

Attachment 6

Final Version June 20, 2000

Modifications to the Town of Bluffton Highway Corridor Overlay District (HCOD)

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The Town of Bluffton has an ordinance regarding development adjacent to Highways 170, 46 and the East/West Connector. Section 5.15 (Approved September 1999 and amended June 14, 2000) is included in Attachment 1 for reference. In order to clarify some of the issues and statements in Section 5.15 the following modifications are made:

15.5.5 Highway Corridor Overlay District

Delete Access Points, (A) and (B), replace with (a) The location and number of access points on SC Highways 46, 170 and Gibbet Road (the "State Highways") and internal secondary roads in the Jones Estate PUD will be reviewed for approval by the Town of Bluffton Planning Commission at the time of Initial Master Plan approval. The Owner recognizes the importance of traffic mitigation in the planning of access points on the State Highways, and will incorporate into the Jones Estate PUD the use of an internal roadway network to the maximum extent possible and practical, with a goal of minimizing access points on the aforementioned highways. Such internal roadway network, in conjunction with strategically located access points on the State Highways, will facilitate the flow of traffic within and through the Jones Estate PUD and minimize the traffic impact on such State Highways by providing alternative routes and the capture of internally generated traffic. The following factors regarding the number and location of access points on the Jones Estate PUD shall be considered by the Town of Bluffton Planning Commission in their approval process of the Initial Master Plan.

- i. Allowed access points and the internal road network shall generally be consistent with the Concept Plan and based on the following standards:
 - a. Minimum distance between intersection with potential traffic signals shall be 2640 feet (+/- 200')
 - b. Minimum distance between right-in/right-out intersections shall be 800'
 - c. Full intersection with median breaks may be allowed as indicated on the Concept Master Plan subject to Bluffton Planning Commission approval
- ii. The approval by SC Department of Transportation of any access points.
- iii. Traffic studies prepared by qualified traffic engineering/consulting firms demonstrating the utility or requirement of any access point.
- iv. The lack of accessibility to general and neighborhood commercial areas of the Jones Estate PUD.

15.5.6 The following standards shall apply to all property within the HCOD:

(D) Delete: "Newly created parcels are subject to the 1500 foot distance requirement between access points from the highway.

15.5.7 In addition to the existing standards of the Town of Bluffton ordinances regarding subdivisions, the following requirements pertain to the HCOD:

(A) Delete

(B) Delete reference to 1500 foot distance requirement

(C and D) Modify all reference to Setbacks and Buffers for property fronting the highway corridor to be the following:

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- (i) Commercial Property
 - (a) Setback of 75' parallel to the highway right-of-way
 - (b) Buffer of 60' parallel to the highway right-of-way
- (ii) Residential Property
 - (a) Setback of 150' parallel to the highway right-of-way
 - (b) Buffer of 75' parallel to the highway right-of-way

Note:

1. The setback requirement may be adjusted by the Town of Bluffton Planning Commission at the time of Initial Master Plan Submittal to a distance less than the minimum listed above based on unique characteristics of a development tract such as existing significant vegetation, wetlands, etc., that may otherwise render the tract unusable.
2. Multi-story buildings that front on the highway corridor shall consist of both two and three story elements in order to reduce the buildings over all mass and visual impact on the corridor.
3. Setback distance shall be to any vertical structure greater than 6' in height except for those uses allowed in the buffer zone under Section 5.15.8 (B) of the HCOD including landscape sculpture, lighting fixtures, trellises, arbors, bus shelters and signage.
4. Right-of-way refers to the expanded right-of-way provided in the Development Agreement in Section XI (B).

5.15.8

(A) Highway Buffers

Modify all reference to Buffers for property fronting the highway corridor to be the following:

- (i) Commercial Property shall have a 60' buffer parallel to the highway right-of-way.
- (ii) Residential property shall have a 75' buffer parallel to the highway right-of-way.

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Section 5.15 HIGHWAY CORRIDOR OVERLAY DISTRICT (HCOD)

5.15.1 The purpose of the Highway 46 Corridor Overlay District are to provide for the safe and efficient use of these highways; to minimize congestion and the number of traffic conflict points; to enhance the quality of development; to protect and enhance the area's unique aesthetic character and natural environment; to reduce unnecessary visual distractions; and to encourage the design of architecture, signage and lighting which is harmonious with the natural and man-made assets of the Lowcountry. the HCOD shall apply to US Highway 278, SC Highway 46 and Burnt Church Road.

5.15.2 The Architecture Review Board of the Town of Bluffton shall assume the role of Corridor Review Board (CRB) and shall administer the HCOD until such time as a separate Board is established. The CRB shall review the design of all structures (except those exempted), including habitable structures, walls, fences, signs, light fixtures and accessory and appurtenant structures.

5.15.3 Boundaries of the HCOD

(A) The boundaries of the HCOD are to be depicted on a map or series of maps entitled, "Official Zoning Map, Town of Bluffton" which together with all explanatory matter thereon, is hereby adopted by reference and declared to be a part of this Ordinance.

(B) Where uncertainty exists as to the boundaries of a district as shown on the Official Zoning Map, the following rules shall apply:

- (1) Boundaries indicated as approximately following the centerlines of right-of-way lines of streets, highways or utility or other easements shall be construed to follow such lines
- (2) Boundaries indicated as approximately following plotted lot or tract property lines shall be construed as following such lines
- (3) Boundaries indicated as approximately following the incorporated areas or Town limit lines, military reservation boundaries or special service area or tax district area lines, as amended from time to time, shall be construed to follow such lines

5.15.4 General Requirements

(A) Land uses permitted within the HCOD shall be as prescribed by the Zoning Districts underlying the HCOD.

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(B) All development, including signage, as defined in this Ordinance shall be subject to the provisions of the HCOD, with the following exceptions, which shall be in addition to, rather than in place of, the requirements for the underlying Zoning District

(1) Individual parcels in or designated for single-family residential use and family property (i.e., parcels in residential use by members of the same family). The establishment of a single-family use on such parcels, however, shall be subject to the seventy-five (75) foot front yard setback on an existing parcel of record and subject to the one thousand five hundred (1,500) foot distance requirement between access points for newly created parcels.

(2) Newly created single-family parcels within subdivisions, which shall be subject to the standard setback of ten (10') feet from the property line where an existing twenty-five (25) foot landscaped buffer is already established for the entire subdivision, under the provisions of this ordinance, and subject to the one thousand five hundred (1,500') foot distance requirement between access points.

(3) Mobile home parks, which shall be subject to their standard setback from the property line where an existing twenty-five (25) foot landscaped buffer is already established, under the provisions of this ordinance, and subject to the one thousand five hundred (1,500) foot distance requirement between access points.

(C) If a parcel extends beyond the boundaries of the HCOD, then development at any location within the entire parcel shall be subject to review.

(D) The CRB will review development within the five hundred (500) foot corridor. The CRB will waive review of development that, in its determination, will not be visible from the highway.

(E) Manufactured homes are not permitted for use on property within the HCOD with the exception of exempted uses in Section 5.15.4(B) and for use as a temporary on-site construction facility, whereby a trailer may be used on the property only during the life of the construction project. Modular buildings are permitted for residential or commercial use within the HCOD. A modular building is defined as any building of closed construction, regardless of type of construction or occupancy classification, other than a mobile or manufactured home, constructed off-site in accordance with the applicable codes, and transported to the point of use for installation or erection, as per the South Carolina Modular Buildings Construction Act. Mobile or manufactured homes are

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not permitted for use as commercial structures within the HCOD. Where modular buildings are used, they must be underpinned, skirted, with the tongue and wheels removed, and must conform in appearance to the Architectural Design standards in Section 5.15.9. Temporary use of trailers or modular buildings shall not continue for a period longer than two (2) years without reapplication to the CRB for approval of up to an additional two (2) years.

5.15.5 Access Points. A minimum distance of one thousand five hundred (1,500') feet shall be maintained between all access points onto the corridor, including private driveways, roads and public right-of-way. Spacing will be measured from the midpoint of each driveway. If the existence of jurisdictional wetlands precludes compliance with this provision, the CRB shall have discretion as to the placing of an alternative access point. However, no additional curb cuts on the subject parcel should result from having the alternative access point. This minimum distance applies with the following exceptions:

- (A) Access may be granted to a parcel of record existing at the time of adoption of the HCOD provided that the property owner demonstrates that (s)he has made significant but unsuccessful efforts to establish alternative access, including, but not limited to, the following methods: joint access with adjoining properties, access from adjacent roads and the establishment of frontage roads.
- (B) Where the South Carolina Department of Transportation has established nodes along the right-of-way of the US Highway 278 Extension as access points, access points spaced less than one thousand five hundred (1,500) feet apart may be used provided that they are spaced at least one thousand two hundred (1,200) feet apart

5.15.6 The following standards shall apply to all property within the HCOD:

- (A) The minimum front yard setback from the right-of-way shall be seventy-five (75) feet for all primary and accessory structures, but not including accessory structures such as walls, fences, trellises and other landscape structures.
- (B) The minimum side yard setbacks from the property line shall be fifteen (15') feet
- (C) The CRB shall have discretion to adjust the front, side, and rear setbacks in the case of existing jurisdictional wetlands or to preserve existing specimen trees.

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- (D) The minimum lot width at the building setback line for newly created parcels shall be a distance of one hundred fifty (150) feet. Newly created parcels are subject to the one thousand five hundred (1,500) foot distance requirement between access points from the highway.

5.15.7 In addition to the existing standards of the Town of Bluffton Ordinances regarding subdivisions, the following requirements pertain to the HCOD:

- (A) Newly created subdivisions are subject to the one thousand five hundred (1,500) foot distance requirement between access points from the highway.
- (B) No subdivision of land which would create parcels fronting on the highway shall be approved unless it is established prior to subdivision approval how access will be provided to each parcel in compliance with the one thousand five hundred (1,500) foot distance requirement, i.e. frontage roads, shared access drives, and others.
- (C) Newly created parcels must have sufficient depth to allow for the required twenty-five (25) foot highway buffer and setback required herein.
- (D) A permanent twenty-five (25) foot highway buffer, as required in the HCOD, shall be provided for in all new residential subdivisions.
- (E) If existing platted commercial subdivisions contain dedicated open space, such open space may be used to meet the landscaping requirements for the highway buffer.

5.15.8 Landscaping and Buffers

(A) General Requirements

- (1) For the purposes of this Ordinance, "*landscaped area*" shall include all pervious areas containing existing or installed vegetation and water features. The use of existing vegetation and plant species native to the Lowcountry region is encouraged in the landscaped areas.
- (2) The CRB shall review plant selections and landscaping designs only to ensure conformance with the specific requirements of this section. Plant materials used for installation shall conform to the standards established by the American Association of Nurserymen in the "American Standard for Nursery Stock" provisions. All landscaping required by this section and shown on the approved application shall

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be maintained in good condition by the property owner. Plant material that has died shall be replaced within four weeks of notification from Town staff of the problem. If the plants are not replaced within that time period, the plants shall be replaced by the Town and the property owner billed for the expense.

(B) Highway Buffers

- (1) A minimum twenty-five (25') foot wide landscaped buffer shall be established parallel to the entire front of the property along the highway right-of-way. The buffer shall contain only vegetative landscaping materials, except for the uses listed below:
 - (a) Vehicular access drives placed approximately perpendicular to the right-of-way
 - (b) Foot and bicycle paths
 - (c) Walls and fences less than six (6') feet in height
 - (d) Landscaping sculpture, lighting fixtures, trellises and arbors
 - (e) Bus shelters
 - (f) Signage
 - (g) Water, sanitary sewer, electrical, telephone, natural gas, cable and other service lines provided that they are placed approximately perpendicular to the right-of-way. Where existing lines or planned lines must run parallel to the right-of-way, an equivalent amount of buffer may be required beyond the twenty-five (25') feet if the character of the buffer is greatly disturbed. To the extent possible, such service lines should be consolidated with vehicular access routes.
 - (h) Electrical, telephone, gas, water supply and sewage disposal and other utilities may be constructed within the required buffer area and after installation of such services and to meet the requirements of this section, the developer shall be required to restore the buffer area as approved by the Town.
 - (i) Where existing or created lagoons and drainage swales will occupy a substantial portion of the highway buffer because of natural land forms or drainage patterns, additional buffer depth

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may be required to achieve the visual softening intent of this Section. If the development is proposed for an existing platted lot and the size of the lot makes adherence to these standards impractical, the CRB may relax these standards as reasonably necessary to be consistent with the Town's Ordinances.

- (2) No tree six (6) inches in diameter at four (4) feet diameter breast height (dbh) or larger may be removed from the highway buffer except for access drives, sight triangles, and diseased trees, as approved by the CRB. Where groupings of native shrubs are present, their preservation with minimal disturbance is strongly encouraged.
- (C) Landscaping. The purpose of the landscaping requirements is to achieve at maturity a semi-continuous and semi-opaque vertical plane of tree canopy, understory trees and shrubbery coverage in order to soften the appearance of structures and parking lots visible from the highway, to screen headlight glare on and off site, and to mitigate commercial lighting as seen by neighboring properties and from the highway. Natural appearing landscape forms are encouraged.
- (1) The following list contains overstory and understory trees which are found in the Lowcountry region and are recommended for use in meeting the landscaping requirements of the HCOD:

BROAD-LEAVED OVERSTORY TREES

American Beech	<i>Fagus grandifolia</i>
American Elm	<i>Ulmus americana</i>
American Sycamore	<i>Platanus occidentalis</i>
Ashleaf Maple	<i>Acer negundo</i>
Black Oak	<i>Quercus velutina</i>
Black Gum	<i>Nyssa sylvatica</i>
Eastern Cottonwood	<i>Populus deltoides</i>
Honeylocust	<i>Gleditsia tricanthos</i>
Laurel Oak	<i>Quercus laurifolia</i>
Live Oak	<i>Quercus virginiana</i>
Pecan	<i>Carya illinoensis</i>
Palmetto (> 20 feet)	<i>Sabal Palmetto</i>
Pignut Hickory	<i>Carya glabra</i>
Pumpkin Ash	<i>Fraxinus profunda</i>
Shumard Oak	<i>Quercus shumardii</i>
Southern Magnolia	<i>Magnolia grandiflora</i>
Southern Red Oak	<i>Quercus falcata</i>
Swamp Chestnut Oak	<i>Quercus michauxii</i>

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Sweet Gum	<i>Liquidamber styraciflua</i>
Water Tupelo	<i>Nyssa aquatica</i>
White Oak	<i>Quercus alba</i>
Willow Oak	<i>Quercus phellos</i>

CONE-BEARING OVERSTORY TREES

Bald Cypress	<i>Taxodium distichum</i>
Loblolly Pine	<i>Pinus taeda</i>
Long Leaf Pine	<i>Pinus palustris</i>
Pond Cypress	<i>Taxodium distichum var. nutans</i>
Pond Pine	<i>Pinus serotina</i>
Slash Pine	<i>Pinus elliotii</i>
Short Leaf Pine	<i>Pinus echinata</i>
Spruce Pine	<i>Pinus glabra</i>

UNDERSTORY TREES

Allegheny Chinkapin	<i>Castanea pumila</i>
American Holly	<i>Ilex opaca</i>
American Plum	<i>Prunus americana</i>
Bigleaf Snowbell	<i>Styrax grandifolia</i>
Bitternut Hickory	<i>Carya cordiformis</i>
Black Cherry	<i>Prunus serotina</i>
Black Willow	<i>Salix nigra</i>
Blackjack Oak	<i>Quercus marilandica</i>
Bluejack Oak	<i>Quercus incana</i>
Buckthorn Bumelia	<i>Bumelia lycioides</i>
Cabbage Palmetto (< 19 feet)	<i>Sabal palmetto</i>
Carolina Ash	<i>Fraxinus caroliniana</i>
Carolina Basswood	<i>Tilia caroliniana</i>
Carolina Buckthorn	<i>Rhamnus caroliniana</i>
Carolina Laurelcherry	<i>Prunus caroliniana</i>
Carolina Silverbell	<i>Halesia carolina</i>
Chickasaw Plum	<i>Prunus angustifolia</i>
Coastal Plain Willow	<i>Salix caroliniana</i>
Common Elderberry	<i>Sambucus Canadensis</i>
Common Hoptree	<i>Ptelea trifoliata</i>
Common Persimmon	<i>Diospyros virginiana</i>
Common Sweetleaf	<i>Symplocos tinctoria</i>
Crepe Myrtle	<i>Lagerstroemia indica</i>
Dahoon Holly	<i>Ilex cassine</i>
Devilwood	<i>Osmanthus americanus</i>

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Eastern Coralbean	<i>Erythrina herbacea</i>
Eastern Hornbeam	<i>Ostrya virginiana</i>
Eastern Redbud	<i>Cercis canadensis</i>
Eastern Red Cedar	<i>Juniperus virginiana</i>
Flatwoods Plum	<i>Prunus umbellata</i>
Florida Basswood	<i>Tilia floridana</i>
Florida Maple	<i>Acer barbatum</i>
Flowering Dogwood	<i>Cornus florida</i>
Fringetree	<i>Chionanthus virginicus</i>
Green Ash	<i>Fraxinus pennsylvanica</i>
Hercules Club	<i>Zanthoxylum clava-herculis</i>
Ironwood	<i>Carpinus caroliniana</i>
Littlehip Hawthorn	<i>Crataegus spathulata</i>
Loblolly Bay	<i>Gordonia lasianthus</i>
Mockernut Hickory	<i>Carya tomentosa</i>
Myrtle Oak	<i>Quercus myrtifolia</i>
Overcup Oak	<i>Quercus lyrata</i>
Parsley Hawthorn	<i>Crataegus marshallii</i>
Pawpaw	<i>Asimina triloba</i>
Planer Tree	<i>Planera aquatica</i>
Possumhaw Holly	<i>Ilex decidua</i>
Post Oak	<i>Quercus stellata</i>
Red Buckeye	<i>Aesculus pavia</i>
Red Maple	<i>Acer rubrum</i>
Red Mulberry	<i>Morus rubra</i>
Redbay	<i>Persea borbonia</i>
River Birch	<i>Betula nigra</i>
Sand Hickory	<i>Carya pallida</i>
Sassafras	<i>Sassafras albidum</i>
Sourwood	<i>Oxydendrum arboreum</i>
Southern Bayberry	<i>Myrica cerifera</i>
Southern Crab Apple	<i>Malus angustifolia</i>
Southern Red Cedar	<i>Juniperis silicicola</i>
Sparkleberry	<i>Vaccinium arboreum</i>
Sugarberry	<i>Celtis laevigata</i>
Swamp Cottonwood	<i>Populus heterophylla</i>
Sweetbay	<i>Magnolia virginiana</i>
Tough Bumelia	<i>Bumelia tenax</i>
Turkey Oak	<i>Quercus laevis</i>
Water Hickory	<i>Carya aquatica</i>
Water Oak	<i>Quercus nigra</i>
Waterlocust	<i>Gleditsia aquatica</i>
Wax Myrtle	<i>Myrica cerifera</i>
Windmill Palm	<i>Trachycarpus fortunei</i>

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Witch Hazel
Yaupon Holly

Hamamelis virginiana
Ilex vomitoria

- (2) For every 100 linear feet (or portion thereof) of frontage on the highway, a minimum of six (6) broad-leaved overstory trees, seven (7) understory trees, and thirty (30) shrubs are required in the buffer. The plant materials shall be generally distributed along and throughout the buffer in order that there not be significant gaps without plantings (except as required at sight triangles and road intersections).
- (3) Three (3) cone-bearing overstory trees may substitute for one (1) broad-leaved overstory tree. However, for each substitution of three (3) cone-bearing overstory trees, one (1) additional understory tree shall be required.
- (4) Existing, as well as installed, vegetation may be included in meeting the requirement, but if there is not sufficient distribution within the buffer, then additional plantings will be required; i.e. existing healthy trees which are grouped closely together (such that the canopies are closely intertwined) shall be considered as a group rather than tallied individually. Appropriate credit shall be allocated at the discretion of the CRB.
- (5) Existing evergreen or deciduous understory trees may be counted for credit to meet the requirements; however, understory trees to be newly planted must be evergreen.
- (6) Installed overstory trees used to meet this requirement shall be at least two and one half (2) caliper inches and ten (10') feet tall when planted. Installed understory trees used to meet this requirement shall be at least one (1) caliper inch and eight (8') feet tall when planted. Installed shrubs used to meet this requirement shall be at least two and one half (2') feet tall when planted.
- (7) Where commercial parking areas would be visible from the highway, additional vegetation, walls, fences, berms, or some combination shall be used to screen those areas. The effectiveness of proposed screening materials shall be subject to the review and discretion of the CRB. This provision shall not apply to those commercial uses exempted for the outside display of merchandise, except for any commercial parking areas which are part of such uses.

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- (8) Trees and shrubs shall not be pruned in any manner that would significantly diminish the desired softening character of the buffer except in accordance with standard horticultural practice. Trees shall not be limbed-up from the ground more than six (6) feet to the lowest branches except as required within sight triangles at intersections or to provide adequate light for understory plantings.
- (9) Existing evergreen or deciduous under story trees may be counted for credit to meet the requirements; however, under story trees to be newly planted must be evergreen.

(D) Other Buffer and Landscaping Standards

- (1) Perimeter Buffer – Landscaped buffers at least ten (10') feet in width shall be maintained along the side and rear property boundaries. These buffers may be penetrated for vehicular and pedestrian passageways linking adjoining properties provided the passageways are placed approximately perpendicular to these buffers.
- (2) Foundation Buffer – A landscaped buffer at least eight (8') feet wide shall be maintained between any structure and any parking or driving area, except for loading areas and areas where drive through facilities are utilized. This space is to be reserved for plant material, either existing or planned. No such space is required at the rear or other sides of the building, but is encouraged. Sidewalks and handicap ramps may be placed adjacent to the buffer on either side. The buffer may be penetrated to provide for access to the building and is not required in loading areas.
- (3) Walls and Fences – Any opaque or partially opaque walls or fences installed along the front of the property, including those used for screening of parking areas, must be softened with landscaping materials.
- (4) Frontage roads shall be located behind the front buffer.
- (5) Parking lots shall include landscaped medians and landscaped peninsulas as follows:
 - (a) A minimum of five (5) foot wide landscaped median shall be installed alongside (perpendicular to) parking spaces on the interior portion of a parking lot with more than one (1) parking bay. Wheel stops shall be placed within all parking spaces at the standard distance from every landscaped median to protect plantings. Shrubs and/or trees shall be installed in the median to

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provide for semi-continuous planting along the median. Shrubs shall be at least one (1') foot in height at installation and reasonably projected to grow at least two (2') feet in height within three (3) years.

- (b) A minimum nine (9) by twenty (20) foot landscaped peninsula shall be installed parallel to the parking spaces every eight (8) or fewer spaces and at the end of the parking aisle in order to separate the last space from any adjacent travelways. Each landscaped peninsula shall contain one (1) broad-leaved overstory tree with a minimum size of two and one half (2) caliper inches at dbh and a minimum height of ten (10) feet

5.15.9 Architectural Design.

(A) It is the intent of this section to encourage architecture that is unobtrusive and of a design, material and color that blend harmoniously with the natural surroundings and the form and scale of neighboring architecture, provided the latter conforms with the intent of this section. Architectural review is not meant to stifle innovative design or diversity, but to safeguard property values and long-term economic assets through quality design and development

(B) The CRB shall review elements of design, including form, mass, scale, proportion, height, texture, color, architectural style, individual architectural elements, or orientation or specific location upon the site. If the CRB disapproves a design, the CRB must establish significant justification for such denial in accordance with the intent of this section. The CRB may require adjustments to the design and site location of proposed structures, and reasonable conditions may be attached to an approval.

(C) General Principles

- (1) Architectural styles should be reflective of, or at least compatible with, architectural styles which exemplify the unique character of the Lowcountry region and conform to general standards of architectural quality.
- (2) Multi-unit developments shall utilize a consistent or at least stylistically compatible palette of scale, forms, colors, materials and textures.
- (3) Accessory structures should be architecturally compatible with primary structures.

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- (4) The maximum building height is forty-five (45) feet. Unoccupied architectural features, such as cupolas and steeples, shall be reviewed on a case-by-case basis and will require approval by the Bluffton Fire Chief prior to CRB review.
- (D) **Appropriate Exterior Materials and Architectural Elements.** Only the exteriors of structures are subject to review. The following are some materials and elements are considered compatible and appropriate for primary and accessory structures. Other materials and elements consistent with the General Principles outlined above will also be considered by the CRB.
- (1) **Siding:** Wood clapboard, wood board and batten, wood shingle siding, brick, stucco, tabby, natural stone, faced concrete block, and artificial siding which closely resembles painted wood clapboard. Wood siding may be painted, stained, weathered or left natural.
 - (2) **Roofs:** Wood shingles, slate shingles, multi-layered asphalt shingles, metal raised seam, or tiles, and the use of pitched roofs (4 and 12 pitch or greater), roof overhangs, covered porches, canopies, awnings, trellises, gazebos, and open wood fences.
 - (3) The use of pitched roofs, roof overhangs, covered porches, canopies, awnings, trellises, gazebos and open wood fences are encouraged.
 - (4) Colors considered to be compatible with the Lowcountry or coastal vernacular palette are earth tones (greens, tans, light browns, terra cotta), grays, pale primary and secondary colors (with less than 50% color value), white and cream tones, and oxblood red.
 - (5) Any accent color (i.e. black, dark blue, grays, and other dark or strong colors) may be used on a limited basis as an architectural motif and will be allowed according to the discretion of the CRB and on the merits of its use in the overall design, and the use of corporate logos will be considered on a case-by-case basis.
- (E) **Inappropriate Exterior Materials and Architectural Elements.** The following materials and elements are considered incompatible and inappropriate for primary and accessory structures:
- (1) Plywood, cinderblock, unfinished poured concrete, unlaced concrete block and plastic or metal not closely resembling painted wood clapboard.

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- (2) Partial (less than three sides) mansard roofs, flat roofs without a pediment, long unarticulated roofs.
- (3) Long, unarticulated or blank facades.
- (4) Incongruity of architectural details or color contrasts resulting in a clearly disturbing appearance.
- (5) Unscreened chain link or woven metal fences.
- (6) Use of reflective materials as the main building material or texture.
- (7) Use of highly reflective glass.
- (F) Accessory Buildings. The design of accessory buildings should reflect and coordinate with the general style of architecture inherent in the primary structure on the property.

5.15.10 Signage. In addition to) the provisions of the Town of Bluffton sign Ordinances, the following provisions shall apply to signs in the HCOD:

- (A) Signage, including overall design, materials, colors, and illumination, must be compatible with the overall design of the main structure and building site. Details of the sign, such as typeface and layout, shall be subject to minimal review only to prevent obtrusive designs.
- (B) Any freestanding sign must be no closer than ten (10') feet from the highway right-of-way line.
- (C) Internally illuminated signs (except halo lit signs) and neon signs shall not be permitted.
- (D) If a sign is to be illuminated, a stationary light directed solely at the sign shall be used. No more than two (2) stationary lights may be used for any one (1) sign face. Illuminated signs shall not have a light reflecting background, but may use light reflecting lettering. Flashing lights are not allowed.
- (E) Changeable copy signs shall not be permitted except for gasoline price signs, directory signs listing more than one tenant and signs advertising films and live entertainment which change on a regular basis. Gasoline prices must be displayed on a single sign.

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- (F) Lighting for signs shall be of a moderate intensity and designed and arranged so as to minimize glare and reflection. Light sources should be concealed.
- (G) An integrated sign system shall be required for all new commercial and industrial developments, residential subdivisions, office complexes and shopping centers. The establishment of integrated sign systems for existing developments is strongly encouraged. These systems shall be reviewed for materials, colors, shapes, sizes, compatibility with architecture and establishment of unity of design for the development. Individual signs shall be reviewed for conformance with the sign systems, whether newly established or existing and substantially in compliance with this Ordinance.
- (H) Pole signs are permitted, provided that no pole shall be higher than four (4) feet from the ground to the base of the sign, and no pole sign shall exceed a maximum of ten (10) feet total in height, as measured from the ground.
- (I) Any graphic accent color (i.e. black, dark blue, grays and other dark or strong colors) may be used for graphic accents only, and the use of corporate logos may be considered on a case by case basis.

5.15.11 Lighting

- (A) Any lighting used to illuminate parking areas, access drives or loading areas shall be of such a design or level of illumination so as to minimize the amount of ambient lighting perceptible from adjacent properties and that would impair the vision of motorists on the corridor.
- (B) Exterior architectural, display and decorative lighting visible from the corridor shall be generated from concealed light source, low level light fixtures.
- (C) All interior lighting shall be so designed to prevent the light source or high levels of light from being visible from the corridor.
- (D) Entrances into developments from the highway may be lighted for traffic safety reasons provided such lighting does not exceed the footcandle requirements for lighting walkways and streets, per Section 4.23.3(C)(2)(4) of this Ordinance. Lighting poles mounted within fifty (50') feet from the highway right-of-way may not exceed a height of twenty (20') feet, and only forward-throw or Type IV lights may be used to, light entrances.

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(E) All lighting fixtures designed or placed so as to illuminate any portion of a site shall meet the following requirements:

- (1) **Fixture (luminaire)** – Any light fixture shall be a cutoff luminaire whose source is completely concealed with an opaque housing and shall not be visible from any street. This provision includes lights on mounted poles as well as architectural display and decorative lighting visible from the corridor.
- (2) **Light Source (Lamp)** – Only incandescent, fluorescent, metal halide, mercury vapor or color corrected high-pressure sodium light may be used. The same type must be used for the same or similar type of lighting on any one site or Planned Unit Development. No colors other than white or off-white (light yellow tones) may be used for any light source for the lighting of signs, structures, or the overall site.
- (3) **Mounting** – Fixtures must be mounted in such a manner that the cone of light is not directed at any property line of the site. The minimum mounting height for a pole shall be twelve (12') feet.
- (4) **Illumination Levels** – All site lighting shall be designed so that the level of illumination as measured in foot-candles (fc) at any one point meets the following standards. Minimum and maximum levels are measured at any one point.
 - (a) Average level is not to exceed the calculated value, and is derived using only the area of the site included to receive illumination. Points of measurement shall not include the area of the building or areas which do not lend themselves to pedestrian traffic. Also, if the major portion of the lighting design is to be in the front of a building, the average level should not be affected by adding a light or two in the back of the same building, which would lower the average of the intended area for lighting.
 - (b) Illumination levels are as follows:

Location or Type of Lighting	Minimum Level (fc)	Average Level (fc)	Maximum Level (fc)
Areas for Display of Outdoor Merchandise	1.00	5.00	15.00
Commercial Parking	0.60	2.40	10.00
Multi-Family Residential Parking Areas	0.20	1.50	10.00

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Location or Type of Lighting	Minimum Level (fc)	Average Level (fc)	Maximum Level (fc)
Walkways and Streets	0.20	1.00	10.00
Landscape and Decorative	0.00	0.50	5.00

(c) **Lighting Plan** – a site lighting plan shall be submitted at 1" = 20' scale minimum and shall include at a minimum:

- 1) Location and mounting information for each light
- 2) Illumination calculations showing light levels in foot-candles at points located on a ten (10) foot center grid, including an illustration of the areas masked out per the requirements above regarding points of measurements
- 3) A fixture schedule listing fixture design, type of lamp, and wattage of each fixture; and number of lumens after using 85% depreciation for both metal halide and high pressure sodium of initial output
- 4) Manufacturer's photometric data for each type of light fixture, including initial lumens and mean depreciation values
- 5) An illumination summary, including the minimum, average and maximum footcandle calculations ("array values") and the total number of array points (points used on the ten (10') foot grid for the calculation.

5.15.12 Other Requirements

- (A) All trash receptacles, dumpsters, ductwork, fixed operating machinery, and other such utility equipment shall be either screened from view or located so that they are not visible from the highway, and shall be located not less than ten (10') feet from side and rear property lines.
- (B) There shall be no outside display of merchandise except for automobiles, trucks, boats, tractors, outside landscape structures (garden sheds, arbors, gazebos, etc. but not outdoor furniture), plant materials and agricultural products.
- (C) Outside storage of other merchandise is permitted only at the rear of the property or behind completely opaque walls and screens.

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- (D) Any existing commercial or industrial use presently not conforming to the site design standards, general standards, landscaping, lighting and sign standards of this section shall be brought into compliance if the use is changed, expanded, or altered. Land use discontinued for more than six (6) months shall conform to the landscaping, sign, lighting and site design provisions of this section as reasonably related to existing site constructs, at the discretion of the CRB.

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