

## **AN ORDINANCE AMENDING THE ZONING ORDINANCE WITH RESPECT TO COMMERCIAL DESIGN STANDARDS**

**The following definitions in Article 4, DEFINITIONS, of the Travelers Rest Zoning Ordinance shall be added:**

**Arcade** – an area contiguous to a street or plaza that is open and unobstructed, and that is accessible to the public at all times. Arcades may include building columns, landscaping, statuary and fountains. Arcades do not include off-street loading/unloading areas, driveways or parking areas.

**Articulate** – to give emphasis to or distinctly identify a particular element. An articulated exterior wall would be the emphasis of elements on the face of a wall including a change in setback, materials, roof pitch or height.

**Buffer** – see also “screen”. An area provided to reduce the conflict between two different land uses. Buffers are intended to mitigate undesired views, noise and glare – effectively providing greater privacy to neighboring land uses. Typical buffers consist of materials that serve this purpose and include, but are not limited to, plant materials, walls, fences and/or significant land area to separate the uses.

**Development Plan** – Plan for property prior to development.

**Dormer** – a window set vertically in a gable projecting from a sloping roof.

**Exterior wall** – the portion of any exterior elevation on the building extending from grade to the top of the parapet, wall or eaves and extending the entire length of the building.

**Gable** – a triangular wall section at the end of a pitched roof, bounded by the two roof slopes.

**Hip Roof** – roof without gables.

**Parapet** – the portion of a wall that extends above the roofline.

**Pedestrian Walkway** – a surfaced walkway, separate from the traveled portion of a public or private right-of-way or parking lot/driving aisle.

**Portico** – a porch or walkway with a roof supported by columns, often leading to the entrance to a building.

**Public/Private Right of Way** – any public or private road, or access easement intended to provide public access to any lot/development, excluding any service road or internal driving aisle (i.e., within parking lots).

**Sales, Outdoor** – The sales of items outside of the store

**Screen** – see also “buffer”. The sole purpose of a screen is to block views. A screen should be constructed of opaque materials and whose height will be effective in obstructing unwanted views.

**The following text is adopted as Section 6:17, Commercial Design Standards:**

### **Section 6:17 Commercial Design Standards**

#### **6:17.1 Intent**

This section is established to accomplish three goals:

1. to provide protection to residents from poorly designed and aesthetically unattractive commercial developments;
2. to provide the developer with clear standards that their projects must adhere to; and
3. create design standards without compromising creativity in design for the developer.

To accomplish these goals, this section places regulations on exterior wall design, materials, and colors; roof materials and colors; entrances; pedestrian accessibility; landscaping requirements; and screening of outdoor storage, disposal, HVAC equipment and loading operations.

#### **6:17.2 Applicability**

This section applies to all new development within commercial zoning districts, including:

- O-D, Office District;
- C-1, Commercial District;
- C-2, Commercial District; and
- C-1N, Neighborhood Commercial District.

For the C-1N, Neighborhood Commercial District, design requirements specified during their respective plan review processes may exceed the standards specified in this section.

#### **6:17.3 Design Standards**

The following standards are intended to be used as a design aid by developers proposing retail developments and as an evaluation tool by the Travelers Rest Planning Commission during their review processes.

### **6:17.3-1 Aesthetic Character**

**Intent:** Commercial developments have a large impact on the way a community presents itself. As such, commercial development should be designed in a manner that limits negative visual impacts.

**Standard:** Any side of a building visible from a public or private right-of-way or a low-density residential district (R-15, R-12, R-10, and R-7.5) shall be built in accordance with Section 6:17.3-1.

#### **A. Exterior Walls**

**Intent:** Buildings should have architectural features and patterns that provide visual interest and be consistent with the community's identity, character, and scale. The intent is to encourage a more human scale that residents of Travelers Rest will be able to identify with their community. The resulting scale will ensure a greater likelihood of reuse of structure by subsequent tenants. The elements in the following standard should be integral parts of the building fabric, not superficially applied trim, graphics, or paint.

**Standard:** All exterior Developments with an exterior wall over 100 feet in linear length shall incorporate three different patterned changes at an interval of no more than thirty (30) feet, either horizontally or vertically. Each pattern change must be at least one (1) foot wide. Patterned changes may include the following:

- color change,
- texture change,
- material change, and
- wall projections or recesses, at least two (2) feet in depth.

At least one of the changes must occur horizontally.

#### **B. Roofs**

**Intent:** Variations in rooflines should be used to add interest to, and reduce the scale of buildings. Roof features should compliment the character of adjoining neighborhoods.

**Standard:** Rooflines shall be varied with a change in height every 100 linear feet in the building length. Parapets, mansard roofs, gable roofs, hip roofs, or dormers shall be used to conceal flat roofs and roof top equipment from public view. Alternating lengths and designs may be acceptable and can be addressed in the Development Plan.

#### **C. Materials**

**Intent:** Exterior building materials comprise a significant part of the visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with materials and colors used in adjoining neighborhoods.

**Standard:** Predominant exterior building materials shall be of high quality materials. These include, without limitation:

- brick,
- wood,
- sandstone,
- other native stone, and
- tinted, textured, concrete masonry units.

Predominant exterior building materials shall not include the following:

- smooth-faced concrete block,
- tilt-up concrete panels, and
- pre-fabricated steel panels.

### **6.17.3-2 Site Design and Relationship to the Surrounding Community**

#### **A. Entrances for Larger Buildings**

**Intent:** Larger commercial buildings should feature multiple entrances. Multiple building entrances reduce walking distances from cars, facilitate pedestrian and bicycle access from public sidewalks, and provide convenience where certain entrances offer access to individual stores, or identified departments in a store. Multiple entrances also mitigate the effect of the unbroken walls and neglected areas that often characterize building facades that face bordering land uses.

**Standard:** Each commercial structure exceeding 25,000 square feet of space shall have two entrances. The two entrances must be located on two different exterior walls that would be most appropriate for access from adjacent parking areas

#### **B. Entryways**

**Intent:** Entryway design elements and variations should provide orientation and aesthetically pleasing character to the building. The standards identify desirable entryway design features.

**Standard:** Each building on a site shall have clearly defined, highly visible customer entryways featuring no less than three of the following:

- canopies or porticos,
- overhangs,
- recesses/projections,
- arcades,
- raised corniced parapets over the door,

peaked roof forms,  
arches,  
outdoor patios,  
display windows,  
planters,  
wing walls, and  
any other architectural detail or feature that accentuates the entryways for the public.

### **C. Windows for Smaller Buildings**

**Intent:** Smaller retail stores provide an intimate retail experience. It is not uncommon for small retail stores to construct plain buildings with little or no architectural details to provide a sense of human scale. Windows and window displays of such stores should be used to contribute to the visual interest of exterior facades.

**Standard:** Each commercial structure not exceeding 25,000 square feet shall incorporate windows into their design. Each exterior wall with an entrance shall have transparent windows between the height of three feet and eight feet above the walkway grade for no less than 60 percent of the horizontal length of the exterior wall.

Windows shall be recessed and should include visually prominent sills, shutters, or other forms of framing.

### **D. Parking Lot Orientation**

**Intent:** Parking areas should provide safe, convenient, and efficient access for vehicles and pedestrians. They should be distributed around large buildings in order to shorten the distance to other buildings and public sidewalks and to reduce the overall scale of the paved surface. If buildings are located closer to the streets, the scale of the complex is reduced, pedestrian traffic is encouraged, and architectural details take on added importance.

**Standard:** No more than 60 percent of the off-street parking spaces for the entire property shall be located between a single exterior wall and a public or private right-of-way.

### **E. Nearby Residential Areas**

**Intent:** In general, the introduction of intense commercial uses to nearby low-density residential uses causes a significant land use conflict. As such, any time commercial development is to occur, it must be considered carefully in order to limit the negative impacts the commercial developments would have on the surrounding community.

**Standards:** When the property is adjacent to single-family residential uses (R-7.5, &-10, R-12, and R-15), an earthen berm shall be installed, no less than 6 feet in height, containing at a minimum, a double row of evergreen or deciduous trees planted at intervals of 15 feet on center. Additional landscaping may be required by the Planning Commission to effectively buffer adjacent land use as deemed appropriate.

#### **F. Outdoor Storage, Trash Collection, and Loading Areas and Utility Areas**

**Intent:** Areas associated with outdoor storage, trash collection, loading, and utilities often exert visual and noise impacts on surrounding neighborhoods. The disturbances created by commercial uses are commonly associated with these specific activities and locations. As such, they should be carefully considered when developed.

**Standards:** Areas for outdoor storage, truck parking, trash collection and compaction, loading, or any other similar activities shall:

1. not be visible from the right from any public or private right-of-way;
2. not be located within 20 feet of any public or private street, sidewalk, or internal pedestrian way, and
3. be screened or incorporated with materials and in a manner consistent with the rest of the site, thereby reducing the presence of them.

#### **G. Seasonal Inventory and Sales**

**Intent:** Many commercial establishments utilize parking areas as commercial space during peak times. This practice must be carefully considered.

**Standards:** Non-enclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences. Materials, colors, and designs of screening walls, fences, and covers shall conform to those used as predominant materials and colors on the buildings.

#### **H. Pedestrian Flows**

**Intent:** Pedestrian accessibility opens auto-oriented developments to the neighborhood, thereby reducing traffic impacts and enabling the development to project a friendlier, more inviting image. This section sets forth standards for public sidewalks and internal pedestrian circulation systems that can provide user-friendly pedestrian access as well as pedestrian safety, shelter, and convenience within the site. Due to the scope of large structures, additional steps should be taken to make areas more pedestrian-friendly.

**Standards:** Sidewalks at least six (6) feet in width shall be provided along all sides of the lot that abut a public or private right-of-way, excluding U.S. Highway 25.

Continuous internal pedestrian walkways, no less than five (5) feet in width, shall be provided from the public sidewalk or right-of-way to all customer entrances on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points, and shall feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, ground covers, or other such as arcades or entryways are part of the exterior wall. In addition, sidewalks must connect to any existing sidewalk network nearby.

Sidewalks, no less than five (5) feet in width, shall be provided along the full length of the building along any exterior wall featuring a customer entrance, and along any exterior wall abutting public parking areas. For commercial structures exceeding 25,000 square feet, such sidewalks shall be located at least six (6) feet from the exterior wall of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the exterior wall.

Internal pedestrian walkways shall provide weather protection features such as awnings or arcades within thirty (30) feet of all customer entrances, constructed parallel to the exterior wall of the building. This is not intended to extend into the driving aisles or parking areas.

All internal pedestrian walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks, or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.

## **I. Connectivity**

**Intent:** Limiting the impacts of traffic on the existing road network is important. Limiting the number of curb cuts onto large roads and promoting connectivity between adjacent uses helps to make the transportation system more efficient. The traffic patterns created by new development must be developed in a manner that mitigates the negative impacts of increased traffic demands. Safety and efficient transit are paramount when promoting connectivity.

**Standard:** Each commercial structure with off-street parking must provide a vehicular connection to each undeveloped adjacent commercially-zoned property (O-D, C-1, C-2, and C-1N) that shares at least 50 feet of property line. At a minimum, vehicular connections must be at least 24 feet wide. If connections are required for more than one adjacent property, the developer should employ some

type of traffic calming measure (such as speed humps, traffic circles, curvilinear driving aisles, or indirect access) between connections.

**J. Curb Cuts**

**Intent:** Traffic impact is an important consideration in any new development. Increasing safe and efficient traffic flow when accessing new development is paramount.

**Standards:** Ingress and egress points to a property should be minimized whenever possible. Shared access for adjacent lots should be encouraged. Limiting the amount of access to a road decreases the negative impacts of new development on existing traffic patterns.

Access points to new developments shall be spaced a minimum distance from existing access points, based upon the speed limit of the road being accessed from.

<b>Speed of road</b>	<b>Minimum space between centerlines of access points</b>
30 mph or less	100 ft
31-35 mph	150 ft
36-40 mph	200 ft
41-45 mph	250 ft
46-50 mph	300 ft
55 mph or more	350 ft

When possible, new development should design vehicular access in a way that encourages the use of shared drives.

**K. Central Features and Community Spaces**

**Intent:** Buildings should offer attractive and inviting pedestrian scale features, spaces and amenities. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Bus stops and drop-off/pick-up points should be considered as integral parts of the configuration. Pedestrian ways should be anchored by special design features such as towers, arcades, porticos, pedestrian light fixtures, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces. The features and spaces should enhance the building and the center as integral parts of the community fabric.

**Standards:** Each structure with greater than 25,000 square feet of commercial space shall contribute to the establishment of enhancement of community and public spaces by providing one amenity per 25,000 square feet of commercial space (up to a maximum of two amenities) from the following list:

1. patio/seating area,
2. pedestrian plaza with benches,
3. transportation center,
4. window shopping walkways,
5. outdoor play area,
6. kiosk area,
7. water feature,
8. clock tower,
9. steeple, or
10. other deliberately shaped area, focal feature, or amenity that, in the judgment of the Planning Commission, adequately enhances such community and public spaces.

Each amenity shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the materials of the building and landscaping.

Although the City of Travelers Rest does not currently maintain a public bus system, all sites with more than 50,000 square feet of commercial space shall provide or be designed to accommodate possible (future) bus service and the growing number of private bus services (i.e., nursing home/assisted living, etc.).

#### **6.17.3-2 Administration**

**Intent:** To insure compliance with this ordinance, plans must demonstrate compliance with this ordinance and submitted in such a manner as to provide a sufficient amount of time for review.

**Standards:**

The owner must submit a Development Plan to the City Clerk. The Development Plan shall include the following:

1. A boundary survey with vicinity map, title block, scale, and north arrow, identification of the total number of acres of overall site, location and size of each structure; and
2. As many written explanations, diagrams, and/or examples as necessary to demonstrate compliance with all sections of this ordinance.

The Travelers Rest Planning Commission shall review and take action on the submitted Development Plan within forty-five (45) days after receipt of the plan by the city clerk. During its regular meeting, the Travelers Rest Planning Commission shall consider the recommendation of the Greenville County Planning Commission staff as well as other factors when taking action on a Development Plan. When reviewing a Development Plan, the Travelers Rest Planning Commission may waive any part of Section 6:17, Commercial Design

Standards, if they find that compliance with the section is impractical, ~~and~~ impossible, or the developer has demonstrated compliance with the ordinance in a manner that is not specifically addressed in this section.

Upon approval from the Travelers Rest Planning Commission, the developer must not deviate from the plans. If circumstances prevent the compliance with the approved plan, the developer may submit a revised Development Plan to the Travelers Rest Planning Commission for reevaluation before construction. If the submitted Development Plan is not approved, the applicant may submit a new Development Plan to be reviewed during the next regular meeting of the Planning Commission.

All commercial establishments subject to this ordinance must adhere to the Development Plan as approved by the Travelers Rest Planning Commission.

Any failure to adhere to the Development Plan as approved by the Travelers Rest Planning Commission or violation of this ordinance shall be a misdemeanor. The Zoning Administrator and/or the City Administrator have a duty to enforce compliance with this ordinance.

The City of Travelers Rest may apply to the Court of Common Pleas for an injunction directing a developer or property owner to cease any violation of this ordinance.

All construction of improvements shown or described in the Development Plan shall comply with all applicable codes and ordinances of the City of Travelers Rest.

Any interested party shall have the right to appeal any decision of the Travelers Rest Planning Commission to the Court of Common Pleas by filing a Notice of Appeal with the Clerk of Court for Greenville County within fifteen (15) days of the receipt of the written decision of the Planning Commission.

If the determination by the Court of Common Pleas is that the decision is supported by substantial evidence and is in accord with applicable law, then the appeal shall be dismissed. If the Court of Common Pleas determines that the decision is not supported by substantial evidence or is not in accord with applicable law, the decision shall be reversed and relief shall be granted as may be appropriate.

Any written decisions of the Travelers Rest Planning Commission shall be considered a final determination unless the written decision is appealed pursuant to this ordinance.