



Design overlay district

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Part I: Regulatory framework

1. Relationship to Zoning Ordinance

The current architectural, site and community design standards from the Zoning Ordinance still would apply; these standards would be in addition to the ones that are included there. If a topic is not covered within these standards, the regular standards from the Zoning Ordinance would apply.

2. Focus on intent

These standards are set forth in a design book style, with a focus on images and text to describe the intent of the standard. Please note that the images are intended to show only the topic with which they are grouped; they may not meet the other standards of this overlay district.

3. Approving Authority

The Planning & Development Director or designee will determine whether any proposed architectural, site or neighborhood design meets the intent of the standards. Appeals of this determination on minor issues may be made to the Planning Commission, while projects requesting substantial or numerous deviations from the standards would need to request a rezoning to a Master Planned district so that City Council can decide whether to allow that or not.

4. Area of Overlay District

The maps on the following two pages shows different aspects of the overlay district.

The first map shows the I-77 gateway as a series of subareas with district characteristics. It is provided for reference.

The second map shows the properties that are part of the Design Overlay District. Other properties in this area that are currently located in the unincorporated area of York County are expected to have the Design Overlay District added upon annexation into the City of Rock Hill.

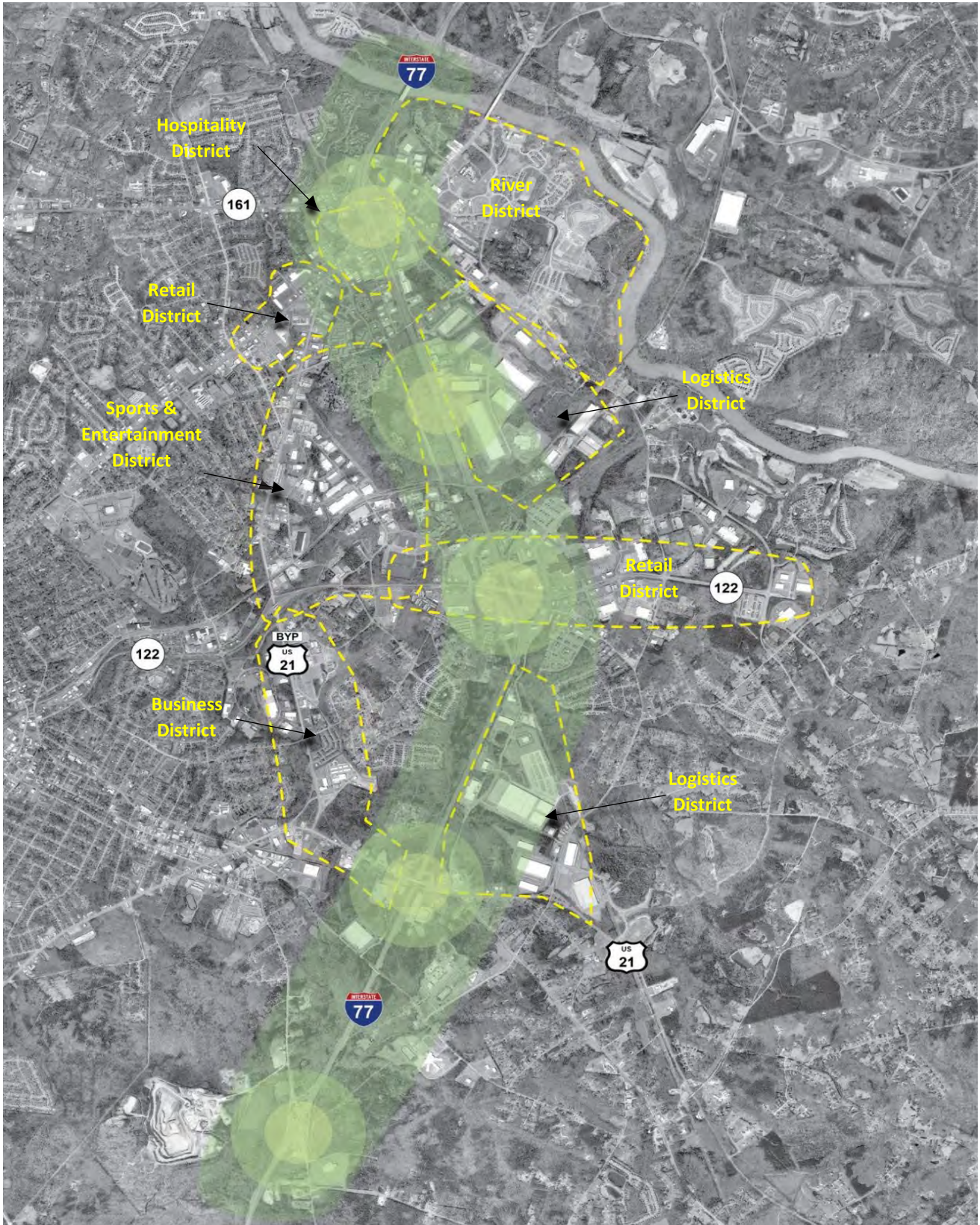
Additionally, the Design Overlay District standards will be applied through the City's utility service agreement to properties located in the County's jurisdiction that are shown on the map of subject properties in the Design Overlay District standards manual.

5. Vested Rights

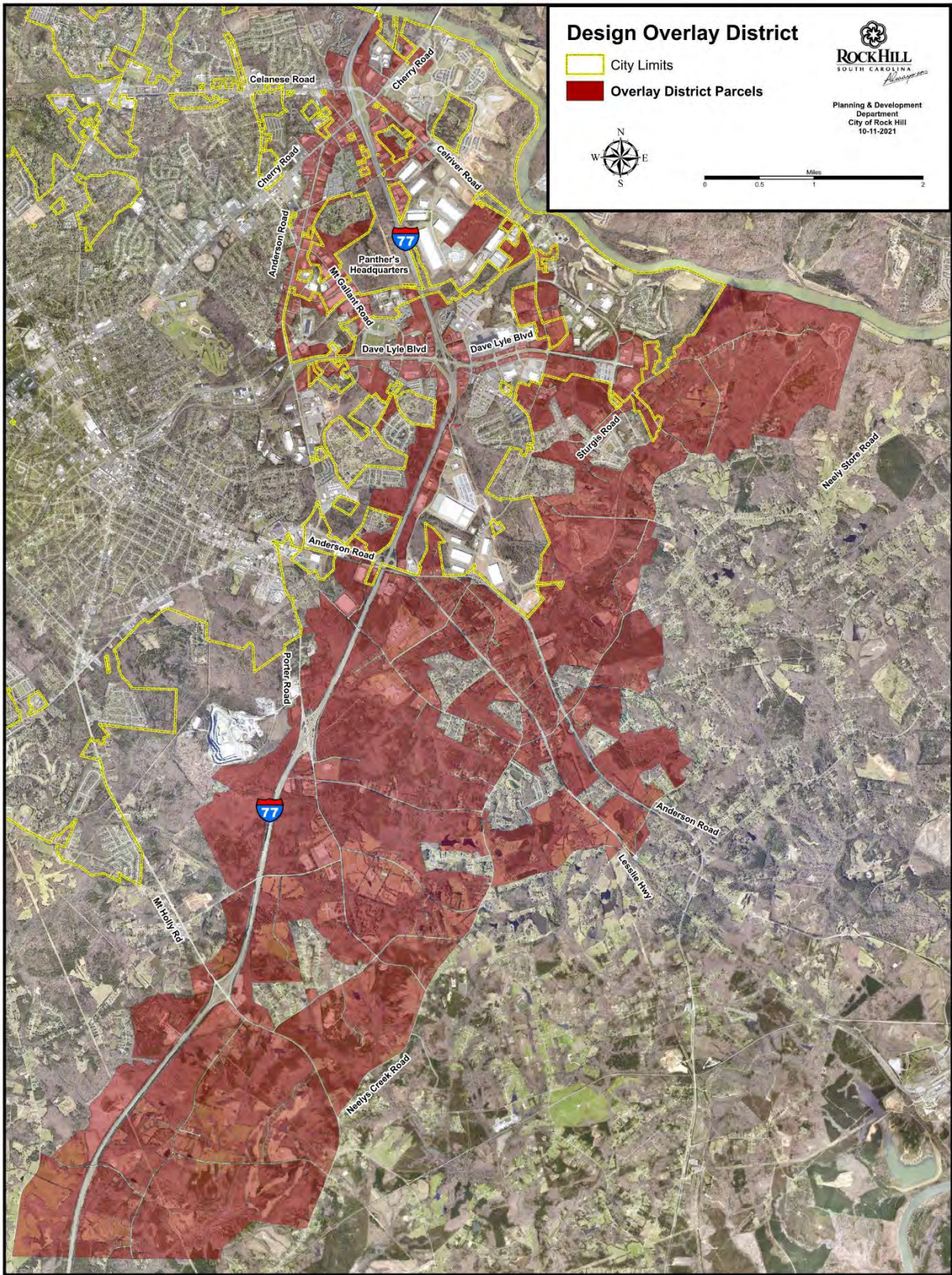
Vested rights will be applied according to the following:

- a. Properties with site plans, preliminary plats, or civil plans that are approved prior to the adoption of these standards are vested for layout according to the vesting provisions of the Zoning Ordinance but are not vested for architectural design, landscaping design, or any other components of these standards that do not affect the approved layout.
- b. Properties with sketch plans that are approved prior to the adoption of these standards are not vested or layout or architectural design.
- c. Properties with building plans that are approved prior to the adoption of these standards are considered vested for architectural design according to the vesting provisions of the Zoning Ordinance. However, any components of architectural design that are not specifically called out in the approved building plans, such as a note that paint color is “to be determined,” are required to meet these standards.
- d. Properties with landscape plans that are approved prior to the adoption of these standards are considered vested for landscaping design according to the vesting provisions of the Zoning Ordinance. However, any components of the landscape design that are not specifically called out in the approved landscape plans are required to meet these standards.
- e. Properties with sign plans that are approved prior to the adoption of these standards are considered vested for sign design according to the vesting provisions of the Zoning Ordinance. However, any components of the sign design that are not specifically called out in the approved sign plans are required to meet these standards.

I-77 Gateway and Surrounding Districts



Map of Design Overlay District



Part II: Residential uses

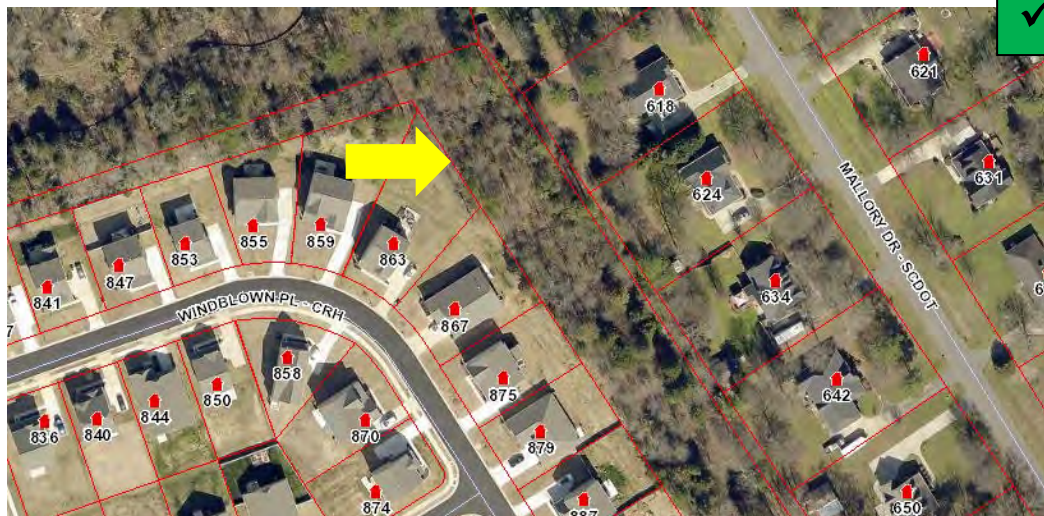
A. Overall development features

These standards apply to all types of residential development—single-family detached neighborhoods, single-family attached neighborhoods (such as townhouses), and multi-family developments such as apartments and condominiums. They do not apply to the construction of one residence on an existing lot.

1. Buffers

- a. Buffers against existing land uses or platted lots must be provided according to the following:
 - i. *Option 1:* Leave an 85-foot undisturbed buffer that will be part of the common area maintained in perpetuity by the Home Owners' Association. This option is available to all types of proposed residential development against all types of existing land uses or platted lots. However, it is available only if the City's landscape architect determines that enough healthy vegetation exists in this area for it to serve as a privacy screen over the long-term. In some cases, the applicant may need to provide a tree survey so that staff can make this determination. Additionally, supplemental plantings may be required in some areas to fill in gaps.

When this option is chosen, grading may not take place within the buffer. Proposed grades must be tied out along the inside of the buffers, with an exception for perpendicular utility crossings.



- ii. *Option 2:* Provide a planted buffer and a solid fence or wall according to the following chart. The buffer must be planted with a diverse selection of large canopy trees along with layered evergreen and broadleaf evergreen vegetation including shrub masses to adequately buffer the site from ground-level upward. A berm may also be included. The fence must be at least 6 feet tall and solid and must consist of traditional fence or wall material such as wood, vinyl, or brick or stone veneer. The fence and planted buffer area will be responsibility of the Home Owners’ Association for the proposed project to maintain in perpetuity.

Existing land use	Proposed land use	Required buffer width against existing land use
Undeveloped	Any type of residential	25 feet
Single-family detached uses or platted lots	Single-family detached with lot sizes and widths that are no more than 20% smaller on average than average size and widths of existing uses or platted lots	25 feet
	Single-family detached that are more than 20% smaller on average than average size and widths of existing uses or platted lots; single-family attached; multi-family	50 feet
Single-family attached uses or platted lots; or multi-family uses	Any type of residential	25 feet
Commercial or institutional	Any type of residential	50 feet, unless existing use has provided that depth of buffer on its property already
Industrial uses up to 100,000 square feet except for heavy or special heavy industrial uses	Any type of residential	75 feet, unless existing use has provided that depth of buffer on its property already
Industrial uses of any type that are more than 100,000 square feet except for heavy and special heavy uses	Any type of residential	250 feet, unless existing use has provided that depth of buffer on its property already
Heavy industrial uses or special heavy industrial uses	Any type of residential	500 feet, unless existing use has provided that depth of buffer on its property already

b. Buffers must be provided against roads according to the following:

- i. All new single-family detached or attached neighborhoods must provide buffers of at least 30 feet along all arterial or collector roads that are external to the development, whether the roads are existing or will be developed as part of the development. (Conversely, when single-family detached or attached neighborhoods are designed with the front facades of the homes facing an external *local* road or another type of road smaller than a local road, no buffer is required.) The buffer width for multi-family developments along existing roads will be determined by the Zoning Ordinance, unless the required buffer is less than 30 feet, in which case the buffer along existing roads in the overlay district will be at least 30 feet.
- ii. Even if this area is wooded at the outset of the development, a new landscape buffer must be planted to screen the new neighborhood from the view of the road, to provide privacy to homes that are adjacent to these roads, and to beautify the entrances to the community. This buffer must be planted with a variety of plant material and meander visually for species diversity and visual interest. The design must consist of layered evergreen trees and shrubbery that are fully branched from the ground-level upward as well as canopy trees and ornamental selections. A berm may also be included.



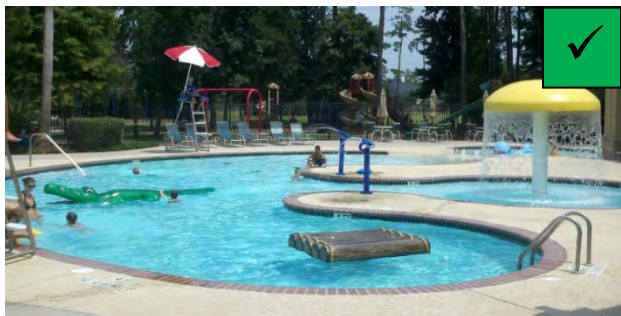
2. Amenities

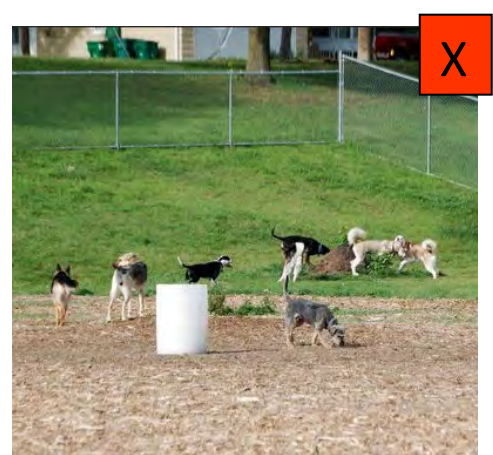
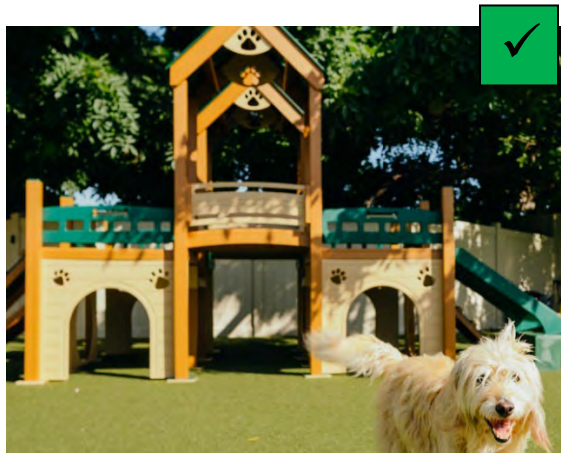
For single-family attached and multi-family developments, the number required is prescribed by the Zoning Ordinance. For single-family detached developments, the number of required amenities is as follows:

Number of homes	Number of required amenities
Fewer than 75	One
75 to 149	Two
150 to 350	Three
More than 350	Four

Amenities must be of high-quality design and be useful to the target residents. The range of possible amenities is large; examples may include a pool and amenity center, sports courts and fields (tennis, basketball, soccer fields, etc.), picnic areas, outdoor gathering spaces, community gardens, dog parks, playgrounds, and so forth.

Rather than resorting to uninspired design to “check a box,” thought should be given to the design of amenities so they are attractive for use long-term and help the development hold or increase its value over time. Examples of designs that have and have not accomplished that are below.





B. Single-family residential detached: *front-loaded lots*

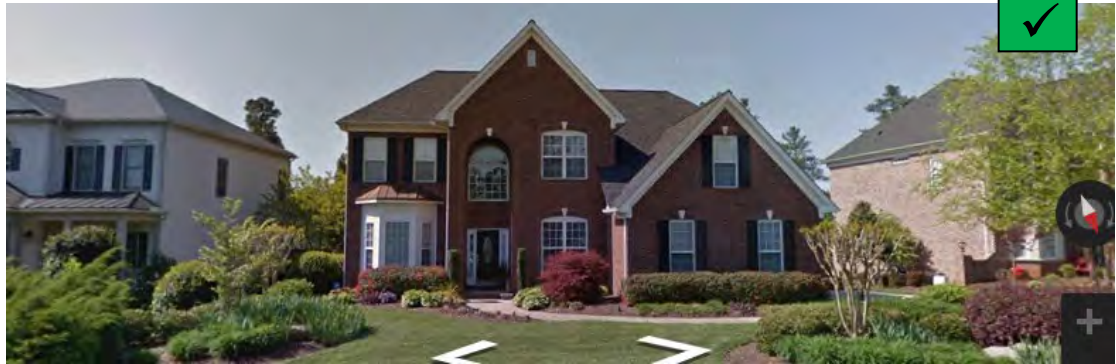
1. Lot sizes and widths

Front-loaded lots must be at least 9,000 square feet and 80 feet wide, which corresponds with the lot size and width of the Single-Family 4 (SF-4) zoning district. Please note: This is not intended to suggest that lots that are larger or wider than SF-4 are prohibited; in many areas within the overlay district, City Council may determine that larger lots are appropriate during the annexation and/or rezoning process in accordance with the Zoning Ordinance's direction in Chapter 3.



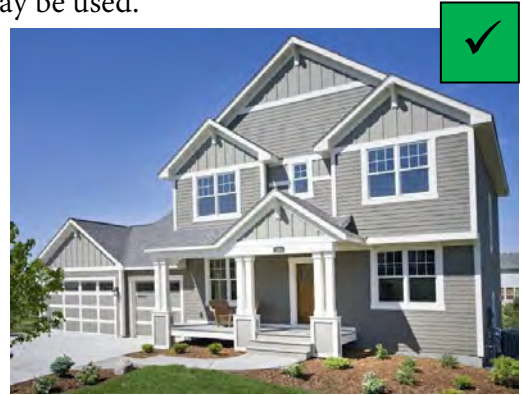
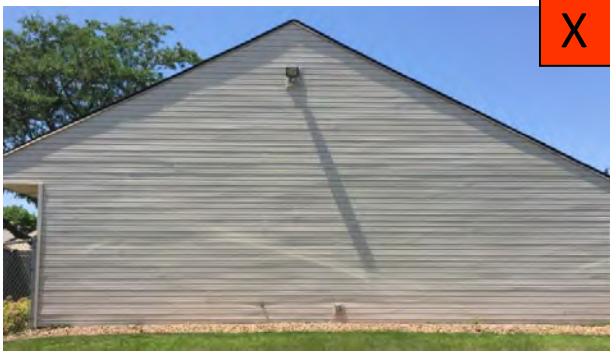
2. Setbacks

In the overlay district, homes must be set back at least 15 feet off each side property line and at least 25 feet off the rear property line. The front setback is driven by parking requirements of the Zoning Ordinance; at least 25 feet of parking area must be provided between the road surface area or any sidewalks/trails and the garage or front façade of the home.



3. Materials

- a. No vinyl siding is allowed on any façade.
- b. Only brick or brick veneer, stone or stone veneer, stucco, wood, or cementitious siding (Hardiplank), or combinations of those materials, may be used.





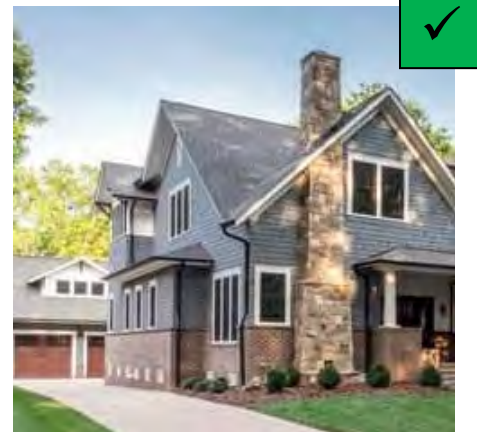
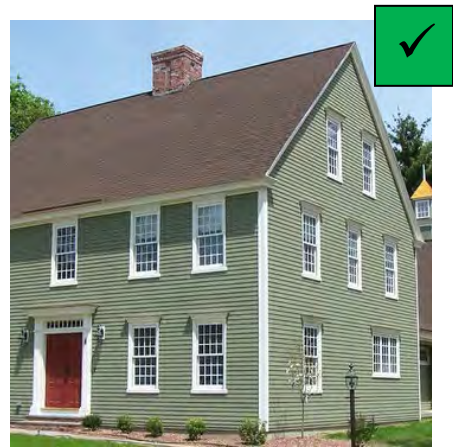
4. 360-degree design

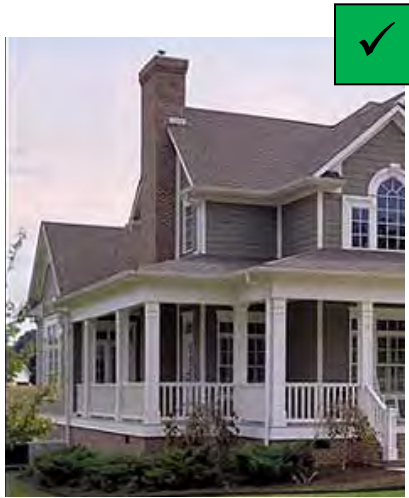
- a. 50% brick/stone/stucco on the front façade is not required in the overlay district because that has often resulted in residences that do not continue design elements to the other sides of the structure. Instead, four-sided design that carries architectural details to all facades is required.





b. Side facades must meet the standards of the Zoning Ordinance. Images that show the intent of that requirement, in addition to those within the Zoning Ordinance, include the following.





c. Rear facades must continue the architectural details, too, through elements such as substantial porches, decks, and patios, and the use of large windows and sliding glass doors.



- d. Flush roof lines are not allowed on the sides and rear—eaves must extend beyond plane of façade by least 6 inches.



5. Garages and carports

- a. Garages must feature either two single garage doors, or in the case of a three-car garage, either three single doors or one double door and one single door. Single doors must have a maximum width of 12 feet, and double doors must have a maximum width of 16 feet.
- b. The design of the doors must complement the design of the home. For homes with any architectural style except for modern, the garage doors must contain at least two architectural features. Features that will count towards this requirement include decorative patterning (other than standard rectangular boxes), windows, a rounded shape, or a faux wood appearance. “Carriage house” style brackets do not count, and should only be used in addition to two of the above if the house is of an architectural style where that is befitting.



Homes with a modern or contemporary architectural style may use one of the below garage door styles instead of meeting the above standard.



- c. Regardless of the style of the home, the area surrounding the garage doors must include at least one feature, such as a trellis above the garage doors, columns flanking them, decorative sconces to the sides of or above the doors, or ornamental masonry patterns surrounding the doors.



- d. Whether freestanding or attached to the primary residence, carports must be of an architectural design that complements the design of the residence, with similar detailing.



6. Outdoor areas

These standards for outdoor areas must be written into community Covenants, Conditions and Restrictions (CCRs) documents, unless the developer prefers heightened standards over these, in which case those standards may replace these in the CCRs.

- a. Foundation plantings are required on all sides that face a street. The planting bed must be at least 3 feet deep and 6 feet wide. Approximately 50% of the plants should be evergreen, and approximately 25% should be deciduous or flowering shrubs, with the balance being perennial or annual plants. The number of plants needed to fill the area without overwhelming it will depend on the species selected; the City's landscape architect will review these planting plans to ensure that this intent is met. The edges of the foundation landscape bed should be curved where practical.



b. Fences must be decorative in nature.

i. Chain link fences, whether galvanized or vinyl-coated, are not allowed on any part of the property.



ii. Privacy fences are not allowed in any part of the property.



iii. In the front yards, decorative fencing may be used only if it is less than 3 feet tall, does not obscure more than 50% of the view into the site, and does not create sight obstructions. It may be made from wood, composite wood, vinyl, or aluminum.



- iv. In the rear and side yards behind the front plane of the front façade of the residence, split rail fencing with wire mesh or black aluminum fencing may be used. A maximum height of 6 feet is allowed.

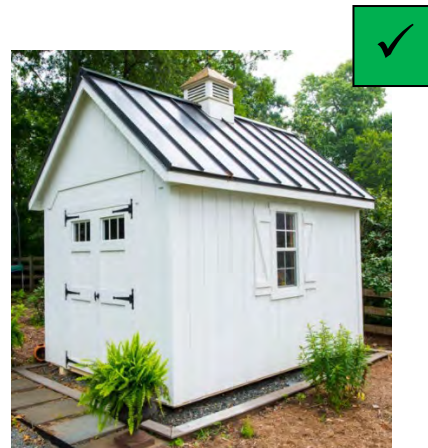


- v. Small screen fencing that is wooden or vinyl must be used to hide garbage cans, HVAC equipment, pool equipment, and similar items from view of any adjacent properties.



b. Accessory buildings should be of the same high level of design as the primary structure.

- i. Corrugated metal cannot be used on accessory buildings. Standing seam metal can be used only on the roofs of accessory buildings.



C. Single-family residential detached: *rear-loaded lots*

Rear-loaded lots that are less than 70-feet wide are not allowed by right in the design overlay district and will only be considered through a Master Plan rezoning process. These standards are provided here to serve as the baseline standards for any proposed Master Plans for this use type.

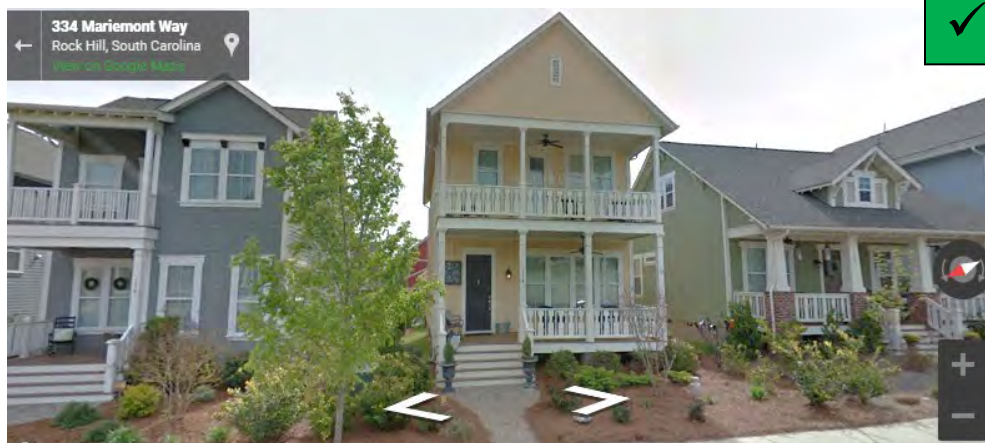
1. Lot sizes and widths

- a. Rear-loaded lots must be at least 4,800 square feet and 40 feet wide.



2. Setbacks

- a. Homes must be spaced at least 5 feet from the side property line. The front setback must be at least 10 feet. The rear setback is driven by parking requirements of the Zoning Ordinance; it will be at least 25 feet.



3. Materials

- a. The same standards listed in the front-loaded lot section for materials apply to these structures as well.

4. 360-degree design

- a. *Front:* The desired architectural features for the front façade of rear-loaded homes are depicted below. This type of structure typically includes a compact design with the homes pulled close to a sidewalk, and with most homes having large front porches and substantial trim detailing and roof line changes.



- b. *Sides:* The sides of these structures must meet the standards of the Zoning Ordinance for single-family detached uses, even though this size lot is not allowed in the Zoning Ordinance without a Master Planned zoning district.

Below are examples of homes that would not require ornamentation of sides other than an overhang of the eaves because they are spaced closely together:



Below is an example of homes where side ornamentation would be required because the homes are spaced farther apart, making the side view prominently seen from the front. The middle home meets this standard, but the side of the home to the far right does not:



Examples of home where side ornamentation is required because side faces a street are below. Both examples meet this ornamentation standard.



- c. *Rear:* The rear façade must pick back up the architectural details from the front through elements such as those shown in the front-loaded section above. This may be accomplished through detailing on the rear façade or through porches.



5. Outdoor areas

- a. The outdoor area standards listed for front-loaded lots apply here as well.

D. Townhouses and other attached single-family products

1. Materials

- a. The Zoning Ordinance does not allow vinyl siding on any façade for single-family attached products. To further clarify this, within the overlay district, only brick or brick veneer, stone or stone veneer, stucco, wood, or cementitious siding (Hardiplank), or combinations of those materials, may be used. These images show the intent of this requirement.



- b. Additionally, within the overlay district, for duplexes, the same exterior materials must be used on each unit.





2. Façade uniformity

- a. Units are not required to be symmetrical, but that is allowed.



3. 360-degree design

- a. 50% brick/stone/stucco on the front façade is not required in the overlay district because that has often resulted in residences that do not continue design elements to the other sides of the structure. Instead, require four-sided design that carries architectural details to all facades is required.



- a. Side facades must meet the standards of the Zoning Ordinance. Images that show the intent of that requirement, in addition to those within the Zoning Ordinance, include the following.



- b. While rear facades will contain parking areas, and frequently garages, for the units, they must continue the architectural details of the residence to the extent practical as well. This may be achieved through large decks that overhang the driveway area and tie back into the architecture of the structure, shed roofs over the garage doors, or other design features.



- c. Flush roof lines are not allowed on the sides and rear—eaves must extend beyond plane of façade at least 6 inches.



- d. Garages for attached products must be located to the rear.





5. Color

- a. In order for products to have a unified look between the units, exterior colors must be complementary to each other.

For products with more than two units, this does not necessarily mean that all neutral colors are required, but it does mean that a limited color palette should be used, with some neutral colors selected as part of it.





For duplexes, this means that if the units are mirror images, the colors should be as well, and if the units are asymmetrical, the most frequently used colors should be carried over onto both units.



6. Outdoor areas

- a. The outdoor area standards listed for front-loaded, single-family detached lots apply here as well.

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Part III: Non-residential buildings

These standards apply to all types of non-residential development—commercial, industrial, and institutional uses. All sections apply only to new buildings except for Section E regarding façade changes to existing buildings.

A. Screening of uses

1. Large industrial uses along the interstate

- a. Large industrial uses are defined as having more than 100,000 square feet.
- b. Large industrial uses along the interstate and on- and off-ramps must provide a buffer of at least 75 feet, which can be reduced to 60 feet with a berm. (The berm must be designed to maintain positive drainage patterns, so it will not make sense for every site. They also should be constructed with topsoil that has been harvested from the site to the extent practical.) At least half of the required buffer width must be on the private property, with the rest potentially being located on the SCDOT’s right-of-way where existing vegetation exists at the time of development.
- c. If a property has existing vegetation that screens or softens the building or parking lot from the view of the interstate or ramps, this vegetation may serve as the buffer.
 - i. Provided that the building presents a “front door” image to the interstate or ramps, with offices oriented that direction instead of “back door” truck docks and outdoor storage areas, the buffer is not required to be undisturbed—the private property owner may selectively trim trees and cut underbrush if desired as long as the remaining vegetation continues to soften the appearance of the building or parking areas from the interstate and associated ramps.



Paddock Pools has a buffer that varies between 75 and 90 feet that is partially on SCDOT property and partially on private property. It has been selectively pruned and still serves to soften the appearance of an industrial building without completely obscuring it.

- ii. If the large industrial use presents a “back door” image to the interstate or ramps, with truck docks or outdoor storage areas visible, the buffer must remain undisturbed.



- iii. The SCDOT may modify or entirely remove any vegetation within its right-of-way at its discretion.
- iv. For properties that do not have existing vegetation in this area that serves to screen or soften the building or parking lot from the view of the interstate, or that have existing vegetation that is inadequate to serve this purpose, a 75-foot buffer must be planted (or 60 feet with a berm as described above). The buffer must be planted with a diverse selection of large canopy trees along with layered evergreen and broadleaf evergreen vegetation including shrub masses to adequately buffer the site from ground-level upward.
- d. The Zoning Ordinance standards for species diversity, size of vegetation at time of planting, and performance guarantees apply.

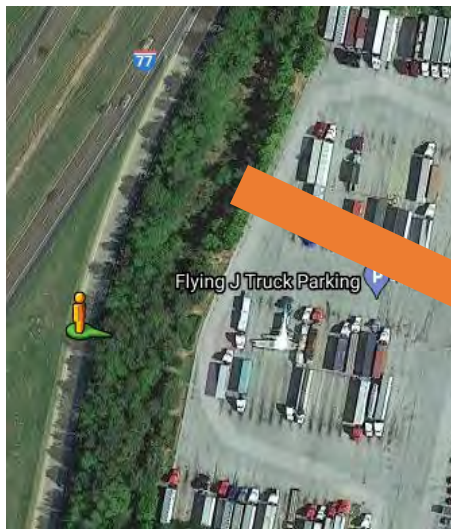
2. Small industrial uses, commercial uses, and institutional uses along the interstate

- a. Small industrial uses are defined as having less than 100,000 square feet.
- b. With a few exceptions noted below, small industrial uses, commercial uses, and institutional uses are not required to provide a buffer along the interstate and ramps. Instead, they are required to provide regular landscaping in parking lots and other areas of the site as required in the Zoning Ordinance and the standards in the landscaping section of this document.



- c. In addition to those land uses and activities for which the Zoning Ordinance requires a 6-foot-tall screen fence with perimeter landscaping requirements, the following activities must be screened from the view of the interstate and ramps according to the standards for the “back doors” of industrial uses listed above (Part III, Section A.1.ii.): commercial truck or equipment parking and display areas at commercial truck or equipment rental or sales uses;

recreational vehicle parking and display areas at recreational vehicle rental and sales uses; and truck parking areas at truck stops.



For purposes of clarity, a few examples of the types of uses and activities for which the Zoning Ordinance already requires a 6-foot-tall screen fence and perimeter landscaping include but are not limited to: outdoor storage and sales yards (such as for landscaping materials, contractors' materials, parcel services, truck or freight terminals, and warehousing

of outdoor goods); fleet maintenance and storage yards; self-storage uses with exterior doors; and overnight storage areas for automobile repair uses.

- e. Commercial truck loading and service areas are required by the Zoning Ordinance to have a 10-foot solid fence or screen made of durable architectural materials used in the primary building's façade. Additionally, in the overlay district, they are required to provide a 25-foot buffer against the interstate and ramps according to the Zoning Ordinance standards for species diversity, size of vegetation at time of planting, and performance guarantees. The buffer must be planted with a diverse selection of large canopy trees along with layered evergreen and broadleaf evergreen vegetation including shrub masses to adequately buffer the site from ground-level upward. A berm using topsoil that is harvested from the development site may be used as an alternative to the buffer if it serves the same purpose of screening.



3. Screening of industrial uses along roads other than interstate

- a. Truck docks for industrial uses must be screened from the view of all roads. The buffer must be planted with a diverse selection of large canopy trees along with layered evergreen and broadleaf evergreen vegetation including shrub masses to adequately buffer the site from ground-level upward. A berm using topsoil that is harvested from the development site may be used as an alternative to the buffer if it serves the same purpose of screening.





4. Screening of commercial and institutional uses on roads other than interstate

- a. Commercial and institutional uses are not required to provide a buffer along roads other than the interstate. Instead, they are required to provide regular landscaping in parking lots and other areas of the site as required in the Zoning Ordinance and the landscaping standards of this document.



B. Architectural design

The following section applies to all non-residential use types. While architecture is mostly shown from regional and national companies, the standards apply to all types of non-residential uses.

1. Materials

This section is the one exception to the above statement. The following standards apply to non-industrial uses; industrial uses in the design overlay district will follow the Zoning Ordinance's standards for materials except as specifically called out below.

- a. Unless a modern architectural design is used as described below, commercial buildings must use brick or brick veneer, or stone or stone veneer, as primary materials on all facades, not only in limited amounts on key architectural features.







b. When a modern architectural design is used, glass may be a primary material, along with other materials commonly used in modern architecture, such as wood, or the more traditional materials of brick and stone. The use of EIFS is allowed in modern designs but should be minimized.



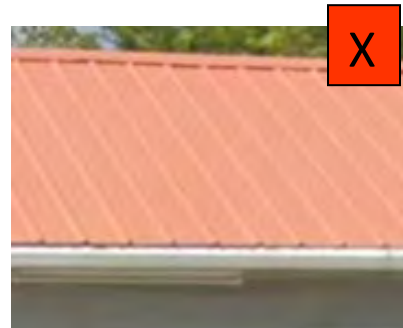
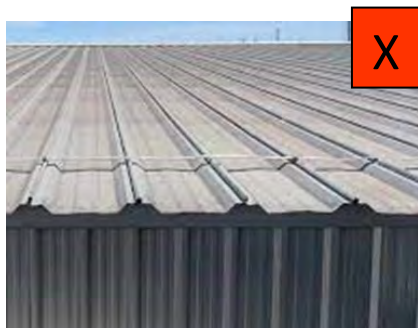


a. Additionally, the following materials are not allowed:

Lap siding of any material (vinyl, metal, etc.) is not allowed on any façade that is visible from any street.



Corrugated metal roofs and metal panel roofs with exposed openings on the edge are not allowed. This standard applies to industrial uses as well as all other non-residential uses.



For purposes of clarity, flat standing seam metal roofs of a uniform color are allowed.



2. 360-degree design

- a. Architectural and signage towers and facades that are out of scale in terms of size or height with the overall structure are not allowed.

These examples extend too far from the primary roof plane to look in scale with the overall structure. The Wendy's example also should be more muted in color.



- b. Conversely, provided that they are in scale in terms of size and height with the overall structure, architectural and sign towers and facades that extend above the primary roof line are encouraged as accent features. Signage may be placed higher than the primary roof line of the structure when these elements are used. However, colors of these towers must be muted.



- c. The Zoning Ordinance requires vertical and horizontal articulation (i.e., changes in the façade height and width) to occur at regular intervals but allows industrial buildings to meet those standards by changing materials, color, or texture instead of actually changing vertically and horizontally. In the design overlay district, industrial buildings must meet the regular vertical and horizontal articulation standards

through means of physical articulation; however, instead of providing articulation every 40 linear feet, these buildings may provide articulation every 100 feet.

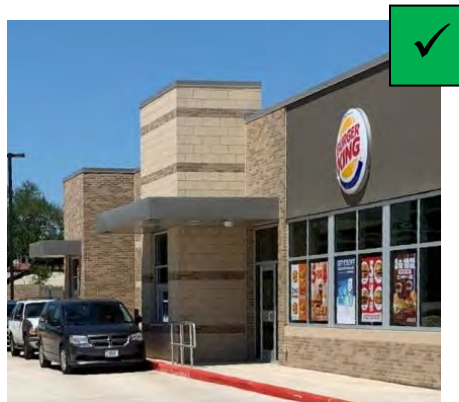


Additionally, all non-residential uses in the overlay district have a minimum horizontal articulation width of 2 feet (more if required by the Zoning Ordinance standards). This minimum width variation is required on all facades except for the one that is selected as the employee “back of house” service area. Note that facades with drive-through windows are not exempt from this standard. Additionally, this standard applies regardless of whether the design is traditional or contemporary.

This building has little horizontal articulation and appears very flat.



These next buildings have depth variation of at least 2 feet on the facades shown, which adds visual interest. These images show that this depth variation can be achieved with both contemporary and traditional designs, as well as along drive-through lane facades. Note that the top left image below is similar in design to the image above, but the façade has significantly more horizontal articulation.



2. Murals and patterns

Murals and patterns that attract attention from any off-site areas will count towards the business' sign allotment, regardless of whether the images include references to the brand, restaurant name, dining, or some completely different topic.

In this image, both the mural to the right and the pattern on the wall façade would count towards the signage allowance.



The checkerboard patterns here also would count towards the signage allotment.



3. Iconic or unusual shapes

Unique architectural features that are associated with a particular brand, as well as unusual building shapes even if they are not associated with a particular brand, must be avoided.





4. Colors

The Zoning Ordinance requires colors to be low reflectance, subtle, neutral and/or earth tone; high-intensity colors, bright colors, metallic colors, or black or fluorescent colors are prohibited except for building trim constituting no more than 10% of the façade. The following examples are included to show the application of this provision in the design overlay district.





5. Shipping containers and modular buildings

Shipping containers and modular buildings are not allowed to be used as primary structures in the design overlay district.



C. Landscaping

1. Evergreen shrub or masonry wall screening

In areas not covered by the buffer standards described above, parking lots must contain a continuous row of evergreen shrubs along the roadways and shared access drives. While this is a base requirement of the Zoning Ordinance along roadways, in the overlay district, the requirement applies to shared access drives as well, and this additional information is provided: Shrubs must be separated four feet on center but in no case less than what is necessary to achieve a complete visual screening depending on the species of shrubs planted. The shrubs must be at least two feet tall at installation, with expected height at maturity of at least three feet.



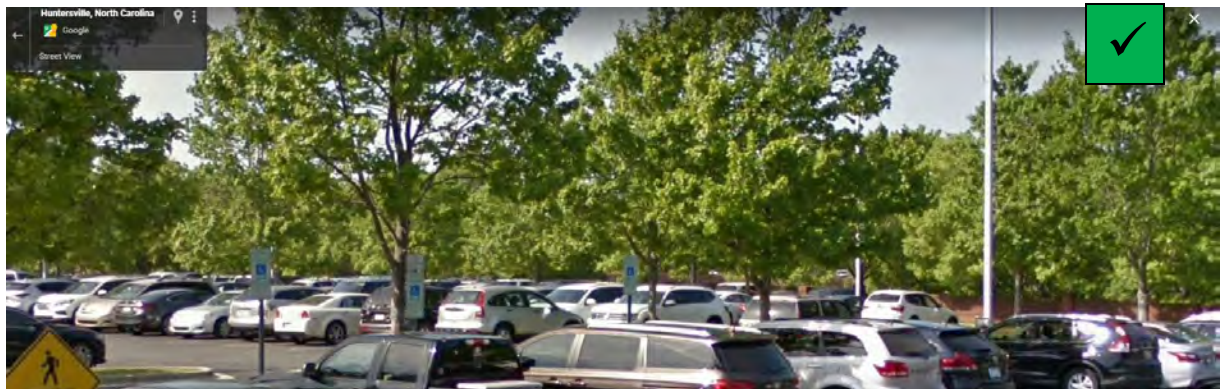
A masonry wall may be provided instead that is at least two feet in height.



Large maturing canopy trees also must line the parking lot along all road frontages every 30 feet on center. Tree planting strips at perimeter of lots shall be a minimum of 10 feet in width. When pre-existing overhead utility lines prevent use of large maturing trees, small maturing trees maximum 25 feet on center may be substituted.



Interior landscaping of parking lots shall consist of large maturing canopy trees placed such that each section of parking (up to 35 spaces per section) is enclosed by trees (or building wall), with a maximum spacing of 30 feet on center. Tree planting areas within parking lots shall be at least eight feet wide, a minimum of 200 square feet in area, edged with a curb at least six inches in height, and designed to minimize damage to trees by parking or moving vehicles. Only where pre-existing overhead utility lines prevent use of large maturing trees may small maturing trees maximum 25 feet on center be substituted.



D. Accessory structures

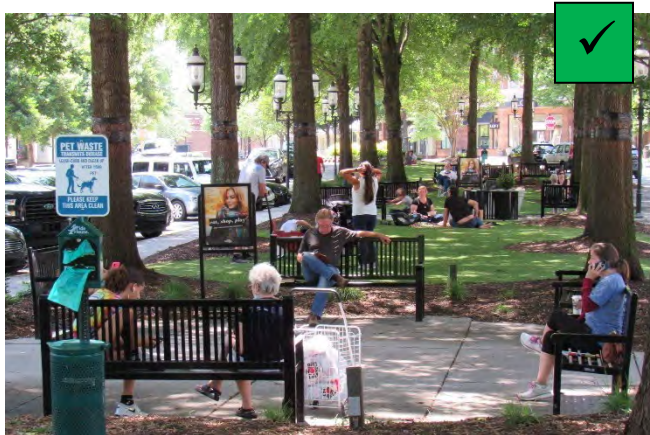
1. Fencing

- a. Chain link fences and other types of non-decorative metal fencing cannot be visible from any public roads.



E. Public gathering spaces

Commercial developments or redevelopments of a regional scale must include gathering spaces for customers.





F. Land uses

Land uses are governed by Chapter 4 of the Zoning Ordinance.

G. Façade changes to existing buildings

Existing non-residential uses within the overlay district are subject to making site feature corrections when expanding or remodeling according to the Zoning Ordinance. However, in addition, they also are required to make changes to existing building facades to come into as much compliance as practical with current architectural standards (both regular standards from the Zoning Ordinance and the standards special to the overlay district) if they are doing one or both of the following:

1. Expanding more than 50% of gross square footage over a 5-year period
2. Undergoing remodeling that costs more than 75% of the current assessed value of the structure.

Part IV: Signage

Temporary sign regulations in the design overlay district are the same as in the Zoning Ordinance. The following section explains the deviations from the Zoning Ordinance’s standards for permanent signs in the design overlay district. As with the rest of the overlay district standards, if a section is not called out as being different here, the basic standards of the Zoning Ordinance apply in the overlay district as well.

A. Size

1. Wall and projecting signs

The size of wall and projecting signage is determined by the Zoning Ordinance.

2. Freestanding signs for individual uses

These sizes are allowed for individual non-residential uses regardless of use type or how the property is zoned.

TYPE OF ROAD CORRIDOR	MAXIMUM SIZE	MAXIMUM HEIGHT
Interstate Frontage ¹	120 square feet	12 feet
Type A Corridor	48 square feet	10 feet
Type B Corridor	40 square feet	10 feet
Type C Corridor	32 square feet	8 feet
Type D Corridor	24 square feet	6 feet
¹ Other requirements for interstate frontage signs: <ul style="list-style-type: none">• The property must have at least 200 feet of interstate frontage.• Each interstate sign must be located at least 200 feet away from any other interstate frontage sign.• Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line.		

In the design overlay district, properties that are not located along the interstate but that are within 1,500 feet of the centerline frontage on specific roads that are listed in the Zoning Ordinance may not double the size of its permitted individual freestanding sign and increase its height by 50%.

3. Project and directory signs

See next section.

B. Project signs and directory signs

Project and directory signs are allowed for non-residential uses that have four or more tenants or distinct uses. These signs must be spaced at least 300 feet apart from each other but otherwise are allowed at every public road or shared access drive entrance into a development. Additionally, in lieu of a standard two-sided sign, two one-sided project signs may be approved on each side of a project entrance as part of an overall landscaped entry feature design if desired.

1. Project Signs

Project signs identify a multi-tenant or multi-building project such as an office park, business park, or shopping center. They display the name of the overall development, versus the individual tenants or businesses.

These sizes are allowed regardless of the use type or zoning district. See the information in the above section regarding interstate sign requirements and the rule against doubling the size of signs that are near the interstate.

TYPE OF ROAD CORRIDOR	MAXIMUM SIZE	MAXIMUM HEIGHT
Interstate Frontage	164 square feet	24 feet
Type A Corridor	72 square feet	12 feet
All other corridors	40 square feet	10 feet

All of the base design options listed in the next section are available. Masonry elements such as brick or stone veneer are required.



2. Directory Signs

Directory signs are project signs that identify both the overall development and some or all of the individual entities within the development. A portion of the sign must be used to identify the name and/or address of the overall development.

These sizes are allowed regardless of the use type or zoning district. See the information in the above section regarding interstate sign requirements and the rule against doubling the size of signs that are near the interstate.

TYPE OF ROAD CORRIDOR	MAXIMUM SIZE	MAXIMUM HEIGHT
Interstate Frontage ¹	164 square feet	24 feet
Type A Corridor	96 square feet	12 feet
Type B Corridor	72 square feet	12 feet
Type C and D Corridors	48 square feet	10 feet

All of the base design options listed in the next section are available. Masonry elements such as brick or stone veneer are required. Additionally, in the design overlay district, all business names and logos must be of the same color and of uniform size.



C. Sign Bases

Several types of sign bases are allowed. All types must contain masonry elements, such as brick or stone veneer.

1. Monument bases

Monument signs in the design overlay district must have a base that is wider and longer than the sign, and the base must be masonry.



2. Post and panel signs

Post and panel signs also are allowed, provided that masonry posts or columns are used.



3. Signs on pillars

Signs are allowed on pillars, provided that the posts or column are masonry. The sign message area may hang from or be attached to the pillar.



4. Entrance wall signs

Entrance walls that are masonry may be used for the sign location.



D. Landscaping around signs

Landscaping around signs is required.

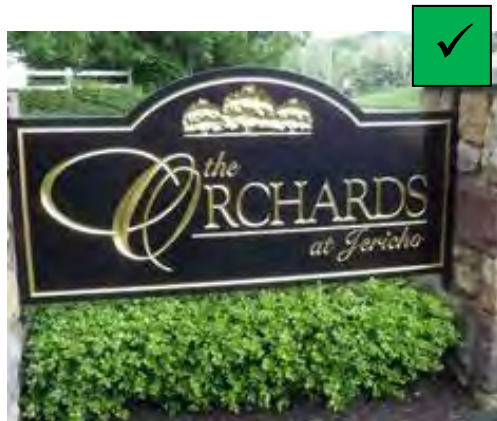
1. Monument signs

Low-growing plants should be selected so that they do not obscure the sign message.



2. Other sign types

The intent for landscaping around all other freestanding sign types is to help bridge the visual space between the signs and the ground without obscuring the sign.



E. Signs on awnings and window or door canopies

Signs are only allowed on awnings or canopies if they are located above the primary customer entrance.



Signs, logos and other designs of any kind are not allowed on awnings or canopies in other locations on the buildings.



Fully illuminated internally lit awnings and canopies are prohibited. External lighting such as gooseneck lighting is encouraged.



Part V: Relationship of Overlay District to land use plans

A. Relationship to Comprehensive Plan

The City’s current Comprehensive Plan Update, which has a vision plan with a view out towards 2030 and beyond, is organized around four core values:



Grow Inside First



Reinforce Strong Neighborhoods



Provide Better Connections



Ensure Functionality with Inspiring Design

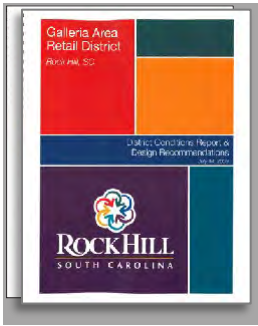
The plan was developed through an 18-month community dialogue. It includes 14 goals and about 50 recommendations about how to implement those goals. The standards of the Design Overlay District embody the core values of the Comprehensive Plan and will help to implement some of the recommendations. In the chart below, the goals or recommendations that were pulled from the Comprehensive Plan for this overlay district are designated with the letters “CP.”

B. Relationship to other land use plans

The City of Rock Hill has four other plans that intersect various areas and aspects of the Design Overlay District area:

1. *Galleria Area Retail District: District Conditions Report & Design Recommendations*, 2005;
2. *Cherry Road Revitalization Strategy*, 2014;
3. *Connect Rock Hill: Bicycle & Pedestrian Master Plan*, 2017; and
4. *South Anderson Road Corridor Study*, currently underway.

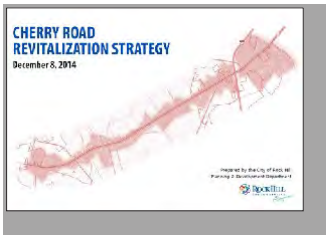
1



[Galleria Area Retail District: District Conditions Report & Design Recommendations, 2005](#)

This study was produced from a day-long charette led by local architecture firm, Little, for the City of Rock Hill’s Economic and Urban Development department. The study area encompassed the Galleria Mall, Manchester Village, and Dave Lyle Boulevard. The consultant provided recommendations for this area, as well as design and development guidelines, including the branded name for the retail district—The Gateways of Rock Hill.

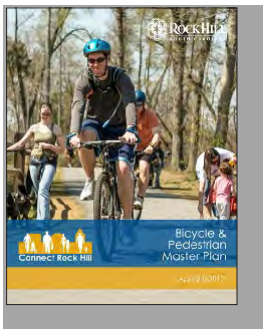
2



[Cherry Road Revitalization Strategy, 2014](#)

This plan was crafted by the Long-Range Planning division of the City of Rock Hill’s Planning & Development Department with input from key stakeholders and local community members. This plan makes 38 recommendations—some have been implemented, such as the undergrounding of utility lines and the addition of lighting under the 1-77 overpass, and others remain ongoing.

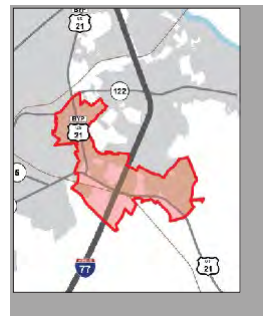
3



[Connect Rock Hill: Bicycle & Pedestrian Master Plan, 2017](#)

Like the Cherry Road plan, the Connect Rock Hill master plan was led by the LRP division, and an extensive community input program was conducted to formulate the plan’s recommendations. The Plan identifies 194 projects, prioritized based on the type of route and/or type of funding required. The highest priority routes are included below.

4



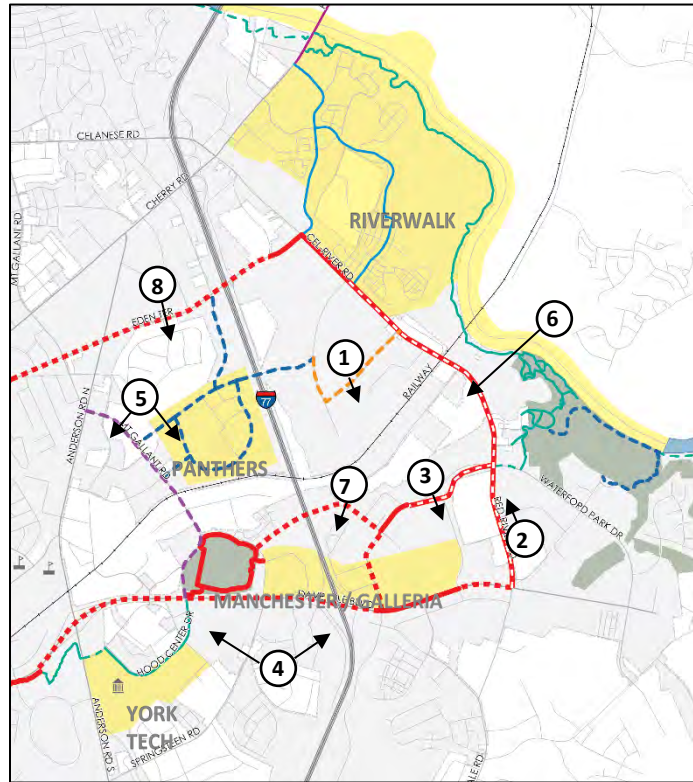
South Anderson Road Corridor Study, currently underway

Since this study is in process, it does not include a final list of recommendations but draft ones are included below.

The table on the following pages shows the remaining recommendations from each study that are relevant to the Design Overlay District area, as well as an explanation for how we plan to act on each.

Plan #	Recommendation from existing study	Planned Implementation Actions
CP, 1,2	Develop new or overlay zoning districts relevant to desired development patterns including design standards that reinforce the brand and ultimately the sense of place.	The standards of the Design Overlay District will encourage development of the type that the City desires along the I-77 corridor and its subareas.
1,2,4	Transform I-77 into a gateway and window into the City mindful of views including visual elements at interchanges such as gateway signage, public art, landscape elements, and lighting.	The standards of the Design Overlay District will protect and enhance the views along the I-77 corridor and the major arterials that feed into it. The City also should continue to look for opportunities to “dress up” the I-77 interchanges through signature signage, public art, landscaping and lighting.
CP, 1,2,4	Create a branded identity for the district as a whole and its subareas that establishes a sense of place and character unique to Rock Hill	Further study is needed to determine how to tie the subareas together these areas through consistent use of the branded identity for each one through elements such as lighting, wayfinding and signage, public art, landscape elements and site furnishings.
CP, 1,2,3, 4	Prioritize ease of circulation for all modes of transportation	<p>Prioritize sidewalks and trail installation in this area by requiring developers to install according to the standards of the Zoning Ordinance and by using funding grants to make additional connections as possible.</p> <p>Encourage safe walking and biking by assessing and mapping areas of need, and then by taking the associated actions (or to the extent they are within the State right-of-way, encouraging the State to do so):</p> <ul style="list-style-type: none"> a. Restriping and/or using high visibility crosswalks where highway on/off ramps intersect with local streets b. Repairing sidewalks and/or filling in sidewalk gaps that allow safe pedestrian access under highway interchanges. c. Adding pedestrian lighting under overpasses.
CP, 2, 3	Encourage developments to provide opportunities for people to recreate and gather.	These Design Overlay District standards implement this goal by requiring all types of residential development to provide neighborhood amenities and by requiring large commercial developments to provide public gathering spaces.
CP, 1,2,4	Make redevelopment easier, particularly for under-utilized property.	<p>Employ various options depending on the particular circumstances, such as:</p> <ul style="list-style-type: none"> a. Supporting the rezoning of property when proposed land uses meet the City’s goals and standards b. Allowing flexibility in zoning or overlay district standards through master plan rezonings when the project is providing benefit to the City in other ways c. Facilitating infrastructure upgrades and/or utility availability d. Incentivizing demolition of structures that have outlived their useful life or are an eyesore.

Priority Bicycle-Pedestrian Connections in Design Overlay District Area



#	PROJECT NAME	PROJECT DESCRIPTION	STATUS
1	Paragon-Hutchison Connector	Connection from One Carolina Drive to Paragon to Hutchison	Construction began May 2021
2	River Park, Phase V	Trail from Waterford Park Drive to Red River Road	Pennies for Progress project; projected to start in 2021
3	The Box—Galleria Blvd Extension	Segment from Red River Road to the existing trail at the apartments behind the mall	Pennies for Progress project; target start date Spring 2023
4	Galleria Manchester	Under I-77 to Manchester Village; parallels Dave Lyle Boulevard	Implementation dependent on funding
5	Panthers facility and Mt. Gallant Road	Multi-use trail on one side of the road from Manchester Meadows to Anderson Road. (Major roads inside the Panthers facility will have multi-use trails.)	3 to 5 years
6	Celriver-Red River roads	Segment along Celriver and Red River roads to Dave Lyle Boulevard	Pennies for Progress project
7	Future I-77 flyover—Shared Use Path	Segment from John Ross Parkway to Galleria Boulevard	Implementation dependent on funding; future Pennies for Progress candidate
8	Eden Terrace Trail	Segment of Eden Terrace from I-77 to Sullivan Middle School	Implementation dependent on funding