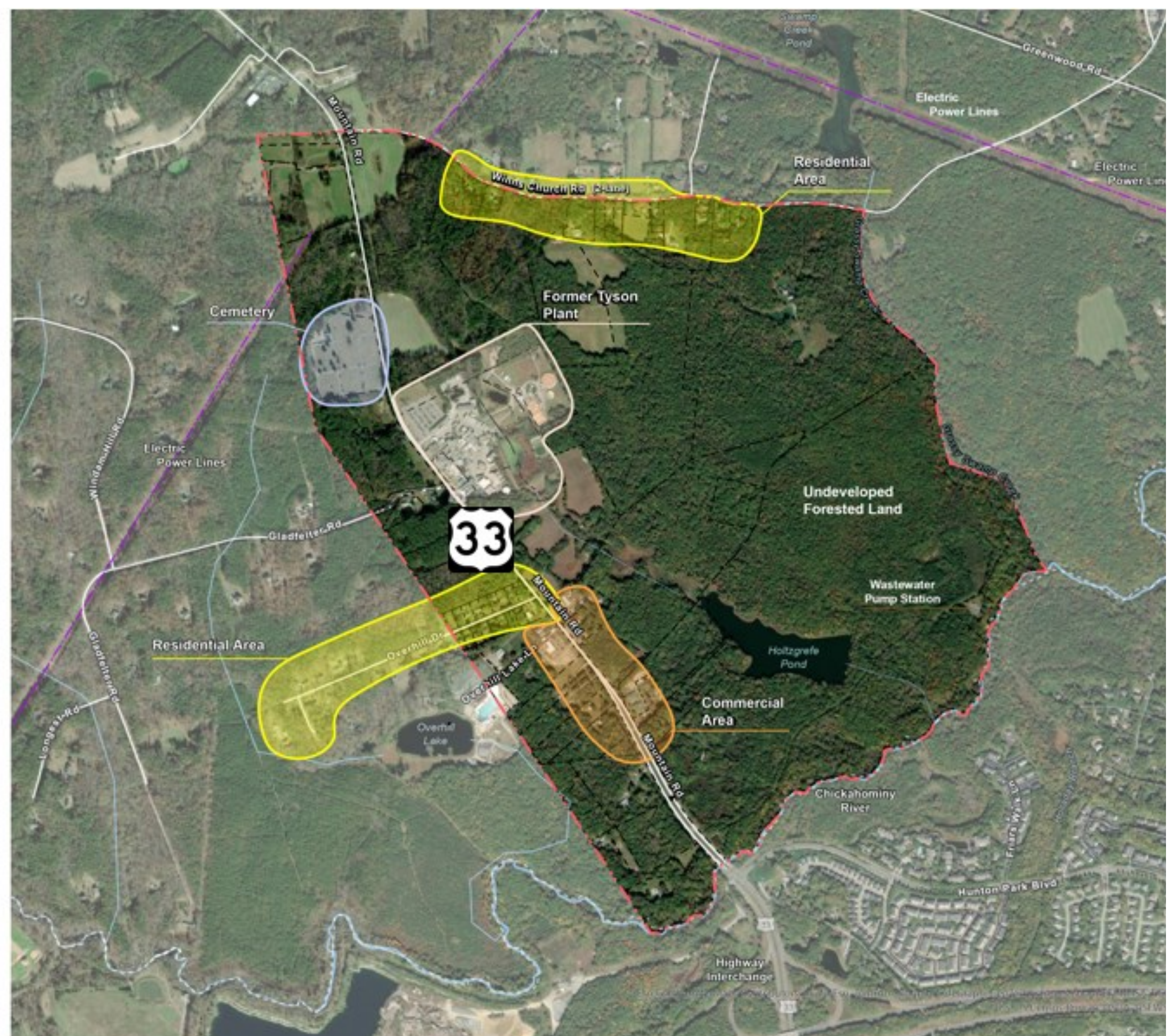
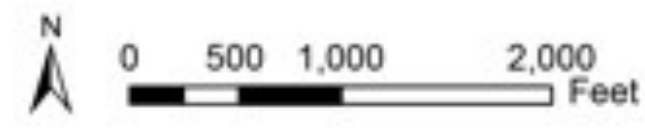


# Existing Conditions



Existing Conditions

- Study Area
- Tax Parcels
- Rivers & Streams
- High Voltage Electric Lines
- Agriculture
- Cemetery
- Commercial Area
- Former Chicken Processing Plant
- Residential Area

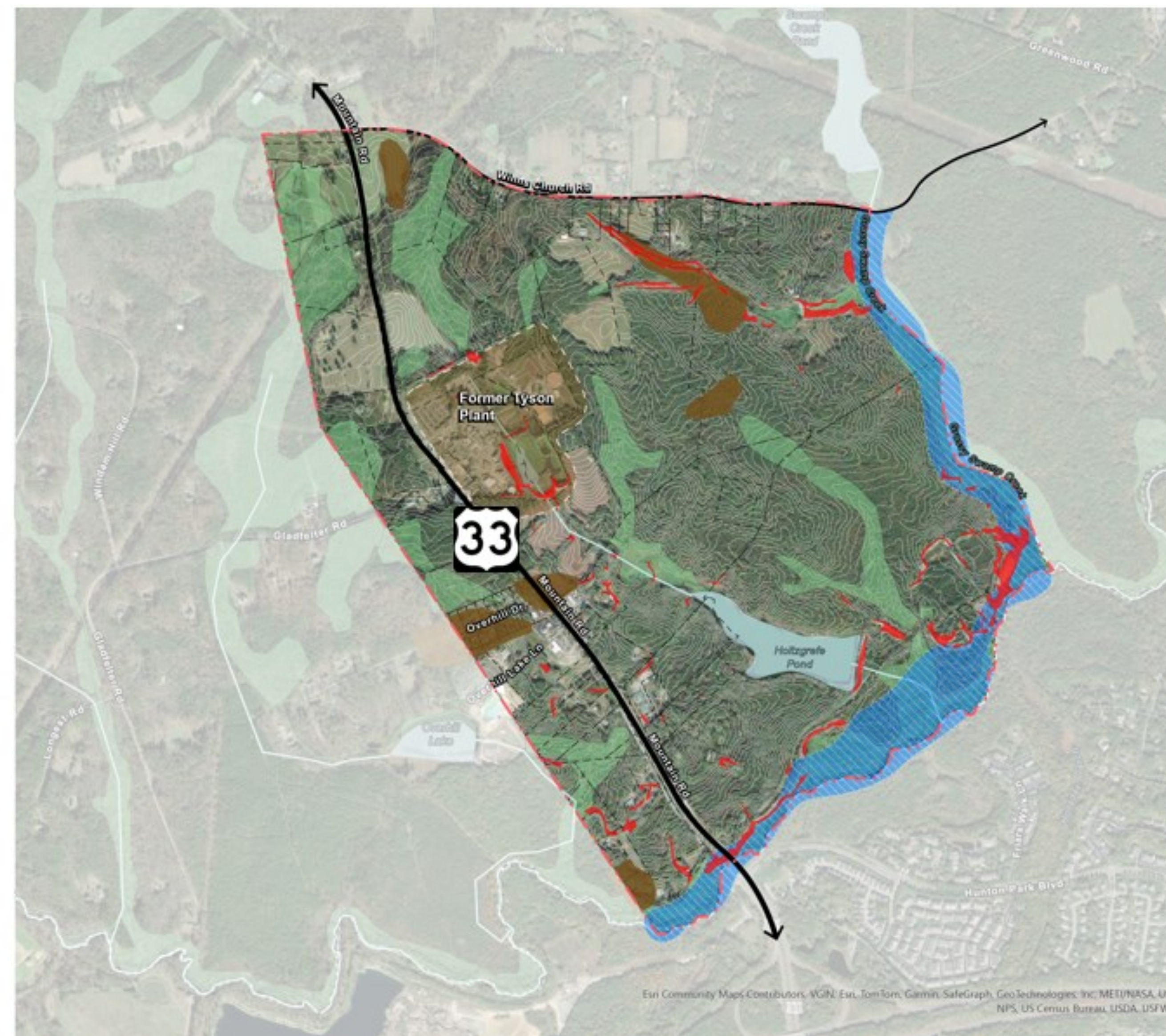
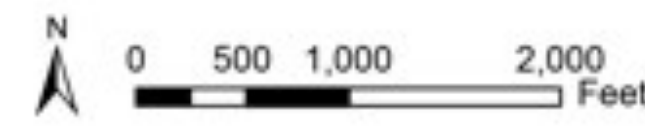


# Development Analysis



Developability

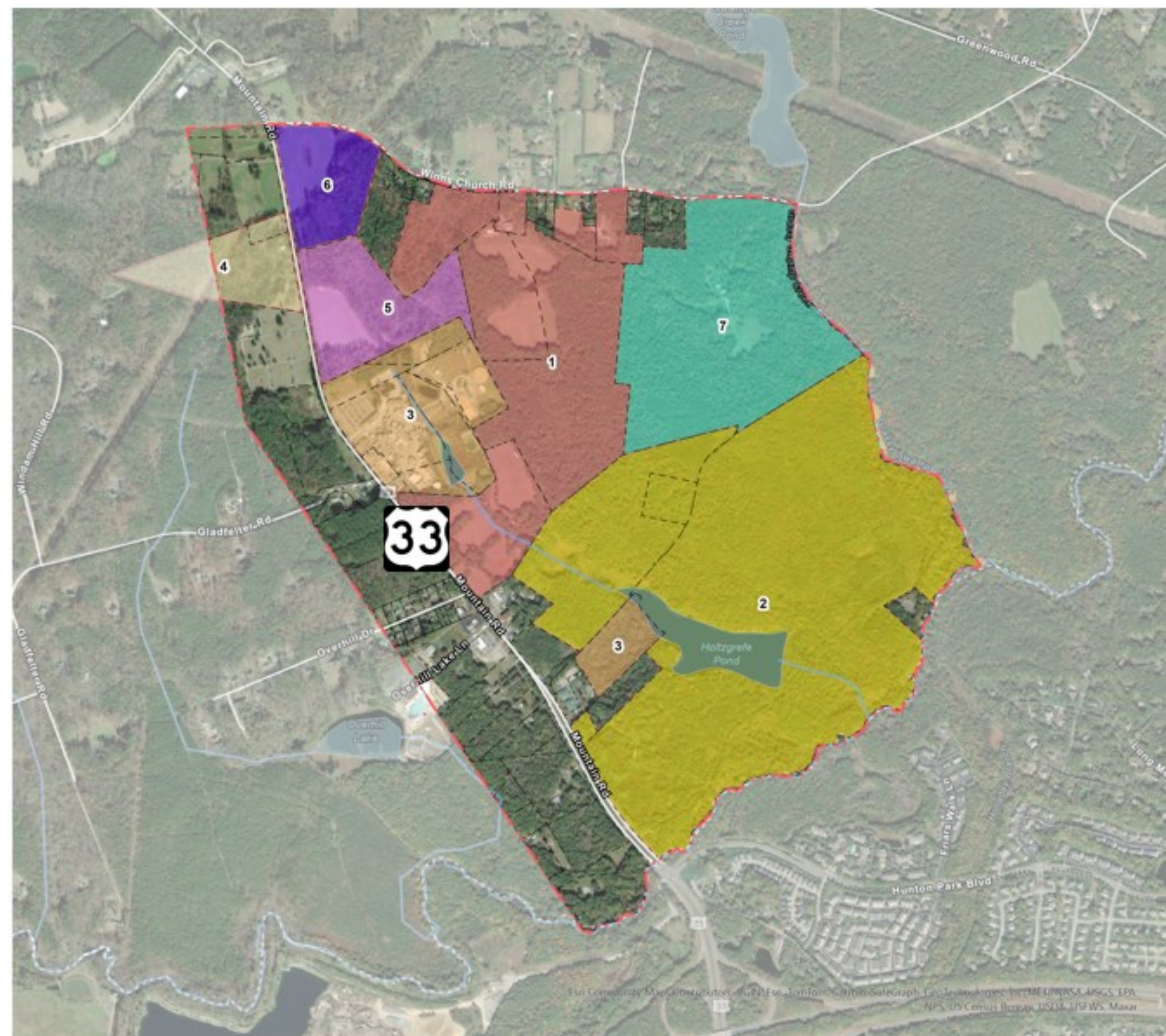
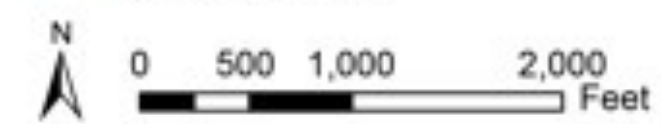
- Study Area
- Tax Parcels
- Rivers & Streams
- Wetlands
- Contours (10' interval)
- Steep Slope (> 15%)
- Flood-prone (100+ year floodplain)
- Poor Soils
- Potentially Contaminated Soil



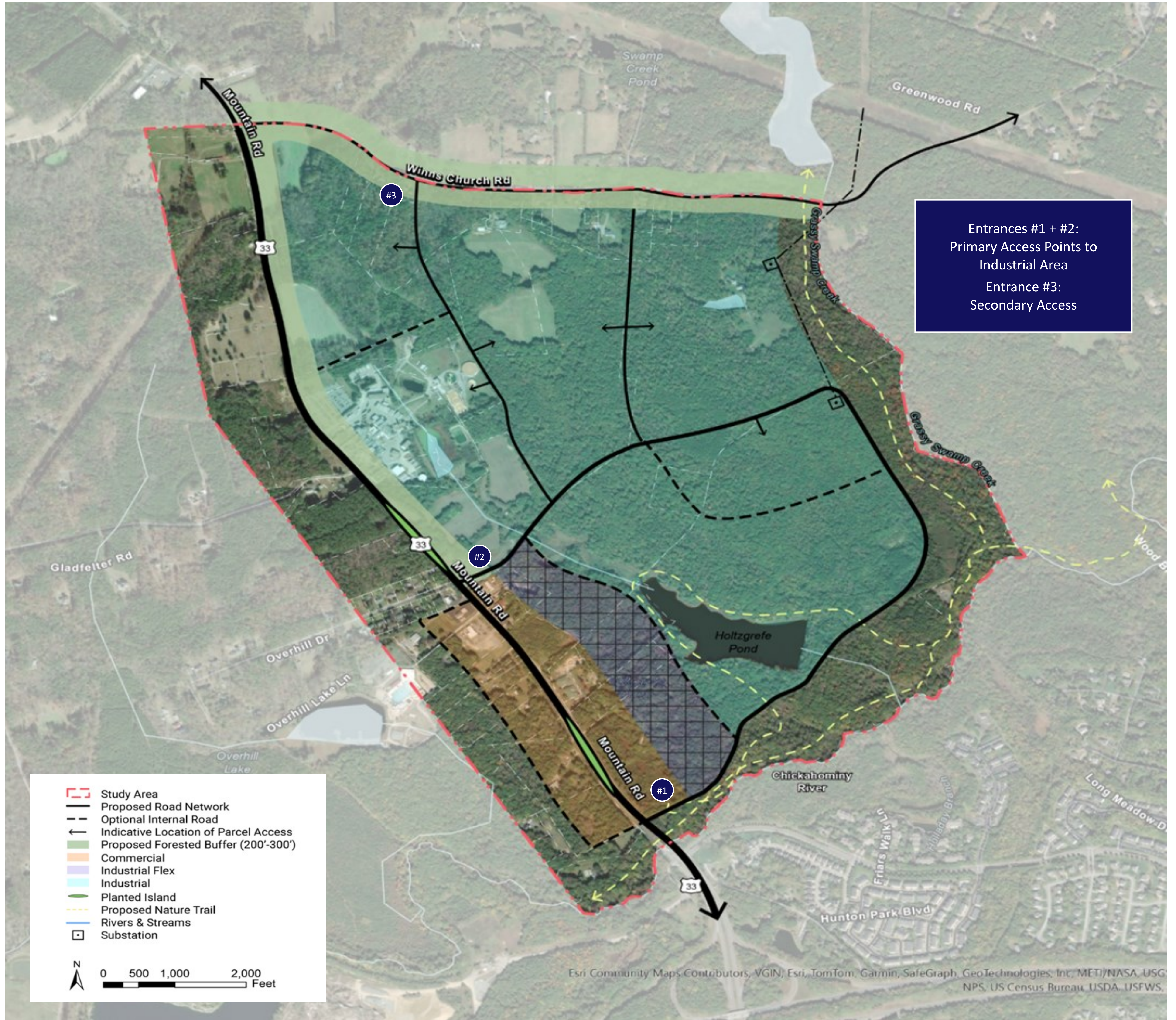
# Land Ownership Pattern



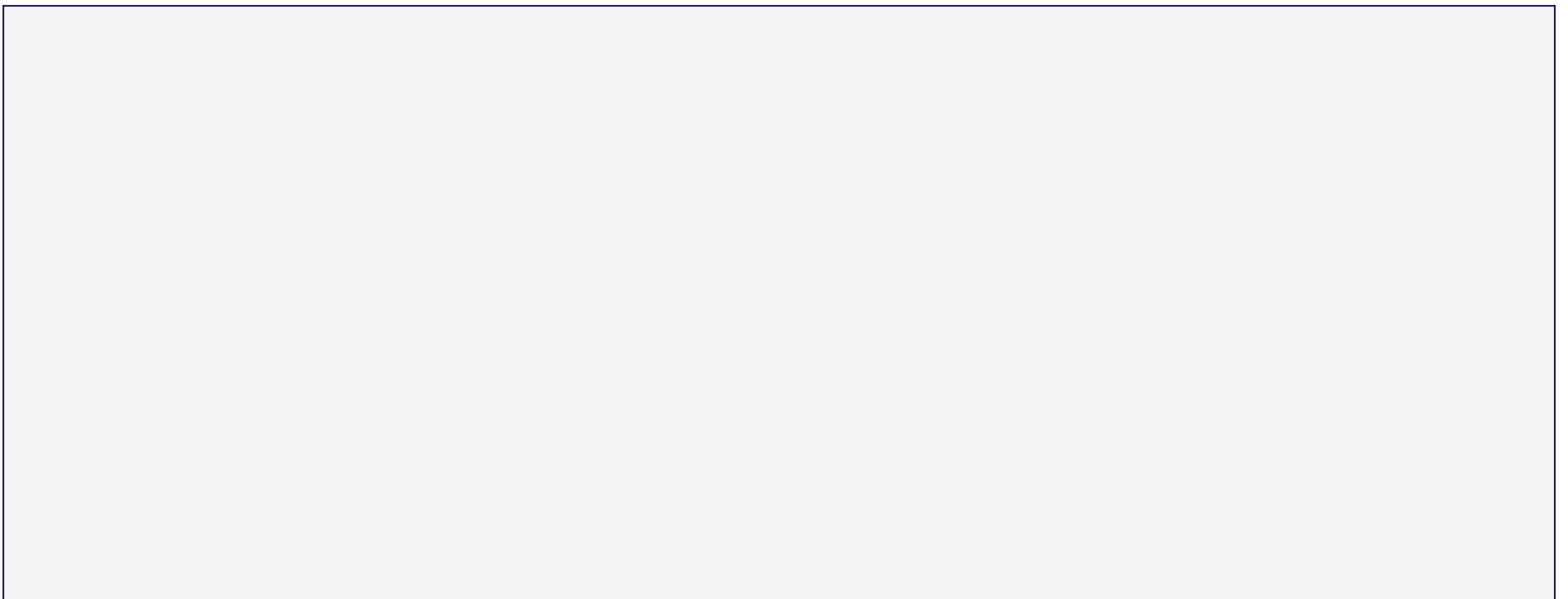
- Study Area
- Tax Parcels
- Water Bodies
- Rivers & Streams



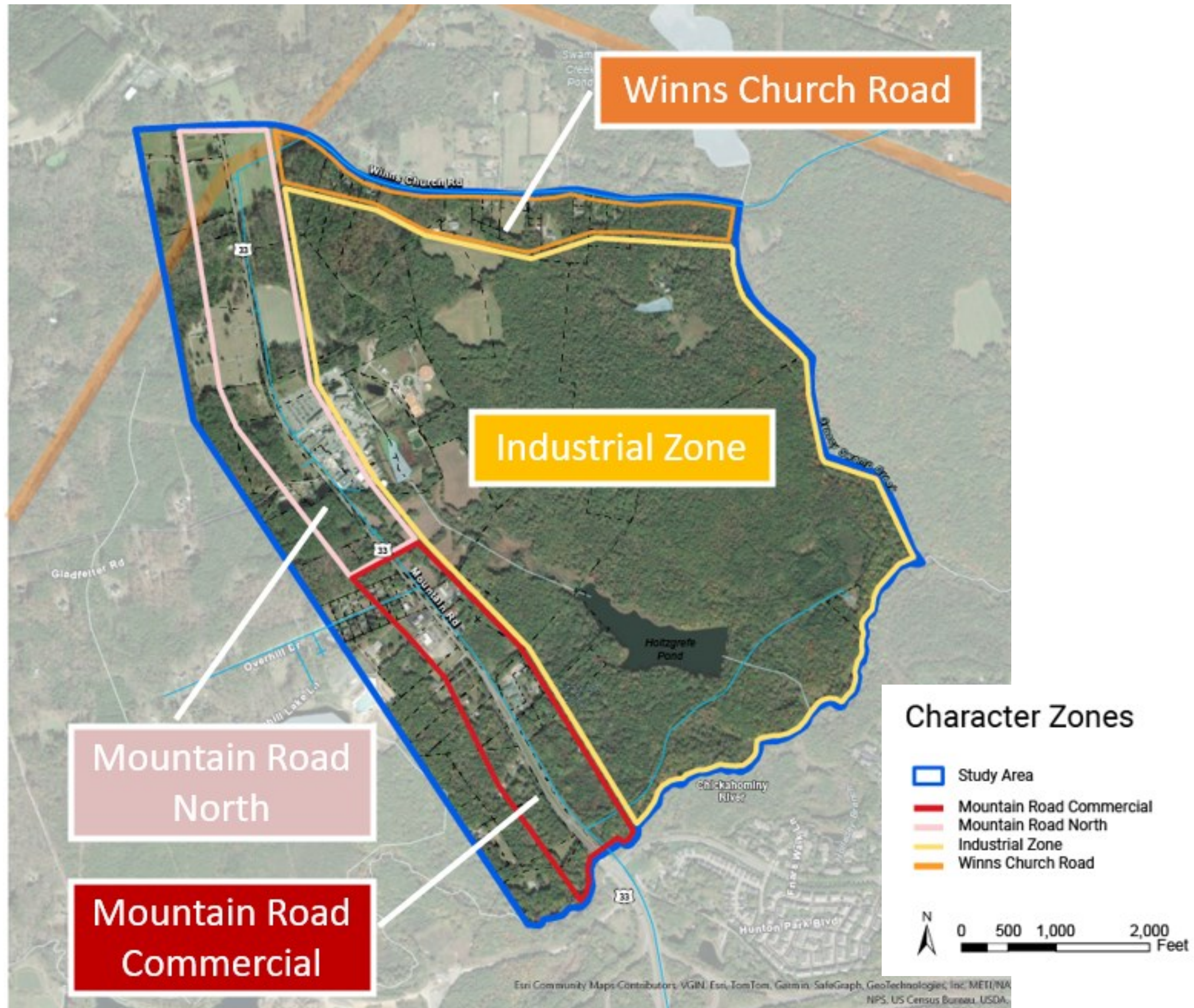
# Conceptual Plan



## Share Your Ideas!



# Character Zones



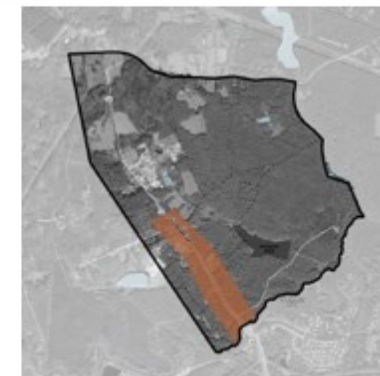
## Development Character | Mountain Road Commercial

### Principles

- Attractive gateway with consistent architecture + materials for central VA context
- Serve highway commercial + local commercial customers
- Auto-centric road, but pedestrian-friendly development (interconnectivity)
- Allows flexibility for business needs

### Features

- Wider planted medians on Rt. 33 for identity + vehicular safety
- Buildings face the road behind a buffer that softens development while providing some visibility (existing vegetation + native supplementary planting in a more formal design)
- Parking lots primarily to side and/or rear of building
- Materials + design reflective of traditional architecture



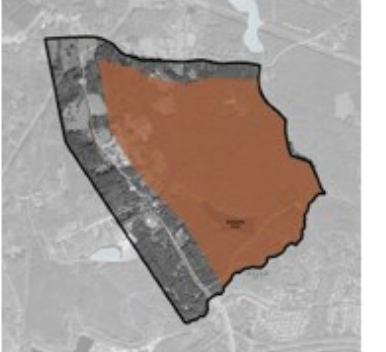
## Development Character | Industrial Zone

### Principles

- Consistent, campus-like look + feel along all interior roads
- Low-impact development and preservation of tree canopy
- Light regulatory touch regarding building design to facilitate investment

### Features

- 30' landscaped buffer along all roads
- Access to industrial uses from interior roads only
- Regulate building height to minimize off-site visibility
- Sidewalks/paths on one side of major interior roads
- Prohibit placing substations or backup power equipment near existing residential parcels
- Limited guidance for building materials/design
  - Use neutral, earth-toned colors



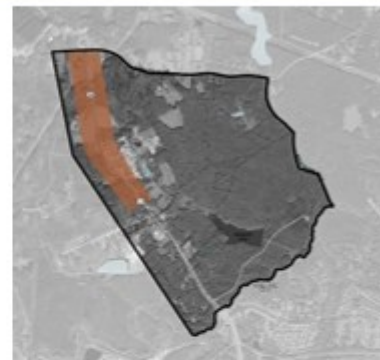
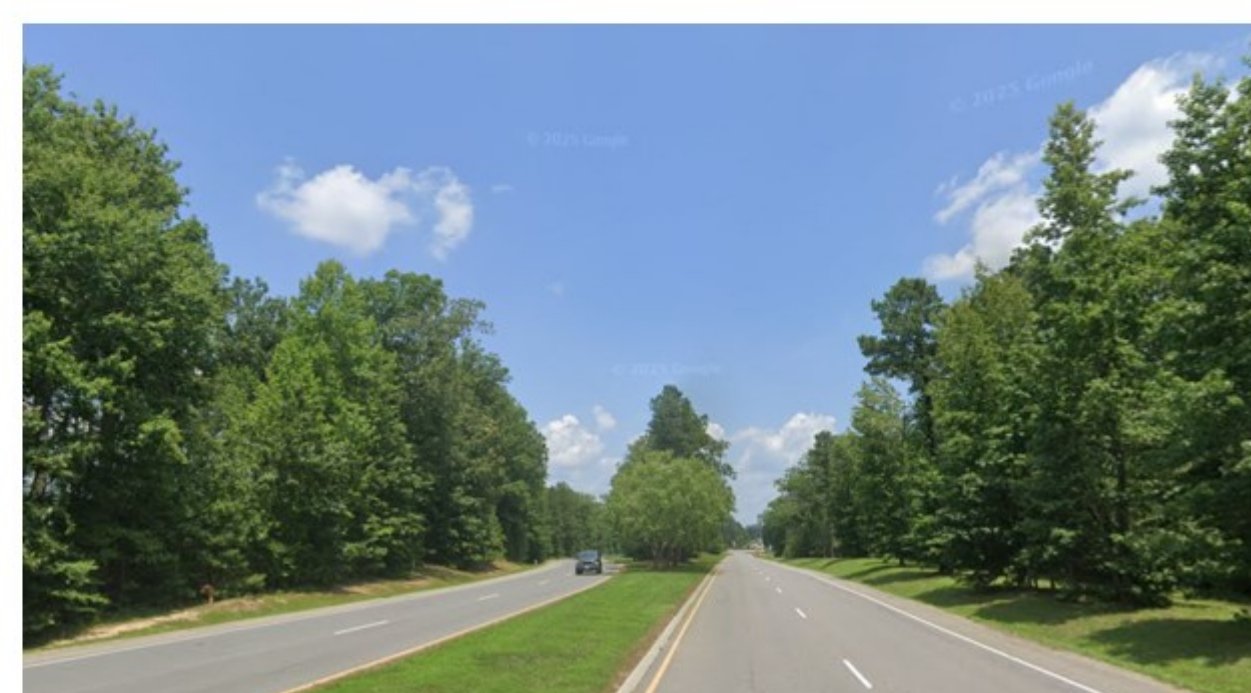
## Development Character | Mountain Road North

### Principles

- Keep rural feel of roadway (rural parkway feel)
- No major changes (except planned widening to four lanes)
- Make it hard to see or hear industrial development from the road

### Features

- Wide forested buffer will screen industrial buildings from Rt. 33 (200' recommended)
  - Install landscaping in areas that are currently open
- No direct access to industrial parcels from Rt. 33
- Less formal plantings (more naturalistic) than commercial area to the south
- Wider planted medians on Rt. 33 for identity + vehicular safety



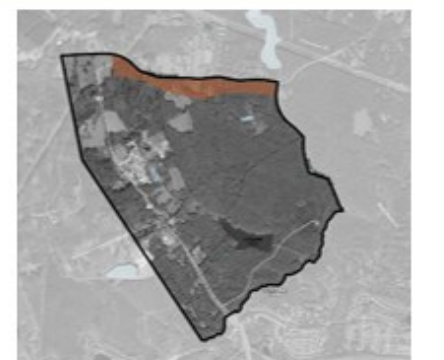
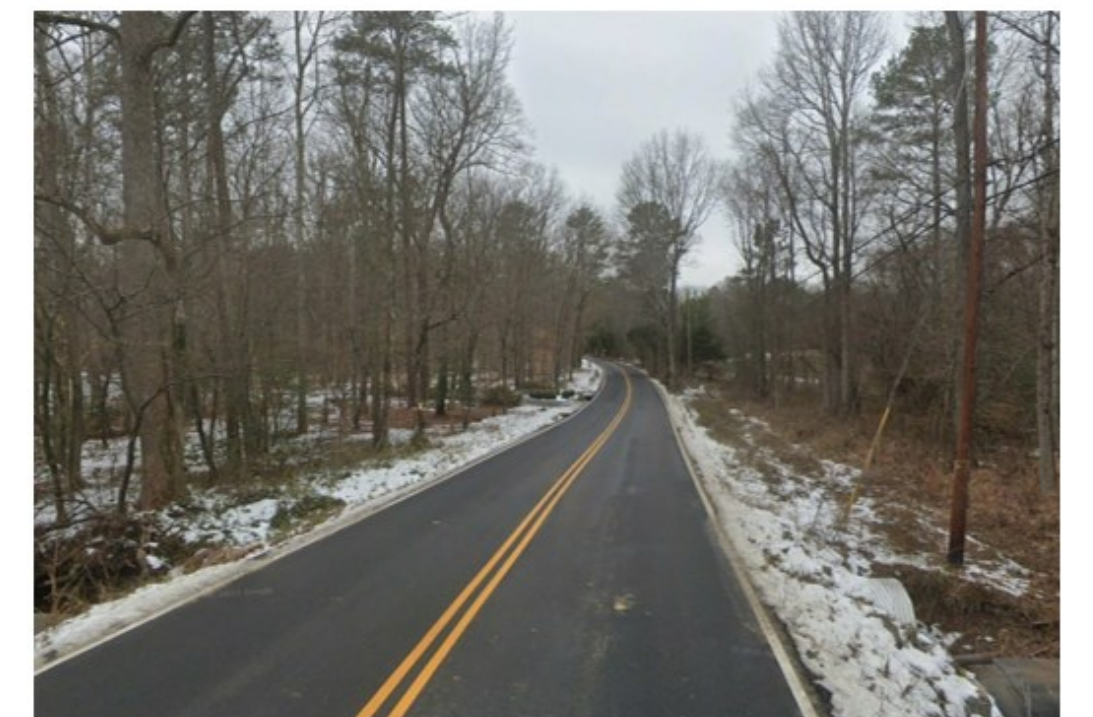
## Development Character | Winns Church Road

### Principles

- Keep rural feel of roadway (country road feel)
- No major changes
- Make it hard to see or hear industrial development from the road
- Limit access to Winns Church Road from industrial area
- Provide transitions (buffers, building heights, etc.) in recognition of existing residences along Winns Church Road

### Features

- Wide forested buffer and landscaping will screen industrial buildings from Winns Church Road (200' recommended)
- Only one secondary access (minor street) to industrial area



Share Your Ideas!

# Design Guidelines: Commercial Area

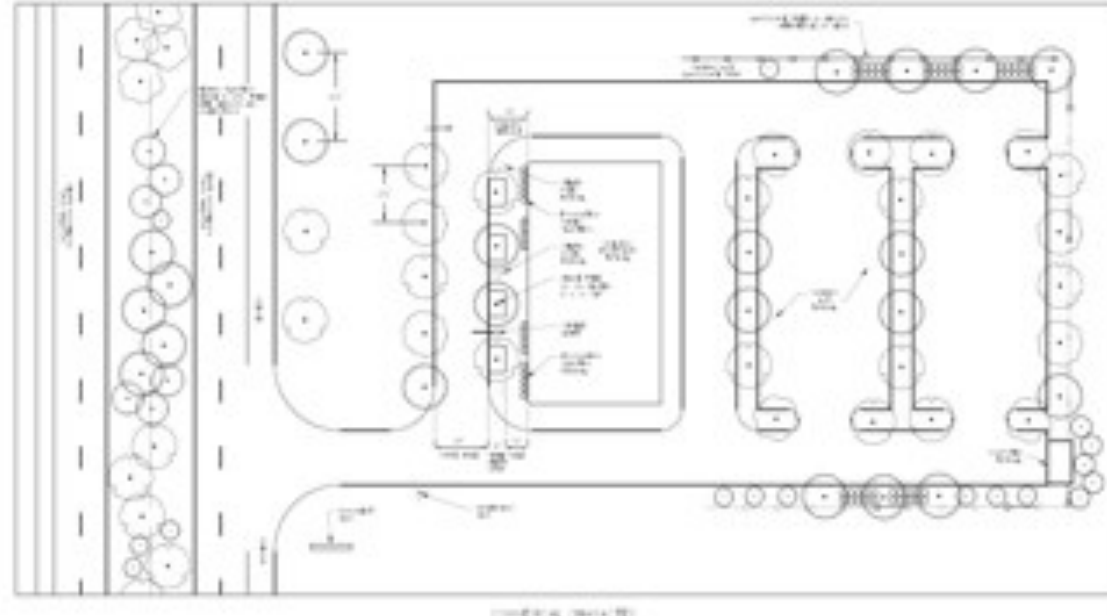


## Mountain Road Commercial | Site Design Guidelines

**Goal:** To coordinate site design throughout the character zone through consistent building setbacks, landscaping, building heights, relationship to the street, roof shape, materials, fenestration, and color.

### 1 Building Placement + Orientation

Buildings façades should face Rt. 33 and be set back approximately 50 – 60 feet from the road right-of-way.



### 2 Thoroughfare Buffer Requirements

Create an attractive gateway through landscaped buffers approximately 50 feet wide (mix of existing vegetation + supplementary plantings).



### 3 Screening

Screen views of parking lots + trash enclosures from Route 33 and internal public roads.



### 4 Pedestrian Access + Circulation

Pedestrian connections should be provided to connect commercial buildings with one another and with their associated parking facilities.



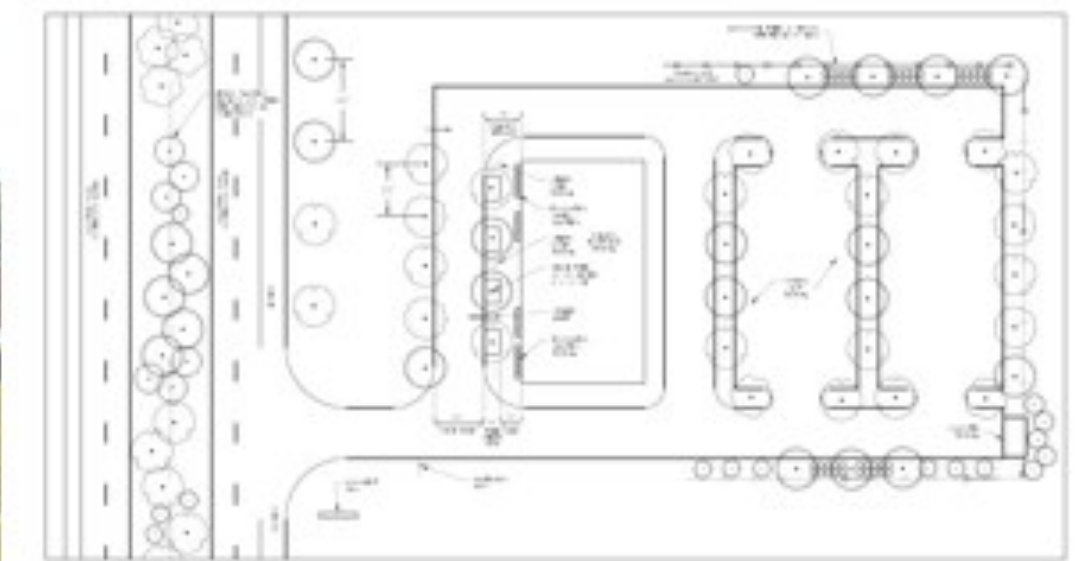
### 5 Parking

Parking located to the side or rear of buildings is encouraged. One row of “teaser parking” is permitted in front.



### 6 Landscape

Street trees should be planted along Rt. 33. Foundation and parking lot landscaping should be provided. Promote preservation of tree canopy.



### 7 Façade Articulation

Long façades (>100 feet) will be broken up into smaller pieces to make them feel more human-scaled. Includes changes in roofline, cornice line, use of gables, and/or wall plane offsets.



#### Major Shade Trees (Native)

- Red Maple
- Common Pawpaw
- American Hornbeam
- Common Hackberry
- American Beech
- Sweetgum
- Tuliptree
- Blackgum or Black Tupelo
- American Sycamore
- Black Cherry
- White Oak
- Scarlet Oak
- Willow Oak
- Post Oak
- Sassafras
- American Elm (resistant)

## Mountain Road Commercial | Building Design Guidelines

**Goal:** To coordinate building design throughout the character zone through consistent building heights, relationship to the street, roof form, materials, fenestration, and color.

### 1 Roofs

Predominantly pitched and/or gabled roofs will reflect the character of the region.



### 2 Color + Materials

Primary building materials should be durable and aesthetically pleasing. Encouraged materials include brick, stone + fiber-cement siding, with limited use of stucco + architectural block as an accent material



### 3 Windows + Transparency

Increased transparency on front façades + vertically-oriented individual windows provide pedestrian scale.



### 4 Discernible Main Entryways

Primary building entryways should be in the front of the building, facing the street.



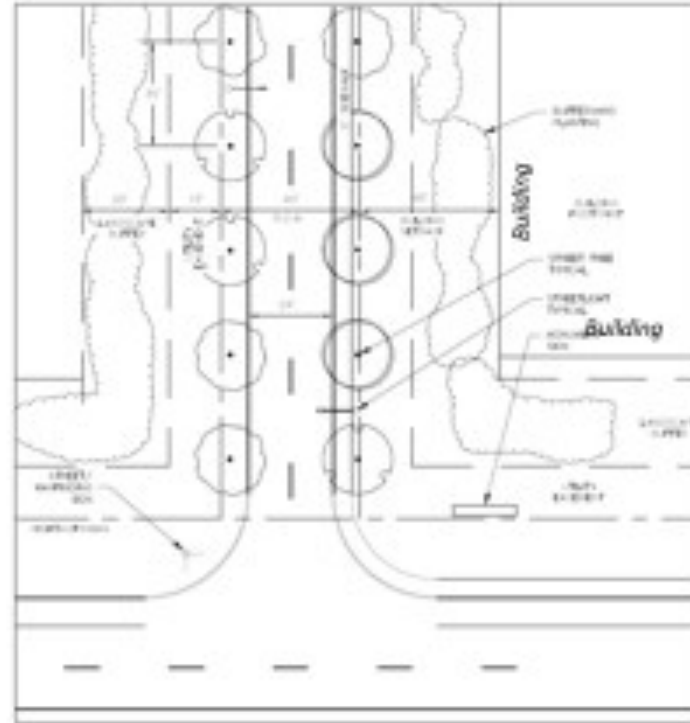
# Design Guidelines: Industrial Area

## Industrial Zone | Site Design Guidelines

**Goal:** To coordinate site design throughout the character zone through consistent building placement, landscaping, pedestrian facilities, and screening.

### 1 Building Placement + Orientation

Buildings should be oriented toward adjacent public streets and setback from the right-of-way approximately 40 feet.



### 2 Transitional Buffers

Transitions and/or screening to minimize impacts to adjacent development are encouraged.



### 3 Screening

Substation, building (in transition zones), parking lot



### 4 Pedestrian Access + Circulation

Provide sidewalks on the main interior, allowing access to open space + trails along stream corridors.



### 5 Landscape

In addition to on-site trees, shrub, and decorative landscape plantings, the preservation of existing forests will be achieved through tree canopy regulations.

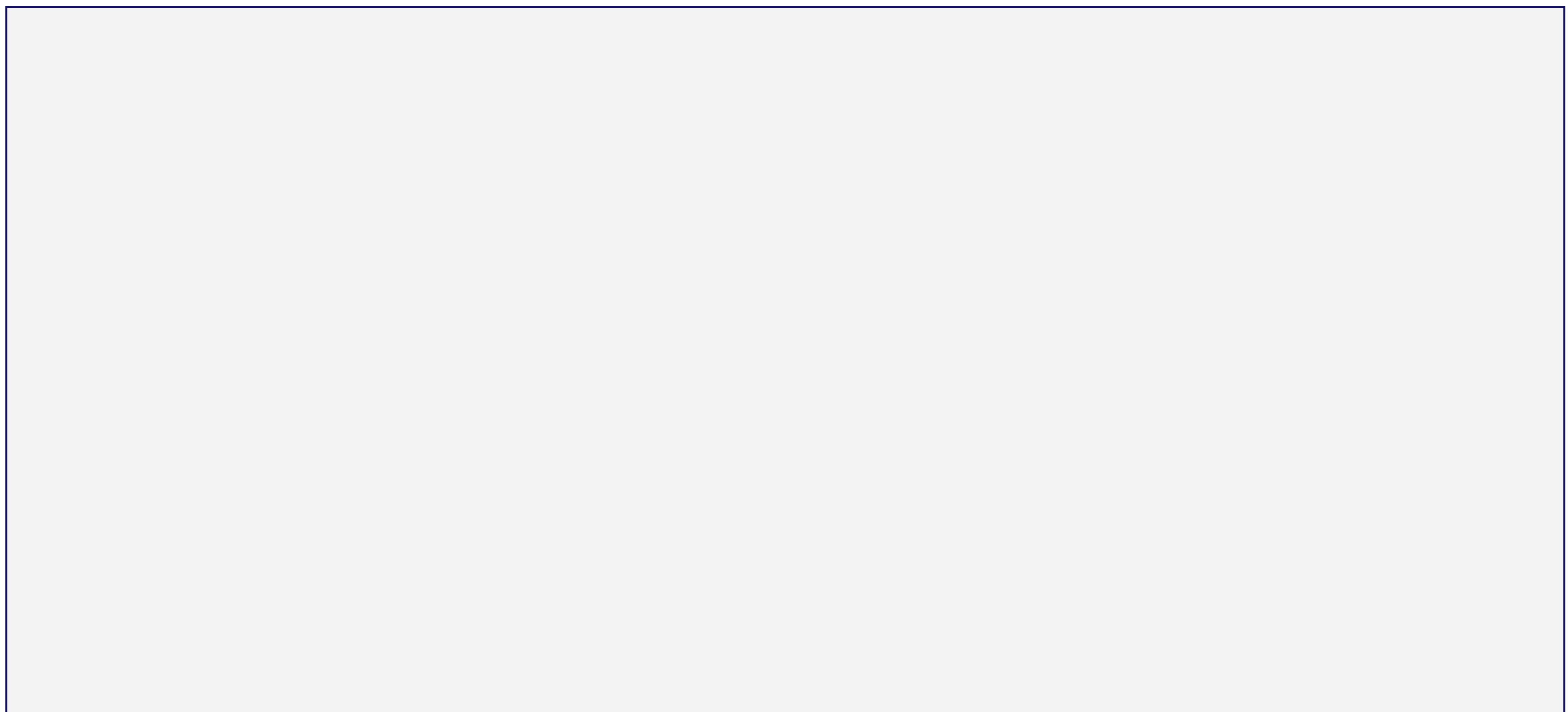


### 6 Parking Lots

Parking should be located to the side or rear of industrial uses and include landscaping techniques to address stormwater + beautification.

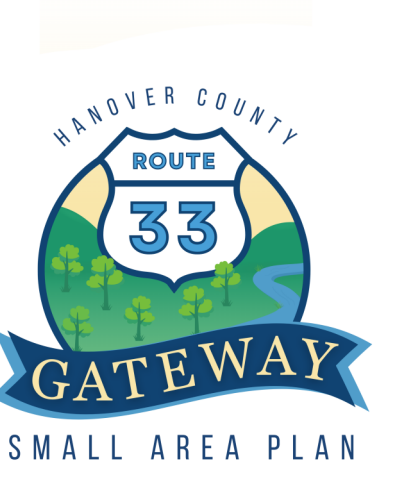


**Share Your Ideas!**



A large, empty rectangular box with a thin black border, intended for users to share their ideas or feedback.

# Design Guidelines: Industrial Area



## Industrial Zone | *Building Design Guidelines*

### 1 Discernible Main Entryways

Primary building entryways should face a public right-of-way.



### 2 Color + Materials

Muted earth-tone colors on exterior surfaces are encouraged.



### Building Heights

Continuing research + analysis to determine appropriate building heights within the industrial area based upon topography + buffering  
(Goal: Provide flexibility while minimizing visibility)

## Industrial Zone | *Placemaking Guidelines*

### 1 Gateway Treatment

The consistent treatment of the street right-of-way, building setbacks, building color, landscaping, and entryway signage will combine to create a sense of arrival.



### 2 Street Lighting

The uniform use of decorative streetlights + parking lot lighting will provide a consistent theme throughout the zone.



### 3 Signage

Unified wayfinding and monument signs mounted on or built with high-quality natural materials are recommended.



### 4 Fencing

A consistent high-quality fencing style should be used to provide uniform transitions, including where security gates and/or higher security situations are necessary.



## Share Your Ideas!