

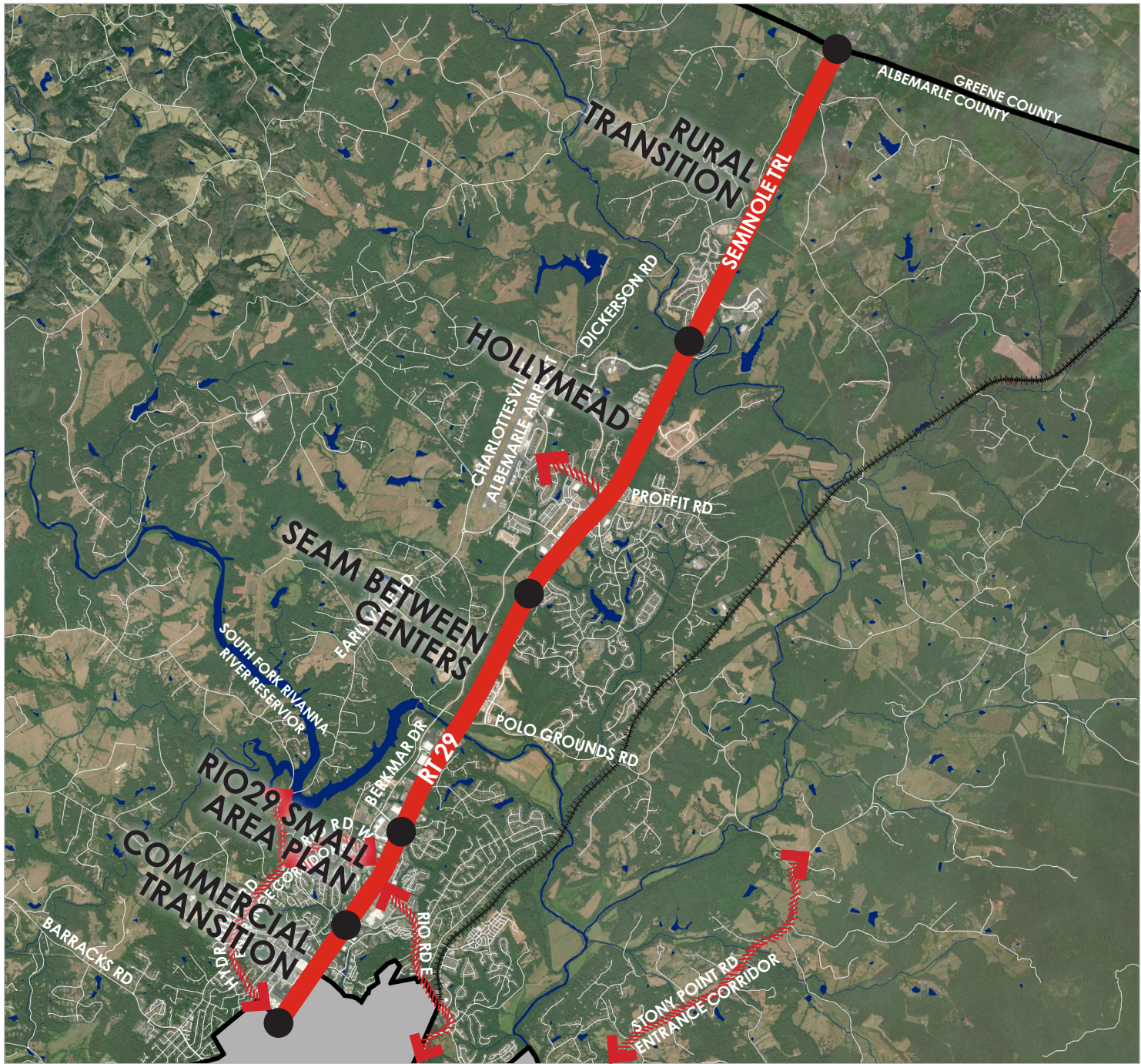
Entrance Corridor: Route 29 North (Seminole Trl.)

From the Albemarle/Greene County line to the City/County line at Hydraulic Rd. on the west and approximately 450 feet south of Greenbrier Dr. on the east

DRAFT



Last updated: 11.15.2022



LENGTH: 10.4 MILES

HISTORY

The path of Rt. 29 originally followed a stagecoach route. A portion of the route, including the segment in Albemarle County, was named Seminole Trail in 1928, possibly to promote the road as a tourist route to Florida. In 1931, state officials established a uniform US Rt. 29 from Danville to Warrenton. Its original path north of Charlottesville followed Hydraulic, Earlysville, and Advance Mills Roads. Between 1932 and 1934, Rt. 29 was realigned to its current location, including its intersection with Rio Rd. In the 1950s, the road was widened into a divided highway between Hydraulic Rd. and Airport/Proffit Rd. Today, the road is a divided highway along its full length in the County.

Completion of I-64 and the Rt. 29/250 bypasses in the mid-twentieth century prompted increased suburban development, and significant growth in the area during the second half of the twentieth century led to increased commercial development along Rt. 29 and in Albemarle's urban ring. Euclidean zoning, adopted in Albemarle in 1969, fostered auto-centric design along the corridor, resulting in large parking lots and deep building setbacks that continue to impact the corridor today.

Most historic structures on the corridor have been demolished, replaced, or have lost their architectural integrity.

Rt. 29 North was designated an Albemarle County Entrance Corridor in 1990.

**Portions of this history were adapted from Rio29 An Opportunity Plan, adopted December 12, 2018, Albemarle County, VA.*

GENERAL CHARACTERISTICS OF PROGRESSION

Rt. 29 North is an auto-oriented corridor, a spine running through the center of the northern part of the county. Development along the spine generally transitions from a mix of rural and suburban uses at the north end to a variety of commercial uses at the south, with the South Fork of the Rivanna River as a transition point between the suburban and urban. From the Greene County line to the North Fork of the Rivanna, wooded rural area predominates along the frontage, with limited breaks for a few interspersed industrial, large-scale office and commercial developments. Wooded frontages of residential and rural properties are prevalent between the North Fork of the Rivanna River and Airport Acres Rd., and between South Hollymead Dr. and the South Fork of the Rivanna, though large stretches on the east side of the corridor are under development. Between those segments, at the Airport Rd. intersection and south, large shopping areas have developed, forming a commercial center between the wooded segments. South of the South Fork, intense and nearly continuous commercial development consisting of strip shopping centers and retail, restaurant and service buildings surrounded by surface parking stretches to Hydraulic Rd. Commercial buildings along the corridor are primarily single-story and single-family residences are mostly screened from view.

Entrance Corridor: Route 29 North (Seminole Trl.)

From the Albemarle/Greene County line to the City/County line at Hydraulic Rd. on the west and approximately 450 feet south of Greenbrier Dr. on the east

DRAFT

Last updated: 11.15.2022

ZONING & LAND USE

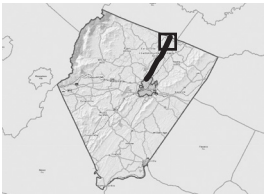
Rt. 29 North has one of the most wide-ranging mixes of zoning districts in the County. The corridor contains two centers of highly concentrated commercial activity – one located around Hollymead Town Center and Airport Rd., the other at the Rio Rd. intersection. Both centers are supported by a mix of commercial developments and proximate high- and low-density residential developments. North of the northern center is an area of industrial zoning; this zoning class is limited in the County, making this concentration unique. Long-range plans for the corridor see the southern center developing as an urban focal point under a form-based code.

Wooded buffers along the street signal the rural area zoning in place at the northern end of the corridor, from the Greene County line to Dickerson Ln., and along the west side of the corridor from the Hollymead Town Center to the South Fork of the Rivanna.

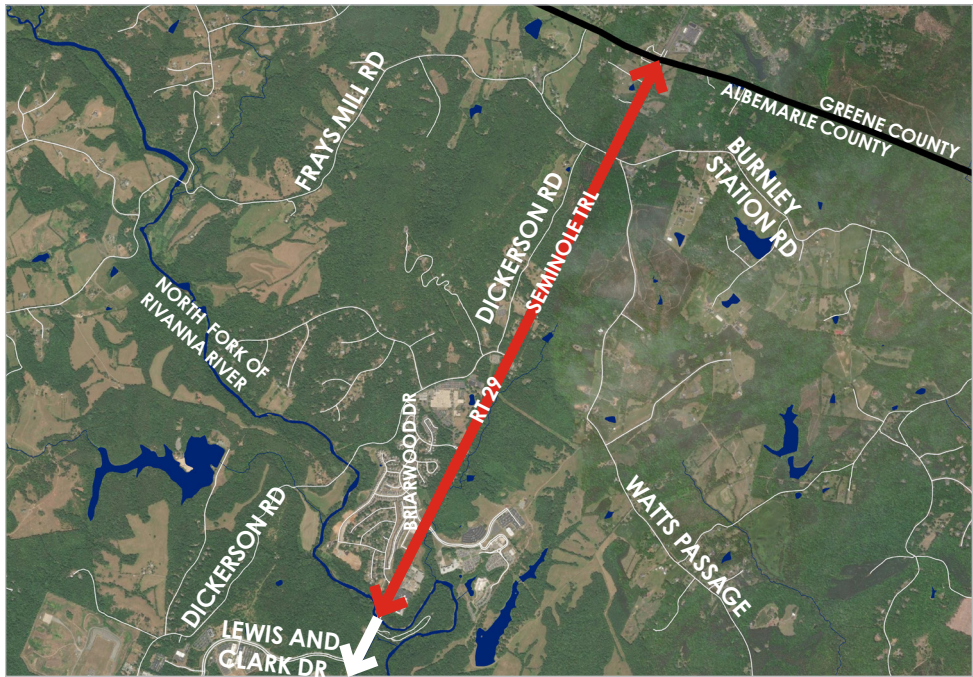
Entrance Corridor: Route 29 North: Rural Transition

Between Albemarle/Greene County line and the North Fork of the Rivanna River

DRAFT



Last updated: 11.15.2022



LENGTH: 3.1 MILES

GENERAL CHARACTERISTICS

The northernmost segment of the Rt. 29 North corridor is primarily rural in character. It is a divided highway and sections of the median and roadway edges are wooded. In some areas the median trees and edge trees nearly form a continuous canopy that filters dappled light onto the roadway.

Developments in this segment are comprised of single-family detached residences, typically with deep setbacks, and small-scale commercial buildings that predate the ECDG, with paved parking lots between the building and the street. These properties form breaks in the tree line and lack the street trees and parking lot landscaping required of new developments in the EC overlay.

The character of the segment changes in the vicinity of Briarwood Drive south to the North Fork of the Rivanna River. There, industrial, commercial, and planned development zoning has resulted in a mix of large footprint office and industrial buildings (all pre-dating the ECDG) and large multi-family residential developments visible from the corridor, with the possibility of more commercial buildings adjacent to the street in the future.

STRUCTURES – PREDOMINANT FEATURES

- Form: Simple rectangles, gabled and hipped roofs
- Scale: Typically 1-3 stories in height. Taller buildings exist in business campus developments but have reduced visibility due to wooded buffers, topography, and their distance from the roadway.
- Materials: Stucco, painted CMU, and brick veneer are most common; Some use of metal siding and fiber cement panels; Stone veneer as an accent in buildings referencing traditional styles.
- Colors: Earth tones, white/off-white

LANDSCAPE – PREDOMINANT FEATURES

- Wooded lots extending to the street
- Parcels available for redevelopment offer opportunities for consistent frontage treatments

ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Strong landscaped edge along frontage and parking lots

CHARACTERISTICS TO AVOID

- Un-landscaped frontages

Entrance Corridor: Route 29 North: Rural Transition

Between Albemarle/Greene County line and the North Fork of the Rivanna River

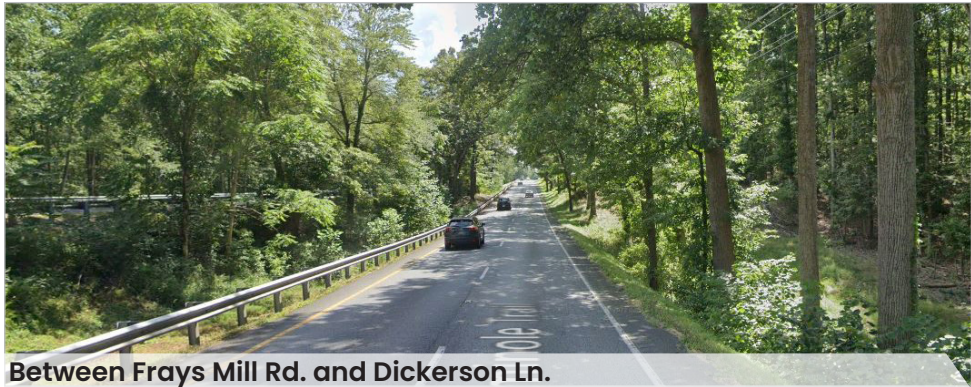
DRAFT

PRECEDENT IMAGES

Last updated: 11.15.2022



Vicinity of Albemarle/Greene County lines
Most of the properties at the north end of the Rt. 29 North corridor remain wooded, with dense tree cover extending nearly to the street.



Between Frays Mill Rd. and Dickerson Ln.



4886-4912 Seminole Trl.
Some single-family detached residences form breaks in the mostly wooded frontage at the north end of the Rt. 29 North corridor.



5548 Seminole Trl.
Some small-scale commercial buildings that pre-date the ECDG form breaks in the mostly wooded frontage at the north end of the Rt. 29 North corridor.



4831 Seminole Trl.



4398 Seminole Trl.
A shift in zoning in the vicinity of Austin Drive has resulted in a shift in character with a mix of commercial and residential buildings.



2400-2500 Austin Dr.
An industrial property at Austin Dr. that predates the ECDG has a large footprint and deep setback.



Elm Tree Ct. between Briarwood and Camelot Drives
Rolling topography in the region results in blocks of townhouses that are elevated above the corridor.



Vicinity of 4200-4300 Seminole Trl.
The character of this segment changes at the south end approaching the North Fork of the Rivanna where industrial and planned development zoning has resulted in large footprint buildings, some of which pre-date the ECDG and lack the preferred orientation and landscaping.

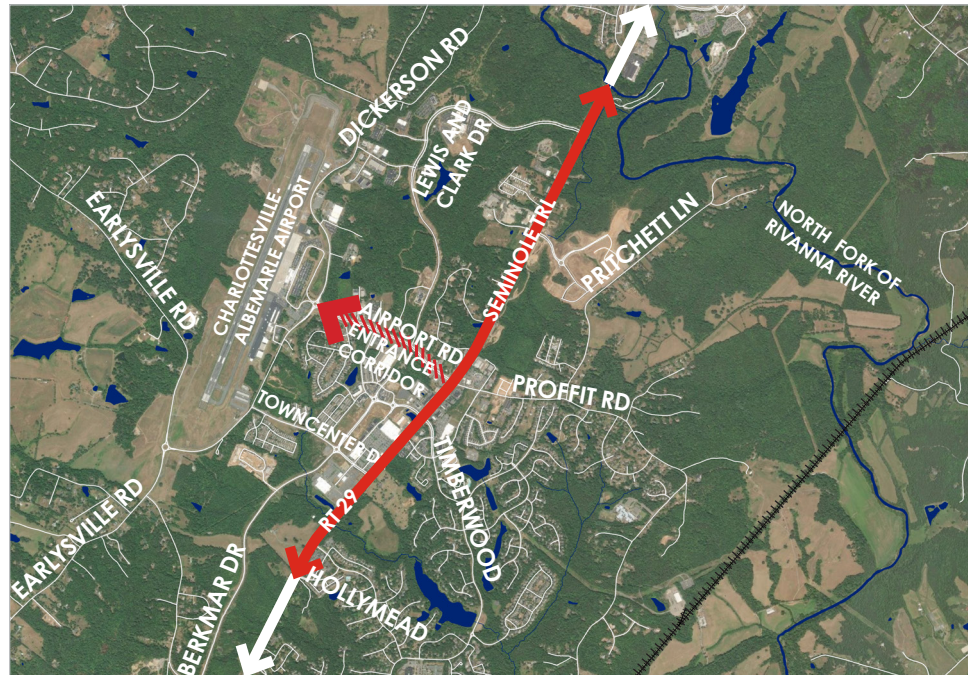
Entrance Corridor: Route 29 North: Hollymead

Between the North Fork of the Rivanna River and Hollymead Dr.

DRAFT



Last updated: 11.15.2022



LENGTH: 2.7 MILES

GENERAL CHARACTERISTICS

From the North Fork of the Rivanna to Airport Acres Rd., long stretches of this segment retain wooded borders and the rural character seen in the Rural Transition segment to the north. Most of the breaks in the wooded frontage are developments that predate the ECDG. On the west side, these include some commercial and industrial properties that lack frontage planting, and a residential development that is screened by dense vegetation. The North Fork research park has a formal entrance off the west side of the corridor, but the office buildings are not visible from the street. On the east side, the North Pointe residential development is under construction.

Travelers in this segment experience an intensification of development south of the Airport Acres neighborhood, as wooded or undeveloped frontage give way to more consistent commercial development including convenience stores with fuel pump canopies, strip shopping centers with internally illuminated wall signs, and other commercial/retail businesses, many of which have been approved by the ARB. The most concentrated area of commercial development is located between Airport Acres Rd. and Towncenter Dr. Between Airport Rd./Proffit Rd. and Timberwood Blvd. liner buildings with smaller footprints successfully mitigate visual impacts of larger buildings and parking areas located further from the corridor. This intense commercial development is consistent with the Places29 Master Plan vision for this segment of the corridor as a highly diverse mix of commercial, residential, and industrial uses with several "centers" located between Dew Maw Ln. and North Hollymead Dr.

STRUCTURES – PREDOMINANT FEATURES

- Form: Mostly simple rectangles and compound forms; flat, gabled, hipped, shed roofs
- Scale: Varies from small to big box; mostly one story
- Materials: Brick, stucco, metal; stone accents
- Colors: Red with white trim, tan, gray

LANDSCAPE – PREDOMINANT FEATURES

- Trees and rows of shrubs between the corridor and parking lots
- Shade trees at parking lot interiors
- Ornamental planting to mitigate visual impacts

ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Massing that achieves human scale
- Buildings oriented parallel to the corridor
- Consistent materials/colors
- Landscaped subdivision entrances
- Strong landscaped edge for frontage and parking lots

CHARACTERISTICS TO AVOID

- Un-landscaped frontages
- Freestanding signs that aren't integrated into the landscape
- Large parking lots adjacent to the street
- Trademark designs that aren't modified for a coordinated appearance along the corridor
- Parking, signs, and lighting that overpower primary buildings and architectural elements

Entrance Corridor: Route 29 North: Hollymead

Between the North Fork of the Rivanna River and Hollymead Dr.

DRAFT

PRECEDENT IMAGES

Last updated: 11.15.2022



Bridge over the North Fork of the Rivanna River

View south on Rt. 29 North at the North Fork of the Rivanna with wooded borders on both sides of the street.



4200 Seminole Trl.

Red brick and metal standing seam roof connect this utilitarian building to the historic architecture of the County. The black aluminum pickets provide secure fencing that sits quietly in the landscape.



Intersection of Lewis and Clark Dr.

Stone walls and shade trees mark the entrance to the North Fork research park.



Intersection of Northside Dr.

Stone walls and new shade trees mark the entrance to the North Pointe development, which is currently under construction.



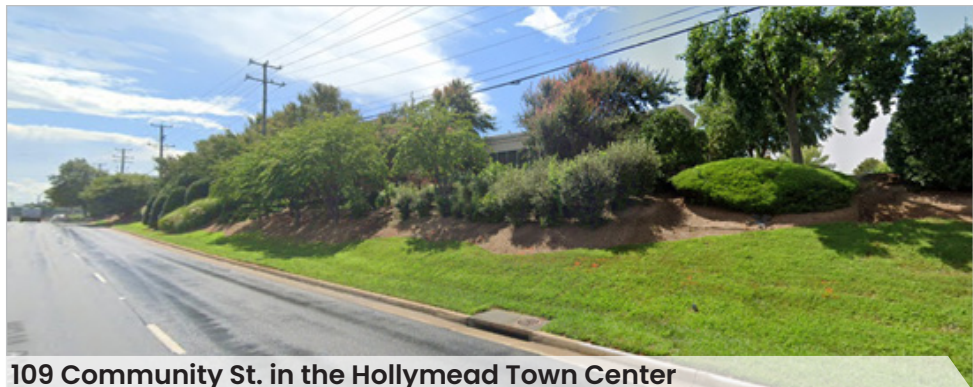
3912 and 3926 Seminole Trl.

Muted earth tones and large shade trees reduce the visibility of a two-story office building that rises above a commercial site that predates the establishment of the Entrance Corridors.



3263 and 3267 Proffit Rd.

Red brick walls and gray metal roofs provide continuity along the corridor.



109 Community St. in the Hollymead Town Center

A heavily landscaped berm screens parking lots from the street.

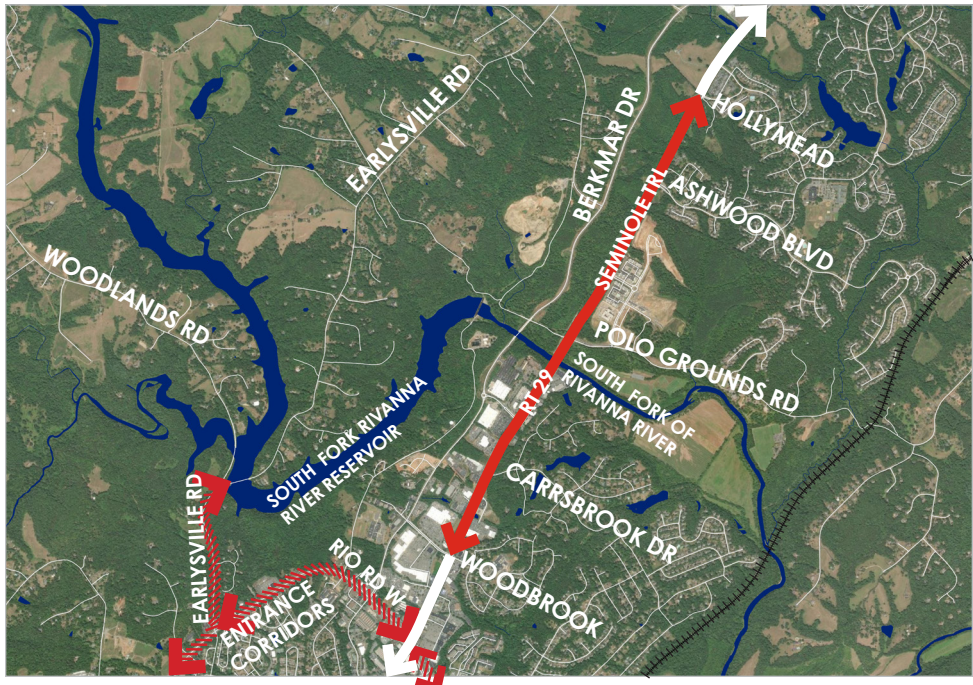
Entrance Corridor: Route 29 North: Seam between Centers

Between Hollymead Dr. and Woodbrook Dr.

DRAFT



Last updated: 11.15.2022



LENGTH: 2.5 MILES

GENERAL CHARACTERISTICS

Between Hollymead Dr. and the South Fork of the Rivanna, mature wooded buffers and landscaped berms screen much of the residential development that predominates on the east side of the corridor. That condition, combined with the undeveloped, wooded lots on the west side of the corridor and intermittent landscaping in the center median, soften the view along this section of the segment. The Brookhill multifamily residential development, under construction north of Polo Grounds Rd., has some visibility from the corridor.

South of the South Fork, in the vicinity of Hilton Heights Rd., development becomes more consistently visible and, progressing south, it increases in intensity. A range of uses take a variety of forms, including big boxes, strip shopping centers, automobile dealerships, and individual commercial buildings. Sidewalks are provided consistently, though pedestrian amenities are few. Portions of the center median are planted, contributing a degree of softening along this commercial segment. Most of the commercial sites in this segment have been reviewed by the ARB either as new development or renovations to development that preceded the establishment of the Entrance Corridors. Woodbrook Dr., at the southernmost end of the segment, is set at a topographic highpoint, from which distant views are available to the north.

STRUCTURES – PREDOMINANT FEATURES

- Form: Simple and compound forms; flat, gabled and hipped roofs
- Scale: Ranges from small to extra-large
- Materials: Brick and other masonry, stucco, metal
- Colors: Red, tan, grey, white/off-white; some splashes of corporate color

LANDSCAPE – PREDOMINANT FEATURES

- Mature shade trees along the frontage of developed parcels
- Rows of shrubs help screen parking lots and parked vehicles
- Wooded lots more prevalent north of the South Fork of the Rivanna

ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Consistent shade trees, ornamental trees, and shrubs along the street frontage
- Building mass that achieves human scale

CHARACTERISTICS TO AVOID

- Un-relegated, un-landscaped parking lots
- Large building masses without relief
- Trademark designs that aren't modified for a coordinated appearance along the corridor
- Parking, signs, and lighting that overpower primary buildings and architectural elements

Entrance Corridor: Route 29 North: Seam between Centers

Between Hollymead Dr. and Woodbrook Dr.

DRAFT

PRECEDENT IMAGES

Last updated: 11.15.2022



1522-1552 Insurance Ln.

A berm and shade trees help integrate this development into the corridor.



Vicinity of Stella Ln.

Contemporary multi-family residential buildings in the Brookhill development at Stella Ln. and Seminole Trl. Building mass is mitigated by modulated facades, varying materials and a landscape buffer.



2335 Seminole Ln.

Contemporary materials (metal mesh, glass, fiber cement), simple massing, and a focal entrance are used to update a building originally constructed prior to the establishment of the Entrance Corridor and maintain consistency with the ECDG.



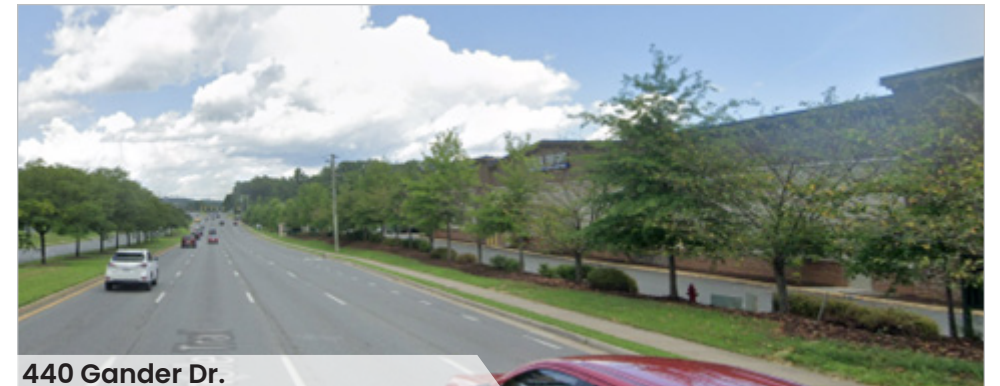
2231 Seminole Ln.

Dark, earthy colors drawn from the surrounding landscape integrate the building and the site. Variations in form, materials and textures result in a visually interesting, human-scaled building.



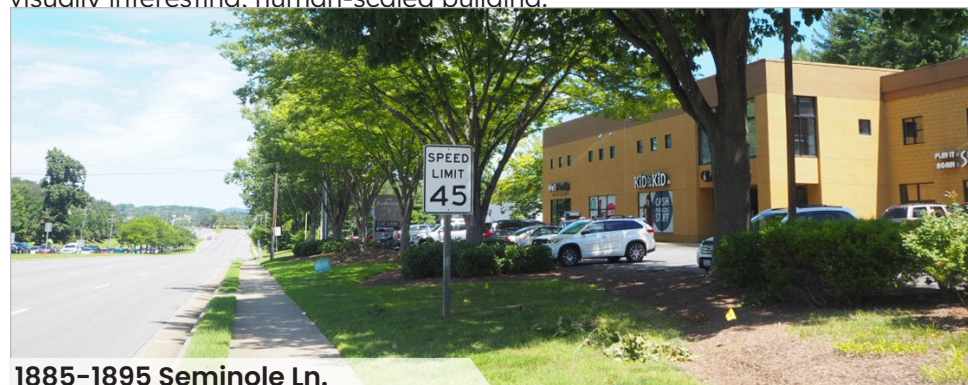
420 Gander Dr.

Masonry materials and muted earth-tone colors help integrate this building into the surroundings.



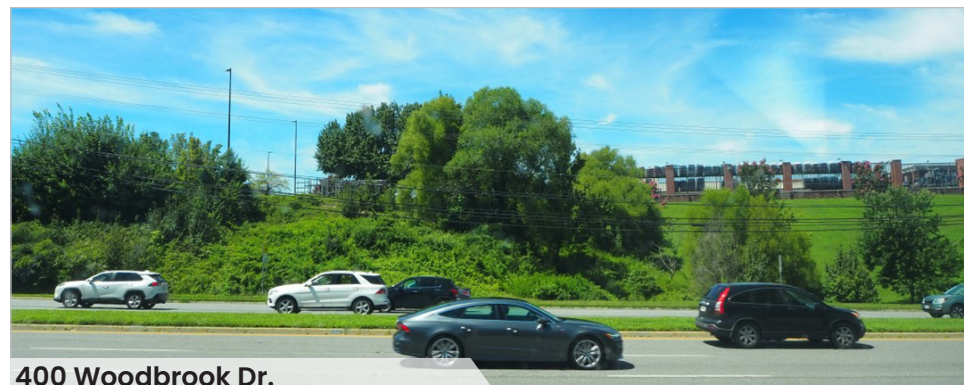
440 Gander Dr.

A row of shade trees helps mitigate the mass of a big box store and its parking lot.



1885-1895 Seminole Ln.

While providing shade for sidewalks, mature trees can serve as key visual elements for developments whose structures have simple architectural details. The elevated vantage point of Woodbrook Drive allows distant views to the north.



400 Woodbrook Dr.

More naturalized planting can serve as an effective buffer between developments and the Entrance Corridor street.



350 Woodbrook Dr.

Setback and a landscaped berm help mitigate the impact of the accent colors of a fast-food restaurant.

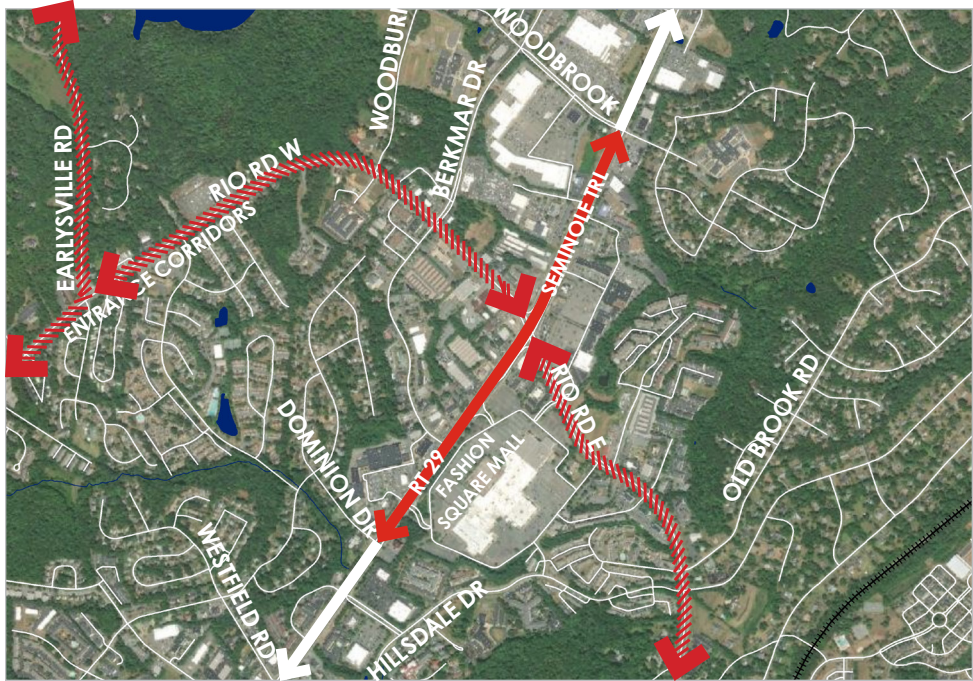
Entrance Corridor: Route 29 North: Rio29 Small Area Plan

Between Woodbrook Dr. and Dominion Dr.

DRAFT



Last updated: 11.15.2022



LENGTH: 1.0 MILES

GENERAL CHARACTERISTICS

Commercial buildings dominate in this segment, with most of the development predating the ECDG. This includes four large shopping centers - Fashion Square Mall, Albemarle Square, Rio Hill and Twenty-ninth Place - all with very large parking lots and deep setbacks from the street. Many sites that predate the corridor establishment lack the frontage planting required by the ECDG. Elsewhere, landscaping, including mature shade trees and layers of lower plantings, is an important factor in mitigating the expansive parking areas and branding features of franchise businesses, helps balance the variety of architecture beyond, and supports the establishment of a coordinated appearance along the corridor.

The Rio29 Small Area Plan, which encompasses this entire segment, establishes a vision for the character (the form, feel, and uses) of development and redevelopment in this area. The Plan identifies four Character Areas with standards for parking and building size, location, and design for each one. Implementation of these standards will help establish a vibrant urban form along this segment of the corridor.

- The URBAN CORE and CORE character areas are concentrated around Rio Rd. and extend north and south along the corridor. The core is intended to have the highest intensity of development, the tallest buildings at 3-6 stories in height, and a highly urban and pedestrian-friendly environment. Active ground-story uses and relegated parking are key features.
- The FLEX character area is a transitional area surrounding and supporting the Core areas. It allows a high degree of flexibility in building use and form. An enhanced network of civic spaces and pedestrian, bike, and transit options are critical attributes.
- The EDGE character area meets the Rt. 29 North corridor at Woodbrook Dr., where it extends approximately 740' south on the east side of the corridor. The Edge is an area of less-intense development near existing neighborhoods. Buildings with lower heights and smaller footprints are key features for maintaining compatibility with adjacent residential neighborhoods.

**See the Rio20 Small Area Plan (Albemarle County, December 2018), and the Rio29 Form-Based Code Overlay District (Albemarle County, September 2021) for more information.*

STRUCTURES – PREDOMINANT FEATURES

- Form: Simple and compound footprints; primarily flat roofs, some shed roofs; gabled and hipped roofs for smaller buildings with more traditional styles
- Scale: Mostly one story, some 1-1/2- and 2-story heights
- Materials: Brick, stucco, metal
- Colors: Red/orange, off-white, green, brown

LANDSCAPE – PREDOMINANT FEATURES

- Street trees and rows of shrubs along the frontage
- Some landscaped berms OR Landscaped berms to mitigate topographic differences between developments and the roadway

ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Strong landscape edge along frontage and parking areas
- Consistent street trees and shrub rows
- Buildings with human scale, pedestrian-friendly development

CHARACTERISTICS TO AVOID

- Parking, signs, and lighting that overpower primary buildings and architectural elements
- Un-landscaped parking lots
- Lack of mitigation for developments that aren't oriented toward the corridor
- Trademark designs that aren't modified for a coordinated appearance along the corridor

Entrance Corridor: Route 29 North: Rio29 Small Area Plan

Between Woodbrook Dr. and Dominion Dr.

DRAFT

PRECEDENT IMAGES

Last updated: 11.15.2022



2100 Rio Hill Center
Alternating heights and repetition of bays help modulate building mass and scale.



1881 Seminole Trl.
A service station renovated for restaurant use retains traditional architectural detailing.



1431 Seminole Trl.
A contemporary example of Modernism on the corridor. Materials with warm earth tones settle this building in the landscape.



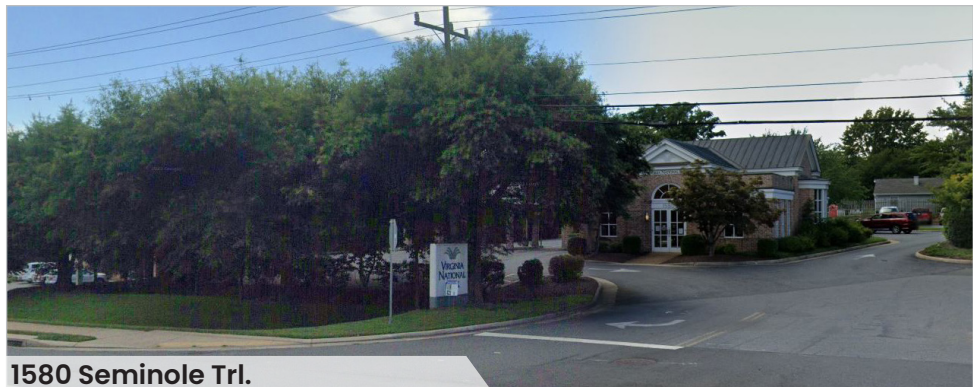
100 Twentyninth Place Ct.
Frontage trees and a berm enhanced with low-level plantings help soften the view of a parking lot.



Southeast Corner of Seminole Trl./Rio Rd. Intersection
A tall berm with mature shade trees and low-level plantings filters the view of a shopping mall with expansive parking lots.



Albemarle Square Shopping Center Frontage
A consistent row of shade trees and shrubs establishes a coordinated view along the corridor.



1580 Seminole Trl.
A small footprint, hipped roof, masonry materials and traditional details establish a connection between this bank building and the historic architecture of the area.

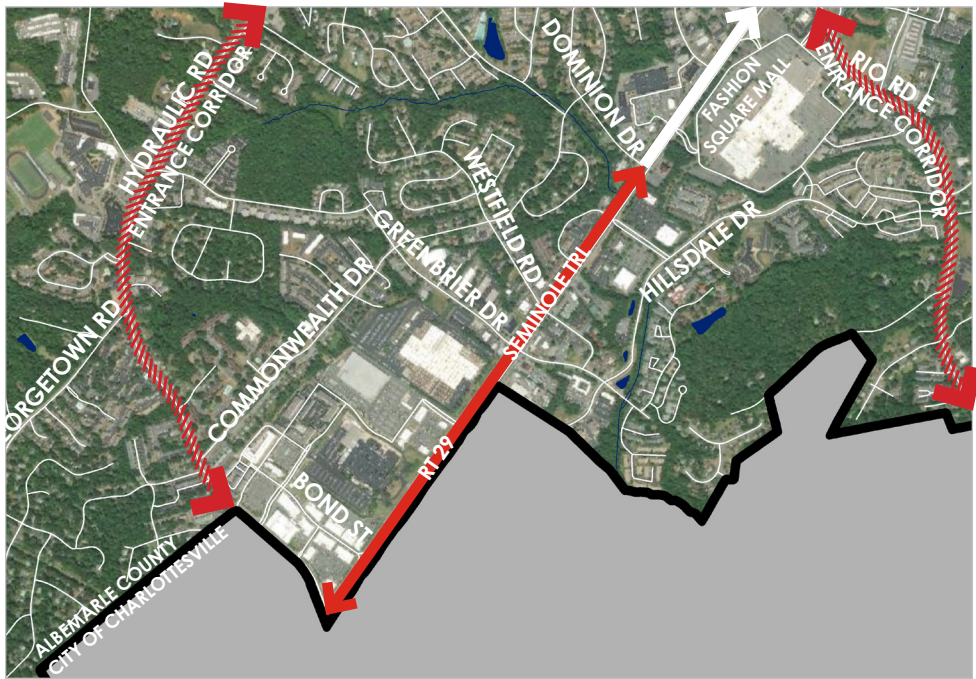
Entrance Corridor: Route 29 North: Commercial Transition

Between Dominion Dr. and Hydraulic Rd. on the west and approximately 450 feet south of Greenbrier Dr. on the east

DRAFT



Last updated: 11.15.2022



LENGTH: 1.1 MILES

GENERAL CHARACTERISTICS

The southernmost segment of the Rt. 29 North corridor is one of the most highly diverse commercial areas in Albemarle County. Most of the buildings are one story in height, though two-, three-, and four-story motels, hotels, and office buildings do exist. At the southern end of the segment (only the west side of which falls within the County boundary) the Stonefield Town Center and two industrial properties occupy large sites with large building footprints and relegated parking areas. In both cases, frontage planting helps establish an appropriate appearance along the corridor. Parking lots and signage are dominant elements of most of the development that predates the ECDG. Mature trees and screening shrubs are effective at mitigating impacts of later development. In some cases, topography helps screen development from the street.

This area includes a mix of development that predates the establishment of the Entrance Corridor and later construction that has been reviewed and approved by the ARB.

STRUCTURES – PREDOMINANT FEATURES

- Form: Simple or compound footprints; gabled, hipped and flat roofs
- Scale: Small to extra-large; 1-4 stories
- Materials: Brick veneer, metal, stucco
- Colors: Red brick, gray, white, tan

LANDSCAPE – PREDOMINANT FEATURES

- Frontage planting of trees and shrubs
- Added low level plants – shrubs and grasses with varying shapes and textures – enhance the view

ELEMENTS OF ORDERLY AND ATTRACTIVE DEVELOPMENT

- Capitalize on topography to mitigate building mass
- Consistent setback
- Trademark design adapted to local character
- Architectural detailing to mitigate blank walls
- Strong landscaped frontage and edges

CHARACTERISTICS TO AVOID

- Un-relegated, un-landscaped parking lots
- Parking, signs, and lighting that overpower primary buildings and architectural elements

Entrance Corridor: Route 29 North: Commercial Transition

Between Dominion Dr. and Hydraulic Rd. on the west and approximately 450 feet south of Greenbrier Dr. on the east

DRAFT

PRECEDENT IMAGES

Last updated: 11.15.2022



2101 Dominion Dr.

Traditional building forms and details establish a tie to the historic architecture of the County. Repetition of the forms and details creates a coordinated appearance for the drive-thru canopy.



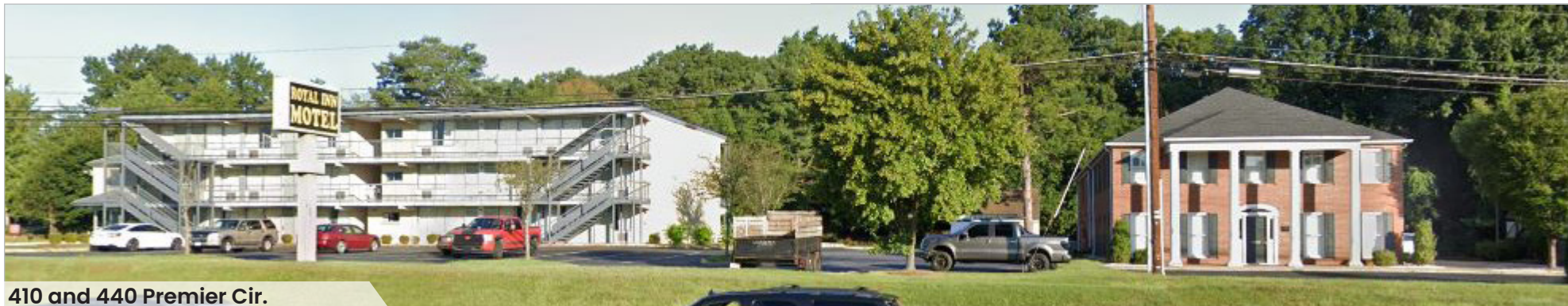
571-577 Branchlands Blvd.

A combination of topography and plantings screen some structures almost completely from the corridor.



460-470 Premier Cir.

A landscaped berm softens the view of parking and paving adjacent to the corridor.



410 and 440 Premier Cir.

A Modernist motel (left), a prototypical example of an auto-centric structure, and a traditionally styled office building (right) exemplify the range of styles and uses on the corridor.



1240 Seminole Trl.

Red brick, coordinated wall signs, and frontage trees and shrubs help establish a coordinated appearance along the corridor.



3924-3928 Lenox Ave.

Layers of landscaping soften the appearance of parking lots and provide a level of coordination along the corridor.



2010-2015 Bond St.

Buildings within the same development share a common material palette, reserving corners for distinctive treatments.



2025 Bond St.

Careful choice of materials, forms and detailing mitigate blankness in a commercial building at a busy intersection.