

APPENDIX C: U.S. HIGHWAY 17 CORRIDOR OVERLAY DISTRICT STANDARDS

Creation

The creation of these standards is intended to supplement all land use plan requirements. These standards are created as an overlay zoning district known as the "U.S. Highway 17 Corridor Overlay District." Property within the U.S. Highway 17 corridor can be generally described as the block of property between C and D Street (U.S. Highway 17) extending 250 feet from the center of the Highway 17 right-of-way both north and south. These properties shall be subject to all provisions herein. The Town Board of Commissioners shall, at its discretion, expand the overlay district boundaries from time to time in order to achieve the desired goals of creating an architectural urban form and enhancing property values within the Town limits.

Goal

The goal of creating these overlay standards is to enhance the urban redevelopment of the Town core by promoting the enhancement of existing development and creating new development standards so the urban core may have a cohesive architectural and aesthetic form, consequentially attracting new businesses and enhancing the economic viability.

Purpose

The purpose of these overlay standards is to ensure that the designated corridor is developed in a manner which:

1. Insures that property within the corridor is developed into a well-organized urban core, which entices new businesses to the area and enhances property values for the entire Town;
2. Provides uniform design standards to establish high quality development;
3. Prevents visual pollution caused by unplanned and uncoordinated uses, buildings, and structures;
4. Maximizes traffic circulation functions from the standpoint of safety, roadway capacity, vehicular, and non-vehicular movement;
5. Promotes pedestrian circulation;
6. Maintains and enhances property values;
7. Preserves natural features to the extent practicable; and

8. Recognizes and maintains allowances for existing uses and buildings.

ARTICLE 2. DEVELOPMENT STANDARDS

1.0 Existing Development

For purposes of this overlay district, existing development shall be defined as lands that are currently developed or being used for public purposes. Provisions for vacant lands are included in these standards, as it is understood that the maintenance of vacant properties can greatly affect the overall aesthetics of the community. Protection of property rights and current enjoyment of private property will be maintained to the greatest extent possible. However, it is understood that in order to increase the overall value of properties within the Town and to achieve the goals of the overlay district, restrictions and enhancements to developing properties must be incorporated into these standards. The following standards will be used to evaluate development and introduce remedies that enable the overall enhancement of the downtown core.

1. Commercial uses:

a. Commercial uses will maintain property in a manner consistent with the corridor overlay district standards. Broken fences are to be repaired or replaced, trash

removed, landscaping maintained, and any other maintenance performed in order to represent an aesthetically pleasing downtown core .

b. All outdoor storage of materials and equipment will be screened from view of U.S. Highway 17 by landscaping, walls, or other acceptable buffering.

c. In order to reduce glare, site lighting will be modified so that building lights are not directed towards travel lanes on U.S. Highway 17.

2. Residential uses:

a. All residential homes within the overlay district will be required to maintain property in a manner that complies with the corridor overlay standards.

b. Outdoor storage of boats, cars, or other equipment will be screened from view of the Highway 17 public right-of-way.

c. All trash will be removed from back, front, and side yards.

d. Landscaping will be maintained.

e. Signage or other means of identifying a business within the home must comply with existing Town ordinances and standards as stated within.

3. Vacant properties:

a. All property owners of lands within the overlay district that are currently vacant will be required to maintain property in a manner that complies with the corridor overlay standards.

b. All trash and debris, including fallen trees and dead vegetation, will be required to be removed.

c. No outdoor storage of materials will be allowed.

d. All fencing will need to be repaired and maintained.

1.1 New Construction:

The following provisions will apply to all new construction or where the cost of remodeling of an existing building exceeds 30% of the appraised value of the building. This will not apply to the remodeling of existing residential units.

Architectural controls:

Standards for architectural character and materials must be included in order

to create a viable urban core. The following standards will be applied to all new construction.

1. Exterior building materials and finishes:

a. The materials and architectural styles used during the development of the Town should reflect the character of the downtown urban core. The Town shall utilize specific standards and the Planning and Zoning Board to provide guidance to the Town Board of Commissioners on proposed construction within the overlay district.

b. The following building materials will be encouraged within the overlay district:

- i. Brick.
- ii. Stucco
- iii. Hardy plank
- iv. Wood

c. The following is a list of prohibited materials for use on the facades of buildings within the overlay district:

- i. Exposed metal
- ii. Unfinished concrete block
- iii. Other materials that do not keep within the aesthetic

character established by this overlay district and any reused materials.

d. The following fencing materials will be encouraged:

- i. Wrought iron
- ii. Aluminum picket
- iii. Decorative PVC
- iv. Split rail, privacy fence

e. The following fencing materials will be prohibited:

- i. Chain link
- ii. Barbed wire
- iii. Any material, if not otherwise approved, is prohibited.

1. Wood fencing will be allowed provided it is a maximum of 4 feet in the front yard (open pickets) and 8 feet in the side and rear yards.

Building setbacks:

The Town's zoning ordinances shall apply to building setbacks.

Building height:

The Town's zoning ordinances shall apply to building heights.

Required corridor buffer and buffer design along Highway 17:

1. For areas where a parking lot or vehicular use area is located in the front yard, the following shall apply:

a. A landscape buffer at least 20 feet in width shall be provided abutting the designated roadway right-of-way lines.

b. The developer/property owner shall be responsible for the purchase, installation, maintenance, and irrigation of all required landscaping.

c. The buffer shall be planted with canopy trees of 4-inch diameter at breast height (dbh) at time of planting. A minimum of four sub-canopy trees per one hundred feet of road frontage shall be planted in and abut access points and intersections.

d. No existing, dedicated, or reserved public or private right-of-way shall be included in calculation of the buffer width.

e. Storm water retention areas shall not be placed in the buffer area.

f. A continuous shrub hedge shall be planted in an arrangement to insure that a height of 3 feet will be attained within one year of planting so as to screen a

minimum of 75% of the parking area, to that height, as viewed from the right-of-way.

g. Existing vegetation shall be used where possible to meet these requirements.

2. For properties where the front yard of the building does not contain parking, the following criteria shall be used:

a. Street trees will be installed consisting of 4-inch diameter at breast height (dbh) at time of planting. The trees shall be planted every 40 feet. A solid shrub hedge may be planted at the base of the building or in planters used to provide plantings along the building frontage.

Parking areas:

Parking lots within the overlay district shall be designed and landscaped according to the following criteria:

1. Landscape requirements. A minimum of 10% of all parking areas and entryways shall be landscaped.

2. Parking bays. Parking bays shall not be larger than 40 spaces.

3. Landscaping breaks.

a. Perimeter landscaped parking breaks shall be a maximum of 200

square feet in area, planted with one canopy tree with a dbh of 2-3 inches and a maximum of 20 spaces apart.

b. Internal landscape breaks shall be a minimum of 400 square feet planted with one canopy tree, with a dbh 2-3 inches for every landscape break, and a minimum of three shrubs for every landscape break. Internal breaks shall be a maximum of 20 spaces apart.

c. Diamond landscape breaks shall be placed every ten spaces internally, shall be 8 feet by 8 feet, and shall be placed with one canopy tree.

4. Preservation. Existing vegetation shall be preserved where possible.

5. Lighting. Parking lot lighting shall be designed as follows.

a. Illumination onto adjacent properties shall not exceed 0.5 foot-candles.

b. Cut-off fixtures are required to conceal the actual source of the light, reducing the glare and directing the light to specific areas while shielding other areas.

c. The maximum height of the light pole shall be 16 feet, including the base.

Signage:

Signs shall be erected or installed according to these criteria:

1. Wall signs:

a. The maximum allowable wall sign area shall be two square feet per one linear foot of building frontage.

b. Total sign area shall be the sum of all sign areas excluding window signs or opening banners.

c. No individual wall sign shall exceed 200 square feet in size for a building with less than 200 linear feet of building frontage.

d. For buildings with frontage exceeding 200 linear feet, no individual sign shall exceed 400 square feet in size.

2. Ground signs:

a. Only one ground sign shall be allowed per parcel with 200 feet or less road frontage.

b. If a parcel's road frontage exceeds 200 feet and is less than 1,000 feet, then a maximum of

two ground signs shall be allowed, but no closer than 300 feet apart.

c. If a parcel's road frontage exceeds 1,000 feet, then a maximum of three ground signs shall be allowed, but no closer than 300 feet apart. For the purpose of this part, a parcel does not have to be a legally subdivided lot.

d. Vertical supports.

i. Vertical structural supports for ground signs shall be concealed in an enclosed base.

ii. A planter structure shall enclose the foot of the base.

iii. The planter shall be between 2 feet and 3 feet in height above the ground, with a minimum length equal to the width of the sign and a minimum width of three feet.

iv. The base and planter shall be of brick.

e. Lighting sources.

i. Any external above ground light source shall be located and hidden within the planter bed.

ii. Light sources located outside the planter bed shall be in a burial fixture.

f. The maximum height of the entire sign structure shall be 8 feet above the elevation of the nearest sidewalk.

g. The planter setback shall be a minimum of 5 feet from the right-of-way.

h. The maximum allowable ground sign area shall be one square foot per one linear foot of building frontage but shall not exceed 100 square feet. This calculation excludes ground sign base, sides and top.

i. In no case shall the sum of the total wall sign square footage plus total ground sign square footage exceed two square feet per one linear foot of building frontage on any given parcel.

i. Movement. No ground sign or its parts shall move or rotate.

j. Illumination. Sign lights shall be focused, directed, and so arranged as to prevent glare or direct illumination or traffic hazard from said lights onto residential districts or onto the

abutting roadways. No flashing or pulsating lights shall be permitted on any sign.

3. Prohibited signs. Off-premise signs, portable signs, pole signs, and temporary signs.

4. Exempted signs. Small real estate signs.

5. Flags. Flags are permitted as follows: a maximum of one state, one federal, and one local/county flag per parcel, each a maximum of 35 square feet.

6. Opening banners. Opening banners shall be allowed from two weeks prior to opening until one month after opening.

Utility lines:

All new or relocated utility lines within the designated corridor shall be constructed and installed beneath the surface of the ground unless it is determined otherwise by the Town Board of Commissioners in exercising the public's proprietary rights over publicly owned rights-of-way.

Walls:

All free-standing walls, sound barriers, ground sign enclosures, planters, etc., fronting the designated roadway or its major intersections shall be of brick construction.

Additional zoning variance criteria:

1. Landscape buffer width. The width may be reduced to a minimum of 8 feet only if the lot is less than 200 feet deep.
2. Ground signs. In order for ground signs along intersecting roadways greater than 250 feet from the corridor road way right-of-way to be approved, it must be demonstrated that the sign is not visible from the corridor roadway and that the sign is directed in such a manner as to be predominantly viewed from the intersecting street.

Parking/storage of major recreational equipment, personal vehicles, and certain commercial vehicles:

1. Within the commercial zoning district, boats, trailers, recreational vehicles, and other recreational equipment may be stored in any yard under the following conditions.
 - a. Recreational equipment must not be used for living, sleeping, or housekeeping purposes while parked or stored.
 - b. Recreational vehicles or equipment must not exceed 35 feet in length.
 - c. Recreational vehicles or equipment must not be parked,

stored, or encroach in any right-of-way easement.

Bicycle parking requirements:

1. Provisions for the safe and secure parking of bicycles shall be furnished to 5% of requirements for motor vehicles.
 - a. Not to exceed a maximum of 15 total bicycle parking spaces.
 - b. A minimum of two bicycle parking spaces are required.
2. Design.
 - a. Each parking space is to have a minimum of three feet of clearance on all sides of the bike rack.
 - b. Bicycle spaces will be surfaced with the same or similar materials approved for the motor vehicle parking lot.
 - c. These spaces are to be lighted and located no greater than 100 feet from the main entrance of buildings.

Dumpsters and recycling:

1. Trash container location requirements:

a. Dumpsters and their enclosures may be located within a required yard provided that they do not encroach into a required landscape area and that there is no blockage of view of motorists or pedestrians that would constitute a safety hazard.

b. For multi-family residential developments having more than one structure, no dumpster shall be located more than 250 feet from the structure that it is intended to serve (unless a compactor is used for service).

c. Container screening. Except as noted below, all dumpster receptacles shall be screened on at least three sides from view of adjacent property owners and from adjacent streets on the first-floor level. All enclosures must have a concrete pad as the floor of the enclosure. This screening shall not be subject to height limitations for fences, provided that the vision of motorists on adjacent streets remains unobstructed.

d. Curbside pickup.

The Town may approve curbside pickup in lieu of dumpsters or compactors for individually owned multi-family residences.

Sidewalks and bike lane requirements:

1. Sidewalks and bike lanes, where applicable, must be constructed contiguous to public and private roadways, in conformance with the following criteria.

a. Bike lanes must be provided on collector and arterial streets.

b. Sidewalks six feet in width must be provided on both sides of collector and arterial streets.

i. In certain circumstances the sidewalk and bike lane may serve the same purpose.

c. Sidewalks five feet in width will be provided on both sides of local streets.

d. All bicycle lanes must have signage and be marked in accordance with the latest edition of the *U. S. D. O. T. Federal Highway Administration Manual on Uniform Traffic Control Devices*.

e. Sidewalk
construction/materials.

i. All sidewalks shall be constructed of Portland cement concrete, or paved brick in conformance with the standard right-of-way cross sections in locations illustrated on an approved site development plan.

ii. All bike lanes are to be designed and constructed in accordance with the most current *North Carolina Bicycle Facilities Design Standards* and standards requirements.

(Ord. 9-09-2008-01, passed 9-09-2008)