

Town of Ashland

DEVELOPMENT GUIDELINES **HANDBOOK**

Edited by Town of Ashland, February 17, 2004



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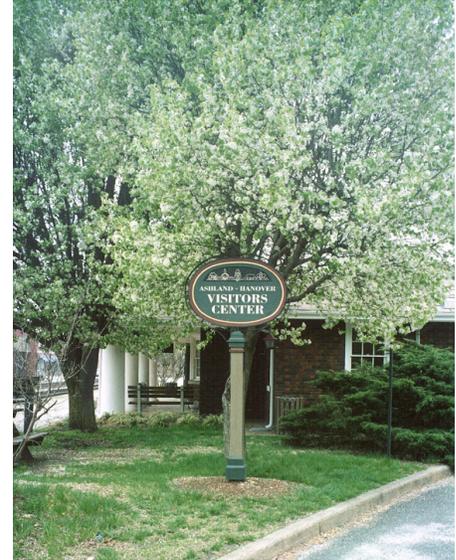


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Introduction

The purpose of the Development Guidelines Handbook [Handbook] for the Town of Ashland is to provide illustrative interpretation of the Town's development ordinances, including the Zoning, Subdivision and Environmental Protection Ordinances. The Zoning Ordinance, in particular, has also been reviewed, updated, and reorganized to strengthen the Town's message to the development community of its vision for Ashland. As stated in the Comprehensive Plan:



“The Town of Ashland, when originally incorporated in 1858, consisted of just one square mile. Today, the Town has grown through several annexations to a size of 7.2 square miles, one of the larger towns in land area in Virginia. This growth has produced a diverse collection of neighborhoods and businesses with a blend of architectural styles from large Victorian homes found along the railroad tracks to modern office buildings found on Route 1.

Therefore, as the Town continues to evolve and expand, it will strive to maintain a high quality of life by preserving the diversity of the past and capturing the technologies and development of the future. The role of the Town to provide such a vision shall be to streamline the governmental process, improve the transportation system, encourage economic development, and cooperate with all localities in the region.”

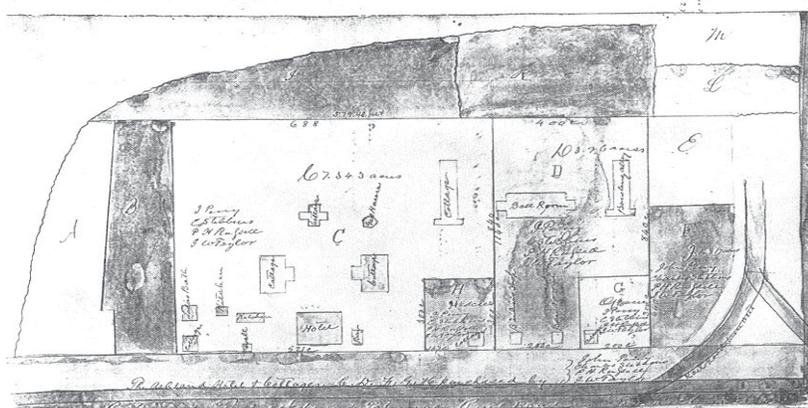
The Handbook will serve many audiences by providing direction to Town officials, staff, developers, property owners and design professionals. The development ordinances of the Town establish quantitative regulations for land development, while the Handbook provides the qualitative “how-to” measures for development in accord with the ordinances. The Town of Ashland Comprehensive Plan adopted in 2002 made several recommendations calling for the establishment of this Handbook. Under implementation strategies the Plan calls for the establishment of “performance standards and design guidelines for in-fill development that is sensitive to existing development” and an objective to “encourage ‘quality’ development through innovative land use ordinances and design standards.” Similar to the Town Comprehensive Plan, the Handbook is intended to be a flexible guide, easily updated and growing to meet new conditions. In contrast, the Development Ordinances are more regulatory and adopted by Town Council as codified ordinance. The Handbook is adopted by Town Council as a policy guide for implementing the Development Ordinances. *Appendix B* of this Handbook presents an inventory and index of the various Town Code provisions related to development standards addressed in the Handbook, and is intended as a quick reference guide for locating and cross-referencing pertinent Code provisions.

It is important to note that although many of the standards set forth in this Handbook are stated as minimum requirements, it is the policy of Town Council to encourage these minimums be exceeded whenever possible.

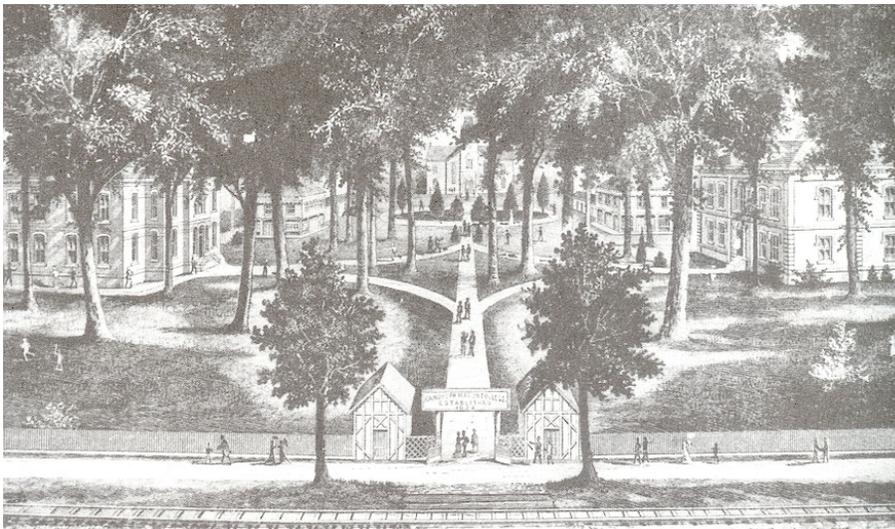


Historic Pattern of Development

The Town of Ashland was built around the RF&P rail line from their 1834 purchase of 457 acres as a source for timber to fuel steam locomotives. Realizing the site's potential to serve as a half-way "rest stop" between Frederickburg and Richmond, Edwin Robinson and the RF&P developed a country resort at the northeastern part of the property by constructing a hotel. An 1860's plat shows the resort hotel complex which was named "Slash Cottage" after Henry Clay's nearby home.



The name change to "Ashland" in 1855 still reflected deference to Henry Clay, but this time to his home in Kentucky. Land purchasers were lured to this budding suburb with free passes on the railroad. The village of Ashland incorporated in 1858. The 1866 lithograph (below right) shows Ashland with tree-lined, dirt streets, churches and picket fences. The Civil War was the turning point taking Ashland from resort and "suburban" community to one that was more self-sufficient. Randolph-Macon College's relocation in 1868 (below) to Ashland owing to its location on the rail line further defined the town.

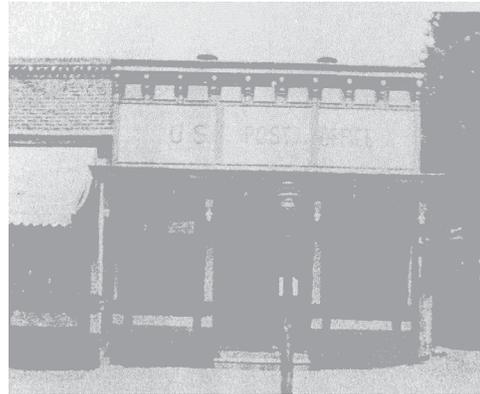


Source: Ashland,
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Corporation:
Lawrenceville, Virginia,
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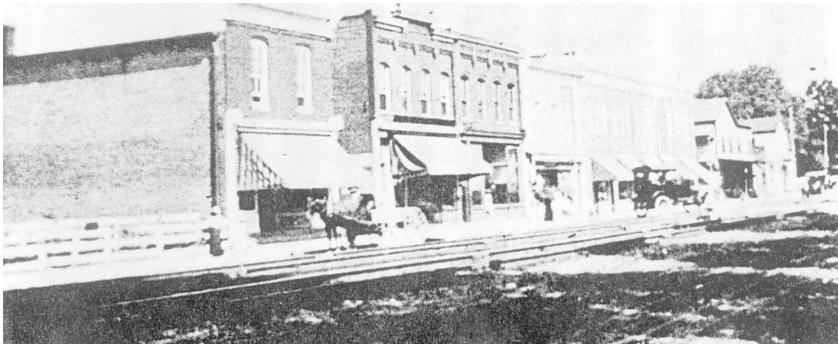
Historic Pattern of Development

A new hotel was built to the west of the campus. A grocery, hardware, pharmacy, bars, livery stable, blacksmith shop and churches of nearly every denomination were established to serve the growing population.



Barnes Drug Store and U.S. Post Office occupied the block now housing Homemades by Suzannes

Development of the town followed a grid pattern centered around the rail line with the radial Hanover Avenue extending from the center along an older route. The pattern of the Town's origins is evident even today.



Railroad Avenue after WWI



Present-day Railroad Avenue



Community Character

Ashland's roots as a railroad resort for part-time, executives is evident in the neighborhoods of Victorian era to turn-of-the-century houses, with their mature street trees and fence lined avenues. The small collection of commercial buildings along Railroad Avenue was an outgrowth of the residential resort. The fire of 1893 ensures that the commercial structures of today are not those that served the residents of yesterday. Pattern and placement are much the same, yet the present-day Ashland largely developed in the 1950's to the 1970's reflects those fast commercial times serving the passers-by along Route 1 and later from Interstate 95. Until one really gets to know Ashland, the community character is defined either by the highway commercial image of the interstate or the more historic, turn-of-the-century view from the train. Character flaws resulted from the fast pace of development and inappropriate attention to detail as the town expanded from the original one (1) square mile to the current 7.2 square miles. Establishment and enforcement of consistent development standards has been difficult due to this growth. Interpretation of the zoning and subdivision codes is the primary guide for development quality. This Development Guidelines Handbook is intended to expand on, and serve as, interpretation for the development ordinances that will shape and reshape the future development of the Town.

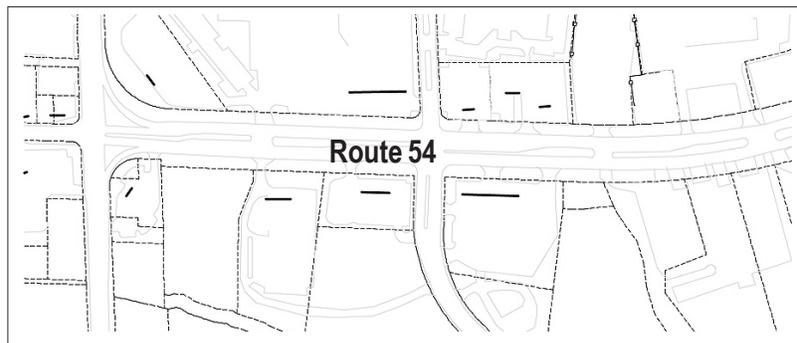




Community Character

The image of the Town emerges primarily from the street edge as defined by the strength of the various elements within view: utility poles, signs, sidewalks, street trees, building placement in relation to the streets and/or building faces that form either a uniform or inconsistent wall of vision. The physical character is defined by these elements which form different images.

For example, the front building line as the “wall of vision” creates the highway commercial image of Route 54 around the Interstate and widely dispersed commercial/industrial mix along Route 1.



The more subdued yet mixed commercial/residential uses along England Street west of Route 1 show a varied setback and less defined street wall.



The closer and unbroken wall of small retail/office commercial associated with short stretches of Railroad Avenue/Center Street indicates an almost solid street wall of buildings.





Community Character

The quiet tree-lined residential streets of frame houses surrounding the College and extending along the tracks and its western edges, and the newer traditional 1950's style subdivision of smaller brick residences blend with these commercial elements to make Ashland what it is. We start with this palette to improve on and celebrate the past.



Duncan Street



Myrtle Street Townhouses



North Macon Terrace



Landscape Plan Requirements

Landscape Plan requirements establish the framework for many of the standards to be applied Town-wide in most zoning districts, including:

- Tree Preservation & Planting
- Tree Coverage Requirements
- Landscaped setbacks
- Street Trees
- Parking Area Landscaping
- Buffers and Screening
- Driveways
- Loading and Service
- Lighting
- Underground Utility Service

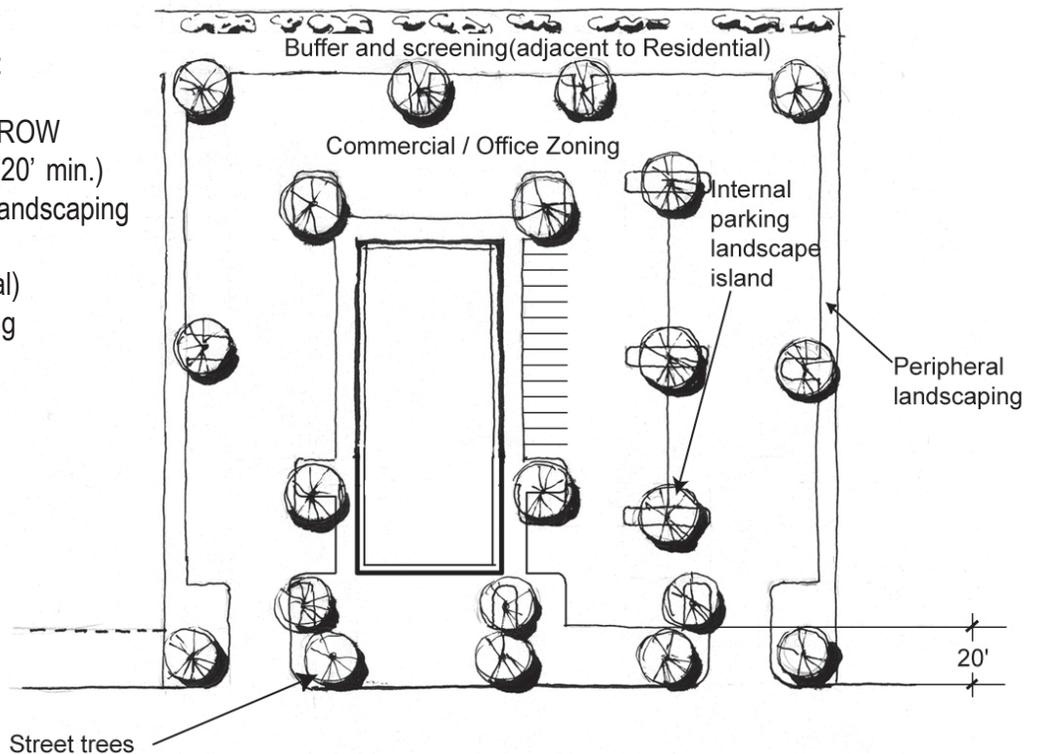


In accordance with Sec. 21-231 of the Zoning Ordinance, a **Landscape Plan** is required for proposed development within all zoning classifications, except for single-family dwelling units and modest sized additions to existing buildings. A Landscape Plan is required to be submitted as part of the Site Plan, and must address the following components that make up the site:

TYPICAL LANDSCAPE PLAN IN B-2 HIGHWAY COMMERCIAL DISTRICT

LANDSCAPE COMPONENTS:

- Street Trees in Public ROW
- Landscaped Setback (20' min.)
- Internal Parking Area Landscaping
- Buffer and Screening (adjacent to Residential)
- Peripheral Landscaping





Tree Canopy Coverage

The first test that a Landscape Plan must meet is that of *Tree Canopy Coverage*. Tree canopy is the area occupied by a tree from the trunk extending to the ends of its branches at maturity. Tree canopy coverage includes all trees planted or preserved within the boundaries of the site, and including new street trees planted by the site developer within the abutting right-of-way. In accordance with State law, the percentages of coverage specified below are intended to achieve the following *minimum* landscape site coverage within 20 years (reference Zoning Ordinance Sec. 21-232 for standards and applicability):

- 20 percent for Residential (RR-1, R-1, R-2, R-3, R-4, RO-1, PMH)
- 15 percent in R-5 and Planned Unit Developments
- 10 percent for office use in the Residential-Office (RO-1)
- 10 percent for commercial, industrial, planned office and shopping center (B-1, B-2, B-4, M-1, POB, PSC)

As with other standards in this handbook, these minimums may be exceeded either by planting a greater number or larger trees to achieve canopy coverage in a shorter period. The effect of achieving or exceeding such site coverage can best be illustrated by a comparison of aerial views between a relatively new development having immature landscaping and an older more mature development:



Present-day western Henrico County, developed ca. 1995 to present



Present-day Stony Point, developed ca. 1985



Calculating Tree Canopy Coverage

The method of calculating Overall Site Tree Canopy Coverage can best be illustrated by example for this site zoned B-2 requiring a minimum 10 percent site coverage in 20 years:

| | |
|---------------------------------------|---|
| Site Area of 2.7 acres | = 117,612 SF |
| @ 10 percent for canopy coverage | = 11,761 SF |
| Parking Lot | |
| 3 Zelkova X 250 SF* | = 750 SF |
| 4 Red Maples X 250 SF* | = 1,000 SF |
| 4 London Planetrees X 325 SF* | = 1,300 SF |
| 3 Willow Oaks X 250 SF* | = 750 SF |
| Landscaped Setback | |
| 3 Goldenraintree X 125 SF* | = 375 SF |
| 3 Fosters Holly X 50 SF* | = 150 SF |
| Street Trees | |
| 4 Zelkova X 250 SF* | = 1,000 SF |
| Buffer Landscape | |
| 10 Japanese Cryptomeria X 100 SF* | = 1,000 SF |
| 2 Southern Magnolia X 175 SF* | = 350 SF |
| 6 Red Maple X 250 SF* | = 1,500 SF |
| 6 London Planetree X 325 SF* | = 1,950 SF |
| 4 Willow Oak X 250 SF* | = 1,000 SF |
| 5 Zelkova X 250 SF* | = 1,250 SF |
| 6 Goldenraintree X 125SF* | = 750 SF |
| 8 Fosters Holly X 50 SF* | = 400 SF |
| Total SF of landscape coverage | 13,525 SF (11.5 percent of the total site) |

* square feet provided in Tree Canopy Matrix (see Appendix A)

Minimum Tree Sizes at Planting

(to be counted in Tree Canopy as per Sec. 21-232(e) of the Zoning Ordinance):

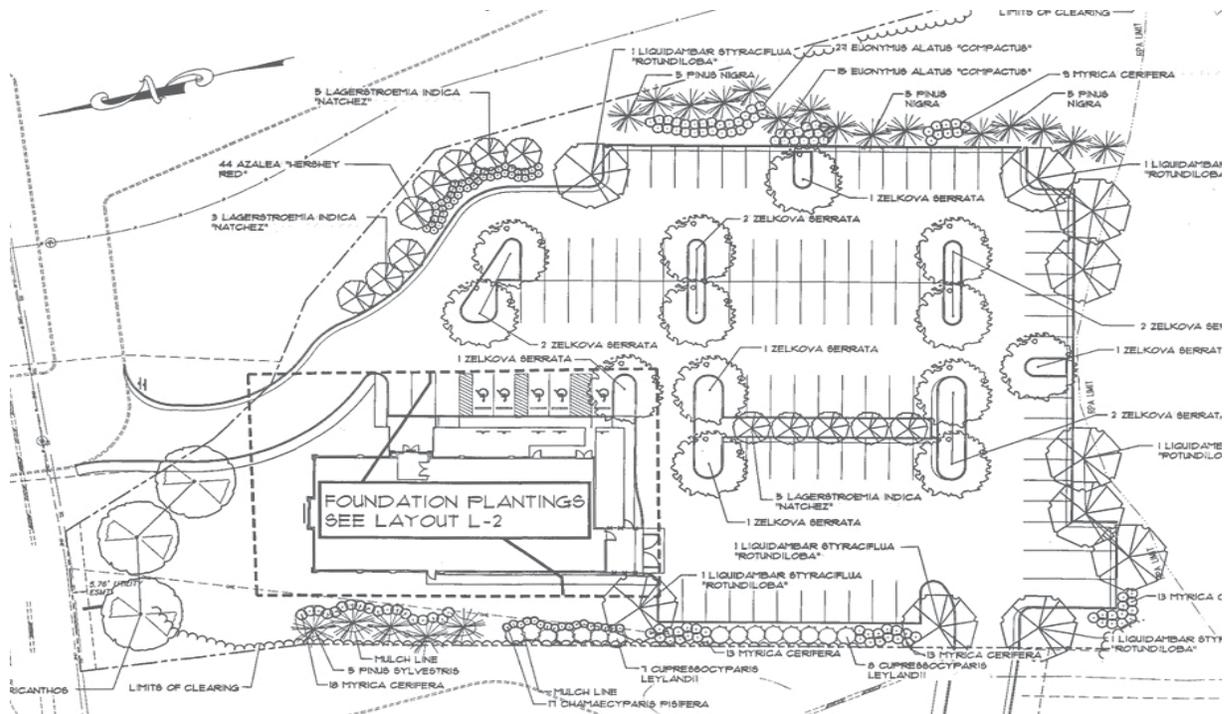
- Large Deciduous Tree - 2 1/2 inch caliper
- Small Deciduous Tree - 5-foot height
- Evergreen Tree - 5-foot height

Measuring Caliper:

- Existing Tree: diameter at 4-1/2-feet above ground level
- New Tree: diameter at 6-inches above ground level



2 1/2-inch deciduous street tree at planting



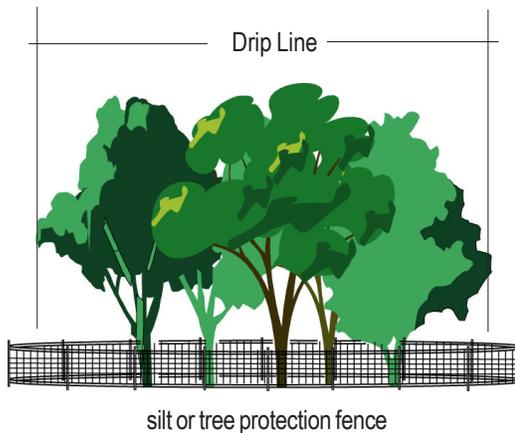


Tree Preservation

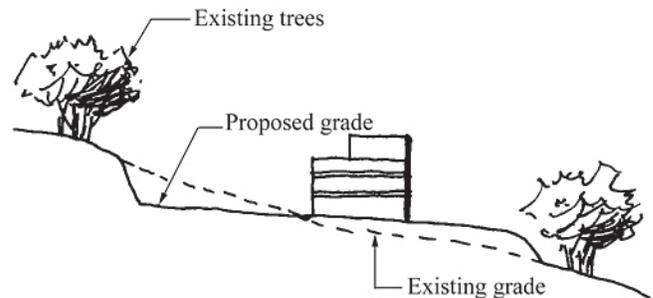
Existing healthy trees to be preserved on the lot can be credited toward the tree coverage requirement when they meet the following requirements (Sec. 21-232 (d) of the Zoning Ordinance):

- located within the site boundaries (not within the public right-of-way), and
- shown on the landscape plan, and
- adequate protection is provided during construction, and reasonable expectation of survival is assured.

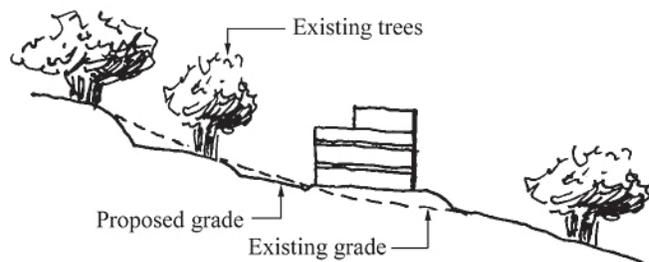
Existing healthy trees with a caliper of ten (10) inches or greater and located within the designated 20-foot landscaped setback must be identified for preservation in accordance with Sec. 21-233(b) of the zoning ordinance. Individual trees or groups of trees to be saved shall be shown on the landscape plan with specific tree protection measures as illustrated below:



Provide radius of drip line between building and parking lots for tree to thrive



Do NOT work against existing grades



DO work with existing grades



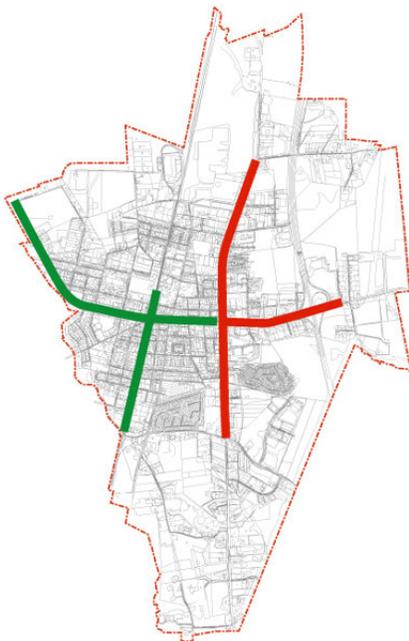
Street Trees

A *Street Tree* (Sec. 21-234) is defined as a medium to large deciduous tree (see *Tree Canopy Matrix*) that is typically planted within the required setback area or the public right-of-way. Specific placement of the street tree will be dependent on the area required for planting and other site specific conditions, i.e. overhead utility lines, slope, underground utilities, sidewalks, driveways, and drainage conditions. In order for a tree to be considered a *street tree*, it should be located in close enough proximity, within 10-feet of the existing or future right-of-way, to the street to be visible to the vehicular passenger, and to provide shade for the pedestrian. Placement of street trees should also take into account the projected growth characteristics of the tree (see *Appendix A, Tree Canopy Matrix*) especially when considering sight distances for vehicular traffic and visibility of business or directional signage. The primary purpose for planting street trees is to define the street edge, and should be a major consideration in the placement and selection of a tree species.

Public Street Tree Planting for Key Corridors and Gateways

The following corridors are established as key corridors for priority Street Tree planting:

- Route 54 from eastern town limits around the I-95 interchange to Route 1 on the west
- Route 1 from Ashcake Road to Archie Cannon Drive
- England Street from Route 1 to Town Hall
- Railroad Avenue/Center Street within the B-1 District



Within these corridors, an active public street tree-planting program may considered to be undertaken by the Town of Ashland in the future, and would be governed by the following standards [and an overall street tree planting plan]:

1. Uniform spacing measured on-center along the corridor [adjustments are expected based on existing conditions such as utility poles, drive entrances, underground utilities, signage]
 - Route 54 and Route 1: 50-feet on-center
 - England Street and Railroad Avenue: 40-feet on-center

2. Placement from the curb

- Route 54 and Route 1: within 10 feet to no more than 20 feet from the curb
- England Street (north side) and Railroad Avenue: immediately adjacent to the curb in a 25-square foot tree well (see graphic next page).
- England Street (south side): on the back side of the sidewalk opposite the overhead utilities within tree-wells in an additional 5-foot wide sidewalk area.





Street Trees

3. Suggested Tree Species:

Route 54 and Route 1:

- Away from overhead wires: Zelkova, Littleleaf Linden
- Located adjacent to wires: Hedge Maple, European Hornbeam

England Street and Railroad Avenue:

- Away from overhead wires: London Planetree, Armstrong Maple, White Ash
- Located adjacent to wires: European Hornbeam



European Hornbeam



Existing Streetscape on England Street



Improved Streetscape with additional London Planetree and concrete sidewalk



Willow Oak

Key gateways that deserve priority attention through an active Street Tree Planting program, include the following along with tree species:

- Route 54/I-95 Interchange: Willow Oak
- Route 54 median from Route 1 to I-95: Red Maple
- Route 54/Route 1 intersection triangles: Zelkova
- Town Hall triangle: American Beech
- Route 1 gateways (at Ashcake Road and Archie Canon): Dawn Redwood



Replacement of Bradford Pears in Rt. 54 median with Red Maples



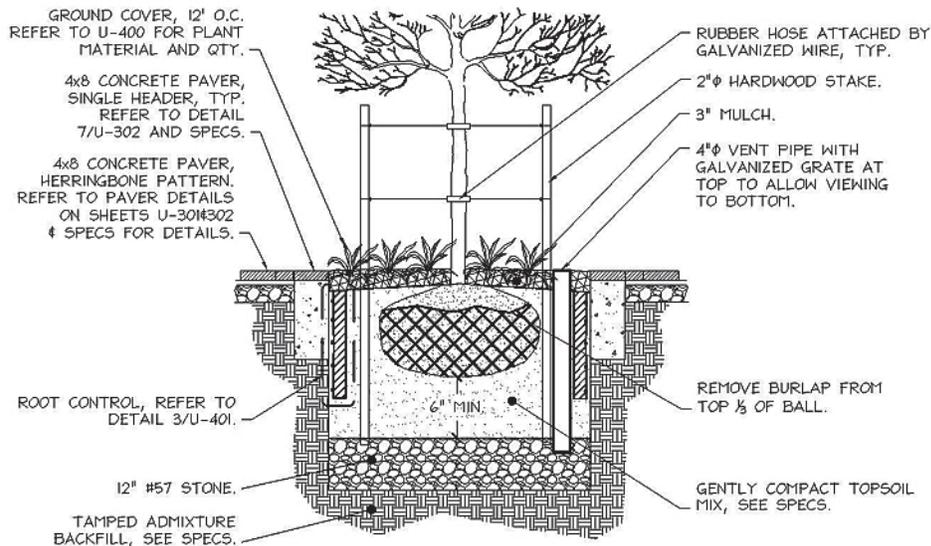
Street Trees

Street Trees required through the Landscape Plan within landscaped setbacks (of 20-feet from the right-of-way in accordance with Sec. 21-234 of the zoning ordinance):

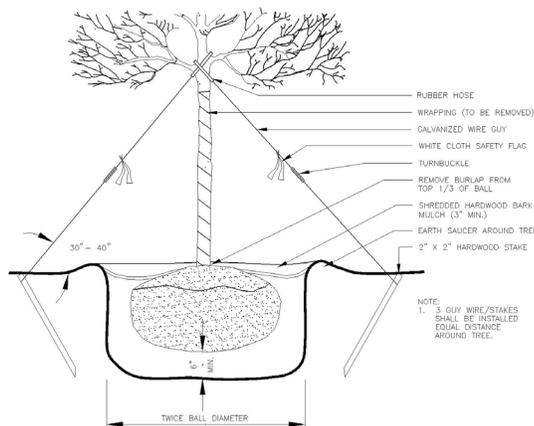
- Planted at a “rate” of 1 street tree for every 50 feet of public street frontage, spacing coordinated with existing conditions
- Coordinate with the public street tree program
- Street trees planted in the right-of-way by private site developer are credited toward street tree requirement if public street tree planting guidelines are followed
- Large deciduous trees are required as street tree (see *Appendix A, Tree Canopy Matrix*), except where existing conditions warrant the selection of a small to medium deciduous tree
- Additional landscaping, screening trees, shrubbery, and ground cover, included in the landscaped setback cannot substitute for meeting the street tree requirements

Guidelines for Planting

- Tree wells, positioned flush within the sidewalk should be adequately sized for the tree, i.e. a large deciduous tree would require at least a 25-square foot area.
- Planting space for trees within open areas defined in *Tree Canopy Matrix*.
- A defined edge between tree well and sidewalk should be created either with concrete band, pavers, or cobblestones.
- Either mulch or ground cover should be placed at tree base; pea gravel or stone should not be used as mulch.



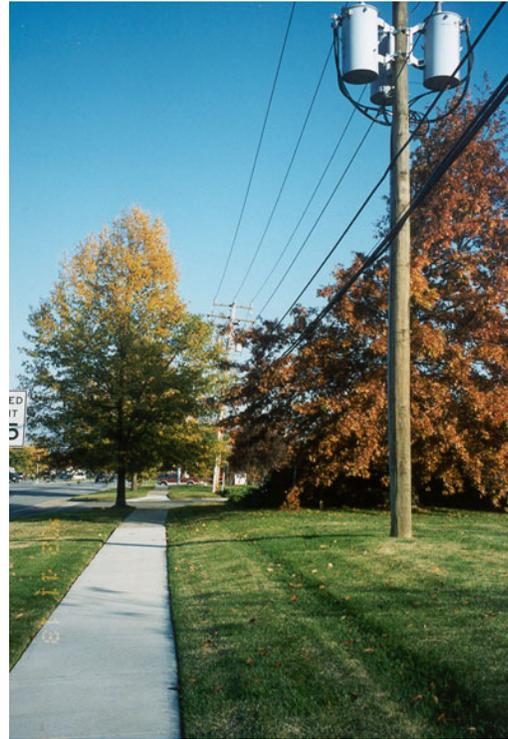
Planting Detail within Sidewalk or Pavement



Planting Detail within Open Area



Street Trees



Proper tree selection and placementto avoid unnatural tree trimming for overhead wires



Street trees over a sidewalk should be limbed up to minimum of 80-inches



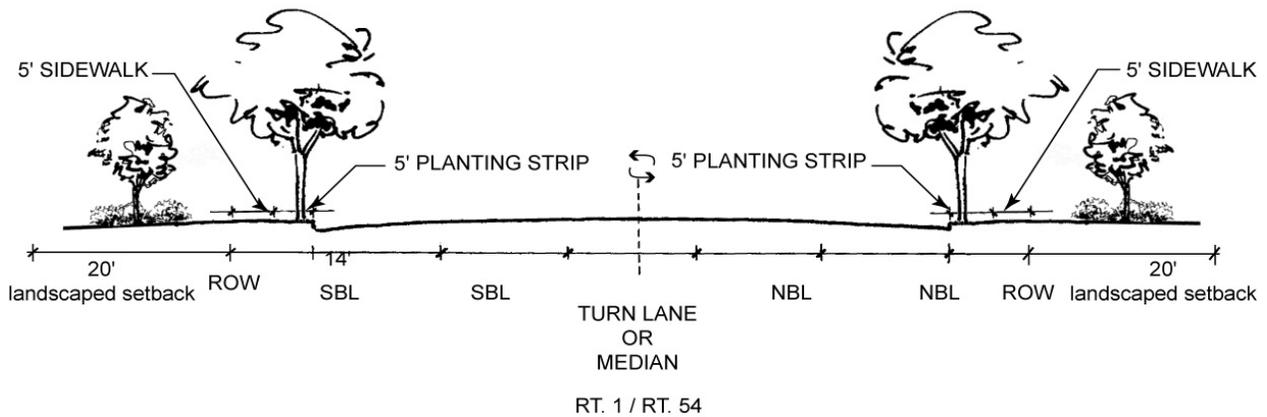
Tree selection and placement should be considered to avoid natural trimming process by truck traffic



Landscaped Setbacks

With the exception of the B-1, Central Business District, a required landscaped setback of not less than twenty (20) feet from the existing or future right-of-way, whichever is greater, is required along all public roads. In compliance with Sec. 21-233 (c), no building, parking, loading or vehicular circulation area can be located in the landscaped setback. Within designated Special Policy Areas described below, the treatments of such landscaped setbacks are as follows:

Highway Commercial Corridors (including Route 1 and Route 54 east of Route 1 to Town limits)



- Where there are no existing street trees, required new street trees (see *Appendix A, Tree Canopy Matrix*) shall be placed within the landscape strip between the road/curb edge and the sidewalk whenever possible. [Specific street tree placement and quantity required should follow the guidance provided on page 13 under Street Trees.]
- Other landscape material cannot be substituted for street trees
- Evergreen trees do not count as street trees, and should not be used in a landscaped setback, except in special circumstances where screening may be needed
- The landscaped setback area must also be entirely landscaped with lawn, ground cover and low-lying shrubs or with existing vegetation that is preserved; and can include pedestrian amenities.



Street tree placed 10-20' from future right-of-way, mixed shrubbery



Preserved existing landscape within a landscaped setback



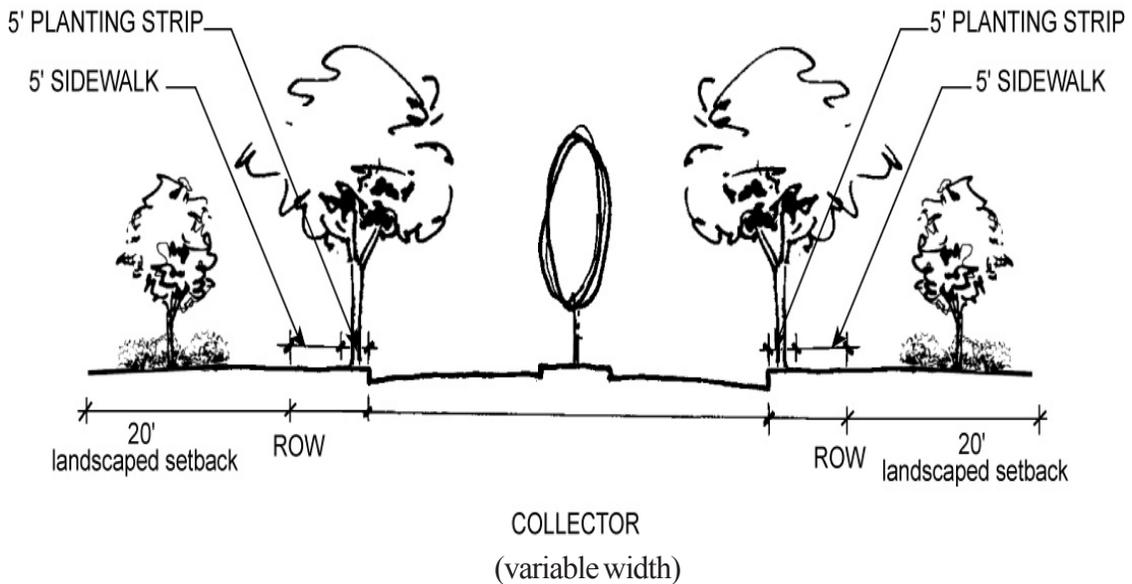
Evergreen trees typically not recommended in landscaped setback



Landscaped Setbacks

Collector Roadways (Hill Carter Parkway, Ashcake Road, Archie Cannon Drive)

Landscaping within the designated 20-foot setback of the collector roadways should primarily consist of large and medium deciduous trees, but these may be arranged along with smaller ornamentals, screening trees and shrubs (Sec. 21-233(a) of the zoning ordinance).



Variable planting strips with a less formal edge are suitable for collector roadways

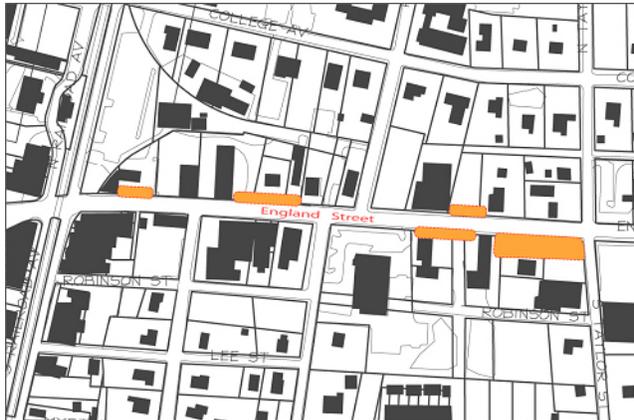


Embankment planted in juniper with a low fence as backdrop is appropriate for collector edge



Treatment of Existing Setbacks (B-1 Zoning District / Central Business District)

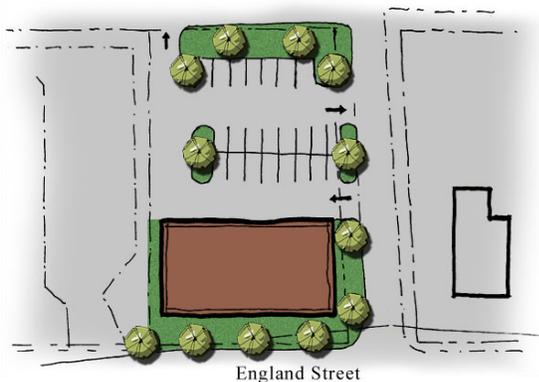
The B-1 Central Business District has no requirement for a landscaped setback. However, no parking is permitted between the main building and the street (Sec. 21-94.1 of the Zoning Ordinance). Existing conditions of varied existing setbacks in the B-1 district warrant special attention and the recognition of special standards of treatment as redevelopment and infill occurs, especially along England Street.



England Street from Railroad Avenue to Taylor Street showing the actual setbacks that are either unimproved or uncommitted to public use.



Creation of a strong street edge with low ornamental fencing between parking lot and sidewalk, and use of sidewalk space by benches and planters can re-create public space along the street.



Vacant 7-11 building site on England Street showing photo image of new building placed at the front of the parcel with parking to the rear



Future addition of buildings at center and at street could bring the activity of the Henry Clay shopping center closer to the street.

The two site examples above illustrate how future redevelopment sites should be encouraged to either: (1) move new structures to the front building line (0-setback from the right-of-way, allowing room for sidewalk) as in the 7-11 example, or (2) to provide infill structures to occupy the large setback of the Henry Clay shopping center site. While the construction of new buildings or structures at the 0-setback line is encouraged in this district, there are certain exceptions where it is not the preferred alternative. New buildings or structures built in the B-1 District adjacent to a building of significant historic character in the historic district must be set back an average of the two adjacent structures on either side, unless waived by the Zoning Administrator.



Landscaped Berms

Landscaped berms as part of the landscaped setback can be an effective way to reduce the impacts of traffic on adjacent residential uses, to frame interior views from the site, and to create separation between uses. Slopes of effective berms may not exceed 3:1. The planting pattern should adopt the rolling quality of the berm itself, trees specifically should not be placed uniformly on the top of the berm. Where space allows, berms can also be used as a more natural solution to screening between uses in conjunction with a fence or wall.



A berm with mixed planting between condominium project and collector road creates a greater sense of separation.



A berm can often more effectively use limited space as a division between uses using the grade change combined with planting.



Viewed from inside-out, a berm can help reduce the impacts of road and parking lot pavement, as well as the commercial environment across the street.



Parking Area Landscaping

Quantity and quality of landscaping within parking areas should be designed to meet the following objectives:

- Contribute to overall site tree canopy coverage
- Designate clear circulation patterns for vehicles and pedestrians
- Reduce heat island effect of pavement [according to recent study, a mature tree canopy reduces air temperatures by 5-10 degrees].
- Enhance market value of the property [Recent survey found 86% of real estate appraisers felt landscaping added to dollar value of commercial real estate.]



(Left) Linear landscaped islands define travelways within a parking lot; (top) Larger landscaped island serves a dual purpose in establishing the throughfare and defining the parking spaces

The following guidelines for parking area landscaping (Sec. 21-235 of the Zoning Ordinance) are designed to ensure that all off-street parking areas (greater than 4,500 SF) have a *minimum* of five (5) percent of the area in landscaped islands or other internal landscaping. This requirement is also intended to ensure that a portion of the site's landscaping is in the parking area. Once again, it should be emphasized that these are minimum standards, additional landscaping in terms of quantity and size will only ensure greater success in attaining the objectives stated above that are shared by the Ordinance and the property/business owner.

- Each continuous row of 10 parking spaces shall be separated by a landscaped island



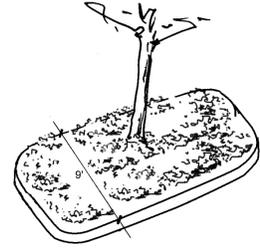
A larger deciduous tree in this island would provide more effective tree coverage



Parking Area Landscaping



- Each landscaped island shall measure a minimum of nine (9) feet in width and the length of the adjacent parking space.



- When islands are increased to a minimum of 15-feet in width, the number of parking spaces in a continuous row may be increased from 10 to 15 spaces. For larger parking areas, this will have the effect of reducing the overall size of the parking area.



Parking lot with 10-space separation



Parking lot with 15-space separation

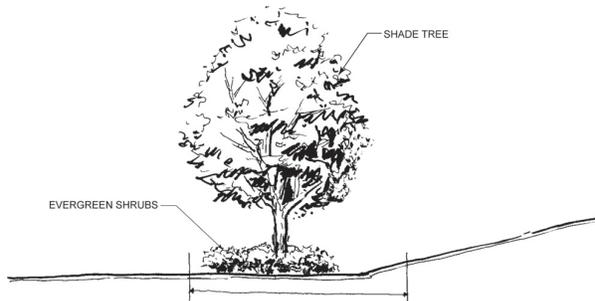


Larger landscaped island can serve as public space and focal point



Parking Area Landscaping

- Each island must be planted with a least one (1) large deciduous tree suitable for parking lots (see *Tree Canopy Matrix*) and appropriate vegetative groundcover and/or shrubbery and mulch as illustrated; pea gravel or stone is not an acceptable groundcover.



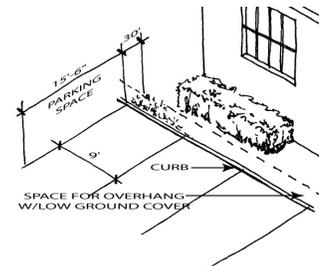
Large deciduous trees in parking lot islands are most effective, but smaller ornamentals as accent color may be used in a few of the islands.

- A peripheral landscape strip of five (5) feet in width to divide an off-street parking area from each abutting property shall consist of trees, shrubs, vegetative ground cover, and other plant material, as illustrated (See Buffers and Screening for additional examples of wider buffers)



(Left) Screening with Leyland Cypress (or comparable) combined with black chain-link fence makes an acceptable perimeter within a narrow area; (Top) Shrubs placed in the front landscaped setback as parking lot perimeter should be smaller and well maintained; such treatment should never substitute for street trees

- All off-street parking lots (except for those serving single-family or two-family detached dwellings) are to be paved with asphalt, surface treatment, concrete or unit pavers. The Zoning Ordinance (Sec 21-198 (g)), allows up to 30 inches of the required length of an off-street parking space to be provided as a vehicle overhang area, and does not need to be paved.



wheel stops at 30" replacing pavement with planted stripor curb may be pulled out 30"



Buffers and Screening Landscape

Side or rear yard buffers of varying widths are required on the site of uses in certain districts adjoining Residential Uses (Sec. 21-236 of zoning ordinance):

15-feet:

- B-1 Central Business District
- B-4 Neighborhood Commercial

25-feet:

- B-2 Highway Commercial

50-feet:

- PSC Planned Shopping Center
- POB Planned Office Business
- M-1 Limited Industrial
- PMH Planned Mobile Home



Dense evergreen screen along rear property line of Ashland/Hanover Shopping Center at Cottage Green Drive



Natural Edge Screen



Planted Three-Layered Screen



Natural Buffer without defined edge

The buffer must be a continuous visual screen of at least 6-feet in height and consist of fence, wall, evergreen vegetation, earth berm or combinations. Retention of natural vegetation is encouraged through the removal of scrub and selective thinning to establish a clear edge.

On-going, regular maintenance of such buffer will better ensure its effectiveness and health. No building, structure, parking, loading, outside storage or service areas can be located in the buffer area.

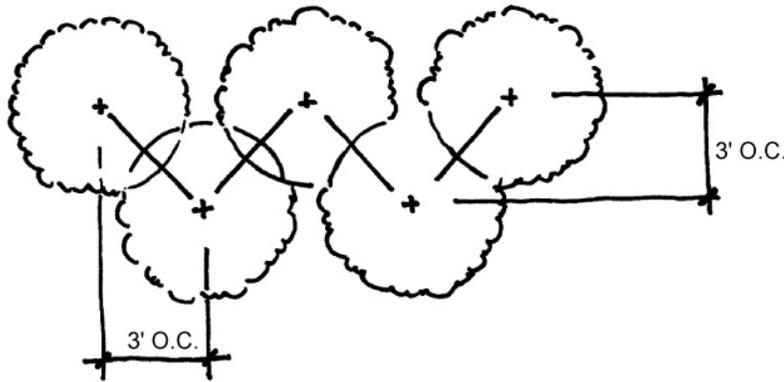
(left) New landscape buffers may take years to mature;(right) retention of existing mature trees between uses is desired.





Buffers and Screening Landscape

Large Shrubs



LARGE SHRUB BUFFER PLANTING

Suggested placement for either red tip Photinia or Southern Wax Myrtle. Both are similar in size and tolerance. Southern Wax Myrtle is much more resilient and relatively disease free.



Red Tip Photinia:

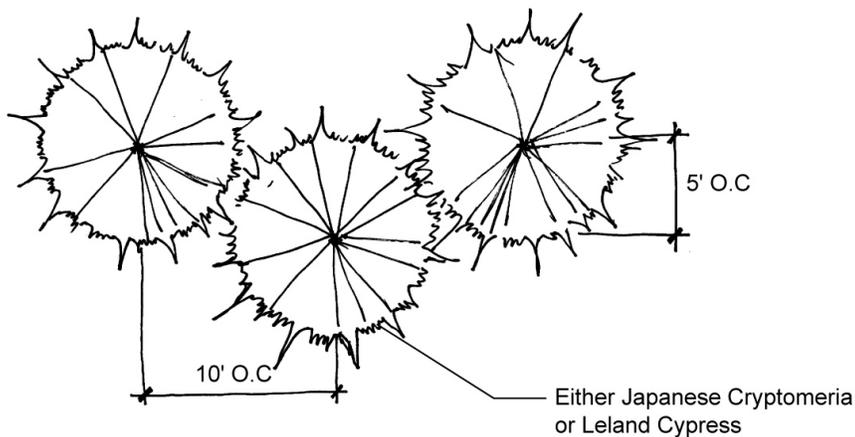
Screening plant reaches a height of 6-10 feet and spread of 4-5 feet, susceptible to blackspot.



Wax Myrtle:

A large hardy, relatively disease-free shrub; height of 10-12 feet and with spread of 8-10 feet.

Evergreen Trees*



For large evergreen buffer using the above materials, both species have similar habit and size(10-20' spread with 50-60' height), tolerant of most conditions. Requires full sun.



Japanese Cryptomeria:

Fine textured handsome upright evergreen; tolerant and few pest problems; height of 60-80 feet with a spread of 25-35 feet.



Leyland Cypress:

Rapid growth; popular screening tree; heights of 60-70 feet with a spread of 12-17 feet, but often is not long-lived.

* Additional evergreen tree species listed in *Appendix A, Tree Canopy Matrix*



Loading / Service and Outside Storage

Service alleys (Sec. 21-236(a)(1) of the Zoning Ordinance) between commercial and residential uses should be screened with natural vegetation, fences, walls, or a combination. As shown in the example on the right, residential properties make use of a 6-foot high wooden fence, while a row of photinias is planted along the alley on the adjacent commercial property. Non-galvanized, dark colored chain link fencing, planted with an evergreen screen (see photo on previous page), may be used at locations not visible from a public street or residential property.



Loading / service areas and trash collection should be placed to the rear of the property, and under no circumstances, should it be placed within the front yard. A 6-foot high structural fence or wall, evergreen vegetative material, or combination, must screen these service areas to reduce visibility from a street or from an adjacent residential use.



(top) Loading / building service areas are best placed back-to-back in paired buildings; (right) rear loading areas may be screened from the front access drive through the combined use of masonry wall and evergreens.



Dumpsters must be surrounded by a 6-foot high wall or opaque fence when located a visible distance from a public road, and adjacent to a residential use; dumpster enclosure material should be compatible with the material used for the main building and doors should be solidly constructed. Vegetation surrounding the dumpster enclosure helps it to blend in with the surrounding landscape.



Public Signs

An active, and recognizable public signage program is already in place throughout Ashland. The design parameters of a sign placed within a metal frame between two Victorian-style posts and using gold letters on a dark green background establish guidance for future signage. Similar welcome signs (opposite) should also be placed at the other key gateways into Ashland.



Directional signage, developed as part of the public signage program can be used as an incentive to reduce both the number and size of individual freestanding signs for businesses, particularly those in the Route 54 entrance corridor. Such a directional sign should be limited in size to 20 square feet and placed in the median.



Existing interstate-style blue signs could be replaced by a more uniform directional sign in keeping with Ashland welcome sign; number of businesses on the sign should be limited to six(6) to ensure readability.



A public banner program making use of available utility poles along England Street and also along Route 54 toward the Interstate could announce special events by adding vibrancy and color.



Commercial Signs

Most commercial signs within the B-2 Highway Commercial Districts of Route 1 and Route 54 can be classified as “freestanding” signs (Sec. 21-211 (b) of the Zoning Ordinance). One freestanding business identification sign is allowed per lot. The height is limited to 18-feet and the sign area cannot exceed 60 square feet.



This sign is 54 SF in area and 20-feet in height, and would exceed new height standards.



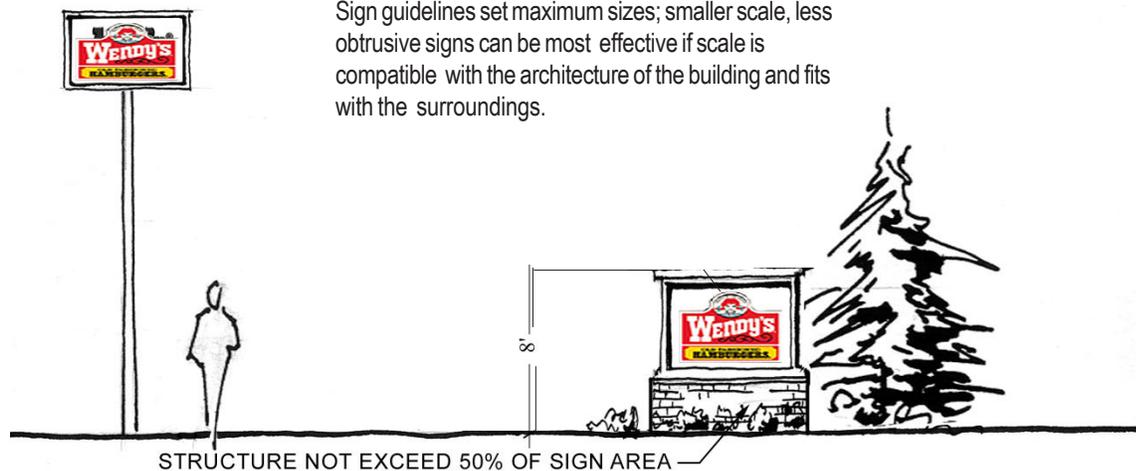
At less than 40 SF and 18' in height, this sign is in keeping with the new standards.



This sign is 50 SF in area and 24-feet in height, and would exceed new height standards.



Sign guidelines set maximum sizes; smaller scale, less obtrusive signs can be most effective if scale is compatible with the architecture of the building and fits with the surroundings.



Monument signs are preferred over freestanding signs and will be permitted to be greater in size by 25% up to a maximum of 75 SF and 8-feet in height as shown above.



Commercial Signs / Gas Station Canopies

By definition, a gas station canopy can be considered to be an attached sign (Sec. 21-207.1(c)(1) which would be limited as to size. Canopies should be kept in scale with the building and not exceed the maximum height of the main structure approved by the Zoning Administrator. Pitched roofs are strongly encouraged and if one is proposed. Architectural details on the cornice line rather than logo colors are recommended. The canopy cornice should not be internally illuminated, and ceiling lighting should be flush-mounted. Fuel pump signs placed directly on a fuel pump are limited to 2-square feet on each pump face (Sec. 21-207.1(c)(5) of the Zoning Ordinance). In the event that the attached sign on the main structure on the main structure is obscured from view because of the requirements of the zoning ordinance, the owner may be allowed to place their approved attached sign on the canopy itself. The sign must adhere to all of the regulations that accompany any other attached sign in this district.



(Left) Pitched roof canopies and smaller scale canopies (right) represent acceptable design alternatives to the large, flat-roofed gas station canopies that are becoming common-place (below).





Downtown (B-1 Central Business) Signs



A major portion of the B-1 Central Business District is distinctly pedestrian oriented (primarily along Railroad Avenue and portions of England Street). All signs, including free-standing, attached and projecting signs in this portion of the B-1 Central Business District should relate to the pedestrian. Representative examples of small-scale pedestrian signs are shown above. While projecting signs cannot exceed the maximum size limitations of the zoning ordinance (Sec. 21-207.1 of the Zoning Ordinance), they must also receive encroachment authorization from the Town Manager if extending over a public right-of-way (Sec. 21-211(f)).

Signs that project over the public right-of-way should:

- 1) not exceed 12-square feet in area,
- 2) be no larger than one-third of building height,
- 3) not project from building greater than 10-feet, or more than 2-feet less than the width of sidewalk; and
- 4) have a minimum under-clearance of 12-feet.



Downtown (B-1 Central Business) Signs

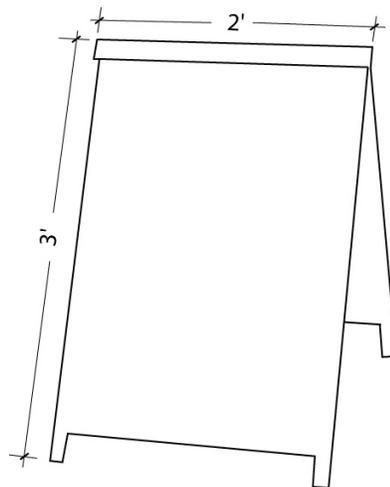


Existing sandwich board signs in Ashland. While professionally prepared, the sign pictured below is too large to meet standards suitable for Ashland sidewalks.



Professional quality A-frame (sandwich board) signs in the B-1 District can add interest for the pedestrian, but should be no greater than 2-feet in width and 3-feet in height in keeping with the scale of the average sidewalk in downtown Ashland (10 to 12-feet in width). A-frame signs must only be placed on sidewalks or on primary pedestrian paths (as shown below) that have a minimum width of 60 inches or 5 feet. The sign must be placed to allow a minimum clearance of 36-inches for wheel chair access. In instances where the business entrance does not front the public street, the sign may be located not more than four (4) feet from the edge of the main building. All such signs that encroach onto the public right-of way must receive encroachment authorization issued in writing by the Town Manager.

Only one board per business is allowed in accordance with approval requirements of Sec. 21-211 of the Ordinance provided there are no free-standing signs. These signs must fit into the general, historic character of the B-1 District and be constructed of high quality materials. For example, two pieces of plywood connected by a hinge is not considered to be an acceptable A-frame sign.



The A-frame sign should measure no more than 2' by 3'



Placement should be close to the building and entry of the business to provide adequate sidewalk clearance.



Public Street and Pedestrian Lighting

This account from “Ashland, Ashland” by Rosanne Shalf sets the historical context for public street lighting improvements:

Electric lights were a bit too high-tech for a town the size of Ashland, but kerosene [lights] were not, and those were finally installed sometime before 1883. Henry Ellis described the lamps as well as the lamplighter, Eugy Luck, who worked from 1892 to 1920 [p. 149]:

“The streetlights of that time were probably as up-to-date as the town they served. They were dimmer than the memory of them is now. Fairly well distributed were oil lamps set on cedar posts about eight feet high. These lamps had adjustable false bottoms, which automatically snuffed out the light before day-break and prevented the consumption of more than one third of the oil in any one night. Eugy Luck was just then beginning his long and honorable career as a factotum of the town. Every evening at about dusk, he would start his long walk all over town – from the Anderson’s (S. Center St. at Early St.) to the Blinco’s (N. Center St. at Smith St.) and from the Telegraph Road (U S. No. 1) almost to the Cemetery carrying his little three-step ladder and lighting the lamps that gave a feeble glow for a little space around them, dispelling the gloom without lighting the town. On every fourth night, he would carry also, a five-gallon oil can, refill the lamps, clean the chimneys, and trim the wicks. He never failed in this exacting task. It is appalling to think of how many miles he walked in the years he gave to it, but his treadmill existence never seemed to pall on him or to impair his sense of duty and responsibility. Fortunately, he had some relief once a month for several days, for it was the policy of a conservative administration not to light the lamps on nights when a full moon was promised by the almanac.”

Present-day street and pedestrian lighting has made some progress since this description of earlier times. However, street lighting is sporadic, provided by standard high-mounted cobraheads either the “open vertical unit” or “enclosed unit” as per Dominion Virginia Power catalog (see below). Pedestrian lighting is limited to the “Colonial” style fixture placed on a 16-foot concrete or fiberglass pole along Railroad Avenue and other locations such as the side and rear of the library and in the municipal parking lot. The library front and one block of Robinson Street are also lit by a vintage-style pole with a shepherd’s hook modeled after an older light fixture found by the train station. Historic photos of Ashland show very little in the way of lighting except for a lantern-like fixture which may have replaced some of the original oil lamps described above.



Open Vertical Unit



Enclosed Unit



Colonial on concrete pole



Colonial on fiberglass pole



Public Street and Pedestrian Lighting



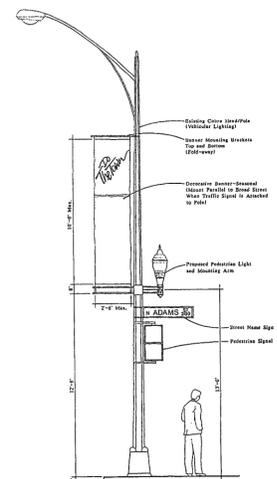
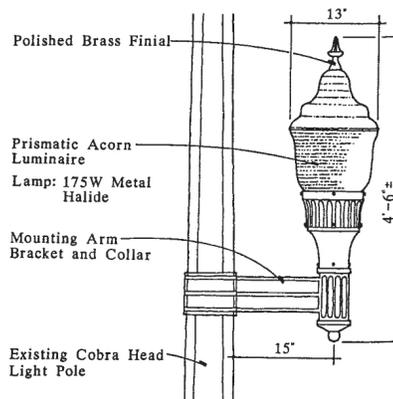
Modern-day "shepherd hook" lights around library and train station

These guidelines for street and pedestrian lighting recognize the functional and aesthetic value of providing lighting. Similar to the public street tree planting program, the guidelines recommend the following priority areas for improved lighting:

1. Old-style cobra-heads within the public right-of-way should be replaced with a roadway cut-off luminaires with flat lens covers on a regular schedule throughout the town focusing first on the residential areas and then moving to the office, industrial and commercial areas.
2. The following corridors are established as key corridors for the installation of pedestrian-level lighting:
 - England Street from Route 1 west to Town Hall
 - Railroad Avenue / Center Street from the Henry Clay Inn to the Hanover Arts and Humanities Center
 - Route 54 from Route 1 to the I-95 interchange
3. When required for new development, pedestrian scale lighting in public rights-of-way shall adopt the Town standard as described herein. Street lighting as required in new developments (Sec. 17-55.1 of the Subdivision Ordinance) at intersections and spaced at a minimum of a 400-foot interval (unless otherwise specified by a final site plan) within residential subdivisions should also follow these same standards for replacement of cobra-head lighting.

Each of these corridors offers separate challenges with the installation of pedestrian fixtures, most notably, the presence of overhead utilities and wooden utility poles spaced at random intervals. While some of this service can be simplified and moved to the rear of properties, the pedestrian lighting program will need to recognize that existing utilities along these corridors are not going to be placed underground. The south side of England Street and Route 54 is the most impacted by overhead utilities, and may not practically accommodate an additional set of pedestrian poles. Spacing and the effects of pedestrian scale lighting will vary by corridor.

As shown opposite, pedestrian light poles and utility poles can co-exist side-by-side ... or an ornamental arm and light can be attached to an existing utility pole.





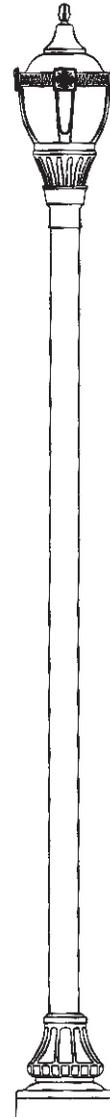
Public Street and Pedestrian Lighting

These guidelines recommend the installation of a decorative luminaire within the public rights-of-way of the priority roadways. The lighting should be in keeping with the turn-of-the-century period for Ashland, and should be dark-sky compliant. The light throw pattern can be directed using a Type III Acrylic refractor. Pedestrian lighting on England Street may have the added effect of lighting the roadway as well as the sidewalk due to its narrowness. A uniform spacing of 60-feet on-center working around existing utilities and street trees within these priority corridors is recommended. Lamp type should be Metal Halide (MH)175 watt to achieve best coverage and color rendition.

Any pedestrian luminaire selected would require approval by Dominion Virginia Power. The overall goal of a public pedestrian lighting program should be to improve both the function of a pedestrian-active area and to enhance the aesthetics of the town gateways and primary business areas.



Photo-image of possible pedestrian light on England Street; the north side of England Street has surprisingly few existing utility poles



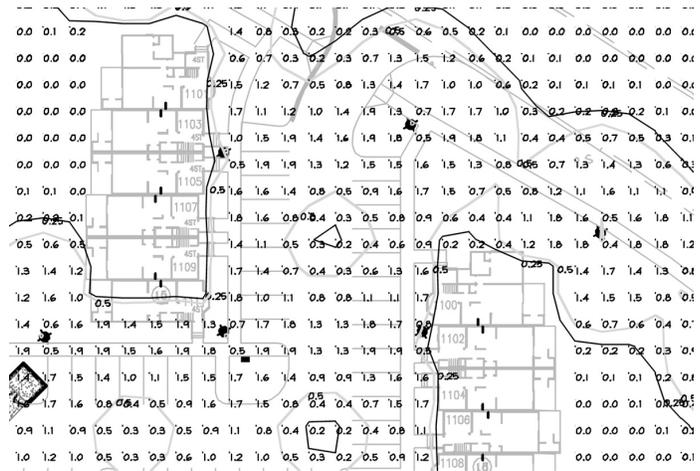


Site Lighting

The objective of the Ashland guidelines (Sec 21-266 zoning ordinance) for lighting is to better ensure safety and security within developments while reducing the effects of spill-over light on adjacent properties and into the night sky. Therefore, the standard for all site lighting requires concealed source fixtures, designed to be directional and dark-sky compliant. The light source is hidden from view and light is directed downward by an internal reflector system. To ensure the performance standard of one-half of a footcandle above the background lighting at the property line will be demonstrated, a photometric lighting plan will need to be submitted with the Site Plan as per Sec. 21-185 of the Zoning Ordinance. Such plan (example as shown below) will show the footcandle intensity throughout the site from each of the proposed fixtures (indicated by a black square in the example plan). Illumination intensity should be compatible with the intended use of the site. For most commercial parking lots, no more than 400 watts is recommended. Pole heights should not exceed 20-feet, and should be placed in consideration of the landscape plan and projected vegetation growth (as per *Tree Canopy Matrix*) so that lighting is not obscured. Quality of lighting is also dictated by the lamp type to be determined by the light designer for each site. Metal Halide (MH) (as recommended for the public street lighting program) presents a truer white light compared to High Pressure Sodium (HPS) fixtures.



Concealed and cobrahead lights suitable for commercial, office and industrial.



High pressure sodium in (Dominion Virginia Power typ.)



Metal halide



Sidewalks

Concrete sidewalks having a minimum five-foot width should be provided, wherever practical, along all major thoroughfares (highway commercial), collectors, and new residential streets within public rights-of-way as prioritized on an annual basis by the Town of Ashland through the *Bicycle and Pedestrian Plan*. Wide asphalt sidewalks as shown (photo top right) are not recommended as a “sidewalk” (see discussion on trails next page). New sidewalks and completion of existing projects may be undertaken by the Town or by the developer of individual parcels as part of the landscaped setback. As shown by the following examples, the typical cross-section will vary depending on available space and adjacent use. The inclusion of a minimum 4-foot wide landscaped strip between the roadway and the sidewalk is desired, however, such a continuous strip is not practical in the B-1 Central Business District.



This landscape strip is too narrow to support street trees; if the space does not allow a 4-foot width, the sidewalk should be placed against the curb with street trees behind the sidewalk and within 10-feet of the curb.



Right-of-way may have allowed a 4-foot landscape strip adjacent to the curb and 5-foot concrete sidewalk instead of an asphalt “path” in this situation. In cases where mature trees would be disrupted by a concrete sidewalk, other solutions should be allowed (see Trails).



Wider 10-12-foot wide concrete sidewalks of the Central Business District should be punctuated by 25-square foot tree wells.



A continuous landscape strip along active roadways can buffer pedestrians from traffic.



Pedestrian Trails

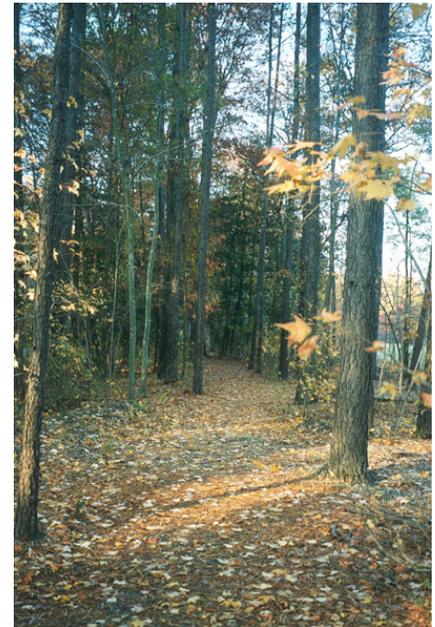
The existing Ashland trail system speaks for itself through the photographs below. From the asphalt rail-trail off of Archie Canon to the gravel paths leading to Carter Park, variable-width trails using a mix of materials effectively maintain the natural setting and add to the enjoyment of the pedestrian. Extension of the existing trail system should follow the priorities established annually by the Town in accordance with the *Bicycle and Pedestrian Plan*.



Maple Street trail to Carter Park



Trail to DeJarnette Park



Trail along RMC soccer field



Rail trail south of Vaughan Road

(top) An asphalt trail is an appropriate treatment for pedestrian access to this right-of-way along the rail, (right) An alternative to a structured concrete sidewalk that would disrupt mature trees shows a defined edge treatment and gravel path that meanders through the trees.



Trail along River Road in Henrico County



Pedestrian Trails

Trail Widths:

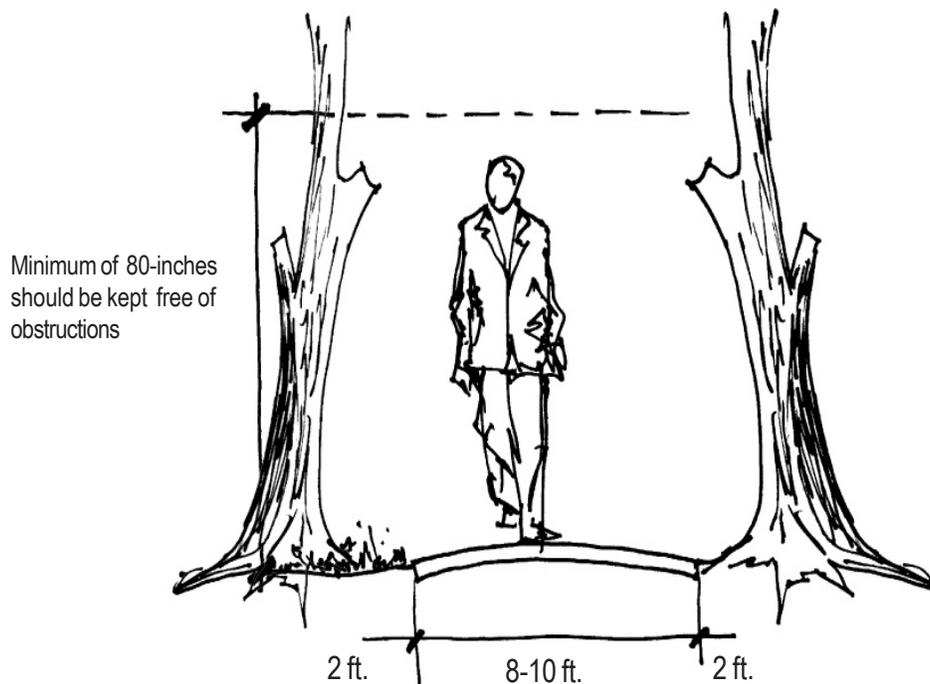
- Trail Tread of 8-10 feet with horizontal clearance of at least 2-feet on each side
- Bicycle trails should have a minimum width of 4-feet for single lane traffic; 8-feet for double lane traffic
- Multi-purpose trails (for use by bicycles as well as walkers) may require width of 8-10 feet

Trail Grade:

- Maximum of 8-10 percent for hiking

Trail Material:

- Wood chips or crusher run preferred (larger gravel should not be used)
- Heavier use / connector trails (such as rail trails) may be surfaced with asphalt



Paved with one of the following: stone dust, crusher run, asphalt

[Recommended standards in accordance with [The Virginia Greenways and Trails Toolbox](#) by the Virginia Department of Conservation and Recreation and the Virginia Trails Association, October 2000]

TREE CANOPY MATRIX

| USES | | | | | | | | | | | | |
|---|-------------|-------------|-------------|-----------|----------|-------|-------------|---|-------------|-----|-----------------------|---|
| Botanical/Common Name | Street Tree | Median Tree | Parking Lot | Screening | Building | Shade | Problems | Projected 20-Yr Tree Cover Area in Sq Ft Based on Tree Height at Planting | | | Minimum Planting Area | Notes |
| | | | | | | | | 6' | 7' | 8' | | |
| Small Deciduous Trees | | | | | | | | | | | | |
| Carpinus carolinian/Am Hornbeam | X | | | | X | X | | 125 | 150 | 200 | 50 | small to med, flat or round topped crown |
| Cercis canadensis/Redbud | | | | | X | X | | 125 | 150 | 200 | 50 | small, flat topped or round crown |
| Cornus florida/Flowering Dogwood | | | | | X | X | | 125 | 150 | 200 | 50 | shrub or small, flat-topped crown |
| Cornus kousa/Kousa Dogwood | | | X | | X | X | | 100 | 125 | 150 | 30 | vase-shaped in youth, rounded appearance with age |
| Cotinus coggygria/Smoketree | | | | | | | | 100 | 125 | 150 | 30 | upright, spreading, loose and open |
| Crateagus Sp./Hawthorn | X | | | | X | X | | 125 | 150 | 200 | 50 | broad rounded, low branched, wide spreading |
| Koelreuteria paniculata/Panicled Goldenraintree | X | | X | | X | | | 125 | 150 | 200 | 59 | dense, regular rounded |
| Lagerstromia Indica/Carpe Myrtle | | | X | | X | | | 100 | 150 | 200 | 30 | small to med., multi stemmed |
| Magnolia stellata/Star Magnolia | | | | X | X | | | 50 | 75 | 100 | 30 | dense oval to rounded |
| Magnolia soulangiana/Saucer Magnolia | | | | X | X | | | 100 | 150 | 200 | 50 | upright, low branched |
| Prunus cerasifera/Flowering Plum | | | X | | X | | | 100 | 125 | 150 | 30 | small, shrubby, twiggy & rounded |
| Prunus sargentii/Sargent Cherry | | | | | X | | | 125 | 150 | 200 | 50 | spreading approx. equal to height |
| Medium Deciduous Trees | | | | | | | | | | | | |
| | | | | | | | | 2.5' | 3.5' | | | |
| Acer campestre/Hedge Maple | | | X | | X | X | | 175 | 225 | | 90 | rounded & dense |
| Acer ginnala/Amur Maple | | | X | | X | X | | 175 | 225 | | 90 | multi-stemmed & rounded outline |
| Aesculus hippocastanum/Horsechestnut | | X | | | X | X | | 275 | 325 | | 90 | upright-oval to rounded |
| Batula nigra/River Birch | | | X | | X | X | | 275 | 325 | | 90 | pyramidal in youth, rounded at maturity |
| Carpinus betulus/European Hornbeam | | | | | X | | | 175 | 250 | | 90 | pyramidal in youth, rounded at maturity |
| Carya Ovota/Shagbark Hickory | | | | | X | X | nuts | 175 | 250 | | 90 | oblong crown |
| Castanea mollissima/Chinese Chestnut | | | | | X | | | 175 | 250 | | 90 | rounded to broad rounded |
| Celtis occidentalis/Hackberry | | | | | X | X | berries | 300 | 325 | | 90 | pyramidal in youth, broad top crown in old age |
| Cercidiphyllum japonicum/Katsura Tree | | | X | | | | | 175 | 250 | | 90 | pyramidal in youth, rounded at maturity |
| Diospyros virginiana/Persimmon | | X | X | | X | | messy fruit | 175 | 250 | | 90 | slender oval-rounded crown |
| Ginkgo biloba/Ginkgo, Maidenhair Tree | | | | | | X | | 175 | 225 | | 90 | pyramidal in youth, wide spreading in old age |
| Ginkgo - Male only | | | | | | X | | | | | 90 | pyramidal in youth, wide spreading in old age |
| Gymnocladus dioicus/Kentucky Coffeetree | X | | | | | | | 175 | 250 | | 90 | narrow, obovate crown |
| Juglans nigra/Black Walnut | | X | X | | X | X | messy fruit | 275 | 325 | | 90 | oval to rounded crown |
| Larix decidua/European Larch | X | | X | | X | | | 200 | 250 | | 90 | pyramidal, with drooping branches |
| Liquidambar styraciflua/Sweetgum | | | | | X | X | gum balls | 200 | 250 | | 90 | pyramidal in youth, rounded at maturity |
| Magnolia macrophylla/Bigleaf Magnolia | | | | X | | | seed cones | 175 | 200 | | 90 | round headed |
| Metasequoia glyptostroboides/Dawn Redwood | X | | X | | X | X | | 175 | 250 | | 90 | pyramidal in youth, broad top crown in old age |
| Nyssa sylvatica/Black Gum, Tupelo | | | | | X | X | | 175 | 250 | | 90 | pyramidal in youth, rounded or flat-topped w/age |
| Prunus serotina/Black Cherry | | X | | | X | | | 175 | 250 | | 90 | pyramidal in youth, oval-headed at maturity |
| Prunus yedoensis/Yoshino Cherry | | X | | | | | | 175 | 200 | | 90 | weeping form |
| Quercus alba/White Oak | X | | X | | X | X | | 200 | 300 | | 90 | pyramidal in youth, broad-rounded at maturity |
| Quercus imbricaria/Shingle Oak | | | | | X | X | | 200 | 300 | | 90 | pyramidal in youth, broad-rounded at maturity |
| Quercus robur 'Fastigiata'/Columnar English Oak | X | | | | X | X | | 175 | 250 | | 90 | broad rounded, open headed w/short trunk |
| Sophora japonica/Japanese Pagoda Tree | | X | | | | | | 200 | 250 | | 90 | broad rounded crown |
| Tilia americana/American Linden, Basswood | | | | | | | | 250 | 325 | | 90 | ovate, oblong or somewhat rounded crown |
| 'Redmont' | X | | X | | | | | 250 | 325 | | 90 | densely pyramidal |
| 'Legend' | X | | X | | | | | 250 | 325 | | 90 | pyramidal w/a central leader |

TREE CANOPY MATRIX

| Botanical/Common Name | Street | Median | Parking | Screening | Building | Shade | Problems | Projected 20-Yr Tree Cover Area | | | Minimum | Notes |
|--|--------|--------|---------|-----------|----------|-------|------------|---|------|--|---------------------|--|
| | Tree | Tree | Lot | | | | | in Sq Ft Based on Tree Height at Planting | | | Planting Area Sq Ft | |
| Large Deciduous Trees | | | | | | | | 2.5' | 3.5' | | | |
| Acer rubrum/Red Maple | X | | X | | X | X | | 250 | 350 | | 130 | pyramidal in youth, rounded crown w/age |
| Acer saccharum/Sugar Maple | | | X | | X | | | 250 | 350 | | 130 | oval to rounded crown |
| Carya illinoensis/Pecan | | | | | X | X | nuts | 350 | 400 | | 130 | broadly oval crown |
| Fagus grandifolia/American Beech | | | X | | | | | 250 | 300 | | 130 | wide-sprading crown |
| Fagus sylvatica/European Beech | | | X | | | X | | 250 | 300 | | 130 | densely pyramidal to rounded |
| Fraxinus americana/White Ash | | | X | | | X | | 250 | 350 | | 130 | pyramidal in youth, rounded crown w/age |
| Fraxinus pennsylvanica/Green Ash | | | | | | | | 250 | 300 | | 130 | pyramidal in youth, irregular crown at maturity |
| 'Marshall's Seedless' | X | | | | X | X | | 250 | 300 | | 130 | irregular form |
| Gleditsia triacanthos inermis/ Thornless Honey Locust | | | | | | | | | | | | open spreading crown |
| 'Shademaster' | X | | X | | X | X | | 250 | 350 | | 130 | ascending branches |
| Magnolia acuminata/Cucumber tree | | | | X | | | | 250 | 300 | | 130 | pyramidal in youth, rounded outline w/age |
| Platanus acefolia/London Planetree | X | | X | | | | | 325 | 400 | | 130 | pyramidal in youth, wide-spreading outline w/age |
| Platanus occidentalis/Sycamore | | | X | | | X | seed balls | 325 | 400 | | 130 | wide-spreading open crown |
| Prunus serrulata 'Kwanzan'/ Kwanzan Cherry | | X | | | X | | | 250 | 300 | | 130 | vase-shaped to rounded outline |
| Quercus acutissima/Sawtooth Oak | | | X | | | X | | 250 | 300 | | 130 | oval to rounded crown |
| Quercus bicolor/Swamp White Oak | | | X | | | X | | 250 | 300 | | 130 | broad, open, round-topped crown |
| Quercus coccinea/Scarlet Oak | | | | | X | X | | 250 | 325 | | 130 | rounded & open at maturity |
| Quercus palustris/Pin Oak | | | | | X | X | | 250 | 325 | | 130 | pyramidal to oval-pyramidal |
| Quercus phellos/Willow Oak | | | | X | | X | | 250 | 300 | | 130 | pblong-oval to rounded crown |
| Quercus rubra/Red Oak | | | X | | | X | | 250 | 325 | | 130 | rounded & round-topped at maturity |
| Taxodium distichum/Bald Cypress | X | | X | | | | | 250 | 300 | | 130 | pyramidal |
| Tilia cordata/Littleleaf Linden | | | | | | | | 250 | 300 | | 130 | |
| 'Greenspire' | X | | X | | | | | 250 | 300 | | 130 | upright-oval to pyramidal-rounded |
| Ulmus hollandica 'Groenveldt'/ Groenveldt Elm | X | | X | | | X | | 300 | 375 | | 130 | round-headed |
| Ulmus parvifolia/Chinese Elm | | | X | | | X | | 250 | 300 | | 130 | round-headed |
| Zelkova serrata/Zelkova | X | | X | | | | | 250 | 325 | | 130 | vase-shaped w/ascending branches |

TREE CANOPY MATRIX

| Botanical/Common Name | Street Tree | Median Tree | U S E S | | | | | Projected 20-Yr Tree Cover | | | Minimum Planting Area Sq Ft | Notes | | |
|---|-------------|-------------|-------------|-----------|----------|-------|----------|--|--------|-----|-----------------------------|-------|-----|--|
| | | | Parking Lot | Screening | Building | Shade | Problems | area in Sq Ft Based on Tree Height at Planting | | | | | | |
| | | | | | | | | 5 - 6' | 7 - 8' | 9'+ | | | | |
| Evergreen Shrubs | | | | | | | | | | | | | | |
| Abies concolor/White Fir, Concolor Fir | | | | | X | | | | | 50 | 75 | 100 | 30 | conical & branched to the base |
| Calocedrus decurrens/California Incensecedar | | | | | X | | | | | 50 | 70 | 90 | 30 | compact pyramidal |
| Chamaecyparis lawsoniana/Lawson False Cypress | | | | | X | | | | | 50 | 75 | 100 | 30 | pyramidal to conical |
| Chamaecyparis obtusa/Hinoki False Cypress | | | | | X | | | | | 50 | 75 | 100 | 30 | pyramidal |
| Chamaecyparis pisifera 'Plumosa'/Plume Sawara False Cypress | | | | | X | | | | | 50 | 75 | 100 | 30 | pyramidal |
| Ilex aquifolium/English Holly | | | | | X | | | | | 50 | 75 | 100 | 30 | pyramidal |
| Ilex X attenuata 'Fosteri'/Foster's Holly | | | | | X | | | | | 50 | 75 | 100 | 30 | pyramidal |
| Ilex opaca/American Holly | | | | | X | | | | | 50 | 75 | 100 | 30 | conical to crown at maturity |
| Juniperus chinensis/Chinese Juniper columnar Varieties of Chinese Juniper | | | | | | | | | | | | | | erect, narrow, conical |
| 'Hetzi columnaris' | | | | | X | | | | | 50 | 70 | 90 | 30 | upright pyramidal |
| 'Kettleeri' | | | | | X | | | | | 50 | 70 | 90 | 30 | broadly pyramidal |
| 'Robusta Green' | | | | | X | | | | | 50 | 70 | 90 | 30 | upright pyramidal |
| Juniperus scopulorum/Rocky Mountain Juniper | | | | | | | | | | | | | | narrow, pyramidal, opening w/age |
| 'Blue Haven' | | | | | X | | | | | 50 | 70 | 90 | 30 | neat pyramidal |
| 'Columnaris' | | | | | X | | | | | 50 | 70 | 90 | 30 | neat pyramidal |
| 'Grey Gleam' | | | | | X | | | | | 50 | 70 | 90 | 30 | pyramidal |
| 'Moonglow' | | | | | X | | | | | 50 | 70 | 90 | 30 | dense pyramidal |
| Juniperus virginiana/Eastern Red Cedar | | | | | | | | | | | | | | pyramidal in youth, pendulous in old age |
| 'Canaerti' | | | | | X | | | | | 50 | 70 | 90 | 30 | compact pyramidal |
| 'Manhattan Blue' | | | | | X | | | | | 50 | 70 | 90 | 30 | compact pyramidal |
| 'Princeton Sentry' | | | | | X | | | | | 50 | 70 | 90 | 30 | compact narrow form |
| Myrica cerifera/Southern Waxmyrtle | | | | | X | | | | | 50 | 70 | 90 | 20 | broad rounded form |
| Thuja occidentalis 'Nigra'/Nigra Arborvitae | | | | | X | | | | | 50 | 70 | 90 | 30 | dense, broad-pyramidal |
| Thuja orientalis/Columnar Oriental Arborvitae | | | | | X | | | | | 50 | 70 | 90 | 30 | upright, dense habit |
| Small Evergreen Trees | | | | | | | | | | | | | | |
| Cedrus deodora/Deodar Cedar | | | | | X | | | | | 100 | 125 | 175 | 50 | pyramidal to flat-topped |
| Cryptomeria japonica/Japanese Cryptomeria | | | | | X | | | | | 100 | 125 | 175 | 50 | pyramidal to conical |
| X Cupressocyparis leylandii/Leyland Cypress | | | | | X | | | | | 100 | 125 | 175 | 50 | columnar to pyramidal outline |
| Picea glauca/White Spruce | | | | | X | | | | | 100 | 125 | 175 | 50 | pyramidal w/horizontal to ascending branches |
| Picea omorika/Siberian Spruce | | | | | X | | | | | 75 | 100 | 150 | 50 | narrow, pyramidal head |
| Pseudotsuga menziesii/Douglas Fir | | | | | X | | | | | 100 | 125 | 175 | 50 | open spire pyramidal |
| Tsuga canadensis/Canadian Hemlock | | | | | X | | | | | 100 | 125 | 175 | 50 | pyramidal to pendulous pyramidal |
| Medium Evergreen Trees | | | | | | | | | | | | | | |
| Cedrus atlantica/Atlas Cedar | | | | | X | | | | | 125 | 150 | 175 | 90 | pyramidal to flat-topped |
| Picea abies/Norway Spruce | | | | | X | | | | | 150 | 175 | 225 | 90 | pyramidal w/pendulous branchlets |
| Pinus echinata/Shortleaf Pine | | | | | X | | | | | 150 | 175 | 225 | 90 | pyramidal crown |
| Pinus nigra/Austrian Pine | | | | | X | | | | | 150 | 175 | 225 | 90 | pyramidal to flat-topped |
| Pinus thunbergii/Japanese Black Pine | | | | | X | | | | | 150 | 175 | 225 | 90 | open pyramidal to flat-topped |
| Magnolia grandiflora/Southern Magnolia | | | | | X | | | | | 175 | 250 | 325 | 130 | densely pyramidal to columnar-pyramidal |
| Large Evergreen Trees | | | | | | | | | | | | | | |
| Pinus rigida/Pitch Pine | | | | | X | | | | | 175 | 250 | 300 | 130 | open, irregular pyramidal |
| Pinus strobus/White Pine | | | | | X | | | | | 175 | 250 | 300 | 130 | pyramidal in youth, flat-topped crown in old age |
| Pinus sylvestris/Scotch Pine | | | | | X | | | | | 175 | 250 | 300 | 130 | irregular pyramidal |

Note: Size categories based on 20-year crown spread, not mature height or spread.



Town of Ashland



I. Introduction

The purpose of this Design Guidelines Manual is to encourage future development in the Town of Ashland to follow the development styles and patterns that exist in the Town's much-loved older neighborhoods; that is, those styles that make Ashland Ashland.

Located in a growing region, Ashland has a limited number of vacant lots and infill opportunities as well as large, undeveloped properties at the edges of town that may develop as individual new buildings or large new developments in the coming years.

These design guidelines set out basic standards for new development that compliment the character, scale, and design that make Ashland Ashland, rather than detract from it.



The Comprehensive Plan

This Design Guidelines Manual is an extension of the vision for Ashland's future growth and development laid out in the Comprehensive Plan (most recently revised in December 2011). Developers of new projects in the town should continue to rely on the Comprehensive Plan, along with these guidelines, to inform the design and function of new buildings and neighborhoods of Ashland.

In particular, the Comprehensive Plan's Community Character and Design plan (section 3) expresses the desire that future growth not change Ashland's small-town character, with a tradition of walkable neighborhoods and a unique sense of place.

The Community Character & Design chapter of the Plan strives to enhance the form, character, and aesthetic appeal of the community by:

- *Ensuring that a high level of design and quality construction is maintained on all projects within the Town borders.*
- *Promoting design characteristics that are consistent with the current architecture and nature of the Town.*
- *Encouraging sustainable development that utilizes eco-friendly construction materials that are high quality.*
- *Encouraging sensitive infill and redevelopment to create a cohesive Downtown area and preserve the historical nature of the Town.*
- *Maintaining and enhancing the Town's relationship with Randolph-Macon College.*
- *Enhancing the identity of Downtown through the promotion of the arts and entrepreneurs.*
- *Providing for the maintenance and replanting of the Town's trees to ensure the green quality of the Town in the future.*

(Ashland Comprehensive Plan 2011)

The focus of the Comprehensive Plan, and of this Design Guidelines Manual is on ensuring that new Ashland development matches the organization, design, and quality of its best-loved neighborhoods.

"The Town of Ashland strives to have a high level of design and quality construction on all projects within its borders." (Ashland Comprehensive Plan 2011)

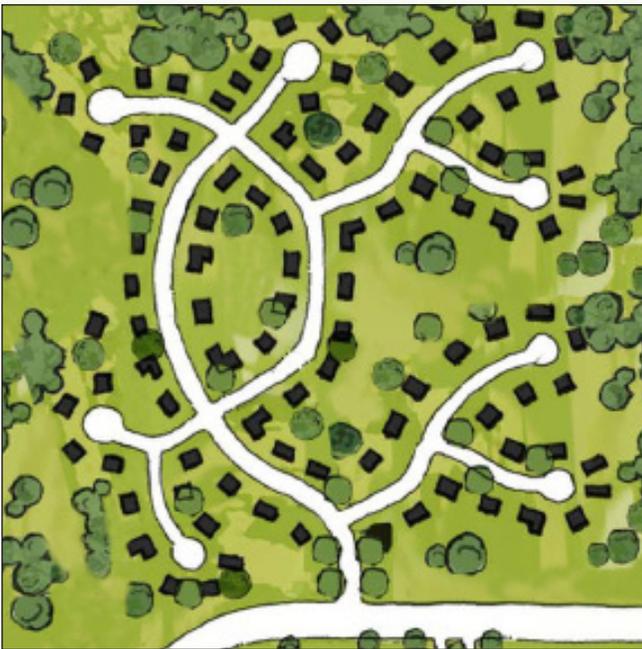
The following sections detail the design requirements for blocks, streets, styles, and elements that will make successful new Ashland developments, and fulfill the Town's goals for its future.



II. Blocks

As with most older Virginia towns, Ashland's oldest and most loved neighborhoods are arranged in a grid pattern, with long, straight streets that intersect at right angles. The grid makes up a series of residential and mixed use blocks. In this arrangement, there are many different paths to travel from one area of town to another, spreading out car traffic and reducing congestion at any one point. The paths through the grid are also relatively direct, reducing the distance to destinations for people walking and biking.

Outside of Ashland, modern suburban developments are often made up of many curving, dead-end streets. This suburban layout makes these developments hard to navigate, and also makes walking to any destination difficult. This cul-de-sac plan actually increases traffic at entrances and other congestion points.



Suburban Streets:

Residential lots on cul-de-sacs form a typical suburban sprawl development accessed from a major collector. With very little connectivity, walking to a destination is nearly impossible. Traffic is concentrated at major entrances, causing congestion.

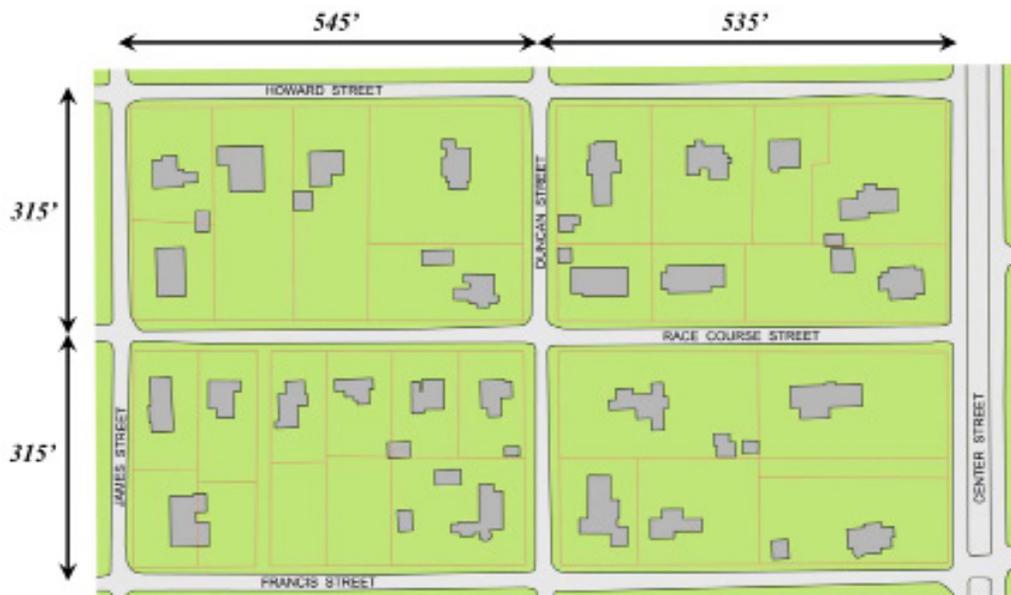
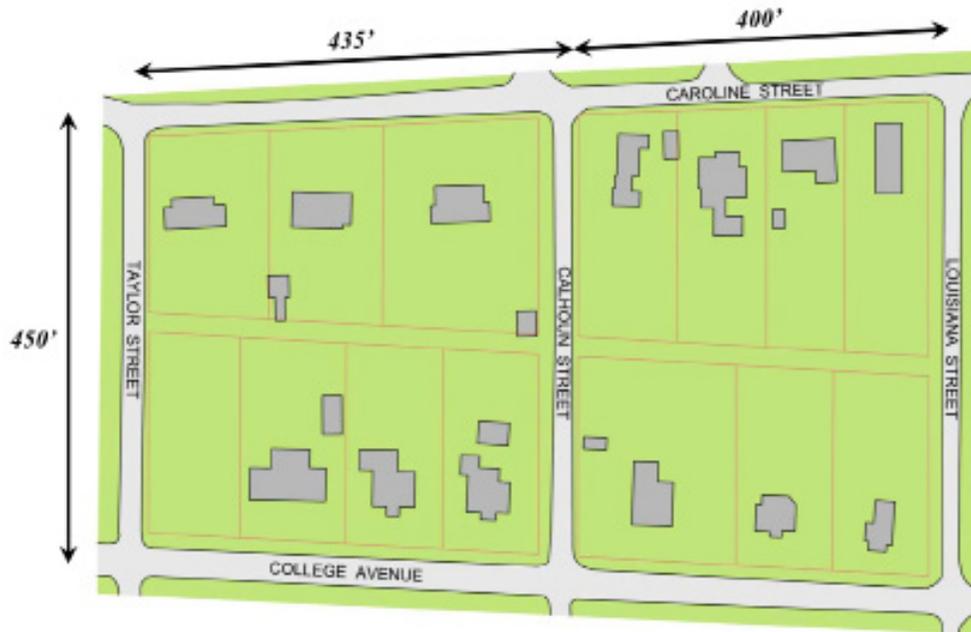


Grid Streets:

Streets make multiple connections, forming a logical network that makes walking or bicycling to destinations possible. The grid pattern also spreads out traffic between many streets and intersections, reducing traffic congestion.



Any new development in Ashland should strive for vehicular and pedestrian connectivity. This is best accomplished by mirroring the grid pattern of streets that is found in the town as it exists today. While the exact size and shape of Ashland's blocks varies from place to place, blocks do fit a general pattern that should be followed in any future development that requires the building of new street connections. When measured from the centerlines of the streets that border them, Ashland blocks are generally from 400 to 550 feet long, and from 300 to 500 feet deep. These measurements allow for a wide variety of house and lot sizes, as discussed elsewhere in this manual, and provide connectivity that makes walking and biking possible.



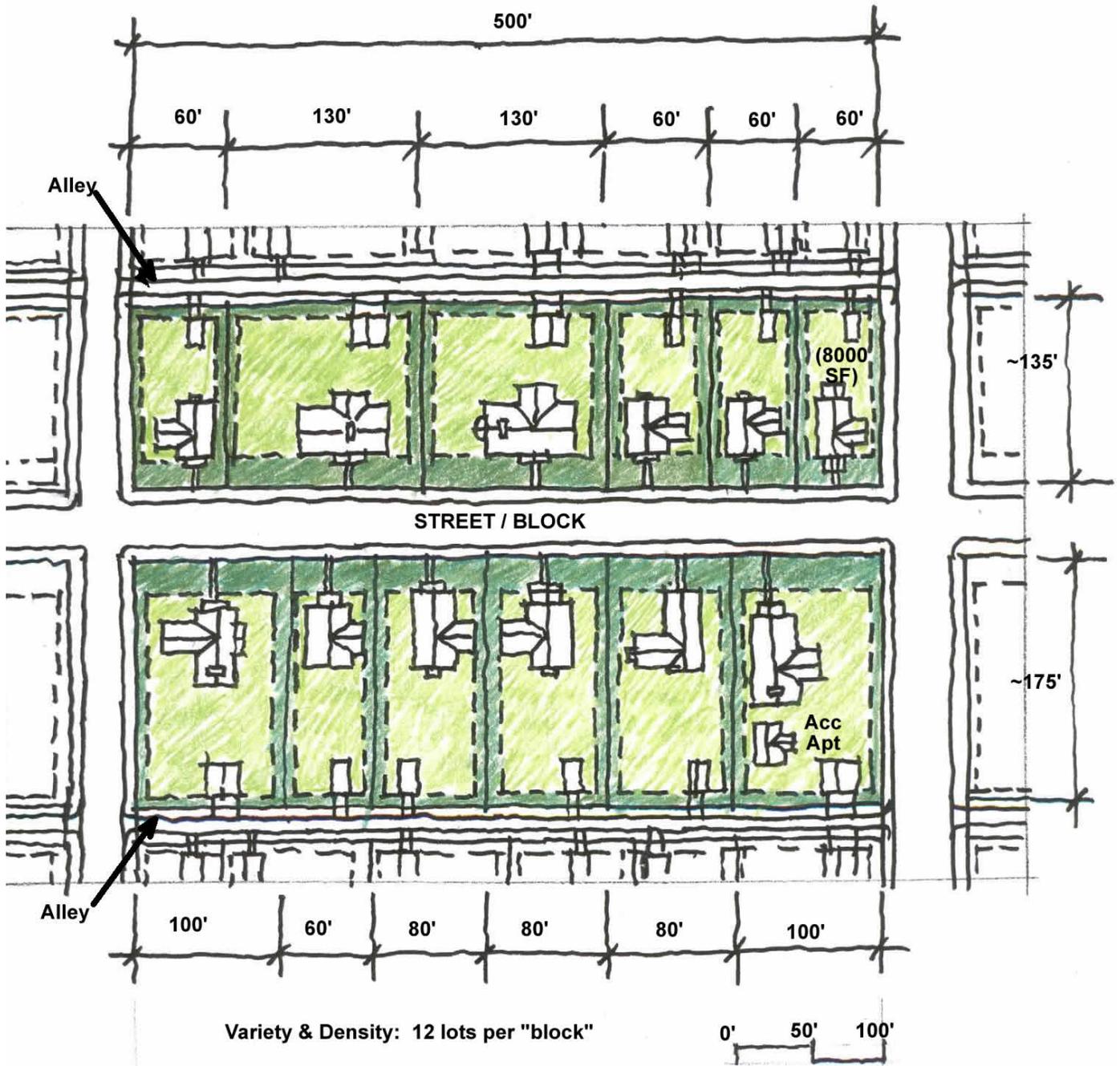
III. Lots

Lots in Ashland's prized older neighborhoods are exceptionally varied in their size and shape, and are generally smaller than suburban or rural lots outside of Ashland. This small size puts houses closer to the street, and closer to each other, making quality design paramount. Perhaps the most important feature of Ashland neighborhoods is that they include a variety of lot sizes, often mixed together within the same street or block.

These design guidelines present two sets of lots (examples on page 6) that are standard in their depth, making mid-block alleys possible, but highly variable in their width, making possible the housing variety desired by the Comprehensive Plan. These lot sizes are based on existing lot and block sizes in Ashland neighborhoods, and are designed to be combined into block arrangements within the street types included in this manual.

To achieve desired variety in housing and lot width, based on existing Ashland neighborhoods, a **minimum lot width** of 60' and a **minimum average lot width** of 80' per residential "block" (two sets of homes facing each other on a given street) is highly desired. An example of varying lot widths on a typical 500' block may be - 2 lots 60' wide, 2 lots - 80' wide, 2 lots - 90' wide and 1 lot 100' wide.





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IV. Garages



Garage facing a minor side street.



Garages along a common alley.



*Front-facing garages are not compatible with a walkable streetscape and should be **avoided**.*

Traditional town neighborhoods like the older neighborhoods of Ashland are often very different from contemporary suburban development in the way that they handle garages and other facilities for cars. Ashland's old neighborhoods may have originally been developed in a time with lower levels of car ownership, or even before the invention of the automobile. For this reason, driveways and garages were treated as add-on or utilitarian spaces. When a garage is present, it is almost always located at the rear or side of a house, and is not immediately or glaringly obvious.

In more recent years, with much higher rates of car ownership and where long-distance commuting is common, cars have a more central role in the lives of suburbanites. Automobile facilities have also become central to suburban development, with houses featuring long, wide driveways and multiple car garages attached to the front of the house with large garage doors facing the street. The look of many suburban places is dominated more by driveways and garages than by houses, sidewalks, or other facilities meant for people.

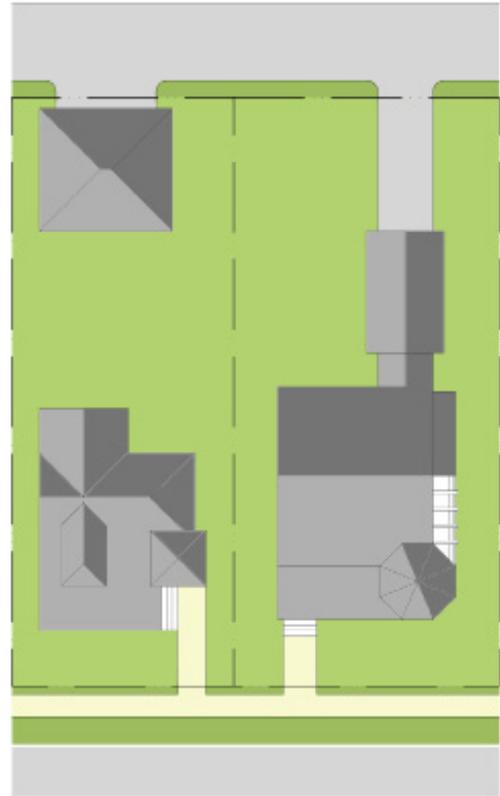
Future residential development in Ashland should be designed to emphasize houses and places for its residents, not places for cars. Cars are an important part of household life for many, but garages and driveways should be treated as utilitarian spaces, and de-emphasized visually whenever possible.

This Design Guidelines Manual suggests the following garage and driveway configurations for residential lots:



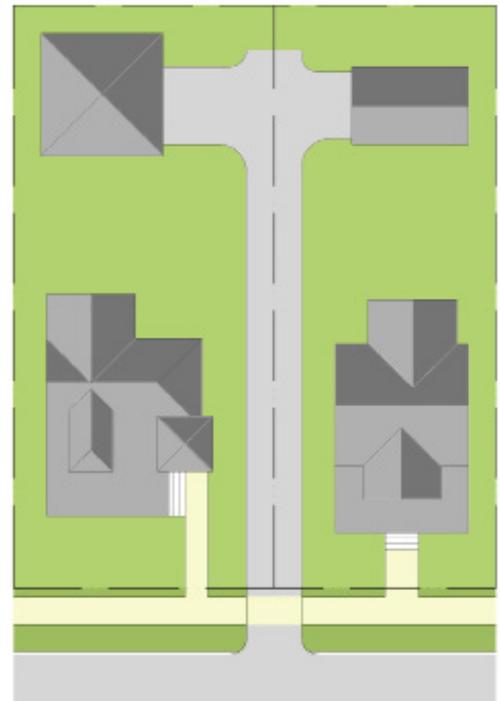
Alley

Blocks in newly developed areas of Ashland may be designed with mid-block alleys that allow very low speed automobile access to the rear of residential lots. Garages or other parking areas may be constructed in this often unused rear lot space.



Shared Drive

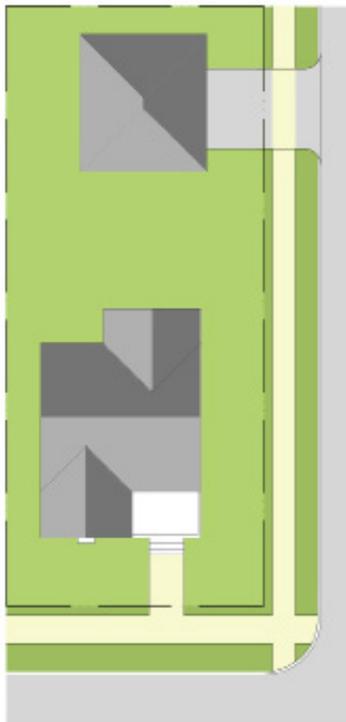
To minimize the disruption to residential streets and sidewalks caused by driveway crossings, two adjacent houses may share a single driveway. A narrow drive, built on the property line separating the two houses, may be used to access garages or parking areas in the rear of both homes, where they are less visible from the street.





Side Drive

Rear garages and parking areas may also be accessed by a side driveway serving only one house. This option is available where there is an adequate side yard setback to accommodate a narrow lane leading to the rear of the lot.



Side Street Garage

Where a residential lot occupies the corner where two public streets meet, this corner lot may have a garage or parking area that fronts the more minor of the two streets. In this configuration, the home's main façade fronts the major street, while its garage, whether attached or detached, fronts the minor street. Because the garage still fronts on a public street, all efforts should still be made to reduce its visual impact and interference with automobile and pedestrian traffic.



V. Architecture

New residential development within the Town of Ashland should follow the architectural principles of the town's beloved older neighborhoods. The success of these old neighborhoods is due in large part to their attractive and well-kept homes. These homes rely on quality materials, sensible design, and a wide variety of architectural styles. Many contemporary suburbs suffer from the sameness of repeating one or two house designs throughout, and from using cheap materials and imitation finishes. New construction should avoid these traps and strive to take inspiration from, or even replicate, the design of old Ashland.

Architectural Principles for Ashland

New homes within future Ashland developments, as well as those built in limited numbers in infill situations, should strive for architectural compatibility with the town as a whole by adhering to the following principles:

- *Homes should draw from the wide variety of existing architectural styles present in Ashland today, from traditional early American designs, to later bungalows and ranch houses.*
- *Ashland's new homes should be built of durable, quality materials seen in existing older homes, and should avoid imitation materials and finishes.*
- *Buildings should be designed with entrances and frontage on a grid system of streets that bind the homes together into a seamless neighborhood.*
- *Homes within the neighborhood should be set at, or close to, the street edge, to provide a somewhat uniform street wall, yet with variability in order to replicate historic development patterns.*
- *Buildings should embody the scale, visual order, rhythm, and proportion found in traditional architecture, and in older Ashland neighborhoods.*
- *Traditional urban architectural and hardscape elements, such as benches, custom streetlights, and creative signage, should be compatible and coordinated with architectural stylings in the neighborhood.*
- *While using traditional architectural themes, homes should incorporate state-of-the-art green building technologies and promote sustainability and conservation.*



Basic Elements

This manual provides specific goals for the architectural style, lot size, garage placement, street section, and other parameters for new residential and non-residential development within the Town of Ashland. However, more basic elements of the scale, order, rhythm, and proportion of new buildings are also extremely important. The Town's goal for its future development is to encourage design variety while continuing the pattern of existing Ashland neighborhoods. The issues of scale, order, rhythm, and proportion covered here can inform the design of buildings that fit in Ashland, and illustrate the differences between traditional Ashland design and conventional suburban development

Scale

Scale is the ratio of the size of one object to the size of another. Scale relationships in architecture include: (1) the size of the parts of a building related to the whole building, (2) the buildings size in relation to its setting., and (3) the size of the parts of a building compared to a person.

Because Ashland's older and best-loved neighborhoods are walkable and pedestrian scaled, new Ashland neighborhoods should be the same. Designers of new Ashland buildings should consider that their work is meant to be seen and experienced by people on foot, not people driving quickly by in a car. This difference in perspective is largely responsible for the differences between typical suburban developments and traditional neighborhoods.

The scale of elements such as doors, windows, and columns, should be chosen with the pedestrian in mind. Consistency of these elements among residences throughout the development should also be maintained. Large, unbroken, or towering facades should be avoided. Ideally, a multi-story façade will be softened by a single story porch or entry.



Visual Order

Visual order comes from consistency among architectural components, including porches, stairs, columns, windows, and doors. The symmetry of traditional Virginia architectural styles is an example of this order, with the entrance to a building usually found in the center of a symmetrical façade. A great many traditional Virginia buildings look and feel like a consistent group because this element of order is repeated. A strong system of visual order within each building and between buildings should be established in new Ashland developments as a way to tie the development together. By creating and maintaining visual order, designers can ensure that the range of dwelling types, sizes, and styles within Ashland look and feel like a cohesive community and not just a collection of unassociated parts.



Rhythm

Rhythm is the consistent repetition of building forms or architectural components at regular intervals. A building with good architectural rhythm has openings spaced regularly across the façade. The opening may be a door or a window, but fits into the rhythm of the façade regardless. Once established, the rhythm, with the same measurements, should be repeated on all floors, and in other elements, such as porch columns. Once a rhythmic pattern has been established, any interruption in that pattern, such as a missing window on an upper floor above one that exists on a lower floor, becomes an unwelcome focal point. Such an interruption of rhythm often happens when a designer sacrifices the look of the façade for reasons dealing with the interior layout of the building. Designers working in Ashland should strive for the type of quality design that justifies interior layout with exterior architectural rhythm.

Proportion

Architectural proportion means maintaining specific scale ratios between associated architectural components. For example, when the façade of a building that is twice as tall as it is wide has windows that are also twice as tall as wide, excellent proportion results.

Another instance of proportion deals with the relationship of openings (doors and windows) to solid walls in the façade. Once this proportion is established, it should be maintained on all floors, and in all parts of the façade, and should relate to other homes within the neighborhood. Designers should also be aware that the traditional town architecture sought in Ashland typically has a greater proportion of openings to walls (more doors and windows) than more recent buildings. The section of this manual on windows sets more specific goals for proportion.



Architectural Styles

The Town of Ashland has a rich and varied architectural history, connected to the rural, colonial, and early industrial architectural heritage of Virginia and the piedmont. Over time, elements imported from Europe by colonial-era and later settlers, have been mixed with local vernacular building forms, like the simple farm house and log cabin, to create a unique piedmont architecture that characterizes much of Virginia. Even later, these traditional building forms have been modified in response to smaller in-town building sites and modern construction materials.



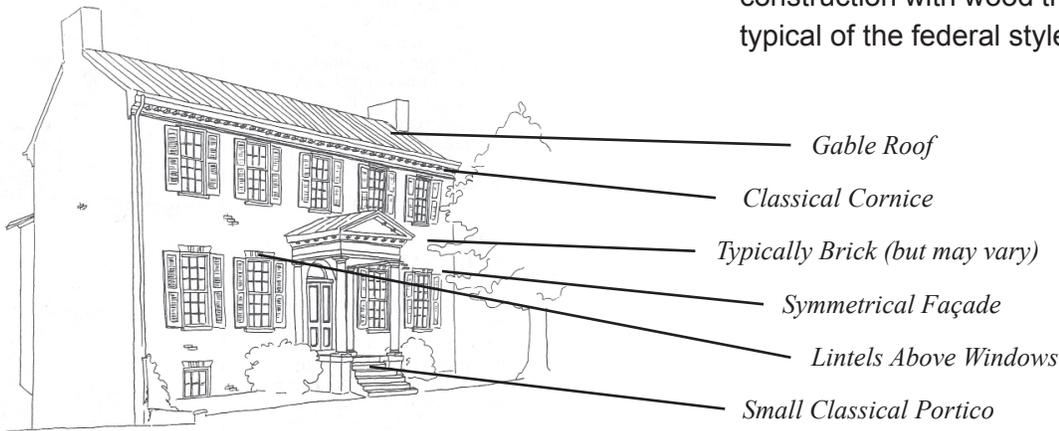
While the modification over time of Virginia architecture has led to innovation and greater efficiency, not all modifications have been for the better. Standard home plans simply dressed with the exterior finishes of traditional architecture are a detriment to the overall architectural quality of Ashland. Traditional architectural design involves not only finishes, but the plan and layout of the entire structure and its placement within the building site. A rich variety of styles are evident in Ashland, and the town intends that new residential construction should also exhibit a wide variety of architectural style.





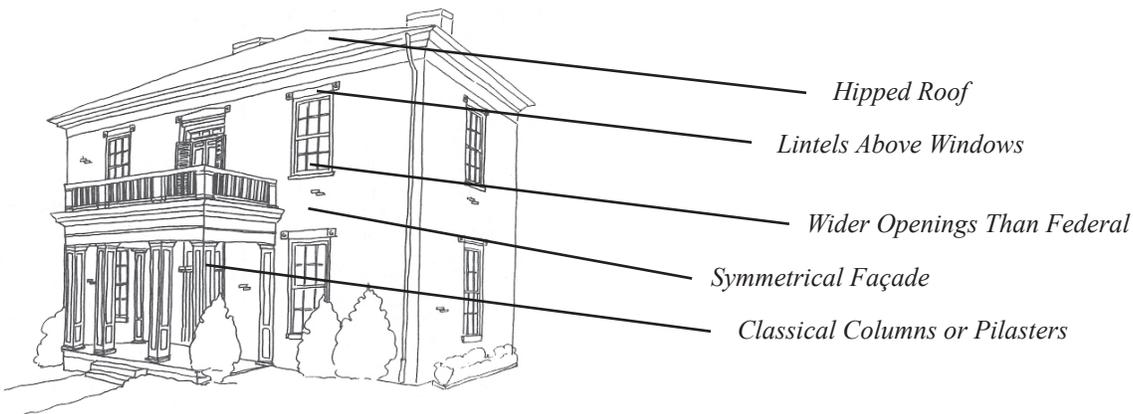
Federal

Federal architecture came about in the early 1800s, and drew inspiration from classical Roman architectural styles. Federal style houses are typically tall and spare, without elaborate ornamentation, but instead feature columns, friezes, or pediments, either as genuine structural elements of the building, or for decoration. Brick construction with wood trim painted white is very typical of the federal style.



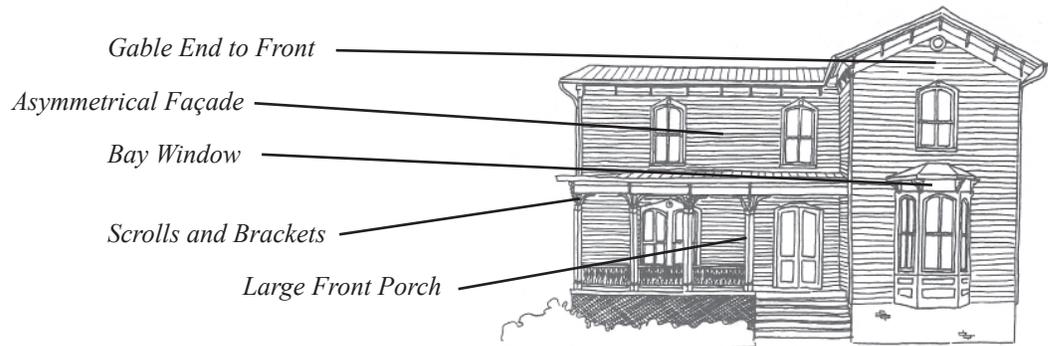
Greek Revival

The Greek Revival followed the Federal style's use of Roman architectural elements by reaching farther back into history to draw on Greek elements. This revival started in the early to mid 1800s. The Greek Revival differs in its use of pilasters (square columns or column-like elements set flat against the façade), and generally more square proportions.



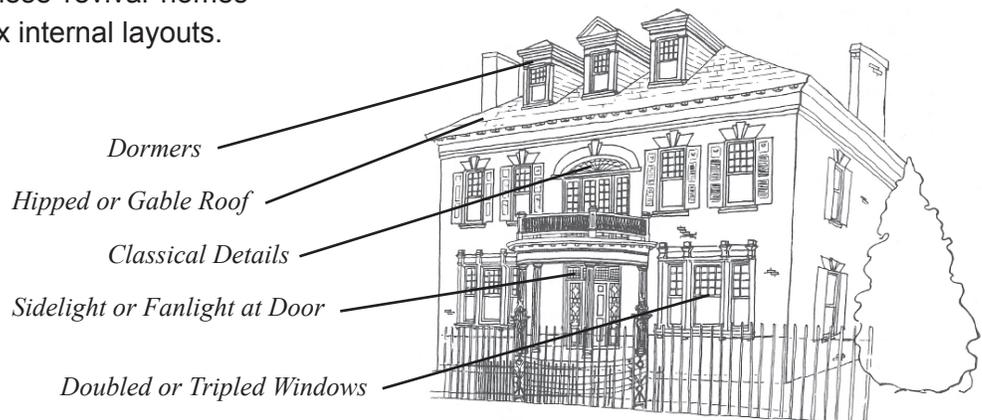
Queen Anne

The Queen Anne house was developed in the late 1800s, falling out of favor again in the early 1900s, although some examples have been built later. The main feature making this style different from earlier styles is its asymmetric façade. This asymmetric façade is created by a front-facing gable. The typical Queen Anne home is two stories tall, and has a large front porch.



Colonial Revival

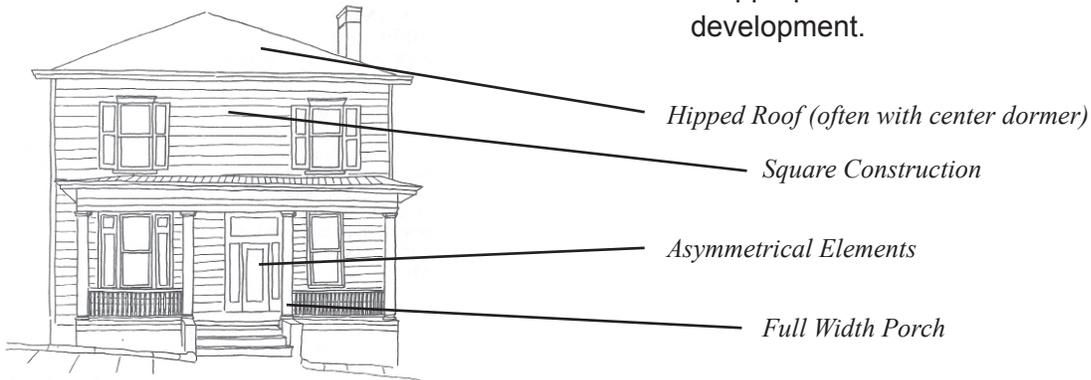
The Colonial Revival took place mainly in the first half of the 20th century, when architects and home owners brought back elements of early American design and applied them to modern building layouts. Colonial revival homes are typically two stories high, with symmetrical facades, simple pitched roofs oriented parallel to the facade, columns, and end chimneys. Unlike original colonial buildings, these revival homes are larger, with more complex internal layouts.





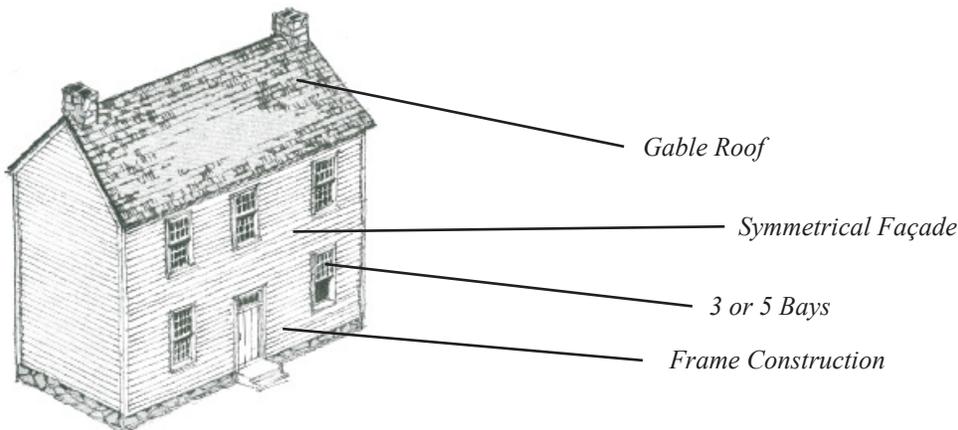
Foursquare

The foursquare is a house type developed in the late 1800 to early 1900s. The plan is typically square or nearly square, and is two rooms wide and two rooms deep. While not strictly an architectural style, the foursquare is rather a house form that may be dressed in a variety of styles. Nonetheless, the foursquare has a prominent place in the architectural style of Ashland, and so is appropriate for inclusion in any new residential development.



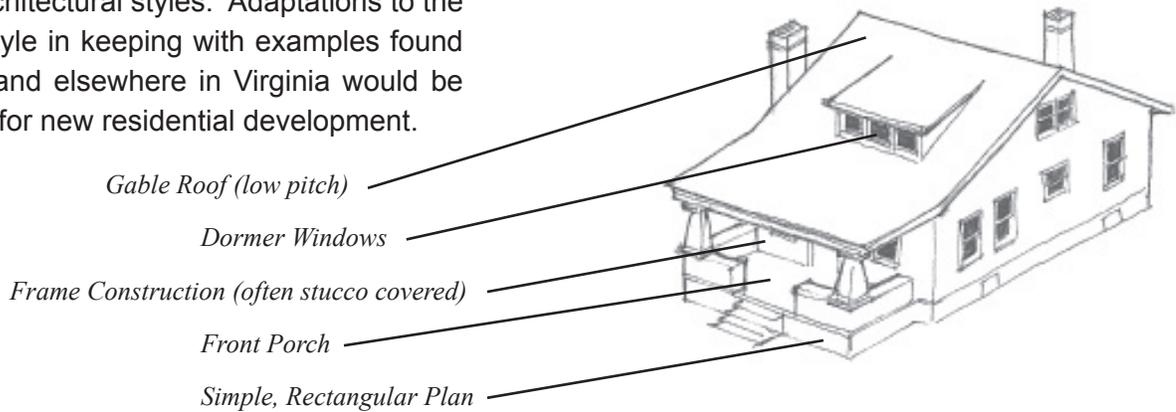
I-house

The I-house is a popular American vernacular house style, especially in the Mid-Atlantic and south. An I-house is two or more rooms wide, one room deep, and two stories high, with a symmetrical façade. The facade may have 3 or 5 bays (openings). Like the foursquare, the I-house is not style-specific, and may be dressed in various styles.



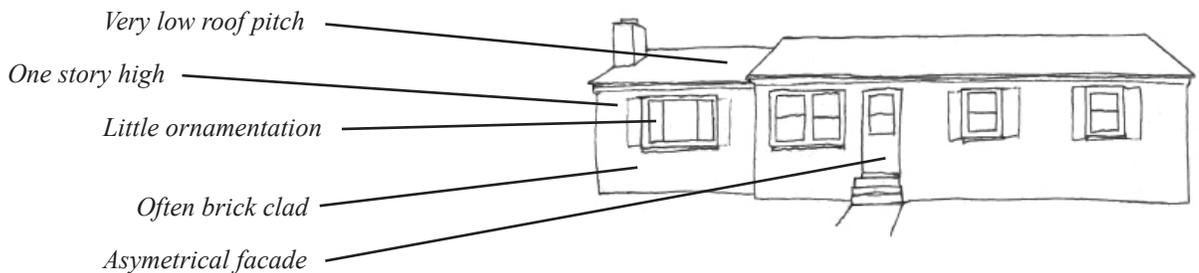
Bungalow

Bungalows are a type of small home built mainly between the beginning of the 20th century and the World War II. Many bungalows are one story tall, while some are one-and-a-half stories (the second floor is above the eave of the roof, with dormer windows). This style of house is often an in-town home, designed for small lots and affordability of construction. The bungalow is found in all areas of the US, with minor stylistic changes to suit local architectural styles. Adaptations to the bungalow style in keeping with examples found in Ashland and elsewhere in Virginia would be appropriate for new residential development.



Ranch

Following World War II, ranch style houses became the dominant house type in much of the country for the 1950s and 60s. The ranch is an asymmetrical single story house with a low pitched roof. With only one level, the ranch house has a large footprint, and so was most often built in suburbs where land is plentiful. The ranch house is often clad in brick. Several examples of 50s and 60s ranch houses are found in Ashland's older neighborhoods, where they may have replaced an older house, or were built on an infill lot.



Architectural Materials

The materials used in new Ashland homes should be in agreement with local architectural traditions, and compatible with the home's architectural style. The emphasis for all new Ashland homes should be on using durable, quality materials as seen in older homes, while avoiding inexpensive or imitation finishes that have become common in contemporary suburban construction. Exterior materials will include, but shouldn't be limited to, those contained in this section:



Plank Siding

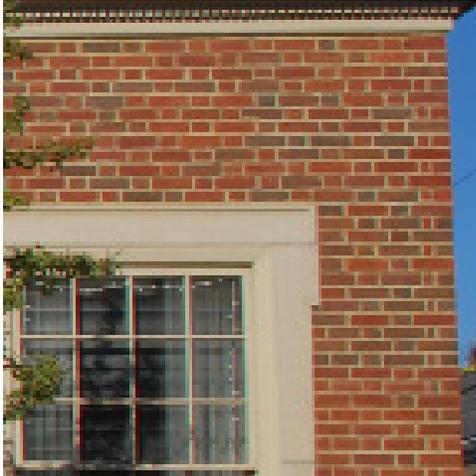
The most common siding material seen in existing homes around Virginia is wooden plank siding. Planks are relatively inexpensive, easy to use, and can be painted in any color. Today, wooden planks are often replaced with materials such as aluminum, vinyl, and composite products. These materials replicate wood planking, but with varying levels of attractiveness. Of these alternatives, fiber-cement siding (such as HardiePlank) is an attractive and durable modern equivalent, and should be used in Ashland, while vinyl and aluminum sidings are poor substitutes, and should be avoided.



Stucco

Stucco is a cement-like compound that can be applied to the exterior of a building. Once dry, stucco is extremely durable, and so can require very little maintenance. Stucco gives the exterior of a building a rough, grainy texture, but is otherwise uniform, not showing lines or joints in the way that wood siding or brick does. Use of stucco is not tied to any particular architectural style, but is rather used in many styles.





Brick

There is a long tradition of brick construction in Virginia, where the clay soil is ideal for brick making. Although brick making and brick construction can be more time consuming and more expensive than other construction methods, brick is extremely durable and requires little maintenance. Today, brick is often used as a facing material on residential buildings, especially those in colonial or federal styles.

Stone

While buildings made entirely of stone are rare in Ashland, and in Virginia, examples do exist. More commonly, stone is used for part of a building, such as a foundation or accent. This has been especially true in piedmont regions where farming or the development of a building may have turned up stones that could be used in building. While stone can be expensive and difficult to work with, it is commonly seen today as a facing material or accent.



Material Consistency

Exterior material choices for individual homes in Ashland should be consistent for all sides of the home. The intent of this standard is to avoid a too-common feature of recent suburban development in which a building has a veneer of stone or brick on the front façade, but the remaining three sides are covered with lesser materials. As this is not consistent with Ashland's traditional neighborhoods.



Siding materials should be consistent on all sides of the building.



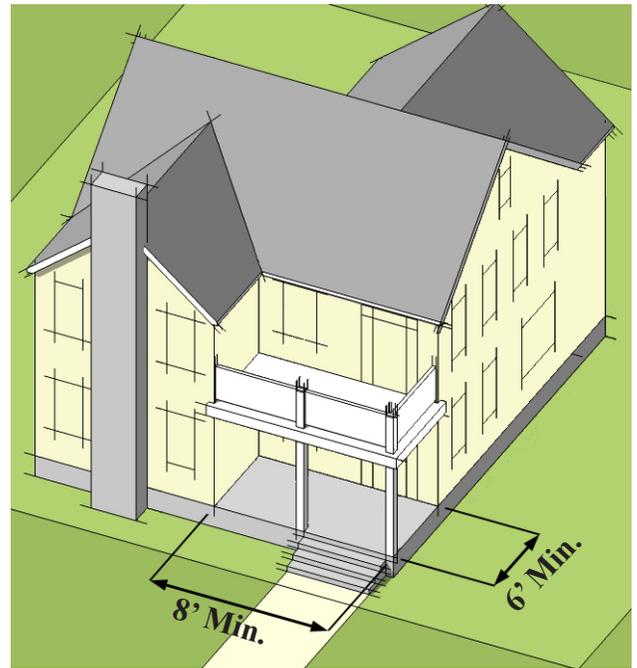
Other Elements

Despite varying architectural styles, the homes within any new Ashland neighborhood should have common architectural and structural elements that relate to one another, as well as to the individual architectural style of the home, in order to make a cohesive and attractive neighborhood. These architectural elements are found in typical Ashland homes. While they may or may not be included in new construction, if included they should follow these guidelines:

Porches

The majority of traditional Virginia house styles include a porch in some form in their construction. Functionally, the porch gives protection from the elements, and (in the case of large porches) offers a shaded outdoor space that can be used as an extension of the living space. Aesthetically, the porch serves to announce and embellish the main entrance to the home, adding emphasis to this most important element of the façade.

When a porch is included, it should be designed in proportion to the home, with architectural elements consistent with the overall home design. The porch should be designed as a function and occupiable space, not simple as a imitation architectural feature. To this end, any porch should include a minimum of 6x8 feet of covered space. The porch should be constructed of materials consistent with the overall construction of the home.





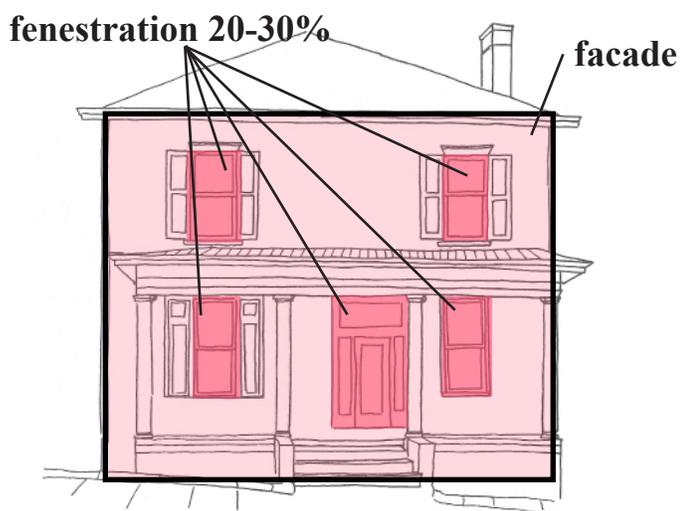
Doors

The doors of new homes built in Ashland should be an obvious feature when viewed from the street. The door may be given visual importance by a porch, path, landscaping, or other element, and no front-facing garage doors or façade elements should be allowed to compete visually with the entry. No element of the home's façade should project closer to the street than the door by more than 8 feet. In addition, each new house should have one, and only one, door or entrance that faces the public street.



Windows

The location and size of windows should be designed with attention to the principles of proportion and rhythm outlined in this manual. The design of the window itself should also relate to local precedents. Overwhelmingly, windows in Ashland neighborhoods are sash windows, often with divided panes (lights), whether actual or simulated. Ranch or bungalow style homes may have no divided lights, with windows that are simply a plain upper and lower sash. All windows should include exterior trim and sills. Casement windows or fixed panes of glass are not typical of Ashland and should be avoided.



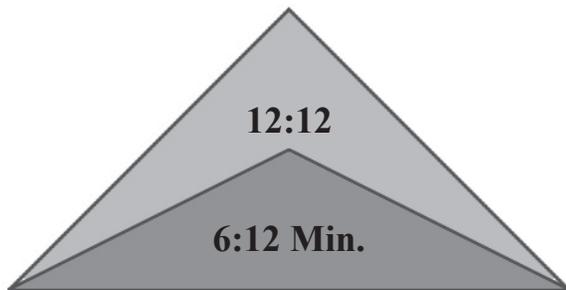
The ratio of windows (and doors) to the total size of a building's front façade should also be considered. This ratio of openings (fenestration) to façade for existing Ashland residential architecture, as well as for other traditional Virginia homes, tends to fall within a relatively fixed normal range. New homes should avoid large areas of blank wall facing the street, but should also avoid extremely modern styles with large expanses of glass. In general, new residences in Ashland should have window and door openings on the front façade that make up between 20% and 30% of the total façade area.





Dormers

Dormers are small projections above the roof line that contain one or more windows. When designed and executed properly, dormers can be a part of many of the architectural styles seen in Ashland and outlined in this manual. Dormers should be used to minimize the height of houses or other buildings over 2 stories, to keep them from towering over the street and sidewalk. In most cases, dormers should be constructed of the same siding and roofing materials as the remainder of the home.



Roofs

The roofs of new homes should follow the example of Ashland's older neighborhoods, which vary significantly in their design and materials, but use structural forms and materials that match the home's architectural style, as well as with the overall character of the neighborhood. Most roofs should be gable or hip designs, as suggested in this manual's section on architectural styles. For most styles, roof pitch should not be less than 6:12 or more than 12:12. For bungalow or ranch designs, roof pitches may be lower, but should generally fit with the architectural style of the house, and be approved locally.



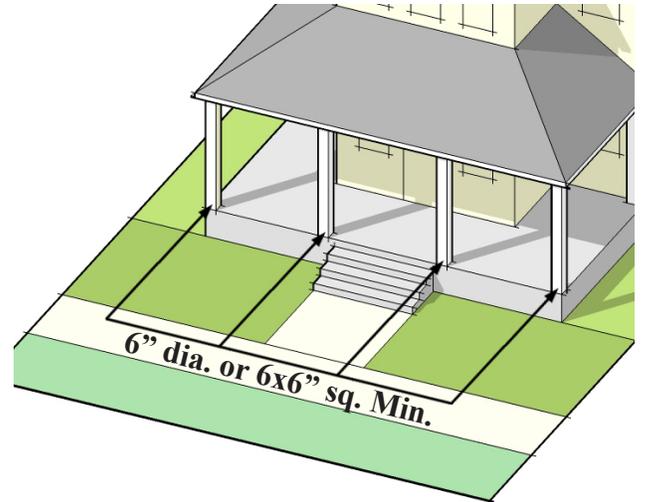
Roofing materials may be standing seam metal, asphalt shingle, wood shake shingle, or slate. Modern synthetic products that faithfully approximate these materials may also be used.



Columns

Columns are associated with many of the traditional styles seen in Ashland and outlined in this manual, usually supporting the roof of a porch. The design of columns should be coordinated with the overall style of the structure. In most cases, simple round or square columns with similar bases (capitals) should be used. In the Queen Anne style, scroll-work capitals might be used, and more elaborate or fluted columns may be used with Federal or Greek Revival styles.

It is also important that the scale of columns is appropriate to the structure. Too often, columns or simple posts are used that are too small for the building, giving the impression that porches or ornamentation are a design afterthought. Proper column for new Ashland homes should be at least 6-inches in diameter for round columns, or 6-inches on each side for square columns.



Desirable Architectural Features

Roof pitch between 6:12 and 12:12

Windows and doors make up 20-30% of facade

Details form a consistent style

Sash windows with trim

Quality and consistent materials

Columns at least 6" in diameter

Porch at least 8' x 6'





VI. Green Building

Successful new developments in Ashland should be built with the environment in mind. Green building techniques range from how land is chosen and developments are laid out, to what building materials are used and how household waste is handled. These techniques can help the town to do its part to preserve the aesthetic and environmental qualities that are important to the residents of Ashland.

Earthcraft for Residential Development

All new single family residences in Ashland should meet industry standard Earthcraft certification. The Earthcraft certification program gives residential buildings points for various green building efforts in a variety of categories – some common and some requiring significant innovation. By earning the required number of points, a home can be certified as an Earthcraft home. The program was originally conceived by home builders to appeal to buyers who value conservation. These are also values that are important to the Town of Ashland.

Site Planning

As prescribed in this manual, homes on smaller lots, and for neighborhoods with street connectivity, pedestrian or bike facilities, and close proximity to mixed use areas are encouraged. It is also desirable to preserve existing environmental features and planting of native plant species.

Construction Waste Management

Certification recognizes buildings that minimize waste of materials during construction, and that reuse, recycle, or otherwise keep construction waste out of landfills.



Resource Efficiency

Earthcraft homes should strive to use materials that are recycled, locally sources, or contain natural or renewable components, and should use designs or framing techniques that require fewer materials overall.

Durability and Moisture Management

Building designs and techniques that use appropriate shielding, flashing, vapor barrier, and other waterproofing to prevent water damage or mold are encouraged.

Indoor Air Quality

Systems should be in place to protect residents of the home from carbon monoxide and other air pollutants by properly sealing fireplaces, garages, furnaces, and other potential pollution sources.

High Performance Building Envelope

Ashland seeks homes that are exceptionally well-insulated, including wall, foundation, roof, windows, and doors. Homes should be tested to identify and prevent outside air penetration.



Energy Efficient Systems

All appliances and other home equipment should be selected for energy efficiency. Energy Star kitchen, lighting, and air-handling equipment is recommended, as are ground-source heat pumps.

Water Efficiency

Earthcraft homes conserve water by using low-flow and low capacity fixtures. Outdoor water conservation measures like drought-tolerant landscaping and rainwater collection should also be used.

Innovation

Credit is given to homes that employ innovative systems including solar, wind, or other alternative power sources.





LEED for Commercial Development

New commercial, as well as civic, institutional, and other non-residential projects in Ashland should strive for a separate certification of green building quality; LEED certification.

LEED (Leadership in Energy and Environmental Design) is a ratings system that is designed to quantify environmental features included in the design, construction, and operation of buildings. While LEED certification for residential buildings has recently become available, the program is primarily focused on non-residential commercial, civic, and institutional buildings.

To earn LEED certification, a project must satisfy all LEED prerequisites and earn at least 40 points on a 110-point LEED rating scale that emphasizes green design and building techniques related to the building site, water efficiency, energy consumption, materials and resources, and indoor environmental quality.

Sustainable sites Minimize the buildings impact on ecosystems and water resources, including locating buildings on infill or brownfield sites, preserving open space, connecting to alternative transportation systems, and increasing density.

Water efficiency Smarter use of water, inside and outside the building through the reduction of potable water use, planting of water efficient landscaping, and innovative treatment of wastewater.

Energy & atmosphere Building energy performance through innovative strategies that reduce the building's energy needs, generate on-site energy, or utilize alternative or renewable energy resources off site.

Materials & resources Sustainable building materials and reducing construction waste.

Indoor environmental quality Indoor air quality through the use of low emitting building materials, and encourage access to daylight and views for building occupants.



Stormwater and Best Management Practices

Any new development in Ashland will require that large areas of undeveloped land be covered with buildings, roads, parking lots and other impervious surfaces. In changing from natural ground to impervious surfaces, this construction will affect stormwater, or what happens to rain that falls on the site. New Ashland developments should include stormwater systems that reduce environmental impact and promote clean water.

While rain falling on an undeveloped lot can slowly soak into the ground, impervious surfaces stop that infiltration. Unless otherwise planned for, stormwater runs off of developed sites and into natural swales or creeks at higher velocities (causing downstream erosion or flooding), and carrying pollutants such as fertilizers used on landscaping and oil dripped from parked cars.

Older developments may do nothing to address stormwater, or address only the volume of water running off of a site. In this case, water is directed into a basin and released downstream gradually rather than all at once. This solves the problems of downstream flooding and erosion, but doesn't treat the pollution found in runoff. Also, conventional stormwater basins can be unattractive and surrounded by fences for liability reasons.

Modern green building techniques have resulted in stormwater systems that are more efficient and more attractive. Reducing impervious surfaces, using vegetation to remove pollutants, and other stormwater improvement techniques are often called Low Impact Development (LID). These techniques have increasingly been incorporated into legal requirements, including the Virginia Department of Conservation and Recreation's (DCR) new regulations that require more stringent stormwater planning, including some of the following techniques:



Conventional stormwater basins can be unattractive, and only address stormwater volume, not pollution.



Low Impact Development (LID) treats stormwater quantity as well as quality, often with natural vegetation and other techniques.





Infiltration measures come in a variety of forms and designs, but all work to capture runoff where it can slowly soak into the ground rather than be released downstream as in typical stormwater basins. Infiltration measures reduce downstream flooding and erosion, and use the ground as a natural filter for sediment and pollution.

Bio-retention or rain gardens are natural-looking or landscaped vegetated areas that form shallow depressions or swales in the landscape. They collect runoff and allow infiltration, but also work to clean stormwater as it is absorbed by specially selected plants and vegetation.



Manufactured urban BMPs also come in a variety of designs, but all work to clean polluted road or parking lot runoff, and are made to be installed in built-up areas where there is no room for above ground measures like rain gardens. Manufactured BMPs usually consist of underground chambers filled with sand filters or other separating equipment, or stormwater inlets planted with trees to filter runoff.



Porous pavements can be used to directly counter the urban runoff problems associated with impervious parking lot, roadway, and sidewalk surfaces. By using alternative materials that allow some rainwater to soak through the asphalt or concrete surface and into the ground, runoff volume and velocity can be reduced. Porous surfaces are appropriate for parking or lightly-used travel ways, and allow up to 80% of rainwater to soak through to the ground beneath.

Rainwater harvesting can capture the relatively clean runoff from building roofs and store it for later use. Harvesting can reduce the volume of water put into the stormwater system, as well as reduce water consumption when the harvested water is used for irrigation, maintenance tasks, or even treated and used inside the building.



VII. Streets

Several undeveloped properties within Ashland are of sufficient size that future development will require the building of additional streets to serve new houses or businesses. These streets should be designed to mirror the street designs seen in older Ashland neighborhoods. In general, these existing streets can be described as “complete streets”; that is, streets that are designed to accommodate pedestrians and bicycles as well as automobiles. Unfortunately, many contemporary suburban streets do not meet this standard. They are built to move a large volume of cars at high speeds, and have few, if any, pedestrian facilities.

As new developments are designed and constructed, streets similar to those presented in this manual should be used. Design variations may be necessary to accommodate projected levels of traffic, as well as topographic and environmental conditions. Street designs must also meet all applicable state, regional, and local engineering standards.



Ashland homes should address the street, not a driveway.



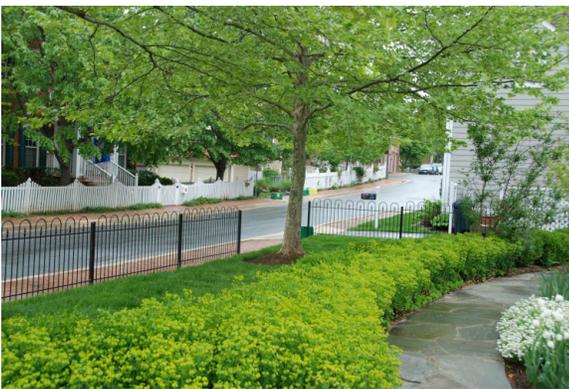
Streets should work as well for pedestrians and cyclists as for cars.



Street trees are an important part of Ashland's streets, but require maintenance. Low branches should be kept trimmed to a minimum of 13.5 feet above sidewalks and streets to avoid interfering with cars and pedestrians, while high branches must be kept clear of overhead utilities.



Minor Residential Street



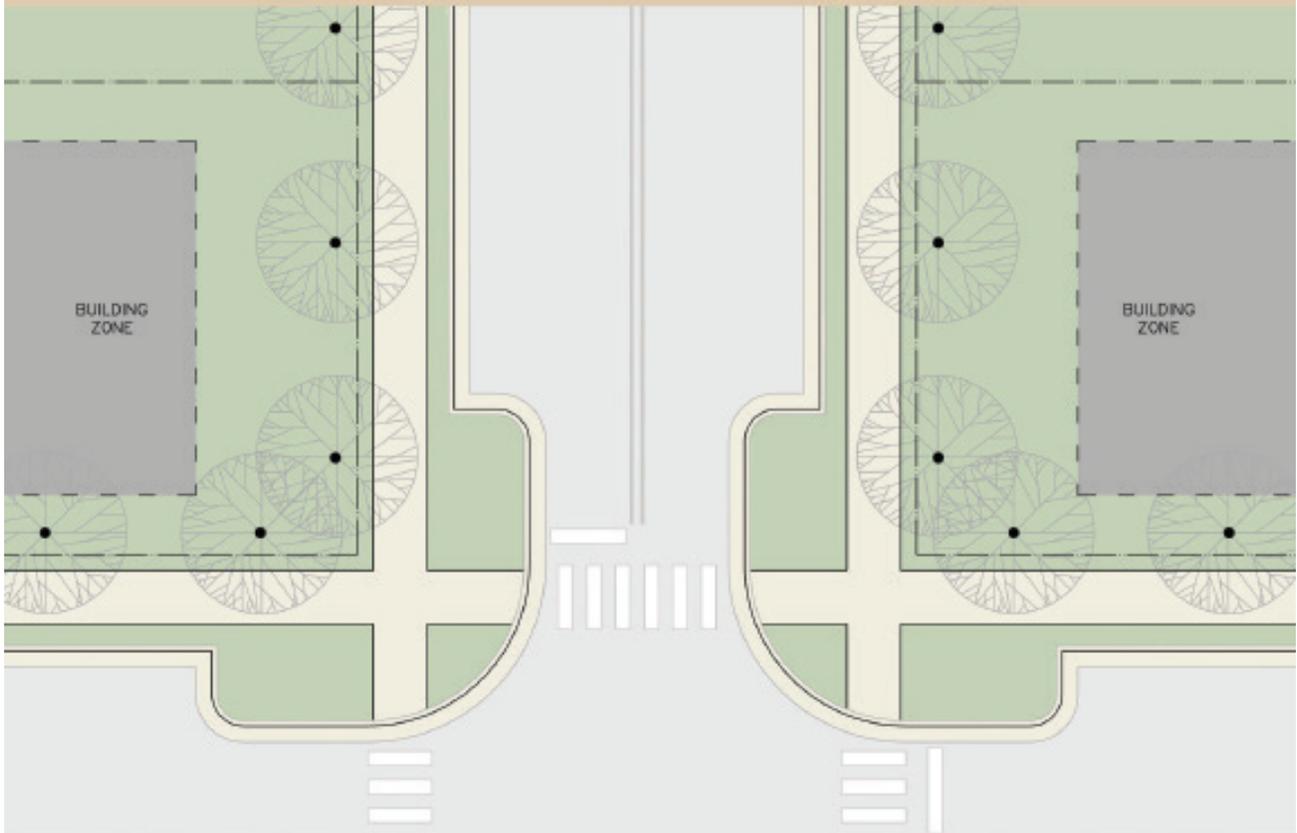
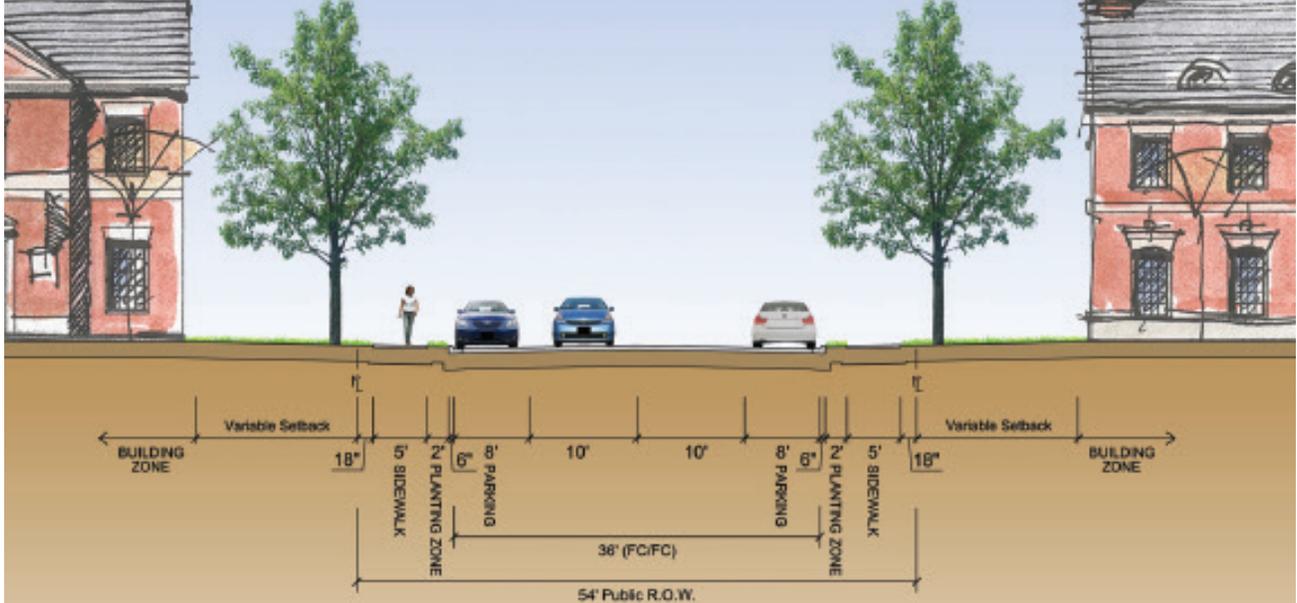
When new streets do not serve as important through streets, or where traffic is expected to be light, a smaller street section may be used. The minor residential street may use two 10 foot lanes rather than the major street's 11 foot lanes, but is the same in all other respects. These narrower lanes save on infrastructure space and expense, and encourage slower traffic in quieter areas of a residential development. Like the major residential street, this design provides parallel parking and 5 foot sidewalks on both sides.

The character of Ashland's older neighborhoods is very much shaped by their trees and other landscaping. Street trees and other landscaping should be included in all new streets. The major and minor residential street designs include a 2 foot grass strip between the sidewalk and the back of the curb. This strip may require a waiver of typical street design standards. Space outside of the public right-of-way for street trees is also included in accordance with Ashland's zoning and landscape ordinances. The inclusion of green space is important to the visual quality of streets, and street trees are useful both visually and to provide shade to pedestrians.

| | |
|----------------------|---|
| Right of Way: | <i>52' ROW width; 45' with one-side parking</i> |
| Pavement: | <i>2 travel lanes – 10' wide</i> |
| Parking: | <i>Parallel spaces - 8' wide (unmarked) on one or two sides</i> |
| Sidewalks: | <i>Required 5' width</i> |
| Speed: | <i>25 mph maximum</i> |
| Landscape: | <i>2' grass strip; trees outside ROW</i> |
| Hardscape: | <i>Delineated crosswalks; street lights</i> |



Minor Residential Street



Major Residential Street

In residential areas, streets should provide adequate vehicle access, as well as serve parking and pedestrian roles. While suburban residential streets serve cars exclusively, streets in Ashland’s older neighborhoods are multi-functional. Because houses occupy smaller lots and sit close to the street, parking is often accommodated on the street rather than in a driveway or garage. Streets in these traditional neighborhoods also serve a pedestrian function, with residents walking for enjoyment or to travel to nearby stores, schools, or parks. Pedestrians will use these residential streets whether sidewalks are available or not, and so sidewalks should be provided to allow safe travel for all users of the street.

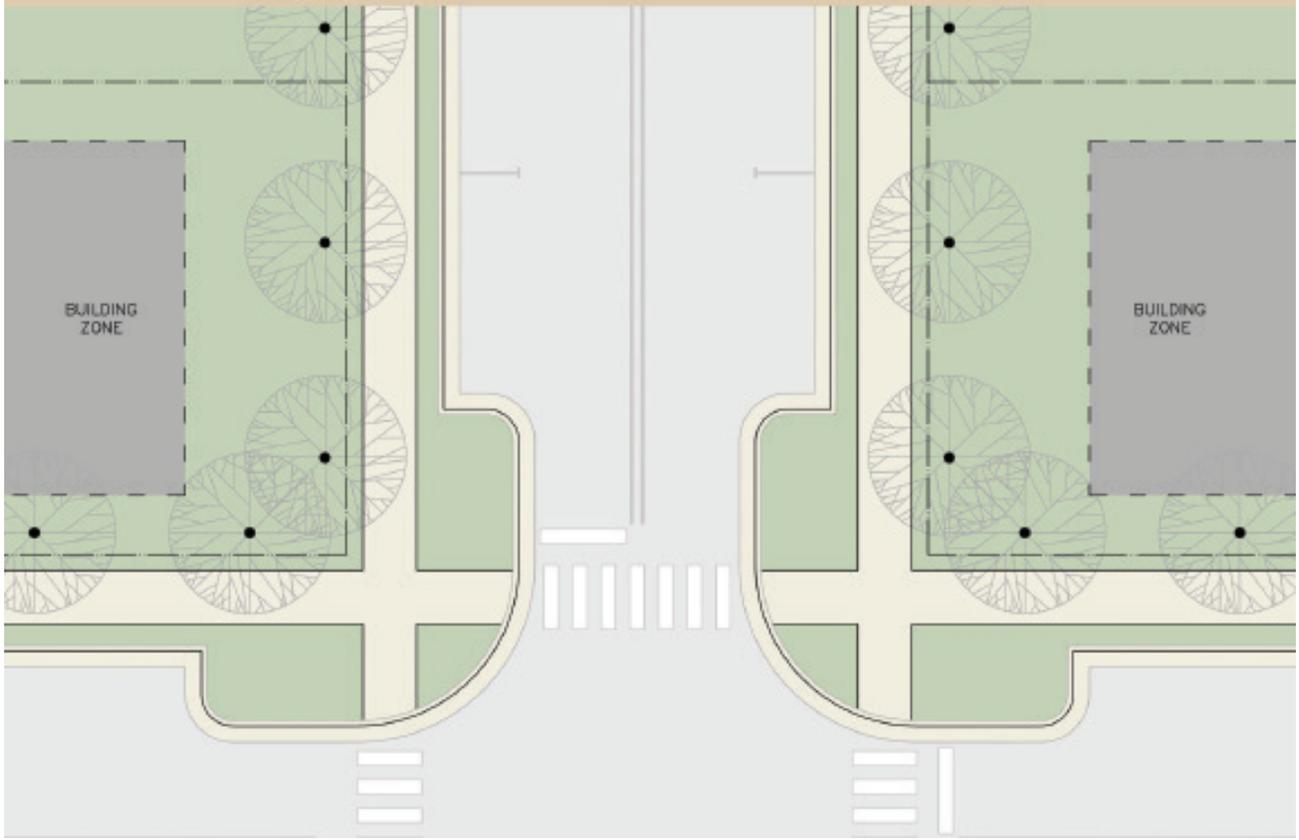
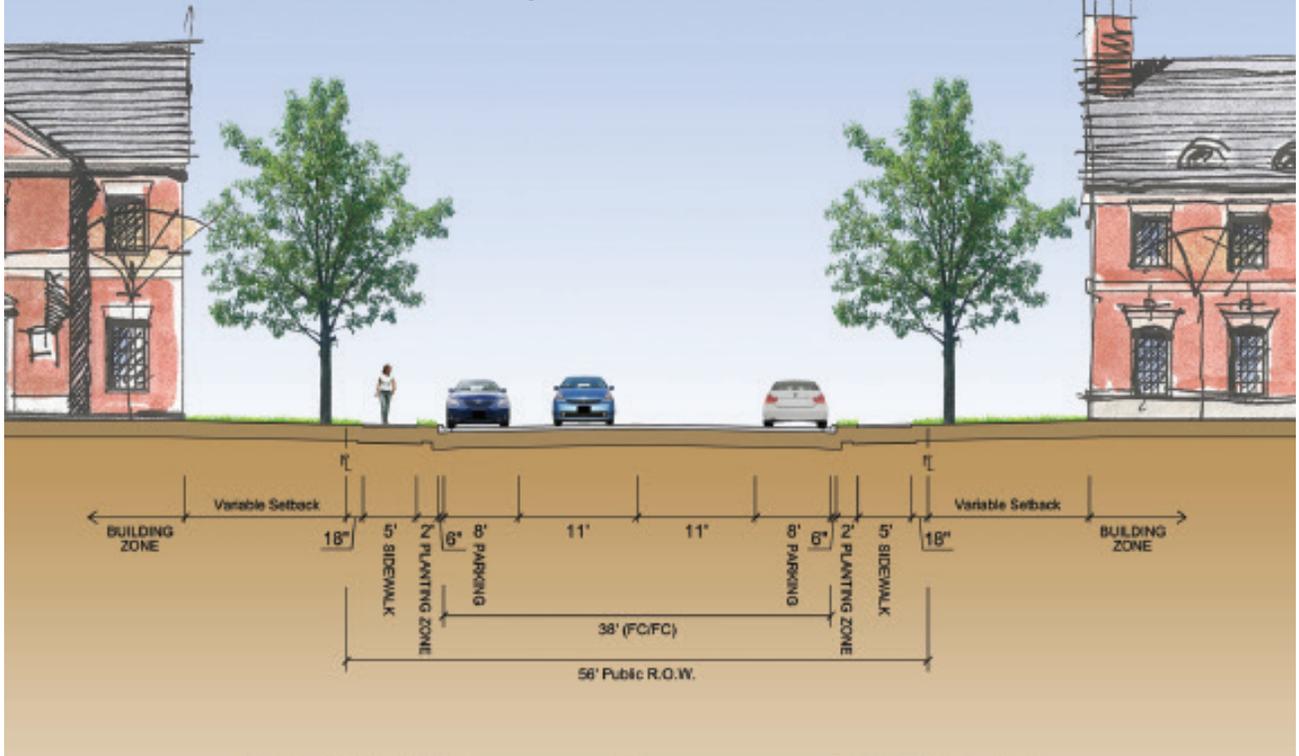
The major residential street design should be used for important through routes within new residential areas, and where anticipated traffic is high. The design includes two-way traffic in 11 foot lanes, and 5 foot sidewalks on both sides. Parking is also included in 7 foot wide parallel spaces on both sides of the street



| | |
|----------------------|--|
| Right of Way: | <i>54' ROW width; 47' with one-side parking</i> |
| Pavement: | <i>2 travel lanes – 11' wide</i> |
| Parking: | <i>Parallel spaces - 8' wide on one or two sides</i> |
| Sidewalks: | <i>Required 5' width</i> |
| Speed: | <i>25 mph maximum</i> |
| Landscape: | <i>2' grass strip; trees outside ROW</i> |
| Hardscape: | <i>Delineated crosswalks; street lights</i> |



Major Residential Street



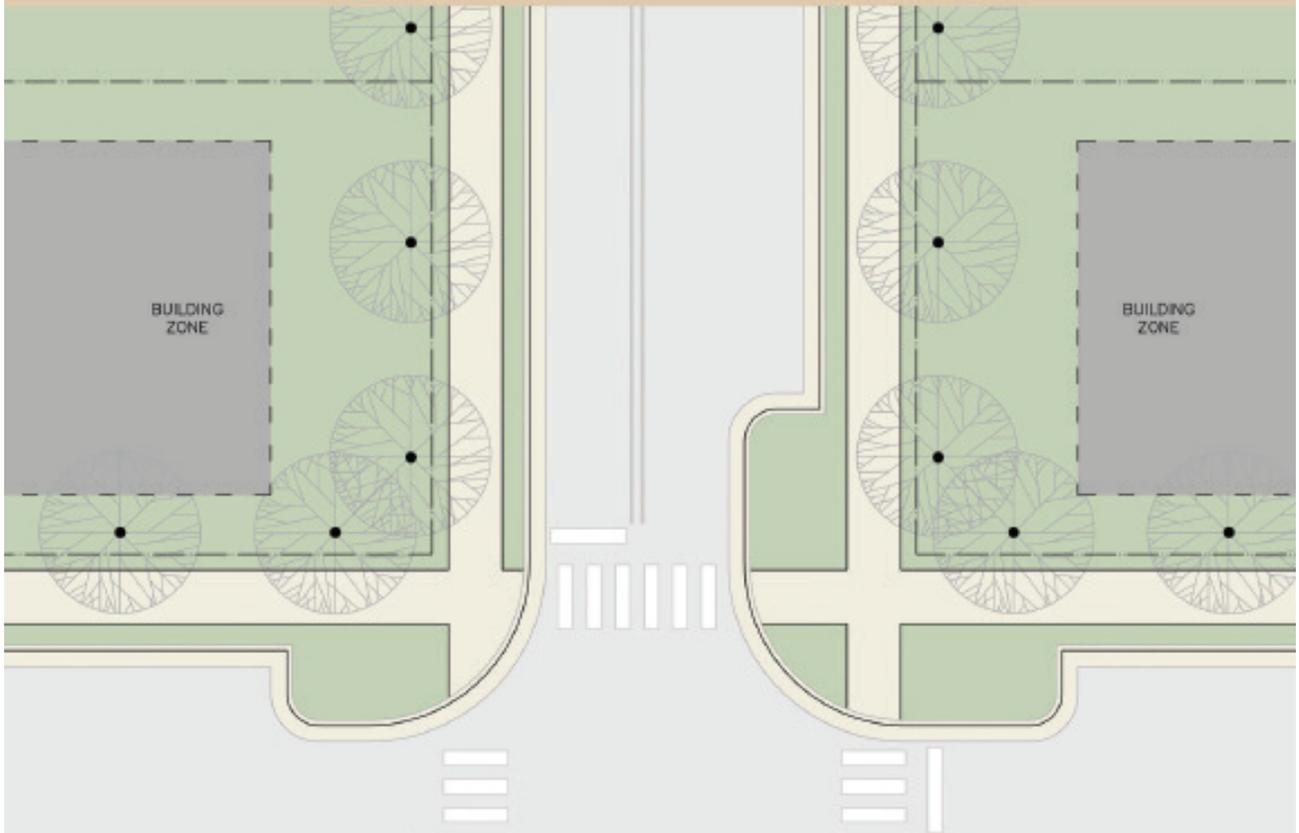
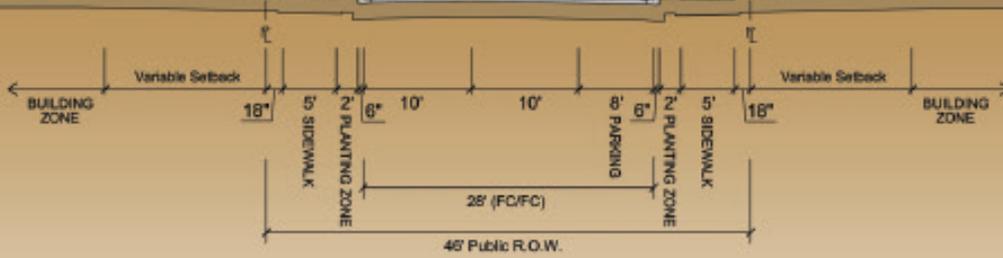
Parking on One Side

The recommended designs for major and minor residential streets include parallel parking on both side of the street. This is a common arrangement in many old neighborhoods where large driveways and large garages are not common. Many contemporary suburban streets are also designed for on-street parking, but with long driveways and multi-car garages, this space is rarely used. In this case, the parking space makes the street appear overly-wide, contributing to higher vehicle speeds than are safe in a neighborhood, as well as being visual unappealing.

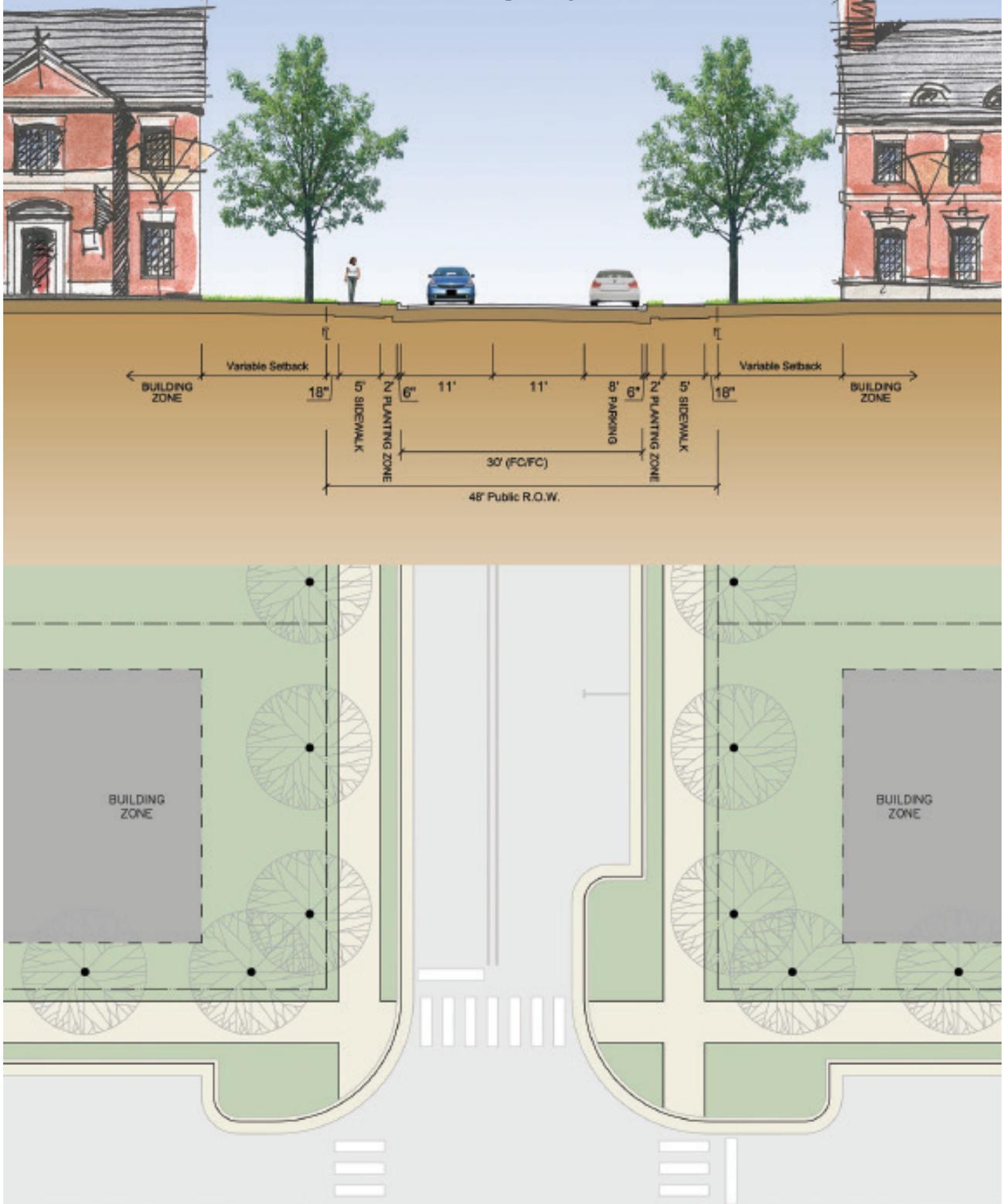
On-street parking should only be provided to the extent that it is necessary and is likely to be used regularly. For this reason, the design guidelines include alternate section designs for major and minor residential streets with parking on only one side. These section designs should be used when careful consideration determines that fewer parking spaces are needed. This decision should be made based on the availability of alley parking, the presence of shared driveways, the average size of lots, and other characteristics of the block.



Minor Residential Street
one-side parking



Major Residential Street
one-side parking



Alley

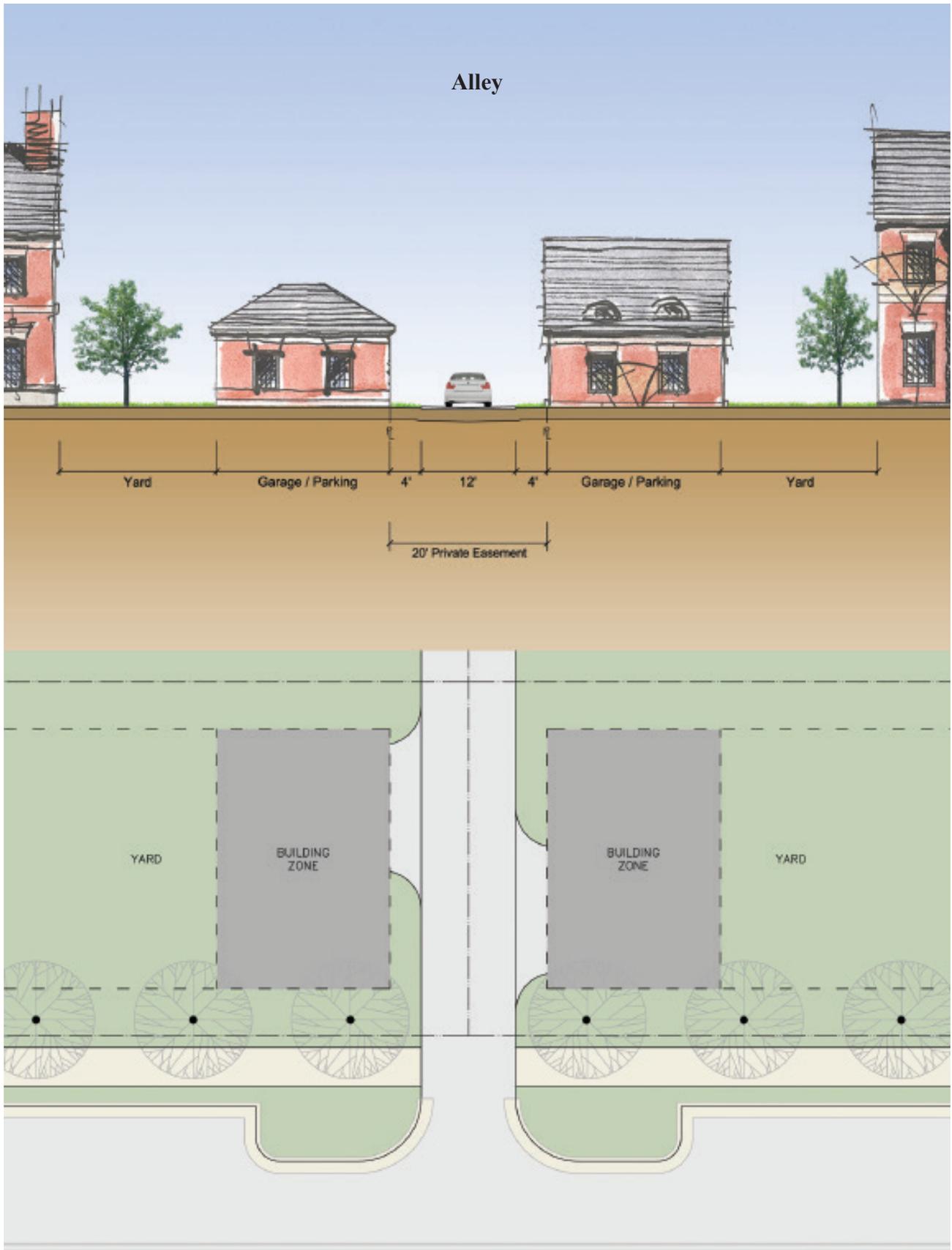
A major difference between contemporary suburban streets and Ashland’s older neighborhood streets is the prevalence of cars, garages, and driveways. It is very difficult to create an attractive street where people can feel comfortable walking when large front-facing garages, large driveways, and frequent curb cuts disrupt the street. Alleys provide a utilitarian space in the center of the block where parking and garages will not disrupt the streetscape. The alley may also serve utility, trash pickup, and other needs. It is useful to note that several older Ashland neighborhoods include alleys, as have some recent projects. In several other areas in Ashland, alleys exist on paper but are not constructed.

The alley design section includes a 12 foot alley pavement that functions like a common driveway to several houses, and is not a public street. The alley should allow travel in both directions, although yielding will be necessary for opposing traffic.



| | |
|----------------------|---|
| Right of Way: | <i>20' Private Easement</i> |
| Pavement: | <i>12' pavement width</i> |
| Parking: | <i>No parking within alley easement</i> |
| Sidewalks: | <i>None</i> |
| Speed: | <i>15 mph maximum</i> |
| Landscape: | <i>Ground cover planted in 4' shoulder</i> |
| Hardscape: | <i>Paved access to private surface / garage parking</i> |





Mixed Use Street

In new areas of commercial development, or in areas with a mix of commercial and residential uses, streets should provide ample pedestrian and parking space to facilitate commerce, while allowing for vehicle access and providing a pleasant streetscape. The mixed use street design allows two-way traffic in 12 foot lanes, with parallel parking on both sides of the street, and large 12 foot sidewalks covering the entire distance from the curb to the front of buildings. Despite the large sidewalks, landscaping and tree canopy are very important to a successful mixed use street. Trees should be planted in bump-outs between parking spaces and at intersections as shown.



| | |
|----------------------|---|
| Right of Way: | <i>63' ROW width</i> |
| Pavement: | <i>2 travel lanes – 12' lane widths</i> |
| Parking: | <i>Parallel spaces - 8' wide on both sides</i> |
| Sidewalks: | <i>12' minimum width</i> |
| Speed: | <i>25 mph maximum</i> |
| Landscape: | <i>Street trees in bumpouts</i> |
| Hardscape: | <i>Delineated crosswalks; street lighting, planters, public art, street furniture</i> |



