

Staunton Corridor Overlay Guidelines Design Guidelines Update PUBLIC WORKSHOP

April 6, 2022

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FRAZIER ASSOCIATES
ARCHITECTURE ■ COMMUNITY DESIGN ■ WAYFINDING



Project Goals

1. *Update the 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 corridors' character.*
4. *Incorporate changing technologies including building & site materials, alternative energy sources, new lighting concepts, 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.*

Steps to Corridor Improvements

- Vision for Guidelines (C.P.)
↓
- Goals for Guidelines
↓
- Guidelines-Text & Graphics
↓
- Regulations-Align with GLs

Other Opportunities:

- Public Improvements
- Financial Incentives
- Technical/Design Assistance





Current Context of Corridor Guidelines

- Corridors evolve through time; current trends realize their importance in community image & economic development.
- Focus on site planning & connectivity, building design, landscaping, signage, lighting, new technology, & energy conservation.
- All communities have corridor regulations;
- Their success lies in being reasonable, clearly understood and communicated and being in alignment with the community's vision of itself.
- 3 Yr. Economic Priority by City Council to revise GLs.

Sample Corridor Design Guideline Goals

- Encourage economic Development: business friendly & business smart
- Enhance the function
- Enhance appearance
- Mask the utilitarian
- Maintain human scale
- Enhance pedestrian experience
- Build on sense of place



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



“Knitting Communities Together Through Design”



45 Years Working in
and with Staunton!

Frazier Associates Corridor Experience

- Established in 1986; have worked in over 100 Virginia cities, towns, and counties.
- Corridor Design Guidelines or Design Assistance:
 - Charlottesville
 - Fairfax
 - Falls Church
 - Fredericksburg
 - Henrico County
 - Leesburg
 - Lexington
 - Portsmouth
 - Smithfield
 - Suffolk



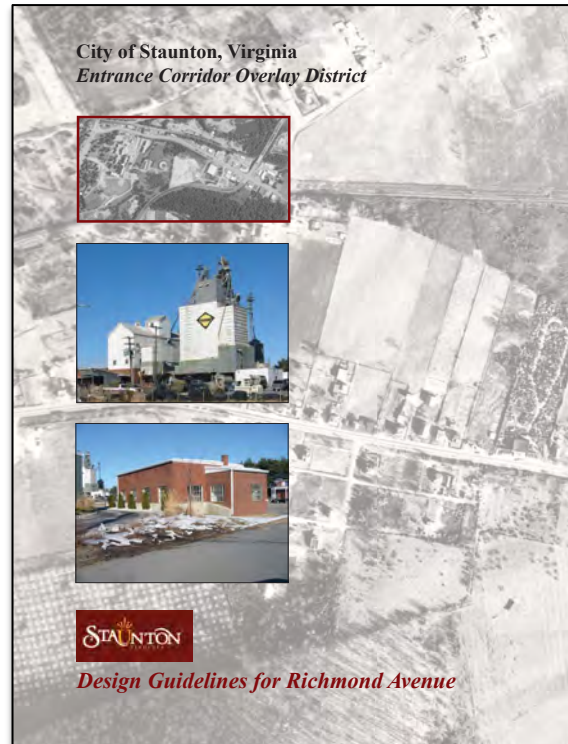
Corridor Plan vs Design Standards vs Design Guidelines

PLAN

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

Example:

- Central Avenue Streetscape Plan



STANDARDS

- Detailed requirements
- Very limited flexibility
- Spelled out in numbers
- Often listed in zoning ordinance sections
- May or may not have graphics

Example: Zoning, Sign, Landscape & Parking Regulations in City Code

GUIDELINES

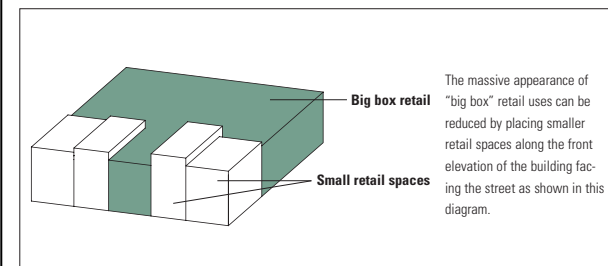
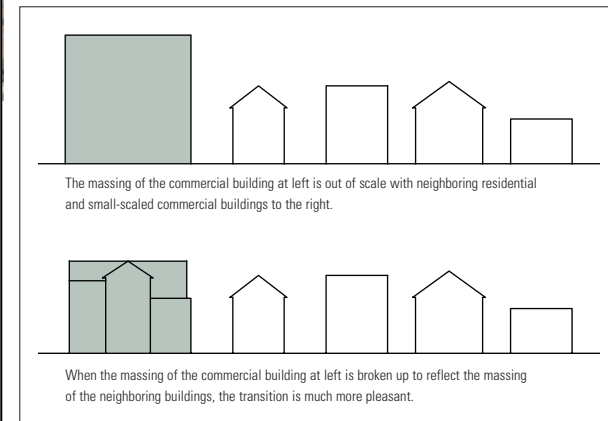
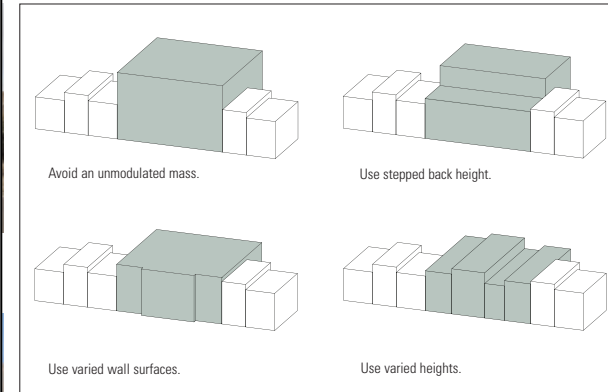
- Currently 13 documents
- Consolidate to 1

Plan vs Design Standards vs Design Guidelines

DESIGN GUIDELINES

- More general & conceptual recommendations
- Offer some flexibility if concepts are met
- Still reflects underlying zoning requirements
- More specific than comp. plan objectives
- Often accompanied with graphics and photos

Example: Historic District Design Guidelines



What Guidelines Can Do

- Provide guidance for owners, architects and contractors
- Help establish design vocabulary for the corridors to enhance sites & buildings
- Reflect current best practices on corridor design
- Protect property values
- Increase property tax base
- Improve visitor & user experience on the corridor

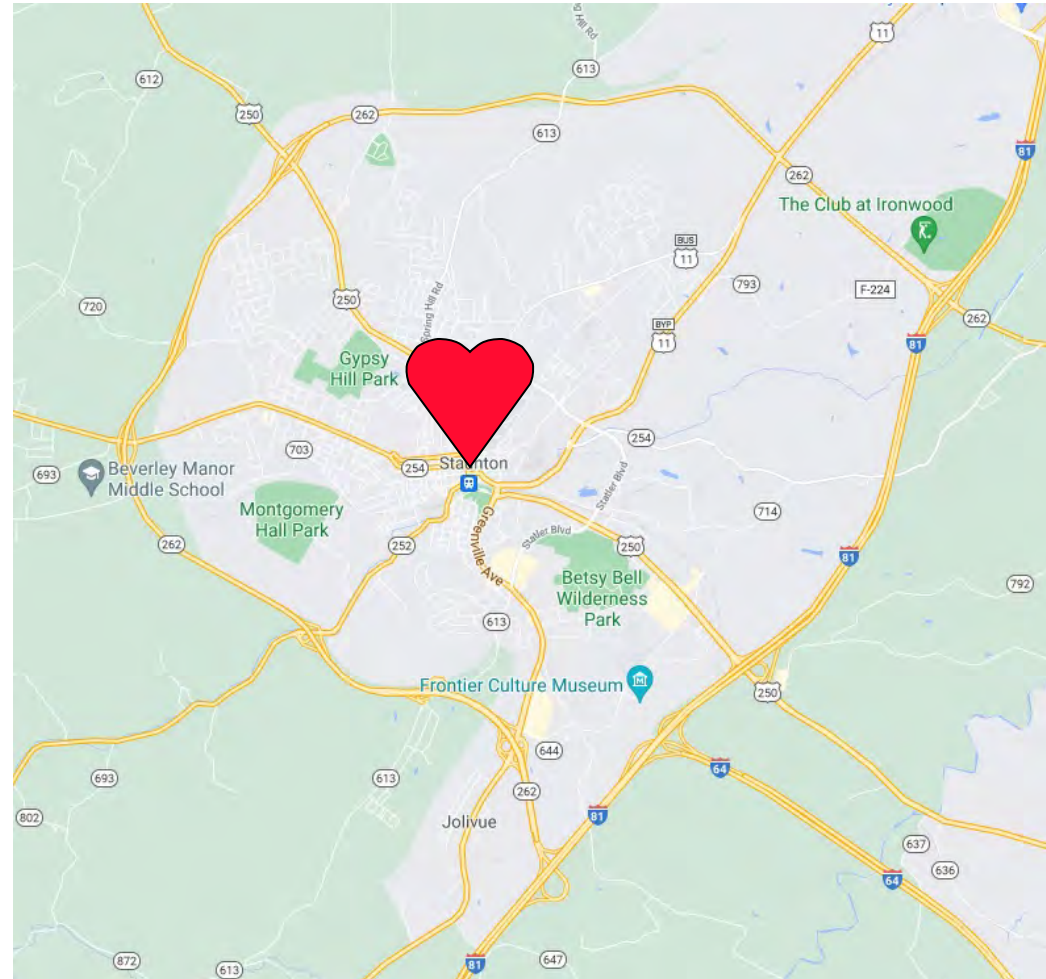
What Guidelines Don't Do

- Increase new construction or rehabilitation activities (*role of market*)
- Improve maintenance of existing sites & buildings (*maintenance & bldg. code*)
- Regulate amount or location of new development (*zoning*)
- Provide detailed standards (*ordinances in city code*)
- Regulate interior (*bldg. code*)



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...



45 Years: A Journey Worth Taking

Downtown properties' tax base more than tripled:

Economic development through public improvements, historic preservation, civic engagement, enhanced design, and resulting new businesses.





Over 50 Accolades: 2012-2022



COSMOPOLITAN



The Washington Post

Fodor's Travel

Reader's
Digest

Southern Living



Smithsonian.com



American Planning Association
Creating Great Communities for All

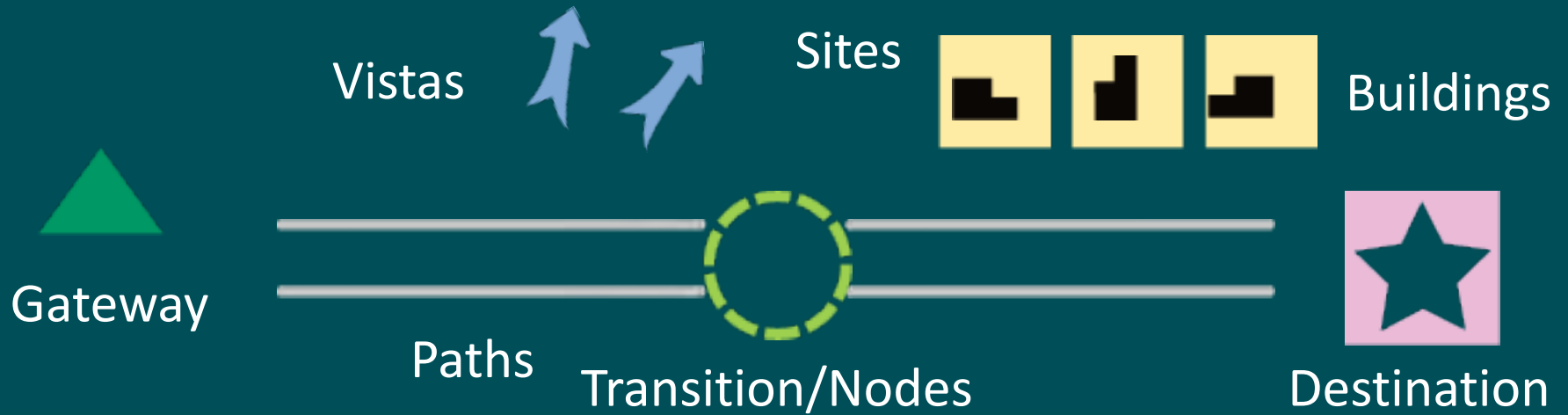
HUFFPOST



Forbes



Design Elements of Corridors





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



Typical Corridor Sequence

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



Influences on Corridor Character

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



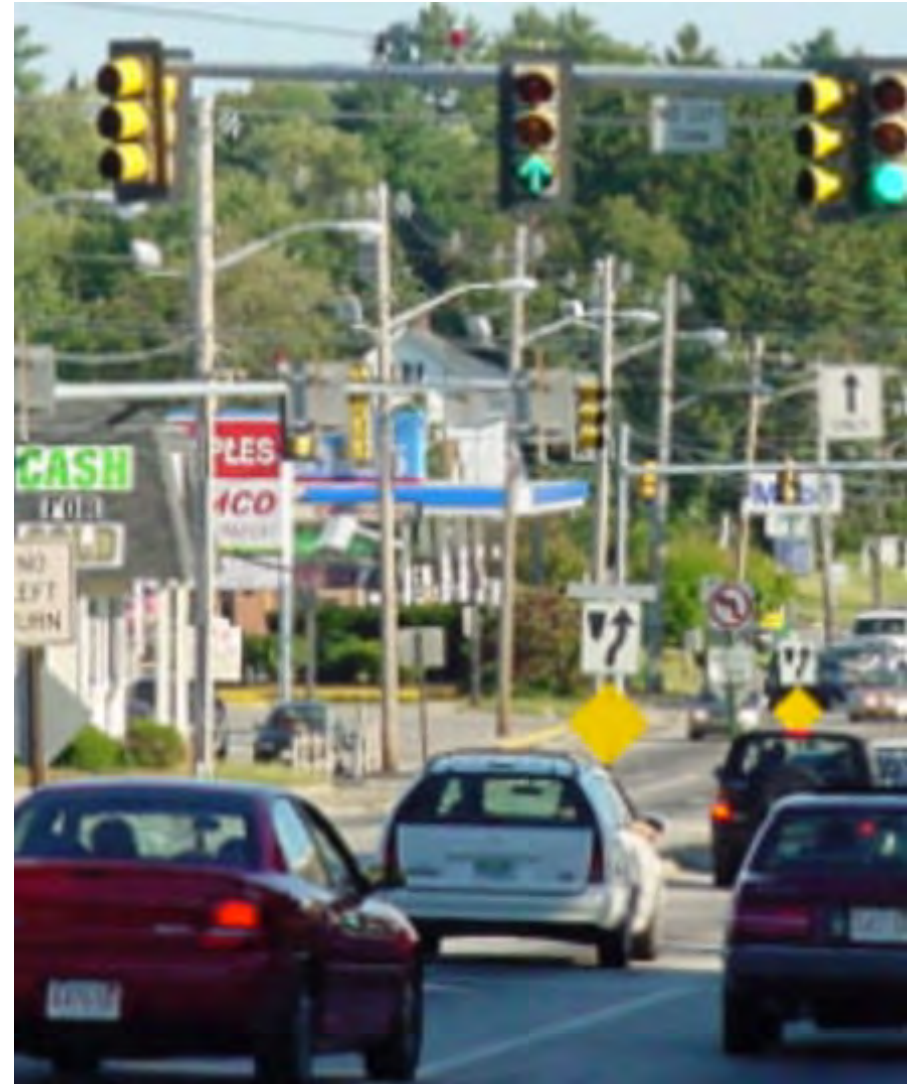
Types of Existing Corridors

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



Most Common Existing Corridor Character

- 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
- Who can shout louder
- Building maintenance varies
- Often lack of vision
- “Anywhere U.S.A.” look



Facts About Corridors' & Malls' Future

- 1960-2000: Retail space grew 5-6 times faster than sales
- Per person space went from 4 to 38 sq. ft.
- Almost no new malls since 2006; 300 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 Markets: Corridor Upgrades

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

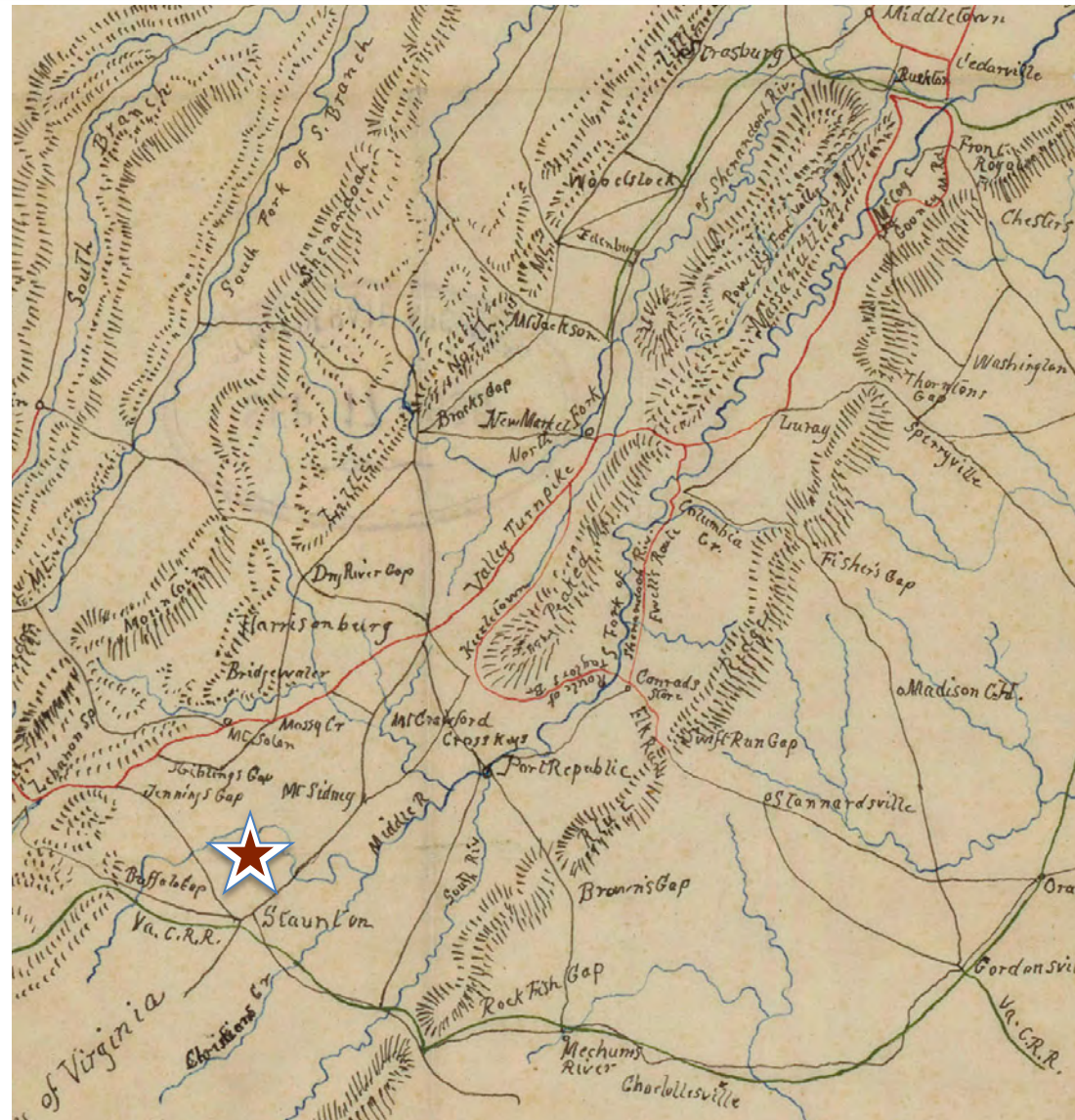
Staunton Corridor Overview



- 13 Corridors with a wide variety of uses & densities
- Many are stable with less traffic & little change
- Several have higher traffic counts and have more intense business uses
- Several are connectors to other corridors

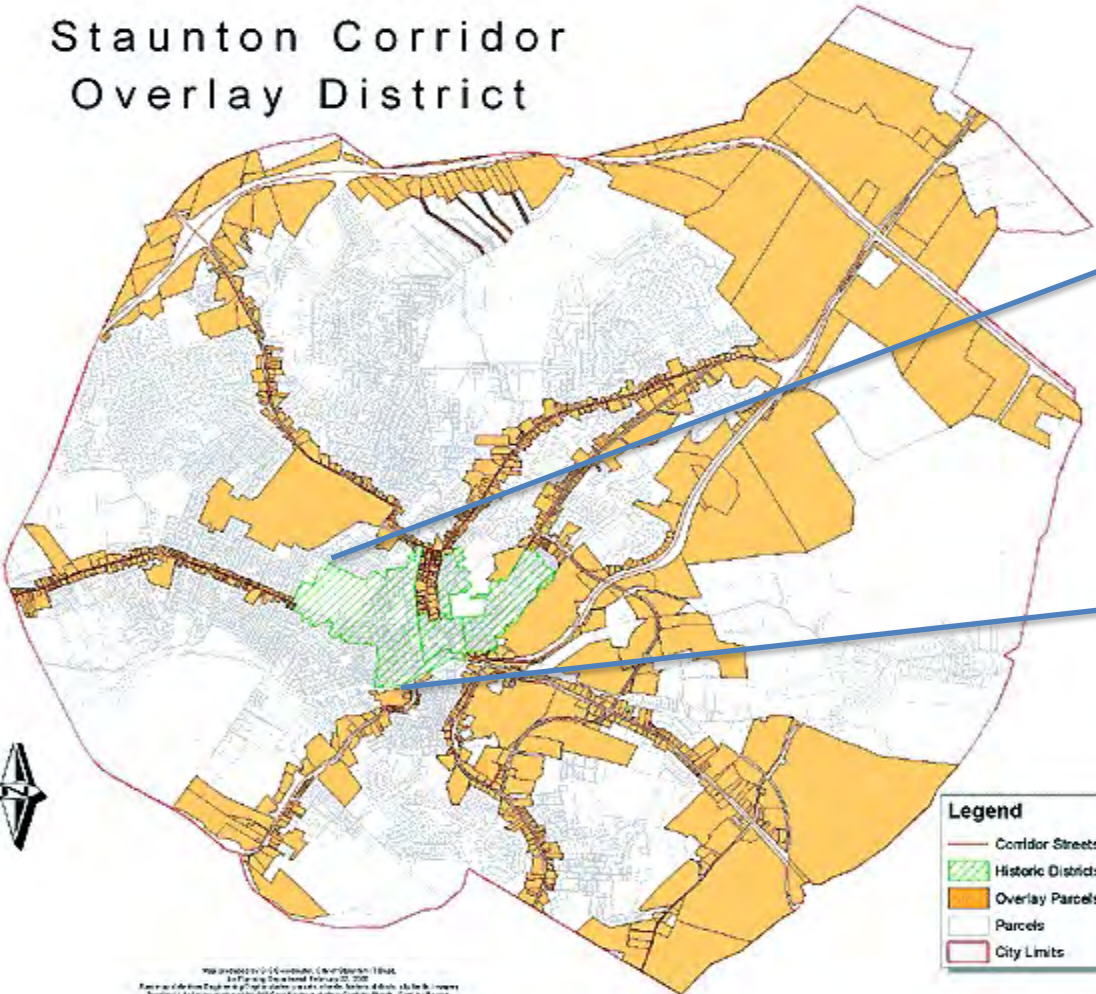
Historic Evolution of Staunton's Corridors

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

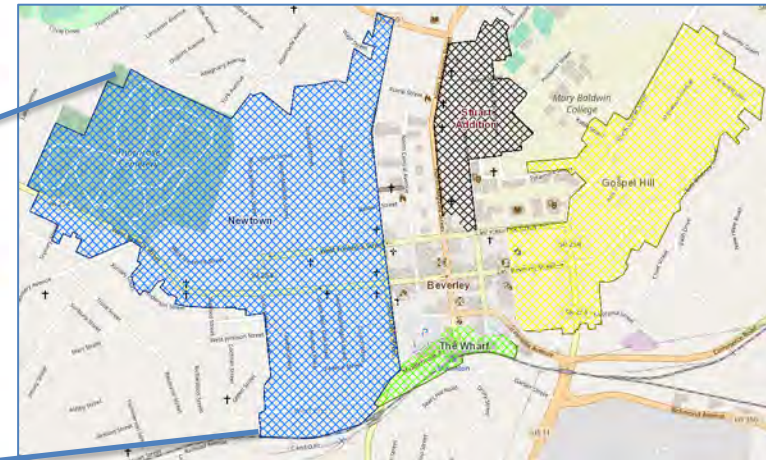


Corridor Overlay District & Historic Districts

Staunton Corridor Overlay District



Historic Districts



Local Traffic Corridors

1. Augusta Street
2. Churchville Avenue
3. Coalter Street
4. Middlebrook Avenue

Primarily residential with pockets of local businesses, professional offices, schools and churches.

Stable, lower traffic counts.



Downtown Corridors (not historic)



5. Lewis Street

6. N. Central Avenue

This area includes many service businesses and office buildings.

Location of Urban Renewal in the 1960s resulting in demolition of many historic buildings.

Connector Corridors with Less Development

7. Commerce Road
8. Frontier Drive
9. Statler Boulevard
10. WW Parkway-Rt 262

Moderate traffic counts;
higher close to I-81; essentially
connector routes within the
City. Pockets of commercial,
mainly at key intersections.



Commercial Strip Type Corridors

11. Greenville Avenue
12. Richmond Avenue
13. West Beverley Street

Highest traffic counts with most existing and recent new retail strip development. However, West Beverley geared more to local population and formerly residential uses; now mix of service, retail & residential.





Process: How we get there...

- I. Information Gathering, Issues Analysis, & Meetings
 - A. Tours with Staff
 - B. Advisory Committee Input
 - C. Individual Stakeholder Interviews
 - D. Public Questionnaire & Public Workshops
- II. Guidelines Development – Draft (only for private sites)
- III. Guidelines Revised & Completed

The process engages the public, corridor stakeholders, local government staff & officials to achieve broad input.

Final reviews by staff, Advisory Committee, Planning Commission & Adoption by City Council



Intent & Possibilities of Design Guidelines for Corridor Upgrades

- Well designed & attractive corridors attract more businesses & more customers.
- Everyone wants to be proud of their community, its marketplace reputation, & its identity as a place that attracts new businesses, residents & visitors.
- Corridors are the community's front doors & provide newcomers with a first impression of the city, particularly for tourists, an important part of Staunton's economic development strategy.



Typical Design Guidelines Sections

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

Over 50 separate topics will be covered
in these guidelines

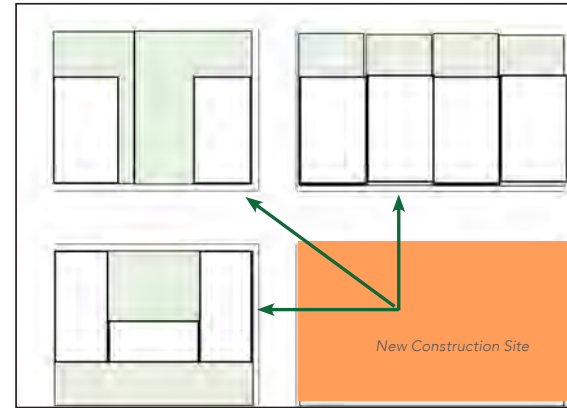


Design Guidelines for Sites

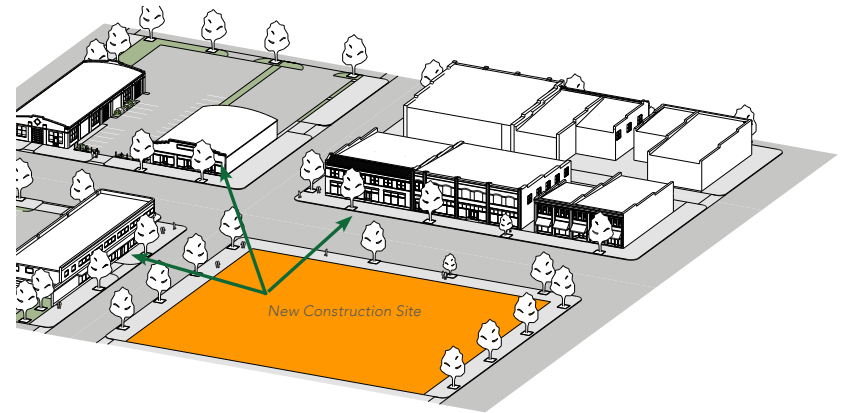
1. Site Assessment & Context
2. Existing Character
3. Entrances, Parking, Walkways
4. Paving Materials
5. Plantings & Landscape
6. Fences & Walls
7. Site Lighting
8. Appurtenances
9. Screening
10. Site Furnishings

NEW CONSTRUCTION FOR COMMERCIAL BUILDINGS

7



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.



Design Guidelines for Existing Buildings

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

ACOD-2 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 canopies 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.

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.

Design Guidelines for New Construction

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

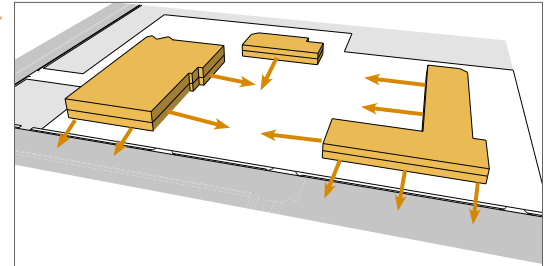
ACOD-3 NEW CONSTRUCTION

Building Orientation

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 unadorned.



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.

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 widely 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 façades 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 façades. These bays also should have varied planes within the overall façade.

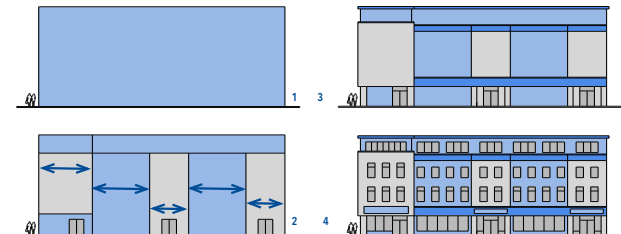
4. Mixed-use buildings should typically have a taller ground floor to accommodate for commercial uses ... (please advise)
5. Freestanding government or institutional buildings on lots other than ones that reflect limited to no setbacks, may have larger proportions than the prevailing norm due to their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

Design 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





Next Workshop Steps for Input this Evening



- Break into groups of six
- Discuss questions
- Select rep from group to guide discussion & write down talking points, etc.
- Reps share with entire workshop

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