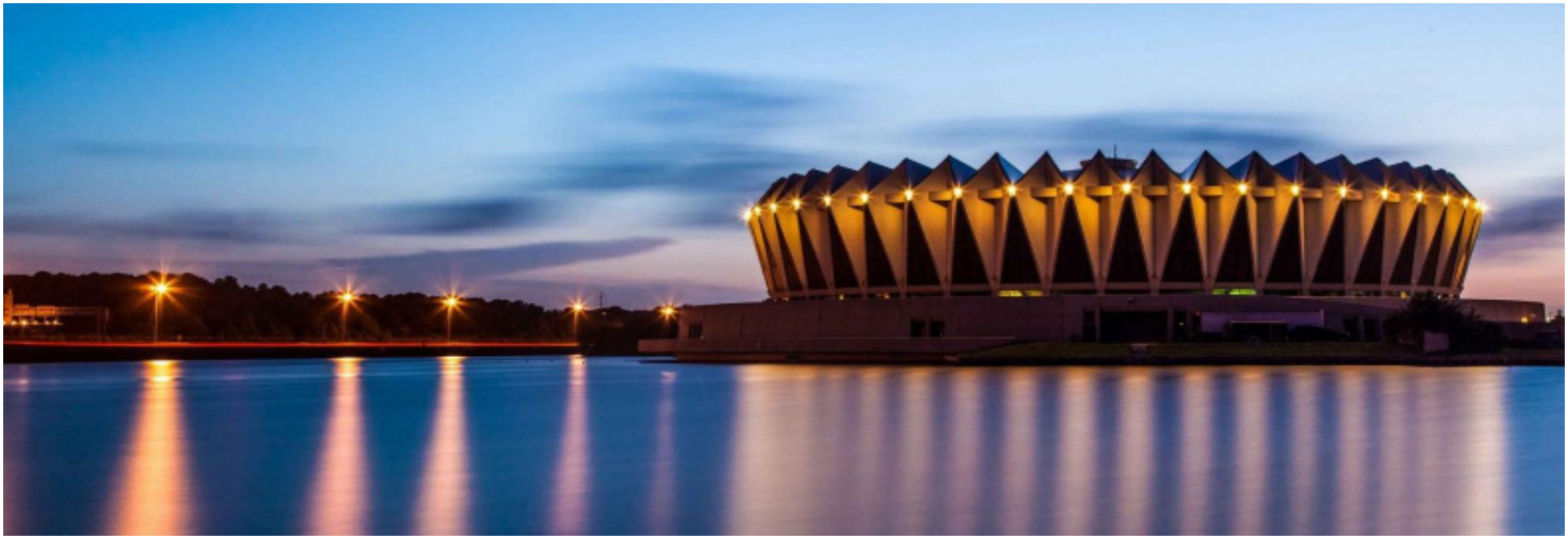


Coliseum Central
Design Standards

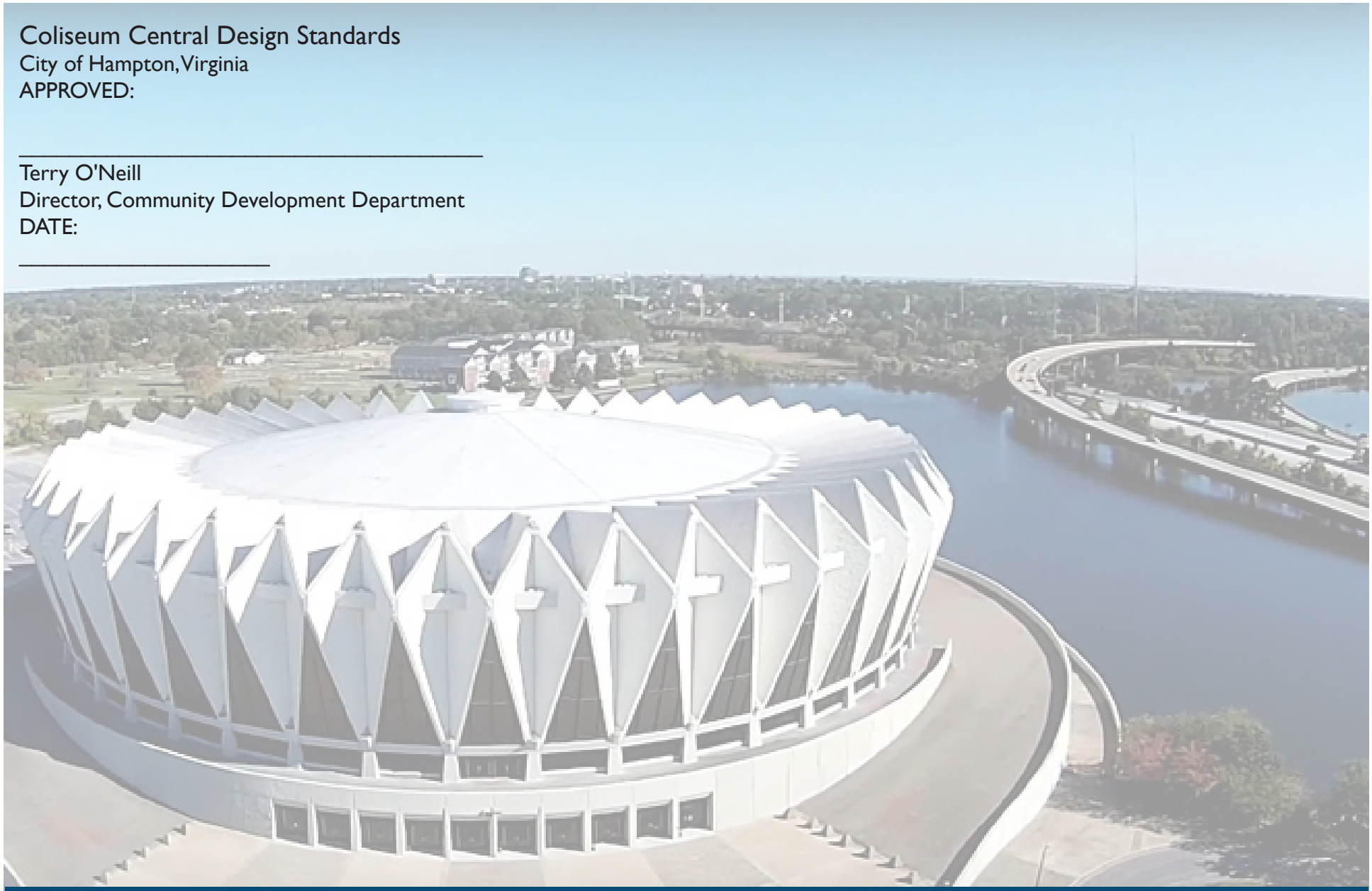
January 12, 2018

HAMPTON VA

Coliseum Central Design Standards
City of Hampton, Virginia
APPROVED:

_____
Terry O'Neill
Director, Community Development Department
DATE:

_____



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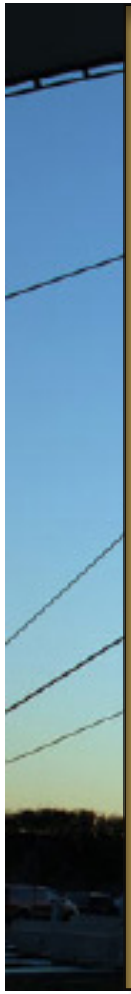
Compliance with all design standards set forth in this document is required.

Article 1 - Introduction



The Coliseum Central Design Standards (the "Design Standards") serve as a companion document to the CC-1 Coliseum Central General Mixed Use and CC-2 Coliseum Central Corridor Mixed Use Zoning Districts detailed in Article 9 of Chapter 8 of the Hampton Zoning Ordinance. The Design Standards fulfill one of CC-1 and CC-2 district's intents: to establish "opt-in" alternative development standards which provide relief from the base standards in exchange for enhanced aesthetic and design regulations.

The Design Standards shall be enforced upon request of the applicant to deviate from those base standards which are flexible as described in the CC-1 Coliseum Central General Mixed Use District and CC-2 Coliseum Central Corridor Mixed Use District of the Hampton Zoning Ordinance.

Article 2 - Building Design

Section 2-1. Intent

The purpose of achieving quality building design or architecture is to anchor and reinforce the image of the Coliseum Central area as a contemporary, vibrant, and mixed use area that features architectural elements conducive to the pedestrian scale and usage. This can be completed by incorporating a combination of traditional and contemporary architectural features, using high quality and cohesive building elements and materials. All sides of the building should express consistent architectural detail and character. The building design should also take into consideration the aesthetic of the surrounding character area and not derive its image solely from applied materials and design treatments that express a corporate identity.

Section 2-2. Application

New Construction Development:
Compliance with all design standards set forth in this document is required, should one want to deviate from the base zone standards.

Redevelopment:
If renovating at least 50% of the exterior of a building, compliance with all design standards set forth in this document is required, should one want to deviate from the base zone standards. If providing site enhancements to at least 50% of the property, compliance with Article 3 - Site Design is required.

Figure 1: A mix of materials, heights, roof lines and awnings create a visually-diverse architecture while well-designed open space provides for public gathering areas.

Section 2-2. Building Elements

There are general building design principles that can help to achieve these goals: for example, focusing "design energy" on the first 15' height of the building; spacing vertical elements at regular intervals; and using architectural elements such as sloped roofs, parapets, and transom windows to increase visual height.

(a) Intent

Architectural elements should be used to add character and interest and reduce large building expanses to a more human scale. Examples of building elements include bays, balconies and porches, walkways, arcades, awnings, and canopies. The use of applied treatments to achieve business identity, either by awnings, accent bands, paint or other applied color schemes, decorative roof details and materials, accent colors on the building and associated structures should be minimal. Architectural elements should be used for building articulation, rather than for corporate branding. Select window systems with proper mun-tin and mullion systems to provide scale for buildings and enhance the pedestrian experience.

(b) Architectural elements at street level

Elements shall be incorporated into the building design to achieve pedestrian shelter, add prominence to building entrances, or enliven the building façade at the pedestrian level. Such elements shall include bays, balconies, porches, walkways, arcades, awnings, and canopies comprising at least 50% of the first-floor façade.

(c) Fenestration arrangement

Fenestration is the percentage of glass windows and/or glass doors that allow views of the interior building space. Windows and doors shall align vertically and horizontally. Window and door trim must be a minimum of 4 inches wide by 1 inches deep, however, storefront window and door systems are exempted from this requirement.

Figure 2: Fenestration

(d) Rooftop equipment

Rooftop mechanical equipment screening shall be required at a height that is as high or higher than the rooftop equipment being screened and shall be accomplished through use of parapets or other opaque walls constructed of solid metal panels or materials complementary to the building's exterior walls.

(e) Roof massing

Large roofs shall not appear one-dimensional, but shall be articulated by elements such as hips, gables, tower elements, or other roof lines. Sloped roofs shall be designed with a slope between 4:12 and 12:12 (rise:run) along the primary building facade, and a variable roof line as accent elements. Shed roofs, if attached to the main structure, shall have a slope of rise:run between 3:12 and 8:12. Overhangs and eaves shall protrude between 18 and 30 inches from the outermost adjacent plane of the building. On accessory buildings, dormers, cupolas, and other roof elements shall have an overhang with a minimum of 8 inches. Brackets or other supporting members shall be a minimum of 4 inches wide by 4 inches deep. In lieu of pitched roof overhangs, cornice and parapet construction is permitted, provided that the form shall project from the outermost adjacent plane of the building between 6 and 12 inches.

(f) Massing elements

All buildings shall be comprised of a base, middle, and top which consist of a mix of primary and secondary materials (as shown in the examples in Figure 4: Building Structure Example – Base, Middle, & Top) or comprised of a mix of vertical elements which consist of a mix of primary and secondary materials (as shown in the examples in Figure 3: Types of Building Design).

Traditional Composition + **Traditional Materials** → **Neo-Traditional**

- Ideal for fabric buildings
- Easily applicable in many conditions
- Appropriate for Coliseum Central, but requires landmark buildings to add interest to the urban context

Modern Composition + **Traditional Materials** → **Contemporary**

- Ideal for fabric buildings
- Easily applicable in many conditions
- Appropriate for Coliseum Central, but requires landmark buildings to add interest to the urban context

Traditional Composition + **Modern Materials** → **Contemporary**

- Ideal for bringing variety to the Coliseum Central
- Could be appropriate for landmark or fabric buildings

Modern Composition + **Modern Materials** → **Modern**

- Ideal for bringing variety to the Coliseum District
- Could be appropriate for landmark or fabric buildings

Figure 4: Building Structure Example – Base, Middle, & Top

(g) Pedestrian cover

Pedestrian cover shall be incorporated into the building design through the use of awnings, canopies, arcades, and/or covered walkways.

Figure 5: Awnings and canopies are covers or partial roofs that extend over building entrances or other openings in order to shield pedestrians from the weather. Awnings and canopies shall be designed to project over individual entrances and openings, rather than extending the length of the building face.

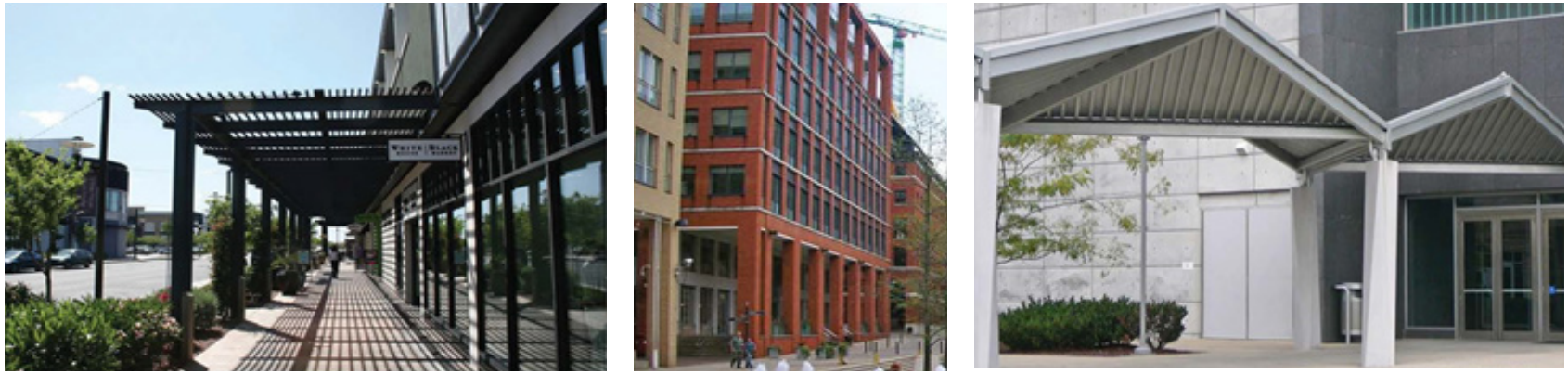


Figure 6: Arcades are covered areas along a building façade supported by columns or a covered walkway.

Section 2-3. Building Materials

(a) Intent

Durable, natural materials that will stand the test of time or modern composites that provide a look similar to natural materials should be used. In addition, environmentally sensitive materials and green-building products, as defined by the standards of the United States Green Building Council (USGBC) and similar rating systems, should be incorporated whenever possible. Mason-ry or stone products should be utilized to articulate the base of buildings, in particular to define bays of storefronts. Materials should change along horizontal lines that indicate a floor or sill level or along vertical or horizontal plane changes. The use of Exterior Insulation and Finish Systems (EIFS) and thin brick veneer systems shall be limited to trim and accent materials only. One-way or mirrored glass and spandrel glazing should not be permitted materials.

Figure 7: Durable, high-quality materials enhance the pedestrian atmosphere.

(b) Exterior finishes

(i) Cladding. The building shall have a mix of both primary and secondary cladding materials in accordance with the following permitted materials list:

1) Face brick which may be natural or painted
2) Structural brick (for example "Spec-Brik")
3) Concrete panels
4) Glass fiber-reinforced cement
5) Ground face or polished concrete block with integral color; the use of painted block is prohibited
6) Precast or cut stone
7) Metal or composite panel systems
8) Aluminum and glass curtain walls
9) Cementitious fiber board
10) Wood clapboard with a maximum 6-inch reveal if horizontal, or a pattern of 9 to 18 inches if vertical

(ii) Window Systems

1) Aluminum, which may include aluminum or composite spandrel panels

(iii) Windows

1) Wood
2) Composite wood
3) Metal
4) Vinyl, only permitted on townhouse or multifamily buildings

(iv) Doors

1) Wood
2) Composite wood
3) Metal

(v) Trim

1) Stucco
2) Wood
3) Composite wood
4) Cementitious fiber board
5) Precast or cut stone
6) Metal

(vi) Awnings, which shall not have internal illumination

1) Canvas
2) Vinyl
3) Metal
4) Glass

(vii) Arcades, loggias, piers, and columns

1) Brick
2) Precast or cut stone
3) Concrete
4) Wood
5) Composite wood
6) Fiberglass
7) Metal

(viii) Roofing, for sloped roofs

1) Slate
2) Standing seam metal
3) Clay tile
4) Architectural composite shingles
5) Wood shake

(ix) Gutters and Downspouts

1) Metal

(x) Foundation

1) Brick
2) Precast or cut stone
3) Ground face or polished concrete block or split face block with integral color; the use of painted block is prohibited
4) Veneers of brick, stone, or stucco

(xi) Steps

1) Precast or cut stone
2) Brick
3) Concrete

Figure 8: Examples of buildings utilizing the permitted materials

(c) Materials for accessory structures, including but not limited to, fuel canopies, drive-throughs, storage sheds, and similar structures shall consist of the following:

(i) Drive-throughs shall have an architectural covering with a sloped roof and shall be integrated into the building, if attached, rather than appearing to be applied. Detached drive-throughs shall be of materials and architecture complementary to the primary building.

Figure 9: Attached and detached drive-through coverings that incorporate the building design and include building materials and sloped roofs that mimic the primary structure.

(ii) All fuel canopies and other outdoor covered areas shall be architecturally integrated with the building by using similar material, color, and detailing.

Corporate identification through awnings, accent bands, paint, or other applied color schemes shall not be the dominant architectural feature. Fuel canopies shall be comprised of either multiple smaller fuel canopies or a single large one with articulation to break up long expanses. Canopy roofs shall be sloped, and may not be a flat or low-slope. The fuel canopy height, measured from approximate finished grade to the underside of the fascia, shall be no higher than 17'-6". Supports for the fuel canopy shall be of an appropriate scale that they appear to properly support the canopy above, and do not overtly express a cantilever. The materials for the supports shall complement the main retail building's selections in type, color or finish, and pattern. Steel is not permitted as the primary visible material for the support structure. Venting for fuel tanks shall be integrated into the canopy design. The ceiling of the fuel canopy shall have a matte or flat finish. Glossy, reflective finishes are prohibited.

Figure 10: Gas canopies that reflect the primary building's architecture and materials and which incorporate sloped roof design.

(d) Colors

Coliseum Central is a diverse mixed-use and commercial area within the City of Hampton. Regionally, there is color palette that reflects the historic nature of the Tidewater region. Many of the colors are consistent with Colonial and Georgian styles of architecture. Even more contemporary architecture reflects these regional color patterns.

As such, all buildings shall consist of base, trim, and accent color(s):

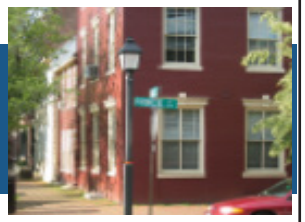
1) Base: the wall color applied to the main body of a building.
2) Trim: complementary colors provide subtle contrast to the base color. This is typically neutral in color such as white, off-white, dark gray, or black.
3) Accent: the darkest and most saturated colors on a building, which provides the highest degree of contrast to the base color. This is typically used on window sashes, mun-tins, mullions, shutters, canopies, and doors.

Figure 11: Examples of color schemes that abide by the three categories of color

Base color
Trim color
Accent color

Base color
Trim color
Accent color

TABLE 1: COLOR GUIDANCE TABLE

COLOR CATEGORY	APPLICATIONS	REGIONAL EXAMPLES
Base Colors		
• Primary wall color applied to the base and main body of a building • Base colors should be neutral in color, including whites, beiges, grays, and natural masonry color • For special buildings, the base color may be a saturated color, such as yellow, blue, green, or red	Appropriate for walls, including: • Siding • Brick, unfinished or painted • Panels • Other cladding materials	
Trim Colors		
• Trim colors are used on all types of trim • Color should be complementary and provide slight contrast to base color • Trim color should be neutral in color, particularly white, off-white, dark gray, and black	Appropriate for trim elements, including: • String courses • Corner trim boards • Window headers and trim • Gutters and downspouts • Entablatures and cornice details	
Accent Color		
• Colors are complementary and provide the highest degree of contrast to the base color on a building • Accent colors should be more saturated and/or darker in tone • Color ranges should be determined by the local and regional palette	Appropriate in small amounts to add color to elements such as: • Window sashes, mun-tins, and mullions • Doors • Shutters • Projections, awnings, galleries, and other building accent elements	

Section 2-4. One-Story Buildings

A single story building may be permitted if the height of the first story is a minimum of 16' from finished grade or sidewalk to the lowest structural member of the roof and if the building has an overall minimum height of 18' from finished grade or sidewalk to top of roof or parapet. This provision shall not be combined with an incentive for less than 40% fenestration. Architectural features such as those shown below shall be used to visually draw the eye up and add height to a single story building.

Figure 12: Examples of one-story buildings with increased height and architectural features to draw the eye upward

Figure 13: One-story building design

Section 3-1. Intent

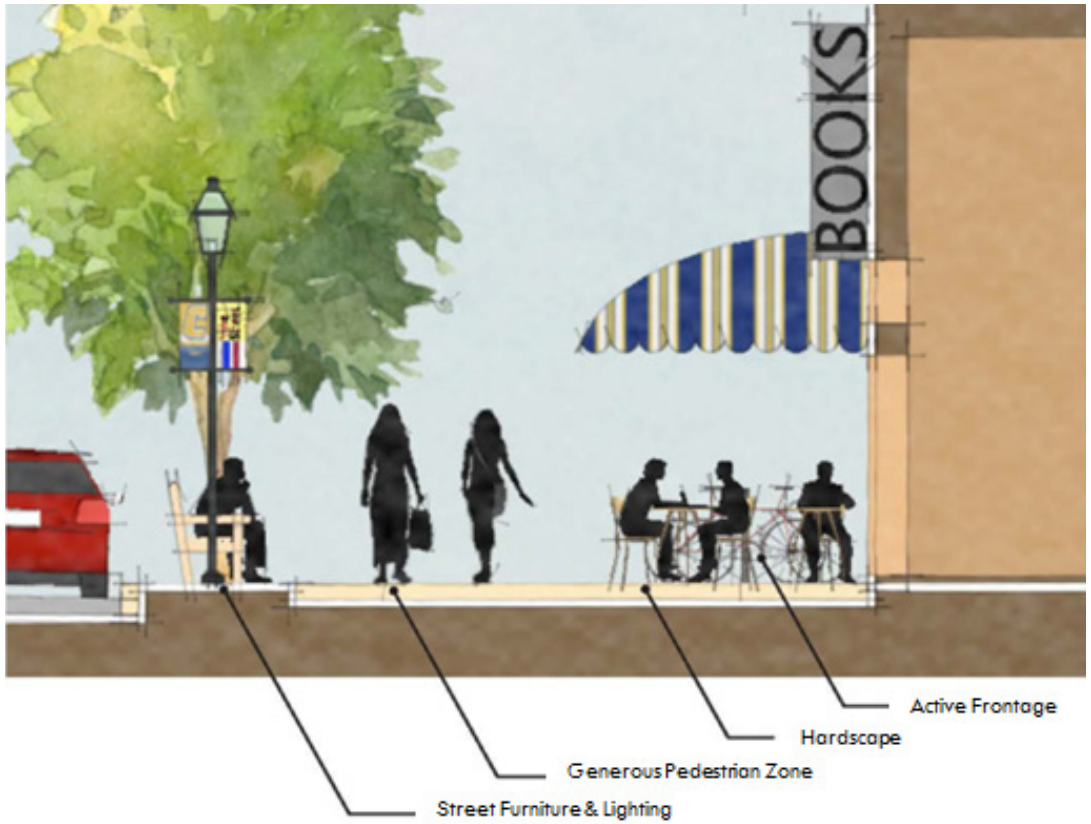


Figure 14: Allowance for adequate sidewalk width creates room for street furniture, pedestrian zones, and outdoor dining areas.

There is a visual and functional relationship between the arrangement of buildings, parking, service areas, and pedestrian/vehicular areas that should create a cohesive and consistent site layout. Site treatments such as pavement materials, pedestrian amenities, shopping cart corrals, and site furnishings shall be used to create a unified appearance, designate various pedestrian/circulation routes, calm traffic, and emphasize special site characteristics while also enhancing the pedestrian environment.

Section 3-2. Site Elements

(a) Building Orientation/Site Planning - building should be oriented with consideration to the visual impact from the perspective of both the driver and pedestrian on the primary roadway. Therefore, principal facades should be located on the primary street frontage to foster an active streetscape defined by proper form and attractive buildings.

1) Buildings that are internally focused at the expense of the pedestrian are highly discouraged. 2) Building should be placed to allow for generous sidewalks and appropriate streetscaping elements 3) Refer to Section X, CC-1 District of the City of Hampton Zoning Ordinance for permitted uses, setbacks, and other development standards.

Figure 15: Examples of outdoor dining areas and public plazas that may be used to fulfill the outdoor pedestrian space requirement

(b) An outdoor pedestrian space shall be provided. Such space shall consist of at least one of the following: pedestrian walkways leading into and through the site, building entrances, plazas, courtyards, seating areas, or outdoor dining area.

(c) Pedestrian amenities shall be provided. Such amenities shall consist of at least two elements from the list of four below:

1) Furniture such as benches, tables, and chairs
2) Fountains
3) Planters filled with live plants
4) Public art
5) Bike racks
6) Bicycle/recycling recepticles

(a) Pavement materials for the outdoor pedestrian space shall consist of one or more of the following:

1) Modular pavers of brick, stone, or concrete
2) Colored and/or patterned concrete, which may include porous concrete
3) Grass pavement or geo-block products shall be used when necessary to provide emergency access around buildings

Figure 17: Examples of pavement materials which comply with the permitted materials list

(b) Materials for site furnishings (bike racks, trash cans, planters, furniture, bollards, etc.) shall comply with the following:

1) Prefinished Metal
2) Concrete
3) Wood
4) Brick
5) Stone

(c) Materials for fences, walls, and gates shall complement the primary building materials and comply with the following list:
(The use of chain link fencing, electrified fencing, barbed wire, or razor wire is expressly prohibited.)

1) Metal
2) Concrete
3) Wood
4) Brick
5) Stone

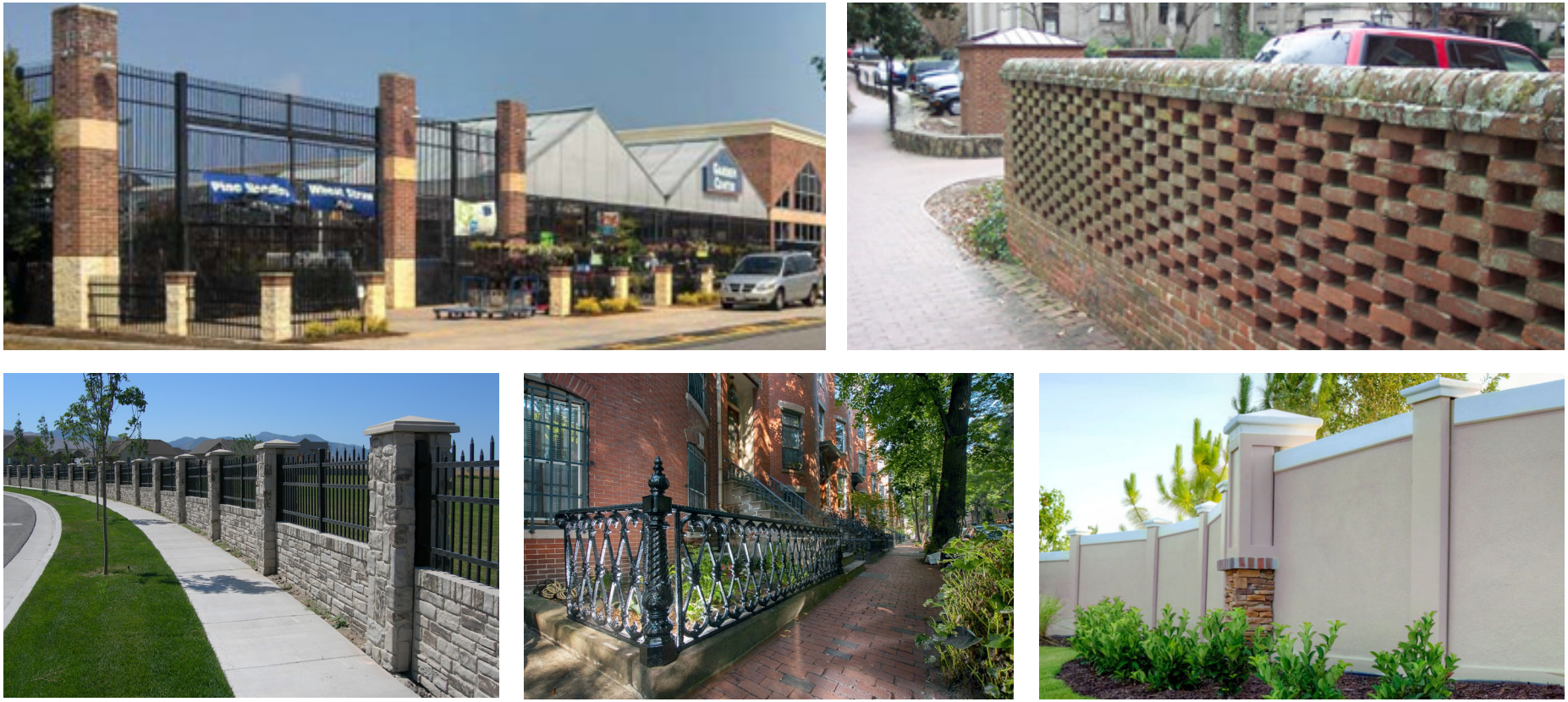


Figure 18: Examples of fences and walls which comply with the permitted materials list

(d) Materials for shopping cart corrals

Covered corrals shall be designed and installed to resist the wind and snow resistance loads required by local building codes. Cart-retention methods, such as bars or raised sills, shall be incorporated to prevent carts scattered throughout the site. Locking system to retain respective shopping carts within the site are required. Materials for such corrals shall comply with the following list:

1) Metal
2) Brick
3) Stone

Figure 19: Examples of shopping cart storage area and corral which comply with the permitted materials list

Article 4 - Examples of Preferred Design

Section 4-1. Intent

This article provides a gallery of examples of preferred designs which make use of one or more elements of the requirements above for new buildings in the Coliseum Central area.

Section 4-2. Prominent & Fabric Architecture

Figure 20: Fabric Building

Fabric Buildings

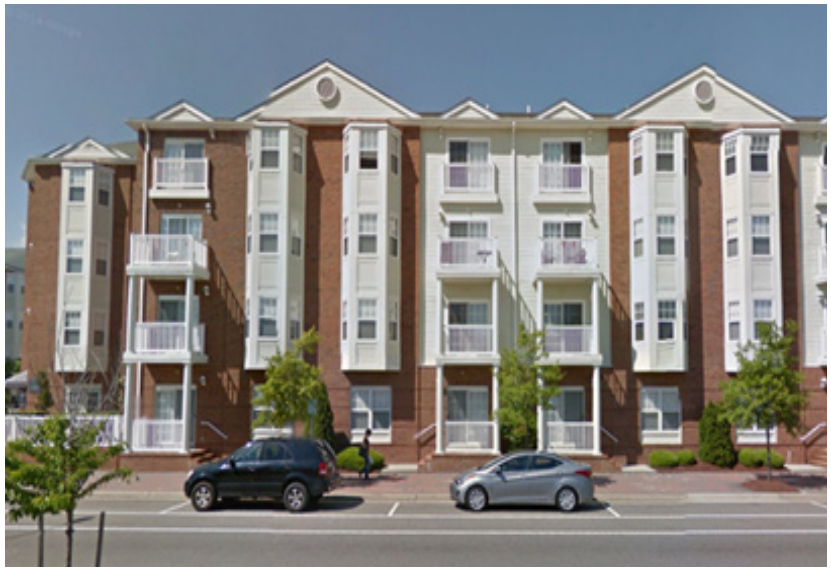
- Residential or commercial uses
- Inspired by context
- Simple, repetitive patterns
- Contextual colors and materials

Figure 21: Landmark Building

Landmark Buildings

- Civic and institutional uses
- Stands out from context
- On axis, visible from a distance
- Highly distinctive materials

Section 4-3. Gallery of Neo-traditional Building Design



Section 4-4. Gallery of Contemporary Building Design

Section 4-5. Gallery of Modern Building Design