

CHESAPEAKE, VA



# GREENBRIER MIXED USE PUD

## URBAN DESIGN GUIDELINES

Prepared For: DOLLAR TREE

FINAL  
07/08/16

[amended: 12/12/2022]

## I. Table of Contents

I.	Table of Contents	1
II.	Greenbrier Development Criteria (Inserted Document)	3
III.	Streetscape Material Standards	5
IV.	Architectural Design Standards	19
V.	Landscape Design Standards	35
VI.	Signage Design Standards	47
VII.	Public Utility Improvements	77
VIII.	Design Review Process	79



## II. Development Criteria





## III. Streetscape Material Standards

### STREETSCAPES

#### A. Narrative

The success of a mixed-use district lies in the constant use of its sidewalks and the various pedestrian ways provided along its parks and through its plazas. Continuous pedestrian activity means ongoing opportunity for the interaction and exchange of people with each other and with the shop owners and service providers who own and operate the street level shops or the employers and employees who work in the office spaces above. A vibrant mixed-use district has many of the basic activities of daily life placed within walking distance of each other, and provides a continuous stream of walks and routes linking together the various elements of the neighborhood.



#### B. Zoning

##### 1. Option 1 – Mixed Use PUD with the DC Zone remaining

The **Core Zone** is designed to be the main economic center with high density uses, and will create a continuous street façade within distance of surrounding Mixed Uses.

The **DC Zone** is the area around the Dollar Tree Distribution Center. This area is owned and operated by Dollar Tree



ZONING OPTION WITH DC ZONE

## Greenbrier Mixed Use PUD - Urban Design Guidelines

Distribution, Inc., and will remain until the Owner chooses to file, and the City approves the Final Site/Subdivision plan, as applicable, depicting its complete removal.

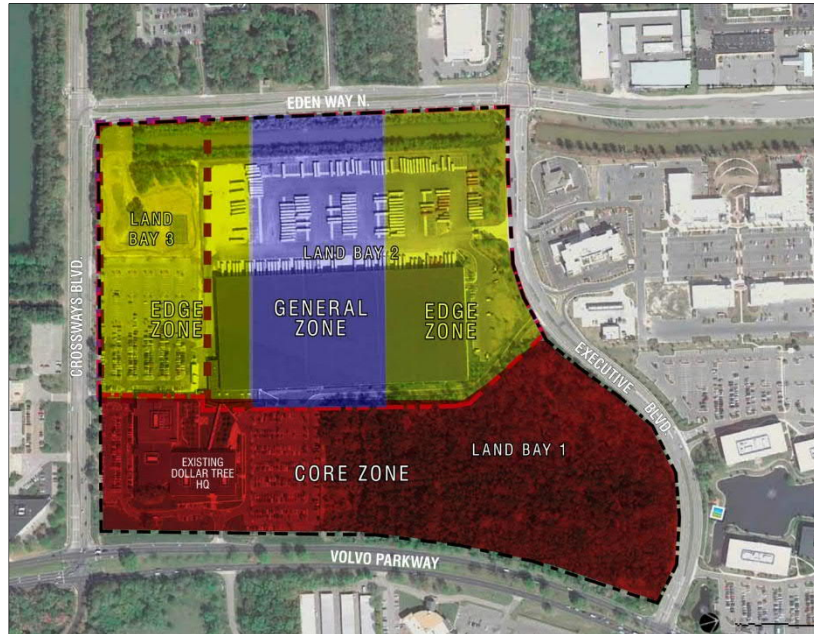
### 2. Future Option 2 (after removal of the DC Zone)

The **Core Zone** is designed to be the main economic center with high density uses, and will create a continuous street façade within distance of surrounding Mixed Uses.

The **General Zone** is designed to be an urban environment with higher density than the Edge Zone and lower density than the Core Zone.

Buildings may be attached or detached from the street with small street yards.

The **Edge Zones** are located along the perimeter portions of the development. It will contain buildings with lesser density than the Core Zone and the General Zone.



ZONING OPTION AFTER DC ZONE REMOVED

### 3. Zoning and Street Movement

The following table is from the Greenbrier Mixed Use PUD Development Criteria. The categories for street movement promote driver and pedestrian movement around the site as well as between adjacent sites. Referencing the Development Criteria will enable the developer to understand rates at which movement may occur as well as density projected for Transect Zones.

TABLE 4: STREET MOVEMENT					
Street Type	Movement	Transect Zones			
		Core	General	Edge	DC
Boulevard	Slow	X			
Avenue	Free	X	X		X
Street	Free		X		X
Drive	Yield		X	X	
Service Corridor	Yield		X	X	

### C. Standards

1. Provide the streetscape as a continuous space with a clear division of four (4) fundamental spatial zones:

- **The Building Easement and Maintenance one**
- **The Clear Movement Zone**
- **The Street Furniture Zone**
- **The Passenger Curb Zone**

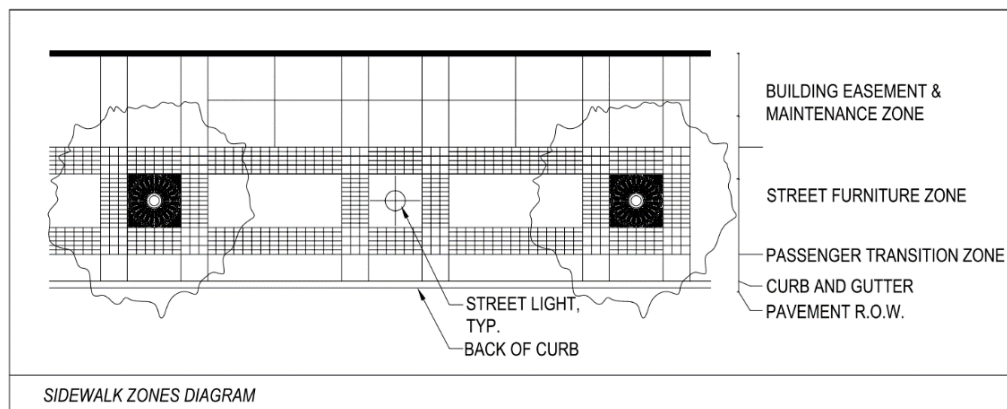


Figure I-B



2. **The Building Easement and Maintenance Zone**

is the easement / encroachment area where private property owner elements may extend into the streetscape area. Through zoning regulations, the building easement and maintenance one may be deemed an easement or an encroachment. Along mixed-use and commercial streets, building foundations typically project into this zone below grade, while transition elements (ramps, stairs, etc.) as well as decorative accoutrement (e.g., flower boxes) project into this zone above grade. Along residential streets, transitional elements such as porches and stoops, together with balconies and bay windows, typically project into this zone.



3. **The Clear Movement Zone** is the minimum width of the pedestrian path that must remain open and unobstructed. In commercial areas, the minimum width should be 5'-0". Along residential streets, the minimum width should be 5'-0". For multi-purpose paths (those which are intended for bicycles as well as pedestrians) the width should be 8'-0".

4. **The Street Furniture Zone** typically contains many of the pedestrian-oriented amenities of the sidewalk. These include kiosks, directories, lighting, seating, flagpoles, banners, and waste receptacles. Street furniture elements should be visually coordinated, predictably distributed, and neatly displayed in an orderly manner. Street furniture may not project into the passenger transition zone.



5. As a standard, all street furniture zones should have trees as their main component. If street trees cannot be accommodated, other landscaping should be provided. Tree grates and the reduction in tree well size required to accommodate a tree grate should only occur as the last option to retain trees along a street. If an alternate street tree area is not available, provide proper plantings for the available area. See Landscape Design Guidelines for further information in street trees.

6. **The Passenger Transition Zone** is the area directly behind the back of the curb allowing for passenger movement between the sidewalk and the automobile. It falls between the street furniture and the curb, and is meant to give space to vehicular passengers getting in and out of automobiles within parallel parking spaces.



7. In general, providing the (4) fundamental zones of a streetscape may be accomplished with a variety of means. While the standard pattern, as illustrated in Figure I.B may be typical, it is not intended to eliminate options and variations. Variations in streetscapes are certain and necessary, as different types of streets serve different purposes, requiring unique and individual design. A variety of options may be anticipated:



8. A street, or portion thereof, may have street furniture placed directly adjacent to the building, in the building easement and maintenance zone. This may be expected in areas which have sidewalk cafes and / or outdoor dining, or when a building entry is set back from the street to accommodate an entry plaza.

9. A street, or portion thereof, may have an arcade or colonnade providing covered passage along a portion of the sidewalk. This covered passage may extend out towards the sidewalk and occupy the street furniture zone.

10. A street, or portion thereof, may have diagonal parking, street trees provided in tree islands along the block, street lighting provided from wall sconces affixed to the building, and a clear movement zone provided from the back of the curb to the building. This prototype is typically found in dense, commercial areas.

11. A street, or portion thereof, may have a continuous landscaped verge, occupying the street furniture zone as well as the passenger transition zone.

12. A street, or portion thereof, along the streetscape may become an extension of a building entry plaza extending across all of the streetscape zones. This is typically found at the entrances to theaters, conference halls, hotels, and other buildings with a high volume of public use.



13. In each case, however, while accommodating the variations required for a vibrant community life, the required clear movement zones must be maintained.

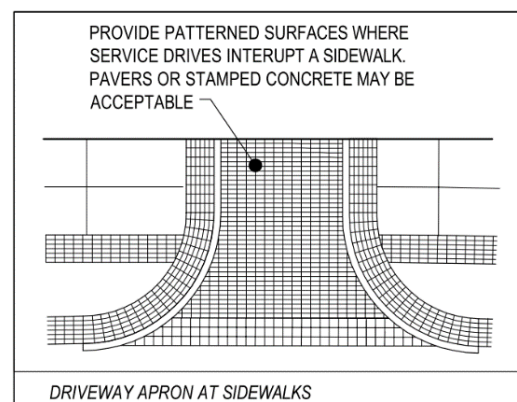
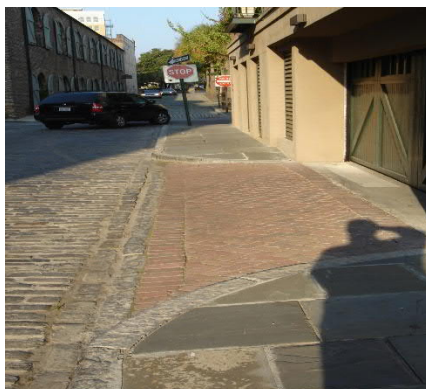
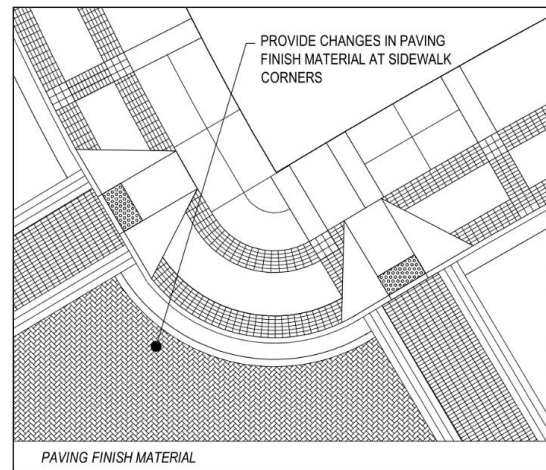
14. The width of the streetscape (i.e., the strip of land between the back of the curb line and any building elements) should be 8'-0" minimum, typically. This area may be a continuous planted verge along some roads, or a continuous sidewalk along some streets depending upon the purposes of the street and the adjacent buildings. Typically however, this 8'-0"



## Greenbrier Mixed Use PUD - Urban Design Guidelines

dimension immediately behind the back of the curb will contain both plantings as well as hardscape features. For a description of typical streetscape zones, see Figure I-B.

15. Finish patterns should emphasize the zones of the sidewalk, and should particularly distinguish the edge of the streetscape as it adjoins the street, visually marking this area of transition.
16. Finished surfaces of sidewalks should be of brick, concrete, or stone, or an appropriate combination of these materials. The clear movement zone should consist mostly of slip-resistant surfaces and textures. Various methods of finishing concrete provide for slip-resistant surfaces. Compliance with the current ADA guidelines for sidewalks and crosswalks is required throughout the district.
17. At special intersections and as an optional design, sidewalk street corners may be laid as an uninterrupted field of brick in a herringbone pattern. The finish materials and pattern of the sidewalk should be maintained through the area of the curb ramp. The use of “two curb ramp crosswalks” is encouraged to provide for a safer pedestrian environment. At crosswalk locations along Volvo Parkway, which connect the Greenbrier Mixed Use PUD to properties to the south, crosswalks shall be 10 feet wide, minimum.
18. At service entry drives, which cross a sidewalk or other pedestrian path, the paving material should continue across the drive to reinforce the clear movement zone and highlight the pedestrian way. However, a distinguishing band of material should clearly highlight the edge of the drive, visually demarking the transition from the sidewalk to the crossing driveway. The apron of these entry drives would typically be concrete.



## PEDESTRIAN WAYS

### A. Standards

1. Pedestrian ways through parks and plazas should orient the pedestrian to significant destinations, while connecting to other public ways. Pedestrian ways shall comply with the current ADA Guidelines.
2. Along pedestrian ways, recesses resulting from building setbacks along the sidewalk should be enhanced as special urban places. The recesses may become pocket plazas, landscaped gardens, or seating areas.
3. Pedestrian paths or trails through parks and landscaped or natural areas should be a minimum of 5'-0" wide. Bicycle trails through parks and landscaped or natural areas should be a minimum of 5'-0" in width. Multi-purpose pathways, those which are intended for shared-use by bicyclists and pedestrians, should be a minimum of 8'-0" wide.
4. Pedestrian pathways and trails that extend through parks and landscaped or natural areas should be provided with seating and lighting along walkways and at places of interest. Provide openings to views along pedestrian ways, with seating areas at the viewing points. Provide pedestrian scale lighting sufficient to illuminate the walkway and any seating areas.



## ARCADES AND COLONNADES

### A. Standards

1. Arcades/colonnades may be extended over sidewalks as a shading alternative to street trees. If proposed, the required clear movement zone must be maintained. Yet, the necessity of a clear movement zone should not prohibit the leasing of space within the arcade/colonnade.
2. The interiors of arcades should be adequately lit to provide the pedestrian with a continued sense of security and safety. The lighting from decorative fixtures attached to the building may be used to supplant street lighting





if it is supplied in sufficient quantity. Similarly, planters and other landscaping may be used to supplant the street trees.

## **PUBLIC ART**

### **A. Narrative**

**The character, personality, and spirit of an urban community is often conveyed most vividly through its art and culture. The City of Chesapeake has designated the Greenbrier Mixed Use PUD as a location for the development of a landscape of significant public art. In order to integrate public art in the overall vision of each project's architectural, landscape, and open space design, the artist should incorporate into the design early in the process. Use of the following goals will assist with the integration of art into the overall landscape:**

- ❖ **Artist Excellence – Aim for the highest aesthetic standards by enabling artist to create original and sustainable artwork, with attention to design, materials, construction, and location, and in keeping with the best practices in maintenance and conservation.**
- ❖ **Image – Generate visual interest by creating focal points, meeting places, modifiers or definers that will enhance the area's image, regionally, and nationally. Advertisement of any kind is prohibited.**
- ❖ **Authentic Sense of Place – Enliven and enhance the unique quality of Summit Pointe's diverse visual and cultural environments. Provide meaningful opportunities for communities to participate in cultural planning, and a means for citizens to identify with each other through arts and culture in common areas.**
- ❖ **Cultural Literacy – Foster common currency for social and economic exchange between residents, and attract visitors by ensuring that they have access to visual 'clues' that will help them navigate and embrace a potentially unfamiliar environment.**
- ❖ **Responsiveness – Without formally injecting art into the early stages of the planning process for each new development, it will either be left out, or appear out of sync with the overall growth of the built environment.**



**Encouraged medium – murals, sculpture, digital projections, light installation, etc...**

**All public art will be subject to the review and approval of the Architectural Review Committee for appropriateness.**

## OUTDOOR PLAZAS

### A. Standards

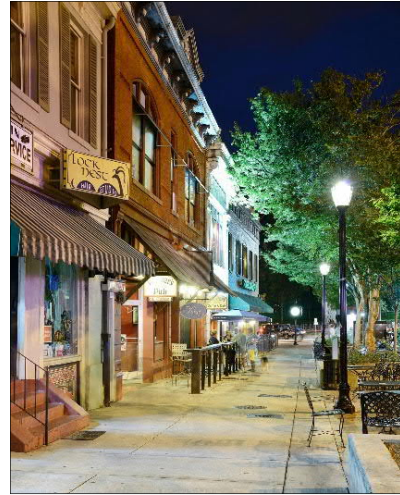
1. Outdoor plazas may be located to highlight a main entrance to a major building or to provide a series of outdoor spaces to accommodate pedestrians. Typically, plazas are pedestrian-oriented open spaces with decorative paving, lighting, and additional street furniture. Plazas may include sculpture, fountains, and/or additional landscaping, **including signage, see VI. Signage Design Standards; General Building Signage Criteria section C.11 for additional information.**
2. Outdoor plazas should not restrict or in any way interfere with the clear movement zone of the sidewalk. Plaza paving patterns, however, should be able to extend into the sidewalk area upon approval of the Architectural Review Committee.
3. Provide durable surface finishes for plaza paving. The materials selected, colors, patterns, and finishes should coordinate with the adjoining architecture.



## OUTDOOR LIGHTING

### A. Narrative

1. Lighting extends the use of a district beyond the daylight hours and into the evening, providing for the continued use of the streets and public spaces throughout the diurnal cycle. Lighting provides a sense of security and safety for the pedestrian, giving a sense of continuous habitation and oversight. This makes it a prerequisite to consistent pedestrian activity throughout the evening hours. A well-lit environment establishes the basis for the vitality of evening activities promoting public attendance, whether they are theatrical performances, concerts, dining, or late-night shopping. Lighting reactivates urban spaces for evening use, and allows the district to be a nighttime destination point. The adequacy of outdoor lighting is vital to securing the ongoing vibrancy of a mixed-used district.



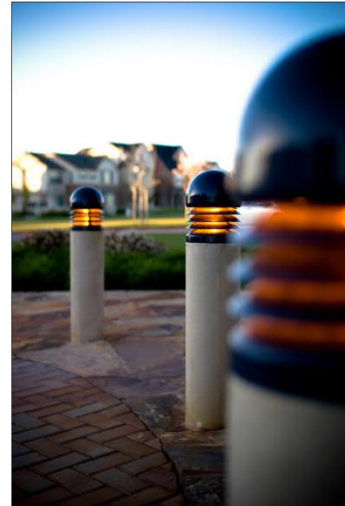
2. Street lighting practices which minimize the use of energy and reduce glare are encouraged.

### B. Standards

1. Provide lighting for the pedestrian along the street at the sidewalk, within plazas, and along pedestrian ways and access routes within parks, as well as in landscaped gardens and natural areas. Provide signalized traffic lighting in conjunction with the development of vehicular routes and traffic patterns. Develop the design and selection of building-mounted decorative fixtures in coordination with both the street lighting and the individual buildings. Provide lighting that both enhances the character of the district and subtly reinforces the distinct aspects of its neighborhoods.
2. Maintain outdoor lighting at a pedestrian scale that supplies adequate illumination for both pedestrian use of the sidewalk and street, and vehicular use of the street.
3. Lighting at the sidewalk along local streets in the Greenbrier Mixed Use PUD should maintain a pedestrian scale. A total height (pole and light fixture) of 14'-0" is preferred. Pole and fixture design should be complementary. A consistent street fixture should be provided throughout the district.
4. Building mounted fixtures will vary from building to building, but should be complementary to the overall character of the district as well as its individual buildings.



5. The lighting of selected building facades should contribute and reinforce the overall sense of building organization, massing, and façade treatment throughout the Greenbrier Mixed Use PUD. The light sources which illuminate building facades should be located, aimed, and shielded such that light is directed only onto the building façade and not onto adjoining properties. Light fixtures should not be directed toward adjacent streets or roads. The use of shields and baffles are recommended to help mitigate light spread.
6. In plazas, pocket parks, and along pedestrian pathways, consider the use of low-level outdoor lighting integrated into plaza walls, stair side-walls and/or risers, and even seat- walls. The lighting levels provided should illuminate changes in elevation such as steps, ramps, and steep embankments.
7. Bollards may also be internally lit, reinforcing the visual separation of vehicular and pedestrian routes.



## OUTDOOR FURNITURE

### A. Narrative

Street furniture establishes the actual “making” of a place, contributing the physical elements of human habitation along the street. The provision of street furniture “accessorizes” the public space, refining the identity of a place.

Street furniture typically includes seating, lighting, bollards, trash receptacles, bicycle racks, mail boxes, newspaper boxes, public telephone stations, and poles for signs, flags, and banners. Street furniture promotes pedestrian street life with amenities and conveniences which encourage the ongoing and regular use of sidewalks and pedestrian ways. It humanizes the scale of the street, placing everyday pedestrian elements within the context of the urban environment.



### B. Standards

1. Street furniture should not restrict the width of the clear movement zone of the sidewalk, whether placed in the designated street furniture zone, under an arcade, or in the easement/ encroachment zone.



2. Coherent compositions of street furniture that utilize unifying elements should be used throughout the Greenbrier Mixed Use PUD. An understandable order for pattern for the location of these elements should be provided, foreshadowing the location of these elements to the pedestrian. Furniture style, material, and colors should complement each other to produce cohesive arrangements and designs.



4. Environmental factors such as sunlight, shadow, glare reflection, wind, and rain should be considered in the placement of seating areas.
5. Seating areas should be considered at plazas, parks, landscaped and natural areas, viewing points, and points of special interest as well as at transit stops, entrances to major buildings, and at the entry points to parking structures, eating facilities and vendor kiosks. Seating areas should be coordinated with the locations of bicycle racks. Seating areas should not obstruct building entrances and should not restrict clear movement zones. Care should be taken to insure that seating areas are sufficiently illuminated.
6. Individual benches should have intermediate armrests for individual seating on the bench.
7. Bicycle racks should be provided at grade level in parking structures, at plazas, and at or near the entrances to major buildings for workers and visitors alike. Bicycle racks can be readily accommodated in the recess spaces of buildings adjacent to the entrances. In addition, bicycle racks should be provided along trails and at major destination points. Bicycle racks should not obstruct building entrances and should not restrict clear movement zones.



8. Bicycle racks should be of hardened steel that can withstand hacksaws and hammers. They should be securely anchored in concrete foundations or mechanically attached with bolts that cannot be readily removed. Care should be taken to insure that bicycle racks are sufficiently illuminated.
9. Public trash receptacles should be distributed throughout the Greenbrier Mixed Use PUD. Visible and conveniently located for pedestrians, receptacles should be placed at corners, in plazas, and possibly at mid-block locations along lengthy streets. Public trash receptacles should be located in proximity to restaurants, outdoor dining facilities, vendor kiosks, public gathering areas, and areas designated to hold scheduled public events.

10. Public trash receptacles should consist of an outer decorative shell and a replaceable, impact-resistant liner. The receptacle should coordinate with other street furniture – particularly street lights – in terms of material, color, and finish.

11. Bollards may be metal or textured concrete, stone, or a combination of these materials. While bollards are typically permanent, they may be removable where they are intended for intermittent use, such as in multifunctional spaces.

12. Sign poles, such as stop and advisory signs, should be of a uniform size and form and should be capped. The edge of the walk should conceal the anchorage.

13. Street furniture should be designed for long-term use and shall be of a durable material and finish. All exposed metals should be coated or otherwise treated to withstand oxidation/corrosion, abrasion, and damage from airborne salts. Maintenance will be required at regular intervals to keep the furniture items looking well kempt. All street furniture should be set plumb and level.



## OUTDOOR DINING AND SIDEWALK CAFES

### A. Narrative

Outdoor dining/cafes are seasonal social gathering areas when weather permits. They provide safe, comfortable places where people can stop to rest, view, socialize, and relax while they dine. They are encouraged when possible and where space permits. Successful outdoor dining areas activate and energize the street, attracting more people to participate in the life of the street, to see and be seen. A staple of the street life of contemporary culture, outdoor dining areas and sidewalk cafes assist in maintaining an active street scene. Their ability to regularly attract people throughout the day and evening assists in the promotion of adjoining shops and businesses.

### B. Standards

1. Locate outdoor dining areas and cafes to take advantage of views, such as parks and plazas, as well as along streets with larger streetscape widths. In addition, outdoor dining areas and cafes should be considered for interior court spaces.

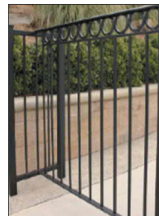


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2. Typically, outdoor dining areas and sidewalk cafes front along the restaurant of an adjacent building and should not extend beyond the length of the lease space.
3. The design of outdoor dining areas and sidewalk cafés should be compatible to the architecture of the “parent” or “host” building. They should also be designed to complement the character of the street context.



4. No element affiliated with an outdoor dining area/sidewalk café, whether perimeter railings, fencing, plantings, menu board, or other item, may obstruct the width of the required clear movement zone.
5. Canopies, awnings, or table umbrellas are encouraged and may be used to provide shading and screening for the diners.
6. Exterior flooring other than sidewalk materials may be used at outdoor dining areas set back from the established right-of-way. Paint, grass, artificial turf, carpet, platforms, and any interior finish materials or treatments should not be allowed.
7. The design of perimeter railings or fencing should complement the concept and materials of the restaurant's exterior and the context of the adjoining public realm. Railings and posts may be of metal, wood, and/or stone. Landscaping elements should also be complementary with the adjacent structures.
8. Fencing may be designed and constructed for permanent or temporary/seasonal installation. If the fencing is to be left in place during the off-season, it must be maintained in a well-kept fashion. Temporary posts and railings are not permitted to be stored within public view.
9. Except for wall sconces or bracketed light fixtures, all other furnishings, amenities, accessories, and service items should be removed from the outdoor café area off season. When stored, any outdoor café items or furnishings should be concealed from public view.



Acceptable fence and railing options for outdoor cafes



## UTILITY SERVICES

### A. Narrative

Utility services should be located under the sidewalk adjoining the curb where practical. This will provide a sidewalk clear of unsightly elements impinging upon the flow of pedestrian traffic while also maintaining a means of access to them. In situations where this is not practical, they should at least be concealed within the architectural design. This will also minimize the disruption to both pedestrian and vehicular flow during service and maintenance operations.

### B. Standards

The Architectural Review Committee shall maintain and regulate standards for the location, design, and detailing of all utility connections, including, but not limited to:

1. Transformers
2. Building generators
3. Dumpster enclosures
4. Electric, gas, or other meters
5. Telecommunication equipment
6. Security Cameras





## IV. Architectural Design Standards



### Building Site Placement

#### A. Statement of Intent

1. Locate and orient the buildings so that a balanced environment is created for the comfort, visibility, and accessibility of both the pedestrian and the automobile.
2. Ensure build-to lines and allowable building setbacks provide adequate circulation routes with sidewalk space at the street for expected pedestrian densities and intended amenities.
3. Promote greater pedestrian traffic at the street by providing a street of adjacent buildings.
4. Promote mixed-usage of both the buildings and the street blocks.
5. Promote sufficient levels of massing and density to achieve an intensified level of pedestrian activity.
6. Provide the means for increased densities at the block while promoting light, air, and movement at the street.
7. Use building street façades to define a more pedestrian-intimate experience on primary streets at street level.

### B. Narrative

Building site placement is a critical element in determining how people will use the public space to get from one place to another. Its development follows from the layout of streets and blocks, in this case a grid framework of pedestrian-oriented blocks. Building site placement is essential in framing the space of a street and providing a sense of enclosure. Yet the siting of buildings also determines how accessible private spaces are from the public realm, encouraging frequent exchange between inside and outside, and enhancing pedestrian activity.

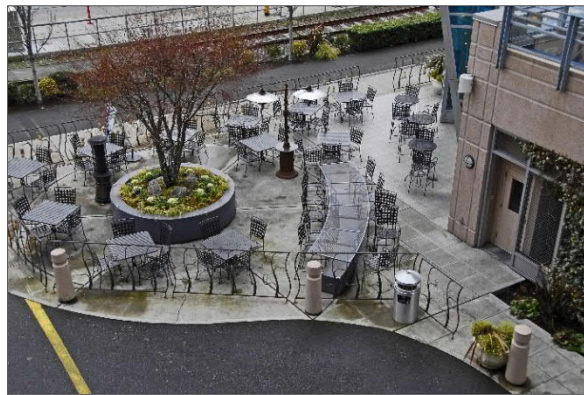
Building site placement is also one of the initiating factors of the character of a place. A consistent placement of adjoining buildings at the edge of the right-of-way gives the public realm a pedestrian sensibility; street-walls (the vertical plane resulting from a contiguous line of buildings) are created, providing a more intimate urban form. Places are more easily accessible to pedestrians, and crossing the street feels safer because vehicles move more slowly in an environment that brings pedestrians and vehicles closer together. The details of everyday objects take on greater significance in this environment, as they are more readily observed. In other words, pedestrian oriented environments establish public space as the backdrop of daily human activity and experience.



The Greenbrier Mixed Use PUD unites commercial, retail, cultural, entertainment, and residential uses within a single district. Street-walls and building frontages should be designed to invite pedestrian use of the plazas and sidewalks. Framed primary pedestrian streets and plazas will convey a sense of protection, safety, and security while providing spaces for public enjoyment.

### C. Standards

1. Building frontages should tend to align along the street at the property line or front onto the surface parking lot. Of course, building setbacks are allowed to accommodate outdoor dining, plazas, landscaping, and other amenities.
2. Consider the placement and form of buildings at corners and how both factors may promote pedestrian activity.
3. Locate the district's major building structures at walkable distances from each other (1/4 mile) and distributed throughout the district. Orient their major entrances to local streets.



4. Locate smaller shops, businesses and retail services in the field of the block between major office buildings and parking structures and between other significant destinations within the district.
5. Parking structures and lots should not be clustered but dispersed at walkable distances along the length of the Greenbrier Mixed Use PUD. Such placement will reduce the traffic volume within the village by providing easy vehicular access and exit to major traffic corridors. Diffused placement will also encourage drivers and their passengers to take a short walk past stores and restaurants on the way to their intended destinations.
6. For long blocks or buildings with open interior courts, coordinate the location of openings with regard to climatic conditions; sunlight, prevailing winds, etc.



## ARCHITECTURAL MASSING

### A. Statements of Intent

1. Present a unified form for the Greenbrier Mixed Use PUD at both grand and human scales.
2. Highlight the significance for the Greenbrier Mixed Use PUD as seen from a distance while maintaining its human scale and approachability at the street.
3. Provide for greater densities while safeguarding the provision of light, air, and views at the street.
4. Distinguish major buildings and parking structures within the district as destination points from the more pedestrian-oriented walking environment.
- 5.

### B. Narrative

A coherent and legible urban form results from the orchestrated placement of building masses throughout an area. Building massing simultaneously presents an overall image of a district when viewed from a distance, and involves an orderly arrangement of buildings within the district, one that allows for sun, air, and light to filter to the street level. Building masses derive not only from the programmed use of the spaces within, but also from the physical constraints of the site (zoned height limitations and required setbacks). Implicit massing relationships suggested by the adjoining context may also influence the massing of buildings.

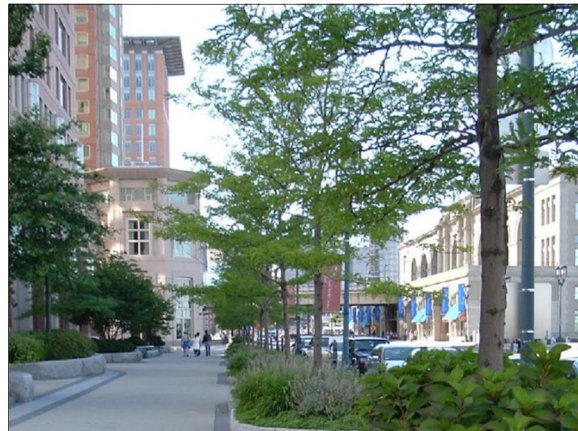




The overall visual impression of building masses is further refined and brought into human scale through articulations of the building façade. The articulation of the façade transforms buildings from abstract volumes into backdrops for human activity. The greatest level of detail is both required and provided at the building's ground level. For it is here, at the street level, where the conduct of daily life is experienced.

### C. Standards

1. Develop a coherent system of coordinated building masses. Integrate differing volumes by using similar and/or complementary materials and a coordinated system of horizontal datum lines. Provide building forms that step down to the street within a block. Conversely, massing should step back from the build-to line with increasing heights.
2. Locate buildings of smaller mass within the field of the block between major buildings and parking structures. Locate buildings of greatest mass along arterials, within the interior of the block, and stepped back from the street.
3. Relate building massing both to frame and reinforce view corridors and to establish gateways. Design forms for each block that create a coherent mass which presents the area as unified when viewed from a distance.
4. Maintain an adequate provision of light, air, and views at the street. Consider the relationship of building heights at the block to the impact of solar access at the street. Consider daylight factors and access to light for businesses and stores located at or near the ground level.
5. Organize buildings to control the impact of shadows both on the other buildings and on the street, as well as to mitigate against the impact of wind currents and downdrafts.
6. Buildings may be defined in terms of their height:



## Greenbrier Mixed Use PUD - Urban Design Guidelines

- A low-rise building is any building less than 35'-0" in height, measured above the grade plane.
- A mid-rise building is any building between 35'-0" and 75'-0" in height, measured above grade plane. Parking structures may be mid-rise buildings, and it is recommended that they contain retail uses at the ground floor level to encourage and maintain pedestrian activity.



*View to Existing Dollar Tree HQ Building from East Parking Lot*

- A high-rise building is any building greater than 75'-0" in height, measured above the grade plane. No part of the building or any approved vertical attachment should exceed the height limits established for air navigation safety. Building setbacks may be considered for the increasing heights of the building to allow additional daylight to reach the street. Parking structures may be incorporated into high-rise building structures both as a means of conjoining parking and vertical development and as a means of visually screening parking structures and incorporating them into the streetscape. As much as possible, retail uses should be maintained at grade.



*View to Existing Dollar Tree HQ Building after Phase I Build-Out*

### Example:

The illustrations on this page indicate one possible scenario for the development of the B1 land bay of the Greenbrier Mixed Use PUD. The images above does not intend to show actual designs for this area, but rather exemplify the general massing, density, and open space provisions that would apply to all areas of the Urban Mixed Use PUD.

## BUILDING FORM

### A. Statements of Intent

A cohesive urban vision can be maintained as the district develops over time by taking a form-based approach to the desired outcome. Building form will be regulated within the Greenbrier Mixed Use PUD through the establishment of several acceptable building lot typologies. These Building Lot Types will be used as a pattern book to help developers and designers visualize appropriate building forms for various uses. The Building Lot Types will also provide diagrams for building setbacks and lot coverage. While the examples below attempt to document the building typologies that will likely become part of the Urban Mixed Use PUD, other Building Lot Types may be deemed to be acceptable if approved by the Architectural Review Committee.



*Existing Aerial*



*Example of Full Build-Out*



## FAÇADE TREATMENT

### A. Standards

1. Provide coordinated building compositions that use a very readable system of building divisions. The ease with which a consistent human scale can be seen or sensed along the urban sidewalk will determine the comfort level and sense of security for the pedestrian at the street.
2. Provide designs that express a base, middle, and top. This provides a visual order to the building, particularly for high-rises. These simple divisions allow the pedestrian to understand the building scale in relation to himself/herself – a component of human comfort.
3. Provide façade designs that allow the base to visually anchor the building to the ground. The expressed height of the base should be proportional to the overall height of the building. The vertical extent of the base lets the pedestrian understand the relative heights of the buildings along the street.
4. Horizontal projections (base, belt courses, frieze panels, cornices) and other linear elements should continue visually from one adjoining building to another. This will provide the greatest sense of enclosure and comfort to the pedestrian.
5. Linear bands need not align precisely; variation can occur - coursings can step up or down, projecting elements can be reversed, and even new lines can be added. Variations will occur, within the field of a single building or along the span of a street block, though the sense of continuity should be maintained.
7. Provide façade treatments with the greatest amount of detail and refinement at the street. A variety of the following features should be incorporated into each building façade design:
  8. Recesses or projections
  9. Overhangs.
  10. Peaked or articulated roof forms.
  11. Raised corniced parapets.



12. Fine Architectural detailing at the building's grade level.

13. Arcades.

14. Arches.

15. Canopies or porticos

16. Parapets over entryways.

17. Display windows

18. Integrated landscaping, including the use of planters, and/or seating at recessed areas.



19. Façade design should vary along the street block, as opposed to presenting a single face for the block along all or great extents of the street.

20. Building corners should address their street corners with principal entrances, chamfered or curved building corners, or other means that distinguish the building at the corner from the field of the building facade. Towers, turrets, bay windows, or other devices are encouraged as a means of articulating street corners. However, it is not the intention of the guidelines that every corner has a strong “attention-getting” device.



21. Buildings should have their principal pedestrian entrances along local streets rather than along collectors or arterials.

22. Design the exteriors of parking structures to visually integrate with their surroundings. Design parking structures façades so that the sloping floors of the interior ramp are hidden from view.

23. Dominant exterior building materials (exposed to view on public rights-of-way) should be brick, natural stone, architectural metal, architectural concrete, glass, and cementitious siding for some residential buildings. Secondary or accent exterior building materials should be anodized aluminum, stainless steel, copper, bronze, brass or painted steel. Mortar and caulking colors should be compatible with the predominant material. Provide durable materials at the ground floor to ensure and maintain a high quality built environment.



24. The maximum amount of glazing should be provided at the first and



second levels to provide a sense of continuous human presence and of ongoing habitation and activity.

25. Integrate rooflines and articulate prominent roof tops. The tops of flat-roofed buildings should be visually articulated, with projections providing visual interest and shadow lines.
26. Rooftop equipment should be screened or concealed from public view. Rooftop amenities such as garden terraces, restaurants, or recreational courts and pools that also conceal mechanical and other equipment are encouraged. Rooftop equipment should be neatly organized, taking into account views onto the roof from the other adjacent structures. The roof should be considered as the “fifth facade.”

## STOREFRONTS AND GRADE-LEVEL SPACES

### A. Statements of Intent

1. Provide the pedestrian with an inviting urban environment that encourages daily movement, evening activities, social gatherings at the street, and the viewing of shops and businesses.
2. Emphasize the importance of the pedestrian by providing direct access and multiple primary entryways from the sidewalk to the street level and at above-grade businesses.
3. Provide the pedestrian with a sense of safety and security along the full length of the street with transparent glass storefronts, particularly at the first two or three stories.



## B. Standards

1. The Architectural Review Committee shall maintain and regulate standards for storefront and grade-level exterior construction, including but not limited to:
2. Customer entrances should be clearly defined and highly visible. Provide primary entry from the street entries into the building from the street where appropriate.
3. Portions of the storefront at the building line may be set back to further articulate grade-level spaces and to provide opportunities for additional pedestrian amenities. Seats, landscaping, and other pedestrian conveniences must remain out of the clear movement zone of the sidewalk. Building setbacks offer possible locations for these amenities as well as for bicycle racks.
4. Provide a pattern of transparent glazing at both grade and second floor levels to increase visual communication between inside and outside and to increase the pedestrian's sense of safety. Consider integrating transparency into building entryways located near storefronts.
5. To the greatest extent possible, maintain glazing at the street level as an uninterrupted pattern. Where it must be broken, minimize the amount of opaque wall surface between window segments.
6. Grade level businesses should provide loading and trash collection access ways placed between storefronts. However, trash collection, service, and loading areas should be, to the greatest extent possible, screened from public view.
7. Grade-level businesses and storefronts should provide features and pedestrian-oriented amenities at the street, such as display windows, awnings, etc.
8. Exterior lighting at the storefront or grade-level business along its full length is encouraged. Where lighting is provided, fixtures should be attached to the façade with the bottom of the fixture at no less than 8 feet above finished grade.



## RESIDENTIAL BUILDINGS & FRONTAGES

### A. Statements of Intent

1. Residential uses are encouraged throughout the Greenbrier Mixed Use PUD. Building forms and façades that are both urban and residential are recommended. Likewise, mixed-use residential buildings, with retail space below residential units, are encouraged
2. Building frontages and entrances are encouraged to be at or near the sidewalk.
3. The use of intermediate spaces between the public and private realms, such as porches and balconies, is recommended.
4. Encourage design that provides the resident with a sense of privacy and the pedestrian with a sense of security resulting from visual oversight of the street by residents.



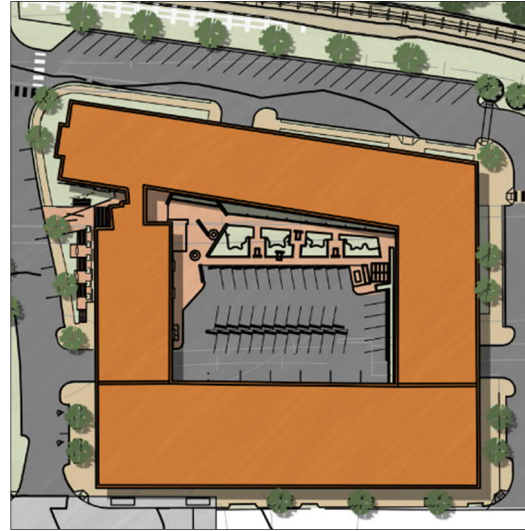
### B. Standards

1. The design and scale of the architectural façade and the provision of its details and features, particularly at grade and second levels, should be residential. Provide a select combination of features, including porches, balconies, recessed entries, bay windows, trim and window detailing, brick patterning and belt courses, articulated corners, and cornice detailing.
2. Provide an ordered, human-scaled system of architectural elements on the building's face. Windows and doors should tend to align, and a sense of rhythm and pattern should be present.
3. Principal residential building entrances should be highlighted and made distinct from any adjoining store and business fronts.





4. The ground floor should be elevated above finished grade to achieve a greater sense of privacy and security from the street for the resident.
5. Consider articulating or emphasizing building corners with quoins, medallions, patterned brick, or stonework.
6. Parking for residents may be made available in the parking courts enclosed by residential perimeter block apartment buildings, in the parking structures throughout the Greenbrier Mixed Use PUD, or as is available on the street.



## CANOPIES AND AWNINGS

(Note: see outdoor dining section for additional information.)

### A. Statements of Intent

1. Protect the pedestrian from rain, wind, glare, direct sunlight, and reflections. Utilize systems that are multifunctional and multi-seasonal.
2. Incorporate architectural design elements to the street that serve as visual cues to the pedestrian about nearby shops and business services.
3. Ensure that awnings and canopies complement their architectural context and are appropriate for both the individual building and the entire street, while still providing establishments with the opportunity for individual expression.



### B. Standards

1. Weather-protection features such as awnings, canopies, porticos and entry elements should be provided at building entrances. Canopies typically refer to elements extending perpendicular from a main building entry towards the street. Awnings typically refer to elements, which extend over and shade storefront windows of commercial businesses. Awnings may also be used as decorative architectural features, such as in the mid-height floor windows of a hotel.

2. Canopies should frame entrances. Posts which support a canopy should not interfere with the clear movement zone of the sidewalk. Consider the design of other methods of structural support, such as cables or rods attached to the building and extended out to hold the canopy from above.

3. A series of awnings provided along an establishment's facade should maintain a consistent design.

4. Awnings may be located at grade and second level windows. The width of an awning would typically match the width of the building's opening for the window. Other locations for awnings may be considered, but are subject to review and approval.



5. Canopies and awnings should be of fire-resistant material, or of metal and/or glass treated to withstand oxidation, corrosion, and deterioration from airborne salts. Awning fabrics will vary, and the basis for selection should include color retention and durability.



6. Awnings can be of various forms and sizes, but should not extend more than 4 feet from the face of the building and should not be lower than 8 feet above finished grade.

## FENCE AND RAILINGS (AND TEMPORARY BARRICADES)

### A. Standards

1. Railing design is typically the manipulation of metal bars into new or traditional forms that are then applied as features of the architectural facade. When placed in succession along a length of a façade, they create a pattern. In the Greenbrier Mixed Use PUD, those forms and patterns may be innovative or traditional, as well as referential to the area's historical importance.
2. Railing design may use metal bars that vary from  $\frac{3}{4}$  of an inch to 2 inches or greater. Bar thickness should be determined by the level of refinement desired in the design and the distance or height from which it will be viewed. For any continuous fencing, metal color finishes should be coordinated and complementary to their architectural context.
3. Exposed metal should be treated to withstand oxidation, corrosion, and deterioration from airborne salts in coastal environments. Fencing may be of metal, stone, masonry, or an approved combination thereof. Metals should be bronze, brass, stainless steel, steel painted of a color or colors which are compatible with finishes of adjacent buildings, or other approved materials.
4. Metal fencing and gates typically are made up of horizontal rails that attach to thicker metal posts. This basic framework provides an adequate structure that can then easily support a variety of picket designs and panels.
5. Metal fence posts may be 1-4 inches thick of square or round tubing that may be steel or aluminum. They are typically set in concrete footings. Metal fence rails may be  $\frac{3}{4}$ "-1" thick of square or round tubing or solid bars that may be steel or aluminum.
6. Consider maintenance access when selecting the location or placement of fencing and railings. It should remain easy to reach all sides that require periodic paint or coating applications, mortar replacement, anchoring, inspection, and cleaning.
7. Drainage along the bases of metal fencing and screen walls should be provided so that unintended surface water does not collect behind these elements.





## LOADING & TRASH COLLECTION AREAS

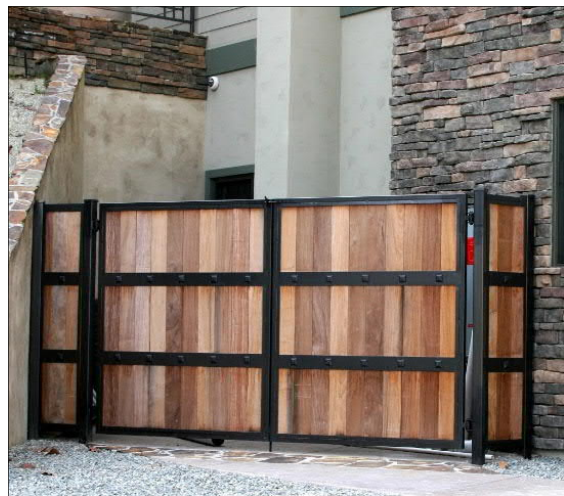
### A. Statements of Intent

1. The visual screening of loading and trash collection will assist to maintain the street space as an environment for pedestrian comfort and safety.
2. In intensely developed areas, building service functions should be concealed from view, preferably with either internal truck docks or screened service courts. At a minimum, landscape shielding should conceal service areas from major views, while maintaining materials delivery and trash collection points as functional and accessible spaces.
3. Minimize curb cuts and service access points along building frontages.
4. Minimize the linear frontage of service areas along the street and maximize the amount of storefront space.



### B. Standards

Conceal loading and trash collection areas within the building or within the interior or “back” of the block. Disperse or consolidate service areas as deemed best to minimize service area frontage along the street. Avoid or minimize service access into buildings from primary pedestrian streets within the district. Where exceptions must occur, provide screen walls or other devices to minimize the impact of the service court along the street. Link internal service areas to each other with corridors and to the floors above with service elevators. Provide recessed, automatic roll-up service door systems with unobtrusive materials or subdued, durable paint finishes on the exterior face. Metal surfaces should be coated or otherwise treated to withstand oxidation, corrosion, and other deterioration from airborne salts. The loading and trash collection spaces within the building should be arranged so that no maneuvering directly incidental to entering or leaving a loading space will be on any public street, alley, or walkway.



1. Each loading and trash collection space should have maneuvering areas with adequate and direct access to the street and adequate vertical clearance.
2. Loading and trash collection areas and entrances should be provided and maintained with a concrete surface.
3. Loading and service areas should be provided with drains and wash-down facilities.







## V. Landscape Design Standards

### TREE & PLANTING RECOMMENDATIONS

#### A. Introduction

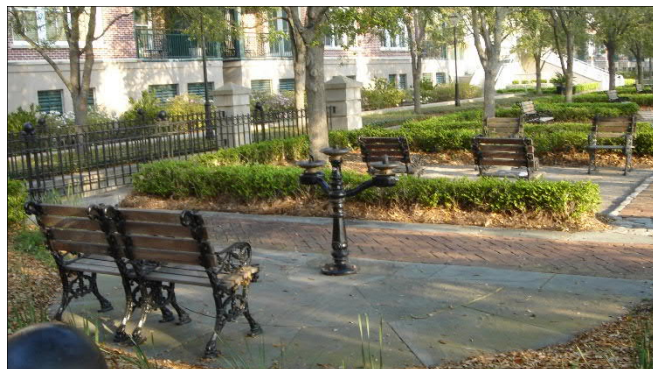
Trees and plants serving as a buffer between the sidewalk and the street encourage regular pedestrian use of the sidewalk. The summer sun becomes less glaring with a leafy tree canopy, the vehicular traffic becomes less intrusive to the pedestrian with a buffer of green placed between them, and the environment becomes more appealing for a comfortable walk to a nearby destination.



A quick glance at the trees and plants lining an urban street reveals the variety of purposes they serve. Some act as buffers, keeping pedestrians at a safe distance from traffic. Others provide much desired shade on hot summer days. Still others frame points of interest along the streetscape, or call attention to a particular entrance to a building. Some may even provide a pleasant place to sit while enjoying a lunch from the neighborhood deli. In general, plants and trees enhance the street environment, reinforcing the public realm of the street as a place for the pedestrian, and as a place for social interaction within an urban setting.

A well-planned urban landscape encourages individuals to walk rather than drive when traveling distances of a quarter-mile or less. Pocket parks linked by continuous street landscaping make the street feel more comfortable.

Extended throughout and between districts, street landscaping allows pedestrians to feel that the sidewalk is a realm of the pedestrian. Streetscape, open space landscape and hardscape areas, as well as parking lots and lakefront improvements shall be landscaped in a manner approved by the Architectural Review Committee.



## A. Standards

1. Street trees and plants selected should be appropriate for the street conditions they are placed within. Consider whether or not trees and plants will be in shade or sun most of the day, or at what times of the day they will be impacted by direct sun or shadow. Consider varying tree types or strategies on north and south sides of the same street. Consider varying tree species per street or block to avoid widespread tree blight in the future.
2. In the street furniture zone of the sidewalk, provide trees spaced at regular intervals and centered in tree wells. The spacing should not be less than 25 feet on center and not more than **44** feet on center.
3. Coordinate alignment between trees on both sides of the street and maintain that alignment as much as possible. Street tree intervals may be interrupted by vehicular access ways, utility access locations, street furniture requirements, or the approved highlighting of special building signage or façade aspects.
4. Shrubs or other low plants may be used in place of street trees when tree canopies will block a view to a special building façade, architectural feature, sculpture, or signage. The alternative planting should be coordinated with the feature being highlighted.
5. Between street tree wells provide ground cover plants or shrubs that are capable of withstanding dry or drought conditions. Maintain ground cover year-round. Otherwise, the tree well becomes a depository for litter and degrades the appearance of the sidewalk and the adjacent businesses.
6. Soil conditions should be considered in the selection of tree well sizes. For more clay-based soils, a 5-ft. x 8-ft., **6-ft. x 4-ft.** or 5-ft. x 6-ft. tree well is recommended. In soil conditions more favorable to growth, tree well sizes may be reduced, but should not be less than 5-ft. x 5-ft.
7. Tree grates should be limited to sidewalks where conditions contribute to a narrow clear movement zone. ADA-compliant grates for such conditions shall be utilized. Grates should be installed on ledges so that a minimum of 6 inches of air space is maintained between the bottom of the grate and the top of the graded soil in the tree well.





- 8 The caliper of a planted tree should be dictated by the size of the tree well and soil conditions. A tree with a caliper not greater than 2 1/2"-3" should be placed in 5-ft. x 5-ft. tree wells due to the reduced area prepared for the tree root system. Trees with a caliper not greater than 3"- 3 1/2" should be placed in 6-ft. x 6-ft. or 6-ft. x 8-ft. tree wells.
- 9 Ornamental trees should be planted no further than 12 feet on-center. They may be used to highlight special features of the urban landscape. They may also be used to provide color and variety to the landscape. Ornamental tree usage at street intersections can supplement regular street tree plantings on roadways with medians, greens, roundabouts and squares.
- 10 All utility lines, particularly lateral sanitary sewer lines, should be designed so they will not interfere with tree well locations.



## URBAN PARK LANDSCAPING

### A. Narrative

Urban parks, plazas, and squares should provide Greenbrier Mixed Use PUD with a variety of public gathering places. They should be linked by tree-lined pedestrian walkways and furnished with a range of seating types, water features, planting schemes, recreational

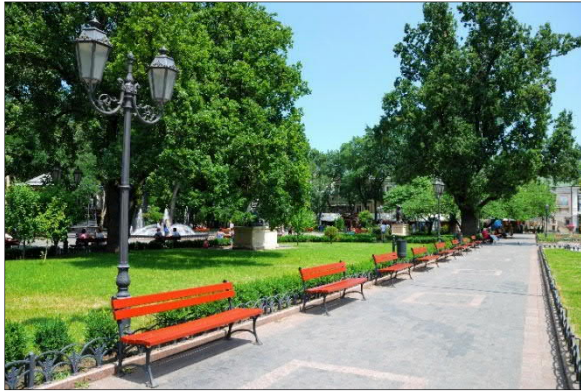


opportunities, and attractive lighting. Parks, landscaped plazas, and squares should harmoniously blend the fabric of Greenbrier Mixed Use PUD with nature and the public realm. They should be safe, comfortable, and interesting.

Landscape plazas should have numerous entrances and exits, be free of high hedges and walls, offer a variety of seating, and directional choices. They should provide opportunities for lavish flower and shrub beds, as well as provide for relaxation and neighborly conversations in a tree-shaded environment. Timely security checks and daily maintenance will assist in the creation of safe places for the community.



Open space should be provided to include such uses as community parks, picnic areas, a variety of passive recreation areas, pet parks, tot lots, and open lawns and shall be designed in a manner approved by the Architectural Review Committee.



## PLANTERS

### A. Introduction



In an urban environment, planters offer the opportunity for vegetation in spatially constricted areas. Planters bring an aesthetically pleasing element to the public realm and provide an urban environment encouraging and inviting to pedestrian travel. Planters offer an opportunity to present vegetation together with architectural detailing. They both add character to, and unify the character of, the public realm, enlivening the urban experience.

Planters are, in fact, a clear indication of the significance of pedestrian activity in urban environments. They allow plants to act as sunscreens as well as wind buffers. They may serve to delineate special features within the streetscape such as entry points or small seating areas. They may also be used to provide privacy for outdoor diners, separating eating areas from travel paths.

Planters need to be selected for their association with a given context as well as their appropriateness for the plants they are intended to support. Plants and their containers need to be compatible, i.e., the container (and liner, if used) needs to be of a construction, volume, form, and size to ensure the healthy life of the plant.

In summary, for planters to be a successful addition to the urban context, they must work on three levels: they must complement the architectural context in form, detailing, color, and materials; they must be appropriate to the plants they will contain; and they must be properly maintained for their continued enhancement of the public realm. Planters and their placement shall be approved by the Architectural Review Committee.



## B. Standards

1. Planters, or the plants they contain, should not extend into the clear movement zone of the sidewalk. See the streetscape guidelines for clear movement zone widths.

2. Planter locations should coordinate with other functions at the sidewalk, pedestrian way, public plaza, and setback areas along building frontages. Planters outside the sidewalk's street furniture zone should be encouraged at the following locations in the public realm: storefronts, perimeter railings of outdoor cafes and dining areas, plazas, and building entrances.



3. Container or planter gardens may be utilized in outdoor cafes to define their outer boundaries, to soften the “feel” of the space, and to provide visual interest and enjoyment for the café’s patrons as well as passersby.
4. Planter design, material, and construction should be appropriate for the plants they contain and sustain the plant for its expected life. Planters should provide for adequate drainage, and conversely, be able to retain adequate water amounts, depending on the requirements of the plant.
5. Planter design, materials, size, and form should complement their contexts and be of a scale appropriate to their environment. Planter shells or outer decorative covers should be stone, freeze-proof clay, decorative finished concrete, metal, select woods, or appropriate combinations thereof.
6. Recommended select woods are teak, cedar, and ipé. They are to be stained, oiled, and/or clear-coated and are to be maintained with periodic refinishing. Painting of selected or approved wood for planters might also be considered.



7. Planters that are plastic or obviously plastic in nature are prohibited. Planters of composite materials appropriate to the urban environment may be approved by the regulating authority.
8. The establishment owning and providing the plants and planters shall be responsible for the well maintained appearance and proper maintenance of the planters and the plants they contain. The owner should ensure plants and planters do not obstruct the clearance required in the movement zone of the sidewalk.
9. Planters and their contents are subject to review and approval.

## PLANT TYPES

The following plant types are recommended as appropriate in **Chesapeake**.



Oak



Red Maple and Mixed Trees

## CANOPY TREES

Acer rubrum "Autumn Blaze"	"Autumn Blaze" Red Maple
Acer rubrum var. drummondii	Drummond Red Maple
Acer rubrum "October Glory"	"October Glory" Red Maple
Acer rubrum "Red Sunset"	"Red Sunset" Red Maple
Betula nigra	River Birch
Carya ovata	Shagbark Hickory
Ginkgo biloba Maidnhair	Tree (male)
Liquidambar styraciflua	Sweet Gum
Liquidambar styraciflua "Rotundiloba"	Sweet Gum
Liriodendron tulipifera	Tulip Poplar
Nyssa aquatica	Water Tupelo
Nyssa sylvatica	Black Gum
Nyssa sylvatica var. biflora	Swamp Tupelo
Platanus x acerfolia "Bloodgood"	London Plane Tree
Quercus hemisphaerica	Laurel Oak
Quercus laurifolia	Swamp Laurel Oak
Quercus nigra	Water Oak
Quercus phellos	Willow Oak
Quercus shumardii	Shumard Oak
Quercus virginiana "Highrise"	Live Oak
Quercus virginiana "Southern Shade"	Live Oak
Ulmaceae zelkova serrata	Japanese Zelkova





Magnolia



Crape Myrtle



Dogwood

### EVERGREEN TREES'

<i>Cedrus deodora</i>	Deodar Cedar
<i>Chamaecyparis</i>	Atlantic Whitecedar
<i>Ilex glabra</i>	Inkberry
<i>Ilex opaca</i>	American Holly
<i>Ilex verticilla</i>	Winterberry
<i>Ilex vomitoria</i>	Yaupon Holly
<i>Juniperus virginiana</i>	Eastern Red Cedar
<i>Magnolia grandiflora</i> "Brackens Brown Beauty"	Southern Magnolia
<i>Magnolia grandiflora</i> greenback	Greenback Magnolia
<i>Magnolia virginiana</i>	Sweetbay Magnolia
<i>Pinus strobus</i>	White Pine
<i>Pinus taeda</i>	Loblolly Pine
<i>Thuja occidentalis</i>	Eastern Arborvitae

### ORNAMENTAL TREES

<i>Amelanchier arborea</i>	Downy Serviceberry
<i>Amelanchier canadensis</i>	Serviceberry
<i>Betulus nigra</i>	River Birch
<i>Cercis canadensis</i>	Eastern Redbud
<i>Chionanthus virginicus</i>	Fringe Tree
<i>Cornus kousa</i>	Kousa Dogwood
<i>Cornus florida</i>	Flowering Dogwood
<i>Crateagus flava</i>	October Hawthorne
<i>Lagerstroemia indica</i>	Crape Myrtle
<i>Magnolia virginiana</i>	Sweetbay Magnolia
<i>Persea borbonia</i>	Red Bay
<i>Pistacia chinensis</i>	Chinese Pistache
<i>Salix nigra</i>	Black Willow
<i>Styrax japonica</i>	Japanese Snowbell





Hibiscus – Rose Mallow



Pin Oak & Snowball Viburnum



Nandina

## DECIDUOUS SHRUBS

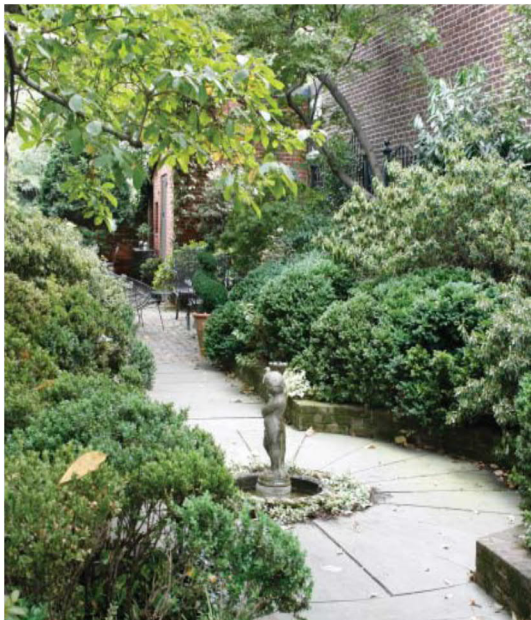
Aralia spnosa	Devil's Walking Stick
Aronia arbutifolia	Red Chokeberry
Calycanthus floridus	Sweetshrub
Clethera alnifolia	Sweet Pepper Bush
Cotinus coggygia "Grace"	Pink Smokebush
Cornus amomum	Silky Dogwood
Cornus racemosa	Grey Dogwood
Cyrilla racemiflora	Swamp Cyrilla
Forsythia x intermedia	Forsythia
Hamamelis x intermedia "Arnold Promise"	Arnold Promise Witchhazel
Hibiscus moscheutos	Rose Mallow
Hydrangea arborescens	Wild Hydrangea
Hydrangea macrophylla	Bigleaf Hydrangea
Hydrangea paniculata "Grandiflora"	Pee Gee Hydrangea
Hydrangea quercifolia	Oakleaf Hydrangea
Ilex verticilla	Winterberry
Ilex virginica	Virginia Sweetspire
Itea virginica	Virginia Sweetspire
Nandina domestica	Nandina
Rhododendron atlanticum	Coast Azalea
Rhododendron periclymenoides	Pinxter Azalea
Rhododendron viscosum	Swamp Azalea
Rhus glabra	Smooth Sumac
Sambucus canadensis	Common Elderberry
Spirea japonica	Japanese Spirea
Taxodium distichum	Bald Cypress
Vaccinium corymbosum	Highbush Blueberry
Viburnum dentatum	Arrowwood Viburnum
Virburnum plicatum tomentosum	Japanese Snowball Virburnum
Viburnum prunifolium	Blackhaw Viburnum



Snowball Viburnum



Azalea



Evergreen Shrub



Fountain Grass

## EVERGREEN SHRUBS

Abelia grandiflora	Abelia
Cyrilla racemiflora	Swamp Cyrilla
Ilex crenata	Japanese Holly
Ilex cornata 'Burfordii'	Chinese Holly
Hypericum x "Hidcote"	Hidcote St. John's Wort
Ilex glabra	Inkberry
Myrica cerifera	Wax Myrtle
Myrica heterophylla	Southern Bayberry
Myrica pennsylvanica	Northern Bayberry
Nandina domestica	Heavenly Bamboo
Juniperus chinensis sargentii	Sargent's Juniper
Prunus laurocerasus 'Otto Luyken'	Otto Luyken Cherry Laurel
Rhododendron atlanticum	Coast Azalea
Rhododendron viscosum	Swamp Azalea
Rhodotypos scandeus	Black Jetbead
Viburnum tinus	Laurustinus

## ORNAMENTAL GRASSES

Andropogon virginicus	Broomsedge Bluestem
Argostis perennans	Autumn Bentgrass
Calamagrostis canadensis	Bluejoint Reedgrass
Carex crinita	Long Hair Sedge
Carex conica	Sedge
Carex lurida	Sallow Sedge
Carex stricta	Tussock Sedge
Cortaderia selloana	Pampas Grass
Juncus canadensis	Canada Rush
Juncus effusus	Soft Rush
Miscanthus sinensis	Maiden Grass
Panicum virgatum	Switch Grass
Pennisetum alopecuroides	Fountain Grass
Saccharum giganteum	Giant Plumegrass

## FERNS

Adiantum pedatum	Maidenhair Fern
Athyrium asplenoides	Southern Ladyfern
Dryopteris intermedia	Evergreen Woodfern
Osmunda cinnamomea	Cinnamon Fern
Osmunda regalis	Royal Fern
Thelypteris palustris	Marsh Fern





Clematis



Liriope



Figure 1

## VINES

<i>Celastrus scandens</i>	Climbing Bittersweet
<i>Clematis</i> spp.	Clematis
<i>Hydrangea anomala petiolaris</i>	Climbing Hydrangea
<i>Geldernium sempervirens</i>	Carolina Jessamine
<i>Parthenocissus quinquefolia</i>	Virginia Creeper
<i>Polygonum aubertii</i>	Silver Fleecevine

## GROUNDCOVERS

<i>Euonymus fortunei</i> 'Coloratus'	Purple Wintercreeper
<i>Hypericum perforatum</i>	St. Johnswort
<i>Juniperus horizontalis</i>	Creeping Juniper
<i>Liriope muscari</i>	Lilyturf
<i>Ophiopogon japonicum</i>	'Nana' Mondo Grass
<i>Phlox subulata</i>	Thrift; Moss Pink
<i>Sarcococca hookeriana</i>	Sarcococca Sweetbox

## PERENNIALS

<i>Aster cordifolius</i>	Heart-leaved Aster
<i>Aster novi-belgii</i>	New York Aster
<i>Caltha palustris</i>	March Marigold
<i>Chelone glabra</i>	White Turtlehead
<i>Cimicifuga racemosa</i>	Bugbane
<i>Coreopsis</i> spp.	Coreopsis
<i>Eupatorium coelestinum</i>	Mistflower
<i>Eupatorium fistulosum</i>	Joe Pye Weed
<i>Helianthus angustifolius</i>	Narrow-leaf Sunflower
<i>Helianthus decapetalus</i>	Ten-petaled Sunflower
<i>Heliopsis helianthoides</i>	Oxeye Sunflower
<i>Iris prismatica</i>	Slender Blueflag
<i>Iris virginica</i>	Virginia Blueflag
<i>Liatris graminifolia</i> Gramleaf	Blazing Star
<i>Lobelia</i> spp.	Lobelia
<i>Maianthemum racemosa</i>	False Solomon's Seal
<i>Maertensia virginica</i>	Virginia Bluebells
<i>Monarda fistulosa</i>	Wild Bergamont
<i>Oenothera fruticosa</i>	Sundrops
<i>Peltandra virginica</i>	Arrow Arum
<i>Penstemon laevigatus</i>	Smooth Beardtongue
<i>Phlox paniculata</i>	Summer Phlox
<i>Polemonium reptans</i>	Solomon's Seal
<i>Pontederia cordata</i>	Pickrel Weed
<i>Rudbeckia hirta</i>	Black-eyed Susan

## Greenbrier Mixed Use PUD - Urban Design Guidelines



Lobelia

<i>Rudbeckia laciniata</i>	Cut-leaved Coneflower
<i>Rudbeckia triloba</i>	Three-lobed Coneflower
<i>Saxifraga virginensis</i>	Early Saxifrage
<i>Sedum ternatum</i>	Wild Stonecrop
<i>Solidago caesia</i>	Bluestem Goldenrod
<i>Solidago sempervirens</i>	Seaside Goldenrod
<i>Tradescantia virginiana</i>	Virginia Spiderwort
<i>Vernonia noveboracensis</i>	New York Ironweed
<i>Viola cucullata</i>	Marsh Blue Violet
<i>Zephranthes atamasco</i>	Atamasco Lily





## VI. Signage Design Standards

### COMMERCIAL SIGNAGE

#### A. Statements of Intent

The intent of these guidelines is to ensure that the signage throughout Greenbrier Mixed Use PUD is of an appropriate size and scale to its location on the individual buildings and serves to create a pleasant and harmonious environment. It is also the intent of these guidelines to provide order and to avoid visual clutter in the area by requiring consistency in the placement and arrangement of various types of signage. Signage can either disrupt or reinforce a district's character. Erratic placements, uncoordinated colors, unsuitable shapes and sizes, and lighting that is too brilliant or intense for the context – all these and more can impair the cohesion underlying the urban context. However, coordinated signage can make an area understandable and easy to maneuver through. Clarity also strengthens a district's identity. Signage has hierarchies vertically and horizontally on a building's face. Generally, the higher a sign goes on a building's façade, the more monumental in scale it becomes. Signage must be exact in size, shape, lighting, color, and placement. The lower or closer to the street level, the more pedestrian in scale a sign becomes. Between these two points, signage may exist as the design of a building's façade permits. All signage must be designed and constructed in accordance with the code requirements for signs per the Virginia Unified Statewide Building Code. All signage will be subject to review and approval by the Architectural Review Committee for appropriateness.



### ENVIRONMENTAL SIGNAGE

#### A. Gateway Signage

Gateways highlight entrances to destinations: they mark the point at which a transition takes place. An ordering of gateways will direct the traveler to central or peripheral entrances and may, as well, indicate the proximity to a destination. These portals are a visitor's first and last reference to a site. As such, they should be both memorable and complementary to Greenbrier Mixed Use PUD.

The gateways of Greenbrier Mixed Use PUD mark its bounds. They indicate a place of unique character, and should maintain design elements common to the character of the urban center itself.



Four types of gateways are to be used along the roadways encompassing Greenbrier Mixed Use PUD. They correspond to the scale of the street and distance from the site. The gateway types are:

### 1. Collector Gateway Markers

Identifiable gateway elements will be provided at the entries to the different community areas as these develop. This signage will highlight the transition from one district to another, with masonry walls and signage elements. The signs are to be sized appropriately for legibility of vehicular traffic at posted speeds and distance from the roadway to ensure safe passage for pedestrians as well as vehicles at these transitions. These community signage entries will be lit to ensure visibility during nighttime hours. Each sign shall be no greater than 48 square feet.

### 2. Community Entry Signage

Masonry entry monuments are to be provided at certain key access points to Greenbrier Mixed Use PUD. These will be smaller scaled feature elements similar to the collector gateway signs. Each sign shall be no greater than ~~24~~ **50** square feet.

### 3. Pedestrian Way-finding Signs

In addition to signage elements oriented towards vehicular traffic, additional signage for pedestrian orientation and public celebration are also encouraged.

#### a. Pedestrian Way-Finding Signs

These are text-based signs used to guide pedestrians along travel routes to particular destinations. They should be located along designated street routes in the street furniture zone of the sidewalk. In green spaces, they should be located along pathways. They are encouraged to be provided at regular intervals and at significant changes in the direction of travel.

b. **Area Directories**

These are simplified maps, or graphic diagrams, with accompanying text used to orient the pedestrian. These elements are generally located within the street furniture zone of the sidewalk. They are encouraged to be in public plazas and at the entry points to parking areas/structures and, possibly, at transit stops and significant street intersections.

Area directories should be sized as appropriate for the scale and context of their proposed location. Lighting, whether overhead or internal, should be considered, and a “you are here” indicator should be incorporated to orient the viewer. They should be designed to the pedestrian scale and be ADA compliant.



These three levels of signage should be designed with a progressive level of detail. Less articulation and greater monumentality should be evident for the gateways along connector and arterial routes. Yet, for elements located at the principal entrances into individual zones of Greenbrier Mixed Use PUD, greater articulation and detail with more consideration for the pedestrian scale and the context of the street should be provided.

When calculating the signage area, the feature to which the actual sign is affixed, whether building, garden wall, freestanding column, or other architectural element shall not be considered as part of the square footage area of the sign, providing that this element serves as visual background for the sign, and is not, itself, a sculptural, promotional element.

4. **Public Event/Festival Banners**

Public event and festival banners are signs that provide information on upcoming public events or privately sponsored festivals. Such events may overlap onto portions of the right-of-way. Approved banners may be proposed for location on either public or private property. Banners are typically constructed of treated cloth, canvas, or fabric. Other light materials that are appropriate for exterior applications may also be used.



Banners may be:

- a. On building façades.
- b. Suspended from gateways in private or public plazas on structural posts.
- c. Temporary or permanent, erected specifically for the display of the public event/festival banner.



- d. Within the space of the sidewalk, plaza, or other pedestrian areas, the bottom of the banner should be at least 8 feet above the pedestrian way.
- e. Within the space of the street, the bottom of the banner should meet the minimum height requirements determined by the City.

### 5. Permanent Street Banners Permanent

Street Banners on the light poles shall be allowed in Greenbrier Mixed Use PUD to help draw attention to “place” and to help identify the area. The permanent banners will also be used to promote special events happening in the Urban Mixed Use District, or can be changed seasonally. These banners are of a small scale, as shown in the picture above, and must be affixed to light poles as shown. They will not require separate permits and shall have no time limit so long as the banners are attractive and in good condition.

## B. Definitions

A-Frame Sign: A sign which, typically, folds open to be self-supporting, and which is typically placed along a pathway to serve as a form of advertisement.

Awning Sign: A sign painted on, printed on, or attached flat against the surface of a shelter projecting from, and supported by, the exterior wall of a building constructed of non-rigid material on a supporting framework.

Banner Sign: A sign constructed of lightweight material (including; plastic or fabric of any kind) that is attached to supports, framework, or a flat surface.

Blade Sign: A sign physically inscribed upon, or attached to, a panel which is suspended from, or supported on, brackets running perpendicular to the face of the building to which they are attached.

Box Sign: A self-enclosed three-dimensional container, with or without internal illumination and either single or double-faced. This sign type is required to be integrated into the building architecture and will be reviewed on a case by case basis by the Architectural Review Committee for scale and aesthetic appropriateness.

Building Frontage: The length or width of each side of a building, which side either faces a right-of-way or provides public access into the building.

Building Identification Sign: A sign, the purpose of which is to identify, name, or provide other form of distinction to a particular building, though not to an owner or tenant of the building.

Building Sign: A sign physically inscribed upon, affixed to, or supported by a building including, without limitation, awning signs, nameplate signs, and wall signs, but excluding window signs. A sign painted on, or attached to and erected parallel to, the face of an outside wall of a building, and not projecting more than 18 inches from the wall.

## Greenbrier Mixed Use PUD - Urban Design Guidelines

Canopy Sign: Storefront signs and letters consisting of individually illuminated or non-illuminated letters and/or graphics projecting above or below a structural canopy, or other overhanging building structure. Illuminated sign elements can be face lit, reverse halo illuminated and/or edge it.

Channel Letter Sign: Channel letters are individually illuminated or non-illuminated letters and graphics that are mounted directly to the building façade or on a raceway. Illuminated sign elements can be face lit, reverse halo illuminated and/or edge it.

Commercial/Office Directories: A non-advertising sign, attached to a wall that lists the building occupants. No directory shall be greater than 16 square feet in area.

Electronic Message Board (LED) Sign: A sign that uses computer-generated messages or some other means of changing the words. This sign type is required to be integrated into the building architecture and will be reviewed on a case by case basis by the Architectural Review Committee for scale and aesthetic appropriateness.

Enhanced Integrated Streetscape Sign: A special sign type reserved as a special use request alternative requiring the unanimous approval of the Architectural Review Committee. This sign type is reserved for corner tenants, or tenants with a major plaza, or a major tenant with a retail footprint larger than 9,000 sf. This sign type can be utilized by either a building or a tenant that desires a unique element that employs an artist or artistic expression that can be mounted in or around the sidewalk/streetscape area, while still maintaining proper pedestrian path clearance requirements as outlined in Section 3 (Streetscape Material Standards) of the PUD Design Guidelines.

Marquee: A marquee is a permanent roof-like canopy structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall.

Marquee Sign: Any sign attached to and made part of a marquee.

Monument Sign: A freestanding sign that is integrated into the landscape and is supported primarily by an internal structural framework that is anchored to the ground by a foundation.

Name Plate: Professional name plates and signs denoting the name and, perhaps, address of the occupants of the premises, which signs shall not exceed one (1) square foot in sign area. Such signs shall also include estate identification and signs used by churches, synagogues or civic organizations.

Projecting Sign: A sign attached to a structure wall and extending outward from the wall more than twelve inches (18"). This may include either a blade or hanging sign.

Sign: Any fabricated sign or outdoor display structure consisting of any letter, figure, character, mark, point, plane, marquee sign, design, poster, pictorial, picture, stroke, stripe, line, trademark, reading matter or illuminating device, which is constructed, attached, erected, fastened or manufactured in any manner so that the same shall be used for the

attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine or merchandise, and displayed in any manner out of doors for recognized advertising purposes.

Sign Area: The area within a line which forms a complete geometric shape which encompasses the outer extremities of all the sign graphic of an individual sign or that area within a line which encompasses the outer extremities of the sign framework or background on which the sign graphics appear. The support for the sign background, whether it be columns, a pylon, a building or part thereof, shall not be included in the sign area and shall not be used to provide information or identification. Examples of sign area measuring provided below;



Table Umbrella Sign: A sign that is part of the fabric, or is affixed to the pole, of a table umbrella.

Wall Sign: A sign attached to and erected parallel to the face of a building, or erected, or painted on the outside wall surface of a building and supported throughout its length by such wall or building and not extending more than eighteen (18) inches from the building wall.

Window Sign: A sign which is (1) physically affixed to a building window or (2) legible from any right-of-way through a building window, and within 4'-0" of the plane of the window.

### C. Prohibited Signs

1. Discontinued Business Signs - Any sign which advertises or publicizes any activity, business, product or service no longer produced or conducted on the premises upon which the sign is located.
2. Permanent High Intensity Signs - Signs which contain or consist of flags, pennants, ribbons, streamers, spinners, strings of light bulbs, flashing



lights, or other similar moving devices, with the exception of special event signs, decorations, or LED signs approved by the Architectural Review Committee pursuant to the Temporary Use Regulations. These devices, when not part of any sign are similarly prohibited.

3. Snipe Signs - Snipe signs or signs attached to trees, telephone poles, public benches, street lights or placed on any public property or right-of-way. Signs projecting over public property shall be permitted in accordance with the building code only where no setbacks are required.
4. Signs Resembling Official Signs and Signals - Signs imitating or resembling official traffic or government signs or signals except approved private traffic signs.
5. Signs on Vehicles - Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign. This does not apply to allowed temporary signs or to signs or lettering on buses, taxis or vehicles operating during the normal course of business.
6. Illegal Activities - Signs advertising activities which are illegal under federal, state or city laws or regulations.
7. Signs Above Roof Lines - Signs which are mounted so as to be displayed above the roof line or parapet of the building to which they are attached.
8. Portable Signs - Portable signs, with the exception of those approved by the Architectural Review Committee.
9. Off Premises Signs - Unless specifically authorized by this Section.
10. Box Signs – A simple three three-dimensional container with four sides and generic face plate of vinyl copy on an acrylic front are not permitted.

## GENERAL BUILDING SIGNAGE CRITERIA

### A. High-Rise Buildings (buildings greater than 75'-0" in height, measured above grade plane)

1. **Building Identification Signage** (adjacent to entry locations)
  - a. A maximum of one (1) sign is permitted per public entry door location.
  - b. The maximum size of each building identification sign is 8 square feet.
  - c. The permitted sign may be located adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
  - d. The permitted sign may be located directly above the public entry door location, between 8'-0" and 15'-0" above the finished floor.
  - e. For residential buildings, a maximum of one (1) sign per public entry door location shall be permitted.
2. **Commercial Directories** (adjacent to entry locations)

- a. A maximum of two (2) directory signs are permitted per public entry door location.
  - b. The maximum size of each directory sign shall be 8 square feet.
  - c. The permitted signs may be located directly adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
  - d. For residential buildings, a maximum of one (1) sign per public entry door location shall be permitted.
3. **Major Tenant Signage** (atop an office / all commercial building)
- a. A maximum of four (4) signs are permitted on each building.
  - b. The maximum size of any major tenant sign shall be 300 square feet. For buildings 10 stories and above, the allowable sign area will be evaluated on a case by case basis based on proportion and visibility of the signage.
  - c. No more than one (1) sign per building facade shall be permitted.
  - d. A major tenant sign shall be located at the top two (2) floors of the building.
  - e. No portion of any major tenant sign shall project above the roof line or parapet wall of the building.
  - f. This sign type shall be comprised of channel letters. Box signs are not permitted.
4. **First Floor Tenant Signage** (at lower 2 floors of building)
- a. See Signage Guidelines for Low-Rise Buildings.

**B. Mid-Rise Buildings (buildings between 35'-0" and 75'-0" in height, measured above grade plane)**

1. **Building Identification Signage** (adjacent to entry locations)
- a. A maximum of one (1) sign is permitted at each public entry door location.
  - b. The maximum size of each building identification sign is 6 square feet.
  - c. The permitted sign may be located adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
  - d. The permitted sign may be located directly above the public entry door location, between 8'-0" and 15'-0" above the finished floor.
2. **Commercial Directories** (adjacent to entry locations)
- a. A maximum of one (1) directory is permitted per public entry door location.
  - b. The maximum size of each directory sign shall be 6 square feet.
  - c. The permitted signs may be located directly adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
3. **Major Tenant Signage** (atop an office / all commercial building)
- a. A maximum of four (4) signs are permitted on each building.
  - b. The maximum size of a major tenant sign shall be 200 square feet.
  - c. No more than one (1) sign per building facade shall be permitted.
  - d. A major tenant sign shall be located at the top floor of the building.
  - e. No portion of any major tenant sign shall project above the roof line or parapet wall of the building.
  - f. This sign type shall be comprised of channel letters. Box signs are not permitted.

**4. Building Signature Signage**

- a. Similar to a Major Tenant Sign, a Building Signature Sign is intended to serve as a major sign atop or in a prominent location of a building. This sign type is reserved for the “name” of a building for mixed-use residential buildings, office buildings or in the case of a hotel – the brand name and/or logo of the hotel.
- b. A maximum of two (2) Building Signature Sign are permitted per building.
- c. The maximum size of a Building Signature Sign shall be 300 square feet.
- d. A Building Name Sign may be a wall mounted sign or a projecting blade sign. In this application of a blade sign, it may project a maximum distance of 5'-0" and a minimum vertical clearance of 10'-0" shall be provided from the walking surface or building balcony.

**5. Parking Structure Signage**

- a. Major Building Signage
  - 1. A maximum of two (2) major building signs shall be permitted on each parking garage building.
  - 2. The maximum size of any single major building sign shall be 150 square feet.
  - 3. No more than one (1) sign per building face shall be permitted.
  - 4. The major building sign shall be located at the top floor of the building, unless otherwise approved by the Architectural Review Committee.
  - 5. No portion of the major building sign may project above the roof line or parapet wall of the building.
- b. Building Identification Signage (at vehicular entry locations)
  - 1. A maximum of one (1) sign is permitted at each public entry location.
  - 2. The maximum size of a building identification sign shall be 75 square feet.
  - 3. The permitted sign shall be located directly above the vehicular entry location(s).
- c. Building Identification Signage (at pedestrian entry locations)
  - 1. A maximum of one (1) sign is permitted at each public entry location.
  - 2. The maximum size of each building identification sign shall be 6 square feet.
  - 3. The permitted sign may be located adjacent to the entry location, between 2'-0" and 8'-0" above the finished floor, or directly above the public entry location, between 8'-0" and 15'-0" above the finished floor.
- d. Internally Illuminated Blade-Type “Parking” Arrow Sign
  - 1. A maximum of one (1) sign is permitted per entry location.
  - 2. The maximum size of each blade-type “parking” arrow sign shall be 80 square feet.

**5. First Floor Tenant Signage (at lower 2 floors of building)**

- a. See Signage Guidelines for Low-Rise Buildings.



**C. Low-Rise Buildings (Buildings less than 35'-0" in height, measured above grade plane)** (Note: No commercial or first floor tenant signage shall be permitted to project above the level of a residential floor.)

**1. Building Identification Signage**

- a. A maximum of one (1) building identification sign is permitted per public lobby entrance.
- b. The maximum size of each building identification sign is to be 4 square feet.
- c. The permitted sign may be located adjacent to the entry doors, between 2'-0" and 8'-0" above the finished floor.

**2. Commercial Directories**

- a. A maximum of one (1) directory sign is permitted per public lobby entrance.
- b. The maximum size of each building identification sign is to be 4 square feet.
- c. The permitted sign may be located adjacent to the entry doors, between 2'-0" and 8'-0" above the finished floor.

**3. Commercial Directory Signage**

- a. Second floor tenants are permitted to have identification on the building commercial directories.
- b. The permitted identification shall be in conformance with the character of the directory.

**4. First Floor Tenant Signage**

(Note: Names, marks, emblems, or logos less than 1 square feet in area shall not be counted against the allotment of permitted signs.)

- a. First floor tenants are permitted three (3) signs total per building frontage. When multiple building frontages are leased by a single tenant, one (1) sign type shall be permitted per additional frontage. In the case of multiple frontages, the sign quantity can be shared between the multiple facades with not one façade receiving more than three signs.
- b. Corner signage which establishes a visual presentation to both streets shall be counted as two (2) signs. Corner signs are only available for tenants that are leasing a corner space.
- c. First floor tenants may select from the following sign types: window signage, awning signage, canopy signage, wall signage, and projecting signage. Of the three (3) available signs per frontage, a tenant may only install two (2) of a given sign type, a single elevation shall not have all three (3) signs the same sign type.
- d. A plaza sign is another option available to a tenant under the guidelines outlined under the plaza sign category, see paragraph C.11.

**5. Major Tenant / Second Floor Tenant signage** (atop building on 1 and 2 story buildings, or between second floor window heads and third floor window sills on taller buildings)

- a. Major tenant or second floor tenant signage is only permitted for a tenant leasing a minimum of 60'-0" in length of building frontage.
- b. The maximum size of a major tenant sign shall be 75 square feet.
- c. No portion of the sign shall project above the roof line or parapet wall on 1 and 2 story buildings.

- d. On taller buildings, no portion of the sign may project above the third floor window sill line.

**6. Window Signage**

- a. A window sign is any sign, emblem, or logo which is affixed to the storefront or suspended within 4'-0" of the front plane of the storefront.
- b. The maximum size of any window sign shall be 25 square feet.
- c. Window signage may be located anywhere within the fenestration opening.
- d. "Open" and "Closed" signs are not permitted.
- e. Oscillating lights, electronic displays, televisions, and computer monitors are not permitted.
- f. High-quality materials should be used. Paper, cardboard, and thin plastic signs are not permitted.
- g. Neon signs are permitted in windows and should be no brighter than necessary to allow passerby to easily read the message of the sign.
- h. In lieu of wall signs: a tenant may forego the choice of utilizing wall signs to increase the allowable amount of window signage area per the following;
  - Window signs greater than 25 square feet of window area shall be permitted in lieu of wall signs and shall still adhere to the above listed requirements of the window signage sign type.
  - Maximum size of window signage shall be 100 square feet in lieu of providing wall signs.

**7. Awning Signage**

- a. The maximum size of an awning sign shall be 25 square feet, but shall not be allowed to be greater than 25% of the size of the awning.
- b. A maximum of one (1) tenant name, emblem, logo, or inscription shall be permitted per awning.
- c. Awnings shall not be permitted to cover any portion of upper floor windows.

**8. Wall Sign**

- a. The maximum size for any wall sign shall be 75 square feet.
- b. Walls signs may be illuminated either internally or externally.
- c. Backgrounds are discouraged, but when necessary, should blend with the building façade.

**9. Projecting Signage**

- a. This sign type includes both blade and hanging signs.
- b. The maximum size of any projecting sign shall be 10 square feet.
- c. A projecting sign shall be mounted such that the bottom edge of the sign, or supporting element, is no lower than 8'-0", and the top edge of the sign, or supporting element, is no higher than 18'-0" above the finished floor.
- d. Projecting signs shall not project more than 2'-6" from the face of the building when the bottom edge of the sign is within 8'-0" of the walking surface. When the bottom of the sign is 12'-0" and above the walking surface, the sign shall project no more than 3'-0".
- e. This sign type may have a maximum of two faces, which must be parallel.

- f. Hanging signs should not cover architectural details of the building façade and should be integrated with architectural façade elements.

**10. Canopy Signage**

- a. The maximum size of any canopy sign shall be 40 square feet.
- b. A maximum of one (1) sign per canopy.
- c. A canopy sign shall be mounted in a manner where the letters and/or graphics project above or below the canopy or on the face of the canopy or overhanging building element. If mounted below the structure or overhang, the bottom edge of the sign shall be no lower than 8'-0" above the walking surface. Where mounted above the structure or overhang, appropriate tie-in to existing roofing and flashing materials shall be required where applicable.



Canopy signage – below mounting



Canopy signage – above mounting





Canopy signage – face mounted

#### 11. Plaza Sign

- a. The Plaza Sign category includes the following sign types;
  1. Freestanding Monument Sign.
  2. Enhanced Integrated Streetscape Sign.
- b. A maximum of one (1) Plaza Sign shall be permitted per building facade.
- c. The maximum size of any Freestanding Monument Sign shall be 45 square feet.
- d. An Enhanced Integrated Streetscape Sign can consist of a structure and/or sign. The sign can be either integrated into the structure or supported by the structure. Regardless of how the sign is supported; the maximum size of the sign portion shall be 70 square feet.
- e. A Plaza Sign shall be placed in a manner such that the sign is integrated within the streetscape or plaza and does not interfere with pedestrian movement. It is recommended to integrate the signs into the plaza to make it a feature element. For example; the sign can be placed in a landscaped area, or on an elevated pedestal.
  1. At mid-block locations, signs are to be placed so as to be perpendicular to the street.
  2. At corner locations, signs can be placed either perpendicular to the street, parallel with a street, or at an angle to focus on the street corner.
- f. Plaza Signs shall be constructed out of materials that complement the building structure and design.



Plaza Sign – Freestanding Monument Sign

**12. Eating/Drinking Establishments Menu Display Signs**

- a. A maximum of two (2) menu display signs are permitted per eating/drinking establishment. ~~B.~~
- b. The maximum size of any sign shall be 8 square feet.
- c. The sign shall be orderly displayed, and compatible with the overall design of the establishment.
- d. The menu must be placed in a weather-resistant closed display cabinet or enclosure.

**13. Table Umbrella Signs**

- a. A maximum of two (2) signs are permitted per umbrella.
- b. The maximum size of any sign shall be 2 square feet.
- c. Table umbrella signs are encouraged to be of a single color that contracts well with the background material of the umbrella.

The following below sign types are reserved for buildings occupied by theaters, cinemas, performing arts facilities, galleries, convention center, museum, elevate pedestrian bridge, or similar venue only.

**14. Banner Sign**

- a. A minimum vertical clearance of 8'-0" shall be provided from the bottom edge of the banner sign to the sidewalk.
- b. Consistent size, shape, style, and mounting hardware on each building shall be provided. A banner sign shall be securely mounted vertically to the building wall.
- c. The maximum size shall be 40 square feet.
- d. Banner signs may be permanent or temporary in nature. If banner signs are intended to be permanent the Architectural Review Committee reserves the right to instruct the tenant to take down, replace, and/or remove the banner sign.
- e. Banner signs shall be illuminated by external means only.

**15. Electronic Message Board (LED) Sign:**

- a. The maximum size of any electronic message board sign shall be 150 square feet.

- b. The sign area of the message board may cover up to a maximum of fifty (50) percent of the total sign area authorized for the sign of which the message board is part.
- c. The message visible on such boards at any one time may change not more than every twenty (20) seconds. Each change in the message visible at any one time on a message board, even when the change is to a message previously displayed on the message board on the same day, shall be counted toward the maximum.
- d. There shall be no sense of motion when the message is displayed or when the message changes. The entire message shall turn on or off as a single entity.
- e. The message shall not roll on or off the sign face.
- f. The message shall not turn on or off by random illumination or extinguishing of lights within the sign face.

#### **16. Marquee Sign**

- a. Marquee signs are reserved for buildings occupied by theaters, cinemas, performing arts facilities, or similar venues only.
- b. A maximum of one (1) marquee sign per building façade.
- c. The size of the marquee signs should be proportionate to the size of the face of the marquee to which they are mounted.
- d. A minimum vertical clearance of 9'-0" shall be provided from the bottom edge of the marquee to the sidewalk.
- e. Marquee signs should be made of materials that are compatible with and complementary to the architectural design of the marquee itself.
- f. Lights framing marquee signs shall be uniform in size, shape, spacing, color, and brightness, and should be no brighter than reasonably necessary to outline the marquee in keeping with the pedestrian-oriented nature of the development.

### **CONSTRUCTION & REAL ESTATE SIGNS**

#### **A. Undeveloped Sites**

- 1. One (1) free-standing sign shall be permitted on undeveloped sites.
- 2. The permitted sign shall be no more than 16 square feet in area.
- 3. The permitted sign shall be no more than 6 feet in height.
- 4. No more than one (1) sign shall be permitted per site.

#### **B. Sites under construction**

- 1. One (1) free-standing sign shall be permitted on sites under construction.
- 2. The permitted sign shall be no more than 64 square feet in area.
- 3. The permitted sign shall be no more than 8 feet high
- 4. Construction fence signs are permitted subject to the follow restrictions:
  - a. One (1) free-standing sign shall be permitted on sites under construction.
  - b. Signs shall consist of banners, wraps, or similar material.
  - c. Signs shall be securely affixed to the fence on which they are located. The fence must be capable of withstanding the wind load of the sign.
  - d. Any portion of the sign that becomes partially detached, torn, tattered, or presents an eyesore shall be promptly repaired.

#### **C. Developed Properties**

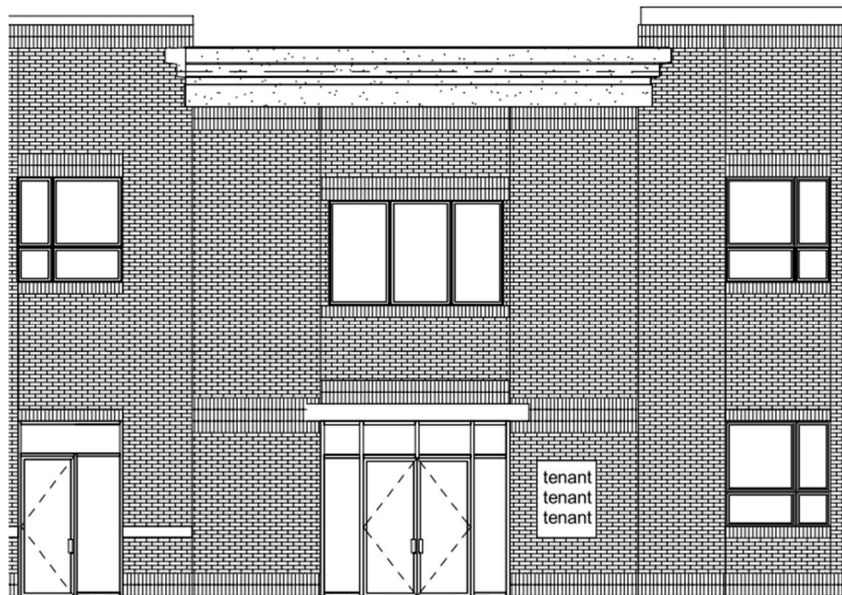
(Note: Real estate signs for individual residential units are not permitted in any location.)



## Greenbrier Mixed Use PUD - Urban Design Guidelines

1. Only one (1) sign shall be permitted per lease unit (existing demised area) for commercial and retail property; and one (1) sign per each on-site leasing office for each residential property or complex.
2. The permitted sign shall be no more than 6 square feet in area.
3. The permitted sign shall be removed immediately upon signing of a lease or purchase agreement for the advertised space or property.

COMMERCIAL DIRECTORY



BUILDING IDENTIFICATION SIGN





PARKING STRUCTURE SIGNAGE





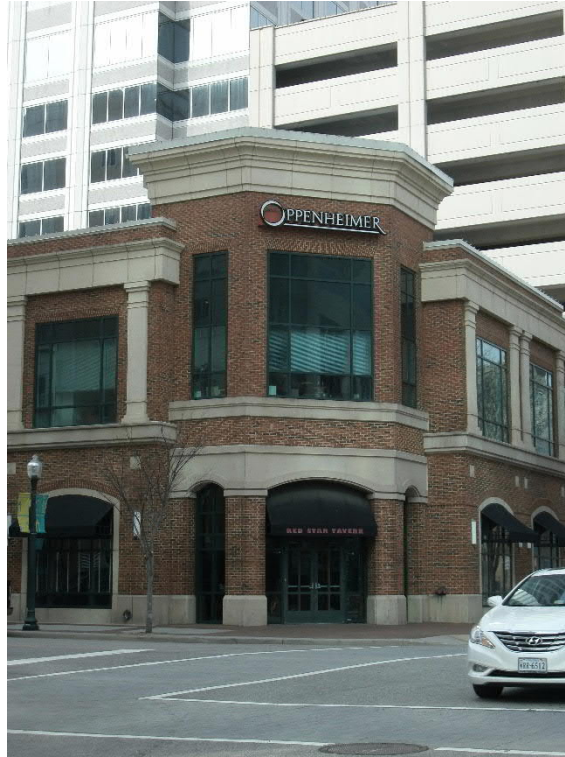
MAJOR BUILDING SIGNAGE/BUILDING



TENANT SIGNAGE



MAJOR TENANT SIGNAGE - SECOND FLOOR TENANT



TYPICAL FIRST FLOOR TENANT



Optional locations for first floor building signage



## AWNING SIGNAGE



Awning Signage

WINDOW SIGNAGE



EATING / DRINKING ESTABLISHMENT - MENU DISPLAY SIGNS



Surface-Mounted Menu Display Board



Recessed Menu Display Board



## PROJECTING SIGNAGE



Hanging Sign



Blade Sign



## UMBRELLA SIGNAGE



## BANNER SIGNAGE



## VII. Public Utility Improvements

### A. Narrative

Water and sewer improvements for the Greenbrier Mixed Use PUD Development must be in accordance with the Water and Sewer Master Study performed by Kimley-Horn dated June 27, 2013 and as amended by the Department of Public Utilities. As noted in the Water and Sewer Master Study, specific details of water and sewer main pipe sizing, locations, alignment, pump station location, and pump station upgrades will be determined at a later time during the detailed design. The Department of Public Utilities will review all proposed on-site and off-site water and sewer improvements necessary to support this development without any adverse effect on existing customers in accordance with the approved Water and Sewer Master Study, Section 7.83, and 13.2.6 of the Development Criteria for this development and Public Utilities policy.



## VIII. Design Review Process

### PROCEDURES

Prior to the commencement of any site improvements such as construction or alteration of building materials, site materials, structure, colors or any exterior visual change, exterior enclosure, paving, grading, drainage or any other permanent improvements on any site, the owner, lessee or occupant of any site shall first submit one (1) complete set of professionally drawn and prepared building plans (including elevations), specifications, exterior color and finish samples, site plan (showing the proposed location of such building, drives and parking areas), and shall receive - within sixty (60) days - written approval by the Greenbrier Mixed Use PUD Architectural Review Committee (ARC), comprising three (3) representatives selected by Dollar Tree.

At that time an application fee, to be determined by Greenbrier Mixed Use PUD ARC, will be required from the Applicant.

No building, fence, garage or other structure shall be erected, placed or altered, nor shall a building permit for such improvement be applied for any unimproved property in the District until one (1) complete set of professionally drawn and prepared building plans (including elevations), specifications, exterior color and finish samples, site plan (showing the proposed location of such building, drives and parking areas), shall have been reviewed and approved in writing by the Architectural Review Committee.

In reviewing such materials, The Architectural Review Committee shall consider such things as aesthetic appearance, harmony with surrounding improvements, compliance with this Development Criteria, the approved Design Guidelines, and any additional criteria approved by City Council in connection with the PUD Application or adopted by the Architectural Review Committee. Approval or disapproval of plans, locations or specifications may be based by the Architectural Review Committee upon any grounds incorporated within the Development Criteria and/or Design Guidelines, including purely aesthetic considerations, which in the sole and uncontrolled discretion of the Architectural Review Committee shall be sufficient. If approval of such plans and specifications is neither granted nor denied within sixty (60) days following receipt by the Architectural Review Committee of written request for approval, the plans and specifications shall be deemed to be approved.

The Architectural Review Committee shall have exclusive jurisdiction over all original construction, modifications, additions or alterations made on or to all existing improvements and the open space, if any, appurtenant thereto, on all property within the District; provided, however, that the Architectural Review Committee shall have no jurisdiction over any construction, modifications, additions, alterations or other improvements concerning any property comprising a Corporate Offices Lot or Distribution Center Lot. Upon approval by the Director of Development and Permits of a Final Site/Subdivision plan designating a portion of a Corporates Offices Lot or Distribution Center Lot as another lot type permitted hereunder, the ARC shall have jurisdiction of that portion of the District no longer designated as Corporate Offices Lot or Distribution Center Lot.



## REVIEW OF SUBMITTAL

The following checklist is provided to assist in complying with for the requirements of the Design Guidelines prior to submitting to Greenbrier Mixed Use PUD ARC. Four (4) complete sets of plans shall be submitted for each review. One (1) set shall be retained for Greenbrier Mixed Use PUD ARC's files. Plans shall be submitted to Greenbrier Mixed Use PUD ARC at the following stages of planning and design:

- **Rezoning Package**
- **Schematic Design Review**
- **Construction Document Review**

The developer shall obtain approval of Greenbrier Mixed Use PUD ARC before submitting them to the City of Chesapeake.

### **A. When Rezoning, the following item shall be submitted:**

1. Submit (4) copies of the package in accordance with zoning requirements of the City of Chesapeake.

### **B. Schematic Submittal:**

#### **1. Site Plan – Scale: 1" = 50'-0" minimum.**

- a. Site Plan and site coverage ratio: Building and paving, and green-space
- b. Building location, overall dimensions, height, finish floor elevations
- c. Setback lines
- d. Fence locations, heights, type
- e. Site signage location
- f. Grades, existing and proposed
- g. Connections to utility lines
- h. Proposed overall water and sewer layout
- i. Site drainage
- j. Existing vegetation to be removed and to remain
- k. Identify irrigation
- l. Amount and location of employee and guest parking
- m. Location of trash collection area including screen walls for loading area.
- n. Location of walks and drives
- o. Site lighting

#### **2. Landscape Plan - Scale: 1" = 30'-0"**

- a. Building, paving, walks, and drives
- b. Proposed landscape planting plan
- c. Location of trash collection
- d. Site signage location
- e. Sod and seed limits defined
- f. Irrigation defined (note the entire site shall be irrigated)
- g. Screen walls and fence locations
- h. Site lighting

### 3. Architectural Drawings

- a. Floor Plans
- b. Elevations of all sides of Building, in color and with material / color samples. Elevations shall show all rooftop units drawn to scale with appropriate screening
- c. Perspective colored rendering preferred but not required.
- d. Location and screening of root top mechanical units
- e. Specifications

### C. Contract Document Submittal

#### 1. Site Plan - Scale: 1" = 50'-0" minimum.

- a. Site Plan and Related Details
- b. Erosion Control Plan
- c. Building location, overall dimensions, height, finish floor elevations
- d. Setback lines
- e. Site circulation
- f. Site signage location
- g. Grades, existing and proposed
- h. Connections to existing utility lines
- i. Screen walls and fences: types, dimensions, colors
- j. Site drainage
- k. Existing vegetation to be removed and to remain
- l. Amount and location of employee and guest parking
- m. Location of trash collection area
- n. Location of walks and drives
- o. Site coverage ratio

#### 2. Landscape Plan - Scale: 1" = 30'-0"

- a. Location, types and sized of all trees, shrubs and ground covers
- b. Extent of seeding and/or sodding
- c. Extent of clearing
- d. Existing trees and wooded areas
- e. Areas to be irrigated (note the entire site shall be irrigated)
- f. Location of trash collection area
- g. Proposed building footprint, parking lots, walks, steps and retaining walls
- h. Building entrances and plazas
- i. Site signage location
- j. Landscape Architect's Seal
- k. Landscape Cost Estimates
- l. Site Lighting Plan
- m. Plant list with sizes and planting methods

#### 3. Architectural Plans

- a. Plans
- b. Elevations
- c. Section and Details
- d. Location and Screening of Mechanical Units
- e. Exterior Material Sample Board
- f. Specifications
- g. Colored Elevation indicating all exterior materials. Perspective colored rendering preferred but not required.
- h. Structural Plans
- i. Mechanical Plans
- j. Electrical Plans
- k. Plumbing Plans

## **CONSTRUCTION DOCUMENT REVIEW**

1. Approval of architectural, engineering and landscape architectural working drawings and specifications shall be obtained from Greenbrier Mixed Use PUD ARC prior to commencement of any construction.
2. Landscape Planting Plan: Minimum Scale: 1"= 30'. Greenbrier Mixed Use PUD requires that these drawings be prepared by a certified or registered landscape architect.
3. Submittal of all exterior building materials shall be in accordance with the specifications and contract drawings.

## **BASIS OF APPROVAL**

1. Review and approval by Greenbrier Mixed Use PUD ARC will be based on standards set forth in Greenbrier Mixed Use PUD Development Criteria and the Greenbrier Mixed Use PUD Design Guidelines. Plans will be reviewed not only for the quality of the specific proposal, but also the project's effect and impact on its neighbors and on the general park character. Evaluation will be made of spatial relations among and between buildings and other surrounding elements. Careful concern will be given to location and treatment of utility and service facilities with the intent of minimizing detrimental visual and environmental impact.
2. If plans and specifications are not sufficiently complete or are otherwise inadequate, Greenbrier Mixed Use PUD ARC may reject them as being inadequate or may approve or disapprove part, conditionally or unconditionally, and reject the balance. Approval of design will be good for a one (1) year period after which time, if construction has not started, the building developer will be required to resubmit.
3. Further conditions may be required during the administration of applicable City Codes and Standards. Any site/subdivision plan review to meet all applicable City Codes and Standards.

## **ARCHITECTURAL REVIEW COMMITTEE (ARC)**

1. Greenbrier Mixed Use PUD ARC shall be composed of a panel as appointed by Greenbrier Mixed Use PUD.
2. When questions of judgment or interpretation arise, the decision of Greenbrier Mixed Use PUD ARC is final and binding to all parties.
3. Any revisions, additions, or alterations to any portion of approved plans shall be subject to follow-up review and approval.
4. Greenbrier Mixed Use PUD ARC or its successors or assignees shall not be liable for damages to anyone submitting plans to them for approval, or to any owner or occupant of land affected by this Declaration, by reason of mistaken judgment, negligence or malfeasance, arising out of or in connection with the approval or disapproval or failure to approve any such plans. Every person, corporation, partnership, or organization who submits plans to Greenbrier Mixed Use PUD ARC or Declarant for approval agrees, by the submission of such plans, and every owner or occupant of any of the property agrees by acquiring title thereto or an interest therein, that he, she or it will not bring any action, proceeding or suit against Greenbrier Mixed Use PUD ARC or any of its members or Declarant to recover any such damages.

## **PUBLIC APPROVAL**

1. All pertinent requirements of public agencies shall be followed in the development of this property, and all plans must follow the Greenbrier Mixed Use PUD, the Greenbrier Development Criteria, and be approved by the City of Chesapeake.
2. Each buyer must verify code requirements at the time of purchase and development. Although based on local zoning and subdivision regulations, Greenbrier Mixed Use PUD Development Criteria and Greenbrier Mixed Use PUD Urban Design Guidelines may be more restrictive in land use, site development standards, landscape requirements, or in other matters. In every case in which this criteria is at variance with public agency requirements, the more restrictive regulations shall govern.
3. Further conditions may be required during the administration of applicable City Codes and Standards. Any site/subdivision plan submitted for City of Chesapeake approval may require revision during detailed final site/subdivision plan review to meet all applicable City Codes and Standards.

*End of document*