City of Staunton, Virginia
Entrance Corridor Overlay District

Design Guidelines for Woodrow Wilson Parkway

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Design Guidelines for Woodrow Wilson Parkway
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.

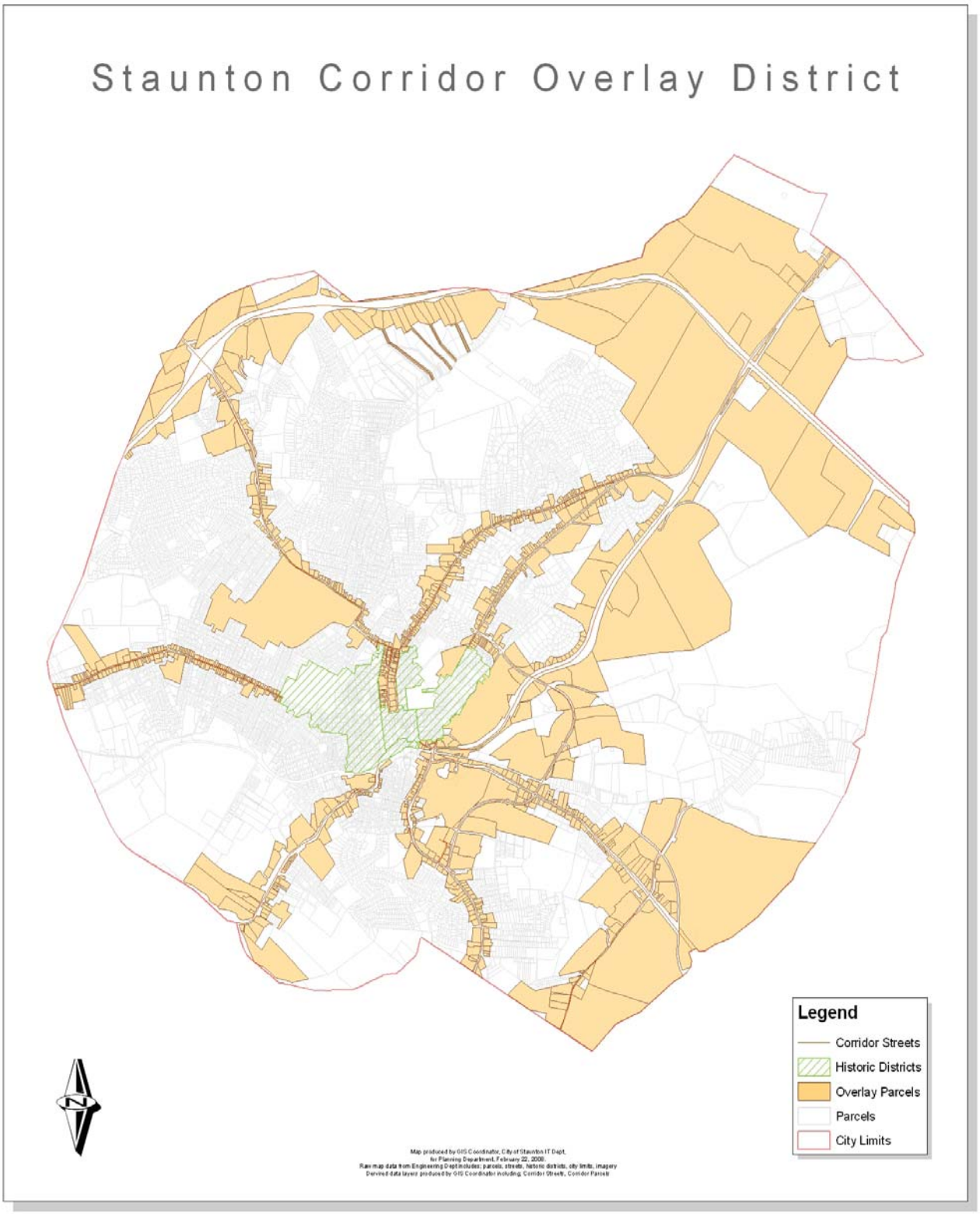
Regarding encouraging appropriate development and/or re-development of properties within the City the Priority Initiatives include:

- 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



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 Woodrow Wilson parkway 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 Woodrow Wilson Parkway. 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 Woodrow Wilson Parkway.

Woodrow Wilson Parkway:

Woodrow Wilson Parkway begins at the northeastern boundary of the City limits and extends to the northwest. Augusta County boarders the northeast side of the corridor with acreage located in Staunton's Agricultural and Forestal Districts adjacent on the south side of the road. Woodrow Wilson Parkway intersects Commerce Road (Route 11) continuing west to intersect Springhill Road Route 613). Passing through and adjacent to open farm land and wooded areas, the parkway re-orients towards the southwest, intersecting Churchville Avenue (Route 250). The intersection of Woodrow Wilson Parkway and Commerce Road includes B-2 and I-1 zoning districts; its intersection with Churchville Avenue includes R-2, R-4, and a small area of B-1 conditional zoning. Dominant zoning of the parcels between these intersections is R-1.

Design guidelines for this corridor clarify and support the contrasts between the business uses and the character of a rural parkway where stream corridors exist near-by, topography is steep, and large existing tree masses line the road. These guidelines address the scale and character of future development at intersections, while relying on existing buildings to establish the scale of new development and supporting the remaining presence of the agricultural and forestal landscape. Recommendations include maintaining and re-establishing riparian plant communities and forested edges along some sections of Woodrow Wilson parkway, preserving the existing character of a rural parkway, creating a buffer for future development, and establishing a matrix for a future pedestrian and bike trail network throughout the City.

The Virginia Department of Transportation figures for 2006 place the Annual Average Daily Traffic for the section of Woodrow Wilson Parkway from the Staunton City limits to Springhill Road between 20,000 - 24,999 trips and 15,000 - 19,999 from Springhill Road to Churchville Avenue. Figures were not available for the remaining sections of Woodrow Wilson Parkway.

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 corriodor be exempt from the Design Guildelines. (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:

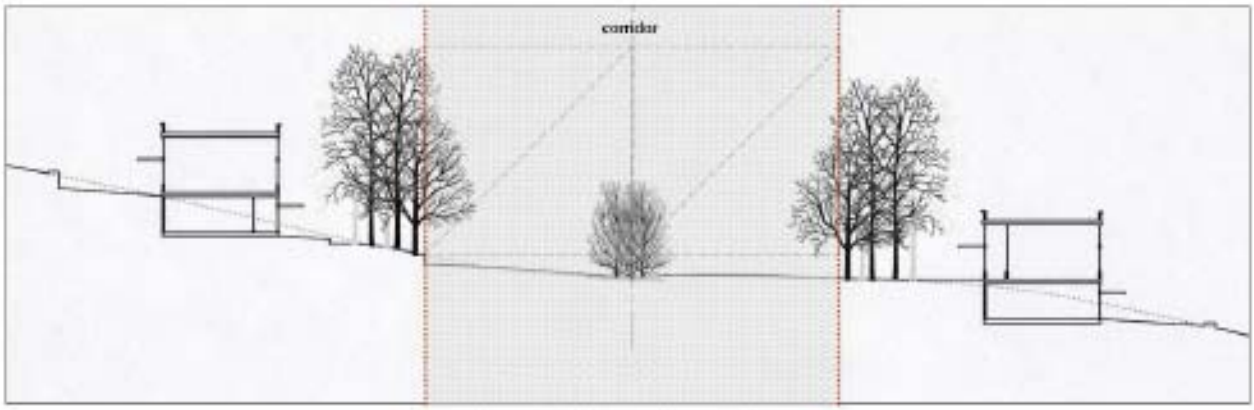
- It is recommended the owner or occupant of any land or premises abutting upon any public street right-of-way, including the sidewalk and between the sidewalk and the curb, maintain all plantings whether installed by the property owner or occupant or City of Staunton.

Design Guidelines for Woodrow Wilson Parkway
recommendations for sites

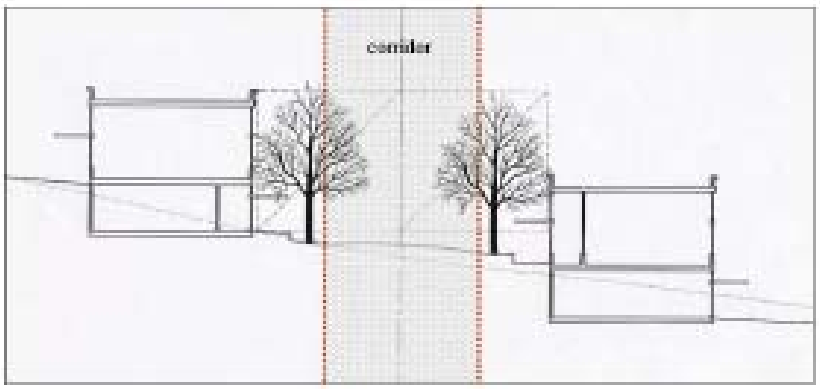
Recommendations for Sites:

General Site Design

- Base site design on integrating existing land forms, stream beds, or significant plant communities into the development of a site.
- Avoid overly tall retaining walls, earth plinths, or excessive cut and fill. Avoid creating environments out of scale with human physical dimensions; retaining walls out of scale with the building foundations and/or human dimensions are recommended stepped with plantings of trees and/or shrubs provided at each level.
- Utilizing land terracing is recommended.
- Use buildings to negotiate changes in elevation.
- Blend grading smoothly into the surrounding topography.
- Sites should not be used as long term borrow pits or for fill storage, with the exception of quarry sites.
- Materials selected for site details should refelct local material traditions: local stone, concrete, or brick are appropriate materials for walls; materials for fences may include wood and metal; chain link fencing is not recommended.
- Site design should include sidewalks with plantings of trees and / or shrubs.
- Sidewalks are recommended to connect parking lots to buildings.
- Sidewalks are recommended to connect to adjacent sites.
- Sidewalks are recommneded to connect sites to near by neighborhoods.
- Site design should allow for vehicular connections between adjacent sites.

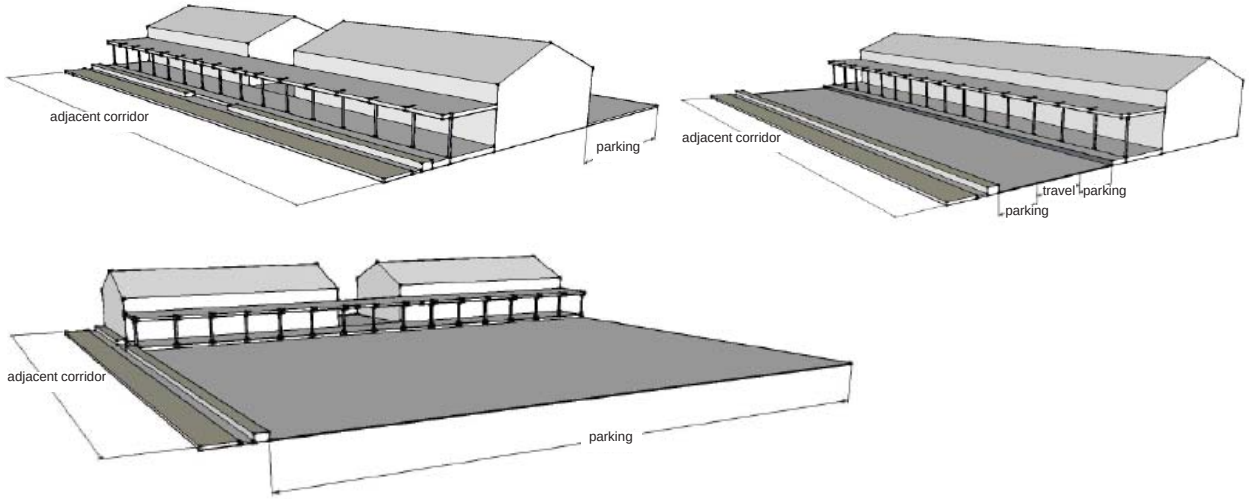


Schematic terracing of parking lots and buildings

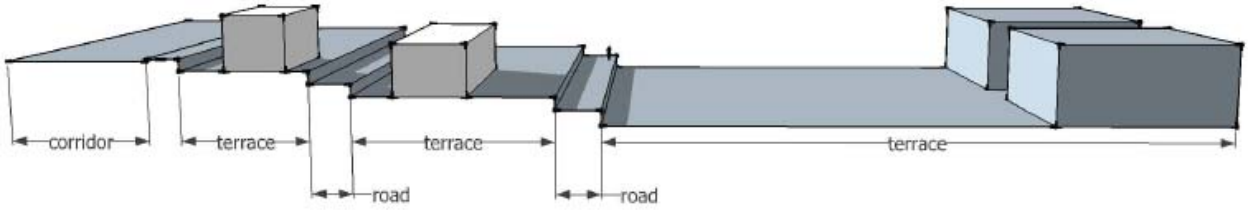


Schematic terracing of parking lots and buildings; detail

- Options for the location of parking include:
  Parking on the side and back of buildings and/or
  A single travel lane and two rows of parking between the building and the corridor.
  Provide terraced parking lots to integrate existing land forms.
  Parking lot located in front of the building provided the building is place perpendicular and adjacent to the corridor



options for parking configuration



provide terraced parking lots and building placement to integrate existing land forms

- 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.

Plants and Parking Areas

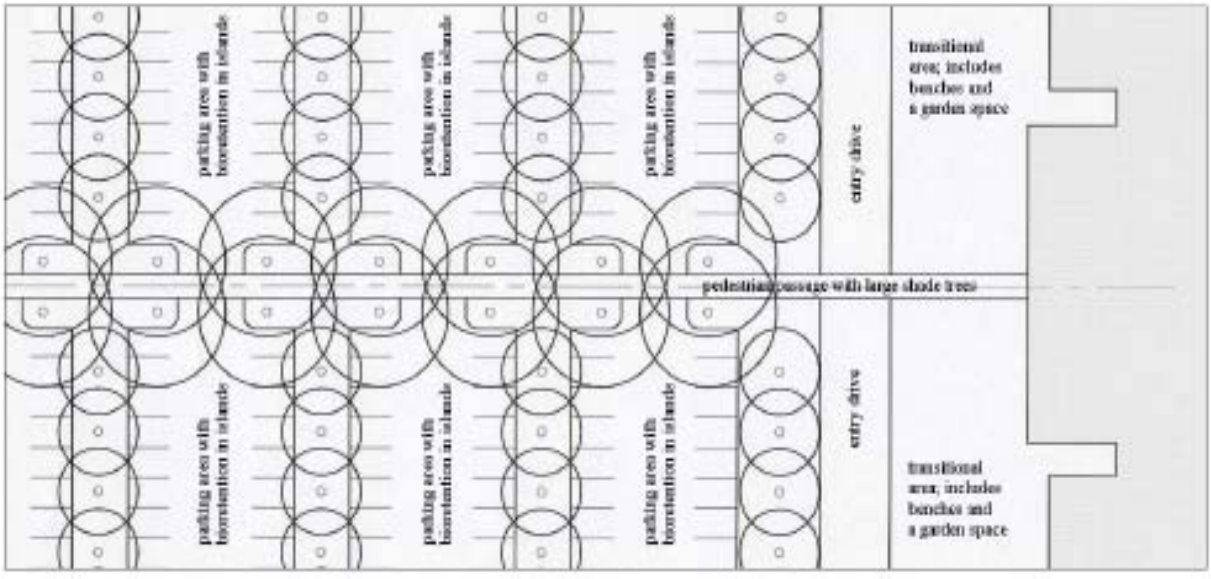
The following plantings are recommended for parking areas:

- 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. Evergreen 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 Churchville Avenue include the following planted types 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
- Riparian Plant Communities: Lewis Creek's influence on the Commerce Road corridor primarily impacts the south sections of the corridor, not only in terms of the presence of the creek itself, but the presence of the floodway 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.
- 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.
- Hedgerow: Planted for centuries to divide agricultural areas, create micro climates 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), Crategus 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. 1950's aerials of the Commerce Road vicinity include extensive orchard production. 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

- 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:

- A sign that is a moored balloon or other inflatable
- Any type of tethered floating sign
- Signs that move or change more frequently than every 24 hours
- Message boards of any type
- Window signs of any type covering more than 1/3rd of any window surface
- Human beings, animals, or plants in costume, wearing, holding, or used to hang signs
- Lighting of any type outlining any structure or window
- Pennants, ribbons, spinners, streamers or similar moving devices, whether or not they are part of a sign
- A sign, other than a public sign, that contains or consists of a searchlight, beacon, strobe light, or similar form of illumination
- A sign that produces sound for the purpose of attracting attention regardless of whether the sign has a written message content
- 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 of any type are not recommended along or adjacent to Woodrow Wilson Parkway.
- Illuminated signs featuring changing or static screen display are not recommended for use on any property within the Entrance Corridor Overlay District.
- Sign bases should reflect site material and construction traditions. Stone and brick are appropriate materials; metal bases will be considered on a case by case basis.
- To provide consistency 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, simulated neon tubing, and / or other linear lighting types or lighting configuration used to outline, edge, or otherwise emphasize building or site features is discouraged.
- Text and logos only on gas station canopies may be internally illuminated; the overall internal illumination of gas station canopies is discouraged.
- Small, standardized, neon "OPEN" signs are recommended; all other lighted signs located in building windows is not recommended.
- The placement of any signs, banners, or other temporary advertisement on or near-by the entrance and/ or fencing at Gypsy Hill Park and adjacent to Churchville Avenue are strongly discouraged.

Site and Building Lighting

Because Woodrow Wilson Parkway is adjacent to residential communities and open farm land, the use of full cut off site, building, and canopy lighting fixtures only is recommended on fixtures emitting over 1800 lumens. Maximum foot candle readings of 0.5 fc at the parcel boundary is recommended. Illumination shall have intensities and uniformity ratios in accordance with the current recommended practices of the Illumination Engineering Society of North America Lighting Handbook. 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

Retention of 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.

Design Guidelines for Woodrow Wilson Parkway
recommendations for buildings

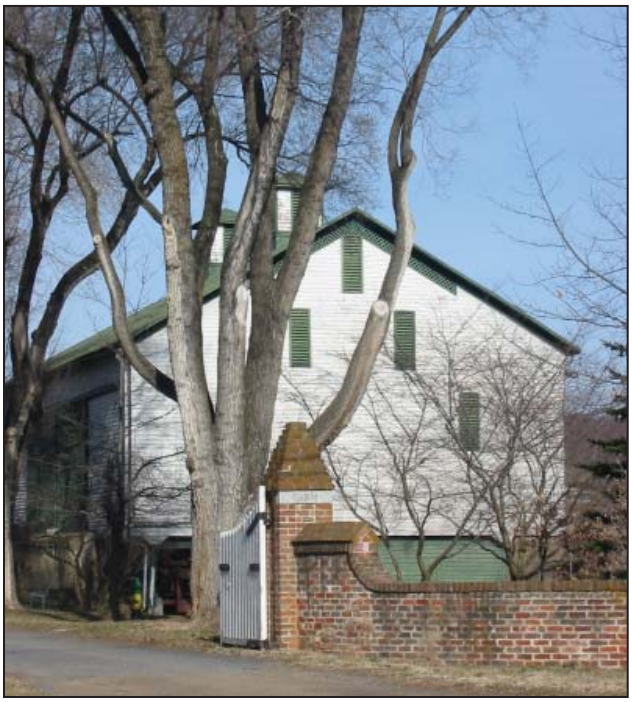
Recommendations for Buildings:

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 Commerce Road.

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.



Vernacular buildings in the agricultural landscape: Groups of buildings characterize vernacular farm typology to include a centralized residence, often located on a high point in the topography and buildings to house animals, store hay and supplies, or provide space for machine repairs and other everyday maintenance activities. Vernacular buildings in the agricultural landscape of historic and contemporary Woodrow Wilson parkway are a constant. Typically frame structures constructed on stone, brick, or other masonry foundations, with roofs most often comprised of gable and cross gable forms with cupolas. Farm buildings are often very large, open, simple structures, lending themselves to multiple uses. Because of their size and simple forms, they are a useful design source for new buildings serving many purposes. The footprint of the older barn illustrated on page 20 is approximately 4,800 square feet.

Ingleside Resort Country Club; appears in 1954 aerials; likely operated as a resort continuously since opening in 1928: Ingleside Resort Country Club is an existing suite of approximately 11 buildings, constructed in part to serve the adjacent golf course to the west. Included on site is an existing neon “Ingleside” sign mounted on three steel pilings. The sign and mounting structure are approximately 50’ wide by 75’ tall and are likely original to the resort development. Total square footage of the hotel is approximately 45,000. The suite of resort buildings are aligned along an existing ridge line and are terraced into the land form. The hotel building includes a closed pediment roof on the central section of the first and second story porches, extending outward from the face of the building. The porches span the full front of the building and include Chippendale railings. The main body of the building is red brick. The banquet building, located to the southwest of the hotel is a masonry/stucco with a flat roof/parapet, crown molding, arched windows with fan lights, fifteen over fifteen sash windows with square pilasters, and an exposed red brick foundation. The front of the building features a closed pediment roof at the main entrance to the building.

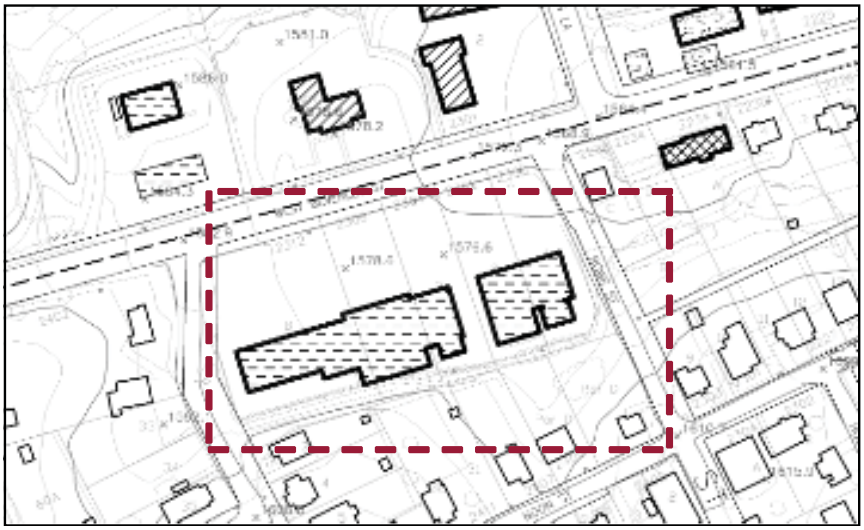
Recommendations for Buildings:

General Building Characteristics

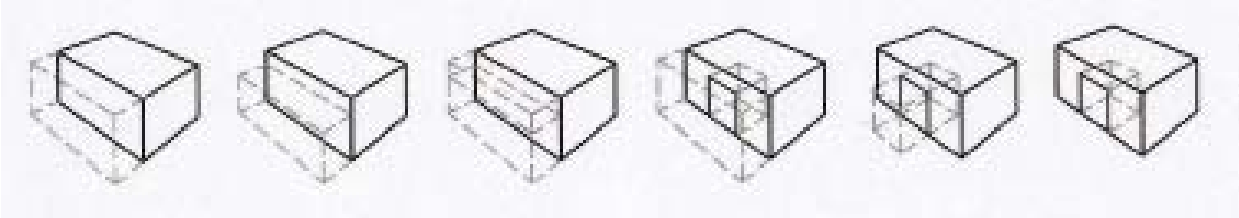
Based on the strengths of existing buildings along Woodrow Wilson Parkway, the following building characteristics and materials are recommended. Please note the replication of historic buildings is not encouraged; mimicking historic architecture may contribute to a misleading sense of historic development.

- New buildings should include one or a combination of the following materials/methods of construction: wood frame and fiber cement board with brick, stone, or concrete foundations; brick construction or brick facing; stone site wall/foundation combinations; finished concrete block; roofing material may include standing seam metal, asphalt shingle, and rubber membrane/parapet on flat roofs.
- Site walls retaining walls should be comprised of: stone, brick, or concrete; stone or 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.
- The building foundations themselves or integral site walls are used to take up changes in elevation from the front of the building to the back. The first floor of the building is either located partially below grade at the back of this building with the brick foundation is stepped towards the rear or vice versa. The 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 usable space or provide areas to conceal the buildings mechanical systems.
- Roof forms recommended include gable, cross gable, hip, open and closed pediments, and flat forms.
- 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 recommend 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 are 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.

topographic contours indicate a continuation of the land form from one side of the building to another; with very large buildings, placing part of the building underground can help reduce negative impacts of a building out of scale with its surroundings



topographic contours indicate the earth has been pushed aside to create a flat spot for the building, eliminating characteristic land forms

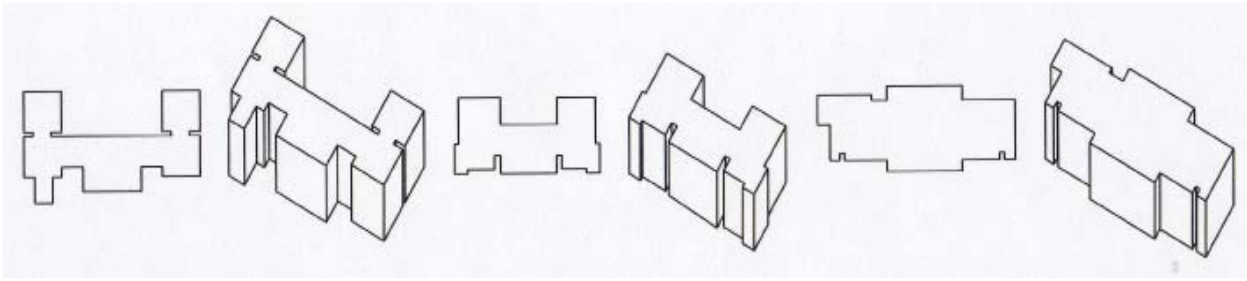


schematic strategies for combining types of transitional areas

These examples also include variations in the overall form of the buildings. The surfaces of simple box forms have been activated with variations in the surface of the building, with of the buildings including a variety of windows on all elevations; tinted glass is discouraged. New building elevations should include a minimum of three surface variations 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.

- Windows are recommended to provide interest and surface variations on building elevations. Building walls without windows 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.

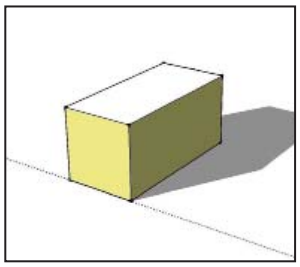
examples of porches and breezeways in new buildings



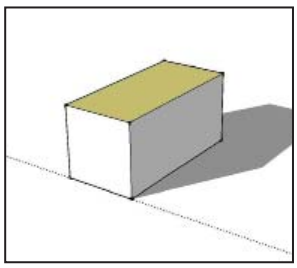
schematic variations in building form

variations in overall building form on new buildings

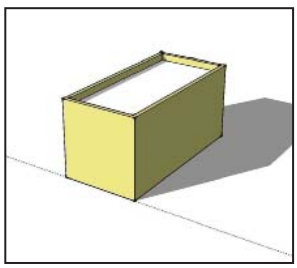
For the purposes of the design guidelines, the following definitions of exterior building walls and roofs shall apply. The definition of building walls and roofs is important when the use of walls and roofs for the display of signs for example: signs attached to walls are recommended in the Entrance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



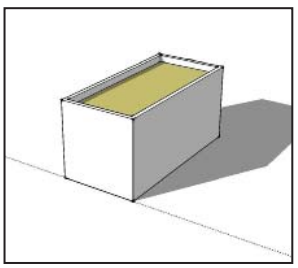
flat; walls



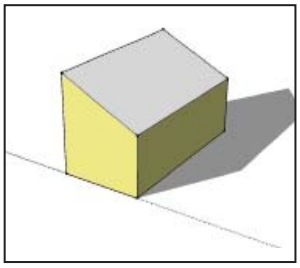
flat; roof



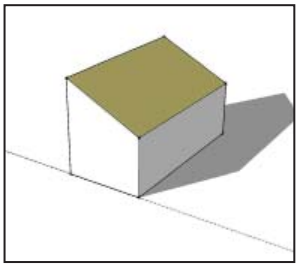
parapet; walls



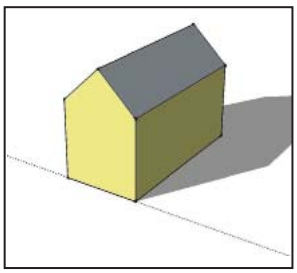
parapet; roof



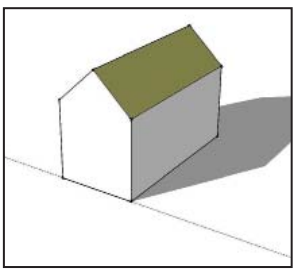
shed; walls



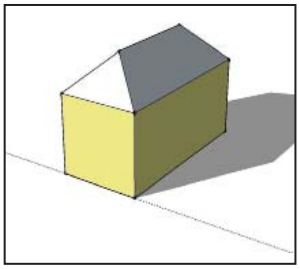
shed; roof



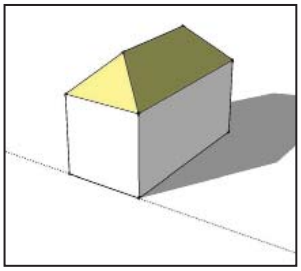
gable; walls



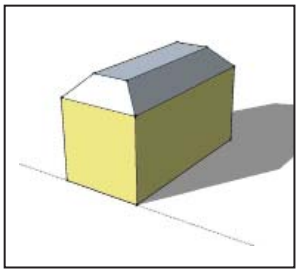
gable; roof



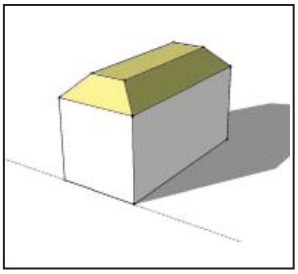
hip; walls



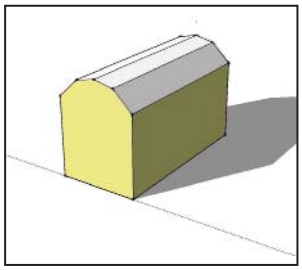
hip; roof



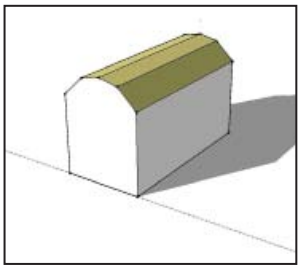
mansard; walls



mansard; roof



gambrel; walls



gambrel; roof

Design Guidelines for Woodrow Wilson Parkway

recommendations for community form

Design Guideline Areas along Woodrow Wilson Parkway

Entrance Corridor Overlay District: Woodrow Wilson Parkway (Route 262)

proposed design guideline areas

Plan / Section A

Plan / Section B

Plan / Section C

Plan / Section D

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

Recommended Design Areas for Woodrow Wilson Parkway:

Section/Plan A

- Recommended range of total square footage for new buildings is 2,000 to 5,000; scale to near-by existing buildings
- In order to protect the existing character of the existing rural parkway, buffer Poague Run from negative impacts of future development, and establish a matrix for future pedestrian and bike trail network throughout the City: establish riparian plant communities (large canopy, sub-canopy, shrubs, grasses, and forbs) extending 100 feet to the southwest of streams paralleling Woodrow Wilson Parkway and out to the public ROW on the northeast side of the stream. Establishing similar plant communities is also recommended extending 50 feet both sides of all other streams on parcels adjacent to the corridor. Opening and restoring of all stream beds currently buried is recommended.
- The front of buildings should be parallel to and face fronting streets
- Minimum front, side, and back setbacks as per underlying zoning with adjustments to coordinate with adjacent conditions; with setbacks of 25 feet or greater expectations for transitional spaces described in "recommendations for buildings" (page 25) increase
- Off-street parking areas may include two rows of parking and one travel lane between fronting streets and new development, with remaining parking located to the side or back of the building
- Parking lots within a block should be interconnected
- It is recommended stormwater management employ green roofs; rain water collection systems; stormwater planters; and plantings designed to serve both the demands of stormwater management and creating pedestrian friendly environments
- 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

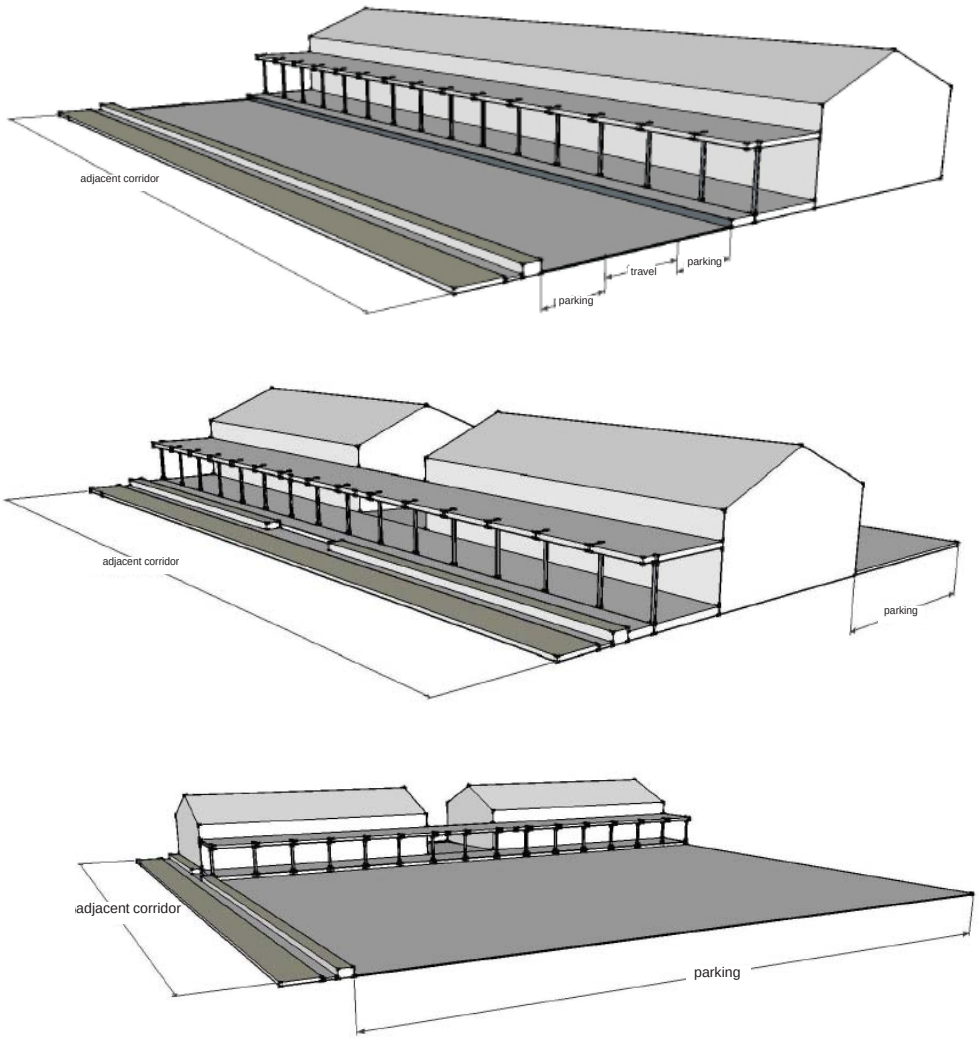
Section / Plan B

- Recommended range of total square footage for new buildings: from 5,000 to 50,000; scale to near-by existing buildings
- Maintain and / or establish a 75 foot wide (exclusive of the public right-of-way) forested edge and or hedgerow along the full length of Woodrow Wilson Parkway frontage, protecting the existing character of the existing rural parkway, creating a buffer from future development, and establishing a matrix for future pedestrian and bike trail network throughout the City
- Off-street parking areas may include two rows of parking and one travel lane between internal, adjacent streets and new development, with remaining parking located to the side or back of the building
- Front of the building should be oriented parallel to and facing the corridor; appropriate adjustments will be considered when site design is responsive to existing ridge lines or other landscape features
- Minimum front, side, and back setbacks as per underlying zoning with adjustments to coordinate with adjacent conditions; with setbacks of 25 feet or greater expectations for transitional spaces described in "recommendations for buildings" (page 25) increase
- It is recommended stormwater management employ green roofs; rain water collection systems; stormwater planters; and plantings designed to serve both the demands of stormwater management and creating pedestrian friendly environments
- 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

Section / Plan C and D

- Recommended range of total square footage for new buildings: C: 2,000 to 15,000; scale to near-by existing buildings; D: 8,000 to 120,000; scale to near-by buildings

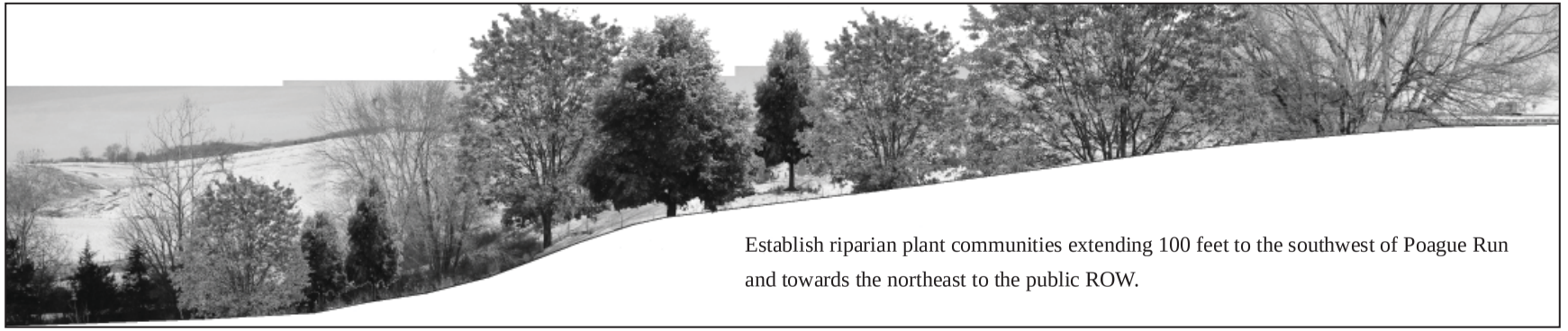
- Maintain and / or establish a 75 foot wide (exclusive of the public right-of-way) forested edge and or hedgerow along the full length of Woodrow Wilson Parkway frontage, protecting the existing character of the existing rural parkway, creating a buffer from future development, and establishing a matrix for future pedestrian and bike trail network throughout the City
- The front of buildings should be parallel to and face fronting streets on parcels adjacent to the corridor
- Minimum front, side, and back setbacks as per underlying zoning with adjustments to coordinate with adjacent conditions; with setbacks of 25 feet or greater expectations for transitional spaces described in “recommendations for buildings” (page 25) increase
- Off-street parking areas may include two rows of parking and one travel lane between adjacent streets and new development, with remaining parking located to the side or back of the building
- Parking lots within a block should be interconnected
- It is recommended stormwater management employ green roofs; rain water collection systems; storm-water planters; and plantings designed to serve both the demands of stormwater management and and creating pedestrian friendly environments
- 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



parking configuration possible: Section/Plan A, B, and C

plan: proposed location and extent of re-established riparian plant communtiy

section: existing conditions



section: possible configuration

City of Staunton, Virginia

Amy Ransom Arnold, ASLA

Planning and Inspections Department
2010

(as amended 2.10.11)