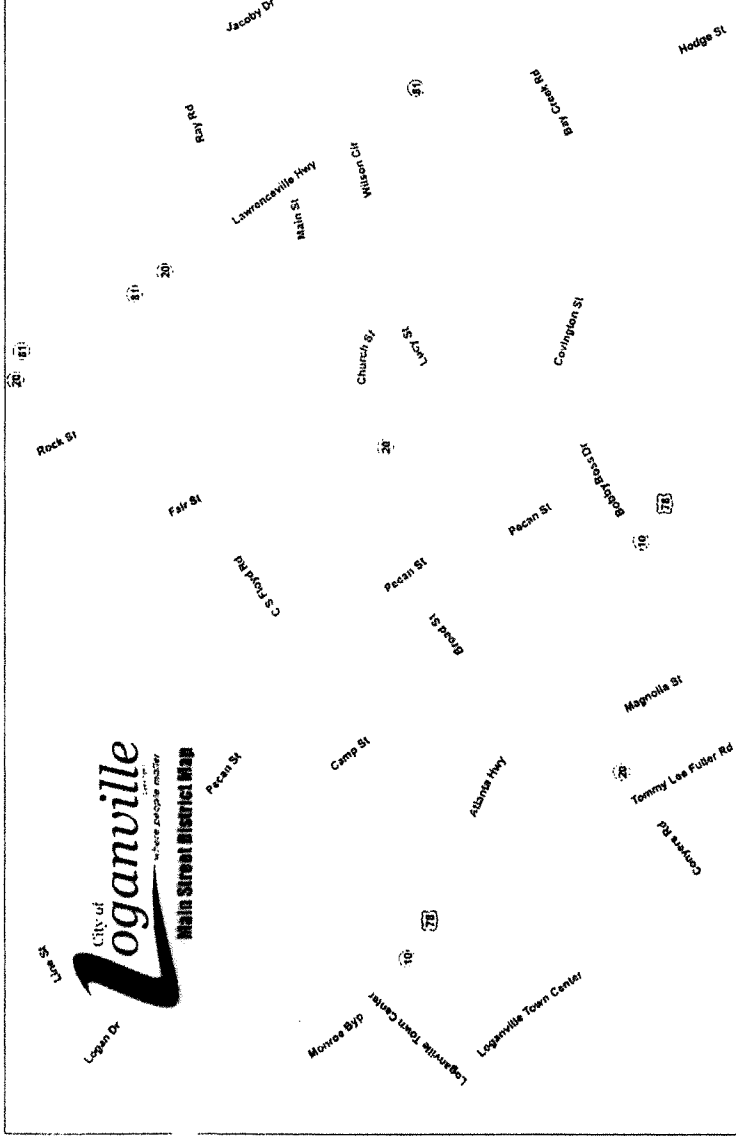


## Sec. 119-250. - Main Street overlay district.

(a) *Scope and purpose.*

- (1) The provisions of this section apply to the Main Street overlay (MSO) district.
  - (2) The Main Street overlay district is intended to encourage and accommodate high-quality, pedestrian oriented, unified design and combinations of retail, office, institutional, cultural, public and residential uses and facilities in accordance with an approved master plan. The district allows for flexibility and encourages creative, efficient and aesthetically desirable design and placement of buildings, open spaces, circulation patterns and parking facilities in order to best utilize special site features of topography, size or shape and to build upon downtown Loganville's strength, enhance its small town character, create a vibrant live, work, shop and play environment, and make a vibrant Main Street featuring restored and new buildings filled with unique shops, restaurants, offices and upper-story lofts that complements the historic core.
  - (3) The MSO district is intended to:
    - a. Promote more efficient and economic uses of land while respecting historic context and landscape features.
    - b. Encourage land uses that reduce transportation need and that conserve energy and natural resources to the maximum extent possible.
    - c. Encourage a pedestrian-friendly environment with emphasis on street level commercial and/or cultural activities.
    - d. Encourage institutional, cultural, office, retail and residential uses in a mixed-use, downtown setting with uses in close proximity to maximize opportunities for pedestrian traffic, thereby reducing the need for automobile dependency and demand for parking.
    - e. Preserve, to the greatest extent possible, and incorporate in harmonious fashion, mature trees and unique topographic and hydrologic features of the site.
    - f. Create a "main street" atmosphere with wide sidewalks and associated public spaces and amenities, providing access to a variety of commercial, civic, residential, recreational and pedestrian uses and activities.
- (b) *Applicability; eligibility.* Properties proposed for the MSO shall be contained within the Main Street overlay map.



(c) *Unified control/ownership.* All land included for the purpose of development within the Main Street overlay district shall be owned by or under the complete control of the applicant.

(d) *Detailed master plan required.*

- (1) Development in this district requires approval by the mayor and council of a detailed master plan. All development shall be in substantial conformance to the approved master plan. Substantial deviations from or modifications to the approved master plan, as determined by the director of planning and development, shall require city council approval.
- (2) The detailed master plan shall contain, at a minimum, the following:
  - a. Location of:
    1. Buildings and their principal uses;
    2. Public streets and private roadways;
    3. Parking areas;
    4. Open spaces, plazas, squares, courtyards, and other landscaped or green spaces;

5. Pedestrian and/or bicycle pathways;
6. Stormwater facilities.
- b. Design guidelines that address:
  1. Overall architectural character illustrated through typical building elevations;
  2. Public plazas, open spaces and buffer areas;
  3. Relationship to adjacent properties;
  4. Pedestrian pathways and sidewalks;
  5. Construction materials and color themes;
  6. Coordinated signage and graphics;
  7. Streetscapes, including street trees and furniture such as benches and light standards;
  8. Parking area landscaping.
- (e) *Permitted uses.* Main Street overlay developments shall contain at least three principal uses, including at least one residential type.

The principal uses permitted in the district are:

  - (1) Retail sales and services, including open-air markets;
  - (2) Eating and drinking establishments;
  - (3) Banks, financial and professional services;
  - (4) Residential flats or lofts above the ground floor in a mixed-use buildings;
  - (6) Business and professional offices;
  - (7) Health clubs and spas;
  - (8) Indoor recreation and entertainment;
  - (9) Parking structures;
  - (10) Craft shops, visual and performing artist studios and galleries, with accessory light manufacturing;
  - (11) Hotel and bed and breakfast inns;
  - (12) Religious facilities;
  - (13)

## Theaters and performing arts uses;

- (14) Civic, cultural, open space and public uses;
- (15) Accessory uses customary to any permitted use.

(f) *Prohibited uses.* The following uses are specifically prohibited in the district:

- (1) Automotive, boat, recreational vehicle, or equipment sales or rental;
- (2) Automotive body, radiator, muffler, or transmission repair shops;
- (3) Drive-through service windows;
- (4) Telecommunication towers;
- (5) Contractor's offices;
- (6) Indoor or outdoor storage or warehousing;
- (7) Garden supply centers and greenhouses;
- (8) Group or congregate personal care homes or day care centers;
- (9) Kennels;
- (10) Machine, welding or small engine repair shops;
- (11) Recovered materials processing or composting;
- (12) Residential or community shelter.

(g) *Site design standards.*

- (1) *Maximum floor area ratios (FAR).*
  - a. Nonresidential uses: 0.4.
  - b. Residential uses: 0.2.
- (2) *Height of buildings (not including cupolas, towers or other roofline projections).*
  - a. Minimum height, all buildings: Two stories or 25 feet, except that freestanding restaurants may be one story.
  - b. Maximum height, nonresidential or mixed use: Six stories or 78 feet.
  - c. Where adjacent to property zoned for single-family use, buildings shall be set back from the property line per zoning of

property.

(3) *Minimum/maximum floor areas and building lengths.*

a. *Residential.*

1. Flats or lofts: Minimum of 900 square feet with an average of 1,100 square feet. Residential units and nonresidential uses shall not occupy the same floor in a mixed-use building.

b. *Nonresidential.*

(4) *Building placement and massing.*

- a. Building location, design and orientation shall substantially conform to the approved master plan. Buildings fronting streets, principal drives or travel ways shall have no more than one row of parking in front of them.
- b. Site layout shall reinforce the street edge and create pedestrian-scaled open spaces. The overall design for vehicular circulation shall be a modified grid pattern with the use of alleys where appropriate.
- c. Buildings shall be placed perpendicular and parallel to streets, drives and travel ways.
- d. Building fronts and entries shall be articulated and oriented toward streets, drives or travel ways and arranged to created courtyards, plazas and other human-scale spaces. Where possible, buildings shall be arranged to provide views and access to open spaces.

(5) *Streetscape amenities.*



- a. Within the project boundaries, public streets, drives and travel ways shall have provided street landscaping and furnishings such as lamps, bicycle racks, seating and other furniture, litter containers, etc.
  - b. Landscaping shall include trees of a shade-producing variety in a number equal to at least one tree per 35 feet of length of public streets, drives and travel ways. Trees may be clustered to create a more natural appearance.
- (6) *Open space and landscaping.*
- a. Where adjacent to single-family zoned property along the project exterior, a 30-foot buffer shall be provided. Otherwise, a landscape strip of at least ten feet in width is required.
  - b. Buffers shall be natural and undisturbed except for supplemental planting where sparsely vegetated.

- c. Natural tree cover shall be preserved to the greatest extent possible.
  - d. Landscape strips shall include trees of a shade-producing variety in a number equal to at least one tree per 35 feet of length along exterior boundaries. Trees may be clustered to create a more natural appearance.
- (7) *Parking and loading.*
- a. Parking shall be calculated for the development as a whole using on the ratios established in section 119-380 of the city zoning ordinance. On-site parking shall be provided at a minimum of 80 percent of the calculated total for nonresidential uses and 100 percent of the total for residential uses.
  - b. Parking located in front of buildings facing public streets, principal drives or travel ways may be either parallel or front-in.
  - c. Required parking for residential uses must be located within 150 feet of the use served.
  - d. Landscaped islands are required at the end of each parking aisle.
  - e. A maximum of 12 parking spaces are permitted in a row before relieved by a landscaped island.
  - f. Landscaped islands shall extend the full length of the parking stall. Landscaped strips between aisles shall be a minimum of six feet in width.
  - g. Every landscaped island shall have at least one tree of a shade-producing variety. The total number of trees within an individual lot shall be equal to at least one tree per ten spaces.
  - h. Off-street loading and service areas shall not face and must be screened from public streets, principal drives, travel ways and public spaces by walls at least six feet in height or evergreen plan materials capable of reaching a height of six feet within 18 months of installation.

(h) *Architectural guidelines.*







(1) *Exterior building materials.*

- a. A minimum of 90 percent of the exterior (excluding windows) of all buildings shall consist of two or more of the following materials:
  - 1. Brick, natural stone or tile;
  - 2. Cultured or cast stone;
  - 3. Architecturally finished block;
  - 4. LEED-certified materials.
- b. Accent materials shall not include aluminum or vinyl siding, unfinished concrete block, reflective glass (unless to comply with LEED) or galvanized steel.
- c. A minimum of two different materials shall be used on each building.
- d. Individual buildings shall present a consistent appearance on all elevations.

(2) *Roof design and materials.*

- a. Roofs may be pitched or flat.
  - b. Pitched roofs of nonresidential or mixed-use buildings shall have a minimum pitch of 4:12 and pitched roofs of residential buildings shall have a minimum pitch of 6:12; except that that roofs covering porches are exempt from this requirement. Roofs with pitches between 4:12 and 6:12 shall have a projecting eave of not less than two feet measured horizontally from the vertical wall. Mansard roofs shall have a pitch of not less than 1:1.
  - c. Flat roofs require parapet screening conforming to the vertical articulation requirements for the facade and cornice detailing.
  - d. Materials for pitched roofs shall be of:
    1. Twenty-five-year dimensional asphalt or industry-approved synthetic shingle;
    2. Standing seam metal;
    3. Clay or concrete tile;
    4. Slate;
    5. LEED-certified materials.
  - e. Rooftop equipment shall be screened from view at ground level on adjacent public streets, drives, travel ways or public spaces.
- (3) *Design features for nonresidential and mixed-use buildings.*
- a. All buildings shall incorporate a minimum of four of the following features. Buildings with a length of 200 feet or greater shall incorporate at minimum of six design features:
    1. Canopies, archways, covered walkways or porticos;
    2. Awnings;
    3. Arcades;
    4. Courtyards;
    5. Cupolas;
    6. Balconies;
    7. Tower elements;
    - 8.

Recesses, projections, columns, pilasters projecting from the plane, offsets, or projecting ribs used to define architectural or structural bays;

9. Varied roof heights;
10. Articulated cornice line;
11. Display windows, faux windows or decorative glass windows;
12. Architectural details such as tile work, molding or accent materials integrated into the building facade;
13. Integrated planters or wing walls that incorporate landscaping, seating areas or outdoor patios;
14. Other similar features approved as part of the detailed master plan.
  - b. All ground floor entrances shall be covered or inset.
  - c. Buildings over 100 feet in length shall incorporate elements such as arcades, porticos, porches, alcoves or awnings for a minimum of 50 percent of the length of the building frontage along a street or travel way.
  - d. Facades adjacent to or facing a street, travel way or public space shall include changes in relief through offsets, varied roof heights, columns, fenestration and materials, with at least one per distance equal to three times the building height.
  - e. At least 40 percent but not more than 75 percent of each facade adjacent to and facing a street, travel way or public space shall contain windows or doorways. For mixed-use buildings, floors that contain only residential uses may have a minimum of 25 percent of the facade facing streets, travel ways and public spaces in windows and doorways.
  - f. Ground floor retail, service and restaurant uses shall have large pane display windows above a lower wall section between 24 and 36 inches in height.
  - g. Each residential unit in a mixed-use building shall have a balcony or bay.
  - h. All sides of a building will display a similar level of quality and architectural detailing. The majority of a building's architectural features shall not be limited to a single facade.

(4) *Garages.*

- a. Front-loading garages are prohibited.
- b. Side-loading garages shall provide windows or other architectural details that mimic the features of the living portion of the unit on the side of the garage in line with the front facade. Side-loading garage doors shall not exceed ten feet in width.
- c. Garage openings shall not occupy more than 45 percent of a unit's side facade.

d. At least 20 feet of driveway shall be provided between garage openings and sidewalks.

(Ord. of 12-13-2018, § 1)