

5.14 Highway Corridor Overlay District

5.14.1 Intent

The intent of reviewing projects within the Town of Bluffton's Highway Corridor Overlay (HCO) District is to establish continuity of development within the District. In addition, design review will promote the following:

- A. Protection of architectural and historical heritage of the Town of Bluffton;
- B. Enhancement of the cultural image;
- C. Stabilization or strengthening of property values;
- D. Attraction of new residents, businesses, and tourists;
- E. Sense of place and character;
- F. Community unity;
- G. Climate for attracting investment; and
- H. Protection of open space.

Corridor review offers protection and guidelines for the unique, special and desired character of development within and along certain highways in the Town of Bluffton. The HCO District shall overlay other Zoning District classifications which shall be referred to as the base zoning.

5.14.2 Applicability

All proposed development lying within the designated Highway Corridor Overlay District as defined in this Ordinance shall be subject to the additional standards and review measures pertaining to this Section. To the extent that this Section is silent where other land development regulations govern, they shall apply.

5.14.3 Architectural Design Guidelines

The design of all applicable structures including habitable structures, walls, fences, light fixtures and accessory and appurtenant structures shall be unobtrusive and of a design, material and color that blend harmoniously with the natural surroundings, and the scale of neighboring architecture, complying with the intent of this Section. Innovative, high quality design and development is strongly encouraged to enhance property values and long- term economic assets.

A. General Principles

1. Architectural styles should be reflective of or compatible with architectural styles that exemplify the unique character of the Lowcountry region.
2. Multi-unit developments shall utilize a consistent or stylistically compatible palette of scale, forms, colors, materials, and textures.

B. Exterior materials and architectural elements.

1. Roofs. Roof overhangs and pitched roofs shall be incorporated into all building designs. Wood shingles, slate shingles, multilayered asphalt shingles, metal (raised seam, galvanized metal, corrugated metal, metal tile, etc.), or tiles are permitted.
Not permitted:
 - (1) Partial (less than three sides) mansard roofs.
 - (2) Flat roofs (including a minimum pitch less than 4:12) without a pediment.
 - (3) Long, unarticulated roofs.
2. Sides of buildings and structures. Wood clapboard, wood board and batten, wood shingle siding, brick, stucco, tabby, natural stone, and artificial siding material which resembles an approved material are permitted.
Not permitted:
 - (1) Long, unarticulated, blank facades.

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- (2) Plywood, cinder block, unfinished poured concrete, concrete block (except faced block retaining walls), plastic or vinyl not closely resembling an approved material, and metal buildings without exterior skin.
- (3) Highly reflective glass or materials as the predominant material or visible texture.
- 3. Colors. Predominant color design shall be compatible with Lowcountry or coastal vernacular palette which include traditional historic colors, earth tones (greens, tans, light browns and terracotta), grays, pale primary and secondary colors (with less than 50 percent color value), white and cream tones, and oxblood red. Accent color design (i.e., black, dark blue, grays, and other dark primary colors) may be used on a limited basis as part of an architectural motif, at the discretion of the UDO Administrator.

Not permitted:

- (1) High contrast colors and colors incompatible with the corridor and
- (2) Primary colors.
- 4. Accessory uses. The design of accessory buildings and structures, if permitted within the applicable Zoning District, shall reflect and coordinate with the general style of architecture inherent in the primary structure for the proposed development. Covered porches, canopies, awnings, trellises, gazebos, street/ pedestrian furniture and open wood fences are encouraged.

Not permitted:

- (1) Unscreened chainlink or woven metal fences;
- (2) Internally illuminated and/or neon lighted exterior architectural or structural element(s) visible from the highway;
- (3) Exterior storage unless completely hidden from view; and
- (4) Exterior display of merchandise except for landscape structures, plant materials and agricultural products.

5.14.4 Drive-Thru Facilities

Drive-thru service windows must be located on the façade that is opposite the primary or secondary street and designed in a manner to be integral in massing and design as the principal structure for which it serves.