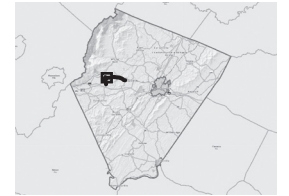


# Entrance Corridor // Route 240 // Railway

Between the Three Notch'd Rd./Crozet Ave. intersection to the west and Union Mission Ln. to the east

DRAFT



Last updated: 08.19.2024



LENGTH: 0.7 MILES

## GENERAL CHARACTERISTICS

Railroad tracks along the south side of the street are a dominant feature of this segment. The tracks, located south of neighborhoods and industrial sites to the east, emerge roadside at Union Mission Ln., forming a distinct physical and visual boundary as they rise in elevation moving westward. Combined with roadside vegetation, the tracks block most of the view of residential developments to the south. In the vicinity of the former Barnes Lumber Company site (established in 1922 as the Crozet Lumber Company), the tracks fall in elevation until they are even with the road and development to the south becomes visible. West of the historic train depot, the elevation of Rt. 240 decreases and the tracks cross above Crozet Ave. on an overpass.

On the north side of the segment at its eastern end, a row of small-scale, single-family residences of various styles, most built in the first half of the twentieth century, gives way to a mix of non-residential development. The red brick, simple form and low height of the Crozet Volunteer Fire Department building (1985) result in a building that coordinates quietly with its surroundings. The Crozet Commons building, though taller and set closer to the road, uses traditional materials, architectural detailing, and frontage landscaping to establish an appropriate appearance in the streetscape. Mid- to late-twentieth century buildings on the north side of the street are typically simple in form, single story in height, and faced in masonry. Some buildings along the segment predate the ECDG and lack fenestration and architectural detailing to relieve blankness. Others, located closer to the Three Notch'd Rd./Crozet Ave. intersection, are closely spaced with consistent setbacks, creating a stronger "downtown" character. The Crozet depot marks the eastern boundary of the Crozet National Register Historic District on Three Notch'd Rd. A view of the mountains to the west is available along the full length of this segment.

## STRUCTURES – PREDOMINANT FEATURES

- Form: Mostly simple rectangular forms with flat or gabled roofs
- Scale: Predominantly 1 and 2 stories; small scale residential; small-moderate scale non-residential
- Materials: Siding and metal or shingle roofs on residences; Masonry, with brick predominating for non-residential, wood
- Colors: White/off-white, green, grey, red

## LANDSCAPE – PREDOMINANT FEATURES / ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Residential lawns with trees
- Street trees and shrub rows at more recent commercial developments
- Vegetated berm along the train tracks
- Mountain views

## CHARACTERISTICS TO AVOID

- Lack of street trees
- Un-relegated parking
- Blank walls
- Development that blocks mountain views



# Entrance Corridor // Route 240 // Railway

Between the Three Notch'd Rd./Crozet Ave. intersection to the west and Union Mission Ln. to the east

DRAFT

## PRECEDENT IMAGES

Last updated: 08.19.2024



**Vicinity of Union Mission Ln.**

Just east of Union Mission Ln., the Union Run Baptist Church (constructed ca. 1913 of rusticated concrete block) is visible beyond the railroad tracks and a view of the mountains opens up to the west.



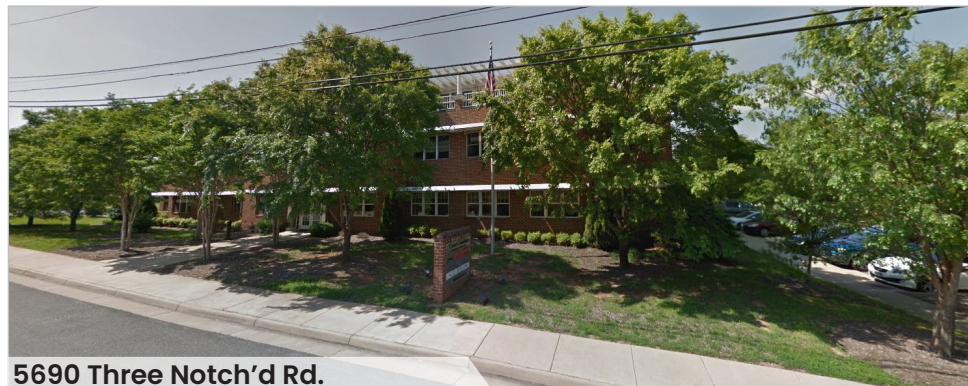
**5602 Three Notch'd Rd.**

Though street trees are inconsistently spaced along portions of this segment, small-scale residences with simple footprints, gabled roofs, and porches contribute to a pedestrian-friendly scale along the street.



**Intersection of Firehouse Ln. (Looking East)**

At Firehouse Ln. looking east, the railroad and roadside vegetation form a dense visual buffer on the south side. Small-scale residences from the first half of the twentieth century predominate on the north side.



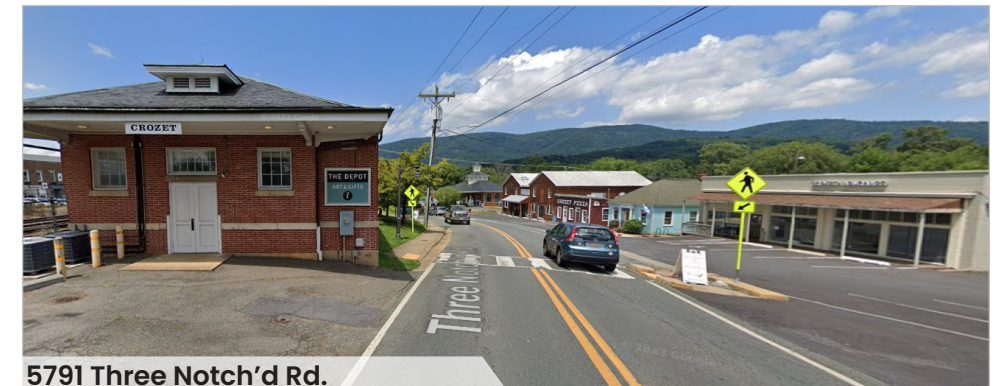
**5690 Three Notch'd Rd.**

This office building uses traditional materials, architectural detailing, and frontage landscaping to establish an appropriate appearance in the streetscape.



**5728-5764 Three Notch'd Rd.**

Pre-ECDG development includes the buildings of the former Barnes Lumber Company, visible across the railroad tracks to the south, and a 1960s strip shopping center with brick walls and Colonial Revival details set back from the north side of the road.



**5791 Three Notch'd Rd.**

Evidence of Crozet's transportation and agricultural history stand at the Three Notch'd Rd./Crozet Ave. intersection. The Colonial Revival style Crozet Depot (1923, seen on the left) stands between the tracks and Rt. 240, and the Crozet Cooperage Company barrel factory (1902) in two gable-fronted buildings marks the corner of the intersection. Low building heights maintain mountain views to the west.



# Entrance Corridor // Route 240 // Downtown Crozet

Between the Three Notch'd Rd./Crozet Ave. intersection to the north and Tabor St. to the south

DRAFT



Last updated: 08.19.2024



LENGTH: 0.2 MILES

## GENERAL CHARACTERISTICS

As Rt. 240 transitions to Crozet Ave. and turns south under the train tracks, the two-story buildings of The Square on the east side and the six-story building originally constructed for cold storage and apple packing on the west side form a gateway to the southern leg of the historic commercial district. The scale of the one- and two-story historic buildings, combined with streetscape upgrades, including continuous sidewalks with ramps and crosswalks to facilitate easy pedestrian travel, landscape buffers between sidewalks and streets, benches, trash cans, and pedestrian-scale streetlights, supports a strong pedestrian character along this segment of the corridor. At the Library Ave. intersection, building mass and scale increase with the Crozet Library and church buildings. The use of masonry materials and street trees helps maintain a harmonious appearance along the corridor.

## STRUCTURES – PREDOMINANT FEATURES

- Form: Mostly simple rectangular forms with flat or gabled roofs
- Scale: Predominantly 1 and 2 stories; institutional buildings are more monumental in mass and scale
- Materials: Masonry, with brick predominating
- Colors: Red, grey, white/off-white

## LANDSCAPE – PREDOMINANT FEATURES

- Pedestrian ways are enhanced by planting strips with street trees and shrubs between the street and sidewalk
- Mountain views

## ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Street trees
- Low masonry walls
- Consistent street furniture

## CHARACTERISTICS TO AVOID

- Un-landscaped frontages
- Un-relegated parking
- Blank walls



# Entrance Corridor // Route 240 // Downtown Crozet

Between the Three Notch'd Rd./Crozet Ave. intersection to the north and Tabor St. to the south

DRAFT

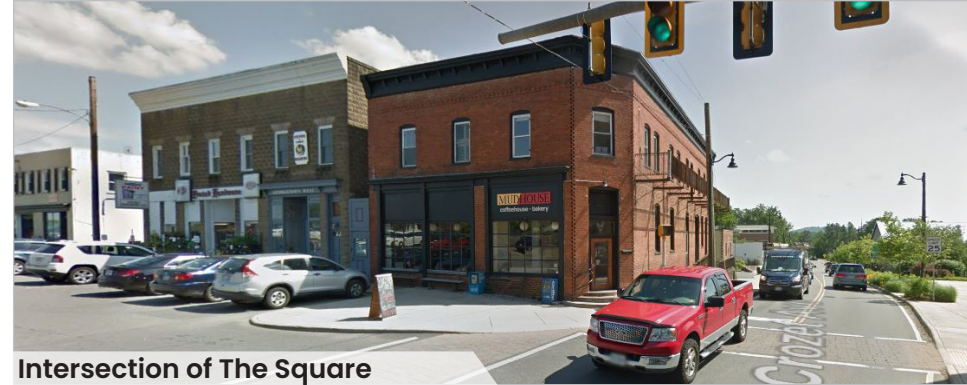
Last updated: 08.19.2024

## PRECEDENT IMAGES



**Intersection of Library Ave.**

View north and west from Library Ave. Mountains establish a scenic backdrop for downtown Crozet. The historic 6-story building that anchors the north end of Crozet Ave. served the area's fruit industry as a cold storage and apple packing warehouse. The Downtown Crozet District allows that height only by Special Use Permit for new buildings. The mural on the eastern end of the building elevation pictured here, showcases local history and character.



**Intersection of The Square**

These buildings showcase historic forms and promote an active pedestrian environment in the downtown by limiting distance between store entrances, incorporating transparent ground floors, and engaging corners that entice potential patrons.



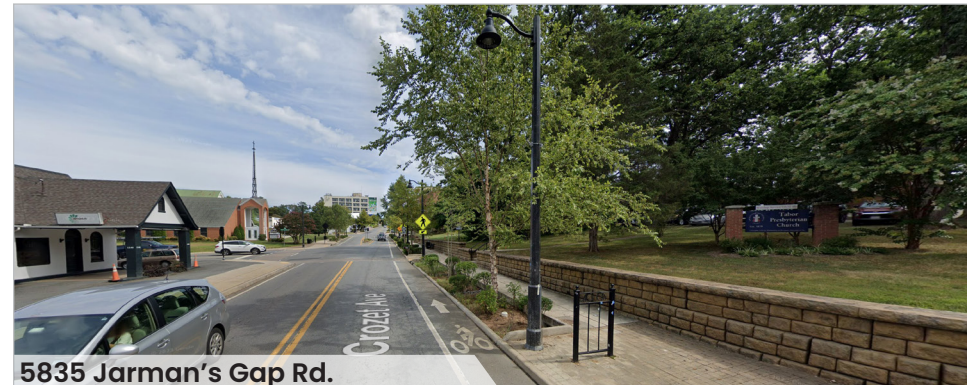
**1200 Crozet Ave.**

A pedestrian-friendly environment is established through building form (canopy for weather protection), function (outdoor seating), and streetscape enhancements (street trees, designed crosswalks, accessible curb ramps, wide walkways, etc.).



**2020 Library Ave.**

Material changes, projecting window bays and canopies help mitigate the mass and scale of the Crozet Library.



**5835 Jarman's Gap Rd.**

A view north on Crozet Ave. reveals a mix of building scales and styles. Masonry materials and neutral colors establish a coordinated appearance. Low masonry walls, sidewalks, and street-side planting create a pedestrian-friendly scale.



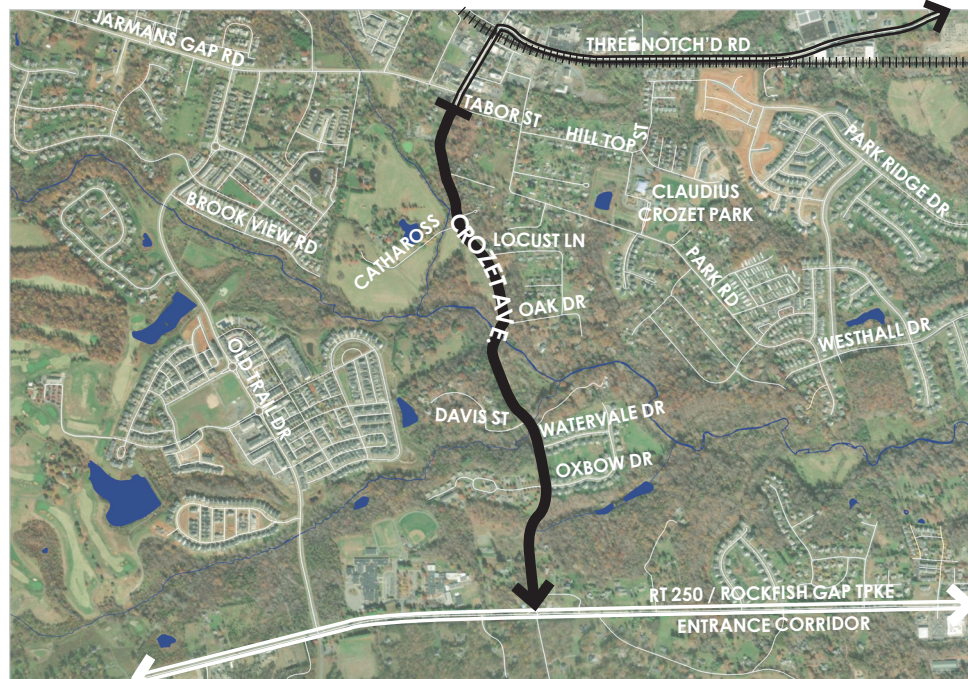
# Entrance Corridor // Route 240 // Crozet Avenue Residential

Between Tabor St. to the north and Rt. 250/Rockfish Gap Rd. to the south

DRAFT



Last updated: 08.19.2024



LENGTH: 1.2 MILES

## GENERAL CHARACTERISTICS

South of Tabor St., Rt. 240 reverts to a more suburban character, with deeper building setbacks and lawns with mature trees. The roadway follows the rolling topography of the area, rising, falling, and curving around hills. Older residences predominate, though most have little visibility from the street due to wooded borders along the narrow road. Some views of more open, rolling topography are available.

South of the vicinity of Longmont Dr., wooded borders along the road open to newer residential developments where 2½ story residences are set close to the road and are readily visible. Board fences and young trees mark the boundaries of newer developments while stone piers accompany some site entrances. Intermittent views of the mountains are available to the north.

## STRUCTURES – PREDOMINANT FEATURES

- Buildings generally have minimal visibility from the street
- Small footprints, deep setbacks, mature trees and earth-tone colors reduce the visual impact of buildings on the corridor.

## LANDSCAPE – PREDOMINANT FEATURES

- Lawns with mature trees
- Wooded borders along the street
- Rolling topography

## ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Deep setbacks
- Wooded borders
- Low stone walls, four board fences
- Board fences along street frontage

## CHARACTERISTICS TO AVOID

- Non-wooded or un-landscaped frontages
- Blocked mountain views



# Entrance Corridor // Route 240 // Crozet Avenue Residential

Between Tabor St. to the north and Rt. 250/Rockfish Gap Rd. to the south

DRAFT

## PRECEDENT IMAGES

Last updated: 08.19.2024



**Intersection of Tabor St.**

Lawns with shade trees give way to hedgerows and wooded frontages south of the historic district.



**Intersection of Cathaross Ln.**

Some more open views of rolling topography and board fences are available along this segment.



**5790 Locust Ln.**

A mountain backdrop is available looking north near the Rock Gate cemetery.



**854 Crozet Ave.**

This segment of Rt. 240 is characterized by curving road, wooded borders and board fencing.



**Intersection of Davis St.**

Some older residential developments have deep, well-established tree buffers that limit visibility from the corridor.



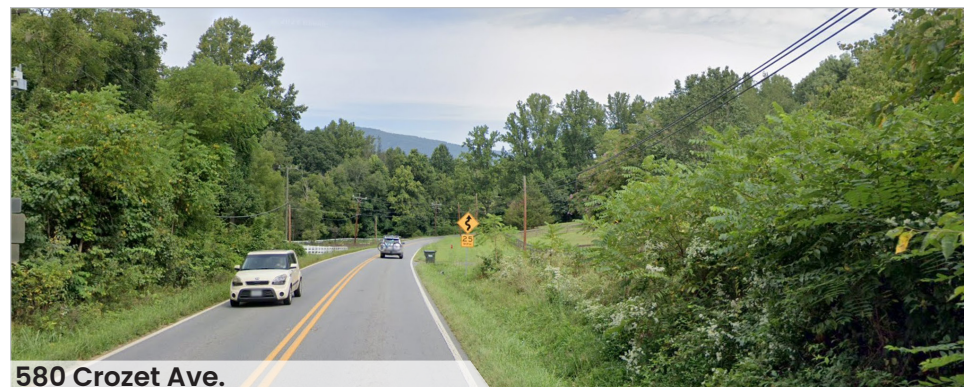
**Intersection of Oxbow Dr.**

Recent residential developments have opened up the wooded borders along the corridor with buildings oriented away from the corridor.



**Vicinity of 609 Crozet Ave.**

Rolling topography, board fences and mature trees characterize much of this segment of Rt. 240.



**580 Crozet Ave.**

The mountains rise above roadside trees just north of the intersection with Rt. 250 at Brownsville.



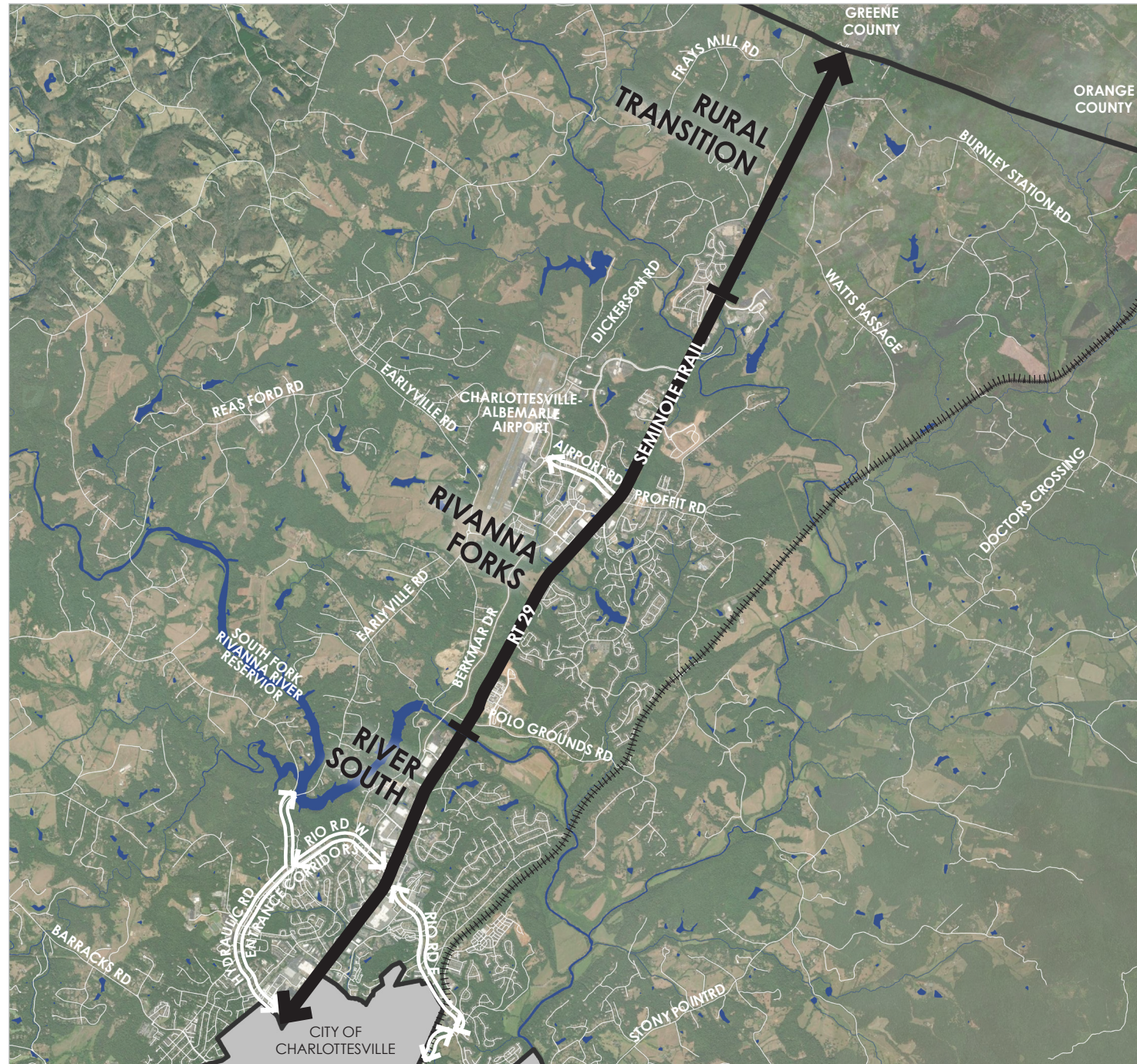
# Entrance Corridor // Route 29 North (Seminole Trl.)

From the Albemarle/Greene County line to the City/County line at Hydraulic Rd. on the west and approximately 450 feet south of Greenbrier Dr. on the east

DRAFT



Last updated: 08.19.2024



LENGTH: 10.5 MILES

## HISTORY

In 1931, state officials established a uniform US Rt. 29 from Danville to Warrenton. Its original path north of Charlottesville followed Hydraulic, Earlysville, and Advance Mills Roads. Between 1932 and 1934, Rt. 29 was realigned to its current location, including its intersection with Rio Rd. In the 1950s, the road was widened into a divided highway between Hydraulic Rd. and Airport/Proffit Rd. Today, the road is a divided highway along its full length in the County. The name Seminole Trail was adopted in 1928, possibly to promote the road as a tourist route to Florida.

Completion of I-64 and the Rt. 29/250 bypasses in the mid-twentieth century prompted increased suburban development, and significant growth in the area during the second half of the twentieth century led to increased commercial development along Rt. 29 and in Albemarle's urban ring. Euclidean zoning, adopted in Albemarle in 1969, fostered auto-centric design along the corridor, resulting in large parking lots and deep building setbacks that continue to impact the corridor today.

Most historic structures on the corridor have been demolished, replaced, or have lost their architectural integrity.

Rt. 29 North was designated an Albemarle County Entrance Corridor in 1990.

*\*Portions of this history were adapted from Rio29 An Opportunity Plan, adopted December 12, 2018, Albemarle County, VA.*

## GENERAL CHARACTERISTICS OF PROGRESSION

Rt. 29 North is an auto-oriented corridor, a spine running through the center of the northern part of the county. Development along the spine generally transitions from a mix of rural and suburban uses at the north end to a variety of commercial uses at the south end, with the South Fork of the Rivanna River as a transition point between the suburban and urban. From the Greene County line to the North Fork of the Rivanna, wooded rural area predominates along the frontage, with limited breaks for a few interspersed industrial, large-scale office and commercial developments. Wooded frontages of residential and rural properties are prevalent between the North Fork of the Rivanna River and Airport Acres Rd., and between South Hollymead Dr. and the South Fork of the Rivanna, though large stretches on the east side of the corridor are under development. Between those segments, at the Airport Rd. intersection and south, large shopping areas have developed, forming a commercial center between the wooded segments. South of the South Fork, intense and nearly continuous commercial development consisting of strip shopping centers and retail, restaurant and service buildings surrounded by surface parking stretches to Hydraulic Rd. Commercial buildings along the corridor are primarily single-story and single-family residences are mostly screened from view.



# Entrance Corridor // Route 29 North (Seminole Trl.)

From the Albemarle/Greene County line to the City/County line at Hydraulic Rd. on the west and approximately 450 feet south of Greenbrier Dr. on the east

DRAFT

Last updated: 11.15.2022

## ZONING & LAND USE

Rt. 29 North has one of the most wide-ranging mixes of zoning districts in the County. The corridor contains two centers of highly concentrated commercial activity – one located around Hollymead Town Center and Airport Rd., the other at the Rio Rd. intersection. Both centers are supported by a mix of commercial developments and proximate high- and low-density residential developments. North of the northern center is an area of industrial zoning; this zoning class is limited in the County, making this concentration unique. Long-range plans for the corridor see the southern center developing as an urban focal point under a form-based code.

Wooded buffers along the street signal the rural area zoning in place at the northern end of the corridor, from the Greene County line to Dickerson Ln., and along the west side of the corridor from the Hollymead Town Center to the South Fork of the Rivanna.



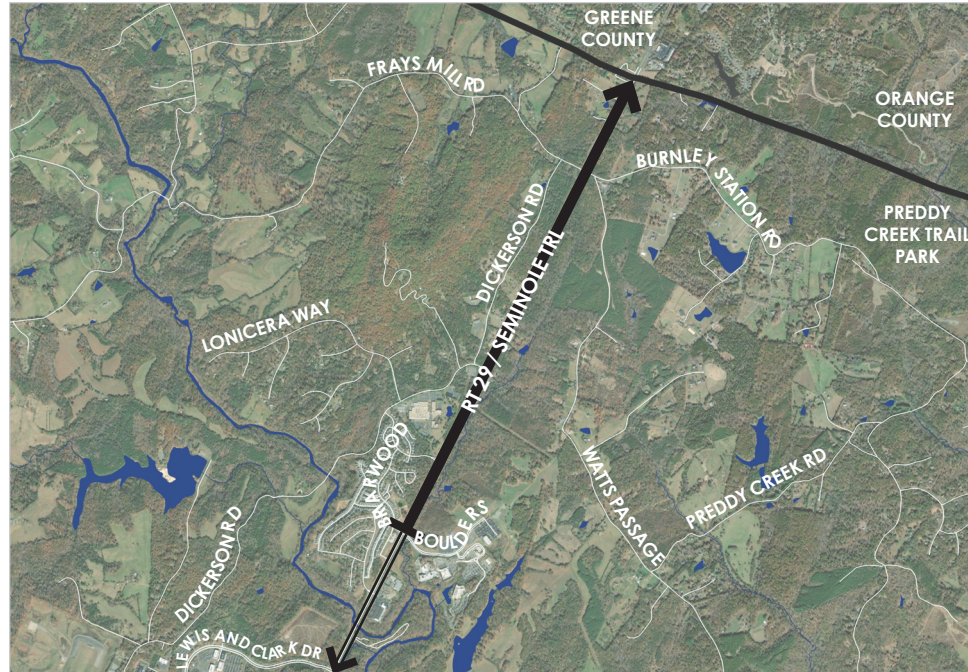
# Entrance Corridor // Route 29 North // Rural Transition

Between Albemarle/Greene County line to the north and Boulders Rd./Briarwood Dr. to the south

DRAFT



Last updated: 08.19.2024



LENGTH: 2.6 MILES

## GENERAL CHARACTERISTICS

The northernmost segment of the Rt. 29 North corridor is primarily rural in character. It is a divided highway and sections of the median and roadway edges are wooded. In some areas the median trees and edge trees nearly form a continuous canopy that filters dappled light onto the roadway.

Most development in this segment is single-family detached residences, typically with deep setbacks and limited small-scale commercial buildings that predate the ECDG with paved parking lots between the building and the street. These properties form breaks in the tree line and lack the street trees and parking lot landscaping required of new developments in the EC overlay. The larger forms of the few institutional and industrial developments located towards the southern end of the segment are offset by topography, landscaping, and distance.

## STRUCTURES – PREDOMINANT FEATURES

- Form: Simple rectangles, gabled and hipped roofs. Larger footprints at institutional and industrial sites.
- Scale: Typically, 1-2 stories in height.
- Materials: Stucco, painted CMU, and brick veneer are most common; some use of metal siding and fiber cement panels; stone veneer as an accent in buildings referencing traditional styles.
- Colors: Earth tones, white/off-white

## LANDSCAPE – PREDOMINANT FEATURES

- Wooded lots extending to the street
- Parcels available for redevelopment offer opportunities for consistent frontage treatments

## ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Strong landscaped edge along frontage and parking lots

## CHARACTERISTICS TO AVOID

- Un-landscaped frontages



# Entrance Corridor // Route 29 North // Rural Transition

Between Albemarle/Greene County line to the north to Boulders Rd./Briarwood Dr. to the south

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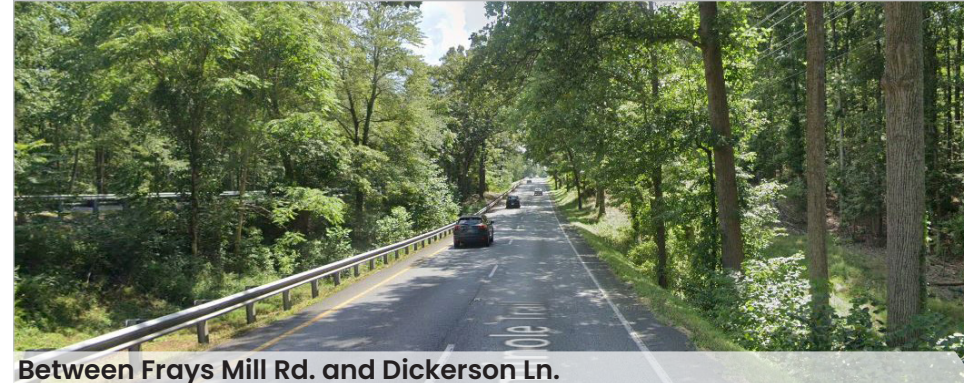
## PRECEDENT IMAGES

Last updated: 08.19.2024



**Vicinity of Albemarle/Greene County lines**

Most of the properties at the north end of the Rt. 29 North corridor remain wooded, with dense tree cover extending nearly to the street.



**Between Frays Mill Rd. and Dickerson Ln.**



**4886-4912 Seminole Trl.**

Some single-family detached residences form breaks in the mostly wooded frontage at the north end of the Rt. 29 North corridor.



**5548 Seminole Trl.**

Some small-scale commercial buildings that pre-date the ECDG form breaks in the mostly wooded frontage at the north end of the Rt. 29 North corridor.



**4831 Seminole Trl.**



**2400-2500 Austin Dr.**

An industrial property at Austin Dr. that predates the ECDG has a large footprint and deep setback.



**Vicinity of 4200-4300 Seminole Trl.**

The character of this segment changes at the south end approaching the North Fork of the Rivanna where industrial and planned development zoning has resulted in large footprint buildings, some of which pre-date the ECDG and lack the preferred orientation and landscaping.



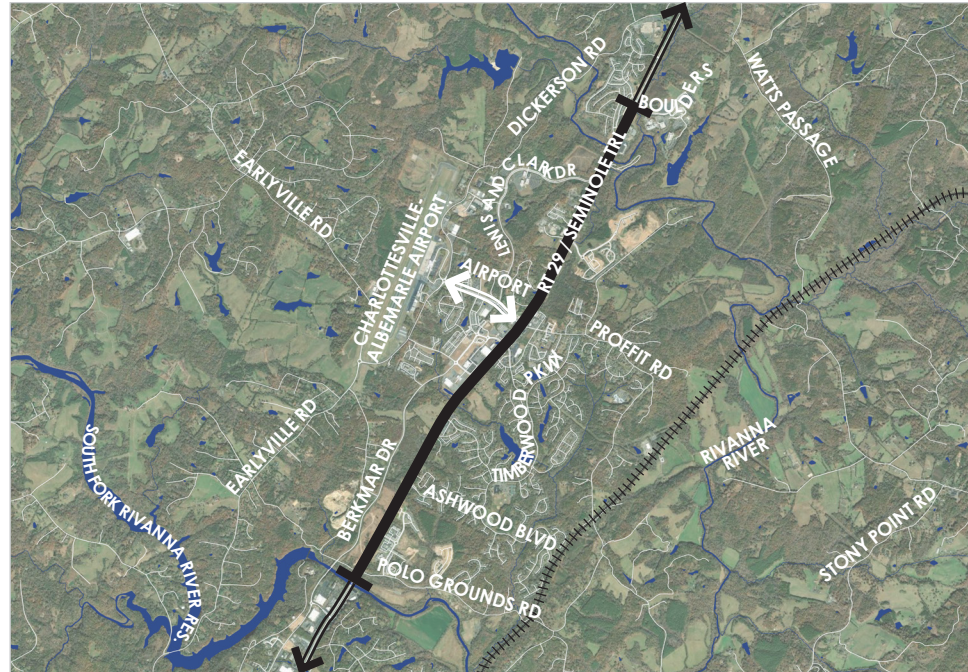
# Entrance Corridor // Route 29 North // Rivanna Forks

Between Boulders Rd./Briarwood Dr. to the north and South Fork of the Rivanna River to the south

DRAFT



Last updated: 08.19.2024



LENGTH: 4.7 MILES

## GENERAL CHARACTERISTICS

Influenced by underlying zoning, this segment is characterized by clusters of development separated by stretches of undeveloped, wooded frontages.

The northern end of this segment is marked by a large residential development. Multi-storied and positioned on a hillside, townhouses are readily visible though separated from the corridor by commercial properties. Also present are a mix of industrial office, and commercial buildings to the east, most pre-dating the ECDG. Non-residential buildings are generally 1-2 stories with taller buildings located in the rear of the developments.

From the North Fork of the Rivanna to Airport Acres Rd., wooded borders and the rural character predominate, as in the Rural Transition segment to the north. Most of the breaks in the wooded frontage are developments that predate the ECDG including some commercial and industrial properties that lack frontage planting. The North Fork research park has a formal entrance off the west side of the corridor, but the office buildings are not visible from the street. Residential developments along this stretch are typically screened by dense vegetation, but construction of some residential portions of the North Pointe development is visible from the street.

South of the Airport Acres neighborhood, wooded or undeveloped frontages give way to an intensification of development with more commercial buildings including convenience stores with fuel pump canopies, strip shopping centers with internally illuminated wall signs, and other commercial/retail businesses, many of which have been approved by the ARB. The most concentrated area of commercial development is located between Airport Acres Rd. and Towncenter Dr. Between Airport Rd./Proffit Rd. and Timberwood Blvd. liner buildings with smaller footprints successfully mitigate visual impacts of larger buildings and parking areas located further from the corridor. This intense commercial development is consistent with the Places29 Master Plan vision for this segment of the corridor as a highly diverse mix of commercial, residential, and industrial uses with several "centers" located between Dew Maw Ln. and North Hollymead Dr.

Between Hollymead Dr. and the South Fork of the Rivanna, mature wooded buffers and landscaped berms screen much of the residential development that predominates on the east side of the corridor. That condition, combined with the undeveloped, wooded rural lots on the west side of the corridor and intermittent landscaping in the center median, soften the view along this section of the segment, creating a break between dense, built areas along the corridor. The Brookhill multifamily residential development, under construction north of Polo Grounds Rd., has some visibility from the corridor.

## STRUCTURES - PREDOMINANT FEATURES

- Form: Mostly simple rectangles and compound forms; flat, gabled, hipped, shed roofs
- Scale: Varies from small to big box; 1-4 stories
- Materials: Brick, stucco, metal, siding; stone accents
- Colors: Red with white trim, tan, gray

## LANDSCAPE - PREDOMINANT FEATURES

- Trees and rows of shrubs between the corridor and parking lots
- Shade trees at parking lot interiors
- Ornamental planting to mitigate visual impacts

## ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Buildings oriented parallel to the corridor
- Landscaped subdivision entrances
- Massing that achieves human scale
- Strong landscaped edge for frontage and parking lots

## CHARACTERISTICS TO AVOID

- Un-landscaped frontages
- Freestanding signs that aren't integrated into the landscape
- Large parking lots adjacent to the street
- Trademark designs that haven't been modified for consistency with the ECDG
- Parking, signs and lighting that dominate the site



# Entrance Corridor // Route 29 North // Rivanna Forks

Between Boulders Rd./Briarwood Dr. to the north and South Fork of the Rivanna River to the south

DRAFT

## PRECEDENT IMAGES

Last updated: 08.19.2024



**4398 Seminole Trl.**

A shift in zoning in the vicinity of Austin Dr. has resulted in a shift in character with a mix of commercial and residential buildings.



**Elm Tree Ct. between Briarwood and Camelot Drives**

Rolling topography in the region results in blocks of townhouses that are elevated above the corridor.



**4200 Seminole Trl.**

Red brick and metal standing seam roof connect this utilitarian building to the historic architecture of the County. The black aluminum pickets provide secure fencing that sits quietly in the landscape.



**Bridge over the North Fork of the Rivanna River**

View south on Rt. 29 North at the North Fork of the Rivanna with wooded borders on both sides of the street.



**Intersection of Northside Dr.**

Stone walls and new shade trees mark the entrance to the North Pointe development, which is currently under construction.



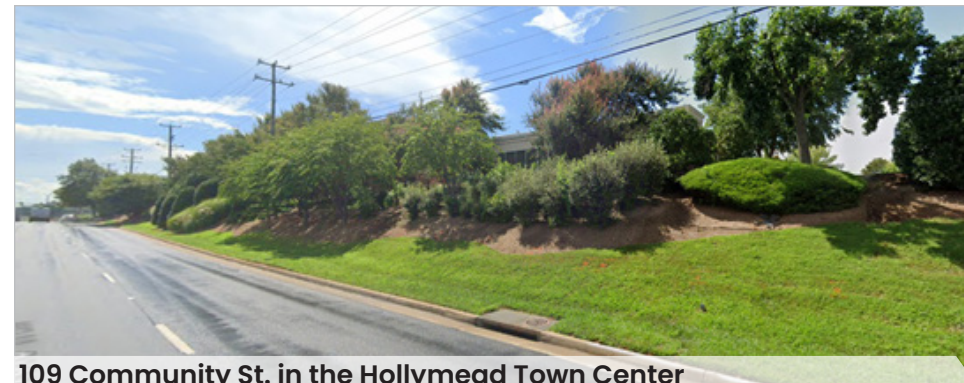
**Intersection of Lewis and Clark Dr.**

Stone walls and shade trees mark the entrance to the North Fork research park.



**3263 and 3267 Proffit Rd.**

Red brick walls and gray metal roofs provide continuity along the corridor.



**109 Community St. in the Hollymead Town Center**

A heavily landscaped berm screens parking lots from the street.



**Vicinity of Stella Ln.**

Contemporary multi-family residential buildings in the Brookhill development at Stella Ln. and Seminole Trl. Building mass is mitigated by modulated facades, varying materials and a landscape buffer.



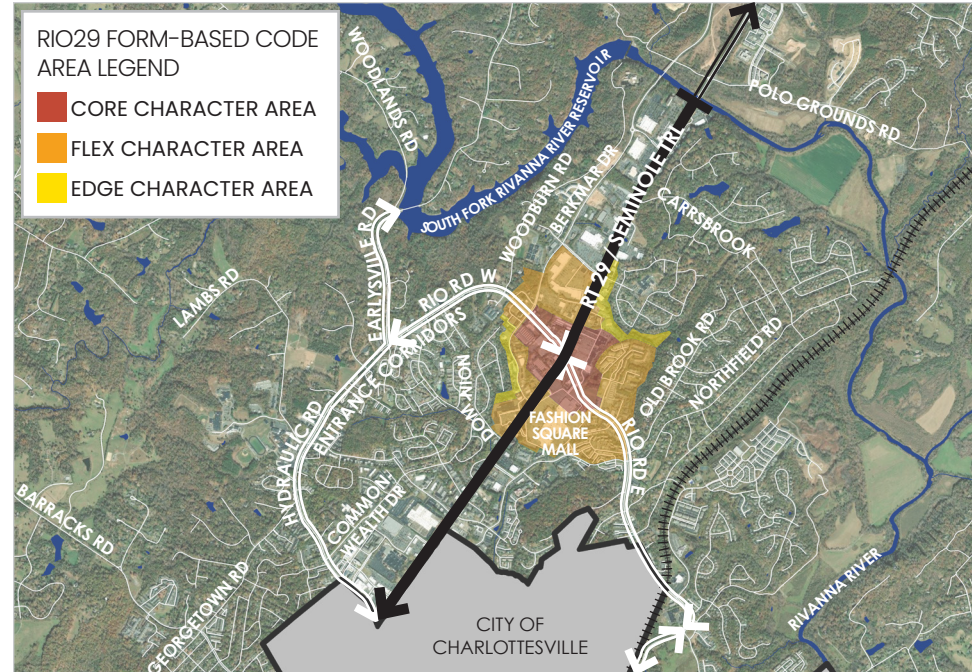
# Entrance Corridor // Route 29 North // River South

Between South Fork of the Rivanna River to the north and Hydraulic Rd. on the west and approximately 450' south of Greenbrier Dr. on the east

DRAFT



Last updated: 08.19.2024



LENGTH: 3.2 MILES

## GENERAL CHARACTERISTICS

This segment is characterized by a diverse set of uses and architectural forms, but buildings are typically oriented towards the corridor, helping establish an orderly and unified appearance. Although much of the segment has a dense, suburban commercial development pattern, a subsection of the segment is permitted to develop with more urban forms and functions (e.g. mixed-uses, pedestrian-oriented streetscapes, etc.).

South of the South Fork, development becomes more consistently visible and, progressing south, it increases in intensity. A range of uses take a variety of forms, including big boxes, strip shopping centers, automobile dealerships, and individual commercial buildings. This segment includes a mix of development that predates the establishment of the Entrance Corridors and later

construction that has been reviewed and approved by the ARB. Parking lots, signage, and a lack of frontage planting are dominant elements of most of the development that predates the ECDG. In later development, landscaping, including mature shade trees and layers of lower plantings, helps mitigate the expansive parking areas and branding features of franchise businesses, helps balance the variety of architecture beyond, and supports the establishment of a coordinated appearance along the corridor. Sidewalks are provided consistently in this segment, though pedestrian amenities are few. Portions of the center median are planted, contributing a degree of softening along this commercial segment.

Between the Rivanna and Woodbrook Dr., auto dealerships and big box stores predominate. The geographic area near the center of the segment, and extending along Rt. 29 from Woodbrook to Dominion Dr., includes four large shopping centers - Fashion Square Mall, Albemarle Square, Rio Hill and Twenty-ninth Place - all with very large parking lots and deep setbacks from the street - and falls within the Rio29 Small Area Plan and Rio29 Form-Based Code Overlay District\*. The Small Area Plan establishes a vision for the character (e.g. the form, feel, and uses) of development and redevelopment in this area, with distinct Character Areas, listed below. Development consistent with the Character Areas' standards for parking and building size, location, and design will support a vibrant urban form along this portion of the segment.

- The CORE character area is concentrated around Rio Rd. and extends north and south along the corridor. The core is intended to have the highest intensity of development, the tallest buildings at 3-6 stories in height, and a highly urban and pedestrian-friendly environment. Active ground-story uses and relegated parking are key features.
- The FLEX character area is a transitional area surrounding and supporting the Core areas. It allows a high degree of flexibility in building use and form. An enhanced network of civic spaces and pedestrian, bike, and transit options are critical attributes.
- The EDGE character area meets the Rt. 29 North corridor at Woodbrook Dr., where it extends approximately 740' south on the east side of the corridor. The Edge is an area of less-intense development near existing neighborhoods. Buildings with lower heights and smaller footprints are key features for maintaining compatibility with adjacent residential neighborhoods.

South of Dominion Dr, this segment offers one of the most highly diverse and dense development patterns in Albemarle County. Most of the buildings are one story in height, though two-, three-, and four-story motels, hotels, and office buildings do exist. Marking the southern end of the segment (only the west side of which falls within the County boundary) is the Stonefield Town Center and two large lot industrial properties. Frontage planting at these sites helps establish a consistent and appropriate appearance along the corridor.

\*See the Rio20 Small Area Plan (Albemarle County, December 2018), and the Rio29 Form-Based Code Overlay District (Albemarle County, September 2021) for more information.

## STRUCTURES - PREDOMINANT FEATURES

- Form: Simple and compound footprints; primarily flat roofs, some shed roofs; gabled and hipped roofs for smaller buildings with more traditional styles
- Scale: Small to extra-large; 1-4 stories
- Materials: Brick, stucco, metal
- Colors: Red/orange, off-white, gray, green, tan/brown

## LANDSCAPE - PREDOMINANT FEATURES

- Street trees and rows of shrubs along the frontage
- Some landscaped berms

## ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Strong landscape edge along frontage and parking
- Buildings with human scale, pedestrian-friendly development
- Strong landscaped edge along frontage and parking lots

## CHARACTERISTICS TO AVOID

- Parking, signs and lighting that dominate the site
- Un-landscaped parking lots
- Lack of mitigation for developments that aren't oriented toward the corridor
- Trademark designs that aren't modified for a coordinated appearance along the corridor



# Entrance Corridor // Route 29 North // River South

Between South Fork of the Rivanna River to the north and Hydraulic Rd. on the west and approximately 450' south of Greenbrier Dr. on the east

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## PRECEDENT IMAGES

Last updated: 08.19.2024



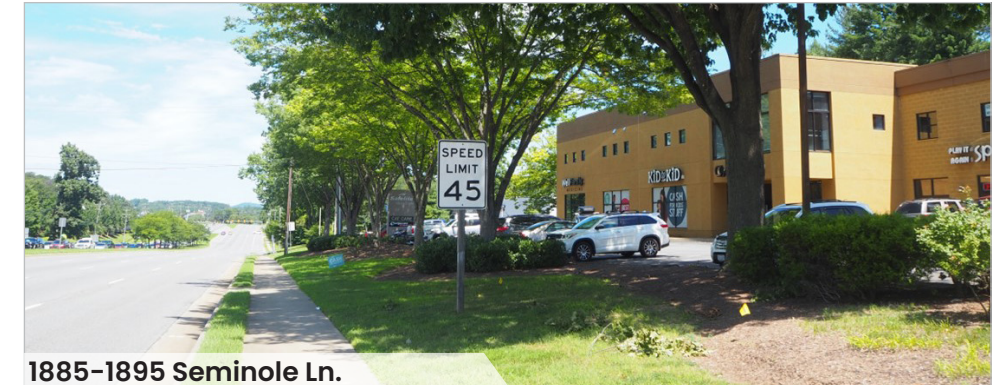
**440 Gander Dr.**

A row of shade trees and shrubs establishes a coordinated view along the corridor and helps mitigate the mass of a big box store and its parking lot.



**2231 Seminole Ln.**

Dark, earthy colors drawn from the surrounding landscape integrate the building and the site. Variations in form, materials and textures result in a visually interesting, human-scaled building.



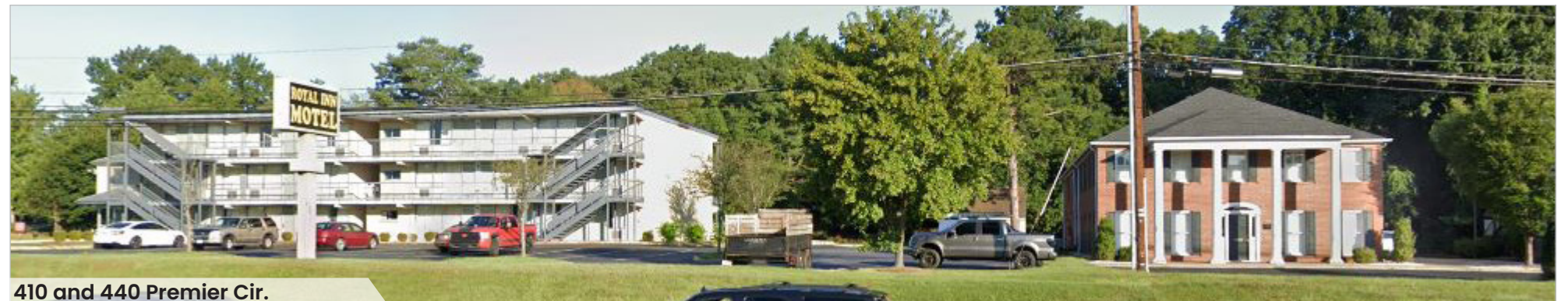
**1885-1895 Seminole Ln.**

While providing shade for sidewalks, mature trees can serve as key visual elements for developments whose structures have simple architectural details. The elevated vantage point of Rt. 29 at Woodbrook Dr. allows distant views to the north.



**2101 Rio Hill Center**

Alternating heights and repetition of bays help modulate building mass and scale.



**410 and 440 Premier Cir.**

A Modernist motel (left), a prototypical example of an auto-centric structure, and a traditionally styled office building (right) exemplify the range of styles and uses on the corridor.



**1431 Seminole Trl.**

An example of contemporary architecture on the corridor that uses materials with warm earth tones to settle the building in the landscape.



**2101 Dominion Dr.**

Traditional building forms and details establish a tie to the historic architecture of the County. Repetition of the forms and details creates a coordinated appearance for the drive-thru canopy.



**2010-2015 Bond St.**

Buildings within the same development share a common material palette, reserving corners for distinctive treatments.