

## **SECTION 7-13 – ARCHITECTURAL STANDARDS**

Purpose The Town of Moncks Corner seeks to promote architectural design which is harmonious with adjacent structures and sensitive to the natural environment. No single architectural style will be mandated within Moncks Corner. However, the reliance on or use of a standardized “corporate or franchise” style is strongly discouraged, unless it can be shown to the Town administrations’ satisfaction that such style meets the objectives noted below. Strongly thematic architectural styles 72 associated with some chain restaurants, gas stations, big box, and service stores are discouraged and, if utilized, will be recommended to be modified to be compatible with the Town’s design objectives. The primary purpose of this policy statement is to achieve the following goals: Enhance and protect the Moncks Corner quality of life and community image through agreed upon architectural design objectives; and protect and promote long-term economic vitality through architectural design objectives which encourage high quality development, while discouraging less attractive and less enduring alternatives.

### **Design Objectives.**

The following architectural design objectives are intended to apply to all nonresidential, attached and multi-family residential development within the Town. New building construction shall provide a sense of permanence and timelessness. High quality construction and materials should be used to ensure that buildings will not look dated or worn down over time, nor require excessive maintenance:

Exterior building materials should be aesthetically pleasing and compatible with materials and colors of nearby structures. Predominant exterior building facade materials shall consist of high quality, durable products, including but not limited to cementitious siding (i.e. HardiePlank), brick, sandstone, fieldstone, decorative concrete masonry units, wood, and glass. Metal exteriors are not permitted on principal structures or accessory structures over 1,500 square feet of GFA, unless used as an architectural style, such as modern steel and glass architecture, and approved by the Zoning Administrator. Metal warehouse-type architecture shall not be permitted except in the Industrial Zones. External Insulation

Finished Systems (E.I.F.S.) material shall be utilized only on the building trim and accent areas.

Building colors should accent, blend with, or complement surroundings. Façade colors are recommended to be earth tone colors which are low reflectance, subtle, and neutral (e.g., grays, greens, burgundies, browns, and tans). The coloring of all materials should be integral to the product and not painted on the surface of said product. The use of high intensity colors, metallic colors, black or fluorescent colors is discouraged. Primary colors are requested to be reserved for trim and accent areas.

Exposed neon tubing, LEDs, marquee lights or other bright lighting used for the purpose of attracting attention is not an acceptable feature on buildings or windows facing the exterior. This does not prevent the use of lighting as an accent (such as goose neck lamps with white lights lighting the roofline) or the use of interior-lit signage. Pitched roof designs are highly recommended for lowrise retail, office, and multi-family residential buildings utilizing architectural asphalt shingles or standing-seam metal panels. Flat roofs are not encouraged.

In the case of strip malls, big box stores, and shopping centers; such buildings shall provide elevations which reflect this objective through variations in facade setback and parapet wall presentations. Roof colors are requested to be muted and compatible with the dominant building color; long blank walls on retail buildings are to be avoided through the use of foundation landscaping and architectural details and features.

Large scale retail buildings are encouraged to have height variations to reduce scale and give the appearance of distinct elements; and lastly, roof top mechanical installations shall be appropriately screened so as to block the view from adjacent public and private streets and properties. Such screening shall match or compliment the overall theme of the building.

**Signs.** Signs provide important functions of both advertising and navigation by motorists and pedestrians. However, signs often dominate a site and can be counterproductive to the

primary function of directing patrons. Through careful and well-planned site design, signs should be designed with the following elements in mind:

1. Compatible with their surroundings in terms of size, shape, color, texture, and lighting and not promote visual competition with other signs along the corridor.
2. Architecturally integrated with the site's primary building(s).
3. Located such that they do not restrict sight distances of pedestrians or motorists, especially at driveways and intersections.
4. Limit the number necessary to direct patrons throughout the site. Discourage the use of pole, pylon, and temporary signs.
5. Limited to necessary information, regardless of the size permitted by the sign ordinance. Repetitive information shall not be permitted, such as dual signs on corner building when one sign is highly visible from the intersection.

It shall be the duty of Zoning Administrator, Building Official, and Town Administrator to determine whether any specific request shall be considered in accordance with the Architectural Standards. Any party who disagrees with the decision regarding the Architectural Standards may appeal the decision to the Board of Zoning Appeals.