

City of Staunton, Virginia
Entrance Corridor Overlay District



***Design Guidelines for North Lewis Street, North
Central Avenue, and North Augusta Street
(from Fredrick Street to Churchville Avenue)***

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Entrance Corridor Overlay District: Design Guidelines for North Lewis Street, North Central Avenue, and Augusta Street (from Fredrick Street to Churchville Avenue)

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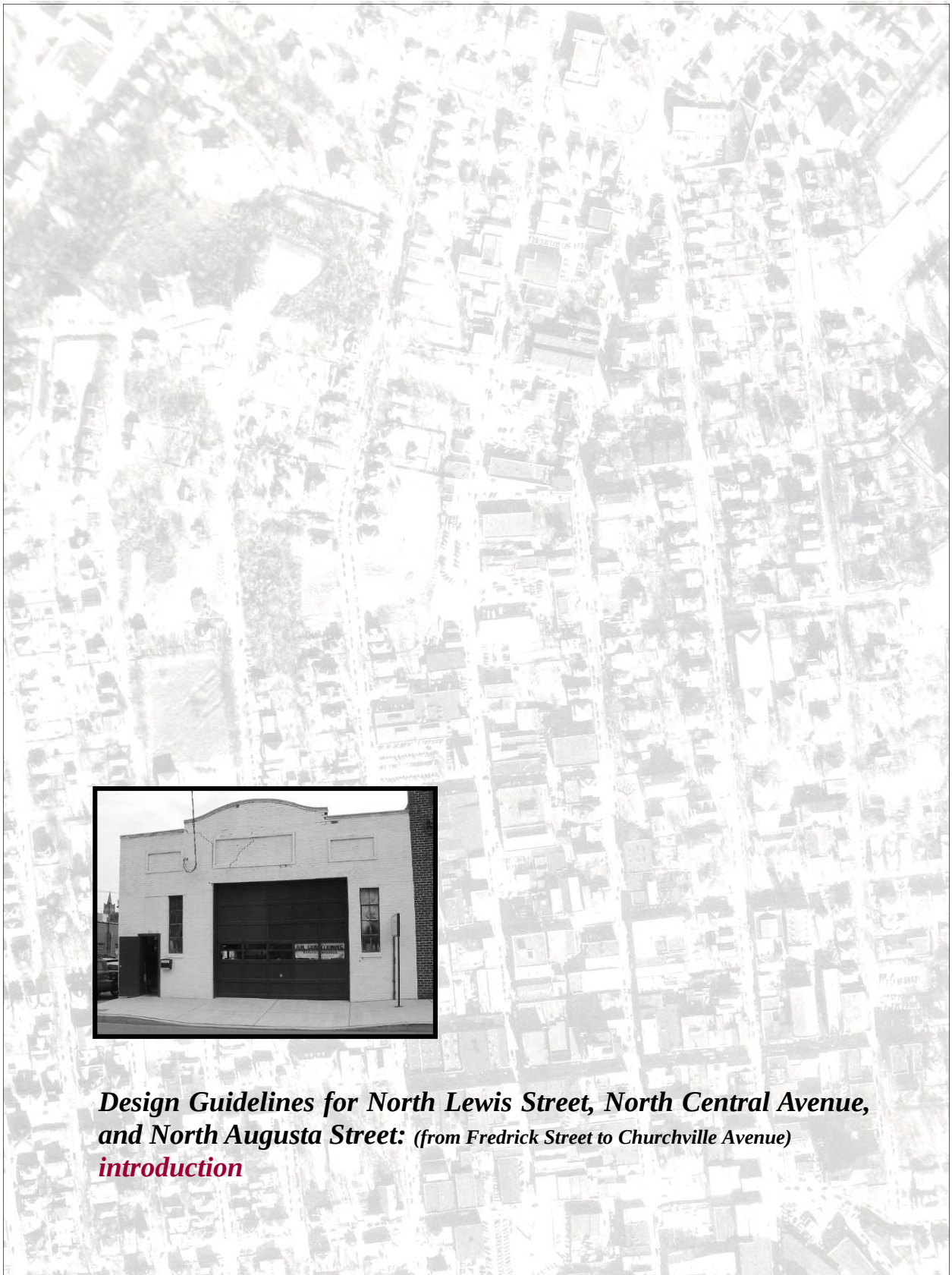
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***Design Guidelines for North Lewis Street, North Central Avenue,
and North Augusta Street: (from Fredrick Street to Churchville Avenue)***
introduction

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.

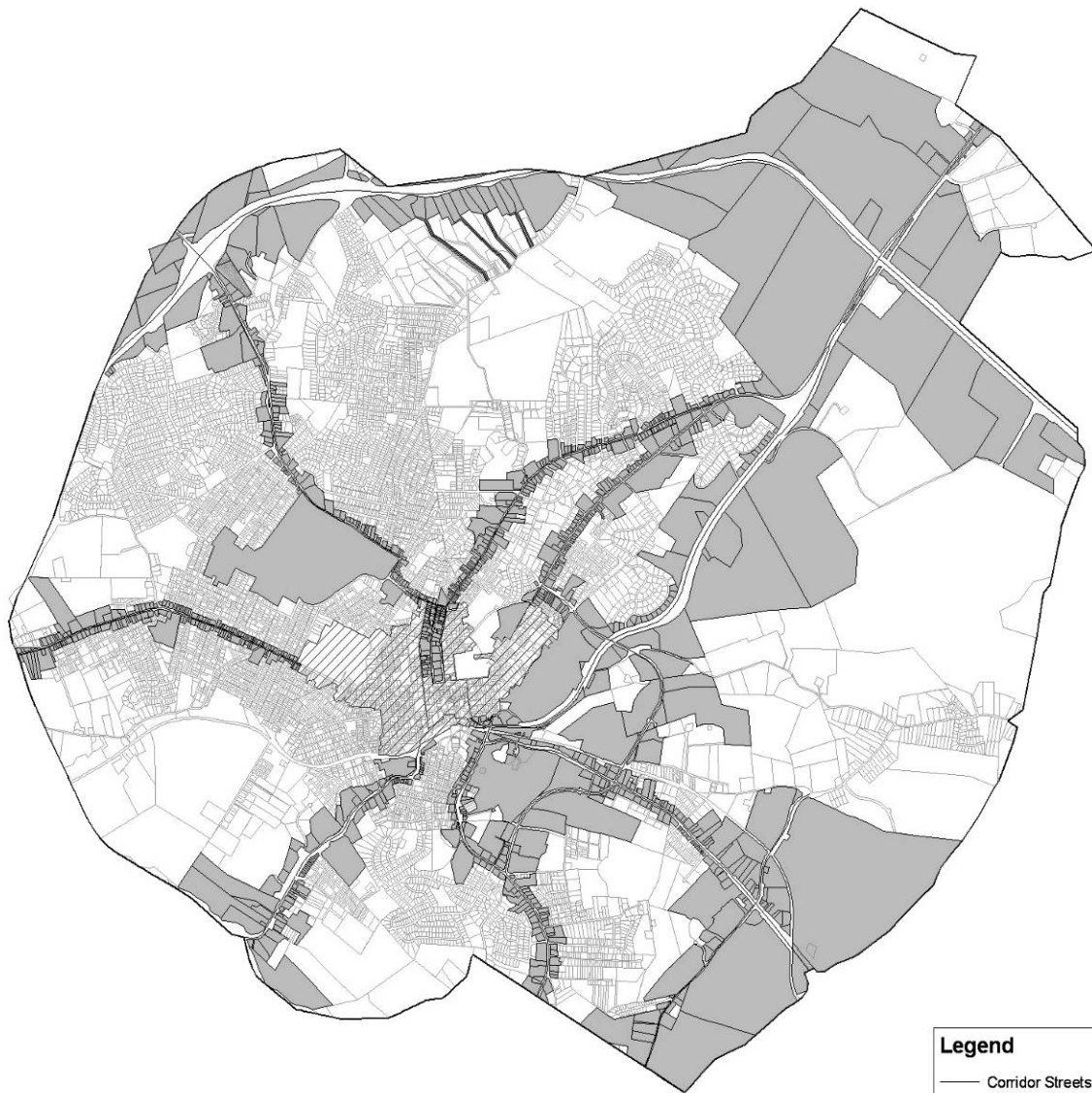
The guidelines and priorities outlined in the Comprehensive Plan reconfirm the desire among the citizens of Staunton to conserve and protect the City’s natural resources, historic character, and scenic qualities and encourage pedestrian friendly, human scaled development. Since 1747, the people of Staunton 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 these three streets 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 Lewis, Central, and Augusta. 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 these three streets.

North Lewis Street, Central Avenue, and North Augusta Street: (from Fredrick Street to Churchville Avenue):

This section of the Entrance Corridor Overlay District is bounded by Churchville Avenue, the Newtown Historic Preservation District, the Beverley Historic Preservation District, and the Stuart Addition Historic Preservation District. These blocks of North Lewis Street, Central Avenue, and North Augusta Street from Fredrick Street north to Greenville Avenue are all zoned B2. B2 zoning provides for a range of retail goods and services to satisfy the household needs of near-by neighborhoods and communities. B2 zoning is usually located on a thoroughfare with setbacks, area standards, and uses designed to be compatible with and to protect abutting residential districts. Residential dwellings on the second floor of commercial structures is a by-right use in B2 zoning.

The mixed use history of these corridors is long and well established; annexations dates in these blocks include 1748, 1804, and 1860. Much of the physical history of the area, as expressed in buildings, land patterning, street locations, and land forms, was removed, heavily altered, and/or replaced in the 1970's. The result of this activity is a large interruption in the urban fabric of Staunton's downtown. Coupled with the dominant presence of the flood plain of Peyton Creek, these recommendations for the direction of future development rely heavily on near-by historic examples of parcel and building scale and building code considerations for buildings located in the floodplain. In addition, the recommendations for this area focuses on recommending human scaled alterations to existing topography. While many historic resources were lost throughout this are in the 1970's, there remain resources appropriate for use in establishing building and site design models for these guidelines and many opportunities for the future adaptive re-use of existing buildings.

While less intensely traveled than our commercial corridors (Richmond Avenue, Greenville Avenue, and West Beverley Street) Augusta Street is still heavily traveled. The Virginia Department of Transportation figures for 2006 place the Annual Average Daily Traffic for this section of North Augusta Street between 15,000—19,999 trips.

Our overall recommendations regarding these three corridors has focused on strengthening the existing mixed use fabric, providing workable cross sections for the small scaled context of the street, providing recommendations sensitive to near-by single family residences, supporting a long history of combined residential and businesses on single sites and within single buildings, and in some areas including recommendations responsive to the large areas of flood plain along these corridors.

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 areas 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 with parcel boundaries; 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:

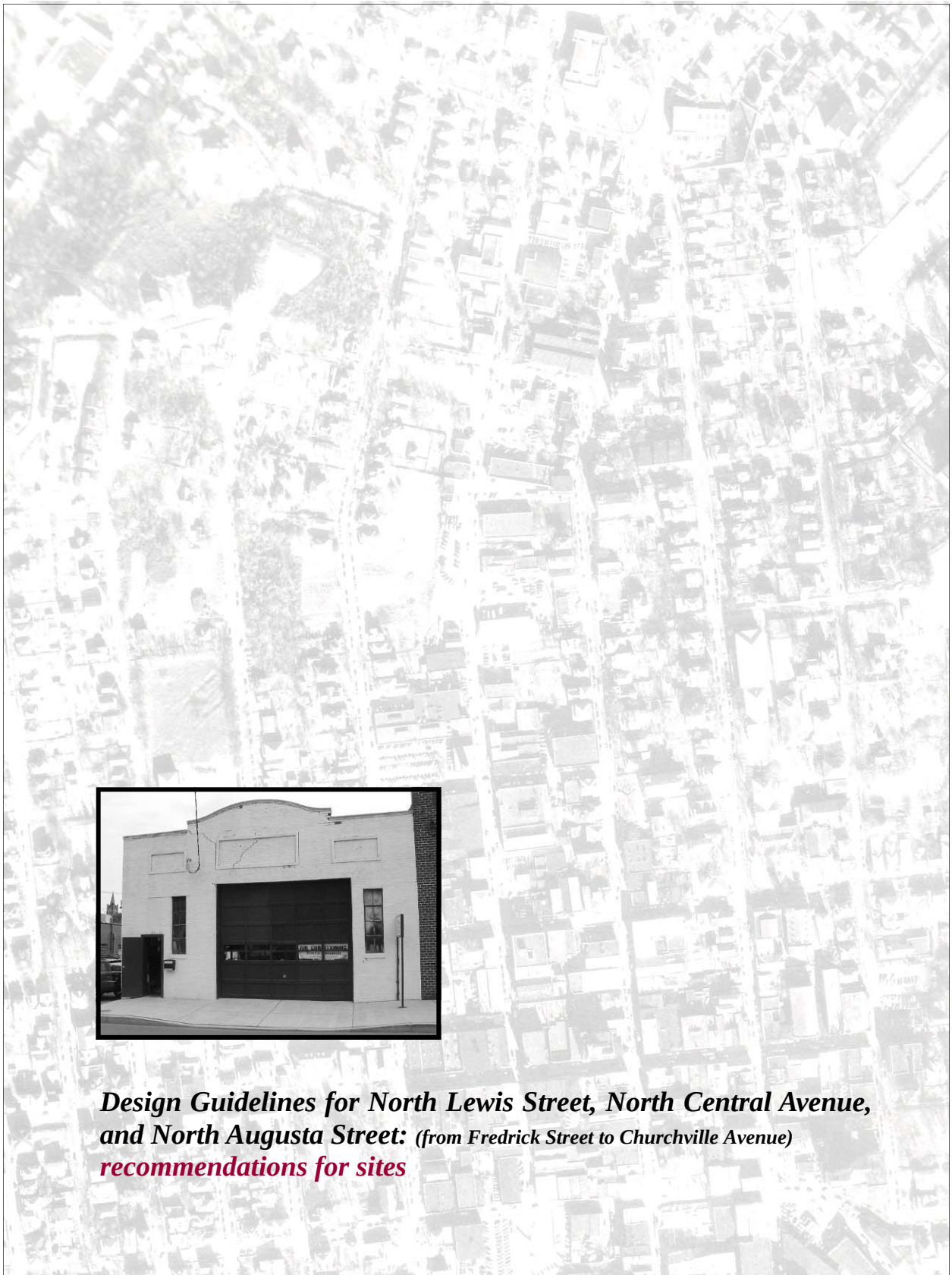
- Re-facing of existing site signs; continuing businesses
- Re-placement of all signs and sign supports: all changes of business or change in use on existing site
- Addition of all new site signs

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.

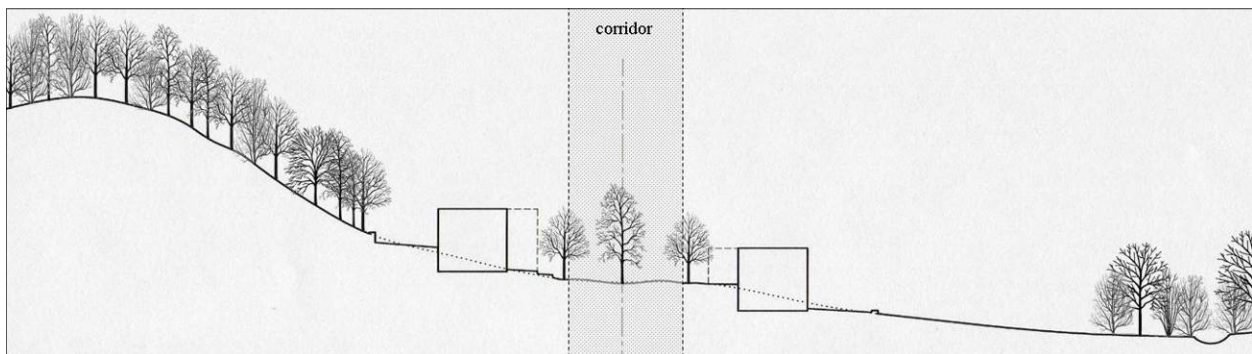


***Design Guidelines for North Lewis Street, North Central Avenue,
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recommendations for sites***

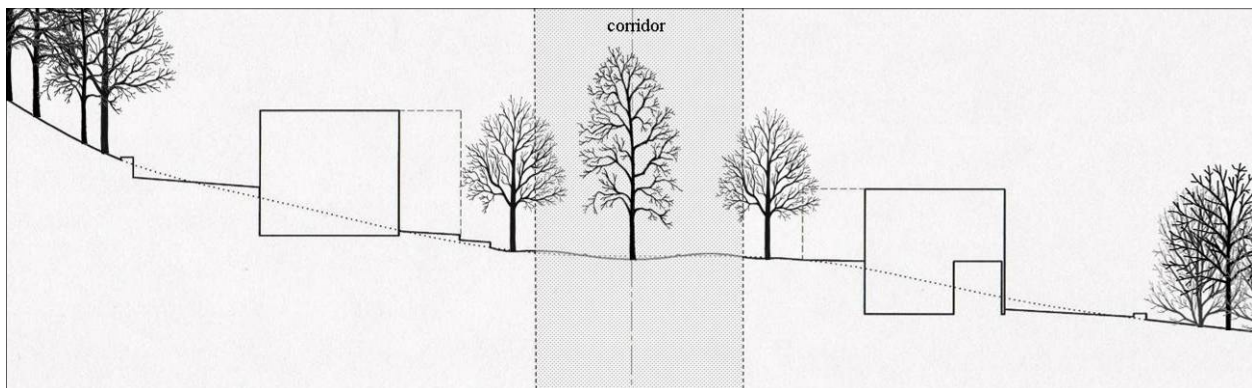
Recommendations for Sites:

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.

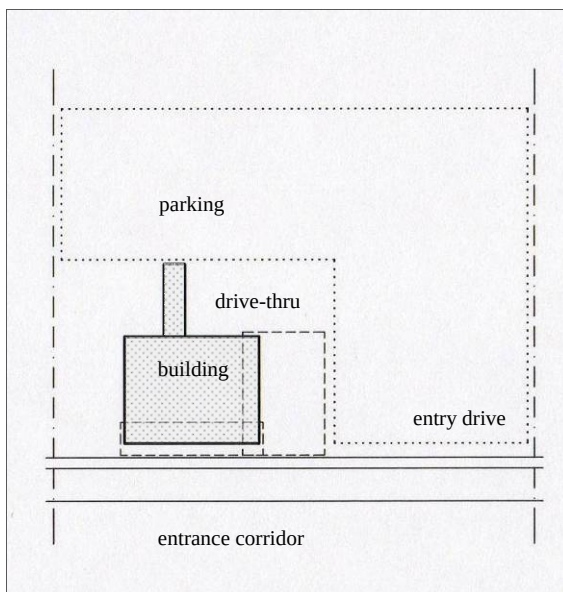


Schematic terracing of parking lots and buildings

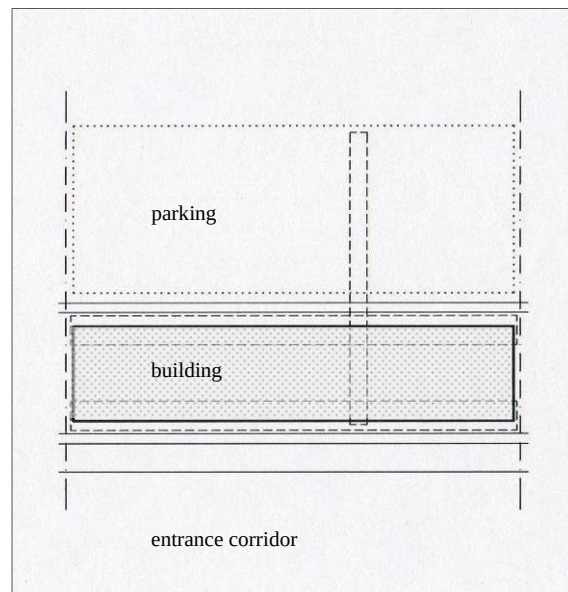


Schematic terracing of parking lots and buildings; detail

- 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

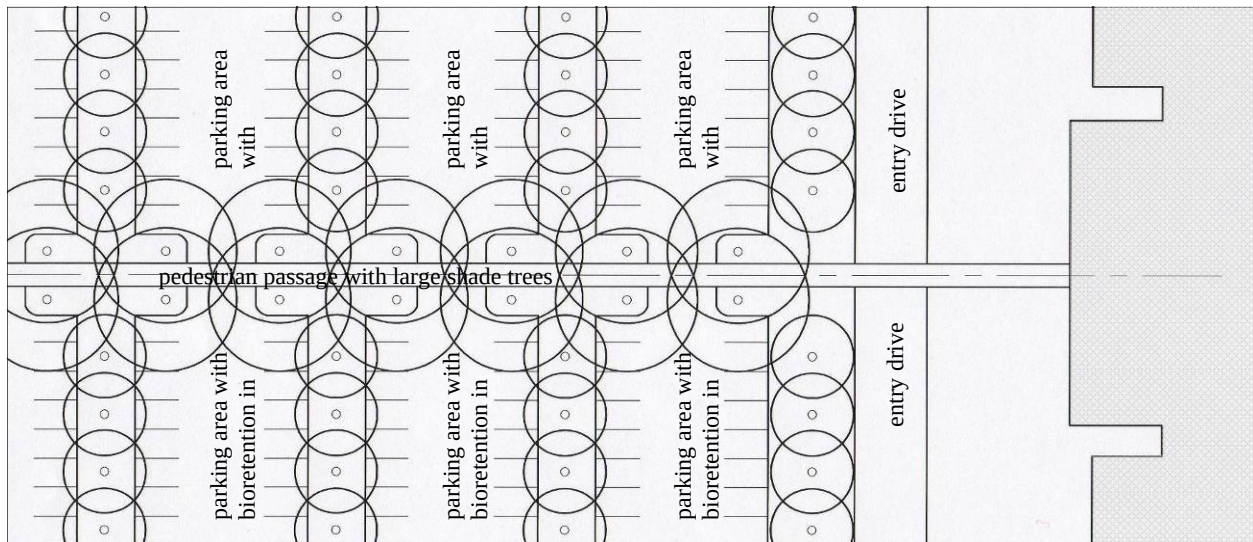
- The following plantings are recommended for parking areas:
 - * one large canopy tree inside the parking lot for every ten spaces provided; planted at 2" caliper, dbh, minimum; 15' tall for multi-stemmed trees
 - * one large canopy tree at the rate of 25' on center along the full perimeter of the parking 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.

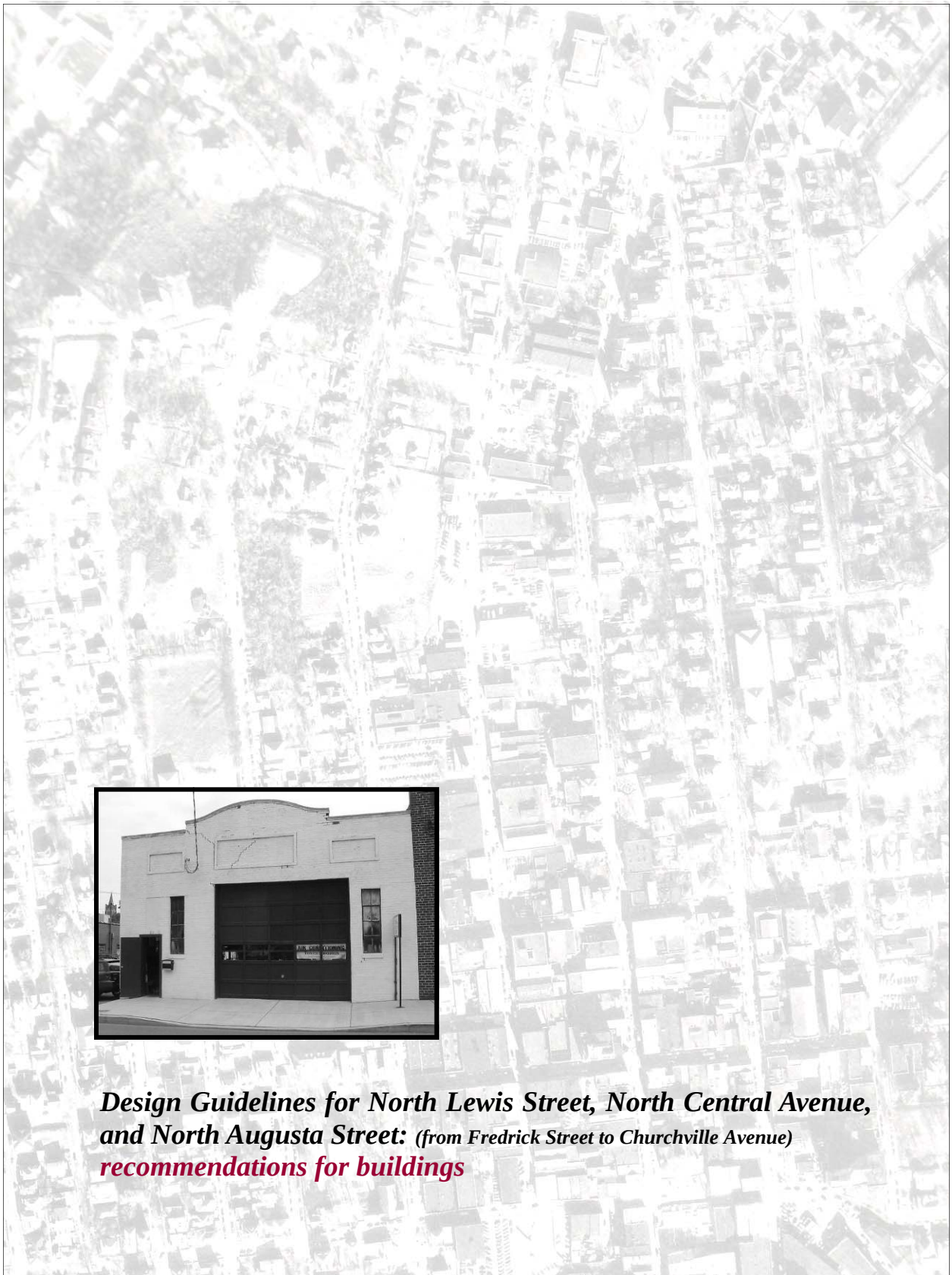
- * Banners, except as a temporary sign
- * Billboards
- * All roof signs
- LED display signs are not on the list of permitted signs in the Entrance Corridor Overlay District, the ordinance does allow staff to consider additional types of signs for approval. LED displays are very energy efficient which 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.



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.



116 North Lewis Street; appears in 1954 aerials; 116 is not listed as an address in the 1957-58 Staunton City Directory: This building is constructed of painted brick with half columns placed at regular intervals, extending above the roof line with triangle shapes. The top third of the total façade height is comprised of a solid brick panel divided into 3/4 and 1/4 widths with a string course. At some point in the buildings history the half columns on Lewis Street façade were cut, removed, and the area filled with masonry; a garage door has been inserted on the Baldwin Street side of the building. Despite these alterations, it appears the lower two thirds of the Lewis Street and Baldwin Street façades were originally comprised multiple glass panes and doors. With large sections of the original façades still in tact, large panels of multi-pane glass are featured over either single doorways or multiple door panels intended to open wide for vehicles. The total square footage of this building is 9,720.



211 North Lewis Street; appears in 1954 aerials; 211 is not listed as an address in the 1957-58 Staunton City Directory: Currently operated as warehouse space for “Fireplaces and Things” this building includes a tablet with the name Hamrick and Co. at the top of the front façade. This building spans the full width of the block, with the “Fireplaces and Things” retail space located at the opposite end of the building on the east side of Central Avenue. Comprised of unpainted brick, this building features several multi-pane windows, a stepped front parapet with a tile coping, and a flat roof. The garage door located on the Lewis Street elevation likely replaced wooden doors with multi-pane windows. The total square footage of this building is approximately 9,000.



213 North Lewis Street; appears in 1954 aerials; 213-215 are listed in the 1957-58 Staunton City Directory as the back entrance for Coiner Parts Company, Inc.: This building shares a party wall with 211 and is currently operated as an auto repair shop. Unlike 211, this property extends half way through the width of the block, though the description in the 1957-58 Staunton City Directory suggests the adjacent building may have included a through connection to Central Avenue at some point in the buildings history. Comprised of painted and unpainted brick, this building also features several multi-pane windows. The stepped front parapet includes a curved central section with three panels on the wall below. The garage door located on the Lewis Street elevation is likely a replacement. The total square footage of this building is approximately 3,700.



101 Baldwin Street and the back of 211 North Lewis Street; 101 Baldwin Street is listed as the Staunton City Fire Department in the 1957-58 Staunton City Directory; the fire house section of 101 Baldwin Street and 211 North Lewis Street appear in the 1954 aerials, the small infill building on the 101 Baldwin Street property does not: These three buildings are primarily constructed of painted brick and feature multiple double hung sash windows; large, multi-pane windows; and large, single-pane store front windows. Each of the buildings includes a flat roof with stepped parapets; the fire house features a cornice on the Baldwin Street elevation and a stepped parapet along Central Avenue. The parapets on 101 Baldwin Street and 211 North Lewis Street include tile coping, with the in-fill building behind the fire house at 101 Baldwin Street featuring brick coping a the parapet. This in-fill building was likely constructed some time after 1960 with general attention being paid to the scale and features of near-by older buildings. The total square footage listed at 101 Baldwin Street is of this building is 7,864; 211 North Lewis Street includes 9,000. Although 211 North Lewis Street is a large building in terms of total square footage, the impact of the building in terms of scale on both North Lewis Street and Central Avenue is reduced because of the oblong configuration of the building spanning the full width of the block.



300 North Central Avenue; appears in 1954 aerials; listed as Central Electric Service radio repair in the 1957-58 Staunton City Directory: Currently includes store fronts for a small restaurant/carry out, bakery, second hand store with residential space in the back and upper floors. This building is primarily frame in construction with brick facing on the North Central Avenue façade. Windows on the North Central façade of the building include double hung sash and large double or triple-pane store front windows; doors are 3/4 sash. Windows on the Pump Street building elevation are primarily variations on double hung sash. The building features a flat roof with brick coping on the front parapet; the Pump Street side features a stepped parapet, reducing the scale of the building as the building steps down in height from the commercial front of the building to the residential back. The total square footage of this building is approximately 3,300.



205 and 320 North Central Avenue: do not appear in the 1954 aerials; 205 formerly the location of several buildings including the Central Billiard Parlor listed at 205 in the 1957-58 Staunton City

Directory; in the 1950's, the Central Avenue address now known as 320 may have included the back wall and out buildings for a residence fronting North Lewis Street: Both of these buildings were built in the 1970's of wood frame construction with brick veneer and feature multiple double hung sash windows: six over six, eight over eight, and eight over sixteen in configuration. One of the front entrance doors features multi-pane side lights; both include dormers. The buildings include gable and cross gable roof configurations with asphalt shingle surfacing and cornice detailing; 320 North Central Avenue includes a flat roof section over the entrance. Both roof forms feature vents at the peak of the gable roof form. Detailing on 205 North Central Avenue includes dentils along the roof edge, quoining at the four corners of the main structure, and two chimneys located at each end of the main structure. The configuration of 320 North Central Avenue includes a courtyard entrance facing North Central Avenue contained in the overall L shape of the building layout, allowing for parking behind the section of the building configured parallel to North Central Avenue. The total square footage of 205 North Central Avenue is 4,418; 320 North Central Avenue includes 6,354.



315, 327, and 331 North Central Avenue: all three appear in 1954 aerials; listed as William A. Burnett Autos, M. A. Hartley and Co. wholesale electrical supplies, and Johnson Electric Co. wholesale supplies (along with 333) in the 1957-58 Staunton City Directory: All three of these buildings were constructed of brick; two are now painted, one is not. The one story building (315) features two store fronts, with large single-pane display windows, sash doors, and transoms over both the doors and windows. 327 and 331 are two story buildings, featuring large single-pane store front treatments on the ground floor; 327 includes sixteen light windows on the first and second stories; 331 includes double hung, one over one windows on the second story. All three buildings feature flat roof configurations with stepped and columned parapets along North Central Avenue. Brick detailing on the North Central Avenue surfaces of these buildings include: panel, sill course, indented molding, column, and other decorative brick patterning. The total square footage of 315 is 3,750; 327 includes 6,080; 331 includes 5,140.

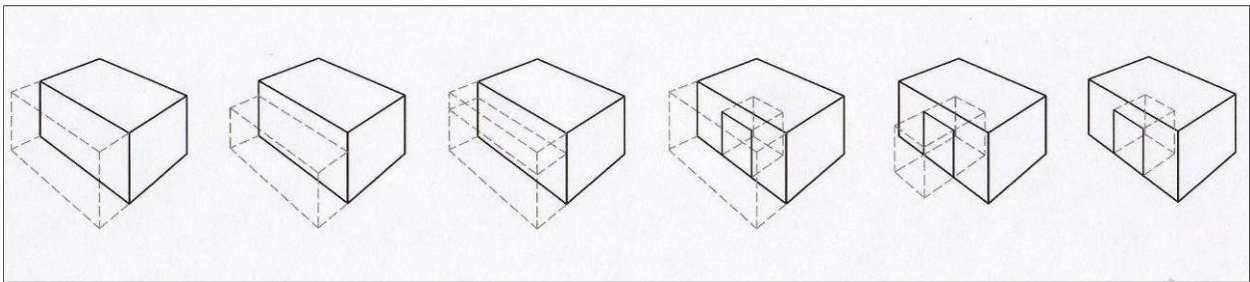
General Building Characteristics

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 when a history of this pattern can be demonstrated.
- New buildings should include one or a combination of the following materials/methods of construction: wood frame; fiber cement siding; brick, stone, or concrete foundations; brick construction or brick facing; 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 considered as part of site terracing in increments; site walls out of proportion with building foundations

or the human figure are discouraged.

- Other buildings located in these corridors include building foundations and integral site walls used to negotiate changes in elevation from the front of the building to the back, 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 potentially provide areas to conceal the utilities such as mechanical systems.
- Roof forms recommended include single gable, cross 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

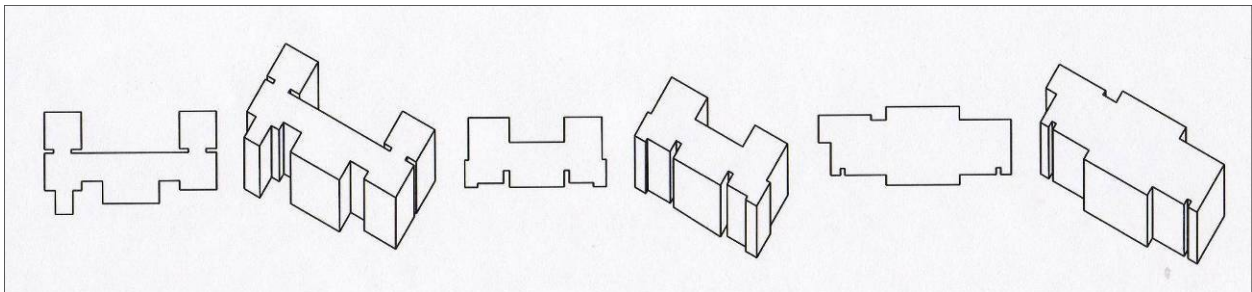


examples of porches and breezeways in new buildings

- 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.



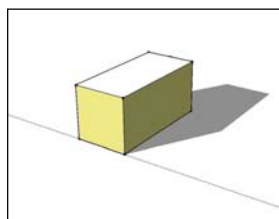
variations in overall building form on new buildings



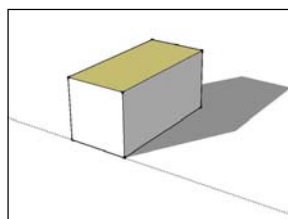
schematic variations in building form

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

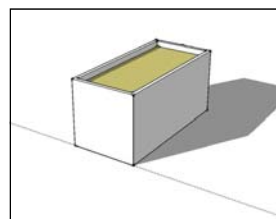
For the purposes of the design guidelines, the following definitions of exterior building walls and roofs shall apply. The definition of building walls and roofs is important when the use of walls and roofs for the display of signs for example: signs attached to walls are recommended in the Entrance Corridor Overlay District; the use of any signs attached to building roofs is not recommended.



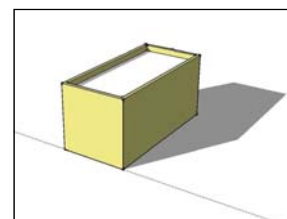
flat; walls



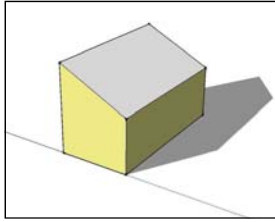
flat; roof



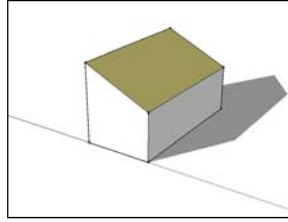
parapet; walls



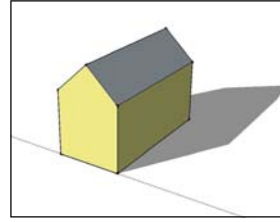
parapet; roof



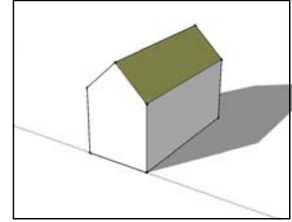
shed; walls



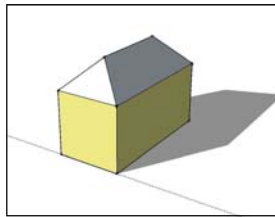
shed; roof



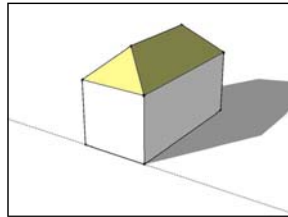
gable; walls



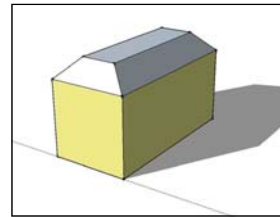
gable; roof



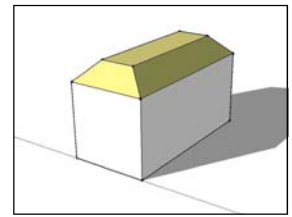
hip; walls



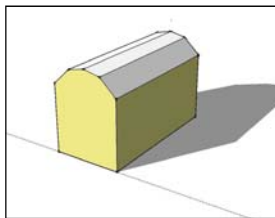
hip; roof



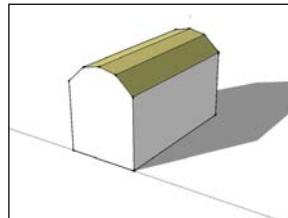
mansard; walls



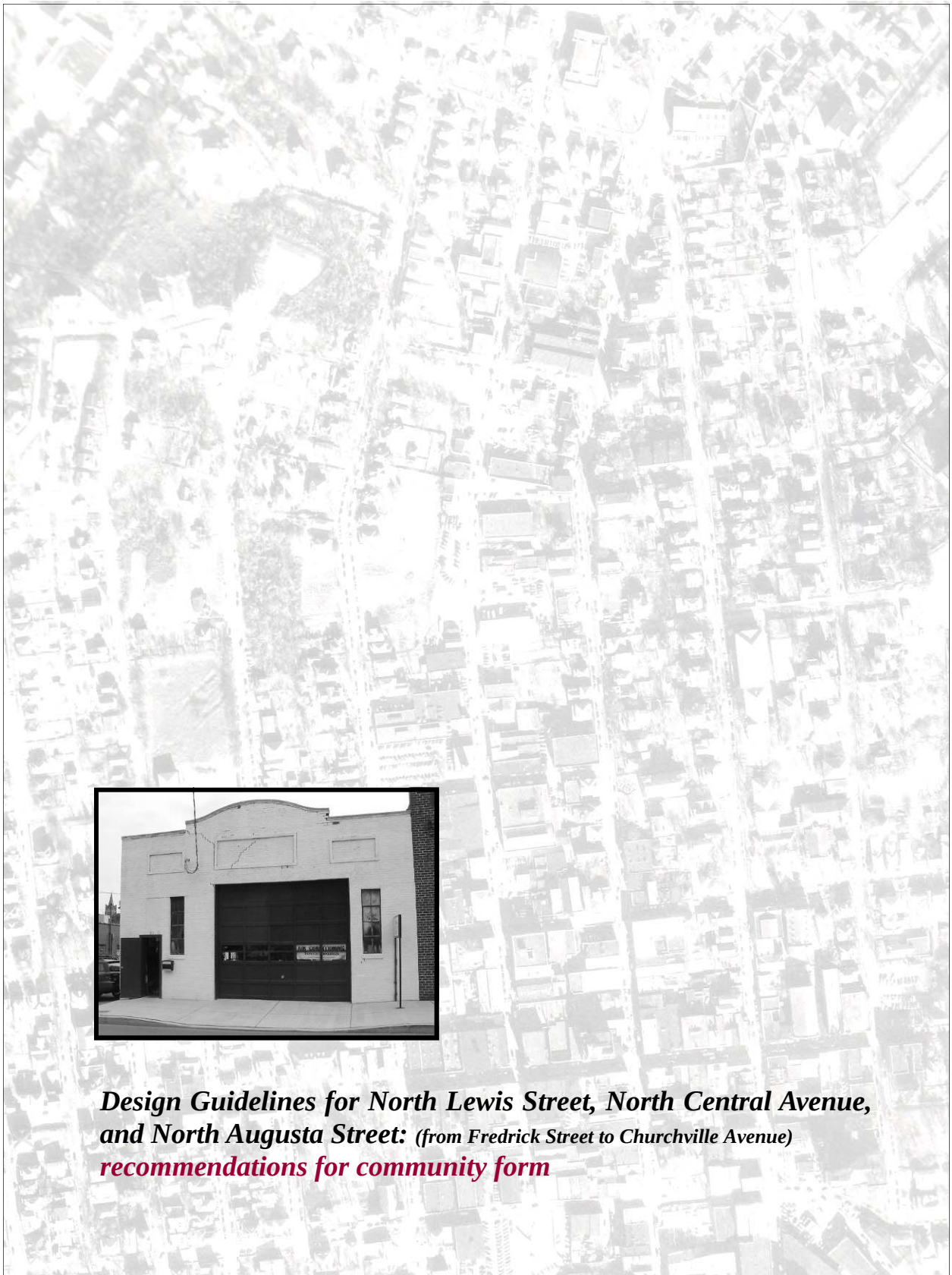
mansard; roof



gambrel; walls



gambrel; roof



***Design Guidelines for North Lewis Street, North Central Avenue,
and North Augusta Street: (from Fredrick Street to Churchville Avenue)
recommendations for community form***



section/plan A

section/plan B

flood plain

topographic contour

Peyton Creek

Typical Section/Plan Recommendations:

Section/Plan A

- These areas of the corridors include steep changes in elevation, stream buffers along Peyton Creek, and/or existing retaining walls out of scale with the surrounding environments that have eliminate historic patterning and street locations, and discourage pedestrian movement. In addition, Building Code considerations for construction in the flood plain impacts a large number of these parcels: multi-storied buildings with parking located on the first floor are recommended
- As part of the phased development of these parcels, it is recommended new buildings be constructed on the western edge of Augusta Street where retaining walls exist to re-establish buildings along the street edge. Existing parking would be retained along the back and underneath these buildings, their first floor entries located on Augusta Street (see pages 33, 34, 35). Existing buildings facing Fredrick Street and Central Avenue remain as placed and configured with additional plantings strengthening the street edge; development could then extend to the North Central Avenue side of these parcels.
- Where the presence of Peyton Creek may cause structural problems for existing or proposed buildings or parking areas, the re-establishment of an open creek channel is recommended. The future addition of riparian buffer plantings to include large canopy and sub canopy trees, shrubs, grasses, and wildflowers is recommended. (see section c)
- Recommended range of total square footage from 2,000 to 10,000
- Front of building parallel to and facing the corridor
- Minimum front setback 0'; maximum 15'; recommendations for transitional spaces included in the buildings increase as setbacks decrease
- Minimum side and rear setbacks 0'
- Use of on street parking, parking located to the side or back of the building, shared parking lots, or parking located on the first floor recommended
- It is recommended stormwater management consider the urban conditions by employing green roofs; installing collection/recycling stormwater systems; using stormwater planters; include plantings designed to serve multiple purposes; etc
- Parking located along sidewalk edge should include a 3 1/2' evergreen hedge between the sidewalk and parking lot' planting bed should be a minimum of 4' wide.

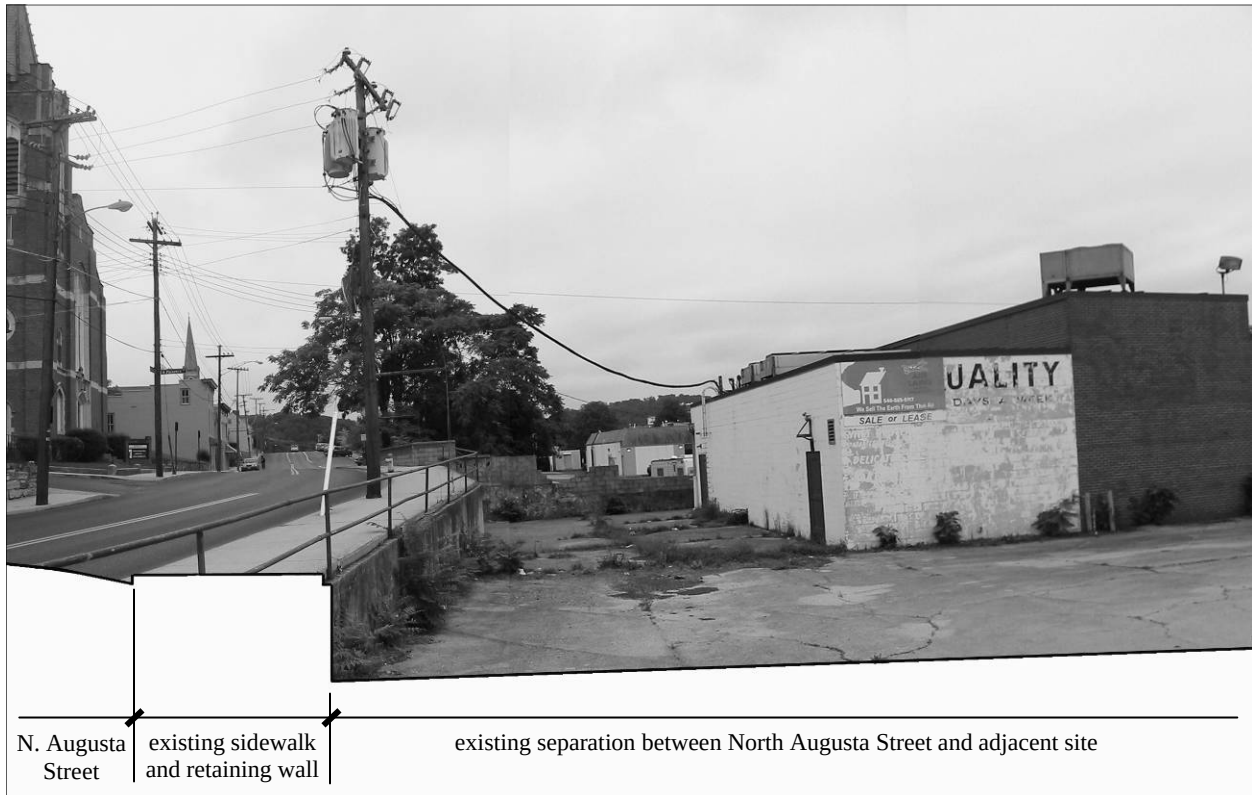
Section/Plan B

- These areas of the corridors are flatter sites also impacted by Building Code considerations for construction in the flood plain of Peyton Creek: multi-storied buildings with parking located on the first floor are recommended
- Infilling existing larger parking lots with new buildings is recommended with parking located either internal to the block or on the first floor of the buildings in the case of parcels located in the flood plain. (see section e).
- Recommended range of total square footage from 2,000 to 10,000
- Front of building parallel to and facing the corridor
- Minimum front setback 0'; maximum 15'; recommendations for transitional spaces included in the buildings increase as setbacks decrease
- Minimum side and rear setbacks 0'
- Use of on street parking, parking located to the side or back of the building, shared parking lots, or parking located on the first floor recommended
- It is recommended stormwater management consider the urban conditions by employing green roofs; installing collection/recycling stormwater systems; using stormwater planters; include plantings designed to serve multiple purposes; etc
- Parking located along sidewalk edge should provide a 3 1/2' evergreen hedge between the sidewalk and parking lot' planting bed should be a minimum of 4' wide.

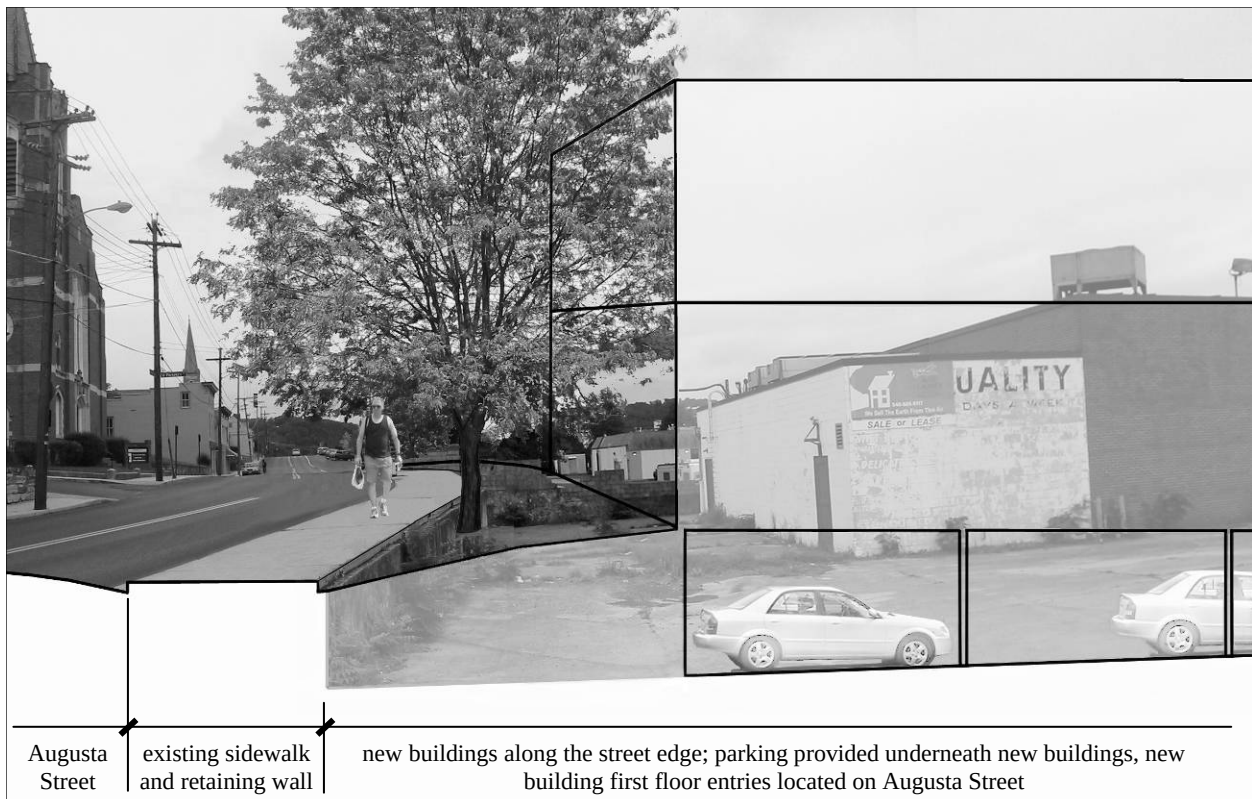


$1'' = 100'$

Design Guideline Area Example Sections: section A



Section a: existing condition



Section a: possible configuration

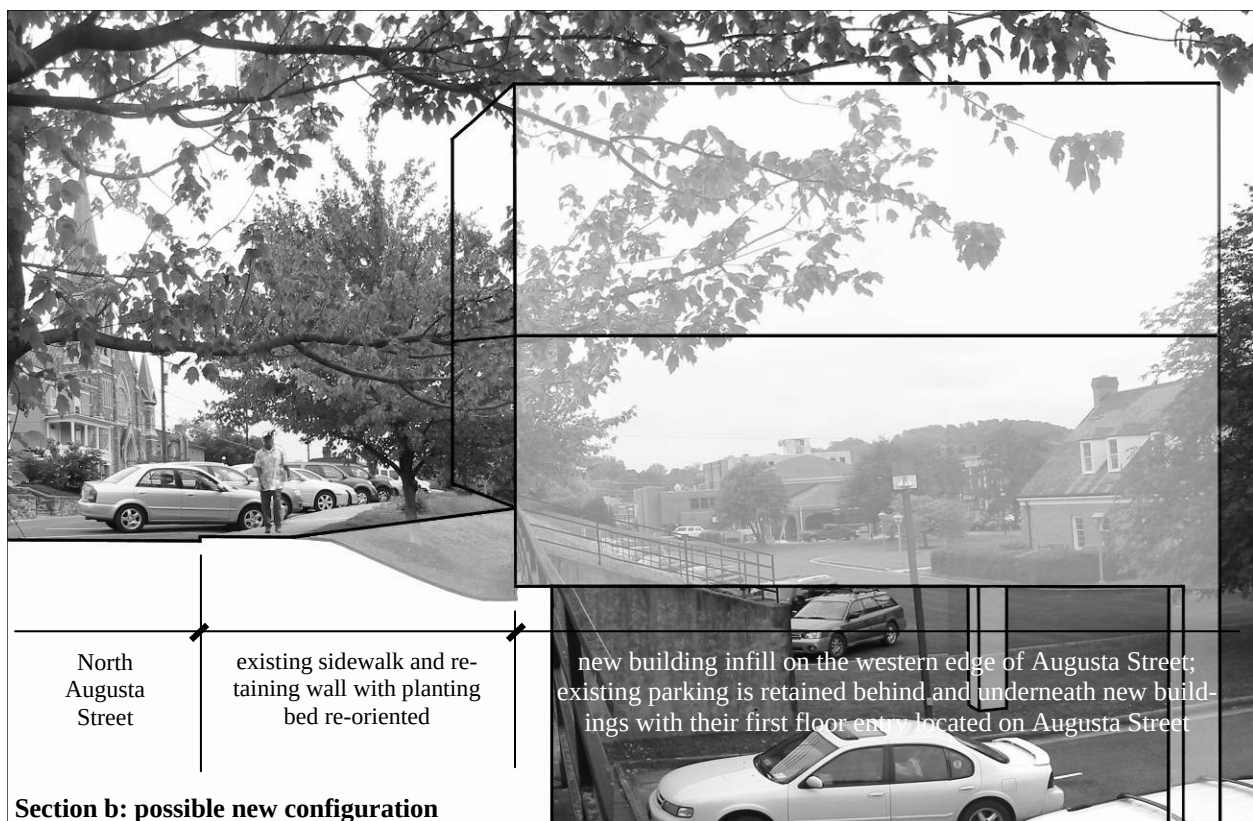
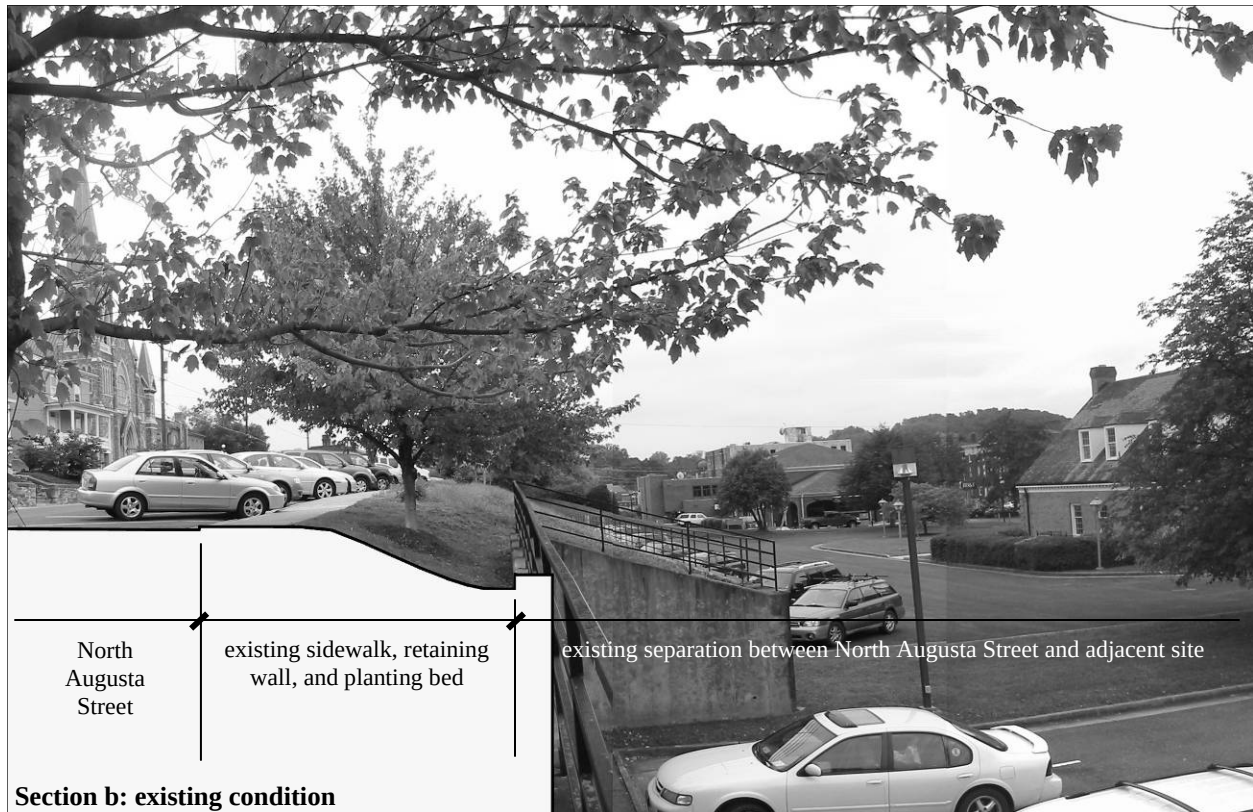
Design Guideline Area Example Sections: plan B; phase one



recommended areas for infill

Phase one: It is recommended new buildings be constructed on the western edge of Augusta Street where retaining walls exist, re-establishing buildings the street edge. Existing parking would be retained along the back and underneath these buildings, with the first floor entries of the buildings located on Augusta Street. Existing buildings facing Fredrick Street and Central Avenue remain as placed and configured with additional plantings strengthening the street edge; in a second phase development could then extend to the North Central Avenue side of these parcels.

Design Guideline Area Example Sections: section B



Design Guideline Area Example Sections: plan B; phase two



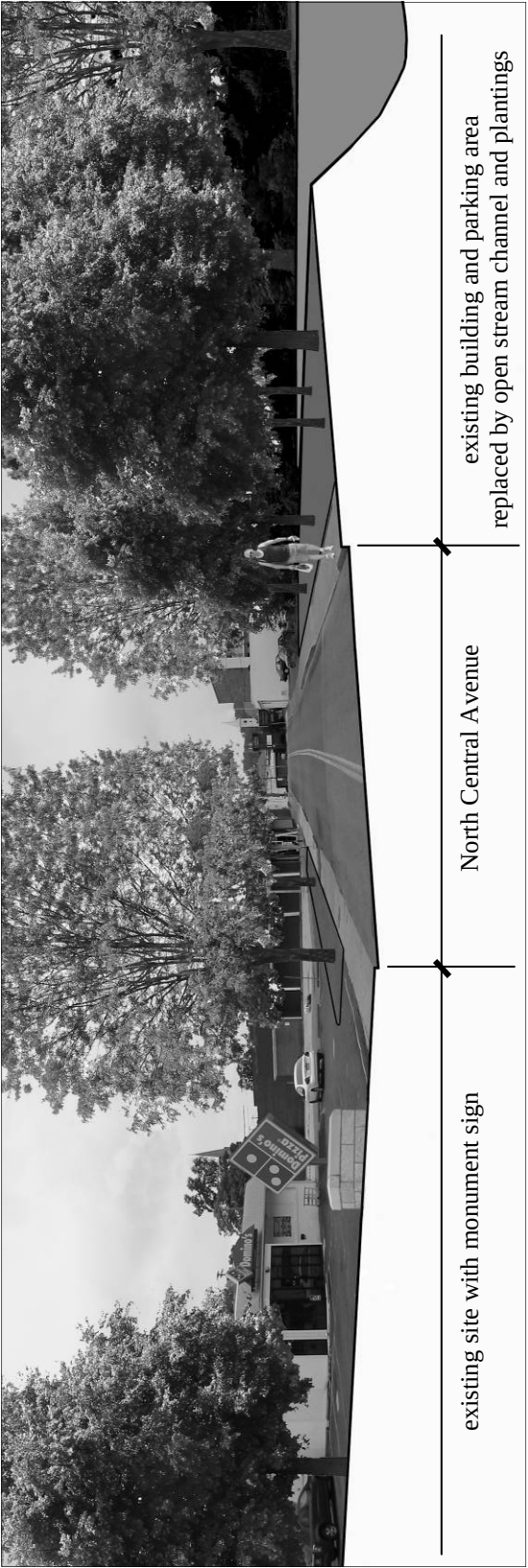
 *recommended areas for infill*

Phase two: After new buildings have been constructed on the western edge of Augusta Street, retaining existing buildings facing Fredrick Street and Central Avenue, development could then extend to the North Central Avenue side of these parcels. Phase two may or may not include the retention of the central existing buildings. Their removal could accommodate parking internal to the block, a central plaza or park space, or a combination of both. In general, parking on the first floor of new buildings is recommended.

Design Guideline Area Example Sections: section C

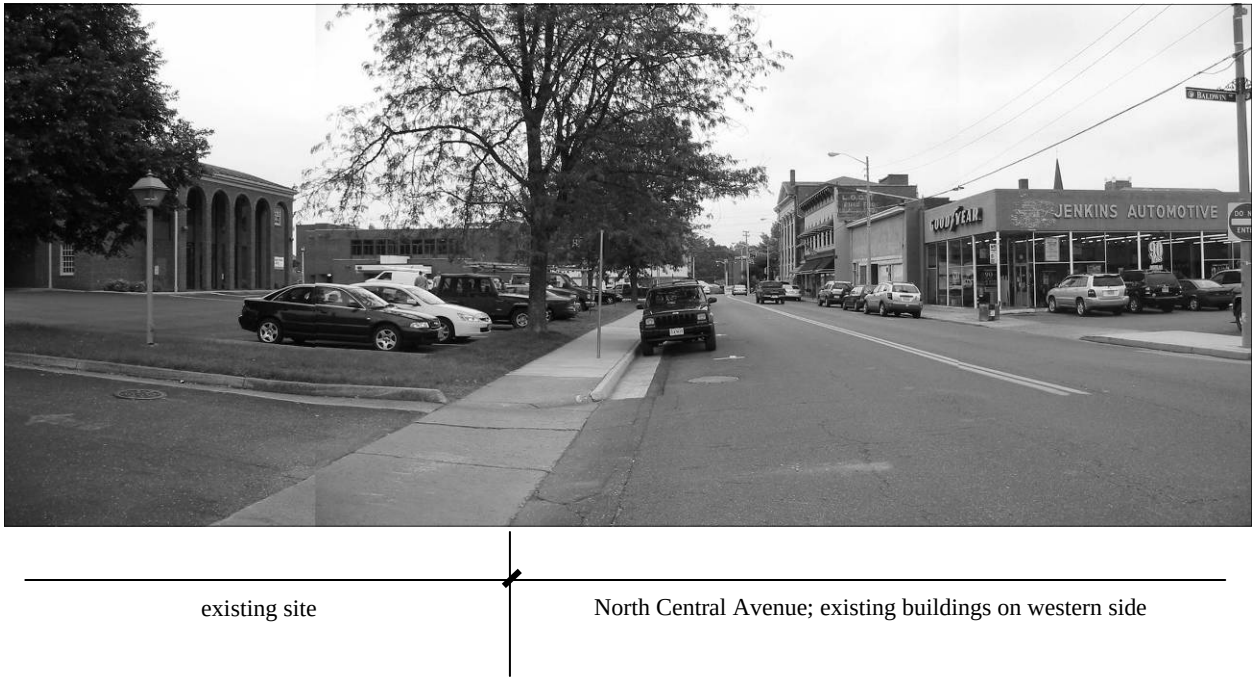


Section c: existing condition

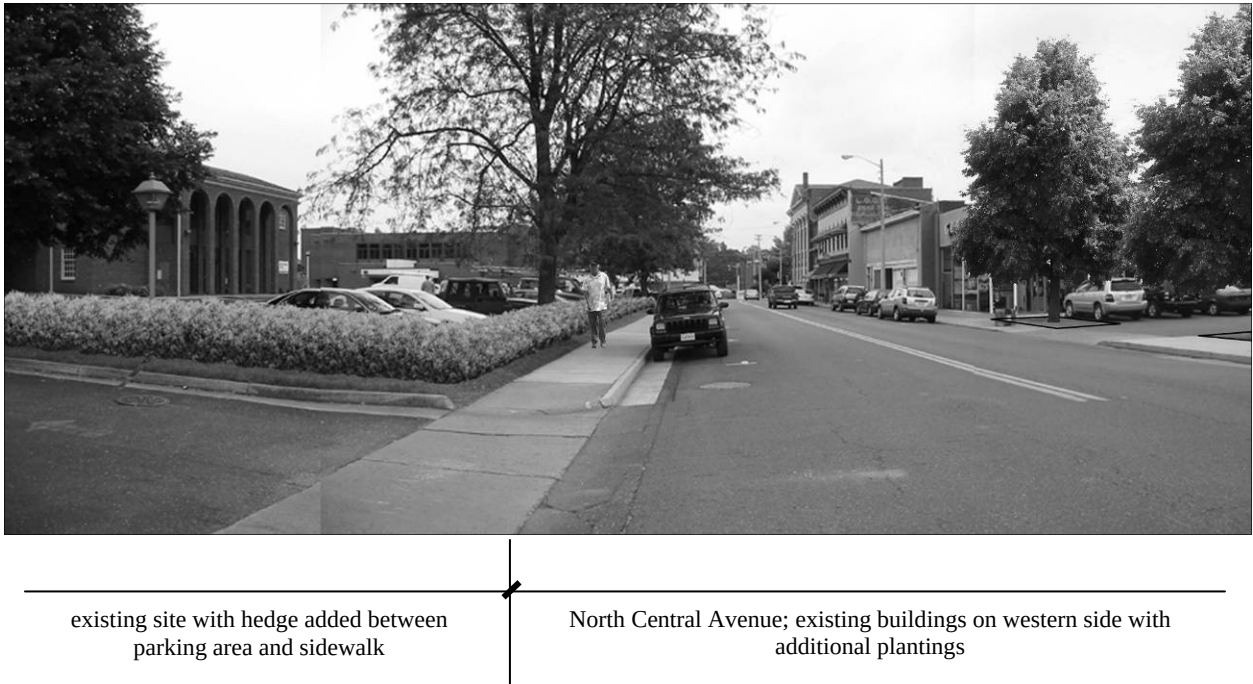


Section c: possible new configuration

Design Guideline Area Example Sections: section D



Section d: existing condition



Section d: possible new configuration

Design Guideline Area Example Sections: plan E



recommended areas for infill

Infilling existing larger parking lots with new buildings is recommended with parking located either internal to the block or on the first floor of the buildings in the case of parcels located in the flood plain. The Building Code may impact areas of the corridors with flatter sites in terms of new construction in the flood plain of Peyton Creek: multi-storied buildings with parking located on the first floor or similar strategies are recommended.

Design Guideline Area Example Sections: section E



Section e: existing condition



Section e: possible new configuration

Design Guideline Area Example Sections: section F



existing site

North Lewis Street

Section f: existing condition



additional plantings strengthening the street edge, provide shade, modulate microclimate, and provide opportunity to treat stormwater runoff

North Lewis Street

Section f: possible new configuration

[illegible]

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



City of Staunton, Virginia
Amy Ransom Arnold, ASLA



Planning and Inspections Department
2008
(as amended 2.10.11)