

Countywide Development Guidebook

architectural standards and guidelines for
commercial and mixed-use development

Powhatan County | October 2018

How to Use this Guidebook

The *Countywide Development Guidebook* (the “Guidebook”) was created to provide examples of preferred architectural styles and features for new commercial and mixed-use developments in Powhatan County. As required by Section 83-477(f) of the Zoning Ordinance of the County of Powhatan, the styles and features outlined in this Guidebook should inform the proposed architectural design outlined in an approved *Development Design Pattern Book* for a commercial or mixed-use development.

The Guidebook begins by outlining the general steps for preparing a *Development Design Pattern Book* (page 2). It then summarizes the institutional, commercial, and mixed-use development design standards listed in Section 83-477 of the Zoning Ordinance (page 3). The remaining pages provide examples of preferred architectural styles (pages 4-20) and features (pages 21-23) for new commercial and mixed-use developments in Powhatan County.

Preparing a Development Design Pattern Book

In accordance with Section 83-477(f) of the Zoning Ordinance, all commercial and mixed-used developments must submit a *Development Design Pattern Book* (“Pattern Book”) to be reviewed and approved by the Planning Commission prior to site plan approval. The purpose of this pattern book is to ensure that the architecture in the proposed development is compatible with the surrounding development, the Comprehensive Plan, and this Guidebook.

Within the Pattern Book, the applicant should provide written and graphic descriptions of the architectural design of the proposed development, as well as an explanation of how the design and style of the development relates to surrounding developments, the Comprehensive Plan, and this Guidebook. All submitted renderings and elevations should be in color with all adjacent streets identified.

Upon completion, the proposed Pattern Book is submitted for review by the Planning Commission. If approved, the architecture and design of building(s) in the new development must adhere to the architectural theme, style, and features set forth in the Pattern Book.

Applicable Design Standards

Design standards for institutional, commercial, and mixed-use development are outlined in Section 83-477 of the Zoning Ordinance. These standards are intended to promote a sense of place by encouraging compatibility with surrounding development and the inclusion of pedestrian-scale detailing. In addition to conforming to the architectural design and theme outlined in the approved Pattern Book, all new commercial and mixed-use developments must also adhere to the design standards listed in the Zoning Ordinance.

The next page provides a summary of the applicable design standards for institutional, commercial, and mixed-use developments. Please note, this only represents a summary of the standards. Section 83-477 of the Zoning Ordinance should be consulted for the complete list of applicable standards.

Design Standards

Building Orientation and Outparcel Development	<ul style="list-style-type: none">• Entrances should be oriented toward and define major pedestrian and automotive transportation corridors.• Buildings on corner lots should include a prominent architectural corner feature.• Façades facing streets and open spaces should include pedestrian-oriented detailing.• The areas between buildings in a development should include pedestrian amenities, such as plazas, seating areas, and pedestrian connections.
Architecture, Design, and Façade Articulation	<ul style="list-style-type: none">• Developments composed of multiple buildings totaling 20,000 square feet or more should break the development up into smaller “blocks” and orient buildings to frame adjacent pedestrian and automotive transportation corridors.• Street-facing façades should incorporate wall offsets or variations in texture, material, color, or roofline at an interval of at least every 40 feet.• Outbuildings located in front of other buildings in the same development should incorporate façade articulation techniques and use compatible exterior colors and materials.
Off-Street Parking	<ul style="list-style-type: none">• Within Village Center Districts, all parking should be located to the side or rear of the front façade.• In all other districts, no more than 50% of off-street parking may be located between the front façade and the street it faces.
Materials and Screening	<ul style="list-style-type: none">• Buildings façades should be constructed of wood, brick, stone, decorative block, stucco, or other high-quality material.• At least 70% of a building façade facing an existing or planned roadway should be constructed of wood, brick, stone, or similar material.• Chain-link fencing should have a dark vinyl coating.• Loading and equipment areas should be screened from view.
Colors	<ul style="list-style-type: none">• Façade colors should be low reflectance, subtle, natural, or earth-toned colors (no primary colors).• Trim and accent areas may feature brighter colors.
Roofs	<ul style="list-style-type: none">• Principal buildings should have a pitched roof (between 3:12 and 12:12 slope) or a flat roof with a parapet and three-dimensional cornice.• Roofs visible from adjoining streets or properties should be wood, tile, standing seam metal, heavy-grade architectural fiberglass shingles, or other similar material.• Buildings with multiple uses and those over 25,000 square feet should incorporate variation in the roofline to give the appearance of multiple buildings.
Fenestration and Transparency	<ul style="list-style-type: none">• At least 30% of the ground-level floor on a street-facing façade should be windows.

Note: The above chart represents a summary of the design standards for institutional, commercial, and mixed-use developments. Please refer to Section 83-477 of the Zoning Ordinance for the complete list of applicable standards.

Georgian Inspired



Traditional Features of Georgian Architecture

- Balance and symmetry.
- Boxy massing.
- Centered front door, accented by a decorative cornice, pilasters, and/or a transom window.
- Cornice along the roofline, often with decorative dentils.
- Double-hung windows with multiple panes.
- Steeply-pitched hipped or gabled roof.
- May include dormers.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. **Front awning** supported by **columns**
2. **Brick** façade accented with **natural colors**
3. **Round window** above entrance
4. **Cupola**
5. **Street lights** match architectural style
6. Windows with **multiple panes**

Georgian Examples

Additional Examples of Georgian Inspired Modern Architecture



Classical Revival Inspired



Traditional Features of Classical Revival Architecture

- Proportion and symmetry.
- Large entry porch, typically supported by four simple columns.
- Low-pitched roof.
- Transom window or overhead fanlight above door, and might also feature sidelight windows.
- Windows with multiple panes.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. Triangular **pediment** supported by **columns**
2. **Brick** façade accented with **natural colors**
3. **Ornamentation** and detail along cornice
4. Windows with **multiple panes**

Classical Revival Examples

Additional Examples of Classical Revival Inspired Modern Architecture



Cape Cod Inspired



Traditional Features of Cape Cod Architecture

- Typically one story.
- Side-gabled roof.
- Minimal architectural detail.
- May have dormers.
- Double hung windows with multiple panes.
- Often symmetrical, but may also experiment with asymmetry.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. **Front awning** supported by **columns**
2. **Brick** façade accented with **natural colors**
3. **Dormers** and **chimney stack**
4. **Shutters** around windows with **multiple panes**
5. **Street light** and **wrought-iron style fence** match architectural style

Cape Cod Examples

Additional Examples of Cape Cod Inspired Modern Architecture



Main Street Commercial Inspired



Traditional Features of Main Street Commercial

- Located along major pedestrian and vehicular routes.
- Rectangular plan, often with one or two stories.
- Flat roof, which often includes a parapet.
- Large entrance flanked by storefront windows.
- Often includes an awning or arcade on first floor.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. Architecture features **brick** and other high-quality materials
2. Transparent **storefront windows**
3. Building is set immediately **adjacent to sidewalk**.
4. Variation in ornamentation and detail to give **appearance of multiple buildings**
5. **Ornamental detail** conveyed through variation in window treatment and brick pattern.

Main Street Commercial Examples

Additional Examples of Main Street Commercial Inspired Modern Architecture



Craftsman Inspired



Traditional Features of Craftsman Architecture

- One or two stories.
- Low-pitched gable roof, with decorative beams and braces under the gable.
- Eaves with overhang.
- Exposed structural elements.
- Porches supported by large tapered columns.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. **Front awning** supported by **columns**
2. **Stone wainscoting**
3. **Dormers**
4. Windows with **multiple panes** and **shutters**
5. Materials reflect local character in **natural colors**

Craftsman Examples

Additional Examples of Craftsman Inspired Modern Architecture



Rustic Revival Inspired



Traditional Features of Rustic Revival Architecture

- Constructed of natural materials, typically wood or stone.
- Details are or have appearance of being hand-crafted (i.e. shake roofs, wrought iron, hewn logs).
- Constructed using a natural color palette.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. Exposed structural elements add **ornamental detail**
2. Roofline and **front awning** reflects **rural character**
3. Three-dimensional articulation with roof projections and **dormers**
4. Natural materials in **natural colors**

Rustic Revival Examples

Additional Examples of Rustic Revival Inspired Modern Architecture



Folk Victorian Inspired



Traditional Features of Folk Victorian Architecture

- Corner brackets and jigsaw-cut trim.
- Ornamentation primarily on porch and cornice.
- Simple windows, sometimes including a pediment.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. **Brackets** add ornamental detail along cornice
2. Windows with **multiple panes**
3. Simple materials in **neutral colors**
4. Pergola used to create add **articulation** and frame **porch**

Folk Victorian Examples

Additional Examples of Folk Victorian Inspired Modern Architecture



Piedmont Vernacular Inspired



Traditional Features of Piedmont Vernacular Architecture

- Typically one or one-and-a-half stories.
- Steeply pitched roof.
- Often, roofing was constructed of tin.
- Large exterior chimneys.
- Small windows.
- Originally constructed of timber/log framing.

This example meets the intent of the institutional, commercial, and mixed-use development standards by creating a strong sense of place and encouraging a pedestrian-friendly environment by incorporating the following features:

1. Steeply **pitched roof**
2. **Metal roof** reflective of traditional rural character
3. Simple materials in **neutral colors**
4. **Porch** supported by **columns**
5. **Street light** matches architectural style

Piedmont Vernacular Examples

Additional Examples of Piedmont Vernacular Inspired Modern Architecture



Additional Examples

The following are examples of buildings with architecture that do not perfectly fit into any of the architectural styles described in this Guidebook but still fit into the architectural context of Powhatan County.



Architecture with a Prominent Corner Feature

Section 83-477(d)(2) of the Zoning Ordinance requires that corner lots include a “prominent architectural feature of greater height than the rest of the roof.”

The buildings featured on this page are examples of how this requirement may look in practice.



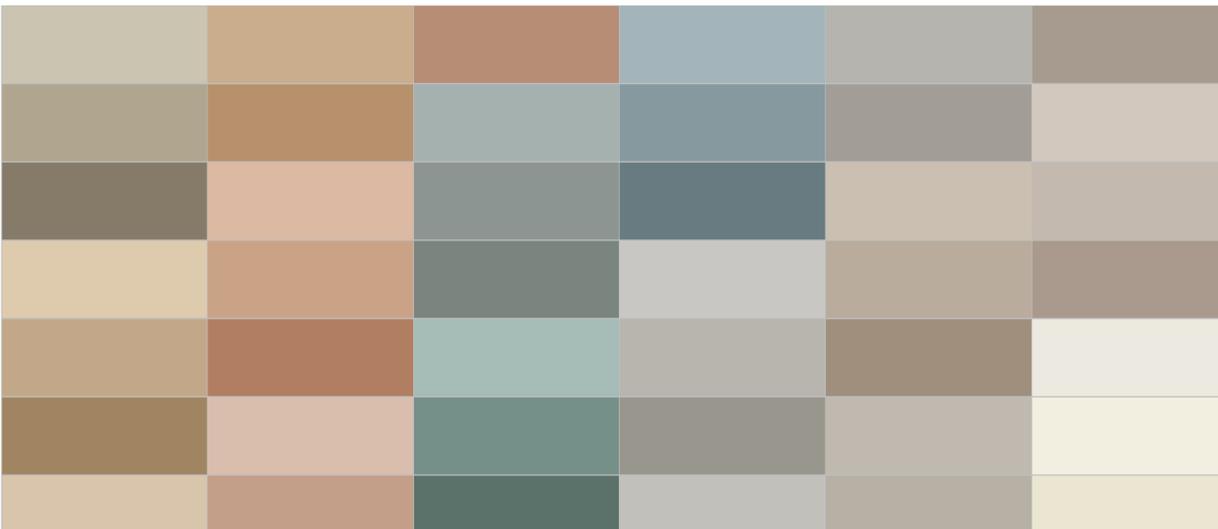
Color Palette

Section 83-477(i) of the Zoning Ordinance requires façade colors to be “low reflectance, subtle, neutral or earth-tone colors (no primary colors). Building trim and accent areas may feature brighter colors that complement the building’s overall appearance.”

The following are selections from paint color collections that meet the intent of this requirement.



Selections from the Pratt & Lambert Exterior Color Collection



The America's Colors Collection by Benjamin Moore



The Historic Colors Collection by Sherwin-Williams

Signage Examples

Section 83-488 of the Zoning Ordinance outlines the standards for signage in Powhatan County. Freestanding signs, which are permitted by Section 83-488(e)(3) of the Zoning Ordinance, are commonly found in commercial and mixed-use developments.

Below are examples of freestanding signs that are compatible with the rural character of Powhatan County.



Monument Signs

Other Freestanding Signs