

SUBURBAN COMMERCIAL



The designation involves commercial developments, whether at a neighborhood or community scale, that stand apart from most auto-oriented contemporary development through reduced site coverage and other design elements that move a site into the suburban range of the community character spectrum relative to sites where “gray” spaces predominate over “green” and open spaces.

Development Types

- Range of commercial retail and service uses, at varying scales and intensities depending on the site
- Office (involving large and/or multi-story buildings or only small-scale office uses depending on the site)
- Planned development to accommodate custom site designs or mixing of uses in a suburban character setting
- Public/institutional uses
- Parks and public spaces

Characteristics

- Suburban character primarily from reduced site coverage relative to most auto-oriented commercial development.

- Especially at key community entries and along high-profile roadway corridors, may also involve other criteria to yield less intensive and more attractive development outcomes relative to auto-oriented areas, including higher standards for landscaping (along street frontages and within parking areas), signs, and building design.
- May exclude some auto-oriented uses that, by their very nature, cannot achieve a suburban character.
- Near residential properties and areas, the permitted scale and intensity of non-residential uses should be limited to ensure compatibility (including adequate buffering/screening, criteria for placement and orientation of buildings and parking areas, height limits, and residential-in-appearance architectural standards).
- More opportunity for natural and/or swale drainage (and storm water retention/absorption) versus concentrated storm water conveyance in auto-oriented areas.