



Commercial Corridor Design Guidelines



Prepared by Town of Vienna Planning and Zoning Department

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DRAFT

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These Design Guidelines are the result of collaboration and input by architects, designers, planners, and other experienced design professionals. Information from multiple sources, including guidelines from other jurisdictions, have been considered and tailored for Vienna's unique characteristics. It is the hope that these guidelines are conveyed so as to describe baseline minimums. Furthermore, it is the goal that these Guidelines to provide greater value to the community as a visual reference for readers from all backgrounds.

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INTRODUCTION

The purpose of these Design Guidelines is to help promote good design and foster the distinct character of Vienna for development proposed along the commercial corridors. The Guidelines are intended to benefit the Town, its citizens, and applicants with an aesthetically pleasing and inviting sense of place. The Guidelines do not require nor can they dictate any specific architectural style. The design principles within the Guidelines are based on best practices and input from Town residents, property owners, business owners, Board of Architectural Review, Planning Commission and Town Council.

These design guidelines are to be applied within the commercially zoned corridors of Maple Avenue, Church Street and Cedar Lane, as shown in Figure 1. The Guidelines apply both to by-right development as well as rezoning projects under the Maple Avenue Commercial (MAC) Zone. The Church Street commercial corridor is comprised of the C-1B Pedestrian Commercially zoned properties along Church Street from Lawyers Road NW to Park Street NE. Properties developed under the Church Street Vision, an optional incentive package within the C-1B Zone as described under Sections 18-87.4 through 18-87.6, are exempt from these guidelines.



FIGURE 1: Map of the commercial corridors of the Town of Vienna

The goal of these guidelines is to provide flexibility while directing developers and applicants towards quality building and site design in keeping with the community's vision for Vienna's commercial corridors. The design guidelines are not meant to restrict creativity, innovation or architectural style. The design guidelines include photographs and diagrams to illustrate preferred approaches. These photographs and diagrams are provided as examples and are not intended to indicate the only architectural styles or design configurations. Adherence to the diagrams and photographs does not guarantee that the proposed project meets all guidelines, codes or criteria required for an approval.

The design guidelines may be periodically updated to ensure they are in line with the Comprehensive Plan. These guidelines adhere to Town policies and regulations and State and Federal regulations, but wherever a discrepancy may arise, the higher standard shall be applied. It is the responsibility of all applicants to secure a copy of the Design Guidelines and all other pertinent Town requirements and ordinances prior to submitting a design for consideration.

DESIGN STANDARDS VS. GUIDELINES

Design standards and design guidelines are distinctly different tools, are worded differently, and serve different purposes.

Design standards are objective, quantitative measures of design attributes. They include numbers, dimensions, and precise wording that result in a narrow range of outcomes. They are mandatory, using words such as "shall" or "must." They have little or no flexibility.

Design guidelines are flexible, qualitative measures of design attributes. They rely upon descriptive language and words such as "should" or "may" that allows for a broad range of outcomes.

American Planning Association (July 2018).
Design Review: Guiding Better Development, PAS Report 591.

HOW TO USE THESE GUIDELINES

The Guidelines are a comprehensive tool for the Town to review and assess development proposals within the commercial corridors to ensure the highest quality of design and integration with Vienna's unique built environment. The Guidelines are to be used as a checklist by design professionals to verify that basic design principles, reflecting a quality of place and environment that Vienna residents desire, are met.

Planning staff will discuss guidelines and standards with the applicant during a pre-application meeting or informal meeting in order to assist the applicant in integrating the design guidelines into proposals. Per Chapter 4 of the Town Code, the Board of Architectural Review reviews and approves final design on all commercial and non-single family exterior modifications and development proposals, and makes recommendations to the Town Council on all projects seeking rezoning to the Maple Avenue Commercial (MAC) Zone.

The use of evolving construction practices, availability of new materials and products, and creative design and engineering solutions will require alternatives to be occasionally considered and modifications to the design guidelines. The Town encourages innovative design and recognizes that there are many ways to meet the intent of the guidelines. Alternative design proposals may be considered.

RELATIONSHIP TO THE ZONING CODE & COMPREHENSIVE PLAN

The Design Guidelines are intended to supplement Chapters 4 and 18 of the Town Code. The zoning districts established in the Town Ordinance set the basic parameters for development, including regulating height and use, setbacks, parking requirements, lot coverage and more. The parameters set forth in the zoning ordinance take precedence over any of the design guidelines outlined in this document.

The Design Guidelines are also intended to act as an implementation tool to carry out the policies and goals established in the Comprehensive Plan. The Comprehensive Plan establishes the community's general vision for the desired physical character of the Town including the commercial corridors. The guidelines in this document have been created in part with recommendations and guidance from the Comprehensive Plan.

CHURCH STREET VISION

As part of the 1996 Church Street Revitalization Project, the C-1B Pedestrian Commercial Zone was created for the project area from Lawyers Road to Mill Street to set the stage for the development of a pedestrian-friendly area attractive to both businesses and shoppers.

Under the Vision Plan, property owners in the C-1B Pedestrian Commercial Zone are encouraged to renovate and develop properties in accordance with adopted Church Street guidelines found in Article 12.1 Section 18-87.5 of the Town Code. In exchange, owners may receive additional building square footage, reduction in parking requirements and reduction of setbacks.

The plan, which is entirely voluntary on the part of property owners, has been created to achieve improvements on Church Street without the imposition of additional architectural requirements or the restrictions of an official historic district.



FIGURE 2: Illustrated map of the Church Street commercial corridor eligible for the Church Street Vision

MAPLE AVENUE COMMERCIAL (MAC) ZONE

The Maple Avenue Commercial (MAC) Zone was approved by Town Council in October 2014, following more than a decade of community conversations. The purpose of the MAC Zone is to encourage compact pedestrian oriented, mixed-use development along the Maple Avenue corridor to reinforce Maple Avenue's role as the Town's main street.

Application for inclusion in the MAC Zone is voluntary. Lots eligible for designation may proceed with development in accordance with the applicable zoning district regulations of the zone district in which they are located and all other relevant provisions of this chapter without rezoning to the MAC Zone. The standards for projects seeking MAC rezoning can be found in Article 13.1 of the Town Code.

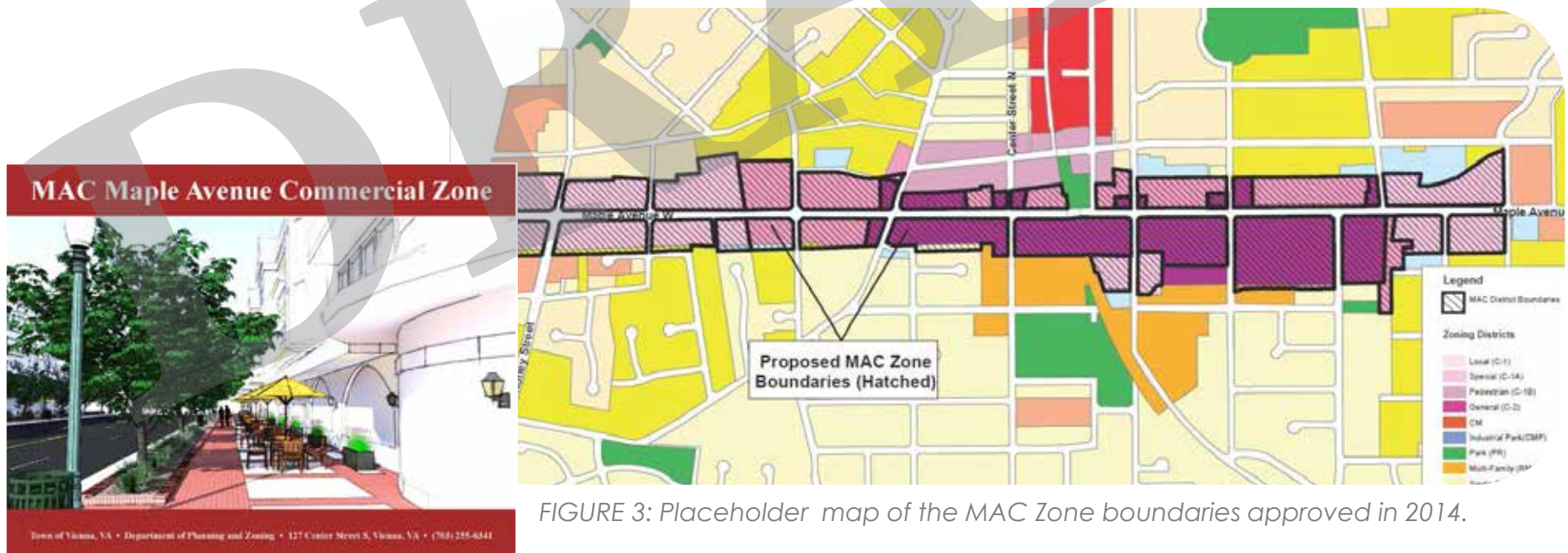


FIGURE 3: Placeholder map of the MAC Zone boundaries approved in 2014.

BUILDING DESIGN AND FORM

The guidelines identified in this section pertain to specific sections of the buildings or the overall building form. The design should highlight distinct uses of the project while maintaining a human scale, achieved through scale and proportion of features and materials (visual weight), accentuating primary entrances, variation in setback and height, and façade details such as awnings, canopies, windows, balconies, terraces, etc. Buildings should be located and designed to define the public realm and frame streets, sidewalks, parking areas and amenity spaces. Avoid architectural designs that are ubiquitous, nondescript, and do not contribute to a sense of place.

SECTIONS

1. **COMMERCIAL / MIXED-USE**
2. **MULTIFAMILY, TOWN HOUSES, AND COTTAGE HOUSING**

**SKETCHUP FIGURE
TO BE ADDED**

1. COMMERCIAL / MIXED-USE

1.1 Ground floor / Storefronts

This guideline contains a set of best practices for designing successful ground floor commercial storefronts. While many elements of this guideline are directed toward storefront development at the sidewalk edge, the basic façade design principles can be applied to other commercial frontages, including shopping centers and offices.

The design of ground floor commercial space is essential to the success of a commercial district. A series of adjacent high quality storefronts can create a center of pedestrian activity that enhances the character of the corridor and promotes future investment. Each commercial storefront is responsible for its part of a complete and integrated streetfront.



Vibrant storefronts and active streetscape promote economic prosperity.

A. Building materials consisting of greater visual weight should be used on the ground level to anchor the building to the streetscape. Preferred materials include brick and stone masonry, finished lumber, finished metal or other natural, durable materials. Variation in façade details that create a horizontal break between ground floor and second floor, achieved through architectural details and/or variation in building materials is recommended.

B. Façade components should create patterns to establish a sense of human scale, including: variations in materials, building breaks, setbacks, prominent entrances, window openings, architectural details, and textures.

NOTE: MAC projects see also 18-95.14.G. Materials.

C. Storefront materials should be durable and easily maintained. Acceptable storefront materials include painted, stained or sealed wood; clear or etched glass; brass, aluminum or painted metal; marble, granite, slate or limestone; and decorative brick, tile, or terra cotta.

D. Primary entries should be clearly defined. Recommended features include awnings or canopies, distinctive roof forms, and window walls adjacent to the door. Recessed entryways clearly define a prominent entrance and a sheltered transition from the public realm. All commercial space entries should be at grade to allow easy access for patrons and increase visibility to the street.

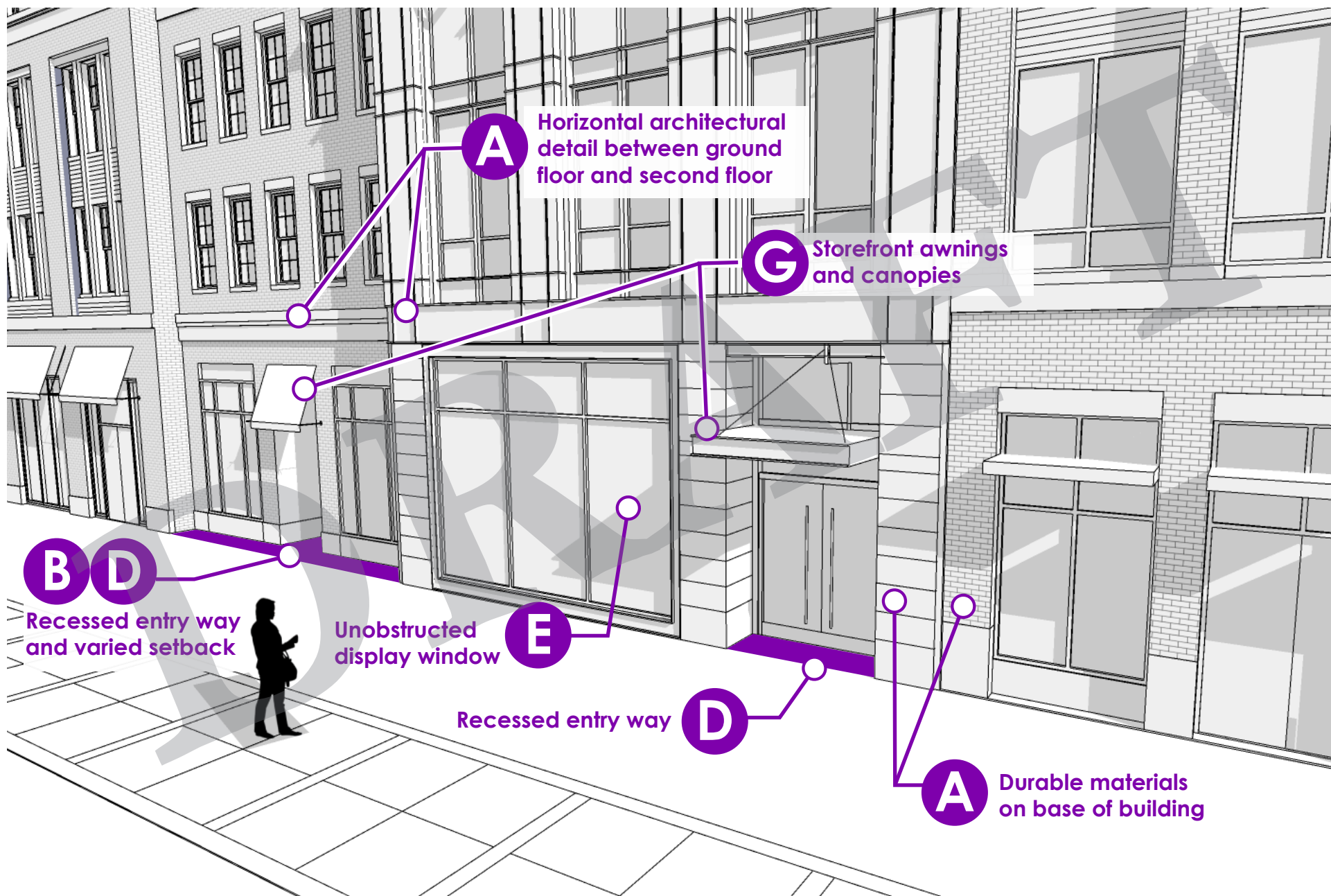


FIGURE 4: Examples of suggested elements to be utilized in the design of ground floor commercial store fronts

E. Storefronts should maximize unobstructed display windows so that pedestrians can see into the businesses or commons spaces. Shade systems are preferred over heavy glass tinting for west facing facades to address sun glare to retain the transparency of storefronts. Covering windows with signage (subject to the requirements of Article 19 of the Zoning Code) or opaque materials is discouraged.

NOTE: MAC projects see also 18-95.14.F. Transparency

F. Piers, columns, pilasters, and/or trim should be employed to frame windows consistent with the architecture of the structure. Operable storefront windows may be considered to open interior spaces to sunlight and sidewalk activity, creating a connection to the outdoor public realm.

G. Storefront awnings and canopies are encouraged to provide weather protection, define the ground floor and entrances, and frame the pedestrian area. Awnings and canopies must be constructed of materials proven to be resilient in exterior, high-traffic environments. The colors and finishes should be selected to not show environmental pollutants, and other debris. Awnings shall not be installed so as to obscure significant architectural details of a building.



Storefronts with unobstructed display windows allow pedestrians a clear view into the business.



Awnings bring color and depth to the building facade as well as highlight the business and entry.



Operable storefront openings such as a glass garage door provide the opportunity to physically connect the commercial space to the streetscape.

H. The interior of arcades and pedestrian corridors should be enhanced with material selections resilient for exterior use and exposure to the elements, and appropriate lighting. Arcades and enclosed corridors should connect with the primary pedestrian circulation of the site, use materials consistent with the hardscaping of the site and should be perpendicular to the commercial street. Parallel facing arcades reduce the visibility of retail space and detract from the definition of the street.



Pedestrian corridors can be enhanced with overhead lighting and decorative features.



This arcade is enclosed with glass panels to provide light and protection from the weather.

1.2 Materials & Color

Materials, textures, and colors should be used to enhance different portions of a building's facade in a way that compliments the architectural style. Consider how the texture and pattern of building materials will be perceived, including the scale and visual weight of materials. Building components should establish a sense of human scale through the patterns of texture and scale. Material changes should occur at intersecting planes or other logical locations, preferably at inside corners of changing wall planes or where architectural elements intersect such as a pilaster or projection.

1.3 Fenestration

Upper stories should provide a balance of windows to wall plane to provide occupants a visual connection to activity on the sidewalk and street. The height to width ratio of single openings and group openings shall be proportionally scaled to the wall and adjoining buildings. Windows should be designed with punched and recessed openings, in order to create a strong rhythm of light and shadow. Window shape, size and patterns should emphasize the intended organization of the façade and the definition of the building.



Variety of building materials, facade details and window styles are used to differentiate the storefronts.



Windows bring light into the building and visually connect the occupants to the outside.

1.4 Articulation

Building articulation includes vertical or horizontal changes in materials, color, wall plane or other elements that reduce real and perceived building scale. Uniform appearance or “flat” facades should be avoided.

- A. Use a variety of materials and/or colors on the façade to enhance building features and break up expanses of building wall.
- B. Accent lines include vertical and horizontal expression lines on a building wall. An accent line often projects slightly from the face of a building wall. Examples include:
 - Moldings
 - Sills
 - Cornices
 - Canopies
 - Spandrels
- C. Employ the use of vertical volumes (e.g., towers, gables, etc.) and changes in height to break up long facades, provide focal features, and identify key locations (e.g., building entrances, street corners, etc.)



Horizontal brick bands accent the window bays and break up the facade.



Distinctive architectural elements provide visual interest and depth to the facade.

1.5 Massing Variation

Massing variation visually modulates a building creating a physical relief in an architectural form. Variations may affect enclosed square footage on a floor and building.

- A. Variation in building height develops visual interest and conveys a sense of scale. Changes in the scale of buildings provide visual and physical texture to the commercial corridor.
- B. Upper floor stepbacks diminish the perceived height of a building when viewed from the pedestrian perspective. Lesser stepbacks may serve the function of breaking up the massing of a building by recessing upper levels but still allowing them to be seen from the public way. Larger stepbacks provide the potential for a development to include terraces and green roofs.
- C. Multiple stepbacks may be employed to create a gradual stepping down of the building as opposed to abrupt transitions. These stepbacks should take into consideration preserving access to adequate light and ventilation for adjacent properties.
- D. The ground level façade should have articulation to read as substantial change in the façade (i.e., provide a significant shadow line). This may be provided through street wall elements such as recessed storefront entrances and window bays.



Examples of building stepbacks.



FIGURE 5: Examples of building massing variations

1.6 Decorative Elements

Creative use of trim can have a significant impact on the appearance of the building and can mitigate the visual effect of larger scale and mass. Examples of decorative facade elements include:

- Columns or piers
- Corbelled or rusticated brickwork
- Cornice with brackets, dentils or other dimensional elements
- Decorative lintels, transoms, sill and jambs
- Lower cornice or water tables
- Pilaster
- Rounded or angled projecting bays



Examples of decorative elements

1.7 Blank Walls

The use of blank walls without glazing or architectural features should be minimized. Unarticulated blank walls deteriorate a sense of place, walkability and activity. While it may not be feasible to have windows in some locations due to interior layout, those walls should at a minimum utilize one of the following treatments: vines, plantings on wall trellises, artwork, and architectural detail.



Utilizing facade details, murals, or a living wall can provide color, texture, and interest to an otherwise blank wall.

1.8 Corner Buildings

Corner buildings and buildings that terminate at intersections or view corridors should reinforce their prominence through building massing, setbacks and building base design (i.e. active-uses, bay windows, projections, recesses, materials and other architectural details) and/or design treatments, such as corner elements with additional height, varied rooflines, two-story recessed entrances, large expanses of glazing, and decorative panels or wall art.



Corner buildings should take advantage of their location with unique architectural forms.

1.9 Rooflines

Buildings may be designed with pitched and/or flat roofs with parapets; the transition from one roof style to another should be aesthetically pleasing and consistent architecturally. Variations in roof type, height, and or distinct separate roof segments should be considered as a means of creating greater visual interest, identifying changes in use, areas of ownership or reducing monotony.

- A. Flat roofs should be defined with a discernible cornice line or other elements consistent with the architectural style.
- B. The pitch of roofs should be appropriate for the footprint of the structure below.
- C. Roofs should be clad with highly durable materials such as standing seam metal, slate, ceramic or fireproof composite tiles.

NOTE: MAC projects see also 18-95.14.H. Roof form.

1.10 Rooftop equipment

All equipment should be concealed by a parapet and/or screened architecturally from adjacent streets, public-rights-of-way, employing building materials consistent with the facade. Exterior mechanical equipment such as ductwork should not be located on primary building facades.



Providing a variation of roof forms brings visual interest to the building.



Transitions from one roof style to another should be aesthetically pleasing and make sense architecturally.

2. MULTIFAMILY, TOWN HOUSES, AND COTTAGE HOUSING

In the Maple Avenue Commercial (MAC) zone, single use residential development, such as townhouses, stacked townhouses or two-over-twos, cottage housing, and multifamily are permitted as a transitional use between commercial and mixed use development along Maple Avenue and adjacent residential areas. Multifamily residential above the ground floor is permitted in all commercial zones. See Town Code for specific requirements.



Stacked townhouses look like one building from the outside but are separated into two units with two floors each.



Multifamily units over commercial ground floor



Cottage housing is a grouping of small, single family dwellings clustered around a common area.

2.1 Architectural Articulation

Utilizing a combination of architectural features can create visual interest, however, it is important not to create a cluttered façade by adding too many conflicting architectural details. By utilizing a combination of building materials, colors, and other façade features, residential units can appear unique while still part of a cohesive development.

2.2 Materials

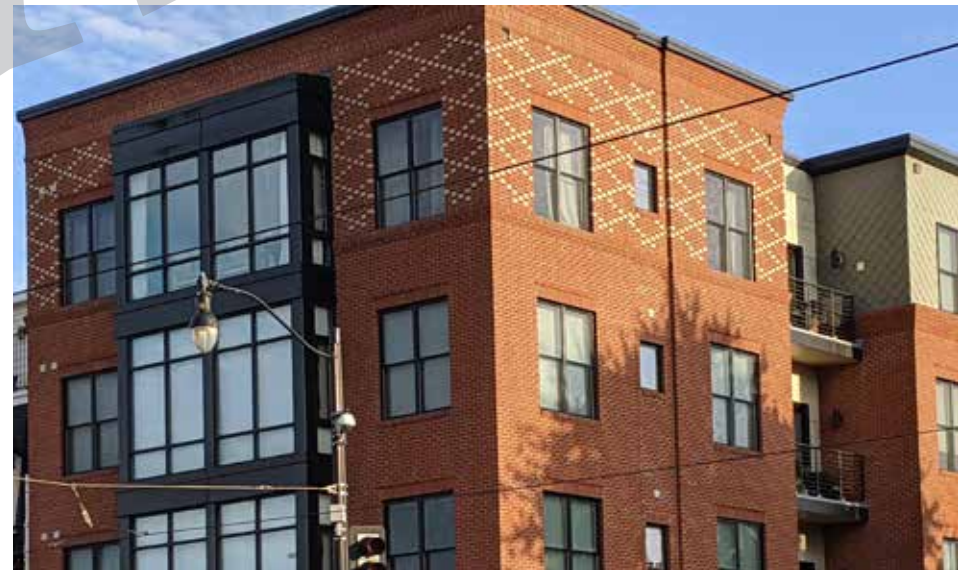
Residential structures are encouraged to incorporate a variety of color, material, and fenestration pattern in order to ensure the articulation of the street wall. The use of water tables, belt courses, and ornamentation with brick or stone is encouraged.

2.3 Fenestration

Facades should consist of a proper balance of window and door openings to provide residents within the buildings a visual connection to activity on the sidewalk and street.



Architectural features help differentiate between units and create visual interest.



Windows and balconies provide residents with a visual and physical connection to the outside.

2.4 Entry Features

Exterior openings may vary in size and pattern but should be of a vertical proportion. Porches, steps, entryway roofs, roof overhangs, hooded front doors or similar architectural elements should be used to define the primary entrances to all residences. Common entries to multi-story residential buildings need to provide privacy and security for residents but also be welcoming and identifiable to visitors.

Design features emphasizing the entry as a semi-private space are recommended and may be accomplished through signage, low walls and/or landscaping, a recessed entry area, and other detailing that signals a break from the public sidewalk. When the primary residential entrance is accessible by steps, a secondary at-grade entrance should be provided.



Entryways to individual townhomes (top) are generally much smaller and less pronounced than the entryways to multi-story residential (bottom).

2.5 Garages

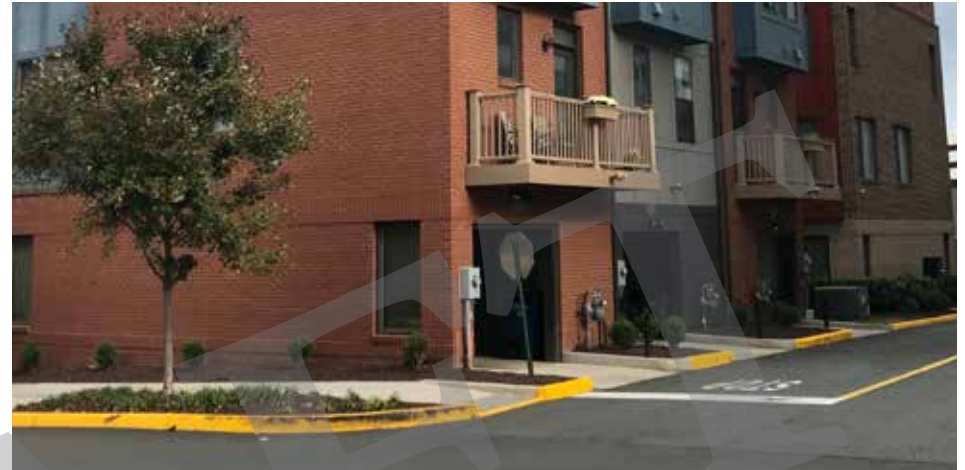
Garage openings should be oriented to internal service drives and not side streets. Front loaded garages on townhouses are strongly discouraged. Where alleys are provided, they shall be designed to minimize views into the alley and garage doors from the public right-of-way.

2.6 Security and Privacy

Provide security and privacy for residential buildings through the use of a buffer or semi-private space between the development and the street or neighboring buildings. Consider design approaches such as providing a setback from the sidewalk, and/or landscaping to indicate the transition from one type of space to another.



Building setbacks and landscaping provide a visual and physical buffer between residential units and the public streetscape.



Recessed garage entries minimize the view from the public road.



Garage entrances should be accessed from internal alleyways.

SITE DESIGN

Sites should be designed to create a sense of entrance and arrival, contributing to community image and identity and providing a higher order of streetscaping. Contributing elements include, but are not limited to, the following: trees and other landscaping, active at-grade uses, urban plazas, feature lighting, paving, seat walls, wayfinding signage and public art.

Streetscapes should be attractive and pedestrian-oriented. Well designed, appropriately scaled and publicly accessible exterior spaces create an inviting public realm that becomes

an integral part of the surrounding neighborhood and can be enjoyed by the widest range of users. The combination of standards for sidewalks, landscaping, lighting and other streetscape elements covered within these guidelines were developed to not only enhance the Town's image and character but to help create a safe, pleasing, and convenient experience along Town streets.



Wide sidewalks and landscape buffers provide a safe and inviting pedestrian experience.

SECTIONS

- 3. STREET FRONTAGE ZONES**
- 4. GATHERING SPACES**
- 5. LANDSCAPING**
- 6. FREESTANDING SITE FEATURES**
- 7. FENCES, RAILINGS AND WALLS**
- 8. PARKING AND SERVICE ELEMENTS**
- 9. LIGHTING**
- 10. SUSTAINABLE DESIGN**
- 11. PLACEMAKING AND PUBLIC ART**

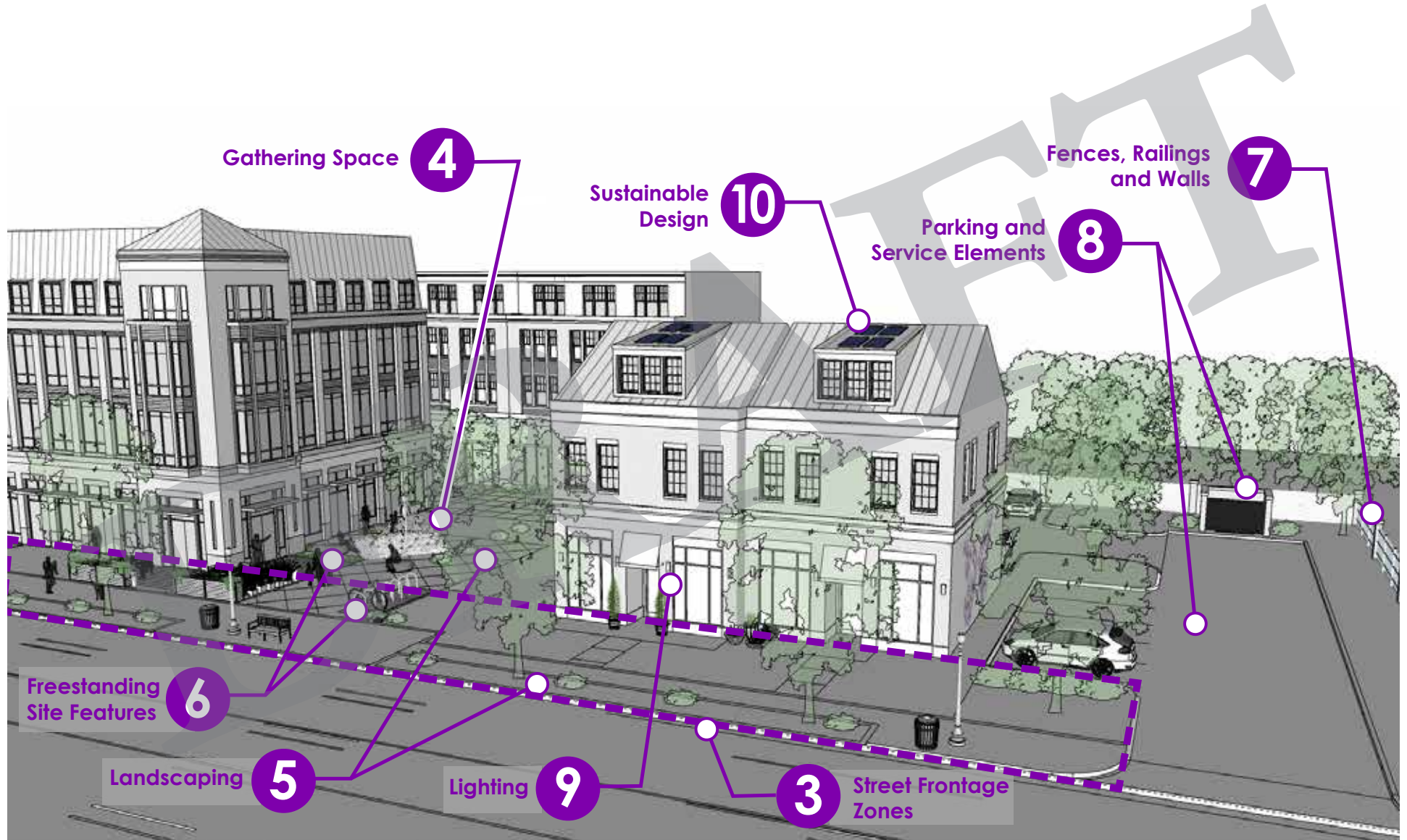


FIGURE 6: Examples of elements of site design discussed in the following sections of the Design Guidelines.

3. STREET FRONTAGE ZONES

This section provides guidance for designing the pedestrian realm along the street frontage on development sites. The design of the frontage zones is based on the street classification shown in Figure 7 below.

For the purposes of these guidelines, streets in the commercial corridors are classified based on characteristics such as abutting land uses and vehicular and pedestrian traffic. The purpose is to establish appropriate design and ratios to meet

the needs of the different scenarios at the ground level of the development.

Main street types for the commercial corridors include Maple Avenue between James Madison Drive and East Street, Church Street between Lawyers Road and Park Street, and Cedar Lane SE between DeSole Street and Park Street.

Primary side streets include Nutley Street, Pleasant Street, Lawyers Road/Courthouse Road, Center Street, Park Street, Glyndon Street, Branch Road, and Beulah Road.

Figure 7: Street Classifications Map for the commercial corridors.



Secondary side streets include James Madison Drive, Lewis Street/Wade Hampton Drive, Millwood Court SW, Glen Avenue SW, Library Lane, Church Street NW between Pleasant Street and Lawyers Road, Mill Street, Cottage Street Public Service Drive, portion of Pine Street SE off of Berry Street, Berry Street, East Street and Patrick Street.

Figures 8 on page 21 show typical street sections for each of the street types. Wider sidewalks are required for areas with a high level of pedestrian activity. Landscaped buffers are required for all street types to provide safety and comfort for the pedestrians away from the vehicular traffic. Church Street is identified as a Main Street, however, per the Town Zoning Code, the streetscape section is different than the other commercially zoned areas. Properties that rezone to the Maple Avenue Commercial (MAC) Zone also have different streetscape zone dimensions. Both exceptions to the Main Street classification frontage zones are shown in Figure 9 on page 22.

3.1 Zone 1 – Buffer Zone

Zone 1 consists of street trees, street furnishings, street signs, light poles and utilities in the public right of way and acts as a safety buffer between pedestrians and moving traffic. When redeveloping a site, existing street trees should be preserved wherever possible, as mature street trees create a greater sense of enclosure along roads. The standards for this zone are set forth within the Town of Vienna Streetscape Master Plan.



Typical planting beds, street trees, and street lights found along Maple Avenue.

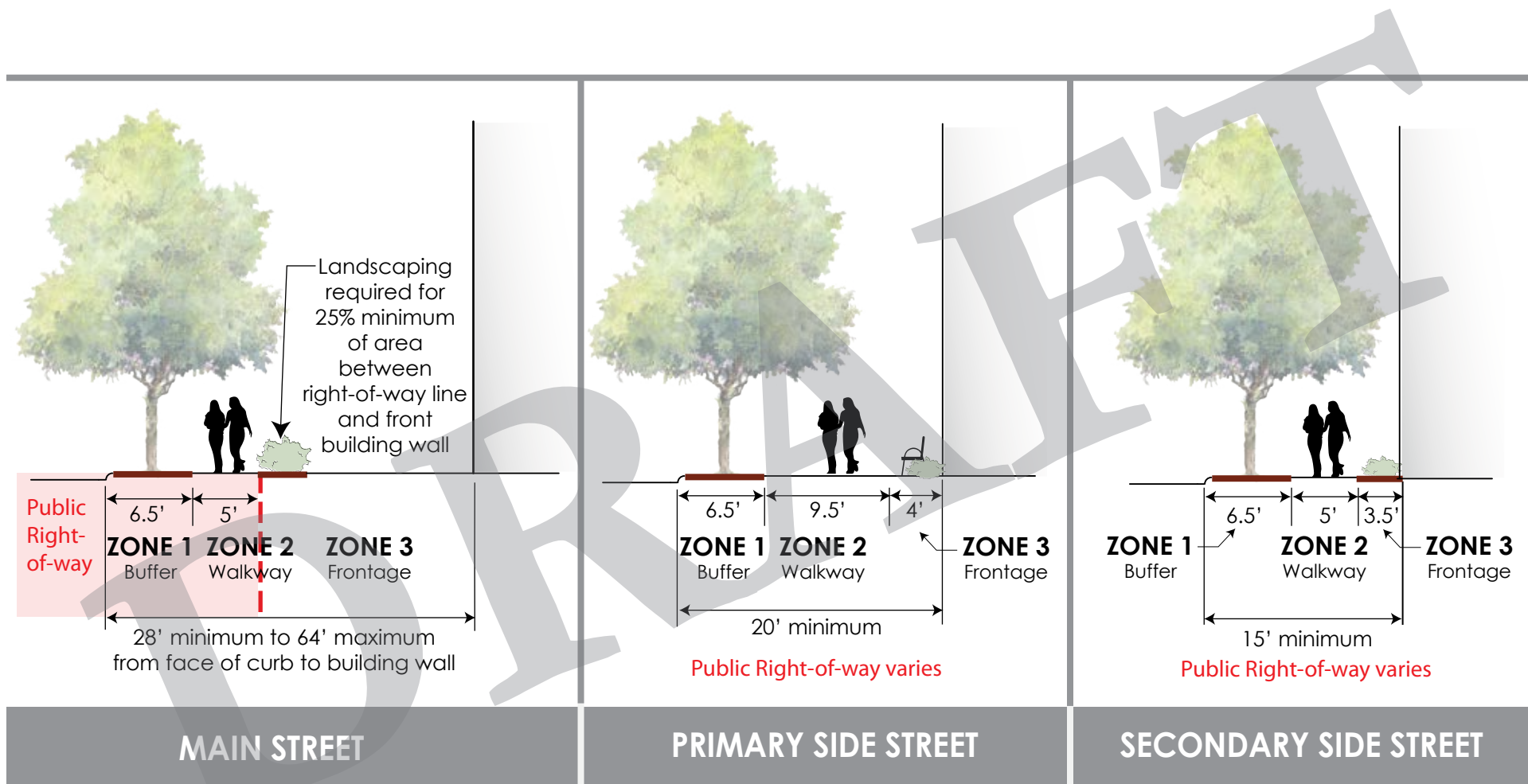
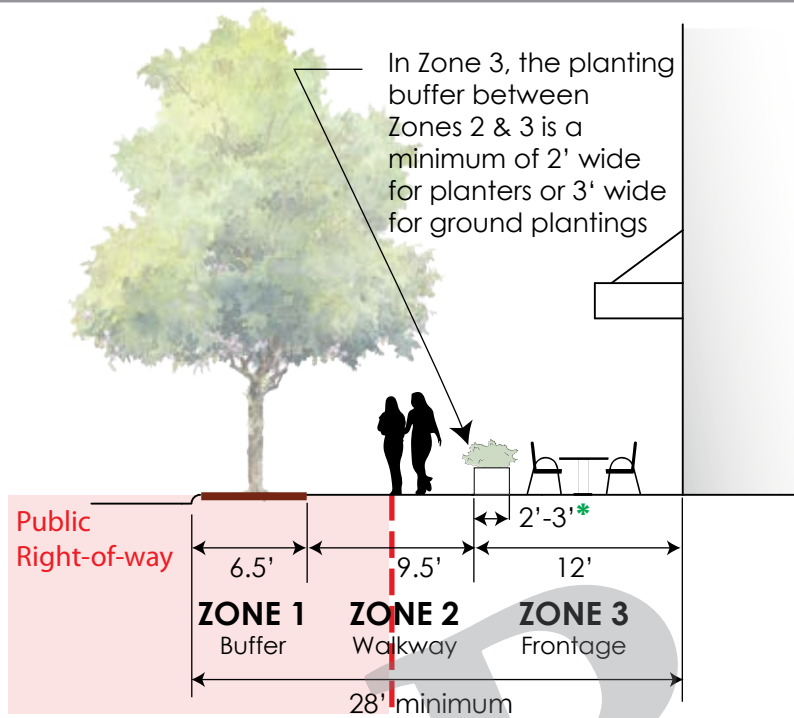
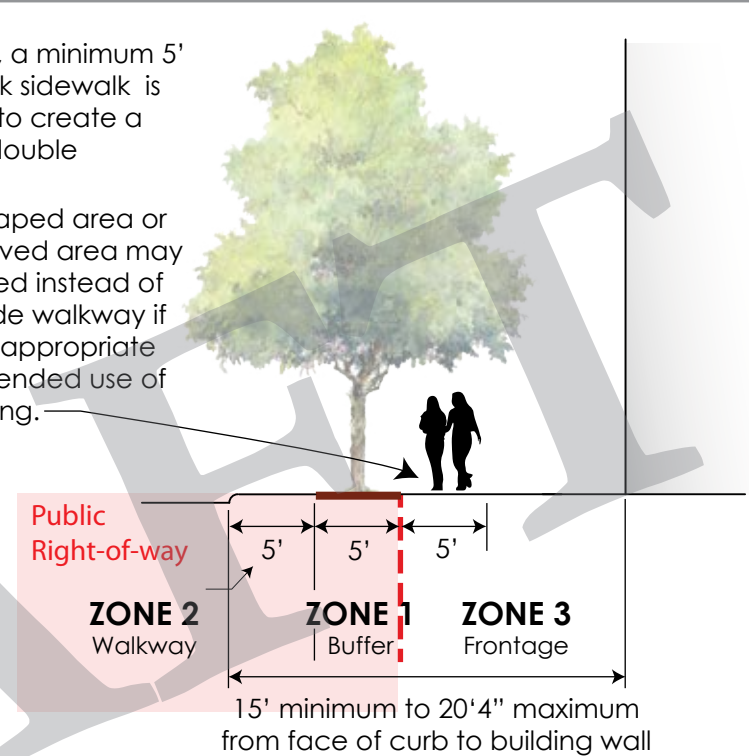


Figure 8: Dimensions for the Main Street, Primary Side Street, and Secondary Side Street classifications.



In Zone 3, a minimum 5' wide brick sidewalk is required to create a divided double sidewalk.

A landscaped area or larger paved area may be installed instead of the 5' wide walkway if it is more appropriate to the intended use of the building.



MAPLE AVENUE COMMERCIAL (MAC)

CHURCH STREET

Figure 9: Dimensions for the Maple Avenue Commercial (MAC) Zone and Church Street.

Zone 3 along Maple Avenue and Church Street may be used as additional walkway, outdoor dining, or landscaped area.



3.2 Zone 2 – Walkway Zone

Zone 2 is located entirely within the public right of way, with the exception of MAC projects. The walkway zone should be a clear, unobstructed path for pedestrian movement with a sufficient width to accommodate two directions of pedestrian travel. Sidewalk layout design and materials can be found in the Town of Vienna Streetscape Master Plan. Freestanding site features such as benches, chairs and tables may not be located in this zone.

3.3 Zone 3 – Frontage Zone

The transitional area between the walkway and the building front should be pedestrian friendly and add value to the development. This zone can accommodate features, like outdoor seating for sidewalk cafe's, or form an extension of the public realm (building plazas, forecourts, etc.) along Maple Avenue or primary side streets. Secondary streets should provide some type of landscape buffer at the base of the building. See Section 6 of these guidelines for guidance on site furniture elements.

- A. Ensure furniture placement is such that when people use it, they do not obstruct the walkway zone.
- B. Dining areas shall be separated by a type of barrier such as fencing, planters or a wall or a combination thereof.
- C. Seating areas may not be enclosed by plastic or tarp material.
- D. Bike racks may be located within Zone 3 in areas not conflicting with pedestrian flow.



Walkway zone must be kept clear of clutter including seating for dining.



Example of five foot wide sidewalk with landscape buffer from the street and landscaping along the base of the building.



Benches and decorative planters can be used to separate the outdoor dining area in Zone 3 from the walkway of Zone 2.

4. GATHERING SPACES

A gathering space is a community amenity that serves a variety of users including building tenants and visitors and members of the public. This space may have many functions including pedestrian site arrival point, display of public art or a setting for recreation or relaxation. Examples of gathering spaces include plazas, forecourts and covered atriums.

- A. Incorporate a variety of small public spaces, ranging in size from 100 to 2,000 square feet in size, to provide opportunities for informal interactions and public outdoor access.
- B. Gathering spaces may be located in facade setbacks, building breaks and areas behind the building that is usable (not including refuse collection, etc).
- C. Orient buildings to form gathering spaces rather than isolating them in forgotten, unattractive portions of the site. Use trees, walls, topography, and other site features to define gathering spaces and to lend a human scale to the area.
- D. Buildings fronting gathering spaces should maximize transparency on the ground floor facades and maximize integration between the buildings and the spaces.
- E. The space should be comprised of a combination of landscaping and hardscape materials. Hardscape materials, including natural stone, may be incorporated in varied patterns and color.



The gathering space should be designed to complement the nearby buildings and uses.



Gathering spaces should be comprised of a combination of landscape and hardscaping.



Artificial turf is recommended for areas of high pedestrian use.



Outdoor seating with umbrellas are recommended for restaurants and other retail locations selling food or drinks.

- F. The space should be usable activated gathering spaces including dining and other seating and can include passive elements.
- G. The space should be designed to cater to a diverse set of activities including those that are active or passive, formal or informal, group or individually oriented, and planned or spontaneous.
- H. The gathering space should link with the pedestrian movement network, allowing people to use them as through routes as well as places to linger and socialize.
- I. Pedestrian scale lighting is encouraged.
- J. Ceiling treatment in arcades may include murals, lighting or contrasting materials.
- K. Plastic or tarp materials hanging from a structure including canopies may not enclose the space.
- L. Bike racks may be located in gathering spaces provided they do not impede pedestrian walkways.
- M. Gathering spaces infrastructure should include additional power sources for special events requiring specific lighting and sound equipment.

5. LANDSCAPING

Landscape elements should be used to define and enhance building edges, the street and open spaces so that these areas contribute to a consistent and well-defined image for the site. Plants sizes and choices must reflect the setting and street type where they are located.

5.1 Planting Materials

- A. When choosing landscape materials, consider sun exposure, location in relation to pedestrian traffic, and plant texture. Plant material adjacent to areas of high pedestrian activity should be:
- Native to the region;
 - Drought resistant;
 - Low maintenance, pest and disease resistant;
 - Free of features that could cause injury to pedestrians (i.e. sharp bushes);
 - Selected and placed to ensure clear views into and out of amenity spaces;
 - Varied, interesting and full-form during all seasons of the year.
- B. Enhance the site's appearance by incorporating a layered landscape with a variety of plant materials. Consider color, texture, height, and mass of plant selections in a planting composition.



Variety of texture and color is recommended when choosing planting materials.



Planters may be used to create a tiered landscape appearance. They also provide the ability to utilize planting materials that may not withstand heavy pedestrian traffic if planted in the ground.

- C. Large areas of grass are difficult to maintain, therefore, dedicate small areas to lawn if strongly desired along with an alternative ground cover.
- D. Planters need to be sized appropriately for the plant material proposed for them.
- E. In-ground trees should be planted in structural cells.
- F. Planters may serve multiple functions including seating and climbing opportunities for children.
- G. Careful consideration should be given to the type and location of trees to ensure that higher branching trees are positioned to mitigate potential interference with large vehicles such as trucks. Sight lines should also be considered in the location of trees planted at intersections and vehicular points of ingress and egress.
- H. Irrigation systems should be considered when choosing landscape materials and locations. Pop-up irrigation systems are preferred over drip irrigation systems.



Artificial turf is a preferred alternative ground cover for large areas of high foot traffic.



Ground level plantings in high traffic areas need to be of a hardy species and have appropriate space for the plants to survive.



Tiered planters combined with seating provide an opportunity for people to relax and enjoy the shade from the tree as well as the colors and texture of the plantings.



These planting beds are also a bioretention system for stormwater management.

- I. Whenever possible, development should incorporate and integrate natural features on or adjacent to the site. (i.e. Wolftrap creek, trails, Town Green, etc)
- J. Storm water management facilities are encouraged to be designed to combine their function with amenities for residents and the local community.
- K. Areas not devoted to site improvements should be planted.
- L. Consider using native plants that provide pollinators with high value nectar and pollen. Adding a sign indicating that the designated area is a pollinator garden and what its purpose is could be an educational opportunity and added amenity.



The native plantings such as those along the pathway to Vienna Vintner are popular with pollinators.

5.2 Hardscape

Hardscape is any of the non-living elements in your landscape design. As the name suggests, these are the harder design elements in your space like concrete, rocks, bricks, pavers, stone, and wood. Use exterior courtyards, plazas, and other hard surfaced areas as an opportunity to add color, texture, and/or pattern and enliven public areas through the use of distinctive and durable paving materials.

- A. Creative paving patterns and variation in paving materials can be used to designate areas of particular uses within a gathering space.
- B. Hardscaped areas should be designed with smooth surfaces and as few joints as possible to reduce trip hazards.
- C. Paving patterns can be artistic, giving visual appeal, especially in areas where plant groundcovers aren't realistic.
- D. Consider use of "natural" materials, e.g. boulders, that can double as play equipment and seating.
- E. Use low maintenance permeable materials wherever possible.



A mix of paving materials and natural forms can bring interest to a plaza or seating area.



Using varied colors and patterns in paving material can bring interest to the streetscape as well as delineate areas.

5.3 Water features

Many people enjoy the interactive nature of water features. They can turn a location into a destination on hot summer days. In addition to providing visual interest, water features also work well as white noise to block out nearby traffic sounds.

A. Factors which need to be considered when designing a water feature are:

- Setting
- Scale
- Nature of the required effect
- Maximum acceptable noise level
- Standard of cleanliness that is required
- Frequency of Maintenance
- Accuracy of the water level control system
- Wind problems (do not place a water feature in a high wind area)
- Splash
- Availability of water

B. Water features should be designed to minimize misting, overspray and splash.

C. Water features with static pools must include abatement of mosquitoes.

D. Water feature design should also allow the space to be used for other purposes when turned off.



Water features can provide passive or active experiences.

6. FREESTANDING SITE FEATURES

Freestanding site features include benches, planters, trash cans and other similar elements. High-quality site features convey a sense of permanence and shows the community that the public realm is important and well protected. Developments are encouraged to brand their site through the use of site furnishings and amenities that add to the character of the pedestrian realm.

- A. All furnishings within a single private site or project should form a coherent suite or family of furnishings—with a consistent color, material, style, or form. A unified palette of street furniture helps to avoid visual clutter.
- B. Furniture should be durable, attractive and comfortable. Consider long-term maintenance, ease of maintenance, durability, initial and lifetime costs, resistance to vandalism, appropriate exposure to sun and shade and public safety when choosing site furniture. Furniture should be maintained so that they can function all year round.
- C. Furniture should be made of finished lumber, metal or other materials appropriate for external multi-season use.
- D. Benches and trashcans should be located where useful—along pedestrian pathways, and at building entries, gathering areas, and plazas.
- E. Arbors and planters should be made from durable materials including natural wood, metal, or concrete and should be of a consistent vocabulary in color, material, and form to complement a suite of furnishings such as benches, tables and chairs, and trashcans.



Examples of seating, planters, and other free standing site features.

7. FENCES, RAILINGS AND WALLS

Fences and walls are useful elements to shape outdoor space, screen undesired views, reinforce the desired street wall in the commercial core, define property lines and provide privacy and enclosure when desired. Fence and wall guidelines are most critical for areas of a site that are visible from the public realm.

7.1 Fences and Railings

- A. Design fences and gates to be decorative and complimentary to the overall architectural style of the development.
- B. Long expanses of fence should be articulated with distinctive piers of a different material, height, or width spaced in an intentional rhythm along the fence line.
- C. All fences must be constructed with a finished surface facing outward from the property. Any posts or support beams shall be inside the finished surface or designed to be an integral part of the finished surface.
- D. Railings may incorporate down lighting to improve visibility and safety.
- E. Guardrails or similar features proposed to address an abrupt change in grade or perceived safety issue, should be predominantly transparent.
- F. Fencing used to screen refuse collection or other utilities must be opaque with opaque gates as well.



Fences should be constructed of durable materials and complement the overall design of the site.

7.2 Walls

- A. The design, materials, detailing and color of walls should be consistent with building architecture and surroundings.
- B. Walls should be constructed of durable, high quality materials, such as:
 - Integrally colored, pre-cast CMU (concrete masonry units), provided that surfaces are molded, serrated or treated to give wall surfaces a three-dimensional texture
 - Natural Stone
 - Poured-in-place concrete, faced with brick
 - Textured, patterned and/or cast-in-place concrete
- C. Wall materials to avoid include unadorned plain or painted concrete block and wood timbers.
- D. Any walls with an unclad surface of concrete masonry block or metal chain link should be screened with a vegetative buffer on the side facing adjacent properties or visible from a public site or right-of-way.
- E. Modulate and articulate walls with techniques to provide visual interest from the public right-of-way and adjacent properties. Examples include:
 - curved walls
 - inserting vertical piers of a different material, height, or width in an intentional rhythm
 - adding a vegetative layer(s)
- F. Green or living walls or hedges may be used in appropriate locations.



Walls should be made of durable materials in a texture or pattern that complements the surrounding architecture.



This undulating brick wall provides allows the wall and trees to work together harmoniously as an attractive screen.

8. PARKING AND SERVICE ELEMENTS

The guidelines in this section provide direction regarding how to place and design parking and other service elements in a way that does not detract from the appearance of the building façade or the pedestrian experience. Choose locations for vehicular access, service uses, and delivery areas that minimize conflict between vehicles and non-motorists wherever possible. Emphasize use of the sidewalk for pedestrians, and create safe and attractive conditions for pedestrians, bicyclists, and drivers. Applicants should coordinate with public works and utility providers as early as possible in the design process.

8.1 Parking Structures

- A. Parking structure facades should be designed and architecturally detailed similar to the other sides of the building.
- B. The structure's exterior should feature horizontal detailing to hide angled ramps within the structure's interior.
- C. Parking structures should be placed either behind active space or underground whenever possible.
- D. Exposed portions of the parking structure should be naturally ventilated and visually shielded from view with plantings or architectural screening.



The parking level of the structure should be detailed to look like the rest of the building while still screening the parked cars.



The parking level of this structure is masked by a combination of tiered brick walls and landscaping.

8.2 Surface Parking

- A. Divide larger parking lots into a series of connected smaller lots with significant landscaping on both its perimeter and interior to provide shade and create visual breaks.
- B. Screen parking areas from streets with landscaping and berms or low walls. Use low hedges or architectural walls to create a defined edge and to screen views of parking lots where they abut streets and pedestrian use areas.
- C. All planting should be placed so that they will not be hit by a car or door. Landscaped islands should be protected by curbs, or, if necessary, wheel stops.
- D. Make parking lots pedestrian friendly with highly visible pedestrian walkways, crosswalks, and connectivity with the surrounding pedestrian network.



Surface parking lots should provide ample space for planting islands.

8.3 Access Drives

Curb cuts on pedestrian and traffic corridors can create conflicts with pedestrians, traffic hazards, and street congestion. Curb cuts for parking access and alleys should be minimized for the demonstrable needs of development.

- A. Driveways should be located on a side street instead of the corridor, wherever feasible.
- B. Site driveways to minimize impact on street frontage.
- C. Design any necessary corridor-facing driveways to exit onto the corridor to avoid queuing into the right-of-way.
- D. Create shared access opportunities with neighboring properties.
- E. Internal circulation drives should be designed to serve both vehicular and pedestrian circulation, such as a “woonerf”, a shared common space for both people and cars that is larger than either would have on its own.



A woonerf is a street designed to prioritize non-motorized uses, while still permitting motor vehicles to navigate the space slowly.

8.4 Service Elements

Service elements, such as trash collection, loading areas, and utilities can negatively impact the streetscape and pedestrian experience when visible. These features should not be visible from the street, and should be integrated and coordinated with site and building features.

- A. Loading areas and/or docks should be located so as not to be visible from the main street. They should be visually shielded using attractive, high-quality walls, fencing and/or vegetation.
- B. Loading dock and garage access should be combined where possible but sized to not dominate the building or block frontage. The doors should also be designed to provide architectural interest for the pedestrian and be complementary to the overall building design.



Loading area entry doors should be set back from the road to provide adequate space for pedestrians.



Loading areas should be integrated into the architecture of the building and combined with garage access where possible.

- C. Enclose or otherwise obscure from view all trash receptacle areas from the main street corridor.
- D. Trash enclosures should reflect the surrounding building materials and design.
- E. Locate service elements such as utility boxes, transformers, conduits, trash enclosures, loading docks, and mechanical equipment screened and out of view from the main commercial corridor.
- F. Where utility companies require utilities within view of the commercial corridor, screen them from view with planting or fencing. Screening should be as unobtrusive as possible.
- G. Wherever feasible, place transformers that are required to be installed on or adjacent to the street or sidewalk in below grade vaults or enclosed in the building.
- H. As technology changes, telecommunications equipment will change and appropriate new designs or screening methods may vary. The equipment of these changing technologies, if highly visible, should be designed to minimize its impact on the visual quality of the commercial corridor.



Gates of screening enclosures should be complementary to the rest of the enclosure as well as any nearby buildings.

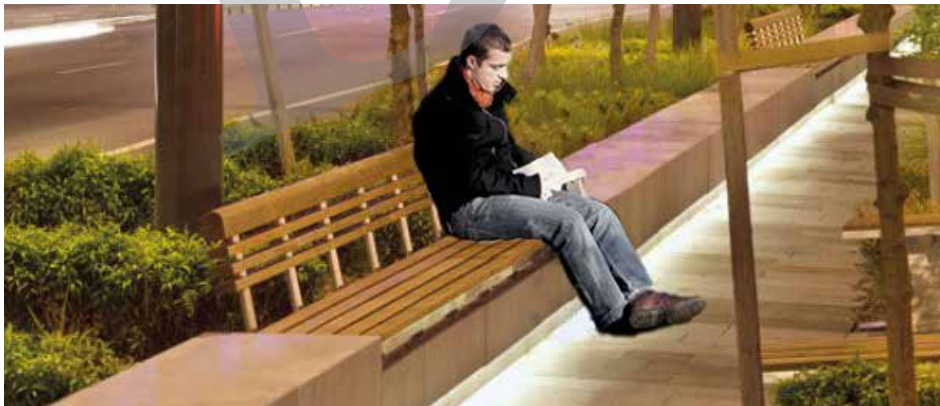


Transformers properly screened by vegetation blend with their surroundings.

9. LIGHTING

Site and building illumination, including architectural accent lighting, is intended to enhance the safety, security, and aesthetics of the development. In general, lighting should provide sufficient levels of ambient light to create a safe and pleasant environment, without causing glare, reflection, or excess light.

- A. Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.
- B. Accent lighting should be used to emphasize architecture and pedestrian accommodations such as under seat lighting and public art.
- C. Pedestrian-frequented areas should be emphasized by the use of pedestrian scaled light standards or illuminated bollards. Downcast pedestrian-scale lighting should be provided in high traffic pedestrian areas. Incorporate lighting in pavement, railings, and steps to illuminate the pedestrian way and walking surfaces.



Lighting placed at the base of a wall or under benches adds more pedestrian scale lighting.



String lights mounted over gathering spaces add to the ambiance of the space as well as increase the visibility.



- D. Incorporate wall lighting into building fascia or other overhead elements.
- E. All pedestrian and street lighting should minimize light pollution. Sustainable lighting practices should be implemented to reduce light pollution, conserve energy and reinforce pedestrian priority.
- F. Colored lighting should generally not be used outside of temporary seasonal displays.
- G. Do not attach lighting elements in any way that will damage living elements such as trees or shrubs.



Decorative building mounted lighting brings attention to architectural features and adds to the safety of the streetscape.



Spotlights aimed towards trees and string lights around the trunk and branches adds ground lighting and visual interest to the streetscape.



Bollard lights provide pedestrian scale lighting closer to the ground.

10. SUSTAINABLE DESIGN

In order to promote a built environment that will have a positive impact on our community with respect to our natural environment, it is highly encouraged that all projects incorporate, to the greatest extent possible, sustainable design. The following introduce some of the more commonly applied design concepts that promote sustainability.

10.1 Third-party Green Building Certification

Green buildings bring environmental and economic benefits to a development and the Town as a whole. Certification of compliance with green building standards provided by independent and accredited third party professionals is encouraged, including but not limited to the following:

- EarthCraft
- Energy Star
- Green Globes
- Leadership in Energy and Environmental Design (LEED)
- National Green Building Standard



The Vienna Community Center was awarded LEED Gold certification in April 2019.

10.2 Design Approaches

At the earliest phase of project development, examine how energy choices may influence building form, siting, and orientation, and factor in the findings when making siting and design decisions.

- A. Take advantage of solar exposure and natural ventilation available onsite where possible. Use local wind patterns and solar gain as a means of reducing the need for mechanical ventilation and heating where possible.
- B. Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on the site.
- C. Manage direct sunlight falling on south and west facing facades through shading devices and existing or newly planted trees. Louvers on the windows can help moderate the amount of sunlight received into the building.
- D. Choose materials that reduce energy consumption such as local, recycled materials or light colored surface materials that reflect heat.
- E. Include features or amenities that encourage walking or biking as an alternative to driving, including covered bicycle parking storage and well connected pedestrian circulation system.
- F. Provide one or more electronic vehicle charging stations.

10.3 Stormwater Management

The purpose of stormwater management is to provide for effective management and mitigation of the effects of uncontrolled and unplanned stormwater runoff. Use project drainage systems as opportunities to add interest to the site through water-related design elements.

- A. Features such as trees, rain gardens, bioswales, green roofs, fountains of recycled water, and/or water art installations can create movement and sound, air cooling, focal points for pedestrians, and habitats.
- B. Reduce stormwater runoff from parking lots using methods such as permeable paving, swales, or similar methods.
- C. Incorporate stormwater feature into public spaces as educational opportunity and amenity.
- D. Rainwater catchment systems may be used to minimize runoff and augment irrigation systems.



An informational sign posted in a rain garden helps educate people passing by about the important function of the landscape feature.



The parking lot at the Vienna Community Center was designed with porous concrete pavement under the parking spaces to allow stormwater runoff to infiltrate through the surface. An informational placard was added nearby to educate visitors on how the porous concrete works.

10.4 Vegetated Roof Systems

Vegetated roof systems may be an acceptable form of stormwater management for buildings with flat, mildly sloped, or terraced roofs. In addition to stormwater management and heat abatement, green roofs can also be used to create more aesthetically pleasing rooftop environments for rooftop dining areas and rooftop terraces.

- A. Green roofs, like all stormwater practices, require ongoing care in order to maintain their function as a stormwater practice.
- B. Green roofs should include a significant percentage of evergreen plants to minimize erosion in winter months.
- C. When fully established, the selected plantings must thoroughly cover the growing medium.
- D. Use of invasive plants is not permitted. All plants must be appropriate and compatible with soil, hydrologic, light, and other site conditions.
- E. Perennials, grass-like plants, and groundcover plants must be healthy, well-rooted specimens.



The vegetated roof can be attractive and reduce stormwater runoff.

10.5 Solar Energy Collectors

Energy conservation through the use of solar energy collectors is encouraged, however, installations must provide the best possible integration with the design of the building and site and the least possible negative visual impact.

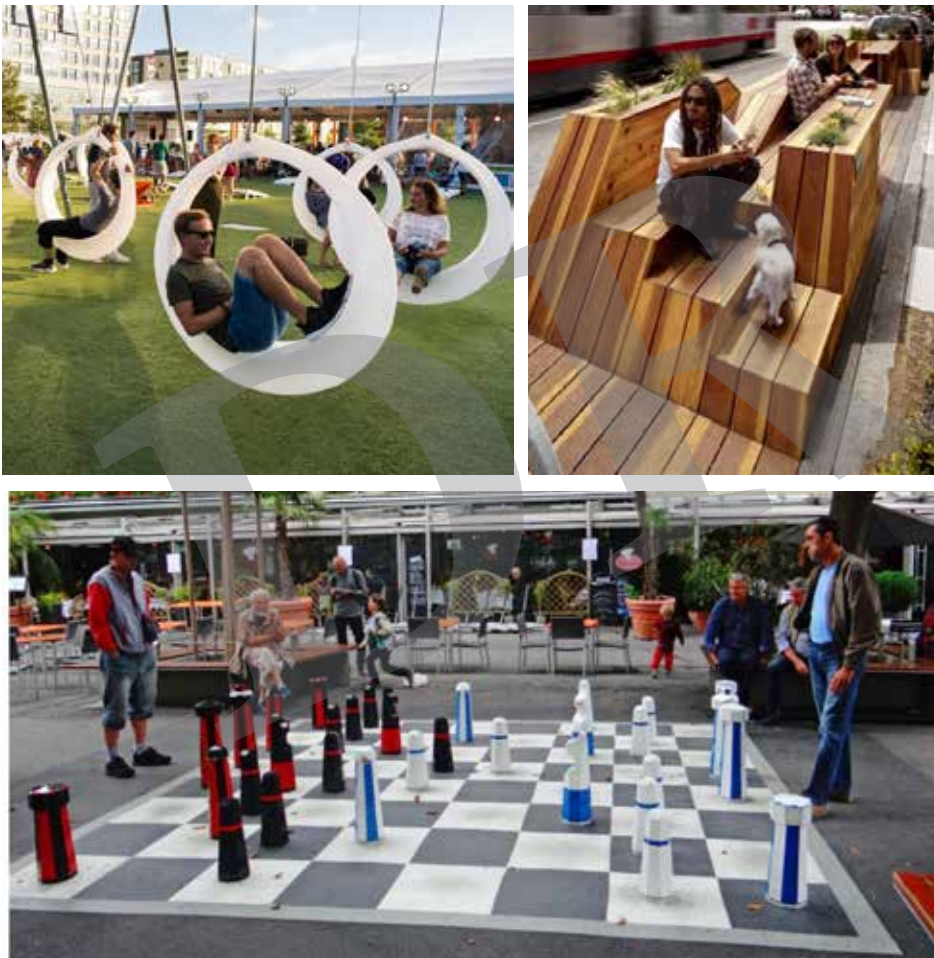
- A. Solar collectors attached to roofs should be flush mounted and may not extend above any roof line.
- B. Solar collectors on racks on flat roofs should be located toward the center of the building away from the edges of the roof and public visibility should be alleviated to the maximum degree possible.
- C. Arrays of solar collectors with large gaps between the collectors or with inconsistent spacing between the collectors are strongly discouraged.



Solar panels should be mounted in a way that complements and not distracts from the architecture.

11. PLACEMAKING AND PUBLIC ART

Gateways, streetscapes, and public spaces have the ability to strengthen and promote the identity of a community or corridor. New development and redevelopment should be visually and physically integrated into the fabric of the town while presenting a sense of identity and place. The following are only a few examples of ways to promote a sense of place and are not intended to be exclusive.



Examples of placemaking features

11.1 Placemaking

Placemaking is about utilizing the public realm to create quality public spaces that contribute to people's health, happiness, and well-being.

- A. Utilize paving and landscaping treatments to create visual focal points.
- B. Design convenient pedestrian linkages to focal points and public transit.
- C. Acceptable placemaking components include:
 - Clock Towers
 - Dynamic seating options
 - Fire Pits
 - Fountains
 - Interactive Features
 - Life-size game boards
 - Lighting
 - Public Art
 - Small stage area



Examples of placemaking features

11.2 Public Art

Public art includes sculpture, monuments, murals, frescoes, bas-relief, mobiles, drawings, paintings, graphic arts, mosaics, photographs, fountains, decorative arts, ceramics, carving and stained glass located in or on a public place. It does not include landscaping, paving, architectural ornamentation or signs.

- A. Public art pieces should be durable and easily maintained.
- B. Public art installations should not damage or obscure important architectural features of a building.
- C. Public art should be installed at highly visible sites that provide an opportunity for casual viewing from adjacent buildings and/or public streets.
- D. Sites with public art pieces should include appropriate landscaping materials that complement the piece.
- E. Sites may be reserved for groupings of complementary pieces, including temporary installations.
- F. Public art should be both physically and visually accessible and barrier free. The incorporation of universal design principles is encouraged.



Examples of public art