

# Design Guidelines for 360 / Creighton Parkway

September 24, 2025

Revised December 11, 2025

## **PURPOSE**

These design guidelines are intended to ensure compatibility among the commercial and retail structures within the 360 / Creighton Parkway Development. Buildings within the Development shall meet these standards unless otherwise noted herein.

## **ARCHITECTURAL THEME**

All commercial and retail architecture shall be modern in style with clean lines and asymmetrical geometries on the building facade. A combination of consistent exterior finish materials (see Building Materials section below) shall be used on all four (4) sides of the building. Buildings shall complement one another and create a cohesive environment with the adjacent townhomes. Compatibility will be met through scale, materials, forms, and/or colors.

## **COLORS**

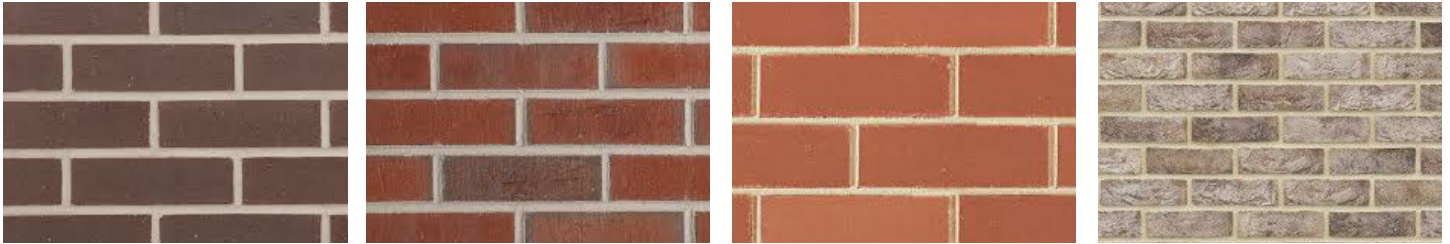
Colors shall generally be neutral tones including brown, beige, ivory, cream, and/or gray. Accent colors shall complement the main palette, with limited allowances for brand colors (i.e. reds, blues, yellows). No neon colors are permitted.

**BUILDING MATERIALS (FIELD)**

Field materials of all buildings shall consist of at least two (2) of the following materials in color families indicated below: brick, EIFS, plank or board and batten siding, natural or manufactured stone. Masonry (brick and/or stone) shall be the predominant material, comprising of at least 60% of facade area, as viewed from the main street frontage (Creighton Parkway or Mechanicsville Turnpike). At non-street frontage elevations, masonry shall comprise a minimum of 40% of facade area.

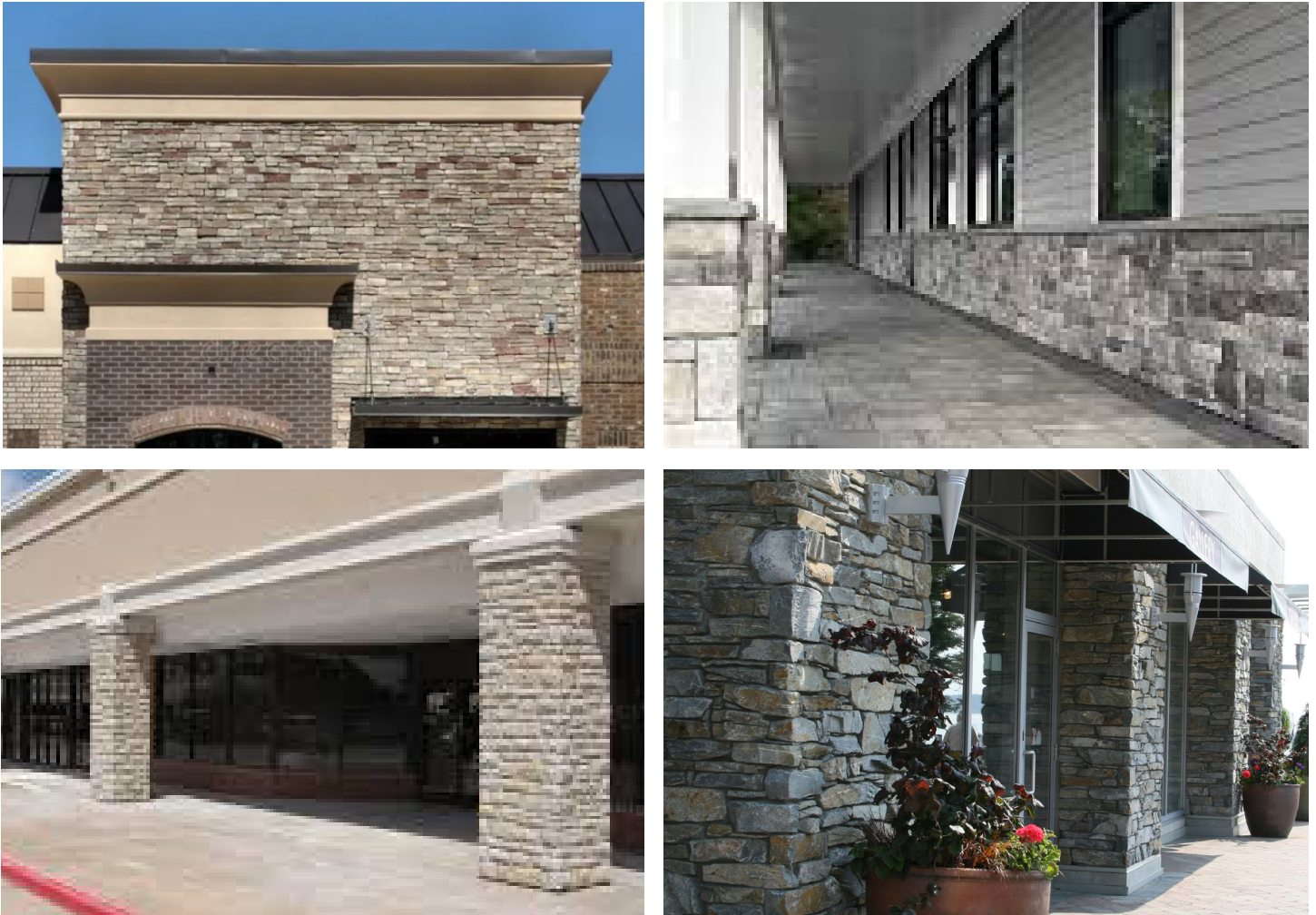
**BRICK\***

Field brick shall be in neutral browns and/or reds.



**STONE\***

Field stone shall be in neutral browns and/or grays.



**EIFS**

EIFS used as a field material shall be neutral shades of white/off-white to mid-tone browns and/or grays and comprise no more than 40% of each building facade.



**PLANK OR BOARD & BATTEN SIDING**

Siding shall be neutral shades of white/off-white to mid-tone browns and/or grays and comprise no more than 40% of each facade.



**WATER TABLE**

Buildings shall have a masonry water table element from grade to 30" minimum on building perimeter where EIFS or siding are used as a field material above.

**BUILDING MATERIALS (ACCENT)**

The following accent materials will be allowed and shall comprise no more than 20% in total of each facade.

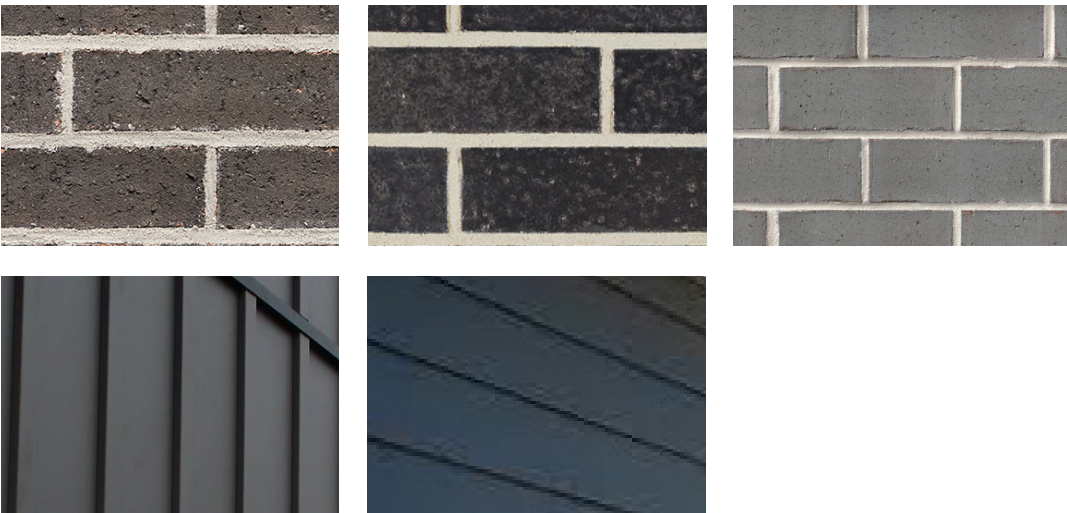
**LIGHT TONED BRICK**

Contrasting or coordinating mortar colors allowed.



**BLACK/DARK TONED BRICK OR SIDING**

Contrasting or coordinating mortar colors allowed.



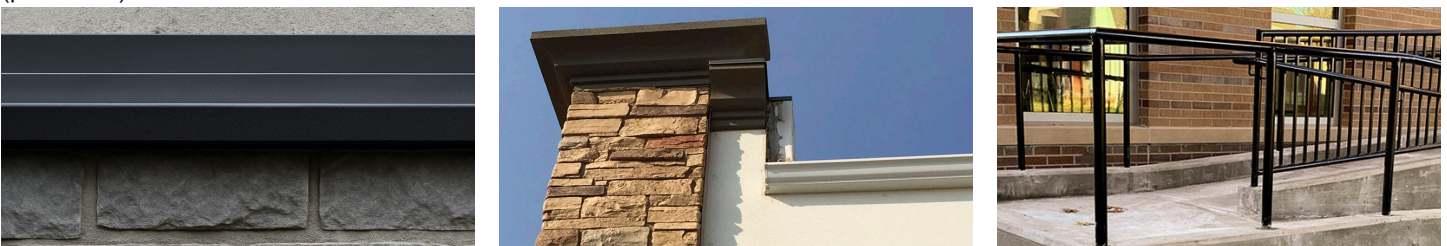
**WOOD-LOOK SIDING**

Tongue & groove or flat-lock panel, no lap siding.



**METAL**

Allowed for Copings, Cornices, and Railings. Any Metal elements, except as allowed for accent colors, shall be black (preferred) or dark bronze.



**BRAND COLORS**

Allowed with approval. Brand colors shall comprise no more than 15% of total building facade area, and no more than 20% of any one facade.



**MISCELLANEOUS**

**BUILDING ARTICULATION**

Street-facing front building facades that are greater than 60 feet wide shall be articulated with wall offsets (e.g. projections or recesses in the facade plane) that are at least one foot deep, at least 10 feet wide, and spaced no more than 40 feet apart.

The following alternatives can be used alone or in combination as an alternative to the required front facade offsets:

- a. Distinct changes in facade texture, materials, or color that follows the same dimensional width and spacing standards as the offset requirements.
- b. Roofline variations that vertically align with a corresponding wall offset or change in facade texture, materials, or color, including changes in roof form and/or the height of parapet walls; or
- c. Vertical accents or focal points.

**STOREFRONT**

Storefront shall be incorporated into the building design, where appropriate. Storefront frames shall be black (preferred) or dark bronze.



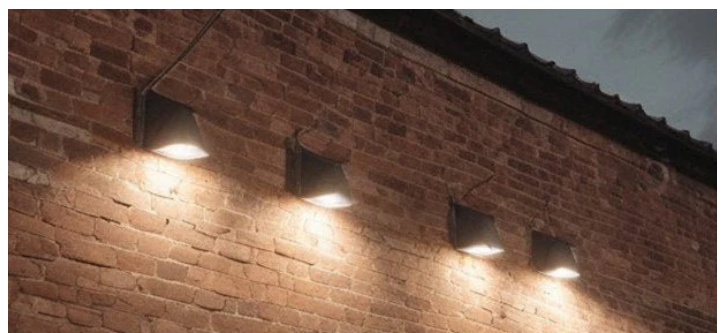
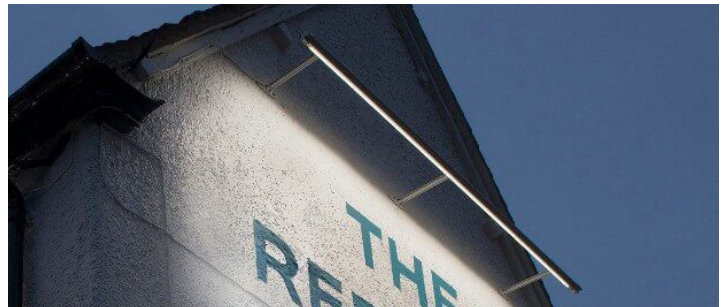
## CANOPIES

Horizontal flat canopies or rigid metal with standing seam awnings are encouraged. Fabric canopies are acceptable. Canopies to be shades of black (preferred), dark grey, or dark bronze. Brand colors are allowed in limited amounts as approved. (See Brand Colors sections above.)



## BUILDING MOUNTED LIGHTING

Lighting shall be black (preferred) or dark bronze. Images below to be used as guidance for light fixture types and styles.



## MONUMENTAL SIGNAGE

Monumental signs shall have a masonry base.



## DUMPSTER SCREENING

All dumpsters shall have an enclosure. Enclosures shall consist of a three (3) sided wall with a gate across the opening for access. The wall shall utilize materials from the principal structure on each site. Gates shall be solid to block the dumpster from view.

## MECHANICAL EQUIPMENT

Mechanical equipment must be screened from view. If roof mounted, a parapet shall be installed to screen. If ground mounted, then evergreen shrubs, trees, or fencing, compatible with the building architecture, shall be installed to screen.

## ROOFING

A combination of roof styles and variation in height is encouraged for appropriate scale and interest.

### SLOPED ROOFS

- Gable sloped roofs are encouraged for a portion of the main building structure, but shall be in proportions compatible with the adjacent dwelling units.
- Each building shall incorporate at least one prominent pitched-roof element (may be small, but should be highly visible). If not the main roof line, gables could be utilized as an entry pediment, canopy, etc.
- The maximum height measured from the midpoint slope of the pitched roof shall be 28' for single story buildings.
- The maximum pitch for the roof shall be 8:12 and the minimum pitch shall be 3:12.
- Pitched roofs longer than 60' shall incorporate one or more dormers to provide appropriate variation.
- Unless otherwise permitted, material shall be asphalt shingle or pre-finished standing seam metal in shades of dark gray or black.



**FLAT ROOFS**

- Flat roofs may also be permitted.
- The maximum height of the main building parapet shall be 28' above finish floor for single story buildings.
- The parapet height should vary with entrance elements being higher and more prominent (2 height variations minimum).
- The facade shall include variations in roof planes and/or in the height of the parapet wall at least every 60' of roof line length along the facade.
- Parapets should be finished on all visible sides.
- Parapets may utilize any acceptable wall/facade material.
- Prominent fascia and/or cornice with modern, clean lines is encouraged at accent elements.
- Where no fascia or cornice element is incorporated, copings shall have a minimum 6" vertical face and distinguish the building frame.

## **SUMMARY**

These Design Guidelines are meant to encourage a well detailed architecture that is compatible among all buildings within the development. All designs must also adhere to proffers and ordinances. All buildings within this development are subject to architectural review at time of site review.