

7.201 GATEWAY OVERLAY DISTRICT

Purpose. It is the intent of this District to establish a series of gateway corridors with special architectural and landscaping requirements to enhance the visual and aesthetic character along the following corridors: Highway 15; CTH CB north of Highway 15; Highway 76 from Highway 15 to Highway 96.

Overlay Area Defined.

This overlay district is intended to apply to parcels abutting the right-of-ways of major highways and/or the frontage roads along Highway 15; CTH CB north of Highway 15; and Highway 76 from Highway 15 to Highway 96 including that portion of any parcel lying within one thousand (1,000) feet beyond the right-of-ways of the above named major highways and/or the frontage roads.

- (1) **Permitted Principal Uses and Structures.** See underlying district Homes within agricultural zoning districts under Sections 7.12 and 7.13 and residential zoning districts under Section 7.14 and 7.15 are exempt so long as the structures use remains as a permitted principal use within said districts sections.
- (2) **Permitted Accessory Uses and Structures.** See underlying district New structures within agricultural zoning districts under Sections 7.12 and 7.13 and residential zoning districts under Sections 7.14 and 7.15 are exempt so long as the structures use remains as a permitted accessory use within said districts sections.
- (3) **Special Exception Uses and Structures.** Only those special exception and structures in the underlying zoning district that are clearly compatible with the purpose and intent of the Gateway District. A site plan under Section 7.25 is required.
- (4) **Dimensional Requirements.** See underlying zoning district.
- (5) **Off Street Parking Requirements.** See Section 7.06
- (6) **Permitted Accessory Signs.** See Section 7.07 along with restrictions listed below.
 - (a) **Monument Signs**
 - (1) Only monument type ground signs are allowed in the Gateway Overlay District.
 - (2) No monument type sign shall exceed twelve (12) feet in height, fifteen (15) feet in length and three (3) feet in width.
 - (3) Sign structures shall be of comparable design and building materials as the main building structure.
 - (4) Area of sign, area of copy, Town Board approved changeable-message sign, or any combination thereof shall not exceed a total of 100 square feet on one side nor 200 square feet on all sides for any one premises.

(5) Integrated Shopping Center Signs

Area of sign, area of copy, Town Board approved changeable-message sign, or any combination thereof shall not exceed a total of 150 square feet on one side nor 300 square feet on all sides for any one premises.

(b) Wall Signs

(1) Each business or office shall be eligible for attached signage, and shall not exceed, in square feet, 2 times the lineal front footage of the business or office.

(c) No roof signs will be allowed.

(7) Landscaping Requirements. See Section 7.08

(8) Architectural Design and Materials.

(a) Architectural Design Plan Submittals. An Architectural design plan (to scale) must be submitted. It shall include all building elevations with dimensions, entrances, architectural features and building materials and colors.

(b) General. Building design shall complement the building site and be compatible with existing or permissible adjacent or surrounding buildings and development. Building design shall be compatible with existing and proposed adjacent routes of circulation for vehicles and pedestrians.

(c) Building Materials. Any exterior building wall facing a street and/or highway stated within the Overlay District, shall be constructed of one or a combination of the following materials:

(1) Clay or masonry brick

(2) Customized concrete masonry with striated, scored or broken faced brick type units (sealed) with color consistent with design theme.

(3) Poured in place and tilt-up walls shall have a finish of stone, a texture or a coating.

(4) Poured in place, tilt-up or pre-cast concrete.

(5) Natural stone.

(6) At a minimum, Industrial Buildings shall be constructed having the lower one-third (1/3) of the structure being of architectural masonry, architectural composite aluminum or steel panels, glass, or a combination of these materials on any side of the building facing a street and/or highway stated within the Overlay District. EFIS shall not be allowed on

the bottom 3 feet of a building or more than 25 percent of a building elevation.

- (7) All roof drains of a structure must be integral to the design and non-apparent.
- (8) In the design of buildings or clusters of buildings, developers should orient projects so that the side(s) facing a street and/or highway stated within the Overlay District shall form the front of the project. Where buildings facing a street and/or highway stated within the Overlay District are not feasible due to the location of access roads and other site constraints, the project should be oriented and designed in such a manner to convey the intent of this ordinance.
- (9) Where additions are proposed for buildings constructed prior to the effective date of this ordinance and such buildings do not comply with the standards in this section, such additions may need not comply with the standards in this section as long as the addition(s) are not in excess of fifty (50) percent of the existing floor area of the existing building. Any addition(s) in excess of fifty (50) percent of the existing floor area of the existing building constructed prior to the effective date of this Ordinance, shall comply with the standards in this section.
- (10) Exceptions to the building architecture standards set forth in this section may be granted by the Town Board, for structures of comparable design and building materials.

(d) **Accessory Structures.** Also see underlying district.

- (1) Accessory structures shall be of comparable design and building materials as the principal structure.
- (2) For dumpsters see Section 7.08 Landscaping.

(e) **Walls.** No building shall have long expanses of uniform and flat walls. Reasonable articulation of building facades shall be provided by using offsets, recesses and/or projections, changes in plane, changes in height, widows, awnings, arcades and/or colonnades. Use of awnings shall be limited to above windows and entrances unless approved by the Planning Commission. Awnings shall be attached to a vertical wall.

(f) **Roofs.** No buildings shall have long expanses of uniform roof planes. Reasonable articulation of roof lines shall be provided by using a pitched roof, a partial roof, or parapet walls of varying heights, dormers, overhangs, arches, stepped roofs, gables, or other similar devices. All flat roofs shall be screened with parapets on all sides of the building. If no roof top equipment exists, the parapet shall be a minimum of 18 inches high. All parapets shall feature cornice treatments and shall provide a cap to demonstrate that the upper edge is the top of the building.

- (g) Roof Equipment.** The placement of rooftop mechanical equipment is encouraged. If roof mounted mechanical equipment is necessary, it shall be screened from view from adjacent streets and highways. Acceptable screening shall be accomplished by raising the parapet on all sides of the buildings to be as high as the equipment, or a secondary roof screening system that encloses groups of units. Screens shall be aesthetically incorporated into the design of the building and have materials that are compatible with the building. In no case shall wooden or vinyl fences, or chain-link fencing with slats be used as rooftop equipment screens.
- (h) Ground Equipment.** Ground mounted mechanical equipment shall be screened from view with wing walls consisting of comparable design and building materials as the main building structure, landscaping, or a combination of both at the discretion of the Planning Commission and Town Board.
- (i) Shipping and Receiving Docks.** Shipping and receiving docks shall be located and/or screened in such a manner that the docks are not visible to passing motorist along a street and/or highway stated within the Overlay District.
- (j) Entrances.** Entrances shall be designed with one or more of the following: canopy, overhang or arch above the entrance; recess or projection in the building façade surrounding the entrances; or peaked roof or raised parapet structure over the door.
- (k) Approval.** Each architectural design plan shall be approved by the Planning Commission. Each approved architectural design shall bear the signature of the Town Administrator along with the date of approval. Each approved architectural design plan shall be kept on file with the Town of Greenville. Any conditions of approval shall be met at the time of issuance of a building permit.
- (l) Compliance.** Failure to comply with an approved architectural plan shall be deemed an ordinance violation.
- (m) Off-Street Loading Area and Dumpster Screening.** No off-street loading areas may be located on the sides of buildings fronting a street and/or highway stated within the Overlay District.
- (n) On-Site Utilities.** All on-site utilities, including but not limited to electrical, telephone, and cable, shall be installed as underground facilities. This shall apply to utilities running from the utility easement or street right-of-way to structures and to utilities supplying service between structures.

(9) Frontage Road Access:

(a) Public Street Intersections

Spacing: Minimum – Three hundred (300) feet

(b) Private Drives and Driveways

(1) Distance from intersections: Minimum one hundred (100) feet.

(2) Frequency: Two (2) per commercial unit if the frontage is greater than six hundred (600) feet. Consolidate access whenever properties are assembled for a single purpose.

(3) Spacing: Minimum one hundred fifty (150) foot spacing between driveways.

(10) Outdoor Storage:

(a) No outdoor storage shall be permitted unless such storage is visually screened from view to passing motorist along the streets and/or highways stated within the Overlay District by the use of landscaping and/or a suitable solid fence constructed of masonry or wood at least six (6) feet in height or a combination thereof. Screening shall be well maintained. The Planning Commission shall make recommendations to the Town Board as to the type of screening to be used. Type of screening shall be approved by the Town Board.

