

Branan Field Rural Activity Center

**Please refer to Branan Field Land Development Regulation document for specific design criteria.

- a. Uses Permitted by Right. Uses serving neighborhoods such as florists, shoe repair, dry cleaners, service establishments such as barber or beauty, artist or photographic studio, dance or music studio, tailor or dressmaker, jewelry, bakery (non-wholesale), gift shop, travel agent, video rental, delicatessens and sit down fast food; retail alcohol/beer/wine sales for on-premise or off-premise consumption; tobacco and related shops; private clubs; libraries and museums; retail outlets for the sale of food, toiletries, sundries, notions and drugs; leather goods and luggage; household appliances; sporting goods; hobby shops; pet shops, school, colleges/universities; supplies and veterinarian services; television, audio/video and radio sales (including repair); home and/or office supplies/equipment, computers, software sales and/or rentals; furniture (new and antique); shoe sales and repair; laundromat, laundry and drycleaning (pickup station only); telephone sales and repair; government/public offices; printing/copying/ mailing outlets; books, magazines and stationery; lawn/garden/hardware; gymnasiums and physical fitness centers; bed and breakfast facilities; awards and trophies; eye wear and hearing aid sales and service; places of worship; day care centers; café/restaurants; banks; food stores; medical and professional offices; convenience stores with gas pumps and similar uses.
- b. Conditional Uses.
 - i. Temporary structures or buildings (excluding mobile homes).
- c. Density Requirements. The maximum intensity of development for land in the Rural Activity Center classification shall correspond to a floor area ratio (FAR) of 30 percent.
- d. Sidewalks. Sidewalks in front of buildings shall be a minimum of ten feet in width, with an optional zone of up to fifteen additional feet for outdoor cafes and sidewalk sales. When such activities occur, the outer edge of the additional sidewalk area must be defined by movable planters or by fences with a maximum height of 36 inches.
- e. Design Standards.
 - i. Scale. Building size shall not exceed 35,000 square feet.
 - ii. Building Arrangement. Buildings may front on a collector roadway or an internal street. If fronting on internal streets, the rear of buildings must be visually screened through landscape buffers from adjacent collector roadways. Such buffers must be at least 50 feet wide, and the screening shall be of at least 85%, which must be achieved within three years of planting. Buildings shall be clustered together to allow for better pedestrian access and human scale. Freestanding buildings on separate and adjacent lots shall be placed as close together as possible and shall provide a shared access driveway on the non-clustered side. For shopping centers (multiple buildings

on one parcel), buildings shall occupy at least 75 percent of linear frontage within a block. Block length shall not exceed 500 feet. Block limits shall be defined as through side streets and pedestrian walkways or civic spaces.

- iii. Parking. Surface parking shall be visually screened from public and/or private streets by means of building placement and/or landscaping. Parking shall be located primarily to the rear of buildings, but will also be allowed on one side of a building. In the case of shopping centers, side parking areas may not exceed 75% of a block. Parking will be allowed in front of buildings in the form of a single row of parallel or diagonal on-street parking along internal shopping streets. Additional parking areas may be provided in front of buildings meeting the Pedestrian Corridor, Landscaping, and Buffers standards associated with the Park Center shopping center alternative found in the Community and Activity Center Standards section. Side parking areas shall have a streetwall (wall or hedge at least 42" in height) adjacent to the internal street that will screen the parking area and continue the line of front building facades.
- iv. Covered Entry Areas. Structures must include awnings, covered walkways, open colonnades, or similar weather protection along building sides with customer entrances.
- v. Architectural and Additional Standards. Reduction of building mass may be achieved by using the following techniques:
 - A. Variation in the rooflines and form.
 - B. Use of ground level arcades and covered areas.
 - C. Use of protected and recessed entries.
 - D. Use of vertical elements (including architectural features such as pilasters, columns, canopies/porticos, arcades, colonnades, and/or parapets) on or in front of expansive blank walls, to interrupt facades into modules of less than 60 feet.
 - E. Use of pronounced wall plane offsets and projections.
 - F. Use of focal points and vertical accents.
 - G. Inclusion of windows on elevations facing streets and pedestrian areas.
 - H. Retaining a clear distinction between roof, body and base of a building.
 - I. Office and Industrial buildings that are substantially screened by landscaping shall not have to meet Items v.D, v.E, v.F, v.H.
- vi. Building Entrances. Buildings may have their entrances from parking areas, but must also provide an entrance to the internal street. Entrances oriented toward a minor collector roadway are required when buildings front on such a road, unless buildings are visually screened from such roadway, as described in Item 2. Building entrances shall be clearly articulated through the use of architectural detailing. Entrances shall include at least two of the following features: raised above-the doorway cornice parapets, peaked roof forms, arches, display windows, and/or integrated architectural details such as tile work, moldings, and planters.
- vii. Pedestrian Walkways. All uses shall be connected by pedestrian walkways.

- viii. Rooflines. Rooflines of structures including gas pump islands must be pitched or gabled at a minimum 4:12 slope. Flat roofs must include parapet walls, partial roofs, awnings or mid-façade sloping roofs.
- ix. Exterior Walls. Exterior walls shall be constructed of stucco, natural brick or stone, finished concrete, wood or other similar material including synthetic materials similar in appearance and durability to those materials previously named on all sides. Exposed smooth concrete block or metal finishes shall not be permitted.
- x. Architectural Style. Structures shall utilize elements associated with vernacular style architecture of the southeastern United States including roof overhangs and front porches.