

Convenience Commercial

A commercial establishment that caters to the immediate neighborhood's day-to-day convenience needs; may also be located on main roadways.

Down-directional lighting

Variety and quality in building materials

Landscape along public frontage



Design Principles

- Incorporate landscaping along the public frontage to create a more attractive, comfortable and inviting environment, and incorporate existing vegetation where feasible.
- Variety in materials and textures can add interest and a look of permanence; bright colors should be limited to accents.
- Screen utilities and service areas from public view using landscaping or architectural elements that are integrated into the building's architecture.
- Incorporate pedestrian connections to adjacent neighborhoods and other uses.
- Design signage that identifies businesses without dominating the setting.
- Use lighting that is down-directional and dark-sky friendly.
- Businesses that include drive-thru facilities shall be designed so that pedestrians are able to enter the establishment from the parking lot or sidewalk without crossing the waiting or exit lines.
- When more than one business is located on the same or adjacent site, shared parking and access should be considered.

WHY ARE THESE PRINCIPLES IMPORTANT?

- By designing the site to utilize existing landscaping, new structures can benefit from the shade and appearance provided by mature trees.
- Architectural diversity gives retail areas a sense of place and unique character that fits in better with the neighborhood.
- Designing for pedestrians will encourage opportunities for residents to walk from neighborhoods to retail areas, and enhance safety.
- Well-designed, low scale signage provides a positive image and can advertise a location effectively without dominating the skyline.
- Drive-thru facilities, while an important part of the retail "landscape", can be designed in a manner that does not create inconveniences or safety hazards for pedestrians.
- Because Convenience developments are auto-oriented, shared parking makes it easier for customers to get from business to business without using their cars.