County of Shenandoah

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MEMORANDUM

To: Old Valley Pike Corridor Committee

From: Chris Boies, Director of Planning & Zoning

Date: September 6, 2007

Subject: Ordinance/Design Guidelines

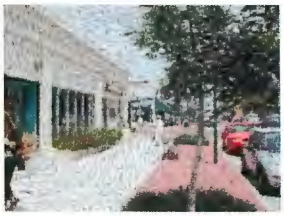
Attached is the information we will discuss at our next meeting being held on September 24th at 6:00 p.m. in the Board Conference Room at the Shenandoah County Government Center. Please read over this information carefully and feel free to contact me if you have any questions. I look forward to seeing you at the meeting.

Agenda
Old Valley Pike Steering Committee
Monday September 24, 2007 6:00 p.m.
Shenandoah County Board Conference Room

1. Discussion concerning the proposed overlay ordinance and design guidelines.

2. Other Business

3. Adjournment



Draft Ordinance

Old Valley Pike Corridor Overlay District

Prepared for the

County of Shenandoah, Virginia

By

Sympoetica

Draft Ordinance **Sympoetica**
Section 165-___Old Valley Pike Corridor Overlay District **August 20, 2007**

A. Statement of Intent

It is the intent of this district to ensure that U.S. Route 11, the "Old Valley Pike," continues to offer local residents and tourists a safe and beautiful route through rural countryside and historic towns, a scenic byway and an artery offering opportunities for tourism and economic development. To this end, these regulations are intended to:

- Protect and promote the aesthetic and historic character of the Old Valley Pike as a scenic byway;
- Promote and create attractive gateways to the County's historic towns and villages;
- Ensure safe and functional transportation systems;
- Manage access from the Old Valley Pike to adjacent parcels for the safety and convenience of vehicular travelers, bicyclists and pedestrians;
- Support quality economic development and tourism along the corridor.

B. Application

(1) The roadway corridor affected by this section includes all segments of U.S. Route 11 within the unincorporated areas of Shenandoah County.

(2) The area subject to regulation by this section includes all land within 540 feet of the centerline of:
(a) The pavement area of U.S. 11, where the roadway is undivided, or;
(b) The pavement area of the closest lanes, where the roadway is divided.

(3) The boundaries of the Valley Pike Corridor Overlay District are delineated on the Official Zoning Map.

C. Permitted Uses

(1) Uses permitted by right: all uses permitted by right in the underlying zoning districts.

(2) Uses permitted by special permit:
(a) All uses authorized by special use permit in the underlying zoning districts.
(b) Uses that modify a specific requirement(s) of this article; the specific requirements that may be modified by special use permit are identified in Section 165-___E.

D. General Provisions

(1) The following uses and activities do not require approvals under this section:
(a) Interior alterations to a building or structure having no effect on the exterior appearance of the building or structure
(b) General repair and maintenance where no substantial change in design or material is proposed
(c) Accessory structures to residential uses, where no site plan is required

(d) Additions or modifications to a building or structure where no substantial change in design or material is proposed or the addition or modification is not visible from U.S. Route 11 travel lanes and bicycle/ pedestrian lanes/trails as determined by the Zoning Administrator.

(2) Approval of the following requires review under this article:
(a) Building permits for uses not listed under Section 165-___ D. (1)
(b) Zoning permits for uses not listed under Section 165-___ D. (1)
(c) Site plans
(d) Subdivision plats
(e) Zoning map amendments, where a development plan is proffered
(f) Special use permit site plans

(3) Nonconforming uses:
Any use, activity, parcel or structure subject to the provisions of this section which does not conform to such provisions at the time of adoption of this section shall be considered nonconforming and subject to the regulations in Article IV, Nonconforming Uses, of this Chapter.

(4) Applicable design standards:
(a) Section 165-___ E. provides regulations for development within the corridor overlay district. Compliance is required, except as may be permitted through issuance of a special use permit.
(b) All approvals listed in Section 165-___ D. (2) shall be subject to review for consistency with the Old Valley Pike Corridor Overlay District Design Guidelines. These guidelines include all the requirements in Section 165-___ E., as well as design standards that are encouraged, but not required.
(c) This section establishes two sub-districts within the Old Valley Pike Corridor Overlay District: the Rural Landscape sub-district and the Town Gateway sub-district. The sub-districts within the Valley Pike Corridor Overlay District are delineated on the Official Zoning Map.
(d) Section 165-___ E. and the Old Valley Pike Corridor Overlay District Design Guidelines provide specific requirements and guidelines for each of the two sub-districts.

E. Design Standards (To be Determined)
(1) Rural Landscape Sub-district
(a) Buildings and Structures
1. All buildings and structures
a. Residential building (orientation, prohibited materials, screening of service functions)
b. Commercial building (orientation, prohibited materials, screening of service functions)
2. Historic buildings and structures (any requirements?)
a. On the National Register of Historic Places and/or the Virginia Landmarks Register
b. Identified in Shenandoah County historic building surveys
c. Identified in adopted Civil War battlefield preservation plan

(b) Site Design
1. Preservation of site amenities
2. Placement and screening of new buildings
3. Placement and screening of service functions
4. Site access
5. Provisions for vehicular and bicycle circulation
6. Design and location of parking lots
7. Fences and walls (location, prohibited materials)
8. Lighting (glare, sky glow)

(c) Signs
1. Prohibition of certain sign types (sky signs)
2. Limitations on sign heights (pole, monument)

(2) Town Gateway Sub-district

(a) Buildings and Structures
1. All buildings and structures
   a. Residential building (orientation, prohibited materials, screening of service functions)
   b. Commercial building (orientation, prohibited materials, screening of service functions)
2. Historic buildings and structures (any requirements?)
   a. On the National Register of Historic Places and/or the Virginia Landmarks Register
   b. Identified in Shenandoah County historic building surveys
   c. Identified in adopted Civil War battlefield preservation plan

(b) Site Design
1. Preservation of site amenities
2. Placement of new buildings
3. Placement and screening of service functions
4. Site access
5. Provisions for vehicular and bicycle circulation
6. Design and location of parking lots
7. Site landscaping
8. Fences and walls (location, prohibited materials)
9. Lighting (glare, sky glow)
10. Utilities (undergrounding)

(c) Signs
1. Prohibition of certain sign types (sky signs)
2. Limitations on sign heights (pole, monument)

(d) Streetscape
1. Street design requirements (curb and gutter)
2. On-street parking
3. Sidewalks
4. Street trees

F. Administration

(1) Review of development proposals:

(a) No zoning permit or building permit shall be issued, and no site plan shall be approved, until such building permit or site plan is determined to be in compliance with this article. Such determination shall be made by:
   1. The Planning Commission for all development proposals for:
      a. Commercial and business uses
      b. Industrial uses
      c. Townhouse and apartment uses
      d. All other non-residential uses, except agricultural uses
      e. All uses requiring a site plan
   2. The Zoning Administrator for all development proposals for:
      a. Agricultural uses directly related to agricultural production (not including farm markets, farm equipment sales, and other commercial operations)
      b. Single-family detached houses

(b) The Planning Commission shall review all subdivision plats, proffered development plans, and special use permit site plans for consistency with this section so that the design of such plans and plats does not preclude compliance with the regulations of this section.

(2) Actions on Development Proposals:

(a) The Planning Commission shall confer with the applicant and shall approve or disapprove the application within the time frame for action specified in the Zoning Ordinance for the type of application being considered:
   1. The application may be approved together with such modifications deemed necessary to insure compliance with this section.
   2. If a decision of denial is made, the applicant shall be provided in writing any and all reasons for denial.

(b) The Zoning Administrator shall confer with the applicant and shall approve or disapprove the application within 30 days of submission of a complete application.
   1. The application may be approved together with such modifications deemed necessary to insure compliance with this section.
   2. If a decision of denial is made, the applicant shall be provided in writing any and all reasons for denial.

(3) Expiration: Development proposal approvals issued by the Planning Commission or the Zoning Administrator based on the reviews required in this section shall expire:

(a) After twelve (12) months for all site plans; and after six (6) months for all zoning permits and building permits, if the approved work has not commenced; or,

(b) If any such work is suspended or abandoned for a period of two (2) year after being commenced.

(4) Appeals

The Board of supervisors reserves unto itself the right to review all decisions of the Planning Commission made in the administration of this section, which, in its discretion, it shall deem necessary to the proper

administration hereof. Any person aggrieved by any decision of the Planning Commission in the administration of this section may demand a review of the application by the Board of Supervisors. Such demand shall be made by filing a request therefore in writing with the clerk of the Board of Supervisors within ten (1) calendar days of the date of the Planning Commission's decision. The Board of Supervisors may affirm, reverse or modify, in whole or in part, the decision of the Planning Commission. In considering an appeal, the Board of supervisors shall give due consideration to the recommendations of the Planning Commission together with such other evidence as it deems necessary for a proper review of the application.

(5) Additional submission requirements for development proposals within the Old Valley Pike Corridor Overlay District:

(a) Building permits:

1. Elevations of all sides of the building or structure that are visible from U.S. Route 11 travel lanes and bicycle/ pedestrian lanes/trails drawn with sufficient detail to determine the architectural design and detailing and showing all proposed windows, doors, arcades, porches, pilasters, awnings and other features.
2. Exterior building cladding materials
3. Notes regarding proposed roof pitch
4. Illustration(s) showing how building exterior and rooftop electrical and mechanical equipment and HVAC ducts and units are to be screened.
5. Building exterior lighting locations and specifications

(b) Zoning permits:

1. General location of site entrance and driveway
2. Identification of building front façade and location of front entrance to the building
3. Location of loading docks and doors and garage doors
4. Building floorplate dimensions and total area in square feet
5. Building height
6. General location on the lot of woodlands and existing trees that are outside wooded areas and are at least 6" in caliper (measured at 4.5 feet above the ground) or more and in good health
7. General location on the lot of tree rows, stone walls, streams, rivers and other water bodies

(c) Site plans

1. Existing site conditions including: topography as specified in Section 165-98, woodlands, existing trees that are outside wooded areas and are at least 6" in caliper (measured at 4.5 feet above the ground) or more and in good health, tree rows, stone walls, streams, rivers, and other water bodies
2. Proposed site grading
3. Building floorplate dimensions and total area in square feet
4. Location of all service functions: dumpsters and mechanical / electrical / telecommunications units, utilities

5. Proposed pedestrian and bicycle facilities
6. Locations and specifications for site lighting
7. Proposed landscape materials

(d) Subdivision plats

1. Street tree plan, showing tree locations and species, within the Town Gateway sub-district

(6) Deviations from the standards contained in Sections____ may be considered and approved or disapproved through the special use permit review process.

Draft Design Guidelines

Old Valley Pike Corridor Overlay District

Prepared for the

County of Shenandoah, Virginia

By

Sympoetica

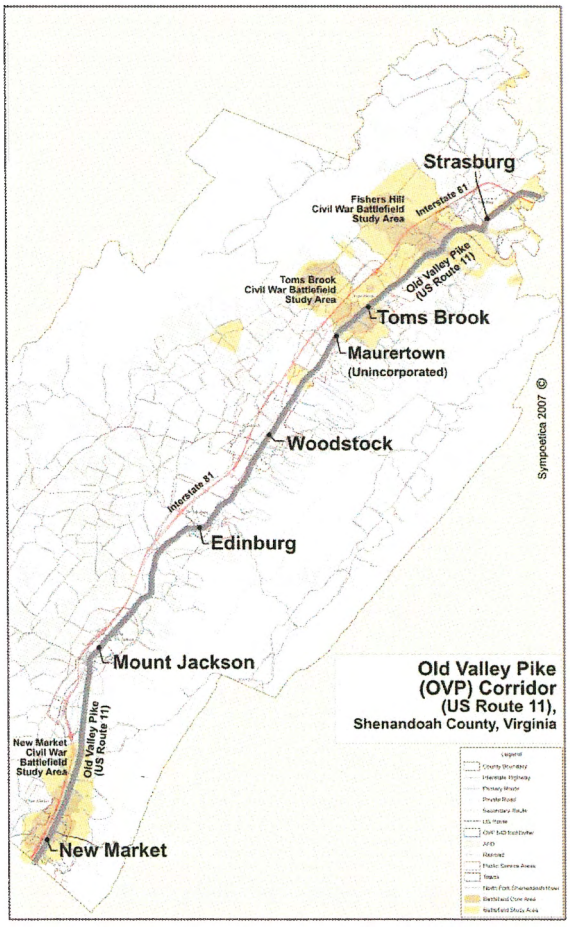
Table of Contents

1.0 Background, Purpose, and Authority

Shenandoah County adopted the *Old Valley Pike Corridor Plan* on February 25, 2003. This plan outlined for the County and its towns a future vision for the U.S. Route 11 corridor that would insure adequate traffic operation, protect the scenic and rural character of the corridor, and promote tourism and economic development. The *Shenandoah County Comprehensive Plan – 2025*, adopted on June 28, 2005, incorporated the *Old Valley Pike Corridor Plan* by reference. One of the major recommendations of the Corridor Plan is that the County should create a Corridor Overlay District to implement the vision of the plan.

The Board of Supervisors, upon recommendation of the Planning Commission, adopted an Old Valley Pike Corridor Overlay District for all segments of the Old Valley Pike (U.S. Route 11) within the unincorporated areas of Shenandoah County. The district as set forth in the County's Zoning Ordinance requires that certain development and redevelopment of land, buildings and structures along Route 11 be reviewed for conformance with the design guidelines presented herein.

The authority for the adoption of a corridor overlay district within the zoning ordinance is derived from Section 15.2-2283 of the *Code of Virginia*, which sets out the purposes of zoning ordinances, Section 15.2-2280, which describes zoning ordinances in general, and Section 15.2-2306. Section 15.2-2306 specifically 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. The Towns of Strasburg, Woodstock, Edinburg, Mount Jackson and New Market all have historic districts on the Virginia Landmarks Register and the National Register of Historic Places, and all these districts include and are connected to each other by Route 11. Therefore Route 11 is considered a significant route of tourist access, for which Shenandoah County has created a historic entrance corridor overlay district.



The Old Valley Pike Corridor, Shenandoah County, Virginia

2.0 Vision, Goals and Objectives for the Old Valley Pike Corridor District

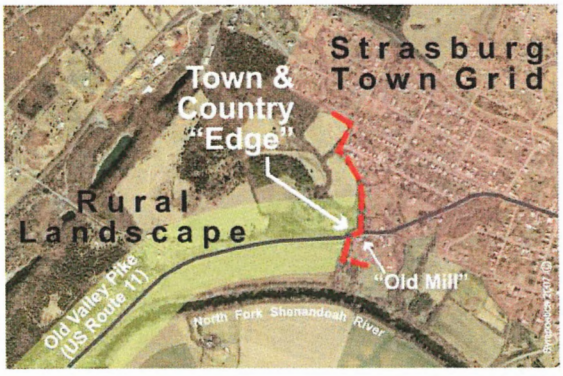
These design guidelines provide an *overarching vision* for new development, redevelopment and other changes to the physical appearance of the Old Valley Pike Corridor as well as *detailed design guidelines*. Section 2.0 articulates the County's vision for Route 11, the Old Valley Pike. When County officials 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 Sections 3.0, 4.0 and 5.0.

Shenandoah County's Vision for the Old Valley Pike Corridor

The Old Valley Pike will continue to be Shenandoah County's "Great Road" offering local residents and tourists a safe and beautiful route through rural countryside and historic towns, a scenic byway and an artery offering opportunities for tourism and economic development.

Goals and Objectives for the Old Valley Pike Corridor

The vision statement describes the "town and country" character of the visual landscape that the County and its towns would like to preserve. Therefore, the corridor overlay district and these design guidelines establish two design character districts within the Old Valley Pike Corridor: the Town Gateway Design Character District (town) and the Rural Landscape Design Character District (country). The following five goals and their objectives further elaborate on the vision for the Old Valley Pike, its two design character districts, and desired transportation improvements, tourism and economic development. Through the Old Valley Pike Corridor Overlay District ordinance and these design guidelines, Shenandoah County seeks to:



The "town and country" edge at the south entry to Strasburg

I. Protect and promote the aesthetic and historic character of the Old Valley Pike as a scenic byway within rural areas by:

- Preserving rural views and rural landscape character within the designated Rural Landscape Design Character District.
- Encouraging the use of topographic features, natural woodlands and landscape plantings to screen views of new buildings.
- Setting back buildings from the roadway in order to protect green space along the roadway and promote rural views.
- Promoting styles of architecture and mass, bulk, and entrances for new buildings that reflect the vernacular and traditional characteristics of historic buildings within the rural portions of the corridor.
- Ensuring that signs and accessory structures complement rural character and rural and traditional style buildings.
- Minimizing views of off-street parking areas and utility/service functions.
- Promoting appropriate rehabilitation and adaptive reuse and discouraging demolition of historic buildings listed on the Virginia Landmarks Register and/or the National Register of Historic Places, and those that may be designated as such in the future.
- Requiring lighting that prevents sky glow and protects views of the night sky.
- Utilizing a rural road cross section for the Old Valley Pike within the Rural Landscape Design Character District.

Preserving rural views and landscapes

Promoting new roadway architecture that reflects traditional rural building character

II. Promote and create attractive gateways to the County's historic towns and villages by:

- Establishing Town Gateway Design Character Districts for each town and village along the corridor: New Market, Mt. Jackson, Edinburg, Woodstock, Maurertown, Toms Brook, and Strasburg.
- Creating traditional town-like rather than suburban patterns of development within the Town Gateway Design Character Districts.
- Promoting the location of new buildings close to the Old Valley Pike like buildings along traditional town "Main Streets."

Attractive gateways to towns

- Promoting styles of architecture and mass, bulk, and entrances for new buildings that reflect the vernacular and traditional characteristics of historic buildings within the town portions of the corridor.
- Ensuring that signs and accessory structures complement town character and town style buildings.
- Minimizing views of off-street parking areas and utility/service functions.
- Promoting appropriate rehabilitation and adaptive reuse and discouraging demolition of historic buildings within gateway areas.
- Requiring appropriate safety lighting that does not leak onto adjacent properties and prevents glare for motorists.
- Utilizing an ultimate town-like road cross section including curb and gutter and sidewalks.

Promoting architectural style and mass that reflect the vernacular and traditional character of the town portions of the corridor

III. Ensure safe and functional transportation systems by:

- Maintaining the current travel way width of the Old Valley Pike by adding turn lanes and acceleration / deceleration lanes only where traffic studies indicate they are needed.
- Utilizing medians as needed to manage left turn movements in high traffic areas and to enhance the aesthetic character of gateway areas.
- Utilizing traffic calming techniques in gateway areas, such as on-street parking, traffic lights, and medians.
- Providing sidewalks in gateway areas.
- Providing on- and off-road bicycle trails in the rural areas and on-road bicycle lanes or alternate bicycle routes in gateway areas.
- Promoting well-designed vehicular, bicycle and pedestrian circulation systems within developments.

Utilizing an ultimate town-like road cross section with curb & gutter, sidewalks and landscaping

Extending the traditional town streetscape in gateway areas with on-street parking, street trees, sidewalks and new buildings close to the street

IV. Manage access from the Old Valley Pike to adjacent parcels for the safety and convenience of vehicular travelers, bicyclists and pedestrians by:

- Providing inter-parcel access between non-residential uses.
- Encouraging the use of shared entrances.
- Utilizing a grid system of side streets and parallel streets in new developments and encouraging access to parcels along the Old Valley Pike via the intersecting side streets.
- Utilizing medians in high traffic areas in order to manage left turn movements.
- Providing clearly marked pedestrian crosswalks and pedestrian crossing signs in gateway areas.
- Providing bicycle facility signage to inform and alert bicyclists and motorists in high traffic areas.

Providing clearly marked pedestrian crossings in the gateway areas

V. Support quality economic development along the corridor by:

- Encouraging design quality that is attractive to tourists seeking the traditional town and country charm of the Old Valley Pike.
- Encouraging non-tourism forms of economic development that are designed or screened so as not to diminish the town-country charm of the Old Valley Pike.

Encouraging design quality to attract tourism

3.0 Design Character Districts for the Old Valley Pike Corridor Overlay District

The Old Valley Pike started as an Indian trading path before European colonization of the valley. Settlers used the Indians' path, which became known as the "Great Wagon Road." Gradually, towns developed along the road, a number springing up around toll stations established to extract tolls from travelers when the road was macadamized and made a turnpike. These toll stations were set about five miles apart and thus established the string of small towns separated by rural countryside, the town and country pattern, we still see today. In order to preserve this town and country pattern, the corridor overlay district ordinance and these design guidelines establish two design character sub-districts: the Rural Landscape Design Character District and the Town Gateway Design Character District.

The Great Wagon Road, ca. 1700's

3.1 Rural Landscape Design Character District

Most of the Old Valley Pike corridor is incorporated into the Rural Landscape Design Character District, as generally shown in Figure 3.1-1. Currently, the land in this district is mostly agricultural in use: pastures, cropland, woodlands, barns and farmhouses. There are also small commercial buildings and single family homes, sometimes scattered and sometimes clustered at crossroads. Route 11 exhibits a rural cross section, in some segments two lanes wide, one lane in each direction, and in others, three lanes wide with a middle turning/passing lane. There are a few short segments of four-lane divided highway. The gravel shoulders vary from two to ten feet and are generally bordered by a grassed ditch, two to six feet wide. Most houses and businesses access Route 11 from individual driveways. For some businesses, there are no defined entrances and driveways; instead the paved parking area of the business directly abuts the roadway, and access is unorganized.


Traveling the Great Wagon Road

A number of buildings in the rural landscape design character district are on the Virginia Landmarks Register and/or the National Register of Historic Places or are identified in the survey records of the Virginia Department of Historic Resources. Four Civil War battlefields


The Old Valley Pike passes through four Civil War battlefields

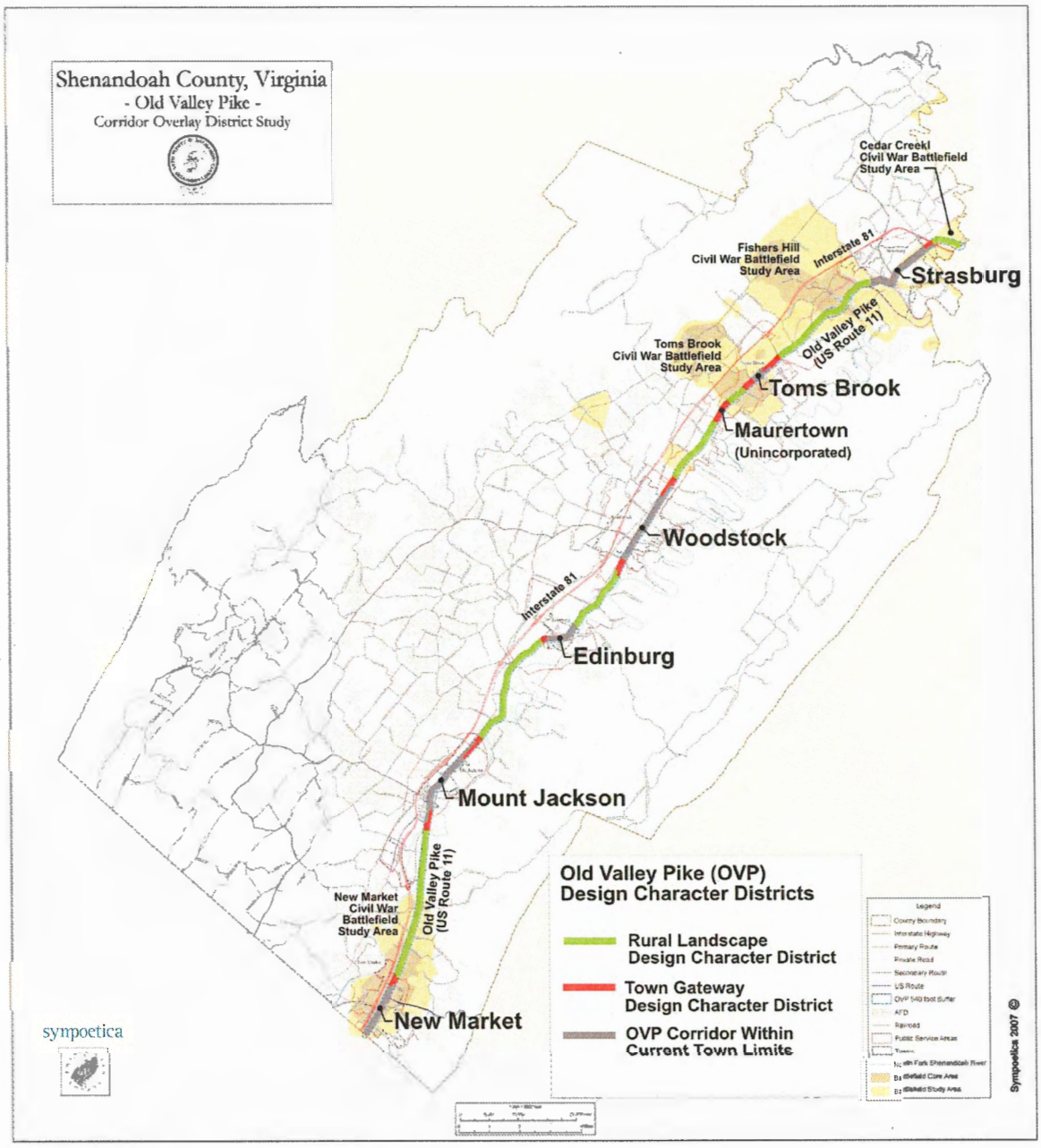


Figure 3.1-1: Old Valley Pike Design Character Sub-Districts

encompass portions of the Old Valley Pike: Cedar Creek, Fisher's Hill, Tom's Brook, and New Market. These historic resources have been recorded in the County's GIS database. The County has adopted the *Fisher's Hill and Tom's Brooks Battlefields Preservation Plan*, which provides some guidance for preserving the historic resources and battlefield landscape character for those portions of the Old Valley Pike Corridor.

As indicated in the vision statement, goals and objectives, the County wishes to preserve the rural visual character of this district, particularly views of agricultural and forest lands, vernacular farm structures, and historic structures. New structures should be located and designed to blend into the historic and natural landscape. Route 11 should remain rural in its cross section with shoulders, ditches and multi-purpose bicycle and pedestrian trails rather than curb, gutter and sidewalks. Improved access management is sought, since the unregulated disorganized access to some businesses allowed in the past is not to be permitted in the future. Sections 4.0 is intended to provide detailed design guidance for the Rural Landscape Design Character District to achieve the vision, goals and objectives. *Note: Refer to the official County zoning maps for detailed locations and limits of the OVP Corridor Overlay District and Rural Landscape Design Character District*

Maintain the rural roadway in the Rural Landscape Design Character District

3.2 Town Gateway Design Character District

Small segments of the Old Valley Pike Corridor are designated as Town Gateway Design Character Districts. These segments are found at the edges of towns and are intended to provide an attractive gateway to each town and exhibit town-like development characteristics. Some of the land in this district is currently rural in nature, some suburban and some developed with town-like character. The goal of these design guidelines is to guide the conversion of these lands to more town-like character and development patterns. Preservation of historic buildings is encouraged. New structures should be located and designed to blend with the towns' historic character. Route 11 should transform to an urban section with curb, gutter, and sidewalk, on-street parking where needed and safe, and bicycle lanes where alternative routes are not available. Sections 5.0 is intended to provide detailed design guidance for the Town Gateway Design Character District to achieve the vision, goals and objectives. Figure 3.1-1 generally shows the limits of the Town Gateway Districts. *Note: Refer to the official County zoning maps for detailed locations and limits of the OVP Corridor Overlay District and Town Gateway Design Character District.*

An example of new streetscape and architecture within the Town Gateway Design Character District

Within the Town Gateway, the Pike transforms into a more town-like character

4.0 Design Guidelines for the Rural Landscape Design Character District

4.1 Elements of the Rural Roadway

Figures 4.1.3-1 and 4.1.3-2 provide typical cross-sections for Route 11 within the Rural Landscape Design Character District. The actual cross section at any one point along the roadway will vary with the existing number of lanes, lane widths, shoulder widths, ditches and grading.

4.1.1 Ultimate Cross Section

The ultimate cross section should vary little from what it is today (2007), except for the redesign of site access in areas of poor access management and the addition of multi-purpose bicycle/pedestrian trails. Since large–scale development is not planned within the Rural Landscape Design Character District, significant widenings of the roadway and additions of turning lanes and acceleration / deceleration lanes are not expected; they should be implemented only when traffic studies indicate they are needed to maintain at least a level of service LOS D on Route 11.

No paved parking, curbs or gutters are to be provided, except that curbs may be constructed at driveway entrances to control access, as necessary.

4.1.2 Drainage

Drainage is to be handled in roadside ditches treated with natural vegetation. Stone riprap treatment of ditches and side slopes should be used only as a last resort to lessen erosion and provide slope stability; vegetated measures should be used to the maximum extent possible.

If a stormwater management facility is needed within the right-of-way of Route 11, the following facilities are recommended in order of preference:

- Rain garden
- Naturally landscaped dry pond

Old Valley Pike today...center turn lane with grassed shoulder

Old Valley Pike today...two travel lanes with gravel shoulders

Old Valley Pike today...two travel lanes with grassed shoulders and drainage ditches

4.1.3 Walkways and Trails

Both short-term and long-term solutions are described for the provision of pedestrian and bicycle facilities. In the short term, the recommendations of *Walking & Wheeling the Northern Shenandoah Valley*, adopted by the Northern Shenandoah Valley Regional Commission on November 18, 2004, shall be used as the model. The plan recommends "Town-to-Town" bicycle and pedestrian facilities along Route 11 in Shenandoah County. The cross-section provided in Figure 4.1.3-1 shows a widened paved shoulder on the outside of both northbound and southbound lanes for use by both bicyclists and pedestrians, as recommended in *Walking & Wheeling the Northern Shenandoah Valley*. The minimum width of this paved shoulder should be four feet, though a wider bicycle-pedestrian lane, up to six feet, should be provided where adequate right-of-way and space for drainage facilities is available. This lane should be paved with asphalt and painted with bicycle and pedestrian symbols to indicate that it is for these uses and not parking.

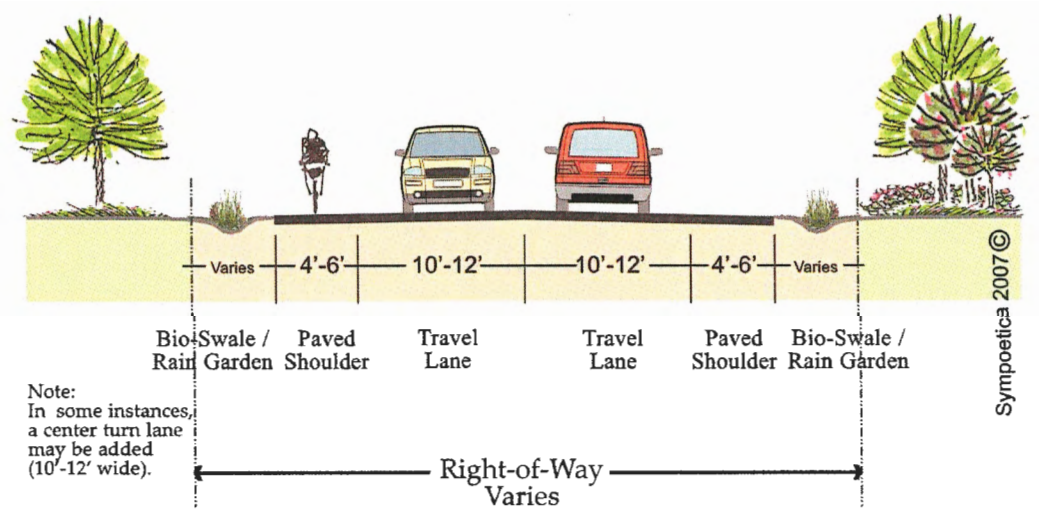


Figure 4.1.3-1
Design Guidelines
Old Valley Pike Corridor Overlay District

In the long term, the County should consider the development of an off-road bicycle pedestrian trail on the west side of Route 11 using the recommendations of the Old Valley Pike Corridor Plan (Exhibit 10, page 24). This trail, as further illustrated in Figure 4.1.3-2, could be located within an expanded right-of-way for Route 11, could be developed in a new separate right-of-way, or could be the result of the creation of a rail trail using the Norfolk-Southern railroad right-of-way, should it become available. The latter option is recommended in the *Shenandoah County Master Indoor/Outdoor Recreation Plan,* adopted by the County in 2000.

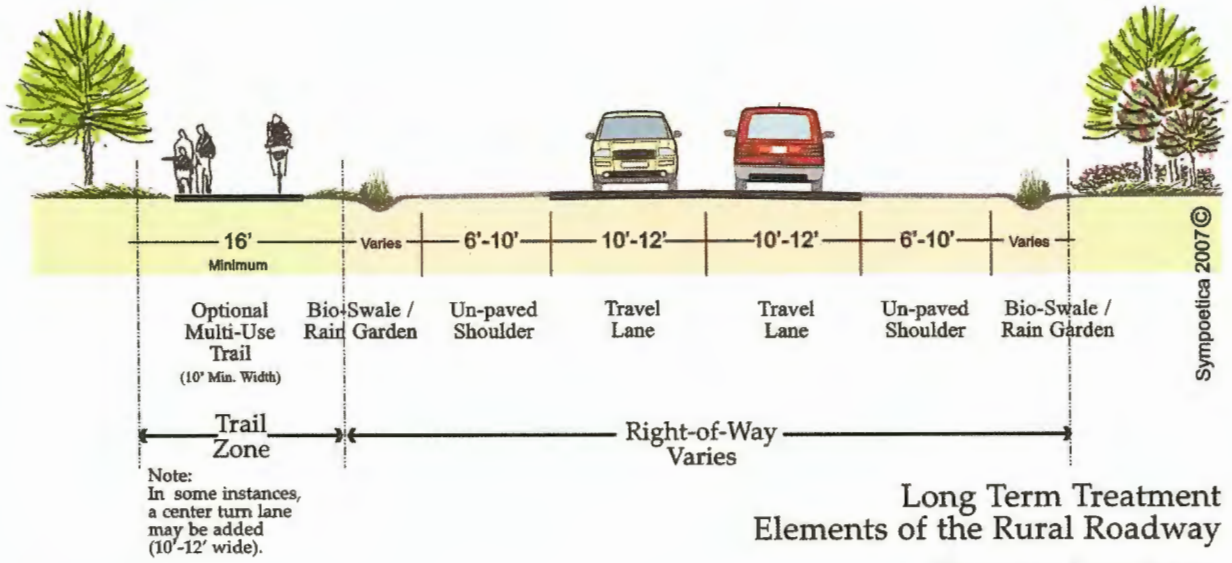


Figure 4.1.3-2
Design Guidelines
Old Valley Pike Corridor Overlay District

4.2 Building and Structure Design

4.2.1 Encouragement of historic building preservation and rehabilitation

The Old Valley Pike Corridor Overlay District does not require the preservation of historic buildings and structures along the corridor. However, these design guidelines recommend and encourage that all buildings and structures on the Virginia Landmarks Register and/or the National Register of Historic Places or identified in the

Preservation of historic buildings is encouraged

survey records of the Virginia Department of Historic Resources, be considered for preservation, rehabilitation and reuse rather than for demolition. The *Secretary of the Interior's Standards for Rehabilitation*, published by the National Park Service, should be used to guide all improvements to these historic buildings.

4.2.2 Building orientation, fronts and entrances

All non-agricultural buildings should address Route 11 by facing the front façade of the building to the road and including a major building entrance facing on the road. This front façade should exhibit a high level of architectural detailing to include features that provide visual variety to wall surfaces, such as windows, doors, arcades, porches, pilasters, and awnings. Exceptions may be made regarding the requirements of a front entrance facing Route 11 and/or a high level of architectural detailing on the façade facing Route 11 in the following instances:

- Single family detached houses that are located 200 or more feet from the right-of-way may be oriented with side of the building facing Route 11. The rear façade of the building should not face Route 11.
- Any building that is not visible from the Route 11 travel lanes and bicycle/pedestrian lanes, due to intervening topography, natural vegetation or plantings that provide full screening during all seasons, is exempt from this guideline regarding building entrances, fronts and entrances. See Section 4.3.2.2 for what constitutes full screening.

Single family detached houses located greater than 200 feet from the right-of-way may present the side, but not the back, to Route 11

4.2.3 Architectural Character

The guidelines in Section 4.2.3 apply to buildings and structures that are visible from the Route 11 travel lanes and bicycle/ pedestrian lanes/trails. Buildings and structures are assumed to be visible, unless the applicant can demonstrate that intervening topography, natural vegetation, or plantings provide full screening of the building or structure during all seasons.

4.2.3.1 Architectural Styles

Applicants are encouraged to submit plans for buildings and structures in the Rural Landscape Design Character District that reflect and compliment the character and building design styles described in this section. However, these guidelines are not intended to dictate any particular architectural style.

The following list and photos of historic and vernacular building styles illustrate those that are commonly found along the Valley Pike in rural area; in order to show an array of representative styles, some of the examples are from the historic districts within the towns. (See Figure 4.2.3.1-1; Note: All styles may not be represented or illustrated.) The architecture of new buildings should compliment and reflect the size, roof pitch, rhythm of windows and doors, and level of detailing of such styles of buildings. Awnings are permitted as long as they match the style of the building. Rounded awnings are inappropriate.

Non-Residential Building Styles

- Historic Vernacular Barns & Stores
- Examples of Complimentary New Commercial Buildings and Structures in Rural Areas
- Churches & Institutional Buildings of same styles as residential buildings

Residential Building Styles

- Vernacular I-house
- Victorian, Queen Anne Victorian
- Italianate, Italian Villa
- Federal
- Second Empire
- Gothic Revival
- Colonial Revival
- Greek Revival
- American Foursquare
- Craftsman / Bungalow

Vernacular Bank Barn, ca late 19th Century

Vernacular, Country Store, Toms Brook, ca late 19th / early 20th century

Examples of Historic Barn & Store Architecture

Example of Complimentary Commercial Roadway Architecture

Example of Complimentary Commercial Roadway Architecture

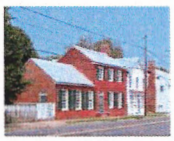
Example of Complimentary Commercial Roadway Architecture

Example of Complimentary Commercial Roadway Architecture

Examples of Complimentary New Commercial Buildings in Rural Areas along the Old Valley Pike

Vernacular, Crables Tavern, Toms Brook, ca mid to late 19th century

Vernacular, Four Mile House, ca mid to late 18th century



Federal, New Market, ca late 18th/early 19th century

Second Empire, Edinburg, ca late 19th century

Italianate, New Market, ca mid to late 19th century

Italianate, Mount Jackson, ca mid to late 19th century

Queen Anne Victorian, Red Banks, ca late 18th/ early 19th century

Craftsman / Bangalow, north of Toms Brook, ca early 20th century

A Selection of Representative Residential Architectural Styles along the Old Valley Pike

Figure 4.2.3.1-1

Design Guidelines
Old Valley Pike Corridor Overlay District

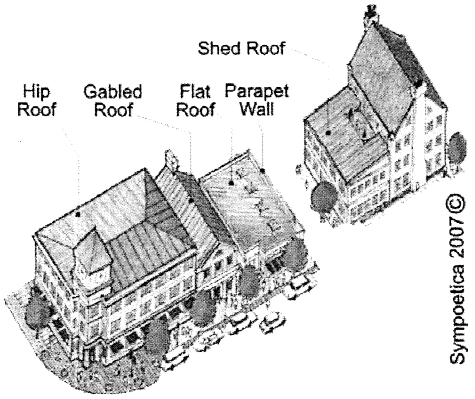
Industrial / Manufacturing Building Styles

Industrial and manufacturing buildings are not common along the Valley Pike in rural areas. No historic examples or recommended styles are provided here. Such buildings should meet the other guidelines included in this section, Section 4.2.

4.2.3.2 Roof Styles and Pitches

Roof Styles

- Appropriate for agricultural buildings: gable, hip, gambrel, and shed.
- Appropriate for residential buildings: gable, hip, and true mansard.
- Appropriate for accessory buildings to residences: gable, hip, true mansard, and shed.
- Appropriate for commercial, industrial and institutional buildings: gable, hip, shed and flat.



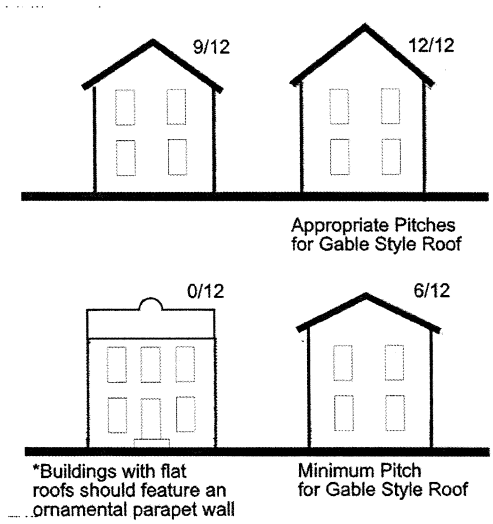
Appropriate Roof Styles

Figure 4.2.3.2-1
Design Guidelines
Old Valley Pike Corridor Overlay District

Buildings with flat roofs should be provided with an ornamented parapet wall at least two feet high on the front façade. Monotonous roof planes exceeding 30 feet in length and visible from the front of the building should be avoided. Monotonous roof planes may be avoided by the addition of gables, dormers, or cupolas or by changes of roof pitch or angle.

Roof pitch

Gable, hip, mansard and shed roofs should have a minimum pitch of 6:12. (See Figure 4.2.3.2-2)



Appropriate Roof Pitches for New Buildings

Figure 4.2.3.2-2
Design Guidelines
Old Valley Pike Corridor Overlay District

4.2.3.3 Building and Structure Heights

The height regulations of the underlying zoning district shall apply to buildings, accessory buildings and all other structures listed in the respective zoning district sections on height regulations; however, no buildings, accessory buildings or structures should exceed 60 feet in height from the average ground level at the base of the building or structure. Structures include, but are not limited to: church spires, belfries, cupolas, crosses, monuments, water towers, farm silos, barns and other farm related structures, chimneys, flues, flagpoles, and parapet walls.

(Telecommunications towers are not permitted in the Old Valley Pike Corridor Overlay District by Section 165-153.C. of the Zoning Ordinance.)

4.2.3.4 Building bulk & massing

The maximum floorplate of non-agricultural buildings should be 20,000 square feet, though exceptions can be made for buildings that are located at least 200 feet from the right-of-way of Route 11 and are fully screened according to the standards in Section 4.3.2.2.

4.2.3.5 Building Additions / Accessory Buildings

With regard to residential buildings:

Additions

- Additions should be subordinate in size to the primary residential building form.
- Additions should exhibit a similar form, roof pitch, windows, doors, materials and detailing as the primary building. Larger doors for garages are permitted, but should not be located the front façade of the building facing Route 11.

Accessory buildings

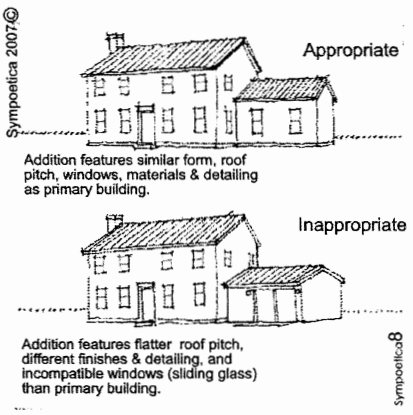
- Accessory buildings should reflect a subordinate relationship to the primary residential building.
- Accessory buildings should exhibit a similar form, roof pitch, windows, doors, materials and detailing as the primary building. Larger doors for garages are permitted, but should not face Route 11.

4.2.3.6 Materials Limitations & Suggestions

Materials Limitations: The following building façade materials are inappropriate for the Rural Landscape Design Character District:

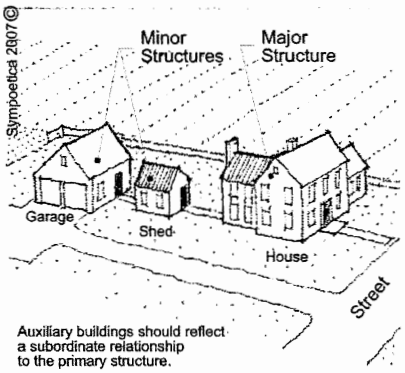
- Unpainted concrete block
- Unpainted wood, i.e., treated or stained wood
- Corrugated metal or sheet metal (except for agricultural buildings)

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



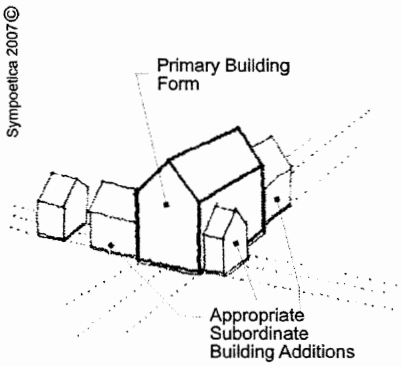
Appropriateness of Building Additions

Figure 4.2.3.5-1
Design Guidelines
Old Valley Pike Corridor Overlay District



Relationship of Major & Minor Buildings in a Grouping

Figure 4.2.3.5-2
Design Guidelines
Old Valley Pike Corridor Overlay District



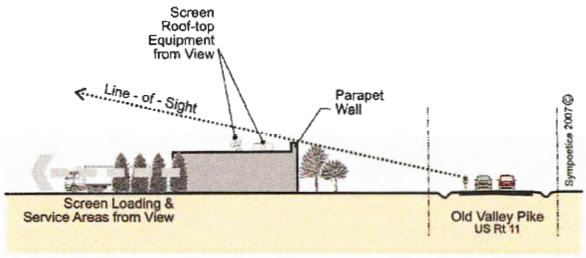
Maintenance of Primary Building Form

Figure 4.2.3.5-3
Design Guidelines
Old Valley Pike Corridor Overlay District

- Wood siding, painted
- Fiber cement siding, pre-finished or painted
- Brick
- Stone (local blue stone or other local stone)

4.2.3.7 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 4.3. Rooftop mechanical equipment should be screened from road view using parapet walls and architectural screens (Figure 4.2.3.7-1).



Screening Roof-top Mechanical Equipment & Service Functions

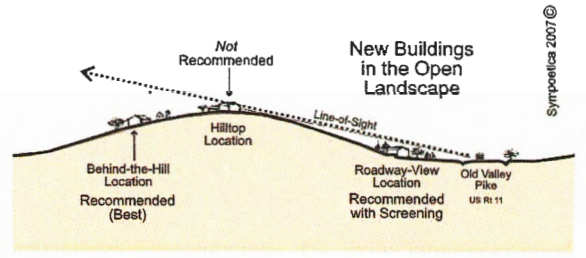
Figure 4.2.3.7-1
Design Guidelines
Old Valley Pike Corridor Overlay District

4.3 Site Design

4.3.1 Preservation of Rural Views and Site Amenities

4.3.1.1 Preservation of Rural Views

Buildings should not be constructed on hilltop locations. Figure 4.3.1.1-1 illustrates the recommended siting alternatives.



Appropriate Building Siting in Relationship to the Road

Figure 4.3.1.1-1
Design Guidelines
Old Valley Pike Corridor Overlay District

4.3.1.2 Preservation of Site Amenities

- Existing trees that are outside wooded areas and are at least 6″ in caliper (measured at 4.5 feet above the ground) or more and in good health shall be mapped on the site plan. The applicant should save and incorporate these trees into the landscape design of the development site as is feasible.
- Existing woodlands should be preserved to the maximum extent possible to enhance rural views and screen new development. Residential buildings may be located within woodlands in order to screen the buildings as long as tree clearing is minimized to the extent possible.

- Tree rows and stone walls should be preserved.
- Stream buffers should be provided as required in Section 165-85.1 of the Zoning Ordinance.
- Site grading should be minimized so as to preserve natural grades and maintain the rolling topography of the corridor.

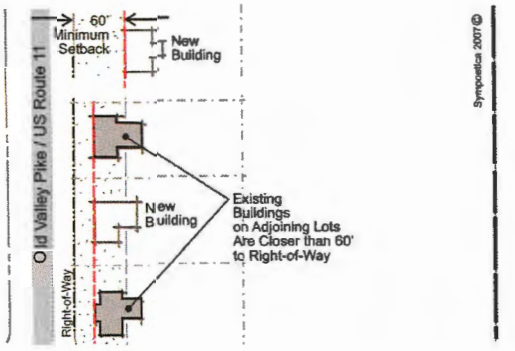
4.3.2 Placement and Screening of New Buildings

4.3.2.1 Front Setbacks

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

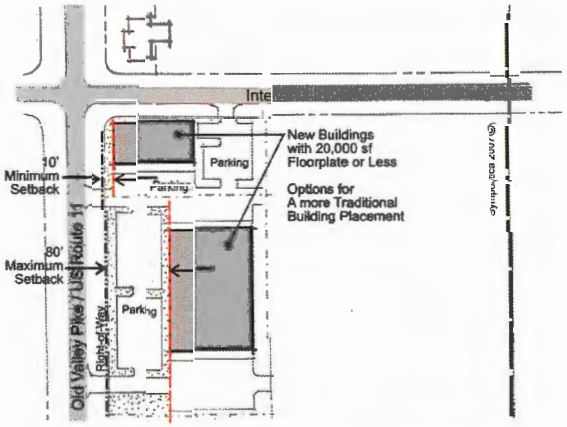
- Agricultural and residential buildings and structures: The minimum front setback from Route 11 is 60 feet. Residential buildings may be constructed closer to Route 11 as permitted in the underlying zoning district as along as buildings on the adjoining lots on both sides are located closer than 60 feet to the right-of-way of Route 11.
- Commercial and institutional buildings with floorplates of 20,000 square feet or less: The minimum front setback is 10 feet and the maximum is 80 feet in order to mimic the placement of traditional country stores and churches.
- Commercial and institutional buildings with floorplates greater than 20,000 square feet and all industrial/manufacturing and other non-residential / non-agricultural buildings and uses: The minimum setback is 200'. Such buildings may be constructed closer to Route 11 as permitted in the underlying zoning district as long as the applicant can demonstrate that intervening topography, natural vegetation, or plantings provide full screening of the building or structure during all seasons from the Route 11 travel lanes and bicycle/ pedestrian lanes/trails.

When buildings are set back 60 feet or more from the Route 11 right-of-way, the front yard areas should be landscaped with a variety of native landscape plantings or should be used agriculturally in pasture, hay land or



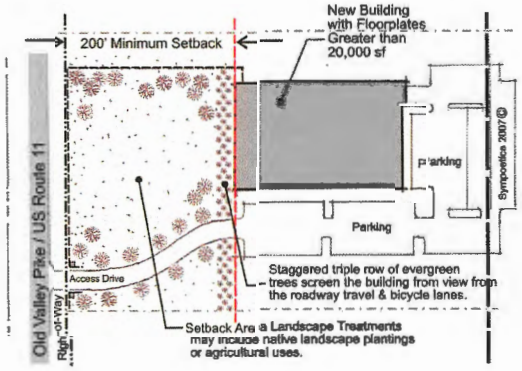
Front Setbacks
For Agricultural &
Residential Structures

Figure 4.3.2.1-1
Design Guidelines
Old Valley Pike Corridor Overlay District



Front Setbacks
For Commercial &
Institutional Structures
20,000 Square Feet or Less

Figure 4.3.2.1-2
Design Guidelines
Old Valley Pike Corridor Overlay District



Front Setbacks
For Commercial &
Institutional Structures
Of More than 20,000 Square Feet

Figure 4.3.2.1-3
Design Guidelines
Old Valley Pike Corridor Overlay District

cropland. Native landscape plants are listed in Section 4.3.9.

4.3.2.2 Screening of Buildings

All commercial and institutional buildings with floorplates greater than 20,000 square feet and all industrial/ manufacturing, warehouse, storage (including mini-storage) and other non-residential, non-agricultural buildings and uses shall be screened from view from the Route 11 travel lanes and bicycle/ pedestrian lanes/trails unless intervening topography, natural vegetation, or plantings provide full screening of the building or structure during all seasons. Such screening shall consist of a staggered triple row of evergreen trees, planted at a minimum height of 6 feet with a height at maturity of at least 35 feet.

Service area screen fencing and gate

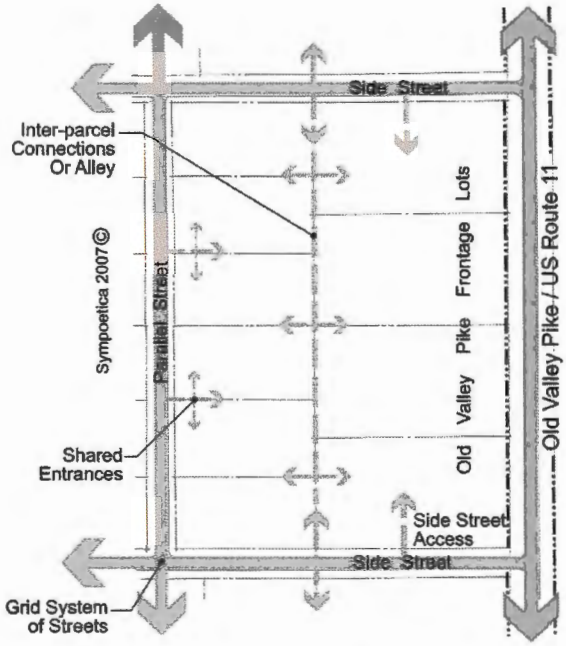
4.3.3 Placement and Screening of Service Functions

All dumpsters and mechanical / electrical / telecommunications units on site should be screened with a six-foot high solid fence or wall or evergreen shrubs and located in an unobtrusive area of the site. Such service functions should not be located within view of the Route 11 travel lanes and bicycle/ pedestrian lanes/trails nor located near a building entrance.

4.3.4 Site Access

Since the density and intensity of development along Route 11 in the Rural Landscape Character District is expected to be low, direct access from Route 11 to lots and development sites is permitted. Such access should be provided at defined driveway entrances. Shared entrances between adjoining lots are encouraged.

If a multi-lot subdivision or multi-building commercial or industrial area is to be developed, then these developments should be served by a grid system of streets. Lots abutting Route 11 should be accessed via side streets, rather than Route 11, as illustrated in Figure 4.3.4-1. Interparcel access between commercial and industrial lots is recommended as also shown in Figure 4.3.4-1.



Site Access Options for Large Development Projects within the Rural Landscape Design Character District

Figure 4.3.4-1
Design Guidelines
Old Valley Pike Corridor Overlay District

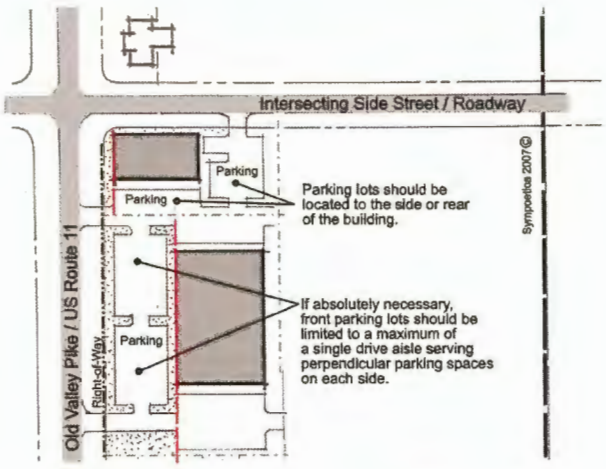
4.3.5 Provisions for Pedestrian and Bicycle Circulation and Facilities

Commercial, institutional, industrial/manufacturing and multi-family residential uses should include pedestrian and bicycle connecting lanes/ trails from the nearest Route 11 roadside bicycle/pedestrian lane to on-site buildings as illustrated in Figure 4.3.5-1. A bicycle rack should be provided at each building.

Provision of bicycle facilities on-site

4.3.6 Design and Location of Parking Lots

Parking lots should be located to the side or rear of buildings. If a parking lot is located in front of the building, then it should be a maximum of one two-sided bay of parking as illustrated in Figure 4.3.6-1.



Design & Location of Parking Lots

Figure 4.3.6-1
Design Guidelines
Old Valley Pike Corridor Overlay District

4.3.7 Parking Lot Landscaping

For all parking lots of 15 or more spaces:

Interior parking lot landscaping. At least five percent of the total parking lot area should be landscaped in the form of landscaped planting islands every 10 spaces. The islands should be at least 400 square feet in size and planted with a tree chosen from the recommended tree list in Section 4.3.9 as well as shrubs and/or a vegetated ground cover or mulch.

Perimeter parking lot landscaping. Where the parking lot abuts the Route 11 right-of-way, a 10 foot wide planting strip shall be provided and planted with an evergreen shrub screen as well as a shade tree from the recommended tree list in Section 4.3.9 every 40 linear feet of frontage with modifications made for driveways and other obstructions as illustrated in Figure 4.3.7-1.

Tree size: All trees planted for parking lot landscaping should have a minimum tree thickness or caliper of 1.75 inches.

Perimeter parking lot landscaping

4.3.8 Fences and Walls

Figure 4.3.8.1-1 illustrates the recommended types of fences and walls in the Rural Landscape Design Character District. However, in order to provide a solid fence to screen a service function as described in Section 4.3.3, a solid board fence (not stockade), may be used. Chain link fences should be used only in locations that are not visible from the Route 11 travel lanes and bicycle/ pedestrian lanes/trails. Fences located in the front yard shall not exceed 4 feet in height.

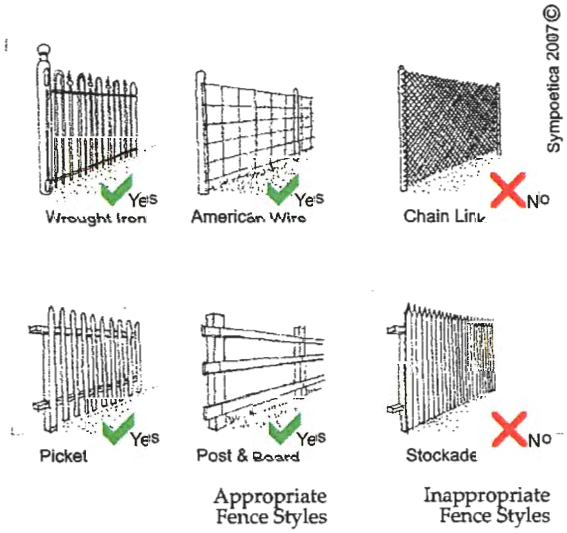


Figure 4.3.8-1
Design Guidelines
Old Valley Pike Corridor Overlay District

4.3.9 Site Landscaping

Where agricultural production is not feasible, landscaping with native plant species is recommended. Eradication of invasive alien species is encouraged. Native and alien species are listed below:

4.3.9.1 Recommended Native Plant Materials for Use in Rural Landscape Management

Warm Season Grasses for Fields

Big Bluestem	*Andropogon gerardii*
Little Bluestem	*Andropogon scoparius*
Side-Oats Gramma	*Bouteloua curtipenula*
Virginia Wild Rye	*Elymus virginicus*
Switchgrass	*Panicum virgatum*
Indiangrass	*Sorghastrum nutans*
Eastern Gamagrass	*Tripsacum dactyloides*

Trees for Woodland Restoration

Virginia Pine	*Pinus virginiana*
Shortleaf Pine	*Pinus echinata*
White Oak	*Quercus alba*
Black Oak	*Quercus velutina*
Red Oak	*Quercus rubra*
Chestnut Oak	*Quercus prinus*
Black Walnut	*Juglans nigra*
Bitternut Hickory	*Carya cordiformis*
Pignut Hickory	*Carya glabra*

Trees and Shrubs for Screen Buffers

Evergreen Tree Screen

Eastern White Pine	*Pinus strobus*

Accent Evergreen Trees

Virginia Pine	*Pinus Virginiana*
Eastern Red Cedar	*Juniperus virginiana*

Accent Deciduous Trees

Red Maple	*Acer rubrum*
Eastern Redbud	*Cercis canadensis*
Downy Serviceberry	*Amelanchier arborea*
Common Witch Hazel	*Hamamalis virginiana*

Shrubs

White Fringetree	*Chionanthus virginicus*
Smooth Sumac	*Rhus glabra*
Arrowwood	*Viburnum dentatum*
Red Chokeberry	*Aronia arbutifolia*
Fragrant Sumac	*Rhus aromatica*

Shade Trees for Parking Lots and Site Landscaping

Large Shade Trees (above 50 feet in height)

Honeylocust	*Gleditsia triacanthos*
Oaks	
▪ Red Oak	*Quercus rubra*
▪ Scarlet Oak	*Quercus coccinea*
▪ White Oak	*Quercus alba*
Planetree, London	*Platanus occidentalis*
Sweetgum	*Liquidambar syraciflua*

Medium ShadeTrees (30 to 50 feet in height)

Ash	
▪ Green Ash	*Fraxinus pennsylvanica*
▪ White Ash	*Fraxinus americana*
Maple, Red	*Acer rubrum*
Black Gum	*Nyssa sylvatica*

Small Trees (less than 30 feet in height)

Dogwood	*Cornus florida*
Hornbeam, American	*Carpinus caroliniana*
Downy Serviceberry	*Amelanchier arborea*
Silverbell	*Halesia carolina*

4.3.9.2 Invasive Alien Plant Species Recommended for Eradication

Trees	
Tree-of-Heaven	*Ailanthus altissima*
Vines	
Bamboo	*Smilax laurifolia*
Japanese Honeysuckle	*Lonicera japonica*
Kudzu-vine	*Pueraria lobata*
Oriental Bittersweet	*Clastrus orbiculatus*
Shrubs	
Autumn Olive	*Elaeagnus umbellata*
Chinese Privet	*Ligustrum sinense*
Japanese Spirea	*Spiraea japonica*
Morrow's Honeysuckle	*Lonicera morrowii*
Multiflora Rose	*Rosa multiflora*
Standish's Honeysuckle	*Lonicera standishii*
Wineberry	*Rubus phoenicolasius*
Herbs, Grasses, and Sedges	
Canada Thistle	*Carduus arvensis*
Bristled Knotweed	*Polygonum cespitosum*
Japanese Knotweed	*Polygonum cuspidatum*
Chinese Lespedeza	*Lespedeza cuneata*
Crown Vetch	*Coronilla varia*
Japanese Stilt Grass	*Microstegium vimineum*
Garlic Mustard	*Allaria petiolata*
Gill-over-the-ground	*Glechoma hederacea*
Johnson Grass	*Sorghum halapense*
Mile-a-minute	*Polygonum perfoliatum*
Purple Loosestrife	*Lythrum salicaria* & *Lythrum virgatum*
Spotted Knapweed	*Centaurea maculosa*
Short Fringed Knapweed	*Centaurea nigrescens*
Tall Fescue	*Festuca elatior*

4.3.10 Site Lighting

Lighting should be directed toward the object to be lighted. 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.

Service station canopy lighting should be shielded from the view of the road

4.4 Signs

The regulations of the Sign Ordinance, Article XIII of the Zoning Ordinance shall apply.

4.4.1 Compatibility with Architecture

See design guidelines under Section 5.4.1.

4.4.2 Organization

See design guidelines under Section 5.4.2.

4.4.3 Materials

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

Appropriate Sign Materials: The following sign materials are not required, but are suggested to be compatible with vernacular buildings in the rural portions of the corridor: Painted or finished wood, metal, matte finish plastic.

Sign Materials Limitations: The following building façade materials are inappropriate for the Rural Landscape Design Character District:

- Shiny or reflective plastic
- Internally illuminated signs with dark letters on white or light background
- Neon

An example of appropriate sign materials

4.4.4 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.

Sign Illumination Methods Discouraged: Internally illuminated plastic signs, particularly those that exhibit dark letters on a light background.

Variable Message and Flashing Signs prohibited: Those signs prohibited by Section 165-89.1 of the Zoning Ordinance.

4.4.5 Sign Symbols and Quality

Symbols in Signs: Symbols describing the business within business within, such a watch shops and coffee shops (see Figure 5.4.7-1) 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 4.4.5-1)

Sign Quality: Signs should be professionally designed and lettered.

4.4.6 Limits on Number of Signs

Churches are permitted to locate a maximum of one (1) off-premise directional sign on U. S. Route 11.

Figure 4.4.5-1 Standardized 'trademark' signs unrelated to the business name are discouraged

5.0 Design Guidelines for the Town Gateway Design Character District

5.1 Streetscape Character

The design of Route 11 in town gateway areas should be neither rural nor suburban in character, but instead more urban as found in towns. Some modification of the historic Route 11 cross-section in towns is recommended for traffic safety. This section outlines the design features for Route 11 within the Town Gateway Design Character District.

An example of a more urban streetscape and architectural style and mass in the town gateway areas

5.1.2 Proto-typical Street Cross Sections

These guidelines provide proto-typical cross-sections for Route 11 under three different conditions:

- Transition from rural to town, developable land on each side (1)
- Transition from rural to town, developable land on one side, railroad right-of-way on the other (2)
- Segment from I-81 interchange to town limit (Northern Gateway to Strasburg only)

Currently, Route 11 exhibits primarily a rural cross-section within the Town Gateway Design Character Districts, so the goal is to reconstruct Route 11 so that it ultimately meets these design criteria.

An example of a prototype for the streetscape in gateway areas with on-street parking, street trees, sidewalks and new buildings close to the street

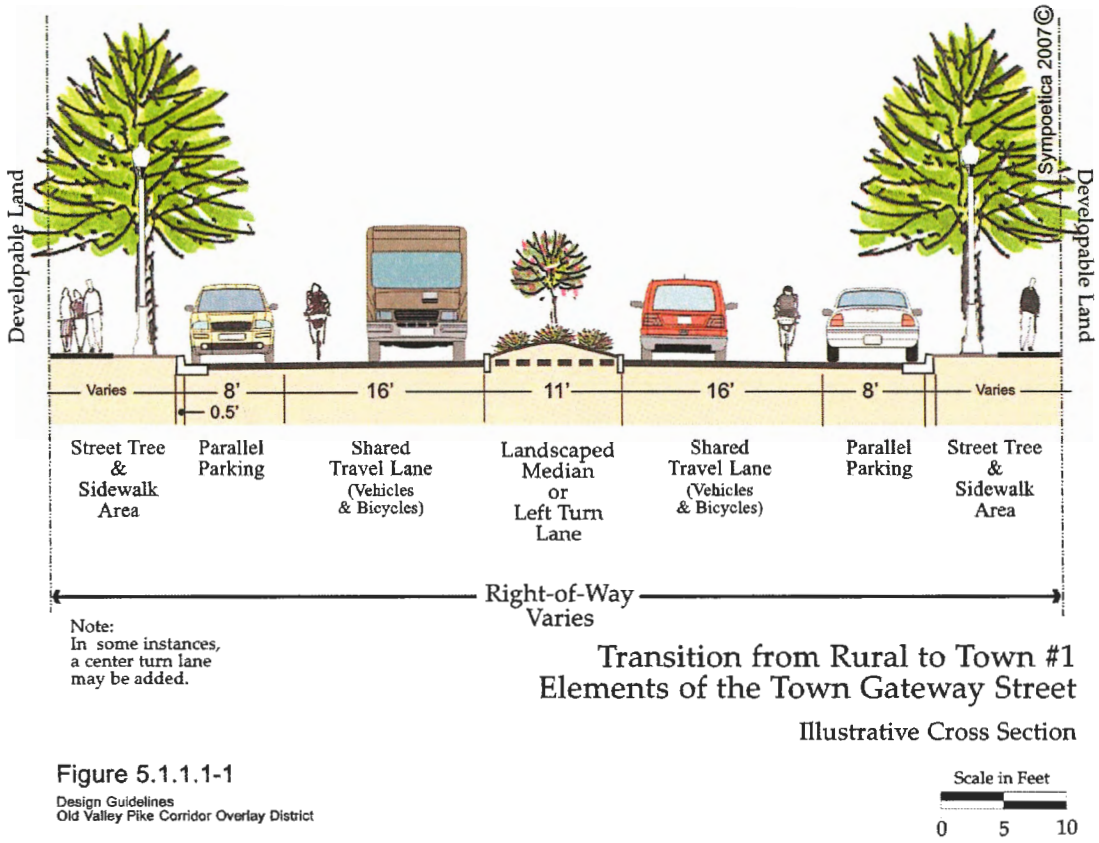


Figure 5.1.1.1-1
Design Guidelines
Old Valley Pike Corridor Overlay District

5.1.1.1 Transition from Rural to Town #1

Figure 5.1.1.1-1 illustrates this cross-section. It includes a median (either raised and landscaped or treated with special paving), a travel lane in each direction, a parking lane on each side, gutter, curb, green verge with street trees, and sidewalk on each side. The paved area is 59' within an 80' right-of-way. The median is designed to manage left turns. Where it is raised, it prevents left turns. Where it is treated with special paving, left turns are permitted. The travel lanes are wide, 16', to allow them to be shared by motor vehicles and bicycles. If an alternate bike route is available then, bicyclists would be directed through signage to use the alternative.

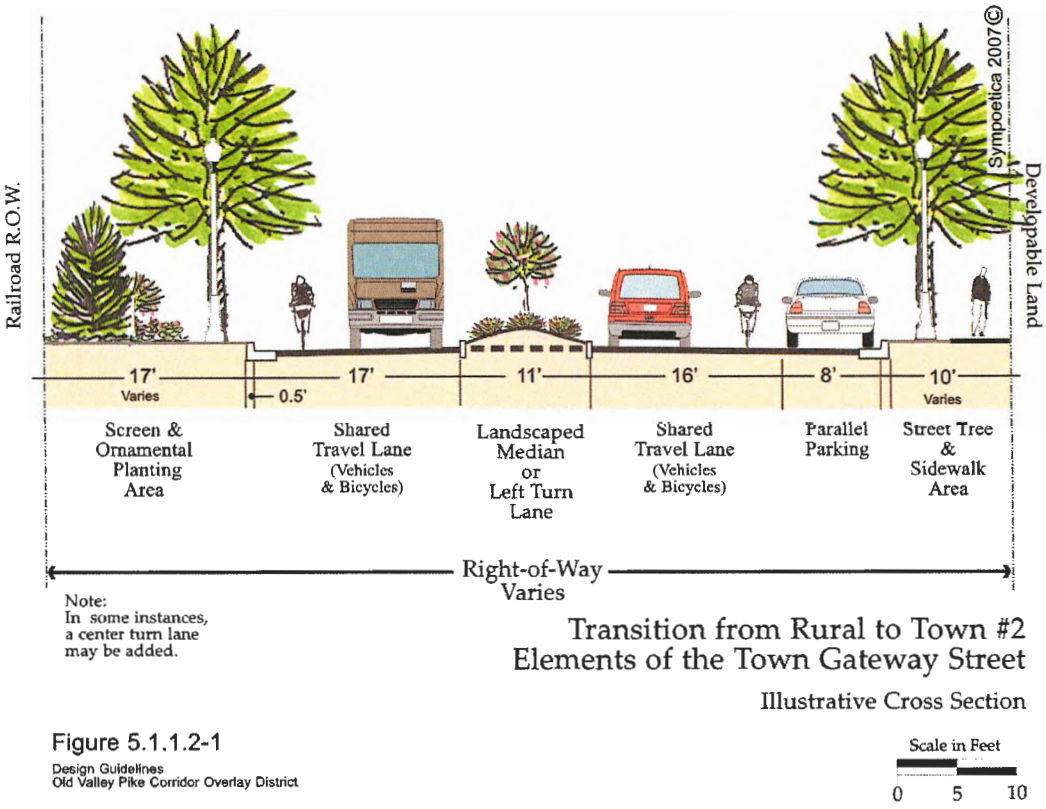


Figure 5.1.1.2-1
Design Guidelines
Old Valley Pike Corridor Overlay District

5.1.1.2 Transition from Rural to Town #2

This transitional design for Route 11 is identical to #1 on the east side where developable land is available, but on the west side of the median, the design is different, because of the presence of the railroad right-of-way. On the railroad side of the median there would be a dedicated motor vehicle lane and a dedicated bike lane, then a gutter, curb, and green verge with no sidewalk. The total paved area in this scenario is 52′ within a variable right-of-way. Figure 5.1.1.2-1 shows this design in cross-section.

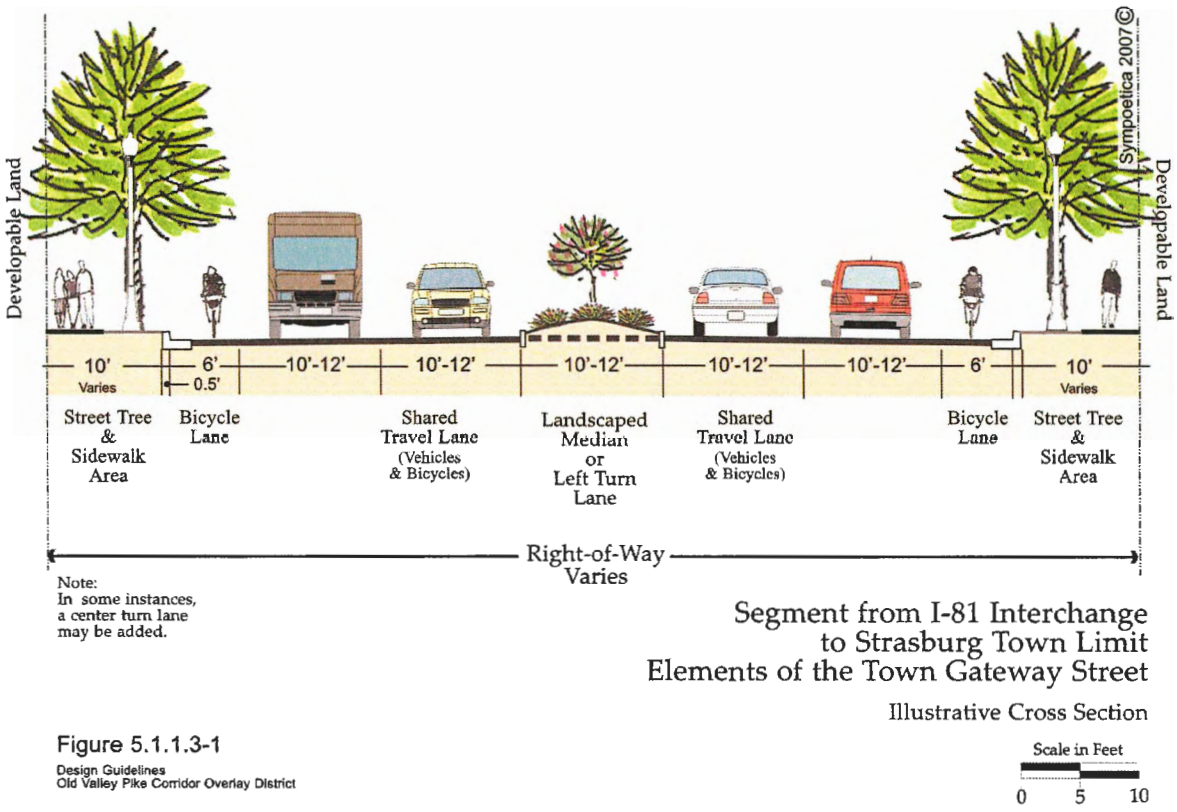


Figure 5.1.1.3-1
Design Guidelines
Old Valley Pike Corridor Overlay District

5.1.1.3 Segment from I-81 Interchange to Town Limit

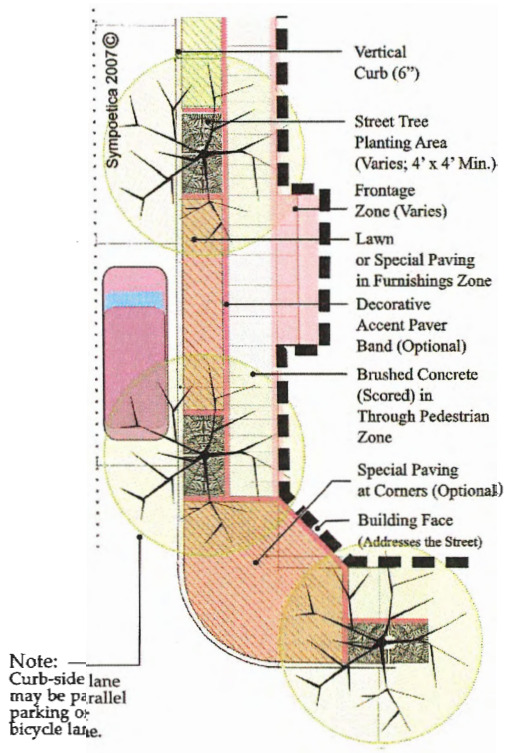
The northern gateway to Strasburg is like no other in the corridor because it connects the town and the county's industrial area to Interstate 81. Due to higher levels of overall traffic and higher levels of trucks, this cross section requires more capacity. A 93' right-of-way is needed to accommodate two motor vehicle travel lanes on either side of the median plus bike lanes on both sides and landscaped verges and sidewalks on both sides.

5.1.2 Typical Streetscape Plan Elements

Figure 5.1.2-1 shows a typical conceptual streetscape design for Route 11 in plan view. At the edge of the street is a parking lane or bike 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 private landscaping is located. If buildings are located on the right-of-way line, stairs, stoops, and building projections may be found here.



Street Edge & Sidewalk Corridor
Elements of the Town Gateway Streetscape Illustrative Concept Plan

Figure 5.1.2-1
Design Guidelines
Old Valley Pike Corridor Overlay District

5.1.3 Pedestrian Zone Elements

5.1.3.1 Sidewalks

Sidewalks should be at least 5 feet wide and paved in scored concrete. If the town has selected a different paving material to be used in town for sidewalks, then that paving material should be used. Special paving treatments and ramps should be provided at intersections for improved handicapped accessibility.

5.1.3.2 Crosswalks

Crosswalks should be provided across Route 11 at all traffic lights. 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

5.1.4 Street Trees

Streets trees should be planted in the sidewalk furnishings zone. Where there are no overhead utility lines paralleling the street, large shade trees may be used. 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. All street trees should have a minimum tree thickness or caliper of 1.75 inches at time of planting.

The following provides a list of recommended street trees, from which plants may be selected.

An example of the elements of the sidewalk corridor, with appropriate street trees located within the furnishings zone

Large Shade Trees (above 50 feet in height)

Honeylocust, Thornless Common (*Gleditsia triacanthos var. inermis*)
Oaks
- Overcup Oak (*Quercus lyrata*)
- Red Oak (*Quesrcus rubra*)
- Scarlet Oak (*Quercus coccinea*)
- White Oak (*Quercus alba*)
- Willow Oak (*Quercus phellos*)

Planetree, London (*Platanus x acreifolia 'Bloodgood'*)
Sweetgum (*Liquidambar syraciflua 'Rotundiloba'*)
Sycamore, American (*Platanus occidentalis*)


Red Oak


London Planetree


Sweetgum

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 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'*)

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 reticulate*)
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 (*Vibrunum plicatum var. tomentosum*)


Kousa Dogwood


Star Magnolia


Serviceberry

5.1.5 On-street Parking

On-street parking should be provided along Route 11 under the Transition from Rural to Town #1 and #2 scenarios. Parking 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 the actual setback.

5.1.6 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.


Consolidating overhead utilities on one side of the street

5.2 Building and Structure Design

5.2.1 Encouragement of Historic Building Preservation and Rehabilitation

The Old Valley Pike Corridor Overlay District does not require the preservation of historic buildings and structures along the corridor. However, these design guidelines recommend and encourage that all buildings and structures on the Virginia Landmarks Register and/or the National Register of Historic Places or identified in the survey records of the Virginia Department of Historic Resources, be considered for preservation, rehabilitation and reuse rather than for demolition. The *Secretary of the Interior's Standards for Rehabilitation,* published by the National Park Service, should be used to guide all improvements to these historic buildings.

5.2.2 Building Orientation, Fronts and Entrances

All buildings should address Route 11 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 Route 11 for renovations of existing residential buildings that, prior to renovation, did not have an entrance facing Route 11.

Buildings should address Route 11

5.2.3 Screening of Service Functions

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 5.3. Rooftop mechanical equipment should be screened from street view using parapet walls and architectural screens (See Figure 5.2.3-1).

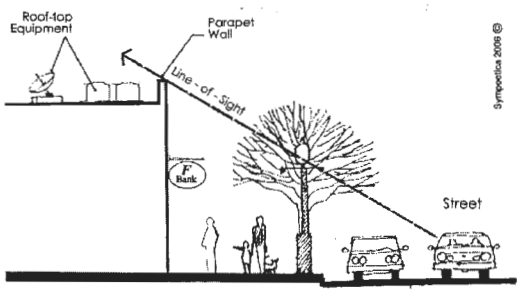


Figure 5.2.3-1 Screening rooftop mechanical equipment

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 5.2.2 for front facades. When closed, the doors should screen the loading dock, parking spaces, or services areas as shown in Figure 5.2.3-1.

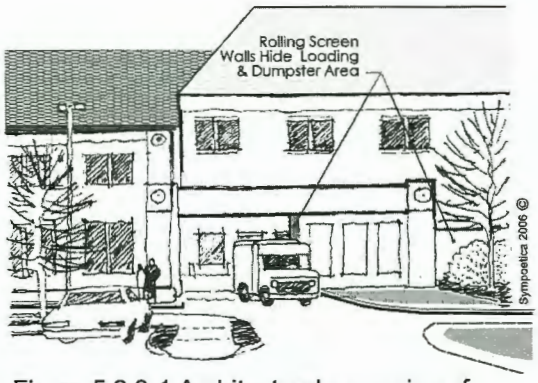


Figure 5.2.3-1 Architectural screening of service area

5.2.4 Architectural Character

5.2.4.1 Architectural Styles

Applicants are encouraged to submit plans for buildings and structures in the Town Gateway Design Character District that reflect and compliment the character and building design styles described in this section. However, these guidelines are not intended to dictate any particular architectural style.

An example of a new building with wood siding

The following descriptions and photos illustrate the historic and vernacular styles of buildings that are commonly found along the Valley Pike in towns. (See Figure 5.2.4.1-1; Note: All styles may not be represented or illustrated.) The architecture of new buildings should compliment and reflect the size, roof pitch, rhythm of windows and doors, and level of detailing of such styles of buildings. Awnings are permitted as long as they match the style of the building. Rounded awnings are inappropriate.

An example of a new building with brick facades

<u>Commercial / Business Building Styles</u>

- Typical retail shops & mixed use buildings
- Examples of Complimentary New Commercial Buildings and Structures in Rural Areas
- Churches & Institutional Buildings of same styles as residential buildings

Residential Building Styles

(See Figure 4.2.3.1-1 for Representative Residential Building Style Images.)

- Vernacular I-house
- Victorian, Queen Anne Victorian
- Italianate, Italian Villa
- Federal
- Second Empire
- Gothic Revival
- Colonial Revival
- Greek Revival
- American Foursquare
- Craftsman / Bungalow

Industrial / Manufacturing Building Styles

Industrial and manufacturing buildings are not common along the Valley Pike in towns. No historic examples or recommended styles are provided here. Such buildings should meet the other guidelines included in this section, Section 5.2.

5.2.4.2 Roof Styles and Pitches

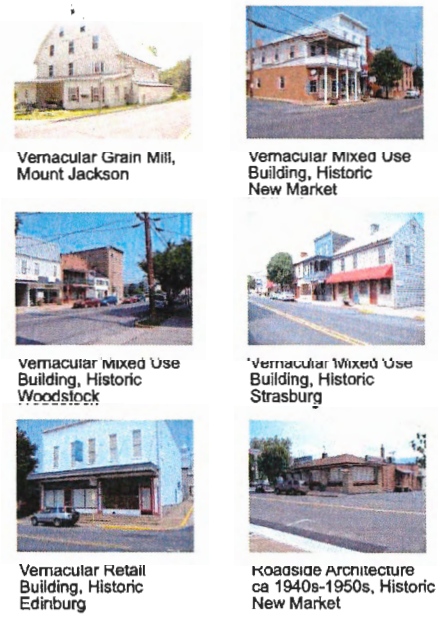
Roof Styles

- Appropriate for residential buildings: gable, hip, and true mansard.
- Appropriate for accessory buildings to residences: gable, hip, true mansard, and shed.
- Appropriate for commercial, industrial and institutional buildings: gable, hip, shed and flat.

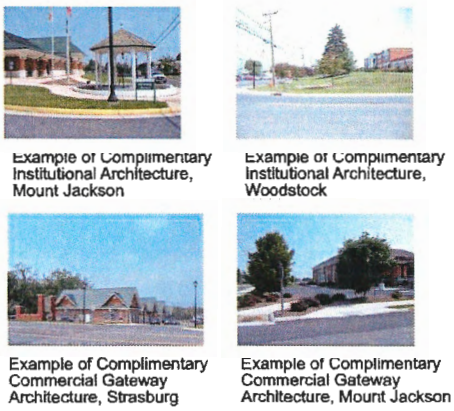
Buildings with flat roofs should be provided with an ornamented parapet wall at least two feet high on the front façade. Monotonous roof planes exceeding 30 feet in length and visible from the front of the building should be avoided. Monotonous roof planes may be avoided by the addition of gables, dormers, or cupolas or by changes of roof pitch or angle. (See Figure 5.2.4.2-1)

Roof pitch

Gable, hip, mansard and shed roofs should have a minimum pitch of 6:12.

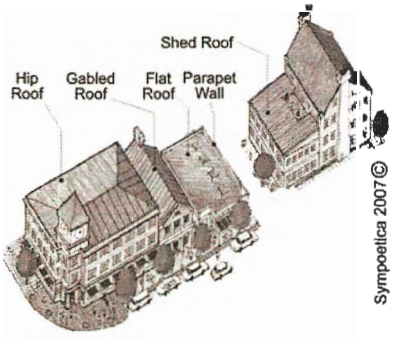


Examples of Historic Commercial Architecture in Town Gateway Areas along the Old Valley Pike



Examples of Complimentary New Commercial & Institutional Buildings in Town Gateway Areas along the Old Valley Pike

Figure 5.2.4.1-1
Design Guidelines
Old Valley Pike Corridor Overlay District



Appropriate Roof Styles

Figure 5.2.4.2-1 Appropriate Roof Styles

5.2.4.3 Building and Structure Heights

The height regulations of the underlying zoning district shall apply to buildings, accessory buildings and all other structures listed in the respective zoning district sections on height regulations; however, no buildings, accessory buildings or structures should exceed 60 feet in height from the average ground level at the base of the building or structure. Structures include, but are not limited to: church spires, belfries, cupolas, crosses, monuments, chimneys, flues, flagpoles, and parapet walls. (Telecommunications towers are not permitted in the Old Valley Pike Corridor Overlay District by Section 165-153.C. of the Zoning Ordinance.)

5.2.4.4 Building Bulk & Massing

The maximum floorplate of individual buildings should be 20,000 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.

Figure 5.2.4.4-1 illustrates a shopping center that meets the criteria for an exception to the building floorplate limitation.

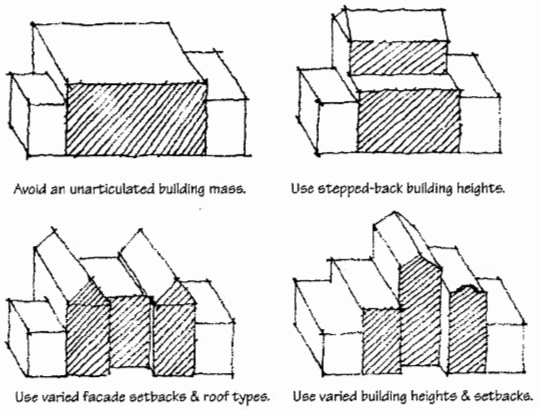


Figure 5.2.4.4-1 Building Massing & Setback

Large shopping centers and big box stores exceeding 100,000 gross square feet in floorplate are not appropriate in this district.

5.2.4.5 Building Additions / Accessory Buildings

With regard to residential buildings:

<u>Additions</u>

- Additions should be subordinate in size to the primary residential building form.
- Additions should exhibit a similar form, roof pitch, windows, doors, materials and detailing as the primary building. Larger doors for garages are permitted, but should not face Route 11.

<u>Accessory buildings</u>

- Accessory buildings should reflect a subordinate relationship to the primary residential building.
- Accessory buildings should exhibit a similar form, roof pitch, windows, doors, materials and detailing as the primary building. Larger doors for garages are permitted, but should not face Route 11.

5.2.4.6 Materials Limitations & Suggestions

Materials Limitations: The following building façade materials are inappropriate for the Town Gateway Design Character District:

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

Materials Suggested: The following building façade materials are not required, but are suggested to be compatible with vernacular buildings in the town gateway portions of the corridor:

- Wood siding, painted
- Fiber cement siding, pre-finished or painted
- Brick
- Stone (local blue stone or other local stone)

5.3 Site Design

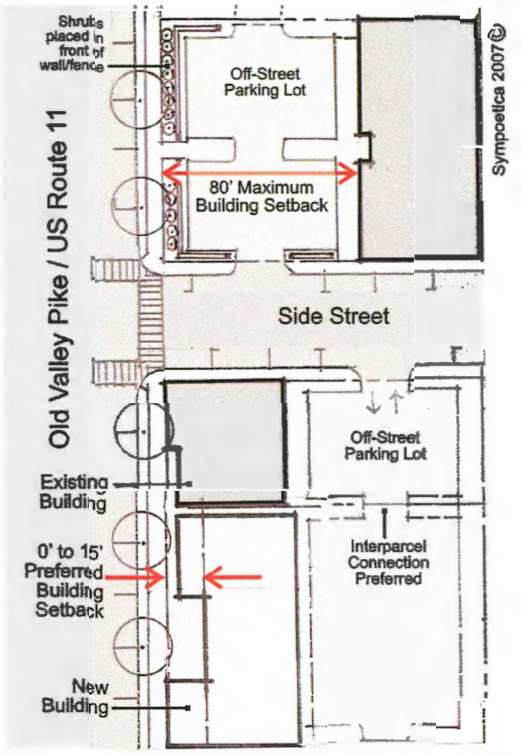
5.3.1 Preservation of Site Amenities

Existing trees at least 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 Route 11 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.

5.3.2 Placement of New Buildings

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

- Residential buildings and structures: The minimum front setback is 15 feet and the maximum front setback is 50 feet.
- Commercial and institutional buildings and structures: The minimum front setback is 0 feet and the maximum front setback is 80 feet. 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 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.
- Industrial/manufacturing buildings and structures: The minimum setback is 40 feet. There is no maximum front setback.



Placement of New Buildings

Figure 5.3.2-1
Design Guidelines
Old Valley Pike Corridor Overlay District

Figure 5.3.2-1 Placement of New Buildings

5.3.3 Placement and 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 Route 11 nor located near a building entrance.

Dumpster & utility area siting and screening

5.3.4 Site access

In order to make Route 11 safer for both vehicles and pedestrians it is important to manage the vehicular access to parcels lining the street. Multiple entrances directly from Route 11 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.

When a parcel is developed or redeveloped, vehicular access to the site should be designed (Figure 5.3.4-1) to reduce the number of direct site entrances on Route 11 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 Route 11.
- Interparcel access should be provided to the maximum extent possible. Interparcel access lanes should be located as far from Route 11 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.

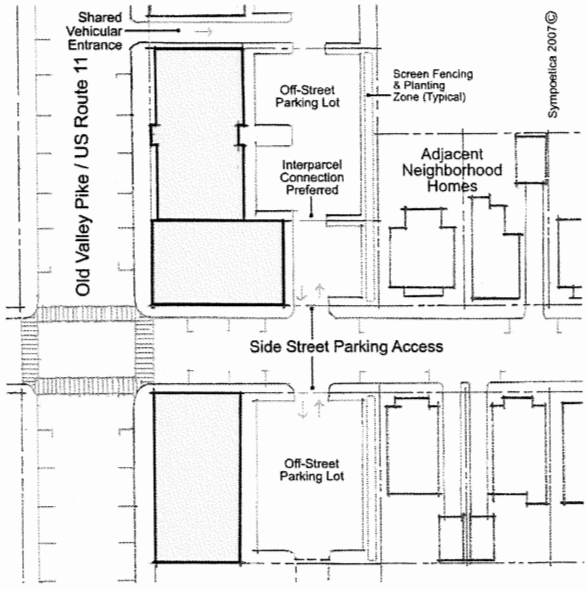


Figure 5.3.4-1
Design Guidelines
Old Valley Pike Corridor Overlay District

Figure 5.3.4-1 Site Access Management

5.3.5 Provisions for Vehicular and Bicycle Circulation

Grid Street System: Development along Route 11 should exhibit a grid system of side streets. This grid may be modified due to topographic obstructions or the presence of a stream or other water body. Streets in the grid intersecting Route 11 should provide the primary vehicular access to lots fronting on Route 11 wherever possible as illustrated in Figures 5.3.2-1 and 5.3.4-1. A continuous line of lots along Route 11 with no breaks for intersecting side streets should not be permitted. Right-of-way for intersecting side streets that provide access to development located to the rear of Route 11 abutting lots should be provided. These 50-foot wide side street rights-of-way should be located every 400 to 800 feet along Route 11 as shown in Figure 5.3.5-1.

Sidewalks: Sidewalks should be provided as shown in the Route 11 cross sections in Figures 5.1.1.1-1 , 5.1.1.2-1 and 5.1.1.3-1. Side streets in the adjoining grid system should

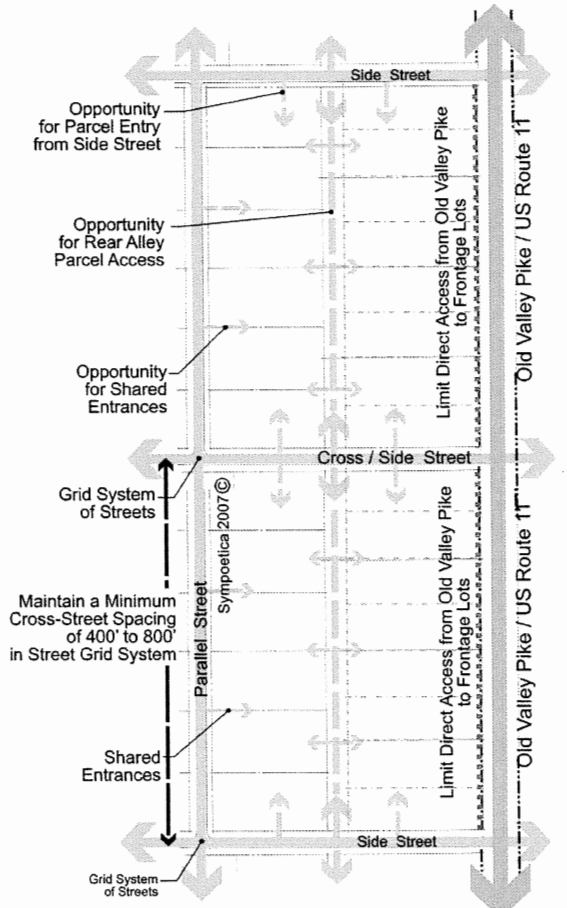


Figure 5.3.5-1
Design Guidelines
Old Valley Pike Corridor Overlay District

also have sidewalks on both sides of the street, and such sidewalks should connect to those along Route 11.

Pedestrian Circulation: All site plans shall include a pedestrian circulation plan showing how pedestrians will be provided access to public sidewalks, 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.

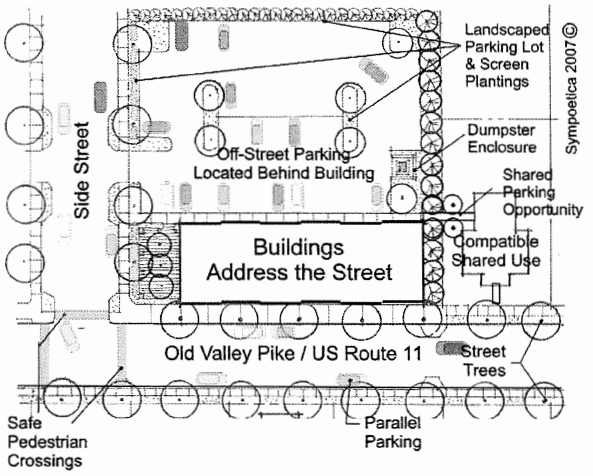
Bicycle Facilities: Bicyclists are expected to walk their bikes when using on-site pedestrian facilities. A bicycle rack should be provided at each commercial, institutional, industrial/manufacturing and multi-family residential building.

Internal site pedestrian circulation

5.3.6 Design and Location of Parking Lots

On- and Off-Street Parking: Adequate parking is essential for business viability and is needed to serve residential and other uses as well. On-street parking can serve as a form of traffic calming. The streetscape plan for Route 11 in Section 5.1.2 calls for providing on-street parking wherever safety permits, while allowing for two travel lanes. Figure 5.3.6-1 illustrates the desired characteristics of parking facilities in the Town Gateway Design Character District.

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.



On- and Off-Street Parking

Figure 5.3.6-1
Design Guidelines
Old Valley Pike Corridor Overlay District

Figure 5.3.6-1 On- and Off-street Parking

Location of Parking on the Site: While there will be on-street parking on Route 11, off-street parking will still be necessary for many uses. Such parking should be located on the site to the rear or sides of buildings. Off-street parking may be placed in front of non-residential buildings, but 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.

5.3.7 Parking Lot Landscaping

Interior parking lot landscaping. For all parking lots of 15 or more spaces at least five percent of the total parking lot area should be landscaped in the form of landscaped planting islands every 10 spaces. The islands should be at least 400 square feet is size and planted with a tree chosen from the recommended tree list in Section 4.3.9 as well as shrubs and/or a vegetated ground cover or mulch.

An example of interior parking lot landscaping

Perimeter parking lot landscaping. Perimeter parking lot landscaping should be provided for all parking lots. Wherever a parking lot abuts a street, whether Route 11 or a side street, a 5-foot to 10-foot planting strip should be provided between the parking lot and the right-of-way. The parking lot should be screened. See Figure 5.3.7-1. 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.

An example of perimeter parking lot landscaping

Wherever the parking lot does not abut a right-of-way, a 5-foot to 10-foot planting strip should be provided with a deciduous or evergreen tree planted every 30 linear feet.

Tree size: All trees planted for parking lot landscaping shall have a minimum tree thickness or caliper of 1.75 inches.

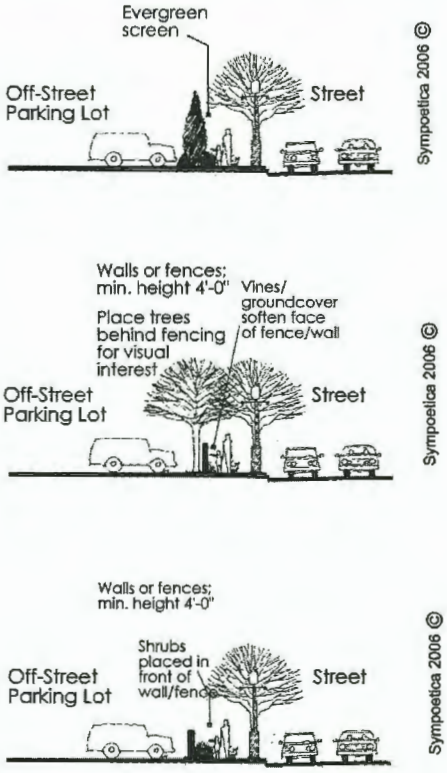


Figure 5.3.7-1 Parking Lot Screening Options

5.3.8 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.

Service area screen fencing and gate

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

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

- Painted wood fence
- Brick wall
- Stone wall

Fence Height: Fences placed in the front yard shall not exceed 4 feet in height. Exceptions may be made for fences used to screen service functions. (See Section 5.3.3.)

5.3.9 Site 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.

A well-landscaped parking lot with downwardly directed lighting

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.

5.3.10 On-site 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 Route 11 and from front and other public entrances to the building.

Successful use of architectural fencing to screen meter boxes

5.4 Signs

The regulations of the Sign Ordinance, Article XIII of the Zoning Ordinance shall apply, except where these guidelines are more restrictive.

5.4.1 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. (See Figure 5.4.1-1)

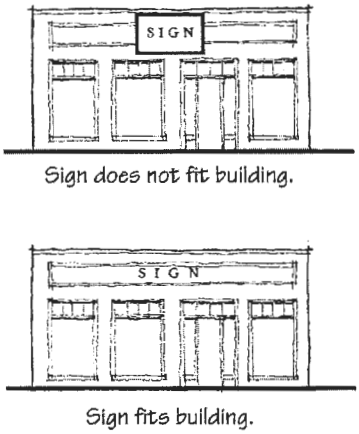


Figure 5.4.1-1 Compatibility of signs

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.

5.4.2 Organization

Orderly Placement: The placement of signs should be orderly. Placement of signs by different businesses in the same building should be coordinated. (See Figure 5.4.2-1)

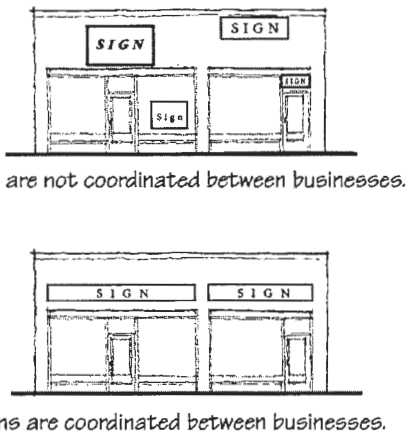


Figure 5.4.2-1 Organization of signs

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.

5.4.3 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. (See Figure 5.4.3-1)

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.

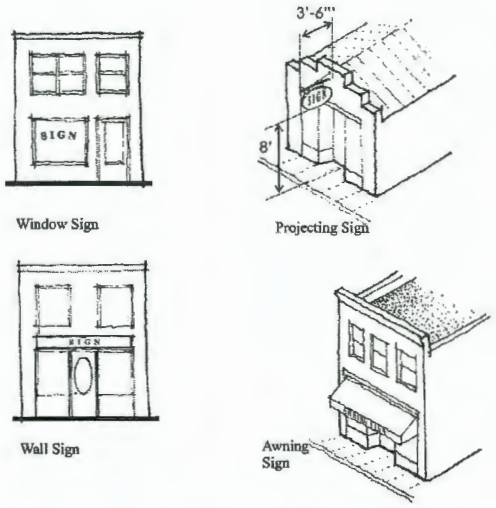


Figure 5.4.3-1 Sign types permitted

5.4.4 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 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 5.4.3-1).

Projecting sign

Wall & awning signs

5.4.5 Materials

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

Appropriate Sign Materials: The following sign materials are not required, but are suggested to be compatible with vernacular buildings in the rural portions of the corridor: Painted or finished wood, metal, glass, matte finish plastic.

Sign Materials Limitations: The following building façade materials are inappropriate for the Rural Landscape Design Character District:

- Shiny or reflective plastic
- Internally illuminated signs with dark letters on white or light background
- Neon

5.4.6 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.

Sign Illumination Methods Discouraged: Internally illuminated plastic signs, particularly those that exhibit dark letters on a light background.

Variable Message and Flashing Signs prohibited: Those signs prohibited by Section 165-89.1 of the Zoning Ordinance.

5.4.7 Sign Lettering, Symbols and Quality

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.

Symbols in Signs: Symbols and forms describing the business within, such a watch shops and coffee shops (see Figure 5.4.7-1) 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. (See Figure 5.4.7-2)

Sign Quality: Signs should be professionally designed and lettered.

5.4.8 Limits on the Number of Signs

Churches are permitted to locate a maximum of one (1) off-premise directional sign on U. S. Route 11.

Figure 5.4.7-1 Acceptable Use of Symbols in Signs

Figure 5.4.7-2 Standardized 'trademark' signs unrelated to the business name are discouraged