

ARTICLE 12.1. - C-1B PEDESTRIAN COMMERCIAL ZONE REGULATIONS

Sec. 18-87.05. - Purpose; intent.

A. *Purpose.*

1. The purpose of the C-1B Pedestrian Commercial Zone is to legislatively recognize the distinctive character of the original old Vienna commercial district and to provide for the protection and preservation of the traditional image and history of that unique area as it presently exists and to encourage and enhance future development, utilizing that character and heritage as symbolized by excellence in design, architecture and that period development of the Town in early years while blending private with public development and maintenance of that valuable distinct character.
2. In furtherance of the above purposes, the Town has expended substantial sums in capital improvement programs to enhance the utilities, landscaping, streetscaping, public ways and general municipal character of the district in harmony with that character and heritage.
3. The Town acknowledges by legislative recognition that, because of the unique traditional nature of the particular district, accomplishment of the intended goals of this article may not always be achieved or be achievable within the strict requirements of this chapter.
4. Strict application of the terms of this chapter in general could effectively prohibit achievement of those goals and prevent the most practical, efficient and aesthetic development of area sites in furtherance of the purposes of this article. Therefore, certain modifications, waivers and variations are required to accomplish the intended well-planned development necessary to achieve the desired character.

B. *Declaration of intent.*

1. The Town Council has made the legislative determination that the preservation of the existing traditional period character of the zone and the encouragement of future development within the zone in keeping with those same high standards of that Vienna character and heritage is in the best interests of the community, will promote long-term economic growth, encourage the optimum use of the real estate within the zone, attract new business, enhance the tax base of real estate and the taxable value of businesses within the area, encourage employment and commercial growth, and in general benefit the health, safety and welfare of the community as a whole.
2. The Town Council declares further that it is in the best interests of the community and the owners of the property within the zone that the goals of this article are best achieved voluntarily through the cooperative efforts of property owners and the Town, and that the historic nature, unique character, and heritage of the area are best preserved without mandatory legislative imposition of historic preservation regulations or districting. Rather, the goals of this article will be best achieved through the prudent exercise of site plan powers enjoyed

by the Town's council when the same are merged with the application of the incentive land use principles contemplated by incentive zoning as defined in Code of Virginia, § 15.2-2201, by the grant of bonuses in the form of selective site plan modifications by the Town to a developer or property owner in return for that developer or property owner providing within a development, construction or reconstruction, certain predefined design and plan features and amenities desired by the Town and legislatively adopted herein.

Sec. 18-87.1. - Permitted uses.

The following uses are permitted in the C-1B zone:

- A. All uses permitted in the C-1A zone except:
 - 1. Drive-through operations, either as a primary or incidental operation, shall not be permitted in this zone.
 - 2. Automobile sales and service operations shall not be permitted in this zone.
- B. Bed and breakfast inns shall be a permitted use.
- C. All uses permitted in this zone shall:
 - 1. Be conducted wholly within an enclosed building except that restaurants may provide outdoor seating subject to site plan approval;
 - 2. Have no manufacturing, compounding, processing, or treatment of products other than that which is clearly incidental and essential to a retail store or business and where all such products are sold as retail on the premises;
 - 3. Not be objectionable due to odor, dust, smoke, gas, noise, vibrations, or other similar causes.
- D. Certified massage therapist shall be a permitted use.

Sec. 18-87.2. - Conditional uses.

The following uses may be permitted in the C-1B zone subject to securing a conditional use permit as provided for in section 18-209:

~~A. A. Amusement enterprises or video arcades as defined and limited in section 18-81.~~

~~B. B. Auditoriums and halls.~~

~~C. A. C.~~ Farm or gardening implement sales and service.

~~D. B. D.~~ Hotels.

C. E- Taxi stands (only on private property).

D. Outdoor dining associated with restaurants located within 150 feet of a residential zoning district

E. Outdoor live entertainment associated with restaurants

F. Assembly uses of more than 30,000 square feet of floor area, such as auditoriums, performance halls, theatres, civic clubs, fraternal organizations, places of worship, or private clubs

G. Indoor recreation uses and amusement enterprises of more than 30,000 square feet

H. Retail uses of more than 65,000 square feet of floor area

I. Commercial parking lots and parking structures as a principal use

J. Large entertainment retail uses (i.e., bowling, movie theater, performance venue)

Commented [PC1]: DPZ staff recommendation; use added to MAC Zone.

Sec. 18-87.3. - Area requirements.

The following area requirements shall apply in the C-1B zone:

A. A- ~~For buildings erected and used exclusively for dwelling purposes, see section 18-149.~~

B-A. B- Setbacks:

1. 4- Setbacks on Church Street, between Lawyers Road NW and Park Street NE:

a. Buildings must be set back 15 feet from the face of curb.

a-b. The maximum setback shall be the distance that results in 20 feet and 9 inches between the face of curb and the edge of the front building wall. ~~Front yard. The front yard setback shall be no less than 15 feet. Any structure in existence at the time of adoption of the ordinance from which this article is derived may maintain its existing front yard setback, except that any addition, renovation, expansion or change to such structure that will result in an increase of 50 percent or more in usable floor area shall be required to conform to all front yard requirements of this section and all other applicable provisions of this chapter.~~

2. 2- Setbacks on side streets, which include Lawyers Road, Center Street, Dominion Road, and Mill Street:

- a. Buildings shall be set back 15 feet from the face of curb.
- b. The maximum setback shall be the distance that results in 20 feet and 9 inches between the face of curb and the edge of the front building wall.

3. Minimum side yard: Buildings must be set back 10 feet from the side yard property line.

~~Side yard. No side yard setback is required, except each commercial building with any side wall containing windows or other openings, which does not side on a street or alley, shall provide along such wall, a side yard of not less than five feet and one foot additional for each story above the first.~~

2.4. ~~3.~~ Rear yard. Rear yard setbacks shall be no less than ten feet.

C.B. ~~C.~~ Height. Three stories above ground but not to exceed 35 feet.

1. ~~4.~~ Exception for municipal parking structures: A maximum of four levels above ground but not to exceed 50 feet as measured from the primary street facing the structure, excluding any functional or decorative elements on the highest level of the structure.
 - a. ~~a.~~ Municipal parking structures shall be subject to the specific location, setback, and design requirements of the secondary regulations and bonus modification provisions in sections 18-87.4 through 18-87.6 of the Town Code.
 - b. ~~b.~~ The façades of municipal parking structures are to be in visual and spatial proportion with the design elements of the Church Street Vision.
 - c. ~~c.~~ Functional or decorative elements on the highest level of a municipal parking structure may not result in a total height, including these elements, that is more than 115 percent of the permitted building height, nor exceed ten percent of the area of the parking structure footprint.
 - d. ~~d.~~ All elements of any site plan for municipal parking structures must be approved by the Town Council, after receiving a report and recommendation from the planning commission. Prior to forwarding such recommendation to the Town Council, the planning commission shall hold a public hearing in the manner prescribed in section 18-246. Before considering any such recommendation from the planning commission, the Town Council shall hold a public hearing in the manner as prescribed in section 18-247.

~~D.C.~~ ~~D.~~ Landscape. A minimum of 25 percent of the front yard area between the Church Street property line and front building wall shall be landscaped, in accordance with a plan recommended by the planning commission and Board of Architectural Review and approved by the Town Council. Revisions to an approved plan may be approved by the Board of Architectural Review.

~~E.D.~~ ~~E.~~ Off-street parking area. Regulations for off-street parking areas are specified in article 16 of this chapter.

~~F.E.~~ ~~F.~~ Accessory building and private parking area. Regulations for accessory buildings and private parking areas are specified in article 17 of this chapter.

~~G.F.~~ ~~G.~~ Nameplates and signs. Regulations for nameplates and signs are specified in article 19 of this chapter.

~~H.G.~~ ~~H.~~ Site plan approval. The site plan control provisions of article 25 of this chapter are applicable to this article except as specifically modified or otherwise provided for in this article.

~~I.H.~~ ~~I.~~ General regulations. General regulations are specified in article 4 of this chapter.

~~J.I.~~ ~~J.~~ Supplemental regulations. Supplemental regulations are specified in article 18 of this chapter.

~~K.J.~~ ~~K.~~ Nonconforming uses and buildings.

1. ~~1.~~ Nonconforming uses are governed by the provisions of article 20 of this chapter.
2. ~~2.~~ Nonconforming structures are governed by the provisions of article 20 of this chapter except that development, construction or reconstruction performed pursuant to the terms of section 18-87.4 shall be deemed conforming in the C-1B zone.
3. ~~3.~~ Conformity of structures acquired solely by this section and compliance with section 18-87.4 shall continue in effect only so long as those design and site features proffered and accepted thereunder continue in strict conformity with the approved site plan or are otherwise amended by revised site plan in compliance with this article.
4. Deviation from the strict design and site features of the site plan shall constitute a surrender of the acquired status of conformity, a forfeiture of all bonuses previously granted in return for said design and site features and shall constitute a violation of this chapter. Property owners who, upon notice of violation from the zoning administrator, fail to correct deviations and restore the original, approved design and site features shall thereafter conform the property to the provisions of this section. Appeal from notice of violation of design and site feature requirements from the zoning administrator shall be in writing to the Town Council within 30 days of receipt of such notice of violation and the circuit court as provided by law.

Appeals from notice of violations of this section shall be to the board of zoning appeals and the circuit court as provided by law.

Sec. 18-87.4. - Modification of general regulations.

- A. The provisions of section 18-87.3.A, B, D, E, F, G, I, and J shall not apply to development, construction or reconstruction in the C-1B zone when, as an incident to that development, construction or reconstruction, adopted building design features and site plan features are voluntarily proffered by the owner or developer, and accepted by the Town in return for the grant of bonus incentives by the Town to and acceptance by the developer or owner through site plan modifications in lieu of the provisions of section 18-87.3. Upon acceptance by the parties, such features and bonuses shall run with the land.
- B. In addition to modifications authorized by section 18-256, the Town Council is authorized to grant as modifications to site plans in the C-1B zone incentive bonuses as adopted in section 18-87.6 in return for the voluntary proffer and acceptance by an owner or developer of building design features and site plan features provided for in section 18-87.5 when the same are desired by and acceptable to the Town in furtherance of the purposes of this article.
- C. Modifications consisting solely of those design features, site features and incentive bonuses which have been previously legislated and incorporated by the council into sections 18-87.5 and 18-87.6, respectively, shall not require recommendation of the planning commission prior to granting by the council.
- D. All modifications shall provide a landscape site plan and for the continual maintenance thereof.

Sec. 18-87.5. - Building and plan design features.

- (1) In furtherance of the legislative intent of the C-1B zone and to project continuity in harmony of character in the area, there are hereby adopted the following building design features and site plan features which are declared acceptable for use in development in the C-1B zone in satisfaction of the provisions of section 18-87.4.
- (2) These features were in their entirety approved by the Board of Architectural Review pursuant to the requirements of chapter 4 prior to their adoption herein and any repeal or amendment of the same in this section must undergo prior review by the board pursuant to chapter 4.
- (3) The zoning administrator shall present all proposed amendments to this section to the Board of Architectural Review for the board's recommendation to the Town Council prior to presentation of the same to the council. The Board of Architectural Review shall report its recommendations thereon to the council within 30 days of

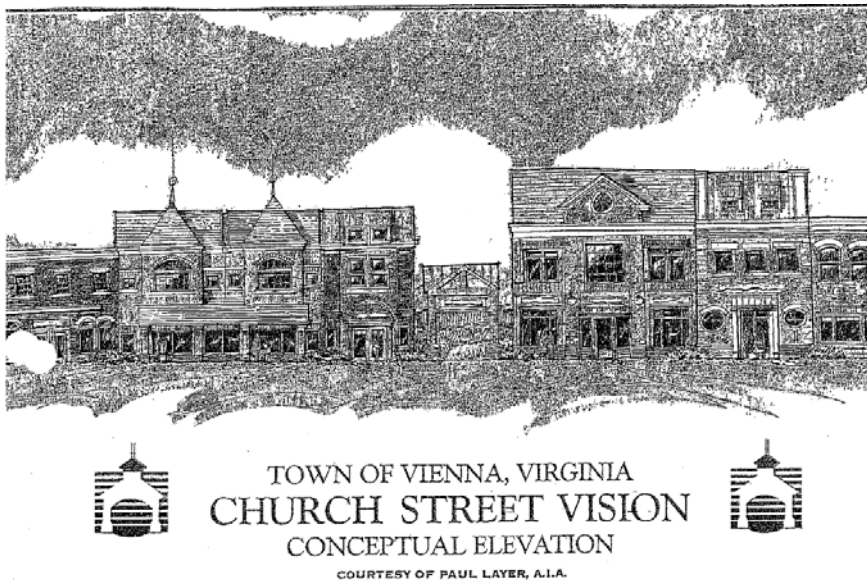
notification by the zoning administrator, and failure to report in such time shall constitute approval of the board.

A. *Conceptual architectural renderings.*

The renderings contained herein represent a conceptual illustration of the acceptable architecture design and development standards. In brief, adjoining buildings are to be constructed at staggered setbacks along the front property line, parking is to be open between the lots, accessed from a common drive and located behind the buildings, and the architecture shall be reminiscent of turn-of-the-century Vienna, emphasizing street level design and pedestrian oriented spaces.

Each development shall be proportionate to the other in terms of height, scale and massing. While each building and site is developed independently and may incorporate many eclectic styles and design elements, the overall effect shall be a cohesive and comprehensive architectural area.

These renderings are not to be interpreted as working drawings, binding illustrations or specific requirements for any building or lot. The written guideline text is the applicable medium and, in the event of conflict between elements in any rendering and the written guideline text, the written guideline text shall prevail.



B. *Building design features.* These design guidelines illustrate ways construction may occur which will complement and enhance the Town's character. They are

not intended to dictate a particular style but rather offer guidance to the development theme desired in the C-1B Zone. Buildings and developments within the C-1B zone shall incorporate Virginia vernacular and enhance architectural styles that are reminiscent of the Town's history between 1890 and 1930.

1. Design goal: To coordinate the visual and architectural characteristics in the C-1B Zone, emphasize Vienna's heritage, and create a pedestrian oriented streetscape.
2. Design objectives:
 - a. Preserve the character of the adjacent residential neighborhoods;
 - b. Encourage reinvestment in the area by private property owners and merchants;
 - c. Provide for at-grade separation of pedestrian and vehicular traffic through the use of on-street parking, centralized parking and clearly defined walkways.
 - d. Integrate and enhance pedestrian walkways between commercial properties and public parks and lands;
 - e. Maintain the character and heritage of the original historic Presbyterian Church, Freeman House and the Washington and Old Dominion (W&OD) Trail area as an enhanced public focal point and corridor gateway;
 - f. Focus commercial activities, store fronts and signage at the pedestrian level.
3. Design policies:
 - a. Continue the undergrounding of individual building utility connections;
 - b. Coordinate private development with the municipal Church Street streetscape project design elements;
 - c. Encourage shared and public automobile parking facilities and non-motorized transportation alternatives.
4. General design requirements:
 - a. Architectural styles for new buildings or the remodeling or renovation of existing buildings will be chosen from recommended characteristics shown in the conceptual architectural renderings appearing herein at [section] 18-87.5 A and Town history and enhance the character of the Church Street corridor.
 - b. Building additions shall be compatible with the conceptual architecture and provide compatible details, scale, voids, materials and colors.
 - c. The lower level of buildings shall offer a front design that is conducive to pedestrian activity and interest.

- d. Visual interest shall be provided along the street and pedestrian ways, such as entrances, display windows, landscape areas and outdoor seating.
- e. Primary customer entrances shall be designed and focused on the street front. Such entrances must be maintained and accessible as an entrance at all times. Any secondary entrance must mimic the materials and design of the primary entrance.
- f. Arcades are encouraged along the first floor of corner buildings but may not be used more frequently than every three store fronts or 80 feet.
- g. Solid walls, dull or minimal facades will not be designed along streets or pedestrian ways.
- h. Building heights shall be compatible with adjacent buildings and the topography of the site and in compliance with the conceptual architectural renderings.
- i. Building setbacks of in-fill structures shall be consistent with neighboring structures and in compliance with staggered setback requirements.
- j. The width and proportion of building facades shall be compatible with the overall scale of the neighborhood. Where multiple developments are proposed, the development proposal shall create the feeling of architectural proportionality through exterior facade design.
- k. Courtyard style arrangements of buildings are encouraged along the W&OD Trail and at other suitable locations to emphasize pedestrian access and minimize automobile importance.
- l. Parking shall be designed to the rear of the lot when possible. When adjoining another lot with abutting parking, the lots will be integrated and opened to each other when practical.
- m. Landscaping shall be included around the parking facilities to ease their appearance in compliance with the submitted landscape plan.
- n. Landscape areas shall be used to enhance the buildings situation and orientation on a lot.
- o. Safe, convenient walkways shall be identified by paver materials that coordinate with the public sidewalks within the public street right-of-way.
- p. Lots in the C-1B zone on the southern side of Church Street shall encourage pedestrian access to Maple Avenue by sidewalks or paths through the lots, tying the commercial corridors together both visually and physically.
- q. Signs shall be integrated into the design of the building. They shall not interfere with the architectural integrity or features of the building and meet the sign design guidelines of this section.

- r. Exposed neon shall not be visible from the street, regardless of form, size or interior location; it shall not be used as a building detail, decorative accent or signage.
 - s. Materials used for construction will be consistent with the provisions of [section] 18-87.5 I.
 - t. Vinyl siding may not be used below the second floor on any wall or surface visible from a public way. Aluminum siding and buildings primarily of glass are prohibited.
 - u. Awnings or canopies may only be used in restaurant areas with outdoor patron seating.
 - v. Awnings and/or canopies will be made of fabric. Vinyl or plastic awnings or canopies are not permitted.
 - w. Building equipment, such as generators and air conditioning units shall be screened from view in a manner compatible with the site and using materials similar to the building and harmonious with the design.
- C. *Conceptual plan.* The following rendering is a conceptual site plan with identified design elements satisfying section 18-87.5 B. It should not be interpreted as a working drawing, binding illustration or specific requirement for any building or lot. The written guideline text is the applicable medium and in the event of any conflict between elements in the conceptual site plan and the written guideline text, the written guideline text shall prevail.



- D. *Building setbacks and siting.* Buildings shall be constructed to meet the following setbacks and siting criteria:

Buildings shall be placed forward on a lot to create a continuous street block. Buildings shall have a relationship to adjacent buildings and facades that creates a staggered building line along the street, consistent with the following criteria.

All setbacks shall be measured from the property line.

1. Front yard setbacks:

Corner lots must have a front yard setback of at least ten feet from the street. Interior lots must alternate the front yard setbacks using one of the following:

Five feet;

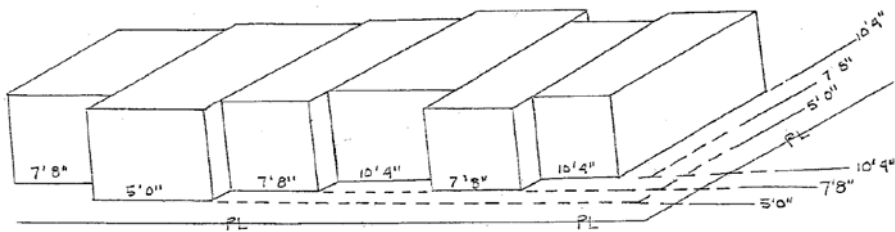
Seven feet, eight inches; or

Ten feet, four inches.

The nearest two feet to the face of the building shall be used as a landscape strip or planter, except when the front yard is designed as a courtyard or patio.

No front yard setback may be continuously extended for more than a distance of 40 linear feet, whether such distance is across a single or adjoining lot.

2. Side yard setbacks: Corner lots must have a side yard setback of at least five feet from the street. Interior lots may have a zero side yard along the street level, provided there are no windows on the side walls at the street level.

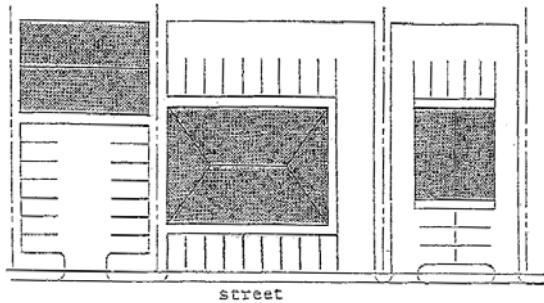


3. Front setback and landscape area requirement:

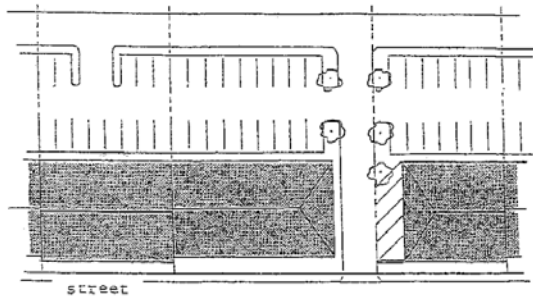
- a. A five-foot brick sidewalk shall be constructed along the front property line adjoining the public planter and sidewalk to create a divided double sidewalk. A landscaped area may be used instead, if a double sidewalk is inappropriate to the intended use of the building.
- b. Except when the front yard is designed as a courtyard or patio, a landscape strip or planter shall be constructed between the building and the above-mentioned sidewalk. For buildings with the minimum

setback, the planter or landscape strip must be at least two feet in width and placed adjacent to the building. The intent of this requirement is to create a green space of varying width between the sidewalks and the building.

Siting:



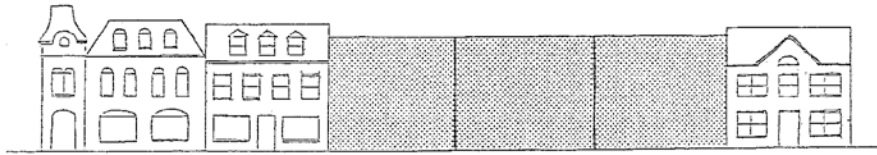
NOT RECOMMENDED,
Parking is located in front of the buildings



RECOMMENDED

Parking is located behind the buildings which are pushed forward on the lot; Parking along the side of the building is screened by a wall; Parking is shared between properties and parking lots cross property lines.

- E. *Facade proportion and street level continuity.* The width and proportion of building facades (the relationship of a building's width to its height) shall be consistent with adjacent buildings. Buildings with a street front longer than 40 feet shall be architecturally designed and situated on the site to create the impression of multiple facades with staggered setbacks as set out in section 18-87.5 D. Buildings should not be set back beyond the front building setbacks established in section 18-87.5 D nor be situated to create a street front setback longer than 40 feet.



RECOMMENDED,
Compatible facade proportion



NOT RECOMMENDED,
Facade too long

- F. *Street level vitality.* The street level of new and in-fill buildings, plazas, courtyards or other space and structures that face the street shall provide a primary pedestrian access and orient their design toward the street.

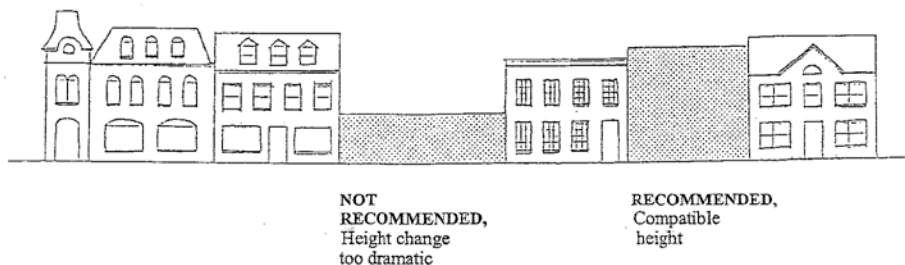


NOT
RECOMMENDED,
Lack of street level
design

RECOMMENDED,
Design oriented
to street level

Height

Maximum height is 35 feet measured from the average grade of the lot. In-fill buildings shall be of a compatible height with adjacent buildings whenever possible.



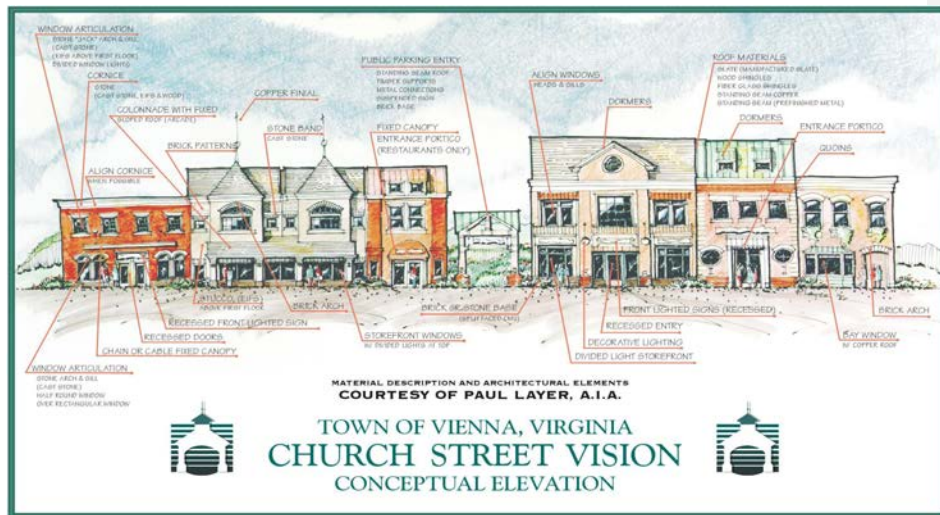
G. *Specific design requirements.*

1. First-story roofs shall have a minimum slope of 6:12.
2. Window centerlines shall be aligned whenever possible.
3. Cornices shall be aligned whenever possible.
4. Stucco may be used no nearer than two feet, eight inches to the base of the building. The building base, up to a height of two feet eight inches above grade, should be constructed of brick or stone with a water table; split face block is acceptable upon review.
5. EIFS, or any like material, may only be used above the first floor.
6. Mansard roofs are not permitted.

H. *Floor to area ratio.*

1. The maximum floor to area ratio (FAR) shall not exceed 0.7 for any lot and only upon accommodating both site and building design criteria.
2. Floor to area ratio is defined as the ratio of total floor area on a lot divided by the total lot area (FAR = total floor area/total lot area).
3. Total floor area is defined as the interior space of all floors of a building minus stairways, elevators, and attics or cellars with a ceiling height of six feet or less.

- I. *Building materials.* The following rendering identifies construction materials and architectural elements included in the C-1-B zone. It shall not be interpreted as a working drawing, binding illustration or specific requirement for any building or lot. The written guideline text is the applicable medium and in the event of any conflict between elements in any rendering and the written guideline text by the written guideline text shall prevail.



J. *Parking and circulation requirements.*

Parking shall be designed to the rear of the lot when possible. Where parking can only be located on the side of building, it must be screened from the principal pedestrian way by a low wall that integrates into the adjoining building or by the use of low hedges or other appropriate landscaping.

When adjoining another lot with abutting parking, the lots shall be integrated and opened to each other. In order to achieve the requirements of this section, reserved parking may be prohibited by site plan approval except for one reserved space for the owner or manager of the site.

These requirements shall in no way be permitted to delete otherwise lawfully required handicapped spaces.

Landscaping shall be included around the parking facilities to ease their appearance when possible.

All lots developed as part of the C-1B zone using the approved design guidelines shall provide shared parking with other lots developed under the C-1B zone design guidelines unless prevented by an adjoining lot or lots not developed under the approved design guidelines.

1. Standard parking spaces:

- a. All parking shall be provided at a net ratio of one space per 600 square feet of total floor area.
- b. Standard parking spaces shall measure nine by 18 feet.
- c. Parking aisles shall have a minimum width of 22 feet.

2. Compact parking spaces:
 - a. 40 percent of provided parking spaces may be compact in size.
 - b. Compact parking spaces shall measure seven feet six inches by 16 feet.
3. Access ways and easements:
 - a. Access ways shall be developed within existing rights-of-way when possible, including existing, undeveloped alleys within the C-1B zone. When public rights-of-way or alleys are not available, access ways shall be established through dedicated public access easements specifying they are for public access purposes.
 - b. Access easements shall meet fire codes and standards for one- and two-way traffic as determined and identified on the access way map.
 - c. Additional public access easements may be required adjacent to existing rights-of-way or alleys to meet the fire code standards.
4. Lighting: Lighting standards shall be no more than ten feet in height above grade and shall be so arranged and hooded as to confine all direct light rays entirely within the boundaries of the parking areas. Lighting fixture designs shall be harmonious with the general architectural nature of the building or site.



K. *Design guidelines for signs.* Signs shall provide a coordinated image between signs and buildings and provide adequate exposure for the businesses.

1. *General sign design requirements.*

- a. Signs shall be integrated into the design of the building and shall not interfere with the architectural integrity or features of the building.
- b. Exterior signs shall face public thoroughfares or rear parking lots.

- c. Signs may not be placed nearer to a window or door than a distance equal to the width of any molding surrounding the window or door. In the event there is no molding, the sign shall not be placed nearer to the edge of a window or door than four inches.
- d. Multiple panel signs shall be designed to create a harmonious overall impression.
- e. Exterior signs shall have an element of "three-dimensionality."

2. *Content and layout.*

- a. Sign text may only include the business name as the same is stated on the business license, except that a "trading as" (T/A) or "doing business as" (DBA) identity is acceptable. Either a tag line or three descriptive or informational items are also permitted. A trademark, or logo may be incorporated into the sign design provided the same conforms as to this provision. Telephone and facsimile numbers, Internet and electronic mail (E-mail) addresses, and prices may not be displayed on any sign.
- b. Sign design and copy shall serve the primary purpose of business identification. Colors shall be used appropriately for the architecture, business identification and design elements. Designs and colors shall not be used for product advertisement.
- c. Store hours may only be posted on an additional unilluminated sign no larger than 1½ square feet and placed adjacent to any public entrance.
- d. Sign layouts shall be centered within the sign area such that there is a border space around the entire sign with a width equal to ten percent of the total sign width.
- e. Sign designs and letter forms shall be professionally prepared.

3. *Materials.*

- a. Materials for signs will be consistent with the building architecture and section 18-87.5 I.
- b. Signs shall be made of predominately natural materials such as wood, metal or stone.
- c. Synthetic materials, including plastic and sign foam, may be used only when it is finished to appear as a natural material.
- d. Unpainted plastic, molded plastic letters and vinyl leaf shall not be used.
- e. Glass beads or sand maybe used to add texture.
- f. Only genuine metallic leaf products in gold or silver and Palladium leaf (a.k.a. Dutch Metal) may be used.

4. *Lighting.*

- a. Signs may be illuminated by reflected light only.

- b. Signs may not be internally illuminated or use any exposed neon tubing.
 - c. Signs may be illuminated only by external spot lighting; such light fixtures to be architecturally part of the structure.
5. *Open signs.*
- a. Each business may place one sign reading "open" in a store window facing a public thoroughfare or parking lot.
 - d[b]. "Open" signs may not exceed 1½ square feet, may not be internally illuminated and may not be made of neon.
6. *Window signs.* Only the following window signs will be permitted:
- a. One permanent window sign for each business, lettered on the inside of the glass with no background color, no larger than 25 percent of each window area of the window in which it is placed and made of either gold leaf, silver leaf or white individual letters.
 - b. The area of a window sign will be calculated by measuring the outer edge of the overall sign image.
 - c. Temporary window signs may not cover more than ten percent of any window area in which it is placed. Temporary window signs may not stay up for more than 30 days at one time and there may be no more than four such signs posted in any one calendar year.
7. *Facade signs.*
- a. Facade signs may not interfere with or interrupt building details or openings and shall be designed in coordination with the structure. Facade signs include any wall mounted sign facing the front street, rear customer entrance or other public way.
 - b. A total of two square feet of facade signage is permitted for each linear foot of building frontage. Such sign area is to be shared by all tenants or tenant spaces within the building.
 - c. Facade signs may be placed flat or perpendicular against any building side that fronts a parking lot or public thoroughfare.
 - d. Facade signs must be permanently and securely attached to the building.
 - e. Facade signs must be reinforced with a continuous metal band around the outer edge of the sign.
 - f. Facade signs shall be below the trim fascia or gutter line.
 - g. Facade signs shall not eclipse the roofline.
 - h. Facade signs may be illuminated only by external spot lighting; such light fixtures to be architecturally part of the structure.

- i. Perpendicular signs may not project more than four feet from the building facade, may not over-hang the property line, and may not interfere with pedestrian traffic or the building's architectural elements.
- 8. *Canopy signs.* Canopy signs may only be placed flat along the canopy valance.
- 9. *Freestanding signs.*
 - a. More than one freestanding sign may be erected per building but may not over-hang the property line or interfere with pedestrian traffic or the building's architectural elements.
 - b. A freestanding sign may be no larger than 24 square feet per building.
- 10. *Sign prohibitions.* The following signs are prohibited:
 - a. A-frame or sandwich board signs;
 - b. Billboards;
 - c. Signs which involve motion or rotation of any part, or display flashing, strobe, or intermittent lights;
 - d. Signs generating amplified sound, smoke, vapor particle emission or objectionable odors;
 - e. Standards, banners, flags, streamers and similar devices, except for national, state or local governmental flags and temporary banners approved by the zoning administrator pursuant to section 18-178 A.6;
 - f. Exposed neon visible from the street regardless of form, location or message, including signs reading "open";
 - g. Shopping center style directory signs for multiple tenants.
- 11. *Additional sign restrictions.*
 - a. Signs shall not be placed or used to compete for automobile visibility.
 - b. Real estate, "for sale" and "for rent" signs may only be placed in the windows of the building to which the signs pertain. Such signs may not be placed in outdoor locations and may be up only so long as the space is for rent or sale.
 - c. Signs may not use fluorescent colors, paint additives such as "pearl" or "metal flake" reflective sheeting, or refractive metallic films, including gold leaf vinyl sheeting.
 - d. Signs may not be placed or erected upon the roof of any building.
 - e. Signs may not be plainly offensive to human sensibilities or otherwise provide a reasonably foreseeable detriment to the community.
- 12. *Sign examples.* The following pages provide examples of signs that illustrate the design elements, styles, colors and materials required in the C-1B zone.

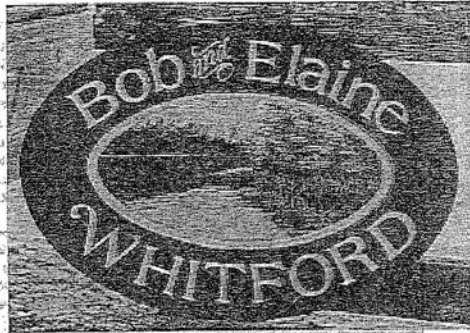
PLYWOOD PANEL
RAISED FINE PANEL
W/ CARVED GOLD LEAF
CARVED FISH
CUSTOM BRACKET



CUSTOM STYLING
RAISED PANEL
CARVED DETAIL
LETTERING-GOLD
LEAF-HAND PAINTED
GRAPHICS



RAISED EDGE (TRIPLE THICK)
INCISED LETTER - GOLD LEAFED
HAND PAINTED GRAPHIC

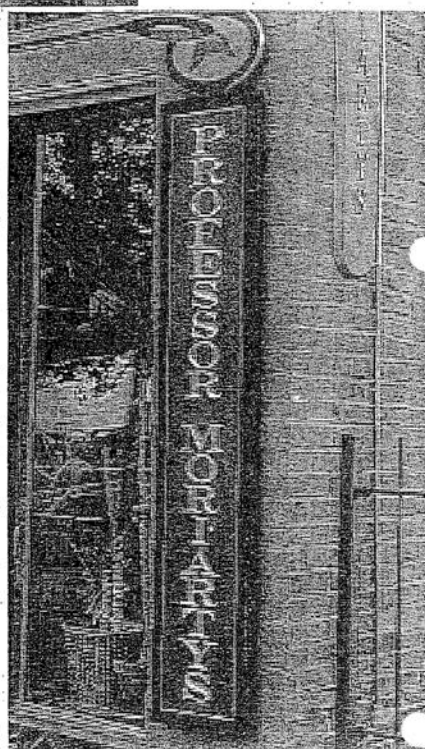
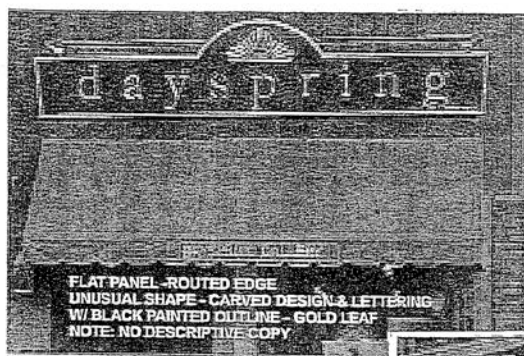


INCISED LETTER - GOLD LEAFED
HAND PAINTED GRAPHIC

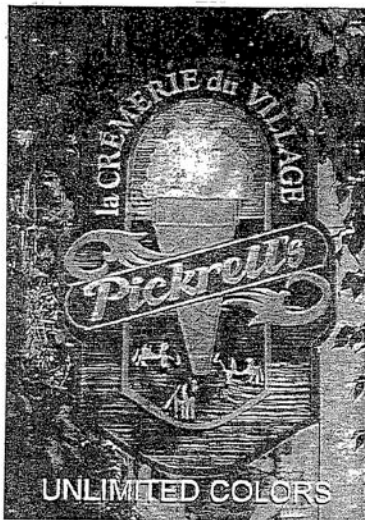


THICK-FLATPANEL
INCISED LETTER - GOLD LEAFED
HAND PAINTED GRAPHIC

SIGN SAMPLES



RECTANGULAR SHAPE
CONTRASTING MOLDING
INCISED GOLD LEAF LETTERING



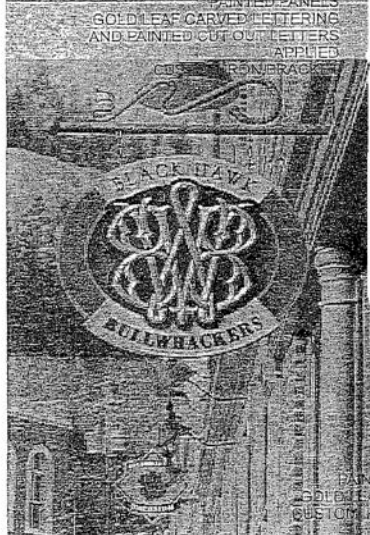
HANGING SIGN SAMPLES



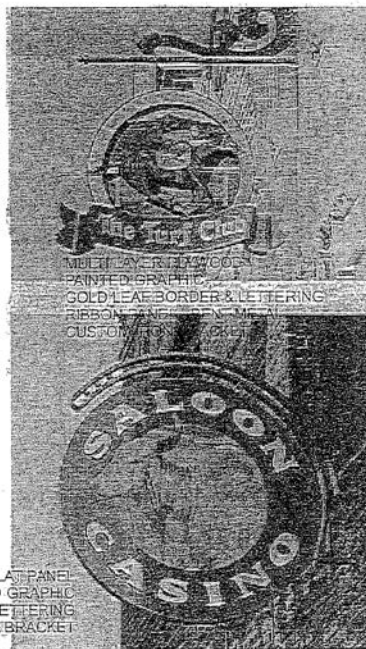
BUILT OF TIMWOOD
MULTIPLE DEPTH
HAND PAINTED & AIR
BRUSHED DETAILS
CUSTOM WOOD
BRACKET



RAISED PANEL AND
CURVED DESIGN
CUSTOM WOOD
BRACKET



RAISED WOOD
PAINTED PANELS
GOLD LEAF CARVED LETTERING
AND PAINTED CUT OUT LETTERS
APPLIED
CUSTOM IRON BRACKET



MULTI LAYER LAMINATE
PAINTED GRAPHIC
GOLD LEAF BORDER & LETTERING
RIBBON BANNER
CUSTOM IRON BRACKET

FLAT PANEL
PAINTED GRAPHIC
GOLD LEAF LETTERING
CUSTOM IRON BRACKET

PROJECTING SIGN SAMPLES

Triple thick Raised Panel
Cut-out, Carved & Applied
Gold Leaf Letters
Black Sand Background
Painted Lettering
Custom Brackets



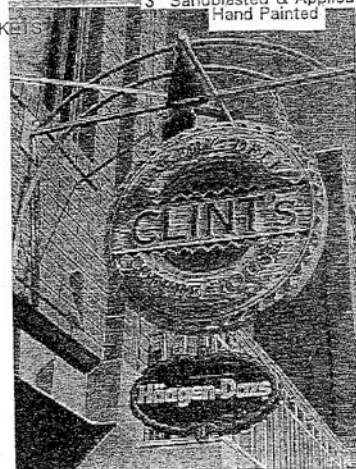
Combination Sandblasted,
Carved & Applied Elements
Face painted & Gold Leafed
Custom Brackets



2" thick Redwood Panel
Routed Edge w/Gold Leaf
Carved Letters w/Gold Leaf
Hand Painted Graphic



6" thick Redwood Panel
3" Sandblasted & Applied Graphic
Hand Painted



PROJECTING SIGN SAMPLES

L. Design guidelines for open space.

1. Outside display.

- a. Vending machines. Vending machines may not be placed outside of a wholly enclosed building or shelter.
- b. Dumpsters. Trash, recycling and any other refuse collection dumpsters shall be located at the rear of the property and either screened,

enclosed or otherwise blocked from public view. Such screening or enclosure shall be designed in conjunction with the primary building, shall use similar materials and shall provide complete obscurity of the dumpster. The screen or enclosure shall have double doors. Chainlink fencing may not be used.

2. *Sidewalks.*

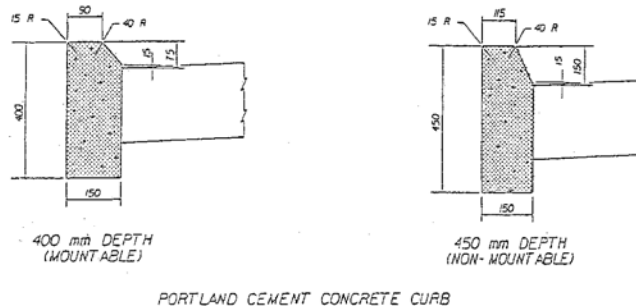
- a. Sidewalks in the identified C-1B zone area shall be paved with coordinating pavers and designed to match the existing pattern established along the Church Street corridor.
- b. Brick pavers shall be used in a coordinating pattern to widen the public sidewalk as they adjoin private sidewalks.
- c. Sidewalks in the public right-of-way shall be constructed the full width of the lot and shall connect with existing sidewalk sections.
- d. Sidewalks shall be clearly identified and shall connect the building entrance with the public sidewalks.
- e. Whenever possible, sidewalk patterns and pavers shall extend between the C-1B zone area and adjoining commercial properties to provide a visual connection between the commercial areas of Town and clearly delineating pedestrian space from automobile space.
- f. A five-foot brick sidewalk shall be constructed along the front property line adjoining the public planter and sidewalk to create a divided double sidewalk. A landscaped area may be used instead, if a double sidewalk is inappropriate to the intended use of the building.
- g. Except when the front yard is designed as a courtyard or patio, a landscape strip or planter shall be constructed between the building and the above-mentioned sidewalk. For buildings with the minimum setback, the planter or landscape strip must be at least two feet in width and placed adjacent to the building. The intent is to create a green space of varying width between the sidewalk and the building.

3. *Landscaping and trees.*

- a. Landscape islands shall use "mountable" curbs with a three to four inch curb rise.
- b. Landscape islands shall be a minimum of four feet in width and edged by a "mountable" curb.
- c. Trees shall be used to enhance the open space areas and parking lots and shall be maintained in good condition by the property owner.
- d. Trees shall be selected so that they are resilient to pollution and drought, do not produce berries or fruit and have deep root growth so they do not upheave the sidewalks or planters.

- e. Every landscape island five feet or more in length shall hold at least one tree and additional trees shall be planted within the island, for the full length of the island, so the ten-year canopy of each tree will touch edge-to-edge.
- f. Tree plants shall be a minimum of four inch caliper and meet the specifications of the American Association of Nurserymen.
- g. Forty percent of the landscape island area shall be planted with vegetation in addition to trees and shall be maintained in good condition by the property owner.
- h. The planting of trees shall be done in accordance with either the standardized landscape specifications jointly adopted by the Virginia Nurserymen's Association, the Virginia Society of Landscape Designers and the Virginia Chapter of the American Society of Landscape Architects, or the road and bridge specifications of the Virginia Department of Transportation.

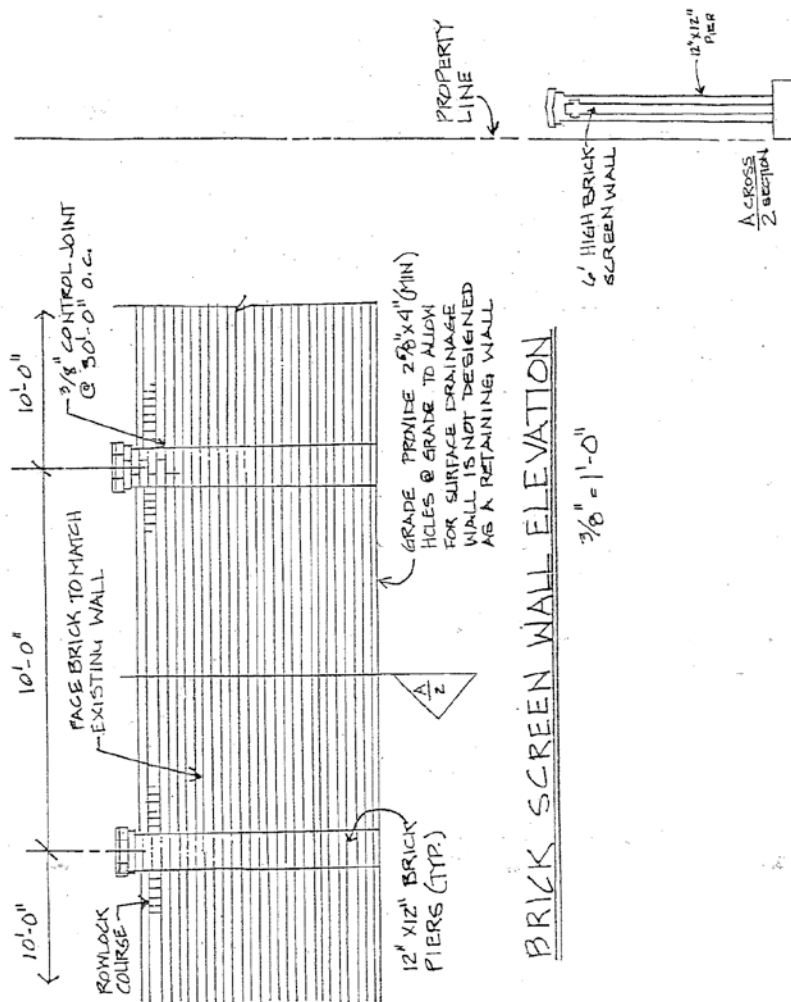
Curb Detail, Mountable and Non-mountable:



- 4. **Lighting.** Lighting standards shall be no more than ten feet in height above grade and shall be so arranged and hooded as to confine all direct light rays entirely within the boundaries of the property. Indirect and low ground-oriented lighting should be used whenever possible. Lighting fixture designs shall be harmonious with the general architectural nature of the building or site.
- 5. **Retaining walls and fences.**
 - a. All retaining walls, fences, and screening between zoning districts shall be constructed to the following required design using the following required materials and colors.
 - b. A six-foot-tall masonry wall is required between any lot zoned single-family residential and any commercially zoned property, including lots and public access ways in the C-1B zone. Such wall shall be constructed and maintained along the property line but on the side of

the commercial land or access way. Such wall shall be constructed by the developer and maintained as part of the property.

NOTE: The following drawing represents the required design style for a masonry wall. The drawing should not be interpreted to be structurally detailed. Any masonry screen or retaining wall should reflect the same exterior design detail but will require additional structural engineering by an appropriately licensed professional.



Sec. 18-87.6. - Bonus modification.

The following are acceptable bonus incentives which may be granted as site plan modifications by the Town Council in return for an owner or developer providing building design and site plan features desired by and acceptable to the Town and as adopted by section 18-87.5.

A. Bonus incentives.

1. Increase building footage and lot coverage.
2. Modification of lot coverages in general.
3. Reduce front, rear, and side building setbacks.
4. Modification to required number, size and location of parking spaces.

No modification, variance, or waiver to use or maximum height restriction requirements may be permitted.