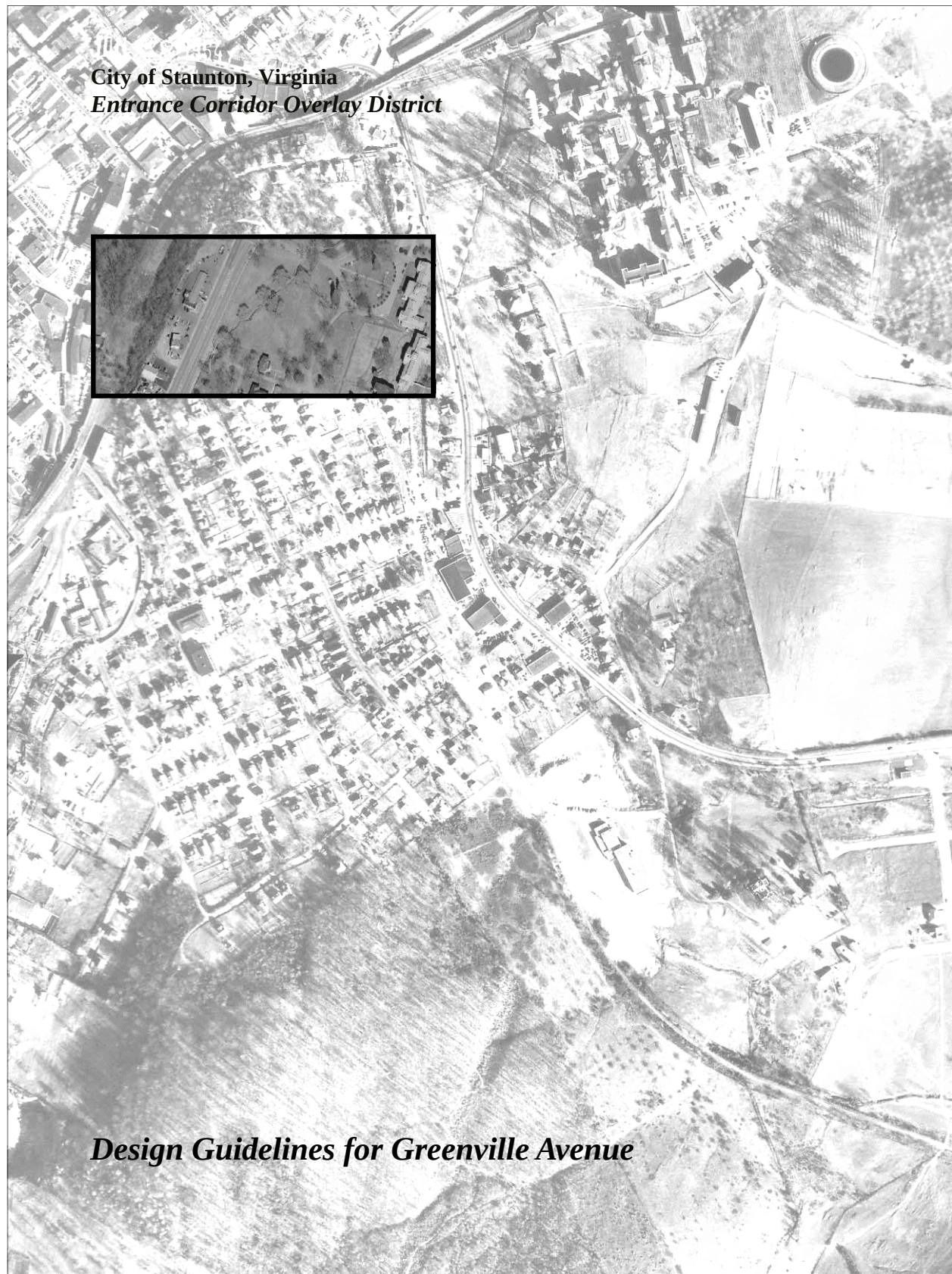


City of Staunton, Virginia
Entrance Corridor Overlay District



Design Guidelines for Greenville Avenue



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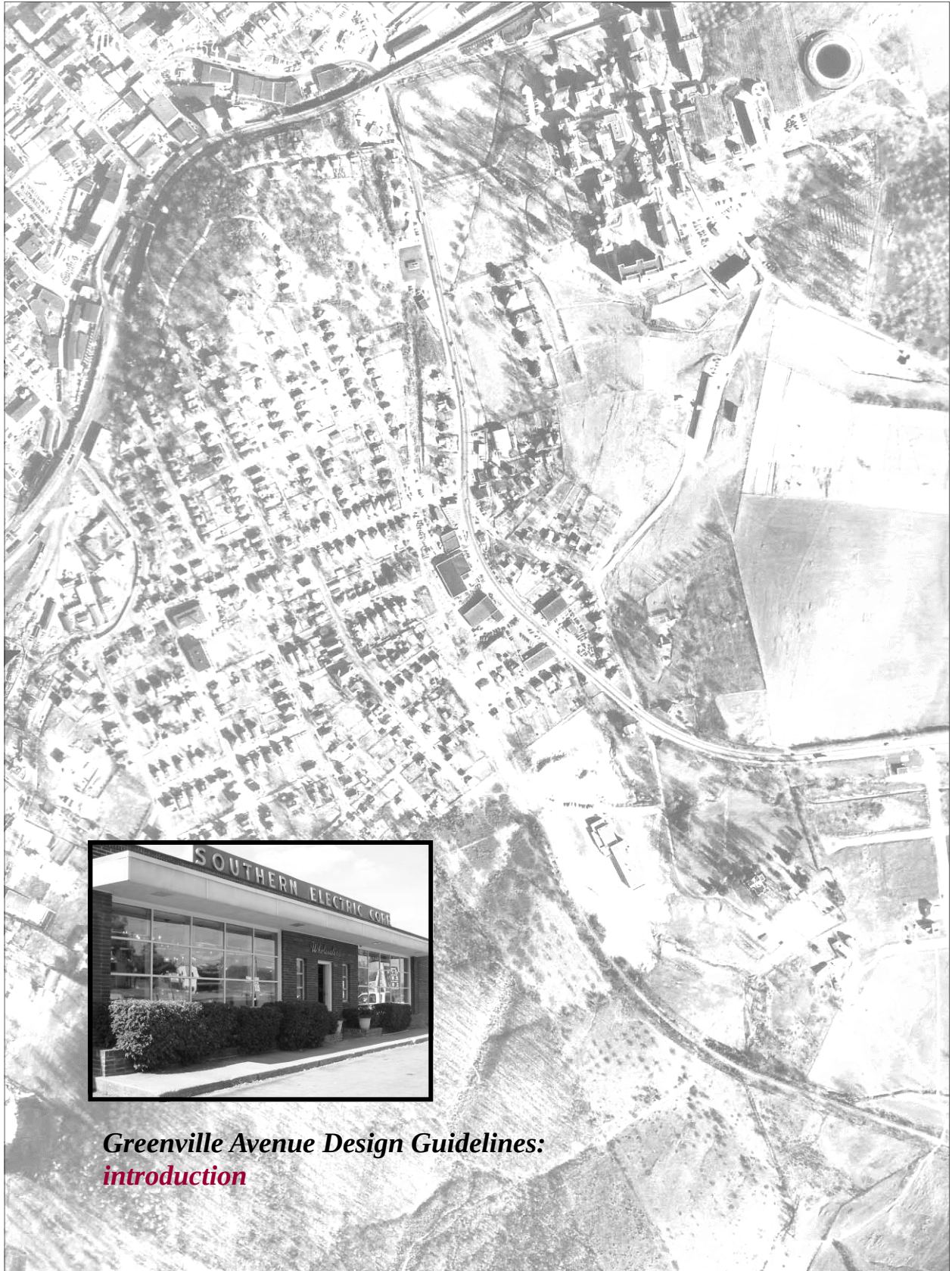
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Greenville Avenue Design Guidelines:
introduction

Introduction:

The Entrance Corridor Overlay District and the Comprehensive Plan

Throughout the years, many citizens have expressed the desire to protect the overall quality of life in the City of Staunton. The 2003–2010 Comprehensive Plan carries forward the following guidelines written to address the protection of quality of life in the City:

“...conserve and/or protect the City’s natural resources, historic character, and scenic qualities.”

“...encourage appropriate development and/or re-development of land within the City.”

The Priority Initiatives included in the Comprehensive Plan establish several specific goals to help accomplish these guidelines. Several of these Priority Initiatives directly address issues impacting the way we as a community should design and build within the Entrance Corridor Overlay District.

Regarding protecting the City’s natural resources and scenic qualities from the impacts of development and ensuring their conservation the Priority Initiatives include:

- Encourage developers to designate open space and environmentally sensitive areas first and then design developments around these elements.
- Reduce hard surface parking area requirements and increase landscaping and tree planting requirements for commercial development, re-development, and renovations.
- Discourage further development in the floodplains.
- Protect and enhance streams and creeks in and around the City, including Lewis Creek, Asylum Creek, Gum Springs Branch, and Poague Run. Activities may include: Undertake restoration where needed. Also encourage landowners to take advantage of cost-share programs for native trees and shrub plantings along stream and creek corridors running through private lands.
- In addition to these Priority Initiatives, steep slopes, karst geology are included as primary factors to consider in the context of new development. Establishing creative design standards are included as an approach to development without degrading Staunton’s scenic qualities.

Regarding protecting the City’s historic character from the impacts of development and ensuring its conservation the Priority Initiatives include:

- The City, working with neighborhoods and the Historic Staunton Foundation, should identify properties throughout the city of historic or architectural significance – especially those along entrance corridors, thoroughfares, and in transitional neighborhoods.
- Take steps to preserve the architectural character of older neighborhoods that may not be included under the “historic” category, but are equally important to the look and feel of the city, especially pre and post World War II neighborhoods.
- When developed, re-developed, or renovated require commercial and retail structures that adjoin residential areas to utilize architectural facades and site features that are consistent with and/or complementary to the surrounding neighborhoods.
- Develop alternative approaches to street designs in order to ensure that the roads and intersections are scaled to the neighborhoods.

Regarding encouraging appropriate development and/or re-development of properties within the City the Priority Initiatives include:

- Include “walkability” as a primary design criteria for all new public and private development and re-development projects.
- Encourage siting of parking lots to the sides or rear of buildings, where appropriate; move parking to the side and rear of commercial and public buildings, rather than the front.
- Provide incentives for retro-fitting excess hard surface commercial parking areas to landscaped areas.
- Require landscaping and safe, user-friendly pedestrian network with designated walkways and crossings within commercial and public parking areas.
- Scale commercial parking requirements to typical use rather than capacity use, by lowering the minimum level of parking required and limiting the total amount of hard surface parking permitted.
- Require appropriately landscaped and sized sidewalks in all new developments or major re-developments with established design, maintenance standards for sidewalks based on area density and proximity to primary pedestrian destinations.
- Examine lot size, setback, and parking requirements for opportunities to improve flexibility in older neighborhoods and re-development areas.
- Seek ways to control light pollution. Examples include: require appropriate light fixtures for all new commercial and public facility development, re-development, and renovations.
- Reduce parking requirements by allowing and promoting shared parking and dual use especially for re-development, transitional areas, and planned mixed-use development.
- Educate the public, development community, local officials and staff on the principles and advantage of smart/good development (environmental, health, and financial).
- Support enhancement and priority implementation of the City’s Master Landscaping Plan especially along entrance corridors and the pedestrian network.

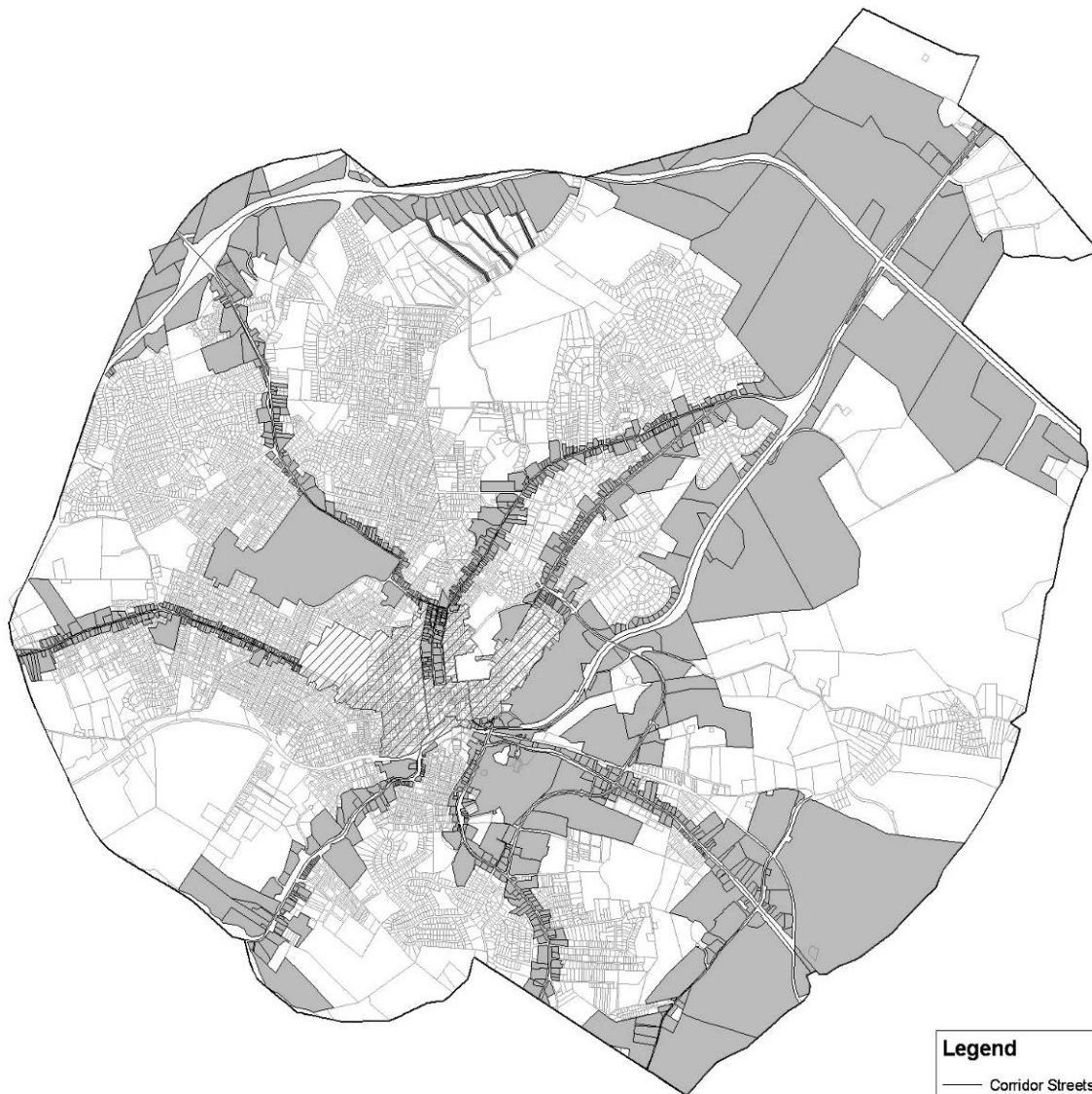
The guidelines and priorities outlined in the Comprehensive Plan reconfirm the desire among the citizens of Staunton to conserve and protect the City’s natural resources, historic character, and scenic qualities and encourage pedestrian friendly, human scaled development. Since 1747, the people of Staunton have built and lived in response to surrounding natural conditions leaving a legacy of streets, alleys, buildings, parks, gardens, and farms, by and large resulting in human scaled environments rich in multiple types of managed landscapes and styles of architecture. Learning from and applying historic approaches to building in Staunton while respecting the City’s natural context and heritage have been central concepts in the development of these design guidelines.



Built within the ridge and valley topography typical of the Shenandoah Valley, the City of Staunton evolved in response to a dynamic and complex landscape. Historic downtown is located between two treed ridge lines with adjacent residential districts eased onto the near-by hills. These hills and masses of mature trees provide the green back drop for the City. Historical approaches to building uses structures to negotiate topographic changes, including terracing and site walls; disruption in the topography is in scale with the human body and once work was completed, has allowed the overall character of the slope to remain intact.

Map of the Entrance Corridor Overlay District
Adopted April 10, 2008

Staunton Corridor Overlay District



Legend	
	Corridor Streets
	Historic Districts
	Overlay Parcels
	Parcels
	City Limits

Map produced by GIS Coordinator, City of Staunton IT Dept.
for Planning Department, February 22, 2008.
Raw map data from Engineering Dept includes: parcels, streets, historic districts, city limits, imagery.
Derived data layers produced by GIS Coordinator including: Corridor Streets, Corridor Parcels

The purpose of the Design Guidelines

The Entrance Corridor Overlay District Ordinance and the Design Guidelines:

The Entrance Corridor Overlay District is intended to implement the City of Staunton's Comprehensive Plan goal of protecting the city's natural, scenic, historic, architectural and cultural resources. The passing of the ordinance on April 10, 2008 meets this Comprehensive Plan goal by establishing design standards within the ordinance and providing design guidelines for each corridor, ensuring the compatibility of development, redevelopment, and adaptive reuse proposals with the resources identified in the comprehensive plan as important. The ordinance and design guidelines promote the general welfare of the community by creating attractive human-scaled environments; increase commerce; improve property values; and increase public awareness of the natural, scenic, historic, architectural, and cultural resources near and outside the City's historic preservation districts.

The [Entrance Corridor Overlay District ordinance](#) provides standards for design expectations all of the corridors share such as the height of signs, the width of beds for plants, and the placement of utilities underground. But since each of the corridors has unique characteristics, these design guidelines provide recommendations for approaches to site and building design that perpetuate these unique characteristics. Our first step was to look carefully at both Greenville Avenue based on the [expectations of the Comprehensive Plan for the Entrance Corridor Overlay District](#). Each of the designated entrance corridors has unique strengths, challenges, and existing resources. In order to begin to understand the dynamics along each road City staff conducted general site analysis, researching and mapping traffic levels, setbacks and square footage of commercial buildings, patterns of commercial history, and natural resources along Greenville Avenue. These design guidelines are based on identifying and amplifying these existing strengths, with the understanding the Comprehensive Plan has focused our priorities on development perpetuating, rather than erasing, the existing character of Greenville Avenue.

Greenville Avenue:

Greenville Avenue is designated by the Comprehensive Plan as a commercial corridor. Much of the recent development activity along Greenville Avenue has been the redevelopment of existing sites and buildings along the full length of Greenville Avenue, with five sites receiving new construction efforts in the last ten years. Greenville Avenue includes several historic commercial resources appropriate as architectural models or as subject properties for adaptive reuse. There are virtually no remaining single family residences along Greenville Avenue, but there are several old houses converted solely to business use, a few mixed use structures, and a single house / business combined on a single site. Featuring primarily mid-sized to large parcels, with several areas of the corridor separated from adjacent residential communities by substantial land forms, the separation between residential and commercial uses is greater along the western side of the corridor than on the east. Our overall recommendations regarding Greenville have focused thus far on using land form to buffer negative impacts of more intensive commercial scaled buildings from adjacent neighborhoods, maintaining an existing scale and orientation of building types, and in some areas including recommendations responsive to the large areas of flood plain along the northern section of the corridor.

Recommended Priorities for Development Review

Exempt from all Entrance Corridor Overlay District review:

- *All legally non-conforming buildings, sites, signs, walls, plants, walkways, entrances, parking lots, etc.*
- Single family residential buildings and sites
- City, State, and Federal Government facilities

Applicability of the Design Guidelines:

- When the areas of any parcel beyond 1,200 feet from an adjacent corridor are not visible from an adjacent corridor, it is recommended that the area not visible from an adjacent corridor be exempt from the Design Guidelines. *(as amended 2.10.11)*

Full Entrance Corridor Overlay District review to include placing overhead utilities underground; planting requirements; providing pedestrian and vehicular access; building placement, architectural character, etc.:

- New or major re-configuration of a site development plan.
- Construction of a new building
- Major re-construction or alteration of the size, shape, or facade of any building, including relocation of any doors or windows or removal or alteration of any architectural features, details, or elements.
- Major reconfiguration of the corridor such as the addition or removal of medians, the addition of turning lanes, addition of curb and gutter or sidewalks, etc.
- Any site development involving the relocation or removal of overhead utilities.

Partial Entrance Corridor Overlay District review to include planting requirements, providing pedestrian and vehicular access, architectural character, etc.:

- Additions to existing site development plans resulting in changes of less than 50% of the existing site configuration.
- Construction of and addition to an existing building resulting in an increase of less than 50% of the total square footage of the existing building.
- Expansion of parking lots resulting in an increase of less than 50% of the total square footage of the existing parking area.
- Minor changes in the corridor to include lane striping and similar activity
- Additions to existing planting resulting in an increase in 50% or more of the existing site plantings.

Review for Entrance Corridor Overlay District signs:

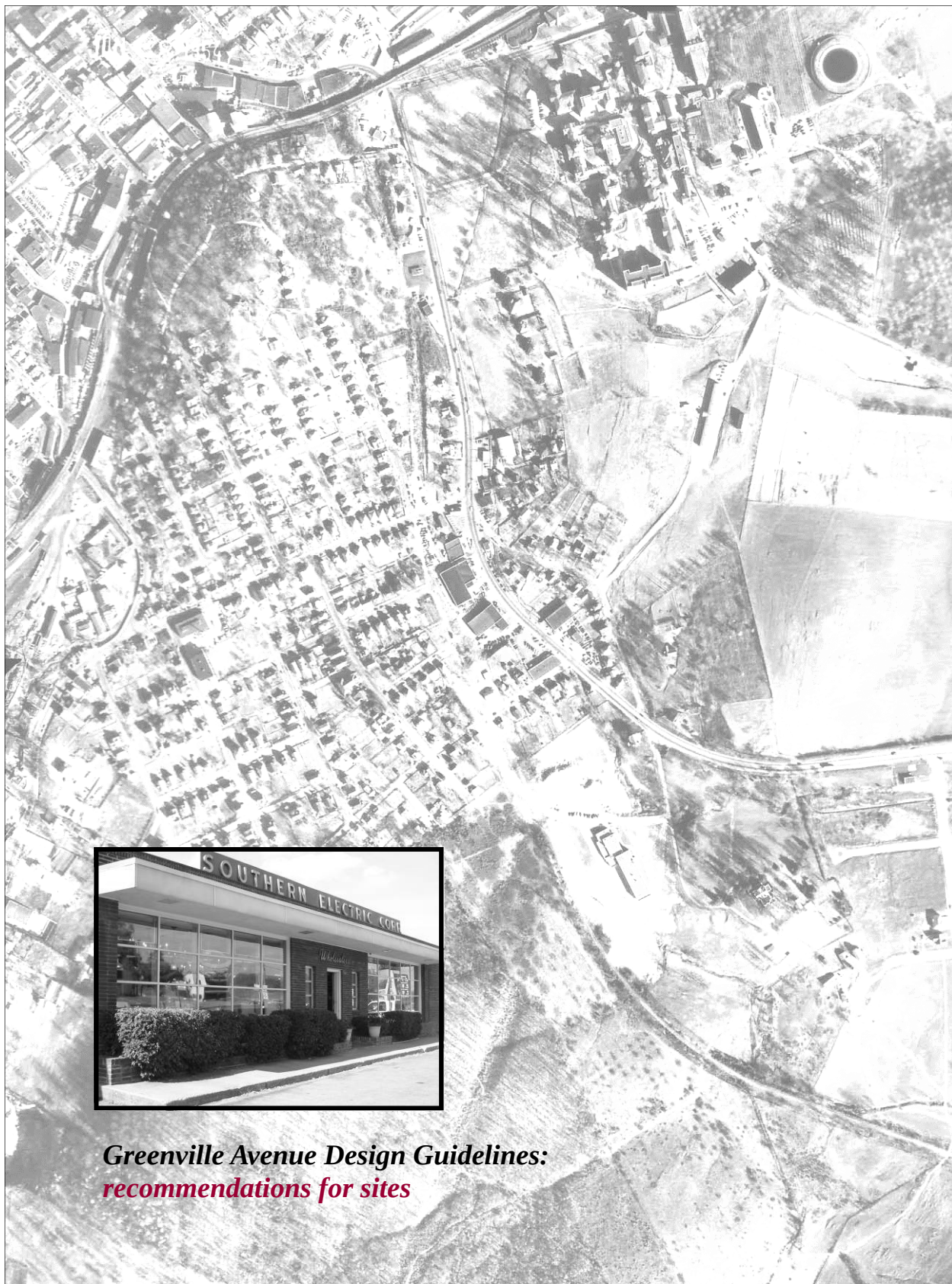
- Re-facing of existing site signs; continuing businesses
- Re-placement of all signs and sign supports: all changes of business or change in use on existing site
- Addition of all new signs

Review for Entrance Corridor Overlay District lighting:

- Addition of all new exterior lighting

Right-of-Way responsibilities:

- It is recommended the owner or occupant of any land or premises abutting upon any public street right-of-way, including the sidewalk and between the sidewalk and the curb, maintain all plantings whether installed by the property owner or occupant or City of Staunton.

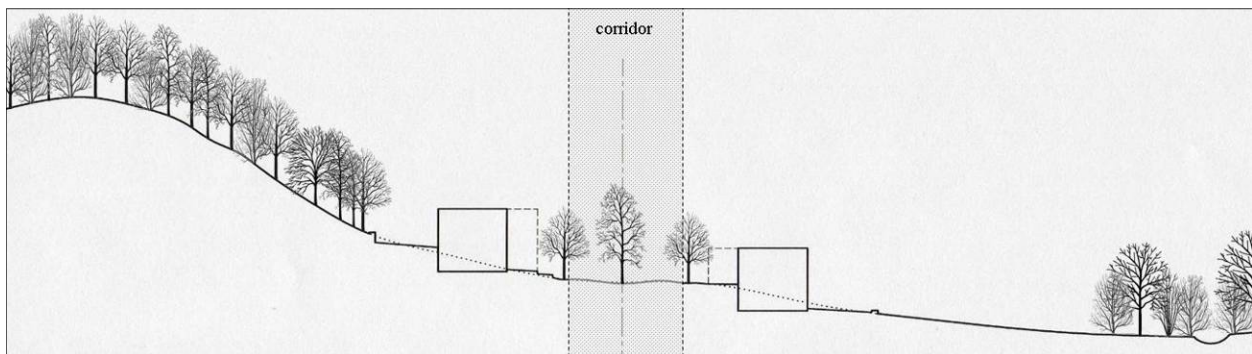


***Greenville Avenue Design Guidelines:
recommendations for sites***

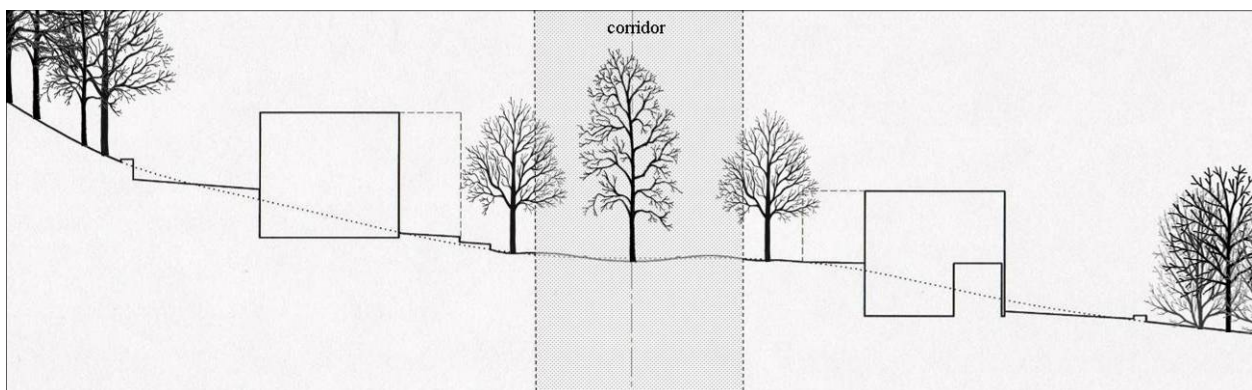
Recommendations for Sites:

General Site Design

- Establish priorities for site design based on integrating existing land forms, stream beds, or significant plant communities into the development of a site. By emphasizing site design that integrates these characteristic resources rather than eliminating them, the essential natural and scenic qualities unique to Staunton remain consistent regardless of the changing needs of business development. Slopes of 25 percent or greater should remain undisturbed and used to provide recreation and watershed protection.
- Avoid overly tall retaining walls, earth plinths, or excessive cut and fill. Over scaled walls and earth plinths disrupt or eliminate characteristic land forms, eliminate existing trees and other plants, isolate development from adjacent sites and create environments out of scale with human physical dimensions. Site retaining walls should be in proportion with the building and relate to building elements such as water tables and foundations.
- Provide land terraces in increments, using buildings to negotiate changes in elevation, and blending grading smoothly into the surrounding topography are approaches historically employed in the Shenandoah Valley landscape. Where existing land forms have been previously disrupted, approaches to grading should attempt to re-establish the overall character of the pre-existing land forms.
- Sites should not be used as long term borrow pits or for fill storage.

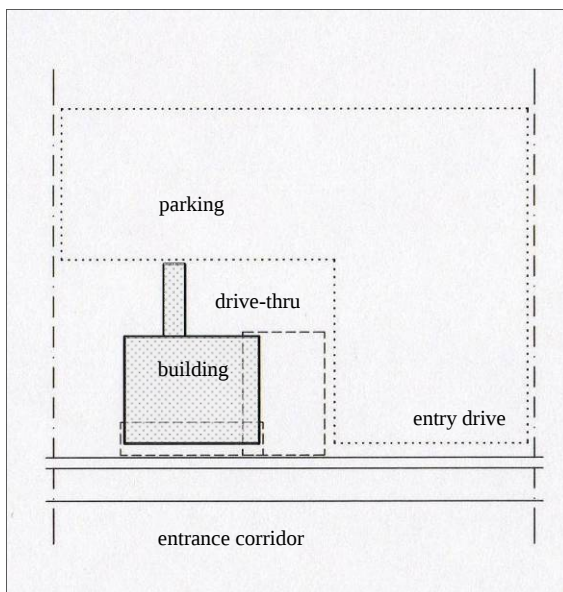


Schematic terracing of parking lots and buildings

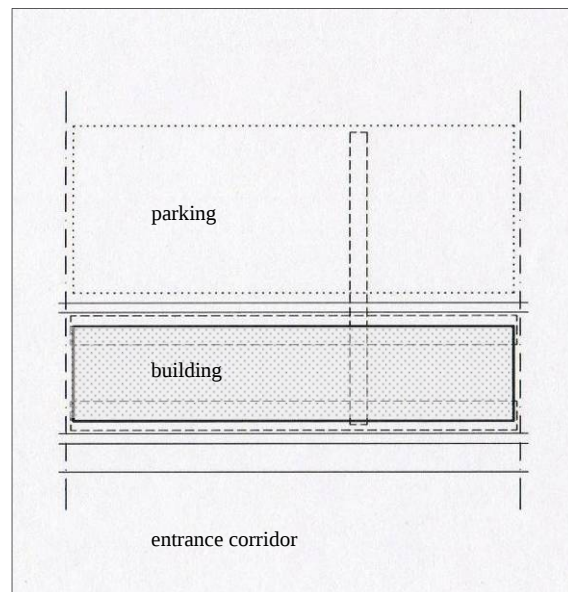


Schematic terracing of parking lots and buildings; detail

- Resulting soil quality and structure on heavily disturbed sites should be carefully considered in terms of their practical ability to support long term plant growth. Appropriate species choice and site reclamation may be useful components of site design considerations.
- Site rehabilitation efforts involving the reclamation of large areas of impervious surface should utilize the Center for Watershed Protection publication Urban Stormwater Retrofit Practices Version 1.0 published in August, 2007 for appropriate guidelines and recommendations.
- Locate parking to the side and rear of buildings and away from the corridor. Provide terraced parking lots to integrate existing land forms.. It is recommend consideration be given, in the context of required off street parking, for establishing a single row of parking spaces adjacent to the corridor for the display of vehicles, boats, and similar items.
- Retaining walls resulting from site terracing should be in scale with the building foundation and human dimensions. Provide site walls to reflect established material traditions: concrete, or brick are appropriate materials for walls along Greenville Avenue; segmented concrete block retaining walls are not recommended. Fencing may include wood and metal. Chain link fencing is not recommended.
- Site design should include sidewalks providing planted, pedestrian passage: connecting parking lots to buildings within the site; connecting to adjacent parcels; connecting to adjacent neighboring communities; with the overall intent of allowing for comfortable and useable pedestrian access throughout the corridor.
- Site design should allow for vehicular connections between adjacent sites.



building, relegated parking, entry from corridor



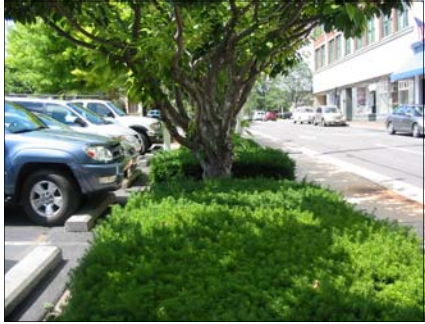
building, relegated parking, entry from alley

Plants and Parking Areas

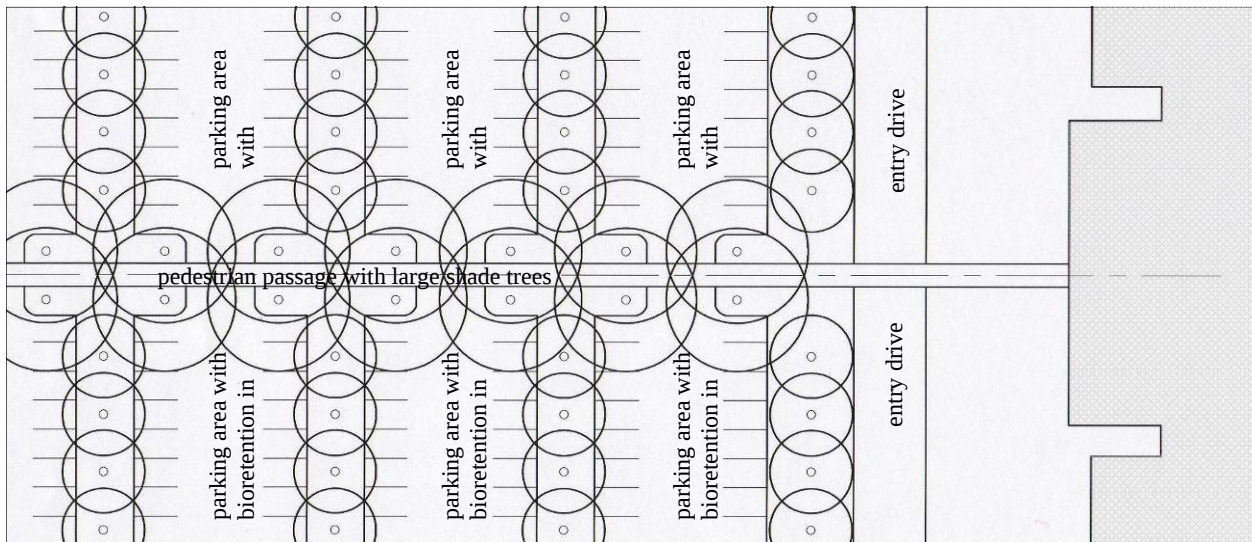
- The following plantings are recommended for parking areas:
 - * one large canopy tree inside the parking lot for every ten spaces provided; planted at 2" caliper, dbh, minimum; 15' tall for multi-stemmed trees
 - * one large canopy tree at the rate of 25' on center along the full perimeter of the parking lot, planted at 2" caliper, dbh, minimum; 15' tall for multi-stemmed trees
 - * an evergreen hedge, 3½' tall, whenever parking is located adjacent to a sidewalk on the corridor;

plants to be a minimum of 18" tall (measured from the top of the soil) upon planting. Ever-green hedges shall be maintained at no wider than 3½'; it is recommended no hedge, or other site feature, be permitted which materially impedes vision at vehicular entrances or exits to and from a property. Limiting species choices for hedges to species demonstrating mature height and width characteristics appropriate for the use is recommended.

- * large canopy trees along vehicular passageways at the rate of 25' on center
- * sub canopy trees along all pedestrian passages at the rate of 15' on center, planted at 2" caliper, dbh, minimum; 15' tall for multi-stemmed trees.
- * All plantings shall be subject to American Standard for Nursery Stock/ ANSI Z60 2004-1 for minimum root ball size, transplanting standards etc.



Hedge planted between sidewalk and adjacent parking lot; this planting includes trees



An example of a pedestrian walkway through the center of a parking lot with integral bioretention in the parking lot islands.

Plants and Planting Patterns

Natural, horticultural, and agricultural traditions along Greenville Avenue include the following planted types and natural plant systems that may be utilized in site design:

- *Existing Forest and Woodland:* Forest and Woodlands are complex systems of plants, surface litter, and soil, functioning in the larger landscape as sponges; absorbing and filtering rainwater as it falls.

Because of this function, mature forests and woodland dominated by indigenous species are best preserved when ever possible, integrated into the overall design of the site and managed in conjunction with state and county urban forestry consultation. Site design focused on preserving trees through thoughtful grading practices and strategic integration of existing forests and woodland have the advantage of the immediate presence of mature plantings on site. Large stands of trees contribute to reduced site runoff; reducing the need for costly storm water infrastructure and helping to control erosion.

- *Re-forestation:* Re-forestation is a viable option for developed landscapes. Land too steep for buildings and sites typically kept with large areas of mown lawn are areas that may benefit from reforestation efforts. Using near-by indigenous forest and woodland as a guide is an effective approach to begin re-establishing forest and woodland species combinations lost in the process of land development. Forest and woodland plant communities vary with moisture conditions, soil type, and elevation; re-plant what was there as closely as can be ascertained. For assistance and more information about the management of forest and woodland fragments contact the Virginia Department of Forestry at <http://www.dof.virginia.gov/index.shtml>
- *Topography and Indigenous Plant Species:* In addition to forests and woodlands, existing conditions both on site and near-by can provide a wealth of clues regarding which species of plants naturally grow well in various conditions. Many of these plants can be utilized in developed landscapes, their use contributing to more easily sustained plantings when properly sited. Potential long terms savings could be seen in reduced need for water and fertilizer, which benefits both the property owner and the health of the watershed. In addition, planting indigenous plants in developed landscapes creates a sense of consistency in the overall landscape, helping to strengthen a sense of place.
- *Riparian Plant Communities:* Lewis Creek's influence on the Greenville Avenue corridor stretches as far as the grounds of Bessie Weller Elementary School both in terms of the presence of the creek itself, but the impacts of the flood plain on adjacent properties. Creeks, like forests and woodlands are complex systems of water, plants, and geology, functioning as a transition area between higher elevations in the watershed and the Chesapeake Bay. Plant communities, as part of the overall creek system, serve to slow the velocity of stormwater run off, prevent erosion, and filter non-point pollution. Site design focused on preserving and managing indigenous riparian plant communities through thoughtful site design and maintenance is encouraged; the re-establishment of riparian plant communities as part of site design is encouraged as well. The publication Riparian Buffers Modification and Mitigation Guidance Manual by Baird and Wetmore, published by the Chesapeake Bay Local Assistance Department is recommended as a resource for managing riparian plant communities.
- *Hedgerow:* Planted for centuries to divide agricultural areas, create microclimates for cultivating crops, buffer buildings from harsh weather patterns, and to serve as fences, hedgerows have a strong presence in the historic landscape of Staunton. Because they are used in multiple ways, hedgerows are simultaneously a natural, cultural, and historical landscape resource. Hedgerows are comprised of combinations of multiple tree and shrub species arranged in a wide band and may be larger or smaller in scale depending on the species included in the planting. Developed areas could benefit from hedgerow plantings particularly in areas able to take full advantage of the density and sense of enclosure inherent in this type of planting. Historically typical Virginia hedgerow species include *Maclura pomifera* (Osage orange), *Crataegus* species (Hawthorns), *Ilex* species (Hollies), *Viburnum* species and *Juniperus virginiana* (Eastern Red cedar); in the developed landscape, hedgerows could be created with a wide range of plant species combinations. Hedgerow type plantings lend themselves very well to storm water management systems integrated into site design such as bioretention.
- *Orchard:* Staunton has a long history of fruit production within the city limits as well as in near-by Augusta County. Large areas south of Sears Hill and to the west of Greenville Avenue were cultivated as orchard as recently as the mid 1950's. Fruit tree species common to orchard production in

Virginia are apples (*Malus* sp.), peaches (*Prunus persica*) and pears (*Pyrus communis*). Orchards are typically planted in multiple, parallel rows forming a grid pattern. This pattern of planting facilitates pruning, fruit harvest and the movement of air through the trees. Virtually all tree species can be planted in a grid pattern which is easily integrated into site design comprised of the right angles typical of many developed sites.

Planting Configurations and Stormwater Management

The design of stormwater management systems such as bioretention are based on the natural ability of forests and woodlands to absorb and filter large amounts of rainfall. This process of absorption and filtering reduces the amount, velocity, temperature, and quality of rain water as it impacts local watersheds. When we clear and for development and replace indigenous plant communities, this mechanism for absorption and filtering is lost. By integrating plantings and soil profiles mimicking this natural system (like bioretention) in smaller increments throughout developed areas, such as parking lots, this function can be reestablished to a large degree. Including these kind of plantings throughout developed areas significantly impacts the quantity, velocity, temperature, and quality of stormwater runoff from paving and buildings.

- It is recommended provisions for stormwater management be surface based, integrated into developed areas incrementally, and utilize plant based systems of treatment.
- Stormwater ponds are discouraged.

Managing Site Plantings

- Management of Invasive Species: Plants included on the Virginia State or Federal lists of invasive exotic plants species should not be planted in the Entrance Corridor Overlay District and should be selectively or wholly removed from all sites as part of a larger landscape management strategy. In particular, remnant forest, woodland, and hedgerows require managing the presence of invasive plant species.
- Pruning and the Maintenance of Trees and Shrubs: Please refer to ANSI A 300 Part 1- Standards for pruning.
- Right-of-way responsibilities: It is recommended the owner or occupant of any land or premises abutting upon any public street right-of-way, including to the sidewalk and between the sidewalk and the curb, maintain all plantings whether installed by the property owner, occupant, or the City of Staunton.

Site and Building Signs

- Sign characteristics not recommended include:
 - * Floating sign. A sign that is a moored balloon or other type of tethered floating sign.
 - * Lighting of any type outlining any structure or window
 - * Pennants, ribbons, spinners, streamers. Pennants, ribbons, spinners, streamers or similar moving devices, whether or not they are part of a sign
 - * Sign that contains or consists of searchlight, beacon or strobe light. A sign, other than a public sign, that contains or consists of a searchlight, beacon, strobe light, or similar form of illumination
 - * Sign that produces sound. A sign that produces sound for the purpose of attracting attention regardless of whether the sign has a written message content
 - * Sign with unsafe illumination. A sign that is illuminated so as to be unsafe to vehicular or pedestrian traffic
 - * A commercial window sign affixed to a window or door above the first floor of the structure unless the business to which the sign pertains does not occupy any first floor space
 - * Advertising vehicles, where the vehicle is parked so as to be visible from a public right-of-way

in a parking space or parking area not associated with a car dealership; the vehicle is inoperable; or the vehicle is incapable of moving on its own or is not self-propelled.

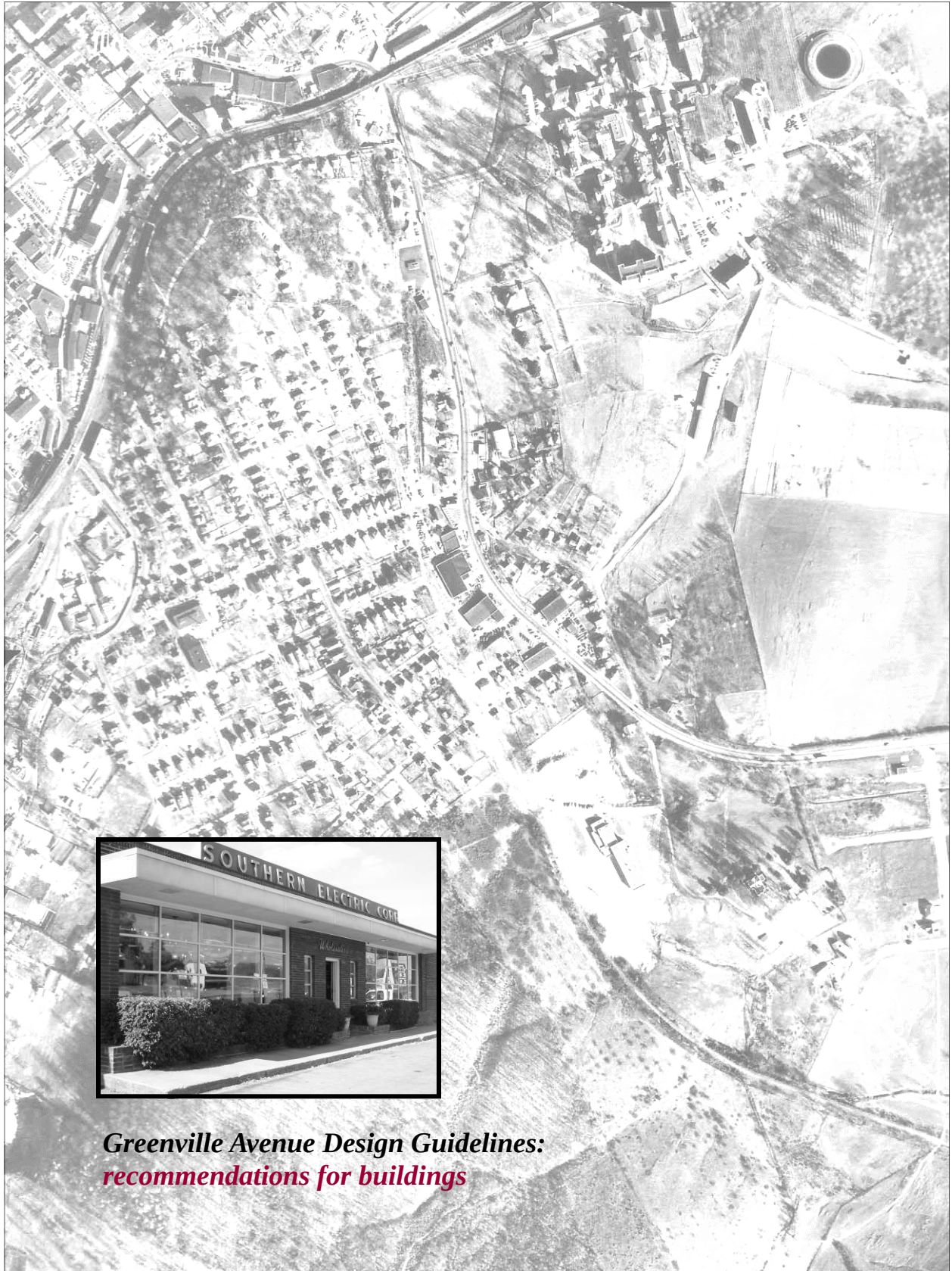
- * Banners, except as a temporary sign
- * Billboards
- * All roof signs
- LED display signs are not on the list of permitted signs in the Entrance Corridor Overlay District, the ordinance does allow staff to consider additional types of signs for approval. LED displays are very energy efficient which is good for both the property owner and the community. However LED signs can create glare, spillover light onto adjacent properties, and if they blink on and off create a distraction for drivers. With these considerations, the use of LED displays along Greenville Avenue may be supported with the following conditions: The LED display should consist of red diodes on a black background. The LED display be turned off after the business closes; The LED display shall not move or change within a 24 hour period; Should an LED display cause undue glare on adjacent properties or from near-by Greenville Avenue, the light levels should be dimmed and maintained at the reduced level.
- Sign bases should reflect site material and construction traditions. Brick, concrete, and metal are appropriate materials.
- To provide a consistent element throughout the Entrance Corridor Overlay District, all channel letters and bubble signs should have dark bronze trim caps and returns; raceways should be painted to match mounting surface.
- Neon signs will be considered if used as part of a freestanding sign or sign located on a building face; neon tubing used to outline, edge, or otherwise emphasize building or site features are not recommended.
- Text and logos only on gas station canopies may be internally illuminated; the overall internal illumination of gas station canopies is not recommended.
- Small, standardized, neon “OPEN” signs are recommended; all other lighted signs located in building windows is not recommended.

Site and Building Lighting

- Because Greenville Avenue is adjacent to large residential areas, the use of cut off or full cut off site, building, and canopy lighting fixtures are recommended on fixtures emitting over 1800 lumens.
- To provide consistency throughout the Entrance Corridor Overlay District, all site and building light fixtures should be dark bronze in color.

General Site Design Exceptions

- Intact building and site combinations more than 50 years old from the date of adoption of these guidelines may be considered based on the design history and typical patterns of use.



***Greenville Avenue Design Guidelines:
recommendations for buildings***

Recommendations for Buildings:

Existing Buildings as Design Sources

The Comprehensive Plan includes the protection of historic structures in changing areas as a policy goal. Staunton's unique cultural and historic characteristics are expressed in its remaining commercial buildings, industrial buildings, residences, cemeteries, site elements, and site configurations. While the Entrance Corridor Overlay District does not require the preservation of these buildings, we hope to encourage their retention and creative re-use, as well as offer them as examples for helping determine the character of future development and re-development projects on Greenville Avenue.

Buildings remaining from early points in the history of the street contribute to the character, mark the growth and location of the local community, and refer to cultural content in a manner that cannot be replaced or duplicated. Because of their value to the community, the adaptive re-use of existing historic buildings and site structures is encouraged in the Entrance Corridor Overlay District. Federal assistance through the National Park Service for the rehabilitation of historic buildings not located in historic districts may be available for property owners; contact <http://www.nps.gov/history/hps/tps/tax/brochure1.htm#10> for additional information. Staunton City and Virginia State incentives may be available for the rehabilitation of existing buildings for use as businesses in portions of the Entrance Corridor District overlapping the City's Enterprise Zones; please refer to the Staunton City web site for further information. <http://www.staunton.va.us>

The intent of this section of the design guidelines is to improve the quality of new and re-developed buildings. The Entrance Corridor Overlay District ordinance requires the design of adaptive re-use and newly constructed buildings based the scale, massing, materials, and construction methodology and manner of negotiating changes in elevation of near-by historic resources. Included below are examples of existing buildings with characteristics that may be used to inform new building design. Please note the replication of historic buildings is not encouraged; mimicking historic architecture may contribute to a misleading sense of historic development.



Harry's Lunch; appears in 1954 aerials and is listed as Stover's Lunch in 1957-58, sign indicates continual use as a lunch counter since 1951: Original building demolished to accommodate on-site parking; current building constructed in 1994. The house behind and terraced above the restaurant is likely original to the site; blue painted metal sign with cables and pole mount may have included a neon component. While B-2 zoning allows residential use on the second story of commercial buildings, Harry's Lunch is a good example of a legally non-confirming combination of a separate single family residential use and business use on the same site. This pattern of combined business and residential has a much longer history than the contemporary pattern of business owners living isolated from their businesses. Total square footage of Harry's Lunch is 1,196.



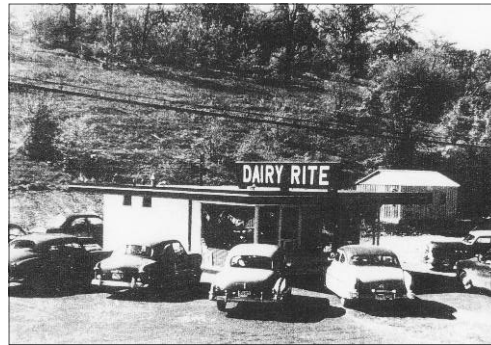
Rocket Restaurant; age not indicated on assessor records, does not appear in 1954 aerials: Located in the 800 block this one story restaurant building includes large windows throughout the majority of the exterior walls and an extended roof overhang serving as shelter for a sidewalk built at the buildings edge. Included in the original site detailing are signs comprised of rocket imagery with integral neon, this type of sign has been perpetuated on Greenville Avenue with new signs at both Kline's Ice Cream and Wright's Dairy Rite. A long, mown grass lawn was provided on the south side of the building with tables, chairs, and aluminum umbrellas for dining. Total square footage of the restaurant building is approximately 4,550.



Listed as Southern Electric Corporation in 1957-58; City assessor lists the building as built in 1955: The front elevation of the building includes a transitional area with a canopy, sidewalk, and planter boxes integral to the construction of the building. Included as well is an entry door with side lights and two large multiple light windows set several inches into the front face of the building. The back of this building is multiple storied, taking advantage of changes in the existing topography by placing truck deliveries and the bulk of parking at the rear of the building, featuring a one story elevation at street level. A single row of parking is provided between the building and the sidewalk / street. The total square footage of this building is approximately 16,500 but because of the advantageous use of existing topography, the building appears much smaller when viewed from Greenville Avenue.



Listed as Reid Stores Inc. Grocers in 1957-58; appears in the 1954 aerials: this building has been adapted for re-use as part of an auto parts shipping complex which includes several other buildings located to the north, their core structures also appearing on the 1954 aerials. This building is the smallest of the suite and includes several elements of merit. The building front is located at the sidewalk for ease of pedestrian access, continuing as an L shape towards the west and across the back of the site. This L shape serves two purposes: the back of the building serves as a retaining wall, negotiating the existing grade from the front to the back of the site, placing the parking on the parcel adjacent on the western boundary near roof level while simultaneously creating a parking area on the north side of the building. The front of the building includes a generous transitional area combining a wide canopy, a doorway recessed into the front elevation, and an interior passage area. The canopy contributes to the human scaled qualities of the building by dividing the large decorative block entry element, providing an area more easily related to human dimensions. The total square footage of this building is 7,000.



Wright's Dairy Rite: in continual use since 1955, does not appear in the 1954 aerials. Although the original building and sign have been expanded and replaced, Wright's is an good early example of food service oriented towards automobile traffic and has become a cultural fixture in Staunton over the years. The current building and site sign include several design elements appropriate as examples for new buildings on Greenville Avenue. Along with the drive-in component, the building offers comfortable, human scaled environments for dining indoors or out. Wright's signs are an example of other existing and historic examples combining imagery and neon on Greenville Avenue; Kline's ice cream parlor near-by and to the south of Wright's is another local favorite neon sign. Another notable feature of the ice cream parlor are garage door sides, allowing the building to be opened to the elements in favorable weather. The total square footage of Wright's is 2,175.

General Building Characteristics

Based on the strengths of the seven example buildings provided as a source for design characteristics, the following recommendations are provided:

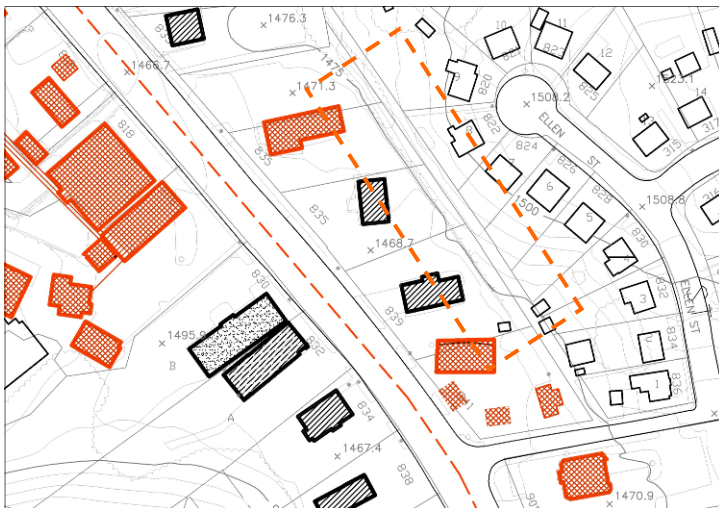
- Recommend supporting special use permit requests for properties zoned B-2 wishing to include residential and commercial uses in separate buildings within a single parcel within the Greenville Avenue ECOD when a history of this pattern can be demonstrated. This recommendation is intended as a means of allowing for the continuation of a business type important to Staunton's highway history and culture.
- New buildings should include one or a combination of the following materials/methods of construction: wood frame, fiber cement, metal, plastic, and stucco siding; brick, stone, or concrete foundations; brick construction or brick facing; finished concrete block; roof materials of standing seam metal, asphalt shingle, and rubber membrane/parapet for flat roof forms.
- Site walls retaining walls should be comprised of: brick, or concrete; brick facing on a concrete or cmu wall. The use of segmental/modular concrete block is discouraged. Site walls should be con-

sidered as part of site terracing in increments; site walls out of proportion with building foundations or the human figure are discouraged.

- The Greenville Avenue has a long commercial history. Years of collective land disturbance has resulted in several areas with existing retaining walls located along the back edge of corridor parcels. Most of these existing site walls are constructed of concrete. Several existing examples include building foundations and integral site walls used to negotiate changes in elevation from the front of the building to the back. On Greenville Avenue most of these conditions are located on the western side of the corridor, resulting in buildings either a story taller in the back, or a story taller at the street edge. These buildings utilize combinations of terracing into and building above the surface of the existing land form. Auxiliary spaces in buildings created by elevation changes create possibilities for additional useable space or provide areas to conceal the buildings mechanical systems.

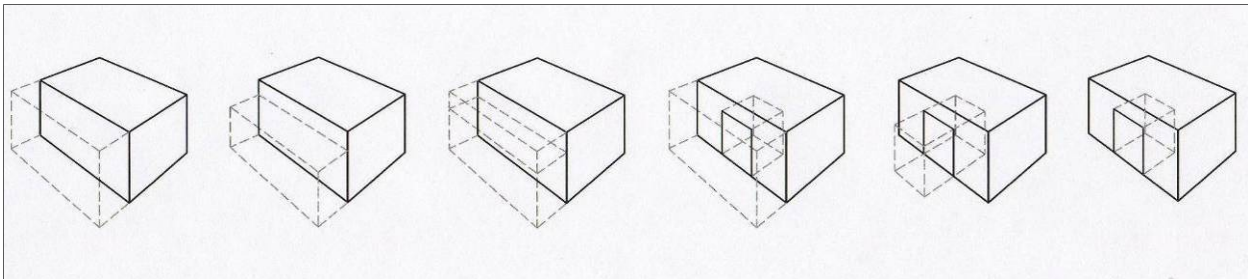


commercial building serving simultaneously as a retaining wall, creating an enclosed parking area that is in scale with human dimensions; with very large buildings, placing part of the building underground can help reduce negative impacts of a building that otherwise may be out-of-scale with its surroundings



existing retaining walls: both land form and direct access disrupted by heavy handed site leveling creating spaces that are not useful and often difficult to manage

- Roof forms recommended include single gable and flat forms; mansard roof forms are not recommended on modern styled buildings.
- Site materials recommended include local stone, asphalt, concrete, and exposed aggregate concrete.
- The building examples provided include transitional areas from the outside to the inside of buildings. These areas provide protection from the elements, allow areas for outdoor dining and gathering, provide covered walkways connecting business to business, and help modulate the scale of multi-storied buildings. It is recommended the front of all buildings include a transitional area a minimum of 15 feet deep; this area may be an attached porch, breezeway, colonnade, or other similar element; a minimum of one third (5 feet) of this area must be fully protected from the weather. Transitional areas may extend fully outside of the main building face, extend fully inside the main building face, or combine interior and exterior elements.

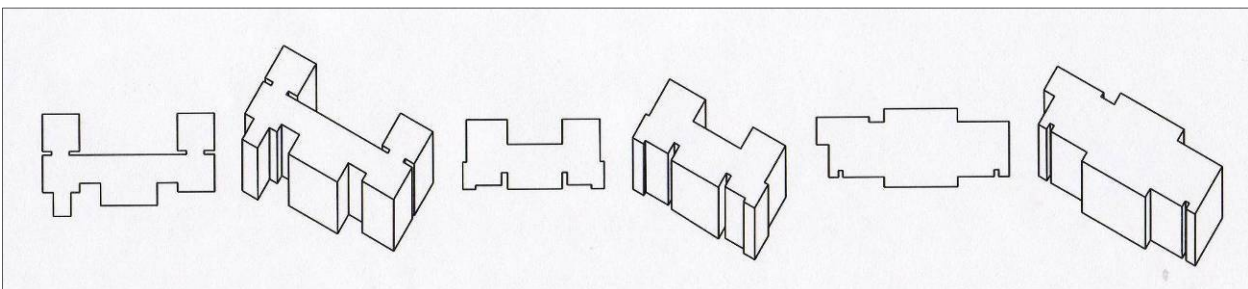


schematic strategies for combining types of transitional areas



examples of porches and breezeways in new buildings

- The examples provided also include variations in the overall form of the buildings; simple box forms are not the norm. Where they do exist, the surfaces of box forms have been activated with variations in the surface of the building, with of the buildings featuring a variety of windows on all elevations; tinted glass is discouraged. It is recommended new building elevations include a minimum of three surface variations of a minimum of 8 inches deep; variations a minimum of 2 feet deep should be provided when tied to a change in the roof line.



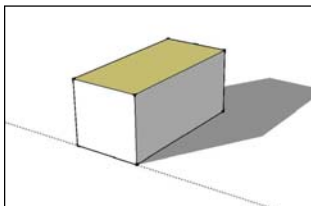
schematic variations in building form

- Windows should be used to provide interest and surface variations on building elevations. Sheer building walls are discouraged.

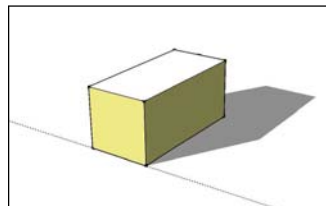


variations in overall building form on new buildings

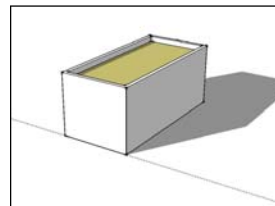
- The design of gas station canopies, building canopies and other accessory structures should be compatible with the scale, color, materials, and detail of the buildings they serve.
- For the purposes of the design guidelines, the following definitions of exterior building walls and roofs apply. The definition of building walls and roofs is important when the use of walls and roofs for the display of signs for example: signs attached to walls are recommended in the Entrance Corridor Overlay District; the use of any signs attached to building roofs is not recommended. (*as amended 2.10.11*)



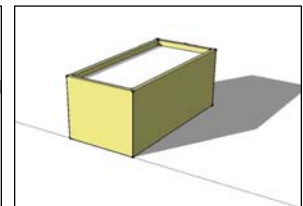
flat: roof



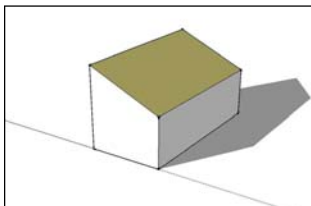
flat: walls



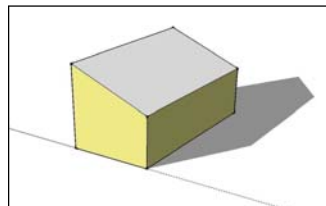
parapet: roof



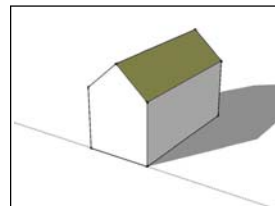
parapet: walls



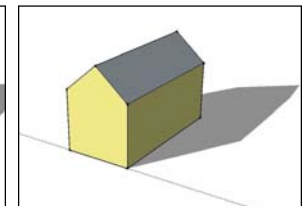
shed: roof



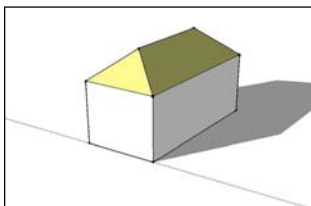
shed: walls



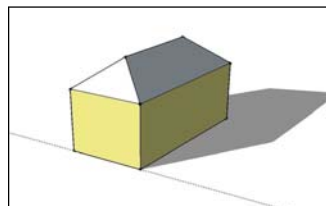
gable: roof



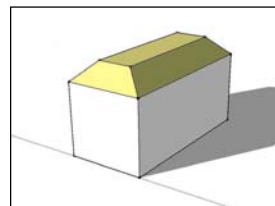
gable: walls



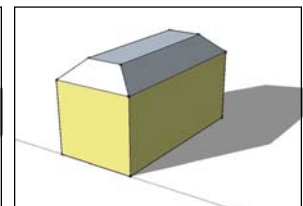
hip: roof



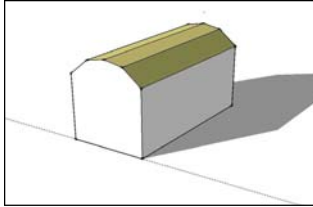
hip: walls



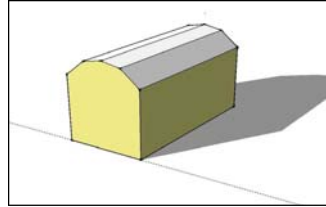
mansard: roof



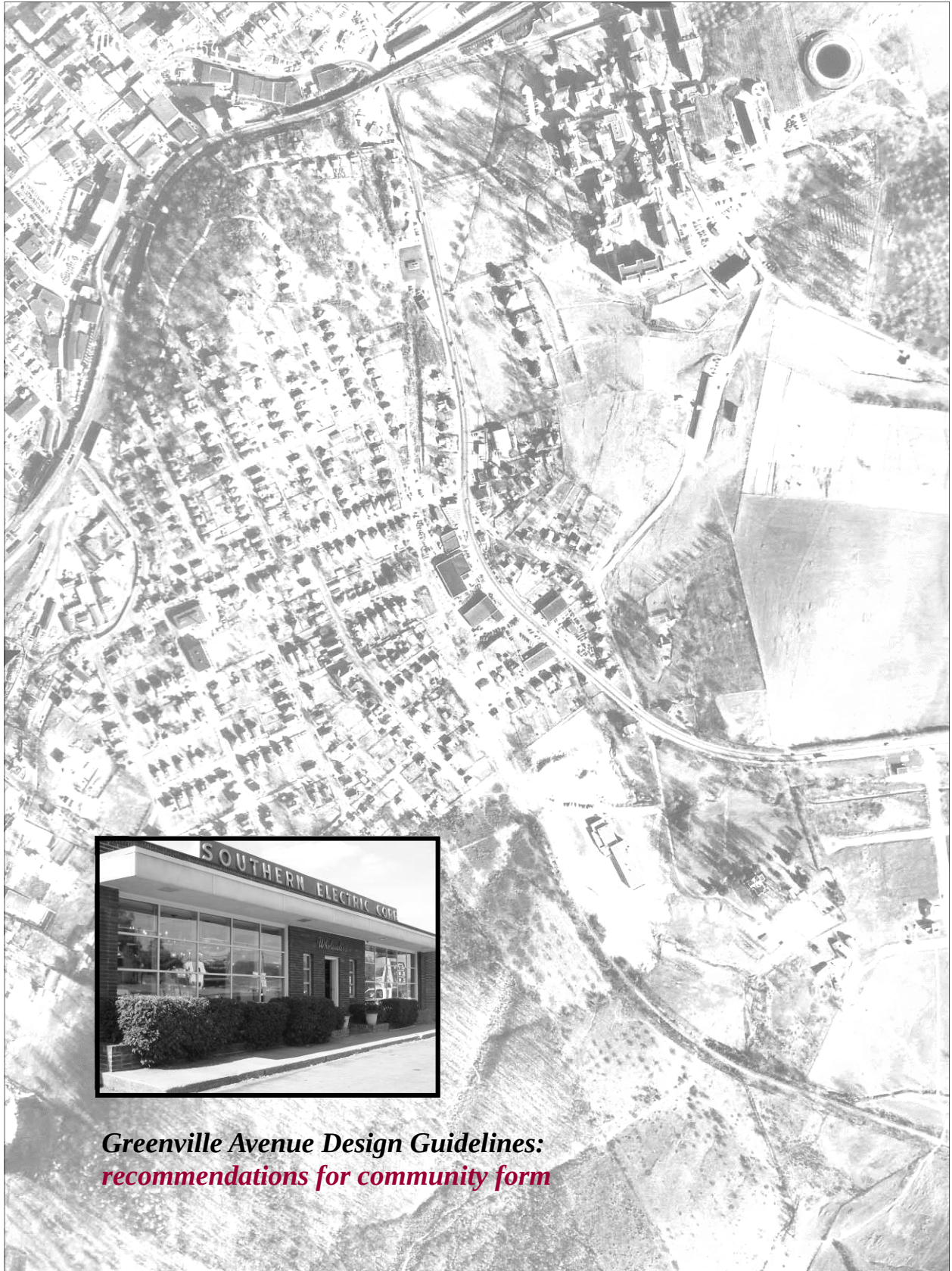
mansard: walls



gambrel: roof



gambrel: walls



***Greenville Avenue Design Guidelines:
recommendations for community form***

Design Guideline Areas along Greenville Avenue



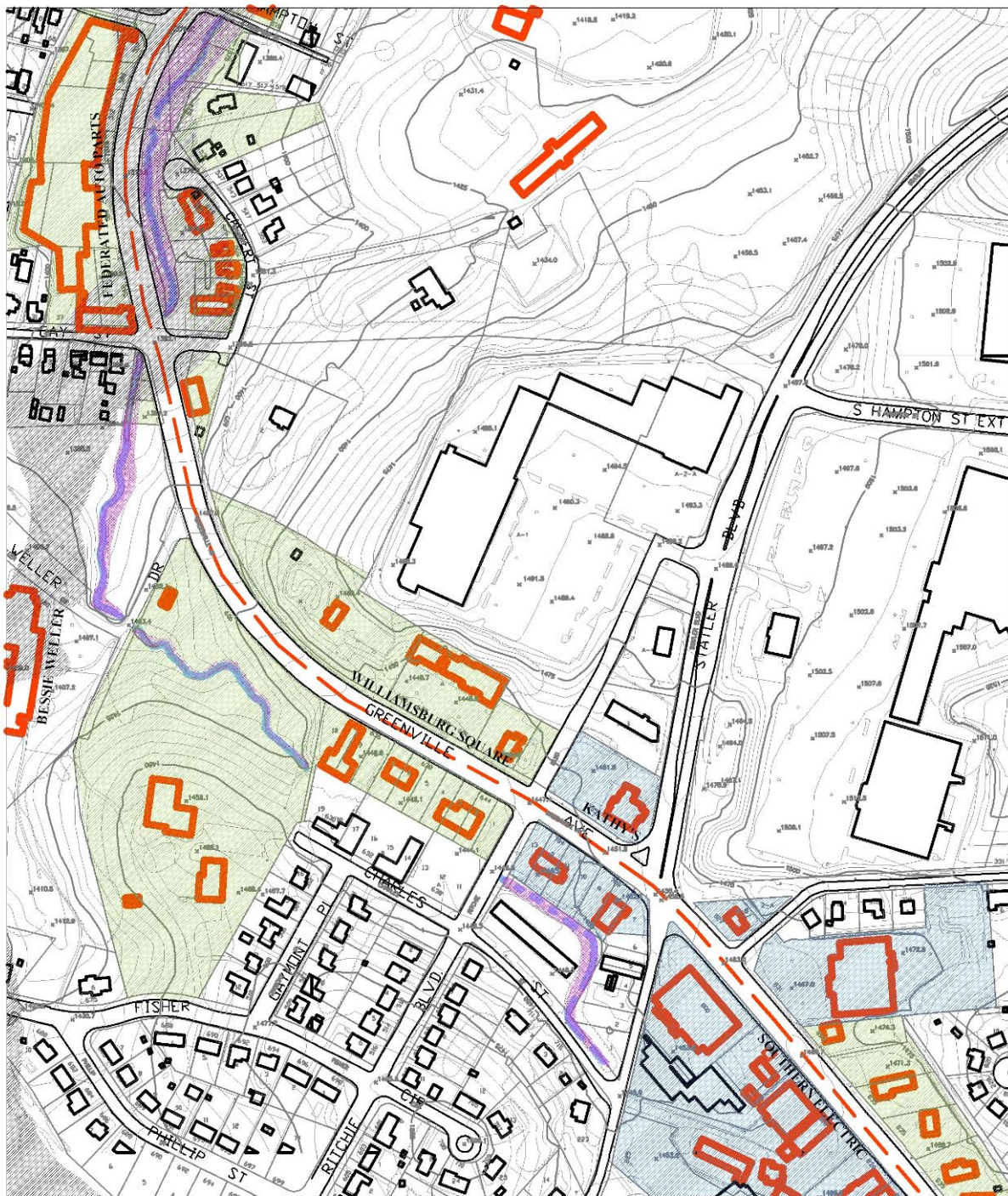
Entrance Corridor Overlay District: Greenville Avenue — — — — —
proposed design guideline areas



nts

note: map elements depicted are representations and are not to be construed or used as legal description; this map is for display purposes only

section/plan A		flood plain	
section/plan B		creek buffer plantings	
section/plan C		Lewis Creek Tributary	



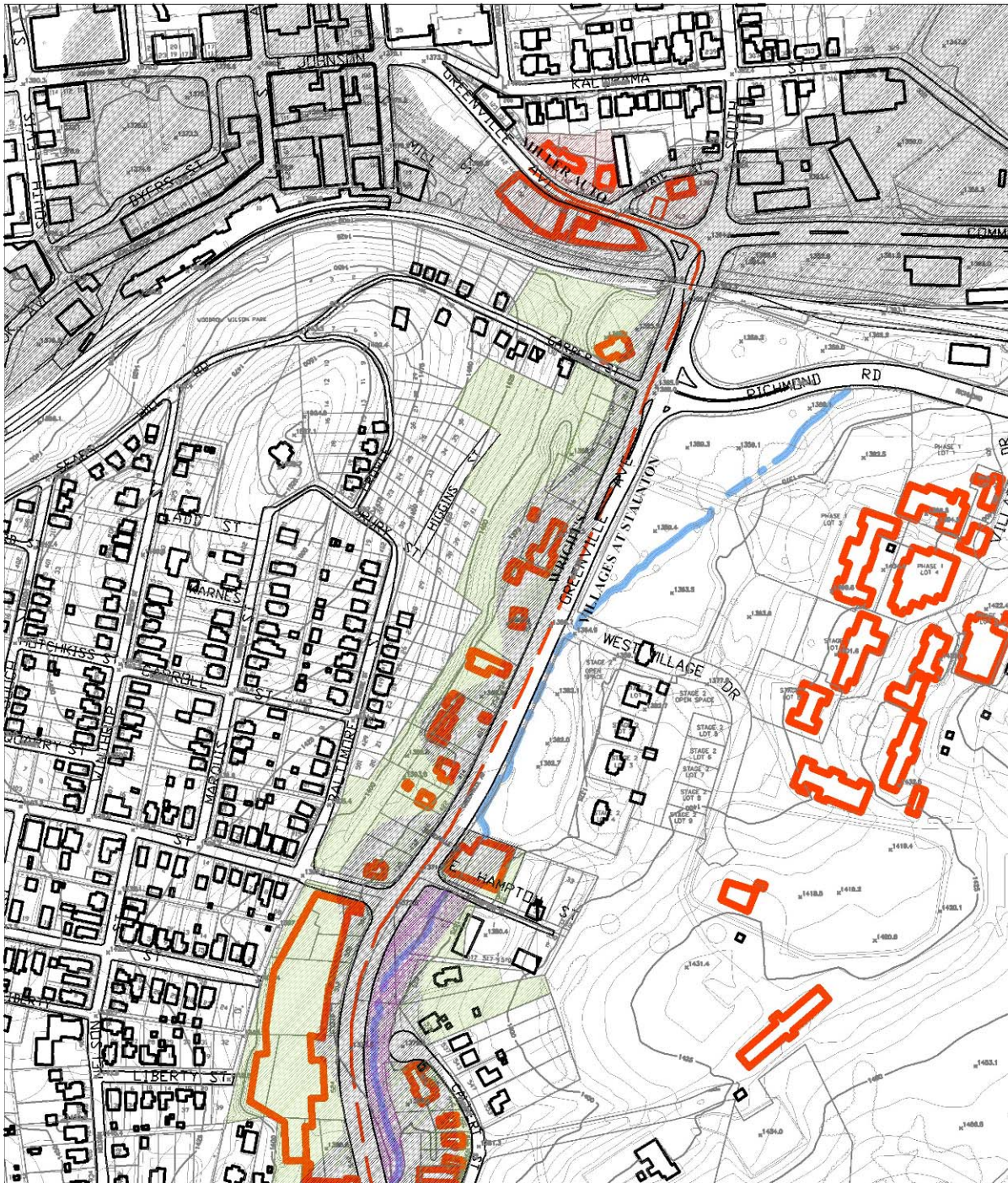
Entrance Corridor Overlay District: Greenville Avenue - - - - -
 proposed design guideline areas



nts

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section/plan A		flood plain	
section/plan B		creek buffer	
section/plan C		Lewis Creek	
		Tributary	



Entrance Corridor Overlay District: *Greenville Avenue* - - - - -
 proposed design guideline areas



nts

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section/plan A		flood plain	
section/plan B		creek buffer plantings	
section/plan C		Lewis Creek Tributary	

Section/Plan A

- It is recommended the majority of the buildings located in Section/Plan A area be retained; the adaptive re-use of these buildings is highly recommended. Demolition of any building over 50 years of age from the time of adoption of these design guidelines is not recommended.
- Accessory structures and additions to existing buildings over 50 years old of the date of the adoption of these guidelines should be smaller in scale, use the same materials and methods of construction, and be located behind the front elevation of the existing building.
- In the case of new buildings, the recommended range of footprint from 79' x 100' (7,900 square feet, two stories) to 17' x 100' (1,700 square feet); the front of buildings parallel to and facing the corridor.
- In the case of new buildings, it is recommended front yard setback reflect adjacent conditions; 0 setbacks at side and back yards; if vehicular access is possible to the back of the site, dedicated pedestrian passage through building or between buildings is recommended from the back to the front of the site.
- It is recommended street fixtures and materials located in the public right-of-way reflect streetscape standards included in the Staunton Downtown Development Association Downtown Streetscape Plan. In cases where the sidewalk is to be replaced the entire width of one parcel or more; sidewalks and curbs to match width, scoring, top finish, color, and aggregate of adjacent concrete.
- Stormwater management should be integrated into the parking lot for reducing the quantity and improving the quality of both building and parking surface runoff. Green roof plantings or rain water collection systems are recommended for buildings with no on-site parking.
- Parking area or vehicular travelway located adjacent to a sidewalk should provide a 3 1/2' tall evergreen, continuous hedge between the sidewalk and parking lot or vehicular travelway.
- It is recommended the existing width of the street remain unchanged.
- Street trees are not recommended in Section/Plan A with the exception of the corner parcel located at the intersection of Greenville Avenue, Commerce Road, and Coalter Street.

Section/Plan B

- Recommended range of building footprint from 100' x 260' (26,000 square feet , two stories, 35' tall maximum) to 80' x 40' (3,200 square feet); the front of buildings should be placed parallel to and facing the corridor.
- Minimum front yard setback 16', maximum setback 26' is recommended; 6' wide minimum sidewalk; it is recommend building placement adjust to coordinate with adjacent conditions; parking should be located at the side or back of the building.
- Side and rear yard setbacks as established in underlying zoning.
- Provide large canopy street trees a the rate of 20' on center along the full length of corridor frontage. Provide planted at 2 1/2" caliper, dbh, minimum; 15' tall for multi-stemmed trees.
- Accessory structures and additions to existing buildings over 50 years old of the date of the adoption of these guidelines should be smaller in scale, use the same materials and methods of construction, and be located wholly behind the front elevation of the existing building.
- Stormwater management should be integrated into parking lot plantings for reducing the quantity and improving the quality of both building and parking surface runoff.
- Consider utilizing plantings adjacent to sidewalks inside or outside the public right-of-way as stormwater management.
- Parking located adjacent to a sidewalk or vehicular travelway should provide a 3 1/2' tall evergreen, continuous hedge between the sidewalk and parking lot or vehicular travelway.
- Parking lots within a block should be interconnected.
- It is recommended the existing width of the street remain unchanged.

Section/Plan C

- Recommended range of footprint from 200' x 500' (100,000 square feet; two story, single building, 75' in height, maximum) to 100' x 400' (40,000 square feet); multiple buildings may be connected by outdoor breezeway elements or single story passageways with internal parking courtyards; central passage through or adjacent to buildings are recommended to allow parking lots located behind buildings. The front of buildings should be parallel to and face the corridor.
- Minimum front yard setback of 16' and maximum setback of 55' is recommended; recommend adjusting to adjacent conditions.
- Parking lots are recommended located to the side and behind buildings.
- Parking lots within a block should be interconnected.
- Side and rear yard setbacks as established in underlying zoning.
- Provide large canopy street trees at the rate of 20' on center along the full length of corridor frontage. Provide planted at 2 1/2" caliper, dbh, minimum; 15' tall for multi-stemmed trees.
- Accessory structures and additions to existing buildings over 50 years old of the date of the adoption of these guidelines should be smaller in scale, use the same materials and methods of construction, and be located wholly behind the front elevation of the existing building.
- Stormwater management should be integrated into parking lot plantings for reducing the quantity and improving the quality of both building and parking surface runoff.
- Consider utilizing plantings adjacent to sidewalks inside or outside the public right-of-way as stormwater management.
- Parking located adjacent to a sidewalk or vehicular travelway should provide a 3 1/2' tall evergreen, continuous hedge between the sidewalk and parking lot or vehicular travelway.
- It is recommended the existing width of the street remain unchanged.

Floodplain

The Entrance Corridor Overlay District ordinance includes the following provision for structured parking: When 50% or more of the required parking area is located below or above the building, one story may be added to the maximum total number of stories allowed.

- Sites located in the FEMA flood plain are encouraged to integrate parking on the first floor of new buildings.

Improved City Right-of-Way (ROW)

- In order to provide multiple options for improvements along the corridor, improve the function of the corridor, and contribute to Greenville Avenue's sense of community, improvements to the public right of way are recommended as part of the Entrance Corridor Overlay District program. These improvements include possibilities such as additional plantings, surface stormwater management facilities, crosswalks, and bicycle lanes.
- Greenville Avenue features the presence of a tributary of Lewis Creek. Staff recommends the future addition of riparian buffer plantings to include large canopy and sub canopy trees, shrubs, grasses, and wildflowers.
- The conversion of existing central turning lanes into curbed median with large canopy trees is recommended only as part of a larger study of site access and vehicle safety. Planted areas may serve as stormwater treatment areas and facilitate pedestrian crossing.

Floodplain

- In addition to scale and setback recommendations above, it is recommended new construction in the flood plain on either West Beverley Street or Greenville Avenue include multi-storied structures with the first floor dedicated to parking garage.

Design Guideline Area Example Sections: possible configurations



Entrance Corridor Overlay District: Greenville Avenue - - - - -
 proposed design guideline areas



note: map elements depicted are representations and are not to be construed or used as legal description; this map is for display purposes only

- | | | | |
|----------------|--|--------------|--|
| section/plan A | | flood plain | |
| section/plan B | | creek buffer | |
| section/plan C | | Lewis Creek | |
| | | Tributary | |

Design Guideline Area Example Sections: Section/Plans C and B, Improved ROW



Section a: existing conditions

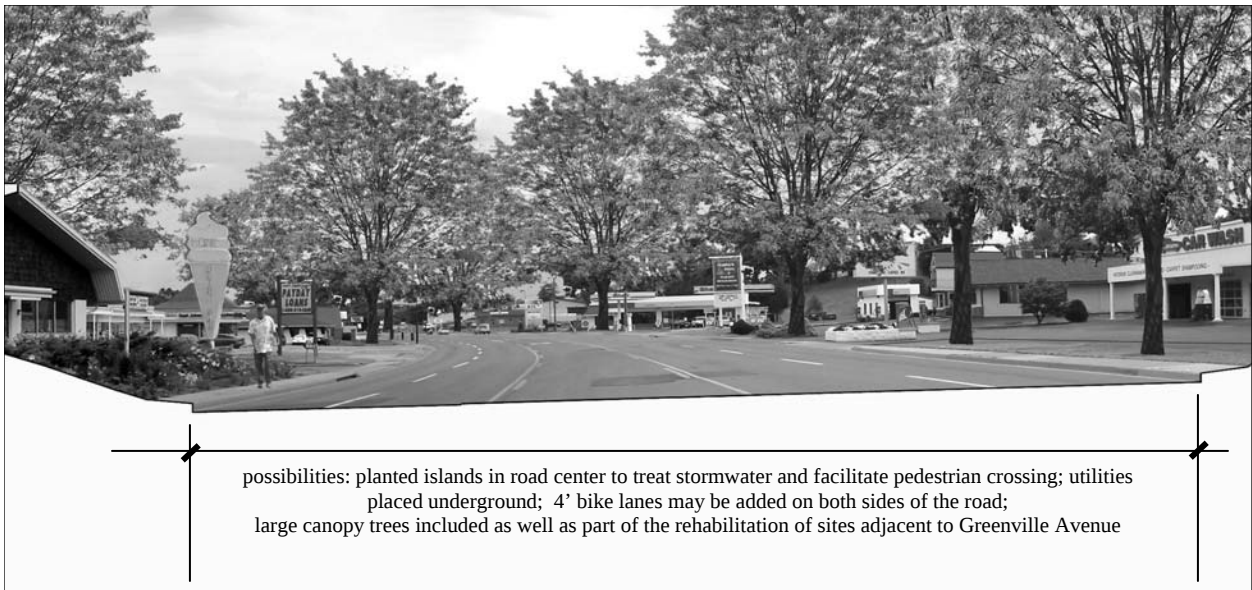


Section a: possible new configuration

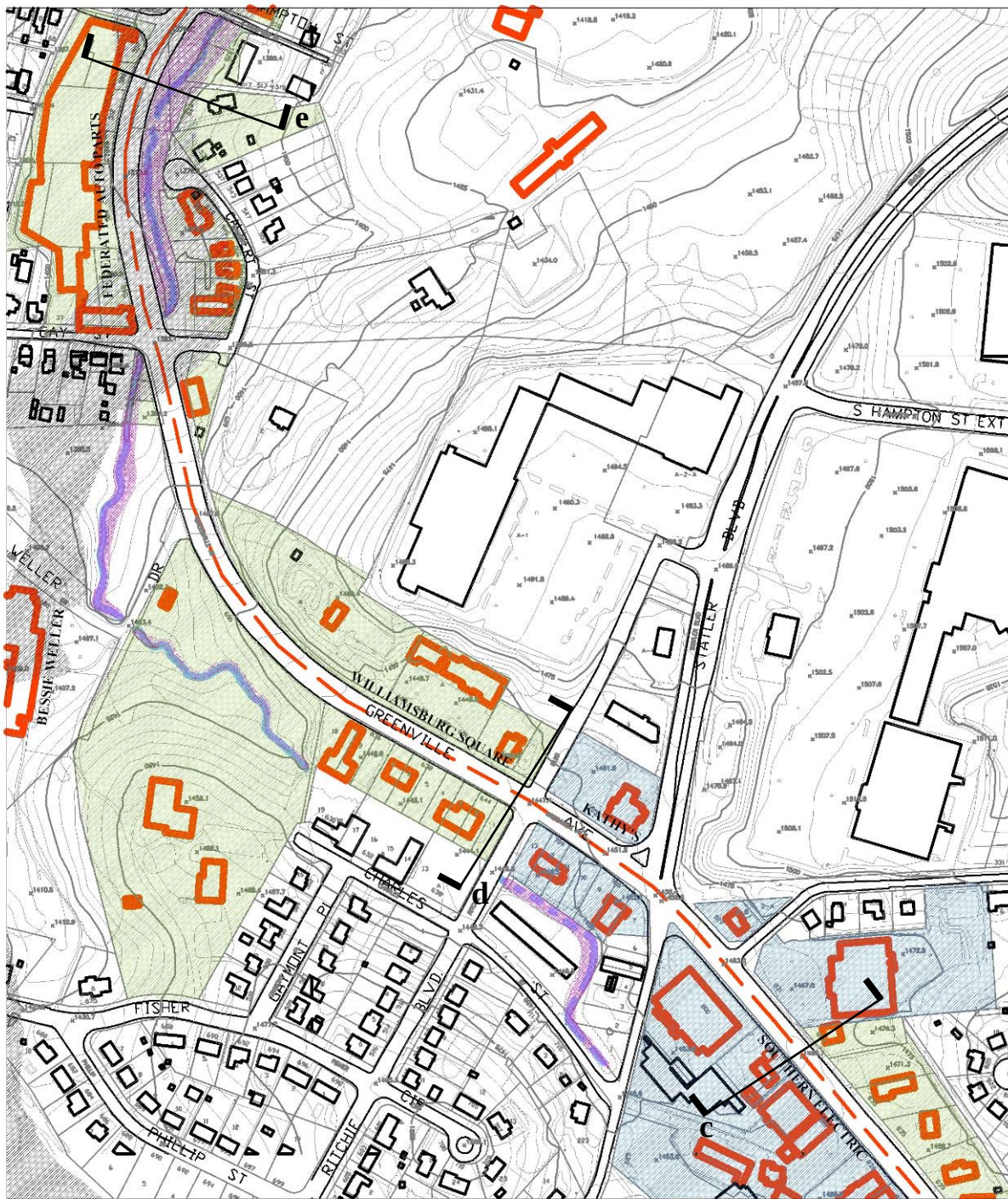
Design Guideline Area Example Sections: Section/Plans C and B; Improved ROW



Section b: existing conditions



Section b: possible new configuration



Entrance Corridor Overlay District: Greenville Avenue ---
proposed design guideline areas



nts

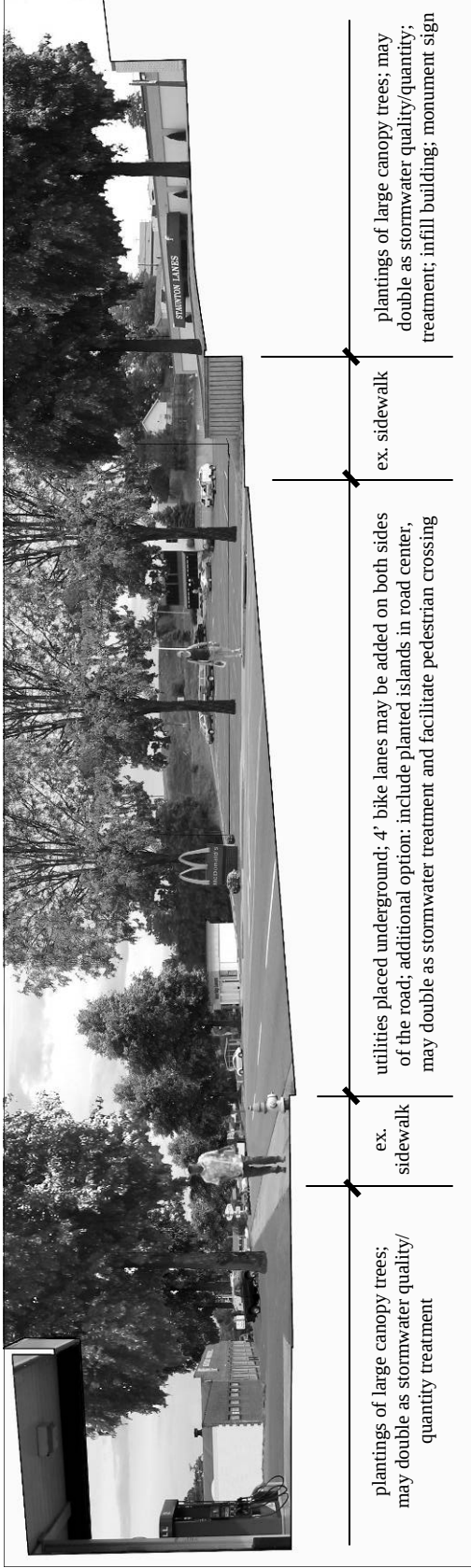
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section/plan A		flood plain	
section/plan B		creek buffer	
section/plan C		Lewis Creek Tributary	

Design Guideline Area Example Sections: Section/Plans C and B



Section c: existing conditions

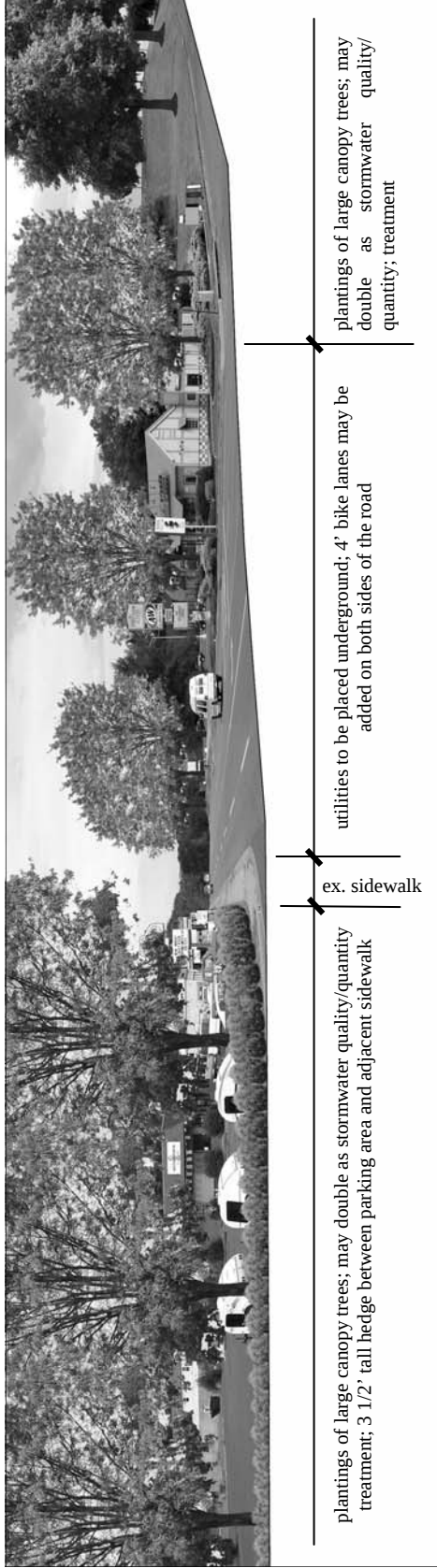


Section c: possible new configuration

Design Guideline Area Example Sections: Section/Plan B; Improved row



Section d: existing conditions

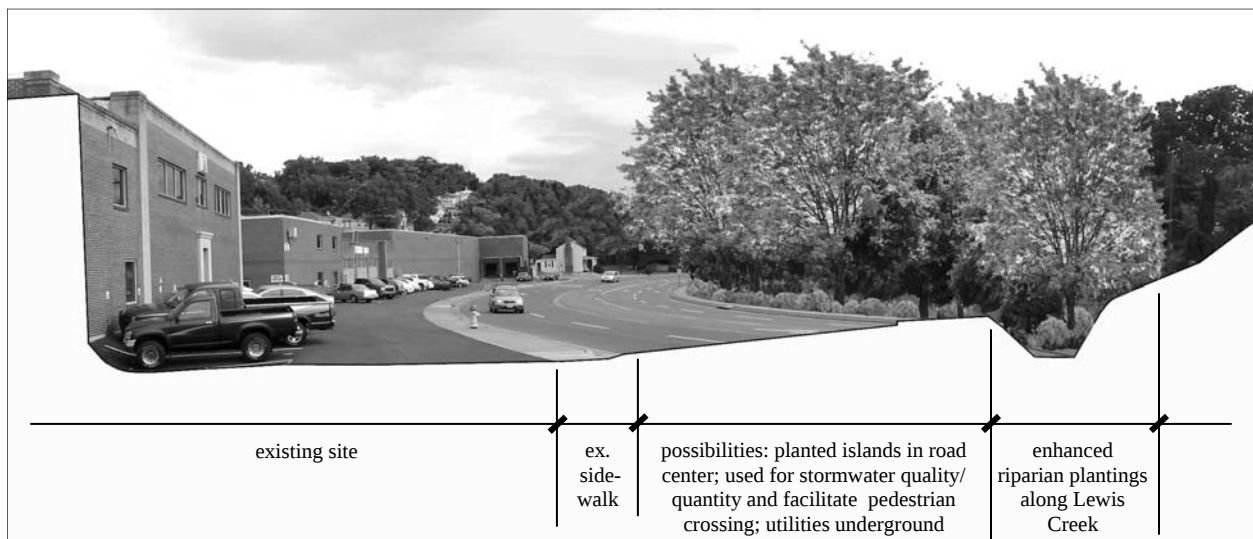


Section d: possible new configuration

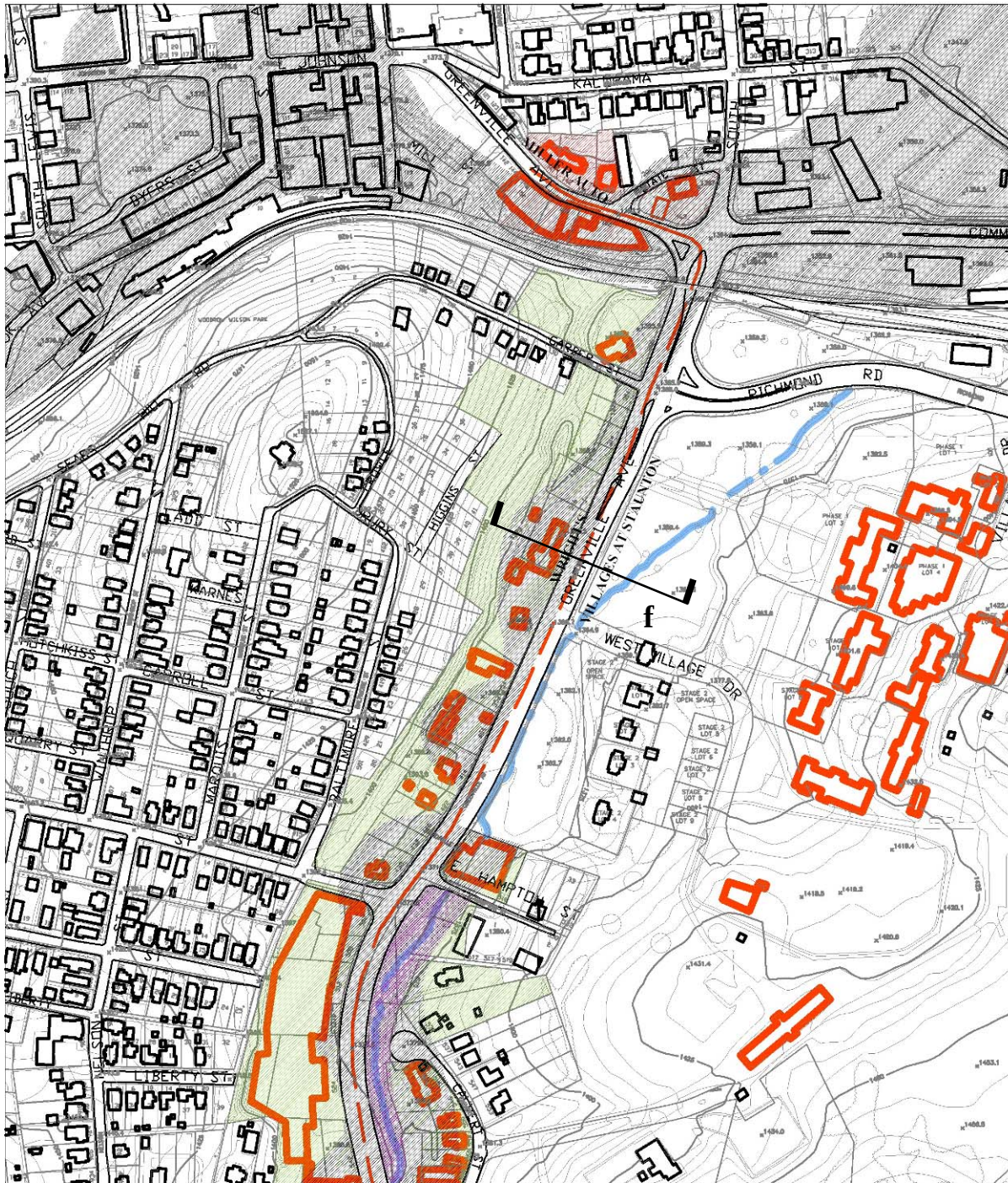
Design Guideline Area Example Sections: Enhanced riparian plantings



Section e: existing conditions



Section e: possible new configuration



Entrance Corridor Overlay District: *Greenville Avenue* - - - - -
 proposed design guideline areas



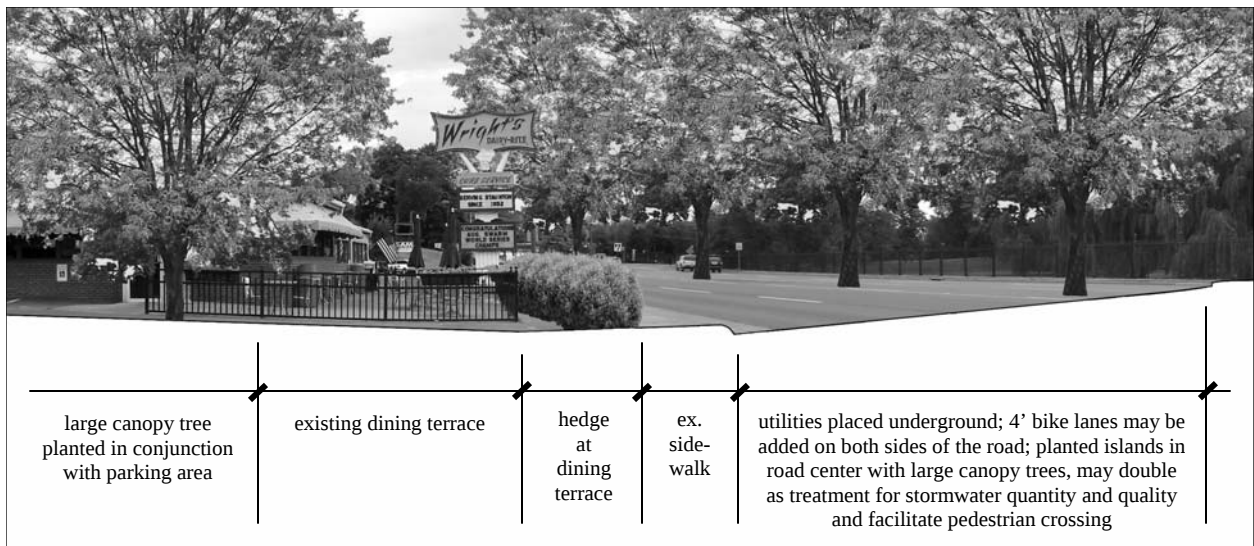
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section/plan A		flood plain	
section/plan B		creek buffer	
section/plan C		plantings	
		Lewis Creek Tributary	

Design Guideline Area Example Sections: Section/Plan B



Section f: existing conditions



Section f: possible new configuration

Rehabilitation Districts: for the purpose of tax abatement for new construction

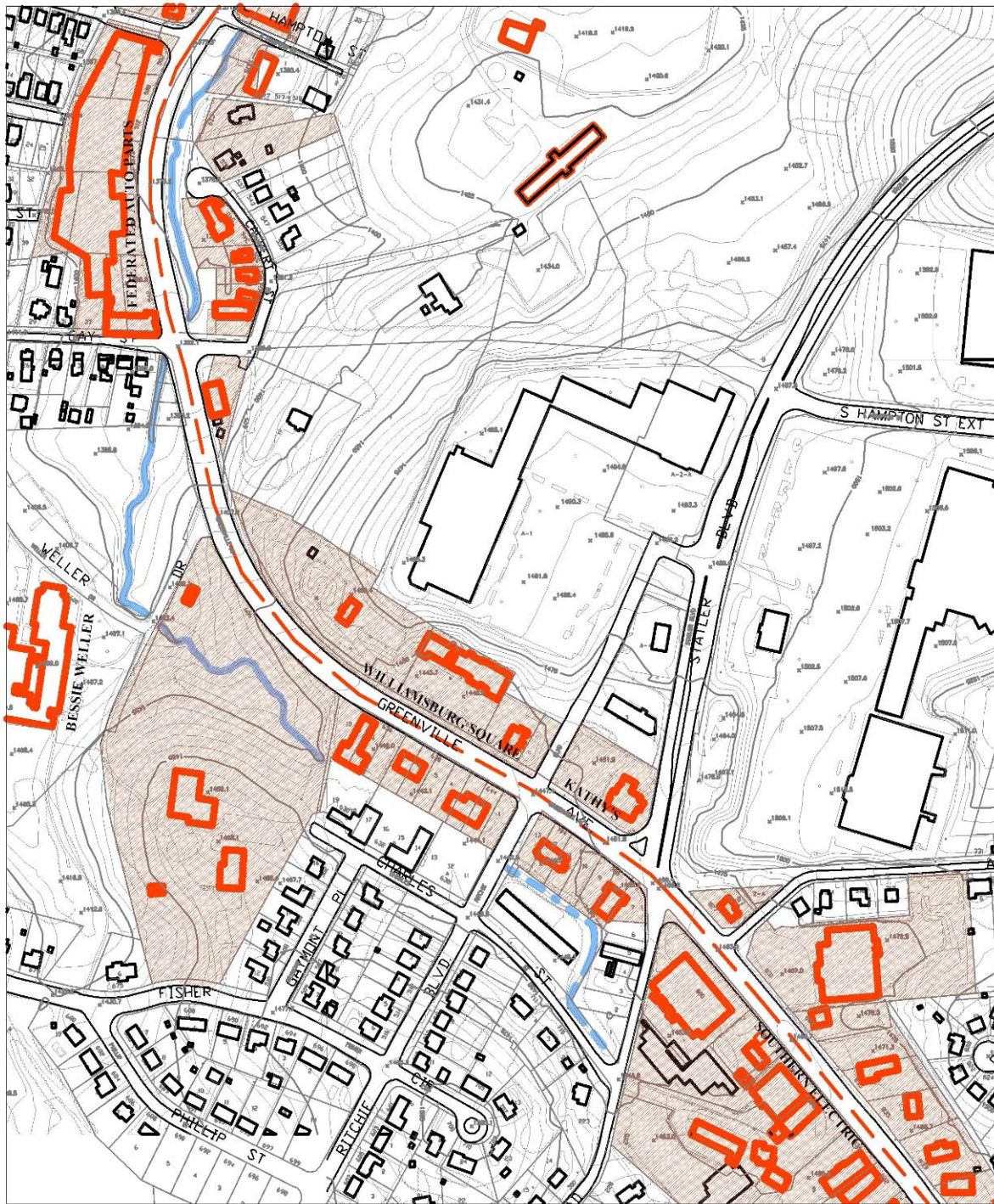


Entrance Corridor Overlay District: Greenville Avenue — — — —
proposed rehabilitation districts

proposed rehabilitation
districts for the purposes
of tax abatement for new
construction



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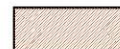
Entrance Corridor Overlay District: Greenville Avenue

proposed rehabilitation districts

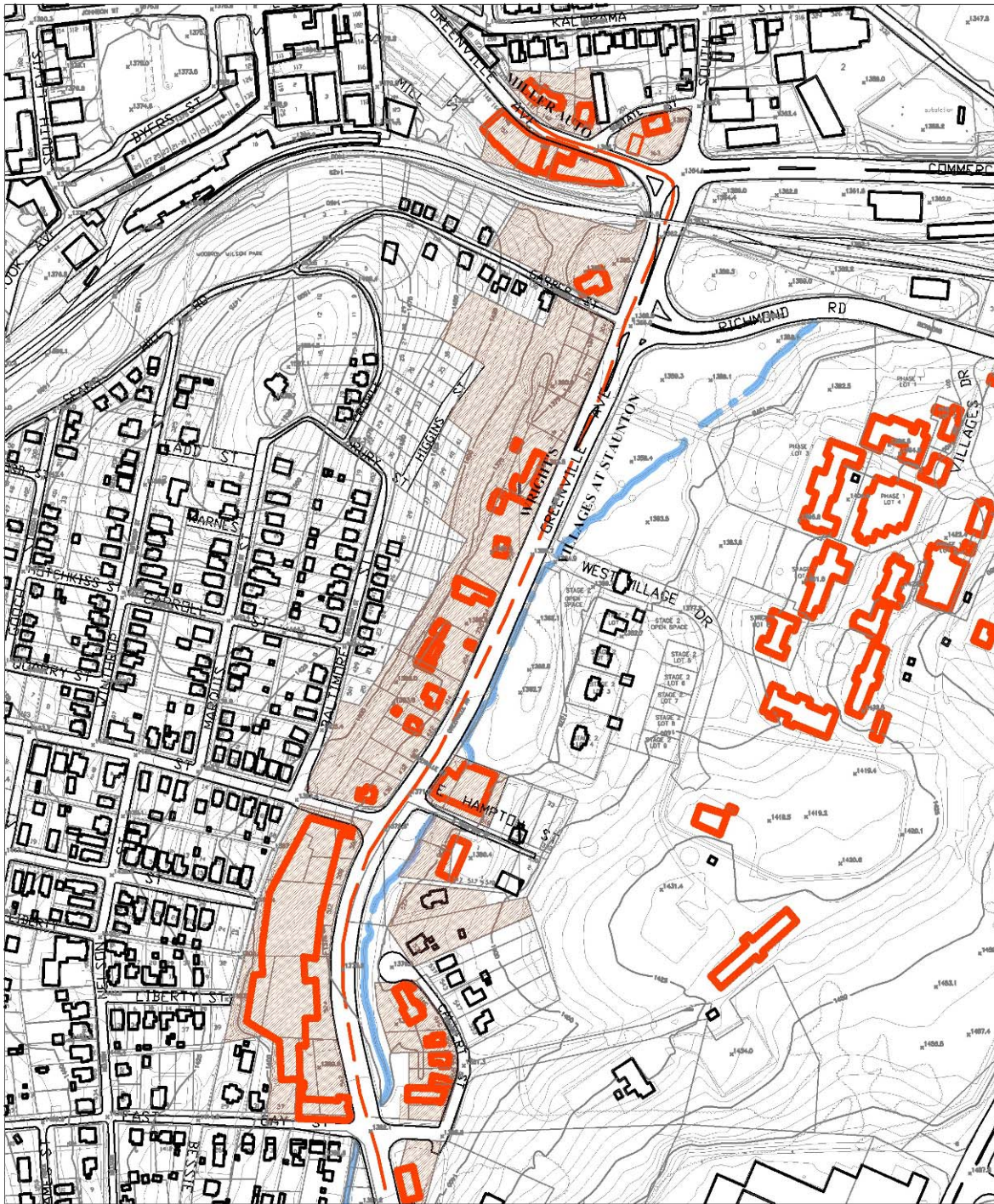


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proposed rehabilitation districts for the purposes of tax abatement for new construction



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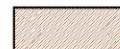
Entrance Corridor Overlay District: Greenville Avenue

proposed rehabilitation districts



nts

proposed rehabilitation districts for the purposes of tax abatement for new construction



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City of Staunton, Virginia
Amy Ransom Arnold, ASLA



Planning and Inspections Department
2008
(as amended 2.10.11)