

TEMPORARY DESIGN REGULATIONS FOR THE ALTAMA AVENUE CORRIDOR (*version 3*)

Sec. 23-?-1. Intent of Altama Avenue Corridor Temporary Design Guidelines Overlay.

It is the intent of these design guidelines to establish minimum design standards for the Altama Avenue Corridor as defined in the Altama Community Transformation District Corridor Plan. This corridor is deemed by the City Commission to be important because so many visitors travel this gateway into the community. The visual quality of the gateway and the general nature of development along the corridor must be improved to encourage visitors to explore more of the City.

Sec. 23-?-2. Timeline for Design Regulations.

It is the intent of these design guidelines to be in effect until such time permanent design guidelines or other similar restrictions are adopted for the Altama Avenue Corridor. The City of Brunswick and Glynn County adopted the Altama Community Transformation District Corridor Plan and an implementation measure in the Corridor Plan is the adoption of permanent architectural design standards for new development along the corridor to be accomplished by both the City of Brunswick and Glynn County.

Sec. 23-?-3. Boundary.

Generally, all parcels adjacent to Altama Avenue from First Street to Cypress Mill Road, Cypress Mill Road from Altama Avenue to Coral Park Drive, and Community Road from Altama Avenue to Key Circle Drive and located in the City of Brunswick are included in the Altama Avenue Corridor Temporary Design Guidelines Overlay. The boundary extends from these three road rights-of-way onto the adjacent parcel for a distance not to exceed either, a) a maximum of 250 feet from the respective roadway or b) a maximum depth of one parcel if the parcel adjacent to the respective roadway is less than 250 feet in depth. In all cases, the boundary shall be a minimum of 100 feet in depth except for lots of record.

Sec. 23-?-4. Permitted Uses.

All uses permitted in the underlying zoning district shall be permitted in the Altama Avenue Corridor temporary design guidelines overlay.

Sec. 23-?-5. Conditional Uses.

All uses permitted on a conditional basis and subject to the conditions set forth in the underlying zone district shall be permitted on a conditional basis in the Altama Avenue Corridor subject to the conditions set forth in Section 23-24-4.

Sec. 23-?-6. Temporary Design Guidelines.

(a) Building Orientation

- 1) Buildings shall be oriented to face the primary thoroughfare.

(b) Facades

- 1) All building facades should be comparable in quality to the primary entry facade along the main thoroughfare.
- 2) Building entrances should be distinct, intuitive, and visible from the street and parking areas.
- 3) Buildings may have multiple public entrances. The entrances should express a clear hierarchy.
- 4) Commercial and other uses on the ground floor of buildings should have a minimum 70% glazing, as measured between two (2) and twelve (12) feet from the adjacent ground plane.
- 5) Transparency and reflectivity should allow visibility from the street during the day.
- 6) Maximum building glazing is 70% of the total surface of each facade.
- 7) Facade treatment should reflect solar orientation to the extent practicable. To reduce solar heat gain and glare, designers are encouraged to utilize vegetation, screens, louvers, roof overhangs, recessed windows, light shelves, and /or high efficiency glazing.

(c) Fenestration

- 1) The length of facade without intervening fenestration or entryway should not exceed twenty (20) feet.

(d) Materials and Colors

- 1) Materials and colors should draw on regional examples and the natural environment.
- 2) Public areas, building entrances, and ground floors should use durable, long lasting materials carefully detailed.
- 3) Appropriate exterior wall materials are brick, natural stone, Stucco, Wood or artificial siding (not to include vinyl siding or faux tabby).
- 4) Minimize the number of primary exterior building materials to three, with one serving as the dominant cladding.

(e) Parking

- 1) There shall be a minimum ten (10) foot vegetative buffer between parking areas and public rights-of-way. Buffers shall be in accordance with landscape requirements found in Sec. 23.23.7 of the U.S. 17 Overlay.
- 2) New curb cuts shall be kept to a minimum to prevent problems with vehicular and pedestrian traffic.
- 3) Where possible, curb cuts shall be shared between neighboring properties.
- 4) Parking Lots shall connect with adjacent parking lots.

(f) Accessory Structures

- 1) Accessory structures shall be consistent with the design of the principal building.
- 2) Trash cans and benches shall be free from advertisements and shall be constructed using metal, wood, brick, stone, or other durable materials.

(g) Mechanical Equipment, Utilities, and Dumpsters/Receptacles

- 1) Architectural features such as parapets shall be used to screen mechanical and HVAC equipment from view by pedestrian and vehicular traffic.
- 2) Mechanical equipment, HVAC systems, and /or utilities located at ground level shall be screened from pedestrian and vehicular traffic through the use of fencing and vegetation.
- 3) Any commercially serviced dumpster, trash, grease, or waste receptacle shall not be located at the front of the property. Any such receptacle shall not be visible from the public right-of-way and shall be enclosed (not able to be seen from front, sides, or rear) by a wall or solid fence.

(h) Signage

- 1) Freestanding signs shall be no more than ten (10) feet tall and ten (10) feet wide.
- 2) Signs affixed to buildings shall not occupy more than twenty percent (20%) of any wall.

(i) Materials

- 1) no metal siding on any building
- 2) no razor wire or concertina wire
- 3) no vinyl siding
- 4) no faux tabby exteriors whereby shells are pressed into a stucco veneer with shells exposed

(j) Land uses

- 1) no open storage of materials, equipment, automobiles, recreational vehicles, boats or trucks (except temporary uses per Sec. 23-25-5) may be located between the principal building and the main thoroughfare.
- 2) no mobile storage units including trailers may be located on any parcel for more than three (3) days and units must be located as far from the roadway as possible

(k) Billboard regulations

- 1) billboard signs shall not exceed 300 square feet of sign area
- 2) billboard signs shall not exceed 35 feet in height
- 3) no billboard sign shall be located within 500 feet of residential zoned parcels
- 4) no billboard sign shall be located within 500 feet of conservation/preservation zoned parcels
- 5) no billboard sign shall be located within 500 feet in any direction of a public park, public playground, public recreation area, public forest, scenic area, or cemetery; provided, however, that such sign may be located within 500 feet of a public park, public playground, public recreation area, public forest, scenic area, or cemetery when the sign is separated by buildings or other obstructions so that the sign located within the 500 foot zone is not visible from the public park, public playground, public recreation area, public forest, scenic area, or cemetery
- 6) no billboard sign with an electronic display screen may be located within 5,000 feet of another billboard sign containing an electronic display screen
- 7) Three dimensional elements are prohibited.

(l) Lighting

- 1) Building exteriors can be externally lit and the preferred method is to downlight the building facade. The use of bright lights to highlight or outline architectural features such as windows, doors, or roof lines is prohibited.

(m) Signage

- 1) Electronic message boards shall not be allowed along the main thoroughfares.
- 2) Gas price signs may be electronically displayed on freestanding signs but not on billboards.
- 3) Wallscape are prohibited. *(add definition of wallscape to definition list)*

(n) Setbacks

- 1) Buildings shall be setback no more than fifty (50) feet from the edge of the right-of-way with parking located to the sides and rear of the building as much as possible.
- 2) No structures other than signs, gas station canopies, and outdoor seating canopies shall be placed between the front property line and the building's facade.

definition proposed to be added to Sec. 23-24-2. Definitions

"Wallscape" means an outdoor advertising sign securely located on the exterior wall of a building. A wallscape outdoor advertising sign consists of an image printed on vinyl or perforated mesh or other similar material with or without written text. It is attached to an exterior building wall, parallel with the wall surface, and supported by an invisible frame (for vinyl materials) or other supporting framework (perforated mesh).