

B-1

Central Business

Purpose: Intended to implement goals for downtown by protecting and enhancing Ashland's unique historical and architectural small-town character. Located as the corridor into the town center, improving aesthetics and building layout to provide an attractive entry, directly enhances tourism efforts and economic vitality for businesses. Design of lighting, landscaping, storage, signage, and building height, guides development to be compatible with adjacent residential neighborhoods.

Building Setbacks

Front: 0' min. & 25' max.

Side: 0' min.
(15' min. to residential)

Rear: 0' min.
(20' min. to residential)

Landscaping

1 street tree per 40'

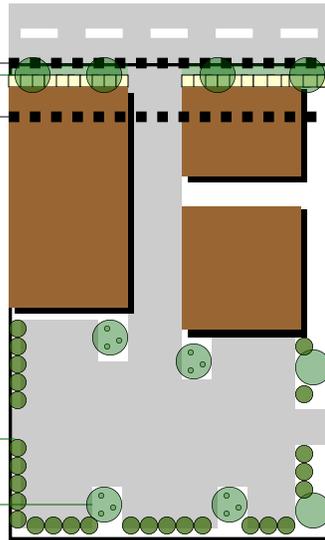
5' parking buffer

5% internal parking

10% tree canopy

Lot Size

No minimum



Height

Maximum 35'; conditional use permit is required for 35' if adjacent to single family residential

Outdoor Dining or Display

Yes, but allow for a 5' pedestrian path

Outdoor Storage

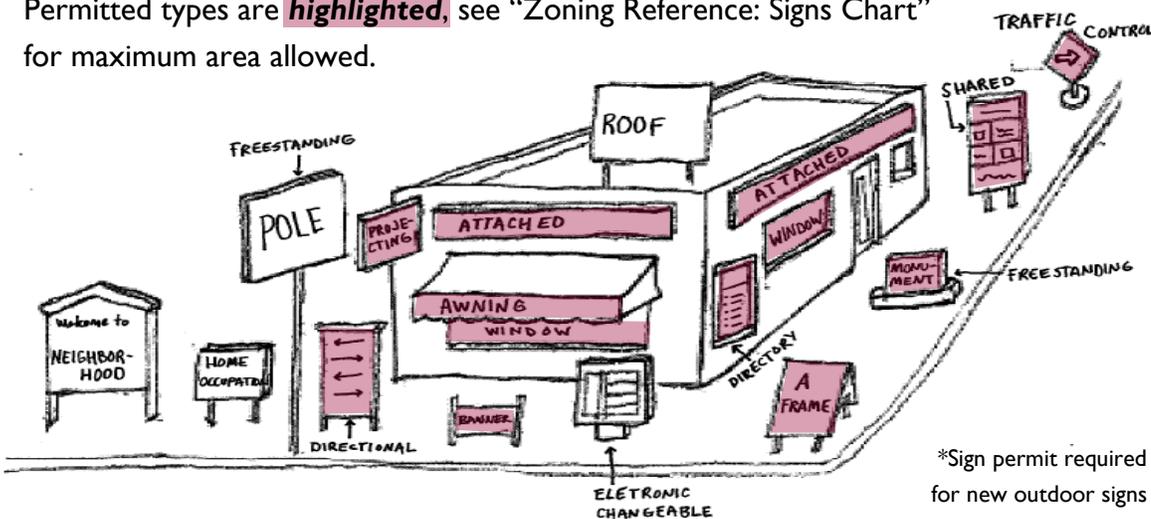
Yes, if screened from view from public right-of-way or residential properties

Public Art

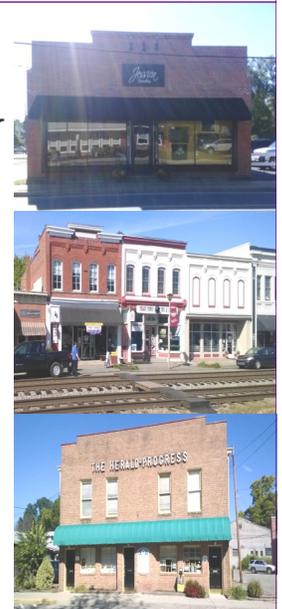
Yes, highly encouraged; considered a sign if art includes logo, icons, or trademarked items for sale at business

Signs

Permitted types are **highlighted**, see "Zoning Reference: Signs Chart" for maximum area allowed.



*Sign permit required for new outdoor signs



Parking

Shared parking encouraged, public lots at Town Hall and Library

No minimum requirement for under 10,000 SF

Parking minimum for common businesses:

- Art gallery or museum = 1 per 400 SF
- Restaurant = 1 per 100 SF
- Retail = 1 per 300 SF
- Office = 1 per 300 SF
- Hotel = 1 per room + 1 per every 10 rooms

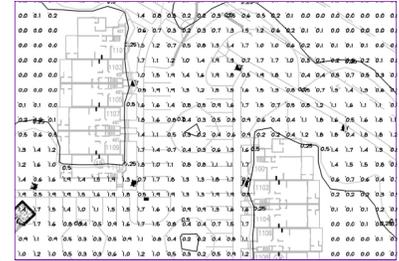
Outdoor Lighting

Full cutoff design fixtures, dark sky compliant

Maximum 0.5 foot-candle at boundary

Maximum 20' height from ground to highest point

Dominion
full-cutoff fixture



Example lighting throw pattern sheet

Architecture

50% minimum 1st floor windows

Street facing entrance required

No blank front façades; architectural elements to address storefront, upper stories and cornice

Cornice
Upper Story
Storefront



Utilities

Backflow preventer may be required if warranted by Virginia Department of Health regulations

Potential strong waste surcharge for restaurants, schools, or facilities with commercial kitchens

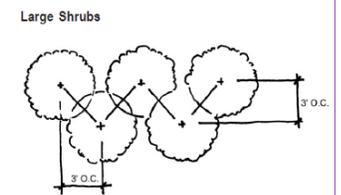
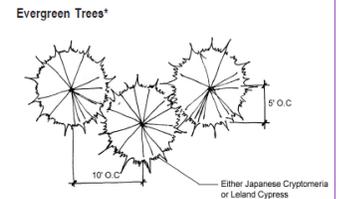
Contact Hanover DPU for commercial water/sewer rates at (804)365-6019 or visit their website: hanovercounty.gov/Public-Utilities

Screening

Screen commercial dumpsters and mechanical units from public view with a minimum 6' high screen

Materials:

- Wall
- Fencing (no chain link)
- Evergreen or large shrubs
- Building parapet



Questions or Comments

Contact the Town of Ashland Department of Planning and Community Development at (804) 798-1073.