

HOCKESSIN VILLAGE DESIGN GUIDELINES



October, 2004

HOCKESSIN VILLAGE DESIGN GUIDELINES

1.1 Purpose and Intent

The New Castle County Unified Development Code (UDC) establishes basic limitations on the size of a building, and its placement on a site. A building built to the legal limits established for height, setbacks and rear yards may, however, result in a building that is not compatible with the character of an older, established community. To address this problem, the UDC was amended on March 23, 2004 to allow for the establishment of Hometown Overlay Districts.

This new legislation recognizes that older, more traditional developed areas within the county have an established development pattern that does not fit the suburban model found throughout much of New Castle County. The creation of a hometown overlay district permits standards more appropriate for that specific district, while still meeting the overall intent and protections of the UDC. The Hockessin Village is one of the first two communities to be so designated.

These Design Guidelines are to be used by developers and their designers in the project design process, by residents, business owners, the local Design Review Advisory Committee and other community groups in their review of projects, and by the New Castle County Department of Land Use, the Planning Board and County Council during the approval process.



1.2 Where the Guidelines Apply

The Design Guidelines apply within the boundaries of the Hockessin Village Overlay District, as shown on the official NCC Zoning Map. Some properties have frontage on both Old Lancaster Pike and SR41 (Newport Gap Pike) even though their primary orientation may be toward SR41. The SR41 frontage portion of these properties will be subject to Regional Commercial guidelines. The Old Lancaster Pike portion of these properties will be subject to the Village Center guidelines.

In addition to these guidelines, historic buildings may also be subject to the provisions of Article 15 of the UDC and review by the Historic Review Board.

1.3 Review Process

In accordance with the provisions of the Hockessin Village Overlay District, all development proposed within the overlay area is subject to review by the Hockessin Design Review Advisory Committee (DRAC.) To benefit from the special provisions of the UDC applicable to the Hockessin Village Overlay Area (i.e. parking and environmental strategies), the design of a proposed development must be consistent with these design guidelines. Consistency shall be determined by the NCC Department of Land Use, taking into consideration the recommendations of the DRAC.

The design review process will be in accordance with the provisions of the Hometown Overlay Ordinance. Generally, the process begins with the DRAC review and recommendation to the NCC Department of Land Use. The department will consider DRAC's recommendations in the County review process.

2.1 Design Guidelines

These guidelines are organized into three sections: (1) a set of objectives that apply to all properties within the overlay district – Overall Guidelines; (2) specific guidelines that apply to properties located within the Village Center; and (3) guidelines applicable to those properties within the Regional Commercial area.

2.2 Overall Guidelines

- 2.2.1 All development/redevelopment shall conform to applicable DeIDOT design plans for transportation improvements.
- 2.2.2 The site plan, building design and landscaping of new development shall achieve a high quality construction and appearance that will enhance and be compatible with the character of the surrounding area.



- 2.2.3 Franchise or corporate style architecture is strongly discouraged.

- 2.2.4 Freestanding buildings shall be designed and detailed consistently on all sides, including the rear and side elevations. Exceptions may be made for those facades not visible from a street or neighboring property.
- 2.2.5 Excessive illumination of the signage, building or site shall be avoided. Roof lighting, down-lighting washing the building walls and illuminated awnings are all strongly discouraged.
- 2.2.6 All rooftop mechanical equipment, including antennae, shall be screened visually and acoustically. Such screening shall be integral to the architectural design of the building.
- 2.2.7 Buildings should be compatible in scale, mass and form with adjacent structures and the pattern of the surrounding area.
- 2.2.8 Second floor uses, including office and/or residential are encouraged.
- 2.2.9 Parking should be located to the rear or side of buildings.
- 2.2.10 New development should be integrated into, and compatible with, the layout, design, and appearance of the surrounding area.
- 2.2.11 Adverse visual (view) impacts from one development onto another should be avoided or mitigated. Adverse visual impacts from nonresidential sites onto nearby residential areas, or from high-density residential sites onto nearby low-density residential areas, should be avoided through the use of visual buffers and/or the use of neighborhood-compatible architecture and building mass and siting.
- 2.2.12 Adverse noise and lighting impacts from one site onto adjacent or nearby sites should be avoided, minimized, or mitigated.
- 2.2.13 Access to and from a development or site should not create undue traffic flow problems on adjacent roadways.
- 2.2.14 All fencing should be designed as an integrated part of the site, rather than as a separate fence, i.e. planter wall, continuation of architectural wall, etc.

- Chain link fencing is strongly discouraged.
- 2.2.15 All electric, telephone, and communications service facilities, both main and service lines shall be provided by underground cables.
- 2.2.16 Electrical transformers and similar utility structures shall be placed underground, to the rear of the site, and/or screened. Such facilities shall be enclosed within the building or adequately screened from the view of any public right-of-way. Screening will preferably use solid materials, such as berming or enclosures rather than reliance solely on plant materials.
- 2.2.17 All exterior trash and storage areas, service yards, loading docks and ramps, wood service poles, electric and gas meters, fire sprinkler valves, irrigation backflow prevention devices, transformers, etc., shall be screened from view in a manner that is compatible with the building and site design. Screening materials shall be substantial and durable, and the screening shall be compatible with the architectural character of the development. Generally, all such elements should be located to the rear of the site and/or away from a major (arterials and major collector streets) street..
- 2.2.18 Diversity of architectural design shall be encouraged. "Theme" or stylized architecture which is characteristic of a particular historic period or trend shall not be encouraged, unless the existing building or site is historically important to the district or necessary for architectural harmony.
- 2.2.19 Multiple buildings on the same site shall be designed to create a cohesive visual relationship between the buildings.
- 2.2.20 When feasible, service and loading areas should be separated from main circulation and parking area and away from public streets. Loading and unloading activities shall not require circulation onto public streets.

- 2.2.21 Grading on new project sites shall blend with the contours of adjacent properties.
- 2.2.22 The number of curb cuts shall be minimized to the extent possible to be consistent with traffic safety. The width of curb cuts shall be minimized, but shall always meet the requirements of emergency service vehicles.
- 2.2.23 The location and extent of pedestrian and bicycle systems shall conform to the recommendations of the Hockessin Village Community Redevelopment Plan.
- 2.2.24 Existing vegetation and large specimen trees should be preserved and incorporated into site design when possible.
- 2.2.25 Significant landscapes and/or natural streetscapes along roadways are encouraged.
- 2.2.26 Landscaped areas shall be maximized and balanced throughout the site.



- 2.2.27 The objective is to create a “parking garden” as opposed to a parking lot by creating smaller parking blocks and ample landscaping.
- 2.2.28 All plant materials shall be sized so that the landscaping has an attractive appearance at the time of installation and a mature appearance within three years of planting.
- 2.2.29 Sites shall incorporate transit-compatible designs where appropriate. Park and ride facilities, bus shelters and designated carpool parking should

be incorporated within site design where practicable.

2.3 Village Center Guidelines

- 2.3.1 Buildings should be located at the existing average building line along the block face.
- 2.3.2 Buildings should be at least 2 stories.
- 2.3.3 Special design consideration should be given to buildings located at street corners. Corner buildings may be allowed to exceed height limits that apply to other buildings along the block face.
- 2.3.4 Buildings should exhibit architectural detail and elements appropriate for close range pedestrian view.
- 2.3.5 Building design should reflect, but not replicate, the local vernacular, including use of native materials and traditional construction methods.
- 2.3.6 Drive-through elements are not permitted.
- 2.3.7 Blank walls and other "dead" or dull spaces at the street level should be avoided.
- 2.3.8 Curb cuts along Old Lancaster Pike should be minimized and be as narrow as possible.
- 2.3.9 Frontage design and signage locations shall be coordinated with streetscape landscaping and street trees.
- 2.3.10 Building frontages should be active, with large non-reflective minimally

tinted window openings at ground level.

- 2.3.11 Pedestrian open spaces such as covered walkways, courtyards and plazas are encouraged, as well as the development of open and attractive passageways between buildings and blocks.
- 2.3.12 Outdoor seating and dining areas that face onto the street are encouraged.
- 2.3.13 Buildings over two stories high should "scale down" their street-facing facades to reduce apparent height consistent with the prevailing pattern in the block face. An exception may apply to buildings located on corners.
- 2.3.14 Parking shall be provided in conformance with the Hockessin Village Plan. Parking facilities, particularly surface parking lots, shall be located in the interior of the block wherever possible, to encourage continuity of the street frontage. Where multiple driveway openings exist, those on Old Lancaster Pike should be eliminated if possible.
- 2.3.15 The incorporation of defined outdoor spaces into the buildings and site designs of all new development is encouraged. Where identified as appropriate, new and existing development should include public plazas, courtyards, landscaping, and similar amenities or public assembly areas that are accessible and visible from the street. Such amenities shall be required in a scale appropriate to the size and location of the project. Pedestrian-oriented public outdoor spaces should be incorporated as design elements wherever possible. These public spaces may include a formal park or village green, small formal parks/plazas, and so forth, as focal points for community interaction. These public spaces should be integrated purposefully into the overall design of the development, and not merely be residual areas left over after buildings and parking lots are sited. These spaces should also be placed

next to the areas that generate activity (such as street corners, shops and restaurants, stores, daycare, and dwellings).

- 2.3.16 Street furniture (e.g., benches), lighting, and sensitively arranged uses such as outdoor cafes should be provided to encourage human interaction and street life.



- 2.3.17 Outdoor seating areas, lighting and fencing and any other site elements shall be reviewed for compatible and attractive design that is integrated with the main building architecture.
- 2.3.18 The site design for projects located at street corners should provide some structural or strong design element to anchor the corner. This can be accomplished using a built element or with strong landscaping features.
- 2.3.19 Efforts to coordinate the actual and apparent height of adjacent structures are encouraged. This is especially applicable where buildings are located very close to each other. It is often possible to adjust the height of a wall, cornice or parapet line to match that of an adjacent building. Similar design linkages can be achieved to adjust apparent height by placing window lines, belt courses, and other horizontal elements in a pattern that reflects the same elements on neighboring buildings.
- 2.3.20 Buildings should be built on a "human scale" (i.e., where buildings do not dwarf the people and where the detail, materials, and building design lend an intimate and personal feel to the streetscape).

- 2.3.21 Adverse visual (view) impacts from one development onto another should be avoided or mitigated. Adverse visual impacts from nonresidential sites onto nearby residential areas, or from high-density residential sites onto nearby low-density residential areas, should be avoided through the use of visual buffers and/or the use of neighborhood-compatible architecture and building mass and siting.
- 2.3.22 Adverse noise and lighting impacts from one site onto adjacent or nearby sites should be avoided, minimized, or mitigated.
- 2.3.23 Diversity of architectural design shall be encouraged. "Theme" or stylized architecture which is characteristic of a particular historic period or trend is not required nor encouraged, unless the existing building or site is historically important to the district or necessary for architectural harmony.
- 2.3.24 Where pedestrian circulation crosses vehicular routes, a change in grade, materials, textures or colors shall be provided to emphasize the conflict point and improve its visibility and safety.
- 2.3.25 Buildings facing streets shall incorporate pedestrian scaled entrances. Pedestrian scaled entrances are those that provide an expression of human activity or use in relation to building size. Doors, windows, entrances, and other features should be designed to respond to the size of the human body and not give the appearance of anonymity or overwhelming the building's users.

2.4 Regional Commercial Guidelines

2.4.1 Site Planning

- 2.4.1.1 Site Amenities - Site amenities and features such as outdoor plazas and public art offer attractive spaces for people to gather and shop and

generally create an inviting image for both customers and employees. The use of such amenities can be particularly effective in drawing residents to areas that have experienced infill or redevelopment. Site amenities provide areas for interaction, enhance the quality of development, and contribute to the character of the area.

2.4.1.2 Large commercial infill and redevelopment projects (25,000 square feet of floor area or greater) should contribute to the creation or enhancement of public spaces by incorporating site amenities. Examples include, but are not limited to, the following:

- Patio or plaza with seating area;
- Mini-parks, squares, or greens;
- Transportation amenities, including bus stops where appropriate;
- Customer walkways or pass-throughs containing window displays;
- Water feature;
- Clock tower;
- Public art;
- Any other well designed area and/or focal feature that enhances such development and serves as a gathering place.

2.4.1.3 Crime Prevention - Design of commercial developments should integrate site-planning principles, such as easy surveillance of common areas and walkways by residents, to lessen the likelihood of crime within the development. Site planning should integrate the principles of "Crime Prevention through Environmental Design," (CPTED) to the maximum extent practicable. These are as follows:

- Territoriality. Space within the development and along the edges should be well-defined and delineated to create a sense of ownership, such that intruders and strangers stand out. This may be accomplished through the use of pavement treatments, landscaping, art, signage, screening, fencing, and similar techniques.
- Natural Surveillance. Site design should create an environment where it is possible for people engaged in their normal behavior to observe the spaces around them. Maximize a space's visibility through thoughtful design of building orientation, window placement, entrances and exits, landscaping of trees and shrubs, and other physical obstructions. Utilize nighttime illumination of parking lots, walkways, entrances, stairwells, and related areas to promote an environment in which natural surveillance is possible.
- Access Control. Plan and implement access control to restrict criminal intrusion, especially in areas where criminal activity cannot be easily observed. Access control may include, but is not limited to, use of fences, walls, landscaping, and lighting to prevent or discourage public access to or from dark or unmonitored areas. In addition, sidewalks, pavement, lighting, and landscaping areas should be used to guide the public to and from primary development entrances and exits.
- Activity Support. Create activity support by placing new or existing activities in an area such that individuals engaged in a particular

activity become part of the natural surveillance of other areas.

- Maintenance. Maintain landscaping, lighting fixtures, and other features to facilitate the principles of CPTED, territorial reinforcement, natural surveillance, and access control.

2.4.1.4 Site Layout and Building Orientation - The orientation of a building strongly influences a development site's focus of activity. A building oriented at least in part to an adjoining public street can create a strong presence in the public realm, and can contribute significantly to a pedestrian-friendly built environment. On the other hand, street frontage interrupted by long stretches of parking lot asphalt or other "empty spaces" can detract from a positive pedestrian experience.

General Site Layout along Major Street Frontages:

- At least some (a minimum of thirty percent) of a development site's street frontage(s) along major streets should be occupied by building wall. Such building wall may be part of a principal building, pad site building, or accessory building. In the case of drive-thru facilities, a site wall of a minimum three (3) feet in height, that reflects the building architecture, may be used to meet the 30% target.
- The remaining frontage along major streets should be occupied by a decorative architectural feature such as a wall placed on the setback line to screen the parking area, or substantial landscaping, landscaped entryway signage or features, and/or site amenities.

Site Layout and Building Orientation at Major Intersections –

Major intersections of commercial activity need special attention so that all four corners are linked and function as a whole, and so that a sense of place and "arrival" is maintained or created. Development located at the intersection of two thoroughfare streets should include focal point features which are visible from the intersection streets, such as:

- A distinctive design that does not represent standard franchise architecture;
- A taller architectural feature or appendage (e.g., a clock tower, spire, or interesting roof form);
- Public art or sculpture;
- Fountains or other water feature;
- Public plazas or other open space; or
- Landscape feature.

Additions to Strip Centers:

- To the maximum extent practicable, additions of leasable square footage to strip commercial centers should avoid extending the linear pattern or line created by an existing strip building(s).
- Additions of leasable square footage or structures should be arranged to help frame and define the fronting streets and the walking and shopping areas along those streets.

Orientation of Entry Facades - Entry facades should orient towards the primary street or the active pedestrian zone within the site to create an inviting image and consistent front and street edge definition.

2.4.1.5 Multiple-Building Developments/Pad Sites –

The siting and design of smaller retail stores, or “pads,” can create an inviting appearance in a larger, multiple-building development by reducing a project’s scale and expanding the range of activities and businesses found within a single development. Adding pad sites to a commercial center can help to improve the development’s visual interest by framing entries and placing storefront spaces closer to the street to create a more active street scene. The siting and orientation of these smaller stores should create spaces that relate to both the primary buildings and the street frontage and should be architecturally compatible with the primary or anchor buildings of the development.

Location of Pad Sites

Pad site buildings should be sited along the edge of entry drives or between a large parking lot and the street to help define the streetscape and lessen the visual impact of the parking lot from the street.

Building Orientation On Pad Sites

Any side of a pad site building that directly faces a public street should contain a combination of at least two (2) of the following:

- Customer entrances, windows, trellises, awnings, areas of glass block, arcades, pergolas, or planters. Customer entrances should be emphasized through incorporation of a building recess, projections, canopy, or similar design element.
- To the maximum extent practicable, spaces between adjacent pad site buildings should be improved to provide small pockets (preferably heavily landscaped) of customer parking, pedestrian connections, small-

scale project amenities, or focal points.

Pad Site Building Design

- All four walls of a pad site building should incorporate the same façade and building design as those on the primary commercial building(s) in the development or center, including:
 - Roofline or roof materials;
 - Facade colors;
 - Pedestrian entry locations and entryway architecture/design;
 - Amounts of glazing on facades visible from public streets; and
 - Other distinctive architectural features.
- Significant departures from “off-the-shelf” standardized franchise building design may be required to meet the above standard.
- Pad site buildings should incorporate exterior building materials from the material palette used on the primary commercial building(s).

2.4.1.6 Relationship to Surrounding Development: Operational Compatibility – Commercial infill and redevelopment adjacent to or in relatively close proximity to residential uses should relate well to surrounding development. Such development should respect adjacent residential uses and surrounding neighborhoods by ensuring intensive operations, such as loading areas, do not adversely impact neighbors. The Advisory Committee may recommend that the County impose conditions upon the approval of development applications to ensure that infill and redevelopment projects will be compatible with existing neighborhoods and uses, including, but not limited to, conditions on the following:

- Location on site of activities that generate potential adverse impacts on adjacent uses such as noise and glare;
- Placement of trash receptacles;
- Location of delivery and loading zones.

2.4.1.7 Vehicular and Pedestrian Access and Circulation - Internal vehicle circulation should provide a clear visual path to provide safe, convenient and efficient vehicular access within and between developments. Circulation patterns should be designed to limit points of access from major thoroughfares and minimize the impacts of non-residential traffic on adjacent residential properties.

- To the maximum extent feasible, the number of entry driveways on a thoroughfare street should be minimized in order to reduce the number of conflicting points and facilitate traffic flow.
- It is recognized, however, that certain existing tracts may not be able to fully comply with these guidelines due to limited frontage or other constraints. When compliance with the guidelines is precluded due to the location of driveways on adjoining properties, attempts should be made to obtain alternative access where feasible, including joint access driveways, shared parking with adjacent landowners, access easements to adjoining properties, or access to intersecting streets.
- Internal vehicle circulation patterns should provide a clear and direct path to the principal customer entrance of the primary building, to outlying pad sites, and to each parking area.
- To the maximum extent feasible, connections between adjacent non-

residential development parcels shall be provided by siting a logical array of access points continuous to the adjacent development.

- To the maximum extent feasible, common or shared service and delivery access should be provided between adjacent parcels and/or buildings.
- Commercial drives or on-site streets should not align with access to adjacent residential developments. Exceptions may be made in cases where physical constraints dictate that no other option is possible.

2.3. 2.4.1.8 Pedestrian Access and Circulation - By creating a safe, continuous network of walkways within and between developments, pedestrians feel more inclined to safely walk or window shop (rather than drive) between stores. By developing a pedestrian network that offers clear circulation paths from the parking areas to the store entries, a friendlier, more inviting pedestrian environment will be created. Walkways should provide an inviting and convenient option for pedestrian movement within a development and promote direct pedestrian and bicycle access to neighboring residential, non-residential, and public uses. Applicants should submit a detailed pedestrian circulation plan with all subject development applications that shows compliance with the following guidelines.

Pedestrian Connections

An on-site system of pedestrian walkways should be designed to provide direct access and connections to and between the following:

- The primary entrance or entrances to each commercial building, including pad site buildings;

- Any sidewalks or walkways on adjacent properties that extend to the boundaries shared with the commercial development;
- Any public sidewalk system along perimeter streets adjacent to the commercial development;
- To the maximum extent practicable and appropriate, adjacent land uses and developments, including but not limited to adjacent residential developments, retail shopping centers, office buildings, or restaurants;
- To the maximum extent practicable and appropriate, any adjacent public park, greenway, or other public or civic use including but not limited to schools, places of worship, public recreational facilities, or government offices.
- All parking areas that serve such primary building; and
- Site amenities or gathering places.

Pedestrian Connections to Perimeter Public Sidewalks

Connections between the on-site (internal) pedestrian walkway network and any public sidewalk system located along adjacent perimeter streets should be provided at regular intervals along the perimeter street as appropriate to provide easy access from the public sidewalk to the interior walkway network.

Minimum Walkway Width

All on-site pedestrian walkways and sidewalks shall be a minimum of 5 feet wide, except that walkways adjacent to a parking area where cars may overhang the walkway should be a minimum 7 feet wide.

Walkways Along Buildings

- **Walkways Along Primary Buildings:** Continuous pedestrian walkways no less than eight (8) feet wide should be provided

along the full length of a primary building along any facade featuring a customer entrance and along any facade abutting customer parking areas.

- **Walkways Along Pad Site Buildings:** Continuous pedestrian walkways no less than five (5) feet wide shall be provided along the full length of a pad site building along any facade featuring a customer entrance and along any facade abutting customer parking areas.
- **Walkways Through Vehicle Areas in Large Commercial Centers:** At each point that the on-site pedestrian walkway system crosses a parking lot or internal street or driveway, the walkway or crosswalk should be clearly marked through the use of a change in paving materials distinguished by their color, texture, or height.

2.4.2 Parking

Parking Location and Layout

The typical suburban commercial development pattern of placing large amounts of parking between the fronts of buildings and the adjacent street and between buildings contributes to a bleak and formless arrival experience and a detached relationship between the building and the street. Locating parking along the side and rear of buildings can help reduce the impression of a "sea of parking" while providing convenient automobile and pedestrian access.

Parking Location

A minimum of seventy-five percent (75%) of the off-street surface parking spaces provided for all uses contained in the development's primary building should be located other than between the front facade of the primary building and the primary abutting street (i.e. to the rear or side of the primary building(s)). Alternative provisions may be considered when the commercial development abuts an existing residential neighborhood.

Parking Orientation

To the maximum extent feasible, parking should be oriented to minimize visual and noise impacts on adjacent residential properties.

Parking Blocks

To reduce the scale of large surface parking areas, the total amount of surface parking provided should be broken up into parking blocks containing no more than 40 spaces for large commercial centers and no more than 26 spaces for all other commercial development:

- Parking blocks should be separated from each other by landscaping, access drives or public streets, pedestrian walkways, or buildings.



- Each parking block should have consistent design angles for all parking within the block.
- Parking blocks should be oriented to buildings to allow pedestrian movement down and not across rows (typically with parking drive aisles perpendicular to customer entrances).
- Through access should be provided within and between parking blocks; dead end drives are not permitted.

2.4.3 Building Design

2.4.3.1 Building Height/Scale/Massing/Form - Building design that creates or adds to

the visual interest of a streetscape and a pedestrian scale is an essential element of infill and redevelopment. Building height, scale, and massing can be used to emphasize important corners, designate points of entry, and create a visible roofline silhouette. The primary mass of structures should include secondary projections that reduce the apparent scale, create visual interest, and promote compatibility with adjacent uses. Building design for infill and redevelopment projects should be compatible with adjacent development.

Compatibility with Surrounding Development

Infill and redevelopment projects in existing developed areas with an established pedestrian scale and character should be compatible with or complement the established proportions and building mass of adjacent developments.

Transition to Adjacent Residential Uses

Where buildings are adjacent to residential uses, building massing should create a transition from the edges of a commercial center inward. To achieve this effect, smaller and lower building mass should be located near edges of the center where adjacent buildings are smaller or residential in scale.

Building Facades

- The building facade should incorporate wall plane projections or recesses that break up the overall wall into smaller, appropriately scaled sections;
- Each building facade should have a repeating pattern that includes instances of either:

- color change;
- texture change;
- material module change; or
- expression of an architectural or structural bay through a change in plane, such as an offset, reveal, or projecting rib.
- The above guidelines may be waived if the applicant can demonstrate an alternative building design that significantly articulates a wall plane.

Multi-Story Buildings

The composition of the building should present a clearly recognizable base, middle, and top; or a clearly defined alternative building composition.

Consistency of Style

The design of the building should provide a distinctive quality, consistent, architectural character and style that avoid monotonous and featureless building massing and design.

- 2.4.3.2 Architectural Detail: Facades, Entrances, Roofs, Awnings - Doors, storefront windows, and awnings are examples of building features that add to the character of the streetscape and contribute to the pedestrian-oriented character of places. These elements should be used to both improve the visual interest of infill/redevelopment projects and add to the visually unified appearance of the Village.

Architectural Compatibility with Surrounding Areas

Infill and redevelopment projects in existing developed areas with an established character should be

compatible with or complement the established architectural character of the area in terms of consistency of rooflines, roof materials and roof colors; similar window and door patterns, and similar decorative elements.

Building Facades

Facades that face public streets, adjacent development, or connecting pedestrian frontage should be subdivided and proportioned using features such as windows, entrances, arcades, arbors, and awnings along no less than sixty percent (60%) of the facade. A minimum of ten percent (10%) of the entire such facade area should be composed of transparent materials, unless the DRAC finds that such transparency would be inconsistent with the operational requirements of the building. At least one-half of this amount should be positioned such that the lowest edge of the transparent material is no higher than 4 feet above the street level.

Customer Entrances

Building facades facing a primary access street should have clearly defined, highly visible customer entrances that include features such as the following:

- Canopies or porticos;
- Overhangs, recesses/projections;
- Arcades;
- Raised corniced parapets over the door;
- Distinctive roof forms;
- Arches, outdoor patios;
- Display windows; and
- Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.

Roofs

To the maximum extent practicable, where buildings are adjacent to residential uses, rooflines should be of a similar height or stepped down to a similar height to enhance the compatibility with nearby residential areas. In addition, roofs should include features such as the following:

- Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view are appropriate. Parapets should feature three dimensional cornice treatment and should be the primary means of screening roof top equipment;
- Overhanging eaves, extending no less than three (3) feet past the supporting walls;
- Sloping roofs that do not exceed the average height of the supporting walls;
- Three (3) or more roof slope planes.

Downspouts - All downspouts should be concealed from view.

Awnings

- Awnings should be no longer than a single storefront.
- Fabric awnings are encouraged; canvas awnings with a matte finish are preferred. Awnings with high gloss finish are discouraged. Illuminated, plastic awnings are discouraged.
- Rigid frame awnings should stop at the top section and should not be included in the valence.
- Awning colors should be compatible with the overall color scheme of the facade from which it projects. Solid colors or subtle striped patterns are preferred.
- Awnings for rectangular openings should be simple shapes.

Semicircular shapes should not be used for arches.

- 2.4.3.3 Building Materials and Colors - The exterior materials and colors used in a building's design create impressions of not only the individual building, but also the image the overall community. Commercial infill and redevelopment should use high-quality materials and colors that are compatible with residential areas and reflect the historic character of established commercial areas. Applicants should submit a color palette and building materials board as part of their development plan application.



Building Materials

- All buildings, should be constructed or clad with materials that are durable, economically maintained, and of a quality that will retain their appearance over time, including but not limited to natural or synthetic stone; brick; stucco; integrally colored, textured, or glazed concrete masonry units; high-quality prestressed concrete systems; water-managed Exterior Insulation Finish Systems (EIFS) or glass;
- Natural wood or wood paneling should not be used as a principal exterior wall material, but durable synthetic materials with the

- appearance of wood may be used; and
- In selecting exterior building materials, consideration should be given to the appropriateness of the materials to the scale of building proposed.

Building Color

- Color schemes should tie building elements together, relate separate (freestanding) buildings within the same development together, and should be used to enhance the architectural form of a building.
- All building projections, including, but not limited to, chimneys, flues, vents, gutters, and downspouts should match or complement in color the permanent color of the surface from which they project.
- Facade colors should be low reflecting, subtle, and neutral. Intense, bright, black, or fluorescent colors are strongly discouraged.

2.4.4 Landscaping and Screening

Plant Materials

Landscaping is a visible indicator of quality development and must be an integral part of every commercial project, and not merely located in leftover portions of the site. Landscaping is intended to visually tie the entire development together, define major entryways and circulation (both vehicular and pedestrian) and parking patterns, and, where appropriate, help buffer less intensive adjacent land uses.

- Site landscaping should include plants similar in form and scale to existing vegetation in the neighborhood or area.

- Each area required to be landscaped should be covered in live material. Live material includes trees, shrubs, ground cover, and sod. Areas not covered in live material should not exceed twenty percent (20%) and may be covered by woody mulch, other organic or inorganic mulch, or other natural materials other than exposed gravel and aggregate rock.

Parking Lot Landscaping

Parking lot landscaping should be used to minimize the expansive appearance of parking lots, provide shaded parking areas, and mitigate negative acoustic and visual impact of motor vehicles.

- The interior of all parking lots containing 10 or more spaces should be landscaped according to the interior parking lot landscaping standards, as prescribed below. Each parking block should be considered an individual parking lot for the purposes of these interior parking lot landscaping requirements. These requirements for interior parking area landscaping are in addition to the requirements set forth below for perimeter parking area landscaping.
- Parking spaces in a parking lot should extend no more than 10 parking spaces without an intervening interior landscaped island no less than 5 feet in width and 18 feet in length. Landscaped islands should be planted with a minimum of one shade tree and shrubs, live ground cover, or sod.
- Parking aisles shall be separated from one another by planted medians with shade trees.

- Lighting for parking lots may be contained within an interior parking lot landscaped area provided the landscaped area is a minimum of 200 square feet in area and provided the landscaping and trees, at maturity and as maintained, will not obstruct the illumination path.
- All parking lot islands should be landscaped with organic material.



- Rock is not an appropriate material.
- Parking lot edges should be buffered from public rights-of-way, public open space, and adjacent properties.

Service Area Screening

Service, loading, and dumpster areas create visual and noise impacts on surrounding neighborhoods. These impacts should be mitigated by appropriately orienting and visually screening service areas, including trash receptacles, from public rights-of-way and adjacent uses.

- To the maximum extent feasible, areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such service areas should not be visible from abutting streets and should be oriented toward on-site service corridors.

- No areas for outdoor storage, trash collection or compaction, loading, or other such uses should be located within 20 feet of any public street, public sidewalk, or internal pedestrian walkway.
- Loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions should be incorporated into the overall design of the building and landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials should be the same as, or of equal quality to, the materials used for the primary building and landscaping.
- Non-enclosed areas for the storage and sale of seasonal inventory should be permanently defined and screened with landscaping, walls and/or fences. Materials, colors, and design of screening walls and/or fences, and of any covering for such area, should be compatible with those used as predominant materials and colors on the primary building(s).

Mechanical/Utility Equipment Screening

Mechanical and utility equipment detracts from the character of an area. Steps should be taken to mitigate the negative visual and acoustic impacts of mechanical and utility equipment systems on surrounding development.

- Mechanical/utility screening should be an integral part of the building structure and architecture and not give the appearance of being "tacked on" to the exterior surfaces.
- All mechanical equipment and utilities should be screened.

Fences and Walls

While fences and walls are sometimes necessary to buffer uses, they can create visual barriers in an existing neighborhood. Fencing

and walls should be provided that complement the design of the overall development and surrounding properties.

- **General:** Opaque fences and walls are allowed only in side and rear setbacks. Fences and hedges should be used in front setbacks if they are enclosing a parking area that abuts a public street, or a defined dining area, or public gathering space.



- **Materials:** Walls and fences should be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and ornamental metal. Chain link fencing is strongly discouraged.



- **Breaks for Connections:** Breaks in the length of a perimeter fence should be made to provide for required pedestrian connections to the perimeter of a site or to adjacent development, such as perimeter sidewalks and public trails.
- **Maximum Length:** The maximum length of continuous, unbroken, and uninterrupted fence or wall plane should be no more than be 50 feet. Breaks should be provided through

the use of columns, landscaping pockets, transparent sections, and/or a change to different materials.

2.4.5 Lighting

The guidelines are intended to eliminate the adverse impacts of light through spillover; provide attractive lighting fixtures and layout patterns that contribute to unified exterior lighting design of nonresidential developments; and provide exterior lighting that promotes safe vehicular and pedestrian access to and within a development, while minimizing impacts on adjacent properties.

Compatibility with Surrounding Area

The lighting plan should consist of recognizable, distinctive designs and fixtures that are compatible with or complement surrounding neighborhoods.

Lighting for Security

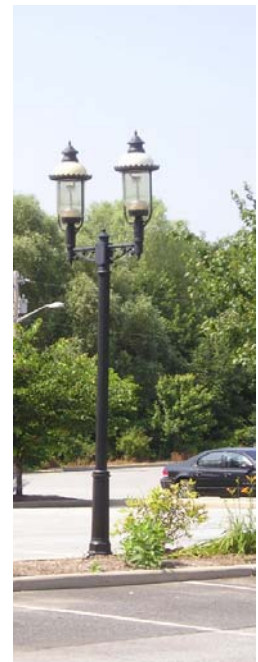
- Accent lighting on buildings is encouraged as a security feature.
- Interior and exterior lighting should be uniform to allow for surveillance and avoid isolated areas.
- Security lighting should be fully shielded and use a decorative fixture.

Color of Light Source

Lighting fixtures should be color-correct types such as halogen or metal halide to ensure true-color at night and ensure visual comfort for pedestrians.

Lighting for Pedestrian Areas

- **Pedestrian Walkway Lighting**



- Pedestrian-level, bollard lighting, ground mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls should be used to light pedestrian walkways.

- Lighting Height - Light pole, building-mounted, or tree-mounted lighting structures should be no more than 20 feet high. Bollard-type lighting should be no more than 4 feet high.
- Illumination Levels - Pedestrian areas and driveways should be illuminated to a minimum average of 1 foot-candle, with a uniform maximum to minimum ratio of 1:5.

2.5 Signage Guidelines

2.5.1 Purpose and Intent

The purpose of the Hockessin Village Community Redevelopment Plan is to improve the shopping, living and business environment for everyone. Voluntary compliance with these guidelines is highly encouraged for businesses with existing non-conforming signage.

The intent of the sign design guidelines is to accomplish the following:

- Establish reasonable and improved standards for business identification,
- Assist property owners and business owners in understanding County expectations,
- Reduce the time and fees for processing sign approvals,
- Encourage creative and innovative approaches to signage within an established framework,
- Promote economic vitality in the village,
- Enhance overall property values and the visual environment by discouraging signs which contribute to the visual clutter of the streetscape,
- Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather

than to serve primarily as general advertising for business,

- Ensure signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building, and
- Promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message.

2.5.2 General Design Guidelines for Signage

- All signs shall be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area.



- New billboards and roof signs are prohibited. Existing billboards and roof signs should be eliminated.
- Freestanding signs shall generally be monument signs, not to exceed a height of

8 feet.



- Landscaping and irrigation shall be designed around the base of freestanding signs to integrate the sign with the ground plane and screen out any low level flood lights. Irrigation shall be designed so it does not damage the sign.
- Driveway directional signs shall only be used for projects where circulation is complex and traffic must proceed through

the site along a specific path for service. Where the layout of the parking lot and driveways are obvious and clearly apparent to the driver entering from the street, directional signage is not appropriate. When not appropriate or needed, such signage can visually clutter the site and will be discouraged.

- Flat sheet signs (such as plywood) shall have a trimmed edge or frame to improve the finished appearance of the sign.
- Where individual letter signs face near-by residential areas, a low level of brightness shall be maintained.
- Display window signage should be limited to 10% of the window area.
- The size of words and the size of the sign should be determined by the viewer's location and speed. A general guide is provided below.

CHARACTER SIZE (INCHES)	MAXIMUM VIEWING DISTANCE (FEET)	MAXIMUM VIEWING TIME (SECONDS)			
			25mph	35 mph	45 mph
2	100	2.7	1.9	1.5	1.2
4	200	5.5	3.9	3.0	2.5
5	250	6.8	4.9	3.8	3.1
6	300	8.2	5.8	4.5	3.7
8	400	10.9	7.8	6.1	5.0
9	450	12.3	8.8	6.8	5.6
10	500	13.6	9.7	7.6	6.2
12	600	16.4	11.7	9.1	7.4
16	800	21.8	15.6	12.1	9.9
20	1000	27.3	19.5	15.2	12.4
24	1200	32.7	23.4	18.2	14.9
36	1800	49.1	35.1	27.3	22.3

2.5.4 Village Center Guidelines

In addition to the above, in the Village Center the following shall apply:

- Signs should reflect the character of the building and its use.
- Signs should not be placed in such a way that they cover or obscure architectural features of buildings.
- A-Frame signs are designed to be freestanding. Such signs are usually portable and are usually placed along public sidewalks to attract pedestrians into shopping areas.
- Signage should be designed for the pedestrian scale.