

CORRIDOR PROTECTION DISTRICT



In the **Corridor Protection District**, construction should contribute to the improvement of the architectural and visual character of these major entrance corridors to the City and the Colonial Williamsburg Historic Area. The standards in this section refer to all residential and commercial development including redevelopment and major renovations in the Corridor Protection District.

ARCHITECTURAL CHARACTER

Presently, many of the existing buildings within the corridors lack any overriding architectural quality or design. A consistent, high quality of architectural design and building maintenance will greatly improve the image of the corridor and community. Construction should respect the overall streetscape, and should preserve and enhance the natural features present on the project site.



Architectural Character Guidelines:

- New architecture should not replicate or imitate historic buildings, but be an evolution of and compatible with Williamsburg's design traditions, forms and materials. Replications of 18th century buildings in the Colonial Williamsburg historic area or elsewhere are not acceptable. Revivalist style buildings can be faithful to and compatible with the architectural traditions of this locale without being copies of ones in the restored area.
- Generic franchise design and restaurants designed as Chinese pagodas, Italian villas, Mexican haciendas, New England lobster shacks and the like are not acceptable. Building design should be specific to the selected site and the Williamsburg context. Franchise buildings are required to use elements that are appropriate to the character of the city and that support and enhance the community identity.
- Traditional architecture styles associated with Williamsburg include Colonial Revival, Georgian Revival, and Tidewater Virginia Vernacular. These styles provide flexibility of design and innovative



possibilities for responding to the existing pattern of development, thus fitting into and building up patterns in the cityscape. Adaptations of these prevalent architectural styles ensure long-term compatibility with the city and enhance opportunities for adaptive use of buildings.



- Contemporary architectural design can contribute vitality and cultural continuity to the cityscape. Contemporary architectural designs must address unique site requirements and relate successfully to other styles and architecture.

FAÇADE DESIGN

Facade design is crucial to the overall impression of the architecture and particularly relates to the pedestrian's perspective. The following factors must be considered in developing appropriate facade design:



Height
Proportion of façade
Rhythm of buildings and spaces
Setback and location on site
Complexity of building form
Rhythm of entrances
Roof shapes and materials
Continuity of streetscape
Proportion of openings
Materials and textures
Architectural details
Relation to historic styles
Solids and voids
Color

Facade Design Guidelines:



- Facade design should not be overly complicated or overly monotonous, and should respect the traditions of the town and region. Designs reflecting traditional proportions and elements are encouraged. False facades typical of theme parks and movie sets are not acceptable.
- Building facades that are long and continue without interruption are unattractive. Large or multiple



building projects should use variation of detail, form and siting to provide visual interest and to prevent monotonous design and appearance. Setback variations and details should be provided to create shadows and visual interest. When the prominent facades of a new commercial building are longer than 30 feet, they should be modulated with breaks in the facade.

- Inadequate fenestration creates a fortress-like facade and excessive glazing floods the surrounding areas with light, resulting in an overly aggressive approach to the street. As a general rule, at least 20% but not more than 30% of the front facade design should be "transparent" based on the percentage of (window) fenestration (not including doorways).
- Windows contribute to the facade of a building and will be evaluated on: (1) the pattern of the openings and their size; (2) proportions of the frame and sash; (3) configuration of window panes; (4) muntin profiles; (5) material; (6) paint color; (7) characteristics of the glass; and (8) details or decorative elements. The use of traditional window proportions is highly encouraged, particularly for freestanding restaurants and offices and retail structures, and particularly when adjacent to residential sections of the corridors, such as the Jamestown Road/Route 199 area and Richmond Road between the Williamsburg Shopping Center and Brooks Street. Care should be taken to avoid excessive glazing that is not in keeping with a traditional design approach. However, large windows may be acceptable in the context of a properly designed shopping center or large commercial building. In traditional designs, windows, sidelights, and glazed doors must have exterior muntins or those which give the appearance of true divided lights and are non-removable. Solid glass windows or doors are not acceptable with a possible exception for elevations that are not visible from public streets.
- Shutters may be appropriate on buildings of domestic scale. When used, shutters must be in correct proportion to the windows or doors that they adjoin. Shutters must have attached hardware and be





mounted to give the appearance of being operable (i.e., shutters should not appear to be attached permanently to the wall.)

- Side and rear elevations should contain the same design elements and materials as the front facade.

ROOF DESIGN

A roof is a critical design element with both the shape and material contributing to the appearance of the building. Roofs and roof materials are important elements and will be given the same consideration as other exterior elements. Key considerations include: shape and pitch, overall massing, overhangs, color, and materials.

Roof Design Guidelines:

- In areas near residential sections of the corridors, such as the Jamestown Road/Route 199 area and Richmond Road between the Williamsburg Shopping Center and Brooks Street, pitched roofs are required (except as noted in section C.3 below). In all other areas pitched roofs are highly encouraged for freestanding restaurants, offices and retail structures. The minimum acceptable roof pitch is 5/12; however, greater roof pitches may be incorporated (6/12 up to 12/12) depending on the overall architectural design, scale and massing of the structure.
- Roof materials and colors must be appropriate to the architectural style of the building. In Tidewater Virginia, slate and wood shingles and metal standing seam roofs have traditionally been used. Concrete shingles resembling 18th century wood shingles are found throughout the historic area and Merchants Square. Other modern composite materials such as fiberglass and asphalt shingles have similar characteristics although they do not have the same texture, color and scale as the traditional materials. Fiberglass, asphalt, wood or slate shingle materials from the range of colors in the TAMKO Heritage Premium fiberglass shingle color series are acceptable. Standing-seam metal roofs are permitted provided that they are gray, black, dark green, or a dark earth-tone color. Other materials or colors may



be acceptable and are subject to review on a case-by-case basis. Regardless of material, bright or primary roof colors are not acceptable.



- For large commercial structures (approximately 15,000 square feet or more) flat roofs may be allowed if adequate detail and visual interest is provided by the parapet or roof design.
- If a mansard or "false" mansard roof is used on a large commercial structure, the roof should be consistent in slope and arrangement on all sides and high enough to screen all mechanical equipment.

BUILDING MATERIALS

The selection of appropriate building materials is critical to the overall architectural building character. Presently, little consistency in materials or architectural unity exists along the City's corridors. Consistently applied guidelines for building materials will greatly improve the appearance of the corridors over time.

Building Materials Guidelines:

- Materials, which reflect the city's traditions, are highly encouraged. Major commercial buildings (those which are two-story and higher, shopping centers, and buildings in excess of 10,000 square feet) should be constructed of brick. All other buildings should be constructed of brick or brick and horizontal wood siding. Siding must have an exposure of between six and eight inches and may have a beaded edge; the intended effect is to create a play of light and shadow on the wall surface. Siding must be wood or a material, which is of a gauge and quality that resembles authentic horizontal wood siding; the latter may be acceptable if its form, detailing, painting, and overall appearance conveys the visual appearance of the authentic material.
- Existing metal, stucco, drivit, aluminum, vinyl and synthetic siding may be replaced in kind with the same type of material, provided that it matches the existing siding material in color, size and thickness. Small additions may be constructed with the same



type of siding that is on the building provided that the total wall area of the addition does not exceed 20% of the total wall area for the existing building, and provided that it matches the existing siding material in color, size and thickness. If not replaced in kind then the new siding shall be approved by the Architectural Review Board.

- High quality synthetic materials that resemble wood may be approved for use as trim on a case-by-case basis.
- Prefabricated metal buildings are not allowed along the city's entrance corridors.
- Aluminum siding, vinyl siding and sheeted siding are not acceptable materials.
- Applied stucco is not acceptable as the primary building material. However, applied stucco may be acceptable as an accent material on buildings of contemporary design or in renovations.

BRICK AND PAINT COLORS

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

Brick and Paint Colors Guidelines:

- Colors for brick should be muted red earth tones.
- Wood siding and trim on buildings must be stained or sealed a natural earth tone or should be painted using colors from the Martin Senour "Williamsburg" exterior paint colors or from the Sherwin Williams "Preservation Palette." The latter's "Postwar Romanticism" selection is excluded from the approved colors. Clad windows and clad trim should conform to the same color standards as painted wood. Painted siding and trim should be limited to three colors on a building unless additional colors are justified by the design.

- Wood fences and decks must be painted or stained if this is necessary to complement the site.
- Existing single-family dwellings or commercial buildings may duplicate or match existing color schemes without approval from the Architectural Review Board.
- Any new color schemes for single-family dwellings that are proposed to be applied to already painted surfaces and which are comprised of no more than two colors from the approved color palettes mentioned above may be repainted without approval from the Architectural Review Board.
- Any new color schemes for commercial buildings must be approved by the Architectural Review Board. New color schemes should respect the architectural style of the building and colors of existing signage for any businesses on the property.
- The painting over unpainted, natural brick surfaces or naturally finished wood surfaces requires approval by the Architectural Review Board.

LIGHTING

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

Lighting Guidelines:

- Galvanized metal, bright colors and other visually intrusive materials should not be used. Height should be compatible with existing scale.
- In residential areas or areas immediately adjacent to residential areas, the lighting fixtures should be understated and compatible with the residential quality of the surrounding area. The use of low-level light and/or concealed light source fixtures whose light does not spill over onto adjacent properties are



methods commonly employed to achieve this objective.

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

	Pedestrian Area		Vehicle Area	
	Foot-candles (Minimum on Pavement)	Uniformity (Average to Minimum)	Foot-candles (Average to Pavement)	Uniformity (Average to Minimum)
High	0.9	4:1	2.0	3:1
Medium	0.6	4:1	1.0	3:1

High	-	Regional Shopping Centers, Fast Food Facilities
Medium	-	Community Shopping Centers, Hospitals, Cultural, Civic, and Recreational Facilities is the recommended minimum.

GASOLINE CANOPIES

Gasoline canopies greatly affect the visual character of a commercial corridor. Lighting fixtures for canopies shall be submitted to the Architectural Review Board for approval.

Gasoline Canopy Guidelines:

- Canopies shall not exceed the height of the main building.
- Canopy colors for are limited to tones of white, beige, black or brown.
- Red, blue, yellow and other bright colors are not acceptable.
- Canopy lighting must be recessed into the roof of the structure to minimize glare from the fixtures.
- The material for the canopy shall match the building material.

APPROVAL OF NEW MATERIALS

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