

TEMPORARY DESIGN REGULATIONS FOR THE GLYNN AVENUE GATEWAY (*version 5*)

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

It is the intent of these design guidelines to establish minimum design standards for the Glynn Avenue gateway. This corridor is deemed by the City Commission to be important because so many visitors get their first impression of Brunswick while driving along U.S. 17. The scenic vistas of the marsh are inherently and economically valuable to the public, and visual clutter impedes aesthetically and economically favorable development of the gateway area. 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 Glynn Avenue. The City of Brunswick, Glynn County, Convention and Visitors Bureau, and the community are currently working towards permanent restrictions along all of Glynn Avenue from the Sidney Lanier Bridge to the intersection of Chapel Crossing Road in an effort to improve the aesthetics of this important gateway into the community.

Sec. 23-?-3. Boundary.

Generally, all parcels adjacent to Glynn Avenue in the City of Brunswick are included in the Glynn Avenue Temporary Design Guidelines Overlay. The boundary extends from the Glynn Avenue right-of-way onto the adjacent parcel for a distance not to exceed either, a) a maximum of 250 feet from Glynn Avenue or b) a maximum depth of one parcel if the parcel adjacent to Glynn Avenue 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 Glynn Avenue 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 U.S. 17 overlay 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 50% 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 380 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.

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).

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