ORDINANCE

AMENDING SECTION 5.3.D.9 OF THE CITY OF BEAUFORT UNIFIED DEVELOPMENT ORDINANCE TO REVISE THE CONDITIONS ASSOCIATED WITH FUEL SALES, AND TO ADD DESIGN GUIDELINES FOR GAS STATIONS

WHEREAS, the Unified Development Ordinance currently limits the number of pumps as gas stations; and

WHEREAS, an application has been submitted to revise the Unified Development Ordinance as it pertains to the conditions associated with gas stations; and

WHEREAS, the Joint Municipal Planning Commission established a focus group to research and discuss the issue of design standards for gas stations; and

WHEREAS, the focus group revised the conditions currently associated with development of gas stations; and

WHEREAS, the focus group prepared a set of specific design guidelines for gas stations to be used in conjunction with the existing Design District Standards;

WHEREAS, these revisions were presented to the City of Beaufort--Town of Port Royal Joint Municipal Planning Commission and the Commission recommended approval; and

WHEREAS, a public hearing before the Beaufort City Council was held regarding this ordinance amendment on August 24, 2010, with notice of the hearing published in *The Beaufort Gazette* on August 9, 2010;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Beaufort, South Carolina, duly assembled and by authority of same, pursuant to the power vested in the Council by Section 6-29-760, *Code of Laws of South Carolina, 1976,* that *The Unified Development Ordinance of the City of Beaufort, South Carolina* be amended as follows:

1. Revise Section 5.3.D, "Specific Use Standards, Commercial Uses," by deleting the current paragraph 9, "Fuel Sales," and replacing it with a new paragraph 9 to read as follows:

   9. Fuel Sales

   In the GC District, Fuel Sales are permitted as a conditional use in the SC 170 Design District and the US 21 Design District outside the Boundary Street Redevelopment District. In all other GC Districts, Fuel Sales are permitted by special exception. Fuel Sales in all districts where permitted by this UDO, are permitted subject to the following standards:

   a. Parking and/or service areas shall be separated from adjoining residential properties by a suitable planting screen, fence or wall at least six feet in height;

b. No open storage of any type, including the overnight storage of vehicles, shall occur in conjunction with the operation.

c. No more than two Fuel Sales facilities are permitted at an intersection of any Arterial Street (Section 7.2.B). No more than one Fuel Sales facility is permitted at the intersection of other streets.

d. In new development, pumps should not be located between the building and the adjacent street, but instead be placed behind the building, although the Design Review Board may permit pumps to be located to one side of the building based on unique site conditions including the presence of wide buffers. In such cases, the pumps, including the canopy, shall not project further toward the street than the front line of the building.

e. No signs shall be located on any canopy over the pumps.

f. Any freestanding light fixtures shall be reduced in height to fifteen feet if the use adjoins a residential district or residential use.

g. Any service bay doors shall not be oriented toward any public right-of-way.

h. Fuel sales are subject to the general Design District standards set out in Section 6.6 and the specific Gas Station Design Guidelines set out in the Appendix.

2. Adding "Gas Station Design Standards; October 20, 2010" as shown on the attached sheet as an Appendix.

This ordinance shall become effective immediately upon adoption.

BILLY KEYSERLING, MAYOR

(SEAL) Attest:

IVETTE BURGESS, CITY CLERK

1st Reading October 26, 2010

2nd Reading & Adoption November 9, 2010

Reviewed by:

WILLIAM B. HARVEY, III, CITY ATTORNEY

GAS STATION DESIGN GUIDELINES
October 20, 2010

These standards are in addition to standards set out in the main body of the Unified Development Ordinance. If there is a conflict between these standards, and the Design District standards set out in Section 6.8 of the Unified Development Ordinance, these Gas Station Design Guidelines shall apply.

Key Objectives

- Protect and enhance the character and quality of commercial districts and adjacent neighborhoods where gas station and convenience stores are located.
- Create a high level of expectation in the quality of gas station and convenience store architecture.
- Provide needed flexibility to respond to unique conditions and constraints inherent to specific areas within the community.
- Minimize negative impacts to adjacent uses resulting from on-site activities.
- Maintain and strengthen the city's identity and character.

Character/Context

A variety of character/contextual settings exists in Beaufort ranging from historic urban settings in downtown, to suburban settings in outlying areas. Each setting warrants differing responses in terms of site development and design. Gas station and convenience store design should contribute to the established or desired character and identity of the community and neighborhood.

Site Design

1. All development proposals should show evidence of coordination with the site plan, arrangement of buildings and planning elements of neighboring properties:

    - Seek shared-access with adjoining commercial uses where feasible to minimize curb cuts and enhance pedestrian and vehicular areas.
    - Minimize cross traffic conflicts within parking areas.

2. Mitigate the negative impacts from site activities on adjoining uses:

    - Service areas, storage areas, and refuse enclosures should be oriented away from public view and screened from adjacent sites.

3. ATMs and other vending machines should be located within the primary retail building.

4. Sidewalks shall be provided from the primary entrance to the public sidewalk.

5. Vacuum stations and similar equipment are prohibited on the sides of the principle structure abutting a residential use.

6. When pumps are proposed at existing facilities which do not meet the design standards for gas stations in this UDO, a decorative wall not less than three feet in height shall be required along any side of the property adjoining a street.

7. Provide significant architectural or landscape features at the corner on corner sites in order to address the public realm and enhance the streetscape.

Architecture

The intent of the following architectural guidelines is to encourage creative architecture that is responsive to local and regional context and contributes to the aesthetic identity of the community.

1. The building should be appropriately sized and scaled for the site and the overall context. "Kiosk"-type fuel sales are not permitted. A kiosk in this context is defined as an ancillary building from which an attendant sells sundries and monitors the pump; customers are generally not allowed into the building.

2. Buildings should not derive their image from applied treatments that express corporate identity.

3. The primary building should be at least 50% as long (measured parallel to the street) as the distance along the longest line of pumps parallel to the street.

4. The design of stand-alone gas stations and convenience stores should conform to the dominant existing or planned character of the surrounding neighborhood. This can be accomplished through the use of similar forms, materials and colors.

5. All sides of a building should express consistent architecture detail and character. All site walls, screen walls and pump island canopies and other outdoor covered areas should be architecturally integrated with the building by using similar material, color and detailing.

6. Building colors should emphasize earth tones. The use of highly reflective or glossy materials should be limited and will not be appropriate in all contexts.

7. Canopy:

    - Canopy should relate to the building in architectural design and materials.
    - Canopies with a pitched roof are encouraged. Multiple canopies or canopies that express differing architectural masses are encouraged.
    - Canopy support columns should be entirely encased with materials that complement the primary building.
    - Canopy fascia should be compatible in scale with building fascia.
    - Canopy band face should be of a color consistent with the main structure or an accent color.
    - Canopy ceiling should be recessed.
    - Outlining of canopies with light bands or tubes is prohibited.

Pump Island

The intent of this section is to encourage pump island designs that are well organized and consolidated to minimize visual clutter. Pump island components consist of: fuel dispensers, refuse containers, automated payment points, safety bollards, and other appurtenances.

1. The design of pump islands should be architecturally integrated with other structures on-site using similar colors, materials and architectural detailing.

2. The color of the various components of the pump island, including dispensers, bollards and all appurtenances, are encouraged to be muted.

3. All elements of the pump island or canopy that are not operational should be architecturally integrated by use of color, material, and architectural detailing.

4. The use of translucent materials and internally lighted cabinets are discouraged as finishes or as applied treatments at the pump island or on the canopy.

5. Either a pump island curb or bollard is recommended for the protection of dispensing units.

Lighting

1. Light fixtures mounted under canopies should be completely recessed into the canopy with flat lenses that are translucent and completely flush with the bottom surface (ceiling) of the canopy.

2. The sides (fascias) of the canopy should extend below the lens of the fixture 12 inches to block the direct view of the light sources and lenses from property line.

3. Lights should not be mounted on the top or sides (fascias) of the canopy and the sides (fascias) should not be illuminated.

Landscaping

1. A solid screening structure made of wood or finished masonry shall be installed along the property line when the facility adjoins land in residential use or zoned for single-family development. When the facility adjoins undeveloped property zoned for mixed use, the approval body has the authority to waive or revise this requirement.

2. Provide ample landscaping and or a decorative wall to enhance the streetscape and define the street edge when setting building structures back from the street is unavoidable.

See Section 7.3. for specific landscaping requirements.

Signs

See Section 7.2 for specific signage requirements. The following provision supersedes the reader board requirements in Section 7.2.G.1.g:

> Gas stations in any district where permitted by this UDO may be approved to have a reader board included in a freestanding sign. The reader board shall be no more that 40% of the size of the sign face.