

GENERAL COMMERCIAL



This designation is for commercial retail, office and service uses, primarily along portions of major roadway corridors within the community for high visibility and accessibility, but also in other locations to accommodate businesses that draw a consumer base from the larger region beyond the Green Valley Area.

Development Types

- “Strip” commercial centers along major roadways, with a range of uses, including those on high-profile “pad” sites along the roadway frontage
- “Big-box” commercial stores (e.g., grocery, appliances, clothing, etc.)
- Restaurant chains including various “fast food” and casual dining establishments
- Automobile service related enterprises (e.g., gas stations, automobile service/repair, car washes)
- Medical offices
- Professional office parks
- Research and technology businesses
- Hotels and motels

Characteristics

- Commercial areas with an auto-oriented character that have significant portions of development sites devoted to vehicular access drives, circulation routes, surface parking, and loading/delivery areas, making pavement the most prominent visual feature. This can be offset by enhanced building design, landscaping, reduced site coverage, well-designed signage, etc.
- Buildings typically set back toward the rear of site to accommodate expansive parking areas in front, closest to passing traffic, resulting in less emphasis on architectural design in many cases.
- Developments desire to maximize signage (number, size) to capitalize on site visibility to passing traffic.
- Often not conducive for access or on-site circulation by pedestrians or cyclists.