

# Warren County Highway Corridor Overlay District

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## Background

- 1995 and 1996 the County realized the need for a plan for the Rt. 340/522 Corridor
- Family Dollar Warehouse, 84 Lumber, Bering Truck Assembly Plant
- Consensus of the public was if development was going to occur in the corridor, then make it attractive, compatible with the surrounding area, and something the community can be proud of

## Purpose of Highway Overlay District

- Protect and improve the visual quality along these corridors
- Provide guidelines for ensuring that buffering, landscaping, lighting, signage and proposed structures are consistent with Warren County's character



## Zoning Map

- Rt. 340/522 Highway Overlay District
- I-66 north to Route 661 (Fairground Road)
- 1000 feet from right-of-way



## Developments before Overlay District was adopted

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- ▣ Shenandoah Valley Moving and Storage



## Developments before Overlay District was adopted

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- ▣ Shenandoah Motors



## Developments before Overlay District was adopted

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### ■ 84 Lumber

- Built after landscaping ordinance was in effect, but before the Overlay District was adopted



## Highway Corridor Overlay District

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### ■ Ordinance adopted June 1998

### ■ Highways

- U.S. Route 340/522 North from Interstate 66 to Route 661 (Fairground Road)
- State Route 55 East (John Marshall Highway) from the limits of the Town of Front Royal to the Fauquier County line. (added August 2002)

## Issues addressed by the Corridor Overlay District

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- ▣ Building and parking setbacks
- ▣ Outdoor storage
- ▣ Signage
- ▣ Service and access roads
- ▣ Entrance and entrance spacing
- ▣ Building materials
- ▣ Fencing
- ▣ Building Height
- ▣ Landscaping
- ▣ Maintaining existing level of service on Route 340/522

## Building Setback

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- ▣ 100 feet from corridor highway



Example of buildings not setback from highway



Example of buildings setback from highway

## Parking and Landscaping

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- ▣ Landscaping and parking lots shall be installed in accordance with the County landscaping requirements in the Zoning Ordinance.
- ▣ Parking areas shall be located to the rear and side of the structures or buildings they are intended to serve whenever possible.
- ▣ If parking is designed to be located in front yard setback of the corridor highway, a three foot berm or wall shall be utilized.
- ▣ Parking lot setback: 50 feet.

## Parking and Landscaping

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## Parking and Landscaping



## Parking and Landscaping



## Parking and Landscaping

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## Parking and Landscaping

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## Building Materials

- ▣ Typical of those prevalent in Warren County
  - Including Stucco, brick, architectural block, wood siding, and standing seam metal roofs.
  - Inappropriate material: reflective glass and metal wall panels.
- ▣ No façade visible from adjoining property or the corridor highway shall be constructed of unadorned cinder block, corrugated metal or sheet metal.



Virginia Inland Port

## Building Materials



North Warren Volunteer Fire Department



- ▣ Color of building materials (to be left unpainted) should resemble the predominant tones, primarily earthen tones. Garnish and striking colors should be avoided.

## Building Materials (Examples)



## Building Materials (Examples)



**Town of Front Royal / 7-Eleven Gas Station**

## Building Materials (Examples)

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## Building Materials (Examples)

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## Building Location and Treatment

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- All buildings within a property shall be developed as a cohesive entity, ensuring that building placement, architectural treatment, vehicular and pedestrian circulation, and other development elements work together functionally and aesthetically.
- Similar architectural treatment in terms of materials, quality, appearance, and detail.
  - Riverton Commons
  - Crooked Run, LLC

## Integrated Development

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## Signage (Without Regulations)

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## Signage (with Overlay District Regulations)

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## Outdoor Storage/Display of Goods

- Shall be completely screened from the view of the corridor highway.



## Waste Disposal Areas

- Shall be completely screened from the public view by means of a board on board fence and landscaping or similar opaque material.





## Maintaining Existing Level of Service on Rt. 340/522

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### ■ Access and internal circulation

- Provision of shared entrances, interparcel connection and travelways, or on-site service drives connecting adjacent properties.
- Access from a secondary public street as opposed to the corridor highway.
- Access points, for lots located at an intersection, shall be located the maximum distance possible from existing or proposed intersections.
- The internal streets of a commercial office, or industrial complex.

## Quarles

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- Shared entrance with Shenandoah Ford



## Developments after the Overlay District was adopted

### ■ Shenandoah Ford

- Building set back 100 feet
- Parking 50 feet



## Other Familiar Corridors

### ■ Town of Front Royal

- Shenandoah Avenue before Overlay District



## Other Familiar Corridors

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- ▣ Town of Front Royal
  - Shenandoah Avenue after Overlay District



## Other Familiar Corridors

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- ▣ Rt. 234 (Sudley Road)  
Manassas, VA



Before Corridor Overlay



After Corridor Overlay



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**END OF  
PRESENTATION**