

NEIGHBORHOOD COMMERCIAL



The designation involves commercial developments, whether at a neighborhood or community scale, that stand apart from general or contemporary development through reduced site coverage and other design elements that make this form of development more appropriate to sites where “green” and open spaces predominate over “gray” spaces.

Development Types

- Range of commercial retail and service uses that are smaller in nature and offer goods and services that support local residential populations
- Office (small-scale office uses depending on the site, that provide services to residents)
- Planned development to accommodate custom site designs or mixing of uses in a suburban character setting
- Public/institutional uses

Characteristics

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

- Also involves 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.
- Neighborhood-scale commercial uses are expected to emerge over time and should be encouraged on corner sites or other locations within (or near the edge of) residential areas that are best suited to accommodate such uses while ensuring compatibility with nearby residential uses.