

## **CHAPTER VI CORRIDOR PROTECTION DISTRICT Commercial Buildings**

In the **Corridor Protection District**, construction should contribute to the improvement of the architectural and visual character of these major entrance corridors to the City and to the Colonial Williamsburg Historic Area. It is important that new or replacement materials are of high quality and present a good appearance. The standards in this section refer to new commercial development, redevelopment and major renovations in the **Corridor Protection District**.

### **ARCHITECTURAL CHARACTER**

The purpose of these guidelines is to develop an overriding architectural quality of design for commercial buildings in the commercial corridors. A consistent high quality of architectural design and building maintenance will improve the image of the corridors and contribute to a pleasing appearance along the major entryways in our community. Construction should respect the overall streetscape, and should preserve and enhance the natural features present on the project site.

- These guidelines describe a range of prescriptive architectural practices that can be employed in numerous ways, but still assure that any new construction, additions or alterations of existing buildings are done in such a way as to compliment and contribute to the existing scale and character of these corridors.
- Architecture for new buildings or additions should not replicate or imitate historic buildings, but be an evolution of and compatible with Williamsburg's design traditions, forms and materials.
- Replications of 18<sup>th</sup> century buildings are not acceptable.
- Generic franchise design and buildings designed as Chinese pagodas, Italian villas, Mexican haciendas, New England lobster shacks and the like are not acceptable.
- Franchise buildings are required to use elements that are appropriate to the character of the city which supports and enhance the community identity.
- Building design should be specific to the selected site and the Williamsburg context.
- Sensitively designed modern architecture contributes vitality and cultural continuity to these corridors. In particular, public buildings in the city are typically of modern design. Exceptional contemporary architectural designs should address the unique site requirements and relate successfully to nearby styles and architecture.
- Sustainable design and the creative use of sustainable materials will be reviewed on a case-by-case basis depending on the design of the building.



## **FAÇADE DESIGN – CORRIDOR COMMERCIAL**

Façade Design is crucial to the overall impression of the architecture and particularly relates to the pedestrian's and motorist's perspective. The factors that must be considered in developing appropriate façade design are height, proportion of façade, rhythm of building and spaces, setback and location on site, complexity of building form, rhythm of entrances, roof shapes and materials, continuity of streetscape, proportion of openings, materials and textures, architectural details, relation to historic styles, solids and voids and colors.

- Façade design should not be overly complicated or overly monotonous, and should respect the traditions of the town. Designs reflecting traditional proportions and elements are encouraged. False facades typical of theme parks and movie sets are not acceptable.
- Side and rear elevations should relate to the design elements and materials of the front elevation.
- Building facades that are long and continue without interruption can be unattractive. Large or multiple building projects should use variation of detail, form and siting to provide visual interest and to prevent monotonous design and appearance. When the prominent façades of a new commercial building are longer than 30 feet, they should be modulated with breaks in the façade.
- Inadequate fenestration creates a fortress-like façade and excessive glazing floods the surrounding areas with light, resulting in an overly aggressive approach to the street. As a general rule, at least 20% but not more than 30% of the front façade design should be “transparent” based on the percentage of (window) fenestration (not including doorways).
- Windows contribute to the façade of a building and will be evaluated on: (1) the pattern of the openings and their size; (2) proportions of the frame and sash; (3) configuration of window panes; (4) muntin profiles; (5) material; (6) color; (7) characteristics of the glass; and (8) details or decorative elements. The use of

traditional window proportions is highly encouraged, particularly for freestanding restaurants and offices and retail structures, and particularly when adjacent to residential sections of the corridors, such as the Jamestown Road/Route 199 area. Care should be taken to avoid excessive glazing that is not in keeping with a traditional design approach.

- Large windows may be acceptable in the context of a properly designed shopping center or large commercial building. In traditional designs, windows, sidelights, and glazed doors must have exterior mullions/muntins or those which give the appearance of true divided lights and are non-removable.
- Solid glass windows or doors are usually not appropriate except selectively in shopping centers.
- True divided lights or simulated true divided lights are permitted; however if mullions/muntins are proposed they must be on the exterior of the window.
- Wood, vinyl clad wood, pre-finished aluminum clad wood and solid PVC windows are permitted. Other types may be submitted for approval on a case-by-case basis.
- Aluminum storefront systems are acceptable for commercial buildings and will be reviewed on design and color.
- Shutters may be appropriate on buildings of residential scale.
- When used, shutters must be in correct proportion to the windows or doors that they adjoin. Shutters must have attached hardware and be mounted to give the appearance of being operable. Shutters should not appear to be attached permanently to the wall.
- Wood, solid PVC and solid composite shutters are permitted.
- Side and rear elevations should relate to the design elements and materials as the front facade.



## **ROOF DESIGN – CORRIDOR COMMERCIAL**

A roof is a critical design element with both the shape and material contributing to the appearance of the building. Roofs and roof materials are important elements and will be

given the same consideration as other exterior elements. Key considerations include: shape and pitch, overall massing, overhangs, color, and materials.

- Pitched roofs are highly encouraged for freestanding restaurants, offices and retail structures, particularly when adjacent to residential areas. The minimum acceptable roof pitch is 5/12; however, greater roof pitches may be incorporated (6/12 up to 12/12) depending on the overall architectural design, scale and massing of the structure.
- Roof materials and colors must be appropriate to the architectural style of the building. Slate, synthetic slate, architectural grade fiberglass shingles, cementitious shingles and sanding seam metal roofs are acceptable depending on the style of the building. Earth tone colors such as black, gray, brown, dark green or other earth tone colors are permitted. Other materials or colors may be acceptable and are subject to review on a case-by-case basis. High quality synthetic slate roofs must meet the following minimum standards: Impact UL 2218-Class 4, Accelerated Weathering ASTM 4798—little or no color changes, and Freeze-thaw ICC-ES Acceptance Criteria ACO7 Section 4.9—no crazing, cracking or other adverse surface changes, which must be provided with the application.
- Regardless of the material, shiny and bright roof colors are not acceptable.
- For large commercial structures (approximately 15,000 square feet or more) flat roofs may be allowed if adequate detail and visual interest is provided by the parapet or roof design.
- If a mansard or "false" mansard roof is used on a large commercial structure, the roof should be consistent in slope and arrangement on all sides and high enough to screen all mechanical equipment.



## **BUILDING MATERIALS – CORRIDOR COMMERCIAL**

The selection of appropriate building materials is critical to the overall architectural building character. Consistently applied guidelines for building materials will greatly improve the appearance of the corridors.

### **Building Materials Guidelines:**

- Materials which reflect the city's traditions are highly encouraged. Major commercial buildings (those which are two-story and higher, shopping centers, and buildings in excess of 10,000 square feet) should be constructed of brick. All other buildings should be constructed of brick and either horizontal wood or horizontal cementitious siding. Siding must have an exposure between six and eight inches and may have a beaded edge; the intended effect is to create a play of light and shadow on the wall surface. Other high quality products may be acceptable on a case-by-case basis if the form, detailing, painting, and overall appearance convey the visual appearance of the authentic material.
- Small additions may be constructed with the same type of siding that is on the building provided it matches the existing siding material in color, size and thickness.
- Existing metal, stucco, drivit, aluminum, vinyl and synthetic siding may be replaced in kind with the same type of material, provided that it matches the existing siding material in color, size and thickness.
- Aluminum siding, vinyl siding and sheeted siding are not acceptable materials.
- Applied stucco is not acceptable as the primary building material. However, applied stucco may be acceptable as an accent material on buildings of contemporary design or in renovations.
- Materials for railings may be wood, wrought iron, steel or aluminum and should be designed to complement the architectural design of the building. Synthetic railings will be considered on a case-by-case basis.
- Hollow vinyl materials and rails are not acceptable.
- Face nailed balusters to a bottom and top rail are not acceptable.
- High quality solid synthetic materials that resemble wood are acceptable for use as trim. Samples of the proposed material must be submitted with the application.
- Prefabricated metal buildings are not allowed along the city's entrance corridors.



## **BRICK AND PAINT COLORS – CORRIDOR COMMERCIAL**

Color is a major determinant of how successfully a building contributes to the streetscape in the City's entrance corridors. The choice of color should be compatible with Williamsburg's design traditions.

- Colors for brick should be red or muted earth tones.
- Mortar used for brick should be buff or gray or stained to match brick. White mortar is not recommended.
- Buildings shall be stained or sealed a natural earth tone or should be painted using colors from the following Benjamin Moore Williamsburg color palette. Colors with an \*\* and highlighted in red are not allowed for the body or siding of a building. If used they would be limited to doors, shutters, trim and windows.

### **White and Tan Color Range**

Harwood Putty CW-5	Capitol White CW-10	Parish White CW-15
Geddy White CW-20	Williamsburg Stone CW-25	Market Square Shell CW-30
Palace Tan CW-35	Lime White CW-95	Prentis Cream CW-100
Bracken Cream CW-105	Calcite CW-110**	Cornice Tan CW-115
Bracken Biscuit CW-120	Brush Beige CW-125	Coffeehouse Tan CW-130
Timson Sand CW-140	Brick House Tan CW-145	Randolph Bisque CW-185
Raleigh Tan CW-190	Chowning's Tan CW-195	Franklin White CW-200**
Galt Peach CW-210**	Byrd Beige CW- 365	Wythe Tan CW-415
Bruton White CW-710		

### **Brown and Black Color Range**

Raleigh Sorrell CW-135	Everard Coffee CW-150**	Revolutionary Storm CW-155**
Dixon Brown CW-160	Coffeehouse Chocolate CW-165	Tarpley Brown CW-170
Tucker Chocolate CW-175**	Bucktrout Brown CW-180**	Walnut CW-240**
Reid Brown CW-260	Charlton Brown CW-265	Mopboard Black CW-680**
Lampblack CW-695	Bone Black CW-715**	

### **Gray Color Range**

Tavern Gray CW-40	York Gray CW-45	Tyler Gray CW-50
Finnie Gray CW-55	Cole Stone CW-60	Gunsmith Gray CW-65**
Pelham Gray CW-70**	Randolph Stone CW-75	Carter Gray CW-80
Randolph Gray CW-85**	Tavern Charcoal CW-90	Powell Smokehouse CW-360**
Pearl CW-640**	Powell Gray CW-665**	Ambler Slate CW-685**
Bracken Slate CW-690**	Slate CW-700	Tucker Gray CW-705
Bone Black CW-715	Geddy Gray CW-720**	

### **Red Color Range**

St. George Red CW-245**	Carriage Red CW-250	Palace Arms Red CW-255
Nicholson Red CW-270	Cochineal Red CW-330**	

### **Green Color Range**

Gloucester Green CW-440**	Burwell Green CW-445**	Greenhow Moss CW-450**
Timson Green CW-470	Palmer Green CW-475**	Bassett Hall Green CW-480
Burgess Green CW-485**	Levingston Green CW-490	Russell Green CW-495**
Nicholson Green CW-500**	Windsor Green CW-505**	Waller Green CW-510
Palace Green CW-520**	Raleigh Green CW-525**	Colonial Verdigris CW-530**
Buffet Green CW-535**	Goodwin Green CW-555**	

### **Blue Color Range**

Everard Blue CW-575\*\*  
Apollo Blue CW-645

Wetherburn's Blue CW-580  
Chiswell Blue CW-660

Washington Blue CW-630\*\*  
Brush Blue CW-675\*\*

### **Yellow and Gold Color Range**

Ludwell White CW-275  
English Ochre CW-290\*\*  
Massicot CW-380  
Governor's Gold CW-395  
Wythe Gold CW-420

Moir Gold CW-280\*\*  
Sweeney Yellow CW-370  
Coffeehouse Ochre CW-385  
Damask Yellow CW-400\*\*  
Scrivener Gold CW-430

Gamboge CW-285\*\*  
Tavern Ochre CW-375  
Bryan Ochre CW-390  
Chamber Yellow CW-410  
Everard Gold CW-435

- If colors are proposed that are not from the Benjamin Moore Williamsburg color palette, they may be acceptable on a case-by-case basis, provided specific color chips or samples to include the color name are submitted with the application.
- Clad windows and clad trim should conform to the same color standards as painted wood.
- Siding and trim should be limited to three colors on a building. Additional colors may be approved on a case-by-case basis with specific color samples being submitted with the application.
- Wood fences and decks must be painted or stained if it is necessary to complement the site or is required for maintenance of the materials.
- Existing commercial buildings may duplicate or match existing color schemes without approval from the Architectural Review Board.
- Any new color schemes for commercial buildings must be approved by the Architectural Review Board. New color schemes should respect the architectural style of the building and colors of existing signage for any businesses on the property.
- Painting over natural brick surfaces or naturally finished wood surfaces requires approval by the Architectural Review Board.



## **LIGHTING – CORRIDOR COMMERCIAL**

The purpose of lighting is to provide adequate safety for residents and visitors to the City. Lighting fixtures must be compatible with the structure and/or site on which they are installed, and with adjacent properties if visible from them. Poles, posts and light stanchions should be designed as an integral part of the site.

- Galvanized metal, bright colors and other visually intrusive materials should not be used. Height should be compatible with the existing scale.
- For developments requiring a site plan, the Police Department determines the minimum level of lighting required for security and safety. Lighting wattage and distribution are evaluated during the site plan review process. The Architectural Review Board may submit comments to the Site Plan Review Committee.
- Lighting intensity should be the minimum required to satisfy safety and security concerns, but no greater.
- Light should not distort colors and should not spill over onto adjoining properties, roadways, or in any way interfere with the vision of oncoming motorists or pedestrians.
- Site lighting should be of low intensity from a concealed light source fixture. However, decorative, low level intensity, non-concealed source lighting which defines vehicular and/or pedestrian ways may be acceptable if this is part of a lighting master plan showing the relationship of the fixtures and the light patterns to each other, to the overall site, and to the adjacent street(s). The use of non-concealed source lighting as general lighting for a development is not desirable.
- Landscape lighting should be visually unobtrusive during both the day and night. It should complement the architecture and outdoor spaces rather than spotlighting or outlining them.





## **GASOLINE AND OTHER CANOPIES – CORRIDOR COMMERCIAL**

Canopies greatly affect the visual character of a commercial corridor. Design, details, colors and light fixtures for canopies shall be submitted to the Architectural Review Board for approval.

- The design of canopies should build upon the overall design of the site to include the main building. Therefore, the height of canopies should not exceed the height of the main building.
- Cantilevered canopies are not recommended.
- Canopy supports should be proportional to the design and canopy size.
- Canopy colors should blend in with and be consistent with the main building and streetscape.
- Bright or glaring colors are not acceptable.
- Canopy lighting must be designed to minimize glare from the fixtures and installed to prevent spill over onto adjacent roads or properties.
- It is recommended that the material for the canopy match the building.



## **FENCES – CORRIDOR COMMERCIAL**

- Wood, aluminum and wrought iron fences are permitted. The maximum height allowed for fences located in a front yard is four feet with up to six feet being allowed for a side or rear yard.
- Salt-treated wooden fences must be painted or stained.
- Chain-link, wire, plastic, and vinyl fences are not permitted.
- The finished side must face the street and/or adjoining properties.
- Fences should contribute to the site's character and not detract from the site's principal architectural features and should be compatible with adjacent sites.
- Fences that disrupt the harmony of the streetscape by breaking up established architectural rhythms are discouraged.

## **SITE ELEMENTS, SITING AND LANDSCAPE FEATURES – CORRIDOR COMMERCIAL**

- Site elements should contribute to the site’s character and not detract from the site’s principal architectural features and should be compatible with adjacent sites.
- Mechanical equipment and trash facilities should be located in a side or rear yard and screened with materials to match the building.
- Retaining walls if visible from the street shall be constructed of brick. Retaining walls not visible from the street may be constructed of brick, stone, block, timber or smooth finished concrete. If rails are required they should be constructed of wrought iron or aluminum and colored to blend in with the building.
- Site furnishings such as tables, chairs, benches, planters, flower pots, light poles, trash containers, bike racks and the like, must be submitted and approved by the Board on a case-by-case basis.

## **SMALL CELL WIRELESS FACILITIES – CORRIDOR COMMERCIAL**

- Facilities may be located where they are not visible from a public right-of-way if appearance and screening requirements are designed as outlined in the Design Review Guidelines. Co-location on utility poles on private property may be permitted if appearance and screening requirements are designed as outlined in the Design Review Guidelines.
- Facilities shall be painted the same color as the building for facilities affixed to the exterior of a building. All surfaces must contain a matte finish. Co-location on utility poles on private property must be painted to match the utility pole color. No shiny or reflective surfaces shall be allowed.
- Screening may be required for facilities. If required, screening shall match the existing building material. If there is no existing building, the facility must be screened with a wooden privacy fence not to exceed six-feet in height. Salt-treated wooden fences must be painted or stained with the finished side of the fence facing the street and/or adjacent properties.

## **APPROVAL OF NEW MATERIALS**

The Architectural Review Board will continue to review new materials on a regular basis and may approve them for use on a case-by-case basis. New materials may be presented to the Board during any regular meeting, and should include a sample of the material and the manufacturer’s specifications for the material. If the Board feels that the *Design Review Guidelines* should be amended to include the new material, the Board may initiate an amendment to the Guidelines in accord with Article IX, Architectural Review, Sec. 21-853(h), of the Zoning Ordinance.

# CORRIDOR PROTECTION DISTRICTS

