

Section 3.08**Architectural and Site Design Requirements.** [Amended Ordinance #08-14]

Intent – The Architectural and Site Design requirements contained in this section are intended to create and reinforce a positive, recognizable identity for the Town of Holly Springs and its extraterritorial jurisdiction by promoting the use of compatible architectural and site design techniques, as described below, to: create variation and interest in the built environment; and, allow for the development of functional, yet human scale office, retail and other business establishments or groupings, for all new developments so that such new developments may complement each other as well as enhance the overall image of the Town of Holly Springs and its extraterritorial jurisdiction.

A. General Architectural and Site Design Requirements.

The regulations contained in this sub-section 3.08, A., shall be applicable to all Commercial / Mixed Use development located in the LB, OR, CB and GB *Districts* of this UDO.

1. *Building Materials, Colors, Textures, Architecture, Roof Treatment and Façade Modulation.*
 - a. *Applicability.*
 - (1) The Primary Façade *Building Materials* and *Building* Massing and Façade Treatment and Other Façade requirements of this sub-section shall be applicable to:
 - (a) Any new *building*, except for *multi-family townhouses*.
 - (b) Any *building* additions, except for *multi-family townhouse*.
[Amended ordinance #11-07]*

Notwithstanding any limitation of this UDO to the contrary, any additions to a *building* which is constructed in compliance with the regulations of this section shall continue the architectural design of the existing *building*, including *building materials*, colors, textures, architecture, roof treatment, façade modulation and other detailing.
 - (c) Exterior *building* renovations, except for *multi-family townhouses*.
 - (d) *Multi-family townhouse buildings* shall be subject to UDO Section 2.07, D. Architectural and Site Design Review.

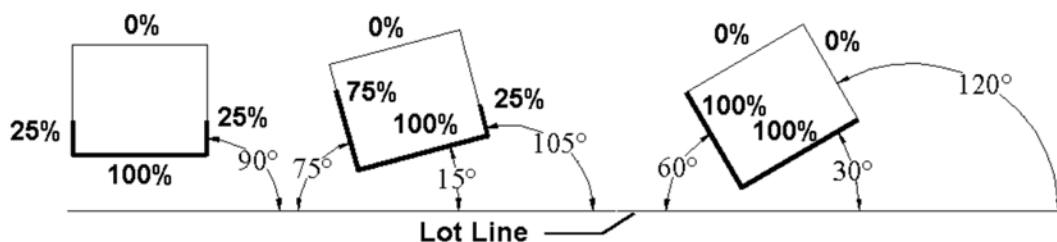
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- (2) The Primary Façade *Building Materials* and *Building Massing* and Façade Treatment and Other Façade requirements of this subsection shall, to the greatest extent practical, be applicable to *accessory structures* so as to maintain a consistent and compatible appearance. [Amended ordinance #13-09]*

b. Determination of Façade Orientation.

Any façade which is located in the LB, OR, CB and GB *Districts* of this UDO in which any portion of a *lot* or *integrated center* is determined to be oriented toward a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* pursuant to the following regulations shall be designed in compliance with the primary façade regulations of this Section 3.08, A., 1., c. All other facades shall be designed in compliance with the regulations of this Section 3.08, A., 1., d.:

- (1) One-hundred (100) percent of any façade which is located parallel to or up to one-hundred and five (105) degrees from being parallel to the applicable *lot line*; and,
- (2) The determination of being parallel to the applicable *lot line* or the number of degrees from a line being parallel to the applicable *lot line* shall be determined from a line which is perpendicular to a line which represents the minimum *setback* of a *building* to a applicable *lot line*.



Facades subject to Design and Appearance Requirements

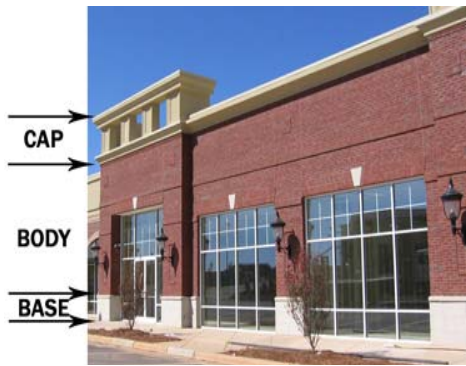
- c. Primary Façade *Building Materials*, and *Building* Massing and Façade Treatment.

The façade, as determined in Section 3.08, A., 1., b., above, of all new *buildings* or *building* additions shall be constructed using the following *building* design and appearance requirements on each applicable façade:

- (1) Building Materials.
 - (a) Primary *Building Material* (required) – The primary *building material* (excluding: windows; display windows; doors; roofing; fascia or soffit materials) constituting a minimum of sixty (60) percent of the façade shall be either:
 - (i) brick;
 - (ii) stone (e.g. natural/cultured, limestone, marble, or granite);
 - (iii) split-face block; or,
 - (iv) architectural concrete, if the surface is designed to simulate brick or stone.
 - (b) Prohibited exterior Building Materials – the following building materials shall be prohibited:
 - (i) vinyl siding;
 - (ii) smooth-faced gray concrete block;
 - (iii) painted or stained concrete (including concrete block);
 - (iv) metal siding; or
 - (v) plastic.
- (2) *Building* Massing and Façade Treatment.
 - (a) Base, Body, and Cap.
 - (i) The composition of the *building* shall include a clearly recognizable base, body, and cap along the entire length of the façade.

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- (ii) A recognizable base shall consist of a minimum of nine (9) percent of the vertical height of the *building* wall and shall be constructed of a masonry material.
- (iv) A recognizable cap shall consist of a minimum of seven (7) percent of the vertical height of the *building* wall and shall be designed with multiple 3-dimensional decorative layers.



Building Base, Body, and Cap



Building Base, Body, and Cap

(b) Variation in Massing.

- (i) *Building* walls shall consist of a *building* bay or structural *building* system that is a maximum of thirty (30) feet in width. Bays shall be visually established by architectural features such as columns, ribs, pilasters or piers, changes in plane, no less than twelve (12) inches in width and four (4) inches in depth or an equivalent element that subdivides the wall into human scale proportions.



Building Massing

- (c) Animating Features.
- (i) *Building* walls shall be subdivided and proportioned using a variety of features such as windows, entrances, arcades, arbors, awnings, trellises, friezes or alternate architectural detail that defines human scale, along no less than sixty (60) percent of the lineal length of the façade.
- (ii) Windows and glass doors shall be provided on a minimum of two (2) building facades based on highest levels of pedestrian traffic and vehicular visibility as follows: [Amended Ordinance #09-20]
1. Ground level (first ten (10) feet measured vertically at street level) of commercial *uses* under twenty-five thousand (25,000) square feet of *gross main floor area*: forty (40) percent minimum surface area. [Amended Ordinance #09-20]
 2. Ground level (first ten (10) feet measured vertically at street level) of commercial *uses* over twenty-five thousand (25,000) square feet of *gross main floor area*: twenty (20) percent minimum surface area. [Amended Ordinance #09-20]
 3. Ground level (first ten (10) feet measured vertically at street level) of office and institutional *uses*: twenty (20) percent minimum surface area. [Added Ordinance #09-20]
 4. Upper levels of all *uses*: fifteen (15) percent minimum surface area. [Amended Ordinance #09-20]
 5. Ground floor windows shall be traditional storefront style (e.g. floor/base to ceiling) and generally vertical in orientation.



Animating Features



Animating Features

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(d) Human Scale Design Elements.

Façades shall incorporate a minimum of two (2) continuous or repeating details refined to the scale of twelve (12) inches or less within the first fifteen (15) feet of the building facade, measured vertically from *grade* (e.g. quoins, change in brick pattern/belt course, decorative light fixtures, trim or molding, medallions, or sign frieze).



Human Scale Design Elements

(e) Colors.

The number of colors used to create interest in the *building* architecture shall be limited to no more than three (3) discernable colors or ranges of complementary hues. The primary color shall constitute a minimum of sixty (60) percent of the façade (excluding: windows; display windows; doors; roofing; fascia or soffit materials).

(f) Texture.

Interest shall be added to a *building* façade though the use of a combination of rough, smooth, striated, or other surface textures on the primary *building material* or through the use of secondary *building materials* which vary in texture from the primary *building material*.

(g) Roof Treatment.

- (i) Rooflines shall vary in height, material, treatment, direction, etc. and shall not extend in a continuous plane for more than fifty (50) feet.
- (ii) All sides of parapet walls visible from public view shall be finished to match the primary façade and shall extend an appropriate depth that is proportionate with the building size.



Roofline Variation and Parapet Finish

(h) Façade Modulation.

For *buildings* greater than twenty-five thousand (25,000) square feet of *gross main floor area*, any wall exceeding one hundred (100) feet in length shall include at least one (1) change in wall plane, such as projections or recesses, having a depth of at least three (3) percent of the entire length of the façade and extending at least twenty (20) percent of the entire length of the façade.



Façade Modulation

d. Other façade selection of *building Materials*.

- (1) Colors shall be consistent with the primary façade(s) of the *building*.
- (2) Prohibited exterior *Building Materials*- the following *building materials* shall be prohibited:
 - (a) vinyl siding;
 - (b) smooth-faced gray concrete block;
 - (c) painted or stained concrete (including concrete block);
 - (d) metal siding; or
 - (e) plastic.

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- e. Compliance with *Building Materials*, and *Building Massing and Façade Treatment Requirements*.
In determining compliance with the above *building* design and appearance requirements:
- (1) Each design and appearance requirement selected shall be considered separate from and in addition to the other design and appearance requirements listed in Section 3.08, A., 1., c. and d., and in no event shall any area, *building*, *structure* or other element of one design and appearance requirement be credited toward compliance with any other design and appearance requirements.
 - (2) *Integrated Centers* – All *buildings* located in an *integrated center* shall utilize and repeat selected architectural design requirements which are in harmony with area developments and other recent developments within the Town of Holly Springs and its extraterritorial jurisdiction. A Master Architecture Plan shall be required for all *integrated centers* to promote consistency among *buildings* within a development and enhance compatibility of design and appearance requirements. A Master Architecture Plan shall be filed and approved prior to the erection, location, or placement of any *building* for such *integrated center*.
 - (3) *Single Use Sites* – All *buildings* located on a *single use site* shall utilize selected design and appearance elements which are in harmony with area developments and other recent developments within the Town of Holly Springs and its extraterritorial jurisdiction.

2. Building Orientation.

- a. *Integrated Centers* – all *buildings* shall be designed and oriented with a front façade toward any customer *parking area*, courtyard, or to the *public street frontage* of the *integrated center*. In the case of two or more *public street frontages*, a similar finished façade treatment shall be applied to each façade oriented toward a *public street frontage*. All *buildings* shall be oriented to each other in a similar pattern to create a unified site design and layout.
- b. *Single Use Sites* – all *buildings* shall be oriented with the front façade toward the *public street frontage* of the site. In the case of two or more *public street frontages*, a similar finished façade treatment shall be applied to each façade oriented toward a *public street frontage*.

3. Signs.

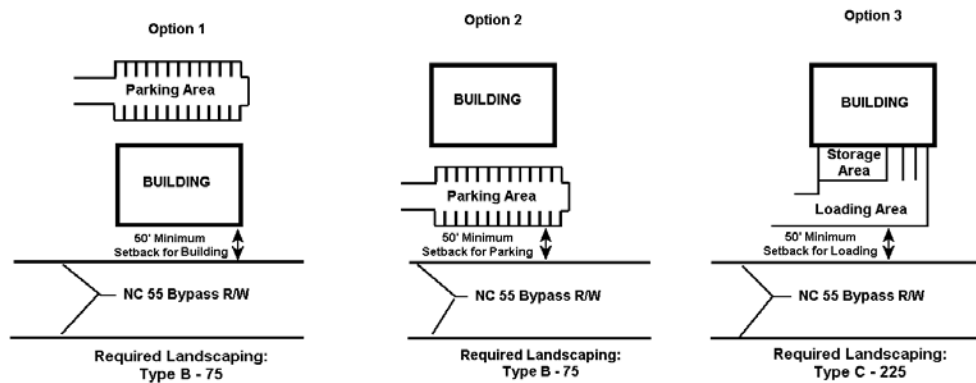
A *Master Sign Plan*, as set forth in Section 7.03, A. – Master Sign Plan, shall be provided for review and approval. In addition to the requirements of Section 7.03, A. – Master Sign Plan, the *Master Sign Plan* shall demonstrate that:

- a. *Integrated Centers* – all *building signs* within an *integrated center* shall use a common size, color palette, font style, location and supporting structure (i.e., individual letters, raceway mount, etc.) for each tenant. Any *freestanding sign* shall use a color palette and font style consistent and compatible with the *building signs*. If multiple *freestanding signs* are permitted, all such *freestanding signs* shall be constructed with the same basic style and materials to create a unified *sign* program. [Amended Ordinance #07-03]
- b. *Single Use Sites* – all *signs* (i.e., *building signs* or *freestanding signs*) shall use a consistent and compatible color palette and font style. [Amended Ordinance #07-03]

4. Landscaping.

- a. General – Any landscaping, whether for an *integrated center* or *single use site*, including *parking area* landscaping, *foundation landscaping* and perimeter landscape yard, shall utilize similar plant materials and planting schemes.
- b. Any *single use site*, *integrated center* or *business park* which abuts the NC-540, NC 55 Bypass or US 1 shall provide a *buffer area* as set forth in Section 7.06, D. – Buffer Areas of this UDO, provided, however, if any portion of the *single use site*, *integrated center* or *business park* located between the *right-of-way* of the NC-540, NC 55 Bypass or US 1 and any *building* located on the *single use site*, *integrated center* or *business park* is used for *loading spaces*, *outdoor storage*, *outdoor display*, service courts, or any use other than *off-street parking areas* for employees, *off-street parking areas* for customers, *minimum required yards* or *minimum required bufferyards*, the type and level of landscaping to be provided in the *buffer area* located along the *right-of-way* line of the NC-540, NC 55 Bypass or US 1 shall be increased from that required by Section 7.01 – Landscape Regulations to a Type C – 225. [Amended Ordinance #14-07]*

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Special Landscaping Requirements Along the NC 55 Bypass

c. Gateway Feature – If a *single use site* or *integrated center* is located at an intersection which is designated as a gateway in the *Comprehensive Plan*, that portion of such gateway feature which is on the *single use site* or *integrated center*, or which is located in a *right-of-way* which abuts the *single use site* or *integrated center*, shall be developed in connection with the development of *single use site* or *integrated center*. Notwithstanding any provisions of Section 7.01 – Landscape Regulations to the contrary, any wall, fence, berm or landscaping required to be installed as part of a gateway feature design shall qualify for a pro-rated, proportional reduction credit against required landscaping for each *front yard* affected by the gateway feature design. [Amended Ordinance #10-11]

5. Lighting – See Section 7.02 – Lighting Standards.

6. Fencing.

All fencing located between a *front lot line* and the front line of the *primary building* shall be *ornamental fence*. All fencing located along a *side* or *rear lot line* shall be black vinyl coated chain link or *ornamental fence*. [Amended Ordinance #19-03]*

7. *Open Space*.

In order to encourage pedestrian friendly shopping facilities and human scale office, retail and other business establishments, regardless of the size of the *project*, all *projects* located in the LB, CB or GB *districts* shall include *open space* site design features such as *plazas*, courtyards, or other public gathering spaces, in an amount not less than the greater of two-hundred (200) square feet or one-half (0.5) percent of the project area.



Example of Open Space as Part of an Integrated

8. Mechanical Equipment.

All roof mechanical equipment shall be screened from view from a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side or rear lot line* abutting a residential *district* or *bufferyard* based upon an elevation view of the *building*.

All ground mounted mechanical equipment (including gas canisters) shall be screened from view from any *front lot line* along a *public/private street frontage*, *interior access drive* or a *side or rear lot line* abutting a residential *district* or *bufferyard*.

[Amended Ordinance #19-03]*

All roof mounted equipment that is visible from a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side or rear lot line* abutting a residential *district* or *bufferyard* when the roof line is below such grade, shall be painted to match the color of the roof material to reduce the visual impact of such equipment.

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B. Alternate Compliance with Architectural and Site Design Requirements.

In order to avoid undue hardship and to expedite the zoning approval process for Commercial / Mixed Use developments within the Town of Holly Springs and its extraterritorial jurisdiction, Alternate Compliance with any of the Architectural and Site Design Requirements contained in Section 3.08, A. may, be heard and determined in connection with either: (i) a Master Plan or Preliminary Plan review of a subdivision; or (ii) as part of a *development plan* for Architectural and Site Design Review. Such request for Alternate Compliance shall be filed in accordance with the requirements of Section 9.09 – Decision Matrix of this UDO, provided that the determination of the request for alternate compliance shall be based upon the findings specified below.

Alternate Compliance with the Architectural and Site Design Requirements contained in Section 3.08, A. may be granted only upon making the following findings:

1. The proposed development represents the use of (*building materials, building massing and façade treatment, building orientation, signs, landscaping, lighting or open space*) which will result in a development pattern which is equivalent to or superior to that achievable under the applicable regulations;
2. The proposed development will be compatible with and will enhance the *use* or value of area properties;
3. The proposed development is consistent with the intent of the *Comprehensive Plan*; and,
4. The proposed development is consistent with the intent and purpose of this UDO.

All findings specified above for the granting of Alternate Compliance with the Architectural and Site Design Requirements shall be reduced to writing and signed by the *Director* and retained as a part of the permanent record of the determination. [Corrected
Typographical Error: Supplement #15]*