

# Design Guidelines

Princess Anne Street Historic Corridor Overlay District

Prepared for the

City of Fredericksburg, Virginia

By

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Adopted by the City Council

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## Executive Summary

The City of Fredericksburg recommended in its 1999 *Comprehensive Plan* and in the 2004 *Gateway Corridor Overlay Plan* that Princess Anne Street from Jefferson Davis Highway (Route 1 Bypass) to Fauquier Street be designated a historic entrance corridor into the Historic Fredericksburg District. (See Figure i.-1, Study Area Context.) Section 15.2-2306 of the *Code of Virginia* allows local governments to regulate the design of development along “significant routes of tourist access” to their designated historic districts and thus to create historic entrance corridor overlay districts.

In order to accomplish the City’s vision for future development and redevelopment in the Princess Anne Street corridor, the City Council, upon recommendation of the Planning Commission, adopted a Historic Entrance Corridor Overlay District for Princess Anne Street between Jefferson Davis Highway (Route 1 Bypass) and Fauquier Street on June 12, 2007. The district as set forth in the City’s Zoning Ordinance requires that certain development and redevelopment of land, buildings and structures along Princess Anne Street be reviewed for conformance with the design guidelines presented herein.

These design guidelines provide an *overarching vision* for new development, redevelopment and other changes to the physical appearance of the Princess Anne Street Historic Entrance Corridor as well as *detailed design guidelines*. Section 2.0 articulates the City’s vision for Princess Anne Street. When City officials review proposed actions within the corridor, they will keep this vision in mind and use it to guide their interpretation of the application of the detailed design guidelines in Section 3.0.

The detailed design guidelines in Section 3.0 describe the overlay district as encompassing three design character zones: the Old Route 1 Highway District, the Mill District and the Transition District. While the detailed design guidelines for streetscape treatments are consistent along the corridor, providing a unifying feature, other guidelines vary from one district to the next. These latter guidelines address building design, site design, and signs. The City of Fredericksburg has the primary responsibility of constructing the streetscape elements within the Princess Anne Street right-of-way. Private landowners are responsible for following the guidelines as they develop, redevelop or otherwise make physical changes to their private property.

*This executive summary provides a narrative introduction to this document, but is not to be used as a design guideline itself in reviewing development proposals. The official design guidelines begin on page 1-1.*

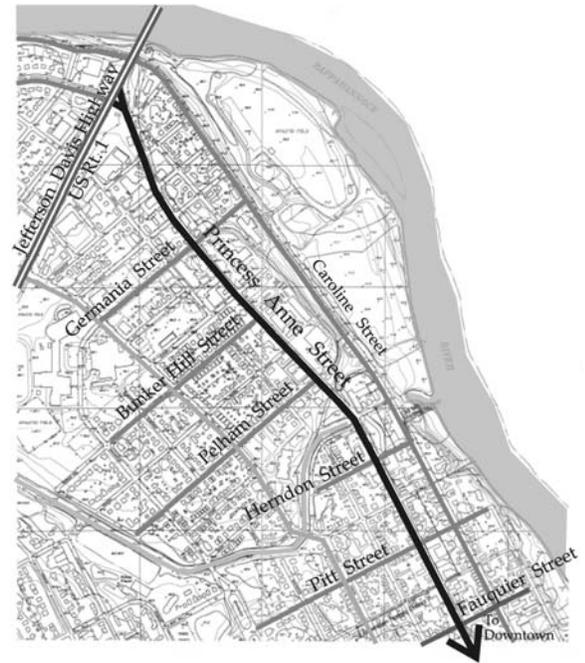


Figure i.-1 Study Area Context

## 1.0 Background, Purpose and Authority

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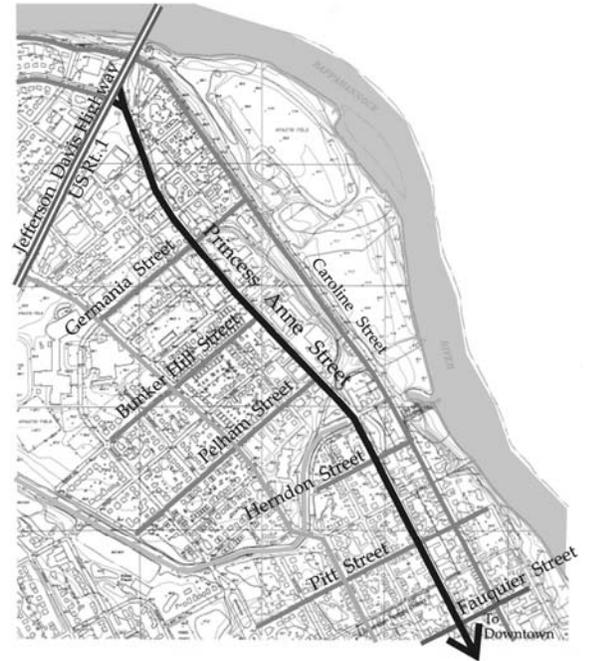


Figure 1.0-1 Study Area Context

## 2.0 Vision for the Princess Anne Street Historic Entrance Corridor

These design guidelines provide an *overarching vision* for new development, redevelopment and other changes to the physical appearance of the Princess Anne Street Historic Entrance Corridor as well as *detailed design guidelines*. Section 2.0 articulates the City's vision for Princess Anne Street. When City officials review proposed actions within the corridor, they will keep this vision in mind and use it to guide their interpretation of the application of the detailed design guidelines in Section 3.0.

### City of Fredericksburg's Vision for the Princess Anne Street Historic Entrance Corridor

*Princess Anne Street will be transformed into an attractive entrance corridor to the Historic Fredericksburg District, a corridor that enhances the visitor experience as well as provides City residents a revitalized street of thriving businesses and well maintained homes.*

This broad vision for the corridor is further elaborated by the following guiding statements:

***Multi-faceted Roadway Function:*** Princess Anne Street will continue to change its function in the City road network from a through travel road to a road with multiple functions:

- A connecting corridor for travelers, both City residents and tourists, from Route 1 to the City's downtown;
- A local access street providing direct or indirect access to existing and new businesses and residences along the street;
- A combination two-way roadway from Route 1 to Herndon Street and one-way roadway from Herndon Street to downtown as it is currently configured;
- An important source of parking capacity by providing on-street parking lanes on both sides of the street.

***Relaxed Vehicular Travel Experience:*** For tourists, the travel experience along Princess Anne Street will provide a



A well designed multi-function street...  
Colley Avenue, Norfolk, VA

transition from the interstate speeds of I-95 and intermediate speeds of Jefferson Davis Highway to the slower speeds of the downtown area. The travel experience will allow visitors to “decompress,” moving from a 21<sup>st</sup> century pace and impressionistic view of the landscape / streetscape to an early 20<sup>th</sup> century pace and more detailed view of the landscape / streetscape.

For local travelers, the pace of roadway travel will be closer to that of the surrounding streets allowing traffic movement to blend with the daily travel experience within the City.

In order to maintain this less stressful travel experience, traffic calming and access management will be implemented. The on-street parking will continue to promote lower speeds along the street as will the traffic light at Germania Street. Driveway access to local business and residences along the street will be managed to encourage use of direct access from side streets wherever possible rather than introducing new direct access driveways from Princess Anne Street. Existing direct access driveways on Princess Anne Street will be closed or consolidated wherever feasible while maintaining adequate access to the uses on the street.

***Improved Pedestrian Environment, But Not a Bicycle Route:*** Princess Anne Street is not the place for promoting bicycle travel and access to downtown, since a major bike route is planned along Caroline Street. However, increased pedestrian traffic is envisioned because of the revitalized mixed use development promoted by the City for the Princess Anne Street corridor. People will be able to live, work and shop in this revitalized neighborhood and thus will have the opportunity to walk between closely spaced uses rather than drive. In this vision for Princess Anne Street, the pedestrian environment along the street will be enhanced with wider sidewalks, improved lighting and street furniture, and attractive landscaping. Street trees will provide a protective barrier between traffic / parked cars and the pedestrians, creating a safer environment for walking. Crosswalks will be placed at strategic intersections as pedestrian activity increases.



Accommodating auto-oriented uses



Traffic calming for pedestrian safety...  
Market Commons, Arlington, VA



An enhanced pedestrian environment...  
King Street, Alexandria, VA

***A Mixed Use Community:*** Rather than a strip of roadside services, Princess Anne Street will be a community of homes and businesses - a focal point of activity and the “Main Street” for the surrounding residential areas. The City’s economic development incentives and streetscape improvements and these corridor overlay district design guidelines seek to promote the revitalization and redevelopment of the corridor to offer interesting shops, quality restaurants, small lodging establishments, essential services, offices, churches, and residences in attractive buildings and settings. The corridor will serve the needs of both those traveling through and the residents and workers of the corridor and surrounding neighborhoods.



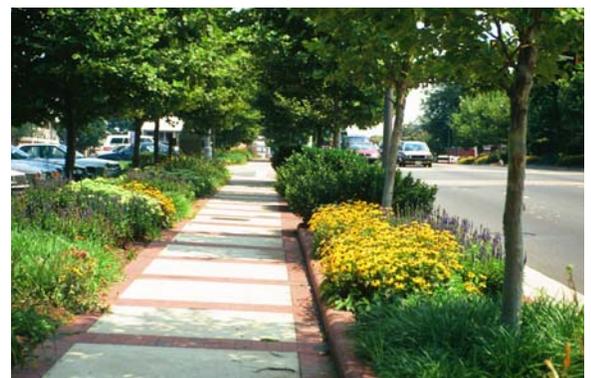
A rich mix of retail, dining and entertainment...  
Carytown, Richmond, VA

***Building Design Guidance Through Definition of Architectural Character Districts:*** The following detailed design guidelines describe three architectural character districts for sections of the corridor. These will be used to loosely guide future rehabilitation of buildings and the development and redevelopment of sites within the corridor. No specific recreation of existing dominant architectural styles is envisioned; however, new and rehabilitated buildings will respect the scale, massing, articulation, level of detailing and quality of materials of existing dominant high quality buildings as well as their placement on the lot. Placement of new buildings close to the street, as are most of the existing buildings, with off-street parking lots located to the rear of buildings or to the side and adequately screened, is essential to realizing the architectural vision for the corridor.



Integration of historic buildings...  
Main Street, Warrenton, VA

***Preservation of Existing Assets and Resources:*** The many existing assets and historic and environmental resources of the corridor will be preserved and enhanced in this vision of the future for Princess Anne Street. These assets include historic buildings and sites, interesting architecture, views of the Rappahannock River, where possible, the Canal Park, and quality trees.



Creating a memorable image...  
Broad Street, Falls Church, VA

***Consistent and Beautiful Streetscape Character:*** The public improvements to the streetscape will provide an organizing visual continuity for streetscape views. The vision for the corridor is a consistent and beautiful streetscape that creates a memorable corridor image despite the varying architecture of buildings along the

way. A single theme and set of guidelines will define the design and construction of the improved streetscape to include wider sidewalks with enhanced paving materials, quality street tree selection and placement, street furniture, and lighting fixtures.

***Signs, Utilities and Service Functions That Do Not***

***Intrude:*** Signs, utilities and service functions (loading docks, trash receptacles, mechanical and telecommunications equipment, etc.) will be designed so as to not intrude into the enhanced streetscape of the corridor. Signs will be designed to provide the information needed by pedestrians and automobile travelers, yet not overwhelm the street scene or building facades. The existing directional signage in the downtown Historic District serves as a model for the design and scale of public signs in the Princess Anne Corridor. On-site utilities will be placed under ground or otherwise out of sight, and the City will reduce the impact of overhead wires in the right-of-way by placing the few such wires present under ground or by consolidating them to minimize their visual impact. Service functions will no longer be visible from Princess Anne Street.



Opportunities for outdoor dining...  
Village of Shirlington, Arlington, VA



Carefully designed signage for buildings...  
Kentlands, MD



Placing overhead utilities underground...  
King Street, Alexandria, VA

### 3.0 Detailed Design Guidelines for the Princess Anne Street Historic Entrance Corridor

The Princess Anne Street corridor has developed and redeveloped in different architectural styles over time. As one travels from Route 1 toward the downtown, one generally experiences a stepping back in time from more modern styles of architecture to the Colonial styles of downtown buildings. These design guidelines promote a continuation of this stepping back in time in terms of architectural character so as to create an appropriate transition to the Historic Fredericksburg District from Route 1. Analysis of the corridor has resulted in the identification of three design character zones for the architecture and site design along the corridor (Figure 3.1-1). These design character zones are described below and are intended to guide the character and quality of new development, redevelopment and other changes in the physical character of the corridor.

Applicants are encouraged to submit plans that reflect and compliment the character and building design styles described in the design character zones. However, these guidelines are not intended to dictate any particular architectural style.

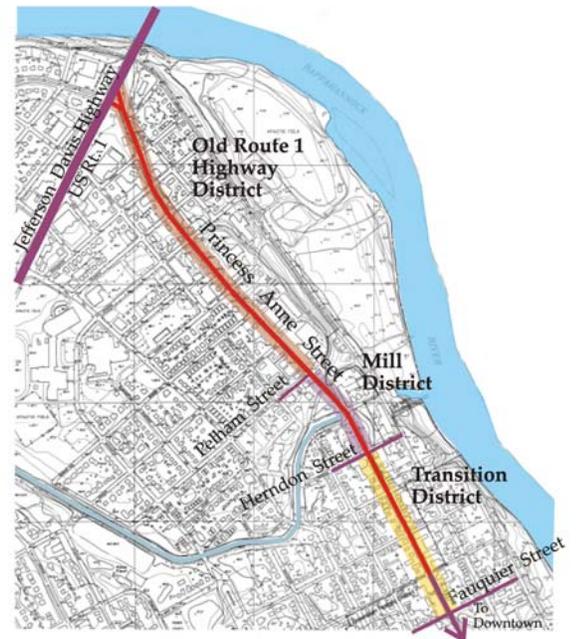


Figure 3.1-1 Design Character Zones

### 3.1 Design Character Zones

**The Old Route 1 Highway District** (Route 1 to Pelham Street): This design character zone exhibits a wide variety of architecture from the 1920s to the 2000s. However, the architecture that provides the predominant and most interesting visual identity for the zone is the Machine Modern-style. The 2400 Diner, Carl's ice cream stand and Payne's Motel are examples of this style. Building footprints vary widely from about 1,500 square feet (Carl's) to 25,000 square feet (the shopping center at the corner of Route 1 and Princess Anne Street). Most buildings are one-story, though there are a few two-story buildings, and the George Washington Executive Center has four stories. This district covers eight (8) blocks and is the largest of the three character districts.

**Mill District** (Pelham Street to Herndon Street): These two blocks include the Canal Park green space on the west side (a vestige of the industrial era) and former industrial buildings (mills) and industrial structure ruins on the east side. The mill buildings date from the late 19<sup>th</sup> century. Built into the hillside, they exhibit three to four stories. These larger buildings offer opportunities to be adapted for new uses that require larger spaces. Compatible new buildings would be of a height and bulk similar to the mills. Many buildings in this zone face directly onto the street, though there are a number that sit behind small parking lots.

**Transition District** (Herndon Street to Fauquier Street): These last four blocks make the transition from the more commercial/industrial districts of Princess Anne Street to the residential edge of the downtown Historic District. Most of the frontage contains small historic houses and residential buildings used as offices with some small commercial buildings as well. These buildings date from the late 19<sup>th</sup> to the early 20<sup>th</sup> Century. Residentially scaled buildings clad in siding (either wood or similar in appearance to wood siding) or in brick would be most compatible with existing buildings in this zone. Most buildings are located close to the street with no off-street parking lot in front.



Machine Modern Style in the Old Route 1 Highway District



Opportunities for adaptive reuse in the Mill District



The residential scale of the Transition District

## **3.2 Streetscape Character**

The design treatment within the street right-of-way, the streetscape, should be a unifying feature of the Princess Anne Street Historic Entrance Corridor. The responsibility for creating this streetscape is primarily the City of Fredericksburg. Plans submitted by applicants should show accommodation for the planned streetscape design in the location of entrances and should build upon and enhance the City provided streetscape.

### **3.2.1 Typical Cross Sections**

The Princess Anne Street corridor leading to the historic district is comprised of two segments: a two-way segment from Route 1 to Herndon Street and a one-way segment from Herndon Street to Fauquier Street. Both segments are four lanes wide with two travel lanes and two parking lanes, though in a few places the street width narrows and parking is not permitted. Right-of-way widths vary from between 50 to 72 feet.

The accompanying figures are intended to show the number of travel and parking lanes in general, the location of the sidewalk through pedestrian zone and the location of areas for street trees, light fixtures and street furniture. The paved street area from curb to curb is to remain as it is today. In other words, these design guidelines do not propose that any curb lines be relocated. Given that the paved street area and the right-of-way varies, the location and width of the street and sidewalk corridor will vary throughout the Princess Anne Street corridor. To represent how various right-of-way conditions should be handled in terms of streetscape improvements, three prototypical cross-sections are presented here. There will be segments of the street that will have to vary from these illustrative cross-sections because of their special conditions. These variations will be worked out when the City contracts for the detailed design of the streetscape.

Figure 3.2.1-1 shows a typical street cross section as proposed for improvement in conditions where the right-of-way width is in the 60' to 70' range. In areas where the right-of-way is narrower, parallel parking may be restricted to one side of the street, as shown in Figure 3.2.1-2.

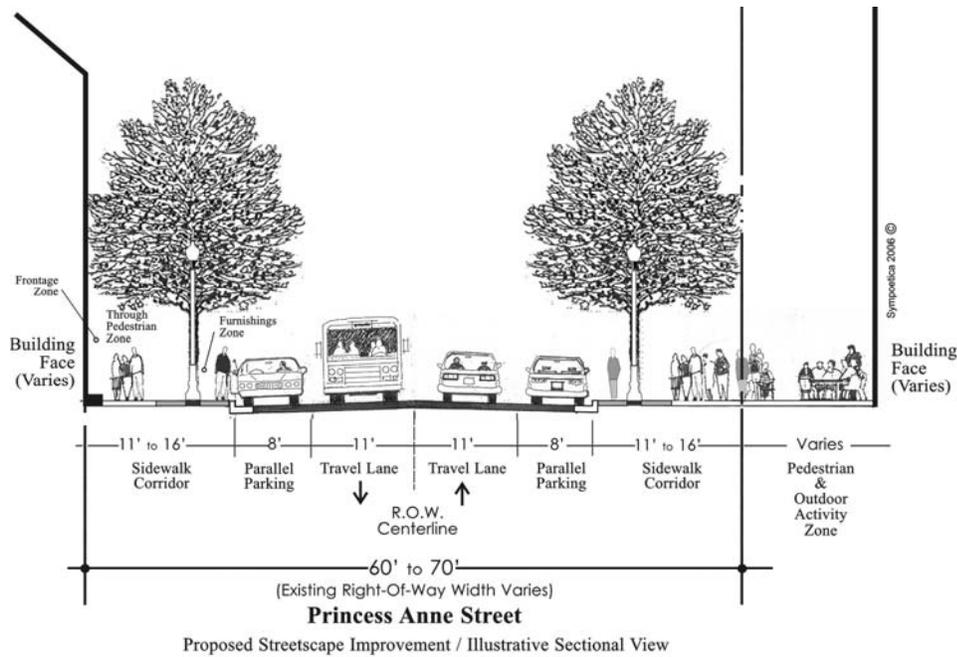


Figure 3.2.1-1 Broad Right-of-Way Condition

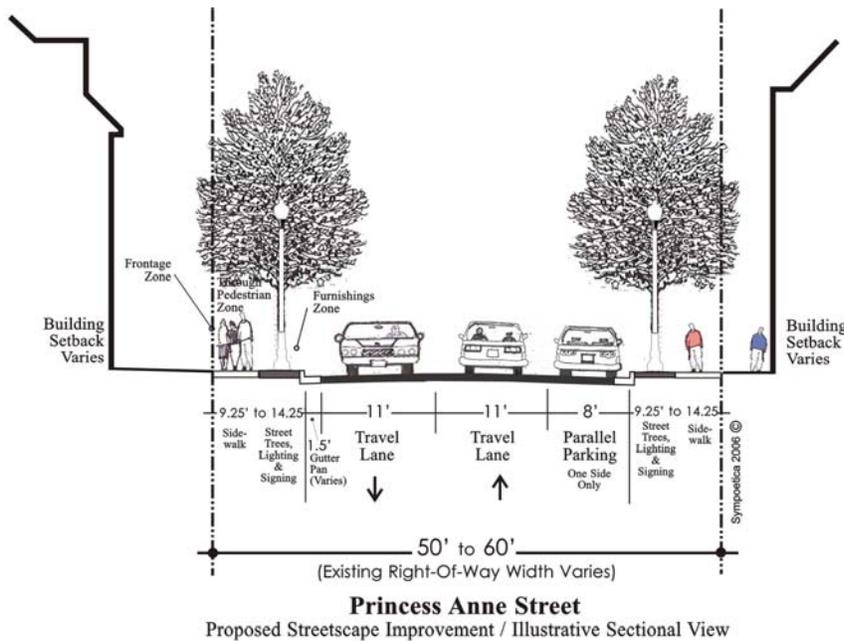
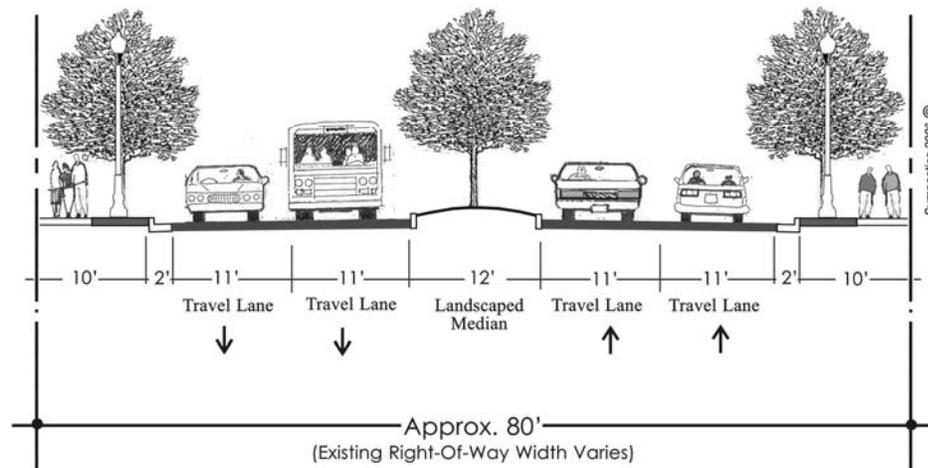


Figure 3.2.1-2 Narrow to Moderately Wide Right-of-Way Condition

At the entrance to the corridor, where Princess Anne Street and Old Jefferson Davis Highway (Route 1) intersect, the right-of-way is wider than in other areas and can accommodate enhanced entry landscaping and a landscaped median. Figure 3.2.1-3 provides a concept cross section for Princess Anne Street at its entrance from Route 1.



**Princess Anne Street**

Proposed Streetscape Improvement / Illustrative Sectional View

Figure 3.2.1-3 Corridor Entrance Right-of-Way Condition

**3.2.2 Typical Streetscape Plan View**

A single design for the streetscape treatment should be provided throughout the length of the corridor. Figure 3.2.2-1 shows this streetscape design conceptually in plan view. At the edge of the street is a parking lane. From the curb to the edge of the right-of-way is the sidewalk corridor.

The sidewalk corridor should exhibit three functional zones:

- The furnishings zone: where street trees, signs, and street furniture are located. Special paving or lawn may be located here, depending on the intensity level of pedestrian activity.
- The through pedestrian zone: the paved area, free of obstructions, where pedestrians travel.
- The frontage zone: where stairs, stoops, and building projections may be found. In wider sidewalk corridors there may be enough space for outdoor dining areas or merchandise display.

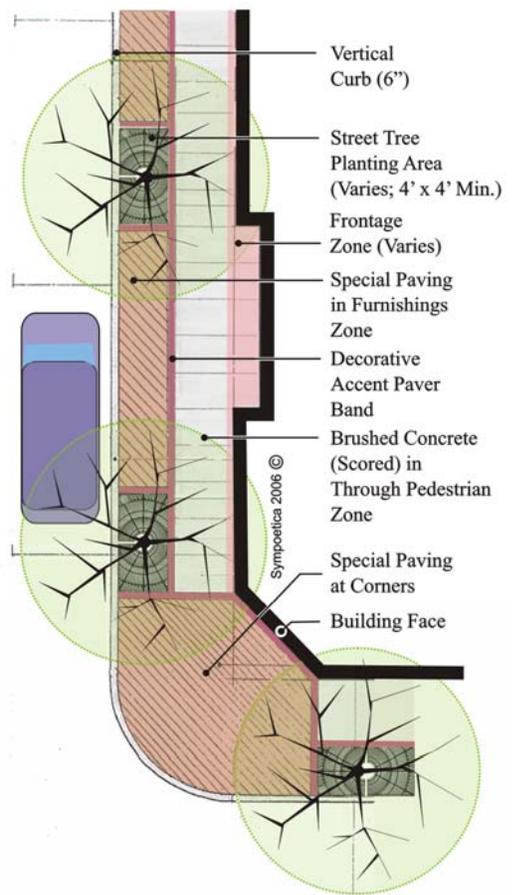


Figure 3.2.2-1 Illustrative Streetscape Treatment Prototype Plan

Private land owners may add paved and landscape areas to the frontage zone behind the right of way to enhance the pedestrian experience.

### 3.2.3 Pedestrian Zone Improvements

#### 3.2.3.1 Sidewalks

The sidewalk paving patterns include a brick or brick colored unitized paver course in the furnishings zone and concrete sidewalk in the pedestrian through zone and frontage zone. Special treatments should be provided at intersections.

#### 3.2.3.2 Crosswalks

Crosswalks should be provided across Princess Anne Street at all traffic lights and on both sides of every other intersection. Crosswalks may be added as pedestrian traffic increases over time. Crosswalks should be provided across every cross street on both sides of every intersection. Crosswalks are recommended to be delineated by painted lines as shown to the left.



Well defined crosswalks

### 3.2.3.3 Street furniture, signing & lighting

The following street furniture or furniture of similar style and quality should be used in the Princess Anne Street corridor streetscape. The various design character zones can be unified through the use of a 'family' of streetscape furnishings, and yet each 'district' can retain its unique design character through the use of color variation, and even some minor style variations, within the overall streetscape furnishings family.



Trash Receptacle (Old Route 1 Highway District)



Trash Receptacle (Mill & Transition Districts)



Pedestrian Safety Bollard



Tree Guard (Optional)



Bicycle Rack (Option)



Bicycle Rack (Option)



Moveable Planter



Special Paving & Tree Grates



Identity Signage



Directional Signage



Street Lighting & Signage Options

### 3.2.4 Street Trees

Streets trees should be planted in the sidewalk furnishings zone. Because there are no overhead utility lines paralleling the street through most of the corridor, large shade trees may be used in most areas. In selected locations, medium and small trees may be planted, where root and canopy space is limited. Trees should be located at a minimum of one per 40 linear feet of frontage with modifications made for driveways and other obstructions. The following provides a list of the City's approved street trees, from which plants may be selected for the final design of the streetscape.

#### Large Shade Trees (above 50 feet in height)

Honeylocust, Thornless Common (*Gleditsia triacanthos var. inermis*)

Oaks

- Overcup Oak (*Quercus lyrata*)
- Red Oak (*Quercus rubra*)
- Scarlet Oak (*Quercus coccinea*)
- White Oak (*Quercus alba*)
- Willow Oak (*Quercus phellos*)

Planetree, London (*Platanus x acreifolia 'Bloodgood'*)

Sweetgum (*Liquidambar styraciflua 'Rotundiloba'*)

Sycamore, American (*Platanus occidentalis*)

#### Medium Trees (30 to 50 feet in height)

Ash

- Green Ash (*Fraxinus pennsylvanica*) (fruit bearing)
- White Ash (*Fraxinus americana*)

Gingko, (Maidenhair Tree) (*Gingko biloba*) (Male tree only)

Goldenraintree (*Koelreuteria paniculata*)

Hornbeam, European (*Carpinus betulus*)

Katsuratree (*Cercidiphyllum japonica*)

Linden, Littleleaf (*Tilia cordata*)

Maple, Red (*Acer rubrum*)

- Autumn Flame
- October Glory
- Red Sunset

Tupelo, Black (Black Gum) (*Nyssa sylvatica*) (residential)

Yellowwood, American (*Cladrastis kentukea*)

Zelkova, Japanese (*Zelkova serrata*)



Red Oak



London Planetree



Sweetgum



Red Maple



Gingko

## Small Trees (less than 30 feet in height)

### Cherry

- Kwanzan Cherry (*Prunus serrulata* 'Kwanzan') (non-fruit bearing)
- Okame Cherry (*Prunus x incam* 'Okame')

Crape Myrtle (*Lagerstroemia indica*) White, Crimson, Pink

### Dogwood

- Corneliancherry Dogwood (*Cornus mas* 'Spring Glow')
- Kousa Dogwood (*Cornus kousa*)

Hawthorn, 'Winter king' (*Crataegus viridis* 'Winter King')

Hornbeam, American (*Carpinus caroliniana*)

Lilca, Japanese Tree (*Syringa reticulata*)

Magnolia, Star (*Magnolia stellata*)

### Maple

- Paperbark Maple (*Acer griseum*)
- Street Wise Trident Maple (*Acer buergerianum* 'BNMFT')

Pagodatree (*Sophora japonica*)

Serviceberry (*Amelanchier arborea*)

Silverbell, Carolina (*Halesia carolina*)

Snowbell, Japanese (*Styrax japonica*)

Stewartia, Mountain (*Stewartia ovata*, *S. pseudocamillia*)

Viburnum, Doublefile (*Viburnum plicatum* var. *tomentosum*)



Kousa Dogwood



Star Magnolia



Serviceberry

### 3.2.5 On-street Parking

On-street parking and loading spaces should be maintained wherever right-of-way width permits. Parking and loading spaces should be set back at least 20 feet from intersections and should be well marked on the pavement. Sight distances from each intersection should dictate actual setback; this will be determined during the detailed streetscape and parking design phases. When plans for private development are reviewed, curbcuts for driveways that are not needed should be closed as recommended in Section 3.4.3 and additional on-street parking spaces added along the reclaimed curb frontage.



On-street parking on Princess Anne Street

### 3.2.6 Utilities

Preferably, all above ground utilities within the right-of-way should be placed underground. Undergrounding utilities is expensive and may not be feasible for all blocks. Alternatives to undergrounding include consolidating utilities on one side of the street or relocating the lines to rear property boundaries. Another lower cost alternative is to place communications lines in underground conduits with only the power lines remaining above ground.



Princess Anne Street with defined on-street parking, improved streetscape and underground utilities

## 3.3 Building Design

### 3.3.1 Building Preservation and Rehabilitation Encouraged

The Princess Anne Street Historic Entrance Corridor Overlay District does not require the preservation of existing buildings along the corridor. However, these design guidelines recommend and encourage that buildings considered historic, having historic associations, or contributing to the overall streetscape, should be considered for preservation, rehabilitation and reuse rather than for demolition.



Embrace opportunities for adaptive reuse of historic buildings

### 3.3.2 Guidelines for All Buildings

#### 3.3.2.1 Building front facades and entrances

Building Front Facades and Entrances: All buildings should address Princess Anne Street by facing the front façade of the building to the street and including a major building entrance facing on the street. This front façade should exhibit a high level of architectural detailing to include features that provide visual variety to wall surfaces, such as windows, entrance areas, arcades, porches, pilasters, and awnings. Exceptions may be made regarding the requirement of a front entrance facing Princess Anne Street for renovations of existing residential buildings that, prior to renovation, did not have an entrance facing Princess Anne Street.

#### 3.3.2.2 Screening of service functions (delivery, loading, HVAC units)

Service functions, including loading docks and doors, garage doors, service areas, trash receptacles and dumpsters, electrical and mechanical equipment, and HVAC units, should be located to the rear of the building and should be screened from view from all sides by fencing or an evergreen landscape screen as specified in Section 3.4.7. Rooftop mechanical equipment should be screened from street view using parapet walls and architectural screens (Figure 3.3.2.2-1).

In some cases, the size and configuration of the lot and/or the location of the existing building may prevent access to the rear of the lot so that loading docks and garage entrances cannot be located at the rear of the building. In such cases, the loading docks and garage entrances should be located on the side of the building. If a side location is not possible, then loading docks and garage entrances should be designed with doors that compliment the architecture of the front façade of the building. Doors creating large areas of blank spaces are not recommended. The doors should include architectural detailing as described in Section 3.3.2.1 for front facades. When closed, the doors should screen the loading dock, parking spaces, or services areas as shown in Figure 3.3.2.2-2.

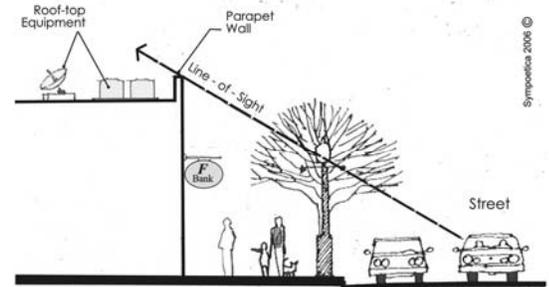


Figure 3.3.2.2-1 Screening rooftop mechanical equipment

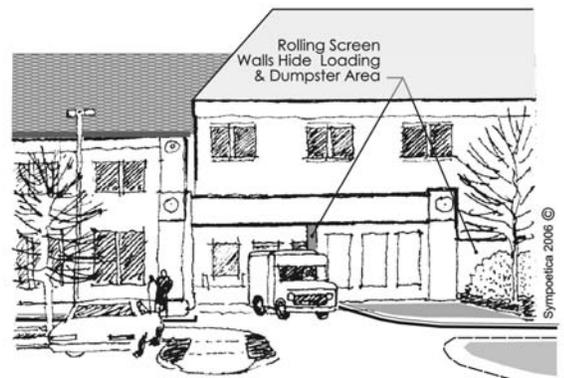


Figure 3.3.2.2-2 Architectural screening of service area

### 3.3.3 Architectural Character by District

Height and floor area ratio limitations of the underlying zoning district shall apply to buildings in the Princess Anne Street Historic Corridor Overlay District unless a more restrictive standard is provided in these guidelines. The materials limitations recommended in the following sections apply to only those areas of the building that are visible from Princess Anne Street.

#### 3.3.3.1 Old Route 1 Highway District

**Building Bulk and Massing:** The maximum floorplate of buildings should be 25,000 square feet, though exceptions can be made for buildings that:

- are of high design quality;
- offer articulated facades that break up the mass of the building into smaller elements;
- and/or are designed to appear like multiple buildings with multiple entrances.

Large shopping centers and big box stores are not appropriate in this district. The design of buildings should emphasize horizontal elements over vertical elements reflecting the horizontality of many Machine Moderne buildings. Buildings may exhibit special vertical focal elements to accentuate primary entrances within the building's overall horizontality.

**Materials Limitations:** The following building façade materials are inappropriate for the Old Route 1 Highway District:

- Unpainted concrete block
- Unpainted wood, i.e., treated or stained wood
- Corrugated metal

**Materials Suggested:** The following building façade materials are not required, but are suggested to be compatible with a Machine Moderne style:

- Concrete
- Smooth stucco
- Glass curtain walls or glass block
- Chrome or smooth metal
- Glazed or painted brick or concrete masonry



Overall horizontality with vertical accents at primary building entrance



An example of Machine Moderne style and materials

Windows and Walls: The Machine Moderne style is generally characterized by building facades of large areas of solid walls with large areas of windows interspersed either in strips or in blocks of window walls. In this district, regular placement of traditional windows in building facades is neither required nor encouraged. Unadorned blank walls dominating entire sides of buildings should not be utilized on any facades visible from Princess Anne Street.



New chain restaurant with modern styling

### 3.3.3.2 Mill District

**Building Bulk and Massing:** The maximum floorplate of buildings should be 25,000 square feet, though exceptions can be made for buildings that:

- are of high design quality;
- offer articulated facades that break up the mass of the building into smaller elements;
- and/or are designed to appear like multiple buildings with multiple entrances.

Large shopping centers and big box stores are not appropriate in this district. The design of buildings should emphasize vertical elements over horizontal elements in sympathy with the verticality of the mill buildings.

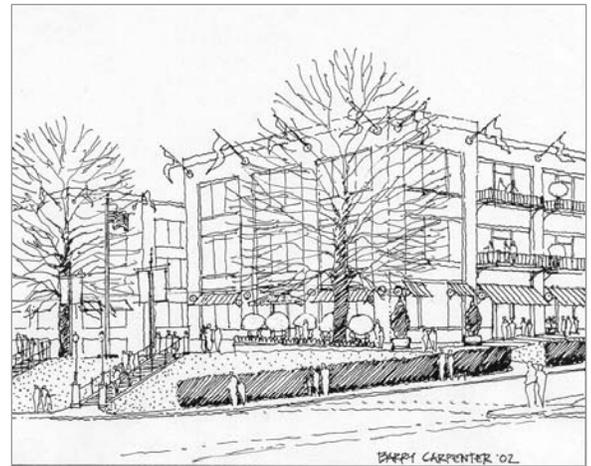
**Materials Limitations:** The following building façade materials are inappropriate for the Mill District:

- Unpainted concrete block
- Unpainted wood, i.e., treated or stained wood
- Corrugated metal

**Materials Suggested:** The following building façade materials are not required, but are suggested to be compatible with the existing mill buildings:

- Brick
- Stone
- Corrugated metal or painted architectural metal panels in limited areas

**Windows and Walls:** Regular window placement within a masonry façade to reflect the rhythm of solids and voids of the mill building facades should be provided in building designs. Building renovations and rehabilitations should not result in the filling in or blocking of existing windows. Selected small portions of buildings may include larger glassed areas to provide visual interest.



Adaptive reuse of larger buildings; shown above is a concept for a redesigned Craddock Shoe Factory, Lynchburg, VA



Compatible design themes and materials, shown above is the River Lofts at Tobacco Row, Richmond, VA



Industrial building with distinct rhythm of solids and voids along Princess Anne Street in the Mill District

### 3.3.3.3 Transition District

**Building Bulk and Massing:** The maximum floorplate of buildings should be 6,000 square feet. Large residential buildings, large shopping and office complexes and big box stores are not appropriate in this district. The design of buildings should emphasize vertical elements over horizontal elements in sympathy with the narrow lot frontages and with the verticality of the residential buildings in these blocks. Buildings should be compatible with the scale of existing buildings in the district.

**Materials Limitations:** The following building façade materials are inappropriate for the Transition District:

- Unpainted concrete block
- Unpainted wood, i.e., treated or stained wood
- Corrugated metal

**Materials Suggested:** The following building façade materials are not required, but are suggested to be compatible with existing buildings:

- Wood siding, painted
- Fiber cement siding, pre-finished or painted
- Brick
- Smooth stucco in limited areas

**Windows and Walls:** Regular window placement within the building façade to reflect the rhythm of solids and voids of the residential building facades in the district should be provided in new building designs. Building renovations and rehabilitations should not result in the filling in or blocking of existing windows.



Verticality in existing architecture of the Transition District



Small buildings still exhibit verticality along the street



Example of fiber cement siding in a new building

### 3.4 Site Design

#### 3.4.1 Preservation of Site Amenities

##### 3.4.1.1 Trees

Existing trees 6" in caliper or more and in good health shall be mapped on the site plan. The applicant should incorporate these trees into the landscape design of the development site as is feasible. Since many of the parcels along Princess Anne Street are relatively small, it may be difficult to save such trees and at the same time meet other requirements of the zoning district and the guidelines herein. The landscape design for the development should provide quality replacement trees as described in Section 3.4.6.

##### 3.4.1.2 Views of Rappahannock River

There are no direct views of the Rappahannock River from Princess Anne Street. Only at the canal branch just south of Pelham Street can one see the river in the distance in the winter, when the leaves are off the trees. The view down this former canal branch should be enhanced through selective clearing and trimming of vegetation, and through the addition of new landscaping, so that the view of the river is improved.

From upper floors in the rear of taller buildings located on the east side of Princess Anne Street, views of the river may be possible in some areas of the corridor. Applicants should take advantage of these views and provide ample windows with river views. Spaces open to the public, such as restaurants and hotel lobbies should be designed to take advantage of river views when possible.

##### 3.4.1.3 Views of the Canals

The historic former canals and their branches between Pelham and Herndon Street should not be disturbed with grading or construction of parking areas or buildings. Parcels located adjacent to or including the former canals should be developed to enhance view of the canals from Princess Anne Street and from adjacent buildings.



Suggested *JumpStart!* Plan for canal and riverfront redevelopment in the Mill District



Historic canal area today; site of proposed Mill District Green under the *JumpStart!* Plan

### 3.4.2 Placement of Buildings on the Lot

The setbacks set forth in this section should replace the minimum front setbacks set forth in the underlying zoning district.

In the Old Route 1 District, buildings should be located from the Princess Anne Street right-of-way line to no more than 80 feet away. Eighty feet provides sufficient room for one double sided bay of parking to be located between the building and the sidewalk with adequate space for screening and landscaping. Applicants are encouraged to locate buildings on or within 15 feet of the right-of-way when buildings on one or both sides of the development site are on or within 15 feet of the right-of-way. Existing buildings located greater than 80 feet from the right-of-way may be rehabilitated, renovated and expanded, but new buildings should be located within 80 feet of the right-of-way. Applicants seeking to rehabilitate and renovate an existing building are encouraged to reconfigure and expand the building to bring it closer to the street and create more of a street presence.

In the Mill and Transition Districts, buildings should be located on or within 15 feet of the Princess Anne Street right-of-way line. Greater setbacks may be granted for special plaza or outdoor dining areas of exceptional design. Existing buildings located greater than 15 feet from the right-of-way may be rehabilitated, renovated and expanded, but the new buildings front facades should be located within 15 feet of the right-of-way.

### 3.4.3 Site Access

In order to make the Princess Anne Street corridor safer for both vehicles and pedestrians it is important to manage the vehicular access to parcels lining the street. Multiple entrances directly from Princess Anne Street to each parcel create hazards by promoting a high number of turning movements into and out of parcels. Not only do these turning movements create the potential for vehicular accidents, they create multiple opportunities for collisions with pedestrians on the sidewalks and reduce the on-street parking capacity along the curb.

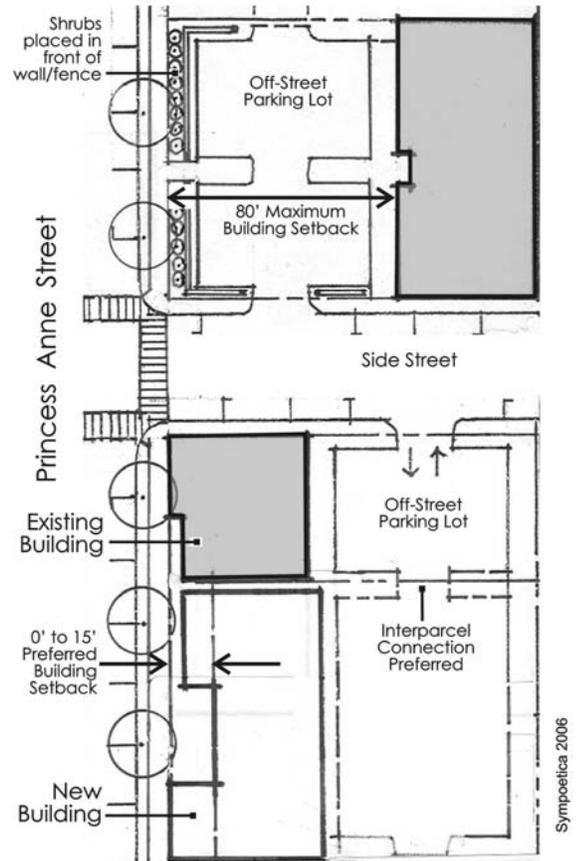


Figure 3.4.2-1 Placement of buildings on the lot

When a parcel is developed or redeveloped, vehicular access to the site should be designed to reduce the number of direct site entrances on Princess Anne Street in the following ways:

- Unnecessary entrances should be closed.
- Shared entrances for adjacent businesses should be utilized to the maximum extent possible.
- New entrances provided and existing entrances maintained should be located as far from the side street intersection as possible.
- Corner parcels should be accessed from the side street rather than from Princess Anne Street.
- Interparcel access should be provided to the maximum extent possible. Interparcel access lanes should be located as far from Princess Anne Street as possible so that they do not create conflict points at entrances between vehicles turning into the site and vehicles passing from one parcel to the next.

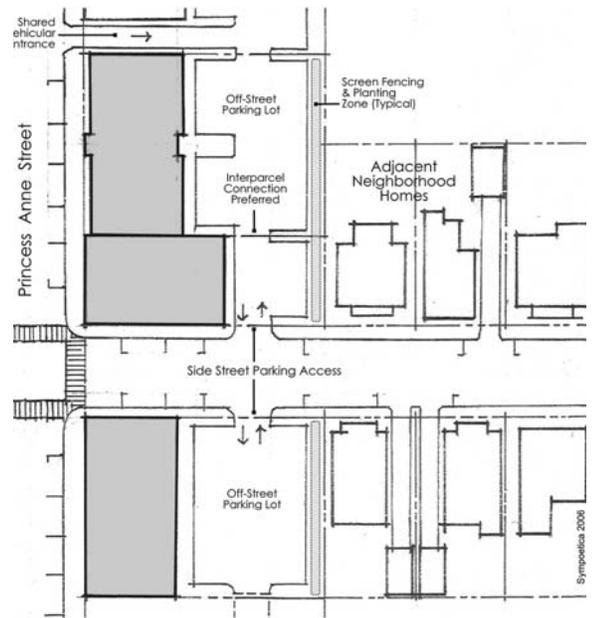


Figure 3.4.3-1 Site access management

### 3.4.4 Design and Location of Parking Lots

On- and Off-Street Parking: Adequate parking is essential for business viability. For this reason, the streetscape plan for Princess Anne Street calls for maintaining on-street parking wherever right-of-way width permits, while allowing for two travel lanes.

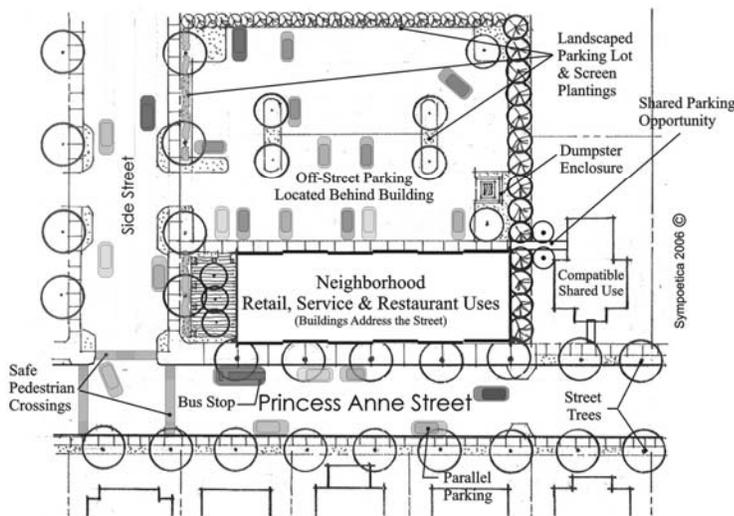


Figure 3.4.4-1 On- and off-street parking

Shared Parking: Shared parking between uses that require peak parking capacity at different times of the day, week, or season is encouraged. The applicant shall provide a shared parking study to determine the total number of on- and off-street parking spaces needed at times of peak parking demand.

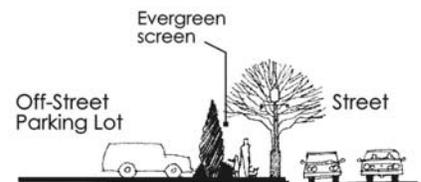
Location of Parking on the Site: While there will be on-street parking on Princess Anne Street, off-street parking will still be necessary for many businesses and uses. Such parking should be located on the site to the rear or sides of buildings. Only within the Old Route 1 District of the corridor may off-street parking be placed in front of the building, and then only one double sided bay of parking.

Scale of Parking Lots: No development should include parking lots of large expanses of pavement unbroken by landscaped islands. Linear landscaped islands should be used in all parking lots of 15 or more spaces to break up the parking into multiple smaller pavement areas. The interior parking lot landscaping requirements of the Zoning Ordinance shall apply.

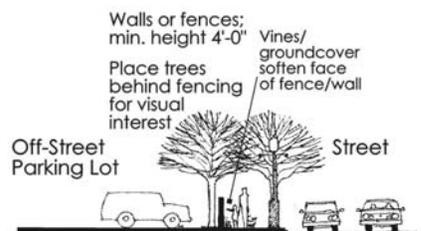
Screening of Parking: Wherever a parking lot abuts a street, whether Princess Anne Street or a side street, the parking lot should be screened. The screening may consist of:

- A landscape screen consisting of:
  - evergreen shrubs of a type that will reach a height of 3 to 4 feet at maturity. The shrubs should be planted so as to create a solid screen to hide the cars behind.
  - One deciduous tree every 30 linear feet.
- A combination of a 4-foot high fence or wall with deciduous trees planted behind every 30 linear feet.
- A combination of a 4-foot high fence or wall with shrubs, ground covers and flowers planted in front, to be used where trees would conflict with street trees.

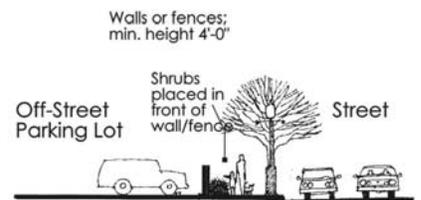
Openings for pedestrian paths to the sidewalk should be provided through the screen at reasonable and regular intervals.



Sympoetica 2006 ©



Sympoetica 2006 ©



Sympoetica 2006 ©

Figure 3.4.4-2 Parking Lot Screening Options

### 3.4.5 Pedestrian Circulation

Sidewalks: All sidewalks within the right-of-way should be retained or improved. Any sidewalk removed or damaged during construction should be replaced according to the streetscape standards provided in these guidelines.

Pedestrian Circulation: All site plans shall include a pedestrian circulation plan showing how pedestrians will be provided access to the public sidewalk, to on-site buildings, and to and through parking lots. Pedestrian walks within parking lot landscaped planting islands should be provided in large parking lots.



Figure 3.4.5-1 Internal site pedestrian circulation

### 3.4.6 Landscaping

Landscaping and screening requirements of the Zoning Ordinance shall apply, except that with regard to landscaping around buildings, well-designed plazas and pedestrian walks with trees in tree grates and flowers and shrubs in planters may be substituted for five-foot wide landscaped planting areas. A landscape plan shall be submitted with the site plan to fully illustrate the landscape elements and design to be implemented.

### 3.4.7 Screening of Service Functions

All dumpsters and mechanical / electrical / telecommunications units on site should be screened with a six-foot high solid fence or wall and located in an unobtrusive area of the site. Such service functions should not be located within view of Princess Anne Street nor located near a building entrance.

### 3.4.8 Fences and Walls

Design: The design and materials chosen for fences and walls should be compatible with architectural style and materials of the buildings on site.

Fences and Walls for Screening: Fences and walls used to screen parking lots or service uses or to provide separation between uses should be opaque with no or minimal spaces (up to two (2) inches between sections). Such fences and walls should be designed to prevent the object to be screened from being noticed or seen.

Materials Limitations: The following materials are *inappropriate* for fences and walls in the corridor:

- Chain link or other wire fencing
- Stockade fencing
- Unpainted concrete block
- Unpainted wood, i.e., treated or stained wood
- Non-paintable plastic

Materials Suggested: The following fence and wall materials are not required, but are suggested:

To be compatible with the Machine Moderne style of architecture in the Old Route 1 District:

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Dumpster & utility area siting and screening



Service area screen fencing and gate



Machine Moderne building with appropriately styled wall

- Chrome or smooth metal fence / railing
- Smooth concrete or stucco wall
- Glazed or painted brick or concrete masonry
- Glass block

To be compatible with buildings in the Mill District and Transition District:

- Painted wood fence
- Brick wall
- Stone wall

### 3.4.9 Lighting

Design and Style: The design, style and materials chosen for site light fixtures should be compatible with architectural style and materials of the buildings on site.

Lighting Plan: The applicant shall prepare a lighting plan that should be coordinated with the landscape plan and pedestrian circulation plan to ensure that pedestrian and parking areas are well lit and that any conflict between trees and light fixtures is avoided.

Light Fixture Heights: Light fixtures should not exceed fourteen feet in height.

Light Direction and Intensity: Lighting should be directed toward the object to be lit. Light leakage off site should be limited, and lights should be directed so as to not cause glare for motorists. Service station canopies should utilize fully shielded light fixtures with the bottom lens flush with the canopy.

### 3.4.10 Utilities

Undergrounding: On-site utilities should be placed underground.

Location of meters and meter boxes: Meters and meter boxes for all utilities should be located out of sight from Princess Anne Street and from front and other public entrances to the building.



Use fences that are compatible with the architecture in the Mill and Transition Districts



A well-landscaped parking lot with downwardly directed lighting



Successful use of architectural fencing to screen meter boxes

### 3.5 Signs

#### 3.5.1 Compatibility with Architecture

Sign Placement: Buildings should be designed with thought given to the future placement of signs. These potential sign placement sites shall be shown on submitted architectural drawings.

Signs to Complement Architecture: Signs should complement the architecture of the building. They should not obstruct architectural elements and details that define the design of the building.

#### 3.5.2 Organization

Orderly Placement: The placement of signs should be orderly. Placement of signs by different businesses in the same building should be coordinated.

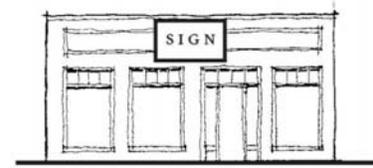
Number of Signs per Business: The number of permanent signs per business should be limited to two different types and two signs on the front of buildings.

The rear of buildings may have one wall sign for each business located in the building.

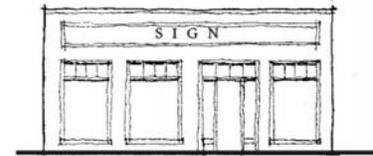
#### 3.5.3 Types of Signs

Sign Types Permitted: The following sign types are permitted subject to the other guidelines and standards in this section: flat wall signs, window signs, projecting signs, signs on awnings and parking lot directional signs as permitted by section 78-81 (1) f. of the Zoning Ordinance. Traditional theater marquees are permitted by special permit only.

Sign Types Discouraged: The following sign types are discouraged: freestanding monument signs, freestanding signs mounted on poles. These signs are appropriate only in situations where the building is not located on or close to the right-of-way so that a sign located on the building would not be easily seen.

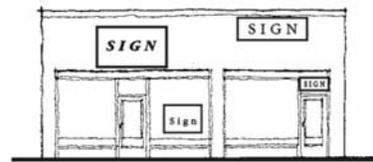


Sign does not fit building.

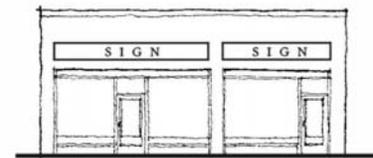


Sign fits building.

Figure 3.5.1-1 Compatibility of signs



Signs are not coordinated between businesses.



Signs are coordinated between businesses.

Figure 3.5.2-1 Organization of signs

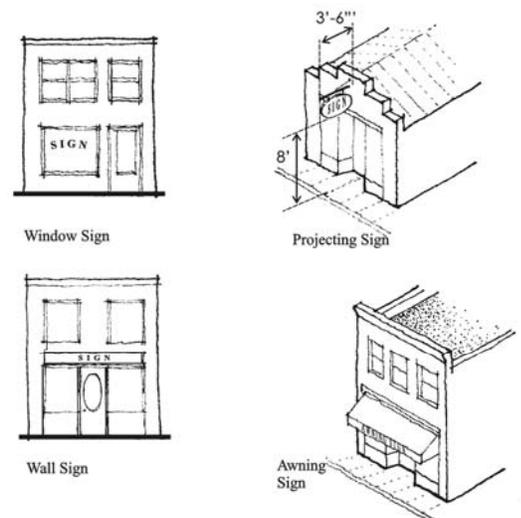


Figure 3.5.3-1 Sign types permitted

### 3.5.4 Location

The following guidelines should be followed when locating signs on any building:

- Signs should be located so as not to obscure the signs of other businesses or to conflict with streetscape elements.
- Roof signs are discouraged unless designed as part of the architecture of the building.
- Signs located above the second floor of buildings should not be utilized.
- Signs may be located on the front or side panel or valance of an awning, but not be on the top or body of the awning.
- Projecting signs and marquees should be located at least eight (8) feet above the sidewalk and extend no more than forty-two (42) inches from the building wall. The minimum clearance for such signs above an alley or driveway is fifteen (15) feet (Figure 3.5.3.-1).

### 3.5.5 Size

Size recommendations for signs are as follows:

- The maximum total area of all types of signs allocated to a ground floor business should be 1.5 square feet of sign per linear foot of building frontage for the business with a maximum sign area of fifty square feet per business.
- Upper floor business signs should be combined on one flat wall mounted directory sign that does not exceed ten square feet in size at each primary entrance to the upper floors.
- Projecting signs should not exceed ten square feet.
- The height of monument signs is limited to five feet.

### 3.5.6 Sign lettering and symbols

**Size of Lettering:** The lettering of signs should not exceed 12 inches in height for wall or monument signs and 8 inches for window and awning signs. Directory sign lettering should not exceed 2 inches in height.



Projecting sign



Wall & awning signs



Sign variety in the streetscape

Symbols in Signs: Symbols describing the business within and corporate logos may be used in signs, but standardized trademark signs, such as national soft drink signs that do not represent the primary business name, are discouraged. (Figure 3.5.6-1)

Sign Quality: Signs should be professionally designed and lettered.

### 3.5.7 Materials

Sign Materials to Complement Building Materials: Sign materials should complement the materials used in the building.

Appropriate Sign Materials:

- Flat wall signs or projecting signs: painted or finished wood, metal, glass, matte finish plastic
- Marquees: painted or finished wood, metal, glass, limited plastic
- Window: paint or applique (on a clear backing) on glass
- Awning signs: silk screen or embroidery on durable fabric
- The following sign materials are prohibited: shiny or reflective plastic, except for the illuminated portion of marquees.
- Neon signs may be used in moderation - one per business. They should use no more than three colors.

### 3.5.8 Illumination

Proper Illumination of Signs: The illumination of signs should be subtle and understated, yet visible at night. Flat signs (e.g. on walls or projecting signs) may be externally lit by wall mounted decorative shielded light fixtures. Signs comprised of raised individual letters on walls and window signs may be externally lit or backlit. Monument signs may be externally lit by ground mounted shielded light fixtures.

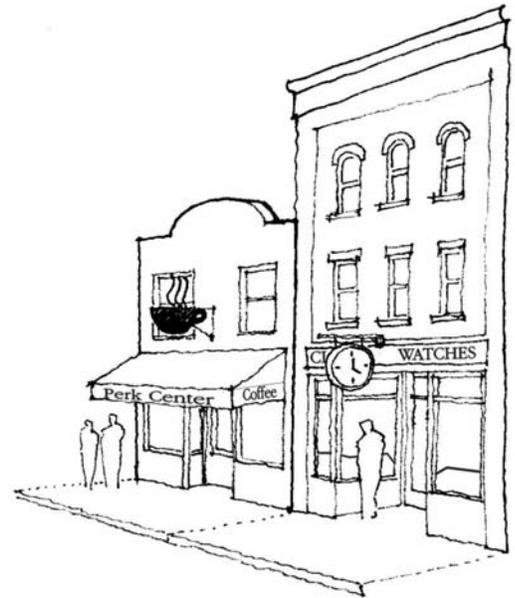
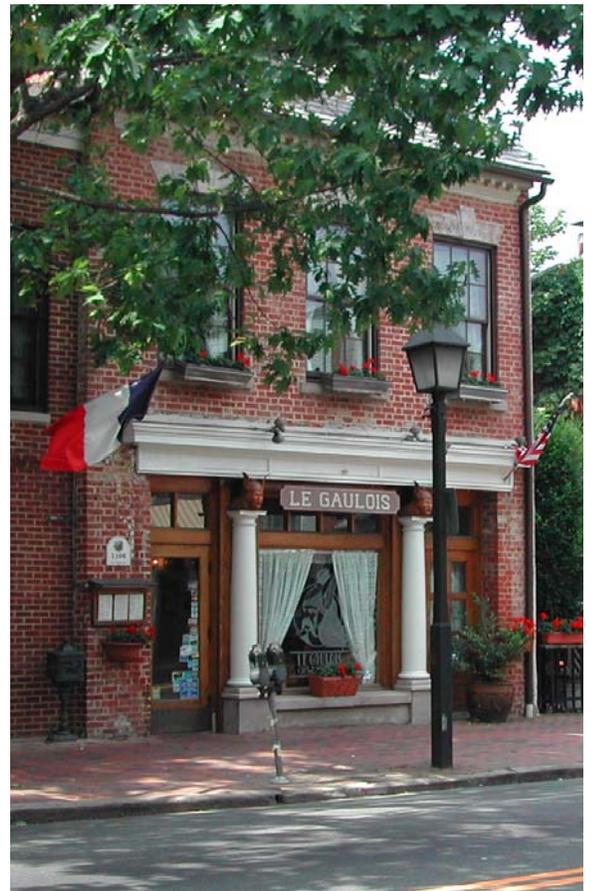


Figure 3.5.6-1 Symbols in Signs



Understated, yet effective signage

### Sign Illumination Methods Discouraged:

- Internally illuminated plastic signs, particularly those that exhibit dark letters on a light background. Exceptions may be made for marquees.
- Revolving or flashing lights. Exceptions may be made for creative use of flashing lights in a Machine Moderne style sign associated with a Machine Moderne style building within the Old Route 1 Highway District.
- Electronically operated variable message signs.

### 3.5.9 Special Provisions by District

#### 3.5.9.1 Old Route 1 Highway District

Compatibility with Architecture: The signs for Carl's ice cream shop illustrate signage that was designed with and complements the simple architecture of the building. Machine Moderne buildings are often designed so that signs are an integral part of the architecture and such signage designs are welcome in the Old Route 1 Highway District.

Sign types: Freestanding monument signs and freestanding signs mounted on poles are permitted in this district where buildings are set back from the street over fifteen (15) from the right-of-way.

Sign Materials: Metal, glass, matte finish plastic, and neon signs are most appropriate for wall and projecting signs in this district.

#### 3.5.9.2 Mill District

Compatibility with Architecture: Signs in traditional styles as illustrated in the accompanying photograph are appropriate for the Mill District.

Sign types: freestanding monument signs and freestanding signs mounted on poles are discouraged.

Sign Materials: Wood and metal signs are most appropriate for wall and projecting signs in this district.



Classic neon sign style appropriate for the Old Route 1 Highway District



Iconic signage for ice cream at Carl's



Compatible signs for the Mill District

### 3.5.9.3 Transition District

Compatibility with Architecture: Signs in traditional styles with a more residential scale, as illustrated in the accompanying photograph, are appropriate for the Transition District.

Sign types: freestanding monument signs and freestanding signs mounted on poles are discouraged.

Sign Materials: Wood and metal signs are most appropriate for wall and projecting signs in this district.



Residential scale for signs in the Transition District