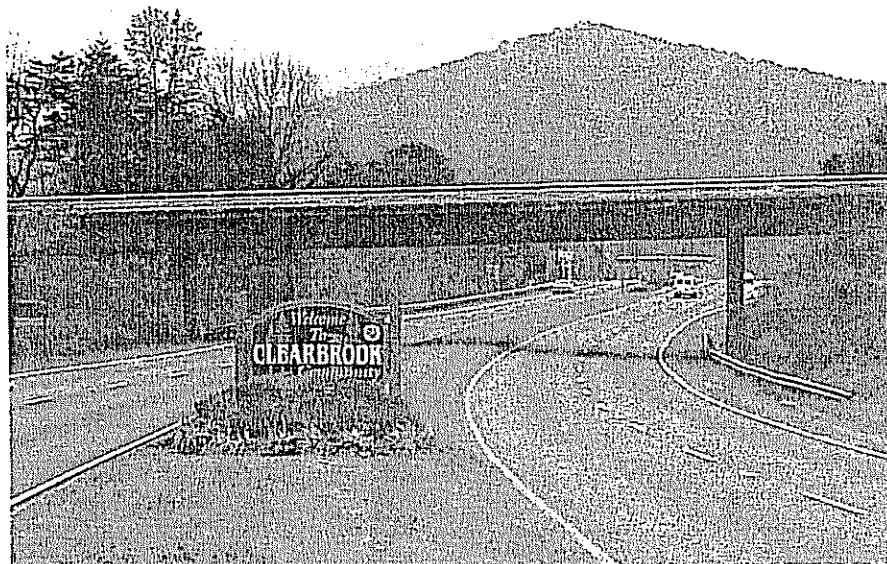


# Design Guidelines for the Clearbrook Village Commercial Overlay District

12/5/00



**CLEARBROOK VILLAGE COMMERCIAL OVERLAY DISTRICT**  
**DESIGN GUIDELINES FOR DEVELOPMENT/REDEVELOPMENT**

<b>Purpose and Intent</b>	3
<b>Background, Character, and Concept for Future Development</b>	3
<b>Planning Objectives &amp; Conceptual Graphics</b>	5
<b>Design Guidelines – Specifics</b>	10
Existing Conditions	
Site Layout	
Architectural Treatment	
Landscaping	
Lighting	
Signage	
Utilities	
<b>Overall Design Intent</b>	16
<b>Appendix A: Clearbrook Village Overlay District Maps</b>	17
<b>Appendix B: Approval Process</b>	20
<b>Appendix C: Architectural Examples</b>	21
<b>Appendix D: Native Plants for Landscaping</b>	22

## **Purpose and Intent**

This document is prepared as an amendment to the 1998 Community Plan and is created in recognition that the area has characteristics that result in growth pressures, such as good road access, public water, public sewer, topography suitable for development, and underdeveloped areas. It is intended for use by property owners in the development and/or redevelopment of their properties within the Clearbrook Village Area. In addition, this document shall be used by the Planning Commission and Board of Supervisors during the review of rezonings or special use requests that lie within the Primary or Secondary Areas of the Clearbrook Village Overlay District. Maps of the entire Clearbrook Village Area and its Primary and Secondary area designations along with further explanation of these designations can be found in Appendix A. The main goals of this document are listed below.

- To protect and promote the health, safety and general welfare of the public,
- To enhance the visual appearance of the corridor,
- To protect and promote the character, vistas, and economic values along the corridor, and
- To prevent unnecessary clutter and congestion associated with unplanned commercial development.

## **Background, Character, and Concept for Future Development**

### **Background**

Historically the Clearbrook area has functioned as a rural residential community with some basic retail services. Many of the citizens in this area are made up of 4<sup>th</sup> and 5<sup>th</sup> generations and others who enjoy and take pride in the community's rural atmosphere and character. The recent extension of public water/sewer to the area combined with good road access, high traffic volumes, and relatively undeveloped gentle sloping topography have naturally resulted in growth and development pressures.

Recognizing the availability of desirable commercial land in the Clearbrook area, the County designated approximately 80 acres surrounding Route 220 as Core in the 1998 Community Plan. Core areas are predominately land use areas where high intensity urban development is encouraged. However, in conjunction with the areas core designation, the Community Plan also seeks to protect the areas rural character and provides further guidance as to the type and character of development appropriate.

## **Character**

The Clearbrook area has unique features that distinguish it from the surrounding area and help to identify its individual character. The rural landscape and views of the ridges and valley are important to the residents of the community. In addition, the Blue Ridge Parkway and the views associated with it are irreplaceable resources. The preservation of these community resources needs to be maintained into the future.

Mountains surround the area and serve to isolate it from surrounding commercial areas, forming a relatively small pocket of land within the Clearbrook area suitable for commercial development. In addition, the Blue Ridge Parkway spans the northern boundary of the Clearbrook area and as it crosses Route 220 creates a barrier to the commercial strip development forming along Route 220.

The area suitable and designated for core commercial development in the Clearbrook Planning District stretches for approximately 1.5 miles along Route 220 from the boundary of the Blue Ridge Parkway south to Suncrest Drive.

Land uses within the Core Clearbrook area are comprised of predominantly vacant and commercial parcels with some single-family residential homes. Commercial uses consist of small, mostly uncoordinated, local-serving retail and other commercial enterprises. Residences surround the Core area and are comprised of mainly single-family detached homes.

The 220 corridor serves a dual purpose as a multi-functional, north-south oriented transportation route. It carries through and commuter traffic between Franklin County and the Roanoke area. It also functions as the main street of the Clearbrook area and serves the commercial and residential uses located on or adjacent to it.

## **Concept for Future Development**

In the interest of maintaining the rural character of the Clearbrook community, all development within its boundaries should seek to reflect the sensitive environmental and natural features of the community. The designated core area is envisioned to serve as a village center for the surrounding communities, as well as serving as a focal point in the Clearbrook area. All development should be centered around the "Village of Clearbrook" area within the community.

Within this village area, design guidelines relating to such issues as site plans, architecture, landscaping, signage, and lighting will help to ensure development that is compatible with the inherent rural character of the Clearbrook area. Together, the following objectives and guidelines support the creation of a unifying and consistent identity for the Clearbrook area.

## Planning Objectives for the Clearbrook Village Area

### Land Use

- Implement the Community Plan Future Land Use Map and Policies that advocate creating the “Village of Clearbrook.”
- Plan for quality development, which may include office, retail, mixed-use and institutional uses.
- Encourage aesthetic and design excellence in all public and private improvements and developments. Detailed guidance regarding aesthetic and design excellence is found in the design guidelines located at the end of this plan. Encourage revitalization and redevelopment of the Clearbrook area to create attractive, commercially viable, and functionally efficient business centers and community focal points.
- Encourage designs that produce a desirable relationship between individual sites, the circulation system, and adjacent areas.
- Encourage consolidation of contiguous parcels to provide for projects that function in a well-designed, efficient manner while discouraging traditional strip commercial/industrial development patterns, which have multiple access points, large parking areas, and numerous architecturally unrelated buildings.
- Discourage freestanding uses with drive-through facilities and uses that create high traffic volumes to and from and along the corridor and that contribute to the strip-commercial character of the highway.
- Mitigate the flooding associated with Narrows Branch & associated tributaries that feed into Back Creek, through the implementation of sub-regional storm water management facilities.
- Implement the use of storm water best management practices (BMP’s) and techniques to help preserve or improve the water quality.

## **Transportation**

- Provide improved traffic control and safety along Route 220 through the use of stoplights, designated crossings, and/or access roads.
- Maintain the long-term function of arterial and collector roadways by limiting accesses and promoting vehicular circulation between parcels.

## **Urban Design**

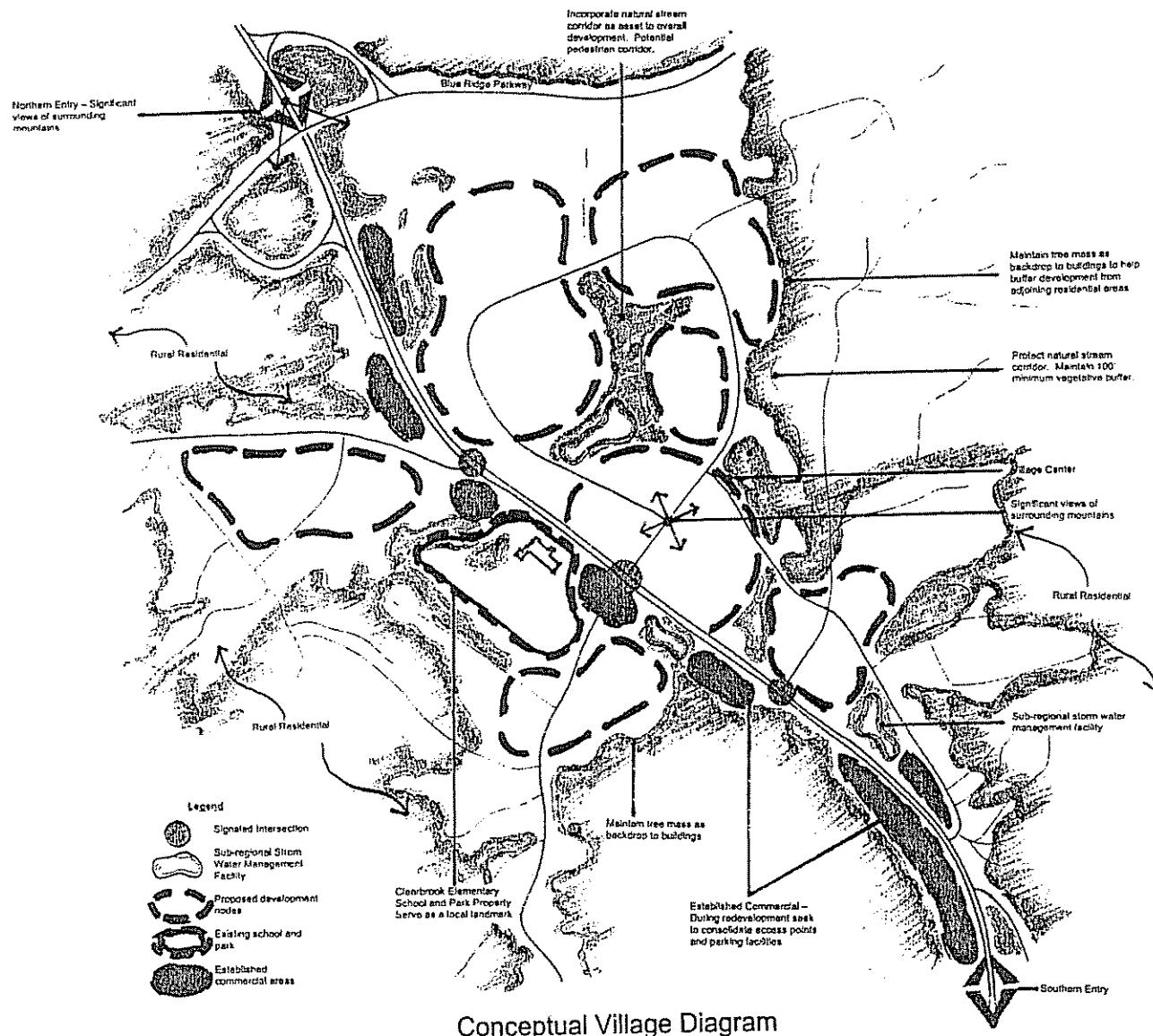
- Promote development that respects the rural character/historical context of the Blue Ridge Parkway, Clearbrook School and other social and cultural resources in the Clearbrook area. Avoid the negative impacts of uncontrolled signage, multiple access points, and lack of landscaping.
- Establish Visual Continuity – Provide a uniform right-of-way and a consistent or compatible highway edge treatment to create a unified, attractive visual appearance along the corridor. Place utilities underground in conjunction with all public and private development projects. Place emphasis on signage and landscaping standards.
- Establish a Clear Corridor Image – Through the use of design guidelines, ensure quality development compatible with the rural character and establish a strong overall village concept and image for the corridor.
- Reduce Impact on Adjacent Residential Communities – Mitigate adverse impacts of commercial activity such as noise, glare and incompatible building forms on adjacent residential uses by effective screening, buffering and designing buildings of appropriate scale and height.

## **Conceptual Graphics**

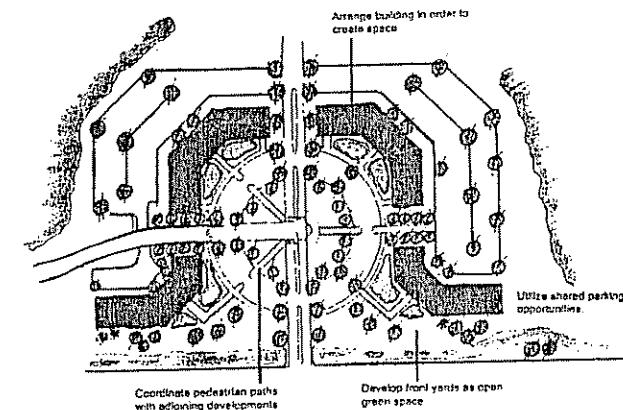
The graphics on the following three pages are meant to represent the conceptual ideas and specific standards inherent in this planning document. They demonstrate the land use, transportation, and urban design planning objectives in this section and the specific guidelines located in the subsequent section.

# The Village Concept

Small development nodes separated and defined by features, such as, existing vegetation and natural stream corridors characterize the Clearbrook Village. Three main signalized intersections along with limited individual accesses along the Rt. 220 corridor ensure the safety and continual functionality of the vehicular corridor.



Conceptual Village Diagram



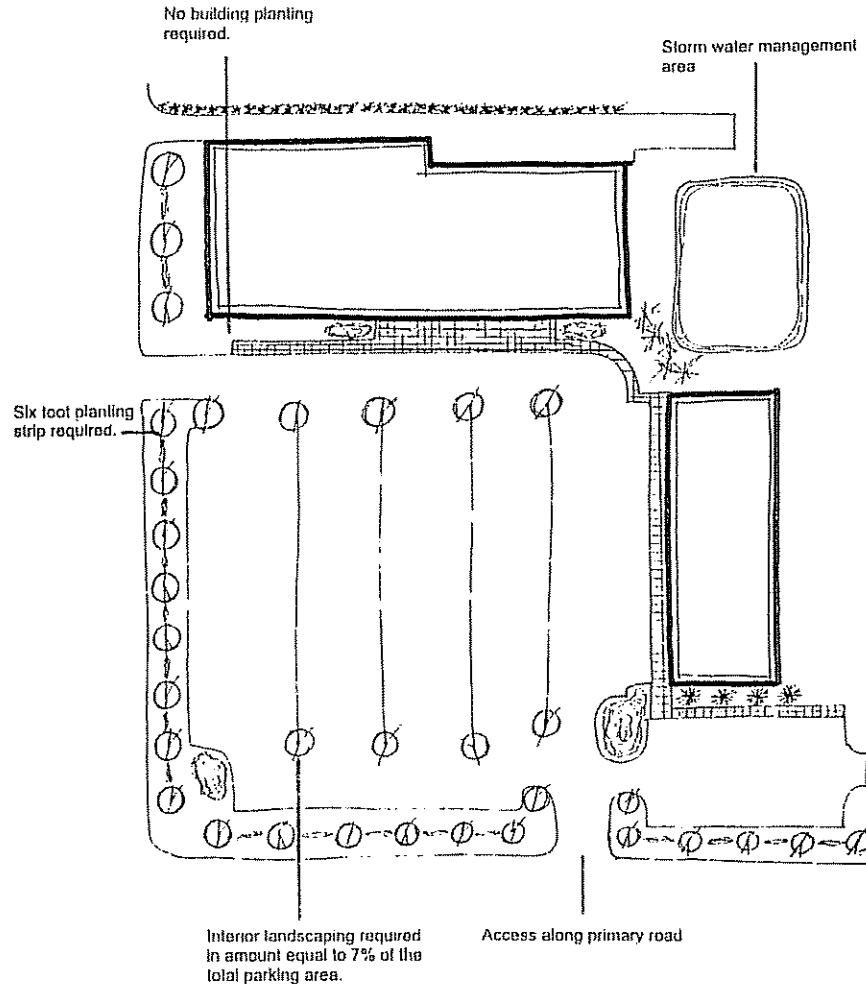
Conceptual Village Center

## Clearbrook Village Commercial Overlay District

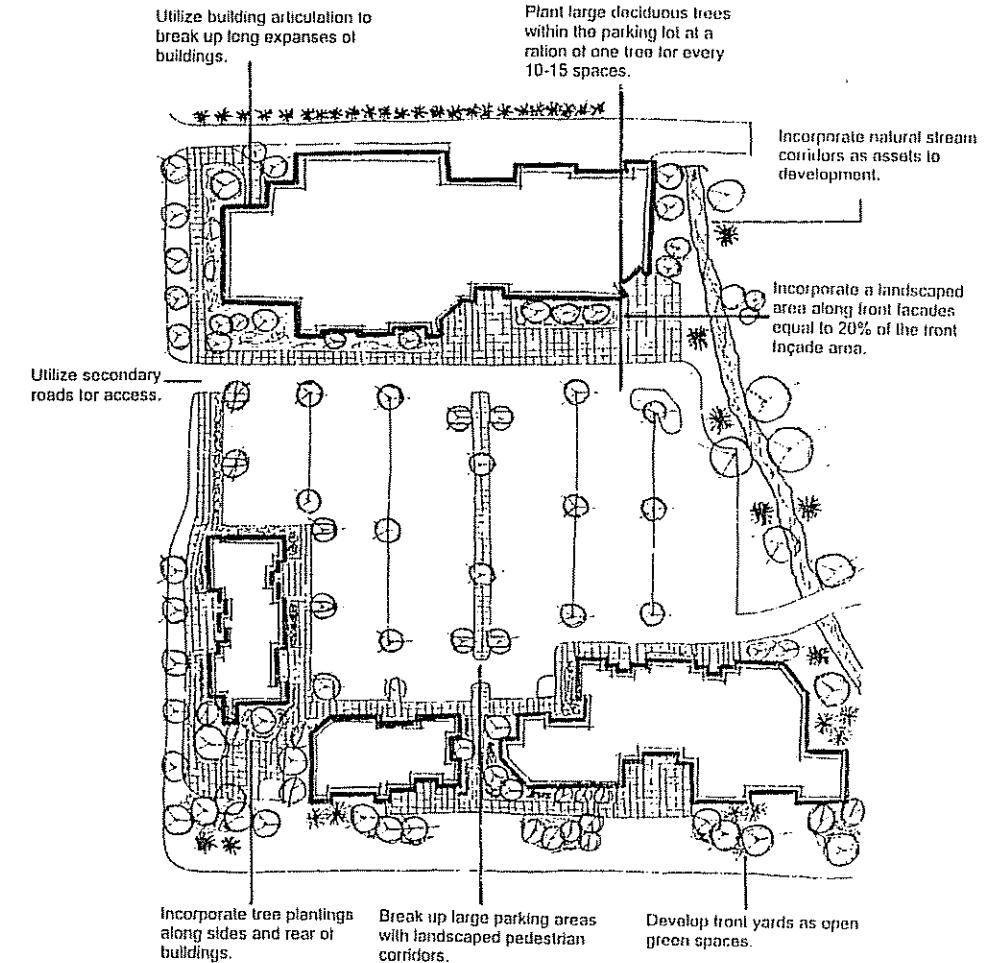
Note – These drawings are conceptual diagrams of one possible way that the Clearbrook Village Area could develop. They are not meant to serve as actual development patterns but are used to demonstrate the conceptual ideas inherent in the Clearbrook Village Commercial Overlay District Design Guidelines.

# Site Plan Standards

for the  
Clearbrook Village Commercial  
Overlay District



Typical development under  
current County regulations



Development applying proposed  
recommendations and  
standards

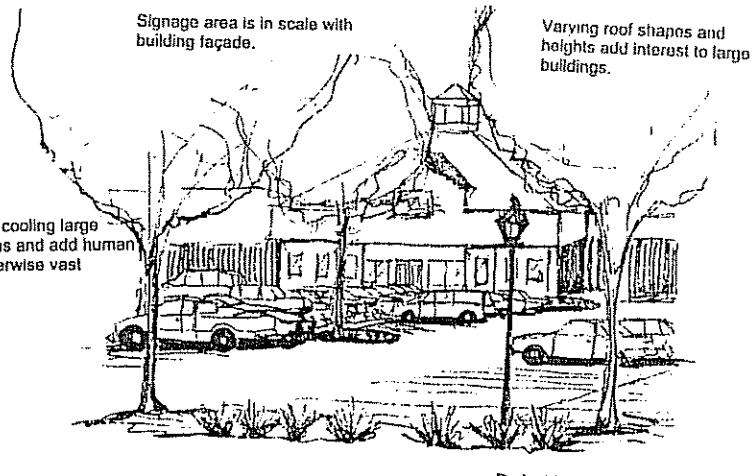
# Architectural Standards

for the  
Clearbrook Village Commercial  
Overlay District

Lighting is out of scale with  
pedestrian.

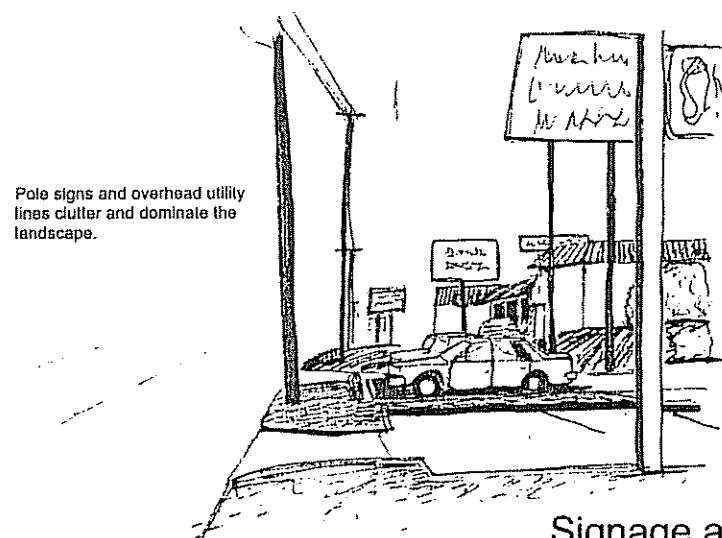


## Building Architecture, Lighting, and Parking Lot Landscaping



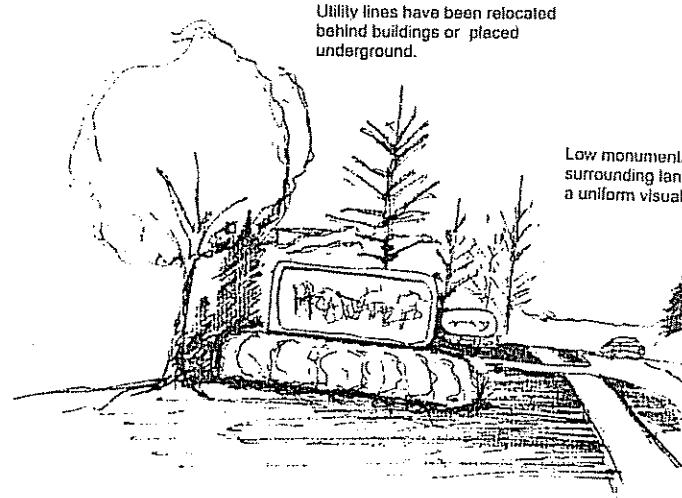
Varying roof shapes and  
heights add interest to large  
buildings.

Pedestrian scaled lighting.



Typical development under  
current County regulations

## Signage and Adjacent Right-of-Way Plantings



Low monumental signs with  
surrounding landscaping create  
a uniform visual pattern.

Development applying proposed  
recommendations and standards

## Design Guidelines – Specifics

This section provides specific requirements intended to achieve the goals and objectives described in previous sections.

### I. Existing Conditions

- A. Where significant natural features exist on the site (including creek valleys, steep slopes, and/or significant trees), such natural features shall be reflected in the site layout, to the extent practical.
- B. In addition, existing tree masses that currently act as natural buffers of proposed developments shall be protected and preserved. These tree masses function as natural backdrops to proposed buildings.
- C. Any large native tree in good condition and over 24" in diameter must be protected, preserved and incorporated in the final site layout, except where such practice severely limits the site's development options.

### II. Site Layout – The relationship of the building and other site structures to the corridor street and to other development within the corridor shall be as follows:

- A. An organized pattern of roads, service lanes, and pedestrian walks shall guide the layout of the site.
- B. Multiple buildings in a single development shall be designed and arranged in order to create and define space. Where more than one building or out parcels are proposed, building placements shall be prearranged and together form a unified theme for the proposed development. Where feasible, orient commercial buildings toward the road with parking lots to the side and rear. Site buildings to discourage large expanses of parking adjacent to and visible from roadways. Cluster buildings to reinforce a neighborhood style or ambience. In addition, site buildings with respect to natural topography and other environmental/historic features.
- C. Provisions shall be made for connections to adjacent pedestrian and vehicular circulation systems. Minimize and consolidate access points and provide well-designed and integrated complexes with efficient internal circulation patterns.
- D. Pedestrian circulation shall be provided for and coordinated with that generated from adjacent properties.

E. Parking

1. Design parking areas to allow for future interconnections with adjacent parcels.
2. Where more than forty (40) parking spaces are required, break up required parking into smaller areas spaced throughout the site, lessening their visual and environmental impacts. If more than 150 spaces are required, parking can be broken up by the use of raised landscaped strips with a minimum width of fifteen (15) feet.
3. Any parking in excess of County Requirements shall be constructed with the use of pervious pavements. However, gravel shall not be allowed.
4. Site buildings to take advantage of any shared parking opportunities that exist.

F. Site Access

1. All uses shall have access designed so as not to impede traffic on a public street intended to carry through traffic. To such end, access via the following means will be given favorable consideration:
  - a. By the provision of shared entrances, interparcel travel ways, or on-site service drives connecting adjacent properties.
  - b. By access from a public highway other than along Route 220.
  - c. By the internal streets of a commercial, or office complex.
2. Parcels of land existing at the time the Clearbrook overlay district is created shall not be denied access to a public highway if no reasonable joint or cooperative access is possible, at the time of development.

III. Architectural Treatment

- A. Architectural treatment of buildings, including materials, color and style, shall be compatible with the selected buildings located within the project area. See Appendix C. Compatibility shall be achieved through the use of similar building massing, materials, scale, colors and/or other architectural features.
- B. There shall be no visible flat or shed roofs permitted. Utilize dormers, gables and other variations in roof shapes and/or heights that are compatible with the basic facade elements and add interest and scale to the building. Gable roofs, hip roofs and multiple plain roofs are encouraged.

C. The maximum height of structures shall not exceed a height of thirty-five (35) feet or three stories, whichever is less.

D. Where large buildings are proposed, landscaping and architectural facades shall be used to lessen their impact.

1. Avoid vast blank building walls in areas visible from the street or adjacent properties by using fenestration, building articulation, detailing or landscape plantings.
2. Building frontages shall have offsets, projections, or other distinctive changes in the building façade.

E. Select materials for harmony with the chosen buildings located within the project area. Exterior materials such as exposed standard concrete block, metal, or brightly colored siding will not be allowed. Materials shall be in the range of earth tones.

#### IV. Landscaping

##### A. Landscape standards and specifications

1. Trees required by the preceding paragraphs shall measure a minimum of 2 ½ inches in caliper at planting time.
2. Shrubs required by the preceding paragraphs shall measure a minimum of 24 inches in height at time of planting.
3. The use of native species shall make up a minimum of 50% of the planting materials. See Schedule D for a listing of recommended native species.

B. Street frontages shall be devoted to building architecture, landscaping, or public green spaces. Landscaping along the frontage of properties adjoining any road right-of-way shall include the following:

1. A planting area with a minimum width of 15 feet shall be established outside of any road right-of-way and utility easements. This area shall be developed as an open green space.
2. Within this strip, one large shade tree and seven shrubs shall be planted for every 30 feet of frontage. One third of all planting shall be made up of evergreen materials. Small trees shall be used where overhead utility lines prohibit the planting of large trees.

3. In addition, flowering ornamental trees, earth berms and/or ground covers shall be interspersed among the large shade trees.
4. Where parking is located in front of the building, a berm of varying height with an average height of 2 feet shall be located between the parking area and the adjacent r-o-w. In addition to any other requirements, the berm shall be planted with a minimum of two shrubs for every 5 feet.
5. No uses shall be permitted within the planting strip except: permitted entrances, minimal utility crossings and easements, pedestrian/bike trails, storm water management facilities (which are an integral part of a landscape plan), and signs as allowed in this district.

#### C. Parking Areas

1. Parking areas shall incorporate raised landscaped islands in order to break up large expanses of pavement. Raised landscaped island can be in the form of continuous landscaped strips between every four rows of parking, large planting islands located throughout the lot, and/or planting islands between every 10 to 15 spaces. Any raised landscaped area shall be a minimum of ten feet in width. Islands shall be planted with large shade trees and evergreen/deciduous shrubs or groundcovers other than grass.
2. Large shade trees shall be planted in the interior of parking areas at the rate of one (1) tree for every ten (10) parking spaces and shall be evenly distributed throughout the interior of the parking area.

#### D. Building Plantings

1. Trees shall be planted along the side and rear exterior walls of buildings to soften their appearance. One tree shall be planted for every 30 feet of building wall. Flexibility in placement shall be granted where service areas or other utilities are necessary adjacent to the building.
2. Buildings shall incorporate foundation plantings and/or landscaped plazas in an area equal to 20% of the total front façade area, along main entrance facades, creating a vegetative buffer between the parking area and the building front.

E. Stormwater Management

1. Above ground stormwater management areas and facilities shall be landscaped with plants adaptable to being temporarily inundated with water. The facility shall be landscaped in order to create a 75% screening of the facility. One-third of all plantings shall be evergreen.

V. Lighting

- A. No freestanding light pole, including fixture, shall be more than 18 feet above grade. All exterior lights, including security lighting, shall be down-lit or shielded so as not to direct glare onto adjoining streets or residential properties. The intensity at adjoining streets or residential properties shall not exceed 0.5 foot candles.
- B. In addition, the light source from any security lighting shall not be visible from adjoining residential properties.

VI. Signage

- A. The shared use of signs is encouraged for adjacent businesses.
- B. Signage shall complement the buildings' architectural style. Materials such as exposed standard concrete block, metal, or brightly colored siding will not be allowed. Colors shall be in the range of earth tones.
- C. Lots shall be allowed a maximum signage allocation not to exceed one (1) square foot of sign area per one (1) lineal foot of lot frontage.
- D. Signage placed on buildings shall occupy less than 5% of the façade area.
- E. All freestanding signs shall be monument type (no pole signs) and meet the following criteria:
  1. Monument signs shall not exceed 7 feet in height or 10 feet in width;
  2. Signs shall be channel lit, ground lit or top lit with shielded lamps placed so as to not cast light onto the path of traffic or on any adjacent road or property.
- F. Signs shall be complemented, accented and enhanced by landscaping. The size of the landscaping plot shall be one and one-half times the square footage of the sign.

- G. No more than three (3) business signs are permitted for each business.
- H. Entrance and exit signs are limited to two (2) square feet each. No advertising allowed.
- I. Restricted signs. The following types of signs shall be prohibited within the district:
  - 1. Off premises signs
  - 2. Portable signs
  - 3. Temporary signs
  - 4. Changeable copy signs
  - 5. Roof signs
  - 6. Pole signs

## VII. Utilities

- F. All new site utilities shall be located underground.
- G. Where feasible, relocate existing overhead utility lines along Rt. 220 underground or to rear yards of buildings along the corridor.

## Overall Design Intent

The previous specific design guidelines were developed to achieve the following overall design intentions.

### Existing conditions, site layout and site access

Site development should be sensitive to the existing natural landscape and should contribute to the creation of an organized development pattern for the Clearbrook Village area. This may be accomplished, to the extent practical, by preserving the trees and rolling terrain typical of the area; planting species of trees along streets and pedestrian ways that reflect the native vegetation of the area; insuring that any grading will blend into the surrounding topography thereby creating a continuous landscape; preserving to the extent practical, existing significant stream corridors which may be located on the site and integrating these features into the design of the surrounding development; and limiting the building mass/height and required parking to a scale that does not overpower the natural setting of the site, or the surrounding area.

### Architectural Treatment

New structures and substantial additions to existing structures should respect the traditions of historically significant architectural examples in the Clearbrook area. Photographs of historic buildings in the area, which provide important examples of the tradition, along with other existing suitable examples are contained in Appendix C.

The examples contained in Appendix C should be used as a guide of building design: the standard of compatibility with the area's historic and existing structures is not intended to impose a rigid design solution for new developments. Replication of the design of the important historic sites in the area is neither intended nor desired. The Guideline's standard of compatibility can be met through building scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The Guidelines allow individuality in design to accommodate varying tastes as well as special functional requirements.

## **Landscaping**

Landscaping should promote visual order within the corridor and help to integrate buildings into the existing environment of the corridor. Such common elements allow for more flexibility in the design of structures because common landscape features will help to harmonize the appearance of development as seen from the street. The landscaping of parking areas and entrance facades promotes a pedestrian oriented village concept and feel.

## **Signage, Lighting and Utilities**

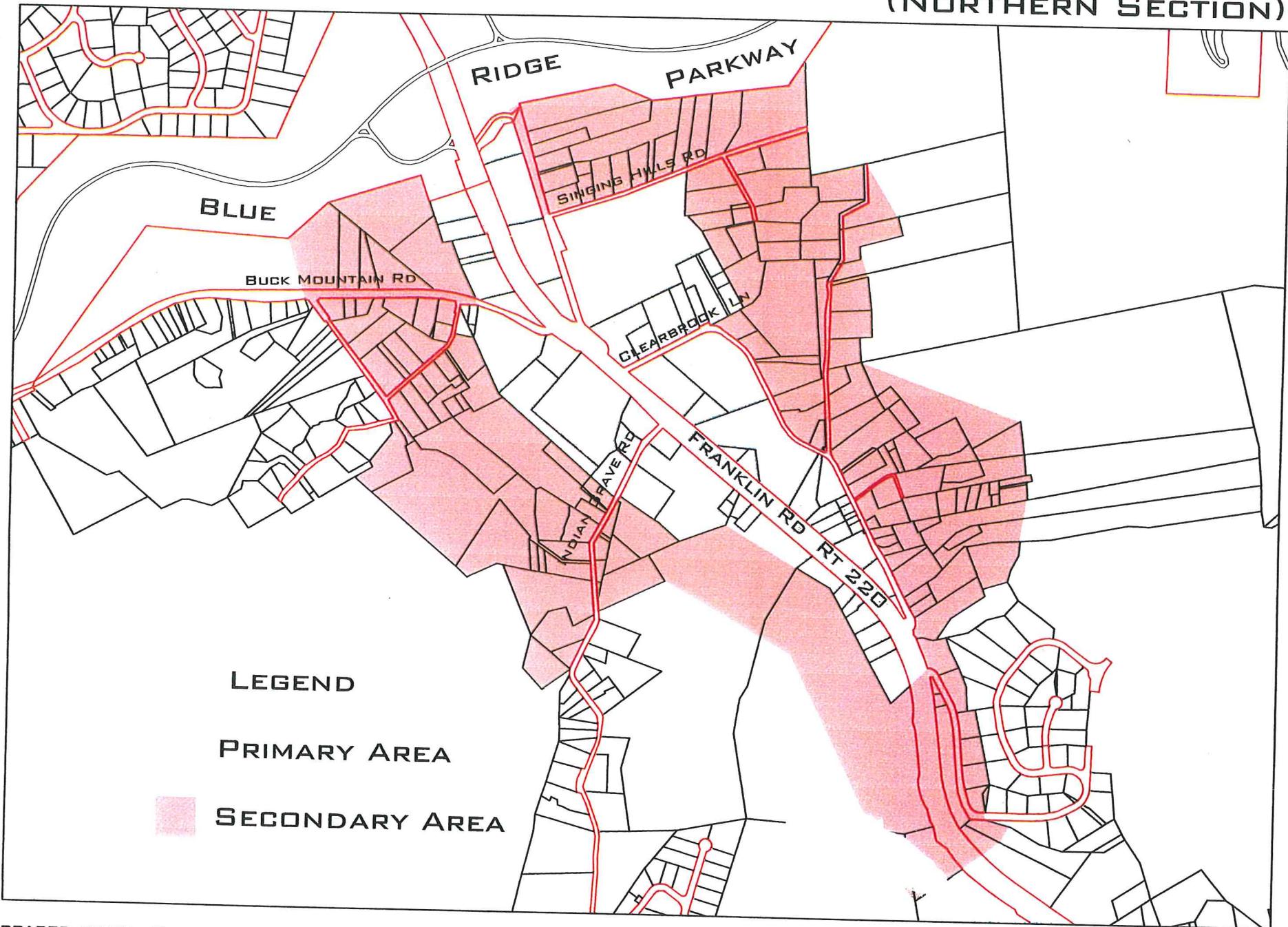
Low signage and lighting fixtures will provide for a uniform and attractive corridor where the rural views and vistas are not dominated by pole signs and light poles. Placing all new and relocated utility lines underground will help reduce the potential visual clutter along the road corridors and within the village area. Landscaping, building architecture, attractive signage and distant mountain views should characterize the Clearbrook Village area.

## **Appendix A: Clearbrook Village Overlay District Maps**

The Clearbrook Village Area is divided into two main area designations. The first is the Primary Area. It is depicted by the gray area on the following maps and represents the area that has been rezoned to C-2 General Commercial District. In addition, the Clearbrook Village Overlay District (CVOD), adopted as part of the County Zoning Ordinance, has been applied to this area. The CVOD lays out additional standards and regulations over and above the C-2 General Commercial District regulations.

The Secondary Areas are depicted by the salmon color on the following maps. These areas may or may not be suited for commercial development and no rezoning is proposed at this time. However, if rezonings are proposed in the future on properties located within this area they should be evaluated based upon their Community Plan designation and their conformance with the policies and guidelines contained within this document. The Secondary Area designation is used primarily as a safety valve to ensure that if and when those properties are rezoned they are evaluated under the same guidelines as the adjoining properties within the Primary Areas.

CLEARBROOK VILLAGE  
OVERLAY DISTRICT  
(NORTHERN SECTION)



CLEARBROOK VILLAGE  
OVERLAY DISTRICT  
(SOUTHERN SECTION)



LEGEND  
PRIMARY AREA

SECONDARY AREA

## **Appendix B: Approval Process**

During the review or proposed projects for either rezonings or special use permits a variety of submissions are recommended for final approval.

### **Preliminary Conference**

The Preliminary Conference should be the first step in the rezoning or site plan approval process. This review is encouraged prior to any rezoning or site plan submittal. The planning staff requests a minimum of information and investment for this initial review.

*Submittal recommendations for the preliminary conference:*

- a) Sketch or photograph of proposed building,
- b) Roanoke County Tax Map Number, and
- c) Any other material, which the applicant believes, will make the preliminary conference more productive.

### **Development Proposal Review**

During the staff, Planning Commission, and/or Board of Supervisors review, a variety of submittals are recommended to ensure general conformance with the Design Guidelines for the Clearbrook Village Commercial Overlay District.

*Submittal recommendations for project review:*

- a) Preliminary site plan showing proposed building and parking lot layouts. Also include any existing natural features that are to be incorporated into the site plan, such as existing vegetation, stream corridors, etc...;
- b) Elevations of all facades visible from the adjoining road right-of-ways;
- c) Description of how the proposal complies with the Design Guidelines;
- d) Justification for any requested deviation from the Design Guidelines.

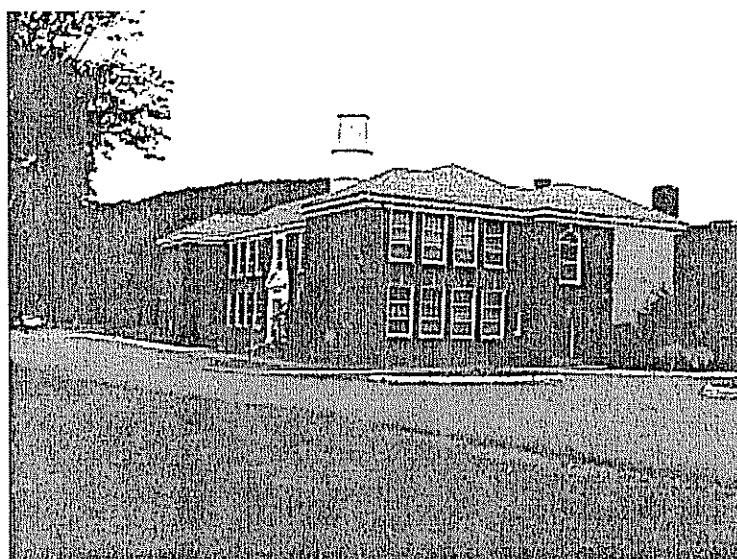
## Appendix C: Architectural Examples



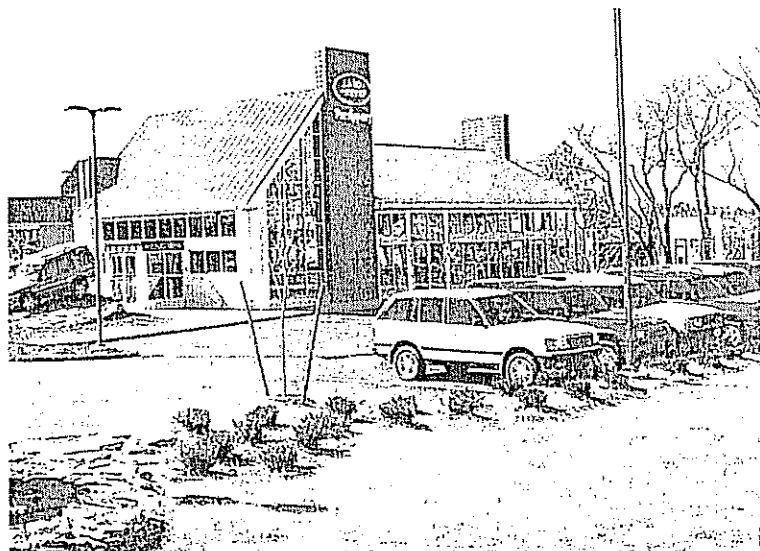
The Neurosurgical Center of Southwest VA



Clearbrook Internal Medicine



Clearbrook Elementary School



Proposed Land Rover Dealership

## Appendix D: Native Plants for Landscaping

### Shrubs

*Alnus serrulata*  
*Aronia melanocarpa*  
*Castanea pumila*  
*Ceanothus americanus*  
*Cephalanthus occidentalis*  
*Cornus amomum*  
*Gaultheria procumbens*  
*Gaylussacia baccata*  
*Hamamelis virginiana*  
*Ilex verticillata*  
*Kalmia latifolia*  
*Pieris floribunda*  
*Rhododendron calendulaceum*  
*Rhododendron maximum*  
*Rhododendron prinophyllum*  
*Rosa carolina*  
*Rubus allegheniensis*  
*Vaccinium angustifolium*  
*Vaccinium corymbosum*  
*Viburnum prunifolium*

Common Alder  
 Black Chokeberry  
 Allegheny Chinkapin  
 New Jersey Tea  
 Buttonbush  
 Silky Dogwood  
 Wintergreen  
 Black Huckleberry  
 Witch Hazel  
 Winterberry  
 Mountain Laurel  
 Mountain Pieris  
 Flame Azalea  
 Great Rhododendron  
 Rose Azalea  
 Pasture Rose  
 Alleghany Blackberry  
 Lowbush Blueberry  
 Highbush Blueberry  
 Black-Haw Viburnum

### Small Trees

*Amelanchier arborea*  
*Amelanchier canadensis*  
*Amelanchier laevis*  
*Asimina triloba*  
*Cercis canadensis*  
*Chionanthus virginicus*  
*Cornus alternifolia*  
*Cornus florida*  
*Crataegus crus-galli*  
*Euonymous atropurpureus*  
*Halesia tetrapetra*  
*Morus rubra*

Downy Serviceberry  
 Canada Serviceberry  
 Smooth Serviceberry  
 Paw Paw  
 Redbud  
 Fringetree  
 Alternate-leaf Dogwood  
 Flowering Dogwood  
 Cockspur Hawthorn  
 Wahoo  
 Common Silverbell  
 Red Mulberry

*Ostrya virginiana*  
*Prunus virginiana*  
*Rhus glabra*  
*Rhus hirta*

### Medium to Large Trees

*Acer rubrum*  
*Acer saccharum*  
*Aesculus flava*  
*Betula alleghaneensis*  
*Betula lenta*  
*Carya alba*  
*Carya ovata*  
*Diospyros virginiana*  
*Fagus grandifolia*  
*Fraxinus americana*  
*Fraxinus pensylvanica*  
*Juglans nigra*  
*Juniperus virginiana*  
*Luquidambar styraciflua*  
*Liriodendron tulipifera*  
*Nyssa sylvatica*  
*Oxydendrum arboreum*  
*Pinus strobes*  
*Prunus serotina*  
*Quercus alba*  
*Quercus coccinea*  
*Quercus falcata*  
*Quercus ilicifolia*  
*Quercus montana*  
*Quercus rubra*  
*Quercus velutina*  
*Thuja occidentalis*  
*Tilia americana*

Eastern Hop-hornbeam  
 Choke Cherry  
 Smooth Sumac  
 Staghorn Sumac

Red Maple  
 Sugar Maple  
 Yellow Buckeye  
 Yellow Birch  
 Sweet Birch  
 Pignut Hickory  
 Shagbark Hickory  
 Persimmon  
 American Beech  
 White Ash  
 Green Ash  
 Black Walnut  
 Red Cedar  
 Sweetgum  
 Tulip Poplar  
 Black Gum  
 Sourwood  
 White Pine  
 Wild Black Cherry  
 White Oak  
 Scarlet Oak  
 Southern Red Oak  
 Bear Oak  
 Chestnut Oak  
 Northern Red Oak  
 Black Oak  
 White Cedar  
 American Basswood