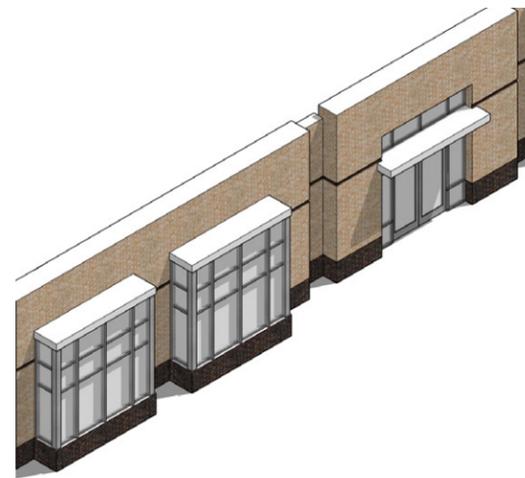
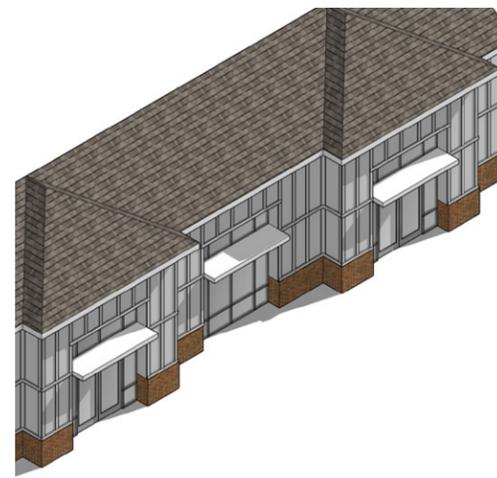
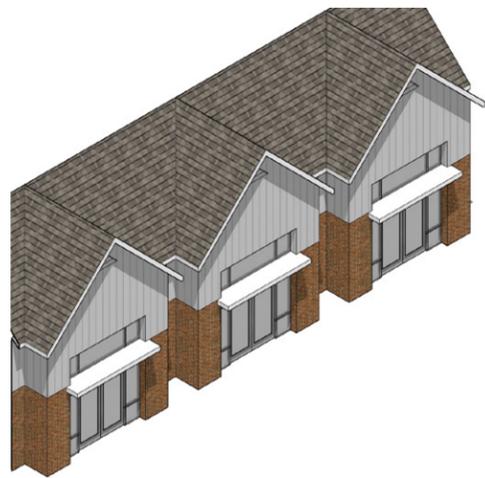


# DESIGN GUIDELINES FOR MIXED-USE DEVELOPMENT



## DESIGN GUIDELINES OVERVIEW

### General Overview

Design Guidelines for the mixed-use development of Tax Parcels #2430100032 and #24330100032B which are located on Richmond Road are intended to allow for mixed-use development of the property with a variety of commercial uses that will further develop and compliment the Richmond Road Community Character Corridor and the economy of the County. Architectural character and variety which is consistent with the objectives of the Richmond Road Community Character Corridor are encouraged as illustrated and described in these guidelines. The development guidelines address development of these two parcels to the north west of the New Entry Road. In each parcel there is enough land available to separately develop the Richmond Road frontage and the interior portion of the property which borders the Colonial Heritage Development to the west, as shown in Figure 1.8. These design guidelines form a series of suggested architectural forms, materials, roof shapes, materials and details which can be used to create a vibrant and cohesive architectural character which will contribute to Richmond Road Commercial Corridor. Figure 1.1 - Figure 1.7 illustrate recommended architectural concepts which provide a range of architectural forms and styles which are appropriate for the context of this corridor.



Figure 1.1



Figure 1.2



Figure 1.3



Figure 1.4



Figure 1.5



Figure 1.6

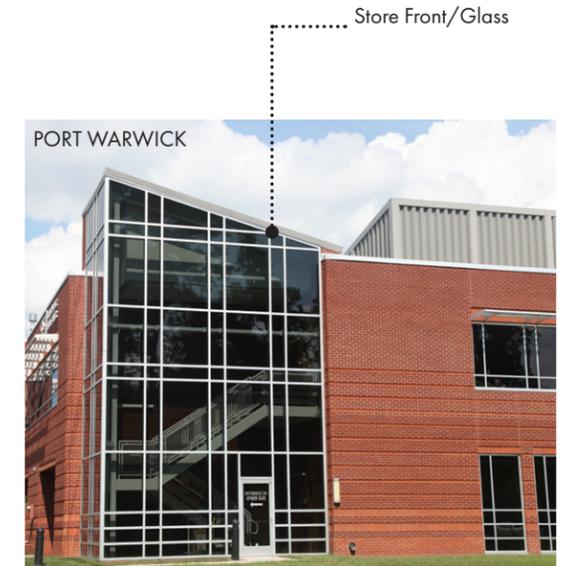


Figure 1.7

## DESIGN GUIDELINES OVERVIEW

**Area A1 and A2** – Areas A1 and A2 as shown in Figure 1.8 refer to land parcels 2430100032 and 2430100032B respectively, as referenced in the James City County land records. Area A1 is proposed for a specific pattern of development consisting of a combination of mixed commercial uses incorporating a Senior Care facility on the interior portion of the parcel and a variety of commercial uses on the eastern edge of the parcel fronting Richmond Road. Uses are limited to non-residential uses and a mixture of commercial uses is permitted and encouraged to create a future development with vibrancy and variety. The New Entry Road will be improved to include a tree-lined entrance boulevard providing ingress and egress separated by a landscaped median. The New Entry Road will serve as the main entrance to the new development providing direct access to the Richmond Road frontage of Area A1 and A2 as well as entrance to the interior portions of each separate area.

Senior Care Development at Area A1 – As illustrated in Figure 1.9, the proposed senior care development at the interior of Area A1 is located in order to place the majority of parking for this use out of view of the Richmond Road Corridor vistas, except for parking which is needed for visitors at the main entrance to the facility. Further, the architecture of the Senior Care facility will include single-story and multi-story components incorporating a series of tower elements to create visibility from the New Entry Road. The proposed design incorporates traditional materials of brick, board and batten siding and trellis elements to create an image utilizing appropriate materials and clear architectural forms.

Richmond Road Frontage Development – The part of Area A1 and Area A2 bordering Richmond Road is intended to develop a cohesive collection of uses and buildings which are different from typical strip-development patterns providing open landscaped space between buildings. Buildings fronting Richmond Road are to have individual architectural identity featuring architectural variety within a palette of similar and compatible exterior materials.

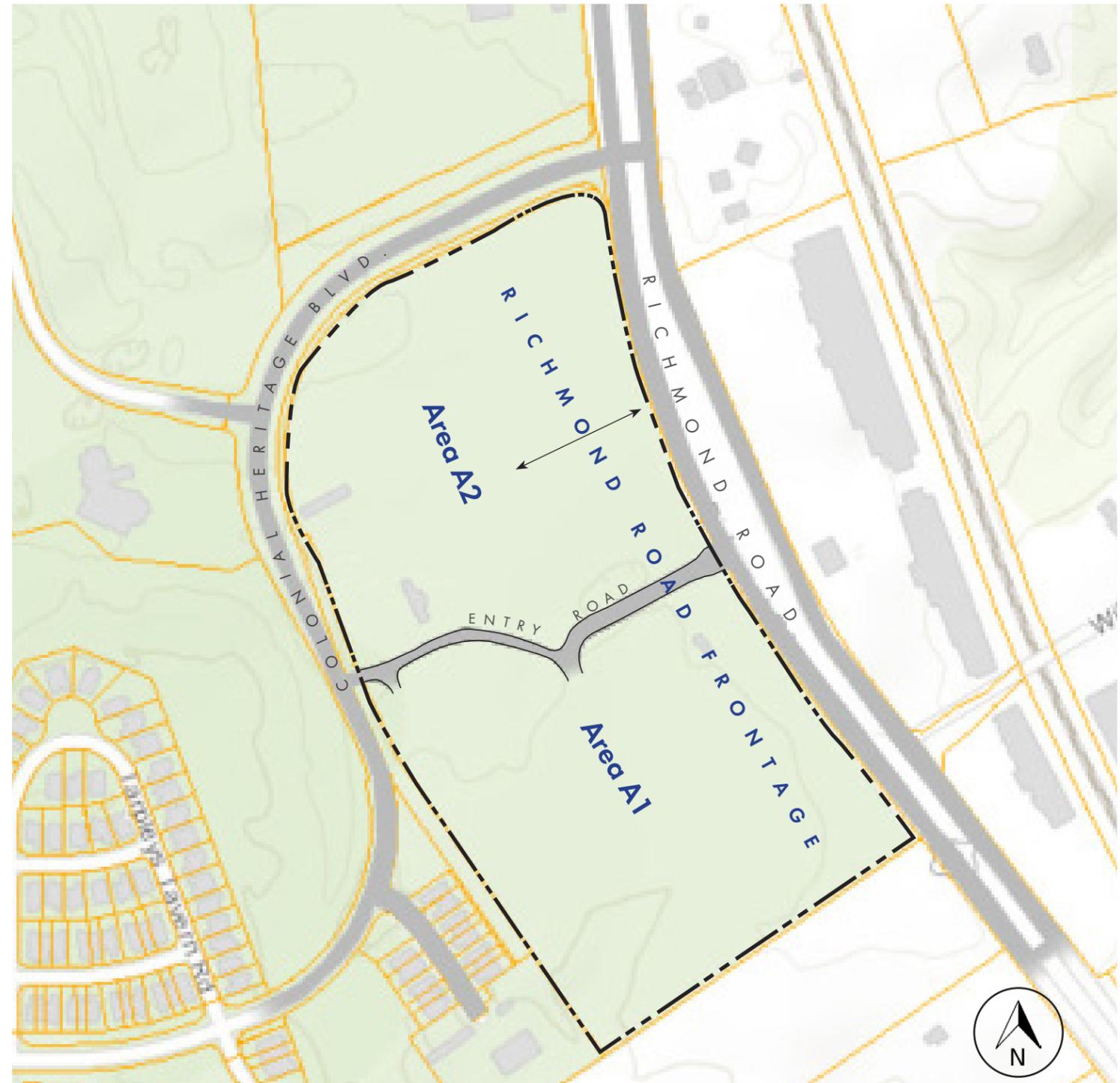


Figure 1.8 Overall Development Area - Area A1 and Area A2.

## DESIGN GUIDELINES OVERVIEW

### General Location and Use of the Buildings

#### A) General Location and Use Requirements

- Buildings are to be designed and located to screen and screen the view of the majority of parking from the Richmond Road view shed.
- Individual buildings and uses are to be designed to create variety within the family of materials and elements which are promoted in these guidelines. Individual Buildings should reflect the nature of their individual use expressed with appropriate architectural elements, details and design for that use. A variety of building designs is preferred, within the design directions established by these guidelines in order to avoid the typical "Strip Development".
- The majority of parking areas are to be located behind the line of the primary facade of the building with the majority of parking spaces located behind the rear facade of the building. Where parking is visible from the Richmond Road view shed, parking shall be screened with landscaping and/or low walls or screen fencing adjacent to the parking areas.
- Buildings are to be designed to have four principle facades which all have the same level of articulation, roof-form, architectural interest, detailing and material varieties.
- Trash enclosures shall be screened using masonry walls with brick veneer with access doors made of wood timber and/or decorative steel which are designed to provide an attractive appearance which compliments the building design, landscape and character of the development.
- Other building components (e.g. drive-through kiosks, drop-boxes, ATM structures) which are part of the principal use, shall be designed to integrate into the design of the principal use in order to provide an attractive appearance which compliments the building design, landscape and character of the development

#### B) Buildings/Uses along the Richmond Road Frontage of Area A1 & A2

- Buildings are to be located adjacent to Richmond Road with a primary facade facing the right-of-way.
- Buildings should be designed and sited in order to reinforce the identity of each individual use employing enough side yard setback and/or building-to-building spacing to ensure enough landscaping and open space between buildings.
- Building design and site design shall be accomplished to allow for a dedicated ingress/egress drive lane of 24 feet in width in alignment with the suggested primary entrances from The New Entry



Figure 1.9 Area A1 Senior Care Development and Richmond Road Frontage.

Road. The access drives aisle shall provide for public access via an appropriate easement for all parcels. All parking provided shall provide for cross-easements to facilitate use of parking to be shared between users to promote the free use of parking.

- Drive-thru uses featuring ordering and pickup windows are to be arranged such that these features are not located on the primary facade facing Richmond Road.
- The front yard area between the Richmond Road landscape buffer and the primary building facade can contain areas for café seating, outdoor lounge areas, landscape features, pedestrian walkways and service drive aisles.
- Buildings are to be located and sited to avoid long facades of repeating storefronts with a “Strip-Retail” appearance.

#### C) Buildings not adjacent to Richmond Road

- Buildings which are not adjacent to Richmond Road may be developed with greater flexibility in siting and with building orientation based on the sight-lines and distance from the Richmond Road right-of-way. As shown in the proposed plan for Senior Care on the interior portion of Area A1, buildings can be larger and taller than proposed on the Richmond Road Frontage.
- The majority of parking areas for uses on interior lots is to be restricted to the sides and rear of the buildings. Parking areas which are required in the front of these lots shall be screened by a combination of appropriately designed landscaping, berms, low walls and landscape features.

- Buildings on may create appropriately designed architectural features (e.g. towers, spires, cupolas) which may create more identity for the use/building due to its location on the interior of the parcel.

**Building Orientation** – Buildings shall be designed and sited in order to present a primary facade towards Richmond Road and a primary facade from the entry road or drive aisle providing access to parking.

#### A) Buildings adjacent to Richmond Road

- Buildings located immediately adjacent to Richmond Road should be oriented such that the primary facade is parallel to the Richmond Road right-of-way. This facade should be the primary facade of the building and designed to reflect the nature of the use through an appropriate architectural design.
- Side facades should continue the architectural elements of the primary facade with the incorporation of articulated corners where roof forms and/or tower components are featured to add interest on at least one corner facing Richmond Road. Building entrances are permissible from on side of the building.
- Rear facades should be designed as a second primary facade incorporating an entrance or entry statement and providing for appropriate signage to identify the building and entrance.

#### B) Buildings not adjacent to Richmond Road

- Buildings located on interior lots have more flexibility in orientation, and it is not required to align building facades with the Richmond Road Right-of-Way.
- Buildings should be sited and designed to provide for the location of parking as described in Section 1 (A).
- Building facades which are visible the from Richmond Road view shed are considered the primary facades. Primary facades should be designed to incorporate a variety of materials, an appropriate balance of fenestration to solid wall surface and architectural features (e.g. columns, colonnades, tower, roof forms, cupola) to present a quality architectural composition which reflects the use and overall quality of the development.
- Facades which face the view shed from The New Entry Road shall also be considered primary facades and shall be designed and sited to continue the theme for the primary facade.
- Facades other than these are not considered primary facades and shall incorporate the design themes of the primary facades with more design flexibility and variety in composition. Building entrances shall be designed to be visible and inferable from approach along The New Entry Road.

- Towers, Cupolas and other architectural devices may be used to identify the building from The New Entry Road, as permissible by the Zoning Ordinance and Building Code.

### Landscaping, Open Space And Buffers

Landscape design for each development shall create a coherent use of space around the building which responds to the use as well as the overall design character of a transitional Urban/Suburban corridor. Landscaping should be designed to provide for a well-landscaped ground plane with open vistas between buildings in compliance with the James City County Streetscape Guidelines Policy and other County requirements. Typically, the Richmond Road Right-of-Way should be planted with trees which provide a tall upper-story canopy to create shade for pedestrians and a strong visual edge along Route 60. Existing mature Magnolia trees which form an "alee" are a feature of the site which can enrich the identity of the

development.

1. Preservation of Magnolia Trees - The trees comprising a double row of mature Magnolia trees existing on Area A2 shall not be completely destroyed to create a building site, parking area or other improvements. Destruction or elimination of some trees shall be permitted to allow for streets, roads and vehicular or pedestrian connections perpendicular to such rows of Magnolia trees, the placement of utilities, or other purposes approved by the County. It is recommended that a portion of these existing trees be retained and incorporated into a pedestrian site feature integrated into the future pedestrian/vehicular needs of this specific parcel. The following recommendations are provided to accomplish this objective:

- A) Richmond Road Community Character Corridor – The first 50 feet of land along Richmond Road is to be designed in compliance with the County's Urban/Suburban CCC buffer treatment guidelines. Trees which will mature with tall upper-story canopies allowing visibility through the under-story are recommended (e.g. London Plane, Willow



Figure 1.10

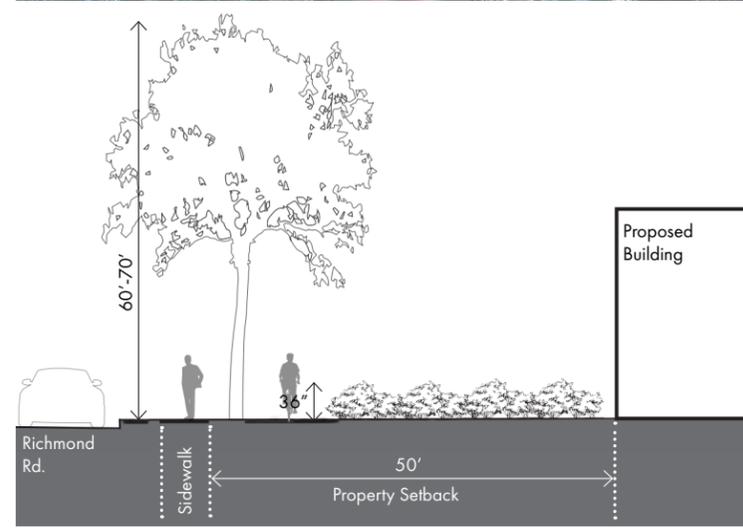


Figure 1.11

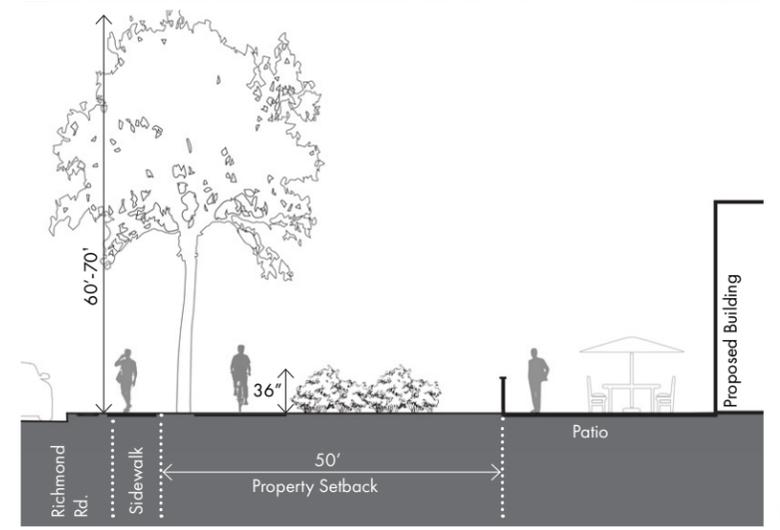


Figure 1.12

Oak, Zelkovia Serrata Green Vase). Visibility of the buildings and uses is desirable, with ground plane landscaping to screen parking, drive aisles and ground mounted equipment.

- B) The New Entry Road – This road will serve as the entrance to the development. It is envisioned as a boulevard with planted median with street trees along each side of the drive aisles. It is recommended that the street trees along this boulevard include new Magnolia trees to augment the existing Magnolias on the North side of The New Entry Road. Magnolia trees should be arranged in such a way as enable good vistas of the parcels fronting Richmond Road and the interior parcels. Magnolia trees should be used as focal elements and visual reinforcement of the sides of The New Entry Road. Other trees and landscaping are recommended along Colonial to create openness and contrast between the new magnolia feature trees.
- C) Transitional Buffers – A 35-foot-wide landscape buffer shall be designed and established along property edges bordering residential uses as required by the County.

**Location and Number of Entrances** – The New Entry Road will serve at the primary entry to the commercial development and will provide secondary entrances to the commercial parcels immediately adjacent to the Richmond Road Right-of-Way. The secondary entrance to the South parcel and North Parcel is intended to align facilitating cross traffic and creating a 25-foot-wide access driveway aisle to access parking and services for each parcel that may be created by subdivision. This access driveway aisle shall provide an easement for access to the full depth of the parcel to provide for access for future parcel subdivision. Separate entrances may be provided for the interior portions of the parcel.

**Pedestrian and vehicular connections** – Interconnectivity of the site will be provided in the following systems:

- A) Vehicular access and interconnectedness will be achieved by design of internal parcel circulation for vehicular traffic which will be designed for each parcel. Alignment of vehicular entrances on The New Entry Road will facilitate easy movement of vehicular traffic between the parcels fronting on Richmond Road. The design of the driveway aisles, parking circulation, parking spaces, dumpster enclosures and internal parcel circulation will comply with

applicable vehicular planning standards. Easements will be provided for cross parcel circulation. Cross-easement parking will be provided on the parcels fronting Richmond Road.

- B) Bike-way access will be provided along Richmond Road by construction of an 8-foot-wide bike-way along the edge of the Right-of Way.
- C) Pedestrian access will be enhanced by providing new sidewalk connections on each side of The New Entry Road and provision of non-signalized pedestrian crosswalks at major intersections.

**Individual Building Height and Size** – Building heights and size will be determined based on the uses developed for each parcel as permitted under the County Zoning Ordinance and the Virginia Construction Code. It is encouraged that buildings along Richmond Road be designed as taller structures in building massing, even if they are one-story buildings. This can be accomplished by utilizing a tall structural bay of 15 to 18 feet or more and a roof design that provides a substantial building form to add to the apparent height. Building size will determined by balancing open space, landscaping, parking, circulation and building space.

**Architectural Design** - The architectural character which is encourages is a moderate height urban mixed-use appearance which achieves the aesthetic character of a town-scaled mixed-use pattern where buildings have a two-story to three-story scale where individual buildings are separated from each other with open space. The architectural guidelines illustrate the following devices:

- A) Roof Forms – A variety of roof forms is encouraged for consideration as illustrated:
  - Gable
  - Hip Roof
  - Sloped Roof
  - Pyramidal Roof

B) Tower/Corners – Towers and/or Corner articulation is recommended at each primary facade of the building to create a focal element and point of interest to the building. These can coincide with building entrances and signage.

C) Fenestration of the Facades fronting Richmond Road – Fenestration of the building facades should include windows, glass, doors and transoms as suggested in the guidelines and as appropriate for the use. It is recommended that the facades be at least 60% of the facade being open with glass, doors, windows, louvers or openings.

D) Fenestration of the Facades for buildings on interior lots can vary but should be at least 25% open with glass, doors, windows, louvers or openings.

E) Multistory - not adjacent to Richmond Road - Assisted Living

- Vertical emphasis is achieved through a number of measures.
- Steps in the plan that break the facade into a series of independent elements to reduce the horizontal nature of the building.
- Gabled roof elements to cap the vertical gesture and further modulate the facade.
- Alignment of windows between floors.
- Board and batten siding on the upper floors.
- Brick is used at the first floor to anchor the building, though the transition from brick to board and batten undulates between facades to avoid defining a horizontal split in the building.
- Sloped roof sections to create mechanical wells to appropriately screen equipment from every vantage point.

### Corner Towers

- Corner Tower
- Elevation Articulation



Figure 1.13



Figure 1.14



Hip Roof

Figure 1.15



Modern  
Roof Line

Figure 1.16



Gable Forms

Figure 1.17

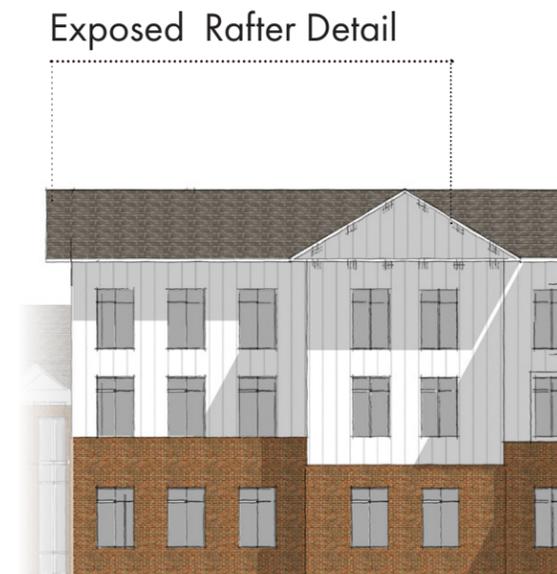


Angled Roof Line

Figure 1.18

F) Single Story - Not adjacent to Richmond Road

- One-story part of the building with a residential character feel that compliments the multi-story portions of the building.
- Brick and horizontal siding split the facade to provide a residential scale fenestration along facade to provide ample daylighting to patient rooms without encumbering functional requirements of rooms.
- Gabled roof at steps in facade to break up the horizontal nature of the wings.
- Sloped roof to create HVAC well to screen equipment and maintain a residential aesthetic.
- Raised tower element at intersection of wings to balance building from both sides of entry.
- The roof slope contributes to giving the building a visually residential aesthetic and creates roof wells for screening mechanical equipment.
- Gables with exposed rafters and beams at one story and multi-story gabled-elements help to break up the horizontality of the facades.
- Piers at one story accentuate the vertical proportions and provide variety to the facade design.
- The tower elements serve as vertical breaks in the facades. They indicate interior communal spaces especially after dark when these two towers are illuminated. The tower elements project above the other roof lines and are capped with a strong, horizontal cantilevered roof that cleanly punctuates the verticality of the tower.



Multistory

Figure 1.19

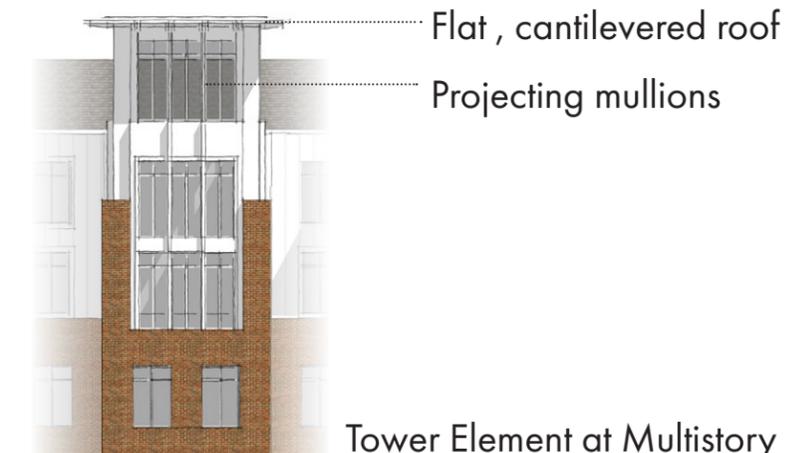
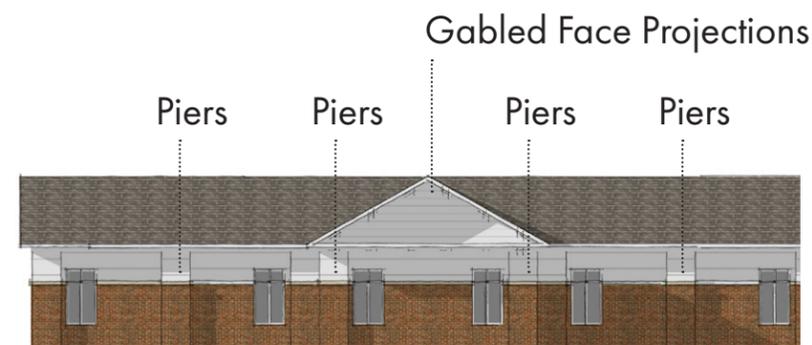


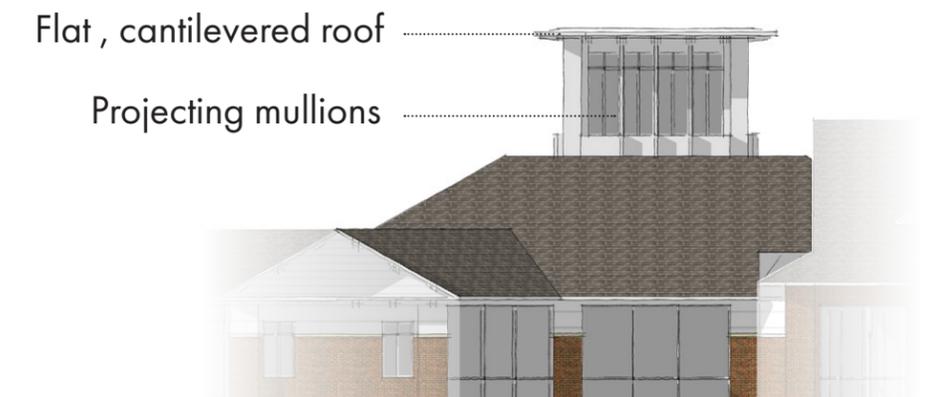
Figure 1.20

Tower Element at Multistory



One story

Figure 1.21



Tower Element at Intersection

Figure 1.22

### Combination of Materials

- Pedestrian Level/Base: Brick
- Upper Stories, Gables: Fiber Cement Board
- Glass
- Roof: Metal or architectural asphalt shingles



Board & Batten Style,  
Fiber Cement Board



Brick



Figure 1.23

**Setbacks from Adjacent Properties and Roadways** - The intent of the development guidelines is that future development of the parcels be compliant with the Mixed Use Zoning District (MU) requirements for setbacks along the property lines of the adjacent development boarding Area A1 and A2 and roadways bordering and within the development of Area A1 and A2. Waiver of setbacks shall be governed by the provisions of the Mixed Use Zoning District Provision (MU).

**Signs** - The intent of the development guidelines is that future development of the parcels allow a development entry sign at the entrance intersection of each parcel, an example of which is shown in Figure 1.24. The development entry sign may be composed of brick, stone, precast concrete, metal and sign copy identifying the adopted development name. Development entry signs shall be thematically related and incorporate the same materials and general design. The development entry sign shall be lit by indirect means either by internal halo lighting or ground mounted lighting. It shall be allowable to incorporate business names which are located within each parcel on the development entry sign if the business does not front directly onto Richmond Road.

Individual businesses which front directly on Richmond Road will be permitted a ground sign to identify the individual business, as shown in Figures 1.25 and 1.26. Such ground signs shall comply with the County ordinances and standards for such signs. Ground signs shall incorporate the materials and design qualities of the building design for that parcel and can contain any of the materials approved for the development. Building-mounted signs and ground signs shall meet the County Sign Ordinance.

Other signs required for circulation and traffic control which are permitted by County ordinance shall be permitted in the development.



Figure 1.24

Example of Development Entry Sign



Figure 1.25



Figure 1.26

Examples of Ground Mounted Signs