



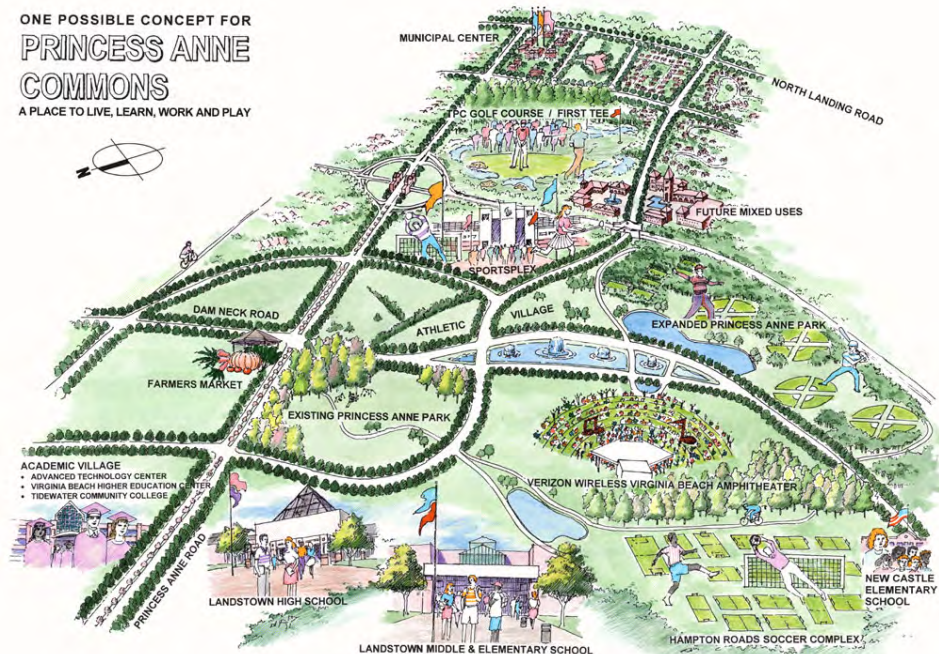
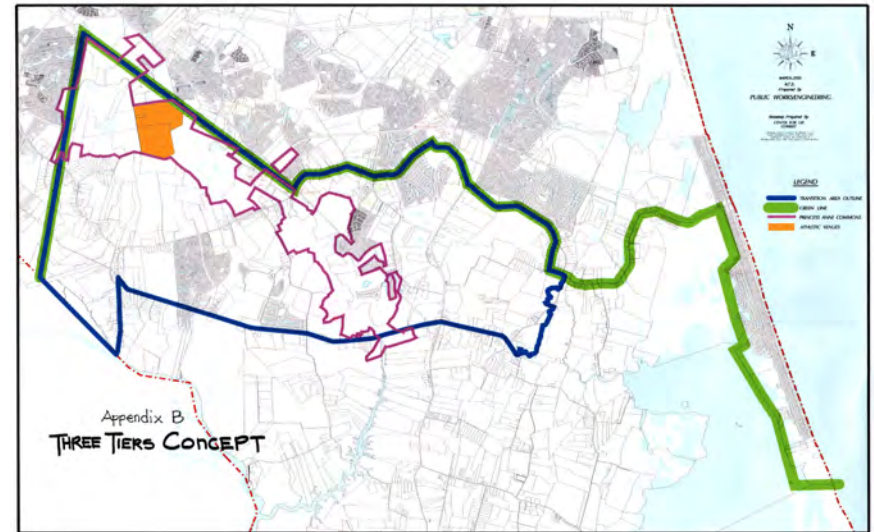
JANUARY 25, 2002

TO CREATE A UNIQUE AND IDENTIFIABLE PLACE WITH ATTRACTIVE, EXCITING, EFFICIENT AND SAFE COMPONENTS TO ENHANCE THE CONSISTENCY OF THE BUILT ENVIRONMENT THROUGHOUT PRINCESS ANNE COMMONS.



I. INTRODUCTION

Princess Anne Commons is a large contiguous tract of land (outlined in purple) that lies within the Transition Area (outlined in blue). The Princess Anne Commons is primarily publicly owned encompassing a wide array of interesting and diverse activities that advance the City's objectives of enhancing its economic vitality and creating an economically vibrant center for a community for a lifetime.



II. INTENT

Public and private improvement

III. **GATEWAYS**

A. **Princess Anne Commons Entrance Treatment**

Just as your home or business should have an identifiable entrance so do our communities. We should not ignore or neglect what is likely a first impression of our guests, customers and neighbors to Princess Anne Commons. Through proper design our entrance should signal the end of travel and the beginning of a new and different experience. This entrance or gateway treatment should provide a strong sense of arrival and become a signature of Princess Anne Commons.

Identification of gateway locations is crucial to the design of the gateways themselves. The gateways are an essential component of directing residents and visitors to Princess Anne Commons. A location for a visitor information center housing a map of Princess Anne Commons Area and the venues should be identified. Municipal Gateways as identified in the Municipal Center Master Plan might also be used as a gateway treatment for the entrance into Princess Anne Commons from North Landing Road.

A pedestrian overpass built over Princess Anne Road prior to entering the Princess Anne Commons area should be regarded as a significant entry feature and its design should be of the highest caliber.

The use of brick based on the brick tradition established at the old county courthouse and City Municipal Center has been reinforced throughout Princess Anne Commons with curved brick walls used continually as a recurring theme.



I. **Gateway Landscaping**

Landscaping at the major gateways should convey a sense of arrival to visitors and should help establish a theme that can be repeated throughout Princess Anne Commons. The A sense of arrival can be achieved through the use of simple landscaping layout with large masses of trees, shrubs, and perennials. Large masses of brightly colored annual flowers should be incorporated into the landscaping, especially near entry signage, and evergreen plants should be placed to provide a background for gateway elements and to help direct views. The Princess Anne Commons landscape theme should begin at the major gateways with consistent plant species and flower colors, consistently treated hardscape features, such as pedestrian lights, banners, and pavement treatments, and an indication of a higher level of maintenance and attention to detail for this special area of the City.

B. Venue Treatments

Once our guest passes the gateway their visual senses should be engaged by attractive street tree plantings, light fixture types, street furniture, banners, public art, etc. that provide elements of consistency and area identity to promote a sense of place. Each unique entrance sign into a venue should be mounted on a standard brick base designed to reinforce that these attractions are all within Princess Anne Commons.

I. Venues Landscaping

Smaller masses of the same brightly colored annual flowers and other landscaping used at the major gateways should be repeated at the entrances to the venues. This landscaping should be arranged to accent the entrance treatments for the venues and should be repeated at significant areas within the venue. Different venues should be compartmentalized through the use of landscape buffers to help facilitate individual identities for these areas within Princess Anne Commons. Wherever possible, stands of native trees should be preserved and utilized as buffers and windbreaks. Once inside a venue, the intended use of that area should dictate the character, whether formal or festive, of the landscaping. For example, the Princess Anne Park venue would lend itself to an informal landscape, with natural tree and shrub groups and more random placement of landscape elements. The Municipal Center would appropriately continue have a much more formal landscape theme.



Landscaping used to enhance open playing fields

IV. CONNECTIONS & LINKAGES

Travel corridors should provide variety and rhythm consistent with the intensity and type of adjacent uses.

The roadway and streetscape configuration shall allow for future land use development as well as to efficiently carry vehicles and enhance the pedestrian experience. Attention to detail at key intersections would incorporate the use of brick pavers, stamped asphalt or concrete for pedestrian crosswalks.

We need to prepare for a variety of vehicular and non-vehicular movement. Roads for vehicles such as automobiles, trolleys, buses (regular & battery operated) , golf carts and horse & carriages. Limited on-street parking will be allowed within close proximity to venues.

Asphalt multi-purpose trails ten to twelve feet in width to accommodate pedestrians, joggers, rollerbladers, bicycles, or other forms of non-motorized vehicles should be incorporated into site plans. All pedestrian pathways shall be designed in accordance with AASHTO standards.

Sites for pedestrian shelters should be located throughout the Princess Anne Commons area.

Small nodes or parkettes should be designed along trail routes to allow for rest stops.



Brick pavers



Bugger



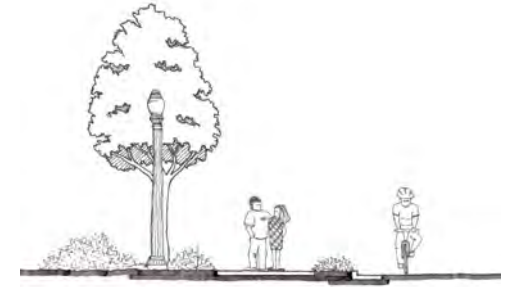
Pedestrian shelter



Brick Pedestrian Overpass

A. Connections & Linkages Landscaping

Consistency in landscape treatment should be an important part of the design of both pedestrian and vehicular linkages in Princess Anne Commons. Typically, landscaping of circulation corridors tends to be linear in arrangement, paralleling the direction of traffic flow. As outlined in the Princess Anne Corridor Planning Study, Princess Anne Road will be landscaped with a more informal plant arrangement at the northern end near the existing Princess Anne Park area and transition to a more formal, regimented landscape arrangement as one gets closer to the Municipal Center. This same site-specific approach should be used for other circulation landscaping in Princess Anne Commons. The formality of landscape arrangement should be based upon the formality of the intended uses of connected spaces. Attention should also be given to providing a transition of landscaping from Princess Anne Commons to the different land uses around Princess Anne Commons.



V. LIGHTING

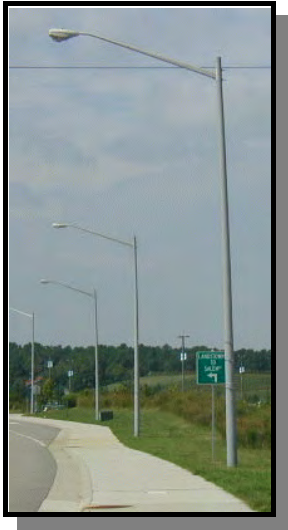
Three types of lighting styles can be found within Princess Anne Commons: street lighting, pedestrian scale lighting, and parking lot lighting (see photos below for examples).

The standard street light fixture used on Dam Neck Road should be used throughout Princess Anne Commons. This type of fixture is lighter in color to blend in with the sky, could be easily enhanced with banners (similar to General Booth Boulevard by the Marine Science Museum) and focuses its light on the road rather than lighting up the sky.

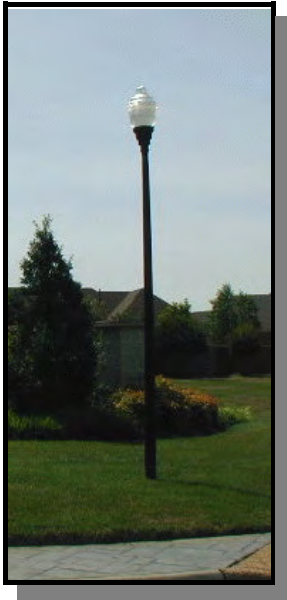
The use of pedestrian scale lighting is currently found at the Municipal Center Complex and various private developments adjacent to Princess Anne Commons. The type of lighting style found at the Municipal Center is colonial in design with a standard black finish. Additional pedestrian lighting proposed for other venues in the Princess Anne Commons area would be a Dominion Virginia Power acorn style fixture with a top cap in the standard black finish, similar to fixtures used at the resort area and the Central Business District. In pedestrian areas, the attachment of street blades and use of hanging planters or banners to the fixture poles would be encouraged. Location of pedestrian scale lighting would be at key areas (commercial, plazas, etc.) rather than a continual row along a roadway.

Bollard lighting may be used where appropriate to assist in deterring vehicular traffic from pedestrian areas. Bollard lighting may also be used for evening illumination of walking paths.

A variety of parking lot light fixtures can be seen throughout Princess Anne Commons. Parking lot fixtures should be scaled down in height to approximately 14 feet to light only the parking lots and not the skies or adjacent areas. Color of poles should blend in with the surrounding area.



Standard street light fixture



Pedestrian scale light fixture (Acorn style)



Bollard light fixture



Parking lot light fixture

A. Characteristics of Lighting for Princess Anne Commons Area

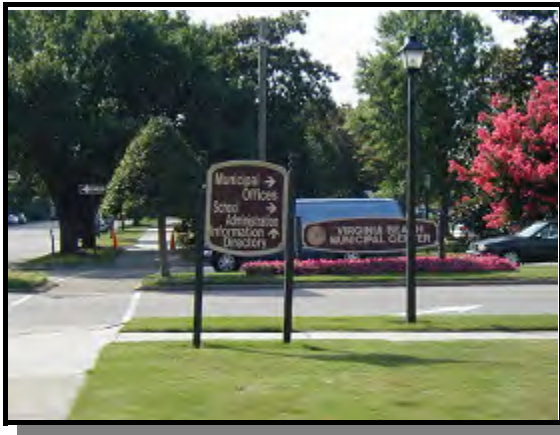
1. Provides adequate light for the intended task but never over lights.
2. Uses “fully” shielded lighting fixtures, fixtures that control the light output in order to keep the light in the intended area.
3. Lighting fixtures carefully installed to maximize their effectiveness on the targeted property and minimize their adverse impact beyond the property borders.
4. Fixtures have high efficiency lamps, while still considering the color and quality as essential design criteria.

B. Landscaping and Lighting

There are two landscape issues related to lighting in Princess Anne Commons. The first, which is common sense, but is sometimes overlooked, is that landscape elements should be placed so they do not interfere with street or pedestrian lighting. Mature sizes of plants should be taken into account when designs are done. The second is that, due to the large scale of some light fixtures in Princess Anne Commons, tall evergreen buffers should be used to protect nearby residential areas from light pollution. Evergreen buffers may also be required between different use areas to ensure that tall lights are not troublesome to the neighboring venues.

VI. SIGNS, GRAPHICS AND INFORMATION SYSTEM

Directional signage provides a clear, unified, information system throughout Princess Anne Commons for both vehicular traffic and pedestrians in selected areas. Removal of designated existing signs would limit inconsistencies. Street signs should be mounted on light fixtures in designated pedestrian areas. Roadway signs are to be standard for safety purposes and easy for travelers identification in accordance with the “Manual for Uniform Traffic Control Devices” (M.U.T.C.D.).



Examples of signs at the Municipal Center



Street blade attached to pedestrian scale light fixture



Example of an attractive variable message or information sign

Each unique entrance sign into a venue should be mounted on a signature brick base with accent stripe designed to reinforce that these attractions are all within Princess Anne Commons. The height and width of venue signs should be in accordance with the zoning ordinance.

An information sign is to be located in the Princess Anne Park vicinity as part of the gateway treatment into Princess Anne Commons. This information sign should be placed within a visitor shelter with short term parking adjacent to the structure. Venue locations, events scheduled and special announcements should be provided on the information sign. The Princess Anne Commons’ LOGO and /or the colors should be incorporated into the graphics package and signs throughout the area.

A. Signage Landscaping

Major signage should be enhanced through the use of simple, but colorful landscaping. Brightly colored landscaping should be used to attract motorists' attention to these larger signs, and the use of a simple layout will help ensure that the sign is the focal point. If the sign is to be viewed only from one direction, a background evergreen planting can be used to further emphasize the sign as a focal point, and to screen out views beyond. With the exception of background planting, all plants used around a sign should mature at a height that still allows clear visibility of the sign as well as any architectural base elements.

VII. **PARKING**

A. **Existing Parking Areas**

Existing parking areas should be paved but use, turnover and environmental impacts should be considered. Retrofit existing parking to provide additional landscape buffers along the perimeter as well as the interior of the lot. Pedestrian connections should be made where appropriate. Share usage between venues should also be implemented.

B. **Layouts for New Parking Areas**

When parking lots are planned, they should contain a maximum of 100 parking spaces in order to promote the concept of shared use parking and chambered lots (parking areas divided into smaller sections with landscaping around its perimeter spaced to encompass a structure).



Existing parking with berms as buffer at the perimeter.



Shared use parking area



Chambered lots

Refer to the Lighting Section for lighting of parking lots.

Parking groves for overflow may begin as unpaved but as needs for parking increase these areas are to be paved and landscaping provided similar to the chambered lots.

Pedestrian walkways connecting parking areas to buildings, venues or other parking areas should be provided especially along perimeters.

Landscape islands should be a minimum of 350 square feet. Larger islands are encouraged to incorporate the use of low brick walls as defining features at street entrances and along the perimeter. Public art may be used also. Larger islands are encouraged as a means for stormwater management in addition to landscaping. In ground sprinkler systems located in landscape islands provide care for plant materials.

Walkways should be separated from vehicular traffic by wide landscape buffers.

I. Landscaping of Parking Areas

Landscaping for parking areas should be strategically located to provide visual relief, shading of the lot, green areas and screening from neighboring properties.



Walkway between landscaped perimeter and parking



Pedestrian cross walk enhanced by asphalt pavers

VIII. CONSISTENT STREET SCAPE ELEMENTS

A. Banners /Flags

1. used to distinguish areas
2. some temporary
 - a. promote special events
3. some permanent
 - a. American flag, city/state flags
4. strapped to street lights

B. Public Art

1. Sculptures
 - a. sports
 - b. music / entertainment
 - c. academics

C. Street furniture

1. benches
2. picnic tables
3. trash receptacles
4. bike racks
5. bus shelters

D. Vendors

1. pre-selected locations
2. Health department standards must be met
3. not permanent structure
4. standard configurations of carts
5. hook-ups required
 - a. ex. Water, electrical
6. used as a fund raising for various non-profit groups



Banners on light fixture.



Street furniture



Sculpture



Bicycle racks in use



Vendor cart



Fountain feature

IX. ADDITIONAL LANDSCAPING ELEMENTS

Whether formal or informal, a rhythm should be created through the placement of landscape elements, such as trees, light poles, and benches. At areas of importance along the corridor, such as plazas or intersections, the landscaping treatment should be intensified to reflect the intended use. Examples would be a shady grove of trees around an informal seating area along a multi-purpose trail, or flowering trees and beds of annual flowers at an intersection of several trails. Earlier in these guidelines, the importance of intensified landscaping at gateways and entrances to various use areas has been mentioned.

Wherever possible, preference should be given to preserving the naturally occurring mature woodland in Princess Anne Commons in lieu of clearing and re-planting trees. This is especially important in a multi-use trail system where being able to enjoy flora and fauna is a desirable part of the experience



Formal landscaping at Municipal Center

A. Storm Water Management as a Landscape Feature

Where ever possible the design of storm water retention and detention systems should support our open space or landscape. Stormwater management facilities should have irregular features versus geometric features, no boxed shapes. Plant material should be used to soften the appearance and blend in with the natural features. Where practical, fountains, benches and pedestrian paths should be incorporated into the design. Chain link fences are not encouraged as an enclosure around storm water management pond facilities and should be avoided.

B. Open Space

Open space should be included as part of development and located to create a continuous connector park.

Both passive and active recreation areas are encouraged for use in open space areas.



Trellis

X. GENERAL ARCHITECTURE

Placement of a building on a site and its aesthetic appeal are important in design. The relationship of a building to its surrounding are conveyed through scale, mass, height and proportion. Within Princess Anne Commons the design elements of a structure must assist in maintaining the character of the area. Brick elements should be introduced in building facades. Entrances into buildings should provide orientation and be highly visible. Street facing windows (fenestration) are encouraged. Incorporate wall plane projections or recesses when confronted with long lengths of a wall. Lighting should be designed as an integral part of the building's architecture.

XI. IMPLEMENTATION OPTIONS

Develop a lighting review plan as an amendment to the zoning ordinance.

Establish an overlay district to achieve the objectives of these design guidelines.

Use an existing committee or establish a new committee to review incoming projects.

XII. REFERENCE MATERIALS

City of Virginia Beach Comprehensive Plan

Princess Anne Corridor Study

Virginia Beach Outdoors Plan

City of Virginia Beach Public Facilities: General Aesthetic Guidelines

City of Virginia Beach Crime Prevention Through Environmental Design (CPTED)

City of Virginia Beach Retail Establishments and Shopping Centers Ordinance Guidelines