

Planning & Zoning Department

MULTIFAMILY DESIGN STANDARDS

City of Goose Creek

www.creekcompass.com





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INTRODUCTION

Apartment developments are becoming common housing types in the City of Goose Creek, both as infill projects in older neighborhoods as well as large-scale new development in suburban areas. Multifamily developments are an attractive housing choice for many. They can be more affordable than single-family detached homes in the same community and have reduced home maintenance responsibilities. As predominant trends in multifamily development have evolved and as this housing option has become an important housing choice within the city, recent developments have provided valuable examples of how design features and amenities make multifamily neighborhoods desirable places to live.

Creating great multifamily communities involves smart design choices and successful integration into the surrounding neighborhoods. All multifamily developments, regardless of size or location, benefit from careful attention to site planning, design, and architecture to ensure successful projects that meet the needs of residents and provide long-term value to the community.

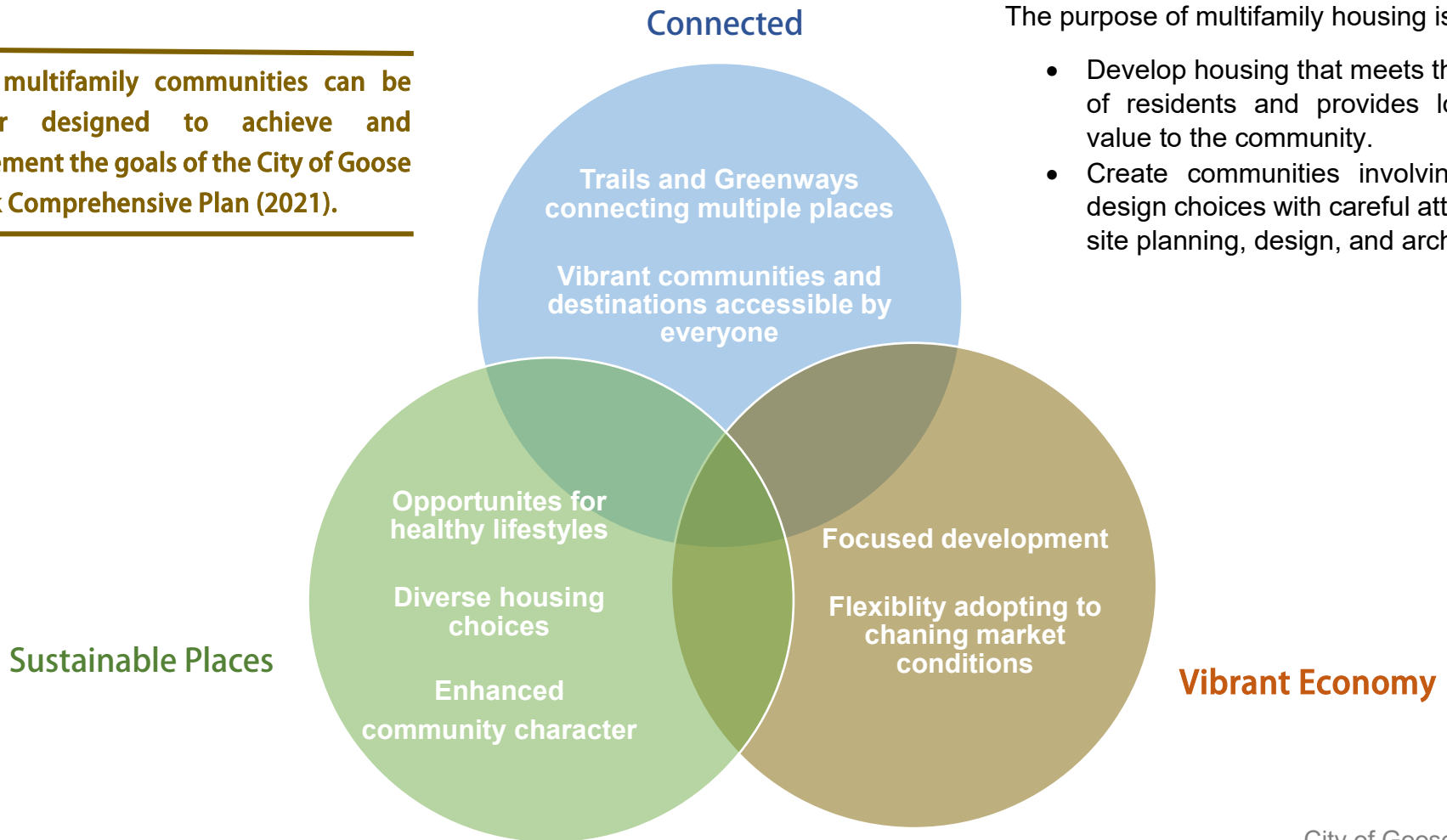
There are two categories of multifamily dwellings permissible within the City, mixed-use developments and residential scale multifamily, which consists of many housing typologies. Multifamily developments are permissible in the Residential Mixed (RM), Village Node (VN), and Employment Campus (EC) districts. Please refer to the Zoning Code for specific uses for each zoning district. The City of Goose Creek has prepared this design guidebook to focus attention on good multifamily dwelling design in every zoning district where these developments are permissible.

Connected

The purpose of multifamily housing is to:

- Develop housing that meets the needs of residents and provides long-term value to the community.
- Create communities involving smart design choices with careful attention to site planning, design, and architecture.

New multifamily communities can be better designed to achieve and implement the goals of the City of Goose Creek Comprehensive Plan (2021).







How to use the guide

This guidebook is directed toward municipal officials and staff, developers, realtors, and other people involved in the design of great communities. It is intended to serve as a primer on some of the major design elements of multifamily developments and impact design decisions have on the overall look and function of the community. The guidebook offers design recommendations to maximize the aesthetics and functionality of multifamily developments. It allows users to better understand how the City of Goose Creek approaches multifamily developments from the start of the development

This first section provides an overview of multifamily developments in Goose Creek, looking at historic and current development patterns and their impact on a community. The second section explores how typical design elements influence the overall quality and success of a multifamily community and the impact of design decisions on the built environment and resident experience.

This section is offered to enhance the user's perspective of multifamily development design. The final section provides a variety of design solutions for multifamily communities while recognizing that every community and development site is unique.

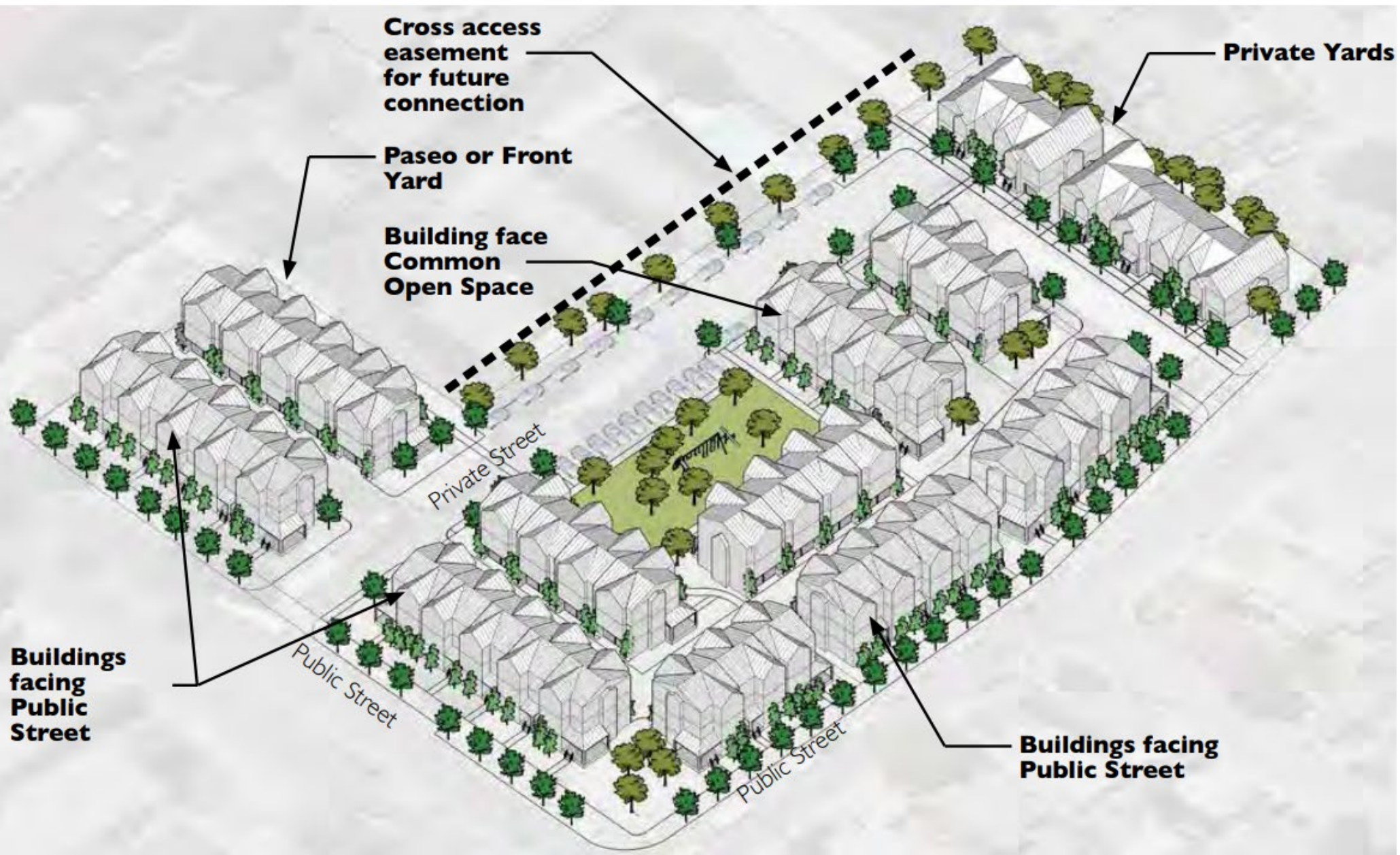




Mixed-Use Community Design

The overall look, feel, and function of a multifamily community is dependent upon the interaction of individual design elements. Incorporating certain features, such as street trees and rear-loaded garages, into multifamily developments can be a challenge in part due to site topography, utility needs, cost considerations, or ordinance requirements. By incorporating the best practices described on the next two pages we can better meet the changing needs of residents and retain long-term value.





**Cross access
easement
for future
connection**

Private Yards

**Paseo or Front
Yard**

**Building face
Common
Open Space**

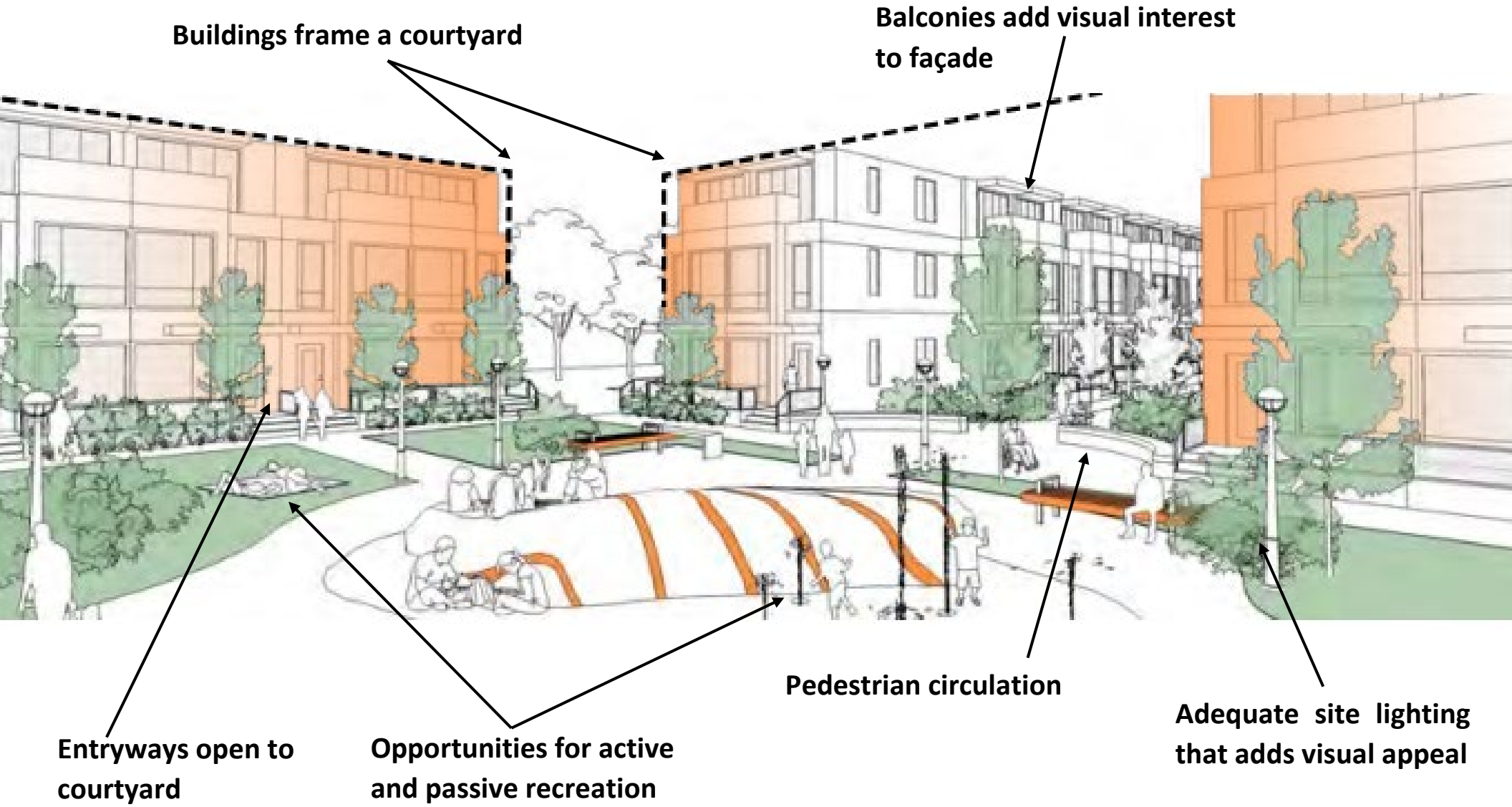
**Buildings
facing
Public
Street**

**Buildings facing
Public Street**

Private Street

Public Street

Public Street



Buildings frame a courtyard

Balconies add visual interest to façade

Entryways open to courtyard

Opportunities for active and passive recreation

Pedestrian circulation

Adequate site lighting that adds visual appeal

Mixed-Use Multifamily Design Elements

The following section describes standards for design elements in mixed-use communities in Goose Creek. Though mixed-use communities may be different, each of the design elements are integral to the overall site design. The reader will come away with a thorough understanding of the required design standards, zoning requirements, and site-specific considerations influence the final housing product, overall site design, and general feel of the community. The following elements and their impacts on the appearance and function of the development are reviewed:

- Site planning and building siting
- Parking and vehicle location
- Pedestrian circulation
- Open space
- Landscaping
- Safety and security
- Screening
- Building and architectural design



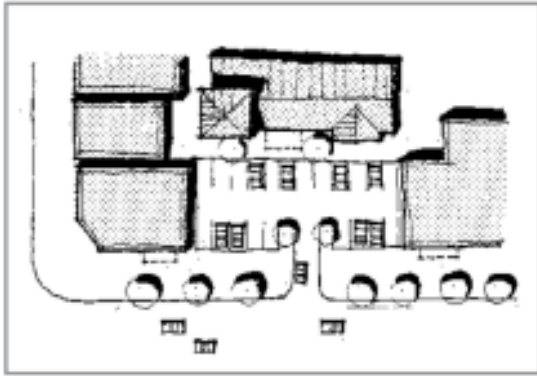
Site Planning

1. Units should be clustered to define public open spaces and activity areas.
 - Define, connect and activate pedestrian edges and public spaces and to locate convenient transit stops.
2. Parks and open space should be integrated into the overall design of the project.
 - Open space and recreational areas should be designed as an integral part of the project, not as an afterthought.
 - Open space areas should be planned as a community amenity.
 - Greater visual, pedestrian and bicycle connectivity use and access should be encouraged.
3. Buildings should be placed to create a street presence and enhance neighborhood character.
 - When adjacent to single family residences, side and rear setbacks shall allow for a sufficient planter area to buffer impacts and screen undesirable views.
4. Major intersections and corners should be treated as neighborhood/project entryways.
 - Unit/building configuration should maintain visual and physical connections.
 - Landscaping, public spaces and/or “gateway features” should be used to define the entryways into the project.
5. Entryway features should reflect the overall architectural identity or character of the development.
6. Natural topography should be integrated into site design to the extent feasible.

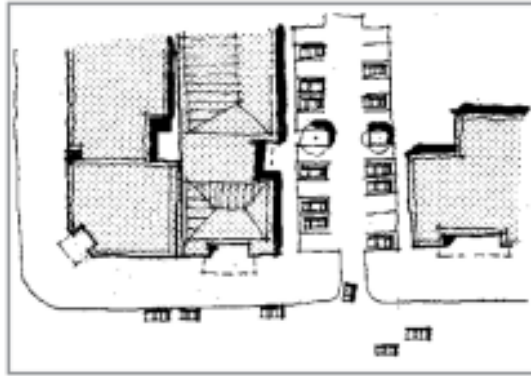


Parking and Vehicle Location

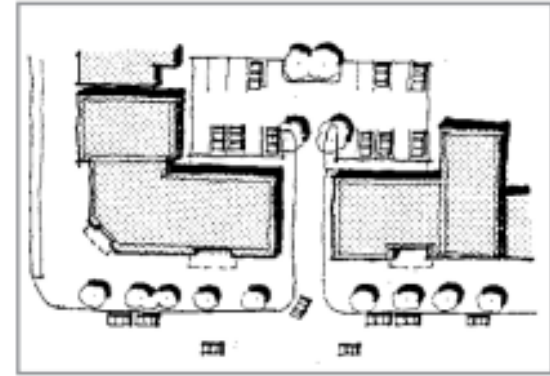
The visual prominence of vehicles shall be minimized by generally siting parking areas to the rear or side of the property rather than along street frontages and screening parking areas from views exterior to the site. Parking shall be designed to minimize potential pedestrian conflicts. Planning for safer and efficient movement of vehicles and pedestrians can result in an aesthetically appealing site with less impervious surface and increased open space. In addition, pedestrian ingress and egress provides opportunities for increased transit use and interaction with the community.



Discouraged



Acceptable



Preferred



Dedicated parking for electric vehicle charging and for bicycles is strongly encouraged in multifamily developments.



- Surface parking lots should be located away from the adjacent public roadways to the rear of (or beneath) buildings where possible. Parking areas should not be located adjacent to public roadways.
- Parking and vehicle access should be located away from street corners.
- Landscaping and walkways should be provided between buildings and paved parking areas. Parking directly against buildings is strongly discouraged.
- Parking areas visible from the street right-of-way should be screened from view with landscaping or other types of visual barriers.
- Parking areas should be buffered from adjacent residential properties. Landscaping should be provided adjacent to and within parking areas to screen vehicles from view.

- Multiple smaller parking lots are preferred over single, large lots to minimize the expansive appearance of parking fields.
- Storage for boats, recreational vehicles, and trailers, as well as storage sheds, should be fully enclosed when visible from the street or active adjacent uses.
- Guest and handicap parking should be evenly and conveniently distributed throughout the project.



Pedestrian Circulation

Multi-unit structures that are adjacent to a public street should encourage residents to actively engage with that street through a variety of design elements. In addition to improving the visual quality of the streetscape, design elements should allow residents to see and be seen from the street, enhancing neighborhood interaction and improving safety.



- Pedestrian planning should be given priority to vehicular access and provide easy pedestrian access to public bicycle/pedestrian ways, neighborhood centers and transit stops. Pedestrian routes should be as obvious, direct and simple as possible.
- Pedestrian access should not be limited to vehicle access locations. Provide separated pedestrian access points wherever possible. Sidewalks should not be combined with or be part of driveways.
- Pedestrian paths of travel should be separated from auto circulation routes. Where pedestrian circulation crosses vehicular routes, a change in grade, materials, textures or colors should be provided to emphasize the conflict point and improve its visibility and safety.
- All likely pedestrian routes should be considered in the design phase to eliminate “short cuts” which damage landscape areas.
- Pedestrian pathways should include amenities such as trellises, trees, or other landscaping. Lighting should be provided for safety and visual access.

Open Space

Residential projects should be designed to maximize opportunities for creating usable, attractive, and integrated open space. Open space areas should be linked among adjacent developments to allow shared open space opportunities, with a goal of providing contiguous regional open spaces and greenbelts. Usable, attractive and functional open space and landscaping provide for a pleasant and sustainable living environment, which ultimately contributes to property values.

- Multi-unit projects should be organized around usable common space. The site plan for each multi-unit project should address both active and passive open space uses. Open spaces consisting of playgrounds, pools, picnic areas, tot lots, community rooms, etc. should be provided as appropriate for the ages and number of residents. Unless otherwise identified as an “adults only” or “senior” project, recreation areas for children should be provided.
- Common areas should be accessible from all buildings and connected by a comprehensive, on-site pedestrian circulation system. Common open space recreation areas, plazas and courtyards should be located and landscaped to take advantage of solar orientation, provide protection from wind and afford shade.
- It is recommended that each dwelling unit have a usable outdoor space designed for the exclusive use of that dwelling unit at grade or in the form of a balcony for upper story dwellings. Private usable open space should be directly accessible from buildings and be of such size as to offer a reasonable outdoor living opportunity.



Landscaping

A variety of landscaping plants and materials can contribute to the visual interest of a neighborhood. Landscaping elements should be selected not only with consideration for the style of the multi-unit structures but should also complement the landscaping of other buildings on the block.

- Exterior site design and landscaping should provide functional recreational spaces and/or community site amenities.
- Encourage the use of creative landscape design to create visual interest and reduce conflicts between different land uses.
- Street-facing elevations should have landscaping adjacent to their foundation. Landscaped area may be along the edge of a porch instead of the foundation.
- Landscaping compatible with building design is encouraged. Trellises, arbors, cascading landscaping, vines and perimeter garden walls are encouraged.
- Landscaping should be in scale and compatible with the project and adjacent land uses.
- Existing trees and vegetation should be preserved and incorporated into the design wherever possible.

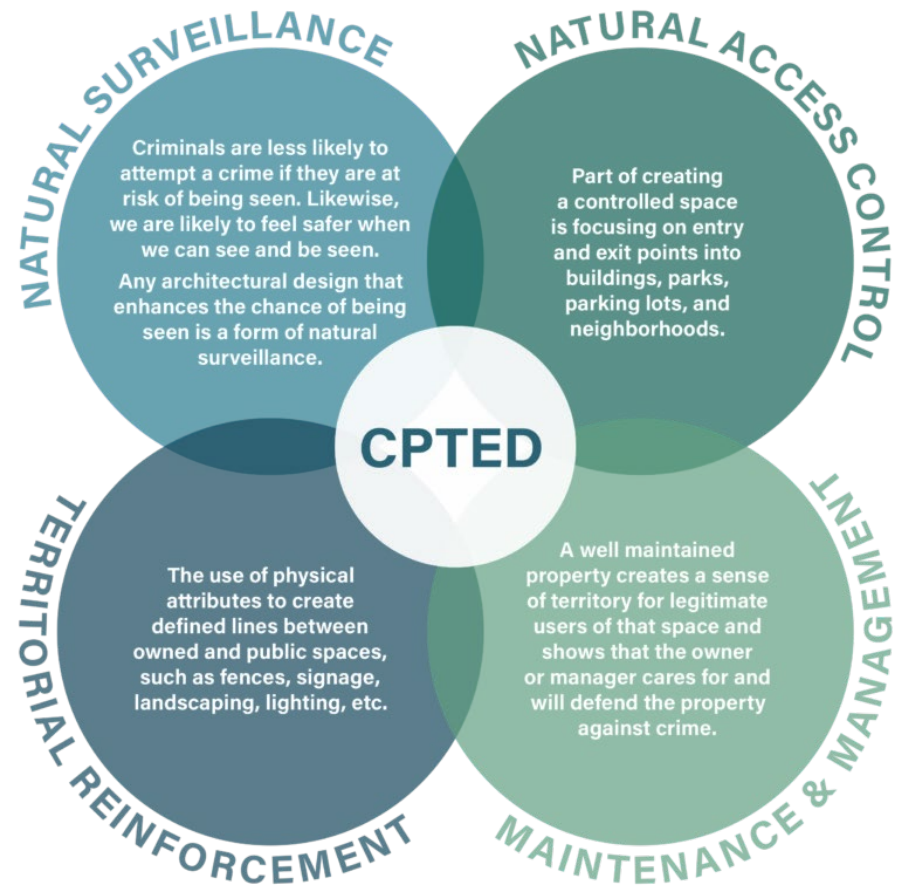


Safety and Security

Crime Prevention Through Environmental Design (CPTED) should be incorporated into a design in order to enhance the quality of life and reduce both the incidence and fear of crime. Appropriate natural access control features that delineate where the general public should not enter without an invitation. For example, a low fence or hedge can indicate that people should not enter an open space except through a gate. Access control should not limit visibility of passive surveillance.

In site planning and design, the following should **be avoided**:

- Entrapment areas, where a person could become trapped with no exit route. Provide two means of egress from all outdoor spaces. Ensure entrapment conditions are avoided in the design of rooftop decks.
- Areas that are dark or not visible from a public space or right-of-way.
- Vegetation and fences that restrict visibility into occupiable open space, pathways and building entries.
- Buildings, vegetation or other objects (e.g., a storage enclosure) that block visibility into a space or provide places to hide.
- Screens or landscaping that block motorists' views of pedestrians crossing streets, driveways and vehicular circulation areas.



- Large windows at upper levels promote casual supervision of the street.
- Clear building signage.
- Exterior of building well illuminated.
- Large windows at-grade promote surveillance from street.
- Clearly defined private and public space.
- Good pedestrian-scaled lighting on street.

Screening

Services and storage, including garbage collection, recycling, fire and utilities should be planned. Trash enclosure location, dimensions and design shall comply with current City standards.

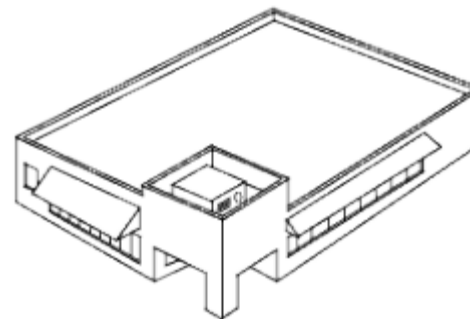
- All refuse containers shall be placed within screened storage areas or enclosures. In addition to the required screening, artwork such as paint schemes or coverings that help to blend the equipment into the background may also be utilized.
- Refuse containers should be conveniently located throughout the project, yet sufficiently buffered from project entries, main building entries and main pedestrian paths.
- Enclosures should be located to provide easy accessibility for users, adequate room for servicing by refuse trucks and should not hinder visibility for vehicle circulation.
- Enclosure materials and colors should be consistent with, and complimentary to, building materials and finishes.
- Landscaping should be provided on all non-accessible sides of trash enclosures.
- Ground-mounted mechanical equipment must be located and screened to minimize visual and noise impacts to pedestrians on streets and adjoining properties.
- Roof-mounted mechanical equipment must be located and screened so the equipment is not visible from the ground level of adjacent streets. Match the color of roof mounted equipment with the exposed color of the roof to minimize visual impacts when equipment is visible from higher elevations nearby.



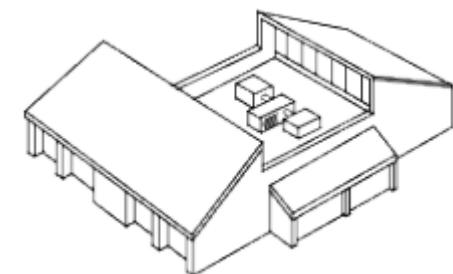
Example of refuse collection screening.



Example of screening utility meters.



Example of screening of roof mounted equipment.



Design Elements for Mixed-Use Multifamily

The architectural design of the building should intend to provide a welcoming entry to residential buildings, provide a visually interesting roofline, achieve architectural scale that is compatible with the size and visual massing of development envisioned within the zoning classification, add visual interest and sense of quality and craftsmanship to building facades, and enhance the pedestrian experience.



The overall character of the development should be defined through the use of a consistent design concept and should incorporate the architectural embellishments commonly associated with that style.

Architectural design concepts of neighboring projects should be considered. The project may adopt a consistent or contrasting approach.

Architectural elements such as varied roof forms, articulation of the facade, breaks in the roof, walls with texture materials and ornamental details, and landscaping should be incorporated to add visual interest.

Architectural elements such as fenestrations and recessed planes should be incorporated into façade design. Large areas of flat, blank wall and lack of treatment are strongly discouraged.

Roof height, pitch, ridgelines and roof materials should be varied to create visual interest and avoid repetition. Architectural style should be considered when designing the roof plan.



Building entry zones should be clearly defined through the use, or combined use, of elements such as accent paving, accent planting, colored pots and bollards.

Architectural detail such as windows, awnings, trellises, balconies, patios, landscape planters and material changes at the street level should be used to soften the edge of the building and enhance pedestrian scale.

High quality and durable materials, such as stone, brick and cementitious siding, are encouraged.

Use of color should be consistent with the overall architectural style or theme of the project.

Rear and side elevations of units/buildings facing a major street should be given particular emphasis.

Side and back walls of units/ buildings on corners should include treatment on walls facing the street and should incorporate design features such as pop-outs, variation in building mass, and window placement.

Vary roof lines

Provide a variety of building materials for visual interest

Break-up façade, vertically and horizontally, with building materials and setbacks

Corner articulation



Create an area for pedestrian scale amenities including benches, street trees, and lighting

Include on street parking

Provide a sidewalk next to the building

Provide parking entrance along a secondary street with main parking lot to the rear of building



Residential Scale Multifamily Design Elements

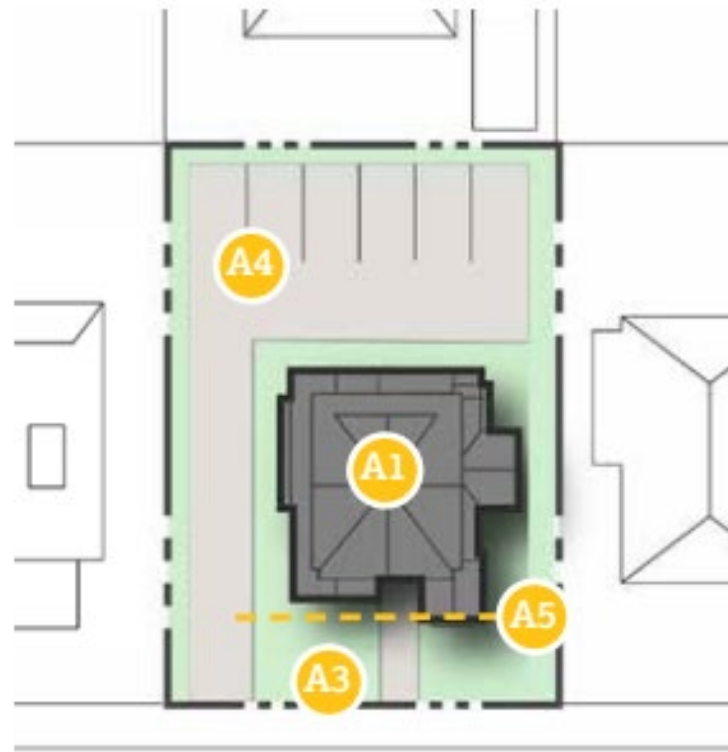
The following section describes standards for design elements in residential scale multifamily projects in Goose Creek. Residential scale multifamily housing types include duplexes, quadplexes, and eightplexes. The reader will come away with a thorough understanding of the required design standards, zoning requirements, and site-specific considerations influence the final housing product, overall site design, and general feel of the community. It is important to



Building Siting

The site planning and situation of a new multifamily building should prioritize access to the site and building for pedestrians and cyclists, motorized vehicular access and parking should be discreetly situated and designed, and building services and utilities should not detract from the character and appearance of the building, the site and the context.

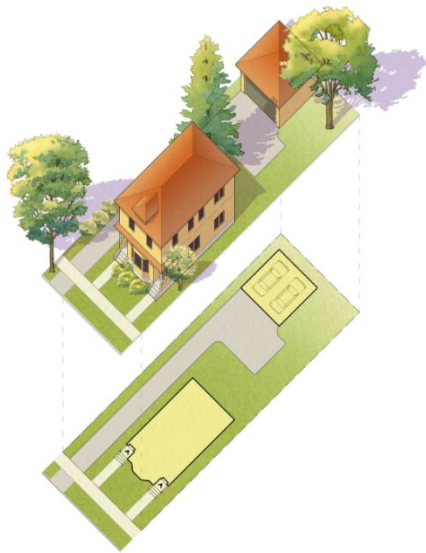
A new multifamily building should respect the characteristic placement, setbacks, massing and landscape character of the public realm in the immediate context and the surrounding district. The following shall be observed:



- A1** Building located in center front of site
- A3** Oriented toward public street
- A4** Parking located at rear of site; side yard driveway
- A5** Building front setback is similar to neighbors
- Landscaping/Open Space**
- Setback**
- Parking/Drive**
- Property Line**

- A new building should contribute in a creative and compatible way to the public and the civic realm.
- A building should engage with the street through a sequence of public to semi-private spaces.
- A new multifamily building should be situated and designed to define and frame adjacent streets, and public and common spaces, in ways that are characteristic of the setting.
 - Reflect and/or strengthen adjacent building quality, setbacks, heights and massing.
 - Reinforce the historic streetscape patterns of the facing primary and secondary streets and/ or alleys.
- A building on a corner lot should be designed to define, frame and contribute to the historic character of the public realm of both adjacent streets.
- The front and the entrance of the building should orient to and engage with the street.
 - A new building should be oriented parallel to lot lines, maintaining the traditional, established development pattern of the block.
 - An exception might be where early settlement has introduced irregular street patterns and building configurations.

- Access arrangements to the site and the building should be an integral part of the planning and design process at the earliest stage.
- The situation, orientation, configuration and design of a new multifamily building should include provision for common exterior open spaces at ground level. Site and design such space/s to address the following:
 - Reducing the bulk and the scale of the building.
 - Configuration for residential amenity and casual social interaction.
 - Shelter from traffic and traffic noise.
 - Plan for solar access and seasonal shade.
 - Landscape and light to enhance residential relaxation, enjoyment and neighboring environmental quality.



Duplex

At least one primary entry point shall be oriented towards a public right-of-way or driveway. Additional primary entrances may be accessible via alley, driveway, or via pedestrian walkway.

Duplexes may be stacked or side by side.

Buildings should be placed to create a street presence and enhance neighborhood character. When adjacent to single family residences, side and rear setbacks shall allow for a sufficient planting area to buffer impacts and screen undesirable views.

All front entries ways shall be connected to existing sidewalks directly or via driveways.

Where multiple structures are located on one parcel, all structures shall be organized around a central common area or greenspace.



Quadplex

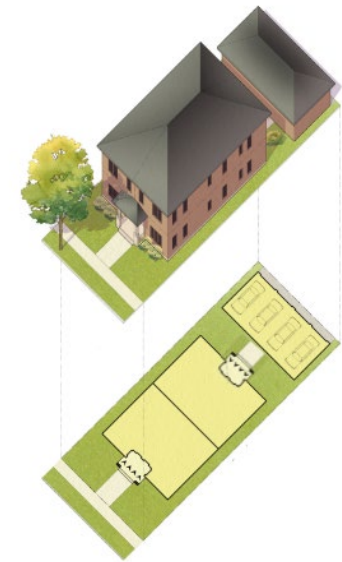
A quadplex may be oriented on a site in one of two ways:

1. Two primary entrances adjacent to the right of way with two additional entrances to the rear, or
2. One single entrance adjacent to the right-of-way (units accessed internally).

It is important to plan each site so that from the right-of-way each structure appears to be either a duplex or a single-family home.

All front entries ways shall be connected to existing sidewalks directly or via driveways.

Where multiple structures are located on one parcel, all structures shall be organized around a central common area or greenspace with at least one structure oriented to the right-of-way.



Eightplex

When site planning for an eightplex it is important to note that the structure must appear from the right-of-way in one of two ways:

1. Appearing as a four-unit attached townhome block with additional entries to the rear, or
2. One single entrance adjacent to the right-of-way (all units accessed internally).

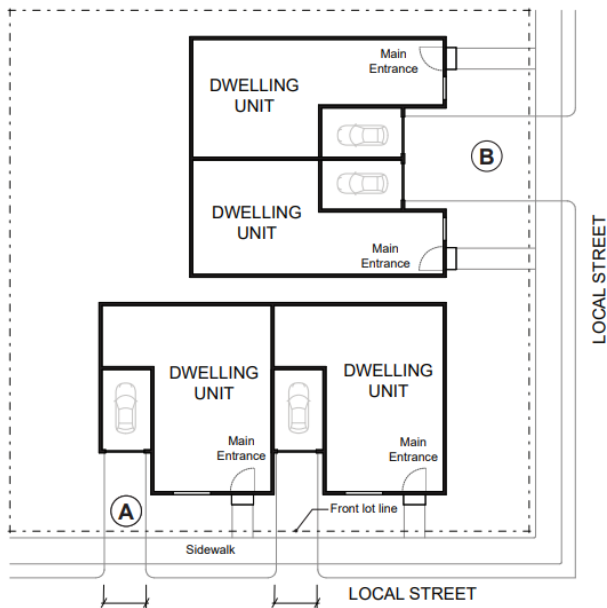
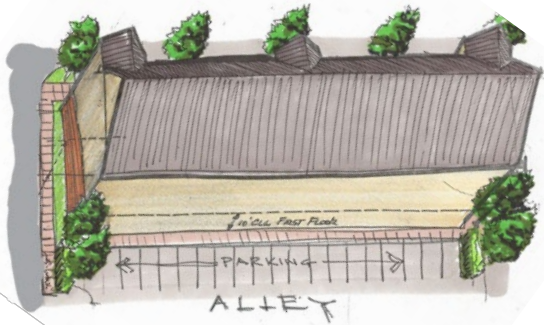
It is important to plan each site so that from the right-of-way each structure appears to be either a townhome block or a single-family home.

All front entries ways shall be connected to existing sidewalks directly or via driveways.

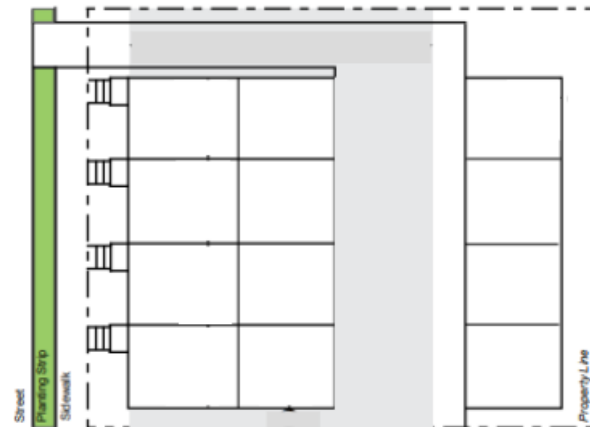
Where multiple structures are located on one parcel, all structures shall be organized around a central common area or greenspace with at least one structure oriented to the right-of-way.

Parking and Vehicle Location

Vehicular access should minimize conflict with other modes of transportation, especially pedestrian traffic. Such access should also protect residential streets from the effects of undue congestion and noise and encourage multimodal transportation. It should provide for the safe and efficient movement of pedestrians, bicycles and vehicles. Site planning and design should promote pedestrian safety by segregating pedestrian and vehicular points of access, providing for safe and efficient vehicle ingress and egress. A vehicle entrance should be positioned to preserve the continuity of the pedestrian streetscape and placed discreetly in relation to the primary façade of the building.



- A vehicular access and drive should not be combined with a pedestrian access and entrance.
- A vehicular access, driveways, and parking should be discreetly placed to the side or to the rear of the building.
 - A vehicular entrance which incorporates a ramp should be screened from street views.
 - Landscape should be designed to minimize visual impact of the access, driveway, and parking.
- Entrances shall be limited to no more than two (2) curb cuts.
 - A single curb cut, or driveway should not exceed the minimum width required.
 - Avoid curb cuts and driveways close to street corners.
- Driveways serving groups of similar uses should be consolidated to minimize visual intrusion, and to provide less interruption to the sidewalk, pedestrian character and flow.
 - Joint driveway access is encouraged.
- Wherever possible, vehicular parking should be situated below the building, or alternatively behind the building in a manner that does not conflict with pedestrian access from the street.
 - Surface parking areas should be screened from views from the street and adjacent residential properties.
- Resident Parking. Encourage garage parking as the preferred covered residential parking option. On larger projects, encourage podium parking if feasible.
- Guest parking. Consolidate and locate surface parking for guests, at several locations throughout the project site, to reduce the visual impact of large swaths of parking.



Open Space

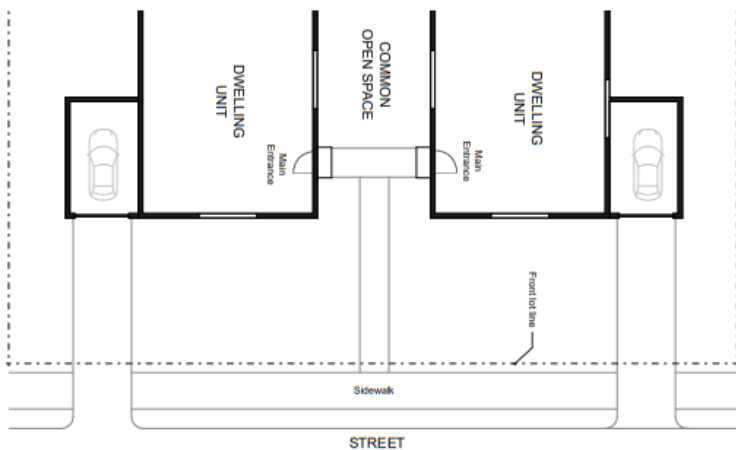
Common Open Space

Locate common open space areas in front and side yard areas when possible. On larger sites with multiple structures, explore centrally-located common open spaces, such as plazas, that are interconnected with a network of pedestrian paths to individual private open spaces.

Wherever common open space is provided, the minimum dimension should be 15-20 feet to ensure that the space is usable.

Design common open space as a space where people can interact, host guests, and also enjoy some time alone in the fresh air.

Design private open space for the exclusive use of household members to eat outside, garden, enjoy the fresh air, grill outdoors, etc.



The most prevalent use of common open space is to design buildings around open courtyards. Common space can also be found in the rear of buildings.

Open space must meet the requirements for the underlying zoning district where the project is located.

Consider locating private open spaces for individual housing units next to common open spaces. Where possible, connect different open spaces with elements such as strolling paths to foster a sense of continuity.

Install chairs, tables, trellises and other shade features to create outdoor social areas in common spaces that serve as internal gathering spots.

Common open space areas should border public parks, if applicable.

Incorporate landscaping in order to create an attractive visual outlook for residential units, create usable open space, maximize stormwater infiltration, and provide privacy for adjacent residential units.

Provide usable open space that may have a dual function for stormwater treatment and incorporates strategies such as grassy swales, vegetated swales, flow through planters, rain gardens, etc.





A porch walkout with landscaping helps create a screened, private area.



Stairways aid in separating public and private space.



The examples to the right and left demonstrate porches used to create private open space for each unit in a quadplex.

Private Open Space

Private open space should be clearly distinguished from common open space.

Private open space should be contiguous with the unit.

Site buildings to accommodate stoops and porches along ground floor unit entrances, including internal-facing front yards.

Private open space for each unit, whether ground level, terrace or balcony space, should be designed to create attractive outdoor space, and help articulate the design of the building to reduce its bulk and scale.

Higher density residential development may not allow for private open space for every unit. Wherever private open space is provided for multifamily projects, the minimum dimension should be six feet in order to ensure that the space is usable.

Provide landscaped areas that provide opportunities for planting and/or gardening in ground level spaces.

Common internal and external social space should be planned and designed to take advantage of solar aspect and energy efficient design.



Landscaping & Buffers



Landscaping & Buffers
Buffering the pedestrian walkway between buildings.



Landscaping the front entry of an eightplex to soften the impact of building foundations.



Landscaping in the front yard of a quadplex makes it appear single-family in nature.



Preserving existing trees and adding shrubs blends this eightplex into the existing nature of the residential area.

Duplex

A minimum of one tree shall be planted in the front yard. For corner lots, a minimum of two trees shall be planted in the front yard.

A minimum of three shrubs per unit shall be required to soften building foundations.

No shrub smaller than those in three-gallon containers shall be planted. Understory trees shall be no smaller than six feet in height at the time of planting. Canopy trees must be at minimum two- and one-half calipers and eight feet to ten feet in height at time of planting.

Street trees shall be retained.

Existing trees shall be retained to the best extent possible.

Quadplex & Eightplex

When adjacent to single-family detached use, a five (5) foot transitional buffer consisting of at least 2 canopy trees, 4 understory trees, and 15 shrubs shall be required.

Where building foundations are visible from the public street or from adjacent uses, foundation landscaping is required. Landscaping of this area shall complement the building elevations, connect the building to the site and increase continuity.

No shrub smaller than those in three-gallon containers shall be planted. Understory trees shall be no smaller than six feet in height at the time of planting. Canopy trees must be at minimum two- and one-half calipers and eight feet to ten feet in height at time of planting.

Street trees shall be retained.

Existing trees shall be retained to the best extent possible.

Parking areas shall be landscaped, §5.4: Access & Parking may apply.

Screening

Well designed garbage can screening at the front of a unit facing the street.

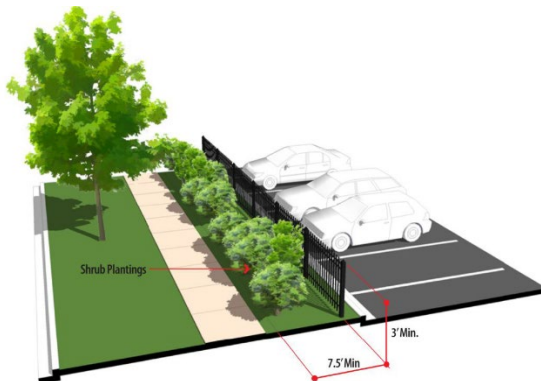


Greenery used to screen HVAC and other mechanical equipment.



Utility boxes should be screened by taller growing plants.

Parking should be located in the side yard or in the rear. If located adjacent to a right of way shall be screened with landscaping and decorative fencing.



Appropriate screening is important to preserve the existing residential nature of the area.

- Site and design service and utility areas away from road frontages and screen from view.
 - Integrate these facilities with the architecture of the building through design, color, and choice of materials.
- Site and screen rooftop and higher-level mechanical services from street views.
 - Locate the utility equipment within an architectural screen or dedicated housing.
 - Enclose the facility within a roof that is an integral part of the building.
 - Select and locate the utility equipment so that it is not seen from adjacent primary and secondary streets.
 - Finish to match the building where visibility might occur.
- Provide acoustic screening for mechanical services adjacent to residential uses.
 - Screening should be compatible with and also integrated into the design of the building.
- Locate small utilities such as air conditioning away from primary and secondary facades or fully conceal within the design of the façade.
 - Avoid placing AC or other equipment in balcony spaces.
- Integrate vents into the design of the building and conceal from view on building facades and roofscape.
 - Coordinate, group and screen from view where any might penetrate the facade.
 - Finish to match the facade color unless specifically designed as a detailed architectural embellishment.
- Parking areas shall be screened from the right-of-way to soften its impact on the streetscape for quadplexes and eightplexes.
- General Requirements:
 - Equipment must be screened on all sides, and screening materials must be opaque.
 - When screening with plants, plant material sizes and types must be selected and installed so that, at the time of building occupancy, such plants effectively screen their respective equipment.
 - The use of wood expanded metal lath, and chain link for the purpose of mechanical equipment screening is prohibited.
 - The height of the screening element must equal or exceed the height of the structure's tallest piece of installed equipment.

Design Elements for Residential Scale Multifamily

The most important design consideration when planning for a duplex, quadplex, or eightplex development is that all structures should appear single-family in nature from the right of way.

Select compatible and high-quality building and landscape materials that harmonize with the overall project design, landscaping, and neighboring structures. On larger projects, ensure design continuity throughout the project through similar architectural styles, materials, colors, and other treatments.

Emphasize modulating and articulating building elements through material changes to create more visual interest.

Utilize a harmonious palette of materials and color to add visual interest.

Provide an array of facade treatments such as trim, awnings, bay windows, balconies, and other architectural elements to create variation along the building face.

Create variation in building mass along building faces to diminish the sense of bulk and provide more interest and depth to building form. Building modulation to balance bulk and mass is especially important within the for quadplexes and eightplexes where buildings may take up a larger percentage of the lot area compared to other residential uses.

- B1** Gable roofs de-emphasize upper floor building mass
- B2** Varying wall planes accentuate individual units
- B3** Setback variation
- B4** Roofline and height changes





Building Materials, Elements & Details

Design a prominent and appropriately scaled public entrance as a focus of the street façade.

Use building materials that contribute to a traditional sense of human scale.

Use building materials for primary and secondary facades to reinforce affinity with the historic setting.

Design and construct with solid masonry materials.

Choose materials with a proven durability and with significance in the context of the area.

Design a pattern and proportion of windows and doors which is characteristic of the area and the structure.

Respect the established scale and form of the street block and context in designing the massing of the building.

Design to respect the characteristic proportions, roof forms, and massing of the area.

Provide exterior lighting for specific access and use areas that are integrated with the architecture.



Contrasting materials and colors help to frame the building and the balcony portico while enhancing the contribution to the character of the street.

Changes in roof form and recesses minimize the bulk of the building.

Symmetry and vertical emphasis can effectively enhance a sense of both human scale and architectural stature.

Architectural Style Standards

The City of Goose Creek Comprehensive Plan calls for a cohesive and attractive built environment in harmony with both the natural and built environments. New residential construction is to reflect the high level of quality of existing planned communities.

The articulation of cohesive architectural elements plays a key role in creating a positive community identity. A balance between authenticity of style and contemporary interpretations of historic elements is key to achieving an attractive multifamily community. The following section identifies three architectural styles which are commonly used in the region, as well as aspirations for the future built environment of Goose Creek. The preferred styles identified through the community engagement process are as follows:

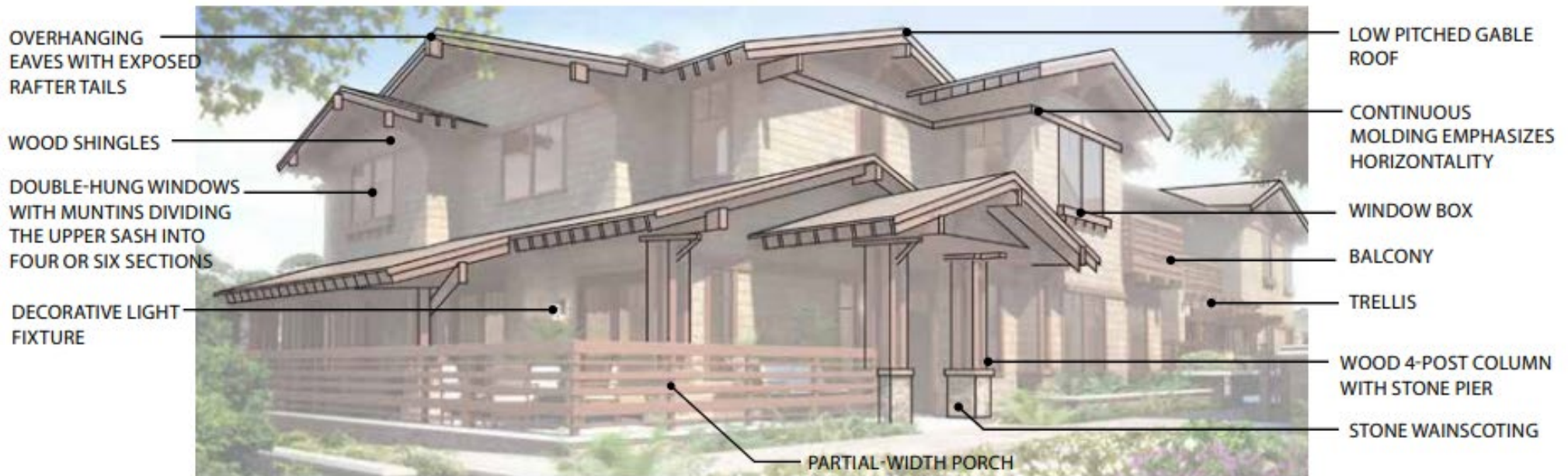
- **Craftsman**
- **American Traditional**
- **Contemporary Farmhouse**

It is the policy of Goose Creek to encourage a diversity of architectural expression. Alternative styles will be considered by staff, but these styles are most commonly seen.



Craftsman

As indicated in the accompanying illustrative diagram, recognizable elements include the artful use of wood and natural materials, low-pitched gabled or hipped roofs, horizontal orientation and earth-toned colors. Common design elements also include exposed rafters and beams under eaves, decorative brackets and fasteners, full- or partial-width porches and large columns or piers. Though this style exhibits a horizontal emphasis, vertical architectural elements are often deployed to accentuate corners and entrances. Period Craftsman residences often featured exterior cladding of wood shingles or clapboard siding and details such as extended lintels and decorative lighting with geometric detailing.





American Traditional

The American Traditional style represents a blending of traditional American styles including Cottage, Cape Cod and Farmhouse. Simple and classic elements characterize the style including rectangular forms, wide front porches, decorative shutters, dormers, and wood siding. The style represents a traditional interpretation of the rural farmhouse. Color blocking is usually subtle with white or gray shades comprising the body of the home with light or dark shutters providing contrast. Classical detailing often includes decorative attic vents and simple columns.



SIDE GABLED MEDIUM PITCHED ROOF WITH ASPHALT SHINGLES

FRONT PORCH WITH SLENDER COLUMNS

DECORATIVE ROOF VENT

CONTRASTING SHUTTERS

RECTANGULAR DOUBLE HUNG WINDOWS

Contemporary Farmhouse

An interpretation of rural residential forms and materials, the Contemporary Farmhouse style reflects the regional agricultural history as well as commercial structures in Goose Creek. Playful elements such as shed roofs, bright color blocking, and contemporary versions of farm structures such as barns and silos are typical. Roofs are medium to high-pitched, and simple detailing may include porches and wall-mounted gooseneck lights.



Mercantile

Mercantile is not a true style as much as a way of designing commercial, mixed-use, mill, and railroad buildings across many decades and design trends. As a result, the style can be expressed in either highly detailed traditional way or simplified modern approach. Elements of this style include front facades that are symmetrical, brick that vary in color and texture, flat or sloped roofs, a base that is delineated by entrance detailing of large storefronts at street level.

