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Section 3.08 - CORE COMMERCIAL OVERLAY DISTRICT (CCOD)

1 - INTRODUCTION

(A) Purpose

The purpose of the Core Commercial Overlay District (CCOD) is to establish a set of development and design standards to regulate new development within the Town of Midway's core commercial area around the US 52 and Hickory Tree Road interchange. These standards are established with the intent of ensuring conformity of new development in this area with the adopted US Highway 52 Corridor Plan, which was adopted by the Midway Town Council to establish a long-term vision for growth in the Town's commercial core.

(B) Applicability

No permit or approval for the construction of any new building or the substantial alteration of the exterior appearance or footprint of any existing structure in the CCOD shall be issued unless the applicable Site Development Plan is approved as provided in this ordinance. The substantial alteration of the exterior appearance of an existing structure includes the alteration, addition to, or modification of, the primary and/or secondary facade of the subject structure, which fundamentally alters the facade.

(C) Exemptions

The standards set forth in this Article do not apply to:

- 1) The use, construction, expansion or reconstruction of single-family dwellings, two-family dwellings (duplexes) or residential accessory structures;
- 2) Applications that address only a change of use;
- 3) Modifications to an existing structure that address only interior upfit, modification, or remodel, and do not require any additional parking or substantive alteration of the facade or footprint of the structure;
- 4) Modifications to an existing structure necessary for compliance with the Americans with Disabilities Act (ADA) or to bring to a safe condition any structure declared to be unsafe by any official charged with protecting the public safety, health, or welfare;
- 5) Minor alterations to the facade or footprint of the structure. A minor alteration may include but is not limited to an alteration that does not meet the definition of "Alteration" as defined in Section 9.02, does not require the issuance of any development permit, and does not create any inconsistencies within this ordinance; and
- 6) Emergency repairs and ordinary maintenance and repairs, where such maintenance or repairs do not alter or affect the appearance or footprint of the structure.

Notwithstanding anything in this ordinance to the contrary, work falling under Subsections 3.08.1(C)(1)-(5) above shall require a written verification of exemption from the Town prior to commencement of such work. Such written verification of exemption shall be obtained through the Development Approval Procedures set out below.

2 - DEVELOPMENT APPROVAL PROCEDURES

In addition to the standard requirements set forth for development approvals in this Ordinance, the following additional standards shall apply.

(A) Approval Procedures

(1) *Conceptual Site Plan Review*

The initial action required of an applicant for development approval within the CCOD is the submission of a Conceptual Site Plan for review by the Zoning Administrator. The Conceptual Site Plan review process is intended to allow the applicant the opportunity to receive comments on a proposed development prior to the production of technical engineering and architectural drawings. A Conceptual Site Plan shall contain sufficient information so that the Zoning Administrator can determine the general consistency of the proposed development with the standards of the Ordinance. At a minimum, the Conceptual Site Plan shall depict the general layout of the site, including the following:

- Proposed structures
- Proposed traffic patterns for ingress and egress
- Proposed parking areas
- Proposed landscaping areas
- Proposed buffers
- Proposed stormwater facilities
- Proposed utility layout; and
- Significant natural features such as streams and wetlands.

(2) *Site Development Plan Review*

Applications for Site Development Plan approval shall be submitted to the Planning Board for review. The Zoning Administrator shall review and provide comments to the Planning Board on all proposed Site Development Plans prior to its initial review of the application. Site Development Plans submitted to the Planning Board shall conform to the submission requirements set forth in Section 3.08 – 2(B) below. Following the receipt of a complete application and comments from the Zoning Administrator, the Planning Board shall review the proposed Site Development Plan for consistency with the CCOD standards as well as all other development standards set forth in this and other Town development ordinances.

(3) *Recommendation by the Planning and Zoning Board*

Following its review of the Site Development Plan, the Planning and Zoning Board (“Planning Board”) shall issue a recommendation on the application. The recommendation of the Planning Board may be given at the meeting where the Site Development Plan is initially reviewed, or at a subsequent meeting within sixty (60) days of the date of the initial meeting at which the plan was considered. The Planning Board may either give an affirmative recommendation or a negative recommendation.

- a. **Affirmative recommendation by the Planning Board.** Following an affirmative recommendation by the Planning Board regarding the application, the action shall

be reported to the Town Council for a legislative hearing and final action. The legislative hearing will be scheduled as provided by Town Council's rules of procedure.

- b. **Negative recommendation by the Planning Board.** If the Planning Board has made a negative recommendation on an application, the petitioner may request that the consideration of the request by the Town Council be postponed for up to 90 days. The purpose of the postponement is to provide the petitioner time to address issues identified by the Planning Board in its review of the application and/or to revise the application to address the issues that resulted in the negative recommendation. Following the negative recommendation of the Planning Board and the postponement, if requested by the petitioner, the application with the Planning Board's recommendation shall be forwarded to the Town Council for its consideration and action.
- c. **No action by the Planning Board.** The Planning Board must make a recommendation to the Town Council within 90 days of the meeting at which the Planning Board first considered the application, or the matter shall automatically be forwarded to the Town Council for consideration. The application shall be accompanied by a record of the Planning Board's comments regarding the amendment and the reasons, if any, for its lack of action.
- d. **Continuance by the Planning Board.** In those cases where, upon hearing the request, the Planning Board feels that more information is needed, questions have arisen, or other circumstances occur in which additional time is needed to enable the board to make a decision, consideration of the application may be continued. The Planning Board may, by majority vote of members present, continue the consideration of the application until the next regularly scheduled Planning Board meeting or at a special called meeting. The Planning Board shall direct the appropriate person(s) to obtain the needed information, provide answers to questions, etc. During this time to enable the Planning Board to make a decision at the next scheduled meeting. The Planning Board should take action (affirmative or negative recommendation) on continued items at their next scheduled meeting. In the event of complex applications, several continuances may be required. Notwithstanding anything herein to the contrary, the 90-day provision of 3.08.2.A.3.d. shall apply.
- e. **Content of recommendation.** Any recommendation made by the Planning Board to the Town Council pursuant to this section shall be in writing, shall give the reasons for the recommendation, and shall address other issues deemed appropriate by the Planning Board.

(4) Review by the Town Council

- a. **Review—General.** Following receipt of a recommendation on an application, or in the case of a negative recommendation, the receipt of the petitioner's request for a hearing, or in the case of no action by the Planning Board as described, the Town

Council shall hold a legislative hearing on the application. The hearing will be scheduled and conducted as provided by the Town Council's rules of procedure.

b. Action.

- i. Before acting on any application, the Town Council shall consider any recommendations made by the Planning Board, the recommendations submitted by staff to the Planning Board, the comments made at the public hearing, and any other relevant additional information.
- ii. Upon reviewing all pertinent information, the Town Council may:
 1. Approve the application, with or without modifications or conditions;
 2. Reject the application;
 3. Continue consideration of the request to its next regularly scheduled meeting or other agreed upon time (with proper notice);
or
 4. Refer the application back to the Planning Board for further consideration or hearing with explicit instructions for the board to address a particular issue or issues.

(5) *Effect of Approval*

If the Site Development Plan is approved by the Town Council, the applicant may then submit an application for a Zoning Approval, as established in Section 7.08, consistent with the Town Council's approval.

(6) *Expiration*

Site Development Plan approval shall automatically expire at the end of one (1) year following initial approval if a Building Permit has not been issued and construction pursuant to that permit has not commenced for at least one building in the proposed development. A change in ownership shall not affect this time frame.

(7) *Amendments*

A Site Development Plan may be amended, extended, or modified only in accordance with the procedures and standards established for its original approval.

(8) *Procedure for Approving Alternative Methods of Satisfying the Architectural Guidelines*

Exceptions to the Architectural Guidelines contained in this ordinance may be permitted on a case-by-case basis by the Town Council following receipt of a recommendation by the Planning and Zoning Board. All requests for such exceptions shall be set out on a Site Plan with architectural drawings, including elevation drawings. If the applicant is requesting an exception to the material requirements contained in the Architectural Guidelines, the applicant must submit a sample of the material(s) with the Site Plan. Notwithstanding

anything herein to the contrary, the Town Council, after a recommendation made by the Planning Board, may approve an alternative exterior material only if the Town Council determines that the alternative material is equivalent or better than masonry according to the criteria listed in the definition of Masonry Construction found in the Architectural Guidelines.

(B) Site Development Plan Submission Requirements

(1) *Timing*

Applications for CCOD Site Development Plan approval may only be initiated following the submission of a Conceptual Site Plan and the receipt of comments from the Zoning Administrator on the plan. For a Site Development Plan to be considered by the Planning Board, a complete application, including all site plans, must be submitted to the Zoning Administrator at least twenty-one (21) business days prior to the meeting.

(2) *Required Materials*

For an application to be considered complete, the applicant must submit a fully completed application form, accompanied by the required filing fee and ten (10) copies of the proposed Site Development Plan, including architectural drawings.

(3) *Site Development Plan Standards*

Site Development Plans shall contain sufficient information so that the Zoning Administrator and Planning Board may determine the consistency of the proposed development activity with the standards of the Ordinance. To achieve this, proposed site development plans shall contain the following information (if applicable)

- (i) *Overview Map* - An overview map containing site calculations, existing land use and zoning information for the subject property and surrounding properties, rights-of-way, easements, existing structures, and significant natural features such as streams and wetlands.
- (ii) *General Site Plan* - A general site plan depicting the proposed layout of proposed buildings, streets, driveways, sidewalks, parking and loading areas, service areas, solid waste facilities and site amenities.
- (iii) *Grading and Drainage Plan* - A grading and drainage plan showing the existing and proposed topography of the site.
- (iv) *Utility Plan*- A utility plan showing existing and proposed, water, sewer, stormwater, electric and telecommunications lines and related facilities.
- (v) *Landscaping Plan* - A landscaping plan indicating landscaped areas and provisions for buffering and screening. Landscaping plans shall include the number and species of the proposed vegetation and calculations to demonstrate compliance with the provisions contained in Section 3.08 - 7.
- (vi) *Common Signage Plan* - A common signage plan indicating the proposed locations, types, materials, colors, size, height, and illumination of all proposed signage.

- (vii) *Architectural Plan* - Architectural plans, including elevations for each proposed building, shall be submitted with applications for Site Development Plan Approval. Architectural plans shall detail proposed building materials and calculations demonstrating compliance with the standards of Section 3.08 - 8.

3 - SITE LAYOUT/DEVELOPMENT PATTERN

(A) Intent

Site layout and building orientation often define the focus of activity that occurs at the front door or along the street. These standards are intended to use site planning and building orientation in order to:

- (1) Create a sense of place for users and passers-by;
- (2) Ensure that buildings relate appropriately to surrounding developments and streets and create a cohesive visual identity and attractive street scene;
- (3) Ensure that site circulation promotes contiguous pedestrian and vehicle circulation patterns;
- (4) Ensure that parking areas provide safe and efficient access to buildings; and
- (5) Create a unique and identifiable image for development in the Town of Midway

(B) Location of Parking

In order to reduce the scale of the paved surfaces and to shorten the walking distance between the parked car and the building, off-street parking for all commercial developments shall be located according to one of the following options:

- (1) A minimum of forty percent (40%) of the off-street surface parking spaces provided for all uses contained in the development's primary building shall be located other than between the front façade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)); or
- (2) More than sixty percent (60%) of the off-street surface parking spaces provided for all uses contained in the development's primary building may be located between the front façade of the primary building(s) and the primary abutting street, provided the amount of interior and perimeter parking lot landscaping required by Section 3.08 - 7(D) below is increased by twenty-five percent (25%).

(C) Multiple-Building Developments

(1) *Applicability*

When there is more than one (1) building in a commercial development, the development shall comply with the following standards, except that multiple building developments located at the intersection of two streets shall comply instead with the standards stated in Section 3.08 - 3(E).

(2) Site Layout and Building Orientation

All primary and pad site buildings shall be arranged and grouped so that their primary orientation complements adjacent, existing development and either:

- (a) Frames the corner of an adjacent street intersection;
- (b) Frames and encloses a "main street" pedestrian and/or vehicle access corridor within the development site;
- (c) Frames and encloses on at least three sides parking areas, public spaces, or other site amenities.
- (d) An applicant may submit an alternative development pattern, provided such pattern achieves the intent of the above standards and this section. Strictly linear or "strip commercial" development patterns shall be avoided.

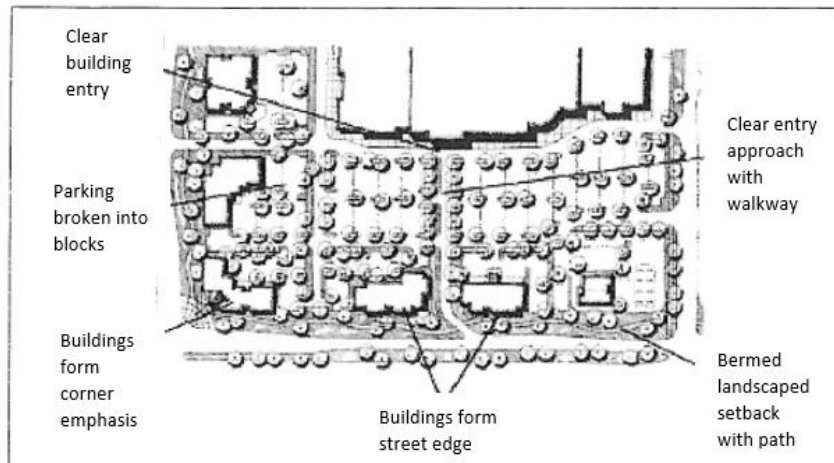


Figure 1 - Example of Site Layout and Building Orientation

(D) Single-Building Developments

(1) Applicability

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development, the development shall comply with the following standards, except that single-building developments located at the intersection of two streets shall comply instead with the standards stated in Section 3.08 - 3(E) below.

(2) Single-Tenant Building

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development that will be occupied by a single tenant, such building shall be oriented toward the primary abutting street and shall otherwise comply with the parking location standards stated above. Deep setbacks behind large expanses of parking areas or vacant land shall be avoided.

(3) Multi-Tenant Building

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development that will be occupied by multiple tenants, at least fifty percent (50%) of the building's "active" wall shall be oriented toward the primary abutting street and shall otherwise comply with the parking location standards stated above. Deep setbacks behind large expanses of parking areas or vacant land shall be avoided. For purposes of this standard, the "active" wall shall be the side of the building containing the majority of storefronts, customer entrances, and windows.

(E) Site Layout and Building Orientation at Two Intersecting Streets

(1) Intent

Major intersections of commercial activity in Midway need special attention so that all street corners are linked and function as a whole, and so that a sense of place and "arrival" unique to Midway is created.

(2) Applicability

All new non-residential developments located at the intersection of two streets shall comply with this subsection's site layout and building orientation standards.

(3) Site Layout and Orientation

To the maximum extent practicable, within each intersection quadrant, primary buildings and/or pad site buildings shall be arranged to orient to the streets and to frame the corner at the intersection of the two streets. Deep building setbacks behind large expanses of parking areas or vacant land shall be avoided.

(a) A minimum of sixty (60%) of all street frontages shall be occupied by:

- (i) building frontage;
- (ii) decorative architectural walls no higher than three feet;
- (iii) landscaped entryway signage or features;
- (iv) required focal point; and/or site amenities.

(b) Parking areas shall not be located within a 150-foot radius from the intersection of the centerlines of the two streets.

(4) Focal Point Required

On each of the corners of a street intersection, developments shall provide a "focal point" within a 200-foot radius from the intersection of the centerlines of the streets. A "focal point" shall be visible from the intersecting thoroughfare streets and may be either:

- (a) A distinctively designed building, which may include a pad site building, preferably with a vertical element; but shall not include drive-through facilities and automobile service stations.
- (b) An architectural feature that is a minimum of twenty-five feet (25') tall and a maximum forty-five feet (45') tall (e.g., a clock tower, spire, or interesting roof form);
- (c) Public art or sculpture;
- (d) Fountains or other water features;
- (e) Public plazas or other open spaces; or
- (f) Landscape feature.

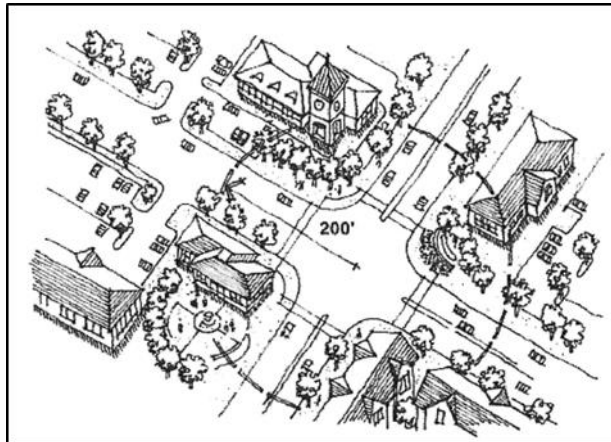


Figure 2 - Example of Focal Point

(5) Integration

Any of the features listed above may be integrated with major entryway signage for the development. With Town approval, the "focal point" required by Section 3.08 - 3(E)(4) above may be used to satisfy the site amenities requirement for commercial developments stated in subsection 3.08 - 3(G)(3) below.

(6) Organization

Within each intersection quadrant, new buildings shall be organized to align with existing buildings located across the intersecting streets in a way that "completes" the space around the corner and unites the adjacent developments.

(F) Pad Sites

(1) Intent

The siting and design of smaller retail stores, or "pads," can create a more inviting appearance in a larger development by visibly reducing the project's scale and by expanding the range of activities and businesses found within a single development. The location, orientation of the entry, and architecture of pad site buildings also provide opportunities to frame entries into larger developments and contribute to the development's visual interest by placing storefront spaces closer to the street and creating a street scene. Accordingly, pad site structures shall be compatible with the main buildings on a commercial site. The layout of pad site buildings shall relate coherently to the public street and surroundings (outward) as well as to the main center (inward), and specific siting decisions shall further the general intent of creating a "sense of place," focal points, site amenities, and arrival into the commercial center.

(2) Design Guidelines

(a) General Guidelines

The number, location, and design of independent pad sites shall reinforce, rather than obscure, the identity and function of a commercial development, especially in large commercial centers.

(b) Clustering of Pad Sites

To the maximum extent practicable, pad sites shall be clustered together to define street edges and entry points or to enclose and create interesting places between buildings. Even dispersal of pad sites in a widely-spaced pattern within the development, even if along the street edge(s), is discouraged. Placement of pad sites shall be consistent with the requirements for overall development pattern and site layout set forth in this Section.

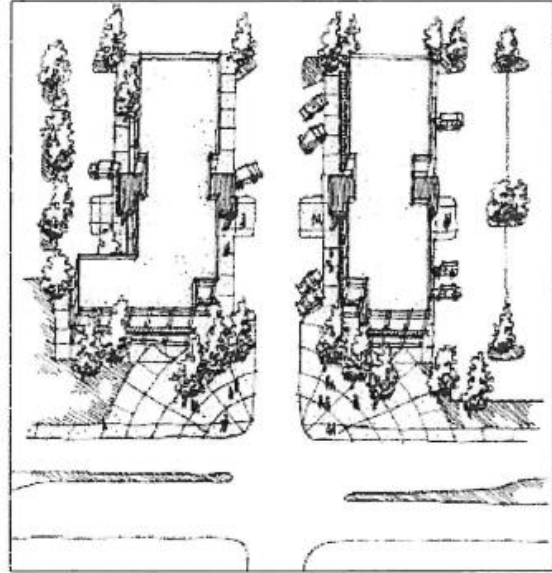


Figure 3 - Example of Pad Site Design

(c) Spaces Between Adjacent Pad Sites

Wherever practicable, spaces between adjacent pad site buildings should be improved to provide small pockets (preferably heavily landscaped) of customer parking, pedestrian connections, small-scale project amenities, or focal points. Examples include, without limitation:

- (i) A landscaped pedestrian walkway linking customer entrances between two or more pad site buildings.
- (ii) A public seating or outdoor eating area;
- (iii) An area landscaped with a variety of living materials emphasizing four-season colors, textures, and varieties; or
- (iv) Sculptures or fountains.

(d) Building Orientation on Pad Sites

The primary façade of a building located on a pad site, typically the façade containing the primary customer entrance, may be oriented in a variety of ways, including, without limitation, toward the primary access street, toward an internal "main street," framing a primary entrance to the development or center, toward the side (especially when that side faces another pad site building), or toward the interior of the center.

(e) Pad Site Building Design

- (i) Pad site buildings shall incorporate the same materials and colors as those on the primary commercial building(s) in the development or center.
- (ii) Significant departures from "off-the-shelf" standardized corporate building design may be required to meet this standard.
- (iii) Pad site entrances are appropriate locations to express individual building character or identity.

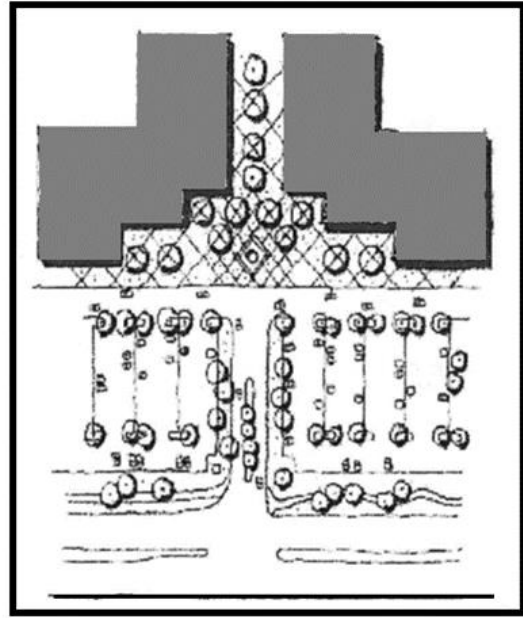


Figure 4 - Example of Pad Site Design

Customer entrances shall be emphasized through incorporation of a building recess, projection, canopy, or similar design element.

(3) Site Amenities

(a) *Intent*

Site amenities and pedestrian-scale features (e.g., outdoor plazas, street furniture, playgrounds, statuary, sidewalk cafes) in commercial developments offer attractive spaces for customer and visitor interaction and create an inviting image for both customers and employees. The use of site amenities can also provide pedestrian spaces at the entry to buildings, can break up expanses of parking, enhance the overall development quality, and contribute to the character of an area.

(G) Design Guidelines and Standards –

(1) General Guideline

Site amenities and gathering places can vary widely in size, in type, and in degree of amenity. Buildings, trees, walls, topography, and other site features within a commercial development should be oriented and arranged to enclose such gathering places and lend a human scale.

(2) Standards for Site Amenities

(a) *Minimum Area Devoted to Site Amenities*

- (i) New commercial developments with a parking ratio of less than 5 spaces per 1000 square feet of gross floor areas shall provide a minimum of 10 square feet

of site amenities, open areas, and public gathering places for each 10 parking spaces.

- (ii) New commercial developments with a parking ratio of 5 per 1000 square feet of gross floor area or greater shall provide a minimum of 15 square feet of site amenities, open areas, and public gathering places for each 10 parking spaces.

(b) *Allowed Site Amenities*

Site Amenities may consist of any of the following:

- (i) *Patio or plaza with seating area;*
- (ii) *Mini-parks, squares, or greens;*
- (iii) *Customer walkways or passthroughs containing window displays;*
- (iv) *Water feature;*
- (v) *Clock tower;*
- (vi) *Public art;*
- (vii) *Any other similar, deliberately shaped area and/or focal feature that adequately enhances such development and serves as a gathering place.*



Figure 5 - Example of site amenities



Figure 5.1 Landscaping with walking path



Figure 5.2 Pedestrian Plaza with Public Art

(c) *Aggregation Allowed*

In commercial developments containing more than one building, the required area may be aggregated into one larger space, provided such space is within easy walking distance of the major tenant(s) in the development.

(d) *Design Requirements*

- (i) All site amenities within a commercial development shall be an integral part of the overall design and within easy walking distance of major buildings, major tenants, and any transit stops.
- (ii) Any such amenity/area shall have direct access to the public sidewalk network.
- (iii) The amenity/area shall be constructed of materials that are similar in quality to the principal materials of the primary buildings and landscape.

(e) *Site Amenities as Focal Points*

A site amenity may qualify as a focal point required under Section 3.08 - 3(E) above, provided the site amenity meets all applicable requirements for focal points stated in this section.

(f) *Site Amenities as Transitions*

A site amenity may qualify as a “green/open space transition” required under Section 3.08 - 4 below, provided the site amenity meets all applicable requirements for transitions stated in the following Section.

4 - RELATIONSHIP TO SURROUNDING DEVELOPMENT

(A) Intent

Typical tools for making the transition between commercial development and other, less intensive land uses have included back-to-back building orientation, large distances between uses, and heavily landscaped buffer areas, often with fences and walls. However, some of the unintended results of this include excessive land consumption and lack of pedestrian and vehicle connections. Accordingly, the following design guidelines and standards ensure that new commercial development, where practicable, provides convenient pedestrian and vehicle access and connections to adjacent uses. In addition, they urge the use of alternative transitions, including architectural transitions such as reducing the scale of commercial building mass next to residential uses and at least some front-to-front building orientations, and development of less intense land uses between commercial and single-family residential areas, such as lower-intensity office, civic/open space, or multi-family land uses. Limited operational compatibility standards are offered as a tool to further ease transitions from more intense to less intense land uses. Landscaped buffers, walls, and fences are used only when these other alternative transitions are not effective, not possible, or not desirable given prevailing development patterns in a specific area.

(B) Transitions Between Land Uses

(1) *When Required*

Transitions shall be required in the following situations:

- (a) Changes in use intensity between adjoining properties, such as from commercial to residential or multi-family residential to single-family residential.
- (b) Views, uses, or activities on the commercial development site that could be a nuisance for neighbors, such as commercial loading and service areas.

(2) Transition Techniques

(a) General Guideline/ Standard

An applicant shall incorporate architectural transitions and green/open space transitions and less intensive uses as transitions to the maximum extent practicable before employing more traditional buffering and screening transitions. Operational compatibility standards shall apply to all commercial development, regardless of type of transition technique used; however, the combination of architectural transitions, green/open space transitions, and operational compatibility standards should work to reduce the need for more intensive buffering and screening transitions.

(b) Preferred Techniques

When a transition is required, an applicant shall incorporate, to the maximum extent practicable, the architectural and green/open space transition techniques tools stated below:

(i) Architectural Transitions

To the maximum extent practicable, commercial development shall employ a minimum of three (3) of the following techniques to ensure compatibility with surrounding development, including adjacent residential development:

- (1) Use similar building setbacks.
- (2) Use similar building height.
- (3) Use similar roof form.
- (4) Mitigate the larger mass of commercial buildings façade articulation.
- (5) Use front-to-front building orientations, especially with commercial uses that are pedestrian-intensive (e.g., restaurants, banks). Other building-to-building orientations may be utilized except that a back-to-front building orientation is not an acceptable transition tool.

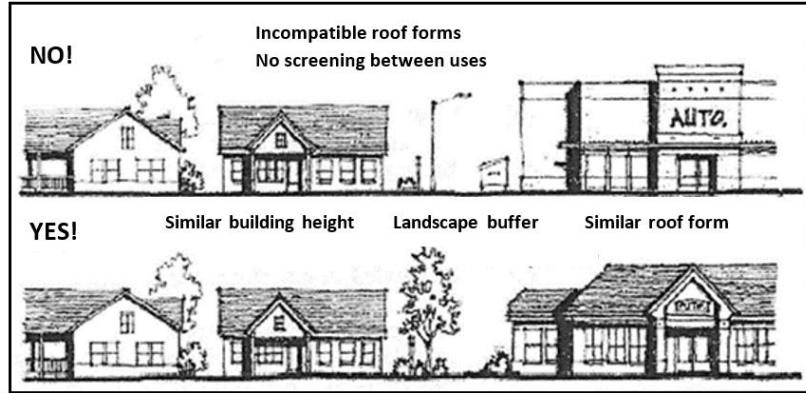


Figure 6 - Examples of acceptable and unacceptable roof form transitions

(ii) **Green/Open Space Transitions**

Commercial development may employ the following techniques to provide transitions and ensure compatibility between commercial development and surrounding development:



Figure 7 - Example of Green/Open Space Transition

- (1) Use small green spaces, courts, squares, parks, plazas, and similar spaces that can also function as community gathering places.
- (2) Use existing natural features as transitions, including natural differences in topography (not retaining walls), streams, existing stands of trees, and similar features. When existing natural features are used

(iii) **Community-Serving Uses as Transitions**

When office, small-scale retail, pedestrian-intensive retail, civic, or public uses are planned as part of the same development containing more intensive commercial uses, the applicant may site the lesser-intensive uses or more community-serving uses as transitions to lower-intensity, adjacent uses. For example, post offices, banks, and restaurants (not drive-through) - all of which are pedestrian-intensive, community-serving uses--can be sited next to adjacent medium-density residential uses.

(iv) **Buffering and Screening Transitions**

Where other transitions tools are not possible, or where the Town determines other transition tools by themselves do not create an adequate

transition to, or buffer for, less intensive land uses, the following buffering and screening requirements shall apply:

(1) Amount of Buffering Required

Each boundary to be screened between the commercial development and the adjacent use shall be landscaped with at least four (4) trees and twenty (20) shrubs per one-hundred linear feet (100') of edge, with fractional requirements rounded up. Conifers may be substituted for shrubs at a ratio of one (1) conifer for every four (4) shrubs. Landscaping materials shall meet the requirements of Section 3.08-7.

(2) Supplemental Fences and Walls

When necessary, to further assure an adequate buffer between the commercial development and adjacent use, fences and walls meeting the requirements of this Ordinance may be used in combination with the landscaping provided above.

5 - VEHICULAR AND PEDESTRIAN ACCESS AND CIRCULATION

(A) Intent

Provide safe, efficient, and convenient vehicular and pedestrian access and circulation patterns within and between developments. By creating a safe, continuous network of pedestrian walkways within and between developments, pedestrians will feel more inclined to safely walk (rather than drive) between stores. A pedestrian network that offers clear circulation paths from the parking areas to building entries creates a friendlier, more inviting image.

(B) Vehicle Access and Circulation

(1) *Primary Vehicle Access- Large Commercial Centers*

- (a) Primary access to large commercial centers shall be from the thoroughfare street system. In order to maximize the efficiency of the Town's Street network, major traffic generators should be located so that their primary access is from a thoroughfare or commercial access road.
- (b) Large commercial centers should be located at the intersection of thoroughfare streets so that access is available for both east/west and north/south traffic. Primary access points should be located so that commercial traffic is separated from the residential street system.
- (c) If a large commercial center is proposed at a location or density that will have a significant effect on current traffic patterns, a traffic impact study may be required to ensure that the street network can accommodate the anticipated traffic demands and to define required street improvements.

(2) *Primary Vehicle Entrances*

The number and location of vehicle entrances to a commercial development shall be consistent with the existing or anticipated design of adjacent streets. The specific locations of primary vehicle entrances are subject to the approval of the Town and NCDOT and will be largely dependent on the following factors:

- (a) The location of existing or planned median breaks;
- (b) Separation requirements between the entrance and major intersections;
- (c) Separation requirements between adjacent entrances (or minor intersections);
- (d) The need to provide shared access to adjacent parcels of land;
- (e) The need to align with previously approved or constructed access points on the opposite side of the street; and
- (f) The minimum number of entrances needed to move traffic onto and off the site safely and efficiently.

(3) Entry Driveway Configuration

The specific design or geometrics of commercial development entry driveways shall comply with the intent of these guidelines and shall conform to the standards of the NC Department of Transportation.

Figure 9.1 Main Entrance with clear traffic circulation pattern

- (a) Commercial driveway configuration and design shall be appropriate given the size of the development and the capacity of the street.
- (b) Driveway geometrics shall be dependent on a variety of factors, including traffic volume, speed, and distribution. The following design issues should be addressed in each case, and the resulting driveway design should provide an efficient ingress and egress to the development without causing undue congestion or accidents on the public street system:
 - (i) The number of in-bound and out-bound lanes;
 - (ii) Lane width (minimum width curb-to-curb is twenty-eight feet 28');
 - (iii) Throat length (i.e., the distance between the street and the first point at which cross traffic or left turns are permitted);
 - (iv) Curb radii;
 - (v) The need or desirability of a raised median;
 - (vi) The need for a deceleration lane; and
 - (vii) Accommodation for pedestrian crossings.

(4) Internal Vehicle Circulation

- (a) Internal vehicle circulation patterns shall provide a clear and direct path to the principal customer entrance of the primary building, to outlying pad sites, and to each parking area.
- (b) In large commercial centers, a clear system of main circulation drives (containing few or no parking spaces that directly access the main drives) shall be established to carry the highest volumes of traffic within the site.
 - (i) In order to reduce pedestrian and vehicular conflicts, to the maximum extent feasible, those main circulation drives shall not be located along the façades of buildings that contain primary customer entrances. In areas where the location of access points and the configuration of the main circulation drives indicate that traffic volumes will not be excessive, drives may contain directly accessing parking spaces and may be located along façades containing primary customer entrances. To the maximum extent feasible, the intersection of two main circulation drives shall be designed as a “T” intersection, rather than a four-legged intersection, to minimize vehicular conflicts.
- (c) In small commercial centers where traffic volumes are lower and, consequently, pedestrian-vehicular, and vehicular-vehicular conflicts are less likely, more flexibility is available in the location and design of internal drives.
 - (i) Because of the lower traffic volumes, entry drive throat lengths can be shorter.
 - (ii) The use of four-legged intersections can be utilized more extensively.
 - (iii) Depending on the size of the shopping center and the number and location of access points, fewer restrictions may be placed on the extent to which traffic entering the site is directed to the drives along the building façades.
- (d) Main drive aisles shall be continuous and connect to the main entrance to the development site.
- (e) Internal intersections shall have adequate sight lines, design geometrics, and/or traffic controls to minimize accident potential.

(5) On-Site Truck/Loading and Circulation

- (a) Every shopping center will be required to provide loading and delivery facilities separate from customer parking and pedestrian areas.
- (b) Due to their greater size and lower maneuverability, truck circulation paths should be designed with larger curve radii and more maneuvering room.
- (c) As the size of the development and the volume of trucks increase, internal circulation patterns should reflect an increasing separation between automobile and truck traffic in order to minimize accidents and congestion.

(6) Vehicle Connections with Adjacent Properties

(a) Adjacent Non-Residential Uses

- (i) To the maximum extent feasible, connections between adjacent nonresidential development parcels shall be provided by siting a logical array of access points continuous to the adjacent development.
- (ii) To the maximum extent feasible, common, or shared service and delivery access shall be provided between adjacent parcels and/or buildings.

(b) Adjacent Single-Family Residential Uses

Primary commercial drives or on-site streets shall not align with access to adjacent single-family residential developments. Exceptions may be made in cases where physical constraints dictate that no other option is possible.

(c) Emergency Access

All commercial developments shall comply with NC Building Code provisions regarding emergency vehicle access and fire lanes.

(C) Pedestrian Access and Circulation

Applicants shall submit a detailed pedestrian circulation plan with all development applications that show compliance with the following guidelines and standards:

(1) Required Pedestrian Connections

- (a) An on-site system of pedestrian walkways shall be designed to provide direct access and connections to and between the following:
 - (i) The primary entrance or entrances to each commercial building, including pad site buildings.
 - (ii) Any sidewalks or walkways on adjacent properties that extend to the boundaries shared with the commercial development.
 - (iii) Any public sidewalk system along the perimeter streets adjacent to the commercial development
 - (iv) Where practicable and appropriate, adjacent land uses and developments, including but not limited to adjacent residential developments, retail shopping centers, office buildings, or restaurants; and,
 - (v) Where practicable and appropriate, any adjacent public part, greenway, or other public or civic use including but not limited to schools, places of worship, public recreational facilities, or government offices.

(2) Pedestrian Connections from Buildings to Parking Areas, Pad Sites, and Site Amenities

- (a) In addition to the connections required in Section 3.08-5 (C)(1) above, on-site pedestrian walkways shall connect each primary entrance of a commercial building to a pedestrian network serving:
 - (i) All parking areas or parking structures that serve such primary building; and
 - (ii) Site amenities or gathering places.

(3) Pedestrian Connections to Perimeter Public Sidewalks

Connections between the on-site (internal) pedestrian walkway network and any public sidewalk system located along adjacent perimeter streets shall be provided at regular intervals along the perimeter street as appropriate to provide easy access from the public sidewalk to the interior walkway network.

(4) Minimum Walkway Width

All site walkways connecting parking areas to buildings shall include a 5-foot minimum walkway with planting areas. This area shall be a minimum of fifteen feet (15') wide to accommodate car overhangs.

(5) Walkways Along Buildings

(a) Walkways Along Primary Buildings

Continuous pedestrian walkways no less than eight feet (8') wide shall be provided along the full length of a primary building along any façade featuring a customer entrance and along any façade abutting customer parking areas. Such walkways shall be located at least six feet (6') from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.

(b) Walkways Along Pad Site Buildings

Continuous pedestrian walkways no less than five feet (5') wide shall be provided along the full length of a pad site building along any façade featuring a customer entrance and along any façade abutting customer parking areas. Such walkways shall be located at least three feet (3') from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.

(6) Walkways Through Vehicles Areas

(a) General Requirements

At each point that the on-site pedestrian walkway system crosses a parking lot or internal street or driveway, the walkway or crosswalk shall be clearly marked through the use of a change in paving materials distinguished by their color, texture, or height.

(b) Separated Pathways

Parking lots containing more than 100 parking spaces shall provide a raised, fully separated, pedestrian walkway through the parking lot in order to direct pedestrian traffic away from the drive aisles. Pathways shall be six feet in width and shall be located so as to provide direct access from the parking lot to the main customer entrance and exit of the primary commercial building on the site, as well as to any other structure or leasable tenant space with greater than 25,000 square feet of gross floor area.



Figure 8 - Example of Separated Pathways in Large Parking Lots

6 - PARKING

(A) Intent

While recognizing the paramount role of cars in everyday life and the need to provide adequate and convenient space for them, these guidelines and standards move away from the typical suburban pattern of predominant and highly visible parking areas within commercial developments. Placing large amounts of parking between the front door of buildings and the adjacent street contributes to a formless arrival experience for users and creates a detached relationship between the primary building and the street. These standards are also intended to reduce the scale of parking areas, siting a portion of the parking lot out of view, providing clear pedestrian circulation paths and amenity areas with parking areas, and using increased landscaping within parking lots to screen spaces and reduce the overall visual impact of large parking areas.

(B) Maximum Parking Amount

In order to limit the amount of impervious surface, encourage shared/peak parking arrangements and provide a more aesthetically pleasing environment, no more than 115% of the minimum number of parking spaces set forth in Section 6.06 may be provided within an individual development.

(C) Parking Layout and Design

(1) General Guidelines

- (a) Parking areas should be designed for a safe and orderly flow of traffic throughout the site. Major circulation patterns within parking areas should be well-defined with curbs

and landscaped islands. To the maximum extent practicable, dead-end parking lots shall be avoided.

(2) Parking Blocks Required

In order to reduce the scale of parking areas, the total amount of parking provided shall be broken up into parking blocks containing no more than 40 spaces each.

- (a) Parking blocks shall be separated from each other by landscaping, access drives or public streets, pedestrian walkways, or buildings.
- (b) Each parking block or pod shall have consistent design angles for all parking within the block.
- (c) Parking blocks should be oriented to buildings to allow pedestrian movement down and not across rows (typically with parking drive aisles perpendicular to customer entrances).



Figure 9 - Example of Parking Blocks

- (d) Where parking blocks are not easily defined, there shall be no more than 10 parking spaces without an intervening landscape island at least nine (9) feet wide.

(3) Shopping Cart Return Areas

As applicable, shopping cart return stations shall be evenly distributed within and between separate parking blocks. Shopping cart return stations shall be identified on the final plan.

7 - LANDSCAPING AND SCREENING

(A) Intent

Landscaping is a visible indicator of quality development and must be an integral part of every commercial project and not merely located in leftover portions of the site. Landscaping is intended to visually tie the entire development together, define major entryways and circulation (both vehicular and pedestrian) and parking patterns, and, where appropriate, help buffer less intensive adjacent land uses. These requirements shall not apply to property lines abutting tracts of land that are wooded to the extent equal to or greater than the planting yard that this section would require to be installed.

(B) Landscaping Design Standards

(1) Landscaping Point System

- (a) The point system, as illustrated in Table 3.07, is established to ensure that a minimum level of landscaping is achieved during development, while providing flexibility in the choice of landscaping materials used in compliance with the landscaping standards.
- (b) When calculating points, or quantities of plants, fractions shall be rounded upward to the higher whole number for decimals of .5 and higher. Decimals below .5 shall be rounded downward to the lower whole number.

Table 3.07 Points for Individual Plant Types

Type of Plant	Points
Canopy Tree	12
Understory Tree	6
Large Shrub	3
Medium Shrub	2
Small Shrub	1

(2) Material Size Standards

The minimum allowable plant size for new installations shall be as set forth herein. Due to the variation between genus and species, the caliper or height necessary for newly installed plant materials may vary. As a general rule, the caliper, or diameter, of trees shall be measured six (6) inches from the ground level up to a four (4) inch caliper and at twelve (12) inches for (4) inch caliper or greater. The height of shrubs shall be a minimum of twelve (12) inches as measured at ground level to the top of the densest portion of the top of the shrub or hedge.

(a) Canopy Trees

Canopy trees shall measure a minimum of three (3) inches in caliper, and ten (10) feet in height at the time of planting.

(b) Understory Trees

Understory trees shall measure a minimum of two (2) inches in caliper, and six (6) feet in height at the time of planting.

(c) Large Shrubs

Large shrubs shall measure a minimum of three (3) feet in height at the time of planting.

(d) Medium Shrubs

Medium shrubs shall measure a minimum of two (2) feet in height at the time of planting.

(e) Small Shrubs

Small shrubs shall measure a minimum of twelve (12) inches in height at the time of planting.

(3) Ground Cover Standards

(a) Ground Cover (Organic)

Organic ground covers shall provide one hundred percent (100%) coverage of the required landscaping area within three (3) years of installation. Organic mulch may be used around plantings to maintain soil moisture and prevent the growth of weeds.

(b) Ground Cover (Inorganic)

Inorganic ground covers consisting of rock, brick chips or similar materials may be used provided they do not exceed twenty percent (20%) coverage of the required landscaping area.

(4) Sight Triangles

Corner lots, and locations where driveways intersect with street rights-of-way, shall be kept free of landscaping and plant materials that interfere with the vision of motorists or pedestrians. The triangular area (sight triangle) of corner lots, driveways and alley areas abutting rights-of-way shall conform to all applicable sight distance provisions of this Ordinance, or any higher standards set forth by the NCDOT.

(5) Overhead Power Lines

The presence of overhead power lines requires street yard trees to be understory trees. Larger canopy tree varieties are encouraged where overhead power lines are not present.

(6) Selection of Plant Materials

When selecting plant materials, consideration shall be given to the environmental conditions of the site, such as soil, topography, climate, microclimate, pattern of sun movement, prevailing winds and precipitation, and air movement to ensure that plant materials will be established successfully. The selection of street trees, or other locations within utility rights-of-way, shall consider the presence of overhead utility lines. Such trees shall be small and medium trees that are pest- and disease-resistant and are slow growing.

(7) Substitution of Plant Materials

The Zoning Administrator shall have the authority, but not the obligation, to approve the installation of comparable substitution plant materials to satisfy the requirements of the approved landscape plan when the approved plants and landscape materials are not available at the time that installations are to occur, or when other unforeseen conditions prevent the use of the exact materials shown on the approved landscape plan. Significant changes that require the replacement and relocation of more than twenty-five percent (25%) of the plant materials shall require a new landscape plan and approval through the plan review process.

(a) Mix of Genus and Species Encouraged

Except for street trees, a mix of genus and species of trees, shrubs, ground covering, perennials and annuals is encouraged in order to avoid potential loss due to infectious disease, blight, or insect infestation. Street trees should retain a reasonably uniform pattern along both sides of a street within the same block or corridor.

(8) Maintenance of Landscaping

(a) Responsibility for Maintenance

The applicant, property owner, and/or subsequent or successor owner, and their agents, including tenants, shall be jointly and severally responsible for maintenance of landscaping on the property on a continuing basis for the life of the development as specified in this Section. All required landscaping shall be maintained in a neat and orderly manner at all times. This shall include, but not be limited to, mowing, edging, pruning, fertilizing, watering, weeding and other activities common to the maintenance of landscaping. Landscaped areas shall be kept free of trash, litter, weeds and other materials or plants, not a part of the landscaping.

(b) Perpetual Maintenance Required

Required landscaping shall be maintained in perpetuity. Following initial installation, it shall be the responsibility of the owner and/or tenant of the property upon which the landscaping is installed to maintain all required plantings in a healthy, vigorous, and attractive state, or replace dead, diseased or deteriorated plants.

(c) Replacement Required

All required plant materials shall be maintained in a healthy, growing condition as is appropriate for the season. Plant materials which exhibit evidence of insect pests, disease and/or damage shall be appropriately treated. Dead plants shall be promptly removed and replaced within the next planting season after removal. If replacement is necessary, all plants and other non-living landscape materials shall be equal in size, density and appearance as originally required at the time of the approval of the development permit.

(C) Entryway Landscaping

(1) Intent

Entryway landscaping announces and highlights entries into the development for the visiting public.

(2) Design Guidelines and Standards

- (a) Development entryways shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and live ground covers.
- (b) Planting areas shall be a minimum of 250 square feet per side of the development entrance. If the entryway is divided by a median, it shall also be landscaped to the standards set forth in this Section.
- (c) For each square foot of entryway landscaping area, the developer shall provide 0.25 points of landscaping material, with at least 40% allocated to either side of the entryway.
- (d) Planting shall be massed and scaled as appropriate for the entryway size and space.

(D) Parking Lot Landscaping

(1) Minimum Requirement for Parking Lot Trees

(a) General

In order to provide a more aesthetically pleasing environment, provide shade, and reduce glare, it is required that a mixture of canopy and understory trees be distributed within and around the perimeter of parking areas.

(b) Minimum Distribution Requirement

Trees shall be placed in such a manner that no portion of a parking space is located more than 60 feet from the trunk of a tree.



Figure 9 - Minimum Distribution Requirement of Parking Spaces in Relation to Trees

(c) Mixture of Trees Required

No more than 35% of any one tree species may be used to satisfy the requirements of this Section. A minimum of 25% of the required trees shall be canopy trees.

(d) Use of Parking Lot Trees for Multiple Requirements

Trees installed or preserved to meet the requirements of this Section may be counted towards satisfying other landscaping requirements.

(2) Interior Parking Lot Landscaping

(a) Intent

Use parking lot landscaping to minimize the expansive appearance of parking lots, provide shaded parking areas, and mitigate any negative acoustic impacts of motor vehicles. The interior of all uncovered parking blocks containing ten (10) or more spaces shall be landscaped according to this subsection. These requirements for interior parking area landscaping are in addition to the requirements set forth below for perimeter parking area landscaping.

(b) Design Guidelines and Standards

(i) Separation of Parking Blocks

Each parking block shall be separated from other parking blocks by a landscaped median or berm that is at least ten feet (10') wide, or by a pedestrian walkway or sidewalk within a landscaped median (minimum width of ten feet (10')), or by a low decorative fence or wall (maximum height three feet) bordered by landscaping on at least one side.



Figure 10 - Example of Landscaped Island in a Parking Lot

(ii) Minimum Landscaped Area

Landscaped islands, medians, or other green spaces equal to a minimum of 15% of the square footage of the surface area of the paved portion of the parking lot shall be included in the interior of the parking lot.

(iii) Minimum Landscaping Points Required

Landscaping material equal to 0.1 points per square foot of landscaped area shall be provided in the interior of the parking lot.

(3) Perimeter Parking Area Landscaping

(a) Intent

Provide an attractive, shaded environment along street edges that gives visual relief from continuous hard street edges, provides a visual cohesion along streets, helps buffer automobile traffic, focuses views for both pedestrians and motorists, and increases the sense of neighborhood scale and character.

(b) Design Guidelines and Standards

Parking area edges shall be screened from public streets and sidewalks, public open space, and adjacent properties. Perimeter parking lot landscaping may be satisfied by required landscaped buffers where the locational requirements for the buffer overlap with these perimeter landscaping requirements.

- (i) The perimeter of all parking areas shall be screened from adjacent



Figure 11 - Example of Landscaped Berm and Vegetation

streets, public sidewalks, and adjacent uses by either of the following methods:

- (1) A berm three feet (3') high with a maximum slope of 3:1 planted with either one (1) canopy tree or two (2) understory trees for each 50 feet of perimeter frontage, with a minimum of 0.5 points of landscaping per linear foot of parking lot perimeter.



- (2) A low decorative masonry wall at least three feet (3') high in combination with either one (1) canopy tree or two (2) understory trees for each 50 feet of perimeter frontage, with a minimum of 0.5 points of landscaping per linear foot of parking lot perimeter.

Figure 12 - Example of Masonry Wall and Vegetation

(E) Street Trees

(1) Design Guidelines and Standards

Areas along streets, or along private drives, shall be landscaped with one canopy (1) tree per forty linear feet of street frontage, evenly spaced along the street frontage. Trees shall be planted no fewer than five (5) and no more than (10) feet from the edge of pavement. If a sidewalk is present or planned along the street, the required trees shall be installed between the sidewalk and the edge of pavement if possible.



Figure 13 - Example of Street Trees Along a Thoroughfare

(F) Building Foundation Landscaping

(1) Intent

These regulations are intended to articulate building façades with landscaped areas, softening their visual impact.

(2) Design Guidelines and Standards

- a) Building foundation areas shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers.

- b) Foundation landscaping areas shall be a minimum of five (5) deep and eight (8) feet wide.
- c) A minimum foundation landscaping area of 1 square foot per linear foot of building wall shall be provided along all building walls that contain customer entrances or are adjacent to parking areas.
- d) Foundation planting areas shall contain at least one (1) ornamental understory tree and include landscaping material equal to 0.25 points per square foot per foundation landscaping area.

(G) Service Area Screening

(1) Intent

Service areas create visual and noise impacts on surrounding uses and neighborhoods. These standards visually screen on-site service areas, including loading docks, trash collection areas, outdoor storage, and similar service uses, from public rights-of-way and adjacent uses.

(2) Design Guidelines and Standards

- (a) To the maximum extent feasible, areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such service areas shall not be visible from abutting streets and shall be oriented toward on-site service corridors.
- (b) No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within twenty feet (20') of any public street, public sidewalk, or internal pedestrian walkway.
- (c) Loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions shall be incorporated into the overall design of the building and landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials shall be the same as, or of equal quality to, the materials used for the primary building and landscaping.
- (d) Non-enclosed areas for the storage and sale of seasonal inventory and/or vending machines shall be permanently defined and screened with landscaping, walls and/or fences. Materials, colors, and design of screening walls and/or fences, and of any covering for such area, shall be compatible with those used as predominant materials and colors on the primary building(s). The height of stored or displayed inventory shall not exceed the height of the screening wall or fence. In addition, all fences/walls shall comply with the standards set forth below.

(H) Mechanical/Utility Equipment Screening

(1) Intent

Mechanical and utility equipment can detract from the quality of a development and the character of an area. These standards mitigate the negative visual and acoustic impacts of mechanical and utility equipment systems located in a commercial development.

(2) Design Guidelines and Standards

Mechanical/utility screening shall be an integral part of the building structure and architecture, including conformance with exterior building material standards, and shall not give the appearance of being “tacked on” to the exterior surfaces. The building parapet wall shall be the primary means of screening roof top equipment.

(I) Fencing and Walls

(1) Intent

While fences and walls are often necessary to buffer uses, they can create a visually monotonous streetscape. These standards provide fencing and walls that are visually appealing, complement the design of the overall development and surrounding properties, and provide visual interest to pedestrians and motorists.

(2) Design Guidelines and Standards

When a commercial development includes a fence or wall, the following guidelines and standards apply:

- (a)** The maximum height of a fence or wall shall be eight (8) feet.
- (b)** Walls and fences shall be constructed of high-quality materials, such as decorative blocks, brick, stone, treated wood, or wrought iron. Uncoated chain link fences are prohibited in any location visible from a public street.

Breaks in the length of a fence shall be made to provide for required pedestrian connections to the perimeter of a site or to adjacent development.
- (c)** The maximum length of continuous, unbroken, and uninterrupted fence or wall plane shall be fifty (50) feet. Breaks shall be provided through the use of columns, landscaping pockets, transparent sections, and/or a change to different materials.
- (d)** Fences and walls shall be set back from the property line to allow a landscaped setback area. Such setback area shall be landscaped with a turf, shrubs, and/or trees, using a variety of species to provide seasonal color and plant variety.
- (e)** Use of landscaping beyond the minimum required in these standards is strongly encouraged to soften the visual impact of fences and walls.

8 - ARCHITECTURAL GUIDELINES

(A) Intent

Create commercial developments with a recognizable image as a distinct place; vary massing to provide visual interest; as applicable, ensure compatibility with surrounding developments; and use building height and massing to emphasize important locations.

(B) Building Massing and Façade Treatment

Except where noted, all new commercial development shall comply with the following standards:

(1) Variation in Massing

A single, large, dominant building mass shall be avoided.

(2) Building Façade Treatment

All building walls shall have architectural interest and variety to avoid the effect of a single, long, or massive wall with no relation to human scale. The building design shall be consistent with the following standards:

(a) Minimum Wall Articulation

There shall be no blank, unarticulated building walls exceeding 30 feet in length. All building walls shall be designed to meet all the following standards:

- (i) All buildings' walls shall consist of a building bay or structural building system that is a maximum of thirty feet (30') in width. Bays shall be visually established by architectural features such as columns, ribs or pilasters, piers, changes in wall planes, changes in texture or materials and fenestration pattern no less than twelve inches (12") in width.

- (ii) Any wall exceeding 50 feet in length shall include at least one change in wall plane, such as projections or recesses, having a depth of at least three percent (3%) of the entire length of the façade and extending at least fifteen percent (15%) of the entire length of the façade.



Figure 14 – Not Allowed: Example of Façade with less than 70% Brick Façade and Painted



Figure 15 - Allowed: Example of Façade and Wall Articulations Desired in the CCOD.

- (iii) All building walls shall include materials and design characteristics consistent with those on the front façade.

(b) Building Walls Facing Public Areas

Building walls that face public streets, connecting walkways, or adjacent development shall meet the following standards:

Facades shall be subdivided and proportioned using features such as windows, entrances, arcades, arbors, awnings, trellises with vines, or alternate architectural detail that defines human scale, along no less than sixty percent (60%) of the façade.

(c) Awnings

- (i) Awning shall be no longer than a single storefront.
- (ii) Fabric awnings are encouraged; canvas awnings with a matte finish are preferred. Awnings with high gloss finish are discouraged. Illuminated, plastic awnings are prohibited.
- (iii) Rigid frame awnings are allowed but shall stop at the top section and shall not be included in the valence.
- (iv) Awning colors shall be compatible with the overall color scheme of the façade from which it projects. Solid colors or subtle striped patterns are preferred.
- (v) Awnings for rectangular openings shall be simple, shed shapes.

(d) Downspouts

All downspouts shall be concealed. No exposed downspouts shall be used. The view through scuppers shall be screened.

(3) Multi-Story Buildings Base and Top Treatments

The following standards shall apply to all commercial buildings, including hotels and motels, with more than two stories:

- (a)** The composition of the building shall present a clearly recognizable base, middle, and top, or a clearly- defined alternative building composition.
- (b)** A recognizable "base" may consist of, but is not limited to:
 - (i) Thicker walls, ledges, or sills;
 - (ii) Integrally textured materials such as stone or other masonry;

- (iii) Integrally colored and patterned materials such as smooth-finished stone or tile;
- (iv) Lighter or darker colored materials, mullions, or panels; or
- (v) Planters.

(c) A recognizable “top” may consist of, but is not limited to:

- (i) Cornice treatments, other than just colored “stripes” or “bands” with integrally textured materials such as stone.
- (ii) Sloping roof with overhangs and brackets;
- (iii) Stepped parapets; or
- (iv) Horizontal rhythms, such as openings and articulations, shall logically align between levels.

(C) Building Materials/Colors

All commercial development shall comply with the following design guidelines and standards.

(1) Intent

Achieve unity of design through compatible materials and colors throughout commercial developments; select building materials that are durable, attractive, and have low maintenance requirements; and utilize colors that reflect natural tones found in the environment around the Town of Midway.



Figure 16- Example of Acceptable Brick Facade with Varied Architectural Features

(2) Submittal Requirement

Applicants shall submit a color palette and building materials board as part of their architectural plans.

(3) Building Materials

- (a) All structures shall be required to have a minimum of 70% of the exterior wall area of the structure clad in unpainted brick material. The remaining 30% of the exterior wall area may contain accent materials that meet high quality standards such as:
 - (i) Stucco;
 - (ii) Integrally colored, textured, or glazed concrete masonry units;
 - (iii) High-quality prestressed concrete systems;
 - (iv) Water-manager Exterior Installation Finish Systems (EIFS); or
 - (v) Glass.
- (b) Natural wood or wood paneling shall not be used as an exterior wall material, but durable synthetic materials with the appearance of wood may be used.
- (c) Exterior building materials shall not include the following:
 - (i) Split shakes, rough-sawn or board batten wood;
 - (ii) Vinyl siding;
 - (iii) Smooth-faced gray concrete block, painted or stained concrete block, tilt-up concrete panels;
 - (iv) Field-painted or pre-finished standard corrugated metal siding; or
 - (v) Barrier-type EIFS.
- (d) Exterior building material shall be continued down to within nine inches (9") of finished grade on any elevation. Exterior masonry materials shall be continued to the top of grade.
- (e) In selecting exterior building materials, consideration should be given to the appropriateness of the materials to the scale of building proposed.
- (f) For the purposes of these Architectural Guidelines, brick material shall be hard fired (kiln fired) clay or slate material which meets the latest version of ASTM Standard C216, Standard Specifications for Facing Brick (Solid Masonry Unit made of Clay or Shale), and shall be Severe Weather (SW) grade, and Type FVA or FBS or better. Unfired or underfired clay, sand, shale brick, thin brick veneers, and concrete masonry units with a brick-like appearance (such as Quik-Brik) are not allowed.

(4) Building Color

- (a) Color schemes shall tie building elements together, relate separate (freestanding) buildings within the same development to each other, and shall be used to enhance the architectural form of a building.
- (b) Color schemes should utilize earth and other natural tones as found in the soil types and/or plant material found in the Midway area and, more specifically, that area immediately adjacent to the development site.
- (c) All building projections, including, but not limited to, chimneys, flues, vents, and gutters, shall match or complement in color the permanent color of the surface from which they project.
- (d) Intense, bright, black, or fluorescent colors shall be used sparingly and only as accents; such colors shall not be used as the predominant color on any wall or roof of any building. Permitted sign areas shall be excluded from this standard.

(D) Customer Entrances

All commercial development shall comply with the following design guidelines and standards:

(1) Number of Entrances Required

- (a) Each principal commercial building with fewer than 50,000 square feet (gross floor area) shall provide a minimum of one customer entrance that is oriented to a public street.
- (b) Each principal commercial building with greater than 50,000 square feet (gross floor area) shall provide a minimum of two (2) customer entrances, each of which shall be on separate building façades that are oriented to a public street.
- (c) Where additional stores will be located in the primary building, each such store may have an exterior customer entrance, which shall comply with the prominent entrance requirement below.

(2) Prominent Entrances Required

Each primary building on a site, regardless of size, shall have clearly defined, highly visible customer entrances featuring no less than three (3) of the following:

- (a) Canopies or porticos;
- (b) Overhangs;
- (c) Recesses/projections;
- (d) Arcades;

- (e) Raised corniced parapets over the door;
- (f) Peaked roof forms;
- (g) Arches;
- (h) Outdoor patios;
- (i) Display windows;
- (j) Architectural detail such as tile work and moldings integrated into the building structure and design; or
- (k) Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.

(E) Multiple Buildings in Commercial Centers

All commercial centers that contain multiple buildings, including pad sites, shall comply with the following design guidelines and standards;

(1) Use of Similar Building Material in a Commercial Center

In order to achieve unity between all buildings in a commercial center, all buildings in the center, including pad site buildings, shall be constructed of building materials from the color and materials palette approved for the center.

(2) Use of Similar Architectural Styles or Theme in a Commercial Center

- (a) A consistent architectural style or theme should be used throughout a commercial center, and in particular to tie outlying pad site buildings to the primary building.
- (b) Building entrances are appropriate locations to express individual building character or identity.

(F) Roofs on Large Commercial Buildings

All commercial buildings containing 50,000 square feet or more (gross floor area) shall comply with the following guidelines and standards:

(1) Screening of Roof-Top Equipment

All roof-top equipment must be screened according to the requirements of this Article.

(2) Roof Design Treatment

Roofs shall have no less than two (2) of the following features:

- (a)** Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view are appropriate. The average height of such parapets shall not exceed fifteen percent (15%) of the height of the supporting wall, and such parapets shall not at any point exceed one-third (1/3) of the height of the supporting wall. Such parapets shall feature three-dimensional cornice treatment;
- (b)** Overhanging eaves, extending no less than three feet (3') past the supporting walls;
- (c)** Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one foot (1') of vertical rise for every three feet (3') of horizontal run and less than or equal to one foot (1') of vertical rise for every one foot (1') of horizontal run; or
- (d)** Three (3) or more roof slope planes.



Figure 17 - Example of Roof Design for Large Commercial Building



Appropriately scaled entrance signage



McDonald's sign in Walkertown Landing



Walkertown Commons Sign



Architectural Details and Treatments



McDonald's outparcel within Oak Ridge Market Place



Main pedestrian access in Oak Ridge Commons

Figure 18.1-Acceptable Design Standards



Mature landscaped area within Oak Ridge Commons



Brick façade, pitched roof, and stucco entrance way



Supporting retail and professionals office space



Food Lion Anchor and new design theme



Landscaping and appropriate scaled awnings



Drug Store and Medical Professional Office

Figure 18.1-Acceptable Design Standards (continued)

9 - LIGHTING

(A) Intent

Eliminate adverse impacts of light through spillover; provide attractive lighting fixtures and layout patterns that contribute to unified exterior lighting design of nonresidential developments; and provide exterior lighting that promotes safe vehicular and pedestrian access to and within a development, while minimizing impacts on adjacent properties.

(B) Design Guidelines and Standards

(1) Plan Required

Applicants shall submit a unified lighting plan with final plan applications for all commercial developments subject to these lighting standards.

(2) General Lighting Standards

(a) Pedestrian Walkway Lighting

Pedestrian-level, bollard lighting, ground-mounted lighting, or other low, glare-controlled fixtures mounted on poles, or building or landscape walls shall be used to light pedestrian walkways.

(b) Lighting Height

Bollard-type lighting shall be no more than four (4) feet high and other pedestrian lighting fixtures shall not exceed 16 feet in height.

(c) Design of Fixtures/Prevention of Spillover Glare

Light fixtures shall use cutoff lenses or hoods to prevent glare and light spill off the project site onto adjacent properties, buildings, and roadways.

(d) Color of Light Source

Lighting fixtures should be color-correct types such as halogen or metal halide to ensure true-color at night and ensure visual comfort for pedestrians.



Figure 18.2 Pedestrian Level Lighting

(3) Architectural Building Mounted Lighting

(a) Building-mounted lighting may be used only to highlight specific architectural features or primary customer or building entrances. General floodlighting of building façades is not permitted.

(b) Building-mounted neon lighting is allowed only when recessed or contained in a cap or architectural reveal.

(4) Parking Lot Lighting

The mounting height for luminaire fixtures shall not exceed 30 feet as measured to the top of the fixture from grade. Full cutoff fixtures shall be utilized to prevent spillover and glare.



Figure 18.3 Parking Lot Landscaping and Lighting

(5) Canopy Lighting

(a) **Acceptable fixture and methods of illumination include:**

- (i) Recessed fixtures incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the canopy.
- (ii) Indirect lighting where light is beamed upward and then reflected down from the underside of the canopy. Such fixtures shall be shielded such that direct illumination is focused exclusively on the underside of the canopy.

10 - SIGNAGE

(A) Intent

The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the infill or redevelopment area.



Figure 18 - Example of Acceptable Signage



Figure 19.1 Sign Clutter and lack of coordination



Figure 19.2 Acceptable Multi-business Sign

(B) Common Signage Required

A common signage plan setting forth the unifying color schemes and sign types for a development shall be required to be submitted with applications for Site Development Plan Approval. All signage within a development shall be required to conform to the requirements of the common signage plan, including pad sites in large commercial developments. Common signage plans should integrate the signage within a development with the color scheme of the buildings within the development.

(C) Permitted Sign Types

Only those types of signs that are specifically permitted by this Section shall be allowed to be established in the CCOD. Permitted sign types include:

- (1) Monument Signs
- (2) Wall Signs
- (3) Awning Signs

(D) Standards for Permitted Signs

(1) Monument Signs

(a) Commercial Centers Larger Than 100,000 Square Feet

- (i) One (1) monument sign shall be allowed per street frontage.
- (ii) The maximum allowed height is 8 feet above grade.
- (iii) The maximum square footage is 100 square feet.

(b) Commercial Centers Larger Than 50,000 Square Feet

- (i) One (1) monument sign shall be allowed per street frontage.
- (ii) The maximum allowed height is 6 feet above grade.
- (iii) The maximum square footage is 72 square feet.

(c) All Other Development

- (i) One (1) monument sign shall be allowed per street frontage.
- (ii) The maximum allowed height is 6 feet above grade.
- (iii) The maximum square footage is 48 square feet.

(d) Other Standards

- (i) Sign bases and supports shall be constructed from the same building materials, including color, as the primary building material used in the development or structure associated with the sign.
- (ii) A three (3) foot wide landscaping area planted with small shrubberies and flowers is required around the base of all monument signs.
- (iii) Monument signs shall only be illuminated externally.

(2) Wall Signs

(a) Single Tenant Buildings

- (i) One (1) wall sign shall be allowed per building wall facing a parking area or street.
- (ii) On the primary wall, the maximum size for a wall sign is limited to one (1) square foot per linear foot of building wall, not to exceed 75 square feet.
- (iii) On side or rear walls, the maximum size for a wall sign is limited to one (1) square foot per linear foot of building wall, not to exceed 50 square feet.

(b) Multi-Tenant Buildings

- (i) One (1) wall sign shall be allowed per tenant per building wall that contains a direct customer access to the tenant's space.
- (ii) Wall signage for tenants shall be of an identical size and placement height and shall not exceed 50 square feet per tenant.
- (iii) Tenant spaces containing more than 25,000 square feet of gross floor area may install wall signage with up to 75 square feet of area.

(c) General Requirements

- (i) Wall signs shall not project more than 12 inches from the façade of the structure which they are attached to.
- (ii) Wall signs may be either internally or externally illuminated; however, illumination methods may not be mixed upon a single structure or within a larger commercial development.

(3) Awning Signs

(a) Single Tenant Buildings

- (i) One (1) awning sign shall be allowed in lieu of permitted wall signage per customer entrance leading from a sidewalk or parking area.
- (ii) Awnings containing signs shall be located immediately above the customer entrance by which they are allowed.
- (iii) Awning signs are limited to the lesser of 50 square feet or 25% of the primary face of the awning.

(b) Multi-Tenant Buildings

- (i) One (1) awning sign shall be allowed in lieu of permitted wall signage per tenant per customer entrance leading from a sidewalk or parking area.
- (ii) Awnings containing signs shall be located immediately above the customer entrance by which they are allowed.
- (iii) Awning signs shall not exceed the lesser of 50 square feet or 25% of the primary face of the awning.

(c) General Requirements

- (i) Awning Signs may be externally illuminated only by downward facing lights positioned immediately above the awning.
- (ii) In no case shall awning and walls signs be allowed on the same building wall.

11 - UNDERGROUND UTILITIES

(A) Underground Utilities Required

All electric, telephone, fiber optic, cable and other wire-based utilities are required to be installed underground upon the development site. If feasible, existing overhead wire utilities shall be buried adjacent to the development site. In no case shall overhead utilities be installed upon new public or private rights-of-way within the CCOD.

12 - USE RESTRICTIONS

(A) Intent

Certain uses, otherwise allowed within the base zoning districts covered by the Core Commercial Overlay District, have been determined to be incongruent with the vision for the Town's Core Commercial area, as set forth in the US Highway 52 Corridor Plan. To achieve the goal of establishing a thriving business district, and to ensure conformance with the adopted plan for the area, it is necessary to prohibit those uses which may be detrimental to achieving the Town's stated goals.

(B) Prohibited Uses

The following uses are hereby prohibited from being established within the area covered by the Core Commercial Overlay District. These regulations supersede the Table of Permitted Uses set forth in Section 3.09.

- (1) Abattoirs
- (2) Adult Uses
- (3) Automobile Graveyards
- (4) Bottling Plants
- (5) Brick, Tile and Cement Manufacturing
- (6) Chemical Manufacturing
- (7) Compartmentalized Storage for Individual Storage of Residential and Commercial Goods
- (8) Extraction of Earth Products
- (9) Farm Machinery Sales
- (10) Flea Markets, Indoors
- (11) Flea Markets, Out of Doors
- (12) Foundry Casting
- (13) Freight Terminals
- (14) Fuel Oil Dealers
- (15) Furniture Manufacturing
- (16) Golf Driving Range
- (17) Golf, Miniature
- (18) Greenhouses, nurseries etc.
- (19) Hazardous Waste Facility
- (20) Indoor Firing Range
- (21) Junkyard

- (22) Kennels, Commercial
- (23) Landfills
- (24) Light Manufacturing, unclassified
- (25) Livestock Sales
- (26) Manufacturing or Processing
- (27) Manufactured Home, Class A, B and C
- (28) Manufactured Home Parks
- (29) Manufactured Housing Sales
- (30) Outdoor Advertising Sign
- (31) Outdoor Storage Yard
- (32) Petroleum Bulk Stations, Terminals
- (33) Racetracks, Drag Strips
- (34) Sawmills
- (35) Skeet, Trap, Rifle and Pistol Ranges
- (36) Storage of Low Explosives
- (37) Travel Trailer Parks and Campgrounds
- (38) Warehouses
- (39) Wireless Telecommunication Facilities (All heights)

APPENDICIES TO THE CORE COMMERCIAL OVERLAY DISTRICT ORDINANCE

Appendix 1: Intersection of NC 150 and Hickory Tree Road

The Town of Midway is located approximately 3.5 miles east of the Hickory Tree/NC 150 mixed commercial area. The NC 150/Hickory Tree Road intersection and surrounding development is adjacent to the city limits of Winston-Salem and primarily serves the northern Davidson County area – providing goods and services for many Midway residents as well. This area was chosen to demonstrate a commercial area that represents development that was not planned in accordance with a master plan.

Types of Uses

- | | |
|-------------------------|---------------------------------------|
| * Food Lion | * Gas Stations and Convenience Stores |
| * Pharmacy Stores | * Various Commercial Retail Stores |
| * Fast Food Restaurants | * Services/Businesses |
| * Professional Offices | |

Development Style

At this intersection, the Hickory Tree Shopping Center is mostly a light beige brick color stucco façade with a light beige band in the middle of the signage. Free standing individual sites have various styles of material including brick, metal, and stucco. The architectural features of the various business are random and do not have a cohesive development style. The development is fairly recent and could have taken advantage of a creating similar theme and style – creating a much more appealing commercial retail environment.

Traffic Patterns, Parking and Access

The shopping center has relatively controlled access with a typical layout of long parking aisles with very little curbing definition in the parking areas. Traffic is easily able to cross the parking spaces and make their own way to their destination versus following a clear traffic pattern. The stand-alone sites at this intersection also have controlled access with mostly ‘right-in / right-out’ access to NC 150. Parking connectivity is limited between the stand-alone sites.

Pedestrian and Bicycle Facilities

The various uses and developments throughout this area do not provide any pedestrian and bicycle facilities external to the various developments or internal. A pedestrian or bicyclist is not welcome and will face significant challenges crossing the major roads. Also, a customer walking from their car to conduct business does not have a designated place in which to safely walk to the building entrance – being forced to walk behind and in between cars to avoid other customers moving through the parking areas in vehicles.

Landscaping

Landscaping is primarily contained to small accent areas and not is not a prominent feature for most developments in this area. The most recently built pharmacy store does have additional landscaping that fully covers the entire site; however, the green areas are modest and can be significantly improved upon. A large canopy oak tree was preserved on this site, which helps soften the “hardscape”, or built environment, such as paved areas and building sites.

Signage

Signs are distributed in a haphazard manner throughout this area. In addition to the sign location, the materials, and variety of colors and styles distract from the advertising intent and message. Also, signs are located on poles throughout the area – making it very difficult to determine various businesses as one drives by due to the clutter and spacing of the pole signs. The size of and location of the signs are out of scale with the various developments and with each other.





Appendix 2: Shoppes at Oliver’s Crossing, NC150 and North of Hickory Tree Road.

Location 2: Shoppes at Oliver’s Crossing NC 150 and North of Hickory Tree Road

The Town of Midway is located approximately 4 miles east of the Shoppes at Oliver’s Crossing. As with the Hickory Tree Crossing area, this development primarily serves the northern Davidson County area – providing goods and services for many Midway residents as well. This site is located within the city limits of Winston Salem and was built under the guidance of the Winston Salem Unified Development Ordinance.

Types of Uses

- | | |
|------------------------------------|--------------------------------------|
| * Grocery Store | *Restaurants |
| * Pharmacy | *Multi-Family / Townhomes (adjacent) |
| * Professional and Medical Offices | *Single Family Homes (adjacent) |

Development Style

This development has a consistent signage and exhibits primarily brick construction with architectural accents that include parapets, brick building caps and cornices, columns, awnings in appropriate locations and scale, and appealing combinations of color. Utilities within the development are buried underground with modern style box lighting that points downward keeping the sky dark at night.

Traffic Patterns, Parking and Access

The center has controlled access with a signalized intersection at NC 150. The traffic patterns have a basic grid pattern with major entrances and a ‘right in / right out’ onto NC 150 as well. Parking isles are reasonable distance to the businesses and offices located throughout the development. A clear pedestrian sidewalk through the parking areas is not present. Traffic flows in a clear manner as the parking area is clearly delineated with parking spaces and landscaped islands with curbing.

Pedestrian and Bicycle Facilities

The shopping center provides sidewalks for pedestrians from business to business; however, the parking isles do not provide a direct pedestrian link or sidewalk to the stores and offices. Clearly marked crosswalks are also absent from the pedestrian environment. Bicycles could navigate this development; although, marked bicycle lanes do not exist. The adjacent multi-family and single-family homes can walk or bicycle to the facility safely even though the addition of crosswalks would increase recognition of pedestrians and bicyclists to motorists.

Landscaping

Landscaping is located throughout the development and is well maintained. The parking areas include large trees to help shade vehicles and soften the appearance of the development. Accent plantings include shrubbery and smaller ornamental trees mulched with pine straw.

Signage

The entrance signs and signage throughout the development have a uniform feel and spaces that are neatly organized. Each business sign is easily recognized by vehicular traffic. Signs are in scale with the development and do not overshadow the buildings or other business signs.





APPENDIX 3: New Walmart area on 150

Location 3: New Wal-Mart at NC 150 North of Hickory Tree Road and South of Intersection 40

Types of Uses

- | | |
|------------------------------------|------------------------------------|
| * Wal-Mart Supercenter | * Restaurants |
| * Pharmacy | * Multi-Family /Townhomes (nearby) |
| * Professional and Medical Offices | * Single Family Homes (adjacent) |

Development Styles

This development exhibits primarily a modern design with stucco facades. The architectural features resemble traditional building caps and cornices; however, they have been exaggerated in scale and appearance in an effort to achieve a modern stylistic appearance. The effect is almost 'cartoonish' in appearance and out of scale with traditional building patterns. The primary Wal-Mart building does incorporate pedestrian walkways and a 'front porch' type awning to shade customers and provide a smaller scale appearance than a normal 'big box' store. The color schemes throughout the area relatively consistent with light beige, dark beige and brick stucco colors with white highlights to simulate architectural features and roof lines. The development has underground utilities with modern, downward pointing light fixtures.

Traffic Patterns, Parking and Access

The development has controlled access with a signalized intersection at NC 150. The traffic patterns are directed by clear access points that are located at key intersections with a basic grid pattern and raised curbing to delineate traffic areas, parking areas, and pedestrian areas. The other major access points have a 'right in / right out' to increase safety and sufficient traffic flow. Parking isles are somewhat lengthy and seem to over accommodate for potential parking.

Pedestrian and Bicycle Facilities

The parking area of the Wal-Mart does provide a main pedestrian access with a public art sculpture and pedestrian plaza for customers. Sidewalks are present throughout the development to help connect the business internally and to adjoining neighborhoods externally. Traffic flows in a clear manner as the parking area is clearly delineated with parking spaces and landscape islands with curbing. Bicycles could navigate this development; although, marked bicycle lanes do not exist. The adjacent multi-family and

single-family homes can walk or bicycle to the facility safely even though the addition of crosswalks would increase recognition of pedestrians and bicyclists to motorists.

Landscaping

Landscaping is located throughout the development and is well maintained. The parking areas include large trees to help shade vehicles and soften the appearance of the development. Accent plantings include shrubbery and smaller ornamental trees mulched with wood chips.

Signage

The entrance signs and signage throughout the development and not necessarily uniform; although, they are mostly within scale to the built environment. Each business sign is easily recognized and read by vehicular traffic.





APPENDIX 4: Walkertown

Location 4: Walkertown Commons & Walkertown Landing – Intersection of NC 66 and US 158

The Town of Midway is located approximately 17 miles south of the major commercial development in Walkertown at NC 66 and US 158. This development primarily serves Walkertown and the surrounding area.

Types of Use

- | | |
|--------------------------------|---------------------------------------|
| * Wal-Mart Super Center | * Restaurants |
| * Pharmacy | * Multi-Family / Townhomes (adjacent) |
| * Commercial Retail Businesses | |

Development Style

This development exhibits primarily brick facades with a traditional colonial inspired styling. The roof line of the main Lowes Foods building has a cupola, cornice and pitched single roofing with dormers. The façade also exhibits some minor stucco accent designs. Other buildings in Walkertown Landing and Commons are primarily brick with some other stonework or stucco architectural treatments. The utilities within the development are underground with a mix of old-style light posts in Walkertown Commons and modern box fixtures within the commons and the landing.

Traffic Patterns, Parking and Access

The center has controlled access with a signalized intersection at NC 150. The traffic patterns have a basic grid pattern with major entrances and a 'right in / right out' onto NC 150 as well. Parking isles are a reasonable distance to the various businesses and offices located throughout the development. A clear pedestrian sidewalk through the parking areas is not present. Traffic flows in a clear manner as the parking area is clearly delineated with parking spaces and landscaped islands with curbing.

Pedestrian and Bicycle Facilities

The shopping center provides sidewalks for pedestrians from business to business; however, the parking isles do not provide a direct pedestrian link or sidewalk to the stores and offices. Clearly marked crosswalks are also absent from the pedestrian environment. Bicycles could navigate this development; although, marked bicycle lanes do not exist. The adjacent multi-family and single-family homes can walk or bicycle to the facility safely even though the addition of crosswalks would increase recognition of pedestrians and bicyclists to motorists.

Landscaping

Landscaping is located throughout the development and is well-maintained. The parking areas include large trees to help shade vehicles and soften the appearance of the development. Accent plantings include shrubbery, flower beds and smaller ornamental trees mulched with pine straw.

Signage

The entrance signs and signage throughout the development have a uniform feel and spacing that is neatly organized. Each business sign is easily recognized and read by vehicular traffic. Signs are in scale with the development and do not overshadow the buildings or other business signs.







APPENDIX 5: Kings Crossing, Stokesdale

Location 5: Kings Crossing, Stokesdale – Intersection of NC 68 ad Haw River Road

The Town of Midway is located approximately 27 miles southwest of the major commercial development in Stokesdale on NC 68. This development serves areas in and around Stokesdale and Oak Ridge. New residential developments within the area have convenient access to this center.

Types of Uses

- | | |
|-----------------------------------|---|
| * Food Lion Grocery Store | * Vacant Professional Office Space |
| * REMAX Real Estate Office | * Vacant Retail Business Space |

Development Style

This development exhibits a traditional brick building façade with consistent roofing material that has a pitched slope. The architectural treatment includes stucco insets into the brick columns and a consistent roof trim and bracket support for the roofing overhang. Decorative iron work over the entrance to the Food Lion main entrance blends well with the roofing materials and color. This new Food Lion design scheme can also be observed in Thomasville, NC at the intersection of Business 85 and NC 109. The lighting is a modern box fixture pointing downward with underground utilities within the development.

Traffic Patterns, Parking and Access

The center has one controlled access with a signalized intersection at Haw River Road and NC 68. The shopping center also has an uncontrolled direct access onto NC 68 that allows unlimited ingress and egress to the property from all directions. This may pose a problem in the future as traffic increases and turns in and out of the development become more frequent. Once inside the development, the traffic patterns have a basic grid pattern with parking aisles connected to the various retail and office spaces located throughout the development. The area devoted to vehicles is clearly delineated with parking spaces and modestly landscaped islands with curbing.

Pedestrians and Bicycle Facilities

The shopping center does not provide sidewalks for pedestrians from business to business and does not provide a direct pedestrian link or sidewalk to adjacent developments. Clearly marked crosswalks are also absent from the pedestrian environment. Bicycles could navigate this development, although marked bicycle lanes do not exist.

Landscaping

Landscaping is present throughout the development; however, it is limited to grass and very small scrubs and ornamental trees. A small perimeter planting strip is also noted along road frontage of NC 68.

Signage

The entrance signs and signage throughout the development are uniform and scaled to fit the building size and overall development. Each business sign is easily recognized and read by vehicular traffic from the road and within the development.

APPENDIX 6: Oak Ridge Commons

Location 6: Oak Ridge Commons / Oak Ridge Market Place – Intersection of NC 66 and NC 150

The Town of Midway is located approximately 25 miles southwest of the major commercial development in Oak Ridge and NC 68 and US 150. This development is a center serving a broader area surrounding the town of Oak Ridge.

Types of Uses

- | | |
|-----------------------------------|--|
| * Lowes Food Grocery Store | * Commercial Retail Businesses |
| * Pharmacy | * Restaurants (Fast food and sit-down) |
| * Professional Offices | * Vacant Retain Spaces and prepared sites |

Development Style

The Oak Ridge Development presents a traditional American styling with columns, archways and brick construction. Roof lines are accented with brick corbelling, white cornices or pitched roofs with shingles and white trim. A distinct theme is achieved and is consistent across all businesses with minor variations for individual sites to provide a uniform development pattern, while allowing for uniqueness within the defined development pallet. The primary lighting system is the modern box style with a more pedestrian-scale traditional fixture adjacent to the buildings. All utilities are underground within the development.

Traffic Patterns, Parking and Access

The center has unlimited access at two points; one along NC 150, and one along NC 68. Much like the ease of ingress and egress at Kings Crossing in Stokesdale, this area will also experience increased traffic over time- requiring signalized entrances at that time. To properly plan ahead for this eventual traffic problem, the Oak Ridge Commons and Oak Ridge Marketplace developments have major entrances that line up – easing the transition to signalization. The traffic patterns within the developments have major access or ‘thoroughfare’ type road with minor access roads crossing through the parking areas – forming a basic grid pattern. Most interior roads terminate into a four-way or three-way stop, creating an efficient safe traffic flow pattern. Parking isles are located close to the various businesses and offices located throughout the development. The vehicular areas are well defined by curbing and landscaped islands.

Pedestrians and Bicycle Facilities

Both centers have adequate sidewalks within the development and on the perimeter to provide for safe pedestrian access and movements. Bicycles could navigate this development; although, marked bicycle lanes do not exist. Major crosswalks for NC 68 and NC 150 would increase potential for pedestrian movements from one major shopping center to another; however, they are not present at this time.

Landscaping

Extensive landscaping is located throughout the development and is well maintained. The parking areas include large mature trees to help shade vehicles and soften the appearance of the development. Accent plantings include shrubbery, flower beds and smaller ornamental trees, mulch with pine straw.

Signage

The entrance signs and signage throughout the development are uniform and spaced neatly with consistent coloring, materials and design. Each business sign is easily recognized and read by vehicular traffic. Signs are in scale with the development and do not overshadow the buildings or other business signs. The signs are simplistic and they do not display message boards that can clutter the appearance and decrease safety through too many advertisements and distractions to motorists on one sign.

















APPENDIX 7: Lewisville-Clemmons

Location 7: Clemmons Town Center Juxtaposition with Older Development

The Town of Midway is located approximately 17 miles southeast of the major commercial development in Clemmons near the intersection of Interstate 40 and Lewisville-Clemmons Road. The development serves the Lewisville-Clemmons area and is located within the Village of Clemmons.

Types of Use

- | | |
|---------------------------------|--|
| * Restaurants (sit-down) | * Commercial Retail Businesses |
| * Medical Offices | * Bank |
| * Professional Offices | * Vacant Retail Spaces and Prepared Sites |

Development Style

The Clemmons Town Center is a combination of traditional brick styling with architectural accents and details in light beige stucco. Metal awnings without side panels are scaled perfectly within the designated storefront and building columns. The Panera Bread structure has some significant architectural styling in stucco without detracting from the overall appearance of the development. The buildings in the rear of the development have flat roofs with a brick roof line and some with a stucco pediment feature. The bank and restaurant adjacent to the street have pitched roofs. Decorative streetlights with underground utilities are located within the development as well. More modern box fixtures provide additional lighting in parking areas.

Traffic Patterns, parking and Access

The center has one major access point onto Lewisville-Clemmons Road without a signal currently. The new development across the street is lined up with this development to allow for future signalization. The traffic patterns have a basic grid pattern and four-way stopping. Parking isles are easily accessible and adjacent to the various businesses and offices located throughout the development.

Pedestrian and Bicycle Facilities

A clear sidewalk and crosswalk system is present throughout the development – leading to the external areas to connect to future development and sidewalks in the area. Bicycles can navigate this development; although, marked bicycle lanes do not exist.

Landscaping

Mature and heavy landscaping is located throughout the development and is well-maintained. The parking areas include large trees, shrubbery, and grass in somewhat large planting areas throughout the parking areas to help shade vehicles and soften the appearance of the development. Accent plantings include additional shrubbery, flower beds and smaller ornamental trees mulched with pine straw.

Signage

The entrance signs and signage throughout the development have a uniform feel and spacing that is neatly organized. Each business sign is easily recognized and read by vehicular traffic. Signs are in scale with the development and do not overshadow the building or other business signs.











APPENDIX 7: OTHER PHOTOS



