

Design Guidelines
for
Ironbound Crossing
in
James City County, Virginia
December 13, 2018



Prepared for:
Bush Construction Corporation
4029 Ironbound Road, Suite 100
Williamsburg, VA 23188

Prepared by:
Hopke & Associates, Inc.
1156 Jamestown Road, Suite C
Williamsburg, VA 23185
www.hopke.com
and
AES, Consulting Engineers
5248 Olde Towne Rd, Suite # 1
Williamsburg, VA 23188
www.aesva.com

Contents

Introduction	2
Site Features and Opportunities	4
Street Design	7
Building Placement and Massing	7
Architectural Character	8
Allowable Materials	9
Parking and Access	10
Landscape, Hardscape and Planting	11
Site Lighting	11
Signage	12

Introduction

These guidelines provide site planning and architectural guidance, identify context-sensitive approaches to realizing site potential and suggest strategic development opportunities for the property identified below:



The property outlined in red consists of three “zoning” parcels, all of which are proposed to be zoned B-1, with Proffers. The western most parcel is owned by Mt. Pleasant Baptist Church and is highlighted for reference. The middle parcel has been offered by VDOT for purchase by G-Square, Inc. and will be joined to the east most parcel to create a single property. All three zoning parcels will be governed by these guidelines. As required in the transaction with VDOT, the existing Old Ironbound Road cul-de-sac will be removed and a branch turn-around meeting VDOT standards will be constructed within the VDOT right-of-way before the end of state maintenance where Old Ironbound Road becomes a private road serving only the church.

Located at the intersection of Monticello Avenue and Route 199, this property is positioned within the Monticello Avenue corridor leading to the “New Town” Development of James City County, but it is not technically a part of it. Given its context, the property’s ability to contribute to the sense of place that has become New Town and the Monticello Ave corridor, and to complement and enhance the built environment of New Town and the Monticello Avenue corridor, will be advanced by adherence to these guidelines.

The New Town Design Guidelines identify the parcels nearest the Monticello Avenue/199 interchange as “gateway” commercial development opportunities:

The more urban centers of New Town are appropriately located at the [through-] intersection of Monticello and Ironbound, while more regionally targeted development occurs near Monticello’s intersection with Route 199. These commercial centers establish the first image and impression of New Town to those who pass by or visit from other areas in the region. The planning and design of these sites, then, becomes paramount in setting the desired character for all of the neighborhoods located in the town. [Cooper Robertson, quoted from design guidelines for Windsor Meade Shopping Center].

Since those design imperatives were first committed to print, New Town has completely built out its property along the Monticello Ave. corridor. Other parcels not formally a part of New Town have also developed, leaving the subject site as the last remaining free-standing developable acreage along the corridor. Given that the character, rhythm and quality of the corridor is now well established, development of this property should be consistent -- addressing arrival by automobile, with adequate, convenient and logical on- and off-street parking, while also promoting movement within the development and between adjacent developments by foot.

Given its acreage is significantly smaller than other planned development sites along the corridor, flexibility in site design is inherently somewhat less than those larger parcels. Nevertheless, the site should avoid the suburban patterns of development that are characterized by large setback areas, highway scaled signage and general lack of connectedness. Instead, it should more closely follow the patterns of development characterized by its closest neighbors along the corridor, namely the portion of Settler’s Market closest to Rte. 199 and the portion of Courthouse Commons closest to Ironbound Road/Monticello Ave.

Site Features and Opportunities

The property is comprised of three zoning parcels: Zoning Parcel 1 is the roughly 1.2 acre existing G-Square, Inc. property located at the corner of Monticello Ave. and Ironbound Road. Zoning Parcel 2 is a roughly three-quarter acre area of VDOT right-of-way surrounding the existing Old Ironbound Road cul-de-sac proposed to be abandoned and sold to G-Square, Inc. Upon abandonment, Parcel 2 will be subsumed into Parcel 1. Zoning Parcel 3 is a roughly three-quarter acre portion of Mt. Pleasant Baptist Church located north of Old Ironbound Road beyond the end of State Maintenance (uses here will be limited to accessory uses to a place of public assembly). Together, the lands subject to these guidelines are bordered on all sides by public streets: Monticello Avenue, Ironbound Road, Old Ironbound Road and Route 199. To its east, the property wraps around the Ironbound Water Storage Facility which, although a utilitarian function, has been designed to the standards of the surrounding architecture.



Along its northern edge, Monticello Avenue is a four-lane arterial road that sits higher in elevation than the site itself. VDOT enjoys a slope maintenance easement along that property line of the site. Visibility into the site from Monticello and from the 199 overpass is downward. This will make roof design and screening of rooftop equipment a critical element of focus for the design of buildings.

Along its southern edge, Old Ironbound Road, which is a cul-de-sac road with a variable width right-of-way, aligns with an internal street of the neighboring Courthouse Commons development. As part of the agreement with VDOT to sell the land, the cul-de-sac will be removed and a branch turn-around will be constructed within the VDOT right-of-way. All vehicular traffic to the site will approach from Old Ironbound Road. Given the excessive existing right-of-way width of Old Ironbound Road, the developer is encouraged to pursue improving the street with on-street parking, which the County will credit toward buildable square footage on-site. This off-site development, although not required, is encouraged as a way to create a visual extension and practical connectivity to the Courthouse Commons development.



The western boundary is the Route 199 right-of-way, which is currently zoned R-8.

The eastern portion of the property abuts and partially wraps around the existing JCSA water storage facility. As part of the collaboration between the JCSA, G-Square, Inc. and Bush Construction Corporation involved in planning for the water storage facility over 15 years ago, shared parking was planned along the western side of the water storage facility. Shared access to this parking, and the G-Square, Inc. parcel, will remain generally as built (for the water storage facility) and accessed from Old Ironbound Road. Given this history and the cross-easements recorded to the mutual benefit of the parties, the developer should incorporate the parking adjacent to the water storage facility into an overall parking plan for the property, revising its layout as necessary, provided: (1) it represents no further reduction of the water storage facility yard than currently exists, and (2) does not compromise service access to the water storage building.

At the northern corner of the site, where the property wraps around the water storage facility, is the intersection of Monticello Avenue and Ironbound Road. While the configuration of this portion of the parcel does not lend itself to a large building, one or more small buildings may be feasible. The use of a portion of this area as a pocket park is encouraged, subject to evaluation of safety concerns associated with this high volume, high speed signalized intersection; it may also be suitable for monument signage to identify the parcel or major tenant.

Traversing the middle of the property northwest to southeast is an existing surface drainage pattern. Stormwater enters the site from a culvert under Monticello Avenue and leaves the site through a culvert under Old Ironbound Road. The developer is free to re-route this drainage utilizing any approved method. Recognizing that this may entail surface or subsurface drainage structures over which constructing buildings is difficult, these guidelines anticipate a lack of vertical development at that location.

LEGEND

- BUILDING FRONTAGE ZONE
- MONTICELLO LANDSCAPE EDGE AND SLOPE EASEMENT
- LANDSCAPE EDGE
- MT. PLEASANT PROPERTY TO BE ZONED B-1
- OPTIONAL STREETScape DEVELOPMENT OPPORTUNITY

Site Plan Details:

- Monticello Avenue** (top left)
- Ironbound Road** (top right)
- Old Ironbound Road** (bottom right)
- Courthouse Commons** (far right)
- JCSA WATER STORAGE FACILITY** (cloud shape)
- MT. PLEASANT CHURCH** (yellow area)
- Setbacks and Easements:**
 - 20'-0" SIDE YARD
 - 15'-0" FRONT YARD
 - 15'-0" LANDSCAPE BUFFER
 - 35'-0" BUFFER
 - 32' PARKING ACCESS EASEMENT
 - 15' TYPICAL
 - 15' LANDSCAPE BUFFER
 - 25' YARD
 - 15' LANDSCAPE EDGE AND SLOPE EASEMENT
 - 15' LANDSCAPE EDGE
 - REQUIRED VDOT TURN-AROUND STUB
- Optional On-Street Parking Opportunity** (indicated by arrows)

1. "Landscape Edges" are formal landscaped areas along property boundaries that may include a town-fence, retaining walls, hedges, etc.. Street trees are to be provided along Monticello, unless topography or other constraints would preclude them. These landscape edges create a foreground for building facades or, in the absence of a building façade, act to create a "hard edge" to the adjacent street.
2. "Frontage Zone" is an area wherein at least 75% of a building façade must reside (except as indicated below, under "Street Design"). In the absence of a building façade, a "hard edge" of landscape elements must be provided in the adjacent "Landscape Edge."
3. "Streetscape Development Opportunity" identifies off-street landscape, hardscape and parking which may be undertaken at the option of the developer, if approved by all jurisdictions having authority.

Street Design

Old Ironbound Road is a remnant of Ironbound Road that existed prior to the construction of Route 199. It may also be seen as an extension of the Courthouse Commons Internal Road. Streetscape design along this Old Ironbound Road is constrained by its excessive right-of-way (ROW) width. Nevertheless, developers are encouraged by these guidelines to pursue off-site improvements and parking within the VDOT right-of-way, to the extent feasible and as may be allowed and approved by the agency. As an additional incentive to building siting along Old Ironbound Road, these guidelines designate a “Frontage Zone” for buildings along Old Ironbound Road of 25’ – 40’ from the right-of-way.

The Frontage Zones are areas in which 75% of the boundary facing façade of buildings must reside. This is designated to encourage the developer to enhance the streetscapes with architecturally rich treatment and, if possible, public entrances. It is recognized that not all user types which might occupy the site would lend themselves to that arrangement. For example, a Bank or Restaurant with a drive through would require vehicular travel lanes all around the building, negating the ability to pull the façade close to the property line. In such cases, these guidelines require that the landscape edge be developed with a “hard edge” that would include a structural site element, such as fencing or a wall or combination, or the equivalent. The developer will have the option of choosing one or more of the multiple frontage zones available across the site within which to site a building, depending on the nature and specific requirements of the end user. Said another way, the master plan does not intend to require that all available frontage zones will or should be occupied by building structures.

Street design along Monticello Avenue is constrained by a grade differential, high-speed traffic, and an existing multi-use bike/pedestrian trail. Given the grade change, design of this area should address issues of pedestrian safety as well as aesthetics, such as: Structures may be positioned to create a building edge along Monticello. Where absent of buildings, this site boundary should incorporate a strong, hard landscape edge, incorporating hedges, or a complementary town fence. Street trees are to be incorporated along this edge, unless topography or other constraints would preclude them. It is recognized that achieving adequate parking may require the use retaining walls.



Building Placement and Massing

Arrival and Orientation

Buildings should be organized to anticipate vehicular and pedestrian arrival to the site via Old Ironbound Road and should also anticipate pedestrian arrival from the corner of Ironbound Road and Monticello Ave. As mentioned above, the parcel configuration at the corner of these two roads may provide the developer an opportunity to create a small park (taking into account public safety concerns with high speed traffic

and potential vehicle conflicts inherent at signalized intersections), and perhaps locate project signage there as well.

One or more buildings should be organized on the site to:

- Reinforce streetscapes and street edges along Old Ironbound Road and/or Monticello Avenue,
- Create a sense of arrival for the building users and an obvious approach to the building entrance(s),
- Engage the buildings on the adjacent sites, Monticello Avenue and Old Ironbound Road with appropriate architectural development along those facades.

Building Shape and Footprint

The sense of scale of the proposed buildings shall be in keeping with existing adjacent development. Footprints over 10,000 sf should be broken up in their massing so as to appear as multiple buildings.

Since much of the site is lower than the adjacent Monticello Avenue and well below the 199 overpass, taller buildings up to the maximum height permitted in B-1 are allowed and encouraged. Single story buildings should be designed with adequate height, roof forms, or roof screening to limit the visibility of roof level construction and mechanical equipment.

Architectural Character

The use of materials and general massing of Courthouse Commons and the Water Storage facility should set the tone for the architectural character of all structures within the development. Fundamentally, building masses are to be broken down into smaller, pedestrian scaled elements. There should be a mix of sloped roof elements and parapet-roofed facades. Buildings are to have a predominantly 1-1/2 to 3 story expression; thus one-story buildings should appear to have an attic level with dormers or other architectural devices creating that illusion. Large floor plates (exceeding 10,000 sf) are generally not preferred, but in such cases where the use demands a larger floor plate, building masses are to be visually broken down into smaller elements to give the appearance of an assembly of multiple smaller buildings.

All buildings should conform to the nature of the streets and/or open spaces which they front. Variations in the building facades are required to express multi-tenant occupancies. Each building shall be designed to look attractive from all sides visible to the public. Facades should be articulated with panels, pilasters, cornices and/or other architectural devices so as to avoid long blank walls. Porticos, pediments, and other like features are encouraged to express major entrances. Landscaping elements and/or



treatments specifically designed to break up building massing are also encouraged.

Particular attention should be paid to the roof structure and visibility of the roof from adjacent roadways. Rooftop equipment screening is required, whether by screening device or architectural forms.

Allowable Materials

All buildings are to use a similar or complementary pallet of materials as the adjacent Water Storage Facility and Courthouse Commons development. Specifically:

Walls:

- Brick
- Cast Stone Trim, Veneer, and/or Coping
- Wood or Cellular PVC for Trim
- Fiberglass, Aluminum, or EIFS Cornice and Fascia
- Pigmented, Textured Concrete Block is acceptable on rear and non-public facades.
- Wood or Cementitious Siding (with 5/8" or greater relief in profile or overlap)

Roofing:

- Slate Roofing, Simulated Slate Roofing (rubber); fiberglass asphalt roofing (300# or better); standing seam Metal (aluminum, copper, or steel).
- Gutters and Downspouts (copper or aluminum, round or box (residential Ogee shape is not acceptable).
- Flat or Low-sloped roofs may be of metal or synthetic membrane, where concealed from public view by a parapet.

Building Elements:

- Columns may be true classical pre-fabricated synthetic, or field-fabricated wood. If field-fabricated, extra attention to detailing and proportions will be required.
- Chimneys are to be of brick or stucco.
- Posts, spindles, balusters may be of painted wood or metal. Synthetics such as hard foam or cellular PVC may be utilized if adequately heavy in dimension and anchored and painted.
- Stoops and exterior steps: brick or stone (concrete may be utilized for non-public entrances where screened or not visible to the general public).
- Awnings and Canopies: canvas covered metal structure.

Signs: wood, painted metal, hard foam, or as otherwise allowed by James City County ordinances.

Fenestration:

- Windows may be wood or metal, subdivided with exterior muttons.
- Storefront windows for display may be subdivided into larger panels but should not exceed 36" in dimension. Panes should be square or rectangular, oriented vertically.
- Bay windows: wood or metal with metal roofing.
- Shutters: wood or cellular pvc; shutters should be equipped with shutter hardware and be operable or give the appearance of being operable.
- Doors: wood, metal, glass; utility doors should be metal or fiberglass.



Stylistically, all buildings within the development are to retain a common identity, evocative of Federal Period American Architecture. While replica architecture is impractical and undesirable, use of materials, colors, and detailing that allude to the architecture of that period is expected. The use of porches, balconies, bays, loggias, arcades, chimneys, cupolas, dormers, and operable windows are strongly encouraged as devices that help reduce the scale of buildings, making them more approachable and village-like. The principal roof forms are to be gabled or hipped and may range between 4/12 and 12/12. Shed roofs should be 2/12 to 6/12 in slope. Flat or Low-slope roofs are acceptable for larger roof areas but should be concealed by a decorative parapet or ballustrade. Dormers may be gabled, hipped or eye-brow (but not shed-type).

Special roof-top ornaments, such as cupolas, weather vanes, etc. should be custom designed or selected for appropriate scale and proportion to the building forms.



Mechanical units and building utilities, such as electrical meters and panels, are to be located so as not to detract from the architecture and are to be screened. Roof-top equipment should be architecturally screened and not visible from Monticello Avenue, Ironbound Road, or Old Ironbound Road. Generally, screens should be constructed of permanent materials that relate to the building architecture, such as brick and cast stone. Where located against the property buffers, or otherwise not plainly visible from adjacent streets, utilities and mechanical units may be screened with landscaping alone. Drainage from building roofs should be channeled underground to the storm water system unless "spilling at grade" can be engineered without compromising landscaping or pedestrian areas.

Parking and Access

Parking access and organization should be designed to limit the amount of curb, gutter and asphalt on the site and promote the ease of movement about the site by pedestrians. To that end, raised or surface patterned crosswalks, colonnades of shade trees, pedestrian scale street lights and/or formal sidewalk geometries should be incorporated to emphasize the primacy of the pedestrian over the automobile on the expanded G-Square parcel. The Parking on the church parcel designed for infrequent overflow use shall not require the same formal treatments or geometries as described for the G-Square parcel. For overflow parking on the church parcel, a less formal approach is appropriate; lighting is not warranted unless regular nighttime activities are anticipated. However, greater attention should be paid to softening views from Monticello Ave. into this overflow parking area.

Landscape, Hardscape and Planting

Building Perimeters - Landscaping at buildings shall meet or exceed the requirements as specified in the JCC Zoning Ordinance, Division 4, Section 24-97. The use of trellis and landscape structures to facilitate the growth of live plant material immediately in front or on the buildings is strongly encouraged.

Parking layout and landscaping is to comply with the requirements of the relevant landscape standards of the James City County Ordinance (Article II, Division 4). Hedges planted to screen the parking lots from the perimeter shall be planted at an installed height of 30". The predominant tree type used within parking lots shall be deciduous shade trees. Evergreen trees shall be provided where additional screening is desirable. All deciduous trees in parking lots shall be 2-1/2" caliper at installation.



To further link the development to the New Town community and in particular to the Courthouse Commons project, the developer is encouraged to incorporate similarly inspired design details used in New Town. For example, at pedestrian crossings and along streets, a combination of concrete pavers, brick pavers and gray concrete can be used to emphasize points of arrival and to create a sense of hierarchy among the site elements.

Street Furnishings, including street and parking lot light fixtures, benches, trash receptacles, bike racks and bollards, shall include selections from or comparable to those items identified and/or illustrated in the New Town Streetscape Package prepared by Cooper Robertson & Partners dated May 5, 2003 and/or present within the adjacent Courthouse Commons development.



The perimeter buffer adjacent to Monticello Avenue shall contain enhanced landscaping per the James City County Enhanced Landscape Policy, adopted April 9, 2013. Examples of enhanced landscaping could be, but are not limited to, upright evergreen plantings for screening of parking and other undesirable features, decorative fencing, benches and other pedestrian accommodations, and increased plant installation size and quantity. An enhanced landscaping narrative will be provided at the site plan phase of the project to incorporate with the use(s) on the site, which will summarize the enhanced landscape treatment for the site.

Site Lighting

Site Lighting shall consist of two different types of fixtures:

- Lighting for parking and security - this lighting is for general visibility and security and should be tall and pole-mounted (30' maximum), delivering a general lighting level as required or recommended by local law enforcement or an end user's specific site safety standards. These fixtures may be contemporary in nature and are not intended to be architectural elements in-and-of themselves, but rather deliver an ambient lighting level where critical.
- Lighting for pedestrians should consist of decorative building mounted fixtures, bollard-type fixtures and/or pedestrian scaled street lamps (maximum pole height of 16'). These fixtures are intended to reinforce the overall architectural expression of the buildings and should be arranged to help guide pedestrian movement about the site.

Site light fixtures shall include selections from or comparable to those items identified and/or illustrated in the New Town Streetscape Package prepared by Cooper Robertson & Partners dated May 5, 2003 and/or present in the adjacent Courthouse Commons development.

Signage

All signage recommendations shall be subject to the provisions of Article II, Division 3 of the James City County Ordinance.

Building mounted signs and free-standing signs will comply with James City County zoning ordinance for sign location and construction. Wall mounted signage should be integrated with and/or be properly proportionate to the architecture of the building. They are to be mounted flat upon the facade or with "stand-offs" no greater than 6".

A free-standing sign for the development, if provided, is to be located at the corner of Monticello Avenue and Ironbound Road or at the intersection of Ironbound Road and Old Ironbound Road. This sign is to be monument style and designed to promote visual unity within the development. Individual letters in signs may be internally lit. Its size and scale should be in keeping with established monument signs on the corridor (e.g. Settlers Market and Courthouse Commons).

Other signs, when illuminated, must be externally lit. "Halo" lighting of individual letter signs (where the letters are opaque but an internal light washes the background of the letters) are acceptable as externally lit signage.

Way-finding signage is encouraged, but subject to regulation by the zoning administrator per James City County Ordinance, Section 24-73. Lettering and mounting height should be sized to assist the pedestrian in finding a building entrance, or a driver of a vehicle to find a parking space. Number and size of such signage is not specifically dictated but should be kept to the minimum number necessary and clearly subservient to other site signage. Generally, lettering should not be over 4" in height, and logos of that same size are permissible but shall not dominate the message of the sign. Street signs and traffic control signs within State right-of-way will utilize the New Town, Courthouse Commons or Settler's Market models, subject to VDOT approval.

