

# B-2

## Highway Commercial

**Purpose:** Intended to serve a variety of commercial business types for local and regional customers. Located particularly along major thoroughfares where a mix of commercial activity now exists, but is not characterized by extensive warehousing, frequent heavy trucking, or open storage. The location serves as an important gateway, thus improving its function and design through elements such as lighting, landscaping, signage, building setbacks and screening, directly impacts the economic goals for Ashland.

### Building Setbacks

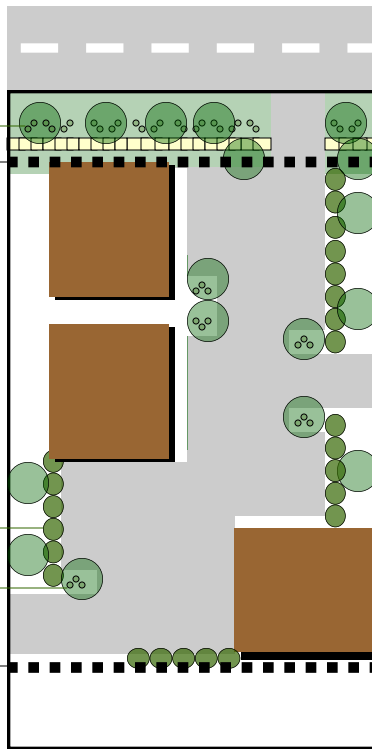
- Front: 20' min.
- Side: 0' min.  
(50' to residential)
- Rear: 20' min.  
(50' to residential)

### Landscaping

- 1 street tree per 50'
- 20' front setback
- 5' parking buffer
- 5% internal parking
- 10% tree canopy

### Lot Size

Minimum 0.5 acres



### Height

If over 35', then a conditional use permit is required

### Outdoor Dining

Yes, but allow for a 5' pedestrian path

### Outdoor Display

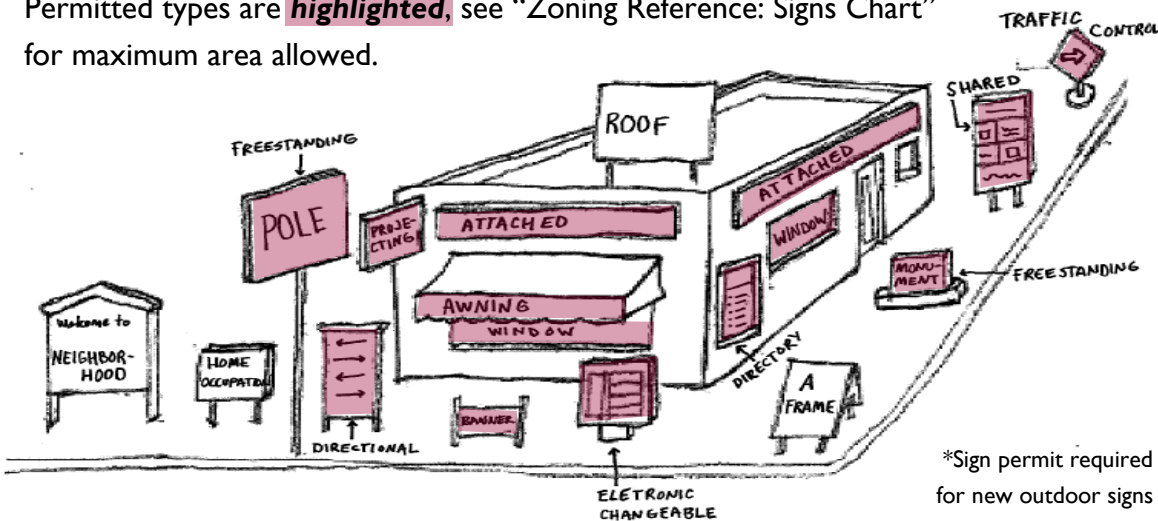
Yes, but not located within the 20' front landscape setback; no chain link fencing or attention getting devices such as flag banners or wind socks

### Outdoor Storage

Yes, if screened from view from public right-of-way or residential properties (see screening materials on back of sheet)

### Signs

Permitted types are **highlighted**, see "Zoning Reference: Signs Chart" for maximum area allowed.



\*Sign permit required for new outdoor signs



## Parking

Parking minimum for common businesses:

- Hotel = 1 per room + 1 per every 10 rooms
- Restaurant = 1 per 100 SF
- Retail = 1 per 300 SF
- Office = 1 per 300 SF
- Automobile sales/repair = 1 per 500 SF + 1 per 7,000 SF of sales area

Parking lot connection to adjacent lot required, administrative exception available

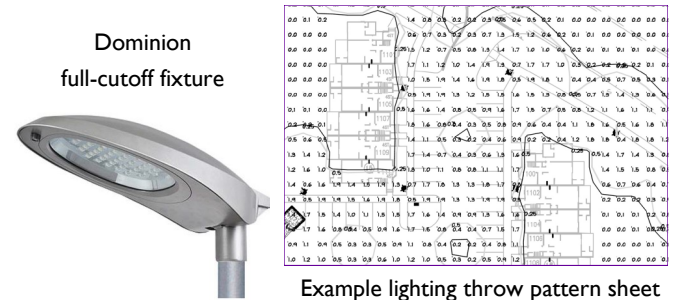
Shared parking encouraged, when available

## Outdoor Lighting

Full cutoff design fixtures, dark sky compliant

Maximum 0.5 foot-candle at boundary

Maximum 20' height from ground to highest point



## Architecture

Roof-top mechanical units screened from view of public roads or residential property using building parapet, wall of similar materials, or landscaping

Preferred 50% min. windows on first floor of retail or restaurant building

Preferred materials: brick, stone, glass, glass block, architectural precast, split face block, architectural and prefabricated metals, or synthetic stucco



## Utilities

Backflow preventer may be required if warranted by Virginia Department of Health regulations

Potential strong waste surcharge for restaurants, schools, or facilities with commercial kitchens

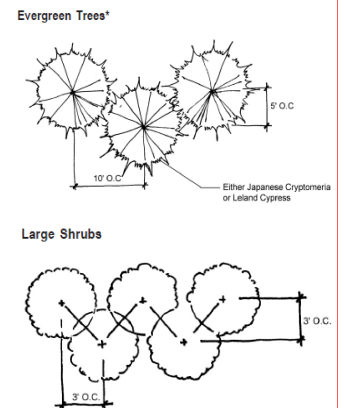
Contact Hanover DPU for commercial water/sewer rates at (804)365-6019 or visit their website: [hanovercounty.gov/Public-Utilities](http://hanovercounty.gov/Public-Utilities)

## Screening

Screen commercial dumpsters and mechanical units from public view with a minimum 6' high screen

Materials:

- Wall
- Fencing (no chain link)
- Evergreen or large shrubs
- Main building materials



## Questions or Comments

Contact the Town of Ashland Department of Planning and Community Development at (804) 798-1073.