WOLF CREEK PARK DESIGN STANDARDS MANUAL

A companion document to the Wolf Creek Park Master Plan, the Fayette County Comprehensive Plan, and the Fayette County Unified Development Code.

Adopted by the Fayette County Urban Renewal Authority Board of Directors.

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Cover image: Thrasher Engineering, Clarksburg, WV
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INTRODUCTION

Wolf Creek Park (WCP) is an opportunity for Fayette County to address many of the area’s immediate needs and serve as a model of sustainable development for the State of West Virginia. A “live, learn, work, play” community, the WCP vision emphasizes environmental stewardship, quality housing, and business innovation. The 1,000 acre mixed-use development – created by Fayette County’s Urban Renewal Authority in 2006 – attracts like-minded developers that share the entrepreneurial spirit and lively outdoor character that embody the New River Gorge region. Fayette County is a unique place, and WCP should be too.

The Design Standards Manual:

1. Identifies seven basic design principles meant to guide future development at the Park.
2. Gives specific guidance on the individual elements that make up a project. It is organized by topic: Site Layout, Building Design, Circulation Networks, and Streetscape and Signage.
3. Outlines the process for Fayette County’s URA to review each WCP project and provides a general development checklist.

Prospective developers and interested citizens alike will likely find the Pre-development Checklist, found in Section 7, to be a good entry point to understanding the expectations of the Park and navigating the overall document. The Checklist indicates priorities that should be followed in all developments and provides section references for each topic. Nonetheless, it is recommended that this document be read in its entirety.

The New River Gorge Regional Development Authority, the Fayette County Urban Renewal Authority, and the Fayette County Resource Coordinator’s Office all play a role in the successful development of Wolf Creek Park. Developers interested in purchasing or viewing property at the Park can find more information at nrgrda.org and wolfcreekpark.com, or by calling 304.254.8115 or 304.574.4258.
1. BACKGROUND

“Wolf Creek Park will establish a new standard for growth and development that provides greater lifestyle choices and helps to preserve the unique natural and scenic resources of the area.”

- Wolf Creek Park Master Plan, 2006

In 2006, Fayette County’s economic redevelopment organization, the Urban Renewal Authority (URA), purchased Wolf Creek Park (WCP), a 1,064 acre site between Fayetteville and Oak Hill, to develop a mixed-use residential and commercial project unparalleled in the State of West Virginia. A key aspect of the ambitious project is that the URA rezoned the site as a Planned Unit Development (PUD), which allows the County and developers more flexibility to negotiate land use terms instead of being restricted by conventional zoning.

WCP’s Master Plan (2006) identified the park’s foundational principles and three main goals to address in Fayette County:

- **Community needs.** A direct response to a lack of both industrial capacity and diversified housing options in the County.
- **Growth management.** The dissatisfaction with the low-grade commercial sprawl along the US Route 19 Corridor.
- **Leverage assets.** The desire to capitalize on the area’s cultural heritage, natural beauty, and outdoor recreation assets through sustainable development.

While the WCP Master Plan identified the development’s foundational principles, it did not include a set of design standards to ensure the Park’s vision would be incorporated into the built environment.

1.1 Purpose

The WCP Design Standards Manual is therefore intended to:

- Inspire development that reflects the unique character of Fayette County’s cultural and natural landscape, protects environmental quality and drives business innovation, and serves as a model of sustainable development for West Virginia;
- Encourage developers to integrate Fayette County’s distinct sense of place and quality of life into design and leverage these positive attributes as a strategic economic asset;
- Assure consistency in development patterns to preserve a high-quality business environment and protect property values, while also remaining flexible for developers;
- Emphasize the importance of 1) interconnected mixed use, 2) minimizing building setbacks, 3) reducing the visual impact of parking, and 4) the integration of the built environment into existing natural landscapes;

1.2 How to use this document
This document should be used by citizens, developers, Fayette County URA staff, and the URA Board when proposing, designing, or reviewing development in WCP. The document should be read in conjunction with the Fayette County Unified Development Code (UDC) and the City of Oak Hill’s Zoning Ordinance for residential development. The manual has three main sections:

1. Design Principles - Identifies seven basic design principles from the WCP Master Plan.
2. Design Standards - Gives specific guidance on the individual elements that make up a project. It is organized by topic: Site Layout, Building Design, Circulation Networks, and Streetscape and Signage.
3. Design Review - Outlines the process for Fayette County’s URA to review each WCP project and provides a general development checklist.

1.3 Supporting Documents
The Resource Coordinator’s Office consulted an extensive body of existing literature for the Manual. The Fayette County Unified Development Code (UDC), in particular, served as a foundational policy document. Other key references are listed below:

Fayette County
- Wolf Creek Park Master Plan, 2006
- Fayette County Unified Development Code, 2009
- Fayette County Comprehensive Plan Update, 2011
- Oak Hill Comprehensive Plan Update, 2012
- Fayetteville Comprehensive Plan, 2013
2. DESIGN PRINCIPLES AND TOOLS

The WCP Master Plan bases many of its design goals on “Smart Growth” – an urban planning design approach emphasizing walkable neighborhoods that seeks to preserve open space and the environment:

“Wolf Creek Park is to serve as a model of smart growth techniques including mixed uses, appropriately scaled density, pedestrian and bicycle circulation, environmental sensitivity, connectivity and accessibility.”

– Wolf Creek Park Master Plan, 2006

Seven Design Principles and three Key Design Tools were identified from examining both basic Smart Growth principles and the WCP Master Plan (see Figure 2.1). Ultimately, the main design goal, which is the seventh principle, is to serve as a development model for the entire State of West Virginia.

The objective is quality design that addresses three major issues with modern suburban development: 1) disconnected uses and circulation networks, 2) poorly-designed surface lot parking and large building setbacks, and 3) out-of-scale architecture that ignores local context. Each principle and tool is explained in this section and shape the recommendations that follow in the Design Standards section.
2.1 Distinct identity and Sense of Place

*Integrate local assets into design features to reinforce/enhance area identity*

Fayette County has many valuable assets – the New River Gorge, the rivers, hills and mountains, world-class outdoor recreation, the diverse cultural scene of Fayetteville, and the enduring legacy of coal – that shape a strong sense of identity. Over a million people visit the County each year because they are attracted to the unique sense of place in a world that is becoming increasingly homogenous. WCP development should integrate these exceptional assets into design features to differentiate itself from competing developments and reinforce the area’s sense of place.

“Sense of place” is defined by the constructed and natural landmarks and social and economic surroundings that cause someone to identify with a particular place because it is distinct. Conversely, “placeless” landscapes are those that have no special relationship to the places in which they are located – they could be anywhere. Strip malls,
convenience stores, fast food chains, and chain department stores are often cited as examples of placeless landscape elements.

Key characteristics:
- The development contributes to the area’s distinct character and identity
- Design is informed by local features
- The development seems to evolve naturally as part of its surroundings
- The architecture is pedestrian friendly and buildings front the street

2.2 Pedestrian scale

Prioritize a pleasant walking experience through a human-scaled environment over vehicular throughput

Pedestrian scale is the extent human dimensions govern design rather than vehicular circulation and convenience. Factors affecting walkability include: street connectivity; mixed land use; residential density; the presence of trees and vegetation along walkways; and frequency and variety of buildings and street frontages. Pedestrian spaces should be safe, comfortable, interesting, and functional.

Key characteristics:
- Building dimensions and setback, street width, and streetscape elements establish a comfortable place for people to walk
- Traffic calming measures (street trees, on-street parking) moderate vehicular circulation
- Buildings are arranged to enclose and create spatial definition
- Destinations are within a 5-minute walk

2.3 Mix uses

Blend housing, working, and shopping to enable diverse activity through “horizontal mixed use” in one place

WCP seeks to implement “horizontal mixed use,” or pedestrian-oriented places that layer compatible land uses, amenities, and utilities together at various scales and intensities. This variety of uses allows for people to live, work, play, and shop in one place. As defined by The Lexicon of the New Urbanism, horizontal mixed-use is multiple functions within the same general area or
within the same area through adjacency. Conversely, single-use makes land development less efficient, less diverse, more auto-dependent, and weakens sense of community and connection to place, and in the long-term flat-lines property values, all of which counter WCP’s overall vision.

Key characteristics:

- Avoid large parcels containing single use structures in large parking lots
- Connect housing subdivisions, apartment clusters, and office parks with adjacent and compatible developments
- Buildings are built in relation to preexisting structures and landscapes
- Mixed use maintains higher, more stable property values

2.4 Connect uses

*Link a mix of housing, working, and shopping to enable diverse activity*

Connecting uses may be the most important design principle for WCP to realize its vision. Conventional development continues to segregate uses which creates a disconnected and fragmented environment that is vehicle-dependent (see Figure 2.6). Current policies typically require segregated land use, which makes
deviating from standard development patterns difficult. Connecting uses means making clear pedestrian, bicycle, and vehicular pathways between developments and intermingling compatible uses together.

Key characteristics:

- Sidewalks and bicycle lanes are continuous along public streets
- Sidewalks connect buildings to the public sidewalk and to each other
- Buildings are oriented to roads and sidewalks
- Building orientation to parking areas is secondary
- Buildings and developments are not isolated with extensive buffers
- Common streetscape elements are used to visually link different areas
- Amenities such as street fixtures, shade, and shelter are provided
- Development is not a collection of separate development

2.5 Limit parking impacts

*Orient parking so it does not dominate the landscape*

Another key principle to achieving WCP’s vision is to reduce the visual impact of parking. This goal includes reducing the image of the “sea of parking” often found in conventional suburban development. Locally, the US Route 19 commercial and retail corridor provides a good example of what to avoid. While parking is

Figure 2.7
The Oak Hill rail trail connects uses.

Figure 2.8
Massive parking lots, placed in front of buildings, have a devastating effect on sense of place (Oak Hill).
necessary, it does not need to dominate viewscapes. The careful placement and design of parking areas will do much to determine how successfully WCP can achieve its goals.

Key characteristics:

- Parking is placed to the rear of buildings
- Encourage on-street parking and discourage excessive surface parking
- Parking is shared between complementary uses
- Buildings are more prominent than parking lots
- Planting strips/pedestrian paths with tree cover divide parking lots
- Parking lots are screened with perennial plantings and tree cover

2.6 Integrate Outdoor Features Seamlessly into Built Environment

*Provide an intimate connection with the outdoors through design and open space*

Fayette County’s outdoor features are its greatest asset. New development should strive to integrate outdoor features into the construction of buildings, roads, and open space. Setting aside well-designed open areas makes the immediate environment pleasant.

Key characteristics:

- Outdoor space is provided and shared with compatible uses
- Scenic views, forested areas, and riparian areas are reserved
- Residential areas have recreation areas within a five minute walk
- Cluster buildings where possible to preserve open space
- Limit lighting to avoid light pollution and preserve the night sky

2.7 Serve as a development model for West Virginia

*Do not create isolated, disconnected single-use structures in large parking lots*

Fayette County arguably has more development potential than any other County in the State; however, a lack of employment and mixed income housing continue to inhibit the County’s progress. WCP is an opportunity for the County to address...
many of the area’s immediate needs, attract an educated and entrepreneurial workforce, and serve as a development model for the State of West Virginia. Fayette County is a unique place, and WCP should be too.

Key characteristics:

- Differentiate WCP from all other development in West Virginia by emphasizing mixed use, connecting uses, short setbacks
- Meet the expectations embodied in the WCP Master Plan and the Design Standards Manual to ensure public and private compromise is in accordance with long-term goals
- Work with developers to envision an interconnected, pedestrian-oriented, mixed use community that embodies the outdoor values of Fayette County

2.8 Key Design Tools

The three most important design tools for WCP development

1. Building Arrangement with short setbacks
   - Short setbacks (from 10 – 25 feet depending upon context)
   - Contextualize building placement in relation to existing area features
   - Buildings are orientd towards the road
   - Setback variation is 15% or less to adjacent buildings
   - Landscaping creates a visual focal point towards the building entry

2. Limit the visual impact of parking
   - Parking is placed behind buildings
   - Parking is buffered from sight by perimeter landscaping
   - Parking is shared between complementary uses
   - Internal landscaping and pedestrian paths are provided
   - On-street parking is provided and encouraged when possible

3. Connect uses through long-term considerations
   - Connect adjacent and compatible uses through roads, pathways, and trails to connect different properties in anticipation of future development
   - Preserve space to connect different properties in anticipation of future development
   - Sidewalks/pathways connect buildings to the sidewalk and to each other and are landscaped
   - Street trees in a single line and landscaping are planted along roadways to visually unify the environment
DESIGN STANDARDS

The Design Standards section gives specific direction on the individual components of a development project. It is organized by topic and provides text guidelines accompanied by illustrations and images. The Design Standards are color-coded and organized into the four categories below.

The main emphasis is on 1) limiting building setbacks, 2) limiting the visual impact of parking lots, 3) connecting different developments with roads and pathways, and 4) integration of the built environment into existing natural landscapes.

3. Site Design
   - Building Arrangement
   - Parking
   - Landscaping
   - Open Space/natural areas

4. Building Design
   - Building Mass
   - Building Articulation

5. Circulation
   - Roads
   - Pedestrian routes
   - Bicycle routes

6. Streetscape
   - Streetscape
   - Signage
   - Lighting
3. SITE DESIGN

3.1 Building Arrangement

3.1.1 Background

Building arrangement refers to the placement of buildings on a parcel in relation to other buildings, topography, and roads. The arrangement is critical to creating a distinct identity for WCP as dissimilar building arrangement creates a built environment that appears disorganized.

3.1.1 Key points

- Contextualize building placement in relation to existing area features
- Utilize short front building setbacks (15 – 30 feet)
- Orient building frontage to the road

3.1.2 Contextualize building placement

- Utilize the existing landscape to base design
- Reflect the form of neighboring buildings by using similar: setback, mass, height and width, roof form, and materials
- Adjust to neighboring buildings: orient potentially bothersome features away from neighbors; consider sight lines from windows onto neighboring property; and mitigate the mass of building with architectural detailing
3.1.3 Short setbacks

To better define public space, minimize the visual impact of parking, and create a sense of place, buildings should be placed close to the road with short, consistent front and side setbacks.

- Front setbacks for industrial, or commercial areas must be 15 - 25 feet from the street in order to site buildings along sidewalks to facilitate pedestrian access; further setbacks for industrial areas may be allowed on a case-by-case basis

- Front setbacks in residential areas ranging from 10 to 25 feet is typical and is the required front setback; further setbacks are appropriate for low density residential areas and may be allowed on a case-by-case basis, but the setbacks should be uniform and consistent between houses

- Site setbacks so that they relate to adjacent buildings and developments

- Setback variation of average setback in relation to adjacent buildings is required to be no more than 15%

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**Figure 3.2**

While the national retailer above has a large front setback and disregards the historic building stock with differences in mass, roof form, and materials (Oak Hill), the other limited its side setback to augment existing location characteristics (Gauley Bridge).

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**Figure 3.3**

This residential setback varies only slightly to its neighboring development (Fayetteville).
3.1.4 Orient building frontage towards the road to physically define space

Sprawling environments are disorienting and not conducive to walking because people naturally seek to establish visual boundaries, which are mostly absence in modern suburban development.

- Placing building façades toward the road is required
- Strive for contiguous building arrangement along the street-face, and avoid large breaks between buildings
- Strive for relatively flat building fronts; complex façades are visually distracting and not as effective at shaping public space
3. SITE DESIGN

3.1 Building arrangement

3.2 Parking

3.2.1 Background
With the exception of connecting uses, reducing the visual and physical impact of parking is the most critical design aspect to WCP’s development. Conventional suburban parking requirements undermine the creation of distinct environments.

3.2.2 Key points
- Place parking behind buildings and strive for on-street parking
- Create shared parking lots with compatible uses
- Landscape lots with pedestrian paths; buffer sidewalks from lots

3.2.3 Reduce the scale of parking lots
- The UDC outlines parking requirements based on a number of factors, including usage, square footage, peak parking demand, number of employees or residents, and anticipated customer base; however, the PUD designation allows WCP to negotiate parking on a case-by-case basis
- The URA will seek to reduce the required parking amount where possible
- All development is required to allow on-street parking to reduce the surface parking lot area required when possible
• It is encouraged to share parking agreements between adjacent properties, which can involve uses with different hours of service or neighboring businesses with a shared parking area (i.e., people will park once and walk to multiple establishments).

![Image](image1.png)

**Figure 3.7**
Parking is the dominant feature of development along the US Route 19 corridor because the parking is placed at the front of buildings, creating a barren, unremarkable landscape (Fayetteville).

![Image](image2.png)

**Figure 3.8**
Left to right: This development separates businesses on each side by a large parking lot placed in front of buildings, creating an environment hostile to pedestrians (Gauley Bridge).

3.2.4 **Place parking out of view and behind buildings**
• Place a minimum of 90 percent of parking behind buildings so parking does not face the street or adjacent roads when topography is not an issue
• Place parking at the building side if it cannot be placed behind the property
• Limit the amount of front parking to no more than one aisle of nose-in parking between the building and the road when possible
Figure 3.9
Shared parking between two businesses maintains a continuous streetscape and pedestrian access; additionally, on-street parking reduces the amount of parking needed (Gauley Bridge).

Figure 3.10
One single aisle of nose parking, with more parking placed behind this building, limits visual parking impact (Oak Hill).

Figure 3.11
This church locates parking to the side and back, which makes the building more prominent (Fayetteville).

Figure 3.12
On-street parking reduces surface parking (Fayetteville).

Figure 3.12
These commercial buildings fail to share parking, creating an unnecessary distance between both buildings and creating an environment that has no relation to its surroundings (Summersville).
3.2.5 Accommodate pedestrian paths in parking areas

- Provide clear pedestrian paths from parking spaces to main entrances and between adjacent buildings for any parking lot of 20 or more spaces to create a physical and physiological separation from the parking lot

2.6 Provide landscaping in parking areas

- Any parking placed in front of a building is required to buffer the parking from the road and sidewalk with perimeter plantings and street trees (see Section 3.3)
- Any parking lot with 20 or more spaces is required to provide interior landscaping of at least 20% of surface area if placed in front; however, if parking is placed behind the building, no interior landscaping may be required if the parking is out of view from front and side sidewalks/roads
- Do not use isolated single tree islands; provide continuous tree aisles between every other car row (see Figure 3.16)
- Use shade trees and consider placement that provides the best summer shade; use decorative trees closest to buildings

Figure 3.16
The top right photo has sparse, isolated tree islands that fail to provide shade or limit the visual impact of parking (Fayetteville). The other two images demonstrate continuous tree plantings (Adventures on the Gorge, Lansing).
3. SITE DESIGN

3.1 Building arrangement
3.2 Parking
3.3 Landscaping
3.4 Open space/natural areas

3.3 Landscaping

3.3.1 Background
WCP’s main asset is Fayette County’s outdoor character. Development should include landscaping that enhances the environmental quality, aesthetic appeal, and financial value of the Park and minimizes the visual and physical impact of buildings and parking.

3.3.2 Key points
- Incorporate existing natural features with new plantings through the five main landscape design principles of simplicity, balance, proportion, focal point, and continuity.
- Provide landscaping at the 1) building front, 2) along pedestrian walkways, and 3) placing street trees/plantings along roads.
- Strive to achieve at least 20% tree cover for all development through tree preservation and planting.

3.3.3 The Five Main Landscape Design Principles
Landscape design should incorporate the following five principles. Reference Figure 3.18 below for an example of each principle.

1. Continuity. Integration of different elements into the design should use repetition to direct an individual through the landscape and create a sense of unity among different landscape spaces.
2. **Focal point.** Focal points give the eye a place to rest when viewing the landscape as a whole. A focal point may be a plant landscape feature. The path leading to a building front is often the focal point.

3. **Simplicity.** Group different landscape elements together to create a single unit. For example, group plants of similar colors or textures, or mass three or more plants of the same species together.

4. **Proportion.** Refers to the relationship between different landscape elements. The relationships to consider are plants to buildings, plants to other plants, and plants to people.

5. **Balance.** There are two common types of balance: symmetrical and asymmetrical. Symmetrical balance is most common – everything on one side is duplicated on the other.

![The Five Main Landscape Design Principles illustrated (Adventures on the Gorge, Lansing)](image)

**Figure 3.18**

The Five Main Landscape Design Principles illustrated (Adventures on the Gorge, Lansing)

3.3.4 **Preservation of existing landscape**

- No use of invasive plant species
- Incorporate responsible drainage and stormwater control
- No construction in streams or wetlands
3.3.5 Use native planting
- It is encouraged to preserve or transplant native species on site
- Choose species that encourage wildlife - especially pollinators, butterflies, beneficial insects and birds if possible

3.3.6 Rehabilitation of areas disturbed by construction or erosion
- It is not permissible to leave construction materials – especially fill dirt – behind after a site is complete
- It is required to protect exposed slopes with erosion control measures such as native groundcover planting
- Strive to recover exposed soil with leaf litter or mulch to reduce erosion

3.3.7 Minimization of tree removal
- Identify key trees on the site to preserve and protect

3.3.8 Focus on providing landscaping at three primary places
- Around buildings. Landscaping in the building front is required; landscaping should be provided on each side visible to pedestrians or adjacent property
- Along roads. Planting single line street trees that abut adjacent roads is required (see Section 6.1.5)
- Along pedestrian walkways. Landscape walkways to accentuate the overall site character. Focus landscaping on walkways leading to entrances; this is not required but highly encouraged
3.3.9 Strive to achieve at least 20% tree cover
The UDC outlines tree cover requirement standards for each individual development. While the UDC requires 10% of the developable land be covered by trees for commercial and industrial development, and most residential zones require at least 20%. WCP recommends that all developments achieve a tree cover percentage of at least 20%.

- Commercial and industrial developments achieving 20% tree cover will receive an additional five points

3.3.10 Retaining walls
Retaining walls include any wall that retains earth two feet or more in depth.

- The maximum height of retaining walls in WCP is seven feet as measured from the lowest finished grade level to the top of the wall
- They should be designed to blend into the existing topography
- Where grade changes exceed seven feet, stepped or terraced wall structures with planting terraces are to be used
- Retaining walls greater than seven feet may be approved by the URA if the applicant demonstrates that such a design solution minimizes the overall impact to the site
- Acceptable materials for retaining walls include dry stacked or facing stone over a structural wall or timber walls with suitable landscape screening
- Thin building stone veneers are prohibited
3. SITE DESIGN

3.1 Building arrangement
3.2 Parking
3.3 Landscaping
3.4 Open space/natural areas

3.4 Open space/natural areas

3.4.1 Background
Preservation of open space will enhance WCP’s outdoor assets and significantly increases property values. It should be a primary consideration during site development considerations.

3.4.2 Key points
- **Cluster development.** Residential development is built closer together on part of the land rather than spread evenly on large lots over the whole development to promote open space
- **Contiguous space.** Establishing and protecting contiguous open spaces is encouraged, especially in areas adjacent to environmentally sensitive land or adjacent properties
- **Pocket space.** Even on small lots, open spaces accommodating human activity should be maximized – such as benches, gazebos, and walking paths – through careful siting of buildings and landscape design.

![Figure 3.23: The three main concepts of this section](image)

3.4.3 Predevelopment considerations
All developments should strongly consider dedicating some land for open space for a circulation network which will increase connectivity and property values
• Developers should consider dedicating land for open space or an integrated trail and pedestrian/bicycle circulation network, especially for developments over 3 acres
• Look for opportunities to maximize open space size by creating shared open areas with adjacent properties

3.4.4 Cluster development
Cluster development is the grouping of residential properties on a development site in order to use the extra land as open space, recreation, or agriculture. It allows the developer to spend less on land and obtain much the same price per unit as for detached houses. Possible advantages include more green/public space and better storm water management.

• Residential developments, especially detached single family, should consider cluster development to decrease lot size, maximize shared space, and maintain the outdoor character of WCP.

3.4.5 Contiguous development
Build recreational opportunities (e.g., bike and pedestrian trails) into open spaces so a site’s open space can be incorporated into a local and/or regional system.

• For sites with sensitive habitats, establish open spaces with passive recreational uses and buffers to protect environmentally sensitive areas
• Walking and biking paths can be sited in flood plains

Figure 3.24
Cluster development preserves green space.

Figure 3.25
Left to right: The Rail Trail in Oak Hill creates a contiguous park network, while the wetlands boardwalk in Wolf Creek Park could lead to an integrated trail system.
3.4.6 Pocket Space

Pocket space and pocket parks are created on small, irregular pieces of land on an existing lot and maximize existing space that may be disregarded. They allow developers to make their property distinct and reinforce Fayette County’s sense of place.

- They may be created around a monument, historic marker, or art project, or incorporate the existing topography and scenic character, and include benches, gazebos, or decorative landscaping
- Pocket space should be comfortable outdoor spaces that complement the rural lifestyle and serve as extensions of indoor spaces

Figure 3.26
Left, right, below: A statue adds local flavor in Lewisburg; a small bench provides respite in Gauley Bridge; a pocket park in Fayetteville.
4. BUILDING DESIGN

4.1 Building Mass

4.1.1 Background
Building massing refers to the height, volume, and general shape of a building and how it relates to other building masses (architectural scale) and to a person (human scale). A building’s mass defines its relationship to other structures and the road. Neighboring buildings of similar massing work to create a pleasing streetscape and provide consistency between adjacent buildings with different uses. This section is particularly important to future industrial development.

4.1.2 Key points
- **Facade additions to reduce mass.** Address differences in building mass by adding facade additions such as step-back height, varied wall surfaces, or varied heights with regular width to break facades into smaller elements to add visual interest.
- **Compatible mass.** Ensure a building’s mass is compatible with adjacent structures.
- **Reduce mass of industrial warehouses.** Mass reduction techniques for industrials warehouses is required.

4.1.3 Façade additions to reduce mass are required
- Avoid an unmodulated mass
- Use step-backed height
- Use varied wall surfaces
- Use varied heights with regular width

Figure 4.1

Figure 4.2
Avoid an unmodulated mass. Use step-backed height.

Figure 4.3
Use varied wall surfaces and varied heights.
4.1.4 Compatible Mass

The use of different architectural elements can enhance a building’s visual appeal and diminish the perceived size of a large structure that enables the building to fit into an existing neighborhood pattern.

![Figure 4.4](image)

A) A big box development in Oak Hill with an unmodulated mass, or blank wall. B) New big box stores, such as the Wal-Mart in Fayetteville, use varied heights to reduce the perceived mass of its building. C) The Robbins Company at WCP offsets the large warehouse with a step-backed entrance that is human-scaled.

![Figure 4.5](image)

A) The massing of the transition building (left) is out of scale with neighboring residential and small-scaled commercial buildings (right).

![Figure 4.6](image)

The massing of the transition building (left) is broken up in order to reflect the massing of adjacent residential and small-scaled commercial buildings.
4. BUILDING DESIGN

4.1 Building mass
4.2 Building articulation

4.2 Building articulation

4.2.1 Background
This section addresses the design elements that impact the exterior appearance of a building including façade articulation, materials, and color. These elements contribute to a human scale and provide an interesting and coherent architectural character. Over-scaled features, haphazard designs, and bland materials can undermine the overall character of WCP.

4.2.2 Key points
- **Adhere to local context and design theme.** Complement WCP’s natural and built environment and Fayette County’s cultural heritage by adhering to local context and the “woodland rustic” design theme
- **Use quality materials.** Wood is required for all building façades to create continuity between each development and fit the natural environment
- **Use earth and forest tone colors.** WCP requires earth and forest tone colors of green, brown/tan, and gray as the primary colors of development

4.2.3 Local architectural vernacular – “Woodland rustic”
WCP is an extension of Fayette County’s unique natural and cultural assets. WCP seeks to maintain buildings that relate to the area’s climate, topography, and heritage.
- Development should be inspired by and strive to include elements of the “woodland rustic” architectural vernacular style, to include: Adirondack, American craftsman/Queen Anne, cottage/cabin, and woodland contemporary
- Wood features in the façade are required
- Avoid architectural fashions that disregard the conventional building practices and materials of Fayette County
- Avoid prefabricated building types when possible, except in industrial development
- Mobile homes are not permitted at WCP

*Figure 4.7*
The Robbins Company in WCP integrated wood in the entrance for a woodland contemporary look.
4.2.4 Building Materials

- The primary building materials for WCP are 1) wood, 2) brick, and 3) stone.
- The exterior façade is required to incorporate wood.
- Split-faced concrete block and siding are encouraged to be used as a secondary material.

4.2.5 Exterior Colors

- Exterior colors are limited to primary and secondary applications.
- The primary application is the dominant color (walls), while the secondary color is for trim, accent, and the roof.
- WCP requires the primary colors of a development be natural earth and forest tones of green, brown/tan, and gray.
• Trim colors should be contrasting colors such as light, medium, or dark earth and forest tones
• Accent colors are not limited but should be used sparingly
• Roof colors are required to be natural earth and forest tones

4.2.6 Roof Shapes
• Roofs should be gable or hip style with pitches ranging from 6:12 to 10:12 slope
• Roof material should be architectural shingles or standing seam metal
• Flat roofs may be used for structures greater than 5,000 square feet require visual variation from one or more of the following:
  - Pedestrian-scaled step-back entrance (see Figure 4.4)
  - Stepped or rounded parapet walls
  - Minimum 18 inch high cornice with three changes in the relief
  - Combination of pitched and flat roofs
• Steeper roofs should be considered for residential areas

Figure 4.11
Greens, browns/tans, and grays are the required primary theme colors; accent colors are not limited.

Figure 4.12
Recommended roof pitch for WCP.

Figure 4.13
A rounded parapet adds visual variety to a flat roof.

4.2.7 Fenestration
Fenestration refers to window and door arrangement on the building façade.
• The primary building façade is required to have 15 percent window and door openings to create visual interest
• Façades facing a secondary road should consist of 10 percent window and door openings on average; exceptions can be made for industrial
• Commercial developments should have at least 50% window and door openings on average and 25% glass if the building is more than one story
• Windows should be 1½ times taller than they are wide and horizontally and vertically aligned
• If shutters are used they should appear operable and to fit the window opening if they were closed

4.2.8 Light fixtures
• Light fixtures should complement the building mass and façade
• Building façades, important architectural details and site features, such as plantings or signage may be highlighted by appropriate accent lighting
• A warm light color, similar to daylight, is appropriate

3.2.8 Garages in residential areas
• Residential designs in which garages protrude from and visually dominate the façade are prohibited
• Garages should be recessed behind the primary building façade a minimum of 24 inches and include glass

These light fixtures compliment the building façade.

Garages protruding from residential façades overwhelm building design and place a disproportional amount of emphasis on vehicles and parking. The building focal point (see Section 3.3.3) should not be on the garage, but the building entry way.
5. CIRCULATION NETWORK

5.1 Roads

5.1.1 Background

WCP should contain a range of thoroughfares designed for pedestrians, bicyclists, and motorists. Transportation networks are much more than building roads for vehicles. A sense of place is intricately tied to pedestrian access/scale.

5.1.2 Key Points

- Developer is required to consider the potential of connecting uses through future road construction as additional development occurs
- Connect adjacent and complimentary uses through roads and paths and the concept of complete streets
- Development should not be a collection of separate development lots
- 21 feet is the minimum road width to allow parking on one side the road

5.1.3 Connect uses

The road network should provide more than one route between destinations and allows direct connection to adjoining developments. Importantly, WCP should seek to limit neighborhoods containing cul-de-sacs because:

- Dead-end systems reduce the number of through-roads which overburdens unconnected roads
- Decreases social interaction
- Isolates uses
- Lengthens trips for emergency vehicles, policing, busing, and mail delivery, which increases long-term costs

As a result, the developer is required to consider integrating future roads to connect to future development as it occurs.

5.1.4 Complete streets

Complete streets is an urban planning concept that designs roads for pedestrians, bicyclists, and vehicles. Complete streets include:
- Slower-speed roads
- Sidewalks
- Designated bike lanes
- Improved safety for pedestrians and bicyclists
- Improved property values and more attractive streetscape

5.1.5 Design speed and traffic calming
The speed of vehicles is critical to pedestrian safety and comfort. However, lowering speed limits is not an adequate approach as many motorists will drive at the perceived safe speed on roads designed for higher throughput. The most effective way to control vehicular speed is through:

- Establishing speed limits through residential and commercial districts to 25 mph
- Narrowing lane widths
- Avoiding long straightaways
- Speed bumps
- On-street parking
- Providing visual enclosure points such as street trees and short setbacks that allow buildings to create a “street wall” along the road

![Figure 5.2 Narrower roads create human-scale.](image)

5.1.6 On-street parking
On-street parallel parking provides many benefits: it slows down drivers who become instinctively aware of other cars in the roadway; it protects pedestrians from traffic with a barrier of cars along the sidewalk; it reduces the demand for off-street surface parking, decreasing the demand for parking lots; and it increases sidewalk activity as drivers walk from vehicle to destination.

- On-street parking should be provided on both sides of the street in commercial development
- On-street parking should be provided on at least one side of the street in residential development
- On-street parking should count toward satisfying parking requirements as it is likely that developers will not provide it
- Parking lanes should be marked with a stripe on through-roads, but are not necessary in residential neighborhoods
5.1.7 Tree-planted median divided roadways

Avenues and boulevards are tree-planted median thoroughfares that often connect neighborhoods or different areas of development at various levels of vehicle throughput.

- Both types contain tree-planted medians, typically 10 – 20 feet wide
- Dimensions for both roadways are typically 10 foot wide travel lanes
- Parking lanes are 8 feet wide
- Tree-planted medians can calm traffic, provide share, serve as an attractive gateway, and create human-scale

Figure 5.3
Left to right: A tree median entering a residential neighborhood in Fayetteville provides an attractive entry way and is curbless; Statler Avenue in Staunton, VA integrates nature with roadways.

Figure 5.4
Tree-lined medians create human-scale.

5.1.8 Free-flow roads

Free-flow roads carry enough traffic for full-size travel lanes in each direction:

- 9 – 10-foot-wide travel lanes
- 7-foot-wide parking lanes
- Measure 32 feet wide (parking both sides) or 25 feet wide (parking one side) or 20 feet (with no parking)
5.1.9 Slow-flow roads

Slow-flow roads limit through-traffic and are typical of residential neighborhoods. Slow-flow roads are narrower than free-flow roads and for the purposes of WCP may be the best dimensions to use for most roads because of lower cost.

- 7 feet wide travel lanes
- 7 feet wide parking lanes
- Measure 28 feet (parking both sides) or 21 feet (parking one side)

5.1.10 Curb radii

Conventional road engineering standards specify wide curb radii at intersections so that large vehicles such as tractor trailers and fire trucks can turn the corners easily. While the radii enables large vehicles to turn easier, the design forces pedestrians to walk longer distances, encourages speeding and lack of awareness through intersections, and creates a sprawling environment. For these reasons, curb radii should be no larger than necessary to accommodate the turning motions of the largest vehicle that will use them regularly.

- Standardize new road development to have curb radii of 20, or 15 feet, or 10 depending upon the development context
- The more dense the area, such as multi-family residential neighborhoods, should have the smallest curb radius
- For curbless rural roads, corner radii as large as 30 feet is acceptable

![Figure 5.5](image)
Left to right: A wider curb radii vs a shorter radii

![Figure 5.6](image)
The differences in curb radii.
5. CIRCULATION NETWORK

5.1 Roads

5.2 Pedestrian paths

5.3 Bicycle paths

5.2 Pedestrian Paths

5.2.1 Background

The pedestrian network includes sidewalks, designated road crossings, off-road paths, and shared bicycle paths. The pedestrian network should be as complete as the one for vehicles.

5.2.2 Key points

- Developer is required to consider, plan, and consult with URA staff concerning the potential of connecting uses through future sidewalk and pathway construction
- Walking should be useful (destinations should be within a 5-10 minute walk), safe (visibility, lighting, and traffic calming), comfortable (street trees and benches), and interesting (natural and built environment).
- Continuous designated routes between sites and connected destinations
- Plant street trees along sidewalks and pathways (see Section 6.1)

![Figure 5.7](image)

*Figure 5.7*

Left to right: While sidewalks are provided, the landscape is uninteresting, lacks comfort, and may be considered unsafe (Montgomery). Although this gas station provides outdoor seating, it is tacky, not shielded from parking, and uncomfortable (Fayetteville).

5.2.3 Sidewalks

Provide, where feasible, unbroken pedestrian routes between developments. Place paths in a logical pattern where people will want to walk. The developer is required to consult with URA staff concerning sidewalk and pathway development.

- Place sidewalks on both sides of roads whenever possible
- Place sidewalks throughout residential areas
• Sidewalks connect buildings to the main sidewalk and to each other
• Strive to design sidewalks at least 5 feet wide, which is the width that can accommodate two people walking abreast
• 4 feet should be the minimum sidewalk width
• Attempt to avoid sidewalks that abruptly end and lead to nowhere
• Develop walkways through parking lots

![Figure 5.8](image)
5’ sidewalk widths are the standard for accommodating two people walking abreast.

![Figure 5.9](image)
Left to right: Avoid sidewalks to nowhere (Harrisonburg, VA; Fayetteville).

5.2.4 Alternative pedestrian paths and trails
Alternative pedestrian pathways or trails may be a better, and cheaper, option to traditional concrete sidewalks due to WCP’s challenging topography. Pathways/trails consisting of alternative materials can help establish a pedestrian system linking all buildings, green spaces, and other destinations in developments. Additionally, different pathway materials can add unique character to WCP development.

• Use gravel, mulch, limestone screening, stones, grass walkways, recycled concrete or brick or other materials that provide cheaper alternatives to concrete sidewalks
• Include off-road walking paths that will provide direct routes between destinations if the roadside sidewalks cannot be provided or cannot provide direct access
• Develop an integrated pedestrian system linking roadside sidewalks with alternative paths and nature trails
• Provide pedestrian paths/bike connections to connect cul-de-sacs
• Provide wayfinding signs made of wood to identify all path/trail routes

Figure 5.10
1) A gravel pathway provides an alternative to concrete sidewalks at Adventures on the Gorge in Lansing; 2) Limestone screening; 3) Grass pathway; 4) Mulch pathway.

Figure 5.11
Left to right: A pedestrian connection in Fayetteville overcomes topographic constraints and connects a restaurant to a pocket park; Oak Hill’s rail trail connects the city to the county.
5. CIRCULATION NETWORK

5.1 Roads
5.2 Pedestrian paths
5.3 Bicycle paths

5.3 Bicycle Paths

5.3.1 Background
Bicycle paths are an easy way to encourage outdoor activity and multi-modal transportation.

5.3.2 Key points
- Developer is required to consider, plan, and consult with URA staff concerning the potential of connecting uses through bicycle path construction
- The easiest way to establish a bicycle presence is to mark main roads with bicycle markings

5.3.3 Bike lanes
- Strive to establish a 3-foot on-street bike lane if road width is large enough
- Provide bicycle markings on roads if width is not large enough for an individual lane
- Provide for bicycle traffic along main roads, with particular emphasis on connecting residential areas to paths

5.3.4 Bike paths and trails
Provide new bike paths to connect to planned paths of adjoining developments
- Designate pedestrian paths as bicycle paths as well
- Create paths specific to biking
- Consider mountain biking trails

5.3.5 Marking system
- Develop a marking system of signs to designate bicycle routes and alert motorists of a biking presence

Figure 5.12
1) A basic bicycle marking lets motorists know to share the road (Harrisonburg, VA); 2) Create a designated bicycle lane if road width is large enough; 3) Make pathways multi-use; 4) Mark bike trails and strive to create mountain biking routes (Colorado).
6. **STREETSCAPE**

6.1 **Streetscape**

6.1.1 **Background**

Streetscape is the space between either side of a street that defines the street’s character that can be viewed by pedestrians and motorists. It is important that streetscapes are designed to reflect the character of the neighborhood and to offer a safe, comfortable environment for pedestrians. Streetscape elements include building façades, landscaping, sidewalks, street furnishings, signs, awnings, and street lighting.

6.1.2 **Key points**

- Each road is required to be lined with trees of a consistent species
- Plant trees at a max of every 5 feet and a minimum of every 15-20 feet

6.1.3 **Street furnishings**

- **Sidewalk obstructions.** All sidewalks are to be clear of obstructions for walking. Streetlights, trees, mailboxes, trash cans, and other permanent structures impeding walking should be kept off walking areas.
- **Planters and landscaping.** Planters, such as those currently at the entrance of WCP, are encouraged. Landscaping (see Section 2.31) should relate to the building sidewalk, and road and offer an attractive gateway to each development.
- **Benches and trashcans.** Benches and trash cans should be appropriately styled and scaled to complement building architecture and to reinforce the character of the streetscape (see Section 3.14). Benches and trashcans should complement the decorative style of the preexisting street lights at WCP (see Figure 6.4).

6.1.4 **Awnings**

- Fixed or retractable sloped awnings are the only awning types allowed
- Awnings and canopies should complement the scale of the building and not dominate the façade, interfere with signs, or architectural features

---

**Figure 6.1**

4’ sidewalk dimensions with street furnishings. Note that trees can also be placed between the sidewalk and building.
6.1.5 Street trees and streetscaping
Street trees protect pedestrians, slow down motorists, provide a sense of enclosure, reduce heat island effects, and absorb stormwater runoff. Perhaps most importantly, they dramatically improve property values.

- Each development is required to plant street trees of a consistent species along roads to create a continuous tree line
- Shade trees are to be used instead of decorative trees
- Trees can be located either between the road and sidewalk, or between the sidewalk and building
- Trees are to be planted in a straight line and placed no further than 5 feet from the sidewalk or road
- Tree spacing is a maximum 5 feet and a minimum 25 feet
- Plant shrubs and flowers along roads when possible

Figure 6.2
Left to right: The planting of street trees is one affordable way Mount Hope is renewing its streetscape, while mature street trees increase property values (Harrisonburg, VA).

Figure 6.3
Left to right: A lack of street trees makes walking unpleasant (Montgomery). A landscaped sidewalk and tree overhang creates a pleasant walking experience and inviting business entry way (Oak Hill).
6.1.6 *Street Lighting*
WCP should continue to place the current decorative style of street lights throughout the Park.
- Street lights should be placed every 30 feet in denser commercial areas.
- In residential areas, street lighting should be limited to intersections only.
- Generally, a street tree should be no closer than 15 feet from a streetlight.
- For pedestrian areas, pedestrian light fixtures should be 10 to 15 feet above the ground; the pedestrian light poles should be placed 40 to 60 feet apart, depending on the desired light level.
- For vehicular areas, light fixtures should be 20 to 35 feet high, but should not be taller than the adjacent buildings, where possible.

6.1.7 *Utility and equipment placement*
Utility equipment is often unattractive and its appearance should be minimized.
- Transformers, lift stations, utility meters, cable TV boxes, and other equipment is not allowed to be seen along the frontage streetscape.
- All trash receptacles, dumpsters, fuel tanks and significant building mechanical equipment are required to be screened.
- Service and utility areas should not be located within 25 feet horizontally of any pedestrian entry.
- Service and utility areas should be concealed from the road by locating utilities: underground, providing enclosing walls, fences, screening and/or landscaping of sufficient height and density year-round.

6.1.8 *Fencing*
- Fences and screening should be consistent with the design, materials, colors, and textures of the adjacent buildings and the Design Standards.
• Wood, aluminum, decorative PVC, wrought iron, and vinyl are acceptable fencing materials
• Chain link fencing is not an appropriate material; however, if chain link is required, the entire structure should be coated with a natural or earth tone color (see Section 4.2.5) and enhanced with evergreen plantings

6. STREETSCAPE

6.1 Streetscape
6.2 Signage
6.3 Lighting

6.2 Signage

6.2.1 Background
The total square footage for signage permitted by the Fayette County UDC exceeds the desirable maximum allowable signage in WCP due to the disproportion in sign size to building façades. Signs should be in proportion to the façades and strive for design consistency with adjacent developments.

6.2.2 Key points
• Signs should be of high quality design and construction and incorporate wood and metal
• Developments are required to have one primary sign and no more than two secondary signs that complement the primary sign to limit visual clutter
• Wall-mounted signs should not occupy more than 20% of the façade

Figure 6.6
This signage is visually distracting, does not have a consistent color scheme, has too many sign types, and uses low quality materials (Oak Hill).
6.2.3 Sign types and categories
There are 7 main sign types allowed in WCP:

- Wall-mounted
- Hanging
- Window
- Freestanding
- Suburban monument
- Awning and canopy
- Wayfinding

These 7 signs can be divided into four categories:

- Primary Sign (Wall-mounted, hanging, freestanding, suburban monument). A business should have only one primary sign, which is usually a flush mounted sign.
- Secondary Sign (Hanging, window, awning, wayfinding). Secondary signs are utilized in addition to the primary building sign. Typically, a secondary sign is an awning, hanging, or window sign. The secondary sign is generally intended to capture the attention of the pedestrian walking on the sidewalk, while the primary sign’s audience is specifically the viewer driving past in a vehicle.
- Portable Signs (Freestanding). Portable signs are intended for the pedestrian walking on the sidewalk but do not impede pedestrian traffic. Portable signs include sandwich boards, signs mounted on easels, or freestanding frames with sign inserts.
- Temporary Signs (Window, freestanding). Temporary signs are used for a special purpose, such as limited-time offer or a sale and should be used only for short periods

6.2.4 Prohibited Signs

- Billboards
- Electronic signs
- Portable trailer signs or similar signs
- Poster board
- Signs of low quality design and construction prone to disrepair

Figure 6.7
Above to below: Portable trailer signs and electronic signs are prohibited (Oak Hill).
Pole signs are discouraged because they visually disrupt the environment; however, they may be built with direct URA guidance.

6.2.5 Scale signage relative to building and environment

- Wall-mounted signs occupying more than 20% of the façade are not allowed.
- Proportion signs to the façade, respecting the building’s size, scale and mass, height, and fenestration.
- Scale signage to be proportional so that it does not dominate the building or the façade.

6.2.6 Sign materials and quality

- The primary sign materials for WCP are 1) wood and 2) metal.
- Wood is required in the design of the sign, either in the sign or sign stand.
- Sign materials should be compatible with the building façade.
- Plastic and vinyl are permitted, especially for flush mounted, adhesive lettering.
- Reflective materials are prohibited.
- Maintaining sign quality if required - signs should not be in a degraded state, which includes fading, rust, cracking, and missing lettering.

Figure 6.8
This sign is not in scale, visually competes with the building design, and occupies more than 20% of the façade (Fayetteville).

Figure 6.9
Above: This sign uses all wood. Below: These signs are low quality and not acceptable (Montgomery, Fayetteville).
6.2.7 **Sign Colors**
- Use colors for the sign that are compatible with the building front
- Limit the number of colors used on a sign; in general, no more than 3 colors should be used
- Select a dark background with light lettering to make signs more legible

**Figure 6.10**
These signs use few colors and coordinate with building accents (Oak Hill, Montgomery).

6.2.8 **Lighting**
- Lighting for a sign should be an indirect source, specifically light directed at the sign from an external, shielded lamp (see Section 6.3)
- All lighting should point downward towards the sign
- A warm light color, similar to daylight, is appropriate
- Internally illuminated signs are prohibited

6.2.9 **Appropriate Signage Content**
- Using a symbol for a sign is encouraged
- Use simple typefaces on signage
- Select letter styles and sizes that will be compatible with the façade
- Avoid hard-to-read or overly intricate typeface styles

**Figure 6.11**
The simple type face and color make this business stand out in Oak Hill.

6.2.10 **Hanging Signs**
- Locate near the business entrance just above the door or to the side
- Mount perpendicular with the building façade
- Provide a minimum of 8.5 feet clearance between the sidewalk surface and the bottom of the sign
• Be no more than 8 square feet in size

6.2.1.1 Wall-mounted signs
• Should not exceed 75 square feet in size
• Placed and centered on the façade or positioned at the corner of a building
• Provide a minimum clearance of 8.5 feet between the sidewalk surface and the bottom of the sign
• Mount wall signs to align with other adjacent uses
• Scaled appropriately in response to the building façade
• Limit the aggregate area of all wall-mounted signs to 20 percent of a building façade

Figure 6.12
Excellent examples of hanging signs

Figure 6.13
Although this Harley Davidson on Midland Trail uses more signage than recommended, its wall-mounted signs compliment the façade and are an appropriate size.

Figure 6.14
These are all good examples of wall-mounted signs (Montgomery, Fayetteville, Alloy).
6.2.1.2 Freestanding Signs
- Only one freestanding sign per development is allowed; however, if the lot fronts more than one road, one sign is allowed on each street
- Should not obstruct walkways
- Should not exceed 10 square feet on each side

6.2.1.3 Window Signs
- Limit the use of window signs
- Do not cover more than 20 percent of the window area
- Do not use window signs constructed of opaque materials that obscure views into and out of windows
- Incorporate lettering, symbols, and other design elements that reflect the type of business
- Place temporary signs, such as local promotional posters for concerts and festivals, in a manner that is appropriate for the building scale and style

**Figure 6.15**
Good examples of freestanding signs (Oak Hill).

**Figure 6.16**
This is an acceptable window sign (California).

**Figure 6.17**
These signs are low quality and not acceptable (Montgomery).
6.2.1.4 Awning and Canopy
Lettering should be placed on the valance
- Select awning shapes that reflect fenestration
- Valances should be approximately eight to twelve inches in length
- Internal illumination for both is prohibited

6.2.1.5 Wayfinding and WCP signage
WCP should have a suburban monument wayfinding sign at the entrance of the Park that provides a listing of each business. The sign should have:
- Wood and stone design for suburban monument gateway
- Black metal design for wayfinding signage that compliments and attaches to existing light poles
- Wood-based design for standard signs – such as stop signs and yield signs

Figure 6.18
This awning coordinates with the fenestration (Oak Hill).

Figure 6.19
A – C: Potential design concepts for WCP gateway sign; D) Wayfinding signage attached to light poles; E) Wall-mounted wayfinding on wood; F) Standard signs fashioned with wood.
6. STREETSCAPE

6.1 Streetscape
6.2 Signage
6.3 Lighting

6.3 Lighting
6.3.1 Background
Outdoor lighting should be of appropriate brightness and reduce light pollution, glare, and offensive light sources. The goals is to ensure that the light source glare is confined within the property boundaries. This section is based on the standards defined by the Illuminating Engineers Society of North America (IESNA) and the International Dark Sky Association (IDA), the two premier organizations that set illumination standards for the lighting industry.

6.3.2 Key Points
- Each light fixture is required to be full-cut or fully-shielded
- Uplighting is prohibited
- All parking area lighting is required to be cut-off type fixtures

6.3.3 Full-cut or fully-shielded light directed downward is required
The lighting must be shielded to prevent direct glare and contained to the target area.
- All building lighting – for security or aesthetics – is required to be full cut-off or fully-shielded
- Full cut-off fixtures are independently certified by manufacturers and do not allow light to be emitted above the fixture and the fixture reduces glare by limiting the light output to less than 10% at and below 10 degrees below the horizontal (see Figure 6.20)
- If full cut-off is not available a light fixture should be fully-shielded
- No light fixtures are allowed upward light distribution
- Externally lit signs, display, building, and aesthetic lighting must be lit from the top and shine downward

6.3.4 Limit the height of fixtures
- Locate fixtures no closer to the property line than four times the mounting height of the fixture, and not to exceed the height of adjacent structures
• Exceptions may be made for larger parking areas

Non-cutoff optics, allow light to be emitted in all directions. Many decorative fixtures are non-cutoff types. Non-cutoff optics are the least efficient way to put light on the ground. They create a large amount of light pollution and glare. These lights are not generally used as principal light sources on thoroughfares, as the glare has the tendency to blind drivers.

Semi-cutoff optics, allow most of the light to be emitted below 90 degrees, but some light (up to 5%) to be emitted above 90 degrees. These types of optics are commonly used in cobra-head style streetlighting. They are quite effective at diffusing the light over a large, directed area on the ground. These lights still contribute some direct uplight, although no as much as non-cutoff lights. Significant glare from these fixtures, is eliminated by placing them on taller poles.

Full-cutoff optics put light on the ground below the fixture only. Full-cutoff optics do not emit light above 90 degrees. These optics direct light to the ground in a defined, tight pattern. Typically to achieve a uniform lighting job, one would have to use more full-cutoff luminaires or increase the mounting height of these luminaires to achieve the same result as compared with semi-cutoff or cutoff fixtures.

Figure 6.21
Comparison of cut-off light fixture effects.

6.3.5 Light levels
• Limit light crossing property lines (i.e. “light trespass”)
• Light levels at the property line should not exceed 0.1 footcandles adjacent to commercial/industrial properties and 0.05 foot candles at residential property boundaries

6.3.3 Prohibited light fixtures
• No lighting can blink, flash, or be of unusually high intensity or brightness
• Uplighting (light directed upward)
• Internally lighted signs
• Unshielded floodlights, wallpack type, and colonial type
• Sag-lens and drag lens
• Drop lens canopy fixtures
• Mercury vapor lighting
• Metal halide

6.3.5 Non-essential lighting
• “Non-essential” includes but is not limited to: display, aesthetic, parking, and sign lighting
• All non-essential lighting is required to be turned off after business hours, leaving only the necessary lighting for site security
• All parking lot light fixtures, except the minimum necessary for security, is required to be turned off one hour after the close of the facility and remain off until dawn or one hour prior to the business opening

Figure 6.22
Examples of acceptable light fixtures.
7. DESIGN REVIEW

All development in WCP is subject to guidelines set forth in the Design Standards Manual. Design Review will be conducted by the Fayette County URA and the Fayette County Resource Coordinator’s Office. The objective of the Design Review process is to create a clear, consistent, and predictable process for development within WCP. A main goal is to simultaneously conduct the Design Review with the Site Plan development to streamline the process.

The steps for the WCP Development Review Process are as follows:

1. **Make Initial Contact.** Developer receives information packet that includes WCP Master Plan, WCP Design Standards, Fayette County UDC, regional data, and other requested information.

2. **Meet with Resource Coordinator.** Review information packet and other administrative requirements. Address any questions the Developer may have. Tour WCP.

3. **Meet with the URA Board.** Schedule meeting to discuss the development concept and receive information about how to proceed. Developer reviews their anticipated compliance with the Pre-Development Checklist with URA Board to ensure concept is aligned with WCP’s strategic vision.

4. **Begin the design process.** Developer begins drafting a Site Plan incorporating guidance from the WCP Master Plan, the UDC, and Design Standards Manual.

5. **Submit draft Site Plan.** The draft Site Plan is submitted to the Resource Coordinator and reviewed by the Resource Coordinator and the County Zoning Enforcement Officer to ensure development is compliant with all local ordinances and following WCP design standards. Resource Coordinator completes Development Checklist; Developer amends plan accordingly.

6. **Submit Final Site Plan.** The Final Site Plan is reviewed by the Resource Coordinator to ensure design quality. A final meeting is scheduled with the URA Board.

7. **Final meeting with the URA Board.** Developer presents final Site Plan to URA Board for approval. Resource Coordinator provides complete Development Checklist to aid Board review.
7.1 Wolf Creek Park General Pre-Development Checklist

<table>
<thead>
<tr>
<th>Development Principles</th>
<th>Description</th>
<th>Development strives to meet guidance (Y/N/NA/If N, explain)</th>
<th>Points (Office Use)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Distinct Identity</strong> <em>(Reference Section 2.1)</em></td>
<td>Development contributes to Fayette County's distinct character and identity and design is informed by local features</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2. Pedestrian Scale</strong> <em>(Reference Section 2.2)</em></td>
<td>Pedestrian pathways are provided, building mass is mitigated, building articulation compliments scale, and landscaping/street trees are provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3. Horizontal Mixed Use</strong> <em>(Reference Section 2.3)</em></td>
<td>Site plan considers layering compatible land uses, amenities, and utilities together at various scales and intensities; development considers how to compliment compatible uses and plans to make connections with adjacent and future uses as it evolves</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4. Connect Uses</strong> <em>(Reference Section 2.4)</em></td>
<td>Site plan is organized by the integrating concept of connecting uses so roads, sidewalks, and trails can be extended as additional development occurs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5. Reduce Parking Impacts</strong> <em>(Reference Section 2.5)</em></td>
<td>Parking is placed behind (or to the side, if topography limits placement behind the building) development, reducing large parking expanses in front of buildings</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6. Integrate Outdoor Environment</strong> <em>(Reference Section 2.6)</em></td>
<td>Site plan considers preserving open space/natural areas; anticipates how to connect open space to future adjacent and compatible development through shared open space, walkways and trails; and seeks to preserve contiguous natural areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7. Development Model for WV</strong> <em>(Reference Section 2.7)</em></td>
<td>Emphasize the importance of 1) interconnected mixed use, 2) minimizing building setbacks, 3) reducing the visual impact of parking, and 4) the integration</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: This is a general pre-development checklist and is not comprehensive. Developers must follow all Standards.*
of the built environment into existing natural landscapes while setting above-
average development standards

<table>
<thead>
<tr>
<th>Development Standards</th>
<th>Description</th>
<th>Development meets guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Site Design</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Arrangement</td>
<td>Contextualize building placement in relation to existing area features</td>
<td></td>
</tr>
<tr>
<td>(Reference Section 3.1)</td>
<td>Use short building setback (15 – 25 feet)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building front faces the primary roadway</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Site plan is organized by the integrating concept of connecting uses so development can be extended and connected as additional development occurs</td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>Parking is placed to the side or behind development, preferably behind</td>
<td></td>
</tr>
<tr>
<td>(Reference Section 3.2)</td>
<td>On-street parking is considered to discourage excessive surface parking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parking lots are screened with landscaping or decorative walls</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continuous planting strips and pedestrian paths with tree cover divide parking lots and connect to buildings and roads</td>
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</tr>
<tr>
<td></td>
<td>Parking is shared or consolidated between compatible adjacent uses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buildings are more prominent than parking lots</td>
<td></td>
</tr>
<tr>
<td>Landscaping</td>
<td>Incorporate existing natural features such as trees and topography with new plantings through the five main landscape design principles of simplicity, balance, proportion, focal point, and continuity</td>
<td></td>
</tr>
<tr>
<td>(Reference Section 3.3)</td>
<td>Landscaping provided at the 1) building front, 2) along pedestrian walkways, and 3) along roads (street trees/plantings)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strive to achieve at least 20% tree cover for all development through tree preservation and planting</td>
<td></td>
</tr>
<tr>
<td>Open Space/natural areas</td>
<td>Development is built closer together on one part on the land rather than spread evenly on large lots over the whole development to preserve land, decrease burden on utilities, and promote recreation</td>
<td></td>
</tr>
<tr>
<td>(Reference Section 3.4)</td>
<td>Establish and protect contiguous open spaces, especially in areas adjacent to environmentally sensitive land or adjacent properties</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Open spaces accommodating human activity—such as benches, gazebos, and walking paths— are considered in siting of buildings and landscape design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Work with adjacent properties to preserve contiguous open space</td>
<td></td>
</tr>
</tbody>
</table>
### 2. Building design

<table>
<thead>
<tr>
<th>Mass <em>(Reference Section 4.1)</em></th>
<th>Ensure a building’s mass is compatible with adjacent structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address differences in building mass by adding façade additions such as step-back height, varied wall surfaces, or varied heights with regular width to break façades into smaller elements to add visual interest</td>
<td></td>
</tr>
<tr>
<td>Reduce mass of industrial warehouses; do not build large warehouses without mass reduction techniques</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Articulation <em>(Reference Section 4.2)</em></th>
<th>Complement WCP’s natural and built environment and Fayette County’s cultural heritage by adhering to local context by incorporating elements of the “woodland rustic” design theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>The primary building materials are: 1) wood, 2) brick, and/or 3) stone</td>
<td></td>
</tr>
<tr>
<td>Wood is incorporated into the building façade/design</td>
<td></td>
</tr>
<tr>
<td>The earth and forest tone colors of greens, browns/tans, and grays are used as the primary development colors</td>
<td></td>
</tr>
<tr>
<td>Building style is coordinated and consistent, including architectural style, roof forms and materials, wall materials, colors, and details</td>
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</tr>
<tr>
<td>Residential properties mute the visual prominence of garages through design</td>
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</tr>
<tr>
<td>Light fixtures compliment and accentuate the building design; building lighting is warm and does not distract adjacent uses</td>
<td></td>
</tr>
</tbody>
</table>

### 3. Circulation networks

<table>
<thead>
<tr>
<th>Roads <em>(Reference Section 5.1)</em></th>
<th>Site plan is organized by the integrating concept of connecting uses so roads can be extended and connected as additional development occurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete streets: roads include space for sidewalks, bicycles, and on-street parking is planned for and considered</td>
<td></td>
</tr>
<tr>
<td>Connections are made to adjacent developments by roads, sidewalks, pathways, and open space and planned to be made and extended as additional development occurs</td>
<td></td>
</tr>
<tr>
<td>Tree-lined medians are considered for residential areas</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pedestrian/bicycle circulation <em>(Reference Sections 5.2, 5.3)</em></th>
<th>Pedestrian and bicycle connections are made with sidewalks and pathways between buildings in a development and to adjacent developments and neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider reserving space and access points for future pedestrian/bicycle paths and development evolves</td>
<td></td>
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</tbody>
</table>
### 4. Streetscape and signage

| Streetscape  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Reference Section 6.1)</td>
<td>Line roads with trees and landscaping of a consistent species</td>
</tr>
<tr>
<td></td>
<td>Street trees are planted along the main roads to unify the streetscape</td>
</tr>
<tr>
<td></td>
<td>Utilities are hidden from view by landscaping and buffering</td>
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<tr>
<td></td>
<td>Appropriate fence materials are used</td>
</tr>
</tbody>
</table>

| Signage  
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>(Reference Section 6.2)</td>
<td>A development is required to have one primary sign and no more than two secondary signs that complement the primary sign</td>
</tr>
<tr>
<td></td>
<td>Wood or metal is incorporated into the sign design</td>
</tr>
<tr>
<td></td>
<td>Wall-mounted signs do not occupy more than 20% of the façade</td>
</tr>
<tr>
<td></td>
<td>Atmospheric lighting compliments and accentuates the streetscape; building lighting is warm and does not distract adjacent uses</td>
</tr>
</tbody>
</table>

| Lighting  
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>(Reference Section 6.3)</td>
<td>All building lighting – for security or aesthetics – is either full cut-off or fully-shielded</td>
</tr>
<tr>
<td></td>
<td>No light fixtures are allowed upward light distribution</td>
</tr>
<tr>
<td></td>
<td>Externally lit signs, display, building, and aesthetic lighting are lit from the top and shine downward</td>
</tr>
</tbody>
</table>