

# Liberty Gateway District Design Guidelines

## Introduction

Our sense of community is defined by our surroundings, both natural and manmade, and no single element stands alone. We strive to create an interwoven fabric made of streets, buildings, and landscape working together rather than a haphazard patchwork quilt of developments which ignore their surroundings. As our community grows, consideration of our community's rich history and appreciation of our natural resources should be balanced with new development.

These design guidelines provide direction for development occurring within Liberty County to support the overall vision of the community, stated below:

*Liberty County's vision is to be the premier community in Coastal Georgia in which to live, work, and visit because of our rich history, heritage, cultural diversity, unsurpassed quality of life and respect for the environment and natural resources.*

Even though multiple governing jurisdictions are located within the Liberty Gateway District, we all support the principles outlined within this document to promote high quality, sustainable development. The *City of Midway's Historic Midway Master Plan* (November 2006) has provided guidance for the development of this document.

In order to maximize design creativity and innovation, the design guidelines typically provide general direction, but some standards are included as noted. Standards shall be followed as requirements unless substantial justification can be provided otherwise. This document is administered by the Liberty Consolidated Planning Commission (LCPC) and users are encouraged to work collaboratively with the LCPC in developing plans and designs in harmony with our community's vision.

## Purpose and Intent

U.S. Highways 84 and 17 and the surrounding areas serve as a significant gateway into Liberty County and each of its communities. The overall appearance of this area and the efficiency of the transportation network are of the utmost importance to the county as a whole. Therefore, these design guidelines have been developed to provide a resource to address development within these areas.

The purpose and intent of these guidelines are as follows:

- Preserve and enhance natural, cultural, and historic resources of Liberty County and encourage designs compatible with these goals;
- Develop a gateway to the county to encourage tourism and economic development consistent with Liberty County's vision;
- Promote an attractive view from I-95, US 84 and US 17 which will

These guidelines were  
developed with the thoughtful  
guidance and input of the  
*Gateway Steering Committee*

and the  
*Liberty Consolidated  
Planning Commission*

*Guidelines prepared by*





- reflect a positive image of Liberty County to the travelling public;
- Develop an efficient transportation network of interconnected streets and multimodal facilities;
- Preserve and enhance the capacity and safety of regional highways, especially U.S. Highway 84 and US 17;
- Distinguish Liberty County from other exits along Interstate 95.

## Applicability

These guidelines apply to all areas within the Liberty Gateway District, as indicated on the official zoning maps of Liberty County, Midway and Riceboro. Within this district, there are three tiers of applicability. Each tier represents a varying level of standards, with Tier I specifying the highest level of detail to Tier III, which includes the lowest level of detail. The three tiers are as follows:

- Tier I



**This tier includes the properties that are adjacent to major regional roads** that are most visible within the district. For this reason, the standards within Tier I are the most specific, detailed, and comprehensive. This tier includes areas adjacent to U.S. Highway 84, S. R. 38, S.R. 119, Islands Highway, Fort Morris Road, and U.S. Highway 17.

- Tier II



This tier includes properties that are adjacent to major local roads located in the district, particularly along Isle of Wight Road, Charlie Butler Road, Cay Creek Road, and parts of Barrington Ferry Road and Sandy Run Road.

- Tier III



All other properties within the Liberty Gateway District.

These tiers are categorized according to visibility, degree of access, and development intensity. Therefore, if a proposed development warrants, a property may be re-categorized into a higher-order tier upon the recommendation and approval of the LCPC.

In addition to the Tiers, there are also unique areas of special consideration, including Historic, Cultural, & Natural Resource Protection Areas; Interstate 95; Industrial Properties; Civic Uses; and Big Box Retail. Specific provisions for development within these areas are provided later in the document.

## Character Areas

Within the Liberty Gateway District, there are two primary character areas – “town” and “rural.” Town and rural characteristics are articulated for Tier I and Tier II. In general, as you travel along “town” corridors, the buildings are the focus; and as you travel along “rural” corridors, the landscape is the focus.

The “town” areas primarily include the interchange area around U.S. Highway 84 and Interstate 95 extending west into the City of Midway, and within the City of Riceboro on U.S. 17 and a portion of Sandy Run Road. A town character is also anticipated along some of the major local roads in the area. Town development

within the Liberty Gateway District is anticipated to include a diversity of retail, office, and entertainment venues, a high degree of pedestrian accessibility, buildings reflective of a downtown character, and higher density residential. In general, buildings and hardscape are the dominant features of the landscape.








The “rural” areas are primarily located on the eastern end of the District leading to historic village of Sunbury, the entries into the Cities of Midway and Riceboro along US 17, and along S.R. 119, Barrington Ferry Road and Sandy Run Road in the City of Riceboro. Rural development within the Liberty Gateway District is anticipated to include some retail, commercial, and office uses, but at a smaller scale than its town counterpart. Residential development is anticipated to occur at lower densities as well. In general, vegetation is the dominant features of the landscape.

## How to Use this Document

### 1. Determine level of applicability

First, locate the subject property in the Liberty Gateway District as shown on the official zoning map of the appropriate jurisdiction (Liberty County, Midway or Riceboro). Then, reference the pattern to determine the character – town or rural. Icons located throughout this document correlate with this map to indicate which standards apply.

The shape and number inside the icon corresponds to the Tier. The pattern within the icon corresponds to the character. Icons with a solid fill apply to both character areas.

Tier I – All		Tier II – All		Tier III – All	
Tier I – Town		Tier II – Town		“Town” and “rural” character areas do not apply to Tier III.	
Tier I – Rural		Tier II – Rural			

### 2. Design Considerations

Once the level of applicability has been determined, review the Design Considerations which are provided in three main sections, as follows:

#### Section I: Circulation & Access

- Applies to Tiers I, II, & III

#### Section II: Site

- Applies to Tiers I & II only

#### Section III: Buildings

- Applies to Tier I only

For example, for properties in Tier III, only Section I: Circulation & Access, applies. However, for properties in Tier I, all sections, including Circulation & Access, Site, and Buildings, apply. The symbols are repeated on the top right corner of each page for easy reference throughout the document. The chart on page 5 provides an overview of the applicability of the design guidelines

for each tier.

3. *Intent*

The intent of these design guidelines as a whole is to encourage innovation and creativity which supports the character of Liberty County. There are countless ways to achieve this goal. Therefore, each section begins with the *Intent* specifically for that section in order to describe how that section supports the overall vision. During the creation of development plans, property owners are strongly encouraged to work collaboratively with the Liberty Consolidated Planning Commission staff and the Design Review Board to explore design ideas beyond the recommendations of these guidelines which are consistent with the Intent and overall vision of Liberty County.

4. *Refer to Examples*

In addition to the guidelines and standards provided by this document, sample images are also included for reference of designs which are appropriate and inappropriate. The following icons are used for the sample images:

Appropriate design



Inappropriate design



		TIER I	TIER II	TIER III
<b>GENERAL DESIGN PRINCIPLES</b>		•	•	•
<b>DESIGN CONSIDERATIONS</b>				
<b>CIRCULATION</b>	Streets	•	•	•
	Connectivity	•	•	•
	Wayfinding	•	•	•
	Public Space	•	•	•
	Parking (General)	•	•	•
	Alternative Transportation	•	•	•
	Internal Circulation	•	•	•
	Stormwater Management	•	•	•
<b>SITE</b>	Access	•	•	
	Building Disposition	•	•	
	Parking (Specific)	•	•	
	Building Characteristics	•	•	
	Landscaping	•	•	
	Buffers	•	•	
	Lighting	•	•	
	Street Furniture	•	•	
	Signage	•	•	
	Utilities & Equipment	•	•	
<b>BUILD-INGS</b>	Building Envelope	•		
	Texture & Design Details	•		
<b>SPECIAL CONSIDERATIONS</b>	"Big Box" Retail	•	•	•
	Interstate	•	•	•
	Civic Uses	•	•	•
	Industrial	•	•	•
	Historic Corridor	•	•	•

## General Design Principles

The following design principles should be considered throughout the Liberty Gateway District in order to promote quality development consistent with Liberty County's vision.

- 1. Public space** - To preserve, enhance, or create many forms of publicly accessible open space, such as parks, plazas, water features, tree-lined streets and community gathering areas.
- 2. Compact mixed-use** - To create a compact concentration of land uses within each development through multiple uses in a single building or in the same general area.
- 3. Street activity** - To encourage a sense of place by allowing the imaginative and efficient utilization of land and to develop a sense of community by promoting year-round pedestrian and outdoor activities at the street level.
- 4. Pedestrian-orientation** - To reduce the dependence upon and dominance of the automobile through street design, shared parking, bicycle and pedestrian pathways and spaces, and pedestrian-scaled buildings.
- 5. Design** - To achieve a unique aesthetic design through high quality architecture and construction with attention to placement, relationship, and orientation of structures to provide a greater compatibility with surrounding land uses.
- 6. Community cohesiveness** - To provide physical linkages and opportunities for recreational and social connections throughout the community to allow residents and visitors to enhance their quality of life in Liberty County.
- 7. Sustainable practices** - To recognize our responsibilities to future generations by placing equal consideration on environmental, social, and fiscal responsibility through sustainable design, construction, and operation practices of communities, sites, and buildings.





## **Design Considerations**

### **Section I:**

#### ***Circulation & Access – Tier I, II, & III***

## Design Considerations

### Section I: Circulation & Access – Tier I, II, & III

*This section applies to all properties within the Liberty Gateway Design District.*



#### **Streets**

##### *Intent:*

*Street designs should permit safe and comfortable use of streets by motorists, pedestrians, and bicyclists.*

#### **Streets**

*Street designs should permit safe and comfortable use of streets by motorists, pedestrians, and bicyclists.*

##### *Standards*

- The specific design of any given street should consider the building types which have frontage and the relationship of the street to the overall street network.
- Streets should generally be designed as a prevalent public space and be scaled to the pedestrian.
- Streets should generally be bordered by sidewalks on both sides, with the exception of alleys or service corridors. Sidewalks on one side of the road or other pedestrian facilities may be permitted by the Liberty Consolidated Planning Commission as an incentive to protect water quality or to achieve other community goals as long as adequate pedestrian facilities are provided.
- Streets should generally be lined with street trees on both sides, with the exception of alleys.
- Streets should generally be the focus of buildings. Generally, all buildings will front on public streets.

#### **Connectivity**

##### *Intent:*

*Create an integrated street network which supports new development and provides maximum mobility while maintaining community character.*

#### **Connectivity**

*Create an integrated street network which supports new development and provides maximum mobility while maintaining or establishing community character.*

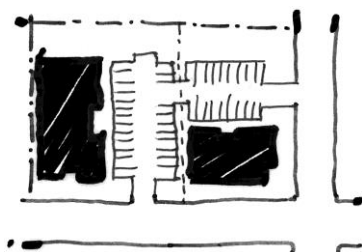
##### *Inter-parcel Connections*

Linking residential subdivisions and mixed-use developments using inter-parcel connections and pathways or trails shall be incorporated to facilitate non-auto movements in the area. Inter-parcel connections between properties in commercial areas shall be provided to minimize the need for auto traffic movements on the street system. Pedestrian facilities shall be direct and convenient.

- Streets should be designed in such a way that they provide connectivity within a development and to existing and future developments. Cul-de-sacs are strongly discouraged, but may be considered where topographical and/or lot line configurations offer no practical alternatives for connections or through traffic. Where cul-de-sacs do exist, they should be designed in such a way that they have a pedestrian egress point providing connectivity. Street stubs, with a temporary turn-around, or dedicated right-of-way shall be provided within each development adjacent to open land to provide for future connections.

##### *Drives and walkways*

Driveway and access points shall be designed in a way to preclude the obstruction of pedestrian facilities by vehicles which are parked and/or waiting in a queue.





### **Blocks**

The creation of blocks builds an interconnected street network which provides for accessibility and a variety of travel path options. In order to create safe, efficient, and well-connected development which is accessed from primary corridors, specific guidelines for block perimeters within Tiers I & II are provided in *Section II: Site Design Considerations*.

For purposes of this section, a “block” shall mean a group of lots, tracts or parcels within well-defined and fixed boundaries surrounded by public rights-of-way or easements. Each block or building site shall be separated from other blocks or building sites by a public right-of-way or public access easement so as to be surrounded on all sides by such right-of-way or access easement.

### **Traffic Calming**

Streets should be designed to safely accommodate vehicular, bicycle, and pedestrian traffic. Physical traffic calming measures, such as bulbouts (curb extensions) and textured driving surfaces, may be appropriate in some areas and shall be evaluated when proposed. Traffic calming may also be achieved through design of the streets by the use of street trees, on-street parking, narrow travel lanes, etc.

### **Traffic Control**

Traffic control features, including signs, pavement markings, etc. shall be prepared in accordance with the guidance of the Manual on Uniform Traffic Control Devices (MUTCD) published by the Institute of Transportation Engineers (ITE). The developer is responsible for the initial installation of the devices and the maintenance thereof until the public entity accepts the street.

### **Alleys & Lanes**

Alleys and lanes are permitted. Alleys typically provide service to the rear of commercial or mixed use buildings, while lanes typically provide service to the rear of single-family properties. The placement of utilities in alleys and lanes is encouraged. Utilities may be placed within the lane right-of-way and/or under the driving surface.

Lanes providing access to detached single-family lots may be surfaced with gravel or other pervious materials, upon approval.

## **Wayfinding**

*Create a user-friendly street network to help people move about in the community and reduce driver frustration and fatigue.*

Streets shall be organized in a logical manner to facilitate easy vehicular and pedestrian movement. Wayfinding relies on visual cues and refers to how people orient themselves and move about the community. While signage may be a component, wayfinding should be inherent in a logical design and layout of the community.

### **Wayfinding**

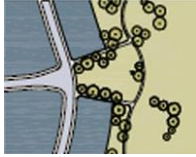
#### **Intent:**

*Create a user-friendly street network to help people move about in the community and reduce driver frustration and fatigue.*

**Public Space***Intent:*

*Maximize opportunities for people to interact with nature and one another.*

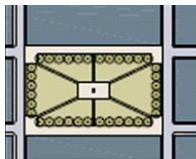
Park



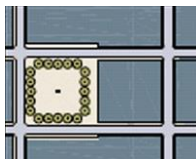
Green



Square



Plaza



Playground



Graphics courtesy of  
Duany, Plater, & Zyberk Co.

**Parking***Intent:*

*Parking areas should be efficient, safe, and designed to minimize their visual impact.*

**Public Space**

*Maximize opportunities for people to interact with nature and one another.*

The inclusion of public space is encouraged in all new developments. Public spaces are defined as areas which are readily and clearly accessible to the general public and may be owned by a local government, neighborhood association, or other entity. Public space may take many forms, including, but not limited to, the following examples.

- a. Undisturbed: Unaltered existing vegetation in its most natural state.
- b. Park: A natural preserve available for unstructured recreation. A park may be independent of surrounding buildings. Its landscape typically consists of paths and trails, meadows, waterbodies, woodland and open shelters, all naturalistically arranged. Parks may be linear, following natural corridors.
- c. Green: An open space, available for unstructured recreation. A green may be spatially defined by landscaping, buildings, and/or public right of ways. Its landscape typically consists of lawn and trees, naturalistically arranged.
- d. Square: An open space available for unstructured recreation and civic purposes. A square is spatially defined by buildings. Its landscape typically consists of paths, lawns and trees, formally disposed. Squares shall be located at the intersection of important streets.
- e. Plaza: An open space available for civic purposes and commercial activities. A plaza shall be spatially defined by buildings. Its landscape shall consist primarily of hardscape. Trees are optional, although encouraged.
- f. Playground: An open space designed and equipped for the recreation of children. A playground should be fenced and may include an open shelter. Playgrounds shall be interspersed within residential areas and may be placed within a block. Playgrounds may be included within parks and greens.

**Parking (General)**

*Parking areas should be efficient, safe, and designed to minimize their visual impact.*

*Location of Parking Areas*

Buildings should be located at the corner of sites closest to the road intersection, so that the line of sight to parking areas is blocked by buildings and so that the travel path from public sidewalks is shortened. Parking shall be located in a way that it is not visually dominant. Parking is encouraged to be located to the side or rear of buildings. Parking located *only* between buildings and the road is prohibited. This does not preclude some parking in the front, but large parking areas should be avoided in front of buildings. Specific guidelines for parking areas within Tiers I & II are provided in *Section II: Site Design Considerations*.

**Standard:**

- Parking areas, including parking lots, garages, and parking structures, shall be connected to an interconnected pedestrian system.

**Shade trees**

Shade trees shall be provided in all parking areas.

**Standard:**

- For every twelve (12) spaces, a canopy tree should be established which contains a minimum planting area of no less than 400 square feet in size per tree.

**SHARED PARKING FACTOR**

Function	with	Function
RESIDENTIAL		RESIDENTIAL
LODGING		LODGING
OFFICE		OFFICE
RETAIL		RETAIL

Diagram showing Shared Parking Factor ratios for combinations of functions:

- RESIDENTIAL/LODGING: 1.1
- LODGING/OFFICE: 1.1
- OFFICE/RETAIL: 1.4
- RETAIL/RESIDENTIAL: 1.4
- RESIDENTIAL/OFFICE: 1.1
- OFFICE/LODGING: 1.1
- LODGING/RETAIL: 1.2
- RETAIL/LODGING: 1.2
- RESIDENTIAL/RETAIL: 1.2
- RETAIL/RESIDENTIAL: 1.2

Graphics courtesy of  
Duany, Plater, & Zyberk Co.

**Shared Parking**

Shared parking is encouraged when multiple uses are located close to one another and their parking demands differ by time of day or day of the week (e.g., church and an indoor theater). Parking requirements for shared uses may be reduced based on the Shared Parking Factor ratios shown. To calculate the number of spaces required, add the total number of spaces for each separate function, then divide by the shared parking factor.

**Example:**

Retail use	Spaces Required	100
Office use	Spaces Required	<u>80</u>
	Spaces Required (Total)	180
Shared Parking Factor		1.2
$180 \text{ spaces} / 1.2 = 150 \text{ spaces}$		
(Total spaces / Factor = Shared parking requirements)		

**Alternative Transportation**

*Create safe, convenient, and adequate facilities to encourage alternative transportation modes, including walking and cycling, as a valuable part of a balanced transportation system.*

Incorporating multi-modal transportation facilities is a high priority for the community. The inclusion of facilities to support alternative transportation, including walking, cycling, and non-gasoline powered vehicles, is encouraged and may be required depending on the intensity of the development. The American Association of State Highway Transportation Officials (AASHTO) "Bicycle Facilities Guidebook" provides guidance on a range of bicycle facilities, including bicycle lanes, bicycle paths, bicycle routes, and bikeways. Adequate bike parking facilities and signs are required in key locations to facilitate safe and secure bicycling in the area.

**Standards:**

- Dedicated bicycle facilities, sidewalks, and/or shared use paths are required for all new developments. Details shall be reviewed on a case-by-case basis.
- Bike racks shall be located in safe, visible, easily accessible areas.

**Pedestrian Access**

Pedestrian access shall be provided to individual developments and each establishment within the development. Pedestrians should not have to walk in and along parking aisles, driveways or roadways to get from any one building to another; rather, pedestrian ways shall be well defined, take as

**Alternative Transportation****Intent:**

*Create safe, convenient, and adequate facilities to encourage alternative transportation modes, including walking and cycling, as a valuable part of a balanced transportation system.*

direct a path as possible, and they should be separated where practical from automobile access ways. Wherever possible, pedestrian facilities should also be provided so that users can walk between commercial areas and surrounding residential districts in as direct a path as possible.

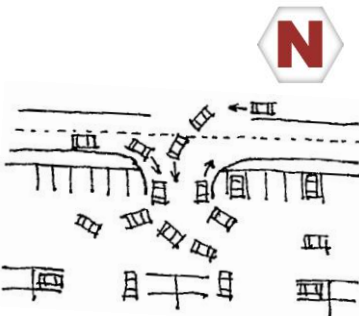
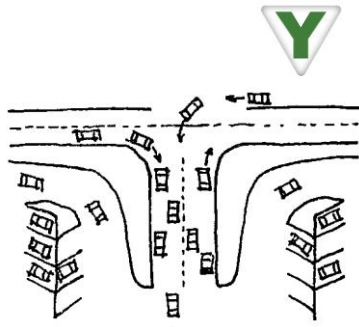
Standards:

- Pedestrian facilities are defined as facilities which do not support the use of motorized vehicles and may include sidewalks, multi-purpose paths or trails, etc.
- Pedestrian facilities on individual properties must connect to any existing pedestrian system within the right-of-way and to adjacent parcels where compatible.
- Where no pedestrian facilities are provided, pedestrian facilities shall be located so they may be connected in the future to pedestrian facilities on adjoining properties, to create a seamless, interconnected network of pedestrian facilities within the corridor.
- Pedestrian facilities widths shall be determined for each development and should be appropriate to support the anticipated level of activity. In general, the following standards shall apply:
  - Town – Sidewalks adjacent to storefronts – 12' to 20' or greater; sidewalks adjacent to streets – 6' minimum
  - Rural – 6' minimum
  - Tier III – 5' minimum

### Internal Circulation

#### Intent:

Promote safe and efficient circulation within individual developments and between developments.



### Internal Circulation

*Promote safe and efficient circulation within individual developments and between developments.*

The internal design of circulation within a development may help or hinder the mobility of cars entering and leaving the site, as well as traffic flow along the access road. Therefore, driveway into the site must be clearly expressed and appropriate in length and design for the development it is serving. Automobile and pedestrian circulation within a development should also be direct, efficient, and allow for connections to adjacent properties.

**Stormwater Management***Intent:*

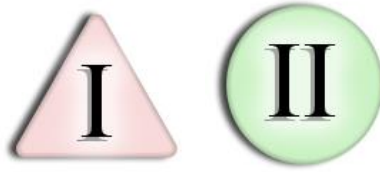
*Minimize the impacts of stormwater runoff on the natural environment through stormwater management techniques which reduce the quantity of runoff produced and mitigate stormwater impacts on the ecosystem.*

**Stormwater Management**

*Minimize the impacts of stormwater runoff on the natural environment through stormwater management techniques which reduce the quantity of runoff produced and mitigate stormwater impacts on the ecosystem.*

In recognition of the sensitivity of the coastal environment and the importance of water quality, the incorporation of low impact development techniques for stormwater management may be permitted. In particular, parking areas create high volumes of stormwater runoff which may be mitigated through the use of pervious surfaces. In general:

- Infiltration practices should not be utilized in potential “hot spot” areas, such as gas stations, dumpster locations, etc.
- The use of pervious surfaces for parking areas is encouraged and shall be evaluated based on the size of the proposed development, anticipated traffic volumes, and other factors as deemed appropriate.
- In higher intensity development areas, pervious parking areas should be highly durable surfaces, such as permeable pavers or porous concrete.
- In lower intensity development areas, stabilized pervious surfaces, such as gravel, may be permitted.



## **Design Considerations**

### **Section II:** ***Site – Tier I & II***

## Design Considerations



### Section II: Site – Tiers I & II

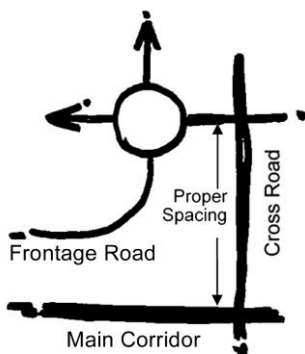
This section applies to properties within Tiers I & II of the *Liberty Gateway Design District*. The previous section, *Circulation & Access*, also applies to Tier I & II properties and should be reviewed by the user.

#### Access

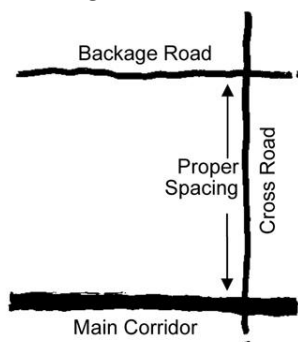
##### Intent:

Developments shall be designed to provide safe and convenient vehicle, non-motorized, and pedestrian access to individual lots and building sites while maintaining maximum mobility along regional corridors.

#### Frontage Road



#### Backage Road



#### Access

*Developments shall be designed to provide safe and convenient vehicle, non-motorized, and pedestrian access to individual lots and building sites while maintaining maximum mobility along regional corridors.*

For parcels with direct access to the main corridor, newly created lots should be designed to properly access the main corridor through driveway spacing, the use of 'frontage' and/or 'backage' roads. Lots should also be designed to maximize internal connectivity.

In Tier I Town corridors, newly created lots may not be designed so each lot has its own individual access to the major road and no other access.

In Tier I Rural corridors and Tier II corridors, the creation of new lots so each lot has its own individual access to the major road and no other access is strongly discouraged.

Single family residences are exempted from this standard, and are allowed to have individual driveways.

#### Frontage and Backage Roads

The use of frontage and/or backage roads the Tier I Town corridor is required. Frontage and backage roads are parallel to the main corridor and provide internal access and circulation. This approach provides a safer, more efficient environment for drivers and pedestrians, and also serves to maximize visibility of commercial establishments in the corridor.

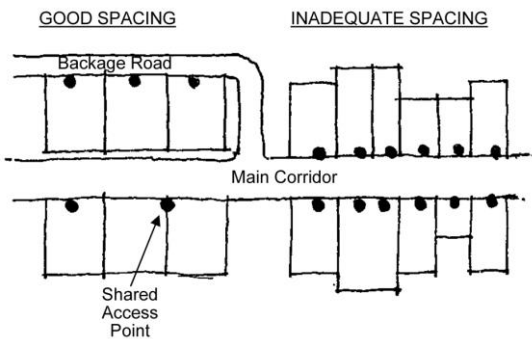
*Frontage Roads* provide access to the front of commercial properties and are preferred to backage roads. Where provided, frontage roads may have parallel or angled parking provided, but may not provide access to parking lots in front of the building. Adequate separation shall be provided from the intersection of the frontage road and cross street to the arterial.

*Backage Roads* provide access to the rear of commercial properties adjacent to the main corridor. A backage road also provides access to the properties located on the other side, therefore increasing values and reducing infrastructure costs overall. Building fronts along backage roads are encouraged, but not required.

#### Access Driveways

It is the intent of these regulations to minimize the number of separate driveways to private properties, thereby reducing the potential for vehicular crashes and pedestrian injuries. If adjacent lots have direct vehicular access to a street, the Design Review Board may recommend that the governing jurisdiction require access through a common or joint driveway using inter-





parcel connections between properties. Access from private properties onto state highways or other designated roads shall be coordinated through the Design Review Board and the governing jurisdiction prior to requesting the access connection from the Georgia Department of Transportation.

#### Driveway Spacing

Appropriate driveway spacing along the corridor is important to reduce potential conflict points, thus creating safer conditions, and to maintain smooth traffic flow along the roadway.

Shared driveways are strongly encouraged. Driveways should be adequately spaced based on posted speed limits, the type of roadway, and the amount of traffic generated by the proposed development.

Tier I Town – Full access points to U.S. 84 are identified in the *HAMPO Long Range Transportation Plan*. Primary access to properties in the Tier I Town corridor should be provided by frontage roads. Right-in/right-out access may also be allowed and will be reviewed on a case-by-case basis.

#### Blocks (Specific)

For general information, refer back to Section I. Specific guidelines are found below.

Standards:



- *Tiers I & II – Town:* The intent is to create a continuous street grid througth the creation of blocks, where topography allows. The maximum size for blocks in new or modified plats or binding site plans, or for building sites on undivided land, shall generally not exceed a perimeter of 2,400 feet for town corridors.



- *Tiers I & II – Rural:* Within rural areas, it is anticipated that blocks will be more 'organic' in nature and therefore not necessarily a prescribed shape. The maximum size for blocks in new or modified plats or binding site plans, or for building sites on undivided land, shall generally not exceed a perimeter of 3,600 feet for rural corridors.

#### Building Disposition

*Intent:*  
Promote development accommodates the pedestrian to an equal, or preferably greater, level than the automobile.

#### Building Disposition

*Promote development accommodates the pedestrian to an equal, or preferably greater, level than the automobile.*

#### Building Placement

Buildings shall be placed to frame outdoor spaces, including public right of ways, and to provide access from one to another along the public right of way.

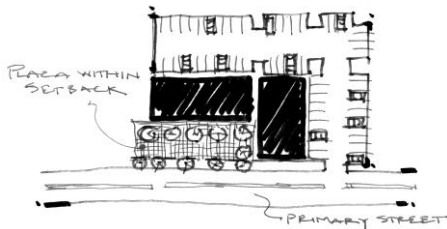
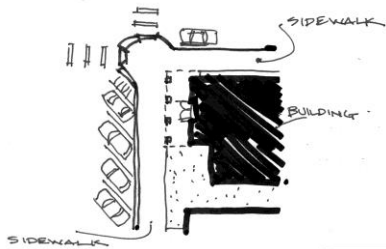
Standards:

*Tiers I & II – Town & Rural*



- Buildings should be generally oriented towards the primary street frontage or public pedestrian facilities/amenities.
- Buildings on corner lots should be oriented toward the primary intersection and the primary and secondary street





frontages, while parking and auto access shall be located away from the primary intersection corners.

- The use of lot corner entrances, plazas, signage, and/or landscaping is encouraged to accentuate corner sites.

#### Tiers I & II – Town

- Buildings should be located along the primary street frontage and pulled to the public sidewalk.
- Where buildings are separated from the public sidewalk along the primary street frontage, the space should contain public and pedestrian amenities, such as plazas, landscaping, benches, bicycle racks, trash cans, and other pedestrian amenities.
- Facades should be parallel to the street and provide an organized framework along the streetscape.
- A primary entrance should be provided from the public sidewalk along the primary street frontage.

#### Tiers I & II – Rural

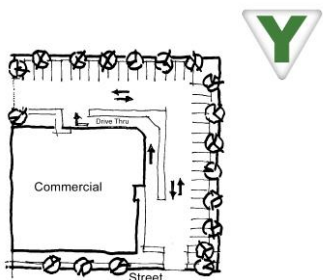
- Building disposition should be dictated by existing mature trees in order to maintain canopy coverage.
- In order to maintain a rural, organic development pattern, buildings do not necessarily need to be parallel with the primary frontage. However, the façade of the building should primarily face the primary street frontage or pedestrian facilities/amenities.
- Where buildings are separated from the public pedestrian facilities along the primary street frontage, the space may contain public and pedestrian amenities, such as plazas, landscaping, benches, bicycle racks, trash cans, and other pedestrian amenities or may be landscaped in a naturalistic manner.

#### Primary & Secondary Facades

For buildings which are located on a corner or otherwise have more than one façade visible from the public right-of-way, equal attention should be given to the design of each side of the building. The primary façade is indicated by the primary entrance to the building. The secondary façade(s) shall include windows, fenestration, and other appropriate design elements to address the view from all public right-of ways.

#### Drive-Thrus

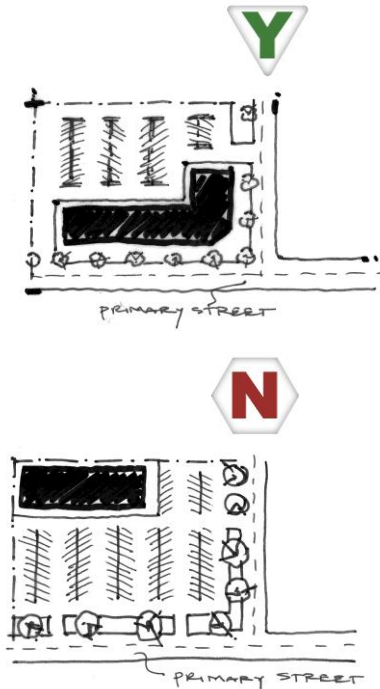
Drive thru facilities should be located to the side or rear of the building and arranged to prevent cars in the queue from blocking pedestrian facilities or drive isles.



### Parking

#### Intent:

Parking areas should be efficient, safe, and designed to minimize their visual impact.



### Building Characteristics

#### Intent:

Building design should be appropriate to the character of the area and scaled to the pedestrian.

### Parking (Specific)

Parking areas should be efficient, safe, and designed to minimize their visual impact.

#### Location of Parking Areas

For general information, refer also to Section I. Specific guidelines are found below.



#### Tiers I & II – Town

- Open parking areas should be primarily located to the sides and behind buildings, except that driveways, drop-offs and parallel parking areas may be located at the front of the building.
- The use of parallel on-street parking is encouraged. Angled parking may also be permissible, although parallel is preferred.
- Parking lots should be arranged to provide a high level of order and structure with dedicated pedestrian facilities.
- Open parking areas shall be masked from the frontage by a building or streetscreen (see “Buffers”).



#### Tiers I & II – Rural

- Parking areas shall be arranged to maximize preservation of mature vegetation, including trees and understory vegetation.
- Parking layouts should be staggered and meander.
- A connected series of small parking areas is preferred to one single large parking resource.
- Open parking areas shall be masked from the frontage by a building, streetscreen (see “Buffers”), or vegetated buffer.
- Parking may be placed between the corridor and the building in order to maintain a meandering, informal arrangement and to maximize preservation of the existing canopy. Such parking shall still be screened. The site design should still strive to minimize the visual impact of parking by placing parking to the side and/or rear of buildings where feasible.

### Building Characteristics

Building design should be appropriate to the character of the area and scaled to the pedestrian.

#### Building Size

The size of a building has a tremendous impact on the character of an area. A corner store has a very different influence on a community than a mega-grocery store. Therefore, the size of a building should appropriately reflect the character of the area in which it is located.



#### Town

- Buildings over 60,000 square feet in area should incorporate the recommendations of “big box” retailers found in the “Special Considerations” section.



#### Rural

- Buildings over 35,000 square feet in area should incorporate the recommendations of “big box” retailers found in the “Special Considerations” section.

### Landscaping

#### Intent:

*Vegetation has a significant impact on community character and softens the heavy use of impervious surfaces associated with intensive development. Vegetation should be used to define the community character through vegetation types, including trees, shrubs, and other plants, and the arrangements of both natural and formal landscapes.*

### Building Walls

Lengthy, featureless façades and building walls facing the primary frontage are not acceptable. Building walls should not extend more than 50 linear feet parallel to the corridor unless the front façade of the building changes at the building line (i.e., front setback in relation to the corridor) by at least five feet (5') or the front building façade is designed in a way that breaks up the building face into discrete architectural elements. There should be some differentiation between the building base and the top, which can be accomplished with building articulation or details at the roof line. Building articulation can be accomplished through the following:

- Façade modulation: stepping back or extending forward a portion of the façade;
- Providing bay windows or repeating window patterns at regular intervals;
- Providing a porch, patio, deck, covered entry to portions of the façade at the ground level or in the case of two or more story buildings, balconies;
- Changing the roofline by alternating dormers, or using stepped roofs, gables or other roof elements;
- Changing materials with the change in building plane.

### Landscaping

*Vegetation has a significant impact on community character and softens the heavy use of impervious surfaces associated with intensive development. Vegetation should be used to define the community character through vegetation types, including trees, shrubs, and other plants, and the arrangements of both natural and formal landscapes.*

#### Native vegetation

The preferred method of landscaping is to first incorporate and preserve existing trees and shrubs, topography and other existing natural features into the project design. Any unavoidable loss of existing native vegetation shall be mitigated. The use of native and non-invasive vegetation is strongly encouraged.

### Planters

The use of planters, including flower boxes, is encouraged to create visual variety and to articulate pedestrian scale. Planters are to be maintained by the property owner and may be placed within the public sidewalk if adequate clear passage for pedestrians and emergency access is provided.

#### Standards:



#### Town

- Locate trees on storefront street frontages at appropriate spacing so that at maturity building signage and entrance are clearly visible from the street and sidewalk.
- Plant a mix of evergreen and deciduous plants to maintain year-round color and interest.
- Large areas of open turf should only occur in formal park settings intended for public use.
- When used, detention ponds, bioswales, and raingardens shall be incorporated into the project landscaping.

### Buffers

#### Intent:

Screen unattractive views, private areas, and other features which are inappropriate to view from the public realm through the use of appropriate vegetation selection and arrangement.



#### Rural

- The use of shrubs, grasses and other nontree vegetation should be included.
- Plantings should incorporate a variety of plant sizes in order to create diverse visual interest.
- Plants should generally be allowed to mature in their natural state without heavy or unnatural pruning.
- Large areas of open turf grass should be avoided. Naturalized grasses, fields, and wildflower meadows are encouraged.
- When used, detention ponds, bioswales, and raingardens shall be incorporated into the project landscaping.

### Buffers

*Screen unattractive views, private areas, and other features which are inappropriate to view from the public realm through the use of appropriate vegetation selection and arrangement.*

The appropriate use of buffers can help separate incompatible uses, screen undesirable views, and define the character of the area. There are four primary buffer types:

- Undisturbed – Existing vegetation is not removed, thinned, or pruned and new vegetation is not typically introduced through plantings.
- Natural –Vegetation is planted in naturalistic arrangements and is not formally pruned or shaped. Existing vegetation, especially mature trees, frequently remains.
- Landscaped – Most or all of the vegetation is planted. Plant arrangements are typically formal or have an arranged pattern. Plants may be shaped and formally pruned.
- Streetscreen – The primary purpose of a streetscreen is to hide an undesirable view, such as a parking lot, mechanical equipment, etc. Streetscreens should be the appropriate height for the object to be screened and may consist of thick evergreen vegetation, hardscape elements (wall, fence, etc.), or combination of both.

#### Standards:



#### Town

Within the town areas, buffers should not be frequently used. The use of buffers between adjacent uses increases the travel distance, which is of critical importance in pedestrian accessibility. However, buffers may be suggested or required to reduce conflicts with existing development. In new development, uses and scale should transition appropriately in order to negate any need for buffers.



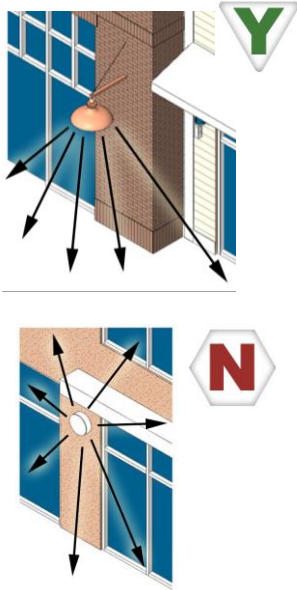
#### Rural

The use of a natural buffer is encouraged along rural corridors, between the road and buildings, in order to maintain a more scenic roadway. Undisturbed buffers may also be appropriate in select instances.

### Lighting

#### Intent:

Appropriate lighting is important in creating safe places and an attractive ambiance and should be designed to reduce the impact of lighting to night skies, improve visibility through glare reduction, and reduce the impact of development on nocturnal environments.



### Street Furniture

#### Intent:

The use of street furniture is an important element for a pedestrian-oriented environment to provide places for people to rest comfortably and to create opportunities for social interaction.

### Lighting

*Appropriate lighting is important in creating safe places and an attractive ambiance and should be designed to reduce the impact of lighting to night skies, improve visibility through glare reduction, and reduce the impact of development on nocturnal environments.*

In order to reduce light pollution in our sensitive natural environment, developments should incorporate lighting fixtures which emit warm light and are directionally aimed to reduce light from leaving the site, both horizontally and vertically. More is not necessarily better. Lighting should be placed in the proper amount at the proper location for maximum effectiveness.

#### Standards:

- Streets should be lit by pedestrian-scaled fixtures emitting warm light.
- Lighting should be provided through the use of pedestrian-scaled pole fixtures, typically no more than 16 feet in height, or fixtures may be attached to the face of the building. The type and size of pole fixtures should be as consistent as possible along a single block.
- The use of waist-high lighting, low bollard type lighting, and other minimal fixtures may be used for walkways and drives.
- Use the lowest wattage of lamp feasible for the intended purpose.
- Lighting installations should be designed and installed to be fully shielded (full cutoff), except where otherwise required by building or electrical codes.
- Low voltage landscape lighting may be exempt from shielding standards, but should be located and shielded to eliminate glare and light trespass.

### Street Furniture

*The use of street furniture is an important element for a pedestrian-oriented environment to provide places for people to rest comfortably and to create opportunities for social interaction.*

The addition of street furniture and related hardscape elements adds character and visual variety to the area and is therefore encouraged. In particular, the frequent placement of benches and comfortable sitting areas enhances activity along the sidewalk and creates a more vibrant community.

#### Standards:

- Street furniture may include benches, trash receptacles, telephones, water fountains, and clocks, where appropriate.
- Street furniture may be fixed to the sidewalk if adequate clear passage for pedestrians and emergency access is provided.
- Cafe tables are encouraged and may occupy a portion of the public right-of-way if adequate clear passage for pedestrians and emergency access is provided.
- The design of street furnishings should unify areas with distinct character.
- Participation from private property owners is encouraged.
- Appropriate plantings are encouraged as well.

### Utilities and Equipment

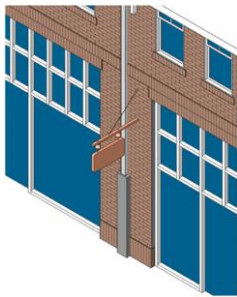
#### Intent:

Unightly elements should be properly screened from public view.

### Signs

#### Intent:

Proper signage is important to provide awareness and information. However, signage should not dominate the landscape or the building.



### Utilities and Equipment

*Unightly elements should be properly screened from public view.*

All utility or service lines must be underground or concealed within the structure. Any transformers, meters, compressors, utility cabinets, or waste receptacles (including but not limited to dumpsters) must be located in a discreet location and screened from view. The streetscreen proposed (as defined under the “Buffers” section) should be included with the submittal documents for review.

### Signs

*Proper signs are important to provide awareness and information. However, signs should not dominate the landscape or the building.*

The size, placement, and type of sign should be in the proper proportion, scale, and design to the building to which the sign relates. Colors and materials of signs should also be coordinated with the building to be complimentary. These requirements are in addition to the requirements of the regulating jurisdiction.

Signs along the corridors shall be provided as monument signs, which are freestanding signs placed directly on the ground with the sign support structure extending the length and width of the sign or hidden by an external material compatible with the sign. “Pylon” or “pole” signs are not allowed.

Signs placed on a building, such as a projecting sign, wall sign, or canopy sign, should be designed to compliment, not overpower, the building design. Lettering on signage should also be clearly legible, simple, and properly proportioned to the sign and the building.

Lighting and mounting hardware should also be coordinated with the sign and the architecture of the building. External lighting is encouraged and should be mounted to minimize excessive light pollution. Internal illumination may be used for illumination of architectural sign letters, such as cut out letters, reverse channel letters, etc. Animated signs are not allowed.

### Gateways

Public entity gateway signs (i.e., “Welcome to Liberty County”, etc.) shall be permitted and constructed only by a local government or their designee. Such signs are not exempted from review by the Design Review Board.





## **Design Considerations**

### **Section III: *Buildings – Tier I***

## Design Considerations

### Section III: Buildings – Tier I



This section applies to properties within Tiers I of the *Liberty Gateway Design District*. The previous sections, *Circulation & Access* and *Site*, also apply to Tier I properties and should be reviewed by the user.

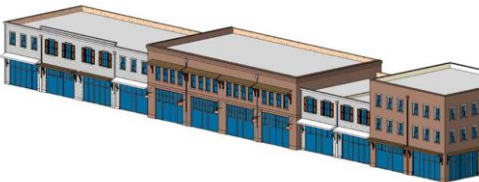
#### Building Envelope

##### Intent:

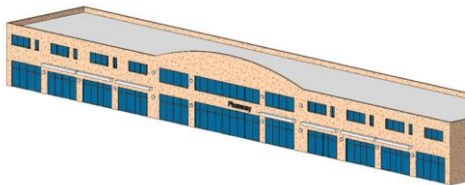
*Buildings should reflect design elements which create a comfortable, pedestrian environment and reflect the community's character.*



- Building mass broken into rhythmic divisions
- Variation in floor heights and building heights
- Regular, rhythmic openings
- Detailed secondary façade
- Historic roof forms
- Pedestrian scale



- Long, massive wall with no variations in the plane
- No variety of materials
- Inadequate detailing
- Irregular openings
- Blank secondary façade
- No precedence for roof form



#### Building Envelope

*Buildings should reflect design elements which create a comfortable, pedestrian environment and reflect the community's character.*

The building envelope refers to the exterior elements of a structure. The envelope of the building should be compatible with the buildings to which it will visually relate, which includes architectural elements of massing, height, building shape, and detailing.

##### *Simplicity of Massing*

The basis of nearly all traditional architectural massing is simplicity and practicality. No matter what the style, traditional architecture is usually characterized by simple masses to which other simple masses are added according to the needs of the building. And in every excellent example, this translates to building shapes that are rational and sensible.

##### *Rhythm of Structures along the Street*

The rhythm of the architecture establishes the overall feeling of the corridor, with regular openings between the solid forms of buildings creating a unified sense of place. Consider the pattern and scale of architecture within the development to determine the rhythm of the streetscape, including the appropriate distance from adjacent buildings and setback from the street.

##### *Roof Shape*

Roof shapes are important to defining architectural styles. Roof forms contribute to the massing, scale, and proportions of all buildings. Buildings should contain simple roof forms. The intent of these guidelines is to have roofs compatible with the structures to which they visually relate.

##### *Scale*

The scale of a building is its perceived size relative to the size of its elements, to the size of elements in neighboring buildings, and to the adjacent streetscape. The overall shape and massing of buildings plays a significant role in defining their character. A balance between building scale, outdoor spaces and other outdoor elements, such as landscaping, is essential to establishing the character of the corridor.

For large buildings, these guidelines establish other considerations which must be taken into account in addition to the underlying zoning requirements of the district. These considerations are summarized as follows:

- The scale and proportions of new construction shall be compatible with adjacent buildings and those in the surrounding area.



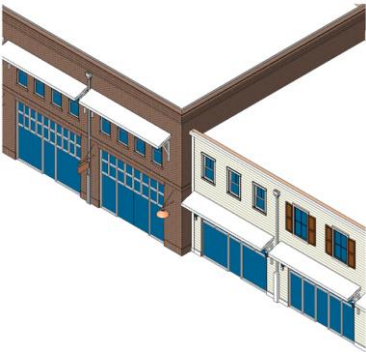
### Texture & Design Details

#### Intent:

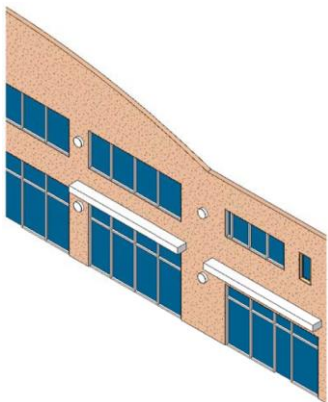
Interest created through texture and design details creates visual variety and reinforces attention to human scale design.



- Appropriate fenestration
- Materials define individual spaces
- Design elements provided – shutters, awnings, gutters
- Rhythmic openings



- No fenestration
- No variety of materials
- Inadequate detailing
- Irregular openings



- The appearance of mass should be minimized through the use of design elements wherever feasible.

## Texture and Design Details

*Interest created through texture and design details creates visual variety and reinforces attention to human scale design.*

The texture (visual surface characteristics of the exterior, which includes materials such as brick or wood) and the detailing (elements that contribute to the construction and, sometimes, the decoration) of a building façade often have the strongest impacts on how a new structure is perceived. Thus a sense of place is in part determined by the texture and design details of a building or group of buildings in a district.

### Fenestration

Each individual building should possess a rhythm or an ordered pattern established by the arrangement of windows and doors versus solid wall sections.

- Regular Arrangement of Openings - Fenestration should be placed according to a rational system. While sometimes not obviously geometrical or symmetrical, is nonetheless rational and properly scaled to the building. For example, openings centered between regularly spaced columns are an obvious strategy.
- Door and Window Style versus Building Style – The style of the front door should match the style of the building, as should the style of the windows and window frames.

### Materials

Materials establish architectural character and can lend variety to the appearance of a district. The intent of these guidelines is to help create a continuity of architectural character by using materials that have historically appeared in construction in the coastal region.

- New construction should use materials compatible with the chosen architectural style, which should also contribute to the image of the corridor.
- No more than two wall materials should be visible on any exterior wall, not counting the foundation wall or piers.

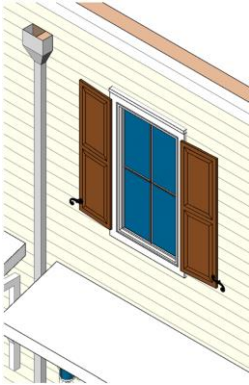
### Style

Although the intent of these guidelines is not to prescribe an architectural style for a particular site or district, the consistency of a single style used on a building is essential.

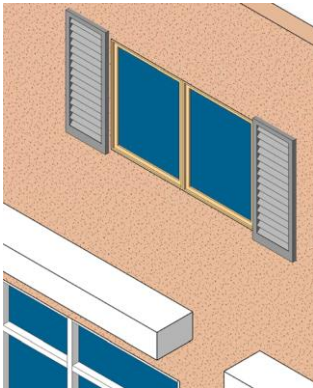
- Architectural stylistic integrity is encouraged.
- The architectural style of new construction should be consistent throughout all facades of the structure.
- All elements of design, shape, and form should be consistent with the selected architectural style.
- Additions should be of the same architectural style as the existing structure.



- Properly sized shutters with hardware
- Gutter serves two functions – rainwater and building detail
- Appropriate, simple window trim
- Divided light panes on upper floor



- Shutters smaller than windows
- No window trim or other ornamentation
- Inappropriate design of windows



### Entryways

Entryways comprise doorways, porches and other elements that contribute to the sense of arrival into the building.

- Entries should be ornamented with simple detailing consistent with the building style.
- Entries should be a prominent feature of the façade.

### Ornamentation

Ornamentation is the refinement of detail and the application of decorative elements, each with the purpose of enhancing the building's appearance.

- The richness, variety and amount of detail of ornamentation as seen in surrounding buildings should be used as a guide, without exactly mimicking the neighboring façades. Historic buildings in Liberty County should be considered in the design of new buildings.
- Ornamentation should be used with restrained careful consideration, so as to enhance the visual character of the area.

### Shutters

Window shutters were often built into pre-1945 architecture to provide interior shading in the summer and to protect windows during storms. With the advent of air conditioning, window shutters became less functional and practical, serving instead as an ornamental design element. The following should be addressed when designing shutters for a building:

- Shutters should be of louvered or paneled wood construction.
- Shutters should be one-half the width of the sash they are covering. All shutters should be installed to be operable, with hinges and dogs (a device mounted to the wall that may be pivoted to prevent the shutter from moving when in the open position). In a region that is prone to hurricanes and high winds, functional shutters can serve to protect windows and interiors from wind and rain.

### Original character of the property

Development should be integrated with the landscape and original distinguishing character of the property and its environment.

- The existing landscape should be properly protected during construction.

### Porches

Although front porches are not appropriate for all styles of architecture, including many commercial types, they can help minimize the appearance of bulk by breaking-up the façade. Porches may be more appropriate in the rural tiers, which contribute to a more welcoming and human-scaled atmosphere.

- Front porches should be designed to have a depth that is great enough to make them functional spaces. In most cases, front porches should be at least 7 feet in depth to allow adequate

room for furnishings and circulation.

- Existing front porches should not be enclosed with wood, glass, or other materials, which would alter the porch's open appearance.
- Porches may be screened if the structural framework for the screen panels is minimal and the open appearance of the porch is maintained. Screen panels should be placed behind the original features such as columns or railings.

#### *Fences*

Properly designed fencing can create a unified look for the property on which it is erected, as well screening undesirable features, such as parking lots, dumpsters, and mechanical units. Fences are often character-defining features and should be treated sensitively. It is important that the fence design harmonize with the character of the structure.

- A number of different types of materials are appropriate for fences, garden walls, and gates. Fences and gates made of cast iron, wrought iron, brick, or stucco are appropriate for low screens, such as parking lots. Appropriate for full screens are solid, vertical board wood fences with a flat cap, brick, or stucco. Woven wire (chain link) and stockade fences (with jagged tops) are discouraged.
- Fences, garden walls, and gates should be appropriate in materials, design, and scale to the period and character of the structure they surround.
- Gates should be compatible with any existing fencing, walls or landscaping, and should be designed to swing onto the private walkway, not onto the public sidewalk or right-of-way.

#### *Garages and Garage Doors*

For residential structures, the garage should serve as a secondary use and be subservient in scale and mass to the house.

- Garages are encouraged to be detached and located at the rear of the property.
- Attached garages should be side-loading to avoid facing the street wherever possible.
- Garage bays should be individual bays with doors no wider than 9 feet. Double wide doors are discouraged.



## **Section IV: Special Considerations**

***Interstate 95 Corridor***  
***Historic, Natural & Cultural Resource Areas***  
***Big Box Retail***  
***Civic Uses***  
***Industrial***

## Section IV: Special Considerations

This section may apply to properties within Tiers I, II, & III of the *Liberty Gateway Design District*, depending on their location within one of the two designated Special Consideration Areas (I-95 or Resource Areas) or based on a specific use of Big Box Retail, Civic Uses, and/or Industrial.

### Interstate 95

#### Intent:

*Properties visible from Interstate 95 should portray an attractive, inviting character to the travelling public.*

### Interstate 95

*Properties visible from Interstate 95 should portray an attractive, inviting character to the travelling public.*

As a part of the national interstate system, I-95 carries more traffic through the county than any other roadway. Therefore, the appearance of Liberty County from the interstate is just as important as other corridors. The same care for quality design should be given to developments which are visible from this corridor.

Properties along Interstate 95 should either appropriately address the view from the interstate through appropriate site and building design or should be completely buffered from view.

#### Visible properties

Buildings visible from the interstate should incorporate the same standards for building front facades as articulated throughout this document. In other words, the “back” of the building should not be visible. Loading docks, service entrances, mechanical equipment, etc. should not be visible from the interstate. Parking lots should be adequately screened to reduce the visual impact.

#### Buffered properties

##### *Vegetated buffer*

For properties buffered from view from the interstate, a natural buffer appropriate to screen buildings from view should be maintained. Additional plantings may be required if the existing vegetation is inadequate to properly screen the view from the interstate. If a natural buffer does not currently exist, the proposed buffer plan should be presented for review and approval.

##### *Berm*

In addition or in place of a natural buffer, properties may also install a vegetated berm to buffer the view from the interstate. The size of the berm shall be reviewed on a case by case basis.

#### Signs

In order to provide advertising signs along the interstate corridor consistent with the provisions of this ordinance, property owners may provide large-scale signs on the side of a vegetated berm. The installation of such signs will also require proof of a written agreement of the party responsible for such signs.

*Example of a berm sign*



**Historic Corridor****Intent:**

Sunbury Road should be respected for its significant historic importance to Liberty County and the State of Georgia.

**Civic Uses****Intent:**

Civic uses should be placed in prominent locations to serve as a social and focal anchor for the community.

**Industrial****Intent:**

Industrial uses should be developed in context with the community as a whole.

**Historic, Natural & Cultural Resource Areas**

*These areas should be respected for their significant historic, natural, and cultural resources and the importance of these resources to Liberty County and the State of Georgia.*

Any development occurring within these areas should occur to support the education and appreciation of, and conservation, of these resources.

Sunbury Road – The historic Sunbury Road was laid out in the early 1790s and is one of the longest vehicular thoroughfares of post-Revolutionary Georgia. While a portion of this road has been impacted through development within the industrial park, as a public road, it is the intent of Liberty County to respect this important component of history by adhering to the Guidelines outlined in the National Scenic By-way Program.

Melon Bluff Nature and Heritage Reserve/Springfield Legacy Foundation – This property is currently a significant nature and heritage reserve and is proposed for conservation, research, education, eco-tourism, and supporting uses.

**Civic Uses**

*Civic uses should be placed in prominent locations to serve as a social and focal anchor for the community.*

Civic uses include government buildings, post office buildings, churches, community centers, libraries, schools, and other buildings intended to serve the public at large. Civic uses should serve as a community focal point and be located at prominent locations, such as:

- A vista termination
- Adjacent to a park, plaza, or other community gathering space
- At a key intersection

Architectural review is required of all civic buildings with Tiers I, II and III. Civic buildings in particular should strive to draw design cues from historic buildings in the community.

**Industrial**

*Industrial uses should be developed in context with the community as a whole.*

Industrial buildings within established industrial parks, including Tradeport East, Tradeport West, and Technology Park, are governed by the design standards of the Liberty County Development Authority. Within Tier I & II, industrial buildings and development shall meet the requirements of these guidelines or be completely buffered from public view. All other non-industrial buildings and development in Tier I & II, as well as development within Tier III contained within the aforementioned parks, shall also be governed by this ordinance.

**“Big Box” Retail***Intent:*

Large-scale retail should be an integrated part of the community fabric and support the character as defined in these guidelines.

**“Big Box” Retail**

Large-scale retail should be an integrated part of the community fabric and support the character as defined in these guidelines.

Large-scale retail development, specifically “big-box” stores, can be inconsistent with the existing community character due to large, blank wall areas which are in contrast to supporting a pedestrian-oriented, visually diverse community. In addition, larger establishments are typically situated in an auto-oriented site, with a large parking lot separating the shop from the street. Therefore, stores exceeding thresholds as described below should be given special attention to design in order to minimize the community impact of large structures.

*Town* - Buildings over 60,000 square feet in total area

*Rural* - Buildings over 35,000 square feet in total area

There are multiple strategies for minimizing the massing of large buildings. The following considerations provide examples of approaches in which to achieve the desired goal:

- **Urban Vestibule**

This model maintains the desired continual street frontage while providing easy access both from the street and the parking resource located behind the building. The creation of a vestibule between the two entrances addresses the very important and sensitive issue for retailers of maintaining the security of a single entry and exit. The wall along the street should be broken into bays with display windows, which provides retailers an excellent opportunity to display their products.

- **Urban Vestibule & Linear Shops**

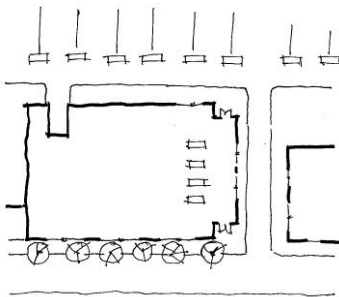
This model takes the urban vestibule model a step further through the addition of shops along the street, which increase street activity. These shops are ideal for the “extra services” many grocery stores provide, such as a pharmacy, bakery, florist, etc. Security can be addressed through:

- A two-sided counter in the liner shops can serve customers from both the street side and the store side, but customers from the street cannot enter the store.
- Another alternative allows customers to enter from the street or store side, but only exit from the store, thus increasing foot traffic inside the main store and maintaining the security of a single exit.

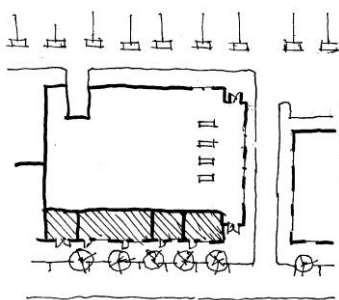
- **T-Model Linear Shops**

The most urban and vibrant of the models, the T-model surrounds the main store with linear shops on three sides, thus creating the highest level of street activity. Entry to the main store is provided on each side. This model also provides strong support to the smaller stores, which benefit from the high volume of foot traffic brought in by the anchor store.

Urban Vestibule



Urban Vestibule & Linear Shops



T-Model Linear Shops

