9. Retail Guidelines

Retail will be strategically placed for the retail’s success and the enhancement of the campus image.

All retail design in the North Sector Master Plan will be subject to individual project review.

Preferred Location (Blue lines on map)

- New retail locations at intersection of University Drive & Mason Blvd
- Phase 1 buildings: along University Drive and around new Mason Plaza
- New Living-learning building: along Chesapeake Lane

Streetscape should be layered with:

- On-street parking
- Street trees
- Amenity zone for cafe seating (approx. 10’)
- Pedestrian zone/open walkway
- Retail expansion zone
- Lighting, awnings, and signage

Retail architecture to have:

- Minimum 75% glazing required for retail storefronts.
- 14’ clear interior heights
- Minimum of 20’ storefront extension from corner.
- Diverse and individualized storefronts with varied materials, signage, lighting, and awnings.
- Maximum 4’ projection into R.O.W
- Low E or transparent glass; must allow 20’ visibility into retail space

Precedent: Layered Retail Street

Precedent: Retail Street Section

Individualized Storefront Design