RESOLUTION NO. 09 - 25

RESOLUTION ADOPTING THE DESIGN GUIDELINES AND STANDARDS FOR COMMERCIAL USES FOR WORCESTER COUNTY, MARYLAND

WHEREAS, §§ ZS 1-118(b)(9) and ZS 1118(b)(11) of the Zoning and Subdivision Control Article of the Code of Public Local Laws of Worcester County, Maryland provide that the County Commissioners may adopt development standards and plans, respectively; and

WHEREAS, in recognition of the impacts commercial development has on a community the County Commissioners included key goals and objectives in the Worcester County Comprehensive Plan adopted on March 7, 2006 to promote appropriate design; and

WHEREAS, the pertinent goals, objectives and recommendations contained in the Comprehensive Plan state that Worcester County will maintain its rural and coastal character and protect its environment and natural resources; that commercial development standards will be updated to reflect changes in scale and intensity; that new development's architecture and landscaping will be designed to visually improve its surroundings; that special attention must be given to the volume, location and design of commercial uses and areas because they, by their nature, locate on prominent sites and can visually dominate a community; that strip commercial centers and typical franchise architecture are discouraged; and that commercial areas, while providing important services, should be developed to enhance community character; and

WHEREAS, the Planning Commission reviewed and gave a favorable recommendation to the draft Design Guidelines and Standards for Commercial Uses which were prepared to implement the Comprehensive Plan's design statements and recommendations by creating a basic level of architectural variety within the context of the County's main development traditions and by providing an assessment tool that will be used to evaluate the suitability of a development; and

WHEREAS, the County Commissioners find that the draft Design Guidelines and Standards for Commercial Uses would be applicable throughout the County's jurisdiction and would therefore negate the need for separate and sometimes conflicting plans for individual areas and roadway corridors in the County; and

WHEREAS, the County Commissioners accepted public comment on June 2, 2009 pursuant to a duly advertised public hearing.

NOW, THEREFORE, BE IT RESOLVED by the County Commissioners of Worcester County that the Design Guidelines and Standards for Commercial Uses, attached hereto and made a part hereof, are hereby adopted by the County Commissioners and shall render null and void the previously adopted Route 113 Scenic Transportation Corridor Plan and the US Rt. 50 Scenic and Transportation Corridor Plan and all subsequent amendments thereto. Furthermore, with the exception of photographs, illustrations or diagrams added or modified solely for the purpose of providing better or additional representative illustration, the provisions of the Design Guidelines and Standards for Commercial Uses shall be modified only by resolution of the County Commissioners following a duly advertised public hearing.

AND, BE IT FURTHER RESOLVED that this Resolution shall take effect upon its passage.

PASSED AND ADOPTED this 3rd day of November, 2009.

ATTEST:

Gerald T. Mason
Chief Administrative Officer

WORCESTER COUNTY COMMISSIONERS

Louise L. Gulyas, President

James C. Church, Vice President

Judith O. Boggs

Linda C. Busick

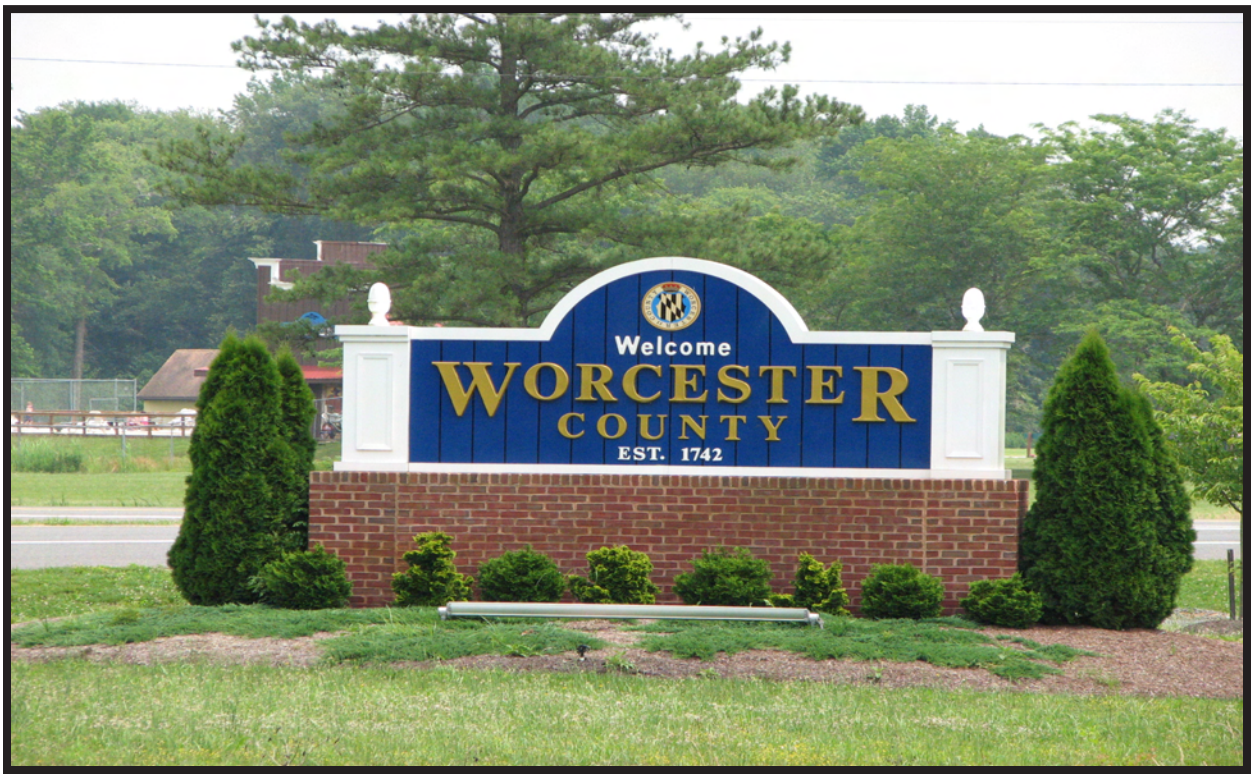
Robert L. Cowger, Jr.

James L. Purnell, Jr.

Virgil L. Shockley

WORCESTER COUNTY, MARYLAND

DESIGN GUIDELINES AND STANDARDS FOR COMMERCIAL USES



ADOPTED
NOVEMBER 3, 2009

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Section 1. Findings and intent.

(a) Findings. Commercial development gravitates to high visibility, high traffic locations, thus often dominating key roadsides and creating strong visual impressions. This places special responsibility on commercial development to properly set an area's visual and architectural tone. This is especially true for regions with tourism-dependent economies such as Worcester County. This link between community character and the economic base along with incompatible development trends requires public action to protect key economic resources. Good design harmonizes new development with its context and pays careful attention to a development's height, mass, overall form, color, landscaping and signs. In recognition of the impacts commercial development has on a community, the Worcester County Commissioners included key goals and objectives in the *Comprehensive Plan* adopted on March 7, 2006 to promote appropriate design in accordance with the guidelines and standards.

(1) The *Worcester County Comprehensive Plan* (2006): Pertinent goals, objectives and recommendations contained in the Plan state:

A. Worcester County will maintain its rural and coastal character, protect its environment and natural resources, and locate planned development at appropriate intensities by infilling existing communities and in suitable, designated growth areas.

B. Commercial development standards will be updated to reflect changes in scale and intensity. New development's architecture and landscaping will be designed to visually improve its surroundings.

C. Commercial areas by their nature locate on prominent sites and can visually dominate a community. For this reason special attention must be given to the volume, location and design of these uses.

D. Strip commercial centers are characterized by a linear series of stores strung together by a one-story, curtain walled building of little or incompatible character, an expanse of unscreened parking between the building and the roadway, minimal landscaping, and by incongruous and incompatible architecture and signage. Strip commercial centers combined with "franchise" architecture can negate the local sense of place, be visually destructive and adversely affect property values. Strip commercial centers are therefore discouraged.

E. Commercial areas provide important services but should be developed to enhance community character. Such an approach has a track record of success for the property owner and the community.

(b) Intent. These design guidelines and standards respond to the *Comprehensive Plan's* design statements and recommendations by identifying architectural styles and features indicative of Worcester County's heritage and by providing direction for developers to utilize in designing projects that reflect this local character. To achieve this Worcester County will apply accepted design principles. These guidelines and standards strive to inform developers of the community's design aspirations and augment the *Zoning and Subdivision Control Article's* existing regulations with more specific provisions for commercial development, conveying the principles with words and graphics. The aim is to create a basic level of architectural variety within the context of the County's main development traditions and to provide an assessment tool that is used to evaluate the suitability of a development. It is not the intent of these provisions to limit creativity or restrict development to a particular architectural style.

(c) Authority. The County Commissioners are empowered by § 4.01.(c)(1) of Article 66B of the *Annotated Code of Maryland* to impose restrictions, conditions or limitations that they consider appropriate to preserve, improve, or protect the general character and design of land and buildings. § ZS 1-118(b)(9) of the *Zoning and Subdivision Control Article* grants the County Commissioners the authority to adopt development standards. Additionally, § ZS 1-118(b)(11) stipulates that the County Commissioners may adopt plans, including comprehensive development plans, transportation corridor plans and any plans necessary for the purposes of the *Zoning and Subdivision Control Article* by resolution after a public hearing. These design guidelines and standards for commercial development were adopted by the County Commissioners on November 3, 2009 following a public hearing held on June 2, 2009.

Photo 1

Worcester County's beauty - from beach to bay and beyond.

Photo 2

Section 2. Procedure.

(a) Applicability.

(1) These guidelines and standards apply to all projects other than multi-family and townhouse development which are subject to site plan review under § ZS 1-325 of the *Zoning and Subdivision Control Article* and which cumulatively total ten thousand square feet in gross floor area or more and to changes in occupancy of such buildings which result in a different use group classification as determined by the latest edition of the *International Building Code* or its successor. They shall also apply to building additions exceeding twenty-five percent as calculated herein.

A. Calculation of additional square footage shall be the cumulative increased area added to an existing building's area as of the adoption date of these guidelines and standards. However, in cases where an addition or additions cumulatively are five hundred square feet or less, regardless of their percentage of the original building area, these provisions shall be guidelines only. Also, in cases where an addition or additions cumulatively amount to two thousand five hundred square feet or more, regardless of their percentage of the original building area, these provisions shall apply.

(2) Items identified as "guidelines" are not mandatory but are provided to educate planners, design professionals, developers, and County staff about the design objectives. It is highly recommended that the guidelines be complied with voluntarily.

(3) Items described as "standards" are mandatory unless otherwise indicated.

(4) The words "should" or "may" are permissive whereas the words "shall" or "must" are mandatory.

(5) These guidelines and standards are to be used in conjunction with all other pertinent regulations in the *Code of Public Local Laws of Worcester County, Maryland* or other applicable regulations, plans, etc.

(b) Waiver of requirements. The Planning Commission is empowered to grant waivers to the mandatory standards upon finding that all of the following circumstances exist:

(1) The standard's strict application would result in peculiar and exceptional practical difficulties or exceptional and undue hardship upon the owner of the affected property or the applicant and the practical difficulties or hardship did not result from actions of the owner or applicant and are not financial in nature.

(2) The proposed alternative site planning and building design meets the design objectives as stated in the standard as well or better than strict compliance with the standard; and

(3) The waiver will not cause substantial detriment to the public good.

(c) Administrative waiver. The Department or the Technical Review Committee may grant waivers to the mandatory standards under the aforementioned circumstances for those projects which qualify for an administrative waiver under the terms of § ZS 1-325(d)(2) of the *Zoning and Subdivision Control Article* or as a minor site plan under the terms of § ZS 1-325(f)(1) of that Article.

(d) Procedure. Pertinent data and other information shall be provided on the site plan or associated documents to address these guidelines and standards. Compliance shall be evaluated as part of the site plan review and must be demonstrated to the satisfaction of the Department, Technical Review Committee or Planning Commission prior to the granting of site plan approval under § ZS 1-325(g) or an administrative waiver granted under the terms of § ZS 1-325(d)(2).

(e) Continuing jurisdiction. The Planning Commission and the Department shall have continuing jurisdiction, without time limitation, over all site plans acted upon in accordance with § ZS 1-325 of the *Zoning and Subdivision Control Article* and may, from time to time, review such plans and conduct inspections to ensure compliance with the *Zoning and Subdivision Control Article* and with other applicable regulations. Should the Planning Commission or the Department find noncompliance, the Department may pursue the complaint as provided in § ZS 1-111 of the *Zoning and Subdivision Control Article* or it may require that additional review of the site plan be carried out.

Section 3. Definitions.

(a) General interpretations. For the purposes of this document certain terms or words used herein shall be interpreted as follows:

(1) The word “person” includes a firm, association, organization, partnership, trust, company, corporation, or governmental agency as well as an individual.

(2) The present tense includes the future tense.

(3) The singular number includes the plural; the plural number includes the singular.

(4) The words “shall” or “must” are mandatory; the words “should” or “may” are permissive.

(5) The word “used” or “occupied” includes the words “intended, designed or arranged to be used or occupied.”

(b) Definitions of words and phrases. For the purposes of this document the following definitions shall apply:

ARCADE - A covered pedestrian passageway, especially one lined with shops or other commercial uses, or a line of arches and their supporting columns. Arcades do not include off-street loading/unloading areas, driveways or parking areas.

ARCHITECTURAL REVIEW - Regulations and procedures requiring the exterior design of structures to be suitable, harmonious and in keeping with the general appearance, historic character and/or style of Worcester County's architectural traditions. A process used to exercise control over a building's design, location and other characteristics along with its setting.

ARCHITRAVE - The lowermost or base member of an entablature, resting originally upon columns. A beam spanning between columns that forms a bond beam at the top of a wall. (See Figure 1.)

ARTICULATE - To give emphasis to or distinctly identify a particular element through creating a joint or change in the structure's surface plane. An articulated facade would be the segmentation of elements on a wall face, including a change in setback, materials, roof pitch or height.

BERM - An earthen mound designed to provide visual interest on a site, screen undesirable views, reduce noise or provide a buffer from adjoining uses.

BREEZEWAY - A roofed passageway connecting a main building or structure on a property with other buildings.

BUFFER - An area provided to reduce the conflict between two different land uses. Buffers are intended to mitigate undesired views, reduce noise and glare and provide greater privacy to neighboring land uses. Typical buffers consist of plant materials, walls, fences, earthen berms and/or significant land area to separate the uses. Also see "screen."

BUILDING FACE, FRONT - Any building face which can be touched by a line drawn perpendicular to the road (public or private but not an interior driveway) which the property borders.

BULK - The total volume of a structure.

CALIPER - The diameter of a tree trunk measured at four and one-half feet above finished grade. Also known as "diameter at breast height."

CLEAR SIGHT TRIANGLE - A triangular shaped area of land at the intersection of roads, or a road and a driveway, within which nothing may be erected, planted, placed, or allowed to grow in such a manner which will obstruct the vision of motorists entering or leaving the intersection. The triangular area shall be that area bounded by the road right-of-way lines of two or more roads or by the road right-of-way line and the edge of any driveway surface and a straight line joining points on said right-of-way or driveway lines thirty feet from the intersection. Nothing shall exceed forty-two inches in height (at maturity if plant materials) above the established street grade where erected, planted, or placed within this clear sight triangle.

COMMUNITY SPACE - An area devoted to the public as an amenity. The space can include covered areas, drinking fountains, sitting benches, water features, plazas, courtyards, etc. It shall not include storage or display areas for merchandise or other service/utility areas.

CORNICE - Any horizontal member, structural or nonstructural, of any building, projecting outward from the exterior walls at the roof line, including eaves and other roof overhangs. A cornice is the top of an entablature. (See Figure 1.)

DEPARTMENT - The Department of Development Review and Permitting or its successor.

DESIGN GUIDELINES AND STANDARDS - Statements and graphics intended to direct the planning and development of the built environment in a particular manner so that the end result contributes positively to the overall development.

DORMER - A projection from a sloping roof that contains a window.

DRIVE-THROUGH WINDOW/AREA - An opening in the wall of a building or structure intended to be used to provide for sales and/or service to patrons who remain in their vehicles.

ENTABLATURE - A horizontal superstructure supported by columns and composed of an architrave, a frieze, and a cornice. (See Figure 1.)

ENVIRONMENTALLY SENSITIVE AREAS - Site areas comprised of wetlands, stream beds, floodplains, forested areas, threatened and endangered species habitat, and areas designated Green Infrastructure by the Comprehensive Plan.

EXISTING SIGNIFICANT TREES - Trees existing on the site that are six inches in diameter or greater measured at four and one half feet above existing grade.

FACADE - The portion of any exterior building elevation extending from grade to the top of the parapet, wall or eaves and extending the entire width of the building.

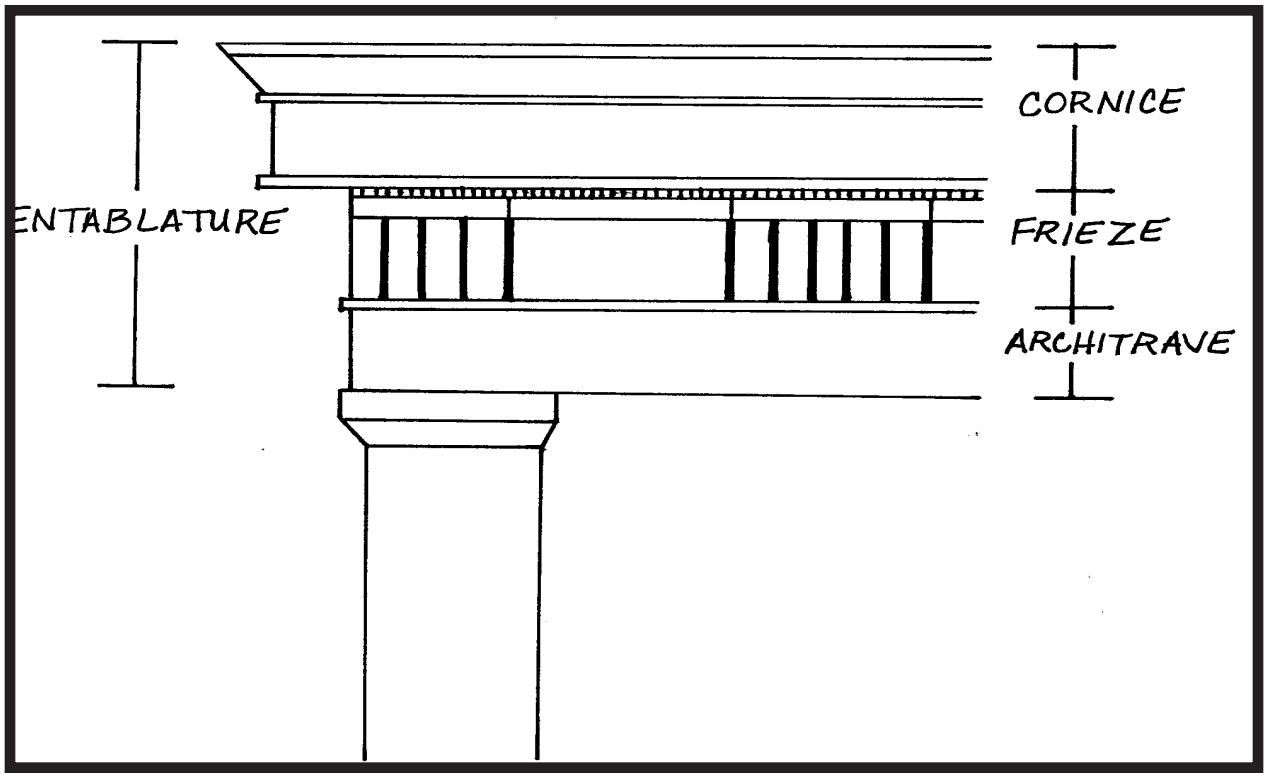


Figure 1

FACADE, FRONT - Those portions of a facade which face and are most closely parallel to the front lot line. Can be touched by a line drawn perpendicular to the road (public or private but not an interior driveway) which the property borders.

FACADE, PUBLIC - Any building side that is visible from public or private rights-of-way and/or the faces of the building that contain a public entry.

FENESTRATION - The design, proportioning, and disposition of windows, doors, and other exterior openings of a building.

FLOOR AREA, GROSS - The total area of all floors or portions of floors in a structure and measured from the outside to the outside of exterior walls.

FLOOR AREA, PUBLIC - The total area of all floors or portions of floors in a structure or exterior use area and measured from the inside wall or dimension to the inside wall or dimension of the public use area used for commercial purposes. It does not include attic space providing headroom of less than seven feet, storage areas, work areas, refuse areas, exterior steps, stairways, fire escapes, rest rooms, utility areas or other similar areas not normally accessible to customers or to the general public.

FRIEZE - The part of an entablature between the architrave and cornice. (See Figure 1.)

GABLE - A triangular wall section at the end of a pitched roof, bounded by the two roof slopes.

GLARE - The effect produced by brightness sufficient to cause annoyance, discomfort, or loss in visual performance and visibility.

HARDSCAPE - Manmade or constructed elements, permanently in place, that are part of the completed project. These include but are not limited to the structures, parking lots, sidewalks, etc.

HEIGHT, BUILDING - The vertical distance of a building or structure measured from the average finished grade at the building line to the highest point of the coping of a flat roof or the ridge of a gable, hip, mansard, gambrel or other pitched roof.

HIP ROOF - A roof with sloping ends and sides.

INTERNAL WALKWAYS - All pedestrian walkways located within a site.

LANDSCAPING - The combination of natural elements such as trees, shrubs, ground covers, vines, or other organic and inorganic materials which are installed for purposes of creating an attractive and pleasing environment, softening building views, screening unsightly views, reducing environmental impacts, filtering air pollution, and minimizing noise.

LENGTH - The horizontal long axis of an element.

LIGHT TRESSPASS - Light spill falling over property lines that illuminates adjacent grounds or buildings in an objectionable manner.

MASS, BUILDING - The three dimensional bulk of a structure, defined by its height, width and depth.

MASSING - Provision of architectural features giving a structure a sense of depth or three-dimensional characteristic.

MODULE - A visually distinct section of a larger building. Individual modules are characterized by offsets or changes in roofline from the adjoining module and may have color, trim or other distinguishing characteristics.

MONOLITHIC GLASS UNITS - Doors or windows made of a single large pane of glass.

NATURALLY VEGETATED - A landscaped area planted with or containing species of which at least seventy-five percent are native to Worcester County. These areas are to be planted according to the afforestation or reforestation standards of the County's current Forest Conservation program.

NEIGHBORING - Buildings within one half mile or within three adjacent properties in either direction along the property's road frontage, whichever is less, and including properties along both sides of the roadway.

NONREFLECTIVE GLASS - Glass through which the viewer can clearly and equally see objects on the other side from both sides of the glass. Such glass does not produce a mirror image of its surroundings.

PARAPET - The portion of a wall that extends above the roofline.

PATHWAY - A cleared way for pedestrians and/or bicycles that is made of pervious materials and in a more informal manner than sidewalks or pedestrian walkways.

PEDESTRIAN ORIENTED DEVELOPMENT - Development which is designed with a primary emphasis on the street sidewalk or connecting walkway access to the site and building, rather than on auto access and parking lots. In pedestrian oriented developments, buildings are typically placed relatively close to the street and the main entrance is oriented to the street sidewalk or a walkway. Although parking areas and garages may be provided, they are not given primary emphasis in the design of the site.

PEDESTRIAN WALKWAY - A surfaced walkway, separate from the traveled portion of a public or private right-of-way or parking lot/driving aisle. They provide connectivity and interconnectivitiy to and through a development for pedestrians. Walkways are made of pervious or impervious materials.

PORTICO - A porch or walkway with a roof supported by columns, often leading to the entrance to the building.

PROPORTION - The geometric relationship of a structure's vertical and horizontal elements, as conveyed by that structure's height, width and depth, as well as the relationship of its elements (windows, doors, detailing and other surface features). Proportion is essentially a perception, i.e., what is visible.

PUBLIC/PRIVATE RIGHT-OF-WAY - Any public or private road or access easement intended to provide public access to any lot/development but excluding any internal driveways or aisles within parking lots.

REFLECTIVE GLASS - Glass which is opaque or nearly opaque, producing a mirror image of its surroundings by transmitting nearly all light back from its surface regardless of the angle of the viewer.

ROOF PITCH - The angle of roof slope defined by the change in rise in inches over the run of twelve inches.

ROOF SHAPE - The pitch, slope and configuration of a roof. The most common examples are gable and shed roofs.

SCALE OF DEVELOPMENT - The relationship of a particular project or development, in terms of its size, height, bulk, intensity, and aesthetics, to its surroundings.

SCALE, BUILDING - The relationship of a particular building, in terms of building mass, to other nearby and adjacent buildings.

SCALE, HUMAN - The proportional relationship of buildings and spaces to people. A human scale gives users of the built environment a sense of comfort and security by utilizing site and building design elements corresponding in size to the human body. Also see "Scale, pedestrian."

SCALE, PEDESTRIAN - The proportional relationship between the dimensions of a building or building element, street, outdoor space, or streetscape element and the average dimensions of the human body, taking into account the perceptions and walking speed of a typical pedestrian. Also see "Scale, human."

SCREEN - The sole purpose of a screen is to block views. A screen shall be constructed of opaque materials or planted and be of sufficient height and density to obstruct unwanted views. Also see "buffer."

SIDEWALK - An improved surface made of impervious or pervious materials that is used as a pedestrian walkway and typically separated from a roadway.

SIGN, MONUMENT - A freestanding sign supported primarily by an internal structural framework or integrated into landscaping or other solid structural features other than support poles and where the base of the sign structure is on the ground or a maximum of twelve inches above the adjacent grade.

SIGN FACE AREA - The area of a sign including the copy area. It is measured to the outside of the sign's edge or frame but shall not include mountings.

SMALL COMMERCIAL USES - The portion of a project, owned or leased separately, which is disconnected from the principal building and has a footprint of up to ten thousand square feet of gross floor area and a separate exterior customer entrance.

STREETSCAPE - A design term referring to all the elements that constitute the physical makeup of a street and that, as a group, define its character, including building frontage, street paving, sidewalks, street furniture, landscaping, including trees and other plantings, awnings and marquees, signs, and lighting.

TRANSOM - A window located above a door or another window.

VERNACULAR ARCHITECTURE - A style of architecture exemplifying the most common building techniques and based on the forms and materials of a particular historical period, region or group of people.

WALL WASHER - A wall-mounted light fixture, the sole purpose of which is to project its light onto the building in a fan-like effect.

XERISCAPING - Landscaping characterized by the use of vegetation that is drought-tolerant or of low water use in character.

Section 4. Design principles.

(a) Design principles generally. The components of good design for the built environment address design basics, the setting and neighborhood, site design, building design and sign design. These components should be arranged in such a way that people feel comfortable. This is known as human scale. Conversely, places that are out of human scale, either too small or too large, make people feel ill at ease and they tend to either avoid such a place or move through it quickly. Corporate architecture relying on oddly stylized buildings and oversized signs are usually unrelated to their surroundings. The result can easily be commercial corridors lined with structures so out of character for their setting that the visitor no longer has any real sense of where they are. Principles related to size, bulk, proportion and scale most influence a design's character.

(1) A compatible and unified design results from attention to:

A. Mass and its articulation, exhibited by the building height, bulk and nature of the roofline.

B. Scale, conveyed by the building itself as well as doors, windows and other elements related to the size of a human being.

C. Form and proportion, demonstrated by the ratio of width to height and of front area to side depth.

D. Openings, including the solid to void ratio and the relationship and rhythm of openings.

E. Roof type and form.

F. Materials, textures and color.

G. Detail and ornamentation.

H. Signs.

I. Surroundings.

Very simple building forms exemplify local architectural traditions.

(2) Design principles appropriate for Worcester County state that developments should:

A. Respect their built and natural surroundings in scale, mass and proportion.

B. Be determined by the site's natural features.

C. Be at a human scale, with the dimensions of human interaction primary to the design rather than the dimensions of vehicular circulation and convenience.

D. Add to rather than clash with the County's architectural traditions and neighborhood character while also providing architectural variety and adaptability.

E. Use low-rise buildings with simple forms and materials characteristic of the region. (See Figure 2.)

F. Use clapboard or shingle siding of wood or materials having a wood appearance or, where appropriate, brick.

G. Have simple roof lines, with the predominant roofing materials being shingles or metal. (See Figure 3.)

H. Locate buildings parallel to streets with sidewalks and street trees for street definition and a sense of enclosure.

I. Provide a mixture of commercial uses to encourage pedestrian activity, lively streetscapes and economic vitality.

J. Balance the needs of pedestrians and vehicles.

K. Have sufficient green spaces to counter-balance structures.

L. Have signs designed to inform but not overpower.

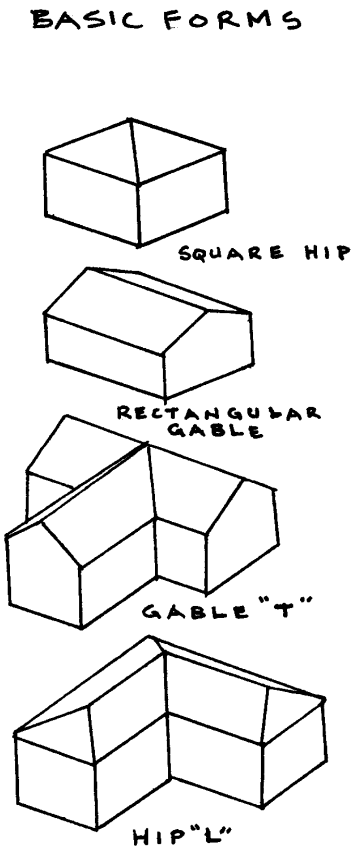


Figure 3

M. Respect neighboring residences by blending with the scale, proportions and character of the community and by minimizing glare and noise with buffers.

N. Reduce monotonous and bulky structures by articulation and properly scaled fenestration.

O. Provide shops and restaurants at street level along sidewalks.

P. Encourage window shopping with display windows along main and secondary walkways.

Q. Accommodate facilities for alternatives to the automobile, such as buses, bicycles and walking.

R. Provide internal roads and paths that are linked to a more regional system.

S. Use landscaping to define spaces, provide ample shade and buffer parking and public spaces.

(3) The following characteristics are to be avoided because they conflict with the County's architectural traditions:

A. Automobiles dominating the design, with parking being the primary visual site feature.

B. Continuous walls without articulation and openings.

C. Buildings placed behind parking areas with entries and windows facing the parking lot.

D. Buildings that set back from the street unevenly and break a streetfront facade, particularly in the town center tradition.

E. Alterations that destroy noteworthy existing buildings or site features.

F. Insensitive infill development out of scale, proportion and character with its surroundings.

G. Inappropriate finish materials and details.

H. Garish or uninteresting color schemes.

I. Flimsy pseudo-roofs or cupolas, tacked on to an otherwise undistinguished building.

J. Buildings with distinct architectural styles that are not in keeping with local traditions, such as stone-faced buildings or English Tudor style.

Section 5. Architectural traditions.

(a) Architectural traditions. The architectural styles common in Worcester County's history fall into three broad categories having easily distinguishable characteristics: agricultural, seaside and town center. The first reflects the County's most widespread land uses, farming and forestry. The seaside tradition takes its cue from the early maritime uses related to waterfront hotels and the fishing and boat building heritage. The town center style is based on the inland downtown commercial areas. These three categories share many attributes because they evolved close in time and proximity and with similar

materials. The three traditions serve as the touchstones for the design of new or rehabilitated development. Use by developers of appropriate design principles based in Worcester County's architectural heritage will result in new development that is compatible with the community and will help foster the County's tourist based economy while enriching the visual experience of residents and visitors.

(1) Agricultural tradition. Agriculture is pervasive in Worcester County and has been the historically dominant land use. Large plantation type farms along with more modest farmsteads covered the County. Agricultural architecture exhibits a richness and diversity. The prominent characteristics of the agricultural tradition are (See Photos 3 through 8.):

A. Basic geometric forms combined to produce simple but elegant buildings.

B. Two and two-and-one half story buildings.

C. Manageable building mass based on animal powered agriculture.

D. Sloped gable and shed roofs.

E. Farm building groups with homes, barns and other storage/outbuildings.

F. Large rectangular windows (higher than wide) with doors fitting symmetrically into the facade.

G. Wood frame construction, siding and trim, with many barns and outbuildings having post and beam construction.

H. Most common colors are white, red, green and earth tones.

I. Large setbacks, with the land leading to the farmstead bordered by trees.

J. Landscaped for summer shade and to buffer winter winds.

Worcester County's agricultural tradition, from the past to the present.

Photo 3

Photo 4

Photo 5

Photo 6

Photo 7

Photo 8

(2) Seaside tradition. The seaside tradition originated on the narrow sand spit along the Atlantic that became Ocean City. Founded in 1875 by the Atlantic Hotel Company, Ocean City soon assumed the role of Maryland's seaside playground. Already a small boat building and fishing village, the seaside tradition of architecture arose from Ocean City's maritime and hospitality industries. The prominent characteristics of the seaside tradition are (See Photos 9 through 18):

A. Simple geometric forms of two to four stories.

B. Hip or gable roofs and a wide variety of dormers.

C. Gable ends fronting the street.

D. Fenestration in a symmetrical pattern, creating a balanced facade.

E. Tall rectangular windows rising to the ceiling line.

F. Transoms above doors and windows for ventilation.

G. Columned porches that are wide and spacious, often wrapping around the side and having rounded railings with square pickets.

H. Wood dominating the structures and finishes, with clapboard siding and board-and-batten being widespread.

I. Large plate glass storefronts.

J. Decorative railings, trellises and gates, with mostly white painted fences and railings.

K. Shed style window awnings.

L. Columns with bases and capitals.

M. Articulated relief detailing that emphasizes space, shadows and depth.

N. Frieze boards, gable brackets and exposed rafter tails.

O. Predominant colors are white, green, and the red and gray hues of cedar siding with harmonious trim colors.

Photo 9

Photo 10

Photo 11

Photo 12

Photo 13

Photo 14

Photo 15

Photo 16

Photo 17

Photo 18

Our seaside tradition - over 260 years by the Atlantic

(3) Town center tradition. This architectural tradition evolved in Worcester County's inland towns and villages. These communities grew around transportation routes, both water and roads. As with the other architectural traditions, material selection began with wood, the most readily available material. However, after devastating fires in the nineteenth century, construction in downtown areas incorporated brick for safety. The town center tradition is like the seaside tradition in many respects but differs mainly as a result of brick construction and more flexibility in community layout due to its inland location. The prominent characteristics of the town center tradition are (See Photos 19 thorugh 28):

A. Simple geometric forms of two to three stories.

B. Hip or gable roofs, with gable, shed or hip dormers, or flat roofs with parapets.

C. Brick exterior and structure.

D. Gable ends fronting the street.

E. Fenestration in a symmetrical pattern, creating a balanced facade.

F. Windows are tall rectangles (higher than wide) rising to the ceiling line.

G. Transoms for ventilation.

H. Front porches, some having railings in a variety of designs.

I. Columns with bases and capitals, often tapered.

J. Large plate glass storefronts.

K. On larger homes, frieze boards, gable brackets, and exposed rafter tails as well as decorative railings.

L. Metal sidewalk awnings.

M. Principal colors include white, brick red, green and black.

Photo 19

Varying architectural designs in the town center tradition

Photo 20

N. Narrow streets.

O. Sidewalks.

P. Street trees.

The quaint charms of our town center tradition

Photo 21

Photo 22

Photo 23

Photo 24

Photo 25

Photo 26

The quaint charms of our town center tradition

Photo 27

Photo 28

Section 6. General site and building compatibility.

(a) Generally. New development shall be compatible with the County's architectural traditions and with the development's particular setting and neighboring buildings. Structures shall be placed and designed to harmonize and blend with their surroundings rather than dominate them. To achieve this the neighborhood's character shall be assessed to determine which County architectural tradition is most suitable. That tradition shall then serve as the predominant guide and be further refined by the scale and appropriate components of the immediate neighborhood. It is to this starting point that applicable design principles shall be added to form the new development's design. While respect for architectural traditions is required, variety is also encouraged within the general and local context.

(b) Design standards.

(1) Natural and site features. Structures and other site improvements shall be complementary to and in harmony with the surrounding natural features. These natural and site features shall be accommodated in the design of new development.

A. Buildings and land disturbance shall be kept outside of the site's environmentally sensitive areas.

B. Existing trees shall be protected to the maximum extent feasible as determined by the Department and incorporated as assets in the project's design. (See Photos 29 through 31.)

C. Natural drainage and naturalized stormwater management facilities creating greenways shall be preserved and used as a design asset. Manmade drainage facilities can be altered where necessary.

D. Subtle landscape transitions shall occur between built areas and natural forest. Abrupt changes from formal landscaping to natural forest shall be avoided.

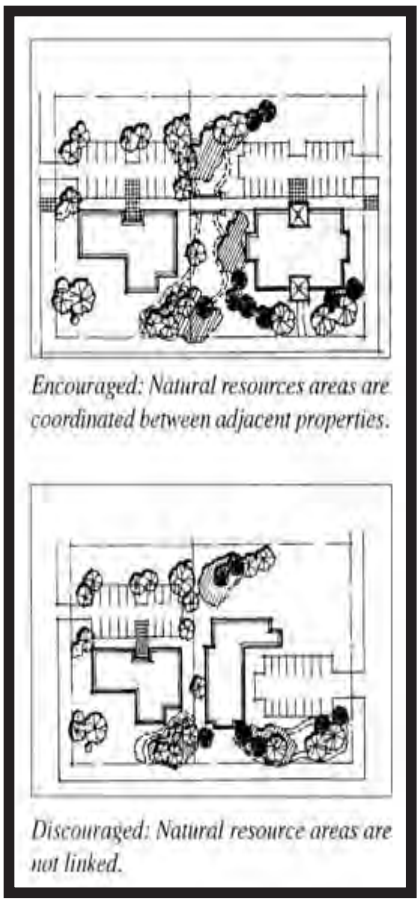


Figure 4

Photo 29

Photo 31

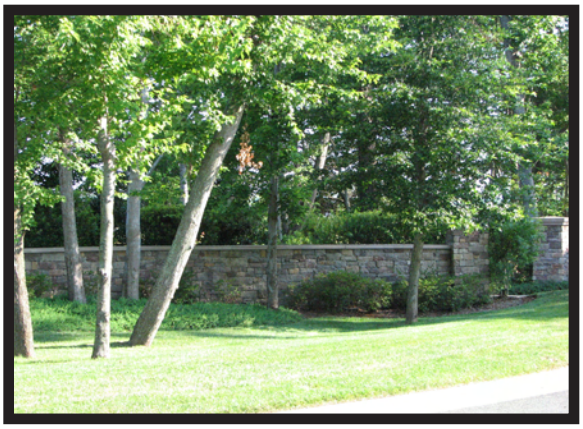


Photo 30

Preserving existing trees in the landscape adds beauty and value.

E. Natural areas on the site shall be coordinated and linked with natural and landscaped areas on adjacent properties. (See Figure 4.)

F. The edges of sites shall be heavily landscaped and screened from adjoining noncommercial or nonindustrial uses. Edges shall be used to provide greenways where feasible.

(2) Placement. Structures and uses should be sited so they are consistent with setbacks and orientation of neighboring structures and uses or, alternatively, to create a town center streetscape where buildings directly front the street. In developed areas variations from the average setback depth should be limited to twenty percent or less.

A. Setbacks:

1. Arterial highways: Unless otherwise provided for, on roadways identified by § ZS 1-326 of the *Zoning and Subdivision Control Article* as an arterial highway, all structures and uses shall be set back at least one hundred feet from the right-of-way.

2. Collector highways: Unless otherwise provided for, on roadways identified by § ZS 1-326 of the *Zoning and Subdivision Control Article* as a collector highway, all structures and uses shall be set back at least fifty feet from the right-of-way.

3. Roads within communities zoned V-1 Village District: Notwithstanding the provisions of subsection 1 and 2 above and the provisions of § ZS 1-305(b) of the *Zoning and Subdivision Control Article*, the front yard setback shall be the average setback of the structures on the three properties adjacent to either side of the subject property or twenty-five feet, whichever is less.

4. Roadways internal to projects designed in the town center architectural tradition: The front yard setback for all uses and structures shall be as determined by the Planning Commission. Placement of structures at the sidewalk is encouraged.

5. Other roads: Unless otherwise provided for, on all public and private road rights-of-way, all structures and uses shall be set back in accordance with the *Zoning and Subdivision Control Article*.

B. Structures and uses shall in general either be aligned with the public road right-of-way or with a street internal to the development. (See Figure 5.)

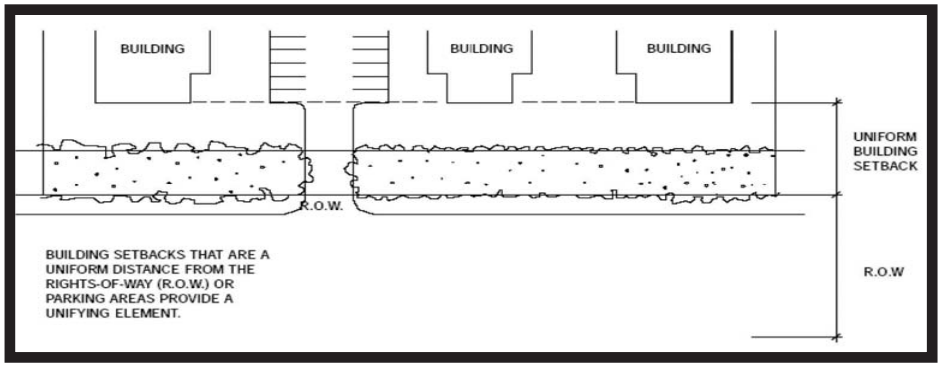


Figure 5

C. Structures should be sited with their long axis running east to west to provide for south-facing windows for day lighting and solar heating.

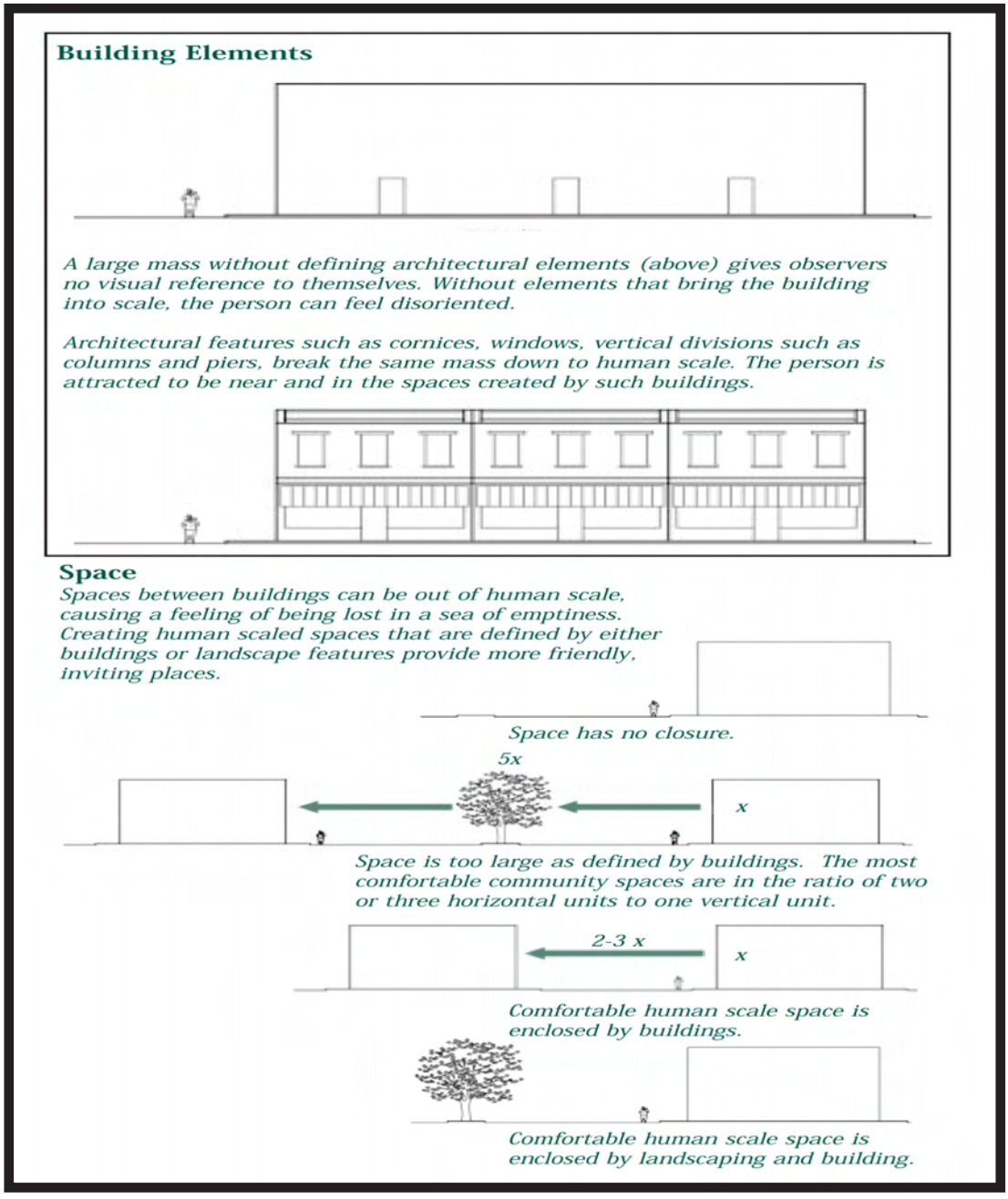
D. Developments with more than one building shall cluster them to define outdoor spaces.

(3) Architectural traditions. The exterior of structures shall be designed in keeping with one of the three architectural styles traditional to Worcester County.

Section 7. Mass and scale.

(a) Generally. Scale in architecture is relative size. It refers to how the size of a building element is perceived compared to other forms and to the human body. There are two types of scale: overall scale and human scale. Overall scale is the legibility of a building from a distance, for example, the roofline. Human scale is the legibility of elements when one is very close to a building, for example, the storefront details. Good buildings incorporate both types of scale simultaneously. A building's mass, manifested by its height, width and depth, fundamentally influences the perceived scale of that building. Particular attention to these and other factors is needed to achieve a building of human scale so that patrons do not feel overwhelmed. The dimensions of building height and width, building setback, other building elements, site features and conditions, etc. should be designed to create a comfortable realm for the movement and interaction of people rather than being based on the dimensions of vehicular circulation and convenience. Human scale can be further reinforced by the choice of materials, textures, patterns, colors, and details. The general rule of thumb is that the larger the building, the greater the complexity of massing, articulation and architectural detailing needed to maintain a comfortable sense of scale and visual interest. A hierarchy of massing and building heights creates visual interest and can help produce the desired human scale. Buildings should be arranged to define and enclose space, possibly through the location of buildings close to the sidewalk. They

should have limited height at pedestrian pathways and sidewalks, with taller buildings and upper stories set back. Building articulation and design details reduce the perceived mass of large buildings. Elements such as street level openings, decorative features marking floor heights like cornices, and porches or awnings break a building down to human dimensions. While technology allows nearly unlimited building scale, massing must be tempered if development is to add to rather than detract from Worcester County's rural and coastal character. (See Figures 6 through 9.)



Figures 6 and 7

(b) Design standards.

(1) Massing.

A. In general buildings shall be composed of simple shapes based on the rectangle.

B. A proposed building containing a single establishment or a multi-user building with only internal access to the individual uses shall contain no more than twenty thousand square feet in gross floor area or one hundred fifty percent of the average bulk of neighboring properties, whichever is less. Should a building be greater than this standard, it shall be designed in visually distinct modules so that each module would meet the standard. These modules shall be made to appear as either individual buildings or as additions to the primary structure. However, a module shall not exceed twenty thousand square feet in gross floor area.

C. Buildings may be comprised of more than one module.

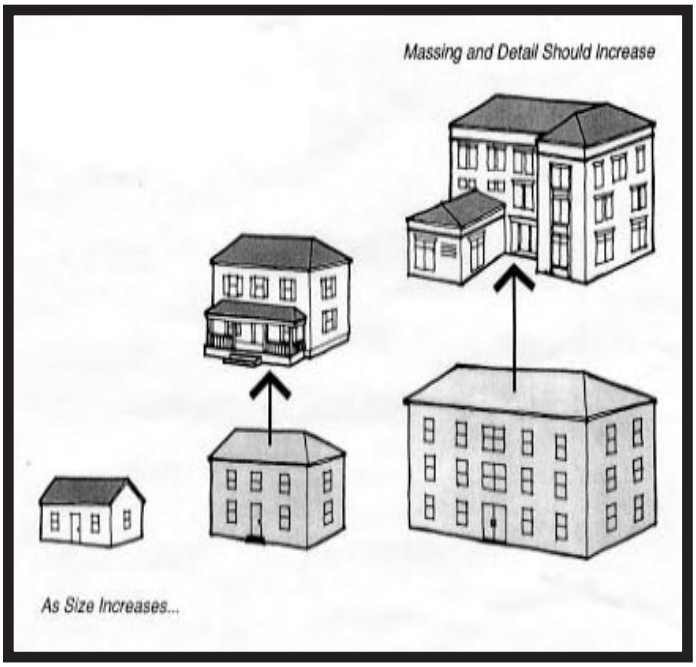


Figure 8

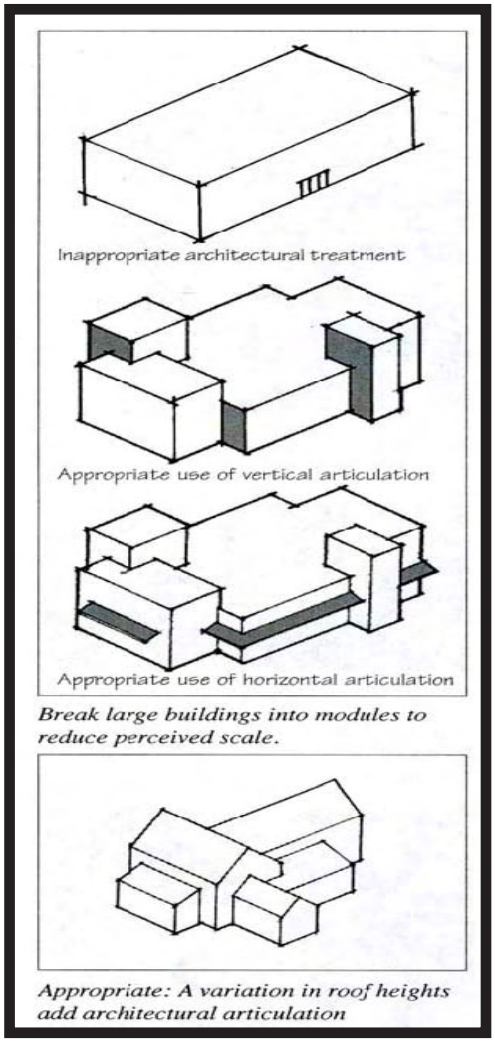


Figure 9

(2) Height.

A. Buildings should not vary in height by more than one story or ten feet from the average building height in the area. This requirement shall use as a reference buildings within five hundred feet of the site of the proposed structure. Should reference buildings not be located in the area and notwithstanding allowable building heights and stories as permitted by the terms of the *Zoning and Subdivision Control Article*, the standard shall be two and a half stories with a maximum height of forty-five feet unless otherwise determined by the Planning Commission.

B. To reduce the apparent scale to people, building modules closest to the sidewalk or roadway generally shall not exceed two stories. However, if the design is intended to achieve a town center architectural tradition, three story modules may be placed in that position. Four story building modules shall be set back further from the sidewalk or roadway a distance not less than the height of a single story in the module.

(3) Multiple unit commercial developments.

A. Commercial developments with multiple units shall be comprised of several buildings or what appear to be several buildings rather than one monolithic structure. Each building shall be compatible with the others, although some individuality among the buildings is desirable. The standards cited in subsection (1) and (2) above remain applicable.

B. Commercial developments with either multiple buildings or modules shall have consistent design elements that create patterns and rhythms. Fenestration, materials, finishes, colors, roof lines, details, street furniture, signs, etc. shall have a consistent theme and style.

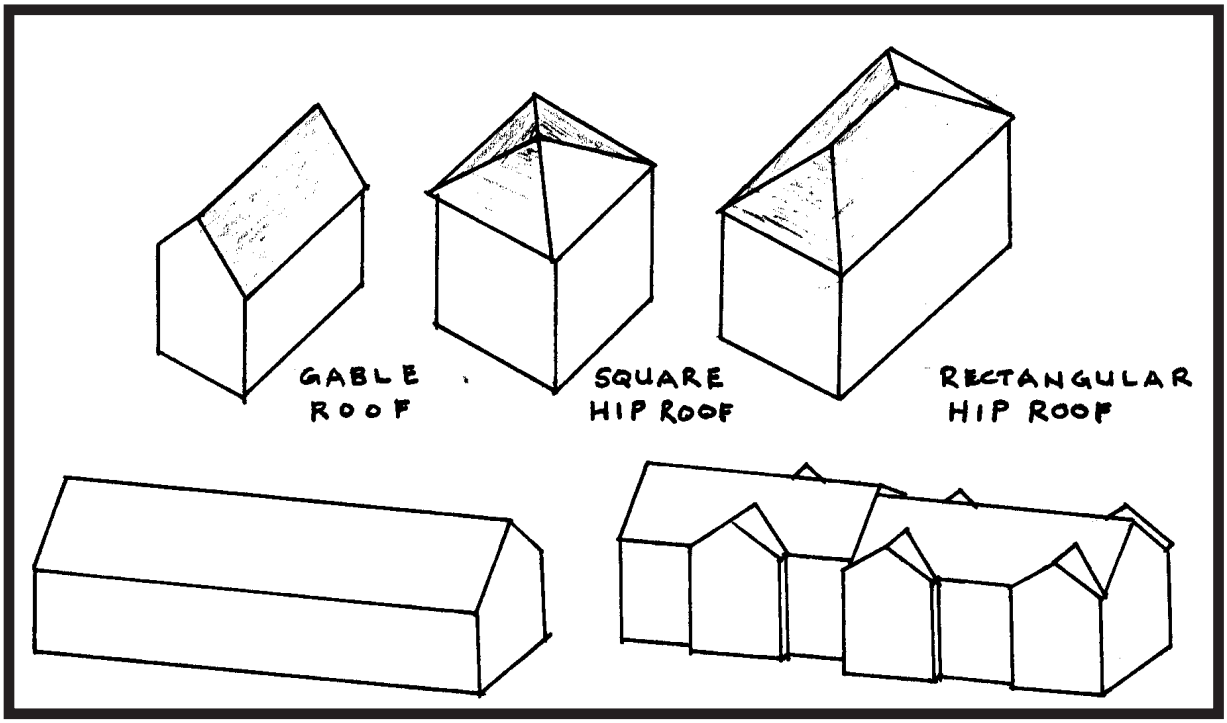
C. Developments planned to occur over a period of time shall have a master concept plan in place from the outset that provides for design compatability throughout the buildings, the site and any outparcels. This concept plan shall be general in nature and is not to be construed as a site plan required by or in compliance with § ZS 1-325.

Section 8. Roofs.

(a) Generally. Roof form should help reduce the perceived scale of a building and join it to a local architectural tradition. Pitched roofs tend to reduce a building's apparent size when it otherwise might appear excessive; therefore they are the preferred form. Roof features should also link the building's look to that of the adjoining neighborhoods and reinforce the project's design theme. Highly pitched and gabled roofs characterize Worcester County's traditional roof design and should be the norm.

b) Design standards.

(1) Roofs shall use simple forms, such as gable, hip and shed types, and traditional roof pitches of four in twelve to twelve in twelve. (See Figure 10.)



Avoid long stretches of the same roof form. Articulate the roof at frequent intervals, every 30 to 60 feet depending on the type of building.

Figure 10

(2) Other than as provided in (4) below, roofs shall have two or more of the following features:

A. Sloped roofs that do not exceed the average height of the supporting walls, with an average slope of six in twelve or higher up to a twelve in twelve pitch. (See Figure 11.)

B. Overhanging eaves, extending past the supporting walls no less than sixteen inches for buildings two stories or less and twenty-four inches for buildings greater than two stories.

C. Dormers.

D. Three or more roof slope planes.

(3) Roof pitch may vary twenty-five percent or less from the roof pitch of neighboring structures.

(4) Buildings with several roof types should vary the roof pitch to reflect each roof's visual importance. For instance, small roofs or more minor modules should have lower pitches than the main roof.

(5) The appearance of flat roofs is prohibited in areas other than the town center tradition. Flat roofs may be provided for mechanical and other equipment if the equipment is screened.

A. When parapets conceal flat roofs on buildings two stories or greater in height, their average height shall not exceed fifteen percent of the height of the supporting wall. Their maximum height shall not exceed one third of the height of the supporting wall. On one story buildings or those of less than fourteen feet in height, the parapet height shall not exceed five feet in height. Parapets shall have a three dimensional cornice treatment. (See Figure 12.)

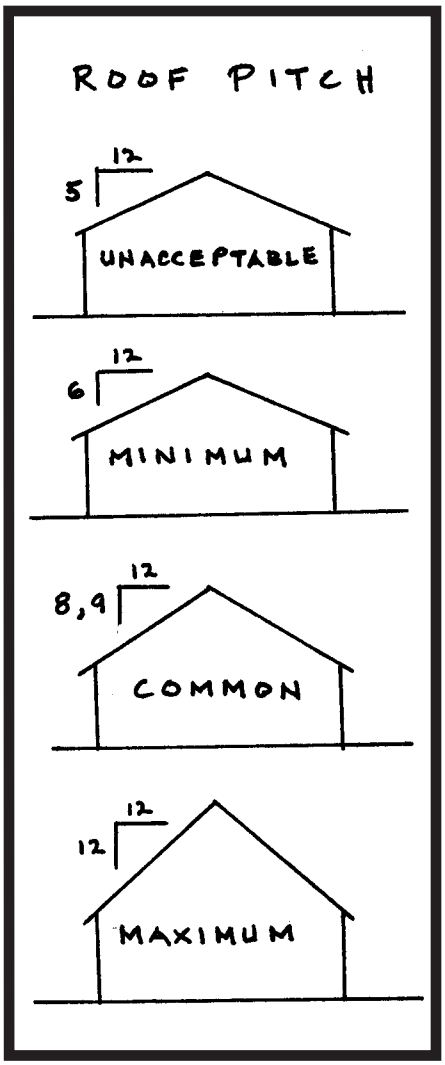


Figure 11

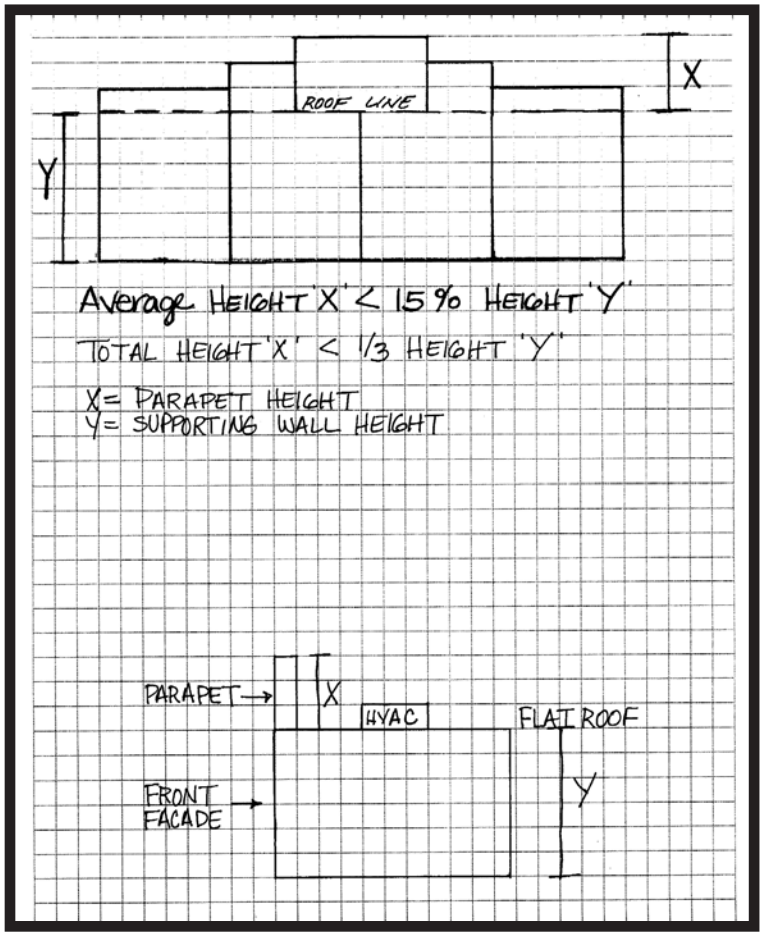


Figure 12

(6) Ridge or parapet wall lines shall vary in height by two feet or more on each building module of sixty feet or more in width.

(7) Projects with multiple buildings shall have roofs of similar styles and pitches, though variation in height and orientation is encouraged to add visual interest.

(8) Drive-through areas or separate ancillary structures, such as carwashes, cashier booths, canopies over gas pumps, etc. shall have roof styles, pitches, architectural detail, design elements, and treatments consistent with the main structure.

Photo 32

(9) The appearance of flat canopies, such as those associated with convenience stores having gasoline sales, is prohibited. Freestanding canopies shall have roof lines similar in pitch and design to the main building to create a design association with the building itself. The minimum canopy pitch shall be four in twelve. A strong impression of three-dimensional roofs and supporting columns must be incorporated into the design. The supporting structure should be of sufficient visual heft to appear to support the canopy. (See Photo 32.)

(10) Roofs and their components shall appear to be a functional design element rather than a false facade or add-on element. For example, fake dormers or cupolas generally appear as “tacked on” and are discouraged.

(11) HVAC, mechanical equipment or other rooftop installations shall be completely screened from view.

(12) Roll roofing, built-up roofs, plastic and fiberglass tiles should not be used on the visible surfaces of roofs. Low-grade asphalt shingles are only appropriate for residential buildings. Architectural grade asphalt shingles can be used to good effect.

Appropriate use of traditional agricultural roofing forms.

Photo 33

Section 9. Materials.

(a) Generally. Building facade materials are second only to massing and roof form in conveying a building's architectural tone. They contribute to the perception of a building's overall scale and texture. Durable, high quality materials which are applied with good workmanship enable a building to convey a message of longevity and continuity of place. They also show a concern for the quality of the patrons' experience. Individual elements of a known size allow the observer to understand the total size and scale of the structure. The texture of the surface, together with its color, will affect its visual weight, scale and light reflective qualities. The wood shingled and clapboard exteriors of Worcester County's older buildings communicate their link to local resources and recall an earlier day. These materials either in their authentic or duplicated form help buildings mesh with local architectural tradition.

(b) Design standards.

(1) Materials shall be high quality, applied with good workmanship and should follow the tradition of using locally available products.

(2) Materials shall generally be of similar size, shape, texture and color as those of neighboring buildings.

(3) Appropriate materials for exterior walls and trim shall cover at least seventy-five percent of the surface area (excluding windows, doors, etc.) and shall include the following:

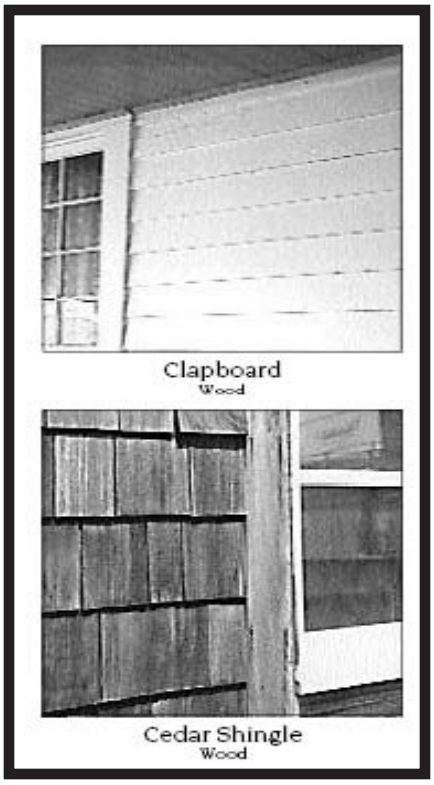
A. Wood and hardy plank clapboard or shingles.

B. Brick.

C. Tinted and textured concrete masonry units.

D. Vinyl and metal siding replicating the look of wood.

E. Detailed stucco and Exterior Insulation and Finish System (EIFS) 6.



Photos 34 and 35

(4) Exterior wall or trim materials shall not include the following:

A. Smooth faced concrete block.

B. Tilt up concrete panels.

C. Prefabricated steel panels.

D. Reflective or tinted glass, metallic or stone wall panels.

E. Veneer systems of simulated heavily textured stucco, brick or stone.

F. Stone.

G. Undetailed Exterior Insulation and Finish System (EIFS).

(5) Similar exterior wall materials and trim, along with window and door styles, shall be used to establish the building style and to visually link buildings together, particularly in projects with multiple buildings.

(6) If exposed, concrete or block foundations shall be painted in a neutral color and not have an exposure of more than ten inches. Brick facing is preferred and such foundations may have a greater exposure. Additionally, greater exposure may be permitted where it is hidden by landscaping or appropriate wall materials.

Section 10. Facades.

(a) Generally. Properly scaled, balanced and proportioned building exteriors shall include adequate variation and detailing to add to the vicinity's architectural context while not clashing with those of neighboring structures. This will reduce the building's apparent massiveness and monotony. (See Figure 13.)

(1) Building elevations must reflect the character of the surrounding architecture and neighborhood and incorporate design elements to further enhance community character.

(2) Linear "strip" development is strongly discouraged. If utilized it must incorporate variation in building height, building mass, roof forms and changes in wall planes in the architectural design to mitigate the linear effect. In some instances a physical separation of one building into two or more buildings may be required.

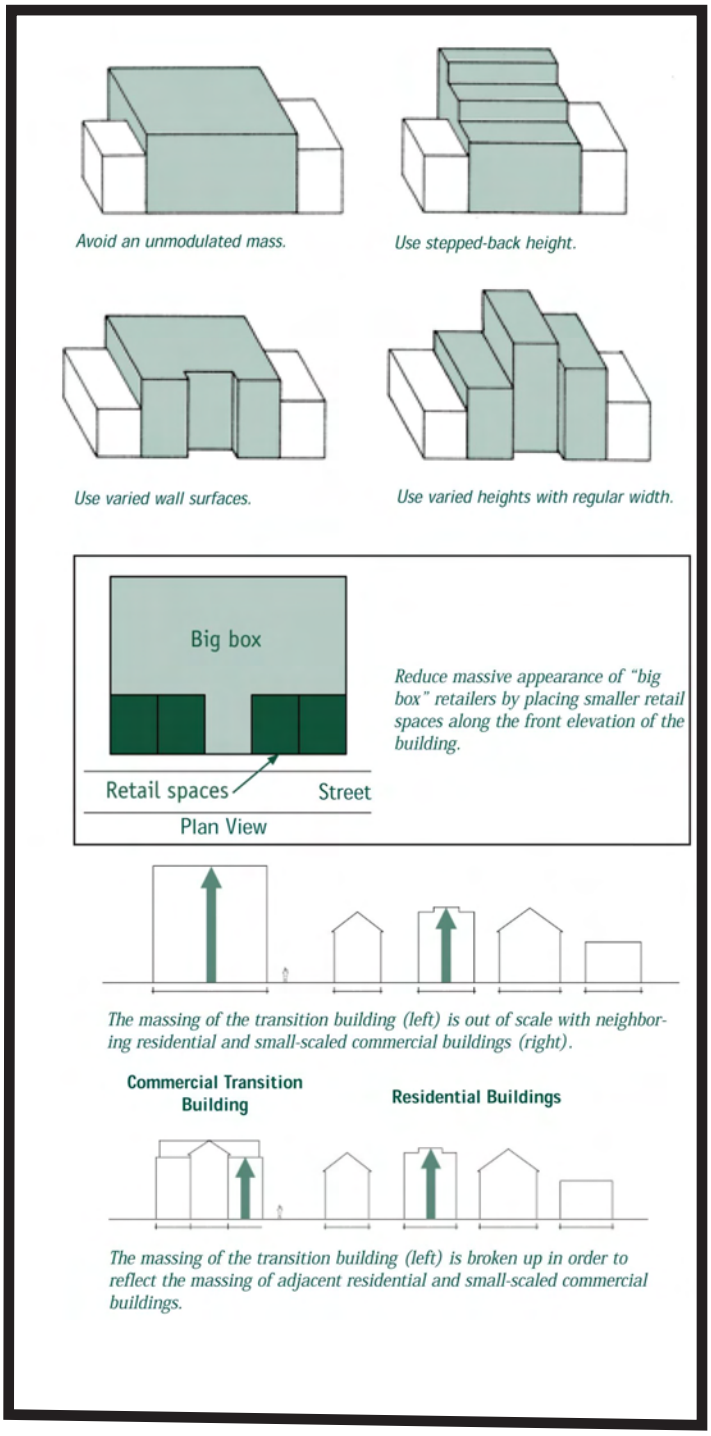


Figure 13

(3) Symmetry shall be used to attain visual balance in the building's composition by creating order within the elements of that composition. Groups of elements are read visually by their rooflines. Under each roofline, a composition is formed which is visually enhanced when symmetry is achieved. (See Figures 17 and 18.)

(4) Proportion refers to the relationship of the two elements of a ratio, for example, height to width. In architecture this can refer to the overall building mass as well as to door and window openings within it. Because vertical proportions in architecture relate to the human body, architectural features can be used to organize the perceived mass of larger buildings. Features such as columns, piers, rooflines, and patterns on a building's exterior walls can divide and create vertical orientation on a large surface. Once these proportions have been established windows and doors should reinforce the vertical orientation of the composition. (See Figure 19.)

(5) The regular or harmonious recurrence of lines, shapes, forms and details in architecture is known as rhythm. It incorporates repetition and spacing as a fundamental device to create visual organization. The result can liven up a surface that is too bland, measure a surface that is too long, and create visual unity over the building's facade. Architectural elements chosen to repeat on a facade, whether a massing form or a detail element, should represent a primary characteristic of the building's identity. (See Figure 20.)

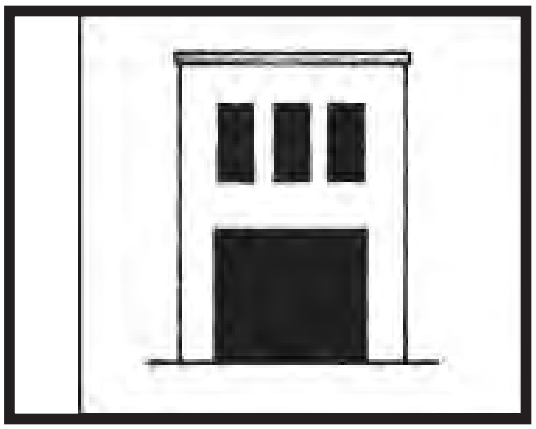
(6) The relationship of solids (walls) to voids (openings) as well as the number and size of openings in a wall has an effect on how well a building relates to the user. Besides allowing light and ventilation, windows can provide appropriate design character. (See Photo 36 and Figures 14 through 16.)

The Atlantic Hotel - An example of traditional fenestration and the solids-to-voids relationship.

Photo 36

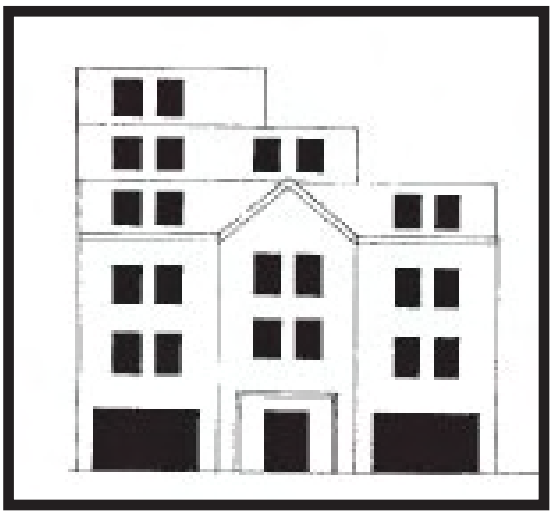
There is a higher ratio of wall to window openings in residential buildings.

Figure 14



Pattern of solids and voids for mixed use commercial buildings usually includes large voids on first floor with small openings above.

Figure 15



Multistory mixed-use or office buildings can use a variety of window types and patterns to break up building mass.

Figure 16

(7) Windows and doors are indicative of how public or private the building's interior uses are intended to be. Commercial and mixed-use buildings facades should provide a high level of transparency at the street and sidewalk in order to visually connect activities within and outside of the building. (See Photo 37.)

Transparency at the sidewalk level connects interior and exterior spaces.

Photo 37

(8) Facades should demonstrate articulation by being organized into three major components which mimic the human body: the base, body and cap. These elements relate architecture to the human body with the visual analogy of feet, torso and head. The feet provide stability, the torso provides height and bulk, and the head provides identity. The base is that portion at ground level, where the building makes contact with the earth. The body is the upper architecture, forming the majority of the structure. The cap is the parapet, entablature or roofline, where the building meets the sky. While they may be present in varying proportions and achieved using a wide variety of techniques, these components should be clearly identifiable. (See Photo 38.)

The body of the structure supports the cap.

Photo 38

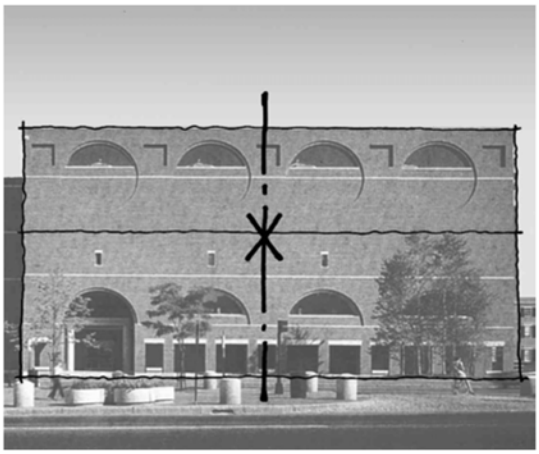
(b) Design standards.

(1) Public facades.

A. Elements within each segment of the facade shall be symmetrical. Facade elements and openings shall be repeated in the same positions on either side of an imaginary central vertical line of that segment. Minor variations to a symmetrical condition can be absorbed while maintaining an overall sense of the balance. (See Figures 17 and 18.)

Multiple symmetrical segments defined by roof heights.

Figure 17



Facade openings balanced at the centerline; Note offset entry.

Figure 18

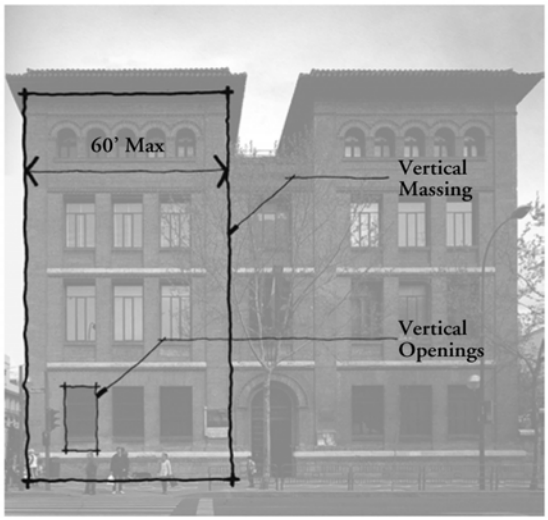


Figure 19

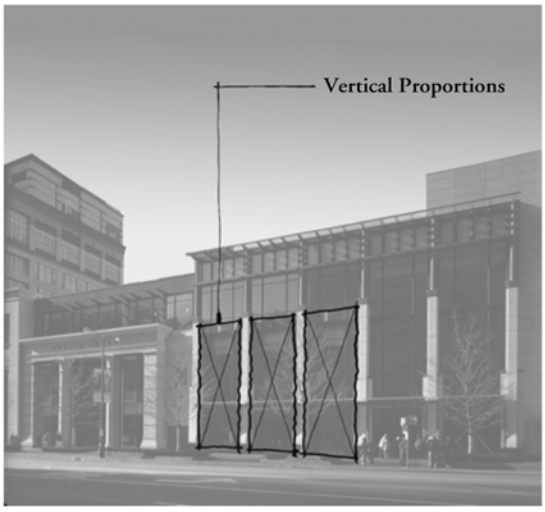


Figure 20

B. No uninterrupted width of any facade shall exceed sixty horizontal feet. (See Figures 19 and 21.)

C. Facades greater than sixty feet in width shall be provided with wall plane projections or recesses that (See Figure 21.):

1. Have a depth of at least two feet or three percent of the facade width, whichever is greater; and

2. Extend at least twelve feet or twenty percent of the facade width, whichever is greater.

D. Buildings over two hundred feet long shall either be physically separated or visually broken into major modules so that no one module is greater than two hundred feet in length. If physically connected, the building shall include a major change in facade plane of at least ten feet in depth with a roofline change or other visual elements to give the impression of a second building. Each major module shall then be treated as a separate facade and shall comply with C above. (See Figure 22 and Photos 39 and 40.)

Changes in roof lines and facade planes give the impression of multiple buildings.

Photo 39

Photo 40

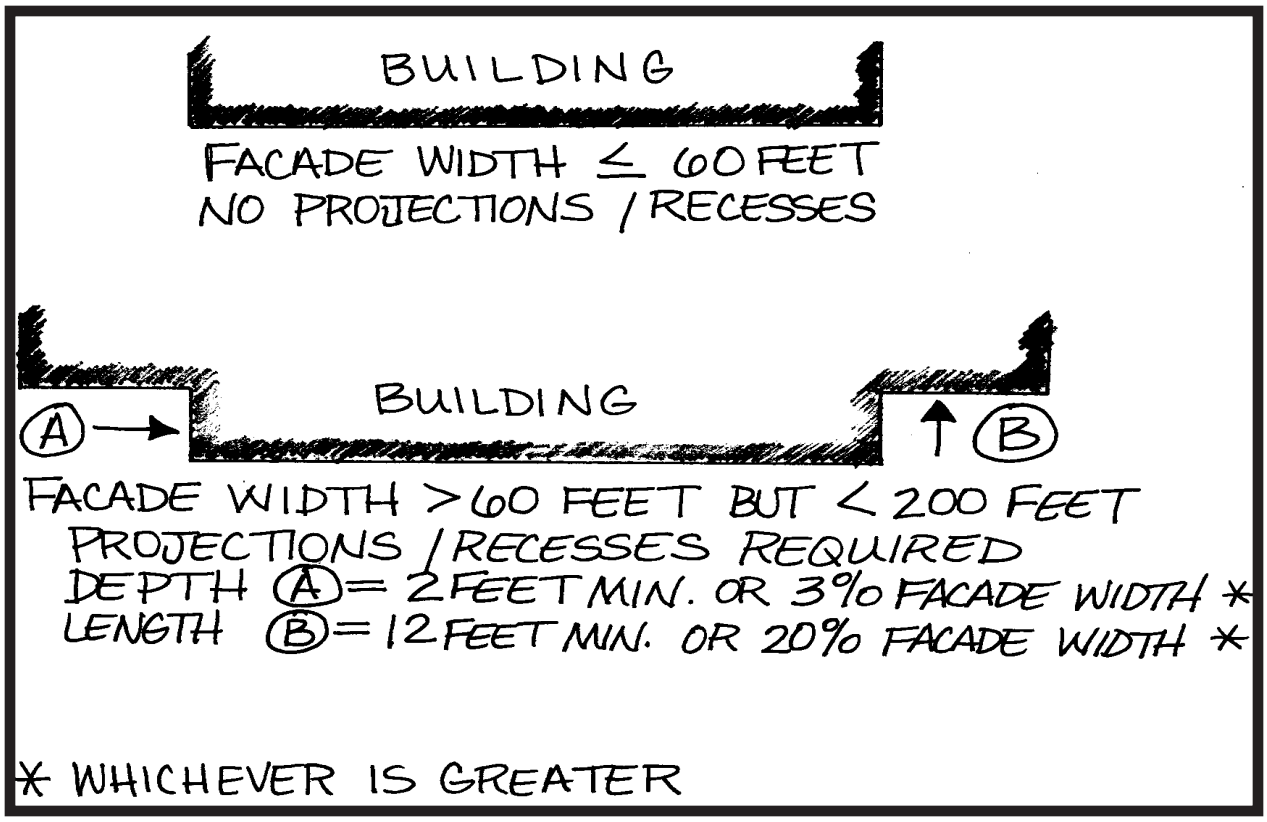


Figure 21

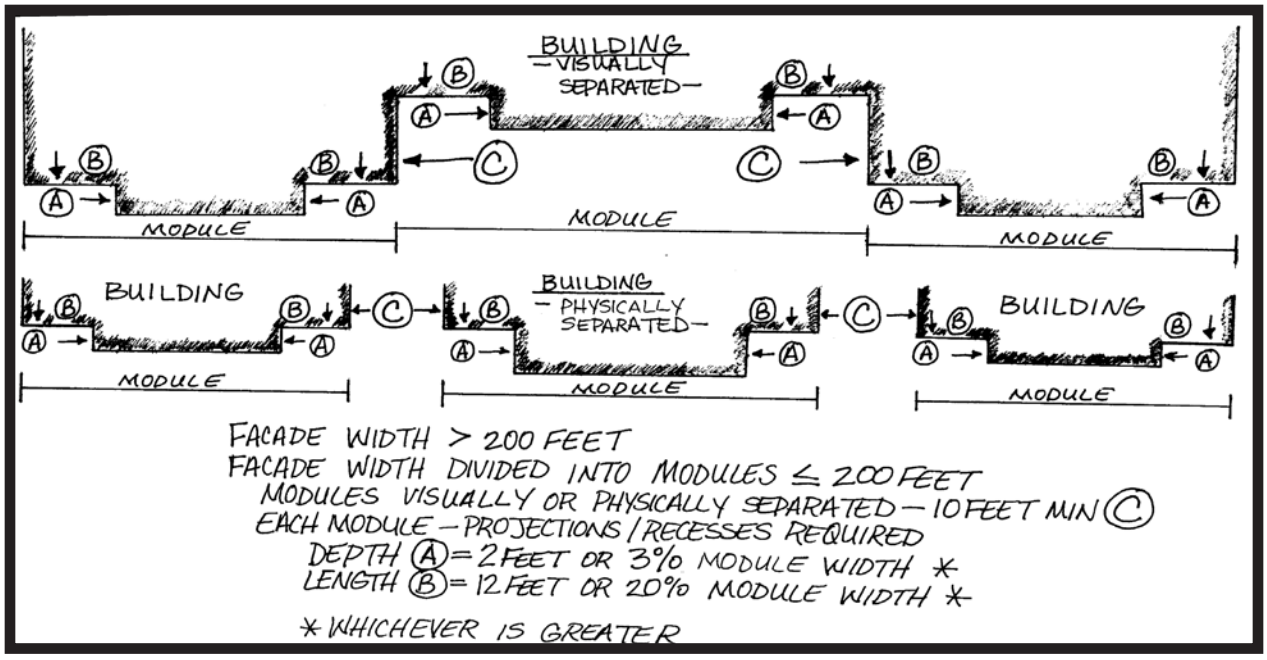


Figure 22

E. Facades shall include at least two continuous details of twelve inches or less in height within the first ten feet of the building wall, measured vertically at street or sidewalk level. (See Figures 23 and 24.)

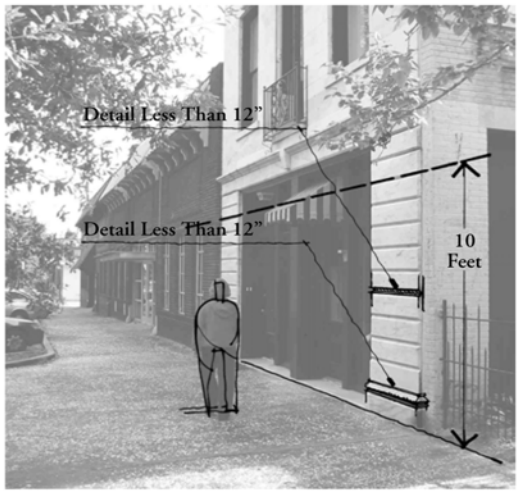


Figure 23

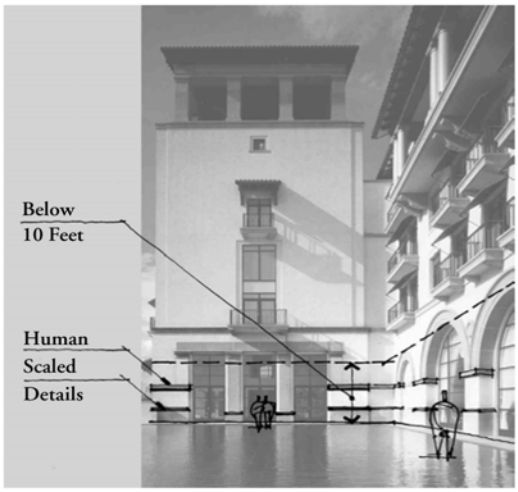


Figure 24

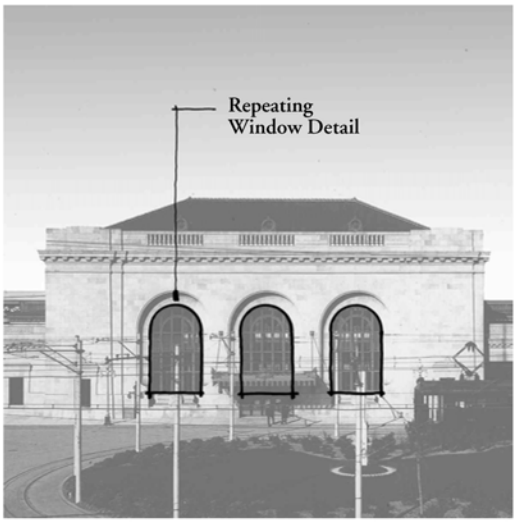


Figure 25

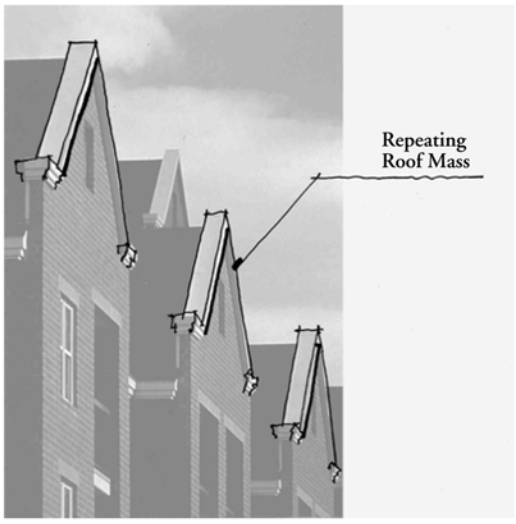


Figure 26

F. A minimum of one significant detail or massing component shall be repeated at least three times along each facade. The scale of the chosen element should relate to the scale of the structure. (See Figures 25 and 26.)

G. Use a regular pattern of solids and voids. While each floor need not have the same pattern, the overall pattern should be harmonious so that all floors seem part of the whole. Use a proportion of openings (vertical or horizontal) that generally is consistent throughout a development. (See Figure 27.)

H. Facades shall incorporate transparent features such as windows and doors over a minimum percentage of the surface area of facades as follows (See Figure 28.):

1. Retail uses: Minimum of fifty percent of the surface area at ground level (calculated within the first fifteen feet of the building wall, measured vertically at the street or sidewalk level).

2. Office and other commercial uses: Minimum of thirty-five percent of the surface area at ground level (calculated within the first fifteen feet of the building wall, measured vertically at the street or sidewalk level).

3. Any commercial use over twenty-five thousand square feet: Minimum of twenty-five percent of the surface area at ground level (calculated within the first fifteen feet of the building wall, measured vertically at the street or sidewalk level).

4. For surface area of the building wall beyond fifteen feet (measured vertically at the street or sidewalk level) of all uses: Minimum of twenty percent of the surface.

Figure 27

Figure 28

5. Window area should not exceed forty percent of a facade's total area.

I. All ground level windows should provide direct views to the building's interior or to a lit display area extending a minimum of three feet behind the window. Ground level windows shall extend above a base that is at least twenty-four inches in height.

J. The building facade shall have a clearly identifiable base, body and cap with horizontal elements separating these components. The component described as the body shall constitute a minimum of fifty percent of the total building height. (See Figures 29 and 30.)

Figure 29

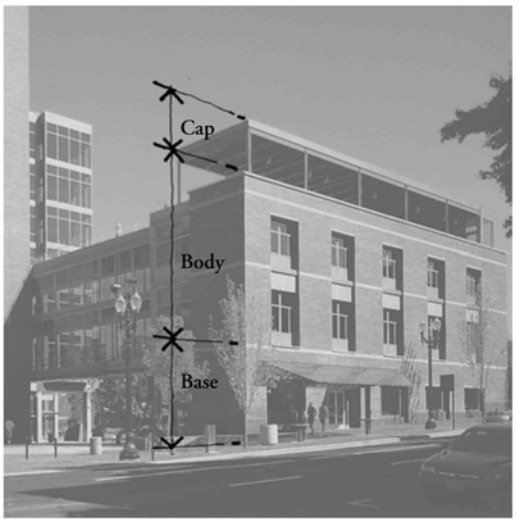


Figure 20

K. Exterior materials that are generally featureless such as stucco or panels are inappropriate. Detailing shall be used to mitigate the monotony of such materials.

L. Buildings styled in the town center tradition shall include regularly spaced windows in the upper portion of the facade.

M. Each building floor shall be expressed on the facade by trim bands or masonry courses to define floor lines and thus help define human scale.

N. Facade elements that appear to be building supports shall be sized and located to reflect this apparent role. Columns, pilasters, beams and other seemingly structural features shall have sufficient visual heft to be authentic in appearance. (See Figures 31 and 32.)

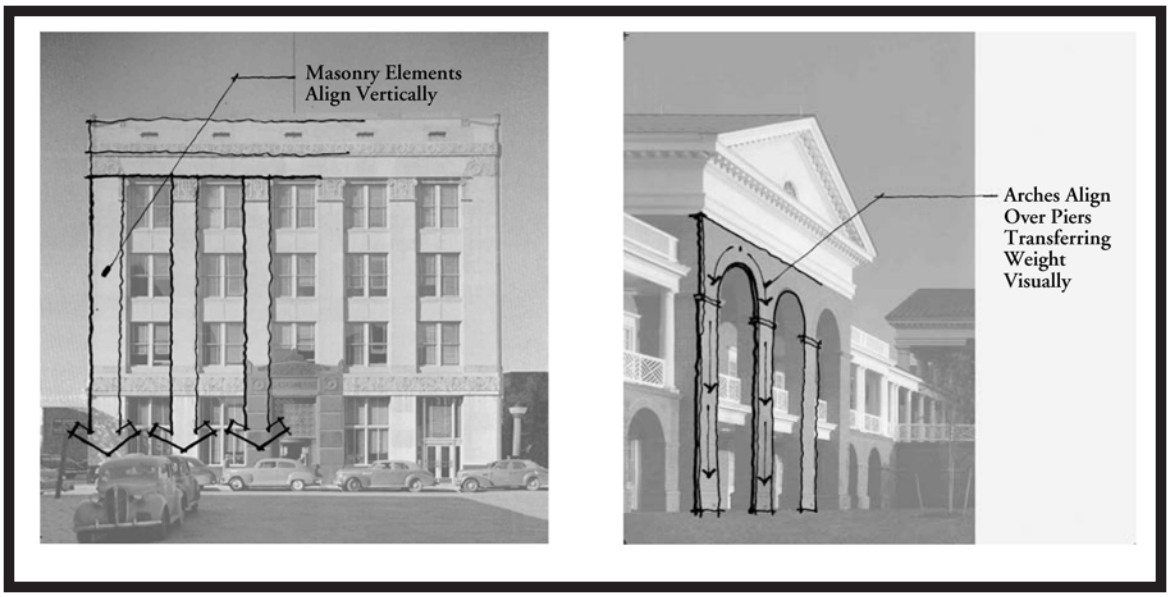


Figure 31 *Figure 32*

O. Vending machines, newspaper machines and other similar items shall be located within enclosed buildings or buffered from view by landscaping or other means. Additionally, they shall not reduce the unobstructed walkway to less than five feet.

P. If customer shopping carts are to be stored outdoors and be visible from the public or private road right-of-way, their storage areas shall be screened to a minimum of four feet in height by means of a solid enclosure or other screening which is compatible with the color, materials and design of the facade wall.

(2) Side and rear facades. Side and rear facades may or may not qualify as public facades but often present an unattractive view of blank walls, loading and storage areas, HVAC units, garbage bins, and other utility spaces. Architectural and landscaping features shall mitigate these impacts. When visible to the public or to adjoining properties the side and rear elevations of buildings shall generally exhibit a similar level of design as the public facade, with the same architectural style, use of materials and details. The number and prominence of elements may be downplayed but their overall composition shall be easily recognizable as a subset of the front facade. (See Photo 41.)

A. Any building facade located less than one hundred feet from a property line shall be considered a public facade and shall comply with the requirements of subsection (1) above for public facades.

B. Materials used on front facades, if not used for the entire building, shall return along side facades a minimum distance based on visibility as determined by the Planning Commission.

C. All mechanical or utility equipment and other utility areas placed along any facade, including those at the side or rear of a structure, shall be screened from view with materials in keeping with the facade or landscaping and shall not impede vehicular or pedestrian traffic.

D. If required parking is to be provided along the side or rear facades, pedestrian walkways, entry features, exterior lighting and landscaping shall be provided in accordance with all such requirements herein contained in order to be receptive, safe and pleasing to the public and employees.

E. Where the rear facade of any building faces adjacent residential uses or zoning or a public right-of-way, landscaping which functions as a visual screen in accordance with the landscaping requirements of the *Zoning and Subdivision Control Article* shall be provided. The visual screen may include an earthen berm of no more than three feet in height.

Rear facades don't have to be unattractive.

Photo 41

(3) Franchise architecture. Structures shall be designed and landscaped in such a manner as to make them integrated and compatible with the architectural theme of the development and the character of Worcester County by modification of scale, form and design elements. Franchise architecture, which maintains a duplicated design regardless of its location, shall be modified to comply with these standards. This type of architecture commonly uses the building as signage. Building elements shall not function as signage. This is inappropriate to maintaining

Worcester County's local character and architectural traditions. Incorporation of franchise or business design elements unique or symbolic of a particular business must be unobtrusive and secondary to the overall architectural design. All franchise logos and signage are required to be integrated into the architectural detailing of the building and into monument signage when proposed in such locations. (See Photo 42.)

Integrated signage and traditional architecture enhance commercial structures, even franchises.

Photo 42

Section 11. Entries.

(a) Generally. Entries should be clearly defined as the point of building access and provide a visual transition from exterior to interior spaces. They should also help define the building character. (See Photos 43 through 47.)

(b) Design standards.

(1) Each principal building shall have clearly defined, readily visible customer entrances with at least three of the following features:

A. Canopy or portico.

B. Overhang.

C. Recess or projection.

D. Arcade.

E. Raised corniced parapet over the entry door.

F. Peaked roof.

G. Arch.

Photo 43

Photo 44

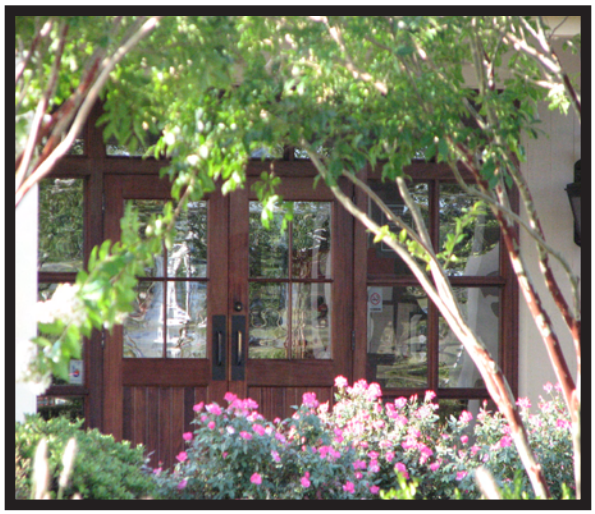


Photo 45

Photo 46

Photo 47

H. Outdoor patio.

I. Display window.

J. Architectural detail such as color changes, siding variations, tile work, or defining moldings which are integrated into the building structure and design.

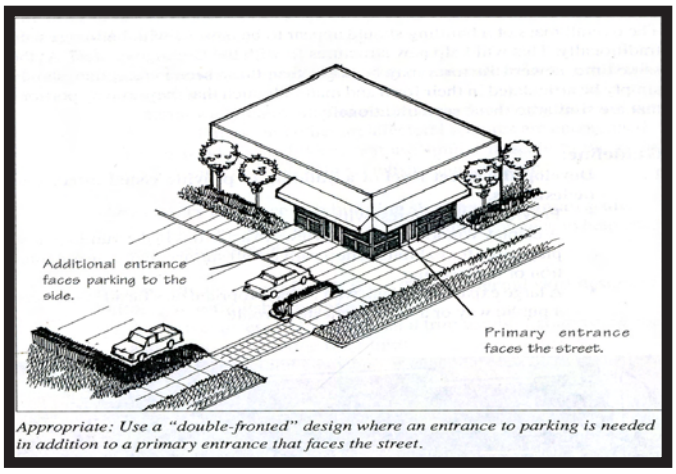
K. Planter or wall of reduced height that incorporates or frames landscaped areas and/or places for sitting.

(2) Where additional commercial uses will be located in the principal building and occupy two thousand five hundred square feet of gross floor area or more, each such commercial use shall have at least one exterior customer entrance conforming to the above requirements.

(3) For commercial buildings of fifty thousand square feet of gross floor area or more, whether a single or multi-unit structure, at least two facades shall have customer entries. The two required facades shall be those planned to have the highest level of public pedestrian activity and one of the facades shall directly face the primary road frontage with pedestrian access. The other of the two facades may face a second road with pedestrian access and/or a main parking lot area. All entries shall meet the requirements of this section. Movie theaters are exempt from this requirement. (See Figure 33.)

(4) Any facade fronting equired parking shall have an entry meeting the standards of this section.

(5) Building entries shall be located at the sidewalk edge wherever possible and particularly when the style of the structure is in the town center tradition.



Appropriate: Use a "double-fronted" design where an entrance to parking is needed in addition to a primary entrance that faces the street.

Figure 33

Section 12. Color.

(a) Generally. Color can bring life to a design. The hue, tone and intensity of color will affect design quality so care in their selection is therefore necessary. Worcester County's architectural traditions rely on basic colors which take their cue from their surroundings. These include white, brick red, gray, green, black and hues of other primary colors.

(b) Design standards.

(1) Color schemes shall be simple and incorporate related colors of complimentary hues and shades. They shall include a maximum of two primary colors (those base colors chosen to dominate a color scheme), with a maximum of two secondary colors (contrasting colors used to emphasize architectural elements). Wall, roof, and major and minor accent colors should be sufficient.

(2) While each building within a complex does not have to be of the same base primary color, it shall be of a color that is compatible with other selected colors on the site.

(3) Facade colors shall be nonreflective, subtle, neutral or earth tones. The use of high intensity, metallic or fluorescent colors is prohibited.

(4) Building trim and accent areas may feature brighter colors. Neon tubing shall not be an acceptable feature for building trim or accent areas unless it is used as an artful design accent. (See Photo 48.)

Trim colors accent building features, bringing them to life.

Photo 48

Section 13. Details.

(a) Generally. Buildings should have architectural features and patterns that provide visual interest, are scaled to the pedestrian, break massing into visually manageable units, and reinforce the local architectural character. Facade elements should be used to reinforce the design's theme. Facade elements and detail features should appear authentic and not "pasted on" without an apparent relationship to function. (See Photo 49.)

Architectural details and traditional lighting fixtures enhance a building's appeal.

Photo 49

(b) Design standards.

(1) Building facades must include a repeating pattern that shall include at least three of the elements listed below. At least one of these elements shall repeat horizontally. All elements shall repeat at least every thirty feet, either horizontally or vertically. (See Photo 50.)

A. Color change.

B. Texture change.

C. Material change.

D. An architectural or structural bay with a change in plane of at least twelve inches in width, such as an offset, reveal or pilaster.

Facade wall plane changes, fenestration, and repeating details give human scale.

Photo 50

(2) Walls in public view shall incorporate fenestration. Windows shall be individually recognizable units in scale with the structure. They are very effective for visual interest and add a sense of scale. Window area should not exceed forty percent of a facade's area. Curtain walls and other floor to ceiling windows or, conversely, undersized windows distort scale and shall not be used. Windows should be rectangular with the longest dimension in the height. (See Photo 50.)

(3) Doors shall be of similar style to the windows (materials, color and detailing). They shall be used to provide visual interest as well as access. As with windows, doors with monolithic glass units shall be avoided.

(4) It is desirable for designs to vary somewhat from neighboring buildings to create interest. When structures of similar scale locate next door to each other, they should strive to create an individual design statement within the confines of these design guidelines and standards. As a benchmark for compatibility, designs should strive to be similar with the majority of the attributes of properties within three properties on each side.

Details make the difference.

Photo 51

Section 14. Signs.

(a) Generally. Signs attract attention and provide information. Done well, they effectively serve this purpose. If overdone in terms of size, number, color, brightness and wording, they become garish visual clutter. Simplicity is most effective. The industry rule-of-thumb sets a maximum of ten syllables and/or symbols per sign as the maximum readability limit. The design standards for signs cited below shall be applicable only to projects located along arterial or major collector highways as defined by § ZS 1-326 of the *Zoning and Subdivision Control Article* or service roads located adjacent thereto.

(b) Design standards.

(1) Notwithstanding the provisions of the sign regulations of the *Zoning and Subdivision Control Article*, these stipulations on sign area may not be increased or altered by the Board of Zoning Appeals.

(2) Sign area includes the copy and trim area.

(3) Messages on signs shall have ten or less syllables or symbols per sign.

(4) Sign materials and finishes shall be compatible with the principal building design. The predominate sign material shall be architectural or split-faced block, brick, glass or wood. Other materials with a wood appearance are acceptable.

(5) All new and replacement freestanding signs shall be monument signs, except as herein provided.

A. Notwithstanding the provisions of the sign regulations of the *Zoning and Subdivision Control Article*, monument signs for individual establishments shall not exceed a total of seventy-five square feet in area. (See Figure 34.)

B. Monument signs serving two or more individual establishments shall not exceed one hundred square feet when only one freestanding sign is permitted adjacent to the same road right-of-way. (see Figure 34.)

C. Monument signs shall be a maximum of seven feet in height, including the base and face area. Where the new development grade is below the road centerline, the sign area may be bermed to the centerline grade.

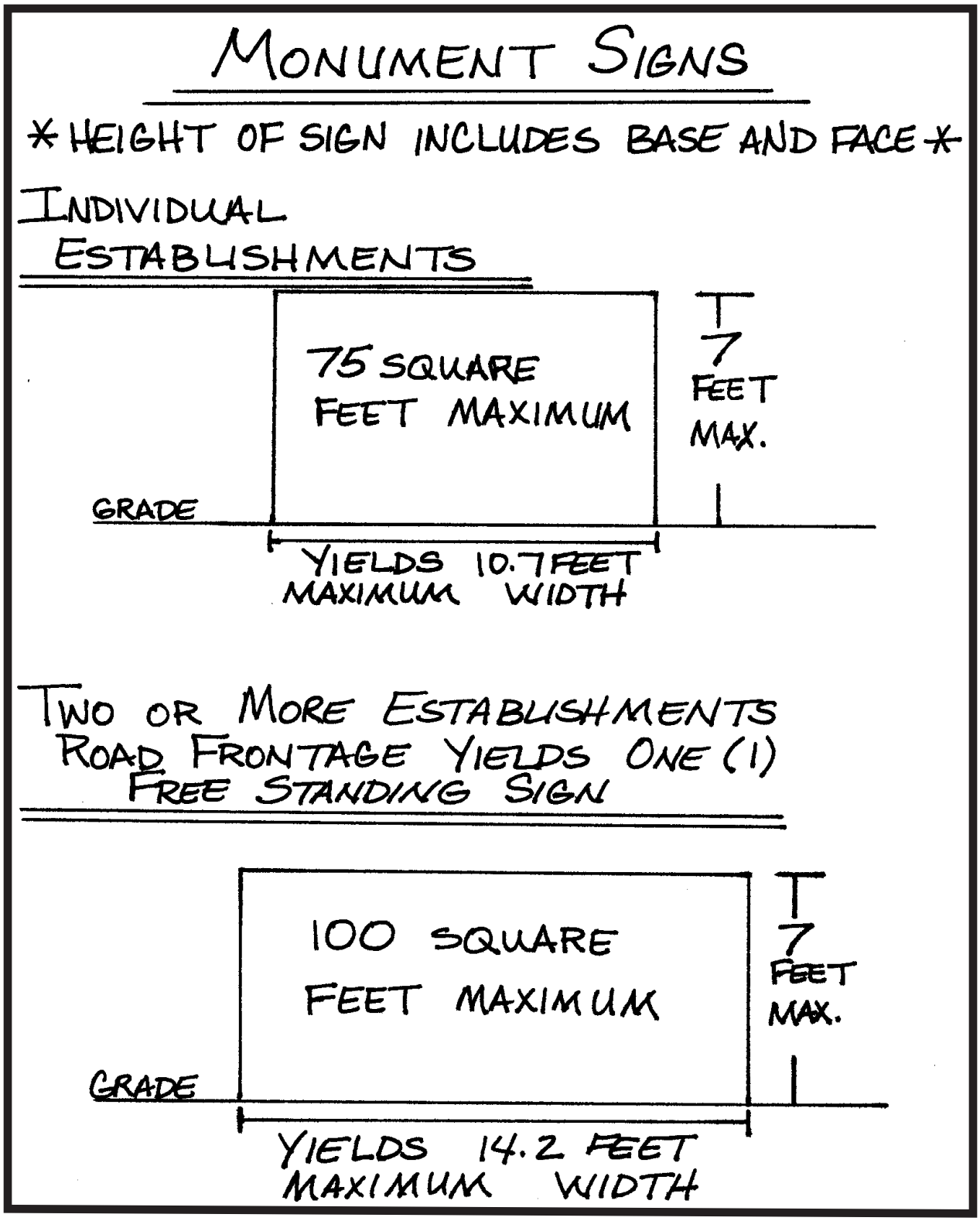

MONUMENT SIGNS
* HEIGHT OF SIGN INCLUDES BASE AND FACE *
INDIVIDUAL ESTABLISHMENTS
75 SQUARE FEET MAXIMUM
7 FEET MAX.
GRADE
YIELDS 10.7 FEET MAXIMUM WIDTH
TWO OR MORE ESTABLISHMENTS ROAD FRONTAGE YIELDS ONE (1) FREE STANDING SIGN
100 SQUARE FEET MAXIMUM
7 FEET MAX.
GRADE
YIELDS 14.2 FEET MAXIMUM WIDTH

Figure 34

(6) In developments containing three or more commercial or industrial establishments, where two freestanding signs are permitted adjacent to the same road right-of-way, the permitted copy area of both signs shall be combined and utilized on a single freestanding monument sign on that road frontage. Notwithstanding the provisions of the sign regulations of the *Zoning and Subdivision Control Article*, such monument signs shall not exceed one hundred fifty square feet. The combined sign shall be a maximum of nine feet in height if in a horizontal orientation where the width of the sign exceeds its height. Multi-user signs may be of a vertical orientation, where the height exceeds the width by a ratio of not less than two to one. Such signs may be a maximum of fourteen feet in height. Shared signs shall be located at the common access point regardless of whether the affected businesses are on one or more lots. Except as provided in the sign regulations regarding temporary freestanding signs, no other individual freestanding signs shall be permitted along this frontage. (See Figure 35 and Photos 52 and 53.)

Overstuffed Sign

Figure 52

Figure 53

Multi-user monument signs

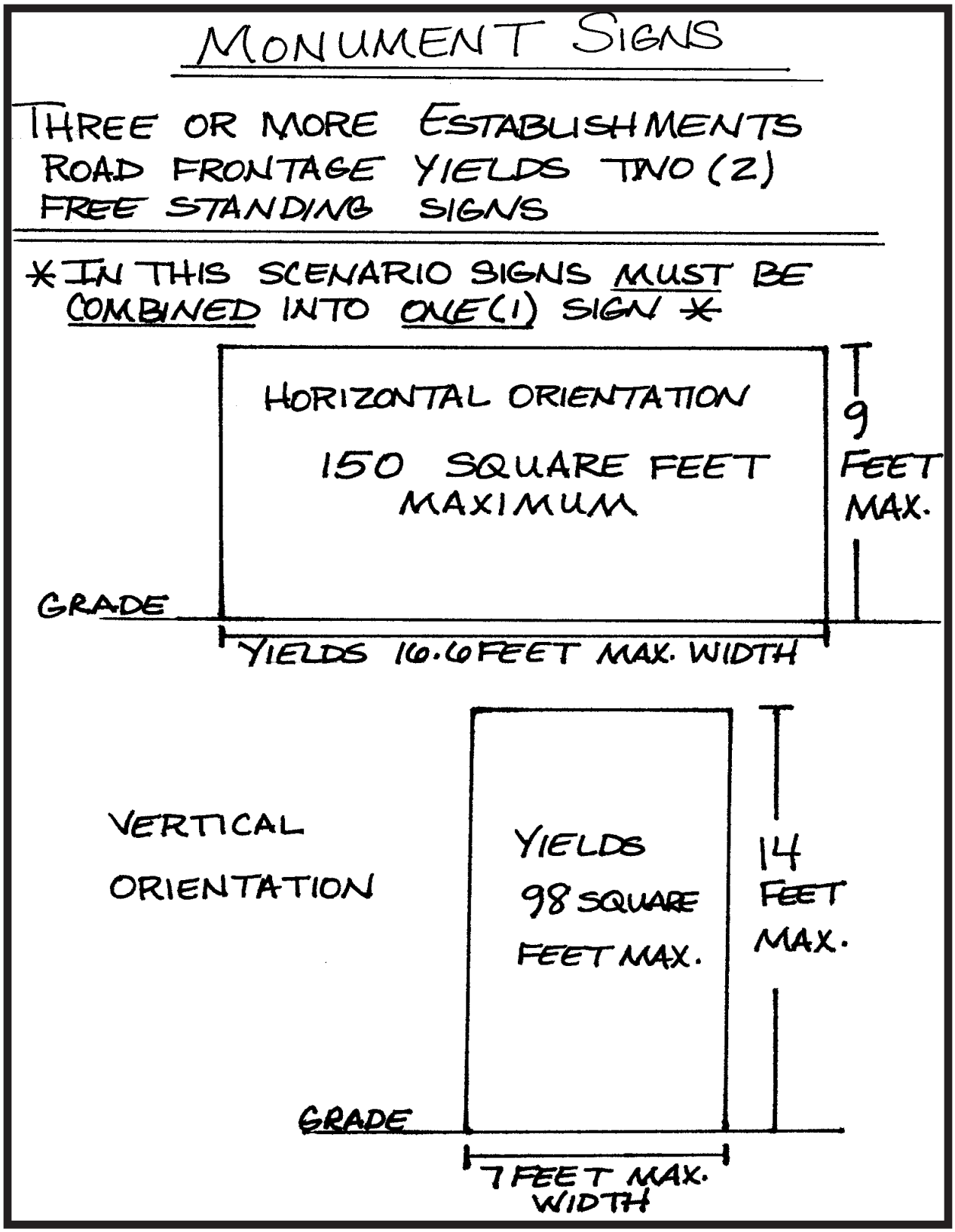

MONUMENT SIGNS
THREE OR MORE ESTABLISHMENTS ROAD FRONTAGE YIELDS TWO (2) FREE STANDING SIGNS
*IN THIS SCENARIO SIGNS MUST BE COMBINED INTO ONE(1) SIGN *
HORIZONTAL ORIENTATION
150 SQUARE FEET MAXIMUM
9 FEET MAX.
GRADE
YIELDS 16.6 FEET MAX. WIDTH
VERTICAL ORIENTATION
YIELDS 98 SQUARE FEET MAX.
14 FEET MAX.
GRADE
7 FEET MAX. WIDTH

Figure 35

Bigger is not always better. As shown by this monument sign, sometimes less is more.

Photo 54

(7) Signs shall be located outside access points' clear sight triangle.

(8) Building signs shall be integrated into the building design without interfering with architectural elements. Signs shall not cover windows, doors or other architectural elements. (See Photo 55.)

Simple signage informs while adding appeal.

Photo 55

(9) Hanging signs perpendicular to the building along sidewalks are encouraged. If these signs are less than four square feet, they are not counted toward the total permitted sign square footage. (See Photos 56 and 57.)

Photo 56

Photo 57

Hanging signs beneath awnings.

(10) Multiple building complex signs, such as for a shopping center, office complex or similar commercial cluster, shall be consistent in their design in terms of style, color, size and dimensions.

(11) Signs shall be lit either from the ground or back lit. Freestanding signs may be internally lit. However, no sign lighting shall cause pollution of the night sky. Where lit from the ground, no lighting fixture shall project light at an angle greater than forty-five degrees above the horizontal except as specifically approved by the Technical Review Committee or Planning Commission after consideration of the angle, the separation between the fixture and the sign, and the strength of the light source.

Section 15. Parking.

(a) Generally. Good parking lots can contribute to a well designed streetscape by minimizing the visual impact while also providing safe and convenient access. To the maximum extent feasible parking lots should be obscured from adjacent roads and properties. They should also be designed to lessen environmental impacts by reducing impervious surfaces and incorporating stormwater best management practices. Parking's relationship to the site's building is also important. The parking areas should be distributed around large buildings to shorten walking distances and reinforce the project's architecture through landscaping and other site improvements. Buildings will be located closer to the street so the scale of the complex is reduced, pedestrian traffic is encouraged and architectural details are more visible.

(b) Design standards.

(1) For parking areas with one hundred or more required parking spaces, parking supply should not exceed parking required by more than five percent.

(2) Parking should be located to the rear or sides of buildings. (See Figure 36.)

(3) The internal vehicular and pedestrian circulation within a development involving multiple buildings or lots must interconnect within the sites and to external pathways in an obvious and consistent manner.

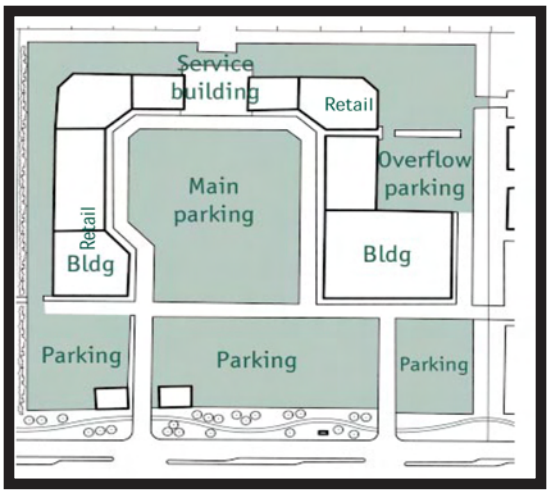
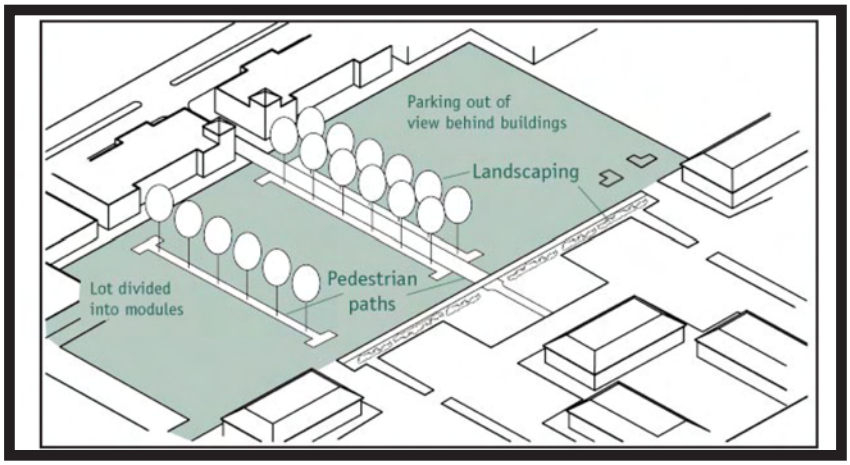


Figure 36



Break large parking areas into modules using pedestrian paths, topography, and landscaping.

Figure 37

(4) Vehicular circulation must have a clear and carefully planned hierarchy and comply with the following:

A. Access points to public or private rights-of-way must be limited in number and location as stipulated in the *Zoning and Subdivision Control Article*.

B. Parking along major driveways and access routes shall be prohibited, except in projects designed in the town center tradition.

C. The design must incorporate a generous area for vehicle stacking along driveways where they intersect with public streets.

D. Access points and driveways shall line up across from other access points or driveways.

E. Adequate separation between access points must be provided for safe and convenient internal circulation.

(5) Access points and driveways must be planned and shared between properties and access easements must be noted on the site plan. (See Figure 38.)

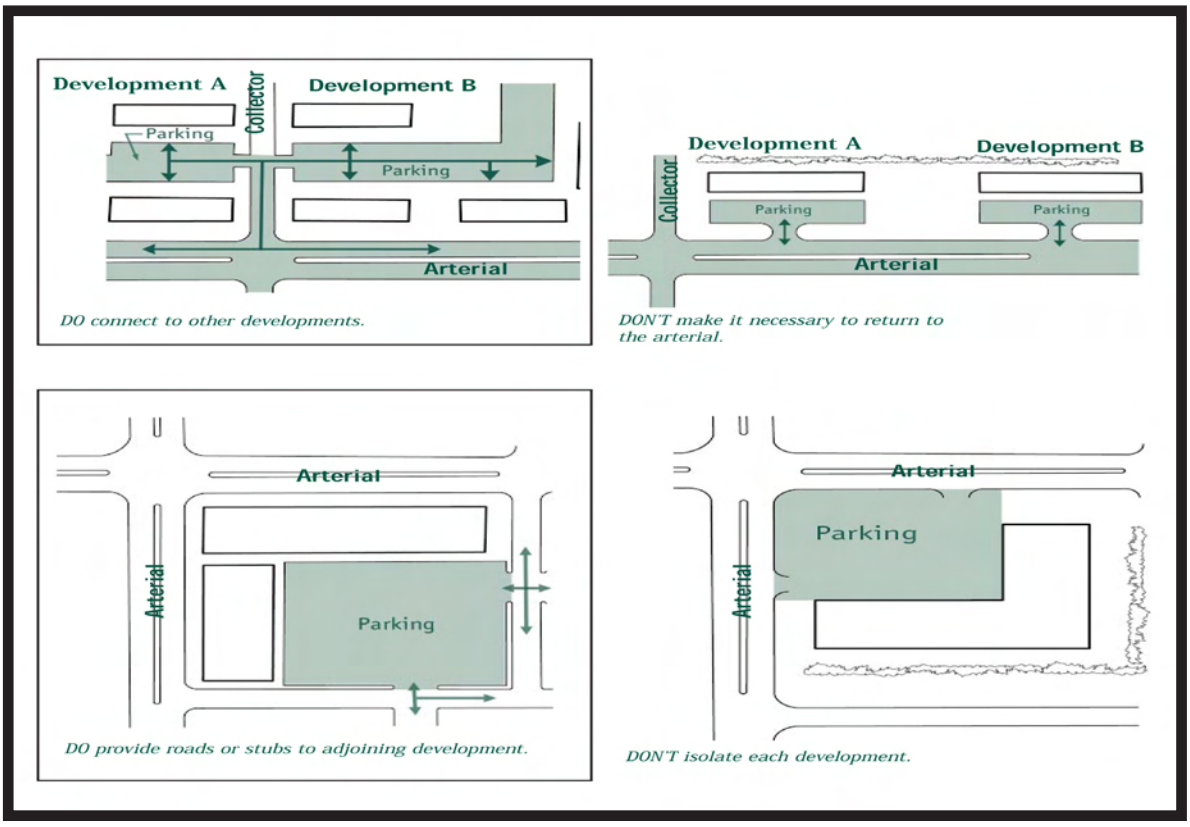


Figure 38

(6) No more than fifty percent of the off-street parking area for the lot, tract or area of land devoted to a commercial structure of forty thousand square feet or more shall be located in the area between the abutting streets and a line drawn along the front facade to the side property lines of the structure located closest to the public road and extending to the side property lines.

(7) Surface parking lots with one hundred or more parking spaces shall be visually and functionally segmented into smaller lots. The largest segment of any parking lot shall contain one hundred or fewer spaces and all segments should be approximately equally divided. Each segment shall provide for appropriate pedestrian movements, site distance and angles, security site lighting, and safety within the parking lot area and shall minimize vehicular conflict points. (See Figure 37.)

(8) Parking lot design must include detailed wayfinding information for both vehicle and pedestrian access to and through the development. Demarcation, particularly for pedestrian access, shall be required by utilizing a combination of a change in paving surface materials, landscaping, signage, or safety and directional lighting.

(9) All internal walkways shall link to existing walkways both on site and off site and must coordinate with any adopted sidewalk/bikeway/trail/greenways plan for the area. (See Photo 58.)

(10) A pedestrian accessway to other customer entrances, public spaces and parking areas shall be provided for every customer entrance.

(11) Parking lots shall be set back a minimum of fifteen feet from any public or private rights-of-way and shall provide for clear sight distance. This setback area between the street or access road and the parking lot shall always include at least one tree every twenty-five feet, drought-resistant native groundcovers and other native landscape materials. Trees shall be at least ten feet in height and one and one-half inches in caliper at the time of planting. Automatic drip irrigation or other water conserving irrigation is required. (See Photos 59 through 61 and Figure 39.)

Convenient pedestrian access makes for a more user friendly design.

Photo 58

Photo 59

Well buffered parking results in a more appealing project.

Photo 60

Photo 61

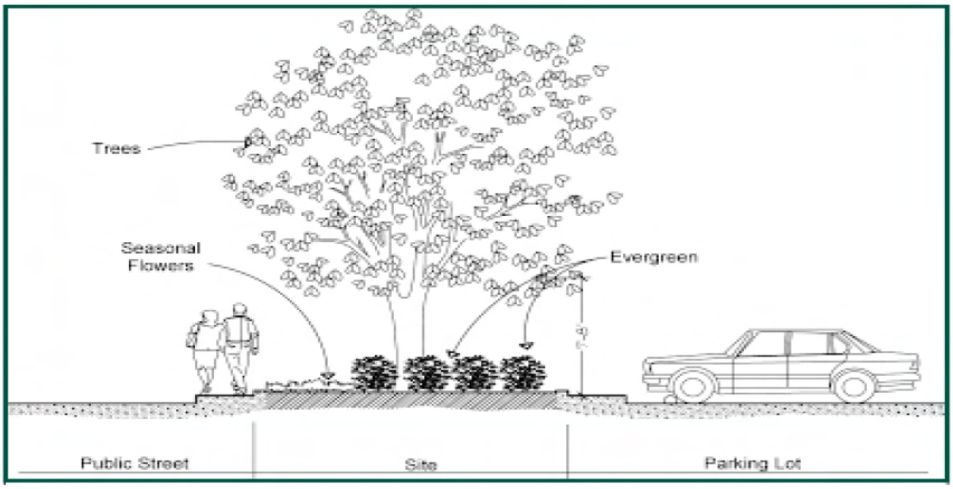


Figure 39

(12) Parking area internal landscaping shall be irrigated and consist of one tree planted for each six parking spaces. Tree planting islands within the parking lot shall be located at intervals of no more than ten contiguous parking spaces and impervious surfaces shall be kept at least four feet away from the tree's trunk. These planting areas shall include trees of at least ten feet in height and one and one-half inches in caliper. The trees shall be planted in a minimum eight foot by twenty foot landscaped area which shall also include shrubs and other appropriate landscaping materials. Seventy-five percent or more of such plantings shall be native vegetation. These areas shall also be designed to contribute to control of stormwater management. Planting areas shall also be placed at each end of a parking row.

(13) Traffic calming techniques such as surface changes, signage, and planting islands are encouraged for pedestrian safety and traffic control.

TIPS: Traffic Calming

Traffic calming attempts to make streets safer and usable for more than just through vehicular traffic by automobile. The primary goal of this technique is to slow the speed of traffic. Traffic calming is particularly appropriate in neighborhoods and in pedestrian zones such as activity center core areas.

Sample Methods:

Narrow streets
Short blocks
Decreased turning radius
Bulbed corners
Traffic circles
On-street parking
Curved roads
Street trees
Changes in paving
Define crosswalks by raising or changing pattern and material

(14) Adequate and easily accessible cart corrals shall be provided if applicable and, if visible from the public or private road right-of-way, shall be screened to a minimum of four feet in height by means of a solid enclosure or other screening which is compatible with the color, materials and design of the facade wall.

(15) Parking lots should be designed with porous paving wherever practicable. Where such paving is used a maintenance schedule shall be provided to ensure continuing functionality of the material.

(16) Parking lots should incorporate methods for stormwater management using low impact development techniques. These include:

A. End-of-island bioretention cells with underdrains and landscaping.

B. Bioretention cells or biofiltration swales located around the parking perimeter. (See Photo 62.)

C. Breached curb drainage inlets (or curb cuts) in the end-of-island bioretention cells and bioretention strips to collect runoff.

D. Bioretention cells installed between lines of parking stalls to increase the total treatment surface area of these systems.

E. Subsurface stormwater infiltration systems.

Bioretention cells provide for water quality while also adding beauty.

Photo 62

(17) Parcels fronting on both a public roadway and a service road shall be accessed solely by the service road.

(18) All handicapped parking spaces shall be located within the front parking lot as described in subsection (b)(6) above and shall be situated in the closest proximity to the entrances feasible. Accessible routes, handicapped spaces, etc. are to be considered as part of the site's connectivity.

Section 16. Pedestrian and bicycle circulation.

(a) Generally. Pedestrian and bicycle access opens auto-oriented developments to the neighborhood, reduces traffic congestion and enables the development to become friendlier and more inviting. Large commercial sites should provide for pedestrian and bicycle oriented circulation through design features that enhance pedestrian and bicycle safety, efficiency, and connectivity. Connections should join buildings to pedestrian walkways and bicycle paths on adjacent roadways and beyond. Non-motorized routes must be clearly distinguished from roads for the motoring public. This section sets forth standards for internal and external circulation systems that can provide user-friendly pedestrian and bicycle access as well as safety, shelter, and convenience within the project grounds.

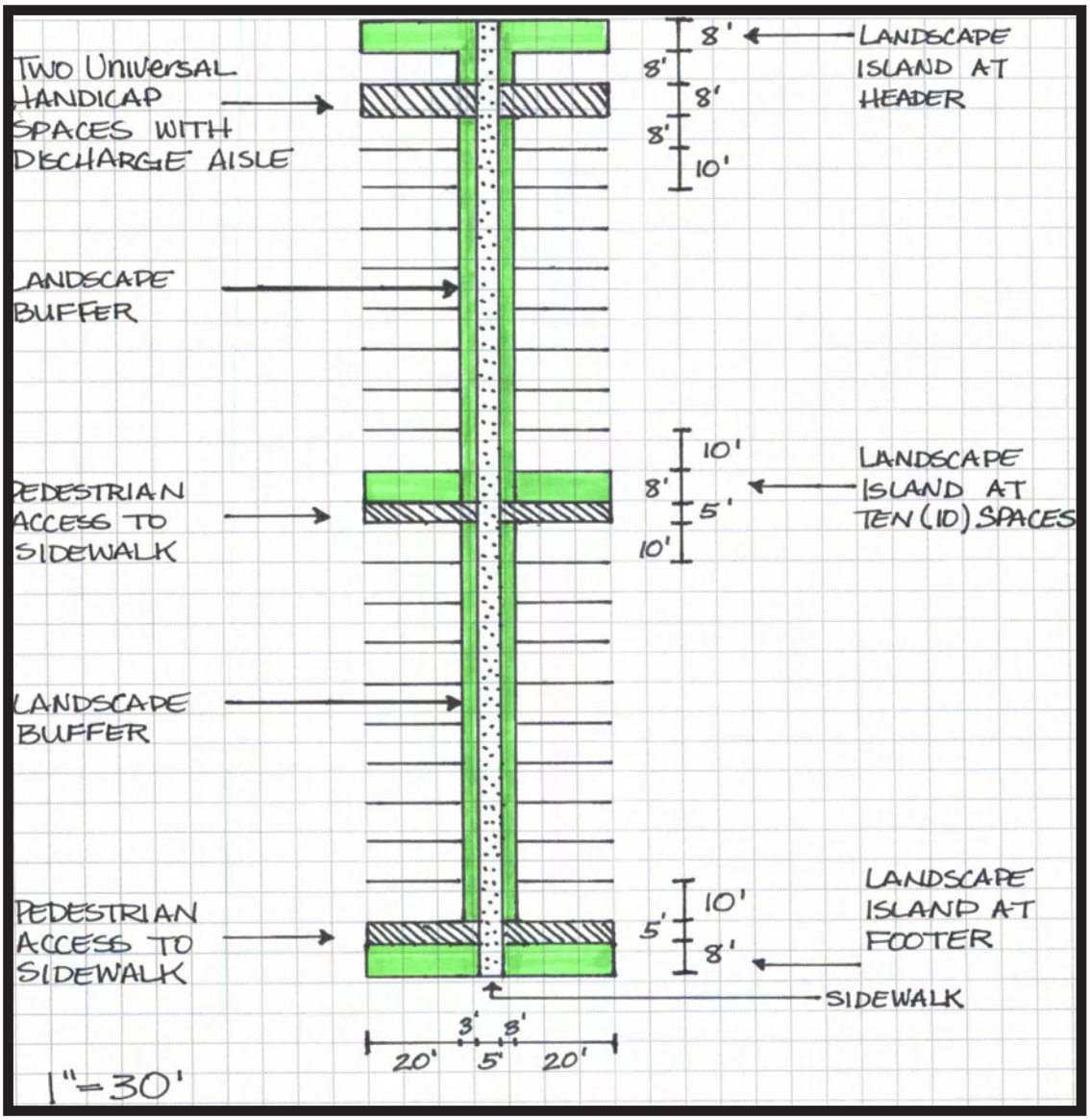
(b) Design standards.

(1) Pedestrian and bicycle circulation shall be identified on and be a required part of site plans. Internal as well as off site pedestrian and bicycle circulation paths shall be shown.

(2) Sidewalks at least five feet in width shall be provided along all sides of the lot that abut a public or private right-of-way. Sidewalks shall be provided with human-scale lighting to create a safe and attractive pedestrian atmosphere.

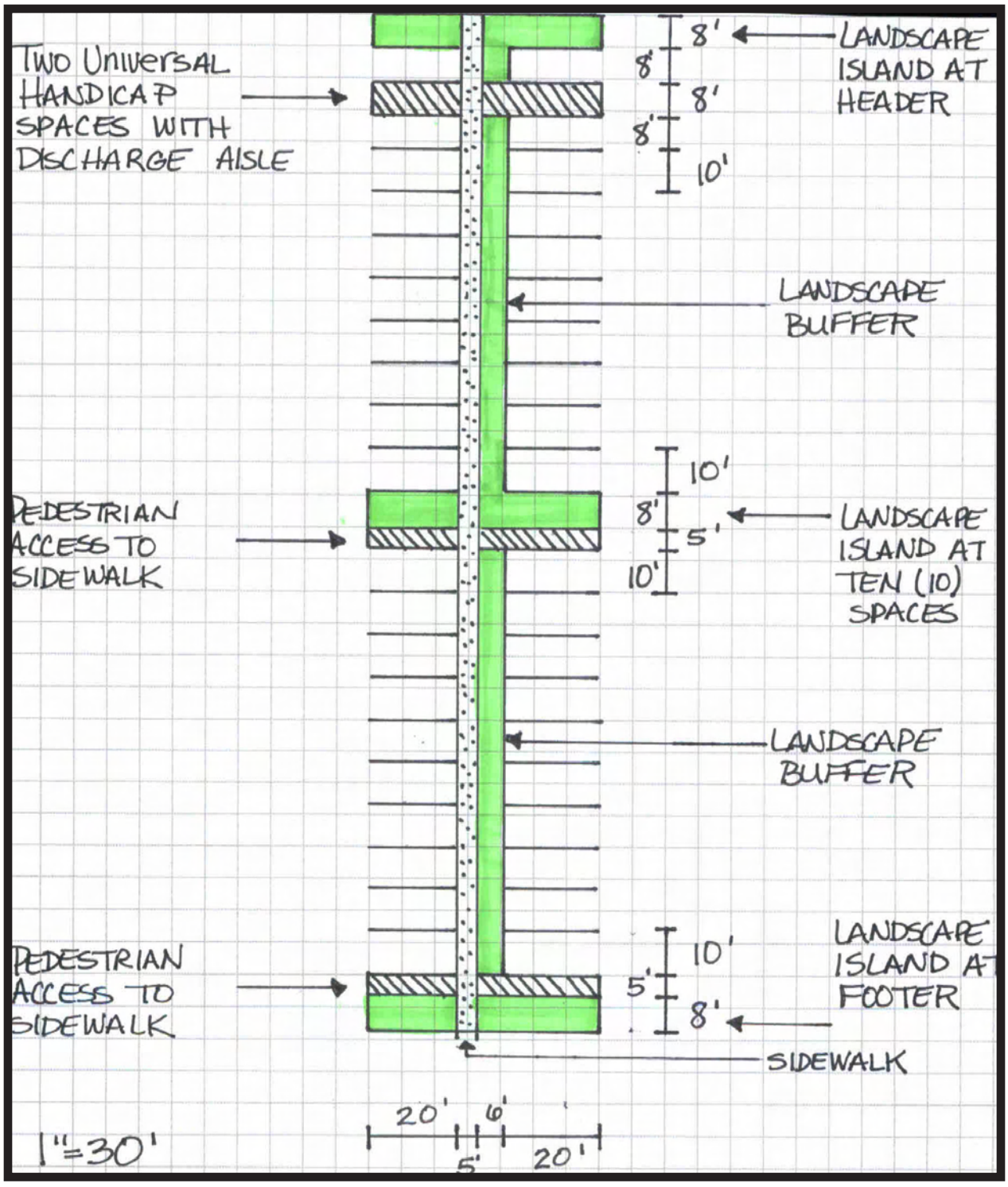
(3) Continuous internal pedestrian walkways, no less than five feet in width, shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all principal buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as transit stops, road crossings, and building and store entry points. These walkways shall feature adjoining landscaped areas on each side that are at least three feet in width and that include shade trees a maximum of thirty feet on center as well as shrubs, benches, flower beds, ground covers, or other such materials. (See Figure 40.) These landscaped areas shall extend for no less than fifty percent of the length of the sidewalk. The landscaped area required on either side of the sidewalk may be combined on one side of the said sidewalk for a minimum of a six foot wide landscaped area. (See Figure 41.) Convenient access points to the sidewalk from parking areas shall be provided, particularly through adjacent landscaping. Pedestrian walkways within parking areas shall be provided where the depth of the parking area and its

landscaping exceeds ten spaces or one hundred feet, not including any vehicular travelways. Additionally, the pedestrian walkways and associated landscaping shall be provided no less than every other bay of parking. (See Figure 42.)



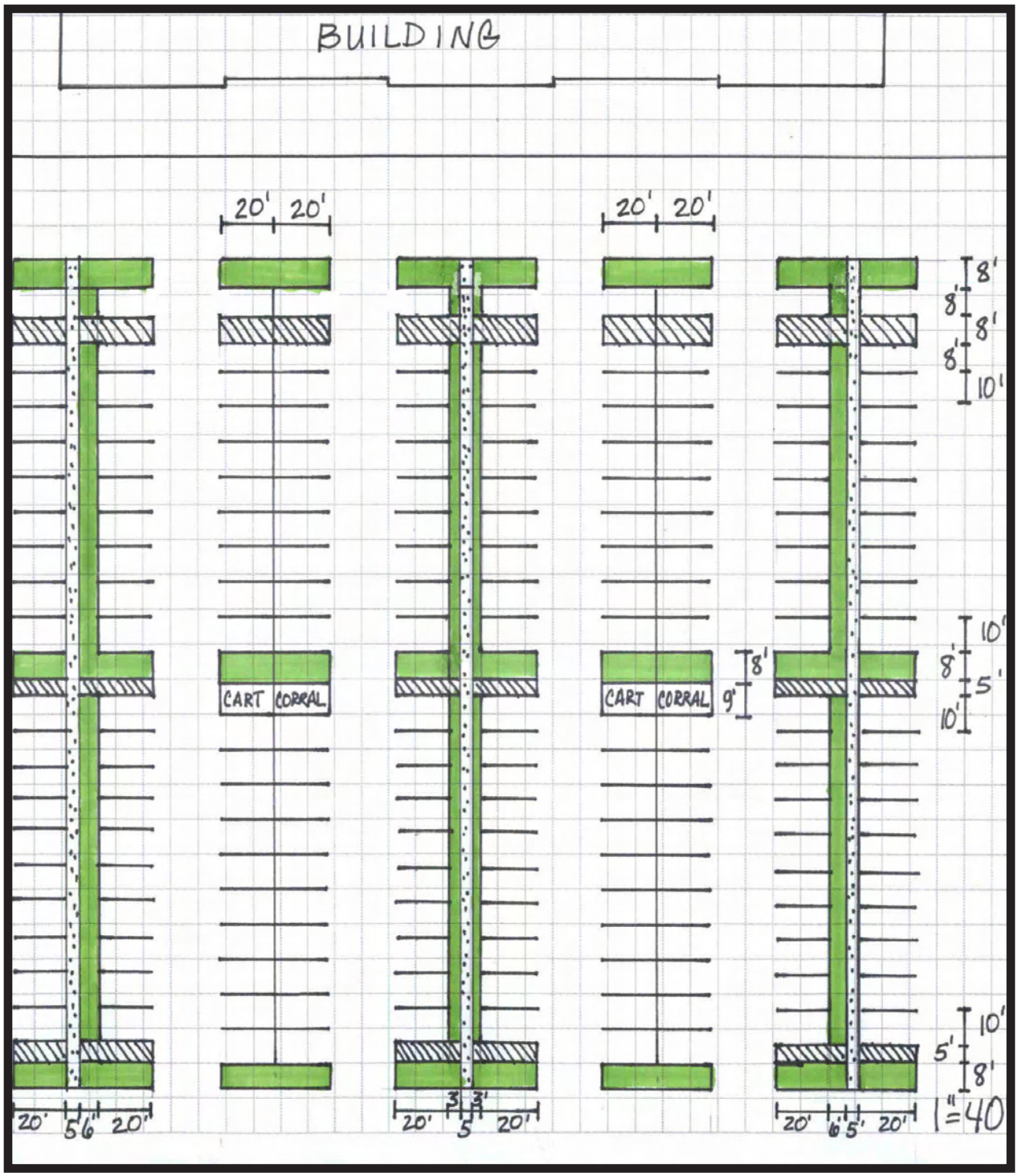
Parking bay with sidewalk and landscaping on each side.

Figure 40



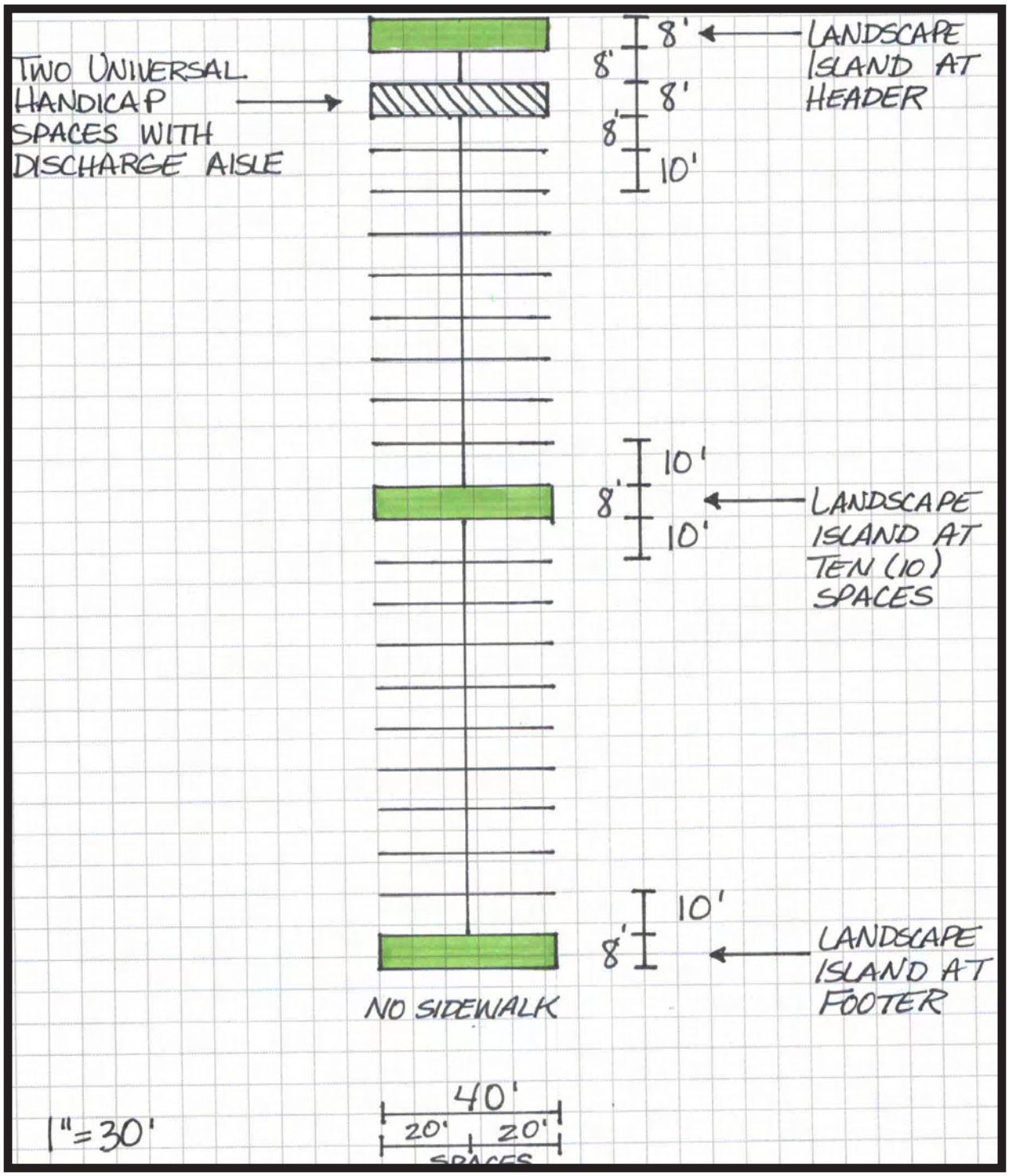
Parking bay with sidewalk and landscaping combined on one side.

Figure 41



Parking areas, pedestrian walkways and landscaping in parking areas exceeding ten spaces or one hundred feet in depth. (Cart corral locations for example only and not required.)

Figure 42



Typical parking bay with no walkway or landscaping

Figure 43

(4) Pedestrian connectivity between buildings and parking areas, external sidewalks, outparcel buildings, and transit stops shall be clearly indicated through the use of sidewalks and landscaped areas. A sidewalk from the parking area to each customer entrance of a building is required. (See Photos 63, 65 and 66.)

Photo 63

Clear indications of pedestrian connections

(5) Demarcation of pedestrian and bicycle routes shall be required by utilizing a combination of a change in paving surface materials, landscaping, signage, or safety and directional lighting. All internal pedestrian walkways shall be distinguished from driving surfaces by durable, low maintenance surface materials such as pavers, brick, stamped asphalt or scored concrete to enhance pedestrian safety and comfort as well as the attractiveness of the walkways. All such walkways should be constructed of pervious materials. (See Photos 63 and 64.)

Photo 64

(6) All internal walkways shall link to existing walkways both on site and off site and must coordinate with any adopted sidewalk/bikeway/trail/greenways plan for the area.

(7) For multiple establishment buildings with separate exterior customer entrances the following shall be applicable:

A. A sidewalk from the parking area to each customer entrance shall be provided, either individually or in conjunction with other sidewalks.

B. All facades with multiple exterior customer entrances shall include a sidewalk a minimum of five feet in width connecting all entryways

and at least sixty percent of the said facade shall include a canopy, arcade or other architectural and functional overhang that extends from the facade to a minimum of five feet over the sidewalk.

Photo 65

C. At a minimum, sidewalks and walkways shall be landscaped in accordance with subsection (3) above.

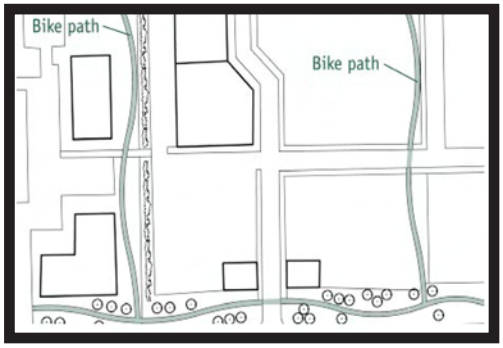
Crosswalks and sidewalks provide safe pedestrian access.

Photo 66

(8) Sidewalks, no less than five feet in width, shall be provided along the full width of the building along any facade featuring a customer entrance and along any facade abutting required parking areas. Such sidewalks shall be located at least six feet from the facade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entries are part of the facade. Additionally, seating areas for pedestrians shall be provided near the entry and under protective coverings. Seating shall be provided at least every one hundred feet of sidewalk along building facades having customer entrances.

(9) Internal pedestrian walkways shall provide weather protection features such as awnings or arcades within thirty feet of all customer entrances.

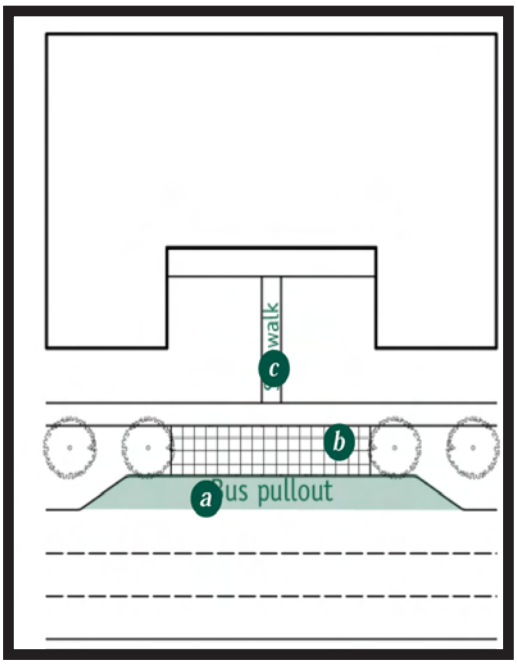
(10) Bicycle lanes shall be provided on ingress and egress routes and connect to the site's buildings. These lanes shall be appropriately signed or otherwise demarcated. Bicycle racks shall be provided in accordance with the *Zoning and Subdivision Control Article*. (See Figure 44.)



Provide connections for pedestrians and bicyclists within and between developments.

Figure 44

(11) Transit stops shall be provided in locations convenient to riders and be sheltered. (See Figure 45.)



Provide safe pullover areas (a) and stops on through streets to avoid turn-around and blocking traffic with transit vehicles.

Provide unobstructed paved areas (b) for front and rear access doors of transit vehicles.

Provide sidewalks and paths for pedestrian, bicycle and vehicle access (c) to the transit stop.

Figure 45

Section 17. Landscaping.

(a) Generally. Commercial development should have well designed parking, lighting, circulation and landscaping to promote safety, efficiency and convenience for vehicles, bicycles, pedestrians and transit, both within the development and to and from surrounding areas. Landscaping enhances the development's visual impact along with reducing stormwater runoff and providing habitat. This results in improved property values for the site and its neighbors while mitigating adverse environmental impacts. Commercial development can especially benefit due to its scale and parking needs. Landscaping and buffering should contribute to visual quality and continuity within and between developments and provide screening and mitigation of potential conflicts between activity areas and site elements. It should also enhance outdoor spaces, reduce erosion and stormwater runoff and mitigate air pollution. Landscaping should incorporate low impact development strategies for stormwater management. Use of native species of plant materials in landscaping will reduce maintenance and replacement requirements because of their innate survivability. Retention of existing healthy, mature trees provides instant and prominent impact to landscaping efforts. The rear or sides of buildings often present an unattractive view of blank walls, utility areas and other such features. Architectural and landscaping features should mitigate these impacts. Whenever possible, the landscaping design shall provide open spaces that preserve or take advantage of natural features such as the view, existing tree stands, and waterways.

(b) Design standards.

(1) The terms landscaping, screening and buffering shall be as defined in the landscaping requirements of the *Zoning and Subdivision Control Article*. These terms shall mean the following:

A. When the terms “screened,” “visually screened,” or “densely landscaped” are utilized in reference to landscaping for a particular use or structure, such landscaping shall be in accordance with the following provisions:

1. The vegetation shall be thickly planted and of such species that it will provide a complete visual barrier and thus obscure the use or structure from sight from adjacent properties once the vegetation reaches maturity or within five years, whichever comes first.

2. Planting shall be located in such a manner that the vegetation at maturity shall not encroach onto adjacent properties.

B. When the term “buffering” is utilized in reference to landscaping for a particular use or structure, such landscaping shall be in accordance with the following provisions:

1. Concentrated landscaping shall be provided to diminish the visual and physical impacts of the use or structure, both on the site and from adjacent properties.

2. Landscaping may be a mix of trees, shrubs and other vegetation and of such density that the view, while not obscured, is diffused.

C. When the terms “landscaping”, “landscaped open space” or “ornamentally planted” are utilized in reference to landscaping for a particular use or structure or where a particular use is referenced to be “in accordance with the provisions of § ZS 1-322,” (or its successor), such landscaping shall be in accordance with the following provisions:

1. Landscaping shall be provided throughout the site for aesthetic purposes and to soften the visual impact of the use or structure both on site and from adjacent properties.

2. Landscaping may be a mix of trees, shrubs and other vegetation and shall be used to prevent erosion and meet the functional and visual purposes such as defining spaces, accommodating and directing circulation patterns, managing hardscape impacts, attracting attention to building entrances and other focal points, and visually integrating buildings with the landscaping area.

(2) Existing significant trees shall be identified and protected to the maximum extent feasible as determined by the Department and incorporated as assets in the project's design. However, it is not the intent of the standard to preclude a forested site's development.

(3) Landscape areas shall include all areas on the site that are not covered by buildings, structures, paving or impervious surfaces. The selection and location of turf, trees, ground cover (including shrubs, grasses, perennials, flower beds and slope retention), pedestrian paving and other landscaping elements shall be used to prevent erosion and meet the functional and visual purposes of defining spaces, accommodating and directing circulation patterns, managing hardscape impacts, attracting attention to building entrances and other focal points, and visually integrating buildings with the landscaping area. (See Photos 67 through 72.)

Clearly defined entrances and access roadways can integrate with the landscape

Photo 67

Clearly defined entrances and access roadways can integrate with the landscape

Photo 68

Photo 69

Photo 70

Photo 71

Photo 72

(4) Landscape design plans shall complement the existing landscapes of different commercial sites within a development and shall enhance the human scale of a development by clearly defining walkways and other pathways, entrances areas, plazas or public gathering spaces, parking areas, and access roadways. (See Photos 73 through 75.)

Photo 73

Photo 74

Appropriate landscaping blends structures with their environment

Photo 75

(5) Landscape design plans shall mitigate the impact to neighboring properties. The rear elevations of buildings, utility areas, loading docks and refuse collection areas must also be addressed in the landscape design plans. Where the rear facade of any building faces adjacent residential uses or zoning or a public right-of-way, an earthen berm no more than three feet in height and planted with landscaping which functions as a visual screen in accordance with the landscaping requirements of the *Zoning and Subdivision Control Article* shall be provided.

(6) Landscape plan submittals shall at the minimum include the following:

A. The location, general type, size and quality of existing vegetation, including specimen trees and existing significant trees.

B. The existing vegetation to be retained.

C. The methods and details for protecting existing vegetation during construction.

D. The locations and labels for all proposed plants.

E. Plant lists or schedules with the botanical and common name, quantity, spacing, height and caliper of all proposed landscape material at the time of planting and at maturity.

F. Plant lists or schedules showing the required and proposed quantities.

G. The location and description of other landscape improvements, such as earthen berms, walls, fences, screens, sculptures, fountains, street furniture, lights, flag poles, and courts or paved areas.

H. Planting and installation details as necessary to ensure conformance with all required standards.

I. A maintenance plan describing irrigation, pruning, replacement of dead material and other care procedures.

(7) At least seventy-five percent of the installed and replacement plant materials utilized shall be species native to Worcester County.

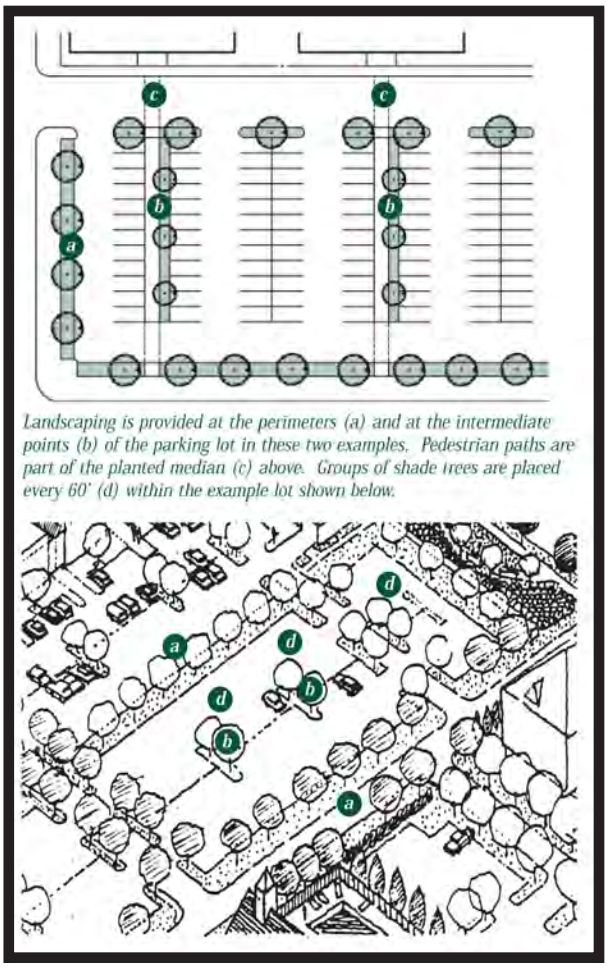
(8) Unless xeriscaping plant material and technologies are employed, all landscaped areas shall provide an automatic irrigation system with rain sensors. Drip irrigation systems are preferred. Automatic irrigation systems shall be installed to provide water to buffer plantings, side and rear yard landscaping, parking lot landscaping, planting beds, etc. and any other landscaped areas. If an automatic system is not feasible, the Planning Commission at its discretion may approve an alternate watering system to maintain the plant material.

(9) With the exception of West Ocean City or, more specifically, that area bound on the east by the Harry Kelley Bridge, on the south by Airport Road, on the west by Herring Creek and on the north by the Isle of Wight Bay, a thirty-five foot deep landscaped buffer shall be provided in the front yard setback of all properties fronting on an arterial or collector highway. Existing trees six inches in caliper or greater measured at four and one half feet above existing grade shall be retained in the thirty-five foot landscaped buffer. The buffer shall be designed and maintained to provide a continuous or nearly continuous vegetated frontage along the roadway, particularly to obscure vehicle parking areas from view. The vegetation shall be of sufficient maturity and spacing to achieve this buffering effect within five years of its planting. The incorporation of berms is strongly encouraged to maximize the short and long term buffering effect provided such berms do not exceed three feet in height. An entrance area up to seventy-five feet from the pavement or curb line on each side of road access points may be more formally landscaped.

(10) Landscape buffer planting areas shall be a minimum of ten feet in depth from perimeter walkways, curbs and property lines along all sides of the property except where required to provide a greater depth.

(11) Landscaping internal to parking areas shall consist of one tree planted for each six parking spaces. Trees shall be located in islands within the parking lot at intervals of ten contiguous parking spaces or less. Impervious surfaces shall be kept at least four feet away from the tree's trunk. The trees shall be at least ten feet in height and one and one-half inches in caliper and be planted in a minimum eight foot by twenty foot landscaped area. This area shall include shrubs and other appropriate landscaping materials. Landscaping shall be used to delineate both vehicle and pedestrian circulation patterns. Planting areas shall be placed at each end of a parking row. (See Figure 46)

(12) Facades with customer entrances shall have significant landscaping in order to provide visual interest, prevent monotony, break up wall and pavement expanses, and clearly define entries. Building perimeter landscaping shall be installed and maintained along at least fifty percent of the facade width. The building perimeter landscaping shall be in landscaped areas, raised planters, or planter boxes that are each a minimum of five feet wide and are a maximum of ten feet from the building. These areas shall be landscaped with plant clusters of varied species and heights with each cluster containing at least one tree a minimum of ten feet in height and one and one-half inches in caliper at the time of planting placed every thirty feet or less.



Landscaping is provided at the perimeters (a) and at the intermediate points (b) of the parking lot in these two examples. Pedestrian paths are part of the planted median (c) above. Groups of shade trees are placed every 60' (d) within the example lot shown below.

NOTE: These graphics are for illustrative purposes only and not to convey plant spacing requirements.

Figure 46

(13) All other facades, except the facade incorporating the service area, shall be buffered from public view with no less than a ten foot wide buffer with foundation planting. The buffer shall, at a minimum, have landscaping in planters or planter beds which extend a minimum of three feet from the building along the entire width of the facade, contain plant clusters of varied species and heights, and a minimum of one shade tree at least ten feet in height and one and one-half inches in caliper at the time of planting placed every thirty feet or less.

(14) A drive-through window or lane shall not be placed between the public right-of-way and the associated building unless an eight foot wide landscape buffer extending the entire length of the drive-through stacking area is installed and maintained. A drive-through window or lane that is visible from a public right-of-way shall be screened by a five foot wide landscape buffer extending the entire length of the drive-through stacking area. (See Photo 76.)

Landscaping of sufficient density buffers drive-throughs while not obscuring them.

Photo 76

(15) In phased construction, the first phase shall at a minimum include the landscaping of property perimeters, entry drives, and stormwater management ponds as well as required parking lot and building landscaping.

(16) Prior to the occupancy of any commercial establishment a perpetual landscaping installation and maintenance agreement shall be executed and recorded among the land records held by the Clerk of Court of Worcester County to guarantee the planting materials' continued viability.

(17) Maintenance ensures that the landscape design reaches its potential and remains an asset. All plantings shall be maintained in a healthy and suitably pruned state. Any landscape element that dies or is otherwise removed shall be replaced during the next planting season with the same variety of plant or one of similar height and texture as that originally planted. Native replacements are preferred. (See Photos 77 and 78.)

Photo 77

Photo 78

Well designed and maintained landscaping, as shown on the left, makes a difference.

Section 18. Exterior Lighting.

(a) Generally. Building and site lighting can provide security, improved aesthetics and design emphasis. However, if misused, exterior lighting can be a hazard to motorists, a glaring distraction and a nuisance to neighbors. All forms of light nuisance shall be avoided, including light pollution of the night sky, light trespass, and glare onto adjacent areas. Lighting standards should balance security, advertising and aesthetics. Use of energy efficient fixtures is strongly encouraged.

(b) Design standards.

(1) An exterior lighting plan showing site and building light fixtures and lighting levels as measured in watts and lumens shall be prepared and submitted for review and approval in conjunction with the required site plan.

(2) Lighting fixtures shall be of consistent design throughout the project. Exterior building and site lighting and illuminated signs shall serve as an integral architectural element of the project. Floodlights, spotlights, illuminated canopies and similar lighting must meet this criterion. Such lighting may only be used to accent architectural features and it shall not be used as general area or building lighting. Landscape and architectural lighting shall be used to illuminate building facades, building entrances, and public or pedestrian features or courtyard spaces.

(3) Light quality and intensity shall be controlled and shall not produce glare that reduces the visibility of the surrounding buildings. Light trespass (spillover

lighting) onto adjacent properties and roadway glare are not permitted. This prohibition applies to all building and site lighting and shall be addressed through appropriate luminaire intensities, mounting heights, landscaping, and fixture shields.

(4) All exterior lights shall be metal halide or another type of white lighting. Sodium vapor lights are prohibited.

(5) All exterior light fixtures, other than fixtures on the building facade, emitting two thousand fifty lumens or more shall be full cut off light fixtures. Such light fixtures are those designed such that no light is projected at or above a ninety degree plane running through the lowest point of the fixture where the light is emitted and less than ten percent of the rated lumens are projected between ninety and eighty degrees. (See Figure 48)

(6) No lighting fixture shall project light at an angle greater than forty-five degrees above the horizontal except as specifically approved by the Technical Review Committee or Planning Commission after consideration of the object to be illuminated, the angle, the separation between the fixture and the object, and the strength of the light source.

(7) The maximum heights for freestanding pole mounted fixtures shall be sixteen feet or less and thirty-five feet or less above grade for continuously energized and non-continuously energized lights respectively. If a raised foundation is required in parking areas to protect the poles from automobile front bumpers, the raised foundation and pole may not exceed heights of eighteen and thirty-seven feet respectively (See Figure 47.)

(8) Exterior lighting fixtures shall be located at least ten feet from all property lines and generally placed outside of required perimeter plantings. However, if located in such areas, they shall be placed along the planting area's interior edge.

(9) High intensity lighting shall be limited to utility areas and be located away from or screened from public use areas.

(10) Building lighting shall be indirect. Fully recessed downlights or projecting boxed "wall washers" are acceptable.

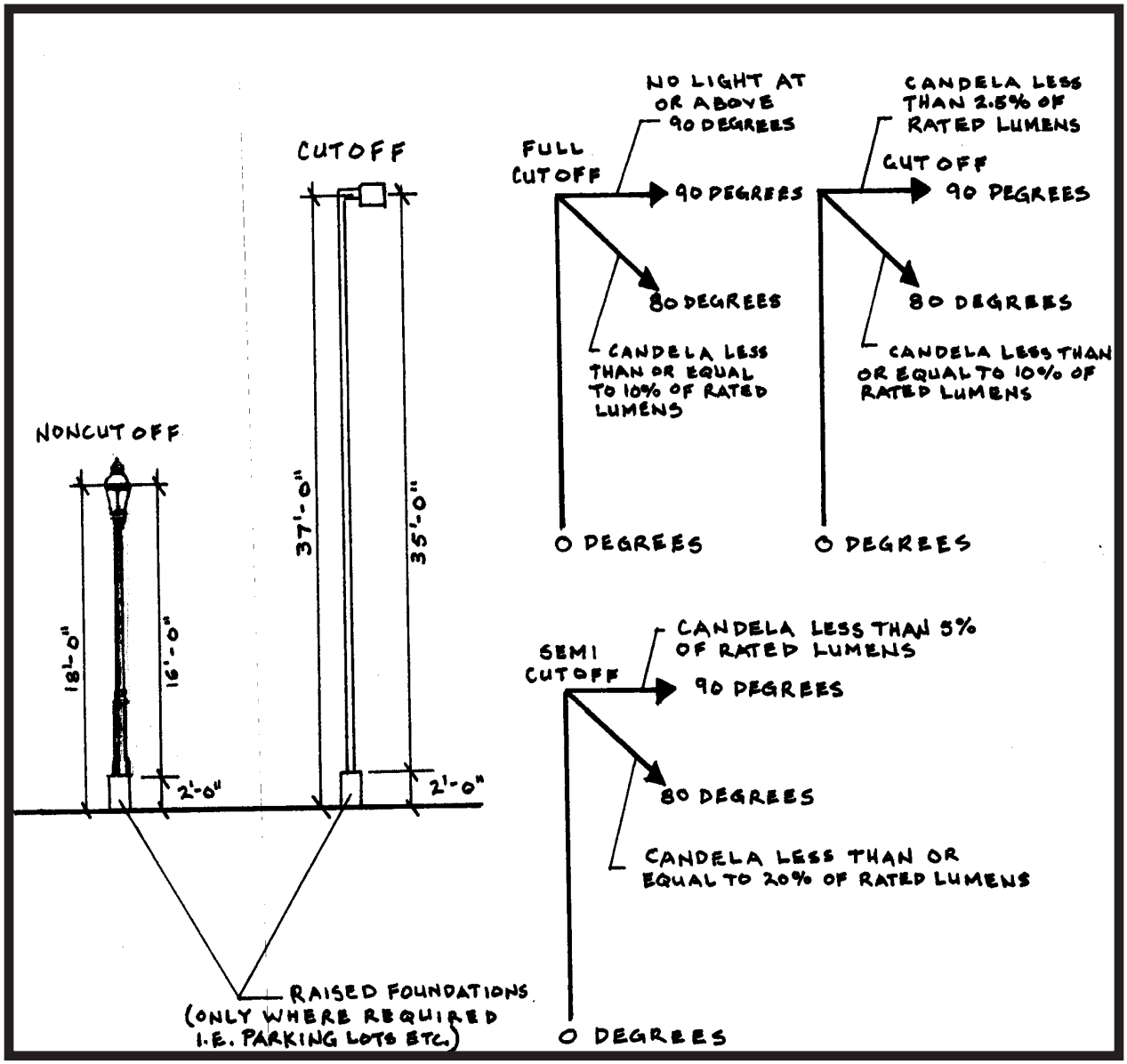


Figure 47 *Figure 48*

(11) Wall packs shall be used as special purpose building security lights only. Wall packs may not be used as accent or general building/site lighting. They shall be fully shielded and direct light downward only and shall be equipped with true cut-off type bulbs. Spillover of light and glare from wallpacks shall not be visible at any property line. Lumen output should be two thousand or less.

(12) Pole mounted generic floodlight fixtures are prohibited when used to illuminate building or site features.

(13) Parking lot lighting shall be provided by fixtures that restrict the light to the parking area only.

Security lights don't have to be unattractive

Photo 79

(14) Night lighting must be provided for all pedestrian walkways and where stairs, curbs, ramps, and crosswalks occur. Pedestrian lighting may be accomplished by bollard style or other appropriate fixtures.

(15) Transparent and translucent canopies and similar appurtenances may not be internally lit unless they are lit at low levels integrated into the design.

16) All canopy lights must be recessed so that no lens or light source drops below the ceiling surface of the canopy. Canopy fixtures must use horizontal lamps.

Parking and sidewalk lighting should complement the structure

Photo 80

Section 19. Community features and spaces.

(a) Generally. Buildings should offer attractive and inviting human scale features, spaces and amenities that reflect the traditional rural and coastal character of the County. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Transit stops and drop-off/pick-up points should be considered as integral parts of the configuration. Pedestrian walkways should be anchored by special design features such as towers, arcades, porticos, pedestrian light fixtures, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces. Examples of outdoor spaces are plazas, patios, courtyards, and window-shopping areas. The features and spaces should enhance the building and the project as integral parts of the community fabric.

(b) Design standards.

(1) Each commercial establishment shall contribute to the improvement of public spaces by providing a community space that is centrally located, connected to the pedestrian walkway and placed in areas with the highest pedestrian traffic. It shall be constructed of materials that are similar to the principal materials of the building and landscaped compatibly. This community space shall provide seating and at least two of the following (See Figure 49 and Photos 81 through 87.):

A. Patio.

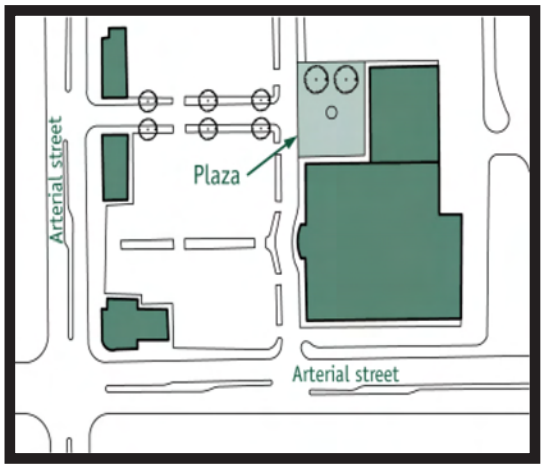
B. Pedestrian plaza.

C. Transportation center.

D. Window shopping walkway.

Awnings provide comfort for window shopping

Photo 81



The building creates a gathering place by its shape. This plaza is also a focal point upon entering this commercial development.

Figure 49

E. Outdoor playground area.

F. Kiosk area.

G. Water feature.

H. Clock tower.

I. Other such deliberately shaped area or focal feature or amenity that, in the judgement of the Planning Commission, adequately enhances such community and public spaces.

Photo 82

(2) Required community spaces shall be at least eight hundred square feet in size with no side less than twelve feet long.

(3) For commercial projects of fifty thousand square feet in gross floor area or more and having more than one customer entrance, a community space in accordance with subsection (1) above shall be provided for each customer entrance.

This gathering place includes landscaping amid benches and surrounding shops in a shopping center.

Photo 83

This gathering place is a wide sidewalk in front of shops and restaurants. Benches, bike racks and landscaping are provided.

Photo 84

Photo 85

Photo 86

Photo 87

These gathering places provide a place to rest amidst shopping and dining destinations.

Section 20. Outdoor, service and utility areas.

(a) Generally. Areas for loading, outdoor storage, trash collection, recycling, utilities and mechanical equipment exert visual and noise impacts on surrounding properties, roadways and neighborhoods and should be designed so that delivery, loading and other operations do not disturb them. These areas, when visible and audible from adjoining properties and/or public streets, should be screened, recessed or enclosed. While screens and recesses can effectively mitigate these impacts, the selection of inappropriate screening materials can worsen the problem. When storage, trash collection or loading areas are enclosed, the enclosures should conform with the predominant materials and colors of the building. Appropriate locations for loading, outdoor storage and trash collection include areas between buildings, where more than one building is located on a site and such buildings are not more than forty feet apart, or on those sides of buildings that do not have customer entrances. Outdoor display and sales areas should not conflict with pedestrian or vehicular traffic movement and should be clearly designated. Furthermore, HVAC units, electrical panels, and other utilities should be hidden from view and not located in a manner which impedes pedestrian or vehicular movement.

(b) Design standards.

(1) Service areas for loading docks, truck and/or trailer parking, outdoor storage, utility meters, HVAC equipment, trash collection, trash compaction, recycling and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are contained and out of view from adjacent properties and public streets. These service areas shall not be visible from adjacent rights-of-way or properties. They shall be within enclosed buildings or screened from view by a wall a minimum of eight feet in height and extending the entire length of the service area. This building or wall shall be constructed of the same material as that utilized to construct the primary building(s) on the site. A landscaped area six feet in width containing evergreen plants a minimum of six feet in height and spaced no more than six feet apart shall be provided along the exterior of the building or wall. This provision shall not apply to service areas that face adjoining property zoned for an equal or greater intensity and provided that the adjoining property's existing building facade facing the proposed commercial establishment also incorporates a service area. Continuous, linear service drives and loading areas are discouraged.

(2) No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within twenty feet of any public street, public walkway or internal pedestrian walkway.

(3) Non-enclosed areas for the display and sale of inventory other than vehicles or watercraft shall be permanently defined and screened with walls and/or fences. Materials, colors and design of screening walls and/or fences and the cover shall conform to those used as predominant materials and colors of the building. The wall and/or fence shall be a minimum of four feet in height. As an alternative an evergreen landscape buffer a minimum of four feet in height and completely opaque at the time of planting may be utilized.

(4) There shall be no outdoor storage, sale or display in required parking spaces nor shall any occur on exterior walkways which reduces the unobstructed walkway to less than five feet.

(5) All mechanical equipment such as compressors, air conditioners, antennas, pumps, heating and ventilating equipment, emergency generators, chillers, elevator penthouses, water tanks, stand pipes, solar collectors, satellite dishes and communication equipment, and any other type of mechanical equipment for the building must be shown on the required site plans and architectural drawings. All such equipment should be located either within the structure or on its roof and screened on all sides to full height by building parapet walls or other building elements that appear as integral elements of the overall building design. Mechanical equipment should be clustered as much as possible. The location of building mounted equipment must result in these elements being hidden or screened so they are unobtrusive. All wall mounted elements must be painted to match the color of the surrounding building material. Mechanical equipment which must be located at ground level may not be placed where it would impede pedestrian or vehicular traffic. Ground level mechanical equipment shall be screened with landscaping, berms and architectural walls using materials compatible with the building. Fencing materials are not allowed. (See Figure 50.)

(6) The parking or storage of trucks, trailers or shipping containers is prohibited. Trucks or trailers should be in an active state of loading or unloading. Accessory outdoor storage cannot occur within trucks or trailers. Accessory, temporary outdoor storage of retail goods in containers may be considered in limited applications provided all other requirements of this document, the *Zoning and Subdivision Control Article* and other pertinent regulations are met.

(7) Trash and recycling enclosures should be clustered and made to appear as an extension of the building. Trash and recycling areas within the building itself are encouraged. (See Figure 50.)

(8) Delivery and loading spaces may occupy part of any yard setback except a front yard but shall not intrude into required landscape areas. They shall be designed to permit vehicle ingress and egress and required on-site turning of both delivery and customer vehicles without infringement on any public rights-of-way or other lot. Additionally, they shall not interfere with the use of any required parking space or driveway.

(9) No delivery, loading, trash removal or compaction, or other such operations shall be permitted between the hours of 10:00 p.m. and 7:00 a.m. where adjacent to residentially zoned or utilized properties unless the applicant submits evidence that sound barriers between all areas for such operations effectively reduce noise emissions to a level of forty-five decibels or less, as measured at the lot line of any adjoining residentially zoned or utilized property.

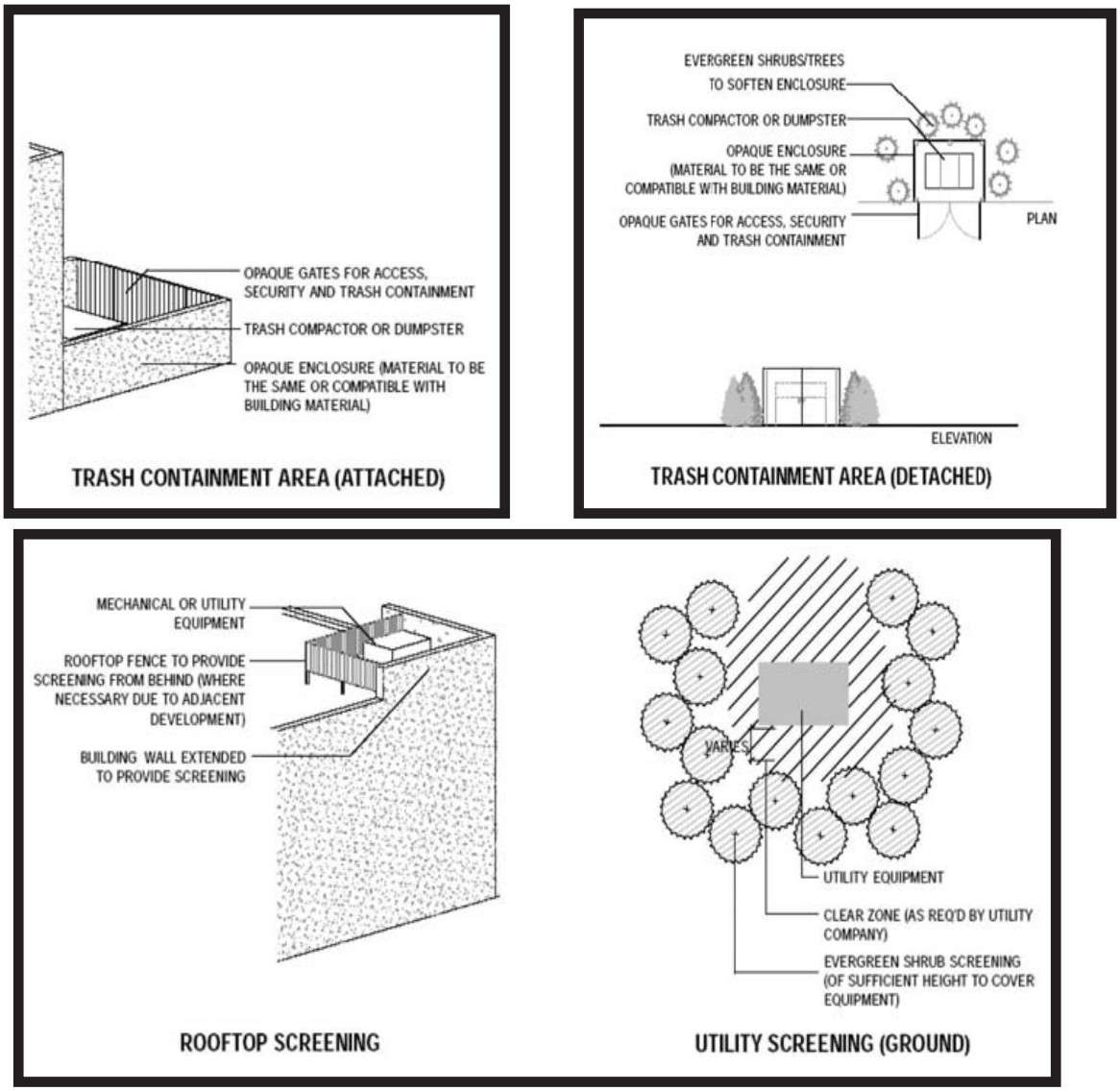


Figure 50

Section 21. Outparcels and pad sites.

(a) Generally. Commercial development designs must create the impression of a unified project and overall sense of a unique or identifiable place. While development of outparcels is not prohibited, their use must be in keeping with the overall development and not overwhelm or clash with the project's design tradition and master concept plan.

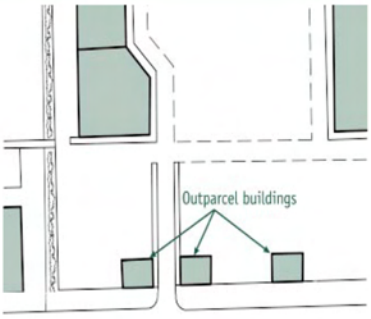
(b) Design standards.

(1) The exterior design of structures on the outparcels or pad sites must be of the same architectural tradition, general style, color and materials and otherwise compatible with the main commercial structure on the site and must also have consistent landscaping and exterior lighting. Because of their greater visibility, structures on outparcels or pad sites must have the same type of architecture on all sides (360 degree architecture).

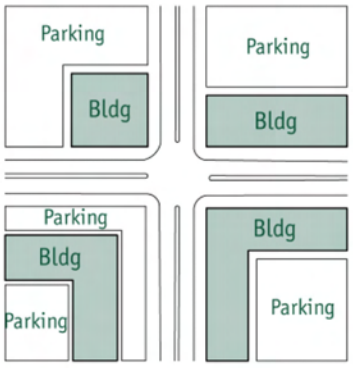
(2) Outparcels or pad sites cannot have direct access to arterial or major collector highways and may only be accessed by internal service roads serving the main commercial uses.

(3) Structures on outparcels or pad sites must comply with all other pertinent requirements contained herein.

(4) Outparcels or pad sites can only be developed after construction has begun on at least fifty percent of the building square footage of the non-outparcel/pad site portion of the property.

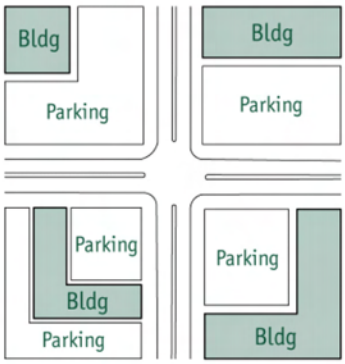


Use outparcel buildings to frame corners and define street edges.



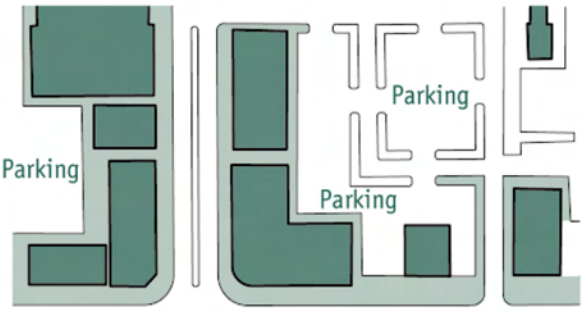
Do This

Place buildings next to the street, especially at corners.



Avoid This

Avoid deep setbacks behind parking lots or vacant land.



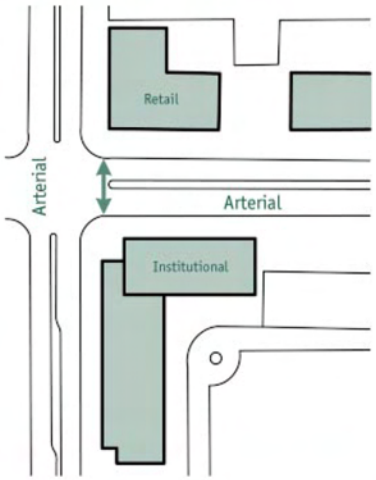
In this solution, a compact building arrangement defines the corner, and buildings are arranged for convenient pedestrian access from parking and sidewalks.

TIPS:

Making Corners at Activity Centers

The major corners of activity centers need special attention so that all four corners are linked and function as a whole.

Building Arrangement - Buildings in general should orient to corners with little setback. This pattern helps establish a street wall, gives pedestrians access, marks the gateway (road entrance), and encourages traffic to slow down. Attempt to align buildings at opposite street corners.



Buildings aligned across activity center corner.

Pedestrian Focus - Narrow turning radii, crosswalks, and clear paths to building entrances are needed for pedestrians to cross corners.

Building Design - Common architectural elements such as colors, roof forms, and materials should be used on all corners of the activity center.

Streetscape - Distinctive paving, crosswalks, streetlights, banners, and other elements can tie together the corners.

Figure 51