

# Design Guidelines



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# Introduction

Initiated by Goose Creek City Council, in consultation with the Planning Commission, and guided by the recently adopted Goose Creek Comprehensive Plan (May 11, 2021), the Red Bank District is the first portion of the land use implementation process to take place.



Public input sessions with property owners and stakeholders were held to develop the proposal and adjust as needed to respond to concerns. The ultimate proposal is a design overlay (RBD) written specifically to address the characteristics of the Red Bank District.



## Mission



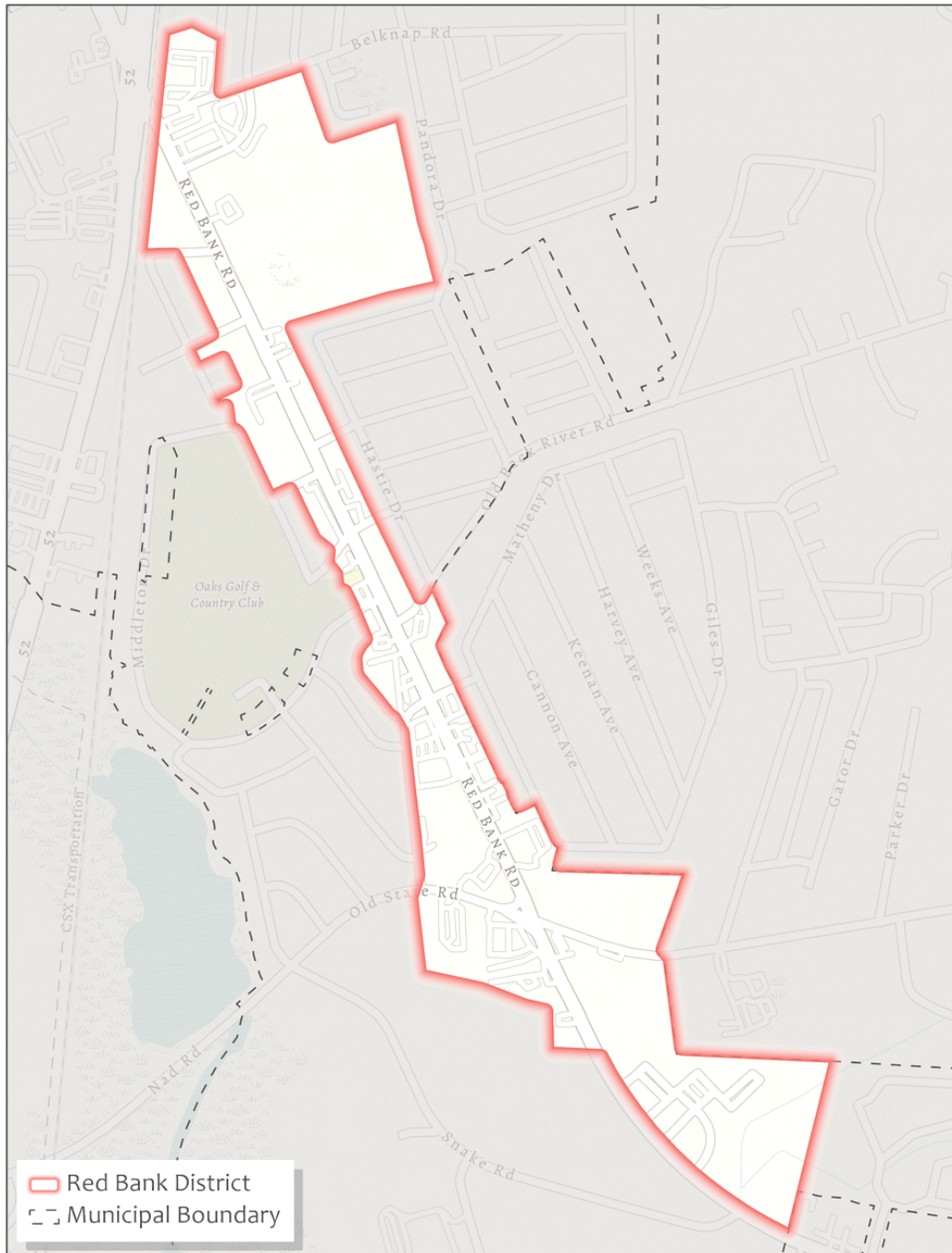
The intent of this overlay district is to support the transition of Red Bank Road to a pedestrian-oriented, mixed-use, pro-arts/artisan, boutique manufacturing corridor that is compatible with surrounding residential development.

## Goals

- ✓ Encourage safe pedestrian and alternative transportation methods along and to the District.
- ✓ Stimulate the growth of artisan manufacturing and commerce in the District.
- ✓ Incentivize the inclusion of public art in new developments and redevelopments.
- ✓ Promote the interconnectivity of commercial and residential areas in the District.



# Area Boundaries



The Red Bank Road Overlay (RBD) generally includes all properties adjacent to Red Bank Road, bounded to the west by U.S. 52 and to the east by Snake Road.

The Red Bank Overlay area consists of all or parts of 98 parcels and is +/- 154 acres total and is just under two miles in length.

# Review Process

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Most improvements to buildings or property that are visible from the public right-of-way and require a zoning permit, must first obtain a Certificate of Design Approval from staff.

Visible from the public right-of-way means substantially visible by any person standing at street level in any right-of-way within or abutting the overlay district. Some work may not require a staff review to obtain a zoning permit, however, a building permit is still required.

The guidelines for review are below; always check with staff to ensure you obtain the proper approvals prior to permitting and construction.

## **ARB Review Required**

- Projects wherein the owner/developer requests ARB review in lieu of staff

## **Staff Review Required**

- New construction and additions
- Reduction or expansion in size of openings
- Site Improvements (parking lots, curb cuts, etc.)
- Change in roof pitch
- Change in exterior materials and paint colors
- Signage

## **No ARB Review Required**

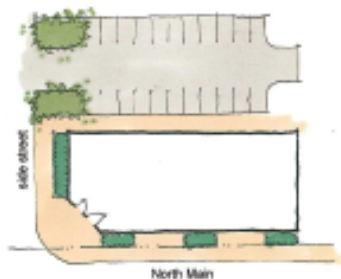
- Interior work
- Minor/routine maintenance as determined by staff
- Work to existing openings (i.e. replacing windows, doors)- like for like
- Similar roof material replacement and/or repair
- \*Building permit is still required

# Design Guidelines

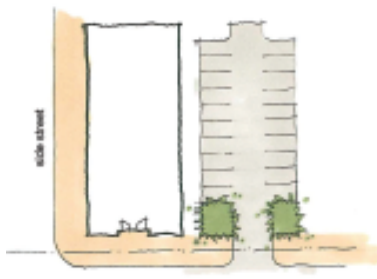
## New Construction

### Site Planning

Buildings that sit on corner lots shall be placed at the corner of the parcel.



proper site planning



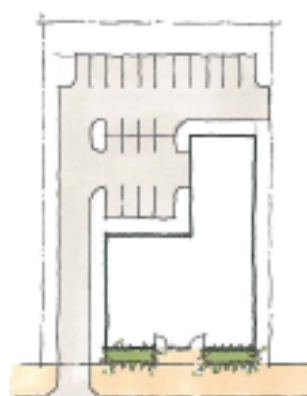
acceptable (secondary) site planning



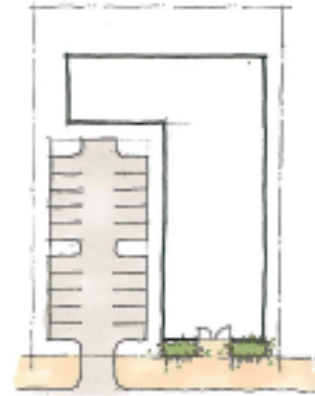
unacceptable site planning

Buildings should be located to screen as much surface parking from view of right-of-ways as possible.

A change in paving material shall be provided at locations where pedestrian & bicycles pathways intersect with automobile pathways and drives.



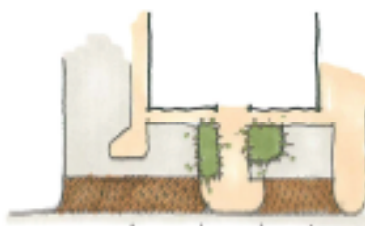
use building to shield parking



not acceptable site planning



existing parking area



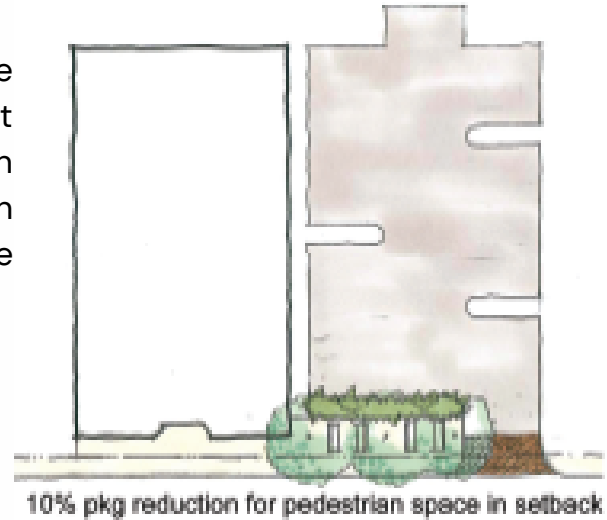
change in paving at pedestrian crossings

Where surface parking is adjacent to public sidewalks, a low seat wall integrated with the architecture of the building shall be provided within the side protective yard.

# Parking Placement

Surface parking on corner parcels shall not be allowed to be placed on the outside corners of lots.

Surface parking must be placed at the maximum setback, 15 feet. If this space is at least 25% hardscape and includes pedestrian amenities, public art, occupiable space then an additional 10% parking reduction may be granted upon review and approval.



Examples of pedestrian amenities, public art, and occupiable space that could qualify for parking reduction.

# Building Design

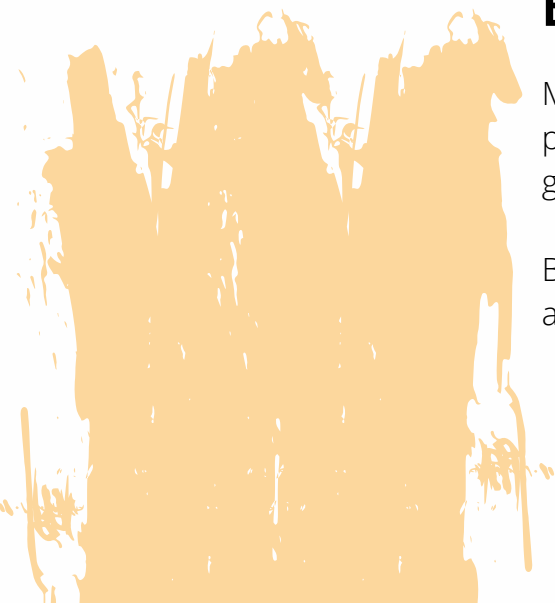
Architecture should be unique and flexible for various businesses over time. A building should not be so strongly identified with a single business that it cannot reasonably be adapted to another use in the future. Corporate identity should be contained in signage, storefront displays, and/or artwork.



## Entrances

Main entrances must be oriented towards sidewalks and pedestrian paths rather than driveways, parking lots, and garages.

Buildings should activate their frontages by having direct access to the sidewalk and by integrating seating or art.

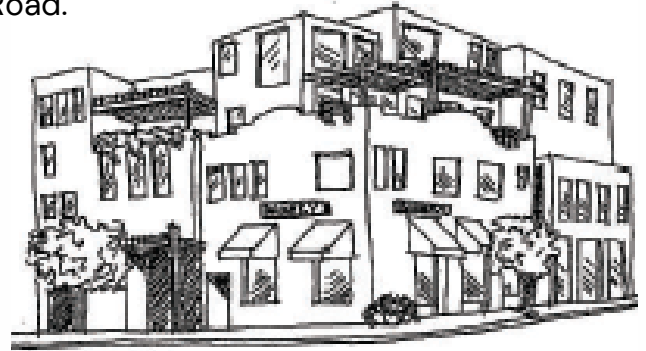




# Orientation and Elevation

Building façades must be parallel to Red Bank Road.

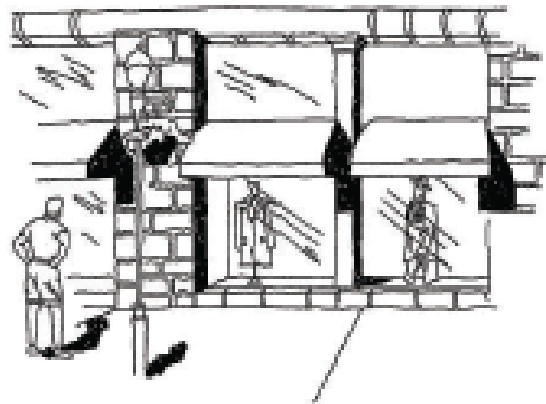
The mass of the building must be broken with regularly placed pilasters and/or other well articulated architectural details. Balconies and other elements may be used to create variety and interest, yet remain integral to the overall design.



Any residential frontages along Red Bank Road shall have direct access to the street, and articulated with strong entry architecture.

Garage access shall not be allowed to front Red Bank Road, except where lot dimensions and building placement make turning movements impractical.

Awnings may be integrated into the architecture and design of the building. Material and color shall complement the architectural style and character of the building.



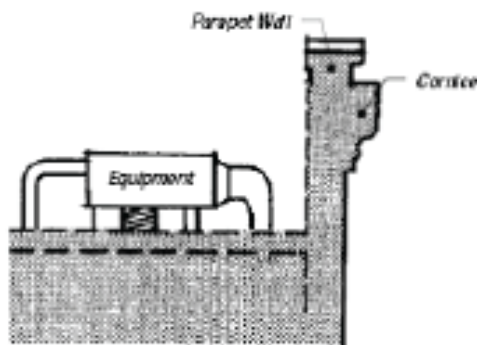
# Corner Articulation

Major intersections should have an architectural/design feature at corners to emphasize key entrances and elements of the building.

Entrances for buildings occupying corners should be oriented to address the corner/intersection.



# Equipment Placement and Screening

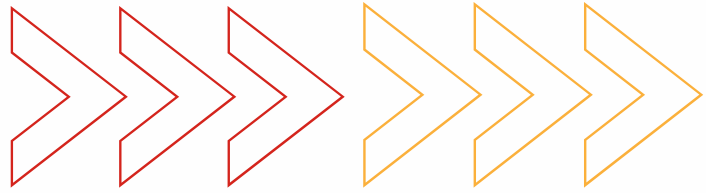


Roof mounted mechanical or utility equipment shall be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape, and size. Equipment should be screened by solid building elements (e.g. parapet wall) instead of after-the-fact add-on screening (e.g. wood or metal slats).

Each site shall provide an acceptable method for solid waste storage and disposal either on-site or nearby that is located to the rear of the property if possible and screened from direct public view by durable brick or masonry materials, or natural materials that complement the exterior treatment of the building.



# Façade Elements



## Materials

Vinyl and EIFS are not allowed as a primary building material.

**While other materials will be considered, brick shall be encouraged as a primary element.**



## Windows

Transparent glass with at least 88% transmission required in storefronts.

To permit visibility and safety of all users and residents, storefront windows cannot be obscured by displays, cabinets, and other obstructions that prevent seeing into the building. Interior blinds, or similar window treatments are exempt.



Windows are not to be flush mounted with the exterior walls. Windows are to be located as far inward into the wall to maximize depth and shadow. This is particularly important in stucco or brick applications; alternate detailing should be explored to provide a maximum window recess.

## Storefront Articulation

Residential uses that are on the first floor are exempt from the following requirements:

- Storefront windows and elements should cover 60% to 70% of the Red Bank Road façade.
- Storefront windows and elements should cover 50% of the side street façades. Of this 50%, no more than half may be spandrel glass.

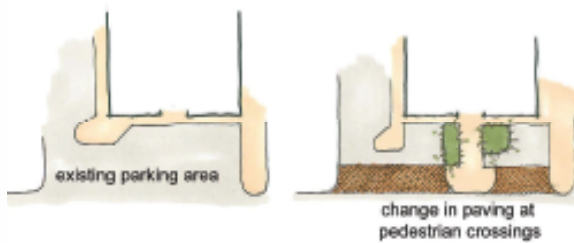
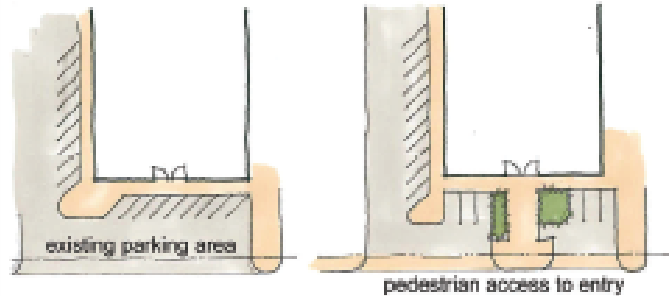
# Design Guidelines

## Redevelopment & Renovations

### Site Planning

#### Programming & Integration

Pedestrian connections from the public sidewalk to primary entrance must be provided in the form of a sidewalk with landscaped buffer to the parking area.



A change in paving material shall be provided at locations where pedestrian & bicycles pathways intersect with automobile pathways and drives.

### Landscaping

All applicants shall check with City of Goose Creek Planning Staff to determine what is required regarding the Landscape Ordinance for renovation projects.

When using the Landscape Ordinance's partial compliance, trees placed adjacent to the right-of-way/public sidewalks may be counted towards meeting the site density factor requirement.

Whether landscape ordinance is invoked or not, landscape buffer shall be provided between pedestrian walks and parking areas.

### Design Details

Planning staff shall require the owner to provide benches, trash receptacles, and bicycle racks to serve the use as needed.

Lighting shall be required and approved by staff.



# Signage

The following signs are permitted in the Red Bank District:

- Mounted channel letters
- Hanging signs
- Bladed signs
- A-frame signs
- Projecting signs
- Painted wall signs

Signs may only be illuminated in one of the following ways: halo lit, reverse halo lit, using up/down lighting, and marquee lighting.

The maximum area permissible for signs shall correlate to the base zoning district. To encourage creativity, there shall be no area limitations on application of painted wall signage and/or mural themed applications. Staff shall review all requests for permits.



Blade signs shall be encouraged, particularly for buildings located on corner lots.



# Design Guidelines

## Art

Art installations in public areas provide a means of personalizing the Red Bank District by creating unique “place makers.” Freestanding sculpture, wall murals and decorative sidewalk mosaics are examples of familiar media.

### Guidelines for art in the Red Bank District

The use of public art is encouraged.

Public art should be compatible with the identity and context of the Red Bank District. Consider locations such as gateways, small plazas, and points where views terminate at a public open space.

Commercial signs should not impede access to or obscure public art.

Art installation should not impede one’s ability to interpret the character of the area.

Murals and other public art installations are encouraged on facades that face Red Bank Road.

### Art Sites

These are places for art that are integrated into the city’s streetscape plan. They are strategically located to serve as accents in the sidewalk beautification design, such as at gateways into the downtown or as focal points in public parks and at civic buildings. In general, an art site is conceived to be an object integrated into the urban environment.



Examples of art sites.



Examples of streetscape art.

### Streetscape Art

These installations are designed as integral components of the streetscape plan and therefore have more constraints. In these cases, the artist would “customize” or reinterpret conventional features of a streetscape beautification design. For example, a new waste receptacle design may be commissioned that would be unique to the area.



**RE**

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