

Staunton Corridor Analysis Report



February 2022

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February 2022



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INTRODUCTION

The City of Staunton, historically known as the Queen City of the Shenandoah Valley, has a rich and for the most part, a very successful development history. As the county seat of Augusta County and due to its central location in western Virginia, the city was an early home of important state institutions and the location of various educational establishments. After the Civil War, the community experienced decades of successful expansion and development. The resulting street patterns of grids overlaying hills along with many examples of important historic architecture has resulted in much success in its revitalization of the last several decades. Over forty awards and recognition from national media have validated Staunton's new era of pride and reflect its importance in the state in terms of economic growth, tourism development, and historic preservation efforts.

Staunton's corridors while varied in uses and overall character, all offer the opportunity to recognize the importance they play in the community's self-image and continued economic development opportunities. This update of the entrance corridor overlay district design guidelines offers the possibility of providing realistic and pragmatic suggestions for property owners and businesses. This update also reflects the national growing recognition of how important and linked the enhanced appearance and architectural quality is to the goal of economic growth, particularly in a community whose future is so tied to continued tourism recognition. By upgrading the functioning and appearance of these corridors, they can contribute to the city's continuing revitalization just as the historic downtown has.

At the same time, one must recognize that these corridor guidelines are just a revision of existing regulations and that they do not in of themselves cause positive change in growth and appearance enhancements. For these guidelines to be truly successful, the general public, developers, property owners, businesses and related civic groups have to understand and support them. Without continuing public education, upgrades may be challenging on some corridors. Other communities have shown the importance of tying these guideline regulations with corridor-specific public improvements along with local financial and technical incentives for improved chances of real upgrades on these important community routes.

Report Organization

This background report provides information and observations on the existing conditions and character of Staunton's thirteen Entrance Corridor Overlay Districts. Besides giving basic information on each corridor, a description of the public streetscape, private sites, buildings, signs and design issues is addressed. In addition, a brief summary of strengths and challenges is included. Also, a simple numerical rating of eleven basic corridor attributes provides insights into a relative ranking of Staunton's corridors. Finally, sample analysis maps of selected corridors are included along with a zoning category map of each corridor.

Role of Corridors

Generally, corridors are a community's primary vehicular circulation paths to the historic downtown and as such, many were formed in the earliest eras of a locality's history. As communities grew, corridors changed, grew and extended outward from the core. Older segments of corridors often were developed before the introduction of zoning and other land-use regulations. Therefore, there may be great variety in site sizes, building uses and designs as well as corridor widths and configuration.

The location of corridors within a community in relationship to regional transportation networks and subsequent traffic counts result in varying degrees of economic activity and future development potential. By better understanding the nature of these corridors, communities may be able to develop more intelligent and rational policies that will support general goals of corridor economic development along with improved functioning and enhanced appearance.

Corridor Guidelines Project Understanding

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.

Corridor Related Goals of Staunton's Comprehensive 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

Sample Corridor Guidelines Goals

- 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



AUGUSTA STREET CORRIDOR

General Type

The Augusta Street Corridor is primarily a residential street with pockets of professional and local business uses. It is one of two major corridors leading from downtown north towards other residential areas and subdivisions as well as combining with North Coalter Street to become U. S. Route 11 Business North.

Historic Evolution

Known as Augusta Street from the town's earliest founding, the southern section has never changed its name. The northern end has been known as the Valley Turnpike (1870), Turnpike to Harrisonburg, (1877), Winchester Turnpike (1891), and Valley Pike/Lee Highway (1920s).



This early 20th century photograph reveals how little North Augusta Street has changed over the years.

AUGUSTA STREET CORRIDOR

Public Realm/Streetscape

Augusta Street is mostly a two-lane street with occasional turn lanes at major intersections. From Lambert Street north to the edge of town, the street has several areas with sidewalks and curbs. Mostly, however, it is simply a street with paving a few feet beyond the lane, followed by grass, some on-street parking and then landscaping. From Lambert Street going south toward downtown, there are continuous sidewalks and curbs. Wooden power poles, overhead utilities and utilitarian streetlights run the entire length of the corridor northward to the junction with Coalter Street.

Private Sites

Many of the properties are residential in character with setback dwellings and landscaped front lawns. Front walkways and typical foundation plantings are the norm. Most of the office buildings are a traditional design, set back with landscaping at the edge of the street. Other commercial uses typically have parking in the front of the site with little to no landscaped edges. There are several larger sites containing strip type shopping centers as well as a set of professional offices.

Buildings

August Street primarily consists of dwellings though some have been converted to business use. Most date from the early 20th century when the city was growing to the north. Styles range from Colonial Revival to bungalows and from ranches to split levels. There are older examples of Italianate and Queen Anne Victorian dwellings as one gets closer to the downtown. Some of the newer professional buildings are of a traditional colonial design and fit in with the residential character. Business building types vary. There is the large former Coca Cola plant,



Most of the corridor coming from the north is two lanes with overhead utilities and without sidewalks.



Terry Court is one of two strip shopping centers on the corridor.



Augusta Street is four lanes at the Lambert Street intersection and narrows back to two lanes closer to downtown.



Here are several examples of Colonial Revival style homes along the corridor.

several small former gas stations along with a few examples of “mid-century modern” styled businesses. There is a small strip center along with the older and larger Terry Court shopping center. Others, such as the post office and some newer commercial buildings do not fit in well with the traditional residential character of the corridor. There also are a number of churches along the corridor.

Signs

Signs vary from pole mounted to monument signs as well as building mounted ones as well. There are several examples of larger back-lit signs that announce professional businesses even though they are not open in the evenings. Several of the strip shopping centers have one larger free-standing sign containing separate business signs.

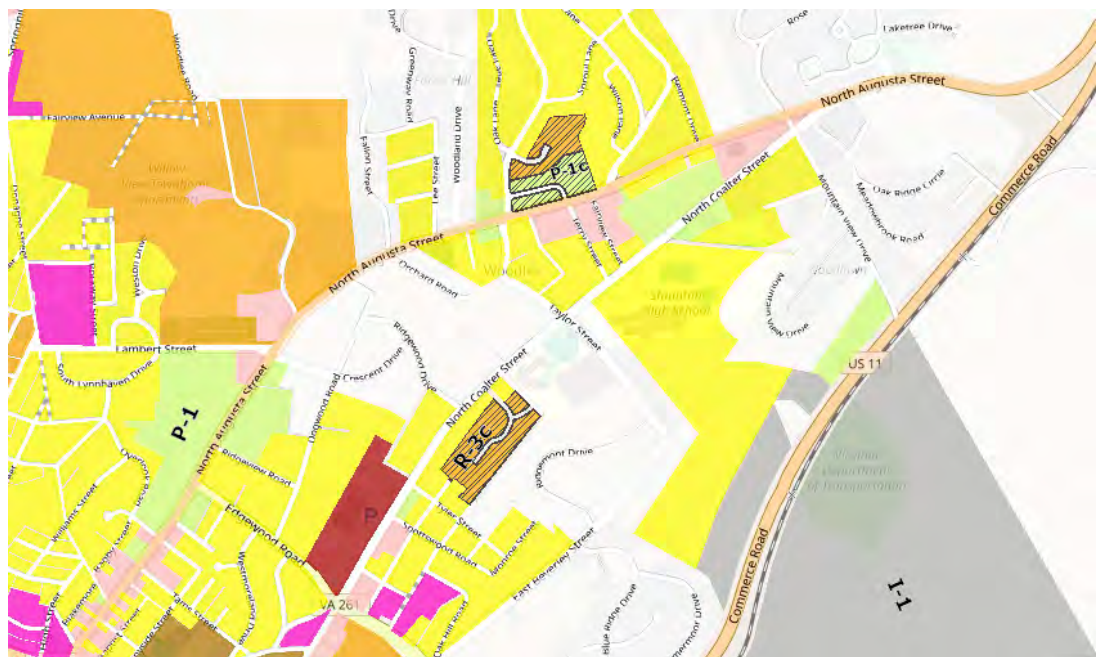
Design Issues

On the southern end of the corridor, several dwellings have been demolished over the years and replaced with incompatible one-story simple commercial buildings or small strip centers. Parking areas dominate the former front lawns on these replacement structures as well as on some residences that have been converted to office uses.

Zoning Categories & Impacts: R-1, R-2, R-3, P-1, B-1.

Prior rezoning to B-1 allowed new small buildings to be constructed and required additional parking that replaced some front lawns. Several of these B-1 parcels might be better served as P-1 if their use is professional along with relaxed parking requirements and smaller sign types in order to reinforce the residential character of the corridor. Another possibility would be to create a B-1 & P-1 Residential Corridor zoning categories with these requirements geared more to maintaining the design integrity of the residential uses.

Much of Augusta Street is zoned residential with pockets of business and professional categories.



Strengths

Augusta Street is one of two corridors that connect the historic downtown with traditional residential neighborhoods on the north side of Staunton. It is attractive with a rich architectural character and some areas have historic residential styles. It is a key corridor for residents reaching both downtown to the south and the Interstate 81 to the north. It is heavily traveled by local residents also traveling up and down Rt. 11 to and from Staunton from local destinations to the north. Depending on how visitors arrive in Staunton, they may take this route off of Interstate 81.

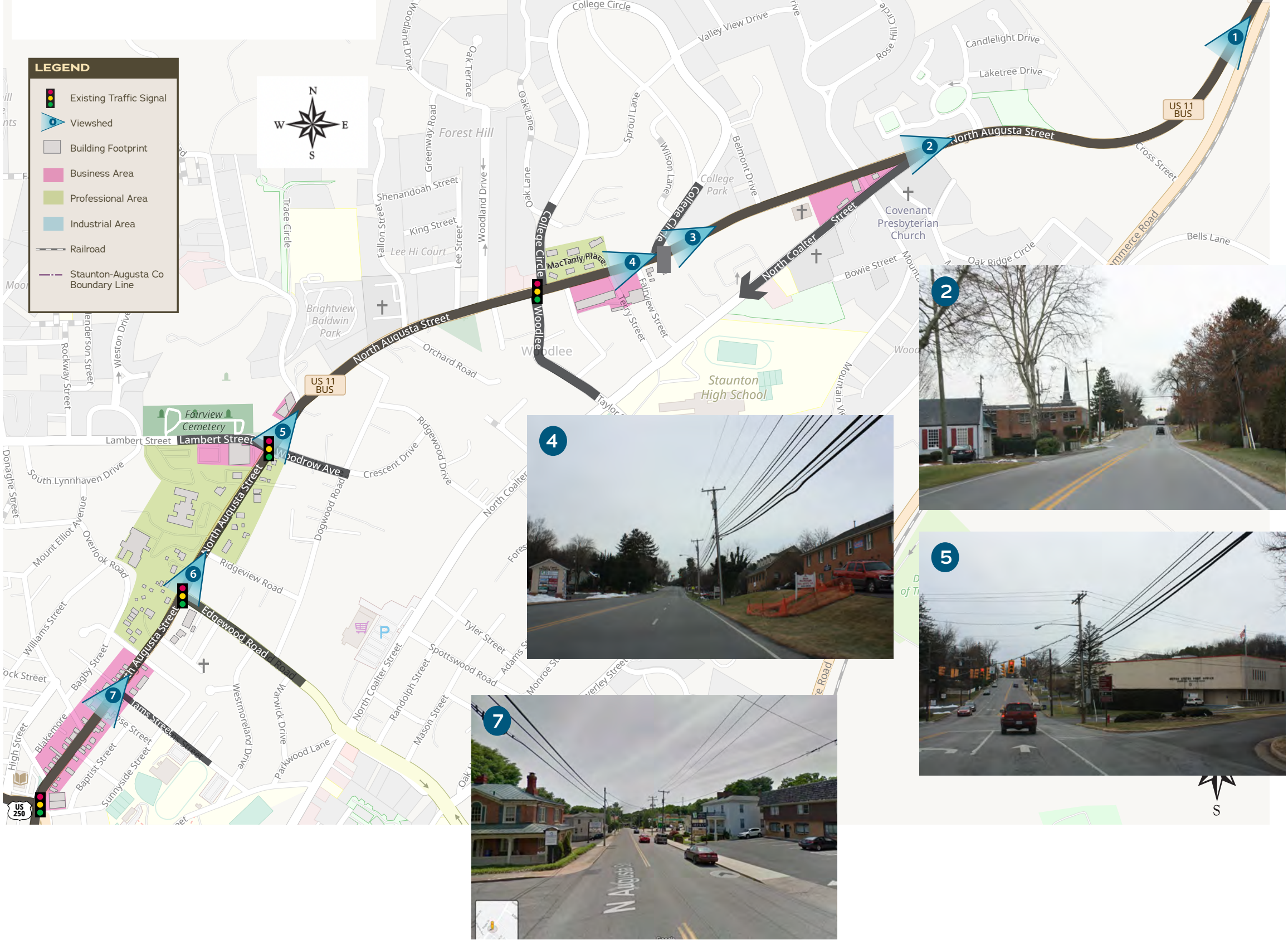
Challenges

Some commercial construction of recent decades does not relate to the residential character of the corridor nor does the associated conversion of front lawns into asphalt parking areas. Large backlit signs identify professional uses that are not open in evening hours; monument type signs may be more appropriate on residential corridors.

Vision: Current & Future

The current as well as the future vision appears to be based on the current zoning categories and no major public improvements to the corridor are planned. It is a stable corridor with little likelihood of any major changes.

AUGUSTA STREET CORRIDOR



CHURCHVILLE AVENUE CORRIDOR

General Type

Churchville Avenue is primarily residential and borders the entire north edge of Gypsy Hill Park. There are pockets of local businesses at key intersections on the western parts of the corridor.

Historic Evolution

Early maps show that this corridor was called Churchville Road and by the turn of the last century, it changed to Churchville Avenue.



Headed west, Churchville Avenue becomes a rural highway at the City limits.

CHURCHVILLE AVENUE CORRIDOR

Public Realm/Streetscape

Churchville Ave. is mostly a two-lane street with occasional turn lanes at major intersections. There are a few areas west toward the edge of town where the street has a curb, but there are no sidewalks. Sidewalks begin in the commercial area on the west before Grubert Street heading east and continues to Gypsy Hill Park where they end. There are none until the point where Churchville Avenue meets Donaghe Street. There are extensive stone walls along portions of the north side of the corridor where wooded areas slope down to the street.

Wooden power poles, overhead utilities and utilitarian streetlights run the entire length of the corridor until the intersection with Lewis Street where there are recent streetscape improvements including historically-styled streetlights, brick sidewalks and crosswalks as well as underground utilities.



The corridor is largely residential as you head southeast from the City limits.



This view shows the large open space around a church and sidewalks on one side of the corridor on the approach to Grubert Ave.

Private Sites

Many of the sites are residential in character with dwellings setback and landscaped front lawns. There are several residences that have been converted to businesses and have parking areas where yards used to exist. Some commercial buildings have parking in front with no landscaping while a few have landscaping as they were developed after the current corridor guidelines.

Buildings

The general character of the corridor is early twentieth century residential with bungalows and American Foursquare architectural styles. There are local business uses in pockets at key intersections such as Englewood Drive, Grubert Avenue and Springhill Road. There are several houses that have been converted to businesses.



Large signs announce the business use on this converted Cape Cod styled dwelling.

CHURCHVILLE AVENUE CORRIDOR

Signs

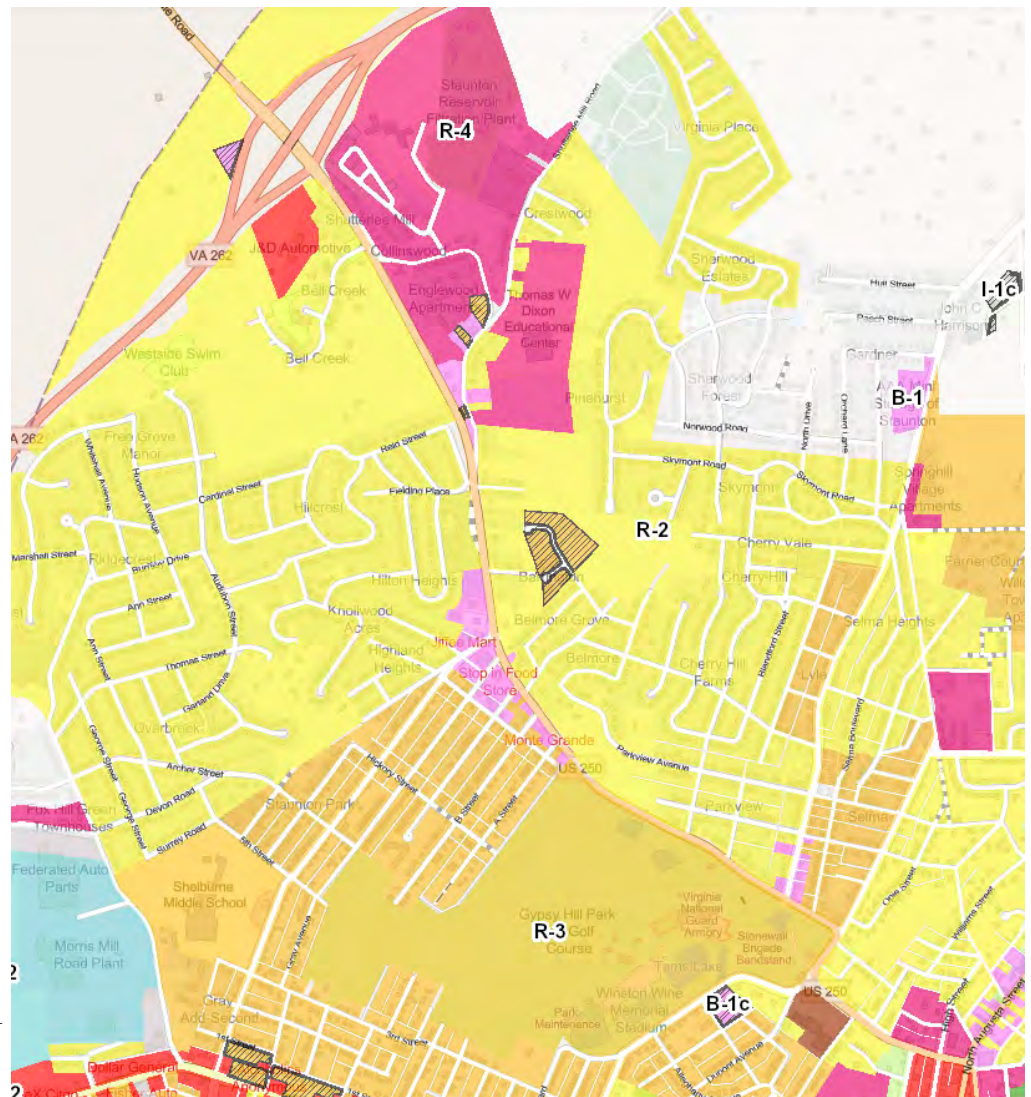
Freestanding and wall signs tend to be large and dominant along this corridor.

Design Issues

Some older commercial uses could benefit from façade and site improvements.

Zoning Categories

R-2, R-3, R-4, B-1, B-3



Churchville Avenue like North Augusta Street is largely zoned residential with pockets of commercial at key intersections.

CHURCHVILLE AVENUE CORRIDOR

Strengths

This is a main connector corridor to the western part of Augusta County and on to West Virginia via U. S. 250. Nevertheless, much of the traffic remains local or regional to Churchville and other nearby county locations. The northern edge of Gypsy Hill Park and a steeply sloped wooded area across from the park result in a large length of the corridor in a stable natural appearance. Attractive streetscape improvements have been made at the eastern end of the corridor.

Challenges

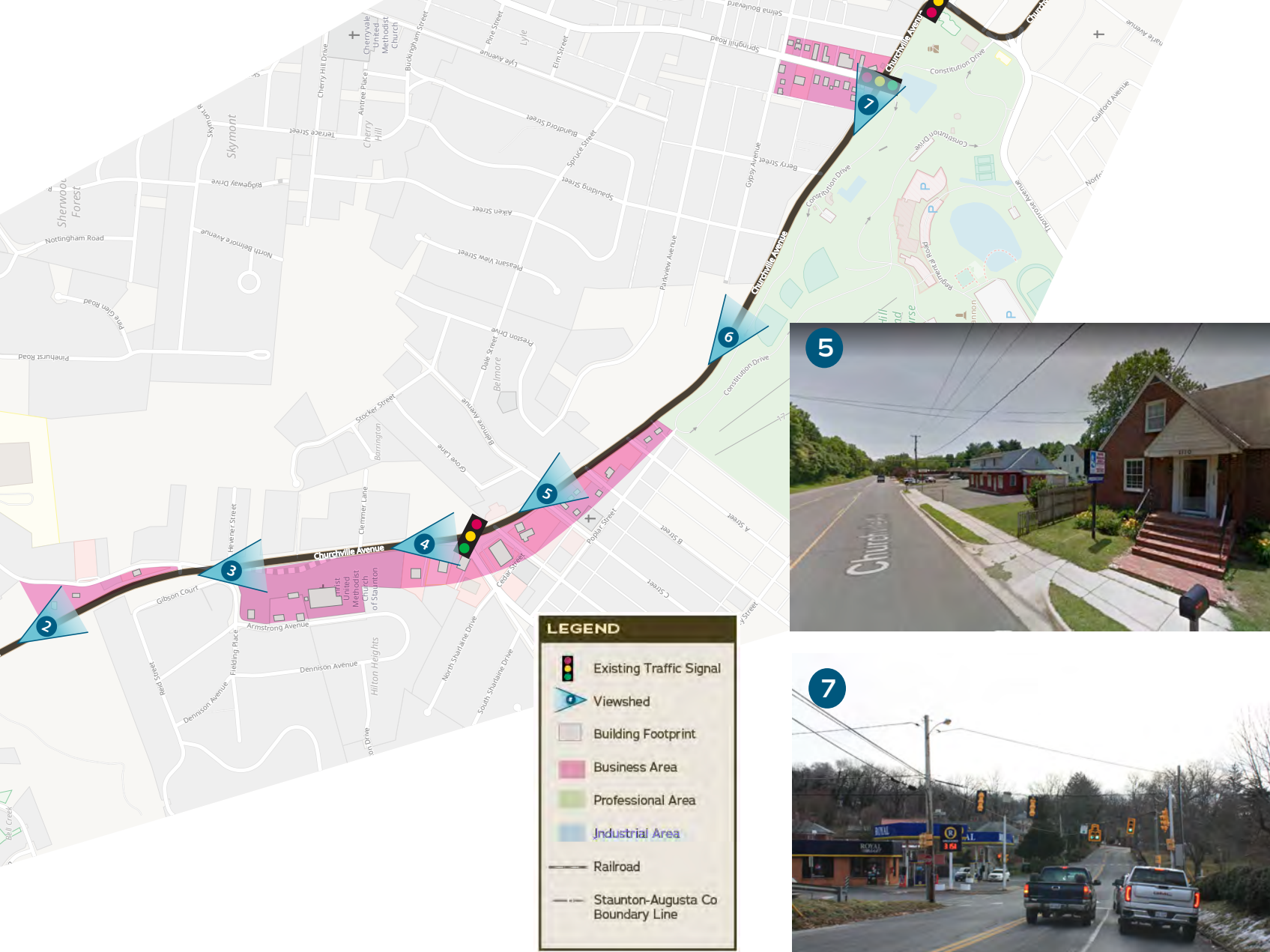
There is a lack of some pedestrian routes to Gypsy Hill Park along with the lack of regular maintenance of streetscape with dead fallen trees on the wooded slope that threaten power lines along the corridor.

Vision

Current: None; there are a few changes as commercial properties change ownership.* Overall maintenance is average to good.

Future: This is a stable corridor with minimal changes on the horizon; the City attempted to receive a VDOT grant to extend streetscape improvements from Lewis Street to Thornrose Avenue several years ago, but was unsuccessful.

CHURCHVILLE AVENUE CORRIDOR



COALTER STREET CORRIDOR

General Type

The Coalter Street corridor (along with Augusta Street) is primarily residential and serves as a main route to the northern sections of the city. It has large parcels with well-maintained sites of schools, churches, professional uses and Mary Baldwin University. There are pockets of local businesses along with several strip centers.

Historic Evolution

Similar to Augusta Street, the southern end of this corridor always has been known as Coalter Street while the northern section has been called Old Winchester Road (1870), Winchester Street (1877), and Winchester Avenue (1891).

Known as Winchester Turnpike after its intersection of North Augusta Street (1891 Staunton Development Co. Map).



The Coalter Street Corridor at its northern end has large parcels with landscaped open spaces. Uses along this segment are institutional with several churches as well as professional offices.

COALTER STREET CORRIDOR

Public Realm/Streetscape

Coalter Street is a two-lane street with occasional turn lanes added at major intersections. Beginning at the north end at the junction of Augusta and Coalter streets, there is a sidewalk with grass verge on the east side of the street. This continues to Jordan Street (with the exception of the area in front of McSwain Elementary School) where the sidewalk moves to the west side of the street and continues to Edgewood Road where there are sidewalks on both sides of the street. Wood utility poles, overhead power lines and utilitarian streetlights are all along the corridor. In the summer months, the landscaping on private property is lush and mature. There is a center turn lane in the area in front of Food Lion.

Private Sites

Residences, schools, and churches have well-maintained sites with foundation plantings and in the case of the institutional uses, very broad and deep lawns. Some commercial sites have buildings with deep setbacks and fronted with large parking lots. In these cases, there is typically a landscaped edge between the street and parking lot; however, landscaping is not always well planned or maintained. On other commercial sites where the building has a shallower setback, there is paving between the building and the street allowing for parking. Well-maintained landscaping and attractive entrance gates for Mary Baldwin University border the west side of the corridor at its southern end.

Buildings

Residences are generally still in their original use and well-maintained. Their styles range from ranch to split level with some Cape Cod examples as well. Schools and churches also are well-maintained; T. C. McSwain Elementary School and Staunton High

Schools have had significant renovations and upgrades in recent years. Professional office buildings clusters are generally designed in traditional colonial styles. The pocket of commercial uses near the intersection of Edgewood Road with Statler Boulevard is designed with franchise architecture and strip shopping center designs. The local YMCA has brick-clad facades with metal sheathing on secondary elevations.



This section of the corridor has sidewalks on one side and continues the arrangement of large parcels with deeply setback buildings.



Older business uses were constructed with limited setbacks as seen here with the result of limited parking areas directly in front of the buildings.

Signs

Most signs are monument type at professional businesses. Large building mounted and pole mounted signs exist on some strip center businesses and at the intersection of Edgewood Road and Coalter Street.

Design Issues

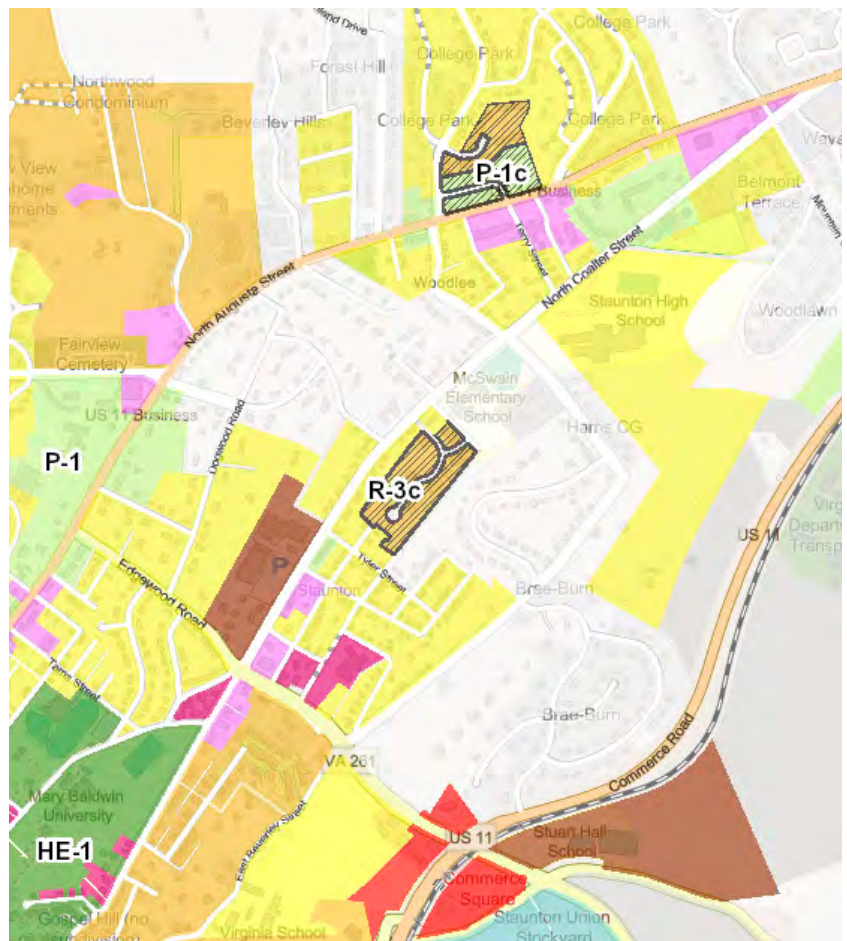
Landscaping is very limited at some commercial properties and façade improvements would improve some of the older one-story commercial buildings.



The intersection of Coalter Street with Edgewood Road/Statler Boulevard is zoned business as seen in the ample amounts and sizes of various sign types.

Zoning Categories

R-1, R-2, R-3, R-4, P-1, B-1, B-3, HE-1



Coalter Street is largely zoned residential with pockets of commercial at key intersections, professional and large areas of schools including Staunton High School, McSwain Elementary School and Mary Baldwin University.

COALTER ST CORRIDOR

Strengths

Coalter Street is a stable residential corridor with business, school and church uses. It is one of two northern corridors that visitors would use to enter the city.

Challenges

Some commercial buildings could benefit from façade upgrades, and improved sites with additional landscaping. Some signs are large pole mounted at several businesses.

Vision

Current: None; few changes as commercial properties change ownership. Residences are for the most part well maintained.

Future: It is a stable corridor with no significant changes planned or proposed.

COALTER STREET CORRIDOR



COMMERCE ROAD & U.S. RT. 11 BYPASS CORRIDOR

General Type

This is a largely rural appearing route with commercial uses (at the junction of Rt. 262). Moving south, the area continues a rural appearance with large open fields and woods. The railroad runs on the east/south side and goes through several industrially zoned sites. There are pockets of business and industrial uses south of Statler Boulevard with a large part of the western border, the site of the Virginia School for Deaf and Blind.

Historic Evolution

This is a more recent corridor and has been known as Commerce Road or U. S. Route 11 Bypass.



This intersection is where Commerce/US 11 splits to the south (left) and Augusta Street (US11 Bus) splits to the north (right). This area is all zoned R-1.

COMMERCE ROAD - U.S. RT. 11 BYPASS CORRIDOR

Public Realm/Streetscape

Beginning at the north end at the junction of Augusta Street, Commerce Road is a two-lane road and rural in character. At the intersection of Statler Boulevard, Commerce Road becomes a four-lane corridor with a narrow concrete median. North above the junction with Route 262 to the city boundary, the road is typically four lanes with a center turning lane. With the rural character and the railroad running on one side of the corridor, the landscaping is rich and there are no pedestrian amenities. Utilities are overhead and run along the edge of the railroad.



The intersection of Commerce Road with Statler Boulevard has businesses and professional offices in several developments.

Private Sites

Several sites are rural and have expanses of fields, trees and plantings. Where there are commercial buildings, there is typically landscaping in front of parking. Entering downtown, there is a large electrical service hub on the north side. An industrial railroad yard is located across from the electrical equipment.

Buildings

Most recent buildings are one-story brick with office uses. Older industrial buildings tend to be more utilitarian in design. There is very little development on this corridor.



The southern end of the Commerce Corridor has industrial uses such as a railroad yard and extensive outdoor power equipment.

Signs

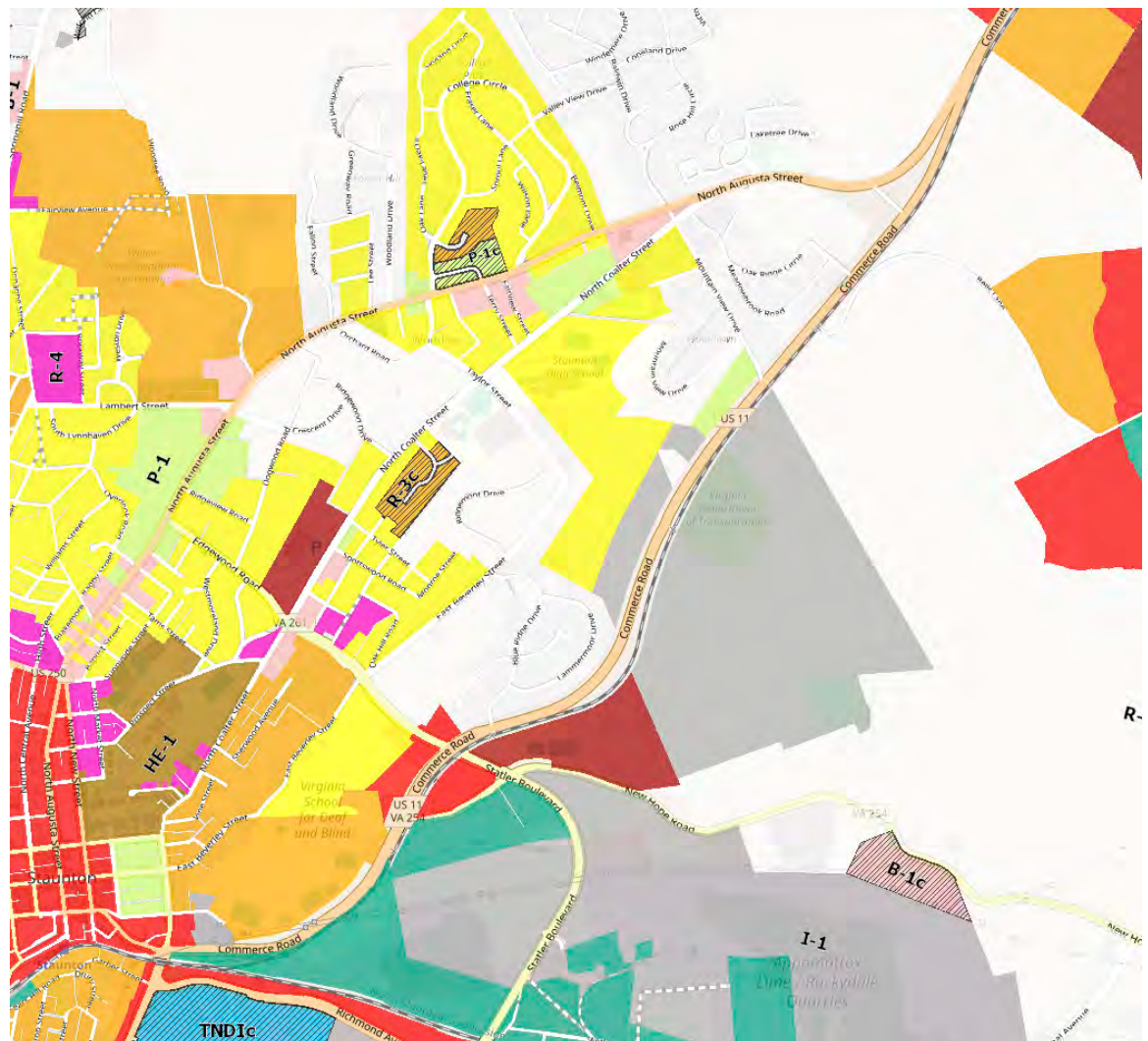
Free-standing monument or pole signs provide the location for multi-tenant developments.

Design Issues

Screening some industrial sites may enhance this corridor.

Zoning Categories R-1, R-3, B-2, I-1, I-2

R-1 zoning and areas of I-2 (VDOT), commercial/office B-2 at the intersection of Statler and R-3 at VSDB.



Much of the zoning on the Commerce Avenue corridor is industrial but remains as open space.

Strengths

This road is a pleasant by-pass around the northern residential areas to travel to the heart of downtown;. However, directional signs send visitors to go straight (Augusta Street), and not use this by-pass. .

Challenges

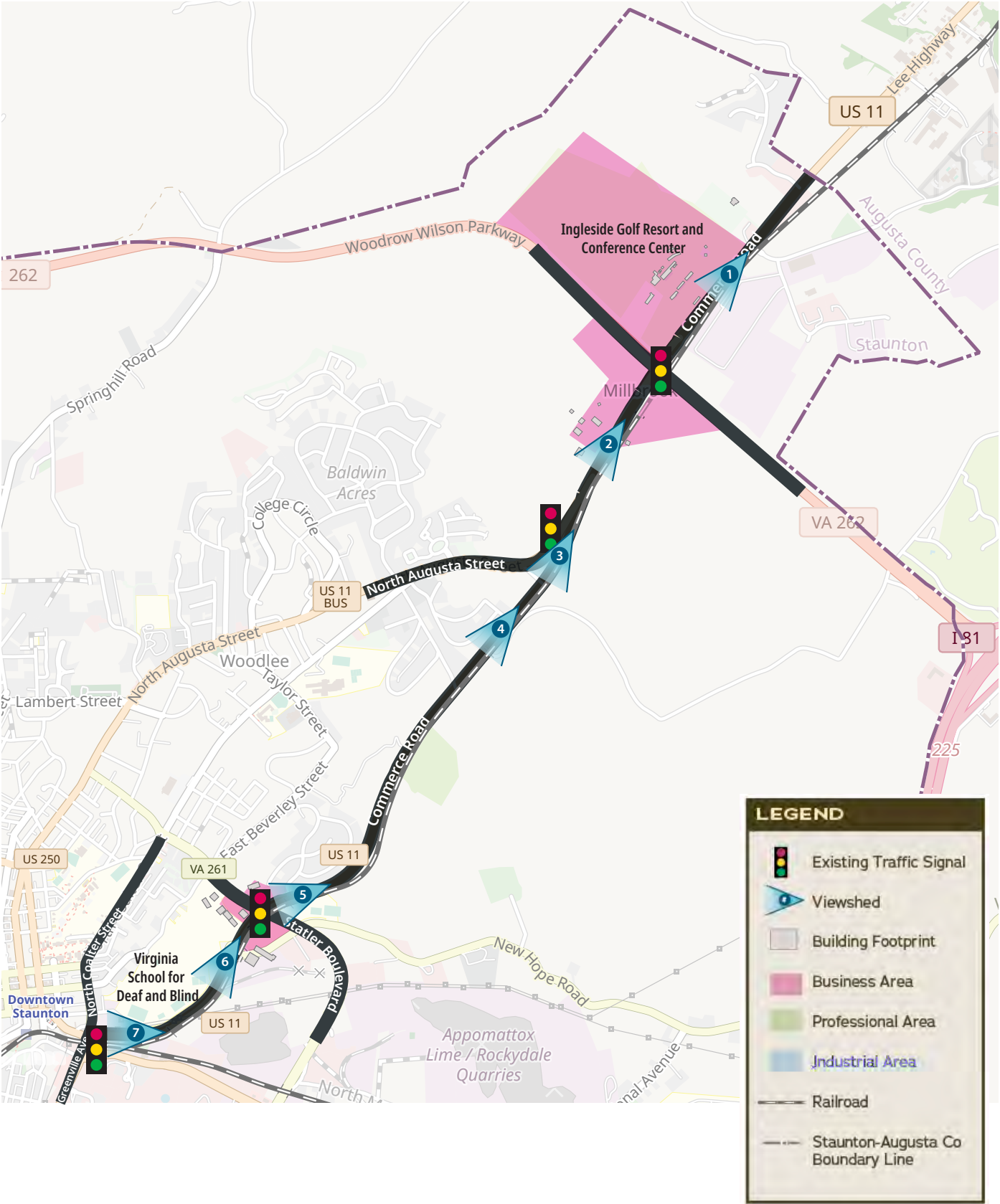
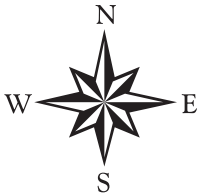
Upgrading the southern edges and industrial uses of the corridor would improve appearances but seems unlikely.

Vision:

Current: None; just wait for future potential industrial uses.

Future: A Shared Use Path has been planned by VDOT for the north/west side of Commerce, creating a place for bikers and walkers.

COMMERCE ROAD - US 11 BY-PASS CORRIDOR



FRONTIER DRIVE CORRIDOR

General Type

The first segment of this corridor connects Greenville Avenue to Richmond Avenue and has a rural appearance on several segments including much of its eastern edge. The intersection of Frontier Drive and Richmond Avenue has a several franchise businesses. From Richmond Avenue north, it becomes more rural again and ends at New Hope Road.

Historic Evolution

This is one of the relatively new corridors in the city created to link one of the major gateways and major corridors, Richmond Avenue to the older Greenville Avenue corridor.



Frontier Drive remains rural along much of its route due to steep slopes and the western boundary of the American Frontier Culture Museum parcel.

FRONTIER DRIVE CORRIDOR

Public Realm/Streetscape

This road is two lanes south of Richmond Avenue to the city limits. The land of the American Frontier Culture Museum borders most of the east side of the corridor. Much of the west side is a steep wooded slope along with several businesses and a new residential development. Frontier Drive is four lanes to the north of Richmond Avenue, ending after National Avenue and the entrance to the former Western State Hospital now being demolished. There is a sidewalk on the east side of the four-lane section of the road. Utilities are overhead and streetlights are utilitarian where they exist.



The steep slope of the west side of the corridor still contains a motel and further north access to the Lowe's retail establishment.

Private Sites

Existing buildings that are newer have landscaping at the street edge and are set back so that parking is not dominant on the street front. There are a few exceptions to this condition with a few older buildings such as the former Dice's Inn.



Frontier Drive's intersection with Richmond Avenue contains national franchise businesses.

Buildings

Most of the buildings are 20th century vernacular in their simple forms and materials on the southern segment. Franchise design dominate the intersection with Richmond Avenue while there are very few structures north of Richmond Avenue.



North of Richmond Avenue, there remains much open space with opportunities for large new developments.

Signs

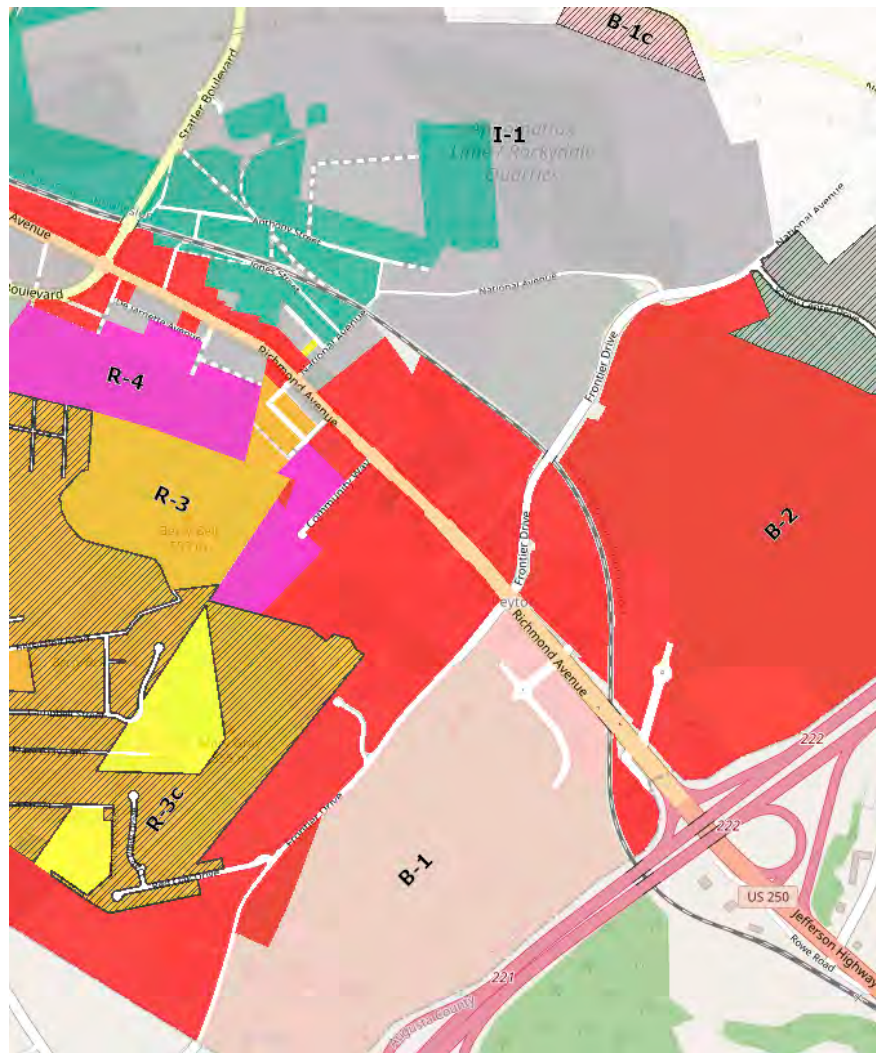
There are a variety of signs including pole and monument types along with multiple business signs combined on a larger single example.

Design Issues

Since this area has a large potential for additional businesses on its entire length, new construction and site guidelines will be important to continue to upgrade corridor functioning and appearance.

Zoning Categories

B-1 and B-2 with a small portion of I-1 at the northern edge at the intersection of National Avenue.



Much of the northern segment of Frontier Drive is zoned industrial at the present time with the remaining areas B-1 and B-2.

Strengths

There is the opportunity for continued new developments along this corridor and with the northern section bordering much of the Staunton Crossing parcel, future new construction will set the tone for this important gateway area to the city.

Challenges

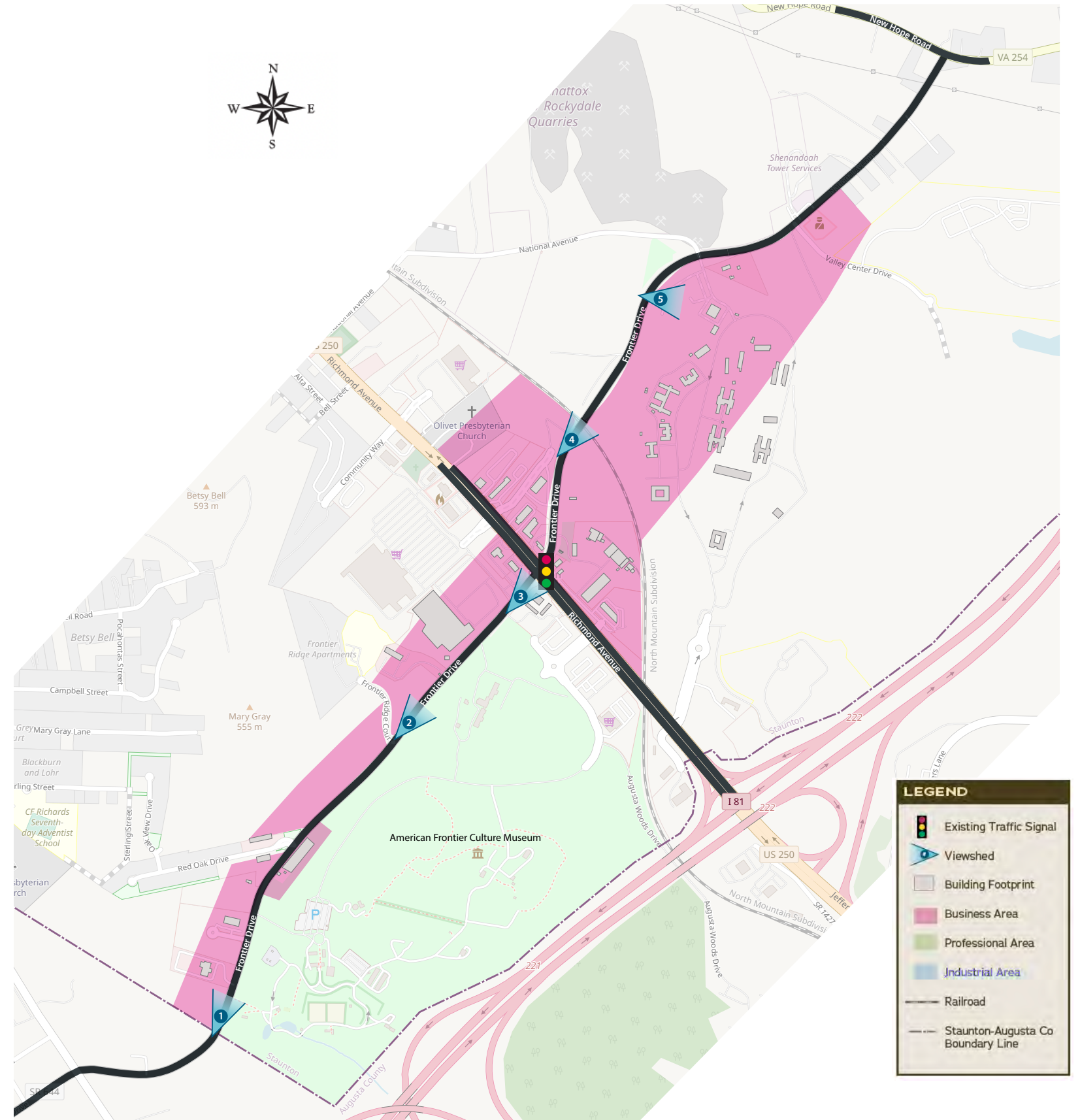
Institutional ownership and steep slopes may limit future development opportunities on parts of this corridor.

Vision

Current: Currently there are various parcels for sale but the area always has been marked for more intense business development.

Future: This is a corridor planned for more growth. More dense mixed business uses will transform various sites on this corridor and may alter its rural-like appearance.

FRONTIER DRIVE CORRIDOR



GREENVILLE AVENUE CORRIDOR

General Type

This is a traditional strip commercial type and Staunton's first major commercial corridor dating from post WW II. It is designated also as U.S. Route 11 and was the major highway to the southern parts of Augusta County and on to Lexington until the construction of Interstate 81. It is zoned B-2 with the only exception is The Villages (Former Western State Hospital) at the corner of Greenville and Richmond Ave which is TNDIc.

Historic Evolution

Originally known as Greenville Road (1870), it was renamed Greenville Avenue (1891) and then also named Lee Highway in the 1920s.



This 1960's photograph of one of the newly established automobile dealerships on the Greenville Avenue corridor reflects the impact of these expanding businesses as they affected the growth into neighboring Augusta County where many remain today.

GREENVILLE AVENUE CORRIDOR

Public Realm/Streetscape

Greenville Avenue, also US-11 South, was the primary 20th century retail/commercial shopping corridor for Staunton. The B & O Railroad used to run parallel to Greenville Ave but was removed at some point in the early 20th century. Many retail stores, car dealerships, etc. were built on the corridor, and they remain in various forms and uses today. The city section of this corridor culminates at the former Staunton Mall which is actually in Augusta County. The road is five lanes with a center-turn lane. There are sidewalks on both sides of the road with the exception of the area in front of The Villages. There are no pedestrian crosswalks. Utilities are overhead and mounted on wood poles. Streetlights are utilitarian. Traffic signals are mounted on galvanized poles.



The City limits begin just before the intersection of Greenville Avenue with Barterbrook Rd. even though much of the corridor extends south into Augusta County.



A mixture of national franchises and local businesses line both sides of the corridor and various of the national chain buildings remain but have been converted to local business uses.



Sidewalks are on segments of the east side of the corridor along with overhead utilities.

Private Sites

Earlier sites have paving up to the front property line. Some later developments have minimal landscaped edges. From Ritchie Boulevard north, the experience is one of more landscaped parcels, and this area includes Bessie Weller Elementary School, several dwellings converted to businesses, Wrights Dairy-Rite and The Villages.

Buildings

Building types and sizes vary. Most are one-story simple commercial structures that have limited setbacks. Others are franchise design, particularly fast-food restaurants. There also are examples of strip commercial buildings set back further from the street to allow large parking areas in front. There is no distinctive architecture on the corridor but a very wide variety of forms, materials, and site locations. The one exception is the Villages, a historically designated site with important anti-bellum buildings.

Signs

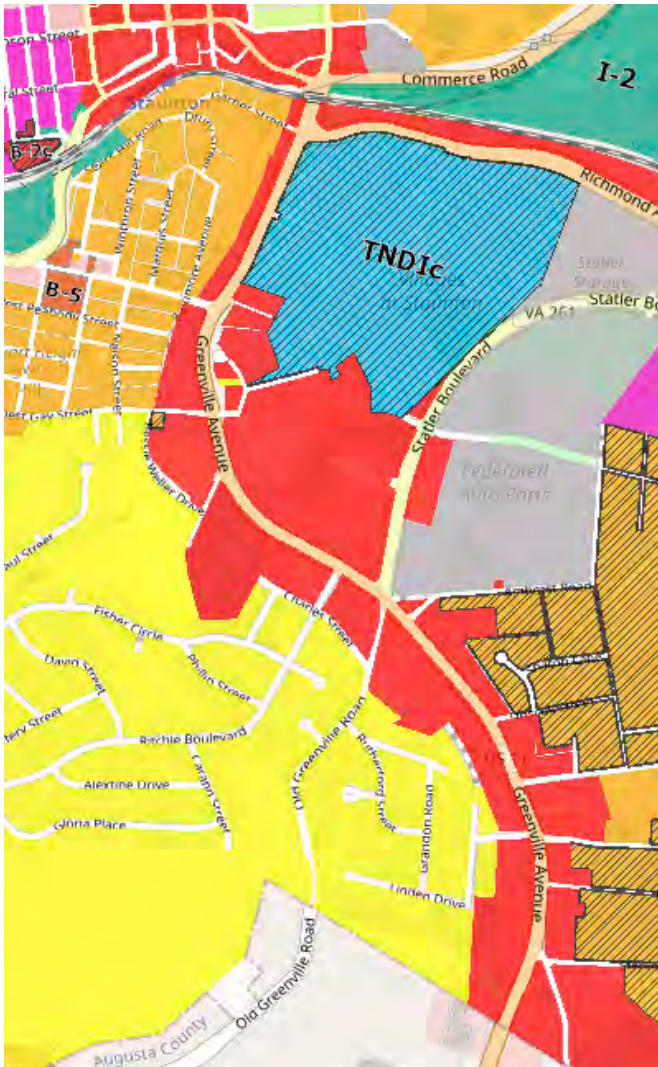
Signs are typically large pole types with some more recently installed monument types.

Design Issues

This avenue traditionally has been Staunton's commercial corridor and extends past the city limits into Augusta County at the former Staunton Mall. Current locations of additional motels and a wide variety of auto dealerships are all in the county.. While several fast-food businesses have remodeled their older designs to create a more contemporary appearance, many of the existing businesses could benefit from façade, sign and site upgrades.

Zoning Categories

B-2 and TNDIc



This oldest commercial corridor in the city is zoned for business uses along both sides of the entire route.

Strengths

There is a wide variety of fast-food restaurants along the corridor as well as a number of service businesses. It is a major route for visitors entering the city from the south. Greenville Avenue is still a major commercial corridor but the relocation of big box retail to Richmond Avenue has made it the new contender for Staunton's major commercial corridor.

Challenges

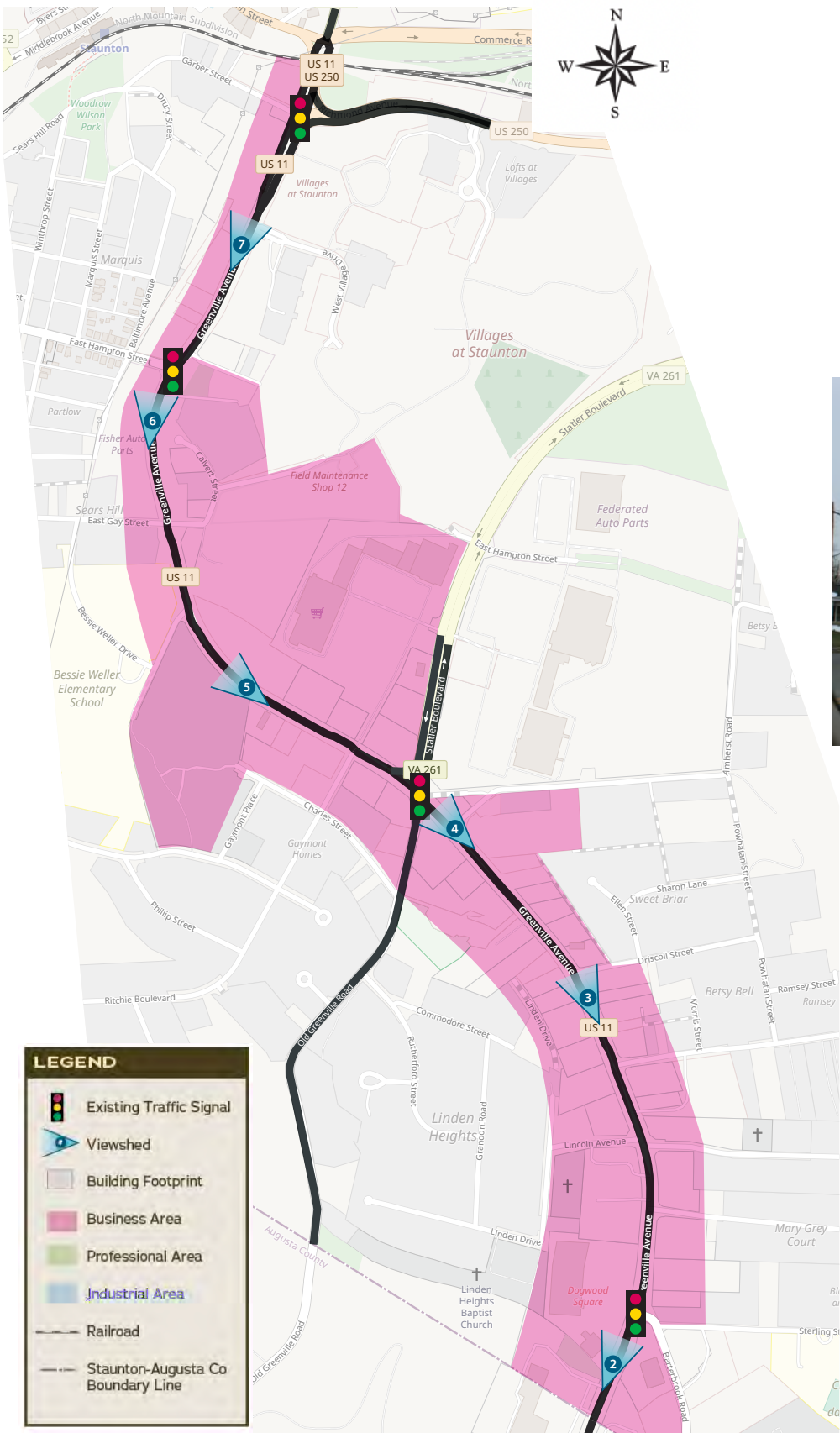
Pedestrian amenities are lacking. As the buildings and large signs age, there will be the opportunity to upgrade them along with other site features and the addition of landscaping.

Vision

Current: None except for gradual private upgrades.

Future: A city initiated property enhancement program could provide a new improved vision for the corridor. A roundabout is planned for the intersection of Greenville and Richmond avenues. From Richmond Avenue to Statler Boulevard, a road diet is planned by removing two lanes and adding a bike lane on each side of Greenville Avenue with a new center planted median.

GREENVILLE AVENUE CORRIDOR



MIDDLEBROOK AVENUE & RT. 252 CORRIDOR

General Type

Middlebrook Avenue has a mixture of uses and building types from residential to industrial. It is rural in its aesthetic with abundant natural landscaping along the avenue. This corridor is a local connector to the southwest portion of Augusta County.

Historic Evolution

Like many of Staunton's early entrances, the Middlebrook corridor was named for the nearest next destination and like many others, Middlebrook Road was renamed Middlebrook Avenue in the early twentieth century.



This historic photograph of the Middlebrook Avenue corridor dates from the turn of the past century when it was still a rural road, parts of which remain so currently.

MIDDLEBROOK AVENUE - RT. 252 CORRIDOR

Public Realm/Streetscape

Beginning at the junction of Route 262, Middlebrook Road is a four-lane divided road with a planted median; the road then narrows to two lanes. While utilities are overhead, they are minimal at the beginning of the corridor traveling north from Route 262. Lewis Creek basically runs parallel to Middlebrook Avenue but weaves to the north and to the south and is adjacent to Middlebrook Avenue at Seth Drive. Beginning just before Bridge Street, utility poles, power lines and lights run along the north side of the corridor into the Wharf Historic District and downtown. There are no sidewalks south of Bridge Street but they do exist on segments to the north and connect Bridge Street to the downtown. There are no pedestrian crosswalks on this corridor..



Much of the western edge of the Middlebrook Avenue corridor is bordered by Lewis Creek while the eastern side has steep slopes.

Private Sites

Sites vary depending on use. Many of the industrial/commercial type buildings or one-story office/commercial buildings have paved parking lots up to the street. Some of these buildings have chain link fences securing their parking areas. There are scattered residences and historic homes with landscaping up to the street.



There are several businesses and dwellings on the east side of the corridor while most of the adjacent land is zoned for residential use but still remains vacant. A multifamily development is planned on the east side R-4 area.

Buildings

Building types include early brick and frame houses along with larger industrial/commercial masonry buildings of various types of construction, materials and character. There are also a few newer one-story office buildings.



Large parcels of land at the northern end remained zoned for industries. Large older buildings remain vacant and are surrounded by large parking areas and open space. A creative small areas study could provide concepts of mixed residential and business uses and help grow the downtown area outward.

Signs

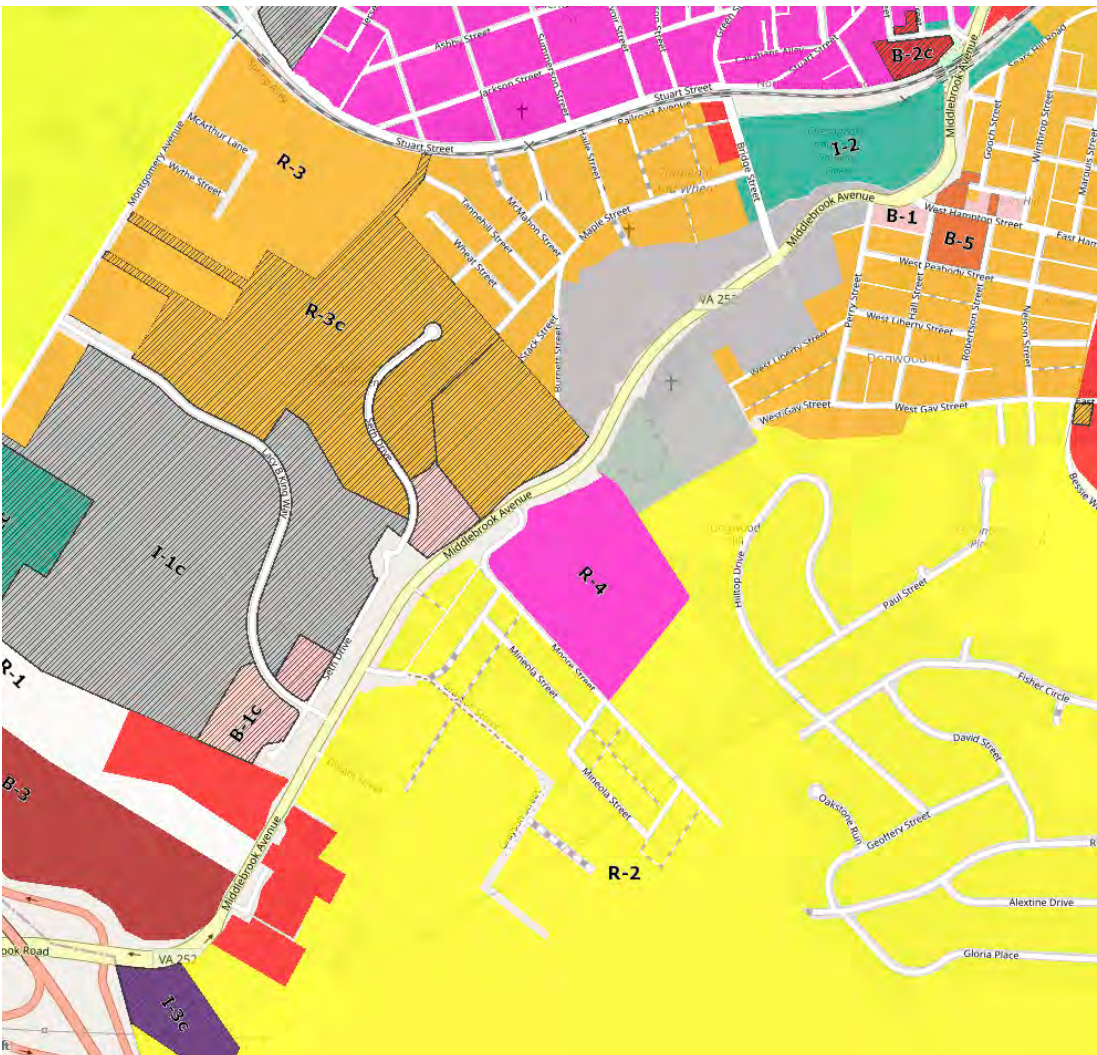
There are very few signs on this corridor.

Design Issues

There are some aging and vacant industrial structures.

Zoning Categories

There is a good deal of I-1, B-2, B-3, R-2 with pockets of B-1, I-2, R-4



The northern end of the corridor remains zoned industrial while the rest of this rural like route is zoned for residential uses.

Strengths

There is the potential for new developments on open land along with the rehabilitation of older existing structures on vacant sites.

Challenges

Currently many older industrial structures are vacant and are not producing economic value as to the best and highest use. This is not a quadrant of the city that is experiencing much growth. Slopes and the creek limit development along much of the corridor. The current industrial zoning seems out of date for any future reuse of the large parcels nearer the Wharf area. Traffic counts are lower on this route than most of the other corridors.

Vision

Current: Limited vision but there are several recently constructed and future planned multi-family developments set back off of the corridor.

Future: There could be opportunities to extend this potential downtown connecting corridor with more intense new development consisting of mixed-use existing older industrial buildings along with quality new development. This is an ideal corridor to make a small area plan to upgrade the streetscape, zoning and provide incentives to tie into the nearby historic downtown, particularly with improved pedestrian connections and possibly extended historic designations for tax benefits.



NORTH LEWIS STREET (EAST SIDE) & CENTRAL AVENUE FROM CHURCHVILLE AVENUE TO FREDERICK STREET CORRIDORS

General Type

The west side of Lewis Street is designated as part of the New Town Historic District, while the east side has various older industrial and retail buildings. Central Avenue is the former site of Staunton's 1960's urban renewal experiment that resulted in the demolition of dozens of historic structures and their replacement with a row of bank structures along with a fast-food franchise, a national chain motel and Staunton's main fire station. The northern section contains older commercial structures.

Historic Evolution

Lewis Street always has had its original name while Central Avenue originally was known as Water Street until it was changed at the end of the nineteenth century. Water flows underground from Gypsy Hill Park (where the Staunton City Water Works was located) and along most of the west side of Central Avenue and joins Lewis Creek in the Wharf parking lot. Hence its former name of Water Street. This area is in a flood plain and much of it flooded in two floods of 2021.



The Central Avenue corridor (looking north in this photograph) experienced radical changes in the 1960's when all of the businesses and residences on the east side were demolished for an urban renewal project which remained vacant for years.

N. LEWIS STREET AND CENTRAL AVENUE CORRIDORS

Public Realm/Streetscape

Lewis Street is a two-lane street with parallel street parking on the west side. Utilities also run on the west edge, crossing over to some buildings on the east side. A sidewalk runs the length of the street, is fairly flat and is a good connection to downtown and to Gypsy Hill Park. The east side of Lewis Street is part of the New Town Historic District.

Central Ave is a two-lane street that is the former location of Urban Renewal area that took down most of the buildings in the central part of this corridor in the 1960s. A few older buildings remain on the north side of Pump Street and the west side of Central Avenue to the north and south of Baldwin Street. Otherwise, the area has been redeveloped. Major new streetscape improvements have been completed in 2022 on Central Avenue from Frederick to Pump streets including underground utilities, brick sidewalks, pedestrian level streetlights, new planted areas and new street paving.

Private Sites

Along the east side of Lewis Street there are commercial buildings with zero setbacks. There are some parking lots that go through the block to Central Avenue and have no landscaped edges or enhancements. There are several houses with minimal landscaped setbacks.

On Central Avenue where there are remaining historic commercial buildings (though not in a local historic district), the structures have zero setbacks and have storefronts that face the street. Several are setback slightly allowing parking in front. The sites of newer commercial buildings typically have street front landscaping.

Buildings

Lewis Street: Mostly utilitarian industrial or 1960s type retail buildings exist on this corridor's east side.

Central Avenue: There is a mixture of historic commercial type buildings and newer construction including banks, the Staunton Fire Station, and 1960s infill commercial buildings.



The urban renewal area on Central Avenue was replaced by a row of banks set back for surrounding parking areas.



Early 20th century, one-story, industrial service buildings with minimal setbacks still remain on North Lewis Street.

N. LEWIS STREET AND CENTRAL AVENUE CORRIDORS



Pump Street provides cross access from North Lewis Street past North Central Avenue and on to Augusta Street. Miscellaneous building designs and types line this side street.

Signs

Most signs are pole mounted or located on the building facades. There is one overwhelming large pole sign that visually dominates the entire area.

Design Issues

Central Avenue has a mix of building types, sizes, parcel designs and eras of construction resulting in a lack of visual cohesion.

Zoning Categories

B-2



All of the zoning on both of these corridors is business reflecting a range of establishments from banks to restaurants, a motel to retail and service uses. The Staunton Fire Department is local in the central part of the city as well.

Strengths

With its proximity to the historic downtown, these corridors offer the opportunity to provide space for increased density and larger new mixed-use developments.

Challenges

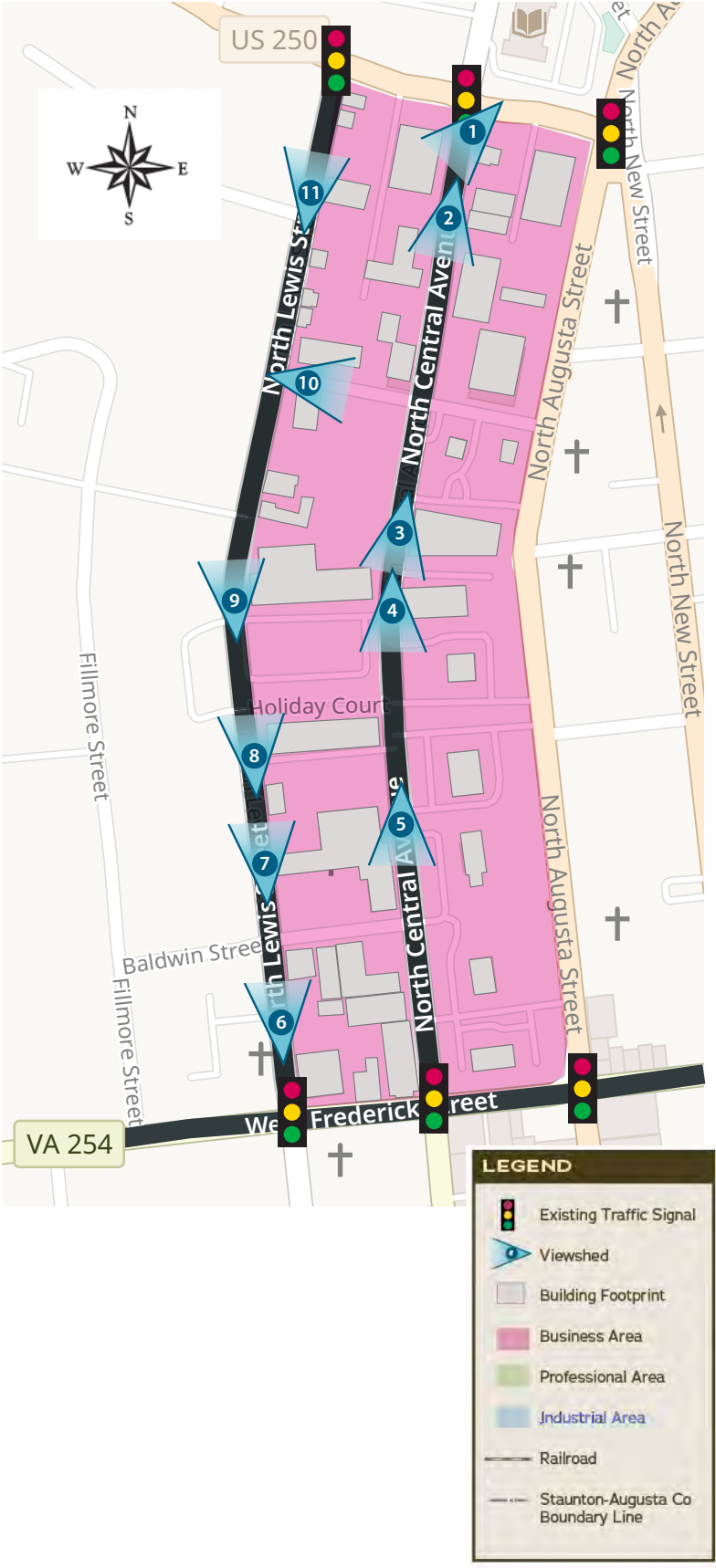
Due to much of this area in the flood plain, new buildings need to be flood proofed and structured parking put on the first levels. While Lewis Street is a traffic connector to downtown and points south from Churchville Avenue, North Central Avenue is mostly used for local traffic only.

Vision

Current: Central Avenue's recent major streetscape improvements strengthen its role as a connector between the historic downtown and other civic attractions such as the Staunton Public Library and nearby Gypsy Hill Park.

Future: A rezoning study could create a vision for a much more dense mixed-use development area directly connecting to all of the attractions of the neighboring historic downtown. This is another opportunity to grow one of downtown's nearby corridors. Moreover, it is not a historic overlay district so redevelopment to more intense uses is not an issue.

N. LEWIS-CENTRAL AVENUE CORRIDOR



RICHMOND AVENUE & U.S. RT. 250 CORRIDOR



This late 19th century view of then what was called the Waynesboro Road shows the tall smokestack of the power structure for the Virginia School for Deaf and Blind as well as for Western State Hospital.

General Type

Richmond Avenue is Staunton's busiest commercial corridor with a traditional mixed-use development at The Villages at its western termination with Greenville Avenue. It is home to several big box businesses and many franchise restaurants. It is the major gateway from I-81 and has the largest traffic counts of all of Staunton's corridors.

Historic Evolution

This corridor was known as the Waynesboro Road (1870), Waynesboro Avenue (1891), and also, its eastern end as Jefferson Highway in the early twentieth century before also being called Midland Trail to Charlottesville (1921). By 1929, it was called Richmond Road.



Richmond Avenue is a major entry route to the city but lacks any significant gateway welcoming features. The city-owned Betsy Bell Mountain recently has become encircled with a large multi-family complex. A mixture of recent fast food franchises, gas stations and other retail line both sides of this growing commercial corridor.

RICHMOND AVENUE - U.S. RT. 250 CORRIDOR

Public Realm/Streetscape

Richmond Avenue, Staunton's major corridor, is a four-lane divided road with a planted median for most of its length. This is the key visitor entry corridor into Staunton and easily connects Staunton to Interstate 81, Waynesboro, Fishersville, Augusta Health, and other locations to the east. It was historically a key route into town, and the CSX Railroad parallels it, also a historic transportation route into Staunton since the mid-nineteenth century.

Newer development continues to occur in the area from Bell Street east to I-81. Moving west from Bell Street, there are streetlights on concrete poles in the median and these continue to the edge of The Villages where the road narrows and the median eventually ends (there is a small portion of median that is simply painted on the asphalt). For the most part, utilities are overhead on wood or metal poles. Streetlights east of the median's termination are fairly random. There are sidewalks on the north side of Richmond Avenue for a majority of its length beginning at Olivet Presbyterian Church to the intersection of Greenville Avenue. Painted crosswalks exist at several major intersections.



Further west on the corridor, a planted median divides the four lanes and a sidewalk has been installed on the north side.

Private Sites

For the most part, sites east of Bell Street are newer and have landscaped edges in front of parking areas. Utilities are underground. The exceptions are older sites and developments such as the Farm Bureau and Augusta County Fire Department where the paved parking meet the street. On the south side of Richmond Avenue beginning around Bell Street, the sites are higher as due to the increasing topography that extends beyond to Betsy Bell and Mary Gray hills. Buildings on this east side and their parking areas are situated at that higher level.

Buildings

Buildings east of Bell Street are generally newer and include various national franchise designs, particularly fast-food types. Large big-box businesses like Lowe's & Walmart are located on sites set back from the corridor and are fronted by very large parking areas. Buildings west of Bell Street are older and contain more industrial/service type uses, particularly on the south side where the hilly topography occurs. On the north side there are a variety of gas stations, deeply setback small shopping centers, linear strip centers and one-story commercial buildings.



The eastern end of Richmond Avenue recently has been developed with new food franchises and two new motels. In this area monument signs dominate and utilities are underground.



Parts of the corridor lack curb and gutter or sidewalks or any sort of landscaped edge. Overhead utilities abound throughout the route.

Signs

At the eastern end of Richmond Avenue where the developments are more recent, most signs are monument types along with building-mounted signs. Sites with multiple tenants have larger pole-mounted types with all business signs grouped on one shared sign. Large billboard signs largely have been removed or their height has been reduced. Proceeding west on the corridor, pole-mounted signs dominate along with building-mounted types reflecting older regulations.



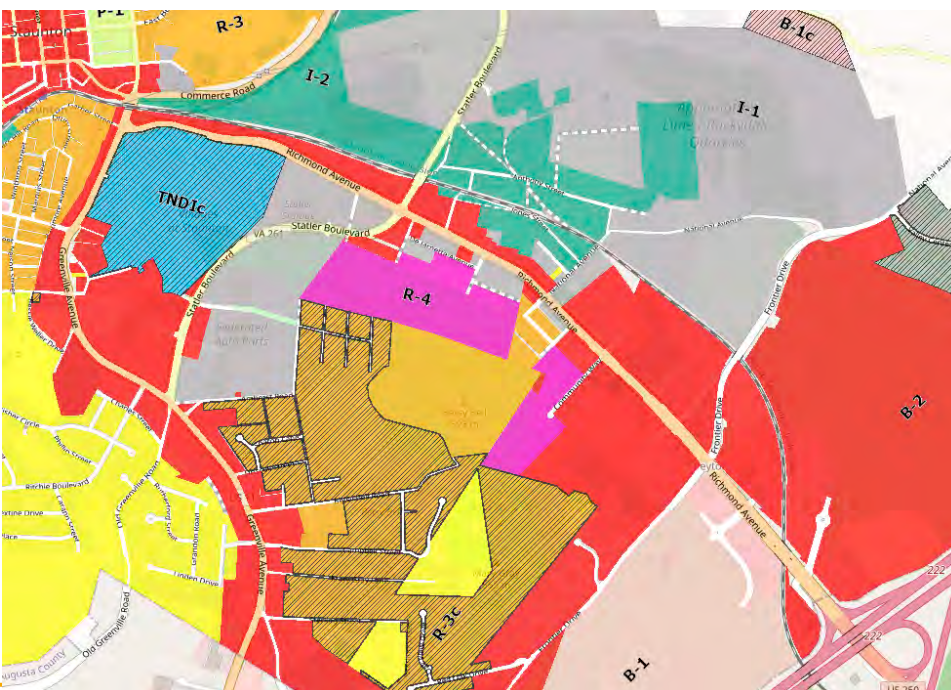
The planted median continues as the corridor enters the eastern edge of downtown and contains poles with dual mounted street lights.

Design Issues

Newer developments at the eastern end of the corridor reflect more recent regulations and, therefore they have more attractive landscaping and smaller signs. With such a wide variety of building types, setbacks, landscaping and sign variety, the street edge lacks definition.

Zoning Categories

Primarily B-1 with small pockets of I-1 and then TNDc at the western end where The Villages is located.



The business zoning reflects the commercial nature of this important corridor although several industrial uses remain at the western segment of the route.

Strengths

This is Staunton's most heavily used and most vibrant of all of the city corridors.

Recent buildings are being developed with more variety of materials and a better design quality. The Staunton Crossing site at the intersection of Interstate 81 offers continued opportunity to add large areas of mixed-use new development and expand Staunton's tax base.

Challenges

From Bell Street west, lots are very shallow. With a mix of older industrial uses, site design and architectural quality is minimal. Outdoor on-site storage of aging equipment and large machinery lacks any screening.

Vision

Current: As its role as the city's most recently developing business corridor, Richmond Avenue is constantly changing and growing.

Future: A new round-about is planned at the western termination of Richmond Avenue where it meets Greenville Avenue, the main gateway to the historic downtown area. The Staunton Crossing site's vision for the future is still evolving.

RICHMOND AVENUE CORRIDOR



ROUTE 262 BY-PASS & ROUTE 275, WOODROW WILSON PARKWAY CORRIDOR

General Type

This limited access corridor serves as a loop road around Staunton and dates from the second half of the past century. It has wide VDOT easements from at least 50 feet up to 150 feet. The road design results in various sloped edges due to the hilly terrain and the priority of having a level road surface.

Historic Evolution

This loop road has no other designations than, Rt. 262, while the segment from U.S. Route 11 north to Interstate 81 is known as Route 275 and also was named Woodrow Wilson Parkway in the twentieth century.



This limited access loop road is of recent construction and much of the adjoining land remains in a rural undeveloped state.

RT. 262 BY-PASS - WOODROW WILSON PARKWAY CORRIDOR

Public Realm/Streetscape.

The road is typically 2-lane with limited access. Some sections have additional turn lanes. On many corridor segments, the road was leveled creating landscaped slopes on either side.

Zoning Categories

From I-81 west to US 11 there is B-2 and B-3 along with I-2. From west of US 11 to Churchville Avenue, the zoning is primarily R-1 with pockets of R-2, R-3 and R-4.

Sites

Most of the parcels are rural wooded areas or farm fields.

Buildings

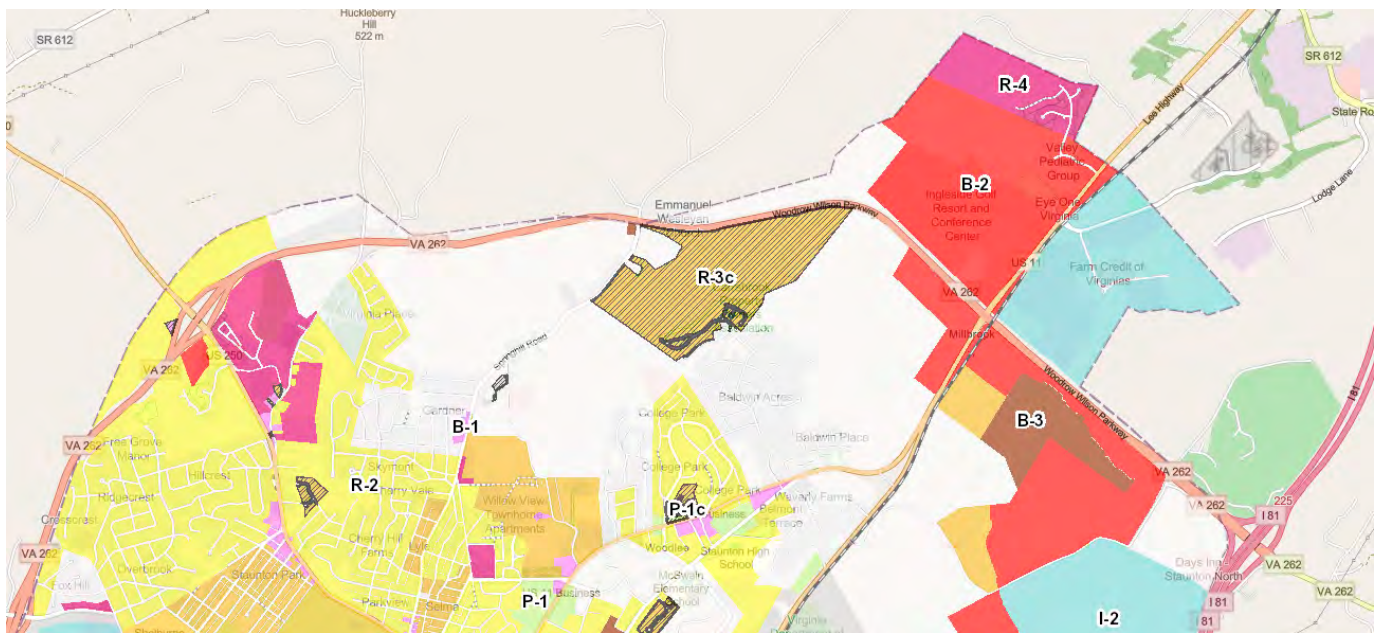
There are very few buildings on this limited access corridor.

Signs

Only public directional signs exist on this corridor for the most part.

Design Issues

Few issues at this time due to its rural character.



Much of the land bordering the loop is zoned for future residential while various access intersections have business zoning.

Strengths

A recently constructed loop road around Staunton that ties into U. S. Route 11 and Interstate 81 at both the northern and southern sectors of the city.

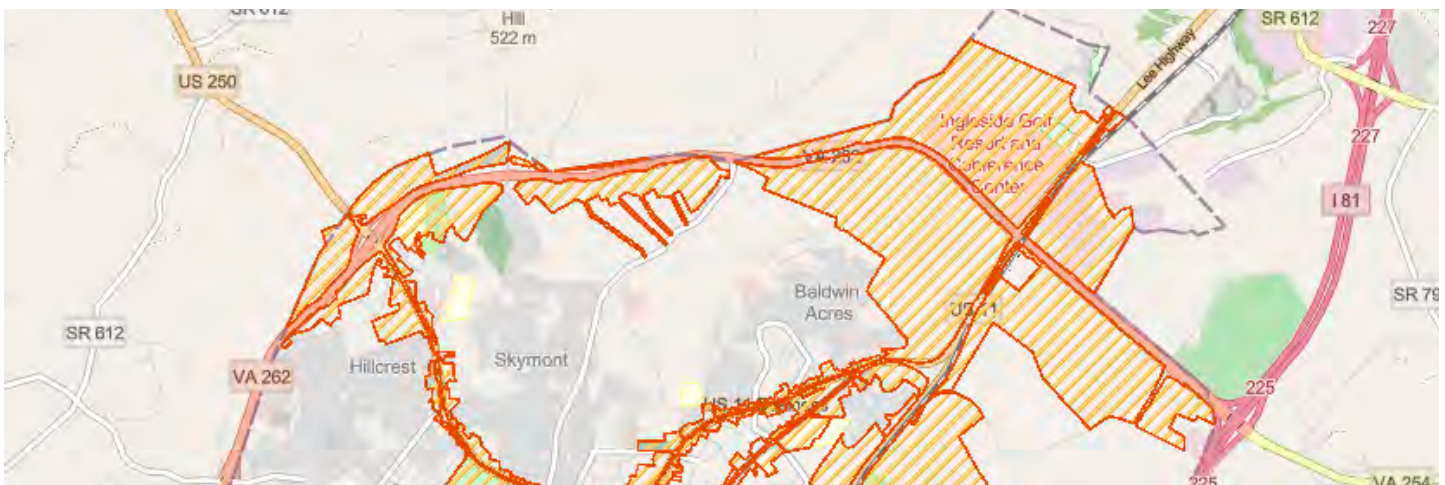
Challenges

None known at this time.

Vision

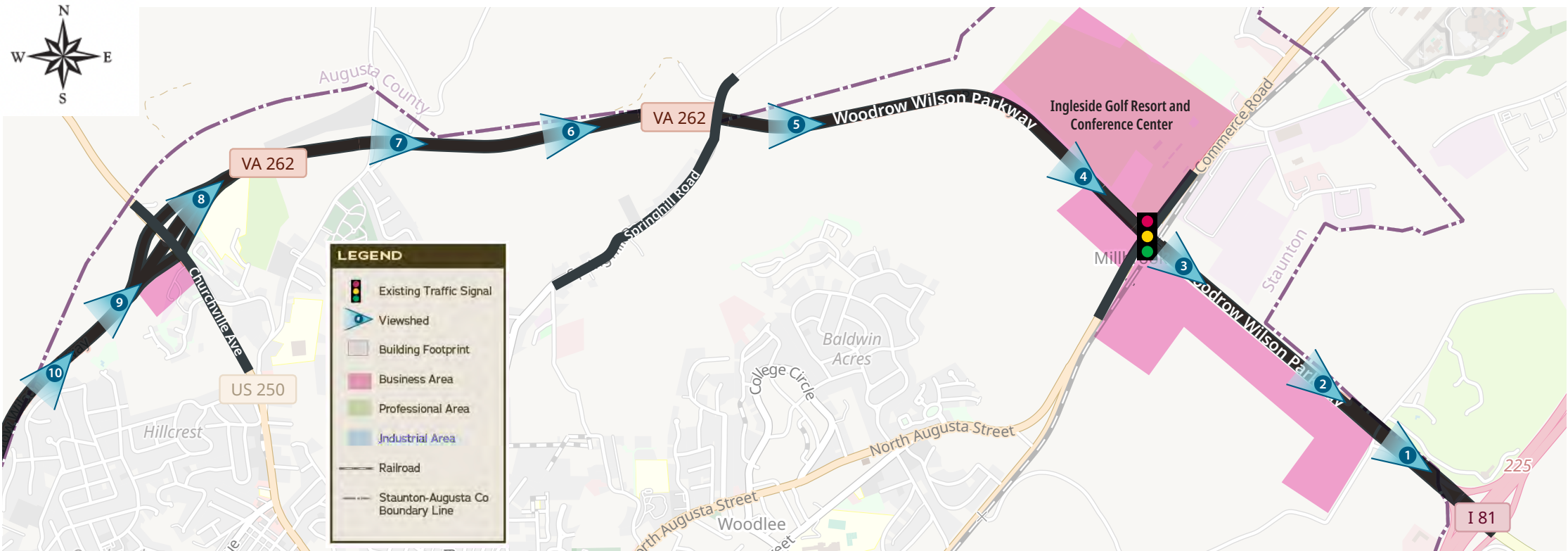
Current: Open land and wooded sites zoned for future residential use.

Future: See above.



In some cases, the corridor overlay district extends deeply into neighboring parcels since they are all part of a single lot. Thus design review extends to the rear of the subject properties although the rear sections of large parcels would not be visible from the corridor.

RT 262 WOODROW WILSON PRKWY CORRIDOR



STATLER BOULEVARD CORRIDOR

General Type

Named for Staunton's most famous singing group, Statler Boulevard is a recently constructed, limited access, by-pass corridor. It connects North Coalter Street to Richmond Road and beyond to Greenville Avenue.

Major areas remain rural in character with large wooded areas and natural fields. The topography adjacent to the road in some areas is hilly and any development has been located with deeper setbacks.

Historic Evolution

This corridor dates from third part of the twentieth century and has had no other names.



Statler Boulevard was constructed in the third quarter of the twentieth century to connect Greenville Avenue to Richmond Road and on to North Coalter Street Corridor to connect west to Edgewood Road. It is a limited access four-lane road with a median planted with Bradford Pear trees.

STATLER BOULEVARD CORRIDOR

Public Realm/Streetscape

Statler Blvd is a 4-lane divided road with a landscaped median for the majority of its length. There are no overhead wires and streetlights only at a few intersections. There are no sidewalks. The landscaped median has a row of Bradford Pear trees, planted in commemoration of fallen soldiers from Staunton.

Private Sites

At the intersection with Greenville Avenue, there are commercial buildings with large parking areas and some landscaping. Several large sites with former big box businesses now converted to warehouse use continue to have vast parking areas in the front portions of the parcels. Beyond these large sites are steep slopes of the edge of Betsy Bell/Mary Gray City Park. On the north side, one of the highest elevations in this area with broad views to the east and the Blue Ridge Mountains is a storage unit business. At the intersection with Richmond Avenue, there are older industrial/commercial sites that have service areas with large amounts of stored equipment and machinery.

Between Richmond Avenue and Commerce Road, industrial buildings are set back and the landscaping is at the edge of the road. The intersection of Coalter Street and Statler Boulevard has commercial uses with sites noted under Coalter Street. There is a good deal of undeveloped land on this corridor but the topography is also hilly.

Buildings

Again, the majority of buildings are recent commercial uses at the corner with Greenville Avenue. More utilitarian commercial buildings occur at the intersection with Richmond Avenue while there are recent office developments at the intersection of Commerce Road. Neighborhood commercial buildings and professional offices are located at the Coalter Street intersection.



The southern end of the corridor contains several restaurants along with entrances to a shopping center and a former big box site that is now used for auto parts warehouse.



The intersection with Richmond Avenue contains several industrial sites along with newer retail uses.



This view looking northwest toward Commerce Ave is all zoned industrial and has a rural appearance.



The intersection with Commerce Road contains two professional office complexes.



The Coalter Street intersection contains neighborhood commercial uses as the corridor connects to the residential areas of Edgewood Road beyond.

Most of this heavily traveled connector corridor is lined with industrial zoning with business zoning at the four primary intersections.

Signs

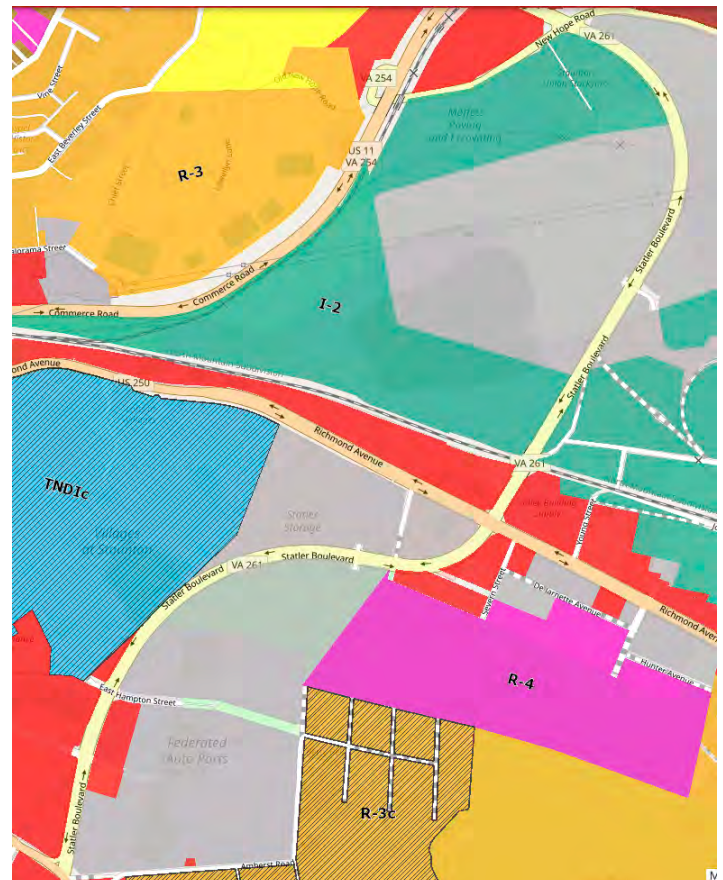
Several billboards dominate this corridor north of Richmond Avenue. Typical pole-mounted sign types are found on most business sites on this corridor.

Design Issues

Older industrial, former big-box, and commercial sites may be prime for redevelopment.

Zoning Categories

I-1 and I-2 are at the heart of the corridor with B-1 and B-2 at major intersections and R-1, R-2 and R-3 closer to Coalter Street. A small part of The Villages TNDIc is located along Statler Boulevard.



STATLER BOULEVARD CORRIDOR

Strengths

Statler Boulevard has about the same traffic counts as Greenville Avenue, Commerce Road and the Rt. 262 loop road. It is a major connector for much of the north end traffic going to Richmond Avenue and to Greenville Avenue. It has much open space for future development.

Challenges

Visual quality of this corridor varies due to the mix of businesses that border it.

Vision

Current: This corridor has limited access, but its location and its connection to both southern and northern sectors of the city provide continued development potential.

Future: Large amounts of undeveloped land that is zoned for future business and residential uses.



WEST BEVERLEY STREET CORRIDOR

General Type

Originally West Beverley Street was more residential in character with various historic homes. However, a rezoning of sixty years ago created new commercial uses, and many parcels were developed among the deteriorating residences with minimal regulations. The result was much demolition and incompatible utilitarian new construction.

Historic Evolution

As this corridor extended past Thornrose Cemetery, it was known as the Parkersburg Turnpike (1870), Parkersburg Road (1877), By 1884, it was still known as Parkersburg Turnpike and its eastern end became West Beverley Street. On 1891 Sanborn map, it was called West Main Street. Beverley and Main Street names were used interchangeably in that era.



Entering the corridor from the west the elevation drops off while the southern side remains a steep slope. Various businesses stretch along the north side.

WEST BEVERLEY STREET CORRIDOR

Public Realm/Streetscape

West Beverley Street is a two-lane street from the entrance to Food Lion on the west end where it becomes wider and has a center turn lane. Sidewalks begin on the north side of the street in front of Food Lion and continue east. They are not completely consistent as some sites have paving all the way to the street and eliminate the sidewalk. After Park Boulevard, the street becomes narrower and has sidewalks on both sides. After the intersection at Morris Mill Road, the street narrows to two lanes again. Utilities are overhead and mounted to wood poles. Streetlights are basic utilitarian lights.



Gas stations, restaurants and other retail businesses line the corridor as it leads into the older areas of the corridor.

Private Sites

There are a variety of sites given that the street evolved from rural/residential to commercial uses. Some of the businesses are in converted houses, and the site in front has been paved for parking. Other strip commercial designs also have parking in front with paving to the street and no landscaping. The result is a lack of visual cohesion and an ill-defined street edge.



Several commercial strip centers have been constructed in more recent decades replacing previous residences. Several franchise buildings remain although with new local tenants.

Buildings

There is a wide variety of types including older historic era vernacular frame homes, most of which have been renovated in recent years. Some have been converted to business uses and need basic maintenance. Other commercial buildings reflect franchise designs or are basic rectangular masonry utilitarian structures of varying size and site location. Small strip center type developments and buildings have typical designs.



Early 20th century residences in a variety of architectural styles remain in various sections of the corridor.

WEST BEVERLEY STREET CORRIDOR



An access road (Olive Street) parallels the corridor on the north side with a setback row of dwellings. Other residences in this area have been converted to commercial uses. Also larger service type structures have replaced houses in some sections at the east end.

West Beverley Street mostly is zoned for businesses with a limited number of residentially zoned lots remaining scattered along what was once a largely residential corridor.

Signs

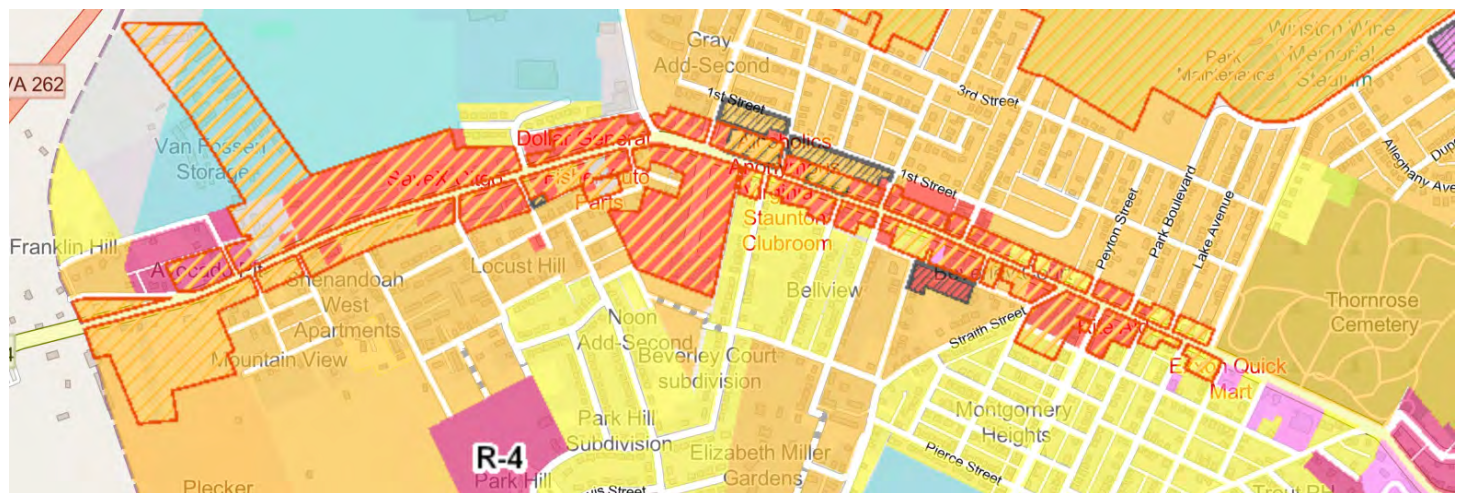
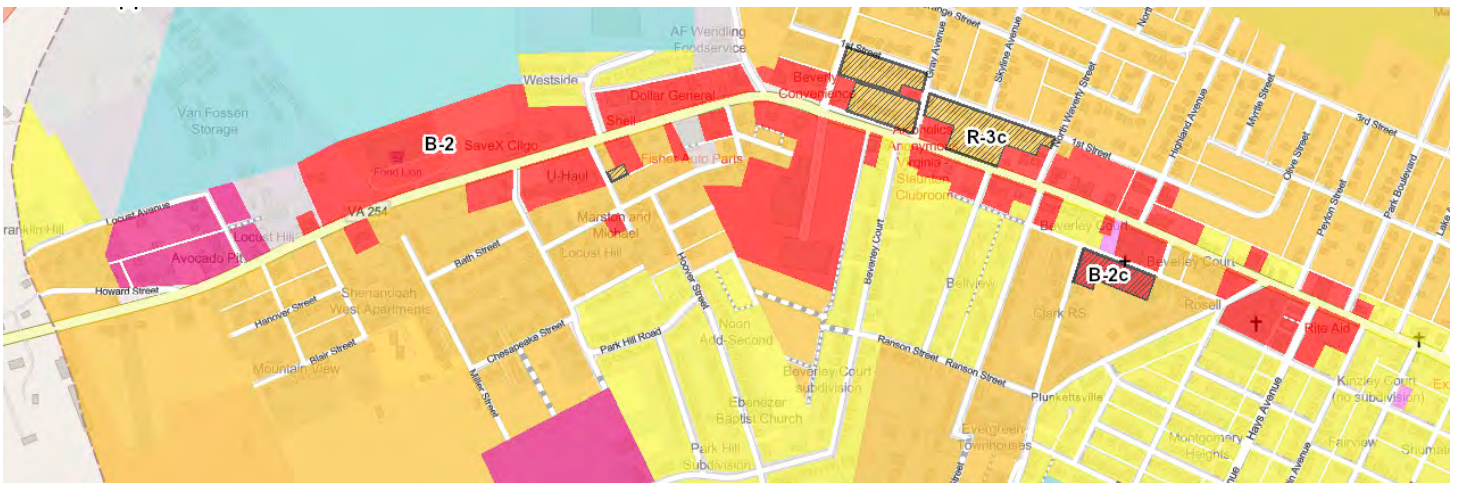
There is a wide variety of signs from aging pole signs to large building mounted types.

Design Issues

Due to the lack of basic design regulations, this older corridor suffers from neglect and a resulting lack of visual quality. However, it does serve as an area of basic service businesses.

Zoning Categories

Primarily B-2 with pockets of R-2 and areas of R-3.



Strengths

There is strong local interest in studying and upgrading this corridor. Residential areas bordering West Beverley Street are experiencing a transition of new residents and upgraded dwellings.

Challenges

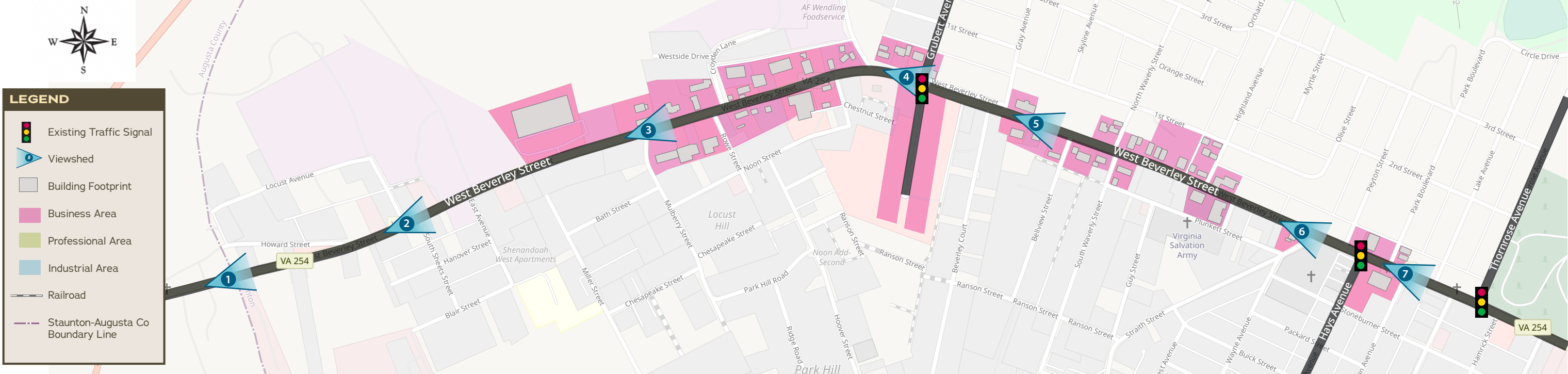
This area has vacancies and has a run-down appearance. A historically residential corridor was rezoned for businesses and the result over the years has been various demolitions and new commercial enterprises with few building or site amenities. This corridor has a median traffic count similar to Churchville Avenue and Augusta Street.

Vision

Current: Serves as corridor for local service businesses, some retail and various residences.

Future: There is local interest along this corridor for the City to do more to support efforts to revitalize this neglected area.

WEST BEVERLEY STREET CORRIDOR



Building Types

INTRODUCTION

Like most communities, Staunton's major corridors contain a wide variety of building types and architectural styles. Corridor building types depend on many factors:

- How old is the corridor?
- What was the building technology, available materials and architectural tastes of the time?
- What was the function of the corridor or the type? Was it residential, commercial, industrial, institutional or a mix of uses?
- Has it been relatively stable through time or has it been subjected to periods of deterioration and periods of growth?
- Was there a vision for the corridor and what impact did regulations have upon it?
- How did new market forces and economic factors impact the building types and functions?

All these factors play a part of the resulting design and use of the buildings on a corridor. This section is a photographic sampling of the various building types found in Staunton's major corridors.

While zoning provides traditional requirements like setbacks, height, lot coverage etc., generally has not played an important role in the actual design and resulting appearance of a particular building. The more variety in periods of construction, original building use, the building's scale, massing, and materials, the more variety in a corridor's overall appearance. The more uniformity and compatibility of the buildings along a corridor usually result in an increase in the design integrity and architectural quality.

FAST FOOD & RESTAURANTS



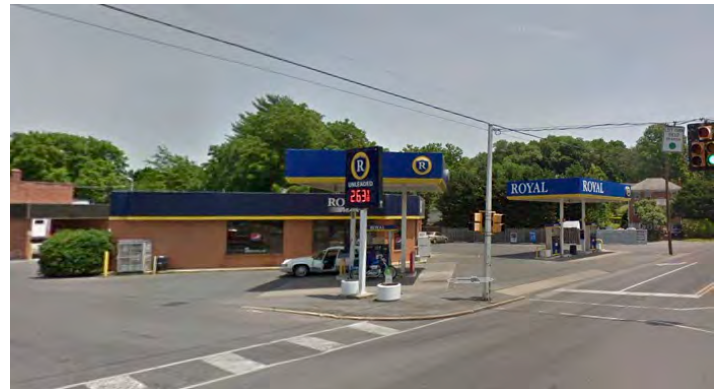
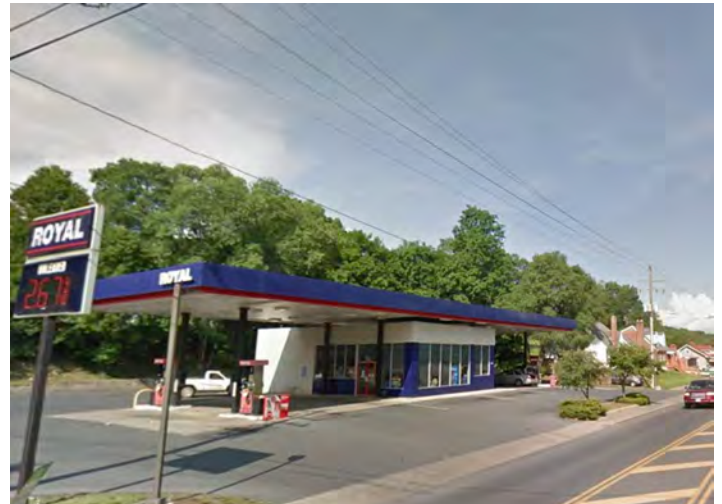
Older franchise food restaurants on the corridors have pole signs, sign panels and minimal landscaping.

Newer restaurants on the corridors incorporate landscaping to screen vehicles and create a more inviting destination. Building mounted signs are common, but pole signs are being replaced by ground mounted monument signs.



BUILDING TYPES

GAS STATIONS



Gas stations always have been a part of entry corridors. Their design character includes brightly lit canopies over gas pumps, large illuminated signs with gas prices, and continuous curb cuts with little to no landscaping.



Newer gas stations continue to have canopies and signs with gas prices however the signs are smaller and landscaping is being used to enhance the site. Vehicular access points also are limited in width.

HOTELS AND MOTELS



New hotels in restored historic buildings such as the Blackburn Inn on Greenville Avenue (above) and the newly constructed Fairfield Inn on Richmond Avenue are recent hotels on two major corridors in Staunton.



Older motels and hotels are also on Staunton's corridors such as the Econolodge on Richmond Avenue which is still in operation and the former Ingleside Resort, now vacant, on Commerce Road.



BUILDING TYPES

OFFICE AND MIXED-USE BUILDINGS



There are office buildings on the corridors, likely built in the 1950's and 60's in a style known today as Mid-Century Modern. Some sites are landscaped, others have paved parking areas all the way to the street.



Colonial Revival office buildings are found on the corridors and many times have attractive front landscaping.



Some office buildings have no particular style or strong aesthetic. Many times the parking is in front and the paving adjoins either the sidewalk or the street. Some examples have landscaping like the U.S. Post Office (above).



This recent office building on Greenville Avenue has an attractive aesthetic, landscaping and monument style sign.



This newer office development along Commerce Road plays off the Colonial Revival aesthetic and includes landscaping along the street edge.

BUILDING TYPES

CONVERTED RESIDENTIAL TO COMMERCIAL BUILDINGS



There are examples along many of the corridors where residential buildings were converted to commercial uses due to zoning changes in the mid-twentieth century. The result is many front lawns were converted to parking with no curbs, edges or landscaping. Residential architectural features and materials may have been altered, removed or covered in the process.



There are also examples of residential buildings turned commercial that retain their original character and landscaping.

RETAIL-COMMERCIAL ONE-STORY BUILDINGS



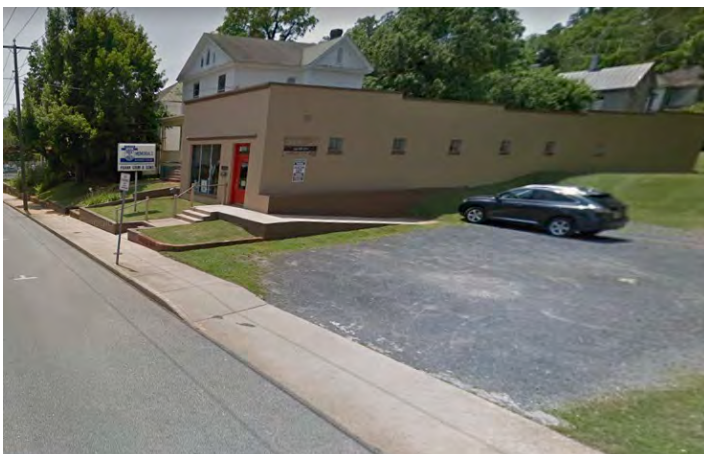
The above example has the Mid-Century Modern aesthetic and includes some landscaping and a monument sign. The example to the right is similar to a downtown building with zero setback and parking in the rear.



This example likely was built right after zoning changes that required parking which ended up taking up the front of the lot.



This example is a simple, inexpensive building type.



The example on the left is a simple commercial type building on a residential turned commercial corridor with parking to the side. More typical is the example on the right where, again, paving for parking covers the entire site. Both sites have pole signs on the corridor that is more residential in character.



BUILDING TYPES

SERVICE BUILDINGS



Older service oriented buildings are along the south side of Richmond Avenue where the grade rises toward Betsy Bell. Zoning in this area is also Industrial.



Other service-industrial uses include Kitch'n Cook'd potatoe chips on West Beverley and Augusta Co-op on Richmond Avenue.



Automobile service and repair shops are along several corridors and typically have sites that are completely paved and buildings that are auto-oriented.

STRIP CENTERS AND BIG BOX



Strip centers with a variety of business types are found at the business area nodes of many corridors. Early centers have paving to the streets and pole signs. Some have been upgraded in recent years.



Newer strip centers tend to have more architectural detail and features and generally have been constructed with landscaping in front of parking areas.



Older, larger strip centers with a large anchor store were constructed on several corridors. Some are still in operation, others are not. In general, the parking area is very large compared to the needs of the uses.

BUILDING TYPES

TRADITIONAL - HISTORIC COMMERCIAL BUILDINGS



This former gas station on North Augusta Street is now used for a hair stylist studio.



An older mercantile building on Churchville Avenue is at the western gateway to the city.



This mixed-use commercial on West Beverley Street has a minimal setback with parking directly off of the corridor.



This former retail building likely was a neighborhood store and dates from the turn of the last century.



This two-story mixed use building (now Valley Mission) on West Beverley Street with its storefronts is a historic facade design.



This former ice plant on Richmond Avenue is one of the few historic industrial buildings from the city's earlier history.