

# Scenic HWY 70 West Overlay Standards





# PURPOSE OF OVERLAY

The Scenic Highway 70 Overlay (SHO) is established for the purpose of:

- Protecting the visual qualities of the corridor
- Maintaining the corridor's natural state
- Encouraging urban development at highway interchanges



# SHO Boundaries

The SHO boundaries follow the thoroughfare within Town limits and extra territorial jurisdiction (ETJ) for:

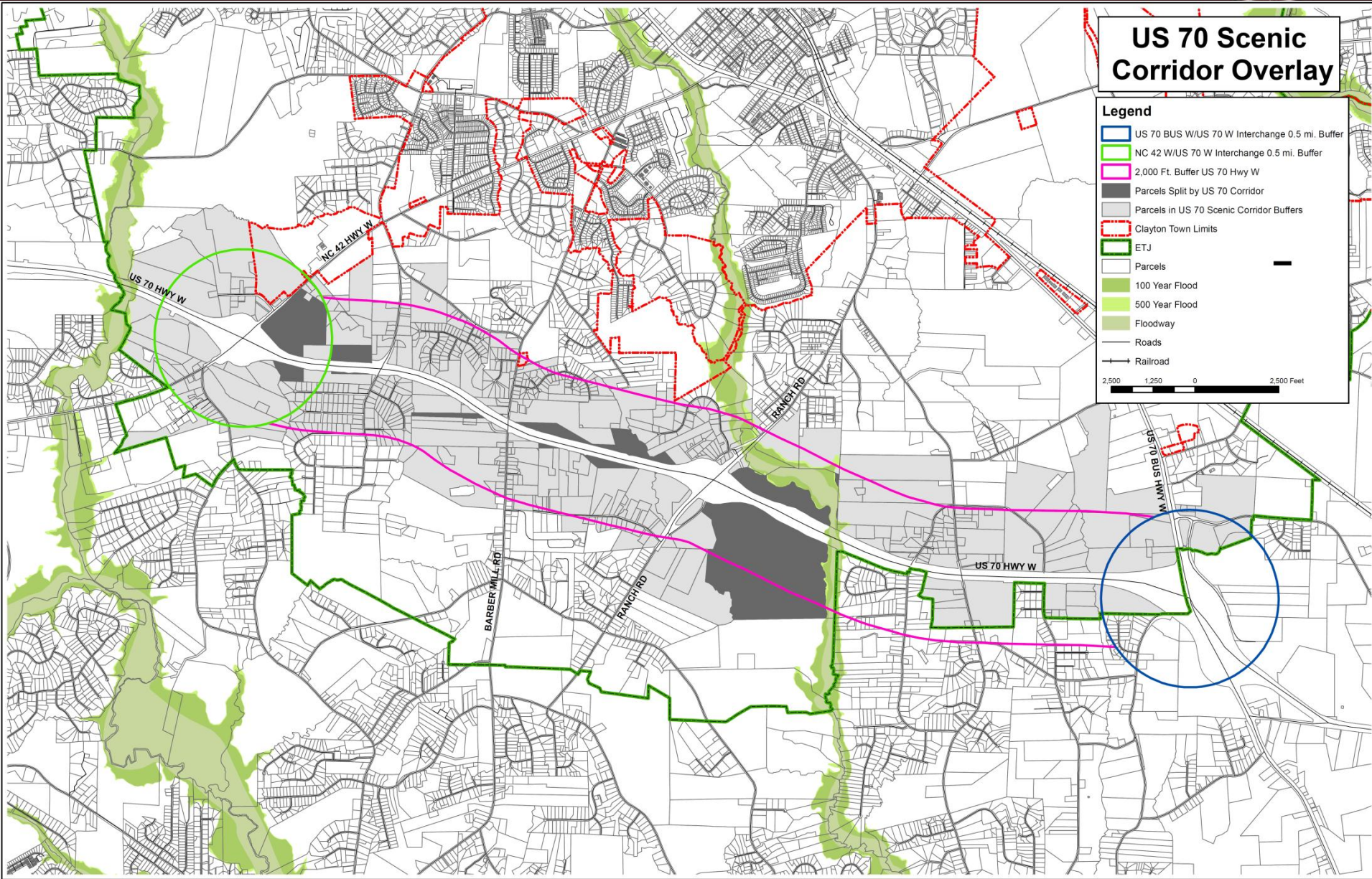
- ½ mile centered on highway interchanges
- 2,000 feet from the centerline of the right-of-way for the remainder of the thoroughfare.

# US 70 Scenic Corridor Overlay

**Legend**

- US 70 BUS W/US 70 W Interchange 0.5 mi. Buffer
- NC 42 W/US 70 W Interchange 0.5 mi. Buffer
- 2,000 Ft. Buffer US 70 Hwy W
- Parcels Split by US 70 Corridor
- Parcels in US 70 Scenic Corridor Buffers
- Clayton Town Limits
- ETJ
- Parcels
- 100 Year Flood
- 500 Year Flood
- Floodway
- Roads
- Railroad

2,500 1,250 0 2,500 Feet





# SHO Development Guidelines

## Exemptions.

- Existing single family lots of record and residential subdivisions which have a valid subdivision/plat approval.
- “Bona fide” farms as defined in North Carolina General Statutes (NCGS) Section 153A-340.

## Permitted uses.

- Interchange properties use a specific use regulation table.  
Corridor properties adhere to the permitted, special, and conditional uses of the underlying zoning.



# SHO Development Guidelines

## **Nonconformities.**

- Existing established uses or structures that may otherwise become a legal nonconformity as a result of the establishment of this section
- Any use specifically approved by a development plan approval granted by the Town prior to the effective date of this section.

## **Waivers.**

- A waiver of one or more requirements of the SHO may be granted by the Town Council if the waiver criteria have been met.



# SHO Development Guidelines

## **Pedestrian amenities.**

- Pedestrian-friendly focal spaces such as well-designed walking paths, pedestrian spaces with furnishings, public art are required

## **Landscaping.**

- To supplement landscape requirements, existing vegetation shall be incorporated into the design of the development to the greatest extent possible.



# SHO Development Guidelines

## Interchange Setback requirements.

- Setbacks for properties not having direct frontage along a thoroughfare within the SHO shall be as defined by the underlying zoning district.
- Thoroughfare right-of-way setbacks shall be a **minimum of 50 feet**. The entire area within the right-of-way setback shall be fully grassed and landscaped. Structures and paved areas for motor vehicles, other than for ingress and egress, shall not be installed or constructed within 50 feet of a road right-of-way.



# SHO Development Guidelines

## Corridor setback requirements.

- **No structures** shall be allowed within **100 feet** of the edge of the ultimate right-of-way, except for:
  - Landscaping;
  - Drainage features designed to mimic the natural environment;
  - Public utilities and facilities;
  - Driveways and streets; and
  - Sidewalks, pedestrian ways, or bikeways.



# SHO Development Guidelines

## Access management.

- NCDOT policies and access management practices shall be followed to limit traffic conflicts through the design and placement of driveways and medians within the SHO.
- To improve safety and site circulation, cross access agreements shall be provided by proposed development to adjacent properties.



# SHO Development Guidelines

## Interchange building height requirements.

- To promote a sense of arrival, structures located on intersection properties having frontage on Scenic US Highway 70 West shall be a minimum of two stories in height.

## Corridor building height requirements.

- Properties located along the corridor shall adhere to the height requirements prescribed by the underlying zoning district. A balloon test may be used to determine the impact of a building on the scenic corridor.



# SHO Design Guidelines

## **General design.**

- Buildings shall be designed to be compatible with the surrounding environment, both manmade and natural. A building shall provide a positive impact on the surrounding environment.

## **Building elevations.**

- All building elevations shall be treated equally as if all sides were the front of the building. This requirement includes but is not limited to architectural elements, facade treatment, and landscaping.

## **Building materials and color.**

- Building materials and color selection shall achieve visual order through the consistent use of compatible color palettes.



# SHO Design Guidelines

**Prohibiting certain elements.** The following elements are prohibited along the SHO corridor:

- Unfinished concrete or concrete masonry walls.
- Unscreened dumpsters or trash receptacles.
- Visible neon and other lighting elements with highly reflective or bright colored surfaces.
- Unshielded lighting and backlit signage.
- Distracting or frivolous objects which are not in harmony with the SHO.

**Site grading.** Site grading shall be minimized to incorporate the existing topography to the greatest extent feasible.



# SHO Design Guidelines

**Mechanical equipment, Service yards, storage yards, and loading docks.**

- Service areas and equipment shall be screened. Materials used for screening purposes shall be compatible with the architectural style, color, and materials of the principal building. This equipment shall be located so as not to be visible from any street or adjoining property.



# Questions/Discussion



05/02/2011 02:58 PM



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