

Final Draft of Staunton Corridor Overlay Design Guidelines CITY COUNCIL WORKSHOP

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General Project Goals from RFP

- 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 reflect the unique character of each individual corridor & the City.*

Process: Research & Analysis

- Gathered background materials
- Toured corridors with staff
- Photographed corridors and building types
- Wrote descriptions of corridor types, physical character & zoning
- Identified building types

Staunton Corridor Analysis Report



February 2022



Process: Public Outreach Strategies

Outreach Strategies

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



Public Workshop Results

22 Attendees - broken into 4 groups

1. How important is it to have design guidelines and design review for improvements and/or changes to properties on Staunton's corridors?

– Somewhat important – 5

– **Very important- 17**

Why or why not

- Appearance is very important, function is very important, deal with change in organized constructive way.
- Flexibility is also important – can't be black or white, needs to be a balance.
- Corridors can be destinations, but if not attractive may not go downtown; first impressions are critical, need to be gatekeeper to downtown.

3. Overall, how well would you rate the appearance and functioning of Staunton's corridors

- All attendees rated them “Average”

Comments:

- There is a lot of variety within Staunton corridors.
- There are some bright spots i.e. Sheetz building close to road with pumps behind.
- Some corridors are ancient; some poor property maintenance, need more interconnectivity between neighboring businesses.



Public Workshop Results

4. Design review is now done by City staff, what is your opinion about this method of review? Do you think Staunton should establish a review board or keep the process as it is now and why?
 - Let's try a review board
 - Ease pressure on staff
 - Promotes community involvement – public has a say
 - Review board would be a more transparent process
 - Need very clear guidelines



Online Questionnaire

Please check your role as it applies to the Staunton entrance corridors

Property owner in a corridor 7% (18)



Tenant/business owner in a corridor 3% (9)



Interested city resident 90% (247)

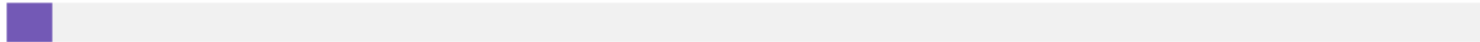


274 Responses

27 Property Owners/Business Owner on Corridor

How important do you think it is to improve the design character/appearance of Staunton's corridors?

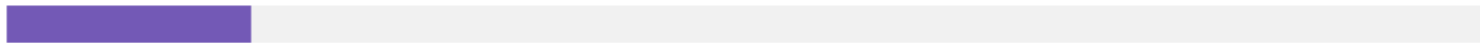
Not at all important 3% (8)



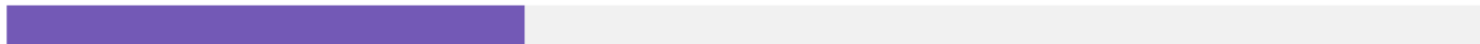
Slightly important 9% (26)



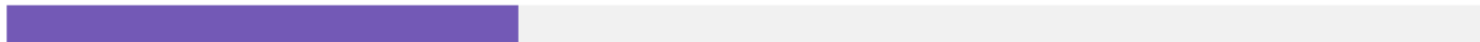
Moderately important 16% (45)



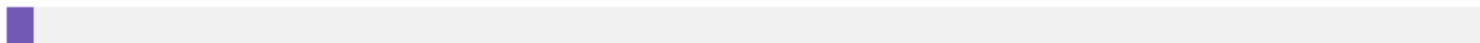
Very Important 35% (96)



Extremely important 35% (95)



Don't know 2% (5)





Process: Developing the Guidelines

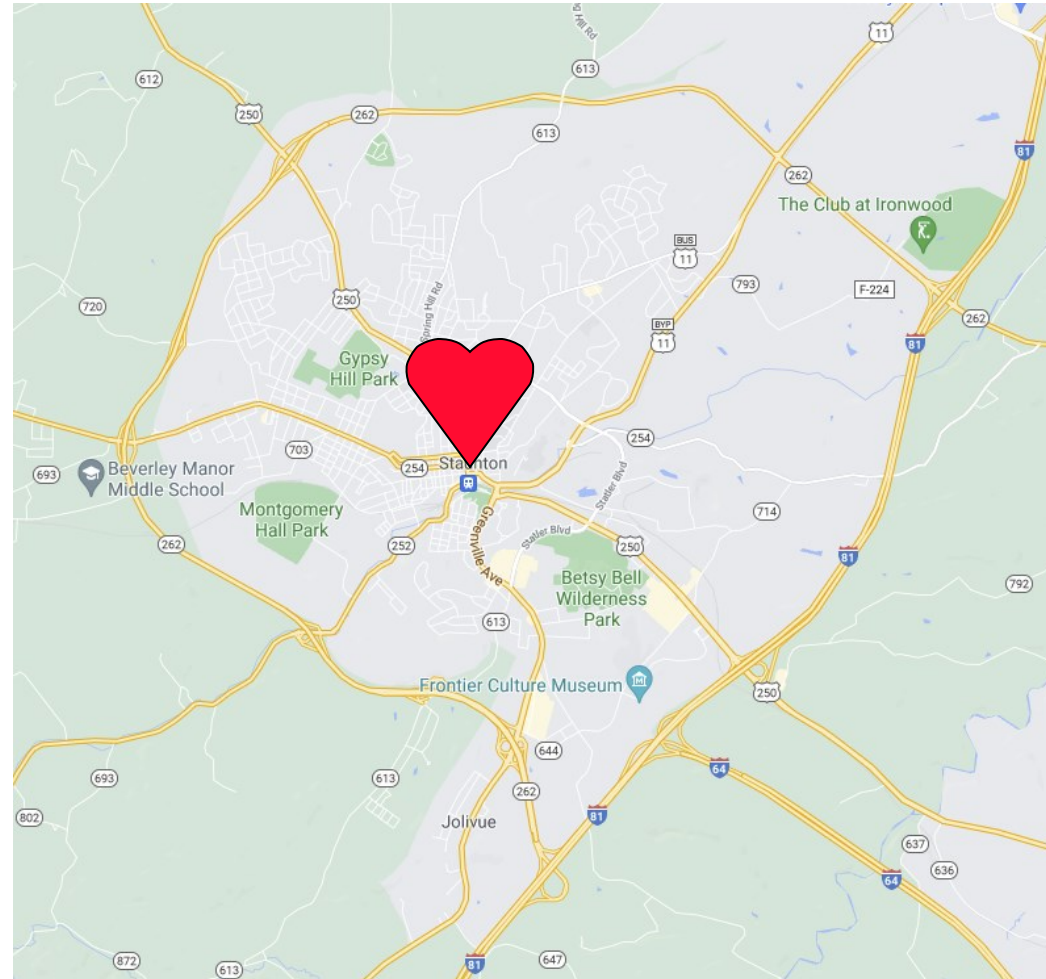
Guidelines Development

- Prepare draft text & suggested graphics with samples.
- Receive feedback from public bodies & revise as needed.
- Layout **Final Draft** & present to public bodies.
- Post draft online to receive additional feedback.
- Present in 2nd public workshop.
- Make any final needed changes & meet the Web Content Accessibility Guidelines (2.0 Level AA Standards).
- Deliver 10 bound copies, an unbound copy, a digital copy for City's website and for future adoption.
- Coordinate final with revisions and update of zoning categories.



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...



Intent & Possibilities of Design Guidelines for Corridor Upgrades

- Well designed & attractive corridors in key locations attract more businesses & more customers.
- Most residents want 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.





Influences on Businesses Locating on Staunton's Corridors

Typical Influences on **New Businesses** Locating on Staunton's Corridors

- Regional Market Draw
- Local Market Size
- Per Capita Income levels
- Traffic Counts on Corridor
- Level of Other Local/Regional Competition
- Financial feasibility: total costs verses expected income/profit
- Level & Clarity of Local Regulations
- Familiarity of and Experience with Similar Communities' Regulations

Typical Influences on **Existing Local Businesses** Remodeling or Relocating on Staunton's Corridors

- Financial feasibility: total costs verses expected income/profit
- Traffic Counts on Corridor
- Level of Other Local/Regional Competition
- Level & Clarity of Local Regulations



Sample Comp Plan Goals & Objectives

- Coordinate corridor planning to promote quality of life & architectural quality.
- Encourage appropriate landscaping, architectural design, signage, viewsheds, & buffers along major thoroughfares.
- Expand streetscape planning to include entry corridors adjacent to & leading into the Downtown historic districts.
- Encourage economic development: business friendly & business smart.

City Council 3-year priorities:

- Update corridor guidelines and align with:
- Update zoning ordinance



Corridor Design Guideline Principles

- Strengthen street edge with buildings & landscaping.
- Maintain human scale in building design & in spaces.
- New development should strive for new vision, not repeat existing examples that don't reflect that vision.
- Existing buildings should be upgraded when opportunities arise to reflect these guidelines.
- Continue to emphasize landscaping & natural character as appropriate.
- Mask the utilitarian by screening equipment, loading areas, & parking.
- Continue to create an inviting public streetscape design as the City makes future corridor public improvements.

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



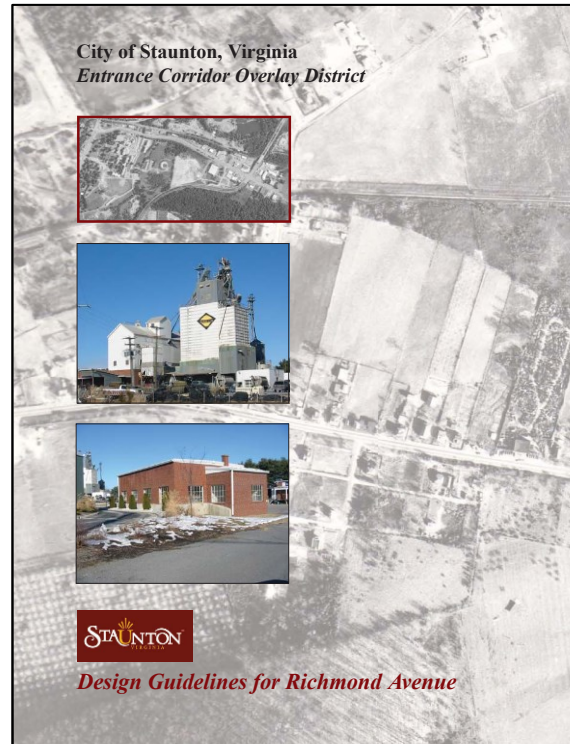
Corridor Plan vs Design Standards vs Design Guidelines

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

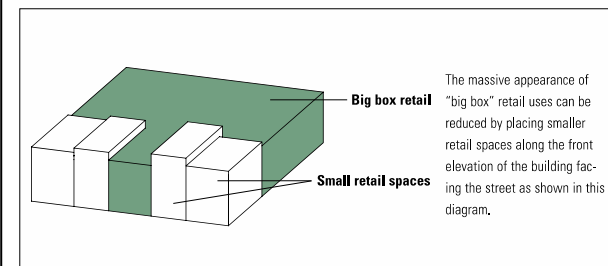
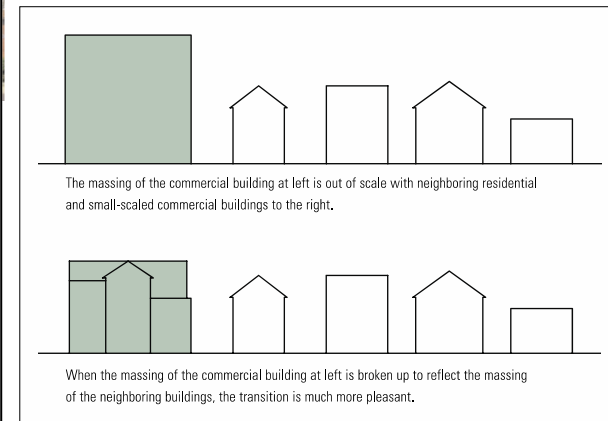
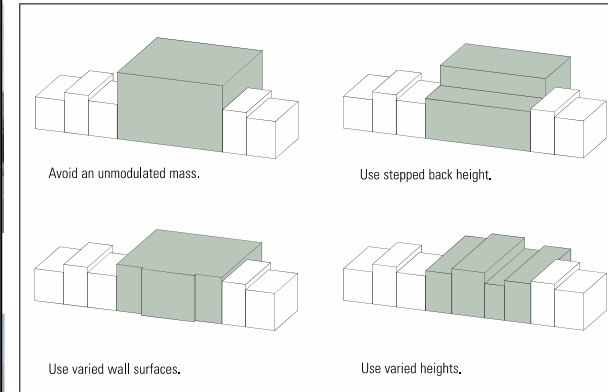
- Currently 11 documents
- Consolidate to 1

Plan vs Design Standards vs Design Guidelines

DESIGN GUIDELINES

- More general & conceptual recommendations
- Offer some flexibility if concepts are met
- More specific than comp. plan vision & goals
- Overlay on top of zoning
- Often accompanied with graphics and photos

Example: Historic District Design Guidelines





Staunton's Current Zoning Chapters: District Regulations

- 18.20 R-1 Low Density Residential District**
- 18.25 R-2 Low Density Residential District**
- 18.30 R-3 Medium Density Residential District**
- 18.35 R-4 High Density Residential District**
- 18.40 R-5 Manufactured Home Park District**
- 18.45 R-6 Manufactured Home Subdivision**
- 18.50 P-1 Professional District**
- 18.53 TND-I Traditional Neighborhood Development Infill District**
- 18.55 B-1 Local Business District**
- 18.60 B-2 General Business District**
- 18.65 B-3 Planned Business District**
- 18.70 B-4 Cultural and Recreational Planned Business District**
- 18.71 B-5 Mixed-Use Business District**
- 18.75 I-1 Light Industrial District**
- 18.80 I-2 Heavy Industrial District**
- 18.83 Entrance Corridor Overlay District**
- 18.85 H-1 Historic Preservation District**
- 18.90 HE-1 Higher Education District**
- 18.95 A-1 Agricultural-Forestal District**
- 18.100 I-3 Planned Industrial District**



Zoning District Regulations

Zoning District/Categories Regulations Such As R-1, Low Density Residential or B-1, Local Business District. They typically define with detailed **REQUIRED STANDARDS** such as:

- Allowed Uses
- Maximum Lot Coverage
- Front, Rear, & Side Yard Setbacks
- Building Height

These zoning district regulations date from the 1960s to current day & some sections may be periodically updated or new ones created like the corridor overlay chapter.



Staunton's Current Zoning Chapters: Supplementary Regulations

- 18.105 Development Standards for Uses Permitted on Review**
- 18.110 Accessory Uses**
- 18.115 Height**
- 18.120 Yard, Building Setback, and Open Space Exceptions**
- 18.125 Minimum Off-Street Parking Requirements**
- 18.130 Storage and Parking of Trailers and Commercial Vehicles**
- 18.135 Off-Street Loading and Unloading Requirements**
- 18.140 Signs, Billboards, and Other Advertising Structures**
- 18.145 Gasoline Service Stations**
- 18.150 Home Occupation**
- 18.152 Homestay**
- 18.153 Chickens**
- 18.154 Community Garden**
- 18.155 Temporary Uses**
- 18.160 Tents**
- 18.165 Lighting**
- 18.169 Site Plans**
- 18.170 Floodplain Districts and Regulations**
- 18.175 Landscaping and Screening**
- 18.180 Occupancy Limitations**
- 18.185 Telecommunications Facilities**
- 18.190 Nonconforming Buildings, Structures, and Uses of Land**



Staunton's Current Zoning Chapters: Supplementary Regulations

- Chapters that contain more detailed **REQUIRED STANDARDS** that generally related to properties on corridors include:
 - Off Street Parking
 - Signs & Billboards
 - Landscaping & Screening
 - Lighting
 - Site Plans



Nature & Status of Staunton's Zoning District Regulations & Supplementary Regulations

- These chapters contain **REQUIRED STANDARDS**, not guidelines.
- These zoning requirements have evolved over the years- some are quite old while others are relatively recent.
- New Comprehensive Plans with Current Visions & Current Goals are generally updated every 5 years.
- The zoning requirements are independent of these community vision updates and so may remain as outdated and not reflective of current community visions, interests, or desires.

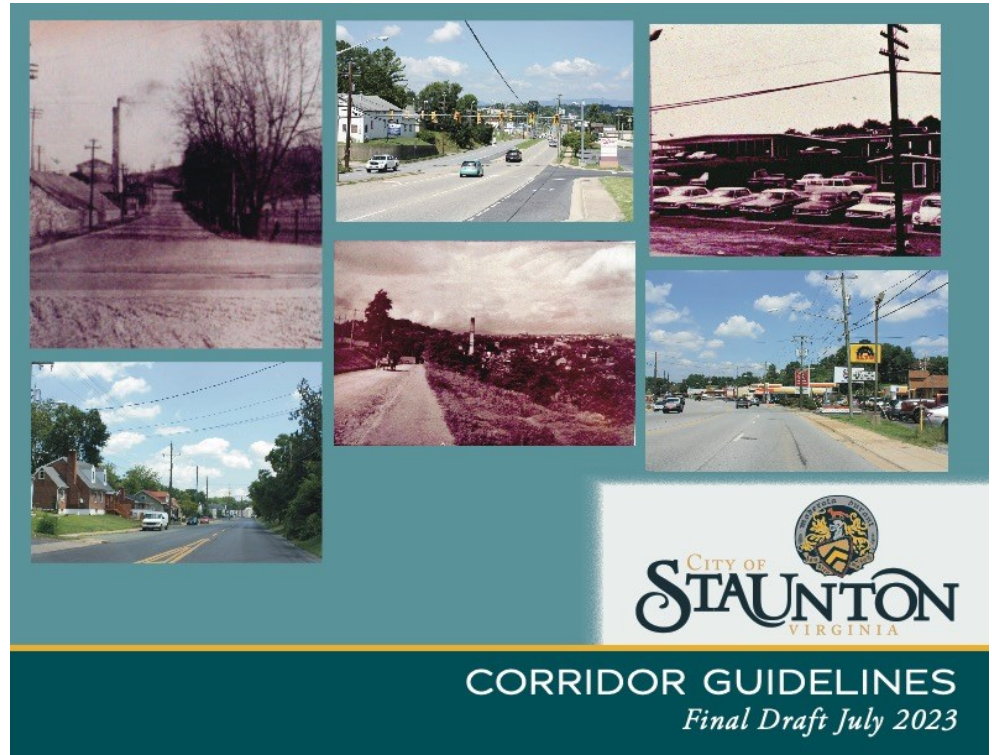


Analysis of Current Overlay Corridor Ordinance & Current Corridor Guidelines

- Reviewed the **current corridor ordinance** for **STANDARDS**: distilled to **5 pages** related to parking, buildings, plantings, utilities, signs, and lighting.
- Reviewed the 11 sets of **current corridor guidelines**
 - 454 pages-due to much duplication of text & graphics
 - Similar but more categories than in the ordinance
 - Distilled into **GUIDELINES**: **5 pages** & **STANDARDS** -**7 pages**
- Combined the current ordinance & guidelines **STANDARDS** -6 pages for future consideration to be blended into the Zoning District & Supplementary Regulations.
- Reviewed 5 pages of guidelines and included some into the new guidelines if pertinent.

New Design Guidelines Chapters

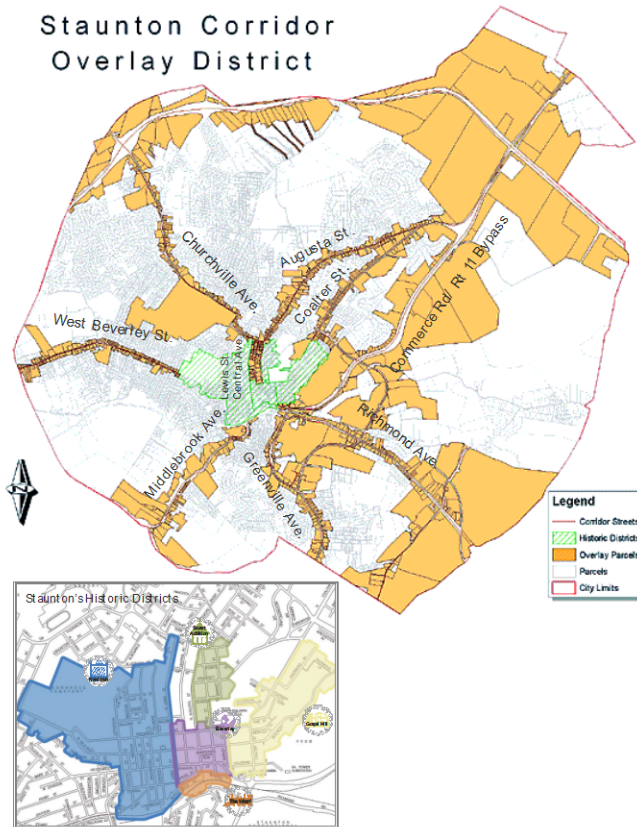
1. Background
2. Planning a Project on Staunton's Corridor
3. Building Types
4. GLs for Existing Buildings
5. GLs for New Construction
6. GLs for Franchise Design
7. GLs for Paint, Color, and Finishes
8. GLs for Signs
9. GLs for Awnings and Canopies
10. GLs for Private Site Design
11. GLs for Solar Panels



I. Background

BACKGROUND

Staunton Corridor Overlay District



C. STAUNTON'S DESIGNATED ENTRANCE CORRIDORS

Staunton's currently designated entrance corridors are:

1. Augusta Street
2. Churchville Avenue
3. Coalter Street
4. Commerce Road
5. Greenville Avenue
6. Middlebrook Avenue
7. North Lewis Street/Central Avenue
8. Richmond Avenue
9. West Beverley Street

Frontier Drive, Route 262-Woodrow Wilson Parkway, and Statler Boulevard do not lead to Staunton's historic districts and according to state enabling legislation, they should not be designated as part of the entrance corridor overlay districts.

There is a wide variety of zoning classifications along these corridors. They include:

- R-1: Low Density Residential District
- R-2: Low Density Residential District
- R-3: Medium Density Residential District
- R-4: High Density Residential District
- P-1: Professional District
- B-1: Local Business District
- B-2: General Business District
- B-3: Planned Business District
- HE-1: Higher Education District
- I-1: Light Industrial District
- I-2: Heavy Industrial District
- TND-I: Traditional Neighborhood Development Infill District

II. Planning a Project on Staunton's Corridors

PLANNING A PROJECT ON STAUNTON'S ENTRANCE CORRIDORS



C. THE DESIGN REVIEW PROCESS FOR PROPERTY/BUSINESS OWNERS

Through the comprehensive plan and the Staunton City Code, the City strives to protect its natural, scenic, historic, architectural and cultural resources, particularly areas leading to or near historic districts. Section 18.83, the Entrance Corridor Overlay District of the City Code provides the legal basis for the design review process on the designated entrance corridors.

Design review may include alterations to existing buildings and sites as well as new construction. Reviewed use types include commercial, institutional, industrial, mixed-use, and multi-family buildings and sites, as well as open space. Single-family uses are exempt from review as are state or federally owned projects and normal maintenance as well. These entrance corridor overlay districts are in addition to, and overlay, all other zoning districts so that any parcel of land lying in the entrance corridor overlay district shall also lie in one or more of the other zoning districts.

Applicants should submit their plans to the City Planner's office for review. That office will provide detailed guidance in regard to the required items for review that may include plans, maps, studies, reports, photographs, renderings and drawings. Depending on the scope and type of work that you would like to accomplish, you may need professional assistance: an architect to assist in designing building upgrades, an addition, or a new

building; a landscape architect and/or civil engineer to help you with new site work; and a sign maker or graphic designer to create a new sign design.

The city planner or zoning administrator may request that the planning commission review the application depending on the scope, nature, or location of the project. That body may also review a project if the zoning administrator and the applicant cannot reach an agreement on any aspect of the development plan. If the applicant does not agree with the planning commission, he/she may appeal the decision to the city council and if they do not agree with the council's decision, they may appeal to the circuit court.

Section 15.2-2306 of the Code of Virginia provides the legal basis for localities to regulate the design of developments along arterial streets or highways that are significant routes of tourist access to the locality or to historic landmarks and historic districts.

Specific sections of the City's Zoning Ordinance in the City Code provide more detailed standards for various aspects of permitted uses and requirements for site, signs, lighting, landscaping and building design than do these general principles and guidelines presented in this document. In addition, building codes define specific national and state standards that must be followed

in order to receive permits for construction. Applicants are encouraged to meet early in their project design feasibility stages with staff of the planning department to gain further information in regard to specific requirements for their project.

The following design principles and guidelines present general design priorities that can be adapted to individual circumstances of site and building design. While specific examples are provided, the enduring strength of the guidelines relies on their flexibility. Not every case and circumstance can be anticipated nor is the goal to prescribe the design of every development on the corridors.

The purpose of these guidelines is to provide a tool for property owners, developers, businesses, designers, and the City to create, review, and build distinctive, livable, and viable projects on Staunton's entrance corridors. They be site improvements, new buildings, the renovation of existing structures and/or combinations of all of the above. The intent is not to limit growth or development within the corridors nor to dictate specific stylistic designs or restrict creative design solutions. Rather, the structure and content of this manual are meant to give developers and reviewers the perspective and the flexibility to develop designs that meet the intent, principles and spirit of these guidelines and the general statements of the City's Comprehensive Plan..

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



III. Building Types

BUILDING TYPES

■ Restaurants



Fast food drive-through restaurants (above) and eat-in restaurants (below) are found mostly on Richmond Avenue and Greenville Avenue corridors.

■ Gas Stations



Gas stations are found on auto-oriented corridors (above) as well as historically residential corridors (below) where zoning was changed in the 1960s from residential to business.

■ Hotels and Motels



Newer modern hotels are found on Staunton's corridors nearest to Interstate 81 (above) and historic hotels such as the Blackburn Inn (below) are found on corridors closer to the historic districts.

IV. Guidelines for Existing Buildings

1. Assessment and Plan
2. Typical Design Treatments
3. Guidelines for Additions

GUIDELINES FOR EXISTING BUILDINGS



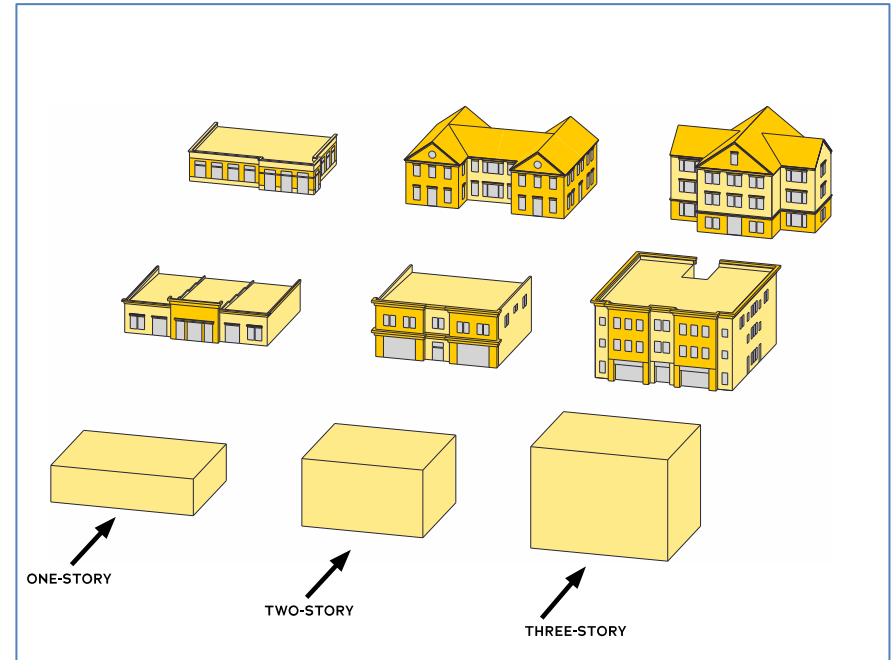
This two-story building is another example (left) of how buildings may have been modified over time including adding a mansard roof, dark natural siding, a pole sign and no landscaping on the site. This remodeling approach removes the added mansard roof and returns the building to its original features and adds lighter, more inviting paint colors. Landscaping and a monument sign are added to the parking area, again to make a more inviting business location.



This example (left) is a former, dated, chain business building. This remodeling approach creates a more contemporary and inviting appearance for the building and includes site redesign and landscaping as well as building updates and additions.

V. Guidelines for New Construction

1. Building Types
2. Building Siting
3. Building Orientation
4. Building Form and Articulation
5. Building Height & Width
6. Building Scale
7. Roof Forms and Materials
8. Opening Types & Patterns
9. Entry Features
10. Building Foundations
11. Materials & Textures
12. Architectural Details & Decorative Features
13. Building Mounted Lighting
14. Appurtenances



VI. Guidelines for Franchise Design

GUIDELINES FOR FRANCHISE DESIGN

8. Franchise buildings should include basic forms, roof designs, materials and colors that result in a design that can be easily remodeled if the building is vacated. Uniquely branded buildings may be difficult to sell or lease resulting in long-term vacancy or blight.
9. Large buildings with franchise tenants known as "big boxes" should use scale-reduction techniques and quality materials on all sides of their buildings visible from a public-right-of-way, not only the façade.



This local example uses two shades of brick, a recessed entry, and colorful awnings to add interest to the façade.



This big box franchise uses various techniques to reduce the scale of the long facade including different size and shapes of the four bays, separate cornice designs, several shades of red and tan for the masonry as well as a pergola protruding from the central bay.

Another local franchise accents its entry bay with a projecting storefront finished in red while the rest of the facade and side elevation have three colors of masonry with vertical brown elements to divide the walls into smaller bays.



The third local example, Long John Silver built a new updated design for its restaurant after a fire.

VII. Guidelines for Paint, Color, and Finishes

GUIDELINES FOR PAINT, COLOR, AND FINISHES

A. INTRODUCTION

Many materials in new or recent construction have finishes that are natural to the material such as brick or stone; others are factory finished such as metal or vinyl, or have a finish that is embedded in the material such as artificial stucco. Paint is typically limited in use and is primarily used on wood components, but can be used on other materials such as metal.

Paint quality and finishes have evolved throughout the years as technology has changed. The finish of paints ranges from matte to a gloss finish and there is a great variety of available paint colors. The technology of this product continues to evolve for a wide number of applications on various building materials. The proper process for surface treatment prior to paint application has also evolved and depends on whether a surface has been painted in the past or not.

Tasteful color combinations and careful placement of color can enhance a building. Inappropriate or garish colors, colors placed on a building incorrectly, too many colors, or monolithic color treatments, can all detract from the overall appearance of a building.



These are examples of different ways to use color, one being a bold shade of red, but tastefully incorporated with materials and the brand (above). The other example (below) uses consistently neutral colors that allow the signs for each business to be a focal element.

VIII. Guidelines for Signs

GUIDELINES FOR SIGNS

A. GUIDELINES

1. Place signs so that they are an integral part of the façade and do not obstruct architectural elements and details that define the design of the building. Locations should respect the signs of adjacent businesses.
2. Use colors and appropriate materials that complement the materials and color scheme of the building, including accent and trim colors.
3. Freestanding monument signs are to be mounted on a base and should reflect site material that may include brick, stone, or metal.
4. The number of signs used should be limited to encourage compatibility with the building and to discourage visual clutter.
5. Signs should be compatible with and relate to the design elements of the building including proportions, scale, materials, color, and details.
6. Shape of signs for commercial buildings should conform to the area where the sign is to be located.
7. Rooftop signs, signs that project above the elevation of a building, moving signs, billboards, and off-site signs and portable signs, banner signs, inflatable or floating signs, moving or changing signs within 24 hours, message boards, and oversized window signs should be avoided.
8. Wall signs should be indirectly lit with a shielded light source directed toward the building.
9. Freestanding signs may be externally or internally illuminated; external illumination should be directed downward.
10. Illumination of any sign should not be directed toward any residential area or adjacent street.
11. Internally illuminated channel letters may be appropriate on corridor buildings.



Well placed monument signs with appropriate landscaping can create an attractive sense of place for businesses along a corridor such as this example in Lexington, Virginia.



This example of a monument sign continues the character of the building by using stone. It has a contemporary aesthetic while listing all the businesses.



Wall signs for buildings along a corridor are generally well placed on the façade above the storefront so they are visible from passing vehicular traffic.

IX. Guidelines for Awnings and Canopies

GUIDELINES FOR AWNINGS AND CANOPIES

C. MATERIALS & COLOR GUIDELINES

1. Coordinate the color of awnings with the building color scheme.
2. For fabric awnings, solid colors are appropriate in most cases. Wide stripes and narrow stripes may also be appropriate.
3. Avoid using shiny plastic-like fabrics.
4. Use materials that are compatible with the associated building.
5. Gasoline station canopy colors should be compatible with the overall color scheme of the rest of the property. Brand colors may be appropriate for use on gas station canopies if executed tastefully.



This awnings has a traditional fabric canopy with a contemporary decorative metal frame.

D. CANOPY LIGHTING GUIDELINES

1. Flush mount the canopy lighting to the ceiling of the canopy utilizing a recessed cut-off design.
2. Illumination of the canopy cornice or sign should be external.
3. Do not internally illuminate the canopy cornice.
4. Use fully shielded lighting fixtures with the bottom of the lens flush with the canopy.



These awnings provide the opportunity for business color branding. The red matches the signage while complementing the beige and brick red colors of the building.



These awnings are two examples of canopy designs using unique materials: glass (left) and metal (ab

X. Guidelines for Private Site Design

GUIDELINES FOR PRIVATE SITE DESIGN

F. FENCES & WALLS

In addition to landscaping, fences and walls are useful elements to shape outdoor spaces and screen undesired views. On Staunton's corridors, there is very limited use of fencing on commercial properties. Where they do exist, it is generally on industrial sites where chain link fences enclose the site for security purposes. If a wall or fence is desired to create outdoor spaces, the following guidelines should be considered.



The brick wall example (above) was designed to complement the building on the site which is also brick (not shown).



This is an example of a high-quality wood fence that separates the parking area of a commercial corridor building site that adjoins adjacent residences.

The mature landscaping and another example of a fence to separate corridor buildings from residential areas is shown at the rear of the Arby's restaurant site on Greenville Avenue.

1. When a wall is an integral part of, or an extension of a building, select wall materials that complement the building's materials. Use a scale and level of ornateness of the design of any new walls and fences that relate to the character of the building within the site. Use simpler designs on small lots.
2. Choose high-quality materials such as brick, stone, metal, and wood. Avoid untreated wood, chain-link, wire fences, concrete block walls, mass-produced fence materials such as diamond lattice panels, or synthetic materials such as plastic or fiberglass timbers.
3. Use paint or opaque stains on pressure-treated or unpainted wooden fences.
4. For any existing walls with an undad surface of concrete masonry block or metal chain link, consider screening with a vegetative buffer on the side facing adjacent properties or visible from a public site or right-of-way.
5. If a fence or wall spans an area longer than one-third of the property line, modulate and articulate the wall with techniques to provide visual interest from the public right-of-way. Examples to break up a long expanse include inserting vertical piers of a different material, height, or width in an intentional rhythm or by adding a vegetative layer(s).
6. Avoid exceeding the average height of other fences and walls of surrounding properties.
7. Avoid fences at the front of a lot facing the street along areas zoned business on the corridors.
8. Fence stringers (the structural framing of the fence) should be located facing the interior of the subject lot, with the finished side facing out away from the subject property.
9. Avoid overly tall retaining walls along street edges that are out of scale with the character of the corridor.

1. Context
2. Connectivity
3. Parking
4. Landscaping
5. Fences & Walls
6. Lighting

XI. Guidelines for Solar Panels

GUIDELINES FOR SOLAR PANELS

A. INTRODUCTION

In the near future, it can be anticipated that some corridor parcels and buildings will contain solar panels in order to reduce energy costs and contribute to a reduction of fossil fuel use. Considerations would include the type and size of the lot, the building type and design (particularly the roof size and configuration), the need or desire to screen the panels without affecting the functioning of the panels themselves. This concept is known as the “least visible high-performance location.”



This local example on Augusta shows the slope of the solar arrays to be the same as the roof slope (above) making the arrays not visible from the street level (left)

B. GUIDELINES FOR INSTALLATION OPTIONS

1. Rooftop

- a. Rooftop arrays should follow the general shape of the roof.
- b. Frames should not extend beyond the roof edge.
- c. The height of the panel array should not be taller than the ridge of the roof.
- d. On larger flat-roofed buildings, a parapet wall or other screening techniques may conceal panel arrays if they are visible without affecting their performance.

2. Ground-mounted

- a. Ground-mounted systems may be considered an accessory use, and they may need to meet structure setback requirements in the zoning district in which the system is to be constructed.
- b. Depending on the number of panels needed for a ground-mounted application, the panels may be in a single-row configurations or in multiple rows.
- c. The panel arrays should be set back from the boundaries of the site.
- d. Any public-facing edges should have an attractive border condition by using landscape buffers or fences as feasible.



Solar panels can also be creatively used as storefront awnings as shown in this second local example.

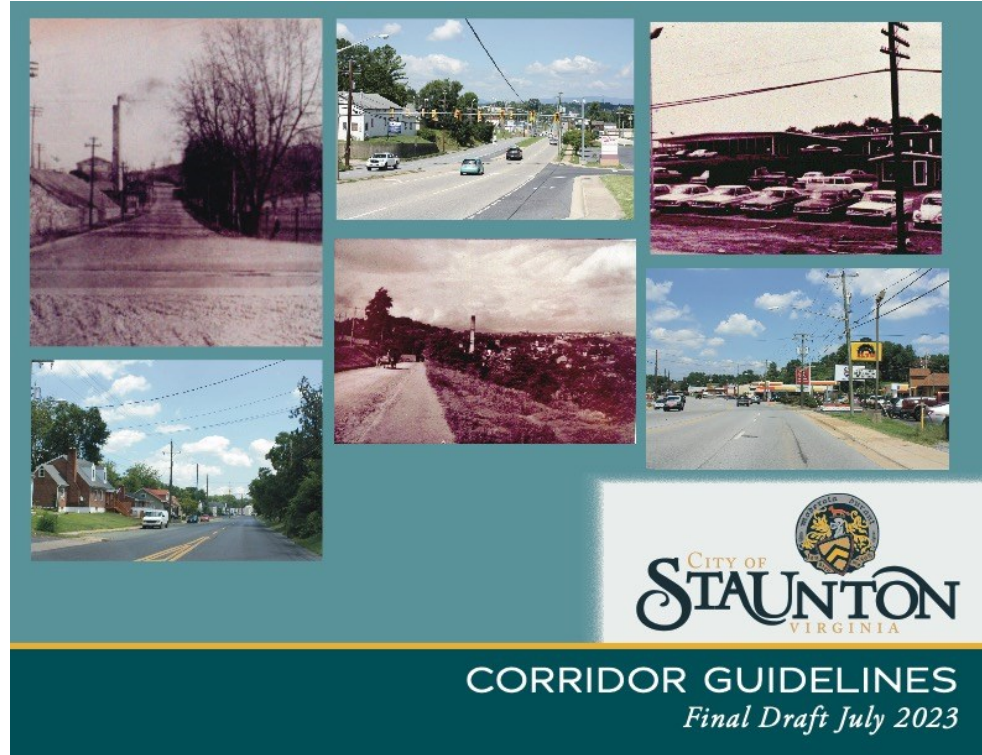


Where You Must Go Now if Undertaking a Corridor Project

- Zoning Chapters: District Regulations such as R-1, B-2, and Corridor Overlay etc. STANDARDS
- Zoning Chapters: Supplementary Regulations such as parking, landscaping, lighting etc. STANDARDS
- Corridor Overlay Ordinance: STANDARDS & GUIDELINES
- Corridor Overlay Guidelines: STANDARDS & GUIDELINES
- Corridor Overlay Guidelines: SUB-AREAS of CORRIDORS
- Corridor Overlay Guidelines: REFER to OTHER WEBSITES and PUBLICATIONS
- **TOO MUCH OVERLAP, DUPLICATION, & CONFUSION**

Revised Design Guidelines

- Shorter: 40 vs. 454 pages
- User friendly layout
- Clearly organized
- Ample graphics
- Applies only to corridors leading to historic districts
- More guidance on existing and new buildings
- Just guidelines, does not mix standards into document
- Flexible application within overall context



Next Steps



- Review & update current zoning regulations as needed
- Incorporate any pertinent current corridor standards
- Align both zoning updates & new guidelines with current comp plan vision, goals and City Council priorities.
- Complete and adopt revised zoning standards & revised corridor overlay design guidelines that are just guidelines.

Final Draft of Staunton Corridor Overlay Design Guidelines CITY COUNCIL WORKSHOP

July 27, 2023

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