

# **TOWN OF BERLIN, MARYLAND DESIGN GUIDELINES AND STANDARDS FOR COMMERCIAL USES**



Adopted by the Mayor and Council of the Town of Berlin on  
Monday, December 9, 2024, by Resolution 2024-04.

Please see materials within for important information regarding the adoption  
and subsequent references to these Guidelines and Standards.



## RESOLUTION NO. 2024-04

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE TOWN OF BERLIN, A MUNICIPAL CORPORATION OF THE STATE OF MARYLAND, TO ADOPT THE WORCESTER COUNTY, MARYLAND DESIGN GUIDELINES AND STANDARDS FOR COMMERCIAL USES with certain amendments to language as recommended by the Town of Berlin Planning Commission and attached hereto.

WHEREAS, the Town of Berlin, Maryland is interested in establishing design standards to improve communication and serve as a guide to Commissions, Staff and Developers;

WHEREAS, as a municipal corporation of the State of Maryland and a political subdivision of Worcester County, the Town of Berlin is exempt from all legislation enacted by the county relating to subjects over which the town has a grant of legislative authority;

The guidelines and standards are to be used in conjunction with all other pertinent regulations in Town of Berlin Code and other applicable regulations.

Following adoption these standards may be modified with approval by Mayor and Council.

The Planning Commission of the Town of Berlin is empowered to grant waivers to the mandatory standards where it finds that the proposed alternative building or site design features generally achieve the overall objectives of the guidelines and standards that apply to the waiver being requested.

For projects in the Historic District the Historic Commission of the Town of Berlin is empowered to grant waivers to the mandatory standards where it finds that the proposed alternative building or site design features generally achieve the overall objectives of the guidelines and standards that apply to the waiver being requested.

Outside sources may be used by Commissions, Staff or Developers as examples to provide clarification, specific details or communicate intent.

Until such time as the Town of Berlin is able to produce the document as its own, where the guidelines and standards indicate jurisdiction or responsibility of Worcester County offices, staff, commissions, etc., including statutory references, it shall be understood to be solely under the jurisdiction of the Town of Berlin and the appropriate Town Code references will be substituted as appropriate.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Town of Berlin to hereby adopt the Design Guidelines and Standards for Commercial Uses adopted by Worcester County Maryland on January 17, 2017 with the provisions as noted on Attachment A to this resolution.

Approved this 9<sup>th</sup> day of December, 2024 by the Mayor and the Town of Berlin, Maryland, by affirmative vote of 4 to 0 opposed, with 0 abstaining and 0 absent. (VP Burrell acting in Mayoral Capacity)

Dean Burrell  
Dean Burrell, Sr., Vice-President of the Council

Approved this 9<sup>th</sup> day of Dec., 2024 by the Mayor of the Town of Berlin.

Zackery Tyndall  
Zackery Tyndall, Mayor and President of Council

ATTEST:

Mary Bohlen  
Mary Bohlen, Town Administrator





## MOTION OF THE PLANNING COMMISSION 2024-01

A motion of the Planning Commission of the Town of Berlin to ESTABLISH DESIGN STANDARDS TO IMPROVE COMMUNICATION AND SERVE AS A GUIDE TO COMMISSIONS, STAFF, AND DEVELOPERS.

The Planning Commission seeks to make recommendation to the Mayor and Council of the Town of Berlin to adopt the **Design Guidelines and Standards for Commercial Uses** adopted by Worcester County Maryland on January 17, 2017 with the following provisions.

The guidelines and standards are to be used in conjunction with all other pertinent regulations in Town of Berlin Code and other applicable regulations.

The Planning Commission of the Town of Berlin is empowered to grant waivers to the mandatory standards where it finds that the proposed alternative building or site design features generally achieve the overall objectives of the guidelines and standards that apply to the waiver being requested.

For projects in the Historic District the Historic Commission of the Town of Berlin is empowered to grant waivers to the mandatory standards where it finds that the proposed alternative building or site design features generally achieve the overall objectives of the guidelines and standards that apply to the waiver being requested.

Outside sources may be used by Commissions, Staff or Developers as examples to provide clarification, specific details or communicate intent.

Where these guidelines and standards indicate jurisdiction or responsibility of Worcester County offices, staff, commissions, etc. shall be understood to be solely under the jurisdiction of the Town of Berlin.

The Planning Commission further approves specific amendments to the verbiage of the document identified above as further described on Exhibit A to this Motion as attached.

It is the intent of the Planning Commission to recommend approval of the document, with amendments to the Mayor and Council of the Town of Berlin. Following approval of the Mayor and Council additional recommendations for modification may be proposed from time-to-time for approval by Mayor and Council.

APPROVED this 13 day of November, 2024, by the Planning Commission of the Town of Berlin, Maryland, by affirmative vote of 4 to 0 opposed with 0 abstaining and 2 absent.

  
Matthew Stoehr, Chair

**Proposed Changes to Worcester County DESIGN GUIDELINES AND STANDARDS  
FOR COMMERCIAL USES**

**Key things to know**

These guidelines are specifically for commercial development

This is a very quick revision and is not meant to be all encompassing

When a new planning director is on board – These guidelines need to be revisited

This document has multiple pages that can probably be removed

This document has multiple photos that can be swapped out to relate more to Berlin

This document may need additional guidelines/standards added

**Changes to make Throughout**

Change all verbiage from Worcester County, County, Worcester, Etc. TO Town Of Berlin, Town, Berlin, etc.

**Individual Pages**

Alter Page 1 → Change “Worcester county, MD → Town Of Berlin

Alter photo to include Town of Berlin sign

Remove Page 2 in its entirety

Page 25

Placement – A Setbacks – 1 -> Change shall to should

Placement - A Setbacks – 2 -> Change should to shall

Page 28

(1) Massing – B -> Change should to shall

Page 34

(2) Change 2 instances of Shall to should

(3) Change shall to should

Page 39

(1) Public Facades – A -> Change (2) instances of shall to should

Page 42

E. – Change shall to should

Page 43

H. - Change 2 instances of shall to should

I. – Change shall to should

Page 50

(b) design guidelines and standards -> (1) – Change 3 instances of shall to should

Page 55

(8) Change first instance of shall to should

Page 58

(13) Change first instance (only) of shall to should

Page 65

Section 17. Landscaping -> (a)Generally-> Change should to shall

Page 73

Section 19. Community features and standards ->(b) Design guidelines and standards (1) -> Change second instance of shall to should

Page 74

(2) -> Change shall to should

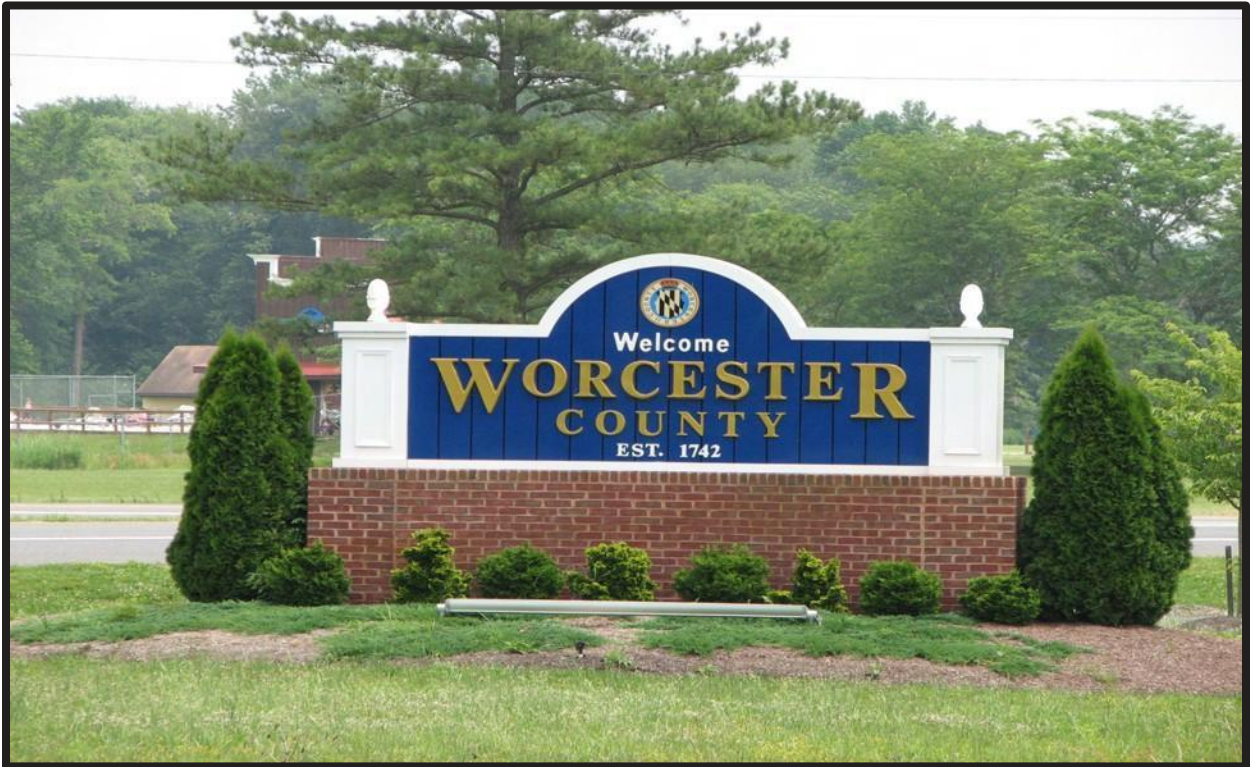
(3) -> Change shall to should

Page 76

(b) Design guidelines and standards -> (4) -> Change both instances of shall to should

# **WORCESTER COUNTY, MARYLAND**

## **DESIGN GUIDELINES AND STANDARDS FOR COMMERCIAL USES**



**ADOPTED JANUARY 17, 2017**

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## Section 1. Findings and intent.

- (a) Findings. Commercial development gravitates to high visibility, high traffic locations, thus often dominating key roadsides and creating strong visual impressions. Consequently, commercial development can impact an area's visual and architectural tone. If these impacts are unfavorable, it can make an area unattractive and become problematic. Additionally, poorly planned development can also adversely affect traffic safety when motorists are distracted by confusing or incompatible development or when the free flow of traffic is disturbed because insufficient consideration is given to site design. This is especially true for regions with tourism-dependent economies such as Worcester County. Good design harmonizes new development with its context and pays careful attention to a development's height, mass, overall form, color, landscaping and signs. In recognition of the impacts commercial development has on a community, the Worcester County Commissioners included key goals and objectives in the *Comprehensive Plan* adopted on March 7, 2006 to promote appropriate design in accordance with the guidelines and standards. The *Comprehensive Plan* thus supports the creation of these design guidelines and standards for commercial uses. Additionally, the County Commissioners find that, in certain circumstances, waivers to the mandatory design standards are feasible when proposed alternative building or site design features generally achieve the overall objectives of the Design Guidelines and Standards.
- (b) Intent. These design guidelines and standards respond to the *Comprehensive Plan's* design statements and recommendations by identifying architectural styles and features indicative of Worcester County's heritage and by providing direction for developers to utilize in designing projects that reflect this local character. To achieve this Worcester County will apply accepted design principles. These guidelines and standards strive to inform developers of the community's design aspirations and augment the *Zoning and Subdivision Control Article's* existing regulations. The aim is to create a basic level of architectural variety within the context of the County's main development traditions and to provide an assessment tool that is used to evaluate the suitability of a development. It is not the intent of these provisions to limit creativity or restrict development to a particular architectural style.
- (c) Authority. The County Commissioners are empowered by § 4.01.(c)(1) of Article 66B of the *Annotated Code of Maryland* to impose restrictions, conditions or limitations that they consider appropriate to preserve, improve, or protect the general character and design of land and buildings. § ZS 1-118(b)(9) of the *Zoning and Subdivision Control Article* grants the County Commissioners the authority to adopt development standards. Additionally, § ZS 1-118(b)(11) stipulates that the County Commissioners may adopt plans, including comprehensive development plans, transportation corridor plans and any plans necessary for the purposes of the *Zoning and Subdivision Control Article* by resolution after a public hearing. These design guidelines and standards for commercial

development were adopted by the County Commissioners by Resolution No. 17-2 on January 17, 2017 following a public hearing held on January 17, 2017.



*Photo 1*



*Photo 2*

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

## **Section 2. Procedure.**

### **(a) Applicability.**

- (1) These guidelines and standards apply to all projects other than multi-family and townhouse development which are subject to site plan review under § ZS 1-325 of the *Zoning and Subdivision Control Article* and which cumulatively total ten thousand square feet in gross floor area or more. They shall also apply to building additions exceeding fifty percent as calculated herein. Calculation of additional square footage shall be the cumulative increased area added to an existing building's area as of the adoption date of these guidelines and standards. It shall also apply to structures of at least five thousand square feet in gross floor area on parcels which abut the service road identified in the US Route 50 Transportation Corridor Plan as may be amended from time to time.
- (2) Items identified as "guidelines" are not mandatory but are provided to educate planners, design professionals, developers, and County staff about the design objectives. It is encouraged that these guidelines be complied with voluntarily.
- (3) Items described as "standards" are mandatory unless otherwise indicated.
- (4) The words "should" or "may" are permissive whereas the words "shall" or "must" are mandatory.
- (5) These guidelines and standards are to be used in conjunction with all other

pertinent regulations in the *Code of Public Local Laws of Worcester County, Maryland* or other applicable regulations, plans, etc.

- (6) Design professionals are highly encouraged to meet with the pertinent County staff at the onset of the design phase to obtain necessary information and to seek clarification or answers to any questions.
- (b) Waiver of requirements. The Planning Commission is empowered to grant waivers to the mandatory standards where it finds that the proposed alternative building or site design features generally achieve the overall objectives of the guidelines and standards that apply to the waiver being requested. In reviewing waiver requests, the Planning Commission shall focus on the issues in a collective fashion as they apply to a particular facet of a project and not on each individual item in and of itself. The objective is to appreciate that in building or site design the total can truly be greater than the value of each component individually. Substantive building or site features which are provided beyond those required either by the terms of the *Zoning and Subdivision Control Article* or this document shall weigh heavily in evaluation of waiver requests.
- (c) Administrative waiver. The Department or the Technical Review Committee may grant waivers to the mandatory standards under the aforementioned circumstances for those projects which qualify for an administrative waiver under the terms of § ZS 1-325(d)(2) of the *Zoning and Subdivision Control Article* or as a minor site plan under the terms of § ZS 1-325(f)(1) of that *Article*.
- (d) Procedure. Pertinent data and other information shall be provided on the site plan or associated documents to address these guidelines and standards. Compliance shall be evaluated as part of the site plan review and must be demonstrated to the satisfaction of the Department, Technical Review Committee or Planning Commission prior to the granting of site plan approval under § ZS 1-325(g) or an administrative waiver granted under the terms of § ZS 1-325(d)(2).
- (e) Continuing jurisdiction. The Planning Commission and the Department shall have continuing jurisdiction, without time limitation, over all site plans acted upon in accordance with § ZS 1-325 of the *Zoning and Subdivision Control Article* and may, from time to time, review such plans and conduct inspections to ensure compliance with the *Zoning and Subdivision Control Article* and with other applicable regulations.

### **Section 3. Definitions.**

- (a) General interpretations. For the purposes of this document certain terms or words used herein shall be interpreted as follows:
  - (1) The word "person" includes a firm, association, organization, partnership, trust,

company, corporation, or governmental agency as well as an individual.

- (2) The present tense includes the future tense.
- (3) The singular number includes the plural; the plural number includes the singular.
- (4) The words "shall" or "must" are mandatory; the words "should" or "may" are permissive.
- (5) The word "used" or "occupied" includes the words "intended, designed or arranged to be used or occupied.

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

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

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

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

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

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

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

**BUFFER** - An area provided to reduce the conflict between two different land uses. Buffers are intended to mitigate undesired views, reduce noise and glare and provide greater privacy to neighboring land uses. Typical buffers consist of plant materials, walls,

fences, earthen berms and/or significant land area to separate the uses. Also see "screen."

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

**BULK** - The total volume of a structure.

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

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

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

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

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

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

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

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

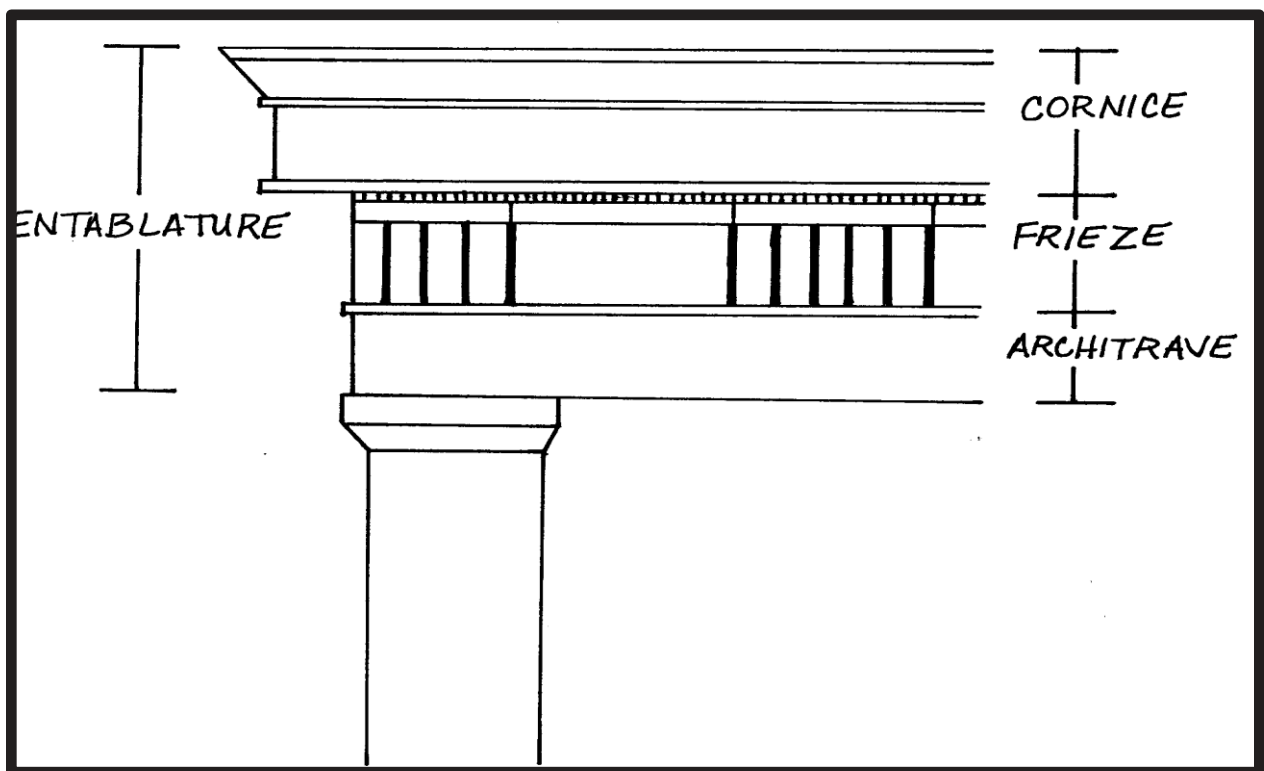


ENTABLATURE - A horizontal superstructure supported by columns and composed of an architrave, a frieze, and a cornice. (See Figure 1.)

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

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

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



*Figure 1*

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

FACADE, PUBLIC - Any building side that is visible from public or private

rights-of-way and/or the faces of the building that contain a public entry.

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

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

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

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

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

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

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

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

**HIP ROOF** - A roof with sloping ends and sides.

**INTERNAL WALKWAYS** - All pedestrian walkways located within a site.

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

**LENGTH** - The horizontal long axis of an element.

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

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

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

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

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

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

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

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

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

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

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

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

**PRIMARY CUSTOMER ENTRANCE** - The building elevation which fronts on a public street, public parking lot, private parking lot available to the general public, or pedestrian walk where the principal customer access to a structure is available. For the purposes of this definition each establishment in a building shall have only one primary customer entrance.

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

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

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

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

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

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

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

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

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

**SCREEN** - The sole purpose of a screen is to block views. A screen shall be constructed

of opaque materials or planted and be of sufficient height and density to obstruct unwanted views. Also see "buffer."

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

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

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

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

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

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

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

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

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

#### **Section 4. Design principles.**

- (a) Design principles generally. The components of good design for the built environment address design basics, the setting and neighborhood, site design, building design and sign design. Arranging components in such a way that people feel comfortable is known as human scale. Places that are out of human scale, either too small or too large, make people feel ill at ease and they tend to either avoid such a place or move through it quickly. Principles related to size, bulk, proportion and scale most influence a design's



character.

- (1) A compatible and unified design results from attention to:
- A. Mass and its articulation, exhibited by the building height, bulk and nature of the roofline.
  - B. Scale, conveyed by the building itself as well as doors, windows and other elements related to the size of a human being.
  - C. Form and proportion, demonstrated by the ratio of width to height and of front area to side depth.
  - D. Openings, including the solid to void ratio and the relationship and rhythm of openings.
  - E. Roof type and form.
  - F. Materials, textures and color.
  - G. Detail and ornamentation.
  - H. Signs.
  - I. Surroundings.



*Figure 2 - Very simple building forms exemplify local architectural traditions.*

- (2) Design principles encouraged for Worcester County state that developments should:
- A. Respect their built and natural surroundings in scale, mass and proportion.
  - B. Be determined by the site's natural features.
  - C. Be at a human scale, with the dimensions of human interaction primary to the design rather than the dimensions of vehicular circulation and convenience.
  - D. Add to rather than clash with the County's architectural traditions and neighborhood character while also providing architectural variety and adaptability.

- E. Use low-rise buildings with simple forms and materials characteristic of the region. (See Figure 2.)
- F. Use clapboard or shingle siding of wood or materials having a wood appearance or, where appropriate, brick.
- G. Have simple roof lines, with the predominant roofing materials being shingles or metal. (See Figure 3.)
- H. Locate buildings parallel to streets with sidewalks and street trees for street definition and a sense of enclosure.
- I. Provide a mixture of commercial uses to encourage pedestrian activity, lively streetscapes and economic vitality.
- J. Balance the needs of pedestrians and vehicles.
- K. Have sufficient green spaces to counter-balance structures.
- L. Have signs designed to inform but not overpower.
- M. Respect neighboring residences and other properties by minimizing glare and noise with buffers.
- N. Reduce monotonous and bulky structures by articulation and properly scaled fenestration.
- O. Provide shops and restaurants at street level along sidewalks.
- P. Encourage window shopping with display windows along main and secondary walkways.
- Q. Accommodate facilities for alternatives to the automobile, such as buses, bicycles and walking.

#### BASIC FORMS

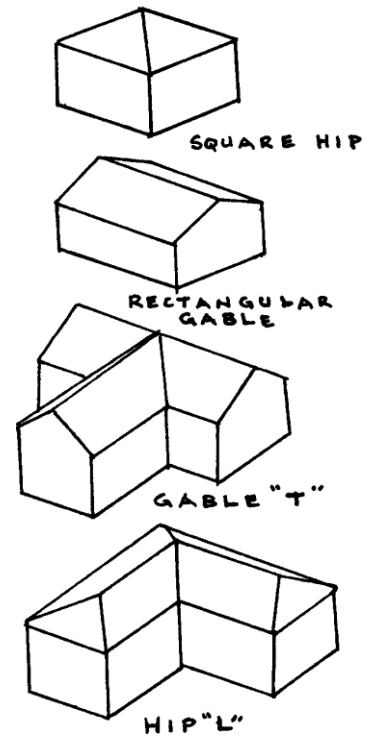


Figure 3

- R. Provide internal roads and paths that are linked to a more regional system.
- S. Use landscaping to define spaces, provide ample shade and buffer parking and public spaces.

## **Section 5. Architectural traditions.**

- (a) Architectural traditions. The architectural styles common in Worcester County's history generally fall into three broad categories having easily distinguishable characteristics: agricultural, seaside and town center. The first reflects the County's most widespread land uses, farming and forestry. The seaside tradition takes its cue from the early maritime uses related to waterfront hotels and the fishing and boat building heritage. The town center style is based on the inland downtown commercial areas. These three categories share many attributes because they evolved close in time and proximity and with similar materials. The three traditions serve as guidance for the design of new or rehabilitated development and developers are encouraged to utilize them but these traditions are not meant to be exclusive, as other styles may be compatible with those historically common to the County.
  - (1) Agricultural tradition. Agriculture is pervasive in Worcester County and has been the historically dominant land use. Large plantation type farms along with more modest farmsteads covered the County. Agricultural architecture exhibits a richness and diversity. The prominent characteristics of the agricultural tradition are (See Photos 3 through 8.):
    - A. Basic geometric forms combined to produce simple but elegant buildings.
    - B. Two and two-and-one half story buildings.
    - C. Manageable building mass based on animal powered agriculture.
    - D. Sloped gable and shed roofs.
    - E. Farm building groups with homes, barns and other storage/outbuildings.
    - F. Large rectangular windows (higher than wide) with doors fitting symmetrically into the facade.
    - G. Wood frame construction, siding and trim, with many barns and outbuildings having post and beam construction.
    - H. Most common colors are white, red, green and earth tones.

- I. Large setbacks, with the land leading to the farmstead bordered by trees.
- J. Landscaped for summer shade and to buffer winter winds.

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



*Photo 3*



*Photo 4*



*Photo 5*



*Photo 6*



*Photo 7*



*Photo 8*

- (2) Seaside tradition. The seaside tradition originated on the narrow sand spit along the Atlantic that became Ocean City. Founded in 1875 by the Atlantic Hotel Company, Ocean City soon assumed the role of Maryland's seaside playground. Already a small boat building and fishing village, the seaside tradition of architecture arose from Ocean City's maritime and hospitality industries. The prominent characteristics of the seaside tradition are (See Photos 9 through 18):
- A. Simple geometric forms of two to four stories.
  - B. Hip or gable roofs and a wide variety of dormers.
  - C. Gable ends fronting the street.
  - D. Fenestration in a symmetrical pattern, creating a balanced facade.
  - E. Tall rectangular windows rising to the ceiling line.
  - F. Transoms above doors and windows for ventilation.
  - G. Columned porches that are wide and spacious, often wrapping around the side and having rounded railings with square pickets.
  - H. Wood dominating the structures and finishes, with clapboard siding and board-and-batten being widespread.
  - I. Large plate glass storefronts.
  - J. Decorative railings, trellises and gates, with mostly white painted fences and railings.
  - K. Shed style window awnings.
  - L. Columns with bases and capitals.
  - M. Articulated relief detailing that emphasizes space, shadows and depth.
  - N. Frieze boards, gable brackets and exposed rafter tails.
  - O. Predominant colors are white, green, and the red and gray hues of cedar siding with harmonious trim colors.



*Our seaside tradition - over 260 years by the Atlantic*



*Photo 9*



*Photo 10*



*Photo 11*



*Photo 12*



*Photo 13*



*Photo 14*



*Photo 15*



*Photo 16*



*Photo 17*



*Photo 18*

*Our seaside tradition - over 260 years by the Atlantic*

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

- A. Simple geometric forms of two to three stories.
- B. Hip or gable roofs, with gable, shed or hip dormers, or flat roofs with parapets.
- C. Brick exterior and structure.
- D. Gable ends fronting the street.
- E. Fenestration in a symmetrical pattern, creating a balanced facade.
- F. Windows are tall rectangles (higher than wide) rising to the ceiling line.
- G. Transoms for ventilation.
- H. Front porches, some having railings in a variety of designs.
- I. Columns with bases and capitals, often tapered.
- J. Large plate glass storefronts.
- K. On larger homes, frieze boards, gable brackets, and exposed rafter tails as well as decorative railings.
- L. Metal sidewalk awnings.
- M. Principal colors include white, brick red, green and black.



*Photo 19*

*Varying architectural designs  
in the town center tradition*



*Photo 20*



N. Narrow streets.

O. Sidewalks.

P. Street trees.

*The quaint charms of our town center tradition.*



*Photo 21*



*Photo 22*



*Photo 23*



*Photo 24*

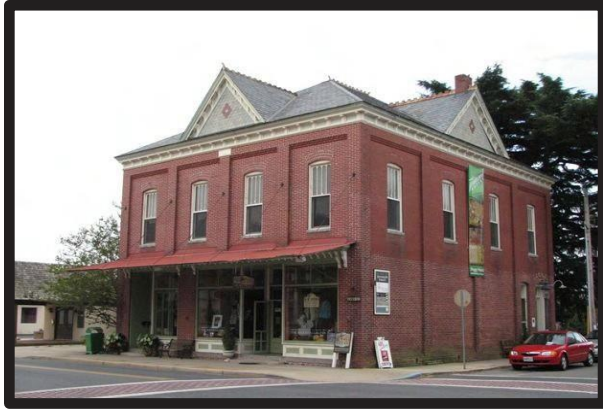


*Photo 25*



*Photo 26*

*The quaint charms of our town center tradition.*



*Photo 27*



*Photo 28*

#### **Section 6. General site and building compatibility.**

- (a) Generally. New development is strongly encouraged to be compatible with the County's architectural traditions and with the development's particular setting. To achieve this, the neighborhood's character should be assessed to determine which County architectural tradition or other style is most suitable. That tradition or style can then serve as the predominant guide. It is to this starting point that applicable design principles can be added to form the new development's design. While respect for architectural traditions is required, variety is also encouraged within the general and local context. Design professionals are highly encouraged to meet with the pertinent County staff at the on-set of the design phase to obtain necessary information and to seek clarification or answers to any questions.
- (b) Design guidelines and standards.
  - (1) Natural and site features. Structures and other site improvements shall be complementary to and in harmony with the surrounding natural features. These natural and site features shall be accommodated in the design of new development.
    - A. Buildings and land disturbance should be kept outside of the site's environmentally sensitive areas.

- B. Existing trees should be protected to the maximum extent feasible. (See Photos 29 through 31.)
- C. Natural drainage and naturalized stormwater management facilities creating greenways should be preserved and used as a design asset. Manmade drainage facilities can be altered where necessary.
- D. Subtle landscape transitions should occur between built areas and natural forest. Abrupt changes from formal landscaping to natural forest should be avoided.



*Photo 29*



*Photo 31*



*Photo 30*

*Preserving existing trees in the landscape adds beauty and value.*

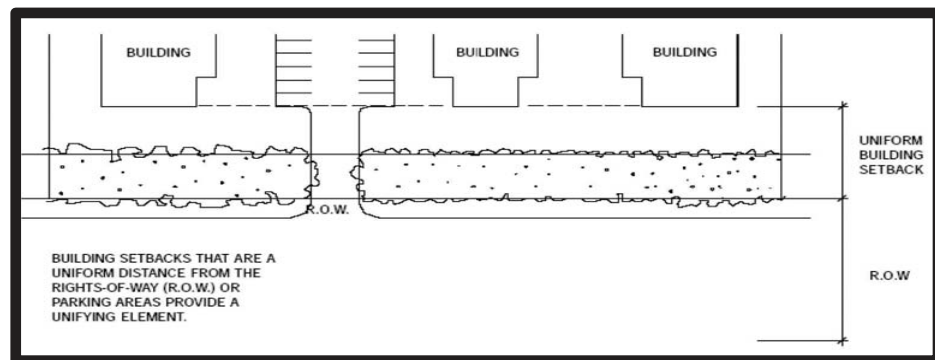


*Figure 4*



- E. Natural areas on the site should be coordinated and linked with natural and landscaped areas on adjacent properties. (See Figure 4.)
  - F. The edges of sites should be heavily landscaped and screened from adjoining noncommercial or nonindustrial uses. Edges should be used to provide greenways where feasible.
- (2) Placement. It is encouraged that structures and uses be sited so they are consistent with setbacks and orientation of neighboring structures and uses or, alternatively, to create a town center streetscape where buildings directly front the street.
- A. Setbacks:
    - 1. Arterial highways: Unless otherwise provided for, on roadways identified by § ZS 1-326 of the *Zoning and Subdivision Control Article* as an arterial highway, all structures and uses should be set back at least one hundred feet from the right-of-way.
    - 2. Collector highways: Unless otherwise provided for, on roadways identified by § ZS 1-326 of the *Zoning and Subdivision Control Article* as a collector highway, all structures and uses should be set back at least fifty feet from the right-of-way.
    - 3. Travelways internal to projects designed in the town center architectural tradition: Placement of structures at the sidewalk is encouraged.
    - 4. Other roads: Unless otherwise provided for, on all public and private road rights-of-way, all structures and uses shall be set back in accordance with the *Zoning and Subdivision Control Article*.
  - B. Structures and uses are encouraged to either be aligned with the public road right-of-way or with a street internal to the development. (See Figure 5.)

Figure 5





- C. Developments with more than one building are encouraged to cluster them to define outdoor spaces.
- (3) Architectural traditions. The exterior of structures shall be compatible with the County's architectural traditions. While traditional styles are preferred, they are not meant to be deemed the only acceptable styles. Elements of the County's architectural traditions can be incorporated into other styles so that structures reflect the County's traditions while still displaying a different design. Examination of the neighborhood's character can determine which County architectural tradition or other style is most suitable for the local context.

## **Section 7. Mass and scale.**

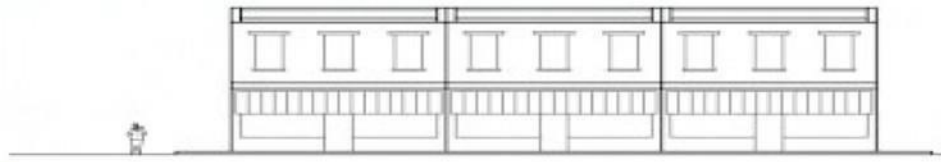
- (a) Generally. Scale in architecture is relative size. It refers to how the size of a building element is perceived compared to other forms and to the human body. There are two types of scale: overall scale and human scale. Overall scale is the legibility of a building from a distance, for example, the roofline. Human scale is the legibility of elements when one is very close to a building, for example, the storefront details. Good buildings incorporate both types of scale simultaneously. A building's mass, manifested by its height, width and depth, fundamentally influences the perceived scale of that building. Particular attention to these and other factors is encouraged to achieve a building of human scale so that patrons do not feel overwhelmed. It is urged that the dimensions of building height and width, building setback, other building elements, site features and conditions, etc. be designed to create a comfortable realm for the movement and interaction of people. Human scale can be further reinforced by the choice of materials, textures, patterns, colors, and details. One guideline often considered in design is that the larger the building, the greater the complexity of massing, articulation and architectural detailing needed to maintain a comfortable sense of scale and visual interest. A hierarchy of massing and building heights creates visual interest and can help produce the desired human scale. It is encouraged that buildings should be arranged to define and enclose space. Building articulation and design details reduce the perceived mass of large buildings. Elements such as street level openings, decorative features marking floor heights like cornices, and porches or awnings break a building down to human dimensions. While technology allows nearly unlimited building scale, massing should be tempered if development is to add to rather than detract from Worcester County's rural and coastal character. (See Figures 6 through 9.)

## Building Elements



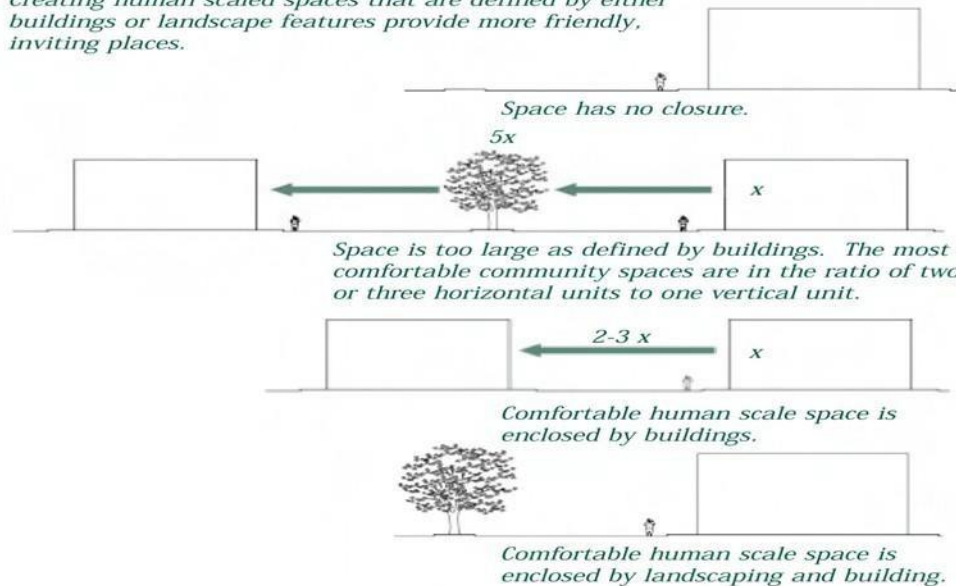
*A large mass without defining architectural elements (above) gives observers no visual reference to themselves. Without elements that bring the building into scale, the person can feel disoriented.*

*Architectural features such as cornices, windows, vertical divisions such as columns and piers, break the same mass down to human scale. The person is attracted to be near and in the spaces created by such buildings.*



## Space

*Spaces between buildings can be out of human scale, causing a feeling of being lost in a sea of emptiness. Creating human scaled spaces that are defined by either buildings or landscape features provide more friendly, inviting places.*



Figures 6 and 7

(b) Design guidelines and standards.

(1) Massing.

- A. It is encouraged that in general buildings be composed of simple shapes based on the rectangle.
- B. A proposed building containing a single establishment or a multi-user building with only internal access to the individual uses should contain no more than twenty thousand square feet in gross floor area unless divided into visually distinct modules. These modules should be made to appear as either individual buildings or as additions to the primary structure.
- C. Buildings may be comprised of more than one module.

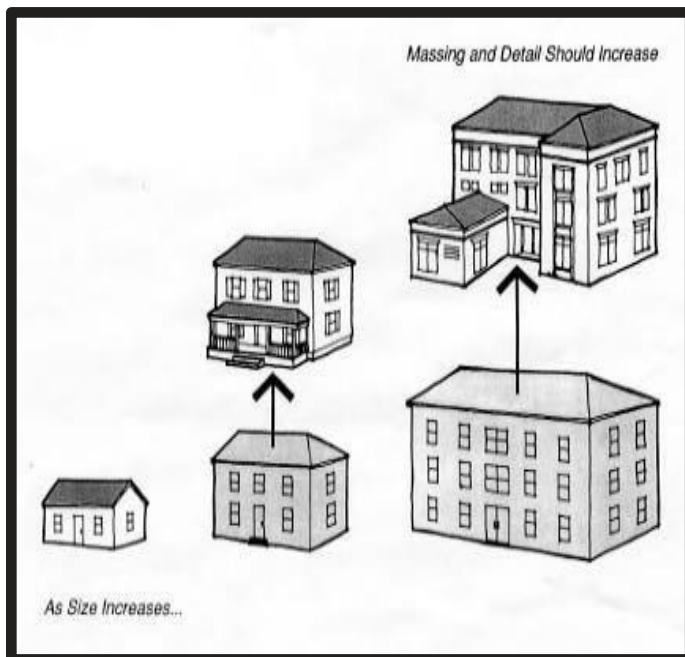


Figure 8

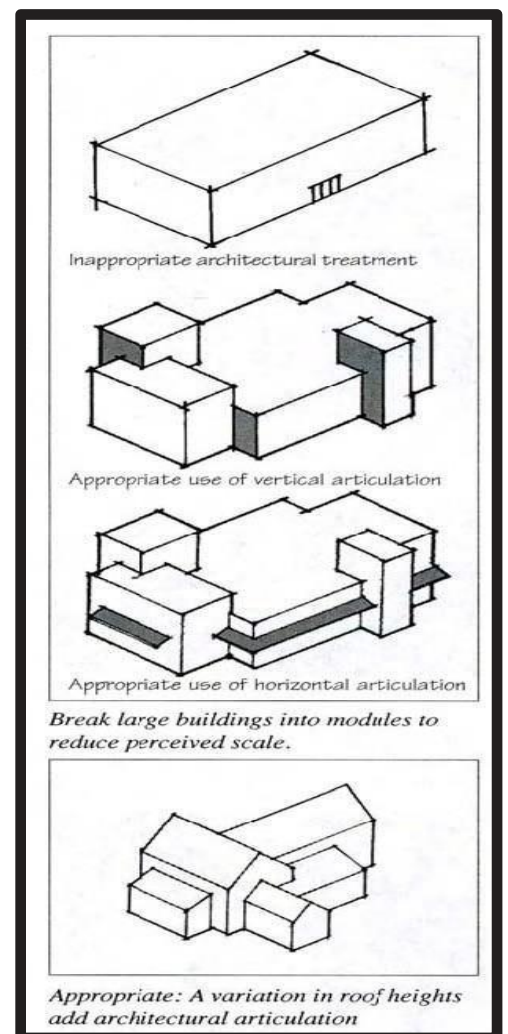


Figure 9

(2) Height.

- A. The height of all structures shall be in accordance with the terms of the *Zoning and Subdivision Control Article*.
- B. To reduce the apparent scale to people, it is encouraged that building modules closest to the sidewalk or roadway generally not exceed two stories. However, if the design is intended to achieve a town center architectural tradition, three story modules may be placed in that position.

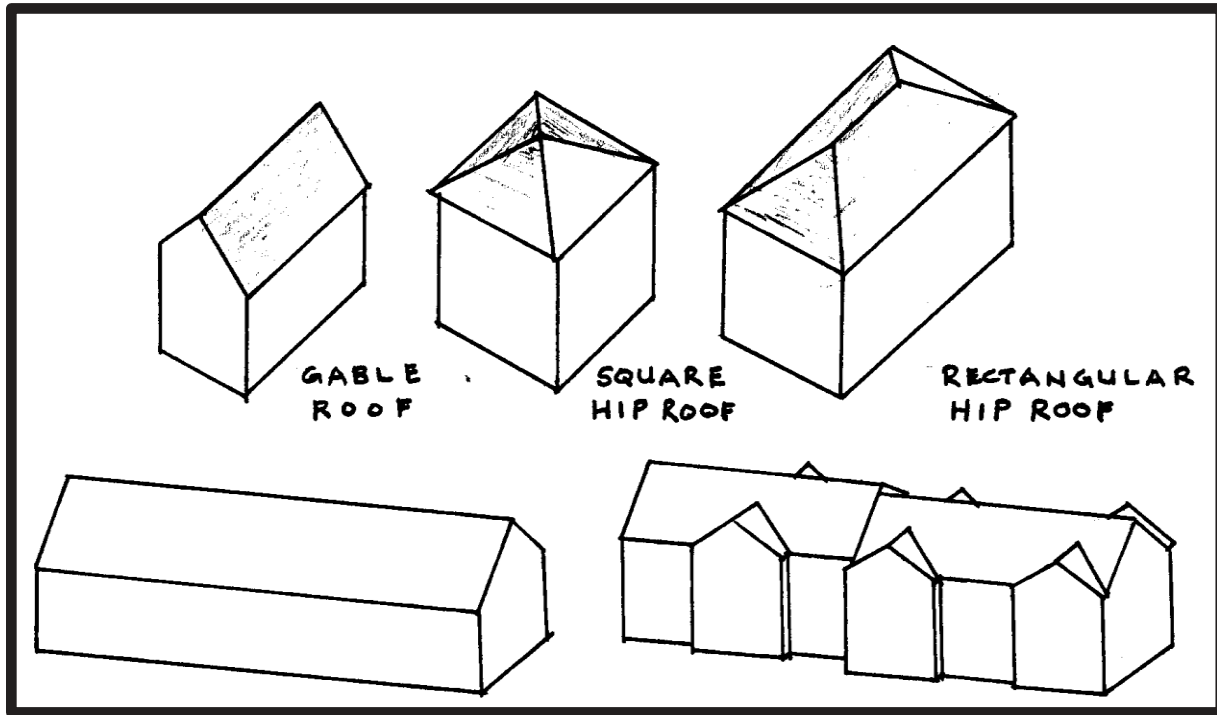
(3) Multiple unit commercial developments.

- A. It is encouraged that commercial developments with multiple units be comprised of several buildings or what appear to be several buildings rather than one monolithic structure. Although some individuality among the buildings is desirable, each building shall be compatible with the others. The standards cited in subsection (1) and (2) above remain applicable.
- B. Commercial developments with either multiple buildings or modules shall have consistent design elements that create patterns and rhythms. Fenestration, materials, finishes, colors, roof lines, details, street furniture, signs, etc. shall have a consistent theme and style.
- C. It is encouraged that developments planned to occur over a period of time have a master concept plan in place from the outset that provides for design compatibility throughout the buildings, the site and any outparcels. This concept plan should be general in nature and is not to be construed as a site plan required by or in compliance with § ZS 1-325.

**Section 8.     Roofs.**

- (a) Generally. Roof form should help reduce the perceived scale of a building and it is encouraged that the roof form chosen reflect a local architectural tradition. Pitched roofs tend to reduce a building's apparent size when it otherwise might appear excessive; therefore they are the preferred form. Roof features should reinforce the project's design theme. Highly pitched and gabled roofs characterize Worcester County's traditional roof design and should be the norm.
- b) Design guidelines and standards.
  - (1) Roofs shall use simple forms, such as gable, hip and shed types, and traditional roof pitches of four in twelve to twelve in twelve. However, flat roofs are not

prohibited. (See Figure 10.)



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

*Figure 10*

- (2) Other than as provided in (3) below, roofs shall have two or more of the following features:
  - A. Sloped roofs that do not exceed the average height of the supporting walls, with an average slope of six in twelve or higher up to a twelve in twelve pitch. (See Figure 11.)
  - B. Overhanging eaves, extending past the supporting walls no less than sixteen inches for buildings two stories or less and twenty-four inches for buildings greater than two stories.
  - C. Dormers.
  - D. Three or more roof slope planes.
- (3) Buildings with several roof types should vary the roof pitch to reflect each roof's

visual importance. For instance, small roofs or more minor modules should have lower pitches than the main roof.

- (4) The appearance of flat roofs is prohibited in areas other than the town center tradition. Flat roofs may be provided for mechanical and other equipment if the equipment is screened.
  - A. When parapets conceal flat roofs on buildings two stories or greater in height, their average height shall not exceed fifteen percent of the height of the supporting wall. Their maximum height shall not exceed one third of the height of the supporting wall. On one story buildings or those of less than fourteen feet in height, the parapet height shall not exceed five feet in height. Parapets shall have a three dimensional cornice treatment. (See Figure 12.)

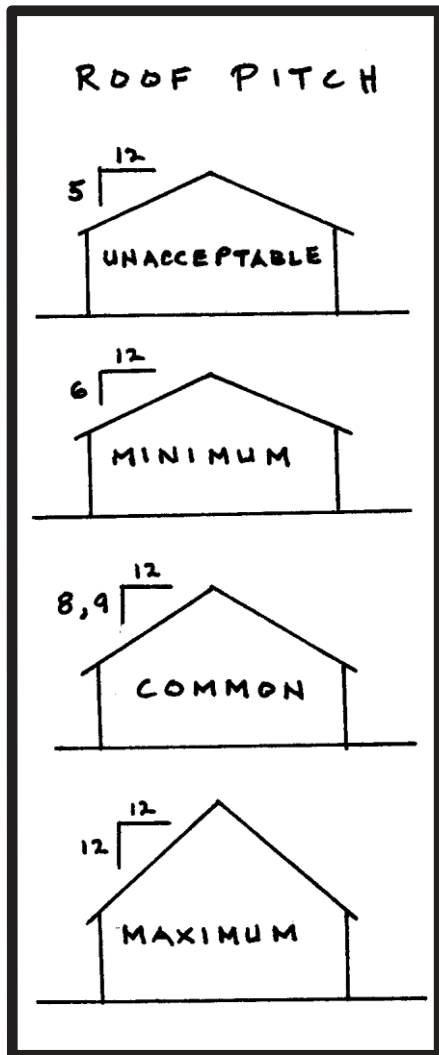


Figure 11

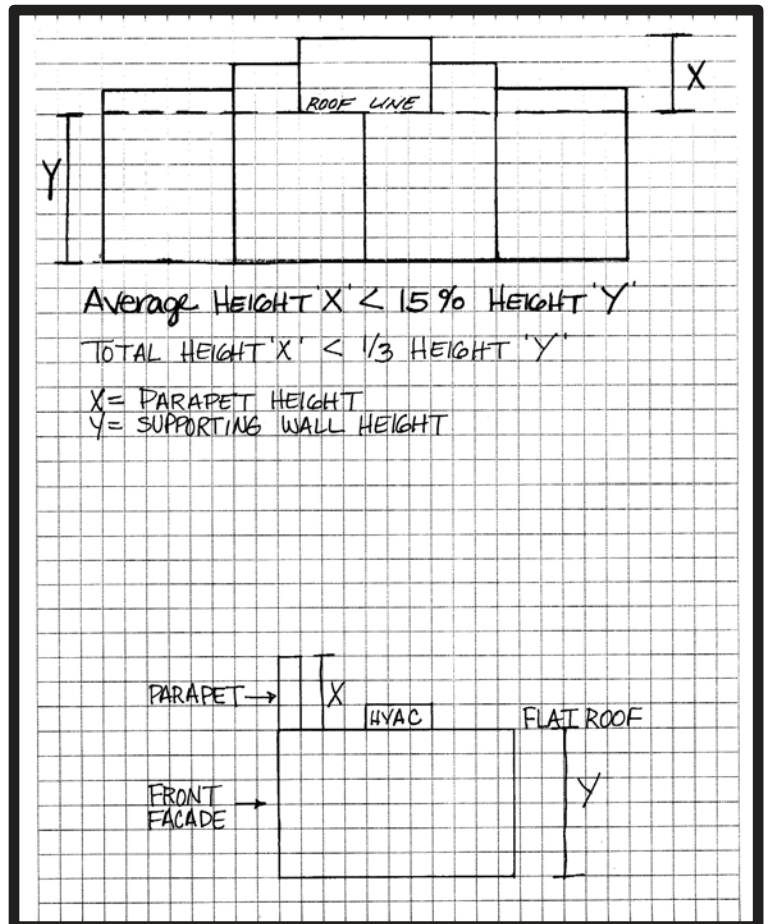


Figure 12

- (5) Ridge or parapet wall lines shall vary in height by two feet or more on each building module of sixty feet or more in width.
- (6) Projects with multiple buildings shall have roofs of similar styles and pitches, though variation in height and orientation is encouraged to add visual interest.
- (7) Drive-through areas or separate ancillary structures, such as carwashes, cashier booths, canopies over gas pumps, etc. shall have roof styles, pitches, architectural detail, design elements, and treatments consistent with the main structure.



*Photo 32*

- (8) The appearance of flat canopies, such as those associated with convenience stores having gasoline sales, is prohibited. Freestanding canopies shall have roof lines similar in pitch and design to the main building to create a design association with the building itself. The minimum canopy pitch shall be four in twelve. A strong impression of three-dimensional roofs and supporting columns must be incorporated into the design. The supporting structure should be of sufficient visual heft to appear to support the canopy. (See Photo 32.)
- (9) Roofs and their components shall appear to be a functional design element rather than a false facade or add-on element. For example, fake dormers or cupolas generally appear as "tacked on" and are discouraged.
- (10) HVAC, mechanical equipment or other rooftop installations shall be completely screened from view.
- (11) Roll roofing, built-up roofs, plastic and fiberglass tiles should not be used on the visible surfaces of roofs. Low-grade asphalt shingles are only appropriate for residential buildings. Architectural grade asphalt shingles can be used to good effect.





*Appropriate use of traditional agricultural roofing forms.*

*Photo 33*

## **Section 9. Materials.**

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

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

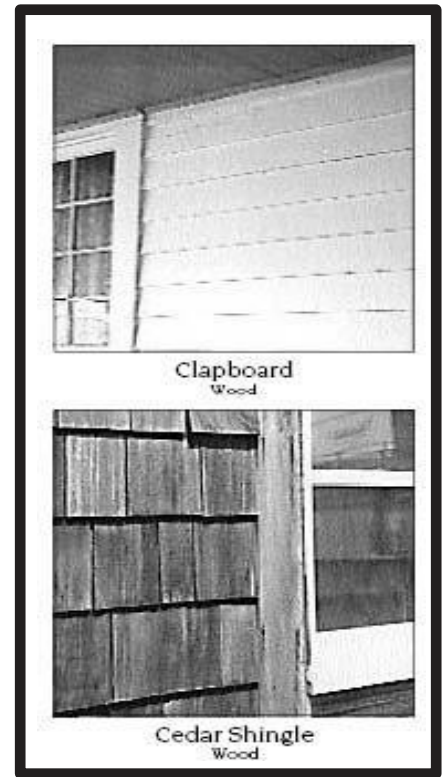
- A. Wood and hardy plank clapboard or shingles.
- B. Brick.
- C. Tinted and textured concrete masonry units.
- D. Vinyl and metal siding replicating the look of wood.
- E. Detailed stucco and Exterior Insulation and Finish System (EIFS) 6.

- (3) Exterior wall or trim materials shall not include the following unless their finished appearance complies with (2) above:

- A. Smooth faced concrete block.
- B. Tilt up concrete panels.
- C. Prefabricated steel panels.
- D. Reflective or tinted glass, metallic or stone wall panels.
- E. Veneer systems of simulated heavily textured stucco, brick or stone.
- F. Stone.
- G. Undetailed Exterior Insulation and Finish System (EIFS).

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

- (5) If exposed, concrete or block foundations shall be painted in a neutral color and shall not have an exposure of more than sixteen inches unless hidden by landscaping or appropriate wall materials or required by unique site conditions or building code compliance. Brick facing is preferred and such foundations may have a greater exposure.



*Photos 54 and 55*

## Section 10. Facades.

- (a) Generally. It is encouraged that properly scaled, balanced and proportioned building exteriors include adequate variation and detailing to add to the vicinity's architectural context. This will reduce the building's apparent massiveness and monotony. (See Figure 13.)
- (1) Building elevations should incorporate design elements to reflect and enhance community character.
  - (2) Linear "strip" development is strongly discouraged. If utilized it must incorporate variation in building height, building mass, roof forms and changes in wall planes in the architectural design to mitigate the linear effect. In some instances a physical separation of one building into two or more buildings may be required.
  - (3) Symmetry shall be used to attain visual balance in the building's composition by creating order within the elements of that composition. Groups of elements are read visually by their rooflines. Under each roofline, a composition is formed which is visually enhanced when symmetry is achieved. (See Figures 17 and 18.)

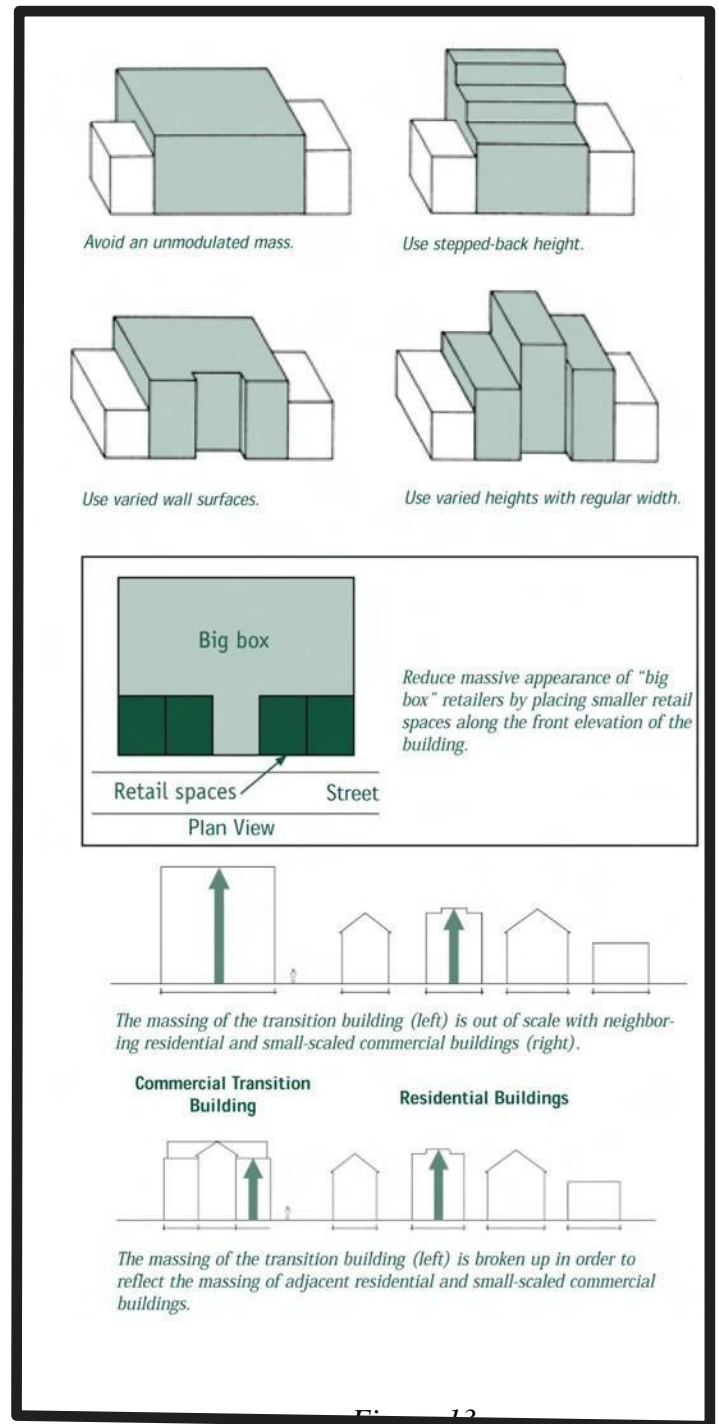


Figure 13

- (4) Proportion refers to the relationship of the two elements of a ratio, for example, height to width. In architecture this can refer to the overall building mass as well as to door and window openings within it. Because vertical proportions in architecture relate to the human body, architectural features can be used to organize the perceived mass of larger buildings. Features such as columns, piers, rooflines, and patterns on a building's exterior walls can divide and create vertical orientation on a large surface. Once these proportions have been established windows and doors should reinforce the vertical orientation of the composition. (See Figure 19.)
- (5) The regular or harmonious recurrence of lines, shapes, forms and details in architecture is known as rhythm. It incorporates repetition and spacing as a fundamental device to create visual organization. The result can liven up a surface that is too bland, measure a surface that is too long, and create visual unity over the building's facade. Architectural elements chosen to repeat on a facade, whether a massing form or a detail element, should represent a primary characteristic of the building's identity. (See Figure 20.)
- (6) The relationship of solids (walls) to voids (openings) as well as the number and size of openings in a wall has an effect on how well a building relates to the user. Besides allowing light and ventilation, windows can provide appropriate design character. (See Photo 36 and Figures 14 through 16.)

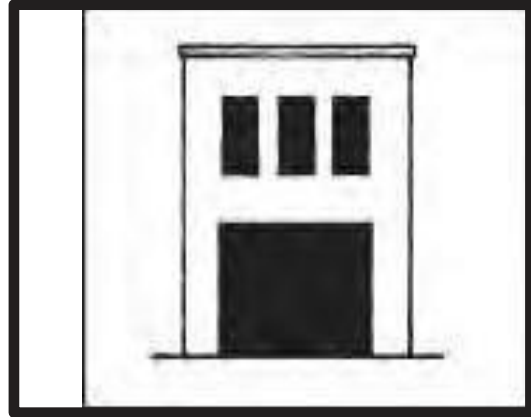
*Photo 36*

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

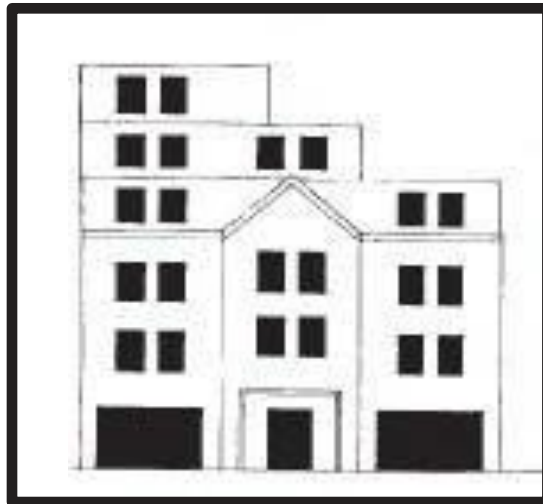




*Figure 14*  
*There is a higher ratio of wall to window openings in residential buildings.*



*Figure 15*  
*Pattern of solids and voids for mixed use commercial buildings usually includes large voids on first floor with small openings above.*



*Figure 16*  
*Multistory mixed-use or office buildings can use a variety of window types and patterns to break up building mass.*

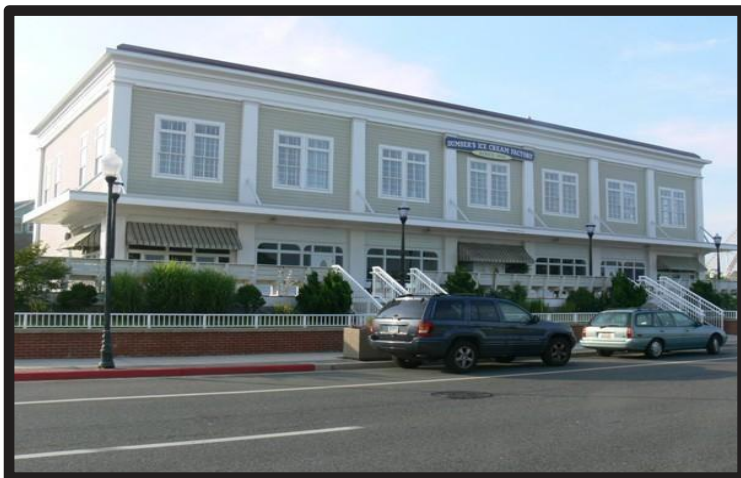


- (7) Windows and doors are indicative of how public or private the building's interior uses are intended to be. Commercial and mixed-use buildings facades should provide a high level of transparency at the street and sidewalk in order to visually connect activities within and outside of the building.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



*Photo 37*  
*Transparency at the sidewalk level connects interior and exterior spaces.*

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



*Photo 38*  
*The body of the structure supports the cap.*

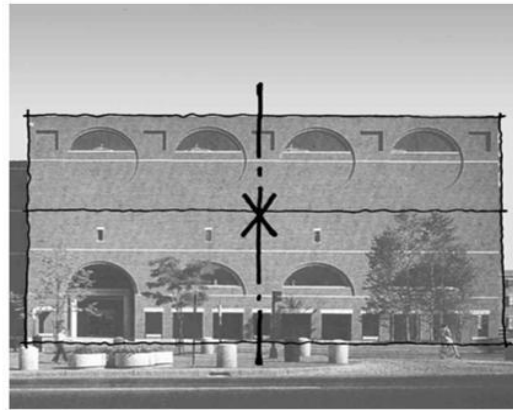
(b) Design guidelines and standards.

(1) Public facades.

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



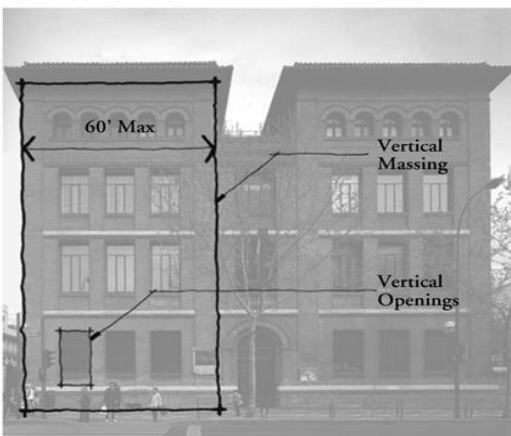
Multiple symmetrical segments defined by roof heights.



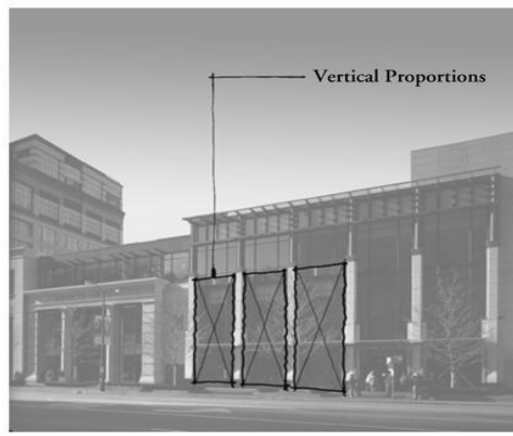
Facade openings balanced at the centerline; Note offset entry.

*Figure 17*

*Figure 18*



*Figure 19*



*Figure 20*



- B. No uninterrupted width of any facade shall exceed sixty horizontal feet. (See Figures 19 and 21.)
- C. Facades greater than sixty feet in width shall be provided with wall plane projections or recesses that (See Figure 21.):
  - 1. Have a depth of at least two feet or three percent of the facade width, whichever is greater; and
  - 2. Extend at least twelve feet or twenty percent of the facade width, whichever is greater.
- D. Buildings over two hundred feet long shall either be physically separated or visually broken into major modules so that no one module is greater than two hundred feet in length. If physically connected, the building shall include a major change in facade plane of at least ten feet in depth with a roofline change or other visual elements to give the impression of a second building. Each major module shall then be treated as a separate facade and shall comply with C above. (See Figure 22 and Photos 39 and 40.)

*Photo 39*

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



*Photo 40*

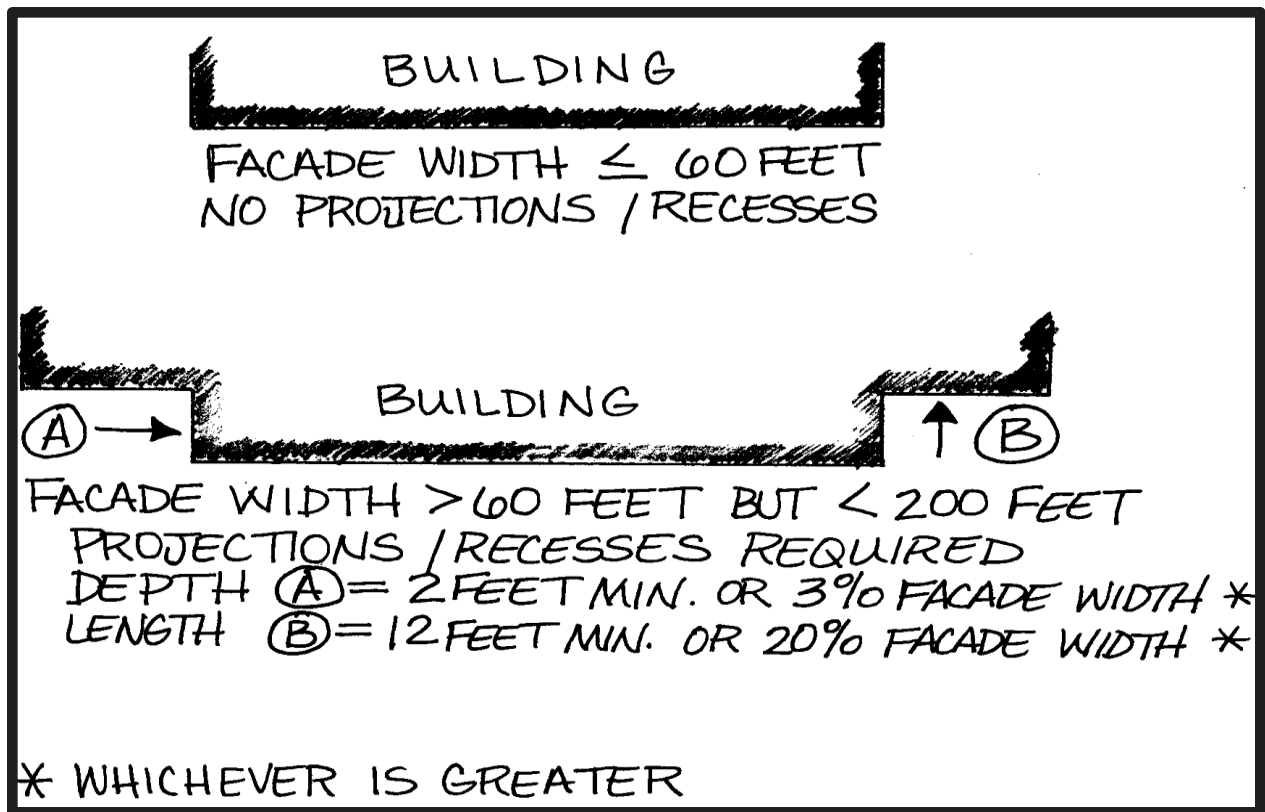


Figure 21

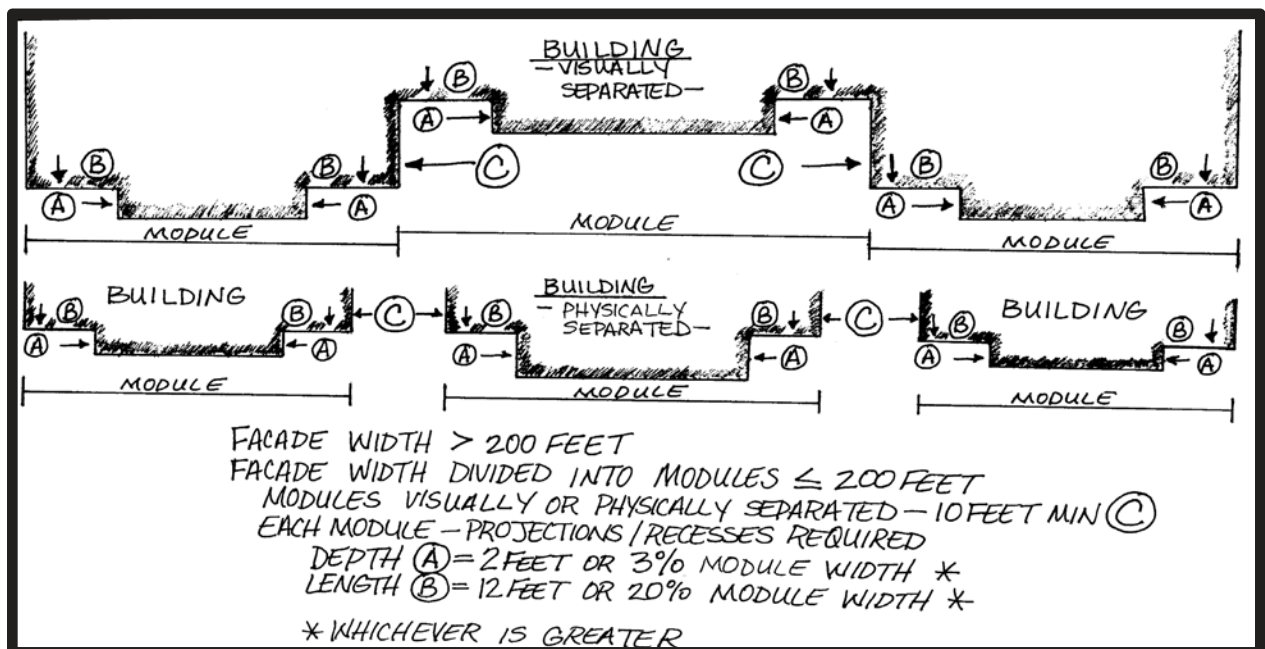


Figure 22

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

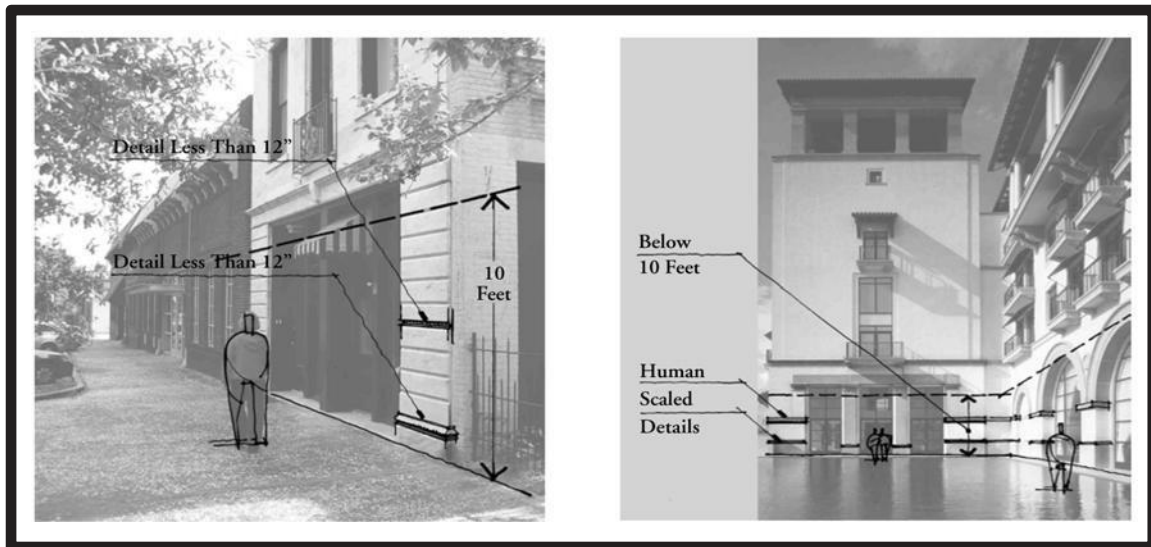


Figure 23

Figure 24

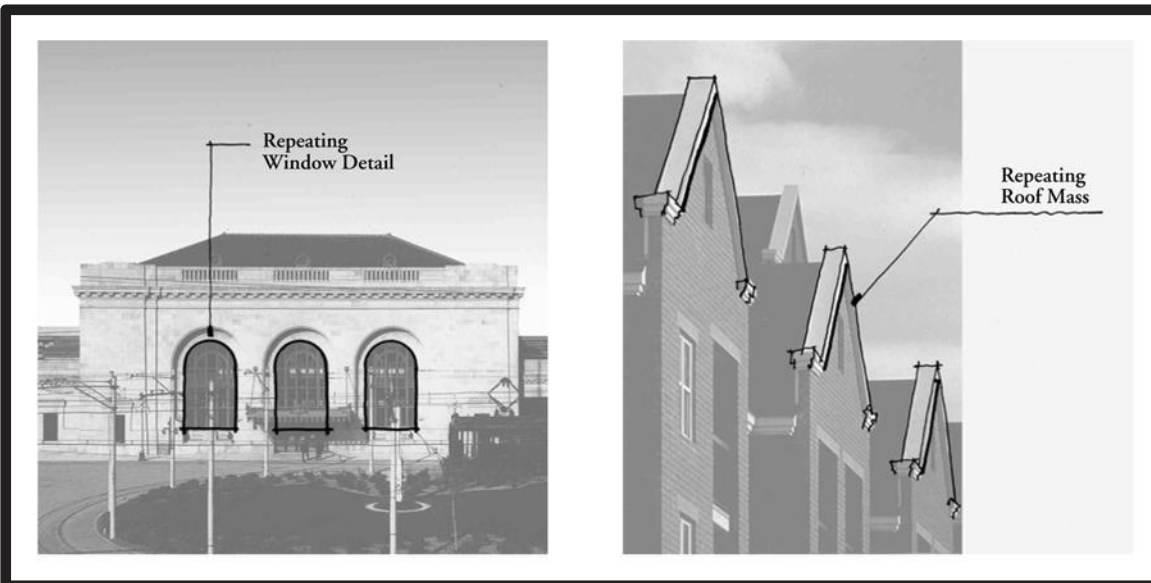
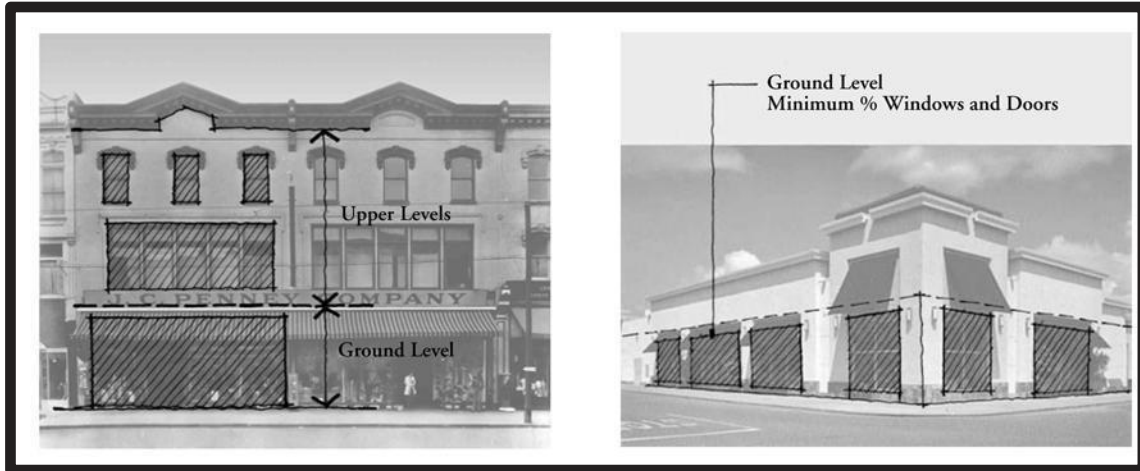


Figure 25

Figure 26

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

- G. It is encouraged that a regular pattern of solids and voids be used and that the overall pattern should be harmonious so that all floors seem part of the whole, although each floor need not have the same pattern. It is further encouraged that the proportion of openings (vertical or horizontal) generally is consistent throughout a development. (See Figure 27.)
- H. Facades should incorporate transparent features such as windows and doors over a minimum of twenty-five percent of the surface area of facades but should not exceed forty percent. (See Figure 28.)



*Figure 27*

*Figure 28*

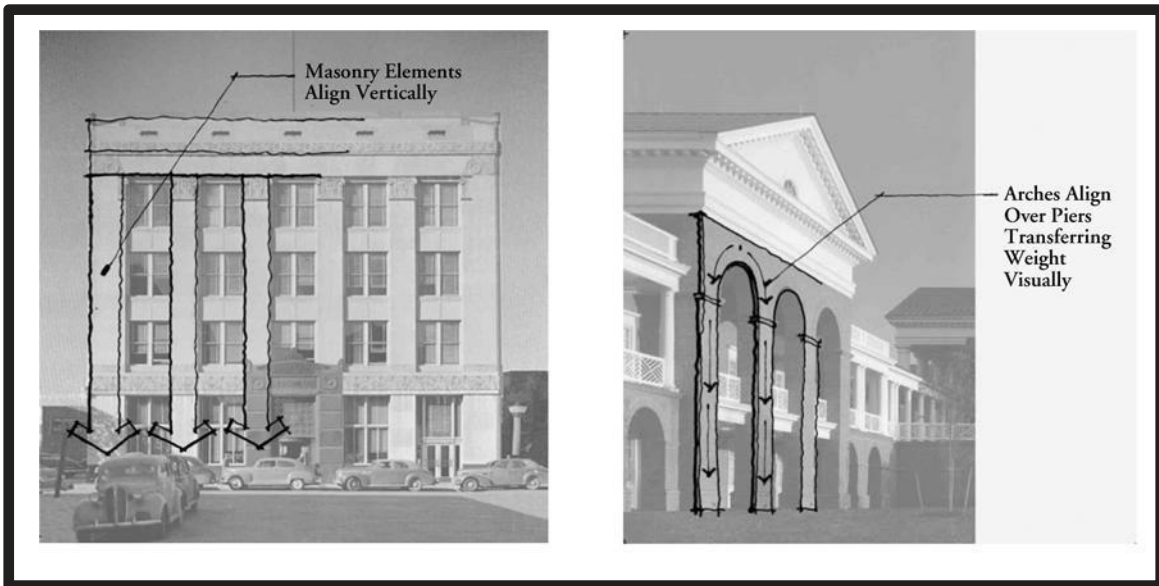


*Figure 29*

*Figure 30*

- I. Ground level windows should extend above a base that is at least twenty-four inches in height.

- J. The building facade shall have a clearly identifiable base, body and cap with horizontal elements separating these components. The component described as the body shall constitute a minimum of fifty percent of the total building height. (See Figures 29 and 30.)
- K. Exterior materials that are generally featureless such as stucco or panels are inappropriate. Detailing shall be used to mitigate the monotony of such materials.
- L. Buildings styled in the town center tradition shall include regularly spaced windows in the upper portion of the facade.
- M. Each building floor shall be expressed on the facade by trim bands or masonry courses to define floor lines and thus help define human scale.
- N. Facade elements that appear to be building supports shall be sized and located to reflect this apparent role. Columns, pilasters, beams and other seemingly structural features shall have sufficient visual heft to be authentic in appearance. (See Figures 31 and 32.)



*Figure 31*

*Figure 32*

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



- (2) Side and rear facades. Side and rear facades may or may not qualify as public facades but often present an unattractive view of blank walls, loading and storage areas, HVAC units, garbage bins, and other utility spaces. Architectural and landscaping features shall mitigate these impacts. When visible to the public or to adjoining properties the side and rear elevations of buildings shall generally exhibit a similar level of design as the public facade, with the same architectural style, use of materials and details. The number and prominence of elements may be downplayed but their overall composition shall be easily recognizable as a subset of the front facade. (See Photo 41.)
- A. Any building facade located less than seventy-five feet from a property line shall be considered a public facade and shall comply with the requirements of subsection (1) above for public facades.
  - B. All mechanical or utility equipment and other utility areas placed along any facade, including those at the side or rear of a structure, shall be screened from view with materials in keeping with the facade or landscaping and shall not impede vehicular or pedestrian traffic.
  - C. If required parking is to be provided along the side or rear facades, pedestrian walkways, entry features, exterior lighting and landscaping shall be provided in accordance with all such requirements herein contained in order to be receptive, safe and pleasing to the public and employees.
  - D. Where the rear facade of any building faces adjacent residential uses or zoning or a public right-of-way, landscaping which functions as a visual screen in accordance with the landscaping requirements of the *Zoning and Subdivision Control Article* shall be provided. The visual screen may include an earthen berm of no more than three feet in height.



*Photo 41            Rear facades don't have to be unattractive.*

- (3) Franchise architecture. Franchise architecture is not prohibited. It can, however, more invitingly reflect its setting by including elements of local architectural traditions and being compatible with the guidelines and standards. (See Photo 42.)

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



*Photo 42*

## **Section 11. Entries.**

- (a) Generally. Entries should be clearly defined as the point of building access and provide a visual transition from exterior to interior spaces. They should also help define the building character. (See Photos 43 through 47.)
- (b) Design guidelines and standards.
- (1) Each principal building shall have clearly defined, readily visible customer entrances with at least two of the following features:
    - A. Canopy or portico.
    - B. Overhang.
    - C. Recess or projection.
    - D. Arcade.
    - E. Raised corniced parapet over the entry door.
    - F. Peaked roof.
    - G. Arch.





*Photo 43*



*Photo 44*



*Photo 45*

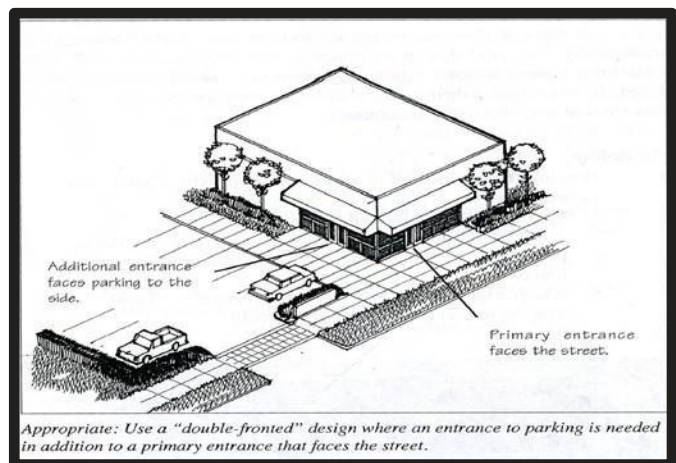


*Photo 46*



*Photo 47*

- H. Outdoor patio.
  - I. Display window.
  - J. Architectural detail such as color changes, siding variations, tile work, or defining moldings which are integrated into the building structure and design.
  - K. Planter or wall of reduced height that incorporates or frames landscaped areas and/or places for sitting.
- (2) Where additional commercial uses will be located in the principal building and occupy five thousand square feet of gross floor area or more, each such commercial use shall have at least one exterior customer entrance conforming to the above requirements.
- (3) For commercial buildings of fifty thousand square feet of gross floor area or more, whether a single or multi-unit structure, at least two facades shall have customer entries. The two required facades shall be those planned to have the highest level of public pedestrian activity and one of the facades shall directly face the primary road frontage with pedestrian access. The other of the two facades may face a second road with pedestrian access and/or a main parking lot area. All entries shall meet the requirements of this section. Movie theaters are exempt from this requirement. (See Figure 33.)
- (4) Any facade fronting required parking shall have an entry meeting the standards of this section.
- (5) Building entries shall be located at the sidewalk edge wherever possible and particularly when the style of the structure is in the town center tradition.



*Figure 33*

## Section 12. Color.

- (a) Generally. Color can bring life to a design. The hue, tone and intensity of color will affect design quality so care in their selection is therefore necessary. Worcester County's architectural traditions rely on basic colors which take their cue from their surroundings. These include white, brick red, gray, green, black and hues of other primary colors.
- (b) Design guidelines and standards.
  - (1) Color schemes shall be simple and incorporate related colors of complimentary hues and shades. They shall include a maximum of two primary colors (those base colors chosen to dominate a color scheme), with a maximum of two secondary colors (contrasting colors used to emphasize architectural elements). Wall, roof, and major and minor accent colors should be sufficient.
  - (2) While each building within a complex does not have to be of the same base primary color, it shall be of a color that is compatible with other selected colors on the site.
  - (3) Facade colors shall be nonreflective, subtle, neutral or earth tones. The use of high intensity, metallic or fluorescent colors is prohibited.
  - (4) Building trim and accent areas may feature brighter colors. Neon tubing shall not be an acceptable feature for building trim or accent areas unless it is used as an artful design accent. (See Photo 48.)



*Photo 48*

*Trim colors accent building features, bringing them to life.*



### Section 13. Details.

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

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

*Photo 49*



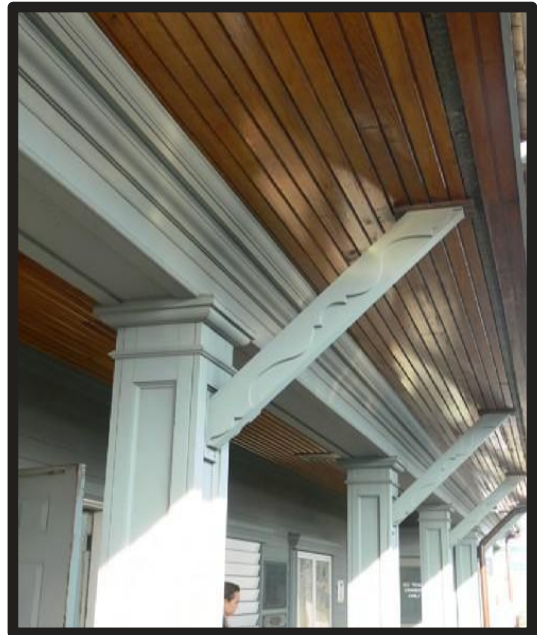
- (b) Design guidelines and standards.
- (1) Building facades must include a repeating pattern that should include at least two of the elements listed below. At least one of these elements should repeat horizontally. All elements should repeat at least every thirty feet, either horizontally or vertically. (See Photo 50.)
- A. Color change.
  - B. Texture change.
  - C. Material change.
  - D. An architectural or structural bay with a change in plane of at least twelve inches in width, such as an offset, reveal or pilaster.

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



*Photo 50*

- (2) Walls in public view shall incorporate fenestration. Windows shall be individually recognizable units in scale with the structure. They are very effective for visual interest and add a sense of scale. Window area should not exceed forty percent of a facade's area. Curtain walls and other floor to ceiling windows or, conversely, undersized windows distort scale and should not be used. Windows should be rectangular with the longest dimension in the height. (See Photo 50.)
- (3) Doors shall be of similar style to the windows (materials, color and detailing). They shall be used to provide visual interest as well as access. As with windows, doors with monolithic glass units should be avoided.
- (4) It is desirable for designs to vary somewhat from neighboring buildings to create interest.



*Details make the difference.*

*Photo 51*

## Section 14. Signs.

- (a) Generally. Signs attract attention and provide information. Done well, they effectively serve this purpose. If overdone in terms of size, number, color, brightness and wording, they become garish visual clutter. Simplicity is most effective. All signs shall be in compliance with the *Zoning and Subdivision Control Article*. The following guidelines and standards shall only apply to projects located along arterial or major collector highways as defined by § ZS 1-326 of the *Zoning and Subdivision Control Article*. Additionally, compliance is encouraged for signs along service roads adjacent to an arterial or major collector highway as described herein.

(b) Design guidelines and standards.

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

- (2) Messages on signs should have ten or less syllables or symbols per sign.

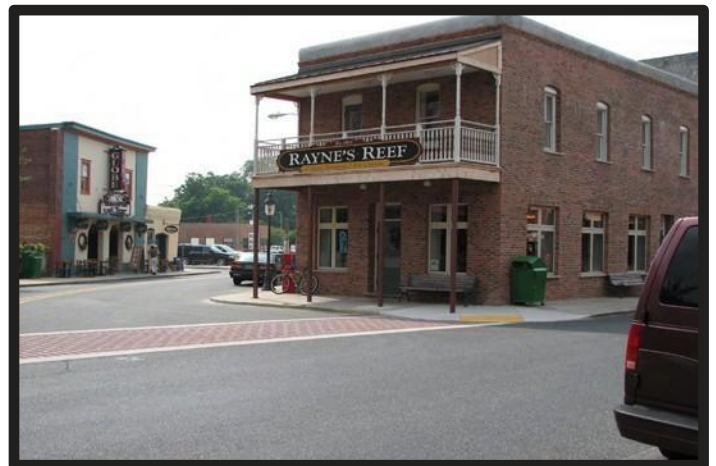
- (3) Sign materials and finishes shall be compatible with the principal building design.

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

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

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

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



*Photo 55*

*Simple signage informs while adding appeal.*





*Photo 56*



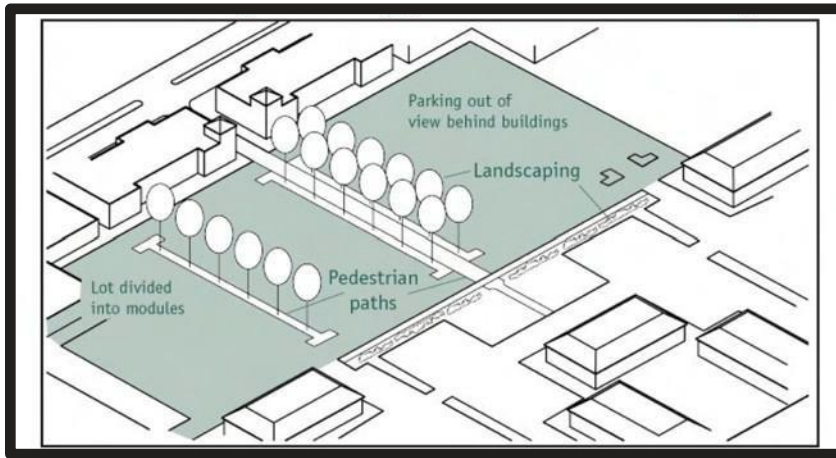
*Photo 57*

*Hanging signs beneath awnings.*

## **Section 15. Parking.**

- (a) Generally. Good parking lots can contribute to a well designed streetscape by minimizing the visual impact while also providing safe and convenient access. To the maximum extent feasible parking lots should be buffered from adjacent roads and properties. They should also be designed to lessen environmental impacts by reducing impervious surfaces and incorporating stormwater best management practices. Parking's relationship to the site's building is also important. The parking areas should be distributed around large buildings to shorten walking distances. Buildings should be located closer to the street so the scale of the complex is reduced, pedestrian traffic is encouraged and architectural details are more visible. All parking areas and access points shall comply with the terms of the *Zoning and Subdivision Control Article*.
- (b) Design guidelines and standards.
  - (1) For parking areas with one hundred or more required parking spaces, parking supply should not exceed parking required by more than five percent unless in accordance with the *Zoning and Subdivision Control Article*.
  - (2) The internal vehicular and pedestrian circulation within a development involving multiple buildings or lots must interconnect within the sites and to external pathways in an obvious and consistent manner.

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



*Figure 37*

- (3) Vehicular circulation must have a clear and carefully planned design which incorporates the following:
  - A. Parking along major driveways and access routes is discouraged.
  - B. The design should incorporate a generous area for vehicle stacking along driveways where they intersect with public streets.
  - C. Access points and driveways shall line up across from other access points or driveways.
  - D. Adequate separation between access points should be provided for safe and convenient internal circulation.
- (4) Access points and driveways must be planned and shared between properties to the extent feasible and access easements must be noted on the site plan. (See Figure 38.)

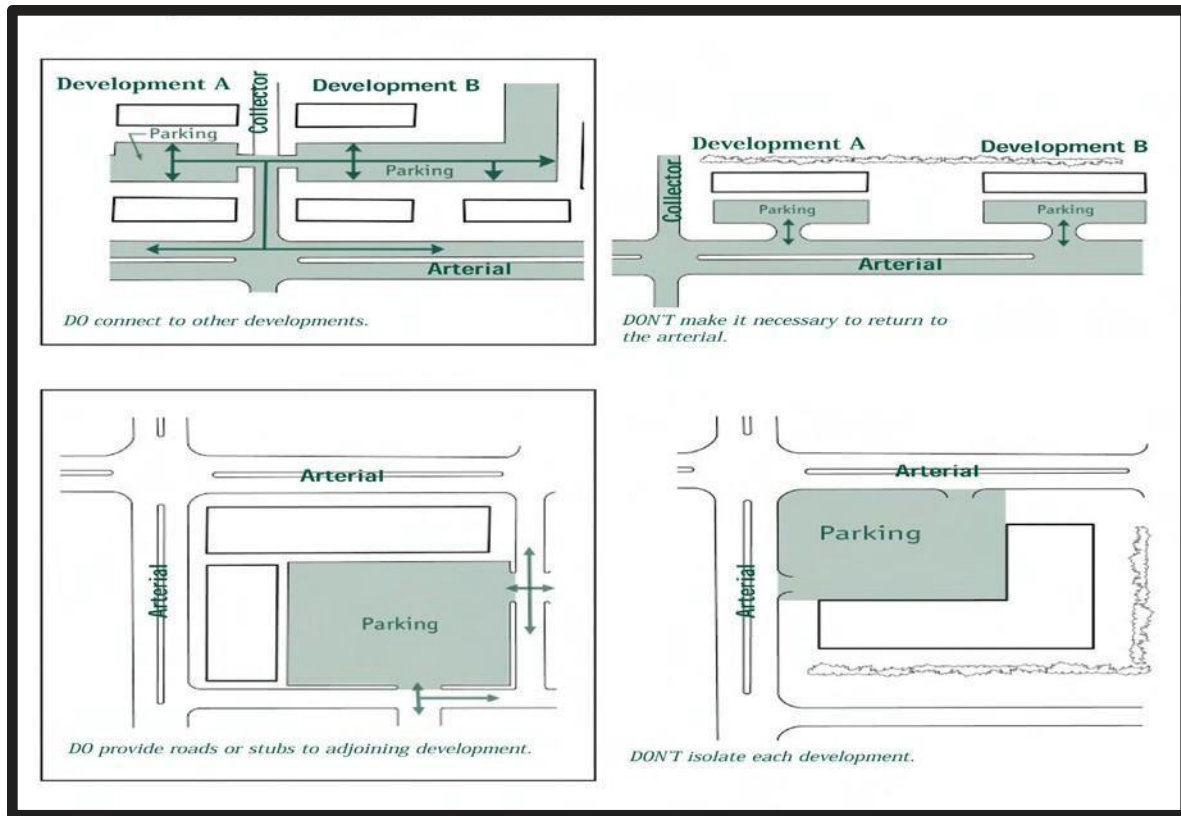


Figure 38

- (5) Parking lot design should include detailed wayfinding information for both vehicle and pedestrian access to and through the development. Demarcation, particularly for pedestrian access, utilizing a combination of a change in paving surface materials, landscaping, signage, or safety and directional lighting, is encouraged.
- (6) All internal walkways shall link to existing walkways both on site and off site and must coordinate with any adopted sidewalk/bikeway/trail/greenways plan for the area. (See Photo 58.)
- (7) A pedestrian accessway to other customer entrances, public spaces and parking areas shall be provided for every customer entrance.
- (8) Parking lots should be set back a minimum of fifteen feet from any public or private rights-of-way and shall provide for clear sight distance. This setback is to be vegetated in accordance with the requirements of the *Zoning and Subdivision Control Article* (See Photos 59 through 61 and Figure 39.)

*Convenient pedestrian access makes for a more user friendly design.*

*Photo 58*



*Photo 59*

*Well buffered parking results in a more appealing project.*

*Photo 60*



*Photo 61*



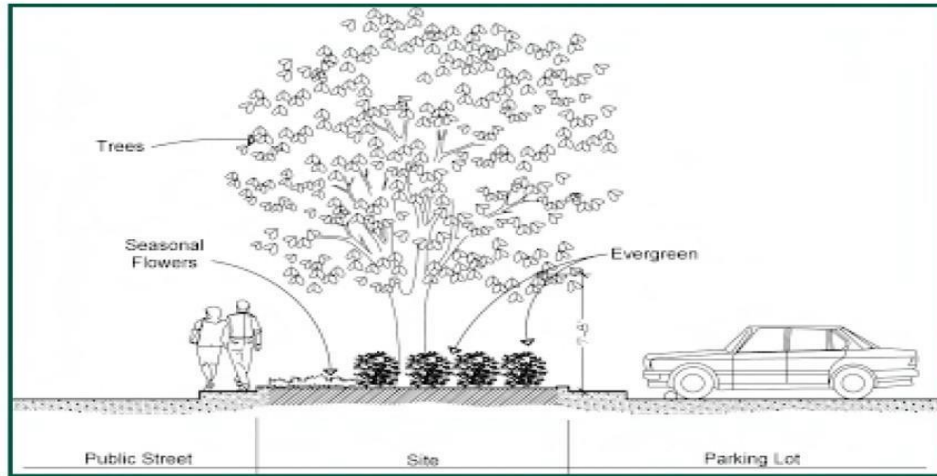


Figure 39

- (9) Parking areas are to be vegetated in accordance with the requirements of the *Zoning and Subdivision Control Article*.
- (10) Traffic calming techniques such as surface changes, signage, and planting islands are encouraged for pedestrian safety and traffic control.

### *TIPS: Traffic Calming*

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

#### *Sample Methods:*

*Narrow streets*

*Short blocks*

*Decreased turning radius*

*Bulbed corners*

*Define crosswalks by raising or changing pattern and material*

*Curved roads*

*Street trees*

*Changes in paving*

*Traffic circles*

*On-street parking*

- (11) It is encouraged that adequate and easily accessible cart corrals be provided and, if visible from the public or private road right-of-way, be screened to a minimum of four feet in height by means of an enclosure or other screening which is compatible with the color, materials and design of the facade wall.
- (12) It is encouraged that parking lots be designed with porous paving wherever practicable. Where such paving is used a maintenance schedule shall be provided to ensure continuing functionality of the material.
- (13) All handicapped parking spaces should be located within the front parking lot, as described as the area between the abutting streets and a line drawn along the front facade to the side property lines of the structure located closest to the public road and extending to the side property lines and shall be situated in the closest proximity to the entrances feasible. Accessible routes, handicapped spaces, etc. are to be considered as part of the site's connectivity.

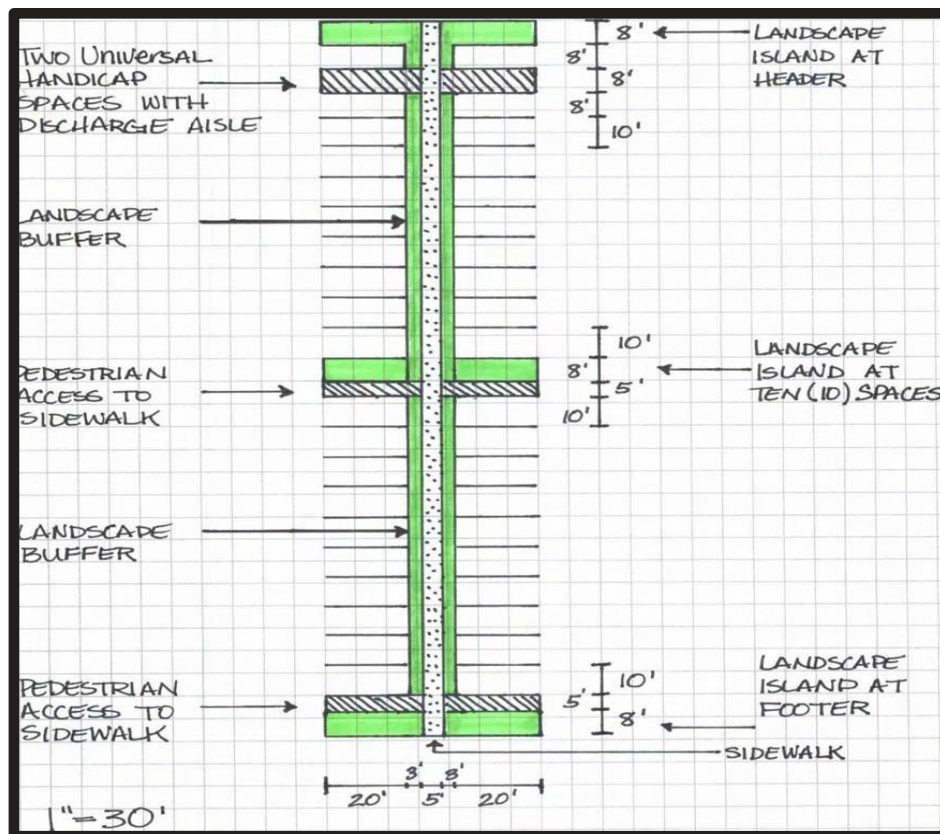
#### **Section 16. Pedestrian and bicycle circulation.**

- (a) Generally. Pedestrian and bicycle access opens auto-oriented developments to the neighborhood, reduces traffic congestion and enables the development to become friendlier and more inviting. Large commercial sites should provide for pedestrian and bicycle oriented circulation through design features that enhance pedestrian and bicycle safety, efficiency, and connectivity. Connections should join buildings to pedestrian walkways and bicycle paths on adjacent roadways and beyond. Non-motorized routes must be clearly distinguished from roads for the motoring public. This section sets forth standards for internal and external circulation systems that can provide user-friendly pedestrian and bicycle access as well as safety, shelter, and convenience within the project grounds.
- (b) Design guidelines and standards.
  - (1) Pedestrian and bicycle circulation shall be identified on and be a required part of site plans. Internal as well as off site pedestrian and bicycle circulation paths shall be shown.
  - (2) Sidewalks at least five feet in width shall be provided along all sides of the lot that abut a public or private right-of-way. Sidewalks shall be provided with human-scale lighting to create a safe and attractive pedestrian atmosphere.



- (3) Continuous internal pedestrian walkways, no less than five feet in width, shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all principal buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as transit stops, road crossings, and building and store entry points. These walkways shall feature adjoining landscaped areas on each side that are at least three feet in width and that include shade trees a maximum of thirty feet on center as well as shrubs, benches, flower beds, ground covers, or other such materials. (See Figure 40.) These landscaped areas shall extend for no less than fifty percent of the length of the sidewalk. The landscaped area required on either side of the sidewalk may be combined on one side of the said sidewalk for a minimum of a six foot wide landscaped area. (See Figure 41.) Convenient access points to the sidewalk from parking areas shall be provided, particularly through adjacent landscaping. Pedestrian walkways within parking areas shall be provided where the depth of the parking area and its landscaping exceeds ten spaces or one hundred feet, not including any vehicular travelways. Additionally, the pedestrian walkways and associated landscaping shall be provided no less than every other bay of parking. (See Figure 42.)

*Parking bay with sidewalk and landscaping on each side.*



*Figure 40*

*Parking bay with sidewalk and landscaping combined on one side.*

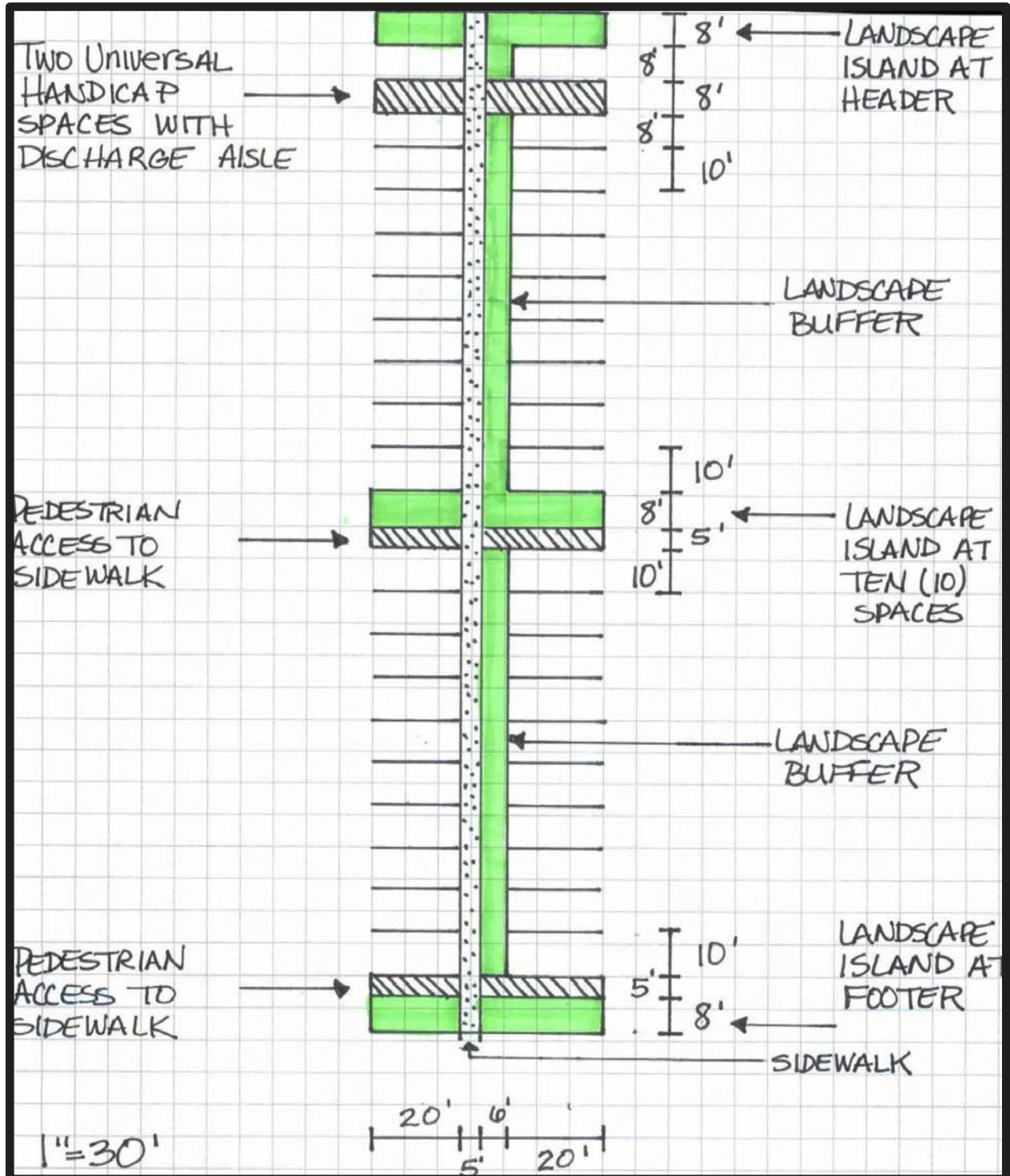
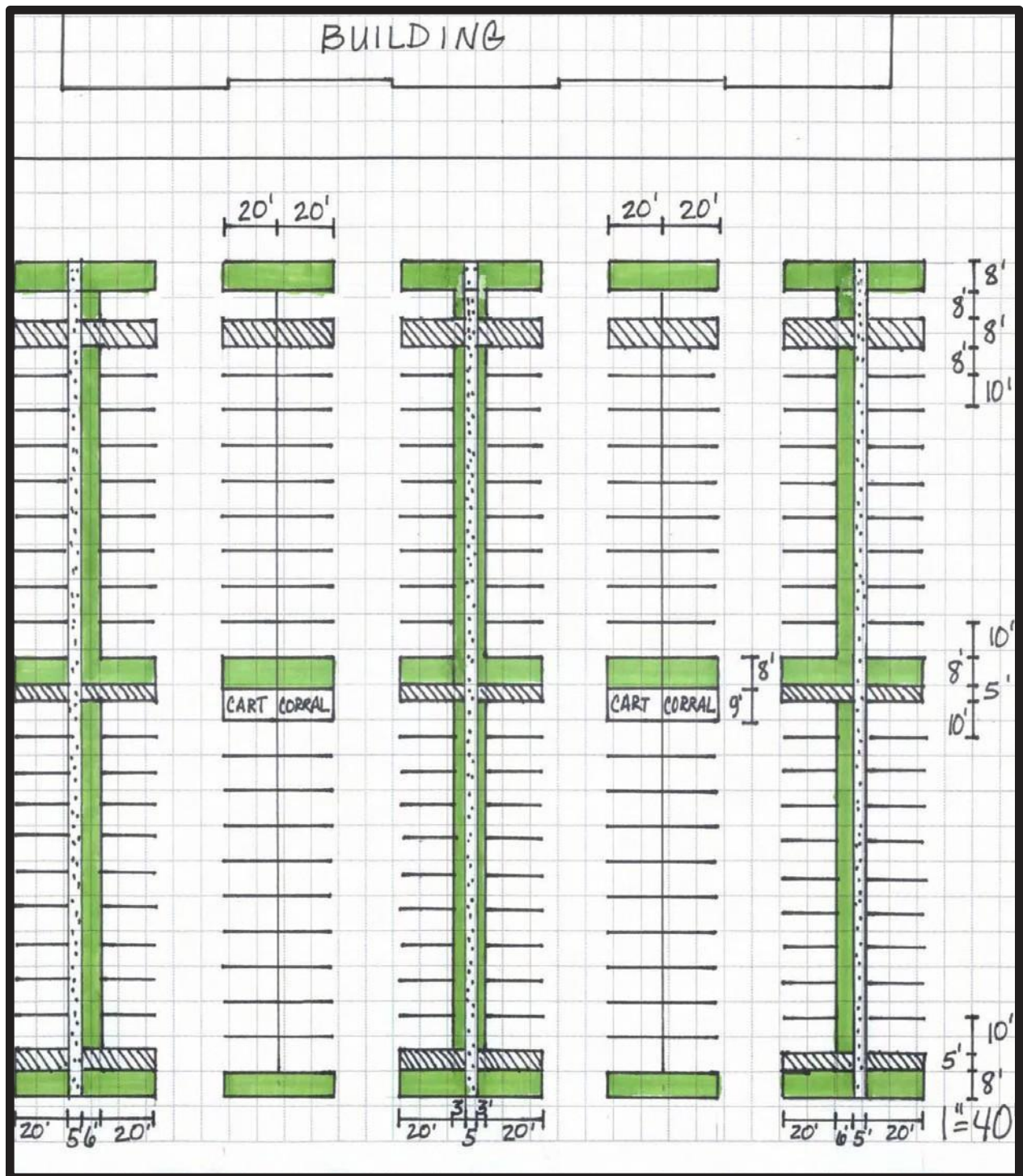


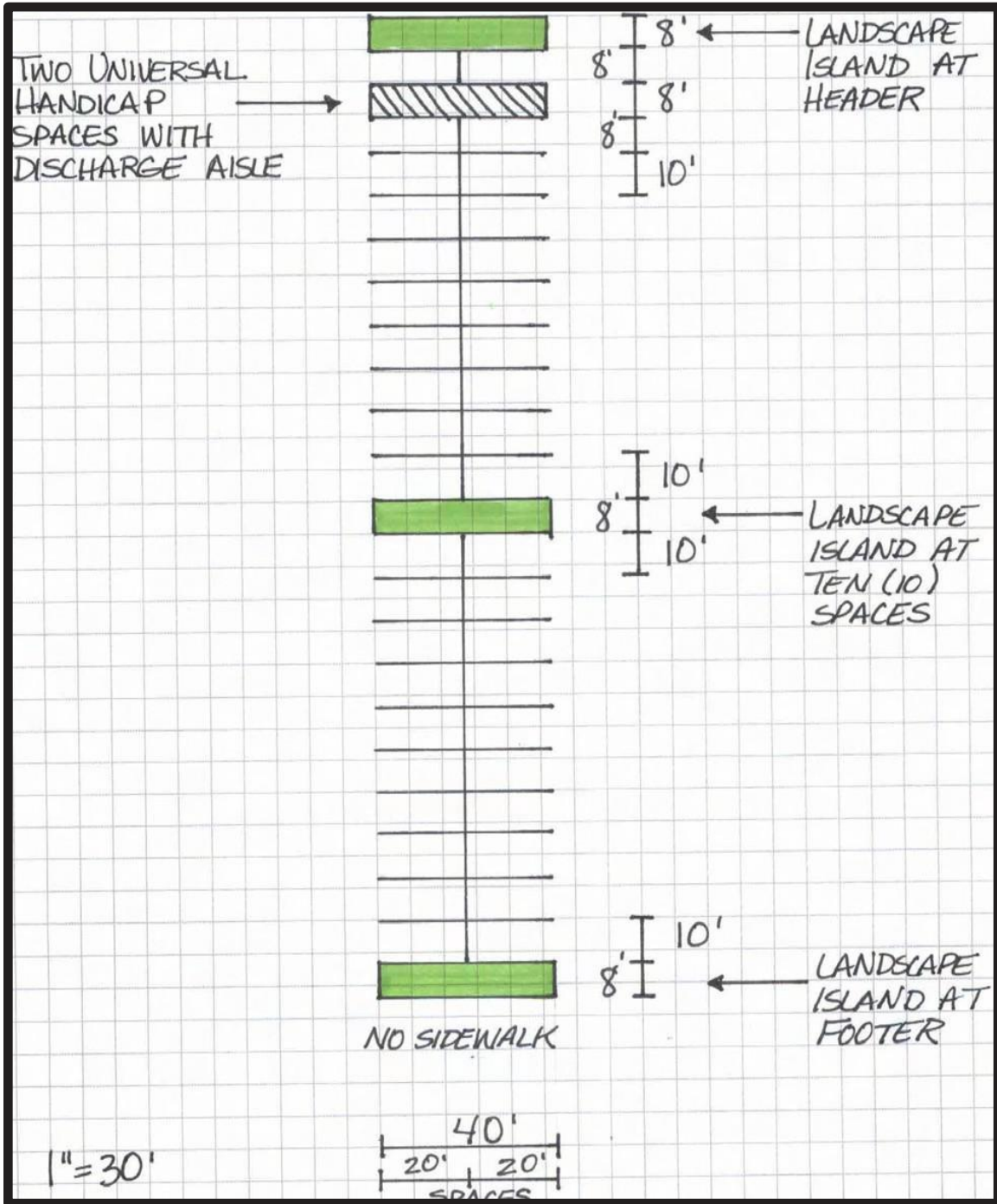
Figure 41



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

Figure 42





*Typical parking bay with no walkway or landscaping*

*Figure 43*

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



*Photo 63*

*Clear indications of pedestrian connections.*

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



*Photo 64*

- (6) All internal walkways shall link to existing walkways both on site and off site and must coordinate with any adopted sidewalk/bikeway/trail/greenways plan for the area.
- (7) For multiple establishment buildings with separate exterior customer entrances the following shall be applicable:
- A. A sidewalk from the parking area to each customer entrance shall be provided, either individually or in conjunction with other sidewalks.
  - B. All facades with multiple exterior customer entrances shall include a sidewalk a minimum of five feet in width connecting all entryways.
- (8) Sidewalks, no less than five feet in width, shall be provided along the full width of the building along any facade featuring a customer entrance and along any facade abutting required parking areas. Such sidewalks shall be located at least six feet from the facade of the building to provide planting beds for foundation

landscaping, except where features such as arcades or entries are part of the facade. Additionally, seating areas for pedestrians shall be provided near the entry and under protective coverings. Seating should be provided at least every one hundred feet of sidewalk along building facades having customer entrances.



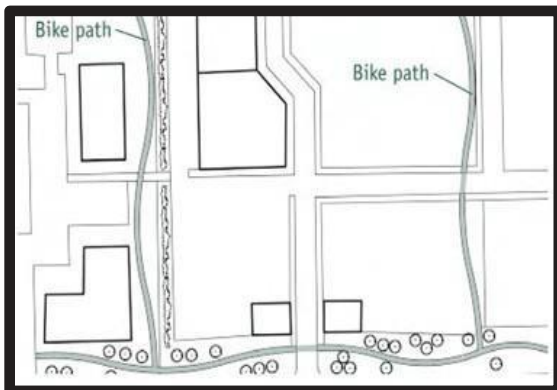
*Photo 65*



*Photo 66*

*Crosswalks and sidewalks provide safe pedestrian access.*

- (9) Internal pedestrian walkways shall provide weather protection features such as awnings or arcades at all customer entrances.
- (10) Bicycle lanes shall be provided on ingress and egress routes. These lanes shall be appropriately signed or otherwise demarcated. Bicycle racks shall be provided in accordance with the *Zoning and Subdivision Control Article*. (See Figure 44.)
- (11) Transit stops should be provided in locations convenient to riders and be sheltered. (See Figure 45.)



*Provide connections for pedestrians and bicyclists within and between developments.*

*Figure 44*

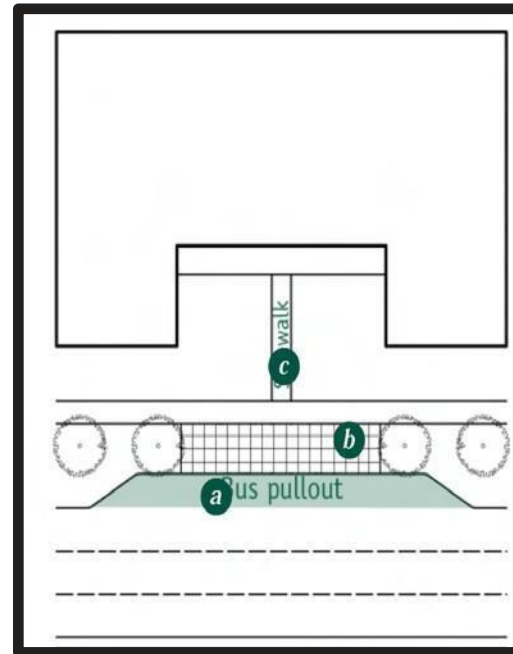


*Provide safe pullover areas (a) and stops on through streets to avoid turn-around and blocking traffic with transit vehicles.*

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

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

Figure 45



## Section 17. Landscaping.

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

landscaping design should provide open spaces that preserve or take advantage of natural features such as the view, existing tree stands, and waterways.

(b) Design guidelines and standards.

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

*Clearly defined entrances and access roadways can integrate with the landscape.*



*Photo 67*

*Clearly defined entrances and access roadways  
can integrate with the landscape*



*Photo 68*



*Photo 69*



*Photo 70*



*Photo 71*





*Photo 72*

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



*Photo 73*



*Photo 74*

*Appropriate landscaping blends structures with their environment*



*Photo 75*

- (4) Landscape design plans shall mitigate the impact to neighboring properties. The rear elevations of buildings, utility areas, loading docks and refuse collection areas

must also be addressed in the landscape design plans. Where the rear facade of any building faces adjacent residential uses or zoning or a public right-of-way, an earthen berm no more than three feet in height and planted with landscaping which functions as a visual screen in accordance with the landscaping requirements of the *Zoning and Subdivision Control Article* should be provided.

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

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

- (7) Facades with customer entrances shall have significant landscaping in order to provide visual interest, prevent monotony, break up

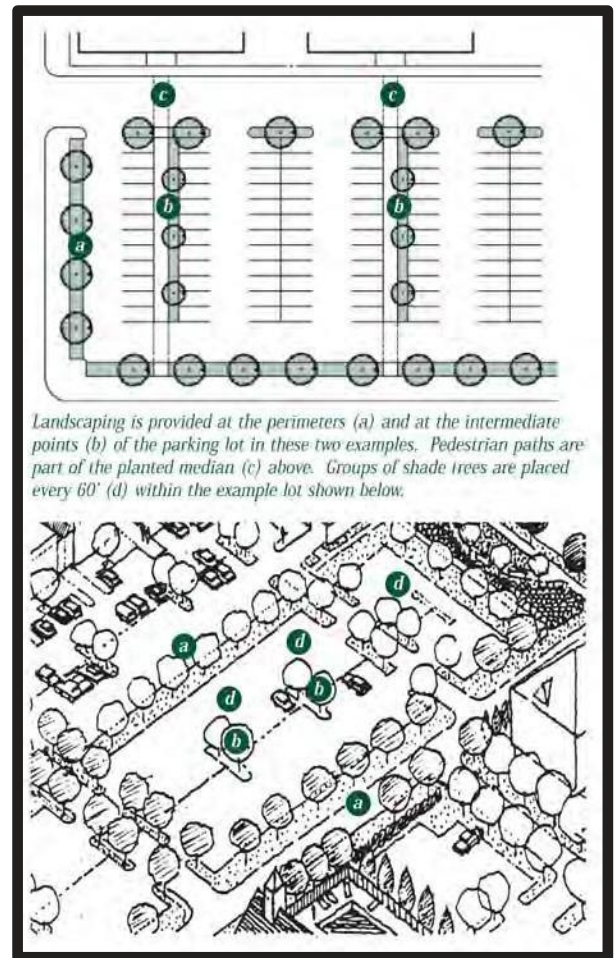


Figure 46

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

wall and pavement expanses, and clearly define entries. Building perimeter landscaping shall be installed and maintained along at least fifty percent of the facade width. The building perimeter landscaping shall be in landscaped areas, raised planters, or planter boxes that are each a minimum of five feet wide and are a maximum of ten feet from the building. These areas shall be landscaped with plant clusters of varied species and heights.

- (8) All other facades, except the facade incorporating the service area, shall be buffered from public view with no less than a ten foot wide buffer with foundation planting. The buffer shall, at a minimum, have landscaping in planters or planter beds which extend a minimum of three feet from the building along the entire width of the facade, and contain plant clusters of varied species and heights.
- (9) A drive-through window or lane shall not be placed between the public right-of-way and the associated building unless a five foot wide landscape buffer extending the entire length of the drive-through access window point, exclusive of the stacking area, is installed and maintained.(See Photo 76.)

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



*Photo 76*

- (10) In phased construction, the first phase shall at a minimum include the landscaping of property perimeters, entry drives, and stormwater management ponds as well as required parking lot and building landscaping.
- (11) Maintenance ensures that the landscape design reaches its potential and remains



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



*Photo 77*



*Photo 78*

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

## **Section 18. Exterior Lighting.**

- (a) Generally. Building and site lighting can provide security, improved aesthetics and design emphasis. However, if misused, exterior lighting can be a hazard to motorists, a glaring distraction and a nuisance to neighbors. All forms of light nuisance shall be avoided, including light pollution of the night sky, light trespass, and glare onto adjacent areas. Lighting standards should balance security, advertising and aesthetics. Use of energy efficient fixtures is strongly encouraged.
- (b) Design guidelines and standards.
  - (1) All projects shall comply with the terms of the *Zoning and Subdivision Control Article*.
  - (2) Lighting fixtures should be of consistent design throughout the project. Exterior building and site lighting and illuminated signs can serve as an integral architectural element of the project.

- (3) It is encouraged that exterior lighting fixtures be located at least ten feet from all property lines and generally placed outside of required perimeter plantings. However, if located in such areas, they should be placed along the planting area's interior edge.

- (4) It is encouraged that building lighting be indirect. Fully recessed downlights or projecting boxed "wall washers" are acceptable.

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



*Photo 79*

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

*Security lights don't have to be unattractive.*

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

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



*Photo 80*

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

*Parking and sidewalk lighting should complement the structure.*

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

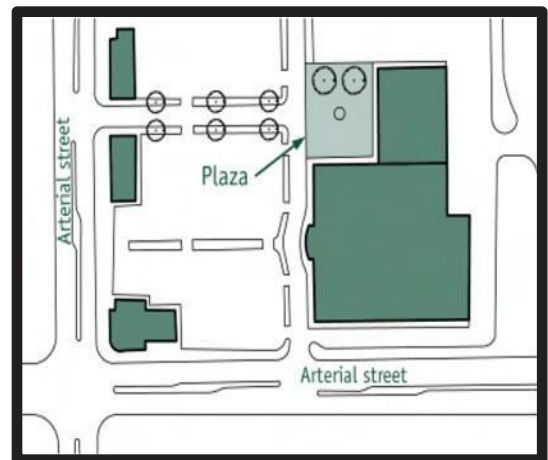
## Section 19. Community features and spaces.

- (a) Generally. Buildings should offer attractive and inviting human scale features, spaces and amenities that reflect the character of the County. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Transit stops and drop-off/pick-up points should be considered as integral parts of the configuration. Pedestrian walkways should be anchored by special design features such as towers, arcades, porticos, pedestrian light fixtures, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces. Examples of outdoor spaces are plazas, patios, courtyards, and window-shopping areas. The features and spaces should enhance the building and the project as integral parts of the community fabric.
- (b) Design guidelines and standards.
- (1) Each commercial structure shall contribute to the improvement of public spaces by providing a community space that is centrally located, connected to the pedestrian walkway and placed in areas with the highest pedestrian traffic. It should be constructed of materials that are similar to the principal materials of the building and landscaped compatibly. This community space should provide seating and at least one of the following (See Figure 49 and Photos 81 through 87.):
- A. Patio.
  - B. Pedestrian plaza.
  - C. Transportation center.
  - D. Window shopping walkway.

*Awnings provide comfort for window shopping.*



*Photo 81*



*Figure 49*

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

- E. Outdoor playground area.
- F. Kiosk area.
- G. Water feature.
- H. Clock tower.
- I. Other such deliberately shaped area or focal feature or amenity that, in the judgment of the Planning Commission, adequately enhances such community and public spaces.



*Photo 82*

- (2) Required community spaces should be at least eight hundred square feet in size with no side less than twelve feet long.
- (3) For commercial establishments of fifty thousand square feet in gross floor area or more and having more than one customer entrance, a community space in accordance with subsection (1) above should be provided for each customer entrance. However, community spaces required beyond the initial space required by (b)(1) herein may be reduced to five hundred square feet in size and need not provide any special feature beyond seating.



*Photo 83*

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



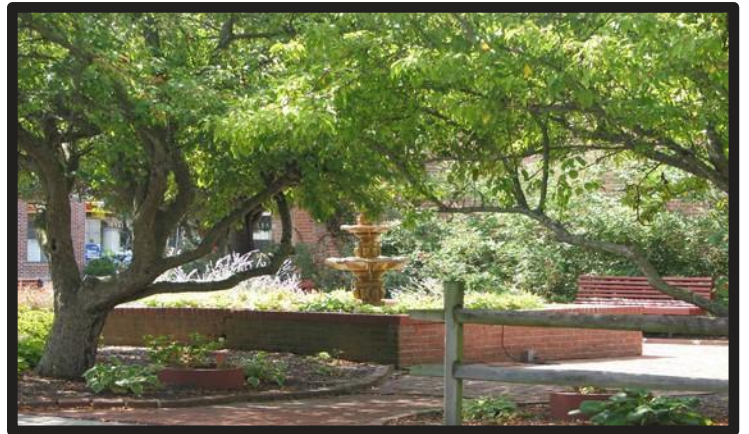
*Photo 84*

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





*Photo 85*



*Photo 86*



*Photo 87*

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



## **Section 20. Outdoor, service and utility areas.**

- (a) Generally. Areas for loading, outdoor storage, trash collection, recycling, utilities and mechanical equipment exert visual and noise impacts on surrounding properties, roadways and neighborhoods and should be designed so that delivery, loading and other operations do not disturb them. These areas, when visible and audible from adjoining properties and/or public streets, should be screened, recessed or enclosed. While screens and recesses can effectively mitigate these impacts, the selection of inappropriate screening materials can worsen the problem. When storage, trash collection or loading areas are enclosed, the enclosures should conform with the predominant materials and colors of the building. Appropriate locations for loading, outdoor storage and trash collection include areas between buildings, where more than one building is located on a site and such buildings are not more than forty feet apart, or on those sides of buildings that do not have customer entrances. Outdoor display and sales areas should not conflict with pedestrian or vehicular traffic movement and should be clearly designated. Furthermore, HVAC units, electrical panels, and other utilities should be hidden from view and not located in a manner which impedes pedestrian or vehicular movement.
- (b) Design guidelines and standards.
  - (1) Service areas for loading docks, truck and/or trailer parking, outdoor storage, utility meters, HVAC equipment, trash collection, trash compaction, recycling and other service functions should be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are contained and out of view from adjacent properties and public streets. These service areas should not be visible from adjacent rights-of-way or properties. They should be within enclosed buildings or screened from view by a wall a minimum of eight feet in height and extending the entire length of the service area. This building or wall should be constructed of the same material as that utilized to construct the primary building(s) on the site. Continuous, linear service drives and loading areas are discouraged.
  - (2) No areas for outdoor storage, trash collection or compaction, loading, or other such uses should be located within twenty feet of any public street, public walkway or internal pedestrian walkway.
  - (3) Non-enclosed areas for the display and sale of inventory other than vehicles or watercraft shall be defined and buffered with walls, fences, and/or landscaping. The wall, fence and/or landscaping shall be a minimum of four feet in height.
  - (4) There should be no outdoor storage, sale or display in required parking spaces nor should any occur on exterior walkways which reduces the unobstructed walkway to less than five feet.

- (5) The general location of all mechanical equipment such as compressors, air conditioners, antennas, pumps, heating and ventilating equipment, emergency generators, chillers, elevator penthouses, water tanks, stand pipes, solar collectors, satellite dishes and communication equipment, and any other type of mechanical equipment for the building must be shown on the required site plans and architectural drawings. All such equipment should be located either within the structure or on its roof and screened on all sides to full height by building parapet walls or other building elements that appear as integral elements of the overall building design. Mechanical equipment should be clustered as much as possible. The location of building mounted equipment must result in these elements being hidden or screened so they are unobtrusive. All wall mounted elements must be painted to match the color of the surrounding building material. Mechanical equipment which must be located at ground level may not be placed where it would impede pedestrian or vehicular traffic. Ground level mechanical equipment shall be screened with landscaping, berms and architectural walls using materials compatible with the building. Fencing materials are allowed provided they are opaque. (See Figure 50.)
- (6) The parking or storage of trucks, trailers or shipping containers is prohibited. Trucks or trailers should be in an active state of loading or unloading. Accessory outdoor storage cannot occur within trucks or trailers. Accessory, temporary outdoor storage of retail goods in containers may be considered in limited applications provided all requirements of the *Zoning and Subdivision Control Article* and other pertinent regulations are met.
- (7) Trash and recycling enclosures should be clustered and made to appear as an extension of the building. Trash and recycling areas within the building itself are encouraged. (See Figure 50.)
- (8) Delivery and loading spaces shall comply with the terms of the *Zoning and Subdivision Control Article*.
- (9) To the extent feasible, no delivery, loading, trash removal or compaction, or other such operations should be permitted between the hours of 10:00 p.m. and 7:00 a.m. where adjacent to residentially zoned or utilized properties.

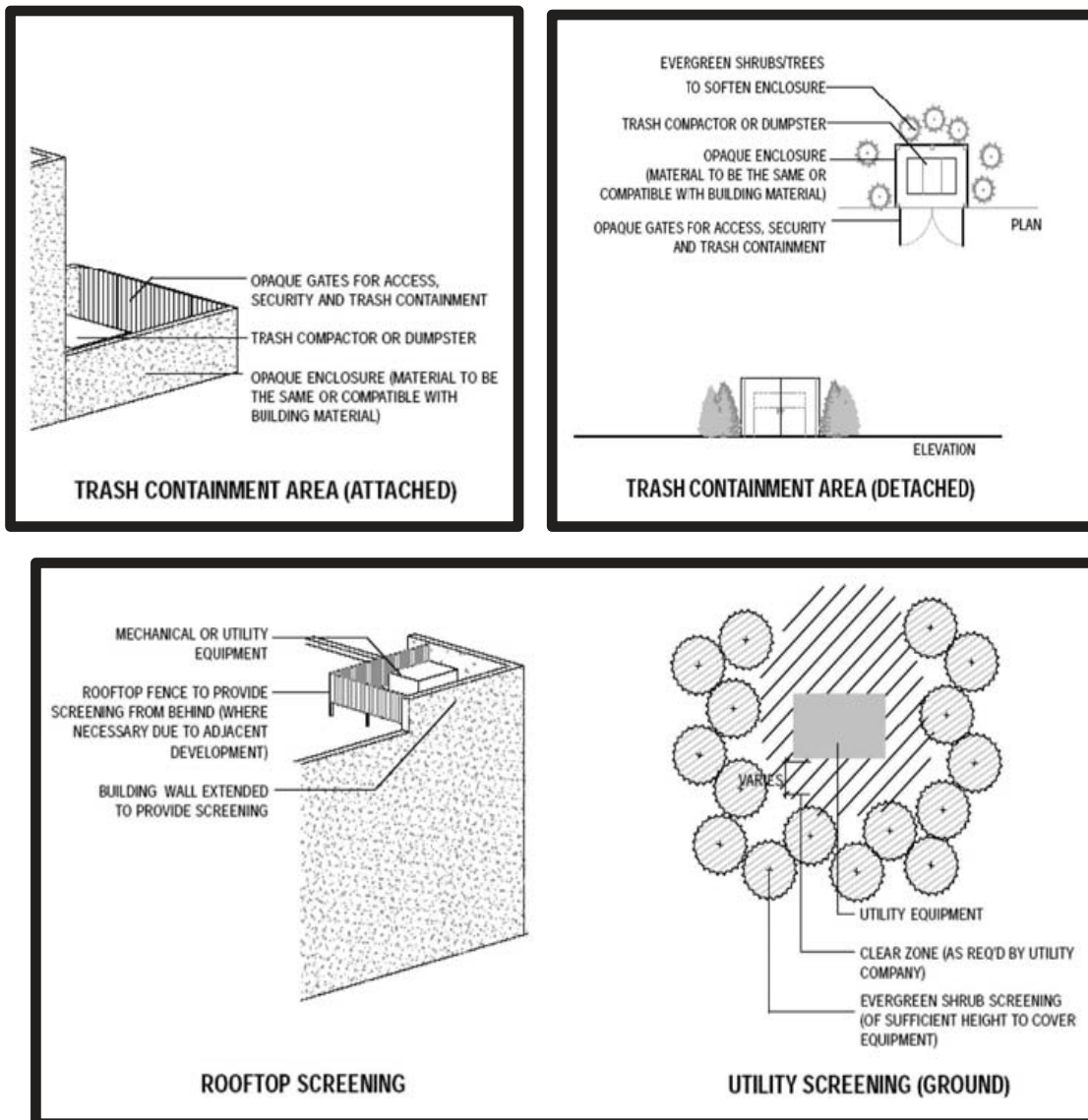


Figure 50

## Section 21. Outparcels and pad sites.

(a) Generally. Commercial development designs must create the impression of a unified project and overall sense of a unique or identifiable place.

(b) Design guidelines and standards.

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

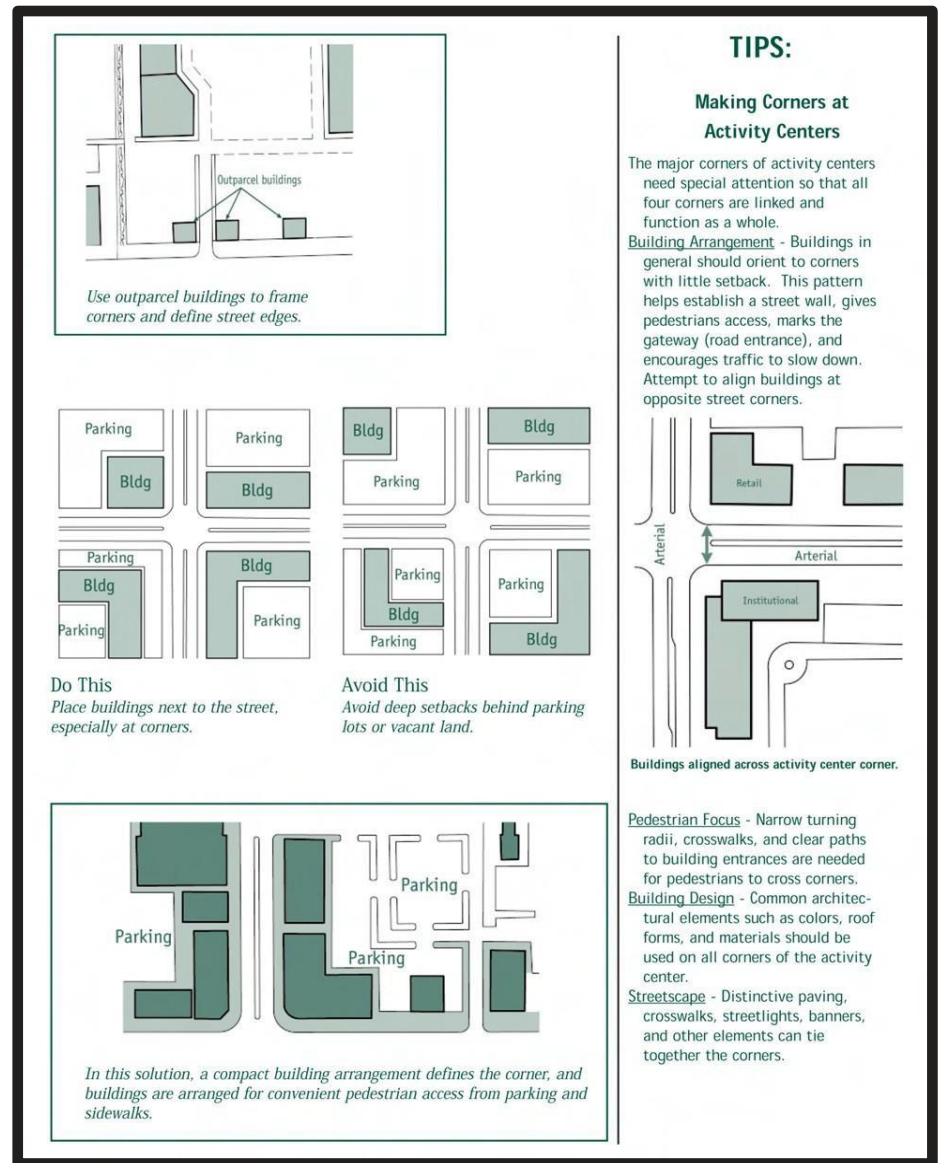


Figure 51