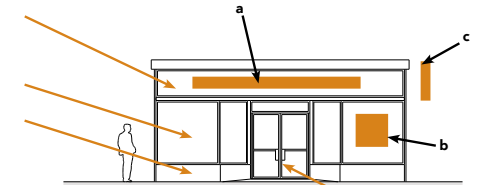


Storefronts can have a variety of configurations including recessed (1); angled recessed (2) and entrance and display windows separated (3).

Transom
Windows

Display
Windows

Bulkhead



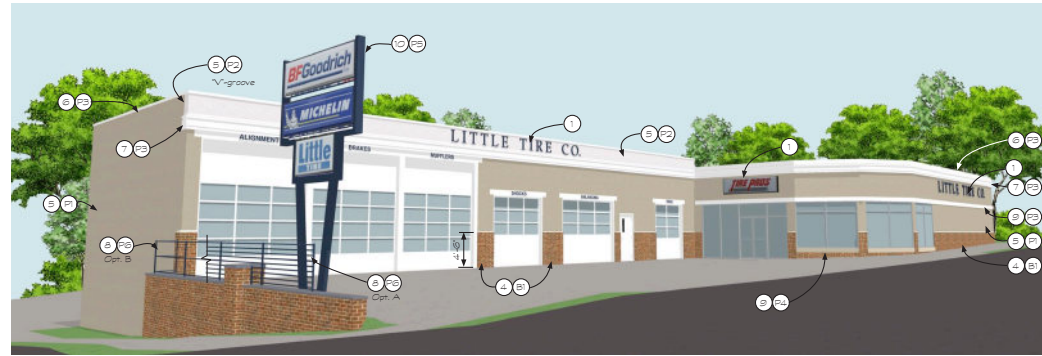
Signage is typically incorporated into a storefront by either a) floating a flat sign in the transom area, b) applying them to the display window glass or c) a projecting sign. See Sign Guidelines & Regulations in the Appendix for more details.

9

Fairfax County: Corridor Enhancement Program

- Study zoning: upgrade & mixed uses
- Revisit ordinances: sign, landscaping and parking
- Create design guidelines: ensures upgrading to a vision
- Create site & façade design improvement programs
- Team with grants/loans





① PRINCESS ANNE STREET FACADE
NOT TO SCALE



Lexington Corridor Upgrade



Today: Regional & National Destination





- Architecture
- Historic Preservation
- Design Guidelines
- Main Street
- Community Design
- Wayfinding Sign Design



“Knitting Communities Together Through Design”



*45 Years Working in
and with Staunton!*



AIA
Virginia

Recipient of the 2017
VA Architecture Firm Award

Presentation on Corridor Guidelines Update for City Council & Planning Commission

December 14, 2021

William T. Frazier, FAICP

Kathleen O. Frazier, FAIA



FRAZIER ASSOCIATES

ARCHITECTURE • COMMUNITY DESIGN • WAYFINDING